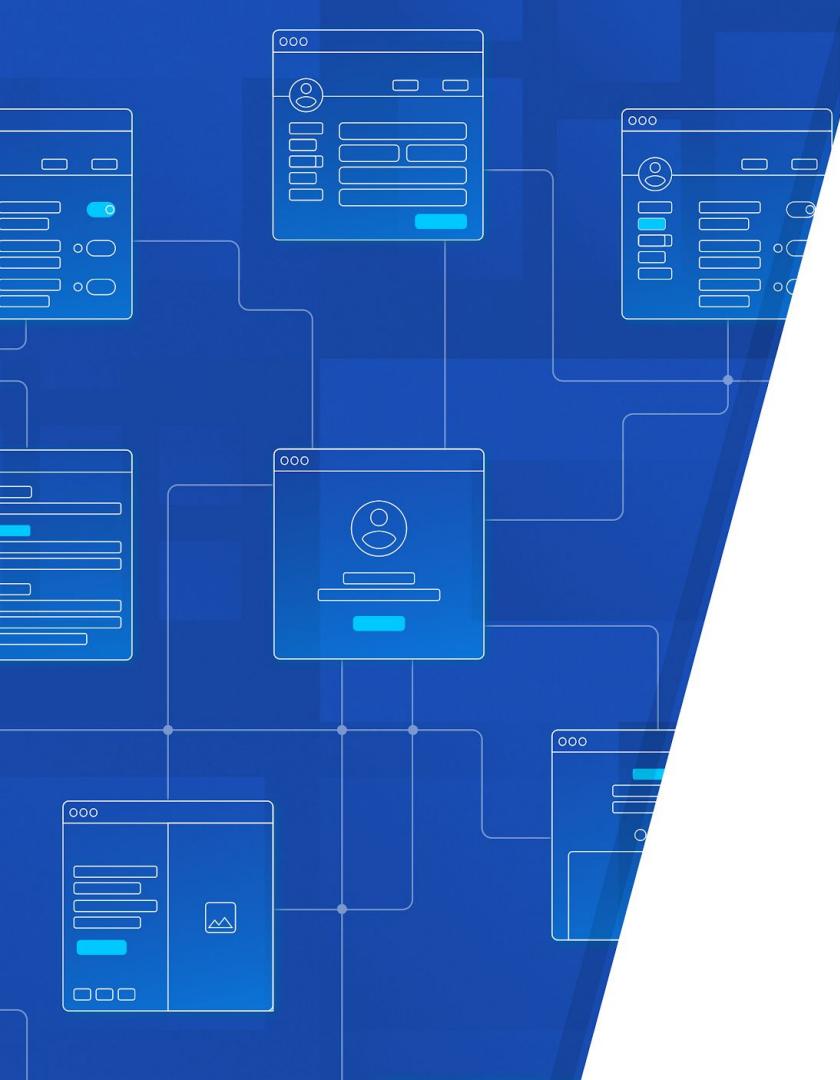


- will begin shortly....

# Hello and welcome!

#VismaAClubs @ligaac\_labs

Thursday, 1st of April



# Hello and welcome!

#VismaAClubs @ligaac\_labs

Thursday, 1st of April

# WELCOME

# Who **we** are?



**Monica Iovan**  
Head of Security  
Development



**Ionuț Brădățan**  
Senior UX Designer



**Alina Nicula**  
Software Architect

Who **are** you?

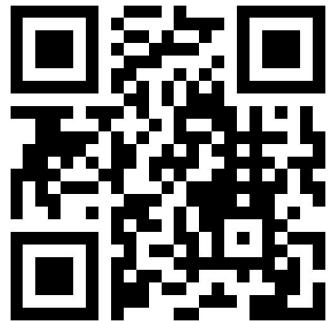


Let's play a game

1. Tell us your name, university, city & county.
2. Plans on working anywhere?
3. Show us your last photo from your phone and tell us why it's there.

# Your **expectations** for this training

Visit <https://www.menti.com/> and  
use the code **7476 8968**



?



# Breakdown of our time together

## Become UX hackers

Today we'll learn how to think before we approach any project with focus on the user and not only that

## Project start-up & requirements I

Monica will show you how to get a basic understanding of Agile development

## Project start-up & requirements II

Establish the user's problem & breakdown in related tasks

## Implementation

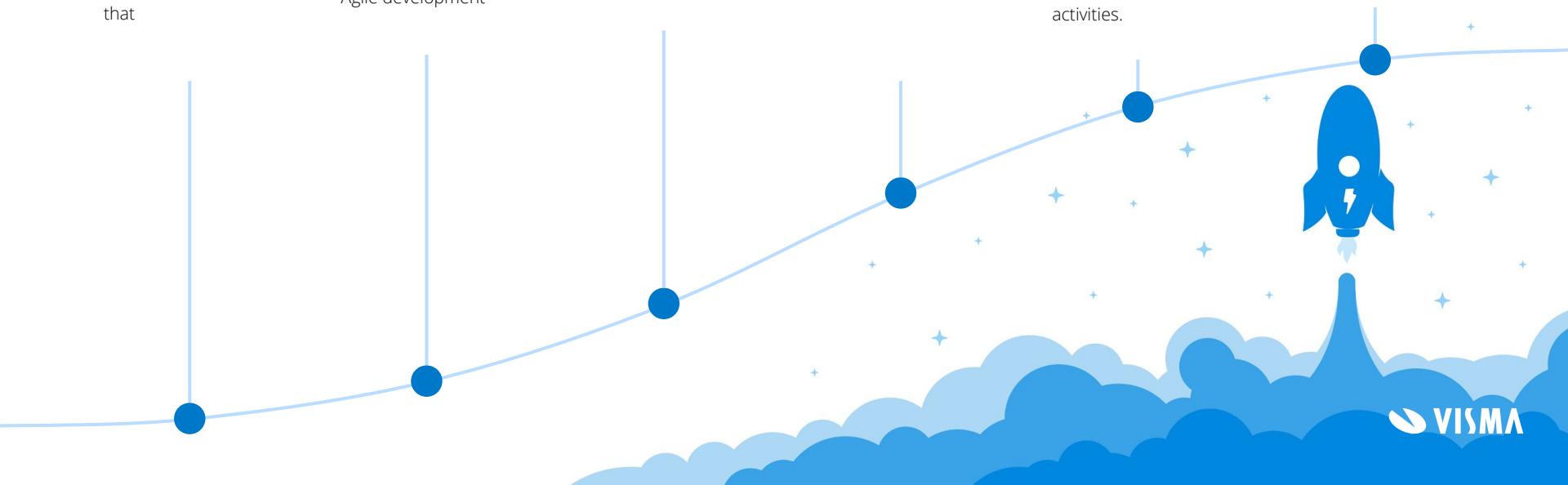
You and Alina will take the majority of our time together implementing a secure solution.

## Guest speaker

Some sessions will be moderated by an internal speaker with focus on more specialised security activities.

## Lift-off!

Last day - a nice surprise awaits you!



Breakdown of our time together

40 hours

Day 1



## Become a UX hacker

Day 2 & 3



## Project start-up & requirements

Day 4+



## Implementation

A typical day  
**4 hour day**

09:00 - 10:00	.....	<b>Work</b>
10:00 - 10:10	.....	Break
10:10 - 11:30	.....	<b>Work</b>
11:30 - 12:00	.....	Long break
12:00 - 13:00	.....	<b>Work</b>

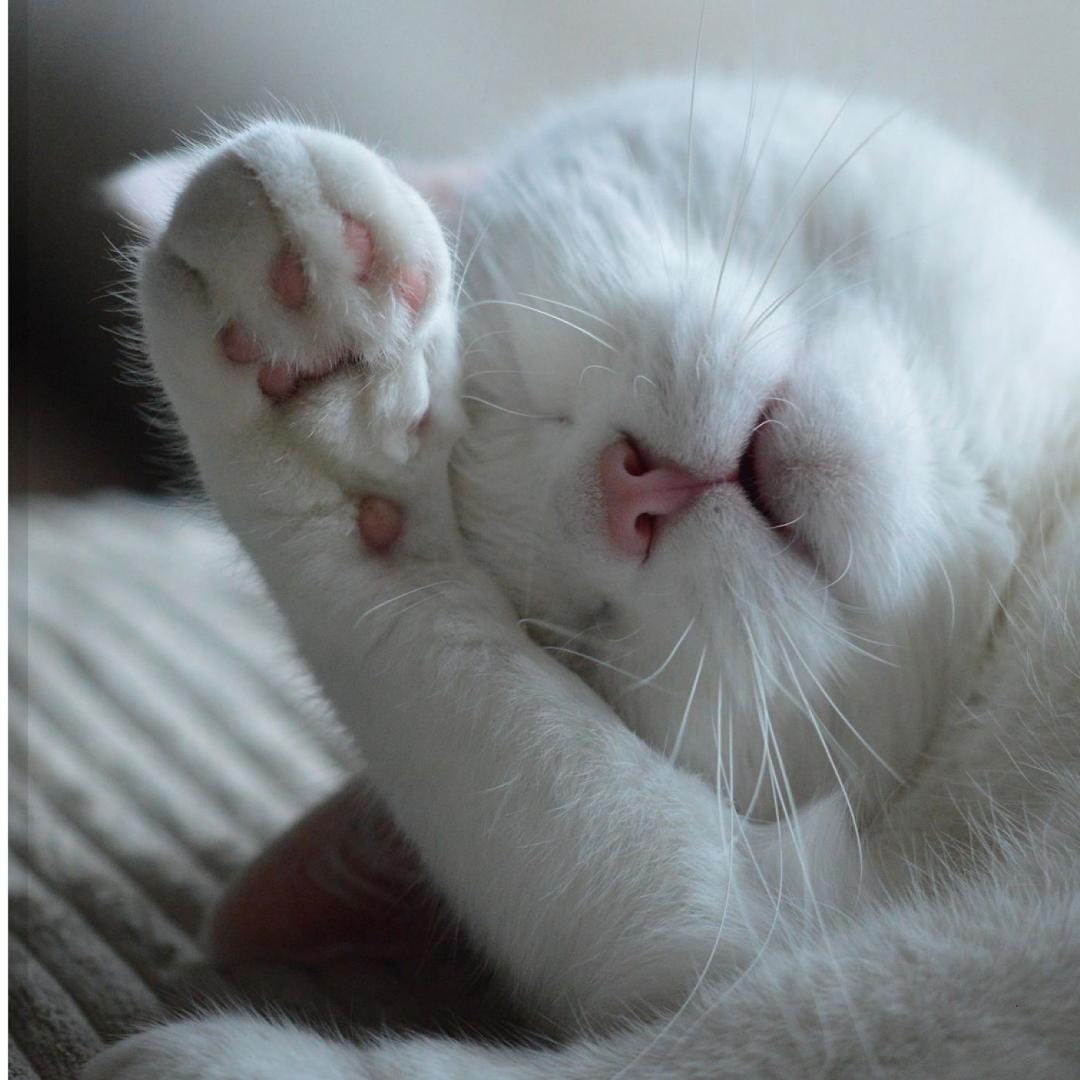


# Q&A time!



Let's have a **break**

Be back in 10 minutes 



# Welcome to UX Hacks

#VismaAClubs @ligaac\_labs

Goals with this brief training

1. Get a basic understanding of UX
2. The dark designs of UX
3. Enable you to perform own UX-related tasks





*all the people*

**IMAGINE**







E-VAC Platform

[Learn More](#)



## Sign up for free COVID-19 vaccine

& check your pre-registration status.

[Pre-Registration](#)

[Learn More](#)



Check the list



Sign up!



Receive updates



Make appointment



Dose #1



Dose #2



Immunity!

# Covid-19 vaccines

Key facts about the main authorised vaccines\*

Pfizer (US) BioNTech (GER)		Moderna (US)	Oxford (UK) AstraZeneca (UK, SWE)
EFFECTIVENESS	 95%	 94.1%	 70%
TYPE	mRNA (genetic code)	mRNA (genetic code)	Viral-vector
NUMBER OF SHOTS	2 shots 21 days apart	2 shots 28 days apart	2 shots 4-12 weeks apart
How GIVEN	Shot in the muscle of the upper arm	Shot in the muscle of the upper arm	Shot in the muscle of the upper arm
AGE	16+	18+	18+
STORAGE TEMPERATURE	-70°C	-20°C	2-8°C (refrigeration temperature)
PRICE PER DOSE**	12 euros	14.70 euros	1.78 euros

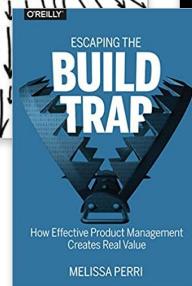
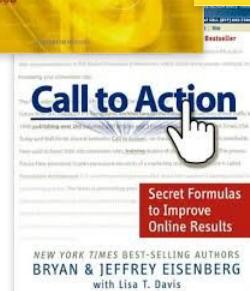
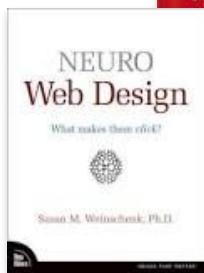
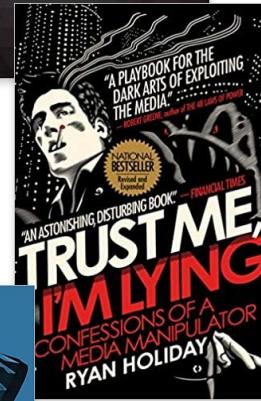
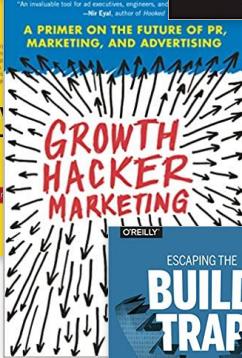
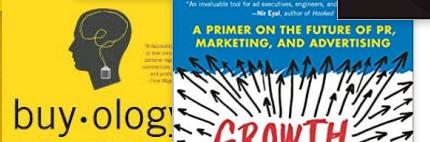
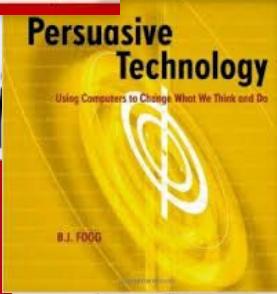
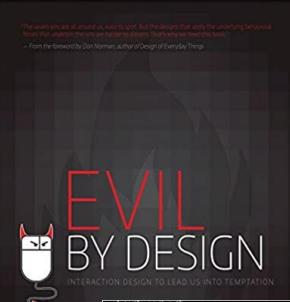
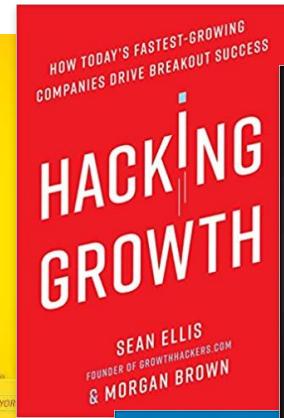
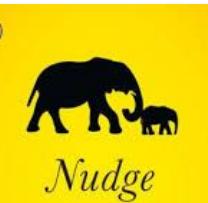
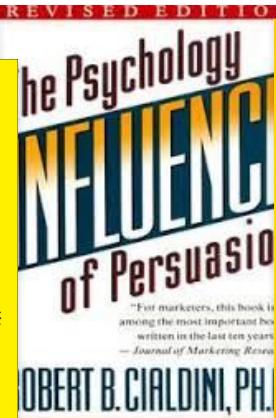
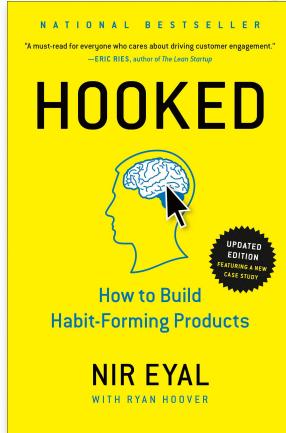
\*Sputnik V and Sinopharm have also been authorised in a limited number of countries outside Russia and China

\*\*Prices paid by EU, released on Twitter by Belgian budget state secretary

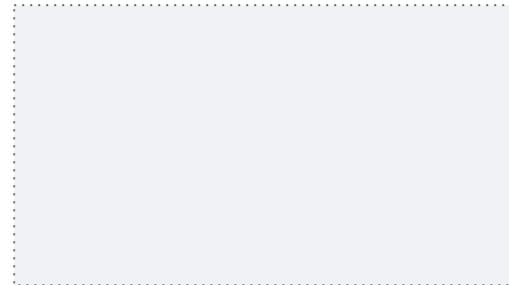
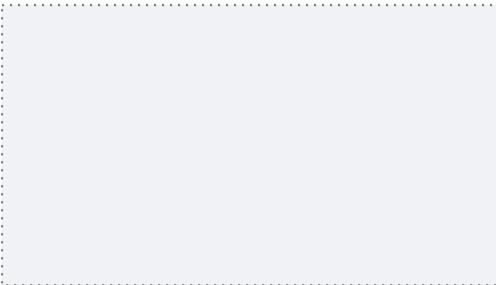
Source: US CDC, gov.uk      1 euro = 1.23 US\$







# Our recipe so far



# Our recipe so far



Aggressive environment

# Our recipe so far



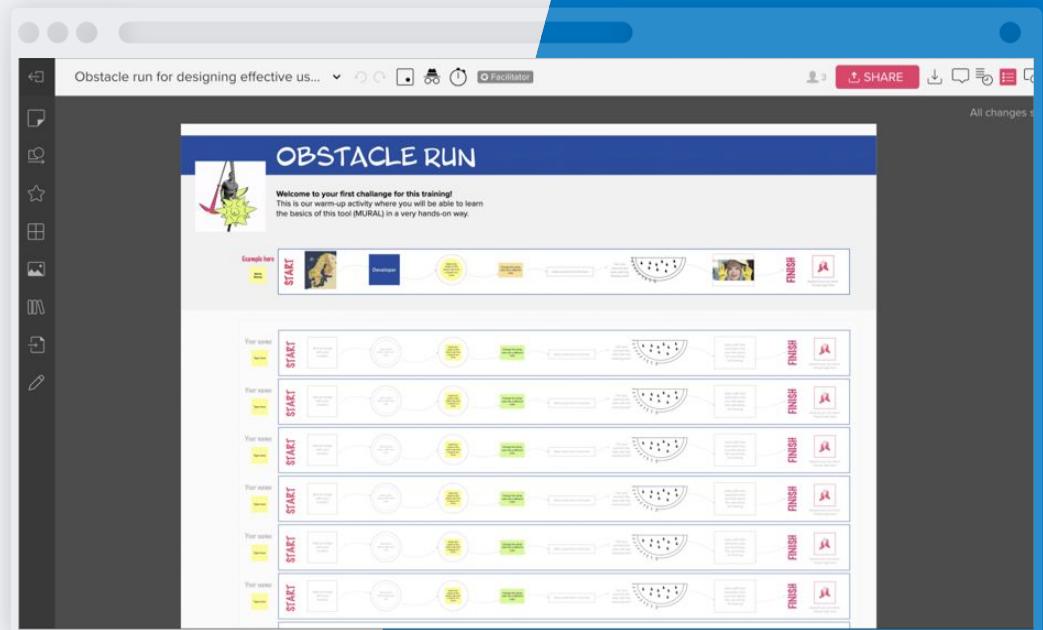
Aggressive environment



Huge emphasis on metrics

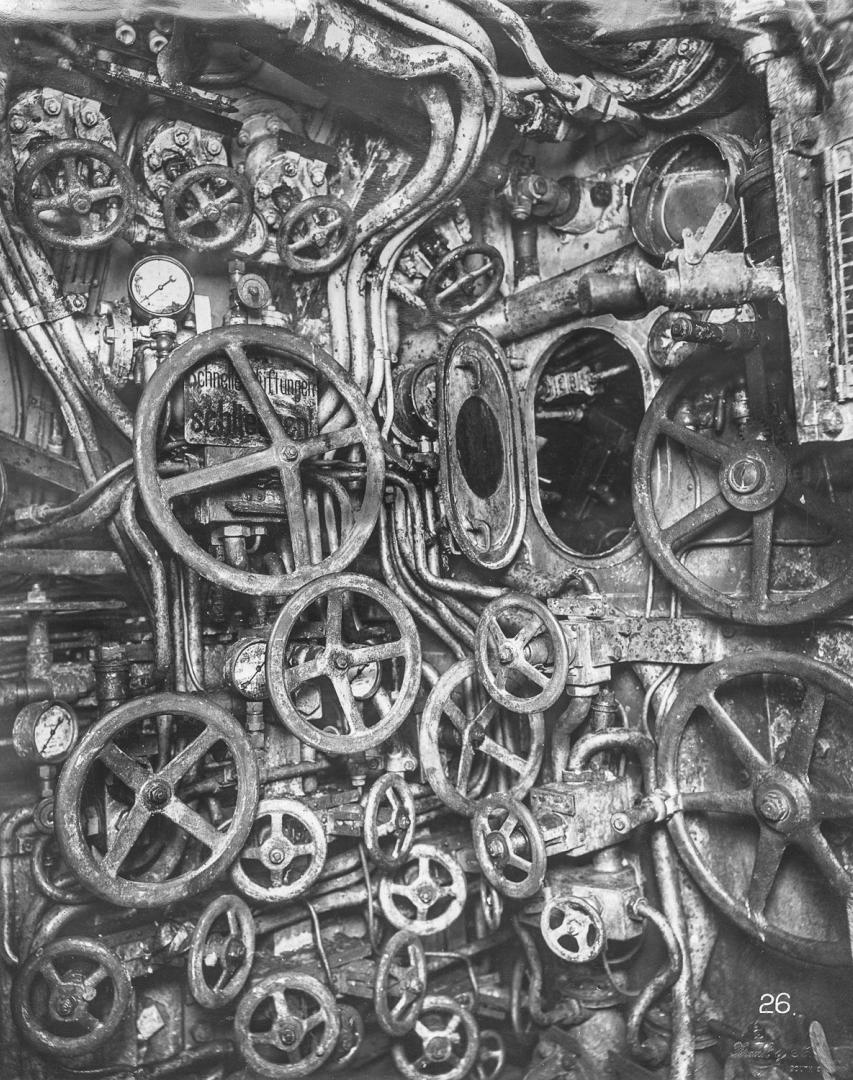
# Let's have some fun first

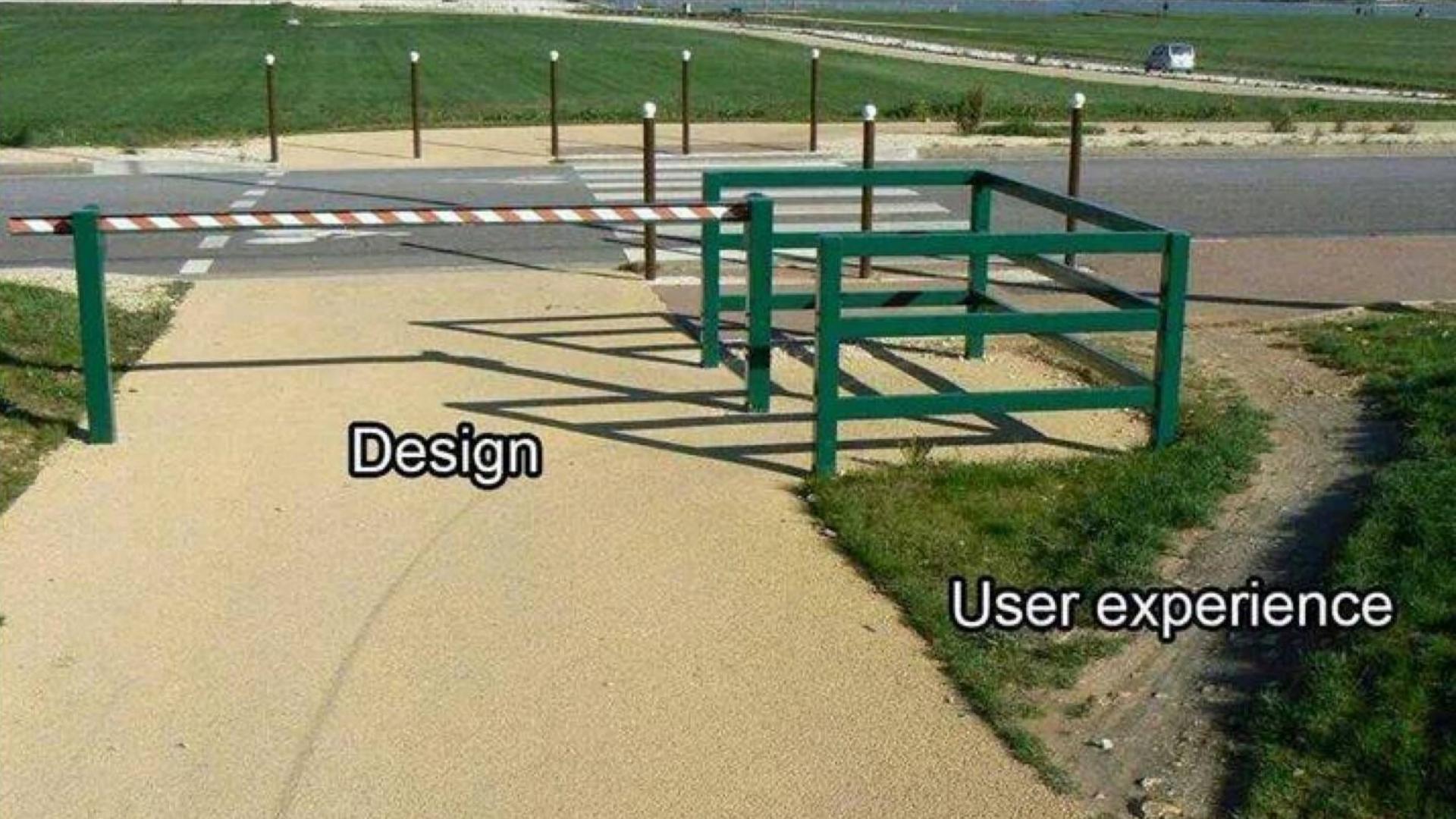
M U R A L



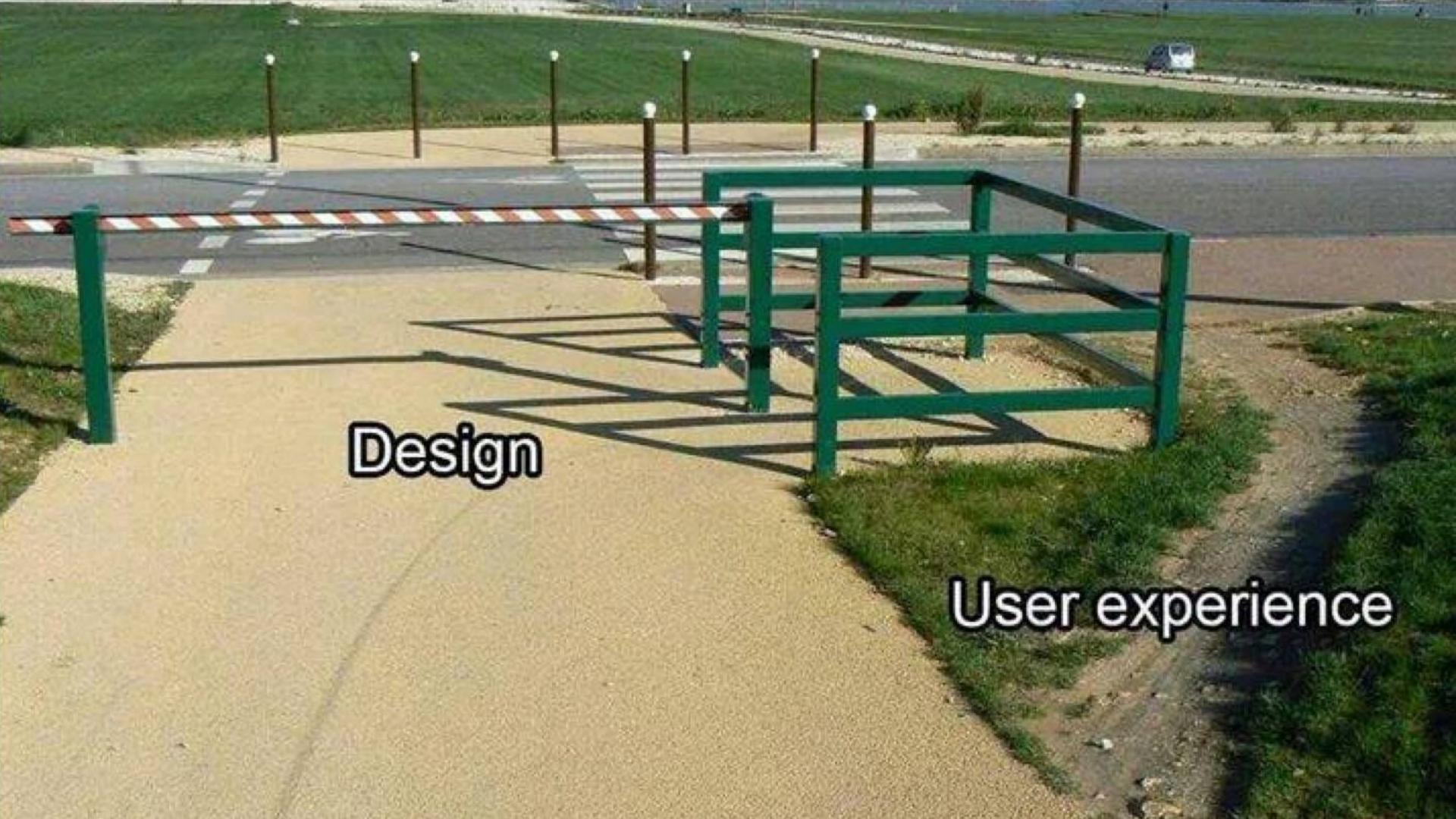
# What does UX stand for?

Any ideas?



A photograph of a paved path leading towards a road. A green wooden fence runs along the right side of the path. In the background, a road with a white and orange striped barrier gate is visible. The word "Design" is overlaid on the paved path area.

**Design**

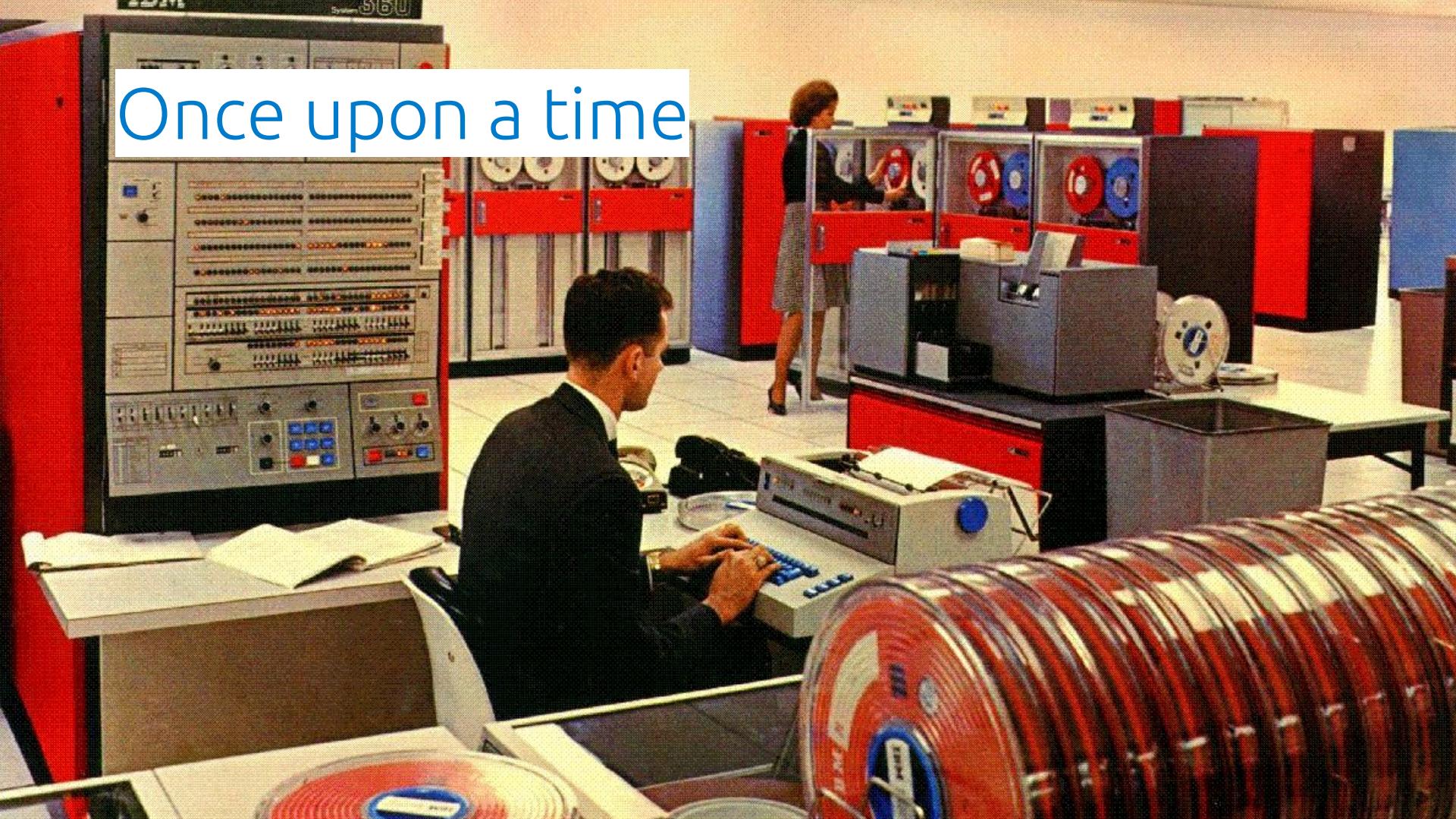
A photograph of a paved path leading towards a road. A green wooden fence runs along the right side of the path. In the background, a road with a white and orange striped barrier gate is visible. The word "User experience" is overlaid on the paved path area.

**User experience**

Or this



Once upon a time



# Homo economicus



SPEED  
LIMIT  
**35**

YOUR SPEED

**35**



SPEED  
LIMIT  
**35**

YOUR SPEED

**35**

**500 EURO FINE!**

**m  
p  
h**













Once a piece of software is released, the cost of fixing an error can be **100 times** as high as it would have been during the design and development stage.

**IEEE Spectrum**

<https://spectrum.ieee.org/>



Software specialists spend  
**40-50 % of their time** on avoidable  
rework, basically work that's not done  
right the first time.

**IEEE Spectrum**

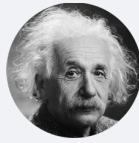
<https://spectrum.ieee.org/>



**3 of 12 top reasons** to why software projects fail are directly related to poor user-centred design work and poor user experience.

**IEEE Spectrum**

<https://spectrum.ieee.org/>



Any intelligent fool can make things bigger and more complex. It takes a touch of genius - and a lot of courage – to move in the opposite direction.

**Albert Einstein**

Theoretical physicist

What does '**simple**' mean to you?

# “Simple” isn’t what you think

- minimize number of steps in a flow
- minimize time required to solve task
- minimize number of features
- minimize elements on each page

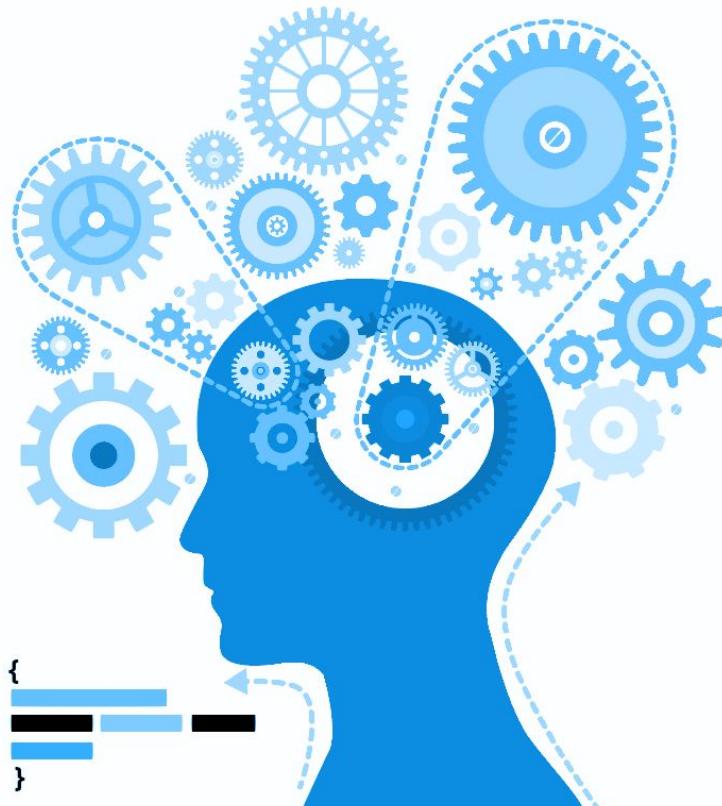
How do we create a good user  
experience and a user friendly  
application/service?



“How a person  
**feels** about  
interacting with a  
product.”



# Hacking feelings?



- Person
- How they feel
- Human brain
  - How do we hack that?
    - Root API





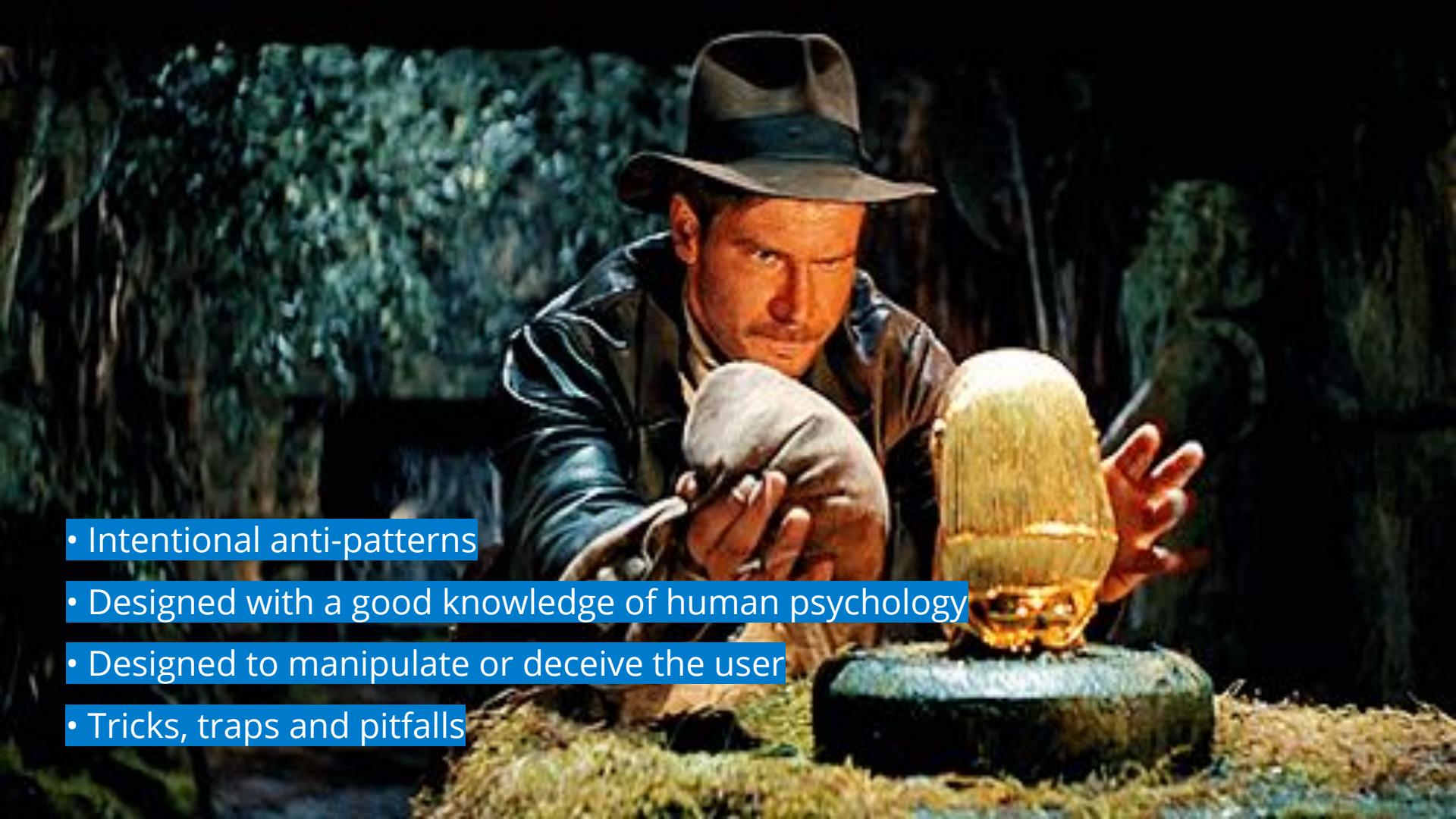
# DARK PATTERNS

Add to network

or Skip this step »



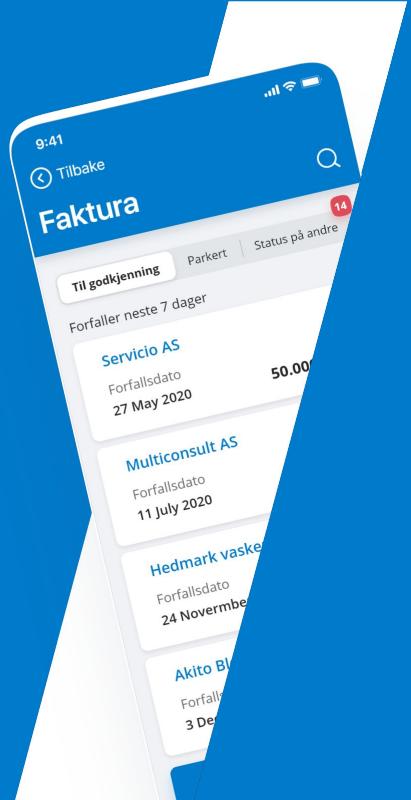
- Intentional anti-patterns
- Designed with a good knowledge of human psychology
- Designed to manipulate or deceive the user
- Tricks, traps and pitfalls





# 10 minutes of usage Of 240 trending apps

Then manually classified Dark Patterns instances in the recordings



# Summary

95 %

of our apps has  
**1 or more** Dark Pattern(s)



# Do people spot Dark Patterns?

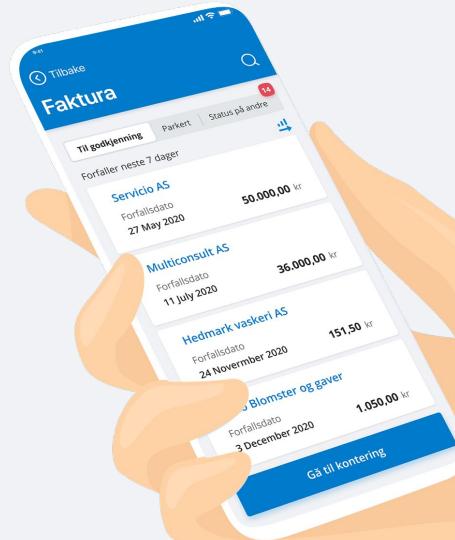
Online experiment with 589 users

Users watched 30 seconds of video usage of an app (for three apps).

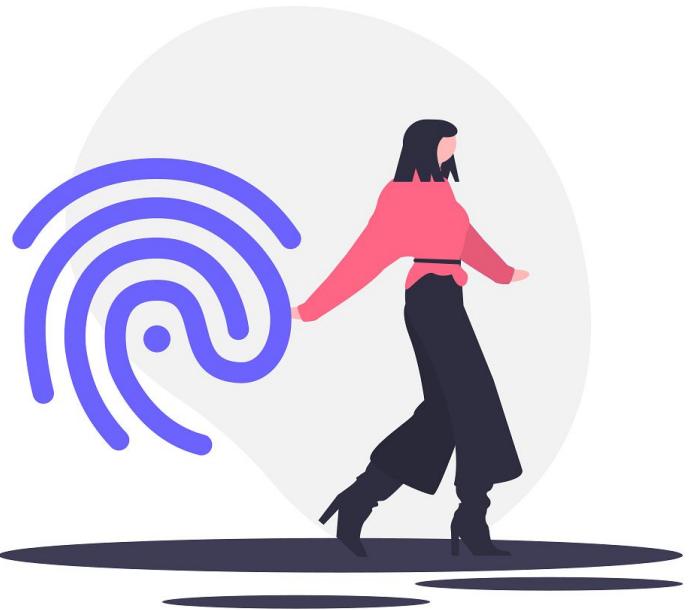
Then they were asked if they found any  
**malicious designs.**

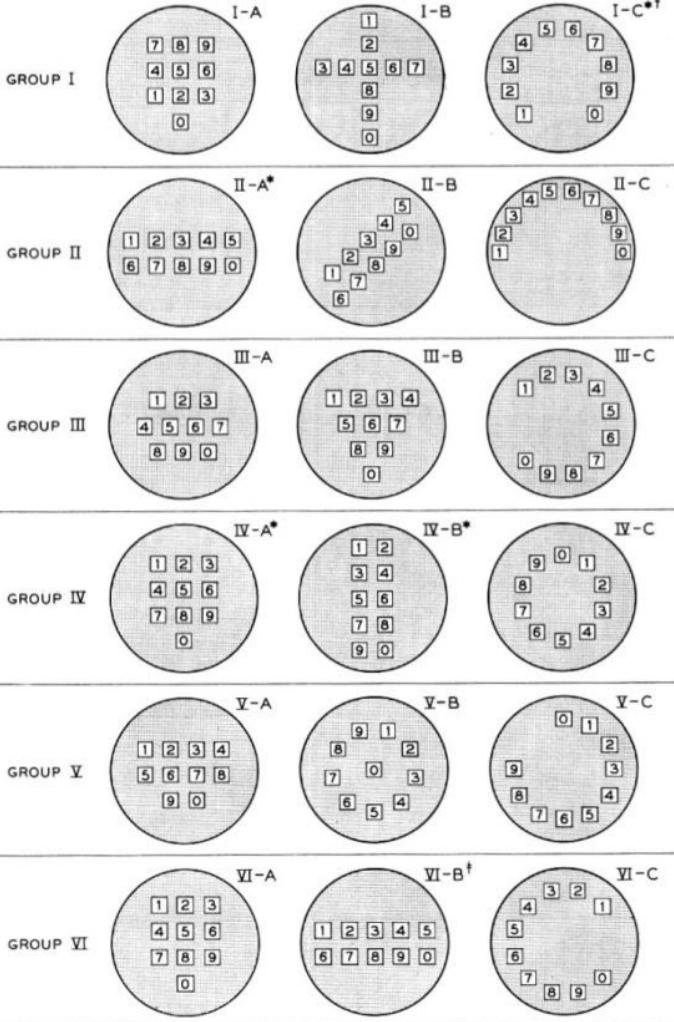
**55%** did not spot any DPs

**20%** were unsure



## 2. User research

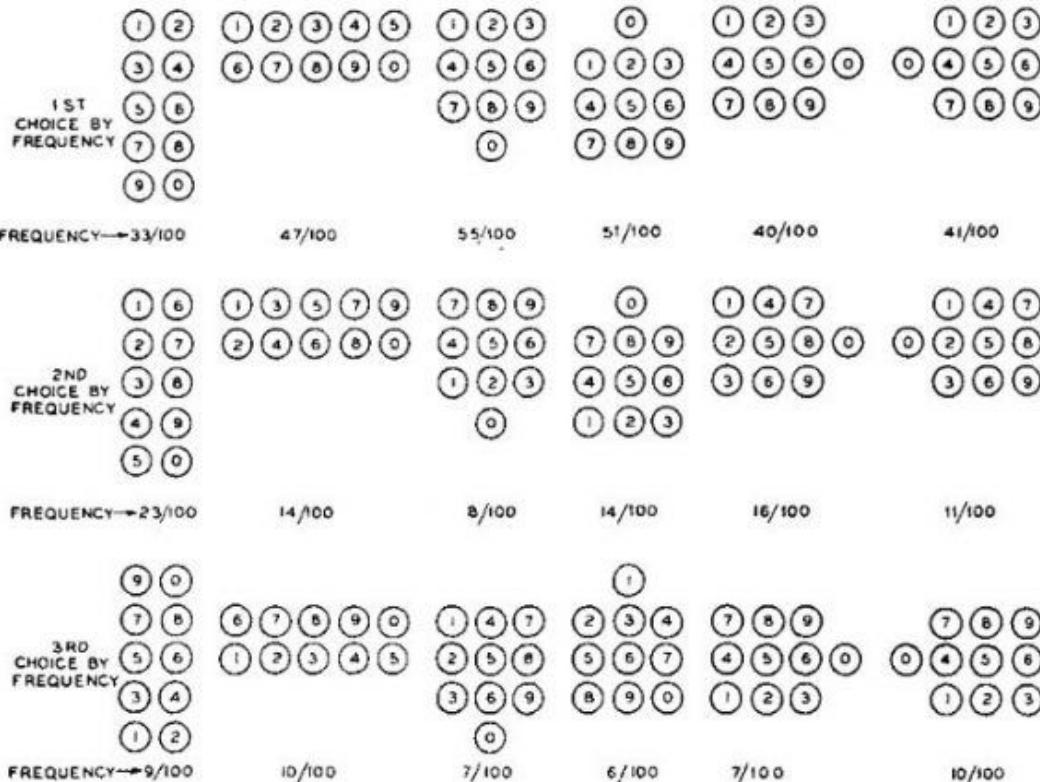




\* SIGNIFICANTLY SHORTER KEYING TIME

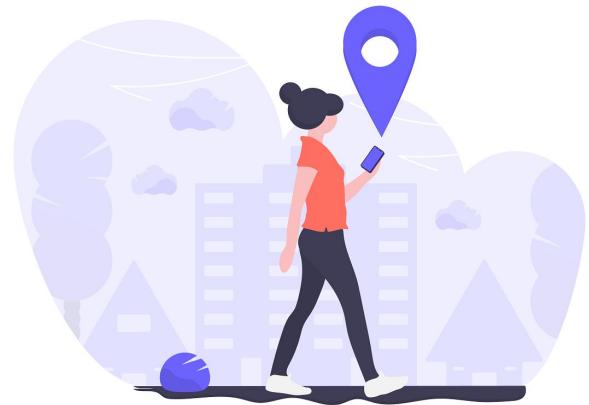
† SIGNIFICANTLY MORE PREFERRED

† SIGNIFICANTLY LOWER ERROR RATE



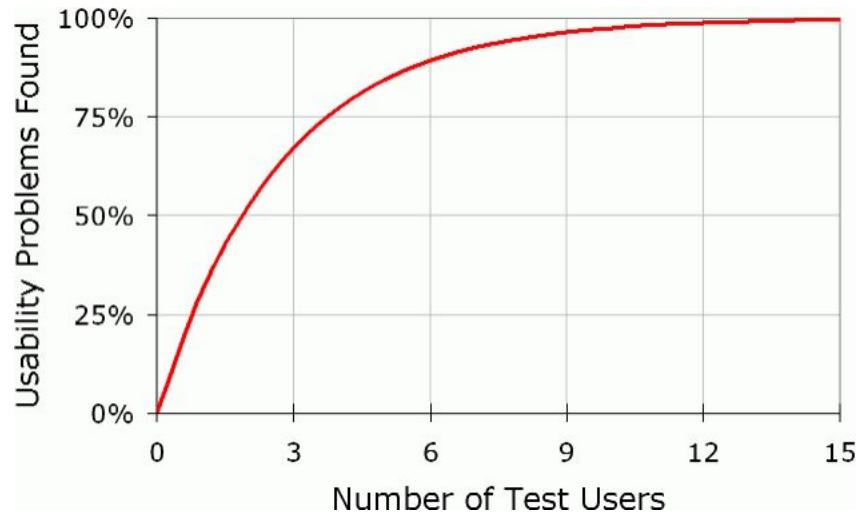
# Understand user context

- The most important step in the process
- Who are the users?
- In what environment/situation do they use the product?
- What goals shall the product help the user to achieve?
- What demands must the application fulfil to satisfy the user?

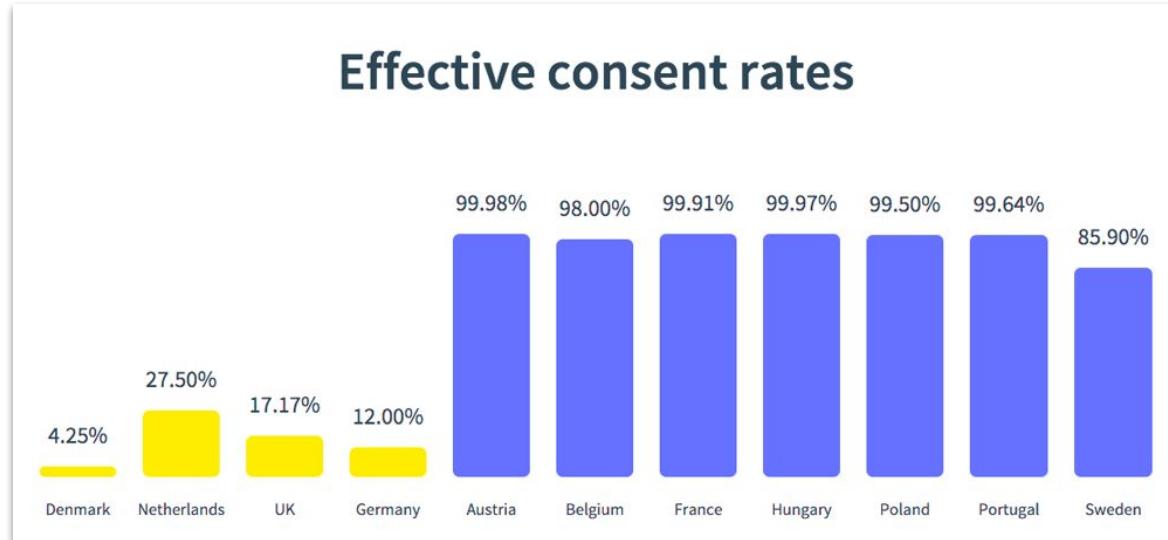


# User observation

- Classic Jacob Nielsen Research
- Identifies 60-80% of usability problems with 3-5 users



# The power of defaults



# Adobe Flash Player



Version 14.0.0.125

[System requirements](#)

Your system:

**Windows 64-bit , English, Firefox**

Need Flash Player for a different computer?

Are you an IT manager or OEM?

## Optional offer:

- Yes, install the free **McAfee Security Scan Plus** utility to check the status of my PC security. It will not modify existing antivirus program or PC settings.



**McAfee® | Security Scan Plus**

[Learn more](#)

## Terms & conditions:

By clicking the "Install now" button, you acknowledge that you have read and agree to the [Adobe Software Licensing Agreement](#) and the [McAfee Security Scan Plus License Agreement](#).

Note: Your antivirus software must allow you to install software.

**Install now**

Total size: 19.08 MB



# Security Scan Plus

Home | Settings | Help



Your PC is at risk.

Fix

Scan again

Virus and Spyware Protection

On

Firewall Protection

Unknown

We're sorry, but we're unable to check your firewall protection status now. Wait a few moments, and then click **Scan again**. If the problem continues, please reinstall your McAfee Security Scan Plus software.

McAfee Web Protection

Not found

Threats Detection

None

At Risk

Your PC is At Risk

Fix Now



**Your protection has expired!**  
Don't leave your devices exposed to viruses

Unprotected devices are perfect targets for cybercriminals. Shield yourself from millions of cyber threats by choosing McAfee today.



Accept risk

Reactivate protection

# 1.3 billion downloads

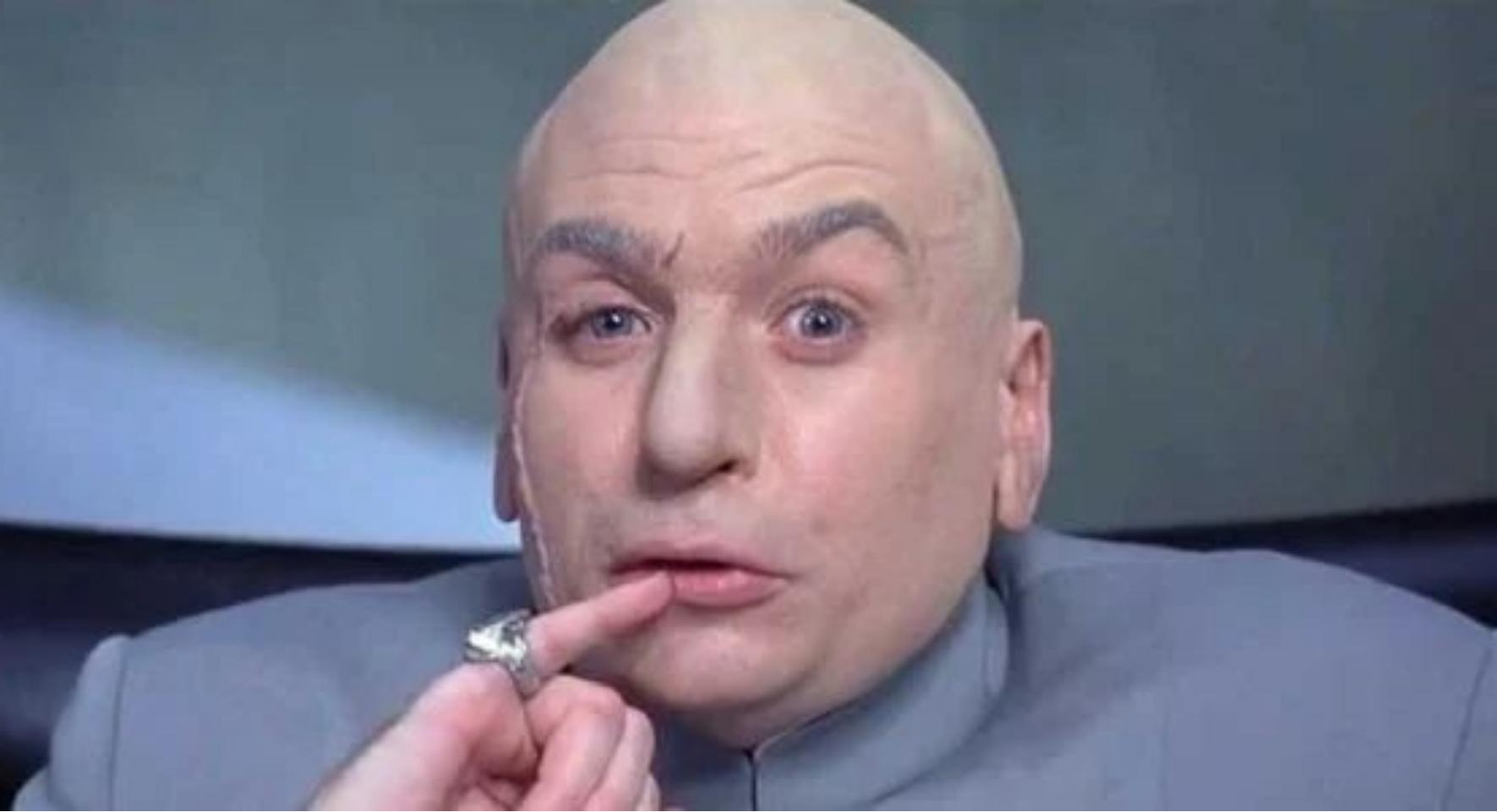
1%  
= 13 000 000

1%  
= 130 000

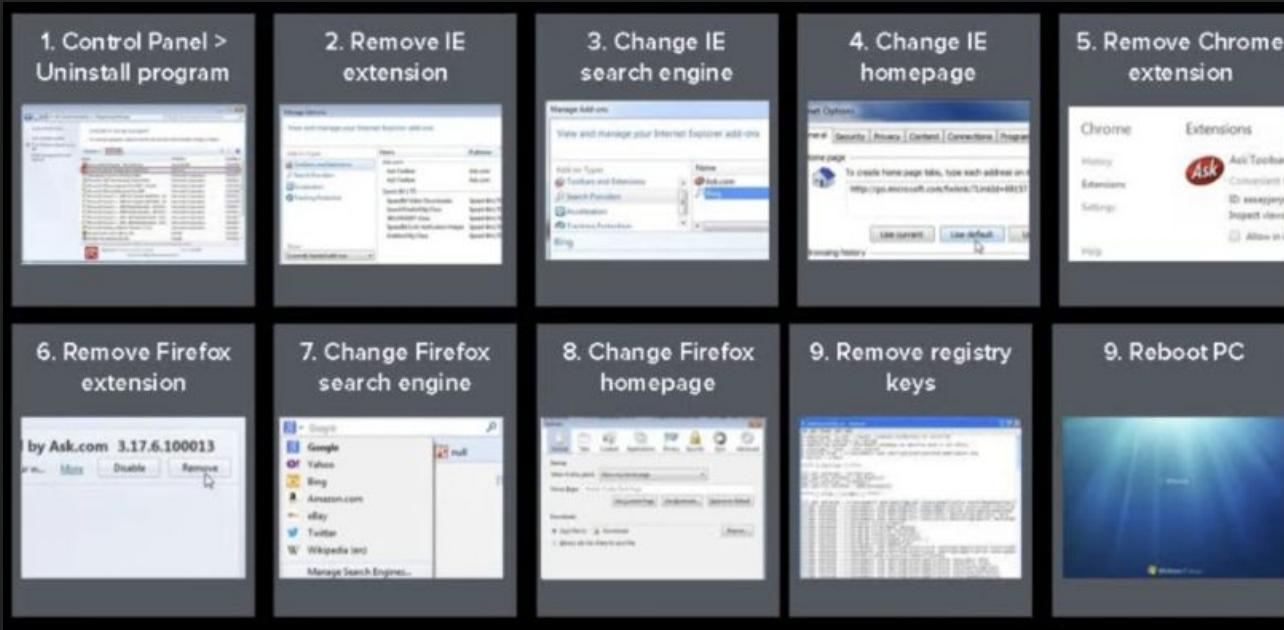
1%  
= 13 000

$13\ 000 \times 44.99 \text{ USD}$

# 584 870 USD







# How do I close my Skype account?

If you want to close your Skype account, you'll need to contact us so we can close it for you.

**Do you think your account may have been hacked?** Find out what to do if your account is [suspended, hacked or compromised](#).

## Ask us to close your Skype account

First, make sure you've [cancelled any subscriptions](#) or [recurring payments](#), and used up any Skype Credit you have. Everything associated with your Skype account – including contacts, purchases and history – will be lost when your account is closed.

Next, [contact Skype Customer Service](#) and tell us you'd like to close your account.

It might take up to 30 days for your name to disappear from the directory, but after that, no one will be able to find you in Skype. Your name will still appear in your friends' contact lists unless they remove it, but they won't be able to contact you.



[Downloads](#)[Business](#)[Rates](#)[Help](#)[Sign in](#)[Join us](#)

# Create an account or sign in

It only takes a minute or two - then you're ready to call your friends free over Skype, and even talk face-to-face on video.

Skip this step by signing in with your Microsoft account



A Messenger, Hotmail or Outlook.com account.



- Safe & Secure
- Quick & Easy
- Clear & Simple

Fields marked with \* are required.

First name\*

Last name\*

Your email address\*

Repeat email\*

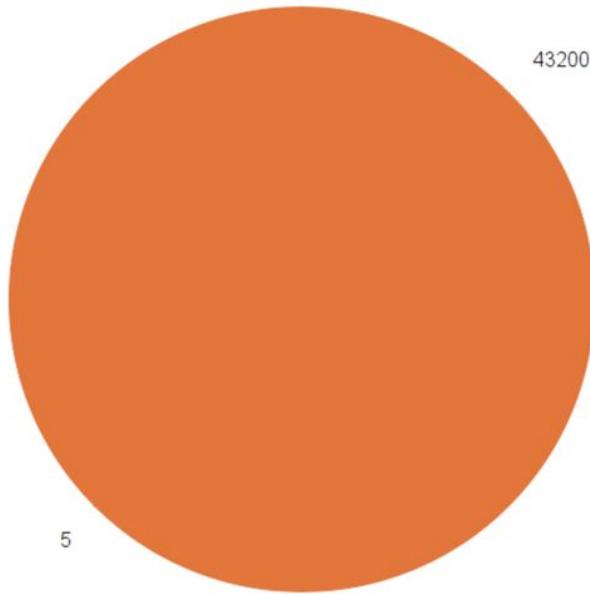
Note: no-one can see your email address.

1-5 min.

**Enter**

43 200 min.

**Exist**



**CTRL + Z**

**if only it worked for everything...**





# Our recipe so far



Aggressive environment



Huge emphasis on metrics



Social proof

# Privacy Zuckering

"The act of creating deliberately confusing jargon and user-interfaces which trick your users into sharing more info about themselves than they really want to."  
(As defined by the EFF).

*The term "Zuckering" was suggested in an EFF article by Tim Jones on Facebook's "Evil Interfaces". It is, of course, named after Facebook CEO Mark Zuckerberg.*



## Face recognition

Before you manage your data settings, these examples can help you decide what choices to make.



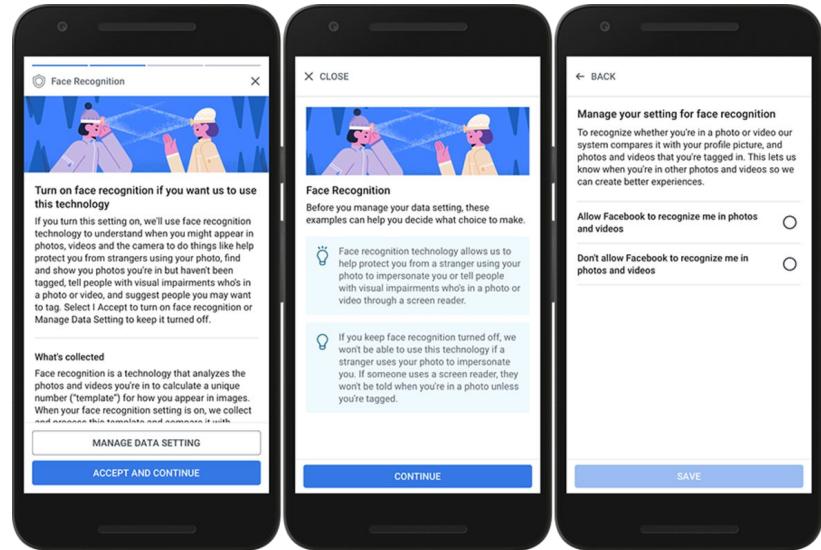
Face recognition technology allows us to help protect you from a stranger using your photo to impersonate you or tell people with visual impairments who's in a photo or video using a screen reader.



If you keep face recognition turned off, we won't be able to use this technology if a stranger uses your photo to impersonate you. If someone uses a screen reader, they won't be told when you're in a photo unless you're tagged.

Back

Continue



### Are you sure?

Allowing instant personalization will give you a richer experience as you browse the web. If you opt-out, you will have to manually activate these experiences. Please keep in mind that if you opt out, your friends may still share public Facebook information about you to personalize their experience on these partner sites unless you block the application. Learn more.



AV

Services – Ryanair.com

https://www.bookryanair.com/SkySales/Booking.aspx?culture=en-gb&lc=en-gb#Services

# RYANAIR

HOME • F.A.Q. • FEES

FLIGHTS SERVICES CAR HOTEL PAYMENT ITINERARY

## Passenger(s)

All passenger names must match those in the passport/accepted travel document  
Duplicate names must not be entered for passengers 

**Passenger 1**

Title:	First name:	Last name:
Mr	Harry	Brignull

### Travel Insurance

	INSURANCE	INSURANCE PLUS
Medical Expenses up to £2,500,000 (excess of £75, double excess for aged 65+)	✓	✓
Personal Belongings up to £1,500 (excess of £75)*	✓	✓
Cancellation for unexpected circumstance up to £3,000 (excess of £15, double excess for aged 65+)*	✓	✓
Ticket Refund In case of Ryanair's failure		✓

VIEW POLICY 

Residence: Brignull

Already insured? Select "Don't insure me" in the drop down box.

## BOOKING SUMMARY

**Passenger(s)**

London (Stansted) → Faro  
Sun, 31 Aug 2014 20:55 - 23:45

**1 Adult, 29.99 GBP**

1x Adult Fare 29.99 GBP

Discount Pay by debit card: 29.99 GBP  
 Pay by credit card: 30.59 GBP

**TOTAL 29.99 GBP**



FLIGHTS

SERVICES

CAR

HOTEL

PAYMENT

ITINERARY

## Passenger(s)

All passenger names must match those in the passport/associated travel document

Duplicate names must not be entered for passengers

### Passenger 1

Title

Mr

First name

Harry

Last name

Shawell

## BOOKING SUMMARY

### Passenger(s)

London (Stansted) — Faro

Sun 21 Aug 2014 20:05 - 23:45

1 Adult, 29.99 GBP

1 x Adult Fare 29.99 GBP

+ Domestic Pay by Credit Card 29.99 GBP

Pay by bank card 30.28 GBP

TOTAL

29.99 GBP



## Travel Insurance

### INSURANCE

### INSURANCE PLUS

[VIEW POLICY](#)

Medical Expenses up to £2,500,000

(excludes £250,000 available for age 60+)

Personal Belongings up to £1,500

(excludes £100)

Cancellation for unexpected circumstances up to £3,000

(excludes £250,000 available for age 60+)

Ticket Refund

(in case of Traveler's Death)

### Residence

Brignull  
HarryAlready insured? Select "Don't insure me" in the drop-down box.

✓ Please select a country of residence

- United Kingdom
- Ireland
- Germany
- Spain
- France
- Italy



✓ Please select a country of residence

United Kingdom

Ireland

Germany

Spain

France

Italy

Sweden

---

Austria

Belgium

Czech Republic

Denmark

Don't Insure Me

Finland

Hungary

Latvia

Lithuania

Malta

Netherlands

Norway

Poland

Portugal

Slovakia

✓ Please select a country of residence

United Kingdom

Ireland

Germany

Spain

France

Italy

Sweden

Austria

Belgium

Czech Republic

Denmark

Don't Insure Me

Finland

Hungary

Latvia

Lithuania

Malta

Netherlands

Norway

Poland

Portugal

Slovakia

**Passenger Details - All passenger names must match those in the passport/accepted travel document**

1

 Mr

Michael

Heraghty

0 Bags

0.00 EUR

Beat the queues, buy priority boarding:

 Yes  No  ?

0.00 EUR

[Buy travel insurance](#) [View policy benefits](#)If you do not wish to buy insurance select **No Travel Insurance**

0.00 EUR

0.00 EUR

Please select a country of residence

Austria

Belgium

Czech Republic

Denmark

Finland

France

Germany

Hungary

Ireland

Italy

Latvia

Lithuania

Malta

Netherlands

Norway

Poland

Portugal

Slovakia

0.00 EUR

0.00 EUR

0.00 EUR

Free Delivery!

**SMS Confirmation**

Select one of the following options. (Click for information)

 Receive a text message confirming your Reservation No Thanks.

Your mobile phone number will be entered on the following page

**Ryanair Approved Cabin Bag****Samsonite**

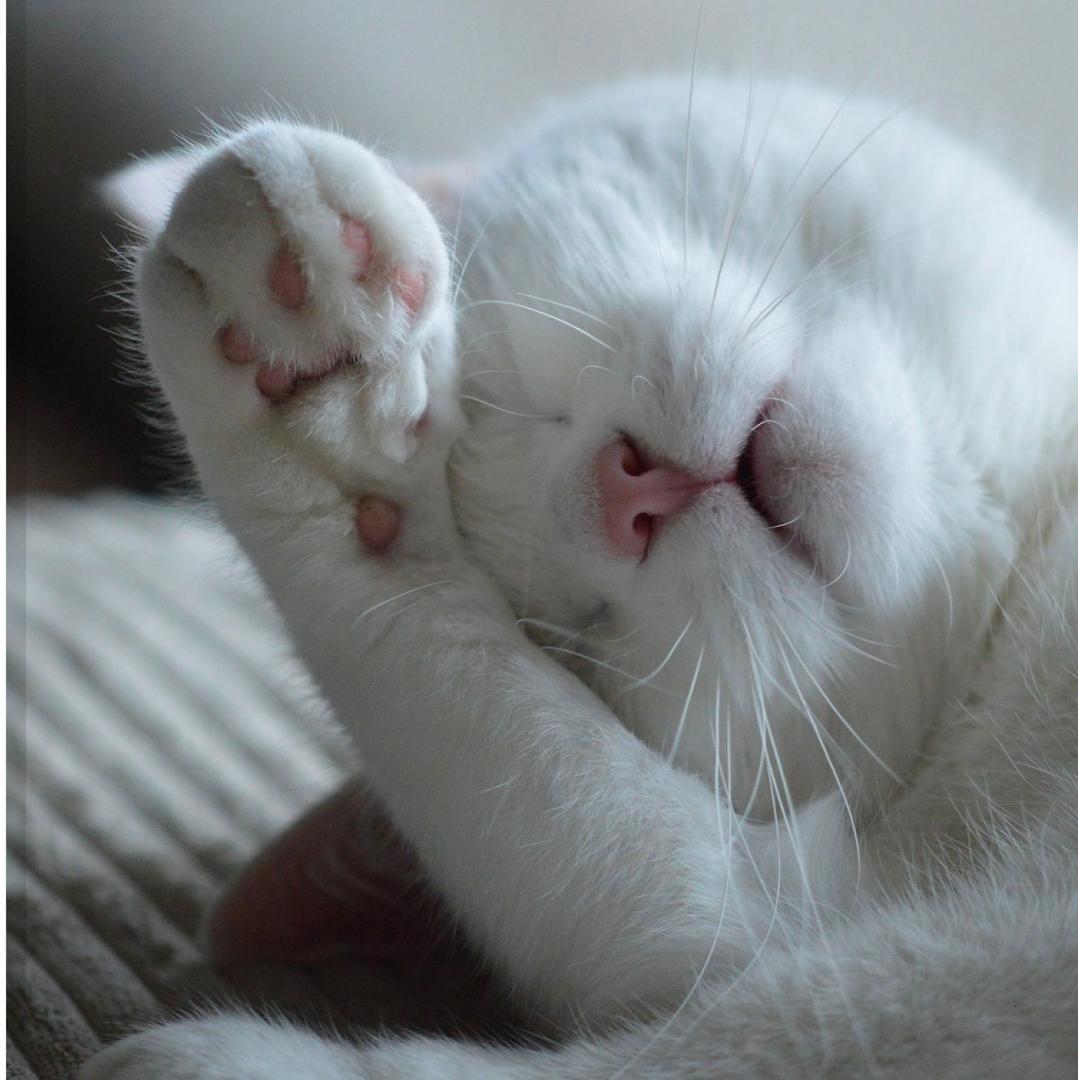
The Samsonite Aspire cabin bag  
and is approved for carriage on  
baggage weight and size restrictions  
below.

If you would like to purchase an approved Ryanair Cabin bag  
from Samsonite please click "Yes" (Cabin Bag specification)

Visma AC Labs 2021 - Day one

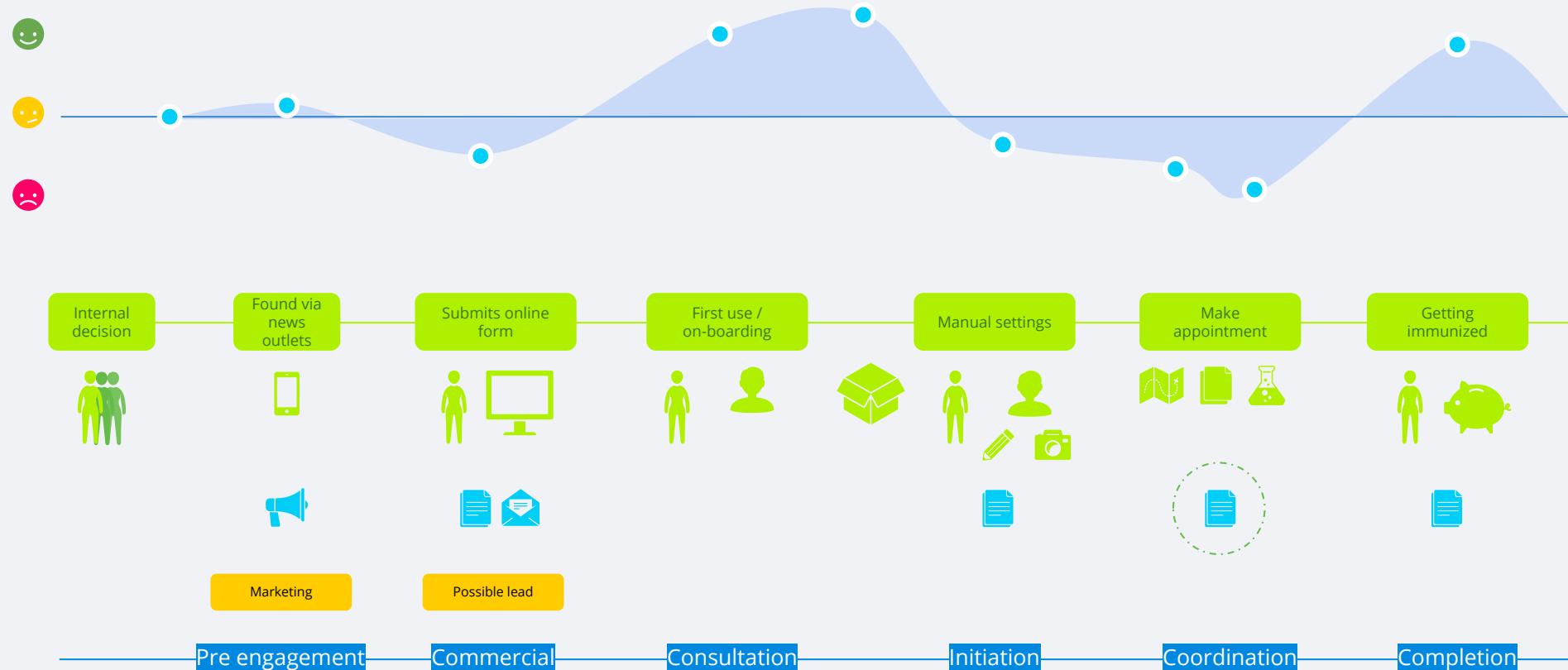
Let's have a **break**

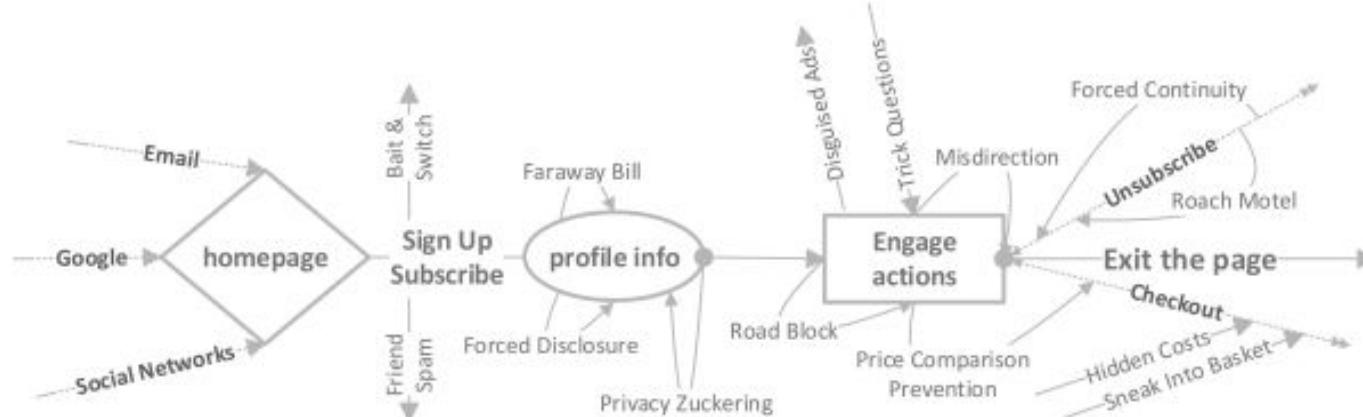
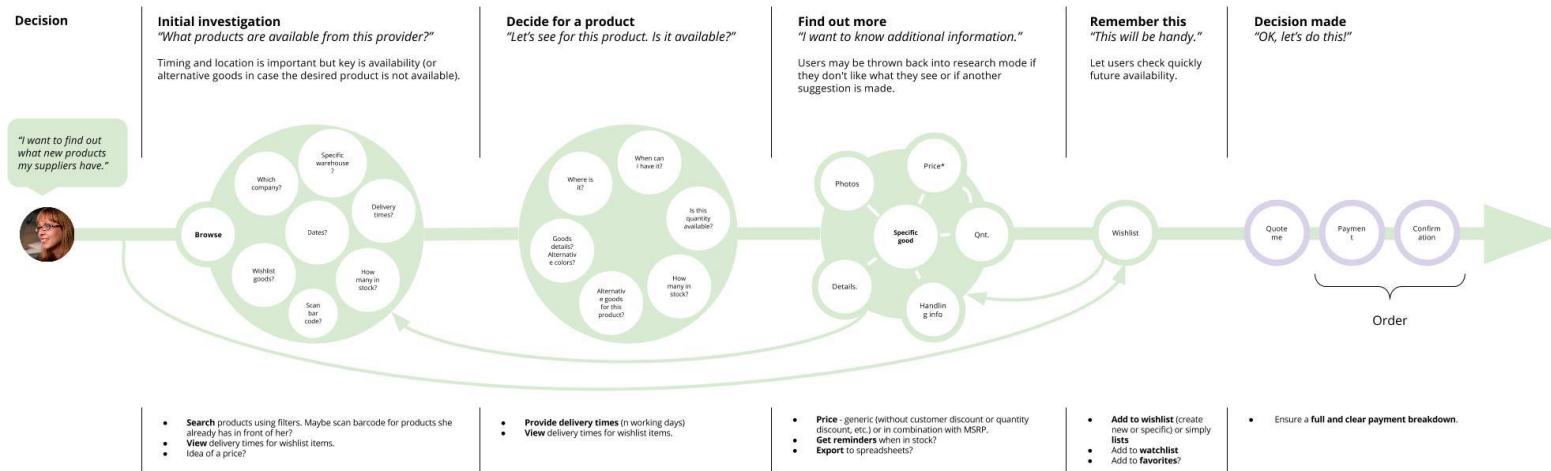
Be back in 10 minutes 



# Persona development

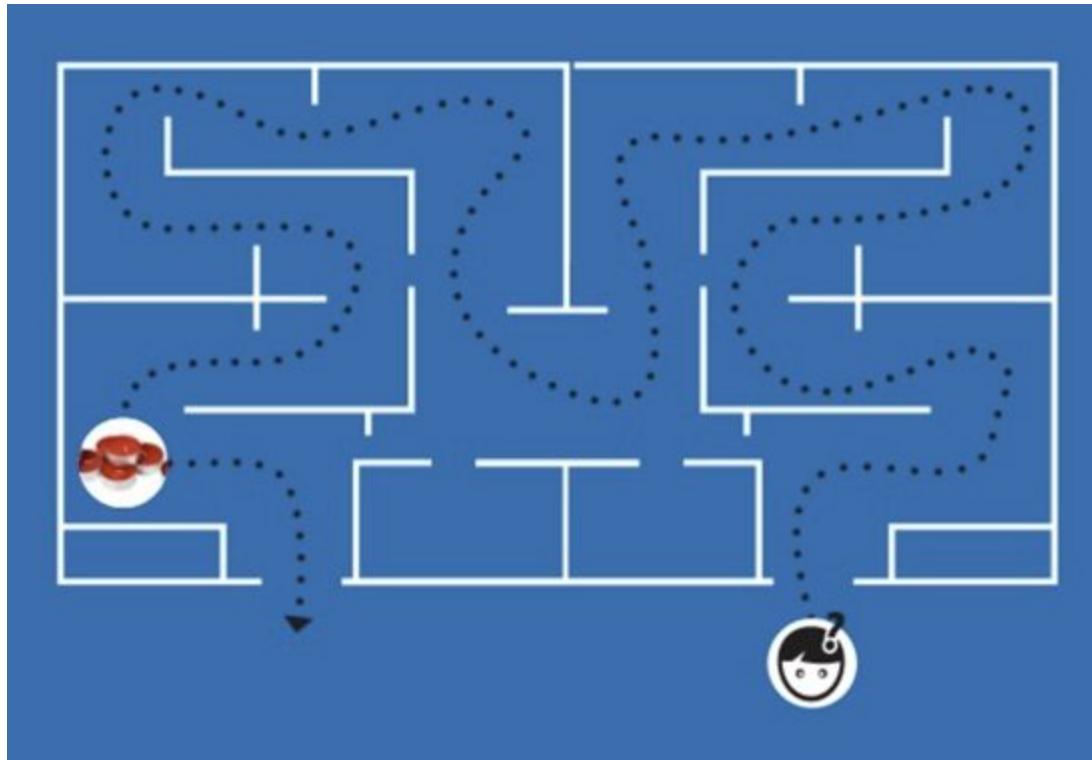
The creation of an archetype

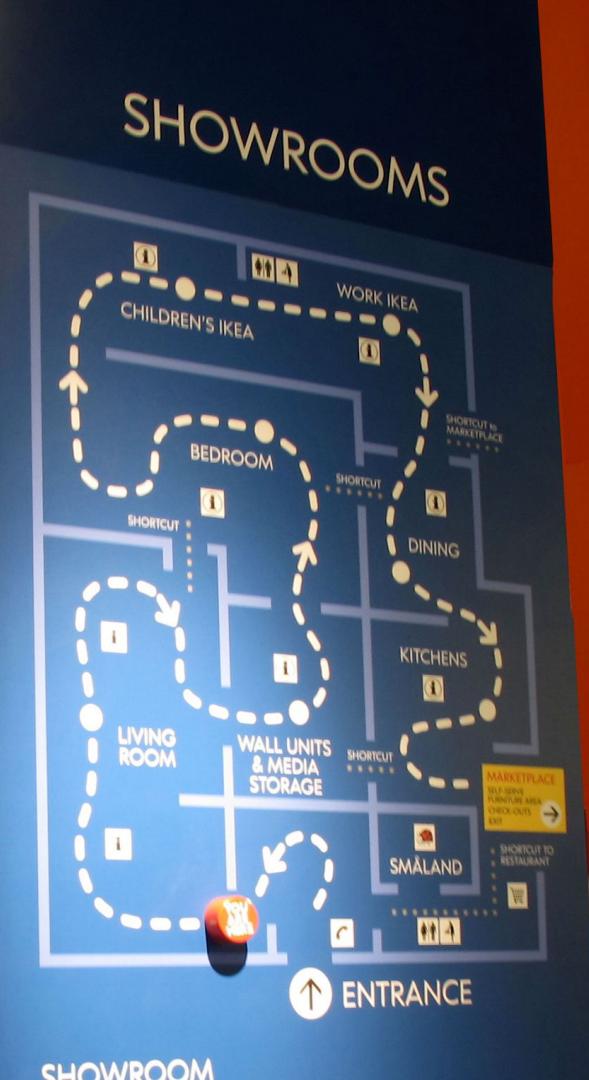


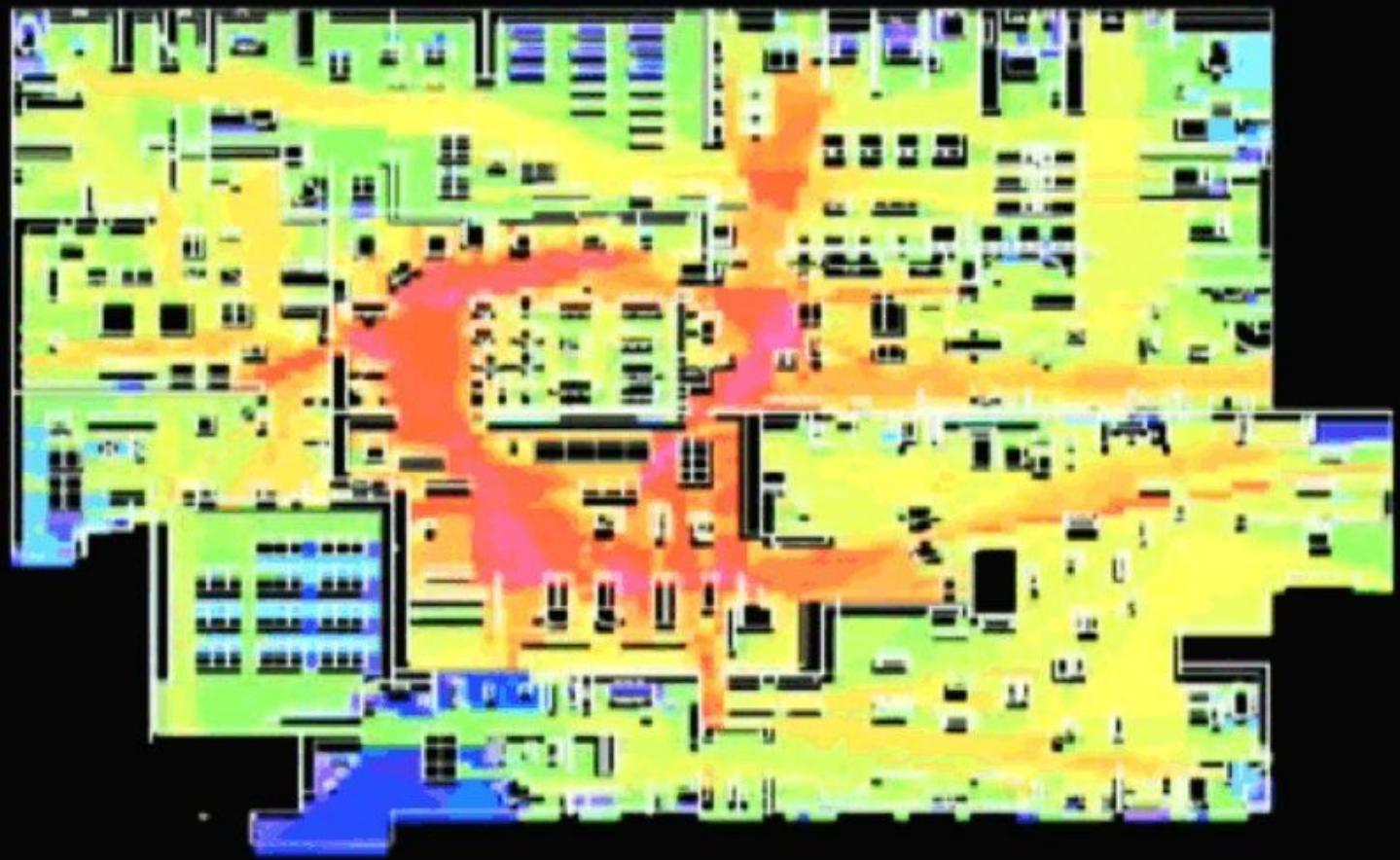






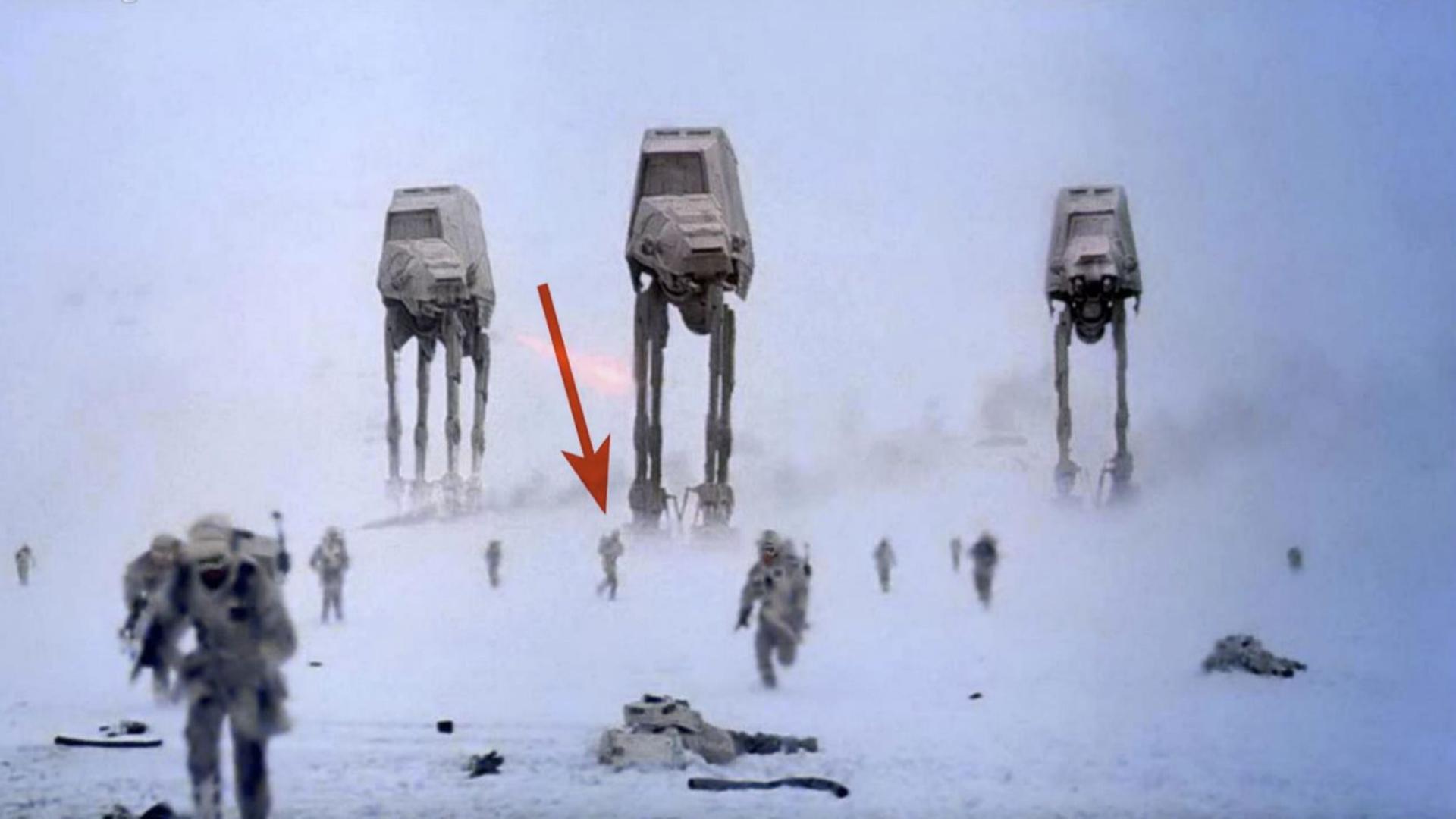


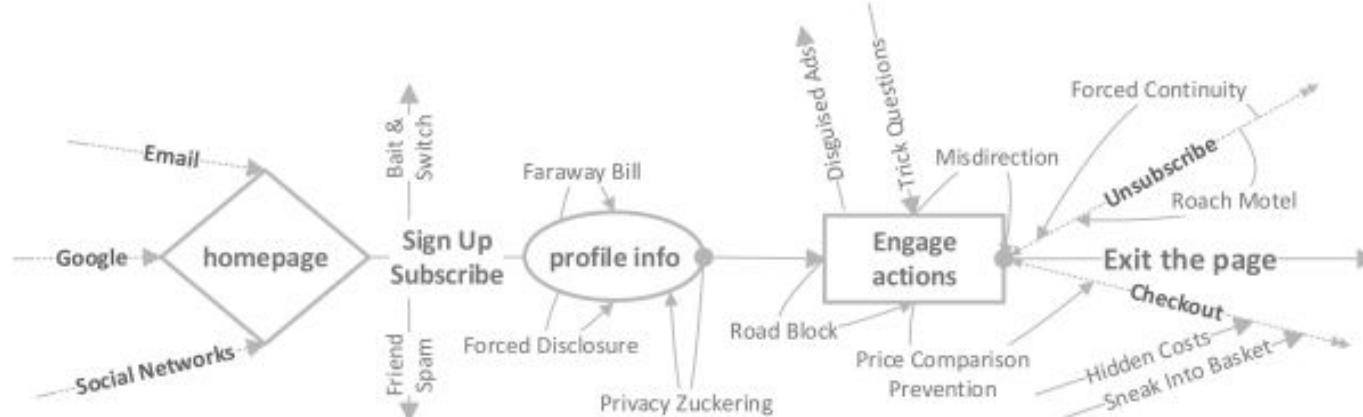
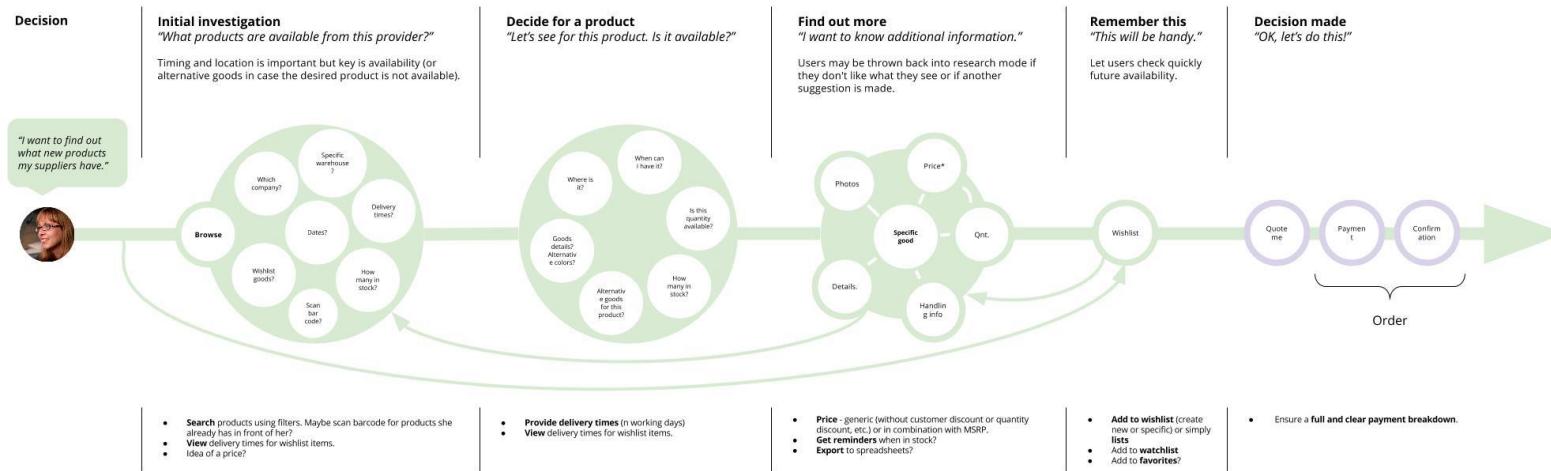






**Grab a shopping cart...**  
You're about to have your hands full!









*"I want something that is **easy to use, trustworthy and quick.**  
I would much rather spend my time creating valuable work..."*

**Any of your platform user**

From our 2020 research

# Vaccine patient - Patrick



What information do I need to register?

Where am I on the waiting list?  
How much longer?

Are there enough vaccines?

Where can I see some facts about my vaccine?

What type of vaccine do they have?

What should I do before and after the vaccine?

Do I need to set up notification?

Do I need to bring anything?

How long does it take to get there and to wait in line?

Can I register somebody else? (kids or elderly people)

# Doctor - Denisa



I want an overview of how my day looks like.

Who are my patients? What time are they scheduled?

Do we have enough vaccines for this week?  
How about today?

Can I see some reports anywhere?

Where can I find my personal medical data?

How many symptomatic patients did I have so far?

Is my hospital doing good against the pandemic?

Do we have enough needles?

I cannot make it today to the office. Can I send my patients to a colleague?

I cannot make it today to the office. Can I send my patients to a colleague?

# Bouncer - Bogdan



Is there a way I can operate the app without internet?

Who is going to teach me to use the app?

Is this a separate application? How do I register?

Do I need to login to use the application?

Can I see how many people I've scanned so far?

Can I make this process go faster? I have a huge line of people waiting...

Can the app also detect other information like drinking age?

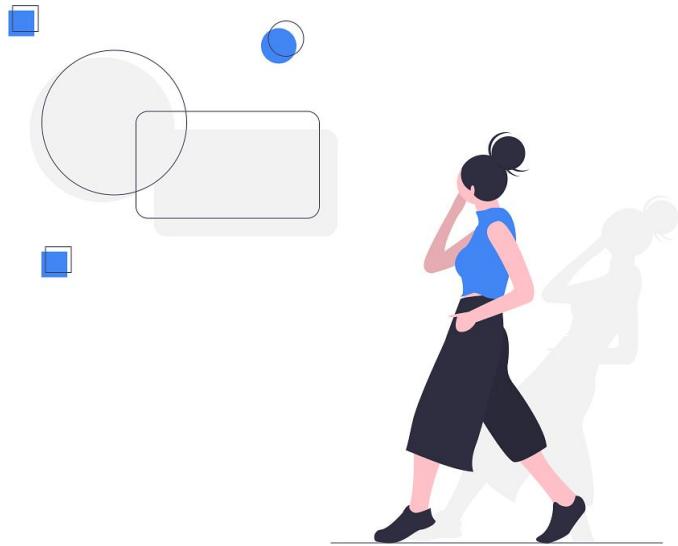
How much battery will this use from my phone?

Can somebody hack this? How can I trust it?

Is this information up to date?

## 4. Prototyping

Let's develop a concept



Aunt Sian's Bistro Café

# MENU

Pan fried Trout 15

Aunt Sian's Grill Special 9

Breconshire Smoked Bacon +  
Organic Free Range Eggs 11

Penne Carbonara 7



Enhancer



Aunt Sian's Bistro Café

# MENU

Pan fried Trout 15

Aunt Sian's Grill Special 9

Breconshire Smoked Bacon +  
Organic Free Range Eggs 11

Penne Carbonara 7



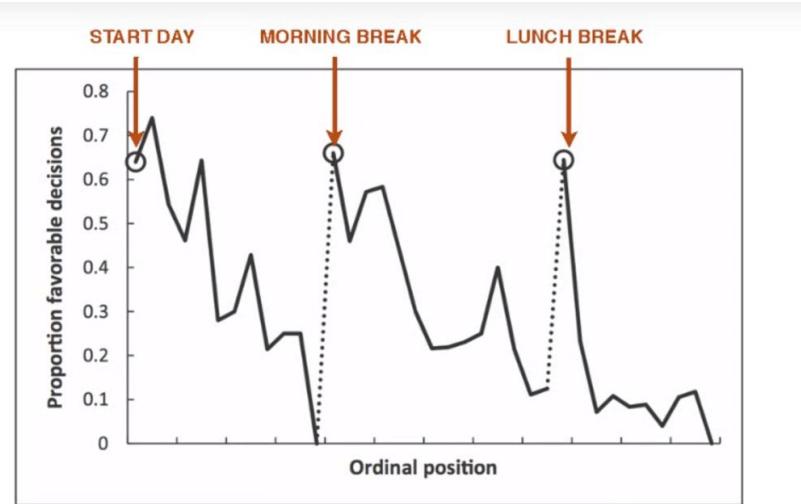
No currency



More enhancers  
vivid adjectives,  
sensory labels







**Fig. 1.** Proportion of rulings in favor of the prisoners by ordinal position.

Source: Danziger et al. (2011) Extraneous factors in judicial decisions

# Develop concept

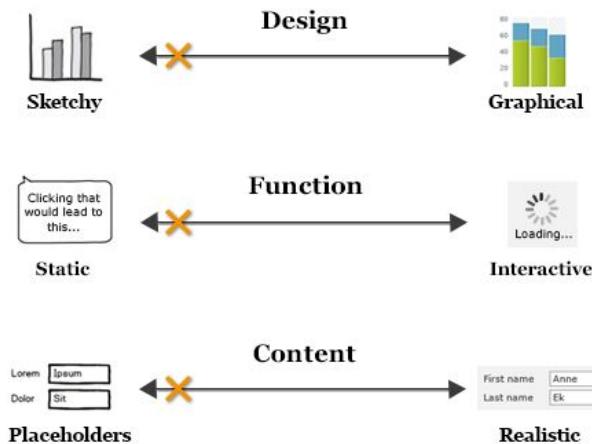
- Creative step
- Explore new ideas
- Fun and exciting
- Two types of prototyping
  - Low-fidelity (**always start here**)
  - High-fidelity



# Low and High fidelity prototypes

Fidelity : how close the prototype resembles a final solution

Three dimensions:



How many of you usually draw on paper when a new concept is specified/implemented?

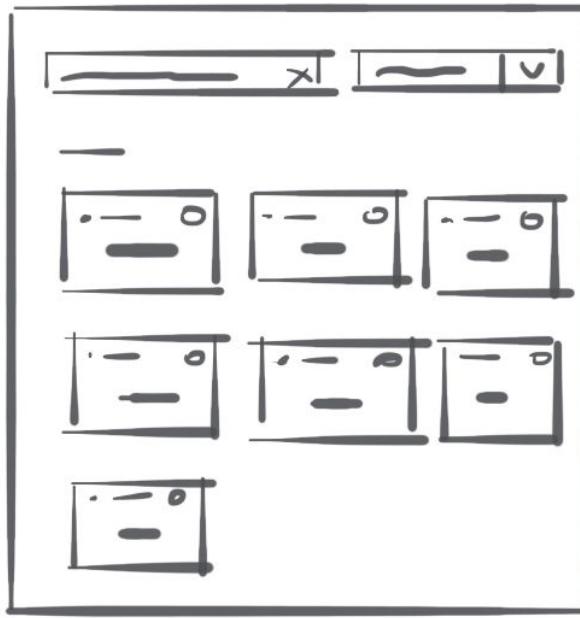
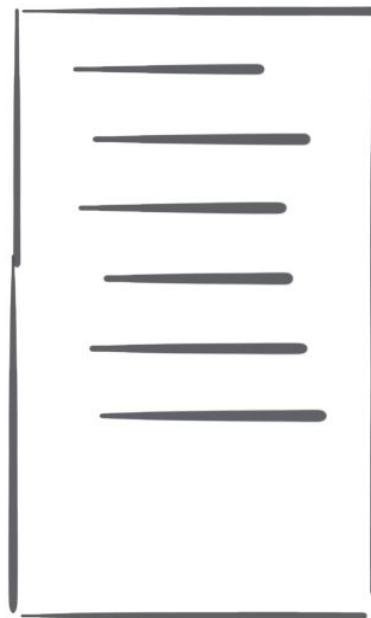
# How should we low-fidelity prototype?

- Always start on paper – paper prototyping, it will save you time in the long run
- Focus on structure and function, no details
- Do not apply any design
- Create multiple concepts in the beginning to explore ideas
- Not supposed to be pretty!



B

100



10



 Visma Online saves certain data to enhance the user experience. By using MyVisma you approve this. [More info](#)

OK



## E-VAC Platform

Username

Password



Sign in

Remember username

[Forgot password?](#)



English ✓

Swedish

Norwegian

Danish

Finnish



Visma BPO

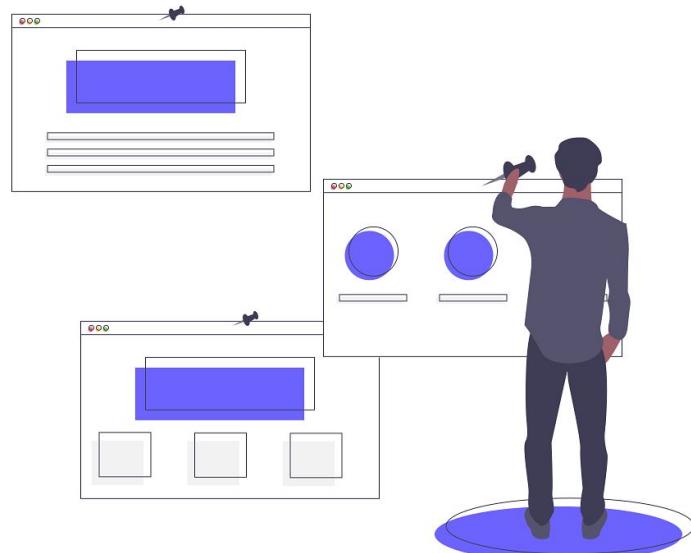
About MyVisma

About cookies

English ▾

# First evaluations of your sketches

- Yourself and others in your project while sketching
- Discuss and look at the sketches with a critical eye
- See it from your users perspective, will they understand?
- Pick out the good ideas from the different concepts and combine
- Iterate! Refine, elaborate and narrow down number of concepts



## High Fidelity Wireframe

← Back

LOGO

Continue with Facebook Continue with Google

Sign Up Have an account already? [Login Now](#)

Email Address

First Name

Last Name

Your Password

Confirm Your Password

By submitting this form you agree to our [Terms and Conditions](#)

[Get Started](#)

Set Up Profile

Set Up Profile

Gender

DOB

Skin Type

Skin Concern

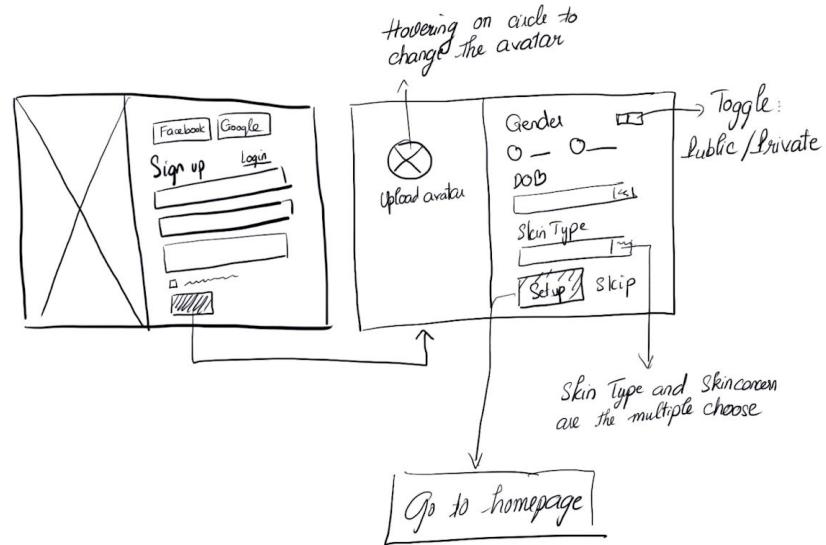
Add Skin Concerns

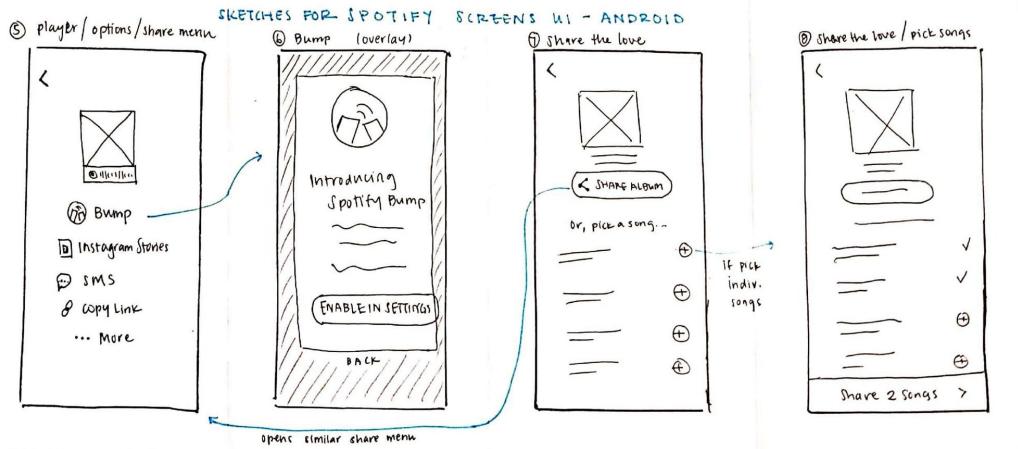
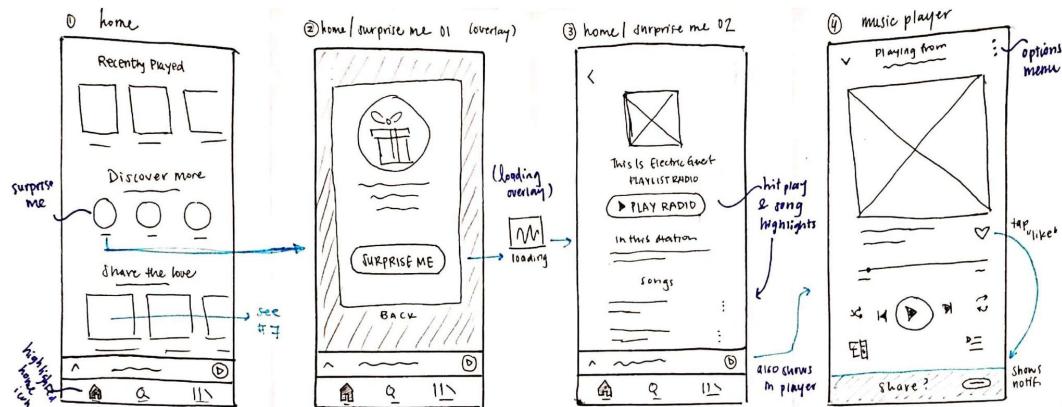
Add Your Routine

Add routine content

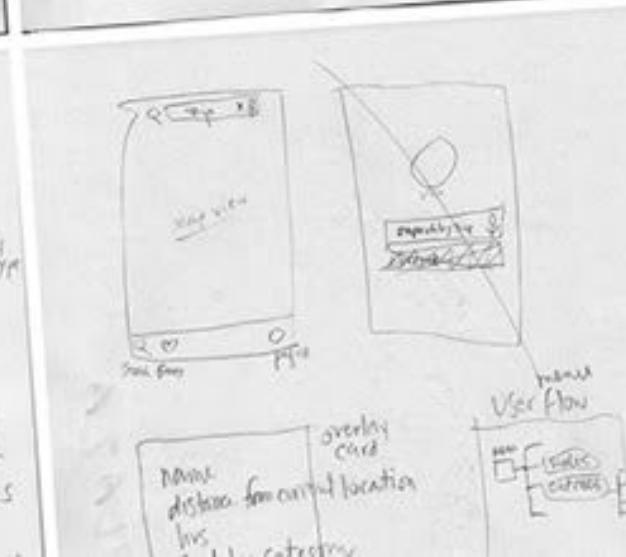
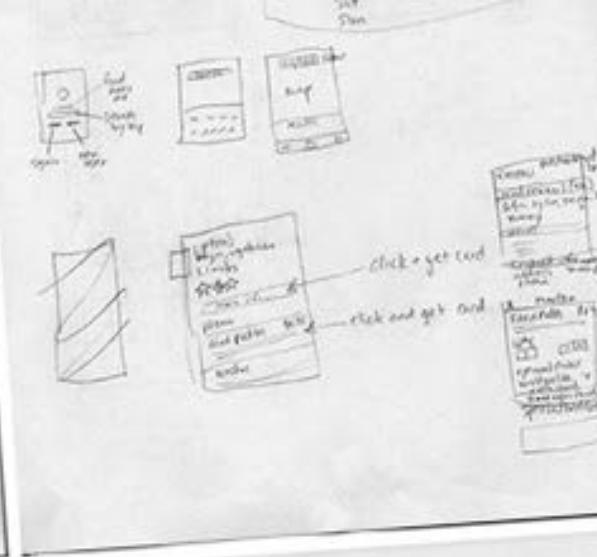
[GET UP](#) [Skip](#)

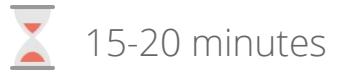
## Low Fidelity Wireframe





new user sees his main menu  
what shows user viewing expenses the chart?

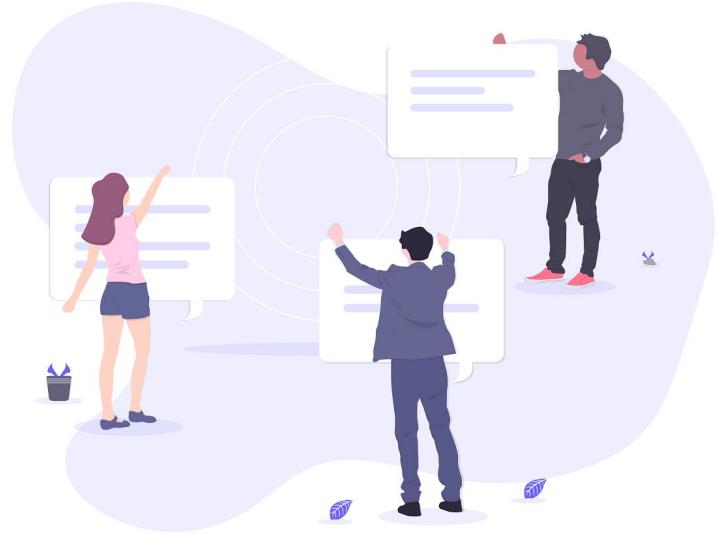




# Let's do this!

We can do this online  
<https://sketch.io/sketchpad/>

Or with pen and paper



What information do I need to register?

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Can I see how many people I've scanned so far?

Can I make this process go faster? I have a huge line of people waiting...

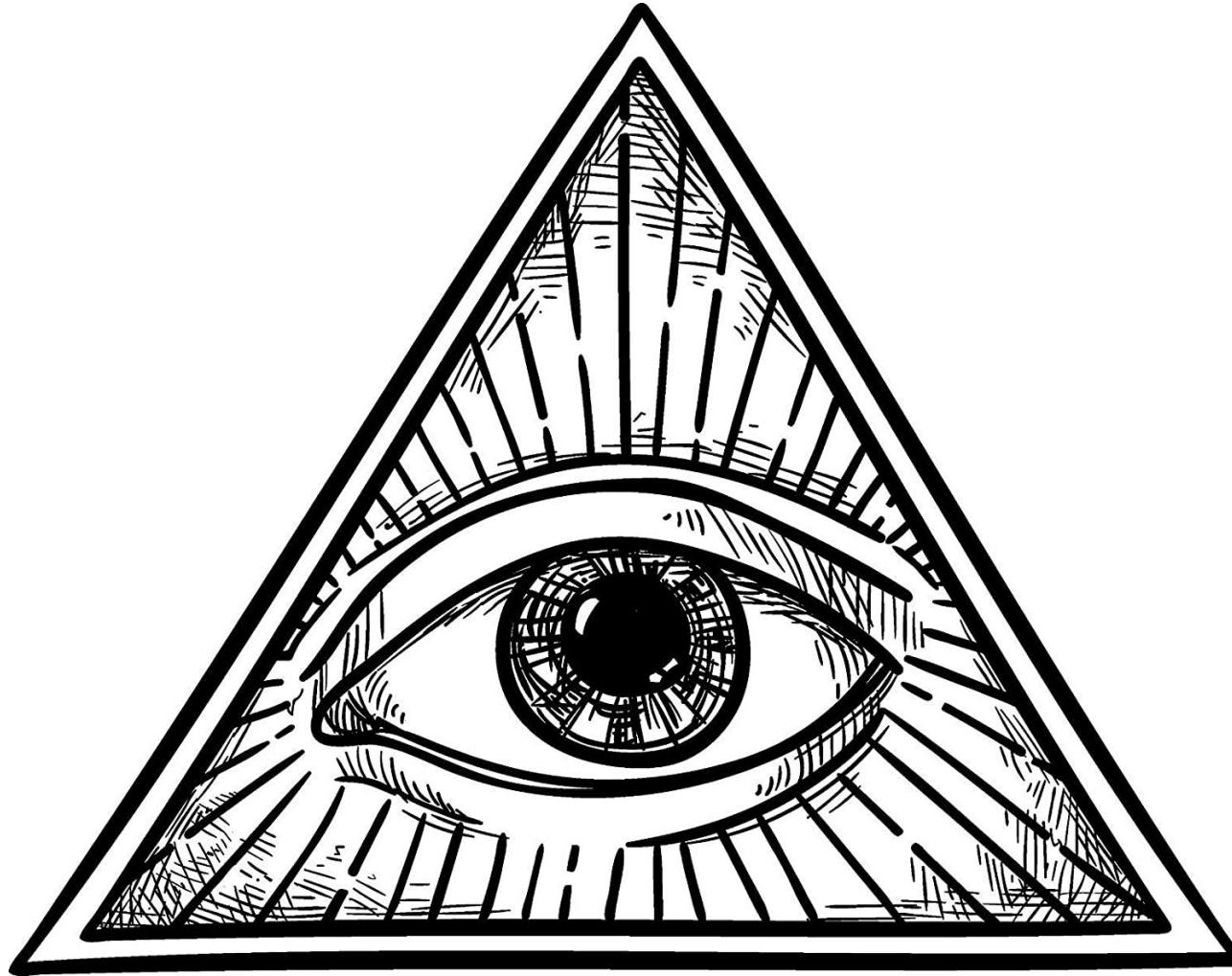
Is this information up to date?

# Let's talk briefly about your sketches

What was your thought process?

<https://snipboard.io/>

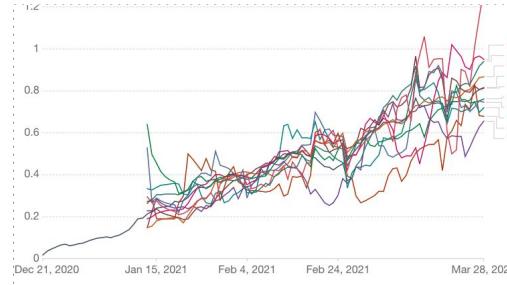




# Our recipe so far



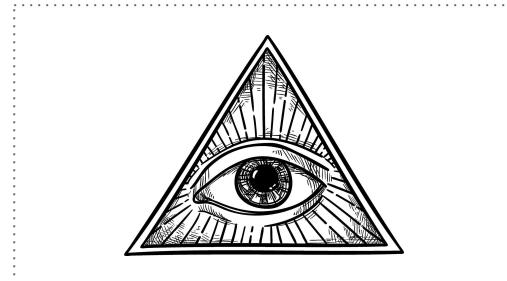
Aggressive environment



Huge emphasis on metrics



Social proof



Cannot be parsed

Let's bake some  
ideas then...



Let's think of a dark  
way of attracting  
users to our  
platform

What are your first thoughts?



# That's a wrap!

Any feedback?





# Project start-up & requirements

Next time Monica will present in two separate days



Respect

Reliability

Innovation

Competence

Team spirit