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User interface (UI)

is a component of

user experience

(UX). Think of UX

as the user's

entire experience

from first landing

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EXPERIENCE? (UX)

Puts the end user

at the center of
the universe and

defines the system

from that

perspective

Usability is

finding the best

match between a

user's needs and a

product's use While

this is a specialty

by itself, a

computer

scientist/developer

can grow an

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appreciation for
UX, which affects
1. Functionality 2.

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network of
observing assets
including data
buoys, coastal
meteorological
stations, vessels,
instruments and
radars and brings

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together coastal
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ocean data and
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forecasts from a
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including
satellites, ocean
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numerical models to
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give the user an
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integrated view of
past, present
conditions in the
US Caribbean
region.

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User interviews
User interviews are
a great way to
learn about a
person's pain
points in any given
task. This is
perhaps the best
way of learning
about the user's
journey, pain
points, and flow.
Arrange at least
five user

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interviews, more if
you have access to
them. The sorts of
questions you ask
them should
include:

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User research is
the way to do this,
and it can
therefore be
thought of as the

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largest part of
user experience
design. In fact,
user research is
often the first
step of a UX design
process—after all,
you cannot begin to
design a product or
service without
first understanding
what your users
want!

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Kathy Sylva used it
to study children
at play by
observing their
behavior in a
playgroup in
Oxfordshire.

Strengths. 1 By
being able to
observe the flow of
behavior in its own
setting studies
have greater
ecological
validity. 2. Like
case studies,
naturalistic

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[Becoming a UX
Researcher: What
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Human-centered
design (HCD) [also
Human-centred
design, as used in
ISO standards] is

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an approach to
problem solving,
commonly used in
design and
management

frameworks that
develops solutions
to problems by
involving the human
perspective in all
steps of the

problem-solving
process. Human
involvement

typically takes
place in observing
the problem within

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Observing user
behavior: Try to
understand people
by observing them.
For example, if
you're designing a
vacuum cleaner,
watch people

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vacuum. Putting
yourself in the
situation of the
end-user: IDEO does
this to understand
what the user
experience is
really like; to
feel what their
users feel.

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Better still, the
user can change the
view from radio
through to x-ray

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(visible included
of course). It's
Windows only, its
free so download it
now. Keeping with
the freeware theme,
the third free bit
of software is an
up-and-coming
simple yet capable
sky charting
program called
Asynx Planetarium .

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To deliver a good user experience, prototyping must be a part of your design process. A prototype is an experimental model of an idea that enables you to test it before building the full solution. A prototype often starts small, with you designing a few core parts of a

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an uncertain travel
climate. Oli Mival,

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Director of User
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Skyscanner,
explains how the
brand used user
insight and testing
to stay ahead of
quickly shifting
trends in travel
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Third, nurture your top design people and empower them in cross-functional teams that take collective accountability for improving the user experience while retaining the functional connections of their members. Finally, iterate, test, and learn rapidly, incorporating user

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insights from the
first idea until
long after the
final launch.
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