UX

By Nicole Lussier

What is "UX"?
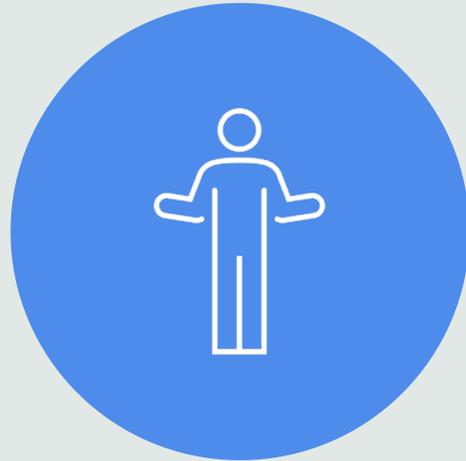
"UX" STANDS FOR USER EXPERIENCE

UX PUTS THE USER AT THE CENTER OF A PRODUCTS' DESIGN

What is UX

+ UX really means user-centered design

+ User centered design puts the person using a product at the center of the design
  + A *product* is usually an app or website, but can be anything that is designed

+ UX professionals ensure that their products are easy to use so users can smoothly navigate the product

Here's an Example:

+ Let's say the product is Amazon's app, when users can move through the app easily, users will make purchases on Amazon

+ A seamless user experience leads to more revenue for Amazon, which is why good UX is important

What is UX

"User experience (UX) refers to any interaction a user has with a product or service. UX design considers each and every element that shapes this experience, how it makes the user feel, and how easy it is for the user to accomplish their desired tasks. This could be anything from how a physical product feels in your hand, to how straightforward the checkout process is when buying something online. The goal of UX design is to create easy, efficient, relevant and all-round pleasant experiences for the user." (Career Foundry)

Here's an example:

Which would you rather use?
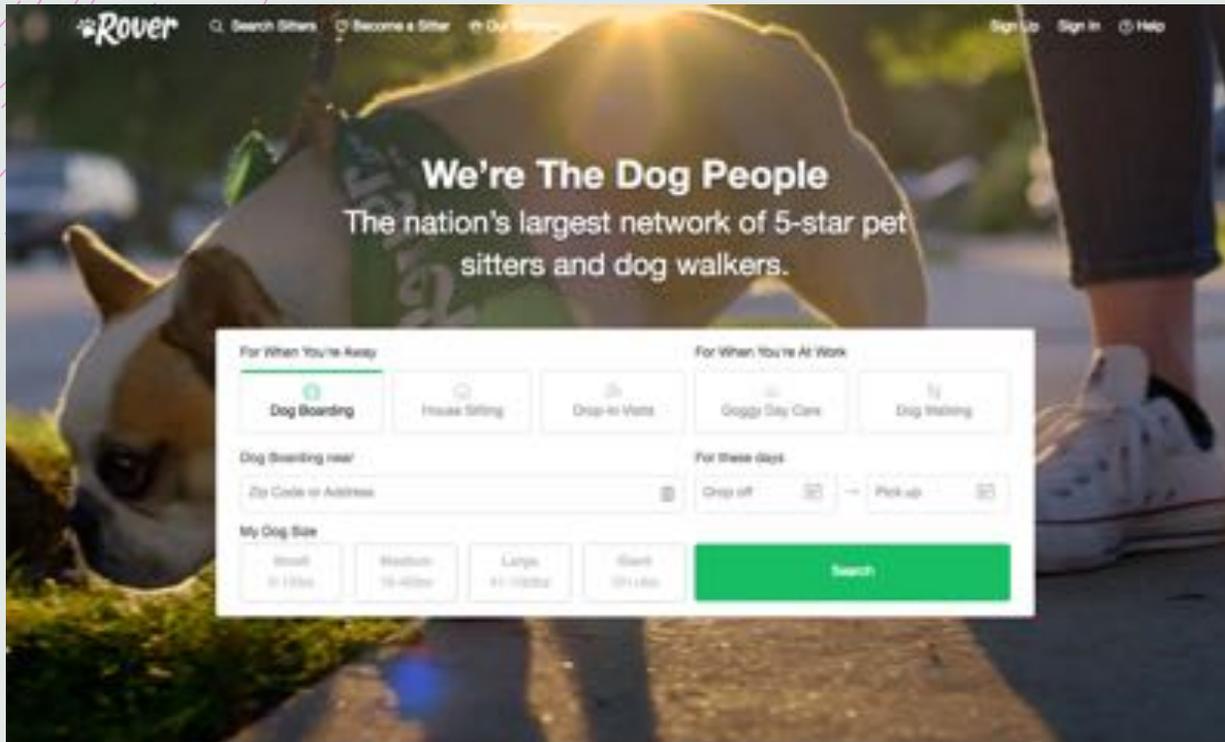


Good UX Design

Bad UX Design

Why Do We Need Good UX?

Have you ever been on a website or app that was so difficult to use, you exited the app or website and started using its competitor?

+ The goal of a UX professional is to prevent this from happening

+ A website or app should be straightforward

+ Users should enter your app or website & immediately know:

  1. What do do
  2. How to do it

History of UX
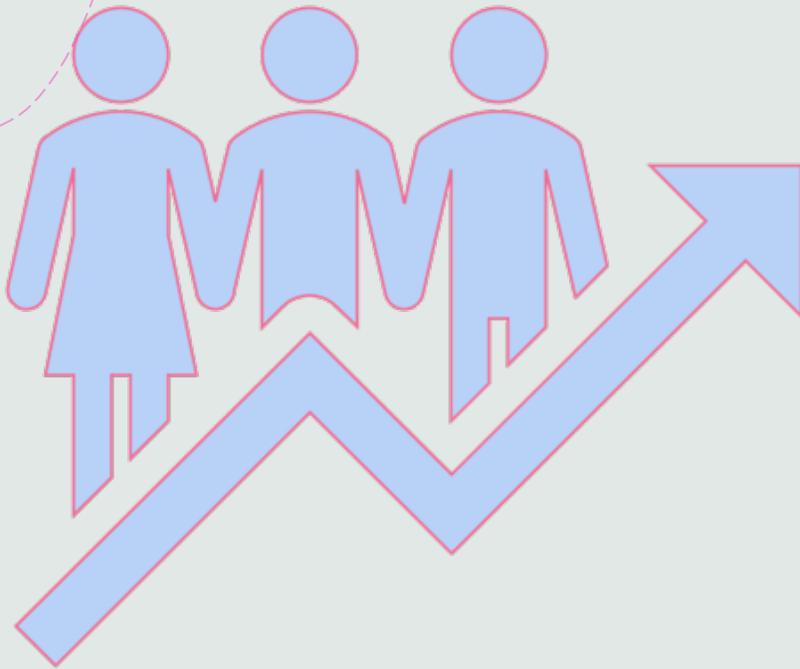
+ Work involving putting a user's experience at the center of designing products began in the 1950's; however, it was not called "User Experience"

+ The PC and Web revolutions of the 1980s and 1990s-2000s, respectively.
    + This increase in people using computers and the internet have allowed the field of UX to grow tremendously

+ From 1983 to 2017, jobs involving User Experience increased from 1000 people to 1,000,000 people in UX related roles. This is 1000% growth.
    + Growth is expected to increase at a rate of 100% until 2050, with a projected 100 million UX professionals

+ The term "User Experience" was coined in 1993 by Donald Norman
    + However, the concept of designing experiences and products around the customer has been around since ancient times

UX Today

Most companies that have apps or websites employ UX professionals

UX jobs are growing at a rate of 23% for the next 8 years

Roles in UX can be called a variety of names

UX Job Titles:

- UX Researcher
- UX Designer
- Usability Researcher / Analyst
- Content Strategist
- UX Copywriter
- UX Designer
- Interaction designer
- UX architect
- Information architect
- UX Analyst
- And many more

Who should consider going into UX?

+ Students from any major
    + 1st and 2nd year students can consider majors that can lead to success in UX
+ Students who are in the later years of their academic careers and no longer want to pursue their initial career goals
    + Ex: Pre-med students who no longer want to go to medical school
+ Students who are looking for a career that allows them to be both creative and analytical
+ Students who are looking to enter a growing field that pays well

Disciplines in UX

|		
👥	User Research	Understand the users of a product and what they want
🖼	Interaction Design	Designing the interactive elements of a product with an emphasis on ease of use
🗄	Information Architecture	Systematically organizing information about a product that will help determine a product's flow
✔	Usability Evaluation	Gauging how a user interacts with a product
</>	Visual Design	Designing the main visual elements that the user will see– often called UI (User Interface) Design
🖼	Content strategy	Planning the overall strategy to produce and deliver a user-friendly product

What Do UX Professionals Do?

+ *Short answer:* It depends on one's specific UX skillset/ job

+ Many UX professionals describe a cyclic process that encompasses the main functions of a job in UX

Collaborating

Researching

Ideating

Designing

Communicating
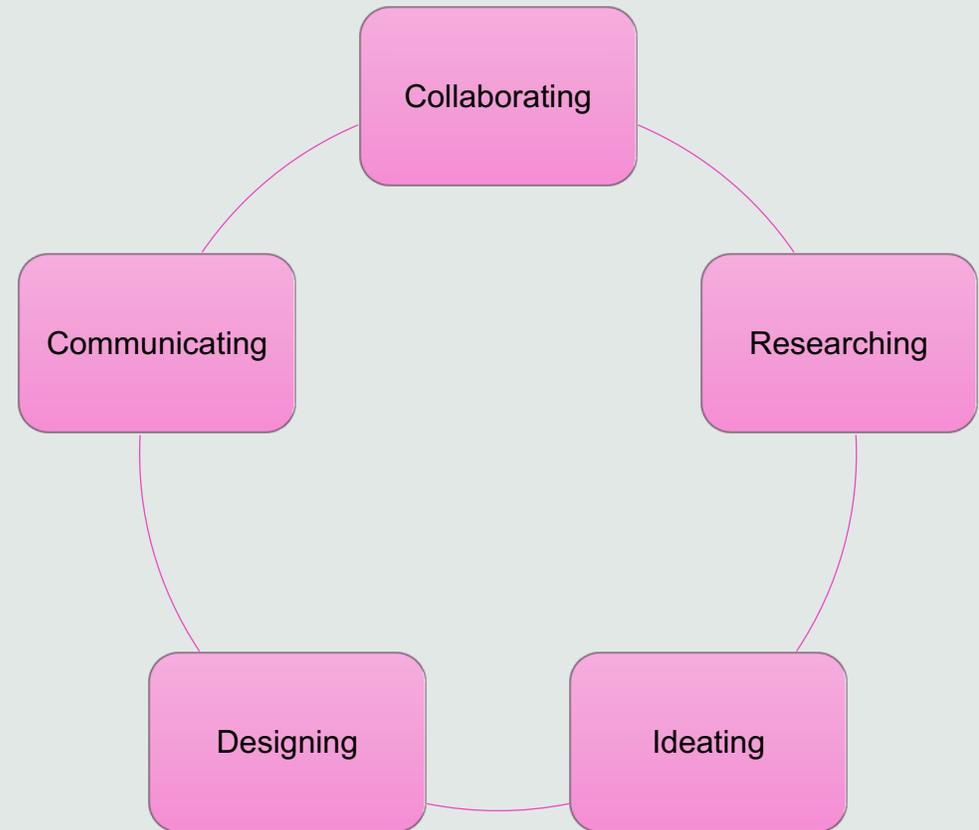
What do UX Professionals DO

Researching

Determine how users would like to interact with your product and determine which types of people will use your product

Ideating

Analyzing the data found from the research and brainstorming ways to tackle problems discovered in research

Designing

This could be wireframing (very rough sketches) or more interactive elements that resemble a final design

Communicating

Presenting findings from research and their corresponding designs to various stakeholders

Collaborating

Working with colleagues and stakeholders to fine-tune designs so they can best suit the users

Why get into UX?

+ UX has tremendous growth potential
    + 23% growth rate for UX jobs through 2028
+ High-paying career prospects
    Based on experience and average salaries in the U.S.
    + 0-3 years – $76,996
    + 4-7 years – $98,732
    + 8-12 years – $112,203
    + 13+ years – $123,447
+ Flexibility to work remotely
+ Ability to use creative and analytical skills
+ Can help people by making their lives easier

How To Get Into UX as an OSU Student

+ **Consider where you are at in your academic career and what kind of career you want post-grad**
  + 1st or 2nd year OSU students, consider switching your major or adding on one of these majors:
    + New Media and Communication Technology
    + Psychology
    + Computer Science
    + Management Information Systems
    + Industrial Design
    + Graphic Design
    + Sociology
    + Data Analytics
    + Many more
  + Obtain an internship in UX
    + This will help you land a full-time job in UX later
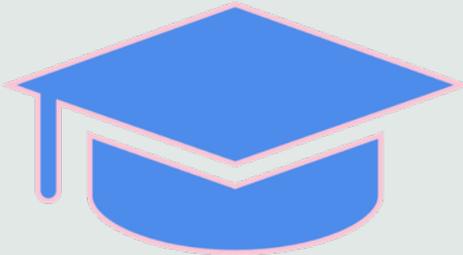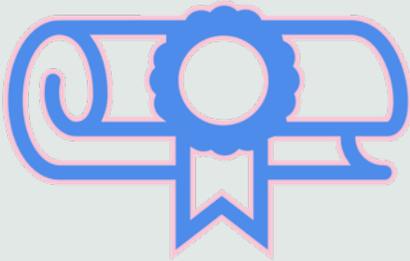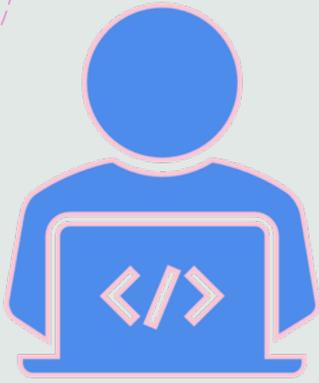
Getting Into UX as an OSU Student

+ 3rd and 4th year students
  + Feeling like it is too late to switch your major? You have options!
  + UX professionals can study anything in college
  + Take an online UX class to learn UX skills
    + Many options on Coursera, Udemy, Skillshare, etc.
    + These options cost much less than going back to school
    + Some courses also allow you to earn certificates you can put on your resume
  + Build a UX portfolio to show prospective employers your capabilities
 + Try to obtain a UX internship or entry-level job

The Most Important Step To Work in UX

+ In order to land a job in UX, one must build a portfolio

+ A portfolio is a visual way to showcase one's UX knowledge and skills

+ You may be able to land an internship without one, but almost all full-time jobs require a portfolio

+ Check out some great portfolios here!

How To Build a Portfolio

+ There are several ways to build a portfolio

+ Consolidate projects you worked on for class, a part-time job, or an internship

  + If your projects showcase ANY aspect of the UX process, add it to your portfolio

  + This is the best way to build a portfolio, because you can use work that you were getting paid for/ graded on anyways– meaning you maximize your efforts

+ You can re-design products you already use if you think that app or website could be improved

+ You can take UX bootcamp courses that help you build a portfolio

  + But these tend to be expensive
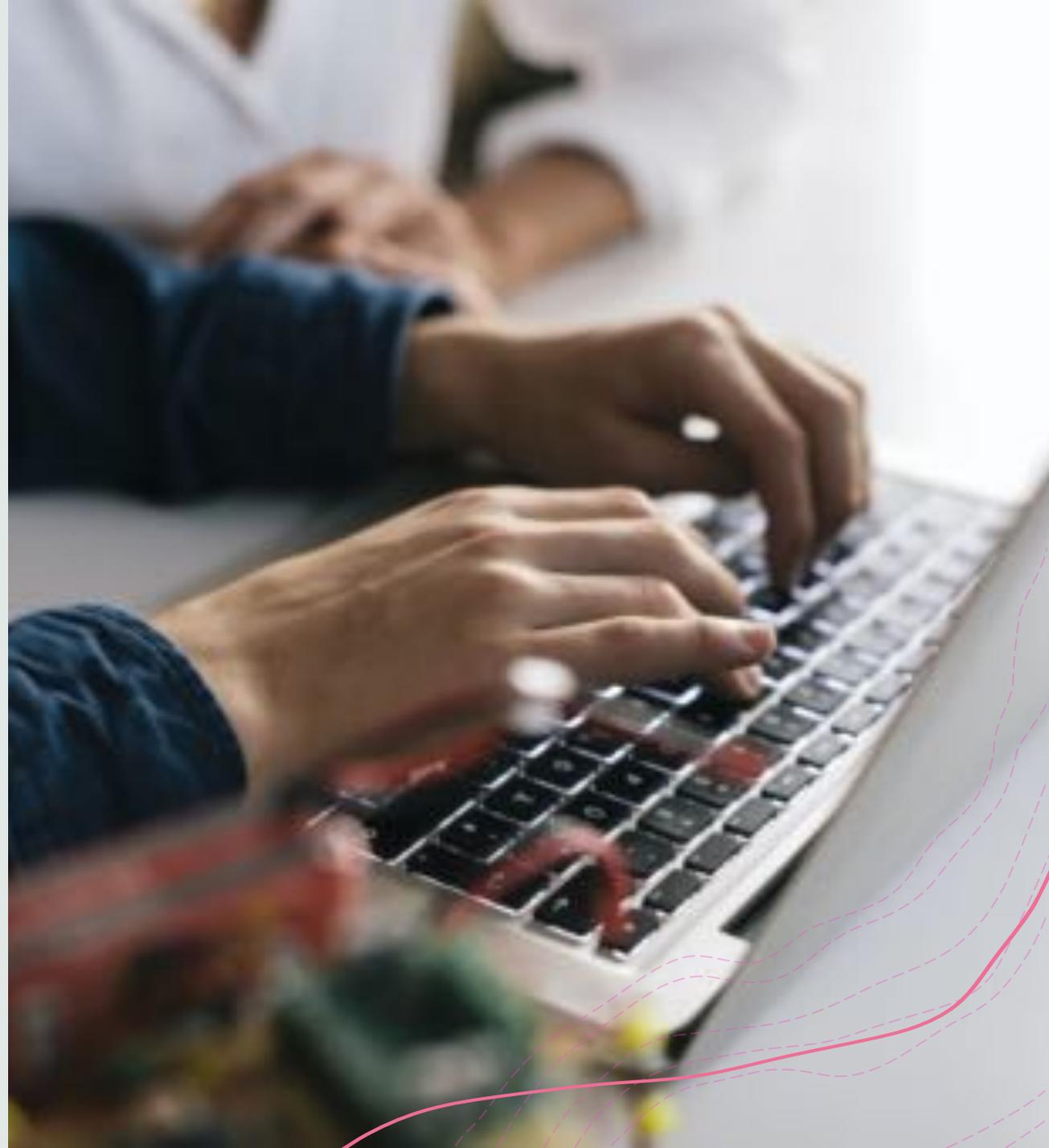
Okay I'm Interested… Now What?

+ Do more research! Use the information in this guide as a starting point

+ Consider switching your major or adding on an additional major

    + One of the majors listed on slide 14

+ Enroll in an online course that will teach you the UX basics

+ Reflect on what you want out of your career and determine if a job in UX will help you achieve your goals!

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