

User Experience

Tricks of the Trade

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User Story Description

- **Who** (user role)
- **What** (goal)
- **Why** (reason)
 - gives clarity as to why a feature is useful
 - can influence how a feature should function
 - can give you ideas for other useful features that support the user's goals

INVEST in Good User Stories

- [Independent](#) – User Stories should be as independent as possible.
- [Negotiable](#) – User Stories are not a contract. They are not detailed specifications. They are reminders of features for the team to discuss and collaborate to clarify the details near the time of development.
- [Valuable](#) – User Stories should be valuable to the user (or owner) of the solution. They should be written in user language. They should be features, not tasks.
- [Estimatable](#) – User Stories need to be possible to estimate. They need to provide enough information to estimate, without being too detailed.
- [Small](#) – User Stories should be small. Not too small. But not too big.
- [Testable](#) – User Stories need to be worded in a way that is testable, i.e. not too subjective and to provide clear details of how the User Story will be tested.

User Story

**As a [user role] I want to [goal]
so that I can [reason].**

For example:

- As a registered user I want to log in
so that I can access my account information.

User Stories Gone Wrong

As a **product owner**, I want users to be able to enter a username and password in the left-hand of the first screen (under the logo) so that they can log in.

User Stories Gone Wrong

As a **developer**, I need to create a database connection page so that a username and password can be verified during the login function.

User Stories Gone Wrong

As a **login page**, I need a JavaScript file to handle the hashing of the passwords for the login and registration so that the passwords will be secured.

Understanding the User

- Start with Data
 - Analytics
 - Where do they go? When do they go? How do they go?
 - The Marketing Department
 - Demographics
 - Benchmarking
 - Competitors
 - Everything else
 - understand your customer's expectations

Understanding the User

- Getting More Specific
 - Surveys
 - Prospective customers (purchased lists)
 - Existing customers
 - Survey Monkey (free)
 - Interviews
 - Beware of bias
 - Record (ask first)
 - Share paper prototypes

XYZ Insurance

- Analytics – web traffic increasing 7% per year; 32% increase in mobile traffic over past 2 years
- Marketing – Evenly split between men and women, although women reportedly pay the bills 77% of the time
- Benchmark – All but one of your competitors have some kind of online presence, and ½ have the ability to pay online

XYZ Insurance

- Survey – 88% say they would like access to personalized content; 17% would pay their bill online with a check; 82% would pay their bill online with a credit card; 93% are concerned about the security of their personal information
- Interviews – Passwords and usernames are hard to remember, especially if visiting rarely
- Feedback from paper mockup – Expected to see login in upper right corner

Personas

Name: _____

Age: _____ Sex: _____

Occupation: _____

Tech Savvy (1-10): _____

Description: _____

Customer Info

User Goals

Delighters

Pain Points

Personas to User Stories

1. New customer coming to the site to register and look around
2. New mobile user who has been a paper customer for a while but now wants to see what can be done on the new phone
3. Returning user coming to check on a claim filed several weeks ago but forgot username
4. Returning user coming back to the site for the first time in months to file a new claim and forgot password
5. Perspective customer wants to see what information is available
6. Customer who needs to provide a updated information because they moved and are accessing from a public computer since their Internet isn't working yet

More Tips

- Start early!
 - For Agile, create a UX runway of at least 3 sprints
- Use Simple Wireframes
 - Avoid Photoshop, Fireworks, etc.
- Test and Test
 - Prototypes and User Testing
 - <http://www.usefulusability.com/24-usability-testing-tools/>
 - A/B testing
 - <http://blog.crazyegg.com/2014/06/25/best-testing-software/>
 - Usability Testing
 - <http://blog.crazyegg.com/2013/08/08/web-usability-tools/>

Mockups and Wireframes

- Balsamiq – Best for quick and dirty internal concepts
- Axure – Best for interactive user testing
- Pidoco – Like Axure but better for phone dev
- Visio – Because it's likely you already have it
- iPlotz – Decent free version, but runs on Flash
- Pencil Project – Like Balsamiq, but free

Questions?

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