
Example of bad User experience*

***keep in mind the UX definition of
Don Norman**



Where is 1/2
tank exactly?

**Microwaves
buttons are on
the inside**



If your user
needs help
figuring it out...
something is
definitely
wrong...



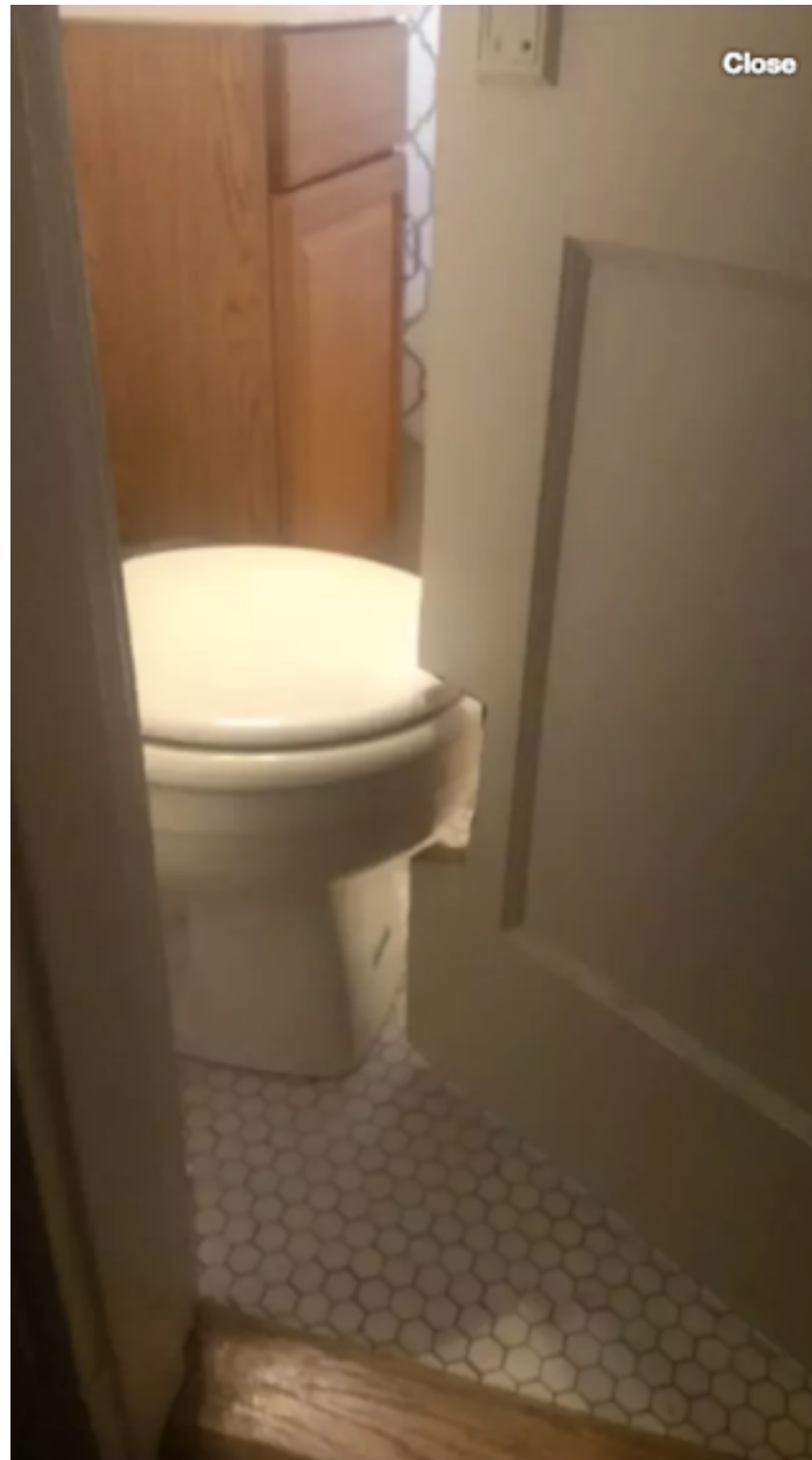
Vending machine



Lift



Toilet



Remote
controller





**Snack with
spoon**

Password forgotten in 3...2...1...

31st March 2015 in Web 0 Comment



Eric J. Davis
@ericdUX



Following

I will never, ever, ever remember my new password. Ever. @ScottsLawnServ /cc @uxepicfails #UX #SecUX



Update your password

Please choose a new password that is that is 8 to 32 characters and contains at least 2 lower case characters, at least 2 upper case characters, at least 2 digits, and at least 1 of !@#\$%^&*()_+=-~(){}[]';":<>.,?/; repeated character limit is 3 (Case Sensitive)

Enter your new password

Confirm your new password

Submit Password Update

Update your email address

Too complicated password

Via @ericdUX

Very long filling
form: very easy
to reset

* - Denotes Required Information

> 1 Donation > 2 Confirmation > Thank You!

Donor Information

First Name*

Last Name*

Company

Address 1*

Address 2

City*

State*

Zip Code*

Country*

Phone

Fax

Email*

Donation Amount* ☒ None ☐ \$50 ☐ \$75 ☐ \$100 ☐ \$250 ☐ Other
(Check a button or type in your amount) Other Amount \$

Recurring Donation ☐ I am interested in giving on a regular basis.
(Check if yes) Monthly Credit Card \$ For Months

Honorarium and Memorial Donation Information

I would like to make this donation ☐ To Honor ☐ In Memory of

Name

Acknowledge Donation to

Address

City

State

Zip

Additional Information

Please enter your name, company or organization as you would like it to appear in our publications:

Name

☐ I would like my gift to remain anonymous.

☐ My employer offers a matching gift program. I will mail the matching gift form.

☐ Please save the cost of acknowledging this gift by not mailing a thank you letter.

Comments
(Please type any questions or feedback here)

How may we contact you? ☐ E-mail ☐ Postal Mail ☐ Telephone ☐ Fax

I would like to receive newsletters and information about special events by:
☐ E-mail ☐ Postal Mail

☐ I would like information about volunteering with the

Donate online with confidence. You are on a secure server.

If you have any problems or questions, please contact [support](#).



Mix up of messages



Can UX kill someone?



Softwares are tools.

Tools are used in different industries:

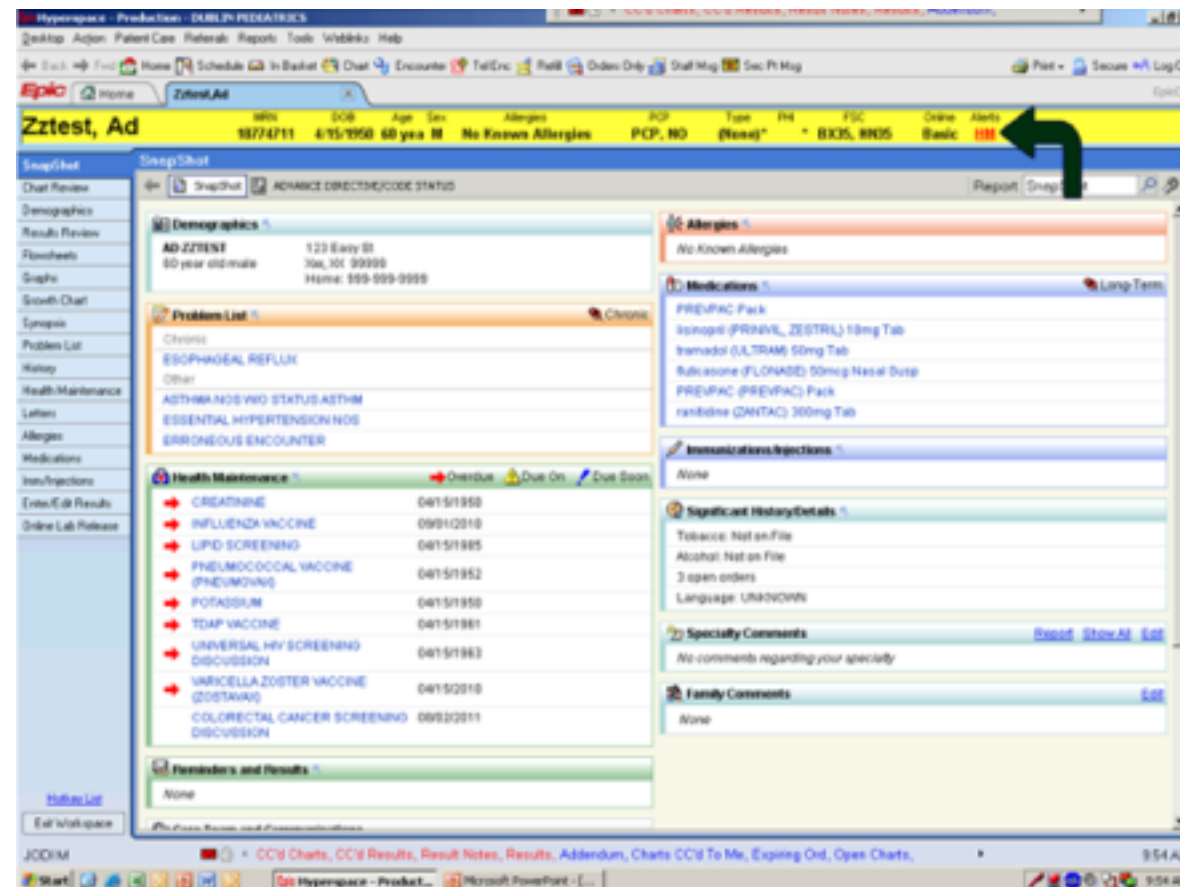
Medicine - airplanes - security - automotive ...

Max the nurse at Imperial Hospital want to use a “digital agenda” so he can keep track of all the medicines his patients are getting.

**Max the nurse at Imperial
Hospital want to use a “digital
agenda” so he can keep track of
all the medicines his patients are
getting.**

**What is going to happen if he
can't figure out perfectly how it
works?**

How Bad UX Killed Jenny



Medium article by Jonathan Shariat

<https://medium.com/tragic-design/how-bad-ux-killed-jenny-ef915419879e>

Hyperspace - Production - DUBLIN PEDIATRICS

Desktop Action Patient Care Referrals Reports Tools Weblinks Help

Back

Forward

Home

Schedule

In Basket

Chart

Encounter

Tel Enc

Refill

Orders Only

Staff Map

Sec Pt Map

Print

Secure

Log Out

Epic

Home

Zztest, Ad

EpicCare

Zztest, Ad

MRN18774711DOB4/15/1950Age60 yeaSexMAllergiesNo Known AllergiesICDPCP, NOType(Noise)*PH*FSCBX35, HN05OnlineBasicAlertsUM

SnapShot

Chart Review

Demographics

Results Review

Flowcharts

Graphs

Growth Chart

Synopsis

Problem List

History

Health Maintenance

Letters

Allergies

Medications

Immu/Injections

Enter/Edit Results

Online Lab Release

SnapShot

ADVANCE DIRECTIVE/CODE STATUS

Report

SnapShot

Demographics

AD ZZTEST123 Easy St60 year old maleX00, X00 99999Home: 559-999-9999

Problem List

Chronic

ESOPHAGEAL REFLUX

Other

ASTHMA NOS W/O STATUS ASTHM

ESSENTIAL HYPERTENSION NOS

ERRONEOUS ENCOUNTER

Health Maintenance

Overdue

Due On

Due Soon

CREATININE04/15/1950

INFLUENZA VACCINE09/01/2010

LIPID SCREENING04/15/1985

PNEUMOCOCCAL VACCINE (PNEUMOVA)04/15/1952

POTASSIUM04/15/1950

TDAP VACCINE04/15/1981

UNIVERSAL HIV SCREENING DISCUSSION04/15/1983

VARICELLA ZOSTER VACCINE (ZOSTAVAX)04/15/2010

COLORRECTAL CANCER SCREENING DISCUSSION08/02/2011

Reminders and Results

None

Allergies

No Known Allergies

Medications

Long-Term

PREVPAC Pack

lisinopril (PRINIVL, ZESTRIL) 10mg Tab

tramadol (ULTRAM) 50mg Tab

fluticasone (FLONASE) 50mcg Nasal Susp

PREVPAC (PREVPAC) Pack

ranitidine (ZANTAC) 300mg Tab

Immunizations/Injections

None

Significant History/Details

Tobacco: Not on File

Alcohol: Not on File

3 open orders

Language: UNKNOWN

Specialty Comments

Report

Show All

Edit

No comments regarding your specialty

Family Comments

Edit

None

Home List

Exit Workspace

JODIM

CC'd Charts, CC'd Results, Result Notes, Results, Addendum, Charts CC'd To Me, Expiring Ord, Open Charts,

9:54 AM

Start

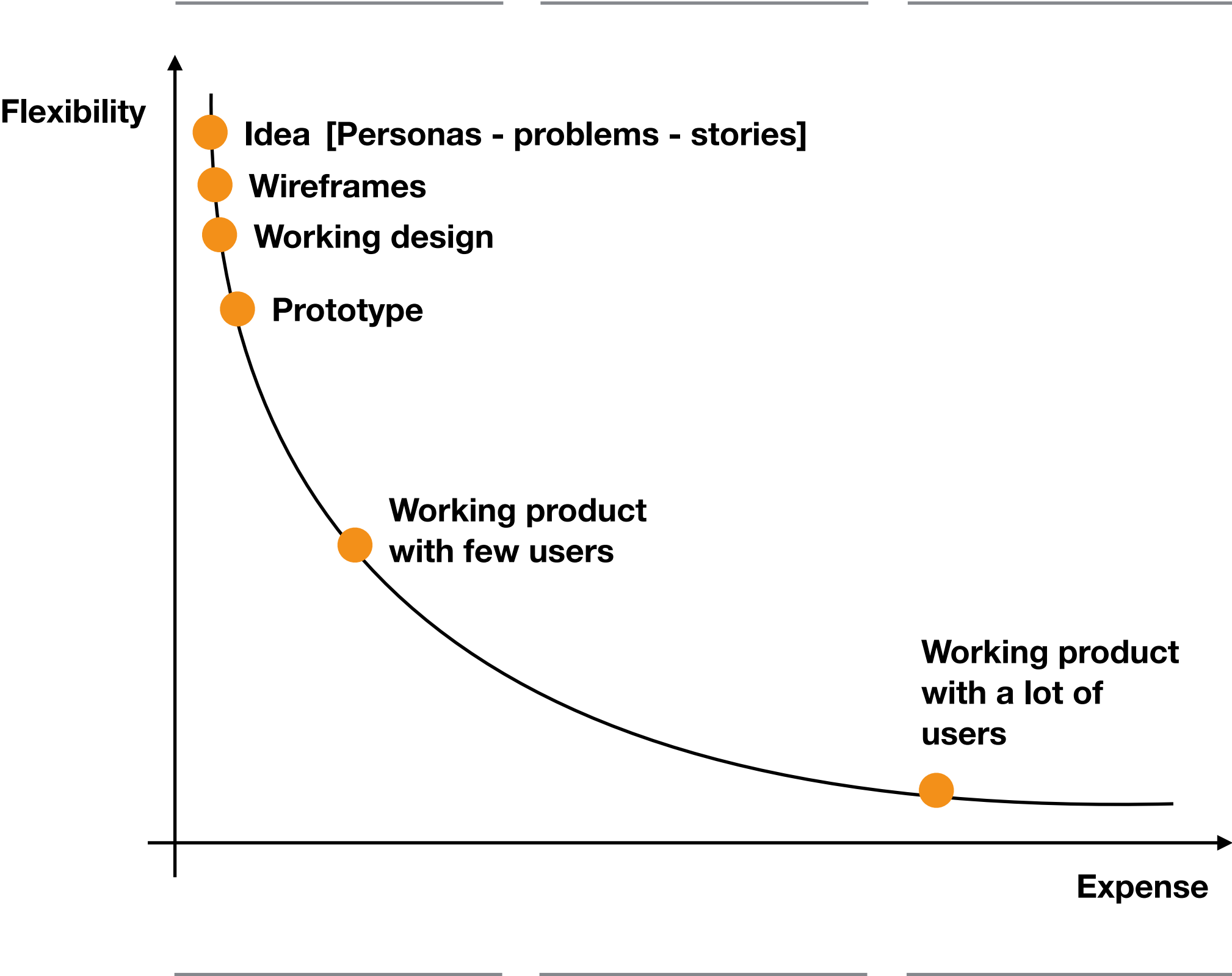
Epic Hyperspace - Product...

Microsoft PowerPoint - [...]

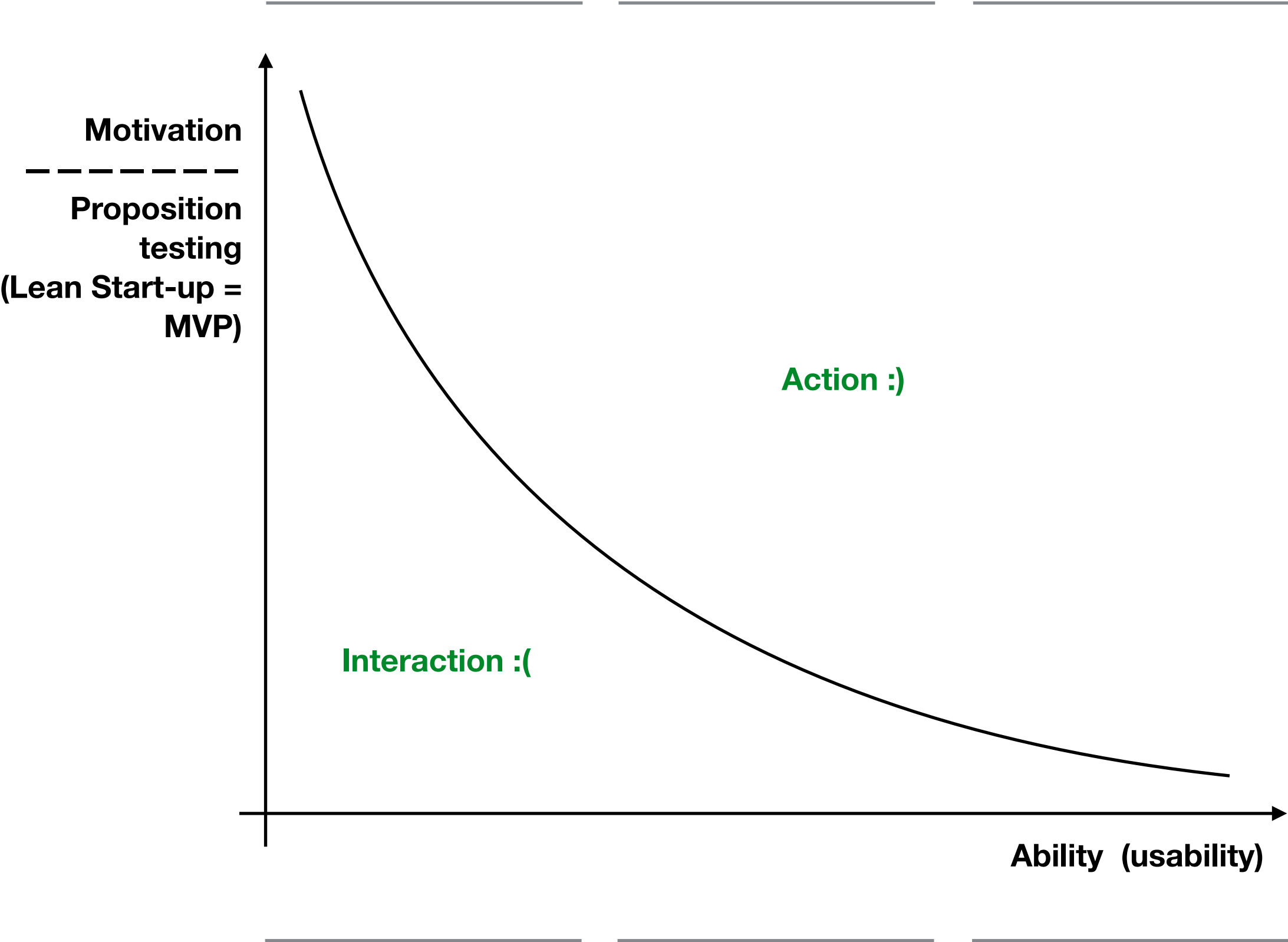
9:54 AM

**What is the right attitude with
prototypes?**

Is it easy to fix a mistake at the beginning than later in the project



What are we testing?



Ask **direct questions:**
Can you turn the light on?

Not:

- **Would you turn the light on?**
- **What lamp do you prefer?**

Keep it small + take notes

How do I prepare for it?

n. of story	Title of the aim	Time	Moderator guide	Output
4	Description of the specific action I want to test	time used to do it	you need to explain carefully and in details what they have to do — don't say anything just observe	what we want to see



Feedback and Optimism



**When receiving feedbacks is
important to have the right mindset.**

Feedbacks Mindset: **[when receiving feedbacks]**

Don't make it personal

Treat: Sometimes it is not easy to accept a negative, or not really positive feedback, on something we invested many hours and energy on.

Optimism

Treat:

A feedback have the power to destroy all your work and your motivation especially if you work long hours and you are tired.

**A feedback is a comment, an opinion,
about our project, our prototype, that
we receive or that we provide to
someone.**

When giving a feedback:

- Always give opinion on the project, never the person
 - Give opinions, don't judge the work
 - Comment, don't offend
 - Constructive feedbacks not negative feedbacks
-

Negative Feedback

If everyone is following the rules mentioned before it is really hard to receive “negative” feedbacks. You will receive constructive feedbacks.

If you receive a negative feedback try to analyze it, remove the negativeness and transform it in a constructive feedback.

Example:

“I think this call feature is horrible, I don’t like it. The whole app is horrible!”

What to do:

Transform negative in constructive

How?

1st: relax and smile

First of all don't get offended, he is not saying that you are horrible but just your app, and you are not your app.

2nd analyse the feedback and investigate

~~“I think this **call feature** is horrible,
I don’t like it. The whole app is horrible!”~~

You can ask

“What do you think can be improved?”

“What would you put instead of the call feature?”

“If you could change just one thing, what would it be?”

...



How to implement feedbacks?



Ask yourself an “If” question

“ **What if we** *(feedback)* **to our project?**”

Don't be afraid to change the vector of your project for sometime, you can decide later what is worth implement or not from the “experiment”