1

Intro

Crash course in UX

Homework Review

Let's hear your

Elevator Pitches

1:00

Stop

Agenda

▶ The Value of UX

▶ UX Case Studies &
Success Stories

▼ Research

Competitive Research
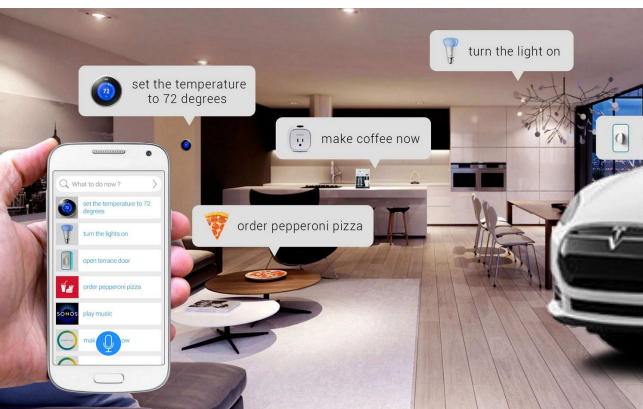
Non-directed interviews

Card Sorting

The Value of UX

We all impact the experience of our users with the products we create!
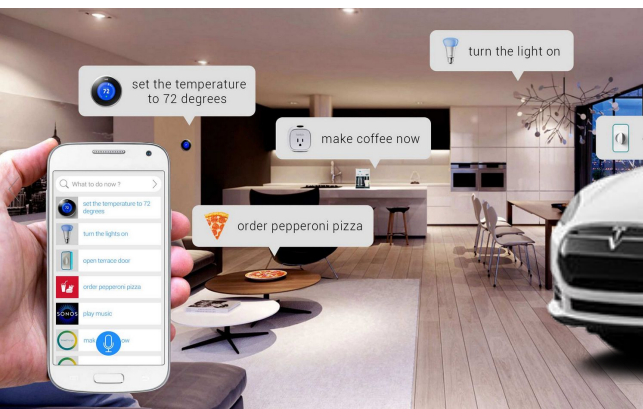
Then …

… and now

… and now

Product Maturity

- Fulfill an **unmet need**

- Focus on **the functionality**

Technology Lifecycle

PRODUCT PERFORMANCE   TRANSITION

LEVEL OF PERFORMANCE
REQUIRED BY AVG. USERS

UNFILLED NEED

TIME

HIGH TECHNOLOGY
CONSUMERS WANT MORE TECHNOLOGY,
BETTER PERFORMANCE

CONSUMER COMMODITY
CONSUMERS WANT CONVENIENCE,
RELIABILITY, LOW COST
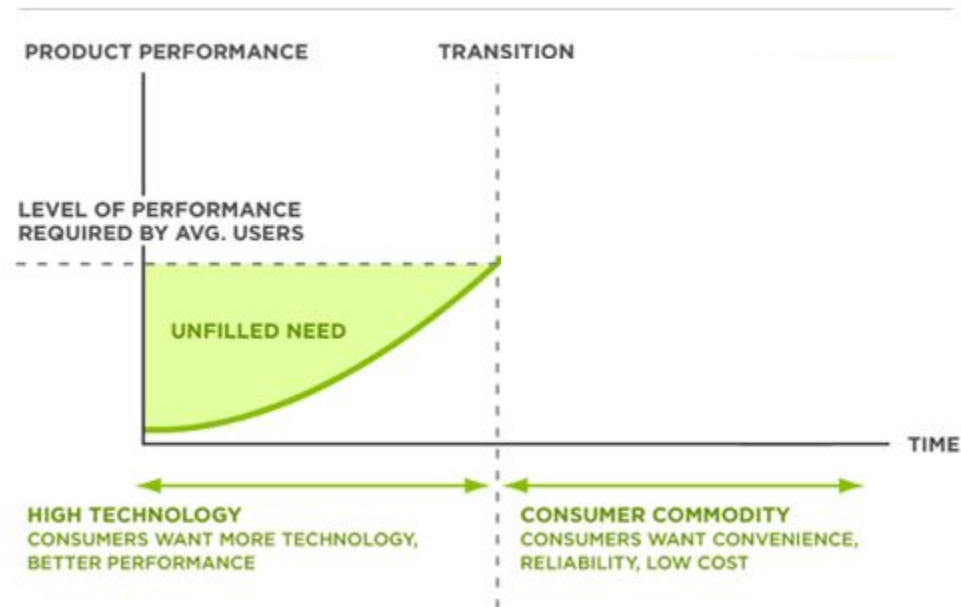
SOURCE: DONALD NORMAN, THE INVISIBLE COMPUTER

Product Maturity

▶ **NOT** the functionality

▶ A good experience

Technology Lifecycle

PRODUCT PERFORMANCE   TRANSITION

LEVEL OF PERFORMANCE
REQUIRED BY AVG. USERS

EXCESS QUALITY
MOST CONSUMERS
NOT INTERESTED

UNFILLED NEED

TECHNOLOGY IS "GOOD ENOUGH"
AND THEREFORE IRRELEVANT.
USER EXPERIENCE DOMINATES

TIME

HIGH TECHNOLOGY
CONSUMERS WANT MORE TECHNOLOGY,
BETTER PERFORMANCE

CONSUMER COMMODITY
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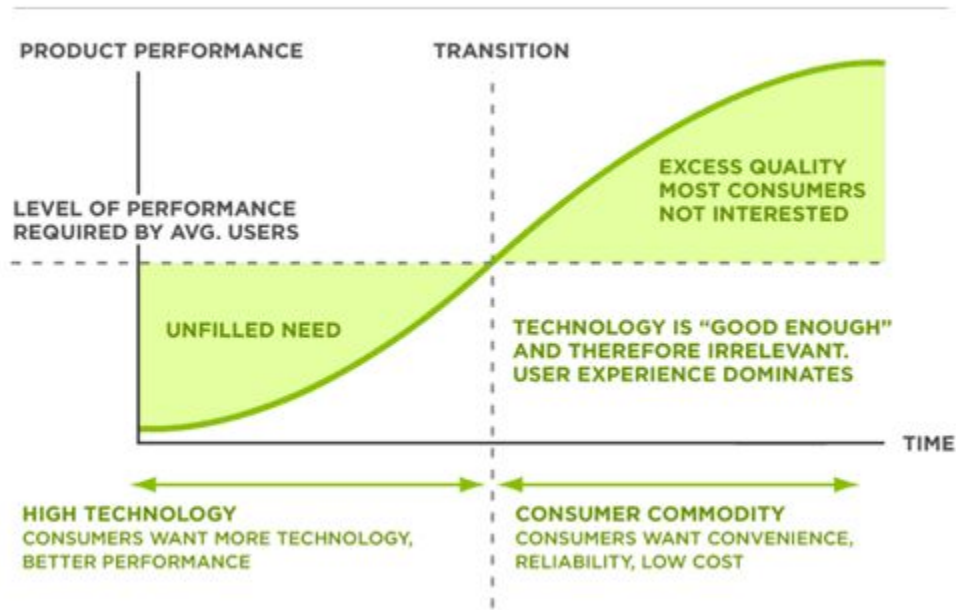
SOURCE: DONALD NORMAN, THE INVISIBLE COMPUTER

UX Business Case

$2.1 Trillion

Total spent on hardware, software and services in 2013

15%

of the projects were abandoned

47%

of the code is dedicated to the interface
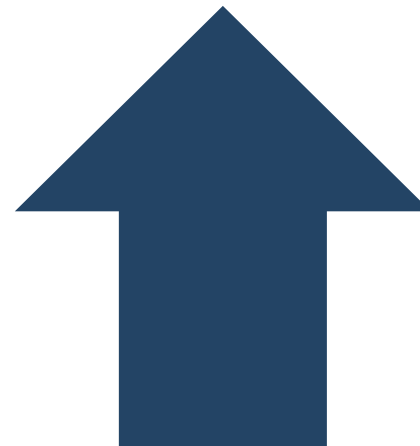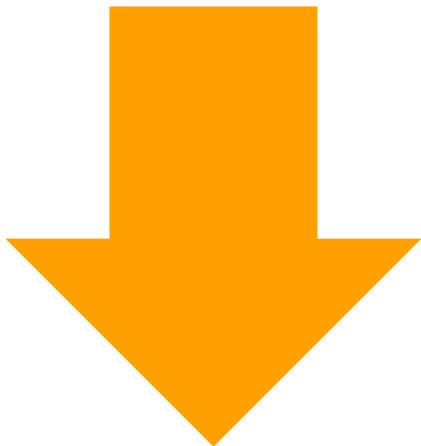
50%

of the development time is spent on interface

UX Business Benefits

Development Costs
Training and Documentation
Support Costs

Sales
Market Penetration
Satisfaction
Productivity

Case Studies & Success Stories

During the **product development** the **cost for changes** increases exponentially.

Design and architecture	Implementation	Integration test	Customer beta test	Post product release
1X	5X	10X	15X	30X

Note: X is a normalized unit of cost and can be expressed in terms of person-hours, dollars, etc.

Source: **Forrester Research, Inc.**

American Airlines

Corrections of usability problems during the website design phase **reduced the cost for fixes by 60% to 90%.**

American Airlines Plan Trave

Adventure is calling

Up to 30% off with Budget »

Log in Join AAdvantage »

AAdvantage #, Dividend Miles # or username

Last name

Password

☐ Remember me Log in

Find flights My trips /

Round trip One way Round trip + hotel

(• Required)

From • To •
SOF City or airport

Depart • Return •
11/17/2015 11/24/2015

GFK

Generated **$500M of additional revenue** by adding a second buy button since the original one was "hidden" at the top.
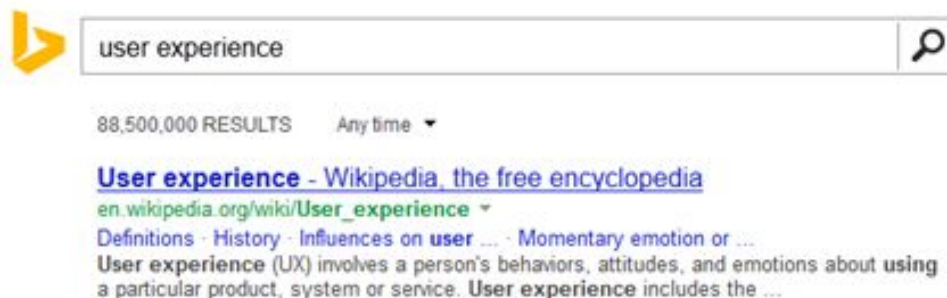
GfK

Microsoft Bing

The power of #0044CC

Based on user research the shade of blue in the hyperlinks of the search results was changed to generate **more than $80M in additional revenue** from clicks.

Bank of America

Bank of America redesigned their online banking enrollment process to exceed their desired ROI benchmark and **increase enrollment by 45%.**

Staples

Redesign of the website based on user research led to:

- **Traffic increased by 80%**
- **Returning customers increased by 67%**
- **Drop-off rate reduced by 45%**
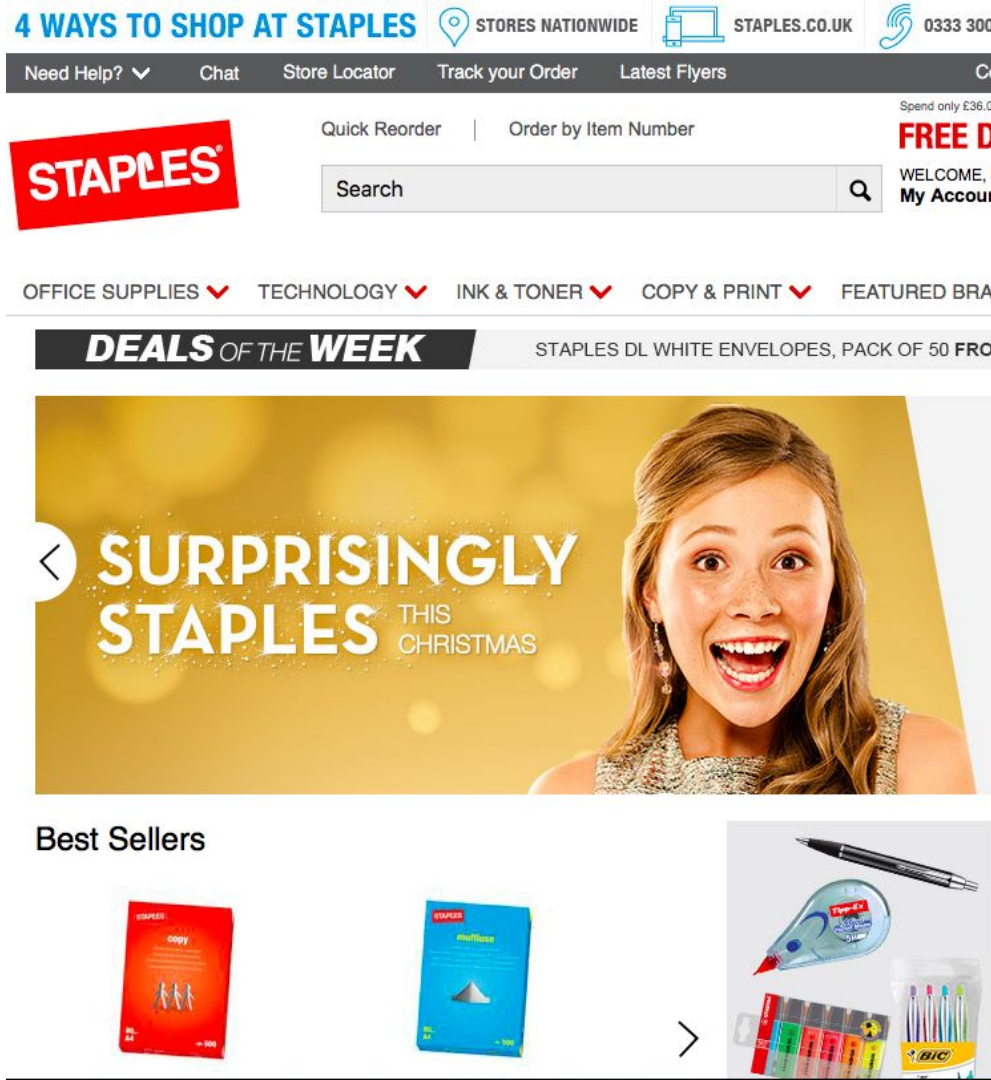
Ford

Poor usability and complexity of the MyFord Touch infotainment system dropped Ford

from 5th to 23rd place

in the automotive quality survey in one year. The year after they dropped further to **27th place**.

IG Slot Machine Redesign

Redesign of the interface for setting up and configuring the slot machine resulted in **reduced training times from 80 hrs to 30 mins** per employee.
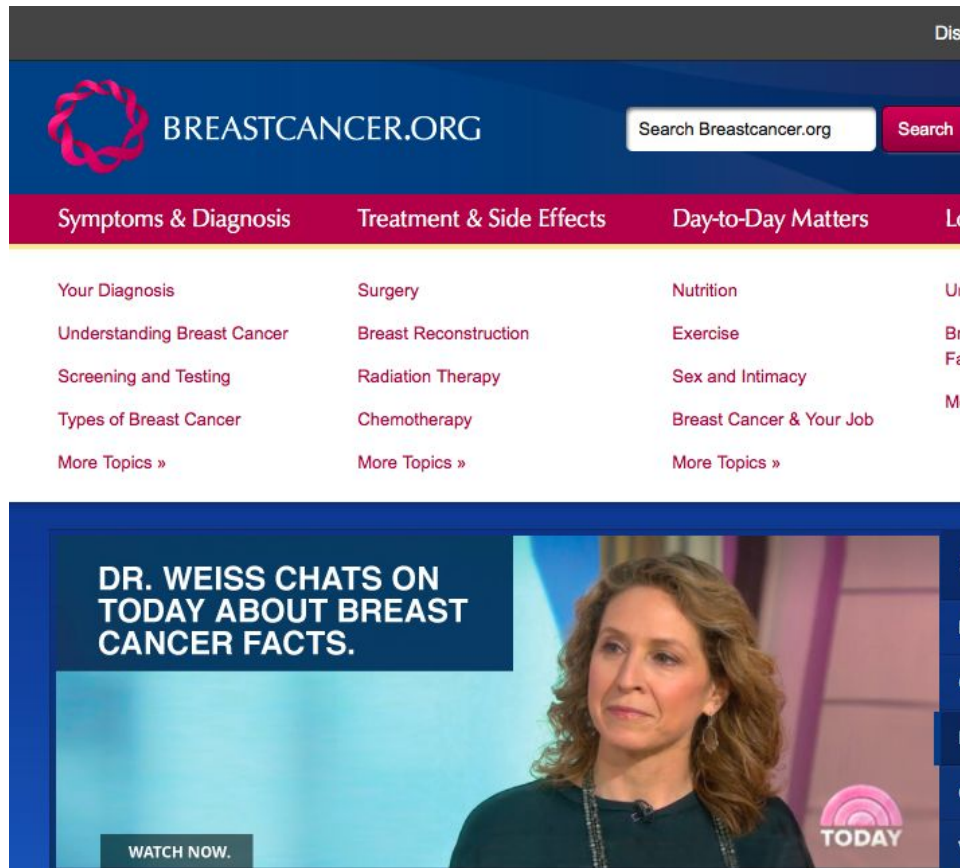
Oracle

The navigation structure of the data manager app was improved to result in **22% increase of speed** of the database admins.
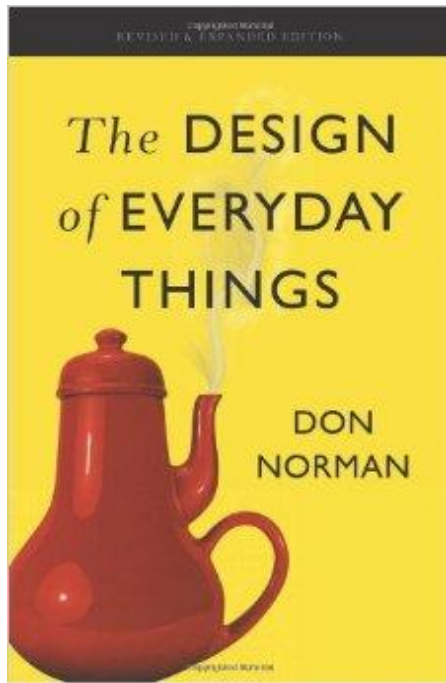
Breastcancer.org

Redesign of the community platform led to:

- **Reduction of help desk costs by 69%**
- **Increase of visitors by 117%**
- **Increase in new memberships by 41%**
- **Decrease in time to register by 53%**

McAfee

The ProtectionPilot software was redesigned to improve its usability, which led to a **decrease of the support calls by 90%**.

Research

"**We tend to project our own rationalisations and beliefs onto the actions and beliefs of others.**"

Don Norman
"The Design of Everyday Things"

Research

Why do it?

- Add context to the design process.
- So we don't design for ourselves.

What it does?
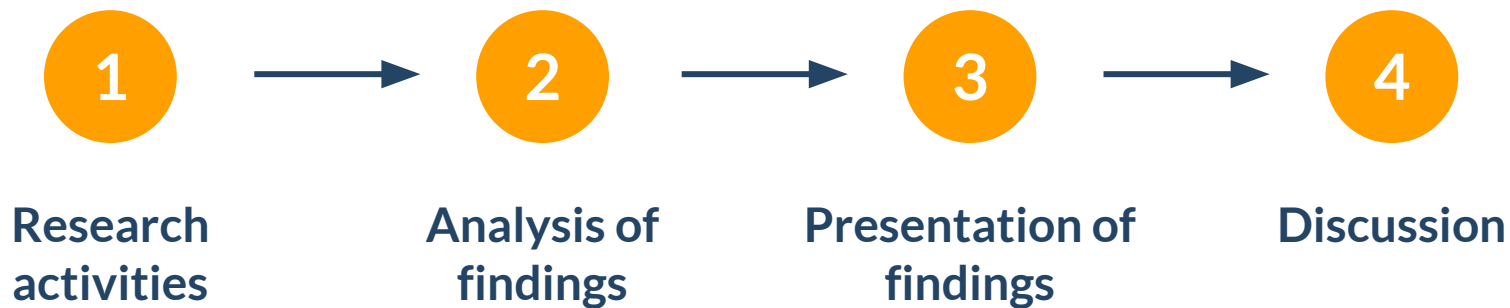
- Turns collected data into actionable information.

Research Process

1 → **2** → **3** → **4**

Research activities   **Analysis of findings**   **Presentation of findings**   **Discussion**

Research Activities

User-centered design techniques.

Research activities are shown in red.
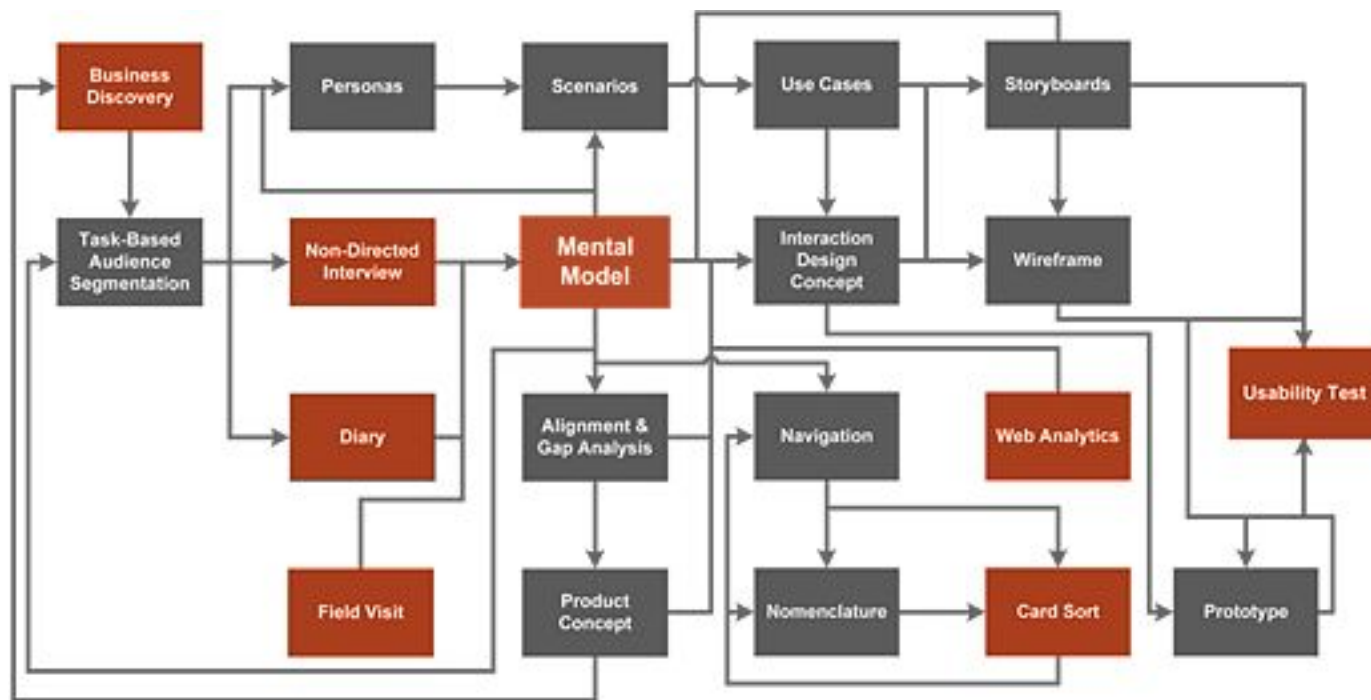
Research: How it's done?

QUESTIONNAIRES	CONTEXTUAL INQUIRY

COMPETITIVE ANALYSIS	NON–DIRECTED INTERVIEWS	CARD SORTING

!   **No one technique or approach is correct.**
It all depends on the fidelity of the technique and the context in which it is applied.

Competitive Analysis: Why?

	Gallery Scene	SFADA	LA Artwalk	SF arts	Art Concierge	IPA	Artsy
Focused on art galleries	◉	◉					
Find and follow art events	◉						
Find and follow artists	◉					◉	◉
Find and follow galleries	◉				◉		
Follow specific art medium	◉						◉
Add to favorites	◉				◉	◉	◉
History of the event	◉						
Gallery info and map	◉	◉	◉	◉	◉		

Competitive Analysis:
Here's why

Define strategic goals

Discover strengths / weaknesses of competition

New design ideas

Competitive Analysis:
Here's how

1 → **2** → **3** → **4**

Shortlist   Compare   Measure   Present

Competitive Analysis:
Here's how

CRM COMPARISON MATRIX

DIMENSIONS	Salesforce Sales Cloud	Oracle CRM On Demand	Stay inFront Edge Rx	Goldmine CRM	Interactive Medica CRM	Veeva CRM
Interoperability and Integration Integration with other software systems (Google Apps or SAP)	●	◐	◐	◐	◐	●
Mobile Device Support Is it included or an extension module is required?	●	●	◐	◐	●	◐
Regulatory Compliance Does it conform to HIPAA and other privacy requirements?		●	●		●	●
Communication Channels Can it flexibly record different types of communication?	●		●	●	●	●
Role Support Can it support different types of users?	◐	◐	●			●
Ease of Reporting Is it easy to record interaction after a sales call?	●	●	●	●	●	●
Data Cleansing Does it have built-in checks for data consistency?	●			●		
Offline Access	◐	●	●		●	●

Research:
Non-directed interviews

▶ Focus on *experience*, not extrapolation.

▶ Concentrate on *immediate* experience.

▶ Be *nonjudgmental*.

▶ Make questions *open-ended*.

▶ Avoid *binary* questions.

Research:
Non-directed interviews

▶ How often do you communicate with your manager?

▶ Which of the following tools do you use for communication?

▶ What functionalities do you most frequently use in your preferred tools?

▶ For which tasks do you use your desktop over your mobile device?

Product:

Mobile work collaboration tool

Research:
Card Sorting

1. Select content

2. Select participants

3. Prepare the cards

4. Execute!
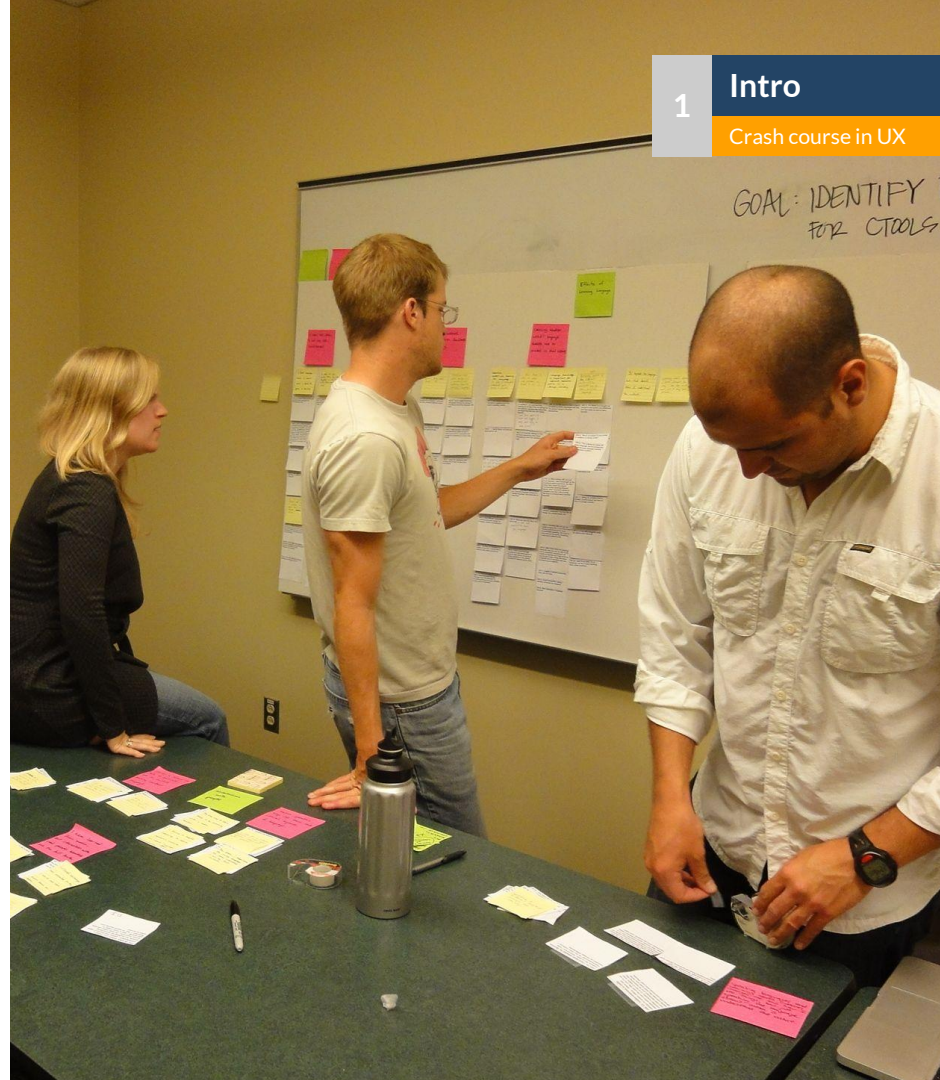
Homework Assignment

1 Do a **Competitive Analysis** for your solution

2 Create a **Questionnaire** or conduct a **Non-directed interview** with at least 5, ideally 10 people