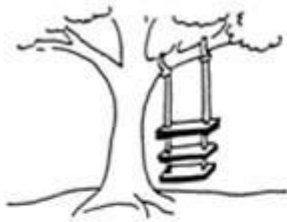


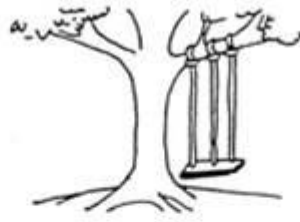
Chapter 1: The User Experience Mindset



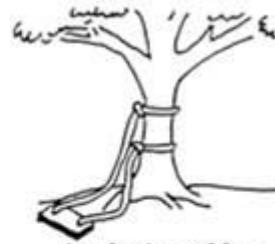
“Problem solving is an art form not fully appreciated by some”



As proposed by the project sponsors



As specified in the project request



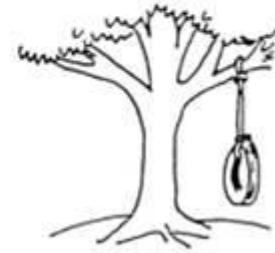
As designed by the senior analyst



As produced by the programmers



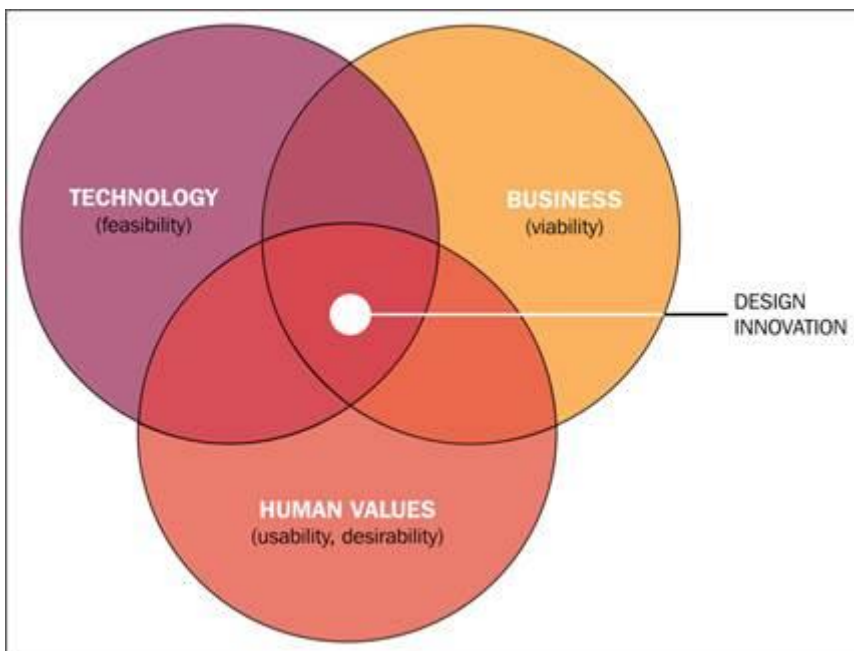
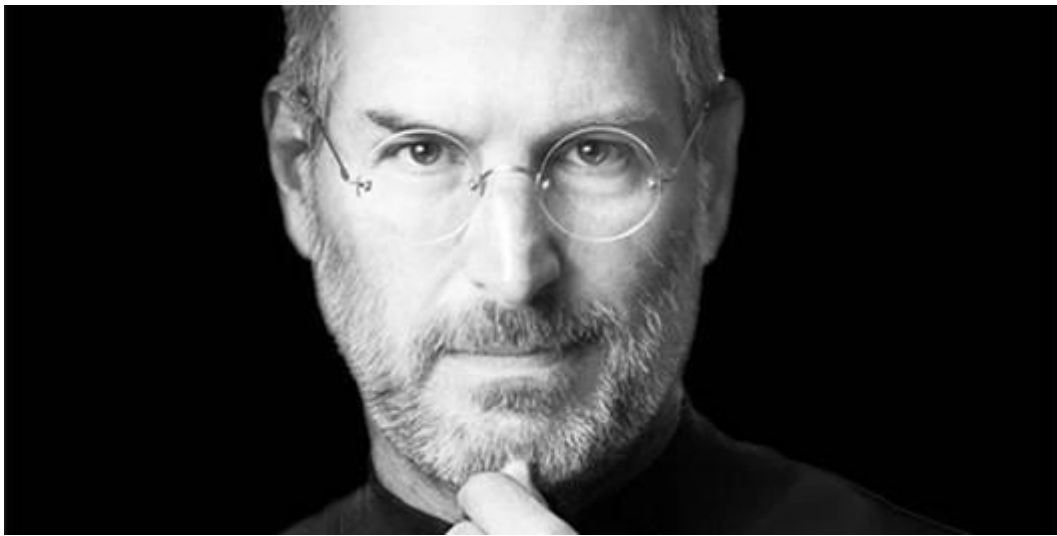
As installed at the user's site

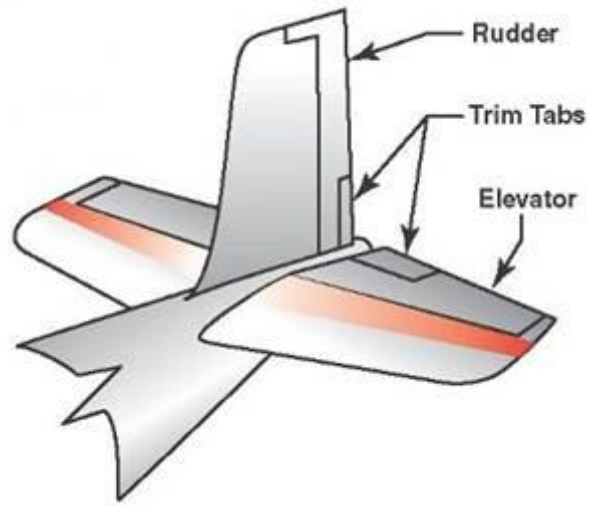


What the user wanted

Tree Swing graphics by S Neigh 1993 - from Businessballs.com/Training/Misc 2013









Chapter 2: Creative UX





Chapter 3: Good UX Design

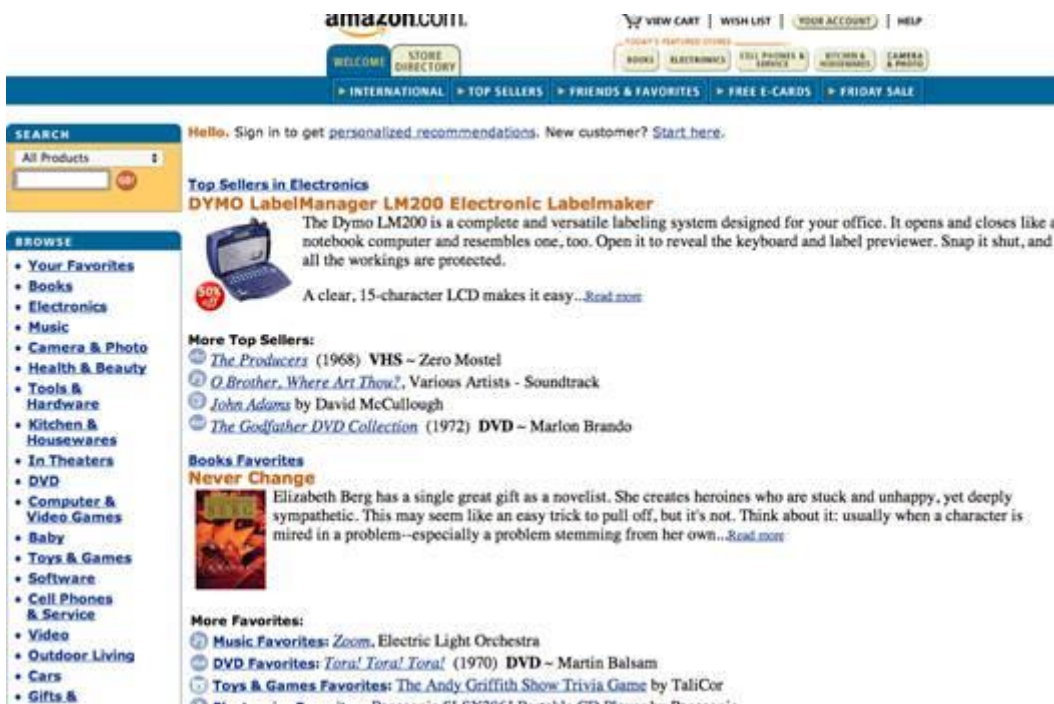
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-  *John Adams* by David McCullough
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Books Favorites

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They were smooth, confident and proved why Goldman employees are known as the bear on that Street. They explained complex mortgage products and their role in them. It was all very impressive -- until the questions started. [FULL STORY](#)

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By whitehouse

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by WarnerBrosHome
 New trailer for the new Superman movie
in youtube.org

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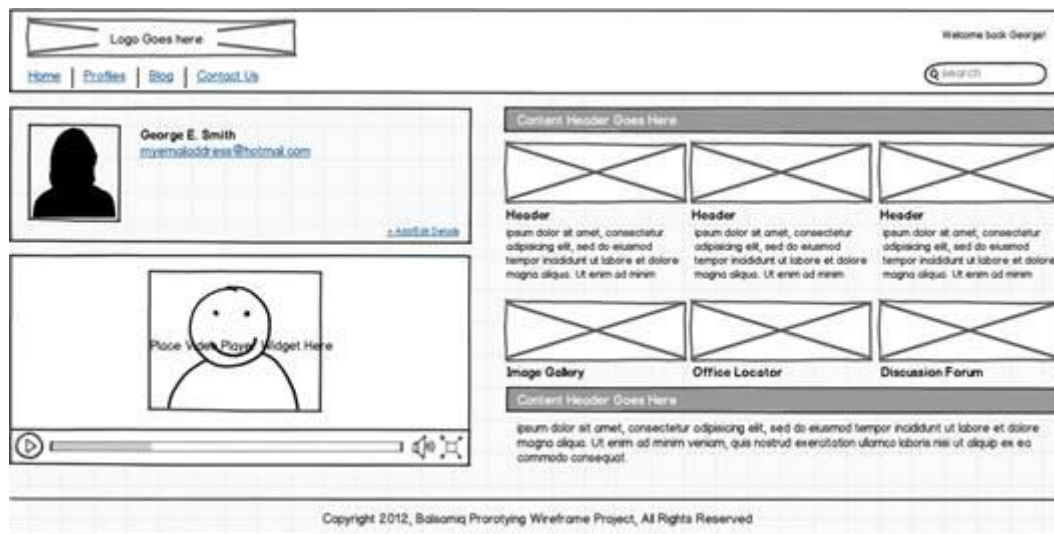
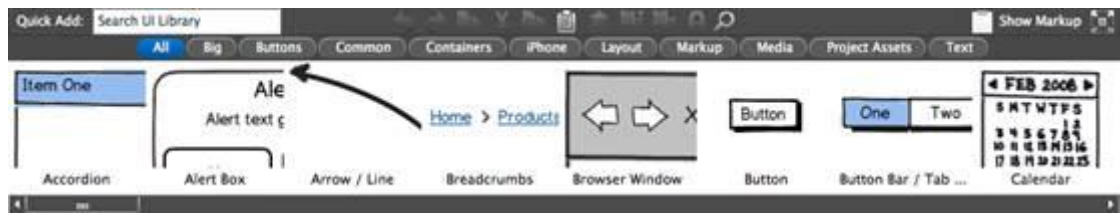
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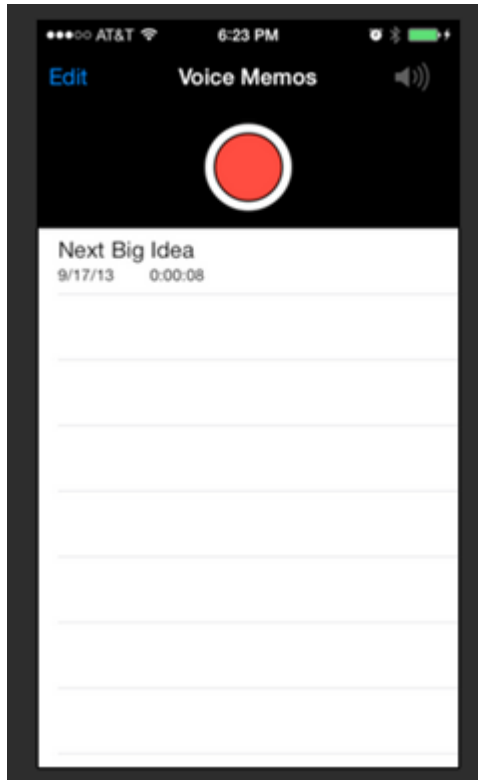
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1	12	11.3K

Tweets Tweets & replies

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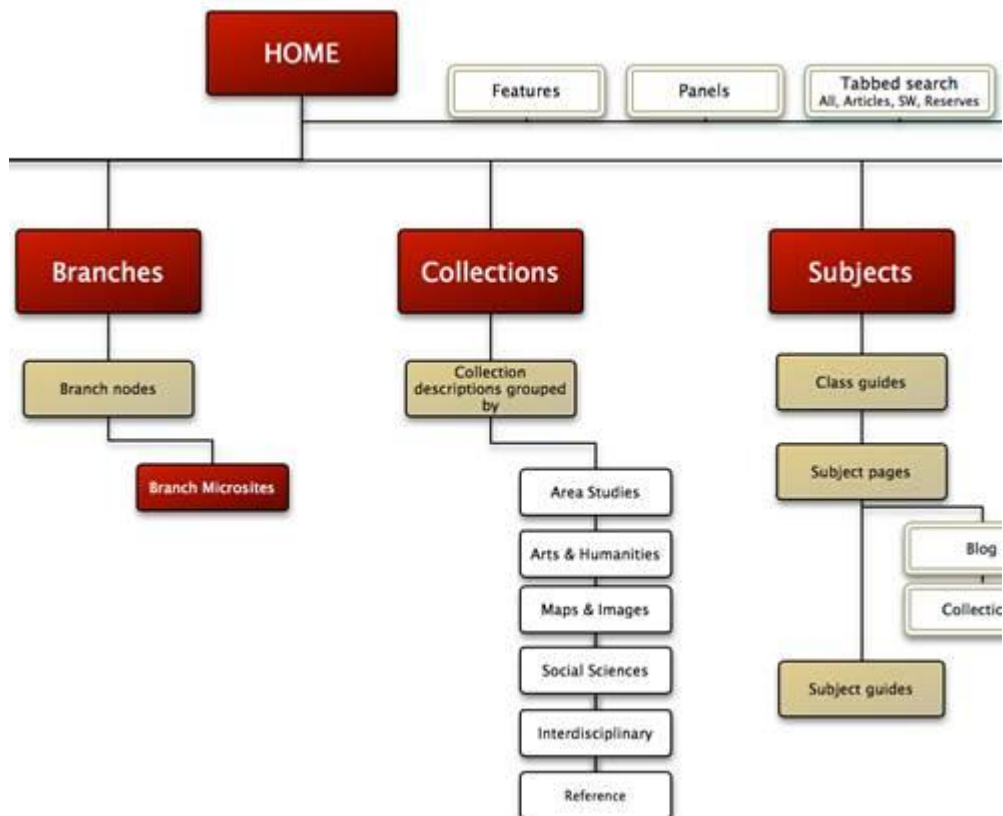
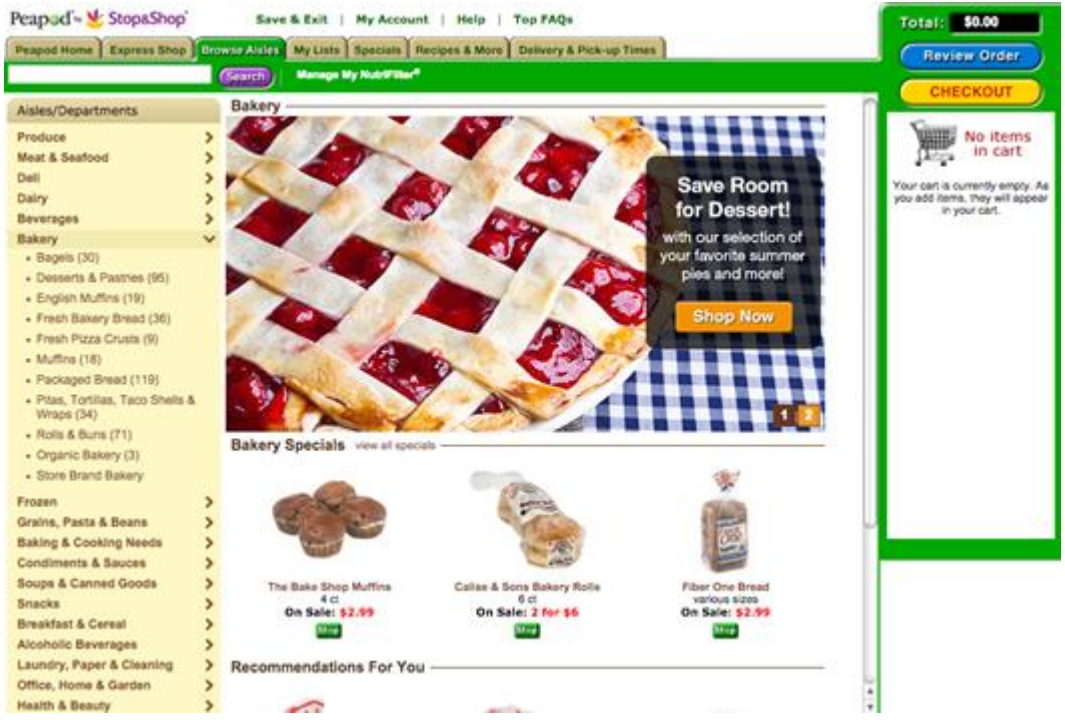
Checking out Twitter...

↩
↻ 45
★ 80
⋮



Chapter 4: Foundations of Good IA





	Shoes	Clothing	Bags & Handbags	Accessories	Watches
Parent					
Child	WOMEN'S SHOES Casual Shoes Dress Shoes Athletic Shoes Work Shoes Career Shoes Heels Boots Flats Sandals Slippers Sneakers Wedges Platforms New Arrivals View all...	MEN'S SHOES Casual Shoes Dress Shoes Athletic Shoes Work Shoes Career Shoes Sneakers Boots Loafers Sandals Oxfords Boat Shoes Slippers New Arrivals View all...	GIRLS' SHOES Boots Sneakers Flats Sandals Slippers Infant Toddler Youth New Arrivals View all...		

The screenshot shows the Amazon website interface. At the top, there is a navigation bar with the Amazon logo, 'Try Prime', and 'Explore Amazon'. A search bar is on the right. Below the navigation bar, a dropdown menu is open, listing various departments. The background features a large orange banner with the text 'MEMBERS OF THE FAMILY' and an image of a tablet displaying the Amazon app interface.

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 Clothing, Shoes & Jewelry
 Women
 Men
 Girls
 Boys
 Baby
 Collectibles & Fine Art
 Computers
 Credit and Payment Cards
 Digital Music
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 Gift Cards
 Grocery & Gourmet Food
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1 fire AN EN FOR A \$40

MEMBERS OF THE FAMILY

Narrow Your Choices

MEN'S SIZE

1.5	2	2.5	3
3.5	4	4.5	5
5.5	6	6.5	7
7.5	8	8.5	9
9.5	10	10.5	11
11.5	12	12.5	13
13.5	14	14.5	15

MEN'S WIDTH

N	M	W	WW	4A
3A	2A	A	B	C
D	E	EE	3E	4E
5E	6E	9E		

CATEGORY

- Boots (594)
- Sneakers & Athletic Shoes (110)
- Clogs & Mules (61)
- Oxfords (35)
- Insoles & Accessories (20)
- Loafers (13)

Sort by

- Relevance
- Price: Low to High
- Price: High to Low
- Avg. Customer Review
- Newest Arrivals

2015



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- Sunday success for Rubio, Sanders 2h
- Trump campaign shows cracks 2h
- N. Korea vows nuke strike, again 33m
- 2,000 guns found on fishing boat 3h
- Pentagon's plan to make cyborgs 3h
- NYPD officers sprayed, burned
- Tributes pour in for Nancy Reagan 1m
- Nuns in Mother Teresa group shot dead
- Pastor shot in church parking lot 2h
- Amazing photo of fan saving child
- Inventor of email dies at 74 37m
- Kids, officers killed in suicide attack 1h
- 'SNL' parody: Racists for Trump 14m

Iran: Saudis don't stand a chance



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OUTSIDERS WIN; KASICH IS 2ND



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Trump, Sanders get key primary victories

Traffic jams keep some polls open
Exit polls show concerns about government, economy

BREAKING NEWS

Projection: Big showing for Ohio governor

2016 Election Center

live results

new hampshire

trump	34%	sanders	59%
kasich	16%	clinton	38%
cruz	12%		



BREAKING NEWS

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[More than a year after the](#)
[shooting -- a time span in which](#)
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[Emanuel a three-term congressman and former chief of staff to President Barack Obama,](#)
[Emanuel own as well.](#)

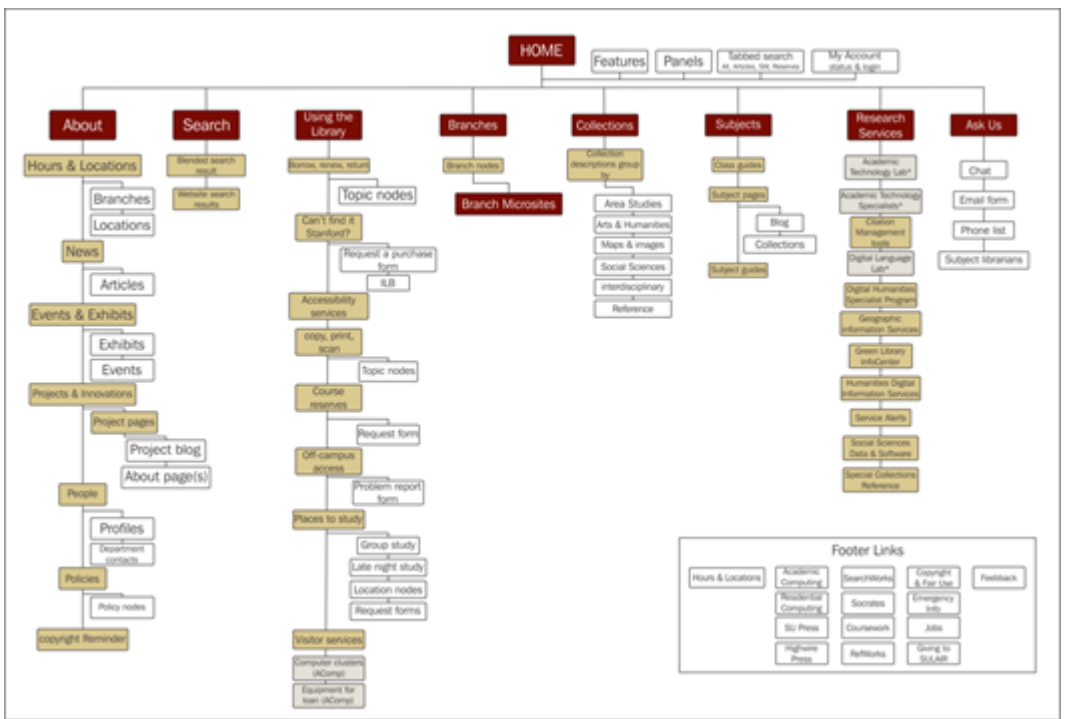
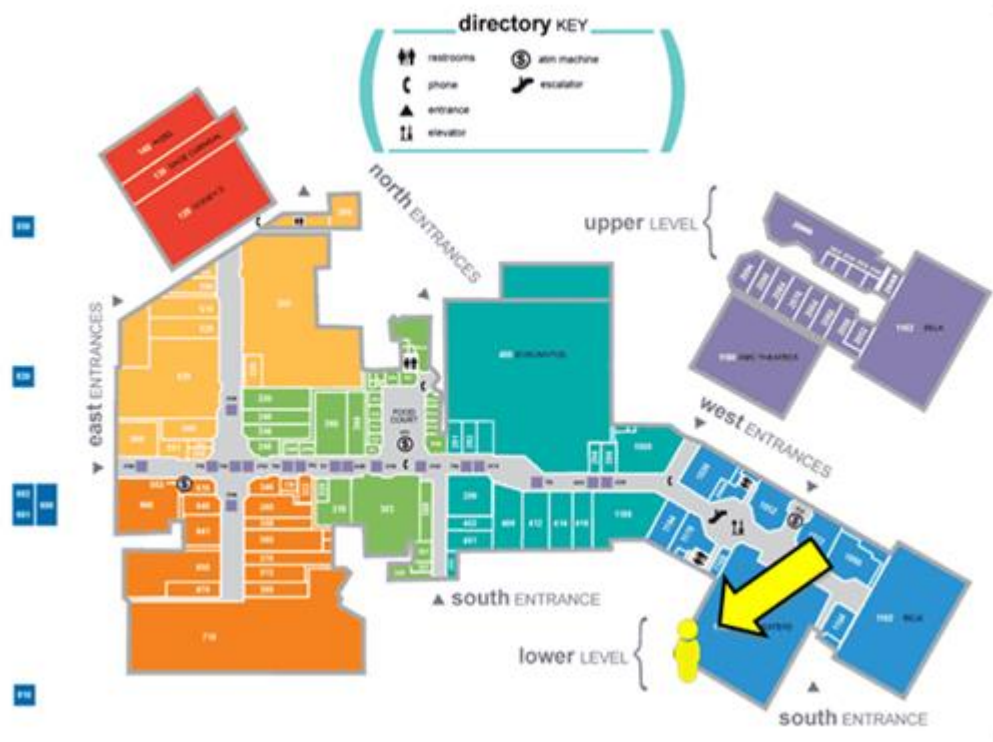
Washington (CNN)—Chicago Mayor Rahm Emanuel is facing the toughest challenge of his four-year-old administration amid protests over the way his city responded when a white police officer shot a black teenager 16 times last year.

After video of the October 16, 2014, shooting of Laquan McDonald was released last week, Emanuel asked the city's police superintendent to resign Tuesday. Some activists and political opponents say



Now Playing Mayor Rahm Emanuel...







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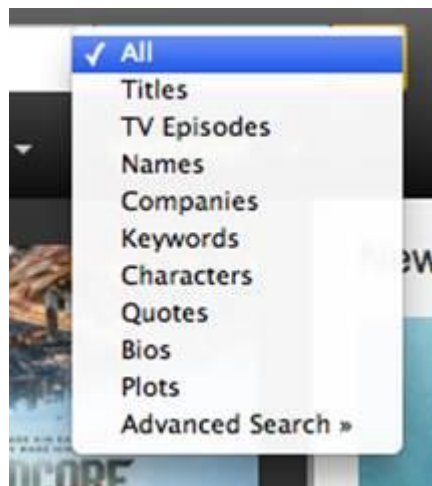
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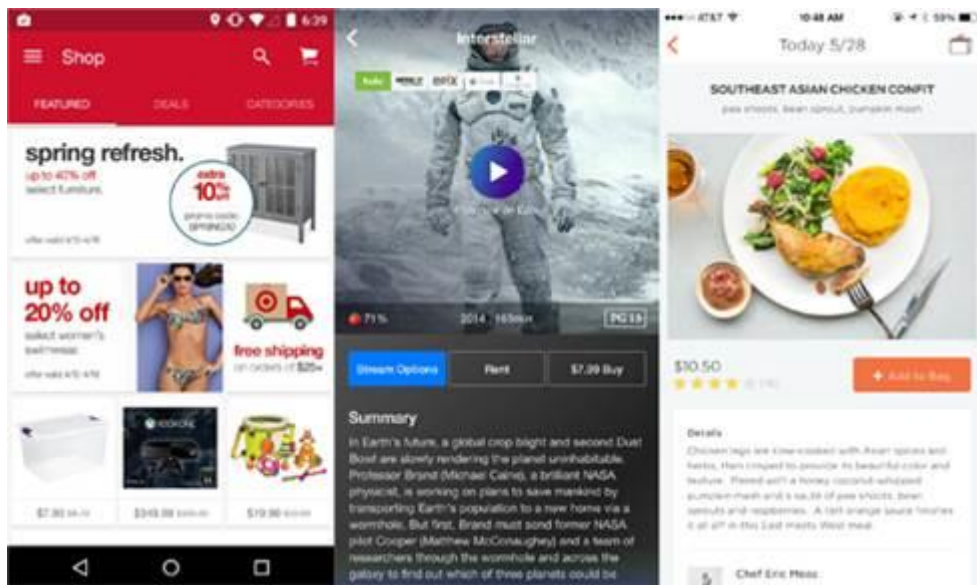




Chapter 5: An Effective UX Approach









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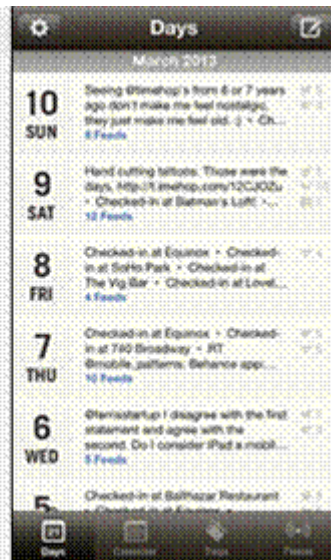
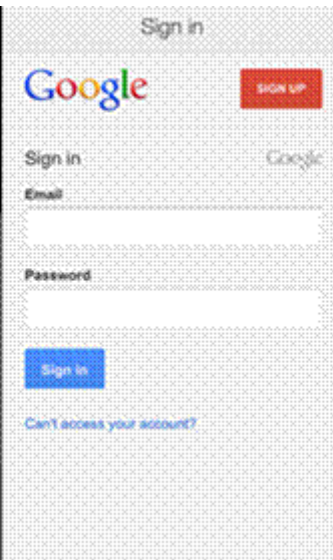
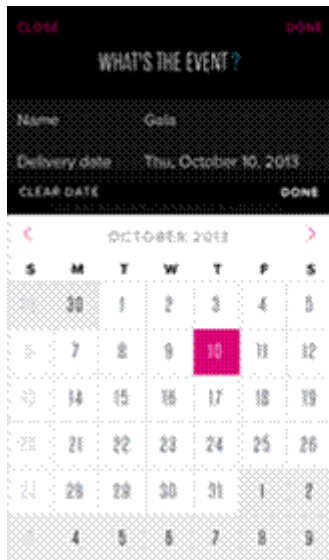
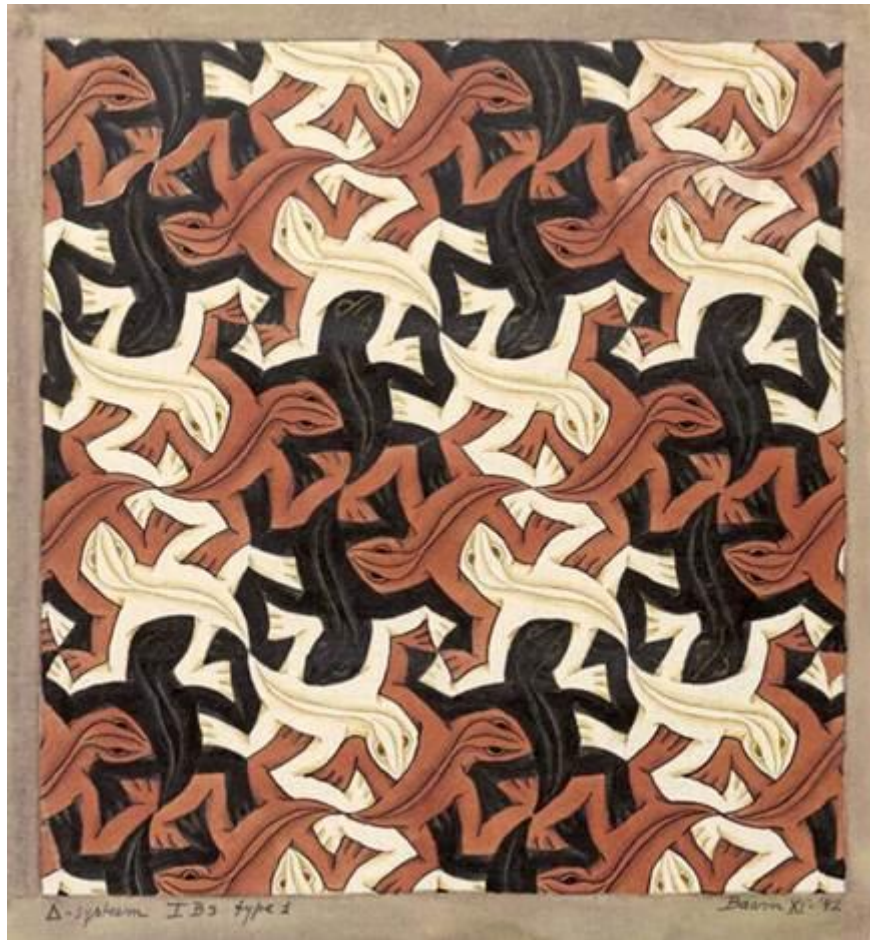


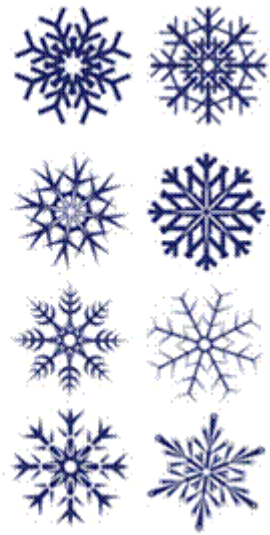
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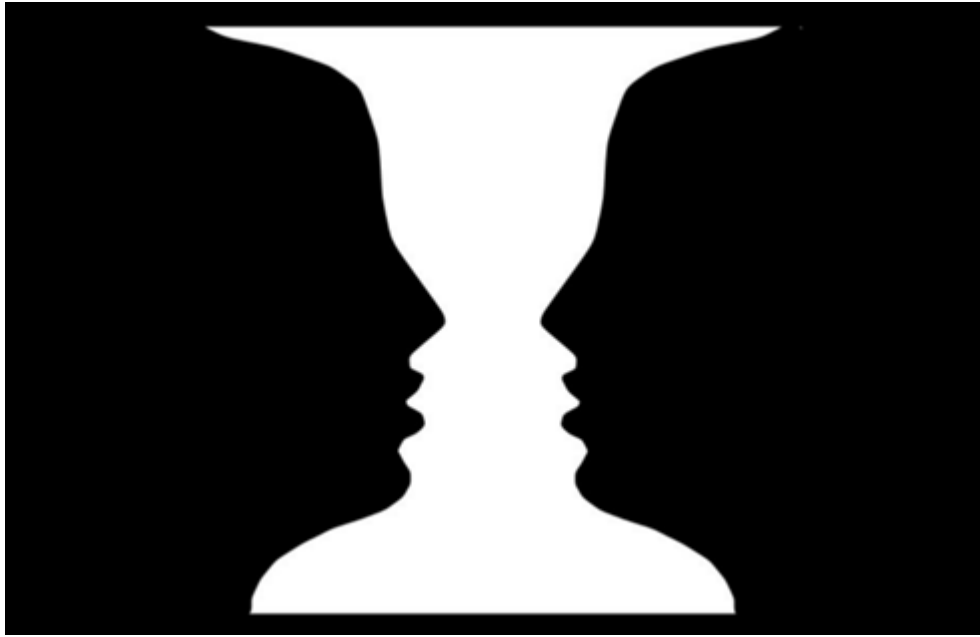
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Mondrian Soho

Reviews

Harold Smith-Franzen (@smithfranzen)
★★★★☆ a year ago

Attractive hotel with a great location on Crosby. Rooms are nice and can be great value. Only downside here is that staff / service are very hit or miss and tend toward surly.

Travis Katz
★★★★☆ a year ago

Seems like when conceiving this hotel the primary focus was on the bar and lobby, and the rooms were a bit of an afterthought. This hotel is stylish, catering to a fashionable clientele. The rooms are beautifully done, but tiny (about half the size of L...

Hardeep Wala
★★★★☆ a year ago

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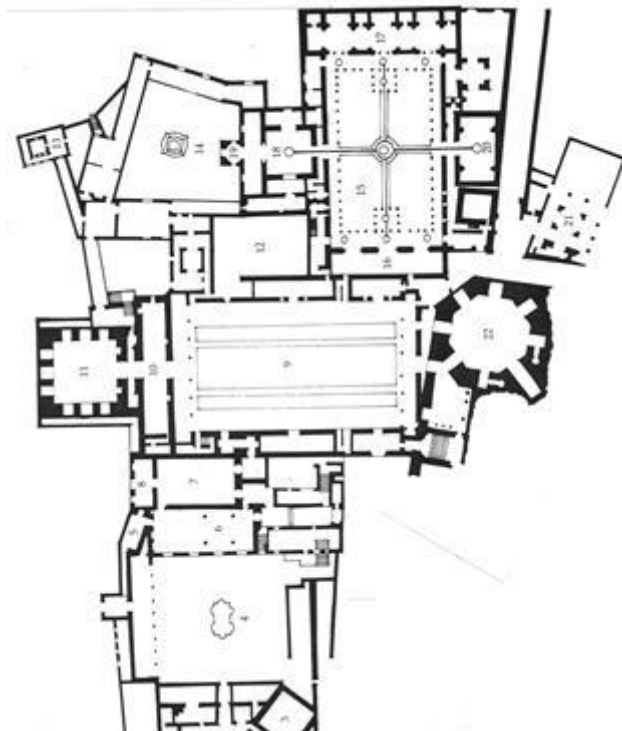
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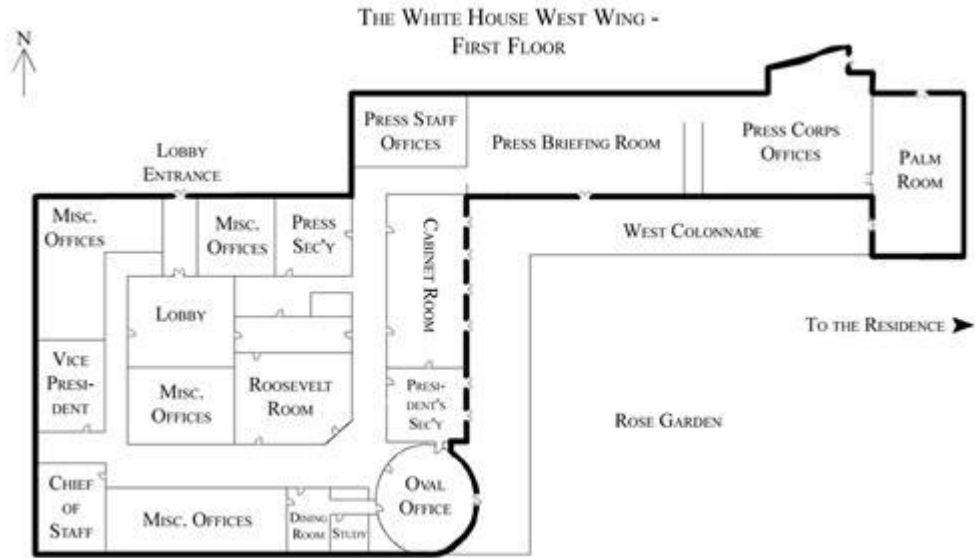
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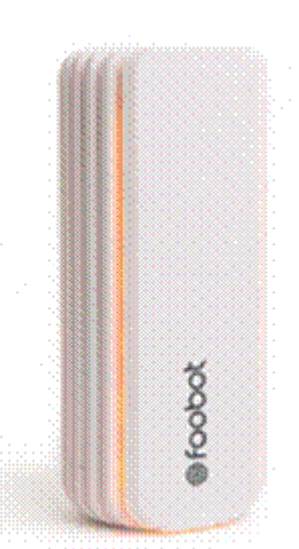
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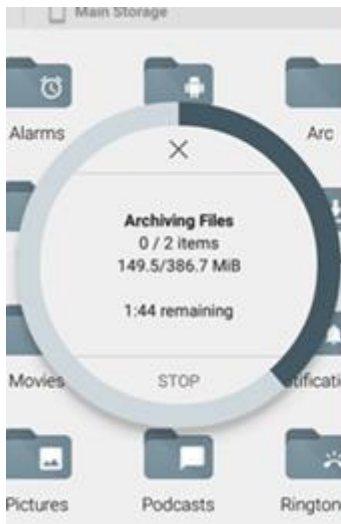
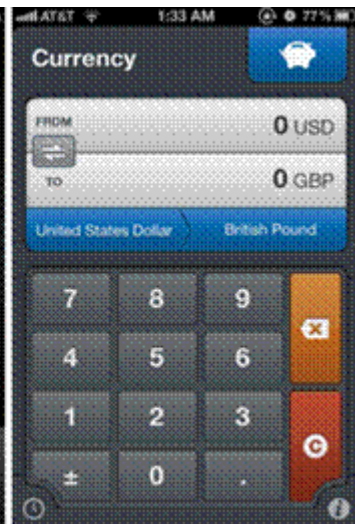
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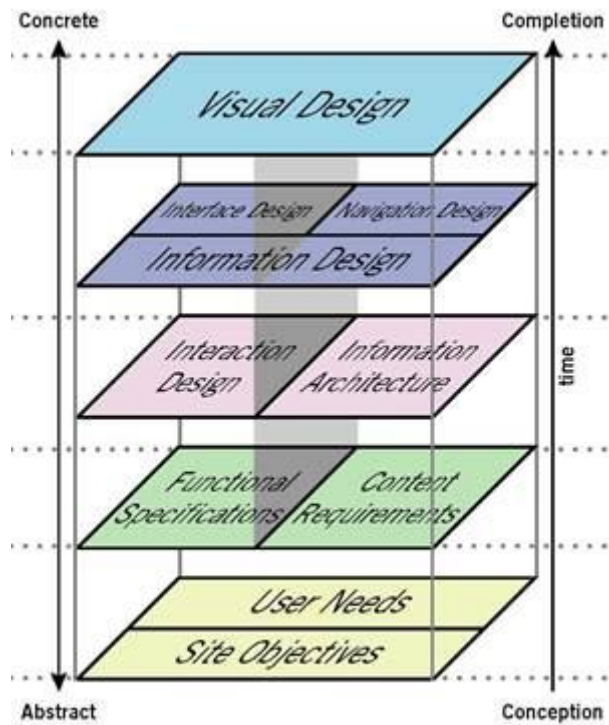
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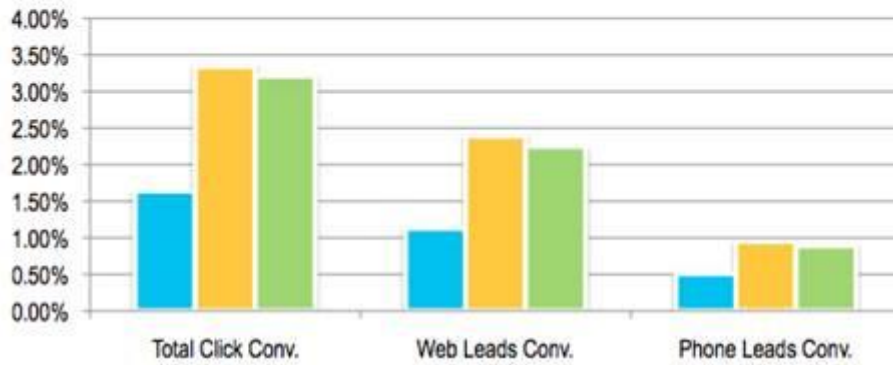


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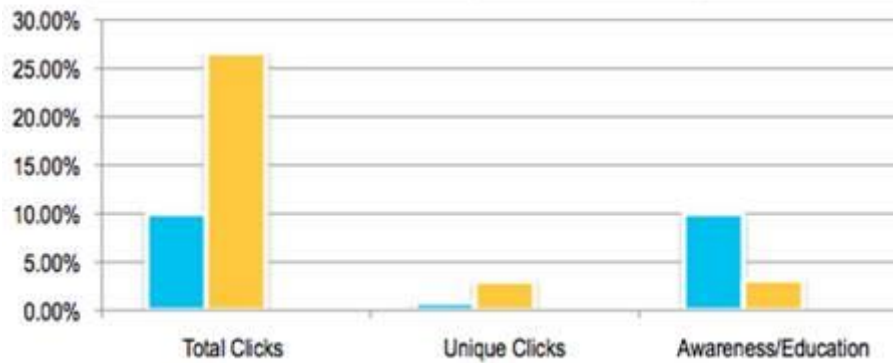
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Metrics	Baseline	Design A	Design B
Total Click Conversion	1.64%	3.34%	3.21%
Web Leads Conversion	1.13%	2.39%	2.25%
Phone Leads Conversion	0.51%	0.95%	0.89%



Metrics	Baseline	Design A
Total clicks from Intranet Site*	10%	26.6%
Unique clicks from Intranet Site	0.8%	3%
Awareness/Education Time**	10%	3.125%



Chapter 7: Tools and Trends



Teach Me
TINA

LEARNING FOCUSED Teacher

title	company name
Science Teacher	Crabapple Middle School
industry	location
Education	Roswell, Georgia
description	
Crabapple Middle School has enjoyed twenty plus years of excellence in education since its opening in 1983. In 1988, Crabapple Middle became Fulton County's first National School of Excellence and a Georgia School of Excellence. In 2003, Crabapple Middle was recognized as one of the first Georgia Lighthouse School to Watch for excellence in middle level education.	

“Tell me more! I need Internet at home and in my classroom. So, it’s got to work. When I do have trouble, though, I want to be able to fix it quickly on my own.”

My school continuously strives to be a premier educational institution in the state of Georgia. Technology is now a part of our everyday lives, so I use technology and the Internet in my classroom. I use it for personal projects, but also for classroom projects with all of my students. When in a classroom with 30 middle school kids, I don't have time to call the DSL provider if I have trouble with the connection. So, I need to be able to troubleshoot problems on my own.

