

UI & Empathy

Dale Ahn

Empathy

Users are people

Understand the person

Watch your Voice & Tone

User Interface (UI)

Stay out of the way

Be animated

Web accessibility

Empathy is the feeling that
you understand and share
another person's experiences
and emotions.

Video: The Power of Empathy

<http://youtu.be/1Evwgu369Jw>

Empathy fuels connection.

Empathy

Users are people

Understand the person

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“[People] are not just there to
use our products; we’re here to
build things for them.”

Mark Zuckerberg

Empathy

Users are people

Understand the person

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To help a person understand
your UI you have to
understand the person.

“A lot of times, people don't know what they want until you show it to them.”

Steve Jobs

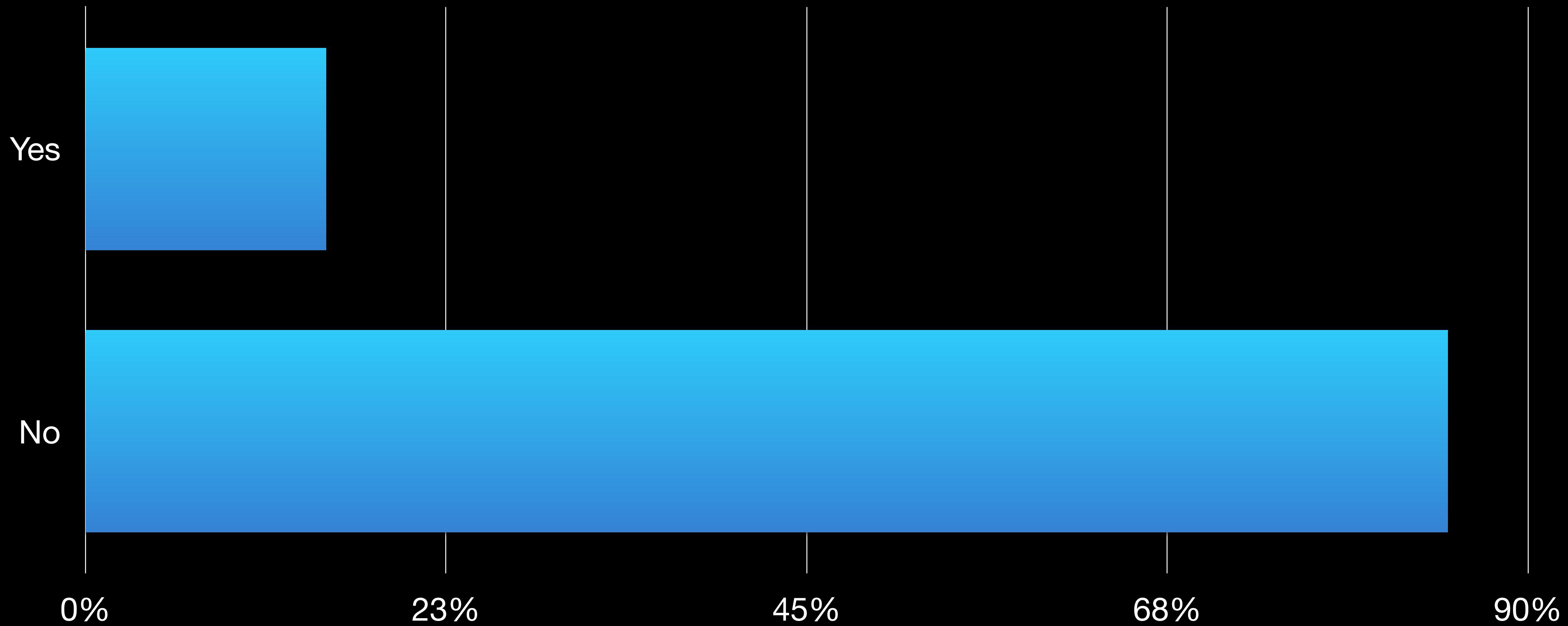
Surveys and interviews.

Quantitative vs. Qualitative

Survey question:

You are setting up vendor accounts in your General Ledger. Would you upload a profile photo for the vendor?

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Personas are fictitious, specific,
concrete representations of
targeted people.



PETER CHAN

+ 23 years old
+ studies geography at
Simon Fraser University

+ lives in Coquitlam
+ in current fellowship group
for four years

GOALS + ASPIRATIONS

Goals:

- + to graduate from Simon Fraser University and then spend some time traveling abroad.
- + doing short-term mission trips in Africa or Asia.
- + to make a difference in people's lives, not just locally but also globally.

Motivations:

- + watching the positive change in people's lives motivates him to

LIKES + DISLIKES

Likes:

- + values long lasting friendships, meeting new people, and socializing.
- + listens to *Praise 106.5*, a Christian radio station.
- + Chinese food and other East-Asian cuisines.
- + playing video games
- + socializing on Facebook

"My vision is deteriorating... I may have to change glasses even more frequently."

DAILY ROUTINES



socialize
Goes out with friends and fellowship members often and is mindful of people's personal lives.



workout
Works out every Thursday at the SFU recreational



volunteer
Volunteers at church activities and events.



school
Takes Geography courses, natural sciences and history.



Ad-hoc personas are lightweight
versions of personas.

Create “I need...” statements
from the other person’s
perspective.

Pastor:

“I need to be able to see last weekend’s attendance totals.”

College student:

“I need to be able to give
online because I don’t have
a check book.”

Potential visitor:

“I need to know the church’s address and service times. I’m new to the area.”

Research helps to remove the
big problems before designing
the problem.

Work quick with wireframes and prototypes. It doesn't have to be perfect, it just needs to convey the concept.

Usability tests will show you
what people can or cannot
accomplish with your designs.

Video: Usability Test

[http://public.videos.s3.amazonaws.com/watermarked/
Amz_SignMeUp.mp4](http://public.videos.s3.amazonaws.com/watermarked/Amz_SignMeUp.mp4)

An iterative cycle between
research and design is typical.

Empathy

Users are people

Understand the person

Watch your Voice & Tone

Be conversational and speak
the person's language.

Your tone should **adapt** to the
person's likely **feelings**.

Hi... which satellite are you a part of?



Select your satellite



Set Satellite

You wouldn't greet a new person this way at church so why would you do this on your website?

Empathy is not easy.
It will take practice.

User Interface (UI)

Stay out of the way

Be animated

Web accessibility

What is User Interface?

<http://edlea.com/blog/product-ux-ui-cereal/>

Datacenter



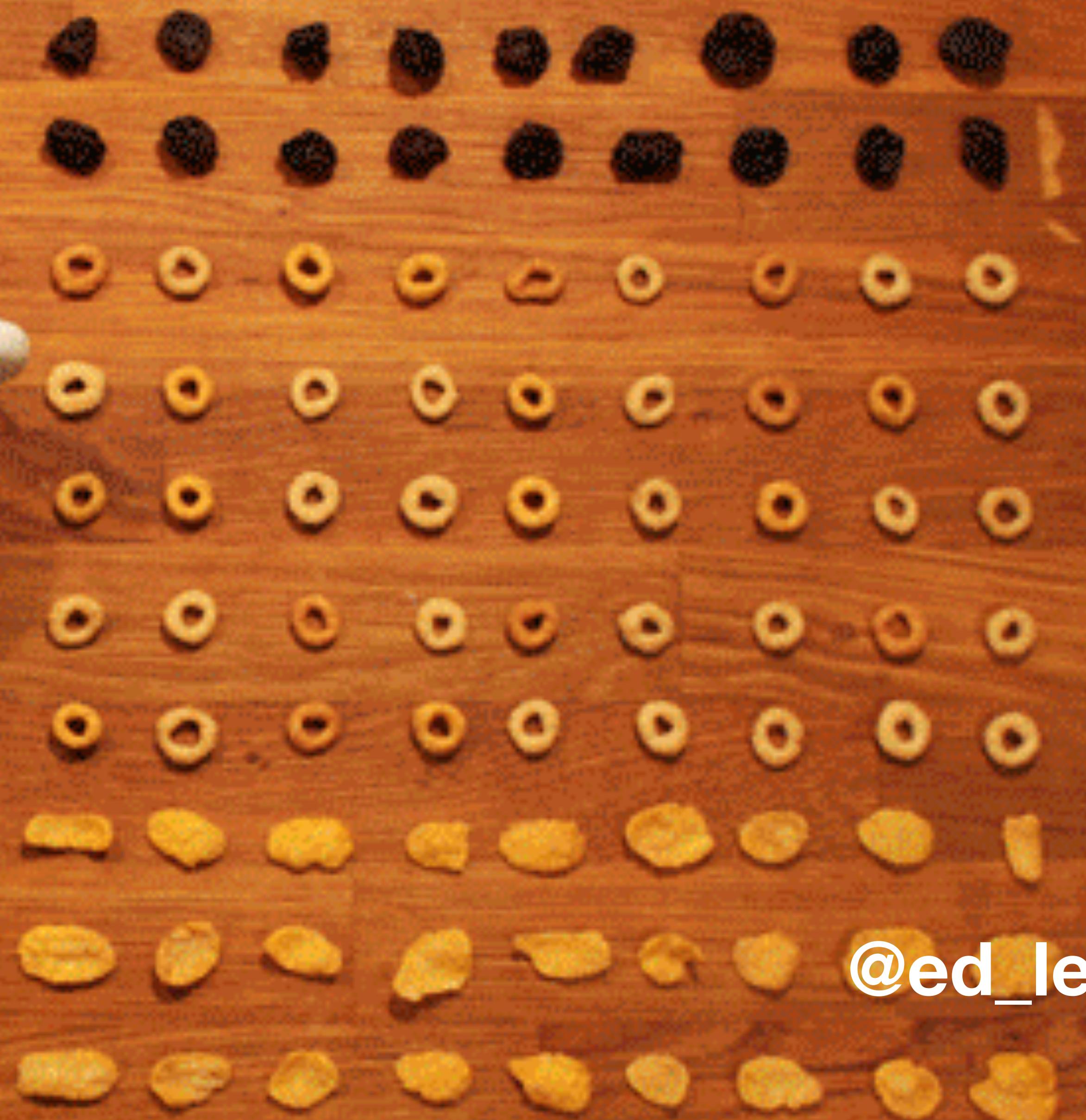
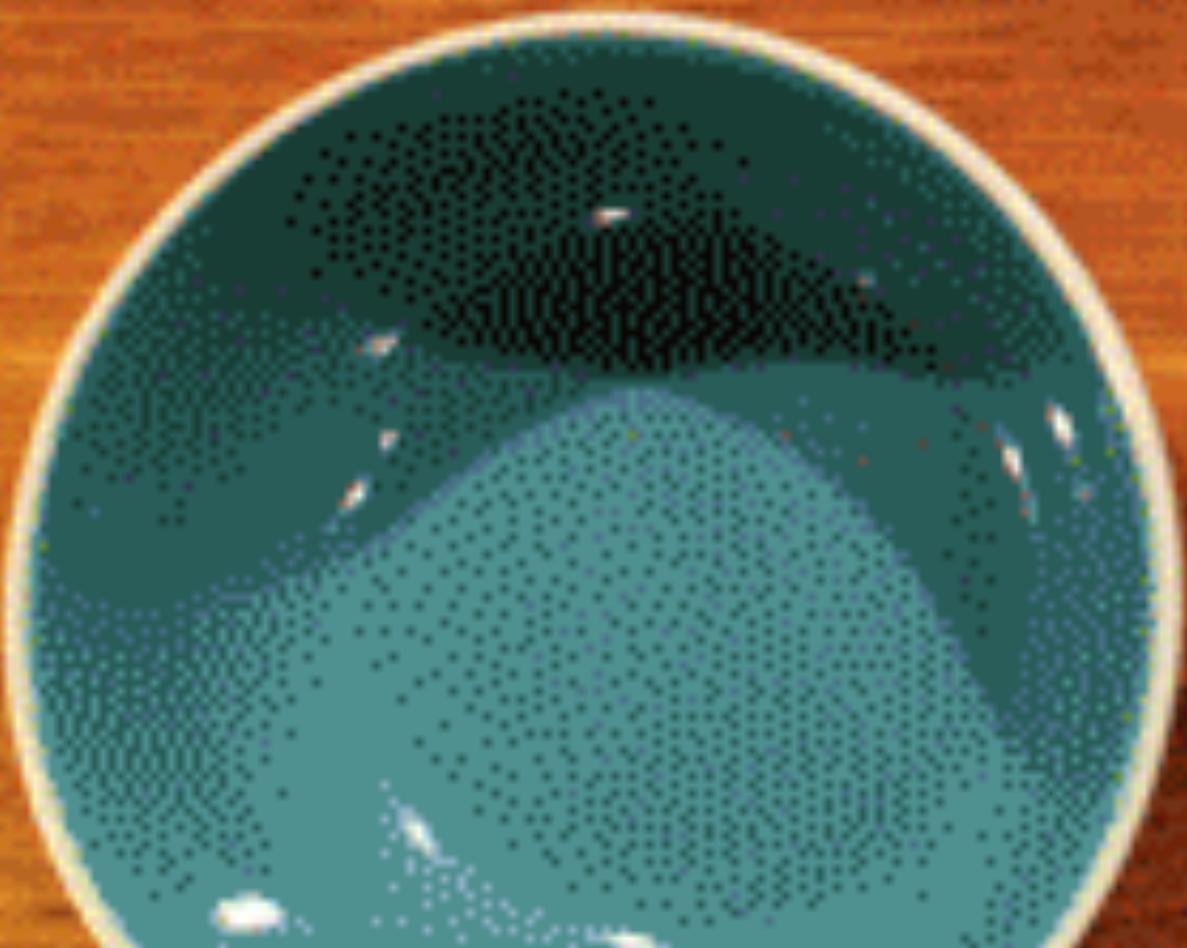
@ed_lea

Server



@ed_lea

Product



@ed_lea

User Experience (UX)



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User Interface is what a person
interacts with to accomplish
their goal.

User Interface (UI)



@ed_lea

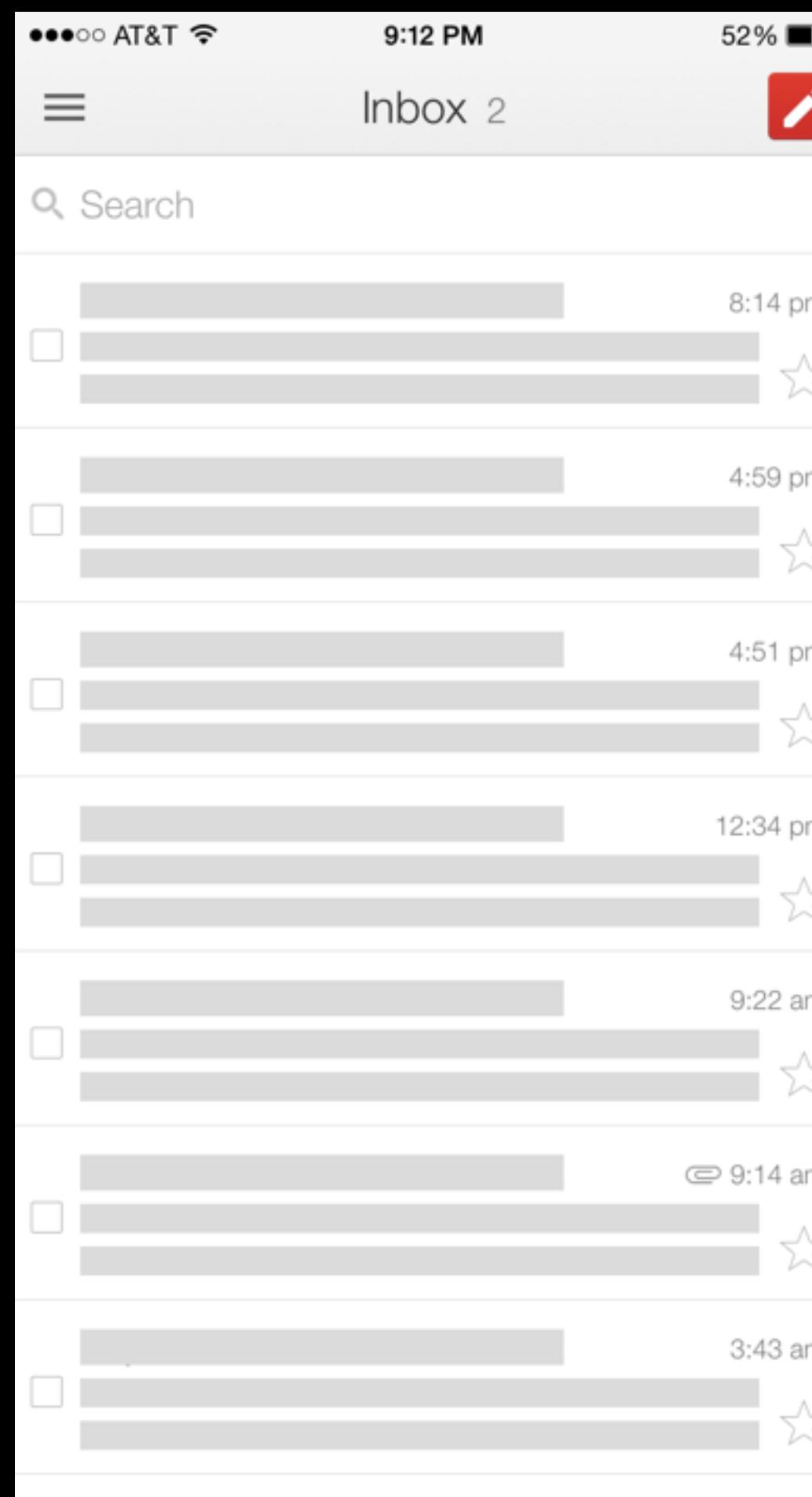
User Interface (UI)

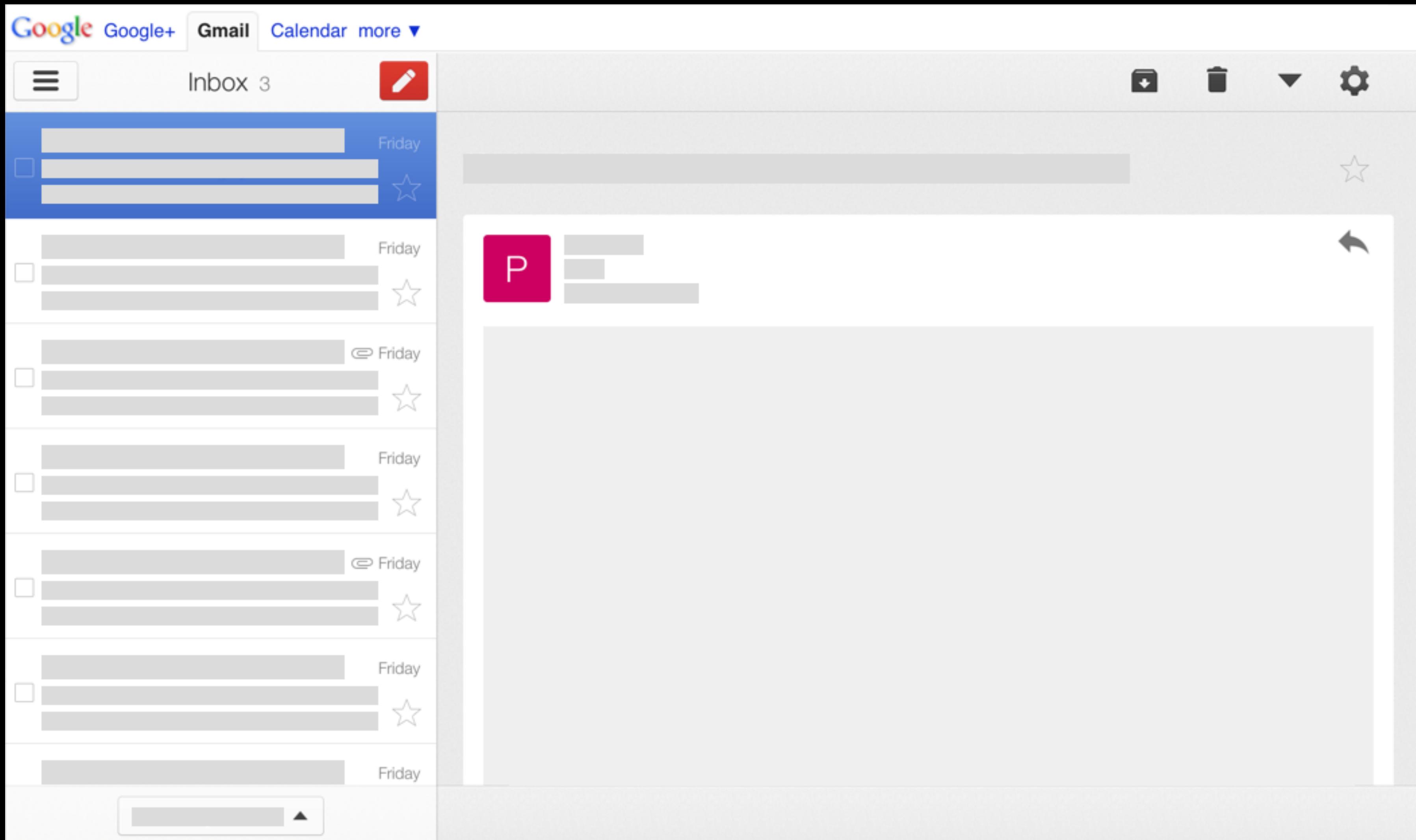
Stay out of the way

Be animated

Web accessibility

Mobile first







Gmail ▾



More ▾

COMPOSE

Inbox (3)

Sent Mail

Drafts

Spam

More ▾

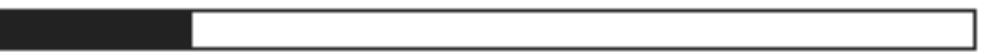
Important and unread

1–3 of 3

Oct 6

- [redacted]
- [redacted] ★
- [redacted]

No conversations selected

You are currently using 3.78 GB (25 %) of your 15 GB. – [Manage](#)

Oct 4

- [redacted]
- [redacted] ★
- [redacted]

Sep 24

- [redacted]
- [redacted] ★
- [redacted]

Starred

1–3 of 3

Everything else

1–25 of 9,063

10:36 am

- [redacted]
- [redacted] ★
- [redacted]

9:22 am

- [redacted]
- [redacted] ★
- [redacted]

⌚ 9:14 am

- [redacted]
- [redacted] ★
- [redacted]

3:43 am

- [redacted]
- [redacted] ★
- [redacted]

12:30 am

- [redacted]
- [redacted] ★
- [redacted]

Gmail ▾

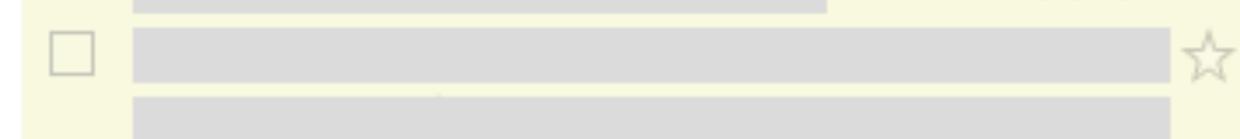


COMPOSE

Important and unread 1–3 of 3

Inbox (2)

Oct 6



Sent Mail

Drafts

Spam

More ▾

Oct 4



Sep 24



Starred 1–3 of 3

Everything else 1–25 of 9,063

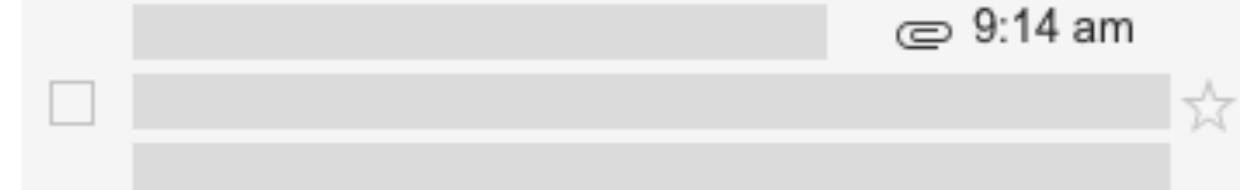
10:36 am



9:22 am



9:14 am



3:43 am



12:30 am

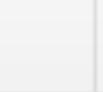
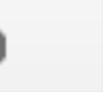


Inbox x

Click here to Reply or Forward



Gmail ▾



Mark as read



More ▾

COMPOSE

▼ Important and unread

1–3 of 3

Inbox (2)

Oct 6

Sent Mail

Drafts

Spam

More ▾

Oct 4

Sep 24

▶ Starred

1–3 of 3

▼ Everything else

1–25 of 9,063

10:36 am

9:22 am

9:14 am

3:43 am

12:30 am

Inbox x

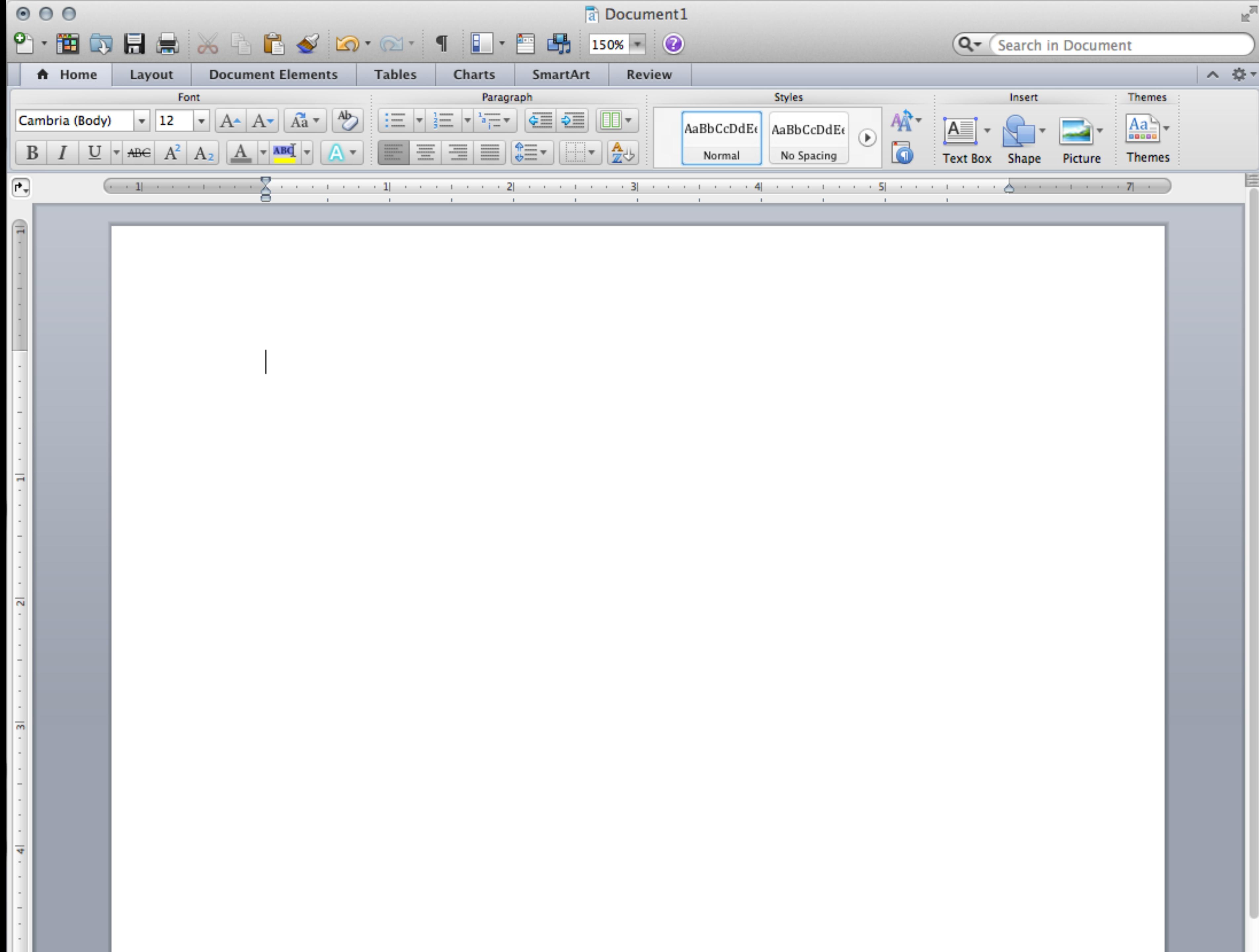


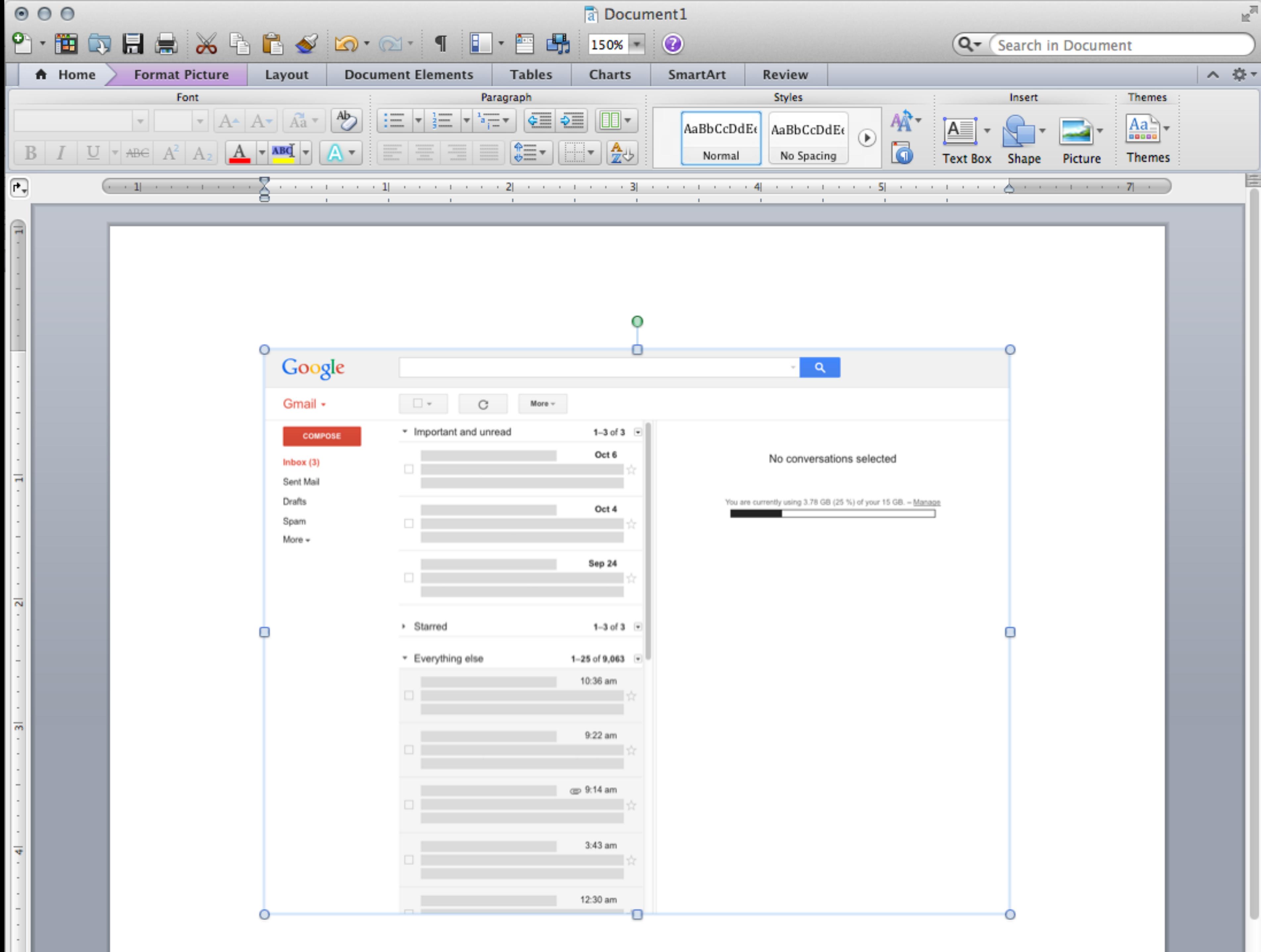
Oct 6 (7 days ago) ★ ↗

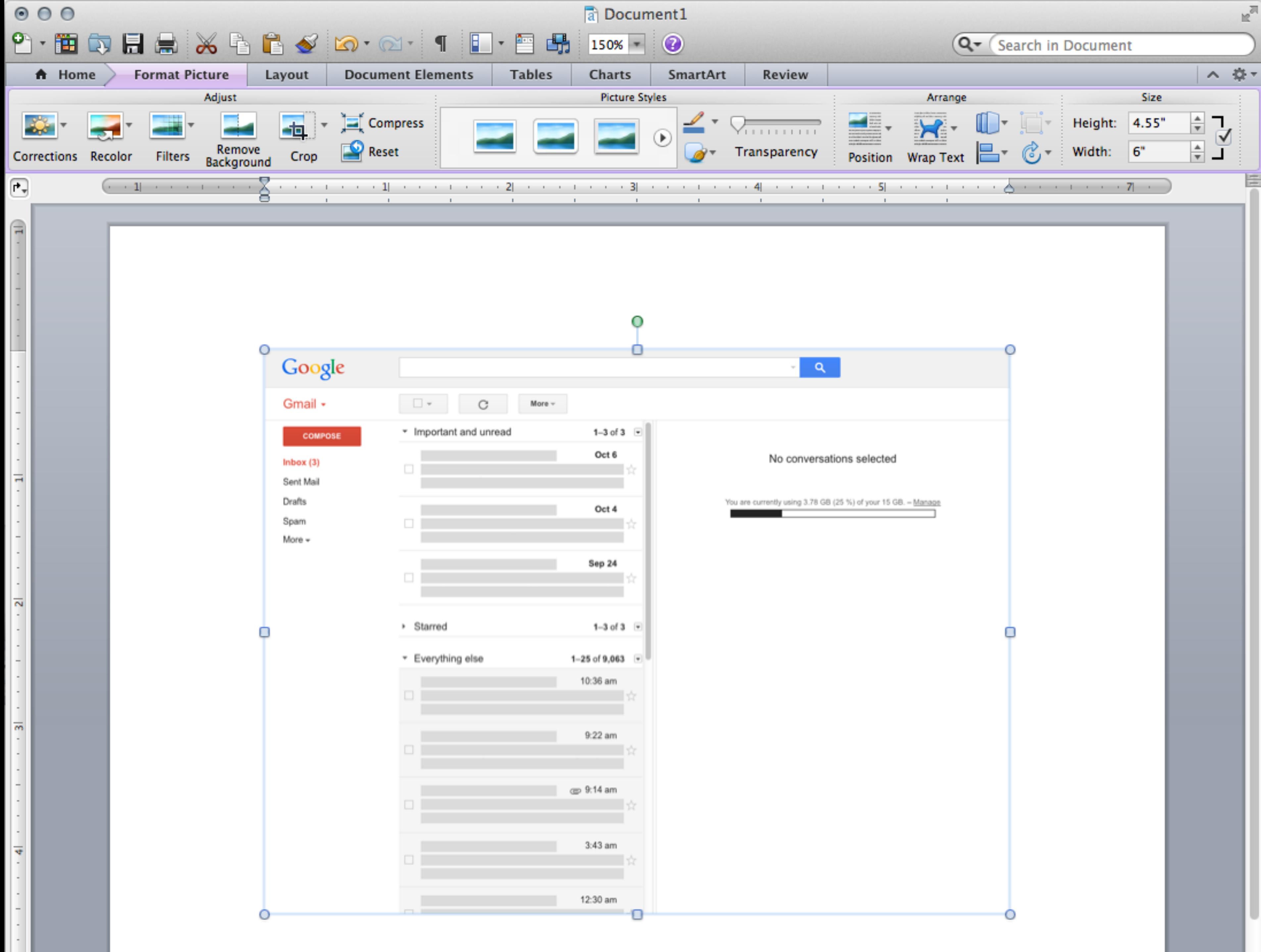
Click here to Reply or Forward

“Everything should be as simple
as possible, but not simpler.”

Albert Einstein







Not all products are equal.

Some products by its very nature will look complicated but will work in a way that is still understandable.

User Interface (UI)

Stay out of the way

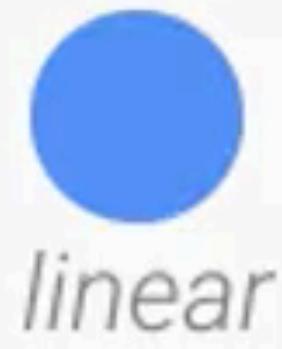
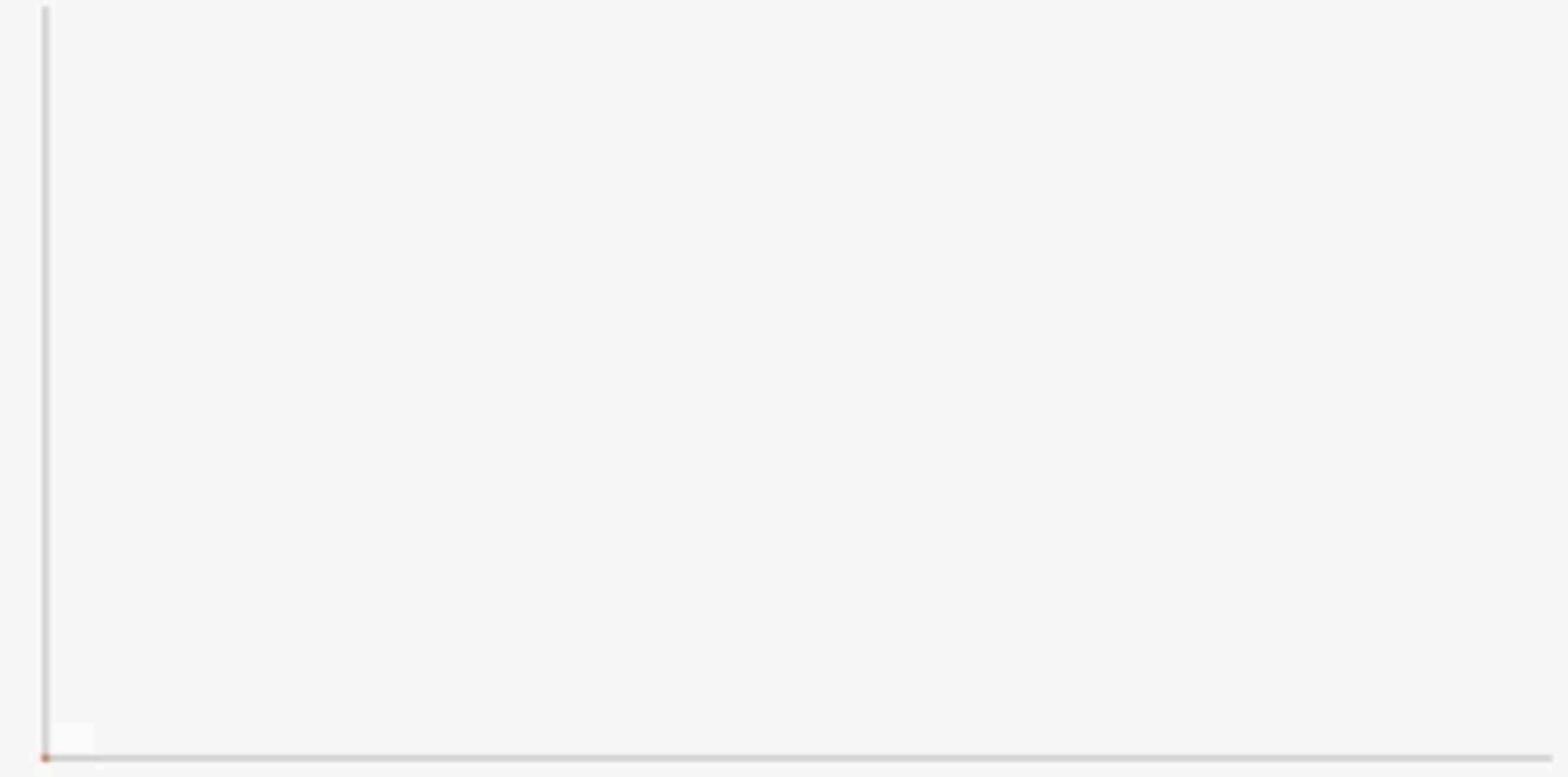
Be animated

Web accessibility

Authentic Motion

<http://www.google.com/design/spec/animation/authentic-motion.html>

y positon



linear



swift out

Responsive Interaction

<http://www.google.com/design/spec/animation/responsive-interaction.html>

 WIFI-01

 WIFI-02

 WIFI-03

 WIFI-04

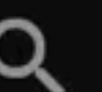
 WIFI-05

Meaningful Transitions

<http://www.google.com/design/spec/animation/meaningful-transitions.html>



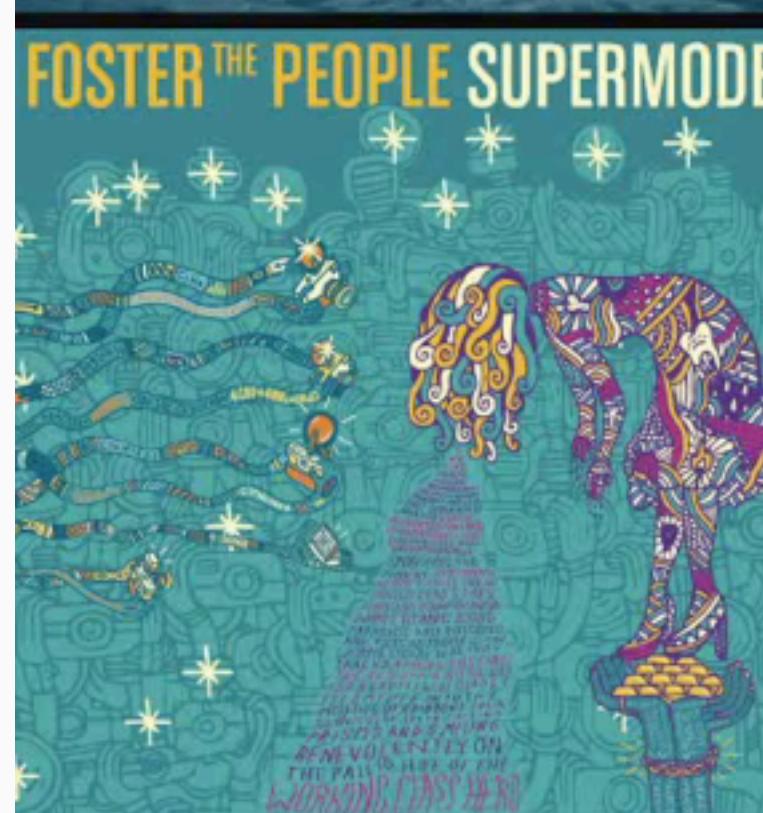
My Library



In a Perfect W...
Kodaline



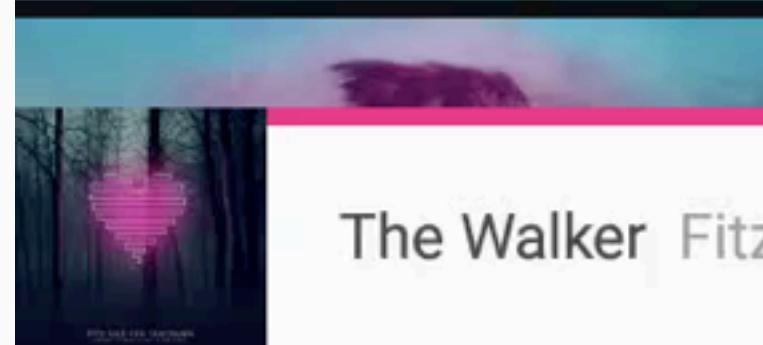
Recently added



Supermodel
Foster the People



Halcyon Days
Ellie Goulding



The Walker Fitz & The Tantrums





tos > Beach



Files



IMG_4130.jpg

Jun 5, 2014



IMG_4131.jpg

Jun 5, 2014



IMG_4132.jpg

Jun 5, 2014



IMG_4133.jpg

Jun 5, 2014



IMG_4134.jpg

Jun 5, 2014



IMG_4135.jpg



Animations need to serve a functional purpose.

Faster animations give the perception that your product is quicker than it actually is.

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Web accessibility

The web should be accessible
to people with a diverse range
of **hearing, movement, sight,**
and **cognitive ability.**

As many as **14%** of the
total population might live
with disabilities.

Your product should be
perceivable, operable, and
understandable.

Content must be **robust** enough
that it can be interpreted reliably
with assistive technologies.

Thank you!

@daleahn

dale.ahn@acstechnologies.com

Resources:

Voice & Tone

<http://www.voiceandtone.com>

Ad-hoc Personas

<http://adlininc.com/adhoc/>

Accessibility

<http://www.sitepoint.com/accessible-usable-website/>

<http://www.sitepoint.com/web-accessibility-tools-considerations/>

Tools:

InVision

<http://www.invisionapp.com>

Sketch

<http://bohemiancoding.com/sketch/>