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Discover

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Laddering

Discover

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Laddering

Description

A one-to-one interview technique to uncover the underlying reason behind a user's behavior or decision

Field of design

UxD

Resources

- ▶ A Ladder Interview (Wikipedia)
- ▶ Laddering: A Research Interview Technique for Uncovering Core Values (UX Matters)

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Brainstorming

Discover

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Brainstorming

Description

A technique to generate spontaneous ideas around a specific problem

Introduced by

Alex Osborn "Applied Imagination: Principles and Practices of Creative Thinking" (1953)

Field of design

UxD

Resources

- ▶ Facilitated brainstorming (Usability First)
- ▶ Graphic Design Thinking: Beyond Brainstorming (Ellen Lupton)

2

Discover

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Mapping

Discover

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Mapping

Description

The implied relationships between controls and their effects

Field of design

SD/IxD

Resources

- ▶ Natural Mapping (Wikipedia)
- ▶ The Design of Everyday Things (Don Norman)

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Big Data Analysis

Discover

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Big Data Analysis

Description

The process of examining large and varied data sets to uncover hidden patterns, unknown correlations, market trends, customer preferences and other useful information

Field of design

UxD

Resources

- ▶ How Big Data Can Help Designers Create a Better UX (paulolyslager.com)
- ▶ Big Data (Wikipedia)

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Affordance

Discover

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Affordance

Description

The properties of an object which allow its function

Field of design

ID/IxD

Resources

- ▶ Affordance (Wikipedia)
- ▶ The Design of Everyday Things (Don Norman)

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Personas

Discover

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Personas

Description

Example characters who represent the user groups of a site, brand, or product

Field of design

UxD

Resources

- ▶ 7 core ideas about personas and the user experience (Measuring usability)
- ▶ Introduction to user personas (UX Lady)

6

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Desktop Research

Discover

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Desktop Research

Description

Gathering and analyzing information from existing resources

Field of design

UxD

Resources

- ▶ Desk research: the what, why and how (userfocus.co.uk)
- ▶ Secondary research (Wikipedia)

7

Discover

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Ethnography

Discover

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Ethnography

Description

A qualitative research method where behavior is observed in its natural setting

Etymology

from Greek ethnos "folk, people, nation" and grapho "I write"

Field of design

UxD

Resources

- ▶ Ethnography in UX (UX Matters)
- ▶ Making the Most of Ethnographic Research (UX Magazine)

8

Discover

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User Journey

Discover

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User Journey

Description

An outline of the overall scenario and subsequent steps a user will take while interacting with a product or service

Field of design

UxD

Resources

- ▶ Experience Maps, User Journeys and More (UX Lady)
- ▶ How to Create a Customer Journey Map (UX Mastery)

9

Discover

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User Story

Discover

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User Story

Description

In an agile environment, this tool is used to describe a feature from the end user's perspective, in simple language

Field of design

UxD

Resources

- ▶ 10 tips for writing good user stories (Roman Pichler)
- ▶ User stories: An agile introduction (Agile Modeling)

Discover



Skip Discipline

Discover

Discover



Redesign

Discover

+2 cards



+2 cards

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Define

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Job Stories

Define

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Job Stories

Description

Defining design problems based on user motivation and situation can facilitate team discussion about finding the best solution

Field of design

UxD

Resources

- ▶ 5 Tips for Writing a Job Story (Alan Klemen)
- ▶ The Dribblisation of Design (Paul Adams)

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Anti-Pattern

Description

A common response to a repeated issue, which can be ineffective

Field of design

UxD

Resources

- ▶ Anti-Pattern (SourceMaking)
- ▶ User Interface Anti-Patterns (UI Patterns)

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Gamification

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Gamification

Description

The application of game-design elements and game principles in non-game contexts

Field of design

UxD

Resources

- ▶ Gamification (Wikipedia)
- ▶ Gamification in UX. Increasing User Engagement. (uxplanet.org)

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Requirements Map

Define

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Requirements Map

Description

The requirements gathered by stakeholders at a company divided into 3 categories: business, user, and technical

Field of design

UxD

Resources

- ▶ The Beginner's Guide to Capturing UX Requirements (uxpin.com)

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Paper Prototyping

Define

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Paper Prototyping

Description

Disposable interface mock-ups, sketched on paper for quick iteration and experimentation

Field of design

SD/IxD

Resources

- ▶ 7 myths about paper prototyping (User Focus)
- ▶ Paper Prototyping (A List Apart)

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Data Driven Design

Define

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Data Driven Design

Description

The practice of creating a design in which every decision is driven by empirical findings on user preference, goals and behaviors

Field of design

UxD

Resources

- ▶ Getting Started with Data Driven Design (Invision App)
- ▶ Six Myths About Data Driven Design (U Mag)

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Card Sorting

Define

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Card Sorting

Description

A low-tech collaborative exercise used to categorize objects, plan workflows, or define system structure

Field of design

UxD

Resources

- ▶ Card Sorting – A Definitive Guide (Boxes & Arrows)
- ▶ Card Sorting (Wikipedia)

7

Define



Define

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Content Strategy

Description

The planning, creation and management of content

Field of design

UxD

Resources

- ▶ Content Strategy within the design process (Ceros Blog)
- ▶ Content Strategy – Voices that matter (K. Halvorson, M. Rach)

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Shadowing

Define

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Shadowing

Description

Accompanying a user to observe how they use the product or service within their natural environment

Field of design

UxD

Resources

- ▶ Shadowing in User Research (Interaction Design Foundation)
- ▶ Shadowing (designresearchtechniques.com)

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Define

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Kano Model

Define

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Kano Model

Description

A product development theory that classifies features into five areas to aid prioritisation

Areas

must-have/one-dimensional/
attractive/indifferent/reverse

Field of design

UxD

Resources

- ▶ Kano Model (Wikipedia)
- ▶ Using the Kano Model to prioritize product development (Mind the product)

Define



Skip Discipline

Define

Define



Redesign

Define

+2 cards



+2 cards

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Design

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Sketching

Design

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Sketching

Description

Quick draft of first ideas

Field of design

UxD

Resources

- ▶ Tools for Sketching User Experiences (uxbooth.com)
- ▶ 7 reasons for sketching in UX design (Invision App)

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Design



Design

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Wireframe

Description

The framework of a design without textures, colors, typography or graphics

Field of design

SD/IxD

Resources

- ▶ 35 excellent wireframing resources (Smashing magazine)
- ▶ A beginners guide to wireframing (Tuts+)

2

Design

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Color Theory

Design

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Color Theory

Description

A collection of guidelines and laws used to evoke emotion, set moods, and manage user attention through the application of color

Field of design

ID/IxD

Resources

- ▶ Color Theory for Designers, Part I: The Meaning of Color (Smashing Magazine)
- ▶ Interaction of Color (Josef Albers)

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Design

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**Aesthetic Usability
Effect**

Design

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Aesthetic Usability Effect

Description

A visually appealing design is perceived to be easier to use

Field of design

ID/IxD

Resources

- ▶ Apparent Usability vs Inherent Usability, Experimental analysis on the determinants of the apparent usability (M. Kurosu & K. Kashimura)
- ▶ Emotion & Design: Attractive things work better (Donald A. Norman)

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Design

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Heuristic Evaluation

Design

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Heuristic Evaluation

Description

A method used to identify usability problems, by judging adherence to established usability principles

Etymology

heuristic = from Greek heuriskein
“find” – enabling a person to discover or learn something for themselves

Field of design

UxD

Resources

- ▶ Heuristic evaluation (Wikipedia)
- ▶ Interaction Design check list (A.Legaspi, A.Jakhut)

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Anchoring

Design

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Anchoring

Description

A cognitive bias describing the tendency of users to rely too heavily on the first piece of information offered

Field of design

UxD

Resources

- ▶ Anchoring (Wikipedia)
- ▶ How Anchoring, Ordering, Framing, and Loss Aversion Affect Decision Making (UX Matters)

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Design

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Five Hat Racks

Design

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Five Hat Racks

Description

Information can be organized in five ways: by category, time, location, alphabet, and continuum

Field of design

UxD

Resources

- ▶ Creating a Framework for Your Ideas (Doug Toft)
- ▶ Information Anxiety (Richard S. Wurman – summary by Jon Kolko)

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Design

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Rapid Prototyping

Design

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Rapid Prototyping

Description

The quick development and iteration of interactive, product or service prototypes, for testing purposes

Field of design

ID/IxD

Resources

- ▶ Wireframes are dead, long live rapid prototyping (UX for the Masses)
- ▶ Rapid prototyping (Wikipedia)

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Design

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Thumbnailing

Design

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Thumbnailing

Description

Quick sketching of thumb-sized drawings to generate ideas rapidly for industrial design

Field of design

ID/IxD

Resources

- ▶ Introduction To Thumbnailing And Quick Sketching (conceptartempire.com)

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A/B Testing

Design

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A/B Testing

Description

Testing two targeted variations of a single page to analyze which one performs better

Alias

Split testing

Field of design

UxD/IxD

Resources

- ▶ The complete guide to A/B testing (VWO)
- ▶ A beginner's guide to A/B testing an introduction (Kissmetrics)

Design



Skip Discipline

Design

Design



Redesign

Design

+2 cards



+2 cards

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Deliver

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Eye Tracking

Deliver

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Eye Tracking

Description

Technology which calculates and records what users are looking at, for the evaluation of user interfaces

Field of design

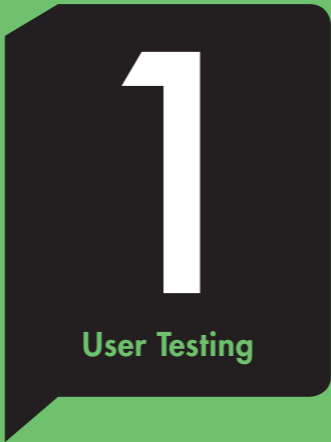
SD/IxD

Resources

- ▶ Eye Tracking the User Experience (Aga Bojko)
- ▶ Eye Tracking (Wikipedia)

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User Testing

Description

A blanket term for all factors which influence the user's perception of a product or service

Field of design

UxD

Resources

- ▶ The Disciplines of User Experience Design (Dan Saffer)
- ▶ The Elements of User Experience: User-Centred Design for the Web (Jesse James Garrett)

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Wizard of Oz

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Wizard of Oz

Description

Wizard of Oz prototyping is a design methodology used in rapid product development to improve the user experience (UX).

Alias

WOZ prototyping

Field of design

UxD

Resources

- ▶ Wizard of Oz prototyping (searchcio.techtarget.com)
- ▶ Wizard of Oz experiment (Wikipedia)

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Cultural Probes

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Cultural Probes

Description

Cultural probes use a collection of tools, artifacts and tasks intended to provoke the user to look and think about their environment in new ways.

Field of design

UxD

Resources

- ▶ Cultural Probes
(designresearchtechniques.com)
- ▶ Cultural Probes: Understanding Users in Context
(uxpamagazine.org)

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Deliver

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Tunnelling

Deliver

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Tunnelling

Description

Guiding users through a sequence of activities, step by step, to encourage certain behaviors

Field of design

UxD

Resources

- ▶ Designing for Behavioral Change in Health (UX Booth)
- ▶ Tunneling (UI Patterns)

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Deliver

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Constraints

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Constraints

Description

The practice of limiting user actions on a system in order to make it easier to use

Field of design

UxD

Resources

- ▶ Design fundamentals:
Constraints (Webdesigner Depot)
- ▶ Universal Principles of Design
(Lidwell, Holden and Butler)

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Deliver

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5 Whys

Deliver

6

5 Whys

Description

Asking Who, What, Where, When, Why for creating a strong argument and delivering a legitimate story.

Field of design

UxD

Resources

- ▶ The five W's of UX
(52weeksofux.com)

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Deliver

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**Flexibility – Usability
Tradeoff**

Deliver

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Flexibility – Usability Tradeoff

Description

As flexibility is increased, usability decreases

Field of design

UxD

Resources

- ▶ Flexible Usability Testing: 10 Tips to Make your Sessions Adapt to Your Clients' Needs (Nielson Norman Group)
- ▶ Universal Principles of Design (Lidwell, Holden and Butler)

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Ockham's Razor

Deliver

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Ockham's Razor

Description

When choosing between two equivalent options, the simplest should be selected

Field of design

UxD

Resources

- ▶ Ockham's Razor: A Great Principle for Designers (Webdesigners Depot)
- ▶ Ockham's Razor: Simply Sharp Design (Code Project)

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Hook Model

Deliver

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Hook Model

Description

A four-phase process that companies use to design habit-forming products and services

Field of design

UxD

Resources

- ▶ Hooked: Building Habit-Forming Products (Nir & Far)
- ▶ Hooked: How to Make Habit-Forming Products, and When to Stop Flapping (Forbes)

Deliver



Skip Discipline

Deliver

Deliver



Redesign

Deliver

+2 cards



+2 cards

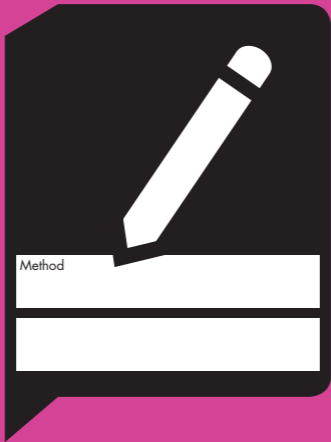
+4 cards



+4 cards



Discover



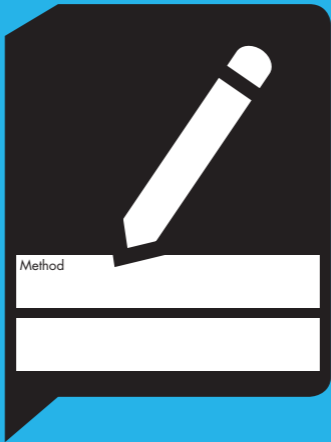
Discover

Define



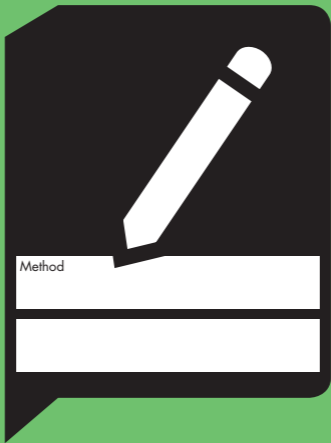
Define

Design



Design

Deliver



Deliver

Method

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Description

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Field of design

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