UX and OE Design Tools

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User Experience (UX) is the process of creating products that provide meaningful and relevant experiences to users.
What do our users want to do?
What do our users want to do?

administrators
students
professors
teaching assistants
What do our users want to do?

foreign students
high school students
students
researchers in the field
activists
Language creates culture around our products and services
Initial User Research

• Surveys
• Focus Groups
• Net Promoter Score like system

* How likely are you to recommend our company to a colleague or friend?

Not at all likely
0 1 2 3 4 5 6 7 8 9 10

Extremely likely
UX Tool: Personas

A persona is a representation of the needs, thoughts and goals of the target user.
# Example Persona card

<table>
<thead>
<tr>
<th>QUOTE:</th>
<th>interests:</th>
</tr>
</thead>
<tbody>
<tr>
<td>name:</td>
<td>powers:</td>
</tr>
<tr>
<td>age:</td>
<td>goals:</td>
</tr>
<tr>
<td>PROFESSION:</td>
<td>daily routine:</td>
</tr>
<tr>
<td>BIO:</td>
<td>likes/dislikes:</td>
</tr>
<tr>
<td></td>
<td>motivation:</td>
</tr>
</tbody>
</table>
Tina (17)

Bio:
High-school student from Maribor. Currently studying for high-school Chemistry competition.

Goal:
Would like to review advanced chemistry concept that is covered by your class.

Devices:

Disabilities:
Dyslexic.
Mark (35)

Bio:
Docent Professor teaching Food Processing technology.

Goal:
Looking for review materials in the area of Organic Biology to assign it as optional reading materials to students.

Devices:
Window 7 Laptop with slow Internet at home.

Disabilities:
Color blind.
Personas

- Result of your research (surveys, interviews, focus groups)

- Don't be afraid to have a lot of different personas

- Separate them into primary, secondary and tertiary based on business goals

- More resources:
  - http://opendesignkit.org/methods/personas/
  - https://wiki.fluidproject.org/display/fluid/Persona+Creation
UX Tool: Journey Mapping

A happy path for our personas
• Mark types into search engine on site: Organic Chemistry

• Search engine returns 75 results. Because this is too much, he uses filter on the sidebar to narrow results to undergraduate levels.

• He finds Intro to Organic Chemistry course and clicks on it

• Looking at the course, he sees a listing of all the lessons. He find a lesson called "Concept Review" in PDF, clicks it and discovers that it's exactly what he needs.

• He downloads PDF and will use it in his class.
• **Mark** types into search engine on site: Organic Chemistry

• Search engine returns **75 results**. Because this is too much, he uses **filter** on the sidebar to **narrow results** to undergraduate levels.

• He finds Intro to Organic Chemistry course and clicks on it

• Looking at the course, he sees a **listing of all the lessons**. He find a lesson called "Concept Review" in PDF, clicks it and discovers that it's exactly what he needs.

• He **downloads** PDF and will use it in his class.
• Mark continues looking at the Intro to Organic Chemistry course

• He likes the way it's structured. His only disappointed that only 5 out of 12 lectures are online. The lectures he can't access are marked in red in the list.
• Mark continues looking at the Intro to Organic Chemistry course

• He likes the way it's structured. His only disappointed that only 5 out of 12 lectures are online. The lectures he can't access are marked in red in the list. The lectures he can't access have ✓ next it and are listed in coming soon section.
Journey Mapping

• Journey towards defined goal

• Find a balance between how specific interactions you define

• More resources:
  • http://opendesignkit.org/methods/journey-maps/
Inclusive Design

Ensuring that our services can be used by as many people as possible
Inclusive Design Dimensions

- Broader beneficial impact
- Accessible development tools
- Diverse perspectives
- Inclusive process and tools

- Recognize diversity and uniqueness
- One-size fits-one
- Adaptive design
- Self Knowledge

- Impact beyond the intended audience
- Virtuous cycles of inclusion
- Recognizing interconnectedness of users & systems

Source
Why

- We all need help some times
- We consume content on different devices and Internet connections
- Our usage changes depending on a context
Context changes

• On their phone while commuting (e.g. on a bus)

• Hands free with just headphones (e.g. while taking care of the child, walking the dog)

• On a bad connection - they preload content before travel

• Bright light changes contrast / reduces colors

• With different assistive technologies and online tools

• Through note taking
Resources

• https://guide.inclusivedesign.ca/

• https://idrc.ocadu.ca/

• https://floeproject.org/

• Inclusive Design Patterns by Heydon Pickering (2016)
  https://www.smashingmagazine.com/inclusive-design-patterns/
Prototyping
Hands On User Research

- Paper prototyping
- Technical prototypes
- User Testing with Actual Users
Putting it all together again
User research

Prototyping

Personas

User Journey
Examples for discussion

- http://openupresources.org/
- https://openstax.org/
- https://www.khanacademy.org/
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