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# Keeping UX Practical: Integrating User Experience Practices into Projects

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## **Keeping UX Practical**

Integrating User Experience Practices into Projects



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UX is about the user's meaningful interaction with and perception of a product, service, or system





#### Benefits of UX research and testing

- See the experience from user's perspective
- Appreciate significance of cultural differences
- Understand motivations behind actions
- Observe hidden behaviors
- Learn routines in doing research
- See how the user recovers from problems
- Embrace user's individual experiences





#### **User testing tips**

- Keep tests practical
- Choose the right method
- Consider taking a guerilla approach
- Beware of confirmation bias
- Let the participant be the expert
- Test for accessibility and usability





#### Testing for accessibility & usability

- Accessibility testing involves measuring the ease in which users can complete common tasks (on your website)
- A website can be technically accessible but might still be unusable
- Recruit participants through the office on campus that helps students with disabilities
- Increases your understanding of how people with disabilities use your website
- Improve experience for all universal design concept





#### **Making UX iterative**

- Make user research and user testing a priority as you design and develop websites
- Taking an agile approach and doing rapid prototyping brings in stakeholder and user feedback frequently
- Test on small, specific features throughout design and development lifecycle -- don't only test the whole application





#### When UX is integrated into projects

- Better understand your users
- Apply gradual improvements
- Tailor services appropriately
- Adapt to changing demands
- Make evidence-based decisions
- Expand the **knowledge** of our colleagues and profession





### Want more info?

Contact me:

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**Library IT Division Blog:** 

https://www.lib.umich.edu/blogs/library-tech-talk



