Welcome to

Meet our organizers

Rebecca Blakiston

Bob Liu

America Curl

Elyssa Naval

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Jenny Xu

Ann Shivers-McNair

Upcoming events

- Friday 11/15: Approaches to Assessing the User Experience

Drop-in UX consulting

- Fridays 10-11am
- iSpace at Weaver Library

Stay connected!

- **Slack** join.slack.com/t/uxuagroup/signup
- **Meetup** meetup.com/ux-at-ua
- **Website** uxua.arizona.edu

Happy World Usability Day!

- **Cognitive Walkthroughs**
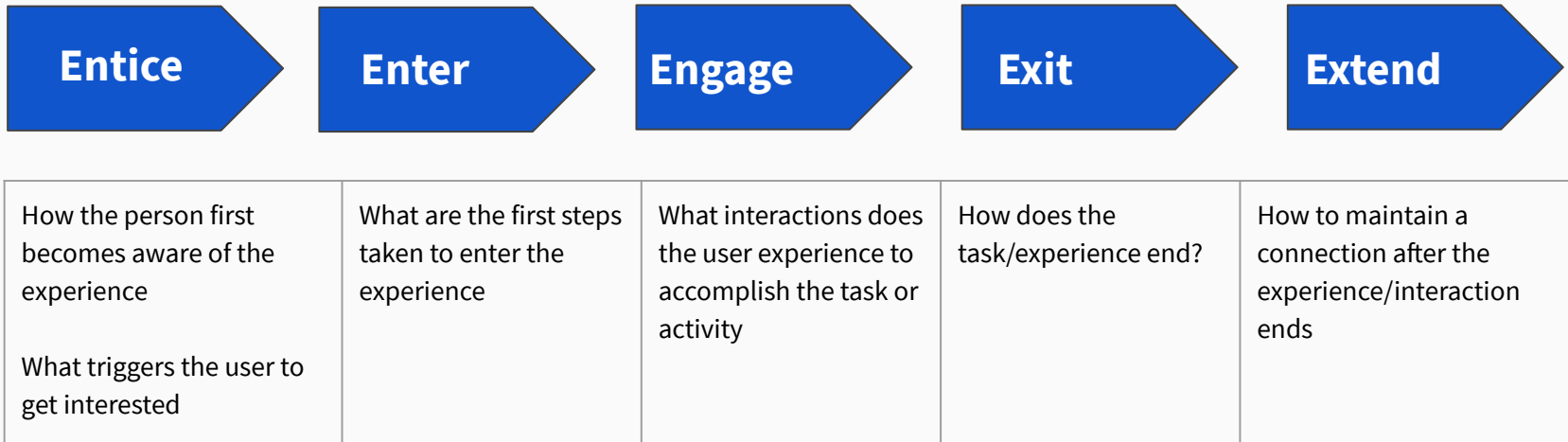- **Creating our own journey maps**

Cognitive Walkthroughs

- **Cognitive Walkthroughs help to uncover usability issues**

- **Focus on specific tasks relevant to the webpage, app, product or service that is being tested**
  - Identify a user goal
  - Identify a task the user needs to complete to accomplish the goal
  - Document the experience

Journey Maps

Journey maps help you visualize a sequence of actions a user may take to complete a task

The 5E journey map framework:

Entice	Enter	Engage	Exit	Extend
How the person first becomes aware of the experience What triggers the user to get interested	What are the first steps taken to enter the experience	What interactions does the user experience to accomplish the task or activity	How does the task/experience end?	How to maintain a connection after the experience/interaction ends

World Usability Day!

Theme: Designing for the Future We want

Collective brainstorming:

Identify as a group an issue related to environmental/social justice.

What is a need that exists in the area?

What solution may we offer from a usability/UX perspective?

Sample topics: community gardens, food waste, green industry, hydroponics

Create your own journey map

Use the provided template to create a journey map relating to your identified environmental/social justice issue.

Persona	Scenario	Goals/Expectations
This is the person who will be the focus of the map and experiences the product or service. To keep a clear narrative, use one point of view/user type per map.	Describes a task or need that the user would complete.	Describes user's goals and how they expect to accomplish them.

Entice	**Enter**	**Engage**	**Exit**	**Extend**
How the person first becomes aware of the experience What triggers the user to get interested	What are the first steps taken to enter the experience	What interactions does the user experience to accomplish the task or activity	How does the task/experience end?	How to maintain a connection after the experience/interaction ends

Creating Journey Maps: 5e's

Entice — Friend: "The lib has all kinds of digital materials for free" → Needs a textbook

Entry — Opens library homepage → Finds library search field on top

Engage — Types in keywords to start a search → Scrolls down and finds the entry with an "Available Online" label → Clicks on entry

Exit — Directed to the publisher website to download

Extend — Bookmarks site for next use