

# BUILDING AN EFFECTIVE USER EXPERIENCE DESIGN

Here's a complete guide with strategies, insights and customer examples for mastering User Experience Design.

XIMNET

# ABOUT USER EXPERIENCE DESIGN

User experience (UX) design is the process of creating interface with relevant experiences.

This involves the careful design of both a product's usability and the pleasure consumers will derive from using it.

It is also concerned with the entire process of acquiring and integrating the product, including aspects of branding, design, usability, and function.

*Source: Interaction Design Foundation*

## 1. Introduction

Understanding how UX is transforming your business

## 2. What is LUCID Framework?

A renowned interface design approach developed by Cognetics Corporation

## 3. How does LUCID works?

Systematic stages for designers to achieve project's goals

## 4. The Design Principles

Recommended best practices and guidelines to build good user interfaces

# 1. Introduction

Understanding how UX is transforming your business

User experience (UX) has finally come into its own as a key factor shaping how companies do business. Not to say that UX hasn't been a factor before, but only recently have businesses come to realize that UX is happening, with or without their input. There's a shift going on: A departure from organization-centric UX to a customer-centric approach.

As a digital agency, it took years of experience to and with that came a realization: You must manage UX by numbers and make decisions based on research, data and facts. **It's never just opinions.**



**88%**

**of online consumers are less likely to return to a site after a bad experience.**

*Source: Gomez*

When it comes to optimizing customer experiences, there can be no half-hearted attempts; you're either in or you're out. Embracing UX is not a one-time event. UX should be a fluid, continuous part of every business's long-term strategy.

Good UX is not just an event. It is a journey between the brand and its users. To achieve that, we embrace the LUCID Framework – Logical User Centered Interaction Design.

# 2. What is LUCID Framework?

A renowned interface design approach developed by Cognetics Corporation

LUCID – Logical User Centered Interaction Design – began as a way of describing the approach to interface design at Cognetics Corporation. Over the years, it has evolved into a framework to manage the process of designing an interface in a way which can, if not guarantee, at least encourage software usability.

The goals of LUCID Framework is rather straightforward. They are:

- ⊕ To provide **UI designers with a framework** within which to apply best practices
- ⊕ To allow for **seamless integration of design and usability activities** with software development methodologies
- ⊕ To support a **user-centered approach** to interface design
- ⊕ To **enhance the usability** of the finished interfaces

A key principle of The LUCID Framework is that products or interfaces should be designed to offer users the “five E’s:” effectiveness, efficiency, engagement, error tolerance and ease of learning. Please refer to Figure 1.0: The Five E’s

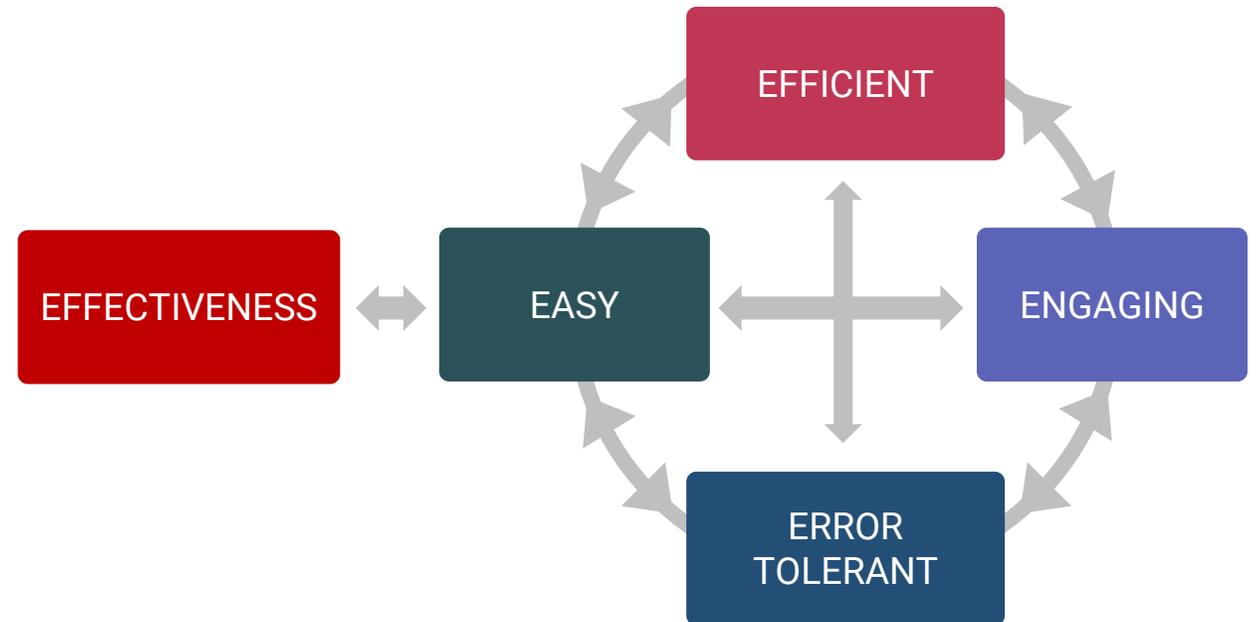


Figure 1.0: The Five E's

# 3. How does LUCID works?

Systematic stages for designers to achieve project's goals

The LUCID Framework can be integrated with other software engineering methodologies or, for small product development efforts, can be used as a stand-alone methodology. LUCID is organized into six stages:

- 1. **ENVISION** Develop UI Roadmap which defines the product concept, rationale, constraints and objectives.

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- 2. **ANALYZE** Analyze the user needs and develop requirements.

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- 3. **DESIGN** Create a design concept and implement a key screen prototype.

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- 4. **REFINE** Test the prototype for design problems and iteratively refine and expand the design.

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- 5. **IMPLEMENT** Support implementation of the product making late stage design changes where required.

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- 6. **SUPPORT** Provide roll-out support as the product is deployed and gather data for next version.

Each of these stages is completed in sequence building the elements of the interface until the design is complete. Many of the tasks within a stage are iterative.

Please take note that there are several prerequisites for using the LUCID Framework:

- ⊕ A need has been identified.
- ⊕ There is corporate support for the project.
- ⊕ The design team has been assembled.



# 70%

**of projects fail due to lack of user acceptance**

*Source: Forrester Research*

# Promoting Kuala Lumpur Through Mobile-First Approach.

XIMNET has been the digital agency for its online communication since year 2014. The 3-year engagement has given us the opportunity to retain user's engagement by reducing the bounce rate on the website.

## RESULTS:

- Conversion from a flash-based website to the latest web technology.
- HTML5 + CSS3 and e-Newsletter engagement which has encouraged more potential customers to access the website for more information.

LUCID is an agile process because design is intrinsically best conducted in an iterative manner. The illustration that follows shows how LUCID can be integrated with an agile model.

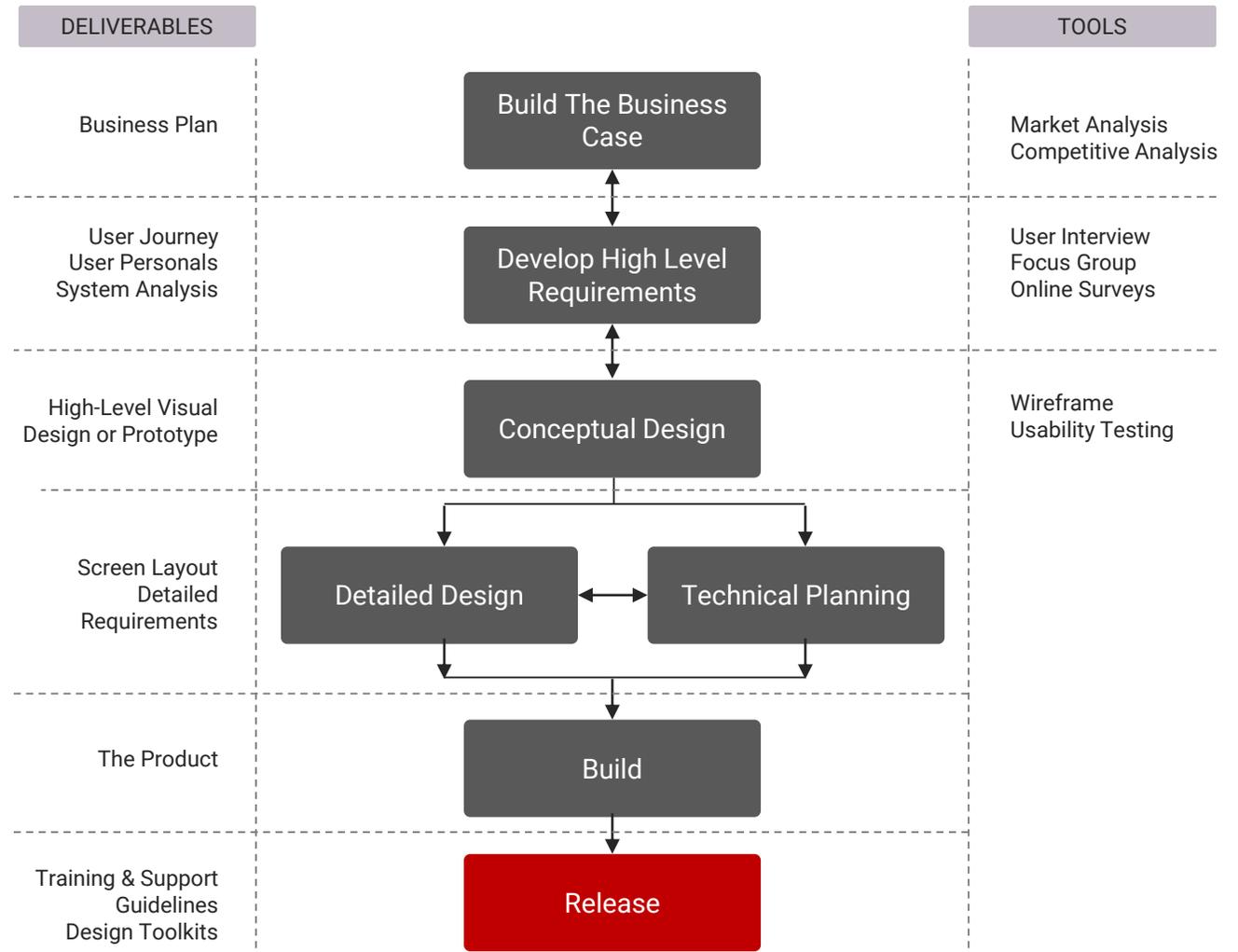
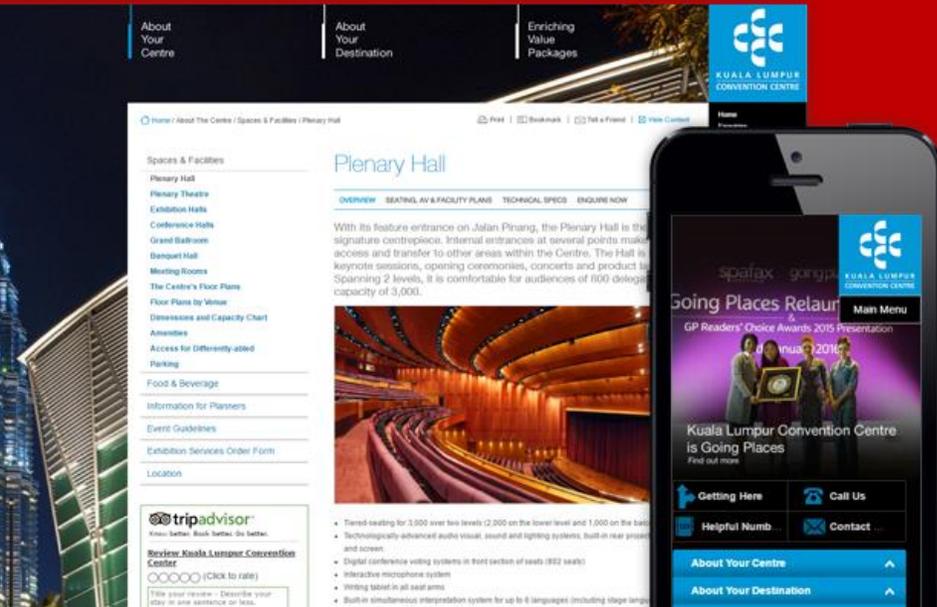


Figure 2.0: LUCID Framework Development Process



# 4. The Design Principles

Recommended best practices and guidelines to build good user interfaces

A design principle is a general statement that describes some aspect of user interface design 'best practice.' These principles usually have a basis in research concerning how people learn and work. Good user interfaces conform to good design principles.

The following design principles are applicable to all user interfaces:

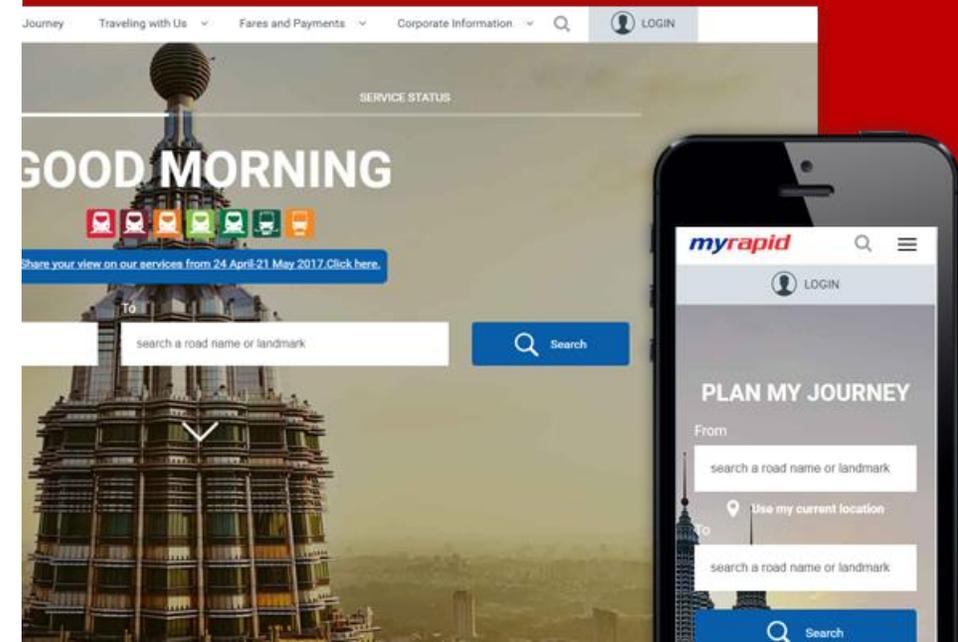
<p>1</p> <p>Maintain consistency at all levels.</p>	<p>2</p> <p>Minimize demands on human memory.</p>	<p>3</p> <p>Present informative feedback.</p>	<p>4</p> <p>Keep the user in control.</p>
<p>5</p> <p>Use a consistent conceptual model.</p>	<p>8</p> <p>Design the software to mirror workflow.</p>	<p>7</p> <p>Design for simplicity by reducing complexity.</p>	

## Designing Better Usability for Fellow Malaysians.

XIMNET is appointed by Prasarana to revamp its consumer website, MYRAPID, in 2016 as an initiative in providing better user experience through the digital engagement

RESULTS:

- Website is time sensitive and displays Real-Time data (Service Status).
- Mobile-First in mind, the website display is designed to optimize mobile users' experience.



**RESOURCES:**

<http://courses.cs.vt.edu>

<https://www.flaticon.com>

<https://www.forbes.com/sites/forbestechcouncil/2017/01/23/how-ux-is-transforming-business-whether-you-want-it-to-or-not>

<https://usabilitymatters.com/10-stats-demonstrate-roi-ux/>

<https://www.interaction-design.org>