Elements Of User Experience Design

Based on The Elements of User Experience: User Centered Design for the Web and Beyond
– Jesse James Garrett

Presented by Himanshu Singh, MAID SUSE '18,
Anhalt University of Applied Sciences, Dessau

About Author-

Jesse James Garrett is a User Experience Designer based in San Francisco, California and co-founder of Adaptive Path strategy and design consulting firm.

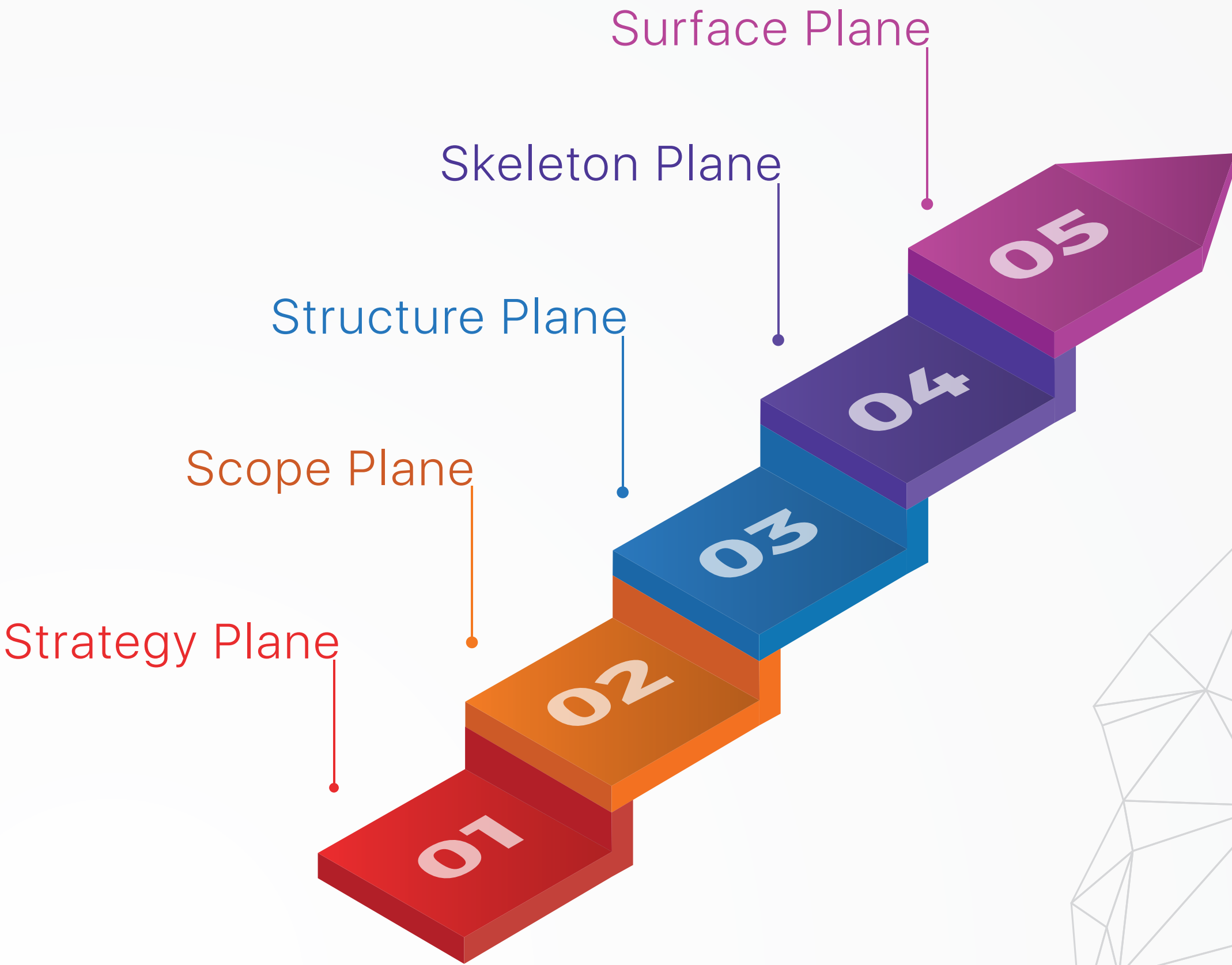**Born:** Ottawa, Canada
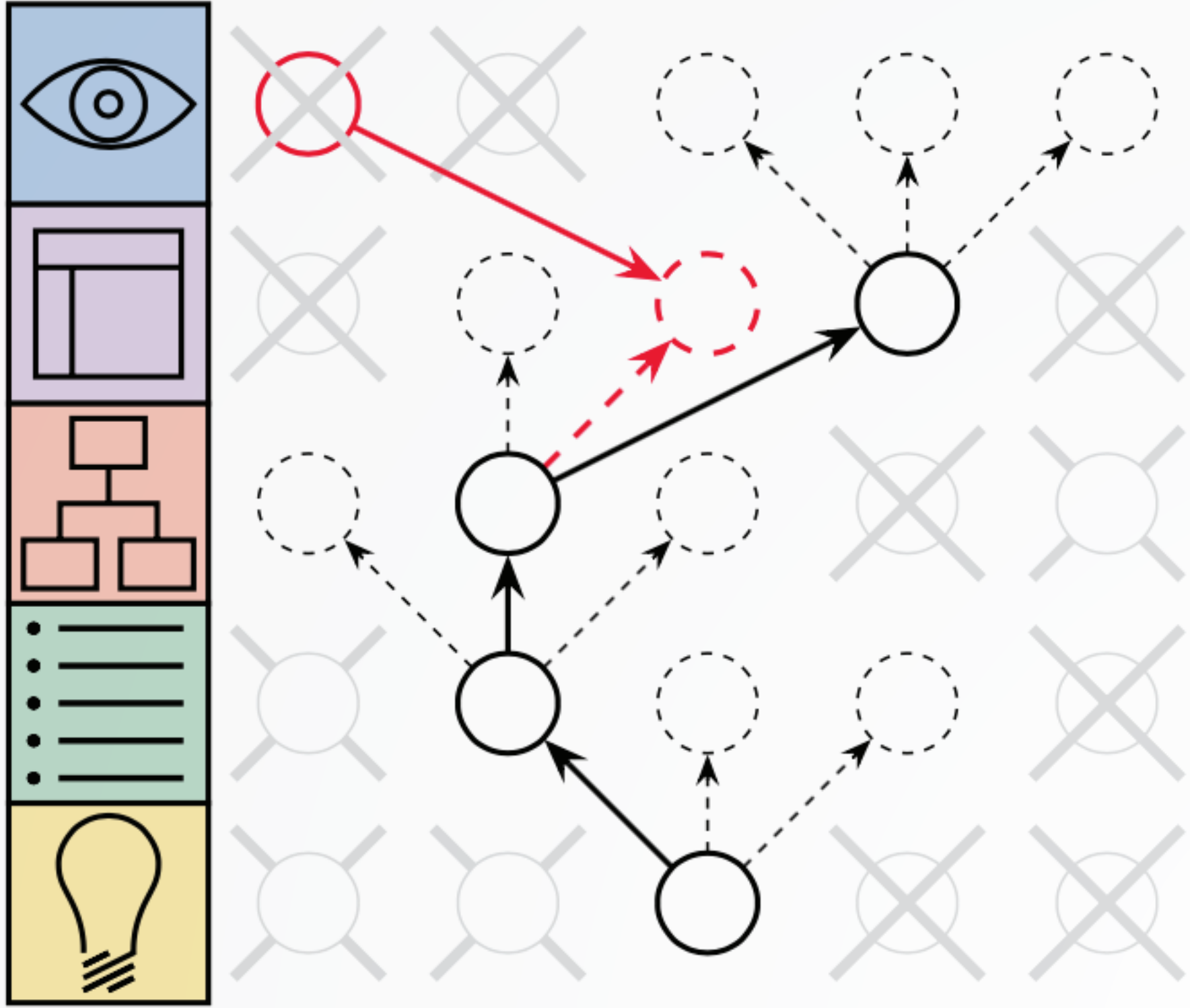**Education:** University of Florida
Books: The Elements of User Experience: User-Centered Design for the Web and Beyond, 2011
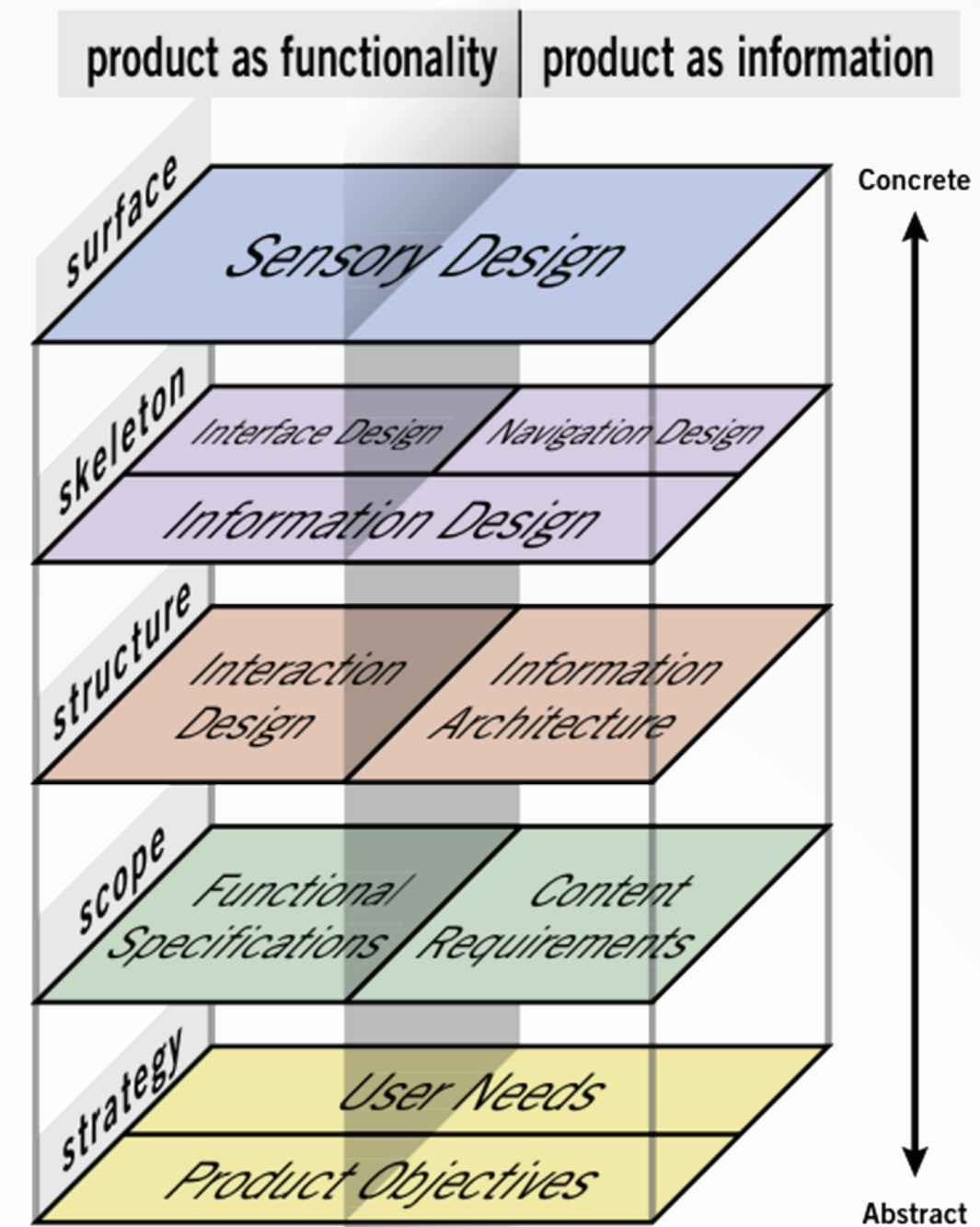**Organization founded:** Information Architecture Institute
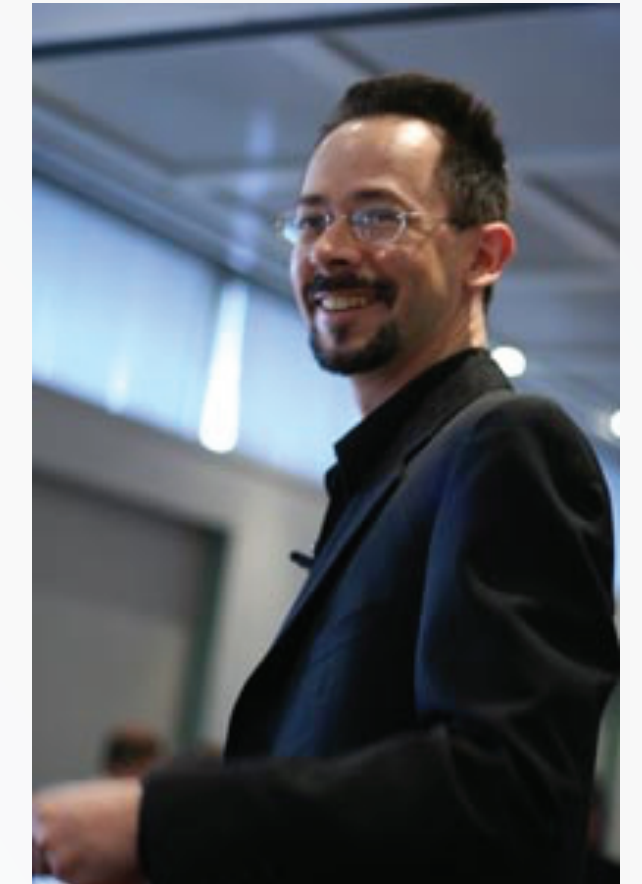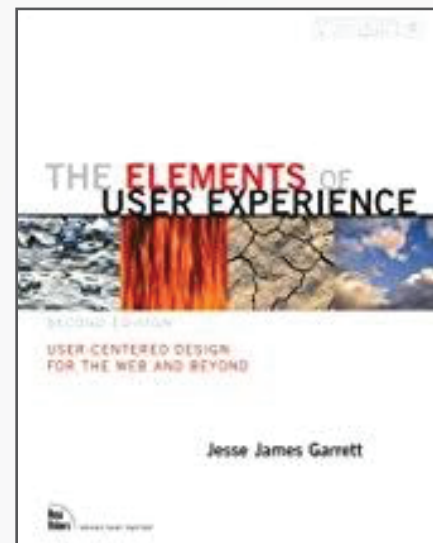
Jesse James Garrett
Designer

Elements of User Experience Design

Surface Plane

Skeleton Plane

Structure Plane

Scope Plane

Strategy Plane

01
02
03
04
05

01 Strategy Plane

The reason for the product, application or the site, why we create it, who are we doing this for, why people are willing to use it, why they need it. The goal here is to define the user needs and business objectives.

product as functionality | product as information

surface — Sensory Design (Concrete)

skeleton — Interface Design | Navigation Design
Information Design

structure — Interaction Design | Information Architecture

scope — Functional Specifications | Content Requirements

strategy — User Needs
Product Objectives (Abstract)

02 Scope Plane

Defines the functional and content requirements. What are the features, and content contained in the application or product. The requirements should fulfill and be aligned with the strategic goals.

Functional Requirements It's the requirements about the functions, or features in the product, how features work with each other, and how they interrelate with each other. These features is what user need to reach the objectives.

Content Requirements It's the information we need in order to provide the value. Information like text, images, audio, videos, ...etc. Without defining the content, we have no idea about the size or time required to complete the project.
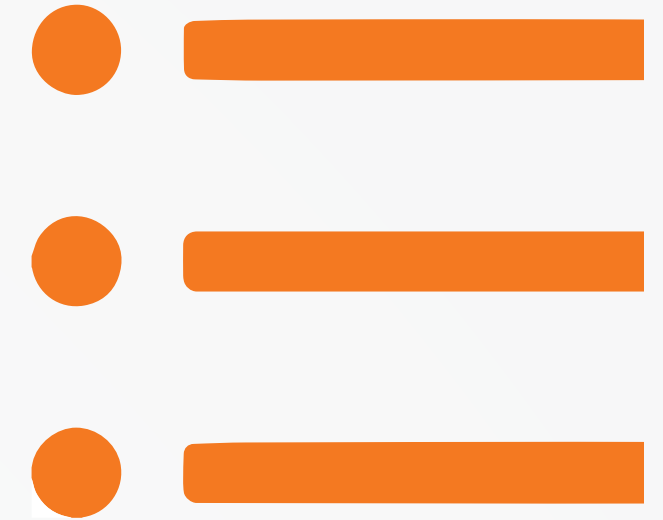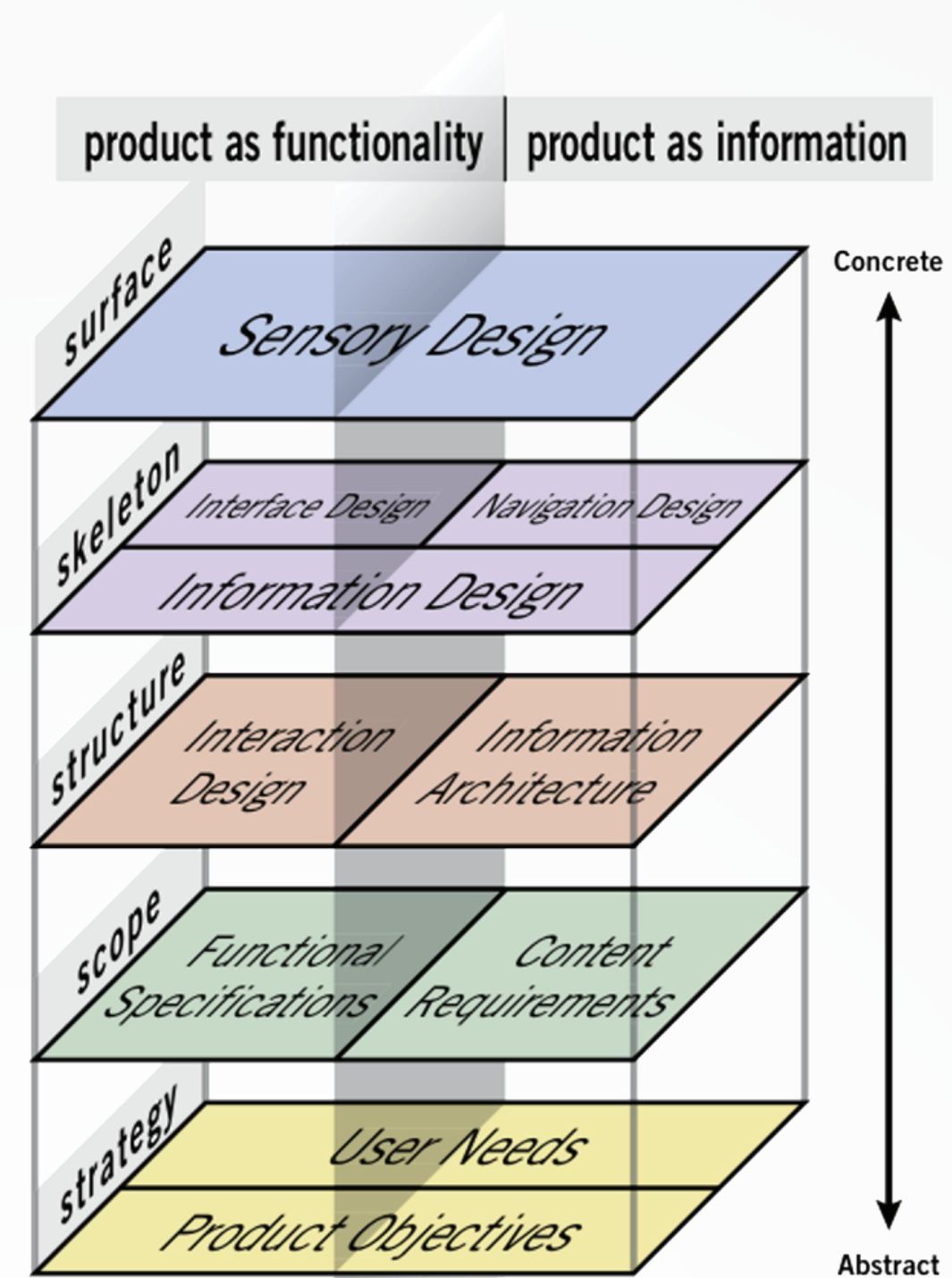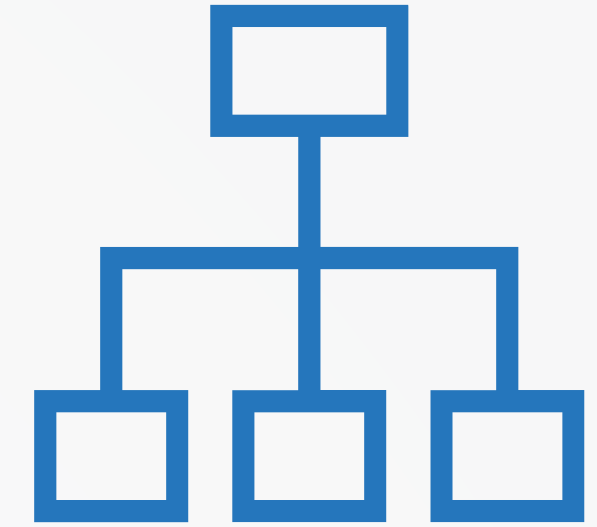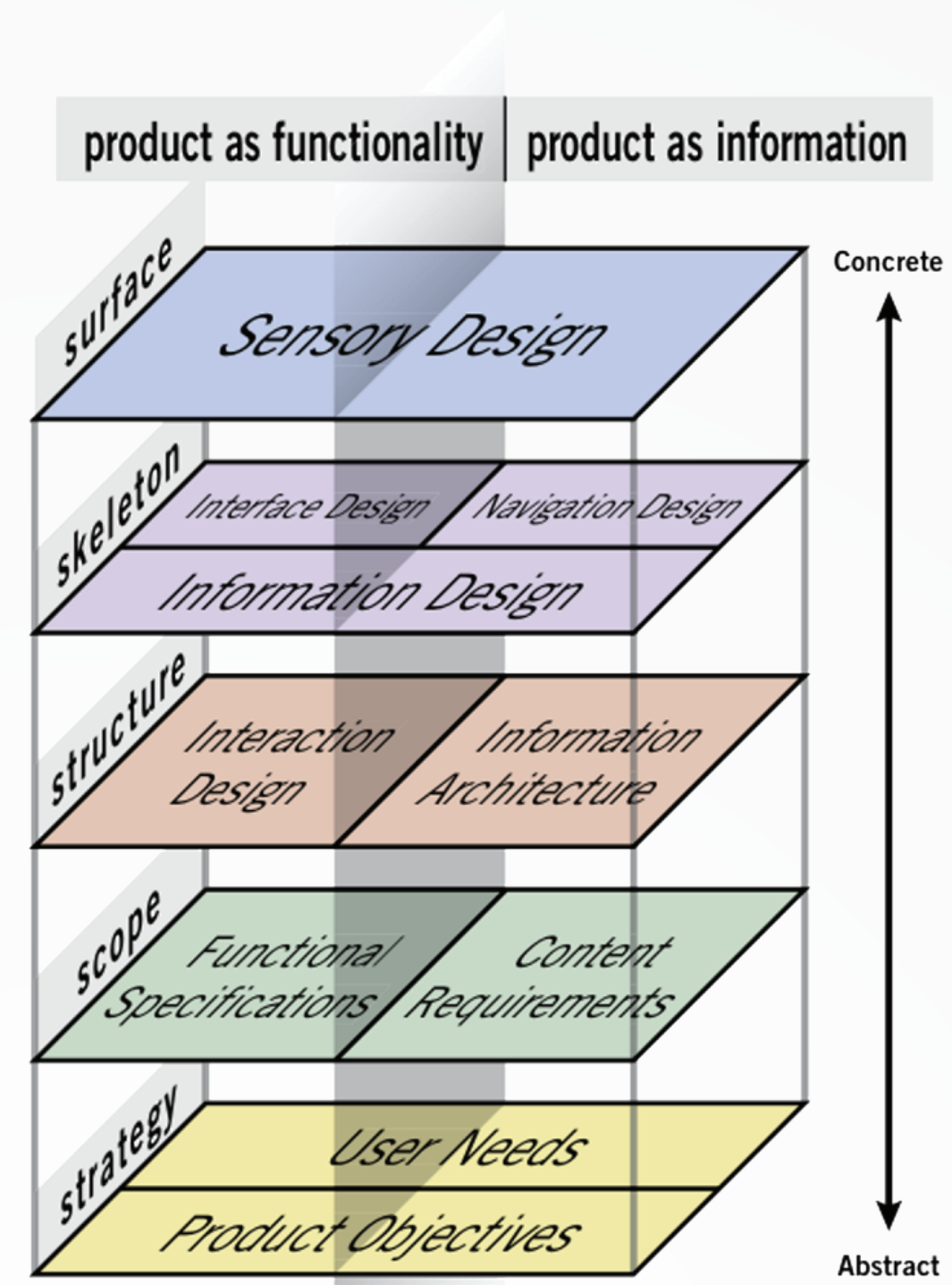
03 Structure Plane

Defines how user interact with the product, how system behave when user interact, how it's organized, prioritized, and how much of it. Structure is split into two components, Interaction Design & Information Architecture.

Interaction Design Given the functional requirements, It defines how user can interact with the product, and how the system behaves in response to the user interactions.

Information Architecture Given the content requirements, It defines the arrangement of content elements, how they are organized, to facilitate human understanding.

product as functionality | product as information

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Concrete

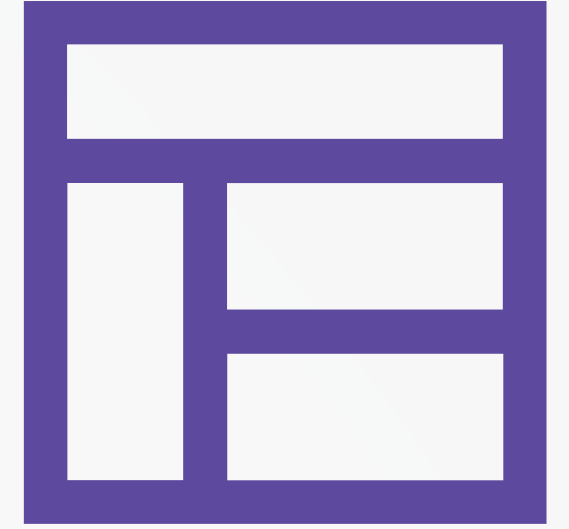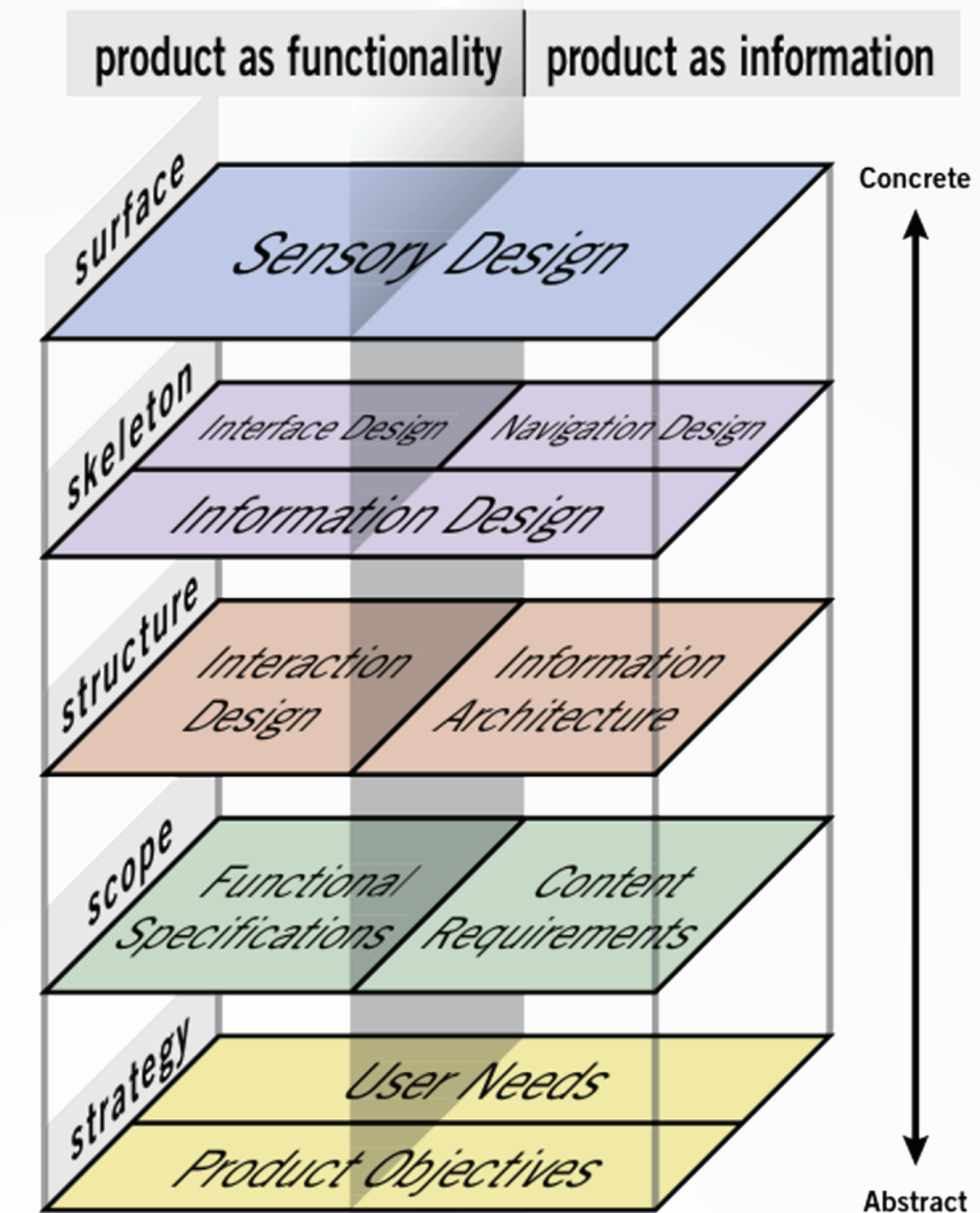Abstract

04 Skeleton Plane

Skeleton determines the visual form on the screen, presentation and arrangement of all elements that makes us interact with the functionality of the system that exist on the interface.

Skeleton is split into three components **Interface Design, Navigation Design, & Information Design**

Interface Design presenting and arranging interface elements to enable users to interact with the functionality of the system.
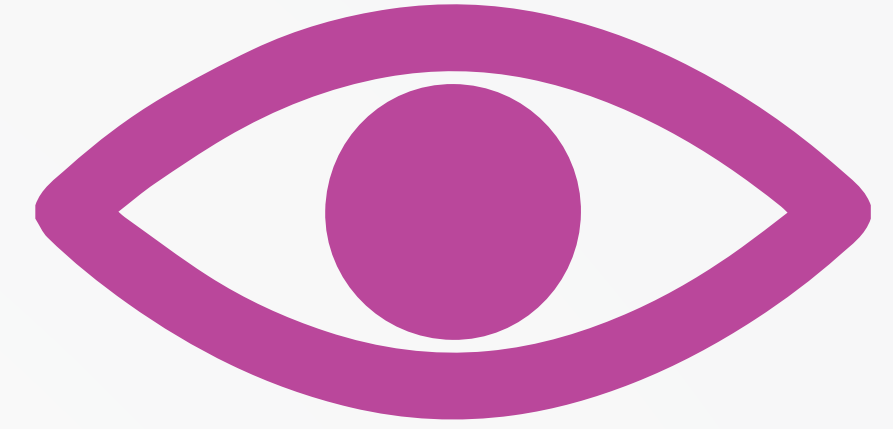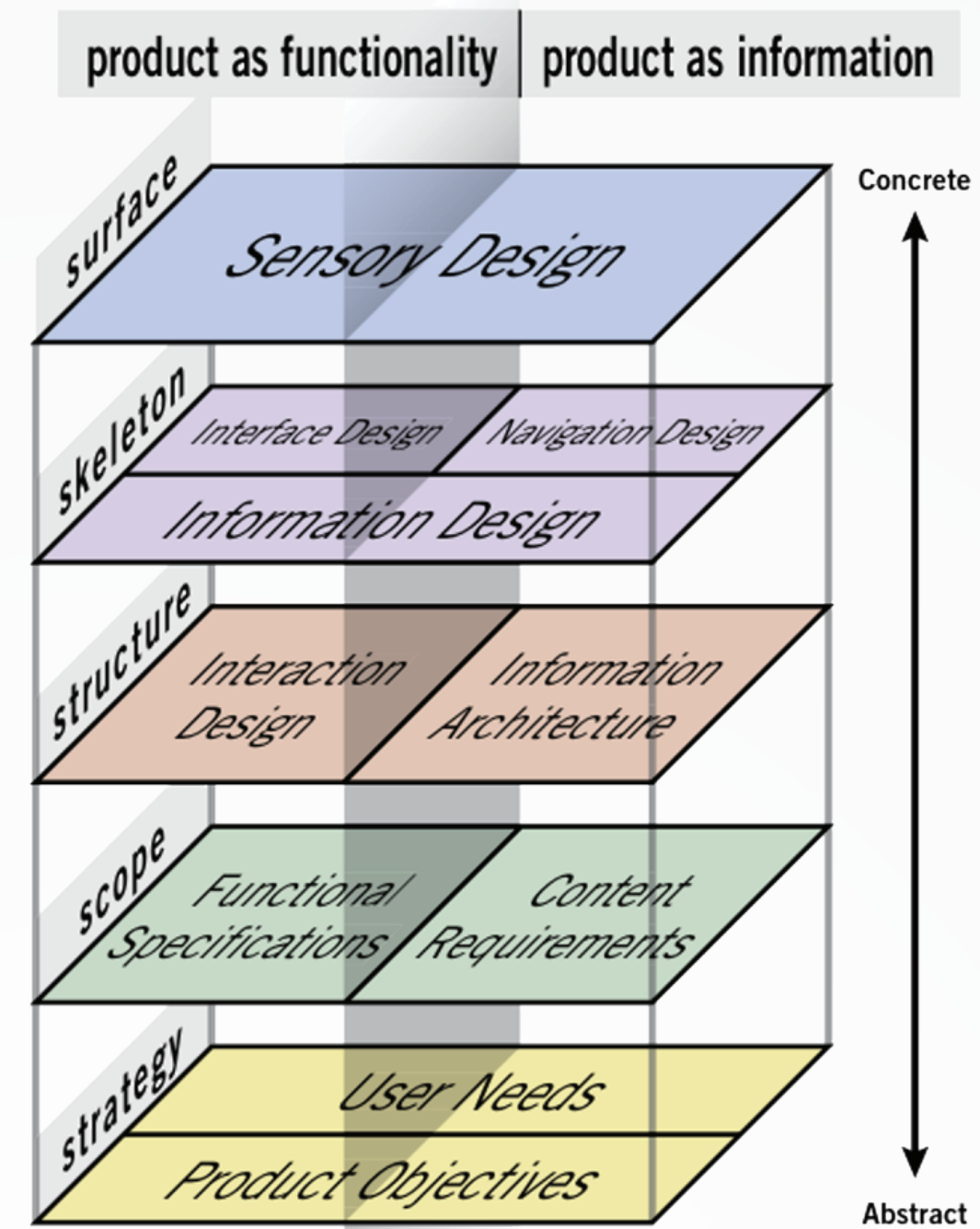
Navigation Design how to navigate through the information using the interface.

Information Design defines the presentation of information in a way that facilitates understanding.

product as functionality | product as information

Concrete

surface — Sensory Design

skeleton — Interface Design | Navigation Design — Information Design

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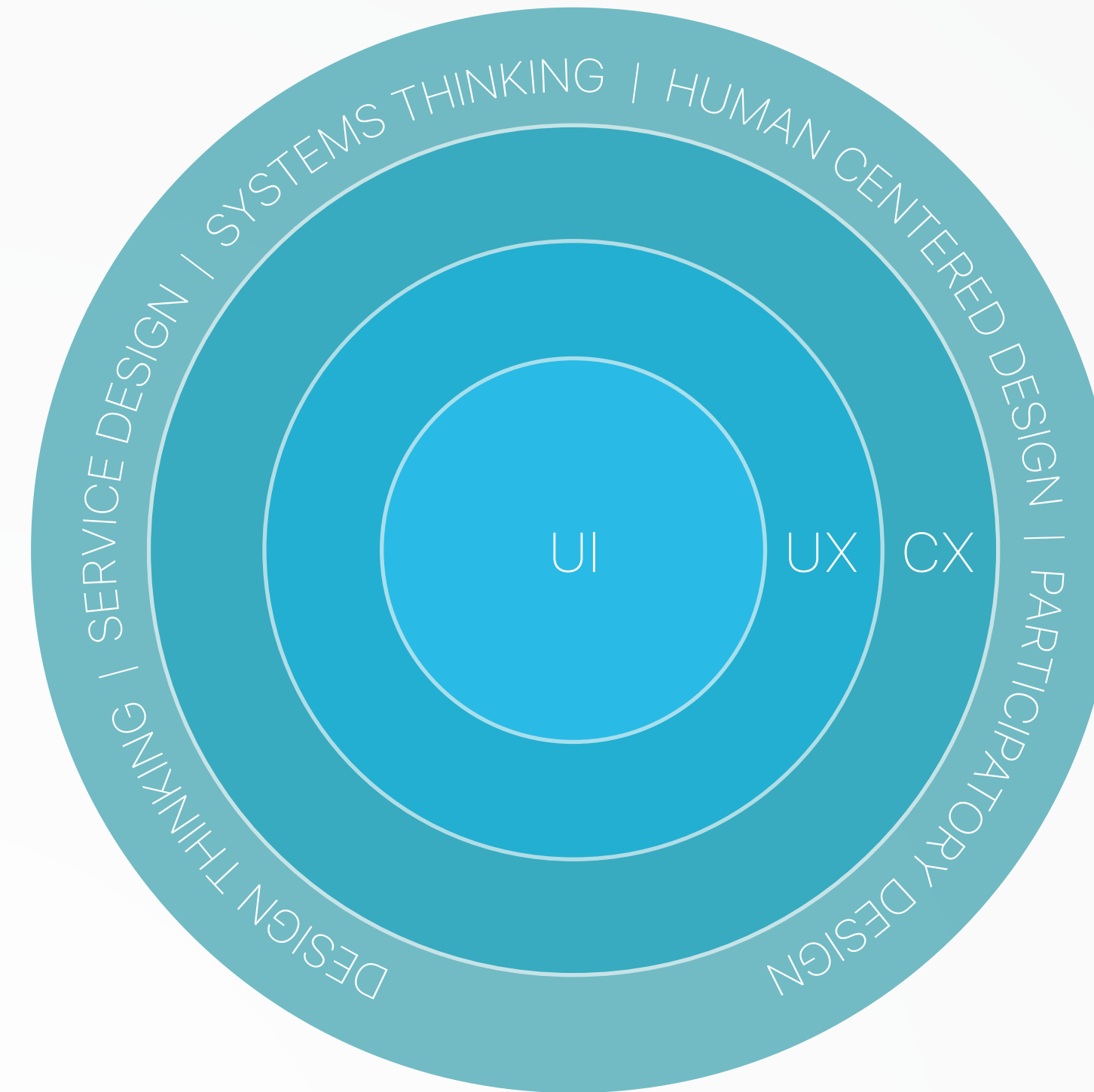strategy — User Needs — Product Objectives

Abstract

05 Surface Plane

It determines how does the product will look like, and choosing the right layout, typography, colors, ...etc.
In Surface, we are dealing with **Visual Design(Sensory Design)**, It's concerned about the visual appearance of content, controls, which gives a clue of what user can do, and how to interact with them. It should make things easier to understand, increase cognitive ability to absorb what users see on the screen.

product as functionality | product as information

Concrete

surface — Sensory Design

skeleton — Interface Design | Navigation Design
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Abstract

User Experience Design

As per JJ Garrett, the user experience design process is all about ensuring that no aspect of the user's experience with your product happens without your conscious, explicit intent. This means taking into account every possibility of every action the user is likely to take and understanding the user's expectations at every step of the way through that process.

SYSTEMS THINKING | HUMAN CENTERED DESIGN | PARTICIPATORY DESIGN | DESIGN THINKING | SERVICE DESIGN

UI   UX   CX

Modern UX

Problems with JJ Garrett's Model for UX

> Closed team aproach to solve the problem of Use Experience i.e. Non-inclusive

> Treating Humans as Users, who have different needs based on various factors like- Age, Gender, Education level, Moods & Emotion, Psychology, Ethinicity are not taken into account.

> User Experience > Human Experience

> Cannot be generalised to other Design Problems, also lack of information about when to apply this model for what kind of projects

> Out of date in present context in 2018.

> No feedback proposition at different stages of design, is a risk taking proposition for large scale budget projects.

Frank

"This stuff is all new to me. I want a site that will explain everything."

Frank is interested in learning how he can turn his hobby of making furniture into a business.

Age: 37
Occupation: School bus driver
Family: Married, one child
Household income: $60,000/year

Technical profile: Somewhat uncomfortable with technology; Apple iMac (about two years old); DSL Internet connection; 8-10 hours/week online
Internet use: 100% at home; entertainment, shopping

Favorite sites:

ESPN.com   moviefone.com   eBay.com

Example

The five planes fit very comfortably with the first 4 stages of the Web design process identified earlier in this lesson–

Define the Project = Strategy Plane, Scope Plane
Develop Site Structure & Organize Information = Structure Plane
Develop Page Structure & Organize Interactions = Skeleton Plane
Design Graphic User Interface = Surface Plane

Fail