

The UX Factor

April 2013, Dublin

Introduction

In the midst of chaos, there is also opportunity

UX matters

Users & Assumptions

It never get's old!

Visual standards

Wrap it up

Homework

I'm 30+

My first website went live in 1996

I'm vegetarian

I lived in 5 countries, moved house about 22 times

I speak 3.4 languages

I'm a certified bartender

I don't do Facebook

I've never done this before

"Design is not just what it looks like and
feels like, Design is how it works."

Steve Jobs



William Grant "Bill" Moggridge



“...then, I started to actually try and use it. And within a few moments, I found myself forgetting all about my physical design, and realizing that everything I was really interested in was happening in my relationship between what was happening behind the screen.



I felt like I was kind of being sucked down inside the machine, and the interaction between me and the device was all to do with the digital software and very little to do with the physical design.”



"Good design is obvious. Great design is transparent."

Joe Sparano



Bialetti completed his design
for the aluminium Moka Express in

1933

"Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away."

Antonie de Saint-Exuperty





I've never seen a smiling face that
was not beautiful!



Know your audience

Design around your content

Keep it simple

Respect hierarchy

Effective color contrast

Be careful with images

"The ability to simplify means to eliminate the unnecessary so that the necessary may speak."

Hans Hofmann

Visual (color and standard)

ALT Attribute

Breadcrumbs

A very good site search engine

Check your website stats (actions speak louder than words)

Responsive content & images VS app

"Failure comes when you don't listen. You can't put something out there and assume it's great. It's up to us to make sure we're listening to improve our chances for success."

Alan Lewis

Objectified (A Documentary Film by Gary Hustwit)

Don't Make Me Think (Book by Steve Krug)

Portland/Creative Mornings (Aaron James Draplin)

谢谢