



Digital Spitfire Interface Rage

Calming the Savage User

Hello.

My Name is Dean.

Hello.

My Name is Dean.

<ux>true**matter**</ux>

@experiencedean



[linkedin.com/in/dean-schuster](https://www.linkedin.com/in/dean-schuster)

truematter.com/DeanSchuster

I am a relaxed, calm,
mild, nice man.



**I Am Also a
Monster**

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There are No Excuses for User Testing

No Excuses for Not User Testing

Don't let anything stop you from testing your work with users.

No time or budget? There are [simple, free, and fast tactics](#) you can take to conduct user tests. Are your users across the country (or around the globe)? Use one of a growing array of [remote testing tools](#) and follow the same guidelines you would for in-person tests.

Can't find users? Try a recruiting service. Provide monetary incentives to participants. Is it difficult to get users' time? Limit testing to one or two high-priority items. If you are building an internal app, lunch-and-learns are a great approach. If you can't get users to come to you, go to them.

Have no permission from the higher-ups? Since when did that ever stop you? Do your own ad hoc

Zoom

Page 1 of 2 252 words English (U.S.) Text Predictions: On Editor Suggestions: Showing

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Dean Schuster

This sounds like user testing
can replace "user testing" wit

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Don't Let Limitations Stop User Testing
The No Excuse Approach to User Testing
Let Nothing Stop You from User Testing

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~~There are No Excuses for User Testing~~

No Excuses for Not User Testing

Don't let anything stop you from testing your work with users.

No time or budget? There are [simple, free, and fast tactics](#) you can take to conduct user tests with users across the country (or around the globe)? Use one of a growing array of [remote testing tools](#) to follow the same guidelines you would for in-person tests.

Can't find users? Try a recruiting service. Provide monetary incentives to participants. Is time a concern? Consider testing over several days. Limit testing to one or two high-priority items. If you are building an internal product, consider running user research sessions with your own team members. User research and user testing are great approaches. If you can't get users to come to you, go to them.

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and learns are a great approach. If you can't get users to come to you, go to them.

Have no permission from the higher-ups? Since when did that ever stop you? Do your own ad hoc testing with colleagues, friends or family and use that data to prove the value of user tests. Ask for forgiveness later.

Whatever the limitation, there is *always* a way. User testing or observation will be more eye-opening than nearly anything else you do. Don't let anything get in your way.

FODDER
With valuable feedback in hand, you can not only improve your digital product, but you can also dispel some of the barriers in your organization and begin to pave a path for regular, more comprehensive user testing.

OLD TITLES

Don't Let Limitations Stop User Testing

The No Excuse Approach to User Testing

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or Not User Testing**

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South Carolina's 529 College Savings Plan

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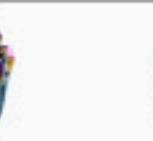


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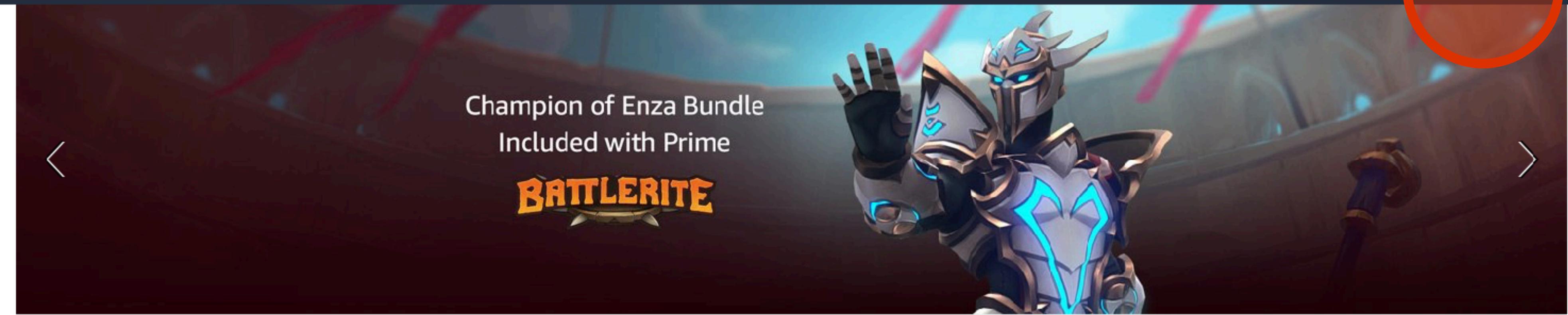
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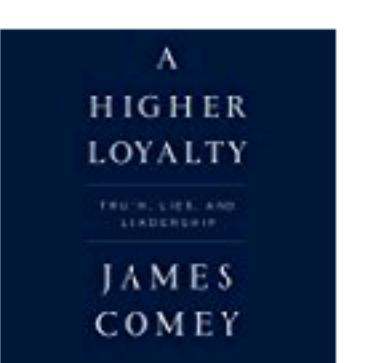
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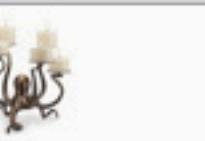
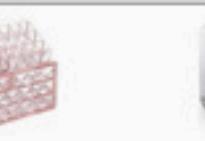
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- Explore Idea Lists
- Explore Shop by Look

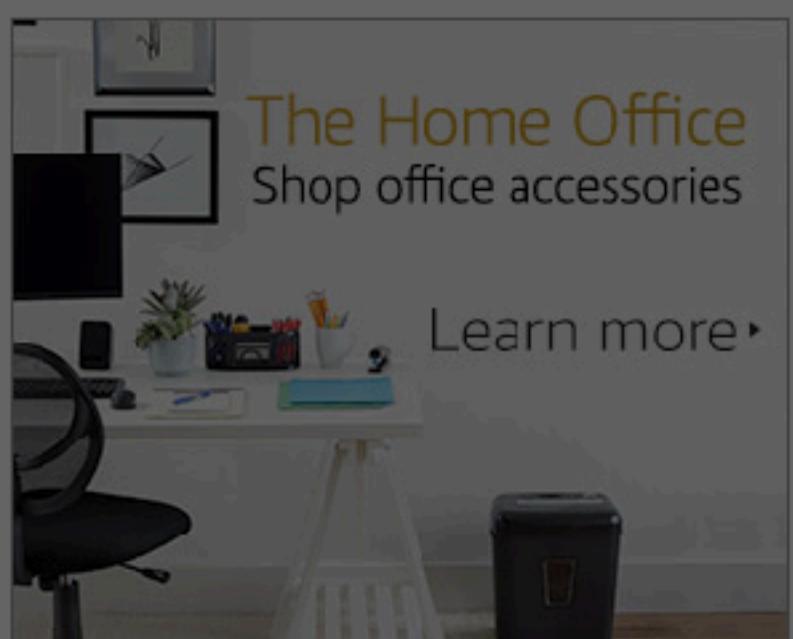
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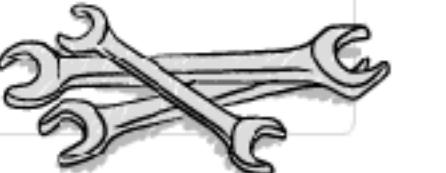
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EN
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Account & Lists ▾

Orders

Prime ▾



Hi, Dean. What can we help you with?

**Your Orders**

- Track packages
- Edit or cancel orders

**Returns & Refunds**

- Return or exchange items
- Print return mailing labels

**Device Support**

- Find device help & support
- Troubleshoot device issues

**Manage Prime**

- Learn about Prime benefits
- Cancel Prime membership

**Payments & Gift Cards**

- Add or edit payment methods
- View, reload gift card balance

**Account Settings**

- Change email or password
- Update login information

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- Account Settings & Payment Methods
- Returns & Refunds
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Contact Us

1 What can we help you with?

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Devices

Digital Content and Services

Prime or Something else

Select one or more items related to your issue...

ORDER PLACED
Tuesday, April 10, 2018

ORDER #

111-6901799-0938603 | Invoice

Delivered (Shipment 1)

DELIVERED ON:
Wednesday, April 18, 2018

Turtle Wax 50758 Color Magic Scratch and Chip Repair Pen, Universal Black

 Sold by Amazon.com Services, Inc.

View tracking details

Return or replace in 3 easy steps

Ordered
Apr 10Shipped
Apr 11

Delivered on Apr 18

200 AVERILL LN, IRMO

Your package was left at the front door or on the front porch.

2 Tell us more about your issue

Select an issue

< Please make a selection >

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Open [# on this page in a new tab](https://www.amazon.com/gp/help/customer/contact-us?ie=UTF8&nodeId=508510&ref_=hp_gt_comp_cu)

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Your Account

Contact Us

1 What can we help you with?

An order I placed Devices Digital Content and Services Prime or Something else

Make a change to your account
Click on the buttons at right to handle common account activities.
Visit [Your Account](#) to view and edit all of your account preferences.
If your issue cannot be fixed here, please continue describing your issue below so we can assist you.

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Manage Prime Membership
Apply Gift Card to Account
Manage Address Book

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Quick solutions

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Payment Settings

Return or replace items
Manage Address Book
Change Name, E-mail, or Password

2 Tell us more about your issue

Select an issue ✓ < Please make a selection >

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- Prime Now
- Placing an order
- Gift Cards and promotions
- Payment methods and addresses
- Login and security
- Unknown or incorrect charges
- Amazon Fresh
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- Amazon Home Services (AHS)
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Amazon Payment Products

- Amazon Rewards Visa Signature Cards
- Amazon.com Store Card
- Amazon.com Corporate Credit Line
- Shop with Points
- Credit Card Marketplace
- Reload Your Balance
- Amazon Currency Converter

Let Us Help You

- Your Account
- Your Orders
- Shipping Rates & Policies
- Amazon Prime
- Returns & Replacements
- Manage Your Content and Devices
- Amazon Assistant
- Help

Make a change to your account

Click on the buttons at right to handle common account activities.

Visit [Your Account](#) to view and edit all of your account preferences.

If your issue cannot be fixed here, please continue describing your issue below so we can assist you.

[Manage Payment Options](#)[Manage Prime Membership](#)[Apply Gift Card to Account](#)[Manage Address Book](#)[▼ Show more](#)

2 Tell us more about your issue

Select an issue

More non-order questions

- ✓ < Please make a selection >
- Lists and Registries
- Trade-In
- Textbook rentals
- Website features
- Give Amazon feedback
- Questions about Kindle devices or Kindle content
- Questions about Prime Video or Prime Video
- Subscribe with Amazon subscriptions
- Amazon University
- [Other non-order question](#)

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Let Us

[Your Acc](#)[Your Ord](#)[Shipping](#)[Amazon](#)[Returns](#)[Manage](#)[Amazon](#)

Contact Us

1 What can we help you with?

An order I placed Devices Digital Content and Services Prime or Something else

Make a change to your account

Click on the buttons at right to handle common account activities.

Visit [Your Account](#) to view and edit all of your account preferences.

If your issue cannot be fixed here, please continue describing your issue below so we can assist you.

Manage Payment Options

Manage Prime Membership

Apply Gift Card to Account

Manage Address Book

Show more

2 Tell us more about your issue

Select an issue

More non-order questions



Select issue details

Other non-order question



Enter short summary of issue

Did You Know?

Choosing a specific issue above provides information that helps us solve your issue faster.

3 How would you like to contact us?

E-mail

Phone

Chat

Recommended

The best way to help with this is through phone or chat. Please choose one of those options.



Quick solutions

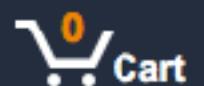
Your Orders
Track & return orders

Devices & Content

Manage Prime

Payment Settings

Return or replace items
Manage Address Book
Change Name, E-mail, or Password



Contact Us

Talk with Amazon Customer Service

Have us call you right now about:

Issue: More non-order questions
- Other non-order question

[Edit Items or Details](#)

Enter your number and click Call Me. (You'll need an open phone line.)
We'll call you and connect you to a customer service associate.

Country [United States](#)

Your number () - Ext.

[Call me now](#)

Click the "call me now" button to talk to a customer service associate. If your call is disconnected, we may use the number you are contacting us from to call you back immediately.
If you prefer, you can also call our [general help number](#).

Quick solutions

-  Your Orders
Track & return orders
-  Devices & Content
-  Manage Prime
-  Payment Settings

- [Return or replace items](#)
- [Manage Address Book](#)
- [Change Name, E-mail, or Password](#)

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- Help

iTunes Family Sharing

Cannot Join Family Sharing

An account can start or join a family group twice a year. This account will be able to use Family Sharing again in 242 days.

OK

Cannot Join This Family

You are a part of Dean Schuster's family.
You need to leave your current family
group before you can set up or join
a new one.

OK

Remove Dean from family?

Dean will lose access to all shared purchases, photos, calendars, and more.

Remove

Cancel

We can make sure Dean
never bothers you again.

OK



**Anger is
Common**

Reality #01

**Most sites, apps, and
software are **hard to use.****

Reality #02

Poor usability makes people
frustrated and angry.

“The frustration made me to be emotionally,
physically, psychologically, and socially down...”

I was angry and annoyed due to the occurrence to
the extent I punched the wall. The anger couldn't
just be appeased.”

Morten Hertzum, Kasper Hornbeck 2023.
Frustration: Still a Common User Experience
Association for Computing Machinery
<https://dl.acm.org/doi/10.1145/3582432>

“Fighting with Microsoft Word styles
makes me want to stab myself in the
neck with a lizard.”

Dean Schuster
Columbia, SC
November 10, 2019

Reality #03

**Frustration and Anger is a
typical experience.**



fullstory



RAGE GRADE
It only gets better!
Frustration levels in this segment
are in the 35th percentile among
your industry. [Learn more.](#)

TOP FRUSTRATED SESSIONS [SEE ALL 10](#)

1.  [benharris@morningdigital.com](#) 

Dive Into The
Rage Abyss



Most Frequent Causes



Too Slow
Broken
Can't Find Anything
Takes Too Long to Do Anything
Too Many Steps or Clicks
Confusing
Doesn't Fit the Way I Work
Harder to Do Than the Old Way
Unreliable Content or Data
Doesn't Do What I Want
Can't Contact a Human Easily
Wastes My Time



Weakness and Vulnerability



In a Hurry
Stressed
Doing Something New
Working on a Deadline
Doing an Undesirable Task
Outside of Comfort Zone
Required To Do Something
Overwhelmed
Helping Mom with Log In... Again



Frustration Research

Frustration: Still a Common User Experience

Morten Hertzum & Kasper Hornbaek

June 2023

Association for Computing Machinery

<https://dl.acm.org/doi/10.1145/3582432>

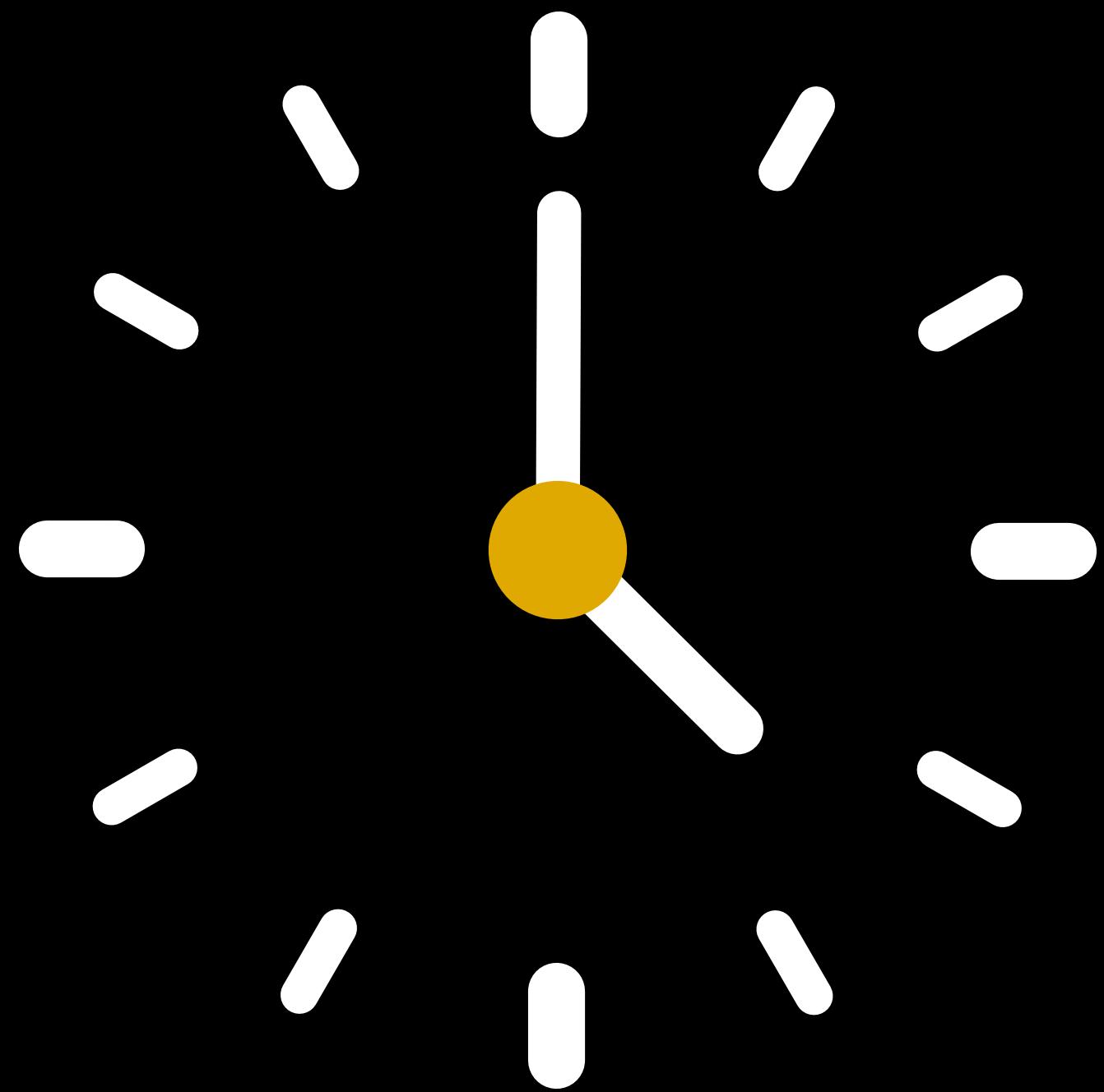
“it is perfectly possible to have a program which is structured, modular, readable, flexible, self-documenting, maintainable, which performs its specified function, and which is a source of constant frustration and irritation to its users”

Donald Golden. 1980.

A Plea For Friendly Software.

ACM SIGSOFT Softw. Eng. Notes 5, 4 (1980), 4-5.

DOI:<https://doi.org/10.1145/1010884.1010885>



Experiences of Frustration Per Hour

Experiences of Frustration Per Hour

6.63 Minutes/Hour

Experiences of Frustration Per Hour

6.63 Minutes/Hour

7.9 Hours/Day

Experiences of Frustration Per Hour

6.63 Minutes/Hour

7.9 Hours/Day

52.4 Minutes Every Day

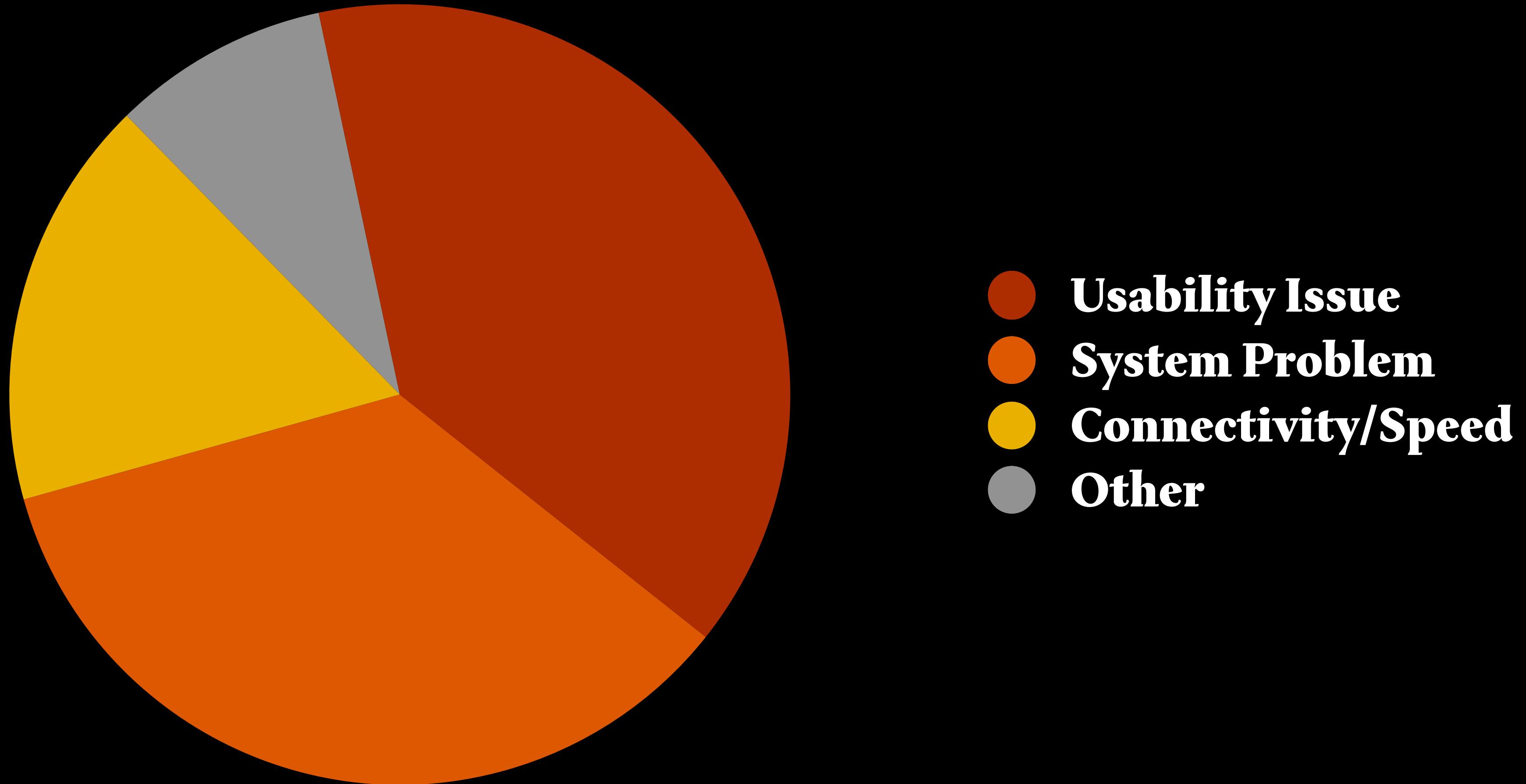
Experiences of Frustration Per Hour

6.63 Minutes/Hour

7.9 Hours/Day

52.4 Minutes Every Day

Chief Causes of Frustration



Placing Blame

74%

3/4 of trouble is related to the system or usability.

Issues: Categorized and Ranked

System is Slow / Performance

System Froze / Performance

System Crashed / Performance

Functionality Not Working / Performance

Disruption in Flow of Activities / Usability

Input-Device Glitch / Usability

Connectivity Issue / Performance

It is Just Hard / Usability

Difficulty Finding Things / Usability

Popups / Usability

Corrupted Content / Utility

Accidentally Making Wrong Selection / Usability

Unsatisfactory Content / Utility

Desired/Absent Functionality / Utility

Poor Information Presentation / Usability

Repeated Login / Usability

Computer Just Does Not Work / Performance

Uncertainty About Payments

Noisy Hardware / Performance

Cross-Application Tasks / Usability

Gameplay is Hard / Utility

Privacy Concerns / Utility

Don't Have Right Versions of Documents

Forgot How to Do Something / Usability

Ran Out of Charge / Performance

Recurring Trouble

84%

Of issues were *repeat problems* related to the system or usability.

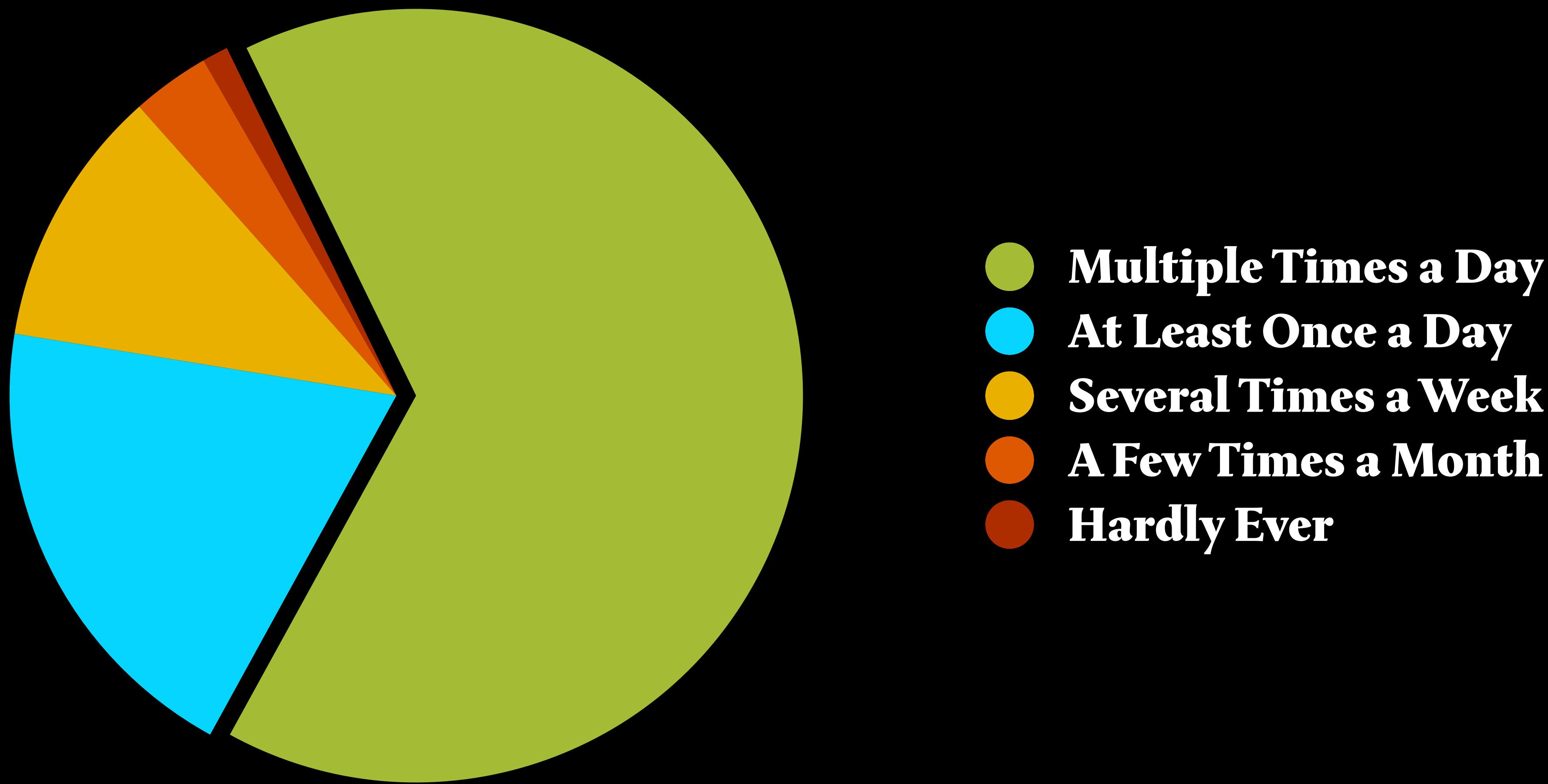
Pushing Through the Headache

74%

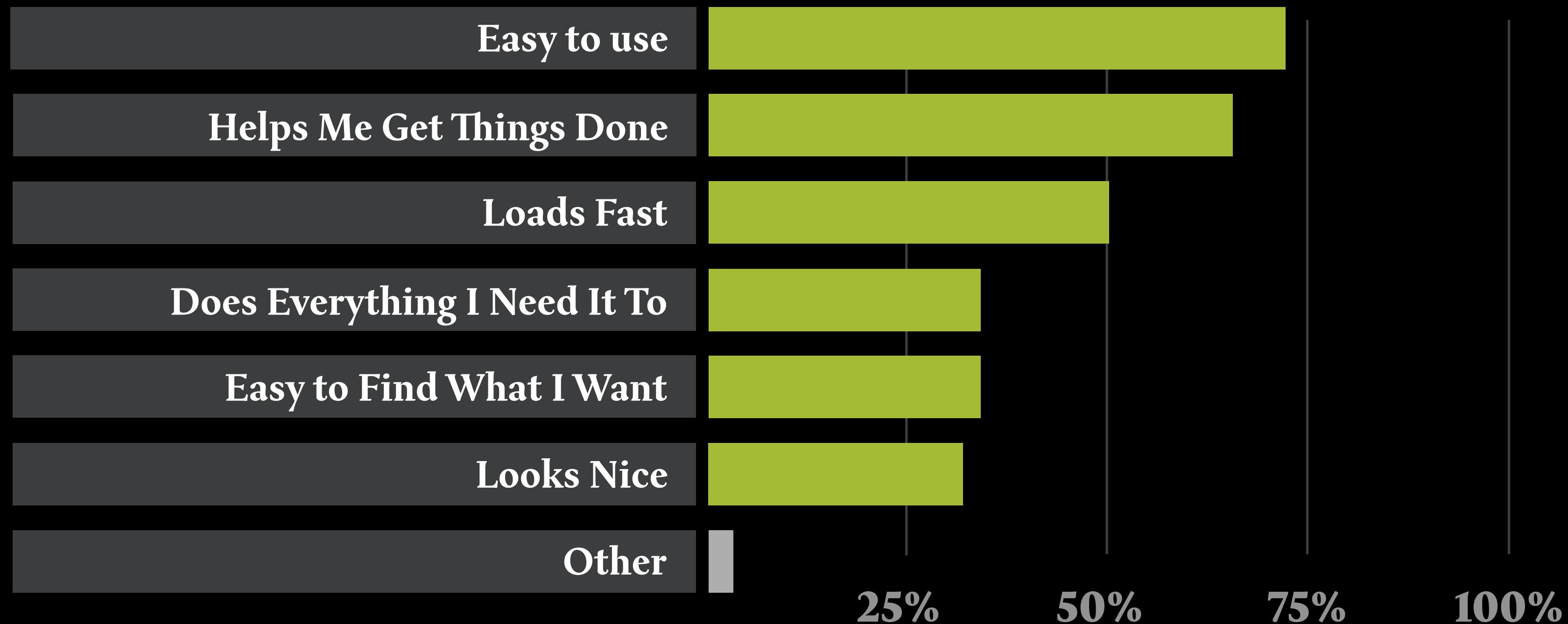
Despite annoyance and wasted time, 3/4 of the time users still completed their tasks.

Truematter's User Survey Study

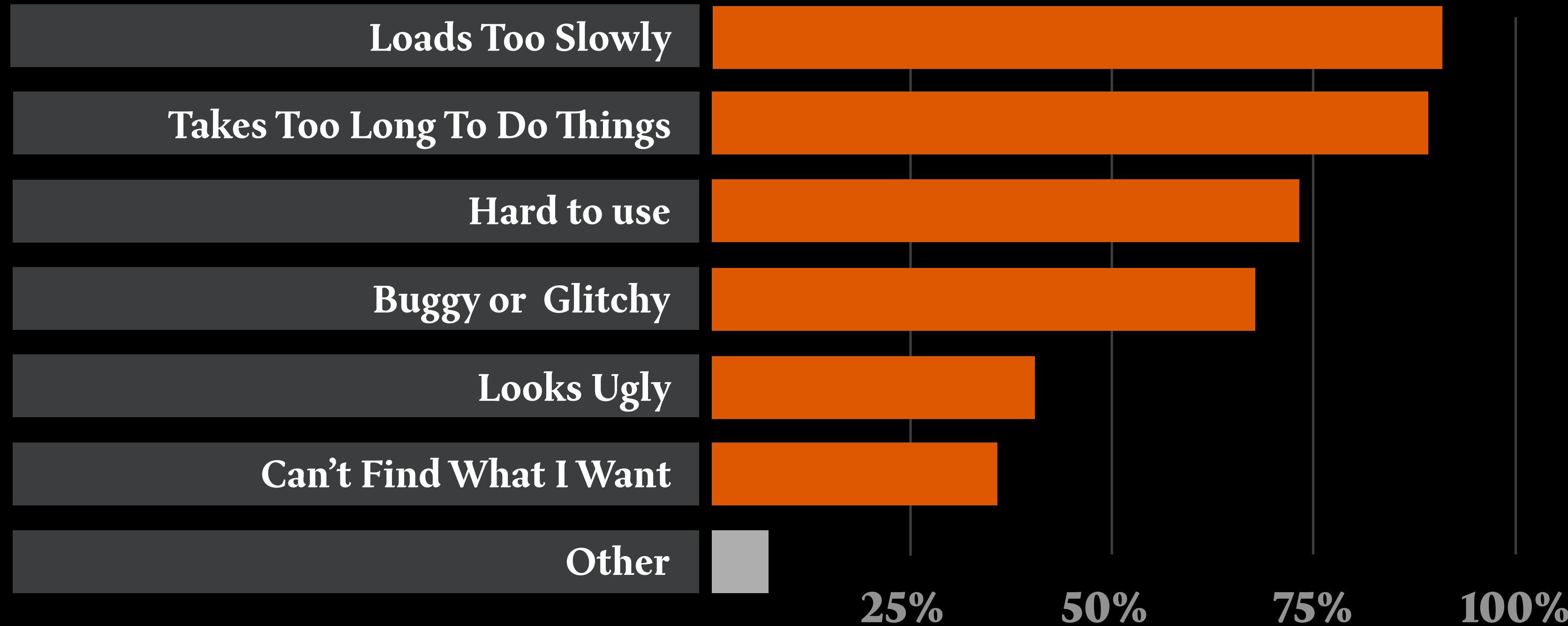
Frequency Using Sites or Apps



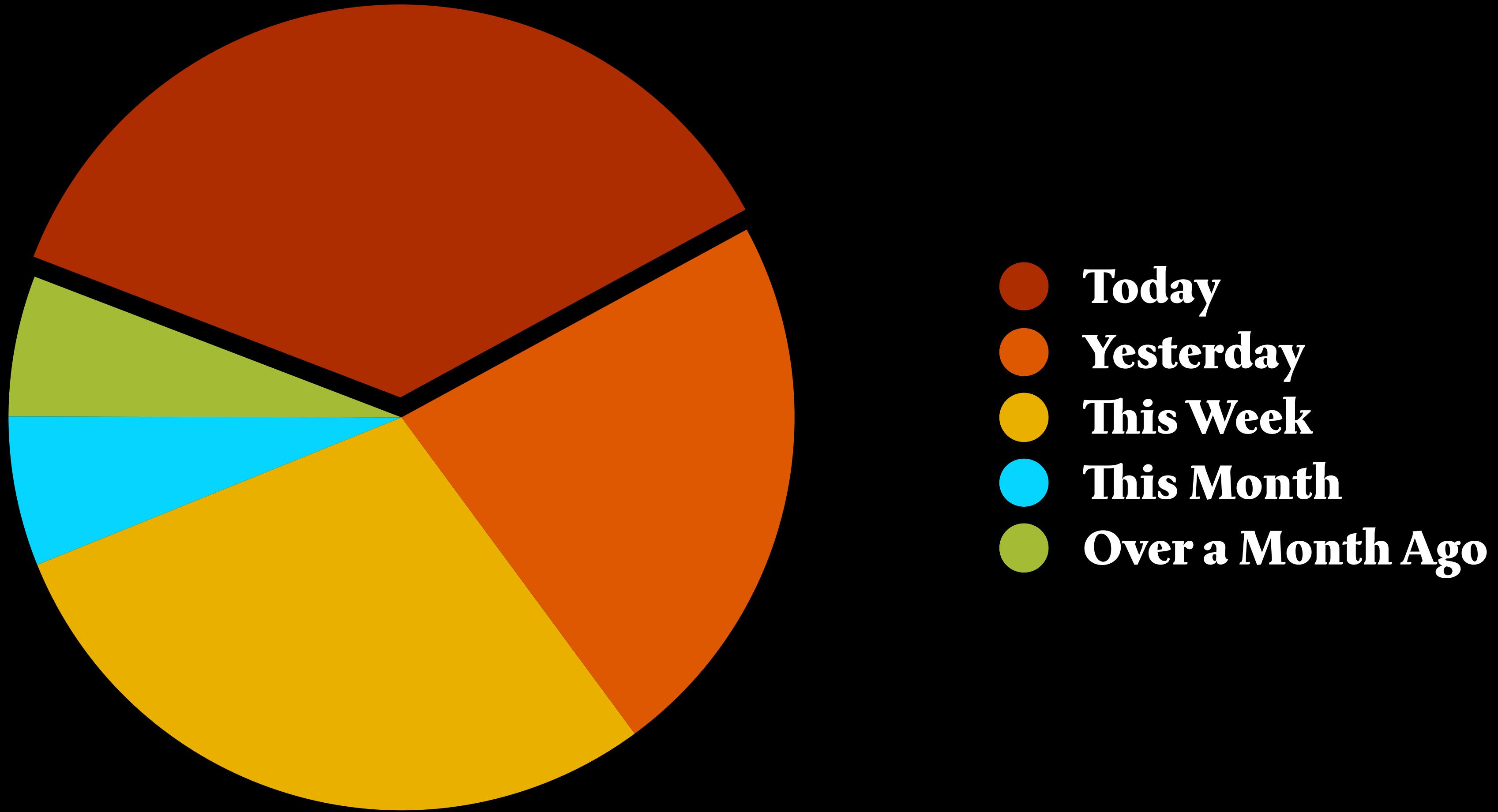
What People LIKE About Sites and Apps



What People HATE About Sites and Apps



Last Time Frustrated by a Site or App

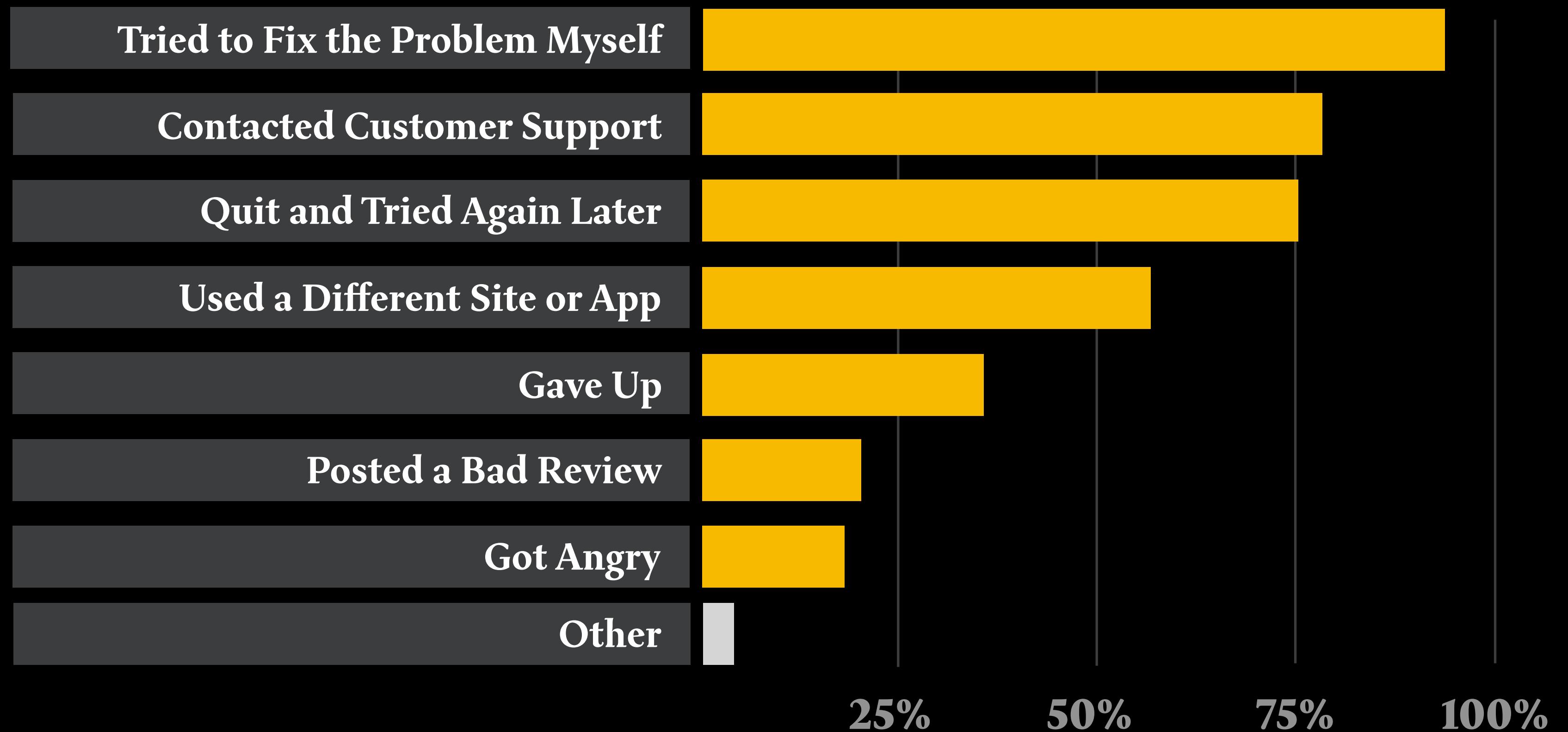


Last Time Frustrated by a Site or App

88%

Frustrated at least once in the last week.

How People Handle Frustration



The Dismal Default State

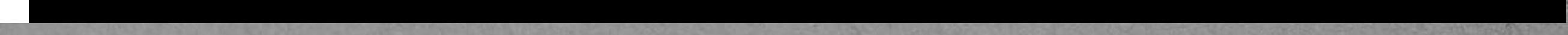


Default #01

People Come to Our Products Ready for Disappointment



Past



Experienced Poor Usability
Have Been Frustrated

Past

Experienced Poor Usability
Have Been Frustrated

Future ›

Expect More of the Same
Already Upset

Default #02

Users Often Have No Choice



Undesirable But Necessary Tasks

Taxes
Bills
Parking
School Forms
Medical Forms
Health Monitoring

Financial Transactions
Financial & Estate Planning
Calendar Planning
Organizing Digital Files
Managing Apps and Passwords
Getting Help



Restricted Choices at Work

Intranet

HR Apps

Strict Security

SSO

Standard Software

Internal Software

Third-Party Software

Supported Ecosystems

Legacy Software

Helpdesk Support Tickets

Restricted Usage

Locked-Down Machines

Virtual Desktops



Default #03

Most People Despise Help



Mortal Dread of Help

Chatbots
Call Centers
Call Backs
Long Wait Times
IVR Loops
Email
Customer Blaming

Endless FAQs
Form Errors
Poor Feedback
Vague Content
Hidden Phone Numbers
Poor Service
Language Barriers



Default #04

User Anger is Always Ready to Erupt



The Harsh Consequences of User Rage



Inefficiency and Failure

26%

In the Hertzum/Hornbaek study, users could not resolve issues 1/4 of the time, a “disturbing” finding.



The Cycle of Frustration

The study showed marked degradation of responses over time. Second and Third tasks fared worse than initial tasks.



The Negative Feedback Loop



Anger Affects Perception

When we are angry, we don't just judge single interactions. We judge the whole app or an entire company. We perceive less quality and value in a product.



Customer Reactions

Abandon Tasks

Burden the Call Center

Social Vengeance

Harsh Reviews/Posts/Videos

Negative Recommendations

Poisonous Word-of-Mouth

Stop Using Your Product

Cancel Subscriptions

Seek Competitors

Never Return

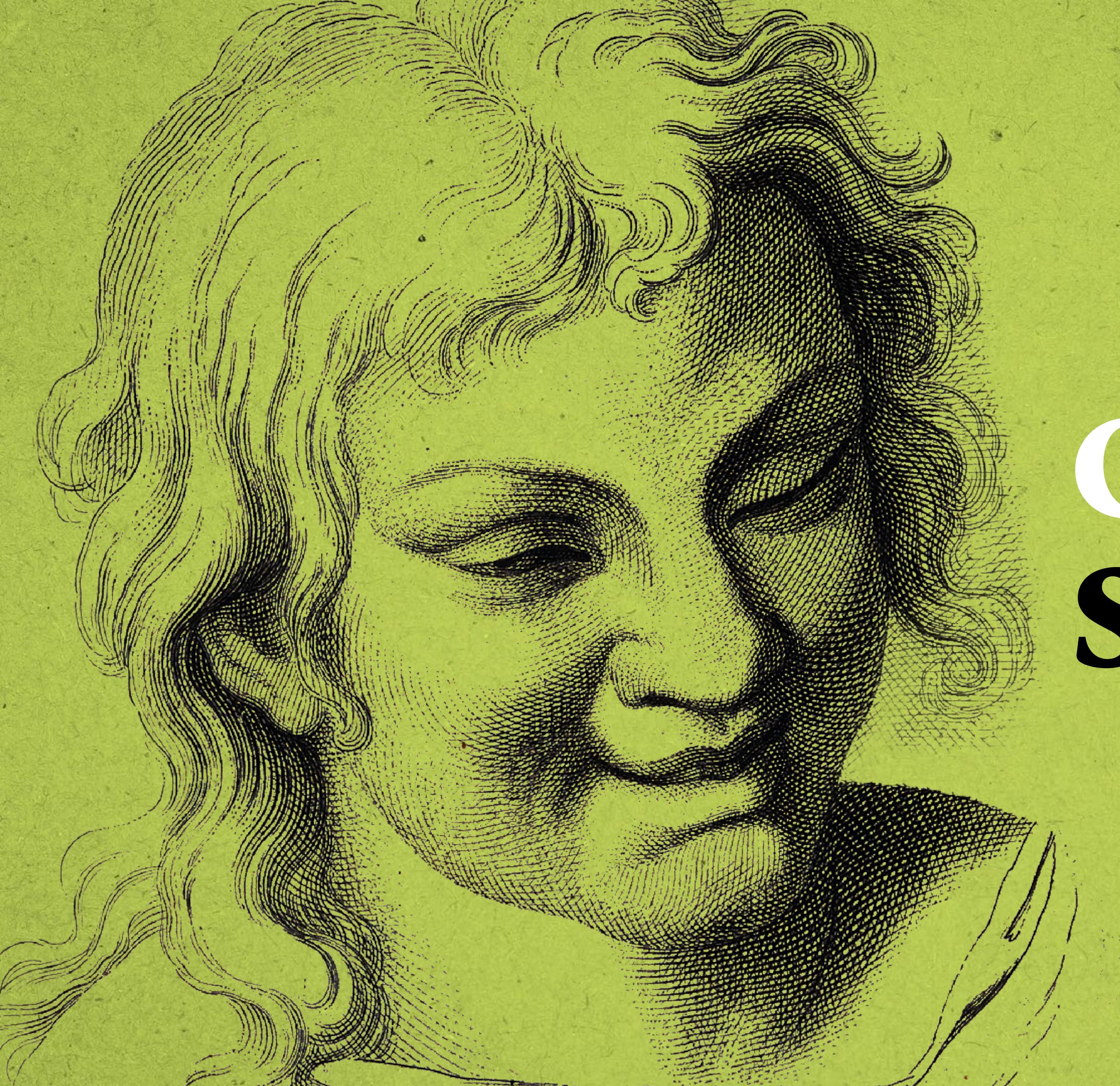
Reputation Challenges



Employee Rebellion

- Avoid Using Required Tools
- Excessive Work-Arounds
- Gross Inefficiency
- Lower Productivity
- Endless Complaints
- Poor Morale
- Sabotage Software Teams
- No Faith in the Organization
- Quit/Leave





Calming the Savage User

Agree With Reality





People are not broken.
Our products are broken.



Only we can fix this.

Devote Ourselves to Quality





Improve Performance

Squash Bugs

Improve Error Handling

Pay More Attention to Access

Take a Little Bit Longer

At First, Aim for Not Awful

Spend Time With Users



User Observation

User Observation

What is it?

Watching individual users doing their job up close, preferably in their unique, typical environment.

User Observation

When?

Before a major digital initiative, redesign, or addition of new site features.

User Observation

Why?

To better understand the day-to-day activity of users and how it affects their potential use of your product.

User Observation

How?

Spend Loads of Time
Ask Simple Questions
Never Offer Your Opinion

User Observation

What to Look For

What Users Hate

Work-Arounds

What Wastes Time

User Observation

Low Effort, High Value

Anyone can do it. Use results to plan features with your team.

User Testing

User Testing

What is it?

Watching users perform highly specific, real-world tasks on (or related to) your product.

User Testing

When?

Best with a real, live product. But you can test before development on low-fidelity (even paper) prototypes.

User Testing

Why?

You need personal and detailed feedback about the usability of a feature or process.

User Testing

How?

Create real scenarios and tasks.

Recruit users.

Prepare a place (in-person or online).

User Testing

How?

Create a welcoming environment.

Moderate like a scientist.

Make sure users think out loud.

User Testing

What to Look For
Anything Broken
Common Mistakes
Blockers
Points of Frustration

User Testing

How?

Record Users
Interview them after the test.
Discuss Results with your team.
Change your software.

User Testing

Sample Documentation

1a - Finding [Client] and Logging-In

You're moving across town. You want to move your existing service from your current residence to your new home at 14 Harmon Street, Lexington, SC 29201.

See if you can do this online using the computer/phone in front of you.

- Do users think to access [Client]?
- How do users access the [Client] log in?
- Do users Google the login site?
- Do users who visit the website go directly to the log in box, or wander around the site first?

What Happened?

Uneven Results

Each user accomplished this task uniquely.

- Desktop: Google search and suggested results.
- Desktop: Failure to find a way to access the web.
- iPhone: Google, switch to full site (no log-in seen).
- iPhone: No success with mobile site. Actually called [Client].

Google Wins

Each user, in one way or another, tried to access Google (or at least their notion of search).

Novice Difficulty

Our novice user barely understood how to access the web. He would have had trouble with ANY site. Our low intermediate user could not find information on the mobile site. Less-savvy users still can have great difficulty accessing sites.

Recommendation

The mobile site needs a clear login link.

By The Numbers

Average Time Spent

All Participants - 4



Success/Failure by Device

SmartPhone (2 Attempts)



Desktop (2 Attempts)



Success/Failure Rates (4 participants)

All Participants



Novice



Intermediate



Power



Forms

Struggled with picking dates.

Seven participants found date selection difficult. They openly voiced that they had trouble choosing a date.

54.5%

Alexis S.	<input type="radio"/>
Allison B.	<input type="radio"/>
Angie S.	<input type="radio"/>
Donna F.	<input type="radio"/>
Jacqulyn W.	<input checked="" type="radio"/>
Joe W.	<input checked="" type="radio"/>
Rocky B.	<input type="radio"/>
Sharon G.	<input checked="" type="radio"/>
Trina W.	<input checked="" type="radio"/>
Wesley W.	<input checked="" type="radio"/>
William S.	<input checked="" type="radio"/>

Desktop | Smartphone

Consistency

Two different styles of date picker were used in the test prototype. Users had far less pause with the date picker in a standard field, as opposed to the date picker in an expander field. The appointment selection process also felt visually out of sync with the rest of the interface. This did not stop users, but could easily be improved.

Active States

Active states for dates were misleading to some. The current date looked like an actual selection.

Recommendations

(See Recommendations section for examples.)

- Display date pickers consistently. Use the standard model (field with calendar icon and no expander).
- Redesign the calendar widget to offer a more clear distinction between the current date and a selected date.
- Bring the appointment time selection process more in line with the overall design of the system.

Confused by similar looking form pages.

In the "Transfer Service" scenario, the last two steps featured very similar forms. Some users were confused.

27.2%

Alexis S.	<input type="radio"/>
Allison B.	<input type="radio"/>
Angie S.	<input checked="" type="radio"/>
Donna F.	<input type="radio"/>
Jacqulyn W.	<input type="radio"/>
Joe W.	<input type="radio"/>
Rocky B.	<input type="radio"/>
Sharon G.	<input checked="" type="radio"/>
Trina W.	<input type="radio"/>
Wesley W.	<input type="radio"/>
William S.	<input checked="" type="radio"/>

Desktop | Smartphone

Didn't I just do this?

After filling out "Start Details," users moved to a step about stopping service, which looks extremely similar to the information they just provided. Though only three users failed the transfer service scenario as a result, many found this odd and initially confusing.

Recommendations

(See Recommendations section for examples.)

- Differentiate these pages as much as possible. Begin by introducing each step with a conversational, plainspoken statement that describes what the step is for. Make this a standard for multi-step processes.
- Wherever possible, employ language that differentiates form fields themselves. Be highly specific about the purpose of each field.

“Frustration is integral to how people experience computers... [the] need is urgent to make computer use less frustrating.”

You can do it.

You can do it.

Use your current skill set to attack
the worst product offenses.

You can do it.

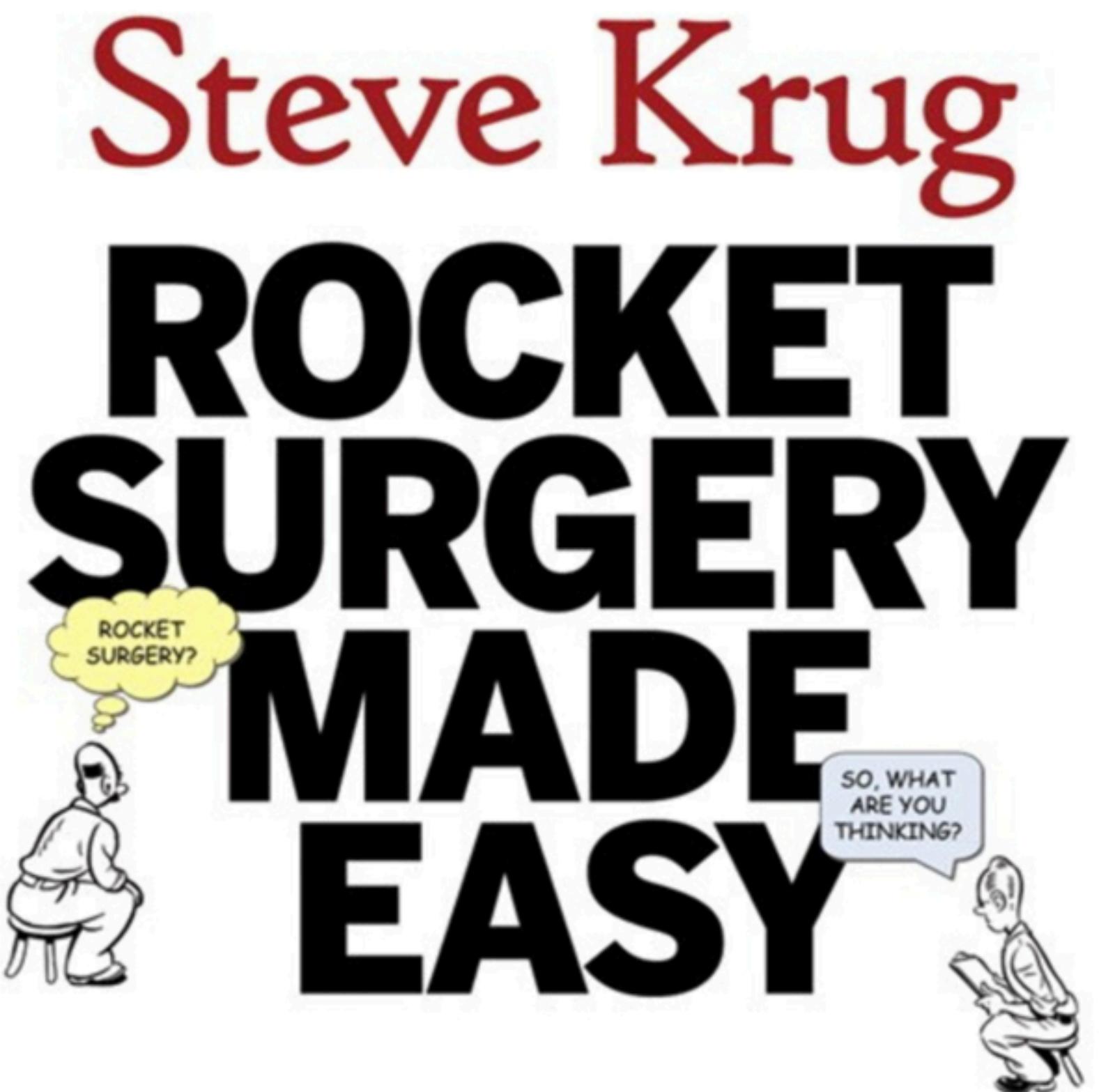
Expand your horizons with users,
even if you are not a “UX” pro.

You can do it.

Fixing usability problems is not just for UX specialists. There is nothing special or magical about observing users.

Further Reading

The how-to companion to the bestselling *Don't Make Me Think!*
A Common Sense Approach to Web Usability



The Do-It-Yourself Guide to Finding
and Fixing Usability Problems

truematter.com/ideas

Digital Spitfire Interface Rage

Stop Doing Things People Hate

How Does Your Product Perform When Users Get Angry

Ideas That Sound Brilliant At First But Lead To Ruin

Digital Product Access: The User Experience Problem of Our Time

Kill Your Darlings and Save Your Users



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