

The UX Lifecycle

SWEN444

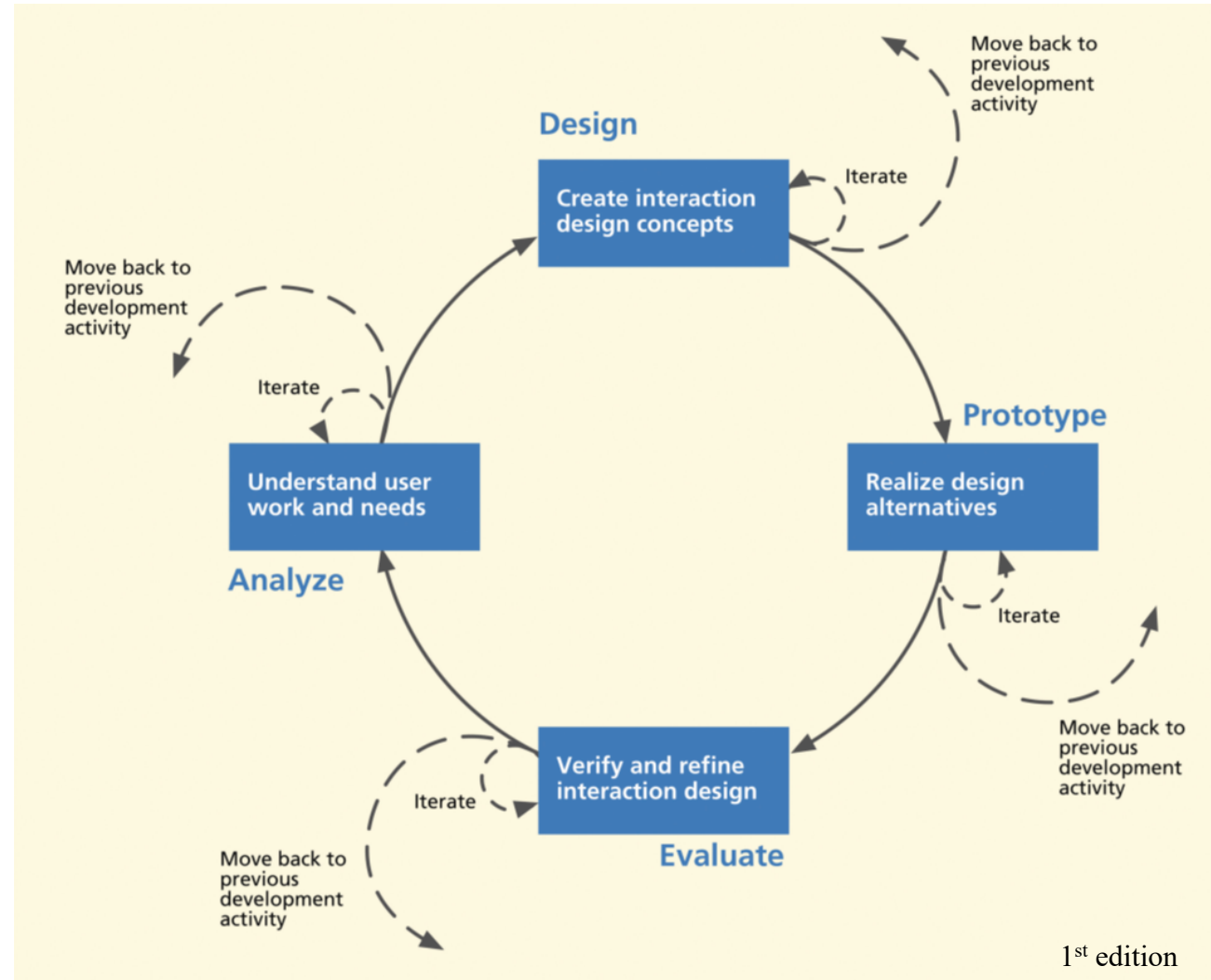
Selected material from *The UX Book*, Hartson & Pyla

The UX Life Cycle

Iterative, evaluation-centered, UX lifecycle **template** to evolve UX design

- **Iteration:** All or part repeated for purpose of exploring, fixing, or refining design
- **Lifecycle** is structured framework consisting of a series of stages and corresponding activities
- **Template:** a skeleton of development activities instantiated within each project

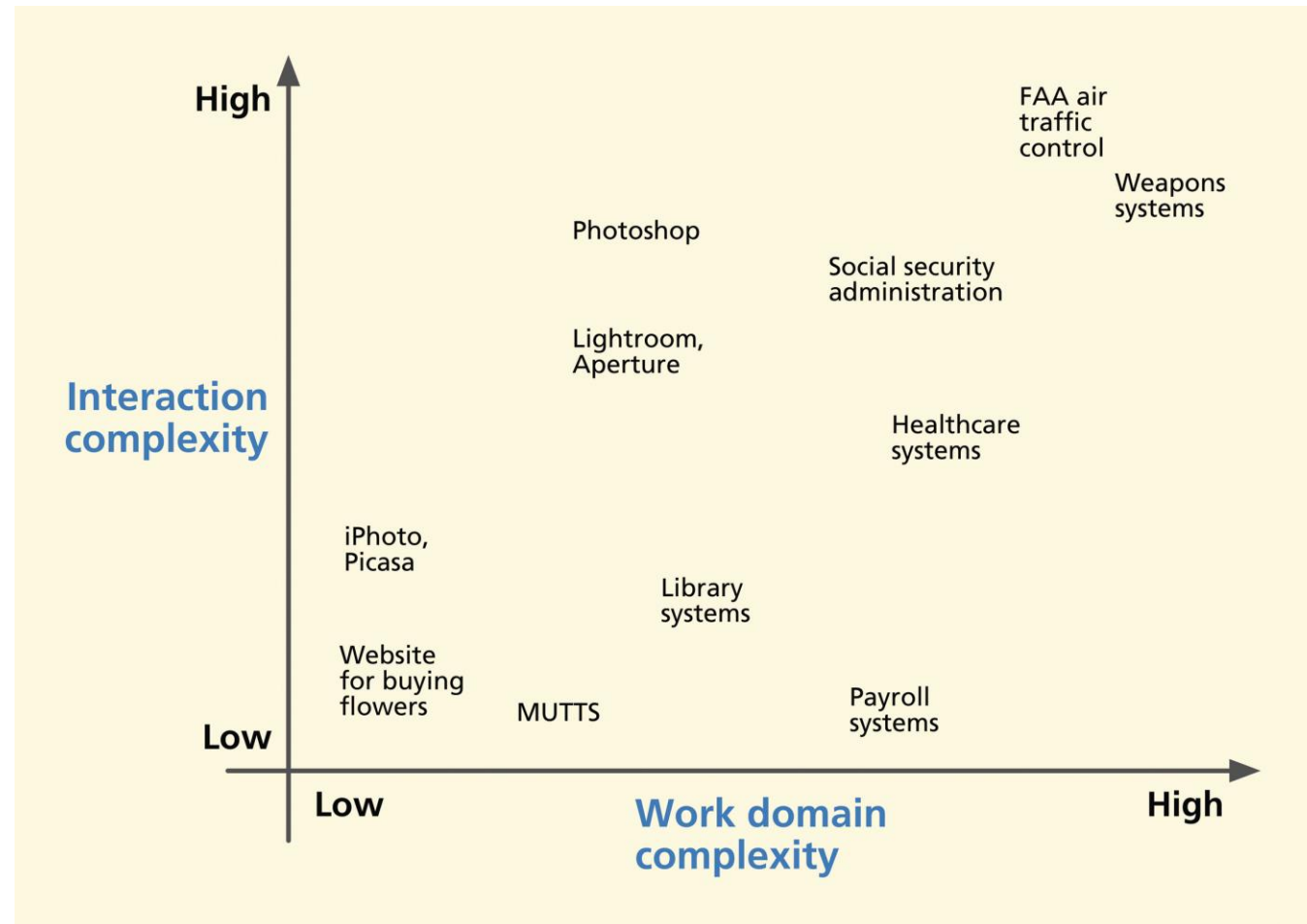
The UX Life Cycle Process



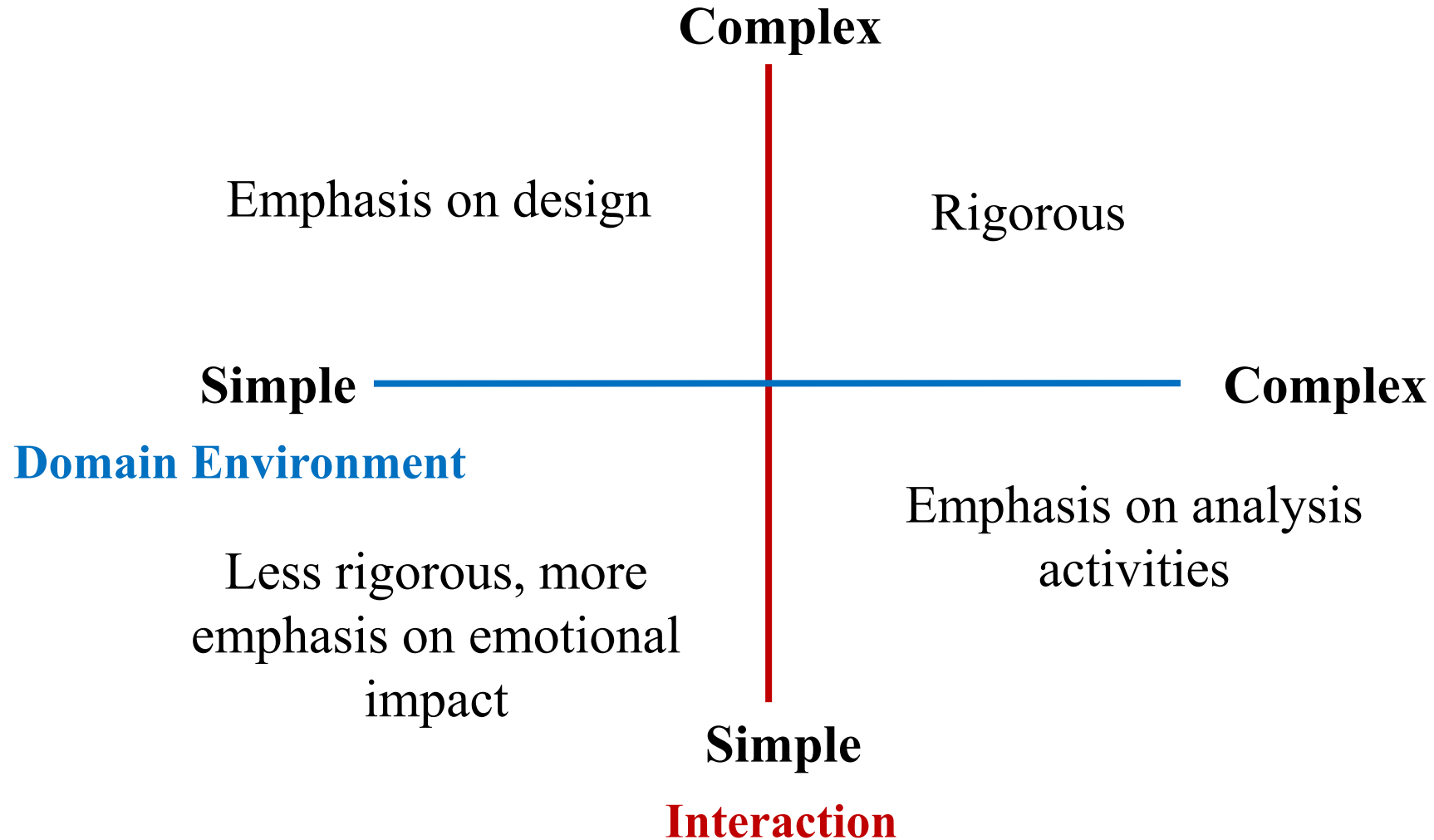
Process Activities

- **Understand Needs**
 - Contextual inquiry
 - Contextual analysis
 - Extracting interaction design requirements
 - Synthesizing design-informing models
- **Design**
 - Design thinking, ideation, and sketching
 - Mental models and conceptual design
 - Design production
- **Prototype** – building prototypes
- **Evaluate** – rapid and more rigorous techniques

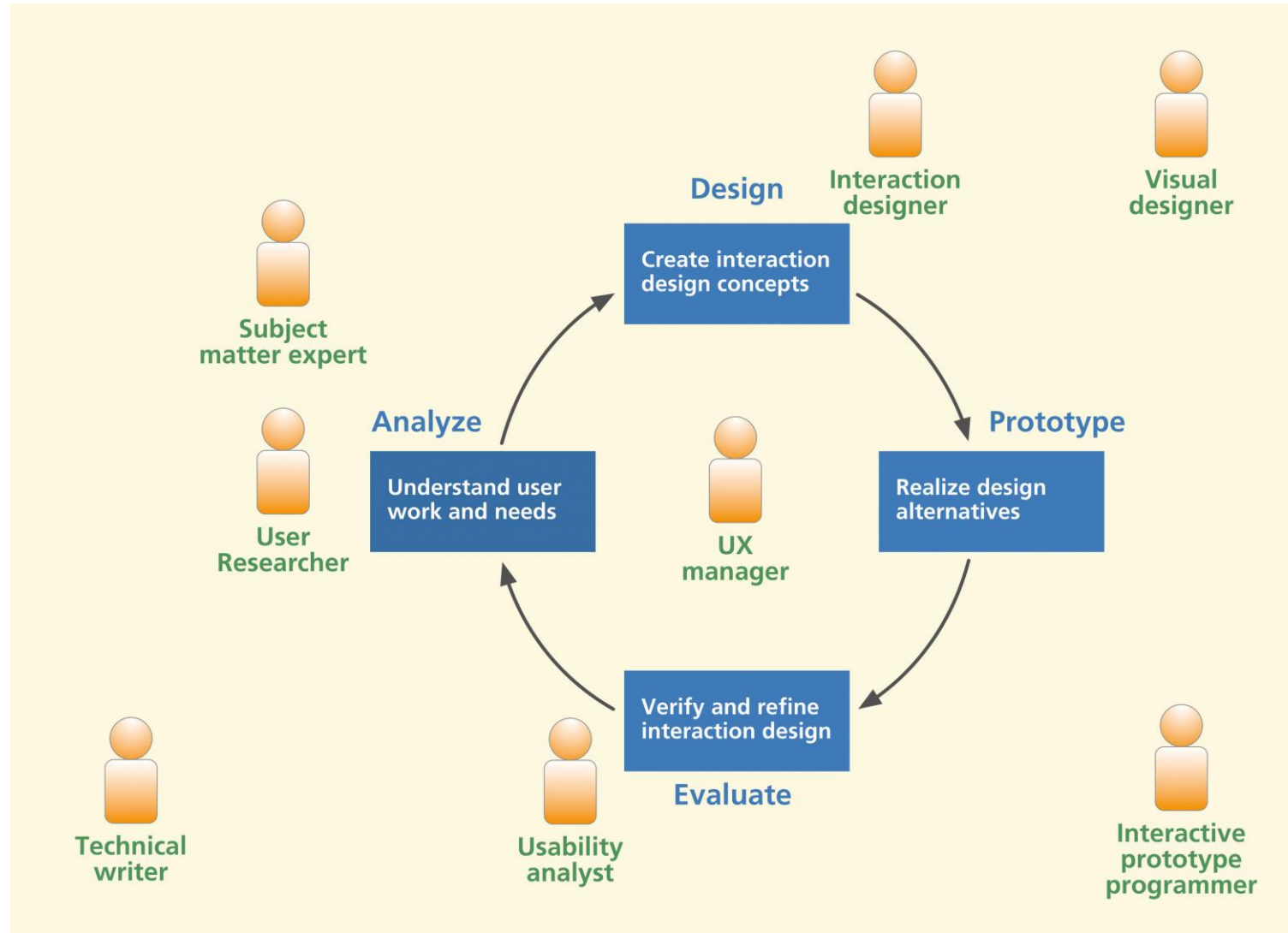
Process = f(System Complexity)



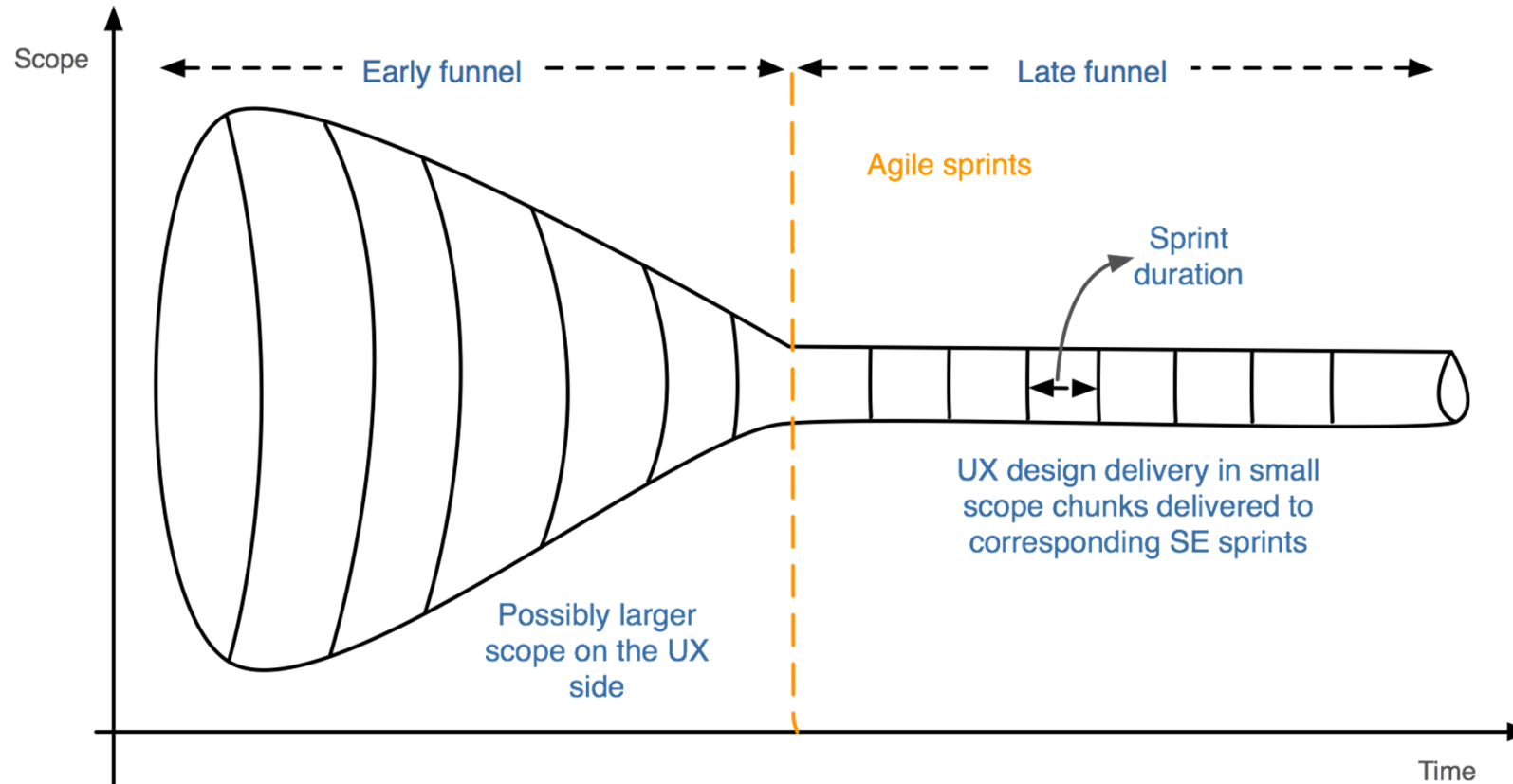
Process Choice



The Team



Funnel Model of Agile UX

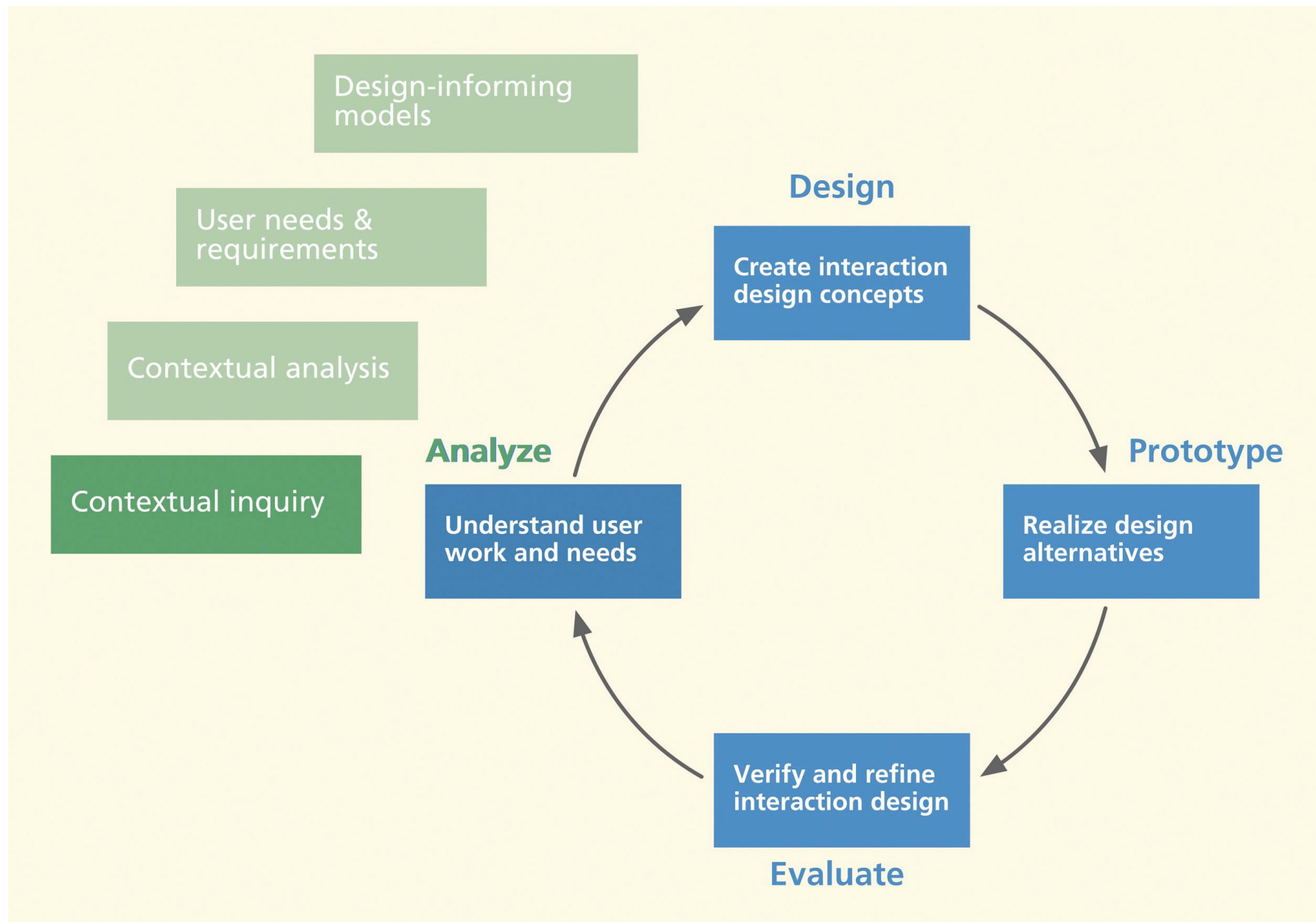


Analysis and conceptual design

Rapid iterations of UX life cycle

Intro to Contextual Inquiry

Selected material from *The UX Book*, Hartson & Pyla



Contextual inquiry starts with system concept statement

- Starting point for contextual inquiry to make sure everyone is on the same page
- System (or product) concept statement
 - Typically 100 to 150 words in length
 - **Mission statement** for new system to be developed
 - Explains system to **outsiders**
 - Helps set focus and scope for **internal development team**

System concept statement

- Answers to the following questions:
 - What is the system **name**?
 - Who are the system **users**?
 - What will the **system do**?
 - What **problem(s)** will the system solve? (Be broad to include business objectives)
 - What is design **vision**?
 - What are the **emotional impact** goals?
 - In other words, what experience will the system provide the user?

Introducing a running example

- Existing: The Middleburg University Ticket Transaction Service (MUTTS)
 - Central event ticket office, like the one on campus
- Target: The Ticket Kiosk System
 - Distributed self-serve kiosk system
 - Especially want kiosks at bus stops around town

Example: For Ticket Kiosk System

The Ticket Kiosk System will replace the old ticket retail system, the Middleburg University Ticket Transaction Service, by providing 24-hour-a-day distributed kiosk service to the general public. This service includes access to comprehensive event information and the capability to purchase tickets rapidly for local events such as concerts, movies, and the performing arts. The new system includes a significant expansion of scope to include ticket distribution for the entire MU athletic program. Transportation tickets will also be available, along with directions and parking information for specific venues. Compared to conventional ticket outlets, the Ticket Kiosk System will reduce waiting time and offer far more extensive information about events. A focus on innovative design will enhance the MU public profile while “Fostering” the spirit of being part of the MU community and offering the customer a “Beaming” interaction experience. (139 words)

Project Activity

- After project selection, write a system concept statement for your project