

KNOWING THE DIFFERENCE BETWEEN

UX & UI DESIGN

UX

Too busy to learn UX methods that can save you tons of time?

Wondering which UX techniques are most likely to provide useful results all along your project? Let's talk about some tactics we tried. Success stories and epic fails of methods we have tested to build digital products and interfaces consumers love to use.

Start



Your Speakers Tonight

QUICK INTRODUCTION



Clement

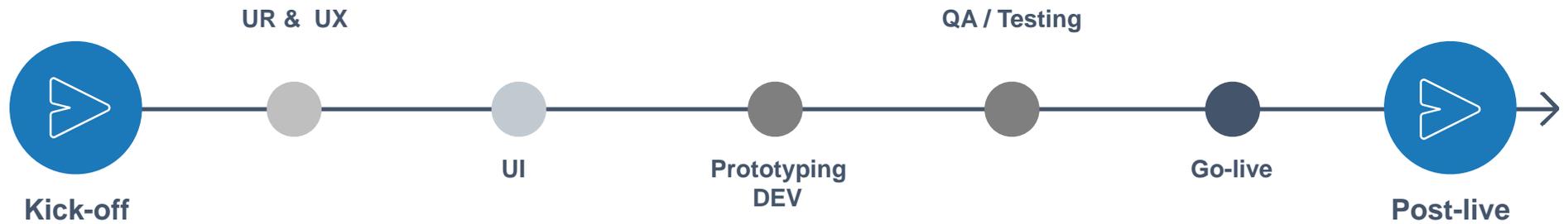
Clement is a highly experienced Project director at 31Ten with more than 5 years of experience in China and over 40 projects in web as Project Manager and Head of Production in a famous ecommerce agency.



Julie

Julie worked for more than 3 years in digital communication for the city of Paris. During this time She learnt a lot about user centric strategy and how to apply it for different contexts, audiences and challenges.

A Typical **Schedule** for a Web Project...





1. Kick-off

*“We want a website ...
Sure! and why?”*



Define your needs and requirements.

- ! The more specific you get, the best results you'll get
- ! Problems you have now for an existing website or why we need a website?
- ! What measurable KPIs can you put in place for your website?

5 Whys Worksheet

Define the Problem:

Why?

Why?

Why?

Why?

Action:

You don't want to list 5 different reasons; you want to go deep on 1 reason.

5 Whys: I want to understand the underlying reason for why it is not working. I want to know what I can do to fix it. I want to know what I can do to prevent it from happening again.

Download

*“So, could we see the
1st version of design
in 2 weeks?”*



Methodology matters: Think before doing!

- ! User research is important even if very limited.
- ! Quality of the design will be impacted.
- ! Find an agreement on methodology



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*“We want a **sexy** website!”*



Clement



Julie

The definition of Sexy in our opinion



💡 Solution 3

Please help define “sexy” for us.

- ! Ask the Right Questions: Explain subjective feedback.(e.g. The app you find sexy is not necessarily the one your mom will find sexy) - try to think further your willings. Put clear words in the “sexy”.“I want something good” at the restaurant.
- ! Limiting the number of people you invite to feed back
- ! Position and Comment your design.
- ! Be very upfront and honest around the number of amends that are available or the time impact of unnecessary feedback



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2. User Research & User Experience

💡 Issue 4

*“We are **nothing** like them...”*



UR & UX



💡 Solution 4

Any idea could become a great idea.

- ! Any idea can be a great idea.
- ! Be open-minded
- ! It's not because it's not in the same industry. Leave your comfort zone.
- ! Some companies / websites are actually good references (R&D) so we have to use it !
- ! Web is not about reinventing the wheel, but to be inspired by good practices.



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“My wife told me it was way too yellow”



Make sure to have a representative panel

- ! Know your audience
- ! Define your research objectives



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*“I think that
this won't work”*



Use data but with parsimony.

- ! Versions, historic, Ab test results / check what you have done before.
- ! Good analysis of the data that can be digested, very succinct.
- ! Missing opportunities.
- ! Ask your client why it won't work for sure = real insights.



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*“We want a **WOW** product page, with pictures and **videos**. What do you think about a timelapse ?”*



💡 Solution 7

Content is **key**.

- ! Reference all the content you already have and think about the one you can produce.
- ! Importance of the Information Architecture.



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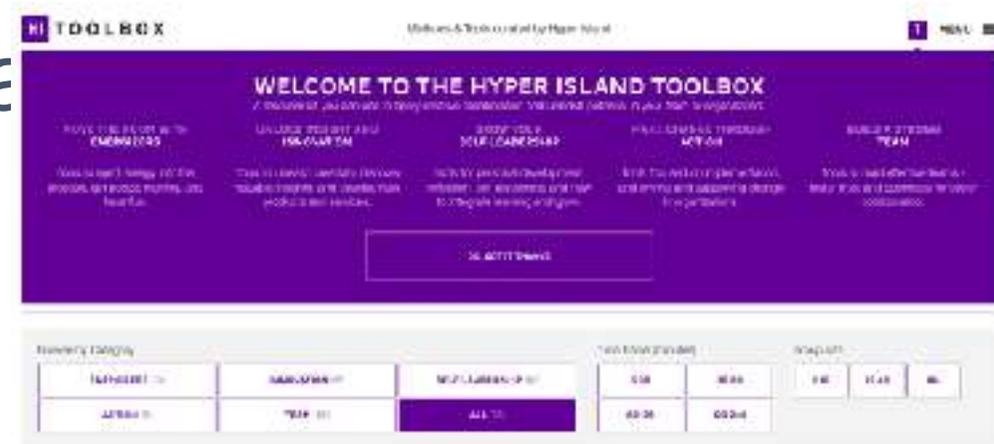
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*“Do I really **need** to be **present** for the **meeting** ?
Because I have a million
mails pending...”*



Explain **why** and educate

- ! Explain what the workshop is about and why every skills are important and how they can contribute.
- ! Stakeholders are the ones who can talk about the company / market the best.
- ! Different points of view / interests



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*“I can’t click.
Why is it all grey?”*



💡 Solution 9

Keep your mind opened.

- ! Try to have some imagination, don't focus on the colors or the static, focus on what you see and the content.
- ! Does it make sense ?
- ! Can I find the content I want to find ?
- ! Is the architecture understandable ?



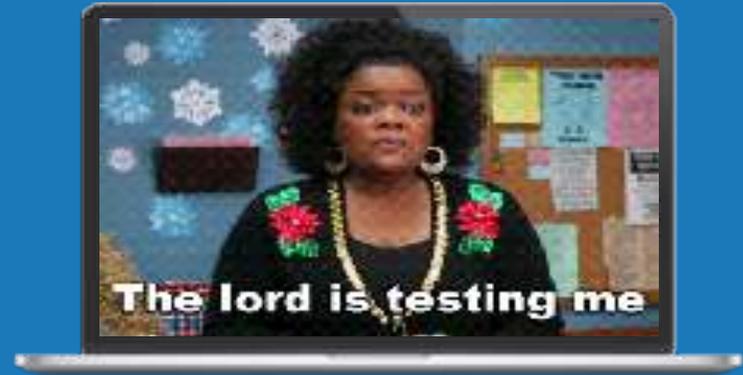
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3. Design, User Interface

💡 Issue 10

*“Can you send me the files so i can **change it by myself?**”*



Design & UI



Dear designers, please don't send it!

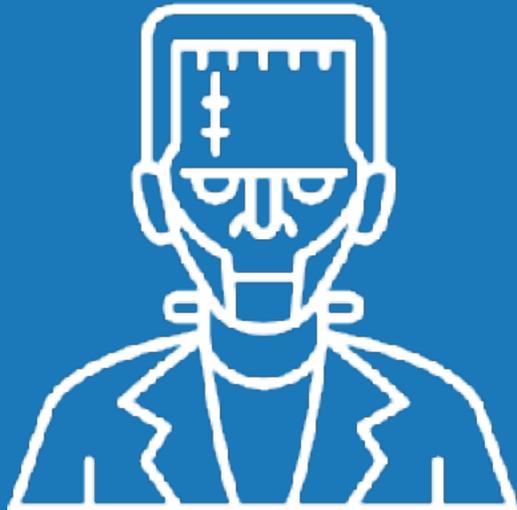
- ! You are the expert!
- ! You are hired for a reason!
- ! Prove your choice with data, best practices, etc...
- ! On-site with client for quicker changes but your expertise and experience is worthy!



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The Frankenstein.

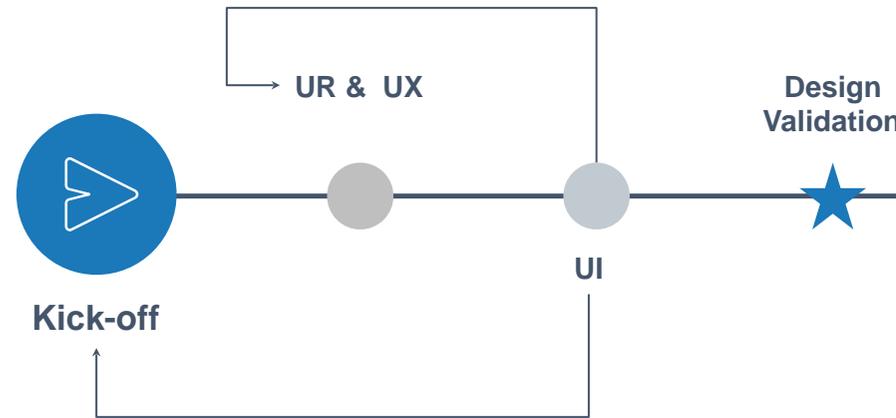


Design & UI



Take time for a **break** and go back to the **beginning** (UR).

- ! The site is a whole piece.
- ! Keep consistency between designs or versions.
- ! All components work together in harmony.
- ! One block can fit on one page but not on another one.



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💡 Issue 12

“But we don’t have good pictures...”

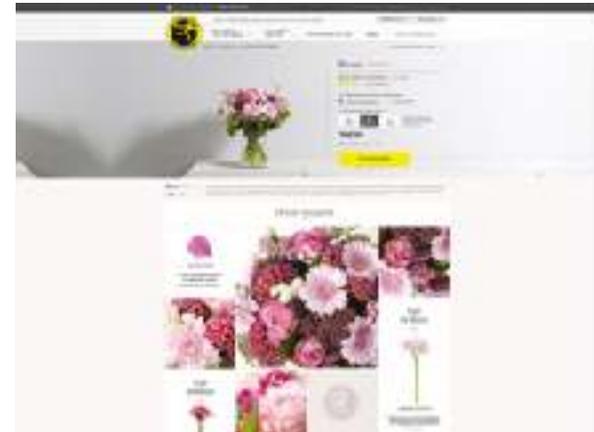


Design & UI



An image is **worth** 1000 words

- ! Take into account some budget to spend on visuals either from images banks/database or actually spend time on research in client pictures existing database.
- ! Take into account some budget for actual photo shooting according to your brand image.

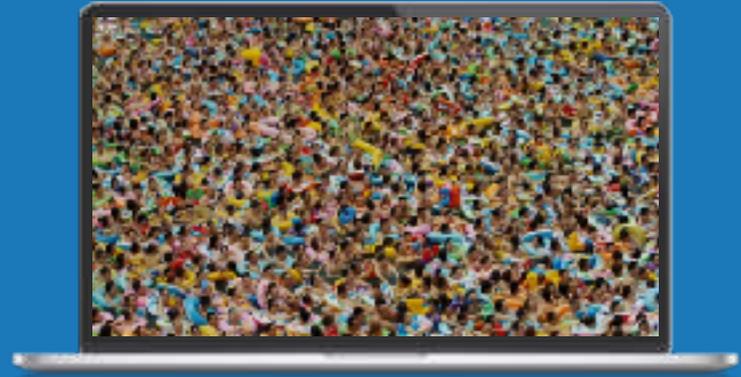


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💡 Issue 13

“We have 2000 usable leads in our database”



Design & UI



Less is more.

- ! Ask around you
- ! Observe

The Art of Guerrilla Usability Testing

JAN 20TH, 2017

This article was originally published on July 2, 2013. It was revised on July 25, 2017 to include updated recommendations.

Guerrilla usability testing is a powerful technique. Designer Martin Jellam describes it as: "the art of pouncing on lone people in cafes and public spaces, [then] quickly filming them. While they use a website for a couple of minutes." Let's skip the pouncing part, and instead focus on its subtleties, including how to obtain and share feedback with our team.

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4. Prototyping, dev

💡 Issue 14

*“The design is not
consistent across the
whole website and the
website is **slow**”*



Prototyping,
dev



Use UI kit to avoid inconsistency

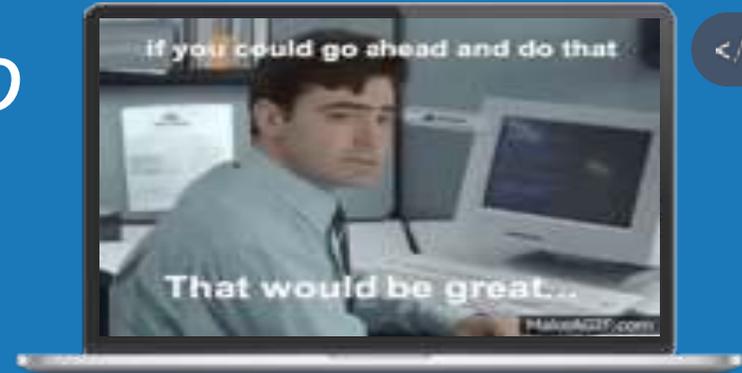
- ! Be flexible
- ! Think about your budget.
- ! Someone will probably work a lot just because you had an idea this morning on the shower.
- ! That work should be rewarded, don't you think ?

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[See Video](#)

💡 Issue 15

“It could be really nice to add this feature”



Prototyping,
dev



Time. Is. Money.

- ! Be flexible
- ! Think about your budget.
- ! Someone will probably work a lot just because you had an idea this morning on the shower.
- ! That work should be rewarded, don't you think ?

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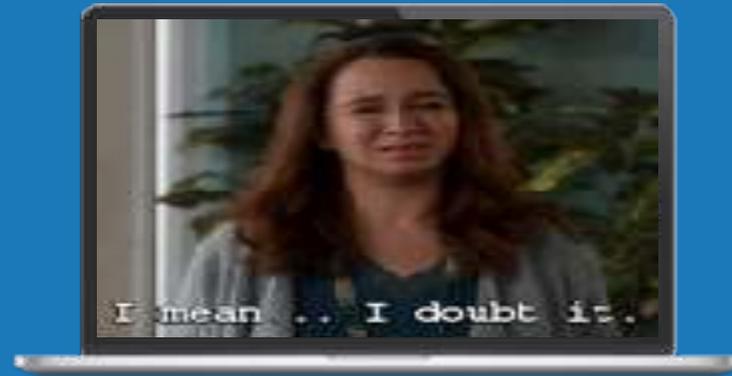
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5. Q&A, Testing and go live

💡 Issue 16

“I am not sure about this”



QA, testing, go
live



Too late for last minute changes !

- ! Trust yourself and be sure about the decisions made.
- ! Too late to make changes now
- ! Go testing!

WUOLAH YOUR MOST PRODUCTIVE HELP

How To Handle Requests For Last-Minute Changes At Work

Oh no, the game plan's just been smattered. Here's what to do when it's too late to back out or change course.



Photo: iStockphoto.com/Scott Frazier

BY TRIP TAYLOR, A UX/UI DESIGNER



Eddie was a Chicago creative designer who'd built a strong reputation. So he was delighted when Andrew, a partner at a startup he'd worked with

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6. Post prod

💡 Issue 17

“You are wrong!”
“I was right!”



QA, testing, go
live



Both could be right or wrong!

- ! Nothing is fixed.
- ! Post prod strategy.

Launching Your New Website and Creating a Post-Launch Strategy

By Siteimprove
with a CMO, WPMT.COM



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“A friend told me he preferred the website before”



Post prod



Stop complaining and redesign it.

- ! Ask your users
- ! Survey it, test it, record it, analyze it.



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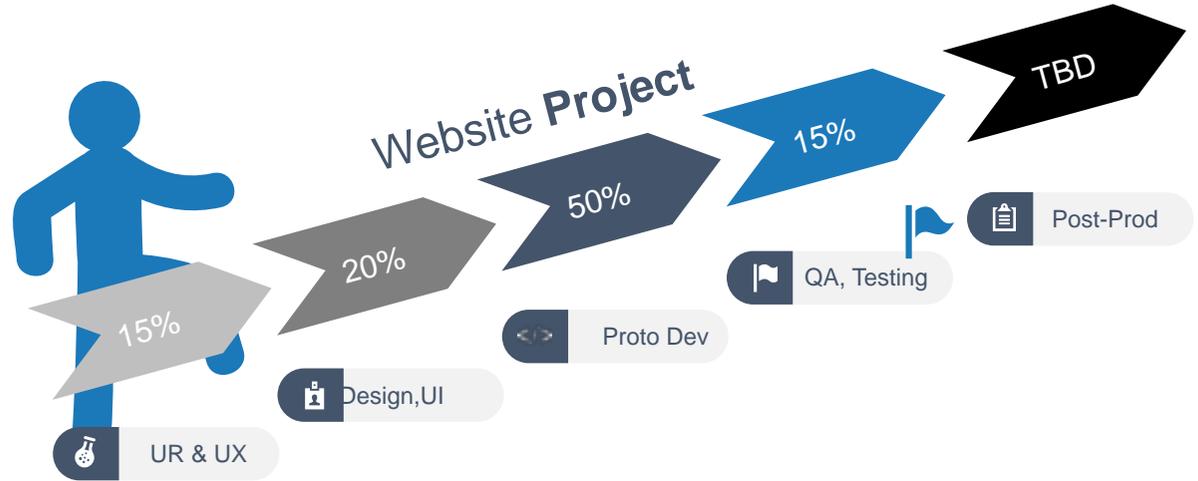
Conclusion

Efforts Comparison Agency VS Brand

AGENCY



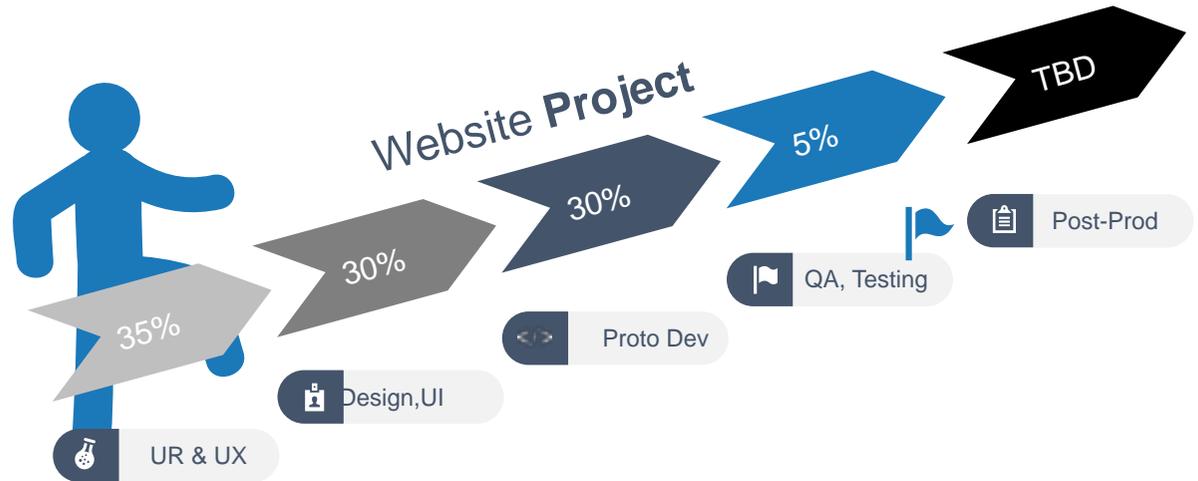
Clement



BRAND

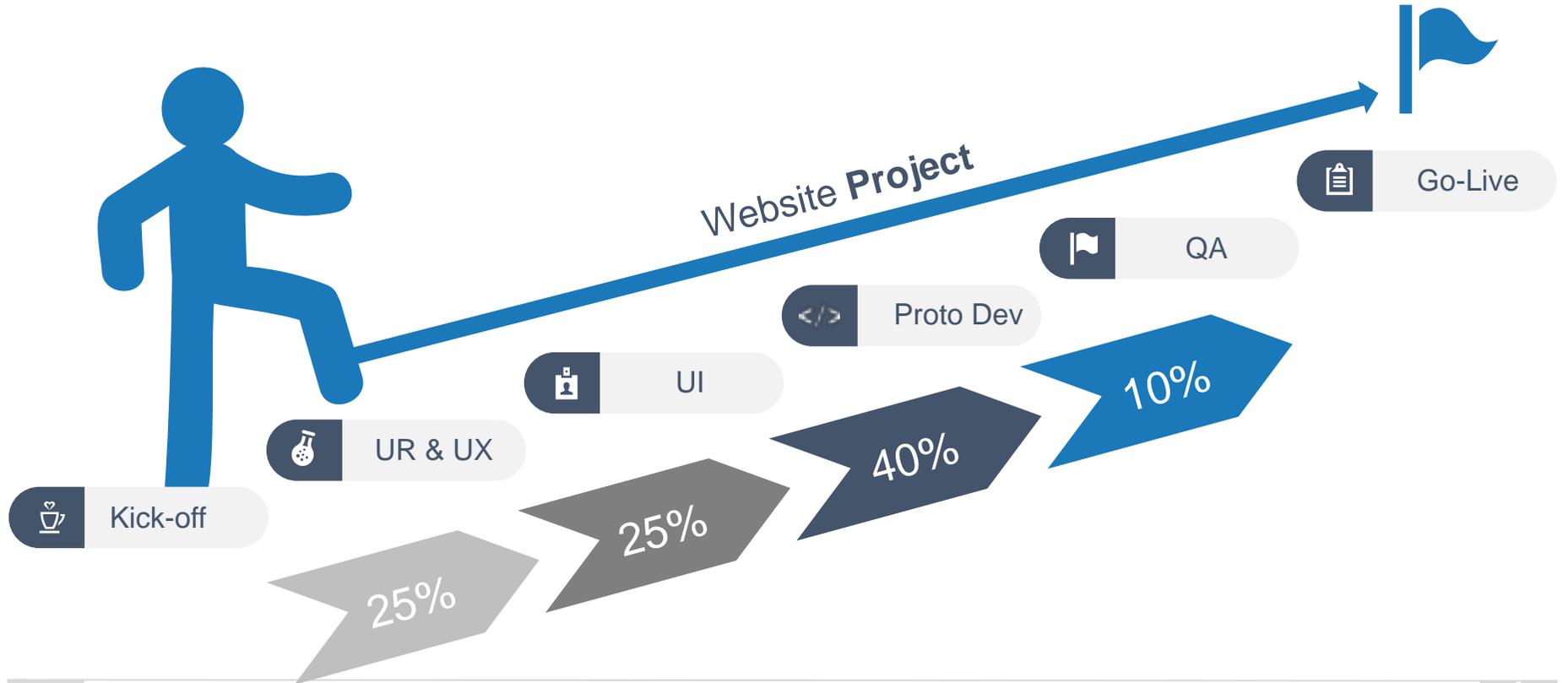


Julie



Steps To A Project Success

A COMPROMISE TIMELINE FROM BRAND/AGENCY SIDES



*UX is a **trend** that you
need to use with **logic**.*



You win when you become **a reference.**

- ! Ask your users
- ! Survey it, test it, record it, analyze it.

Thanks for listening!





QUESTIONS TIME!
Have a question? Ask NOW!

Download the presentation by
scanning the qr code ==>

