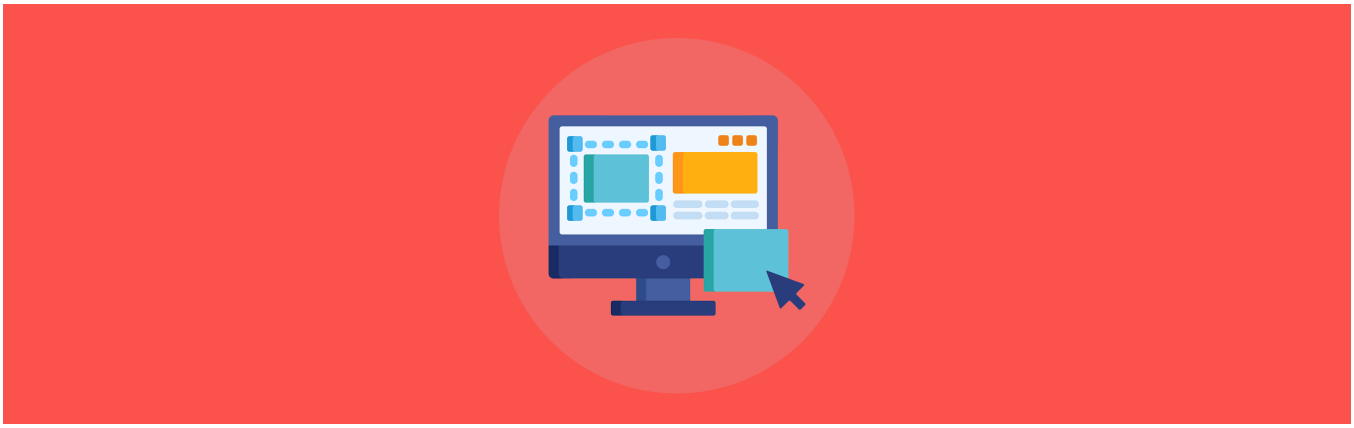

Topic: User Experience

What is usability and what is user experience? How do you design a user experience? Everything about it in this EcommerceWiki topic.

Hosts:

Curators:

Hannes Robier

Joel Marsh

Chapters:

User Experience and Design Basics

What is usability?

Some argue that usability is in the eye of the beholder. What may be easy to use for one person may be impossible for another. A good example is the website of Lingscar. Some may argue that it is the worsted website ever created, others may love it.

What is user experience?

By definition, usability is all about developing products efficiently, effectively and to the highest satisfaction of the customer. However, these properties should not only be applied to products (digital or not), but also extended to services and processes to create and design holistic experiences.

In short the difference between usability and user experience is that usability is about the product or service itself while the user experience includes the entire experience including the orientation which product to buy, the actual purchase of the service, the usage of the product and the after sales support.

What is UX?

Many people mistakenly think that “UX” means a user’s experience, but it is actually about “doing” the process of User Experience Design. UX Design (also sometimes called UXD) involves a process very similar to doing science: UXD does research to understand the users, develop ideas to solve the users’ needs — and the needs of the business — and build and measure those solutions in the real world to see if they work. The video below explains UX in more detail.

What are the basic principles of UX design?

To idenitfy the key fundamentals of User Experience we have to define all Touch Points. These could be in fact everything, every ad, product, campaign between a company and a customer. To define they key principles, everything has to be as satisfactory, effective and efficient as possible. Some design guidelines.

What are the 5 main ingredients of UX?

Ux is a process and these lessons roughly follow that process but there are 5 things you should always keep in mind thorughout the process: The 5 main ingredients of UX.

Psychology

The mind of a user is complex. You should know; you have one (I assume). UXers work with subjective thoughts & feelings a lot; they can make or break your results. And the designer must ignore their own psychology sometimes too, and that’s hard! Ask yourself: What is the user’s motivation to be here in the first place?

- How does this make them feel?
- How much work does the user have to do to get what they want?
- What habits are created if they do this over and over?
- What do they expect when they click this?
- Are you assuming they know something that they haven’t learned yet?
- Is this something they want to do again? Why? How often?
- Are you thinking of the user’s wants and needs, or your own?
- How are you rewarding good behaviour?

Usability

If user psychology is mostly subconscious, usability is mostly conscious. You know when something is confusing. There are cases where it is more fun if something is hard — like a game — but for everything else, we want it to be so easy that even a Miss Teen USA contestant could use it. Ask yourself:

- Could you get the job done with less input from the user?
- Are there any user mistakes you could prevent? (Hint: Yes, there are.)
- Are you being clear and direct, or is this a little too clever?
- Is it easy to find (good), hard to miss (better), or subconsciously expected (best)?

- Are you working with the user's assumptions, or against them?
- Have you provided everything the user needs to know?
- Could you solve this just as well by doing something more common?
- Are you basing your decisions on your own logic or categories, or the user's intuition? How do you know?
- If the user doesn't read the fine print, does it still work/make sense?

Design

As the UX designer, your definition of "design" will be much less artistic than a lot of designers. Whether you "like it" is irrelevant. In UX, design is how it works, and it's something you can prove; it's not a matter of style. Ask yourself:

- Do users think it looks good? Do they trust it immediately?
- Does it communicate the purpose and function without words?
- Does it represent the brand? Does it all feel like the same site?
- Does the design lead the user's eyes to the right places? How do you know?
- Do the colors, shapes, and typography help people find what they want and improve usability of the details?
- Do clickable things look different than non-clickable things?

Copywriting

There is a huge difference between writing brand copy (text) and writing UX copy. Brand copy supports the image of the company. UX copy gets shit done as directly and simply as possible. Ask yourself:

- Does it sound confident and tell the user what to do?
- Does it motivate the user to complete their goal? Is that what we want?
- Is the biggest text the most important text? Why not?
- Does it inform the user or does it assume that they already know what its about?
- Does it reduce anxiety?
- Is it clear, direct, simple, and functional?

Analysis

In my opinion, most designers' weak spot is analysis. But we can fix that! Analysis is the main thing that separates UX from other types of design, and it makes you extremely valuable. It literally pays to be good at it. So, ask yourself:

- Are you using data to prove that you are right, or to learn the truth?
- Are you looking for subjective opinions or objective facts?
- Have you collected information that can give you those types of answers?
- Do you know why users do that, or are you interpreting their behaviour?
- Are you looking at absolute numbers, or relative improvements?
- How will you measure this? Are you measuring the right things?
- Are you looking for bad results too? Why not?
- How can you use this analysis to make improvements?

This article is based on the book UX for Beginners, a crash course in 100 short lessons.

How to Understand Users?

What is user research?

Ah, users. The sun in the UX solar system and the thorn in our sides. One of the Sacred Laws of UX is "never blame the user" even though, let's be honest, somtimes it is really tempting. However, if you feel that way, it is because you do not understand your users, so what is user research?
Different people will say that User Research happens at different stages in the process. Some say you do it first. Some say you make some drawings and do it then. Some say you do it after building a working product. They are all right. There is never a bad time to do user research. Do it early, do it often. The important question isn't when. It's what. As in: what are you trying to learn about your users?

There are two main types of information that you can get from research that involves people: subjective and objective.

Subjective Research

The word “subjective” means that it is an opinion, or a memory, or your impression of something. The feeling it gives you. The expectations it creates. Not a fact.

- “What is your favorite color?”
- “Do you trust this company?”
- “Does my ass look fat in these pants?”
- i.e. — There is no right answer.

To get subjective information you have to ask people questions.

Objective Research

The word “objective” means a fact. Something true. Something you can prove. Your opinion doesn’t change it, no matter how hard you wish.

- “How long did you spend using our app?”
- “Where did you find the link to our site?”
- “How many people visited our website today?”

If people had perfect memories and never lied (especially to themselves) we could ask them about this stuff. If you find someone like that, let me know. Objective data comes in the form of measurements and statistics. But just because you can count something doesn’t make it objective.
For example: If 102 people say something is good and 50 people say it’s bad, the only objective information you have is the number of people that voted. Whether it is “good” or “bad” is still subjective. With me so far? (If not, I will blame myself for explaining badly, not you for reading badly.)

Sample Size

As a general rule, more people makes more reliable information, even if it is subjective. 1 opinion could be completely wrong. If a million people agree, it is a good representation of the crowd’s beliefs (but could still be false, objectively). So collect as much info as possible for your research. Lots of subjective info can become… almost objective?!
If you ask a lot of people to guess the answer to something objective — like jelly beans in a jar — the average guess will often be pretty close to the real, objective, answer. But the “wisdom of a crowd” about something subjective can also cause riots and get George W. Bush elected, so… yeah. Be careful.

How to ask people questions?

Often in UX, especially at the start of something new, you will need to get information from real people. So how do we ask people questions?

3 basic types of questions

- **Open Questions**: “How would you describe me?” — This allows for a wide range of answers, and works well when you want all the feedback you can get.
- **Leading Questions**: “What are my sexiest features?” — This narrows the answers to a certain type. My example assumes that I have some sexy qualities, which might not be true! Be careful: this type of question also excludes answers you might want to know!
- **Closed/Direct Questions**: “Which is sexier, my elbows or my knees?” — This type of question offers a choice. Yes or no. This or that. But remember: if the options are stupid, the results will be stupid.

Some examples of subjective research

- **Interviews**: Get somebody and ask them a set of questions, one-by-one.
- **Observation**: Give people tasks or instructions and watch them use your design, without help. Afterward, you can ask them questions.
- **Focus Groups**: Get a bunch of people in a room together and ask them to discuss your questions.Note: Confident people often persuade others in the group, and a few random people are an unreliable example of anything, which is why I would rather set myself on fire than do a focus group in real life.

- **Surveys**: A form, which people answer on paper or online. These can genuinely feel anonymous, which is useful.
- **Card-Sorting**: Each person gets a set of ideas or categories (on cards or post-its), which they sort into groups that make sense. After many people have done this it gives you an idea of how your menu should look. ProTip: don't use your colleagues for this. Use normal users.
- **Google**: It's amazing how many useful opinions you can find online, for free, right now.

Important

- Ask the same questions, the same way, to everyone.
- Avoid interpreting questions or suggesting answers.
- People might lie to avoid embarrassment or if it seems like you prefer a particular answer.
- Take notes or record the interview. Do not rely on your memory, ever.

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What are personas?

Originally used in user-centered design (UCD), marketing analysis (OgilvyOne) and industrial design, personas are fictional representation of users or customers, including their goals, desires, behaviours, attitudes, skills and limitations among other attributes.

Personas can be based on real, fictional or simulated data about customer demographics and online behavior, along with educated speculation about their personal histories, motivations, and concerns.

What are the benefits of personas?

In general personas can help to better understand the (potential) user and/or buyer:

- To get new business ideas
- To design better products
- To design better user journeys
- To set-up better processes
- To create better designs
- To create better user interfaces
- To build better marketing campaigns
- To determine which features to add to a website
- Etcetera …

In essence personas allows the organization to think more from a customer perspective. They provide powerful guidance for making strategic and planning decisions. Instead of designers thinking "What would my CEO like?" they ask questions like "Is this what persona A wants?".
To summarize the benefits:

- It forces companies to think from a user perspective.
- It helps prioritise which features to build.
- It makes internal discussions easier, more efficient and more objective.

Which elements could the persona include?

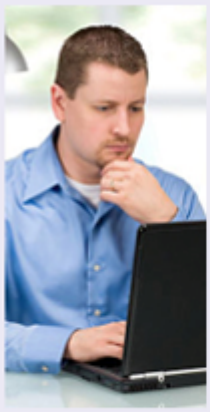
A persona is a representation of a user that includes a concise summary of characteristics of the user group. Typical characteristics which are collected are:

- Goals: What are users trying to achieve and how do they try to achieve these? Are there secundary goals?
- Frustrations: What pain points, challenges does the user have
    - Which the product or service may solve
    - In the customer journey
- Behavior: What are the typical behavioral patterns of a user group:
    - Where do they live (urban, suburban, rural), work, sport, relax, shop?
    - What do they read, listen to, which websites do they visit?
    - Which devices, social media do they use?
- Demographics: gender, age, family background, income, education level, etcetera

- Lifestlye: preferred brands, vision on live, norms & values
- Personality: extrovert/introvert,
- Influencers: What are the relevant influencers of the user group (partner, children, colleagues, review sites, additional features, research companies, etc...)? What are their preferences?
- Experiences: How internet/computer literature are they? Do they have experience with the product/service to be bought?

It is not important that all this information is collected (collecting everything may even result in too much data). In the end the persona should represent the user group for which the product/service is designed and answer the question: What does the persona want / need?
Some examples of personas are included below:

PERSONAS




Name	Jack Smith	Jane Rogers	James Bond	David Watkins
Age	Young-30	Young-30	Young-33	Senior-55
Industry	IT	Marketing	Banking	Medical
Personality	Extroverted	Introverted	Extroverted?	Introverted?
Technology Use	Technical enthusiast	Technical minimalist	Technical enthusiast	Technical minimalist
Meeting Goals – 1	Capture essentials	Systematic Pattern	Capture essentials	Systematic pattern
Meeting Goals – 2	Brainstorm	Contribute and make status reports	Present Solutions	Coordinate and make status reports
Needs	Store on-going sketches	Attend multiple connected meetings	Get information from Missed Meetings	Effective meeting facilitating and note-taking
Preferred Notes Format	Whiteboard notes	Audio notes	Consolidated Notes w/ Handouts & Slides	All types of notes
Note Sharing?	YES	YES	YES	YES
Other Desires	Search Audio Notes	Playback of Audio Notes for Context	Enhanced Teleconferencing	Custom Configuration of Software

How to create UX design personas?

Just like marketers have a target audience, UX designers have user personas/profiles: description of users, based on research. But there are many kinds of personas. Design personas have a different goal from marketing personas.
First of all, let’s nail down what DESIGN personas or profiles are NOT:

- Personality types
- Demographics
- Characters in your “brand story”
- Stereotypes based on your experience
- Shallow or 1-dimensional
- Concepts
- Predictions

So what is a persona / user profile?

It describes the goals, expectations, motivations, and behaviour of real people. Why do they come to your site or app? What are they looking for? What do they expect from your site or app? What makes them nervous? And so on.
All the information you need should be in your research and data. If you can't back it up with research or data, you're just making shit up and you should stop.

- **Bad Profile**: Persona A is a female, between the ages of 35-45 with an above average income and education. They have at least one child and own at least one new vehicle. They are outgoing and career-oriented, and tend to be right-brain thinkers.
- **Why it's bad**: That might be great if you're selling ads, but as far as UX goes, that profile is basically useless. Why? Because it doesn't allow you to say "no" to any feature ideas. What sort of features does a female between 35-45 need? It could be anything!
- **Useful Profile**: Persona A is an experienced manager, mostly interested in one or two areas of expertise. They visit often, but they are pressed for time, so they focus on "collecting" content to read on the weekends. They tend to be prolific social media sharers, mostly to Twitter and LinkedIn. They consider themselves thought-leaders, so public image is important.
- **Why it's useful**: Now you have a lot of information to use! You know that fluffy content will not be popular, self-curating will be a big deal and you have a basis for setting up content categories. They need easy access to sharing, and only certain types of social sharing will be relevant.

You also get to say "no" to a Facebook campaign, because these users don't spend time there, and digest emails will be better than frequent notifications because these people are already pressed for time.

Think of "Ideal" Users. Several of them!

When you think about features, think of the most valuable version of the users you see in real life. You're not trying to support the current behaviour; you're trying to nudge those users toward an "ideal" version of themselves.
Also remember that all users are not alike! You will probably have a few different behavioural groups, and they all deserve a good profile.

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How to design for different devices?

In today's world, we are not just talking about a phone or a laptop. We are probably talking about both, plus a tablet, and probably ''wearable'' devices like a smartwatch or virtual reality soon enough. So how do we design for all these devices.

Step 1: How does it like to be touched?

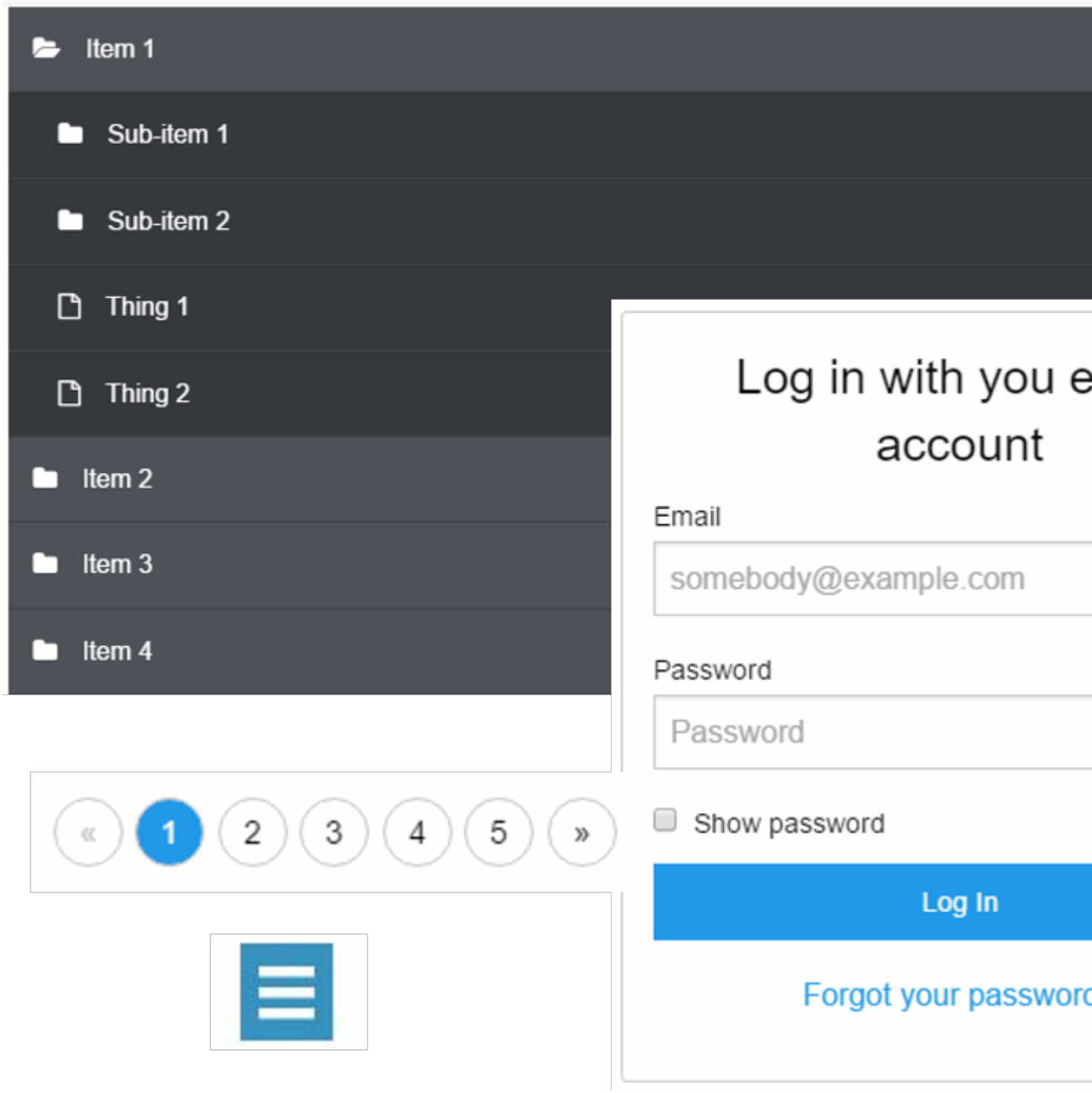
With your finger or your mouse? One of the first things to consider when designing something to be used (digital or not) is how it will be used, physically. In the case of digital, we will usually need some sort of input device like a mouse, or your fingers.

A mouse is a device you hold in your hand, and it moves the little arrow on the screen. It involves hand-eye coordination. It can select a single pixel, but 8-10 pixels is more comfortable. It can click, click-and-drag, drag-and-drop, select an area or list, and more! The table below shows an overview of the strenghts of the mouse versus the finger.

	Mouse	Fingers
Precision	High	Low
Number of points specified	1	usually 1 2–3 with multi-touch
Number of controls	3: left/right button, scroll wheel	1
Homing time?	Yes	No
Signal states	Hover, mouse-down, mouse-up	Finger-down, finger-up
Accelerated movements	Yes	No
Suitable for use with huge screens (30-inch or more)	Yes, because of acceleration	No: arm fatigue
Visible pointer/cursor	Yes	No
Obscures view of screen	No, thus allowing for continuous visual feedback	Yes
Suitable for mobile	No	Yes: nothing extra to carry around
Ease of learning	Fairly easy	Virtually no learning time
Direct engagement with screen and "fun" to use	No: an indirect pointing device	Yes
Accessibility support	Yes	No

What are design patterns?

When many designers have the same challenges, e.g. mobile app menus, and someone solves it in an elegant way, e.g. Facebook's hidden menu, and many designers use that solution, it helps users understand those sites and apps faster, because they see the same solution over and over. These commonly used solutions are called: Design Patterns.



What is an information architecture?

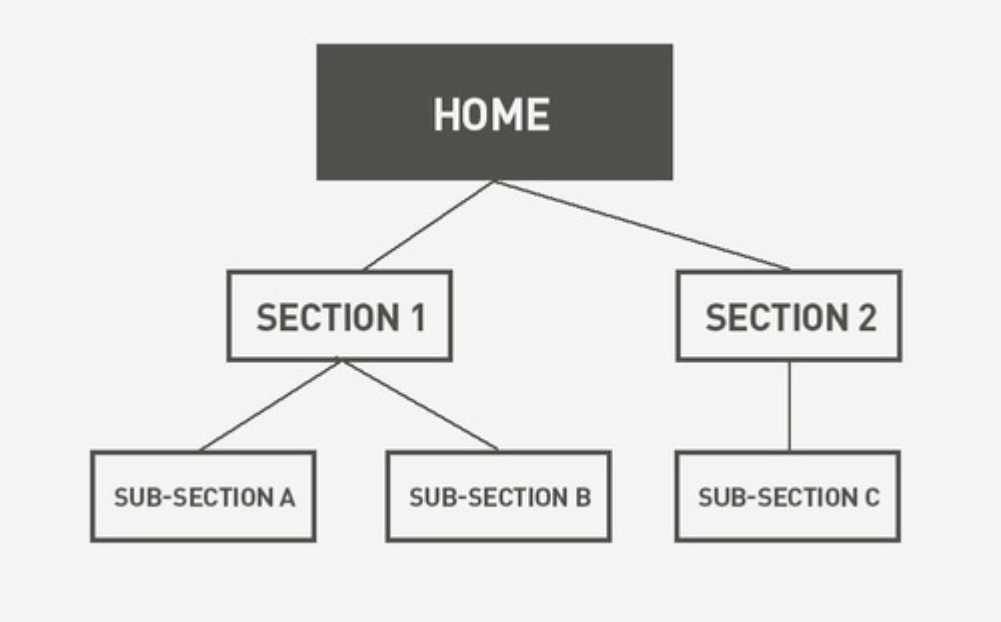
So far we have mostly discussed the ways to understand and plan UX design. The first step in designing a real solution is the general structure of the thing, introducing: Information Architecture (IA).

IA = Structuring information

An information architecture (IA) is a structural design of information. If the idea of creating “structure” in “information” is completely new to you, this presentation might help get you started: Understanding Information Architecture.

Information Architecture (IA) can be relatively simple with a small project, and incredibly complicated with a large project.

IA is invisible. To work with it, we need to draw a Site Map. Here is a simple example:



What are wireframes?

When most people think of UX, they think of the line-and-boxes diagrams called wireframes. Unfortunately, many people think that doing wireframes is the same as doing UX.

What are not wireframes?

Before we get started, you should know What Isn't a Wireframe, just in case you have let some bad habits into your own process (or your company's process). A wireframe IS a planning document. It IS a technical instruction document for the "builders". Wireframes allow us to say insightful stuff like "Oops, I forgot the main menu!" in the same way an architect could say "Oops, I forgot the front door!" The following is a list of how wireframes can be used incorrectly.

Wireframes are not a basic sketch

Often we treat wireframes like a quick and dirty sketch, or like step 1 of the design. "Just make a wireframe for now!" They aren't. Wireframes specifically exclude design, to show how the site/app will work, not how it will look. Those napkin drawings you (and I) make at the beginning are important for sorting out our thoughts, but they're not wireframes. Explain early concepts/thoughts in words and pictures, not with wireframes. Show flows as icons, hand-drawn sketches, site maps, slides, or user stories instead… they're better, faster to make, and easier for the client to understand.

Good wireframes take time

I know they look basic, but there is a lot of thinking behind those empty rectangles. Every little piece must be planned, placed carefully on a specific page. Every link needs a destination. Every page needs a link (on another page) to get there. Every button needs to be where the user needs it, and not to be where the user doesn't need it. Wireframes are 90% thinking, 10% drawing. Make sure everyone respects the need for the 90% part!

Wireframes aren't presented in phases

Everything made by humans goes through "drafts" as we perfect our ideas, but wireframes are either ready or they're not. If they're not finished it is because something isn't solved, isn't organized, won't work, will be hard to use, or is missing. If you can't start to build, the wireframes are a work-in-progress. Don't be afraid to say that to a client or your manager! Making decisions based on half-ready wireframes is a nightmare waiting to happen. I say this from experience.

Wireframes should be taken seriously

I have watched people move a printed wireframe (on paper) from one section of a site to another because it "feels" better. I have seen a 70-page set of wireframes for a social network that didn't have a profile page (designed by one of the top ad agencies in the world!). I have seen user-generated content that cannot be generated anywhere. I have seen a client cross out a "register now" button because it's "ugly" in the wireframe. I have seen a site designed & launched by a global agency without a main menu (you thought I

was joking when I said that, didn’t you?).

These may or may not seem like a big deal, but each is an example of a crippling mistake that could destroy a product or service.

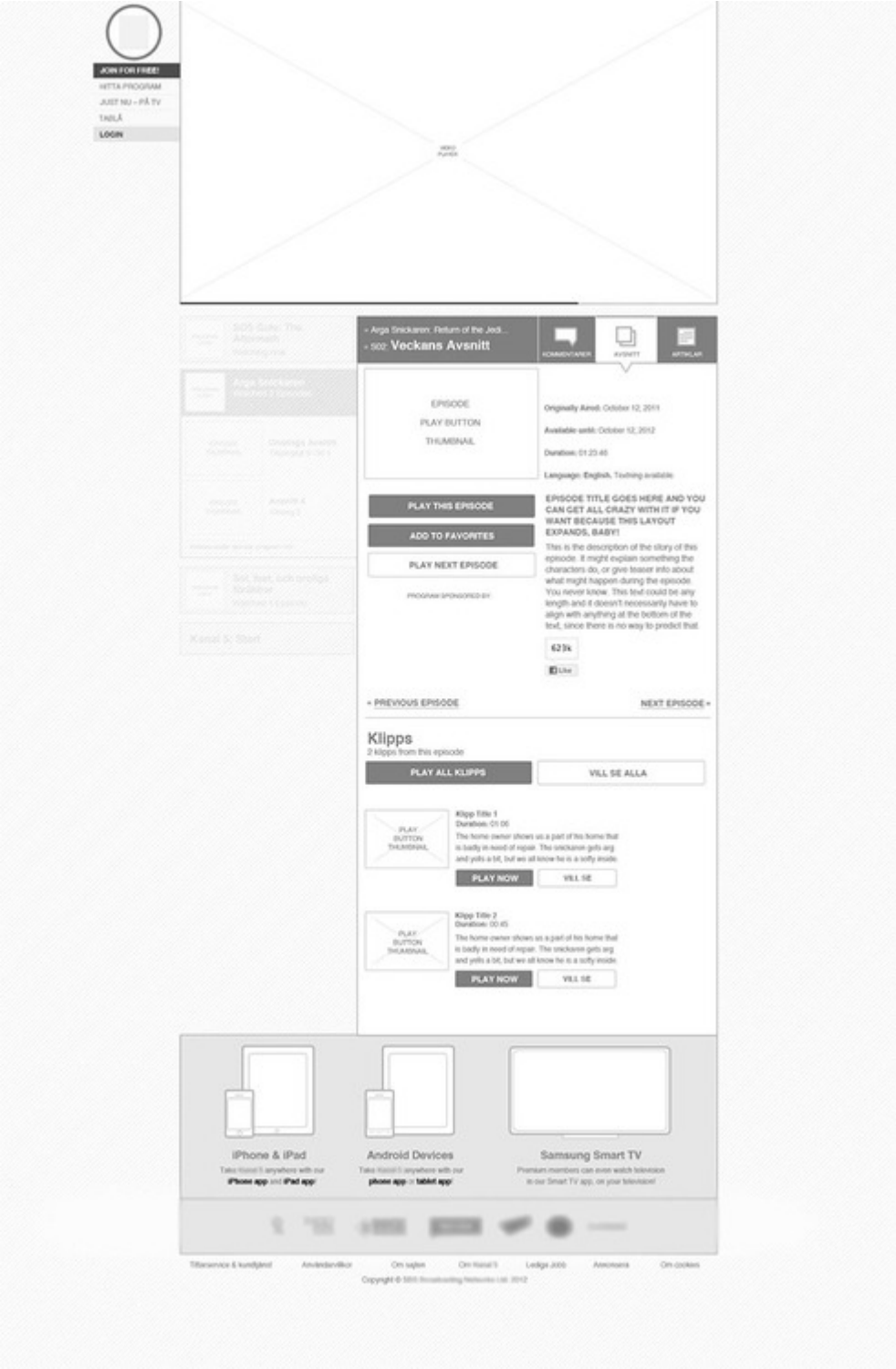
Plan enough time for wireframes — especially in large projects. Label and describe (i.e. — “annotate”) each element of each page, so a developer never has to ask you what a button is supposed to do.

Wireframes are not meant for display

I die a little every time I see wireframes colored blue and presented in a stylish way. Immediately I know that the people behind those wireframes have no respect for what they’re doing: they have not used color with meaning (red for warning, etc.), they have tried to pass important things by a client/boss by making them prettier, and they have put the focus on the “look & feel” in a document that is primarily for technical purposes. Making a wireframe look like a blueprint is the equivalent of using Comic Sans to write a contract.

The general idea

A wireframe is a technical document, like the one below (but not necessarily as “pretty” as that one). Lines, boxes, labels. Maybe a color or two. That’s it.



What are the key visual design principles?

Visual design principles help the UX designer to direct the user's attention. Some parts of your design are more important than others, but those are not always the things we notice naturally. So we have to help users notice the important stuff. Below several visual design principles are discussed. The list is by no way complete, feel free to add!

Visual weight, Contrast, Depth & Size

Visual weight

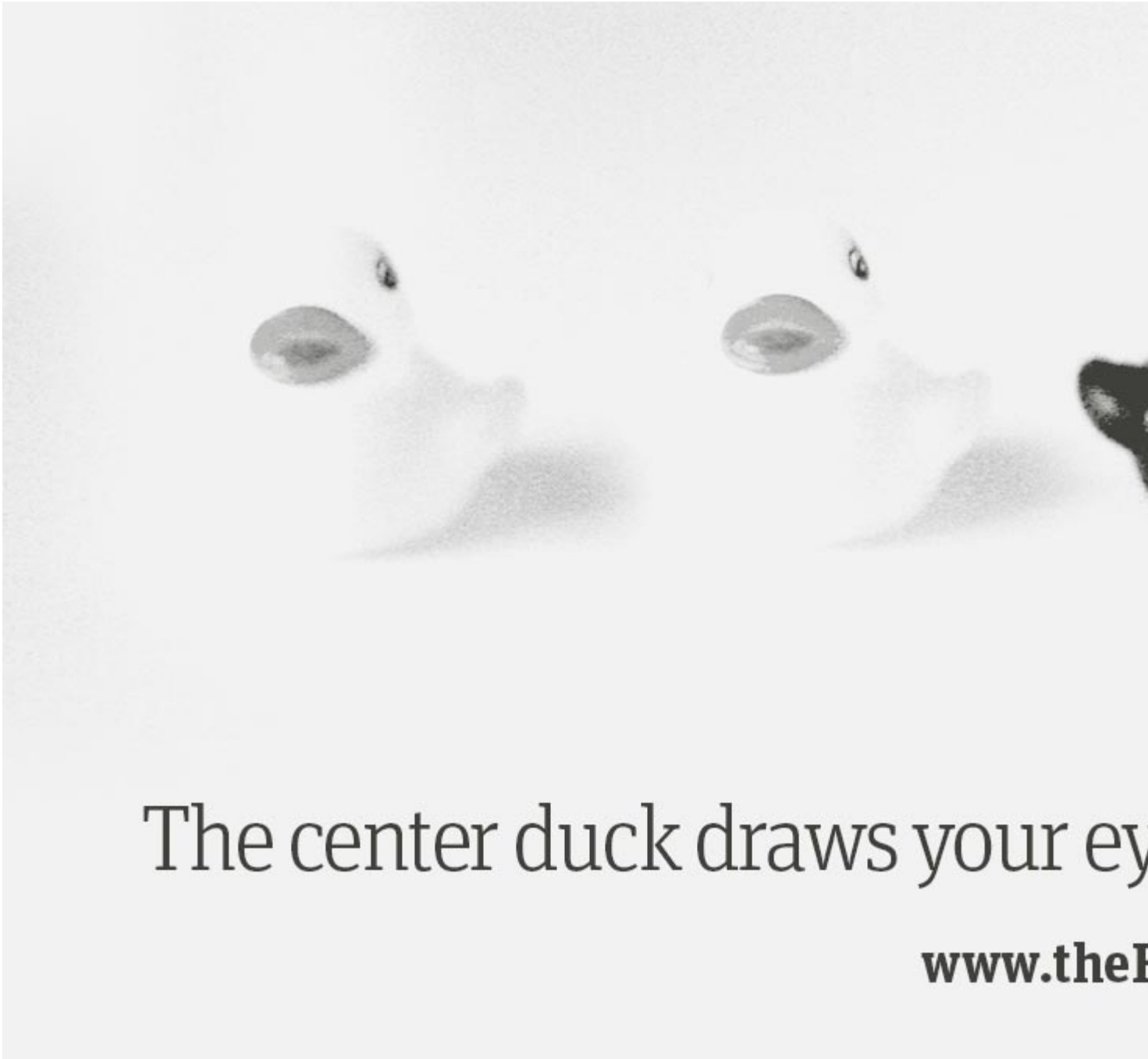
The idea of visual weight is fairly intuitive. Some things look "heavier" than others in a layout. They draw your attention more easily. And that idea is valuable as a UX designer.

Our job is to help users notice the things that matter. And it is equally important not to distract the users from their goals.

By adding visual “weight” to certain parts of your design, you increase the chance that a user will see them and you change where their eyes will go next.

Remember: visual weight is relative. All visual principles are about comparing a design element to whatever is around it.

So, without further ado, I would like to introduce you to the stars of the UX Crash Course: The Old-Timey Rubber Ducks!



What are the key functional layout designs?

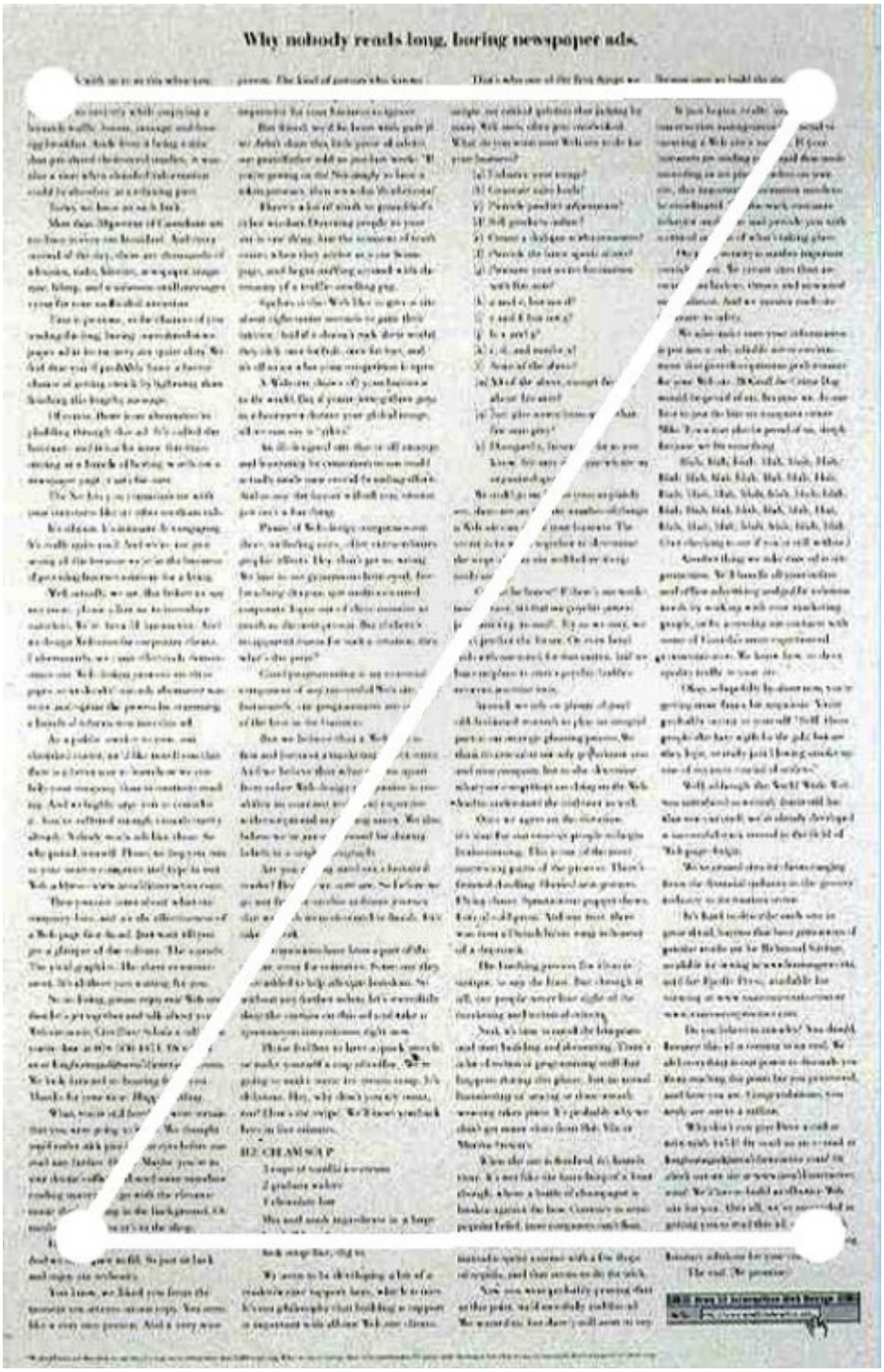
Z-Pattern, F-Pattern, and Visual Hierarchy

It is easy to imagine every user excitedly reading every letter you write and every pixel you make. Get over it, because real users do not do that. They **scan**. Scanning means they only stop to read when something catches their eye.

Using a website or an app may feel like a different experience every time, but in fact, the way people look at any design is fairly predictable…

The Z-Pattern

Let's start with the most boring design I can imagine: an entire newspaper page of solid text. All one story. No headlines. No images. No breaks or pull quotes. Just text, in even columns, from corner-to-corner.



How can (user) psychology help UX design?

Design skills may be the nuts & bolts of UX, but you need to understand how people think to do UX well.

What is Conditioning?

It has nothing to do with how far you can run, but it has everything to do with what you expect and what you want. If you have heard of Pavlov's drooling dogs, then you might be familiar with "conditioning" in a scientific context.

In fact, if you have a dog, you might have even used conditioning before, when you trained them to sit, shake hands, do your taxes, and so on.

It works just as well on people.

Conditioning is the fundamental principle that animals — including humans — will do something again if they are rewarded, and they will avoid doing it again if they are punished.

That might seem obvious, but 99% of the designers I've met ignore it in their UX designs. Even though it is the only way to make your design addictive.

Rewards and Punishments are feelings, not things

When we talk about rewarding users, 9 out of 10 people automatically think about offering the chance to win an iPhone or movie tickets or something else equally dumb.
We're talking about millions of people here. Get a life.

The most effective rewards and punishments are free because they are feelings, not some random stuff.

Imagine we took you up on stage and told 50,000 people that you are one of the best friends a person could ever have, and that the world is a better place because you're in it.
Would you like to do that more than once? Probably.

Now imagine we took you up on stage and told you that you had been voted "most useless" by all your closest friends & family.

Would you like to do that again? Probably not.

Those are a bit extreme, unless you're on reality TV, but notice that we didn't give you anything or take anything away from you. It's all about perception. But the feelings those perceptions create can get pretty intense!

Create a Feedback Loop

So how do you actually use conditioning in your design?

The trick is to create a loop of feelings and behavior that never ends, so using your design becomes endlessly rewarding.
The basic feedback loop model is:
Motivation > Action > Feedback > Motivation

For example, let's say you took a cute picture of your baby. You are motivated to post it on Facebook so other people can see how cute your baby is. So you take action and post it.
Facebook had to design a way for you to take that action.
Then you get feedback from all the people who "Like" it and post compliments. You might even get an email about it. Facebook had to design those ways of providing feedback too… which creates motivation to take another picture and do it again!

That "loop" will continue until people stop giving good feedback or until you get "punished" by people who can't stand to look at one more picture of that little monster!
The trick: if you design a feature that allows people to feel good, they will come back again and again so they can feel good again! If that feature achieves your business goals, you have just created a successful product!
Be careful with punishments: The user should try to avoid punishments, so design your features that way. DON'T actively make your users feel bad. That's a good way to lose them. The ideal case is where not doing the thing that makes them feel good will also reduce the amount of points, or attention, or productivity they want.

For example, there used to be a "farm game", shall not be named, where playing the game made your farm bigger and better over time (reward). If you stopped playing for too long, your crops would die (punishment). But… you could also pay to speed things up and get new stuff for your farm (big reward!).

No wonder it was one of the most successful games of all time.

Beware of your own conditioning!

Conditioning trains everyone, everywhere. However, we are all conditioned in different ways. That's why you have a favorite color, or why you prefer certain styles of design, or why the smell of McDonald's is like crack to me.
Don't assume that everyone loves specific things as much as you do.

Persuasion

Persuasion is complex. The description below is only a ''Crash Course'' based on the book (with 270 pages) "The Composite Persuasion".
Two main ideas:

1. Persuasion has 8 universal ingredients. They are usually most effective when done in order, because they build on each other.
2. People are **motivated** by 14 things. I will explain the 4 motivations that are most common in digital things.

Persuasion attributes

After comparing 40 different types of persuaders, I found that all of their methods share 8 common attributes, listed below.
Before the Interaction

- **Credibility**: Without trust, everything else is irrelevant. Ideally you should build your credibility for real, however, the main thing is to communicate with others in a high-value way. In UX, this applies to everything from trustworthy branding, to transparency about your prices, to testimonies from customers. Don't say you're valuable; show them.
- **Know Your Audience**: In UX, that means you do your User Research so you know who you are persuading and what they care about.

During the Interaction

- **Open & Disarm**: You have to engage the user's interest immediately, and then proceed to remove any obvious objections they might have. In UX this can be a great headline or an eye-catching image above the fold. If price is a concern, for example, that should be part of the first information the user can see. Don't assume they will continue far enough to learn about it later.
- **Create Rapport**: (say rah-por) is the feeling of getting along with someone and it is created by similarities between people. In UX, this can be created by using familiar language, showing what the user has in common with your customers, or describing the main person in your article in a way that makes the reader relate to them.
- **Isolate**: When a user has come far enough that their interest is clear, you want to remove any competing information. In UX that might mean removing the menu or banners during the checkout process so nothing distracts the user from their purchase.
- **Convince**: For more complex persuasions, you may need to provide "waves" of information that leads the customer from the basics to the details, so they understand step-by-step. There are a variety of ways to do this. Cognitive Biases are often helpful to frame the information in a way that makes it easier to accept, and easier to consume.
- **Close the Deal**: Just ask for commitment and don't over-complicate it. In UX this is the "publish" button or the "confirm purchase" button, or the "share" button.

After the Interaction

- **Summarize with Bias**: Don't let the persuasion end with the close! That makes people feel like you only value them until they give you what you want. In UX this might be a follow-up email to remind them about everything they can do with their new Macbook, or suggestions for more articles, or feedback about how many people liked/agreed with their post.

Universal Motivations

Ever seen Maslow's hierarchy of human needs? Forget about it. Marketers still learn it in school, but psychologists left it behind a long time ago.
There are 14 things that humans will always be motivated to gain or protect: Avoiding death, avoiding pain, air, water, food, homeostasis (bodily functions), sleep, sex, love, protection of children, status, affiliation, justice, and understanding each of those things better.

All of those things will have an audience — and trigger emotional responses to different degrees — but on the internet, Status, Affiliation, Justice, & Understanding are particularly useful because they are just ideas. They are also unlimited, and you can create them from scratch, for free.

- **Status** is the main ingredient in gamification. Basically it is any way to measure yourself relative to other people. When you design a system of points and trophies, or symbols of power and appreciation, you now control the perception of status for your users. It can be badges, likes, or levels in Candy Crush Saga. Users will be more motivated to feel superior to each other, and if you attach those achievements to your business goals, you will literally get money for nothing but feelings.
- **Affiliation**: if you are a loyal fan of a sports team or a band, or if you feel proud to be part of a great organization or a special interest group, that is affiliation. The reason people join Facebook groups, or dress a certain way, or do a test to find out "Which Grey's Anatomy character are you?!" is because they are motivated to belong to things. Design somewhere for people to belong, and watch your users identify themselves into groups or categories.
- **Justice**: is the idea of fairness or "getting what you deserve" whether that means a reward or a punishment. It's why we cry for people that get no respect and then have amazing operatic voices on Britain's Got Talent, and why Justin Bieber haters love watching him get arrested. Design a way to help underdogs get noticed, or for the crowd to find evil and destroy it, and they will.
- **Understanding**: People are motivated to learn more (and even feel they deserve to know more) about anything that involves large doses of the motivations above. However, it is a lot more practical than that. If you try to change something that took time to learn, like the design of your interface, people might be enraged. Remember the groups of people with pitchforks and torches after Facebook did a major re-design? Exactly.

Protip: Notice that money isn't on the list? That's because money isn't motivating in itself. If it was, you would be motivated to get money even if you couldn't spend it, but you're not. However, we are motivated to get the status that money creates, even in the form of points which are basically worthless in the world.

How Experience Changes Experience

Power Users are the Minority

Statistically-speaking, it is impossible for advanced or power users to be "most" of the people using your design. Although it can be very tempting to believe that.
Unless your product/service is highly technical the vast majority of your users will be normal people with other shit to do. Not super-focused, tech-savvy people like you and your colleagues.
Hard truth: If you want millions of happy users, design for the distracted idiots, not the obsessed geniuses.

Hidden vs. Visible: The Paradox of Choice

In most projects there will be situations where you have to decide how "clean" you want your layout to be. Designers will usually choose to hide everything because it looks better.
Non-designers will want all of their favorite features to be visible all the time. (which will be a different set of features for each person).
So how do you choose?
Visible features will always be used more and discovered more than hidden features. We are reminded that they exist every time we see them.
However, the "Paradox of Choice" says: the more options you see, the less likely you are to choose any of them. So if you overload normal users with too many choices, they will freak out and run away screaming.
Make sure beginners can find the core features easily. Ideally, without clicking anything. And try to give power users easy access to advanced features, even if they aren't visible all the time.
Protip: Have you hidden 20 social media options behind a single "share" button? Are you excited about how much cleaner it looks?! Unfortunately, you haven't designed a "simple" interface. You have just crippled your sharing features because there are too many choices and nobody can see them. Counter-intuitive, right?
Choose a few options & make them visible all the time. You'll thank me later.

Recognition vs. Memory

How many different icons could you name off the top of your head, right now? How many could you recognize if I gave you a list? If you're a normal human, the second answer would be a lot more.
If you design your interface so people have to ask for something — like search — they will only use the features they can remember. That means that, over time, they will use fewer and fewer features. Not more and more.
If your users are forced to deal with a large amount of information, give them some suggestions of categories or some other kind of help to remind them where to look!

Learning is Slow. Habits are fast

“Onboarding” is the word we use to describe the step-by-step lessons, or very simple introductions to a new interface. It helps new users find the main features easily, and avoid confusion.
However, what happens when the user has used your interface for 2 years?
Habits are created very quickly in your user’s mind, so you should design a “fast way” to do key features, which might not be as obvious. Power users will take the time to learn them for the sake of extra productivity. Keyboard shortcuts, right-click options, and all the little Twitter tricks like “.@” tweets are examples of this idea.

This article is based on the book UX for Beginners, a crash course in 100 short lessons.

How can data help UX design?

What is Data?

Data is Objective Data measures user behavior. What they do. How many times they did it. How long it took. And so on. It is collected by a computer, so it can’t influence the user. It has well-defined measurements, so there is a very low margin of error. It can measure millions of people, with no effort from you. And it can tell you things about your users like which browser they use or which country they are in. Data never lies. But it also doesn’t tell you anything about context, so be careful. Unfortunately us designers have to interpret the data, and that is where mistakes can happen.

Data is Made of People

You will be tempted to treat data as “just numbers” that mean whatever you want them to mean. Remember that those numbers represent the actions of real people with complicated lives. Do not reduce millions of people into a single number and expect it to be reliable in every situation. You may also be tempted to look for numbers that “prove” you were right. DON’T. And say no to anyone who asks you for that.

More Data is Better Data

If you measure the clicks of 5 people, they might all be drunk, and you have no way to know. If you measure the clicks of 5 Million people, it’s pretty unlikely that they are all drunk, unless you only test people in Cancun during spring break.
The bigger the decision you are trying to make with data, the more data you need before you decide. But once the data speaks, the data has spoken!
Data sets that are extremely large or so complex that traditional data processing can't handle or can't deal with them is often called big data.

A Few Ways to Collect Objective User Data

There are just as many ways to get objective data as there are ways to get subjective user research:

- **Analytics**: Google and many other companies offer cheap or free ways to track what your users do, anonymously. Basically, every time they load a page or click something, you will know. And you can design custom measurements, so the sky is the limit!
- **A/B Tests**: Design two versions of the same thing and launch both! You will know which one works better, because you will test it with real people, in real time. The software also lets you know when to stop, because at a certain point, more people isn’t going to change much.
- **Eye-Tracking**: This is done in a lab, but the user can’t control it, so I consider it objective. Special software and equipment are used to measure where the users look as they use your design, so you know where you have guided them well, or not.
- **ClickTale:** This is one example of using heatmaps for clicks and scrolling and flows, but there are others. ClickTale’s software allows you to anonymously record the interface as real users use it. Their input is hidden, but you see where they click, where the mouse goes, how far they scroll, and which pages they see as they move through your design. Super useful.

What are the latest trends and developments in UX design?

We will discuss several trends. Responsive Design is no longer a new trend but is still not supported by all platforms. New trends are Material Design, Slippy UX, Big Data Design and Story-Centered Customer Journey Design. These will be the focus in the coming years.

- **Responsive design**: In a society in which people get most of their information with mobile devices,

it’s undoubtable that the importance to provide the content in a form that is suitable for all used device is going to grow also in the next years.

- **Material Design**: Google defines on its webpage the goal of material design to "Create a visual language that synthesizes classic principles of good design with the innovation and possibility of technology and science.“

It’s a from of design that is based on the concept of flat design. It’s is simple and to the point. It’s not going to become less important in 2016 since it’s easy to adapt and due to that perfect for responsive designs.

- **Trend to slippy UX**: Until now UX focused on sticky UX that generated a „Ohh“ effect at the user and got his attention. In a world that becomes faster and faster, people more and more use things within their daily life like a connected home. But this products should not always ask for your attention. The interaction of the user has to be slippy and not sticky in this context.

- **Big Data Design**: This is only possible if you collect user data like behavioural patterns, preferences, interested data. In fact for this kind of design, also your plattform has to collect this personal data to show dynamical personalized information to the end user. This is a way to inrease the shopping sales because of personalisation.

The key trend for the future will be following trend:

Story-Centered Customer Journey Design

Here, we connect the storytelling technique with a customer journey and lead the customer through the process. An additional dramaturgy, which is integrated into the customer journey, involves them even more in the story. Take your new customer journey map and the storytelling method and try telling a story along your process. Keep adding new information and entertain your customers, so that they want to follow you through to the goal.

1. Create an emotional starting situation. Make your customers curious about the story, the product, the process and give them a goal (value proposition).
2. Involve a sympathetic main character and an impact character right from the start. The main character can also be your customer.
3. Establish the contrast. (tensions). Depending on how many interfaces your journey includes, you can play around a little.
4. Your journey’s challenges arise automatically from the process. Try to make the interfaces more challenging.
5. Develop your customers! (personal development) Tell them their advantages in your story. Teach them your “uniqueness.” What is your “reason to believe”?
6. The happy ending, the twist, of course, is the signature, the purchase that signals agreement with your company.
7. In the next step, of course, the product itself needs to work well and be customerfriendly. (Usability/simplicity)
8. Service satisfaction through personal contact.
9. We achieve loyalty and returning customers.

User Experience and Design Advanced

How do you design a User Experience?

Expert in this field? Contribute!

What is usability testing?

In User-centered interaction design, the concept of usability testing is described as a technique by which a product is evaluated by testing it by it's real users. This process gives gives a clear idea of how real users use the product. In contrast to that is usability inspection where a user interface or ui is tested using various usability inspection methods without any involvement of real users.

The intent of Usability testing is to measure the capacity of the product in meeting the intended purpose. In Human-computer studies, attempts are made to create universal principles where as this process measures the ease of use of the give product. Usability testing is a way to see how easy to use something is by testing it with real users.
There are a few different types of usability testing or reasons to conduct usability research:

Explorative Usability Testing

Before a new product is released, explorative usability testing can establish what content and functionality a new product should include to meet the needs of its users. Users test a range of different services where they are given realistic scenarios to complete which helps to highlight any gaps in the market that can be taken advantage of and illustrate where to focus design effort.

Comparative Usability Testing

Used to compare the usability of one website with another. Comparative tests are commonly used to compare a website against peer or competitor sites, however it can also be used to compare two designs to establish which provides the best user experience.

Usability testing is one of the most important process in user centered design.

What is A/B Testing?

The idea is of course to rely on A/B testing to optimise your platform and increase conversion and similar. You can practically test anything online, but common things include:

- Copy
- Key visuals
- Colors (i.e. on CTA-buttons)

What is multivarient testing and the four aspects of Digital marketing

Multivariate testing is a technique for testing a hypothesis in which multiple variables are modified. The goal of multivariate testing is to determine which combination of variations performs the best out of all of the possible combinations.

Websites and mobile apps are made of combinations of changeable elements. A multivariate test will change multiple elements, like changing a picture and headline at the same time. Three variations of the image and two variations of the headline are combined to create six versions of the content, which are tested concurrently to find the winning variation.Techved also explains more on this type of testing.

The process of running a multivariate test is similar to A/B split testing, but different in that A/B testing only tests one variable. In an A/B test, a minimum of one variable is tested to determine the effect of a change to one variable. In a multivariate test, multiple variables are tested together to uncover the ideal combination that is effective in improving the ultimate goal.For benefits of Multivariate testing visit here.

Examples of Multivariate Testing

Common examples of multivariate tests include:

Testing text and visual elements on a webpage together
Testing the text and color of a CTA button together

Testing the number of form fields and CTA text together

Using multivariate testing as a method of website optimization is a powerful method of gathering visitor and user data that gives detailed insights into complex customer behavior. The data uncovered in multivariate testing removes doubt and uncertainty from website optimization. Continuously testing, implementing winning variations and building off of testing insights can lead to significant conversion gains.

Important aspects of Digital Marketing

Digital marketing is a concept which allows marketers to connect straight with their audiences including potential consumers, employees, prospects and additional followers. This type of marketing is driven by devices which internet enabled in nature because all the marketing happens online. This type of interactive connection lays the foundation for the four major aspects of digital advertising which we can also call it as pillars and distinguishes it from the field of non-digital marketing.

They are as follows:

- Communication: May be the channel for message exchange.
- Content material: Gives context to company message predicated on a medium.
- Commerce: Supplies currency.
- Community: Provides connections with some other clients and the public.

With the evolution of digital advertising, entrepreneurs discover new methods to expand and incorporate it with offline, non-digital methods referred to as integrated marketing. Additionally, some areas of digital marketing are suffering from into specialized types of marketing such as for example content marketing, social press, search, email and ecommerce.

To adapt to market needs astute marketers use this top-level 4 pillars of digital advertising framework to supply quality content material, build an audience home file, create a community of like-minded individuals, and offer relevant services and products they need.

Here’s a conclusion of the four aspects of digital advertising to supply a framework for your company’s plans.

1. Communication and Conversation aspect of Digital Marketing

Communication is a primary pillar of digital advertising. It offers a conduit for your message. Digital messages could be delivered in three ways:

- One-to-Many Communications: Information goes into one path from the internet marketer to the viewers like traditional advertising.
- One-to-One Communications: Info goes in one person or organization to a particular person. One-to-one communications are targeted. This is one way we talk to our friends, family members and co-workers; it’s at the primary of direct marketing.
- Many-to-Many Communications: Information goes into multiple directions simultaneously in an open program. It’s people talking simultaneously. This kind of communications reaches the core of sociable media and is exclusive to digital marketing.

The major kinds of digital communications include: Email. It’s digital advertising gold because it’s go through at all times. Your email house document enables you to talk to your market because you possess recipients’ permission. Rather than push promotions, send romantic relationship building and behaviorally targeted email messages.
Texting. Requires contact number and permission for internet marketers. It’s most readily useful for alerts.

Messaging. Is growing and evolve for communications between close friends and colleagues. They have a tendency to vetted groups that go on social media or various other platforms.
Social media. Provides general public and private communications based on the platform. Sociable sharing can be viewed as a means of communicating useful info to friends, co-workers and followers. Feeds. Remain for content material distribution but are utilized less. They’re primarily useful for blogs.

2. Content material aspect of Digital Advertising

In a message-wealthy and stimulating environment, we've difficulty focusing. Consequently we seek information clear of marketing promotion and drive to either fulfill our needs and desires or entertains us. Quality articles fulfills this purpose. Better still, content advertising attracts a targeted target audience and search robots while offering context for your advertising message. Because of this, content advertising, as a core component of a digital online marketing strategy, has increased importance. Approximately 3 out 5

B2B and B2C businesses are very focused on content marketing, predicated on Content Advertising Institute/Marketing Profs research. Most marketers need 5 core types of content material: Foundational, FAQ, Cyclical, Crowd Pleaser and Long Taking part in.

When creating content, change it into multiple bits of content marketing to lessen content creation attempts. Rebecca Lieb and Jason Miller make reference to this as the “Thanksgiving Turkey Strategy” to content because you reuse this content as you'll make other turkey foods. Specifically transform articles into long form, moderate form and brief form versions to increase reach and facilitate distribution. Digital content could be distributed using owned, interpersonal and alternative party media.

From an advertising perspective, use a variety of options to really get your content sent to the most potential visitors. This chart lays out the most famous options. Search deserves point out since it’s a specific form of alternative party media. Its content is established by pc algorithms. Beyond Google, it offers YouTube, the next biggest internet search engine, and voice search.

3. Commerce aspect of Digital Marketing

No matter where the purchase is manufactured, most shopping begins online. Over 40% of shoppers start buying study with Amazon! To enter the concern set, provide prospects, clients and their buy influence with the 5 basic types of content material customers actively seek. Offer this article at the point through the purchase process when leads need it most. As linked devices evolve and customers change how they study and purchase, digital advertising commerce meets their requirements.

Digital commerce entry factors include: A Website which provides product details and ability to purchase. Optimize your site for a mobile-first target audience. Email. Motivates shoppers to buy with special deals. Search (including tone of voice). Allows shoppers to very easily find you (as well as your competitors.) Consumers frequently use their smartphone’s tone of voice commands including mapping choices. Apps. Dominate mobile utilization. At the very least appear major applications like social media, evaluate sites and maps. Social media. Provides different alternatives including sales based on the network in. Consist of Pinterest. Review sites. (Especially Amazon) Allow users to rate and offer comments about services and products. They’re just loosely communities.

4. Community aspect of Digital Marketing

Communities are in the center of digital advertising. Through digital systems like social mass media and linked devices, businesses be capable of engage with their potential audience to conquer objections and mitigate complications. For most businesses, social media supplies the conduit for building communities. Facebook, Twitter, LinkedIn, YouTube and Instagram provide a variety of different alternatives allowing businesses to determine outposts where their clients spend a few of their time.

Of course, utilization of cultural media’s “rented land” can have negative consequences if they opt to make changes. (Note: Because of this, I strongly suggest diversifying your digital press channel use.) Social media. Includes platforms that allow people and businesses to activate and connect to their family, close friends and public connections. These platforms supply the tools to increase engagement and sharing, especially on a many-to-many basis. Online forums have a tendency to be older types of public community and conversation. These forums allow visitors to interact asynchronously. Online webinars and conferences. Provide one-to-many information resources and decrease the friction connected with attendance at live occasions. Online equipment for offline actions. Support group actions offline from conferences and webinars to little parties.

In order to get an in depth insight and information on Digital marketing we need to first learn this concept from a Reputed Training Institute of Online Marketing. So that we will be able to understand all this concepts in detail.

The four aspects of digital advertising are content material, communications, community and commerce. Used collectively these four components enable you to build up associations with a community thinking about your business. Progressively these four pillars of digital advertising allow your message to break through because you’ve changed your advertising into desired information you have permission to deliver. |Status of page=New

What roles are necessary in a UX design team?

On the one hand, you need your classic UX designers who build Information Architectures based on insights and develop low-fidelity wireframes and design personas. On the other hand, you also need UX Architects who can map out customer journeys and define all digital touchpoints, facilitate workshops and focus on KPI's. Also, someone needs to accept the fact, that specifications and documentation is also a key ingredients on a UX team. Lastly, technology allows us to take things much further today, so UI developers

and front-end designers often show similar trades as the UX designers — bringing the solutions to life, is essential in any stage of a creative process.

User Experience and Design Expert

Further reading

- Interaction Design Academy - online courses. https://www.interaction-design.org/
- www.uxnet.org - local and cross-disciplinary resources on UX
- www.informationdesign.org - despite its label, the pre-eminent daily UX resource
- www.functioningform.com - a consistently strong resource on the UX design process
- www.nathan.com/resources/index.html - an enormous collection of UX- related resources
- http://52weeksofux.com/post/443828775/visual-hierarchy

https://www.nngroup.com/reports/