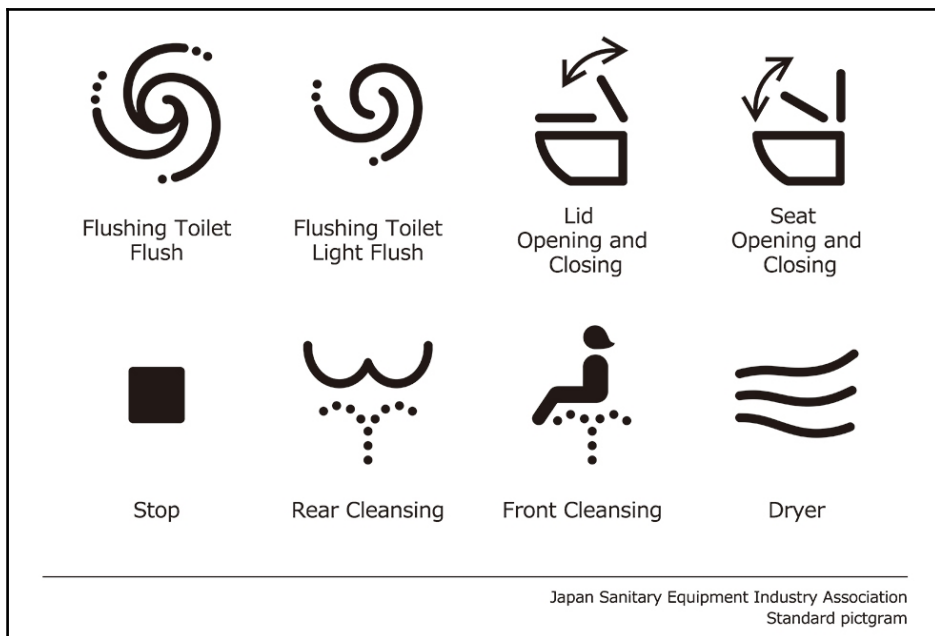
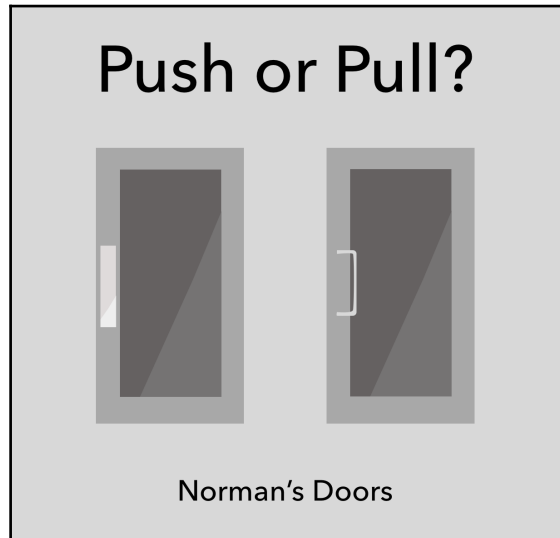


Chapter 1:

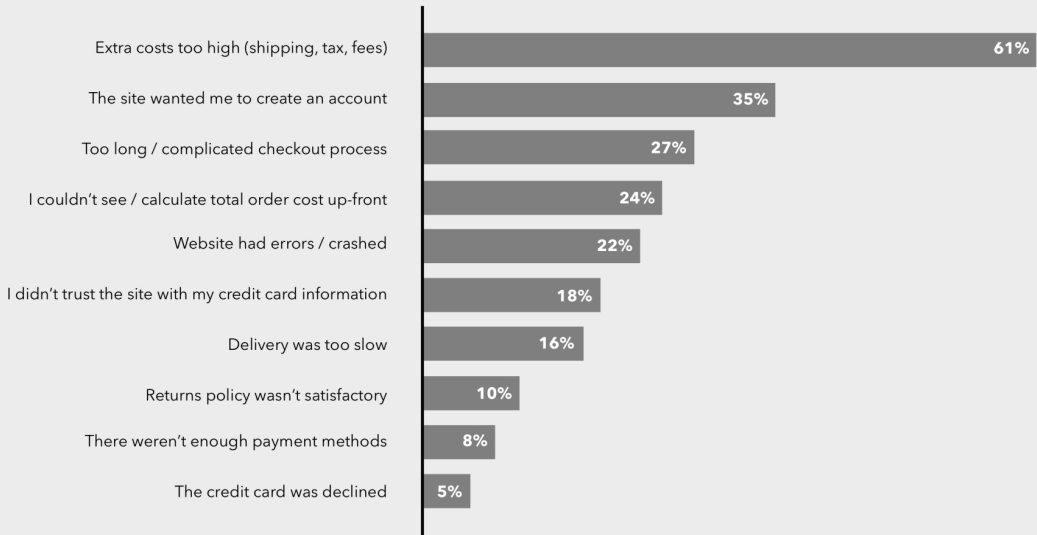
Understanding UX and its Importance



Reasons for abandonments during checkout

1,044 responses - US adults - 2016 - (c) baymard.com/checkout-usability

"Have you abandoned any online purchases during the checkout process in the past 3 months? If so, for what reasons?"



The ROI of UX



Companies with highly effective UX have increased their revenue by 37%



Reduced complexity for users by 65%



Increased application usage by 30%



Reduced errors by 50%



Reduced customers churn by 30%

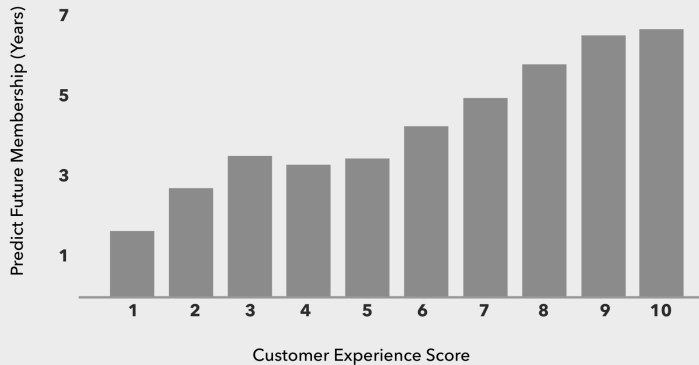


Increased upsells by 15%

Customer Experience Drives Membership

Source: Medallia Analysis

In a subscription-based business, membership is driven by good customer experience.



Customer Experience Drives Sales

Source: Medallia Analysis

In a transaction-based business, sales are driven by good customer experience.



Have a profile?

Sign in to enjoy faster, easier checkout

E-mail

Password

Password is case sensitive

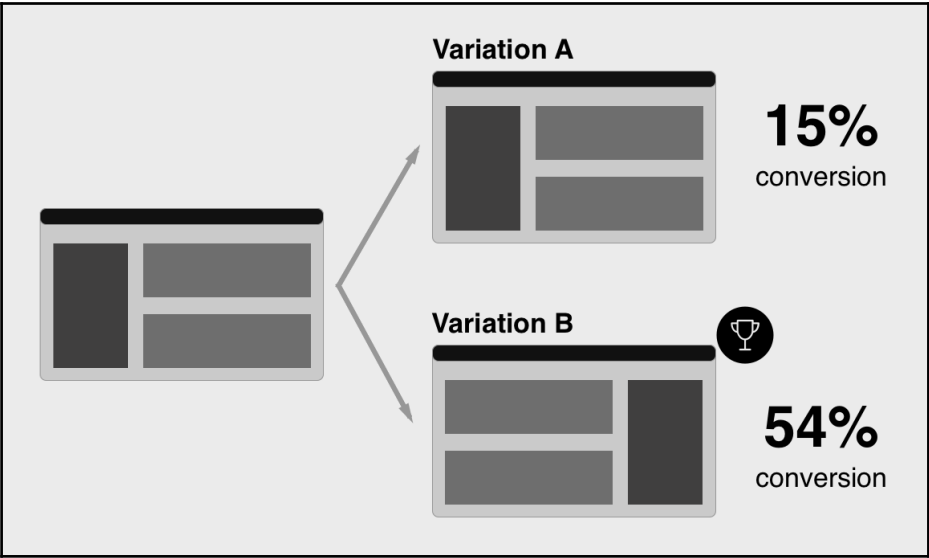
[Forgot your password?](#)

Checkout

No profile yet?

No problem! You'll be able to create a profile during checkout

Checkout as a guest



Current Project

Sample Project

Filtering

Including 25 participants. 7 participants are excluded. (0 hidden, 7 filtered)

Excluding participants who did not complete the test.

Export Results

- Excel XML export
- PDF export
- CSV export
- Excel XML (with participants)

Common Questions

Can Loop¹¹ assist me with the analysis of my results? [@](#)

I've entered a success URL incorrectly. Can I remove it so my task completion rate is accurate? [@](#)

How do I export or download my results? [@](#)

There is a page on my website that should be considered a 'success page'. Can I change it after my project has been completed? [@](#)

Dashboard - Sample Project

Average task completion rates

- Success 48%
- Fail 45%
- Abandon 7%



Task results overview

■ Success ■ Fail ■ Abandon

Average page views

Average time

Clients have worked with



6.4

129.5 secs

How long operating



2.8

35.3 secs

Apple Pay



2.6

32.7 secs

Define

Measure, Analyse and Improve



Define Metrics



Define User and Tasks



Measure Before

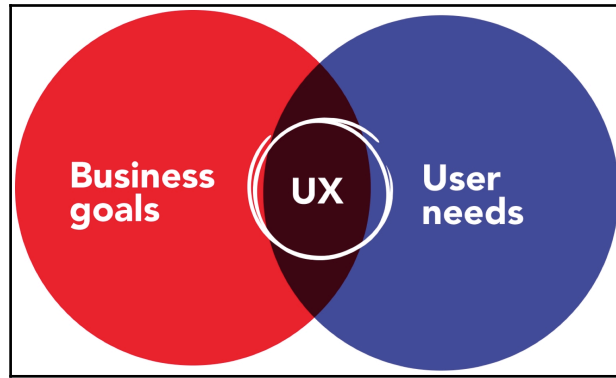


Make Changes

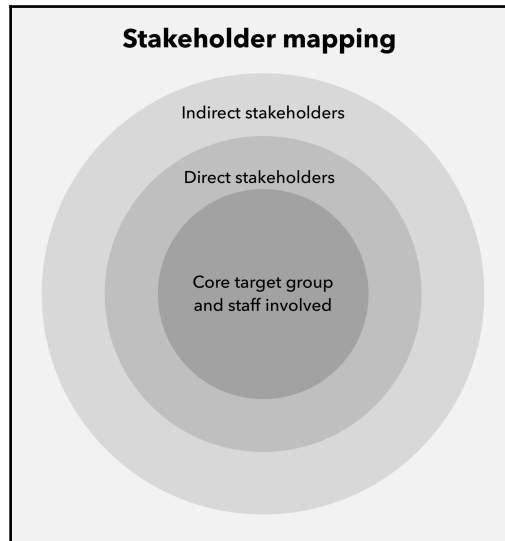


Measure After





Chapter 2: Identifying UX Issues – UX Methodologies



R	Responsible <ul style="list-style-type: none">• Who is/will be doing this task?• Who is assigned to work on this task?
A	Accountable <ul style="list-style-type: none">• Who is going to approve/not approve it?• Who has the authority to take decision?
C	Consulted <ul style="list-style-type: none">• Anyone who can tell me more about it?• Any stakeholders already identified?
I	Informed <ul style="list-style-type: none">• Anyone whose work depends on this task?• Who has to be kept updated about the progress?

RACI Chart (Roles and Responsibilities Matrix)

Process Name / Description:

Describe the process that this RACI addresses

Created On:

Date

Revision:

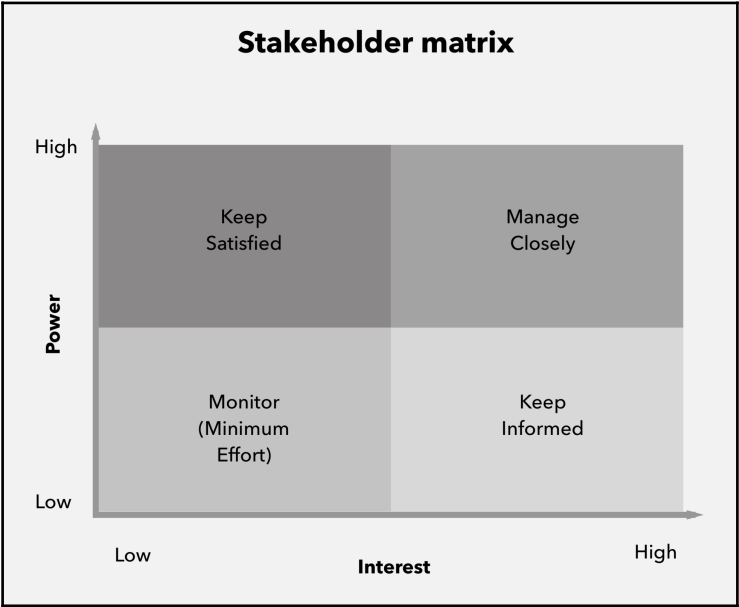
Date last revised

Created by:

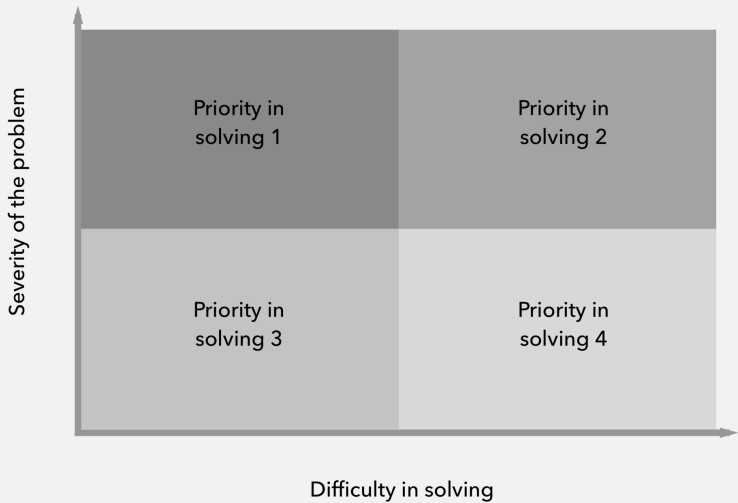
Lisandra (UX), Scott (Designer/Front-end), Allyson (Marketing), Jeroen (CEO), Jorrieth (Product Owner)

	UX	Design	PO	Marketing	CEO
Organize a Kickoff meeting with Stakeholders	R	C	C	C	I
User Research	R	I	A	C	I
CCA	R	I	A	C	I
Personas	R	I	A	C	I
Wireframe	R	C	A	I	I
Final Design	C	R	A	I	I

R = Responsible, A = Accountable, C = Consulted, I = Informed



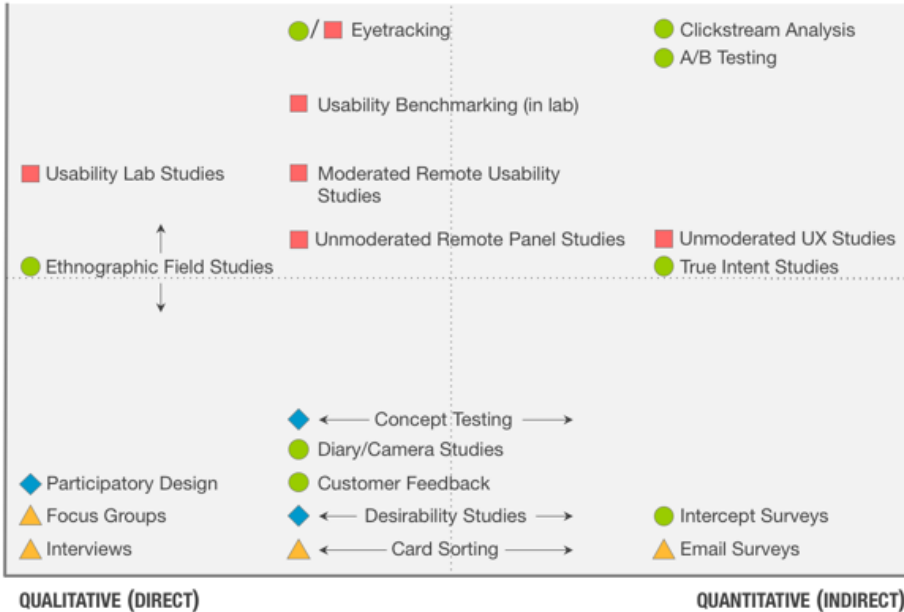
Prioritization of heuristic problems



A LANDSCAPE OF USER RESEARCH METHODS

BEHAVIORAL

ATTITUDINAL



KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

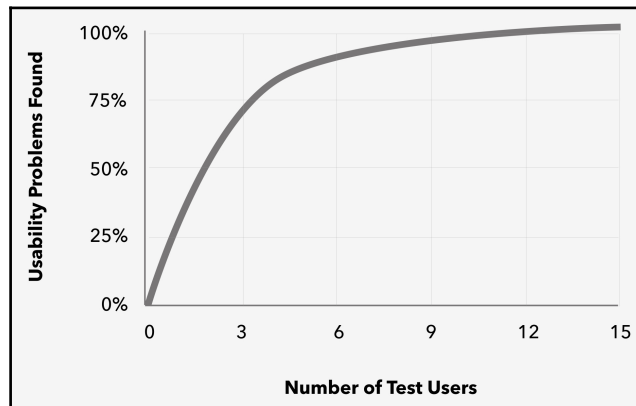
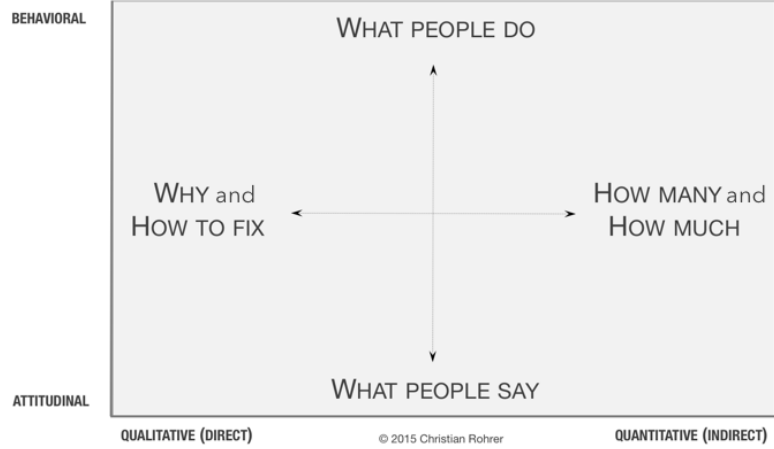
● Natural use of product

■ Scripted (often lab-based) use of product

▲ De-contextualized / not using product

◆ Combination / hybrid

QUESTIONS ANSWERED BY RESEARCH METHODS ACROSS THE LANDSCAPE





ROMAN'S PERSONA TEMPLATE

 romanpichler

 PICTURE & NAME	 DETAILS	 GOAL
<p>What does the persona look like? What is its name? Choose a realistic and believable picture and name.</p>	<p>What are the persona's relevant characteristics and behaviours? For instance, demographics, such as age, gender, occupation, and income; psychographics, including lifestyle, social class, and personality; and behavioural attributes like usage patterns, attitudes, and brand loyalty. Only list relevant details.</p>	<p>What problem does the persona want to solve or which benefit does the character seek? Why would the persona want to use or buy the product?</p>



Persona: Buyer



Anna, 24

Young Professional

Nutritionist, loves her smartphone and wants to buy her first car, but doesn't have much saved money.
Has no experience in buying a car.

"I don't feel confident in buying a car. I need my family and friends to help researching!"

TECH SAVVY

Mobile

90%

Laptop

10%

EXPERIENCE

NOT Need Help

Need Help

NOT Need Finance

Need Finance

NOT Use Apps

Use App

MeuCarroNovo



Persona: James Bond Expert

007







Ali, 29 y.o.

- Tech savvy, likes technology
- Doesn't like SM, prefers in-person contact
- Watches **trailers and videos** on his iPhone
- Likes **exclusive content and events**
- Doesn't make "any effort to search for content"

"I compete with my friends about James Bond movies knowledge. I guess it is like a 'knowledge race'"

Touch points

	Desktop - 0%
	Laptop - 35%
	Tablet - 10%
	Smartphone - 50%
	Magazines - 5%

Needs

- Be updated about JB to compete with his friends
- Wants to feel privileged and rewarded for his knowledge

Goals

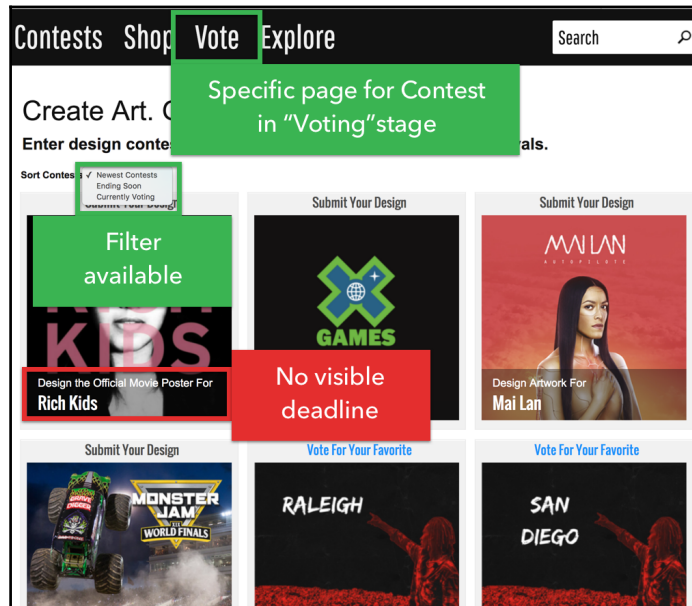
- Win the "knowledge races" against his friends
- Gets exclusive content and event invitations

Pain Points

- He doesn't like to put effort in researching for content
- Doesn't want to loose the "knowledge races"







Potential Solutions

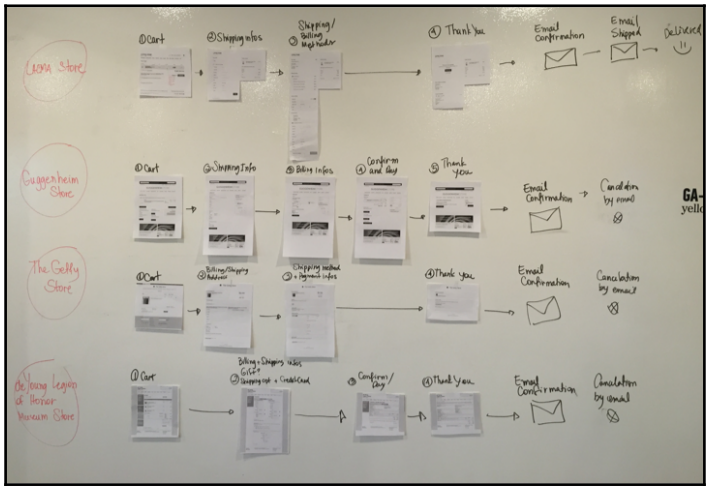
- Quiz / Fun Facts / Content
- Exclusive tickets/invites for events



	A	B	C	D	E	F
1		store1.com	store2.co.uk	store3.nl	store4.com.br	
2	Navigation					
3	Primary Navigation (categories)					
4	Global Navigation					
5						
6	Catalog					
7	Special itens					
8	Sale itens					
9	Seasonal itens					
10						
11	Content					
12	Product description					
13	Product use					
14						
15						

	Museum 1	Art Gallery 1	Museum 2	Art Gallery 2	Museum 3	Museum 4	Museum 5
Focused on art gallery	<input type="radio"/>	<input checked="" type="radio"/>		<input checked="" type="radio"/>			
Find and follow art events	<input checked="" type="radio"/>		<input checked="" type="radio"/>				
Responsive mobile app	<input checked="" type="radio"/>					<input checked="" type="radio"/>	<input checked="" type="radio"/>
Online store	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>				
Add to favourite	<input checked="" type="radio"/>						<input checked="" type="radio"/>
History of the event	<input checked="" type="radio"/>	<input checked="" type="radio"/>			<input checked="" type="radio"/>	<input checked="" type="radio"/>	
Gallery info and map	<input checked="" type="radio"/>						
Calendar events	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>			
Share via email	<input checked="" type="radio"/>	<input checked="" type="radio"/>			<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>

		Chat feature?	Free tool?	Direct messaging?	How discuss topics?	Voice feature?	Video feature?
DIRECT		No	Yes	No	Cards	No	No
		Yes	Yes	Yes	Create projects for meeting agendas	No	No
		Yes	Free plan for small teams	Yes	Setting a channel topic or purpose	Scheduled	Scheduled
		Yes, adding extra (ClickDesk Live Chat)	No, only a free trial	Yes, adding extra (ClickDesk Live Chat)	With comments feature	No	No
INDIRECT		Yes	Yes	Yes	Creating meetings	Yes	Yes
		Yes	Yes	Yes	Opening groups	Yes	Yes



The Three Zones of a Customer Journey Map

	SCENARIO	GOALS AND EXPECTATIONS									
	<hr/> <hr/> <hr/>	<ul style="list-style-type: none">• <hr/>• <hr/>• <hr/>									
<div><div><div>1 <hr/></div><div>2 <hr/></div></div><div><div>3 <hr/></div><div>4 <hr/></div><div>5 <hr/></div></div><div><div>6 <hr/></div><div>7 <hr/></div></div><div><div>8 <hr/></div><div>9 <hr/></div></div></div> <div></div>											
<table border="1"><tr><td>OPPORTUNITIES</td><td>OPPORTUNITIES</td><td>OPPORTUNITIES</td><td>OPPORTUNITIES</td></tr><tr><td>INTERNAL OWNERSHIP</td><td>INTERNAL OWNERSHIP</td><td>INTERNAL OWNERSHIP</td><td>INTERNAL OWNERSHIP</td></tr></table>				OPPORTUNITIES	OPPORTUNITIES	OPPORTUNITIES	OPPORTUNITIES	INTERNAL OWNERSHIP	INTERNAL OWNERSHIP	INTERNAL OWNERSHIP	INTERNAL OWNERSHIP
OPPORTUNITIES	OPPORTUNITIES	OPPORTUNITIES	OPPORTUNITIES								
INTERNAL OWNERSHIP	INTERNAL OWNERSHIP	INTERNAL OWNERSHIP	INTERNAL OWNERSHIP								

Zone A: The Lens



actor



scenario

Zone B: The Experience



phases

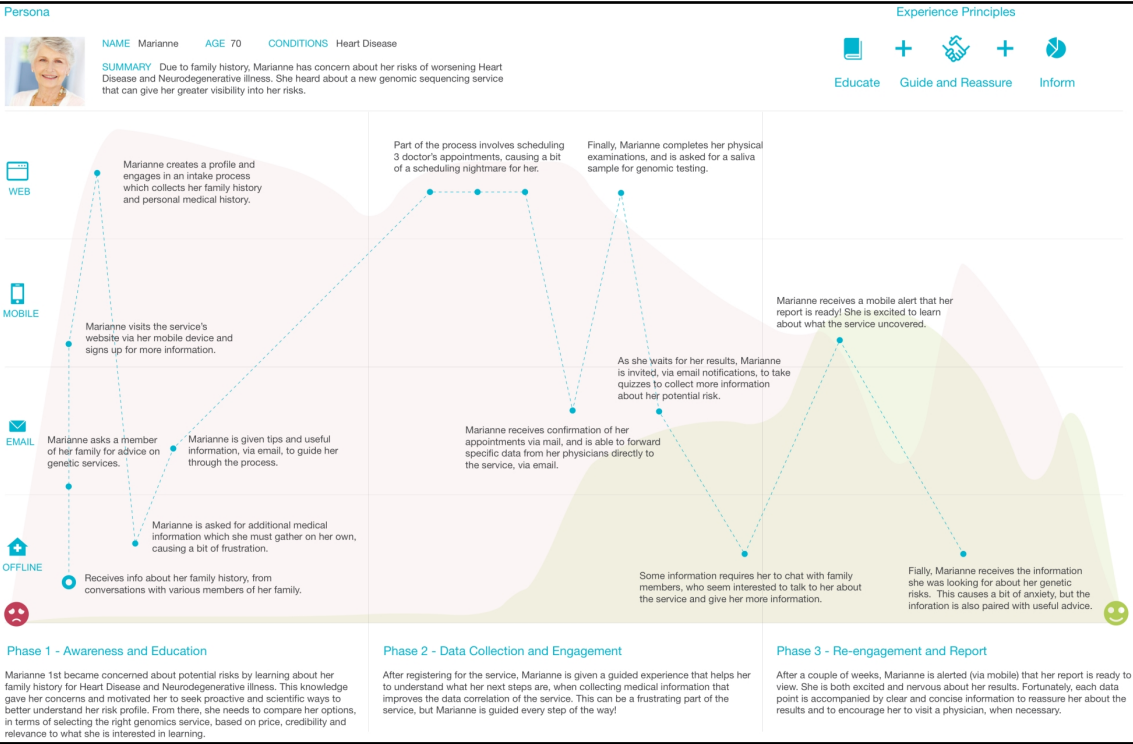


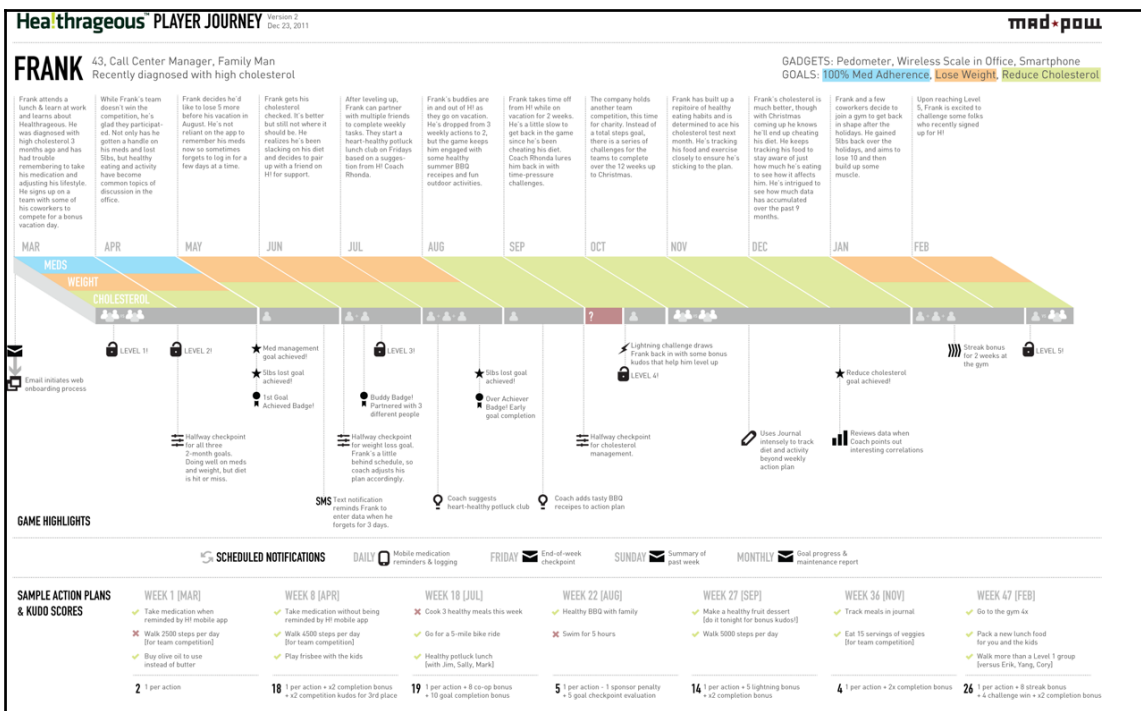
actions, thoughts,
emotions

Zone C: The Insights



opportunities





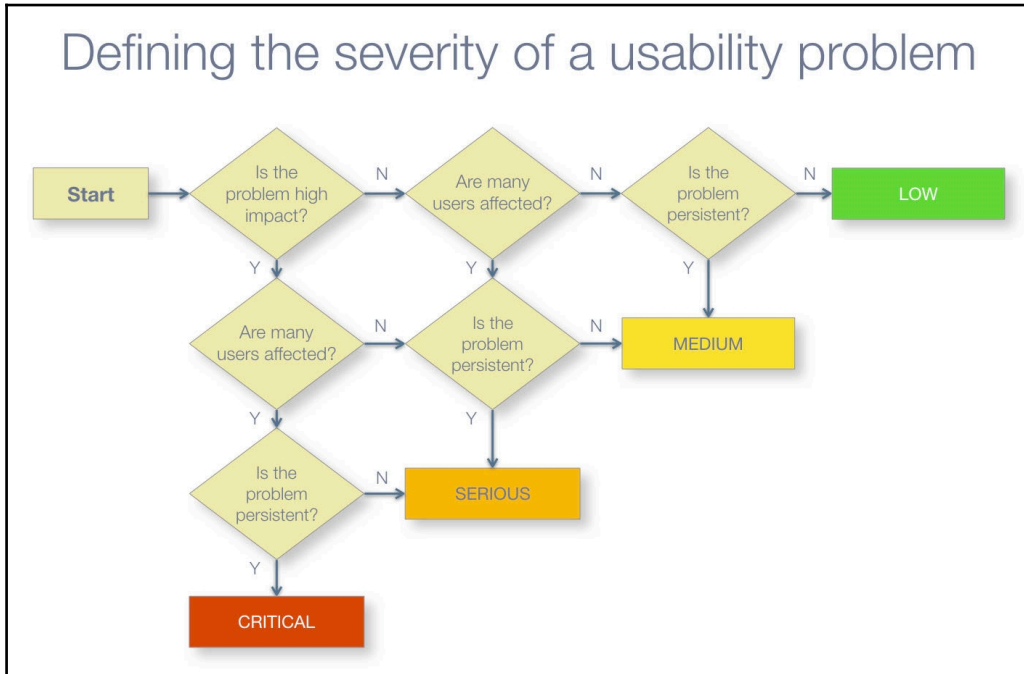
[User ... (descriptive)] **needs** [need ... (verb)] **because** [insight. ... (compelling)]

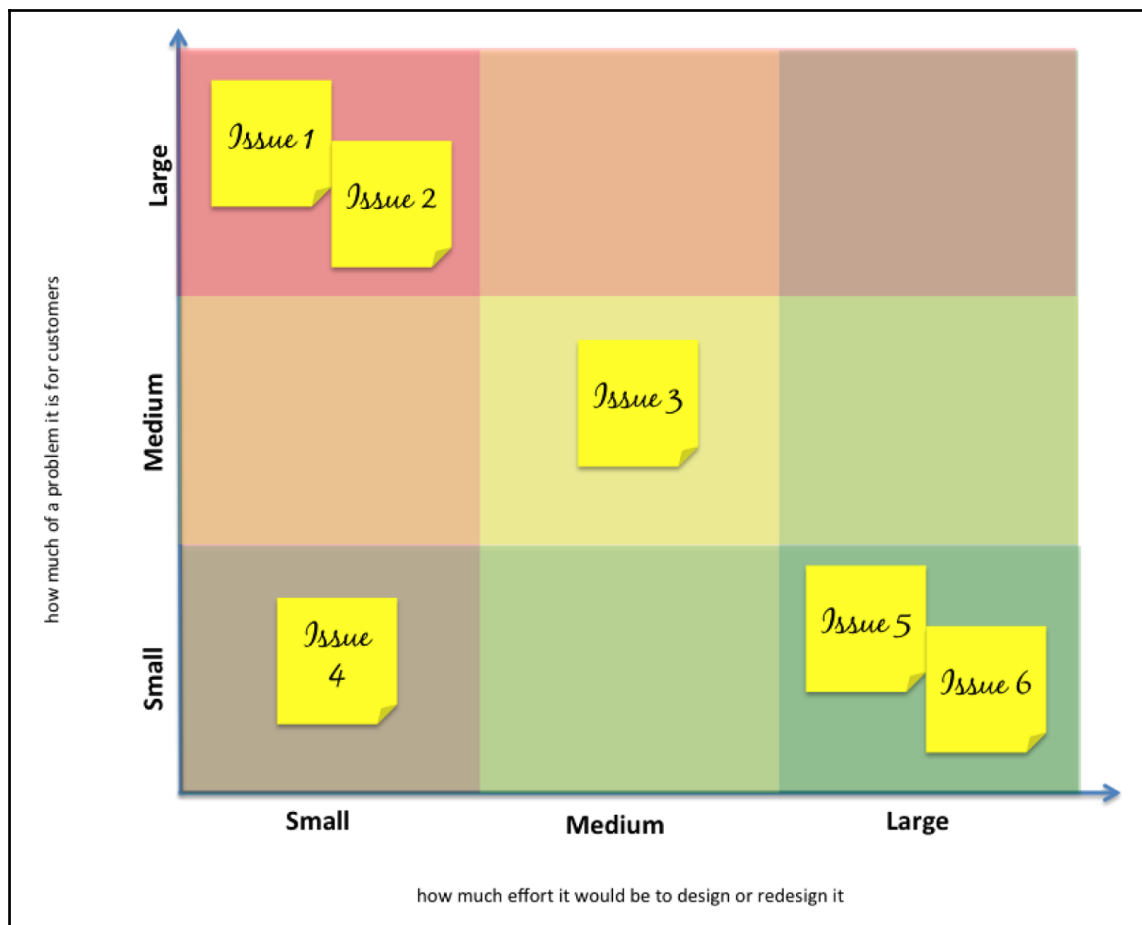
_____ is a challenge for _____ because _____.

We have observed that [product/service/organization] isn't meeting [these goals/needs], which is causing [this adverse effect]. How might we improve so that our product/service/team/organization is more successful based on [these measurable criteria]?

"[Our service/product] was designed to achieve [goals]. We have observed that the service/product isn't meeting [these goals], which is causing [this adverse effect] to our business. How might we improve [service/product] so that our customers are more successful based on [these measurable criteria]?"

Chapter 3: Exploring Potential UX Solutions





Breaking BurnerAmplifier

Lisandra MaioliMy AccountLog Out

CollectionsPublicationsSettings

Design ThinkingDesignUpdate

Inputs & SourcesFilter SettingsAdvanced FiltersScoringWaiting for content...

"Does it 'Author' mean 'account'?"

AuthorWordsURLsAllowed Languages

Allow

Block

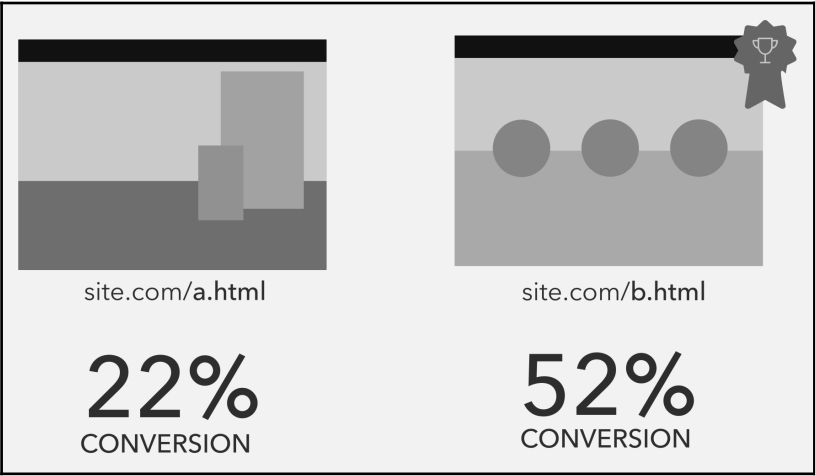
Update

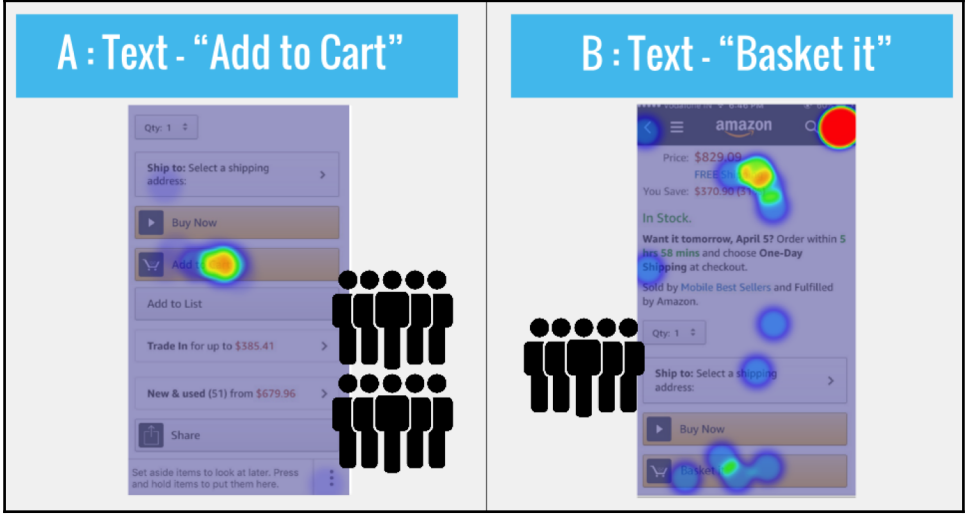
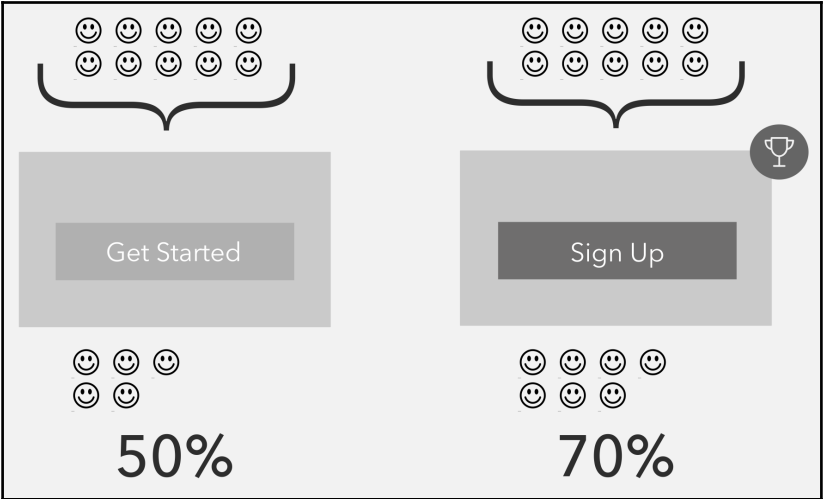
Should we add an explanation about Allow/Block?

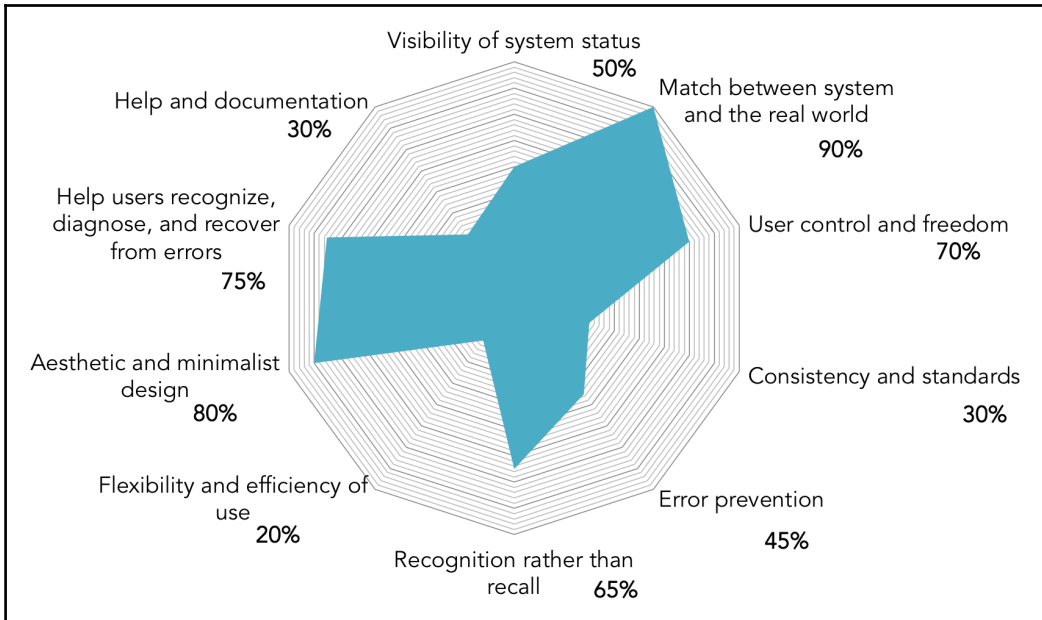
Not easily noticeable, especially when in another tab

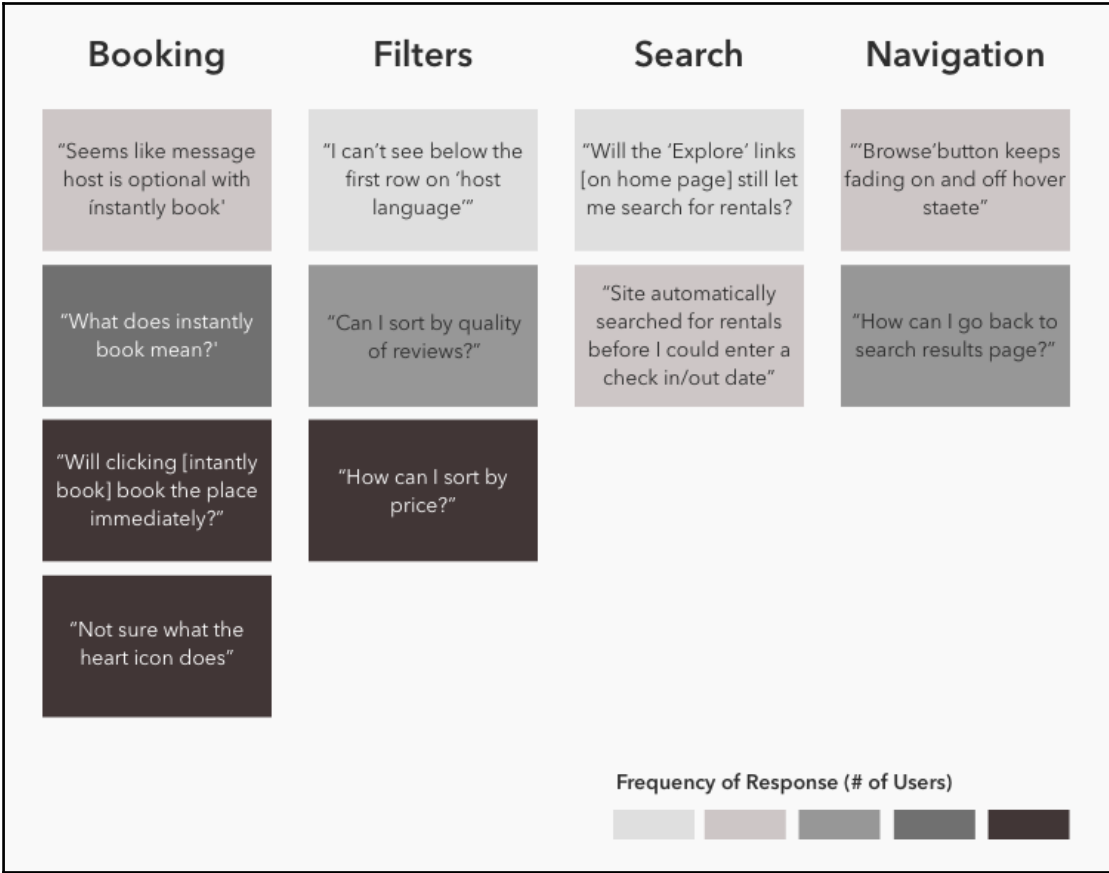
Note: they take a long time to realise that the language should be selected in order to the content be fetched

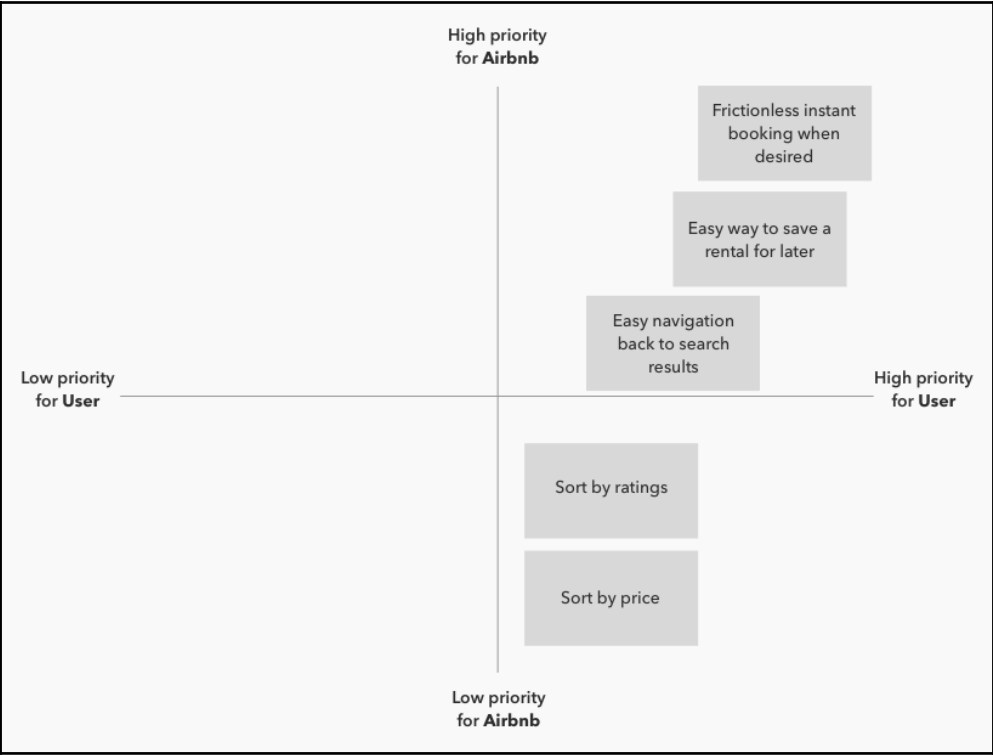
Labels: IssueSuggestionTester quoteNote from the UX team

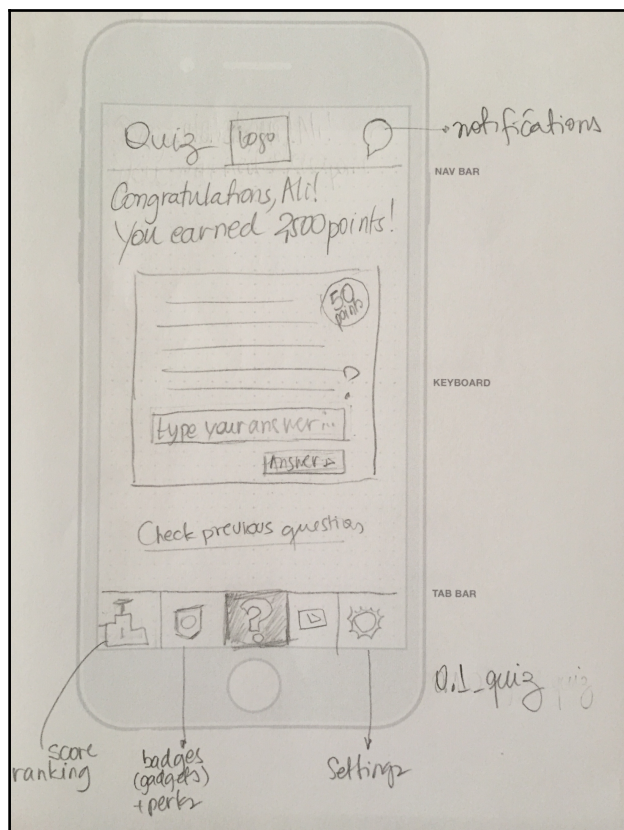


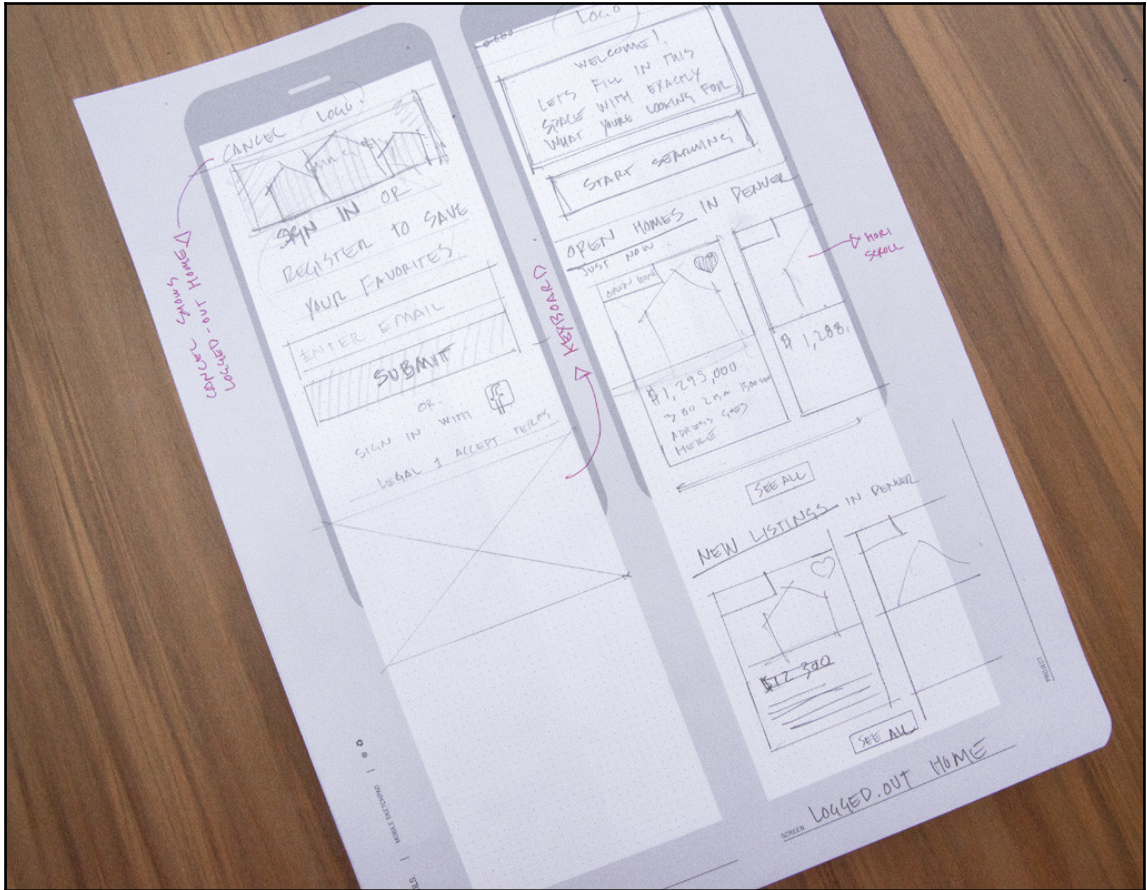


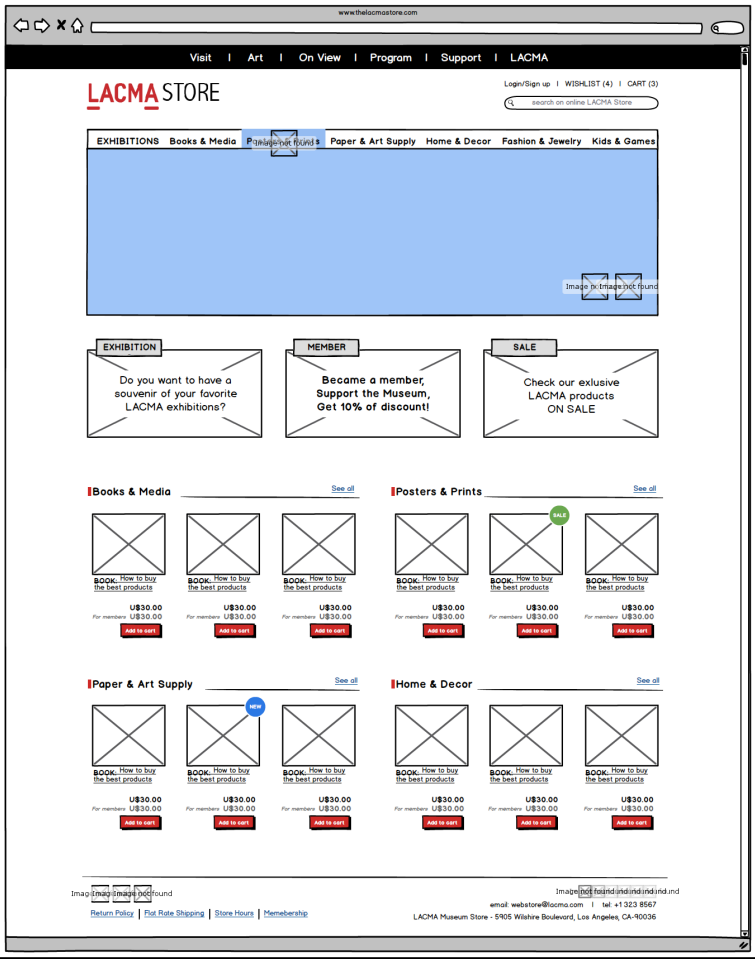


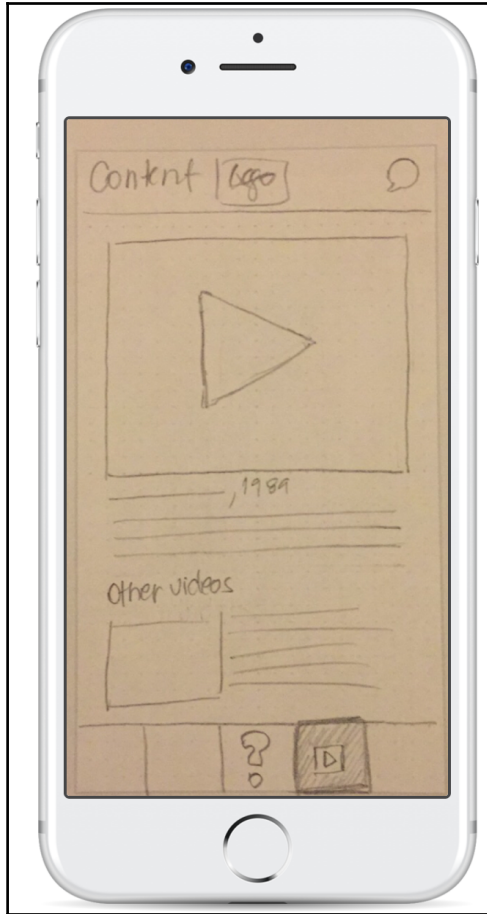












ESTADÃO

POLÍTICA | ECONOMIA | INTERNACIONAL | ESPORTES | LIFESTYLE | SAÚDE | OPINIÃO | MEIO AMBIENTE | CULTURA | EDUCAÇÃO | BRASIL

Jornal do Carro

60000

CARROS | MOTOS | ANTIGOS | MERCADO | TABELA JC | SERVIÇOS | MARCAS

COMPRA E VENDA

BUSCA

COMPRA E VENDA 0 KM

📍

Você está vendo ofertas de

SÃO PAULO | CEP 02057-000

🔍

MODELO A RESULTO

🕒

5 DIAS RESTANTES

Ofertas válidas até 17.08.2015

OFERTAS FIAT

OFERTAS FORD

CLICHA NA IMAGEM

400 078 chega ao Brasil até o fim do ano

ENCONTRE OFERTAS DA SEMANA

VEJA MAIS OPÇÕES DE BUSCA

Selecione até 6 marcas que quer visualizar

Selecione até 6 modelos que quer visualizar

Quanto quer pagar no seu carro 0 Km?

17 opções encontradas

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

R\$ 30.000

R\$ 60.000

☒ Selecionar apenas ofertas "Bom Negócio!"

BUSCAR OFERTAS

27 ANÚNCIOS ENCONTRADOS

Visualizar em

RECIBA ALERTAS DE PREÇO NO 163 E 166

Uno 1.0 | Evo Way BV

R\$335.000

ou R\$335.000 + 24x R\$230

Peugeot 1.4 | Titanium BV

R\$338.000

ou R\$338.000 + 24x R\$230

City 2.0 | ECL

R\$570.900

ou R\$570.900 + 24x R\$230

Uno 1.0 | Evo Way BV

R\$335.000

ou R\$335.000 + 24x R\$230

Peugeot 1.4 | Titanium BV

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City 2.0 | ECL

R\$570.900

ou R\$570.900 + 24x R\$230

Apaga Carros

R\$335.000

ou R\$335.000 + 24x R\$230

Uno 1.0 | Evo Way BV

R\$335.000

ou R\$335.000 + 24x R\$230

11 95555 4455

11 9555 4455

carros@apaga.com

Veja mais detalhes

CLASSIFICADOS JC

CLASSIFICADOS JORNAL DO CARRO - Confira as melhores ofertas do mercado. Clique aqui.

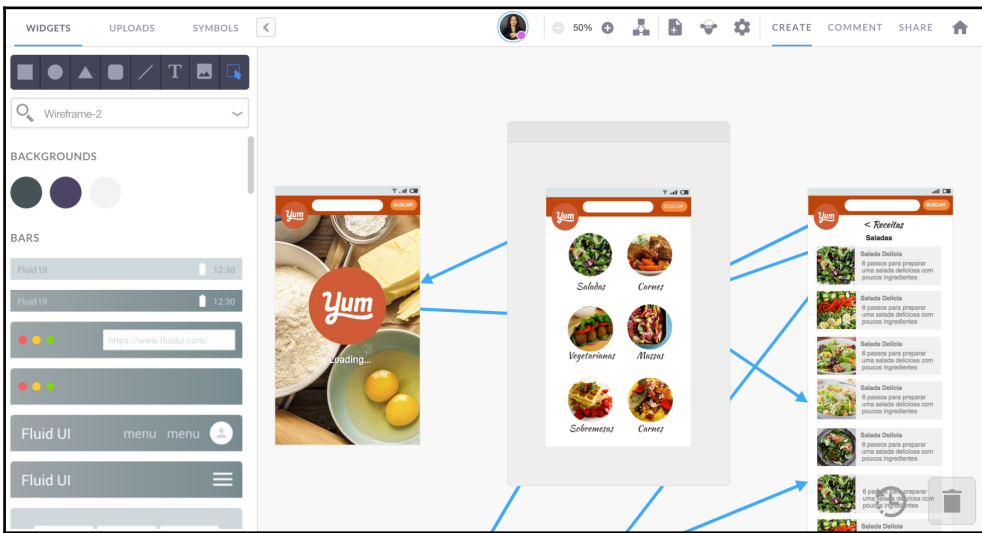
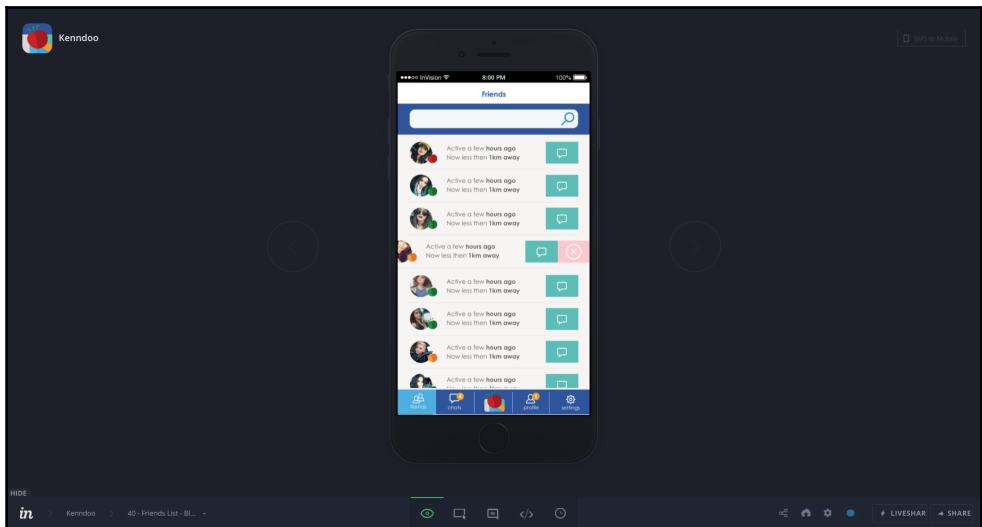
Jornal do Carro

ESTADÃO

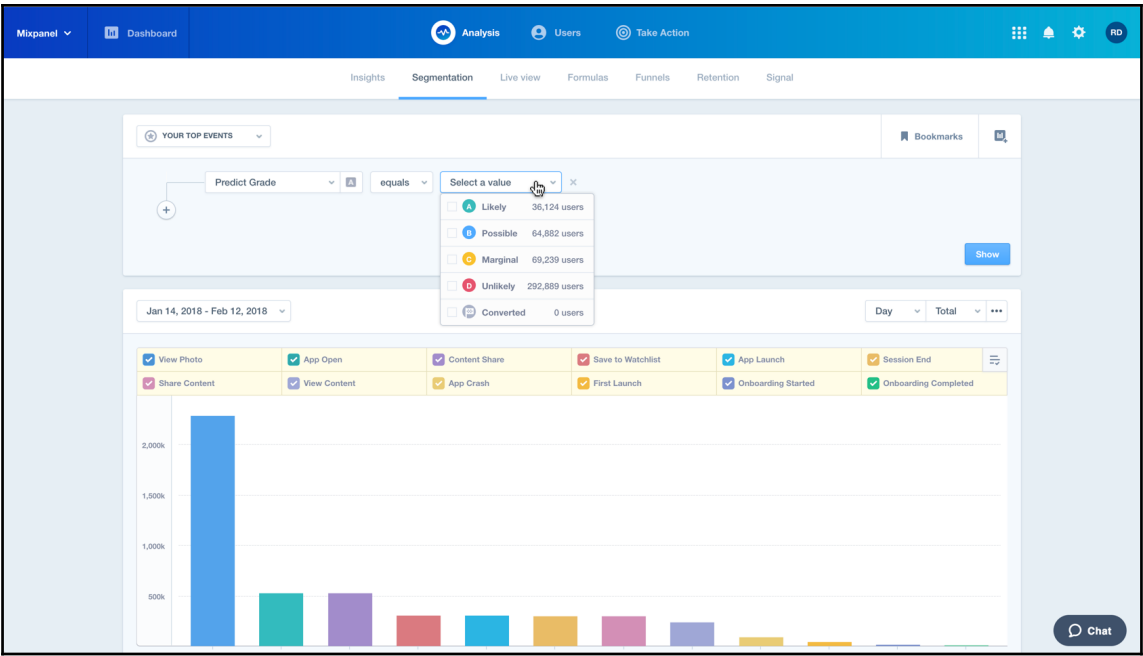
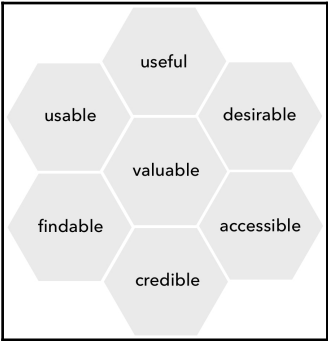
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Fale conosco

Política de Privacidade



Chapter 4: Increasing Conversion with UX



ShopViewController.m (line 98)

:[ShopViewController addShoeToCart:]

Status: Open

Showing data from Mar 13 - Apr 12



3,378

Affected Users
37.3% of Active Users



5,122

Crashed Sessions
13.3% of Sessions



Seen Between:
8/9/2016 - 4/12/2017



Avg. Time From App Launch:
0m 13s



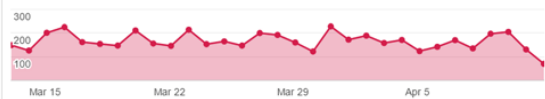
Affected Versions:
1.1, 1.0 and more



Affected Screens:
Shop

Daily Crashes

CSV



Devices

CSV



OS Versions

CSV



Sessions

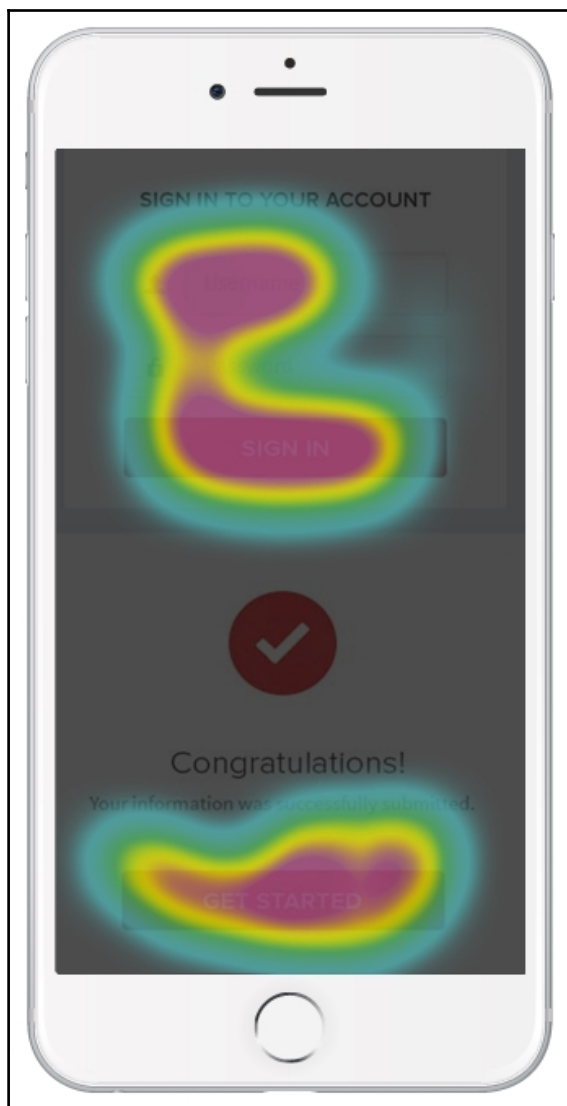
Statistics

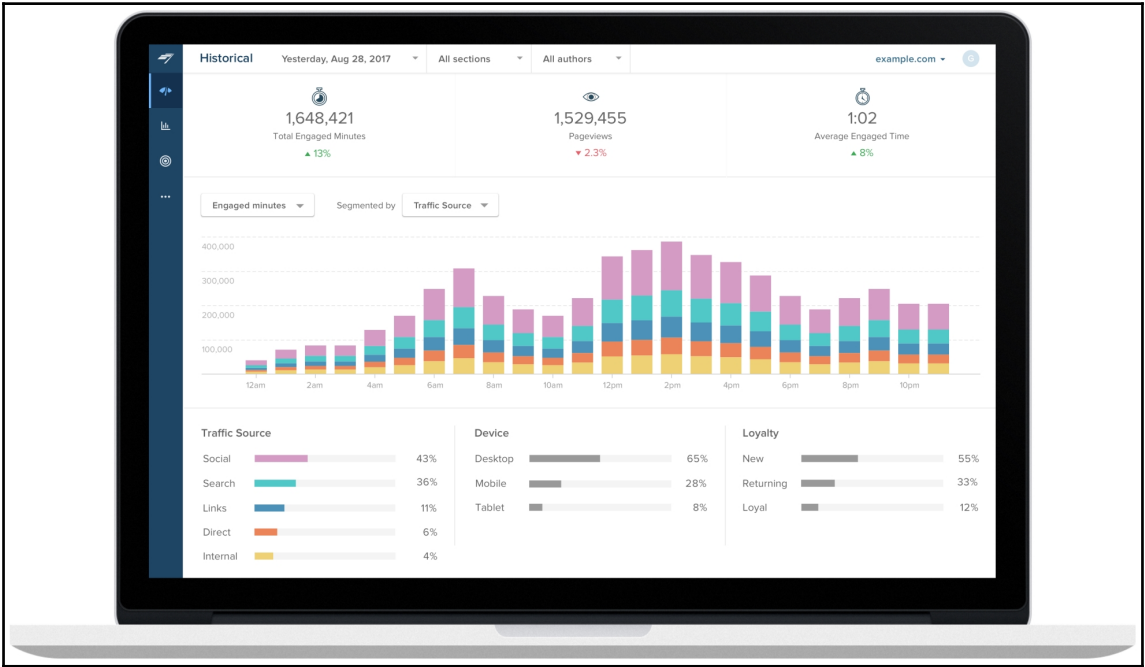
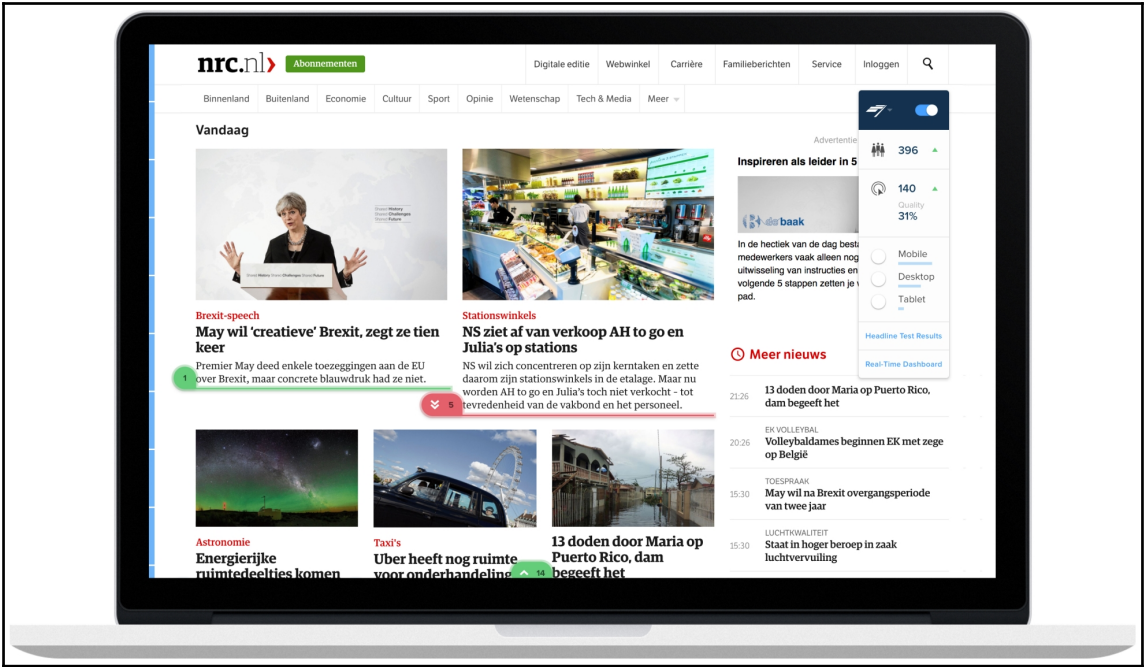
Notes (2)

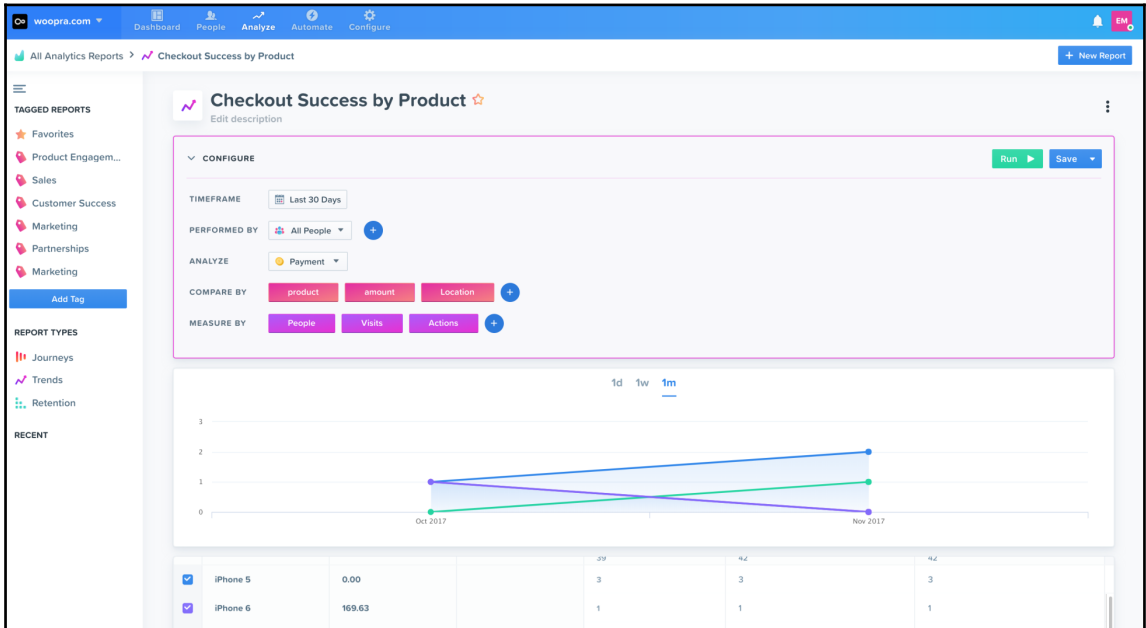
All Sessions

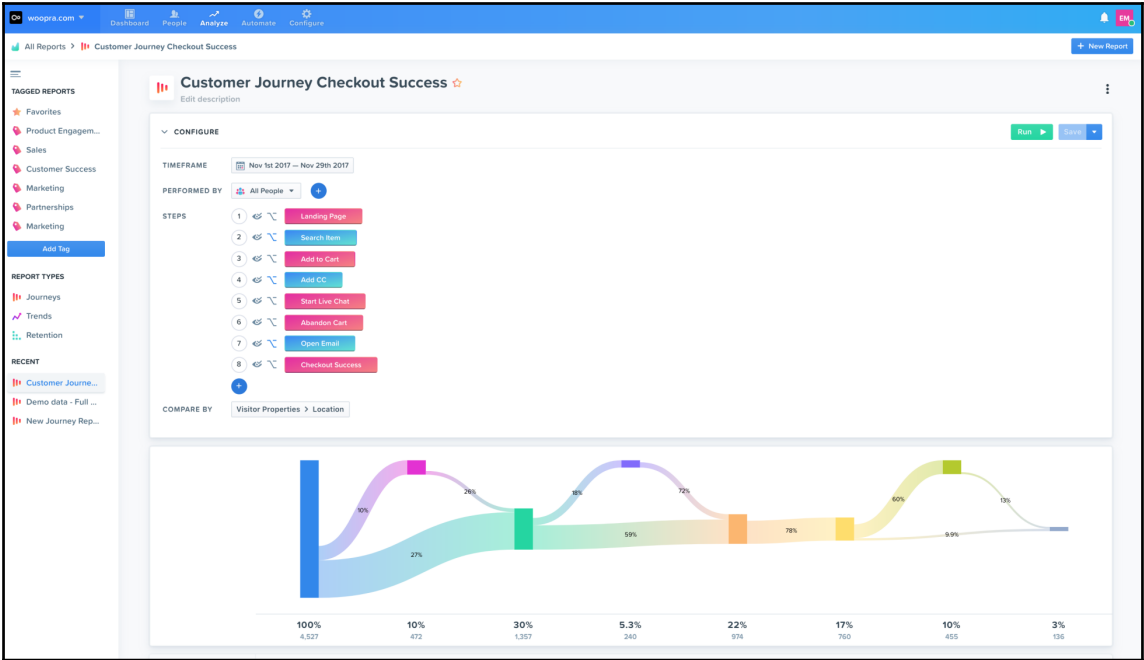
With Video

Date	Duration	Version	User	Session	Device	Location	Video
4/12/2017 9:43 AM	00:25	2.0	23713 (d7df6f)	20	iPhone 6 Plus	Toronto Ontario	
4/12/2017 8:53 AM	00:12	1.1	25195 (9fcfe8)	13	iPhone 3G	Oldenburg Mecklenburg-Vorpommern	
4/12/2017 8:27 AM	00:07	2.0	31541 (46a50a)	5	iPhone 5C	Toronto Ontario	
4/12/2017 7:21 AM	00:12	2.0	26427 (c2ae2b)	12	iPhone 4s	Cambridge Massachusetts	





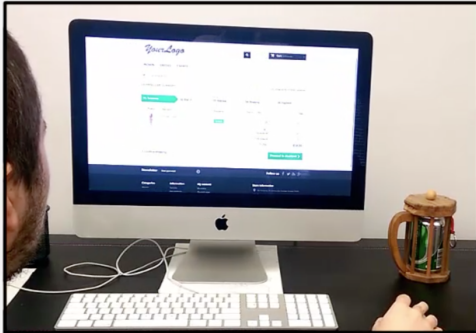




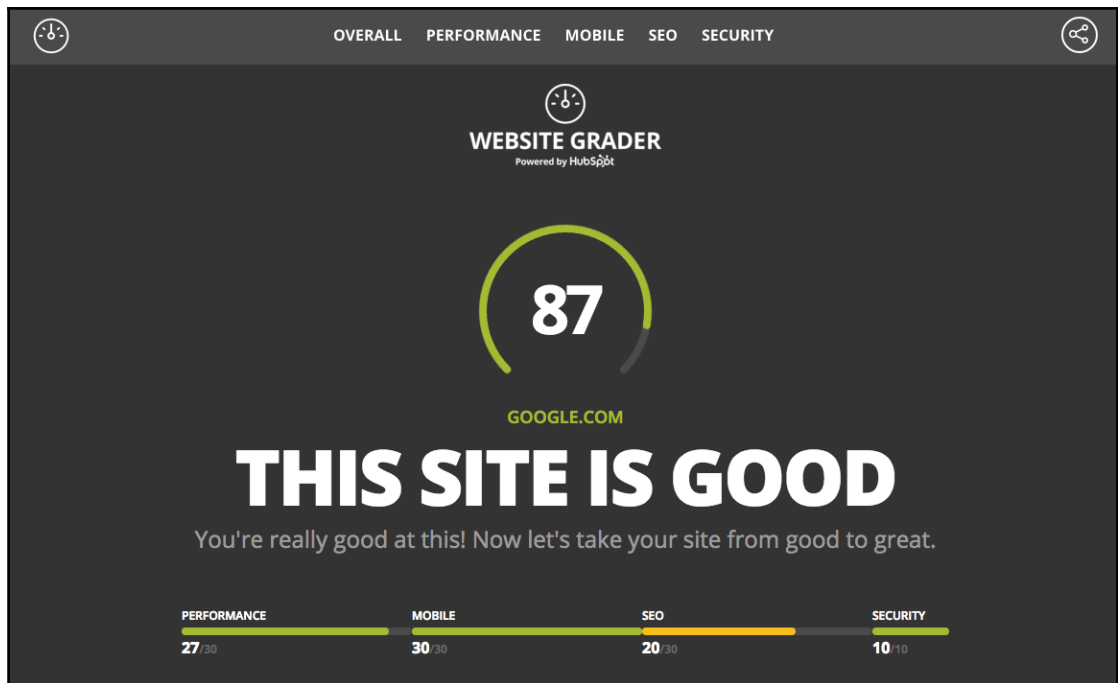
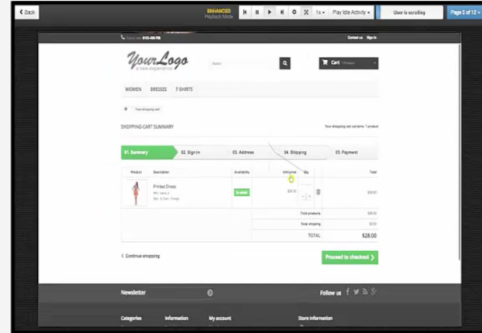


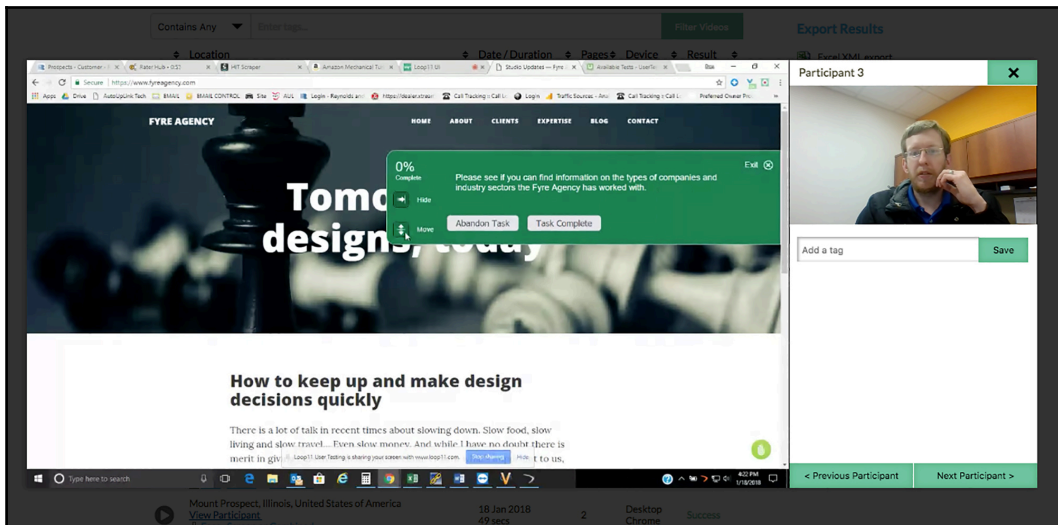
See How It Works

A customer visits your website
and struggles to use it.



Lucky Orange records everything
so you can learn from it and increase conversions.





54 Proven Words And Phrases To Use In your Calls to Action

Verbs To Kick it Off:

Get
Download
Start
Stop
Build
Grow
Join
Learn
Discover
Add to cart
Try
Find
Save

Hope And The Answer For What's In It For Me?

Me
My
You
Your
Results
Returns results
Guarantee
Free
New
Safe
Proven
Risk-free
Because

Exclusivity To Make Your Audience Feel Special:

Limited supply
While Supplies last
Only a few left
Featured
Exclusive
Advanced
Secrets
Access
Special Offer
Request an Invitation
Members Only
Now Closed
Pre-register / Pre-order
Limited Spots

Urgency To Entice Them To Act Now:

Ends tomorrow
Limited time only
One-time offer
Expires soon
Urgent
Deadline
Now
Only available to ____
Only X days left
Offers ends on ____
Closing Soon
Today
Today Only
Last chance
Hurry
Immediately
Before
Ends

Words to avoid:

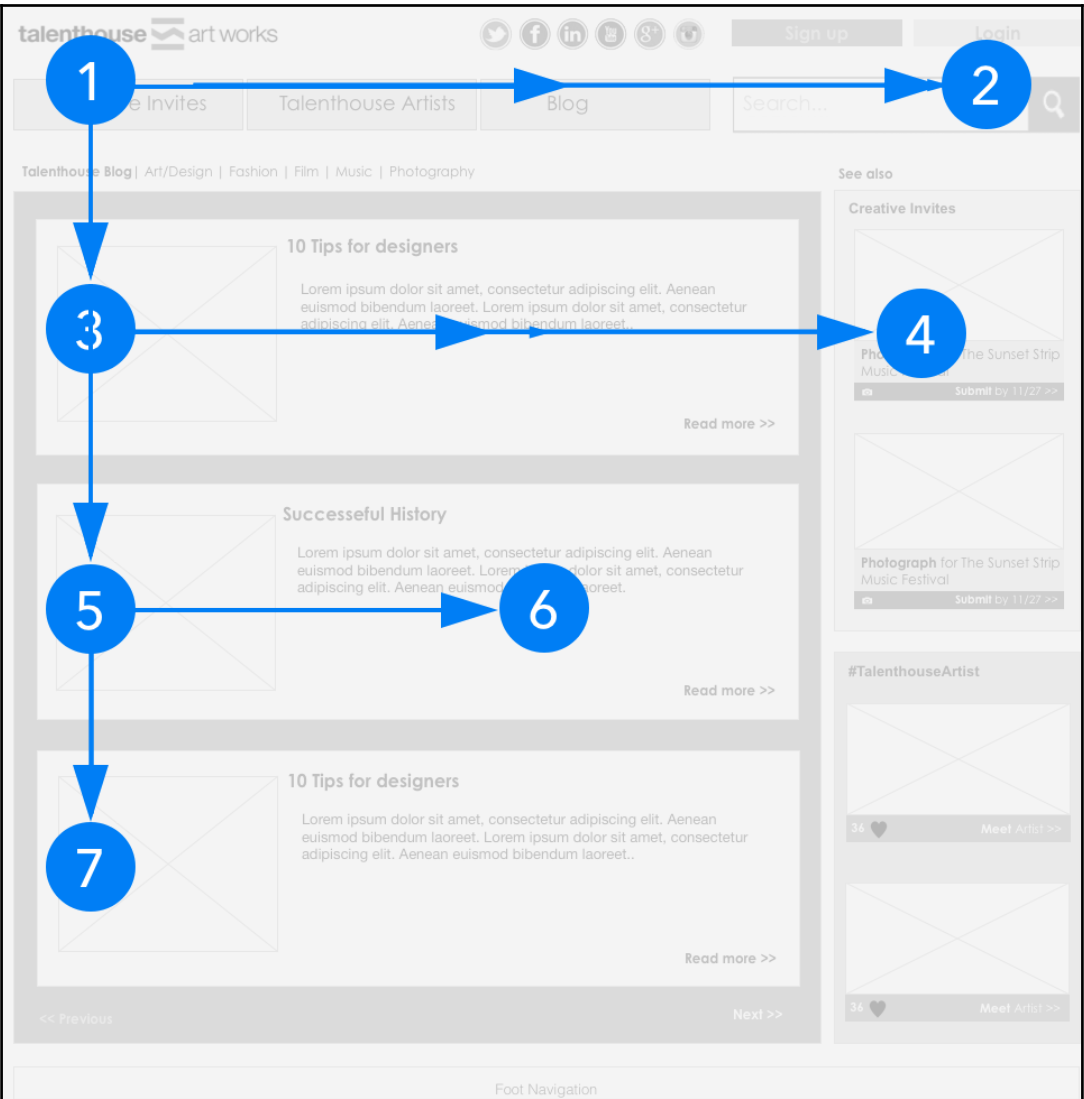
Submit
Order
Our / Ours

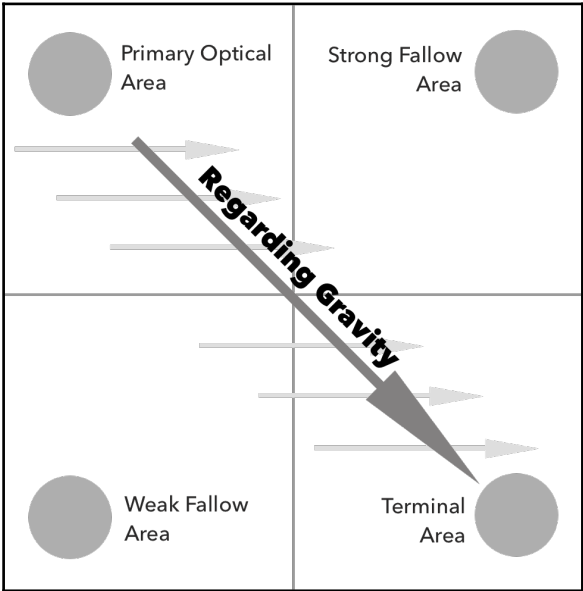
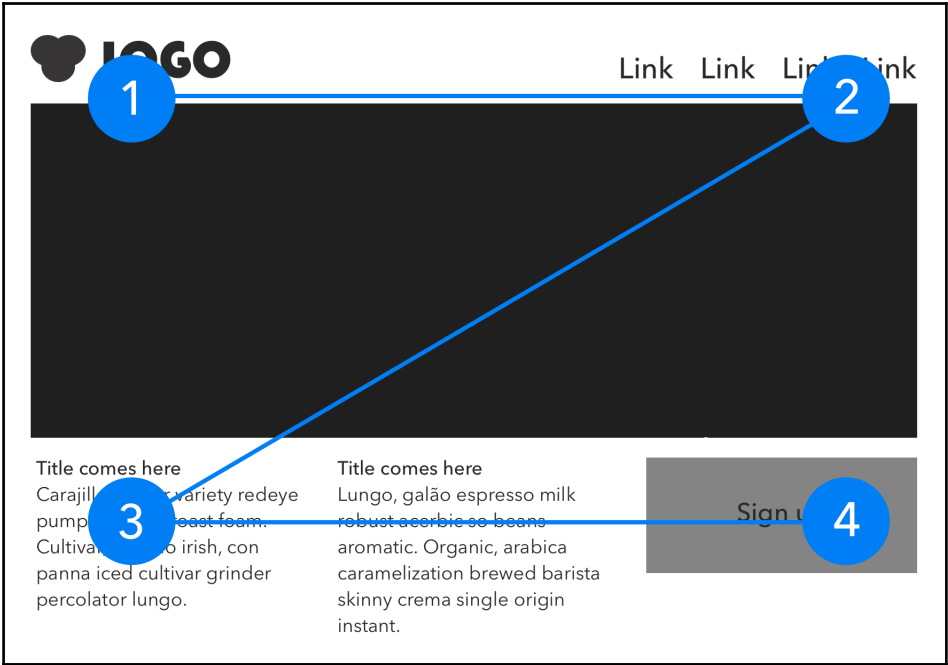
Chapter 5:
Using UI and Content for Better Communication

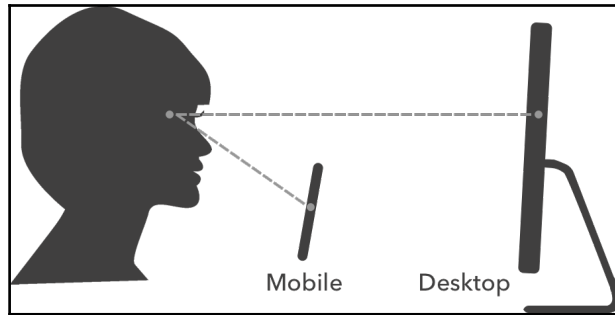




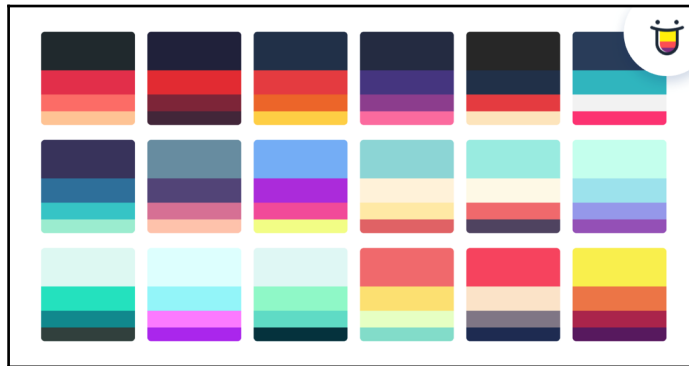
NO HIERARCHY	LIMITED HIERARCHY	IMPROVING...	MUCH BETTER!
<p>On the Moon!</p> <p>'A Giant Leap' for All of Man-kind Americans First to Walk on Dead Lunar Surface</p> <p>Space Center, Houston —</p> <p>Lorem ipsum dolor sit amet, ut alia ludus evertitur vel, pri ut maiorum maluisset. Eam ut mucus option dissentiet. Ex graece labore cirmod sit. Perfecto incorrupte no sea. Eius utroque periculis eos te. Aliquip molestie perpetua cum ex, sumo laudem deseruisse mel no. Libris tacimates antiopam pri at. Sea no fugit exerci partiendo.</p>	<p>ON THE MOON!</p> <p><i>A Giant Leap' for All of Mankind</i></p> <p>Americans First to Walk on Dead Lunar Surface</p> <p>Space Center, Houston —</p> <p>Lorem ipsum dolor sit amet, ut alia ludus evertitur vel, pri ut maiorum maluisset. Eam ut mucus option dissentiet. Ex graece labore cirmod sit. Perfecto incorrupte no sea. Eius utroque periculis eos te. Aliquip molestie perpetua cum ex, sumo laudem deseruisse mel no. Libris tacimates antiopam pri at.</p>	<p>ON THE MOON!</p> <p><i>'A Giant Leap' for All of Mankind</i></p> <p>Americans First to Walk on Dead Lunar Surface</p> <p>Space Center, Houston — Lorem ipsum dolor sit amet, ut alia ludus evertitur vel, pri ut maiorum maluisset. Eam ut mucus option dissentiet. Ex graece labore cirmod sit. Perfecto incorrupte no sea. Eius utroque periculis eos te. Aliquip molestie perpetua cum ex, sumo laudem deseruisse mel no. Libris tacimates antiopam pri at.</p>	<p>ON THE MOON!</p> <p><i>'A Giant Leap' for All of Mankind</i></p> <p>Americans First to Walk on Dead Lunar Surface</p> <p>Space Center, Houston — Lorem ipsum dolor sit amet, ut alia ludus evertitur vel, pri ut maiorum maluisset. Eam ut mucus option dissentiet. Ex graece labore cirmod sit. Perfecto incorrupte no sea. Eius utroque periculis eos te. Aliquip molestie perpetua cum ex, sumo laudem deseruisse mel no. Libris tacimates antiopam pri at.</p>

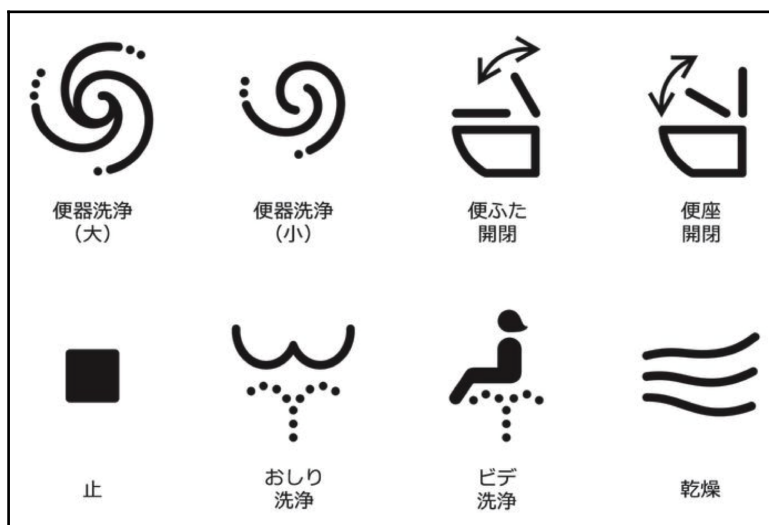


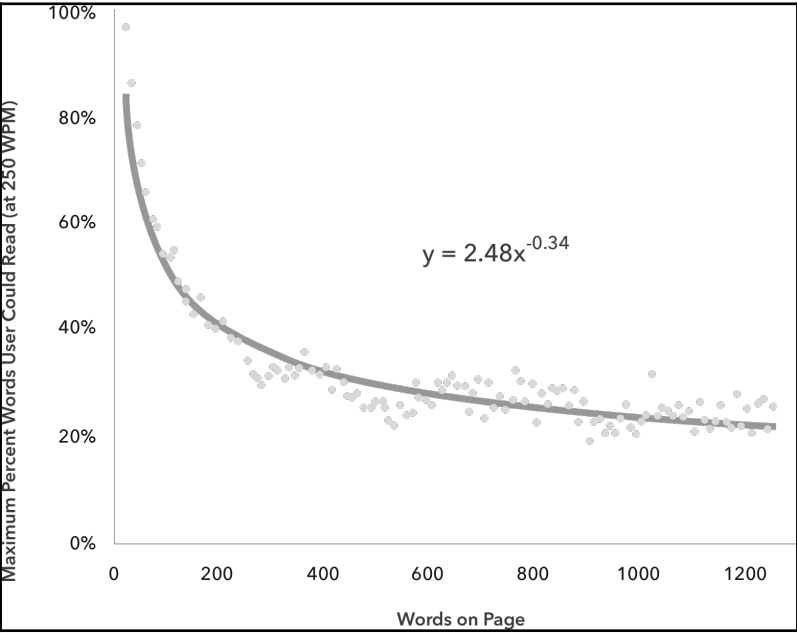
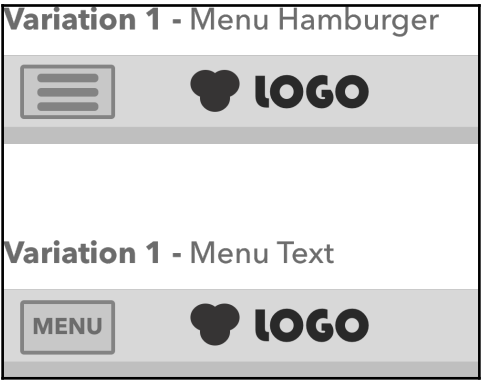




BAD TYPOGRAPHY
is
BAD USER EXPERIENCE

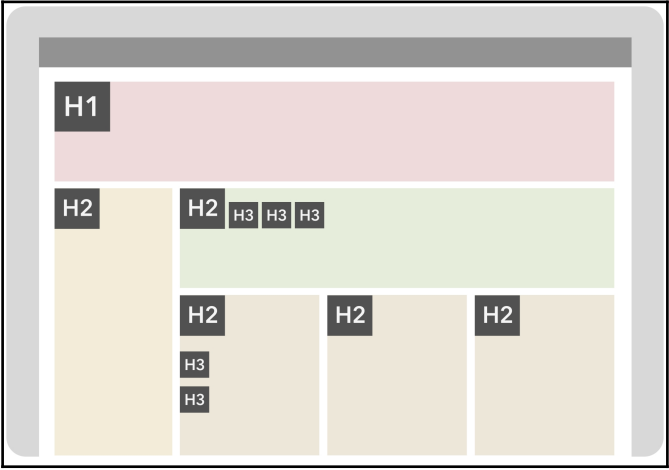






Chapter 6: Considering Accessibility As Part of the UX





This is a big text

This is a normal text

✓

Accessibility - Wikipedia

<https://en.wikipedia.org/wiki/Accessibility> ▼ Traduzir esta página

Accessibility refers to the design of products, devices, services, or environments for people who experience disabilities. The concept of **accessible** design and practice of **accessible** development ensures both "direct access" (i.e. unassisted) and "indirect access" meaning compatibility with a person's assistive technology (for ...


[Accessibility](#) · [Web accessibility](#) · [Computer accessibility](#) · [Game accessibility](#)

Accessibility - W3C - World Wide Web Consortium


<https://www.w3.org/standards/webdesign/accessibility> ▼ Traduzir esta página

The Web is fundamentally designed to work for all people, whatever their hardware, software, language, location, or ability. When the Web meets this goal, it is **accessible** to people with a diverse range of hearing, movement, sight, and cognitive ability. Thus the impact of disability is radically changed on the Web because ...


[why](#) · [what](#) · [how](#)



Smart TVs



Smartphones



Headphones

Label

search notes

searching in you notebooks



lisandramaioli

An Italian-Brazilian journalist passionate about #UX and #UXresearch — <http://uxpressocafe.com>
Draft

Title

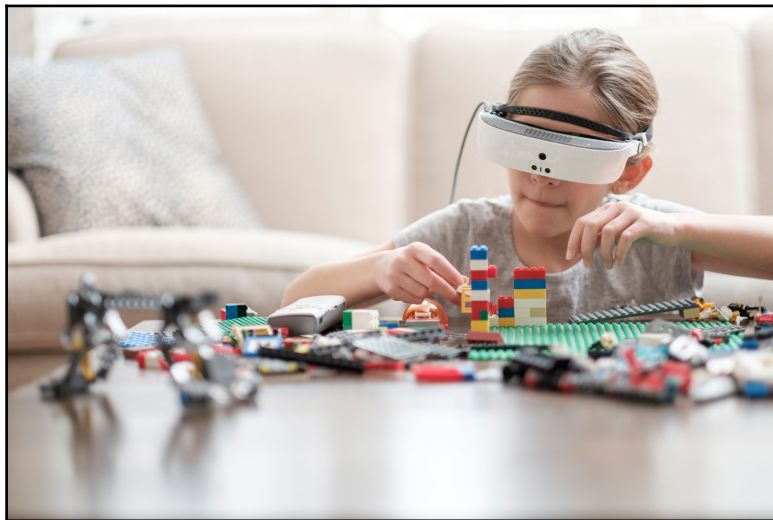


Tell your story...

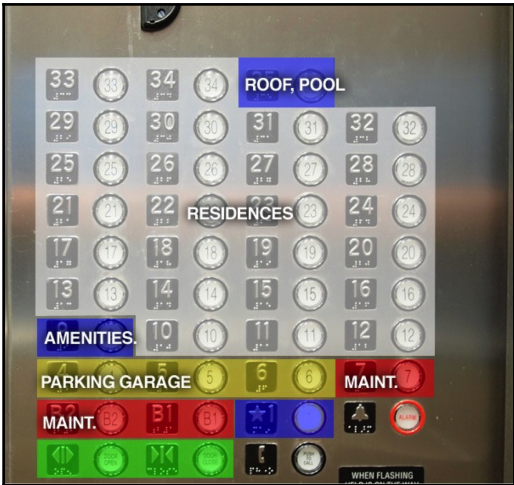
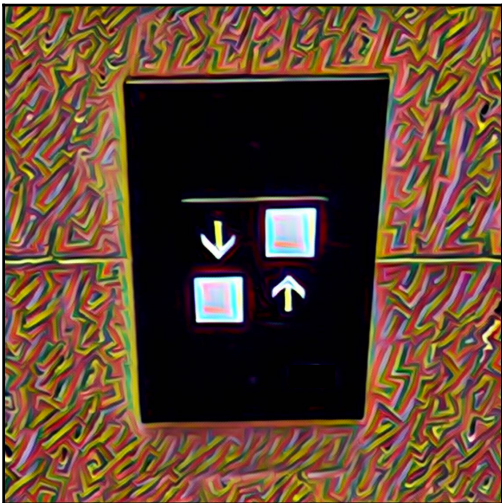


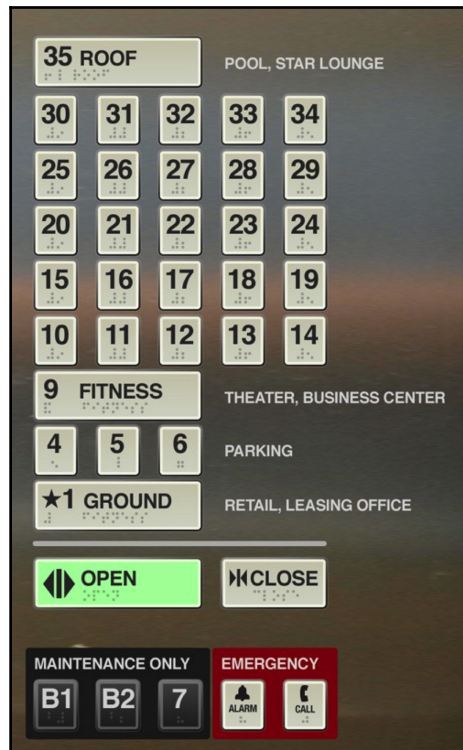


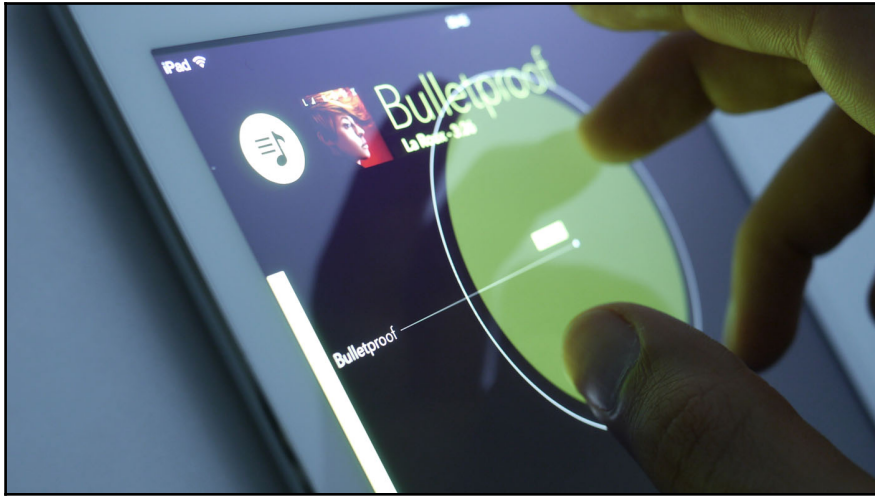




Chapter 7: Improving Physical Experiences





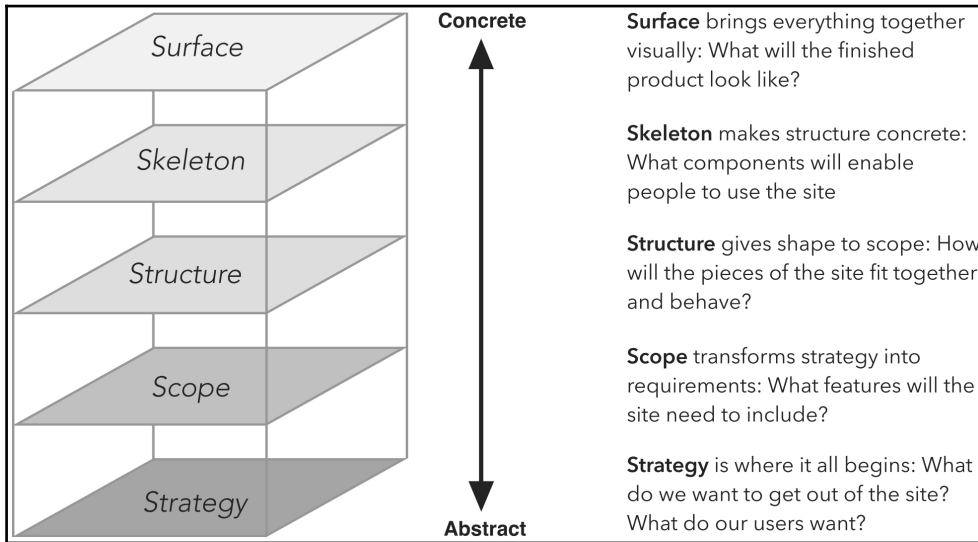


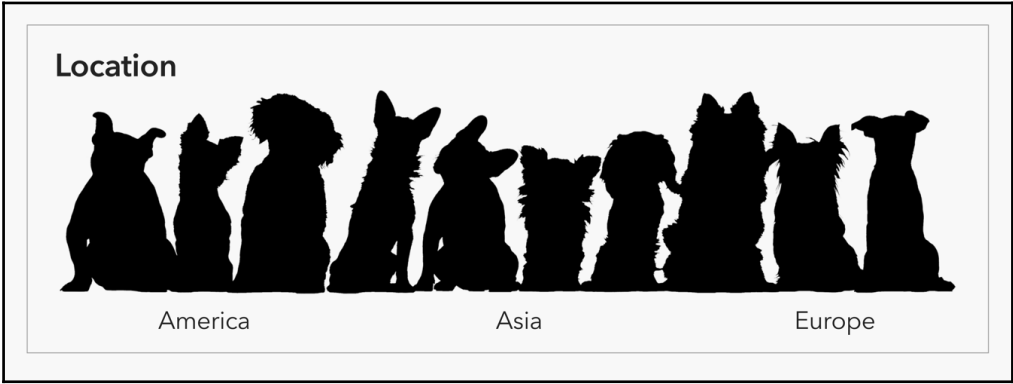
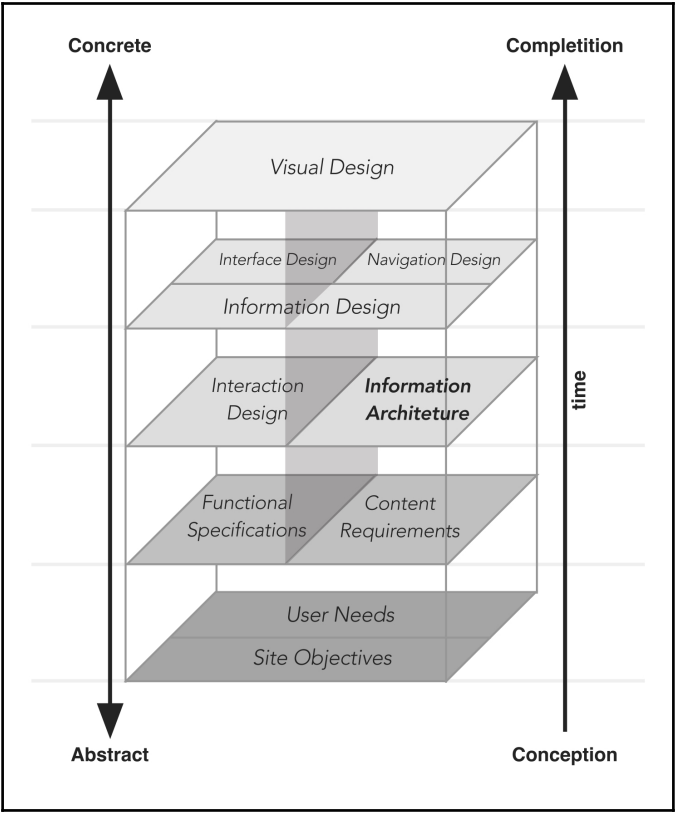
PASSENGER TYLER N. THOMPSON		 DELTA BOARDING PASS		3 201 71058117 016 10 5 ZH11043 EX41N31		 3 201 71058117 016 10 5 ZH11043 9JH 04 67YH09	
FLIGHT DL31		GATE 29		SEAT 26E		ZONE 4	
5:10 PM		DEC 15, 2009		COACH			
TYLER N. THOMPSON		DL31 29 26E 4		5:10 PM		 JFK → SEA	



Chapter 8:

Improving IA for Better Navigation





Alphabetically



Afghan

Boxer

Collie

Dachshund

Greyhound

Husky

Poodle

Time



1930's

1950's

1970's

Hierarchy



small

medium

big

Category



light color

mixed color

dark color



PANTONE 2975



PANTONE 304



PANTONE 310



PANTONE 3105



PANTONE 2985



PANTONE 305



PANTONE 311



PANTONE 3115



PANTONE 2995



PANTONE 306



PANTONE 312



PANTONE 3125



PANTONE 3005



PANTONE Process Blue



PANTONE 313



PANTONE 3135



PANTONE 3015



PANTONE 307



PANTONE 314



PANTONE 3145



PANTONE 3025



PANTONE 308



PANTONE 315



PANTONE 3155



PANTONE 3035































PANTONE 309

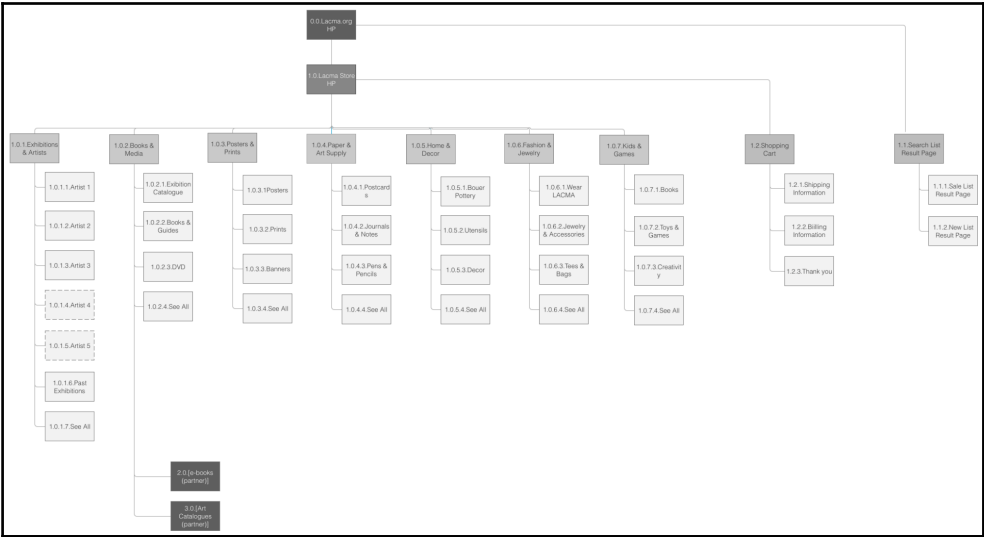


PANTONE 316



PANTONE 3165

- ▼  0.0 Home
 -  0.1 Home (logged in)
- ▼  1.0 Creative Invites
 - ▼  1.1 Art/Design CIs
 - ▼  1.1.1 Specific Art/Design CI
 - ▼  1.1.2 Upload Artwork
 -  1.1.3 Congratulations page
 - ▶  1.2 Fashion CIs
 - ▶  1.3 Film CIs
 - ▶  1.4 Music CIs
 - ▶  1.5 Photography CIs
- ▼  2.0 TH Artists
 - ▼  2.1 Art/Design
 -  2.1.1 Artist Portfolio
 - ▶  2.2 Fashion
 - ▶  2.3 Film
 - ▶  2.4 Music
 - ▶  2.5 Photography
- ▼  3.0 Blog
 - ▼  3.1 Success Stories
 - ▼  3.1.1 Featured Articles
 -  3.1.2 Article
 - ▶  3.2 Featured Artists
 - ▶  3.3 Meet Judges
 - ▶  3.4 Host Interview
 - ▶  3.5 Winner Announcement
 - ▶  3.6 Get Inspired
 - ▶  3.7 Tips & Advices



Link ID	Link Name / Page Title	Link URL	Subject Type (not summary or keywords)	Document Type
1.0.0	About	http://mysite.cc	Nav	
1.1.0	Our offices	http://mysite.cc	Nav	
1.2.0	Client at a glance	http://mysite.cc	Marketing	paragraphs
1.2.1	Corporate backgrounder	http://mysite.cc	Marketing	list w/ description
1.2.2	Awards	http://mysite.cc	Marketing	list w/ description
1.2.3	Corporate history	http://mysite.cc	Marketing	
1.2.4	Corporate reports	http://mysite.cc	Marketing	
1.3.0	Community connection	http://mysite.cc	Nav	
1.3.1	Charutable contributions	http://mysite.cc	Marketing	paragraphs
1.3.2	Volunteering to make a difference	http://mysite.cc	Marketing	paragraphs
1.3.2.1	Volunteer request form	http://mysite.cc	Marketing	form
1.3.3	Giving guidelines	http://mysite.cc	Marketing	paragraphs
1.3.4	Proposal process	http://mysite.cc	Marketing	paragraphs
1.3.5	Computer product contributions	http://mysite.cc	Nav	paragraphs

Navigation Scheme

Global Navigation

LACMA STORE

Login/Sign up | WISHLIST (4) | CART (3)

search on online LACMA Store

EXHIBITIONS Books & Media Posters & Prints Paper & Art Supply Home & Decor Fashion & Jewelry Kids & Games

Breadcrumb Navigation

Home > Posters & Prints > Posters

Primary Navigation

Exhibitions (50)
Books & Media (30)
Posters & Prints (16)
Posters (11)
Prints (5)
Banners (4)
See all (16)
Paper & Art Supply (25)
Home & Decor (36)
Fashion & Jewelry (42)
Kid & Games (24)

Footer Navigation



[Return Policy](#) | [Flat Rate Shipping](#) | [Store Hours](#) | [Membership](#)



email: webstore@lacma.com | tel: +1 323 8567

LACMA Museum Store - 5905 Wilshire Boulevard, Los Angeles, CA 90036

Global Navigation

Lacma

LACMA STORE

YOUR CART: 2 items

Search LACMA Store

GO

The Getty

Search

FLAT RATE SHIPPING

VISIT GETTY.EDU

MY ACCOUNT

CART (0)

CHECKOUT

The Getty Store

The Metropolitan

Sign In/Register — Members Save 10%

Sign Up for Email | Customer Service | 800-468-7386

Shopping Bag (1 item)

THE METROPOLITAN MUSEUM OF ART STORE

MEMBERSHIP | EXHIBITIONS

Search

de Young Legion of Honor

de Young Legion of Honor

Museum Stores

MEMBER LOG IN | MY CART | CHECKOUT

SEARCH

FINE ARTS MUSEUMS OF SAN FRANCISCO

Louvre

The Passion of Art

MP

Museum shop

Musée du Louvre

Your account

Newsletter

IN

Empty basket

search

Guggenheim

SIGN UP FOR OUR MAILING LIST

MEMBERS SAVE 10% JOIN TODAY!

Search entire store here...

Q

GUGGENHEIM.ORG

ACCOUNT

WISHLIST (2)

LOG OUT

CART (1) \$40.00

GUGGENHEIM STORE

Primary Navigation

Lacma

Exhibitions	Posters+Prints	Books	Stationery	Home	Apparel	Kids	Wear LACMA	What's New	Sale
Exhibitions	Posters+Prints	Books	Stationery	Home	Apparel	Kids	Wear LACMA	What's New	Sale

The Getty

Father's Day	Apparel & Accessories	Jewelry	Kids	Getty Exclusives	Home & Gift	Books & Media	Exhibitions	Sale
Father's Day	Apparel & Accessories	Jewelry	Kids	Getty Exclusives	Home & Gift	Books & Media	Exhibitions	Sale

The Metropolitan

Jewelry & Watches	Sculpture	Books & Media	Prints & Posters	Home Decor	Stationery & Workspace	MetKids	Apparel & Accessories	Best Sellers	Magazine
Jewelry & Watches	Sculpture	Books & Media	Prints & Posters	Home Decor	Stationery & Workspace	MetKids	Apparel & Accessories	Best Sellers	Magazine

de Young Legion of Honor

Highlights	Special Exhibitions	FAMSF Exclusives	Apparel & Accessories	Books & Media	Home & Office	Jewelry & Watches	Posters & Prints	Stationery & Games	Kids	Art On Demand	Sale
Highlights	Special Exhibitions	FAMSF Exclusives	Apparel & Accessories	Books & Media	Home & Office	Jewelry & Watches	Posters & Prints	Stationery & Games	Kids	Art On Demand	Sale

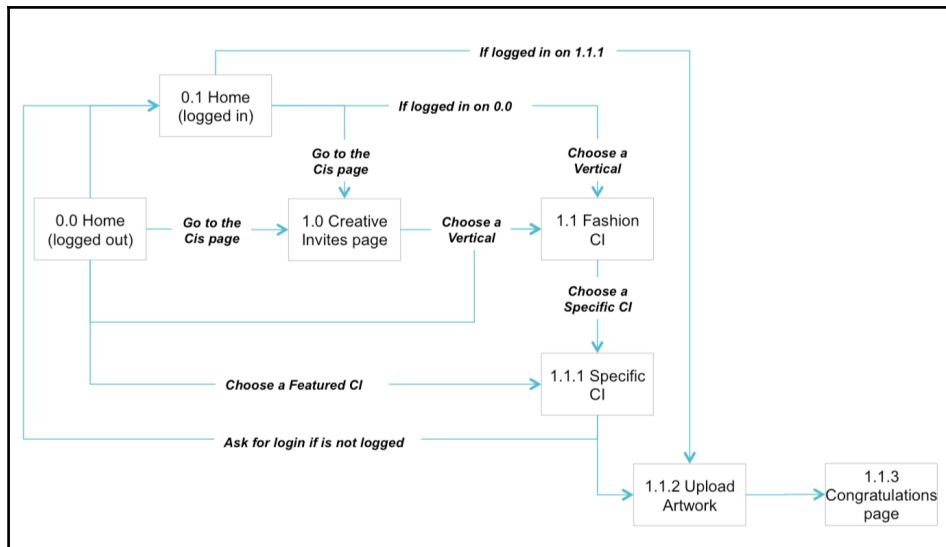
Louvre

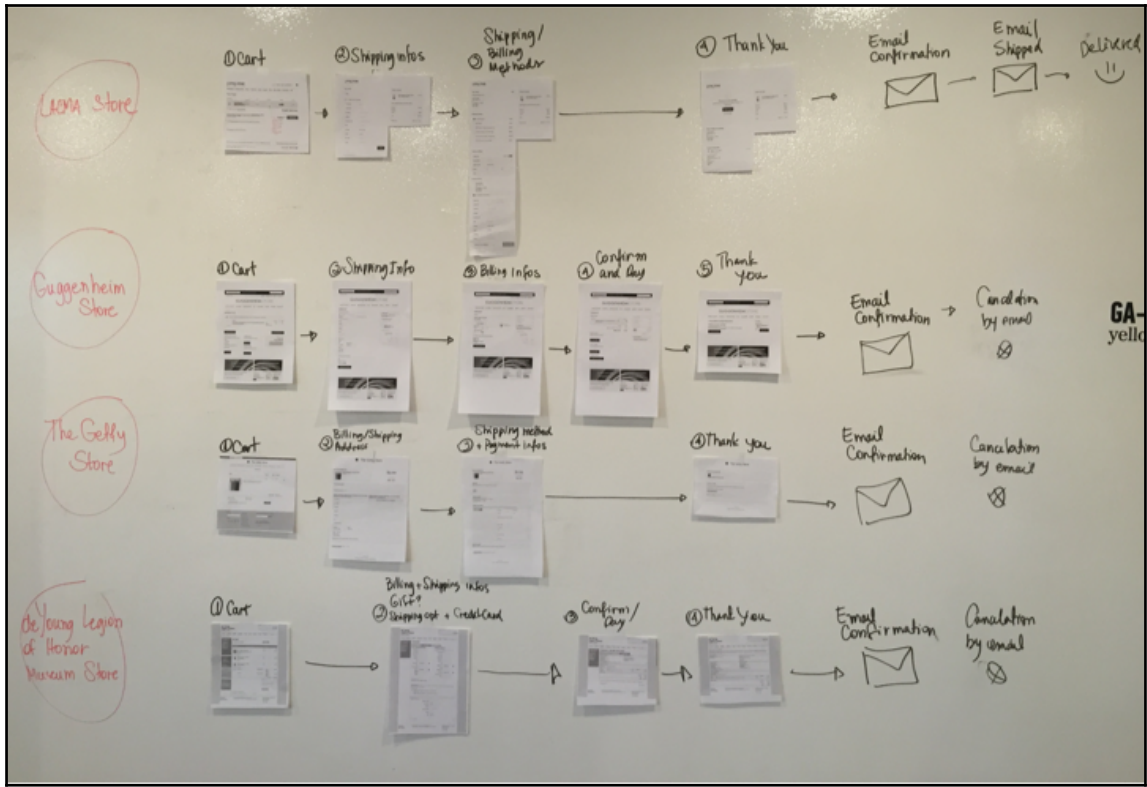
BOOKS	KIDS	POSTERS, STATIONERY	DVD	ACCESSORIES	FASHION	JEWELLERY	ENGRAVINGS	SCULPTURE	PRINT ON DEMAND
BOOKS	KIDS	POSTERS, STATIONERY	DVD	ACCESSORIES	FASHION	JEWELLERY	ENGRAVINGS	SCULPTURE	PRINT ON DEMAND

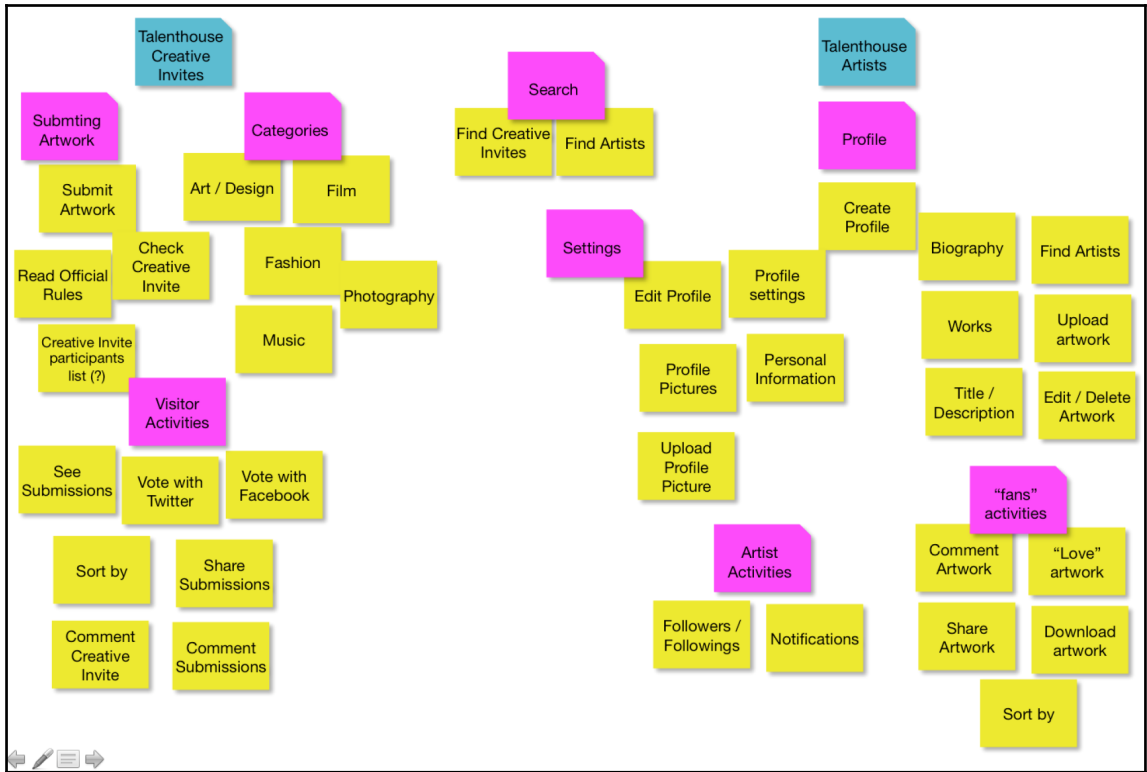
Guggenheim

BOOKS & POSTERS	FOR HOME	LIMITED EDITIONS	KIDS	ACCESSORIES	JEWELRY	BUILDING	STORYLINES
BOOKS & POSTERS	FOR HOME	LIMITED EDITIONS	KIDS	ACCESSORIES	JEWELRY	BUILDING	STORYLINES

Talenthouse	Creative Invites	Participate	The Brief	About Host	Key Dates	The Career Opportunity	Guideline	Submissions
Creative Allies	Contests	Enter This Contest	Project Brief	More Info	Deadline	Cash Award	Specs	Entries
Zoopa	Creative Challenge	Upload now! Upload your entry	Brief/Your Mission	About	Deadline About "x" days left	Awards Prizes	Requirements	Entries
eYeka	Contests		Summary	no infos			Rules	Entries
Talenthouse	Comments (CI)	Submission open	Voting open	In review	Winner Announced	Blog	Collaborate	Vote with Twitter/ Facebook
Creative Allies	no comments	Submite Your	Vote for Your Favorite	In Review	Winner Announced	Stories	Popular Design Contests	Vote for this Creation
Zoopa	Forum	"x" days to go	no voting phase	Evaluation	Awards Assigned	Community	Choose a Creative Contest	no voting
eYeka	no comments	Live Contests	no voting phase	Deliberation	Results	Blog	Choose a contest	no voting







Best Merge Method

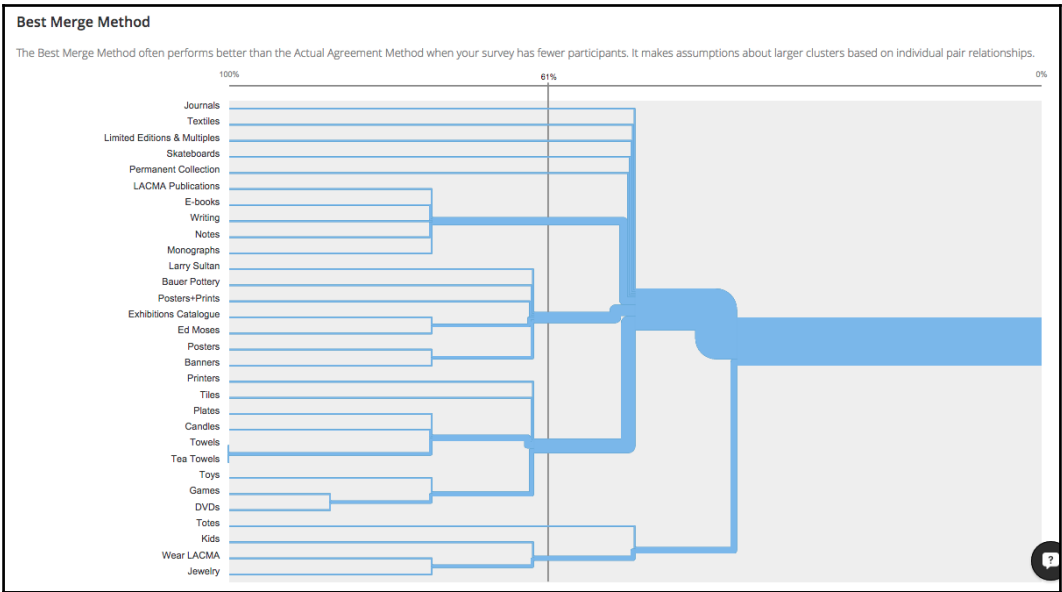
The Best Merge Method often performs better than the Actual Agreement Method when your survey has fewer participants. It makes assumptions about larger clusters based on individual pair relationships.

Category	Flow Thickness (Relative)
Journals	Medium
Textiles	Medium
Limited Editions & Multiples	Medium
Skateboards	Medium
Permanent Collection	Medium
LACMA Publications	Medium
E-books	Medium
Writing	Medium
Notes	Medium
Monographs	Medium
Larry Sultan	Medium
Bauer Pottery	Medium
Posters+Prints	Medium
Exhibitions Catalogue	Medium
Ed Moses	Medium
Posters	Medium
Banners	Medium
Printers	Medium
Tiles	Medium
Plates	Medium
Candies	Medium
Towels	Medium
Tea Towels	Medium
Toys	Medium
Games	Medium
DVDs	Medium
Totes	Medium
Kids	Medium
Wear LACMA	Medium
Jewelry	Medium

Best Merge Method

The Best Merge Method often performs better than the Actual Agreement Method when your survey has fewer participants. It makes assumptions about larger clusters based on individual pair relationships.

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E-books	Medium
Writing	Medium
Notes	Medium
Monographs	Medium
Larry Sultan	Medium
Bauer Pottery	Medium
Posters+Prints	Medium
Exhibitions Catalogue	Medium
Ed Moses	Medium
Posters	Medium
Banners	Medium
Printers	Medium
Tiles	Medium
Plates	Medium
Candies	Medium
Towels	Medium
Tea Towels	Medium
Toys	Medium
Games	Medium
DVDs	Medium
Totes	Medium
Kids	Medium
Wear LACMA	Medium
Jewelry	Medium



Boards

Dra. Sabrina PS

Povos - APM

Team Visible

TOP 3

Defesa Profissional

Artigos Científicos

Orientes de Trabalho

Add a card...

Exercício Profissional

Defesa Profissional

Consultas à Defesa

Honorários Médicos

Direito Médico

Atestado Impresso

Atestado Médicos

Atestado Médico Digital

Add a card...

Científica

Artigos Científicos

Publicações Científicas

Revista SPJM

Revista da APM

Educação Médica

Revista RDT

Regulamento das Incrições Online

Biblioteca Virtual em Quimioterapia

Artigos

Biblioteca / DV/Ostea

Add a card...

Serviços

Ofertas de Trabalho

Seguro de Vida

Planos de Saúde

Seguro Automóvel

Assessoria Contábil

Sociocultural

rede de relacionamento

Projetos Férias

Vigilância Sanitária

Assessoria Jurídica

Passaporte e Vistos

Serviços

Cartões

Cnes

Previdência Privada

Economia Médica

Consultoria Contas Médicas

MBA Executivo

Médico Empreendedor

Detran-SP

Add a card...

Comunidade

Informações aos pacientes

Doutor Cidadão em Ação

Campanhas

Notícias em Destaque

Aplicativos

Imprensa

Notícias Regionais

Ações político-assocativas

Prefeitura de São Paulo

Prêmio Doutor Cidadão

Responsabilidade Social

Últimas

Add a card...

Cultural

Farmacotecia

Clube de Campo

Chô com Cinema

Festival do Médico Músico

Dia Internacional da Mulher

Lei de Incentivo à Cultura

Dicas Culturais

Dicas de eventos

Alegando a Santa Casinha

Exposições

Suplemento Cultural

Cine Debate

Escola de Artes

Clube do Jazz

Agenda de eventos

Música nos Hospitais

Radar

Música em Pauta

malling Sociocultural

Serenata nos Hospitais

Add a card...

A APM

Informações Gerais

Perfil

Missão

Institucional

Estatuto Social

Distritos e regionais

CGQ

Galeria de Presidentes

Delegados

Cartilhas

Diretoria

Links Úteis

História

Museu da Medicina

Indicadores e Estatutos

Regulamento & Leis

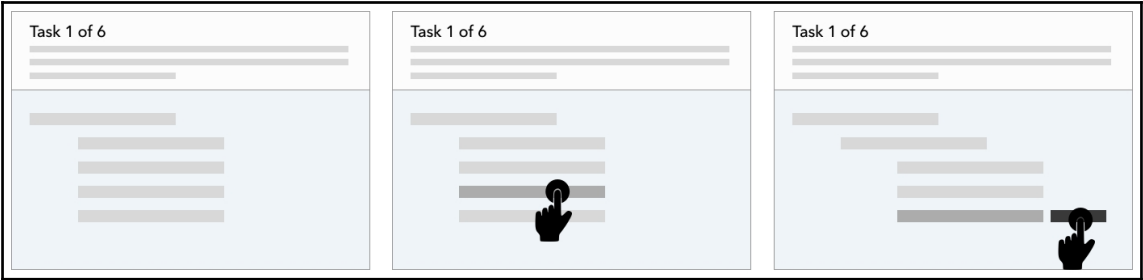
Departamentos e comitês

Relatório Social APM

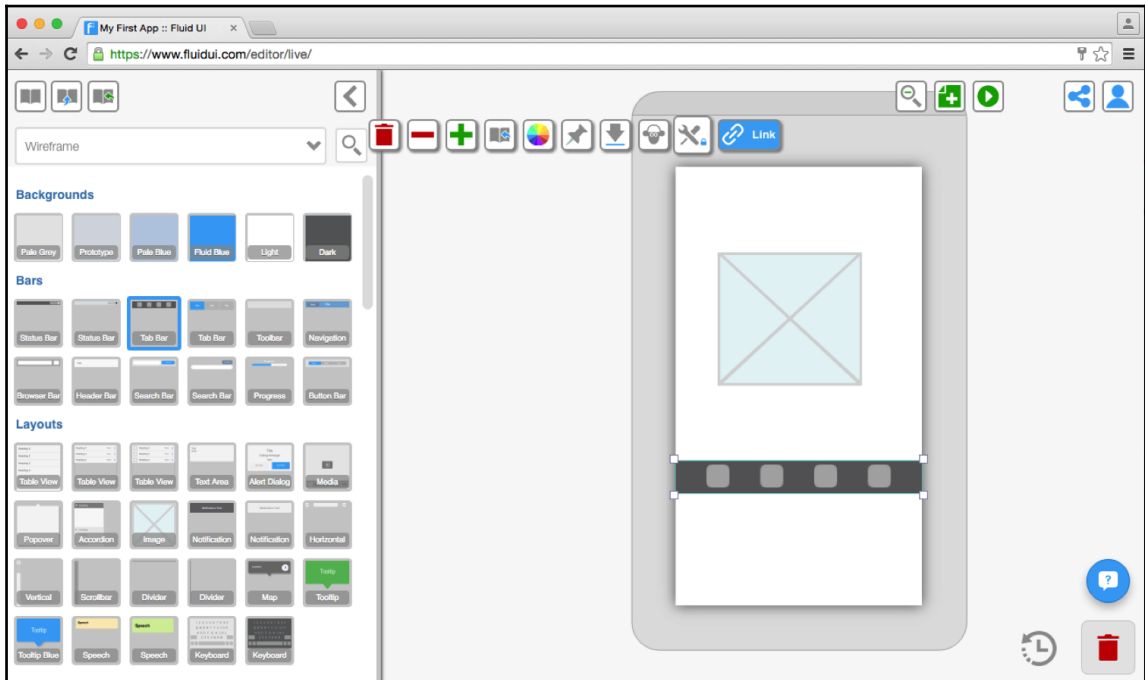
Informe APM

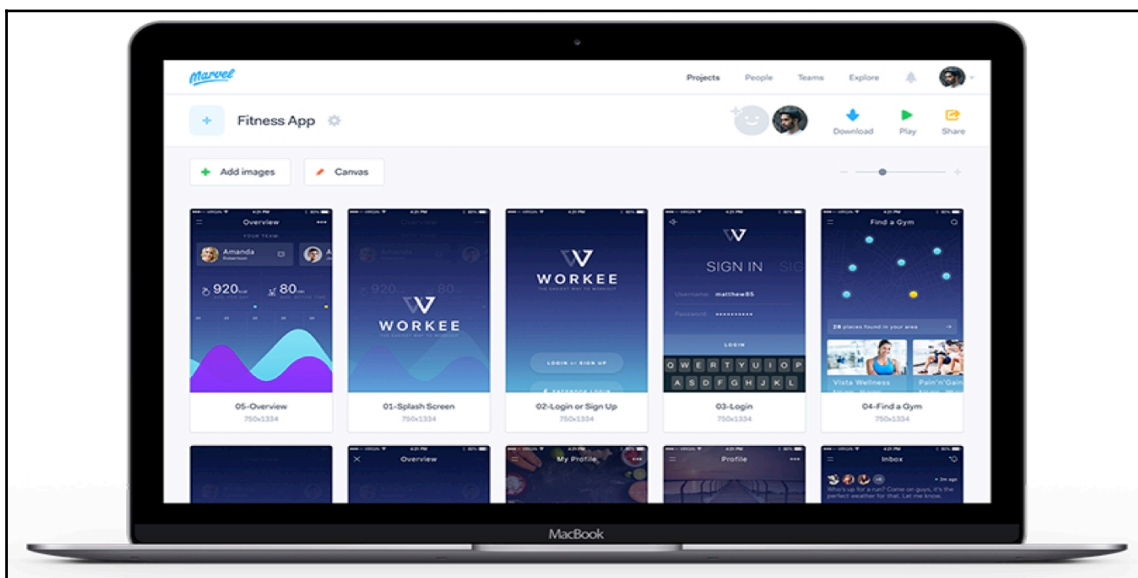
Assessoria de Imprensa

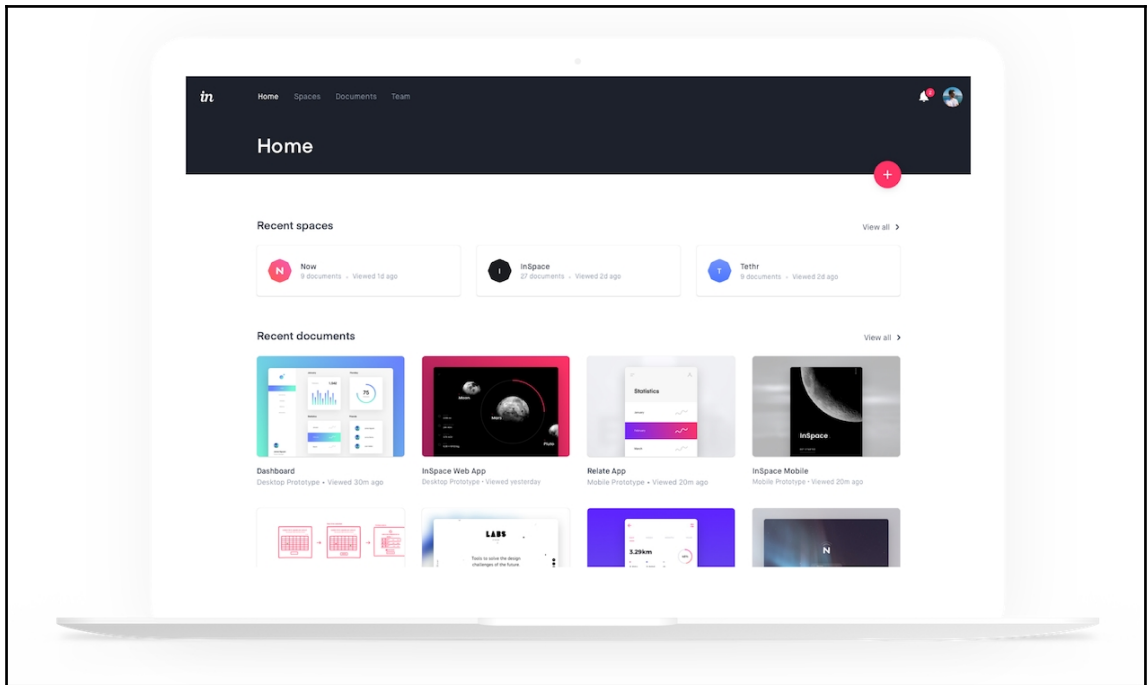
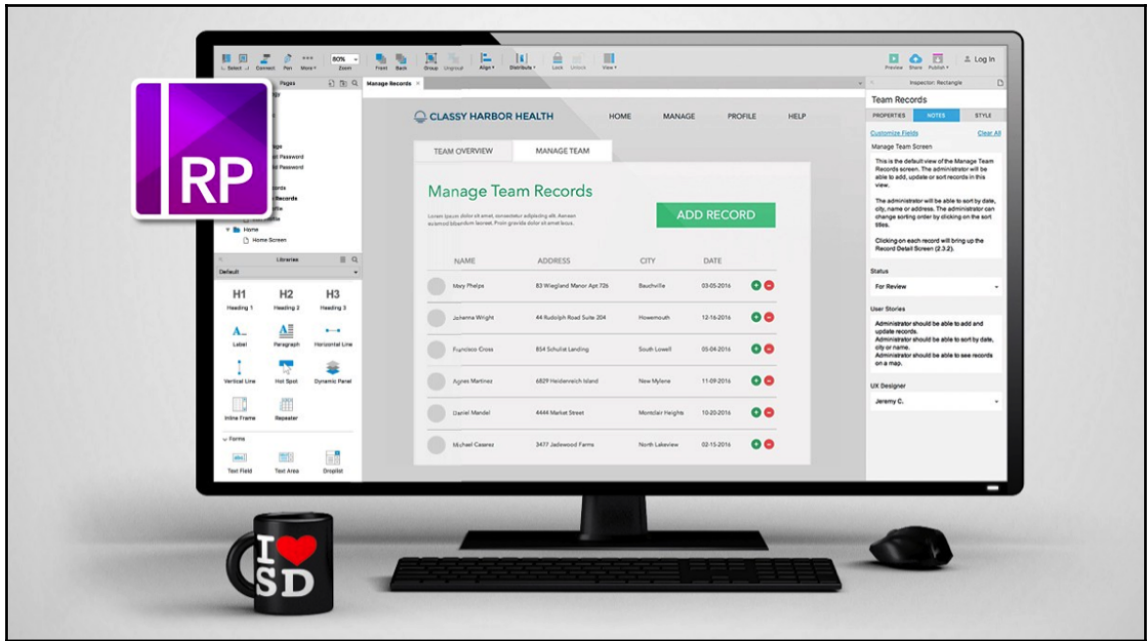
Add a card...

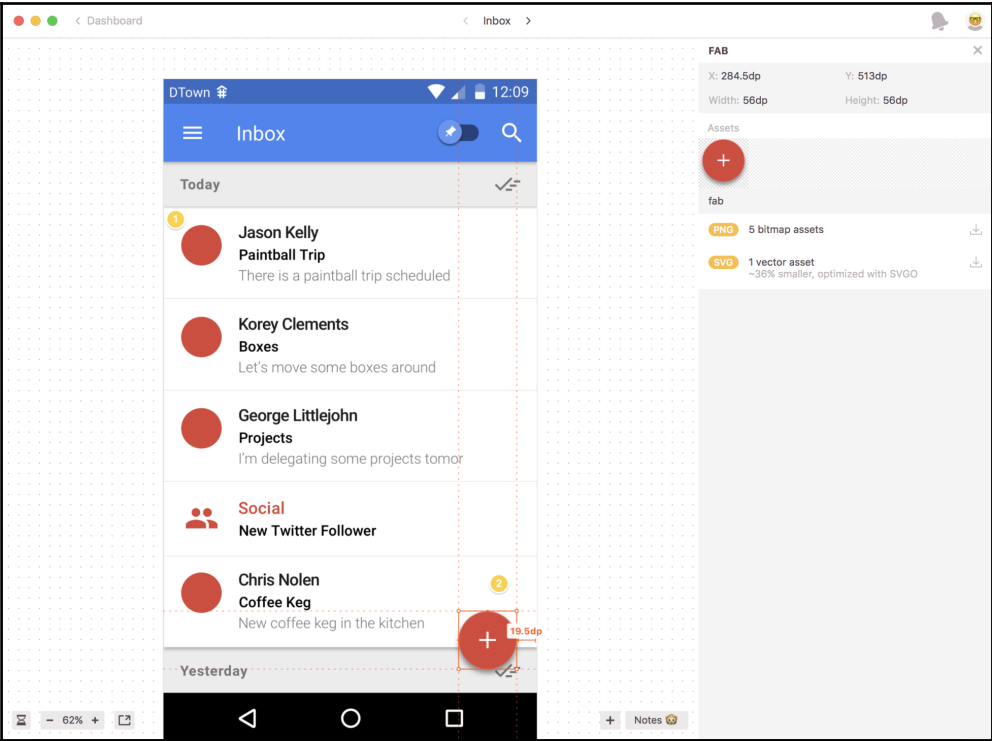


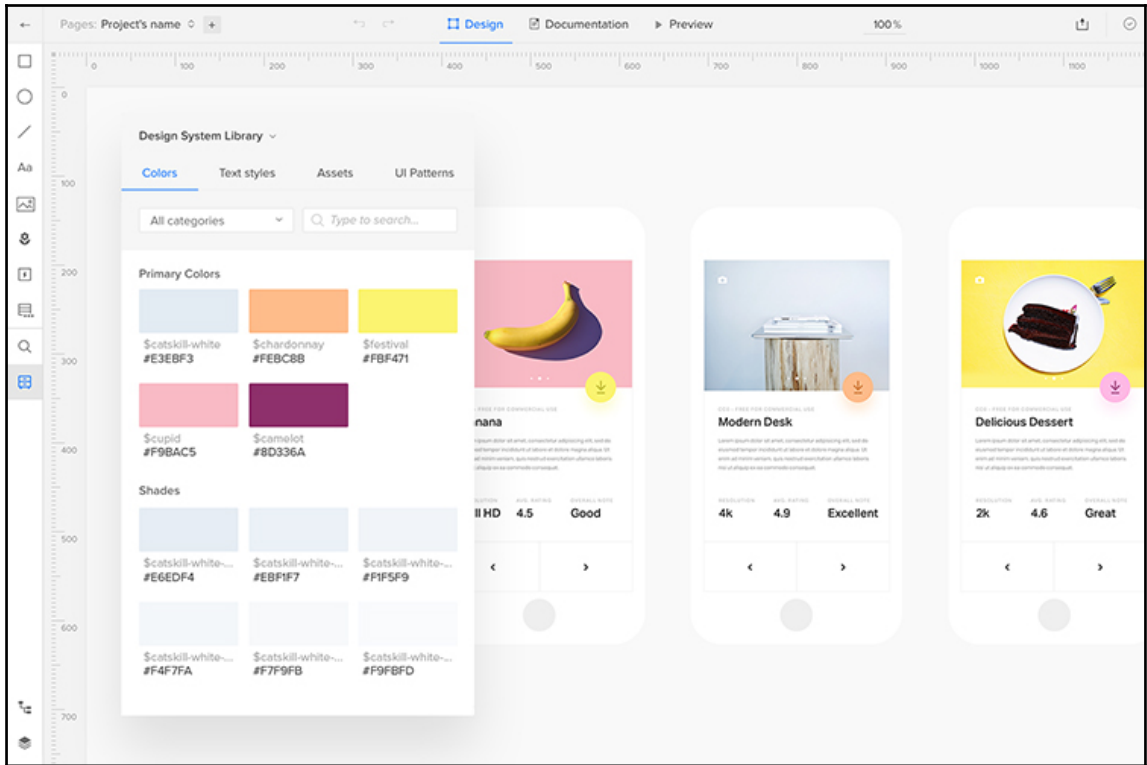
Chapter 9: Prototyping and Validating UX Solutions

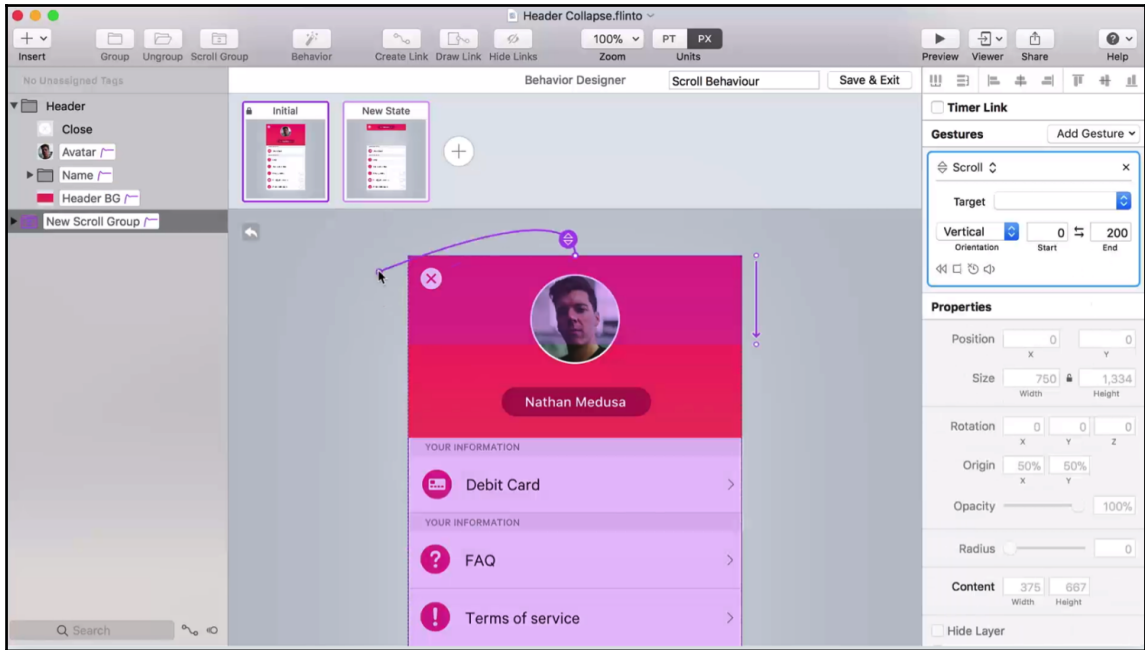


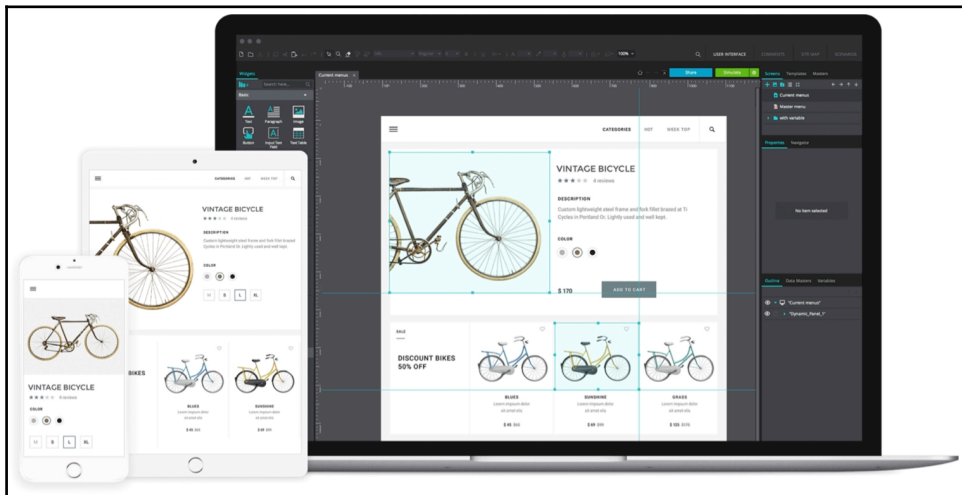
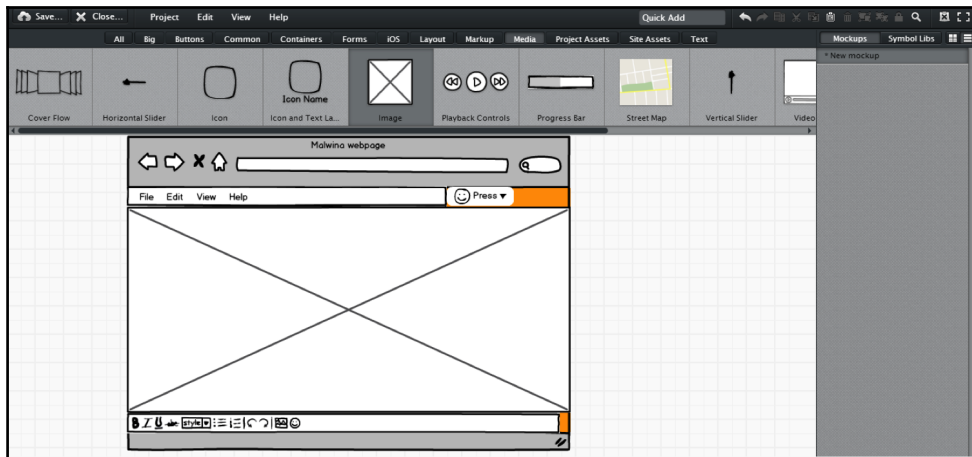


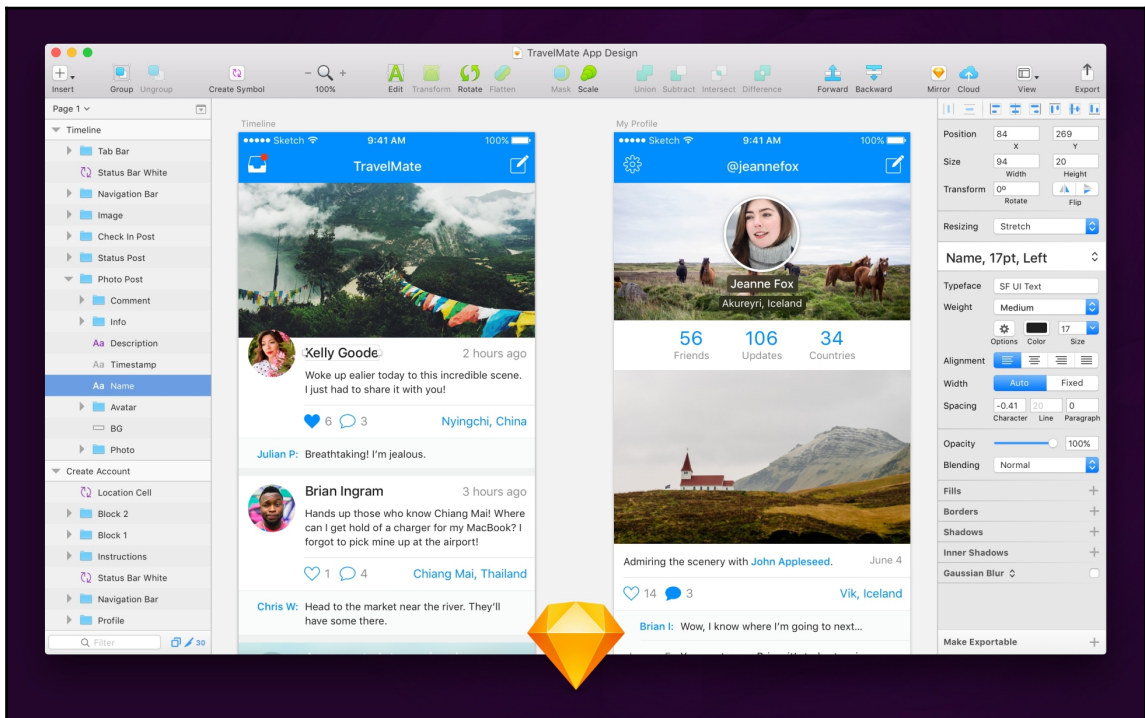
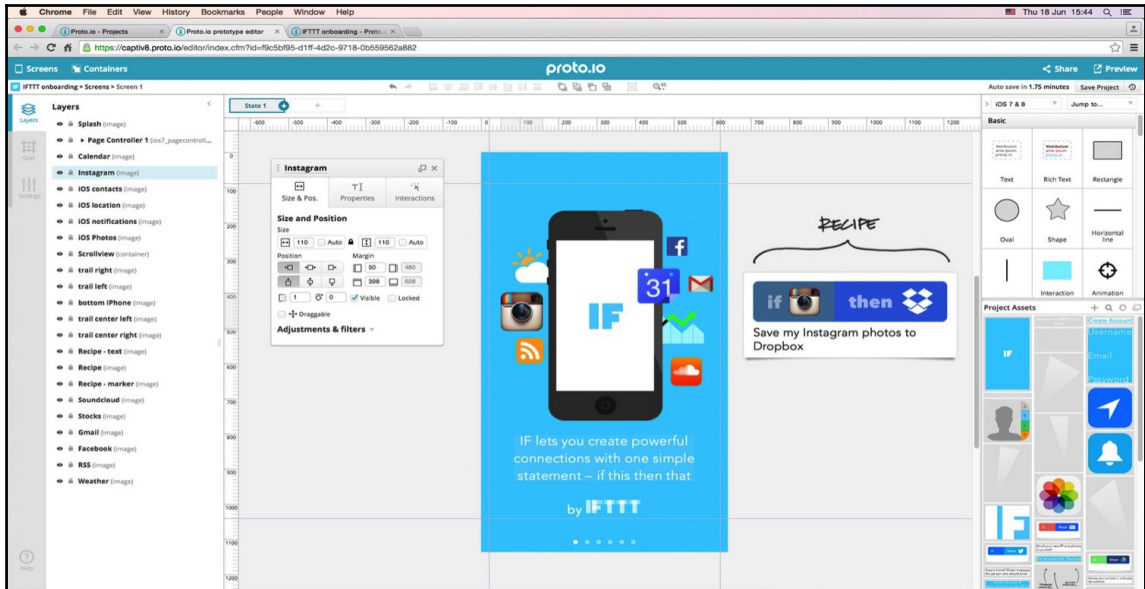




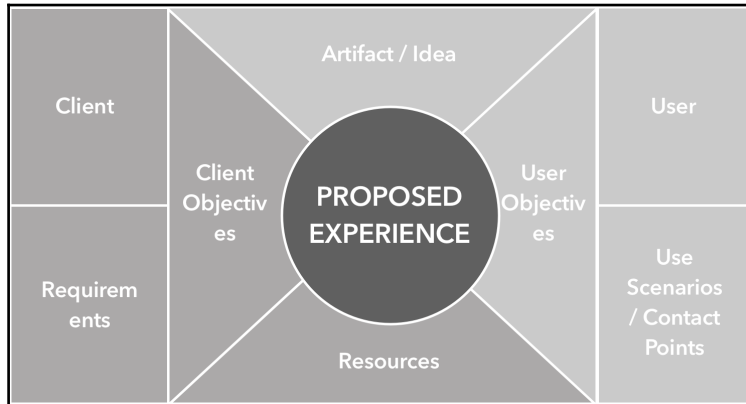








Chapter 10: Implementing UX Solutions

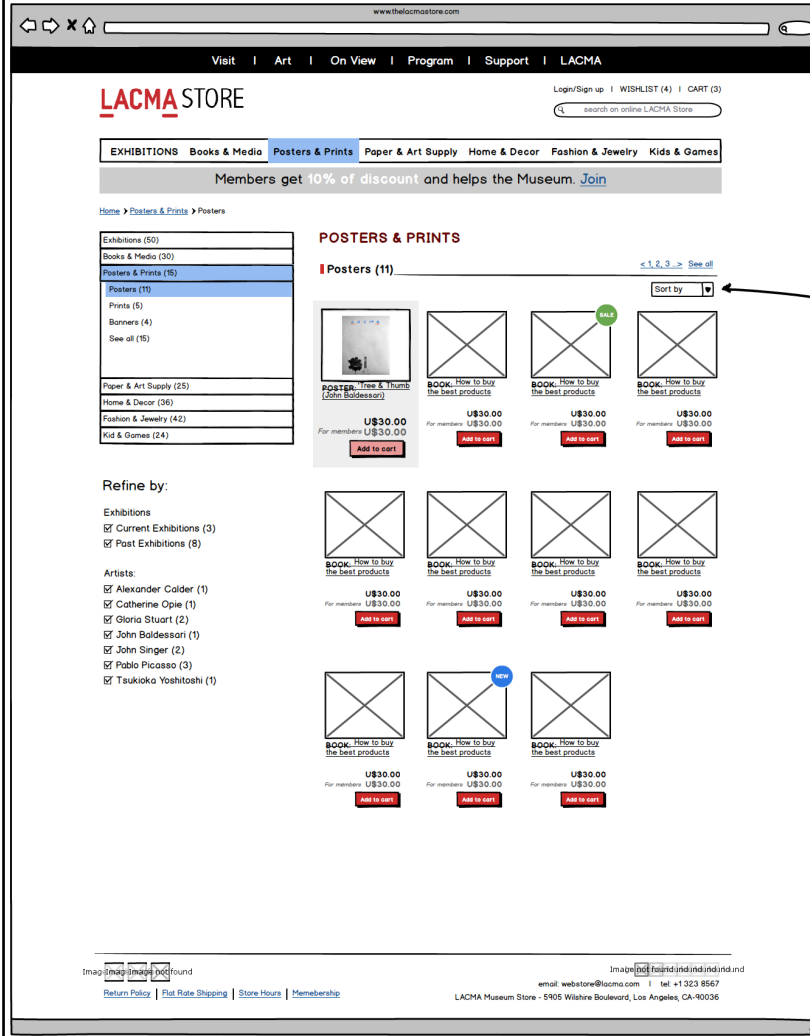


Lean UX Canvas

Title:
Date:
Iteration:

Business Problem What business have you identified that needs help? 1	Solution ideas List product, feature, or enhancement ideas that help your target audience achieve the benefits they're seeking. 5	Business Outcomes (Changes in customer behavior) What changes in customer behavior will indicate you have solved a real problem in a way that adds value to your customers? 2
Users & Customers What types of users and customers should you focus on first? 3		User Benefits What are the goals your users are trying to achieve? What is motivating them to seek out your solution? (e.g., do better at my job OR get a promotion) 4
Hypotheses Combine the assumptions from 2, 3, 4 & 5 into the following template hypothesis statement: <i>"We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature]."</i> Each hypothesis should focus on one feature. 6	What's the most important thing we need to learn first? For each hypothesis, identify the riskiest assumption. This is the assumption that will cause the entire idea to fail if it's wrong. 7	What's the least amount of work we need to do to learn the next most important thing? Brainstorm the types of experiments you can run to learn whether your riskiest assumption is true or false. 8

Download this canvas at: www.jeffgothelf.com/blog/leanuxcanvas
Adapted from Jeff Patton's Opportunity Canvas. Download at: <http://pattonassociates.com/opportunity-canvas/>



1.2.1.Shipping Infos

REGISTERED USER IDENTIFIED

E-mail: not found

Password:

☐ Pick at the Museum

*Ship to:

Pablo Picasso
123 Art Ave, apt 5,
City of Angels,
CA-12345-678

☐ Ship to a different address

NEW USER IDENTIFIED

E-mail: not found

*If a check check out, you can sign up by only creating a password

Password:

PICK UP AT THE MUSEUM

*Pick at the Museum
We will let you know by email
when you can stop by at LACMA
store to pick your items.

☐ Ship to last address used

☐ Ship to a different address

If you check
"Ship to a different
address" below,
you should provide
Address and
Shipment Method

You have gift(s) on your cart:

GIFT(S)

☒ **BOOK: Super great book about beautiful California**
☒ Wrap for + \$3.50
☒ Ship to a different address

Name:

Note:

Address:

Zip Code: Country:

City: State:

SHIPPING METHODS

*Flat Shipping U\$6.50

☐ Other Shipping U\$11.00

☐ Most expensive U\$25.00

*The other products will be shipped to the primary address

LACMA STORE

CHECK OUT (1 of 2 steps)

1 Shipping information 2 Billing information

E-mail: We will send info about your purchase to your email

☐ Pick at the Museum

*Ship to:

Full Name:

Address:

Zip Code: Country:

City: State:

☐ Clean form

SHIPPING METHODS

*Flat Shipping U\$6.50

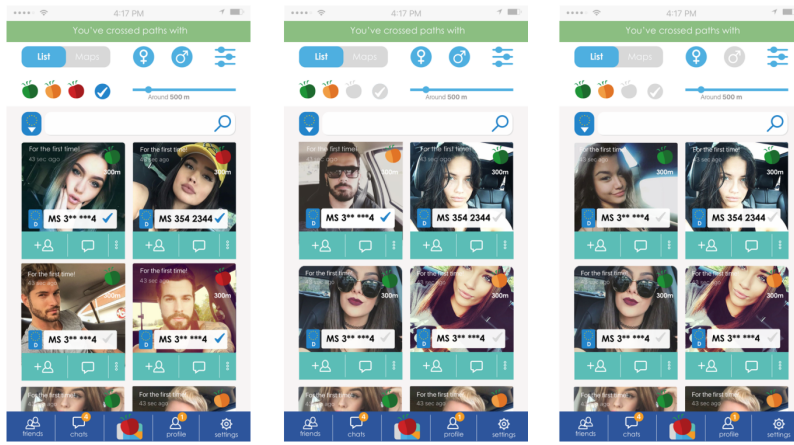
☐ Other Shipping U\$11.00

☐ Most expensive U\$25.00

ORDER SUMMARY

<input checked="" type="checkbox"/> BOOK: Time & Thum (Don Baderess)	U\$15.00
<input checked="" type="checkbox"/> BOOK: Super great book about beautiful California	U\$50.00
<input checked="" type="checkbox"/> DVD: Best scenes about the great concert at the Museum LA	U\$20.00
Subtotal	U\$85.00
Shipping	U\$6.50
Tax	U\$7.40
TOTAL	U\$98.80

BILLING INFORMATION






Filter options

Besides being able to choose a list of AND/OR male/female, the user will also be able not only to filter by verified plates, but also choose the search radio.

Stages

Also, the user will be filter the list based on their stage of relationship:

-  **Green:** the user didn't started a chat with him or her
-  **Orange:** a chat was started but the user was not allowed by the other to see her/his full profile
-  **Red:** a chat was started AND the user was allowed by the other to see her/his full profile



Widgets laterais

Os widgets (laterais e da home) tem como objetivo facilitar o acesso do usuário à outras áreas do site durante a navegação

Tabs cliváveis para a Sessão ou Área

Classificados

Salas
Última sala para consultório na R. Botucatu, 572. Michel - (11)99973-6691

Equipamentos
Vende-se auto chave Vitale analógica, da marca Cristofoli, nunca utilizada. Falar com Adriana. Cel. (11) 99117-5911.

Profissionais
Clínica de psiquiatria Masud Khan admite profissionais para atendimento de pacientes de convênios.

Ver Tudo

Eventos Científicos

Webtransmissão

Reunião científica de Auditoria Médica | Auditoria Analítica
Horário: 19h - 21h.
Período: 15/06/2016

Ver Mais

Banca Digital

Revista APM

Edição 676 - Abril 2016
APM em Guerra contra a Corrupção

Acessar

Notícias

Opinião
Contra os fatores de risco para a gripe H1N1
27/04/2016 - Qualquer pessoa pode ser contaminada com o vírus influenza A/ H1N1, mas determinados grupos são mais suscetíveis à infecção.

Opinião
Contra os fatores de risco para a gripe H1N1
27/04/2016 - Qualquer pessoa pode ser contaminada com o vírus influenza A/ H1N1, mas determinados grupos são mais suscetíveis à infecção.

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27/04/2016 - Qualquer pessoa pode ser contaminada com o vírus influenza A/ H1N1, mas determinados grupos são mais suscetíveis à infecção.

Ver Tudo

Conquistas APM

Carreira de Estado
Lei 13.003/14

Denúncias de Contratos
Valorização de Honorários

Financiamento da Saúde
Educação Médica

Pesq. AM/ Inst. Datafolha

Ler Mais

Valor da Consulta

Saiba qual o valor real de sua consulta com esta calculadora de receitas e despesas.

Calcular

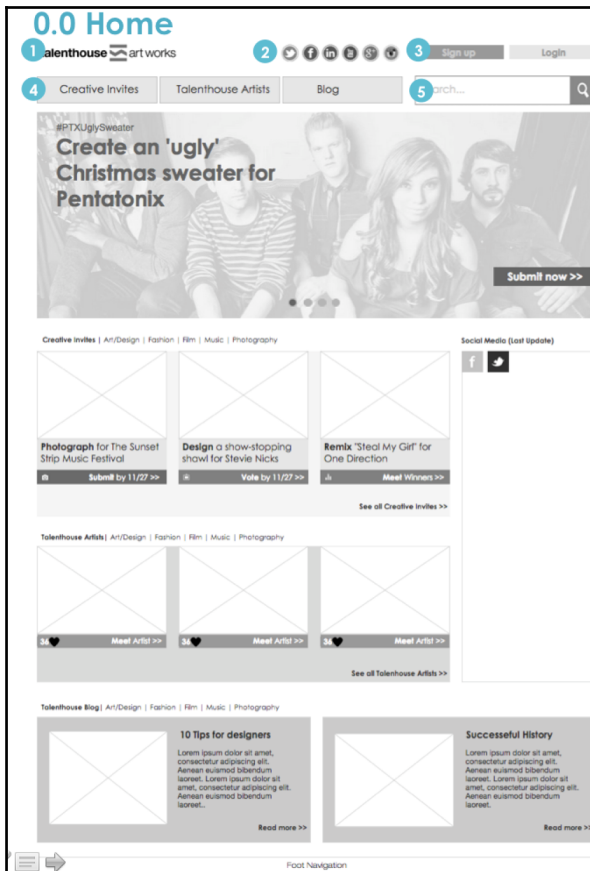
Dicas Culturais

Fique por dentro sobre eventos e ações culturais da APM como Chá com Cinema, Cine Debate, Clube do Jazz e muito mais.

Entra aqui e mais

Assinar

Botão para ação ou link para o conteúdo



0.0 Home

On the home page the user should be able to find pieces of the main areas of the website (1.0 Creative Invites, 2.0 Talenthouse Artists, 3.0 Blog) and also to Social Media.

1 Logo

By clicking on the logo, the user will be directed to the 0.0 Homepage.

2 Social Media Channels

Links to the main Talenthouse Social Media Channels (external links), it should open a new window.


3 Sign up/ Login

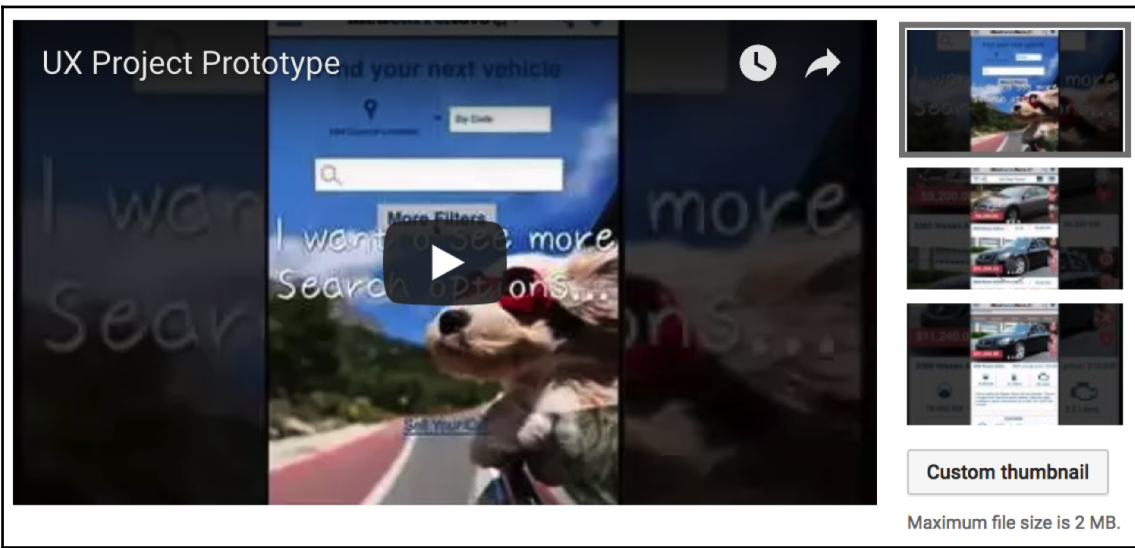
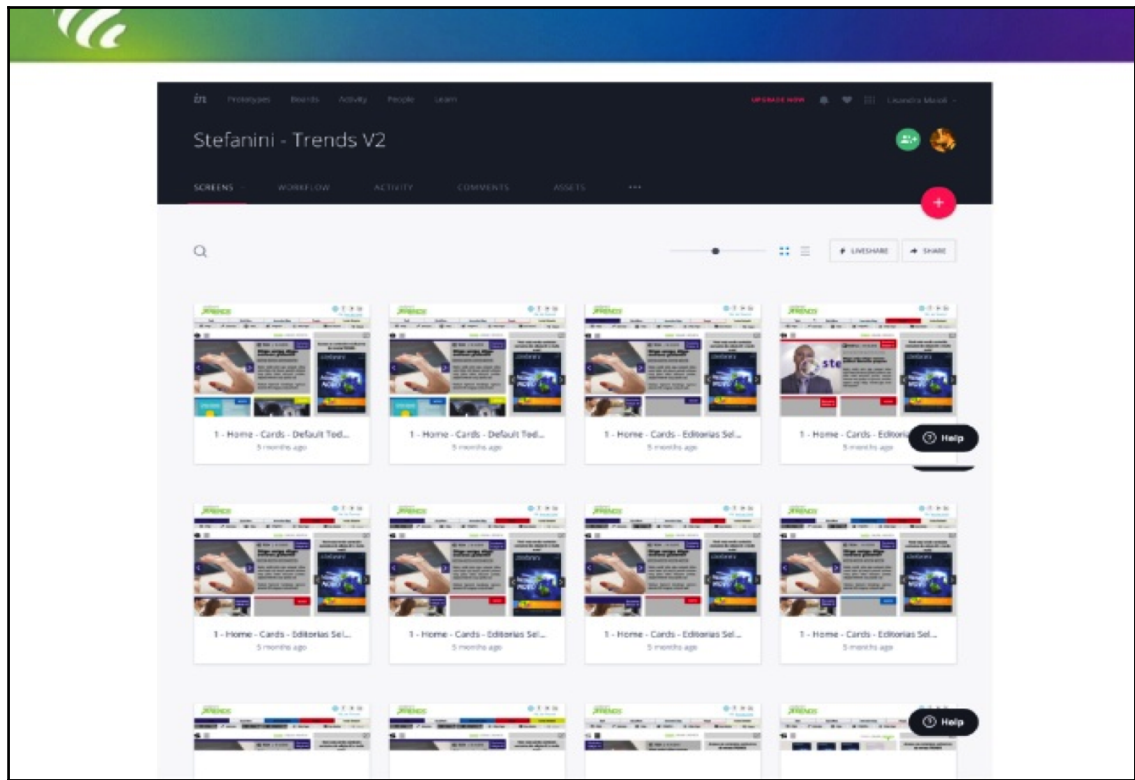
If the user is not logged yet, he/she will be able to login from any page of the site by clicking "Log in". It will be shown a box with space to fill with "user" and "password" plus button "login". If the user haven't created his/her login, he/she will be able to create it by clicking "Sign up". In this case, Will open a pop up with a form to be filled plus option to sign up by login with Facebook or Twitter account.

4 Main menu

The user will be able to access the main areas of the website by on click: 1.0 Creative Invites, 2.0 Talenthouse Artists, 3.0 Blog

5 Search

The user can search any word or term on the website by typing it and clicking on . The results will be shown in a different page "Search Results".



0.0 Home

The users should have an overview of what he/she can find on our website.

1

Logo/claim

The current site use only the icon form the logo. The idea here is use the full logo (icon + name + claim): "Talenthouse – Art Works

Primary Navigation

This Primary Navigation should show the user an "overview" about what he is going to find on the website (Cis, Artists's Portfolios, Blog)

Editorial

Highlighted 3-5 pieces of content from the whole website chosen by an Editor.

Featured Cis

Featured Cis which can be accessed directly or also be accessed through Vertical pages.

Featured Artists/Artwork

Featured artwork from Talenthouse Artists' Portfolios

Featured Blog posts

On the Home page, the user will be able to see featured blog posts.

2

Login

Being logged will allow the user submit their artwork to the CIs and also create/edit his Portfolio.

Search

The user should be able to search any content from the website/blog.

Social Media Widget

Social Media API to show the last Social Media updates.

3

Footer Navigation

Link to our Business Area, About Talenthouse, Help Center, Careers, Talenthouse for Business, Privacy Policy, Terms&Conditions

AMP - mapa

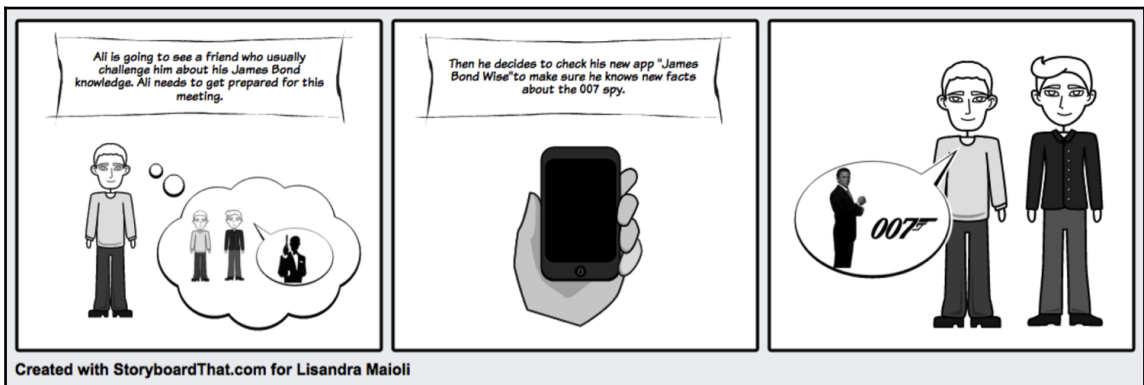
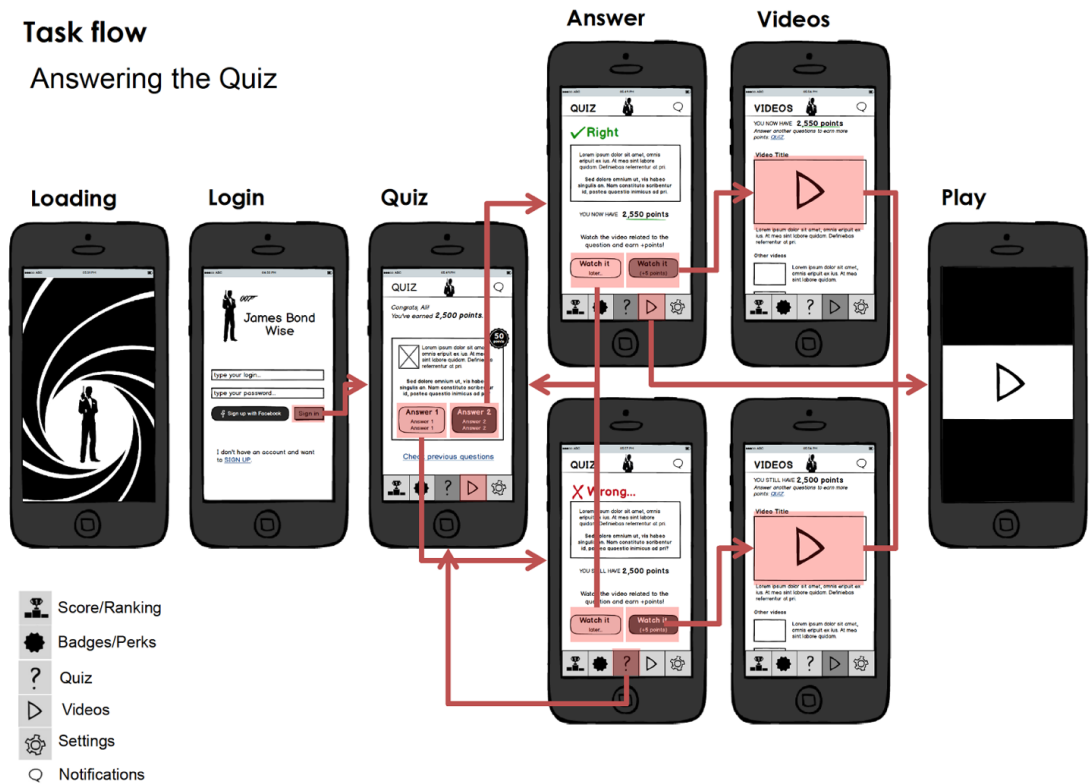


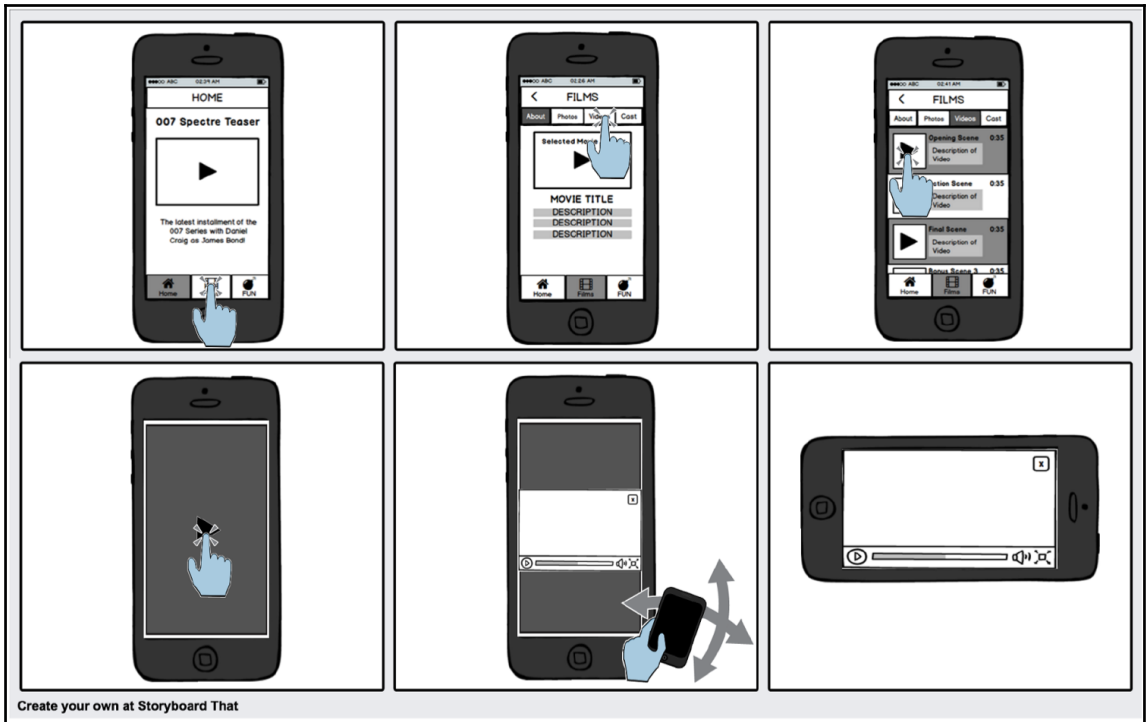
Legenda



Task flow

Answering the Quiz





Create your own at Storyboard That

Chapter 11: Measuring UX Solutions

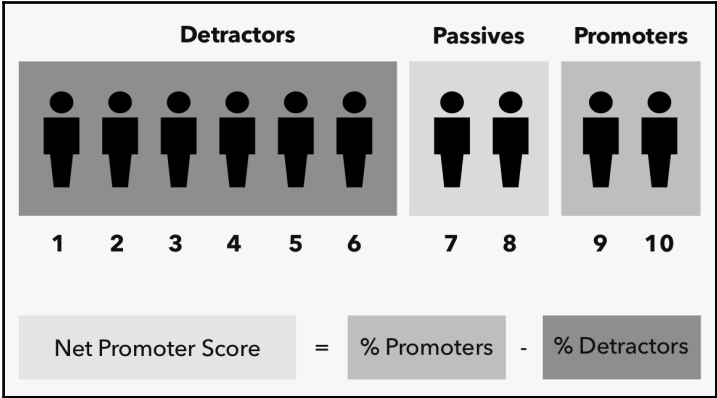
$$\text{Effectiveness} = \frac{\text{Number of tasks completed successfully}}{\text{Total number of tasks undertaken}} \times 100\%$$

$$\text{Task Time} = \text{End Time} - \text{Start Time}$$

Strongly Disagree				Strongly Agree
1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

		Strongly Disagree					Strongly Agree	Scale Position	Calculation	Score Contribution	
1	I think that I would like to use this mobile app frequently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	4-1	3	
2	I found this mobile app unnecessarily complex	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2	5-2	3	
3	I think this mobile app was easy to use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5	5-1	4	
4	I think that I would need assistance to be able to use this mobile app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	5-1	4	
5	I found the various functions in this mobile app were well integrated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	4-1	3	
6	I thought there was too much inconsistency in this mobile app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2	5-2	3	
7	I imagine that most people would learn to use this app very quickly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5	5-1	4	
8	I found this mobile app very cumbersome / awkward to use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	5-1	4	
9	I felt very confident using this mobile app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	4-1	3	
10	I need to learn a lot of things before going with this app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	5-1	4	
										TOTAL	35
										x2.5	87.5

$$\text{Net Promoter Score} = \% \text{ PROMOTING CLIENTS} - \% \text{ CLIENTS DETERRANTS} = \% \text{ NPS}$$



THE H.E.A.R.T. FRAMEWORK

	Goals	Signals	Metrics
Happiness	The app helps the users to get the rhythm/beats when they are performing music	<ul style="list-style-type: none">- High ratings on the app store- Positive reviews- High downloading rate	<ul style="list-style-type: none">- Ratings- Downloading rates- Shares / likes on social networks
Engagement	The app acts as a companion whenever users are performing/ practicing music	<ul style="list-style-type: none">- Users are spending a lot of time on the app	<ul style="list-style-type: none">- Click rates- Time spent on the app
Adoption	Users have developed the habit to use the app when they are playing music	<ul style="list-style-type: none">- Users start to use the app more frequently- Increase in the number of new users	<ul style="list-style-type: none">- Number of new users each day / week / month- Number of users each day / week / month
Retention	Users continue to use the app	<ul style="list-style-type: none">- Number of returning users	<ul style="list-style-type: none">- Renewal rate- Repeat purchases- Number of active users
Task Success	Users completed their performance / practice with the app	<ul style="list-style-type: none">- Users used the app for more than 3 mins	<ul style="list-style-type: none">- # of users who use the app for more than 3 mins- # of users who use the app for more than 5 mins

Conversion rate = Conversions / visits

Clicks ratio (CTR) = clicks / impressions

Collect quantitative data (the facts) + qualitative data (the reason for the facts)
=
K.Y.U .: Know your user.