

#UXMatters



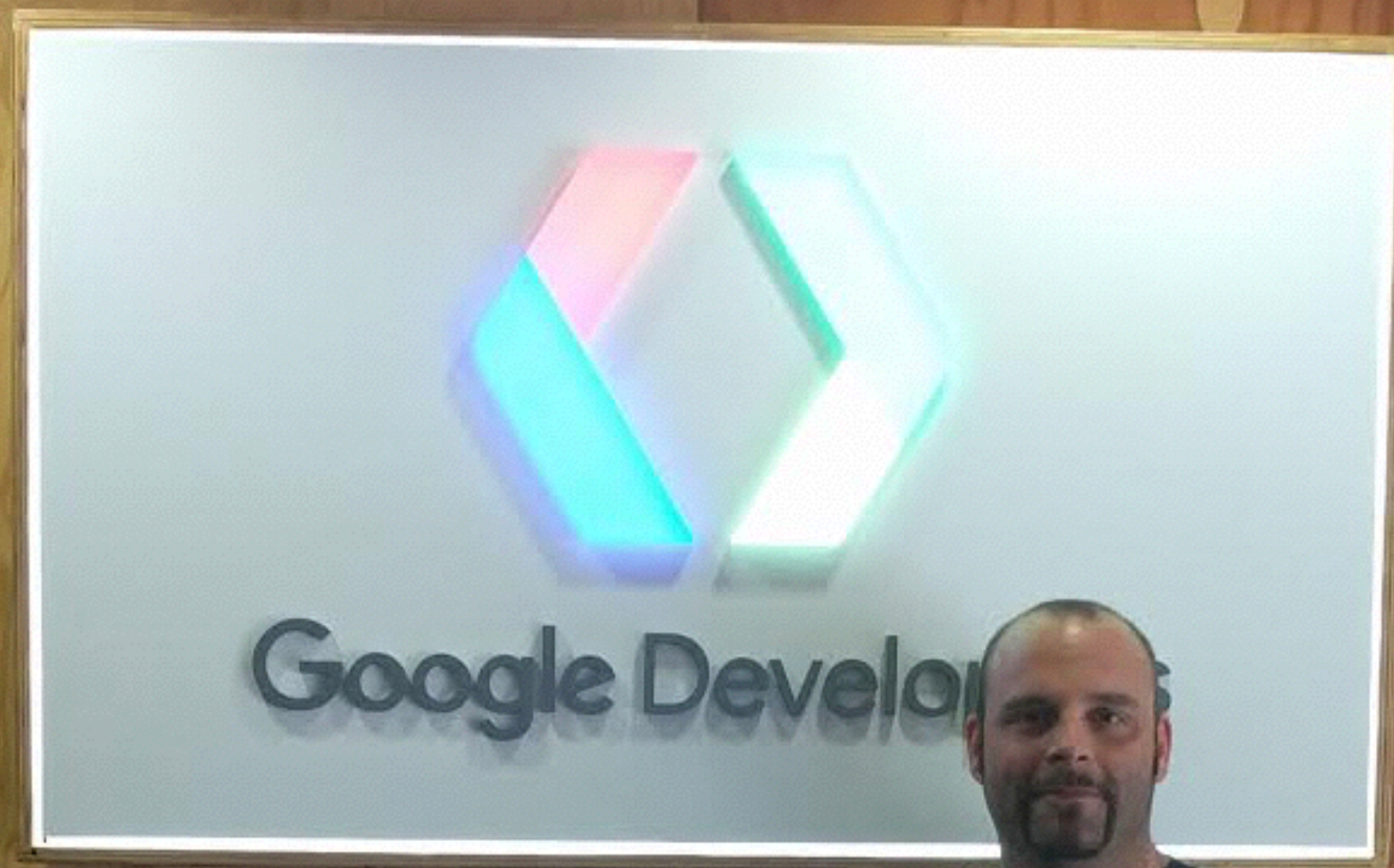
Wiebe Elsinga

@welsinga

+WiebeElsinga









DROIDCON
4

GOLD SPONSORS

amsterdam

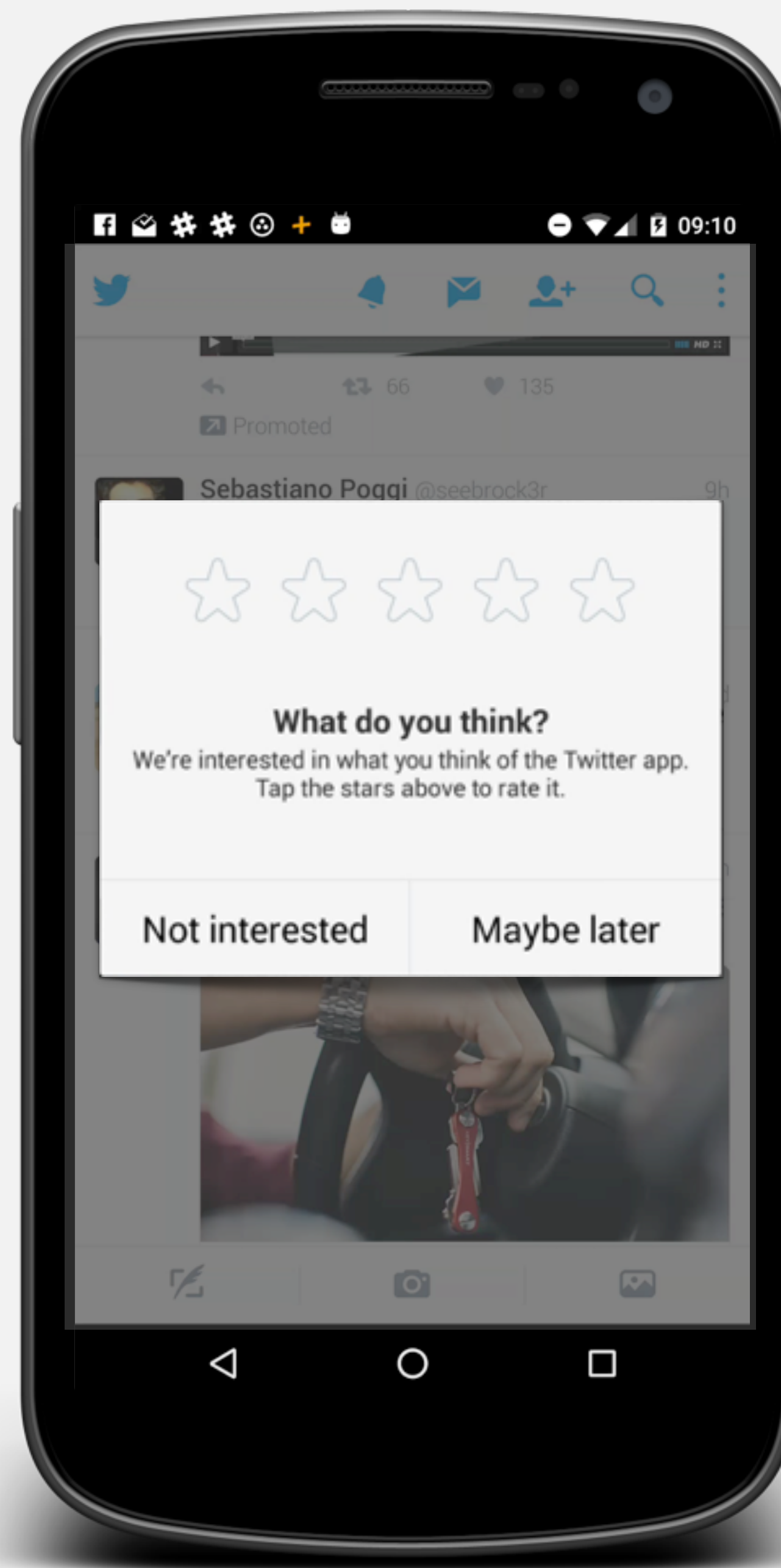
SILVER SPONSORS







Bad UX Ahead



What do you think?

We're interested in what you think of the Twitter app.
Tap the stars above to rate it.

Not interested

Maybe later

UX

/juːˈɛks/

noun

Short for user experience.

The overall experience of a person using a product such as a website or computer application, especially in terms of how easy or pleasing it is to use.

UX

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The overall experience of a **person** using a product such as a website or computer application, especially in terms of how easy or pleasing it is to use.







No smoking

Priority seat
For people who are
disabled, pregnant,
or over 65 to stand







UX

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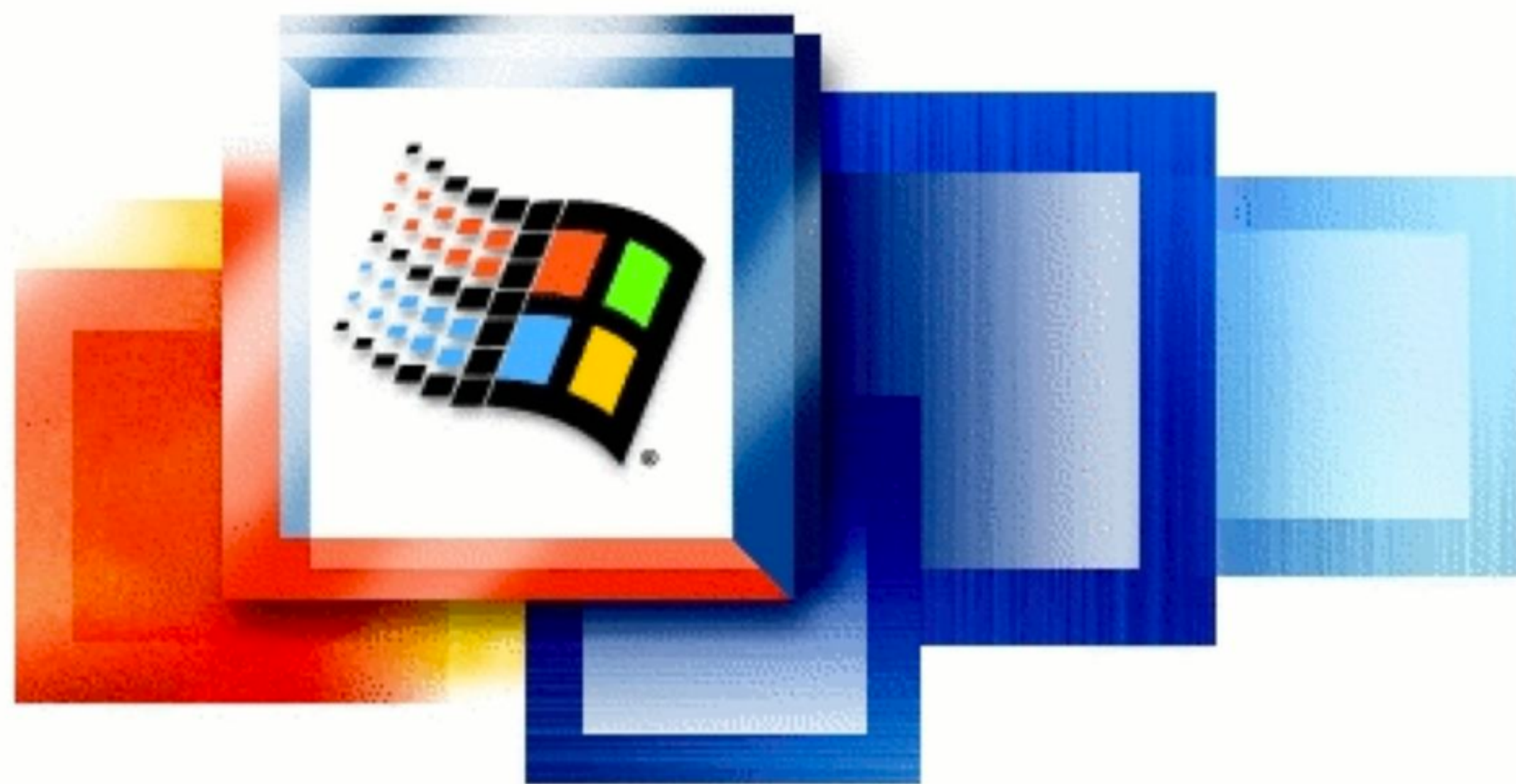


An elderly man with white hair and glasses, wearing a blue suit, is looking at a smartphone through a magnifying glass. The image is dimly lit, with the man's face and hands being the primary light sources. The background is a plain, light-colored wall.

For who?

the app audience

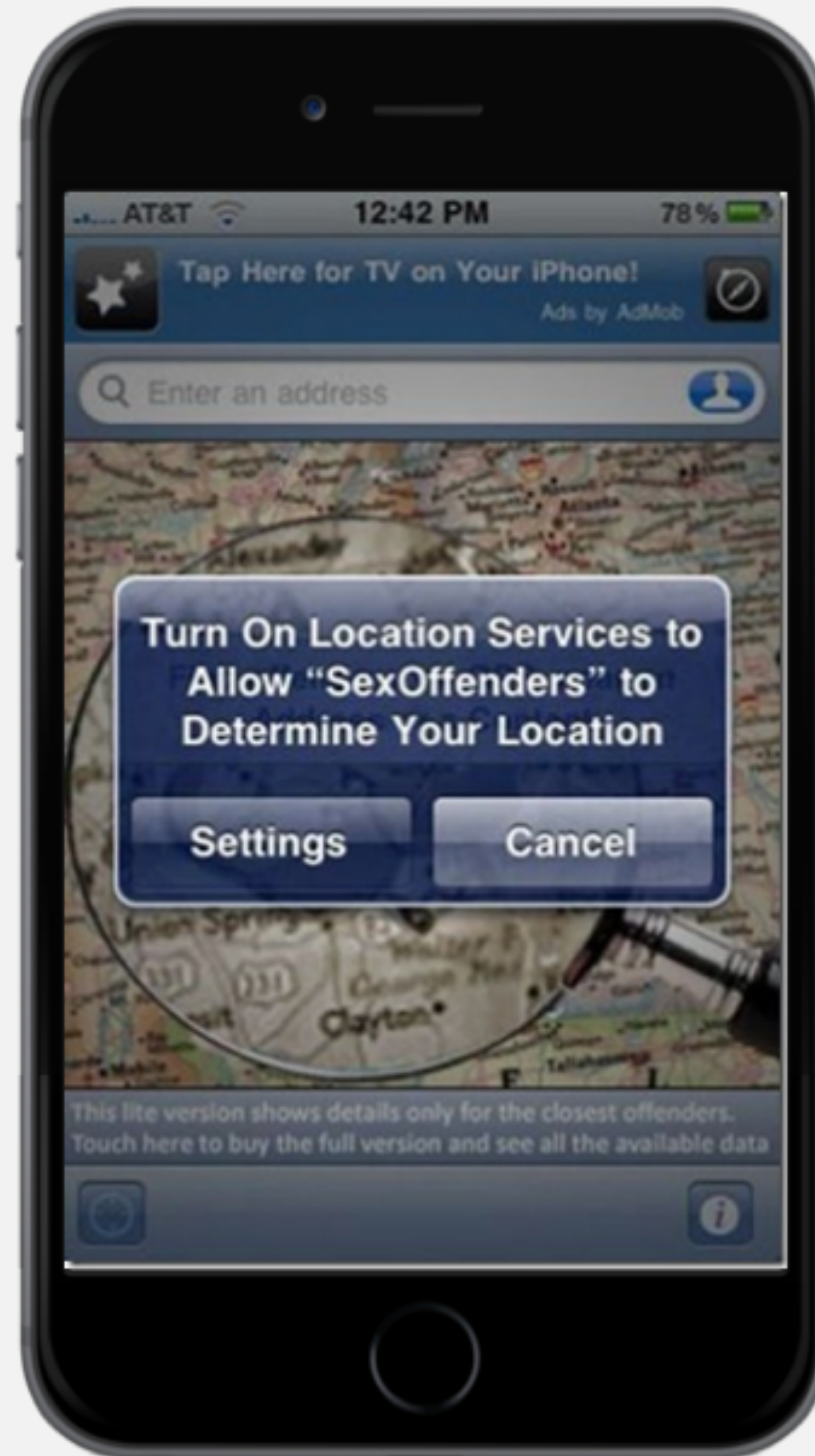




Microsoft®
Windows® 2000

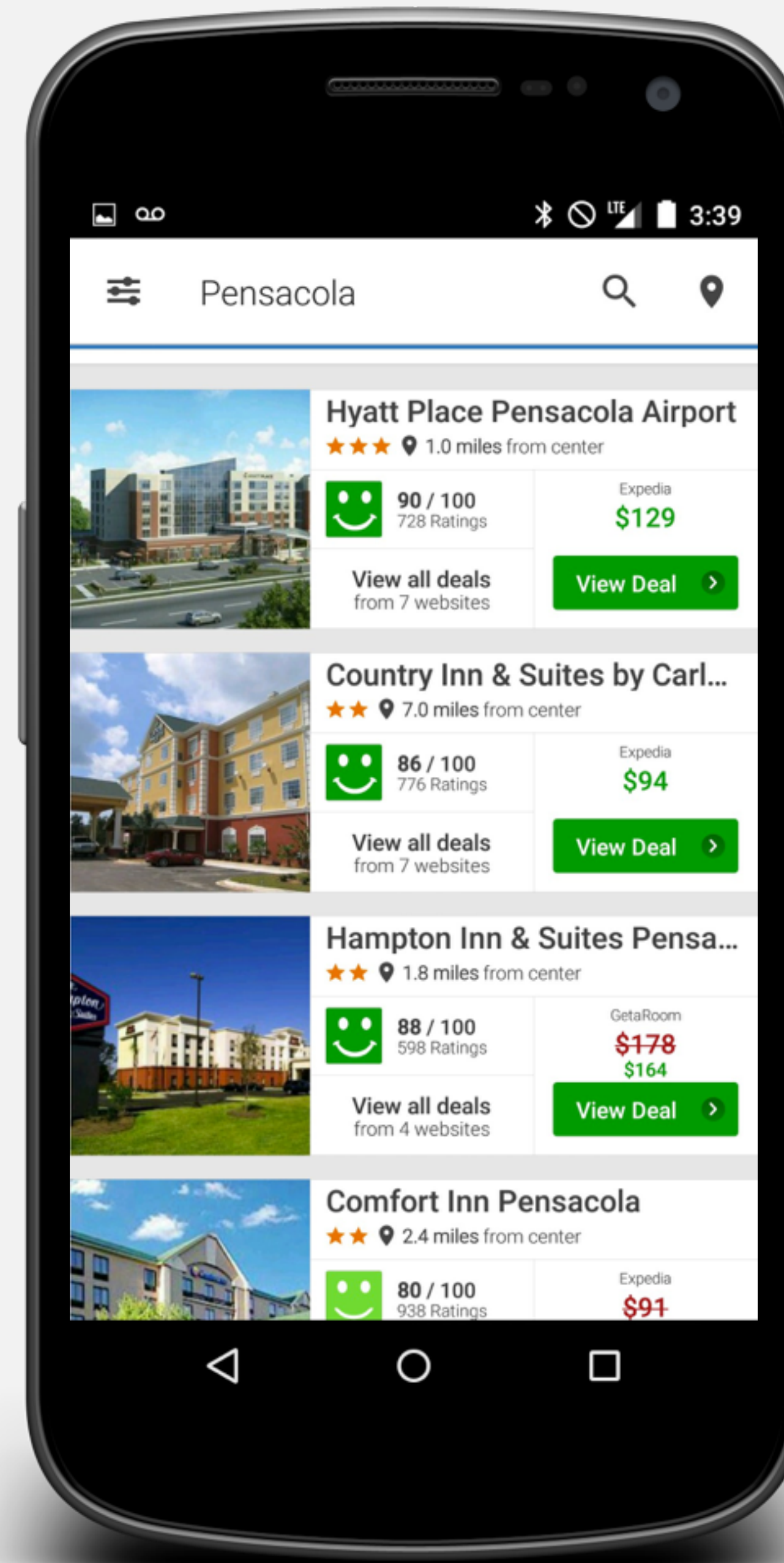


Mobile Examples









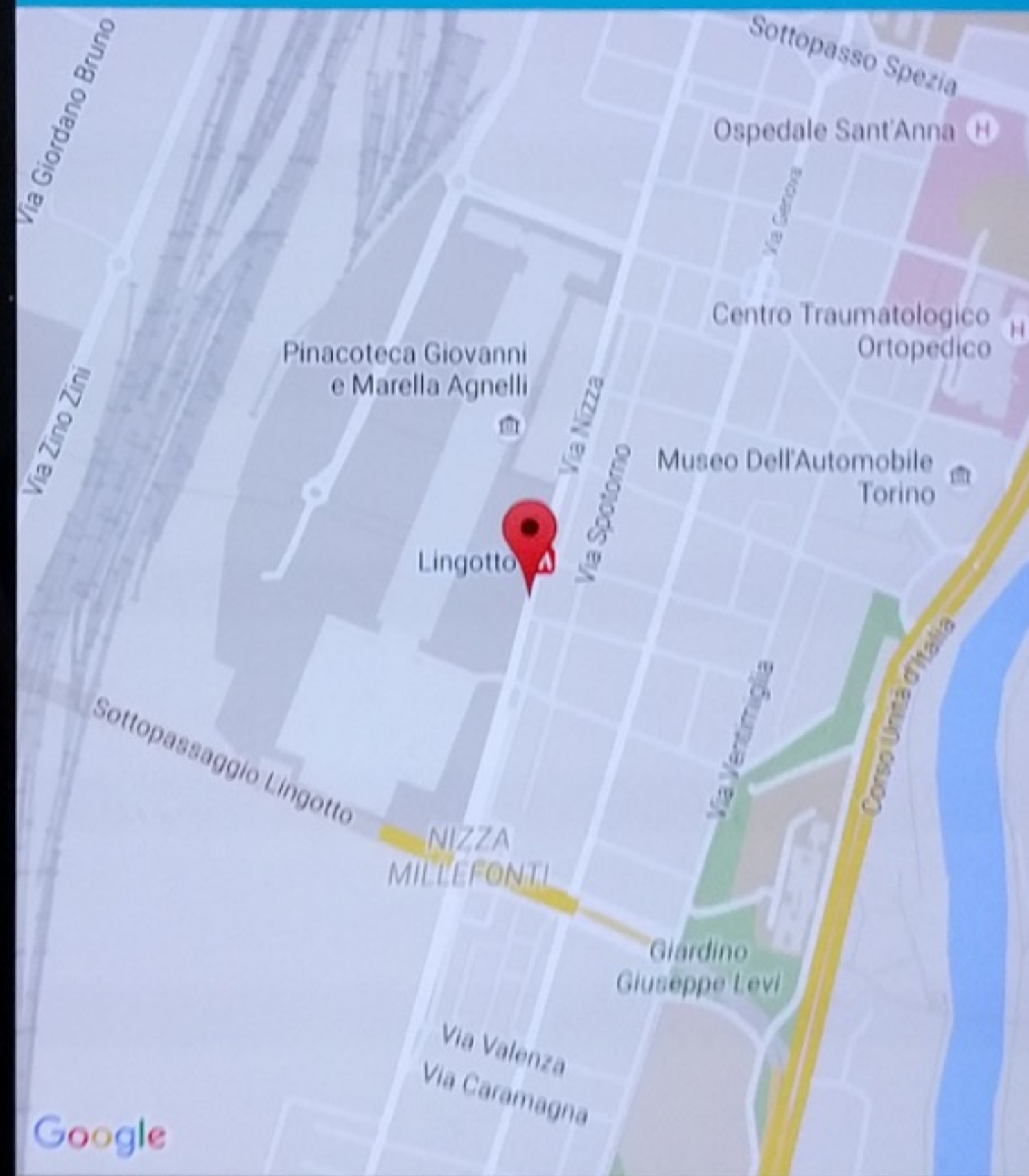




☰ Location

Centro Congressi Lingotto

Via Nizza, 280, 10126, Torino, Italy

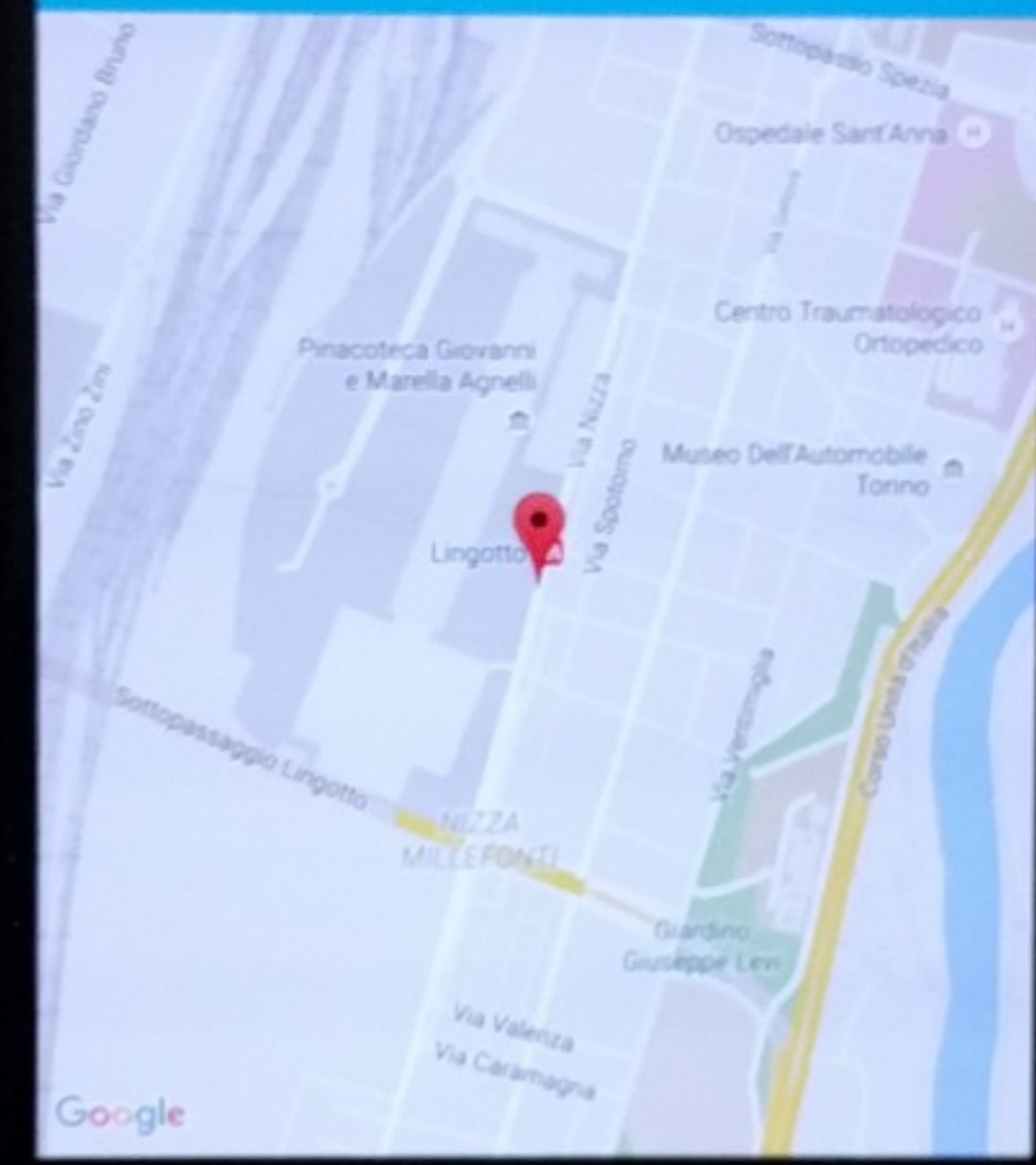


12:00

Location

Centro Congressi Lingotto

Via Nizza, 280, 10126, Torino, Italy



Google



Do some research on your app user

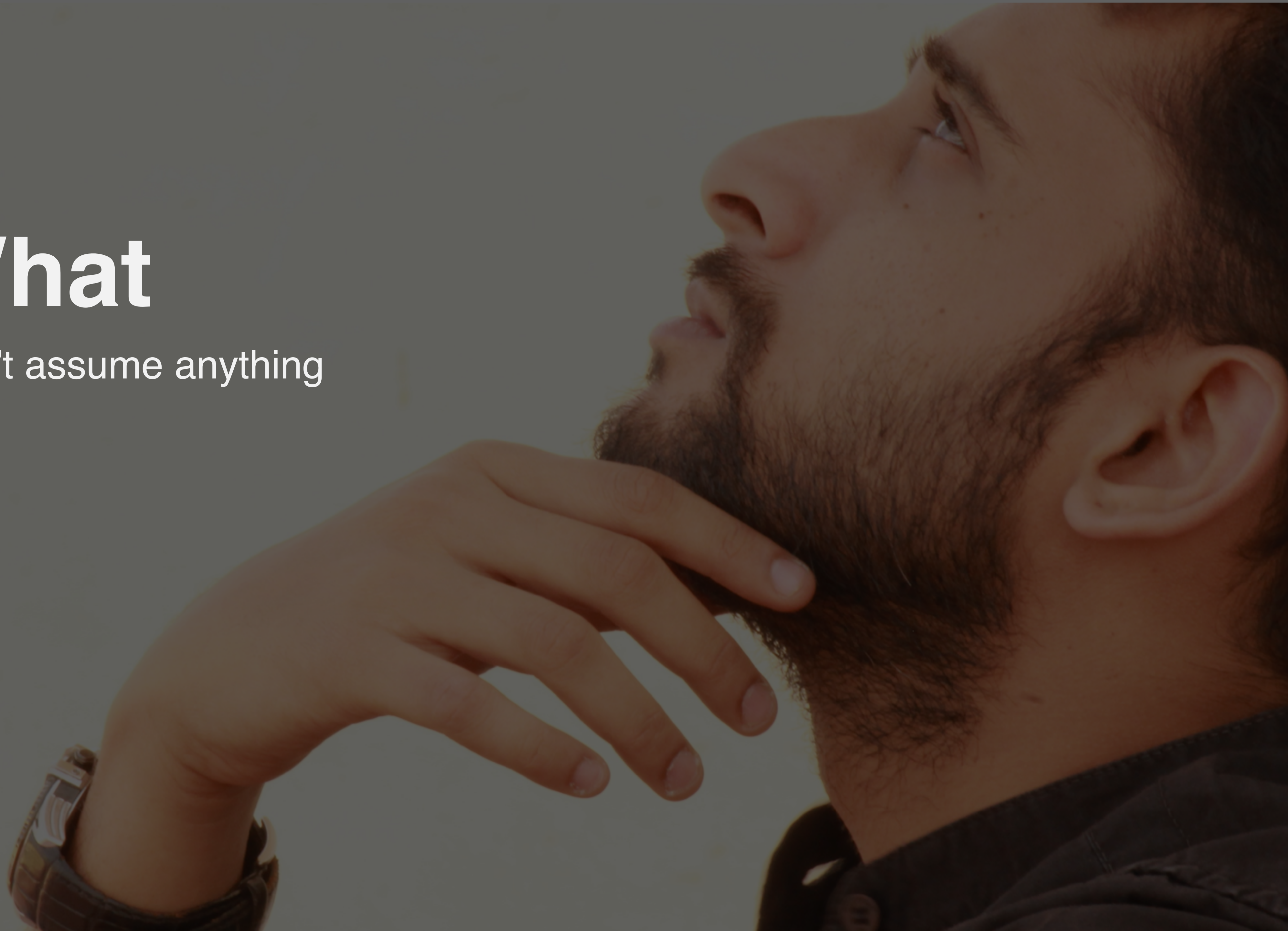


Read the app reviews

Do some research on your app user

What

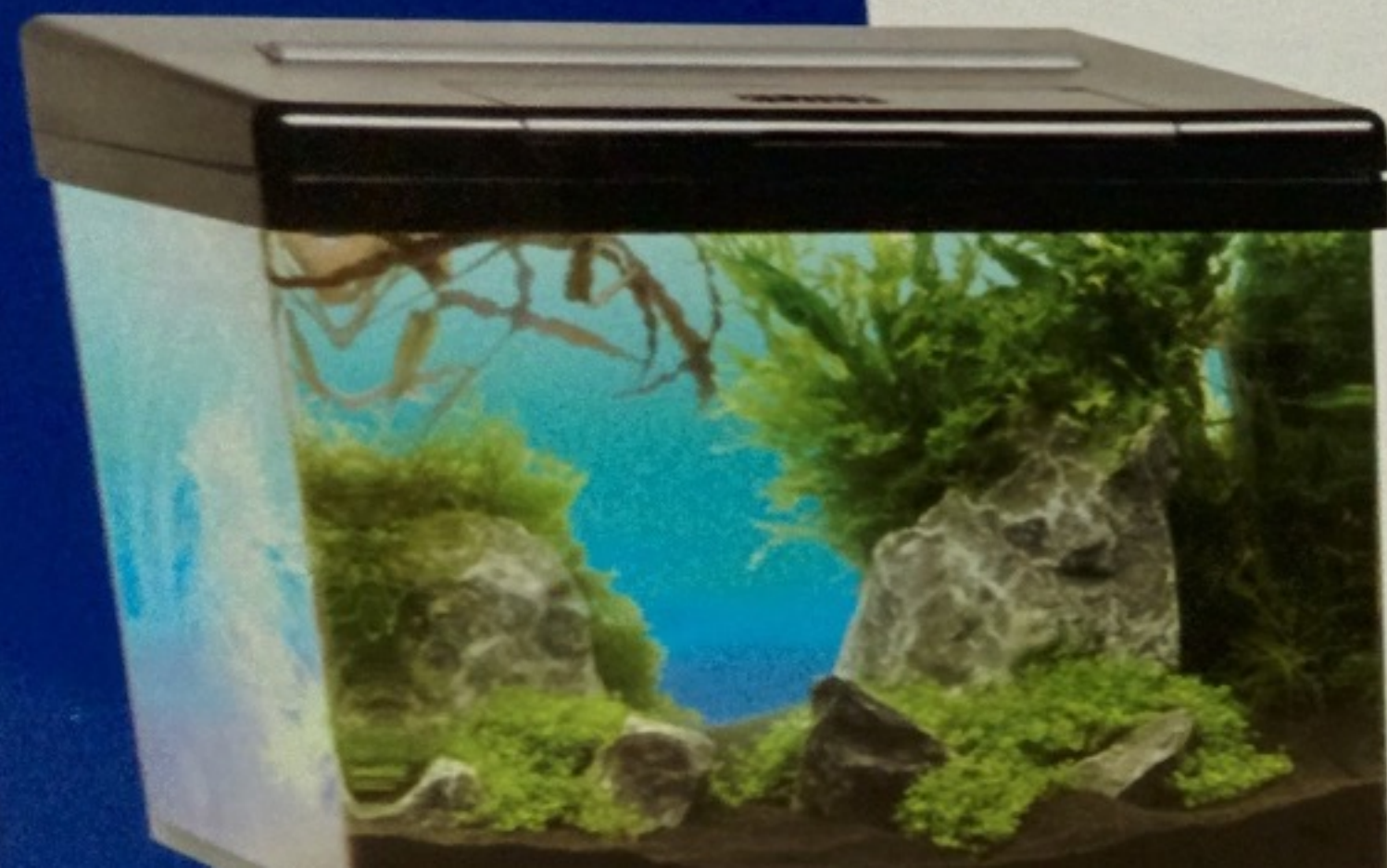
Don't assume anything





VIO[®] 40

DISCOVER LIFE



PERMANENT PRESS

Finish

COTTONS

Normal +

Extra dry

Normal

Normal

Hand iron

Normal-

20 mins. warm

Hand iron ◊

15 mins. cool air

Hand iron ◊◊



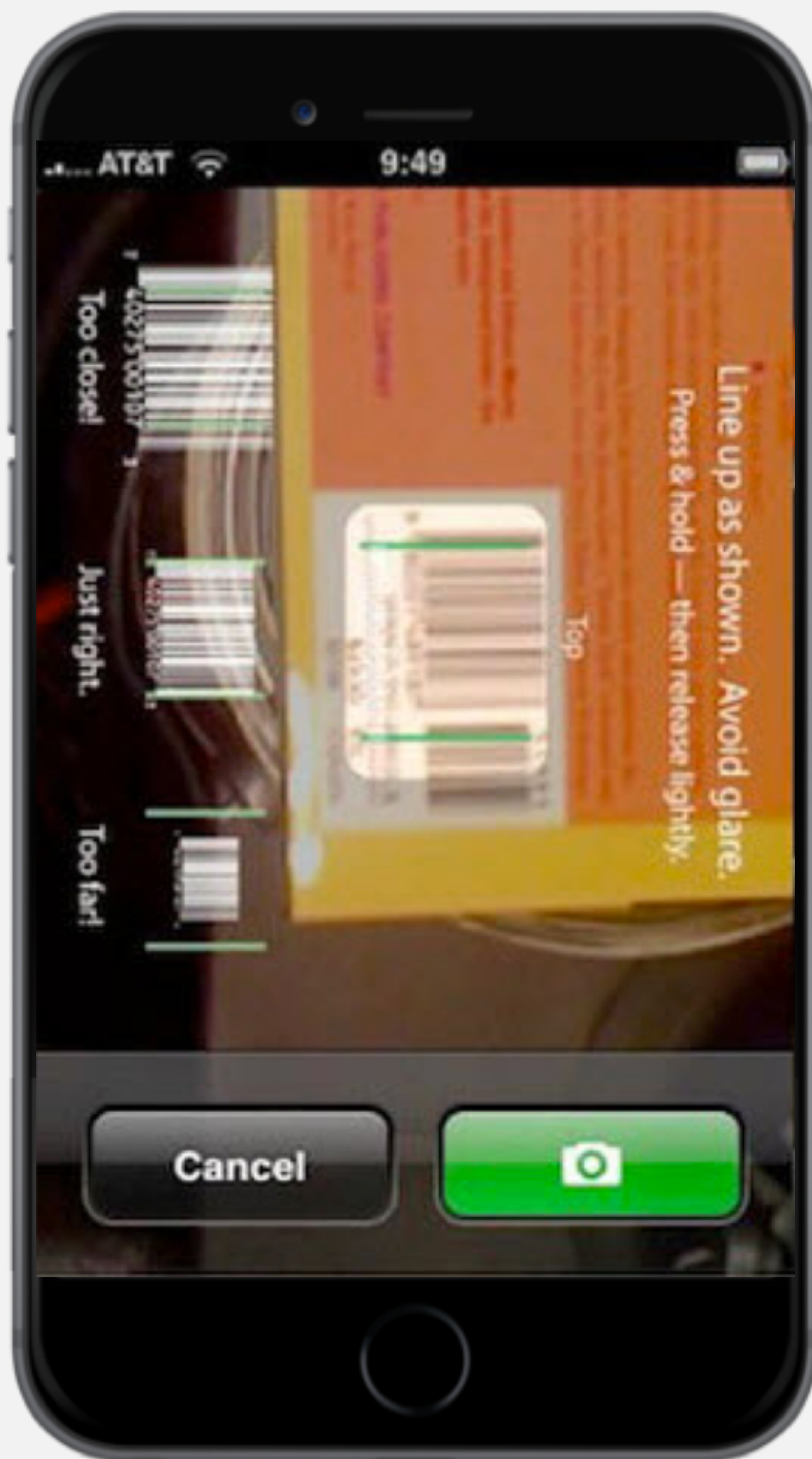




Mobile Examples









Try making some prototypes
and explore alternative UX



Think like humans

Try making some prototypes
and explore alternative UX



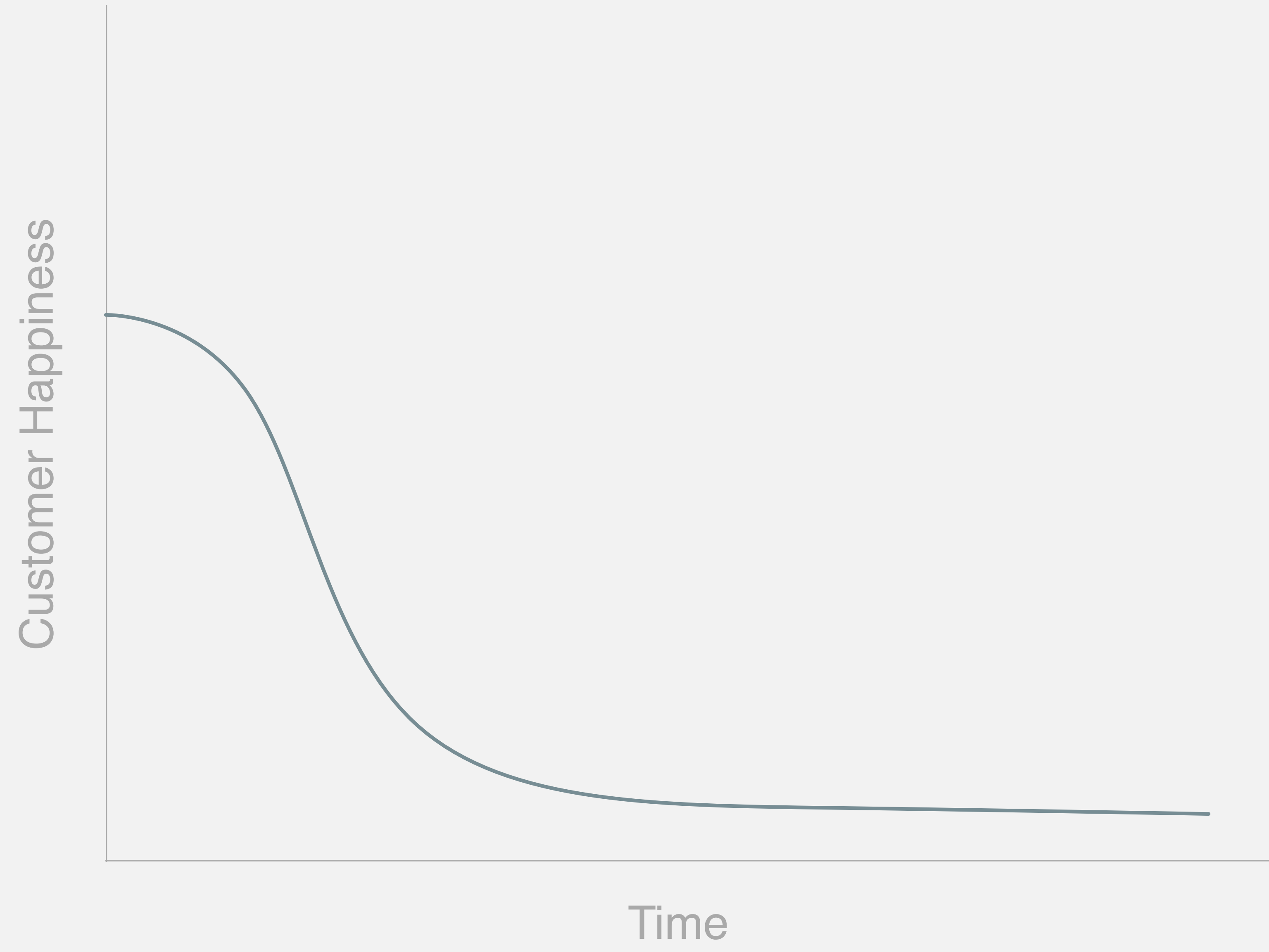
Less is more

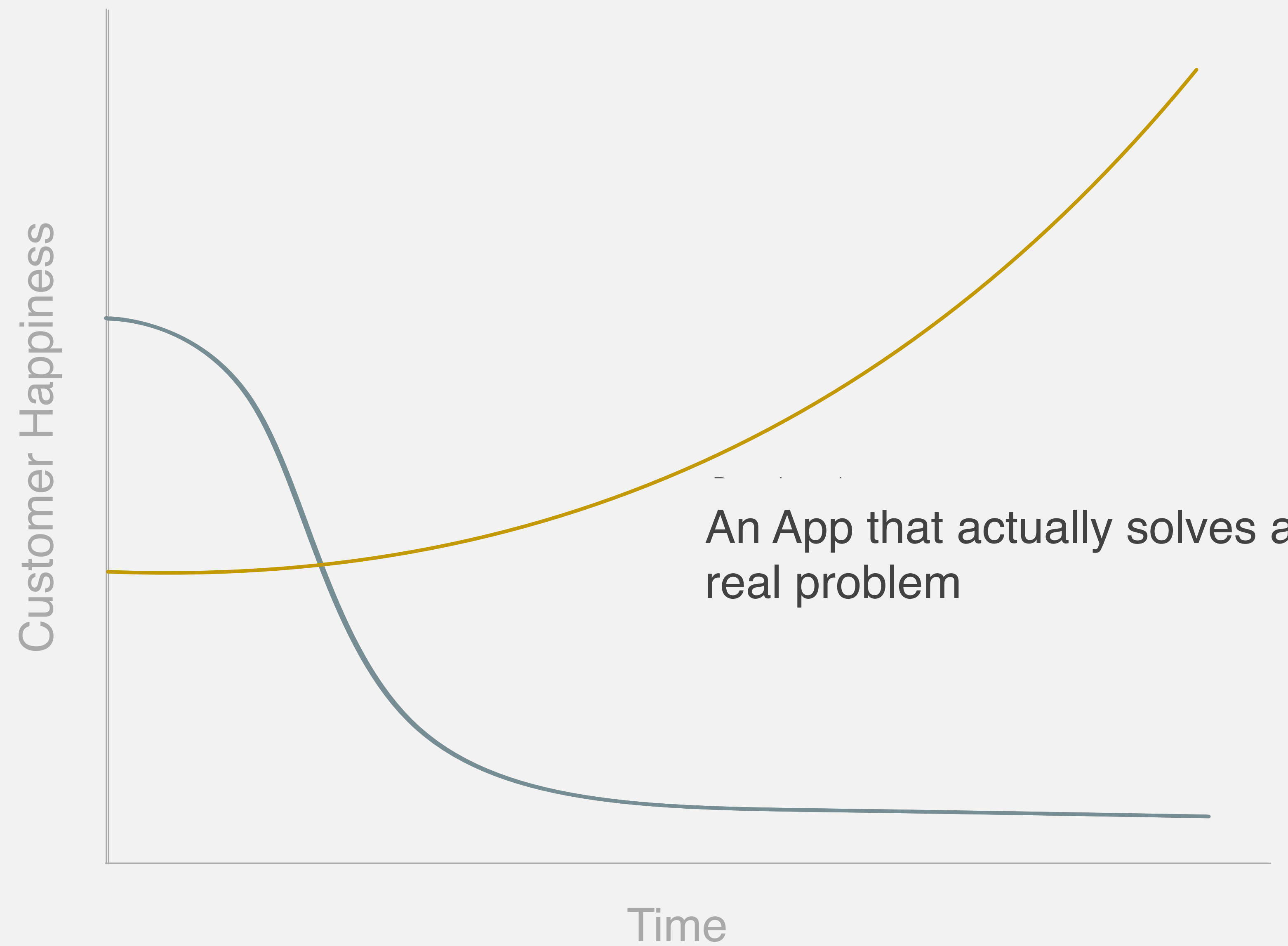
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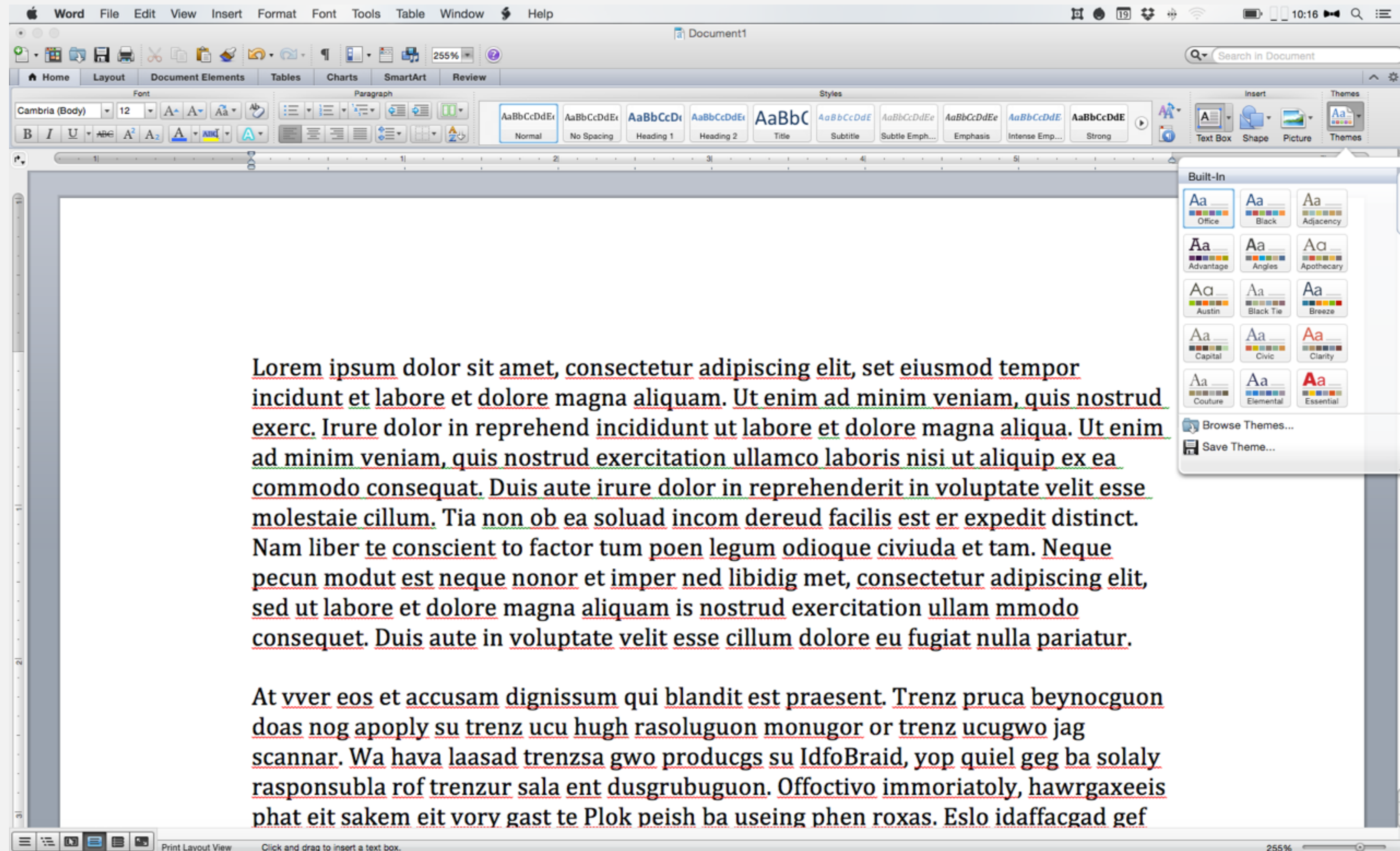
Why
Is it clear?







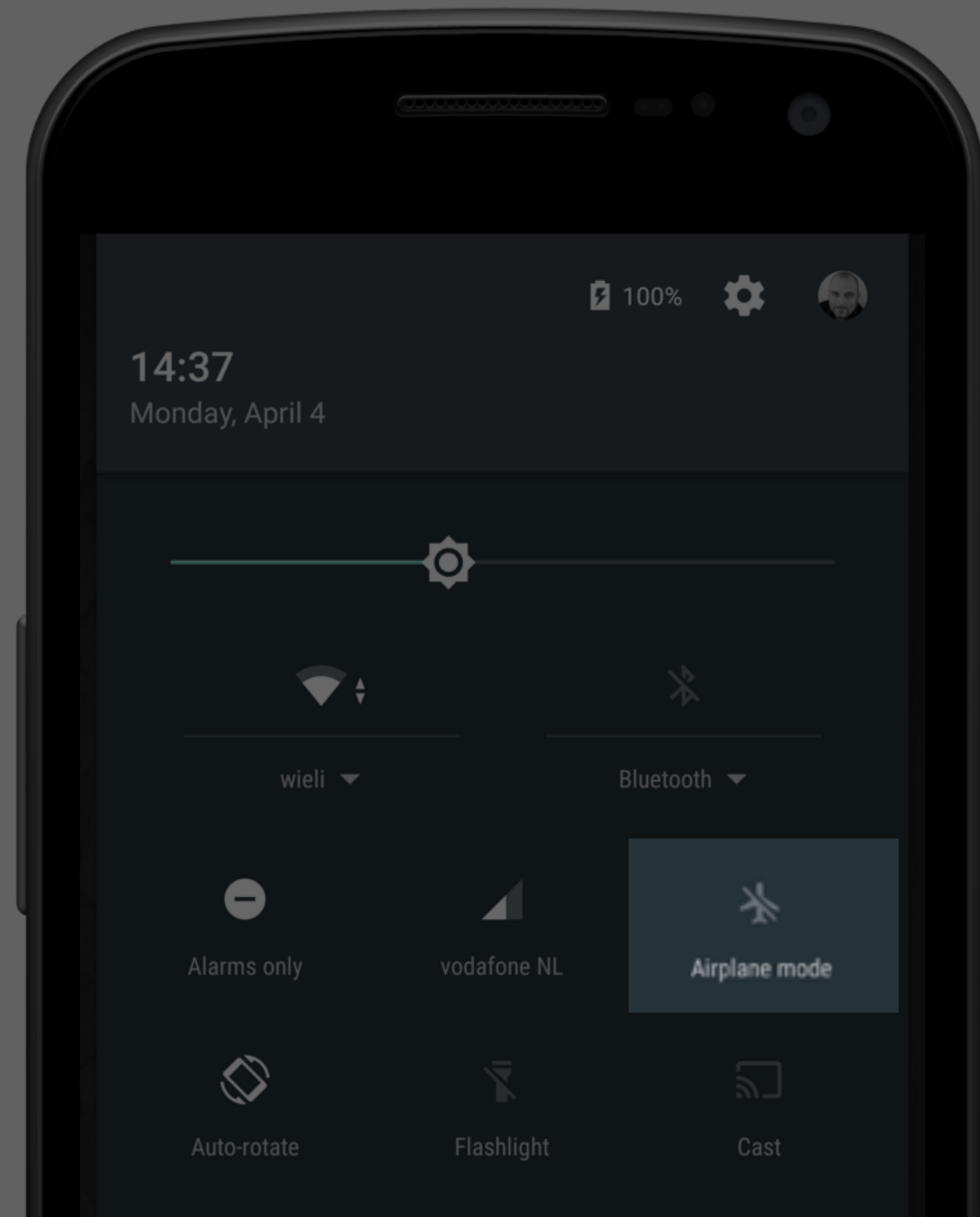




Your Distraction-Free Writing Tool.

World's first smart typewriter

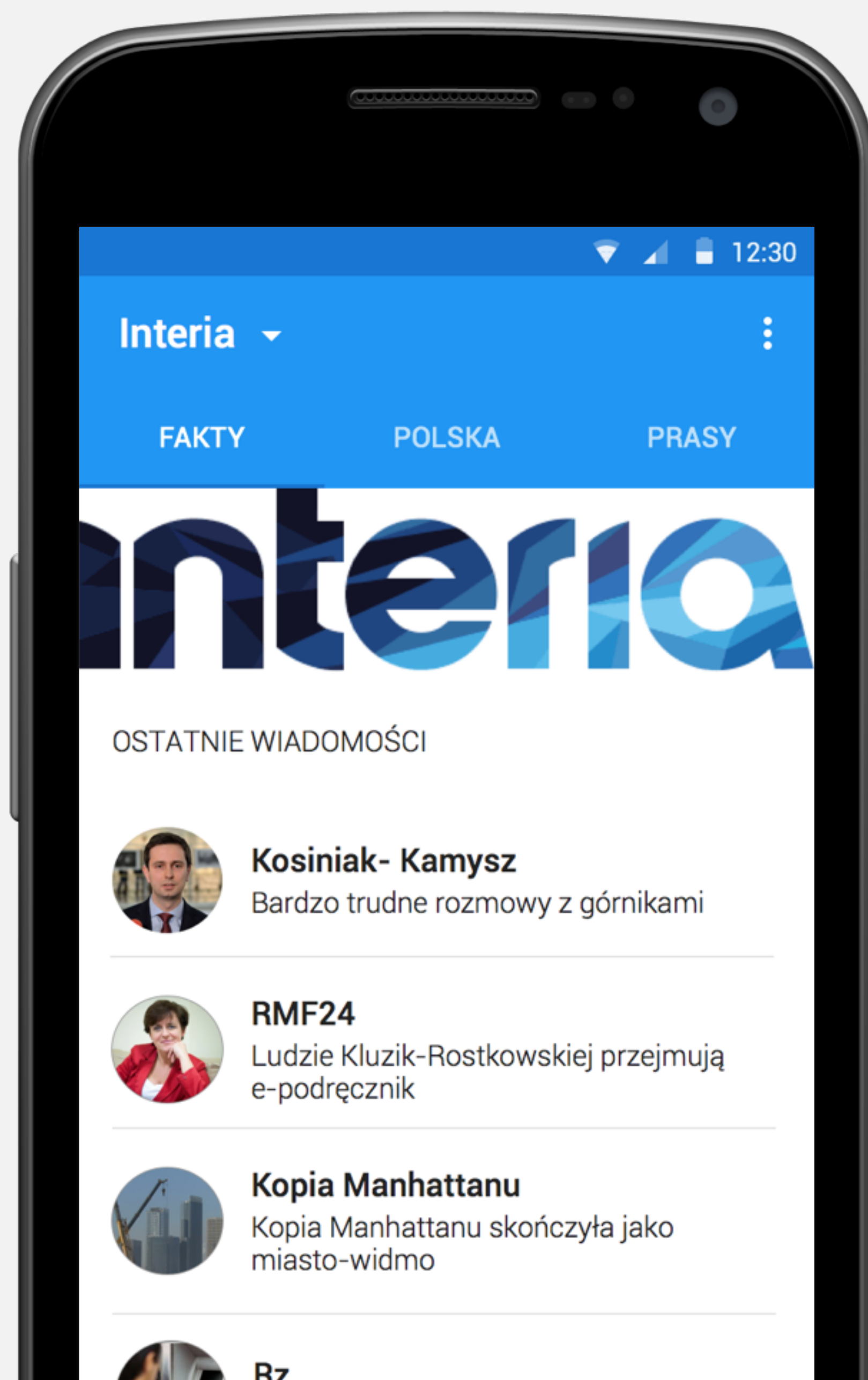
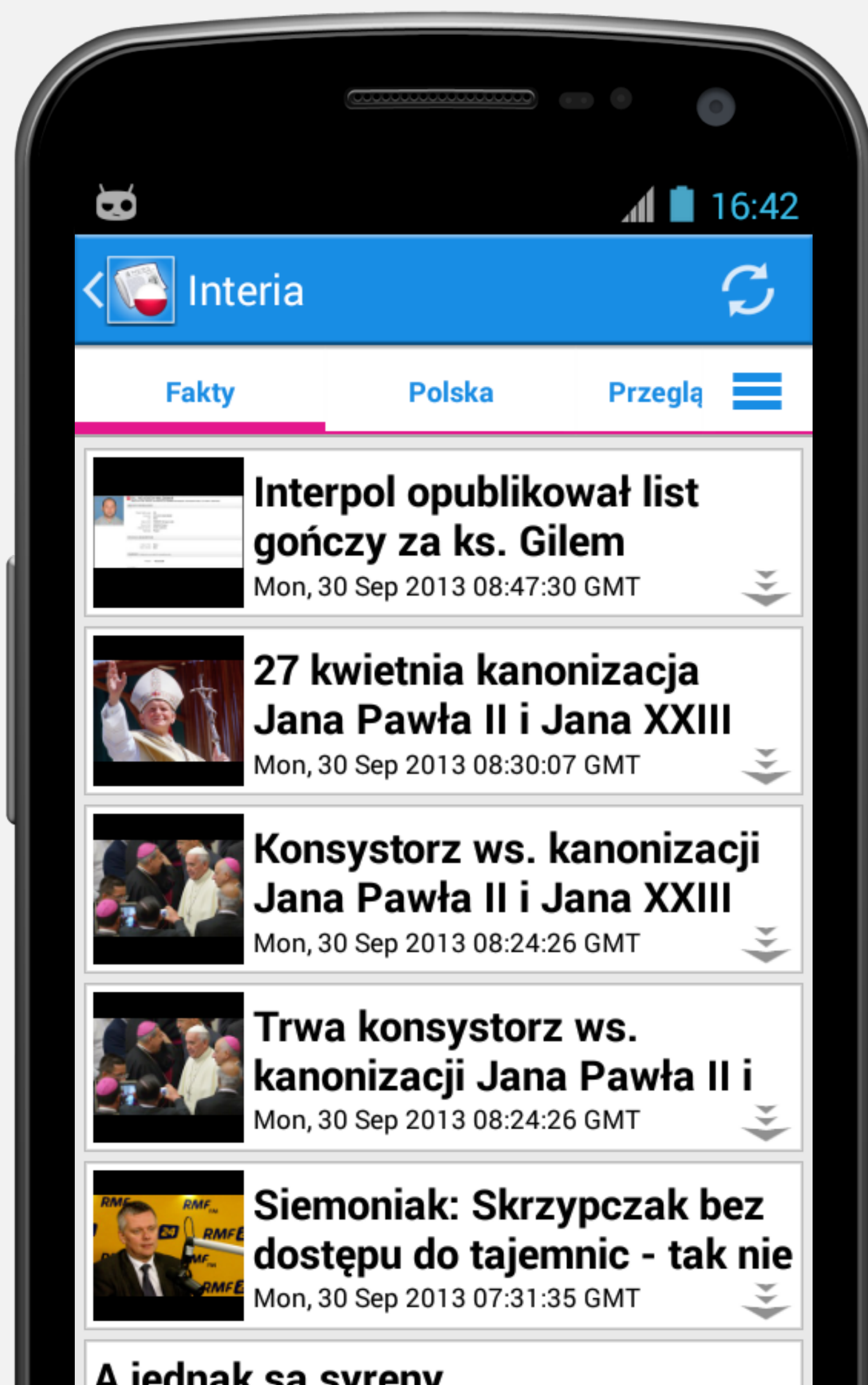


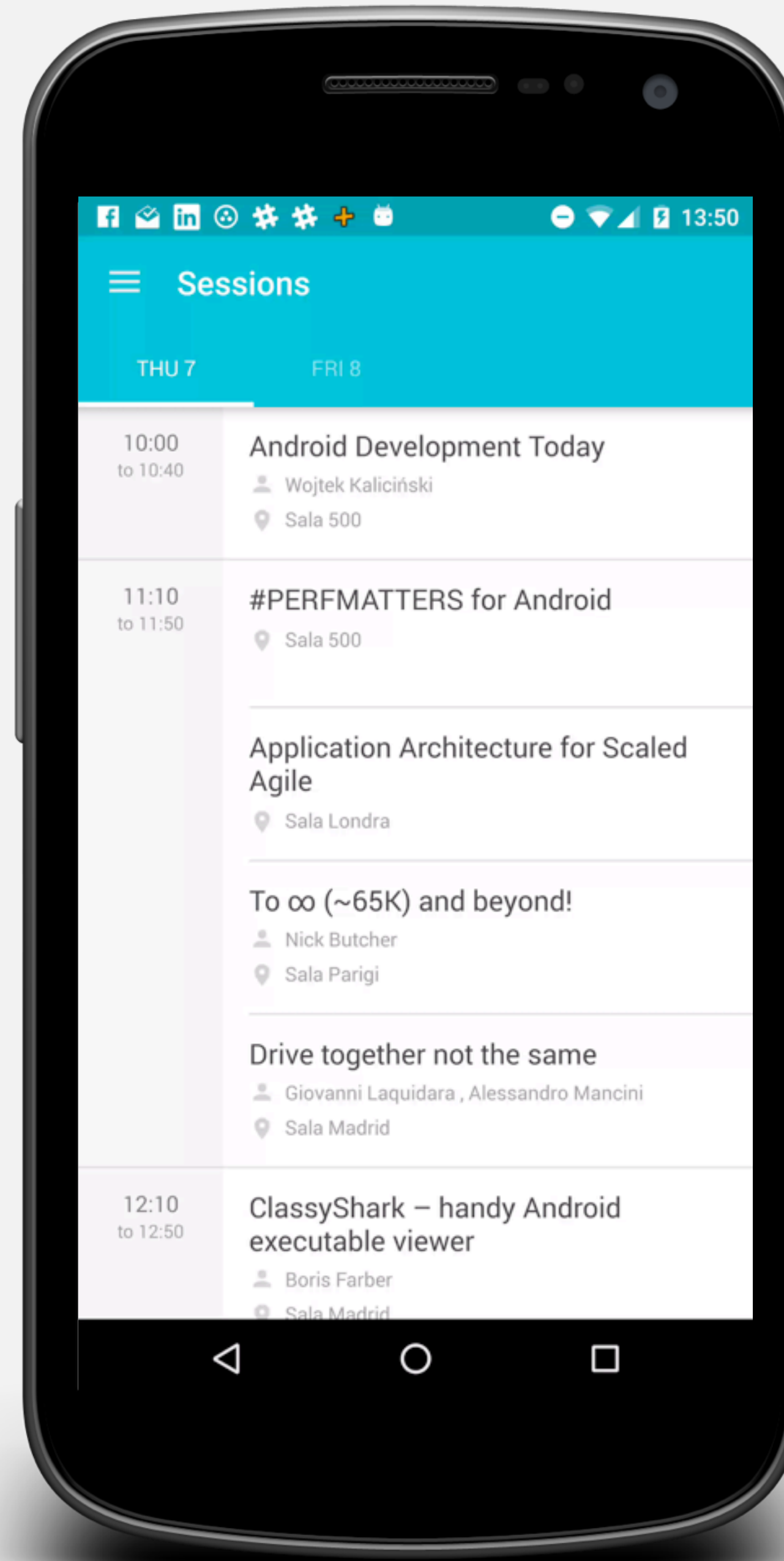


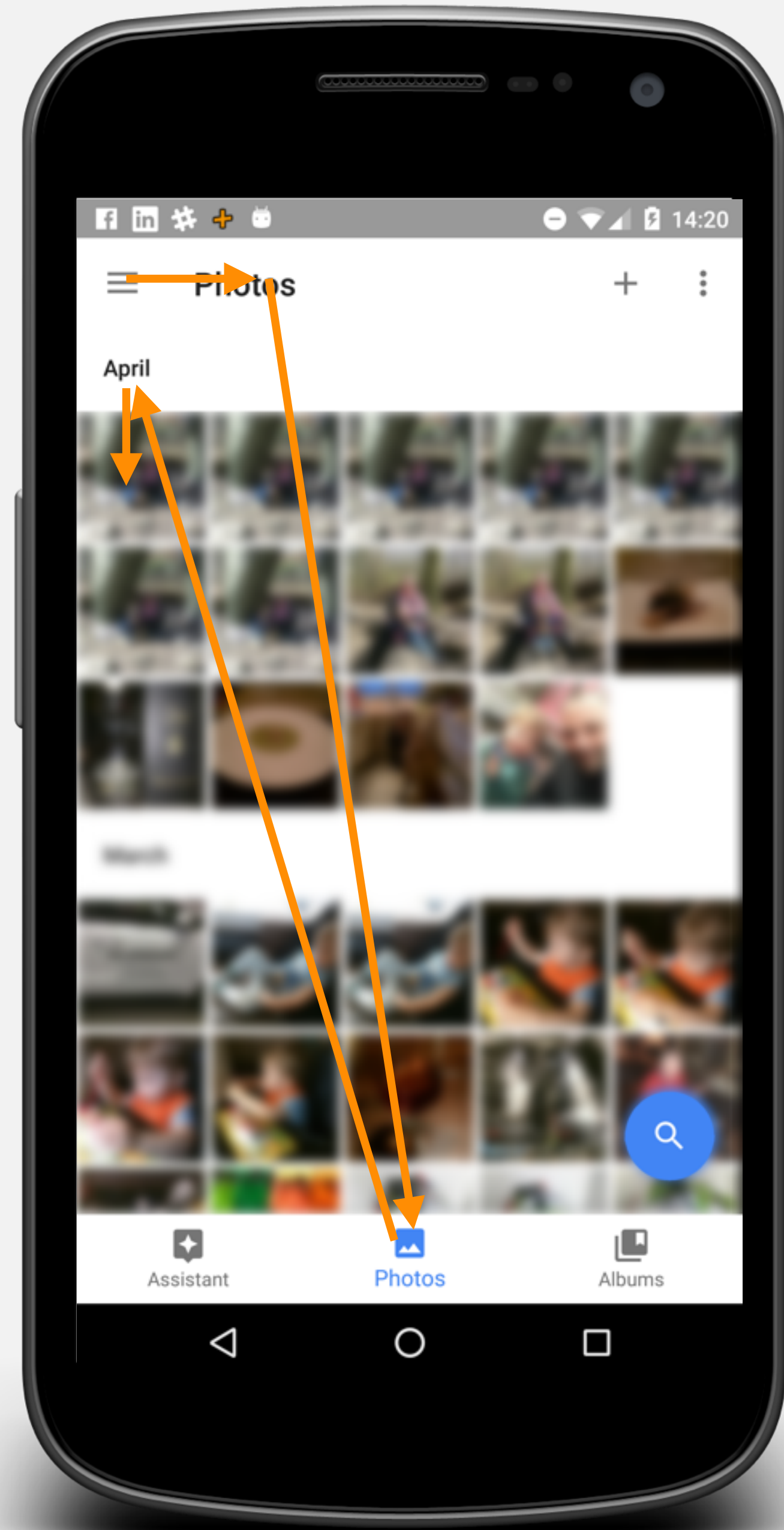


Instagram

Mobile Examples









Focus on the goal



Adapt

Focus on the goal



E RIGOROSAMENTE VIETATO L'INGRESSO A TUTTE LE PERSONE ESTRANEE AI LAVORI

La Direzione declina qualsiasi responsabilità nei confronti
dei trasgressori per eventuali danni materiali alle persone o alle cose



LAVORI
IN CORSO



TENSIONE
ELETTRICA
PERICOLOSA



ATTENZIONE
AI CARICHI
SOSPESI



CADUTA
MATERIALI
DALL'ALTO



VIETATO GETTARE
MATERIALI
DAI PONTEGGI



VIETATO SALIRE
E SCENDERE
ALL'ESTERNO
DEI PONTEGGI



VIETATO PASSARE
E SOSTARE
NEL RAGGIO D'AZIONE
DELL'ESCAVATORE



VIETATO PASSARE
E SOSTARE
NEL RAGGIO D'AZIONE
DELLA GRU

Enhance

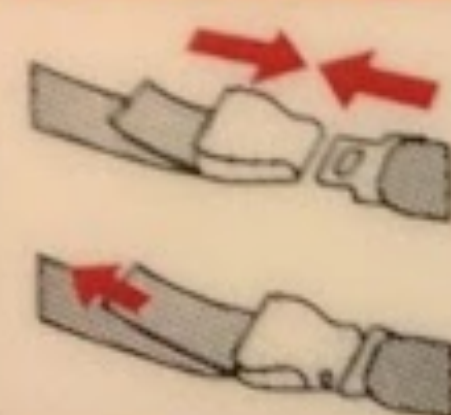
Does it help?

EMERGENCY OXYGEN



SEAT BELTS

FASTEN SEAT BELTS



UNDO SEAT BELTS



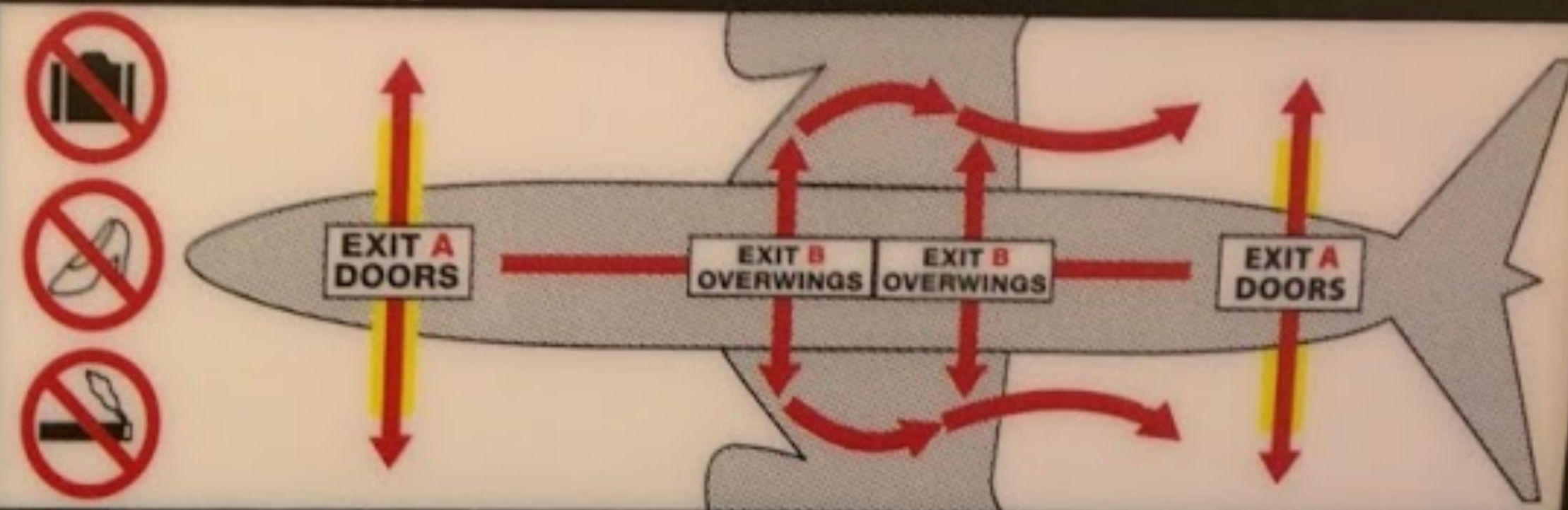
LIFE VESTS



EMERGENCY LANDING



EMERGENCY EXITS



EXIT A DOORS



EXIT B OVERWINGS



RA815 REV.0

INT928

FASTEN SEAT BELT WHILE SEATED

EMERGENCY LANDING



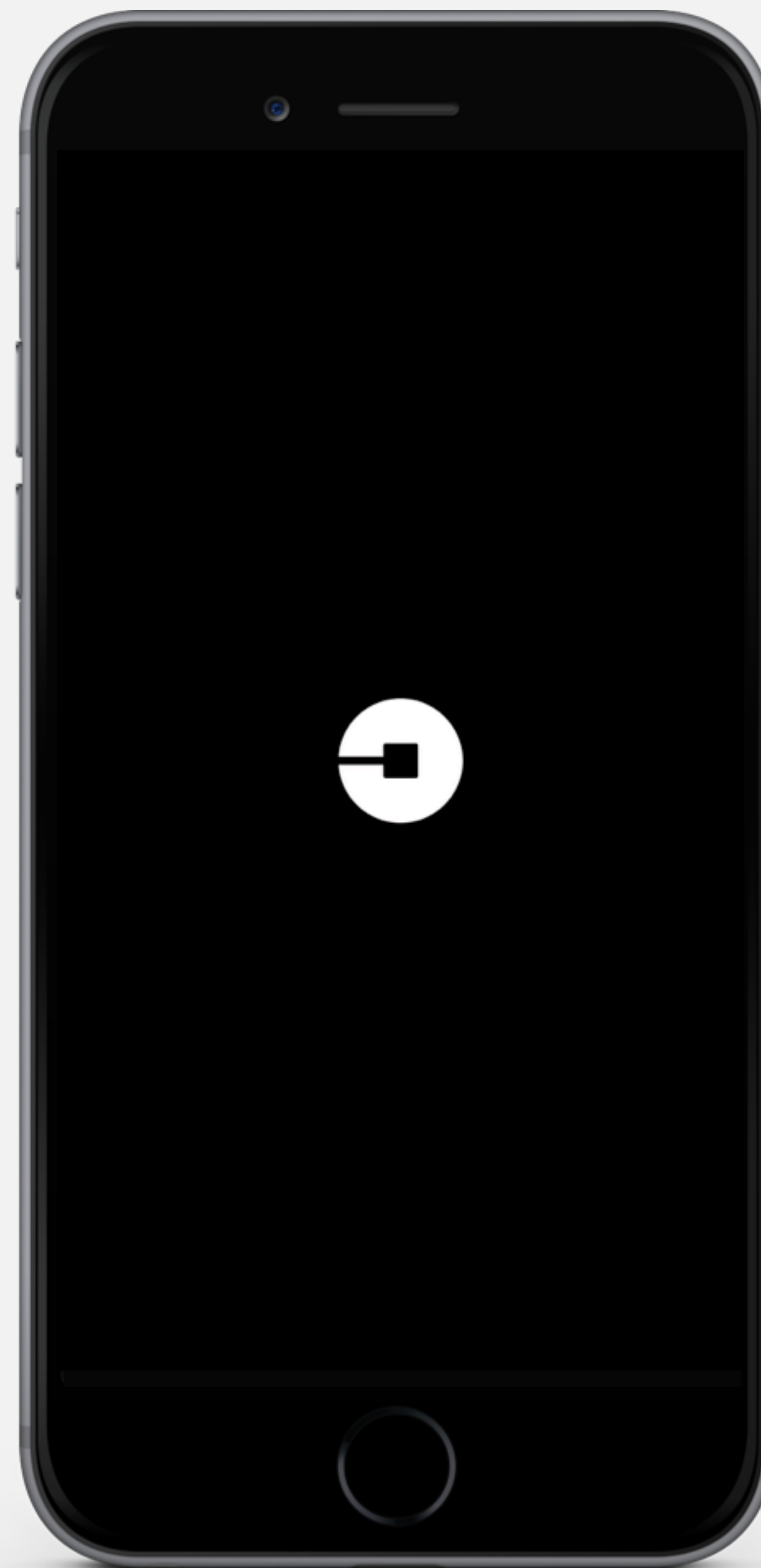
RA815 REV.0

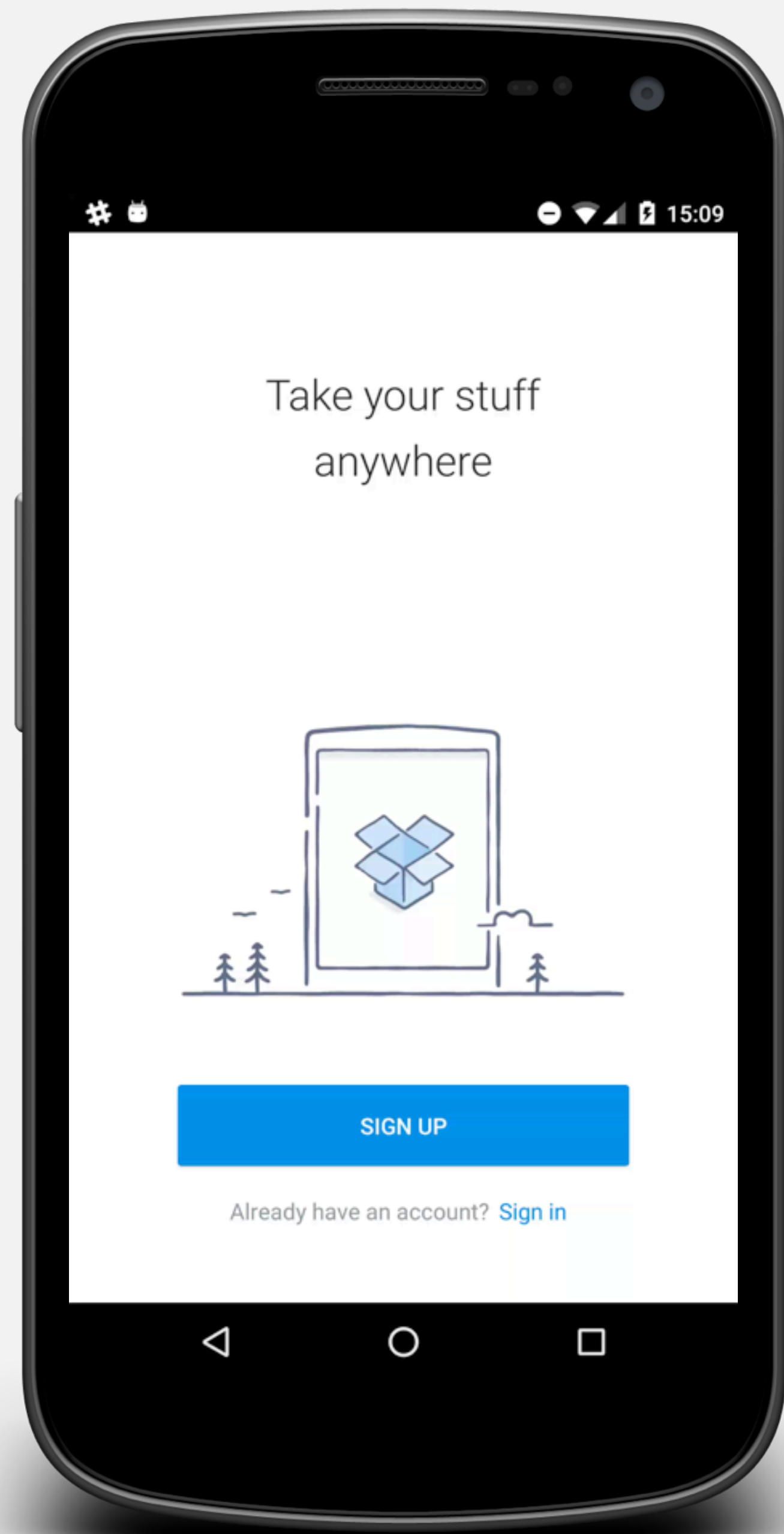
FIRE CONTROL ROOM

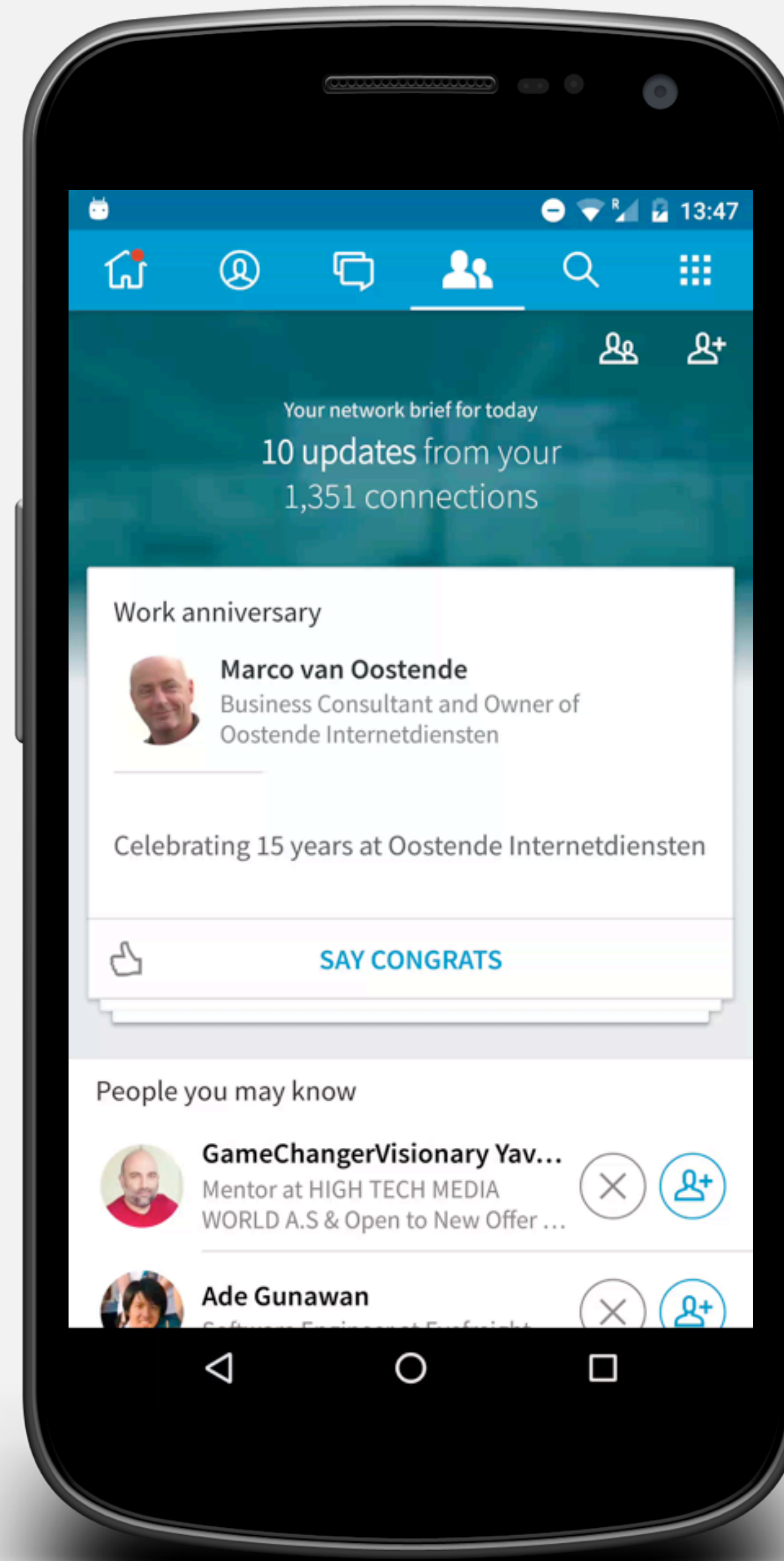


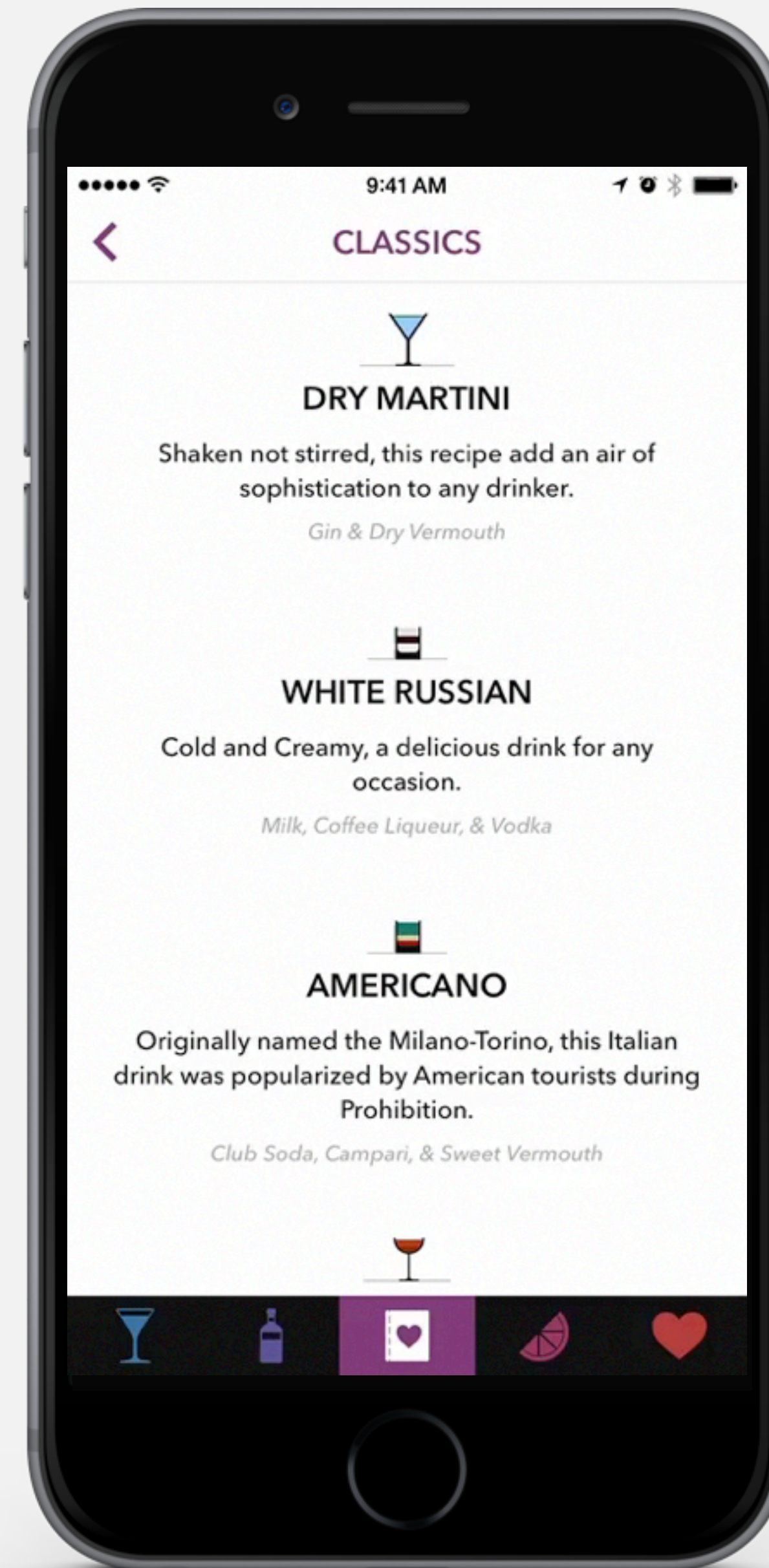


Mobile Examples









9:41 AM

CLASSICS



DRY MARTINI

Shaken not stirred, this recipe add an air of sophistication to any drinker.

Gin & Dry Vermouth



WHITE RUSSIAN

Cold and Creamy, a delicious drink for any occasion.

Milk, Coffee Liqueur, & Vodka



AMERICANO

Originally named the Milano-Torino, this Italian drink was popularized by American tourists during Prohibition.

Club Soda, Campari, & Sweet Vermouth





Don't overdo animation



Don't make it too fast or slow

Don't overdo animation

Final thoughts

Springer's
**FINAL
THOUGHT**

“Designers are also nice
people

- Sebastiano Poggi
GDE

“Read the f*cking
documentation

- Royi Benyossef
GDE

“It should solve a
problem

- Mark Allison
GDE

“know **What** you make,
for **Whom** you make it
and **Why**.

- Wiebe Elsinga
GDE

Спасибо



Wiebe Elsinga

@welsinga

+WiebeElsinga