UX/UI introduction (part one) – 6 hours

Objectives

Objectives and tasks should align with a number of learning events outlined in the learner engagement cards.

- Describe the difference be UX and UI – *Readings and definition task*
- Identify examples of good and bad UX – *Norman Door Task*
- Describe principles of Human Centred Design – *Norman door video*

Reading (2 hours)

What is UX design? 15 user experience design experts weigh in

https://www.usertesting.com/blog/what-is-ux-design-15-user-experience-experts-weigh-in

> **Consider the following questions:**
>
> What things does **John Amir-Abbassi** believe are harder engineer and achieve in relation to user experience? Why do you think that might be?
>
> What does **Marieke McCloskey** say UX design starts with?
> Can you give an example where you've given feedback as a customer for a business, product or service?
>
> **Joshua Porter** says UX is design with an awareness of all touch-points. He gives some examples. Can you list some more examples? Maybe for the place you work or from your experience with a product or service?
>
> **Scott Johnson** talks about UX being "the purposeful application of logic and rational" what do you think he means by "creating experiences that offer both utility and value" . What does "working generatively" mean?

What is UI design? What is UX design? UI vs UX: What's the difference

https://uxplanet.org/what-is-ui-vs-ux-design-and-the-difference-d9113f6612de

> **Consider the following questions:**
>
> What does design in a Vacuum lead to?
>
> What example is give when describing how a UX and UI team might work together?
>
> What are UI designers concerned with? In your own words can think of an analogy or metaphor to describe the difference between UX and UI?

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10 Classic UX Design Fails That Teach Us How Not To Do UX

https://careerfoundry.com/en/blog/ux-design/10-classic-ux-design-fails/

Activity

After a class discussion about the first two articles, Create your own definition of UX and Share it with the class. Share the resources you used to help create you definition. Did you find other sources of information, which descriptions did you like best?

Watching

The Norman Door (5:31)

https://www.youtube.com/watch?v=yY96hTb8WgI&feature=youtu.be

> **Consider the following questions:**
>
> What was the name of Don Normans book?
>
> What is a Norman Door?
>
> What is the First principle of Human Centred Design?
>
> Can you Identify any Norman doors you have to interact with regularly?

Activity (2 hours)

Find and photograph (or video) 3-5 Norman Doors. Create a Document (pdf handout, website, slideshow, video presentation) that includes your images of each door, their location, a description of why you have identified them as Norman doors, and a suggestion for how to fix them.

Doing (Tasks)

Classic UX Design Fails (2 hours)

In pairs, using your own definitions of UX and what you've learned so far, create two new entry for the "**Classic UX Design Fails**" article by looking at a digital experience (App, website or Game).

Your entry should include:

- A description of the experience you're looking at.
- A picture of the experience
- A paragraph about "**Why it’s bad UX**"
- A paragraph from each student with a possible solution
- A key takeaway

Tutor and student interactions

List the way learners will engage with the tutor and each other.

- Group discussion **What is UX?** Students should have read the articles and considered the questions before the session.
- Online sharing and feedback on UX definitions.
- Presentation of Norman doors and solutions. (posted for feedback)
- Presentation of "**Classic UX Design Fails**"

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