

Session #1: Overview



The next step....

- Different from User Interface I
- 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?



Content Source

- Aol? Really?



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:



More on software....

Who does what well...how to choose!



eCommerce

- Always Hireable...



eLearning

- Huge Market-Very Competitive!



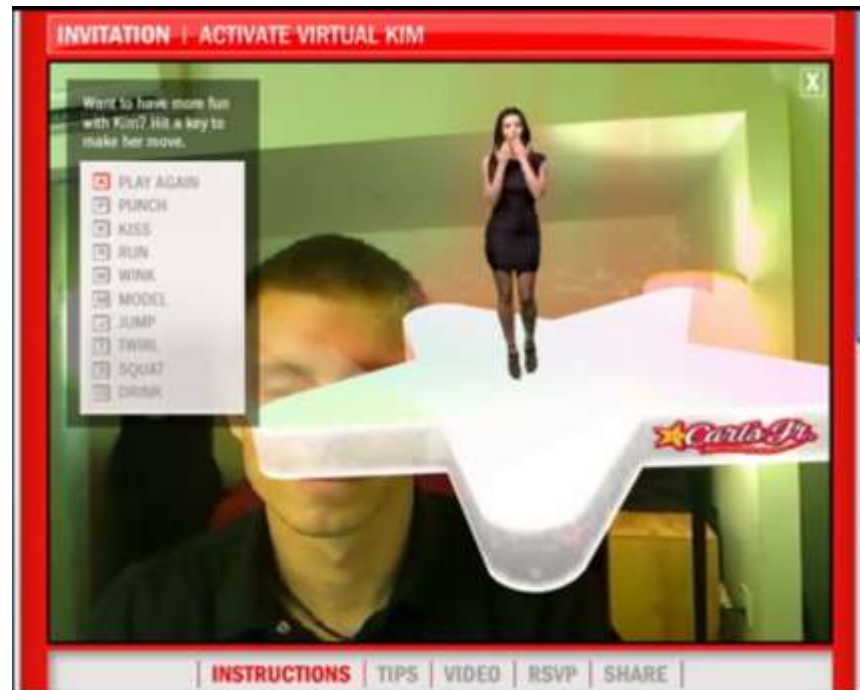
Mobile Apps

- [Click & Remember our new definition of UX!](#)
- [Click here to see a case study of that app](#)



Social Media/Mobile Apps

- Click [here](#) to see a social media app from 2010. What was its goal? Was it successful.



Now let's take a look at BK

- Click [here](#) to see Burger King's effort with the same technology
- Which is better?
- Which hits the Target market?



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

- Please see notes for links to studies!



Last:

- Do yourself a favor and investigate the following sites:
- [Interaction Design Association](#)
- [The Information Architecture Institute](#)
- [American Society for Information Science and Technology](#)
- [ACM Special Interest Group on Computer-Human Interaction](#)