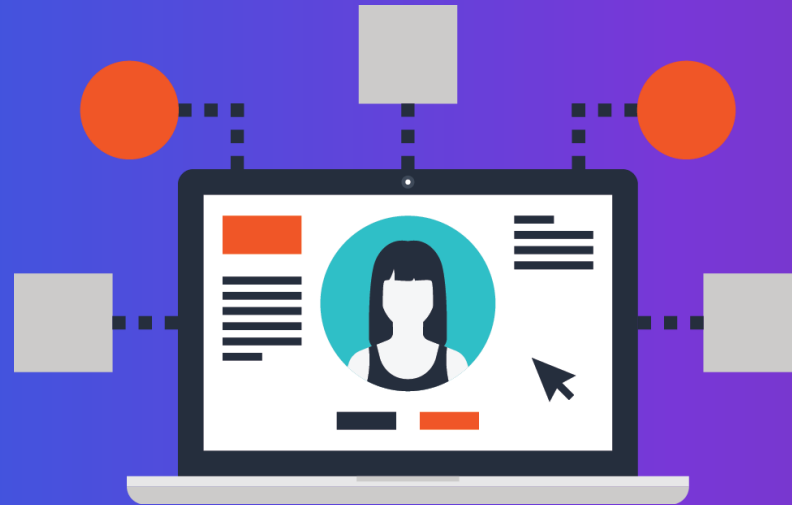


User Experience of Blueriq Applications

Happy user = Happy Business Engineer



blueriq

Program

Introduction

- Who
- Why

The basics

- What is UX
- Why UX
- General Guidelines

Exercise 1

Wireframing

Exercise 2

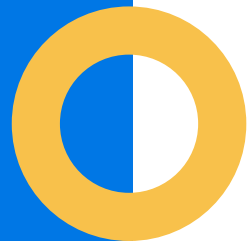
Crazy 8

Exercise 3

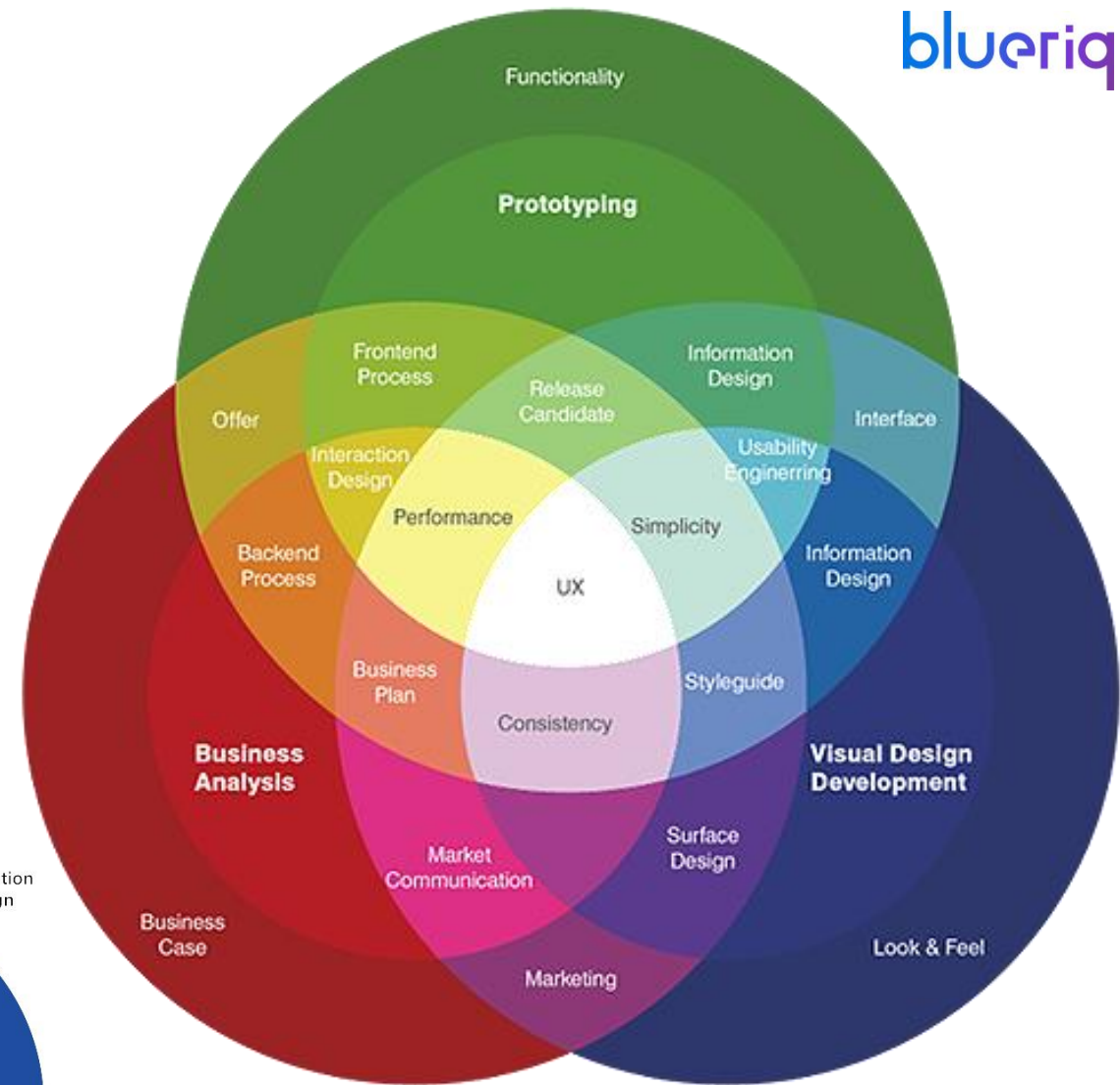
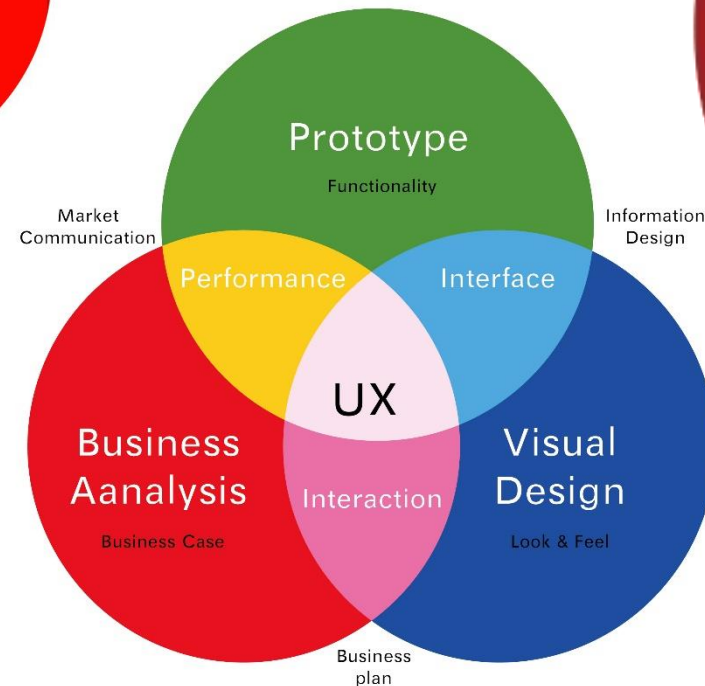
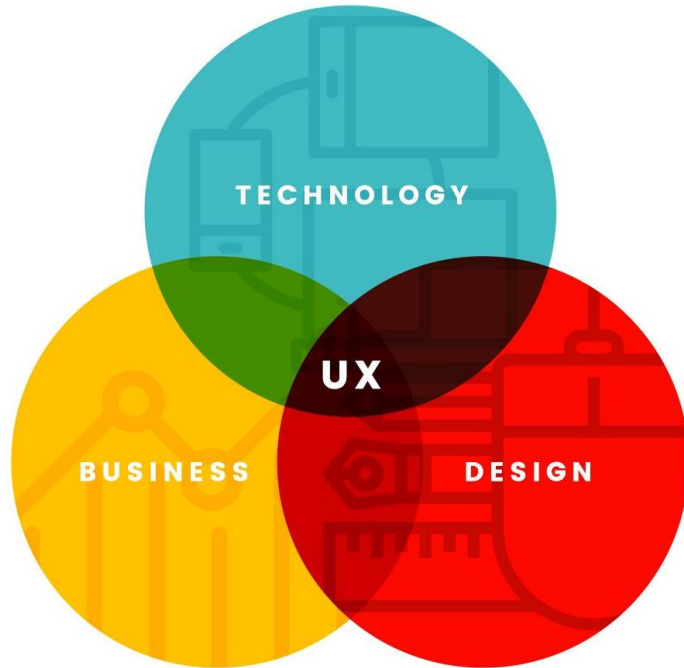
Usability evaluation

Exercise 4

Discussion and round up

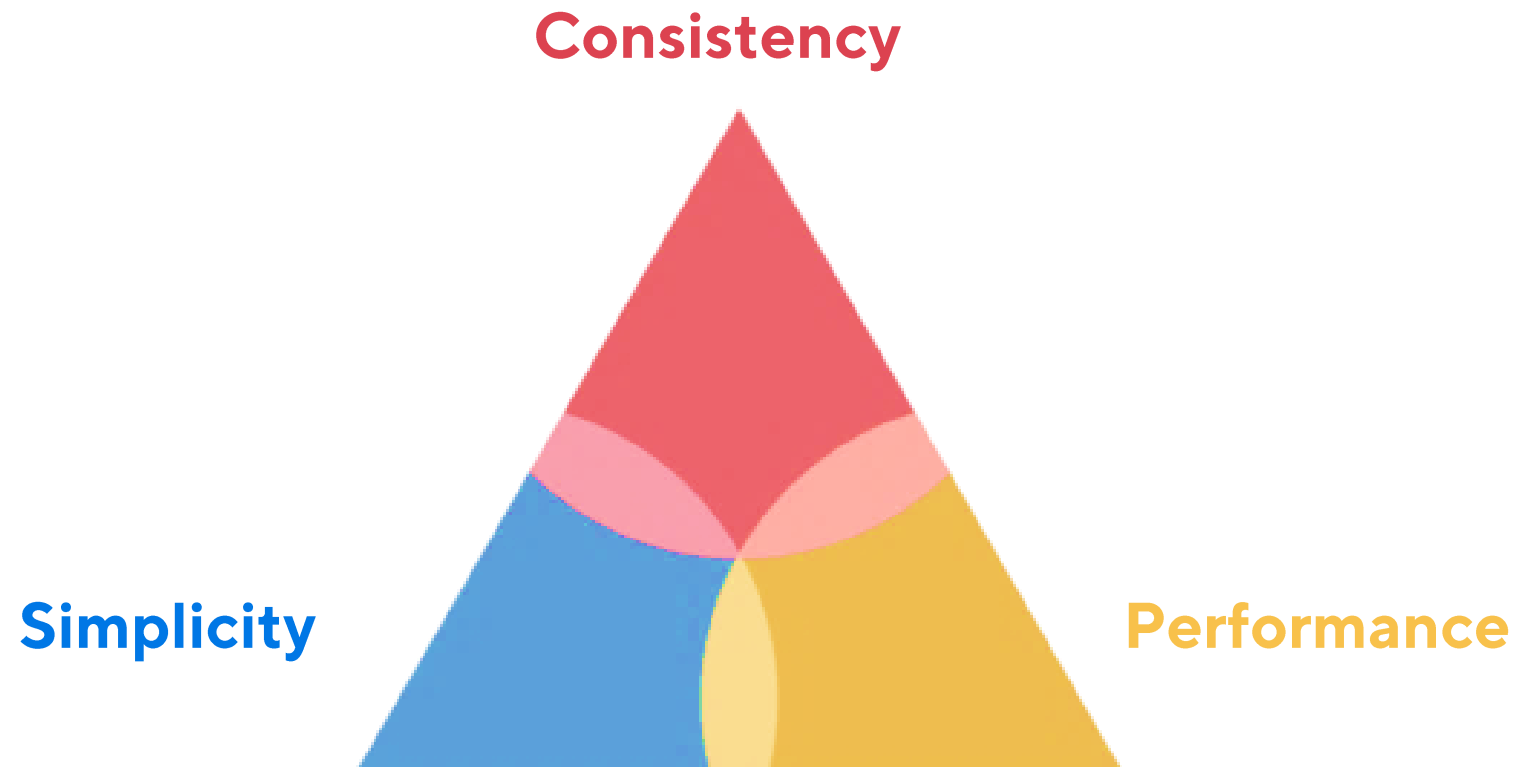


What is UX (user experience)?

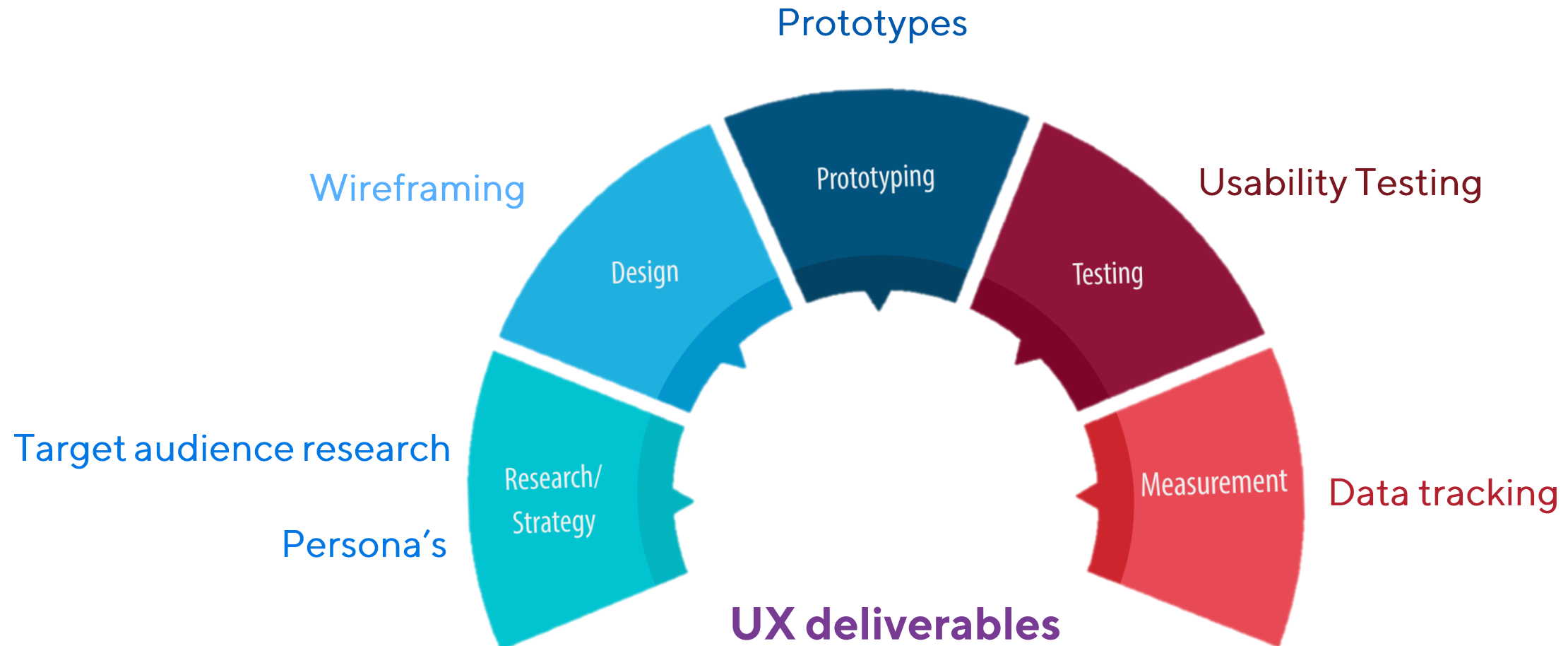


What is UX (user experience)?

User Experience = **Entire experience of the product/service** ≠ Design/Styling



What is UX (user experience)?



Difference between UX, UI and Front-end



UX = User Experience (What should it do?)

- What does the user want? Which problem are you trying to solve?
- Which functionality goes where?
- How can we improve the experience?
- As a user I would like to...



UI = User Interface (How should it look?)

- Corporate identity
- Fonts, colors, margins, spacing
- Part of UX



Front-end = Code (How can you build it?)

- Html, scss/css, Javascript, KnockoutJS, jQuery
- Technical realisation of the functionality

Affordance

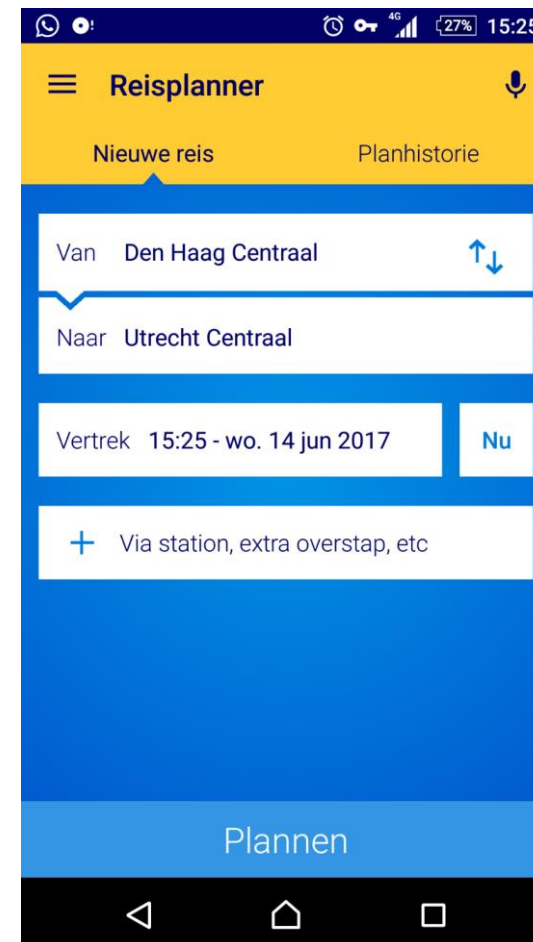
The property of a design or product that **hints** at **possible actions**



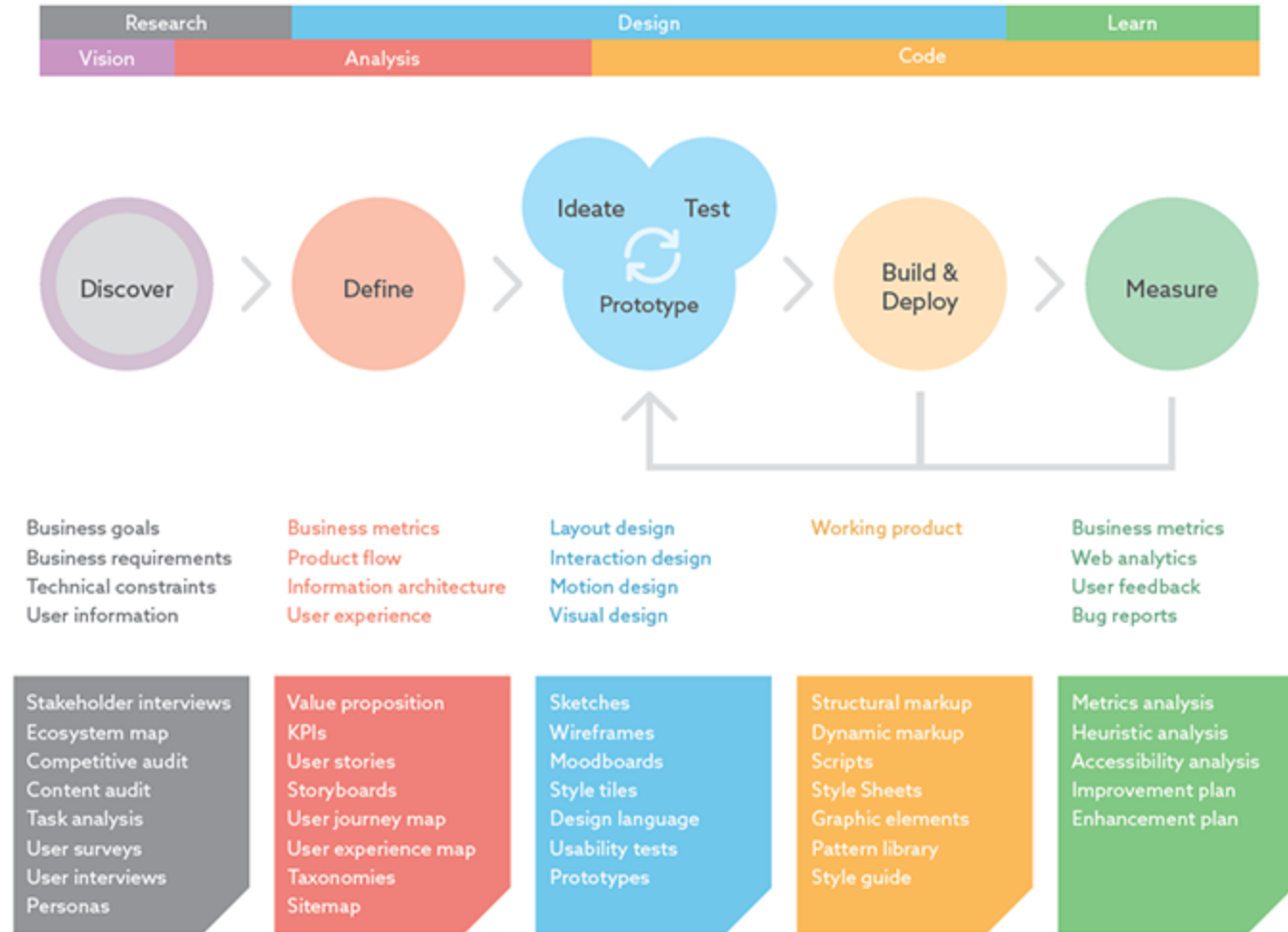
Submit

Submit

Submit



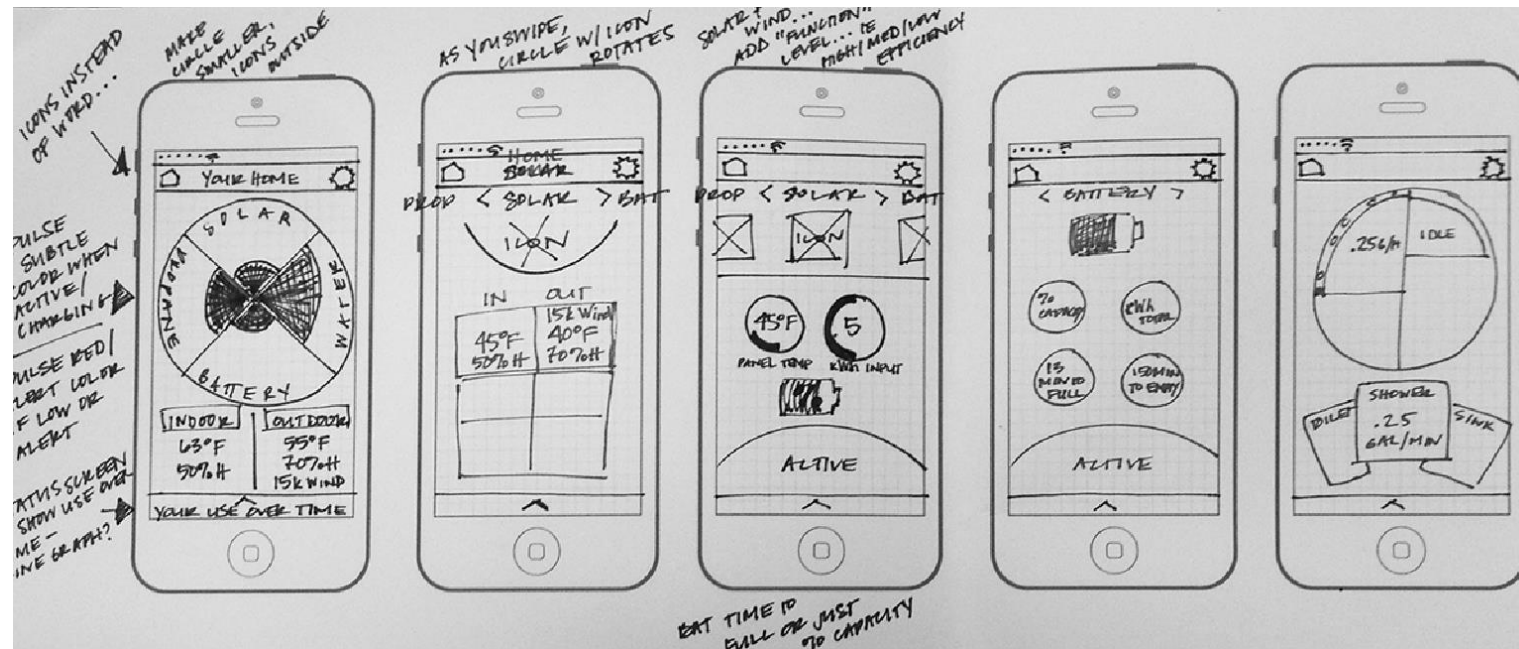
UX Design Process



Wireframing

Just keep sketching

- Based on:
 - Requirements
 - Persona's
- Print an actual screen with a grid
- Find the sweet spot for the amount of details
- Use a multidisciplinary team



Measuring and Testing

