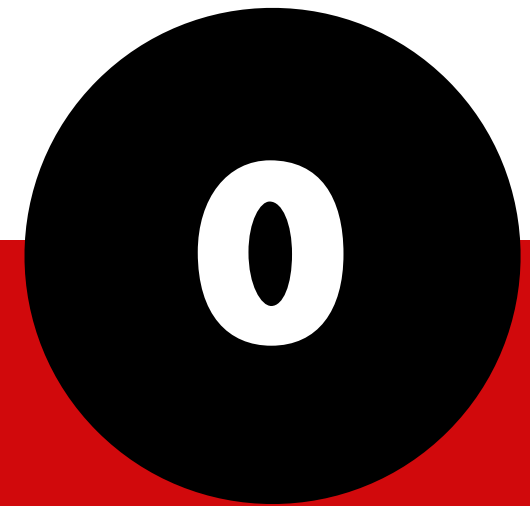


Adam Procter

Winchester School of Art



@adamprocter

- 1. Why bother with User Experience (UX)**
- 2. Why UX in OER (now)**
- 3. Practical Application**

Adam Procter
Winchester School of Art

Why User Experience

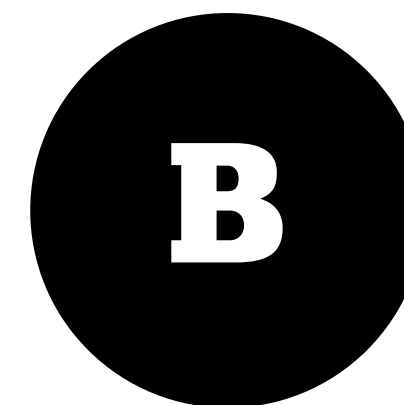
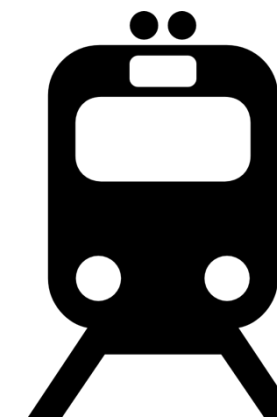
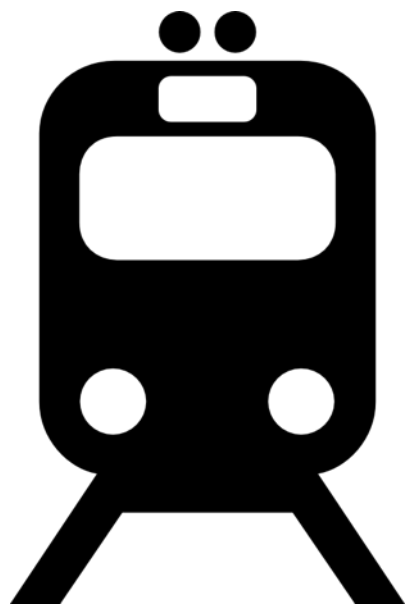
1

“Design of everyday things”

***Don Norman**

“The Superman Effect”

***Aral Balkan**



Arina Express Biljetter Tickets

Tryk på knappen neden for help
Press button below for help

Accepterede mynt
Coins accepted

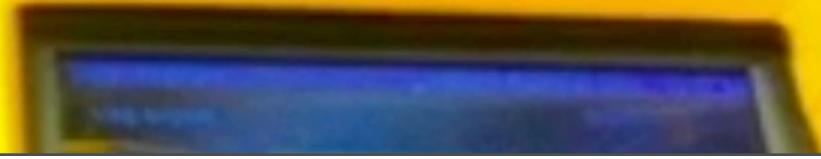
Accepterede kort
Cards accepted

Accepterede sedler
Bills accepted



Flight information	Price	Price
Amsterdam - London	100	100
Amsterdam - Paris	120	120
Amsterdam - Frankfurt	150	150
Amsterdam - Rome	200	200
Amsterdam - Athens	250	250
Amsterdam - Istanbul	300	300
Amsterdam - Moscow	350	350
Amsterdam - New York	400	400
Amsterdam - Los Angeles	450	450
Amsterdam - Sydney	500	500
Amsterdam - Melbourne	550	550
Amsterdam - Auckland	600	600
Amsterdam - Wellington	650	650
Amsterdam - Christchurch	700	700
Amsterdam - Dunedin	750	750
Amsterdam - Invercargill	800	800

Arina Express biljetter sælges i alle Arina Express terminaler 1, 2, 4 og 5.
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Priser

Vuxen, enbiljett

Barn

Max 4 barn 0-17 år, i sällskap med
fullpratsbetalande vuxen

Barn/Unngdom

0-25 år, ensamstående

Pensionär

Ålders- eller förtjänstpensionär

Tur/returbiljett

2-timmars tur/returbiljett

Prices

Adult, one-way ticket

Child

Up to four children 0-17 yrs, accom. by
adult travelling on fullprice ticket

Child/Youth

0-25 yrs, unaccompanied

Senior citizen

From 65 yrs

Return ticket

2-hour return ticket

SEK

240

0

120

120

460

250

Accepterade kreditkort *Credit cards accepted*



*



*

*) Gäller ej ombord *Not accepted on board*



Tryck på knappen nedan för hjälp
Press button below for help



Accepterade mynt
Coins accepted



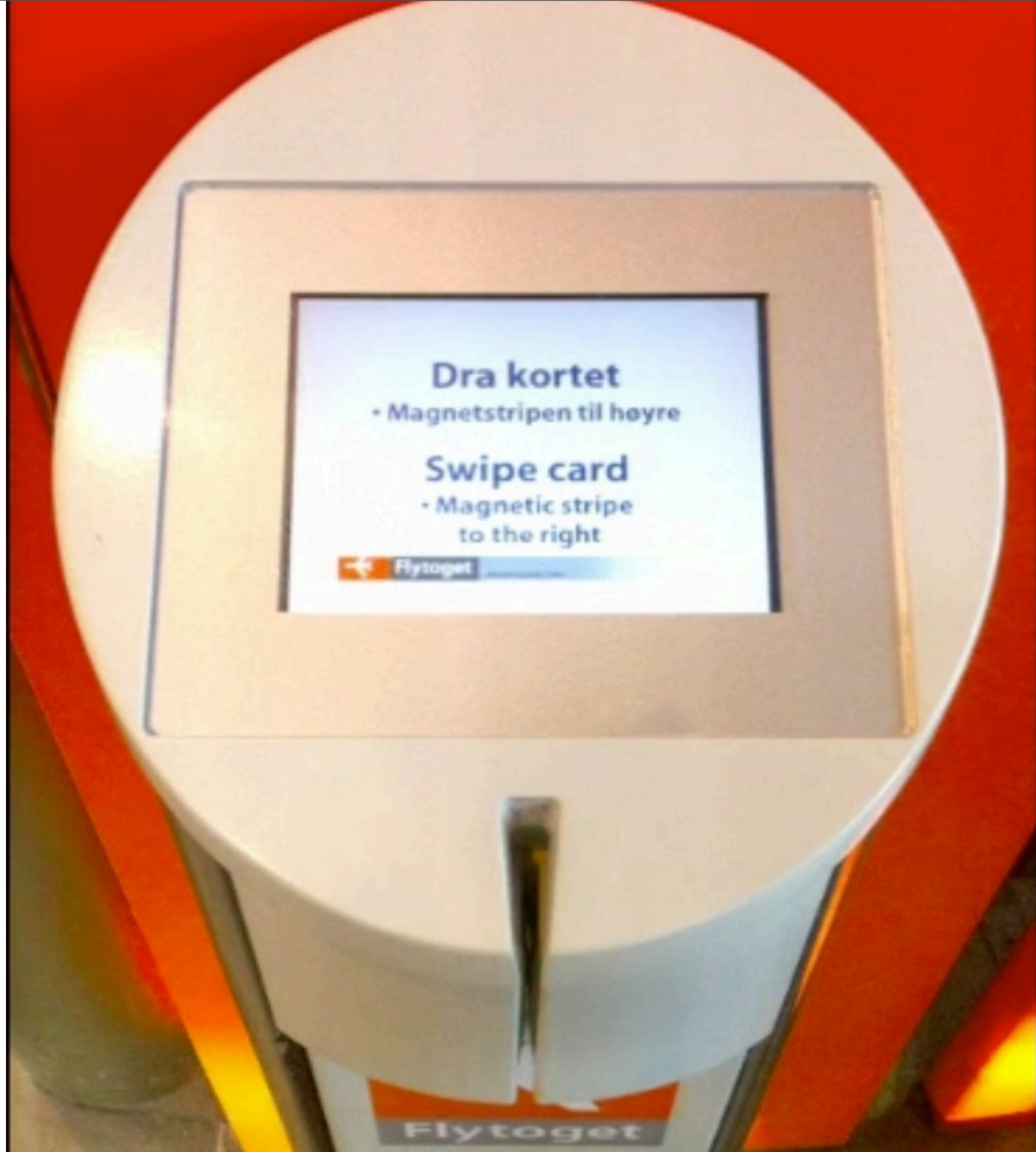
10 kr



5 kr



Frustration







Superman

Cards only in area E



**Notes in
Notes out ????**

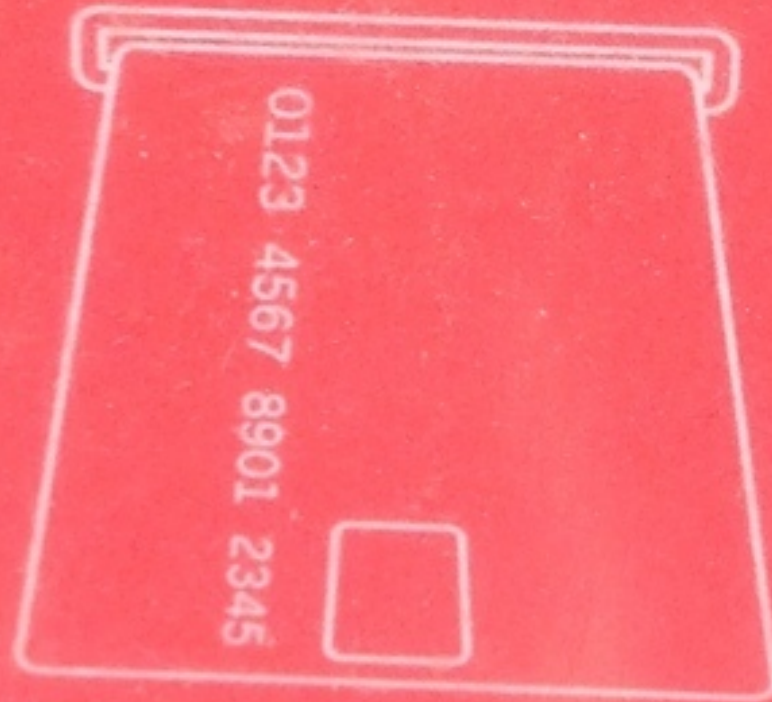




Push / Pull ??

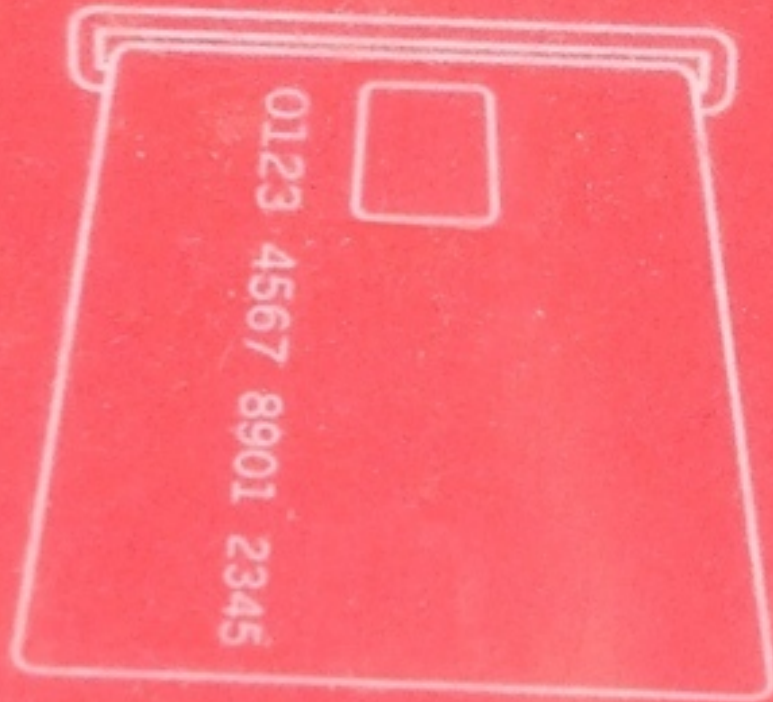


Insert card





Insert card





Why User Experience for OER

2

Sturgeons Law

90% of everything is rubbish

SO...

easy* to make rubbish

“Market Maturity”

***Jared Spool**

tech

features

experience



Tech

- [Home](#)
- [World Clock](#)
- [Time Zones](#)
- [Calendar](#)
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Home > Time Zones > World Clock



The World Clock – Time Zones


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Sort by:		Current local times around the world (Main list)				Settings (AM/PM or 24-hour)	
City							
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Addis Ababa	Wed 20:35	Chicago *	Wed 12:35	Kolkata	Wed 23:05	Reykjavik	Wed 17:35
Adelaide	Thu 03:05	Columbus *	Wed 13:35	Kuala Lumpur	Thu 01:35	Rio de Janeiro	Wed 14:35
Algiers	Wed 18:35	Copenhagen *	Wed 19:35	Kuwait City	Wed 20:35	Riyadh	Wed 20:35
Almaty	Wed 23:35	Dallas *	Wed 12:35	Kyiv *	Wed 20:35	Rome *	Wed 19:35
Amman *	Wed 20:35	Dar es Salaam	Wed 20:35	La Paz	Wed 13:35	Salt Lake City *	Wed 11:35
Amsterdam *	Wed 19:35	Darwin	Thu 03:05	Lagos	Wed 18:35	San Francisco *	Wed 10:35
Anadyr	Thu 05:35	Denver *	Wed 11:35	Lahore	Wed 22:35	San Juan	Wed 13:35

Every Time Zone

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[link to this page](#)

Experience

6:30 pm
your local time

San Francisco PDT UTC-7

10:30 am

may 1

may 2

may 3

Chicago CDT UTC-5

12:30 pm

may 1

may 2

may 3

New York EDT UTC-4

1:30 pm

may 1

may 2

may 3

Rio de Janeiro BRT UTC-3

2:30 pm

may 1

may 2

may 3

London BST UTC+1

6:30 pm

may 1

may 2

may 3

Vienna CEST UTC+2

7:30 pm

may 1

may 2

may 3

Mumbai IST UTC+5.5

11:00 pm

may 1

may 2

may 3

Singapore SGT UTC+8


1:30 am

may 1

may 2

may 3

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alta vista: SEARCH smart is beautiful 

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Empty Filter off
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Find Results on: The Web News Discussion Groups Products

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<p>Breaking News</p> <ul style="list-style-type: none"> Small Plane Crash Kills 4 AGL Europe In Hardest Deal Synovise Looks to Stay Perfect Techs Higher, Blue Chips Fall Spielberg's Kidney Removed <p>Stock Quotes Symbol Lookup</p> <p><input type="text"/> <input type="button" value="Get Quote(s)"/></p> <p>What's On AltaVista Now</p> <p> "Spin City": Replacement rumored for Michael J. Fox</p> <p>"X-Files": Chat tonight with the executive producer</p> <p>Hijacking: Eight released</p> <p>Tech: The fastest chip</p> <p>Celebs: Browse photos</p> <p>TV: WB losing ground</p> <p>Net: Andressen's play</p> <p>Earn \$\$\$ online! Sign up as an AltaVista affiliate</p> <p>Fast Find: Yellow Pgs Directions Translation TV</p> <p>Raging Topics on the Boards</p> <ul style="list-style-type: none"> Beginners' Corner Hidden Gems How Should I Pay My Taxes IPQ: General Discussion <p>Search Solutions for Business</p> <p>Get AltaVista Search Products</p>	<p>Web Directory</p> <table border="0"> <tr> <td>Arts & Entertainment Movies, TV, Music...</td> <td>Recreation & Travel Food, Outdoors, Humor...</td> </tr> <tr> <td>Autos Classics, Dealers, Manufacturers...</td> <td>Reference Maps, Education, Libraries...</td> </tr> <tr> <td>Business & Finance Industries, Jobs, Investing...</td> <td>Regional US, Canada, US, Europe...</td> </tr> <tr> <td>Computers Software, Hardware, Graphics...</td> <td>Science Biology, Earthology, Physics...</td> </tr> <tr> <td>Games Video, Role-Playing, Gambling...</td> <td>Shopping Auction, Computers, WWW Sites...</td> </tr> <tr> <td>Health & Fitness Conditions, Medicine, Alternative...</td> <td>Society & Culture Peoples, Religion, Issues...</td> </tr> <tr> <td>Home & Family Kids, Houses, Consumers...</td> <td>Sports Baseball, Soccer, Football...</td> </tr> <tr> <td>Internet Chat, Email, WWW...</td> <td>World Deutsch, Español, Svenska...</td> </tr> <tr> <td>News & Media Online, Magazines, Newspapers...</td> <td></td> </tr> </table> <p>Hot Searches</p> <p>Search Guide: How to plan the perfect Valentine's Day </p> <p>Today's Hottest MP3 searches!</p> <table border="0"> <tr> <td>1. Santana</td> <td>4. Smashing Pumpkins</td> </tr> <tr> <td>2. Christina Aguilera</td> <td>5. Mariah Carey</td> </tr> <tr> <td>3. Bob Marley</td> <td>6. Korn</td> </tr> </table>	Arts & Entertainment Movies, TV, Music...	Recreation & Travel Food, Outdoors, Humor...	Autos Classics, Dealers, Manufacturers...	Reference Maps, Education, Libraries...	Business & Finance Industries, Jobs, Investing...	Regional US, Canada, US, Europe...	Computers Software, Hardware, Graphics...	Science Biology, Earthology, Physics...	Games Video, Role-Playing, Gambling...	Shopping Auction, Computers, WWW Sites...	Health & Fitness Conditions, Medicine, Alternative...	Society & Culture Peoples, Religion, Issues...	Home & Family Kids, Houses, Consumers...	Sports Baseball, Soccer, Football...	Internet Chat, Email, WWW...	World Deutsch, Español, Svenska...	News & Media Online, Magazines, Newspapers...		1. Santana	4. Smashing Pumpkins	2. Christina Aguilera	5. Mariah Carey	3. Bob Marley	6. Korn	<p>Comparison Shop</p> <p>Top Product Searches:</p> <ul style="list-style-type: none"> Palm V Organizer Pokemon DVD Players <p>Shopping Departments:</p> <table border="0"> <tr> <td>Computers</td> <td>Music</td> </tr> <tr> <td>DVD</td> <td>Office</td> </tr> <tr> <td>Electronics</td> <td>Software</td> </tr> <tr> <td>MP3</td> <td>more...</td> </tr> </table> <p>Find The Lowest Price:</p> <ul style="list-style-type: none"> Sony CD-RW Media JVC Boombox JVC Digital Cybercam <p>Featured Sponsors</p> <ul style="list-style-type: none"> Click here for your free dot.com search! Say "I adore you" in jewelry... Madonn Get Intel@AnyPoint™ Home Network now! Webpersonals: Find your Valentine Now! Click to Personalize with AV Live <p>Välkommen i AltaVista!</p> <p> <input type="button" value="Translate"/></p> <ul style="list-style-type: none"> AltaVista.co.uk AltaVista.de AltaVista.se Other International sites Global Affiliate Network 	Computers	Music	DVD	Office	Electronics	Software	MP3	more...
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3. Bob Marley	6. Korn																																	
Computers	Music																																	
DVD	Office																																	
Electronics	Software																																	
MP3	more...																																	

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Experience



Google Search

I'm Feeling Lucky

Market forces



Tech

Content

A close-up photograph of a stack of books and papers resting on a laptop keyboard. The books have various colored covers, including red and white. The pages are slightly aged and some are lined. A red pencil is visible in the foreground, partially obscured by the books. The laptop keyboard is visible at the bottom of the frame, with several keys like 'MFC' and 'ESC' visible. The overall scene suggests a workspace or a study area.



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All resources are now open

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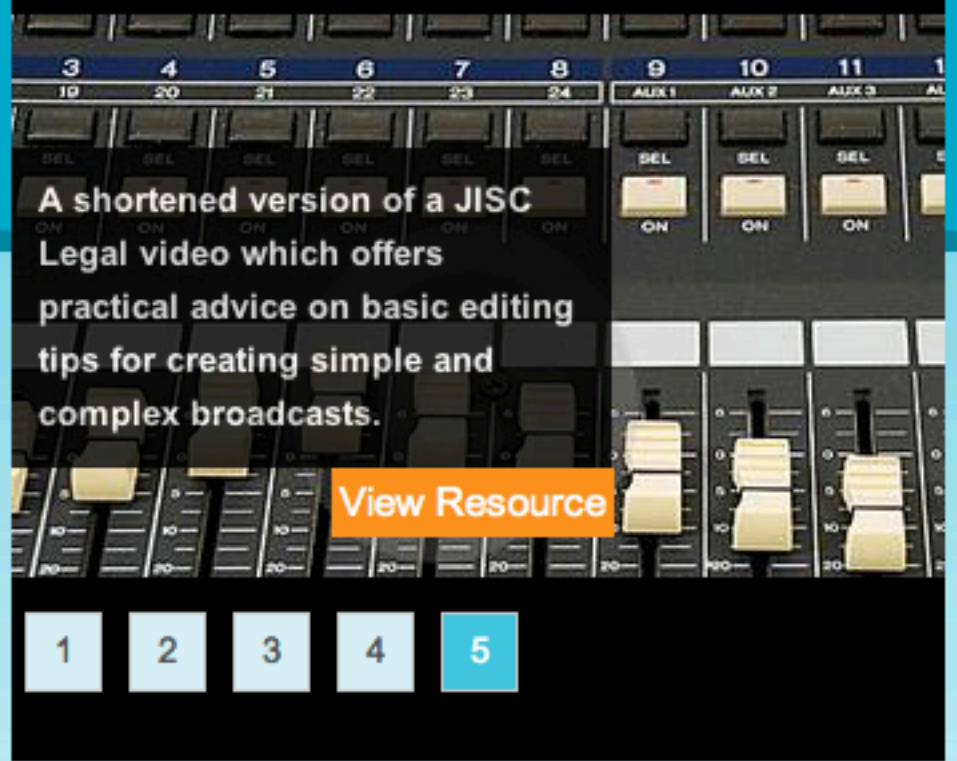
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We have a new [Jorum Development Plan](#) (February 2012)

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Through Jorum, you can find and share learning and teaching resources, shared by the UK Further and Higher Education community.

Jorum News

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Nicola Siminson, Jorum's Community Engagement Officer, asks us to "Imagine a web....."

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In this unit Timothy Chappell, Professor of Philosophy, asks what the words 'God' and 'religion' mean, and what it means to ask philosophical questions about them.



New: Living without oil
Crude oil is currently our most important global source

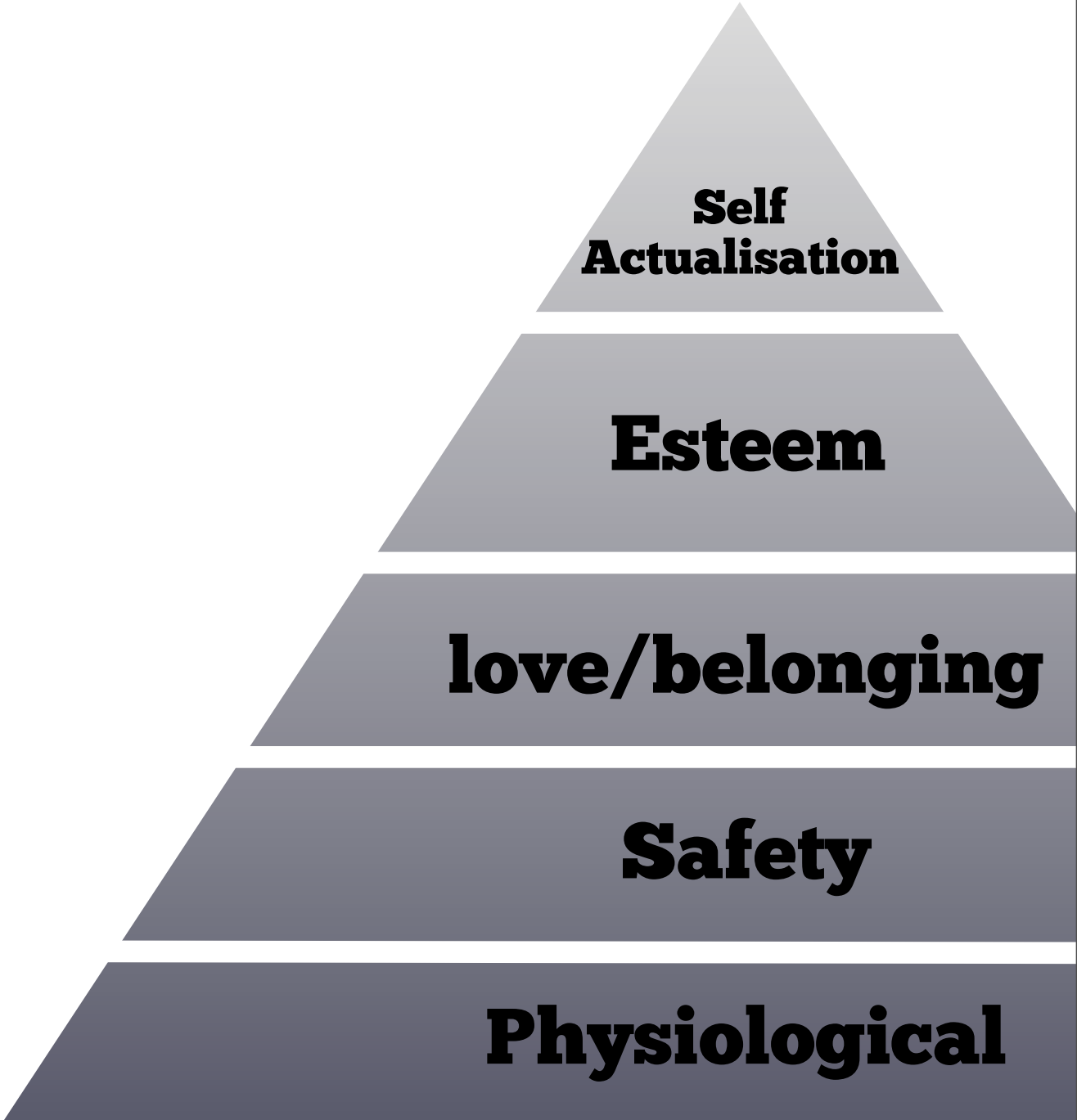
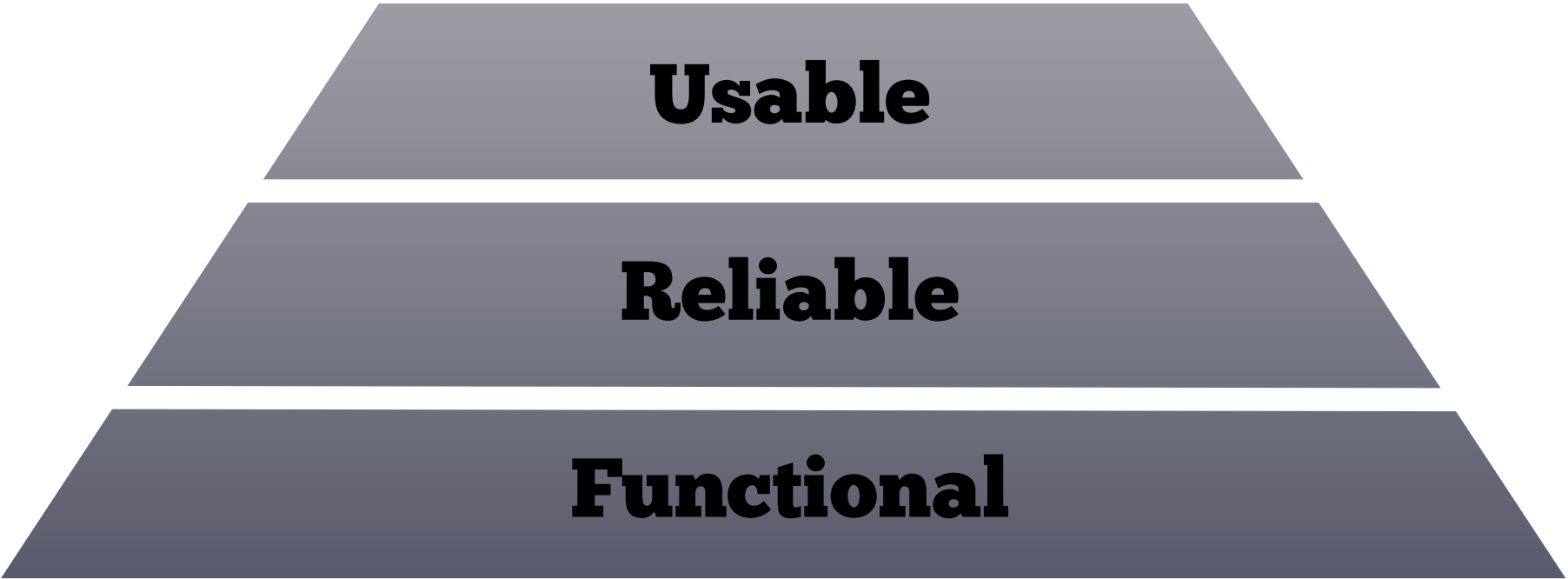
Sign

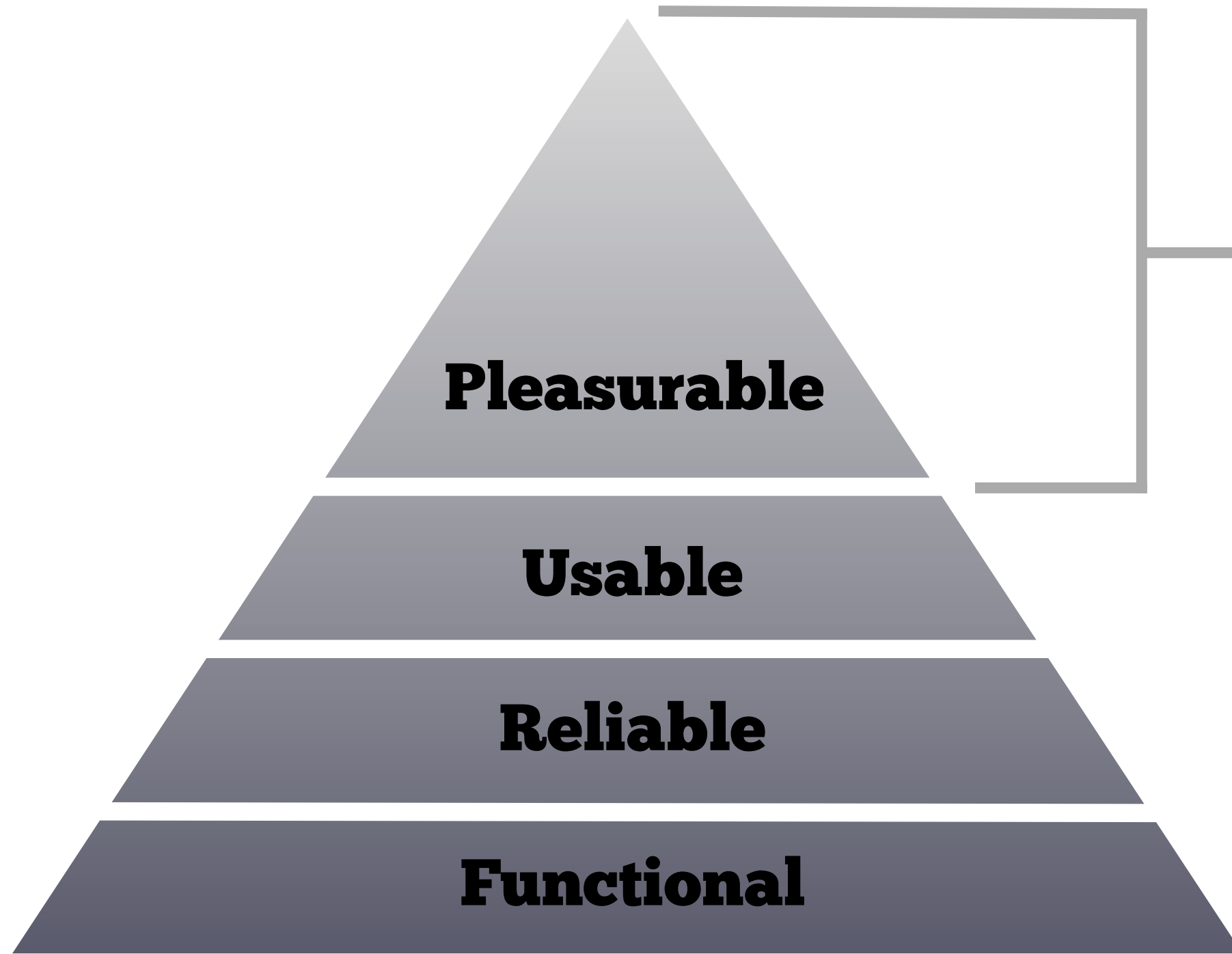
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- Register
- ? Why register?
- ? Where is the sign in form?

Browse

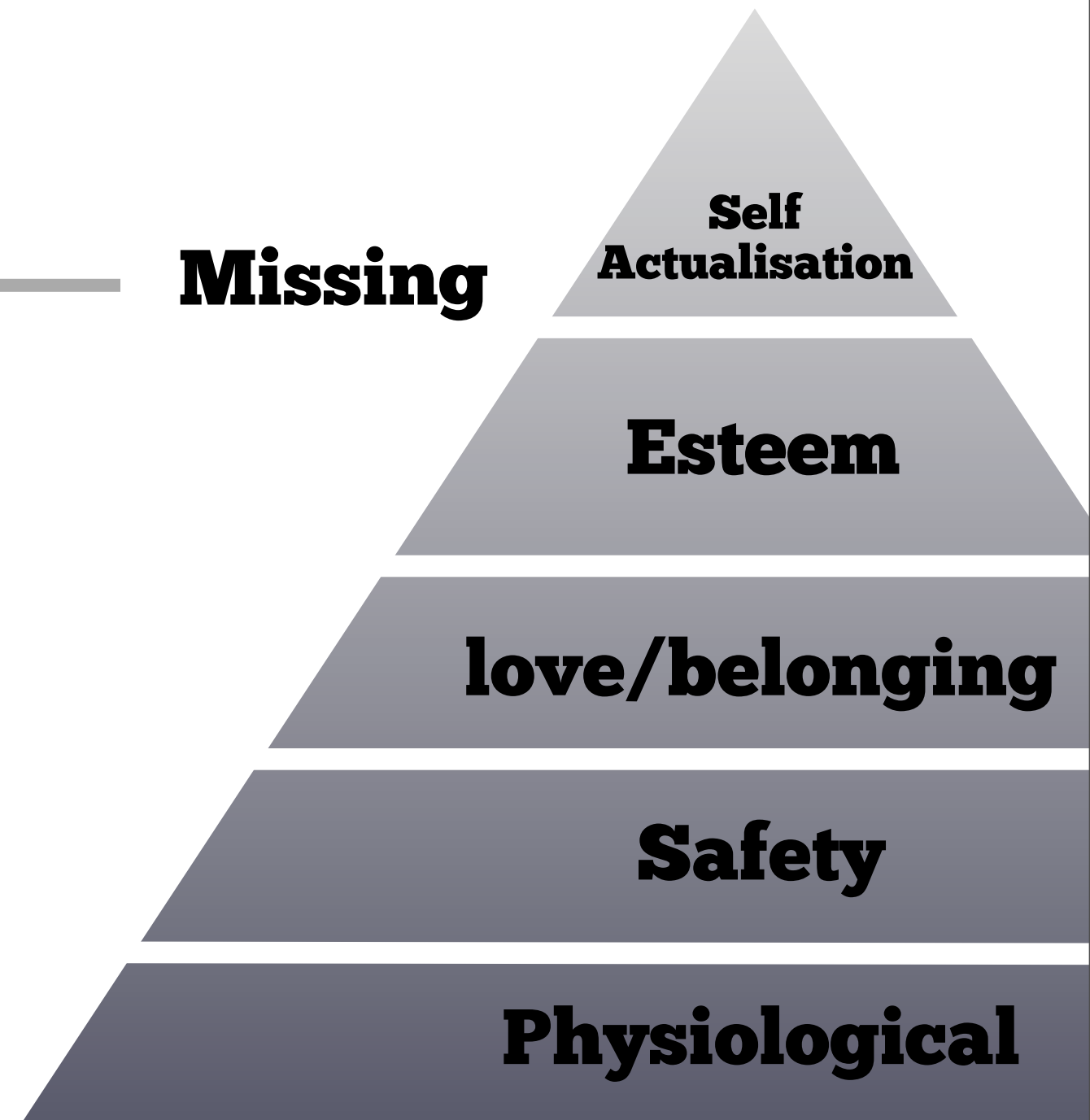
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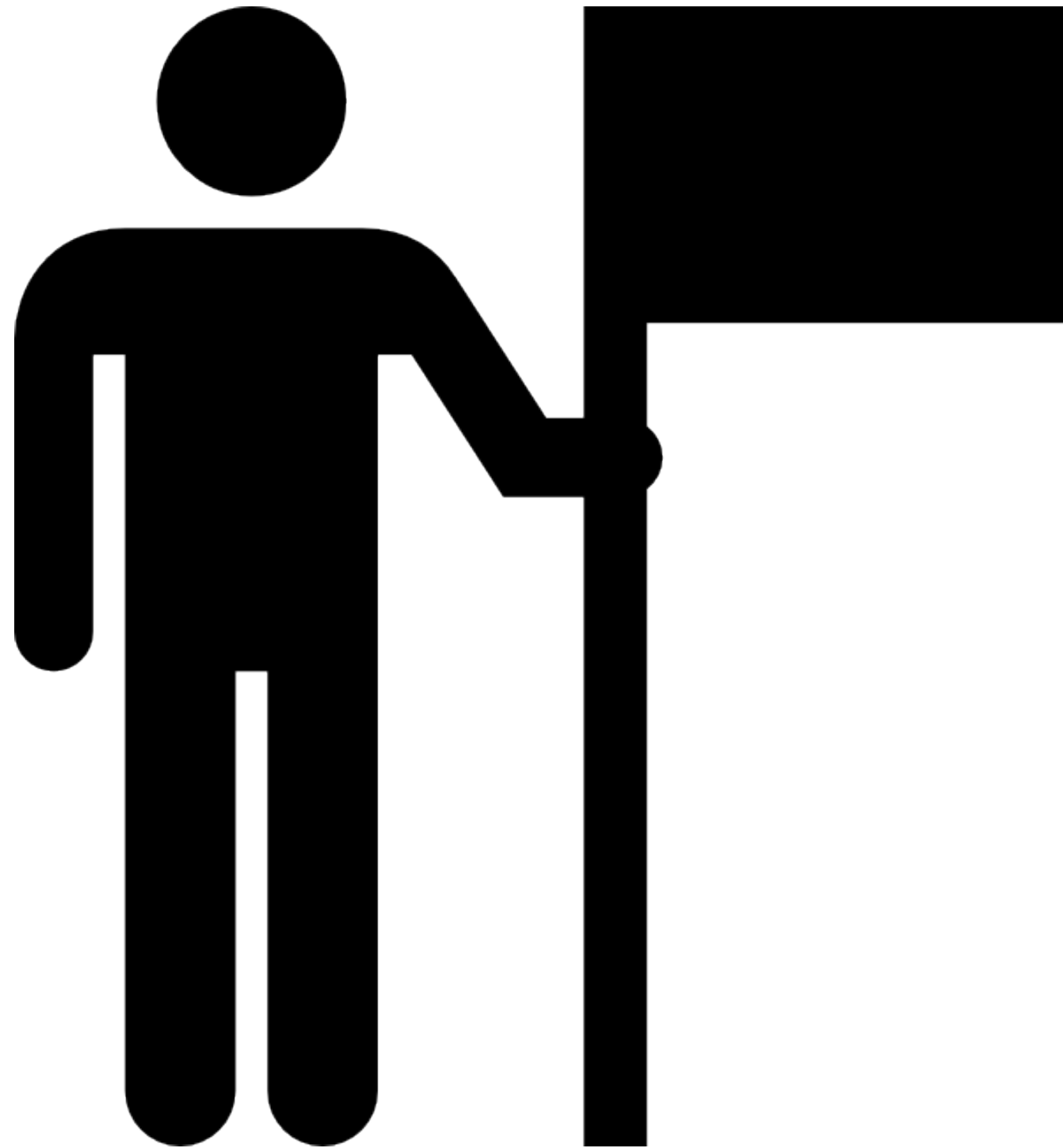
jQuery is a JavaScript library that simplifies web development. Learn jQuery by practicing techniques such as manipulating style and content, responding to events, and even a touch of AJAX. Whether you're new to jQuery or want to solidify your basic skills, this course is for you.

00:00 00:00

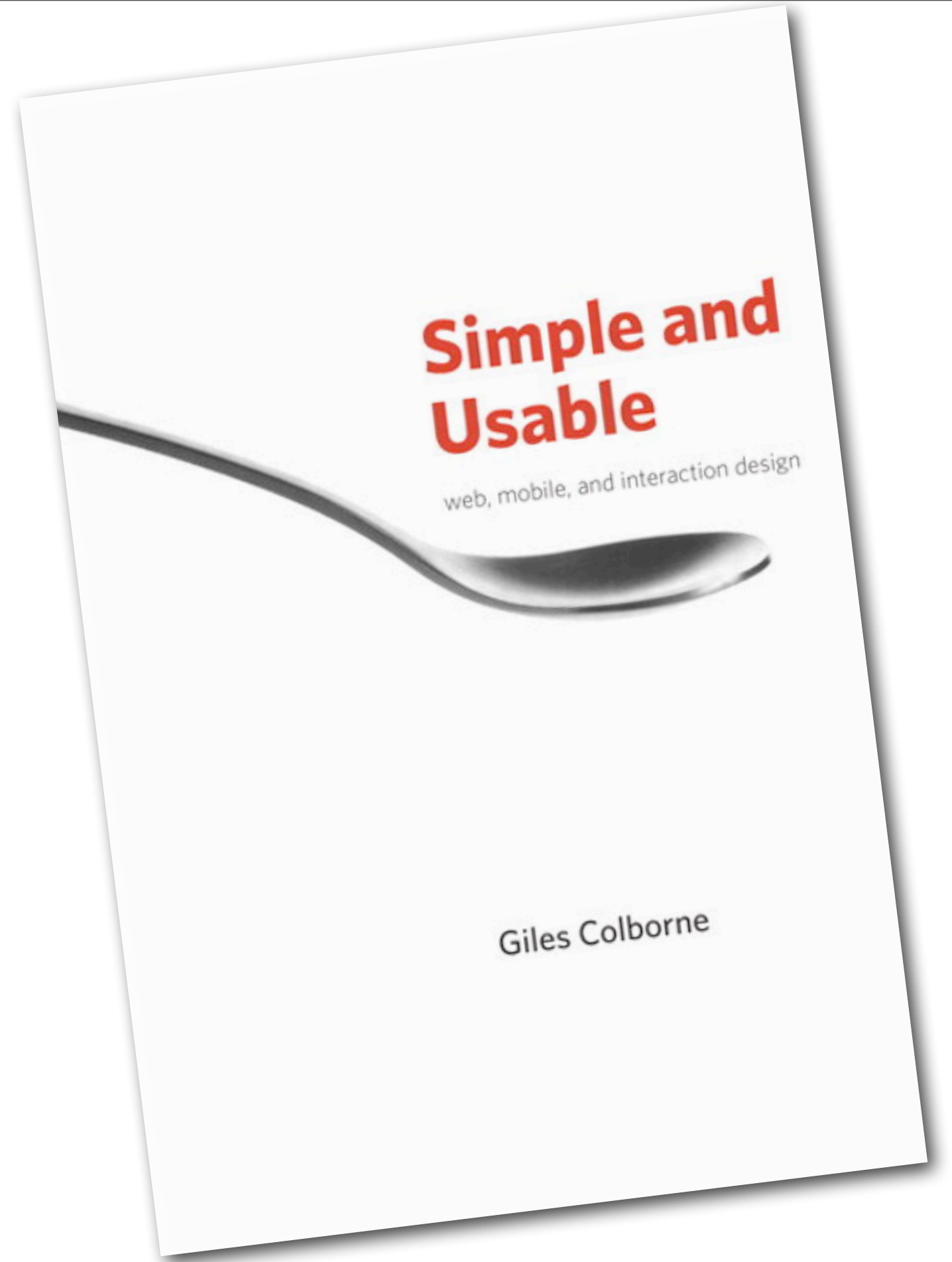
How

3

Users

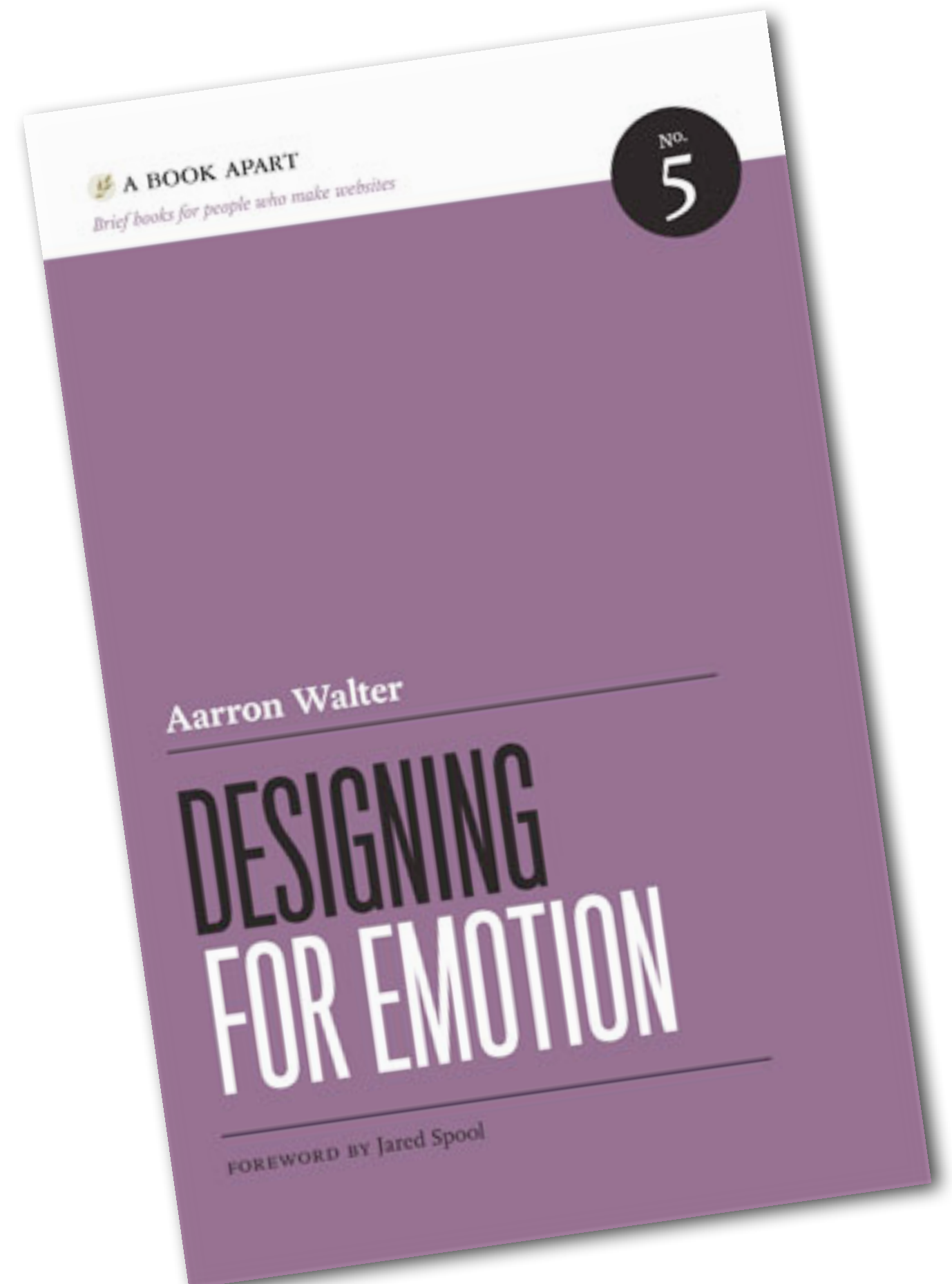


keep it simple





Add personality



Humans != Robots

I love the smell of emails in the morning

Me love you, adam

**Monkey see, monkey do, I am only wearing a mail bag,
how about you ?**



MailChimp



The key inspection judgements and what they mean

Grade 1 is Outstanding: this aspect of the provision is of exceptionally high quality

Grade 2 is Good: this aspect of the provision is strong

Grade 3 is Satisfactory: this aspect of the provision is sound

Grade 4 is Inadequate: this aspect of the provision is not good enough

Overall effectiveness

How effective is the provision in meeting the needs of children in the Early Years Foundation Stage?	2
How well does the provision promote inclusive practice?	2
The capacity of the provision to maintain continuous improvement.	2

Leadership and management

How effectively is provision in the Early Years Foundation Stage led and managed?	2
How effective is the setting's self-evaluation, including the steps taken to promote improvement?	2
How well does the setting work in partnership with parents and others?	1
How well are children safeguarded?	1

Ofsted report

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Schooloscope is still a work in progress. So far, we only have information about state schools in England, but we hope to add more soon. If you spot any problems, please let us know. You can send us an email here: feedback@schooloscope.com

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Schooloscope : Tidemill Primary School

http://schooloscope.com/establishments/706#

Here's our summary of this school. You can shrink the text box to see more of the map.

Pupils at Tidemill Primary School are very happy and their exam results are about average, but they're facing tough circumstances.

Lots of kids here need extra support with school work and many children come from low-income families. The kids here have [excellent teachers](#) and their [behaviour is excellent](#). The exam results here [are around the national average](#) and have got worse over the past few years.

Science results here are [better than the local average](#).

Maths results here are [better than the local average](#).

Tidemill Primary School <http://schools.itd.edex.net.uk/1378/>

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Pupils at Tidemill Primary School are very happy and their exam results are about average, but they're facing tough circumstances.

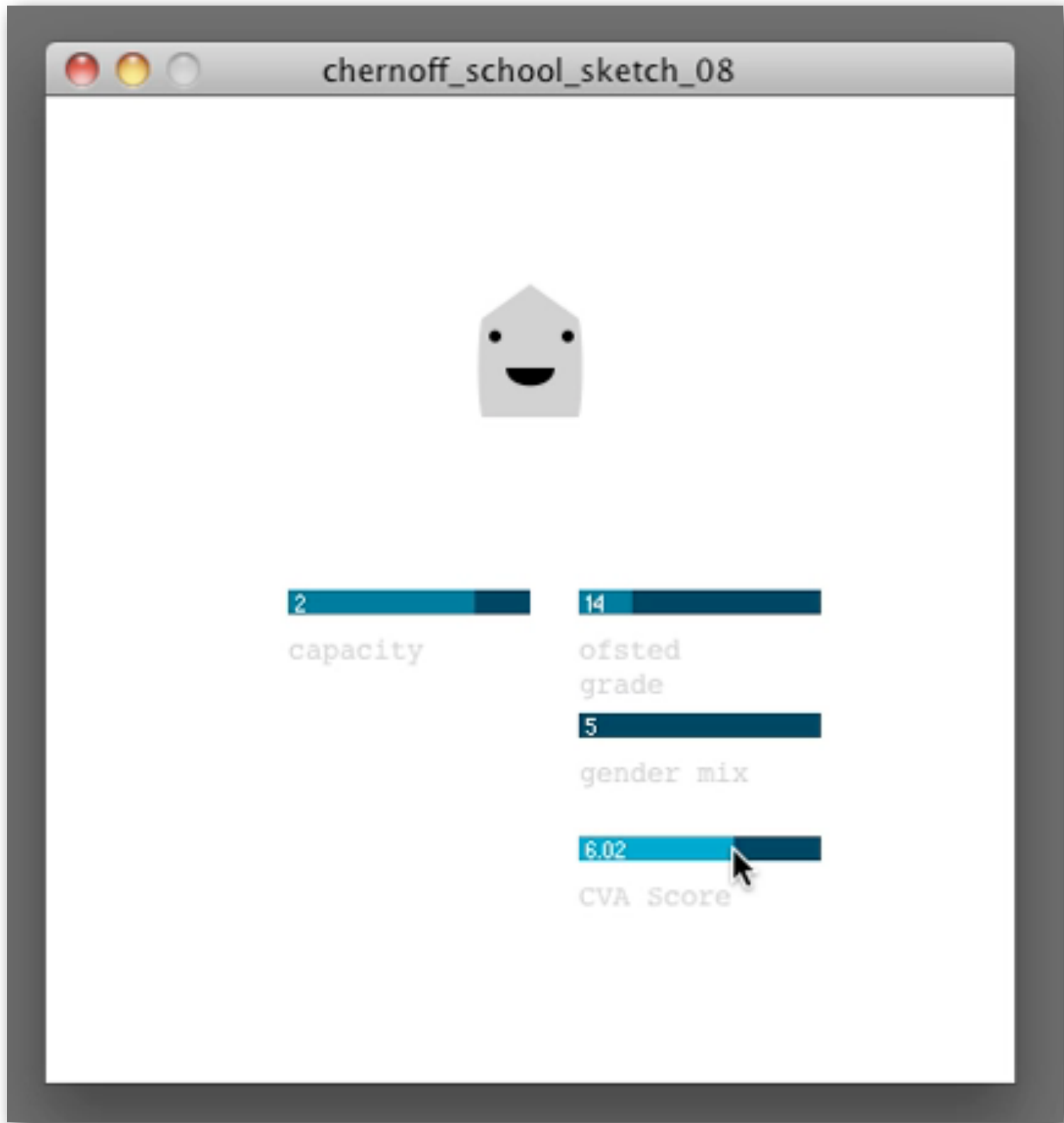


This is one of [92 schools in Lewisham](#). Based on what we know from [2008](#) and [2009*](#), lots of kids here need extra support with school work and many children come from low-income families. The kids here have [excellent teachers](#) and their [behaviour is excellent](#). The exam results here [are around the national average](#) and have got worse over the past few years.

* We only have exam results for this school up to 2009. [Find out why.](#)

Pupils here really enjoy school .	
The teaching is excellent .	
The kids are very well looked after .	
The kids here seem really well-rounded .	
This is an improving and well-run school .	
This school's brilliantly run .	
Standards of behaviour are very high .	

Schoolscope



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Schooloscope

Ofsted said that this school was
on what we know, it looks like the
brilliantly, and this is an improving
We feel great about this school.

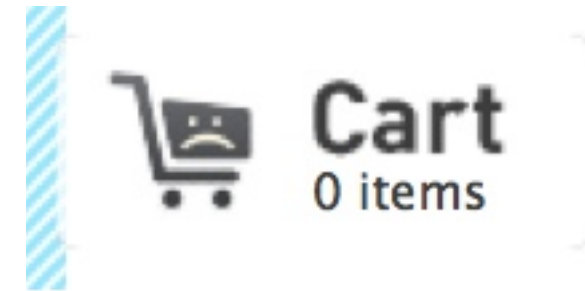
you think.

[Download a cut-out-
and-keep model of
this school!](#)



Schoolscope

Feedback to the users

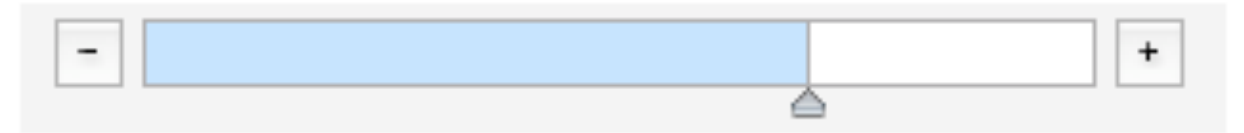


A black and white photograph of a hand gripping a dark, cylindrical handrail. The handrail is mounted on a wall of rough-hewn stone blocks. To the left, a set of stone steps leads up the wall. The lighting is dramatic, highlighting the textures of the stone and the grip of the hand.

Affordance

empower users

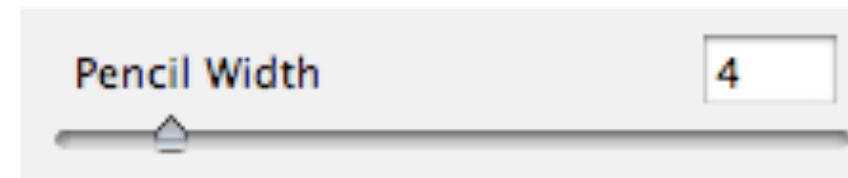
Consistency



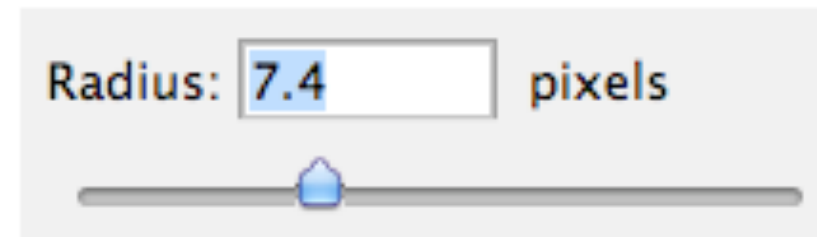
Preferences > Memory Usage



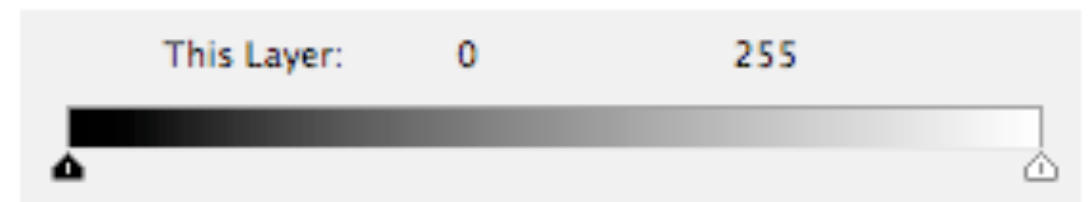
Adjustments > Brightness/Contrast



Filters



Blur (note the rendering of the thumb arrow)



Layer Blending



Layer Style

Personas

Janet Kendall New Member

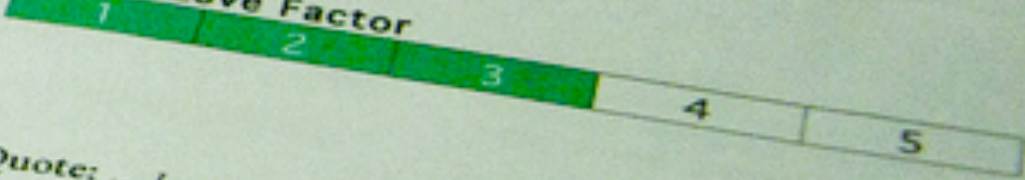


Demographics
Location: Australia (Adelaide)
Age: 42 yrs
Income: \$42k
Qualification: CAPS Diploma
Employer: Local Govt

Background

Janet works with older equipment and software than the industry norm. She is the records management person for her local govt council. Which is of major concern to Janet as she is often foundering professionally, feeling isolated and alone with no one to turn to. Janet has looked at the benefits of the RMAA previously and discounted them; but is now interested in some minor degree mentorship. She is hungry for new information and resources she can use with a limited budget.

RMAA Love Factor



Quote: ...Love going to the RMAA to see what's new that I should know about Upcoming events Branch news

Scott Giles Student (Member)



Demographics

Location: Australia (Adelaide)
Age: 19yr
Income: \$10k
Qualification: Higher School
Employer: University
University: Studying at Adelaide

Background

Scott is very tech savvy, but gets very impatient if he can't find the information he wants or the system has limitations. He is currently thinking about doing an internship for the summer break. He uses a Mac at home and a Windows computer at University. For him the RMAA is all about networking and a little socializing. He's been wondering if the RMAA is any use for overseas connections, as he is planning to spend around Asia for 6-12 months next year. Scott's current personal status for him is very handy.

Personality: curious, passionate, enthusiastic, questioning, syndical, easygoing, short-attention span, fast-learner

Needs

- Supplement studies
- Clarification of Benefits
- Low cost informative educational events
- Looking for a mentor
- Networking with future employers

Motivations

Find discussions on the best practices in RM

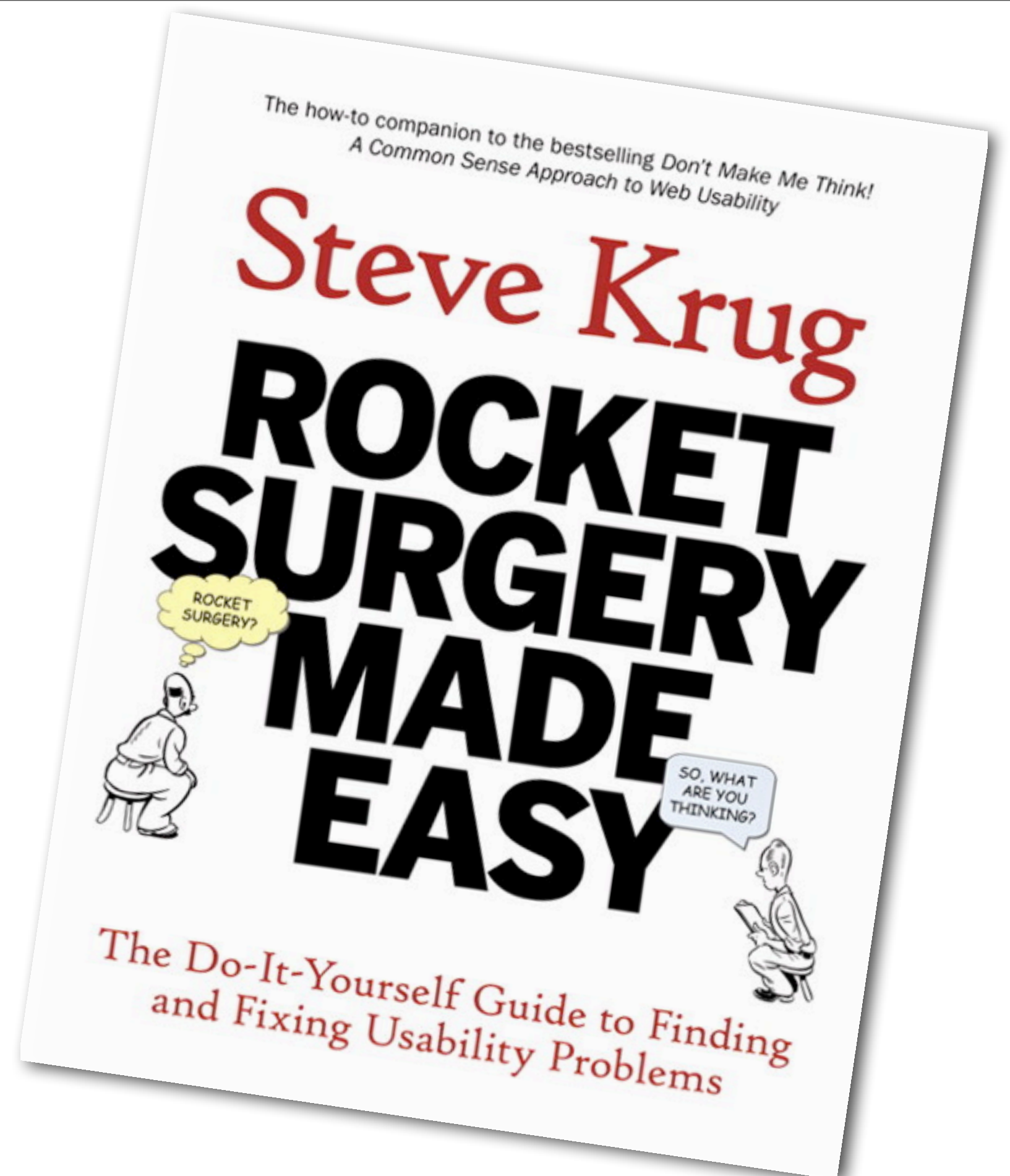
Scenarios

Search for authoritative resources on the web with a community discussion

Features

Find the

User testing



tasks



silverbackapp.com

Online User Testing

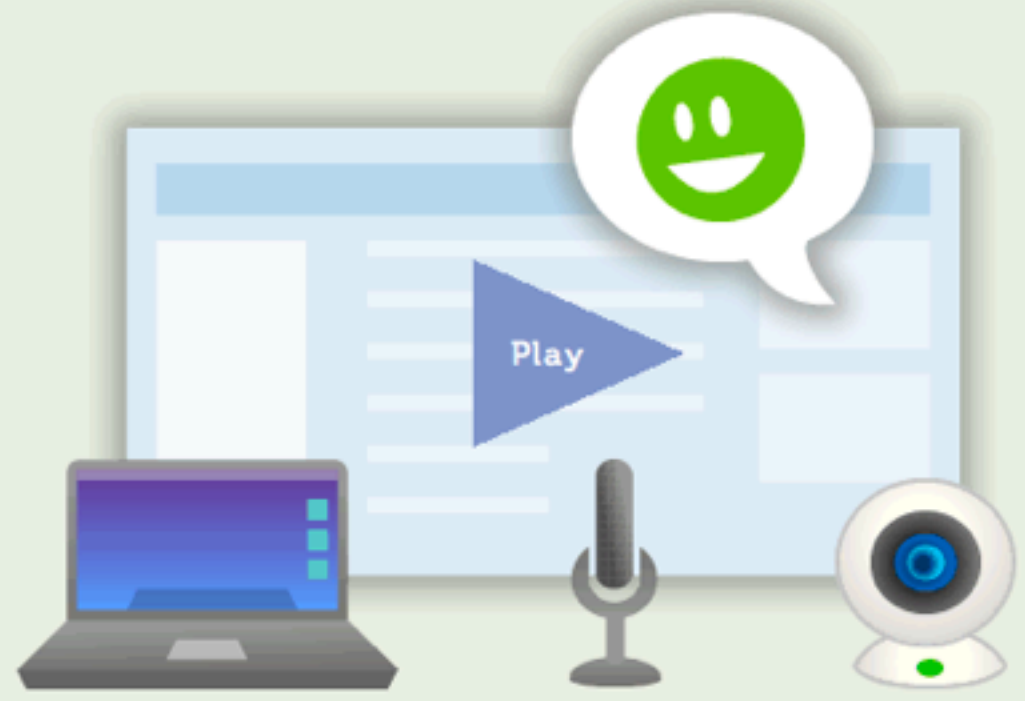
Videos of real people using any website

YouEye is a **free user testing tool** and tester hiring service. Review recordings of each tester's **screen, webcam, and microphone**. Invite anyone to take a test by sharing a link. Quickly validate marketing copy, a new design, the usability of a shopping cart, or a competitor's appeal.

Create a free account!
ONE FREE TESTER INCLUDED

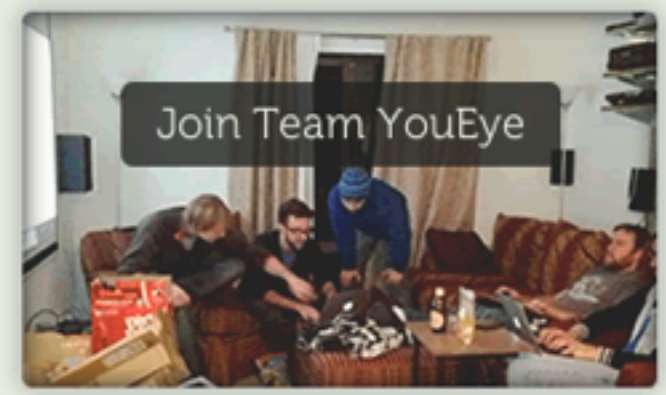
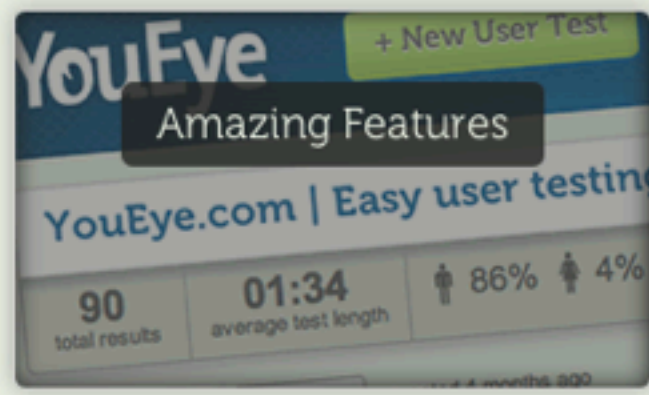
[Watch a test result.](#)

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Latest additions



Semantic Web and Web 2.0



Dr Nicholas Gibbins

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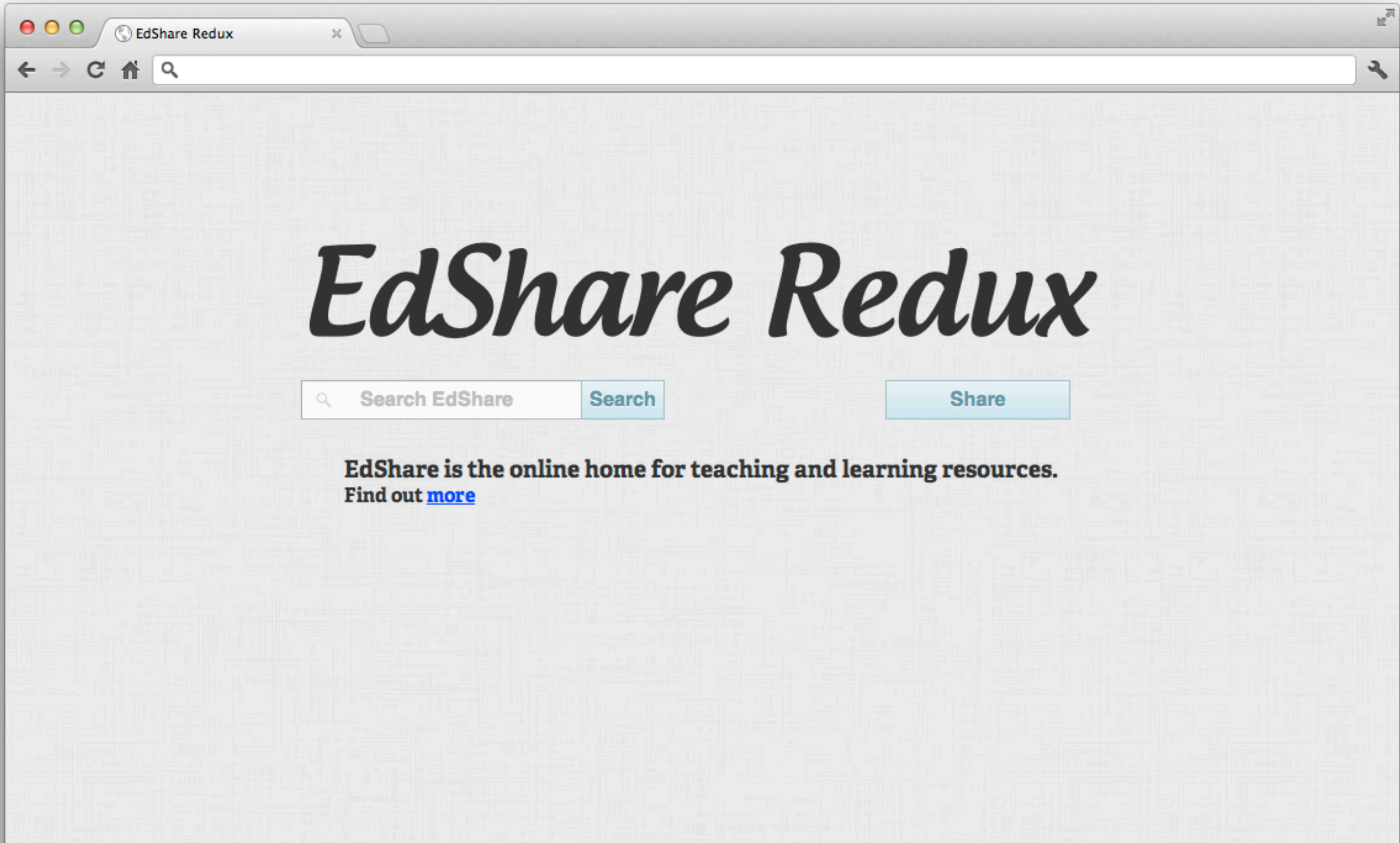


RDFa and GRDDL



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thank you