

# 2014

THE SUCCESS OF AN  
**EXPERIENCE**  
IS MEASURED BY THE  
AMOUNT OF HAPPINESS  
IT BRINGS TO  
LIFE AND THE AMOUNT OF  
**PEOPLE WILLING**  
TO LIVE THE EXPERIENCE  
NOT BY ITS INDIVIDUAL  
**QUALITIES**

**CELEBRATE UX**



## Contextual Inquiry

*A contextual inquiry interview is one-on-one interaction in which the researcher watches the user do their normal activities and discusses what they see with the user.*

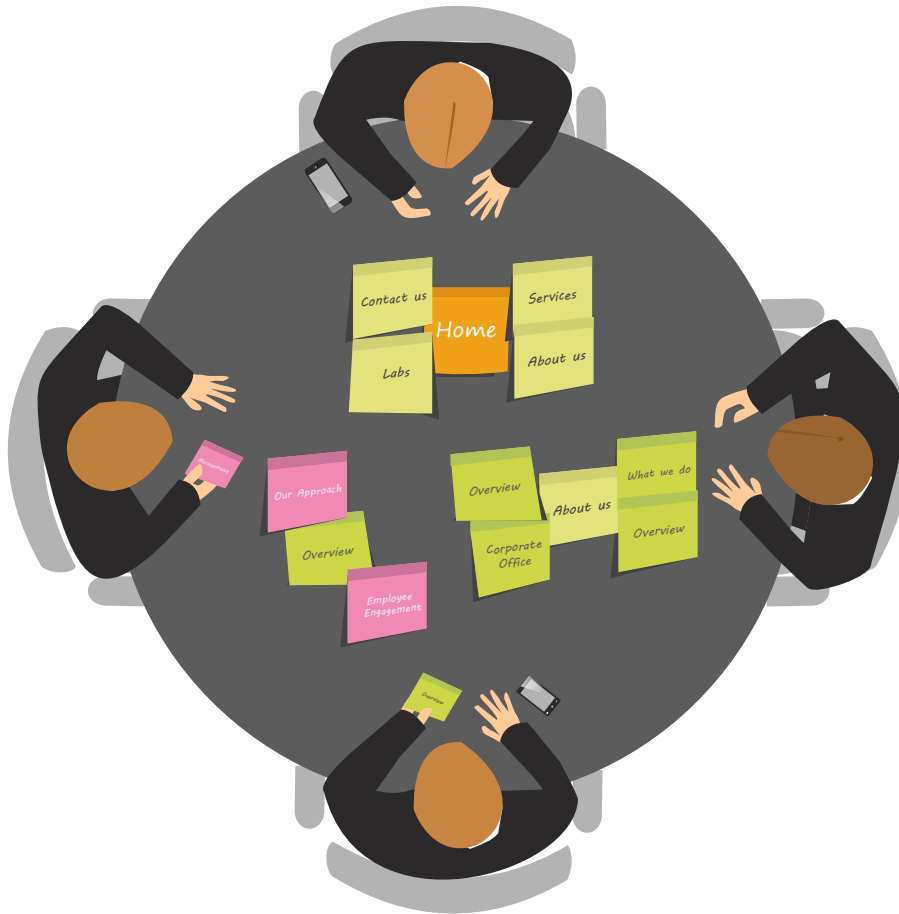
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## Participatory Design

*Participatory design is an approach to design attempting to actively involve all stakeholders in the design process in order to help ensure the product designed meets their needs and is usable.*

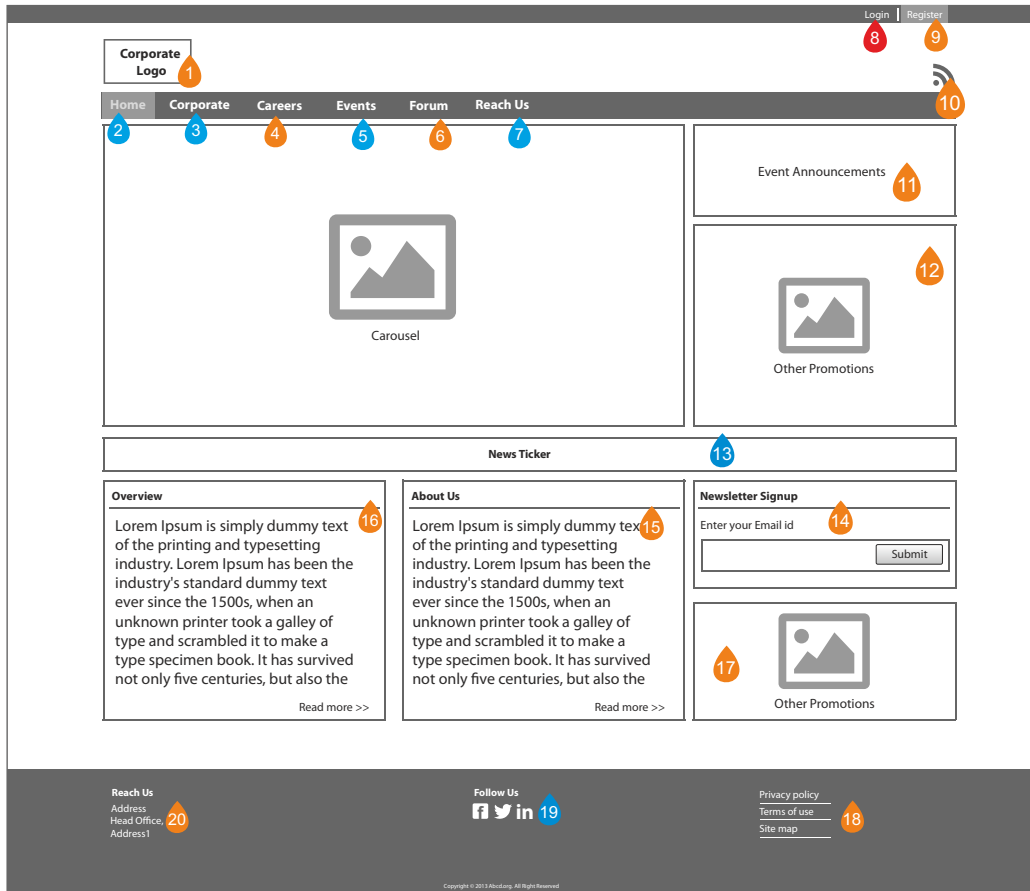
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## Affinity Diagramming

*It is a simple, cost effective & powerful technique for grouping and understanding information/ findings collected during field studies / usability evaluation.*

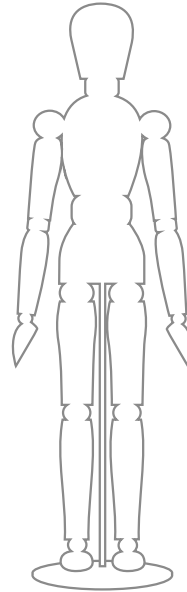
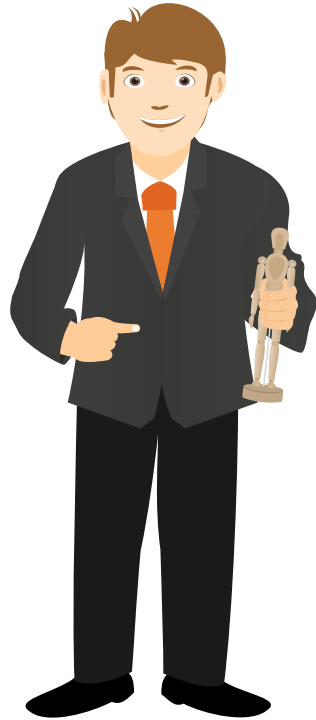
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# Wireframing

*It is a visual guide that represents the skeletal framework of an interface. Wireframes can also be pencil drawings or sketches on a whiteboard.*



## Prototyping

*A prototype is an early sample, model or release of a product built to test a concept or process or to act as a thing to be replicated or learned from. A prototype is designed to test and trial a new design to enhance precision by system analysts and users.*

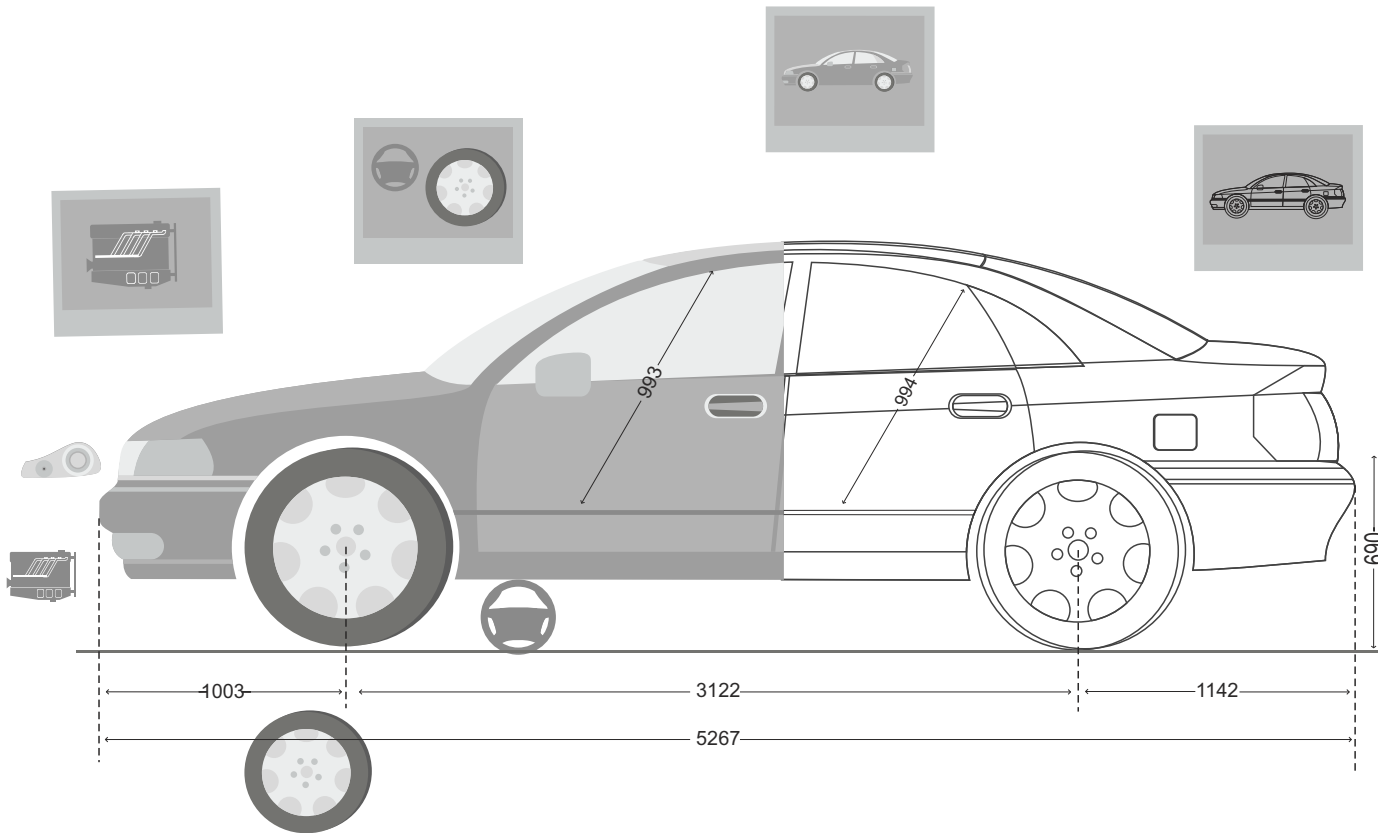
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## User Interface

*In Human Computer Interaction, the user interface refers to the information the program presents to the user and the control sequences the user employs to control the program.*

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## Industrial Design

*Industrial design focuses principally on aesthetic and user-interface aspects of products. It is the use of both applied art and applied science to improve the aesthetics, ergonomics, functionality, and/or usability of a product, and it may also be used to improve the product's marketability and even production.*

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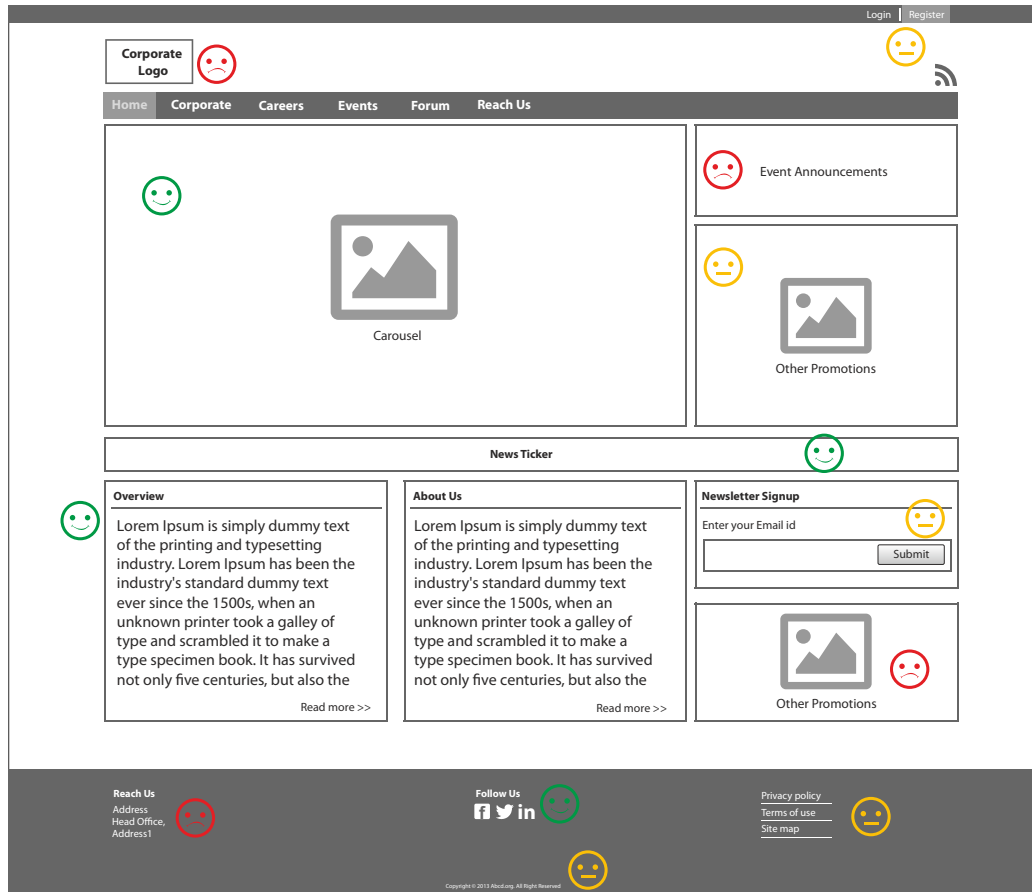




## User Interface Developer

*Builds user interfaces that support the exchange of information between an application's users and its back-end processes and databases. UI Developers combine both design sensibilities and technical skills together.*

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# Heuristic Evaluation

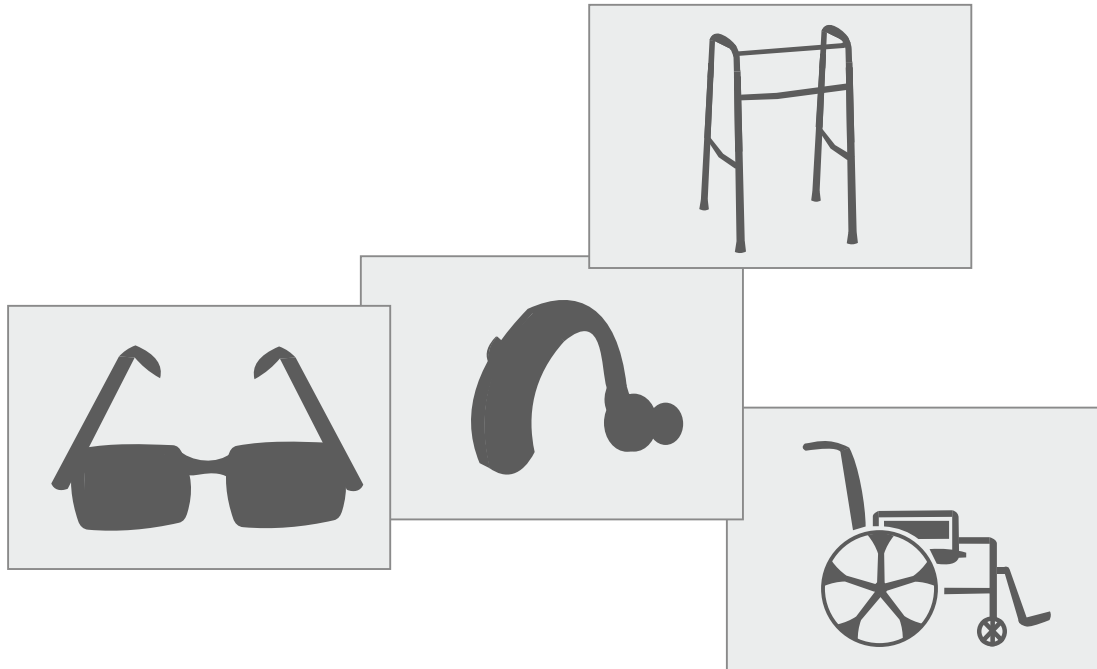
*A heuristic evaluation is a usability inspection method for computer software that helps to identify usability problems in the user interface design. It specifically involves evaluators examining the interface and judging its compliance with recognized usability principles.*



## Usability Lab

*A Usability lab is a place where Usability testing is done. It is an environment where users are studied interacting with a system for the sake of evaluating the system's usability.*

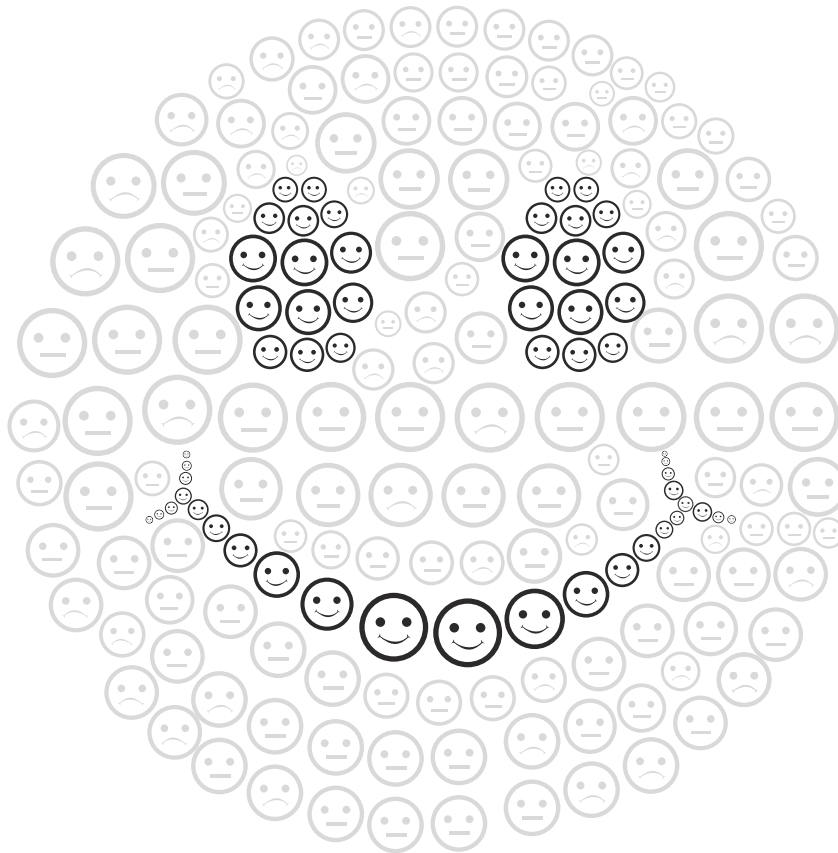
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## Accessibility Testing

*It is a type of systems testing designed to determine whether individuals with disabilities will be able to use the system in question, which could be software, hardware, or some other type of system.*

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## User Experience

*User experience involves a person's behaviors, attitudes, and emotions about using a particular product, system or service. User experience includes the practical, experiential, affective, meaningful and valuable aspects of human-computer interaction and product ownership.*

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# **CELEBRATE UX**

Techdew Ux Design & Consulting Firm