

User Experience

Persona
Empathy
User Journey
User Interview
Hooked
Kano Model

How to comment?

Beautiful



Yeah!

Not good,
Difficult to read



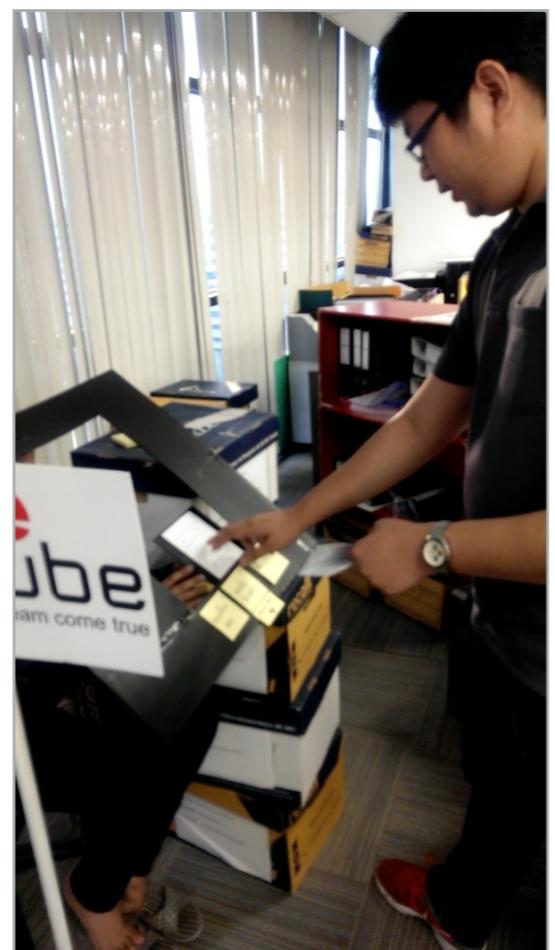
We use font size
32 ?!?

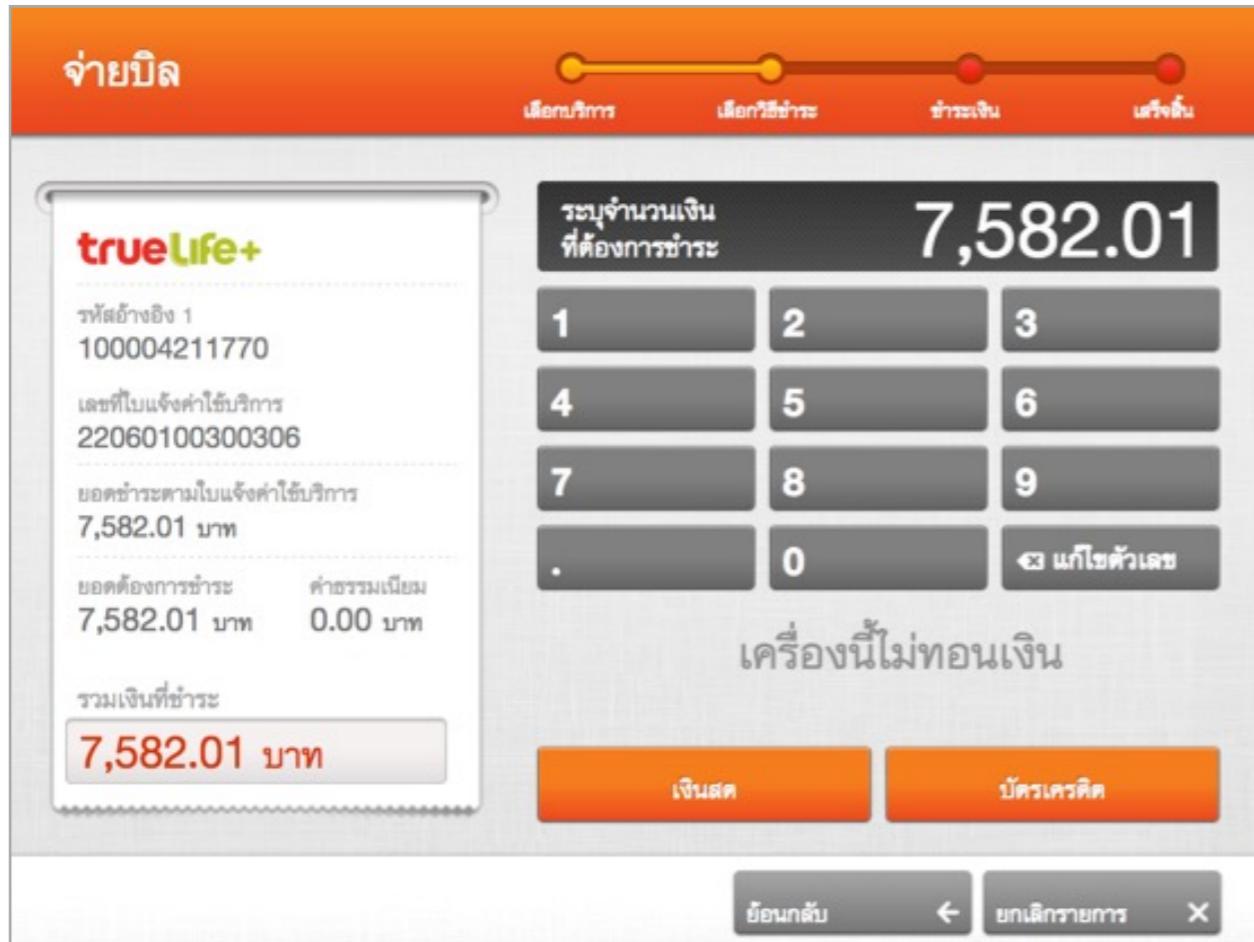
Difficult to read yellow text
on green background



OK, we will change
text color



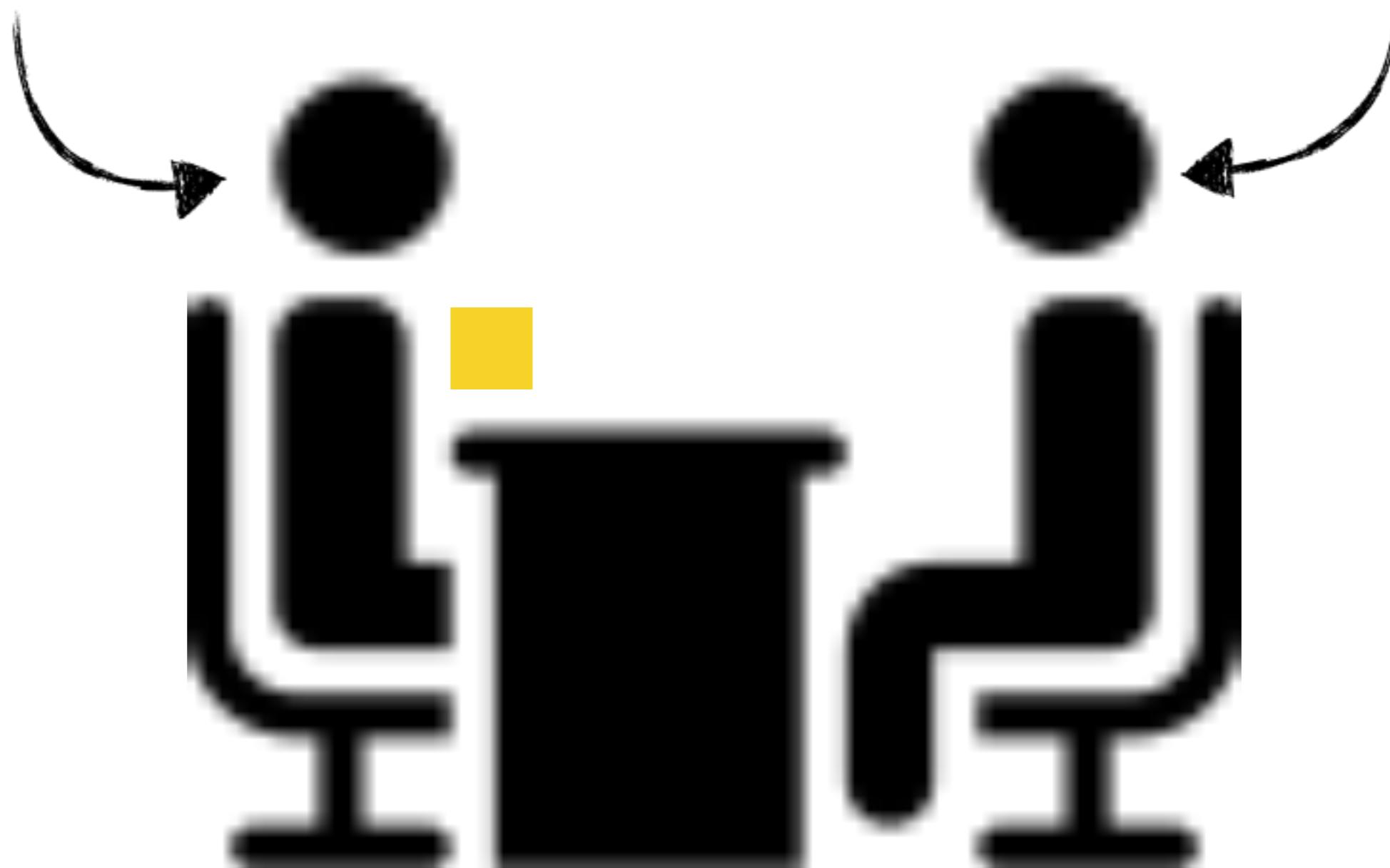




Super Hero Workshop

Interviewee

ผู้ให้สัมภาษณ์

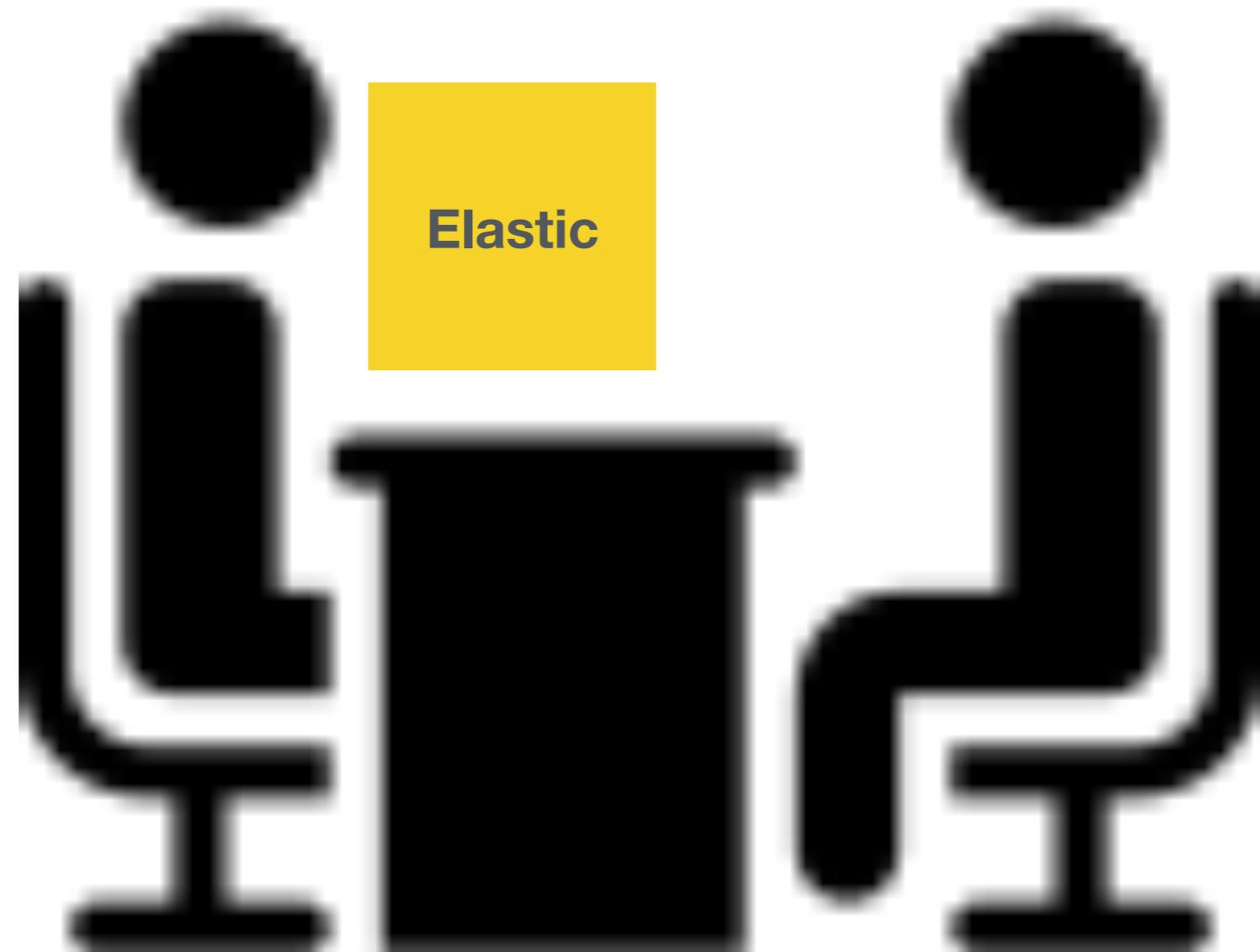


Interviewer

ผู้สัมภาษณ์

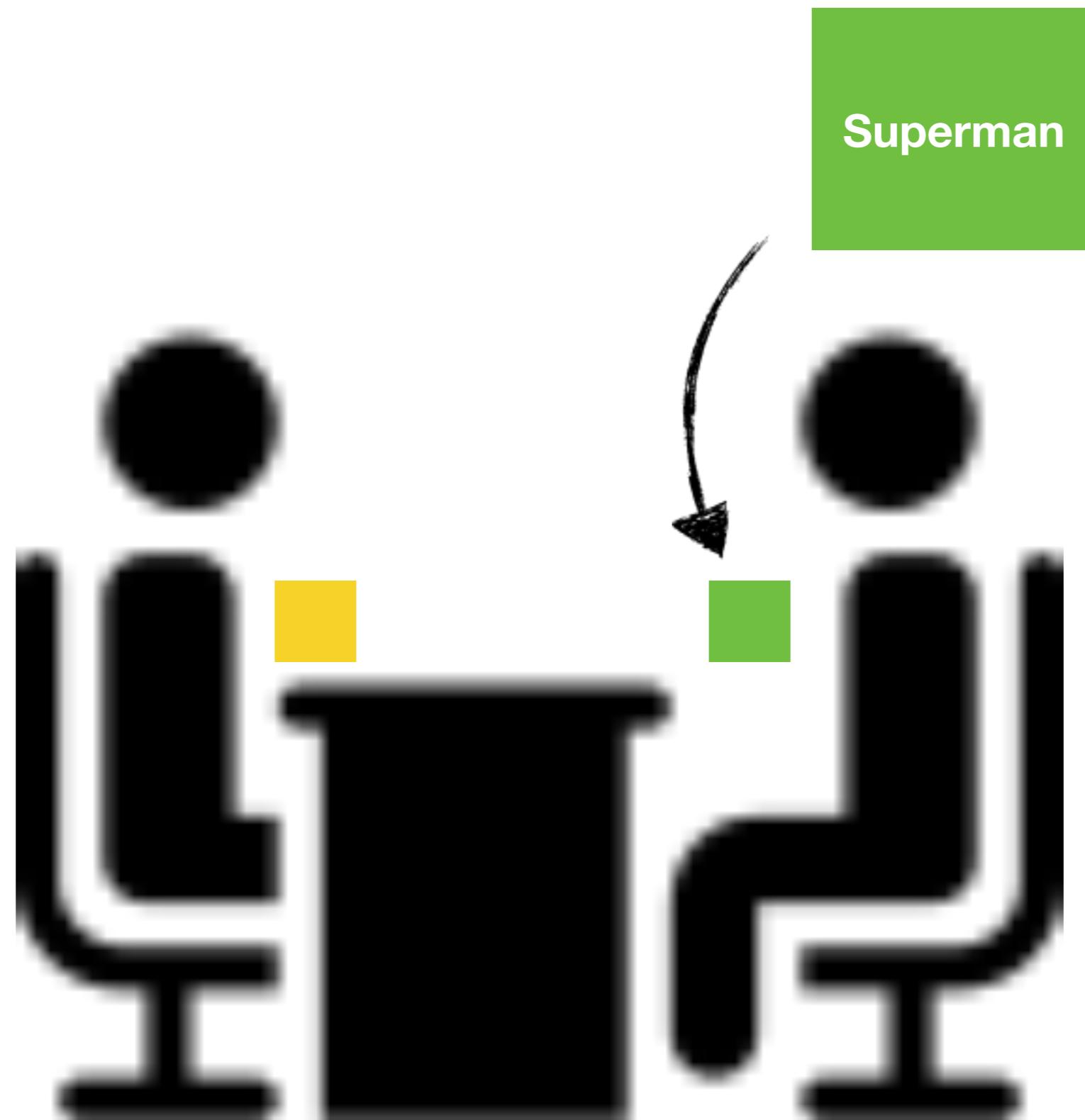
Write “Super hero” you want to be

on post it, and hide them from your friend.





Interview your friend,
to find super hero they **should** be.



ผู้ใช้อยากเป็น

Elastic

ผู้ใช้ควรเป็น

Superman

Software
ที่ผู้ใช้อยากได้

Software
แก้ปัญหาให้ผู้ใช้ได้

What is UX ?



Begin with User



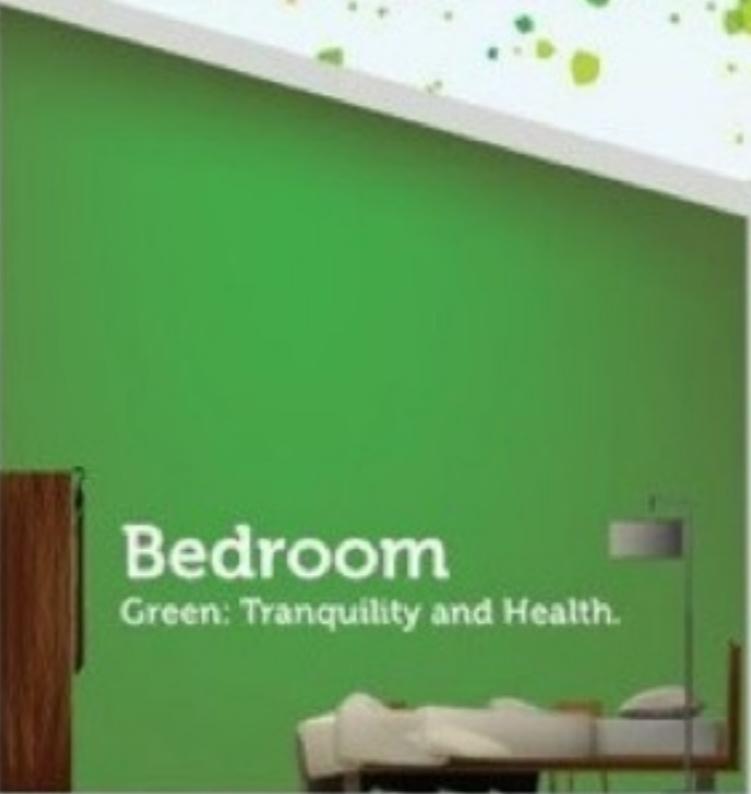
the Psychology of Color



Office

Blue: Most productive color.

what colors
to paint your
home & why.



Bedroom

Green: Tranquility and Health.



Girl's Room

Pink: Calming, Warm.



Kitchen

Yellow: Increases metabolism
brightens room, gives you energy.



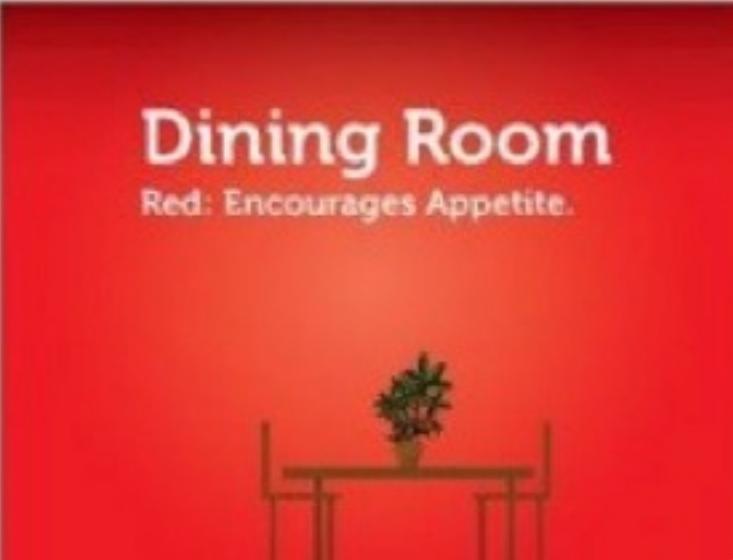
Dining Room

Red: Encourages Appetite.



Living Room

Lavender: Calms the nerves,
allows relaxation.



What is UX ?



eXperience





A
Eaton

NAME	AGE	SEX
WILLIAM HARRIS	26	M
JOHN HARRIS	26	M
CHARLES HARRIS	26	M
ROBERT HARRIS	26	M
THOMAS HARRIS	26	M
FRANCIS HARRIS	26	M
ELIAS HARRIS	26	M
JOSEPH HARRIS	26	M
WILLIAM HARRIS	26	M
JOHN HARRIS	26	M
CHARLES HARRIS	26	M
ROBERT HARRIS	26	M
THOMAS HARRIS	26	M
FRANCIS HARRIS	26	M
ELIAS HARRIS	26	M
JOSEPH HARRIS	26	M
WILLIAM HARRIS	26	M
JOHN HARRIS	26	M
CHARLES HARRIS	26	M
ROBERT HARRIS	26	M
THOMAS HARRIS	26	M
FRANCIS HARRIS	26	M
ELIAS HARRIS	26	M
JOSEPH HARRIS	26	M







Not about how its “**Taste**”
It’s Experience

JIRA Dashboards Projects Issues Agile Create Issue Quick Search

Dev Tools Marketing - All Teams

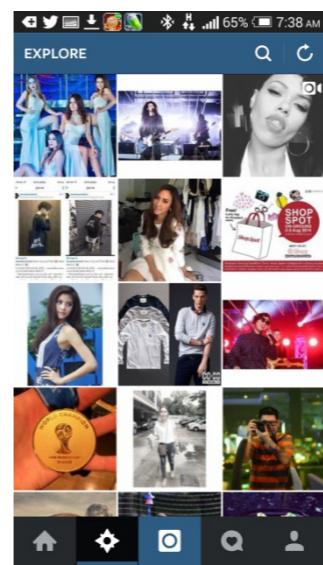
86 To Do 11 In Progress

- WTF-8104** Add FE/Crucible cross sell to JIRA post-download page
- WTF-8062** Add 2000+ tier pricing to Stash pricing page
- WTF-8044** Larger "play" button for hero video on WAC/software-
- WTF-7952** Images for new Stash Product tour
- WTF-7916** Image Treatment for WAC/Stash/JIRA Integration
- WTF-7019** Bitbucket to Stash Landing Page

Developer Tools Marketing / DEV MKT-759

JIRA customer segmentation for Stash x-sell

Development Create Branch



The Crankerator
Power for your camera phone, a little exercise for your arms

\$60.00 Add to Cart In Stock!

Order in the next 1hr 57m 30s and it Ships Today! (Shipping options ▾)

We ship Worldwide!

30 Second Checkout

Buy Now Amazon PayPal Visa

Like 812 Tweet 113 Pin It 406

The Crankerator

A blue cloud-shaped logo with the text "Photojojo! Photojojo! Photojojo!" inside it.

All the Things Why People Us Shipping Info

Cart 0 Items

DO NOT PULL

A hand holding a black power bank device connected to a white cable. The device has a circular logo on it.

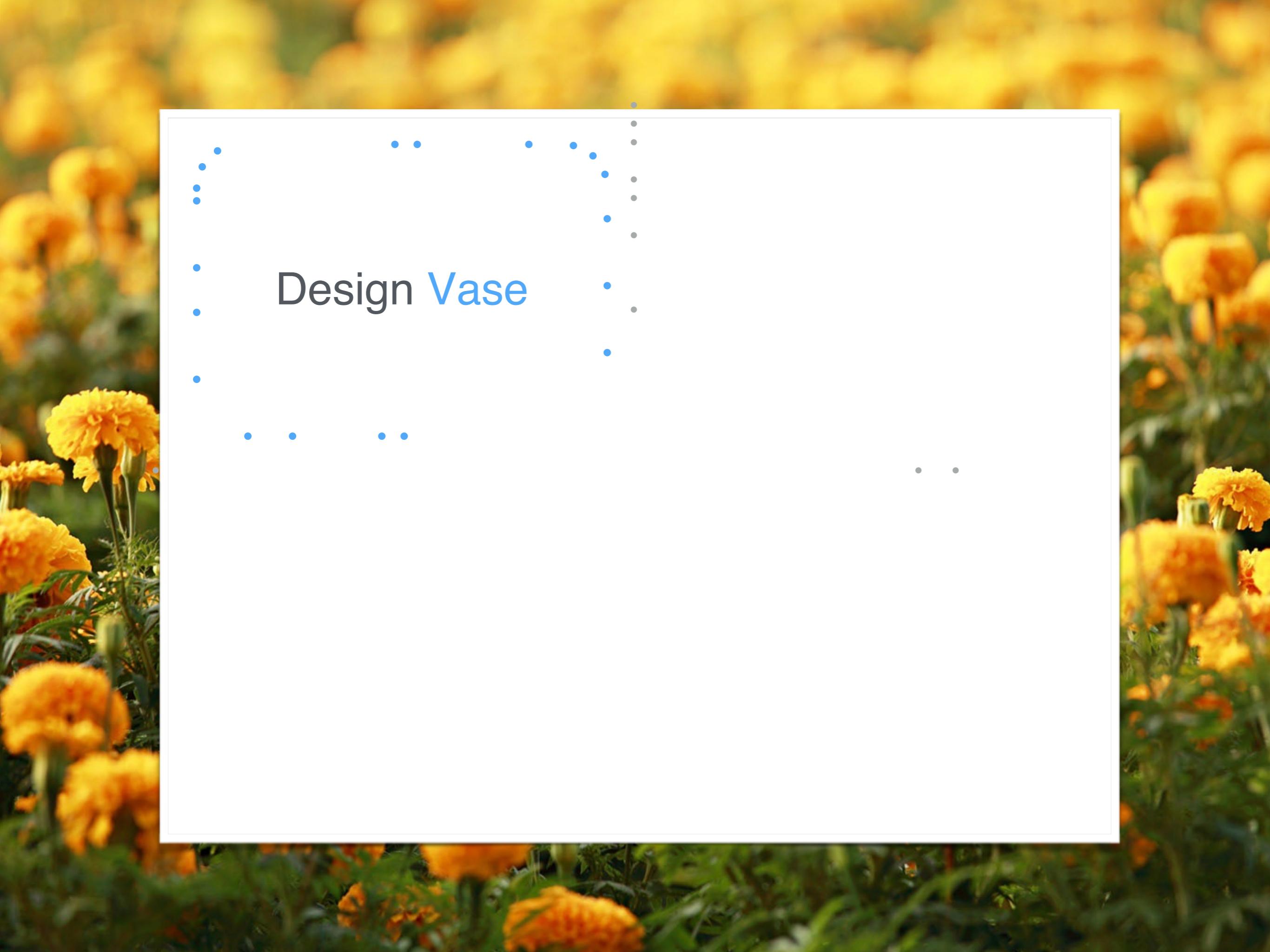
Not about how its “Easy”

It's Experience

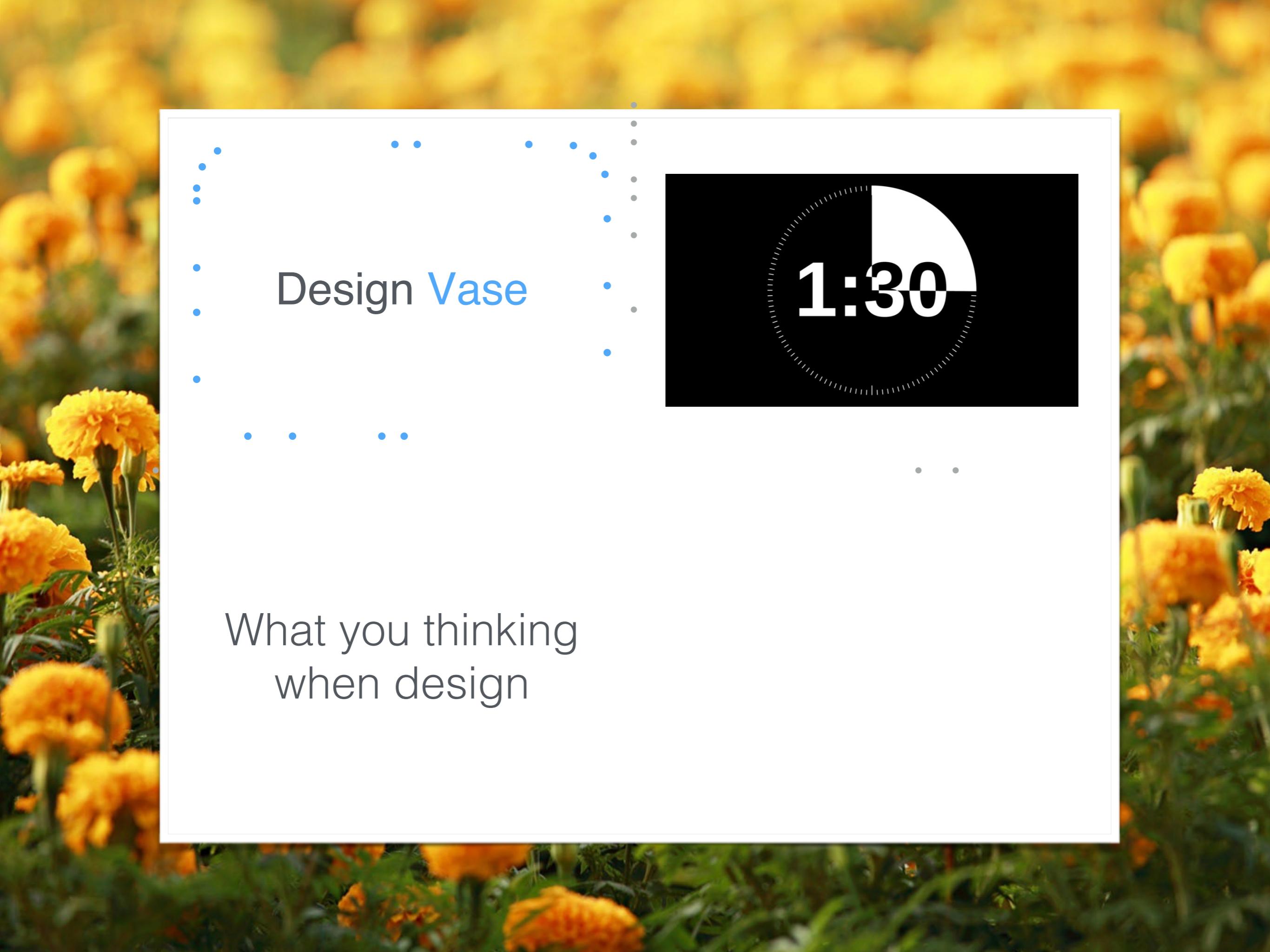
This is UX

A dense field of marigold flowers, with many bright yellow flowers in the foreground and a blurred background of more flowers.

Flower workshop

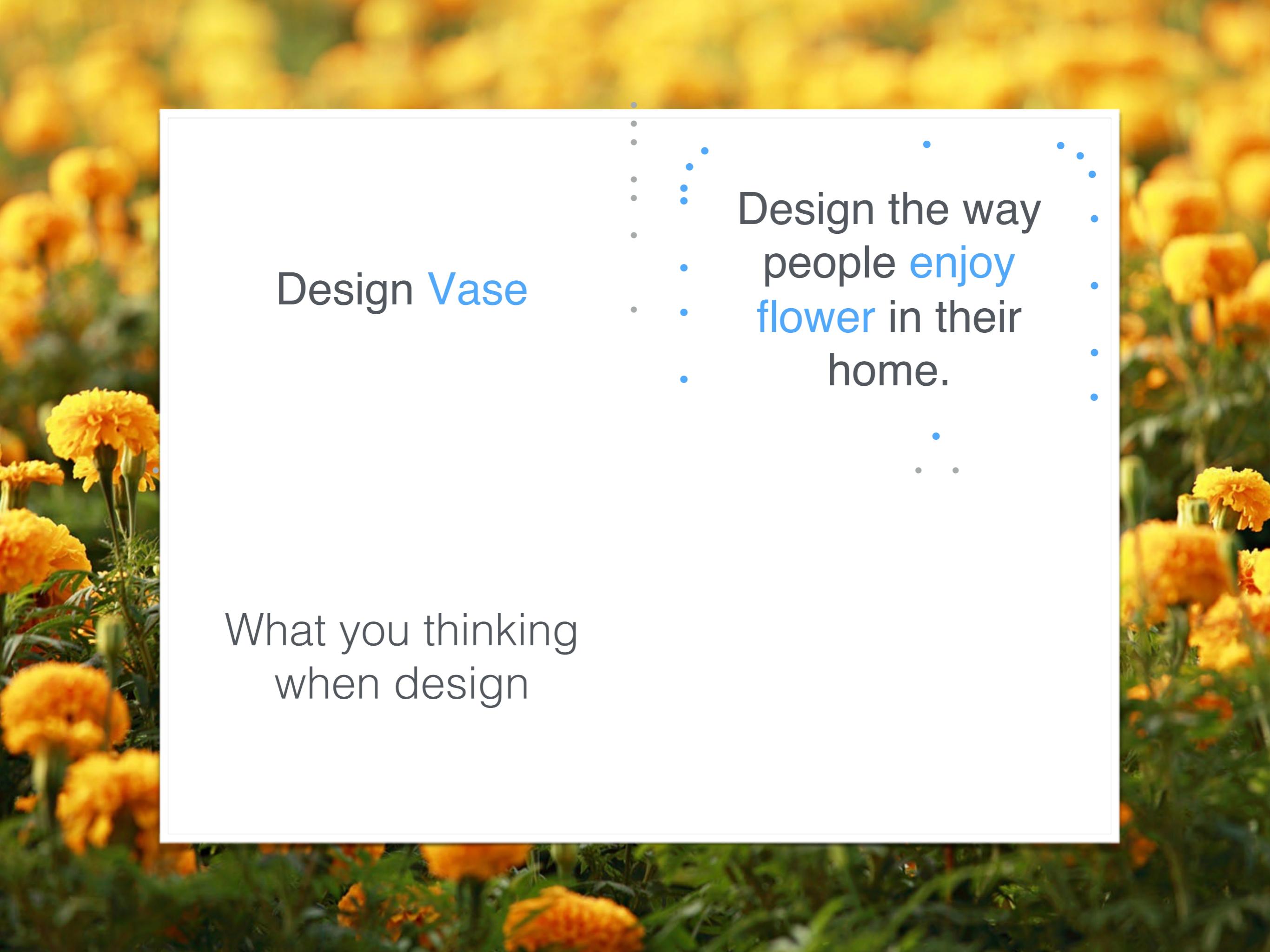


Design Vase



Design Vase

What you thinking
when design

The background of the slide features a dense field of vibrant yellow marigold flowers with green stems and leaves. The flowers are in sharp focus in the foreground, while the background is softly blurred.

Design Vase

What you thinking
when design

Design the way
people **enjoy**
flower in their
home.



What you thinking
when design

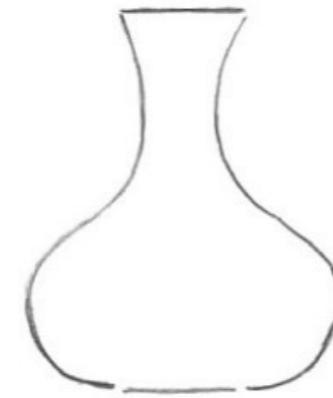
Design the way
people **enjoy**
flower in their
home.



What you thinking
when design

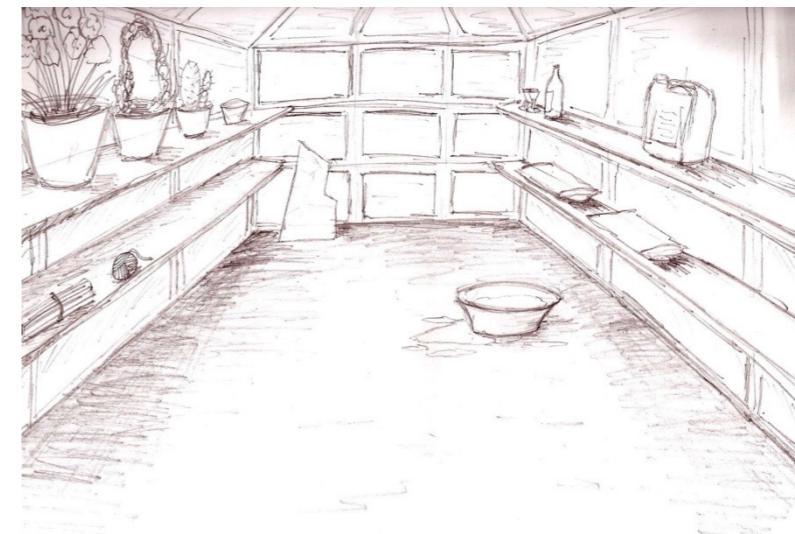
Design the way
people **enjoy**
flower in their
home.

What you thinking
when design



Product

Design a [vase](#)



Experience

Design the way
people [enjoy](#) flower
in your home



Instagram

Product

mobile app for share
photo and Video on
variety of social
networking

Experience

mobile app that provide
“feeling easy” when user
edit photo before share

Design with Product



Girl



Dark house



Mystery



“Ghost house”



Dog



Children



A little bit fun

Design with Experience



Girl



Dark house



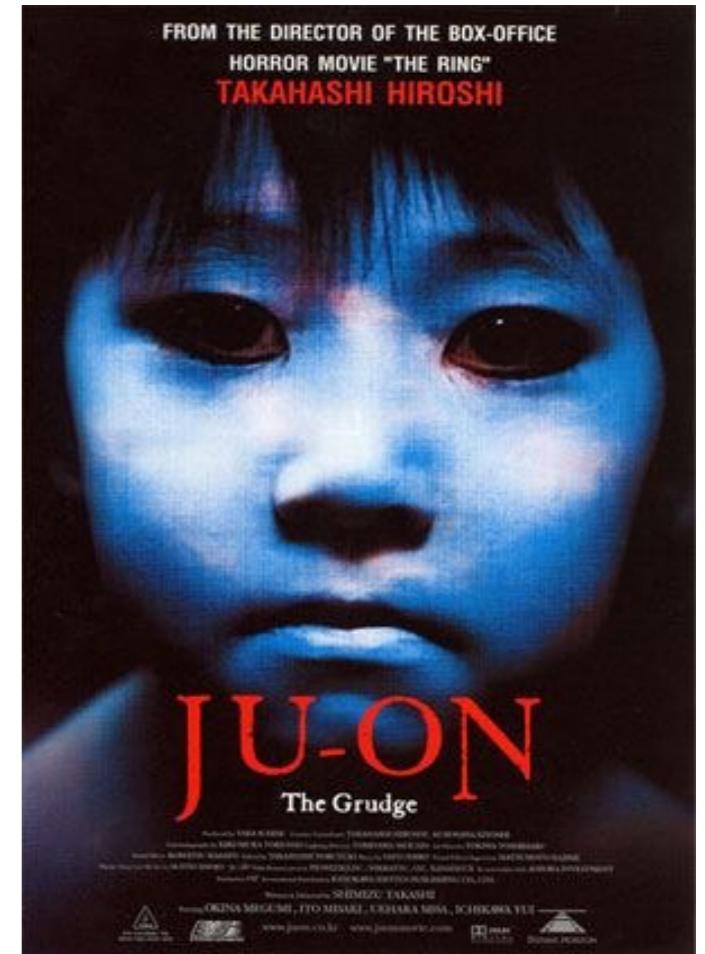
Mystery



Dog



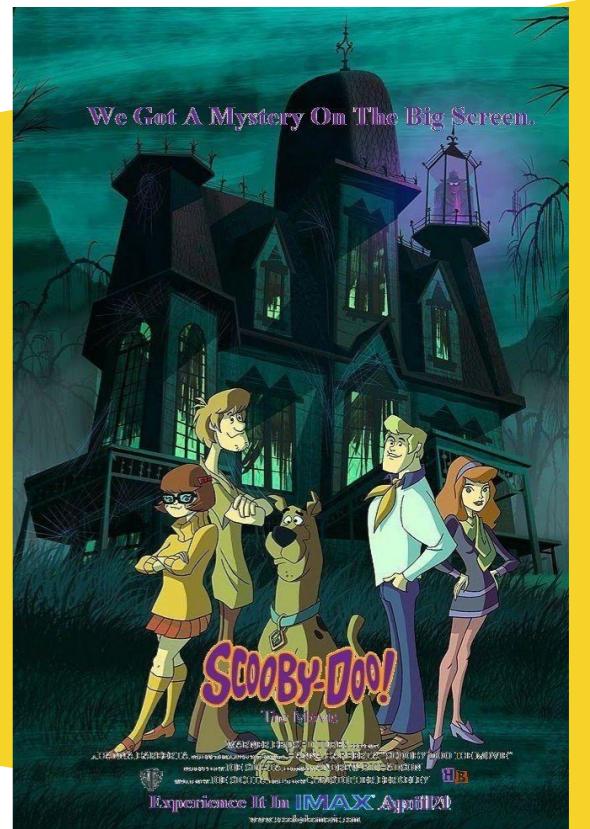
Children



A little bit fun

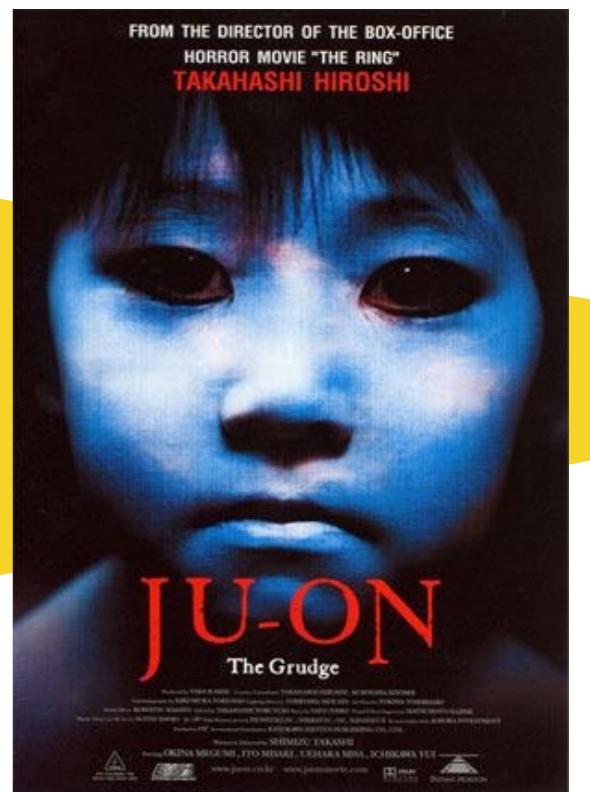
Design with
Product

“Ghost house”



Design with
Experience

“Feel horror”





Christmas



Clock Tower



Thai Culture



Fashion + Thai + Silk

amazing
THAILAND

Q&A



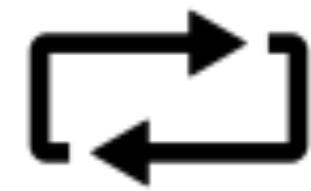
User



Journey



Product



Kaizen



User



Journey



Product



Kaizen



User



Journey



Product



Kaizen

Need & Goal

Persona

Empathy Map

HD

quality clearness



The Curtain Rises

IRONICALLY, EUROVISION meant to be Azerbaijan's coming-out party, up underlined by

MP
ment's
an valued
ered all ex-
member of
and has esti-
\$8,000 and
MPs can
as long as it
est's K as I
he-top press junk
alists, who are drav
ury hotels on their own, so
hopes to seduce potential
it speaks directly to foreign
al guest act during the co

Positive Press

POLITICIANS WON'T FILL UP
Politicians won't fill up
lobby hotels on their own, so
they definitely need political
port us in international orga

snare our visio
close cooperation wi
definitely need politici
port us in international orga

Y's Chinarnightclub. The three-day
the opening of
ers flew
on's



Pinch to zoom

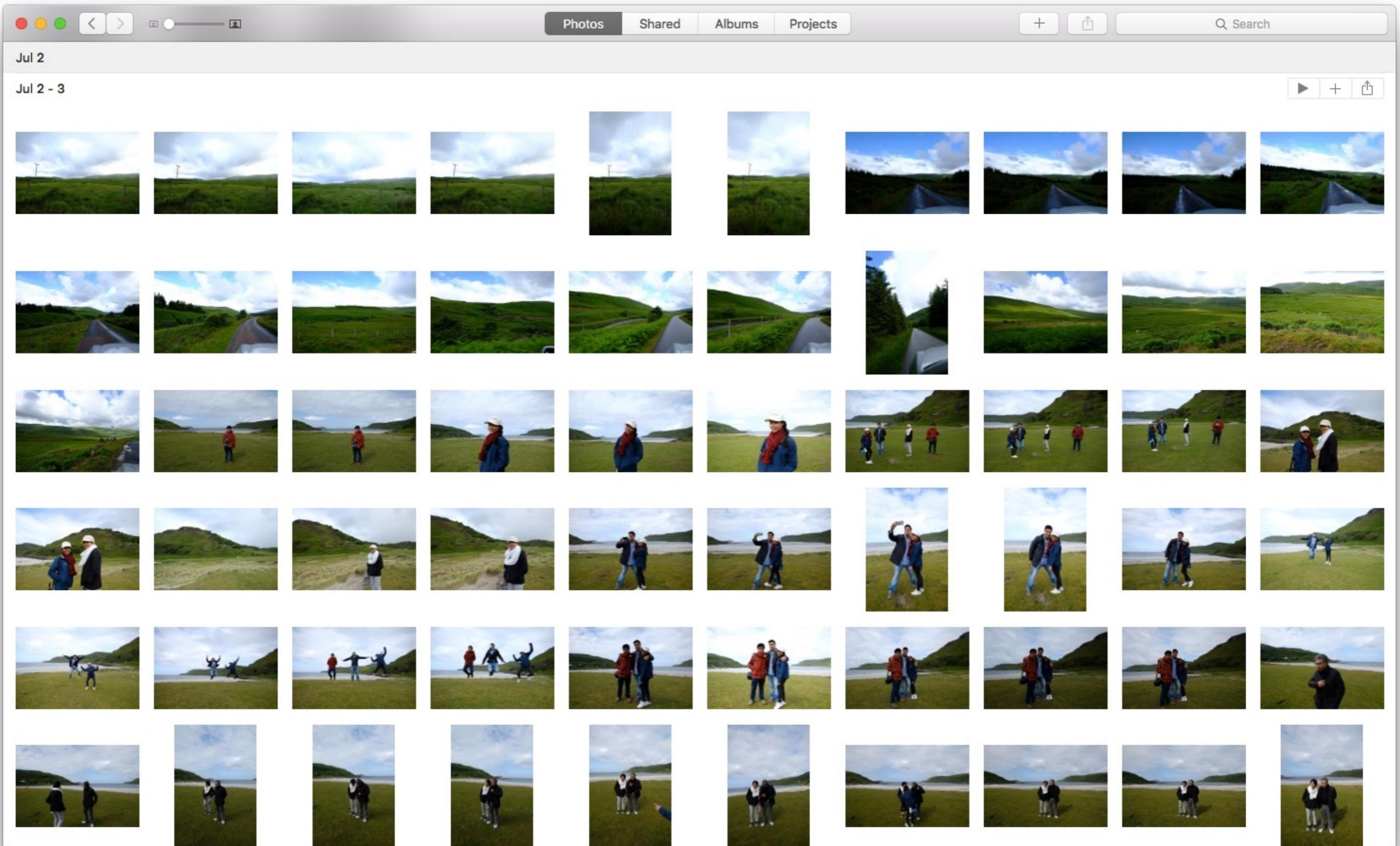


สวัสดีวันจันทร์



ขอให้เจօแต่เรื่องดีๆ
โชคดีตลอดทั้งวัน

needs/goals



Adobe Lightroom CC 2015
Get started with Lightroom mobile ▶

Library | Develop | Map | Book | Slideshow | Print | Web

Navigator FIT FILL 1:1 3:1

Library Filter: Text Attribute Metadata None

Filters Off

Histogram

UX TALK: EP3
EMPATHY
understanding feeling of another

Sort: Capture Time
Thumbnails

1
2
Folder : 2016-06-04
41 photos / 1 selected / P2130343.JPG
Filter: Filters Off

Import...
Export...
Sync Metadata
Sync Settings

Macintosh HD 71.0 / 233 GB
2016
195

2016-02-04
81

2016-02-05
40

2016-03-12
9

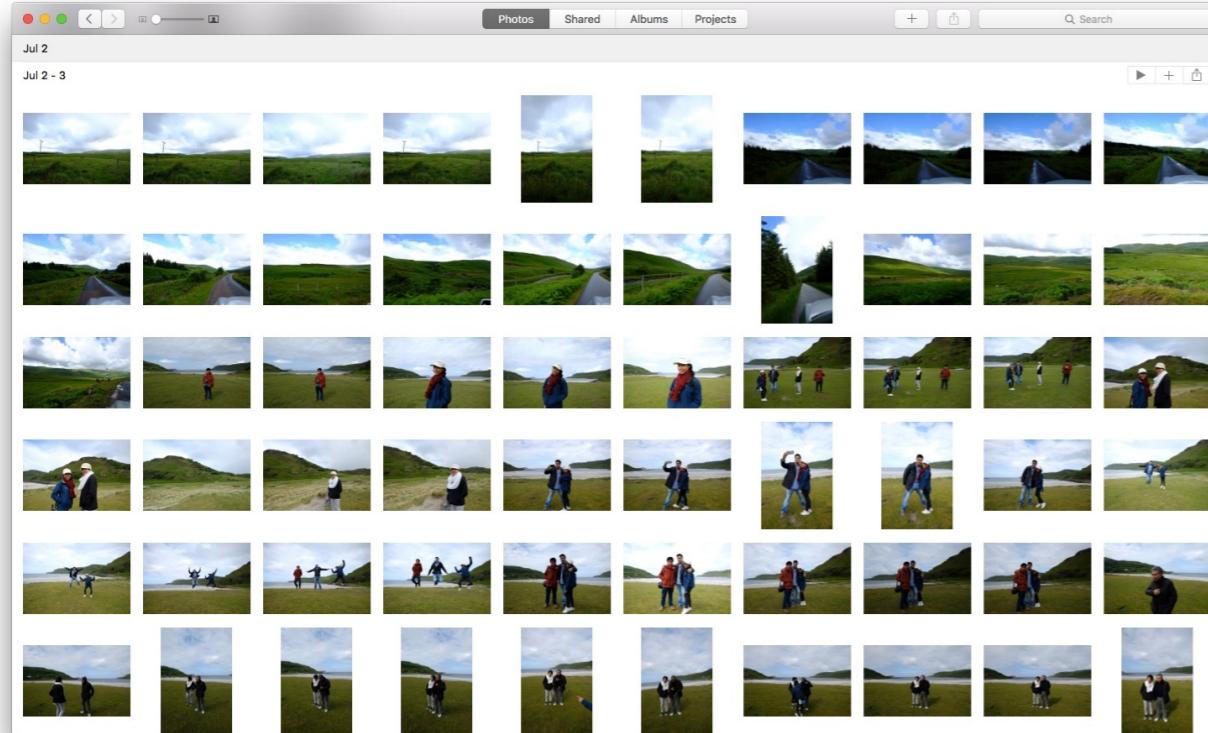
2016-04-17
24

2016-06-04
41

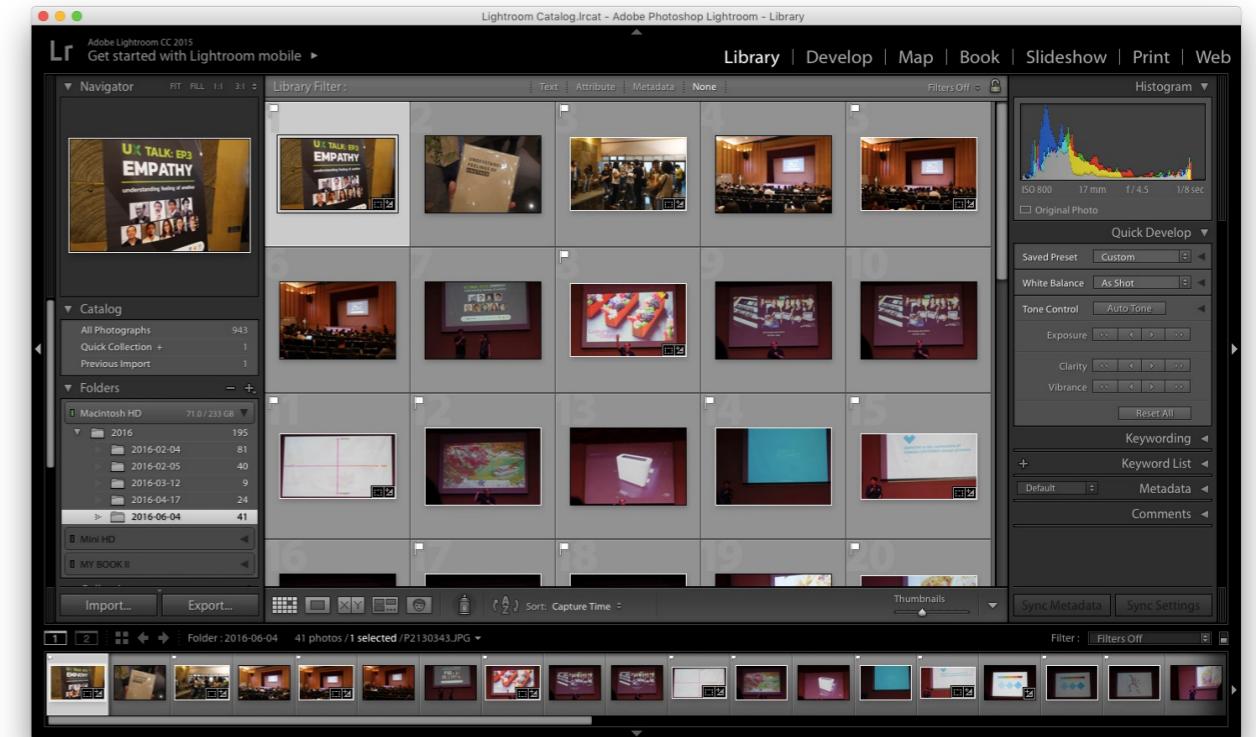
Mini HD
MY BOOK II

Import...
Export...

Sync Metadata
Sync Settings



Less sophisticated



More sophisticated



User



Journey



Product



Kaizen

Need & Goal

Persona

Empathy Map

“หน้าที่ของ **UX Designer** คือการเอา **User** มา
นั่งอยู่ในห้องประชุม”

UX Designer ท่านหนึ่งได้กล่าวไว้



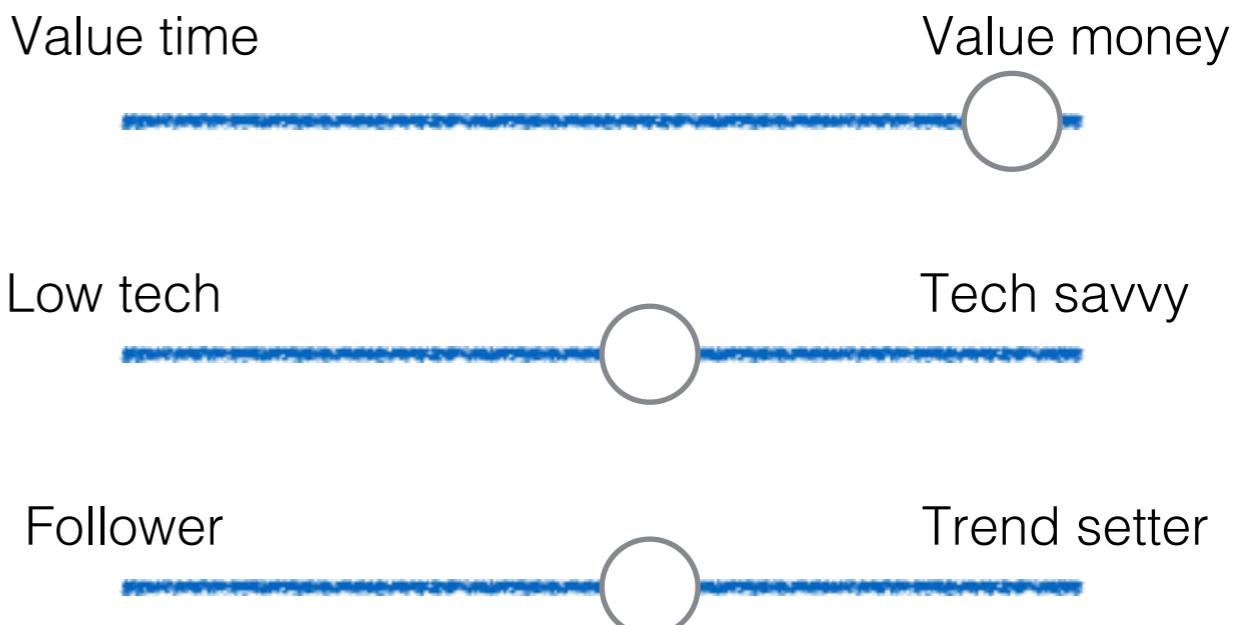


คุณไก'



“ค่าธรรมเนียมใบละ 15 บาท แพนนะ”

พนักงานบริษัท มีสองบ้านอยู่ ที่ทำงานไกลบ้าน ค่อนข้างยุ่ง เมื่อบิลมา ก็จะค่อยไปจ่าย จ่ายที่ 7/11 เมื่อไม่ว่างจริงๆ เพราะไม่อยากเสียค่าธรรมเนียมแพง ปรับ due date ให้ทุกบิลใกล้ๆ กัน ทุกเดือนจะเช็คกับบัญชีธนาคารและสลิปเงินเดือนว่า จ่ายอะไรไปเท่าไร



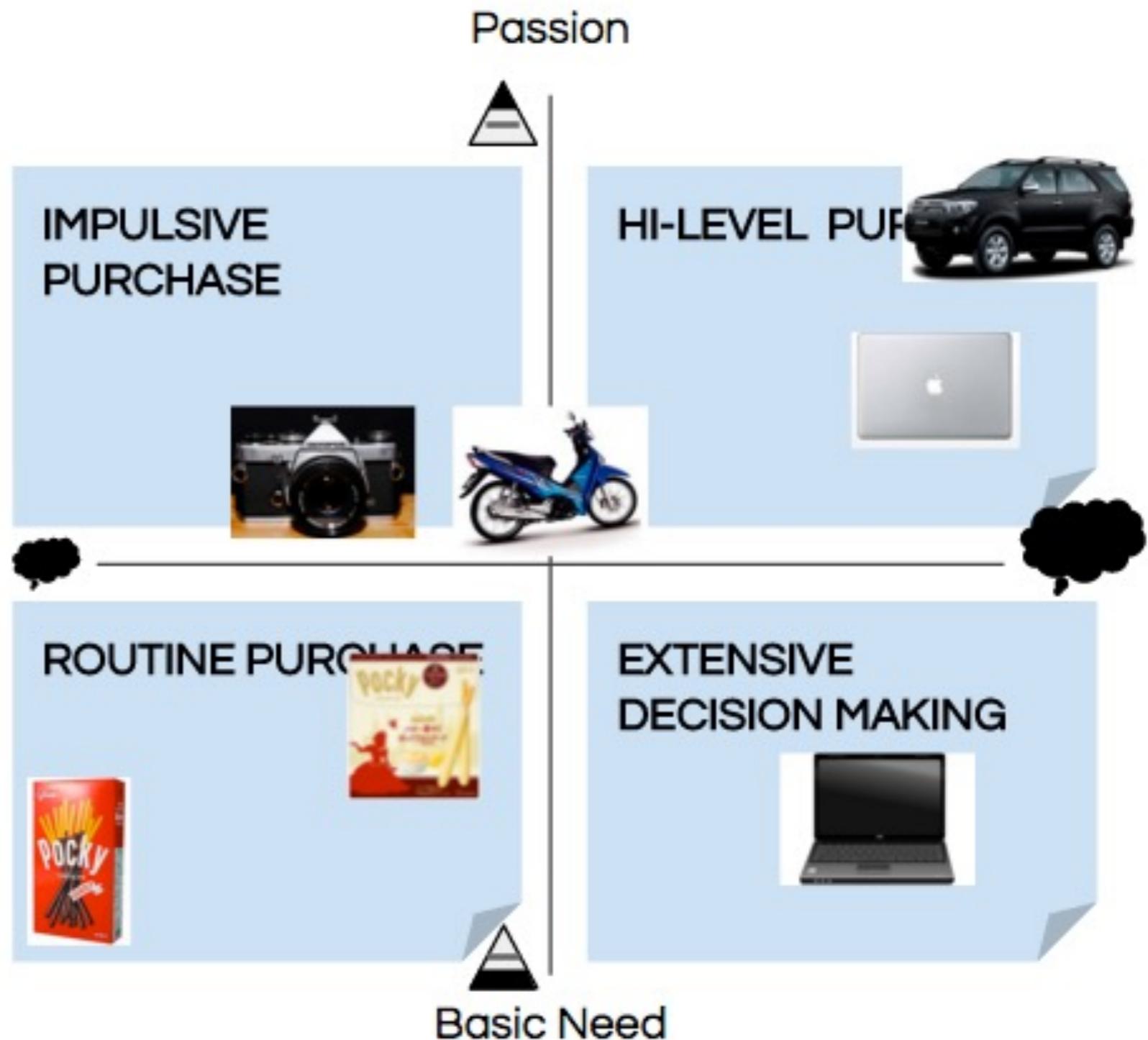
แม่หยก



ร้านขายาแน่นำและดีเลยใช้
มาตลอด



- Yok used to work in Tarad.com in BKK, but now she helps her family business at Kampaengpad.
- When she comes in BKK, she has to wear makeup in order to meet her clients. At her hometown, she wears make up so that she does not look like factory worker.



Marketing Persona

(Market Segment, Target Market)

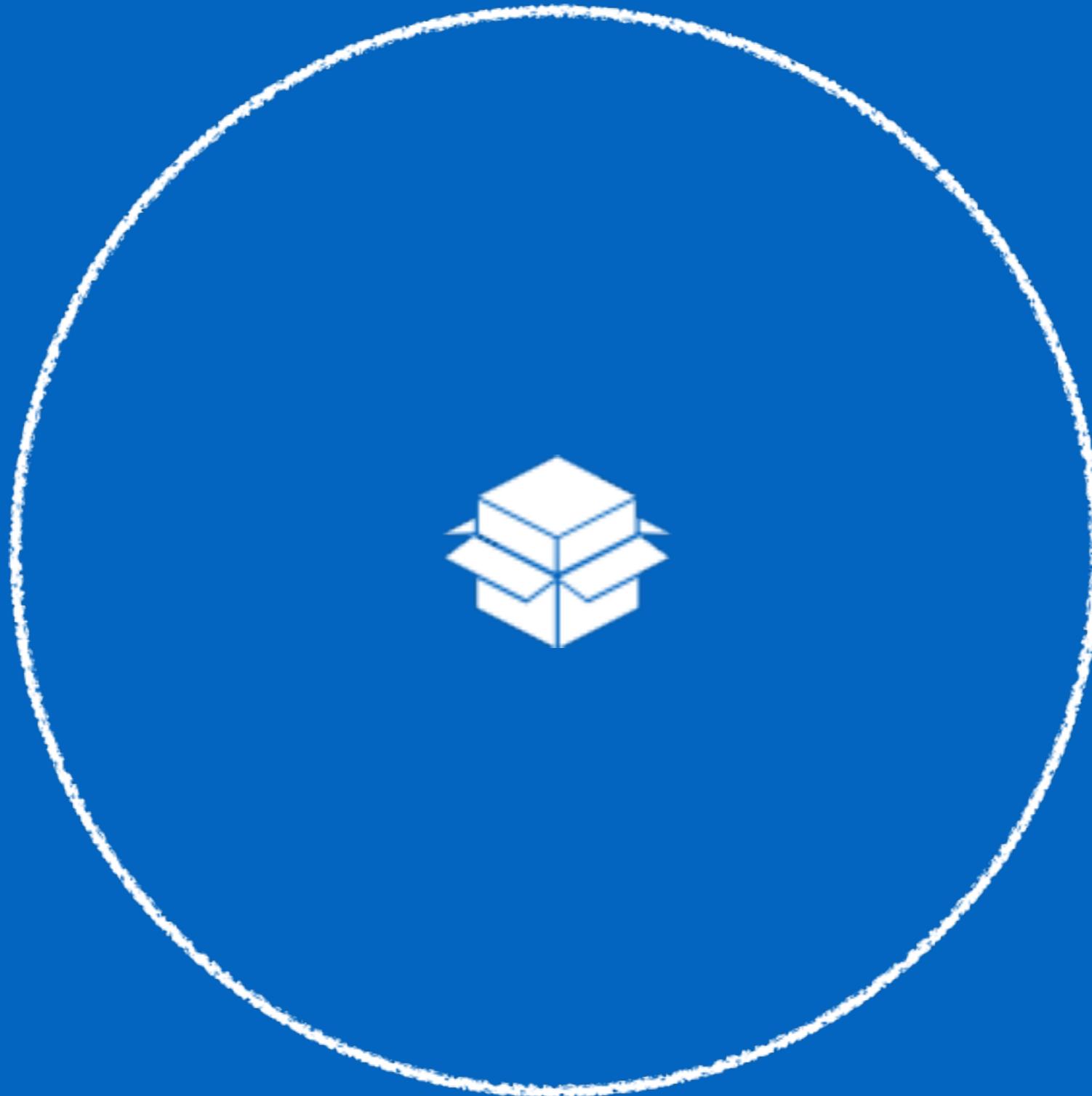
UX Persona

มีสินค้าอยู่หนึ่งชิ้น



Marketing Persona

หากลุ่มลูกค้าที่เป็นไปได้



Marketing Persona

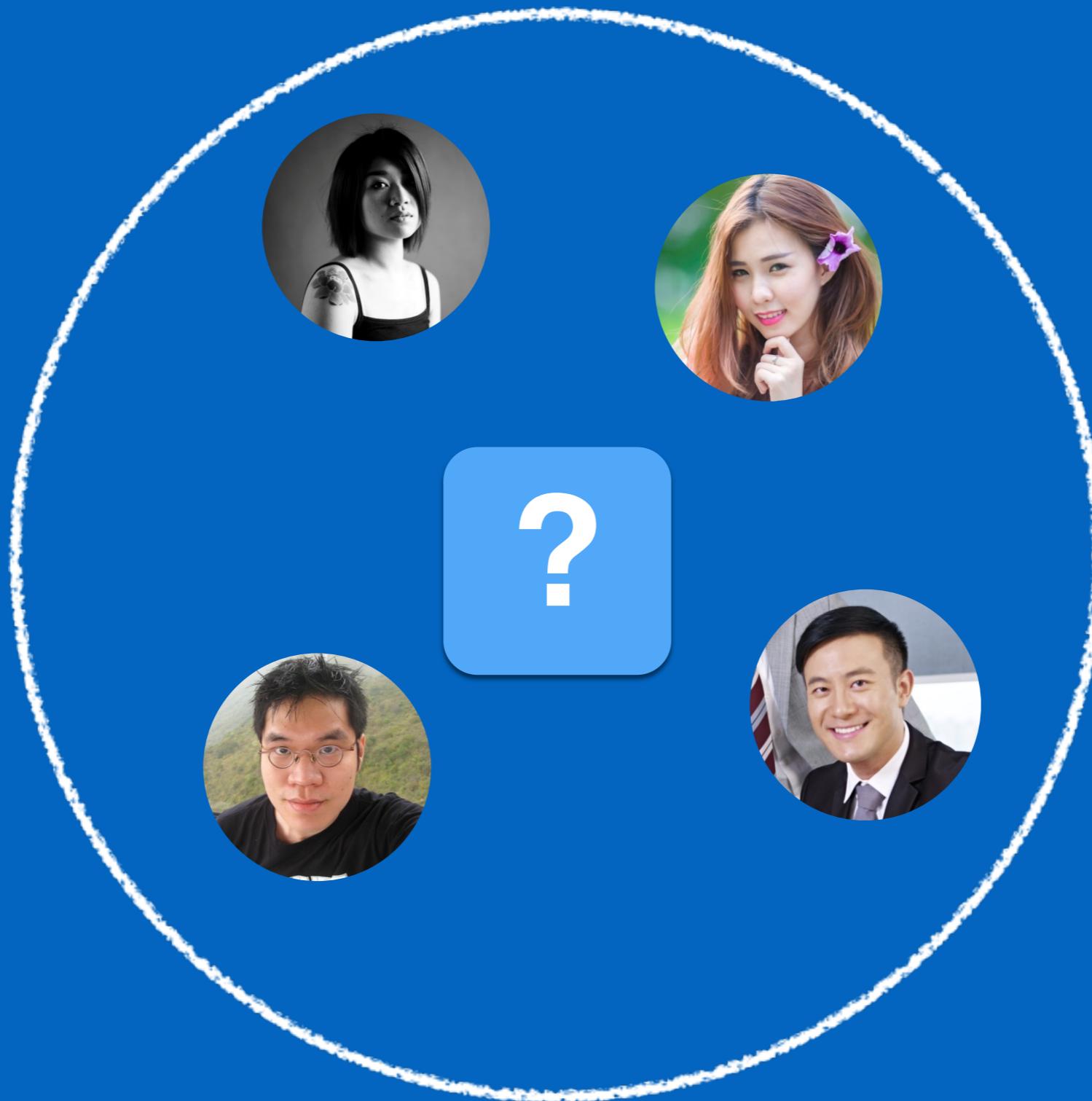


Marketing Persona

อายุ 20-25 ปี
ใช้ Internet วันละ 2-4 ชั่วโมง
เงินเดือน 20K - 30K บาท

Marketing Persona





UX Persona



น้องจูน อายุ 21
นิสิตสาวฟุ่งฟิ่ง ผู้คลั่งไคล้
Fashion ญี่ปุ่น

UX Persona



A



B

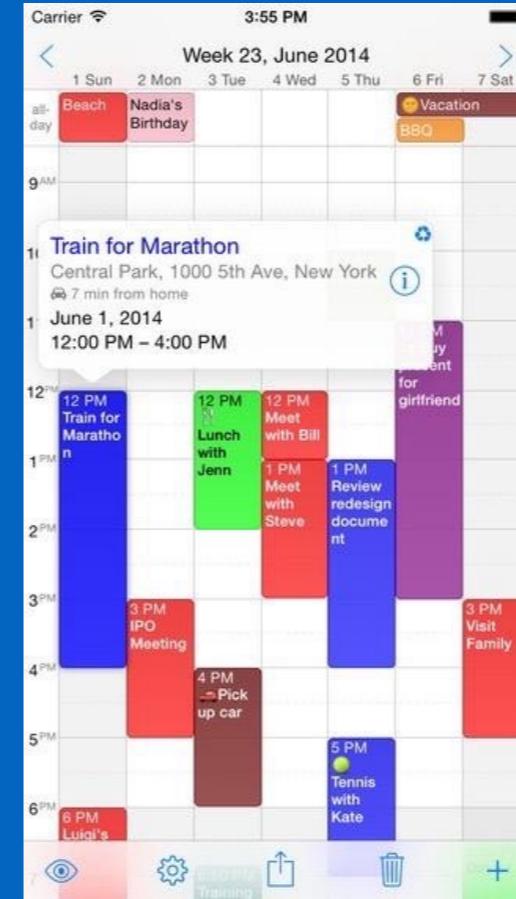


C



D

UX Persona



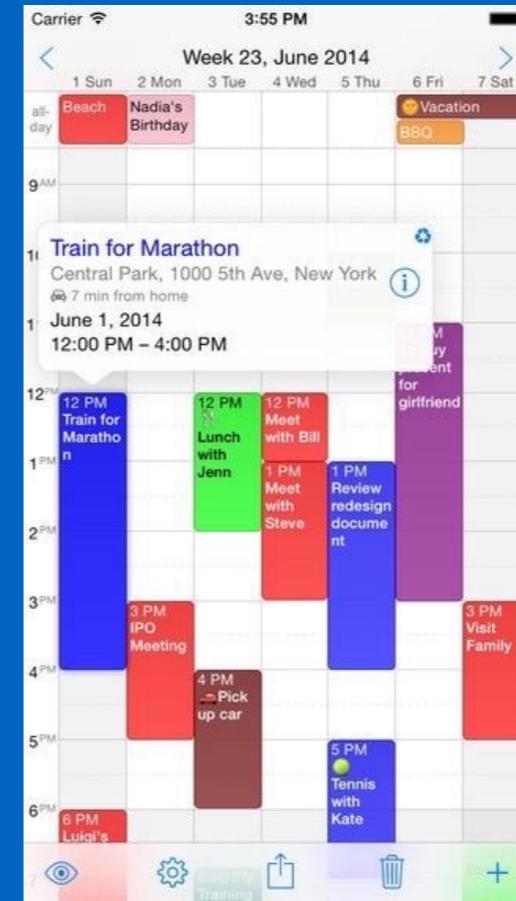
A

B

C

D

UX Persona



A

B

C

D

UX Persona

ให้เลือกหนึ่ง App สำหรับทุกคน



A

B

C

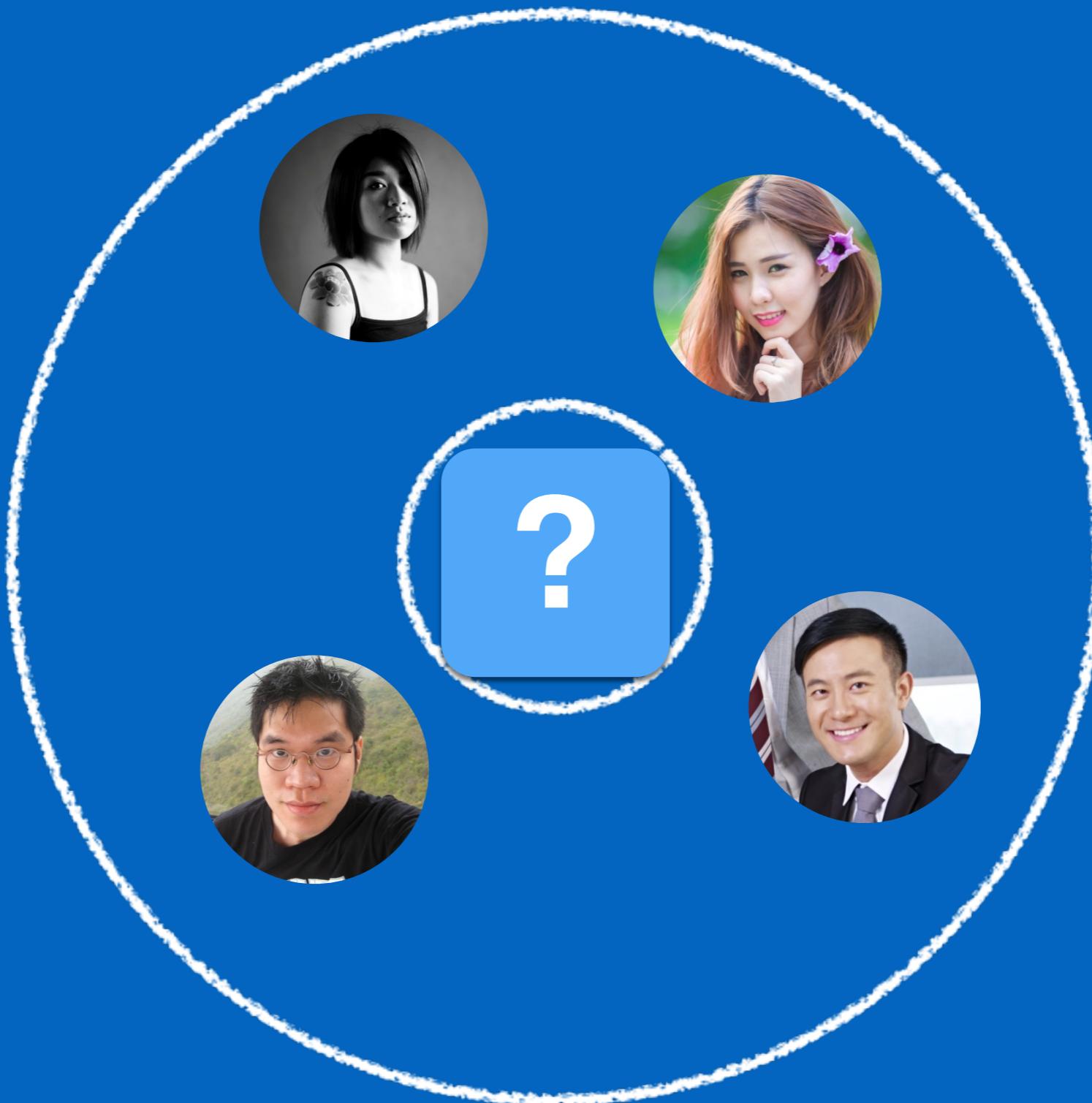
D

UX Persona

ให้เลือกหนึ่ง App สำหรับทุกคน



UX Persona



UX Persona

Marketing Persona



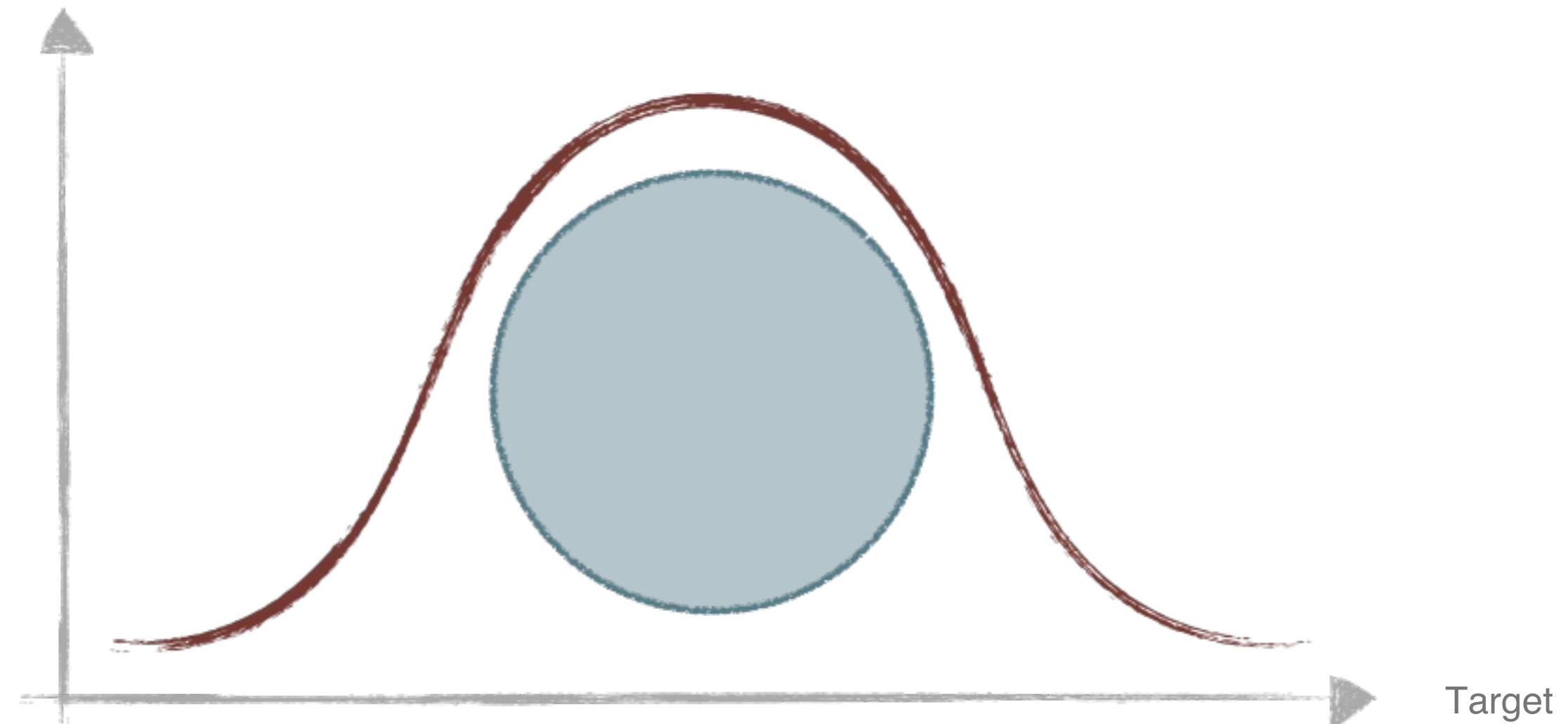
อายุ 20-25 ปี
ใช้ Internet วันละ 2 ชั่วโมง
เงินเดือน 20K - 30K บาท

UX Persona



น้องจูน อายุ 21
นิสิตสาวฟุ่งฟิ่ง ผู้คลั่งไคล้
Fashion ลุ๊ปุ๊น

people



Age 25

35

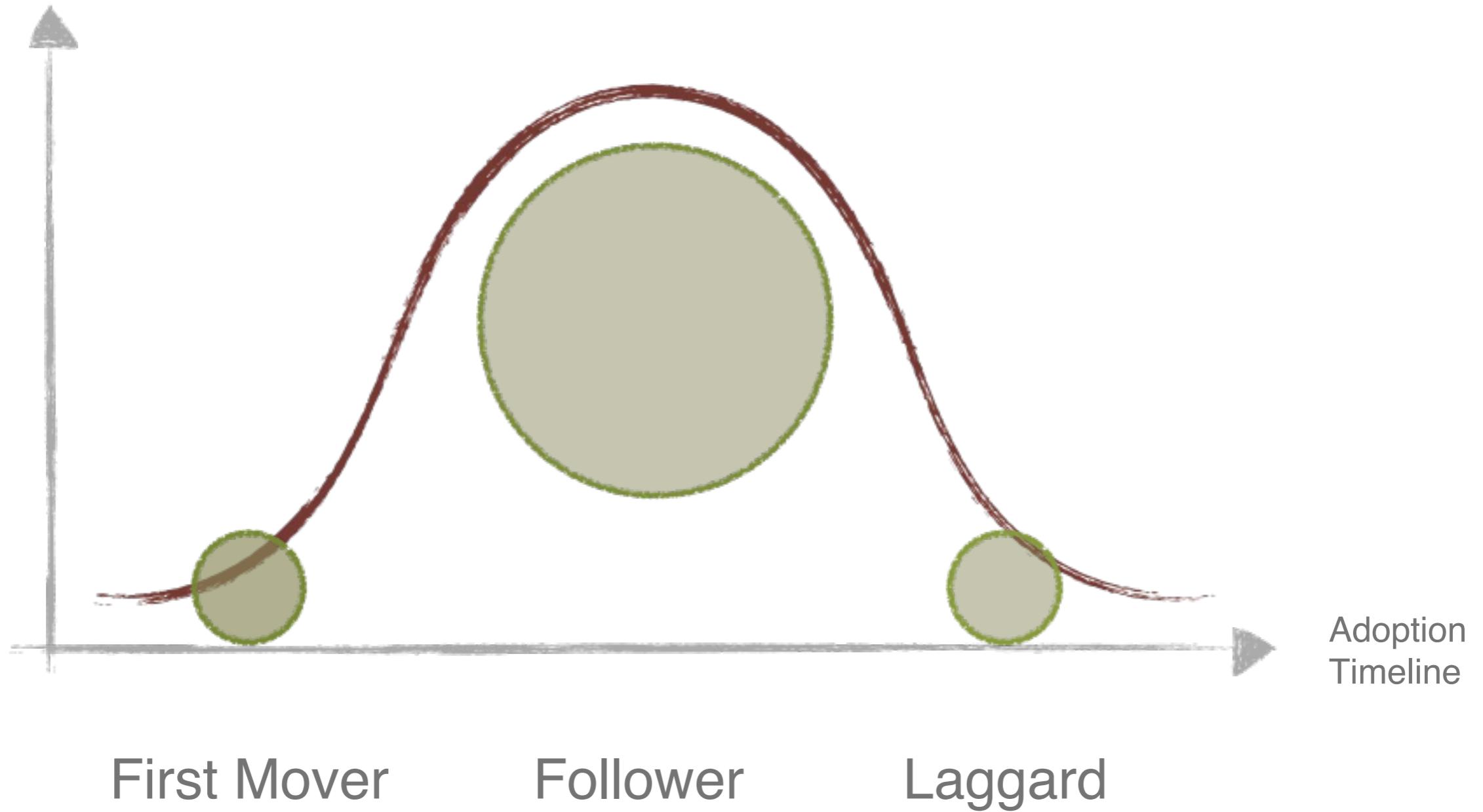
Salary 25,000

100,000

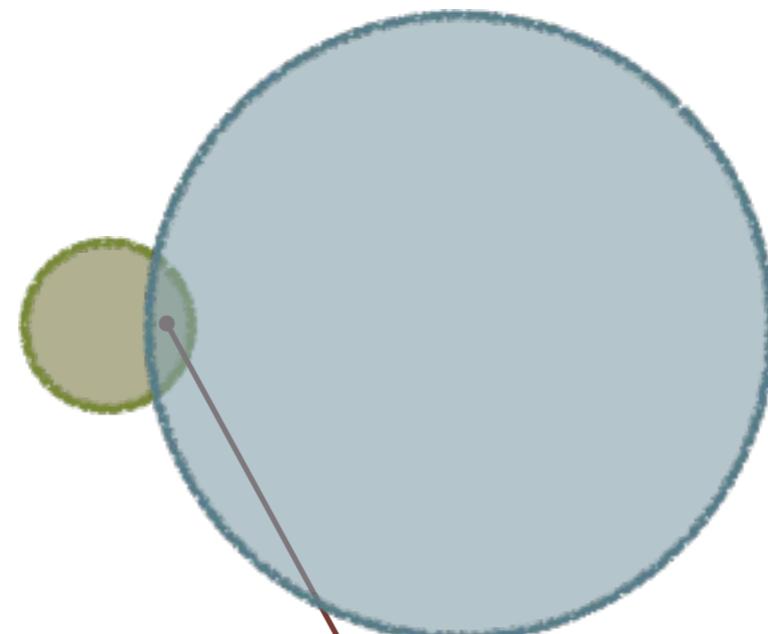
Saving 10%

80%

people



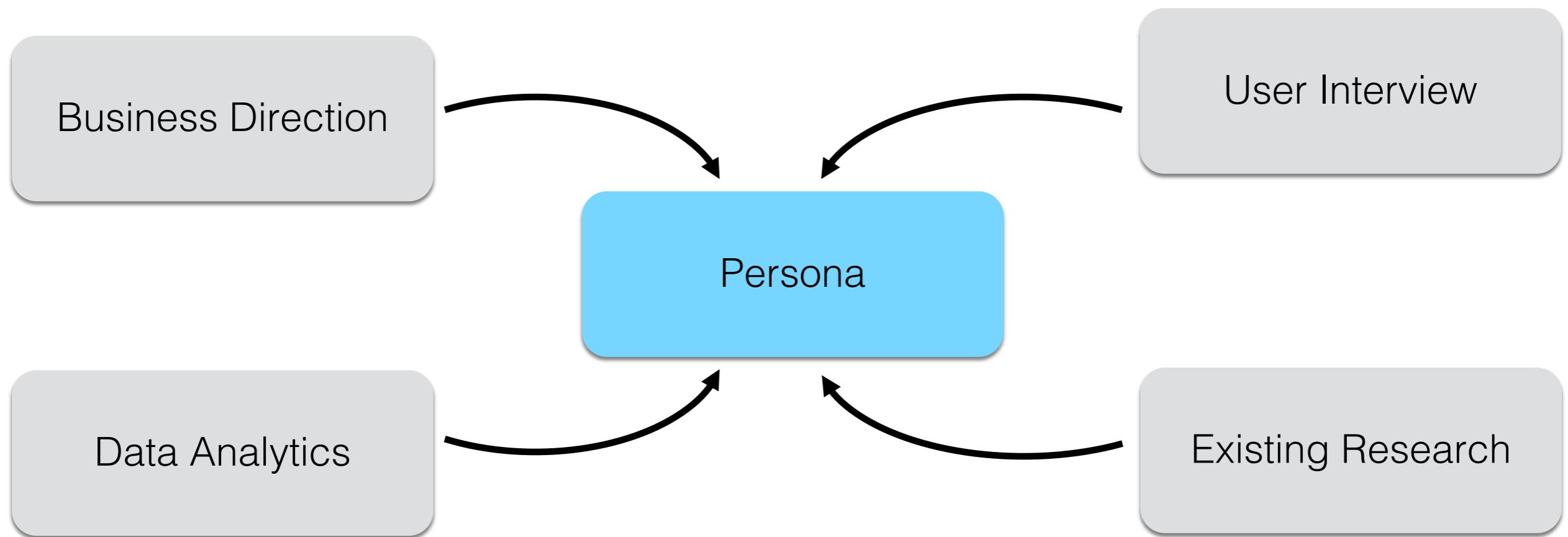
First Mover



Market Target

Your persona

Persona Source



WORKSHOP:
Create your persona

Name: หมาย



สาวโสด อายุ 30 ปี ทำงานเป็น
นายหน้าค้าส่ง อยู่ที่บ้าน ถ้ามีช่วงพักจะพยายาม
ไปดำเนินกับเพื่อนๆ



“

เวลาคือสิ่งที่มีค่าที่สุดของฉัน

”

Goal

- หาทางเพิ่มงานในเวลาท่าเดิม
- สิ่งที่ทำให้ลูกค้าพอใจเพิ่มขึ้นโดยไม่เพิ่มต้นทุน