

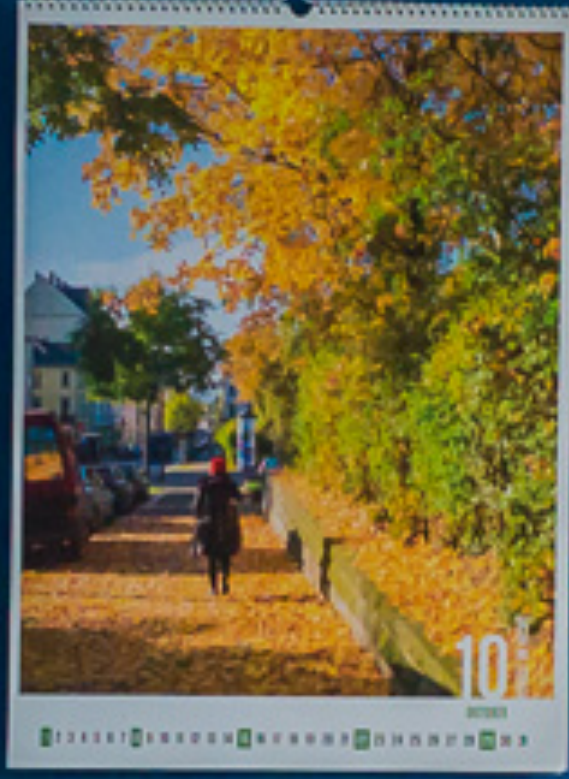
User Experience
als Team-Effort



Florian Heinze

#Sandstorm #Frontend-Dev #React #UX-Jedi
#Sketch #Neos #Bouldern #Maker #Trekking ...







NEOS

User Experience
als Team-Effort

Sandstorm

15 Generalisten

12 Entwickler

1 Marketing

1 PM und Strategie

1 Backoffice

davon ein UX-Jedi :)

5 bis 10% meiner Arbeitszeit
für UX Themen



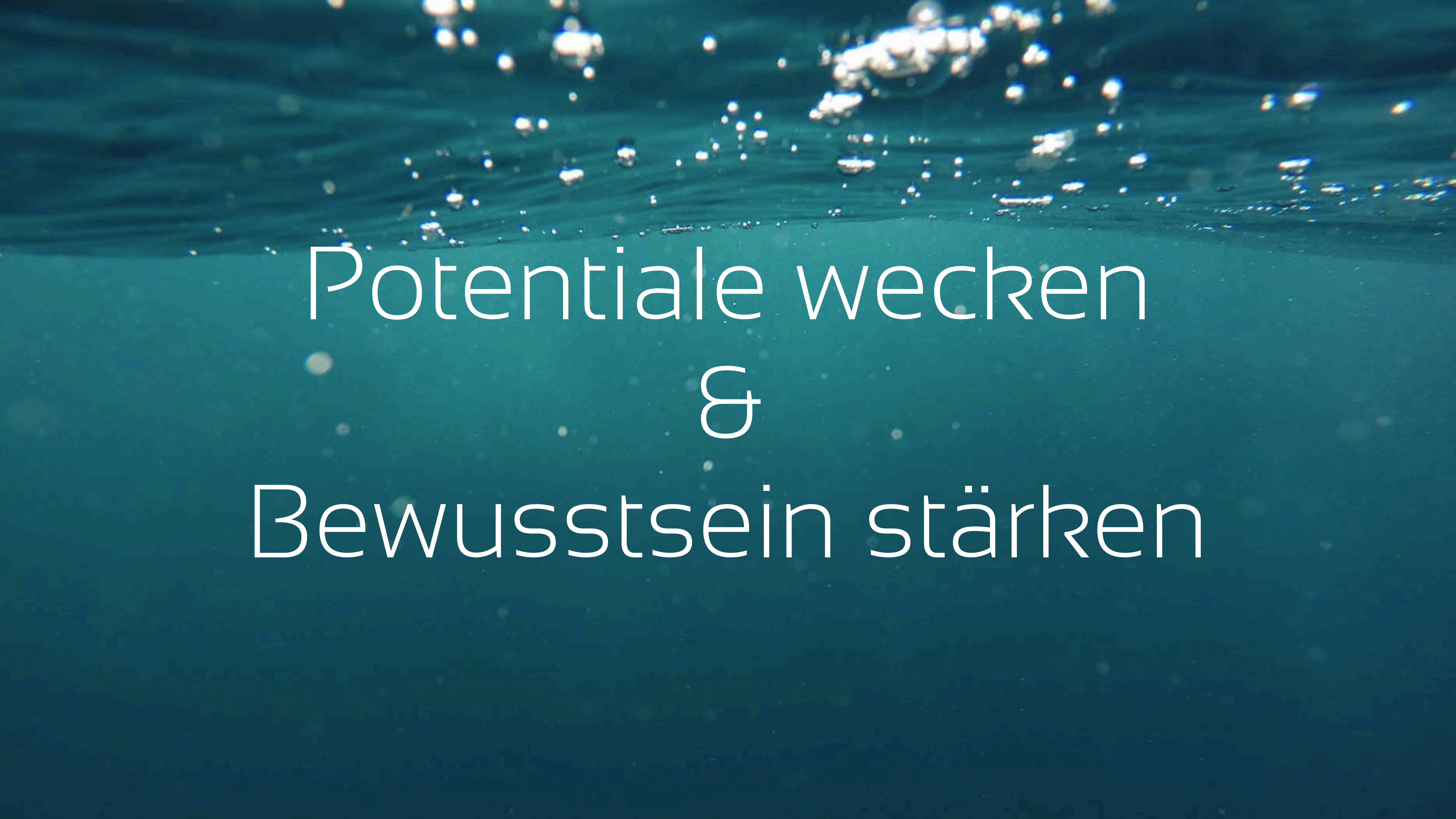
Bottleneck



Truckfactor = 1

:(

UX-Jedi
anstellen?

The background of the image is an underwater scene. Sunlight filters down from the surface, creating a shimmering effect with many small, bright spots and bubbles scattered throughout the water. The overall color palette is a range of blues, from deep navy to a lighter, sunlit teal.

Potentiale wecken
&
Bewusstsein stärken

?

1. Show & Tell
2. Workshop & Poster
3. Zusammen lernen

1. Show & Tell

für alle Sandstormer

implizites Wissen
explizit machen



Separation of Concerns

(Context, Context, Context, ...)

"schwache" Trennung

The image shows a web editor interface with a central content area and a sidebar on the right. The content area is a white box with a background image of a workshop. The sidebar on the right shows the 'Meta' information for the selected element 'Holz'.

Navigation (Left Sidebar):

- konglomerat.org
- Hinweise
- Spielwiese
- Wir
- Programm
- Das Rosenwerk
- Freunde & Förderer
- Kontakt
- Mitmachen
- Werkbereiche
 - Holz
 - Laser
 - Elektro
 - Foto und Film
 - CNC
 - Siebdruck
 - Textil
 - 3D Druck
 - Print

Content (Center):

Inhalt

Sägen, Hobeln ...

Habt ihr kleine oder große Pläne, gute Ideen oder konkrete Vorstellungen – fehlt es euch aber am richtigen Equipment und dem nötigen Platz, dann seid ihr in der Holzwerkstatt an der richtigen Stelle. Auf ca. 90 qm könnt ihr Struktur und Ausstattung der Holzwerkstatt benutzen und wir helfen euch bei der Umsetzung eurer Konzepte.

Meta (Right Sidebar):

Selected element: Holz

Title: Holz

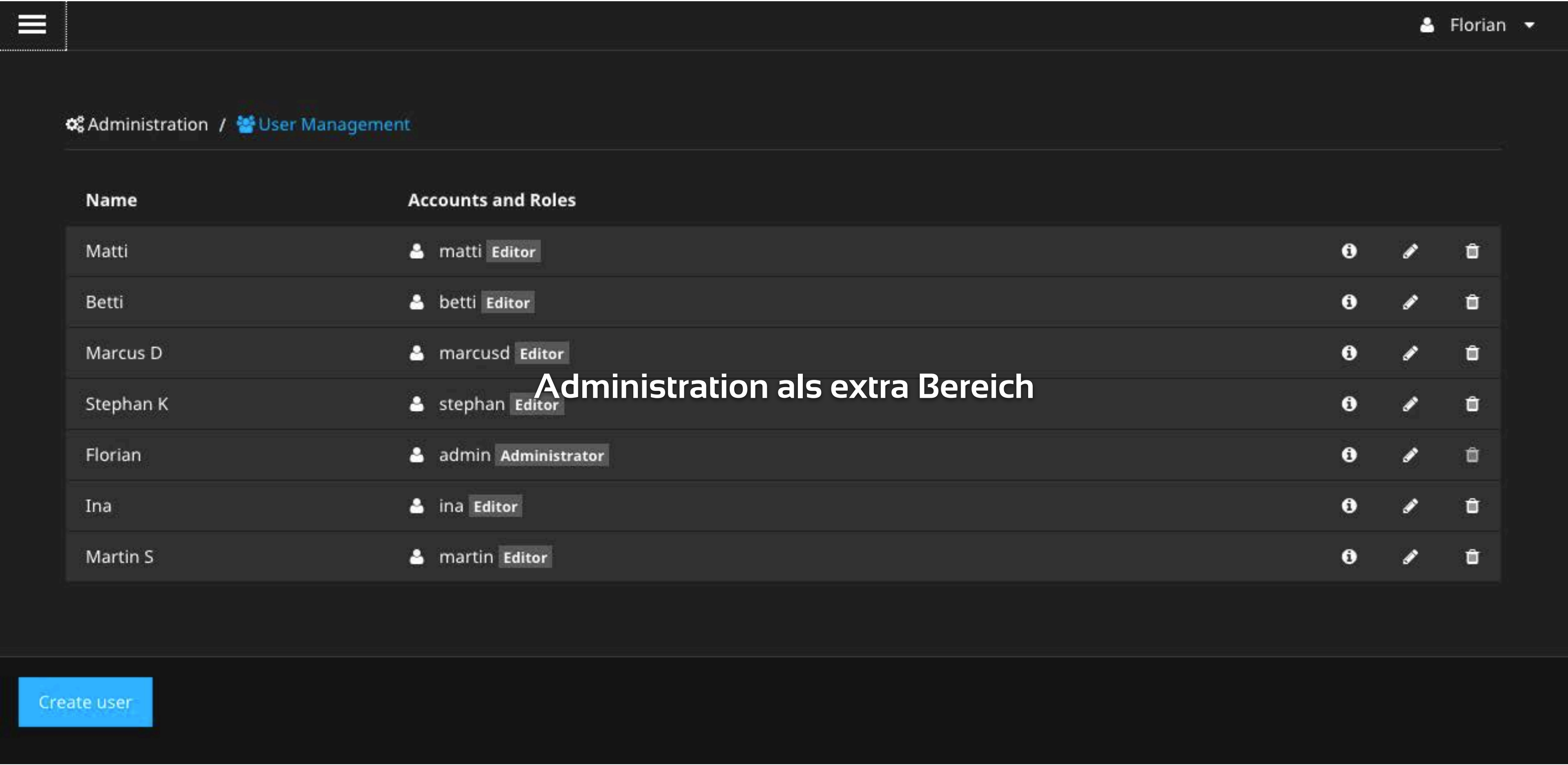
URL path segment: holz

Title Override: Used in <title> tag, max. 60 chars





























Eigenschaften: Standard Hintergrundbild

Wabe Linie 1: Discard changes / Apply

"starke" Trennung



The screenshot shows a user management interface with a dark theme. At the top left is a hamburger menu icon. At the top right, the user 'Florian' is logged in. Below the navigation bar, the breadcrumb 'Administration / User Management' is visible. The main content is a table with two columns: 'Name' and 'Accounts and Roles'. The table lists seven users: Matti, Betti, Marcus D, Stephan K, Florian, Ina, and Martin S. Each user entry includes a person icon, a username, a role (Editor or Administrator), and three action icons (info, edit, delete). A blue 'Create user' button is located at the bottom left of the interface.

Name	Accounts and Roles			
Matti	 matti Editor			
Betti	 betti Editor			
Marcus D	 marcusd Editor			
Stephan K	 stephan Editor			
Florian	 admin Administrator			
Ina	 ina Editor			
Martin S	 martin Editor			

[Create user](#)

Administration als extra Bereich



bewusst Wände bauen

und die Türen nicht vergessen

Skalierbarkeit



Ergebnisse anzeigen für

- < Alle Kategorien
- < Spielzeug
- < Puppen & Zubehör
- < Minipuppen & Zubehör

Minipuppen

Filtern nach

Versandoption

- prime

Liefertag

- Lieferung Heute
- Lieferung Morgen

Spielzeugfiguren & -charaktere

- My little Pony (2.598)
- Twilight (232)

Marke

- TY
- Hasbro
- Carletto Ty
- My little Pony

Durchschn. Kundenrezension

- ★★★★☆ & mehr (235)
- ★★★★☆ & mehr (292)
- ★★★☆☆ & mehr (320)
- ★★☆☆☆ & mehr (350)

Preis

- 0 - 20 EUR (1.298)
- 20 - 50 EUR (837)



GESPONSERT VON MY LITTLE PONY

Die ganze Welt der süßen Ponys

> Hier klicken



TY 90204 - My Little Pony - S...



My Little Pony Mädchen Bad...



Mein Soundbuch - My Little P...

Anzeige - Ihr feedback



Gesponsert

Hasbro Play-Doh B9324EU4 - My Little Pony Pinkie Pie's Cupcake Party, Knete von Play-Doh

EUR 12,79 EUR 12,99 prime

Lieferung morgen, 10. Juni

★★★★☆ 10



Gesponsert

Hasbro B9848ES0 - My Little Pony - Königliche Freunde Prinzessin Cadance, Spielset von Hasbro

EUR 19,99 prime

Nur noch 17 Stück auf Lager - jetzt bestellen.



Gesponsert

Hasbro B9850ES0 - My Little Pony - Königliche Freunde Prinzessin Twilight Sparkle, Spielset von Hasbro

EUR 19,99 prime

Lieferung morgen, 10. Juni



Bestseller



Keep it simple

till now Grid

from: Wed, [01/10/20...](#) [11:57 am](#)
to: Wed, [01/10/20...](#) [12:27 pm](#)

vs.

This Month

01/01/2018 - 31/01/2018



- Kontext nicht klar
- skaliert nicht
- geht noch einfacher

2. Workshop & Poster

für alle UX-Padawane

“UX Bashing”



Am konkreten Beispiel diskutieren

till now Grid

from: Wed, [01/10/20...](#) [11:57 am](#)
to: Wed, [01/10/20...](#) [12:27 pm](#)

This Month



01/01/2018

-

31/01/2018

bitte nach foo oder bar suchen

Filter 1

Filter 2

Filter 3

Filter 4

USER EXPERIENCE

Ask yourself the following questions to figure out problems with your UI design. If you catch yourself answering "No" to any of these, you may rethink your concept or ask an expert.

When thinking about your answers, please keep in mind the quality checklist below and our methods to create and validate a great UX.

ASK YOURSELF

Do I have a CONCEPT ?



Does it follow a common theme?

Does it use realistic data?

Can it be more SIMPLE ?



Do I use established patterns?

Have I thought about removing complexity?

Does it have to SCALE ?



Is the concept aware of extension points?

Do I use consistent solutions for existing problems?

Do I have FEEDBACK ?



Did I ask my neighbor?

Does it feel good?

METHODS



use real data card-sorting atomic design

paper prototype **CREATE** user-flow-chart

interaction graph

neighbor testing deprivation testing

user testing **VALIDATE** native testing

A/B testing user feedback



QUALITY

Usability

- ✓ similar functions look the same
- ✓ user gets feedback on interaction
- ✓ UI is fast & performant
- ✓ data flow is understandable
- ✓ user flow is understandable

Relevance

- ✓ target group is addressed
- ✓ use cases are specified

Simplicity

- ✓ less is more
- ✓ established patterns are used

Scalability

- ✓ UI is responsive
- ✓ UI provides extension points

Visual Appeal

- ✓ colors are consistent
- ✓ sizes & distances are consistent

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CONCEPT ?



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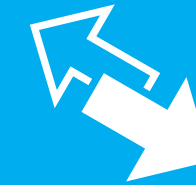
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neighbor?

Does it feel good?

3. Zusammen lernen

“Nutze die Macht!”

Bilder: unsplash.com



sandstorm

Web: sandstorm.de Twitter: [sandstormmedia](https://twitter.com/sandstormmedia) Facebook: [sandstormgermany](https://facebook.com/sandstormgermany)