

Session #1: Overview



The next step....

- Goals
- Deliverables
- Professional Organizations
- Portfolio
- Case Study



UX, UID, HCI...

- UX – User Experience
- UID – User Interface Design
- HCI – Human Computer Interaction
- *User Experience Design: The creation and synchronization of the elements with a particular company, with the intent of influencing their perceptions and behavior.*

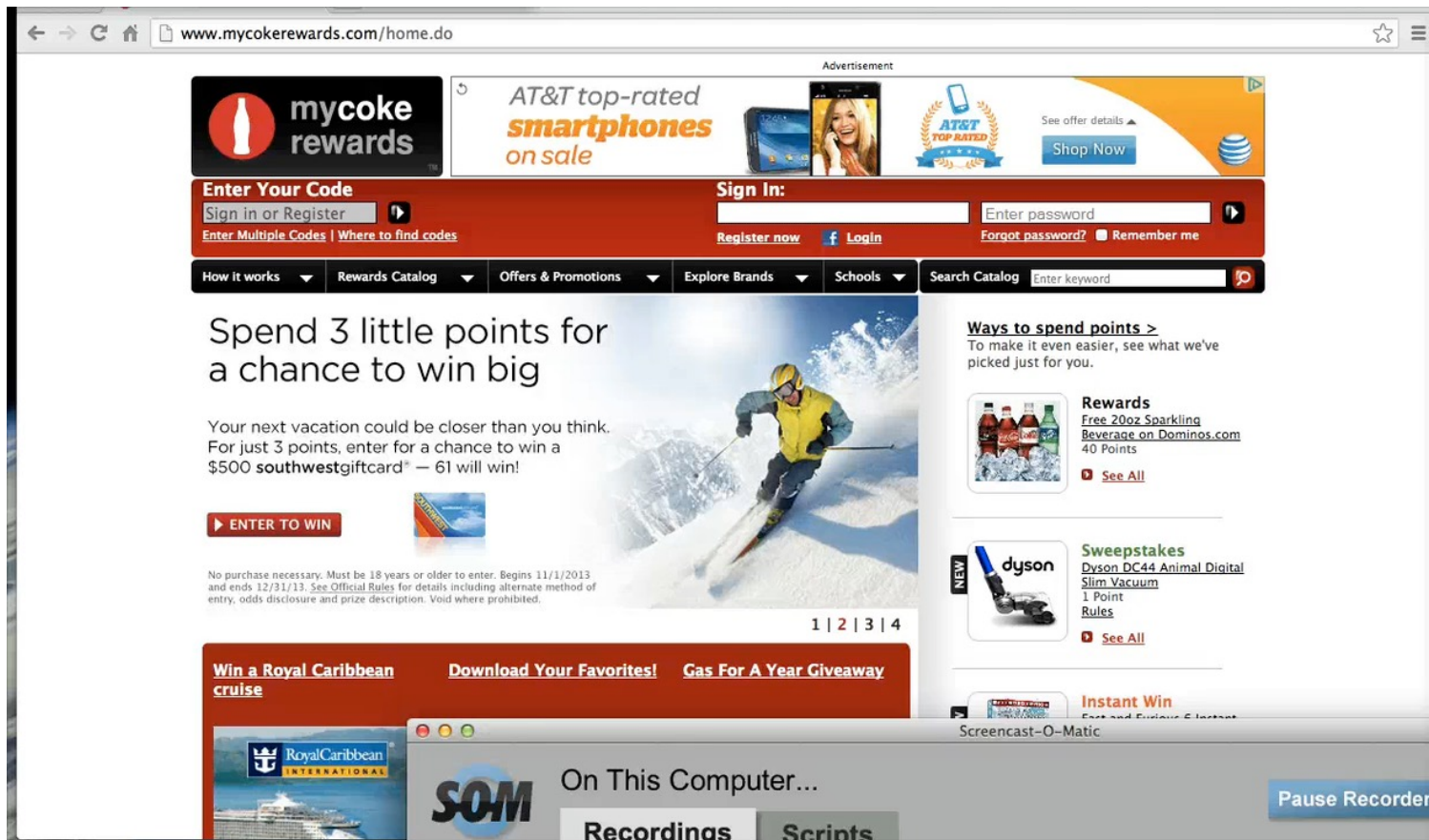
4 Types of UX Targets...

- Brand Presence
- Marketing
- Content Source
- Task Based Applications
- Two case studies will be required, one for Brand Presence or Marketing and one for a Content Source or an Application



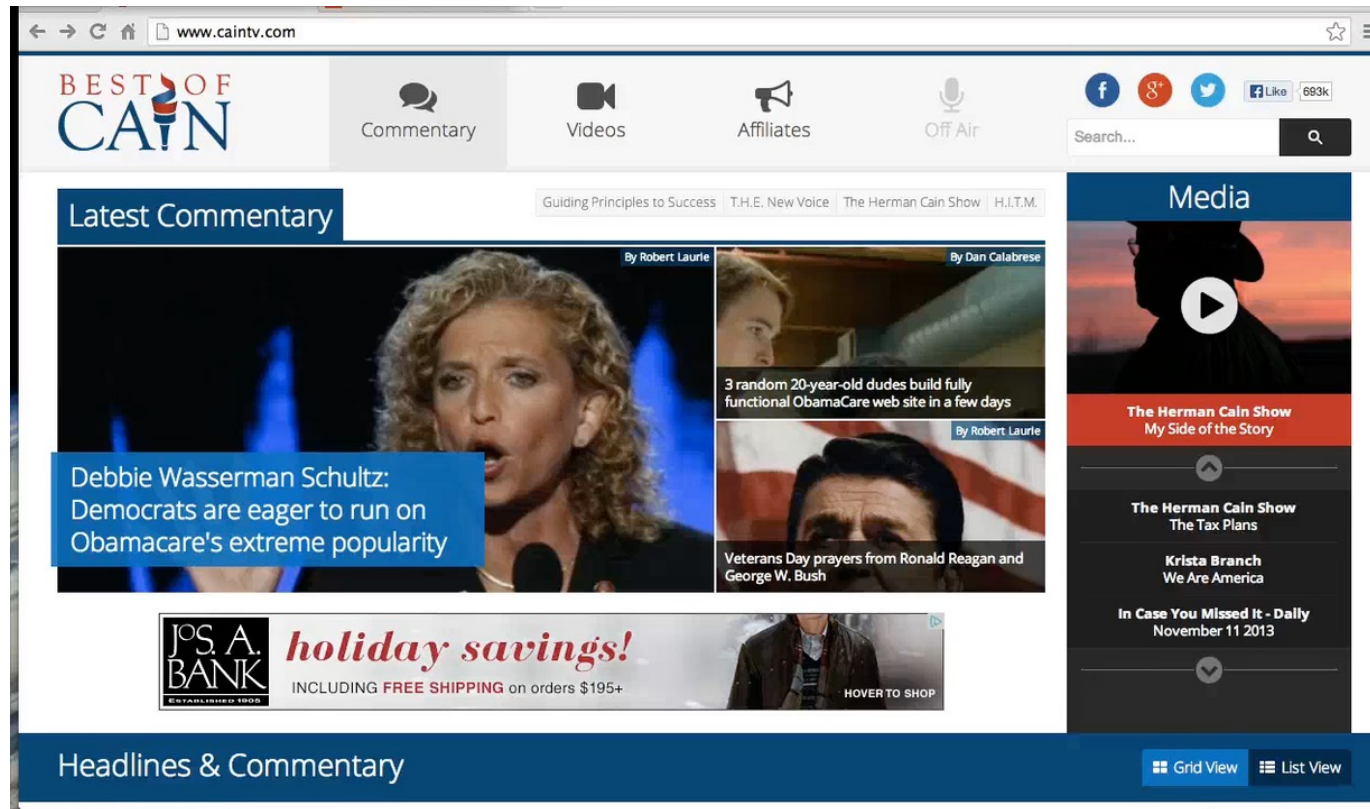
Brand Type Site Analysis

- Let's take a look:



Marketing Site Analysis

- Who is the target market?



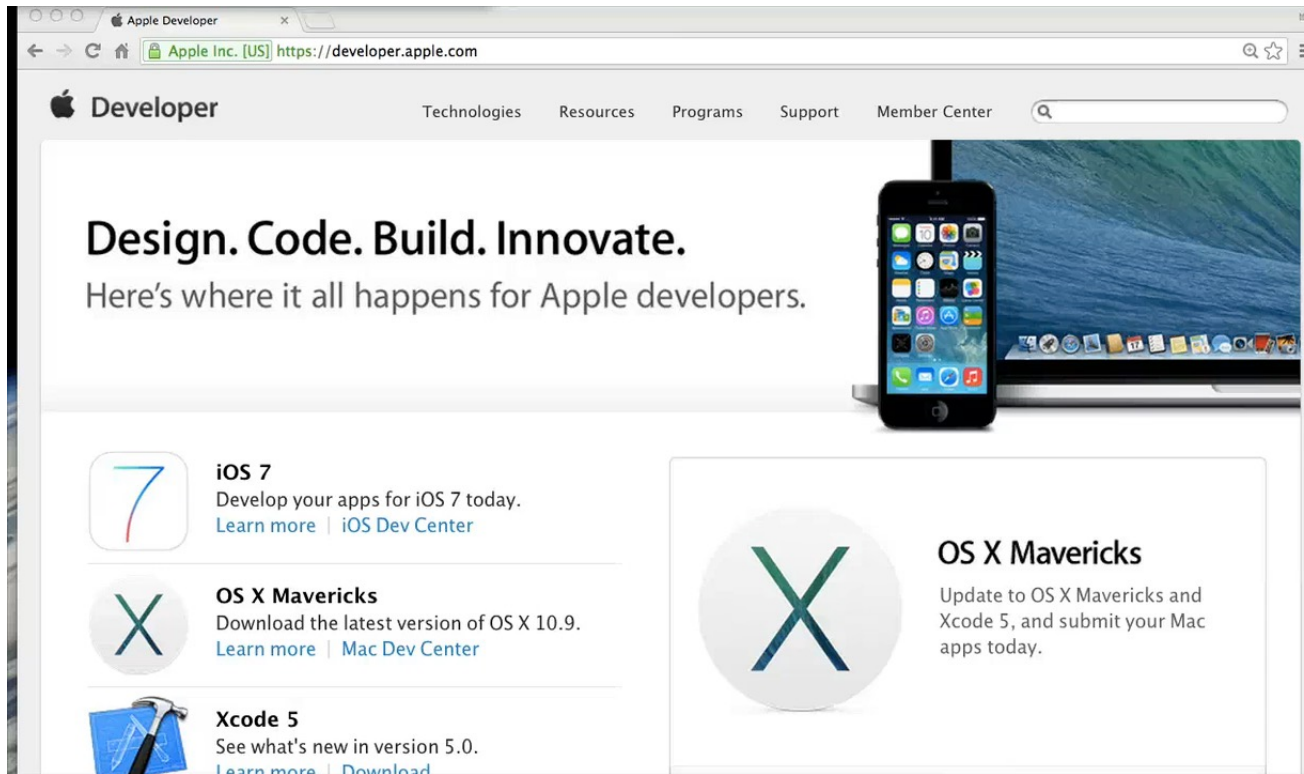
Task-Based Applications

- This can be Software
- It can be eCommerce
- It can be eLearning
- It can be Mobile
- It can be Social Media Apps



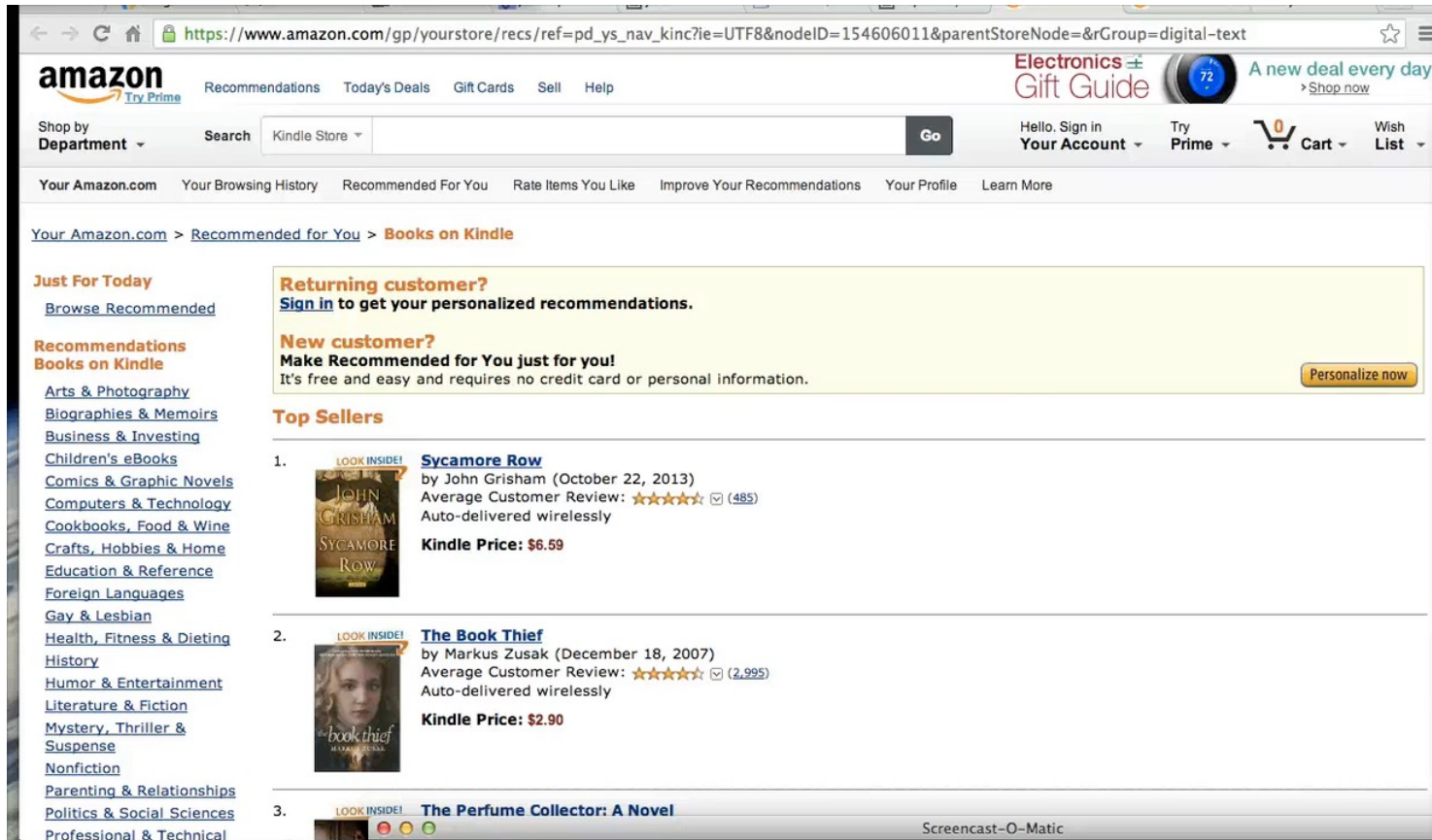
Software

- The Apple Developer Site:



eCommerce

- Always Hireable...



eLearning

- Huge Market-Very Competitive!

The screenshot shows the Lynda.com website interface. The browser's tab bar at the top has several tabs, with 'Become a Front-End Web Developer' highlighted by a yellow circle. The website header includes the Lynda.com logo, a search bar, and a user profile for 'Hi Kristian'. The main content area displays a list of courses, each with a thumbnail, title, instructor name, description, and duration. A vertical timeline on the left side of the page is numbered 3 through 7, corresponding to the course list items.

Course Number	Course Title	Instructor	Description	Duration
3	Provides the core knowledge to begin programming in any language, using JavaScript to explore the syntax of a programming language, and shows how to write and execute your first application and understand what's going on under the hood.		4h 47m - COURSE	
4	User Experience for Web Designers	with Chris Nodder	Learn how to apply simple UX design principles to your site to make it behave in the way that users want and expect.	1h 49m - COURSE
5	UX Foundations: Accessibility	with Derek Featherstone	Learn how to incorporate accessibility into your design process and make your next web project more accessible to all people, including those with disabilities.	1h 20m - COURSE
6	HTML Essential Training	with James Williamson	Learn how to write HTML, the programming language that powers the web.	5h 54m - COURSE
7	CSS Essential Training 1	with Christina Truong	Explore the concepts that form the foundation of CSS, including selecting content, how the box model defines the spacing and sizing of page elements, styling text, and managing basic layouts.	2h 36m - COURSE
	CSS Essential Training 2	with Christina Truong		

Social Media/Mobile Apps



- What was its goal? Was it successful?

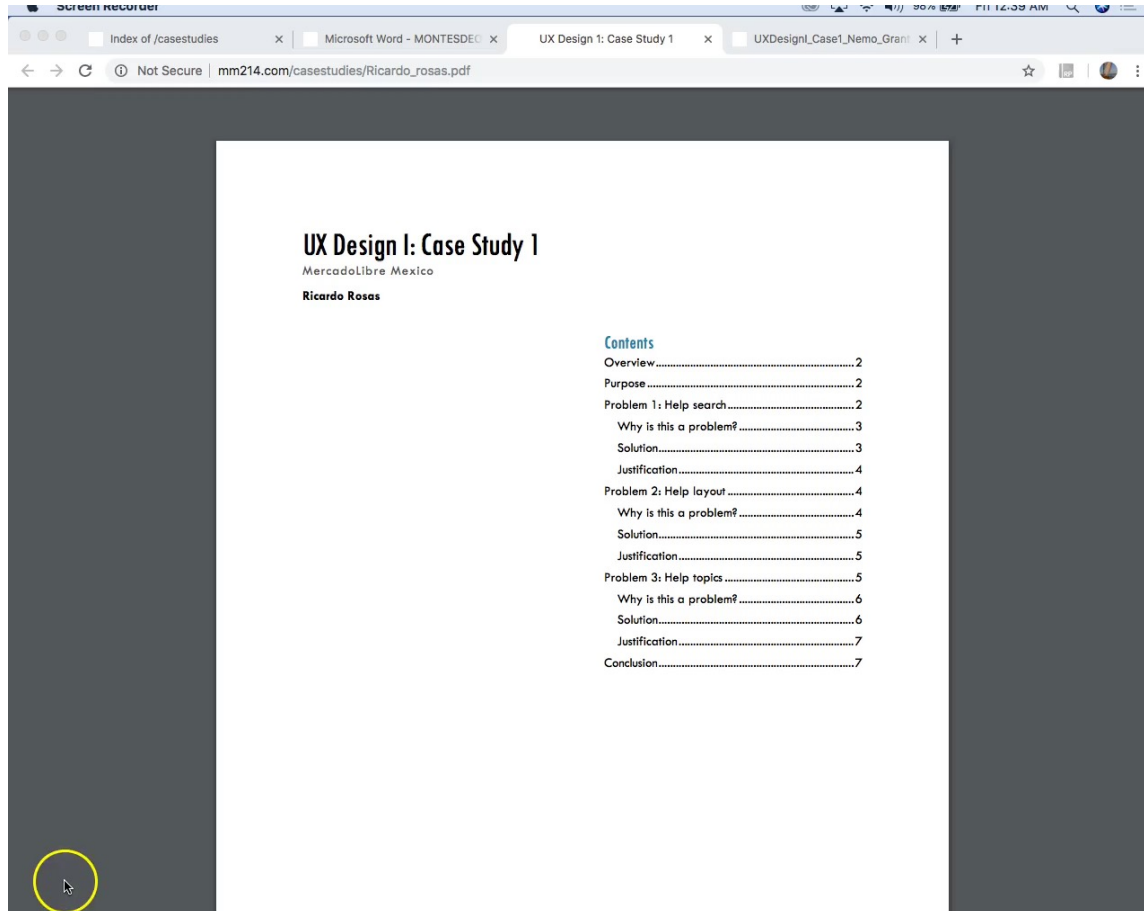
Now let's take a look at BK



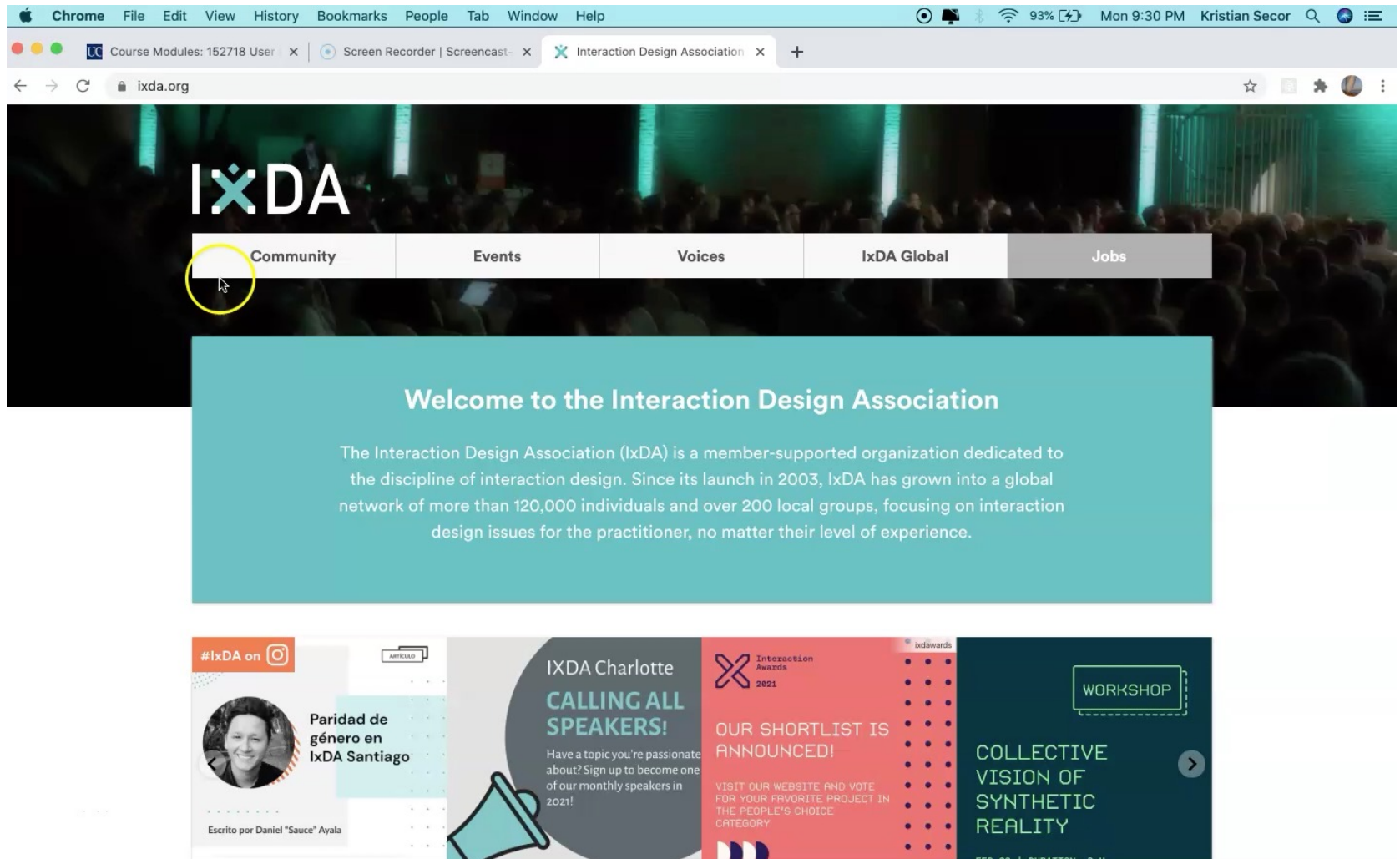
Taking a look at Case Studies

- The previous categories will be the subject of your two case studies.
- Again, you will do your final redesign based off of one of your case studies

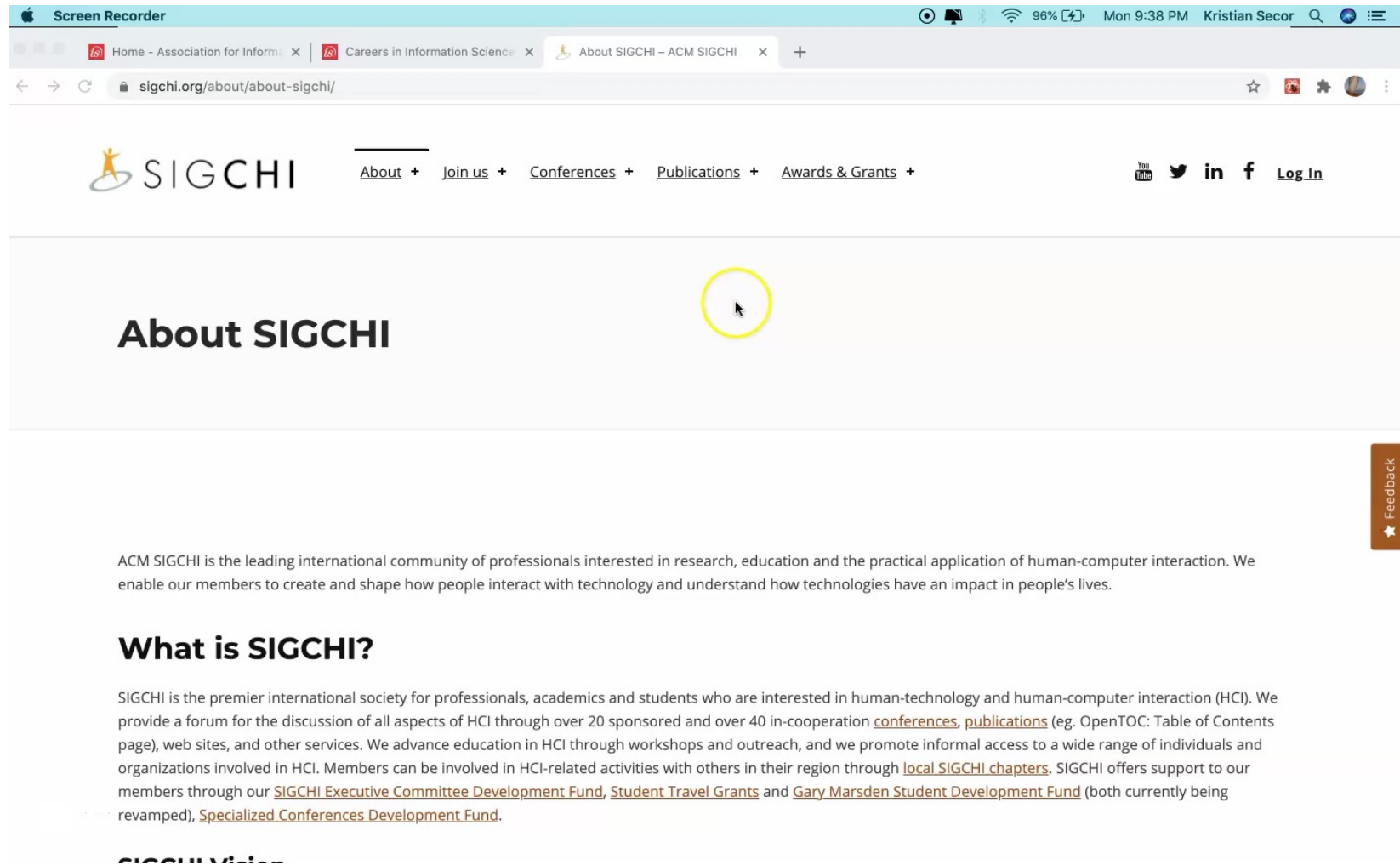
A look at 3 case studies



Interaction Design Association



ACM Special Interest Group on Computer-Human Interaction

A screenshot of a web browser displaying the SIGCHI website. The browser's address bar shows 'sigchi.org/about/about-sigchi/'. The website header includes the SIGCHI logo, navigation links (About, Join us, Conferences, Publications, Awards & Grants), and social media icons. The main content area features the heading 'About SIGCHI' with a yellow circle highlighting the text. Below this, a paragraph describes SIGCHI as the leading international community of professionals interested in research, education, and the practical application of human-computer interaction. A 'Feedback' button is visible on the right side of the page.

Screen Recorder

Home - Association for Inform: x Careers in Information Science: x About SIGCHI - ACM SIGCHI x +

sigchi.org/about/about-sigchi/

SIGCHI

About + Join us + Conferences + Publications + Awards & Grants +

YouTube Twitter LinkedIn Facebook Log In

About SIGCHI

ACM SIGCHI is the leading international community of professionals interested in research, education and the practical application of human-computer interaction. We enable our members to create and shape how people interact with technology and understand how technologies have an impact in people's lives.

What is SIGCHI?

SIGCHI is the premier international society for professionals, academics and students who are interested in human-technology and human-computer interaction (HCI). We provide a forum for the discussion of all aspects of HCI through over 20 sponsored and over 40 in-cooperation [conferences](#), [publications](#) (eg. OpenTOC: Table of Contents page), web sites, and other services. We advance education in HCI through workshops and outreach, and we promote informal access to a wide range of individuals and organizations involved in HCI. Members can be involved in HCI-related activities with others in their region through [local SIGCHI chapters](#). SIGCHI offers support to our members through our [SIGCHI Executive Committee Development Fund](#), [Student Travel Grants](#) and [Gary Marsden Student Development Fund](#) (both currently being revamped), [Specialized Conferences Development Fund](#).

SIGCHI Vision

Interaction Design Foundation

Screen Recorder

UX Design Courses & Global U x What are UX Case Studies? | i x +

interaction-design.org

Reviews / Why join our community? For companies Want a new job in UX? Frequently asked questions Contact

INTERACTION DESIGN FOUNDATION

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Learn Design Thinking

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Watch: Why is UX design important to your career?

Forbes
“Ivy League level education in UX, Product Design or Human-Computer Interaction”
Forbes.com

 “A goldmine of information on interaction design”
Don Norman



This week...

- Introduction Discussion
- Read Chapters 1 & 2 of a Project Guide to UX Design
- Watch the Lecture
- Participate in the Discussion about Case Studies
- Look at the Case Study Examples
- Choose the Subject of your first Case Study

