Improve UX in Drupal

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Who am I?

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Apps GD Poland (Warsaw)

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Agenda

1. What is UX?
2. Why do we need it?
3. UX design tools.
4. UX improvements for Drupal.

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What is UX?

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User Experience - practice

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User Experience - practice

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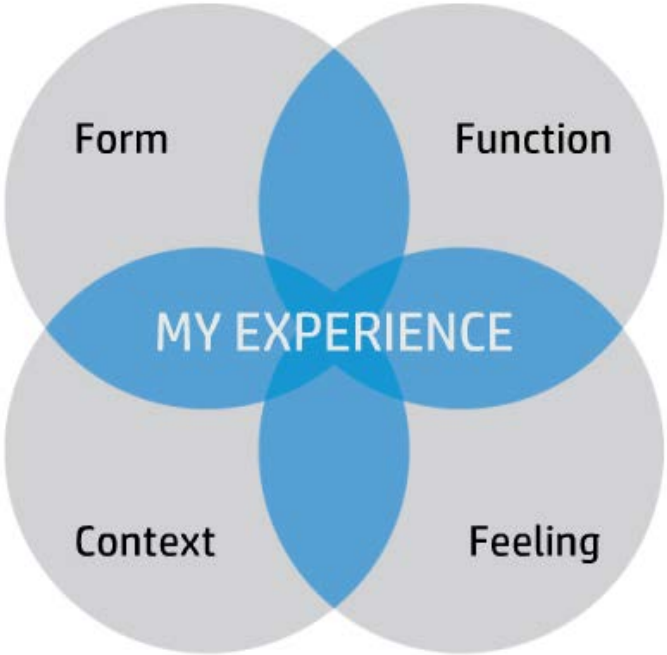
User Experience - theory



User experience is „a person's perceptions and responses that result from the use of a product, system or service."

Users are impacted by four components

- **Visual** – How it looks and the cluse it gives
- **Intellectrual** – How hard it makes me think
- **Motor** – How I physically interact with the interface
- **Memory** – What I need to remember as I use the app

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The **interface** is **not** the **solution**.

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UX is not UI

How UX wants to be seen

Field research
Face to face interviewing
Creation and administering of tests
Gathering, organizing, and presenting statistics
Documentation of personas and findings
Product design
Feature writing
Requirement writing
Graphic arts
Interaction design
Information Architecture
Usability

Prototyping
Interface layout
Interface design
Visual design
Taxonomy creation
Terminology creation
Copy writing
Presentation and speaking
Working tightly with programmers
Brainstorm coordination
Company culture evangelism
Communication to stakeholders

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Why do we need it?

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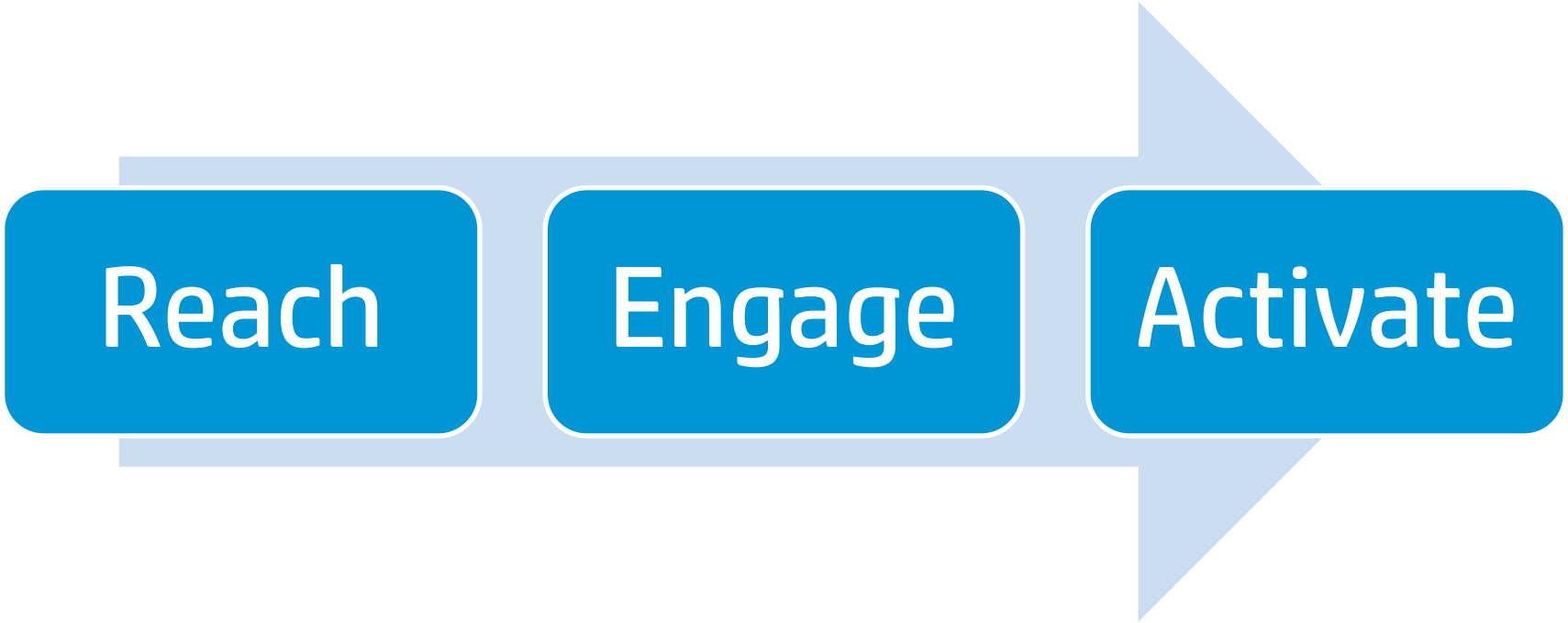
Loyalty



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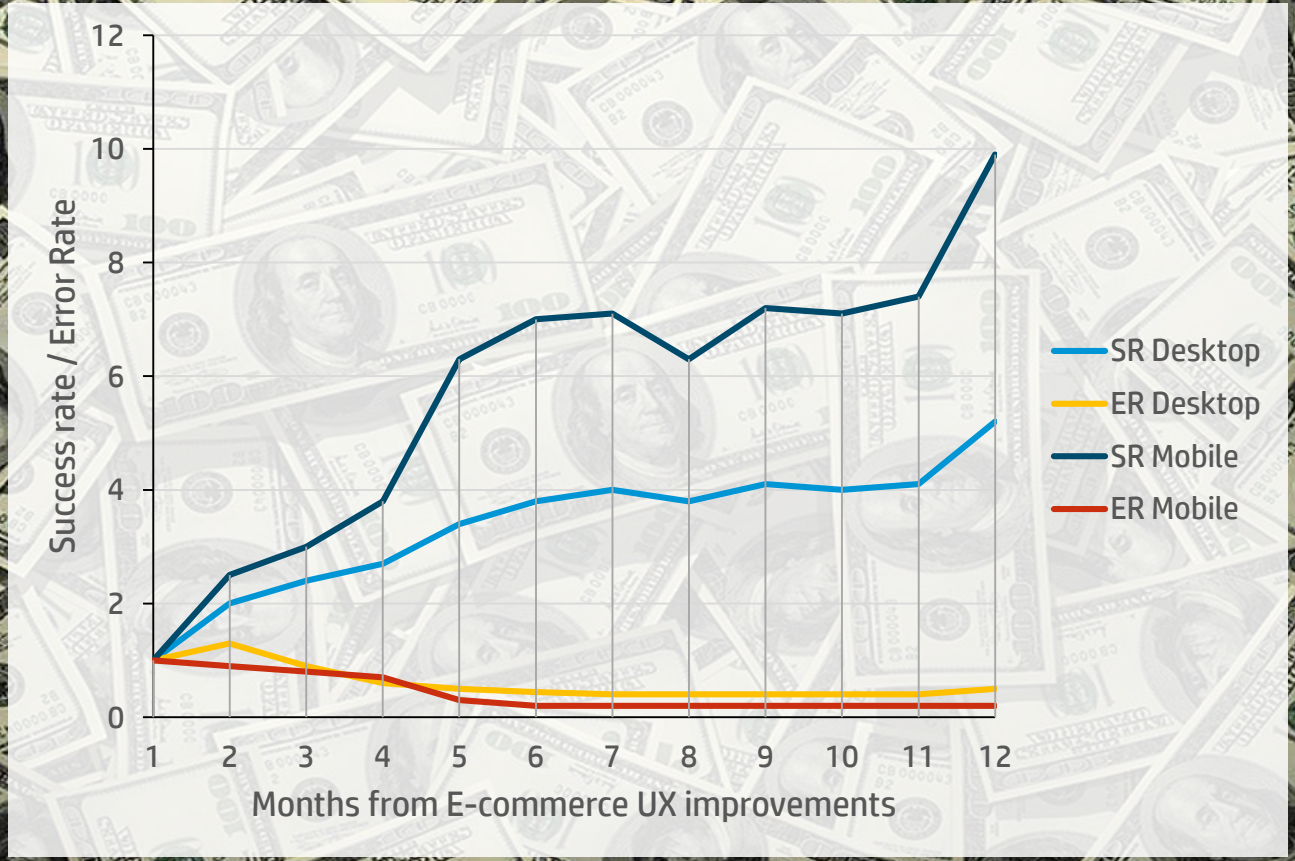

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UX design tools

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Manual tools

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UX Design Software Tools

balsamiq mockups

axure

MockFlow

POP

iRise

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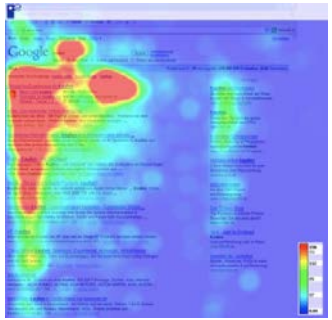
UX results measurment tools

Forms



Eye & click tracking

Talk with users

Validators

Typeform
Ask awesomely

WUFOO

ZURB

usabilityhub

Apps

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UX improvements for Drupal

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User Login Form

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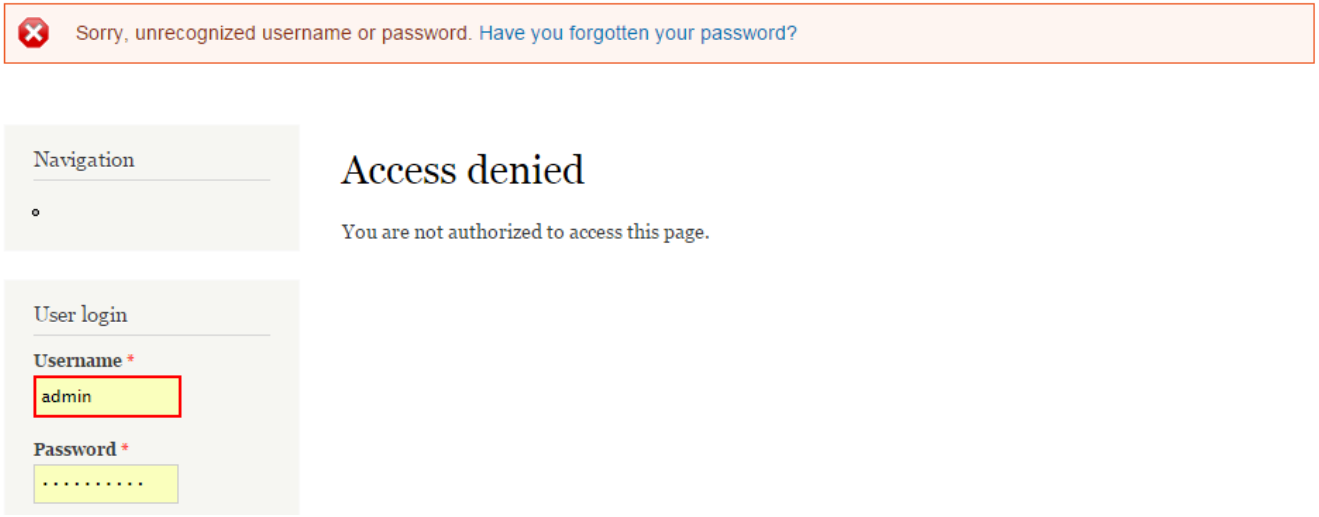
Standard login form



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Login / Forms improvements

https://www.drupal.org/project/logintoboggan
https://www.drupal.org/project/entityform
https://www.drupal.org/project/webform
https://www.drupal.org/project/ife
https://www.drupal.org/project/clientside_validation
https://www.drupal.org/project/email
https://www.drupal.org/project/date

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Dashboard

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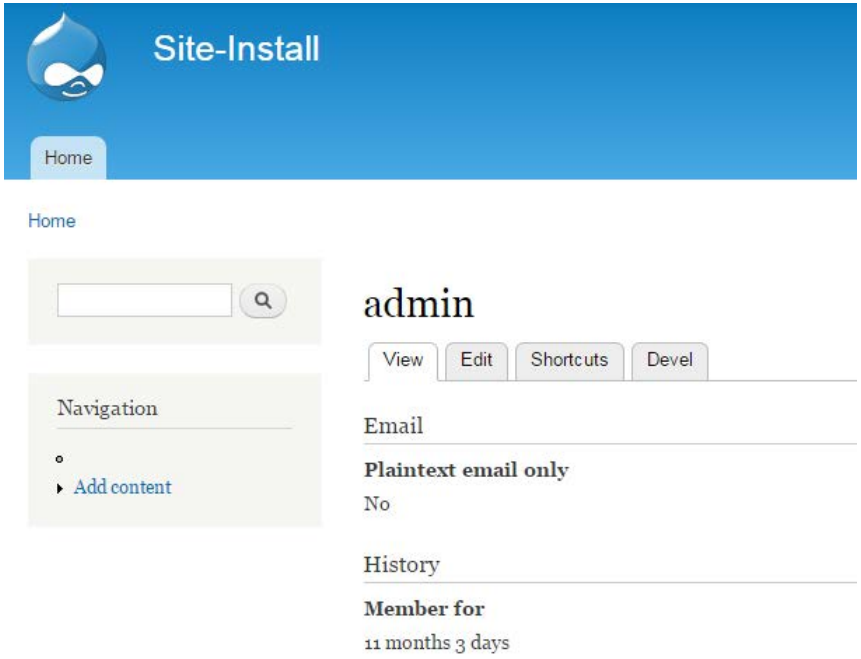
Hello user



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What?

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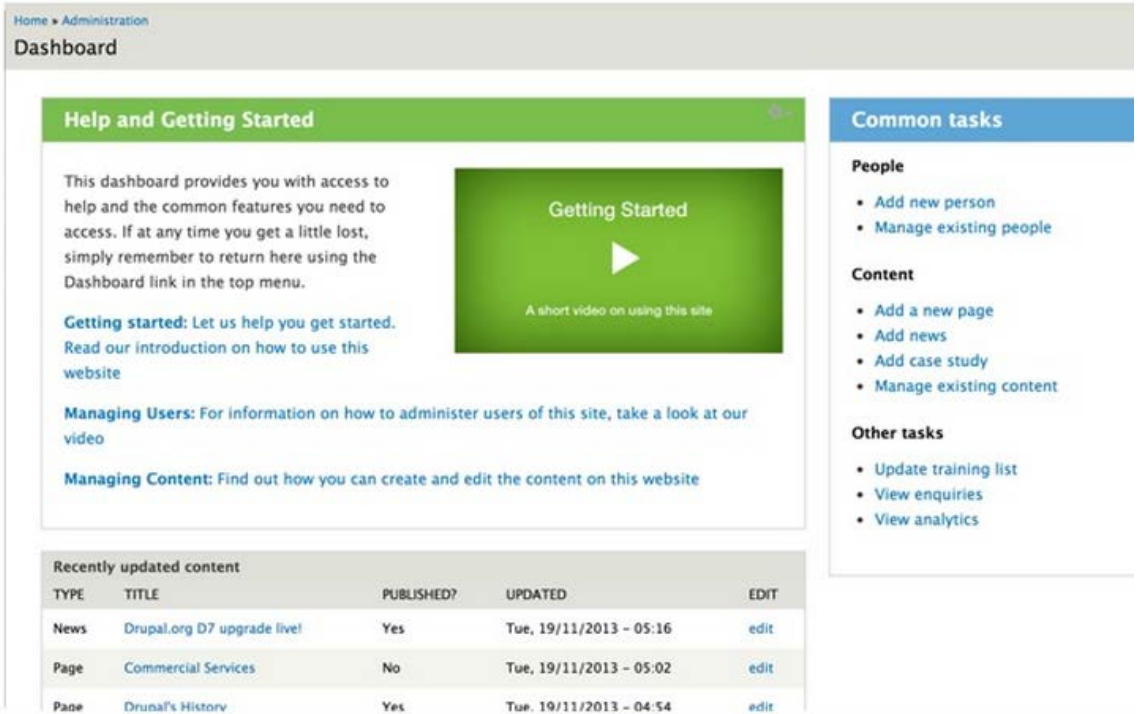
Better?



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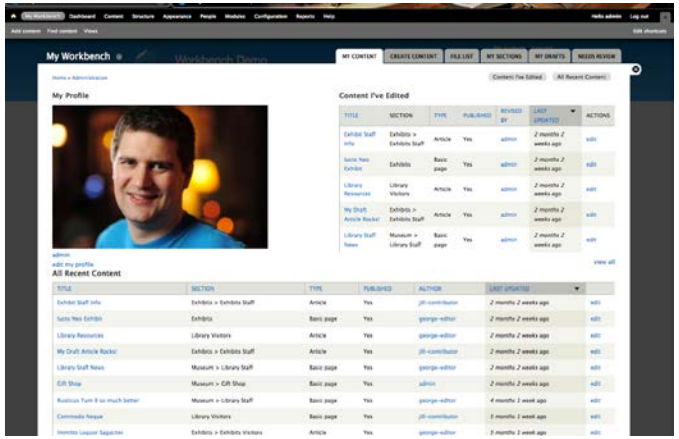
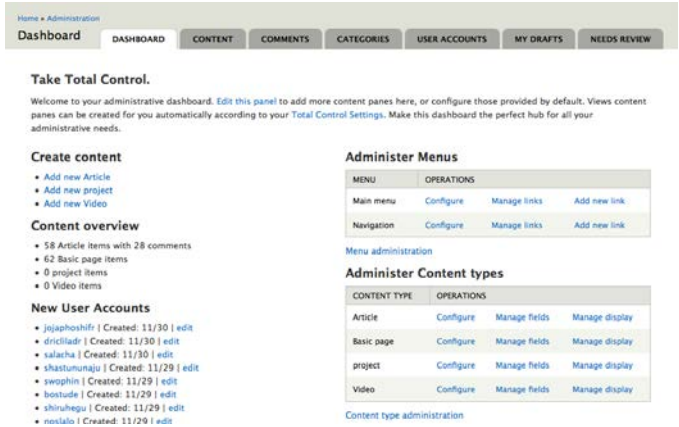
Low budget?

https://www.drupal.org/project/workbench
https://www.drupal.org/project/total_control
https://www.drupal.org/project/login_redirect
https://www.drupal.org/project/rules
https://www.drupal.org/project/shortcutperrole





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Content Management

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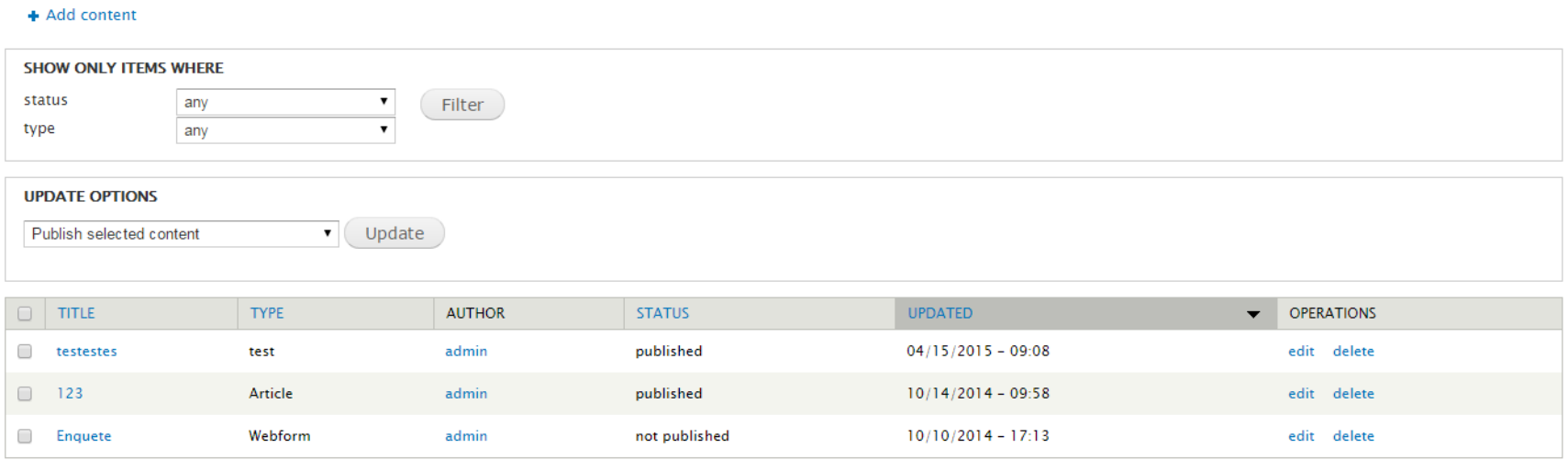
Hello content manager



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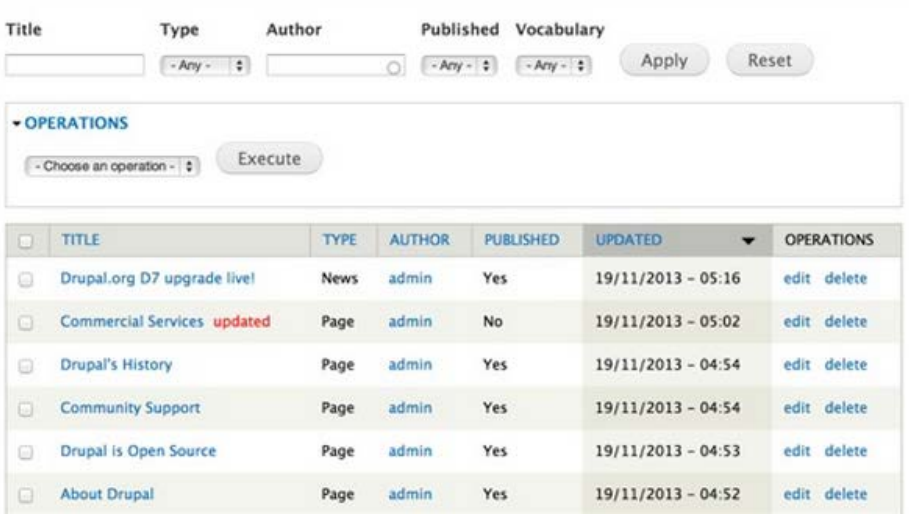
Content management improvements

https://www.drupal.org/project/admin_views

https://www.drupal.org/project/views_bulk_operation



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Content Creation

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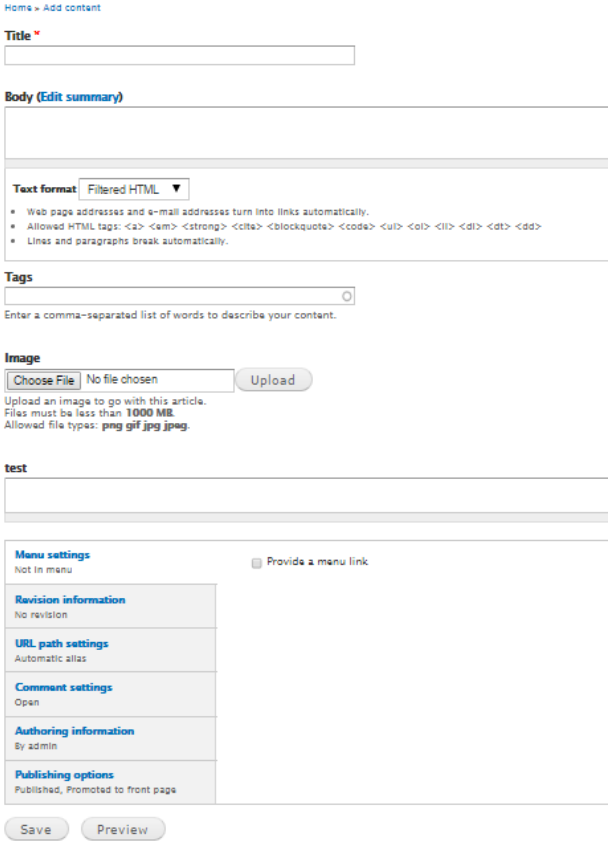
Hello Creator



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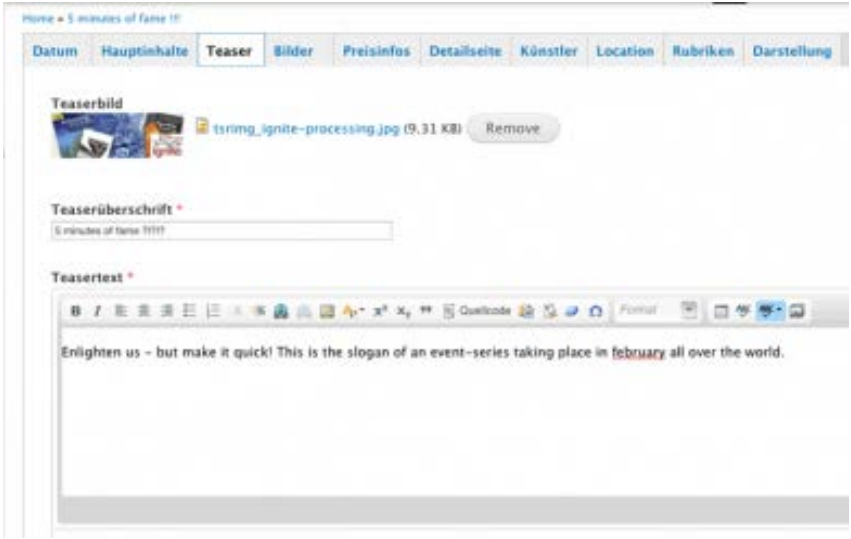
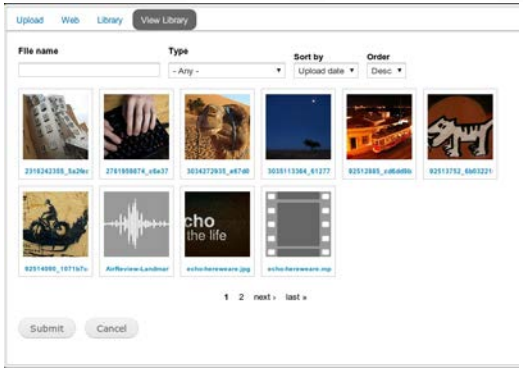
Content creation improvements

https://www.drupal.org/project/wysiwyg
http://ckeditor.com/
https://www.drupal.org/project/media
https://www.drupal.org/project/media_browser_plus
https://www.drupal.org/project/imce
https://www.drupal.org/project/conditional_fields
https://www.drupal.org/project/field_group





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Sources & links:

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3. http://www.slideshare.net/dcpaola72/ecommerce-top-kpis
4. http://www.uistencils.com/
5. http://uxdesign.cc/ux-tools/
6. https://groups.drupal.org/usability
7. http://www.slideshare.net/SergeiSorokin/drupal-content-editing-ux
8. http://www.drupalshowandtell.com/talks/client-friendly-ux-drupal-7

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Thank you

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