

# Brief intro to UX

Prof Miller



# Usability

- When thinking about usability, you have to consider user experience.
- The following slides are shamelessly stolen from a presentation given by Whitney Hess, an *Experience Designer* in NYC.

# Principles of Experience Design

1. Stay out of people's way.
2. Create a hierarchy that matches people's needs.
3. Limit distractions.
4. Provide strong information scent.
5. Provide signposts and cues.
6. Provide context.
7. Use constraints appropriately.
8. Make actions reversible.
9. Provide feedback.
10. Make a good first impression.



**1. Stay out of people's way**

get in, get out, get going.

# tumblr.

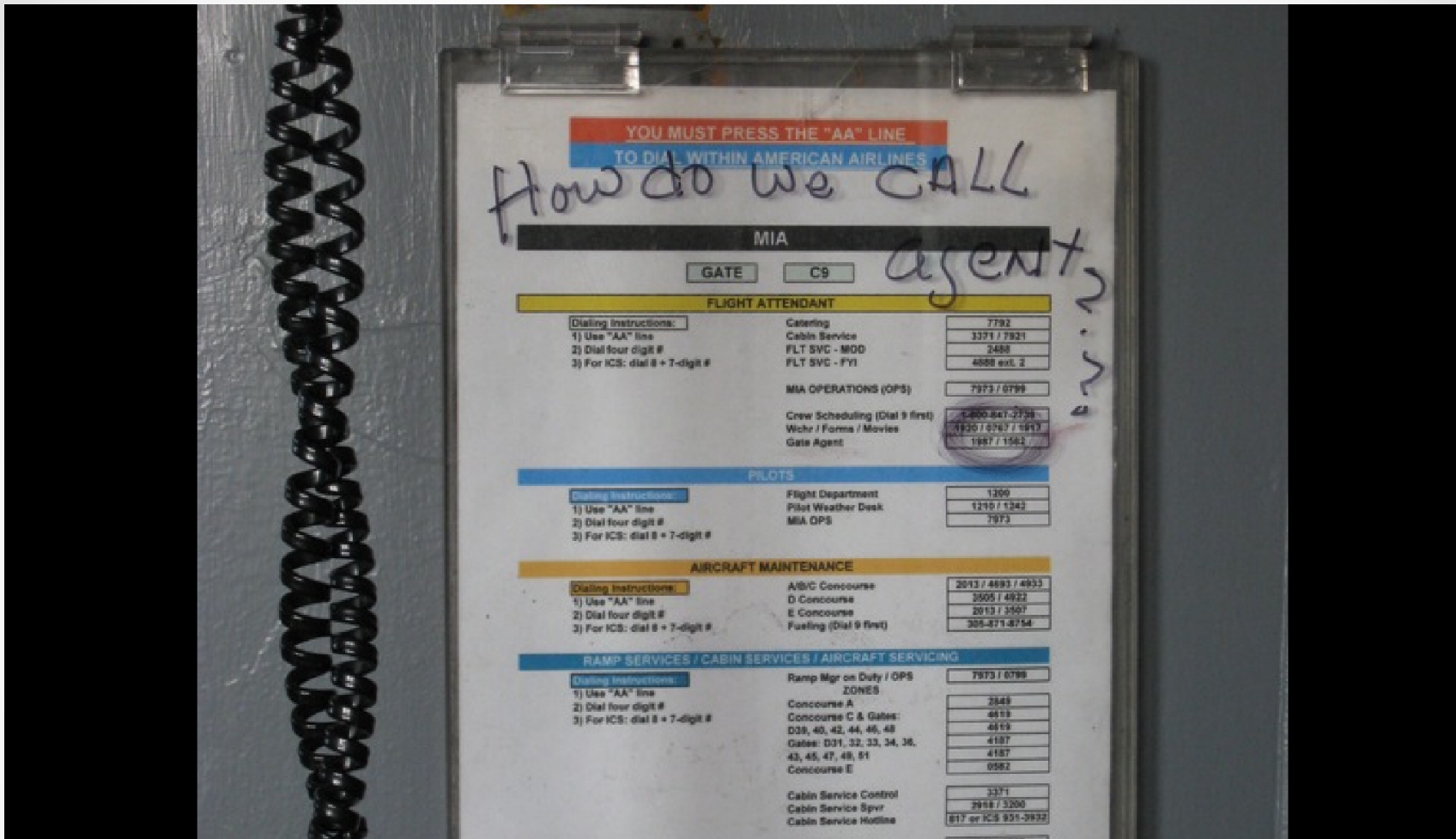


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**1. Stay out of people's way**



**2. Create a hierarchy that matches people's needs**

BANKING



Credit Cards



Checking



Savings



CDs

new



Home Loans



Brokerage



401k Rollover



IRAs



Auto Insurance



Life Insurance

Here are the most valuable cards based on your credit card profile.

[Show Profile](#)

Filter Results

Reset

▼ APR

Balance Transfers: < 24.90%

Purchases: < 24.90%

Ongoing: < 24.90%

▼ Reward Type

- All BEST
- Miles \$2,443
- Points \$1,650
- Cash Back \$1,644
- None \$100

▼ Specialty

- All \$2,443
- Personal \$2,443
- Business \$2,355
- Student \$1,355

► Issuer

► Network

► Bonus Reward Card

Estimate my savings over

1 year 2 years **3 years**

### Escape by Discover® Card



[See Details](#)

Intro APR		APR		Rewards	Your Three-Year Savings
BALANCE TRANSFERS	PURCHASES	ONGOING		MILES	<b>\$2,443</b> APPLY NOW ►
6 mo	6 mo	variable		up to	
0.00%	0.00%	10.99% - 16.99%		2	
		Purchases & Transfers		per \$	

[Show Savings Calculations](#)

### Capital One® Venture™ Rewards Credit Card



[See Details](#)

Intro APR		APR		Rewards	Your Three-Year Savings
BALANCE TRANSFERS	PURCHASES	ONGOING		MILES	<b>\$9,455</b> APPLY NOW ►
6 mo	6 mo	variable		up to	
0.00%	0.00%	10.99% - 16.99%		2	
		Purchases & Transfers		per \$	

2. Create a hierarchy that matches people's needs



I am leaving from

**NEW YORK** ✓

e.g. Miami, London, JFK

I can spend up to

**\$3000** per person



I want to go

**EARLY JUN** for **7 DAYS**










I want to explore

**ANYWHERE**

e.g. Chicago, Brazil, Europe

I am interested in (choose one or more)

 SPA	 ECO	 OUTDOORS	 ROMANCE	 LUXURY	 ENTERTAINMENT
 BEACH	 HISTORY	 FOOD	 POPULAR	 FAMILY	 SNOW

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PEOPLE'S VOICE AWARD

NOMINEE

GO

GET GOING



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Check out [Ulan Bator](#) for History.

## 3. Limit distractions







**4. Provide strong  
information scent**

# Information Scent

- People do not like to guess (if they don't find what they thought they would find, they leave)
- Jared Spool (UI Expert) studied people navigating websites and found: finding information is like fox hunting prey, use links that communicate scent in a useful way
- Hard to show good examples of perfect usability- it's perfect for you in the moment - good design is invisible.
- Users are trained to look for links, they should look like links, they can't blend, they must be distinctive. "Mega-menus" are bad.




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[What is the best way to eat a Reese's?](#) Candy, Food, and Reeses  
[What is the best way to help a friend who is suffering from an eating disorder?](#) Health & Welln  
[Oreos: What is the best way to eat an Oreo?](#) Eating, Food, and Oreos  
 [Jason Waye](#) Answer Seeker  
 [Harry Waye](#)  
[What is the best way for a friend, family member or doctor to get a loved one or friend to e](#)  
[What's the best way to learn about good nutrition?](#) Healthy Eating, Food, Health & Wellness, Preventiv  
[What are the best ways to find a new place to eat, especially in terms of wandering around](#)  
 ★ [Search "What is the best way to eat a Reese's?"](#)

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✓ [Andrew Kortina](#) voted up a post by [Rebekah Cox](#).  
[557](#) [Design @ Quora \(Web2.0 Expo Presentation\)](#)

 Rebekah Cox

Good Morning. My name is Rebekah Cox. I was the first employee at Quora and I'm currently one of four product designers there. Quora's a place for sharing your knowledge a... [\(more\)](#)

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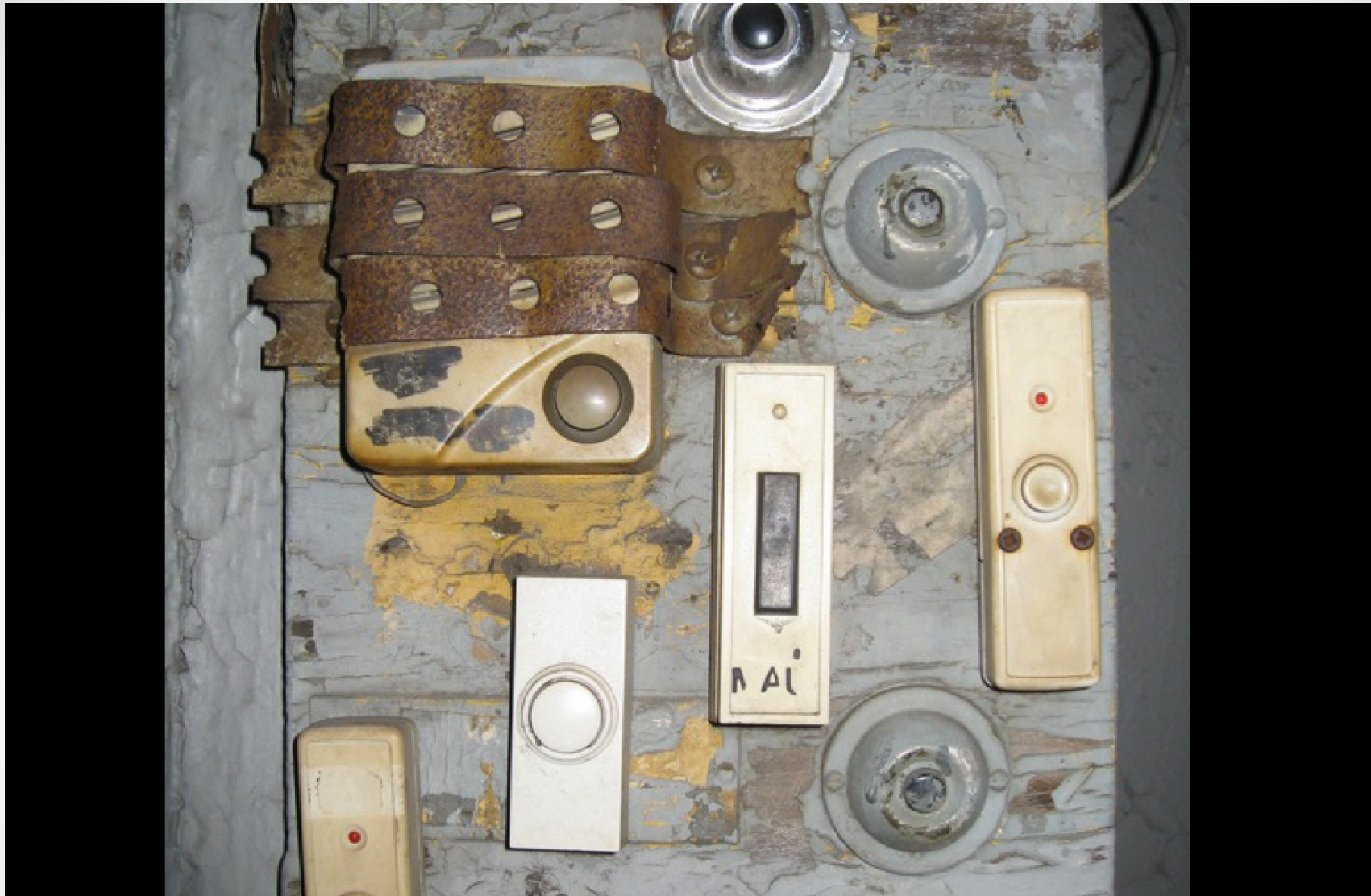
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# 4. Provide strong information scent



**5. Provide signposts and cues**



## 5. Provide signposts and cues

Never let people get lost, they can get there an infinite number of ways, but make sure they get there.

The screenshot shows the Neiman Marcus website's navigation and product display. At the top, the Neiman Marcus logo is on the left, followed by promotional text: "FREE SHIPPING\* with your \$150 order & code FSAPR". To the right are links for "ASSISTANCE", "YOUR ONLINE ACCOUNT", and "SHOPPING BAG". A search bar with the text "Enter Search" and a "GO" button is also present. Below this is a horizontal menu with categories: "DESIGNERS", "INSITE", "APPAREL FOR HER", "CONTEMPORARY", "SHOES & HANDBAGS", "JEWELRY & ACCESSORIES" (highlighted), "BEAUTY", "MEN'S SHOP", "NM KIDS", "HOME", "GIFTS", and "SALE".

Under the "JEWELRY & ACCESSORIES" category, the page is titled "JEWELRY & ACCESSORIES: JEWELRY: RINGS". On the left side, there is a vertical navigation menu with the following sections:

- DESIGNERS
- MOTHER'S DAY GIFTS
- JEWELRY BY PERSONALITY
- NEW ARRIVALS
- JEWELRY
  - EARRINGS
  - NECKLACES
  - BRACELETS
  - RINGS (highlighted in red)
  - Diamonds
  - Gold & Silver
  - Gemstones
  - Pearls
  - Precious Jewelry
  - Statement Rings
- FASHION
  - WATCHES
- PRECIOUS JEWELRY
- SUNGLASS SHOP
- ACCESSORIES
- WHAT'S NEW
- NM CATALOGS

The main content area is titled "RINGS" and features a grid of ring images. A "ALL RINGS" button is in the top right corner of the grid. The first row of images has labels below them: "Diamonds", "Gold & Silver", and "Gemstones". The second row shows three more ring images without labels.

At the bottom of the screenshot, a red banner contains the text: "5. Provide signposts and cues".



## 6. Provide context

[View Nearby Properties](#)

## Lovely Studio near TRASTEVERE ★

Apartment - Entire home/apt · Via Giuseppe Ravizza, Rome, Lazio 00149, Italy

19 reviews

Photos Maps Calendar



Airbnb.com  
Verified Photo



From  
**\$96** Per Night

Check in  Check out  Guests

Subtotal

[Instant Book](#)

David P [more info](#)



Response Rate: 100%

[Contact Me](#)

### My Other Listings

1 room



Same Location

\$110/night  
Entire home/apt

Description Amenities House Rules

\*\*Selected as the only host in Rome with the "instant booking" feature

\*\*Selected as one of the best Airbnb apt in Rome

Can accommodate up to 4 people

Walking distance to TRASTEVERE STATION where the train from/to FIUMICINO AIRPORT stops.

5 WINDOWS: 2 IN THE BATROOM; 1 IN THE KITCHEN; 2 IN

THE ROOM

HIGH CEILINGS: 3 meters

Minimum Stay: 2 nights

### Details

Room Type: Entire home/apt  
Bed Type: Real Bed  
Accommodates: 4  
Bathrooms: 1  
Extra People: \$22 / night after

### Similar Listings

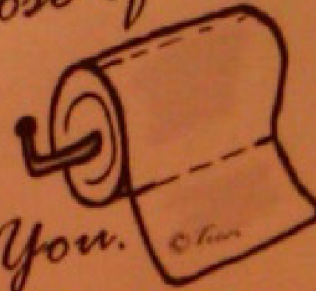


3.2km away  
\$74/night

# 6. Provide context

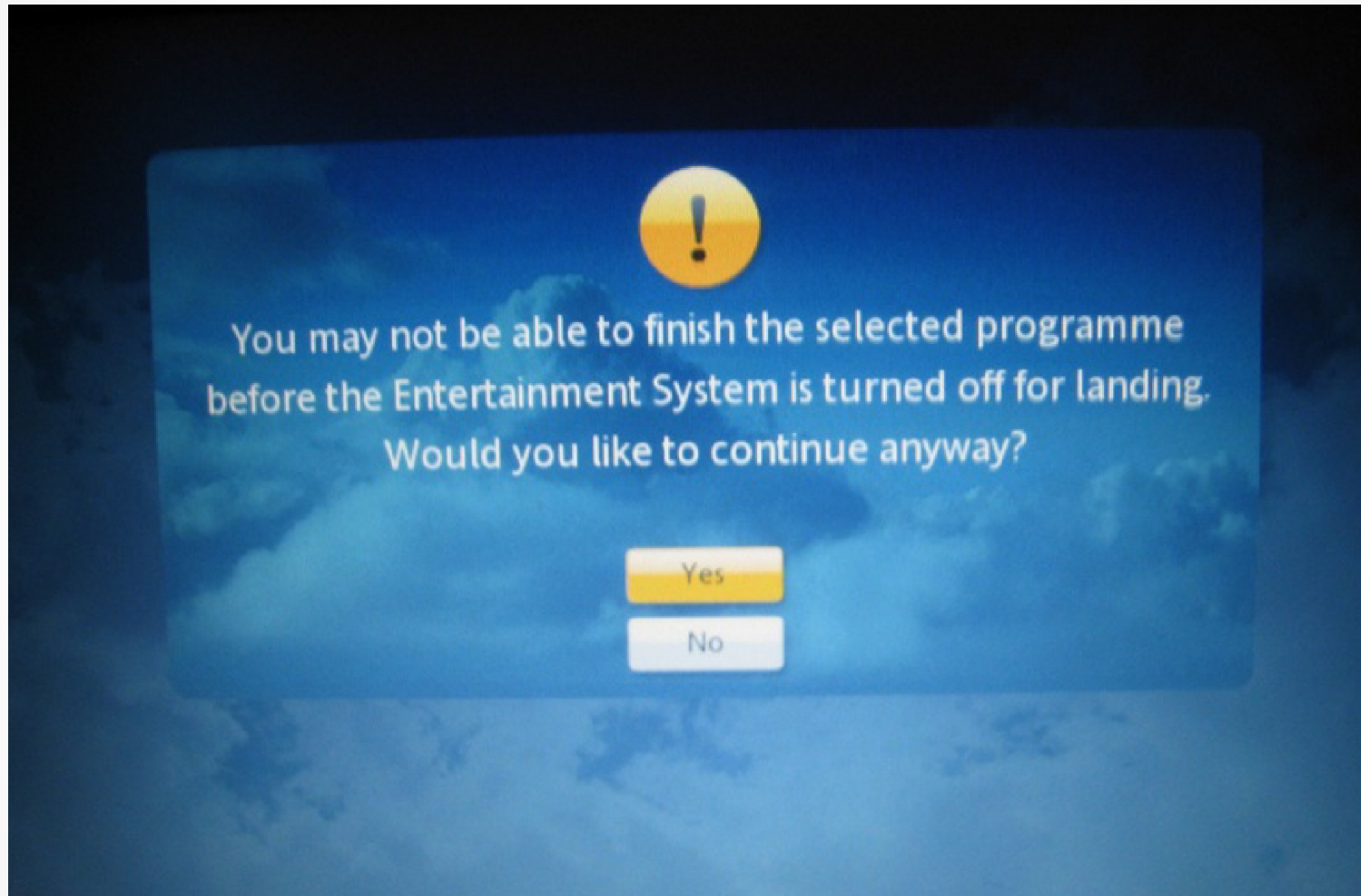


Please do not dispose of  
toilet paper in  
the toilet. Thank You.



**7. Use constraints appropriately**

Preventing error is better than recovering from it



**7. Use constraints appropriately**

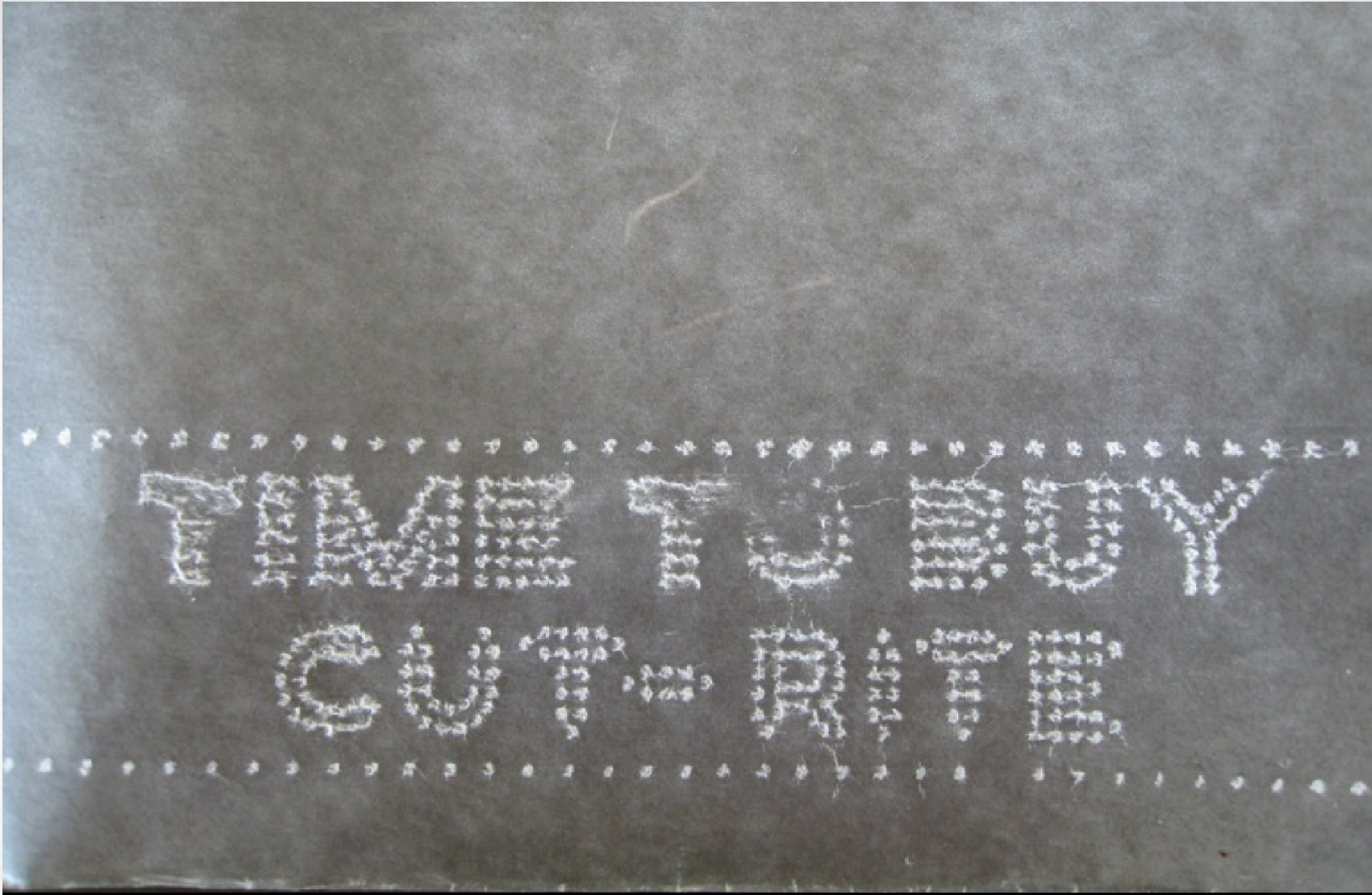


**8. Make actions reversible**


# Make mistakes easily fixable. Undo is critical in web apps.

The screenshot displays the 'remember the milk' web application interface. At the top, there is a navigation bar with links for 'qt711 pro', 'Offline', 'Overview', 'Tasks', 'Locations', 'Contacts', 'Settings', 'Help', and 'Logout'. The date and time are shown as 'Saturday, April 30, 2011 | 3:56AM'. A yellow notification bar at the top center reads: 'Finish AEA presentation' completed. Undo?'. Below this, there is a search bar and a 'Show search options' link. The main content area is divided into two columns. The left column shows a task list with various tasks, each with a checkbox and a due date. The right column shows a summary for the 'UX Stuff' category, including a 'List', 'Share', and 'Publish' button, and a 'Key' section with priority indicators (1, 2, 3, No) and due/overdue status (bold, underline). A second yellow notification bar at the bottom of the screenshot reads: 'Finish AEA presentation' uncompleted. Undo OK.

## 8. Make actions reversible



**9. Provide feedback**

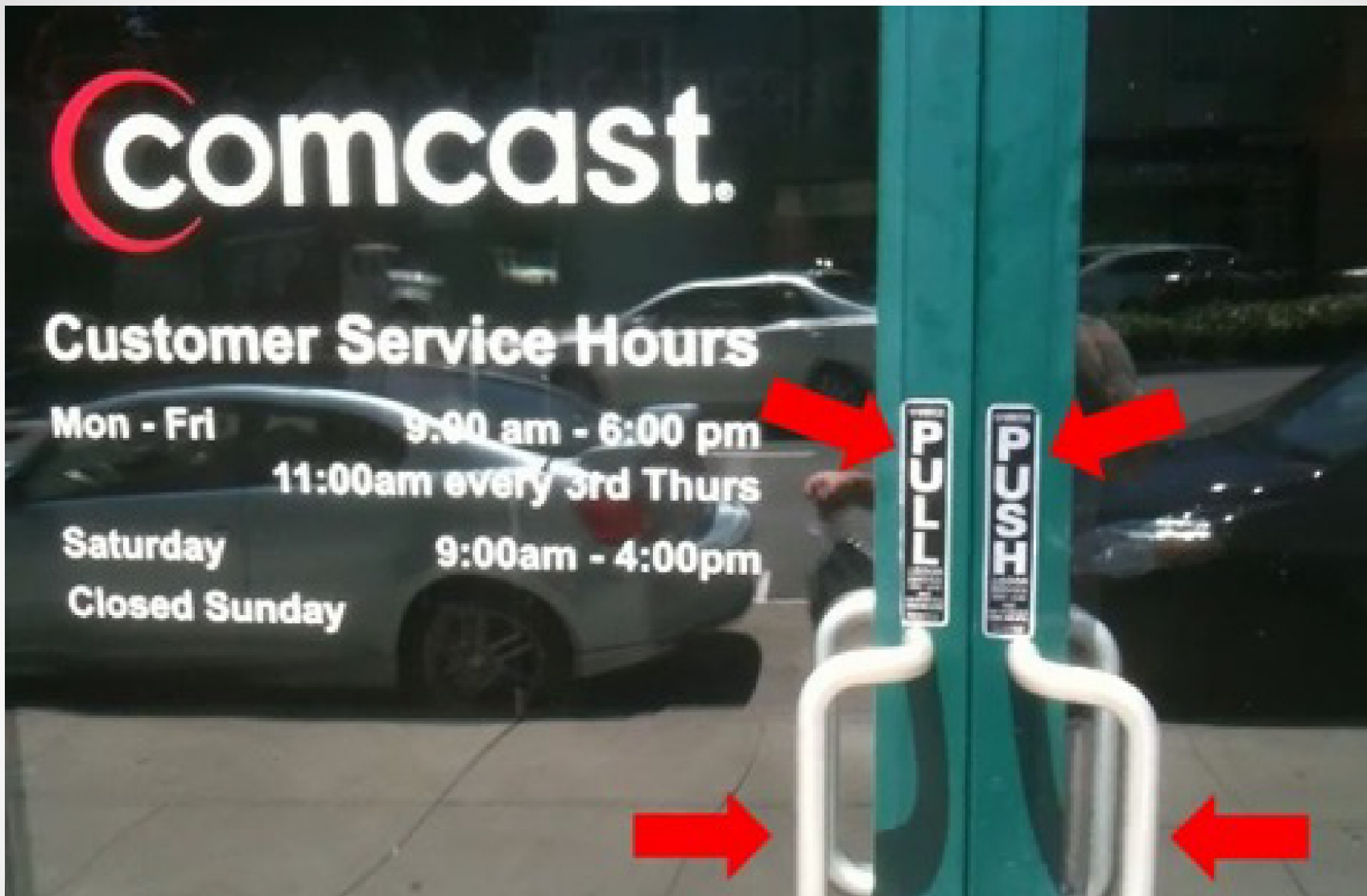
 Loading...

Tip #5: Hide the flights you're not interested in.

filter by time

- ✓ Show all
- No early morning departures
- No morning departures**
- Only morning arrivals
- Only red-eyes
- Hide red-eyes

## 9. Provide feedback



**10. Make a good first impression**



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by Ronen V 9 hours ago  
Second Weekly Video! Mailing Lists and More Awesome:  
<http://REGGIEWATTS.com> <http://RONENV.com> Camera+light by Noa Griffel (<http://alphabettown.tumblr.com>) Produced...  
❤️ 64 likes



### Egypt: After The Revolution

by Marty Stalker 24 days ago  
Documentary shot on the Canon 5D Mark II with Zeiss Compact Prime  
Lenses in Egypt after the revolution in March 2011. Pyramid Video Labs

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Greetings iPhone users! To start your week off right we have just released a new version of the Vimeo iPhone App. Version 1.0.2 is available right now...



by Andrew Pile 4 days ago

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10. Make a good first impression