What is User Experience?

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Physical Product Design  Customer Innovation Research  Human Factors Engineering  User Experience Design
What is UX?
User Experience is NOT a User Interface
User Experience is the sum of everything your customers touch.
Bad UX will not go un-noticed

Keyboard not found
Press F1 to continue, DEL to enter Setup
Bad UX will not go un-noticed
UX is the website customers shop on, the packaging they unbox, the power supply they plug in, and the phone number they call when it doesn’t work.

Where Zebra UX Focuses

- Information Architecture
- System Design
- Interaction Design
- Concept Prototyping
- Content / Features
- Visual Design
- User Experience
CUSTOMER ENGAGEMENT

• Watch customers using products to deeply understand their process
• Generate insights based on how users behave
• Identify new opportunities based on observed gaps
ORGANIZING CONTENT

- Understand content and features
- Cluster and sort features in meaningful ways
- Build information architecture to improve usability
BUILDING OUT A USER FLOW

- Flows show a users journey through a task
- Help explain planned functionality to team early on
- Provides reference for key screens
INTERACTION DESIGN

• Create concepts for user interaction
• Establish key design elements and metaphors
• Conceptualize new design elements
INTERACTION DESIGN

SIGN ON SCREEN Used for logging the user into the system.

CONTACTS PANEL Used for selecting users to message. Can be searched and filtered to better organize user lists. User can send messages directly from this view.

CONVERSATION PANEL Used for displaying and managing previous conversations.

MESSAGE VIEW Used for showing the previous conversation with an individual, group of individuals, or predefined group of users. User can send messages directly from this view.
PROTOTYPING AND TESTING

- Get feedback on key design elements
- Listen and look for areas of improvement
- Review Key Performance Indicators
- Fail early, fail often
PROTOTYPING AND TESTING
VISUAL DESIGN

- Sets visual hierarchy of pages
- Establish brand connection and consistency
- Productivity over beauty
StageNow

- Early focus on improving usability from RDT and MSP, previous legacy staging tools.
- Established a proper Information Architecture from user point of view.
- Revamped the interface to reflect a proper IA and streamlined user workflows.
**User Roles**

**ADMINISTRATOR**
- Creates staging contents that can be consumed by Operator
- Ran testing of staging contents
- Everything else that an Operator can do

**OPERATOR**
- Stages the devices
- Updates OS with firmware patches
- Provisions the applications and settings to the device
- Typically the first person to open the box
Streamlined Workflows

StageNow Tool

StageNow Client

Load Apps

NFC

APPFORUM 2015
THE DEVELOPERS EVENT
SwipeAssist

- First concept exploration of Data Capture Experience vision.
- Provides an on-screen scan trigger for all touch devices to replace the physical key found on previous products.
- Builds a framework to expand data capture beyond barcode scanning.
- Enables data capture activity anytime and anywhere in the OS.
All-Touch Transition
Capture Anytime Anywhere
Envisioning what’s next…
Conceptual Explorations
Zebra Mobile Design Guidelines

- PDF Document showing key Zebra enterprise design elements that can be leveraged by the community:
  - Color swatches and themes
  - Typography and Iconography
  - Key Elements (Buttons, dropdowns, etc)
  - Layouts and dimensions

- Leverage our material design inspired guidelines for enterprise focused apps.


- Presentation with links will be shared online afterwards.
Iconography

• Examples of existing icons for primary product features and frequently used functions
• Explanation of grid and design principles

Icons

An icon symbolizes a command, file, device, product or directory. Icons are used to represent common actions like power, volume, home or to represent any application.
Themes

• Sample visual color themes which have been optimized for contrast depending on indoor/outdoor environments

• Preferred typography choices based on platform (Android, iOS, Windows)
Components

- Example references of different components used in app design including:
  - Headers
  - Buttons
  - Dropdowns
  - Loading Bars
  - Hamburger Menus
  - Text Fields
  - Alerts
  - Pop ups
  - Tables

Headers

Headers are always center aligned. If the text must be used in context with the icon, the text needs to be right next to the icon.
Next Steps…

• These guidelines are an early and living document based on our work to date.
• Zebra Design web site will launch to host live content, keep an eye on Launchpad site for more information.
• Web/Desktop guidelines to follow in 2016.
• Functional Coded components to be made available late 2016.
Applying good UX principles

• Focus on hierarchy – What is the most important, second most important, and least important elements on each screen?

• Remember the different users you may serve – their experience may begin before they’ve launched the product.

• Avoid cramming – leverage multiple screens when possible to allow the user to focus only on the key task at hand. White space allows your page layout to breathe and provides clearance for touch zones.

• Transitions are important – Give your user a sense of place and direction in the design.

• Less is more – focus on ease of visibility and functional design touches over chrome and shadows.
Additional Resources

- UX Project Checklist: https://uxchecklist.github.io/
- Google Design Homepage: https://design.google.com/
- Material Design Lite Components: http://www.getmdl.io/
Q&A
PLEASE TAKE THE SURVEY

DO NOT USE APPFORUM EVENT SURVEY

SESSION SURVEY
THANK YOU