

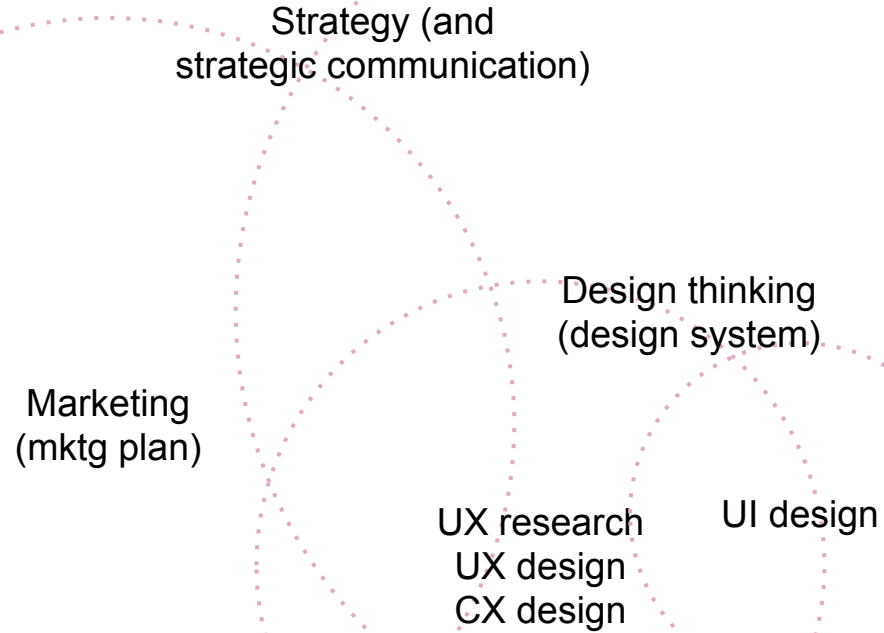
UX design

for digital marketing experts

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Quick lecture
@LUISS . 2024

Our fields of study



TODAY'S FOCUS

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WHO WE ARE?

A designer trying
talking to marketers.
You can be my boss.

How to lead
creative designers?

WHERE WE ARE?

Which didactical
convenient field?

WWW.

WWW is like
a public square.

TODAY'S PATH

Parts:
RESEARCH,
Part I

Arguments:

- 1.1 RESEARCH IS ALSO A JOURNEY
- 1.2 MASTER MINDSET & PRINCIPLES
- 1.3 SIMPLICITY AND COMPLEXITY

Eyeglasses:
humbleness
bravery
guidance

EXECUTION,
Part II

2.1 SATISFACTION: UI & CODING

beauty

VERIFICATION,
Part III

3.1 TRACKING (THE UNEXPECTED)

wisdom



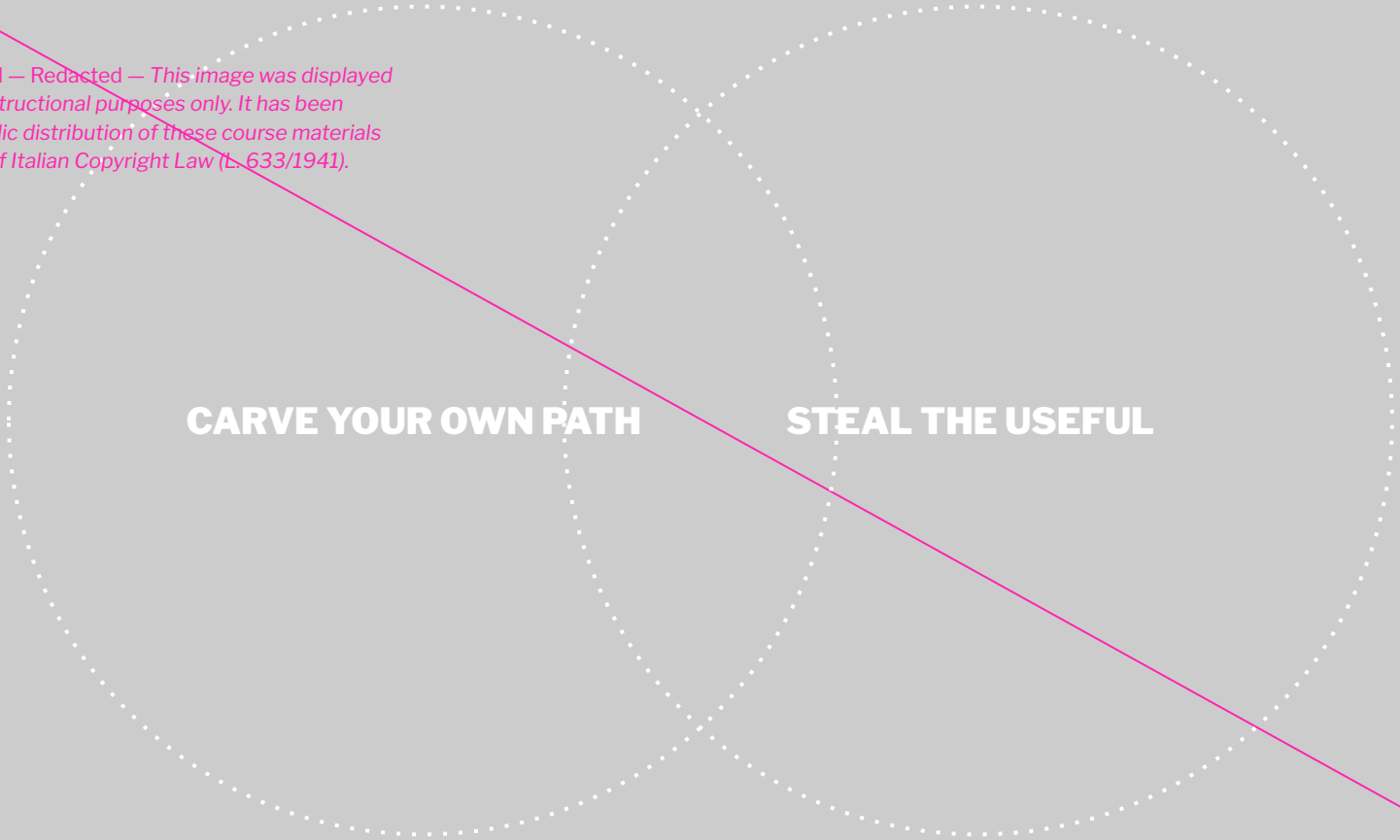
TODAY'S METHOD

The structure for each argument:

1. Seminar:
theoretical starting points, lessons, concepts.
2. Example(s):
a receipt or demonstration or methodological adoption.
3. References:
links and comments for tools, TEDs and other conferences,
further readings, other examples etc.

WHAT'S THE POINT

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CARVE YOUR OWN PATH

STEAL THE USEFUL

WHAT'S THE POINT

DON'T LOSE YOUR MIND

STEAL THE USEFUL

EL HELICOIDE, CARACAS, VENEZUELA (wikipedia)

RESEARCH:

1.1 RESEARCH IS ALSO A JOURNEY

humbleness

1.1 RESEARCH IS ALSO A JOURNEY

Seminar

The user is on a journey (not just touchpoints) through many fields
Internet hosts many markets (and touchpoints)
WWW is a competitive arena

WWW is ephemeral (Codeluppi)
WWW is mainly a participatory verbal media (McLuhan)
WWW is a language that speaks you (Lacan)

Wanderlust: explore something unfamiliar is satisfying for designers

Humbleness is an effective learning position for designers and companies

Research as an expert knowledge exchange (like the context mapping)

We must
preside!

We are called to adapt
to a set of languages:
we must study!

How design can help?
We must provide
concrete solutions!

1.1 RESEARCH IS ALSO A JOURNEY

Example

Let's use a design thinking tool to design a research process.

The tool: the double diamond (references: [origins](#), [updated](#)).

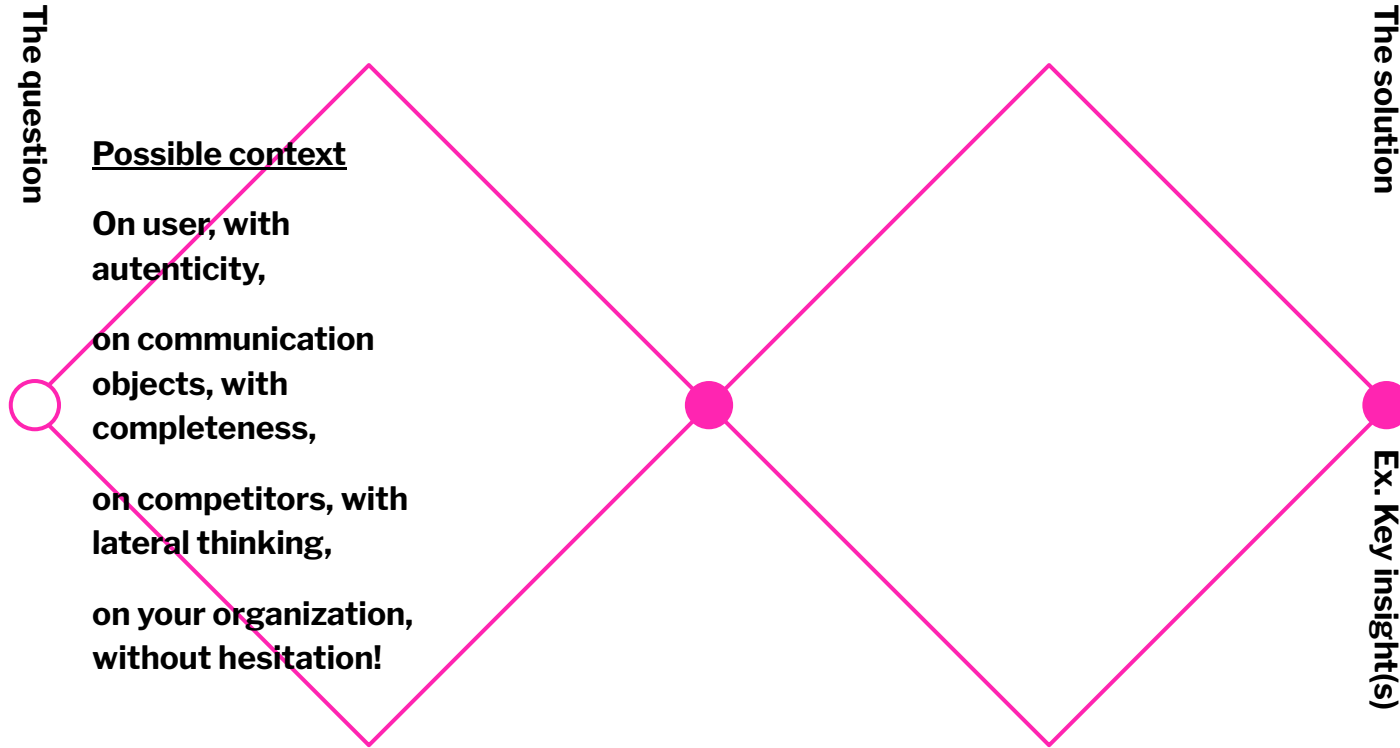
How to?

1. Create the research frame:
Ask to research to your designer and give them resources to do that.
2. Lead the work with a design thinking mindset:
You can apply the double diamond approach to the research activity.
3. Learn the key points of this model:
 - a. **Start with a research question;**
 - b. **Divergent mindset, convergent mindset;**
 - c. **Horizontal and vertical scaling of research.**
4. Design the process ([like here](#))!

1.1 RESEARCH IS ALSO A JOURNEY

Example

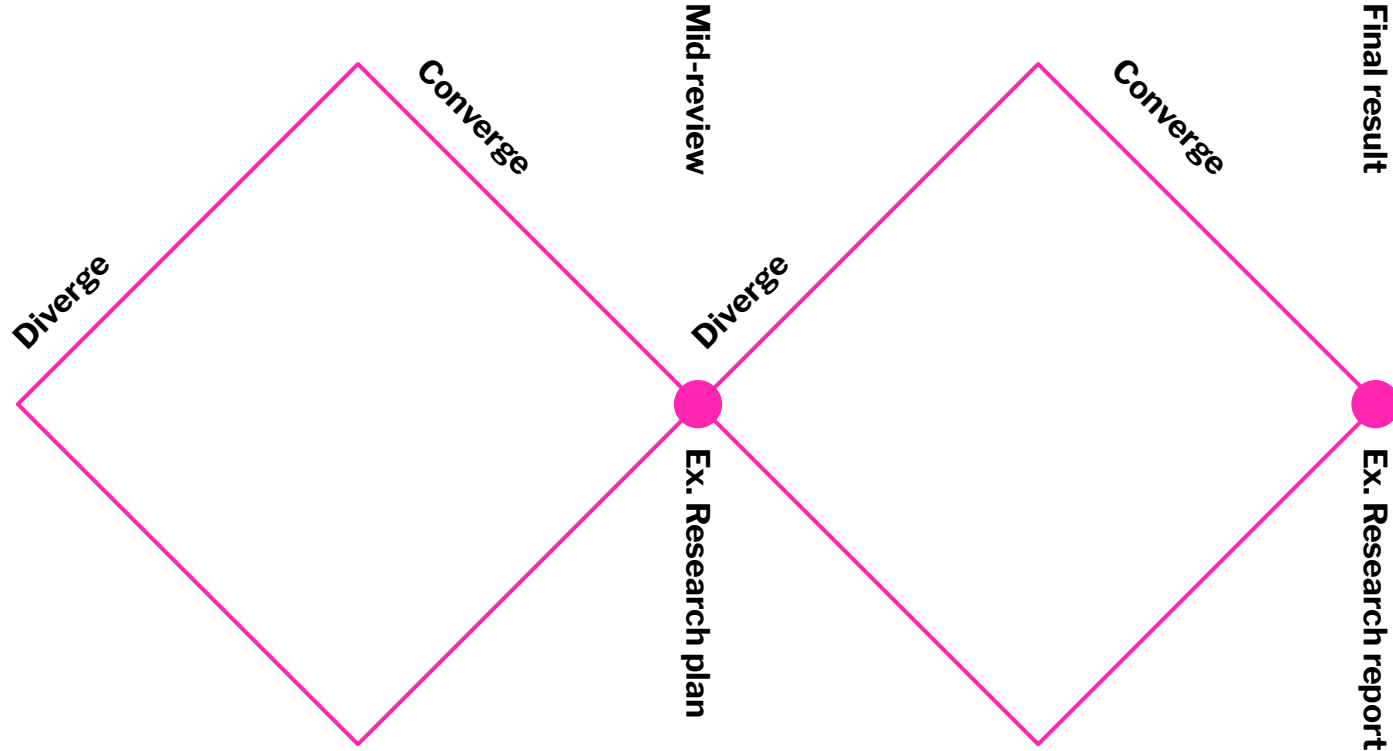
a. Start with a research question



1.1 RESEARCH IS ALSO A JOURNEY

Example

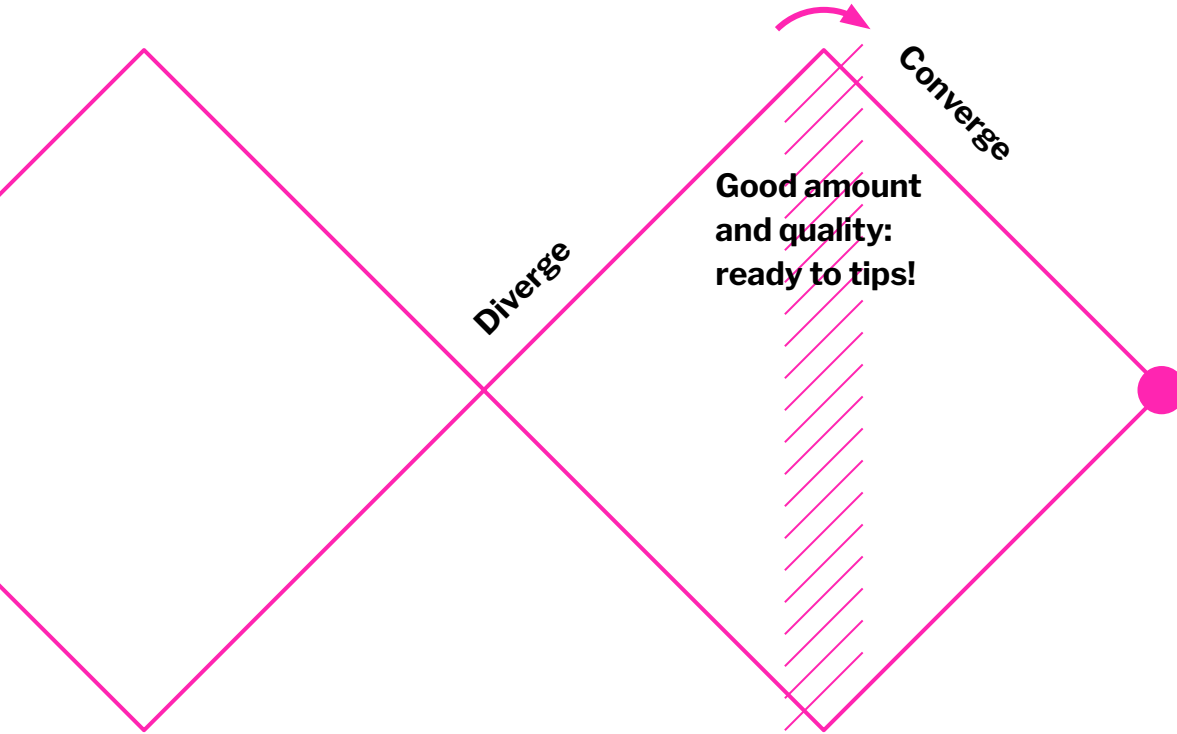
- b. Divergent mindset, convergent mindset;



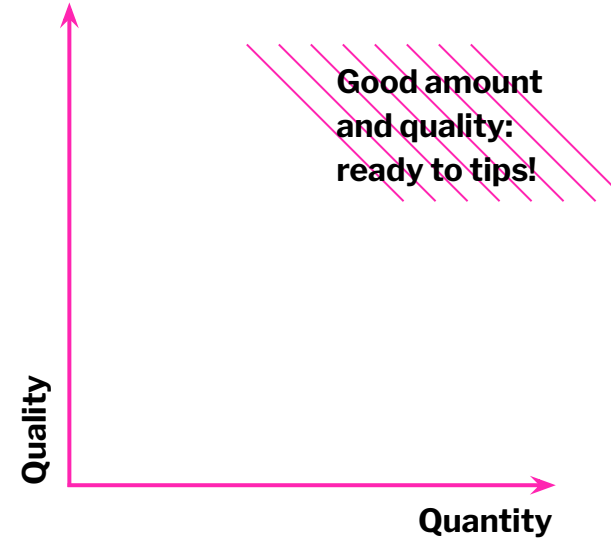
1.1 RESEARCH IS ALSO A JOURNEY

Example

c. Horizontal and vertical scaling of research.



Horizontal scaling: collect more references;
vertical scaling: in-deep few references.



1.1 ALSO RESEARCH IS A JOURNEY

References

A RESEARCH WALL

About [A dark room](https://bit.ly/LUISS-research-wall-example) : <https://bit.ly/LUISS-research-wall-example>

BOOK

This is Service Design Doing — Book / School / Methods, [see the website with free contents](#)

VIDEO

TED: David Macaulay: An illustrated journey through Rome | TED Talk, [video 21'21" with translated subtitles](#)

ARTICLE ABOUT DOUBLE DIAMOND AND DESIGN THINKING

From IQ tests to design thinking: The complex origins and invisible legacy of brainstorming, [5-6 pages with good illustrations](#)

TOOL (EXPLORING AND COLLECTING)

[Are.na](#)

RESEARCH:

1.2 MASTER MINDSET & PRINCIPLES

bravery

1.2 MASTER MINDSET & PRINCIPLES

Seminar

Usability as a starting point

“(Usability refers to) the extent to which a product can be used by specified users to achieve specific goals with effectiveness, efficiency and satisfaction in a specified context of use.” —ISO 9241-11

Effectiveness

Accuracy and completeness with which users achieve specified goals.

Efficiency

*Resources used in relation to the results achieved.
Typical resources include time, human effort, costs and materials.*

Satisfaction

Extent to which the user's physical, cognitive and emotional responses that result from the use of a system, product or service meet the user's needs and expectations.

Read
it later

1.2 MASTER MINDSET & PRINCIPLES

Seminar

Usability as a starting point

[Key concepts \(Usability 101\)](#) focussed on UX proposed by Jakob Nielsen.

Read
it later

Learnability

How easy is it for users to accomplish basic tasks the first time they encounter the design?
Using the product should be **easy to learn** for its intended user.

Efficiency

Once users have learned the design, how quickly can they perform tasks?
The product should be **efficient to use**.

Memorability

When users return to the design after a period of not using it, how easily can they reestablish proficiency?
Using the product should be **easy to remember**.

Errors

How many errors do users make, how severe are these errors, and how easily is the recover?
The product should **not allow major errors** to occur during its use.

Satisfaction

How pleasant is it to use the design?
Using the product should be subjectively **enjoyable**.

1.2 MASTER MINDSET & PRINCIPLES

Seminar

Usability as a starting point

Main areas from W3C coding guidelines... means coding minimum standards.

Read
it later

Perceivable

The users must be able to perceive the information being presented.
It can't be invisible to all of their senses).

Operable

The users must be able to operate the interface.
The interface cannot require interaction that a user cannot perform.

Understandable

The users must be able to understand the information and operations of the user interface.
The content or operation cannot be beyond the understanding of users.

Robust

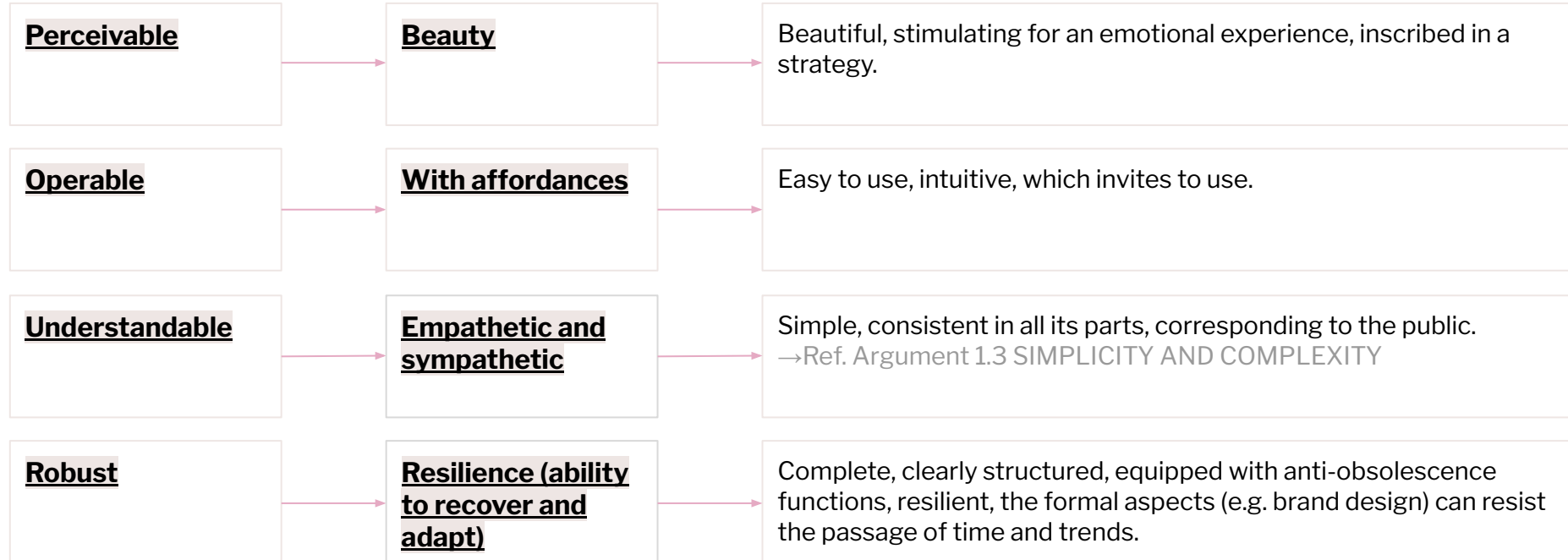
The users must be able to access the content as technologies go forward
As technologies and user agents evolve, the content should remain accessible.

1.2 MASTER MINDSET & PRINCIPLES

Seminar

Usability as a starting point

Main areas from W3C coding guidelines... became heuristics for UI.



1.2 MASTER MINDSET & PRINCIPLES

Examples

Usability as a starting point

Affordances for button recognition

Few affordances



Lorem ipsum

Lorem ipsum

Lorem ipsum

Lorem ipsum



Click here!

Lorem ipsum



Many affordances



1.2 MASTER MINDSET & PRINCIPLES

Examples

Usability as a starting point

Combine affordances and beauty (in product design)

Didier Rams

Formafantasma

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1.2 MASTER MINDSET & PRINCIPLES

Examples

Usability as a starting point

Combine affordances and beauty (in interface design)

Google Gemini with Material Design system

Apple Car Play 2024 with Aston Martin

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1.2 MASTER MINDSET & PRINCIPLES

References

AUTHORITATIVE BLOG POST

10 Usability Heuristics for User Interface Design, [4-5 pages with illustrations](#)

VIDEO

Simon Sinek: How great leaders inspire action | TED Talk [18' video with subtitles](#)

VIDEO

Tim Harford: How frustration can make us more creative | TED Talk [15' video with subtitles](#)

BOOK

Donald A. Norman, The Design of Everyday Things

RESEARCH:

1.3 SIMPLICITY AND COMPLEXITY

guidance

1.3 SIMPLICITY AND COMPLEXITY

Seminar

“Simplicity is a quality that not only evokes passionate loyalty for a product design, but also has become a key strategic tool for businesses to confront their own intrinsic complexities.”

— [The Laws of Simplicity, John Maeda](#)

“Simplicity is about subtracting the obvious, and adding the **meaningful**.”

— ibidem, the 10th law

“The simplest way to achieve simplicity is through thoughtful reduction. When in doubt, just remove. But be careful of what you remove.”

— ibidem, the 1st law

Methods to follow to reduce, starting from a research on the user journey:

- **Shrink,**
- **Hide,**
- **Embody**

Read
it later

1.3 SIMPLICITY AND COMPLEXITY

Example

The laws of simplicity → Law 1: Reduce →

SHE: Shrink

Scrolling vs pagination: 1. there's no conflict, 2. clever blend, 3. continuity is the default preferable (scrolling is better in most cases).

“Scrolling is a continuation while clicking is a decision” — Joshua Porter



1.3 SIMPLICITY AND COMPLEXITY

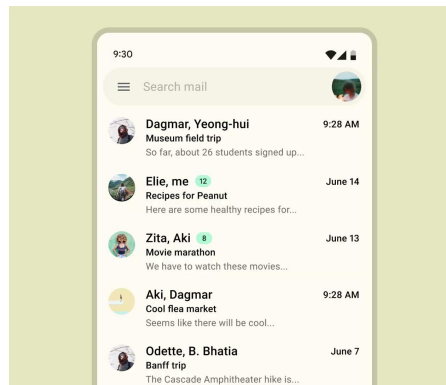
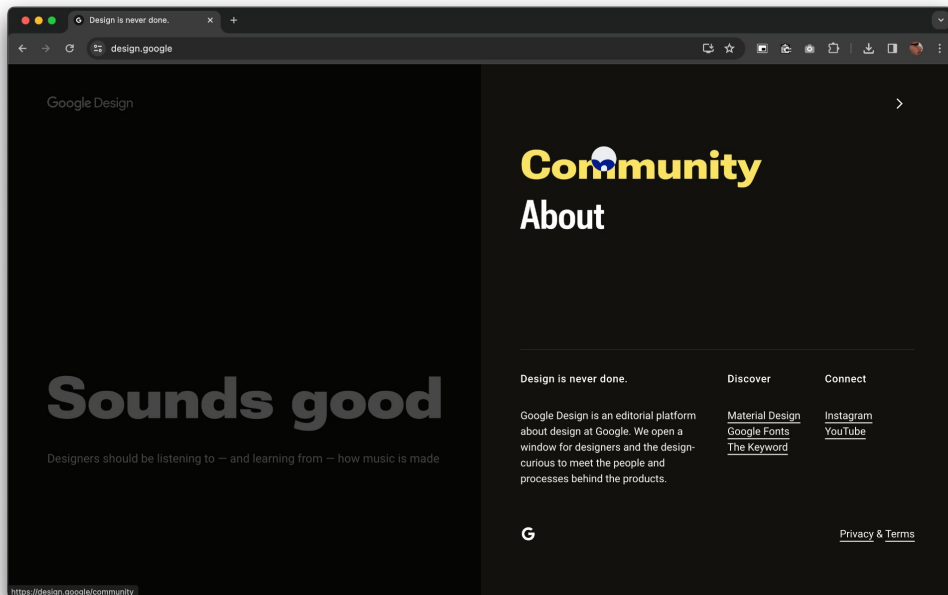
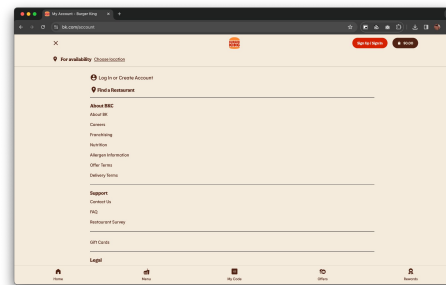
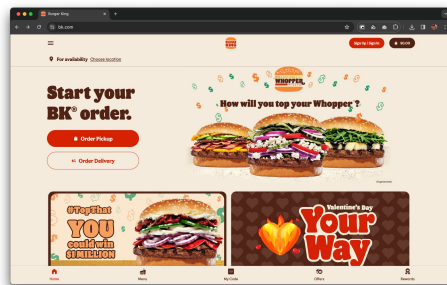
Example

The laws of simplicity → Law 1: Reduce →

SHE: Hide

Hamburger menu examples:

- a. from [Burger King global website](#)
- b. Material design ["Navigation drawer"](#)
- c. design.google [navigation system](#)



1.3 SIMPLICITY AND COMPLEXITY

Example

The laws of simplicity → Law 1: Reduce →

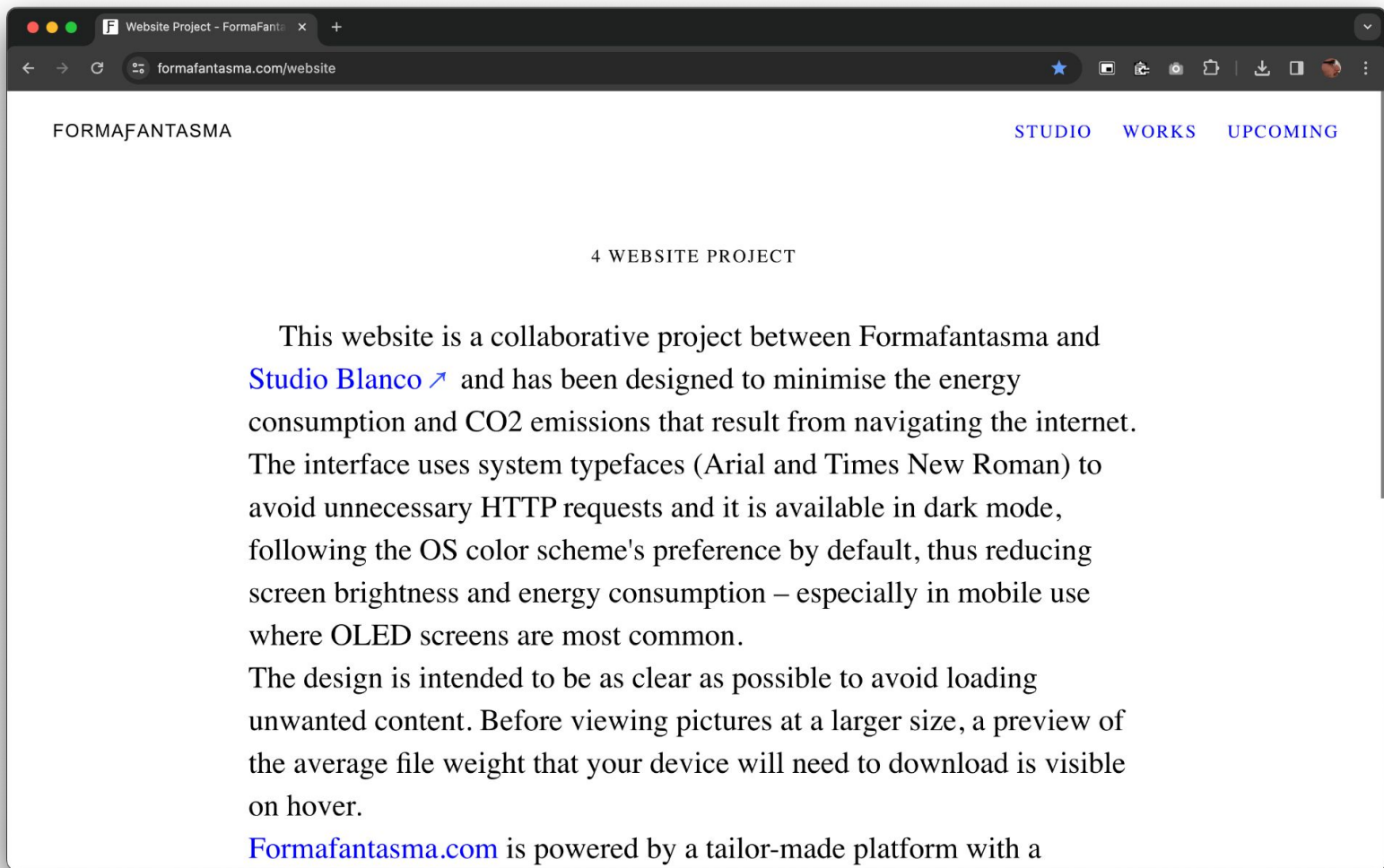
SHE: Embody

“embody-ing quality is primarily a business decision, more than one of design or technology. The quality can be actual, as embodied by better materials and craftsmanship; or the quality can be perceived”

— [The Laws of Simplicity, John Maeda](#)

“Lessen what you can and conceal everything else without losing the sense of inherent value. embody-ing a greater sense of quality through enhanced materials and other messaging cues is an important subtle counterbalance to shrink-ing and hide-ing the directly understood aspects of a product.”

— Ibidem



1.3 SIMPLICITY AND COMPLEXITY

References

VIDEO

Tom Hulme: What can we learn from shortcuts? | TED Talk, [7' video with subtitles](#)

VIDEO PLAYLIST

The pursuit of curiosity and understanding | TED Talks, [6 videos](#)

A NERD MANIFESTO

The Kiss Principle, [2 pages reading](#)

ANOTHER BOOK

Steve Krug, Don't Make Me Think, <https://www.are.na/block/20177331>

UX TOOL FOR RESEARCH

[Hotjar Engage](#), Automate The Entire User Research Process

2.1 SATISFACTION: UI & CODING beauty

2.1 SATISFACTION: UI & CODING

Lecture

INFORMATION ARCHITECTURE: Structuring and organizing information in a way that makes sense and is easy to navigate.

TOOL

[Miro](#), First idea to final innovation — it all lives here

WIREFRAMING AND PROTOTYPING: Creating visual representations of the interface to test and upgrade the stoner experience.

TOOL

[Figma's Resource Library](#) - How-To & Best Practice Articles

USER INTERFACE: Design fastening on the aesthetics of the product, including color schemes, typography, and visual rudiments.

REFERENCE

Shopify Polaris design system, [Design section](#)

INTERACTION DESIGN: Designing interactive rudiments like buttons, menus, and forms that grease stoner engagement.

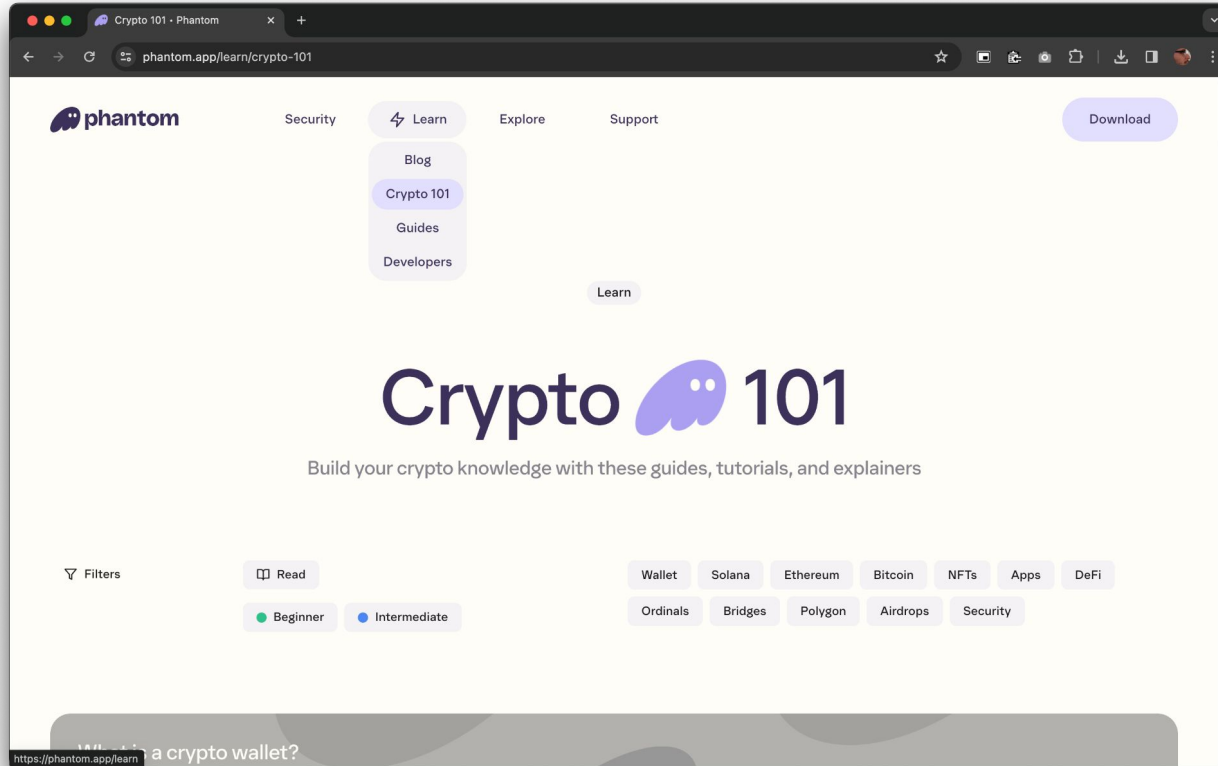
REFERENCE

[Material Design](#)

Read
it later

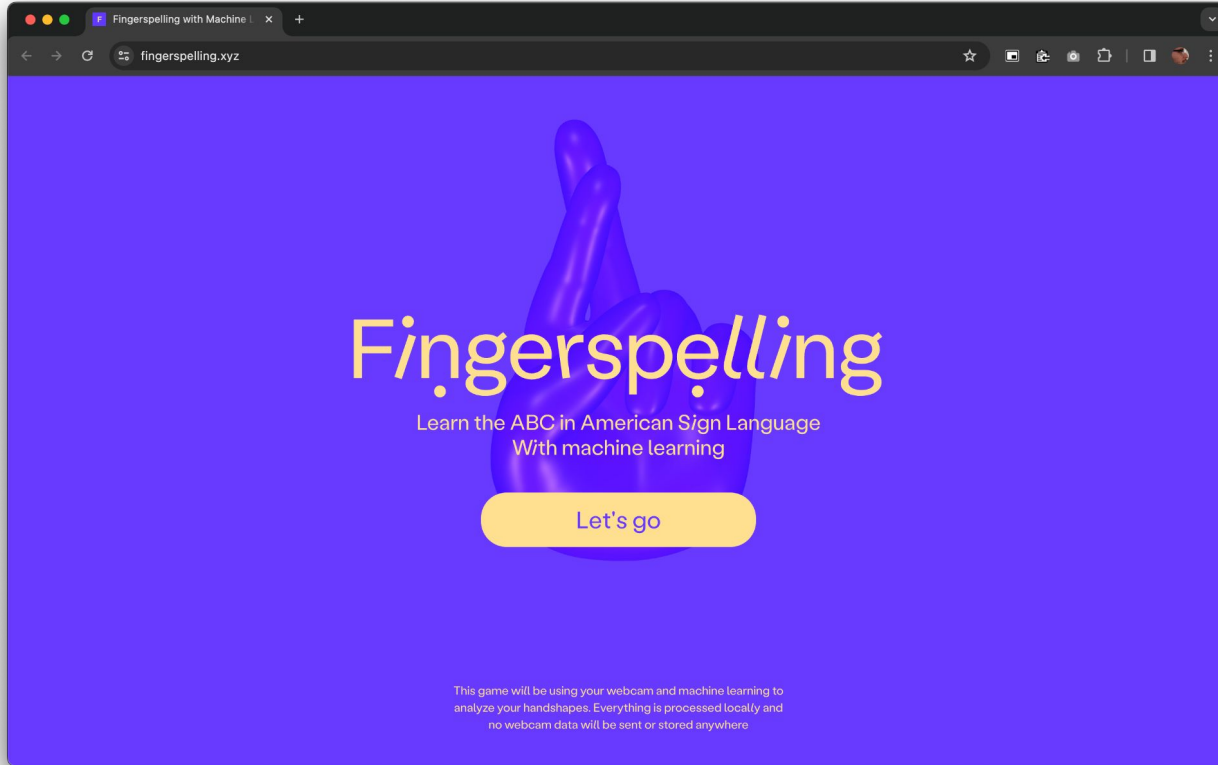
2.1 SATISFACTION: UI & CODING

Example



2.1 SATISFACTION: UI & CODING

Example



[Fingerspelling with
Machine Learning](#)

[More about this project](#)

2.1 SATISFACTION: UI & CODING

References

BOOK

UX Fundamentals for Non-UX Professionals: User Experience Principles for Managers, Writers, Designers, and Developers, Edward Stull

WIREFRAME EXAMPLE

[Grocery Shopping App Wireframes - Volodymyr Melnyk](#)

DESIGN SYSTEM GOOD GUIDELINE

[DesignSystems.com](#)

DESIGNING TOOL

[Magic Design™: Free Online AI Design Tool | Canva](#)

DESIGNING TOOL, A SIMPLE AND COMPLETE WEB BUILDER

[Progettazione siti web | Progetta un sito web che ti caratterizzi | Wix.com](#)

DESIGNING TOOL, THE MOST COMPLETE WEB BUILDER

[Webflow](#): Create a custom website | Visual website builder

ARTICLE

What is a wireframe? [The definitive guide · Sketch](#), and [another guide](#).

VERIFICATION

the general and the particular

3.1 TRACKING (THE UNEXPECTED)

Lecture

The Shannon–Weaver model is...
the connecting ring between strategy and communication.



3.1 TRACKING (THE UNEXPECTED)

Lecture

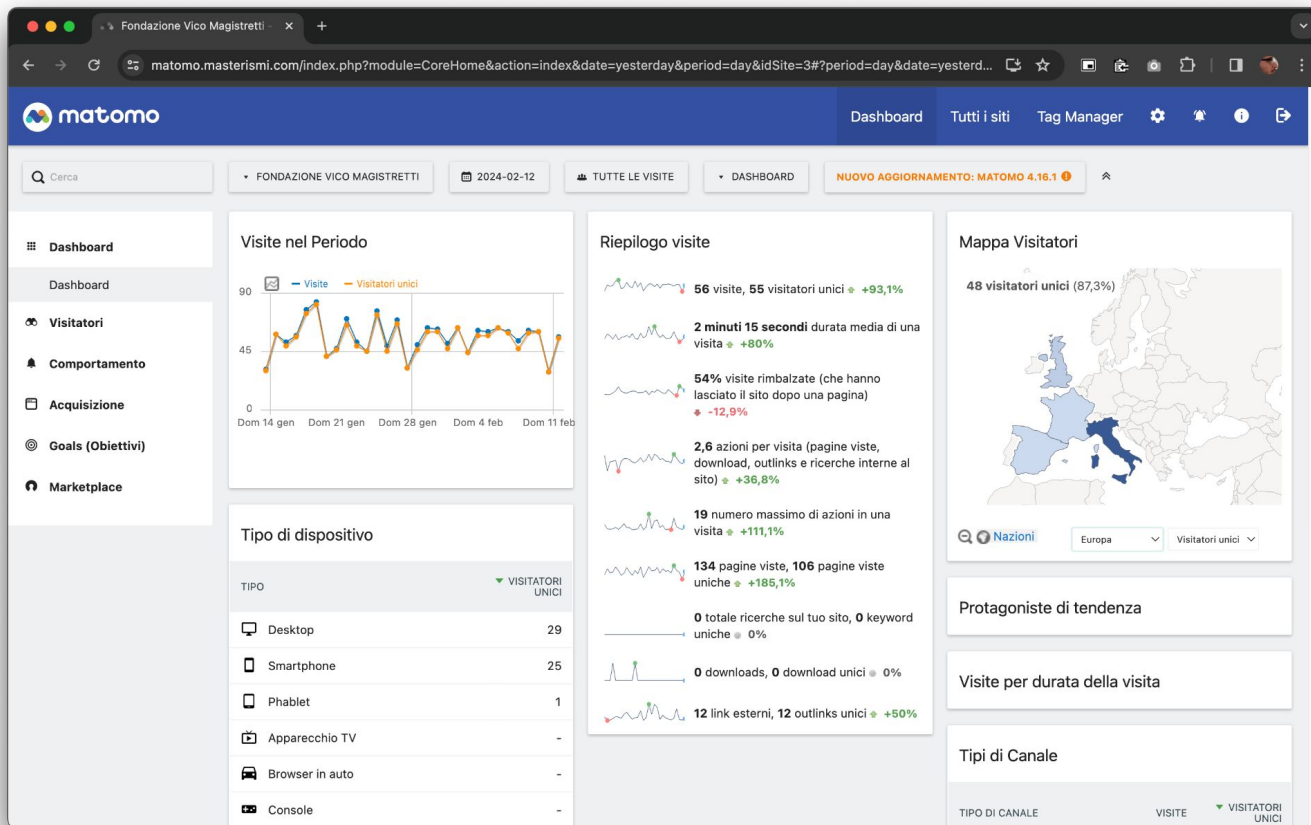
The Shannon–Weaver model is...
not complete, it needs to add the feedback from users.

...in the noise...



3.1 TRACKING (THE UNEXPECTED)

Example



3.1 TRACKING (THE UNEXPECTED)

References

PAMPHLET

[Frog's agency publication, The Business Value of Design](#)

TOOL

Visualize User Behavior With Click, Scroll, and Move Heatmaps, [Hotjar Heatmap](#)

TOOL

Discover What Users Think About Your Site With [Hotjar Feedback](#)

VIDEO (ABOUT UNINTENDED CONSEQUENCES)

Michael Bierut: How to design a library that makes kids want to read | TED Talk, [12' video with subtitles](#)

GENERAL REFERENCES

Books | Are.na

<https://www.are.na/francesco-zaccaria/books-tjppc3fhfwy>

ADBusters shareable for students

[from my dropbox](#)

Contextmapping – A design approach to learn from everyday people and use the insights for innovation

<https://web.archive.org/.../http://contextmapping.com/>

All you need is links - by Gordon Brander - Subconscious

<https://subconscious.substack.com/p/all-you-need-is-links>

IDEO's Design Kit

<https://www.designkit.org/>

Thanks!

I appreciate receiving feedback about the lecture.

Prof. Francesco Zaccaria

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ARRIVEDERCI ROMA, GOODBYE, AU REVOIR...