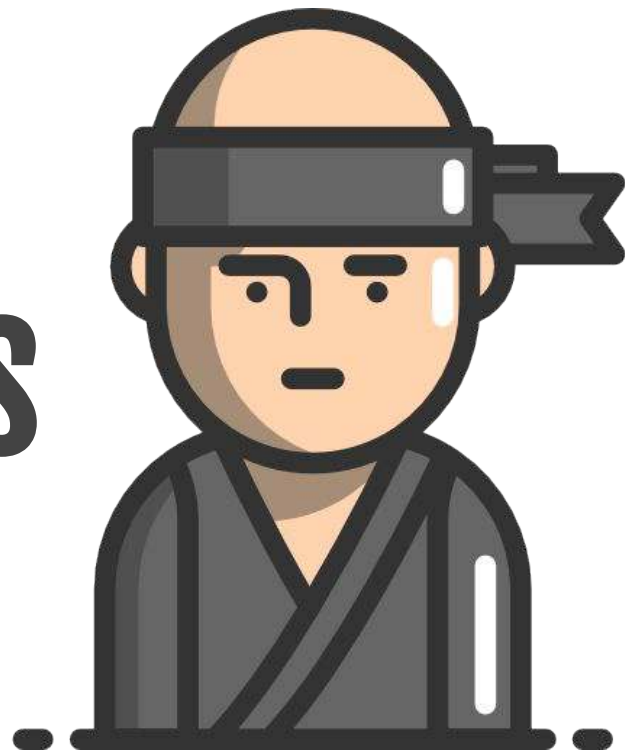


UX PARA DESARROLLADORES

Workshop



#uxlabmx

AGENDA

- Qué es Diseño
- Qué es UX
- UCD - Diseño Centrado en el Usuario
- Proceso UX-Dev
- Framework 5W+1H
- Actividad: A Trabajar!



¿QUÉ ES DISEÑO?

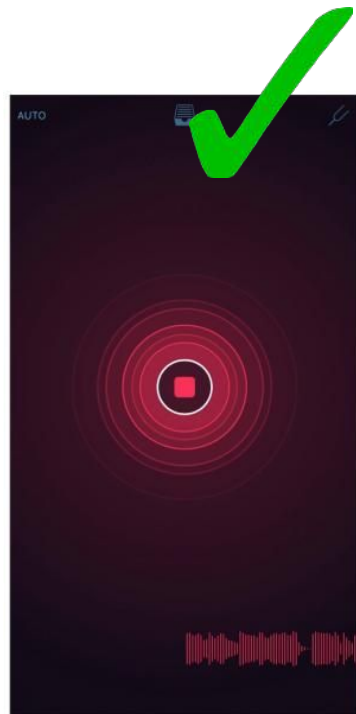
Todo lo que hacemos con una intención de cambiar el estado actual de las cosas.



*La gente está más
familiarizada con el mal
diseño que con el buen
diseño.*

Paul Rand







Don't Just Fly, Superfly

Beta testing going on inside.

Already a member?



Sign Up For BETA

Please fill up the form below in order to get notification as soon as Superfly Beta version is online.

First name

Last name

E-mail address

Phone number Optional

Message Optional

Sign Me Up!



Don't Just Fly, Superfly

Beta testing going on inside.

Already a member?



Sign Up For BETA

Sign in with Facebook

Please fill up the form below in order to get notification as soon as Superfly Beta version is online.

First name

Last name

E-mail address

Phone number Optional

Message Optional

Sign Me Up!

A full-page background image featuring a mountain biker in mid-air, performing a backflip. The rider is wearing a black and teal jersey and black pants. The bike is yellow and black. The background is a vast desert canyon with red rock formations under a clear blue sky. A crowd of spectators is visible on the canyon floor. The text "QUE ES UX" is overlaid in the center, with "QUE ES" in white and "UX" in pink.

QUE ES UX

El producto no es la experiencia



El producto **hace posible** la experiencia



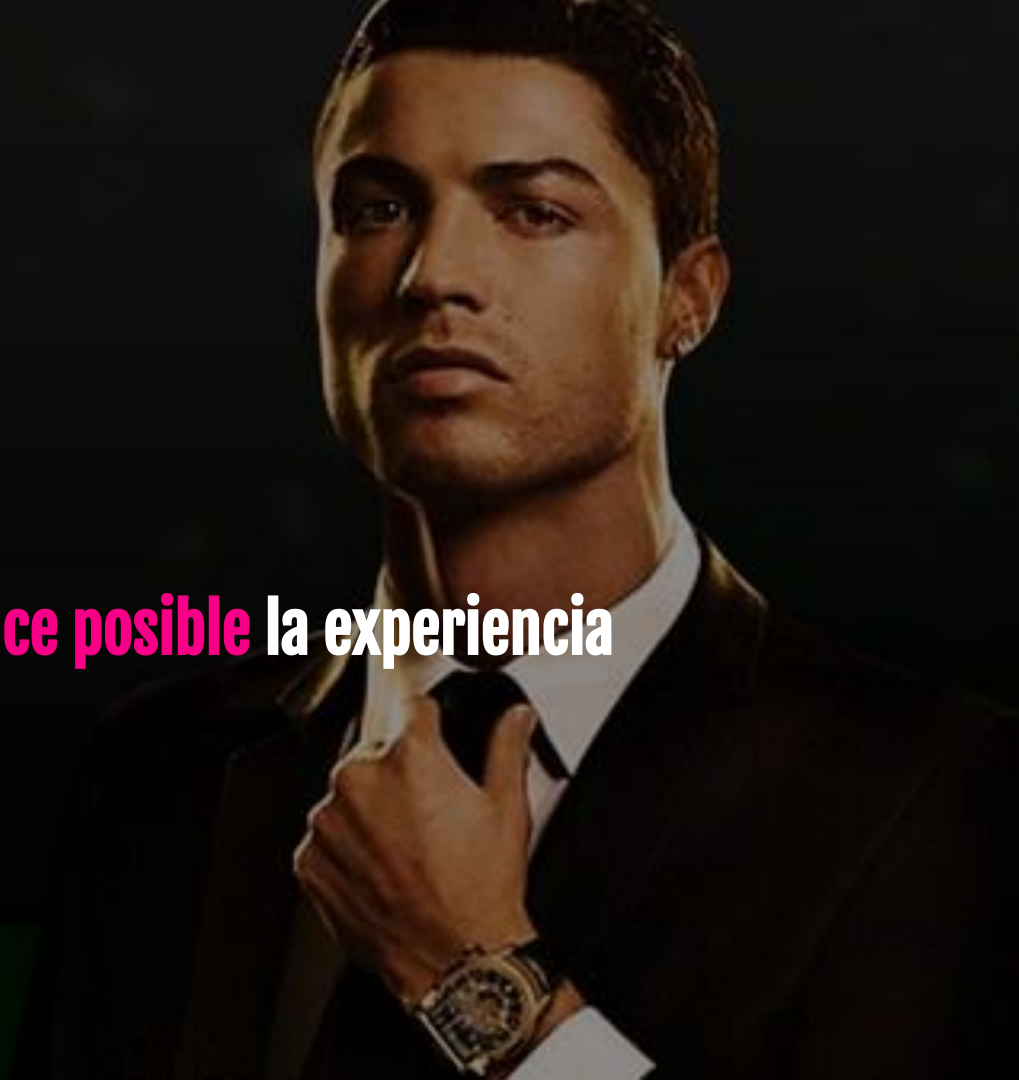
El producto no es la experiencia



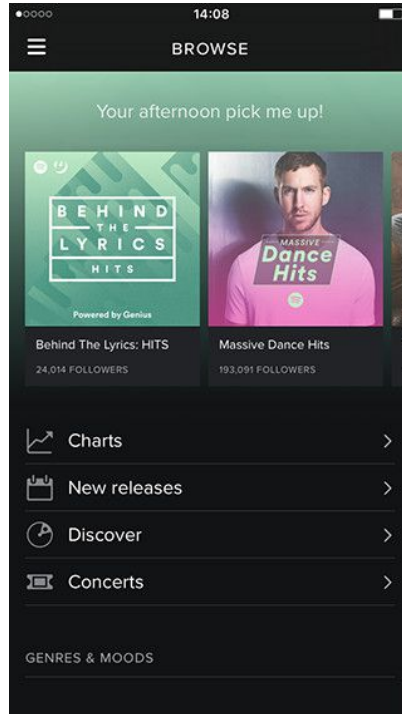
CRISTIANO RONALDO
ROLEX. A CROWN FOR EVERY ACHIEVEMENT.



El producto **hace posible** la experiencia



El producto no es la experiencia



A man and a woman are dancing in a dimly lit room. The man is on the left, wearing a dark cap and a striped tank top, looking down. The woman is on the right, wearing a white tank top and jeans, smiling and looking down. The background is dark with some blurred lights. The entire image has a blue overlay.

El producto **hace posible** la experiencia

*El cliente no quiere un
taladro de una pulgada...
Quiere un hoyo de 1 pulgada!*

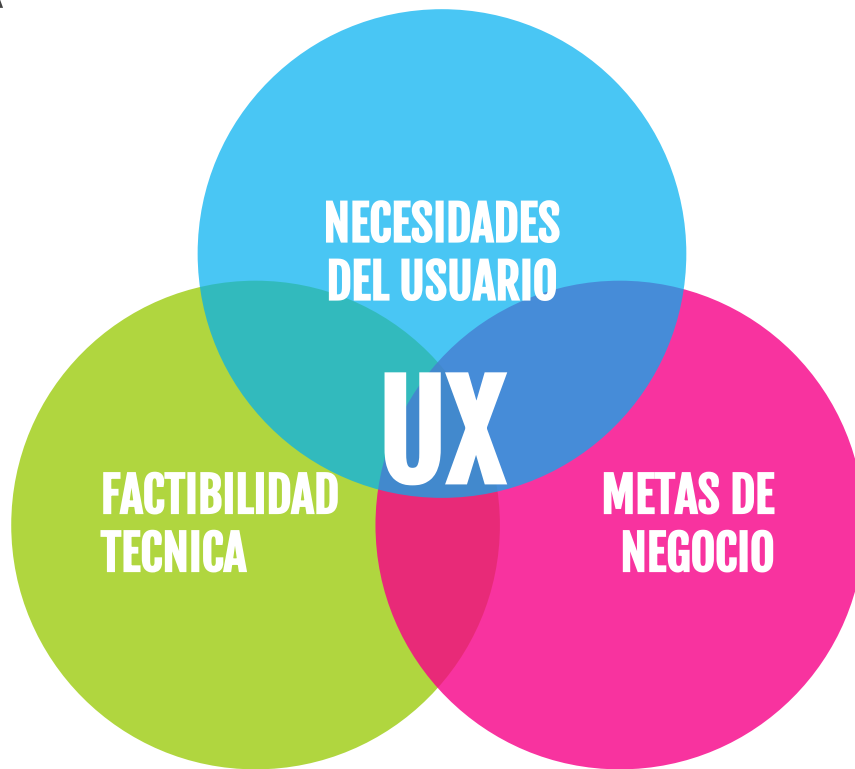
Theodore Levitt

CASI TODOS **PIENSAN** QUE ES...

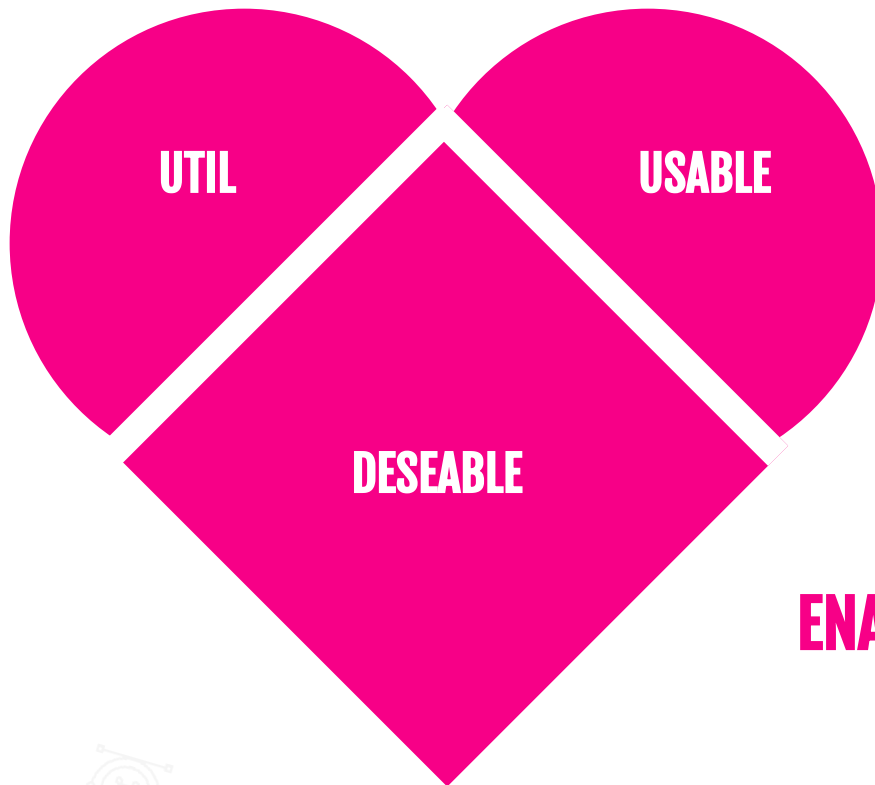
- Investigación de Campo
- Alinear Objetivos de Negocio
- Diseño de Producto
- Arquitectura de Información
- Sesiones Creativas
- Analíticos y Estadística
- Estudios de Usabilidad
- Psicología del Usuario
- Técnicas de Ideación
- Diseño de Interacción
- Prototipado Físico y Digital
- CopyWriting
- Evangelismo Cultura Interna
- Liderazgo Creativo
- **Diseño de Interfaces**
- **Diseño visual**



QUÉ ES UX



UX ¿PARA QUE?



ENAMORAR AL USUARIO

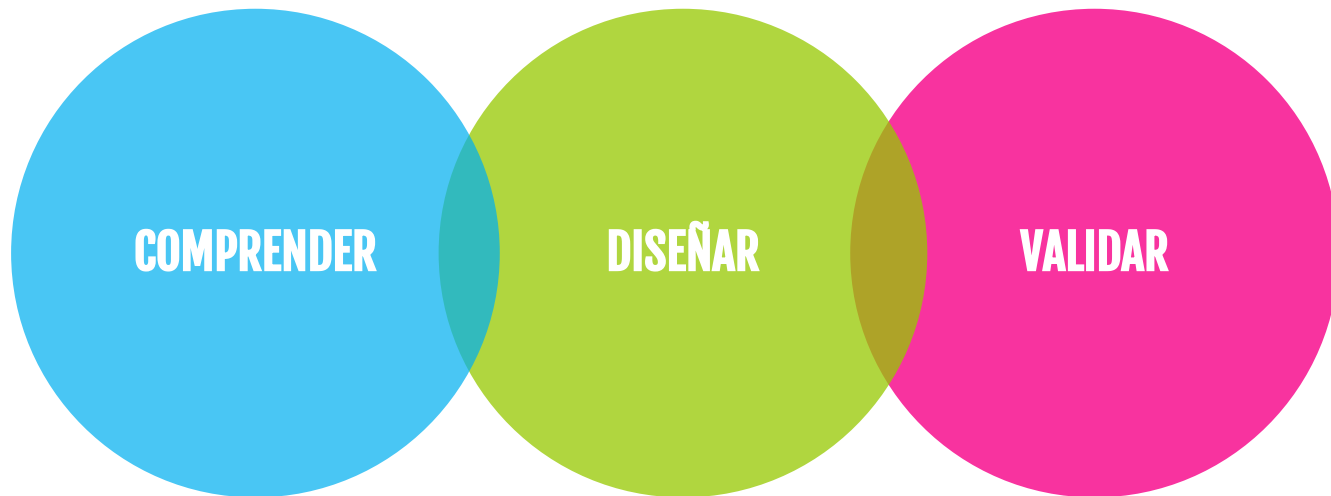


Google Search

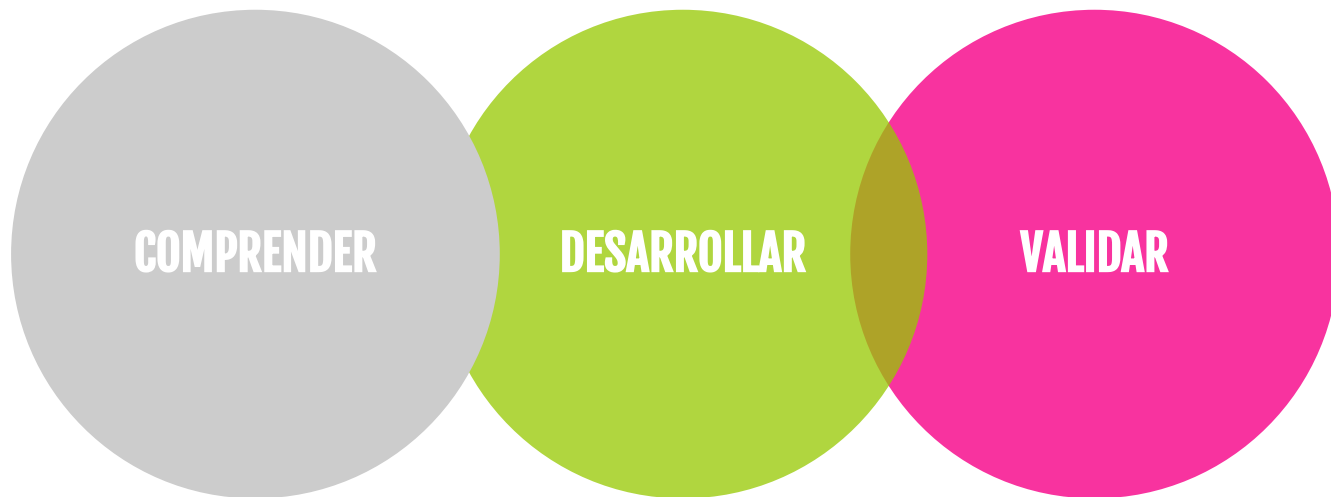
I'm Feeling Lucky

Google.com.mx offered in: [Español \(Latinoamérica\)](#)

EL PROCESO DE DISEÑO



EL PROCESO DE DESARROLLO



5W + 1H FRAMEWORK

WHY

WHERE

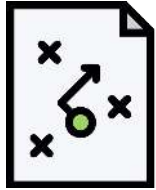
WHO

WHEN

WHAT

HOW

UCD – Desarrollo Centrado en el Usuario



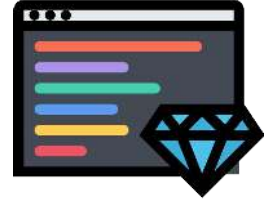
META



USUARIO

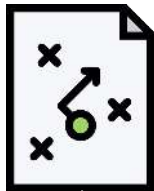


CASOS DE USO



**SOLUCION
FEATURES**

5W 1H FRAMEWORK + UCD



META

WHY



USUARIO

WHO

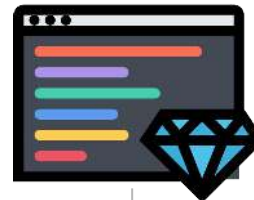


CASOS DE USO

WHERE

WHEN

HOW



FEATURES

WHAT

ALGUNA PREGUNTA?

EL UX DE ESTE WORKSHOP DE UX



PORQUE

5W 1H + UCD

- Porque el UX es responsabilidad de todos.
- Porque las mejores ideas vienen de los devs.
- Porque evita desperdicio.
- Porque es más fácil, rápido y barato

QUIEN

5W 1H + UCD

- Los Desarrolladores

***Nuestras mejores ideas, los
hallazgos más importantes
vienen directamente de
nuestros clientes.***

Chuck Jones
Whirlpool

Proto Personas



BIKE ROUTINE



BEHAVIORS

- He usually rides together with his crew.
- He tries to find new place and go, even if they are really far from his home.
- Sometimes, he takes a long journey. (More than 3 days.)
- He records a video when riding.
- He shares the video with others.
- He enjoys speeding down slopes.
- He occasionally goes to grab a drink after riding.

KEY VALUES

- Exciment and adrenaline.
- Feeling a sense of accomplishment.
- Being outside and in nature.
- Enjoying speeding and adventure.
- Sharing the video with others.
- Interacting with others.

CHARACTERISTICS



GOAL

- Meeting various people to interact with.
- Being healthy and relieving stress.
- Leading a meaningful life.
- Pushing the envelop.
- He shared the video with others.
- Interacting with others.
- Having exciting and healthy hobbies.

Proto Personas

Tess	Coffee Project (multiple journeys)	16 March 2017
PERSONA	PROJECT	EXPORT DATE
		INITIALS TES AGE 32 GENDER female
	NAME	Tess
	OCCUPATION	Entrepreneur
	NATIONALITY	French
	MARITAL STATUS	--
	QUOTE	"Why not?...Let's go for it."
	DESCRIPTION	▶ Tess is an entrepreneur and community builder. ▶ She enjoys exploring problems whose answer can't be easily solved. ▶ She describes herself as tenacious and imaginative.
	PROFESSIONAL GOALS	▶ Create meaning and positive change in my community. ▶ Develop a tools that improve access to everyday services like financial services, healthcare and education.
	WHAT SHE EXPECTS OF OUR COMPANY.	▶ That our software is intuitive. ▶ That we are constantly creating new tools for understanding customer experience.

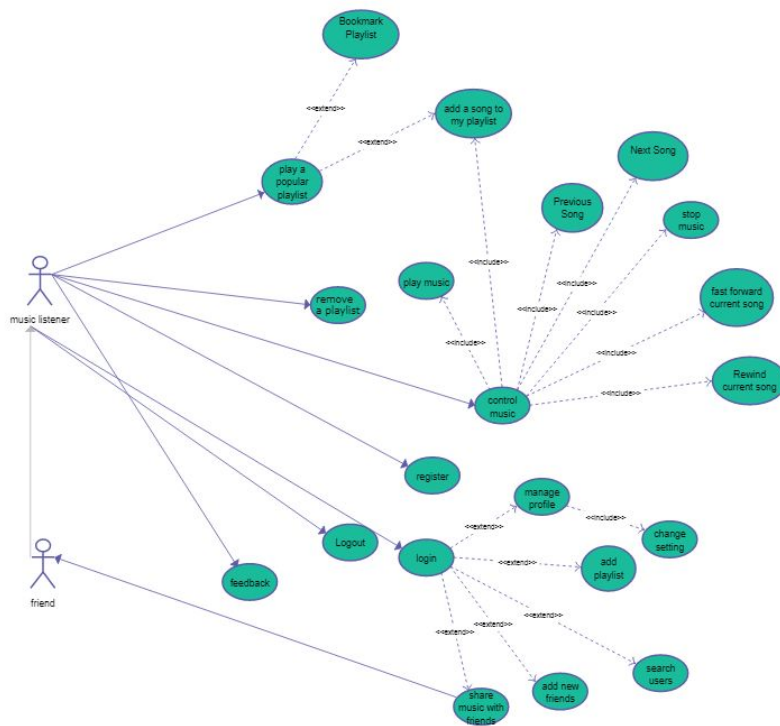


CUANDO, DONDE, COMO

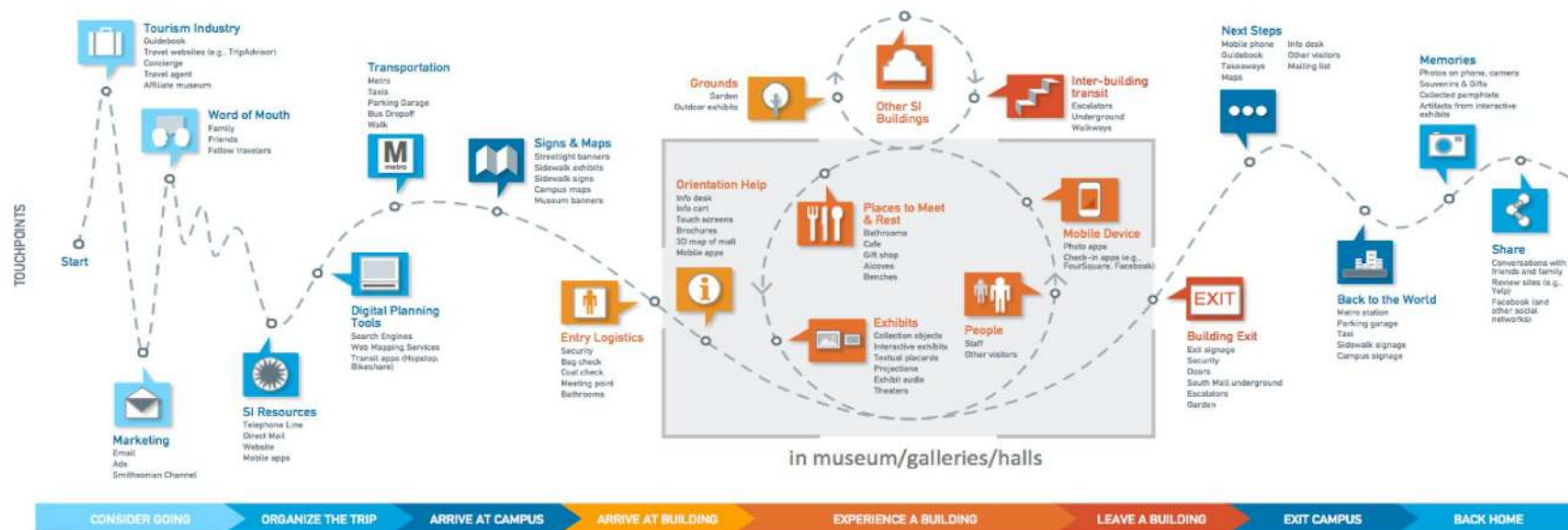
5W 1H + UCD

- Oficina
- Jueves (Casi Viernes!)
- En persona, presentando, hablando en español
- Contexto

Caso de Uso



Journey Map



QUE

5W 1H + UCD

- Plática
- Taller Práctico
- Video
- Caso de Uso extendido
- Clase Técnica

ACTIVIDAD

- Busquemos un problema, gusto o necesidad
- Apliquemos UCD
- Iteramos

DISEÑO CENTRADO EN EL USUARIO

OBJETIVO:

DEFINE A TU USUARIO (4 RASGOS) :

DEFINE LOS CASOS DE USO - COMO, CUANDO y DONDE :

COMO:

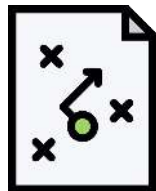
CUANDO:

DONDE:

DESCRIBE TU SOLUCIÓN (FUNCIONALIDAD) :

Que es, como funciona y que problema resuelve

A TRABAJAR



META

WHY



USUARIO

WHO

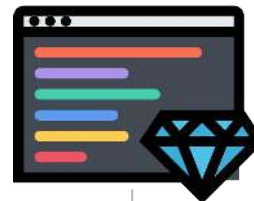


CASOS DE USO

WHERE

WHEN

HOW



FEATURES

WHAT



GRACIAS

Por ser un desarrollador interesado en que sus productos resuelvan problemas reales y no sean solo un montón de features.

Visítanos y aprende con nosotros

www.uxlab.com.mx