2

Discovery

Crash course in UX

Homework Review

▶ ## Competitive Analysis

Present the findings of your research on the competition.

▶ ## Questionnaire

Present questionnaire and most interesting answers.

Good - The heuristic is thoroughly addressed on the site. Associated designs and features are well implemented and useful.

Fair - The heuristic is addressed but in a basic or incomplete fashion. Associated designs and features are inconsistent and do not cover all aspects of the heuristic.

Poor - The heuristic is not addressed. Associated designs and features are missing or unhelpful.

Library	Michigan	Harvard	Columbia	California	UCLA	Pennsylvania	Stanford
	Kresge Business Administration Library	Baker Library	Business & Economics Library	Thomas J. Long Business Library	Rosenfeld Library	Lippincott Library	Graduate School of Business Library
Details							
# of databases listed	108	150	102	104	171	125	128
Sortability Options	A-Z	A-Z Content Subject	A-Z	A-Z Subject	A-Z Category	A-Z	A-Z Topic
Support Materials	Wiki	Fast Answers	Research Guides	Where do I find?	Business Topics	Research Guides	Research Guides
Databases							
Easy to find	●	●	◑	●	●	◑	●
Sortable	○	●	○	◑	◑	◑	◑
Listed with help documentation	◑	○	○	●	○	○	●
Support Materials							
Easy to find	○	●	◑	◑	●	●	●
Answers to common research questions	◑	●	○	◑	●	◑	●
Resources for specific patron types	◑	●	◑	○	●	○	●
Easy to chat with librarian	●	○	◑	○	◑	◑	◑
Helpful	○	●	○	◑	◑	○	●
Up-to-date	○	◑	○	◑	N/A	◑	●
Searchable		●					

Agenda

- ▶ Brainstorming

- ▶ UX Questionnaire

- ▶ The Core Model

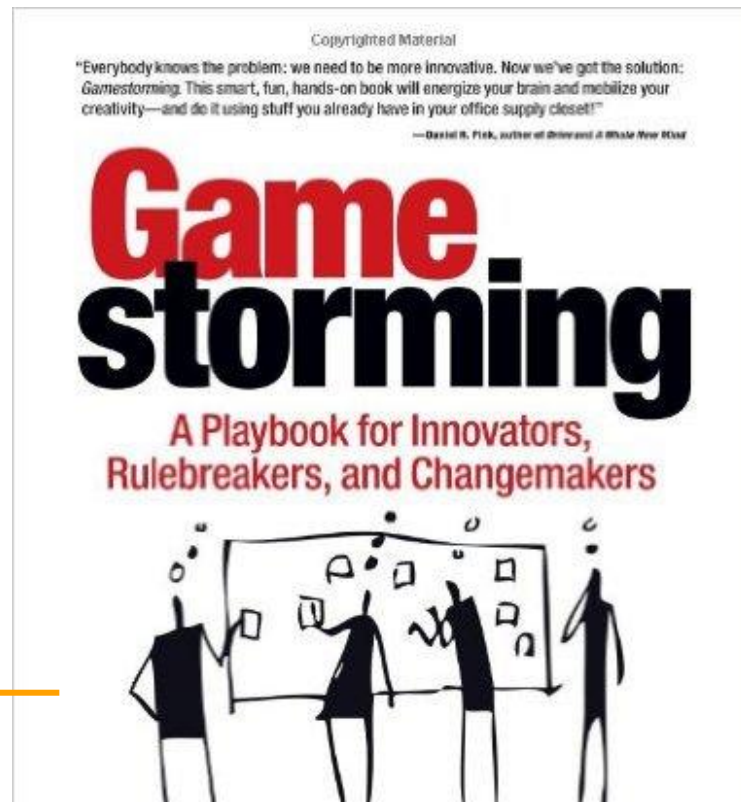# Brainstorming

- Wild ideas are welcome

- Focus on quantity

- Combine ideas to make better ideas

www.gamestorming.com

Brainstorming

1 Define Goals & State the Problem

2 Stimulate Creativity

3 Ideate Individually

4 Share, Expand, and Critique

5 Categorize and Synthesize

Brainstorming:
Post up

- ▶ Write the question or topic

- ▶ Brainstorm ideas individually

- ▶ Write ideas on sticky notes

- ▶ Present all ideas

- ▶ Group and organize ideas

- ▶ Repeat if needed

Brainstorming:
Forced Ranking

- A matrix of items and the criteria

- Rank the items by assigning a number

- Sum total rankings

- Discuss & agree

UX Questionnaire

Team

Goals

Users

Strategy

Tasks & Scenarios

Who needs to be involved?

Are we targeting measurable outcomes?

What do we know about our target users?

Why will people choose us over the alternative?

What are the key workflows?

The Core Model
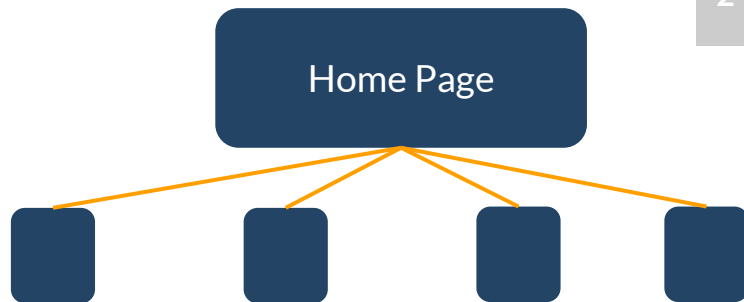
Home Page

This is our
Information Architecture ...

The Core Model

This is our
Information Architecture ...

The Core Model

This is our
Information Architecture ...

The Core Model

This is our
Information Architecture …

The Core Model

This is our
Information Architecture ...
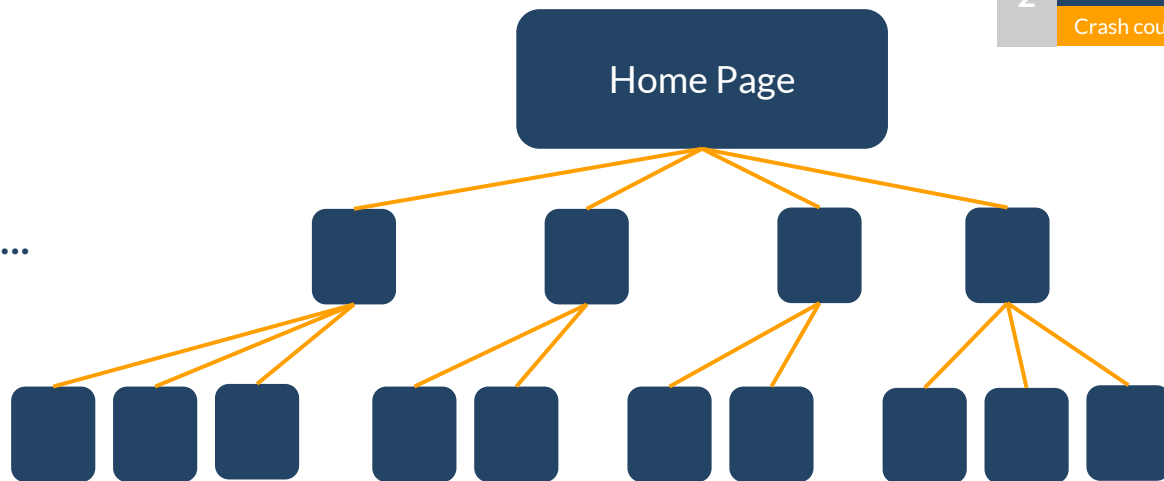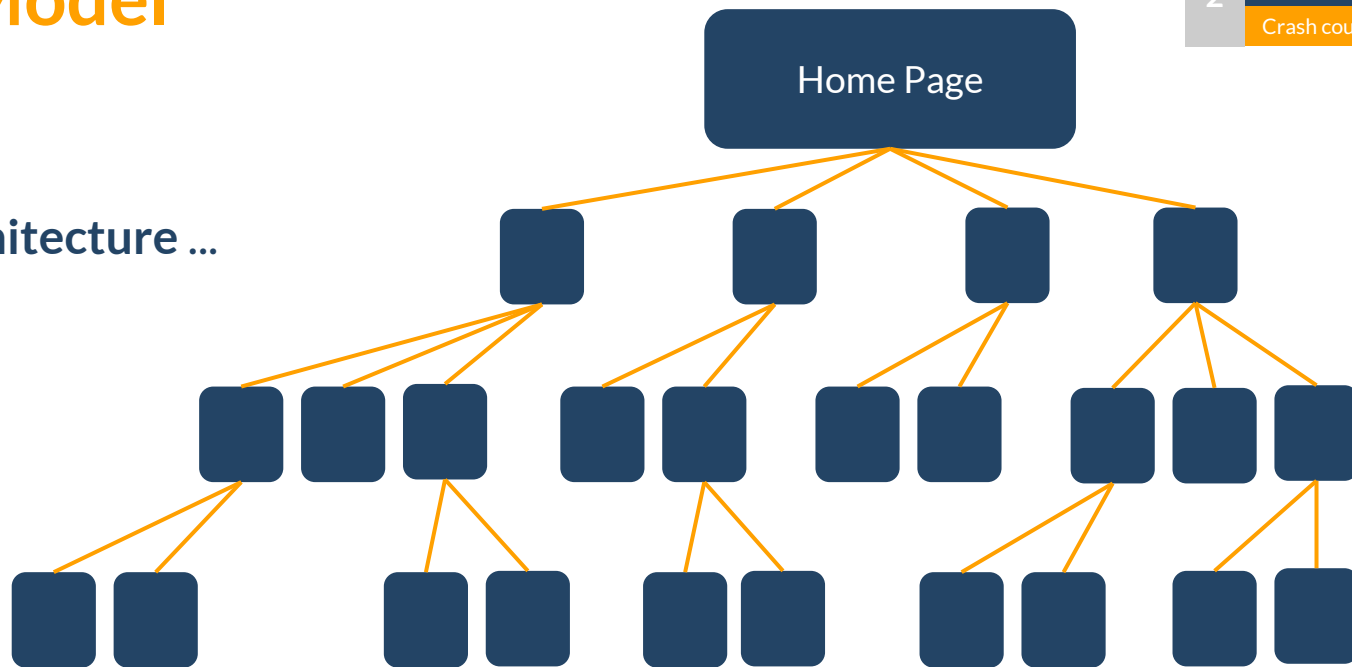
Home Page
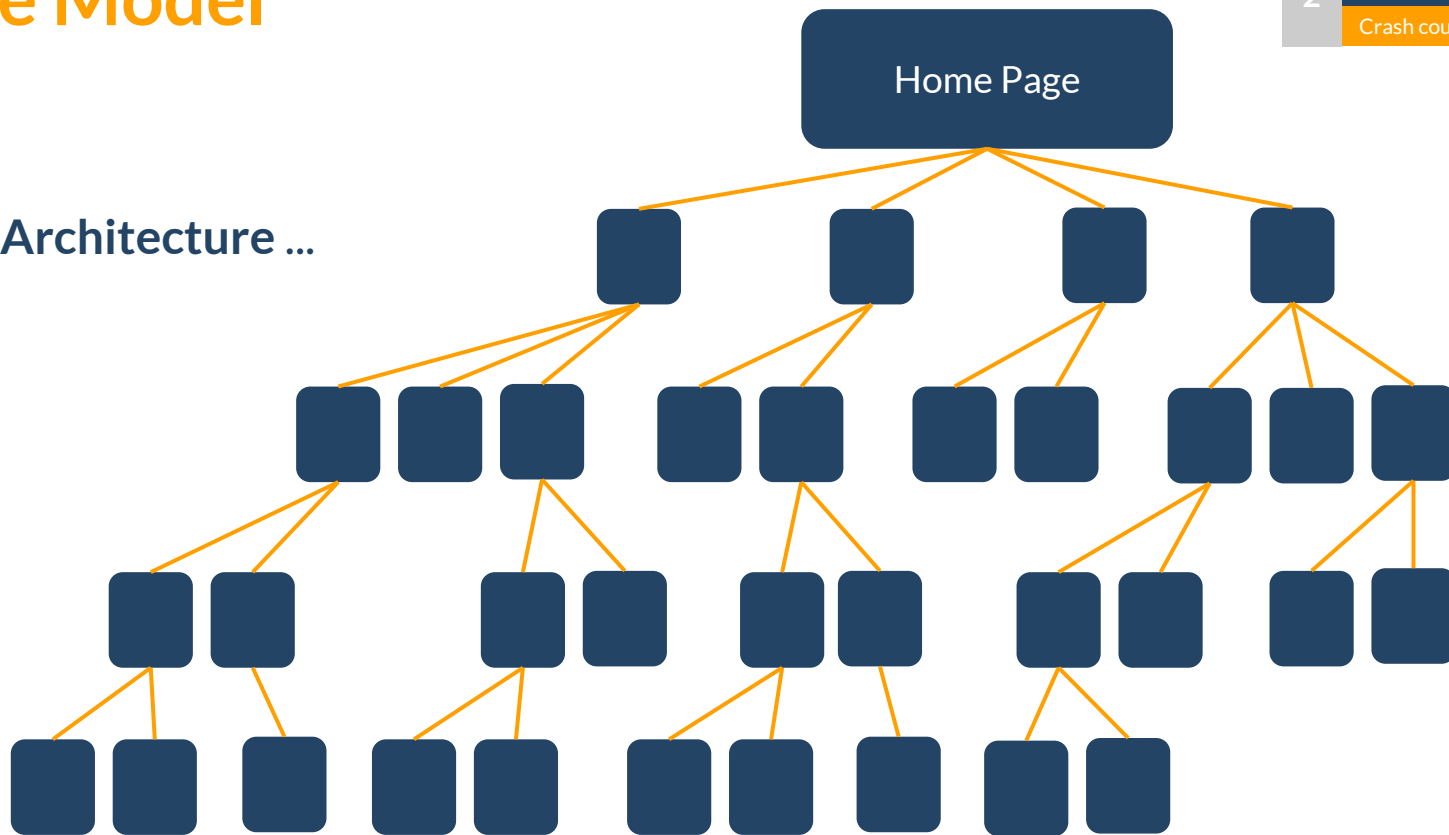
The Core Model

... but our users land here.
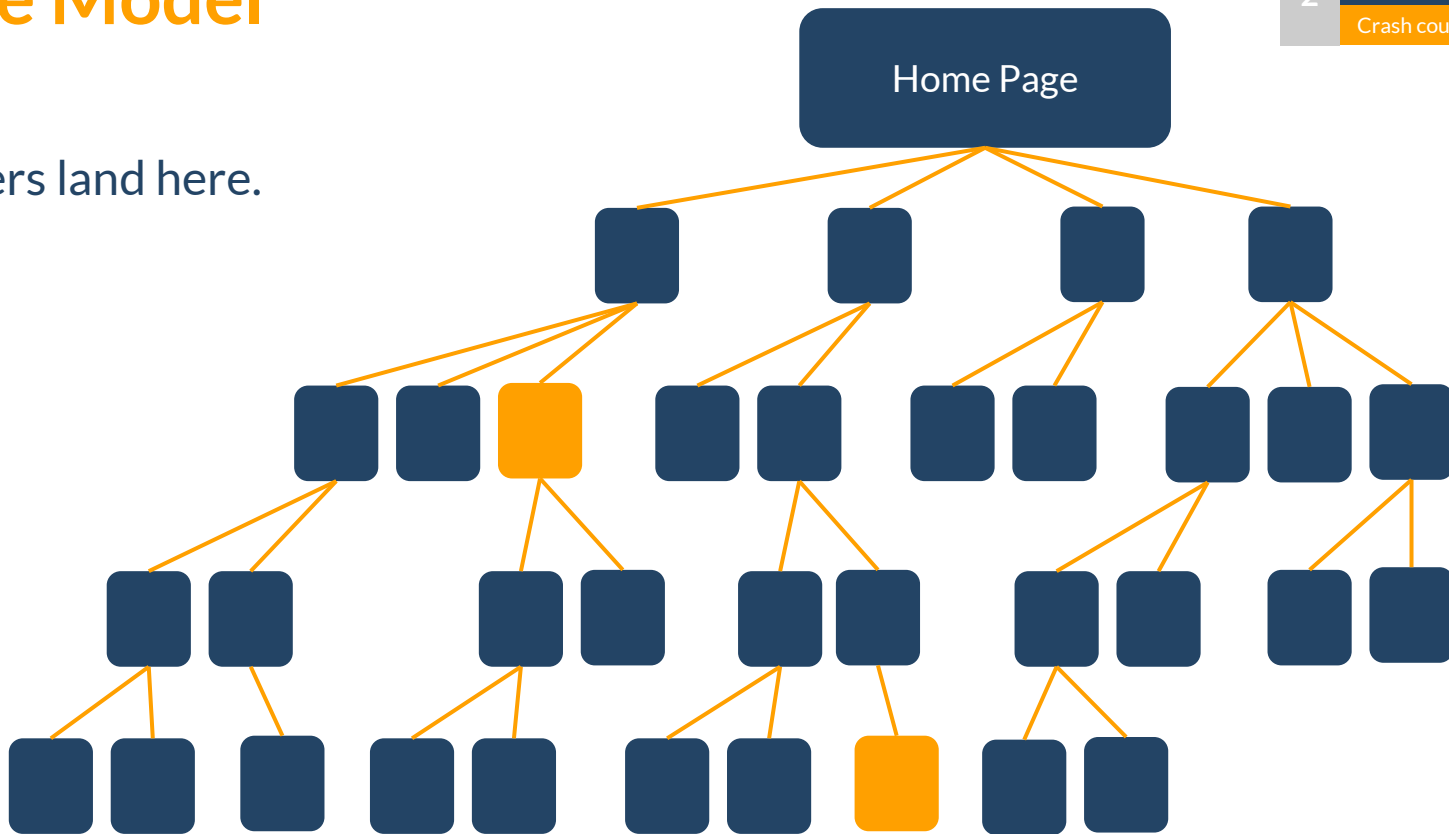
The Core Model

Googled it

Many users never see the website home page

Clicked a link on Facebook

The Core Model

- ▶ **I**dentify Core Pages

- ▶ **I**nward Paths

- ▶ Core Content

- ▶ Outward Paths

- ▶ Prioritizing Core Elements

Core page: _____

Business goals (achieve at least one)   **User tasks**

Inward paths   **Core content**   **Forward paths**

The Core Model:
Identify Core Pages

Core page: _Indigo Studio Download Page_

Business goals (achieve at least one)
- Increase number of downloads
- Turn more trial users into paid users
- Ease users to download the latest version

User tasks
- Download a trial
- Get pricing information
- Find available discounts
- Get the full version

Inward paths	Core content	Forward paths

The Core Model:
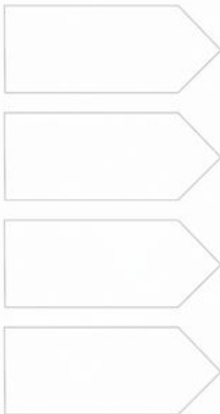## Inward Paths

Core page: _Indigo Studio Download Page_

Business goals (achieve at least one)

Increase number of downloads
Turn more trial users into paid users
Ease users to download the latest version

User tasks

Download a trial
Get pricing information
Find available discounts
Get the full version

Inward paths

Core content

Forward paths

Googling Indigo Studio

From a link in a Facebook post

Followed a link in wikipedia

From a link in our blogs

Core page: Indigo Studio Download Page

Business goals (achieve at least one)
Increase number of downloads
Turn more trial users into paid users
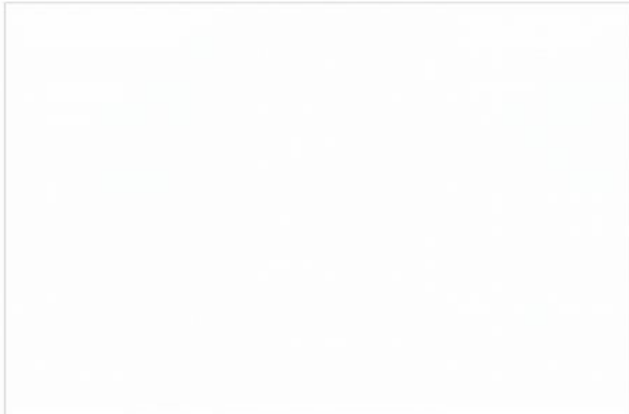Ease users to download the latest version

User tasks
Download a trial
Get pricing information
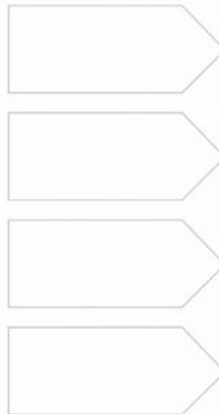Find available discounts
Get the full version

Inward paths
- Googling Indigo Studio
- From a link in a Facebook post
- Followed a link in wikipedia
- From a link in our blogs

Core content

If you work at an educational institution and want to use Indigo Studio design you can get a special educational offer.

Increase size of text in the buy now button and button background contrast with the page background

Basic	Premium	Ultimate
5 features	25 features	Get it all
$99	$299	$499

Forward paths

The Core Model:
Forward paths

Core page: *Indigo Studio Download Page*

Business goals (achieve at least one)
Increase number of downloads
Turn more trial users into paid users
Ease users to download the latest version

User tasks
Download a trial
Get pricing information
Find available discounts
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Inward paths

Googling Indigo Studio

From a link in a Facebook post
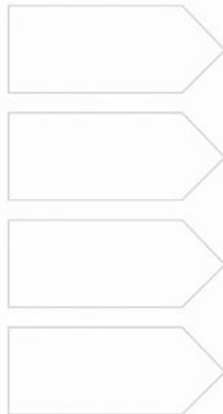
Followed a link in wikipedia

From a link in our blogs

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Increase size of text in the buy now button and button background contrast with the page background

Basic	Premium	Ultimate
5 features	*25 features*	*Get it all*
$99	*$299*	*$499*

Forward paths

Contact sales with a question

Contact sales for educational program

Followed a link in wikipedia

From a link in our blogs

The Core Model: Prioritizing Core Elements

Assignment

We will now distribute printed canvases and let you define a few core pages for your product, describing them via the Core Model.

Core page: _Indigo Studio Download Page_

Business goals (achieve at least one)
Increase number of downloads
Turn more trial users into paid users
Ease users to download the latest version

User tasks
Download a trial
Get pricing information
Find available discounts
Get the full version

Inward paths

Googling Indigo Studio

From a link in a Facebook post

Followed a link in wikipedia

From a link in our blogs

Core content

If you work at an educational institution and want to use Indigo Studio design you can get a special educational offer.

Increase size of text in the buy now button and button background contrast with the page background

Basic	Premium	Ultimate
5 features	_25 features_	_Get it all_
_$99_	_$299_	_$499_

Forward paths

Contact sales with a question

Contact sales for educational program

Followed a link in wikipedia

From a link in our blogs

Homework Assignment

▶ Complete your
Core Model canvases