User Experience Design and Evaluation Cards

Experience design through psychological needs

Reference:

Download this card-set:
http://uxmind.eu/portfolio/ux-design-and-evaluation-cards/

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The fulfillment of human psychological needs is thought to be a main trigger of positive experiences with interactive systems or products. This needs-driven UX approach is a well-explored area in UX research and appears to be a powerful framework for the design of more experiential systems.

This card-set is a pragmatic tool able to support needs-driven UX design and evaluation. It describes seven categories of experiences, such as “competence experiences” or “relatedness experiences”, that UX practitioners should seek to design.

The UX cards might be used for:

**UX Design**: the primary objective of the UX cards is to serve as an inspirational tool to generate design ideas. This might be done by the design team alone or might involve users in participatory design sessions. Two instructions cards support the ideation process.

**UX Evaluation**: the UX cards might be used to conduct a UX evaluation at any stage in the design process. The goal is to assess how well a system might support the fulfillment of human needs with regard to triggering a positive experience.

**UX Training**: the UX cards might be used for training purposes, to support the development of designers’ sensitivity for psychological theories. The card-set also constitutes a useful repertoire of design concepts to be used by future practitioners.
Ideation technique 1

COMBINE

Step 1 - Brainstorm

Alone or as a team, select 1-3 relevant cards and think freely about as many design ideas as possible related to each need. Ask yourself this question: how could we design our system / product / service in order to shape an experience of (UX need, for instance “competence”)?

Step 2 - Combine with UX elements

To develop more ideas and better explore the ideation space, combine each relevant need card with the following 12 categories of UX elements:

- Features
- Visual design
- Brand & Marketing
- Usability
- Interface design
- Content
- Accessibility
- Inter-operability
- Technical support
- Service experience
- Information design
- Interaction design

Examples

How could “visual design” support the fulfillment of the need for “relatedness”?

How could the system’s “features” support the fulfillment of the need for “relatedness”? 
Step 1 - Brainstorm

Alone or as a team, select 1-3 relevant cards and think freely about as many design ideas as possible related to each need.
Ask yourself this question: how could we design our system/product/service in order to shape an experience of (UX need, for instance „competence“)?

Step 2 - Generate ideas by analogy

Based on the existing (non exhaustive) bulleted list of examples on each need card, think about everything in the real-life that impacts positively or negatively the fulfillment of a need.

Example: the UX Card “Security / Control” mentions „having a comfortable set of routines and habits“ as an example of a real-life situation triggering a positive feeling of security.
Can you think of other situations fulfilling this need? While the examples on each card are rather generic, don’t hesitate to think about more specific situations (e.g. locking one’s door at night) or objects (e.g. a cuddly teddy bear reassuring a child). It is also useful to think about situations that negatively impact the fulfillment of the need. You don’t have to think about technology at this stage. List as many as possible situations or objects triggering a feeling of security or on the contrary a feeling of insecurity.

Once you have a list of triggering situations or objects, think by analogy about how to transpose these specific situations or objects characteristics into your design to trigger the same positive experience (or avoid a negative experience).
PLEASURE STIMULATION

Feeling that you get plenty of enjoyment and pleasure, feeling stimulated

- Performing a leisure or playful activity
- Having fun
- Experiencing new sensations and activities
- Feeling intense physical pleasure
- Feeling enjoyment for the senses: sensual pleasure, aesthetic pleasure
- Discovering new sources and types of stimulation
RELATEDNESS - BELONGINGNESS

Derek Mindler

S. Hart Photography
Having regular close contact with people who care about you

- Being aware of others’ emotions, activities or mood
- Expressing feelings or emotions in a wide variety of ways
- Having a sense of physical intimacy
- Caring about others
- Offering gifts to others
- Carrying out actions together
- Keeping record of past activities and special moments

Connectedness
  Intimacy
  Love / Frienship

Closeness
  Togetherness
  Other-awareness
SECURITY
CONTROL

Feeling safe and in control of your life and actions

• Feeling that life and things are structured and predictable
• Having a comfortable set of routines and habits
• Being safe from threats and uncertainty
• Being in control of events
• Understanding how things work
• Interacting with transparent and clear systems
COMPETENCE - EFFECTIVENESS
Competence Effectiveness

Feeling very capable and effective in your actions

- Achieving one’s goals and objectives
- Attaining or exceeding a standard in one’s performance
- Mastering hard challenges, solving problems
- Completing difficult tasks and projects
- Acquiring new skills, abilities or knowledge
- Learning how to do things
- Interacting effectively with one’s environment

Self-efficacy
Achievement
Motivation
Instinct to master
Performance
Learning
AUTONOMY - INDEPENDENCE
Feeling like you are the cause of your own actions

- Feeling that activities are self-chosen and self-endorsed
- Having meaningful choices
- Being the cause of one’s actions
- Taking responsibilities
- Personalizing one’s environment
- Not being overly pressed or influenced to do something

Self-determination  Choices
Freedom               Responsibilities
Self-reliance       Personalization
INFLUENCE - POPULARITY
INFLUENCE POPULARITY

Feeling that you are liked, respected, and have influence over others

- Influencing others’ beliefs and behaviors
- Having an impact on what people do
- Being a person whose advice others seek out and follow
- Being recognized as a valuable person
- Making friends

Reputation
Public respect
Renown

Recognition
Feeling valuable
Being an influencer
SELF-ACTUALIZING - MEANING
SELF-ACTUALIZING MEANING

Developing your best potential and making life meaningful

- Feeling that one has a purpose in life
- Acting in conformity with one’s values
- Being a moral person
- Believing that one can make a difference
- Attaining a deeper understanding of oneself
- Becoming who one really is
- Developing creativity and spontaneity

Self-fulfilment  
Need for meaning  
Creativity / Spontaneity  

Values  
Being true to one’s own nature
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Card “Relatedness / Belongingness”
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Card “Security / Control”
Day 20: Sleeping girl by Loren Kerns (https://www.flickr.com/photos/lorenkerns/8398090837/in/faves-134329632@N05/). Creative Commons CC BY 2.0.

Card “Pleasure / Stimulation”
Day 103: Joy swinging by Loren Kerns (https://www.flickr.com/photos/lorenkerns/8645901176/in/faves-134329632@N05). Creative Commons CC BY 2.0.
Souvenir Seller – Moscow – Russia by Adam Jones (https://www.flickr.com/photos/adam_jones/3774292034/in/faves-134329632@N05). Creative Commons CC BY-SA 2.0.

Card “Independence / Autonomy”
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Tombola Alzheimer by Premsa SantCugat (https://www.flickr.com/photos/premsasantcugat/8014891801/in/faves-134329632@N05). Creative Commons CC-BY-NC 2.0

Card “Self-Actualizing / Meaning”
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Card “Competence / Effectiveness”
Audemaa Piguet by Paolo Ferrarini (https://www.flickr.com/photos/ziopaopao/6987202386/). Creative Commons CC BY-NC-SA 2.0.
Woman looking in oven and covering eyes over disastrous meal by SpeedKingz utilisée sous licence de Shutterstock.com

Card “Influence / Popularity”
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