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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>