CREATING ENGAGING EXPERIENCES THROUGH UX DESIGN

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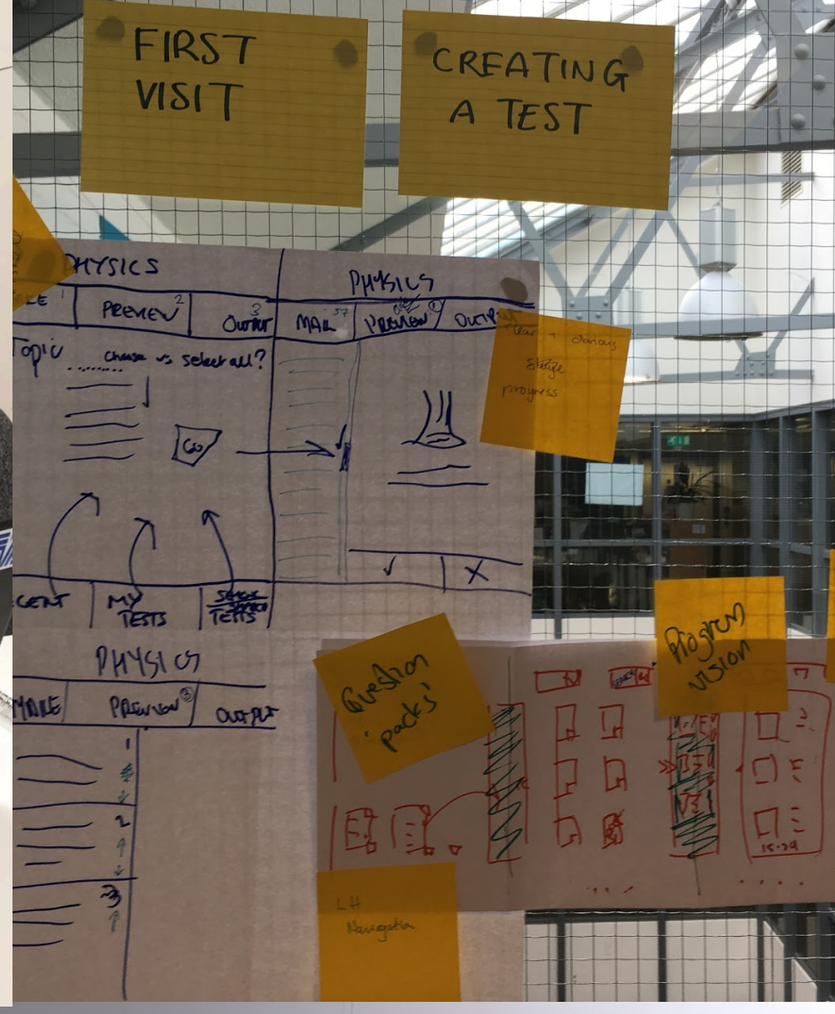
MahoodleMoot
Cambridge
Oct 2017

make it easy


FIRST VISIT
CREATING A TEST
PHYSICS
PREVIEW
OUTPUT
MAIL
Topic
Choose vs select all?
MY TESTS
Question 'packs'
Program vision

AMAZING QUOTES
TECH
AESTHETICS
PROCESS
REUSING TESTS
SELECTING
CHEATING
ORDERING
BACKGROUND
TEST SUMMARY
EDITING
TESTING - CONTEXT
RE-USING QUESTIONS
TESTS

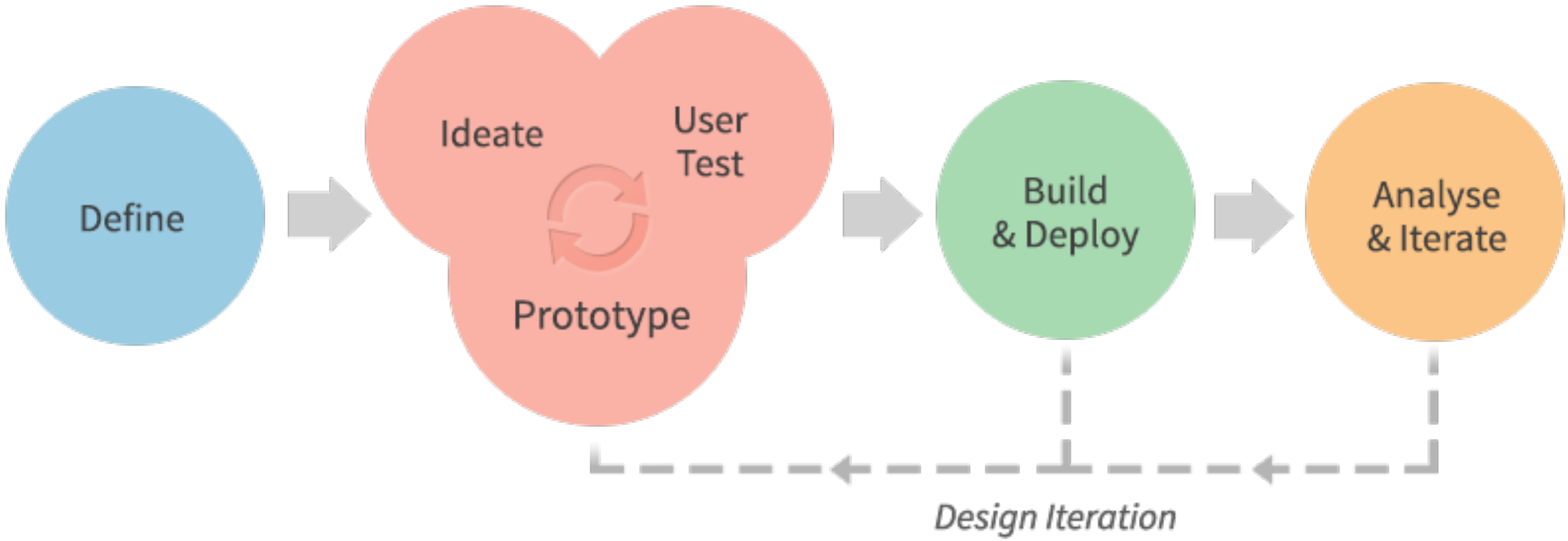
“When I’m making a film, I am the audience”

-Martin Scorsese

Act 1
Act 2
Act 3
3 diner
1 crash
4 date
5 gold watch
2 bonnie
3 diner
Positive
Negative
crash
execute
high
friendly
OD
saved
dead
revenge
Marv.
Wolf
help up
kept suitcase
near miss
hold up
no kill
told to fall
watch
shoot Mar.
caught
Saves Mar.
hold up
Jules
getaway
hold up
friendly
disco
friends

User experience happens, whether you design it or not.

The UX design process



BUILD THE RIGHT THING

BUILD THE THING RIGHT

KNOW YOUR USERS

(goals, needs, pain points)

"I would like to practice speaking more often, but I feel shy"

Jinny from Korea (23)

The Perfectionist

GOAL : Change careers

Learning Online

TED BBC iPlayer YouTube Google

NEEDS / WANTS:

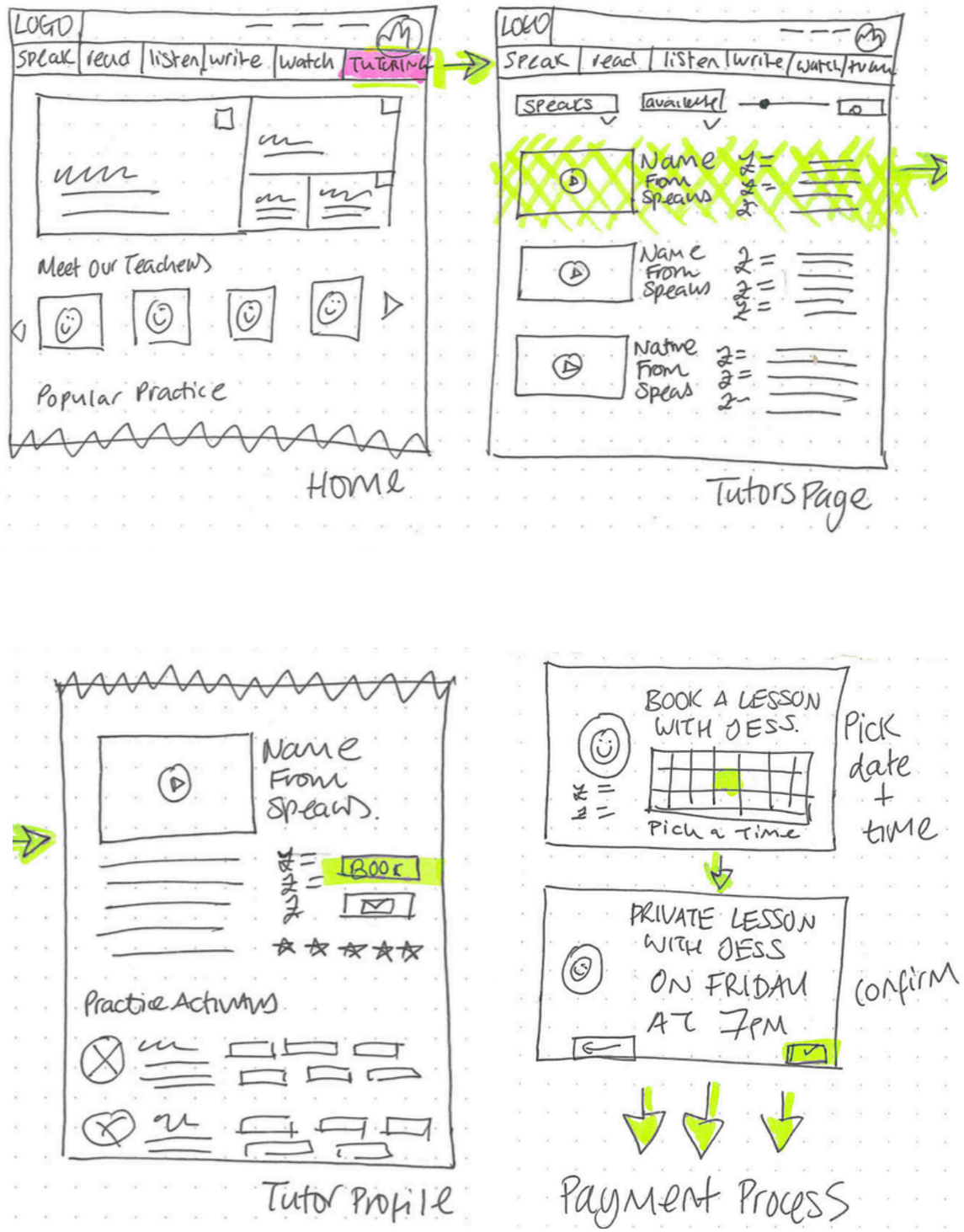
Confidence
Reassurance
Speaking Practice
Build Vocabulary

MOTIVATION :

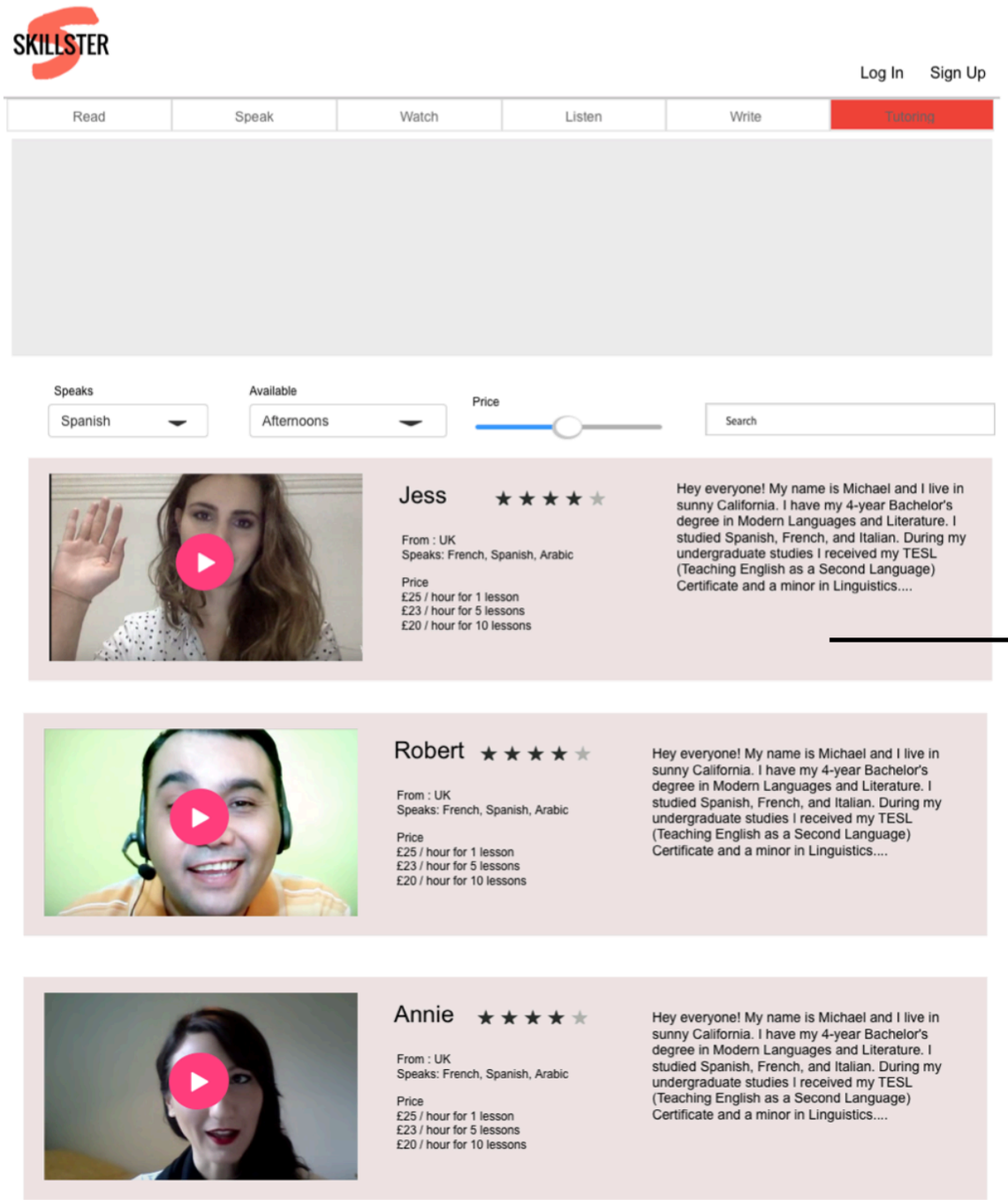
DEDICATION:

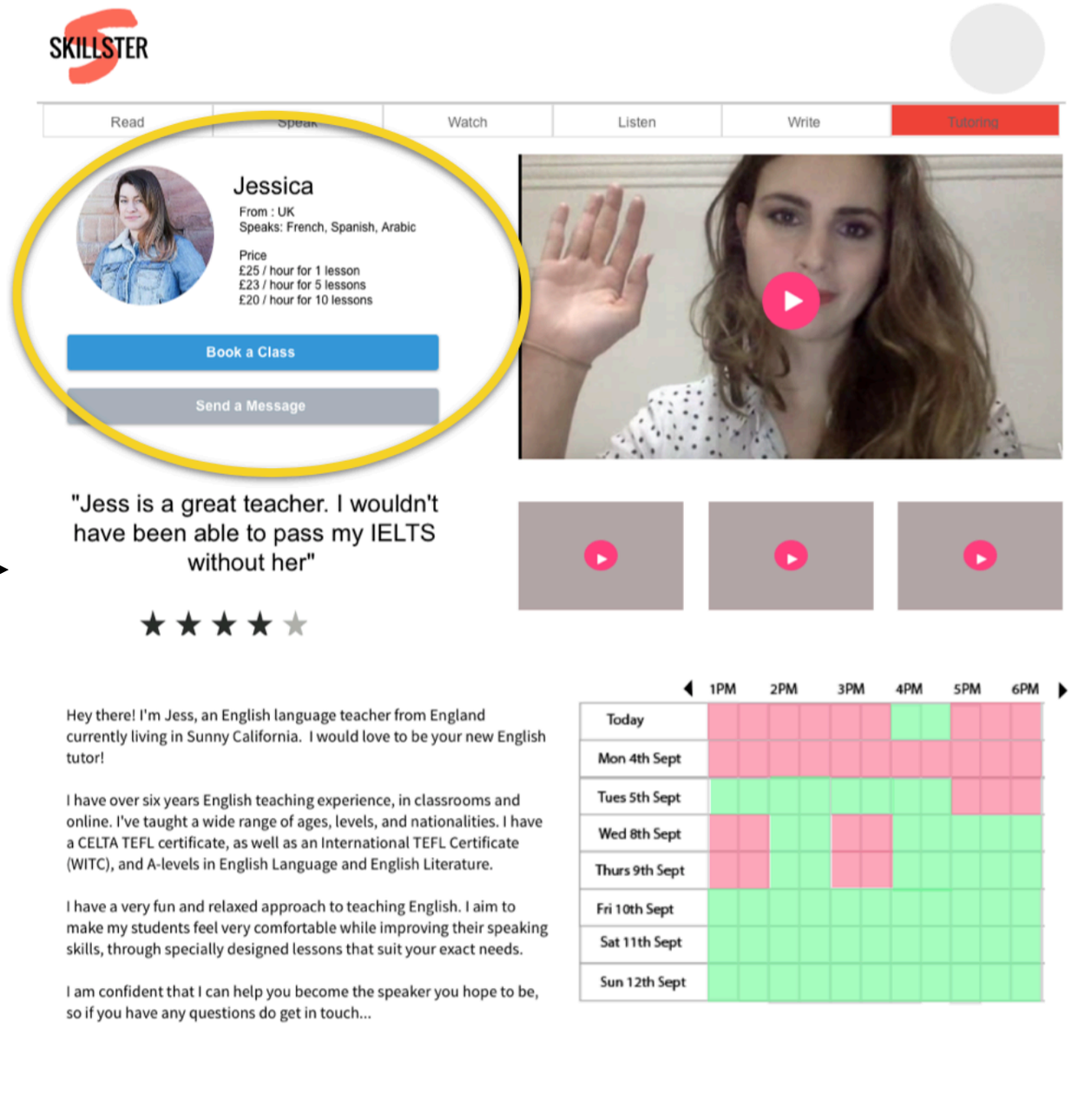
TECH-SAVVY:

Sketches for 'Jinny Books a Speaking Tutorial '



Learners wanted to book tutors based only on video introductions.





PRE-EMPT PROBLEMS

(great UX design means knowing the whole story)

Amazon knew I might not have a printer!

Miss sent you printing information about an Amazon.co.uk return Inbox x

no-reply@amazon.com
to me

Sep 12

amazon.co.uk

Miss sent you printing information about an Amazon.co.uk return

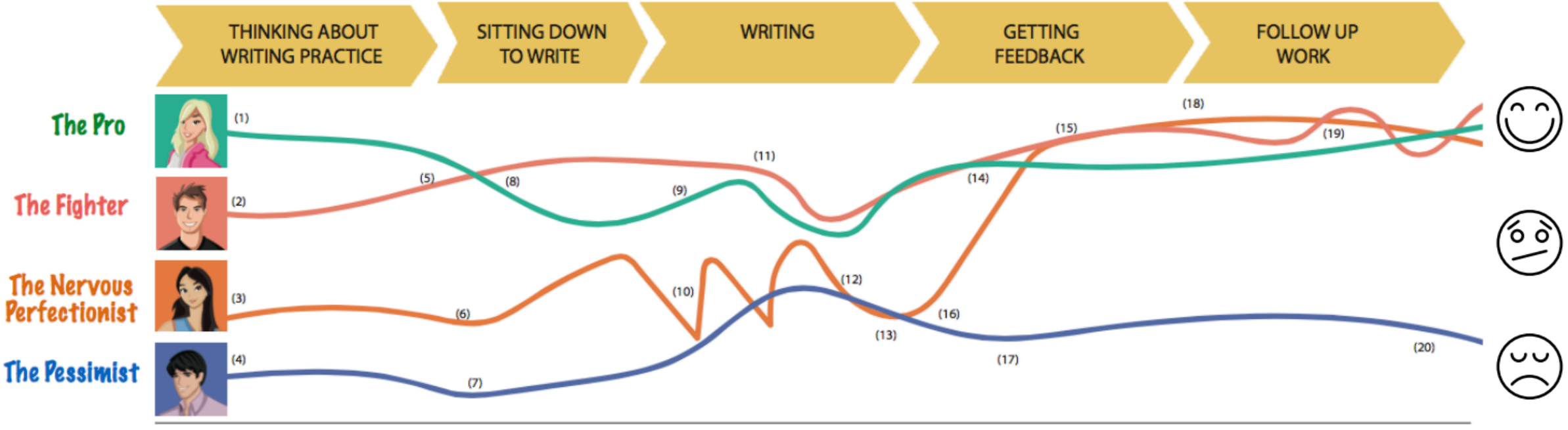
“Please print this return label for me.
Thanks.”

View & Print

This label can be printed until 19 Sep 2017

© 2014 Amazon.co.uk is a trading name for Amazon EU Sarl, for Amazon Media EU and for Amazon Services Europe Sarl, all of which have their registered office at 5 Rue Plaetis, L-2338 Luxembourg.

IELTS Writing Practice - Experience Map



FEELING:

Relaxed
(1) "It's not that hard because I know a lot of vocabulary"

Resolute:
(2) "I hate writing but I know that I can only improve if I practice a lot"

Negative:
(3) "Writing is my weakness"

(4) "It's impossible for me"

Focused
(5) "I love writing on paper. I can be alone with my ideas and focus on them"

Stuck
(6) "Before I write I feel frozen"

(7) "It's hard to get ideas even in my own langage"

Distracted
(8) - "Sometimes it's hard to focus because people are always messaging and calling me"

In Flow:
(9) "After I start writing I feel good and can get into it"

Uncertain:
(10) "I want to know the best words to use, but sometimes I'm not sure about the [context]"

Overwhelmed:
(11) "I have lots of ideas, but it's difficult to organise them well"

Pressed for Time
(12) "I always run out of time"

(13) "I never write enough words in the time I'm given"

Supported:
(14) "I like getting my work back because I can know my strenghts and weaknesses"

(15) "It's usually not as bad as I imagined"

Confused
(16) "Sometimes my ideas are wrong but I don't understand why"

Disheartened
(17) "I feel like I'm never going to get the level that I need for IELTS"

Hopeful
(18) "I know I can do better next time"

(19) "If I do the practice my teacher tells me I know I will improve"

Ambivalent
(20) "Maybe there's no point practicing. If I can get a good score in the other IELTS tasks then being bad at writing won't matter"

DOING:

-Make a plan

-Put phone on silent

-Set a timer

-Check word meanings and spellings in a dictionary

-Find better words in thesaurus

-Check if phrases are correct by typing them into google translate

-Ask teacher a lot of questions

-Recieve work with correction code →

-Add errors to study list

-Add spellings to a spelling list

-Grammar/vocab practice

-Re-write essay

Re-write words and phrases to help remember structure and spelling

-Read model answers of similar tasks

OPPORTUNITIES:

-Planning tool / scaffolded option -Timer option -Write on paper, then take a photo	-Phrase search tool -Dictionary / thesaurus -Spell check -Optional time warnings	-Correction code option -Automatic study advice -Opportunity to ask questions -Encouragement	-TBC

GIVE USERS CLEAR PATHS

(people are lazy)

NIGHT WALK

IN MARSEILLE

Explore the sounds, streets and soul of the city

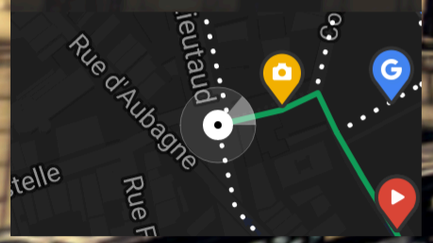
Start your walk

0/34

hotspots seen

Main path

Use the arrow to explore. Follow the green line to go through the main route.



DREAM BIG
PROTOTYPE
TEST

(take risks when it’s quickest and easiest to do so)

AVOID FEATURE BLOAT

(perfection is achieved, not when there is nothing more to add, but when there is nothing more to take away)

Old design - lots of features

Cambridge Assessment International Education

TeacherSupport
Curriculum resources for teachers of Cambridge qualifications

Home | Education | News | Events & Training | Community | Contact Us

Syllabus Shortcuts

Academic

Cambridge IGCSE:
Accounting (0452)
Physical Education (0413)
Physics (0625)

Cambridge International AS and A Level:
Urdu (A Level only) (9676)

None:
Mathematics (9-1) (UK only) (0626)

Find out more about syllabus shortcuts >>

Community resources

Favourite Community Resources >>
My own Resouces >>

Education

Cambridge International Education

Cambridge Advanced 16-19 years	Cambridge International AS and A Level Cambridge Pre-U AICE Diploma
Cambridge Secondary 2 14-16 years	Cambridge IGCSE Cambridge O Level ICE
Cambridge Secondary 1 11-14 years	Cambridge Secondary 1 Cambridge Secondary 1 Checkpoint Cambridge ICT Starters
Cambridge Primary 5-11 years	Cambridge Primary Cambridge Primary Checkpoint Cambridge ICT Starters

Vocational Qualifications

Professional Development

Valuable support for **Cambridge teachers**

- 12,000 support materials for teachers of Cambridge qualifications
- News for teachers and principals
- Frequently updated details of training and conference events Community area including: Discussion Forums, Community Resources and Online Textbooks

Whats new?
Frequently asked questions

News

28 Jul 17
Do we have your correct email address?
When you log into Teacher Support you will see a pop-up box showing the email we hold for your account. We need you to confirm that the email address is correct and unique to your Teacher Support account. Please complete the pop-up box instructions as soon as possible. If you do not see the pop-up notice when you log in, change your browser settings to allow pop-ups for the site.

04 Jul 17
Simon Lebus to step down as Cambridge Assessment Chief Executive
Simon Lebus, Chief Executive of our parent organisation, Cambridge Assessment, is to leave the organisation in March 2018.

21 Jun 17
Growing recognition of Cambridge International AS and A Levels in Vietnam
Vietnam National University - University of Social Sciences and Humanities (VNU-USSH) is the latest in a number of state universities in Vietnam that are welcoming students who have gained Cambridge International A Level qualifications.

23 May 17
Paving the way for growth in China
The signing of strategic cooperation memoranda with three education groups in China last month will open up more opportunities for Chinese students to study Cambridge programmes.

22 May 17
Inaugural award ceremony for students in Nigeria
On Friday 19 May the British Council and Cambridge International Examinations hosted the inaugural British Council Recognition and Outstanding Cambridge Learner Awards in Lagos, Nigeria.The event recognised the outstanding achievements of students in Nigeria in the November 2015 and June 2016 Cambridge exam series, and commended British Council partner schools that exemplify best practice in equality, diversity, inclusion and child protection.

Last login:
Thursday, 19 October 2017 - 14:07 GMT

What's new..

LinkedIn group: start discussions or connect with other education professionals on Linkedin, the world's largest professional network

Discussion forums: share ideas and answers with other Cambridge teachers

Community resources: for sharing your own teaching resources.

More details >>

Cambridge school support

- Plan and prepare
- Teach and assess
- Learn and revise
- Cambridge exams
- Results

Cambridge school support

FAQs

View frequently asked questions about the new Teacher Support website.

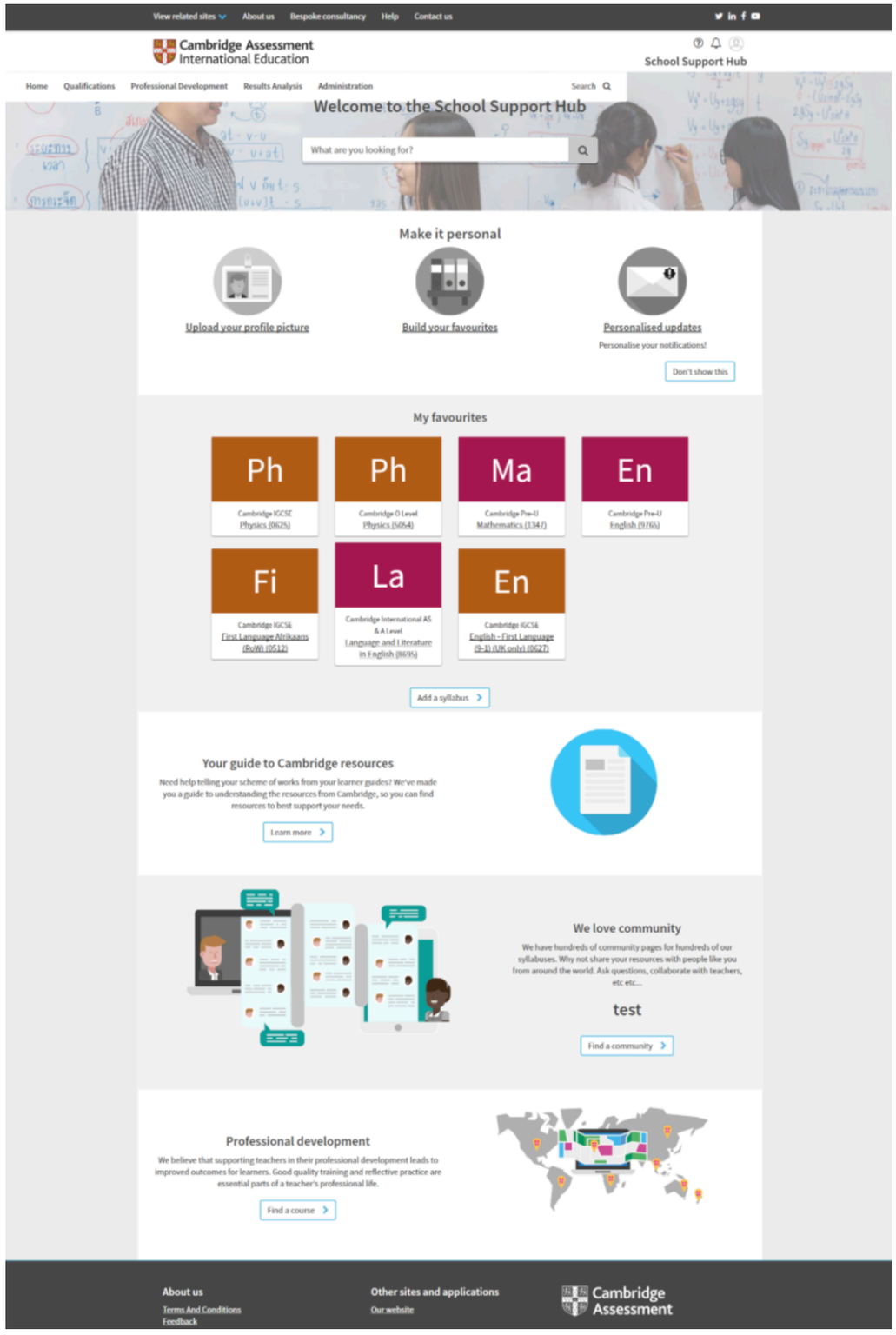
Top questions so far...

What are the main changes on the website?
How dol add or remove a syllabus shortcut?
Can I change my Password?

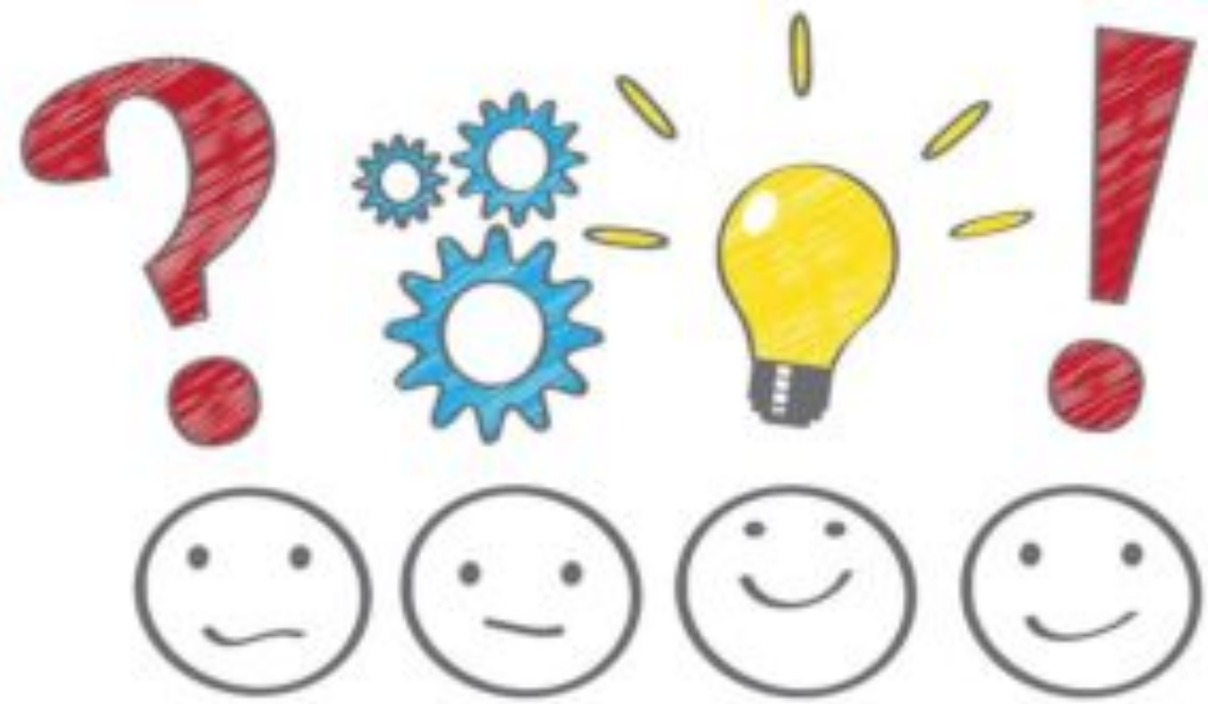
Full list of FAQs >>

Upcoming events

Old design - better flow



Evolution of the iPod

A great user experience depends on the user

QUESTIONS