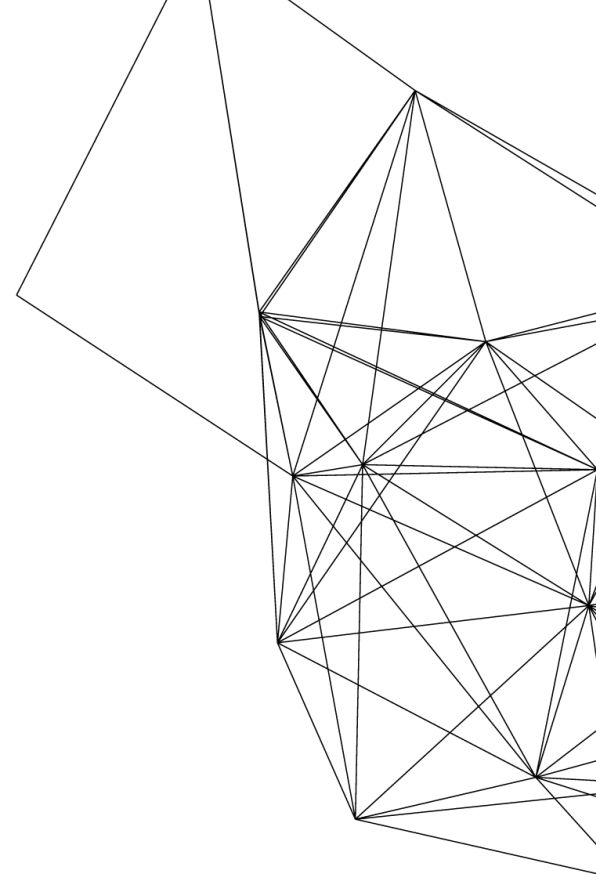


UX

Дизайн взаимодействия с пользователем



Зачем становиться UX дизайнером?

- ★ User Experience - это, вероятно, самая высокооплачиваемая работа в этом техническом диапазоне
- ★ Возможность удаленной работы
- ★ Междисциплинарная сфера деятельности (психология, социология, дизайн)
- ★ Встречи с новыми людьми
- ★ Много возможностей найти работу (по данным CNN: 3,426,000 рабочих мест в ближайшие 10 лет в США)
- ★ Серьезное влияние на бизнес, создание значимых продуктов

Заблуждения

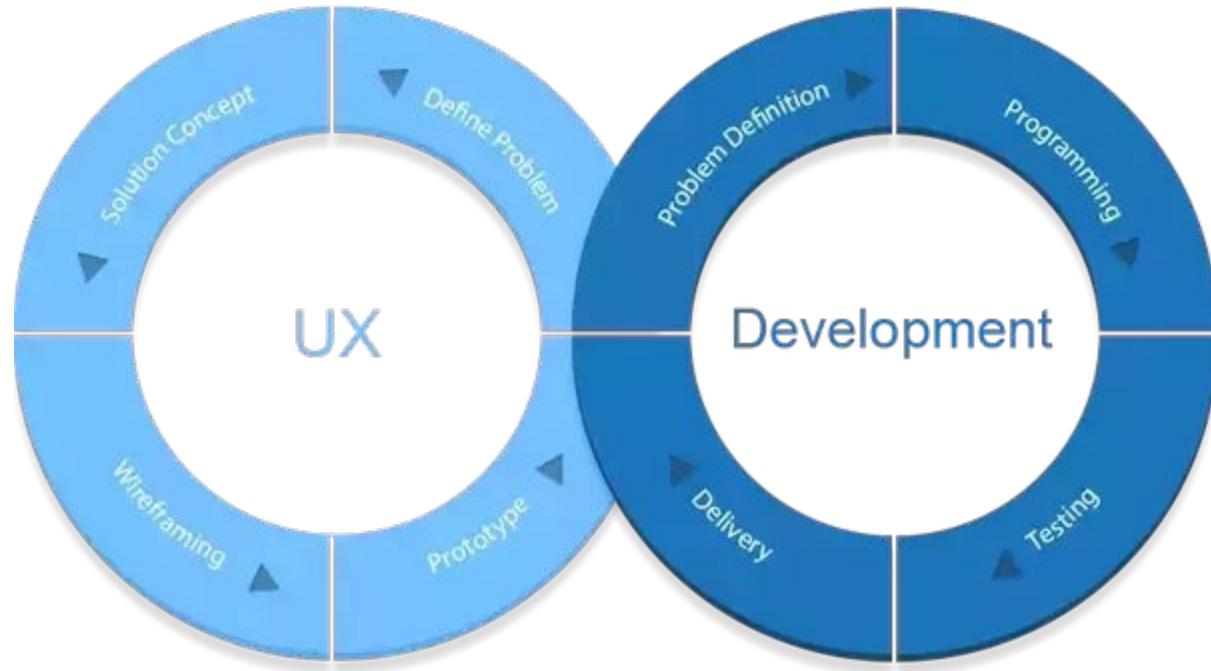
- Высокая конкуренция
- Новичков не берут в студии
- Нужно уметь рисовать
- Нужно уметь верстать

Процесс разработки мобильного приложения

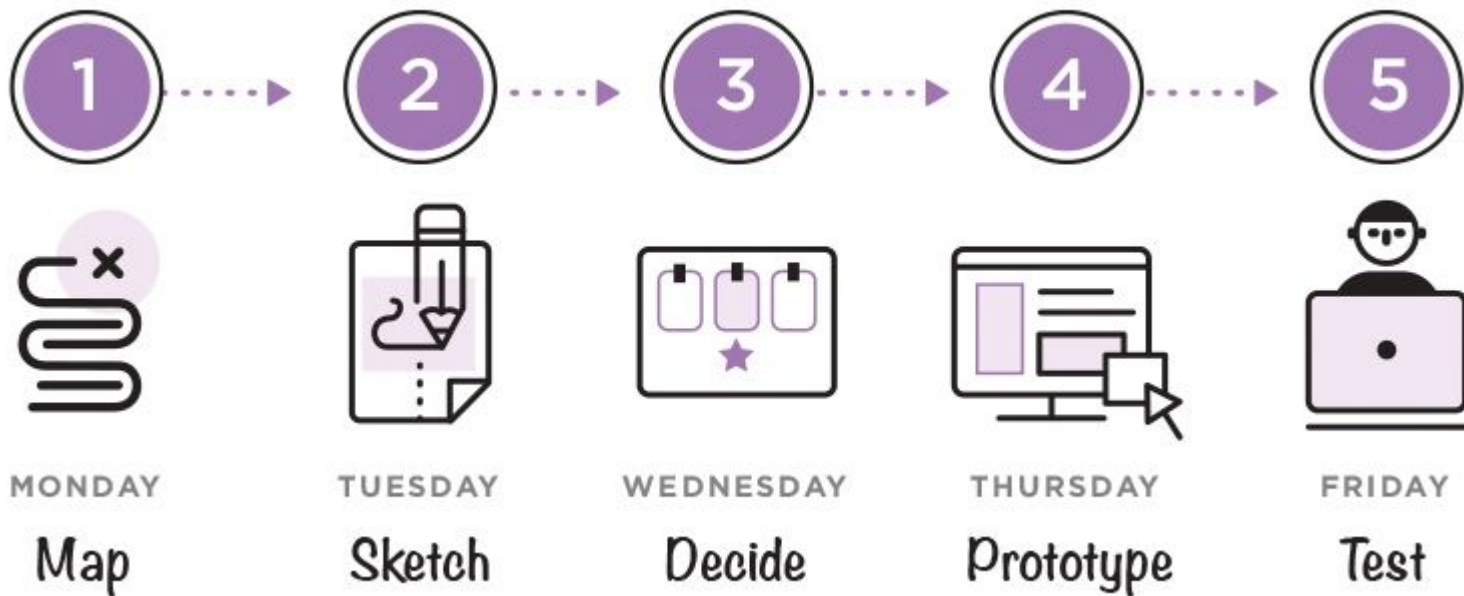
ПРИНЦИПЫ БЕРЕЖЛИВОГО (LEAN) UX-ДИЗАЙНА

- Мы понимаем целевую аудиторию и ее проблемы.
- Мы создаем MVP (Minimum Viable Product — минимально жизнеспособный продукт).
- Мы работаем короткими итерациями.
- Мы постоянно тестируем нововведения на пользователях и, если что-то не так, быстро откатываемся.
- Мы работаем командой: UX-проектировщики, дизайнеры, разработчики и тестировщики работают вместе и постоянно обмениваются мнениями и задачами.

Жизненный цикл проекта



Спринт



UX артефакты

- Mindmap (Диаграмма связей)
- Storyboard
- Персоны
- Карты эмпатии
- Customer Journey Map (путь потребителя предоставляемой услуги)

Mindmap (Диаграмма связей)



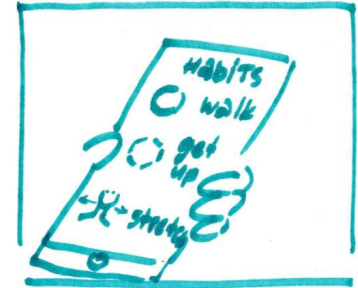
Storyboard



Bill is an office worker. He sits all day by the computer. By the end of the day his neck and back are aching and also he had gained some lbs during last year.
"I always forget to get up and move!"



- Alex! You always loog so energetic, what's your secret?
- Bill, I have an app, which helps me too form healthy movement habits. See? It reminds me to stretch my back since I got up from my workstation. It also encourages me to walk more!



- You can choose what habit is more essential for you, or just pick default. It's called "Tiny habits method" - your goals need to be small, easy and anchored to your everyday activities. For example Every time I stand from computer I stretch my back and neck.



Reminder from the desktop app!
Time to move!



Now I need to do my neck exercise. I can watch a video to see how to do it.



After 2 weeks of everyday exercise and more walking I feel more healthy! My neck does not hurt anymore!

Персона

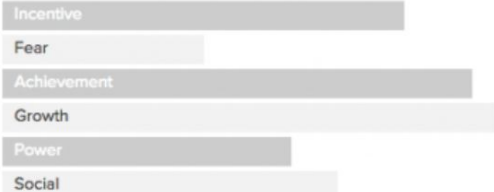
AGE 26
OCCUPATION Software Developer
STATUS Single
LOCATION San Jose, CA
TIER Experiment Hacker
ARCHETYPE The Computer Nerd

Friendly Clever Go-Getter



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations



Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

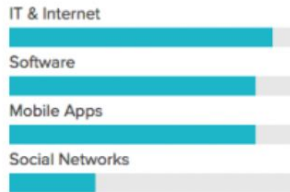
Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

Personality



Technology



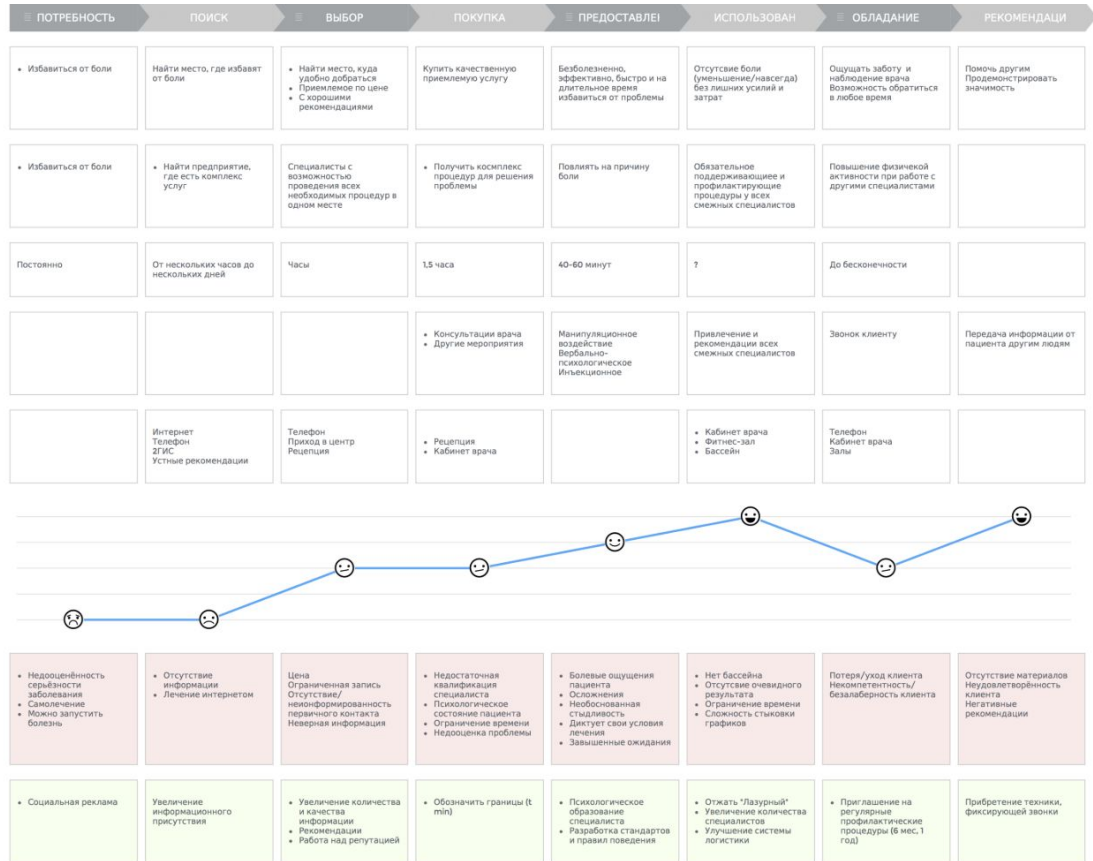
Brands



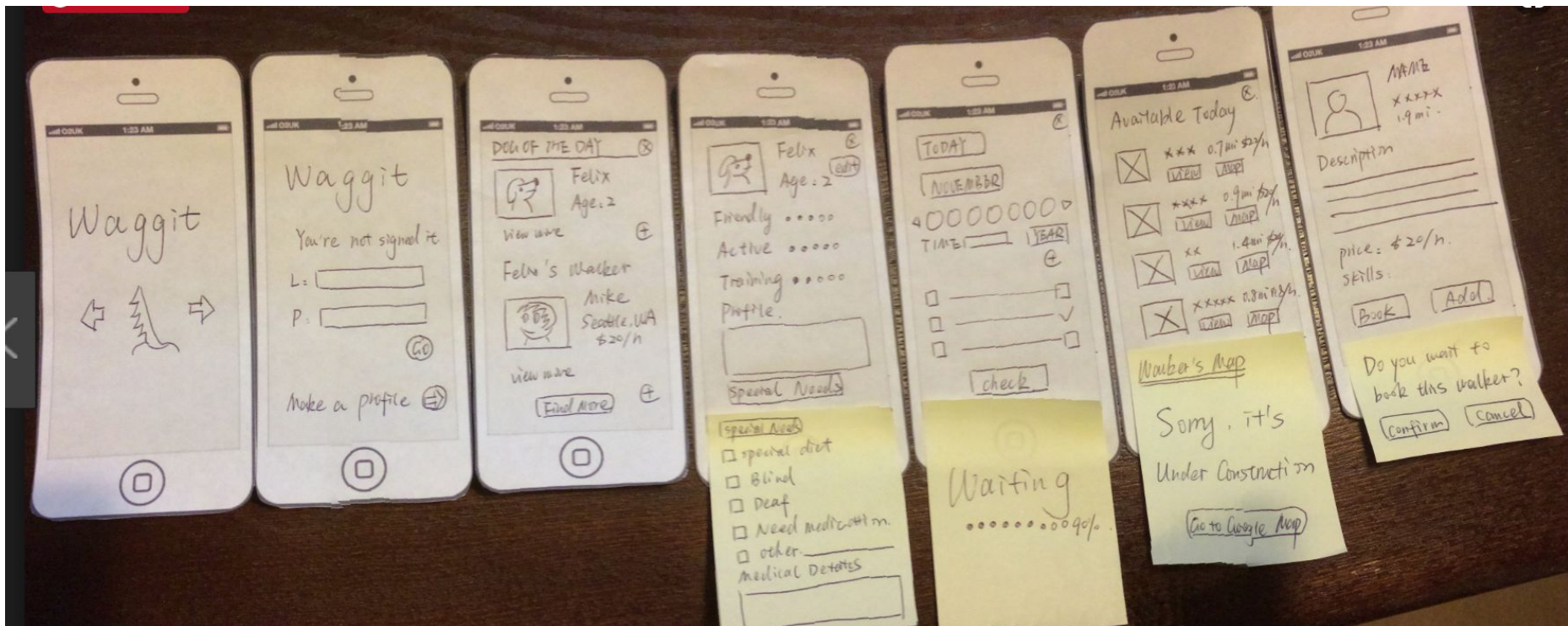
Карта эмпатии



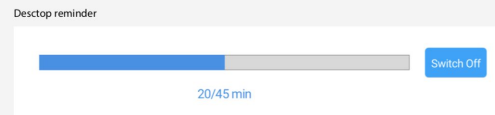
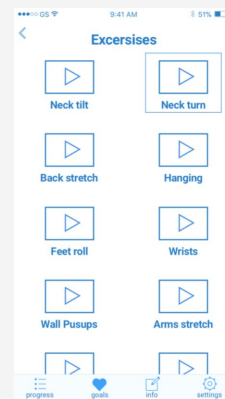
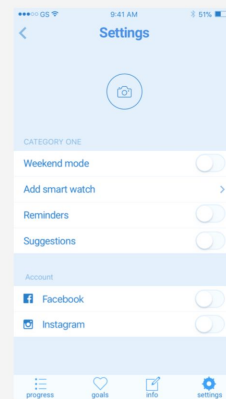
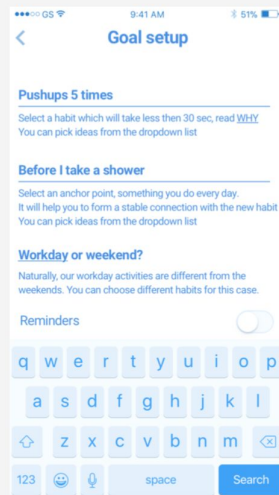
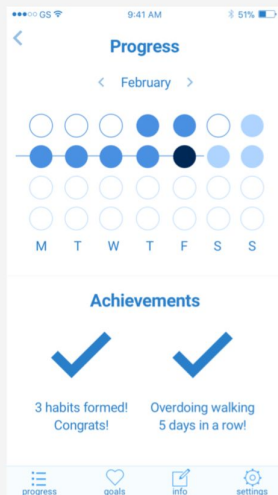
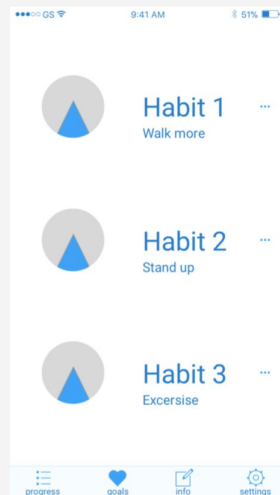
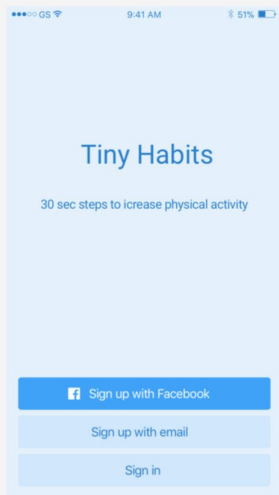
Customer Journey Map



Бумажный прототип



Ваерфреймы



Прототип

