

# WHAT IS UX?

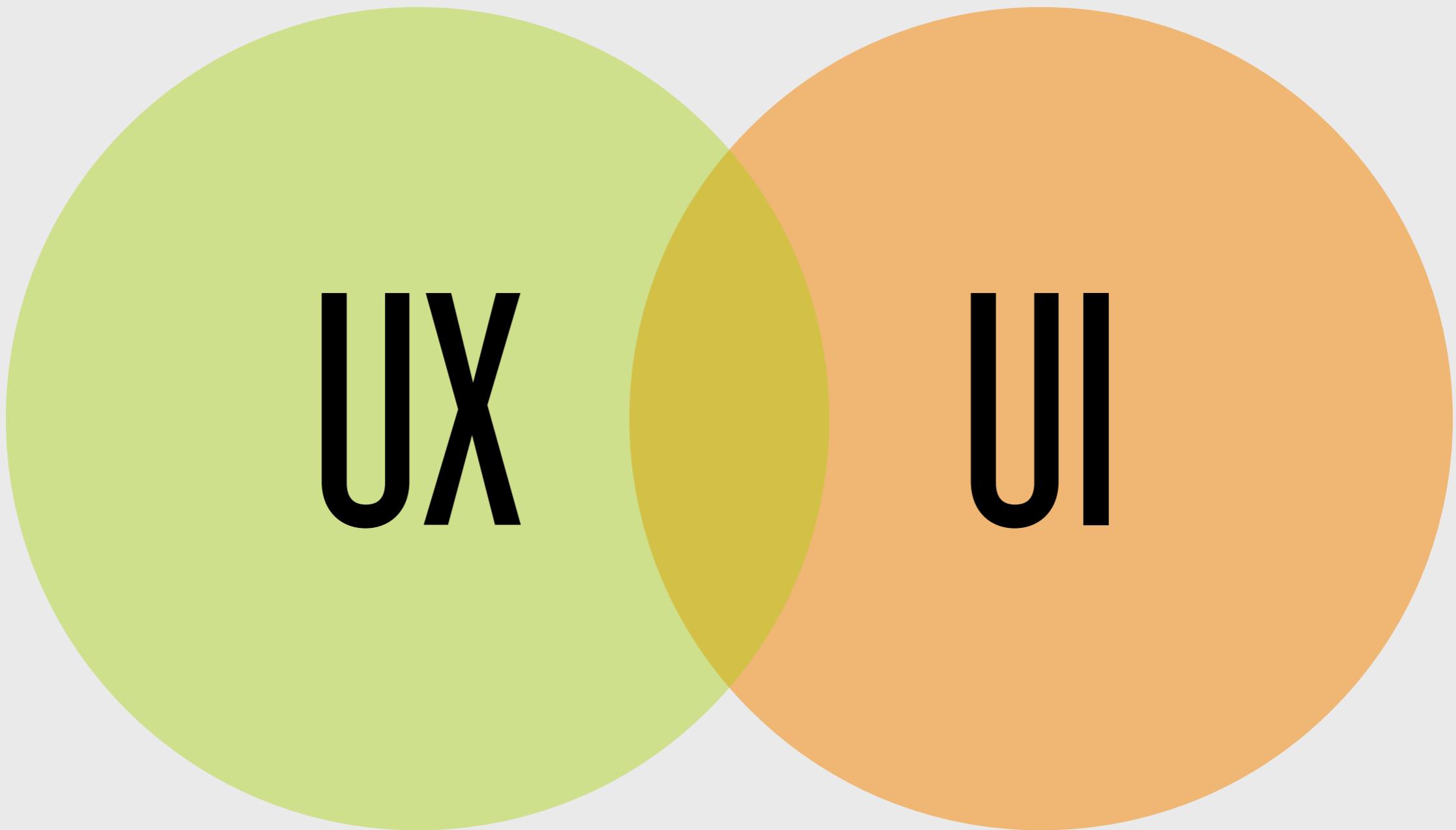
# WHAT IS UX?

UX = UI

# WHAT IS UX?

UX ≠ UI

# WHAT IS UX?



# WHAT IS UX?

**UX =** **USER-CENTRED  
DESIGN**

# WHAT IS UX?

UX

=

EMPATHY FOR  
USERS

# CASE STUDY SCENARIO

# THE PROBLEM

- eCommerce site
- Lots of traffic
- Very few completed purchases
- Wanted to find why

# OUR APPROACH

- Run usability tests with 10 users
- Categorise and prioritise usability problems
- Sketch recommendations to overcome these problems

# USABILITY TESTING

# WHAT?

“

“If Henry Ford had asked people what they wanted, they would have said a faster horse.”



**WHAT?**

**OBSERVE BEHAVIOUR  
ASK QUESTIONS**

**WHY?**

**YOU ARE NOT THE USER  
(NOR IS YOUR BOSS)**

# WHY?



“No plan survives contact with the enemy.”

– *Helmuth von Moltke the Elder*



# WHEN?

It's never too late or too early (but the earlier the better)

# WHO?

People representative of those who will be using your product

# HOW?

Recruit users (this may take a while)

---

# HOW?

Write a script, detailing the tasks you'll ask them to complete

---

# HOW?

During the test:

- Build rapport, put them at ease
- Ask contextual questions about past behaviour
- Specific tasks
- Ask for commentary
- Avoid leading questions

# UX PRINCIPLES

# UX PRINCIPLES

**“DON’T MAKE ME THINK”**  
**(KEEP IT SIMPLE)**

# UX PRINCIPLES

THE USER SHOULD ALWAYS  
FEEL IN CONTROL

UX PRINCIPLES

PSYCHOLOGY  
IS YOUR FRIEND

# UX PRINCIPLES

CONTEXT  
AFFECTS  
INTERPRETATION

# UX PRINCIPLES

BUILD TRUST

**SO HOW DID IT GO?**

# TEST SCRIPT

## 1. Home page:

Have a look around. Tell me what you think is going on here.

# TEST SCRIPT

2. Today I'd like you to buy 3 items:

2 x Oxo spatulas

1 x Wüsthof 3000 knife

# TEST SCRIPT

3. You can use your own personal details.  
We will not be saving these.
4. We will give you fake credit card details  
to use.

# TEST SCRIPT

5. You also have a voucher code to get a R50 discount off your purchase:

**ABC-111-222-333**

# TEST SCRIPT

6. When the user got to their cart, we asked them to remove the Wüsthof 3000 knife, and only purchase the 2 Oxo spatulas



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## Knives



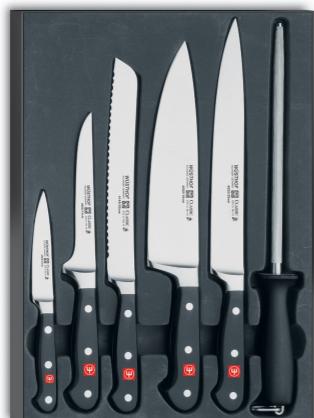
Wüsthof 2000



Wüsthof 3-pack



Victorinox Paring



Wüsthof Big Set



Scanpan Colour Set



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## Wüsthof 3999

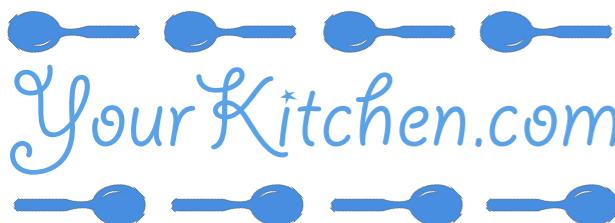


### Description

The knife that will change your life.

R800.00

Continue



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## Wüsthof 3999



### Description

The knife that will change your life.

R800.00

Continue

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now!



## Description

The knife that will change your life.

R800.00

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## Oxo spatula



### Description

Egg-cellent addition to your kitchen

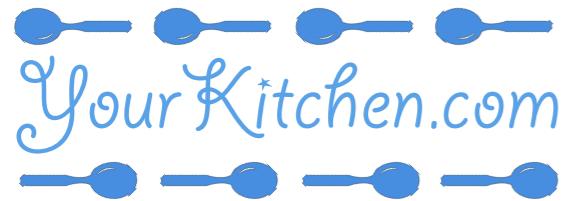
R130.00

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## Account

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Username

Password

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SEARCH

Create account

Name

Surname

Birthday

Address 1

Address 2

Telephone

 Email 

Username

Password

Next

Reset



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## Create account

Name

Martha

Surname

Stewart

Birthday

You MUST fill this in

Address 1

2 Long Street

Address 2

Cape Town, 8005

Telephone

0821237676

Email

mstewart@gmail.com

Username

mstewart

Password

• • • • • • •

Next

Reset

Home Baking Cooking Eating Equipment Utensils Other Cart

## Create account

Name

Martha

Surname

Stewart

Birthday

01/04/1970

Address 1

2 Long Street

Address 2

Cape Town, 8005

Telephone

0821237676

Email

mstewart@gmail.com

Username

mstewart

ERROR! Invalid input

Password

● ● ● ● ● ● ● ●

ERROR! Invalid input

Next

Reset



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## Step 1: Your cart



Oxo spatula

2

R 130.00

Update



Wüsthof 3000

1

R 800.00

Update

Total R1060.00

## People also bought

Spatula set

Scanpan knife

Le Creuset pot

Confirm

## Step 2: Your details

Name

Surname

### Billing address

### Shipping address

### Payment method

EFT

Credit Card

eBucks

Next

### Step 3: Shipping details

When would you like your goods to be delivered?

Date

What shipping option would you prefer?

Premium [What's this?](#) R100.00

Platinum [What's this?](#) R85.00

Gold [What's this?](#) R40.00

Silver [What's this?](#) Free

Bronze [What's this?](#) Free

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Voucher code

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Silver [What's this?](#) Free

Bronze [What's this?](#) Free

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Next

### Step 3: Shipping details

When would you like your goods to be delivered?

Date

04/04/2016

What shipping option would you prefer?

Premium [What's this?](#) R100.00

Platinum [What's this?](#) R85.00

Gold [What's this?](#) R40.00

Silver [What's this?](#) Free

Bronze [What's this?](#) Free

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### Step 3: Shipping details

ERROR! Invalid input

When would you like your goods to be delivered?

Date

What shipping option would you prefer?

Premium [What's this?](#) R100.00

Platinum [What's this?](#) R85.00

Gold [What's this?](#) R40.00

Silver [What's this?](#) Free

Bronze [What's this?](#) Free

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## Step 4: Payment details

### Payment Type

EFT

Credit Card

eBucks

### Details



Number

Expiry date

2016

January

Name on card

Special code

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Purchase successful

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SEARCH

# PRIORITISATION

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You can't fix everything

Prioritise according to

- usability severity
- business goals

# PRIORITISATION

- ● ● **Critical.** Users could not complete the step without help.
- ● ● **Severe.** Users really struggled, and expressed frustration.
- ● ● **Small annoyances.** Enough of these add up to a bad experience.
- ● ● This worked well! Keep it.