

# Mobilna delovna okolja za izboljšanje delovne uporabniške izkušnje

- uporabniško orientirano načrtovanje

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*“Velike **ideje** in odlični **produkti**  
niso dovolj za **uspeh**”*



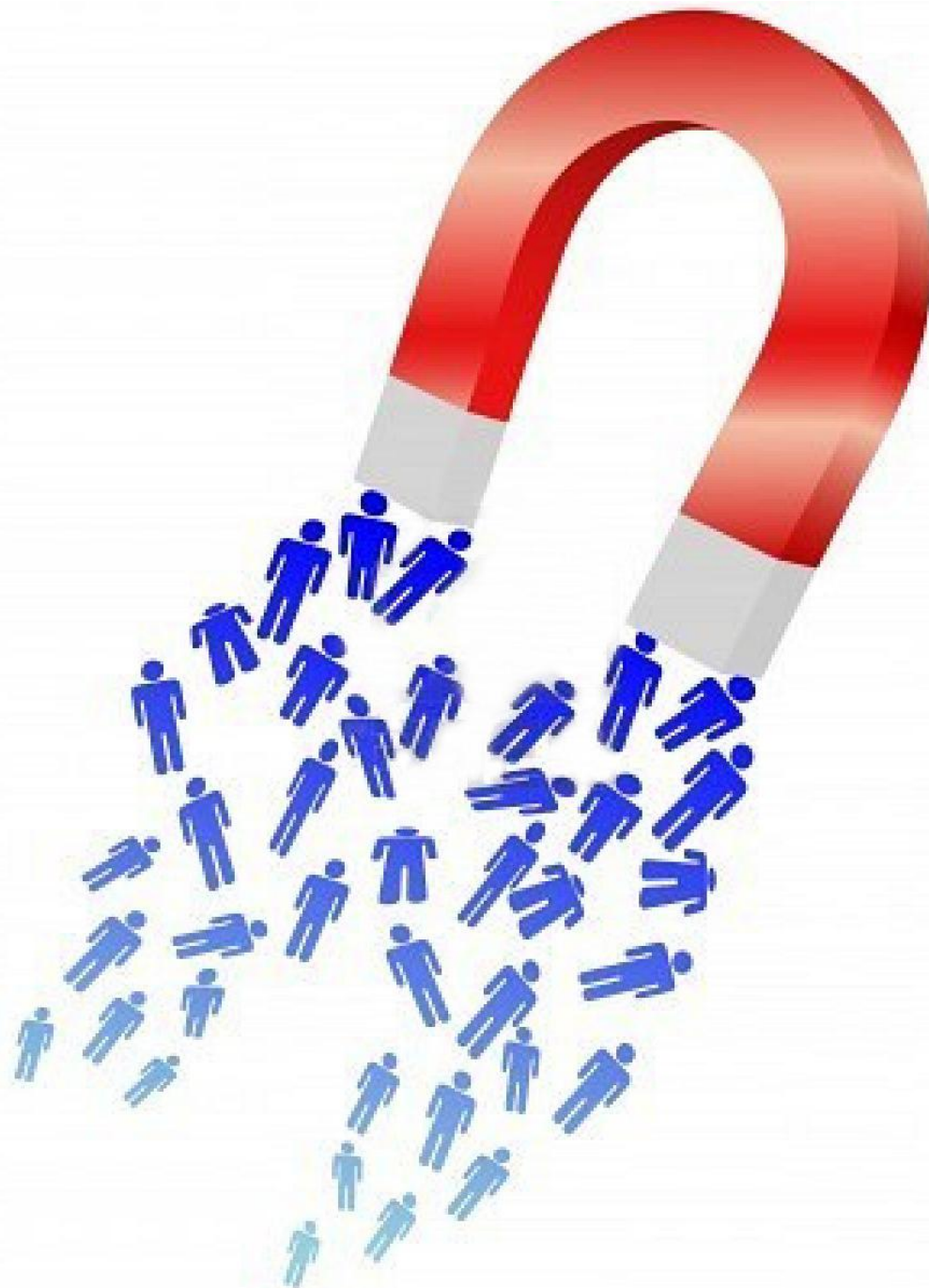
amazon.com<sup>®</sup>

ANGRY BIRDS



Milka

Google<sup>™</sup>



**Uporabniška izkušnja** vključuje dožemanja in odzivi, ki so posledica uporabe ali pričakovane uporabe sistema.



Pogosta zamenjava:

**UPORABNOST VS  
UPORABNIŠKA IZKUŠNJA**

- **Uporabnost** produkta je merilo **uspešnosti**, **učinkovitosti** in **zadovoljstva**, s katerim lahko tipičen uporabnik z uporabo tega produkta, v določenih pogojih in okolju, doseže zastavljeni cilj.

**Ali lahko uporabnik doseže svoj cilj?**



- **Uporabniška izkušnja**

Brez posebnih ciljev – prosta izbira;

Bolj kot uspešnost ali učinkovitost je pomembno **čustveno nagrajevanje.**

# Cilj: Plesati na maturantskem plesu

- Uporabno
- Odlična uporabniška izkušnja



# Cilj: Prispeti iz NM v KP

- Uporabno



- Odlična uporabniška izkušnja



Kako?

# **UPORABNIŠKO USMERJENO OBLIKOVANJE**



**Uporabnik** ima  
vedno **prav.**

*“Vi niste vaš **uporabnik**.  
Niti je vaš šef.”*

-Jessyca Frederick, ThisNext

**Uporabniško usmerjeno oblikovanje** je tip oblikovanja, kjer se največja pozornost posveča na potrebe, želje in omejitve končnega uporabnika produkta.

# **NAVODILA ZA OBLIKOVANJE**



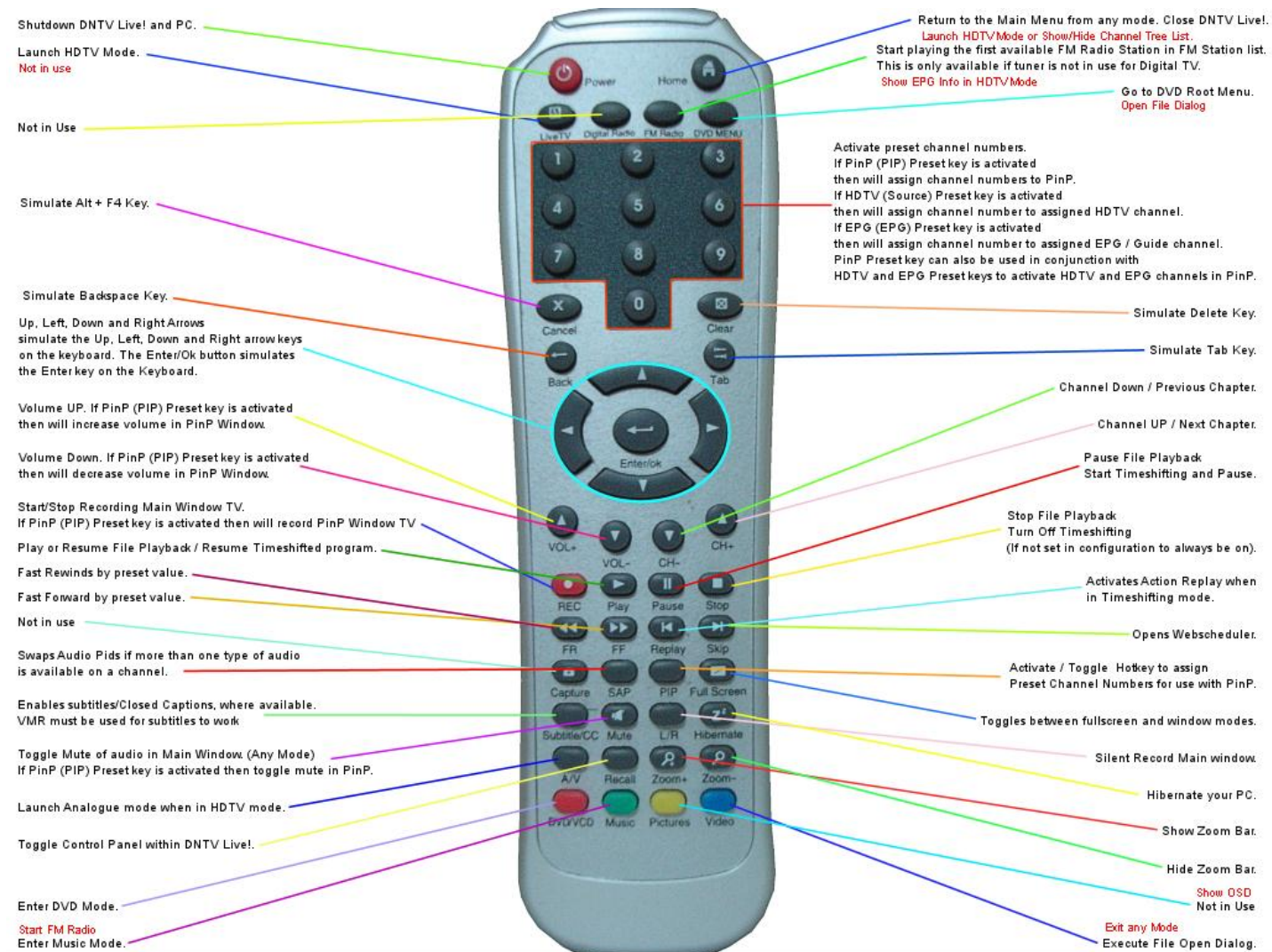
# Običajne stvari naj zgledataj kot...



...ostale običajne stvari



# Namesto dodajanja vedno več novih funkcij...



...izboljšajte **interaktivnost**



Namesto izolacije...



...omogočite **sodelovanje** in  
**povezanost**



Preden začnete z iskanjem rešitve...



...**identificirajte** in dobro  
**analizirajte** uporabnikove težave

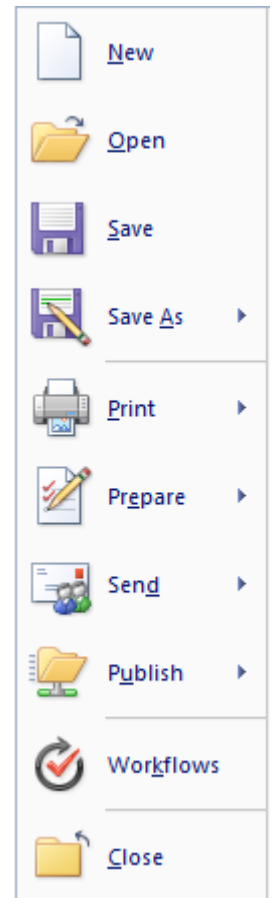
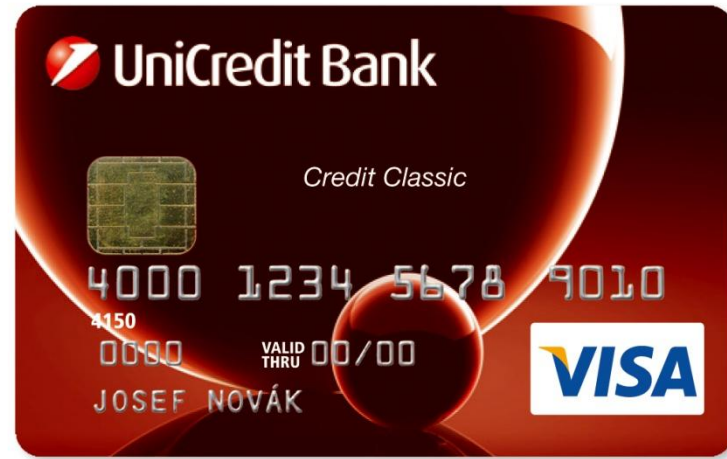


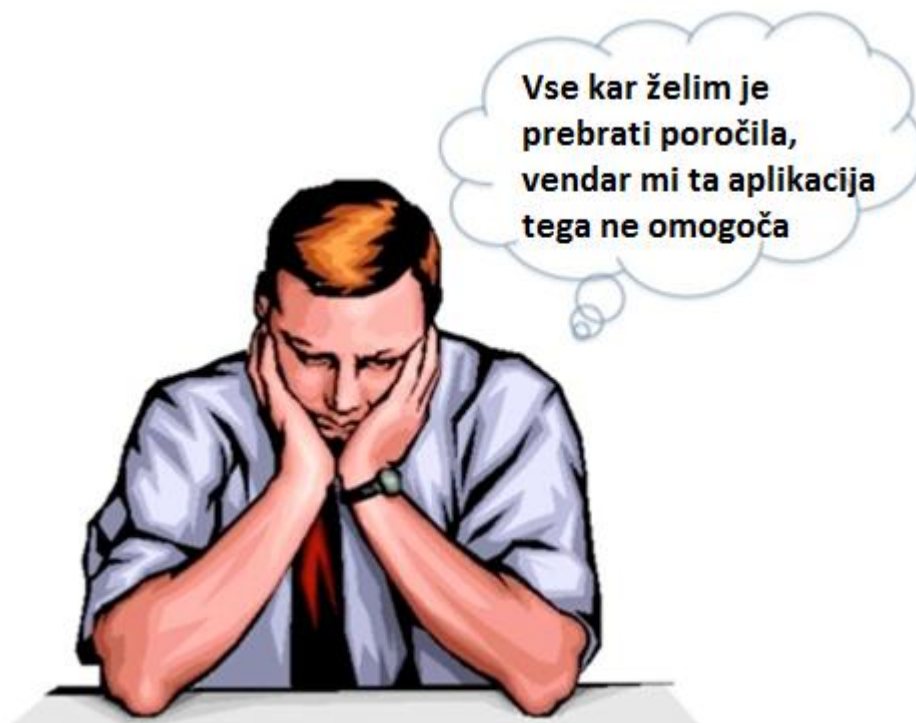


# Previdno s prikazovanjem podatkov









**Uporabnika je**  
potrebno **razumeti.**

# **RAZUMEVANJE UPORABNIKOV**



# Uporabniški profili

- ✓ Demografske karakteristike
- ✓ Izobrazba
- ✓ Delovne izkušnje
- ✓ Računalniške izkušnje
- ✓ Izkušnje s podobnimi produkti
- ✓ Posebna znanja
- ✓ Primarne in sekundarne naloge
- ✓ Dostopne tehnologije
- ✓ Stališča in vrednote
- ✓ Kritičnost napak

# Personne

## Corey – web savvy

“I don’t really have time but I’ll make time if it’s worth doing”



### Personal

- Name: Corey
- Age: 30
- Gender: Female
- Personality: Direct, resourceful, early adopter
- Occupation: Proprietor of film extras agency
- Special needs: None

### Demographics

- Income: £57,000 from own business
- Education: Bachelor degree
- Location: North London, UK
- Relationships: Single

### Quotes

- “I don’t really have time, but I’ll make time if it’s worth doing”
- “I have very high expectations”
- “Why do I need to leave my desk?”

### Internet usage:

- Experience: Advanced
- Access: Home office, blackberry
- Uses: Own business website, social networking, business networking, reviewing competitor websites, shopping, eBay, business admin
- Favourite sites: eBay, Amazon, Ocado, Facebook,

Corey bought an expensive ‘Miu Miu’ designer handbag from a reseller on a website offering designer labels at reduced prices. While she has paid, the bag has not arrived, the reseller says they have sent it and denies any more responsibility.

At £350 she’s keen to get the bag or her the money back, but her emails to the buyer are being ignored, the online payment provider say they can’t help and she is not satisfied with the responses from the website’s helpdesk.

**Name:** Janez Novak  
**Age:** 32  
**Family:** Married, with two children.  
**Location:** With his family, Janez lives in a small flat in the center of a city.  
**Education:** Telecommunications college  
**Hobbies:** Janez plays basketball with his colleagues once a week. He loves to watch science-fiction movies in the cinema. He spends the holidays with his family camping near the sea.  
**Job:** Janez likes being an operator most of the time. He is very talkative and kind to the customers. However, sometimes Janez is bored at work, as he believes he is able to do more.



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## Katharine

### Project Manager

Katharine has worked at ACME for three years. She works in the Finance Department at the Stratford Office. Katharine performs a lot of general administrative functions in the department, but she is also responsible for maintaining all of the Finance areas of the website. Katharine graduated from Monash University four years ago with a double degree Bachelor of Commerce and Bachelor of Information Systems.



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### DAY TO DAY

Katharine usually receives emails and phone calls from other staff within her division, asking her to update various components of the Finance section on the website. Katharine is often asked by other staff to help them find information on the site. After finding the page or section they need, Katharine sends emails to her colleagues with a link to the relevant information. Katharine occasionally checks what sort of training is available to her - often for IT systems.

### COMMON TASKS

- Access Email
- Use Phone Directory
- View IT Forums
- View IT Requests
- Book Online Training
- Access general HR - leave, paylips,

### PERSONAL DETAILS

Katharine is 27 years old. She lives with her boyfriend Mark in an apartment in Foot Melbourne. Her family is originally from the Sichuan province in China, but Katharine was born in Australia. Katharine keeps in contact with a lot of her friends from her course at Monash, and they meet for drinks every second week at a bar in South Melbourne. Katharine plays the piano, and also teaches some piano students at home.



# Scenariji uporabe





Prototype

Product version

**IZZIVI?**



# Posebej za:

- otroke;



- starejše;





The screenshot shows the Video Interpreter (VI) software interface. At the top, there are menu options: Connection, Video/Audio, Layout, and Help. Below this is a toolbar with buttons for Agent State, Dial Number, Call Control (Accept Call, Hold/Retrieve, Disconnect, Transfer Call, Deflect Call), Tools (Wrapup, Record), and Login/Logout. The main window is divided into three panes: Video View, Sound Control, and Predefined Phrases. The Video View pane shows a video feed of a woman speaking. The Sound Control pane has buttons for Speaker and Mic. The Predefined Phrases pane contains a list of messages and buttons for 'Enviar' and 'Buscar'. At the bottom, there is a Chat section with a 'Mensaje de voz' button and another 'Enviar' and 'Buscar' button.



**REŠITEV**



## Emilijini nasveti



- Kdo so vaši **bodoči uporabniki**?
- Kakšne **karakteristike** imajo? Kaj jih dela posebne?
- Ali so standardne metodologije za uporabniško usmerjeno oblikovanje uporabne za vašo ciljno skupino?
- Če so: **Uporabite** vsaj nekaj izmed njih pri oblikovanju produkta.
- Če niso: **Prilagodite** metodologije za vašo ciljno skupino in jih **uporabite** pri oblikovanju produkta.

# Hvala!



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