Using your data: User journeys and mental models User Journeys

Mental Model

- A mental model is based on **belief, not facts:** that is, it's a model of what users know (or think they know) about a system, such as your website.
- Hopefully, users' thinking is closely related to reality because they **base their predictions** about the system on their mental models and thus plan their future **actions** based on how that model predicts the appropriate course.
- It's a prime goal for designers to make the user interface communicate the system's basic nature well enough that users form reasonably accurate (and thus useful) mental models.
- Individual users each have their own mental model . A mental model is internal to each user's brain, and different users might construct different mental models of the same user interface.
- Further, one of usability's big dilemmas is the common **gap between designers' and users' mental models**
  - o Because designers know too much, they form wonderful mental models of their own creations, leading them to believe that each feature is easy to understand.
  - o Users' mental models of the UI are likely to be somewhat more deficient, making them more likely to make mistakes and find the design much more difficult to use.
- Finally, mental models are **in flux** exactly because they're embedded in a brain rather than fixed in an external medium.

Note: Additional experience with the system can obviously change the model, but users might also update their mental models based on stimuli from elsewhere, such as talking to other users or even applying lessons from other systems.

User Journey

A user journey is a series of steps (typically 4-12) which represent a scenario in which a user might interact with the thing you are designing. They can be used for two main things:

1. Demonstrating the way users currently interact with the service/website/product
2. Demonstrating the way users could interact with the service/website/product

Benefits to investing time into user journeys

- *Demonstrating the vision for the project* – user journeys are a great way to communicate what you are trying to achieve with stakeholders. They show an example of what the future state of whatever it is you are designing could be. Along with personas they can be one of the key outputs from the requirements gathering stage at the beginning of a project.

- *They help us understand user behavior* – User journeys can help you work out how users are going to interact with your system and what they expect from it.
- *They help identify possible functionality at a high level* – by understanding the key tasks they will want to do to you can start to understand what sort of functional requirements will help enable those tasks .
- *They help you define your taxonomy and interface* – By understanding the 'flow' of the various tasks the user will want to undertake you can start to think about what sort of taxonomy can help support those tasks and what kind of interface the user will be needing to accomplish them.
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- Help identify possible functionality of high level
- Help you define taxonomy and slope

There are rules of engagement everywhere

Data Analysis

Quantitative

1. Single-Variable Descriptive Statistcs
2. Multi-Variable Statistical Analysis(think correlations)
3.

    (video)

    Pre Requirements
    - o Coded Data
    - o Clean Data
    - o Math skills and software
    - o Attention to detail and patience

Qualitative

Just as useful as quantitative and just as difficult and time consuming to do!

    (video)

    Pre Requirements

    - o Clean Data
    - o Coded Data
    - o Software for this helps
    - o Attention to Detail and Patience

Take Homes

1. Mental Models
2. User Journeys
3. Qualitative Analysis
4. Quantitative Analysis
5. Coded Data
6. Thematic Analysis
7. Affinity Diagrams

Design Thinking: The six steps-ish
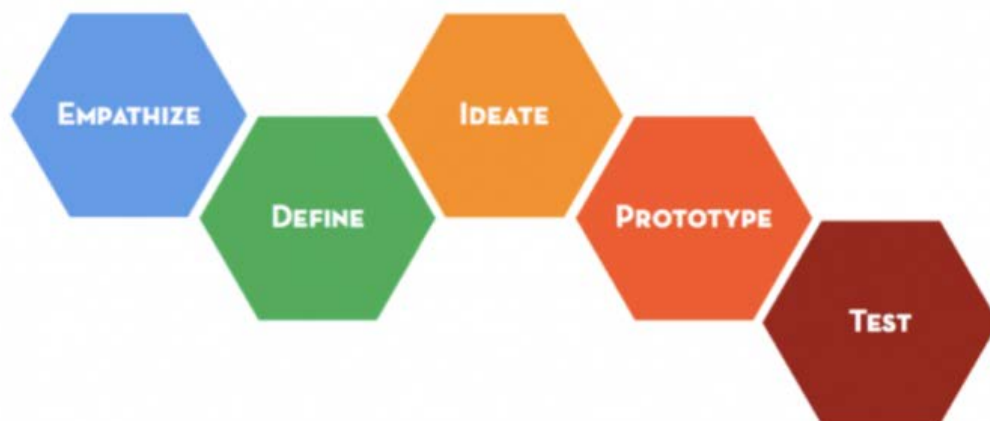
7. (Repeat)

Homework

- Describe an existing case of a user journey
- Define your user specifically and in detail
- Define your problem context, and constraints
- List your research based design insights
- Explain the users' most common mental model for your project/question
- Sketch at least two wildly different ideas