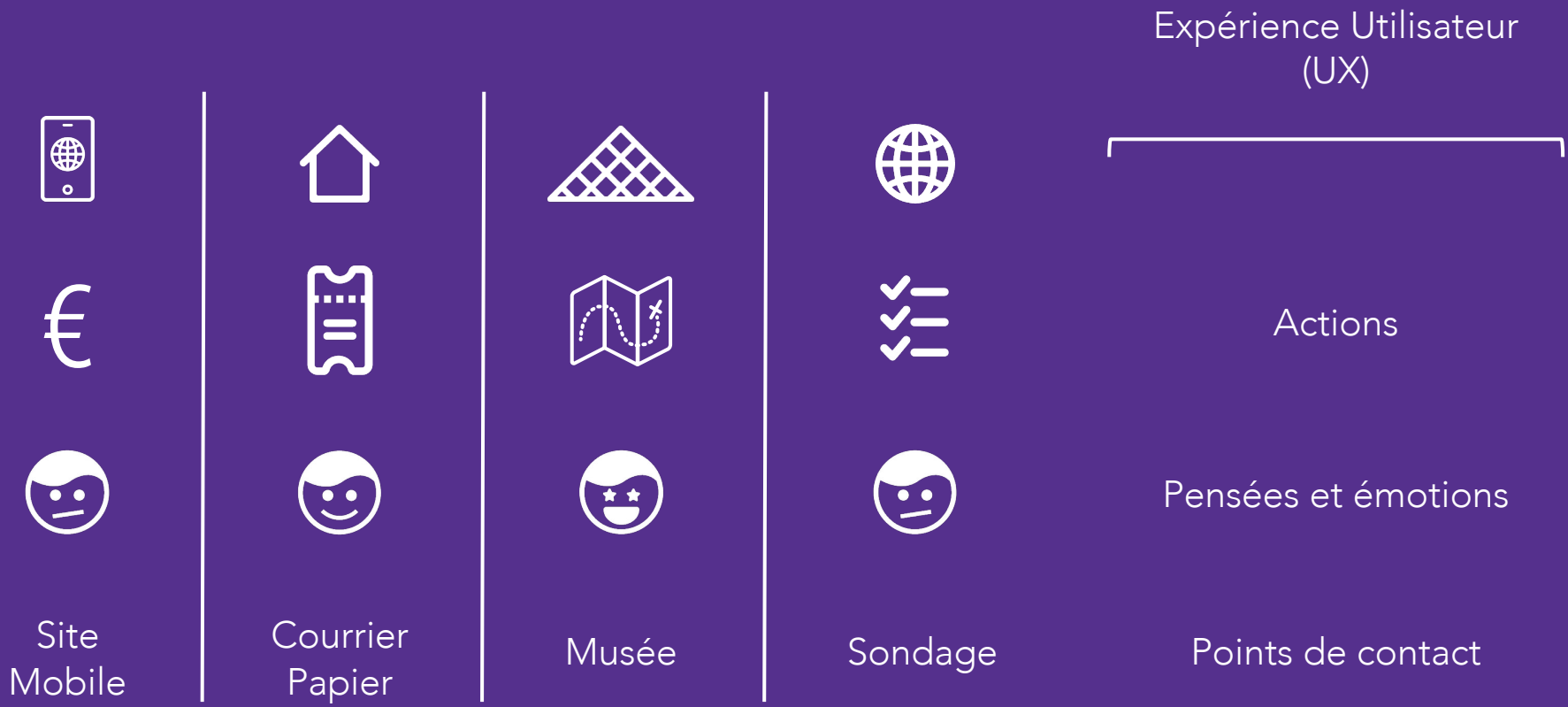
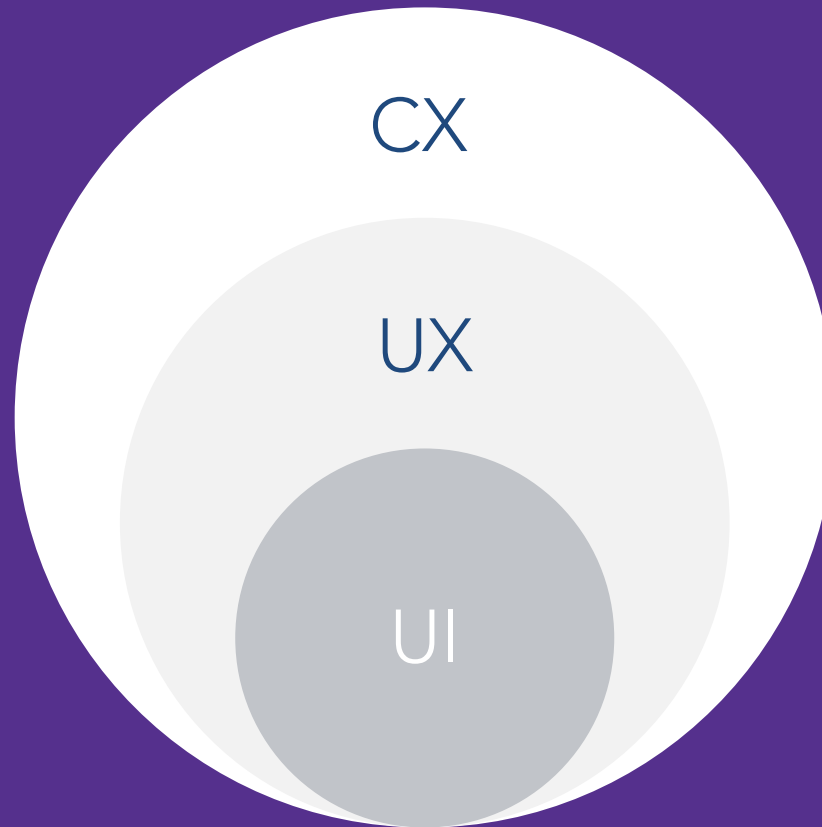


“Vingt fois sur le métier remettez votre ouvrage
Polissez-le sans cesse et le repolissez
Ajoutez quelquefois, et souvent effacez.”
Nicolas Boileau

Introduction au Design UX

Allons visiter le Louvre





Conception centrée sur l'utilisateur

http://fr.wikipedia.org/wiki/Conception_centr%C3%A9e_sur_l'utilisateur
ISO 9241

“L’expérience utilisateur englobe tous les aspects de l’interaction de l’utilisateur final avec une entreprise, ses services et ses produits.”

Bill Morridge

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

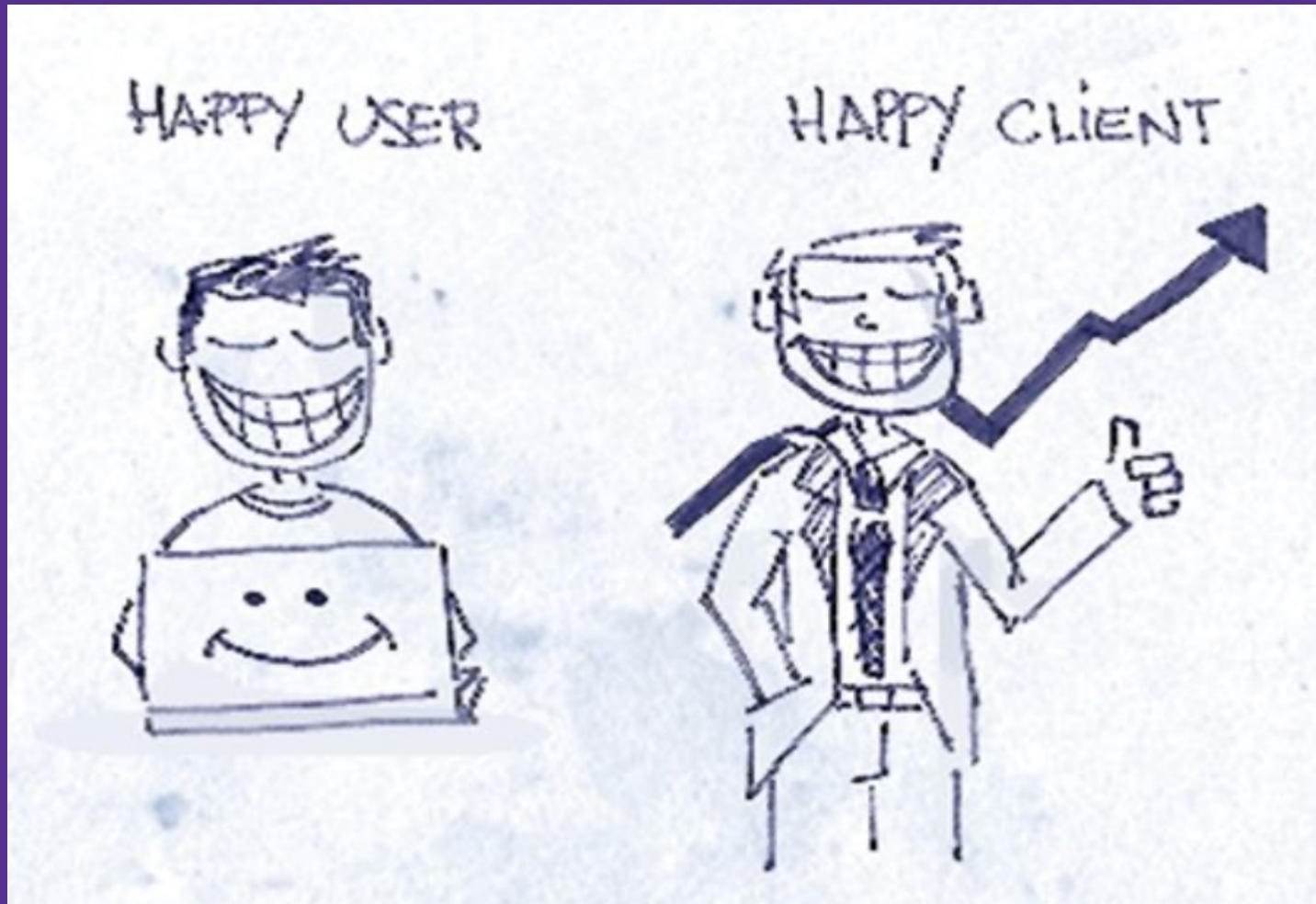
Steve Jobs

“...for the user.”

Romuald T.

- Résoudre un problème
- Générer des émotions...
- ...positives et qui durent

A Quoi Ça Sert ?



Ingénieur / Designer

Approche analytique

Orientée problème

Intégrer les contraintes

Comprendre les données

→ En tirer une solution

Approche intuitive

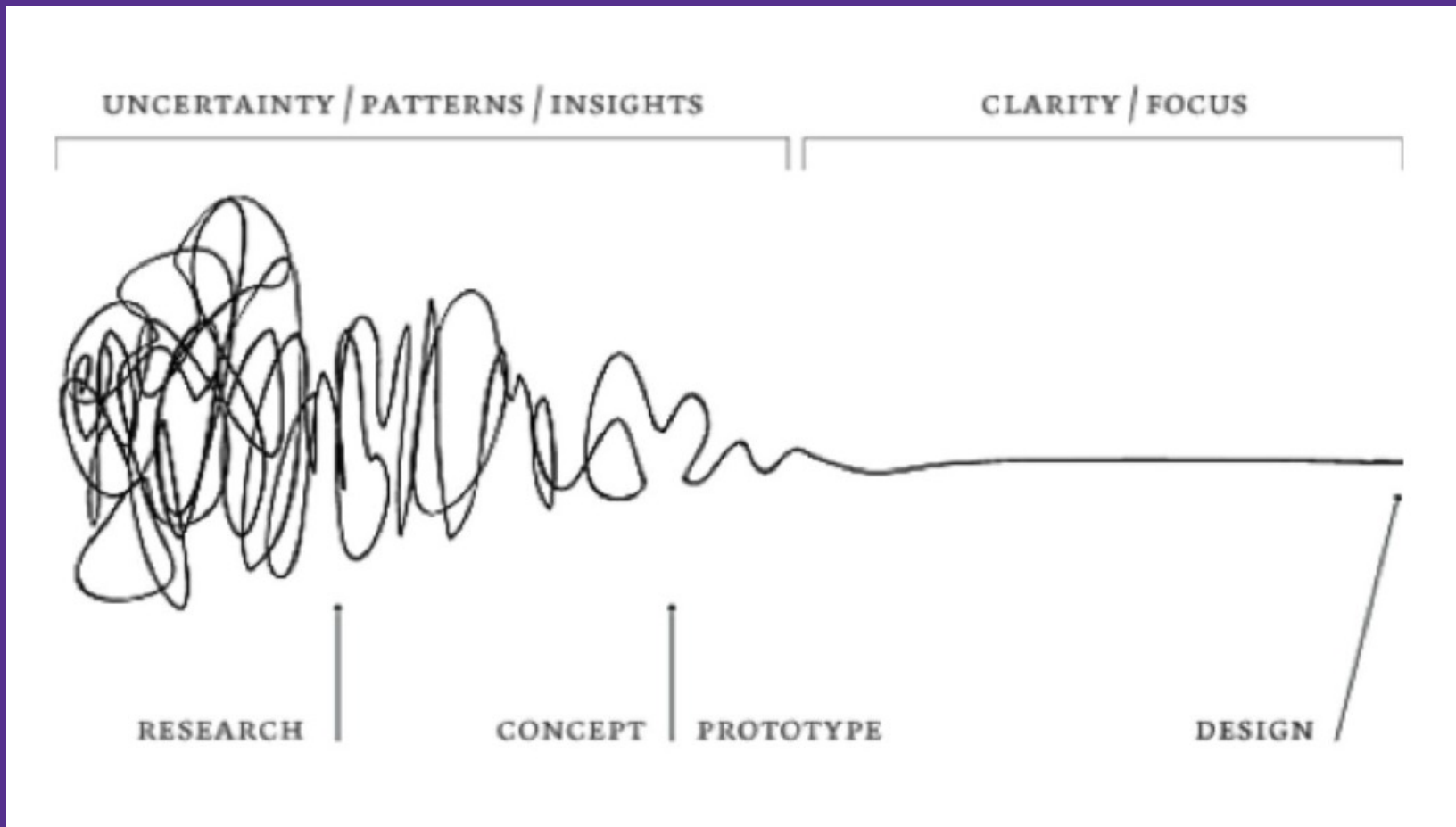
Orientée solution

S'abstraire des contraintes

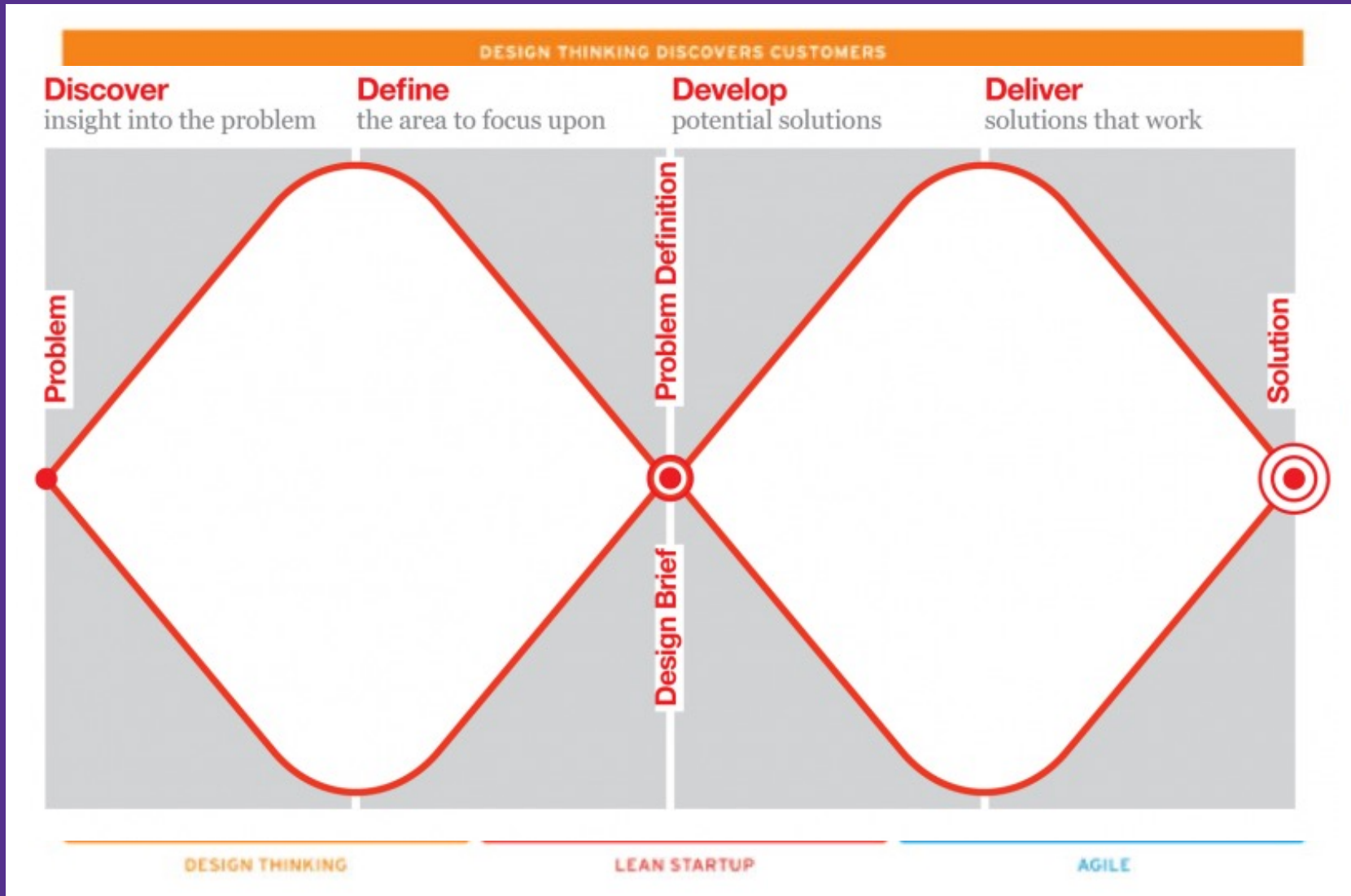
Imaginer une solution

→ « Voir » si ça marche

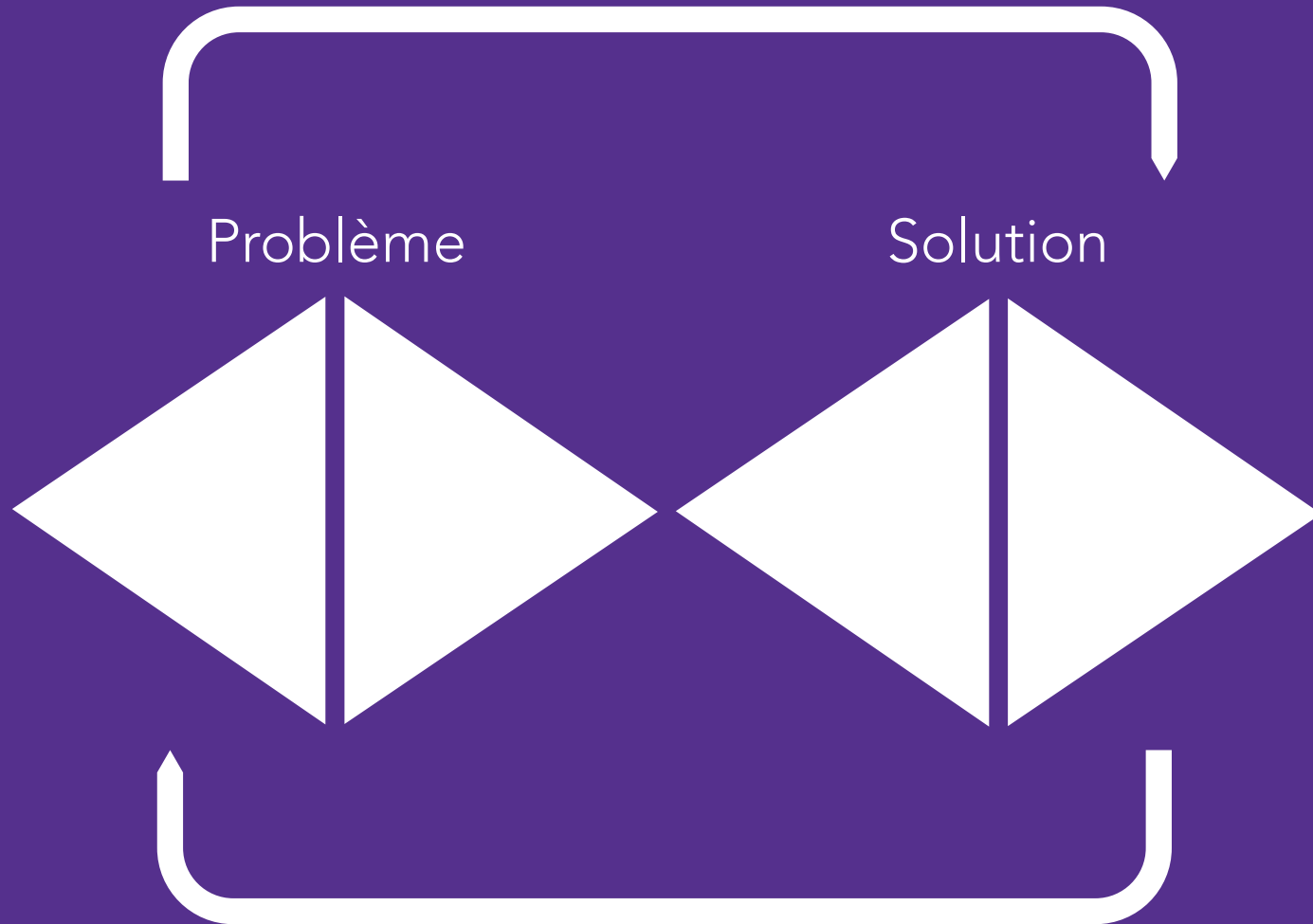
Approche Design



Process



Double diamond



Les données du problème

Problème

- Entretiens individuels
- Observations terrain
- Données sectorielles
- Enquêtes
- Les exigences
- Analytics
- Audit
- Analyse de la concurrence
- ...

Recherche

Synthèse

- Personae
- User stories
- Carte d'expérience
- Carte d'empathie
- Parcours
- ...

Les éléments du problème à résoudre

Persona


User stories

As a young jedi

I want to use the force

So that I can move objects with my mind

EZ-Write primary persona: the main user type



Fred Fish: Corporate Chef
"Get me out of the office & into the kitchen."
 Employer: Boise Controls
 Background: Masters from Johnson & Wales University
 Computer skills: Novice

Key goals
 Fred doesn't get his hands dirty the way he used to (literally). He stops in at all six Boise Controls sites as often as possible to stay in touch with cooks and cooking. He wants to learn computer tools, but not at the expense of managing his kitchens.

A day in the life
 Once a month, he meets with the head chefs and to plan the menu. When they're done, he sends it to his staff and his manager.

Background
 He's not a computer whiz. On a good day, he can drag in some clip art and do some formatting with fonts. Once in awhile, he'll format menus with the new editor they on his MacBook Pro.

Other cooking
 He's figured out a lot, but not everything. He always had a problem sending a message without the attachment, or an attachment with no message. That's annoying and embarrassing and used to keep him away from computers.

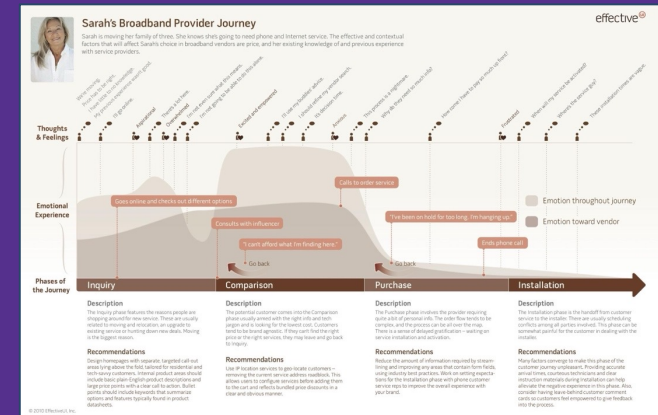
Chiefs are different from other users
 Computers are just tools for a chef. Fred would rather use a cutting board than a keyboard.

Quick take on Fred

Computer skills	Novice
Job situation	Employee Manager His president
Computer type	Netbook Laptop Desktop
Computer tools	Advanced features Coding tools
Background	Business Engineering Marketing Management

Photo from Flickr, used right-reversed

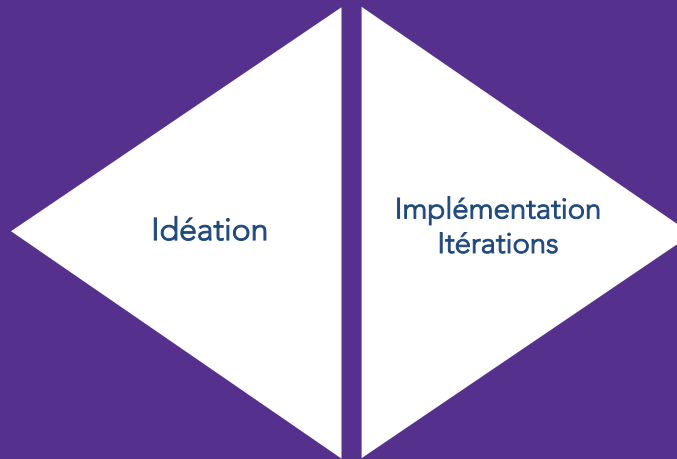
Carte d'expérience



Les données de la solution

Solution

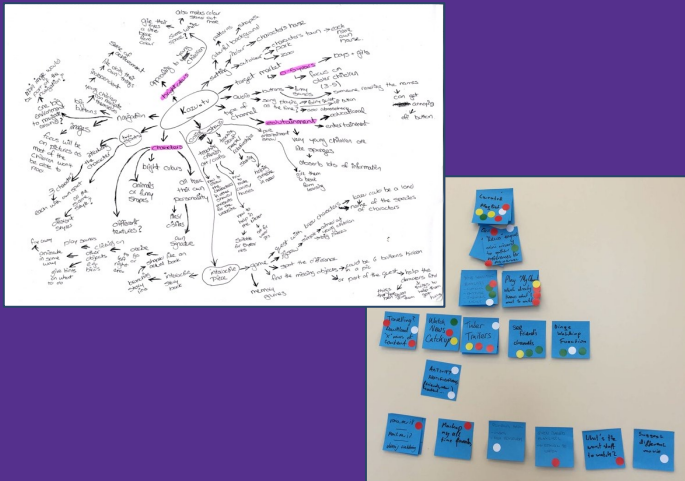
- Personae
- User stories
- Carte d'expérience
- Carte d'empathie
- Parcours
- ...



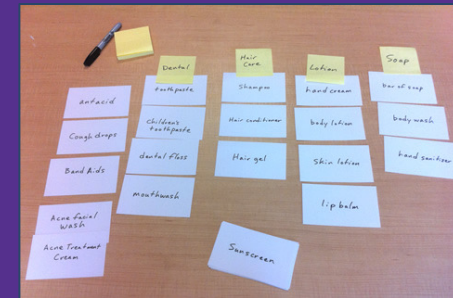
- Parcours (user flow)
- Wireframes
- Prototypes
- Rapports d'évaluation

Générer des idées...plein d'idées...

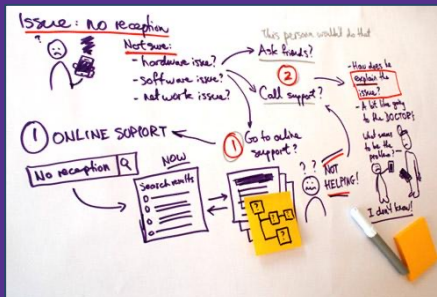
Brainstorm



Tri de cartes



Croquis



Storyboard

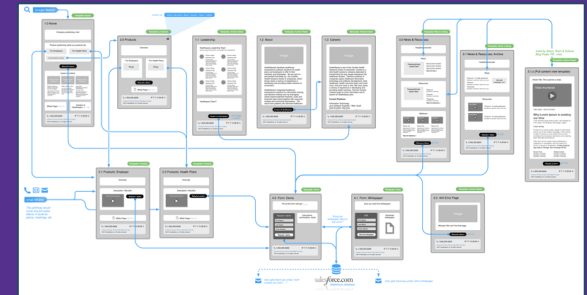


...pour tendre vers la bonne solution

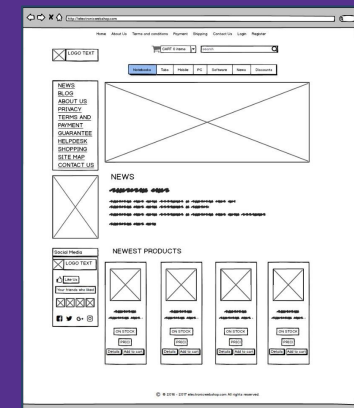
Prototypes



User flow



Wireframes



Critères ergonomiques de
Bastien & Scapin (1993)

Jakob Nielsen Usability
Heuristics (1995)

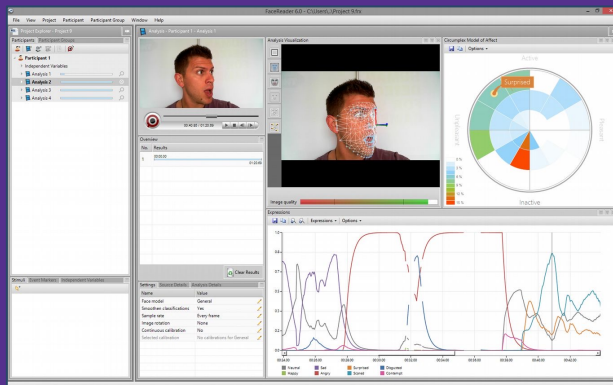
Don Norman Principles (2002)

...et plein d'autres

- Cohérences des interfaces
- Logique des parcours
- Retours d'information
- Prévention des erreurs
- ...

Tester et tester encore

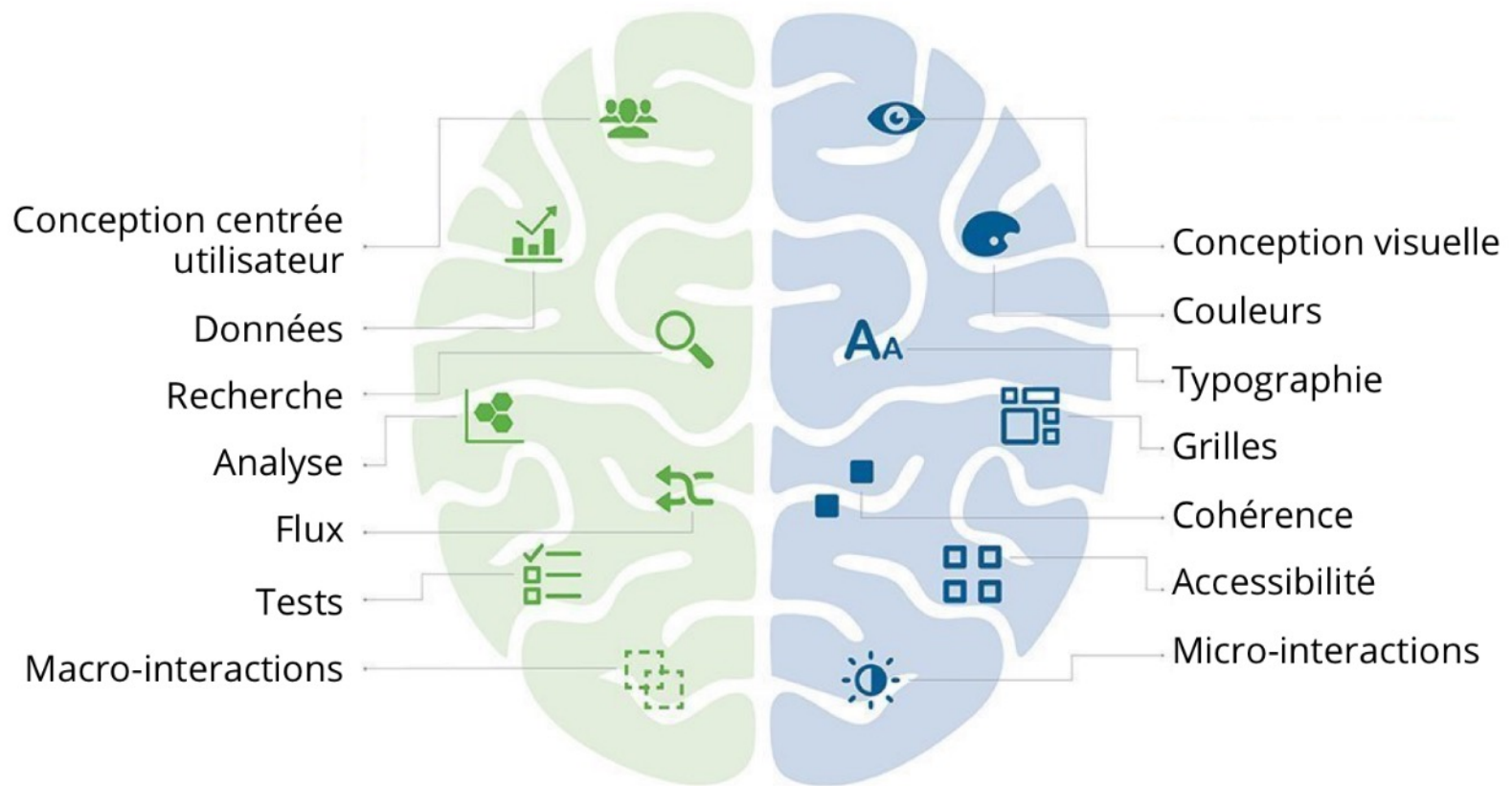
Avec un processus outillé



En mode "guérilla"



UX UI





Interface utilisateur
Produit



Expérience utilisateur
Produit + utilisation



MERCI