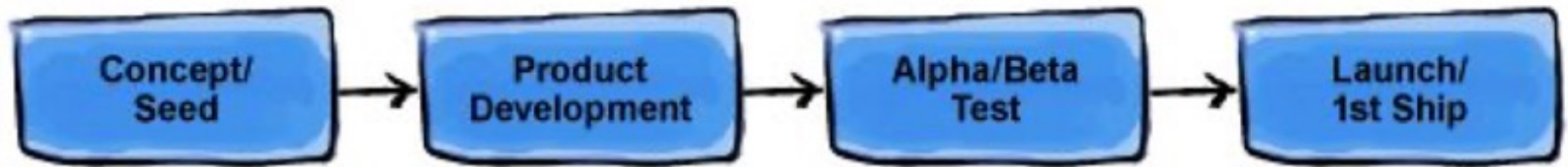


# Thinking as a Designer

Shan-Hung Wu & DataLab

CS, NTHU

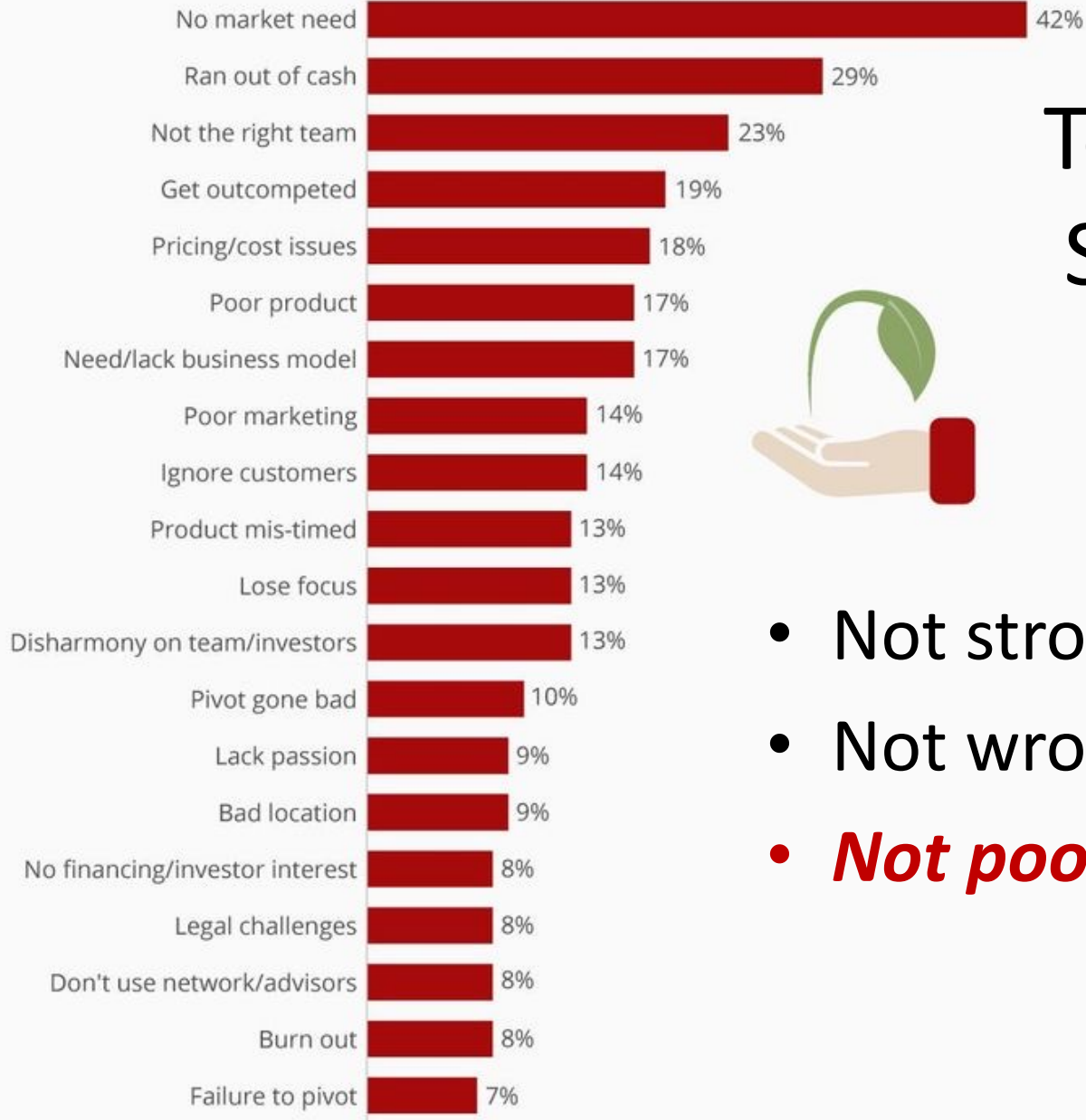
# The Path to Disaster



Let's imagine:

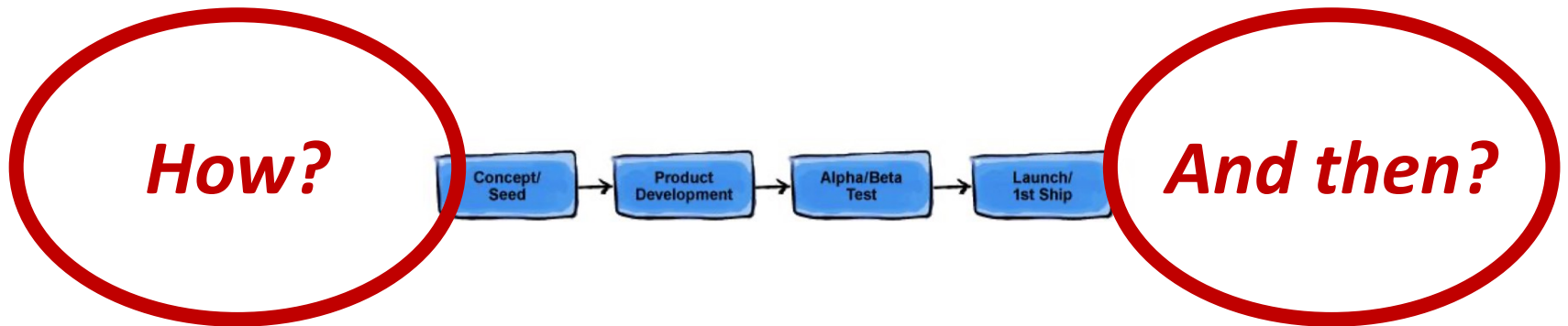
You have finally launched your  
product...

# Tops Reasons Startups Fail



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

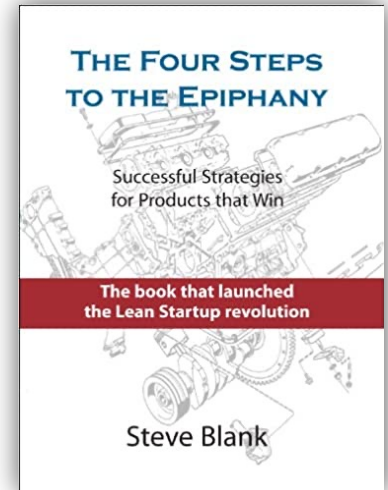
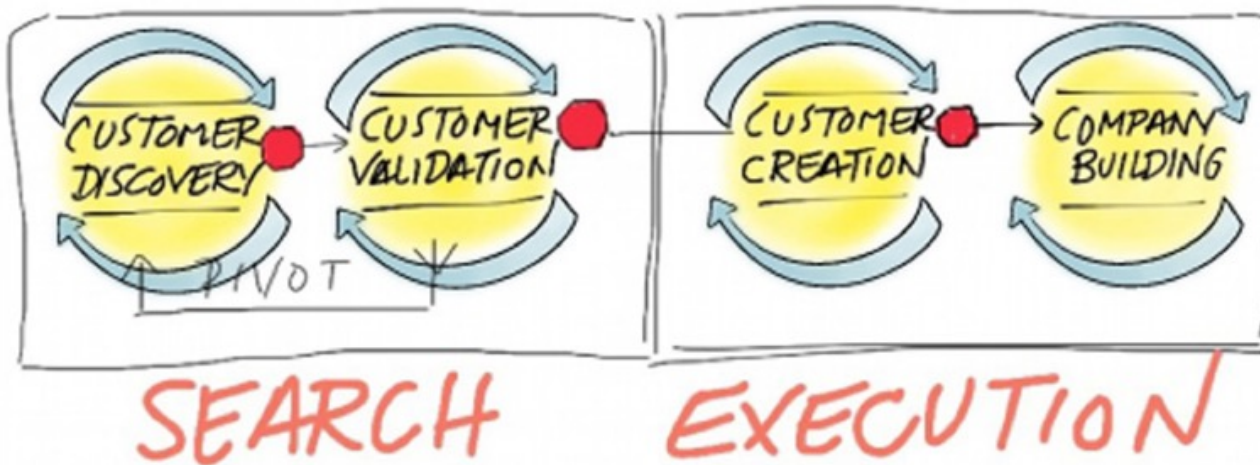
# What's Wrong?



- 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*?

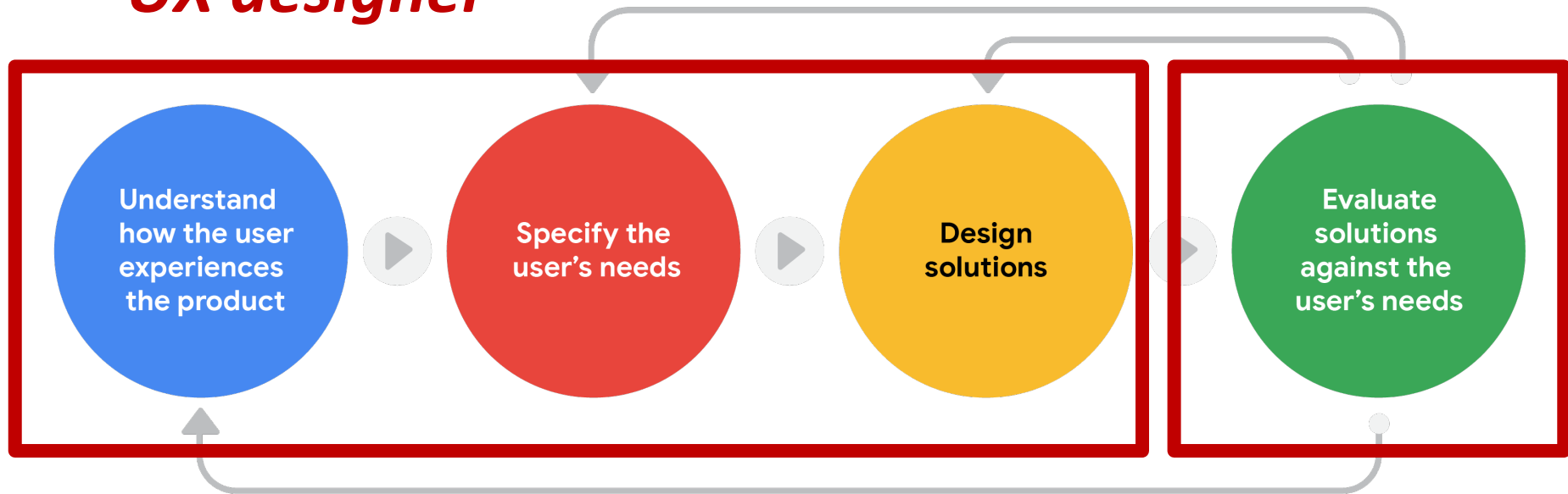
# Iterate Eeverything



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

# (Iterative) User-Centric Design Process

*UX designer*



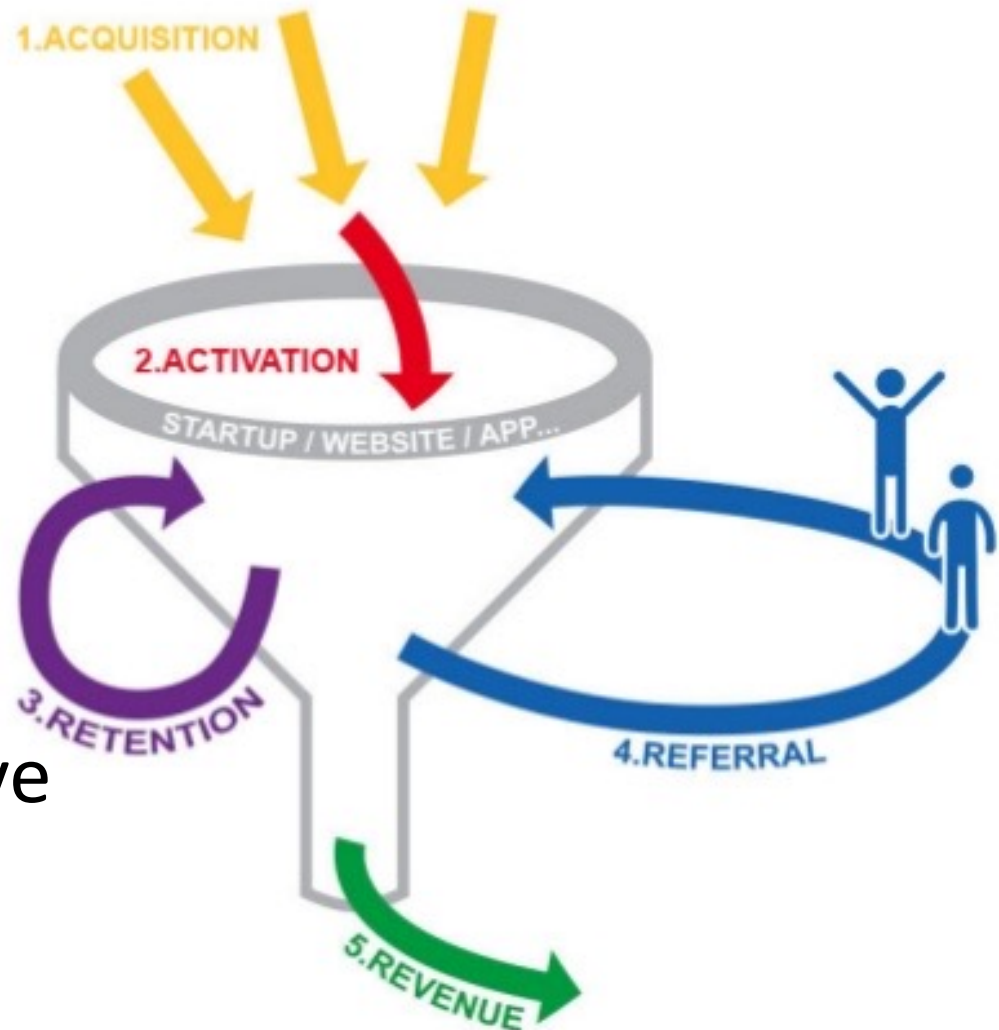
*UX researcher*

- You play both roles in this class

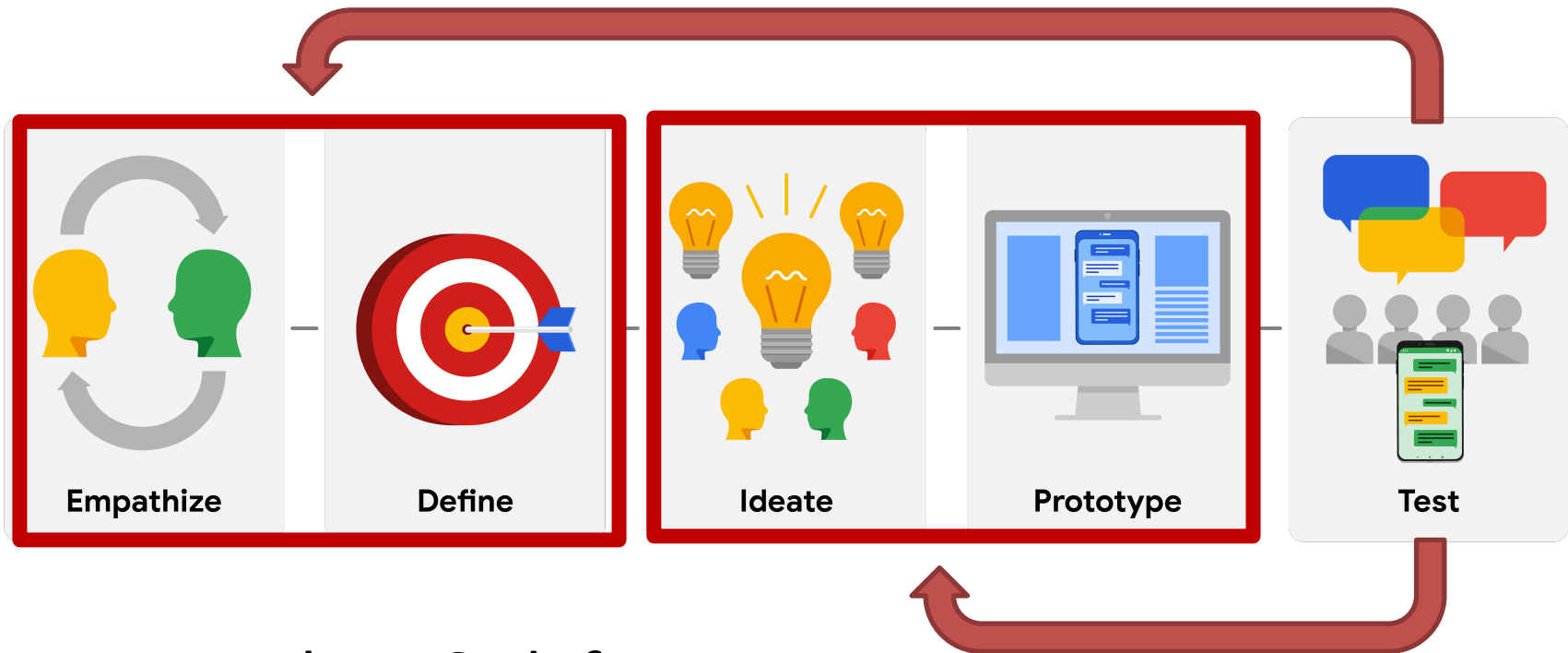


# (Iterative) Lean Execution

- 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

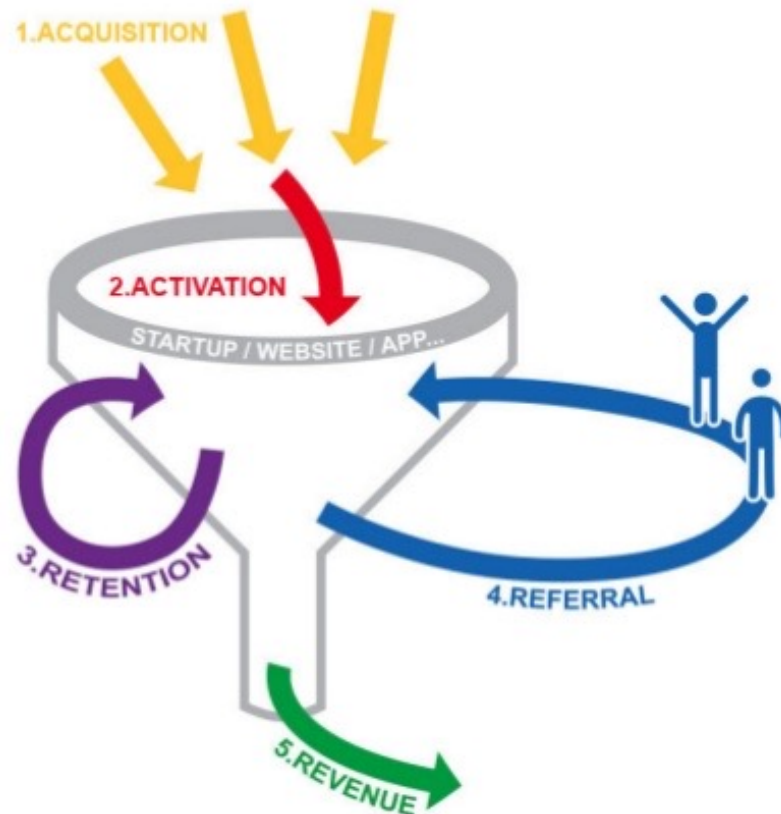
## 2. Ideate & prototype

# Outline for Parts III & VI

3. Design for retention & growth

4. Using data

- Analytics
- Intelligence



# What is a Good UX?

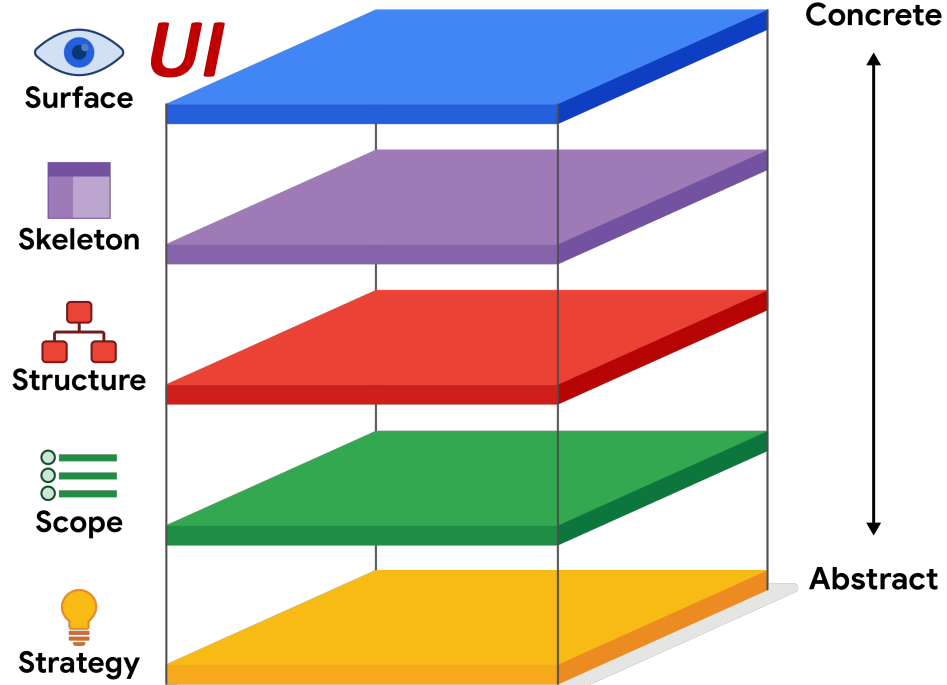
- Usable
  - Is the product easy to use?
- Equitable
  - Can the product be used regardless of background, gender, race, or ability?
- Enjoyable
  - Does the product create a positive connection with users?
- Useful
  - Does the product solve user problems?

# Note: Users $\neq$ End Users

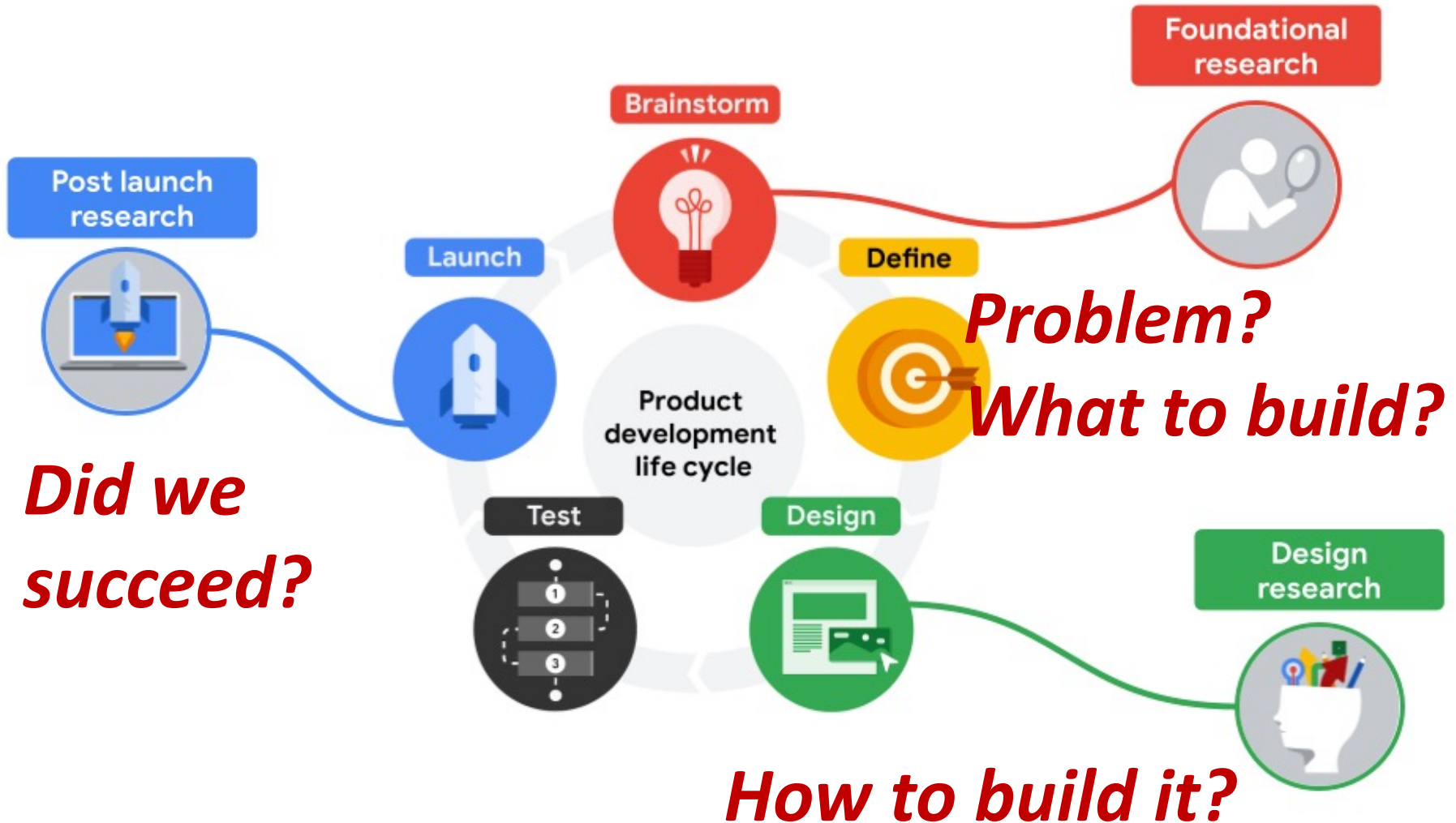
- Users
  - Any person who uses a product
- End users
  - Specific audience you create product for
- A good UX makes the end users happy

# Note: UX ≠ 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

# Assignment: End Users & Personas

1. Select a topic
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





# Come out 3 Users & Personas

- Architype
- Background
- Motivations
- Goal & needs
- Frustrations
- Channel
- Scenario

## Persona



### Name

ARCHETYPE	A title to describe the person based on their actions, for example "The Hobbyist", "The Adventurer", "The Specialist"
BACKGROUND	Frame your user a bit with some more information. Identify their age, gender, location, habits, or profession.
MOTIVATIONS	What motivates the person to use this product?
GOALS & NEEDS	What does the user want to accomplish?
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 identify 3 user segments?
  - 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 today [more](#)

**Developer Response,**  
Thank you for the comment, we so appreciate [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 gave [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*