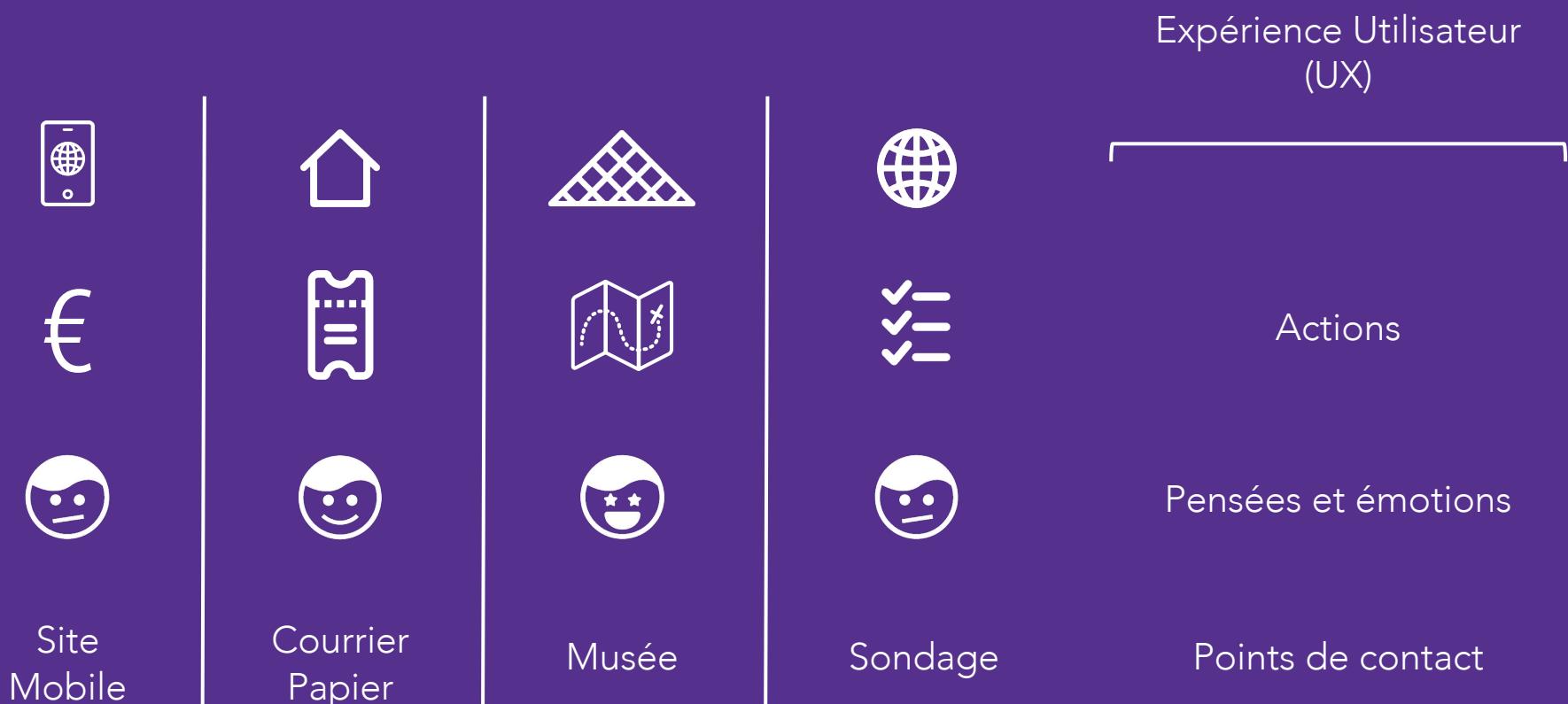


"Vingt fois sur le métier remettez votre ouvrage
Polissez-le sans cesse et le repolissez
Ajoutez quelquefois, et souvent effacez."

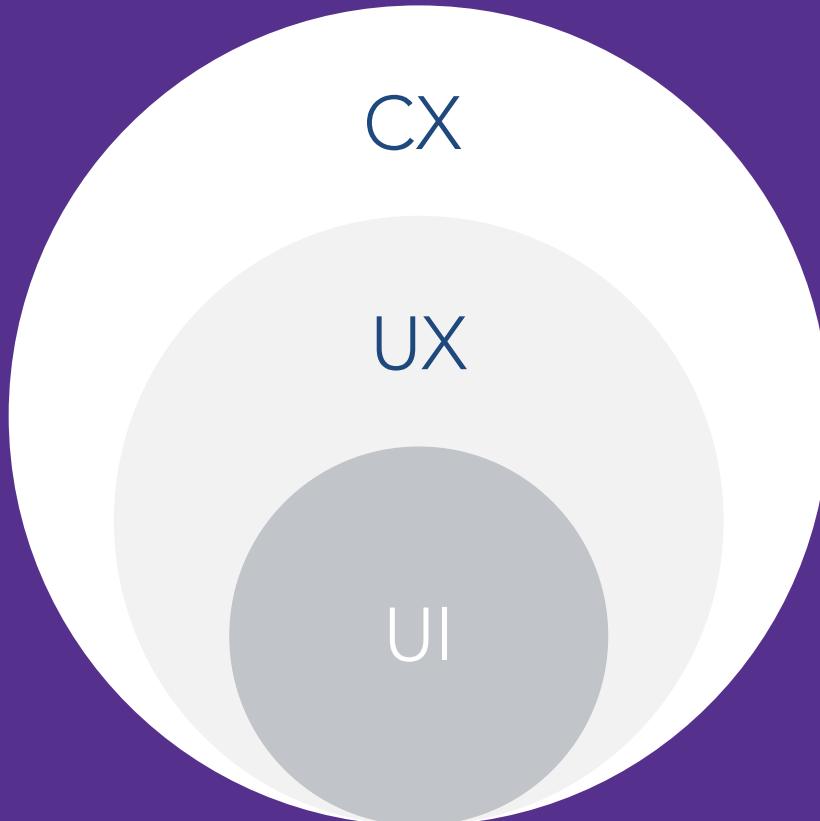
Nicolas Boileau

Introduction au Design UX

Allons visiter le Louvre



CX / UX / UI



Conception centrée sur l'utilisateur

http://fr.wikipedia.org/wiki/Conception_centr%C3%A9e_sur_l%27utilisateur
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.

Le design pour

- 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

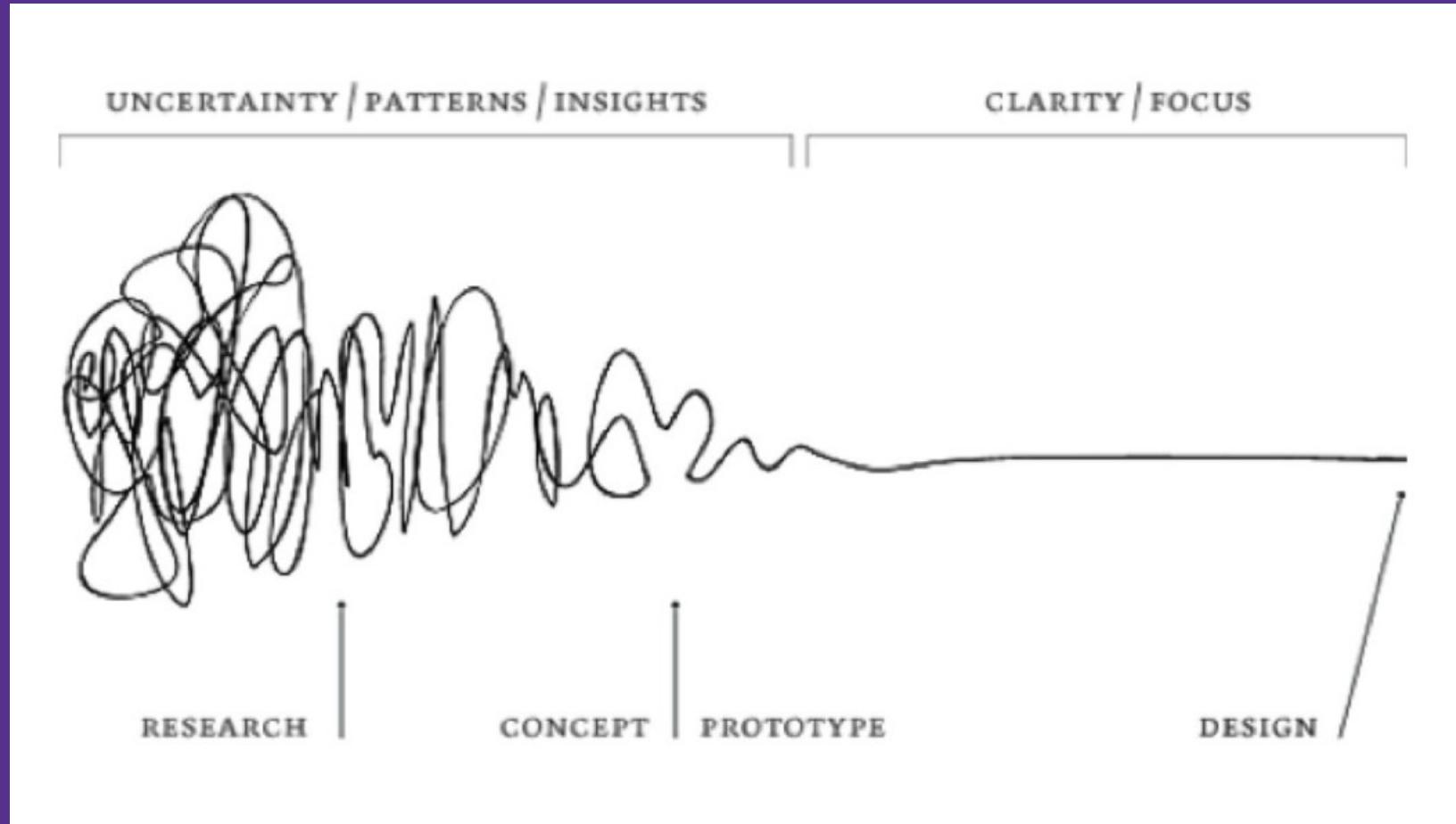
Orientée solution

S'abstraire des contraintes

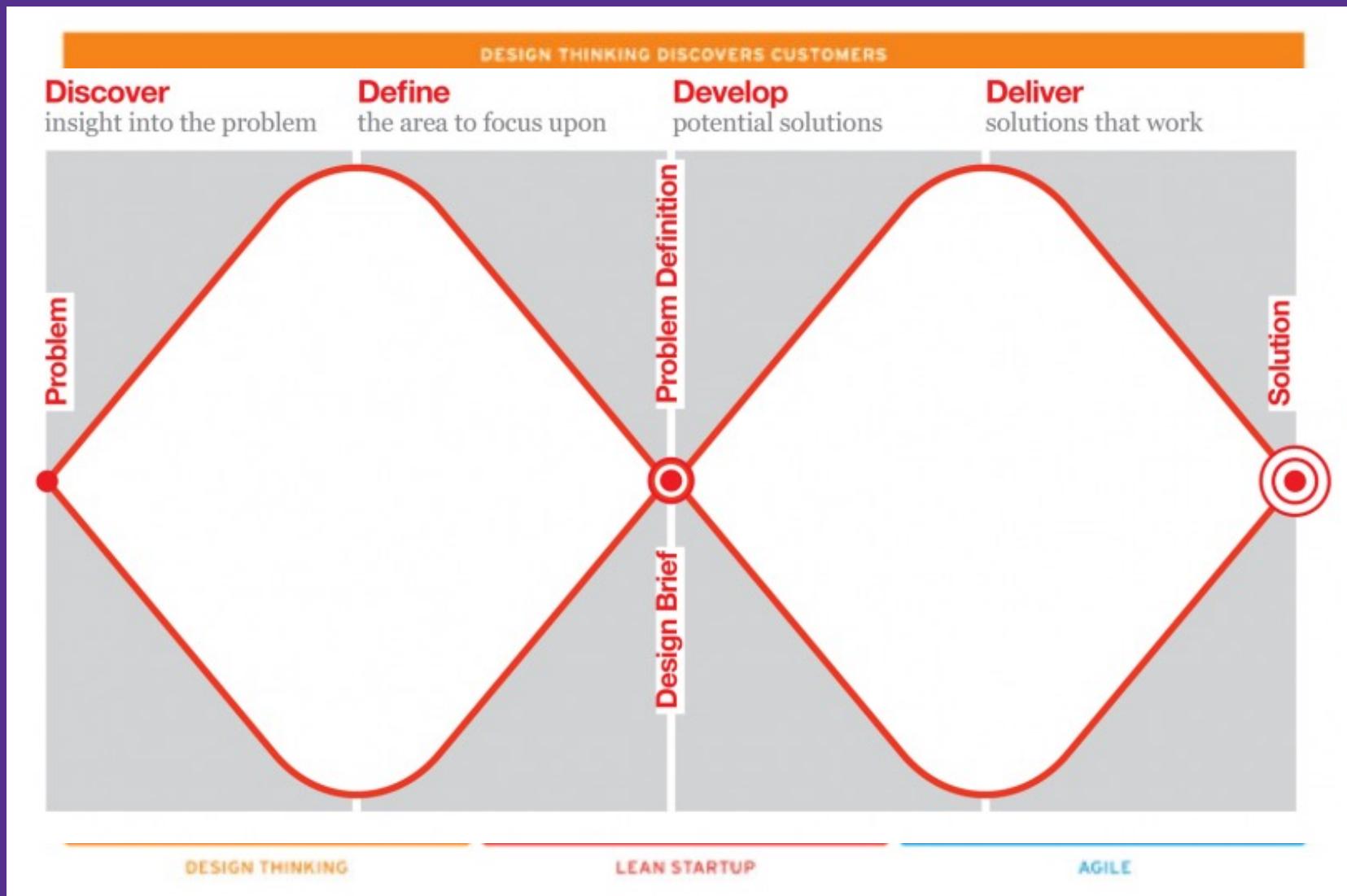
Imaginer une solution

→ « Voir » si ça marche

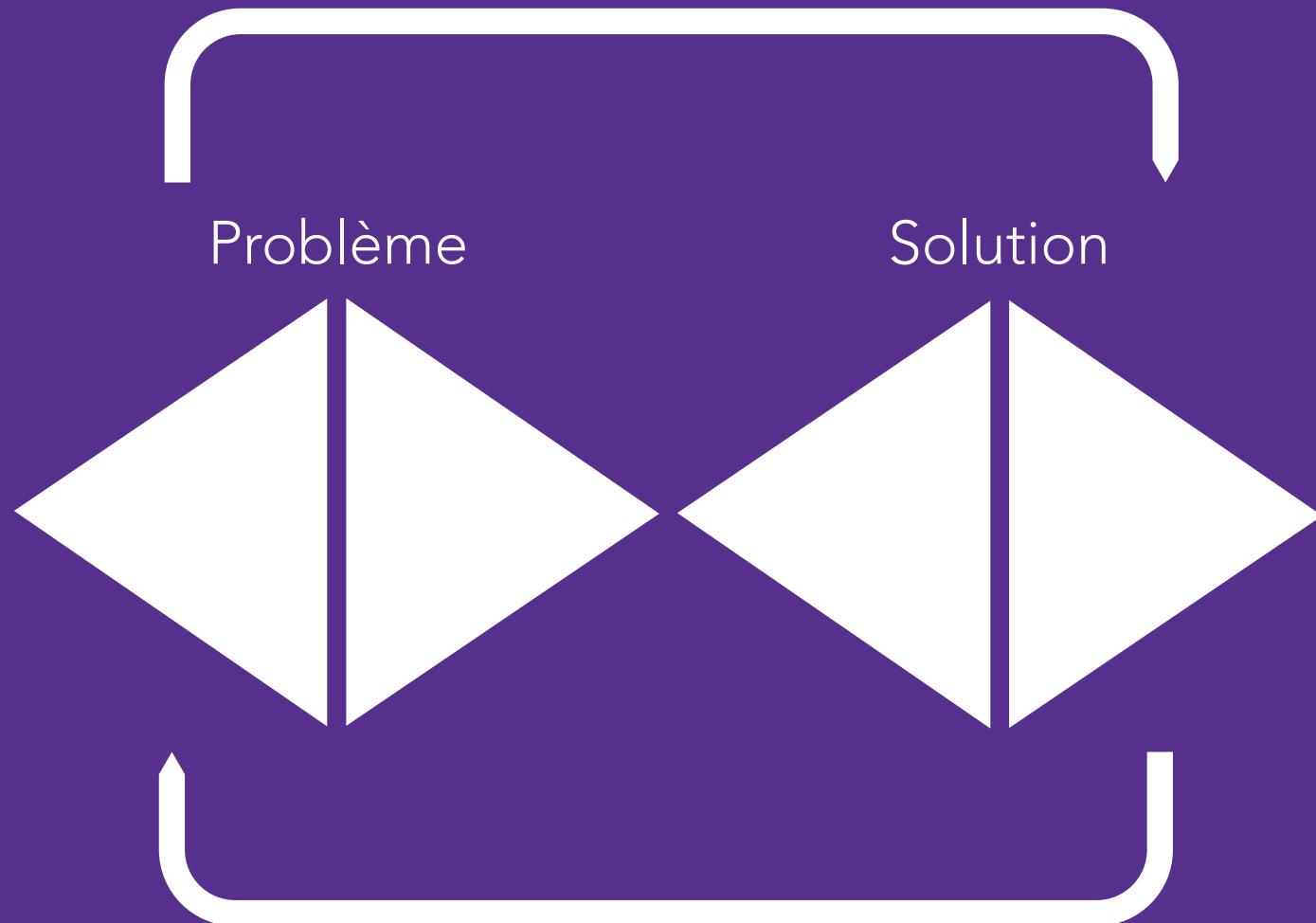
Approche Design



Process



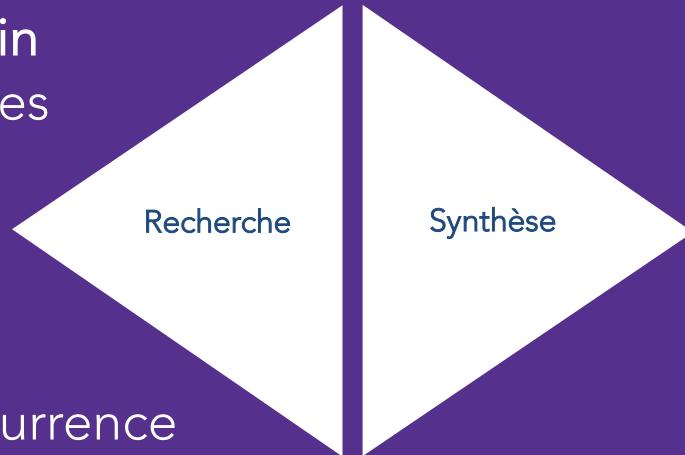
Double diamond



Les données du problème

Problème

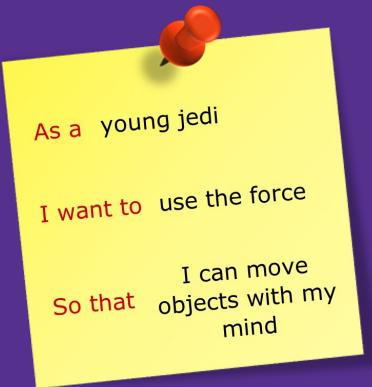
- Entretiens individuels
- Observations terrain
- Données sectorielles
- Enquêtes
- Les exigences
- Analytics
- Audit
- Analyse de la concurrence
- ...



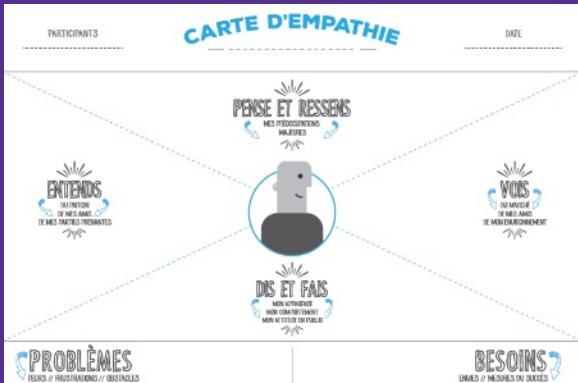
- Personae
- User stories
- Carte d'expérience
- Carte d'empathie
- Parcours
- ...

Les éléments du problème à résoudre

User stories



Carte d'empathie



Persona

Fred Fish: Corporate Chef
"Get me out of the office & into the kitchen."

Background: Masters from Johnson & Wales University

Computer skills: Novice

Job situation: Employee

Computer type: Netbook

Computer tools: Email, Web browsing

Background: Business, Engineering, Marketing, Management, Other: cooking

Key goals: Once a month, he meets with the head chef and to plan the menu. When they're done, he sends it to his staff and his manager.

In the life: He's not a computer whiz. On a good day, he drags in some clip art and do some fancy looking fonts. Once in awhile, he'll fumble through with some editor they have on his MacBook Pro.

Attitudes: He's figured out a lot, but not everything. He always had a problem sending a message without the attachments, or

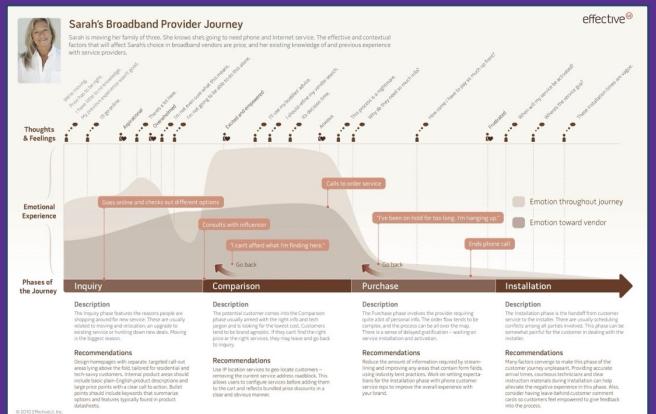
Photo from Flickr; some rights reserved

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

an attachment with no message. That's annoying and embarrassing and used to keep him away from computers.

The few times he does manage to have some features to help with that. Anytime he writes something like "see the attached menu" the program prompts him if he doesn't attach something. If there were a Nobel Prize for software, Fred would nominate the people who designed this.

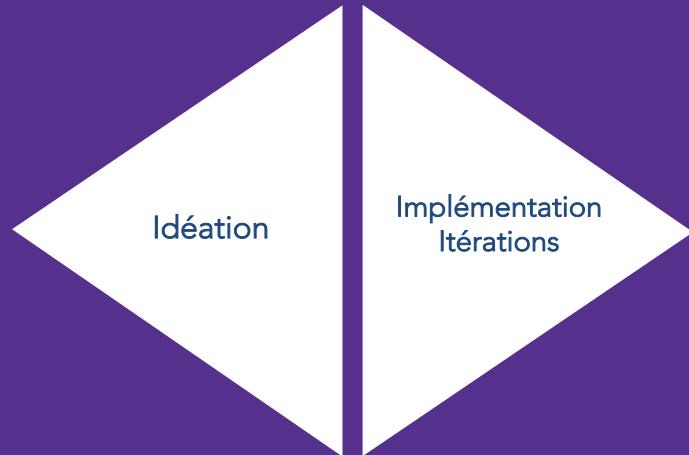
Carte d'expérience



Les données de la solution

Solution

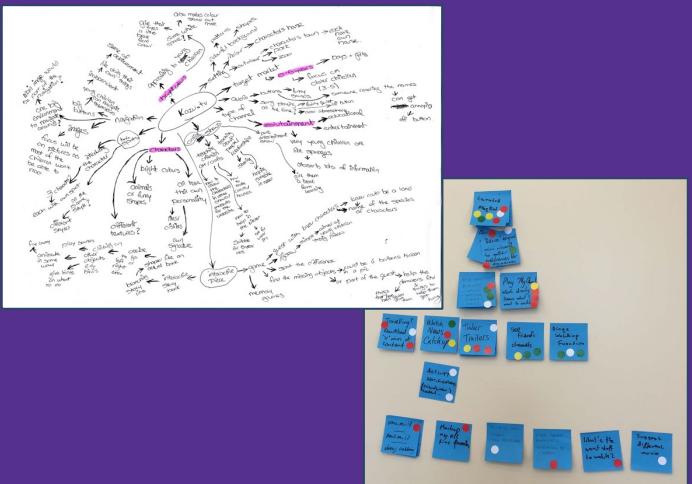
- Personae
- User stories
- Carte d'expérience
- Carte d'empathie
- Parcours
- ...



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

Générer des idées... plein d'idées...

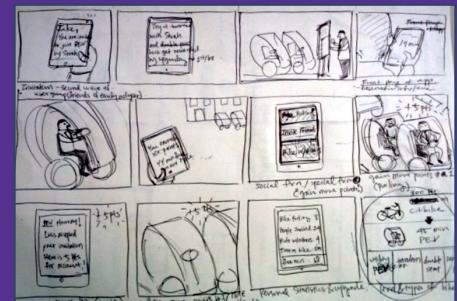
Brainstorm



Tri de cartes



Storyboard



Croquis

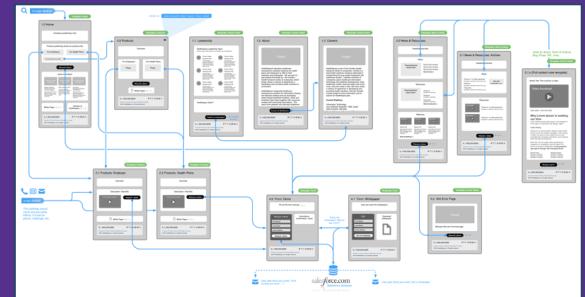


...pour tendre vers la bonne solution

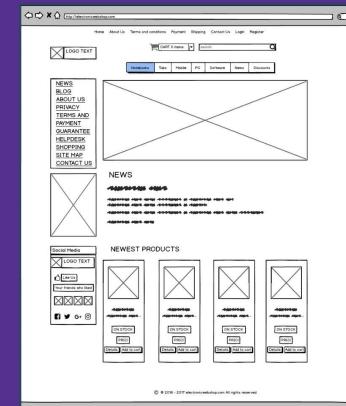
Prototypes



User flow



Wireframes



Critères ergonomiques de
Bastien & Scapin (1993)

Jakob Nielsen Usability
Heuristics (1995)

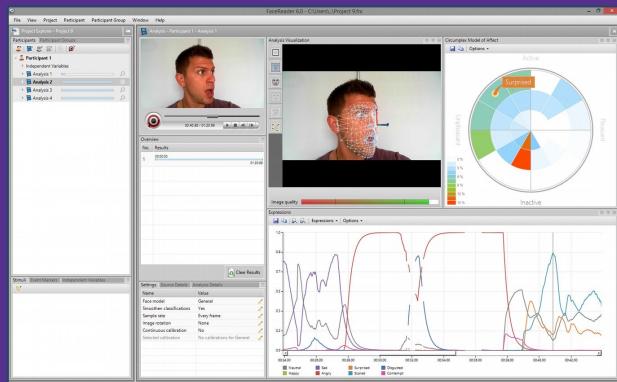
Don Norman Principles (2002)

...et plein d'autres

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

Tester et tester encore

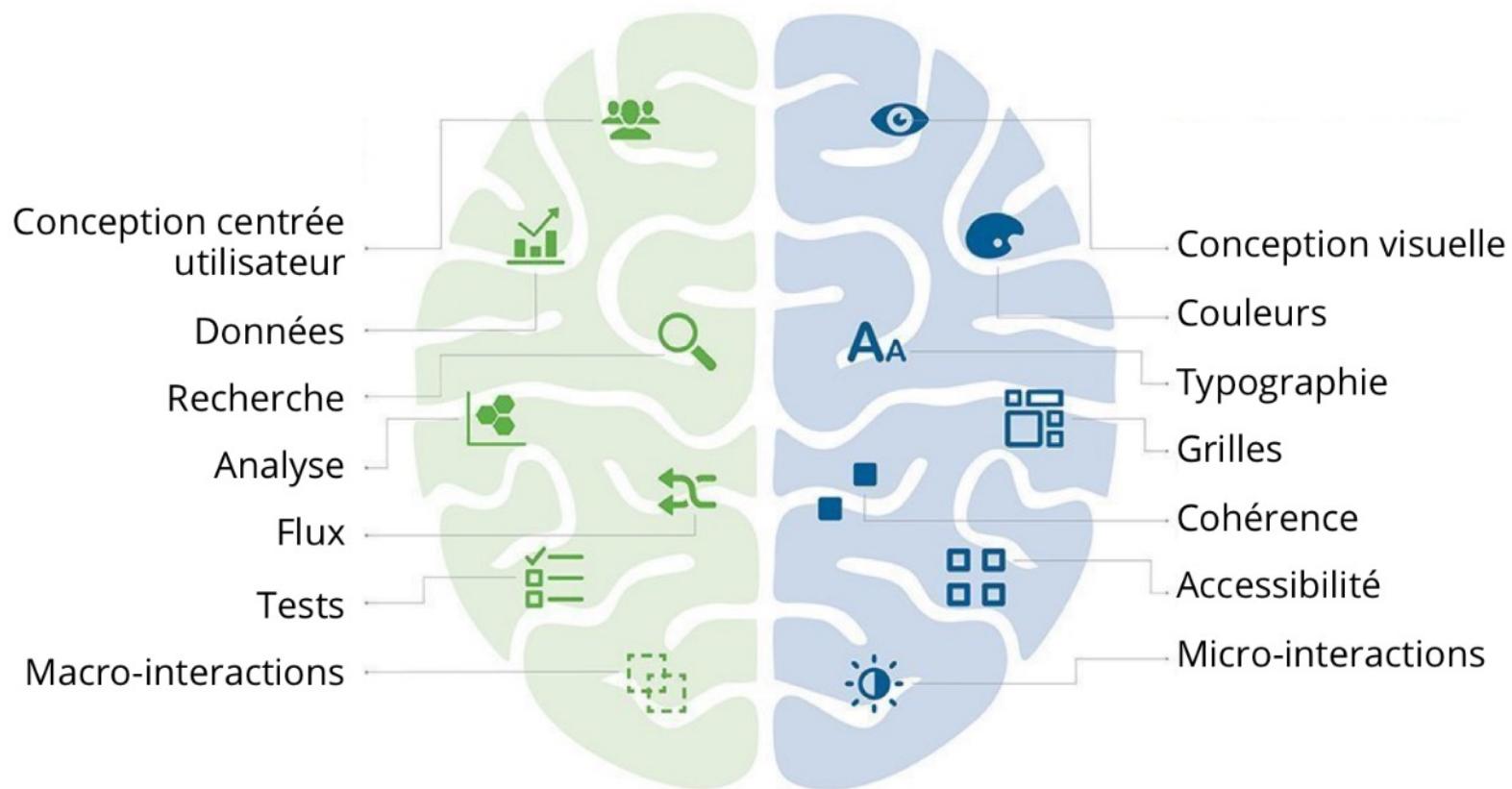
Avec un processus outillé



En mode "guérilla"



UX UI





Interface utilisateur
Produit



Expérience utilisateur
Produit + utilisation



MERCI