



Going Mobile? Where is Oracle Taking You?

ODTUG Mobile Day ■ December 2, 2014 ■ Reston, VA

UX is not UI !

Presented by: John Jay King

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- Understand UX (User eXperience) and UI's (User Interface's) importance to UX
- Know how UX is focused on accomplishing tasks
- Become aware how UX may be incorporated into application design
- Align focus of future development on users and helping them solve business problems easily, effectively, and efficiently



- John King – Partner, King Training Resources
- Oracle Ace Director 
- Member Oak Table Network 
- Providing training to Oracle and IT community for over 25 years – <http://www.kingtraining.com>
- “Techie” who knows Oracle, ADF, SQL, Java, and PL/SQL pretty well (along with many other topics)
- Member of ODTUG, IOUG, and RMOUG
- Acting President of AZORA



- Application Developer
- DBA
- Business Analyst
- UX Expert

UX is not UI – What?



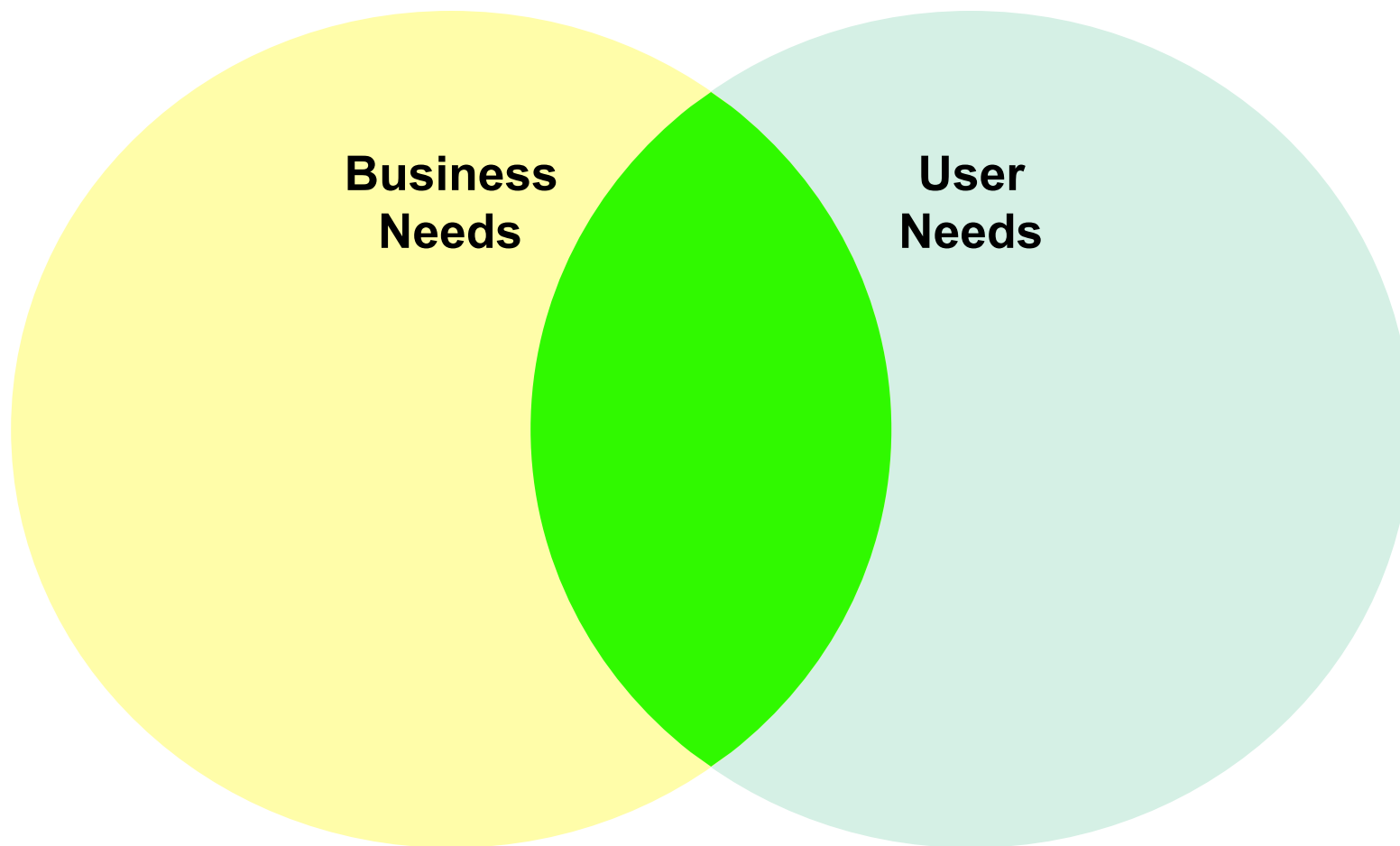
- There's been lots of “hype” about UX lately
- Oracle has been trumpeting its massive UX investment in Fusion Applications and other software
- Having been part of building and experiencing many user-facing applications I've seen the good, the bad, and the ugly



- User eXperience requires that we
 - Understand how a user interacts with a product at every stage of a product's lifecycle
 - Provide a solution to a defined problem for a specific user (or set of users)
 - Follow User-Centered design principles to learn:
 - What
 - Why
 - How
 - Where
 - When
 - Who

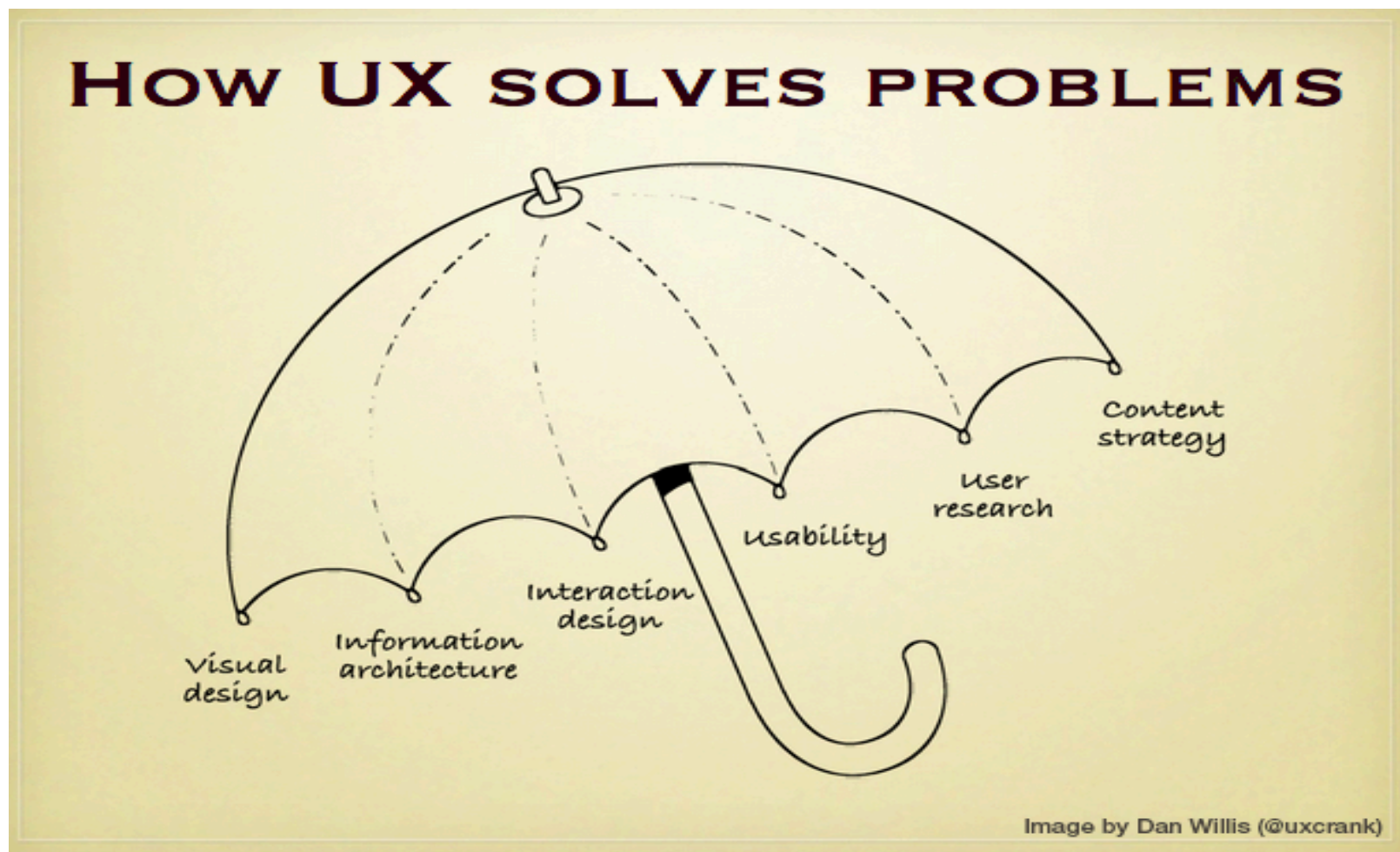


- Good UX hits the “sweet spot” marrying Business Needs and User Needs





- Ask a dozen people; get a dozen answers; but, consistent agreement on some issues:
 - UX provides a strategy used to build a solution
 - The interface is an important part of the solution; but, the interface is not the solution
 - UX is a generalized “umbrella” term used to describe a series of interconnected tasks and disciplines creating a solution to a needed task



– Outstanding graphic created by Dan Willis
(www.dswillis.com)

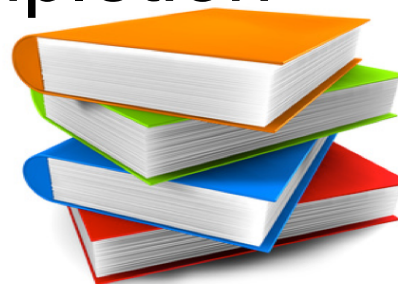


UX Umbrella Topic	Description
Visual Design	Matches overall strategy and meets the needs of a specific set of users
Information Architecture	Aligns information with overall strategy and provides required data to meet the needs of specific user tasks
Interaction Design	Task-based optimization of specific user interactions
Usability	Understanding how a solution will be used
User Research	Learning the driving need of user tasks and why specific actions are required; and how people
Content Strategy	Content is aligned with overall strategy to meet the needs of specific users

(in no particular order)



- Products (especially web/mobile products) cannot provide a great user experience without providing great content
- Content must be: Usable, Useful, Desirable, Valuable, Findable, Accessible, and Credible
- Good content strategy enhances the user's take-away experience by adding context and story to task completion





- When considering the user; it is imperative to understand:
 - Who is using a product?
 - When are they using it?
 - How are they using it?
 - Why are they using it (what task do they hope to accomplish)?
- Various tools are used including: interviews, observations, surveys, focus-groups, and most-importantly task-analysis





- Information Architecture is a term found in many places; in UX it means that information is organized and structured such that a user can navigate it easily
- Many tools are available; a favorite in User-Centered design is “Card Sorting”
 - Quick, inexpensive, reliable
 - Helps determine patterns in how users find content and function
 - Suggests how a site might be structured and sometimes provides the start of a taxonomy





- Interaction Design is based upon the goals, tasks, experiences, desires, and needs of specific users
- Interaction Design is counter-balanced by organizational goals, business objectives, and available technology
- Interaction Design is specific to how humans interact with technical systems
- Often includes: wire-framing, sketching, and prototyping





- UX is a multi-disciplined approach; Visual Design is an important skill to apply
- Visual Design is part of the User Interface; a valuable UX component
 - Tangible and visually appealing
 - Requires artistic skills
 - Includes graphic design and typography





- Usability is historically measured by the user's effectiveness, efficiency and satisfaction in achieving specific goals
- Today, many leaders in the field of usability and Human-computer interaction (HCI) like Donald Norman agree that, in addition, the interaction should create aesthetic pleasure





- ISO (International Standards Organization) has several standards governing Human-Computer Interaction (HCI) including:
 - ISO 9241-210 (prev. 13407) Human-centered design for interactive systems
 - ISO 9241-151 Guidance on World Wide Web user interface
 - ISO/TR 16982 Usability methods supporting human-centred design

“UX is not UI” Poster



- Erik Flowers created this poster illustrating UX and how most people perceive it

UX IS NOT UI	
HOW UX WANTS TO BE SEEN	HOW UX IS TYPICALLY SEEN
<ul style="list-style-type: none"> Field research Face-to-face interviewing Creation of user tests Gathering and organizing evidence Creating personas Product design Feature writing Requirement writing Graphic arts Interaction design Information architecture Usability Prototyping Interface layout Interface design Visual design Storyboard creation Screenwriting creation Storyboarding Presenting and speaking Working tightly with programmers Business coordination Design culture integration 	<ul style="list-style-type: none"> Field research Face-to-face interviewing Creation of user tests Gathering and organizing evidence Creating personas Product design Feature writing Requirement writing Graphic arts Interaction design Information architecture Usability Prototyping Interface layout Interface design Visual design Storyboard creation Screenwriting creation Storyboarding Presenting and speaking Working tightly with programmers Business coordination Design culture integration



- User-Centered
 - Identify users and tasks they need to do
 - Study user behavior, attitude, and goals
- Empirical Measurement
 - Review using standard principles
 - Perform usability and other testing
- Iterative Design
 - Iterative and Agile usually follow the Design-Develop-Test cycle; solutions, not systems
 - UX adds thorough Study to begin each cycle



- Identify problem: user (or persona or market) research
- Clarify problem flow (iteratively) until clear
- Experiment with solutions; validate
- Define problem domain & data
- Create wireframes sketches for interaction
- Build prototypes and test
- Code user interface (UI); test; refine
- Deploy user interface



- New UI system
 - More than a skin, design philosophy and patterns
 - Visualization-centric (info-graphics, info-tiles)
 - Mobile First UI – responsive, whitespace heavy
 - Built-in to MAF 2.0 (12.1.3)
- Alta Design Patterns Site
<http://www.oracle.com/webfolder/ux/middleware/alta/adoption.html>
- Standard for Oracle UI's ???



- Successful User eXperience (UX):
 - Has useful, usable, and desirable interactions
 - Includes all interactions between an individual a provider organization, products, and services
- The best UX:
 - Meets current user needs (solves a problem)
 - Exceeds user expectations
 - Highlights a clear strategic strategy
 - Anticipates future user needs
 - Delights users



- UX is not *just* UI
- Rather, UI is a very important part of UX
- Solve problems
- Succeed by focusing on UX; and helping users complete tasks efficiently, completely, and easily; don't focus on UI alone



- Alta

<http://www.oracle.com/webfolder/ux/middleware/alta/adoption.html>

- UX (Useable Apps) Website

<http://www.oracle.com/webfolder/ux/applications/index.html>



- UX is not UI poster:
<http://www.uxisnotui.com/>
- Blogs:
 - **UX is not UI** by [Erik Flowers](http://www.helloerik.com/ux-is-not-ui)
<http://www.helloerik.com/ux-is-not-ui>
 - **Interaction Design Beyond the Interface** by [Elisabeth Hubert](http://www.elisabethhubert.com/2012/12/interaction-design-beyond-the-interface/)
<http://www.elisabethhubert.com/2012/12/interaction-design-beyond-the-interface/>

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PHOTO CREDIT: Mike Landrum, SQL Developer and the "Data Tsunami" from i-Behavior

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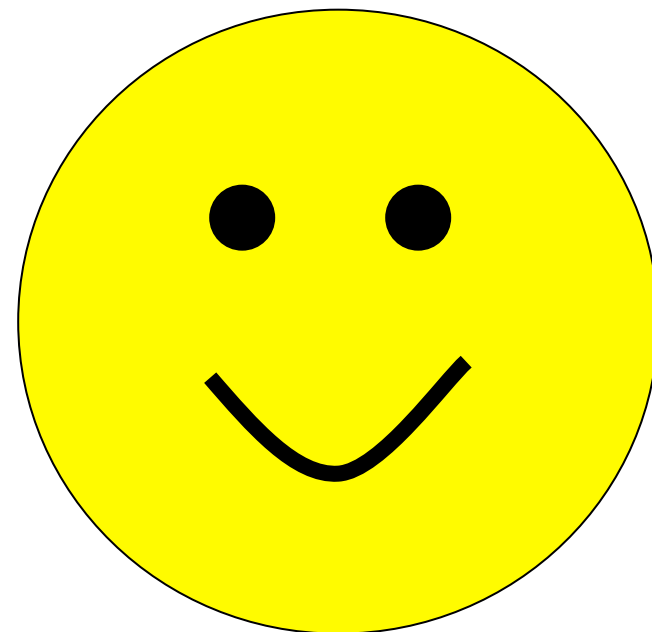
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Thanks for your attention!

Today's slides and examples are on the web:

<http://www.kingtraining.com>



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