

2013 Esri International User Conference

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Speed Geeking

Transforming good experiences into great & engaging user experiences

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esri
ux



Transforming good experiences into great & engaging user experiences

Image source: <https://www.touchofmodern.com/sales/smart-green-4/ball>

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Transforming **good** experiences into
great & engaging user experiences



Image source: <https://www.touchofmodern.com/sales/smart-green-4/ball>

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good experiences

great & engaging experiences

technology

take-aways

chapter one:

good experiences



Image source: <https://www.touchofmodern.com/sales/mykonos--4/kaos-black>

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minimal confusion



Image source: <http://warriorbusiness.org/wp-content/uploads/2012/05/confused.jpg>

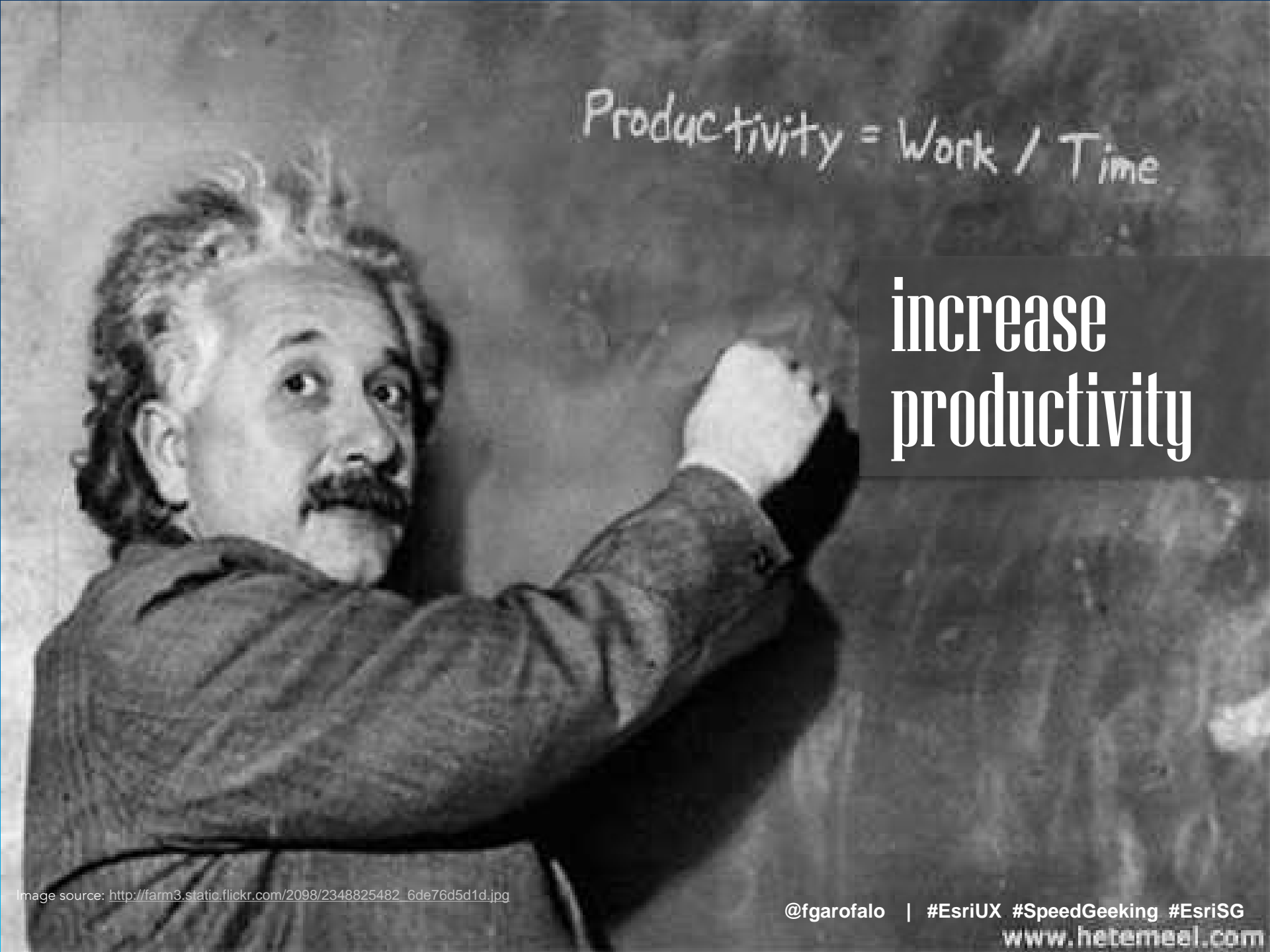
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minimal frustration

Image source: <http://nika-newmedia.blogspot.com/2011/04/grandma-is-going-online.html>

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A black and white photograph of Albert Einstein, looking up and pointing his right hand towards the top right of the frame. He is standing in front of a chalkboard. The chalkboard has the equation 'Productivity = Work / Time' written on it in the upper right. A dark rectangular box with the text 'increase productivity' is overlaid on the right side of the image.
$$\text{Productivity} = \text{Work} / \text{Time}$$

increase
productivity

A close-up photograph of a baby with light brown hair and blue eyes, looking directly at the camera with a pouting expression. The baby is wearing a green and white long-sleeved shirt and is holding a fistful of sand in their right hand. The background is a blurred beach scene with sand and water.

accomplishment

chapter two:

great & engaging experiences

chapter two:

great & engaging experiences

"THE SECRET OF
CHANGE IS TO FOCUS
ALL OF YOUR ENERGY,
NOT ON FIGHTING THE
OLD, BUT ON BUILDING
THE NEW."

— *SOCRATES*

Welcome Frank Garofalo

To complete the activation of your trial, please provide the following information:

Username

8 to 32 characters in length, letters and numbers only.

Password

8 to 14 characters in length, letters and numbers only.

Confirm Password

Organization

Account URL Path:

16 characters max. Once created during account activation, it cannot be changed.

Identity Question

Answer

[Terms of Use](#)

[View in full screen](#)

personalization



emotion & excitement

Image source: http://o.aolcdn.com/dims-shared/dims/TRAV/1/592/592/90/http://o.aolcdn.com/hss/storage/adam/2327c92912b6ab243229:5ab853ee41c/10_08_DL_04883.jpg

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A young boy with dark hair and blue eyes, wearing a red jacket and a plaid scarf, is looking intently at a piece of chocolate he is holding. He is in a chocolate factory, with shelves of various chocolate products visible in the background. The word "loyalty" is written in a white, serif font on a dark grey rectangular background that is partially transparent, allowing the image to be seen through it.

loyalty

Image source: <http://www.movpins.com/big/MV5BMjE1NTgwMTEwN15BMl5BanBnXkFtZTcwNDMyNTlyMw/still-of-freddie-highmore-in-charlie-and-the-chocolate-factory.jpg>

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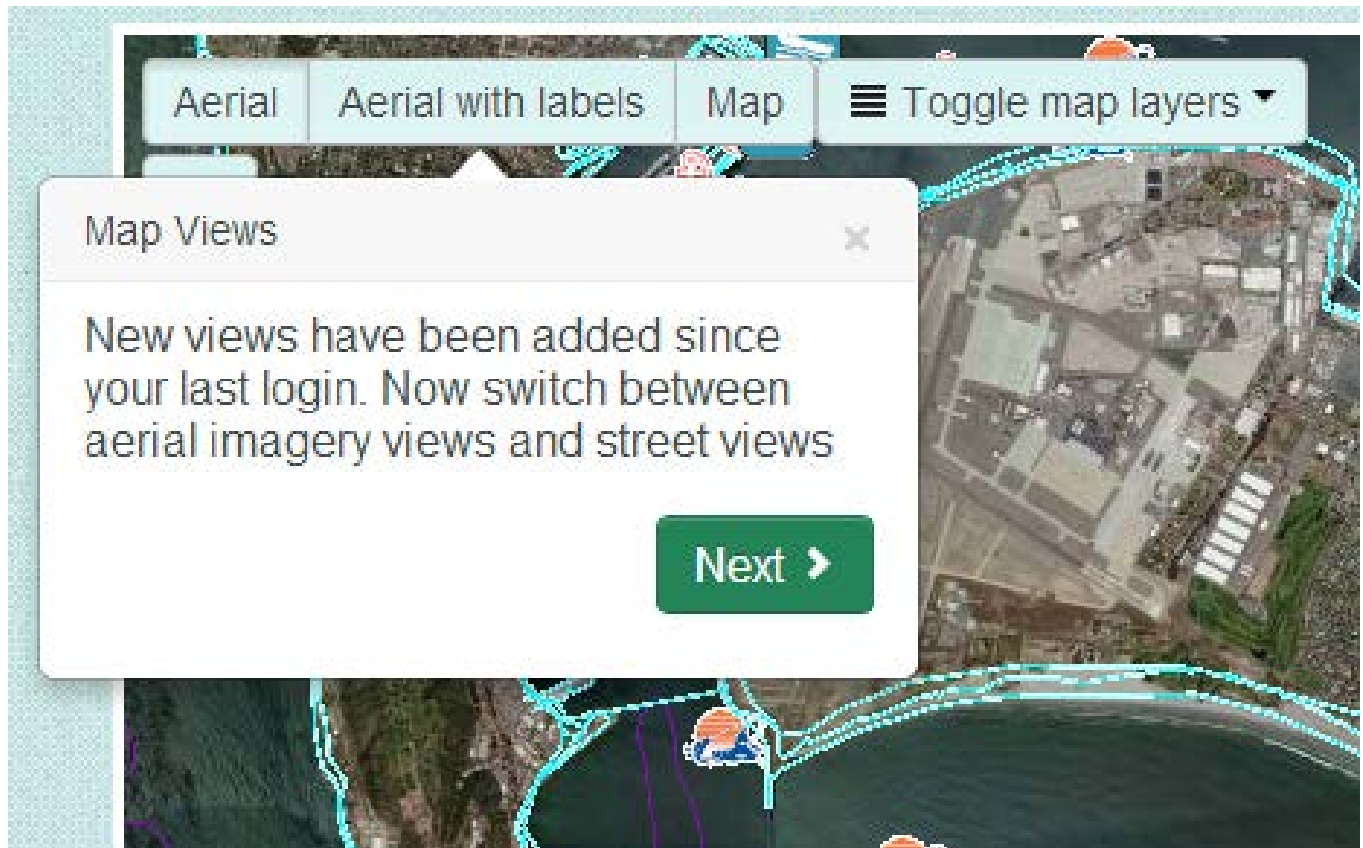
chapter three:

technology

chapter three:

technology

"Art challenges technology
but technology inspires art."
~John Lasseter



detect last login
& new capabilities

Based on: <http://www.fishidy.com/interactive-fishing-maps#>

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Draw:

Point

Line

Polygon



Draw:

Location

Line

Area



terminology
& target audiences

just-in-time assistance



Image source: <http://xxlightsourcexx.deviantart.com/art/Mario-vs-Bowser-146659053>

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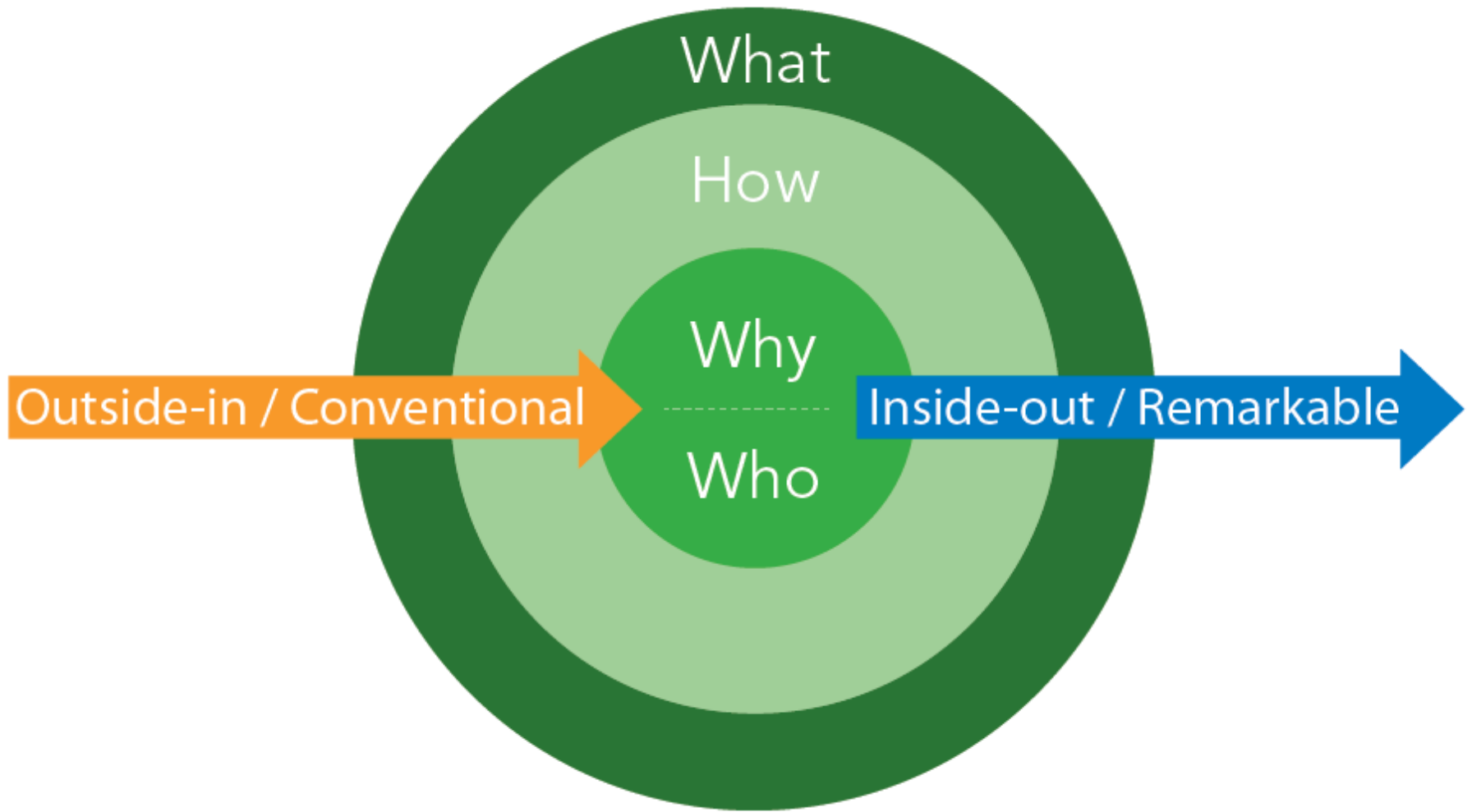
chapter four:

take-aways

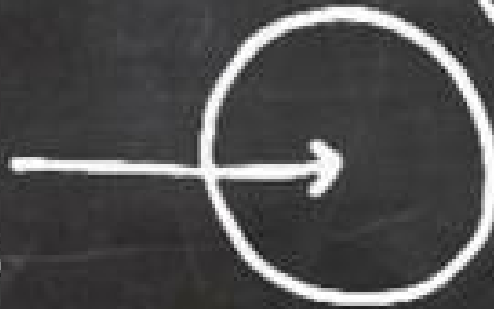
chapter four:

take-aways


“there is always a
better way to do it, find it”
~ Thomas A. Edison



Your
Comfort
Zone



Where the
magic happens

The background image shows a modern outdoor lounge area at dusk. In the foreground, three white, tiered, disc-shaped lamps are illuminated, casting a warm glow. They are placed on dark, low-profile tables. In the background, there are dark silhouettes of lounge chairs and umbrellas. The sky is a deep, dark purple and blue, with some distant lights visible on the horizon. The overall atmosphere is calm and sophisticated.

...a few techniques for
**Transforming good experiences into
great & engaging user experiences**

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- User Experience Team Leader



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Understanding our world.

User experience (n.)
a person's perceptions and
responses that result from
the use or anticipated use of a
product, system or service

source: ISO 9241-210