

Newsletter 2018 Issue I



**Bharati Vidyapeeth's
Institute of Management and Information Technology
Navi Mumbai**

**BHARATI VIDYAPEETH'S
INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY
NAVI MUMBAI**



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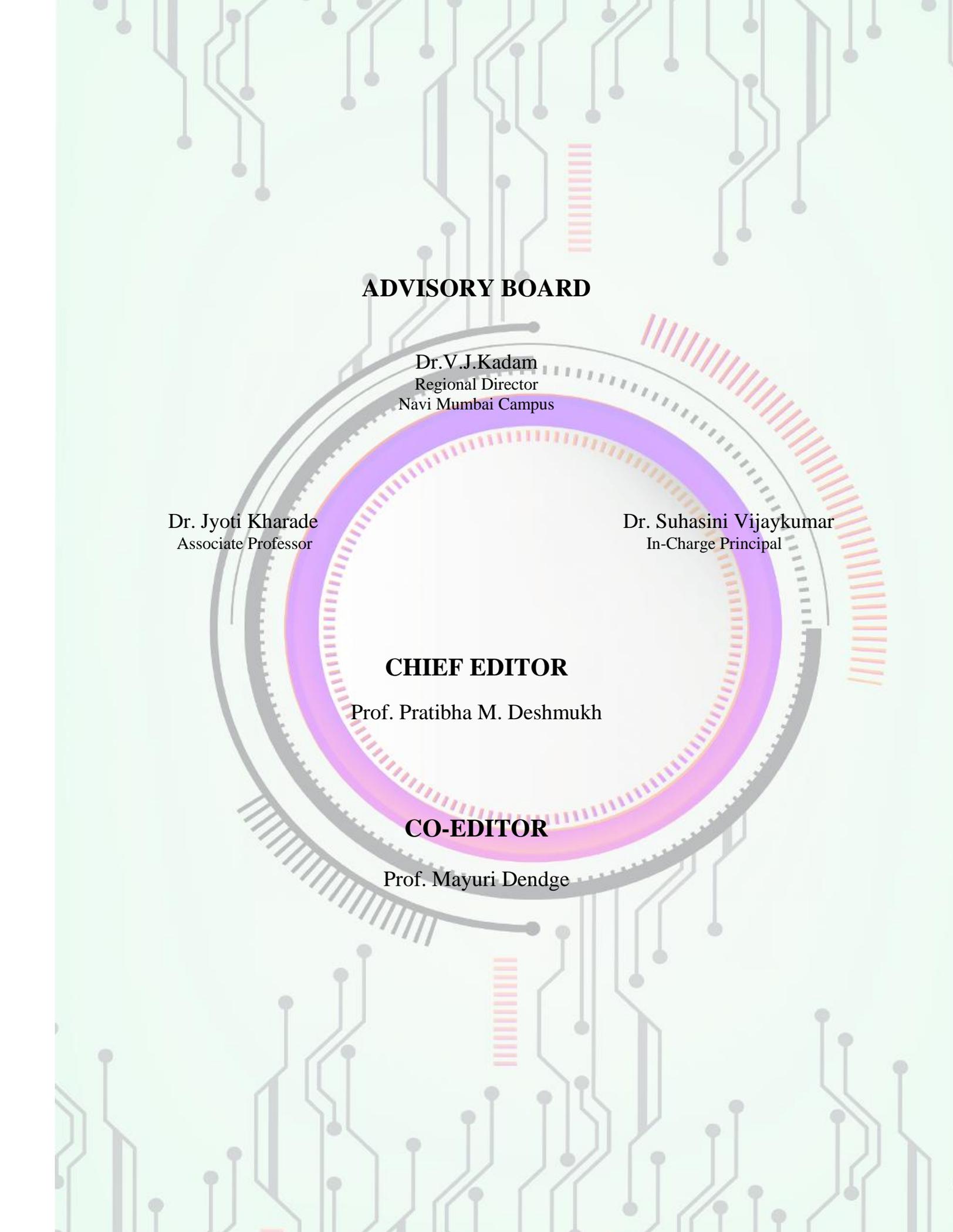
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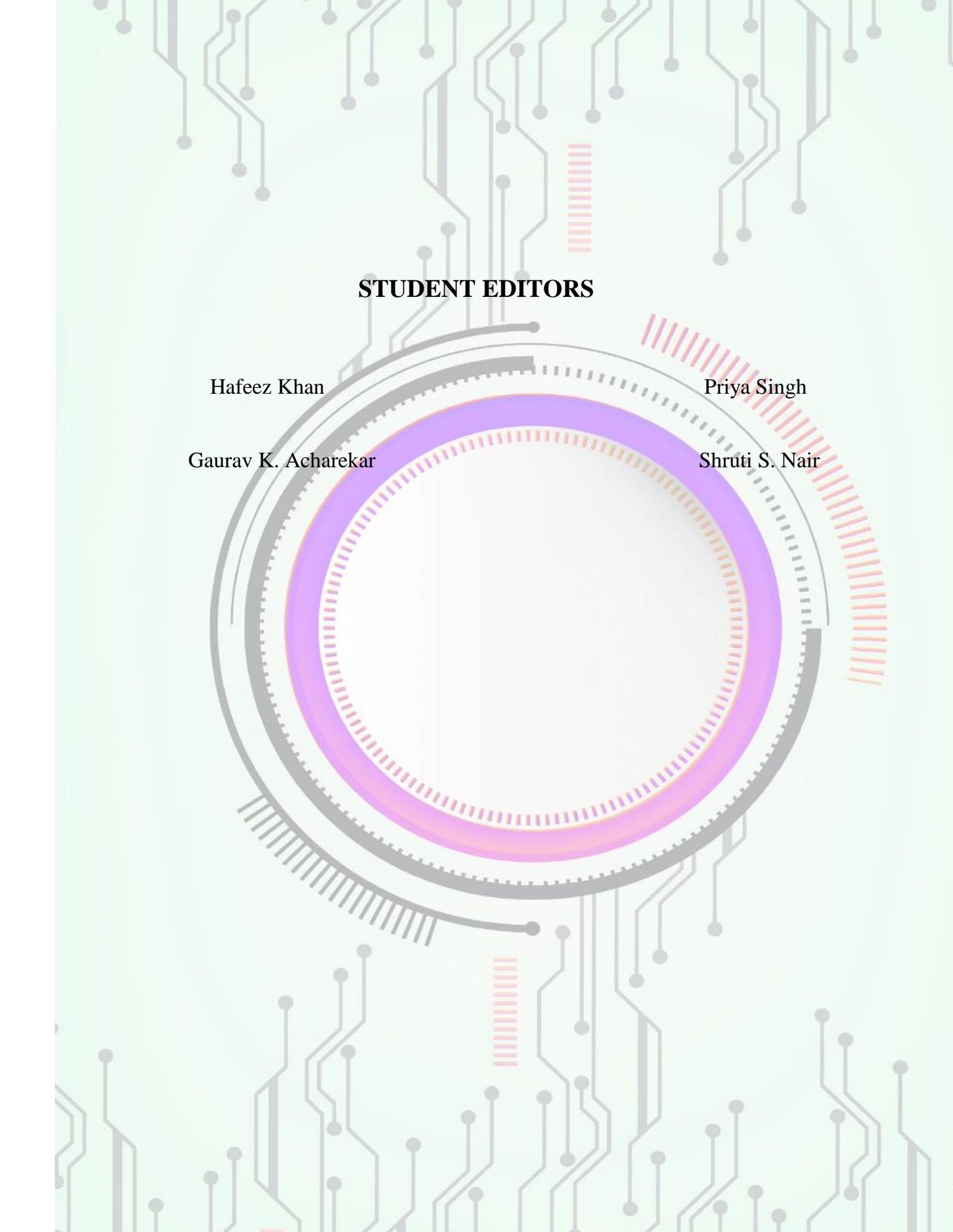
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BVIMIT fortifies student's intellectual awaking and social transformation in different spheres that makes them to contribute to the organization and world as well. We strengthen student's hard work and commitments towards knowledge.

BVIMIT provides MCA, VI semester course enables overall development of students and give a different perspective towards corporate life.

Current newsletter entitled "***PRABHAT-exploring tech rising star***" is a combined effort of students and staff members that commences articles on emerging technologies with theme as "**USER EXPERIENCE DESIGN**" provides articles for the same.

I hope "**PRABHAT**" will take you to the world of prominent technologies.

Editorial Desk



Prof. Pratibha Deshmukh
Editor-in-chief

It is indeed a great honor to be the Newsletter Editor for me and also an immense pleasure to launch the first edition of BVIMIT Newsletter “PRABHAT- exploring tech rising star”.

As we are living in the technological era, we have selected the topic for the article as “**USER EXPERIENCE DESIGN**” to make students aware about this emerging technology. It aims to be a truly interdisciplinary platform seeking to bring together a range of diverse voices on the topic in order to stimulate discussion.

A huge thank you to all the students who contributed writing the articles, without which there wouldn't have been this newsletter.

I appreciate PRABHAT student members for their everlasting support throughout the creation of this edition.

I hope “**PRABHAT**” will convey some technical knowledge to you.



Ruchi Singh
Student MCA

FROM USER EXPERIENCE TO USER DESIGN

Miss. Ruchi Singh and Prof. Pratibha M. Deshmukh
BVIMIT Navi Mumbai

User experience (UX) design is the process of enhancing user satisfaction and it is used to create products that provide meaningful and relevant experiences to users. A User experience design rationale is the listing of ideas that were made during the process of design. It is also a listing of the reasons why those ideas were considered. The primary goal is to support designers by providing a means to record and communicate according to the need of the user. Need for the best design is really important when it comes to any visual works, either websites or videos/ images. Design should not only look good to the eye, it should also go with the concept.

In today's time, the trend is "simple is sophisticated". Simple, sober designs go long term; people love to engage with these kinds of websites that are soothing to their eyes.

The importance of user experience design is that it should fulfil the users needs and all the aspects and demand of the product are according to the user's requirement . It aims to provide positive experiences that keep a user loyal to the product.

Design Issues

The number of users is increasing rapidly. With ever increasing user in diversified fields, the challenges in designing user interface for the system have complex and important issues. Various issues such as User Characteristics Issues, User Interface Type Issues, Graphics Design Issues, Performance Issues, Interaction language issue, Prioritizing the work that needed to be done first,

Elements in the design should be consistent, Emotional impact should be considered, Visual design issues like navigational or structural issue, Physical characteristics design issues.

Common Challenges for UX Designer

Misconceptions about what designers do, Time and budget should be looked when research and requirement gathering is done, Designer have difficulty in deciding which problem should be undertaken to solve, the gap between design and development should be filled, Navigating the ever-changing landscape of UX job titles, Presenting various design solutions. Argument with the clients regarding the design.

There are a number of systems and products that are being developed and those are divided mainly by their complexity, their process and approach. All these factors make it difficult to design a system which fulfil all the user needs. System or product types overlap and have boundaries within the system complexity space. A “System Complexity Space” is defined by the dimensions of interaction complexity and work domain complexity. Interaction complexity is about the elaborateness of user actions, necessary to accomplish tasks with the system. Domain complexity, which is about the degree of intricacy and the technical nature of the corresponding field of work.

Low interaction complexity usually corresponds to smaller tasks that are generally easy to do on the system, such as ordering flowers from a website or booking a movie ticket. The system complexity space here is: Simple interaction, simple work domain. Here both interaction and work domain are simplest. This contains smaller websites, certain interactive applications, and commercial products.

Various interactive products are Online buying websites, Online booking websites. Interaction with this website is very simple. One main task involving a few choices and the job is done. Work domain complexity of a website is also relatively simple because it involves only one user at a time and the workflow is almost trivial. These products represent the least need for a complete rigorous lifecycle process.

Emotional Impact

The sector within the system complexity space has the most to do with emotional impact factors such as enjoying being on the certain website, fun or joy of use. The immediate affective feelings about a system is attractive. All the elements are symmetric in nature. System developed is sophisticated. Usability goal of trust and easy to use is achieved. System is effective and efficient for the user.

When it comes to UX design process, there's no one fits all solution. But whether your UX process is lightweight or it's full of a lot of activities, the goal of each UX design process is the same-create great product for your users. By creating a prototype of the product the work of designer becomes simpler as it gives an idea to the user about the product.

Conclusion

Looking at design issues and challenges for UX Designers, there is need to work on different kind and levels of prototypes at designer site. Thereafter high fidelity prototype need to show to client or end user. Identifying project type is also important for designers. Because now days most of day to day operations are done online so emotional impact has influence on such project's design. Therefore applying UX process supports to UX design and ultimately best for UX experience.