

Design for User Experience

Dan Rubin / @danrubin

UX London 2012

**What we do is
not unique.**

Physical product
design = virtual
product design.

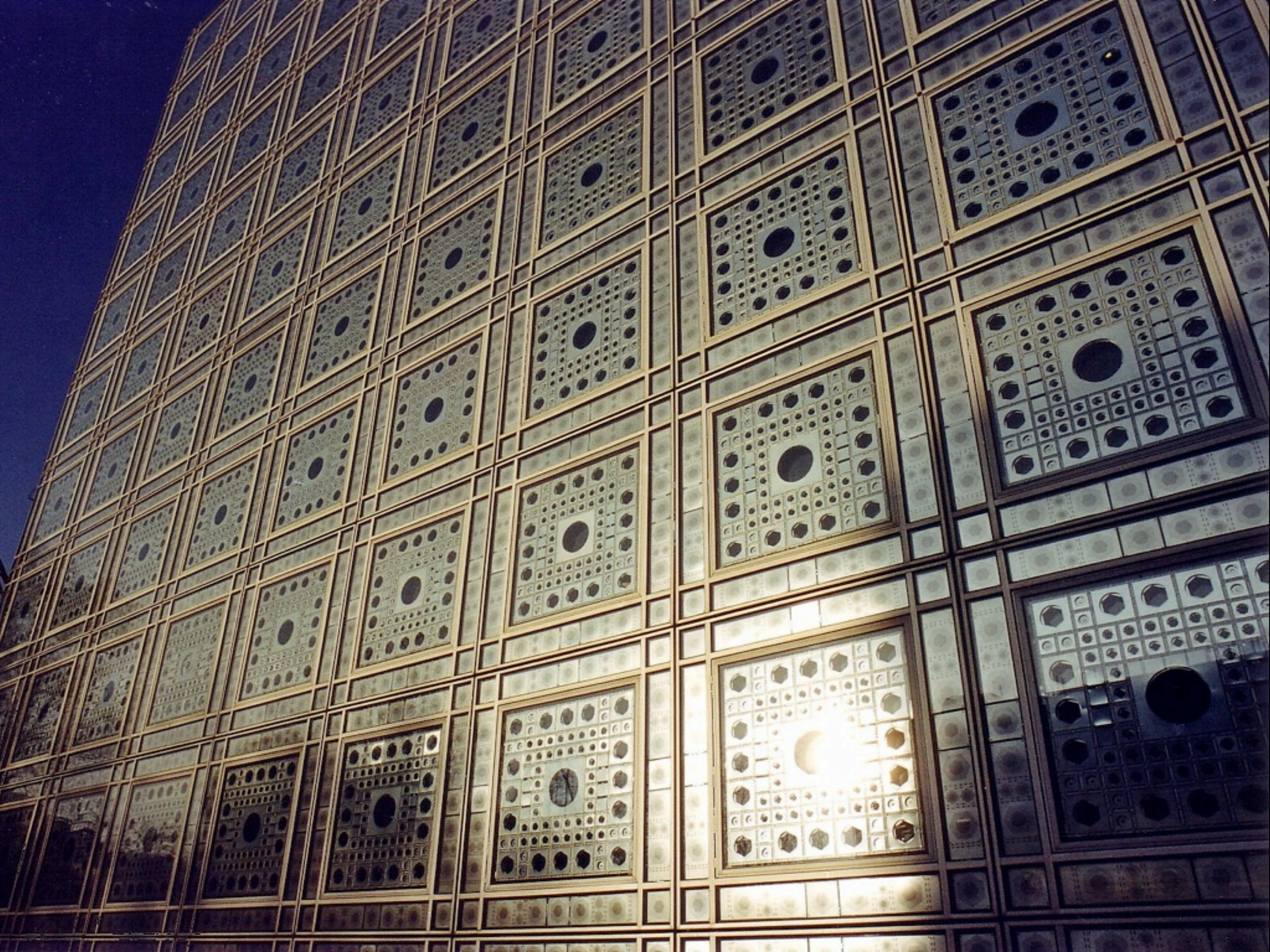
**Assume
similarities,
not differences.**

We can learn from
problems that
have been solved
elsewhere.

Example

Responsive Web Design

Responsive Architecture





**It is easier to
relate to existing
concepts.**

3 hours \neq
Enough Time



Richard
Branson

Me

Work differently
in the context
of design.

What are some
of the distinct
challenges you
face today?

Academic vs. Practical

UX is often
treated as
an academic
discipline.

Designers are
often more
practical.

Let's resolve
that dissonance.

Part I

Think Like a Product Designer

**What is
your role?**

For the next
few hours, you
are a Product
Designer.



Affordance

...the term affordance refers to the perceived and actual properties of the thing, primarily those fundamental properties that determine just how the thing could possibly be used.

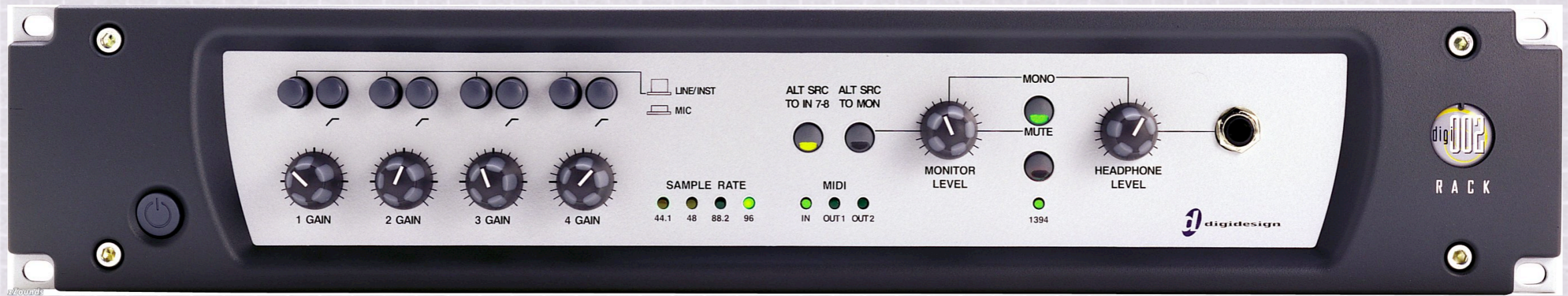
Don Norman





Photo: Luiz Fernando Pilz (<http://www.sxc.hu/photo/249448>)





ALT SRC
TO IN 7-8

ALT SRC
TO MON



MIDI



IN



OUT1



OUT2



MONITOR
LEVEL

MONO



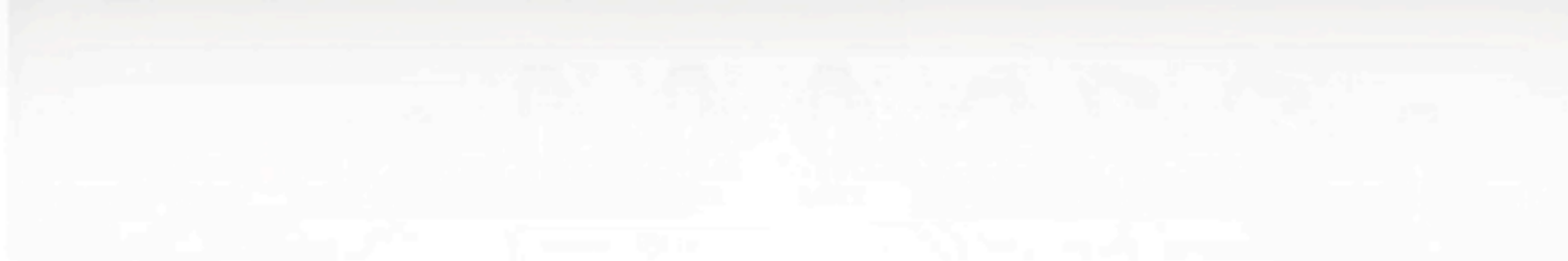
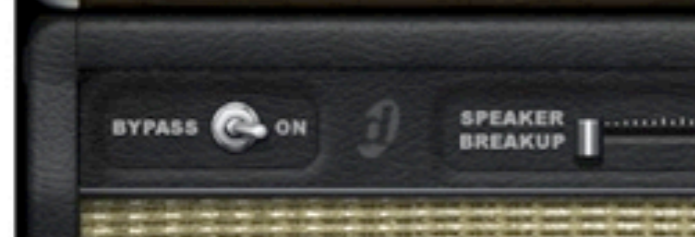
MUTE



1394



HEADPH
LEVEL





ATE

AMP TYPE

DC MODERN OD

CAB TYPE

1X12 BLACK LUX

Eleven

OUTPUT

GHT

GAIN

BASS

MAL

0

10

0

10

GATE

INPUT

THRES

REL

AMP TYPE

DC VINTAGE CR

CAB TYPE

1X12 BL

NORMAL BRIGHT

ON



BYPASS



GAIN



0

10

BASS



0

10

MIDDLE



0

10

TREBLE



0

10

SPEAKER
BREAKUP



BYPASS ON



SPEAKER
BREAKUP





If your interface
requires
instructions, it
needs to be
redesigned.

Fit and Finish

**Pixels,
alignment,
balance.**

aka
Build Quality

Exercise

Thinking
about the
problem.

Step 1

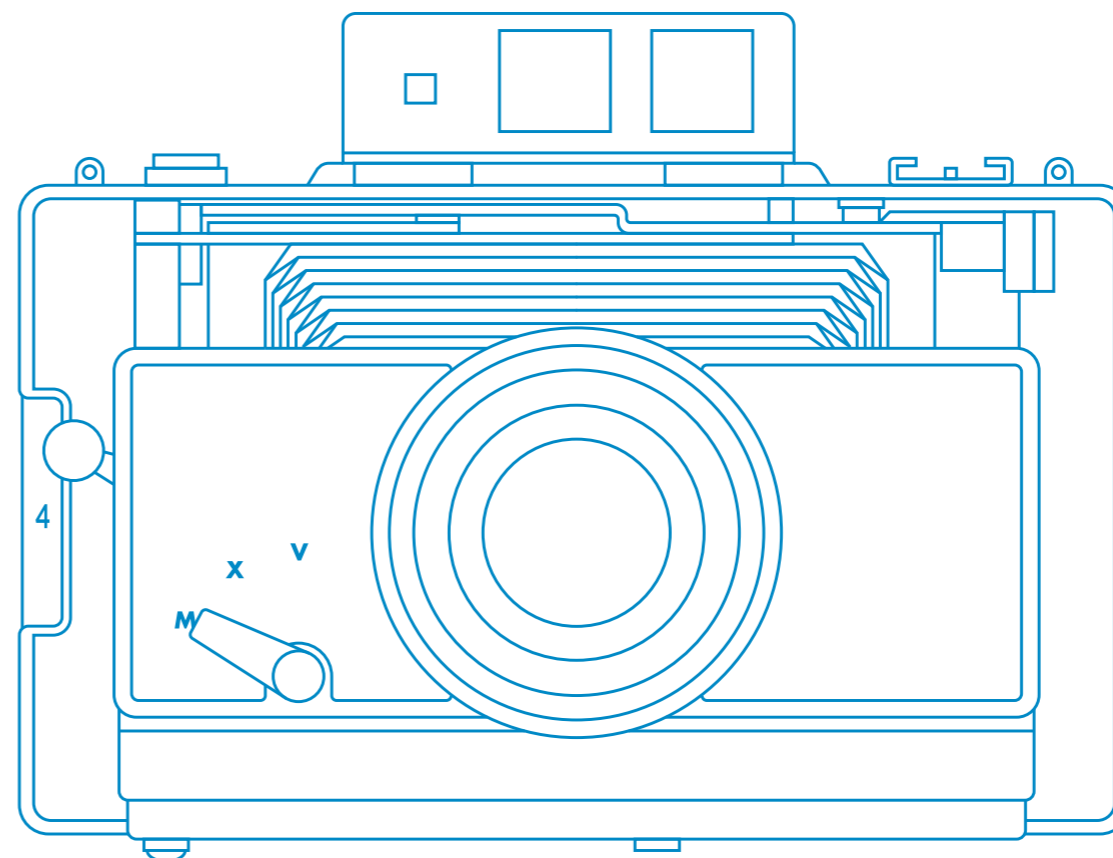
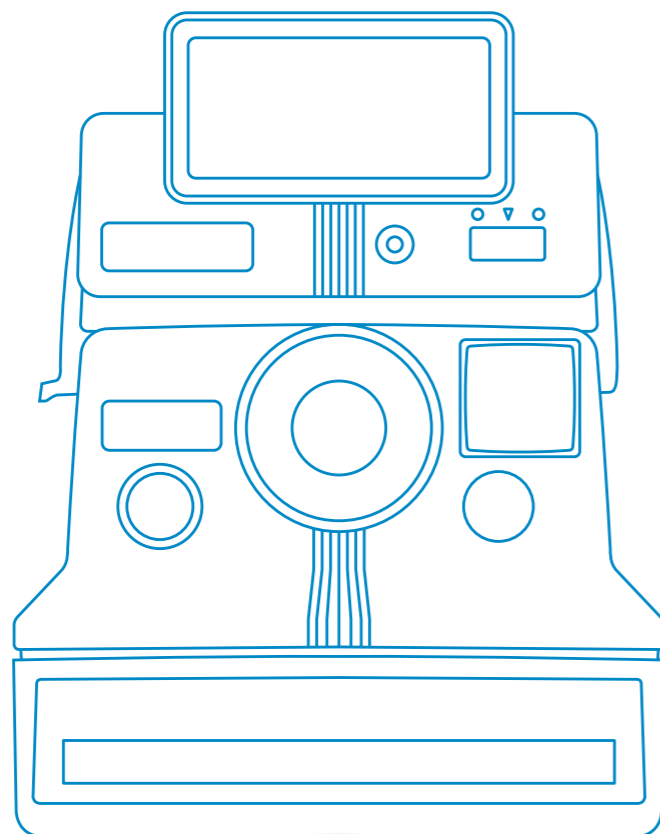
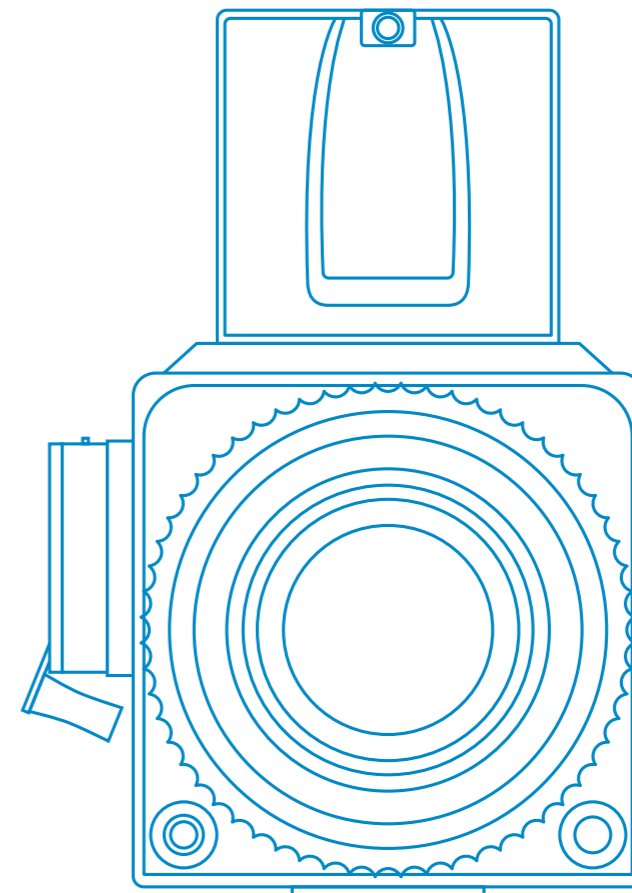
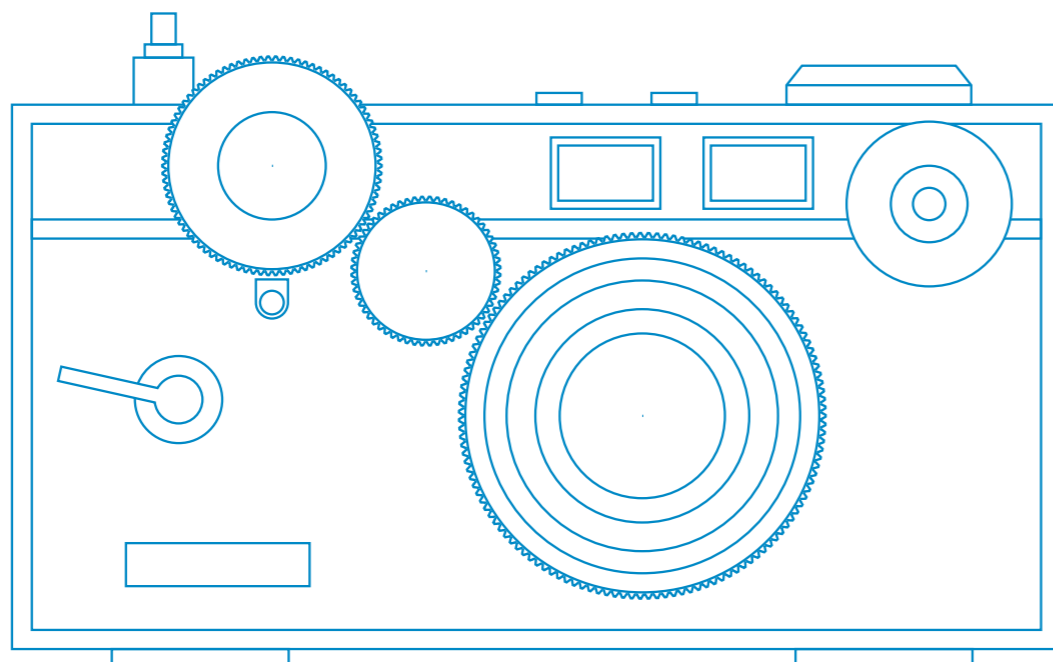
Think in
Features

Step 2

Usage and Experience

Step 3

Design How
It Feels



Part II

Practical Application

Understanding Designers

Designers
see this:



And want to
turn it into this:



Margins and

Spacing

Give your design
breathing room.

Define
reusable
patterns.

Rocket launch prompts calls of strange lights in sky

updated 5:35 a.m. EDT, Sun September 20, 2009

STORY HIGHLIGHTS

- Dozens in Northeast report seeing cone-shaped lights in sky
- NASA says lights came from exhaust particles of research rocket
- Black Brant XII rocket will study highest clouds in Earth's atmosphere

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(CNN) — A series of spooky lights above parts of the northeastern United States Saturday sparked a flurry of phone calls to authorities and television news stations.



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CNN affiliate stations from New Jersey to Massachusetts heard from dozens of callers who reported that the lights appeared as a cone shape shining down from the sky.

However, the lights were the result of an experimental rocket launch by NASA from the agency's Wallops Flight Facility in Virginia, a spokesman told CNN.

Keith Koehler said the Black Brant XII Suborbital Sounding Rocket was launched to study the Earth's highest clouds. The light came from an artificial noctilucent cloud formed by the exhaust particles of the rocket's fourth stage about 173 miles high.

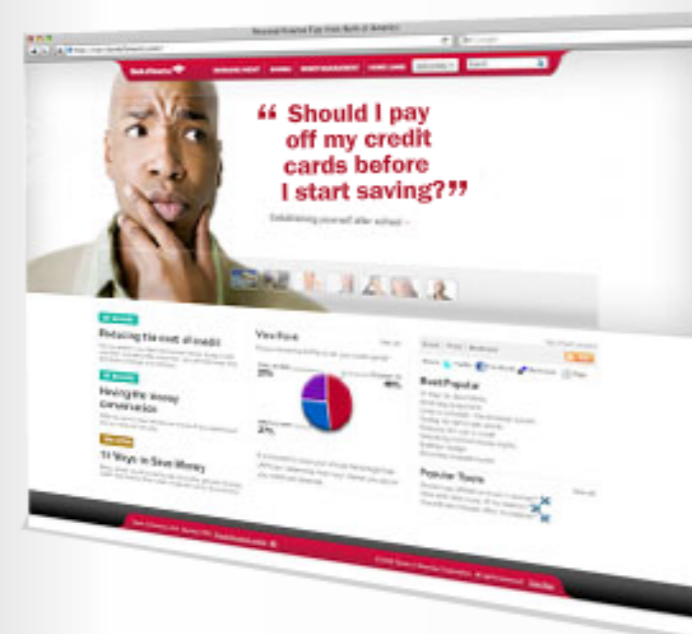
Natural noctilucent clouds, also called "polar mesospheric clouds," are "found in the upper

atmosphere as spectacular displays that are most easily seen just after sunset," according to a NASA statement published earlier in September. "The clouds are the highest clouds in Earth's atmosphere, located in the mesosphere around 50 miles altitude."

Normally, noctilucent clouds are not visible to the naked eye and can only be seen when illuminated by sunlight below the horizon. The launch took place at 7:46 p.m. Saturday, just as the sun was setting for the day.

Observation stations on the ground and in satellites will track the artificial noctilucent clouds created by the

There's a new source for your financial questions.



iPad name draws feminine hygiene jokes

By **John D. Sutter**, CNN

January 28, 2010 7:52 p.m. EST



APPLE INC.

San Francisco, California (CNN) -- Punch lines about hygiene products flooded the blogosphere on Wednesday only moments after Apple Inc. announced it would call its new touch-screen computer the "iPad."

"The mocking goes along the lines of: Yes, the iPad is small, lightweight and slim. But can you swim with it?" wrote the Los Angeles Times' tech blog.

Some female bloggers wonder if any women were on Apple's iPad team.

STORY HIGHLIGHTS

- New Apple product called the "iPad" is mocked online
- Bloggers say the computer sounds like a feminine hygiene product
- Tech writers say they expect the jokes to simmer down soon
- Columnist: iPad could be called a "mangled baby duck" and it would still sell

The term iTampon -- a riff on the fact that the iPad can be taken to sound more like a maxipad than a slick new computer -- was the third most-talked about trend on Twitter on Wednesday evening.

Do you think the iPad name is a flop?

Some female bloggers wrote that Apple seemed not to have any women on its marketing team.



"With 'iTampon' quickly emerging as a trending Twitter topic, it's probably safe to say that many women found themselves cringing as they asked, 'Do any women work at Apple?' " wrote Annie Colbert on the blog "Holy Kaw!"

The tech community has discussed the name for Apple's new

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SONY
make.believe

See why Sony® VAIO® with Verizon Wireless is the best PC for your Small Business

(old) CNN.com
margins,
padding,
borders:

6, 12, 18px

12px

Rocket launch prompts calls of strange lights in sky

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TEXT SIZE - +

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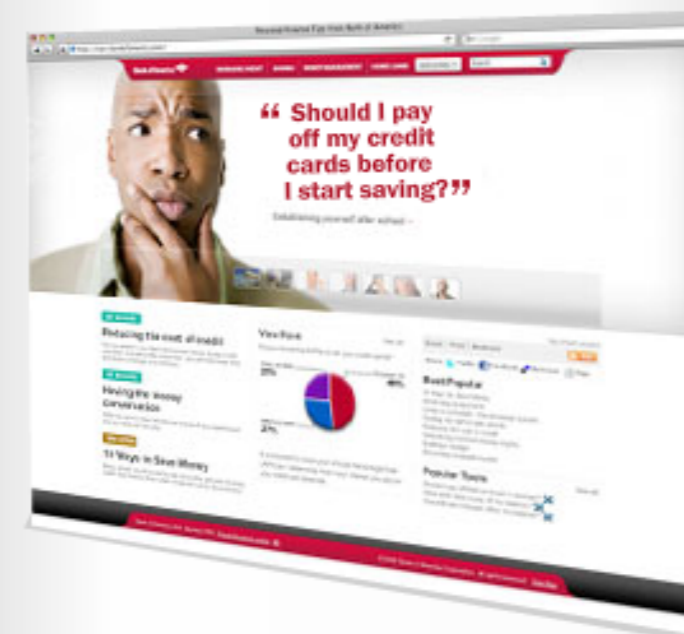
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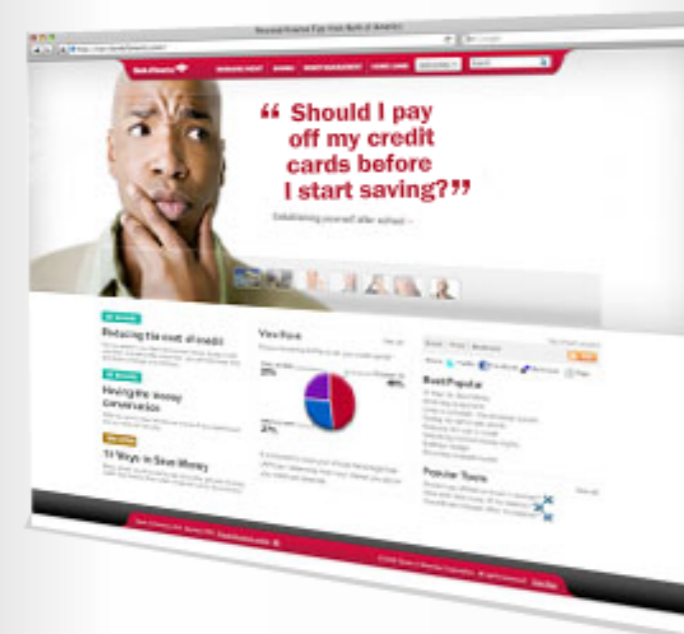
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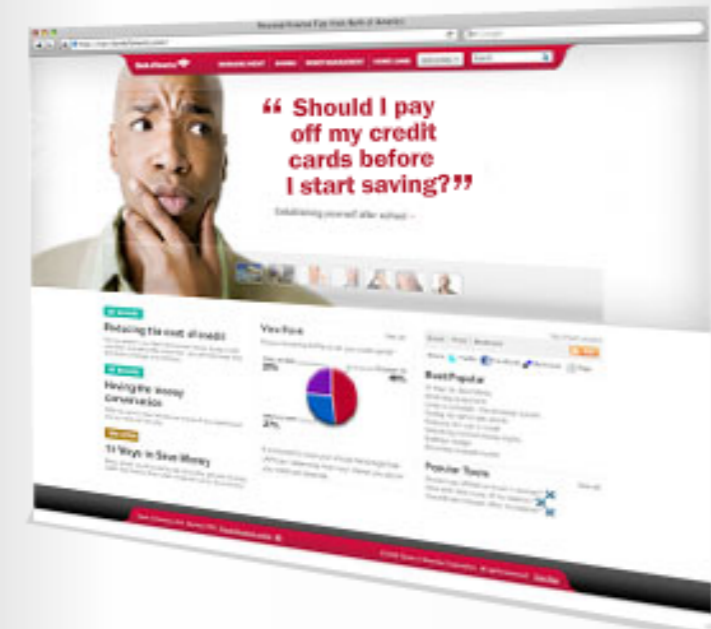
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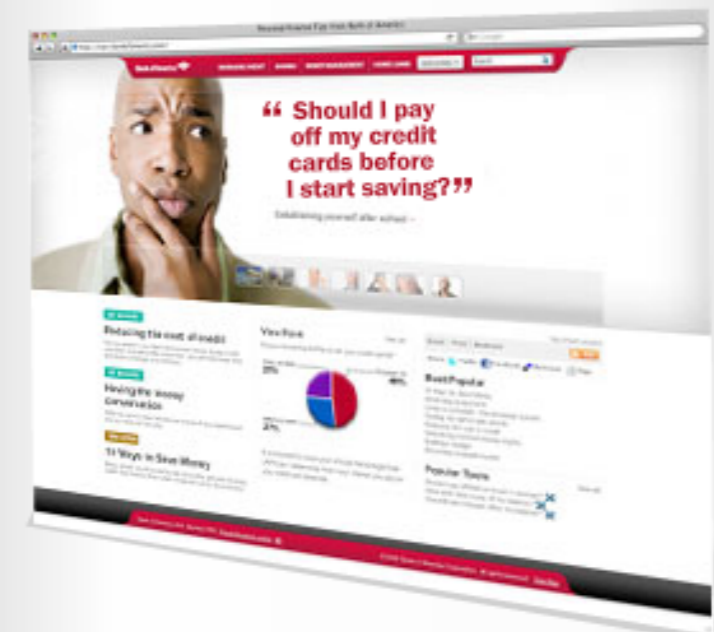
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CNN's article
text size was
12px

Hierarchy
communicates
importance.

Big type
stands out
more than little type.

Large content
areas are easier
to see.

Size explains
hierarchy.

1. The first step is to identify the problem or goal. This involves understanding the current situation, the desired outcome, and the constraints. It is essential to define the problem clearly and to set realistic goals.

2. The second step is to generate ideas. This involves brainstorming and exploring different solutions. It is important to think creatively and to consider all possible options.

3. The third step is to evaluate the ideas. This involves comparing the different solutions and selecting the best one. It is important to consider the feasibility, effectiveness, and cost of each option.

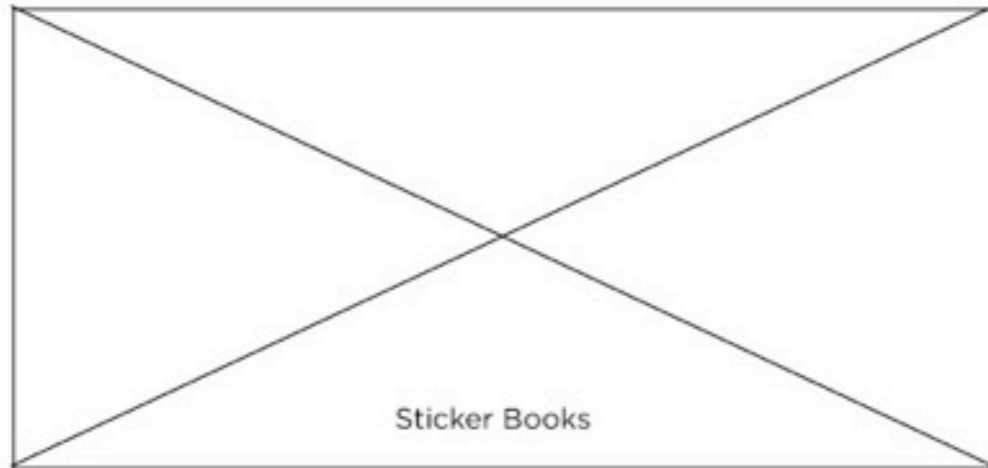
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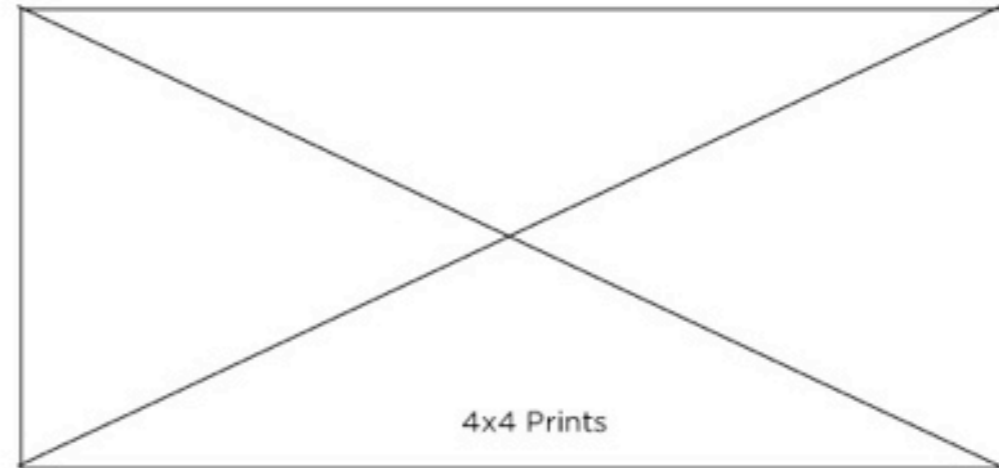
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wireframes
help designers.

Visual designers
need room to
work, to breathe.

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Sticker Books



4x4 Prints

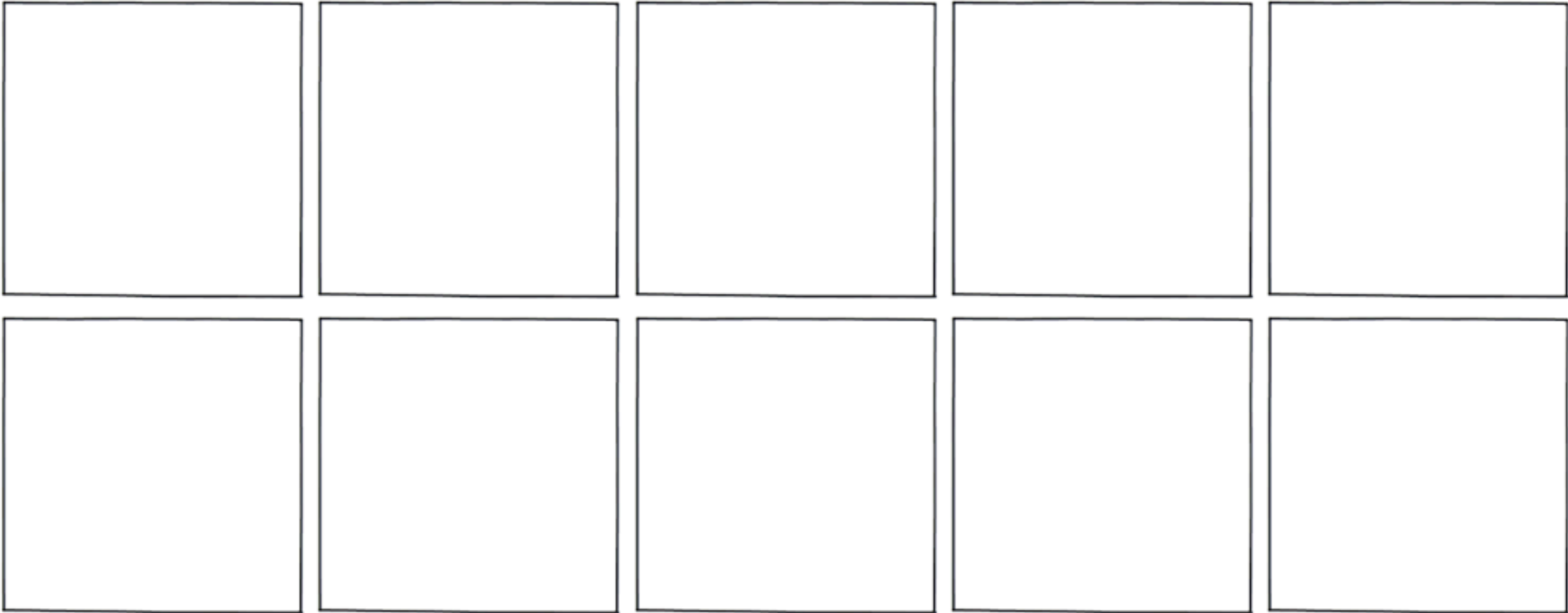
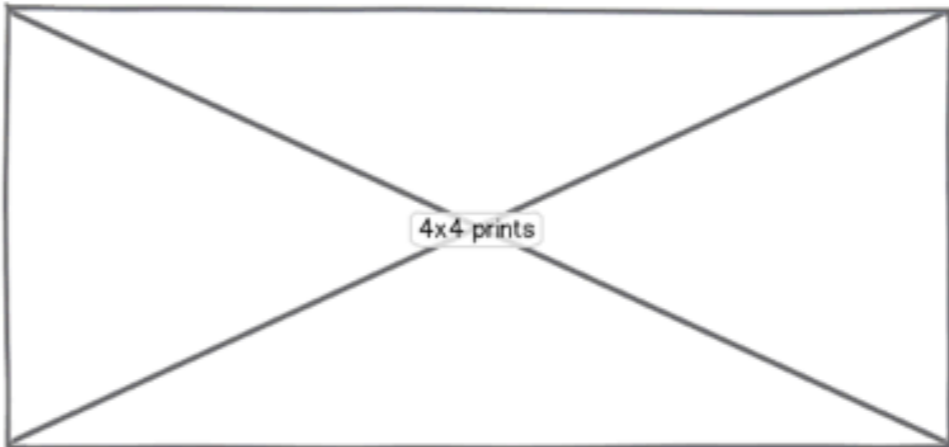
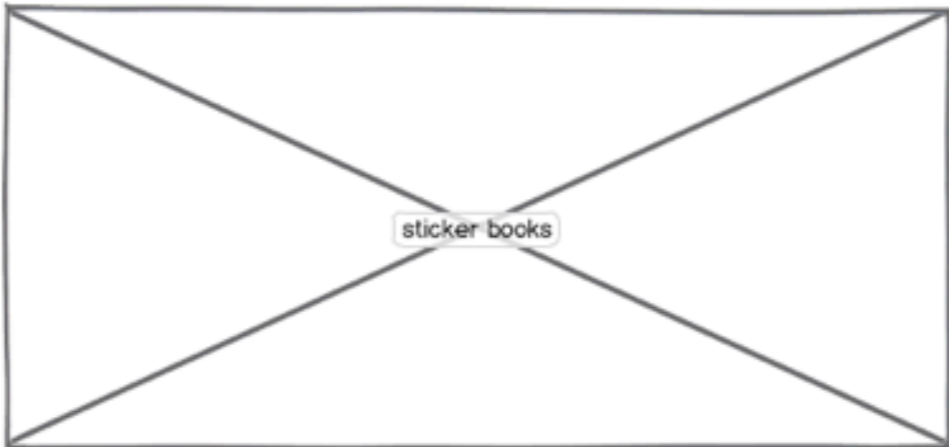


SEARCH AND PRINT YOUR FAVORITE IMAGES

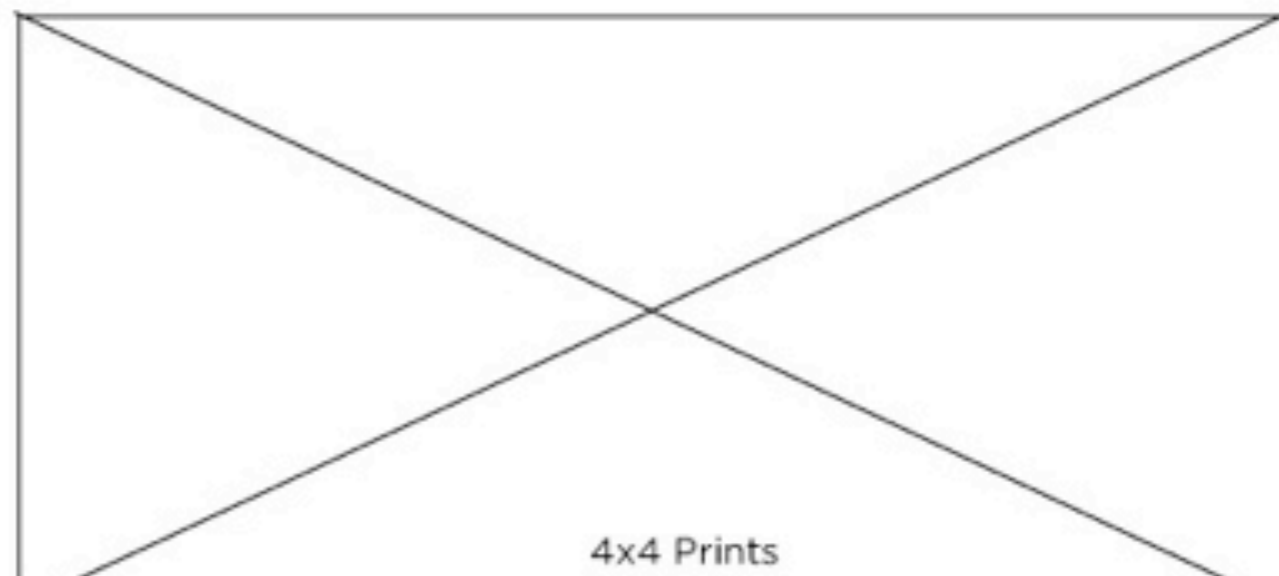
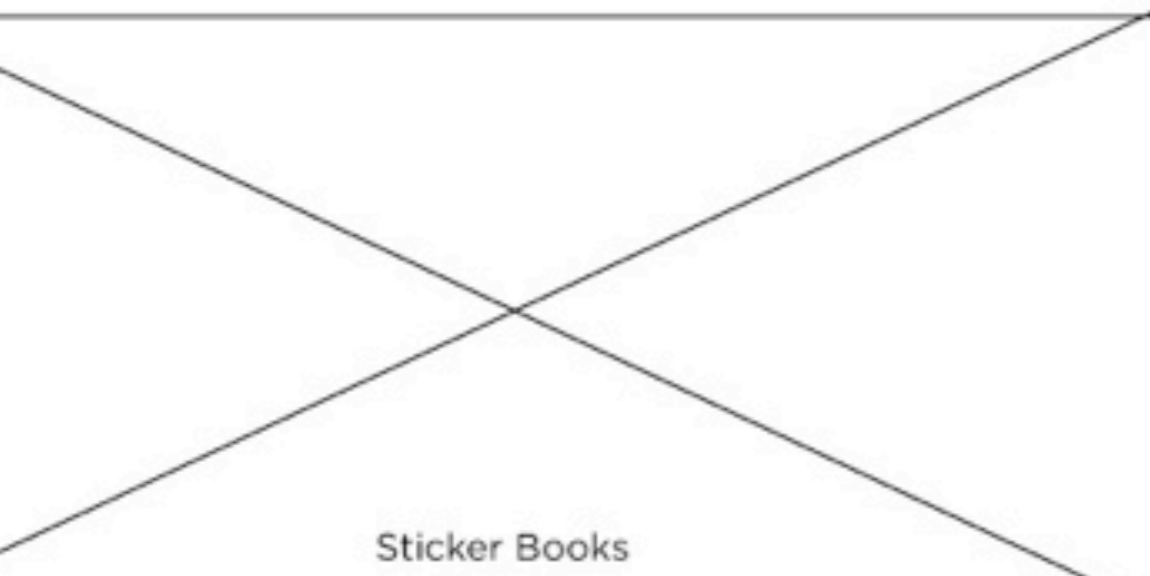




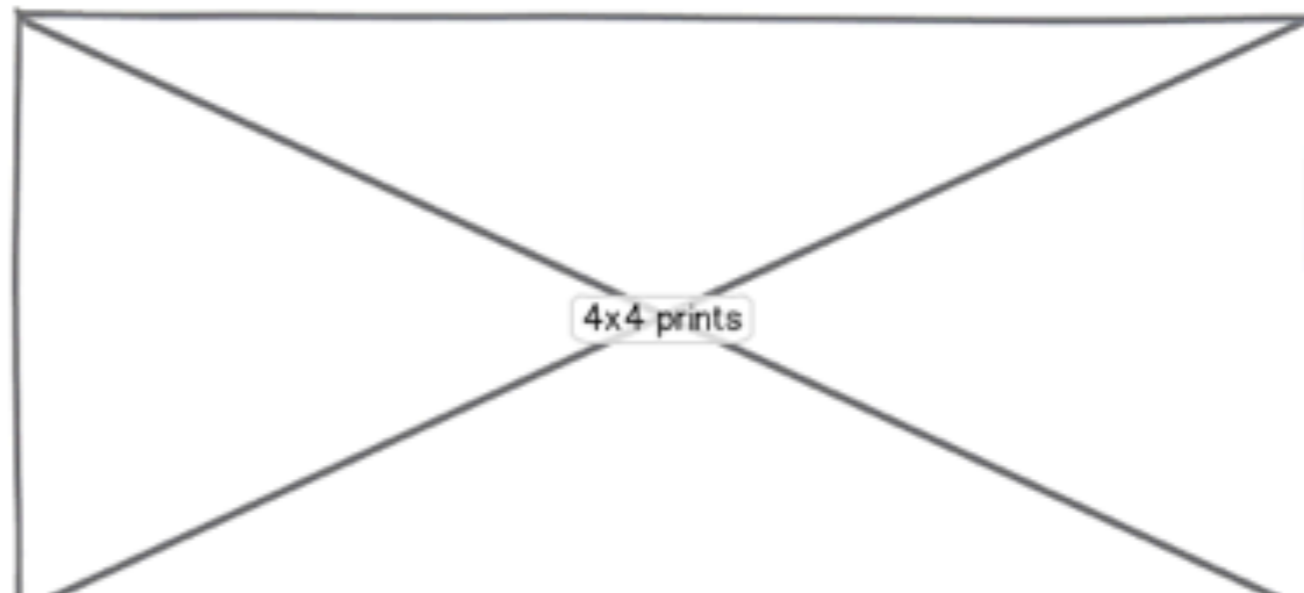
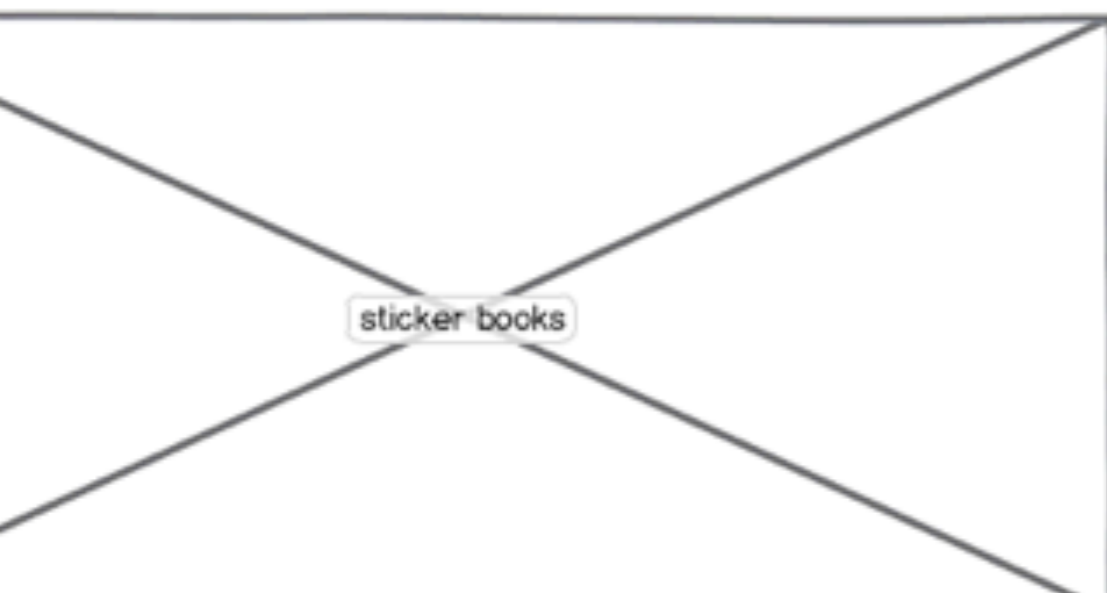
Make awesome printed goods from your favourite Instagram photos.



Make awesome printed goods from your favourite Instagram Photos.



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As nature
abhors a
vacuum...

...an ugly
wireframe is
the designer's
vacuum.

Discussion

Thank you!

@danrubin / danrubin.is
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