

# Ninja UX

PROTOTYPE DESIGNS.  
TEST THEM WITH USERS.  
SEE WHERE THEY RUN INTO PROBLEMS.  
FIX THEM.

## YOU ARE NOT YOUR USER.

As soon as you're involved in a development project, you are **atypical** by definition.

Jakob Nielsen

## COFFEE SHOPS

Nice cross section of society. Offer potential subjects cookies or coffee.

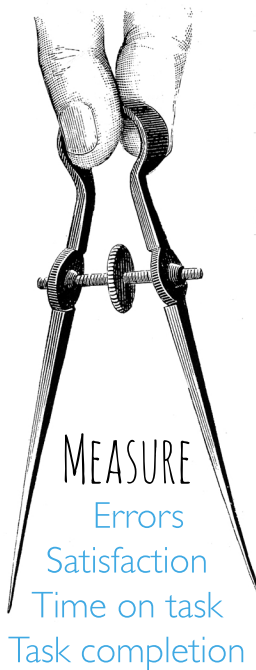
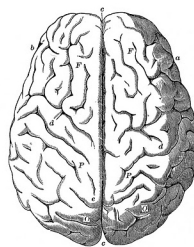


## PRO TIP:

BUY TREATS AT THE  
COFFEE SHOP SO YOU  
DON'T GET KICKED OUT!

## THINK ALOUD

When users "think aloud" they verbalize their thoughts and feelings as they interact with your design. This gives you valuable insights into the thought processes behind their actions.



## 4-6 TASKS

THE TASK DESCRIPTION  
SHOULD NOT TELL USERS  
HOW TO COMPLETE THE TASK

PLEASURABLE

Enjoyable  
to use

USABLE

Easy to use

RELIABLE

Available and accurate

FUNCTIONAL

Works as coded

SWEET SPOT

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USERS

DESIGN BASED ON BEST GUESSES OR PERSONAL OPINION DOESN'T WORK.