IML 300

Project 3 Part 2:

Research

https://www.psychologicalscience.org/news/minds-business/why-coffee-shops-boost-concentration.html

- Being near people working helps increase concentration and mental efforts
  - Experiments run by Belgian psychological scientists Kobe Desender, Sarah Beurms, and Eva Van den Bussche
  - "Mental effort is contagious"
- Ability to discern effort without seeing the other person's screen
  - Possibly body posture
  - Could be something subconscious like one person matching someone else's yawns or foot tapping

https://www.psychologytoday.com/us/blog/ienvironment/201406/environmental-psychology-and-the-coffee-shop

- Coffee houses played role in enlightenment period of 17th century in europe
  - Place for thinkers to gather, debate and learn from each other
- Unique public space where people actually hang out
  - Unlike grocery store or the gas station as examples
- Environmental design research association conference in 2012
  - Lubomir Popov place-making in Starbucks
  - Waxman found a link between coffee shops and place attachment in 2006 study
    - Length of patronage was linked to attachment to community
- Robert sommer's social design framework in relation to the "coffee shop" experience
  - Social design encourages congruence between a place and users' behavioural needs

- - - - Tables, various seating types, acceptable to stay for a length of time
    - Social design also creates a users' sense of control of a space
      - They can alter the space to meet their needs
        - Increases how comfortable a user feels
    - Social design aims to foster social support through a constructed environment
      - Coffee shops give a safe place to
        - Meet new people
        - Meet with people
        - Remain anonymous

https://www.business2community.com/customer-experience/buyer-psychology-customer-value-people-buy-starbucks-coffee-0995182

- Quality of coffee is not important
  - Psychological & emotional reasons behind starb's success
    - Quality of the bean is hard to maintain with such a large company
    - Blind taste tests have proven a preference for Dunkin or McDonald's coffee
- We make purchase decisions emotionally
- Experience behind starbucks
  - Good atmosphere, indirect lighting, relaxing music in the background, great aromas, friendly baristas
  - Names of the roasts are changed (i.e. Pike Place roast, night brew
- Personal reward
  - An affordable one after a hard day's work
  - Our brain tricks us that we enjoy things more if we believe it is
- Familiarity
  - Hard to think about multiple coffee shops
    - Power of branding and positioning
    - Low risk if in a new city
- Commodities and differentiation
  - Before, coffee was common and cheap
  - Starbucks upcharges
  - Marketing, brands, and experiences create value for customers beyond the value of the product

- 21,000 stores in 65 countries
- Customer experience prioritized over customer satisfaction in large, international companies
  - Importance in branding and marketing
- Customer experience
  - New paradigm of marketing
  - Consumers' senses and mind
  - Need for marketers to measure customers' experience
    - Also question focus on plain functional-centered thinking and rational decision making
  - What is it?
    - Not the same as customer loyalty
    - It's within a company's actions and offering
    - Included whenever a customer buys a product
    - By understanding this term, companies can manage their customers' needs and priorities better
    - Consumer don't make their choices rationally
      - Over 50% is emotional
      - It's about the conscious and the unconscious
    - Features of experience
      - Stress (experience is personal and unique)
      - Something that include's the consumer's rational thinking and emotions
      - Customer experience is a holistic concept
        - Touchpoints between customer and companies
- Brand experience
  - Traditionally a static identifier including names, logos, and slogans
  - Now, appeals to all five senses and the mind of the customer
    - Sensory, affective, and creative relations
  - Factor in customer experience
    - See company through personal brand experiences
  - Product or service experience

- Supports, facilitates, empowers culture
- Creation with community
- Ideas, beliefs, and rituals
    - Human
    - It knows were all different
        - Doesn't try to change that
- Connects us through cultural traditions and beliefs
- Simple to use, construct, maintain, and dispose

- The role of the environment on behaviors, actions, and interactions
    - Physical activity design lowers depression

- Experiential design
    - Creating displays and environments
    - Designing to guide the public
    - Ancient applications: cave paintings, neolithic structures (i.e. stonehenge, etc.)
- Elements & ideas
    - Evolve from purely aesthetic impressions to experiential ones
    - Engage the viewer on multiple sensory levels
    - Experience is highly subjective
        - Own associations and tastes (context of the user group)
- Start with authentic content
    - Content should be informative and be consistent with the look of the brand
- Choose the best materials
    - Graphics are just as important to an experience as the touch an feel of one too
- Crafting the perfect design
    - Refers to overall architecture as well as specific design elements and the aesthetic

- ○ Don't be behind the times, sloppy or boring
- Prioritize usefulness
  - ○ Be helpful to the user - easiest way to make a lasting impression
  - ○ Value is felt when visual and practical design intersect
- Plan for the environment
  - ○ Understand the physical space
- Encourage interaction
  - ○ What might the user group find interesting and engaging
  - ○ Think of sensory features
  - ○ Doing is always more impactful than seeing
- Perfect user experience
  - ○ Whether and how easily a customer can get what they want from your product or service
    - ■ Ask too much and they may lose interest
    - ■ Too little or unclear instructions and they will be confused
  - ○ Don't bombard them with too much information
- Implement accessibility
  - ○ Make sure your design is within reach of your target audience
  - ○ Physical space and the content of the design
  - ○ Think of the level of eyes

https://medium.com/capitalonedesign/10-principles-of-physical-experience-design-711bef279bf2

- Core: elevating spaces into places (spaces are defined by edges such as walls, places are defined by activities and engagements happening within them)
  - ○ Can transform real-world spaces into experiences (feeling, impressions, sense of 'wow')
- Physical experience design uses several traditional design disciplines: ux/ui, industrial design, architecture, interior design, behavioral design, etc.
- Layering interactions with physical and digital content
- In digital noise, real world stands apart
  - ○ Physical touchpoints rarely incorporated
    - ■ Increases significance
    - ■ Importance in getting them right

- Nothing exists in a vacuum (meat people where they are)
  - Where is the physical experience?
    - This is the context, location, what was there before, and what is around it
    - What are the spaces and environments that "bookend" an experience
      - before/ after affects how someone views that experience (expectations, frame of mind, behaviors, etc.)
    - Site includes behaviors people exhibit within space
      - E.g movement patterns
      - Allows casual engagement and interaction with the experience
- Feel: engage all the sense
  - People are physical beings with many senses
    - Points for people to engage in multiple ways
  - Experience can engage any or all of our senses
    - The more senses the more memorable
  - Examples: 3D, movement/ kinetic energy, can change over time (4D)
  - Better if this builds over time
  - Description of space usually involves an "I feel" statement
- Build a community: enable connection
  - The most unique and powerful attribute of a physical experience
  - Power is in building a community through shared experience
  - Best way to create engagement between participants is to show them other people that are interacting
- Give & Take; reward the relationship
  - If the visitor provides something to an experience
    - Material or beautiful animations
    - Proportional reward
  - Participation is a big ask
    - Customize and control environment
- Trail of breadcrumbs; Think near, far, and in between
  - People don't teleport from one place to the other; they walk
  - People choose to experience, even if it's subconscious
  - Distance has a different perception
    - Must work at all scales in order to draw someone in

- ■ Far means a more holistic view versus closer up
- Keep It Simple Stupid
  - Get to the point, and keep the experience simple
    - ■ Typical attention span is 4 seconds
  - Make sure that users don't understand the message or purpose in the experience - keep messaging clear
  - Experiences don't need to last many minutes, they can be quick and done
- Choose your own adventure: create a platform
  - Experiences are a journey, not a destination
  - Chapters in a book are like rooms in a building
  - Places are not told in a single perspective or linear fashion
- Failure is not an option: end on a high note
  - Everybody hates to fail
  - A visitor must always feel like they had a successful experience
  - Experiences should be flexible, responsive and forgiving in interactions
- Find the '!': Elicit an Aha moment
  - Most challenging part to create
  - Moment where an experience clicks in place, and the visitor gets the big idea
  - Thrill, discovery, connection a community, validation of oneself and wonder
  - A punchline
- Think big… no… bigger than that: made to #share
  - Helps with lasting impact
  - More people will see images of an experience that in person
  - Consider the larger audience
  - Experience should photograph well

https://hashedin.com/blog/the-5-elements-of-ux-design/

- Find out user needs and business objectives
- Skeleton
  - Define interface design, navigation design, and information design
- Visual design
  - Typography
  - Layout

- ○ Branding
- The correct platform is critical to a great experience
- Strategy
  - ○ Ascertain the business and user goals
  - ○ Stakeholder interviews
  - ○ Competitor reviews
  - ○ User research
  - ○ Existing product audit
  - ○ Why do customers use a product like this one?
  - ○ What do customers complain about most often?
- Scope
  - ○ Address potential conflicts before designing or building
  - ○ A reference for work to be done
  - ○ Understanding of features, schedules and milestones
- Structure
  - ○ Interaction design
  - ○ Information architecture
  - ○ Define the product being designed
  - ○ Create relationships between people and the products
  - ○ Communicates interactivity and functionality
  - ○ Simple and complex workflows
  - ○ Informs users about state changes
  - ○ Should prevent errors
  - ○ Interaction design helps users with: consistency, visibility of opportunities for interaction, learning is easier when predictions are accurate, feedback facilitates learning
  - ○ Info architecture: efficient navigation, discover new content, persuade the user to perform in a certain way
    - ■ Types: hierarchical tree, hub & spoke (index and users navigate from there), nested list (inear path), bento box (like a dashboard), filtered view
- Skeleton
  - ○ Building the UI uses interface design, navigation design, and information design
  - ○ Give people what they want
  - ○ Give it to people and and where they want it
  - ○ Deliver in a visual format that they can and want to access all of it

- ○ Core principles of UI: predictability, consistency, progressive disclosure, intuitiveness, context & relevance, navigabbility, information hierarchy, conventions & metaphors, occam's razor (the simplest solution usually tends to be the correct one), hick's law (ever additional choice increases the time required to make a decision)
- Surface
  - ○ Visual language indicates context and information
  - ○ Layouts
  - ○ Typography
  - ○ Color
  - ○ Imagery
  - ○ Sequencing
  - ○ Visual identity/brand
  - ○ Principles of effective visual design
    - ■ Organize (clear consistent conceptual structure)
    - ■ Economize (do the most with the least visual cues)
    - ■ Communicate (match presentation to the expectations and capabilities of the user)