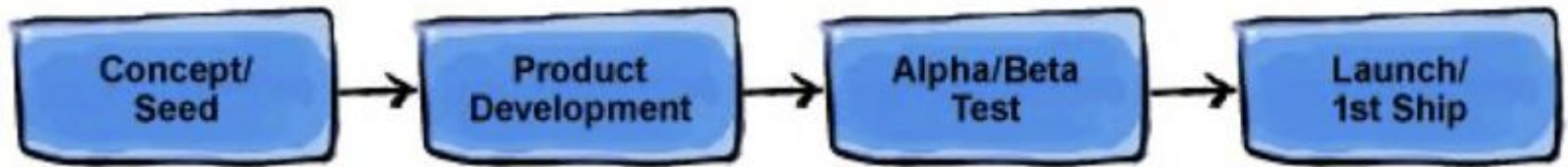


Thinking as a Designer

Shan-Hung Wu & DataLab
CS, NTHU

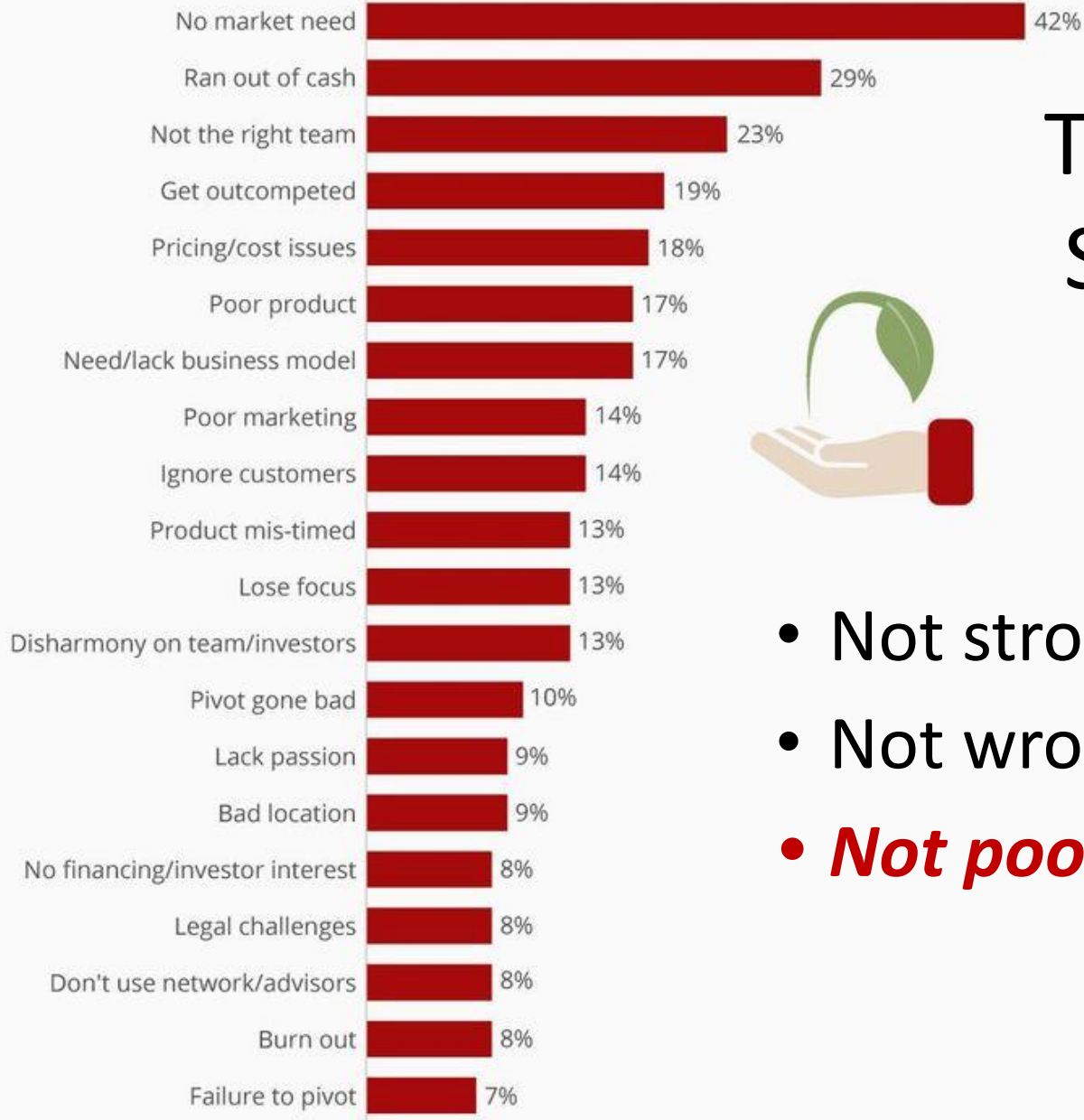
The Path to Disaster



Let's imagine:

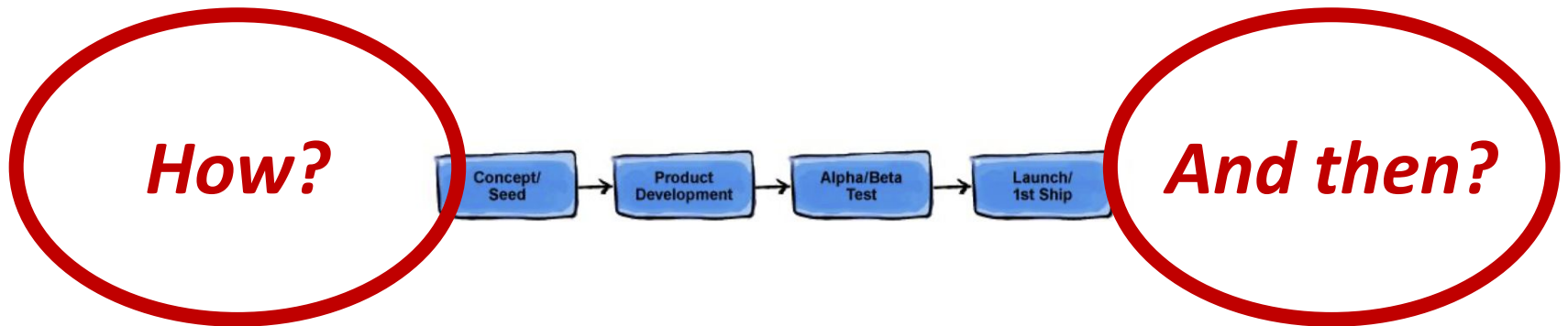
You have finally launched your
product...

Tops Reasons Startups Fail



- Not strong competitors
- Not wrong pricing
- ***Not poor product***

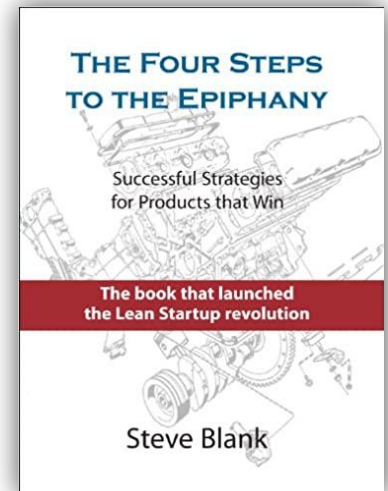
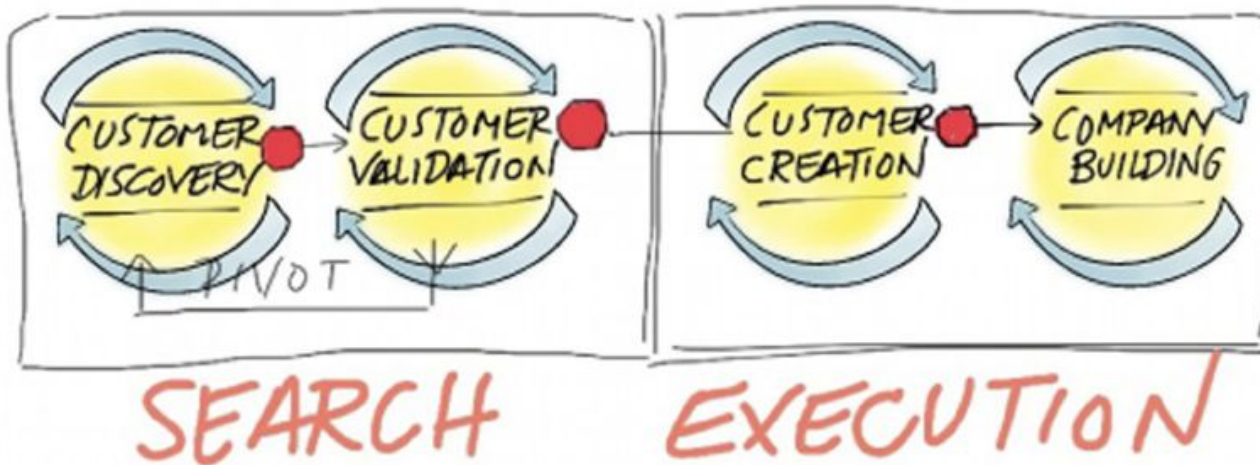
What's Wrong?



- No, your *don't* have a really good idea or spec
- No, your user/customer will *not* come automatically

What would you do *in the beginning*?

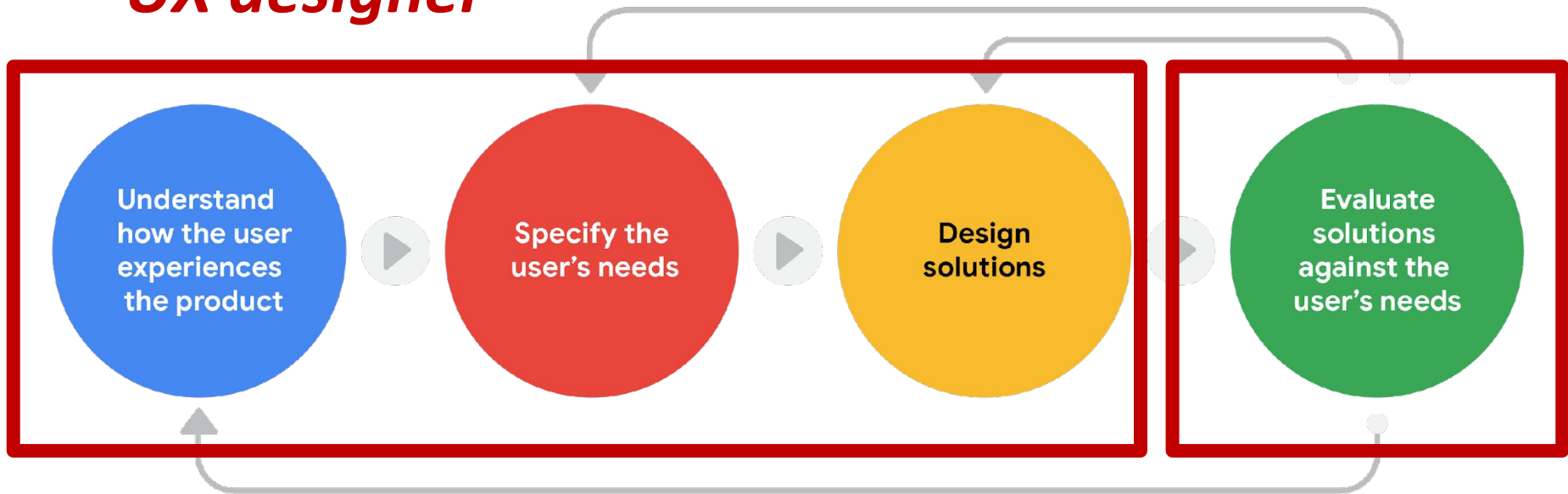
Iterate Eeverything



- Iterate, learn, and then improve (or pivot)

(Iterative) User-Centric Design Process

UX designer

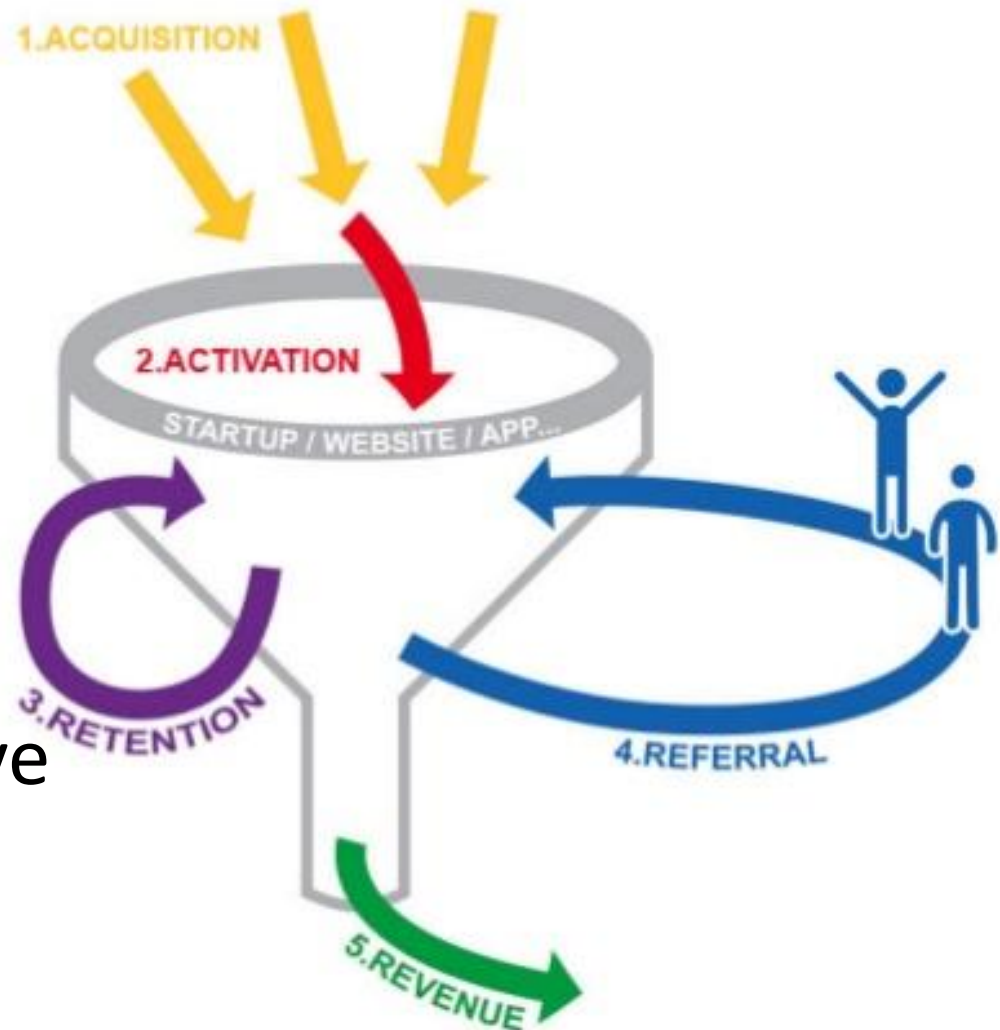


UX researcher

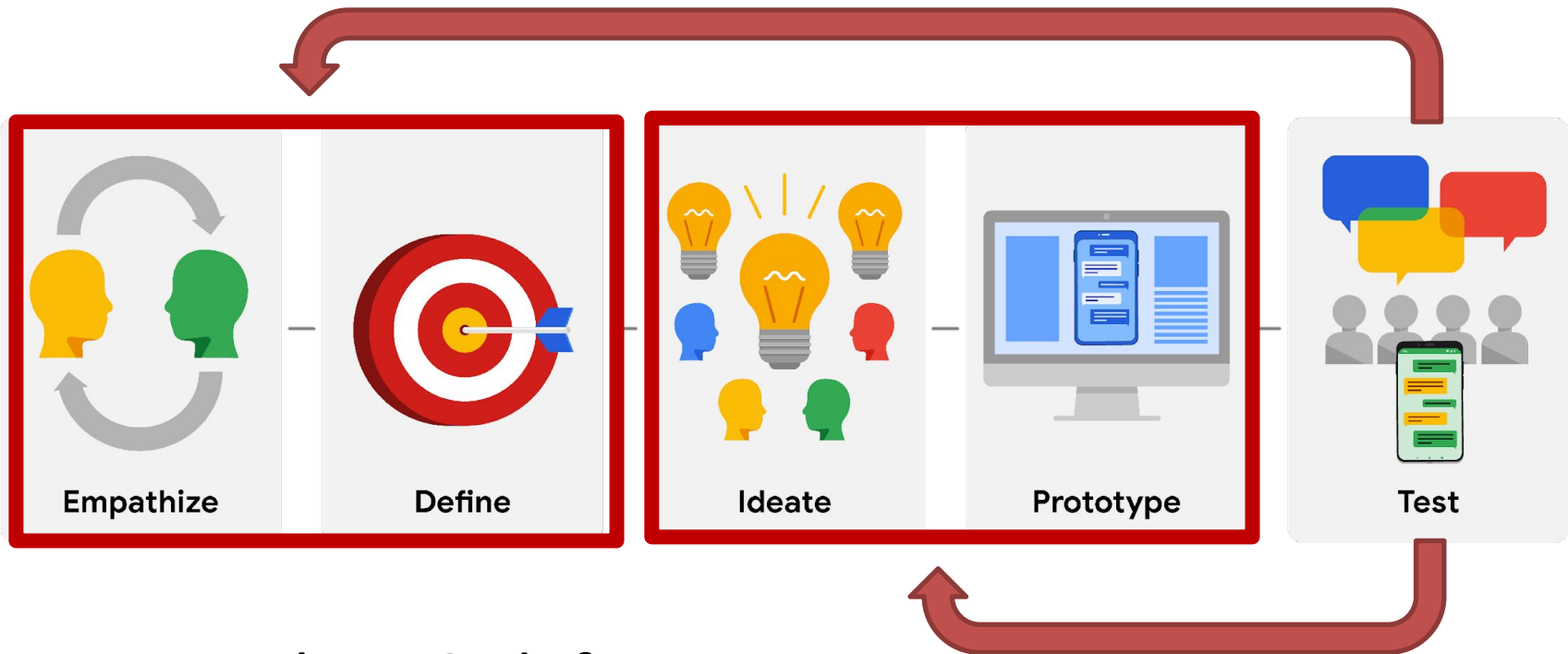
- You play both roles in this class

(Iterative) Lean Execution

- User funnel
 - **A**cquisition
 - **A**ctivation
 - **R**etention
 - **R**eferral
 - **R**evenue
- Iterate to improve the funnel



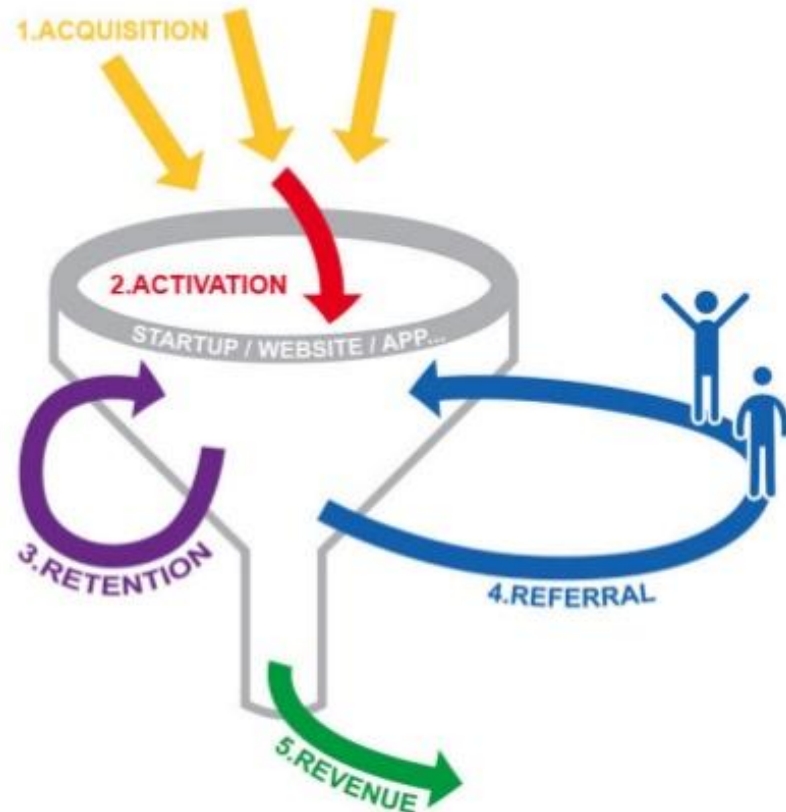
Outline for Parts I & II



1. Empathize & define
 - Understand user's needs and define the problem to solve
2. Ideate & prototype

Outline for Parts III & VI

3. Design for retention & growth
4. Using data
 - Analytics
 - Intelligence



What is a Good UX?

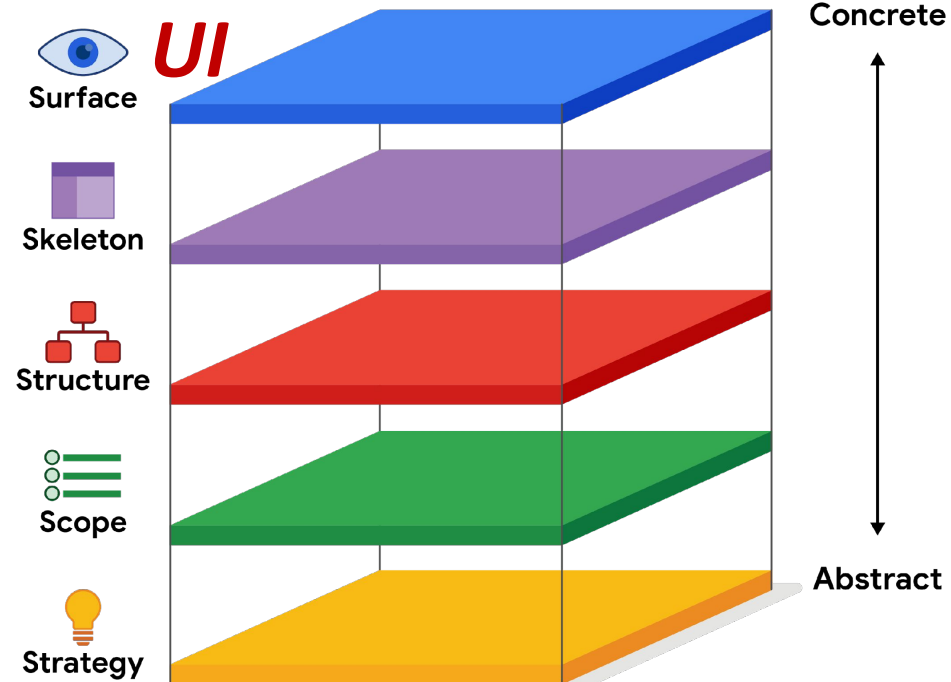
- Usable
 - Is the product easy to use?
- Equitable
 - Can the product be used regardless of background, gender, race, or ability?
- Enjoyable
 - Does the product create a positive connection with users?
- Useful
 - Does the product solve user problems?

Note: Users \neq End Users

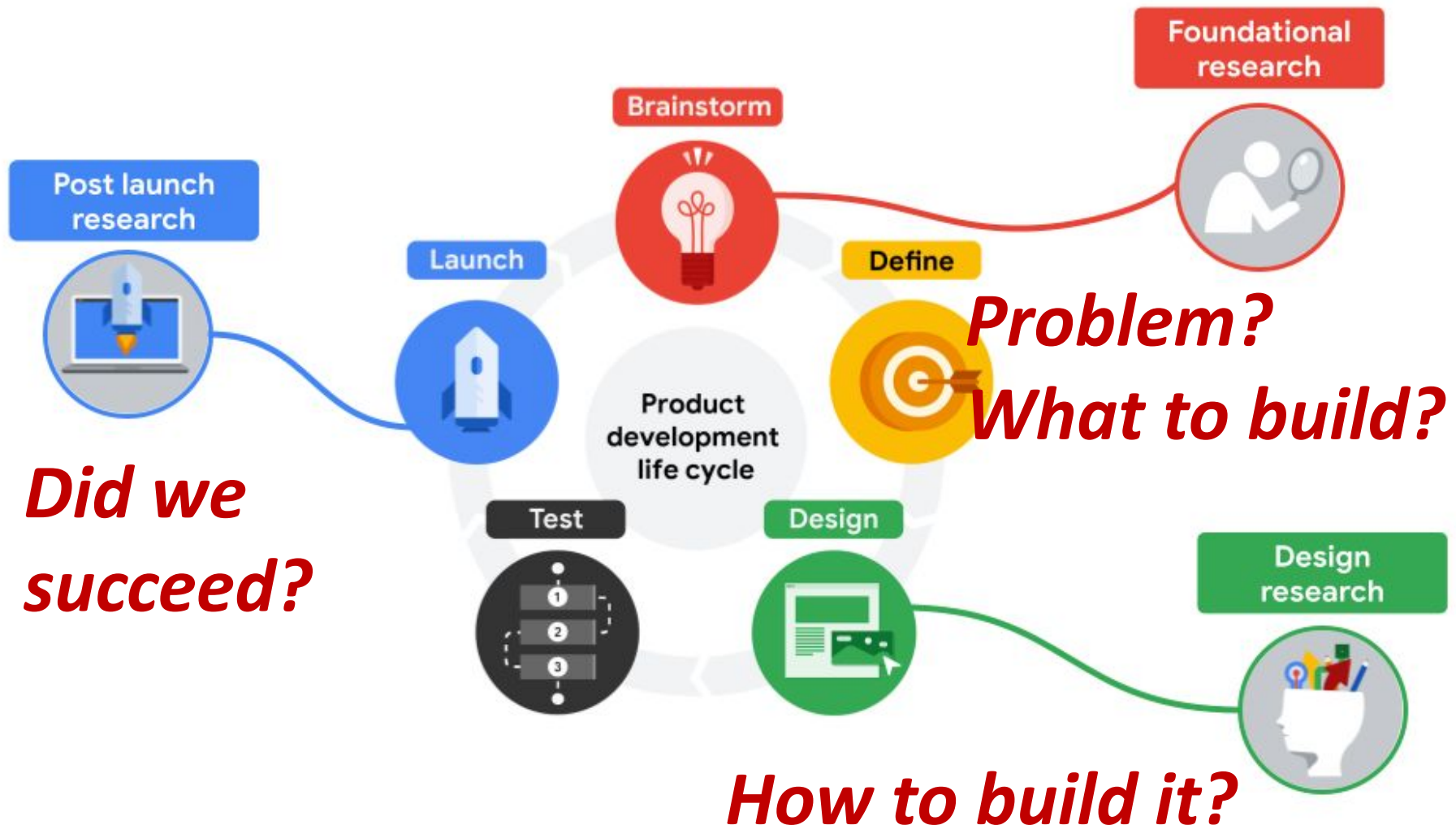
- Users
 - Any person who uses a product
- End users
 - Specific audience you create product for
- A good UX makes the end users happy

Note: UX \neq UI

- Strategy
 - How to help users reach their goals?
 - How to reach marketing or business goals?
- Scope
 - What features to include?
 - What not to?
- Structure
 - Navigation system?
 - Transitions?
 - Notifications?
- Skeleton
 - Layout of each page/screen?



Types of UX Research



Types of UX Research



- By whom: primary vs. secondary
 - You or the book/report/stats/...
- Data type: quantitative vs. qualitative
 - “What” vs. “why”

Common Research Methods before Launch

- Interviews
 - Personal, open-ended questions
 - To collect in-depth information on people's opinions/thoughts/experiences/feelings
- Surveys
 - Get many people answer the same questions (quantitative or qualitative)
 - To understand what most people think about your design
 - Most useful after you have some initial understanding of the users' pain points and want to solidify that
- Usability studies
 - Evaluate a prototype by testing it on users
 - Can have interviews afterward
 - To fix issues before the final product launches



Common Research Methods after Launch

- Usability studies
 - Observe key performance indicators (KPIs)
 - E.g., time spent in product, purchase rate, etc.
 - To reach your design or business goals



The research method we choose is
decided by the question we are
trying to answer

Secondary Research

- “What gen z thinks of millennials”
- Good for projects just get started
- Pros
 - Saves time & money
 - Backs up primary research
- Cons
 - No specific user feedback
 - May not applicable to target situations

Interviews

- Pros
 - Understand what users think and why
 - Ask follow up questions
- Cons
 - Take time and money
 - Small sample size ☐ bias

Surveys

- Pros
 - Larger sample size
 - Fast
 - Inexpensive
- Cons
 - No in-depth feedback

Usability Studies

- Pros
 - Firsthand user interaction specific to your design
 - Challenge our assumptions
 - In-depth feedback
- Cons
 - One measure one thing: how easy your prototype/product is to use
 - Expensive
 - Difference between usage in lab and real life

Exercise: End Users & Personas

1. Select a topic that interests you
2. Download and try out relevant apps
3. Describe your hypotheses about the end users using FigJam
 - It's free for students
 - Follow the “User research activities” template



Persona

Come out 3 Personas

- Architype
- Background



Who



What



Why



As a type of user, I want to action, so that benefit.

- Channel
- Scenario

FRUSTRATIONS

What is standing in her way?

CHANNEL

Through which channel can we reach the user?
Which websites, apps, stores, social media?

SCENARIO

Write out a description of the scenario or
activity involving your user.

Personas

- Fictional users whose goals and characteristics represent the needs of a user segment

User Segment/Group

- A set of users who have similar interests, goals, or concerns
- How to verify your 3 hypothesis?
 - You, positive reviewers, and negative reviewers

App Store Preview

FilmBox by Photomyne

Ratings and Reviews

4.4

out of 5

3.6K Ratings



Wendy Doe, 03/28/2020

Best app I tried
I tried 4 negative scanning apps and this [more](#)

Developer Response,
Thank you for these comments! Just one [more](#)



Hugh Cares (I do), 03/30/2020

Honestly terrible.
This app is quite awful to say the least. [more](#)

Developer Response,
The negative has be 2 inches (5 cm) aw [more](#)



How now brown cow?, 06/23/2020

FilmBox app
I love this app. I just started using it toda [more](#)

Developer Response,
Thank you for the comment, we so appre [more](#)



Sebastodore, 03/09/2021

difficult to find all premium options
why do you only advertise the \$30 price [more](#)



yordynn, 05/14/2020

I'm blown away
I was very skeptical about the app considering the negative reviews, but when I tried it I was



michaelv6789, 04/06/2020

Not good.
I looked at the feedback the developer g [more](#)

What Topics?

- Study apps
 - Flashcards
 - Focus or Pomodoro techniques
- Habit-forming apps
 - Daily planner, to-do lists
 - Exercise / fitness
 - Tracking / motivation
- Meditation / calming apps
- Or any topic interesting to you *and classmates*

Assigned Reading

- How to improve a milkshake?
 - Larger size? More flavors?
- Personas?
 - Commuter in the morning
 - Parents in the evening

