

A golden soccer ball is suspended in the air at the top center of the frame. Below it, four children are captured in various dynamic poses, reaching up towards the ball. The child in the center is wearing a green shirt and has both arms raised high. To the right, a child in a blue shirt is jumping with arms outstretched. In the foreground, two other children, one in a blue shirt and one in a red shirt, are also reaching upwards. The background is a dense forest of tall, thin trees with green foliage, creating a soft, natural setting.

# USER EXPERIENCE

DESIGNING EMOTIONS



**what's user experience?**

# — bad experiences

---



The worst possible place ever to place a handicapped parking space. No barriers please...

# — bad experiences



A mirror on the bathroom ceiling? What a great idea.

For sure they are not going to see me there

# — bad experiences



Where should I  
push to go up?

Thanks God I've  
only 50%  
chance to fail

# — bad experiences



What should I  
choose for  
cooking?

Thanks God I've  
only 50%  
chance to die  
intoxicated

# — bad experiences



What a  
surprise!! I'm  
pregnant dear

According to  
their ads,  
they're an  
infallible brand

# — bad experiences



The perfect golf ball.

If you find it after first stroke, you win

# — bad experiences



Vote for the  
weird  
candidate

A good  
campaign is  
miraculous in  
politics

# — bad experiences



World's first  
coffee shops  
chain top  
marketing  
strategy

A prize for the  
marketing and  
sign company

# — bad experiences



This kind of logos don't help catholic church nowadays

Yes. The symbol at the front represents a child...

# — bad experiences



Somebody in Latin America considered the other one was not so explicit

Just in case of doubt

# — bad experiences

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Best upholstery  
ever on any  
British stairs.

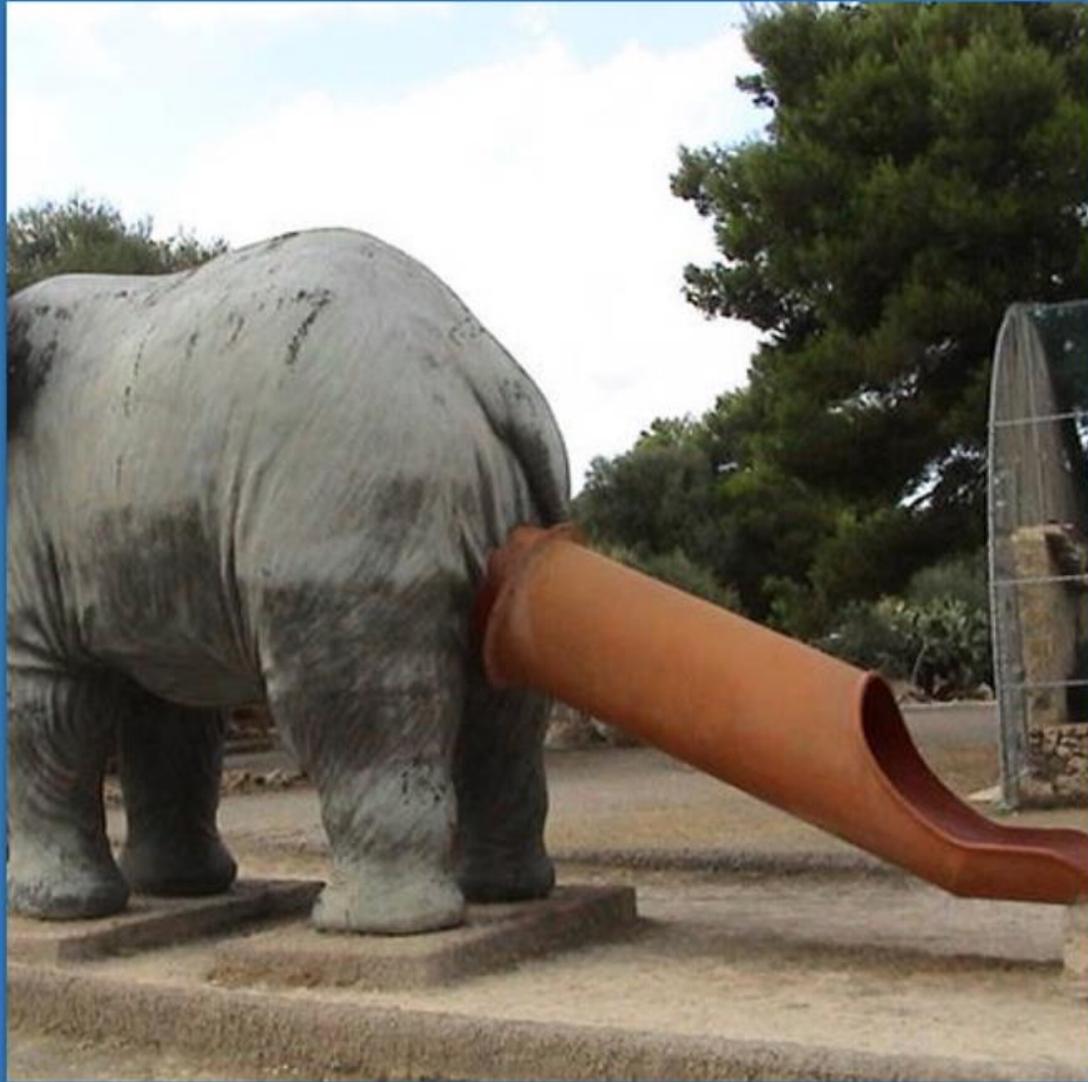
Try to go down  
without falling.

# — bad experiences



The best toy  
you can buy  
your children to  
lose their night  
fear

# — bad experiences



Best sledge  
I've seen ever  
in a park

A little  
eschatologist

# bad experiences

Volume Control

1  2  3  4  5  6  7  8  9  10  11

12  13  14  15  16  17  18  19  20  21

22  23  24  25  26  27  28  29  30  31

32  33  34  35  36  37  38  39  40  41

42  43  44  45  46  47  48  49  50  51

52  53  54  55  56  57  58  59  60  61

62  63  64  65  66  67  68  69  70  71

72  73  74  75  76  77  78  79  80  81

82  83  84  85  86  87  88  89  90  91

92  93  94  95  96  97  98  99  100

Mute

Or all time gore classics, the web forms and passwords

Password

Current Password \*

New Password \*

Re-enter New Password \*

Your password must:

- Be exactly eight characters long !!
- Include at least one letter (a-z, A-Z) and one number (0-9). !!
- Note: the password is not case-sensitive
- Include at least one special character from the following set: ! " @ \$ % & / ( [ ] ) + \* = ? ' ~ # \_ . : ; < >
- Not contain any spaces
- Not start with ? or !
- Not begin with three identical characters ) ?!

The password must be different to your previous five passwords

Company Information

# — some definitions

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## USER EXPERIENCE IS:

“UX refers to a person's emotions and attitudes about using a particular product, system or service. It includes the practical, experiential, affective, meaningful and valuable aspects of human-computer interaction and product ownership”

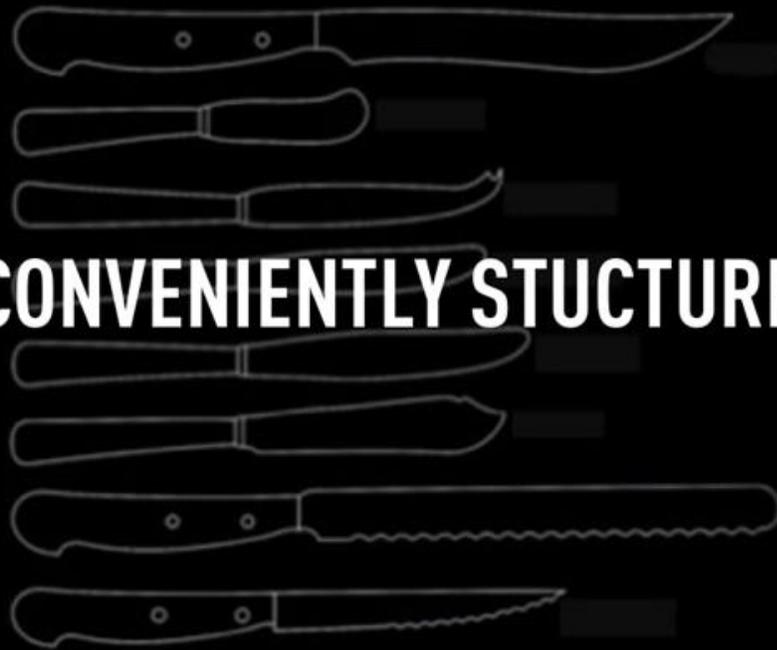
What Wikipedia says



# graphic definition



Forks



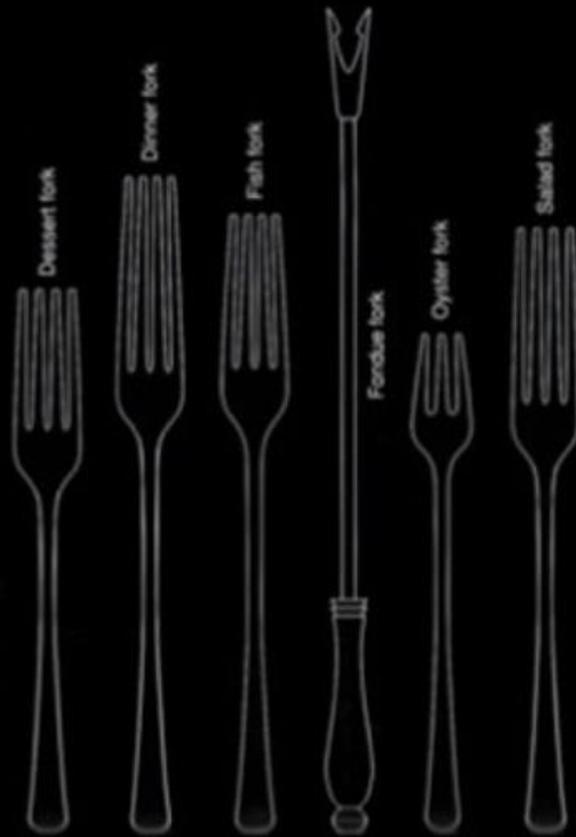
Knives

**CONVENIENTLY STRUCTURED...**

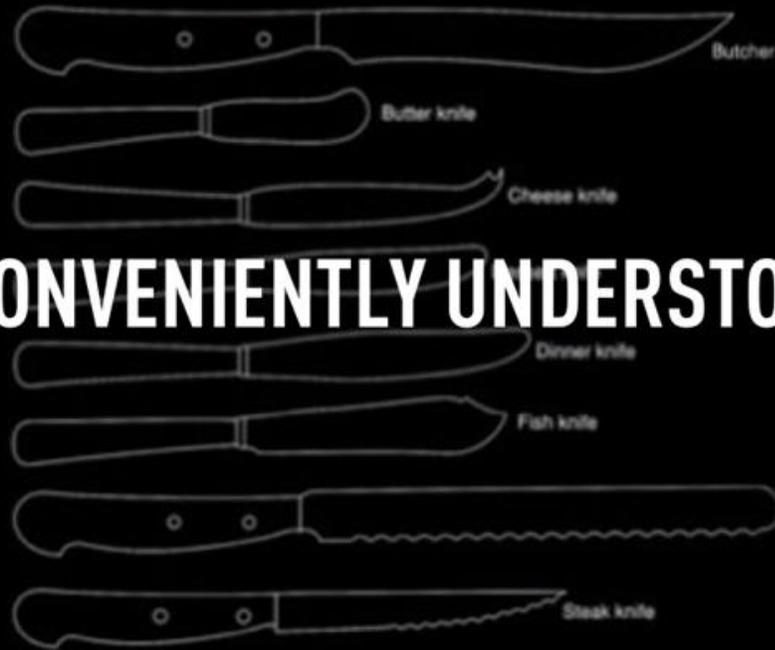


Spoons

# graphic definition



Forks



Knives



Spoons

CONVENIENTLY UNDERSTOOD...

# graphic definition



- A. Napkin,
- B. Salad plate,
- C. Salad fork,
- D. Dinner fork,
- E. Dessert fork,
- F. First-course bowl and liner plate
- G. Water goblet,
- H. Wine glass,
- I. Dinner knife,
- J. Teaspoon,
- K. Soup spoon,
- L. Dinner or service plate

Dinner Setup



**GOOD DESIGN IS INVISIBLE**



# UX, WHO?

**UX = EXPERIENCE**

**INTERFACE = UI**





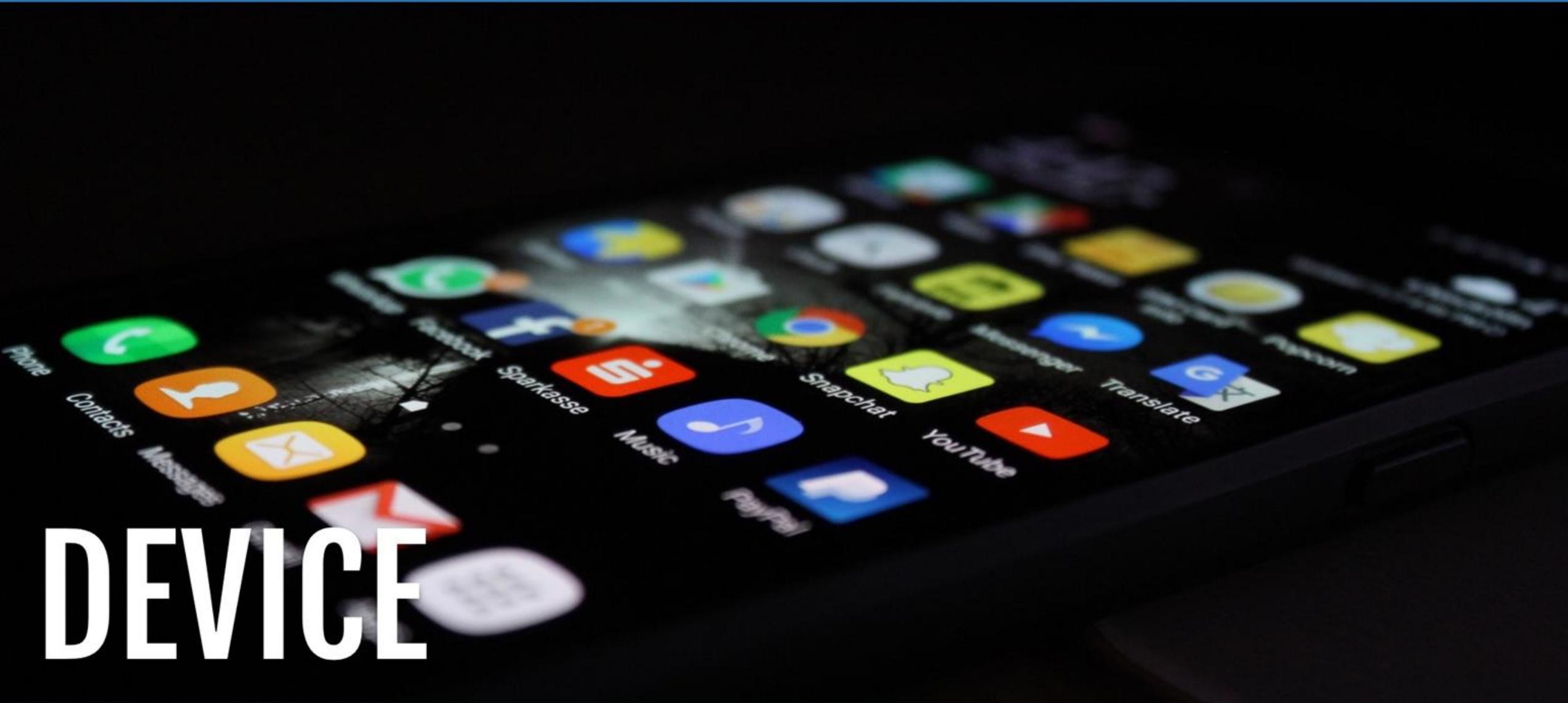
**what is the user experience based on?**

# — how it works —



# PEOPLE

— how it works —



DEVICE

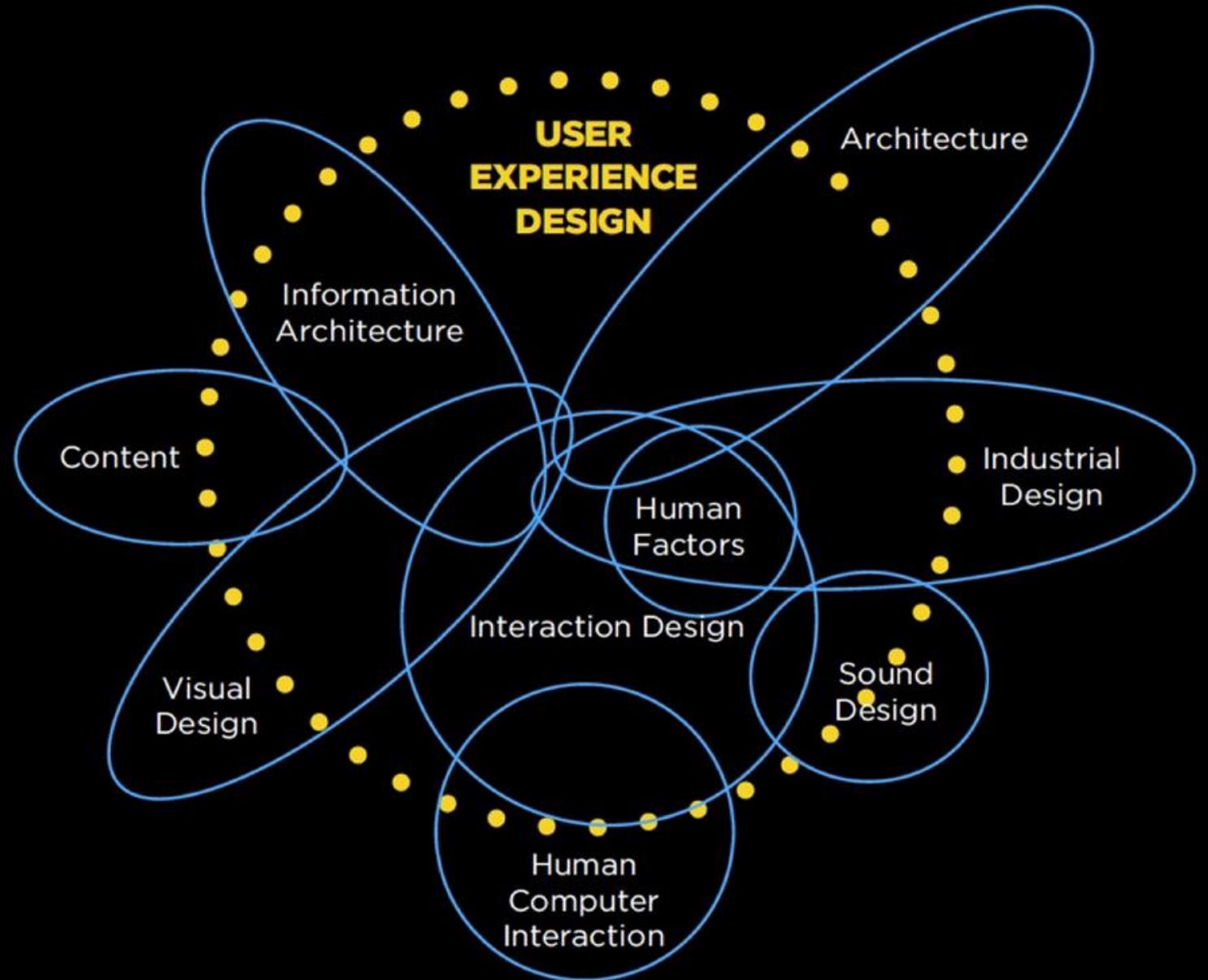
— how it works —



**INTERACTION**

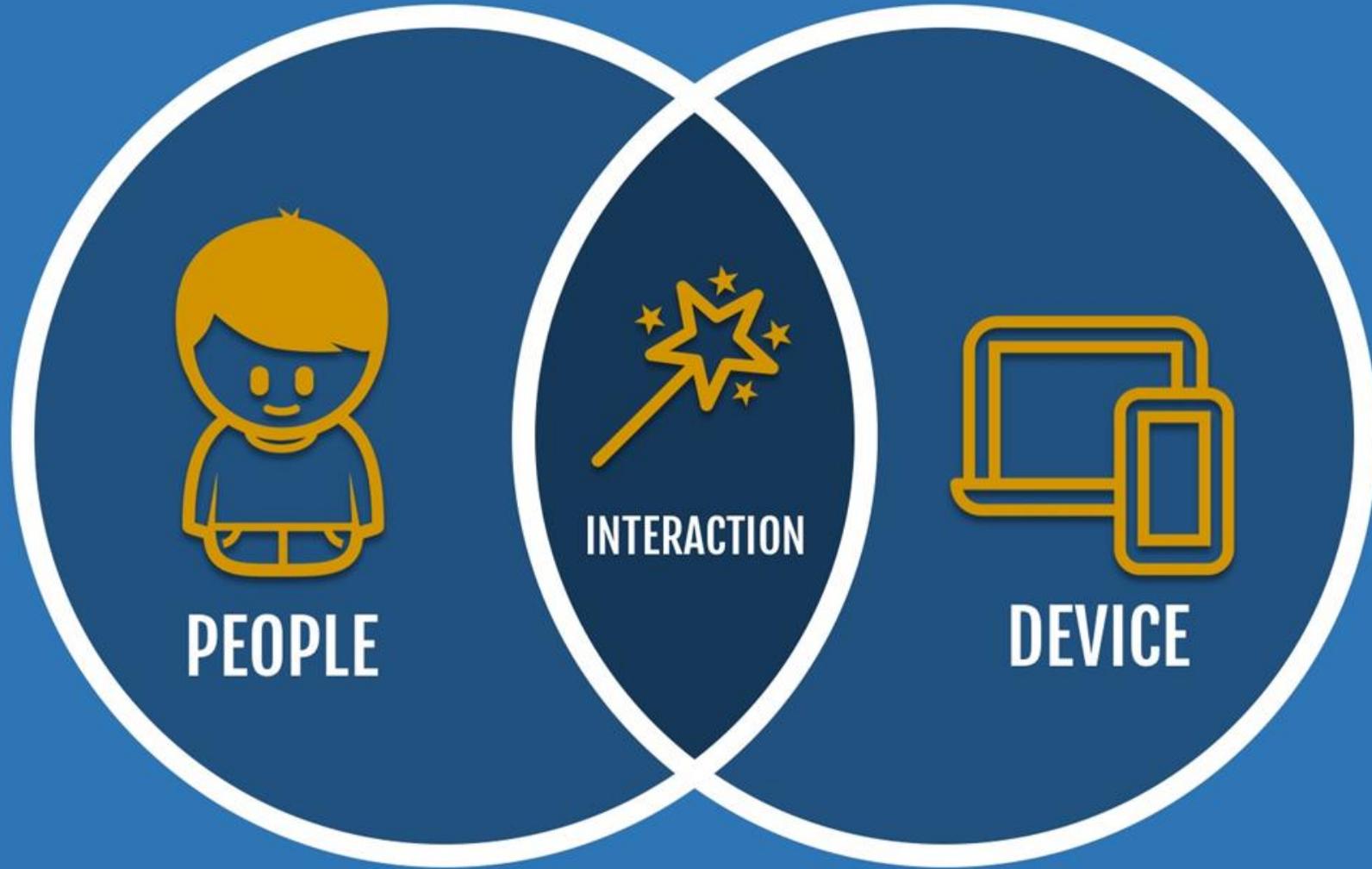
# disciplines

ACCESSIBILITY  
INFORMATION ARCHITECTURE  
INFORMATION DESIGN  
INTERACTION DESIGN  
TECHNICAL STRUCTURE  
USABILITY ENGINEERING  
USER INVESTIGATION  
VISUAL DESIGN  
WEB ANALYTICS  
...



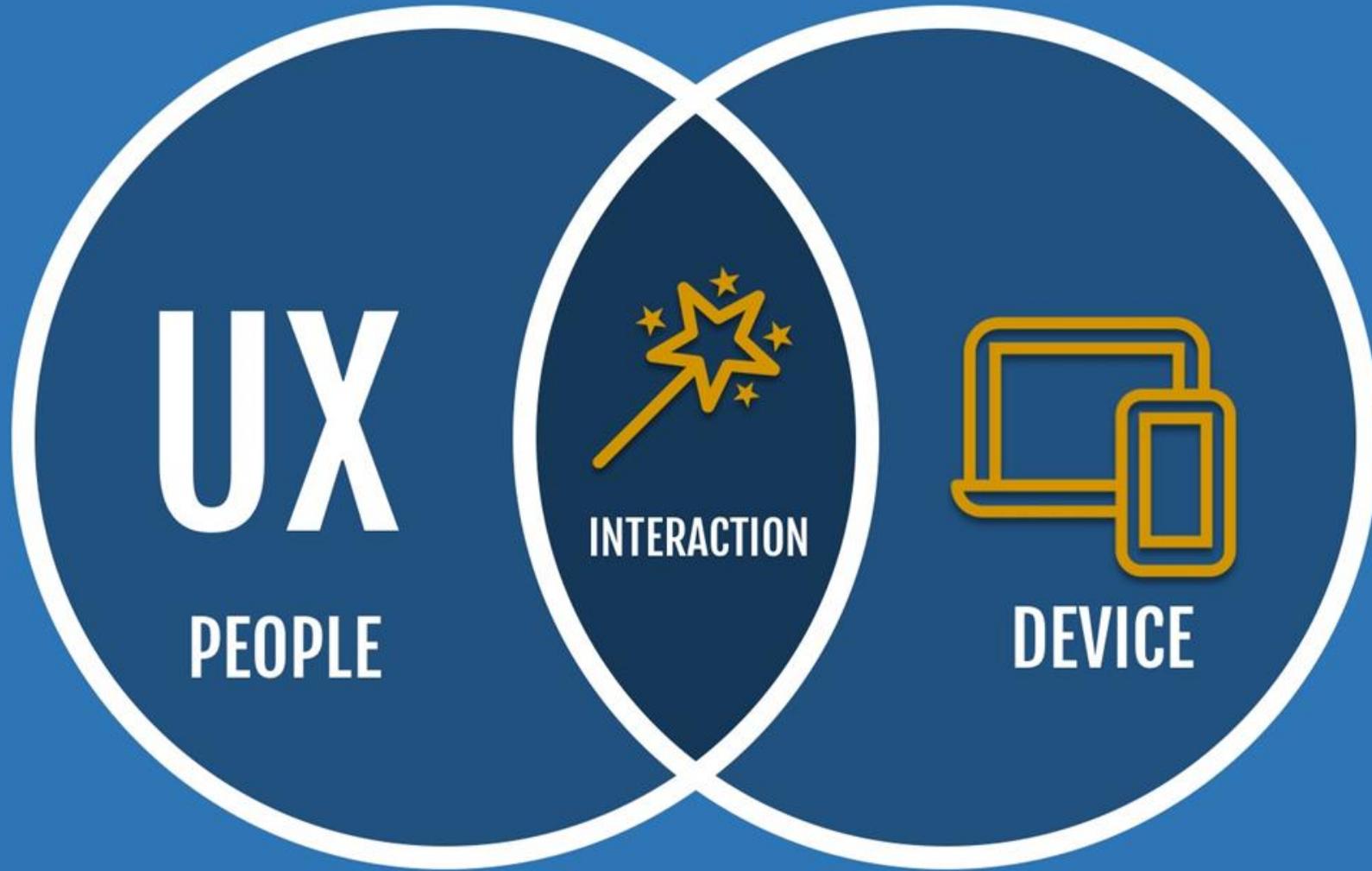
# how it works

---



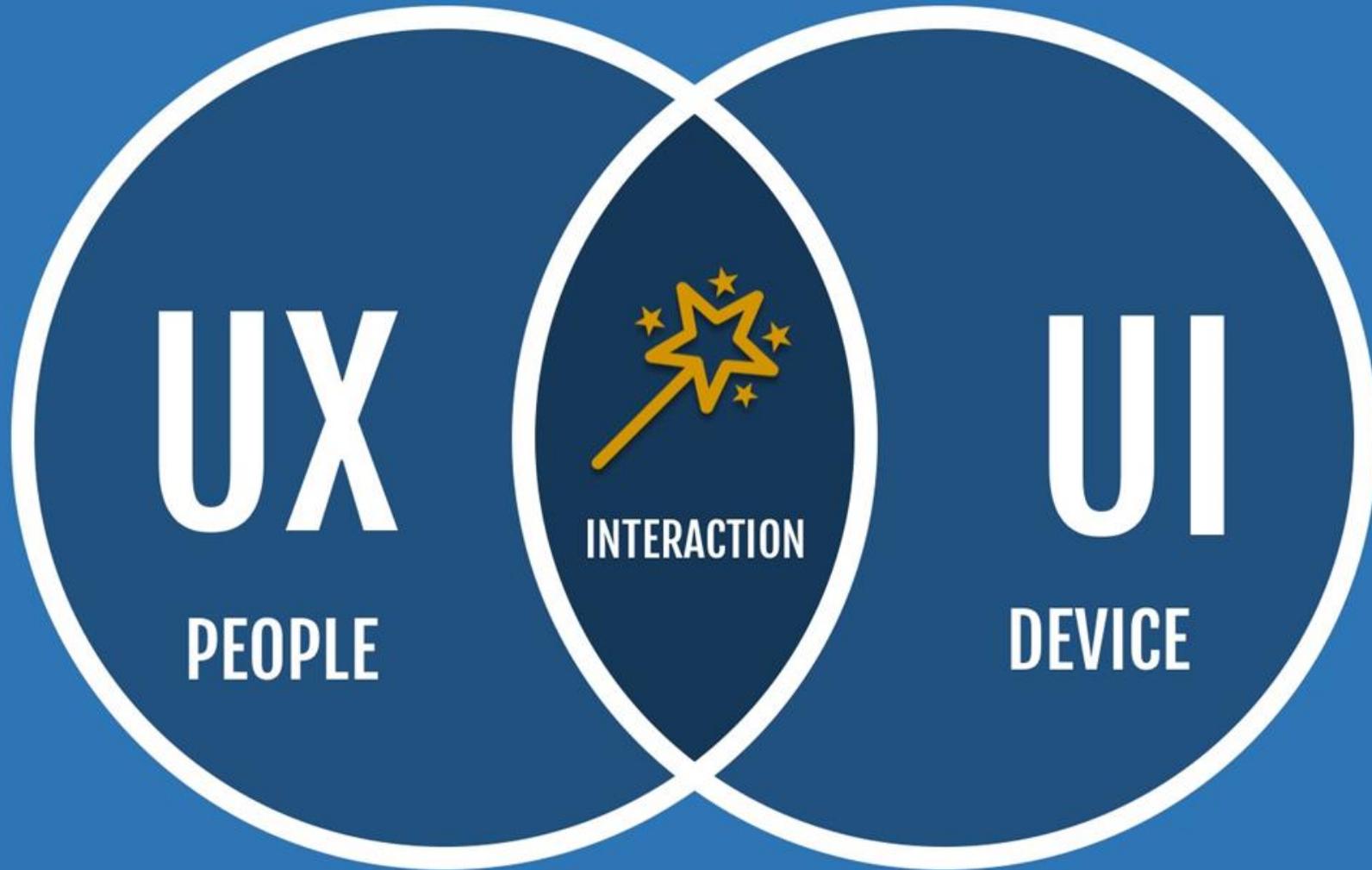
# how it works

---



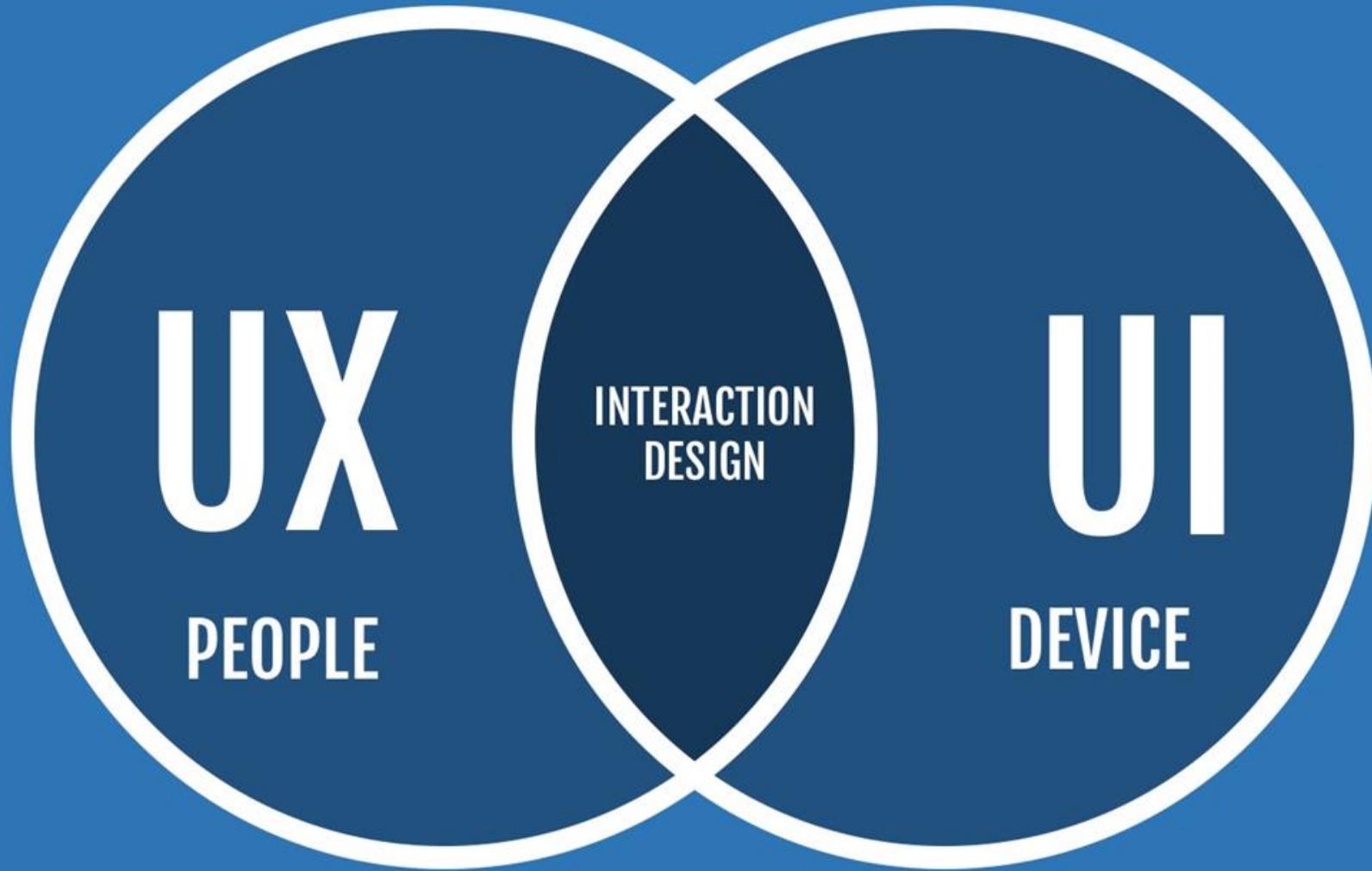
# how it works

---



# how it works

---



# UX UI

**FUNCTIONAL**

(INTERACTION DESIGN)

**NAVIGABLE**

(PROTOTYPES & WIREFRAMES)

**STRUCTURED**

(INFORMATION ARCHITECTURE)

**INTUITIVE**

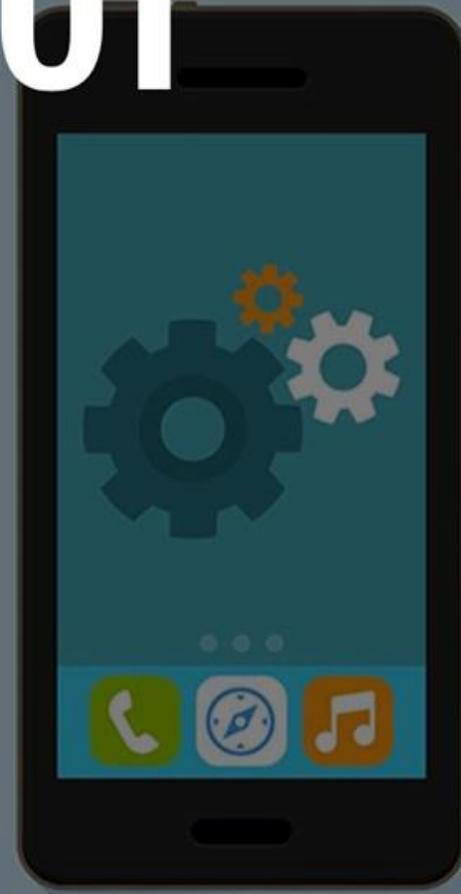
(INFORMATION AND CONTENTS DESIGN)

**EASY TO USE**

(ACCES ENGINEERING & USABILITY)

**NECESSARY**

(USER INVESTIGATION)



**VISUAL DESIGN**

**COLORS**

**TYPOGRAPHIES**

**ICONOGRAPHY**

**GRAPHIC DESIGN**

**SCREENS**



**UX**

**EXPERIENCE**

**UI**

**INTERFACE**



— understanding user mind —



different user  
minds

# 6 user minds

---

## LANGUAGE

Learning their lexical

## MEMORY

Acting their mental models

## EMOTION

Discovering what attract, awake and delight users

## SPACIALITY

Capturing their perception about space and its interactions

## DECISION TAKING

Increase and stimulate their micro-decisions

## VISION

Discovering what and where are looking their eyes



# 6 user minds

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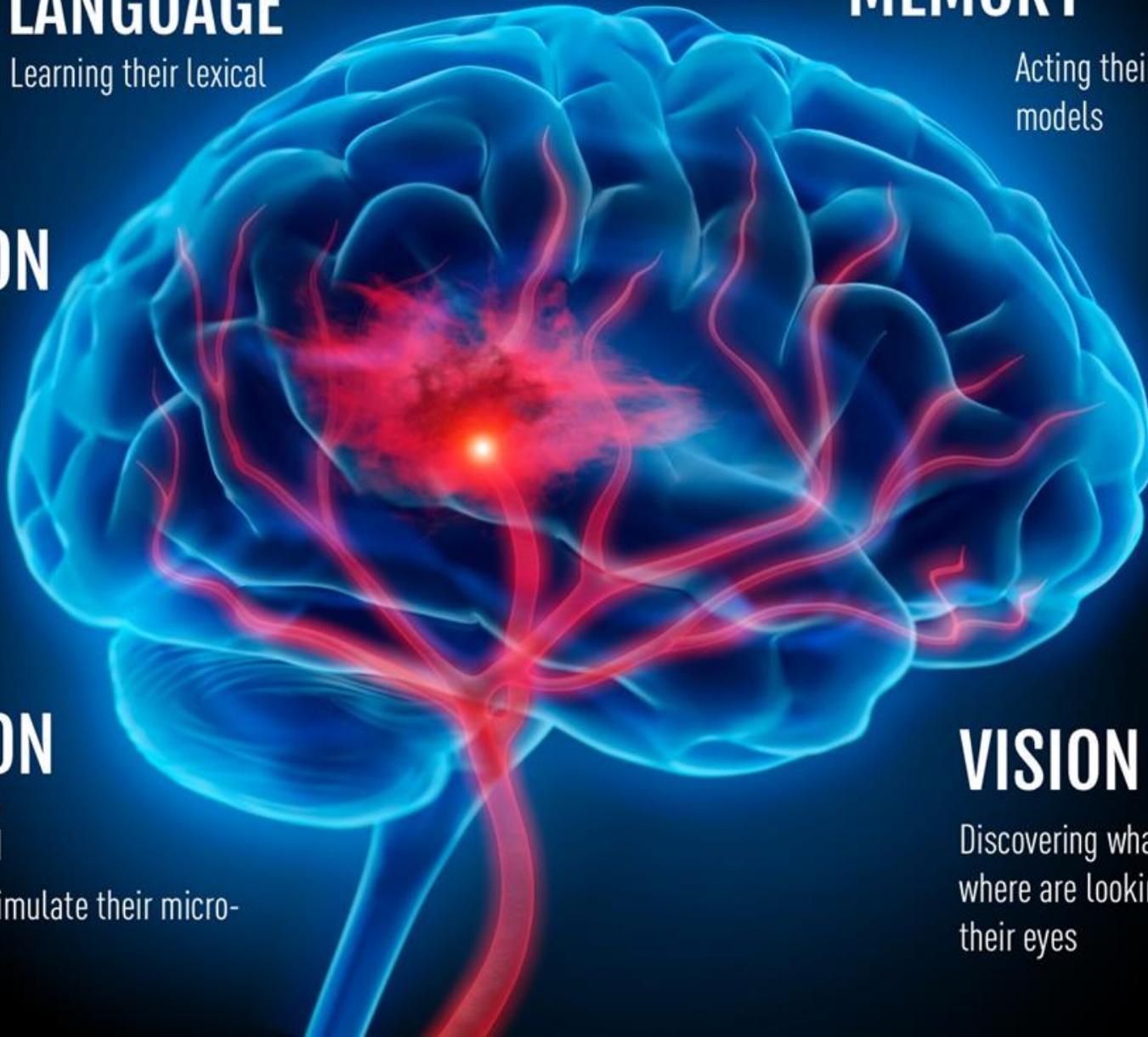
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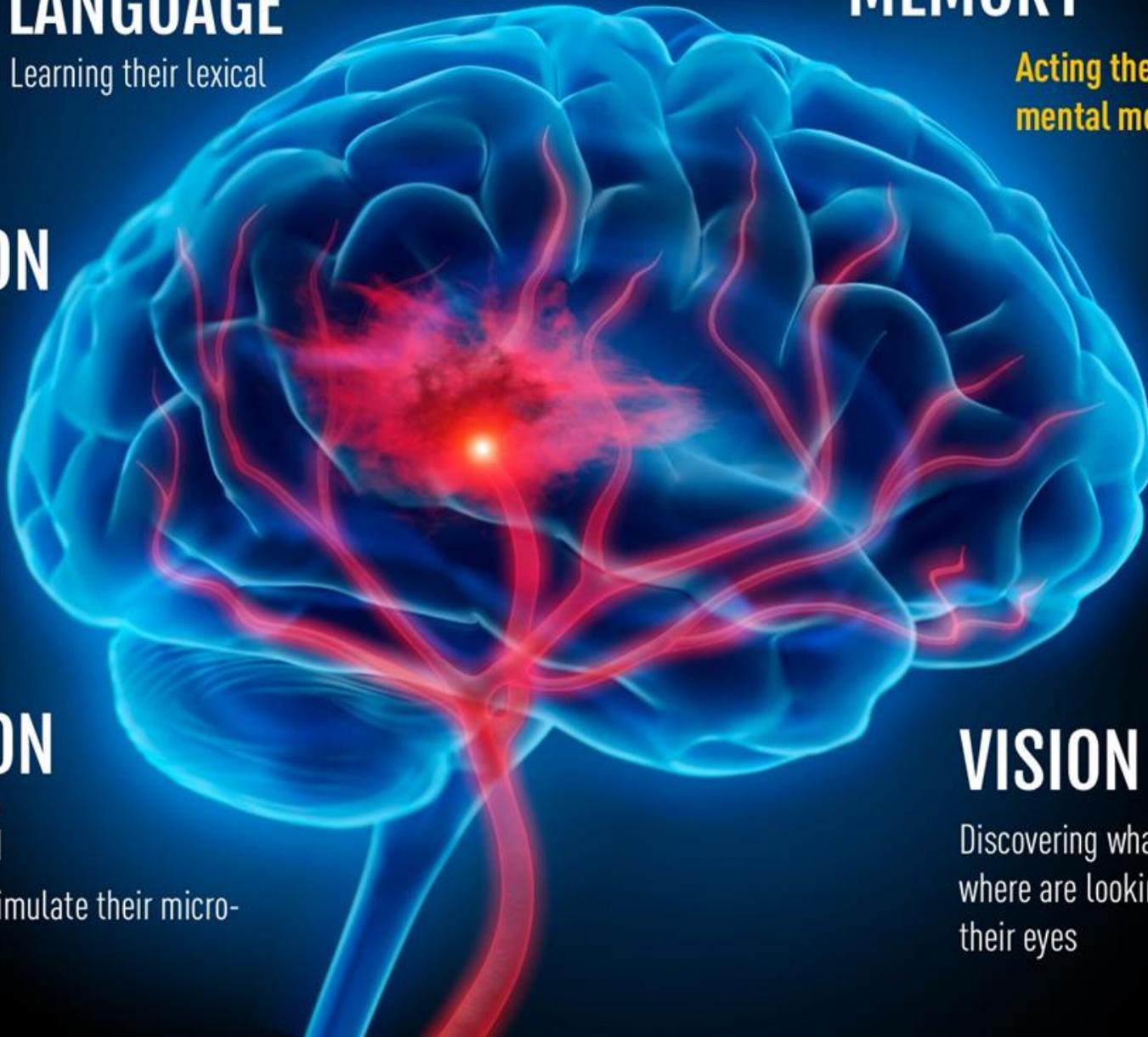
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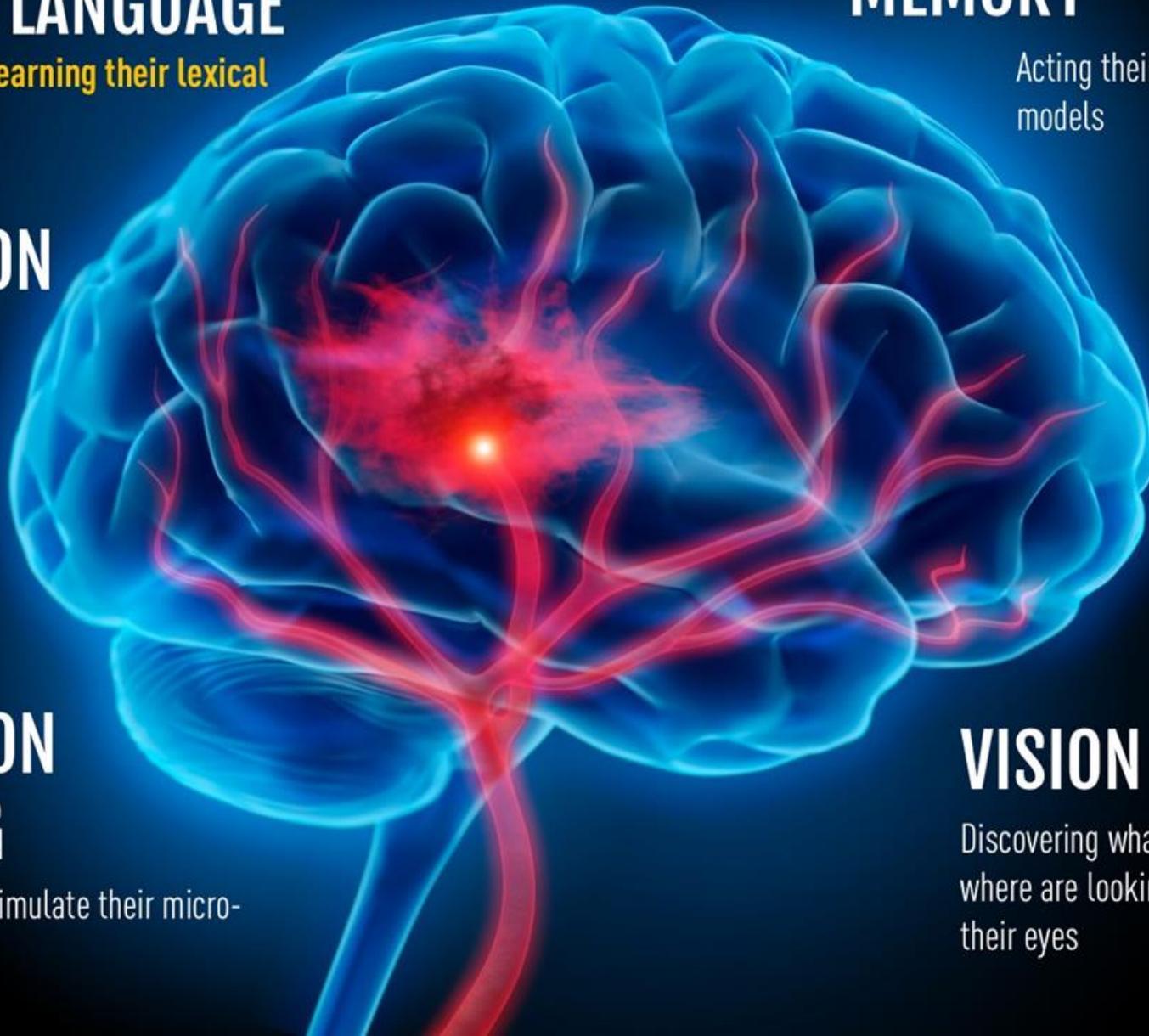
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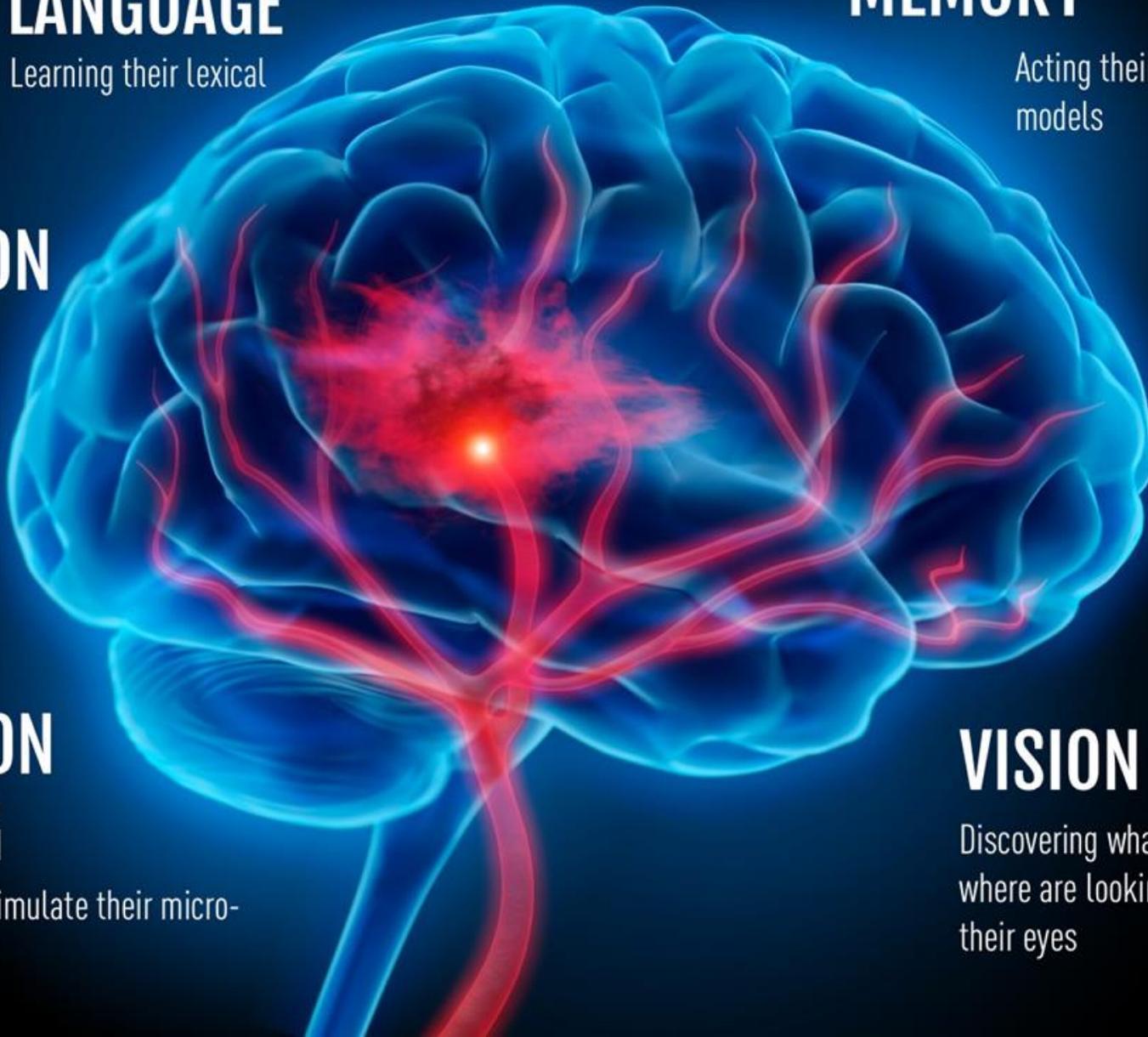
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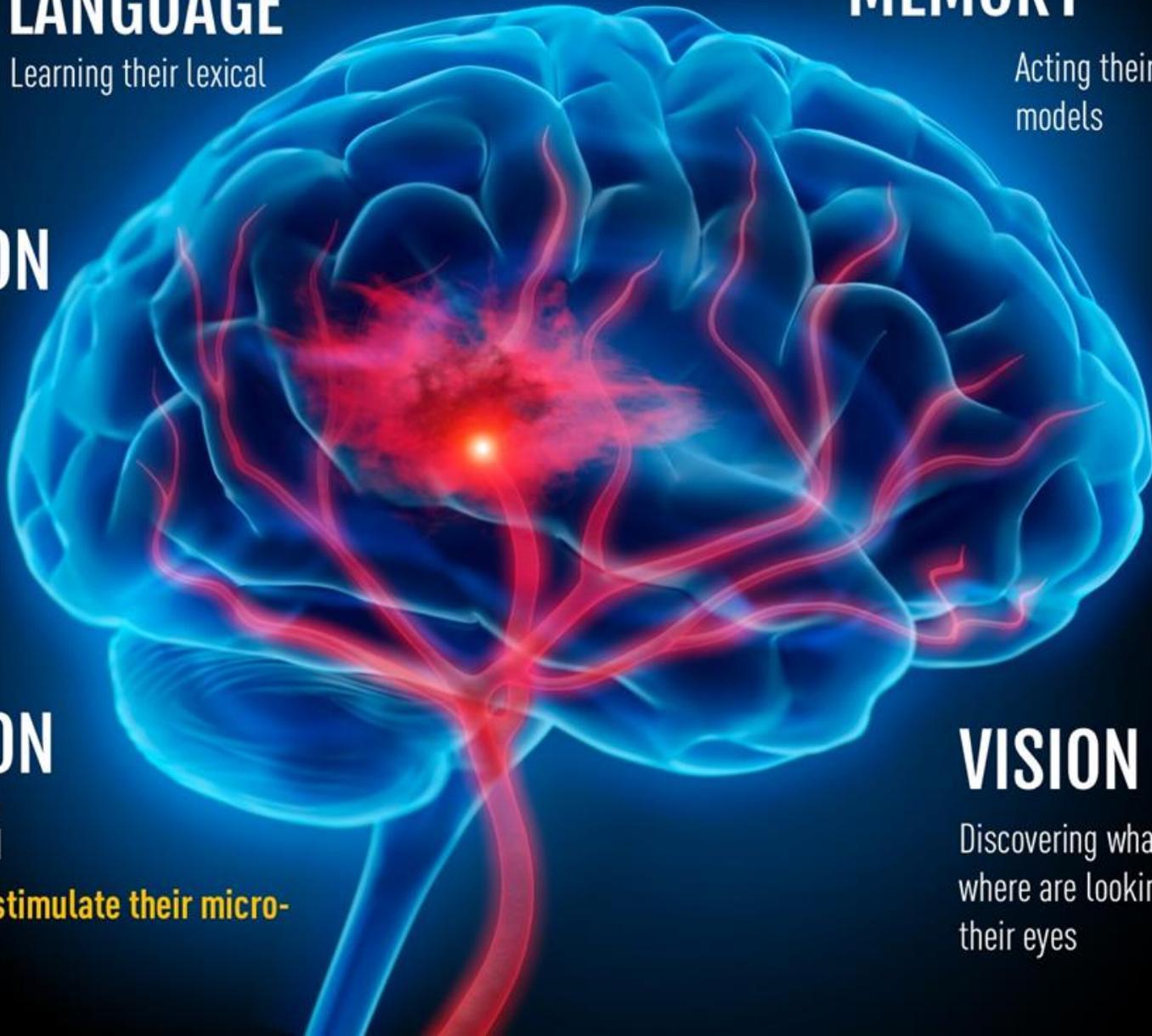
Capturing their perception about space and its interactions

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Increase and stimulate their micro-decisions

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Discovering what and where are looking their eyes



# how it works



# UX=COHERENCE



# UI=HARMONY

— warning

REMEMBER. EVERY TIME YOU USE *comic sans*  
A DESIGNER LOSE HIS WINGS...



# UX, WHY?

LONG TERM IMPACT

BRAND DEVELOPMENT

USER CENTERED DESIGN

SHAPE CULTURE AND  
USER OPINIONS

COVER USER NEEDS

CREATIVE CAMPAIGN

VISUALIZATION

BRAND FIRST

CUSTOMER FIRST

SHORT TERM IMPACT





**why do we design user experience? the  
purpose**

evolution

# BRAND FIRST

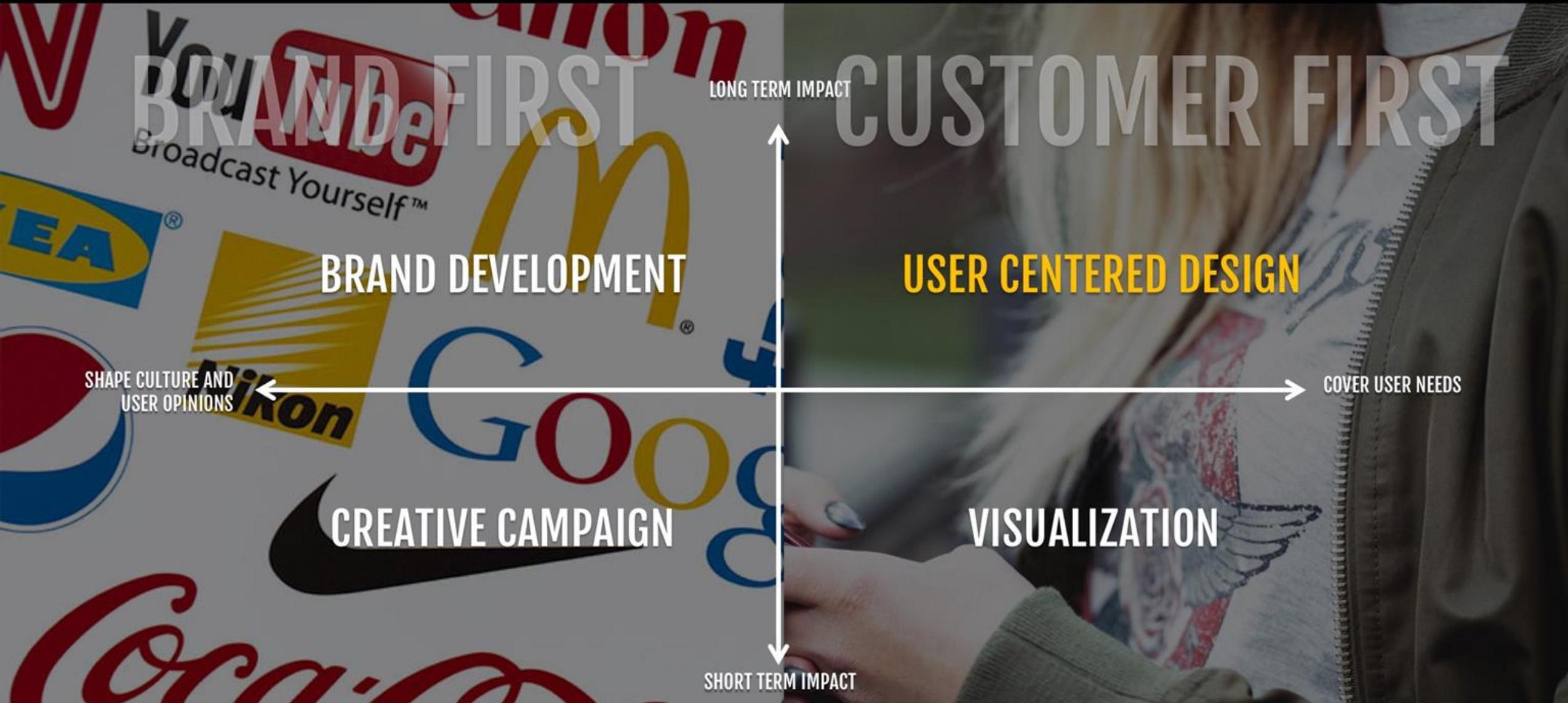


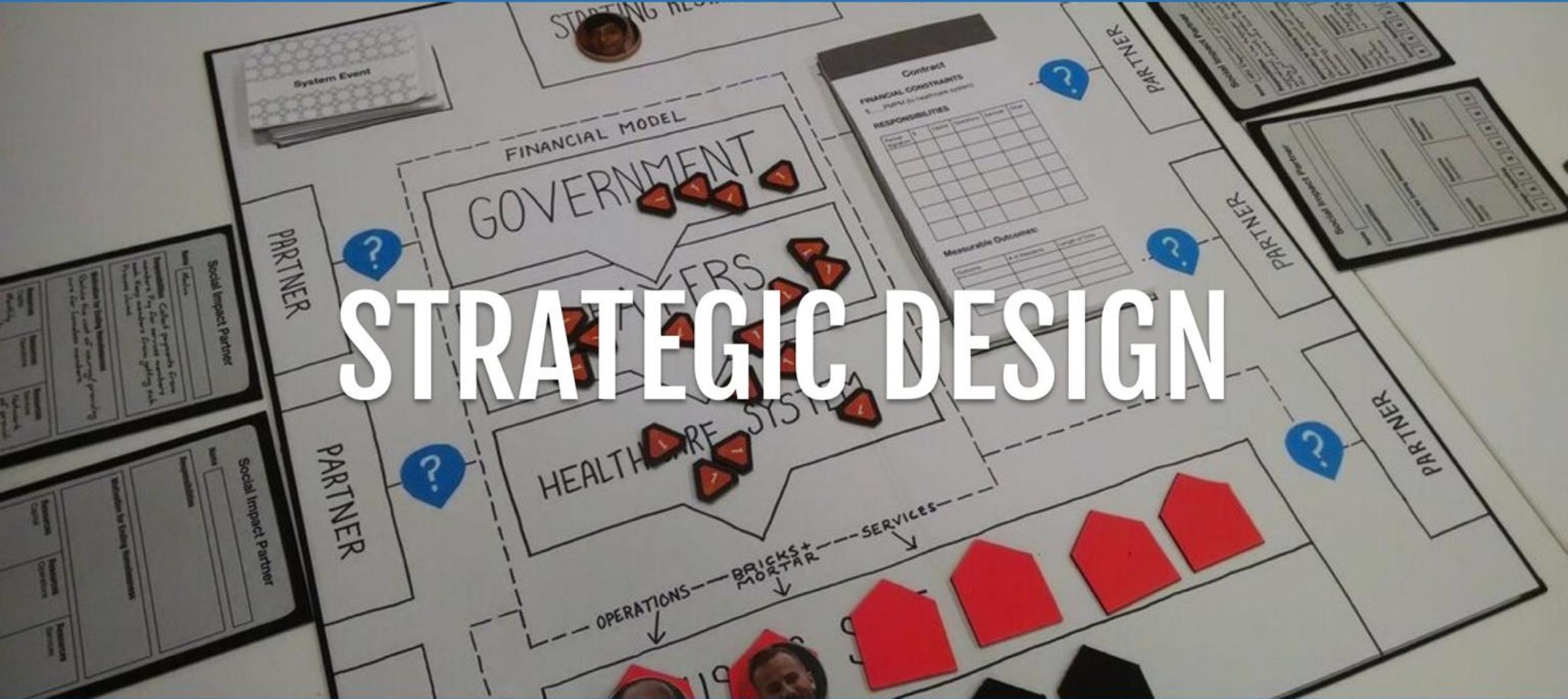
— evolution —



**CUSTOMER FIRST**

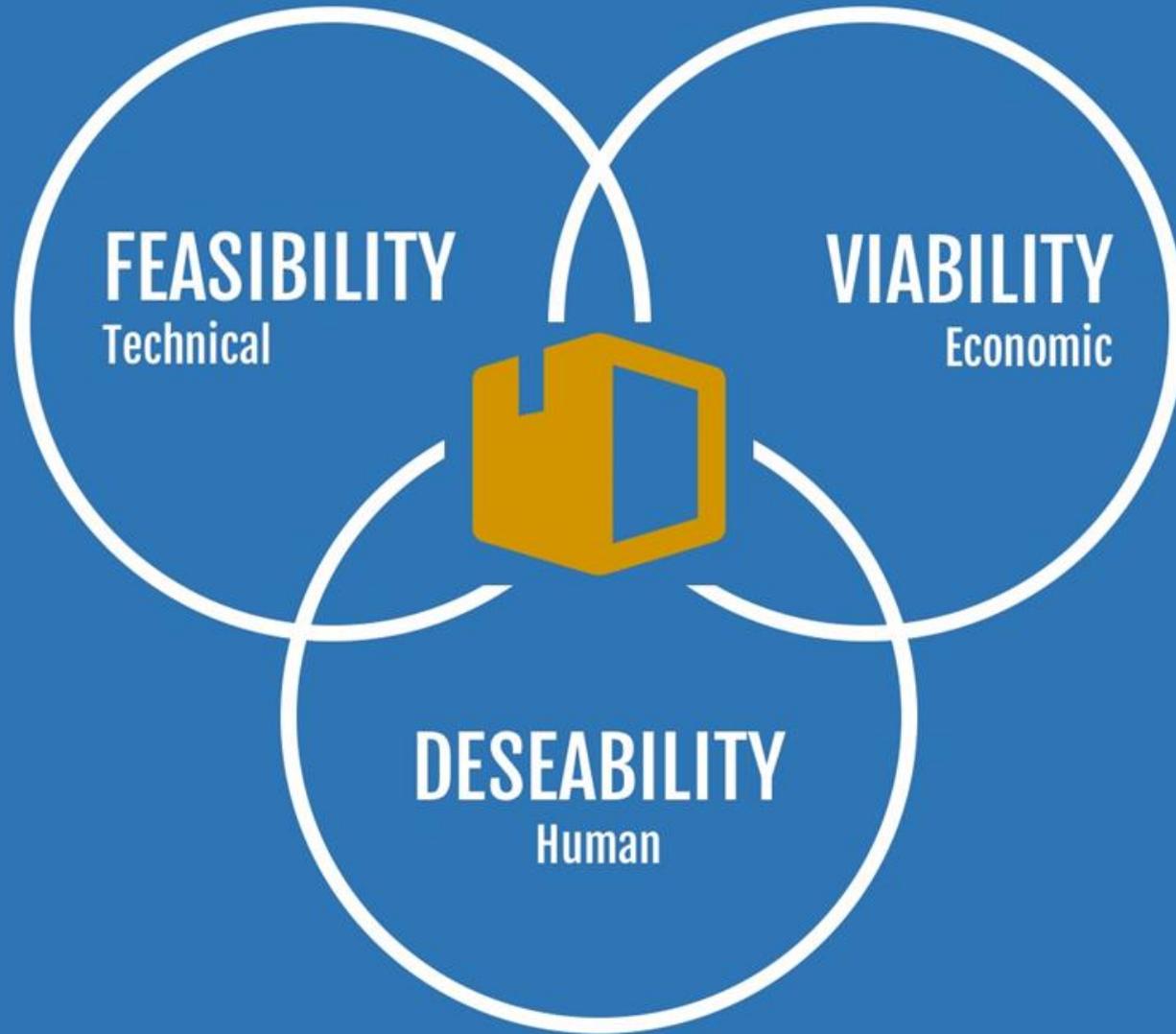
# relation between customer interests and design evolution





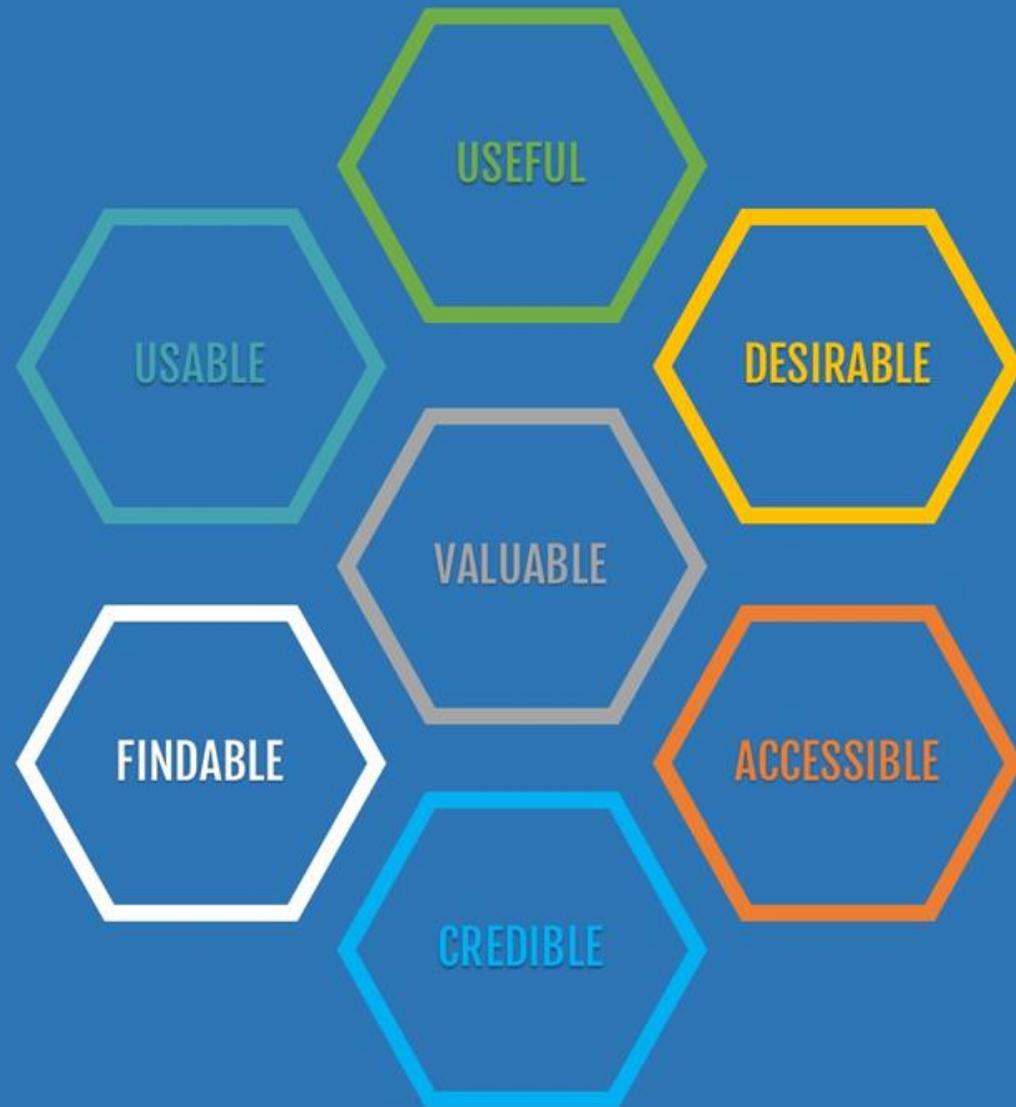
# STRATEGIC DESIGN

goal



goal

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goal



**INDUSTRY-CHANGING EXPERIENCES**

consequences

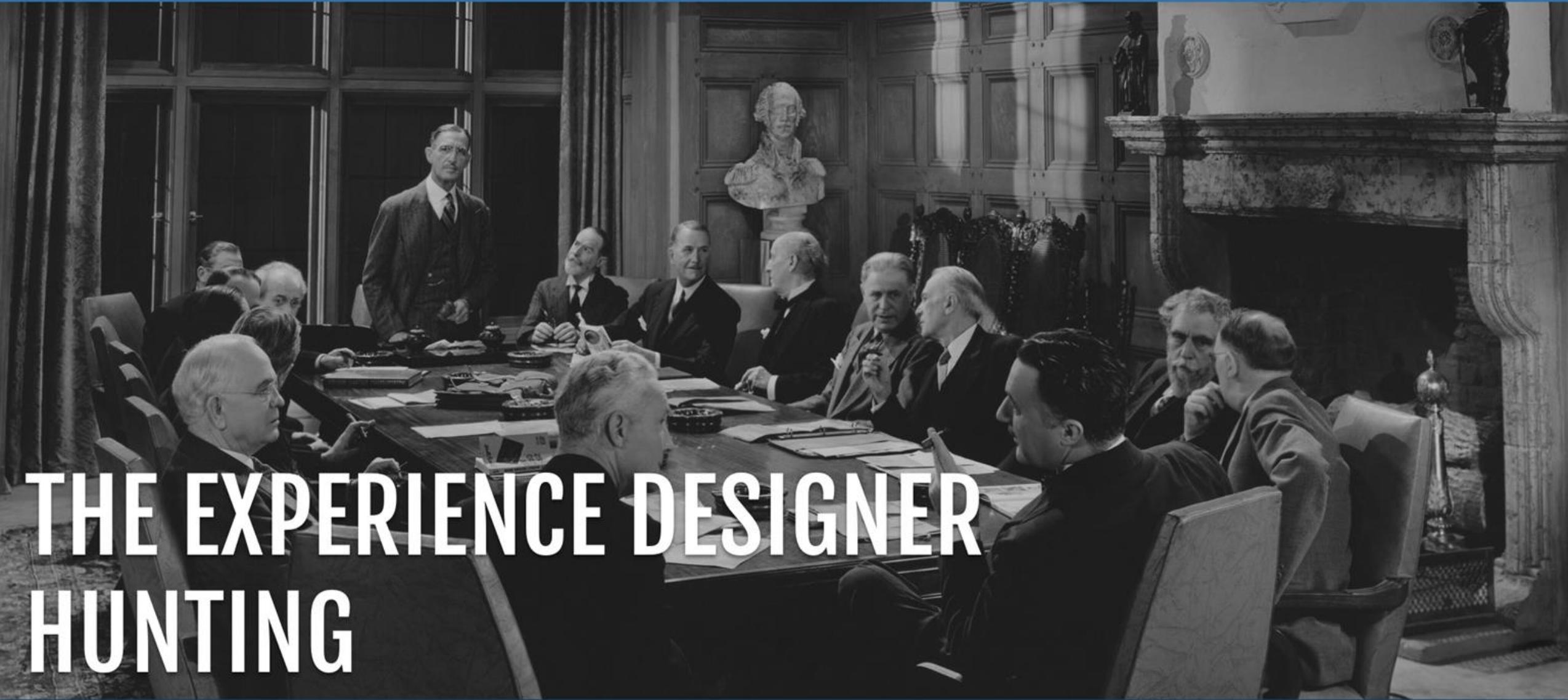


# THE 300M\$ BUTTON

# THE SHITTING COST



Find me one... NOW



**THE EXPERIENCE DESIGNER  
HUNTING**

# opportunity

---

You  Tube

tumblr.

flickr

 FeedBurner



vimeo

android



slideshare

airbnb

# EXPERIENCE DESIGNERS...

ARE **SYSTEMIC** THINKERS

LOVE TO **SOLVE** PROBLEMS

POSSESS A **PROTOTYPING** CULTURE

FOCUS ON **PEOPLE** AND **EMOTIONS**

CREATE ADDED **VALUE**



# EXPERIENCE DESIGNERS ARE...

CURIOUS

OPTIMISTIC

EXPERTS

EMPHATIC

COLLABORATIVE

EXPERIENCE ORIENTED

CREATIVE



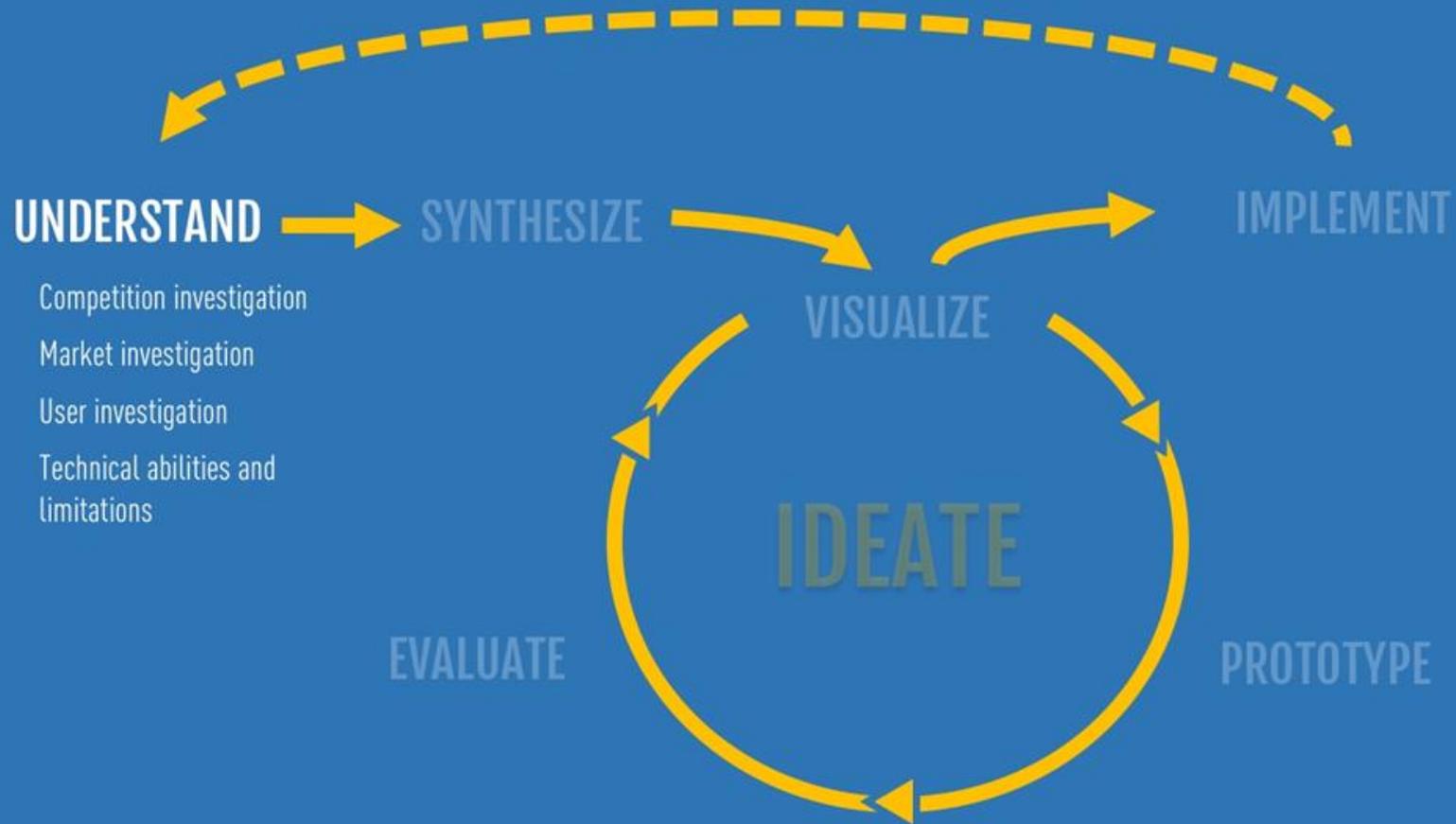
# UX, HOW?

**USER CENTERED DESIGN | DESIGN THINKING**

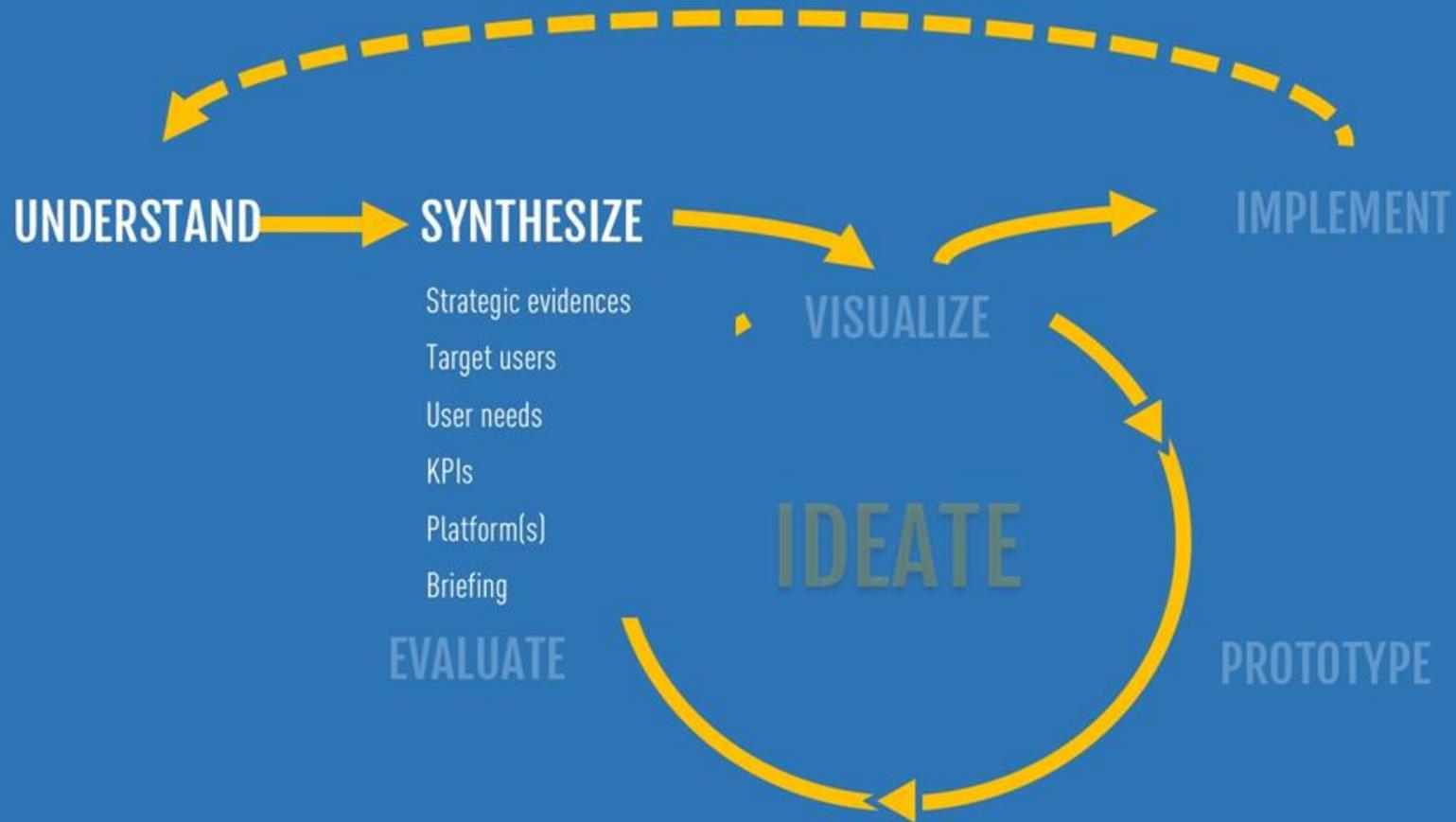


**how user experience is designed?**

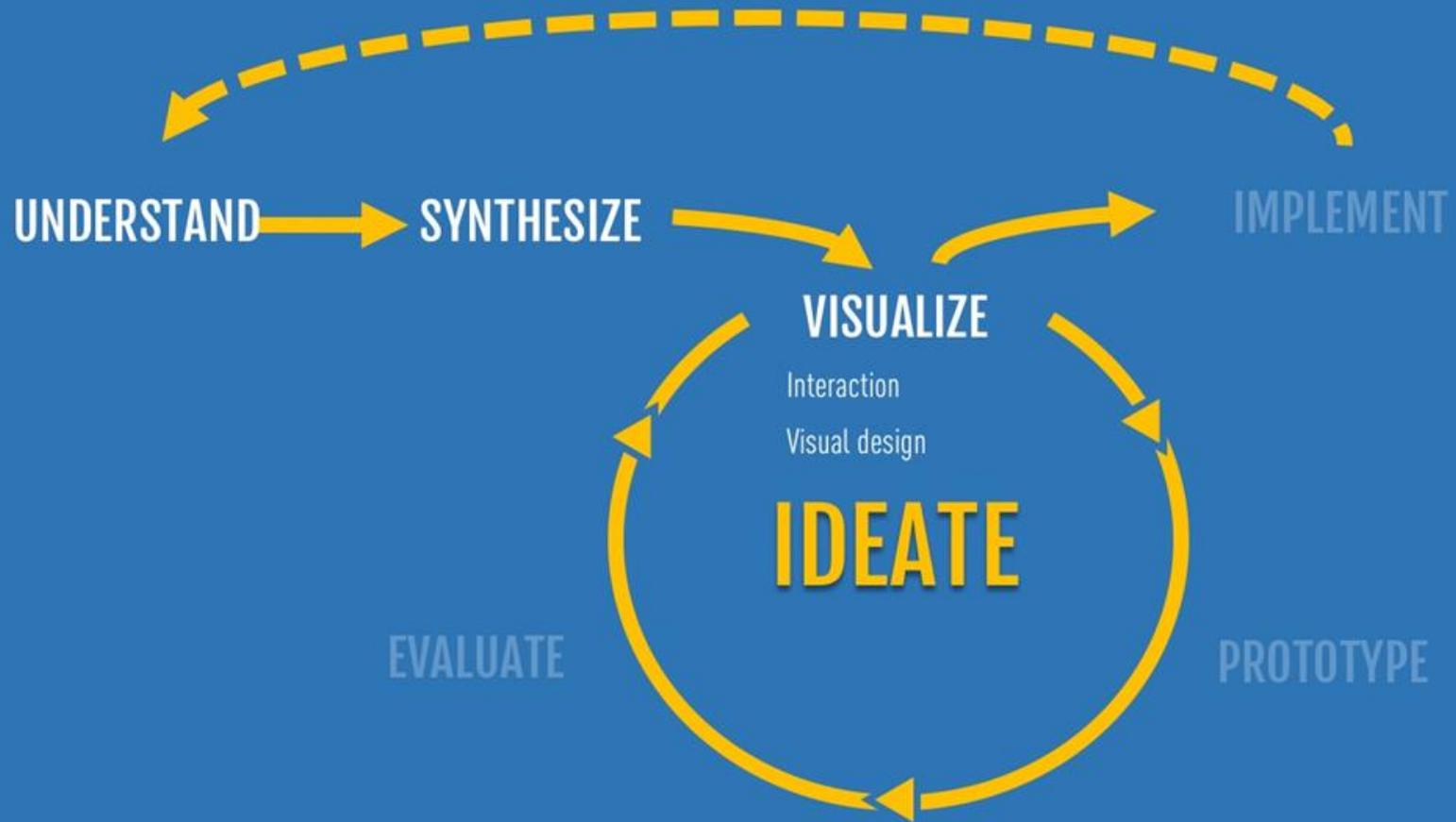
# how it works



# how it works

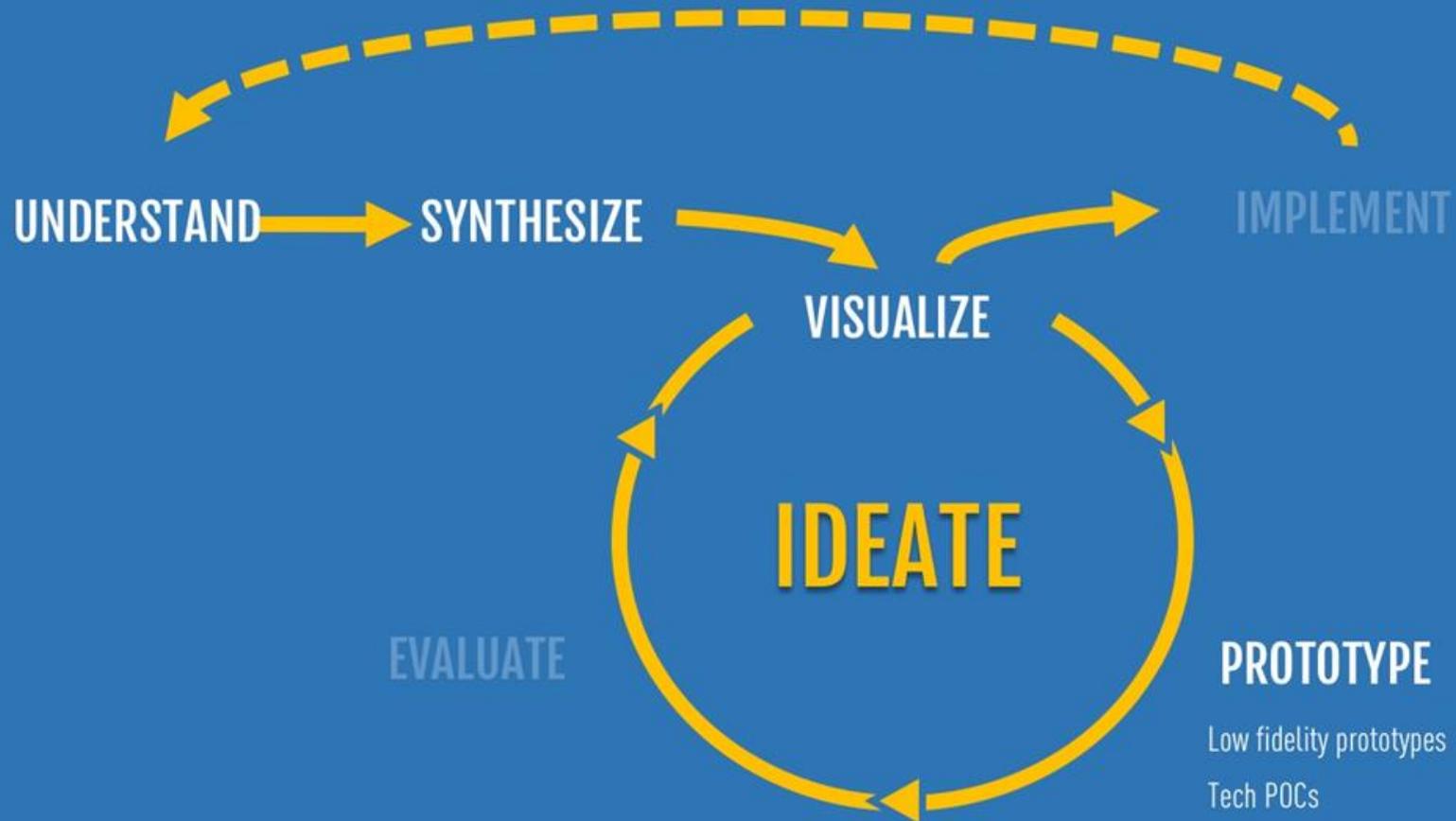


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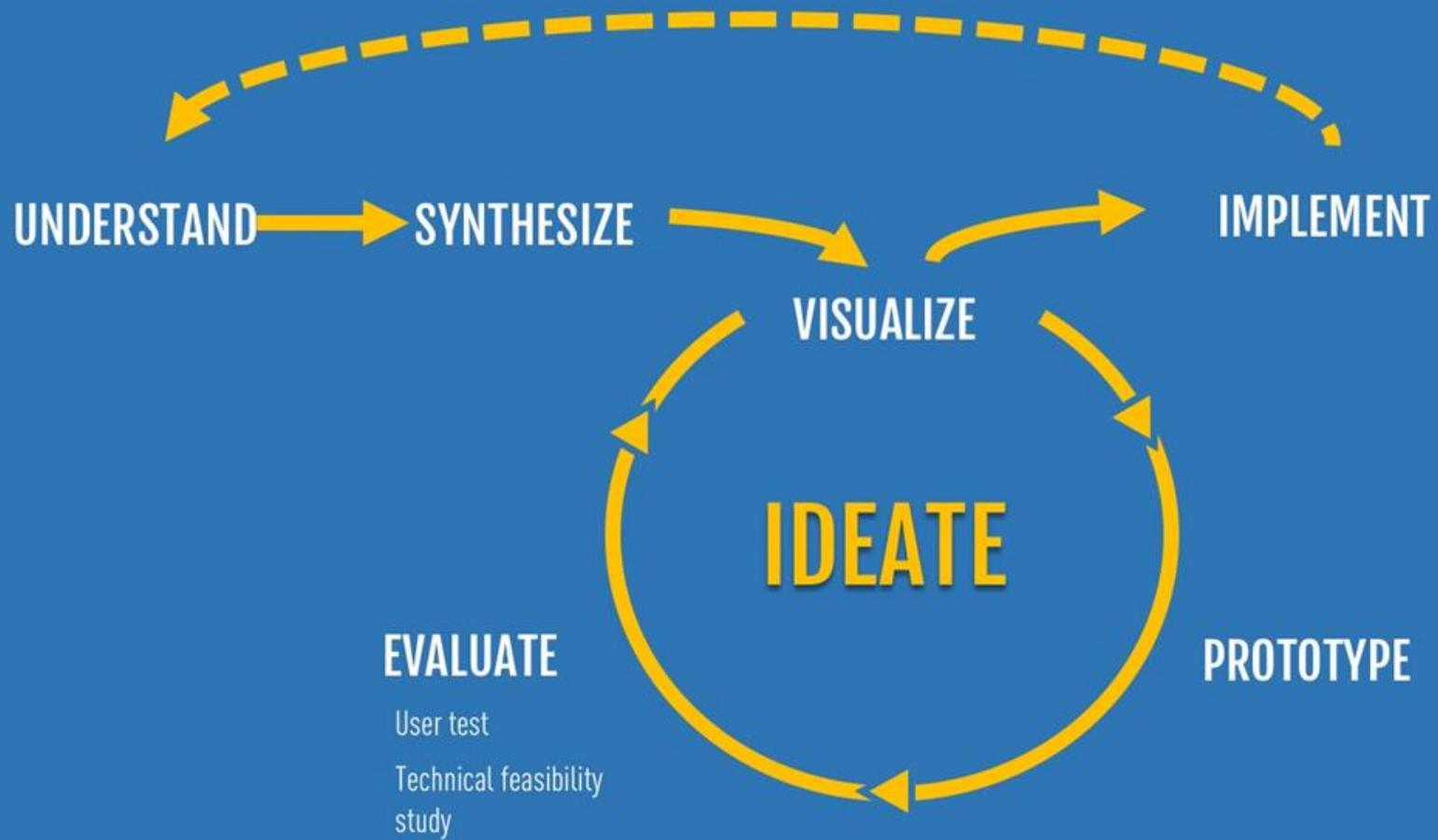


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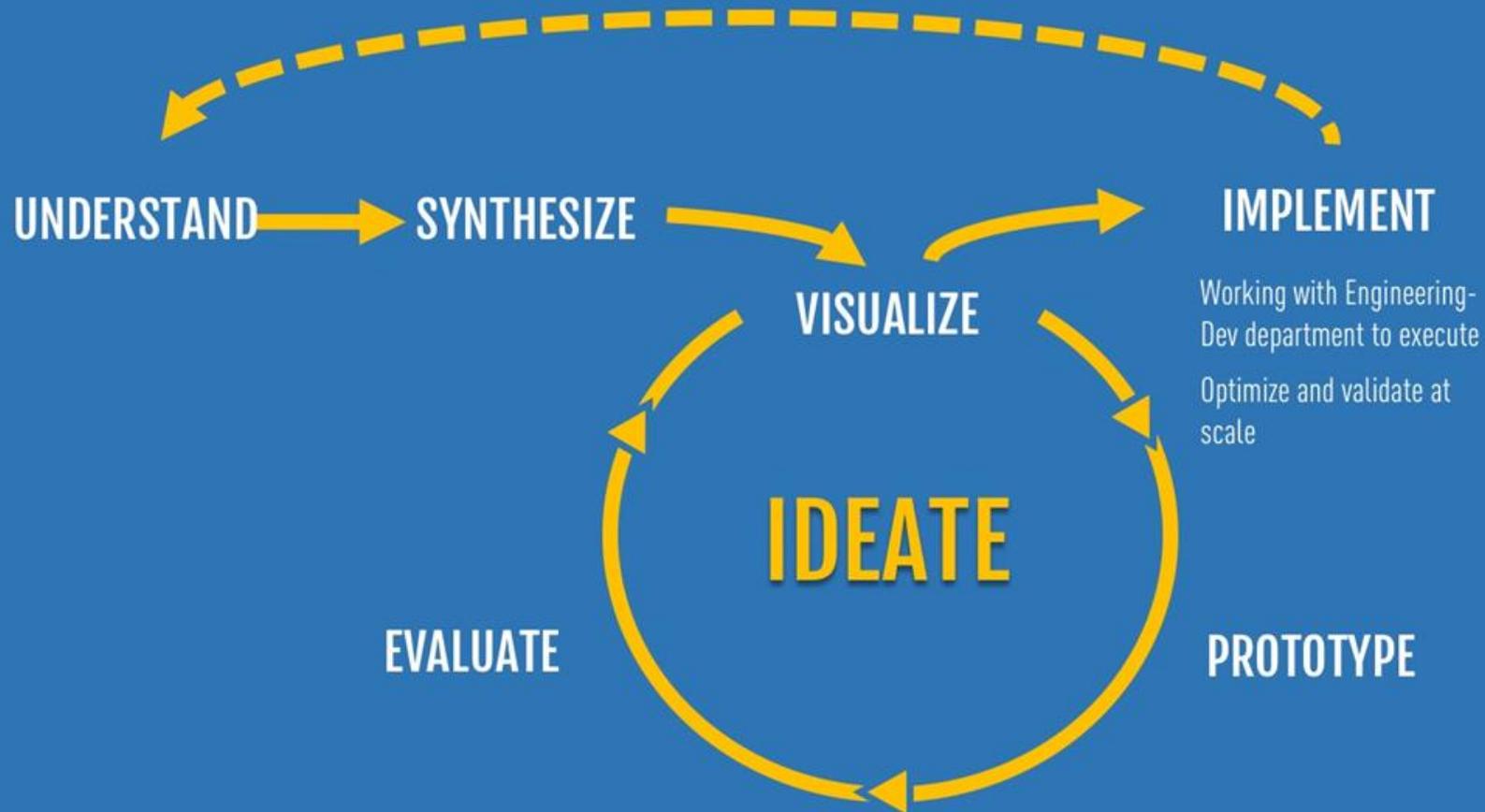
---



# how it works



# how it works



# how it works

---

## A HONEST-TO-GOD TRUTH:

“If a picture is worth a thousand words, a prototype is worth a thousand meetings”

IDEO dixit... maybe the UX top company

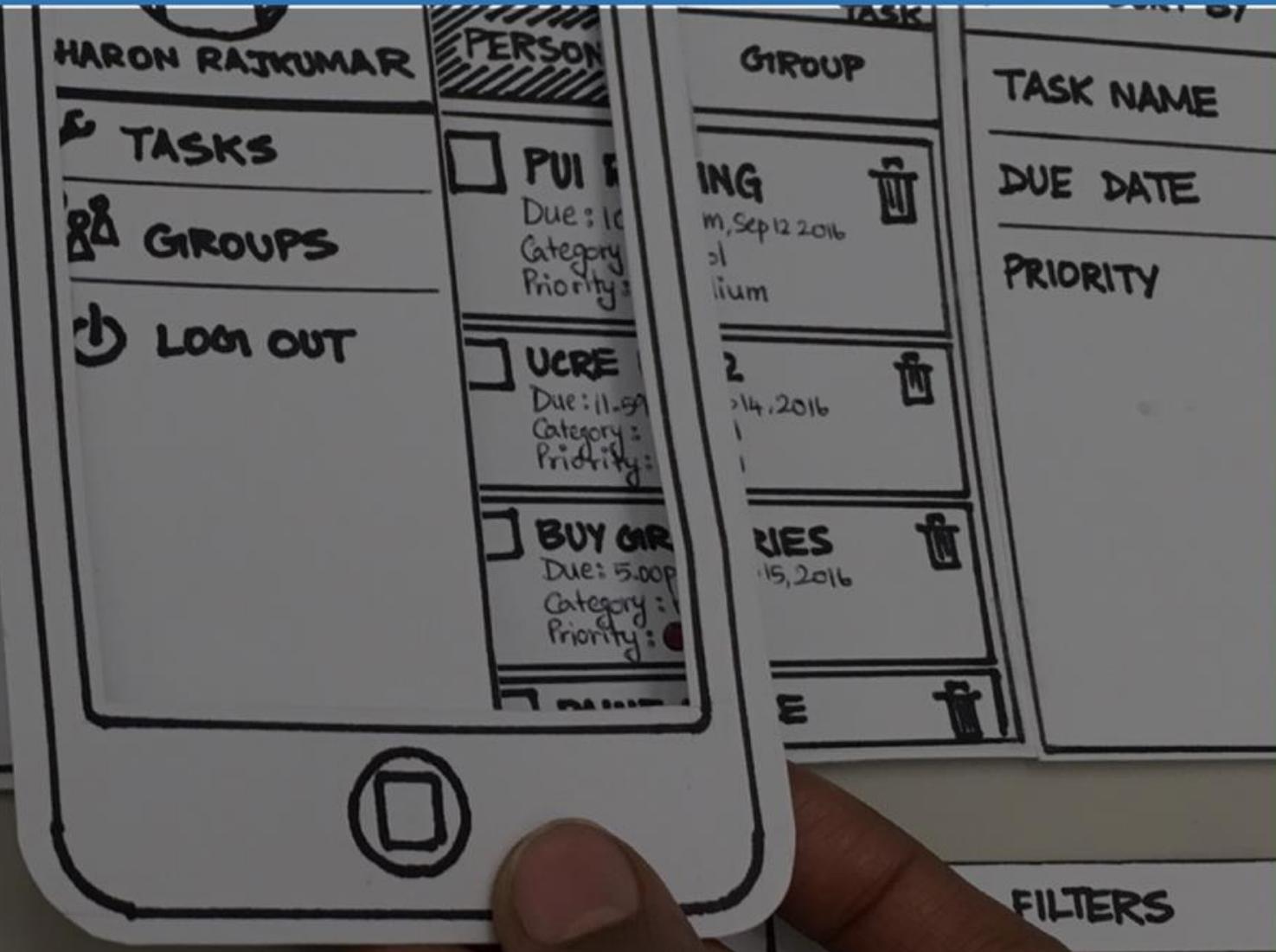
# the value of materializing things

SKETCHES

WIREFRAMES

MOCK-UPS

HI-FI PROTOTYPES



# the value of materializing things

SKETCHES

WIREFRAMES

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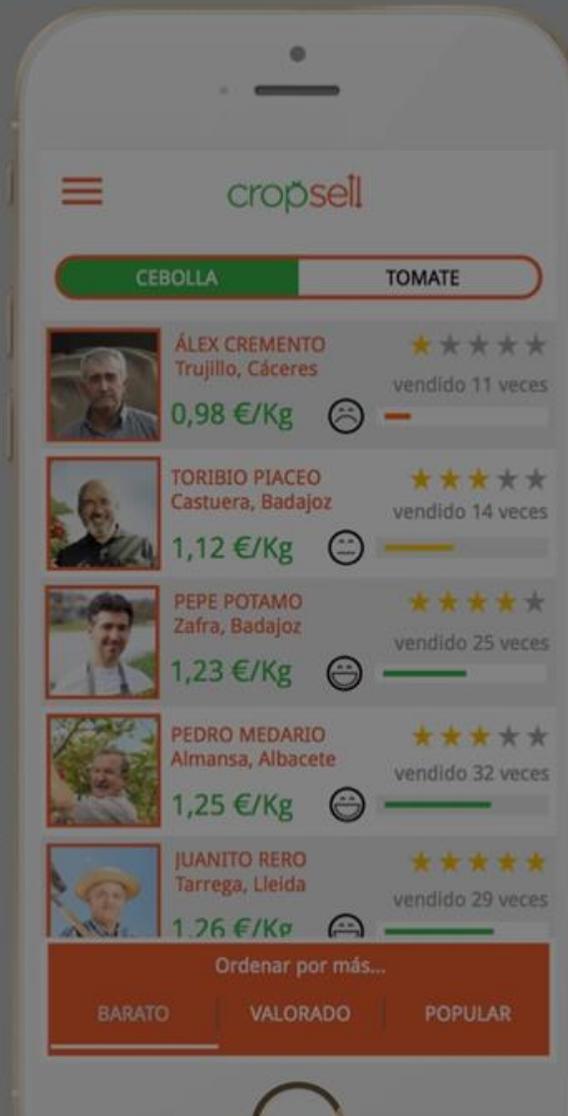
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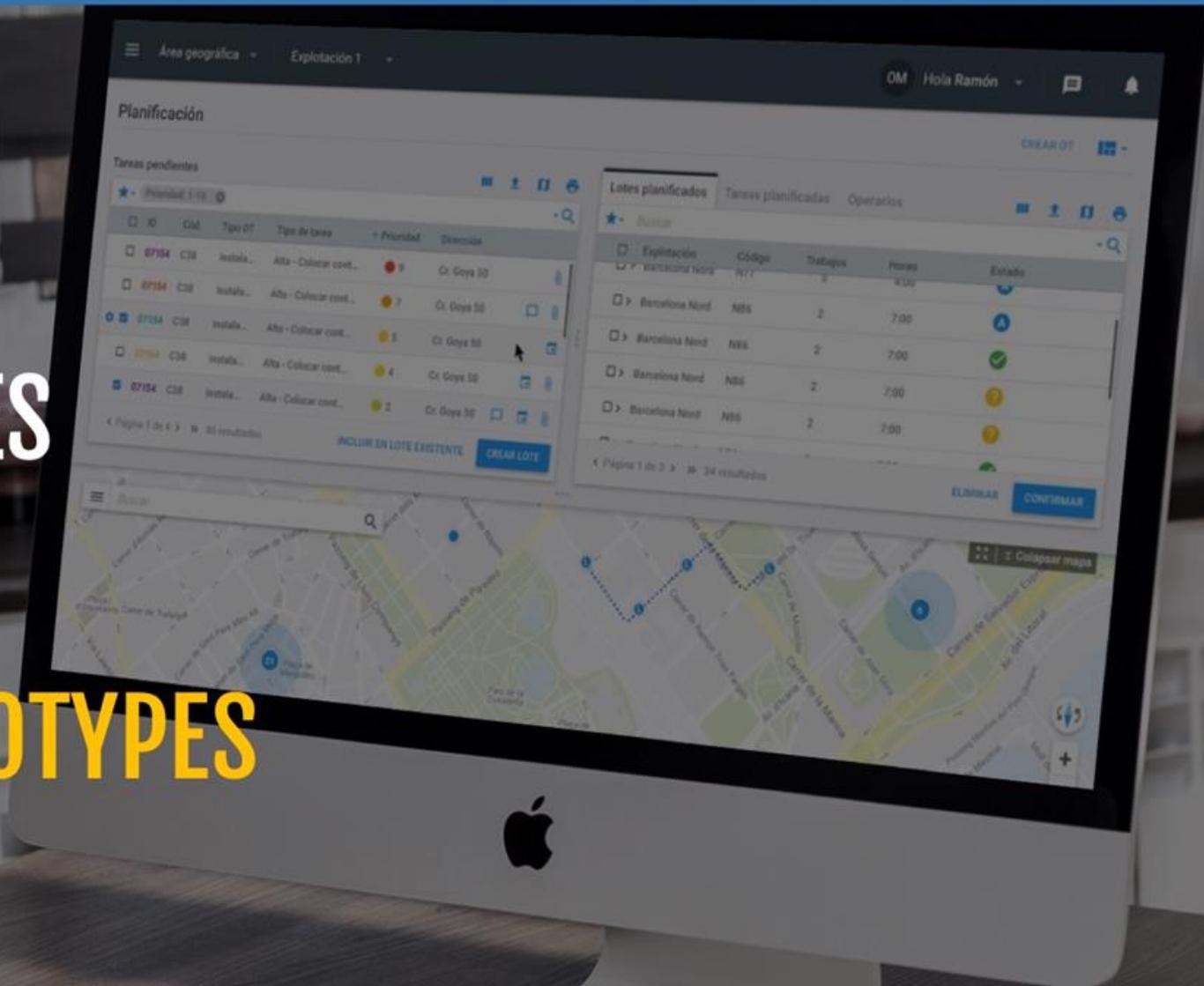
the value of materializing things

SKETCHES

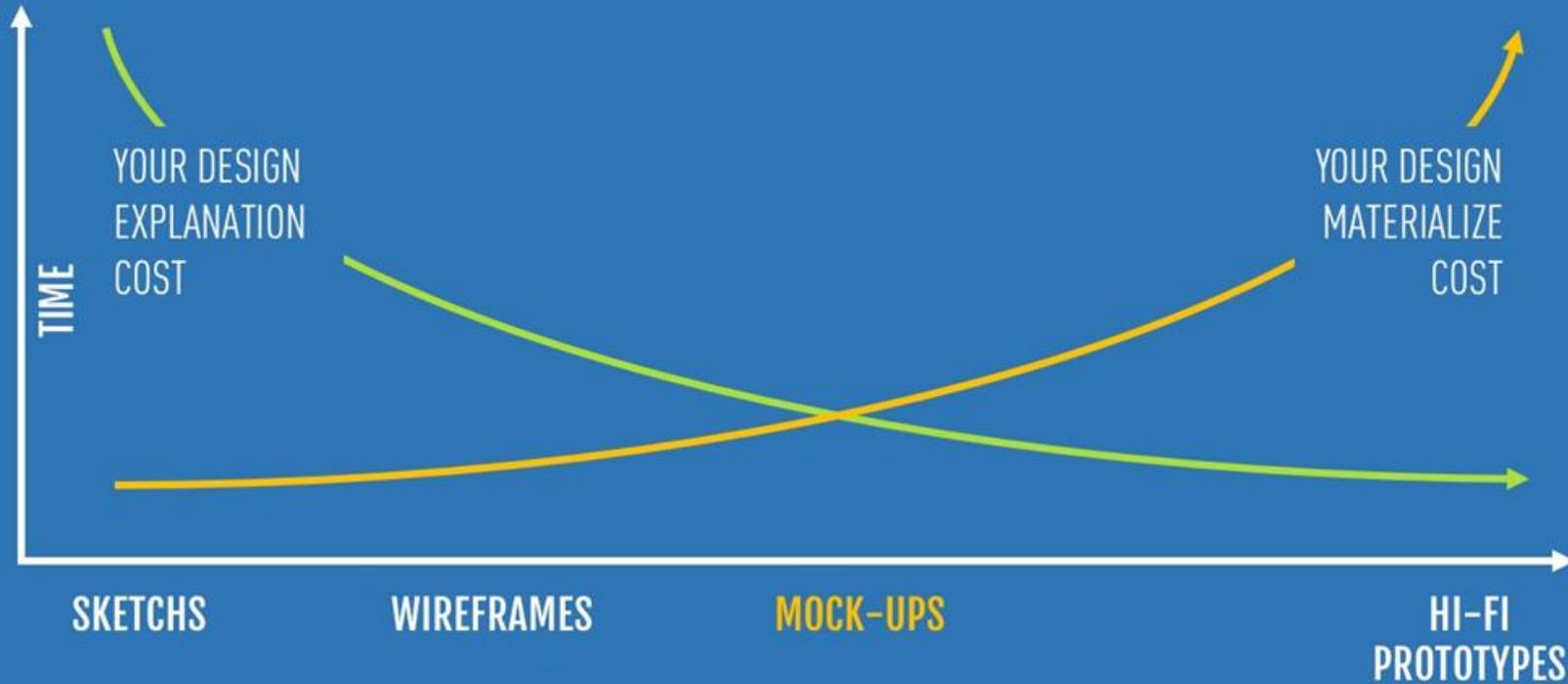
WIREFRAMES

MOCK-UPS

HI-FI PROTOTYPES



# THE PROTOTYPING BENEFITS



A photograph of four children playing soccer in a lush green forest. A yellow soccer ball is suspended in the air at the top center. The children are wearing blue, green, and red shirts. The background is filled with tall, thin trees and dense foliage, creating a soft, natural setting.

# USER EXPERIENCE

DISEÑANDO EMOCIONES

# 10 POINTS YOU SHOULD REMEMBER ABOUT USER EXPERIENCE DESIGN

It's NOT the User Interface (UI)  
It's NOT a step in the process  
It's NOT only technology  
It's NOT only usability  
It's NOT only the user  
It's NOT expensive  
It's NOT easy  
It's NOT single person or department role  
It's NOT a unique discipline  
It's NOT an alternative

It's the system  
It's the entire process  
It's behavior  
It's value  
It's the context  
It's flexible  
It's a balance of actions  
It's a culture  
It's collaboration  
It's the way to survive today



# 10 essential points you should know about UX

— user experience design... —

---

**Is NOT the USER INTERFACE (UI)**

**UX is the SYSTEM**

— user experience design...

---

It's NOT the User Interface (UI)

It's the system

**Is NOT A STEP in the process**

**UX is the ENTIRE process**

— user experience design... —

It's NOT the User Interface (UI)

It's NOT a step in the process

It's the system

It's the entire process

**Is NOT only TECHNOLOGY**

**UX is BEHAVIOR**

— user experience design...

It's NOT the User Interface (UI)

It's NOT a step in the process

It's NOT only technology

It's the system

It's the entire process

It's behavior

**Is NOT only USABILITY**

**UX is VALUE**

— user experience design...

---

It's NOT the User Interface (UI)

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**Is NOT only the USER**

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It's value

**UX is CONTEXT**

# user experience design...

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It's NOT only the user

**IS NOT EXPENSIVE**

It's the system

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**UX is FLEXIBLE**

# user experience design...

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It's NOT only the user

It's NOT expensive

It's the system

It's the entire process

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It's flexible

**Is NOT EASY**

**UX is a balance of ACTIONS**

# user experience design...

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It's a balance of actions

**Is not a single PERSON or  
DEPARTMENT role**

**UX is a CULTURE**

— user experience design...

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It's a culture

**Is NOT an UNIQUE discipline**

**UX is COLLABORATION**

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**Is not an ALTERNATIVE**

**UX is THE WAY TO SURVIVE TODAY**

# in essence

---

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It's a culture  
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It's the way to survive today

because if don't



it's not what  
the software does.  
it's what the  
user does.

@hugh



**danicardelus@techbizdesign.com**

**@dcarTech**