

1

Intro

Crash course in UX

Let's hear your

Elevator Pitches

1:00

Stop

Agenda

1

Intro

Crash course in UX

- ▶ The Value of UX
- ▶ UX Case Studies & Success Stories
- ▼ Research
 - Competitive Research
 - Non-directed interviews
 - Card Sorting

The Value of UX

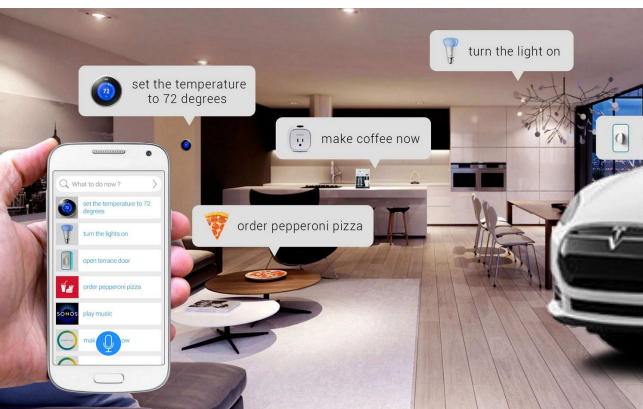
*We all impact the
experience of our
users with the
products we create!*



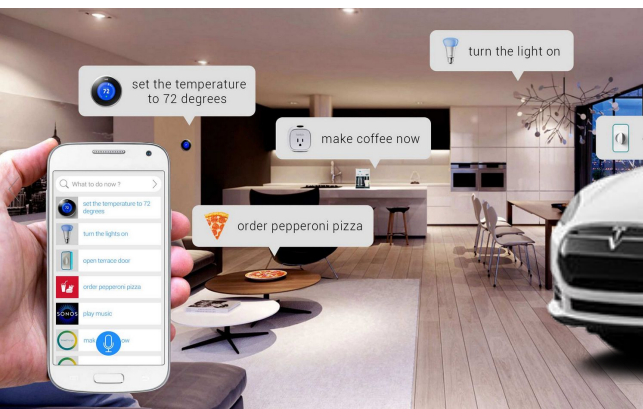
Then ...



... and now



... and now



Google
България



Google Search

I'm Feeling Lucky

Google.bg offered in: [български](#)

Product Maturity

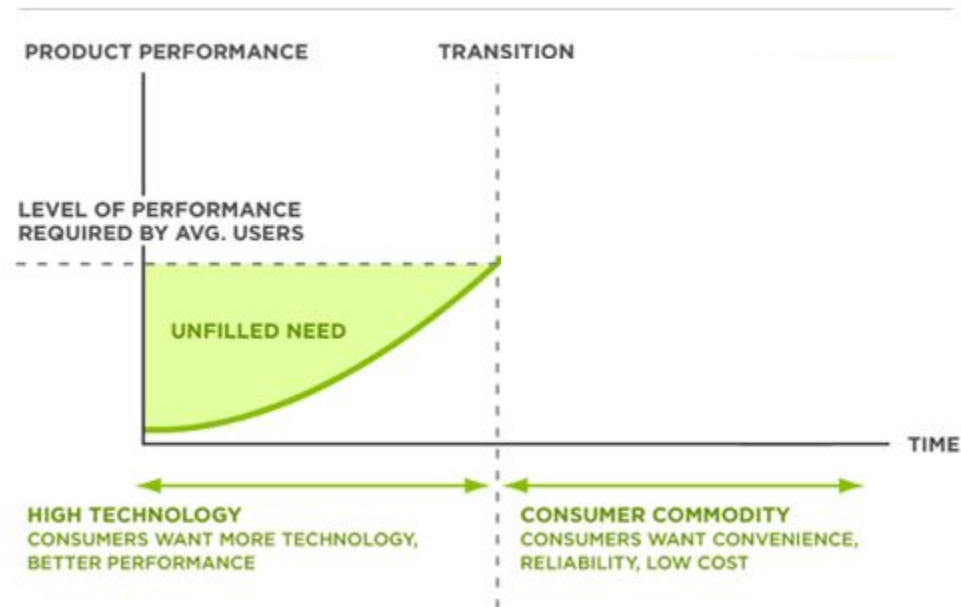
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- ▶ Fulfill an unmet need
- ▶ Focus on the functionality

Technology Lifecycle



SOURCE: DONALD NORMAN, THE INVISIBLE COMPUTER

Product Maturity

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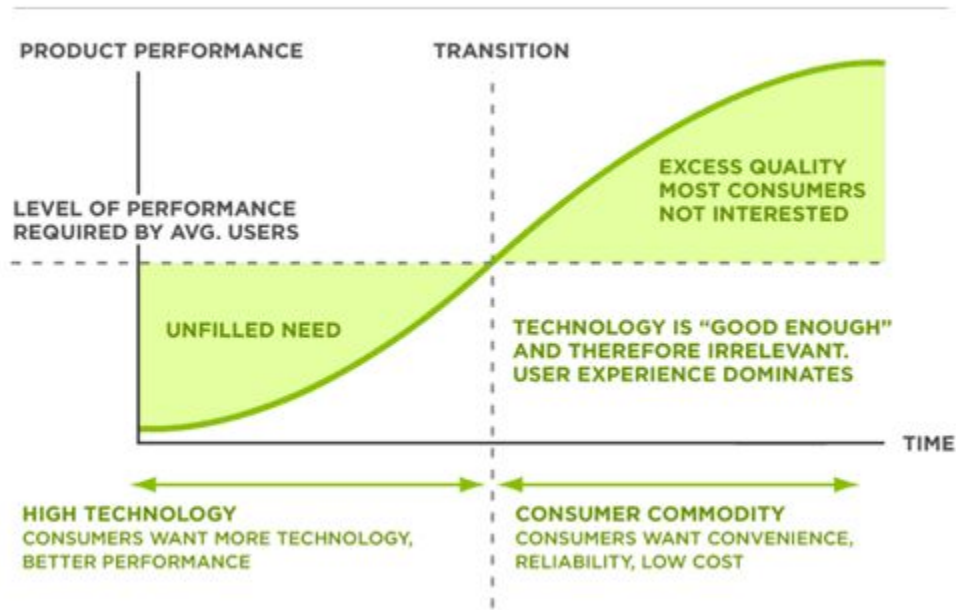
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▶ **NOT** the functionality

▶ A good experience

Technology Lifecycle



SOURCE: DONALD NORMAN, THE INVISIBLE COMPUTER

UX Business Case

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\$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

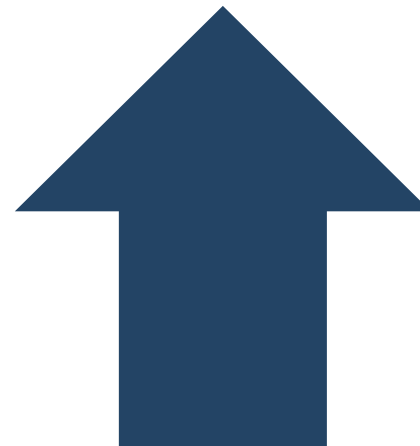
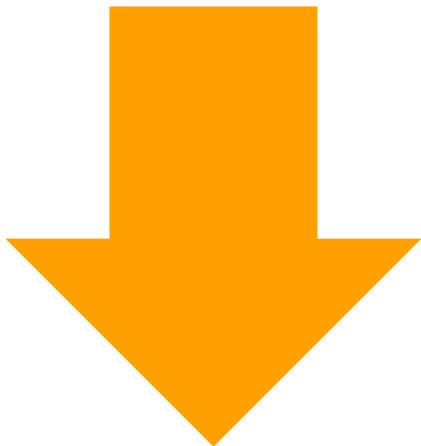
UX Business Benefits

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Development Costs
Training and Documentation
Support Costs



Sales
Market Penetration
Satisfaction
Productivity

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.

American Airlines

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

The screenshot displays the American Airlines website interface. At the top, the American Airlines logo and the text "Plan Travel" are visible. A navigation bar on the right includes a "1" icon, the word "Intro", and a yellow button labeled "Crash course in UX". The main banner features the headline "Adventure is calling" and a sub-headline "Up to 30% off with Budget »". Below the banner, there is a "Log in" section with a blue background. This section includes a "Join AAdvantage »" link, a text input field for "AAdvantage #, Dividend Miles # or username", a "Last name" input field, a "Password" input field, a "Remember me" checkbox, and a "Log in" button. To the right of the login section is a "Find flights" section with a light blue background. It features three buttons: "Round trip" (selected), "One way", and "Round trip + hotel". Below these buttons, there are labels for "From" and "To" with a "(• Required)" note. The "From" field contains "SOF" and a magnifying glass icon. The "To" field contains "City or airport". Below these, there are labels for "Depart" and "Return" with a "(• Required)" note. The "Depart" field contains "11/17/2015" and a calendar icon. The "Return" field contains "11/24/2015".

American Airlines  Plan Travel

1 Intro
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Adventure is calling

Up to 30% off with Budget »

Log in [Join AAdvantage »](#)

AAdvantage #, Dividend Miles # or username


Last name

Password


☐ Remember me

Find flights [My trips /](#)

(• Required)

From • 

To •

Depart • 

Return •

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



Microsoft Bing

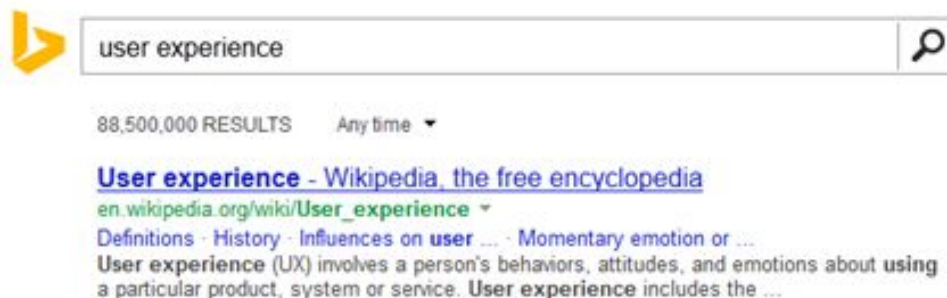
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The power of #0044CC

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%.**

The screenshot displays the Bank of America website's online banking enrollment interface. At the top, the Bank of America logo is visible. A navigation bar includes links for Personal, Small Business, Wealth Management, and a '1 Intro' section with a sub-link 'Crash course in UX'. Below this, a red 'Secure Sign-In' box contains fields for 'Online ID' and 'Passcode', a 'Sign In' button, and links for 'Save Online ID', 'Security & Help', 'Forgot ID', 'Forgot Passcode', and 'Enroll'. A main heading 'Enroll in Online Banking' is followed by the text 'Access your accounts • Set up alerts • Pay bills anytime'. Below this is an 'Information for:' section with a 'Select a state' dropdown and a 'Go' button. Three promotional boxes are present: 'Open checking account' with a 'Get started »' link, 'New to Bank of America?' with a 'Learn more »' link, and 'Careers for veterans' with a 'See the stories »' link. At the bottom, there are two sections: 'NEW 20,000 online bonus points offer' and 'Help with your home loan payments'.

Bank of America

Personal Small Business Wealth Management B

Location 1 Intro

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Banking Credit Cards Loans Invest

Secure Sign-In

Online ID Passcode Sign In

Save Online ID Security & Help

Forgot ID Forgot Passcode Enroll

Enroll in Online Banking

Access your accounts • Set up alerts • Pay bills anytime

Information for: Select a state Go

Open checking account

Get Online, Mobile and ATM access, plus Bill Pay, alerts and more.

Get started »

New to Bank of America?

Explore our banking solutions and investment services today.

Learn more »

Careers for veterans

Committed to hiring thousands more veterans like Alex.

See the stories »

NEW 20,000 online bonus points offer

Ditch the restrictions of typical travel rewards programs. With the BankAmericard Travel Rewards® credit card, you earn unlimited 1.5 points per \$1 spent on all purchases. There is no annual fee or blackout dates and your points don't expire. [Learn more—BankAmericard Travel Rewards®](#)

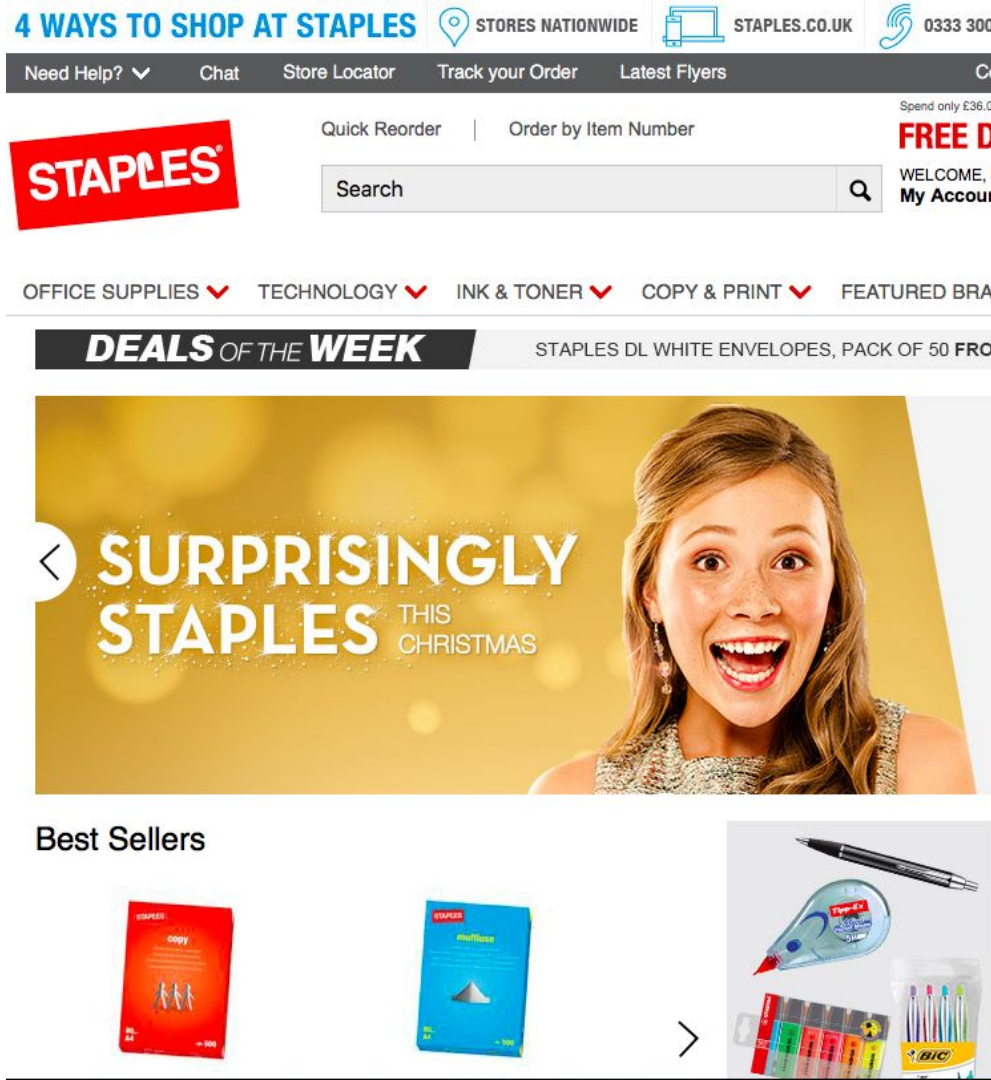
Help with your home loan payments

If you're a homeowner struggling with your loan payments, learn about our [home loan assistance programs](#) and the [Department of Justice Settlement](#)

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%



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

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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.**



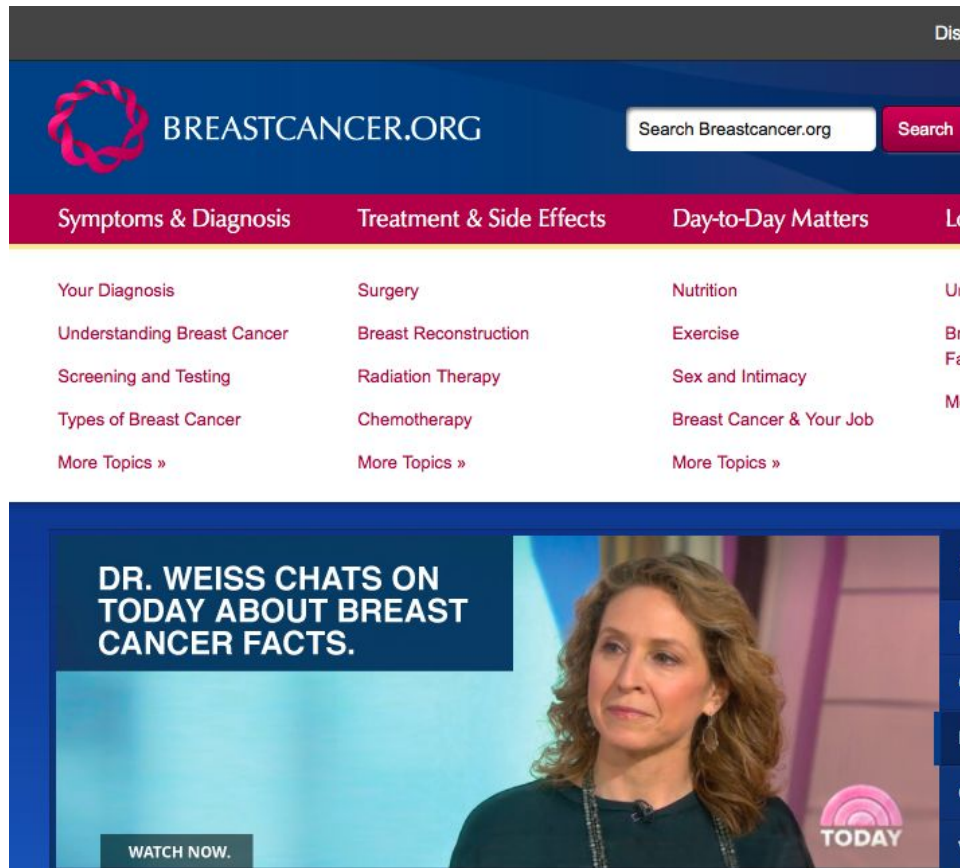
The navigation structure of the data manager app was improved to result in **22% increase of speed** of the database admins.

The Oracle logo is displayed in white, uppercase letters on a solid red rectangular background. The logo consists of the word "ORACLE" followed by a registered trademark symbol (®).

ORACLE®

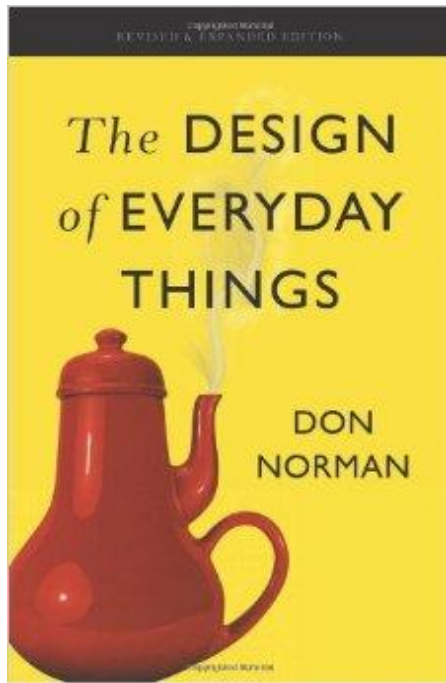
Redesign of the community platform led to:

- 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%



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





“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.

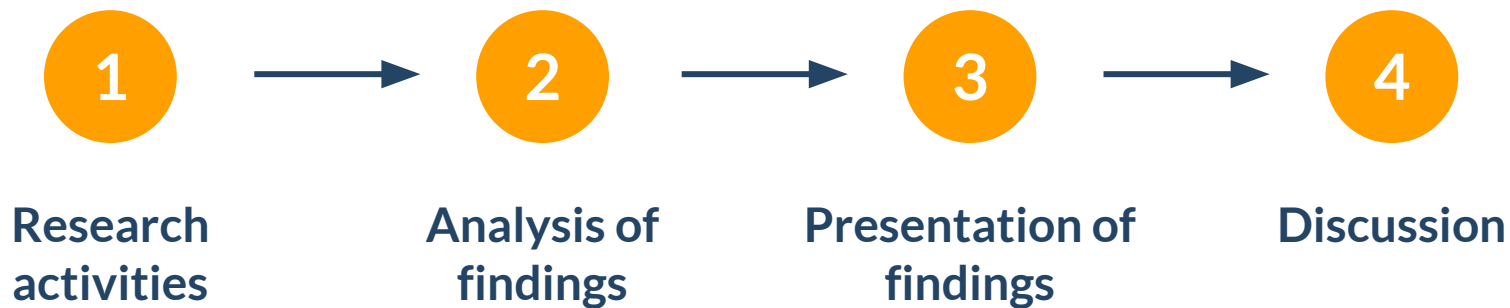


Research Process

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Research Activities

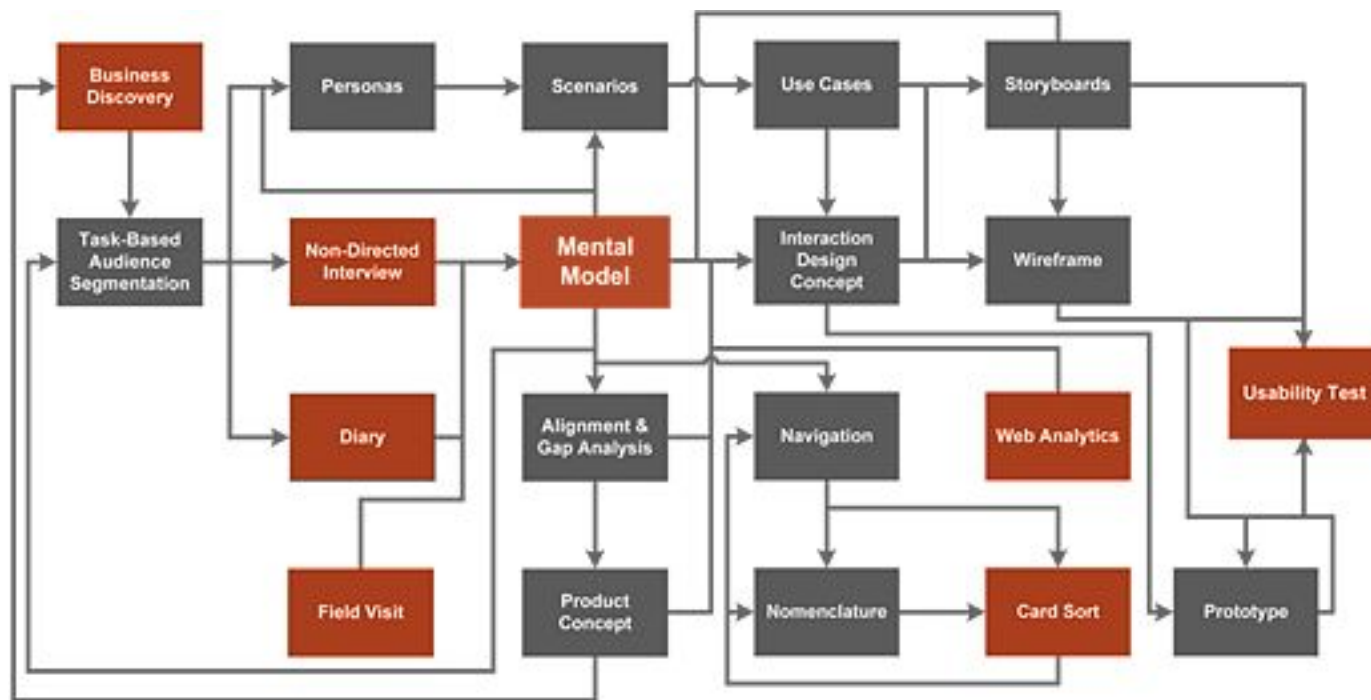
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User-centered
design
techniques.

Research
activities are
shown in red.



Research: How it's done?

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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?

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	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

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Define
strategic
goals

Discover
strengths /
weaknesses
of competition

New
design
ideas

Competitive Analysis: Here's how

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Competitive Analysis: Here's how

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CRM COMPARISON MATRIX

DIMENSIONS	Salesforce Sales Cloud	Oracle CRM On Demand	Sply 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

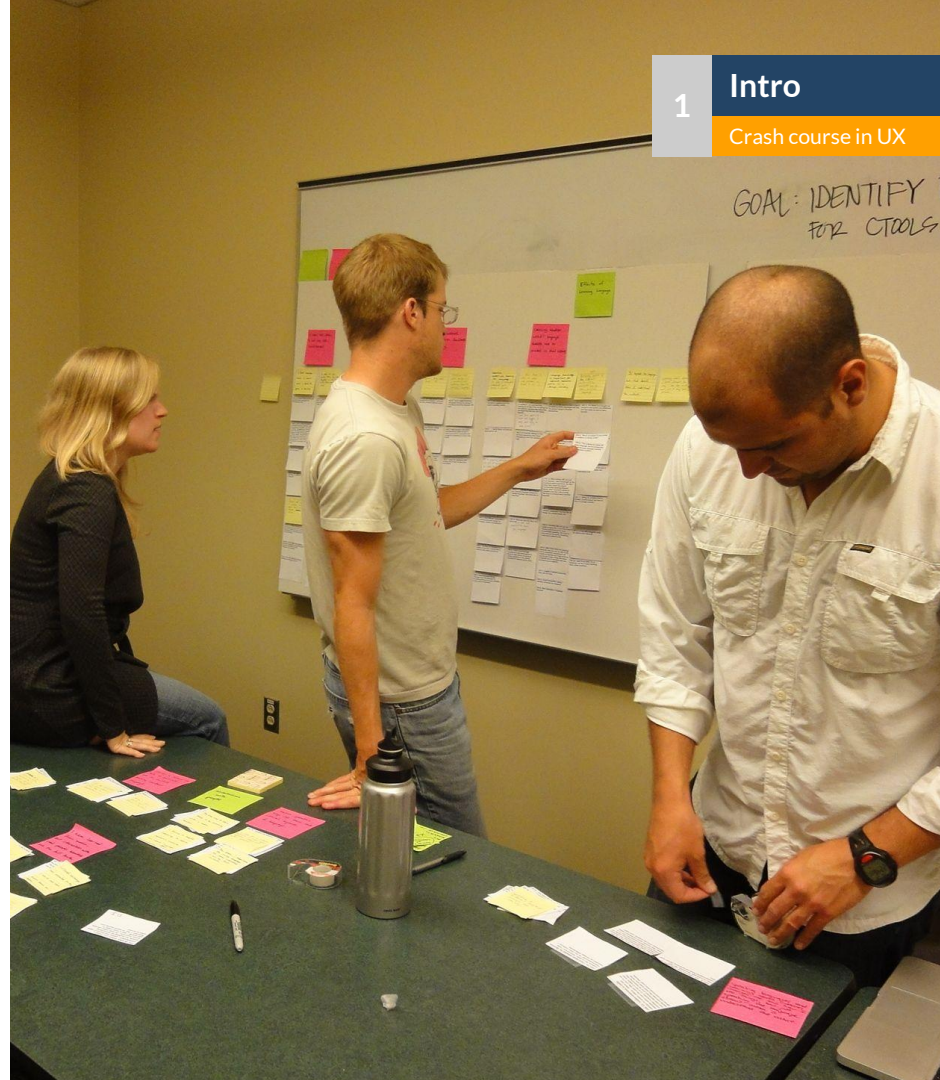
- ▶ How often do you communicate with your manager?
- ▶ Which of the following tools do you use for communication?
- ▶ What functionalities do you most frequently use in your preferred tools?
- ▶ For which tasks do you use your desktop over your mobile device?

Product:

**Mobile work
collaboration tool**

Research: Card Sorting

- 1 Select content
- 2 Select participants
- 3 Prepare the cards
- 4 Execute!



Homework Assignment

1

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- 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