

# 2020 SSP VIRTUAL CONFERENCE

## 20/20 Vision & Beyond

Online  
October 28 – November 5

SOCIETY OF  
**SENSORY**  
PROFESSIONALS

The logo for the Society of Sensory Professionals features the text "SOCIETY OF SENSORY PROFESSIONALS" in a sans-serif font. To the right of the text is a stylized graphic consisting of several curved, overlapping lines in shades of green and teal, resembling a fan or a cluster of leaves.

# An Introduction to User Experience

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# What is User Experience?

- *A quality*

*“User experience” encompasses all aspects of the end-user's interaction with the company, its services, and its products”*

*– Nielsen Norman Group*

- *An approach*

*“User experience (UX) is an approach to product development that incorporates direct user feedback throughout the development cycle (human-centered design)”*

*– User Experience Professionals Association (UXPA)*

# User Experience is Everywhere



# What Makes a Great User Experience?

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- Easy
- Useful
- Efficient
- Trustworthy
- Accessible
- Delightful
- Inspiring



# Core Principles of UX

Human-centered (empathy)

Informed by user research

End-to-end experience

Iterative process

Participatory

# Common UX Research Methods

## User Research Methods

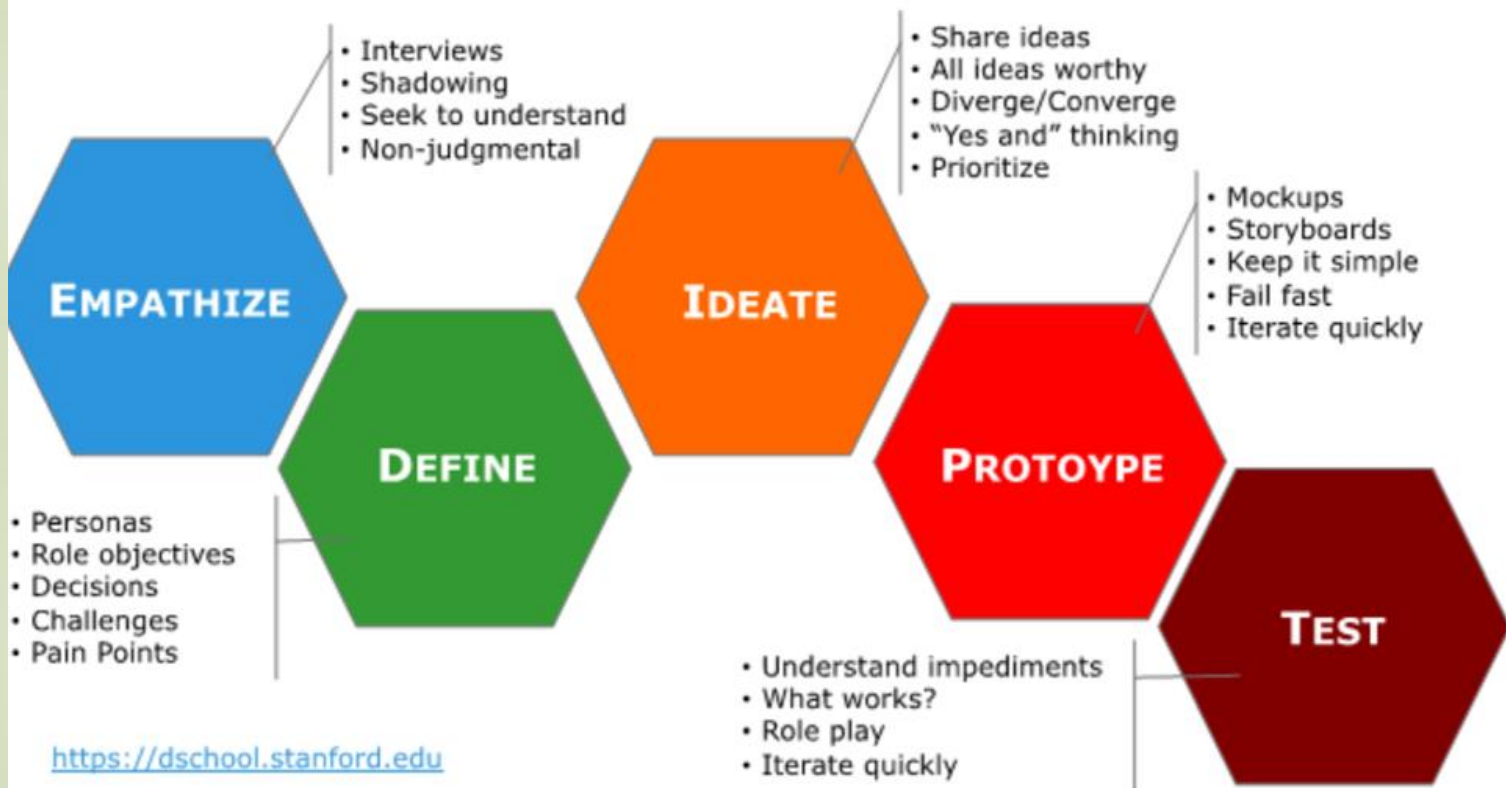
- Field Research
- Journey Maps
- Diary Studies
- Personas
- UX Baseline Evaluations

## Product Evaluation

- Usability Testing
- Accessibility
- Eye Tracking/  
Biometrics
- Card Sorting/Tree Testing
- Concept Testing

# How UX Fits into the Design Process

## Stanford d.school Design Thinking Process



- UX research traditionally evaluates a prototype after designed
- Design Thinking is moving UX research earlier and more often (via iteration) into the design process