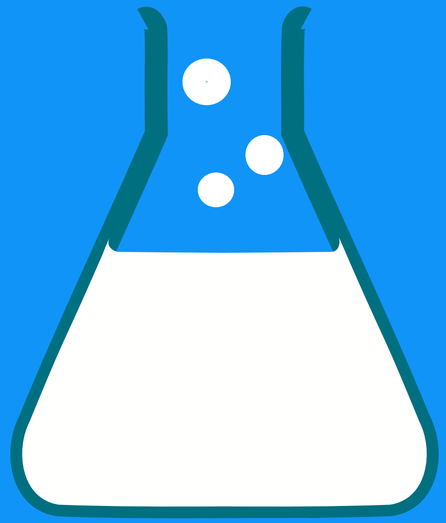

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07th July 2016

Hi,
I’m Silvio Sangineto,
User Experience Designer
who loves **designing for people**.

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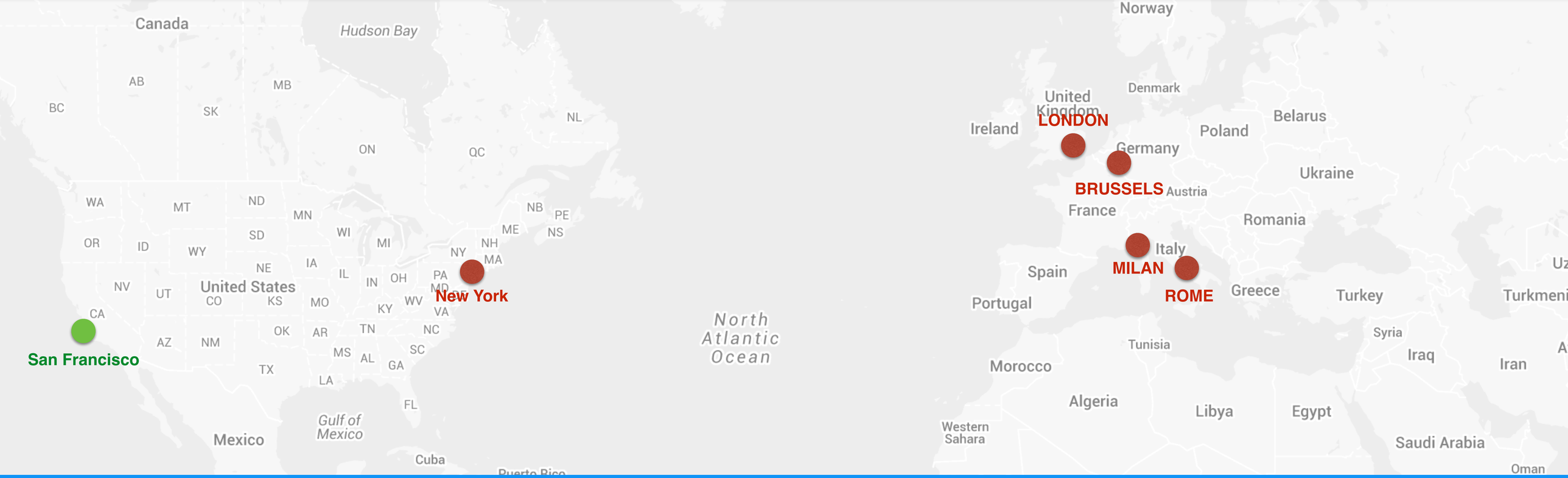

"In order to get to new solutions, you have to get to know different people, different scenarios, different places"

Emy Kolawole

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What is the User Experience Design?

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"Design is not just what it looks like and feels like.
Design is how it works."

Steve Jobs
1955 - 2011

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"User experience" encompasses all aspects of the end-user's interaction with the company, its services, and its products.

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How big is the UXD ?

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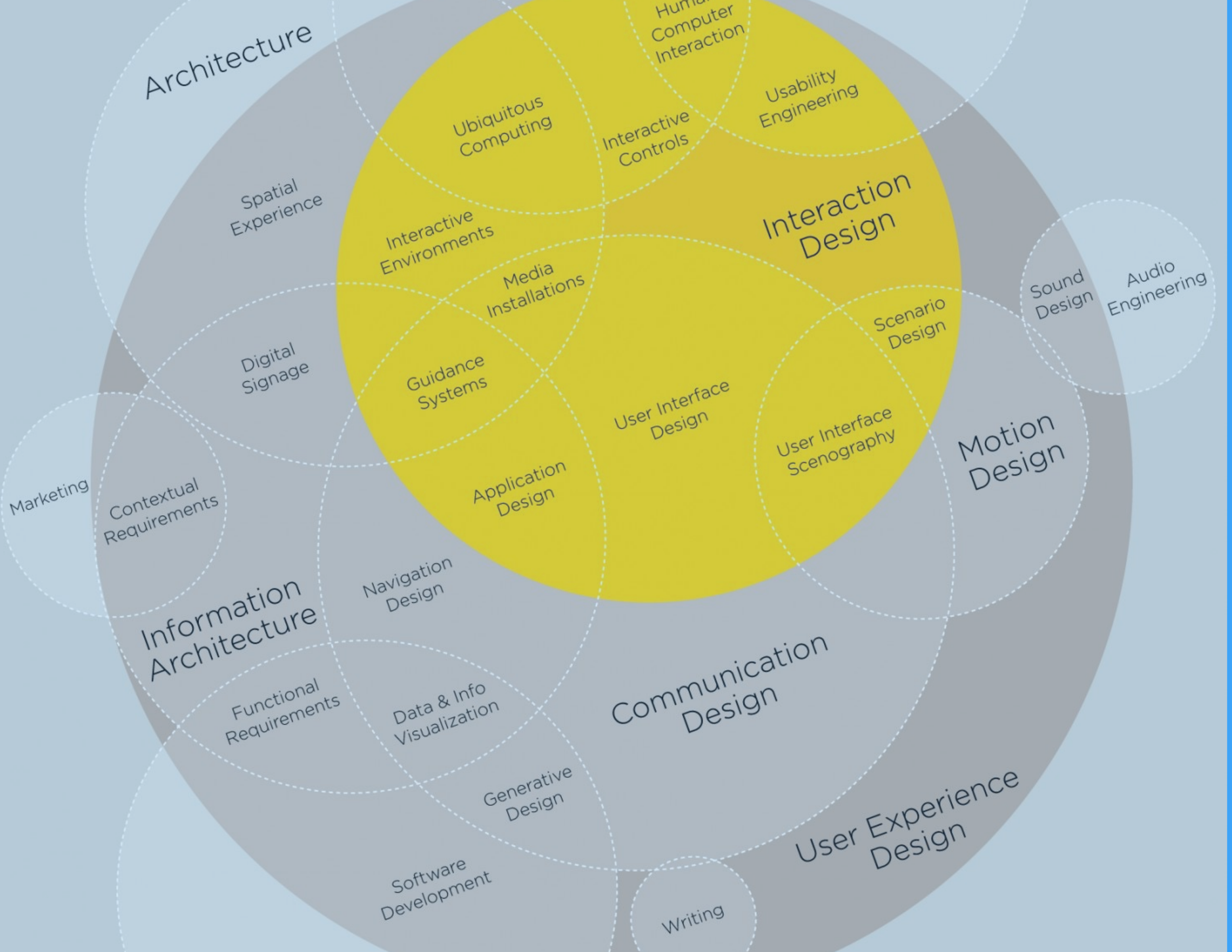

Giant Venn Diagram that unites all the disciplines of user experience design.

The User Experience Design is really huge and involves several aspects of relevant topics to design new products or services.

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BREAKING SOME MYTHS

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UX = UI

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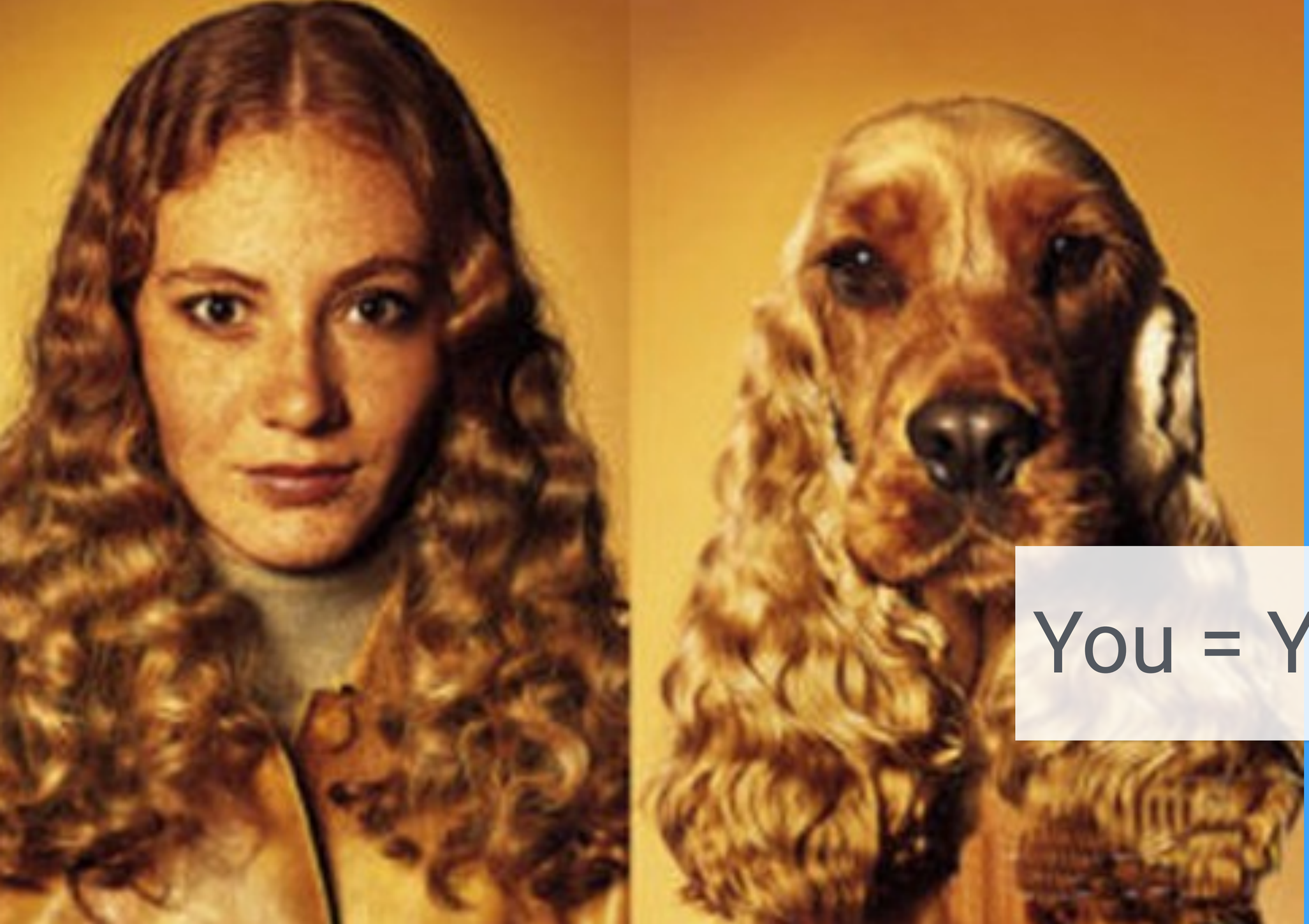

You = Your user

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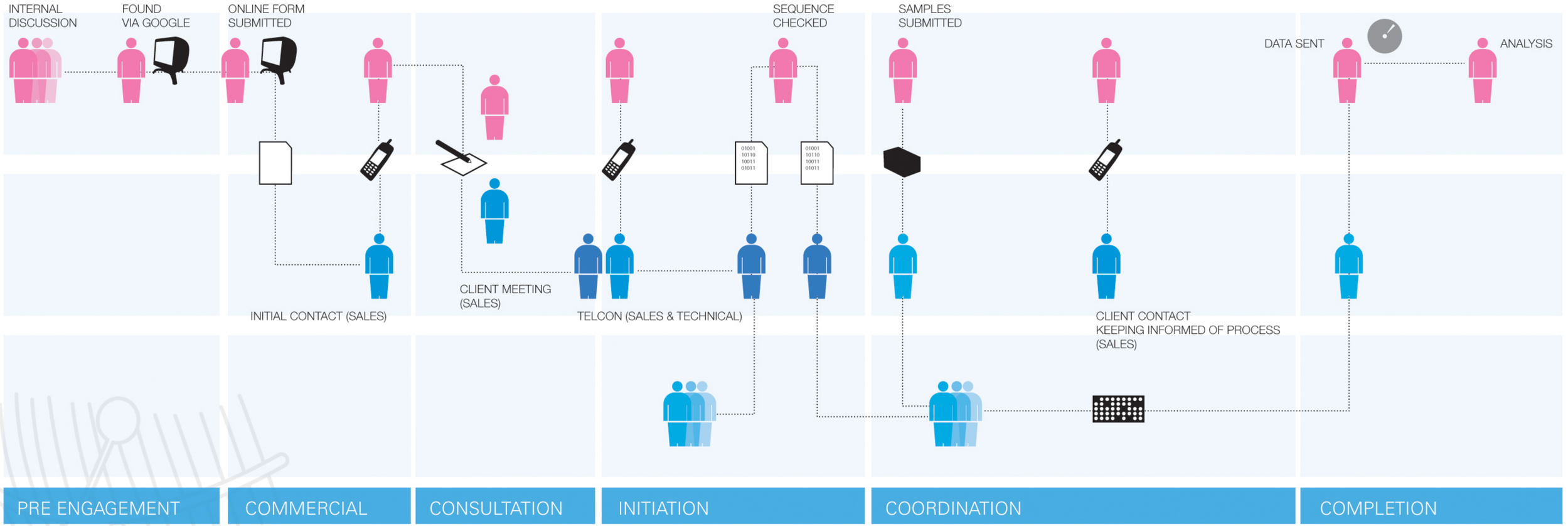

UX ends when Users leave the screens

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User Experience Elements

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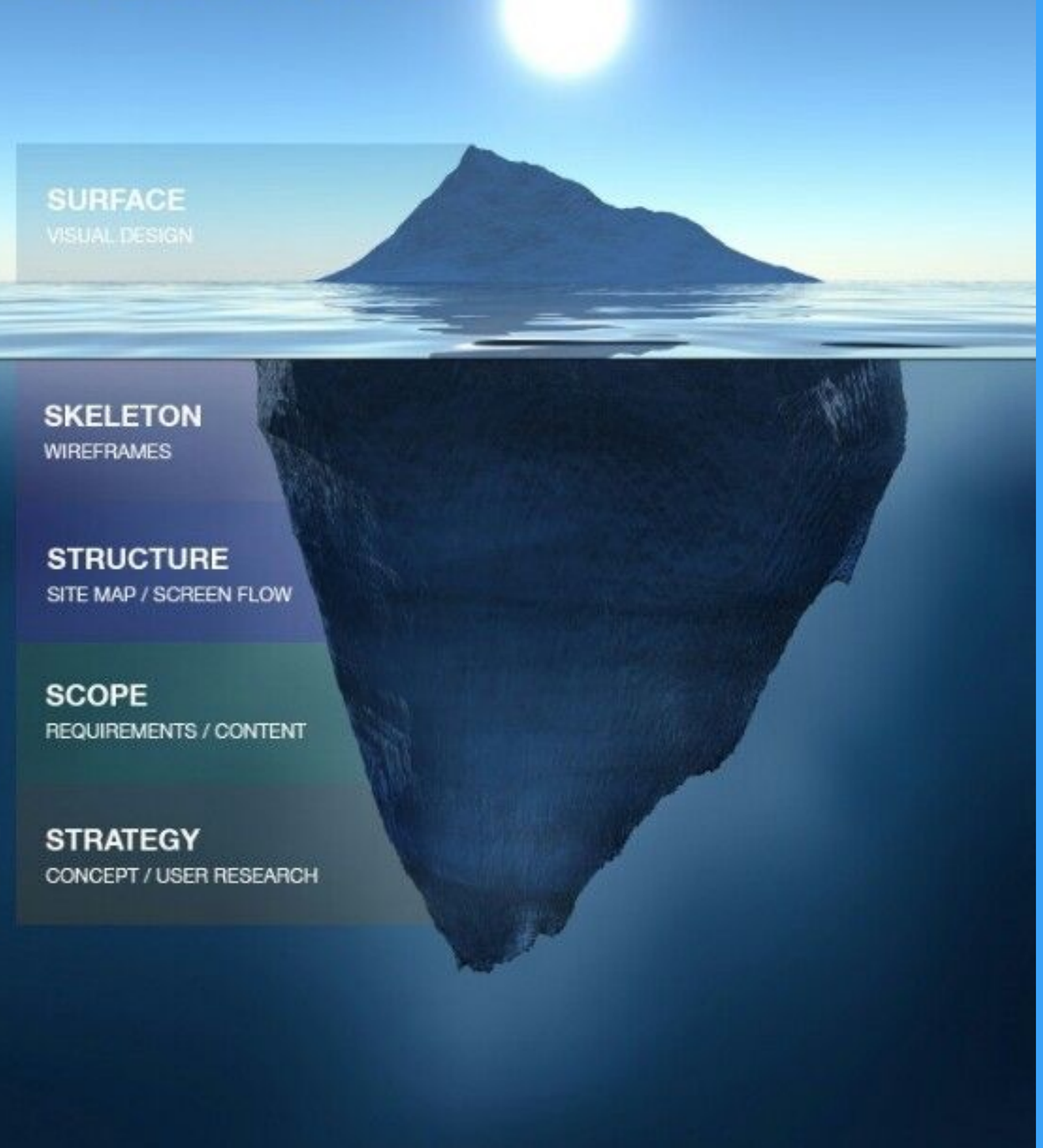

Surface: brings everything together visually.

Skeleton: makes the structure concrete: what components will enable people to use our product ?

Structure: gives shape to scope: how will the pieces of the product fit together and behave ?

Scope: transforms strategy into requirements.

Strategy: what the company is trying to gain from the product ?

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Behind the scene

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INTERVIEW

We ask until we know it all.

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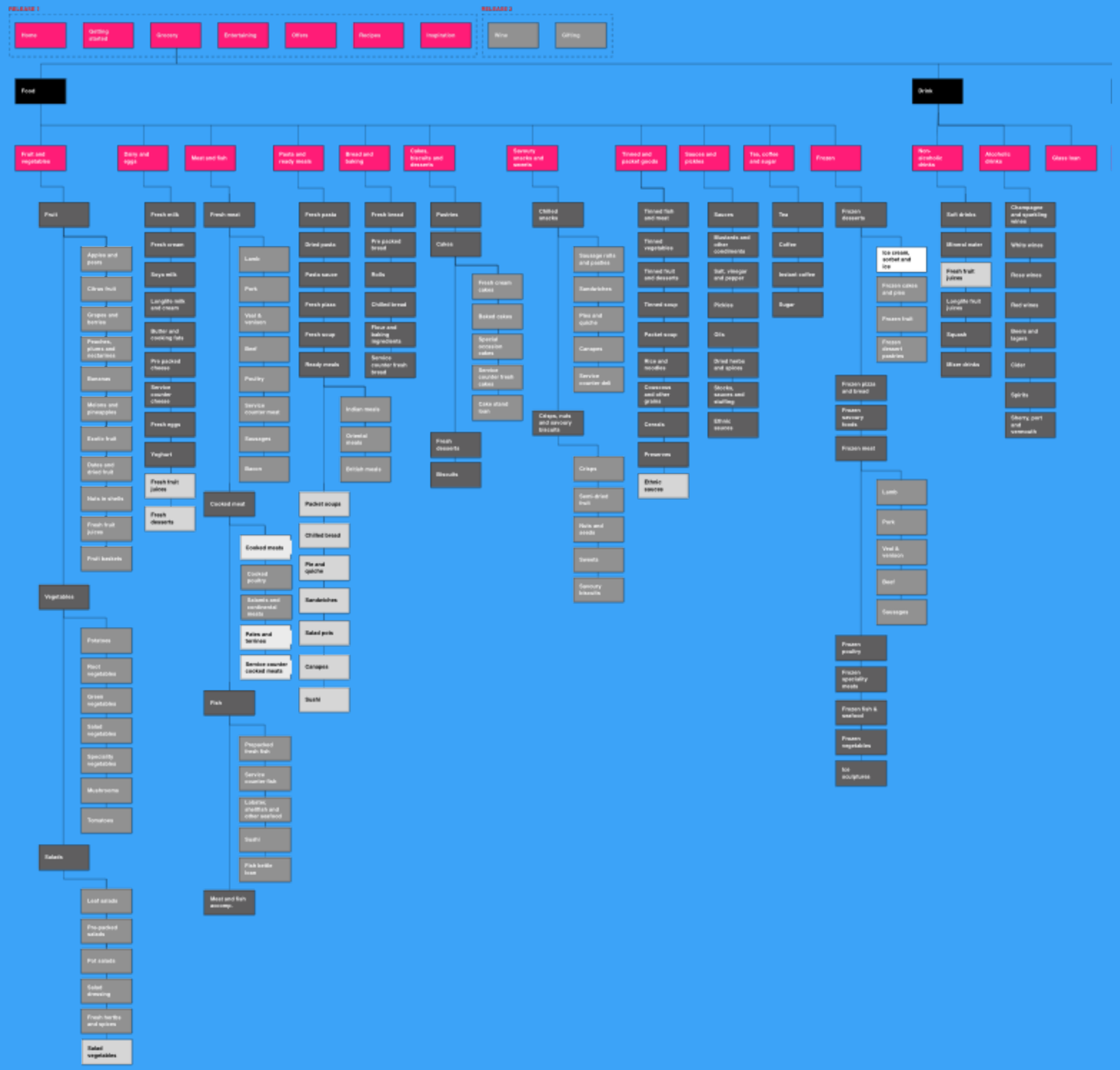

INFORMATION ARCHITECTURE

We create hierarchy and flow.

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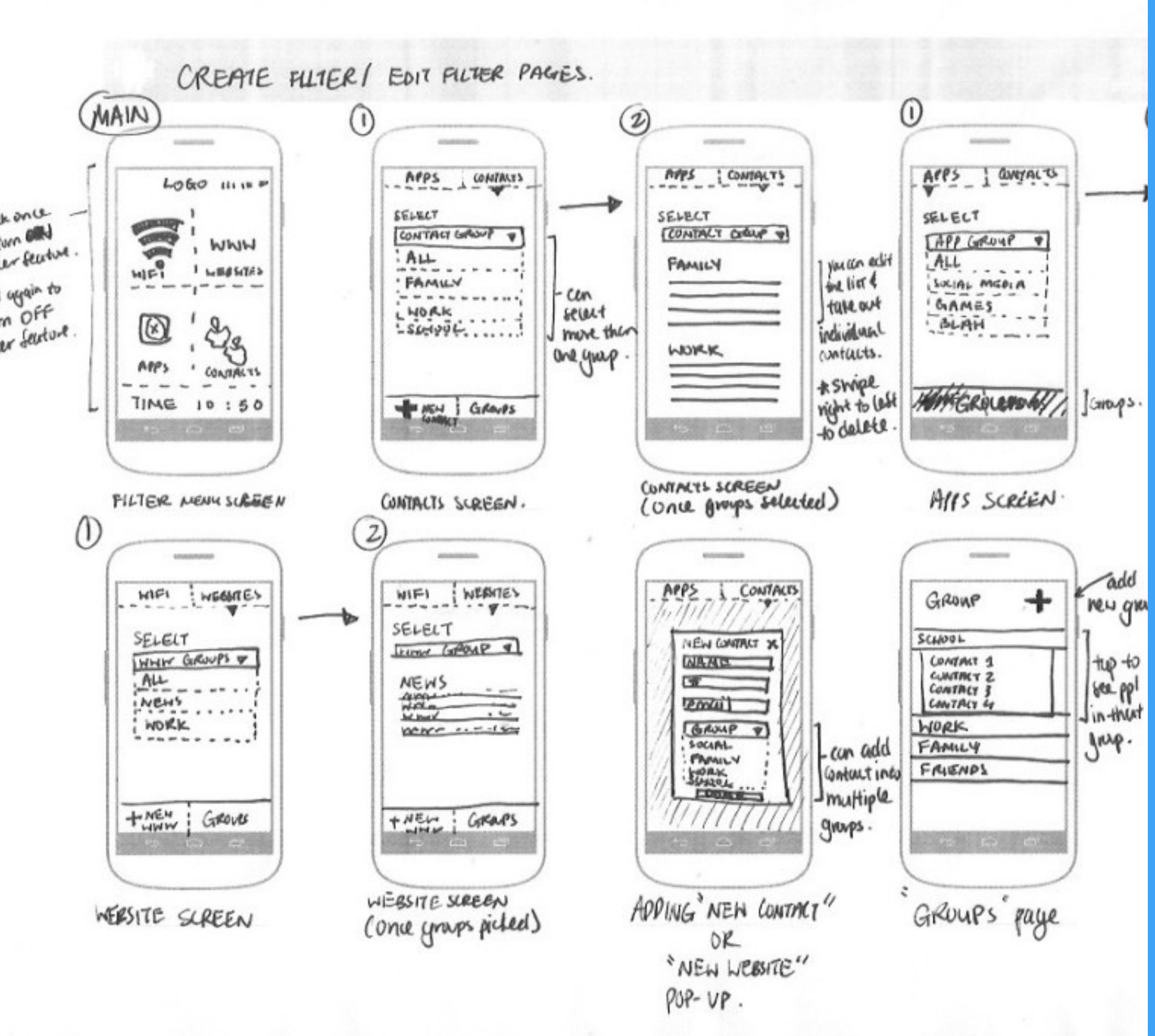

WIREFRAMING

We focus on space allocation and prioritization of content, functionalities available and intended behaviors.

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PROTOTYPING

We show all the interaction flaws and gathering insights.

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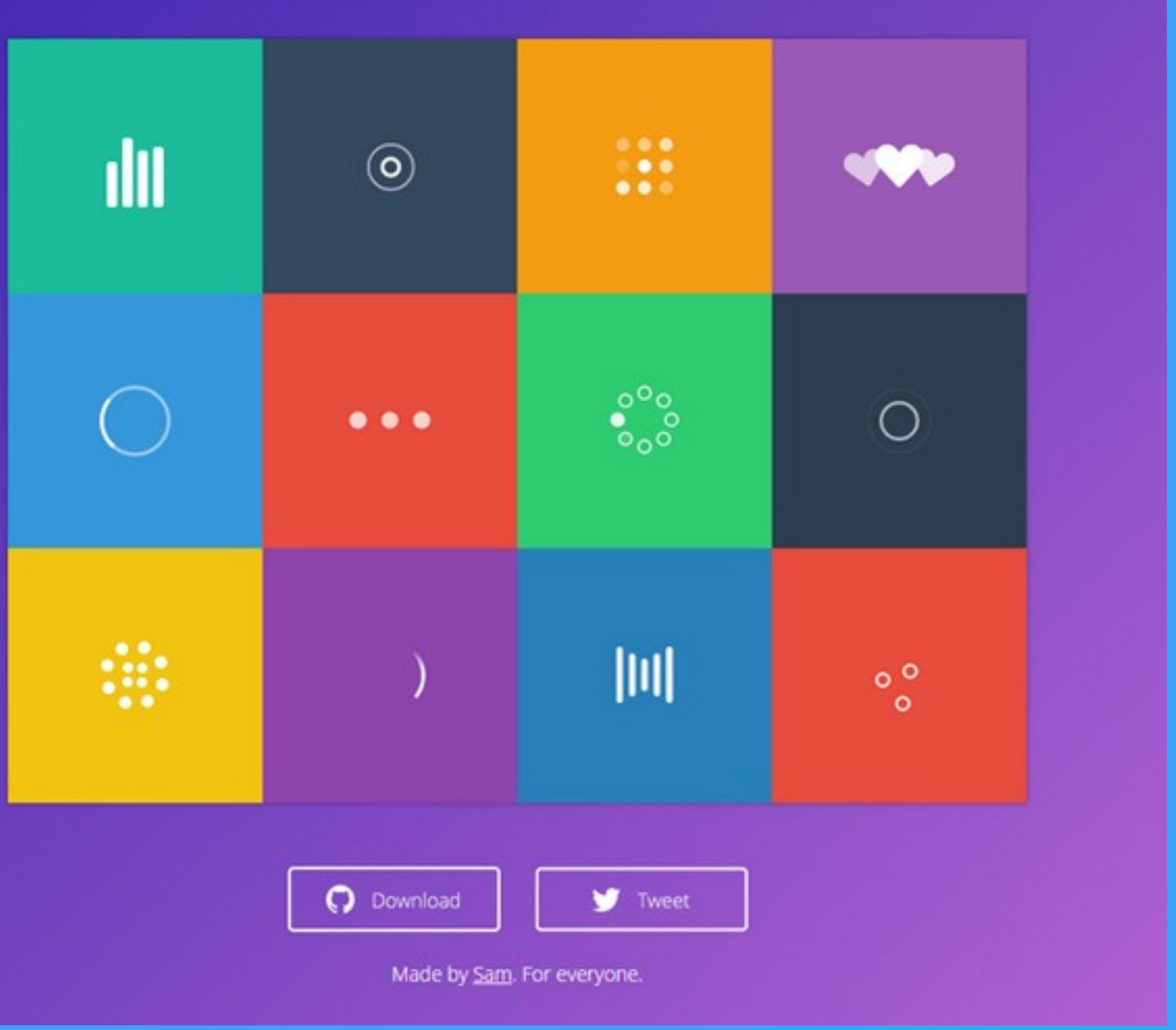

UI DESIGN

We delight people.

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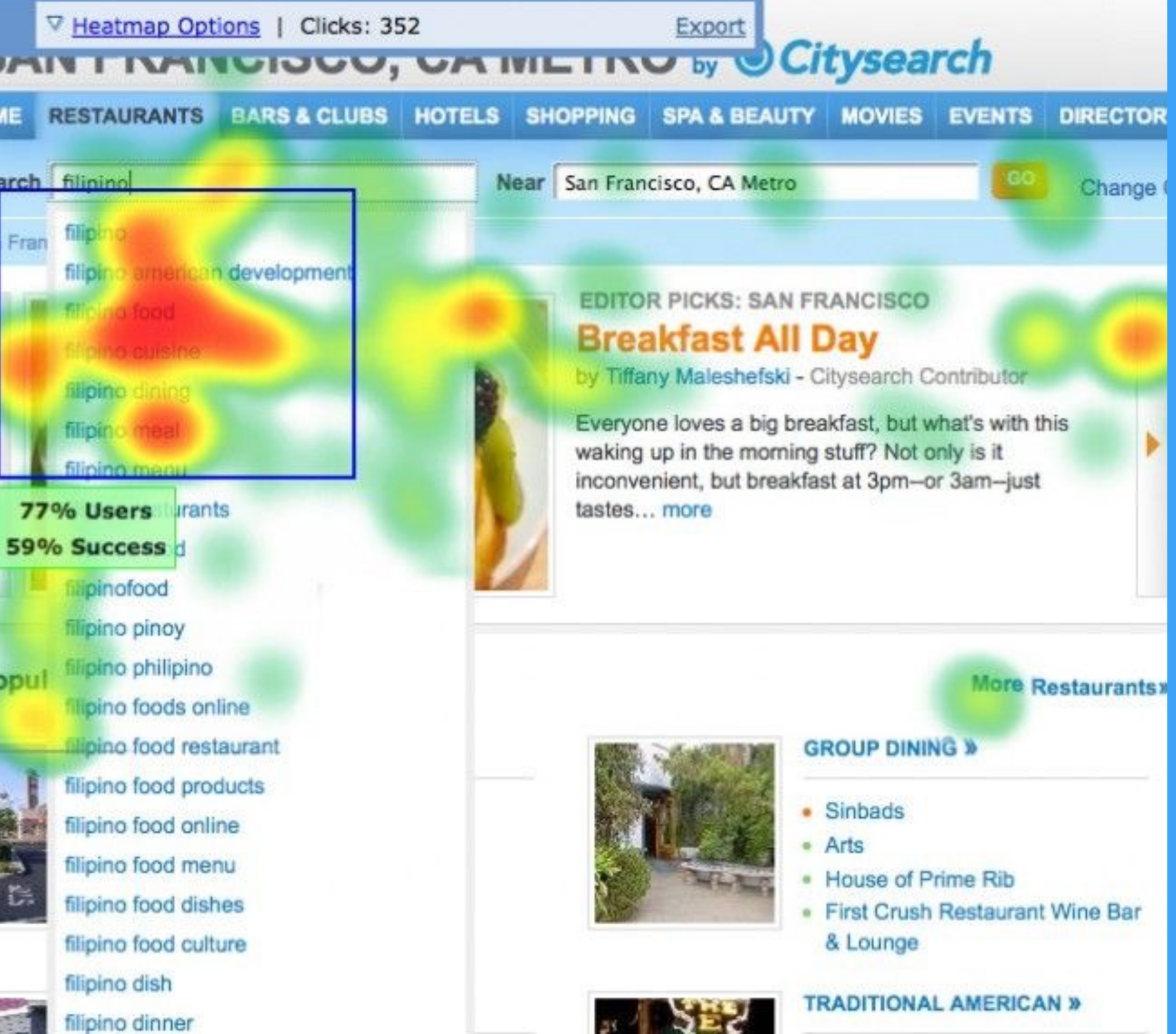

USER TESTING

We design for people, feedbacks are relevant.

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A technique: Lean UX

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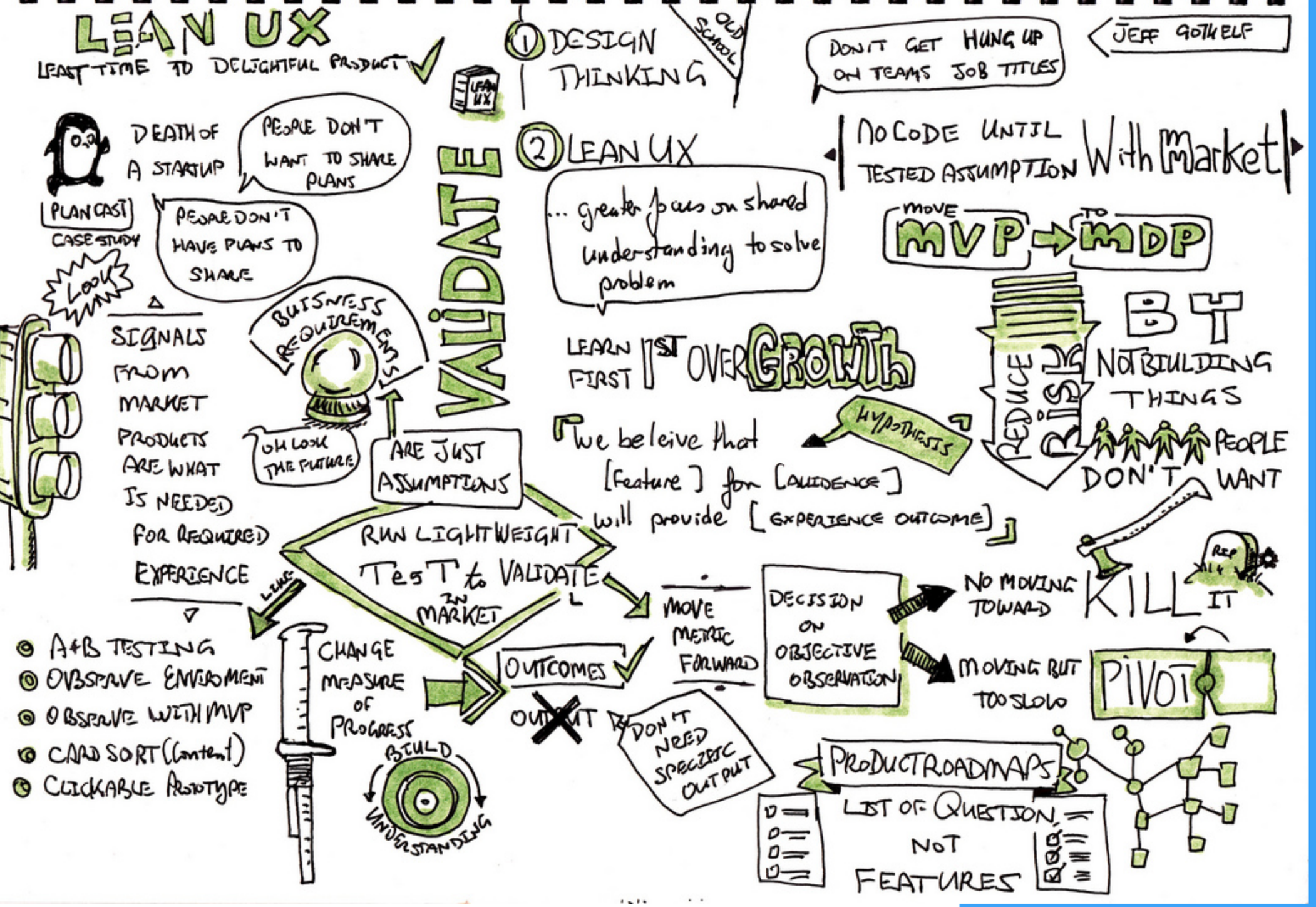

Lean UX is the practice of bringing the true nature of a product to light faster, in a collaborative, cross-functional way.

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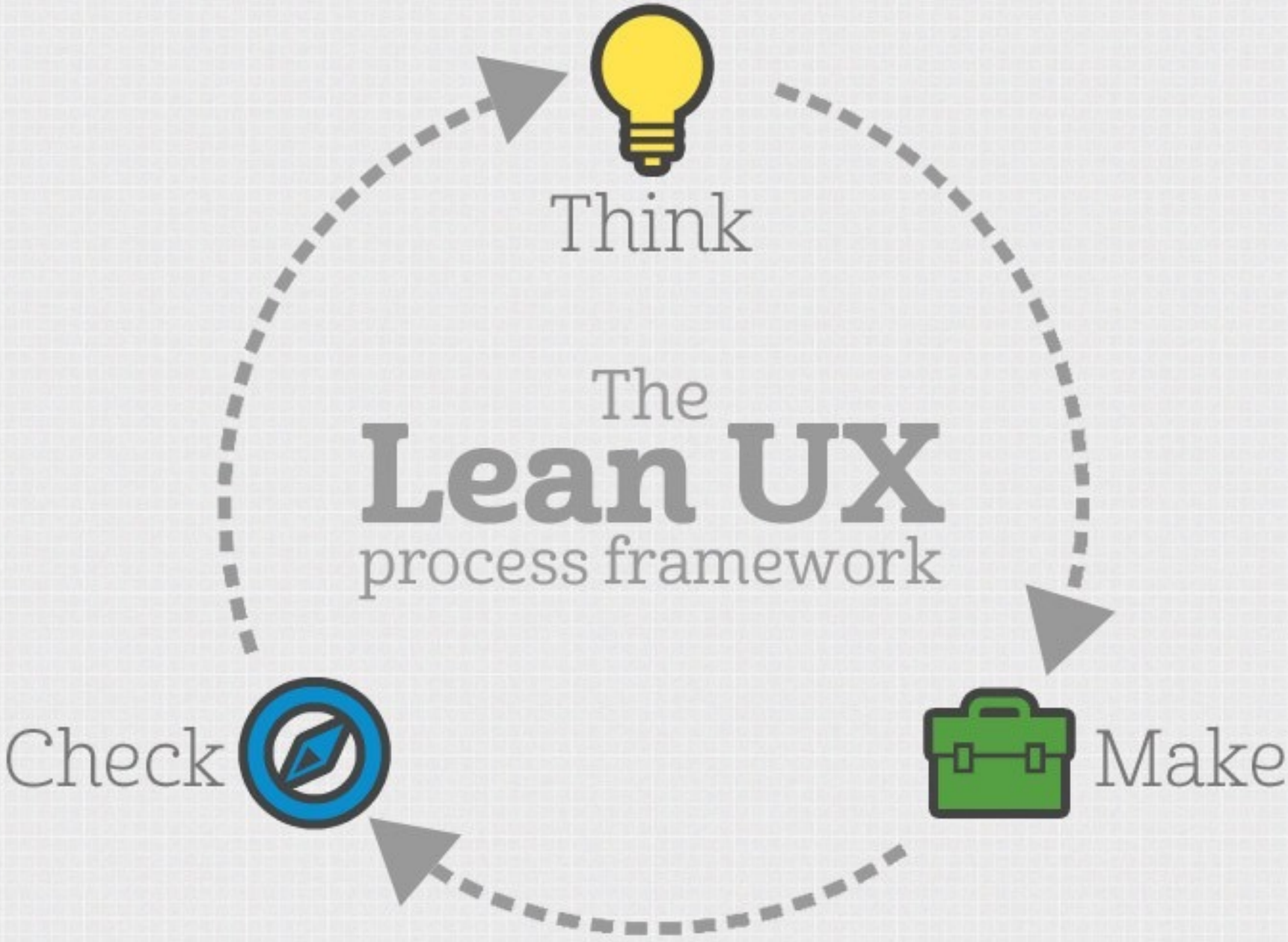
Think
The
Lean UX
process framework
Make
Check

Lean UX: two basic fundamentals

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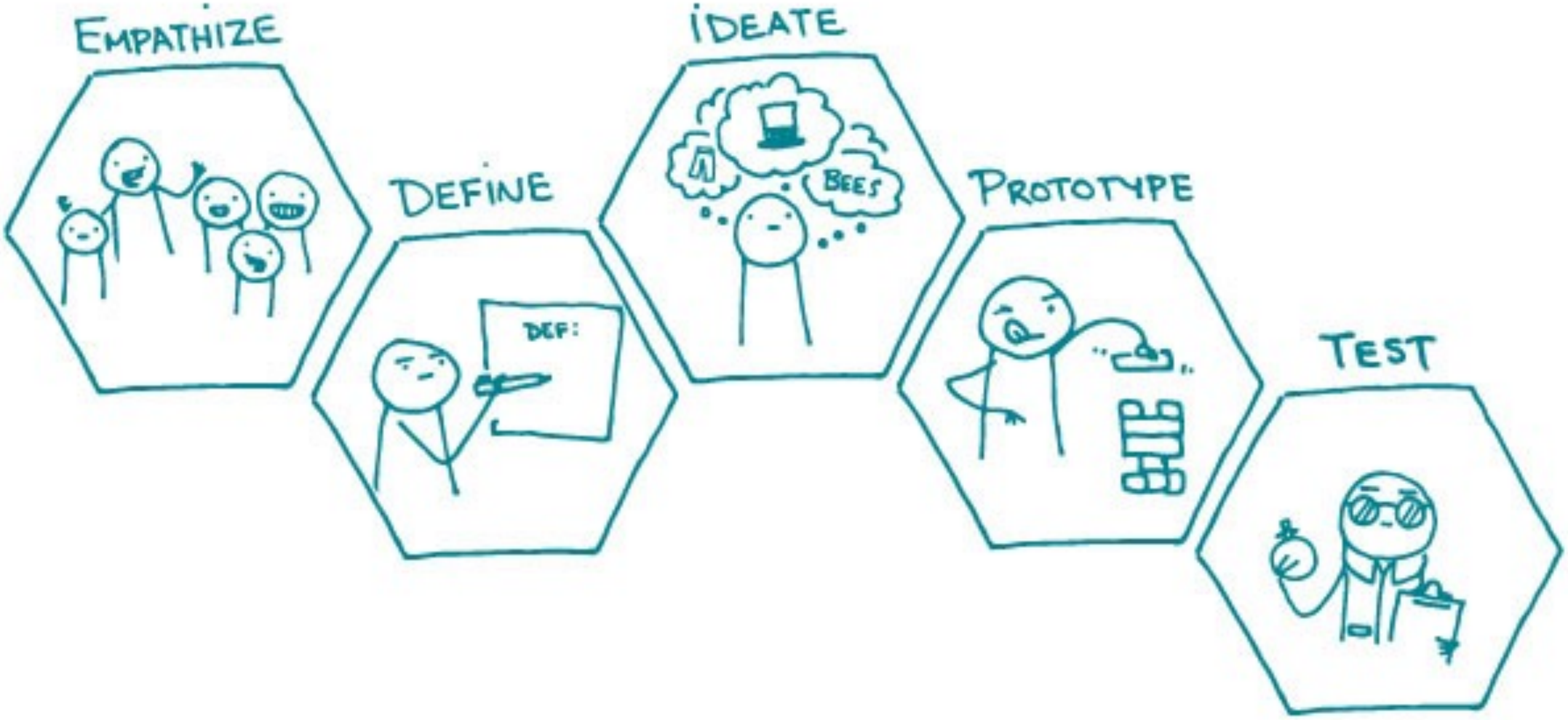
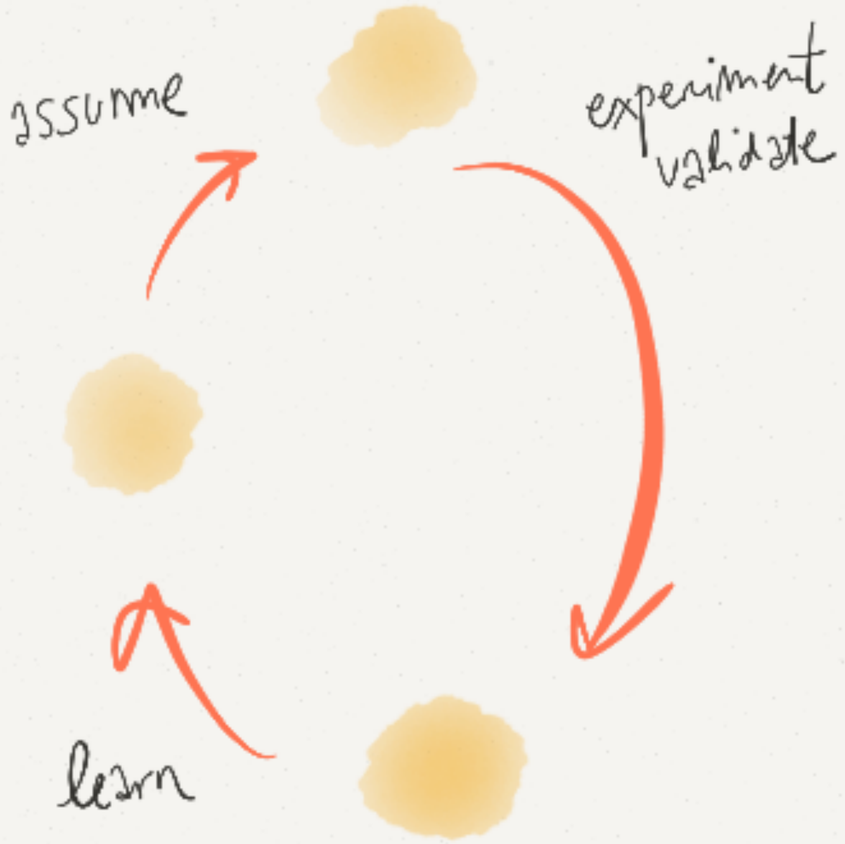
DESIGN THINKING!



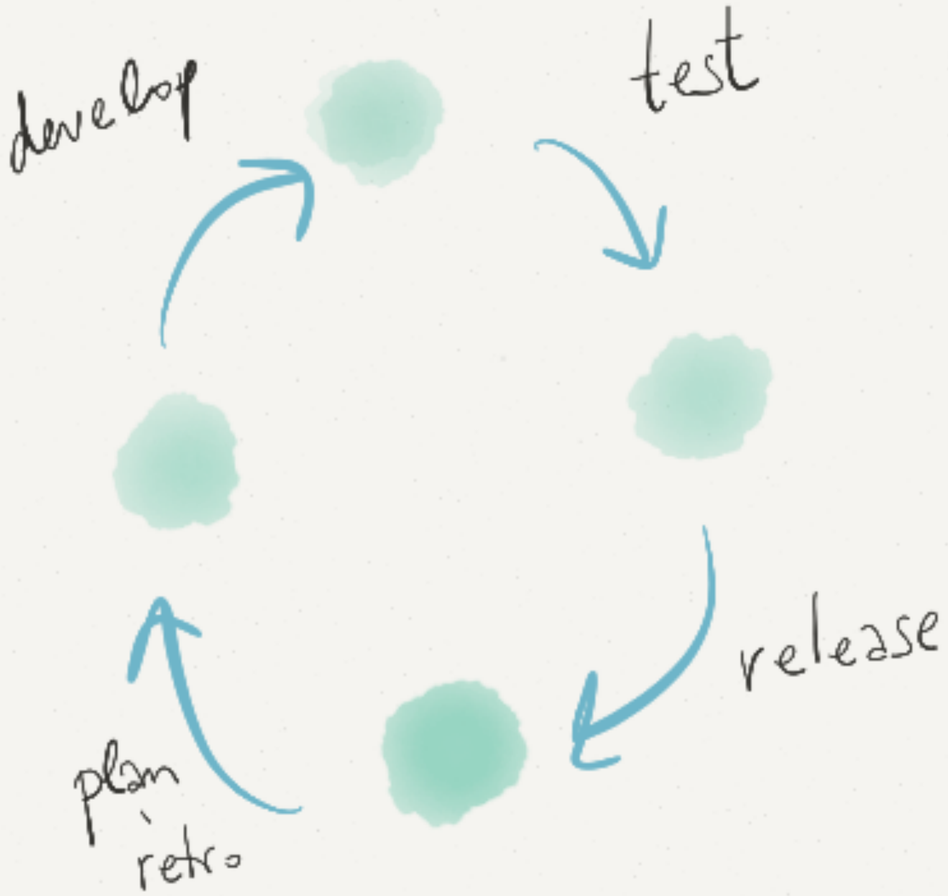
Agile

TEST
CODE
Sprint 2
USER STORIES

TEST
CODE
Final
Sprint
ACCEPT
USER STORIES
LAUNCH



LEAN UX



SCRUM

Lean UX: some principles

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PROGRESS=OUTCOME

PERMISSION TO FAIL

CROSS-FUNCTIONAL TEAMS

EXPECTATIONS

vs

GET OUT OF THE BUILDING

REALITY

Prototyping

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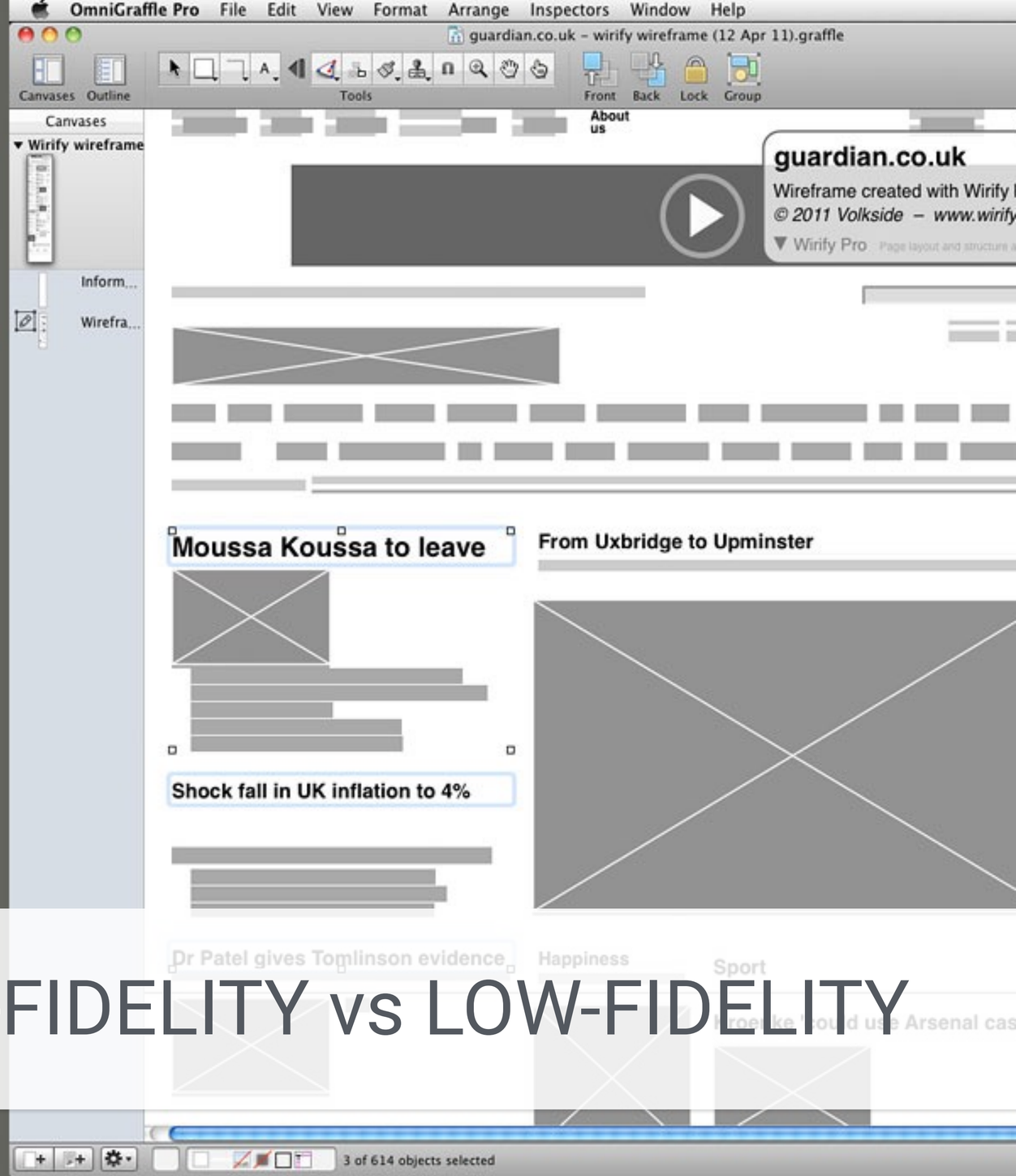

HIGH-FIDELITY vs LOW-FIDELITY

TOOLS

Uncertainty / patterns / insights

Clarity / Focus

Research

Concept

Design

THANKS

CONTACTS

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