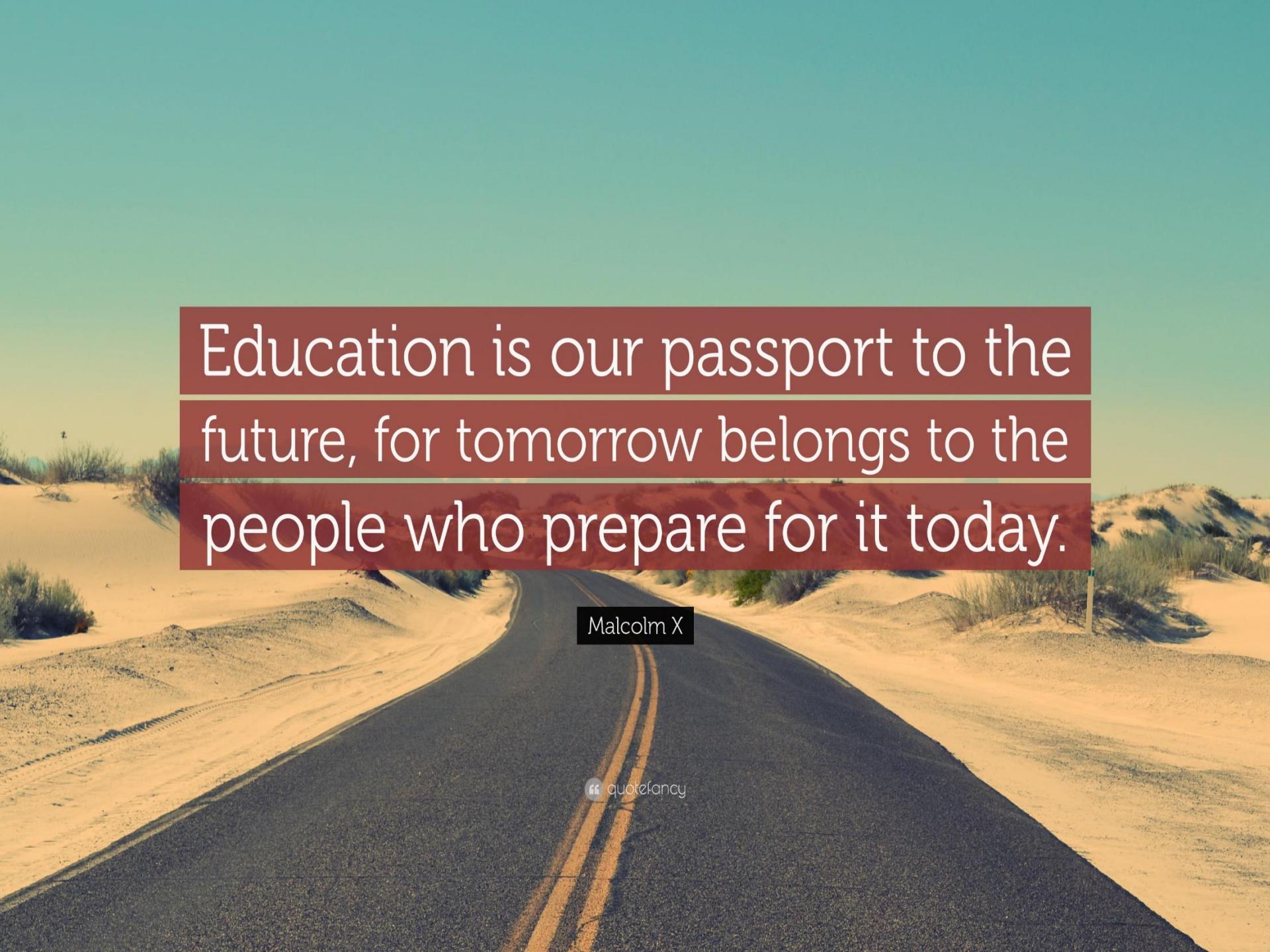


Semoga ALLAH memberikan kita
KEBERKAHAN dan **KEMUDAHAN**
dalam belajar...

Ilmu yang bermanfaat



A photograph of a paved road stretching into the distance through a desert. The road is dark asphalt with yellow double lines, curving slightly to the right. On either side are light-colored sand dunes with some low-lying desert vegetation. The sky is a clear, pale blue.

Education is our passport to the
future, for tomorrow belongs to the
people who prepare for it today.

Malcolm X

(DIH3A3)

Implementasi User Experience Design

Pekan 3-4

KONSEP USER EXPERIENCE DESIGN

TFN, RHN, FRA, SKS | Ganjil 2016/2017



Telkom
University

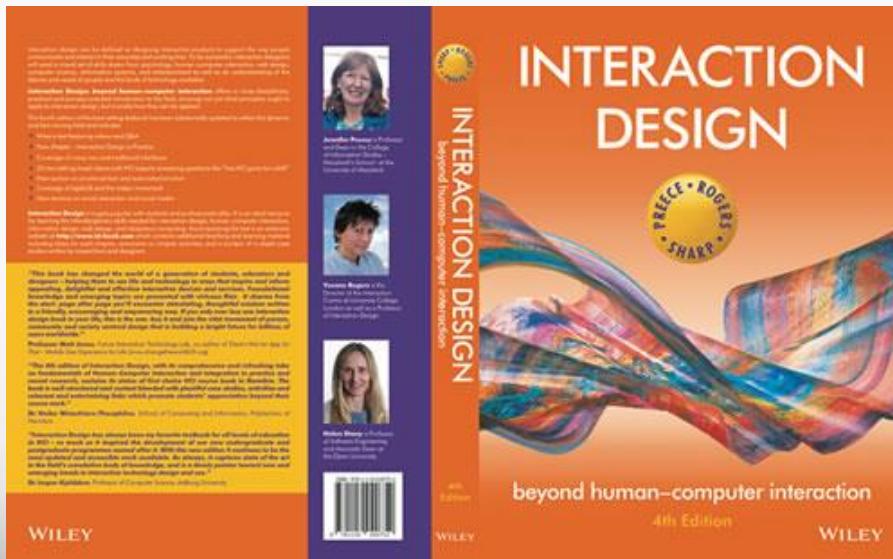
(DIH3A3) Implementasi User
Experience Design

Materi Kajian #1

Mg Ke-	Kemampuan Akhir Sesuai tahapan belajar (CP-MK)	Materi Pembelajaran [Pustaka]	Metode Pembelajaran [Estimasi Waktu]	Asesmen					
				Indikator	Bentuk	Bobot (%)			
IMPLEMENTASI USER EXPERIENCE DESIGN									
[C2] Mampu memahami dan menggunakan Prinsip dasar UI design, serta konsep User Experience pada tampilan Aplikasi									
1	Mampu memahami dan menggunakan Prinsip dasar UI design	1. Perkenalan dan Kontrak Perkuliahan 2. Overview materi perkuliahan IUXD 3. Review 8 Golden Rules for UI (Ben Shneidermans) 4. Review General Principle of UI (Galitz) 5. Nielsen 10 Usability Heuristic	100 menit pertemuan tatap muka: Ceramah & Diskusi 100 menit pertemuan tatap muka: Ceramah & Diskusi. Tugas-1	Mampu menjelaskan prinsip dasar UI design seperti, 8 Golden Rules for UI, General Principle UI, dan mampu menjelaskan penerapannya pada tampilan Web atau Mobile	Ujian Tulis	25%			
2	Mengetahui konsep dasar User Interaction Design	Konsep dasar Interaction Design Visibility, Feedback, Limitation, Consistency, Affordance Model Conceptual and Perceptual Design Interaction	100 menit pertemuan tatap muka: Ceramah & Diskusi 100 menit pertemuan tatap muka: Ceramah & Diskusi. Tugas-2	Mampu menjelaskan definisi User Interaction Design, Karakteristik Interaction Design dan Model Konseptual pada Interaction Design	Ujian Tulis	25%			
3-4	Mengetahui konsep dasar User Experience Design	Konsep, Strategic dan Principle UX Goals: Usability vs User Experience Elemen pengembangan UX design Process Lifecycle User Experience Contoh Penerapan desin Web dan Mobile Pembahasan Studi Kasus UX (Diskusi Tugas)	100 menit pertemuan tatap muka: Ceramah & Diskusi 150 menit pertemuan tatap muka: Ceramah & Diskusi. Tugas-3 150 menit pertemuan tatap muka: Ceramah & Diskusi	Mampu menjelaskan konsep dasar UX dan elemen UX Mampu menjelaskan penerapan UX pada Web dan Mobile		50%			
5	ASESSMENT 1	Sesuai materi pada pekan 1-4	Ujian Tulis, 100 menit	Capaian Kajian 1 dan Indikator Materi	Ujian Tulis	100%			

Buku Referensi?

- ✓ Rogers, Sharp. **Interaction Design: Beyond Human - Computer Interaction**. 3rd Edition.
- ✓ Jesse James Garrett. **The Elements of User Experience: User-Centered Design for the Web and Beyond**, 2nd Edition
- ✓ <https://www.springboard.com/learning-paths/user-experience-design/>



Jesse James Garrett

Ada yang mau
ditanyakan tentang
perkuliahan sebelumnya?

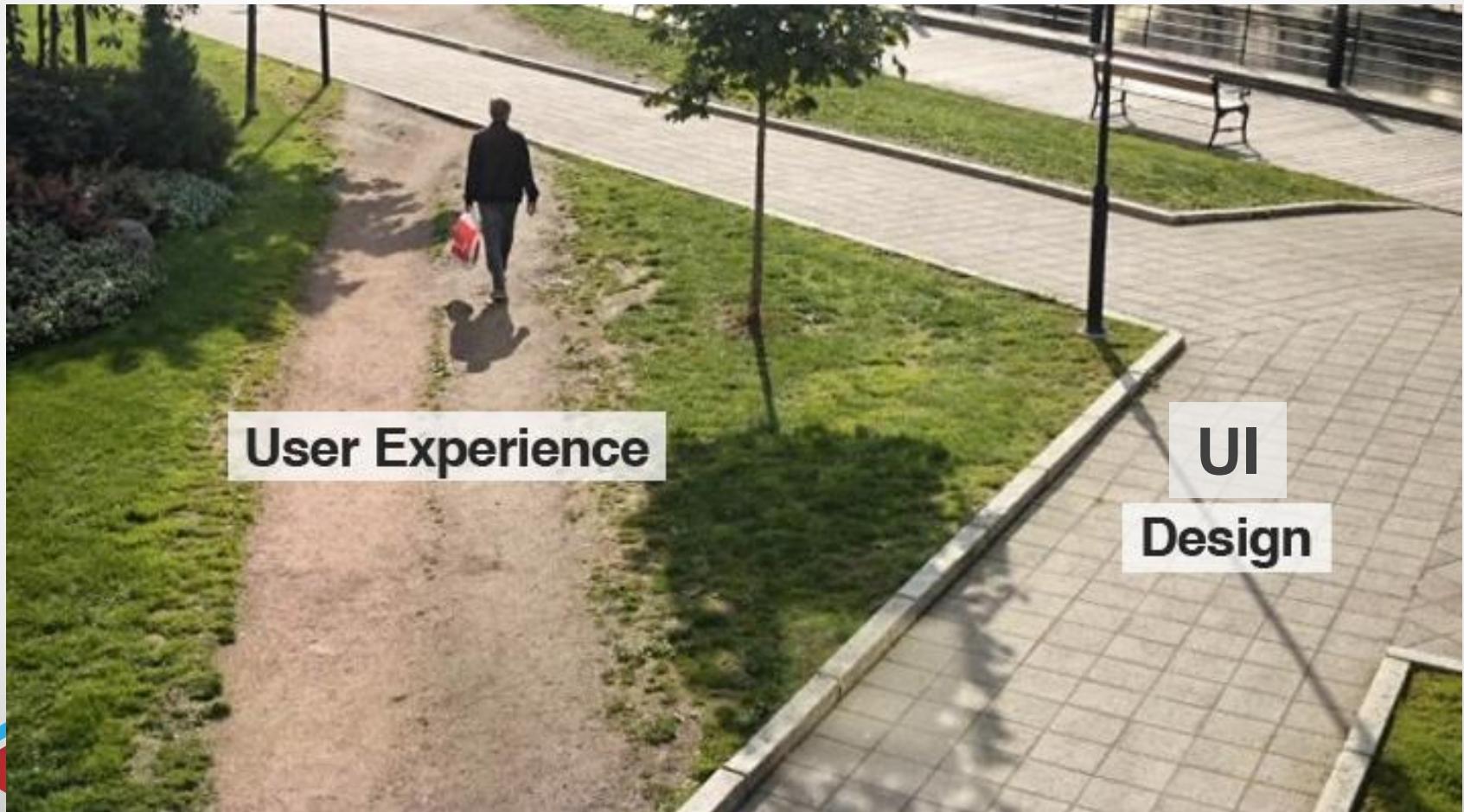
- five (six) Key **Interaction Design**?
- How to develop Conceptual model?
- Type of Interaction?
- Mental Model?



KNOWING THE DIFFERENCE BETWEEN

UX & UI

DESIGN



UX Definition?

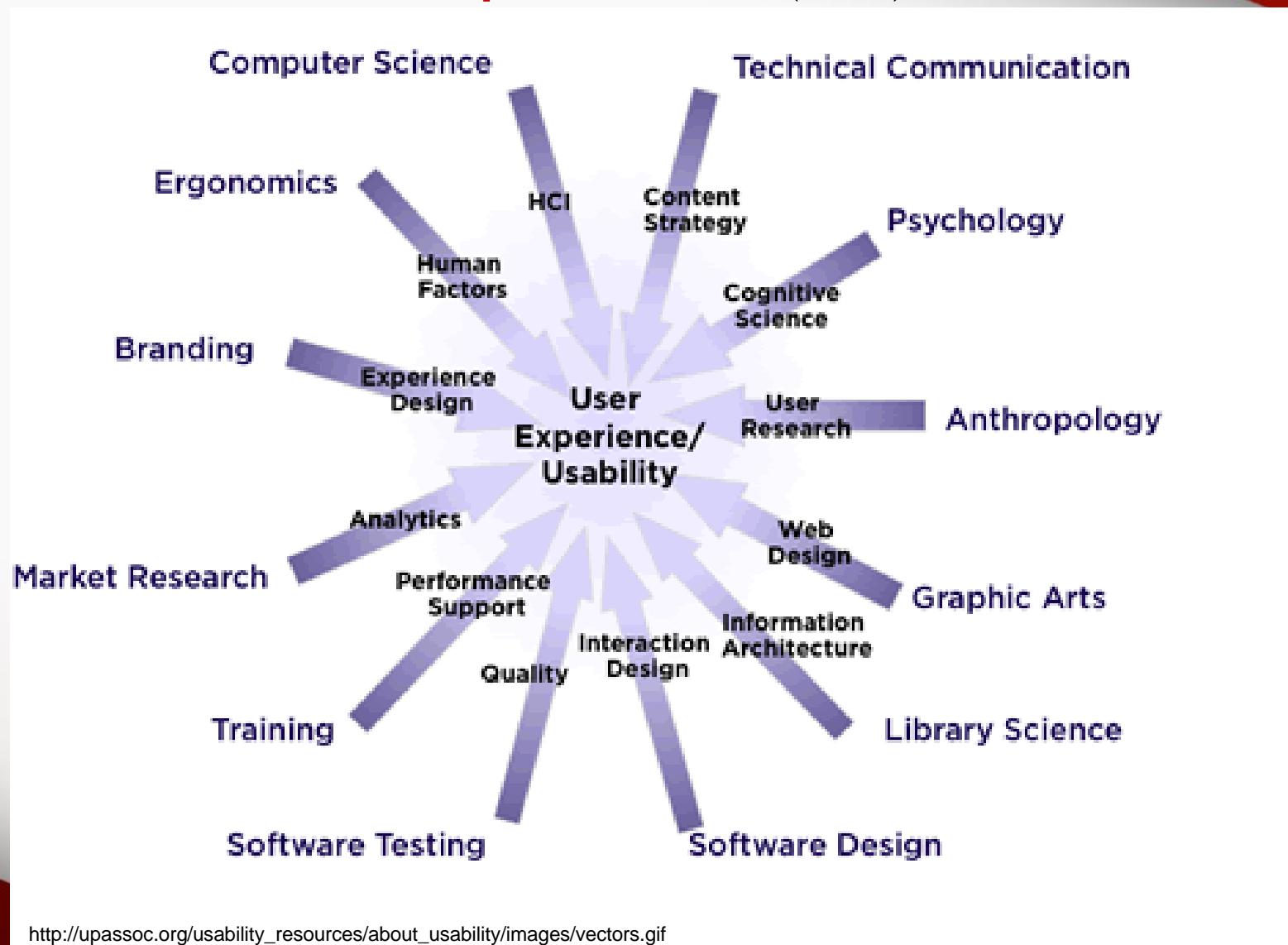
- UX: a person's perceptions and responses that result from the use or anticipated use of a product, system or service ([ISO 9241-120](#))
- User eXperience (UX) is about how a person feels about using a system. User experience highlights the experiential, affective, meaningful and valuable aspects of human-computer interaction (HCI) and product ownership, but it also covers a person's perceptions of the practical aspects such as utility, ease of use and efficiency of the system. ([Wikipedia](#))

UX Definition?

“All aspects of the end-user’s interaction with the company, its services, and its products.”

The first requirement for an exemplary user experience is to meet the exact needs of the customer, without fuss or bother. Next comes simplicity and elegance that produce products that are a joy to own, a joy to use. True user experience goes far beyond giving customers what they say they want, or providing checklist features. In order to achieve high-quality user experience in a company’s offerings there must be a seamless merging of the services of multiple disciplines, including engineering, marketing, graphical and industrial design, and interface design (Nielsen-Norman Group)

What is User Experience (UX)?

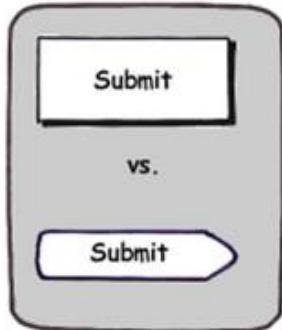


UI vs UX ??

How Most Carousels Look

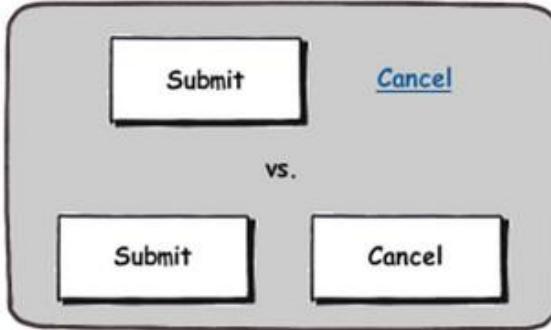
How Carousels Should Look

UI Design



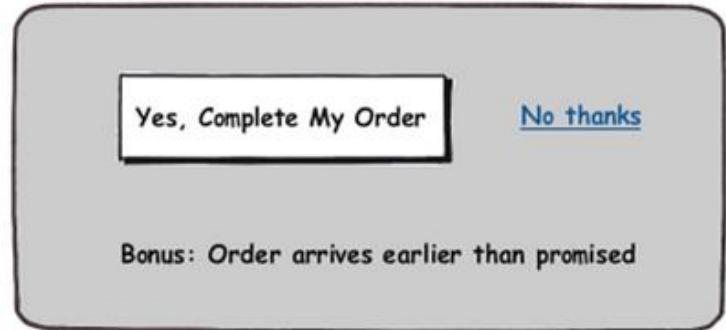
Function: It works.

Usability Design



Action: It works well.

User Experience Design



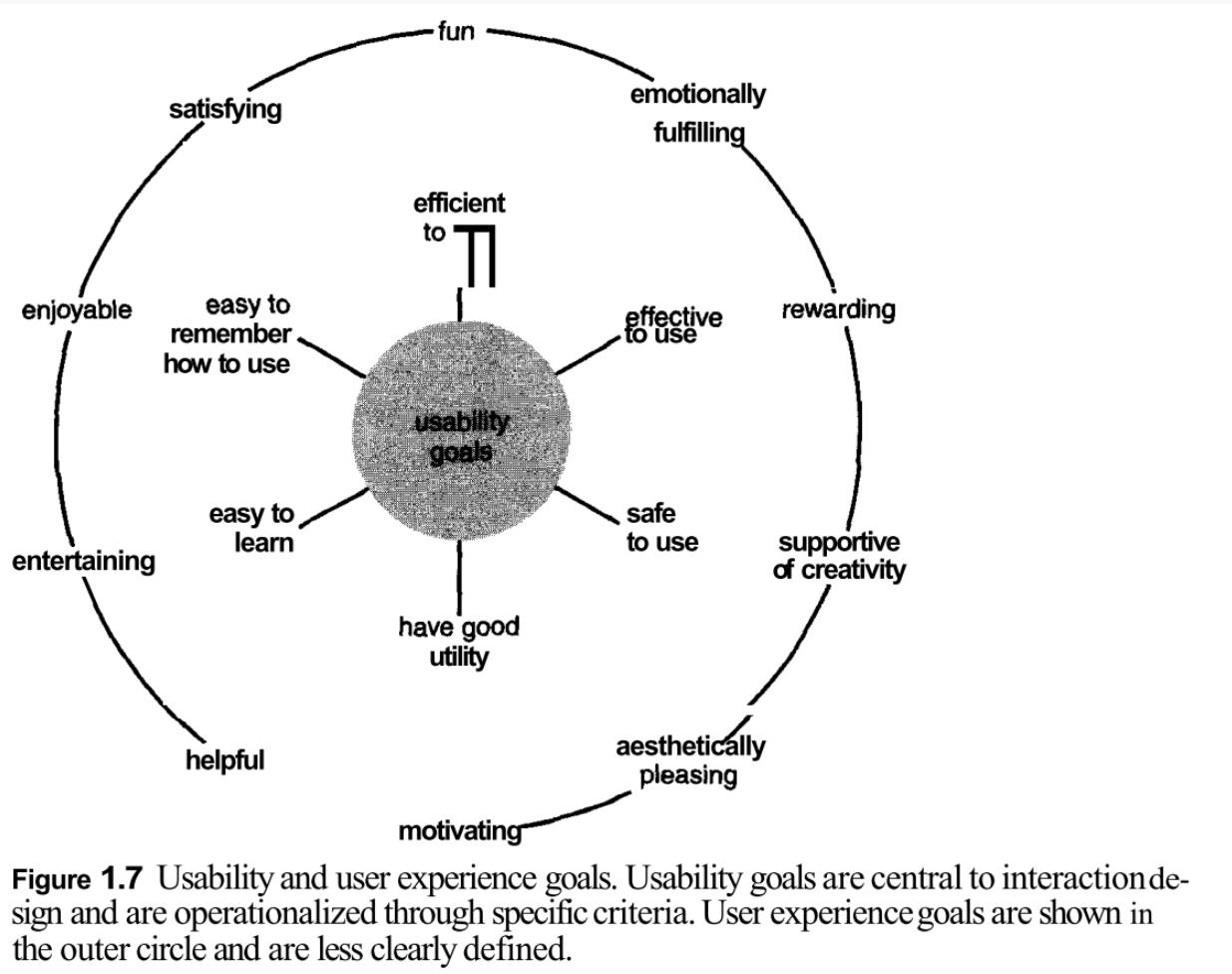
Emotion: It works well and makes me say Wow!

 **STRATEGY & DESIGN**
StrategyAndDesign.co



Usability vs UX ?

Hence, **user experience goals** differ from the more objective **usability goals** in that they are concerned with **how users experience an interactive product from their perspective**, rather than assessing **how useful or productive a system is from its own perspective**.



Berikut adalah beberapa produk interaktif. Menurut anda, apa yang menjadi Usability Goals inti dan UX Goals inti untuk masing-masing produk?

1. Mobile device untuk anak-anak sehingga mereka dapat saling berkomunikasi dan memainkan games collaborative
2. Sistem konferensi video dan komputer yang membuat siswa dapat belajar dari rumah
3. Aplikasi internet yang memungkinkan masyarakat dapat mengakses medical record masing-masing melalui layar interaktif
4. Sistem CAD untuk arsitek dan insinyur
5. Komunitas online yang bertujuan untuk memberikan support kepada orang yang baru ditinggal meninggal oleh pasangannya

Usability Principles

- <https://www.nngroup.com/articles/ten-usability-heuristics/>
- Buku om Roger halaman 27

Principles UX?

1. User-centered design
2. Goal directed design

Principles UX?

1. User-centered design

1. Understand your users, and design for their needs
2. Avoid jargon: use natural language that the user can understand
3. Provide consistent design
4. Build a conversation with your users
5. Advocate iterative design
6. Conduct regular user testing

2. Goal directed design

Principles UX?

1. User-centered design
2. Goal directed design
 1. Based on your user research, create a persona which highlights the user's goals
 2. Use this persona extensively
 3. Advocate pair design
 4. Take responsibility over your user's satisfaction

Diskusi?

- Apa yang anda Pahami tentang UX?
- Apa perbedaan dari istilah berikut ini,
 - User Experience
 - Interaction Design
 - User Interface
 - Usability Design

THE PSYCHOLOGIST'S VIEW OF **UX** design

I take research and knowledge about the brain, the visual system, memory, and motivation and extrapolate UX design principles from that.

by Susan Weinschenk

People Make Mistakes



Make the error easy to "undo".

The best error message is no message at all.

03 Human Memory Is Complicated

Human Memory Is Complicated



People Have Limitations

Make the information easy to scan and straight to the point. Use short blocks of info or text.

LET'S!
C'mon go!

LET'S!
C'mon
go!

06 Unconscious Processing

Unconscious Processing

Most mental processing occurs unconsciously, small action will later commit to a larger action.

Join us now

Subscribe

05

Attention

People pay attention to anything that is different or novel. Bright colors, large fonts, beeps, and tones will capture attention.



People are Social
people will always try to be social. Syncronize them together.

People are Social
People will always try to use technology
to be social. Synchronous behavior
bonds them together.



Visual System
grouping. Things that are close together
tend to "go" together.

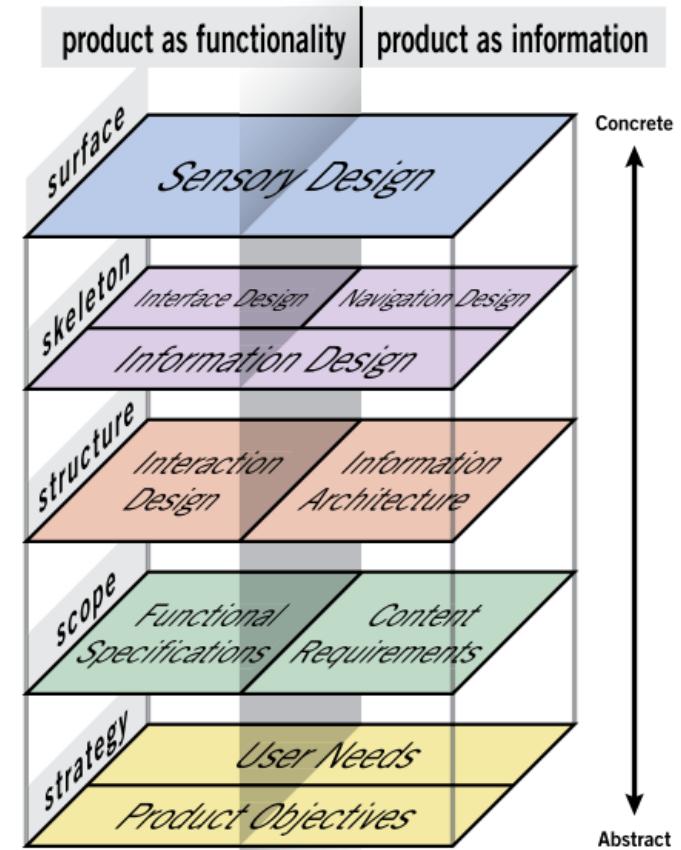
Visual System
Use grouping. Things that are close together
are believed to "go" together.



5 Elements of UX?

Jesse James Garrett

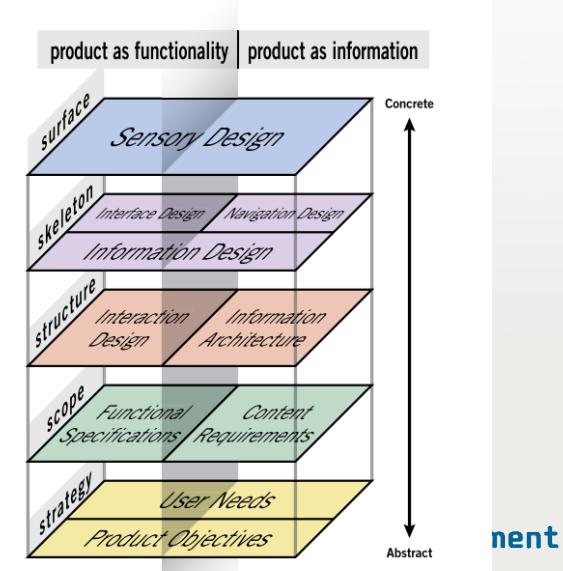
1. Surface
2. Skeleton
3. Structure
4. Scope
5. Strategy



5 elements of UX the **strategy** plane

The same strategic concerns come into play for both functionality-oriented products and information-oriented resources. User needs are the goals for the site that come from outside our organization specifically from the people who will use our site. We must understand what our audience wants from us and how that fits in with other goals they have.

- **Product Objective**
- **User Needs**

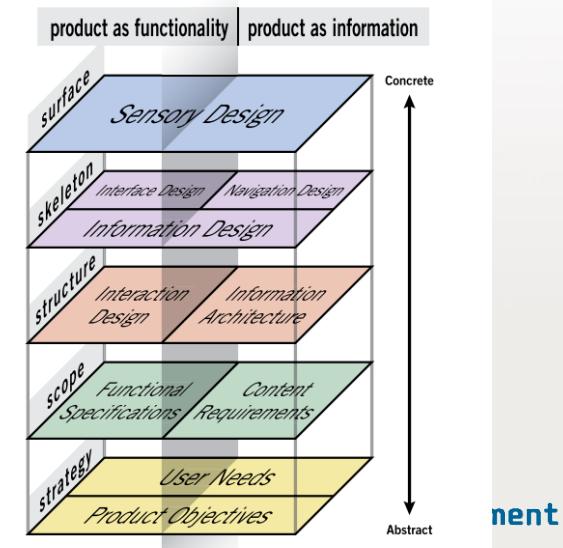


5 elements of UX

the scope plane

On the functionality side, the strategy is translated into scope through the creation of functional specifications: a detailed description of the “feature set” of the product. On the information side, scope takes the form of content requirements: a description of the various content elements that will be required. Chapter 4 will cover the scope elements.

- **functional specifications**
- **content requirements**

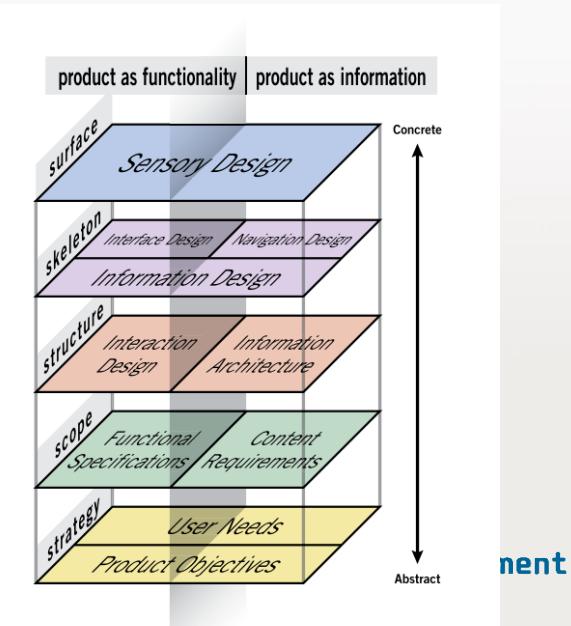


5 elements of UX

the **structure** plane

The scope is given structure on the functionality side through interaction design, in which we define how the system behaves in response to the user. For information resources, the structure is the information architecture: the arrangement of content elements to facilitate human understanding.

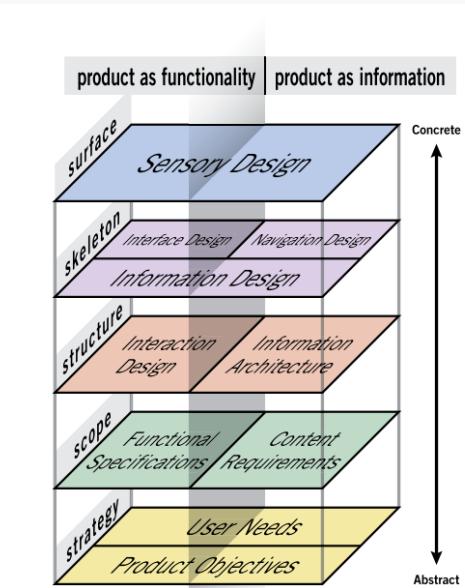
- **interaction design**
- **information architecture**



5 elements of UX

the **skeleton** plane

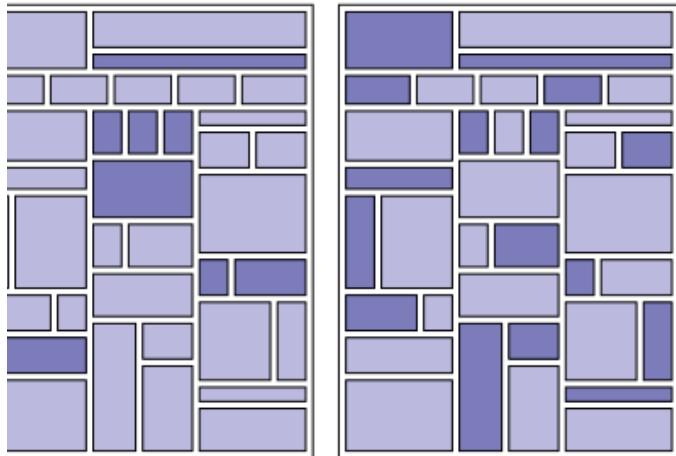
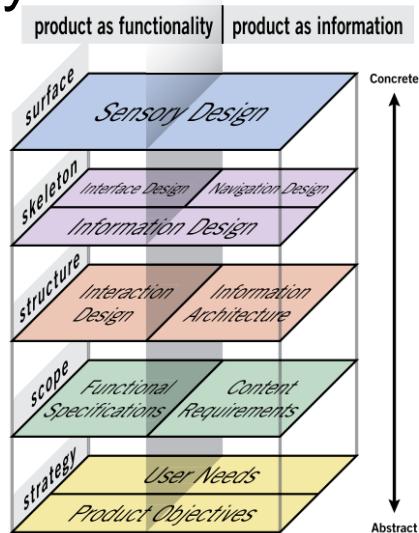
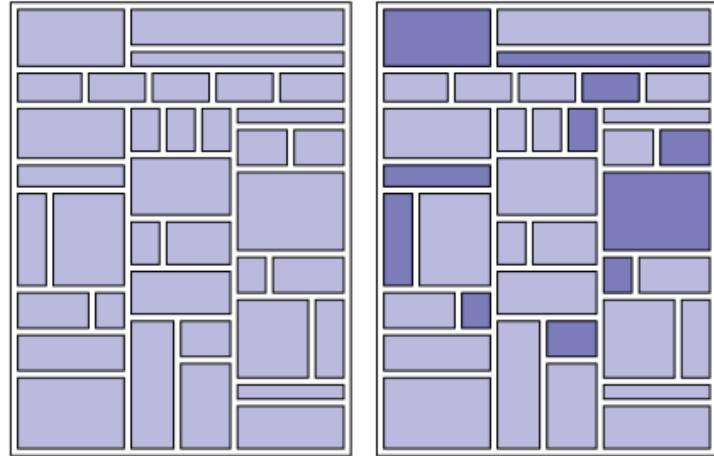
The skeleton plane breaks down into three components. On both sides, we must address **information design**: the presentation of information in a way that facilitates understanding. For functionality-oriented products, the skeleton also includes **interface design**, or arranging interface elements to enable users to interact with the functionality of the system. The interface for an information resource is its **navigation design**: the set of screen elements that allow the user to move through the information architecture.



5 elements of UX the surface plane

Regardless of whether we are dealing with a functionality-oriented product or an information resource, our concern here is the same: the **sensory experience** created by the finished product.

In a visually neutral layout (near right, top), nothing stands out. Contrast can be used to guide the user's eye around the page (far right, top) or draw their attention to a few key elements (near right, bottom). Overuse of contrast leads to a cluttered look (far right, bottom).

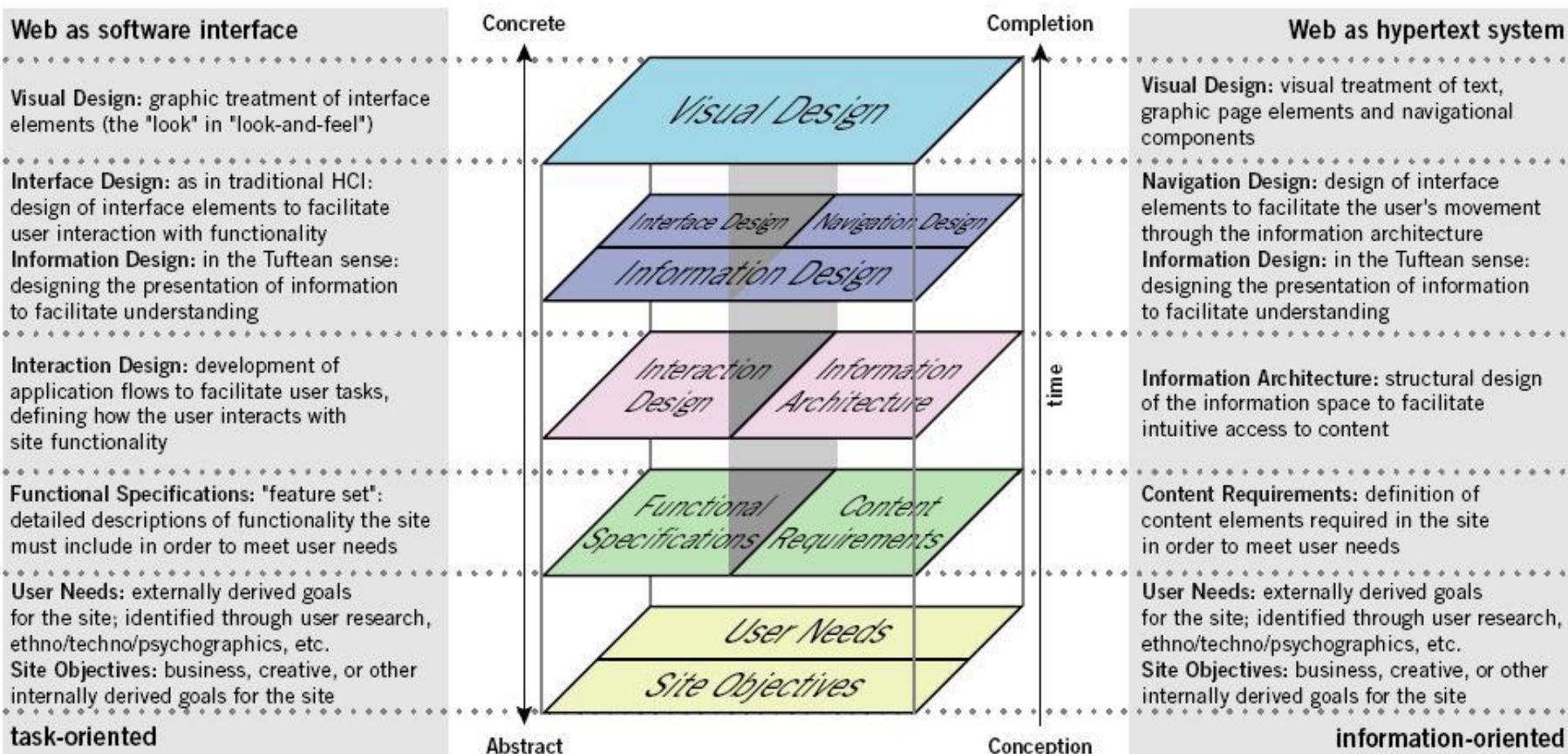


The Elements of User Experience

Jesse James Garrett
jjg@jjg.net

30 March 2000

A basic duality: The Web was originally conceived as a hypertextual information space; but the development of increasingly sophisticated front- and back-end technologies has fostered its use as a remote software interface. This dual nature has led to much confusion, as user experience practitioners have attempted to adapt their terminology to cases beyond the scope of its original application. The goal of this document is to define some of these terms within their appropriate contexts, and to clarify the underlying relationships among these various elements.



This picture is incomplete: The model outlined here does not account for secondary considerations (such as those arising during technical or content development) that may influence decisions during user experience development. Also, this model does not describe a development process, nor does it define roles within a user experience development team. Rather, it seeks to define the key considerations that go into the development of user experience on the Web today.

Mainan #3 IUXD?

1. Mainan ini dikerjakan berkelompok, maksimal 3 mahasiswa/kelompok
2. Anda diminta mendiskusikan tentang definisi “User Experience” atau “UX Design”. Tuliskan hasil definisi yang kalian temukan tersebut. Definisi yang ditulis dan didiskusikan harus diambil (referensi) dari tokoh-tokoh terkenal dalam dunia UX design atau Interaction design. (temukan minimal 3 definisi tentang UX)
3. Anda dan kelompok diminta untuk mencari perbedaan antara Usability dengan User Experience, dalam dunia Design Interaction. Pertimbangkan perbedaan dari sisi definisi, tujuan/goal, penerapan dan teknik evaluasinya.
4. Jelaskan dan diskusikan dalam kelompok Anda, mengenai “Apa manfaat atau pentingnya penerapan UX design?”. Berikan contoh pada penjelasan tersebut jika diperlukan
5. Jelaskan mengenai 5 Element dasar pengembangan UX Design. Jelaskan difinisinya, lalu berikan opini kelompok, dan tunjukkan contoh kasus penerapannya. Temukan pada referensi buku yang diberikan diatas.

<http://tambunan.staff.telkomuniversity.ac.id/mainan-3-iuxd-basic-user-experience/>

Quote of the day



Even the best designers produce successful products only if their designs solve the right problems. A wonderful interface to the wrong features will fail.

— Jakob Nielsen —

AZ QUOTES

Diskusi??

- Conceptual Model?
- 5 elements of Interaction?
- How to develop UX model?

Tugas Tambahan?

- Silahkan untuk beri kesempatan mahasiswa mempresentasikan pemahaman mereka tentang konsep 5 elements of UX.
- Strategi mahasiswa memulai perancangan UX
- Dikaitkan dengan rencana PA, web-based atau mobile-based?