

The background features a collage of images. On the left, there are several hexagonal frames containing photos of people in costumes, including one with a white wig and another with a white mask. On the right, a larger hexagonal frame shows a person wearing a black t-shirt with a repeating pattern of orange and black skulls. The overall color palette is dark with accents of orange and white.

UX TECH EXCHANGE SPOOKY SPECIAL

Usability Horroristics

Annie Kim

UX Designer

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10/01/2019





Design Thinking (Redux)

Design Thinking (Redux)



Understand

Design Thinking (Redux)



Understand

Research user needs

Design Thinking (Redux)



Understand

Research user needs



Define

Design Thinking (Redux)



Understand

Research user needs



Define

State user needs and problems

Design Thinking (Redux)



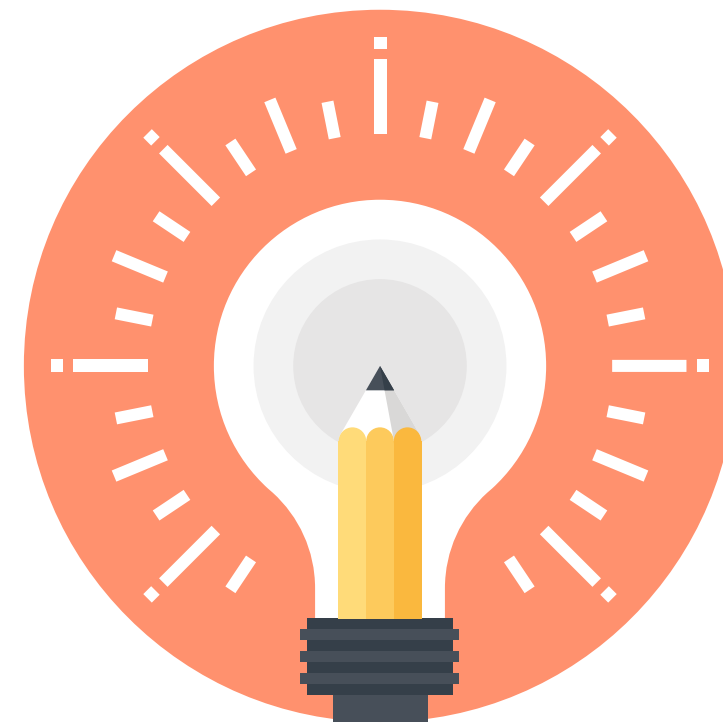
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Research user needs



Define

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Ideate

Design Thinking (Redux)



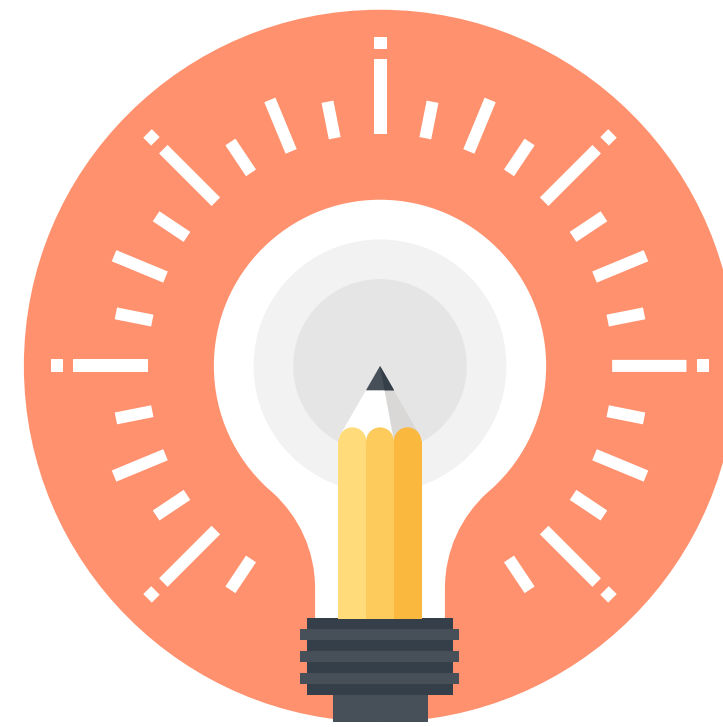
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Ideate

Create ideas and identify solutions

Design Thinking (Redux)



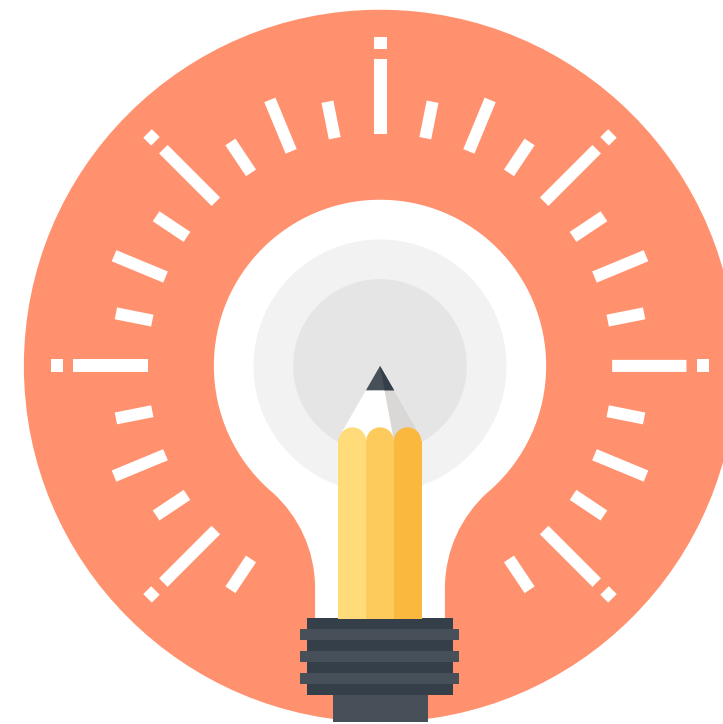
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Prototype

Design Thinking (Redux)



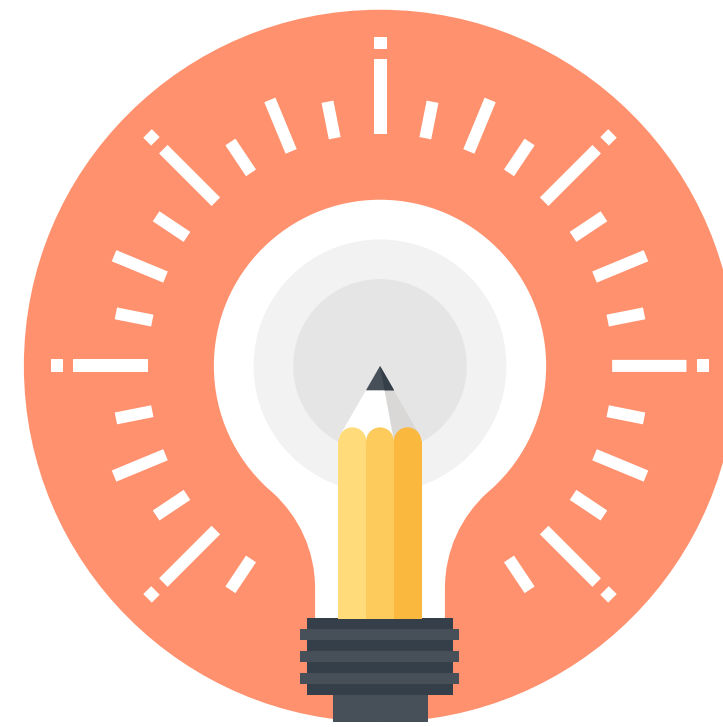
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Research user needs



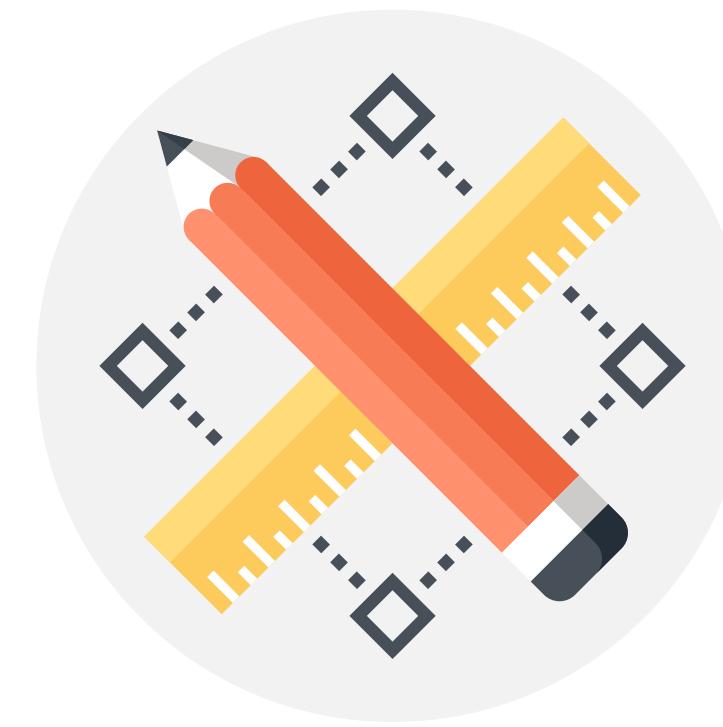
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Ideate

Create ideas and identify solutions



Prototype

Start to create solutions

Design Thinking (Redux)



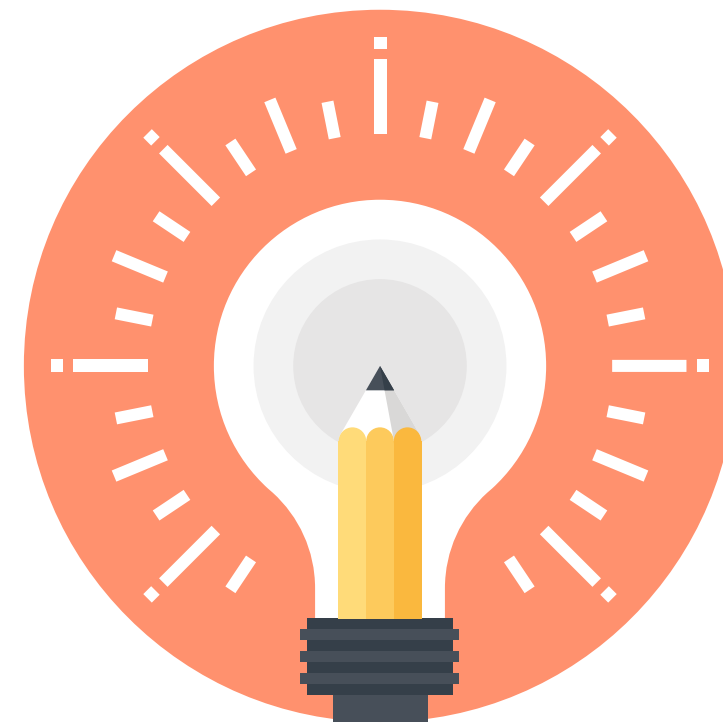
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Test

Design Thinking (Redux)



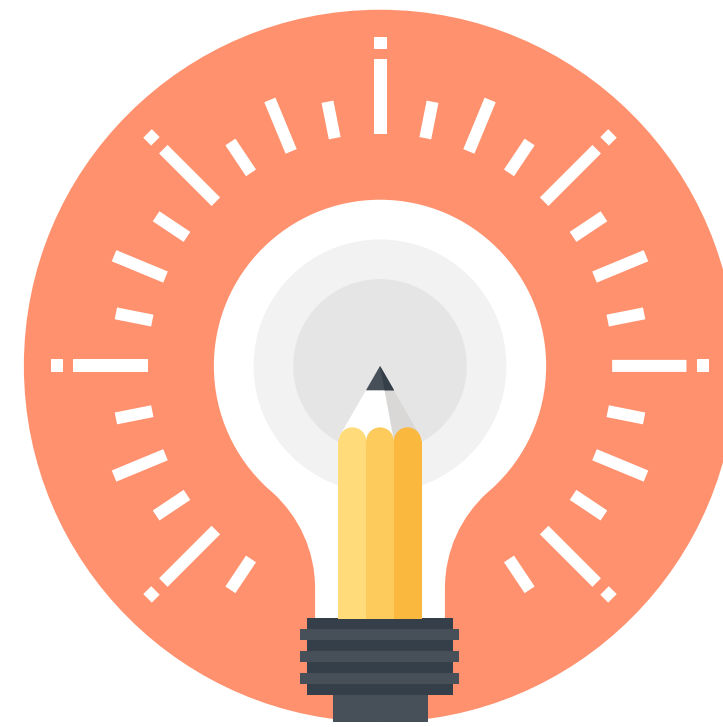
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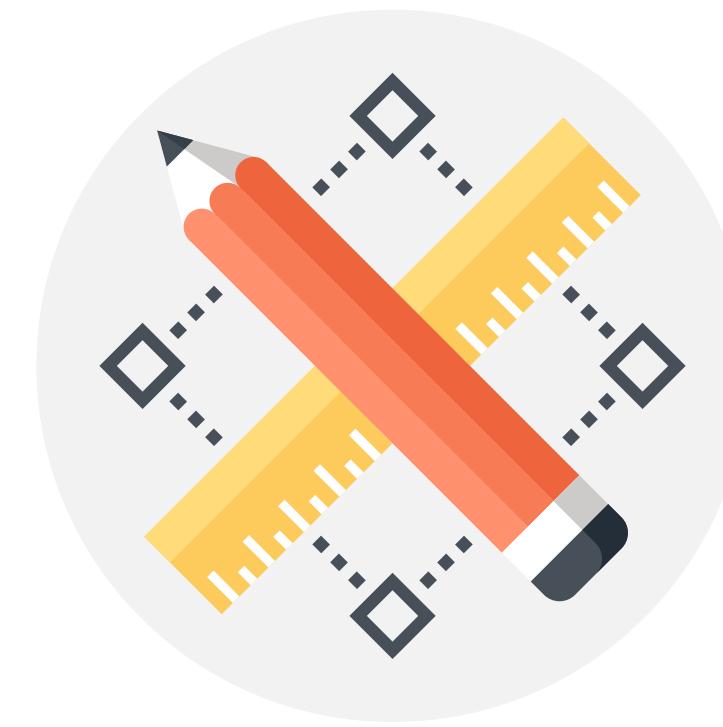
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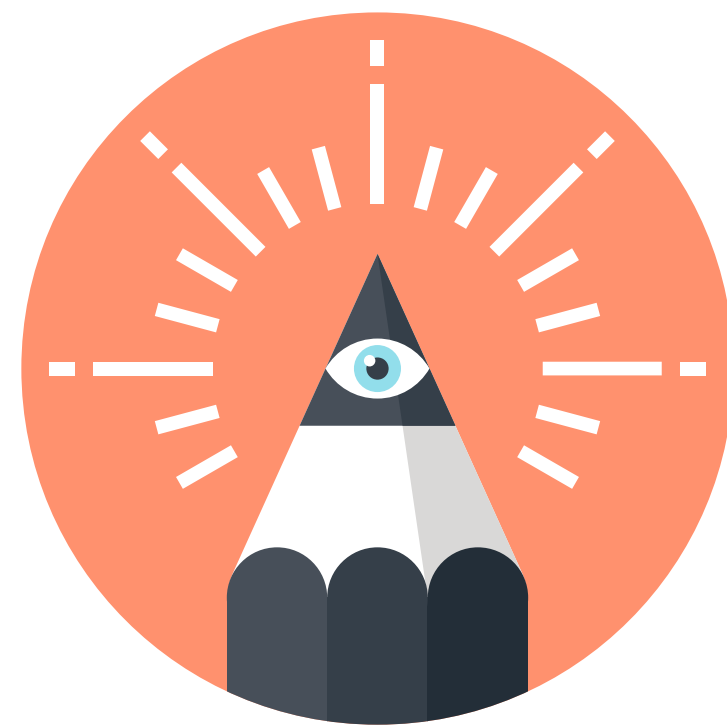
Test

Try out your solutions

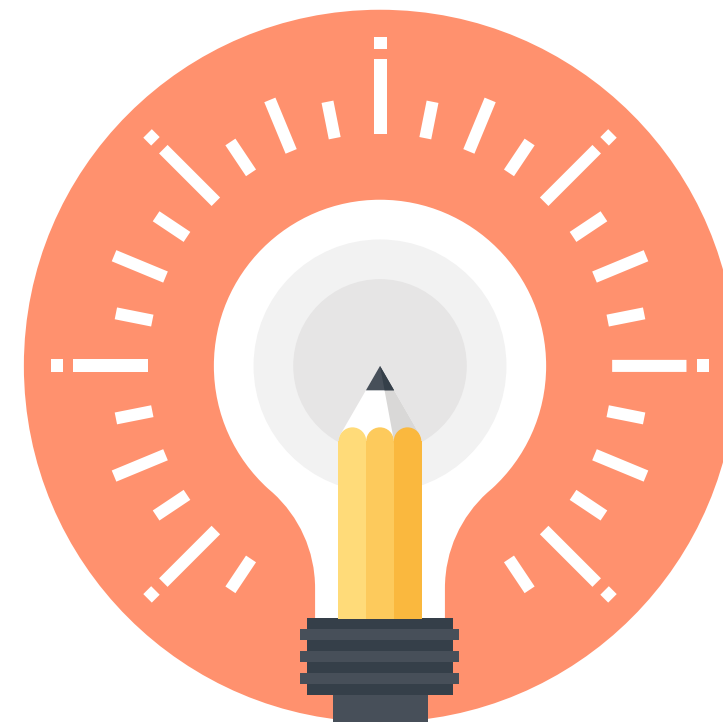
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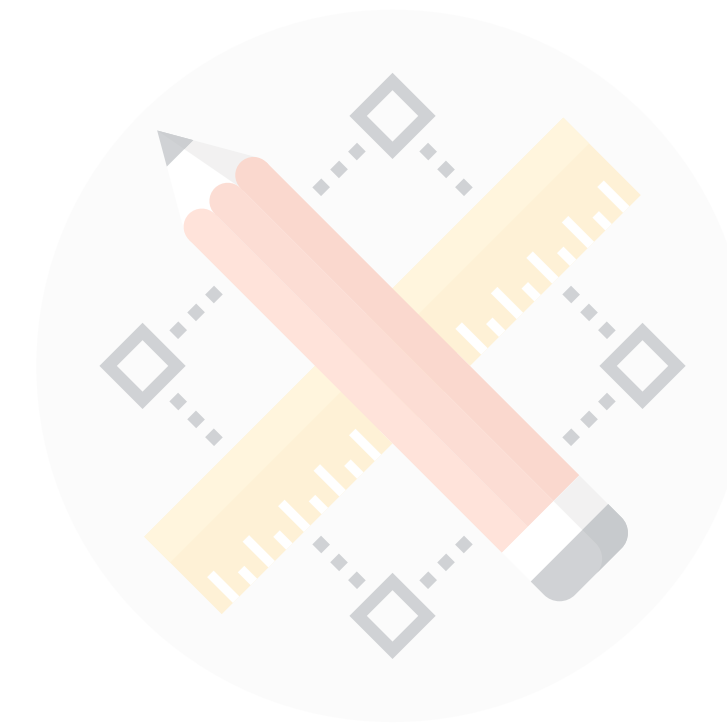
Understand



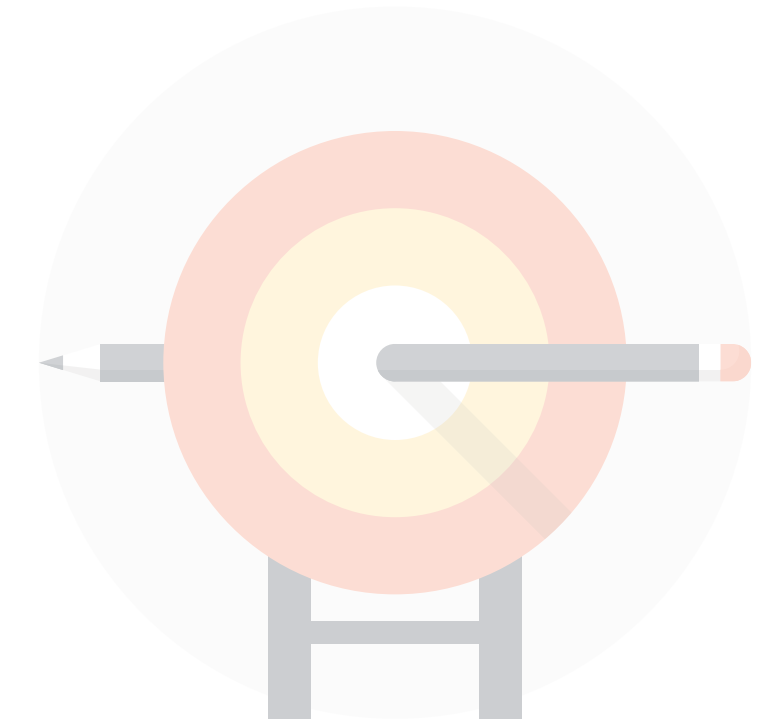
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Ideate



Prototype

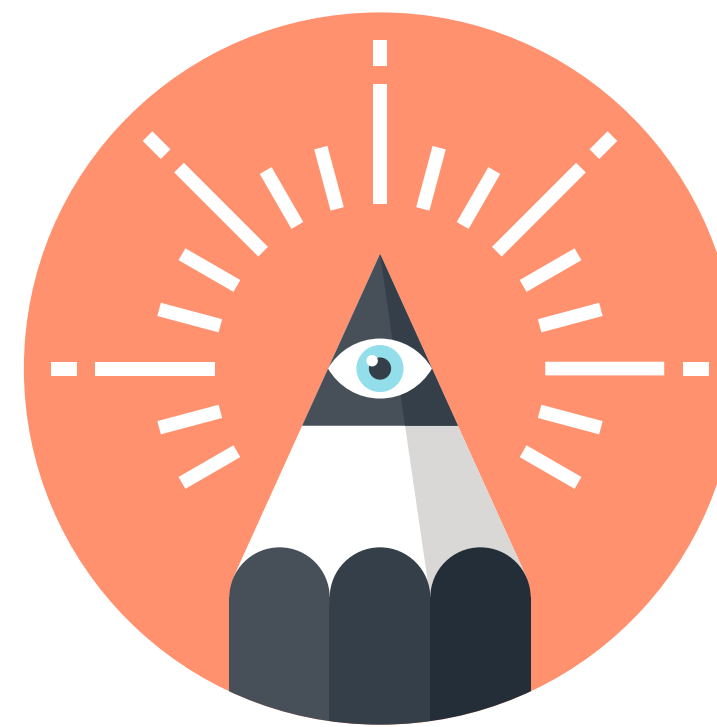


Test

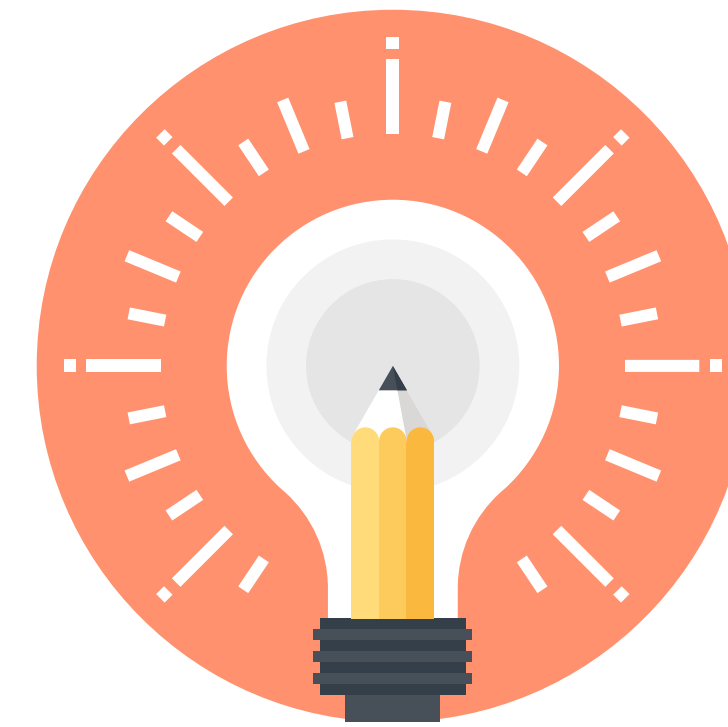
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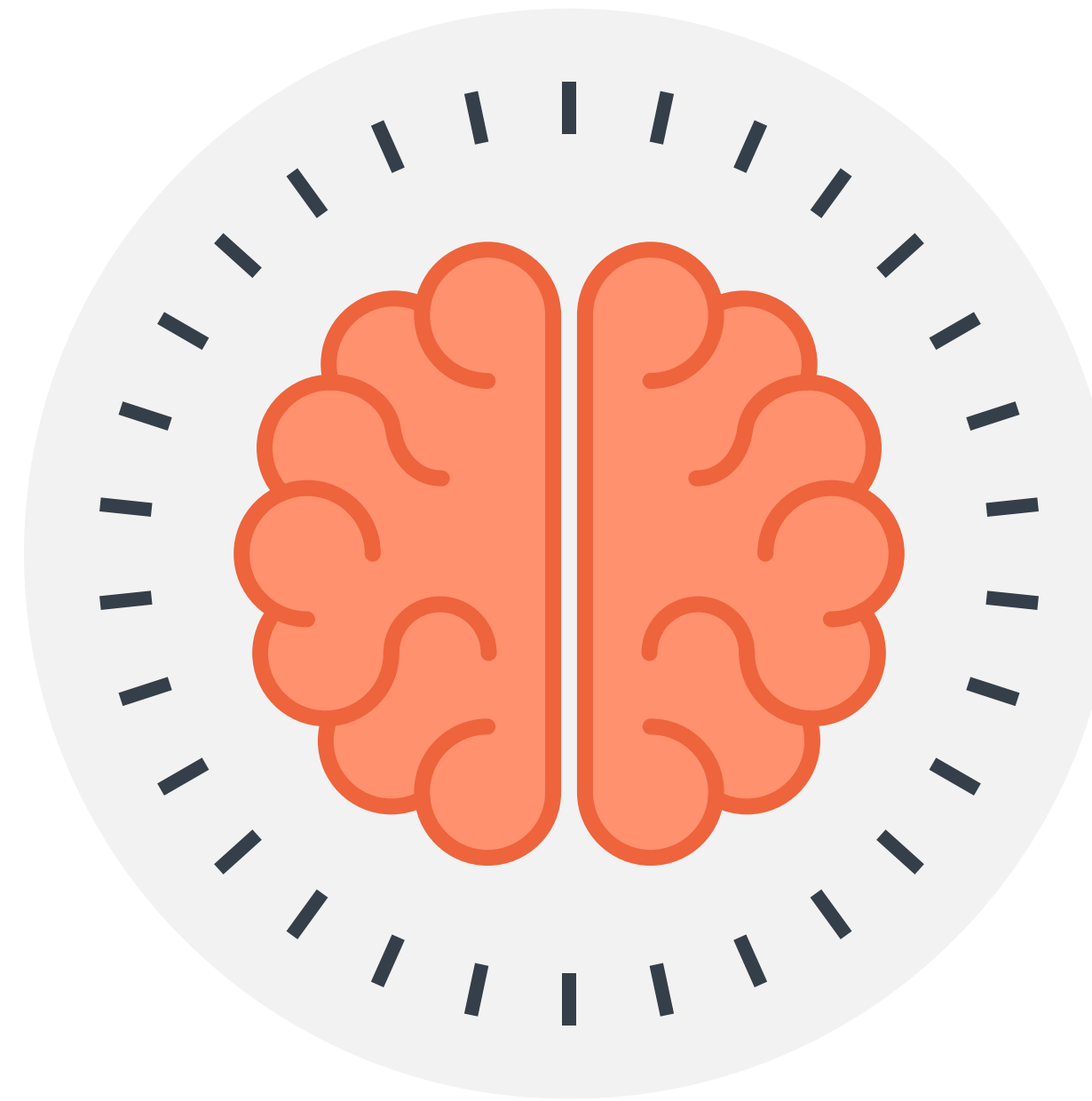
Understand



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Ideate



Understand

Let's review Nielsen's usability heuristics

Visibility of system status

Visibility of system status

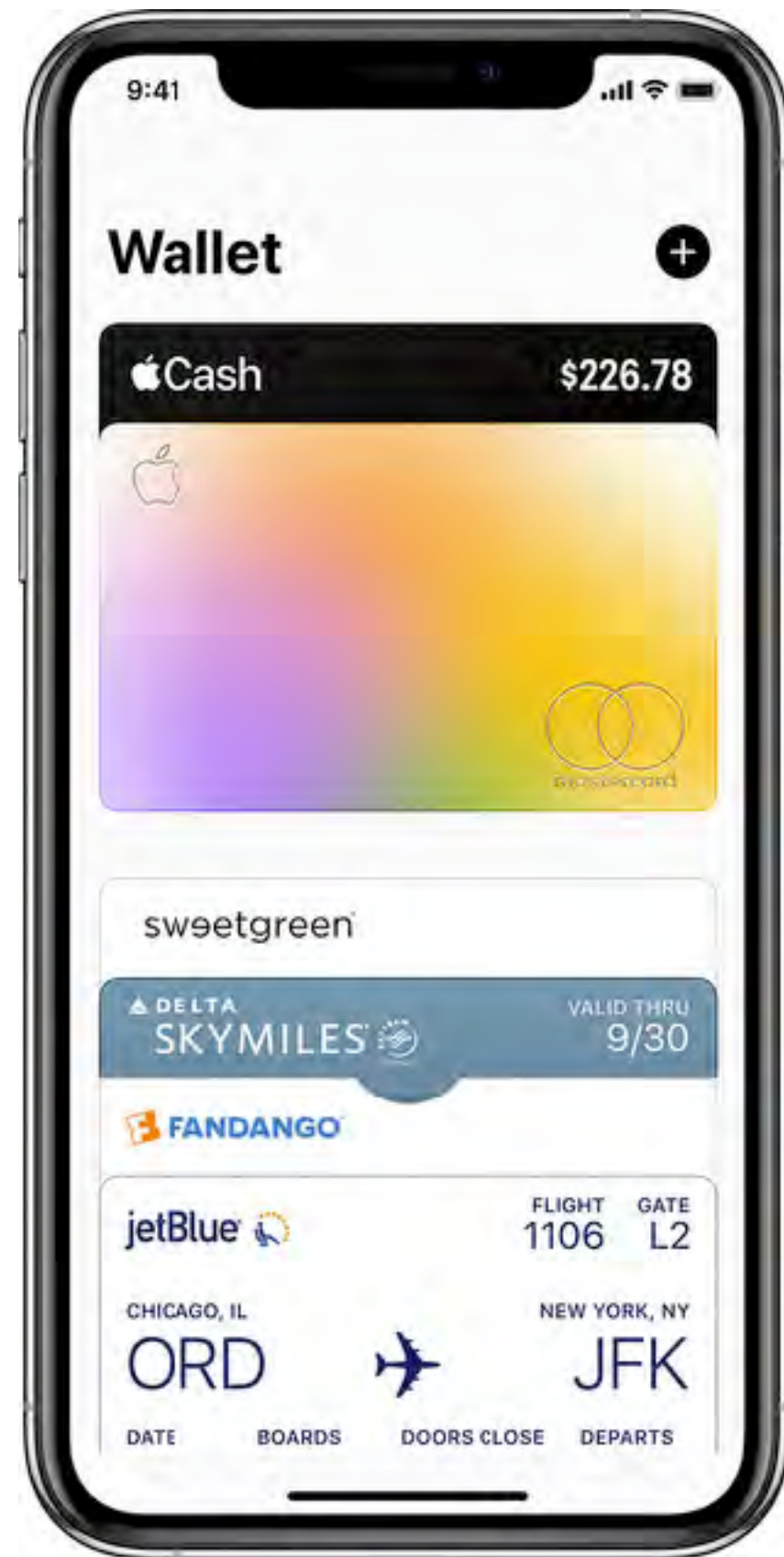


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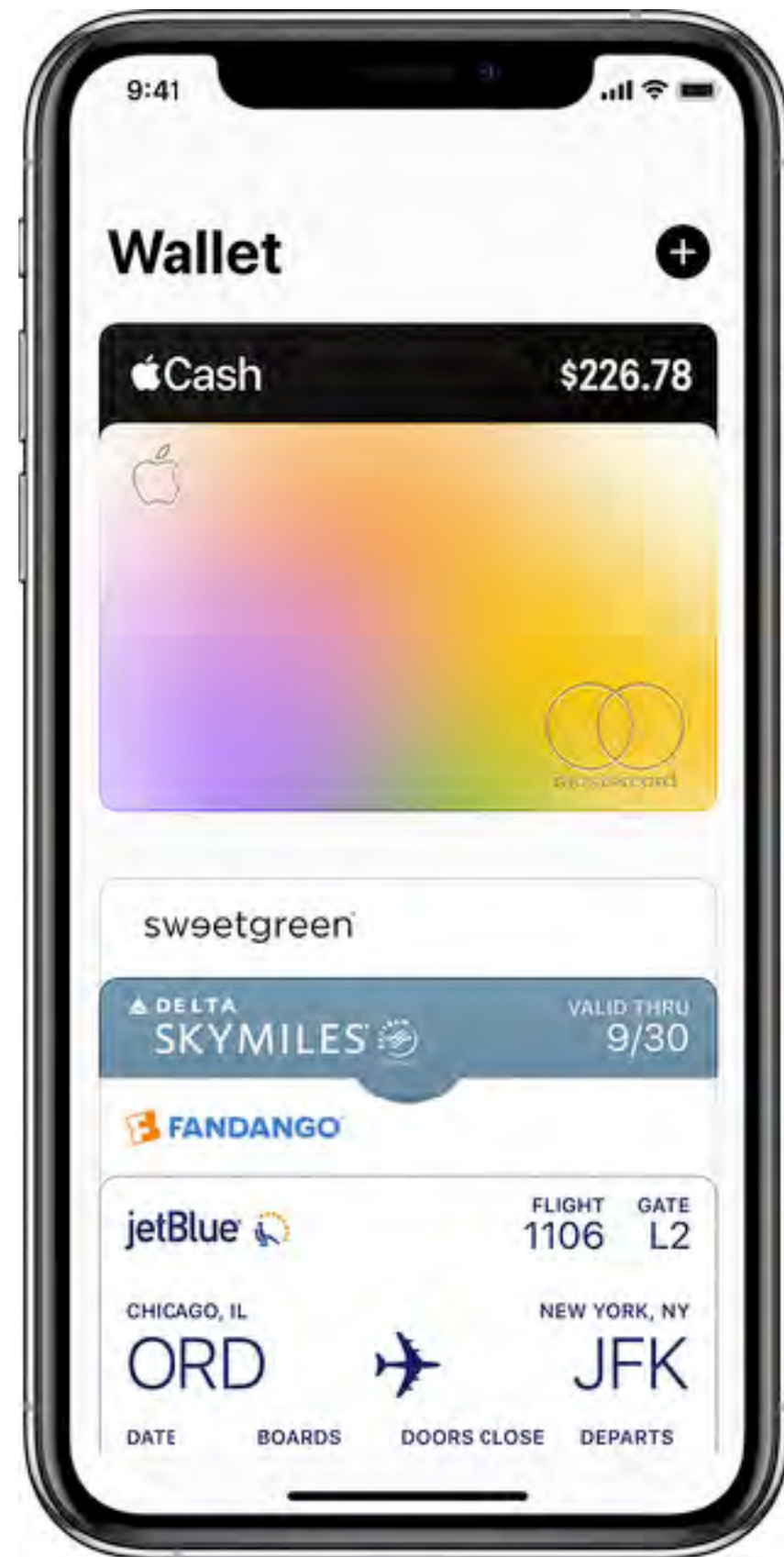


Match between system and real world

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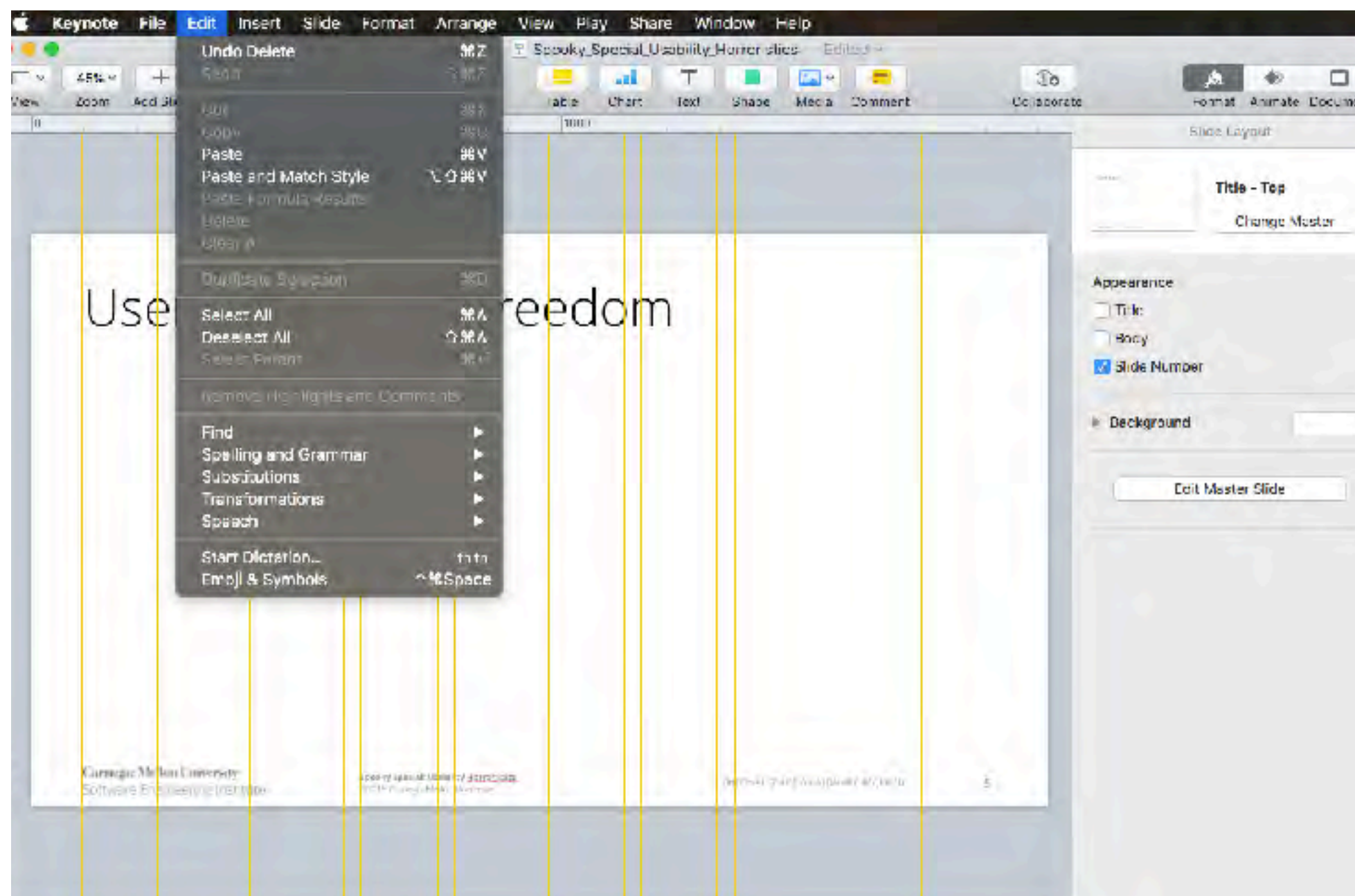


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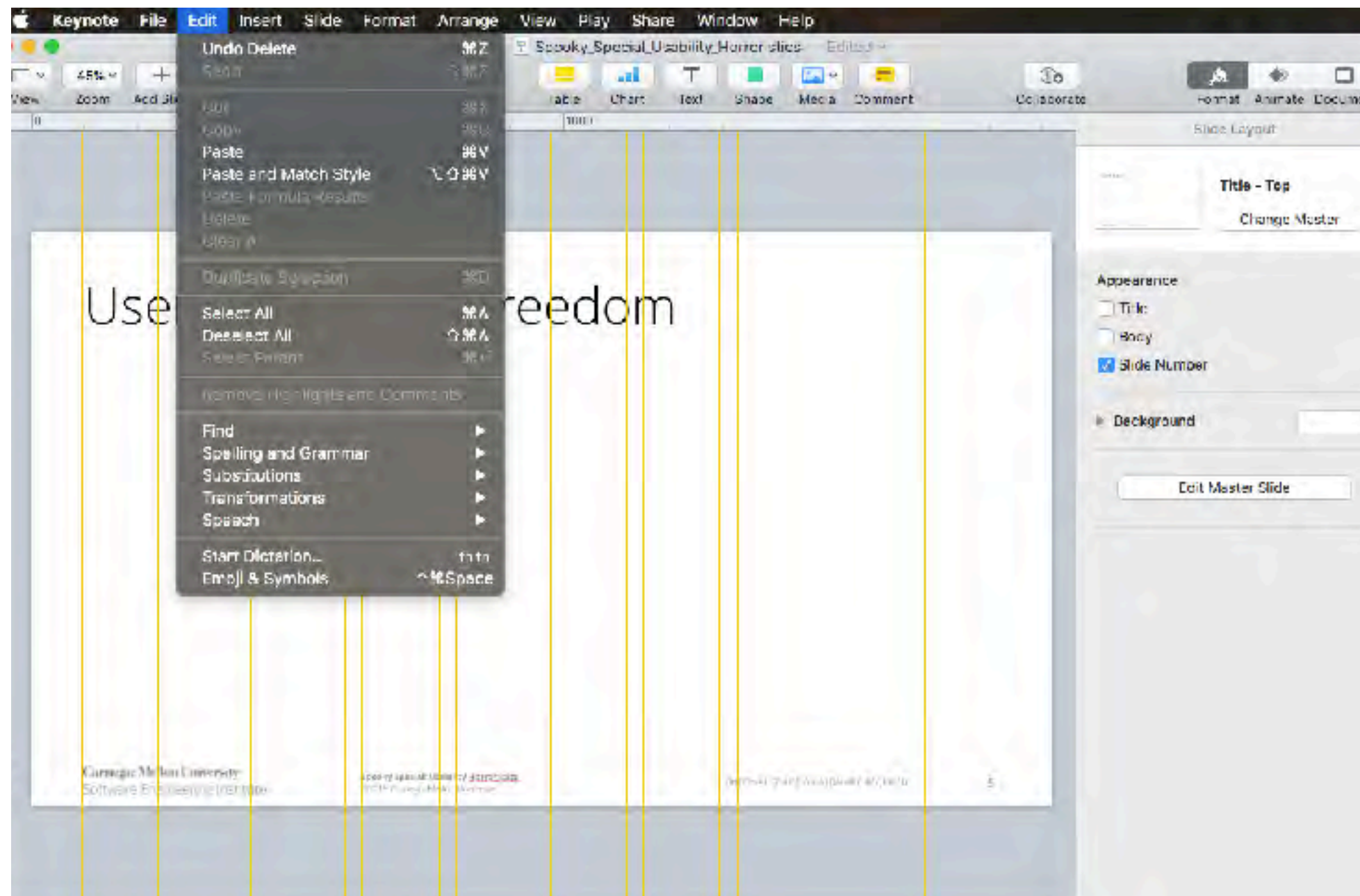


User control and freedom

User control and freedom

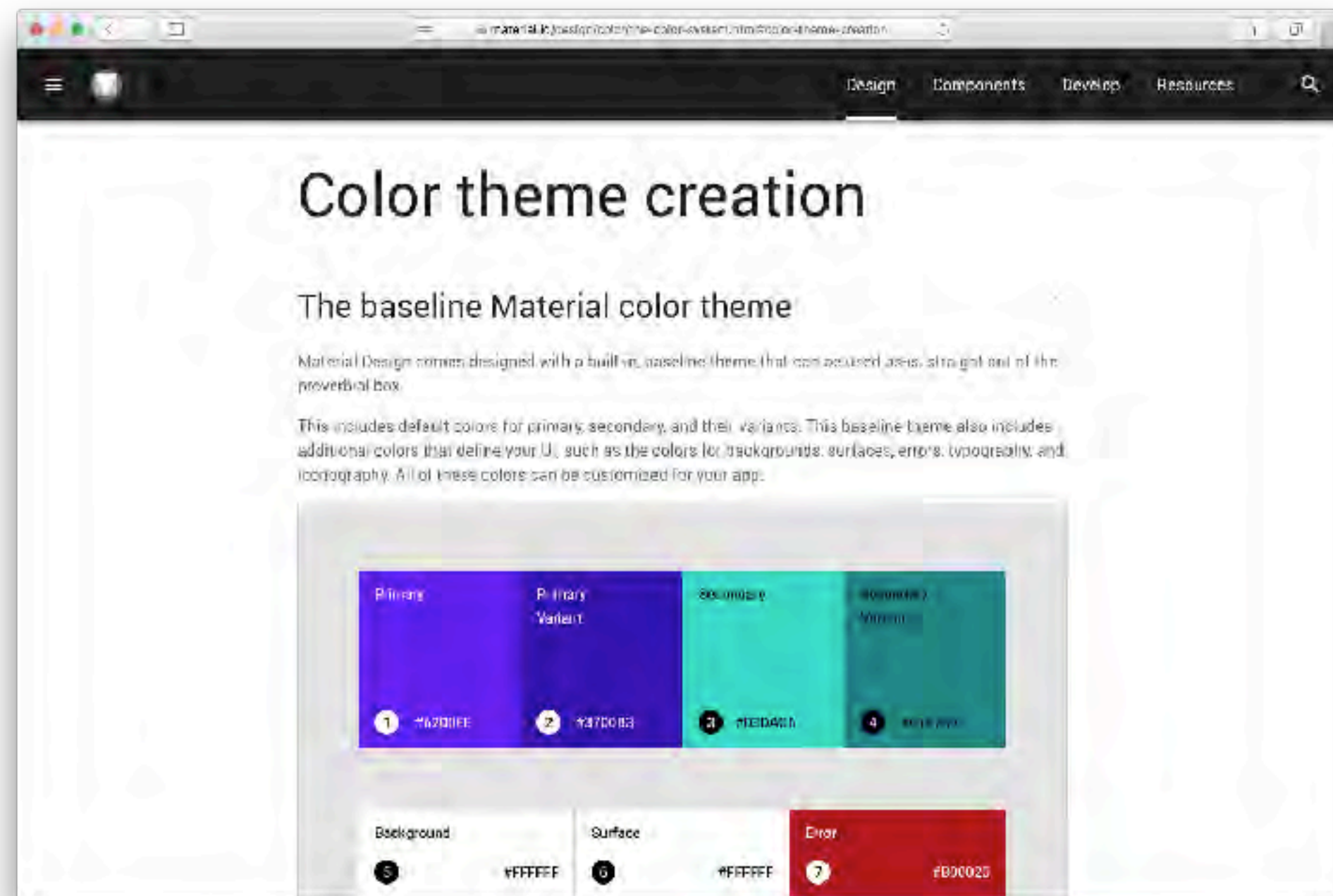


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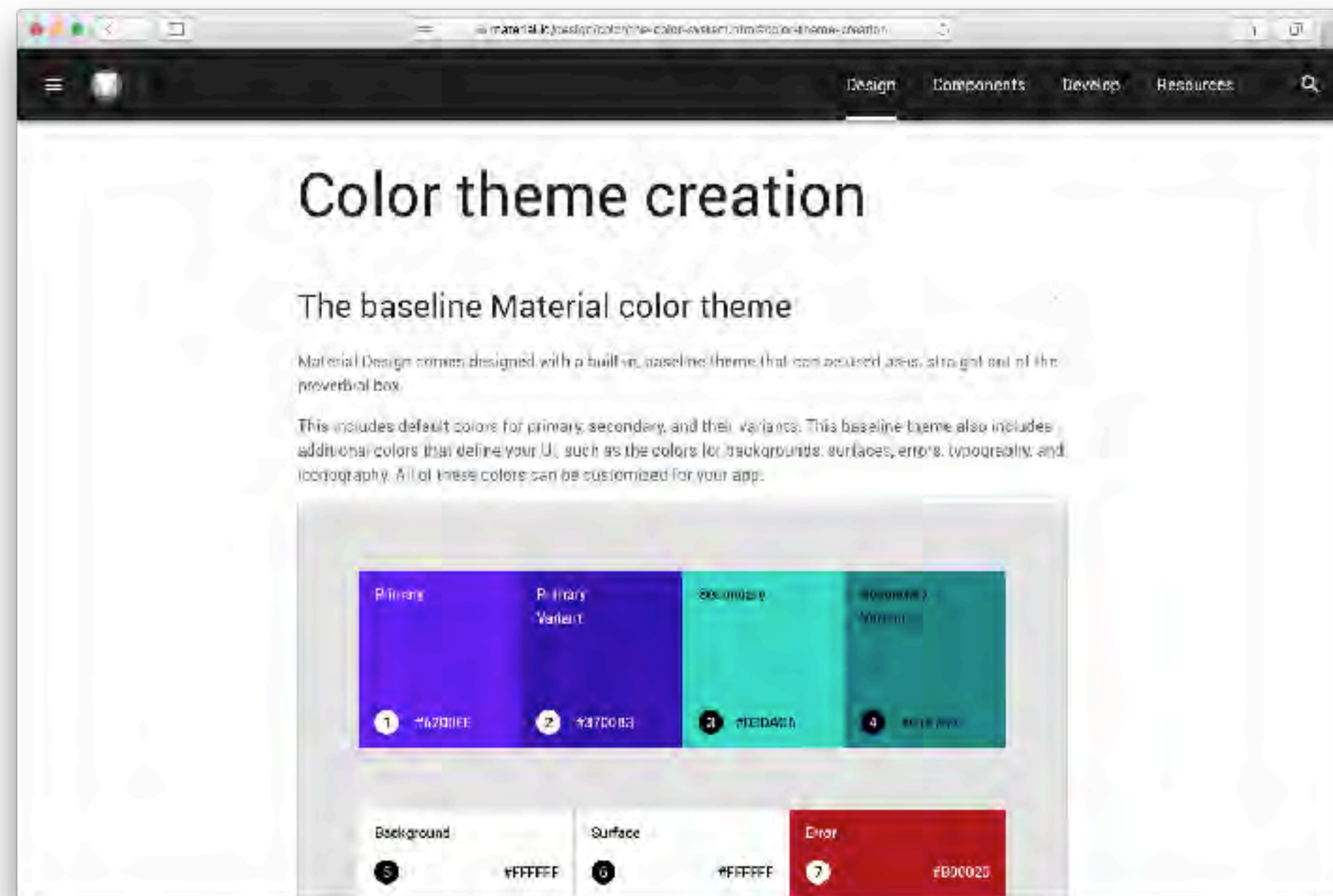


Consistency and standard

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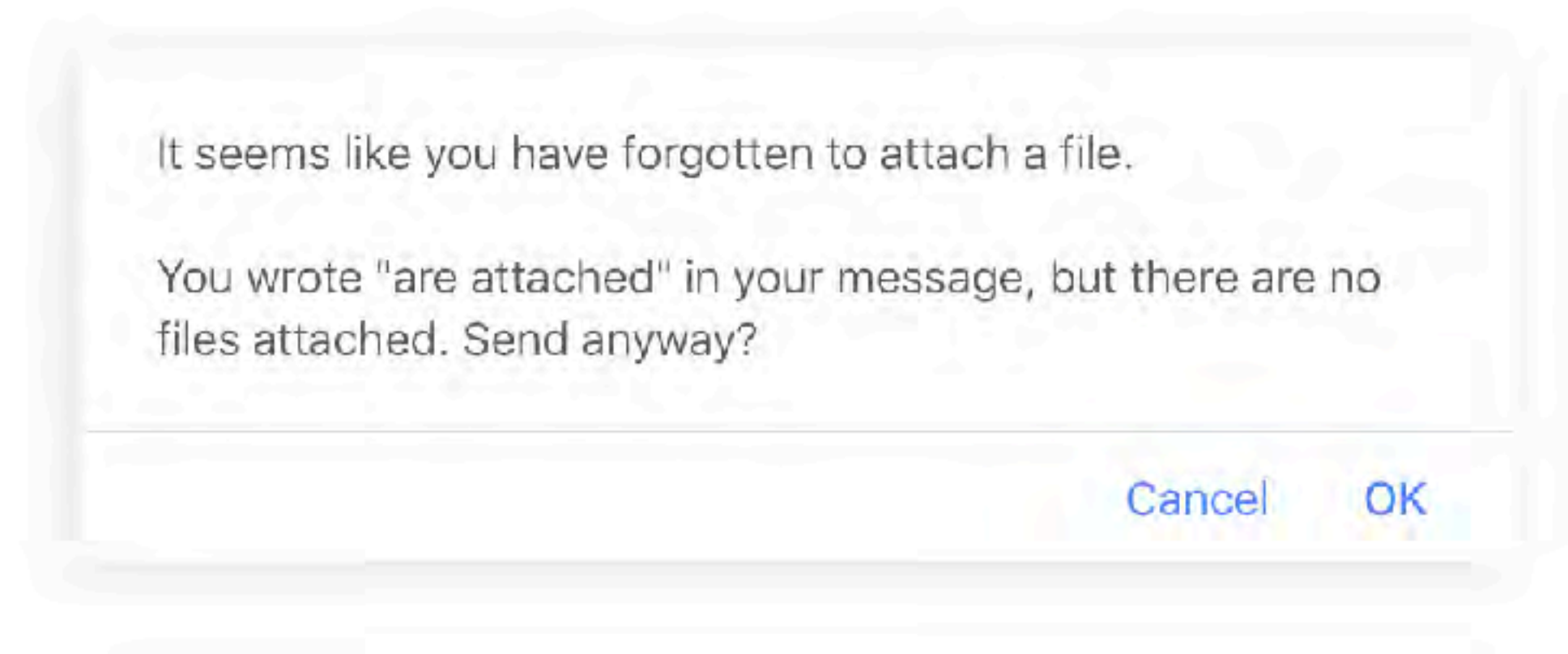


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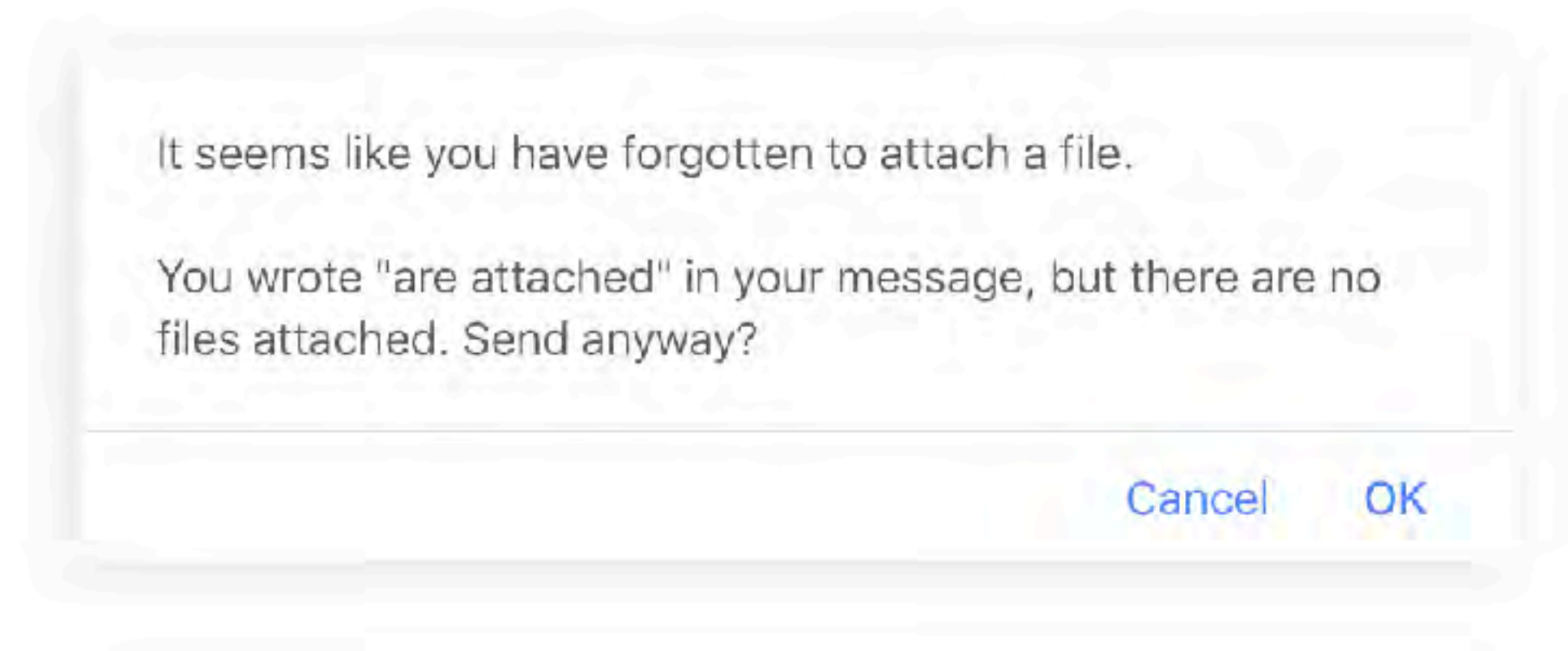


Error prevention

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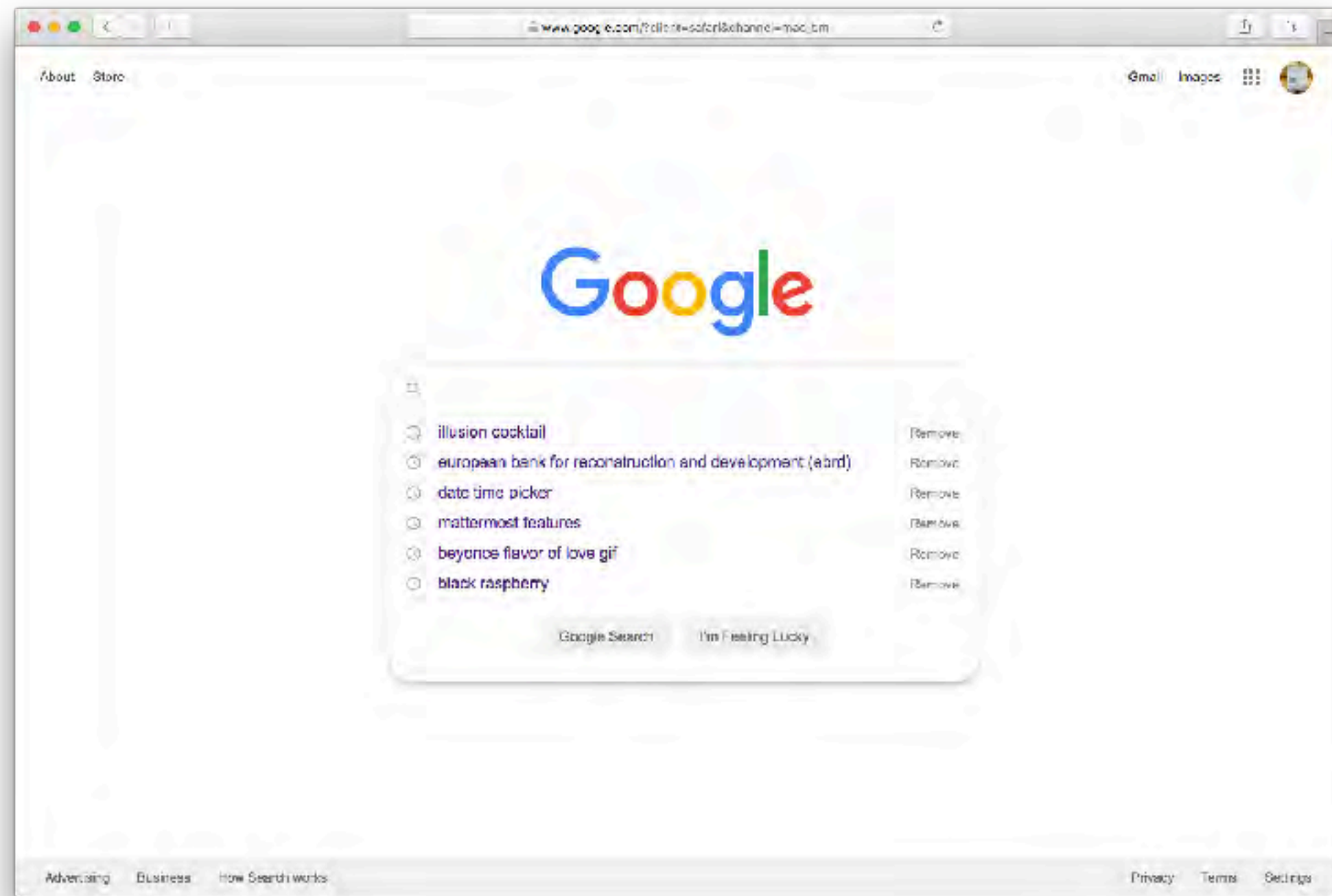


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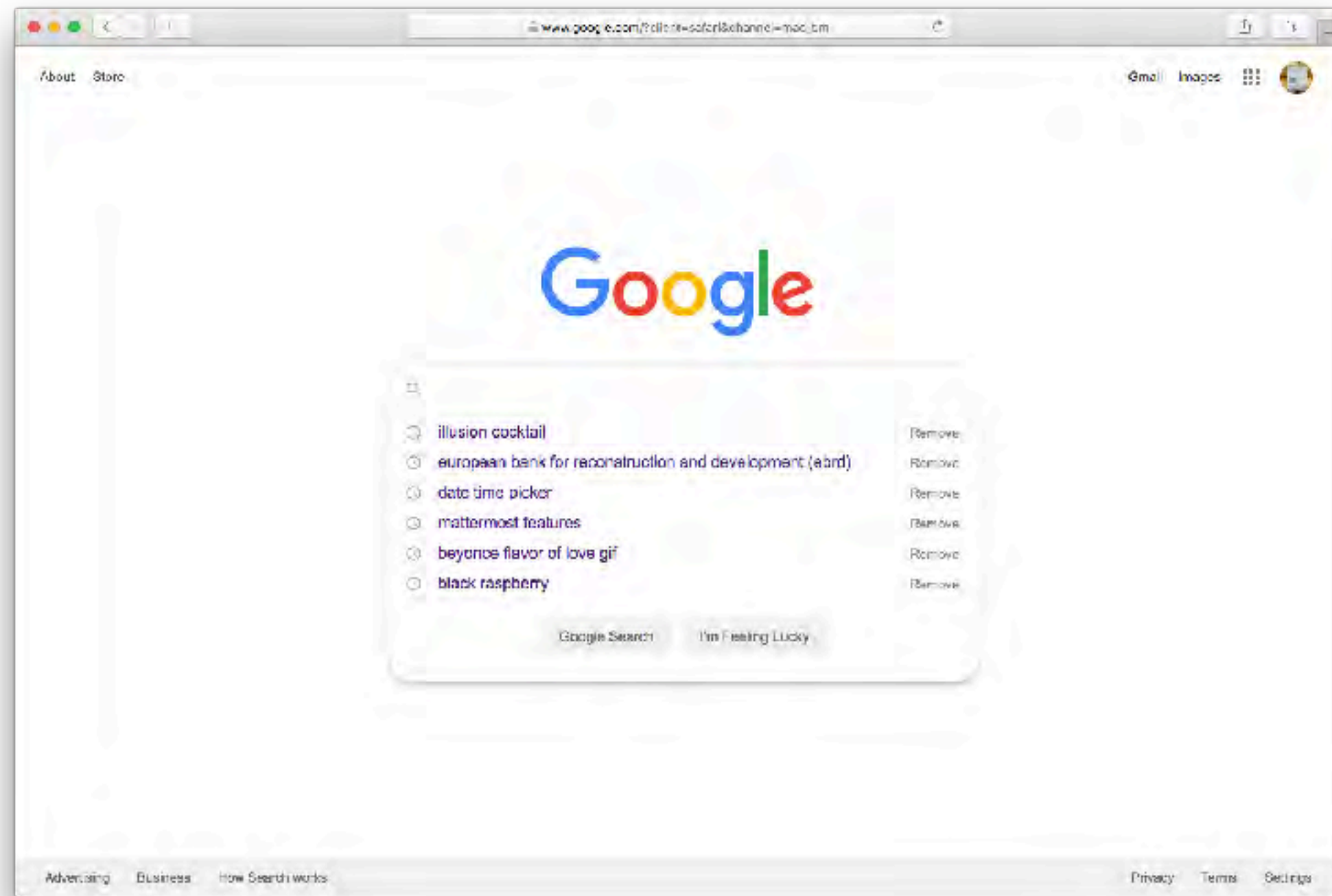


Recognition over recall

Recognition over recall



Recognition over recall



Flexibility and efficiency of use

Flexibility and efficiency of use

Id InDesign
Must Know Shortcuts 2017

Mac OS

Files	
New Document	⌘ + N
Open	⌘ + O
Save	⌘ + S
Save All	⌘ + ⌘ + ⌘ + S
Package	⌘ + ⌘ + ⌘ + P
Export	⌘ + E
Print	⌘ + P
Close	⌘ + W
Close All	⌘ + ⌘ + ⌘ + W

Basic operations	
Add Page	⌘ + ⌘ + ⌘ + P
Place	⌘ + D
Copy	⌘ + C
Cut	⌘ + X
Paste	⌘ + V
Paste in Place	⌘ + ⌘ + ⌘ + V
Paste without Formatting	⌘ + ⌘ + V
Select All	⌘ + A
Deselect All	⌘ + ⌘ + A
Undo	⌘ + Z
Redo	⌘ + ⌘ + Z
Find/Change	⌘ + F
Find Next	⌘ + ⌘ + F
Quick Apply	⌘ + ⇧

Working with Text	
Type tool	T
Type On A Path tool	⌘ + I
Block	⌘ + ⌘ + B
Justify	⌘ + ⌘ + J
Normal	⌘ + ⌘ + Y
Insert Forced Line Break	⌘ + ↵
Insert Nonbreaking Space	⌘ + ⌘ + X

Tables	
Delete Column	⌘ + Delete
Delete Row	⌘ + Delete
Insert Table	⌘ + ⌘ + ⌘ + I
Insert Column	⌘ + ⌘ + G
Insert Row	⌘ + G

Tools	
Direct Selection tool	A
Selection tool	V, abc
Eyedropper tool	I
Toggle Fill and Stroke	X
Swap Fill and Stroke	⌘ + X
Rectangle Frame tool	F
Rectangle tool	M
Ellipse tool	L
Measure tool	K
Gap tool	U
Rotate tool	R
Scissors tool	C
Pen tool	P

Object Editing	
Scale tool	S
Shear tool	Q
Bring Forward	⌘ +]
Bring To Front	⌘ + ⌘ +]
Send Backward	⌘ + [
Send to Back	⌘ + ⌘ + [
Fit Center Content	⌘ + ⌘ + E
Fit Fill Frame Proportionally	⌘ + ⌘ + ⌘ + C
Fit Content Proportionally	⌘ + ⌘ + ⌘ + E
Fit Content to Frame	⌘ + ⌘ + E
Fit Frame to Content	⌘ + ⌘ + C
Group	⌘ + G
Ungroup	⌘ + ⌘ + G
Lock	⌘ + L
Unlock All on Spread	⌘ + ⌘ + L
Hide	⌘ + H
Show All on Spread	⌘ + ⌘ + H

Views and Navigation	
Hand tool (Temporary)	⌘ + Spacebar
Go to Page	⌘ + J
Switch between Normal View and Preview	W
Zoom tool	Z
Actual Size	⌘ + 1
Fit Page in Window	⌘ + 0
Fit Spread in Window	⌘ + ⌘ + 0
Show / Hide Baseline Grid	⌘ + ⌘ + 1
Show / Hide Guides	⌘ + ;
Presentation Screen Mode	⌘ + W

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Flexibility and efficiency of use

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Must Know Shortcuts 2017

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Fit Center Content	⌘ + ⌘ + E
Fit Fill Frame Proportionally	⌘ + ⌘ + ⌘ + C
Fit Content Proportionally	⌘ + ⌘ + ⌘ + E
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Hide	⌘ + H
Show All on Spread	⌘ + ⌘ + H

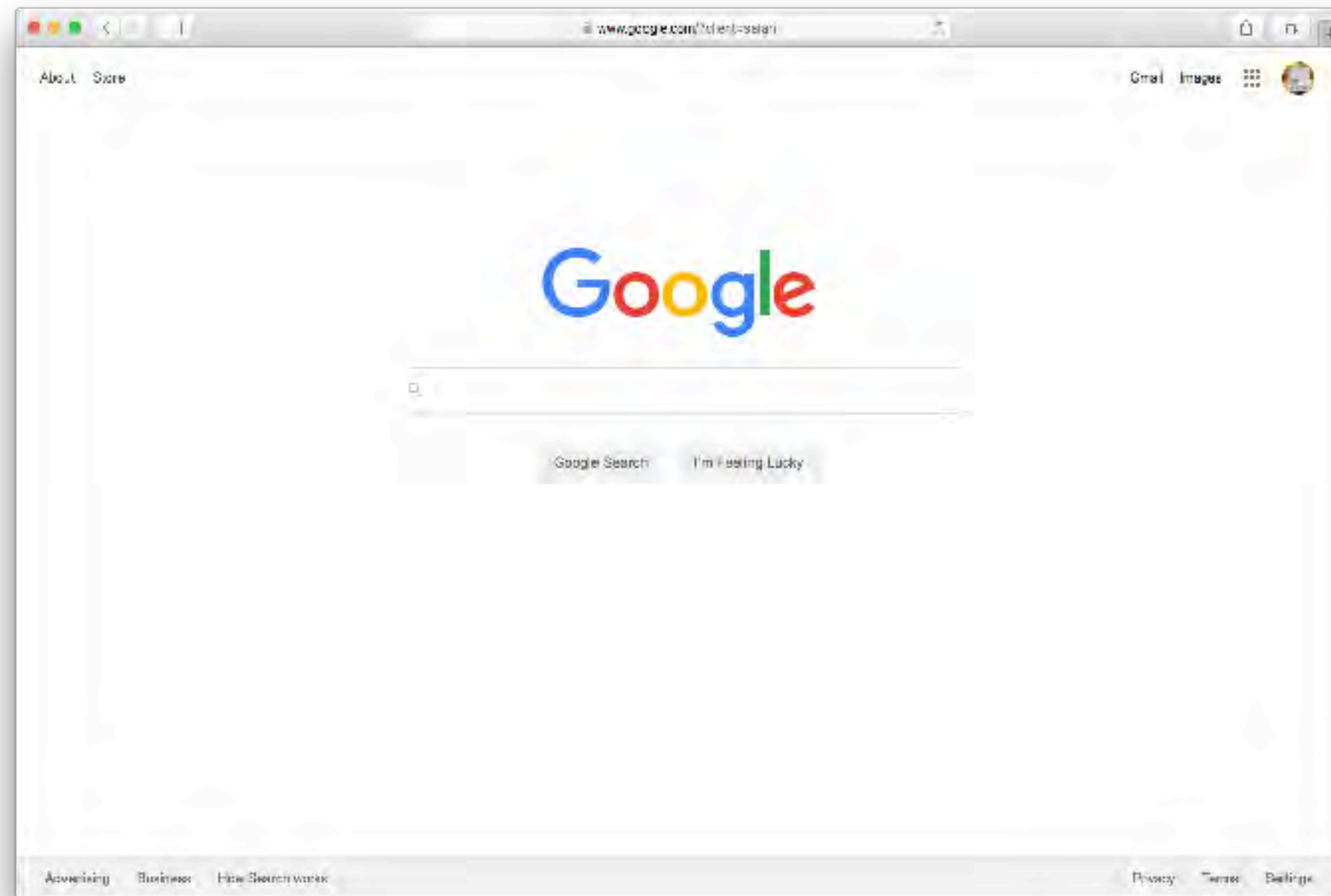
Views and Navigation	
Hand tool (Temporary)	⌘ + Spacebar
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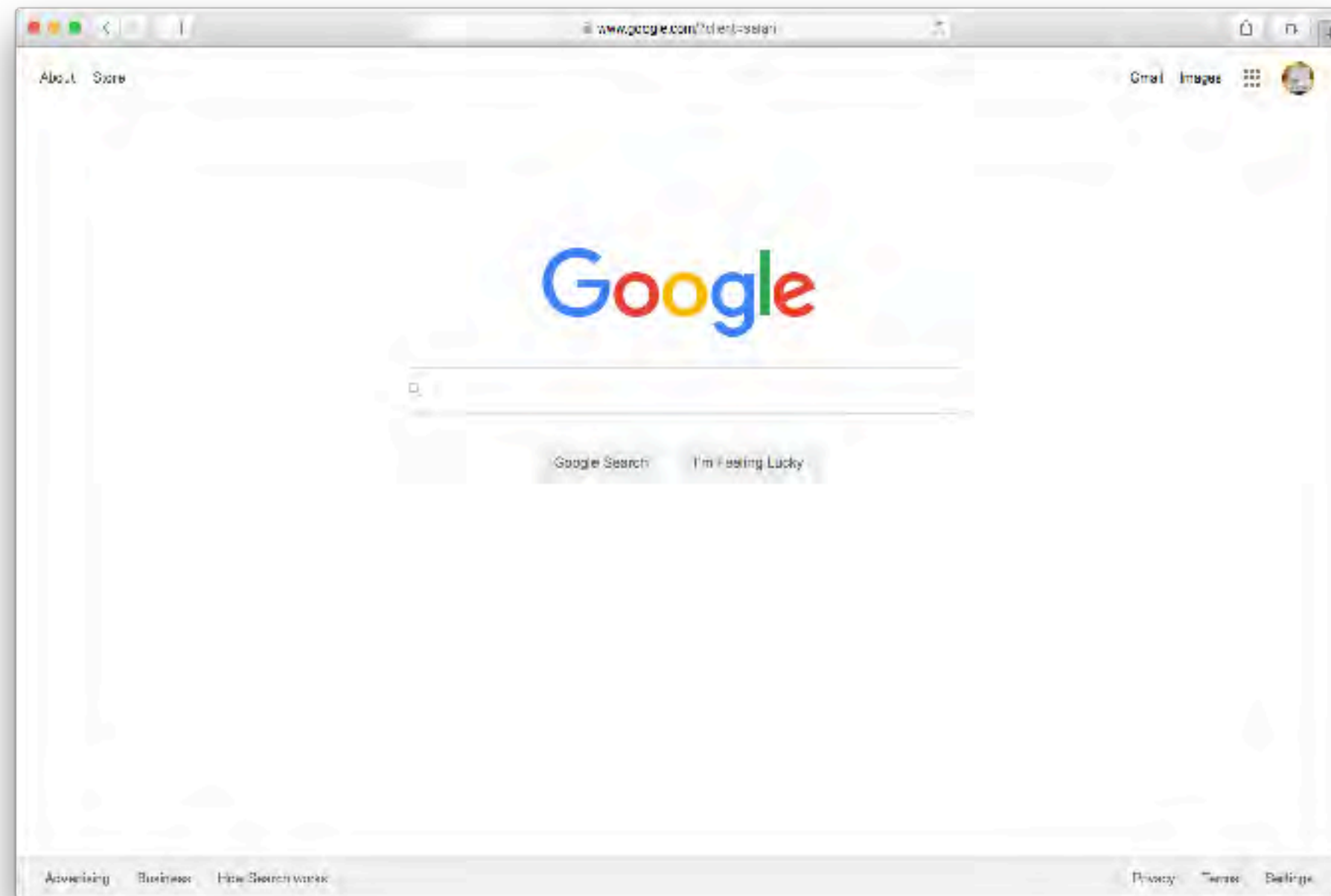


Aesthetic and minimalist design

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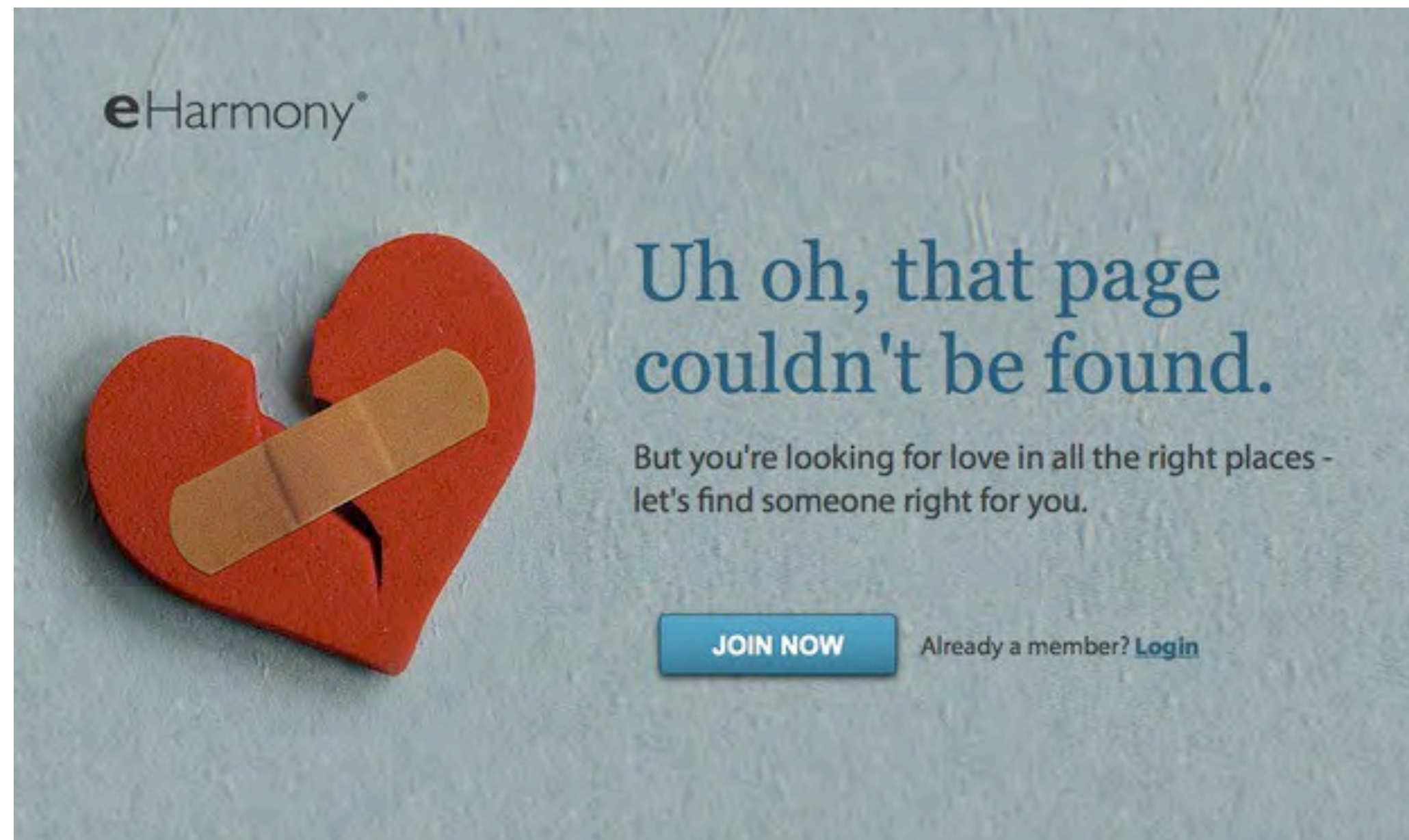


Aesthetic and minimalist design

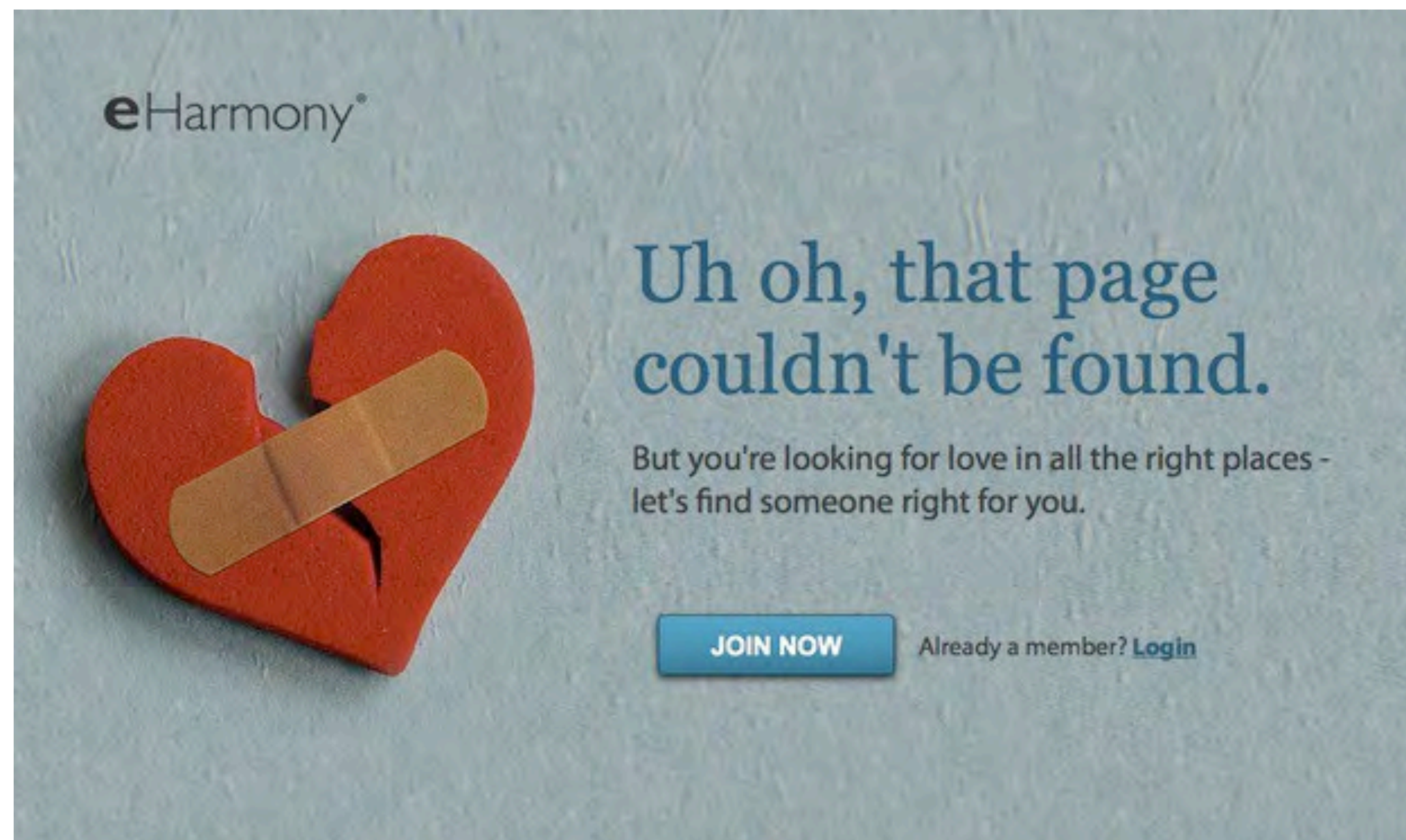


Help users recognize, diagnose, and recover from errors

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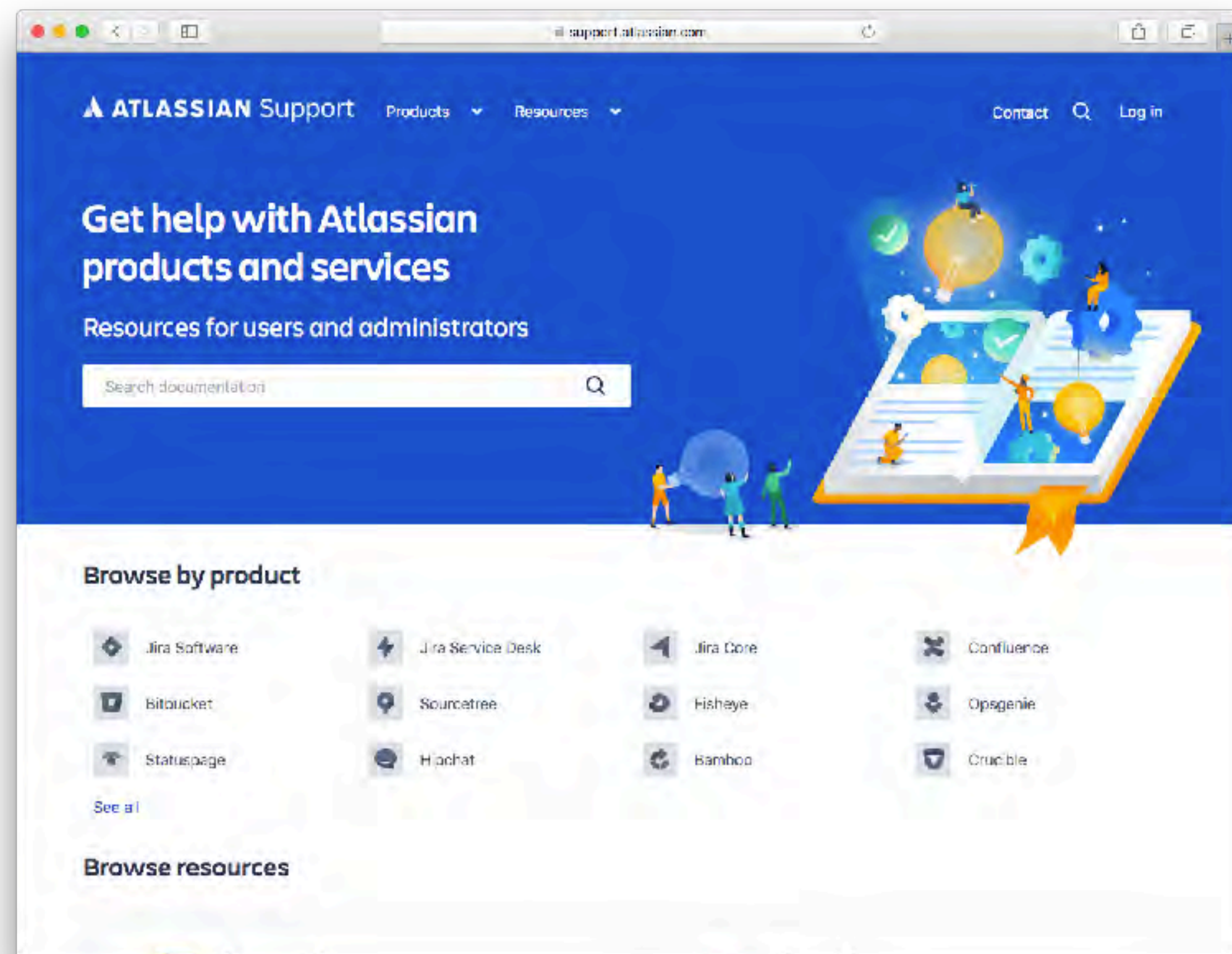


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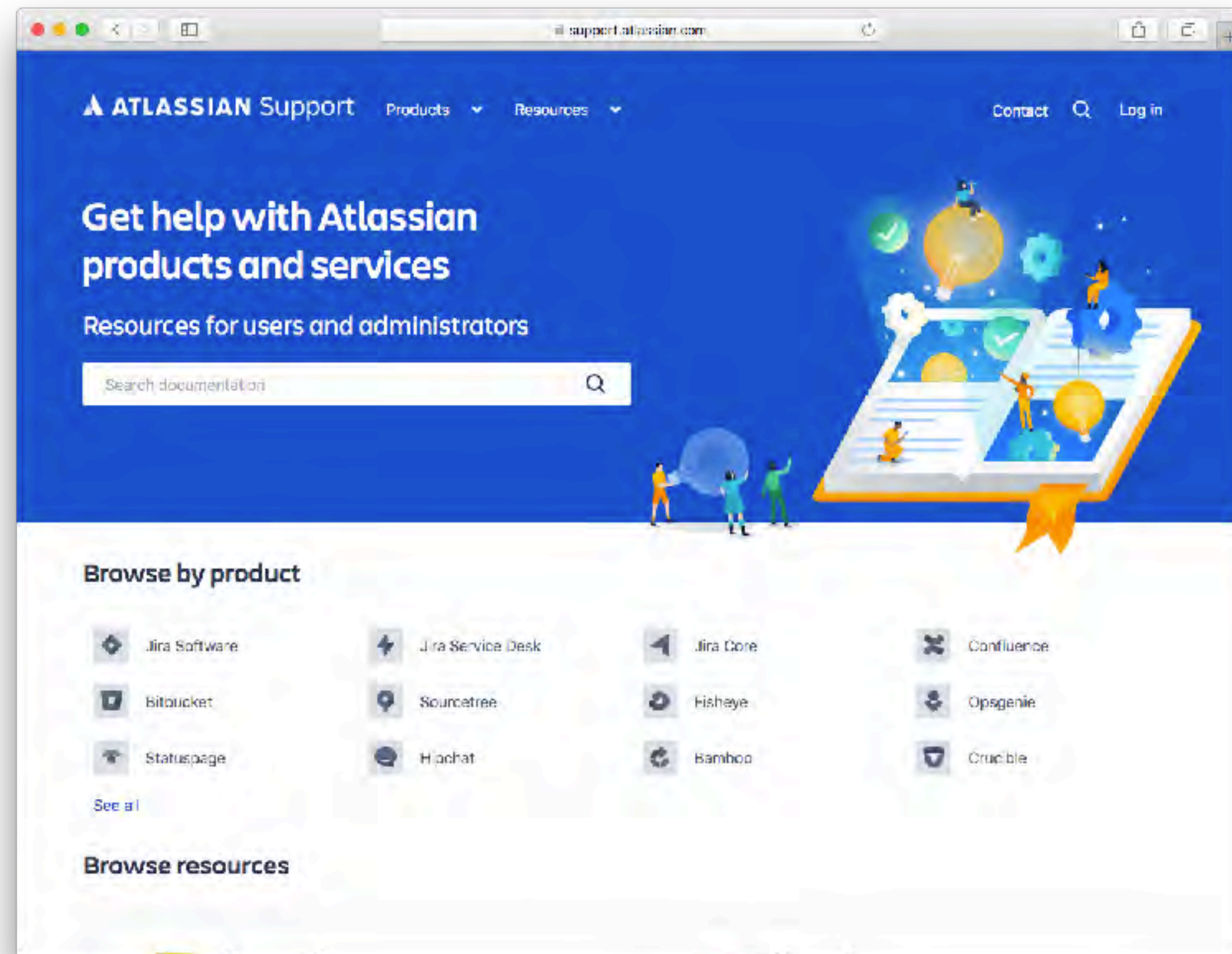


Help and documentation

Help and documentation



Help and documentation



SO WHAT MAKES THINGS

Tension

Tension Relevance

Tension
Relevance
Unrealism

Tension



Silence of the Lambs, 1991



Relevance



The Strangers, 2008

THE FOLLOWING **PREVIEW** HAS BEEN APPROVED FOR
ALL AUDIENCES

BY THE MOTION PICTURE ASSOCIATION OF AMERICA, INC.

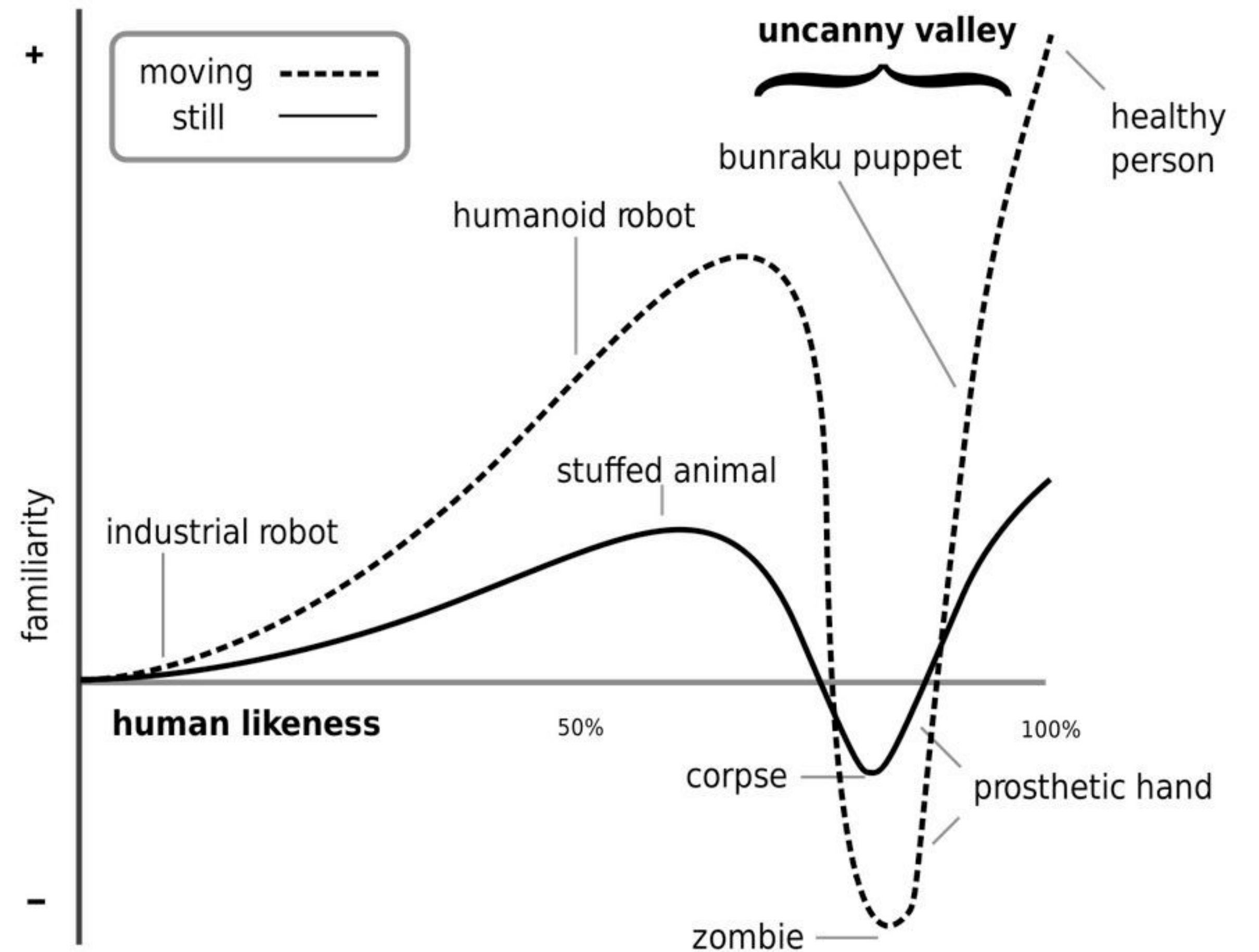
THE FILM ADVERTISED HAS BEEN RATED



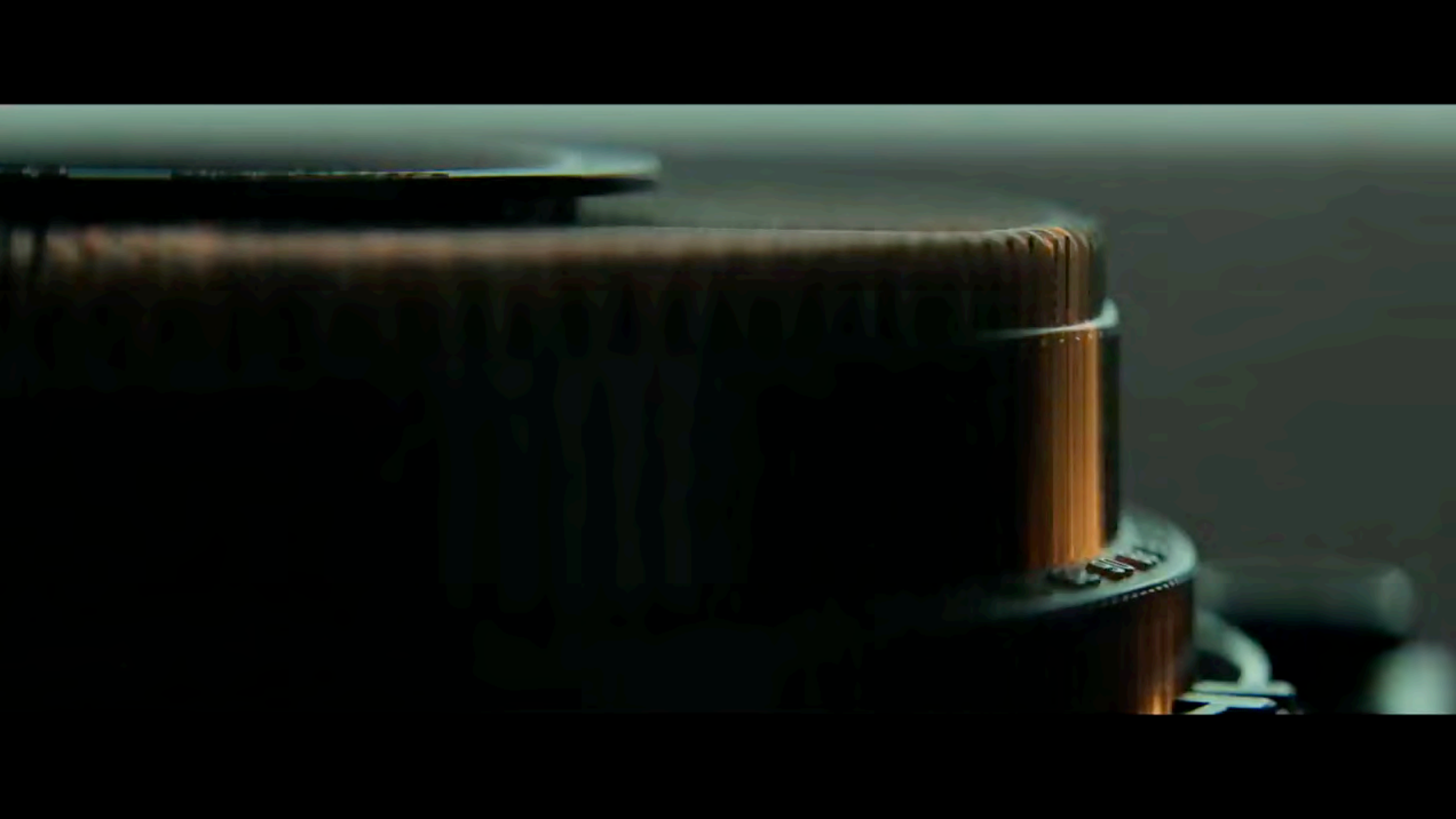
www.filmratings.com

www.mpa.org

Unrealism







Usability horroristics

***SPOILER-FREE**

Visibility of system status



Match between system and real world



Consistency and standard



User control and freedom



Error prevention



WARNING,
POSITIVELY
DO NOT

Recognition over recall



Flexibility and efficiency of use

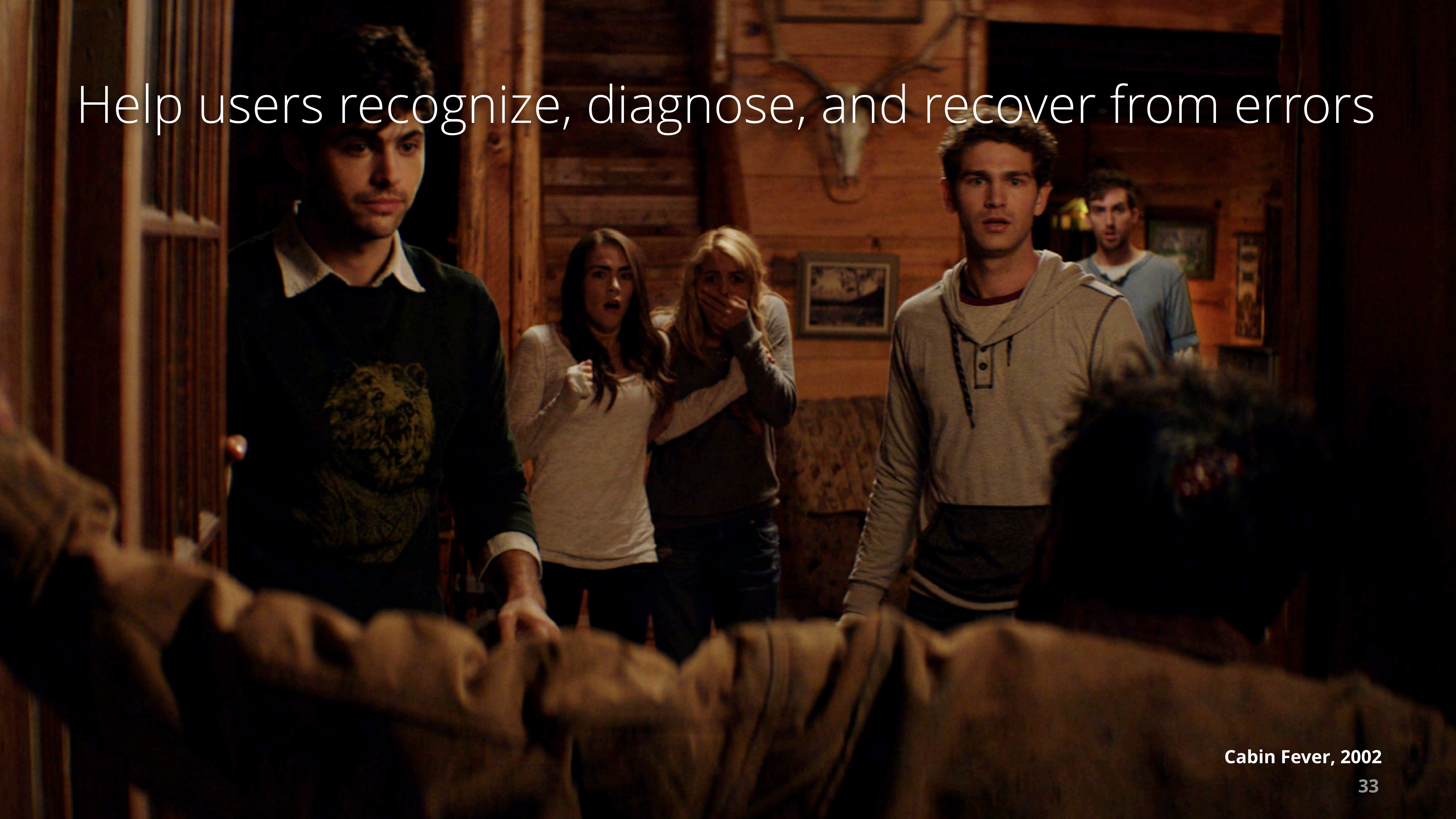


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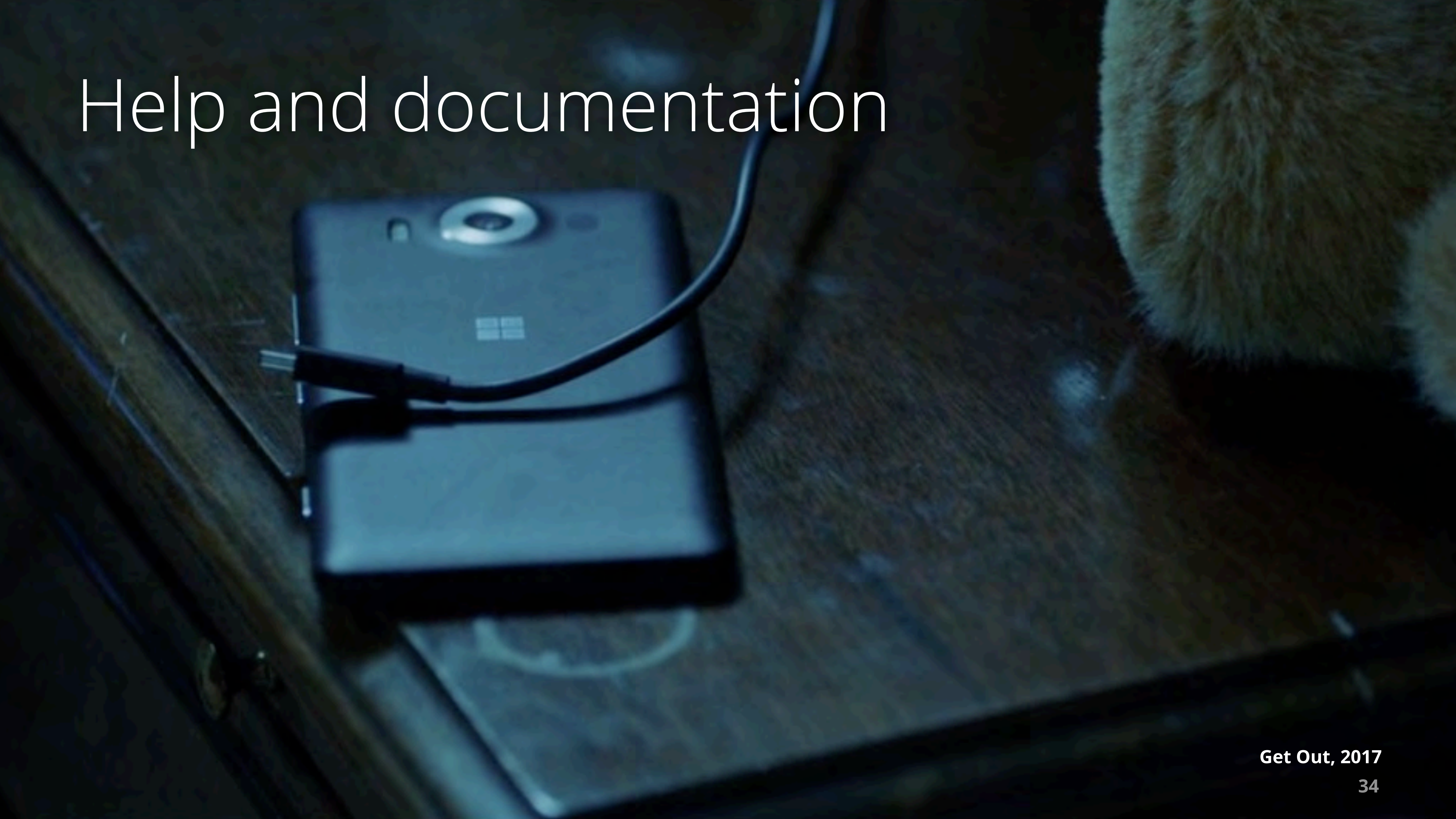


A Nightmare on Elm Street, 1984

Help users recognize, diagnose, and recover from errors



Help and documentation





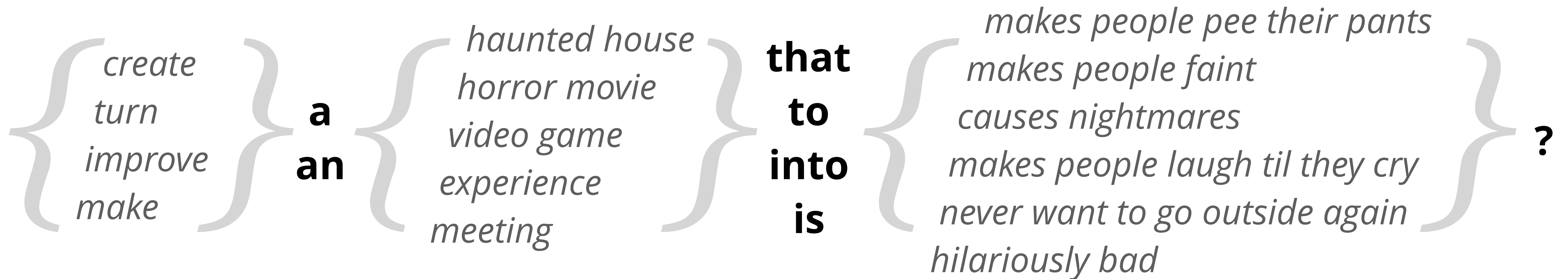
Any questions?



Define

Round Robin

How might we...

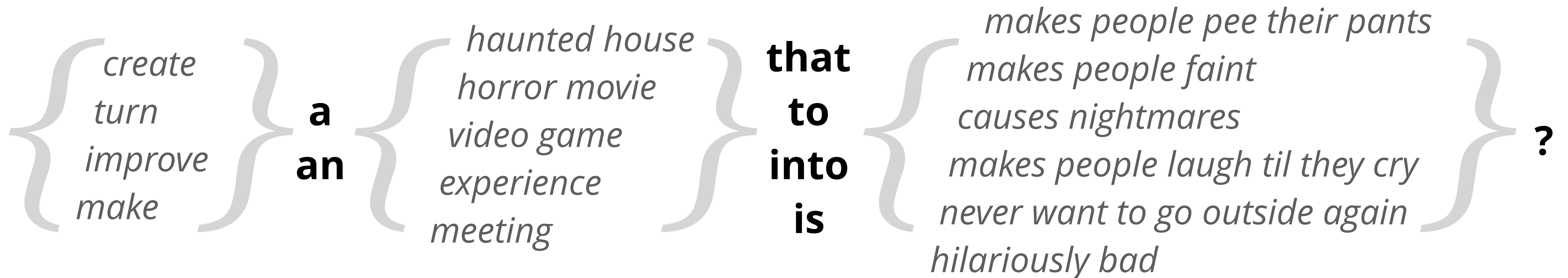


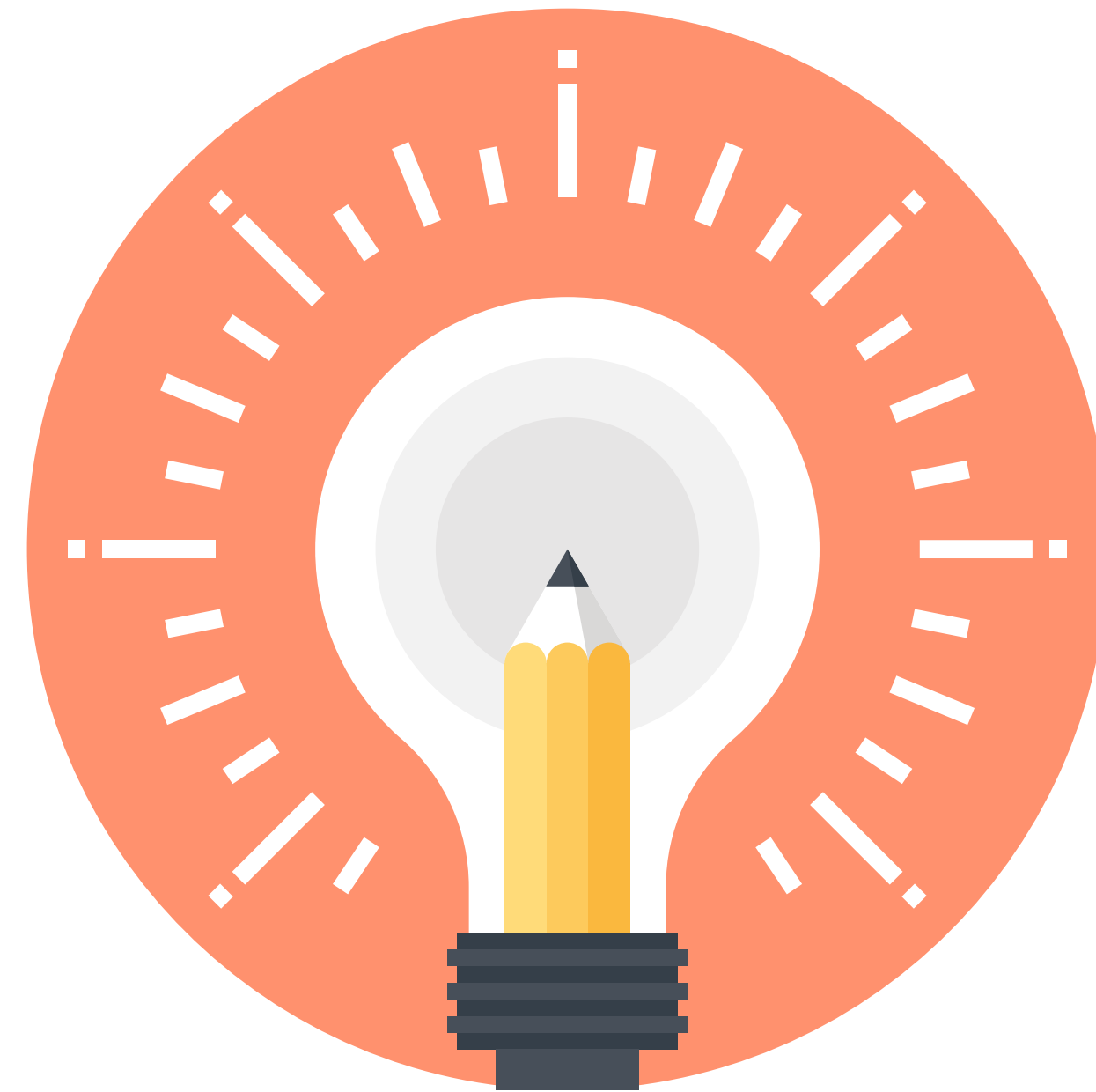




Round Robin

How might we...





Ideate

🕒 5 MINUTES

Proposed Solution

Write up a proposed solution. **Include sketches!**

Pass your sheet to the
person on your right.

🕒 **5 MINUTES**

Why might it fail?

Review the proposed solution and write why it might not satisfy the challenge statement.

Pass the sheet back to
the original owner.

🕒 **10 MINUTES**

Final concept

Review the critique then generate an idea that resolves the issues raised.

Thanks!

Do you have an idea for a tech talk? Let us know!

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