



04



Web Design and Development for Multimedia

7192301

Week 6

User Experience (UX) and Usability

04

Topic

- . UX design process
- . Navigation design and user flow
- . Principles of usability and accessibility

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User Experience Design Process



User Experience Design Process

Key stages of the UX design process

Empathize and Define

Ideate

Complementary roles

Test

Implement and Iterate



UX is broader

Different skill sets

Prototype 04

Navigation design and user flow

Navigation design

Definition

Goal

Best practices

Key components of a user flow

Shapes

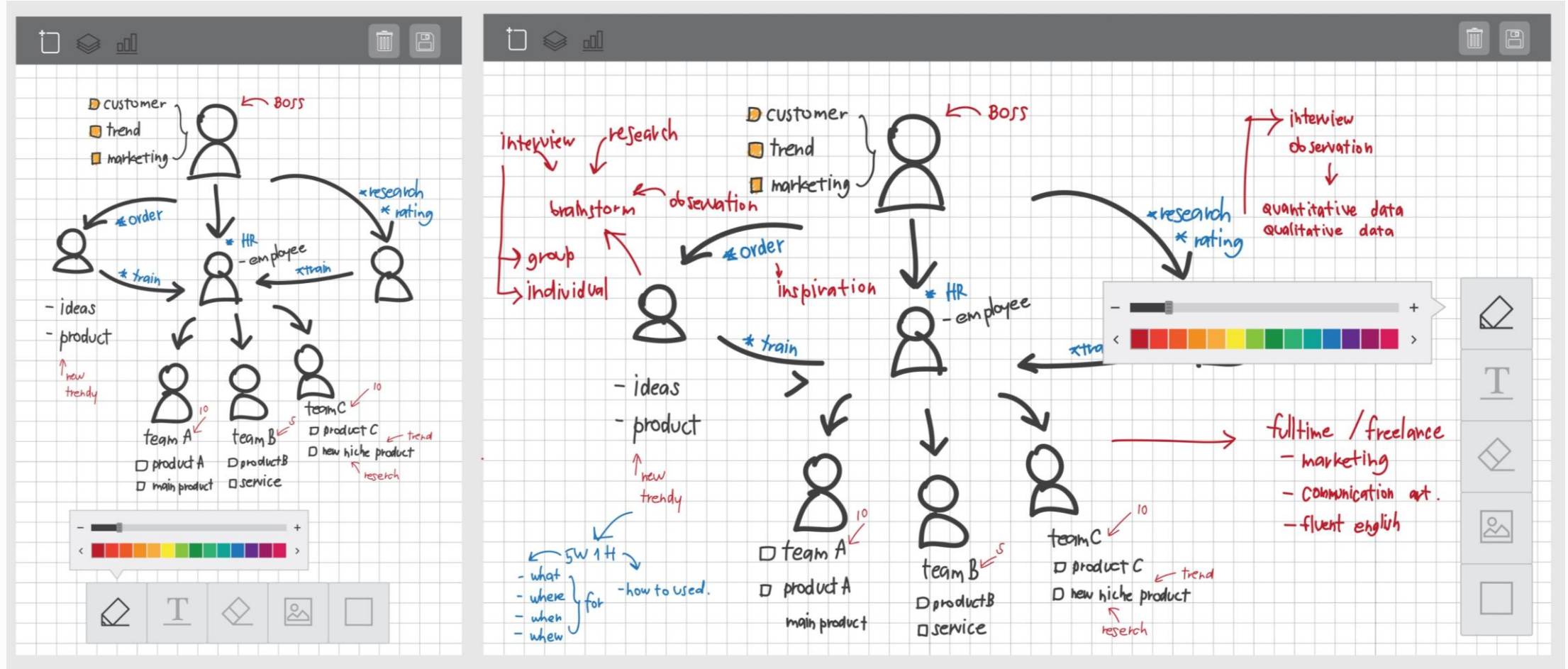
Boxes/Rectangles

Diamonds

Circles/Ovals



Navigation design and user flow



Principles of usability and accessibility

Usability Principles



Visibility of system status

Match between system and the real world

User control and freedom

Consistency and standards

Error prevention

Recognition rather than recall

Flexibility and efficiency of use

Aesthetic and minimalist design

Help users recognize and recover from errors

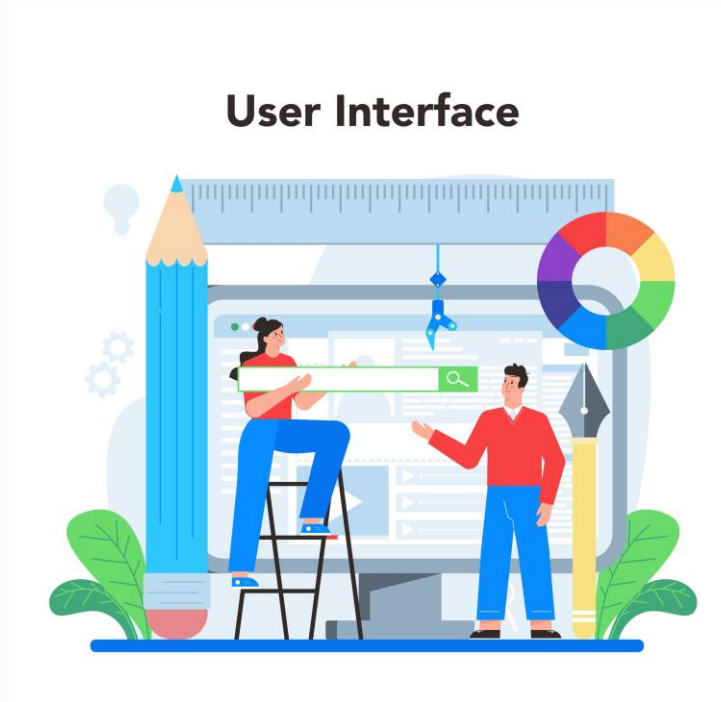
Help and documentation

Principles of usability and accessibility

Perceivable

Operable

User Interface



Understandable

Robust

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Accessibility Principles (POUR)

Activity

Group analysis: Evaluate UX of popular websites



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