

Die **Unbenutz-**
barkheit von
Enterprise-Web
Anwendungen



ROBERT

@mrreynolds



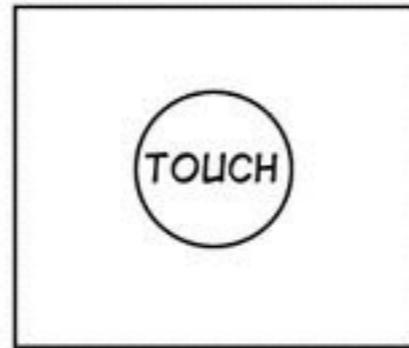
ROMAN

@rstrangh

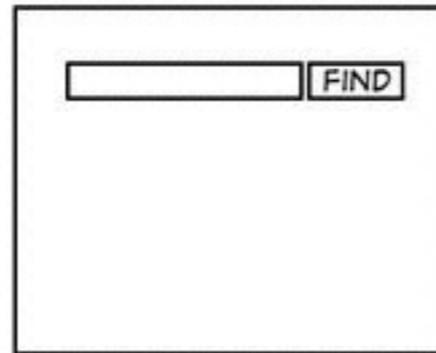


innoQ

TYPICAL APPLE PRODUCT...



A GOOGLE PRODUCT...



YOUR COMPANY'S APP...

FIRST NAME:	<input type="text"/>	TYPE CD:	<input type="text"/>	4 - K
LAST NAME:	<input type="text"/>	TQP STAT:	<input type="checkbox"/>	AA2-
SSN:	<input type="text"/>	VER:	<input type="text"/>	DK9B
ID:	<input type="text"/>	CAT CD:	<input type="text"/>	KKA?
PHONE 1:	<input type="text"/>	CITY:	<input type="text"/>	CN3
PHONE 2:	<input type="text"/>	STATE:	<input type="text"/>	AA-9
ADDR 1:	<input type="text"/>	ZIP:	<input type="text"/>	NEW
ACCT #:	<input type="text"/>	ORD #:	<input type="text"/>	DEL

OKAY APPLY SAVE UNDO HELP DELETE EDIT
SELECT BROWSE ERRORS

YOUR COMPANY'S APP...

FIRST NAME:	<input type="text"/>	TYPE CD:	<input type="text"/>	4 - K
LAST NAME:	<input type="text"/>	TQP STAT:	<input type="checkbox"/> <input type="checkbox"/>	AA2-
SSN:	<input type="text"/> <input type="text"/> <input type="text"/>	VER:	<input type="text"/> <input type="text"/>	DK9B
ID:	<input type="text"/>	FT/PT:	<input checked="" type="checkbox"/>	KKA?
PHONE 1:	<input type="text"/> <input type="text"/> <input type="text"/> ...	CAT CD:	<input type="text"/>	CN3
PHONE 2:	<input type="text"/> <input type="text"/> <input type="text"/> ●	CITY:	<input type="text"/>	AA-9
ADDR 1:	<input type="text"/>	STATE:	<input type="text"/>	
ACCT #:	<input type="text"/>	ZIP:	<input type="text"/> ...	NEW
		ORD #:	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> ? ●	DEL

- | | | | | | | |
|--------|-------|--------|------|--------|--------|------|
| OKAY | APPLY | SAVE | UNDO | HELP | DELETE | EDIT |
| SELECT | | BROWSE | | ERRORS | | |

NATURGESETZ

oder

VORSATZ?

PROBLEM

FEHLENDES
VERSTÄNDNIS

PROBLEM

MANGELNDE
WERTSCHÄTZUNG

Design › Code › Business » Das Magazin der Kreativbranche

PAGE

PRAKIS
**Websites
kalkulieren**
Konzeption, Design,
Programmierung,
Support

Wir können
auch anders ...

**HÜBSCH
MACHER
PIXELSCHUBSER
GRAFIKMÄUSCHEN**

**DIE ROLLE
DES GESTALTERS
IM
INNOVATIONS-
PROZESS**

Chancen und Strategien
für Kreative

Digital Design

Typografie

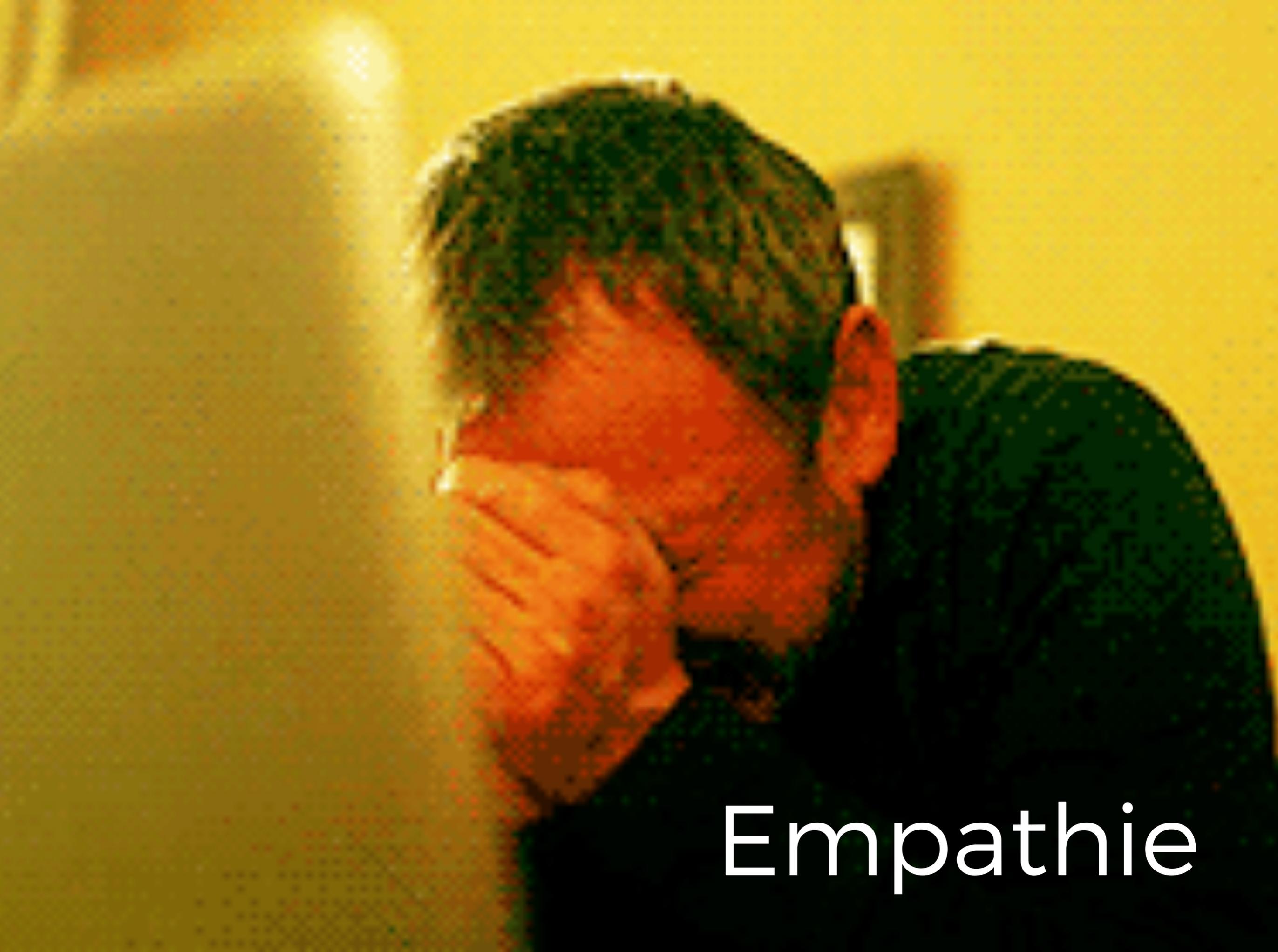
Winzschriften
fürs Internet der
Dinge

PAGE 05.2015

www.page-online.de

DEUTSCHLAND CH 13,40 CHF
A 11,00 EUR
9,95 EUR L 11,70 EUR

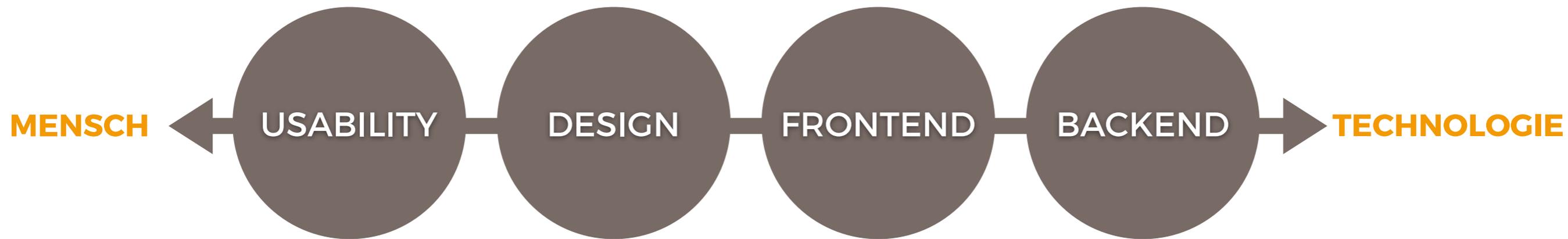
<http://page-online.de/issue/page-05-2015/>



Empathie

PROBLEM

MANGELNDES
KNOWHOW



PROBLEM

UNTERNEHMENS-
KULTUR



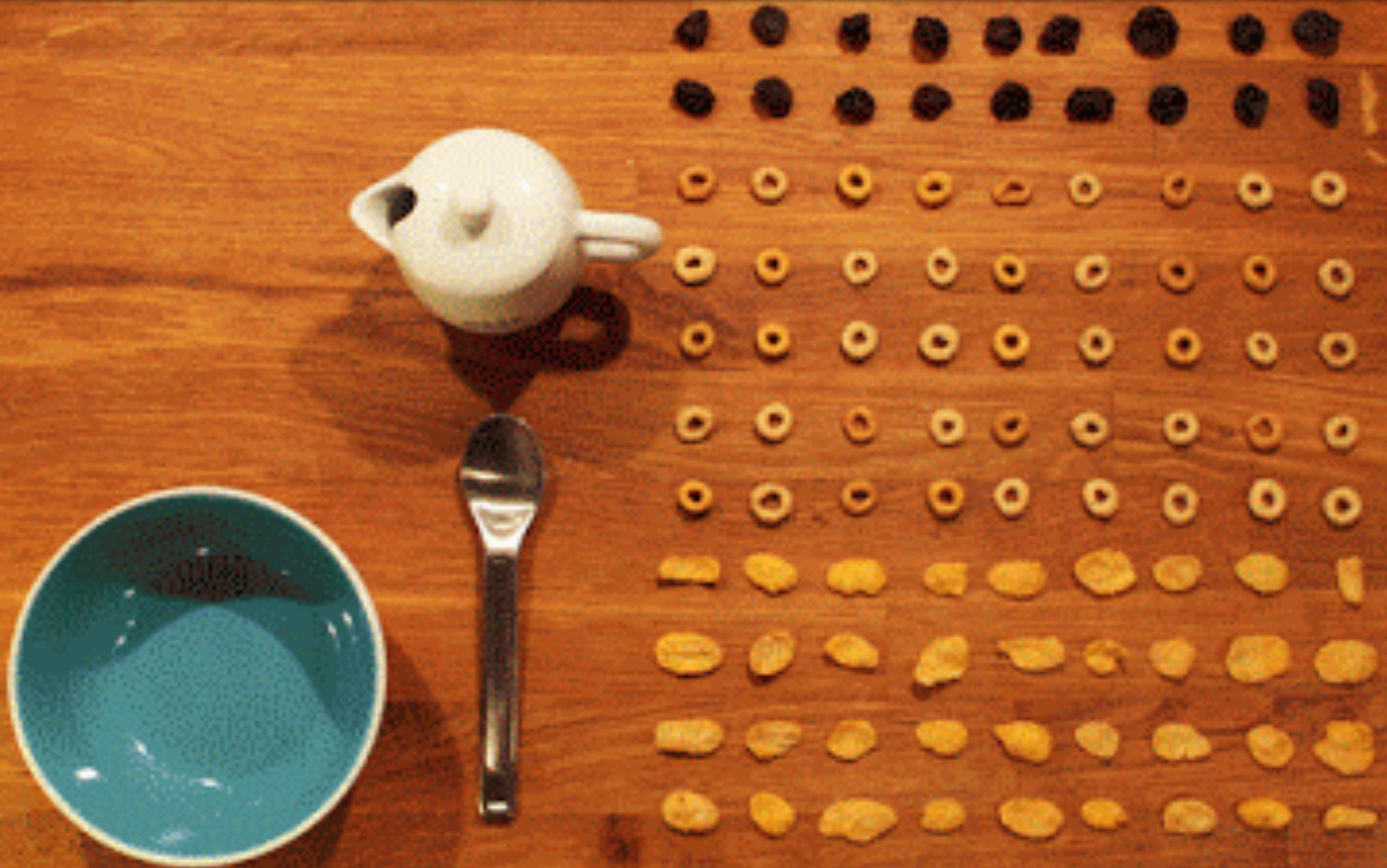
Und **nun**?

UX für HACKER

VERSTÄNDNIS

„Was ist **UX** und was hat das mit **Design** zu tun?“

Produkt



User Interface



User Experience



<http://edlea.com/blog/product-ux-ui-cereal/>

UX ist **nicht** UI.

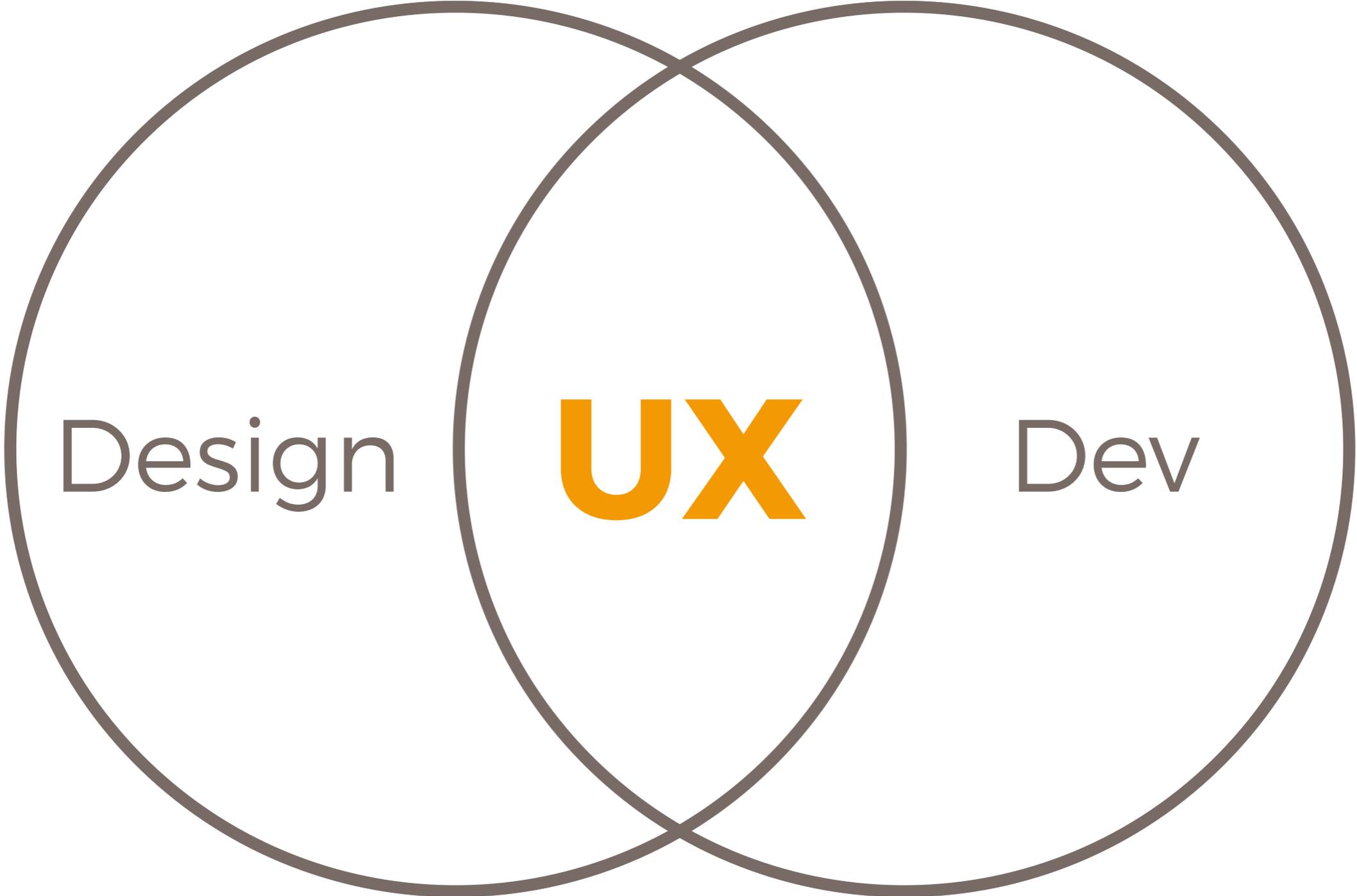
<http://uxisnotui.com>

Wie UX
gesehen
werden
möchte.

Field research
Face to face interviewing
Creation of user tests
Gathering and organizing statistics
Creating personas
Product design
Feature writing
Requirement writing
Graphic arts
Interaction design
Information architecture
Usability
Prototyping
Interface layout
Interface design
Visual design
Taxonomy creation
Terminology creation
Copywriting
Presenting and speaking
Working tightly with programmers
Brainstorm coordination
Design culture evangelism

Wie UX typischerweise gesehen wird.

Field research
Face to face interviewing
Creation of user tests
Gathering and organizing statistics
Creating personas
Product design
Feature writing
Requirement writing
Graphic arts
Interaction design
Information architecture
Usability
Prototyping
Interface layout
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Visual design
Taxonomy creation
Terminology creation
Copywriting
Presenting and speaking
Working tightly with programmers
Brainstorm coordination
Design culture evangelism



Design

UX

Dev

WERTSCHÄTZUNG

„Warum sollte mich **UX**
überhaupt interessieren?“

Weil Du es
tagtäglich
umsetzt.

Weil die
Einstiegshürde
sehr niedrig ist.

Weil die Arbeit
erfüllender ist.

“I don’t care how many
kick-ass Visio architecture
diagrams you have; as far
as the user is concerned,
the UI is the application.”

—Jeff Atwood

Empathie durch
**Hypothesen &
Annahmen.**

Dabei vorher die
richtigen Fragen
stellen.

Wer sind die Nutzer der Anwendung?

Wie beeinflusst die Anwendung den Arbeitsalltag des Nutzers?

Welches Geschäftsproblem löst die Anwendung?

Wie und wann wird die Anwendung benutzt?

Welche Features sind essentiell?

Wie sollte sich die Anwendung verhalten und wie sollte sie aussehen?

Nutzer mit Hilfe
von **Personas**
entwickeln.

Name

**Demo-
graphische
Daten**

**Schmerzen &
Bedürfnisse**

Lösungen

Beispiel: Online Banking

Rolf K.

**Unternehmer
Vorruhestand
50 Jahre alt**

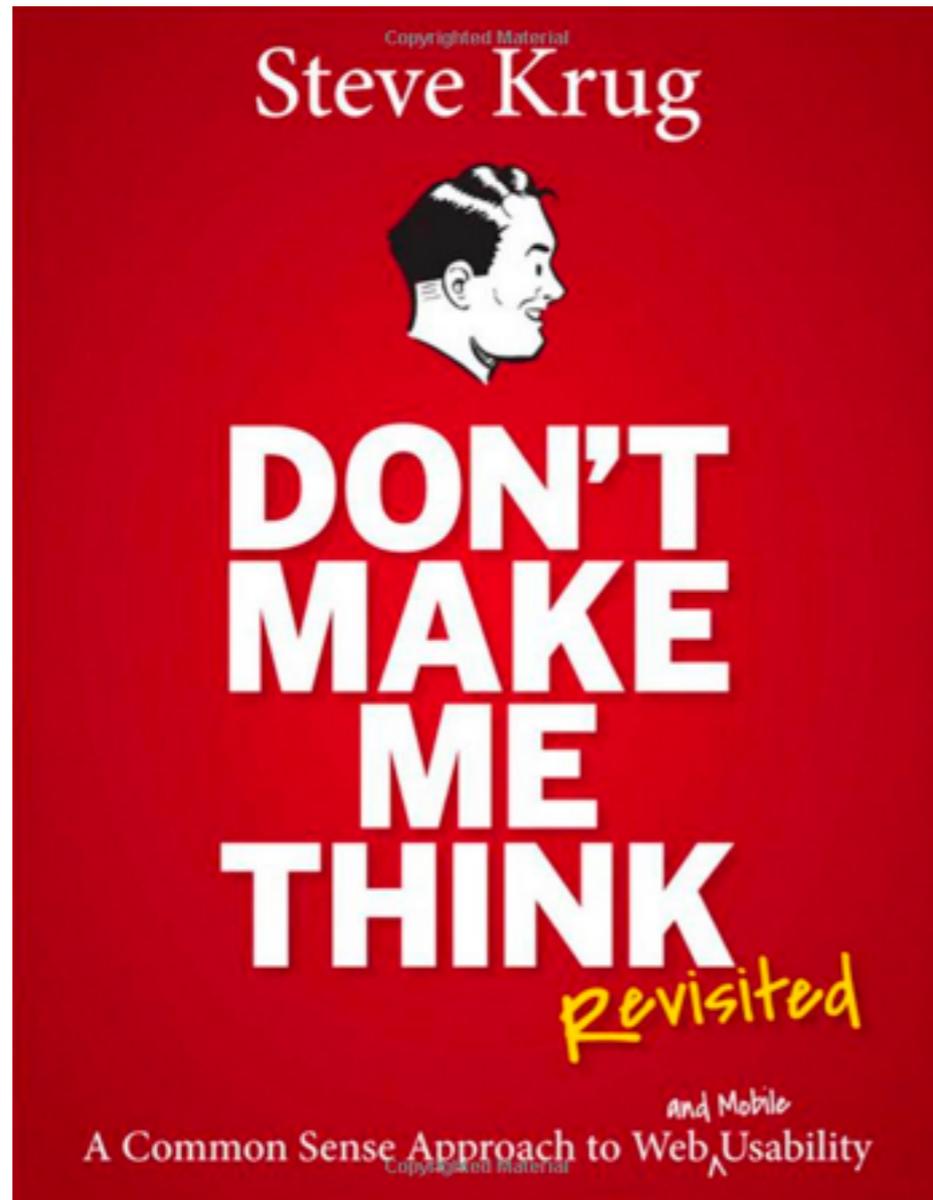
**Viele
Umsätze,
kein
Durchblick**

**Umsatz-
kategorien,
Logos**

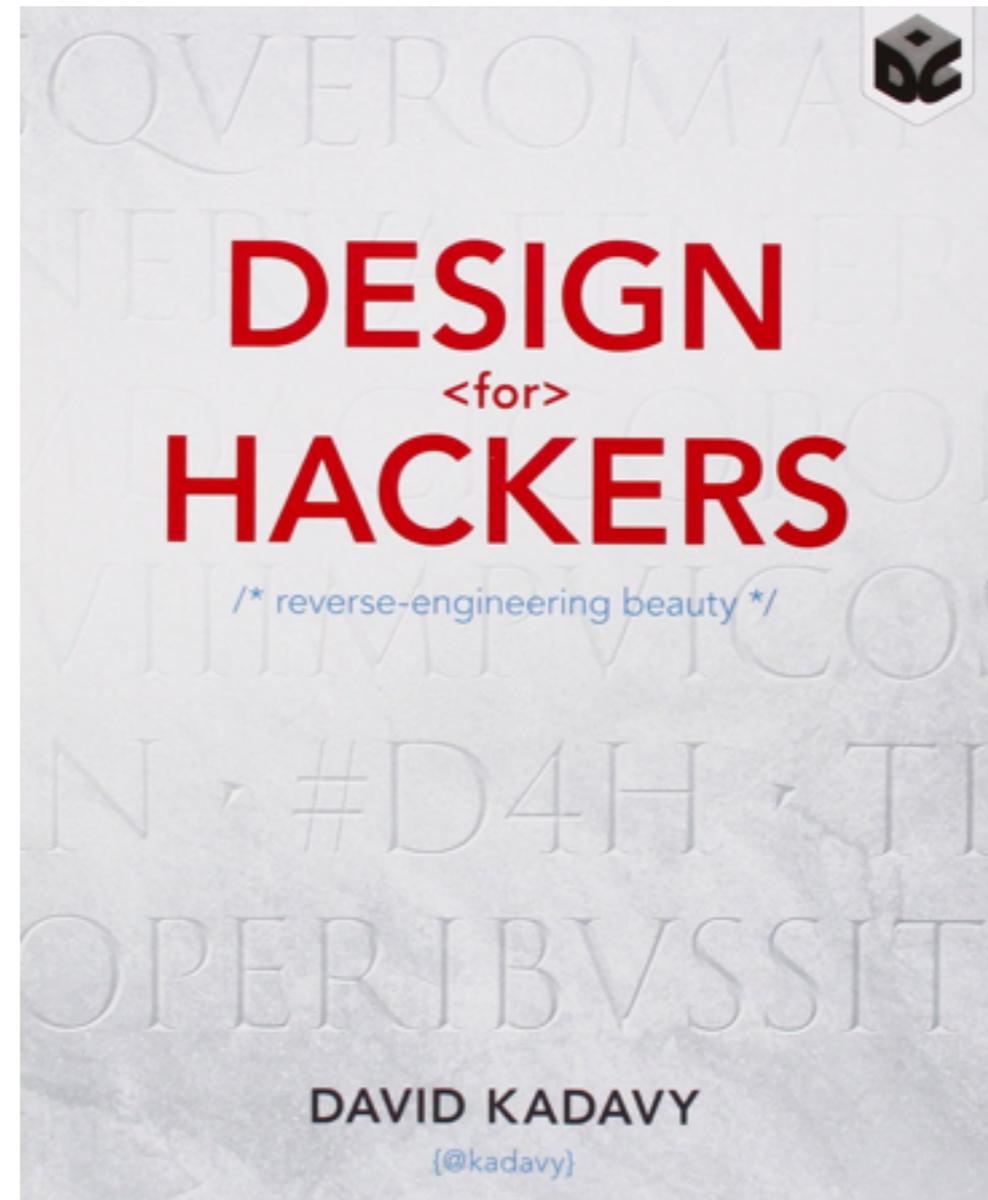
KNOWHOW

„Was kann **ich** schon tun?“

Starte mit
ein paar **Basics**...



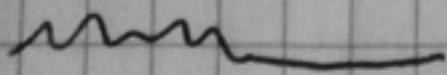
UX BASICS



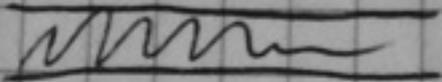
DESIGN BASICS

Skizziere und
Diskutiere UIs
mit dem Team
vor der Umsetzung.

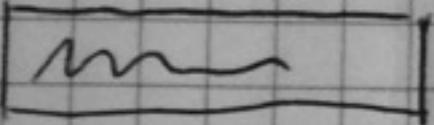
Beginne mit
Komponenten...



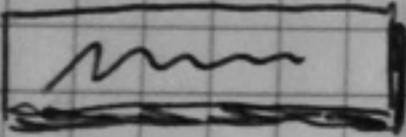
Text



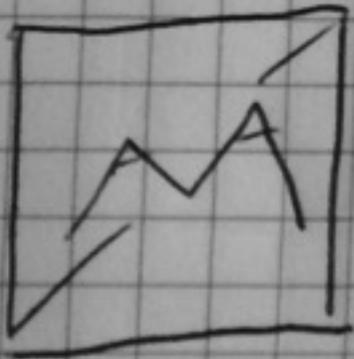
Headline



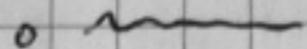
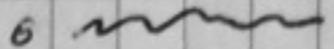
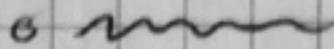
Form



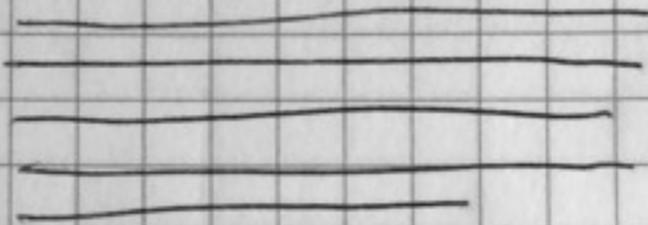
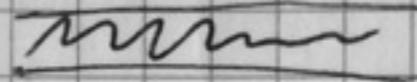
Button



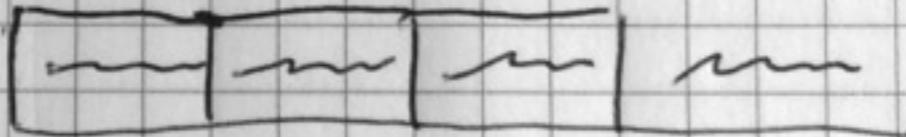
Image



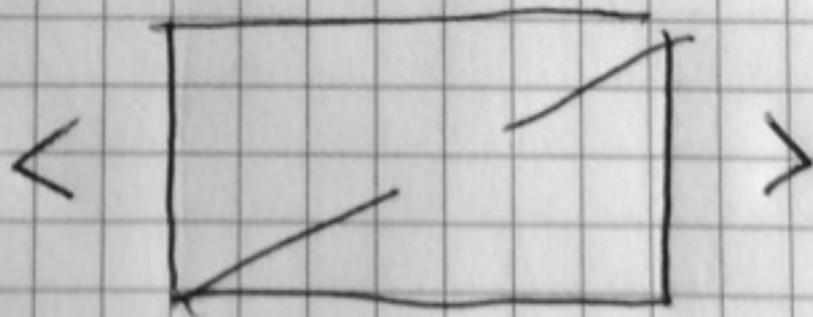
Lists



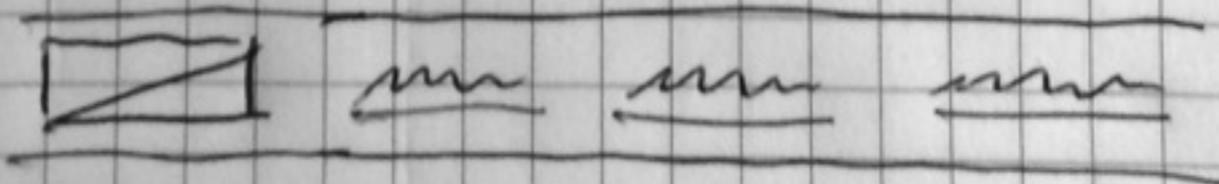
Paragraph



Tabs



Carousel



Navbar

...und **setze diese**
zu Größeren
zusammen.

Orga - Landing Page (Show)

Hauptnavi

ⓘ ~~~~~ X

Flüchtlingsheim Mouxheim		Beschreibung
Adresse	Kontakt	
~~~~~	~~~~~	~~~~~
~~~~~	~~~~~	~~~~~
~~~~~	~~~~~	~~~~~
Links		
~~~~~	~~~~~	~~~~~
~~~~~	~~~~~	~~~~~
~~~~~	~~~~~	~~~~~

Was wir brauchen

3x	Herrenschuhe Größe 43	Geben
∞	Fahrer am Mittwoch...	Geben

Organisations-Footer

~~~~~

~~~~~

~~~~~

Plattform Footer

# Claim + Show Request

Hauptnavi

Hilf uns jetzt mit

3x Herrenschuhe 43

~~~~~

~~~~~

läuft ab am 23.04.2015

Wieviel möchtest Du geben? [ 3 ]

Deine Email [ jan@iunog.com ]

ⓘ

GEBEN >



“We’re **not**  
designing pages,  
we’re designing  
**systems of**  
**components.**”

—Stephen Hay

Nutze  
**Style Guides.**

# styleguide.pdf



Enter Text...

CLICK



Nutze

**Living** **Style Guides.**

<https://yourcompany.com/styleguide>

COMPONENTS

Cards >

Ad Units >

Alerts >

Badges >

Breadcrumbs >

**Buttons >**

Hero Banner >

Month blocks >

Preloader >

Page Title >

Pagination >

Picture >

POI List >

## Buttons

### Please note:

Buttons do not call this component directly as the abstraction would be overkill. Buttons should always look like these through a combination of the modifier classes detailed below and in [buttons.sass](#)

### Colour variations

#### Standard button

Lonely

```
<a class='btn btn--linkblue btn--medium' href='#'
```

#### Green button

Register

```
<a class='btn btn--green btn--medium' href='#'
```

#### Red button

Delete

```
<a class='btn btn--medium btn--red' href='#'
```

#### Yellow button

Book

```
<a class='btn btn--medium btn--yella' href='#'
```

Ergänze mit  
**Style Tiles.**



Style Tile  
version:1

## Election Headline

Font: Kulturista Web Bold by Typkit

## Election Subhead

Font: Kulturista Web Regular by Typkit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at

[This is an example of a Text link »](#)

[Learn More ©](#)

### Possible Colors



### Possible Patterns



**Current** Comprehensive

Smart **Stimulating**

<http://styletil.es>



Style Tile  
version:2



## Election Headline

Font: Sirba Web from Typekit

## Election Subhead

Font: Sirba Web Italic from Typekit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at

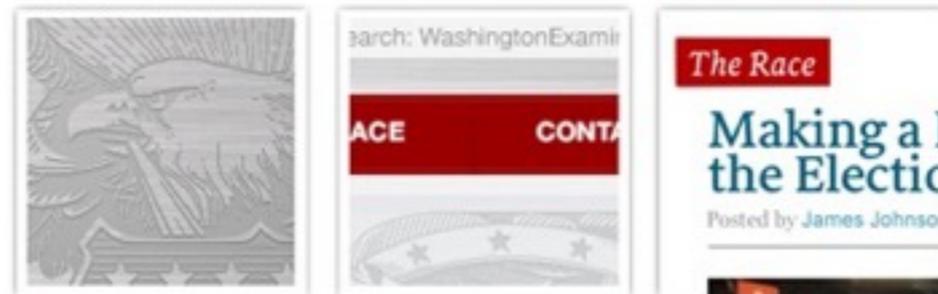
[This is an example of a Text link »](#)

[Learn More »](#)

### Possible Colors



### Possible Patterns



**Authoritative** Solid  
*Insightful* **Conservative**

<http://styletil.es>

Prüfe Annahmen mit  
**Rapid Prototypes &  
MVPs**

**HTML, CSS** und  
**JavaScript**  
müssen sitzen.

**Handwerkszeug!**

# Learn to code HTML and CSS

<http://learn.shayhowe.com/>

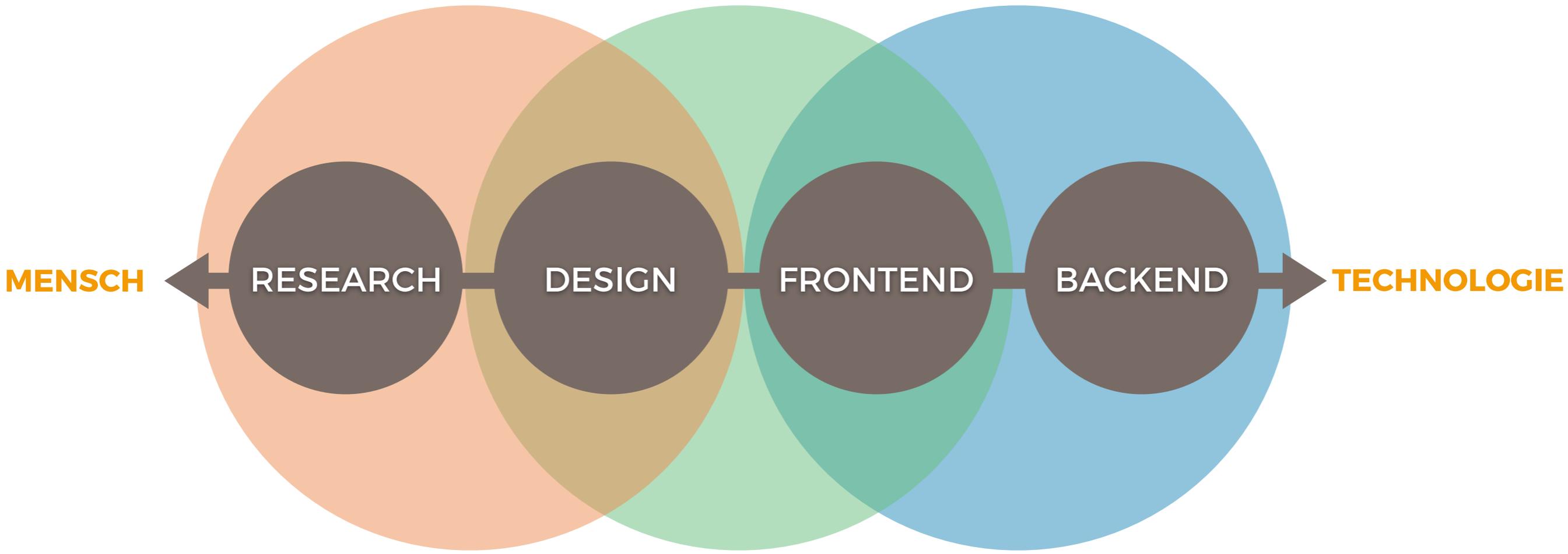
# A re-introduction to JavaScript

<https://goo.gl/jpKyR7>

# UNTERNEHMEN

„Wie kann ich **UX**  
etablieren?“

# **Fachübergreifende Teams**



**MENSCH**

**RESEARCH**

**DESIGN**

**FRONTEND**

**BACKEND**

**TECHNOLOGIE**

UX Designer

UI Developer

Application  
Developer

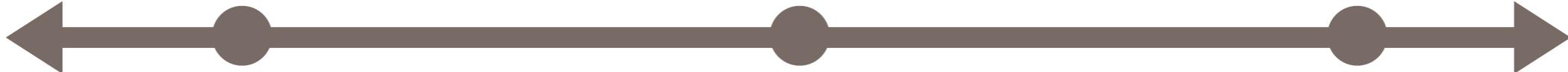
# Integration in den agilen Prozess

👉 Rolle des PO im Thema UX

👉 Pairing mit Designern

👉 Keine Feuerwehr-Einsätze

**NO UX**



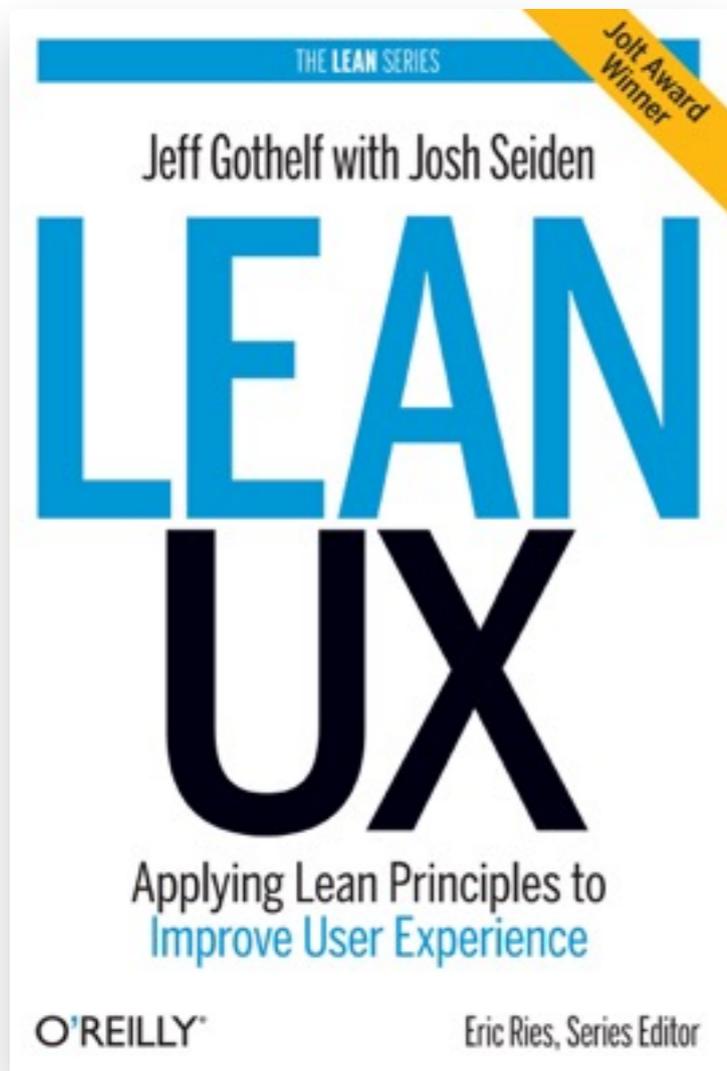
**LEAN UX**

Sketching  
Prototyping

UX via User Stories  
Pairing

User Testing  
Feedback

# EMPFEHLUNG



“shifting from output to outcomes”

“speed first, aesthetics second”

“not relying on heroes”

“embracing UX debt”

**FAZIT.**

Es ist viel Arbeit,  
die es aber **wert** ist.

**Danke.**

# Fragen & Feedback?



**ROBERT  
GLASER**

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**ROMAN  
STRANGHÖNER**

[roman.stranghoener@innoq.com](mailto:roman.stranghoener@innoq.com)