

UI Animation Prototyping

UX Methods and Usability testing for Animations

Pick an Animation

“ Designs of purely arbitrary nature cannot be expected to last long. ”

Kenzo Tange



www.interaction-design.org

Personas

Personas

Demographics • Attributes • Goals • Pain Points • Scenarios

Story boards

“Confusion and clutter are the failure of design, not the attributes of information.”

Edward Tufte



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Prototype

Prototype

Marvel App
Adobe XD
Adobe Animate
After Effects
Power Point
Code Pen

“ It’s not good enough to just keep producing technology with no notion of whether it’s going to be useful. You have to create stuff that people really want, rather than create stuff just because you can ”

Genevieve Bell



www.interaction-design.org

Task List

Come up with a list of one-sentence tasks

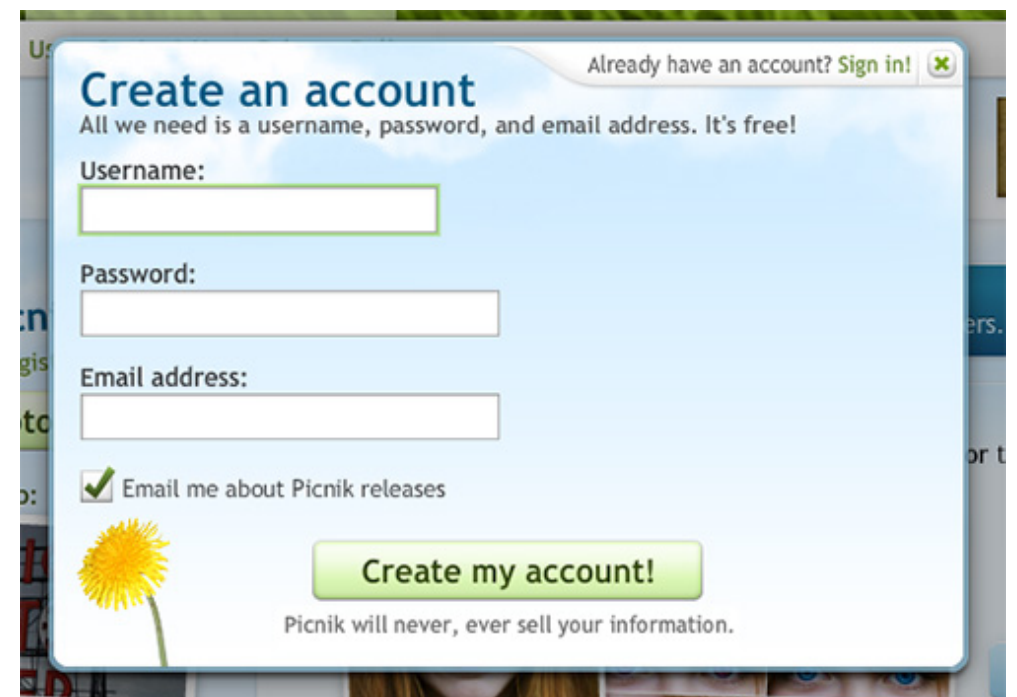


- Create an account
- Sign up for our newsletter
- Donate \$ 20 to the museum.
- Purchase tickets for a 3yr old and two adults

Write specific task scenarios to engage your testers

Task: Create a Userbrain account

You're working for an e-commerce company and it's your job to explore different usability testing services for your website. Take a look at Userbrain and find out if it's a possible solution for this job. Choose a plan and try to create an account (please stop at step 3 of 4 – Payment).



The image shows a screenshot of a web form titled "Create an account" for Picnik. The form is light blue and contains the following elements:

- A link in the top right corner: "Already have an account? Sign in!" with a close icon.
- The title "Create an account" in a large, bold font.
- A sub-header: "All we need is a username, password, and email address. It's free!"
- Three input fields: "Username:", "Password:", and "Email address:", each with a corresponding text box.
- A checkbox labeled "Email me about Picnik releases" which is checked.
- A green button labeled "Create my account!"
- A small yellow dandelion icon at the bottom left.
- A privacy statement at the bottom: "Picnik will never, ever sell your information."



Tasks **1) are realistic** and typical for how people actually use the system, when they are on their own time, doing their own activities; **2) encourages users to interact** with the interface; and **3) doesn't give away the answer.**

Usability Test

Usability Test
BUT WHY?!

“ People ignore design that ignores people ”

Frank Chimero



www.interaction-design.org

Usability-Lab Studies: participants are brought into a lab, one-on-one with a researcher, and given a set of scenarios that lead to tasks and usage of specific interest within a product or service.



Ethnographic Field Studies:

researchers meet with and study participants in their natural environment, where they would most likely encounter the product or service in question.



A/B Testing (also known as “multivariate testing,” “live testing,” or “bucket testing”): a method of scientifically testing different designs on a site by randomly assigning groups of users to interact with each of the different designs and measuring the effect of these assignments on user behavior.

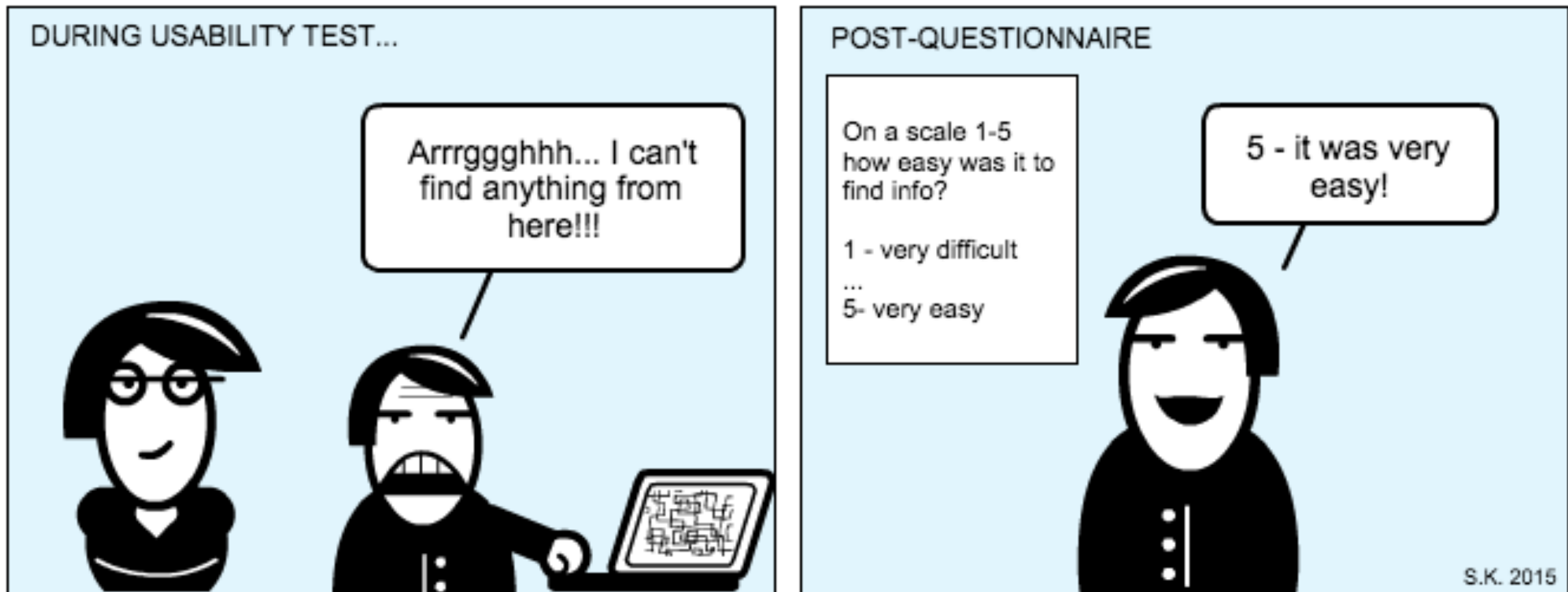


Usability Testing

Introduce Task • Talk-a-loud Protocol • Observations • Exit Survey/interview

The Attitudinal vs. Behavioral Dimension

contrasting "what people say" versus "what people do"



The Qualitative vs. Quantitative Dimension

Quantitative Methods

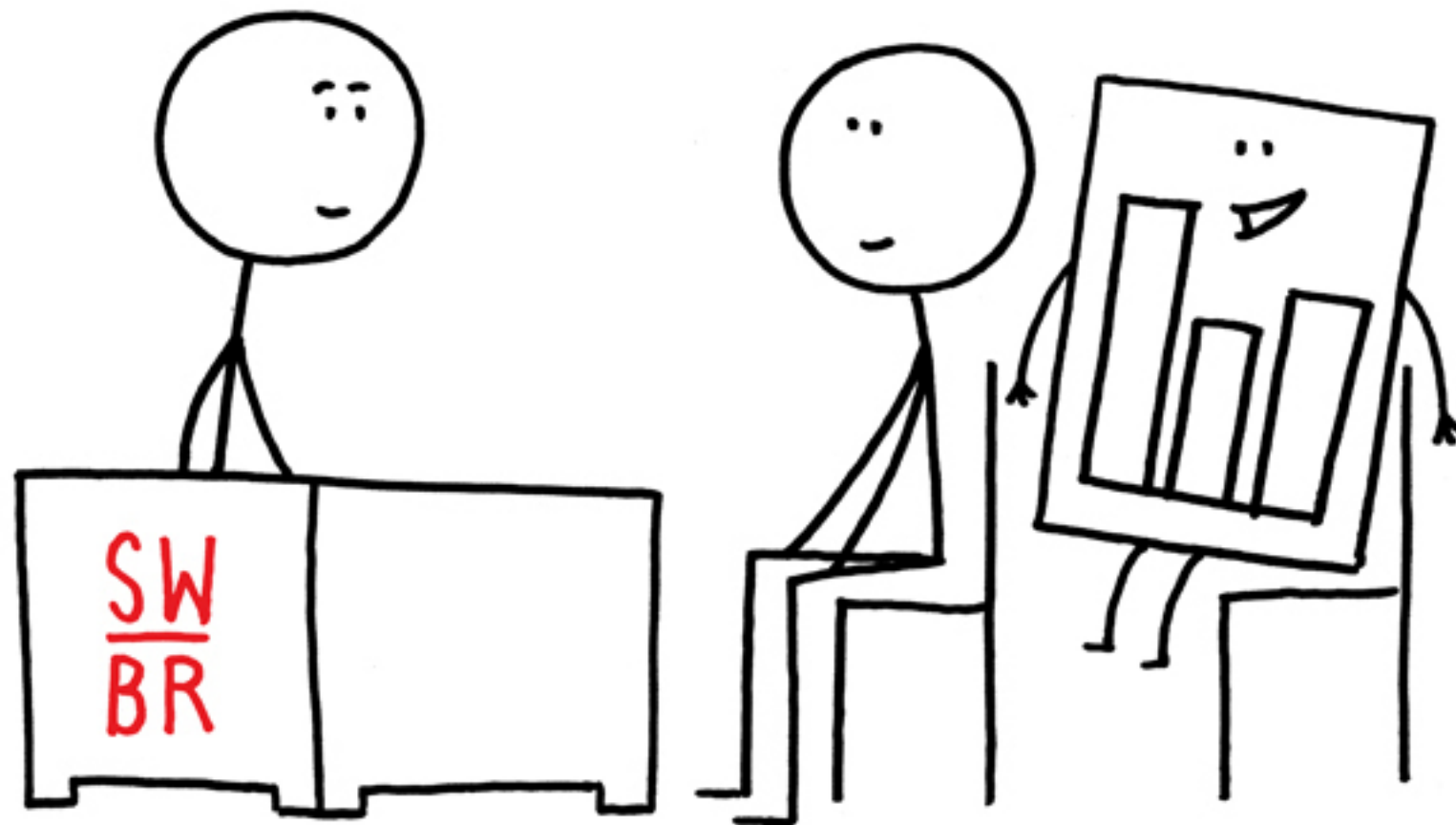


Qualitative Methods



Qualitative methods are much better suited for answering questions about **why or how** to fix a problem.

Quantitative methods do a much better job answering **how many and how much** types of questions.



QUESTIONS ANSWERED BY RESEARCH METHODS ACROSS THE LANDSCAPE

BEHAVIORAL

WHAT PEOPLE DO

WHY &
HOW TO FIX

HOW MANY &
HOW MUCH

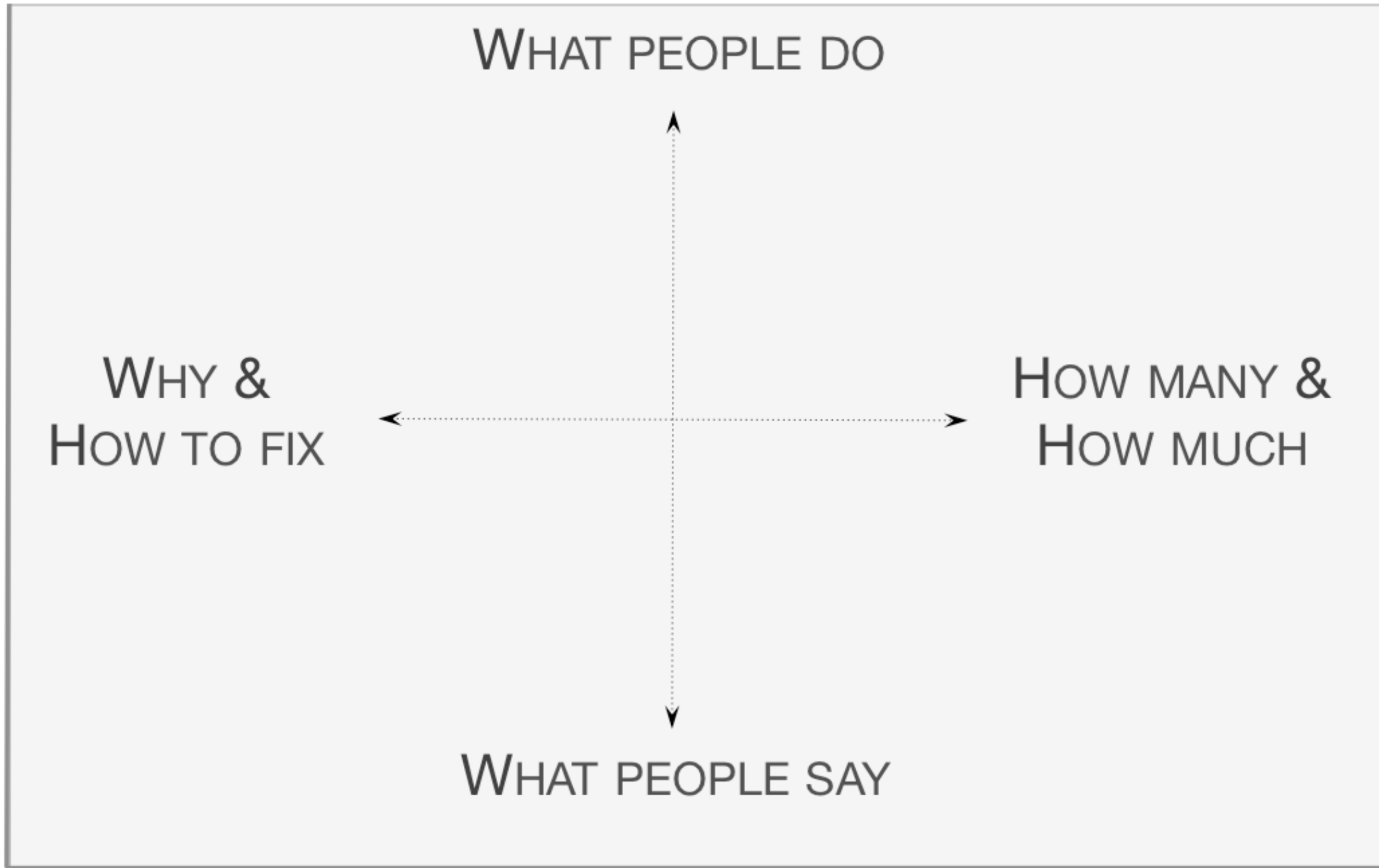
WHAT PEOPLE SAY

ATTITUDINAL

QUALITATIVE (DIRECT)

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QUANTITATIVE (INDIRECT)



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Design Iterations