UX@UA

WEBSITE

LAUNCH
LUNCH PARTY

Get a name tag, find a seat, get food/drink.

today's organizers

Rebecca Blakiston, Libraries

Zuleima Cota, iSchool & Libraries

Elyssa Naval, Office of Digital Learning

Ann Shivers-McNair, Dept of English

Madison Rolley, User Experience Student Assistant, Libraries

Today: UX@UA website

Background & UA Sites partnership

Process from personas to website content

Usability testing activity

Building the UX@UA Website
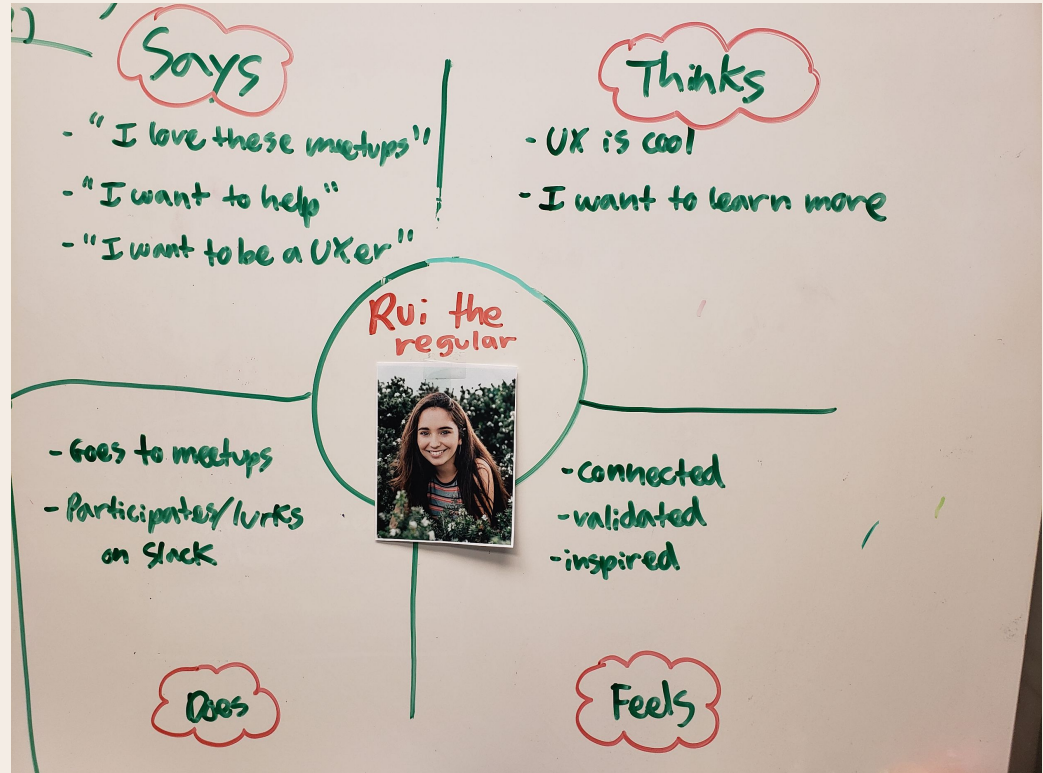
Why a UX@UA website?

UA sites & web-authoring user experience
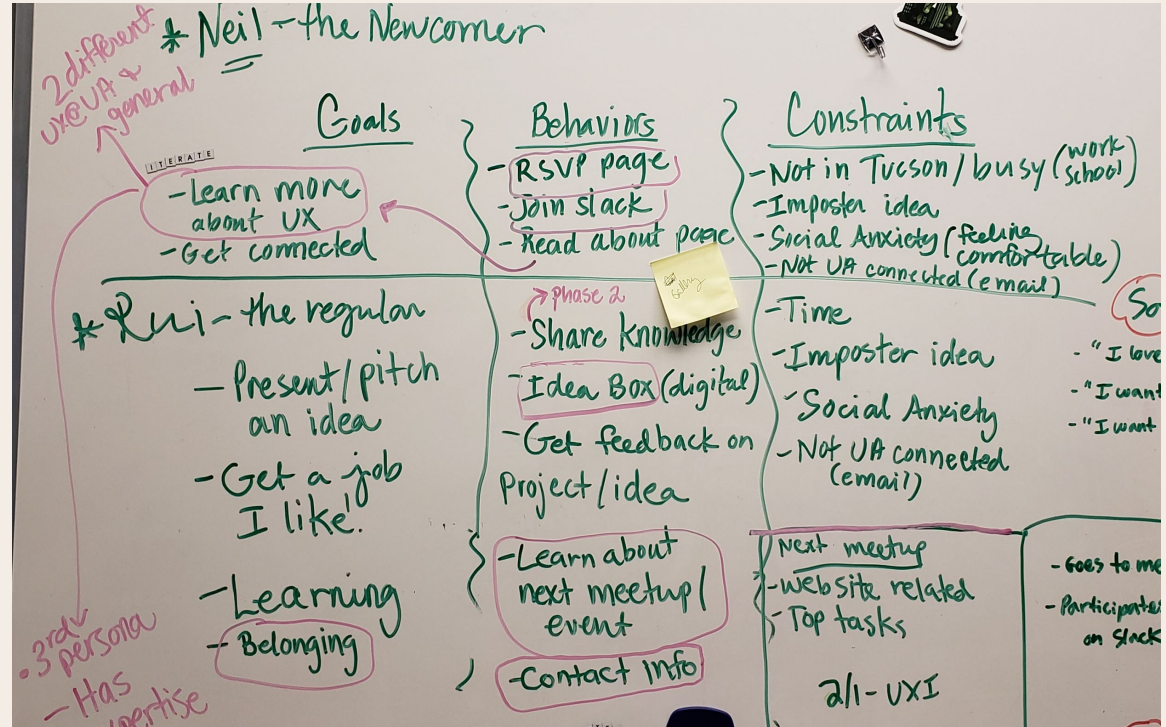
UX Process

Empathy map

Thinking broadly about what the user thinks, says, does, or feels

UX Process

Personas

Used empathy map to build sketch of personas

Rui the regular

" I love the meetups and want to help. "

Rui regularly attends UX@UA meetups and is happy she found this community. She thinks UX is cool and always wants to learn more.

Goals

- Learn more and become and expert Uxer
- Connect with other UX enthusiasts
- Help organize a future meetup

Behaviors

- Goes to meetups
- Contributes to Slack conversations

Constraints

- Balancing personal and professional priorities

connected

validated

inspired

Neil the newcomer

> " I want to learn more about UX. "

Neil thinks that UX sounds interesting and meeting people in the UX field could benefit him. He Google searches "UX Tucson" and discovers UX@UA.

disconnected

seeking belonging

always learning

Goals

- Learn more about UX
- Get connected with others
- Obtain UX skills

Behaviors

- Reads about the UX@UA group
- Joins Slack and Meetup for the first time
- RSVPs for an event

Constraints

- Busy with work/school
- Unfamiliar with Slack or Meetup
- Feels underqualified (imposter syndrome)

UX Process

Information Architecture

Used personas to help guide initial architecture of the website.

Page ID	Page Name:	Audience/Persona:	Goal:
0	Home	All	Learn about UX@UA
1	About	Primary: Neil; Secondary: Rui	Learn about UX@UA

UX Process

Work with our audience!

Card sort at meetup and online using Optimal Sort.

Took that information to build website content.

UX Process

Optimal Sort Results

	Category		Contains		Cards Show all		Freq		Avg pos	
☐	📁 About UX@UA		19 different cards		UX@UA organizers/leadership		11		2.4	
					Contact us/ask questions		9		3.2	
					Link to UX@UA Twitter account (if we make one)		8		3.8	
					▼ Show 16 more cards					
☐	📁 Browse tools & templates		20 different cards		Accessibility toolkit		12		6.1	
					Free usability testing tools		12		3.9	
					Templates for UX exercises		12		3.0	
					▼ Show 17 more cards					

The website is here!

Usability Testing

Now, let's do some testing!

What is usability testing?
-Method to help you gather feedback from users by observing them as they interact with your website or product

-Gain valuable insights into how well their needs are met or identify areas that need improvement

Usability Testing

What to test?

-Behavior of your primary audience

How?

-Ask the user to complete a task while you observe and encourage them to speak out loud regarding their decision-making process

Usability Testing

Who?

-Facilitator: provides scenarios to see how the user will navigate through the content, ask questions about the users decisions without leading them into a different direction

-Participant: uses the website/product, encouraged to verbalize their thoughts and emotions as they complete the task

-Observer: takes note of the participant behavior while they complete the task and feedback they provide

Usability Testing - tips

Facilitator: stay neutral and don't lead the witness

Participant: speak aloud; you can't do anything wrong

Observer: capture navigation paths, pain points

Usability Testing Activity

Today you will be doing quick on-the spot testing

Break into groups of 2 or 3

Pick roles:
- Facilitator
- Participant
- Observer

Usability Testing Activity

Homepage tour:

What do you think this website is about?

What do you think you can do here?

Without clicking anything, what do you think you might you find useful or relevant?

Usability Testing Activity

Example scenarios:

1. Neil the newcomer is new to Tucson and wants to meet people interested in UX

2. Rui the regular has attended several meetups and has an idea for a presentation that she would like to pitch to the group

Findings

-Report on your findings

-What is working & what needs improvement?