



Center for Career Development

by LINKgroup

uvod u ux dizajn 2. deo

Novi Milenković · UX Evangelist · novi.xyz · yskra.com





Center for Career Development

by LINKgroup

uvod u UX dizajn

osnove informacione arhitekture

card sorting

user flow

korisničke priče i persone

prototip

lean metoda

testiranje

dark patterns

istraživanje			ideje			planiranje		
competitive audit	data analysis	interviews	priorities	brainstorming	prototype	storyboard	user flow	personas
sadržaj			izrada			interakcije		
ia	language	accessibility	gestures	ui	responsiveness	waiting times	errors	completed actions
dizajn			detalji			analiza		
layout	images	fonts & colors	micro copy	micro interactions	transitions	kpi	benchmark	ux lab

Center for Career Development

by LINKgroup





merenje doživljaja

Procenat uspešno završenog zadatka

Vreme potrebno za uspešno završen zadatak

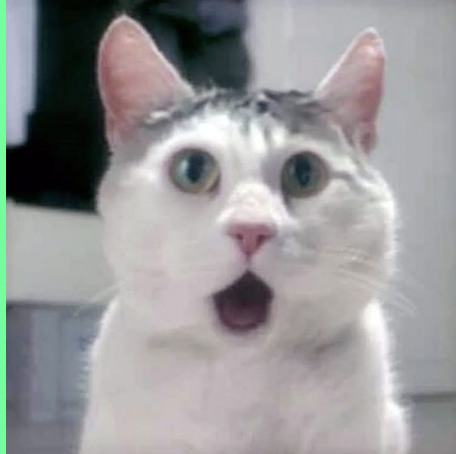
Problemi u upotrebljivosti

Očekivana težina zadatka- Realna težina zadatka

Nenamerne greške

Odnos pregleda i klikova

SUS



46.1% determine how trustworthy site is based on looks <http://simson.net/ref/2002/stanfordPTL.pdf>

System's aesthetics affects the perceptions of usability
http://www.ise.bgu.ac.il/faculty/noam/papers/00_nt_ask_di_iwc.pdf

Rejected a site as not trustworthy, 83% of comments related to design
<http://dl.acm.org/citation.cfm?id=985776>

Testing same functionality with different appearances, users cited more aesthetically pleasing site worked better
http://www.sigchi.org/chi95/proceedings/shortppr/mk_bdy.htm



Center for Career Development

by LINKgroup

WHAT WE DESIGN FOR... THE REALITY...

Read

Read

Read

Read

[Pause for reflection]

Finally, click on carefully chosen link

Look around feverishly for anything that

a) is interesting, or vaguely resembles what you're looking for, and

b) is clickable.

As soon as you find a halfway-decent match, click.

If it doesn't pan out, click the Back button and try again.

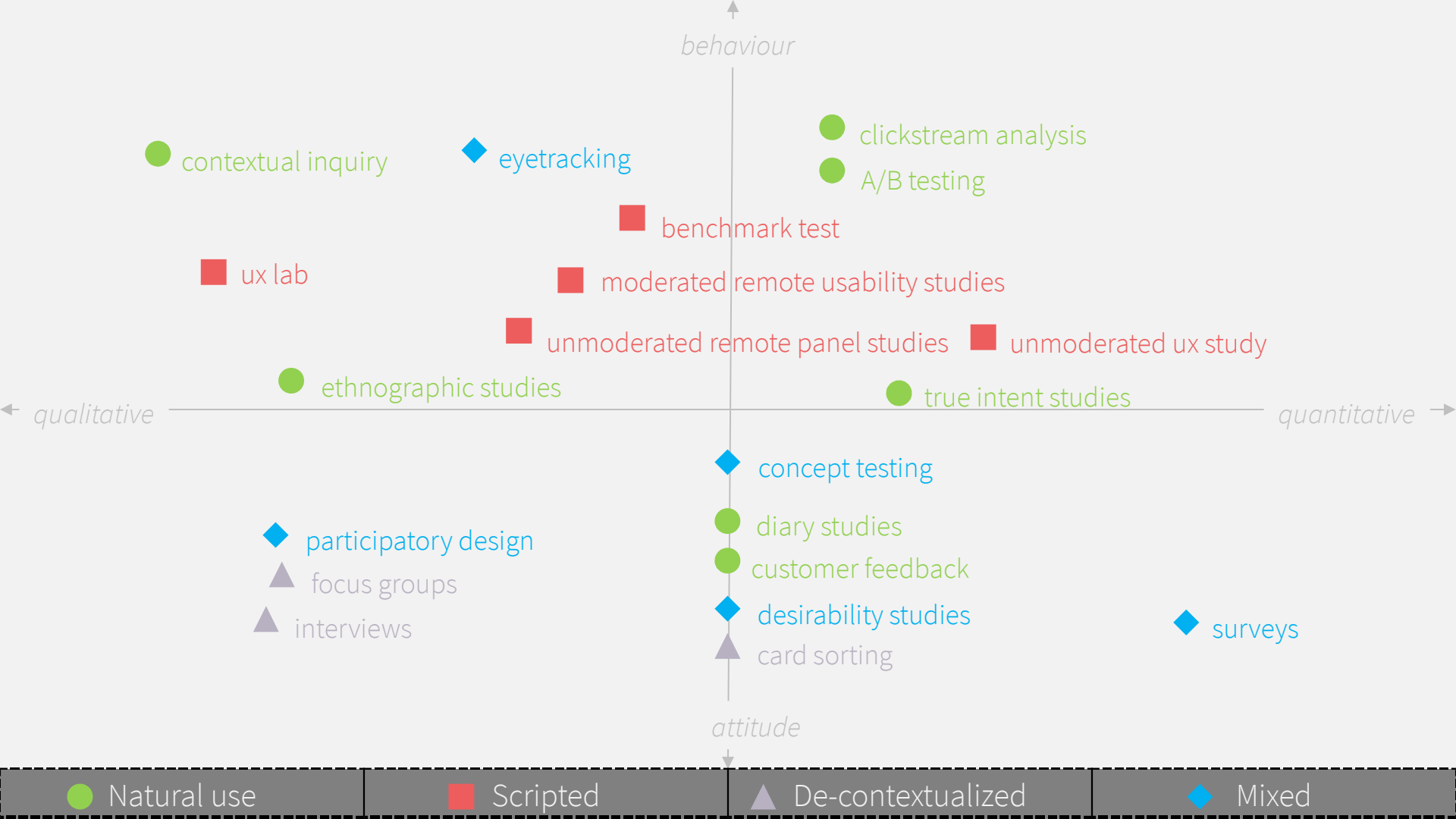


Center for Career Development

by LINKgroup









intervju

Intervju nije test

Korisnik nije UX dizajner

Spekulacije nisu korisne

Previše priče škodi

Bez navođenja na odgovore

Poštovanje privatnosti i mišljenja korisnika



fokus grupa

- Različite perspektive na jednom mestu
- Različite perspektive na jednom mestu



kontekstualni upit

Korisnik je „ekspert“

Razvoj obostranog razumevanja

Otkrivanje skrivenog aspekta posla, koji je za korisnika
podrazumevan

Identifikacija ograničenja



kvalitet odgovora

Korisnik se oseća podređeno

Izbegava kontakt očima

U skupljenom položaju i okreće telo na stranu

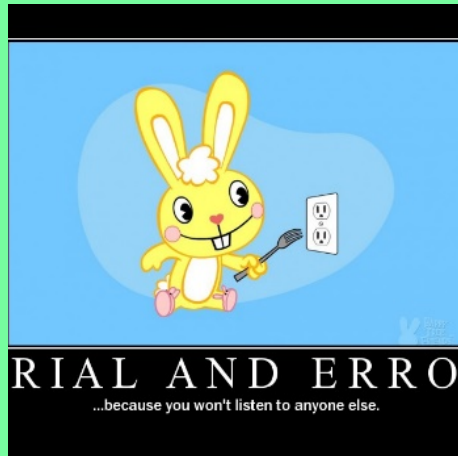
Drži predmet između sebe i intervjuera

Brzo menja izraze lica i dodiruje kosu, lice, delove tela

Govori tiho

Izvinjava se

...



usability heuristics

Visibility of system status

Match between system and real world

User control and freedom

Consistency and standards

Error prevention

Recognition rather than recall

Flexibility and efficiency of use

Aesthetic and minimalist design

Help users recover from errors

Help and documentation



information architecture

Organizacija podataka i bibliotekarstvo

Označavanje, kategorizacija i taksonomija

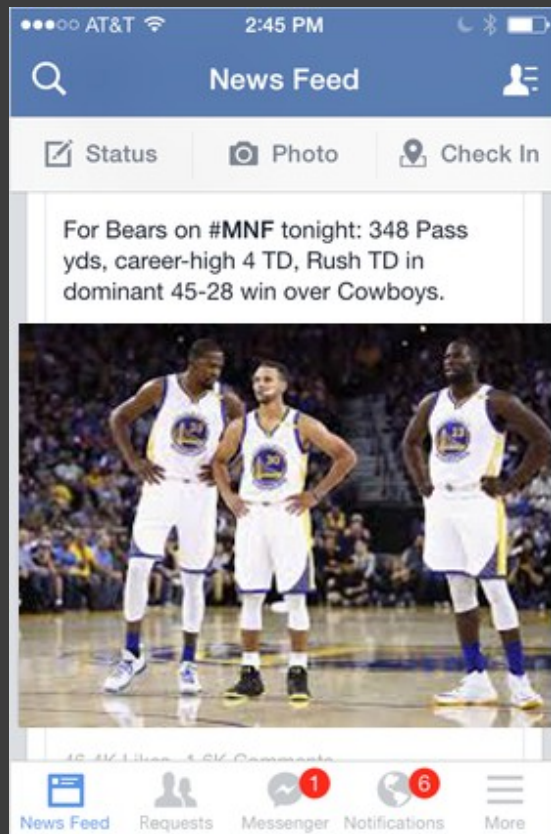
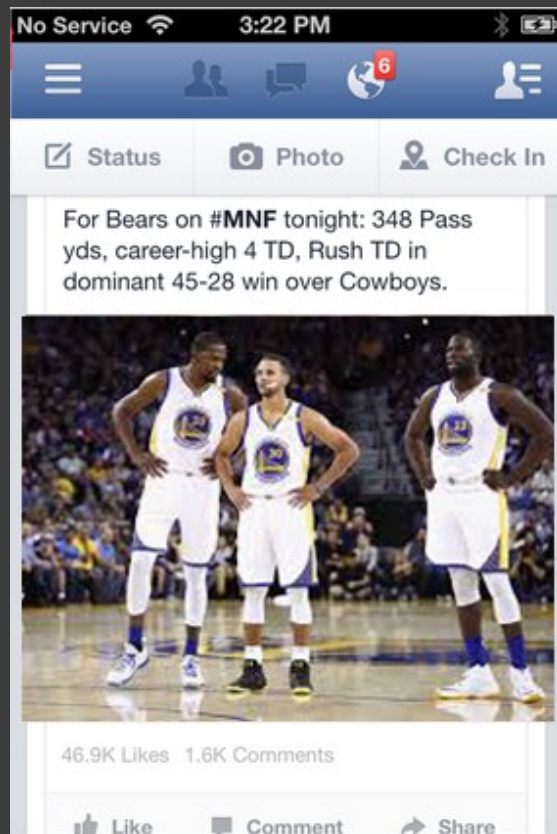
Navigacija i pretraga

Usmeravanje korisnika ka cilju



Center for Career Development

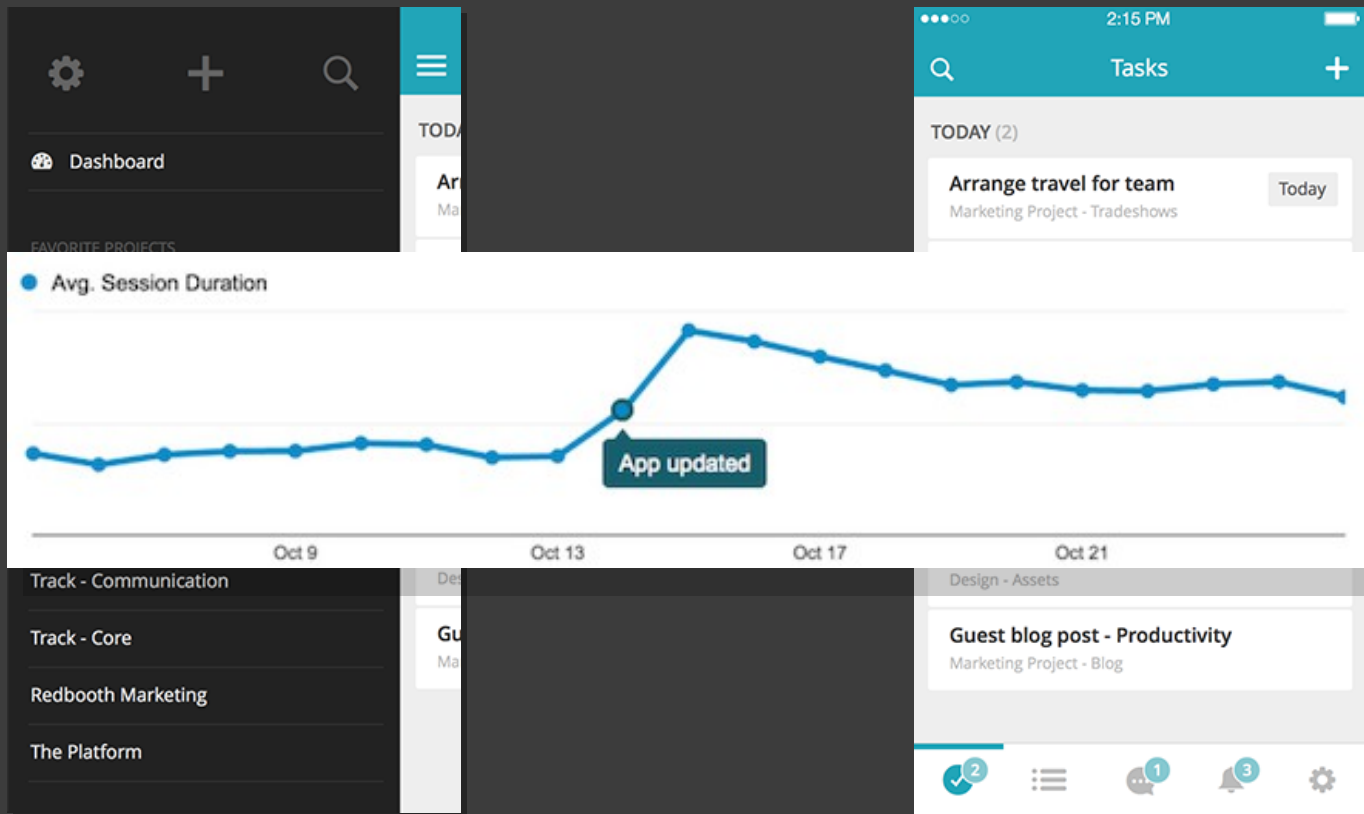
by LINKgroup





Center for Career Development

by LINKgroup





card sorting

Kvantitativna istraživačka metoda

Organizacija proizvoda ili usluga u kategorije

Otvoreno ili zatvoreno

Individualno ili grupno



Center for Career Development

JavaScript

MS office *by LINKgroup*

UX design

Photoshop

PHP

Illustrator

Marketing

Knjigovodstvo

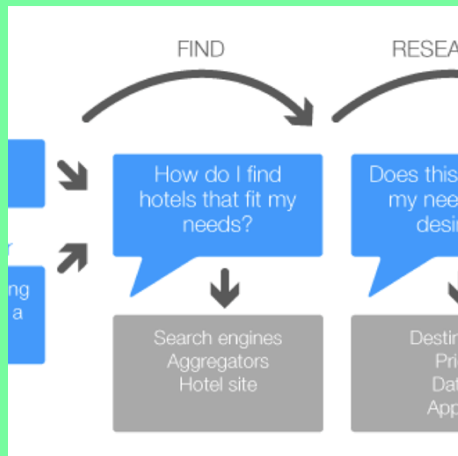
Database

HTML & CSS

Project management

Business development

show more... SEO, English for business, English for law, English for medicine, English for science



user flow

sled koraka ili klikova kroz koje prolazi korisnik da bi od prve interakcije sa proizvodom došao do cilja



user story

kratak opis tipičnog korisnika i njegove potrebe ili problema



Ja sam student IT akademije koji želi da
Ja volim da vežbam, ali provodim puno
sazna više praktičnih saveta o product
vremena na poslu. Treba mi lak i brz način
design-u, ali nemam puno slobodnog
da pratim i organizujem svoje treninge.
vremena da pohađam obiman kurs



persona

Arhetip korisnika

Zasnovana na podacima ili proto persona

Ime, slika, citat, opis



“Last month I visited France with family, it was very interesting, how can we get into this market?”

Steve Millner

39 years old

Manager at “Modern-Safe plastic products”

College education

Married, 2 kids

Extrovert, talks a lot, follows trends, thinks he’s good with computer but can only check email and FB, conservative

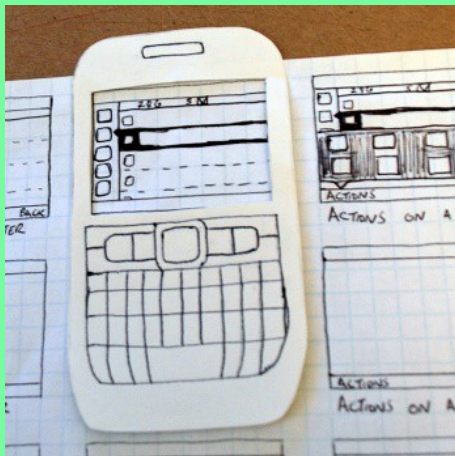
Management, politics, entrepreneurship

Likes to travel, eats out, designer clothes

He likes to present himself as well educated, versatile person, but his sources of knowledge are FB and TV shows. One time he paid programmer to make a website for him, made unrealistic demands, programmer left with money without finishing the job. He sometimes makes inappropriate comments trying to be funny.

Good friend, it’s interesting to listen to him, although he doesn’t say much of substance. He’s loyal, willing to help if he can, unless there’s money around, then he recalculates to see what is the benefit. Spends money on latest gadgets and clothes, but has second thoughts about paying website. He needs to see benefit of an action clearly and immediately, doesn’t like uncertainty.

	Ime	STAV: Cilj, potreba, želja. Zašto radi šta radi? Kakvi su stavovi, očekivanja, shvatanja proizvoda. Šta motiviše personu da koristi proizvod? Koji trendovi, shvatanja i razmišljanja su primenjivi na personu? PONAŠANJE: Kako se ponaša dok koristi proizvod? Šta funkcioniše dobro za njega, kakve probleme može da ima sa proizvodom? Da li reaguje brzo ili sporo? Donosi odluke emotivno ili na osnovu činjenica?
	Godine	
	Profesija	
	Edukacija	
“Citat koji opisuje ovu personu. Korisnička priča.”	Bračno stanje	
	Ličnost	
	Veštine	
	Interesovanje	



prototip

Bilo šta sa čim korisnik može da ima interakciju

Papirni ili mockups, HTML, Keynote/Powerpoint, aplikacije

Sketch, Invision, Principal, Axure, Balsamiq

Uvek stavljamo pravi tekst

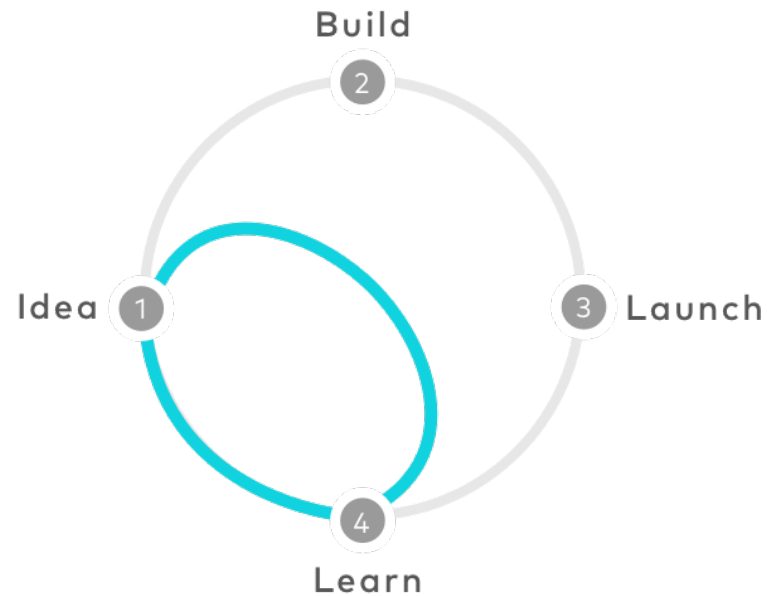


lean UX

Prvo treba definisati pravo pitanje pa onda pronaći odgovor

Proizvod se sastoji samo iz opcija koje su neophodne da
prepoznamo da li je naša pretpostavka tačna

Napredak se meri naučenim lekcijama



google design sprint



Center for Career Development *by LINKgroup*

Ponedeljak

Utorak

Sreda

Četvrtak

Petak

Otvaranje

Skice

Odluka

Prototip

Test

11/10/2019 11:01:01 AM | 11/10/2019 11:01:01 AM | 11/10/2019 11:01:01 AM



priprema

Veliki problem

Bez drugih obaveza

Ljudi, prostor, oprema i podaci

Zakazivanje testa sa korisnicima pre početka



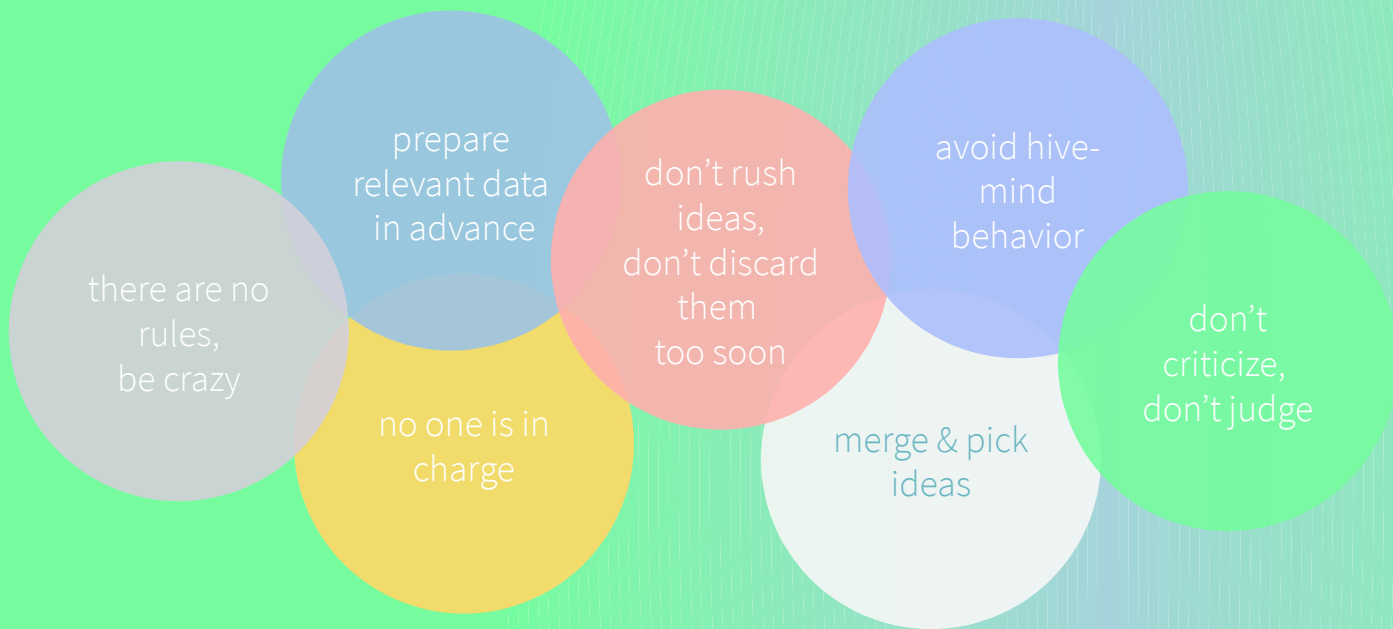
otvaranje

Brainstorming

HMW

User story

Postavljanje cilja i uspeha





skice

Mind Map (10-15 min)

Crazy 8s (5 min)

Storyboard (10-20 min)

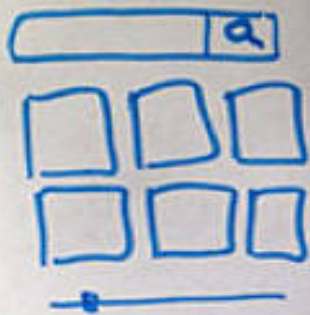
Silent Critique (5-10 min)

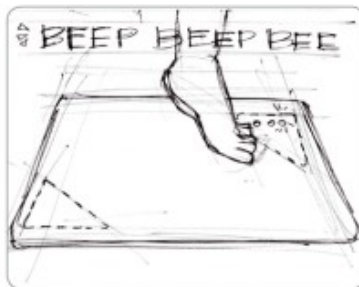
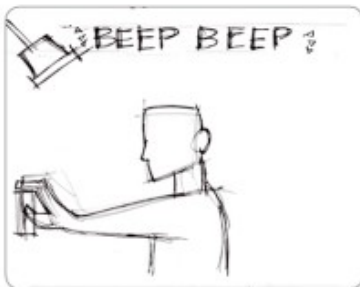
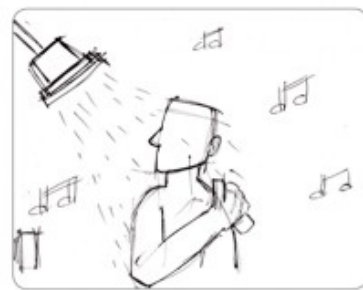
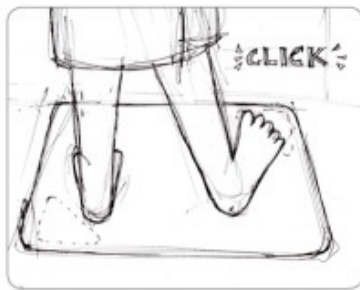
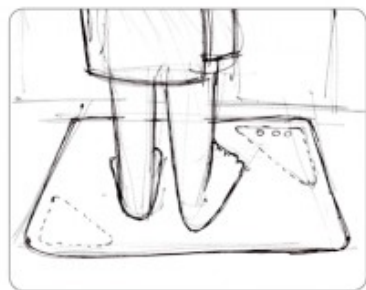
Critique (3 min / idea)

Super Vote (5 min)

Repeat (2-3x)

Odabir korisnika za test







odluka

Različita mišljenja

Analiza konflikta

Najbolje rešenje ili najjednostavnije rešenje

Odabir učesnika u testu

CONFLICTS

PRODUCT
PAGE

SINGLE
Photo

DIAGRAMS

Video

SIGN-UP

Facebook
only

Facebook
OR
Twitter

Email

all 3

FIRST TIME

Overlay
tutorial

Wizard

Nothin'



prototip

Bilo šta sa čim korisnik može da ima interakciju

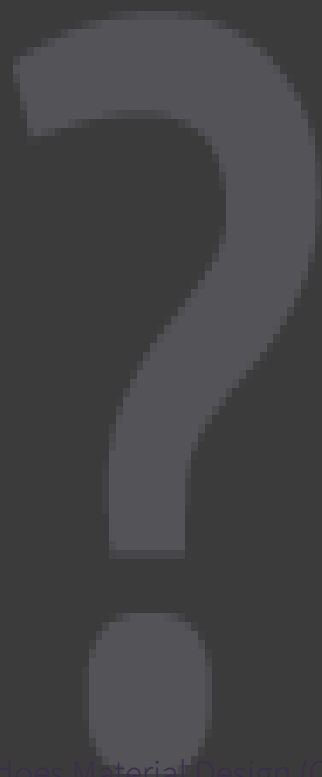
Papirni ili mockups, HTML, Keynote/Powerpoint, aplikacije

Sketch, Invision, Principal, Axure, Balsamiq

Uvek stavljamo pravi tekst

[make-a-prototype-in-powerpoint](#)

Pregled sa nekim van tima



Keynote does Material Design (Complete)



test

Test prototipa u timu

1 on 1

Beleške i šeme

Webcam, livestream (Skype, Hangouts, GoToMeetings,

CamTasia, IceCream SR...)



test upotrebljivosti

Tokom celog procesa razvoja

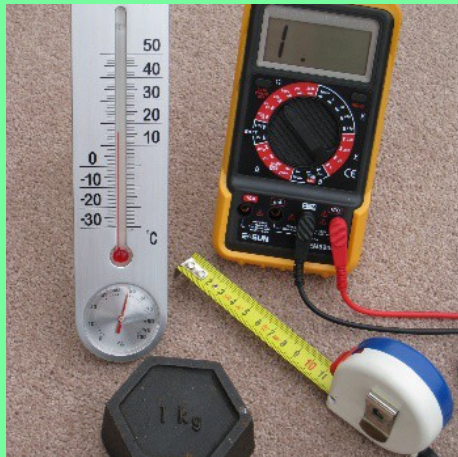
Jednom mesečno

Jutarnje testiranje, zatim analiza i odluka do kraja dana

Minimum 3 korisnika

Opušten sistem nalaženja ispitanika

On-site testing



Moderated – Unmoderated

Scripted – Nonscripted

Remote – On-site

Contextual – Out of context



UX lab

On-site test

Kombinacija intervju i testa

Moderated & scripted

One person with user, other watch live feed

Computer or device, webcam, internet





uspeh

Jasno definisan cilj testa i parametri uspeha

Potvrda zakazanih termina dan ranije

Potvrda pretpostavke ili kauzalnosti

Prepoznavanje šema u ponašanju i stavu, i način na koji šeme utiču na korišćenje proizvoda



problemi

Nedefinisan cilj

Predugo trajanje testa i previše podataka

Neiskusan intervjuer

Svaki test je neuspešan

Testiranje usporava rast





dark patterns

Cilj je da nateramo korisnika da učini nešto što inače ne bi želeo

Trik pitanja, default opt-in, skrivanje opcija, prisiljen produžetak, UX hell...

APPLE MB292B/A

Free
delivery

Reviews & ratings: be the first to write a review  Ask a question.



 Enlarge image

 Zoom

£429.00

BUY ONLINE

Brand: APPLE

Built in speakers: Yes 

: 9.7Inches screen size 

: Apple A4 chip 

- ↳ Accessory & package offers
- ↳ Product information
- ↳ Customer reviews
- ↳ Comet advice & services

Introducing iPad. It's the best way to experience the web, email, photos and video. All on a big, beautiful Multi-Touch screen. With just the touch of a finger.

Check stock in your area

Enter your postcode to check availability

CHECK

 Collect from store is not available



 Free basic delivery from 5 - 8 days



 Standard delivery from 1 - 5 days from £19.95



Add & Save

Product Information

Reviews

Services & Advice

Q & A

Pre-selected Accessory

This item will be added to your order to protect your new iPad from any bumps or scratches.

If you have one already, or you do not require this item, simply un-check the "Add to order" box.

+



APPLE IPAD CASE

Apple reinforced case for iPad- help to protect your revolutionary new iPad with this sophisticated case.

£

£30.00

☒ Add to order

 Print product details |  Send to a friend

BUY ONLINE

Payment Details:

First Name

Last Name

Credit Card Number

CVV

Expiration Month



2016



United States



ZIP

Total charge today = \$0 Subscription renews on **October 6, 2015 for \$79**

Your Free Trial includes:

• 35 free images

[Start Downloading](#)



Easy in:

≈ 5 minutes

Search
Flights

Select
Tickets

Make
Purchase

Difficult out

Up to 2 days

Locate 24hr
call-centre
number

Make call

Get referred
to a different
company
(working
hours only).

Call insurance
company

Cancel
Insurance

Pick up where you left off

Step 2 of 2

Stay in touch with your contacts we found when you added your address book. Invite them to LinkedIn so they can connect with you.

✓	Select All	688 Selected
✓	Catherine	@sch.ci.lexington.ma.us
✓		@columbia.edu
✓	Alycia	@quotidianventures.com
✓	@columbia.edu	l@columbia.edu
✓	David	@columbia.edu
✓	Yuankai	@sch.ci.lexington.ma.us
✓	adicu.	@noreply.github.com
✓	Afiya	@lenovo.com
✓	Billybobmario	billybobmario@gmail.com
✓		@adicu.com

[Add to network](#) or [Skip this step »](#)

Invite friends, colleagues, and acquaintances who might like to connect, and would benefit from joining LinkedIn. If someone you invite doesn't respond right away, we'll send up to two reminders.

Are you sure you wish to delete this project?

By deleting your project no one will be able to view the project information, the attached files nor any of the bids on the project. In addition, your project will also be removed from search engine results the next time they reindex our website (Google indexes us approximately every 30 minutes). Delete your project now for €5.00 EUR?

Ok

Cancel

Spam Check

Are you a real person? Click the +1 to stay on this site.



Or wait 21 seconds.

INTERNET MARKETING AGENCY. SOCIAL MEDIA AGENCY.
SERVICING CLIENTS ALL OVER THE USA. MEASURABLE
INTERNET MARKETING. HAPPY CLIENTS. JOB DONE.

SEARCH

Done

Cambridg...ston Globe



You can now read 5 articles in a month for free
on BostonGlobe.com. Read as much as you want
anywhere and anytime for just 99¢.

SUBSCRIBE

LOG IN



The Boston Globe



Metro ▾

MARATHON TRIAL UPDATES



Prosecution gives rebuttal of defense
closing argument

Red Sox Live



This is your 4th free article
in a month.

Continue reading with
unlimited access for just 99¢

Sign up

Subscriber [Log In](#)



Center for Career Development

by LINKgroup

optimalworkshop.com

usertesting.com

konceptapp.com

unbounce.com

crazyegg.com

clicktale.com

usabilityhub.com

openhallway.com

optimizely.com

© 2014 LINKgroup, Inc. All rights reserved. | 1-800-444-4444 | www.careercenter.com



Center for Career Development

by LINKgroup

nngroup.com

smashingmagazine.com

uxpin.com

medium.com

uxdesign.cc

blog.intercom.com

usertesting.com/blog

pitanja?