

ACCELERATE

User Experience Designer Fundamentals: Session 2

Duane Harrison

TASK REVIEW

Let's review..

What experience did you pick?

What did the user say?

What did you improve?

How did you visualise it?

What might you do better next time?

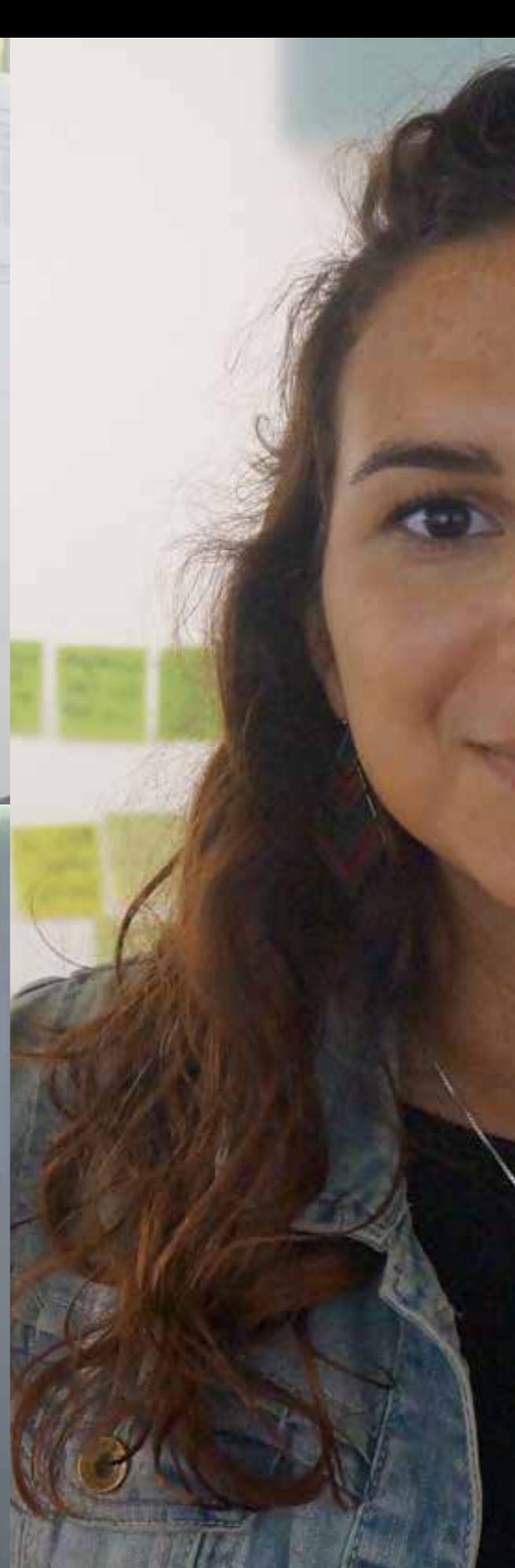
Question everything...

- I encourage users to question everything
- I keep a book of questions about things to improve
- These can guide me, as I might right down problems I want to solve, and find related projects or companies

Specialism

Citymapper

- Product
- User research
- Assets



CHALLENGE

At Citymapper I had many challenges which I tackled head on. This involved getting user feedback, helping Citymapper scale to more cities and localising and supporting the app.

London

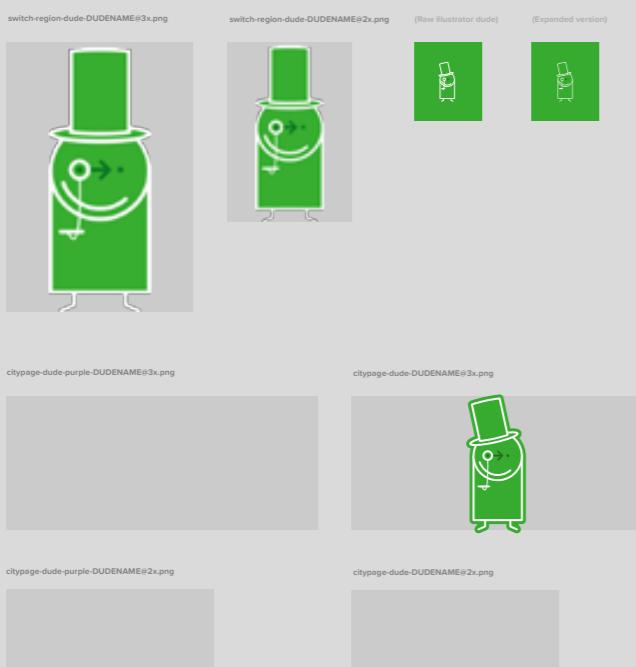
MAPS



(Downloaded map files can be found in Design CM / Assets / Creation / Offline Maps)

(Required formats: PDF format for iOS and tiles for Android)

DUDES



JOKERS



NEARBY



OTHER



RESULTS



icon-summary-COUNTRY-CITY-MODE@3x (icon summary assets can be different widths)

icon-summary-COUNTRY-CITY-MODE@2x

routeIcon-COUNTRY-CITY-MODE-ROUTENAME-24@3x

routeIcon-COUNTRY-CITY-MODE-ROUTENAME-16@3x

routeIcon-COUNTRY-CITY-MODE-ROUTENAME-20@2x

routeIcon-COUNTRY-CITY-MODE-ROUTENAME-16@2x

routeIcon-COUNTRY-CITY-MODE-ROUTENAME-24@2x

routeIcon-COUNTRY-CITY-MODE-ROUTENAME-16@2x

routeIcon-COUNTRY-CITY-MODE-ROUTENAME-20@3x

routeIcon-COUNTRY-CITY-MODE-ROUTENAME-24@3x

routeIcon-COUNTRY-CITY-MODE-ROUTENAME-16@3x

routeIcon-COUNTRY-CITY-MODE-ROUTENAME-20@2x

routeIcon-COUNTRY-CITY-MODE-ROUTENAME-24@2x

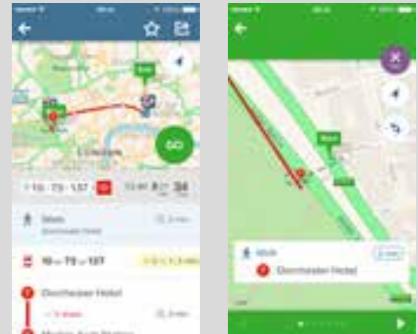
routeIcon-COUNTRY-CITY-MODE-ROUTENAME-16@2x

routeIcon-COUNTRY-CITY-MODE-ROUTENAME-20@3x

routeIcon-COUNTRY-CITY-MODE-ROUTENAME-24@3x

routeIcon-COUNTRY-CITY-MODE-ROUTENAME-16@3x

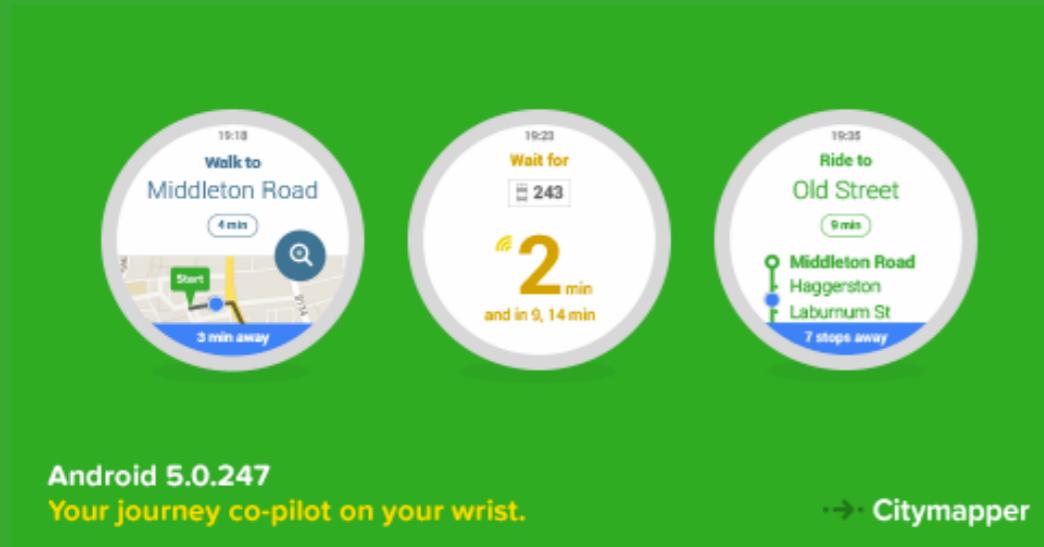
JOURNEY



ACTIONS

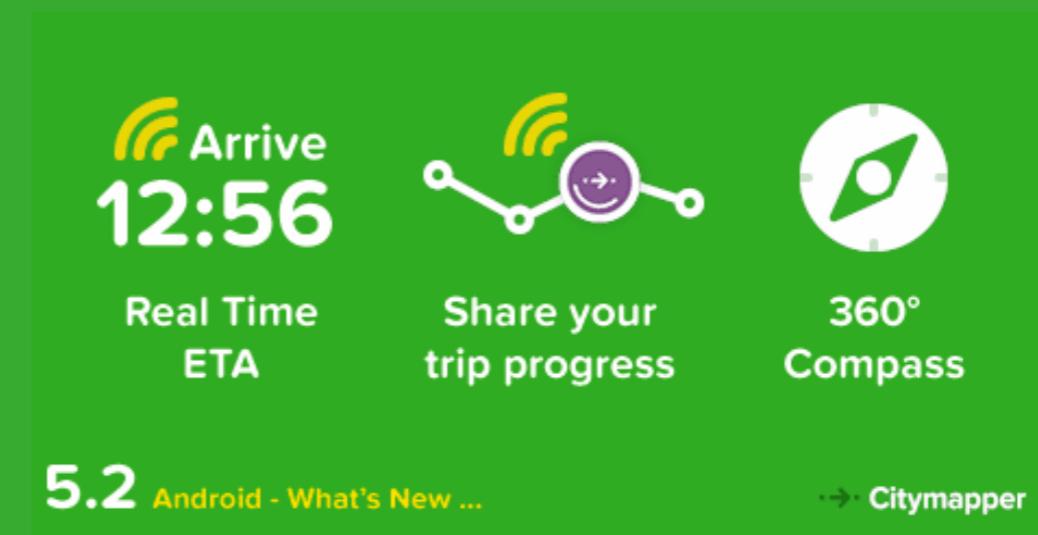
I quickly immersed myself into the product, creating new assets for new cities, meeting users and gathering feedback and reporting back to the team. I also worked with the Lead Designer and CEO on new product features.

I worked closely with the devs using github and sketch to implement features and test them.



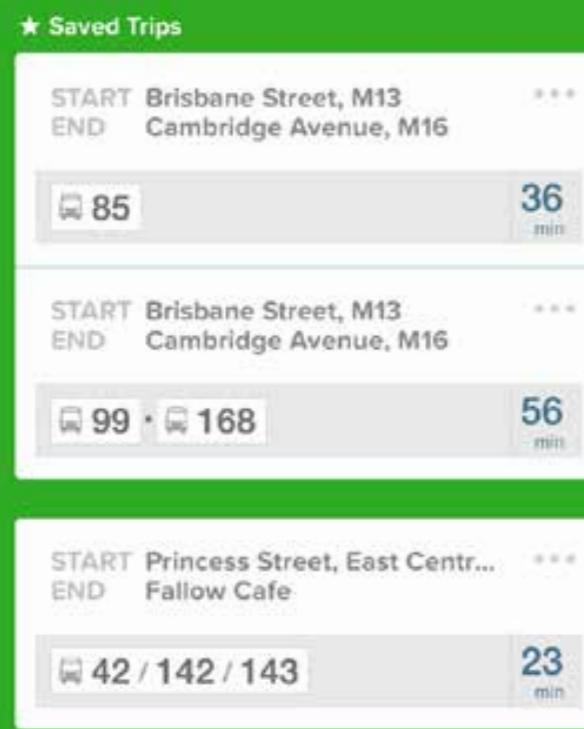
Android 5.0.247
Your journey co-pilot on your wrist.

→ Citymapper



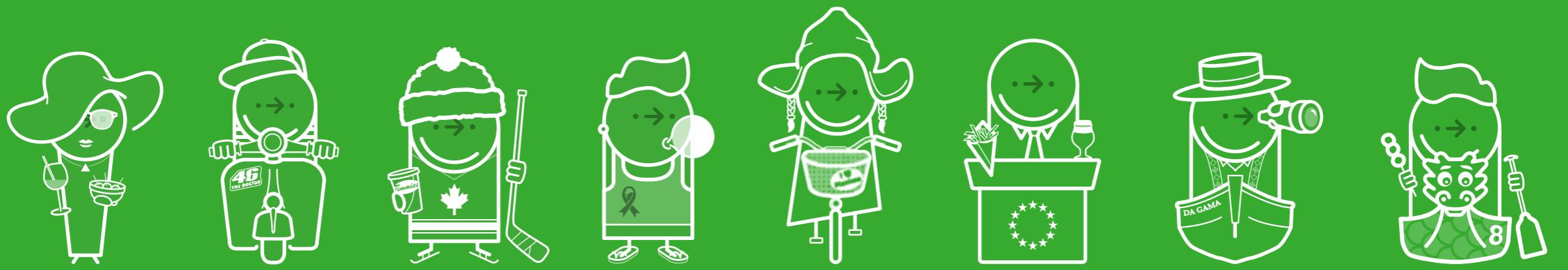
5.2 Android - What's New ...

→ Citymapper



Designs for various UI and features

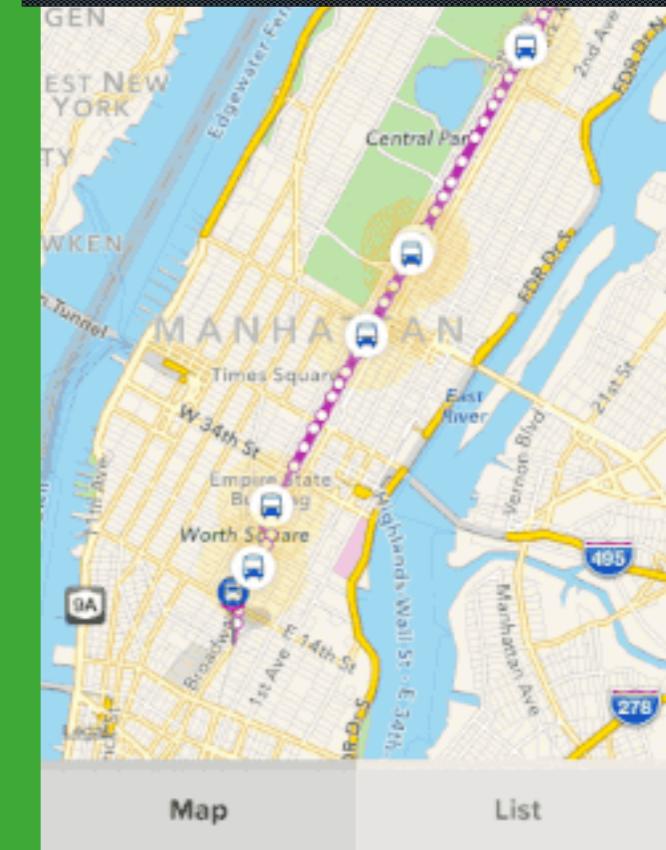




Mascots designed from user input

RESULT

I was involved in many of the major releases both product and city. I'm most proud of the features below which were well received. I helped in testing the app to ensure each feature worked flawlessly.



5.0 Release



Uber Intregration

Buses on map

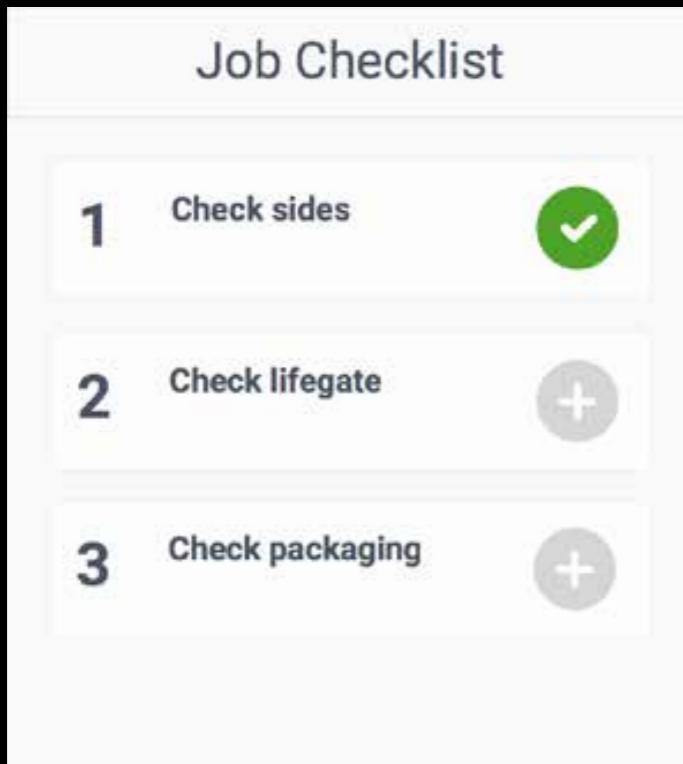
Pie Mapping

- Site visits
- Wireframes
- Translate into UI



CHALLENGE

Pie Mapping are a traditional mapping company turned tech startup. I went to visit our clients to see how they currently operate & how our product will work.

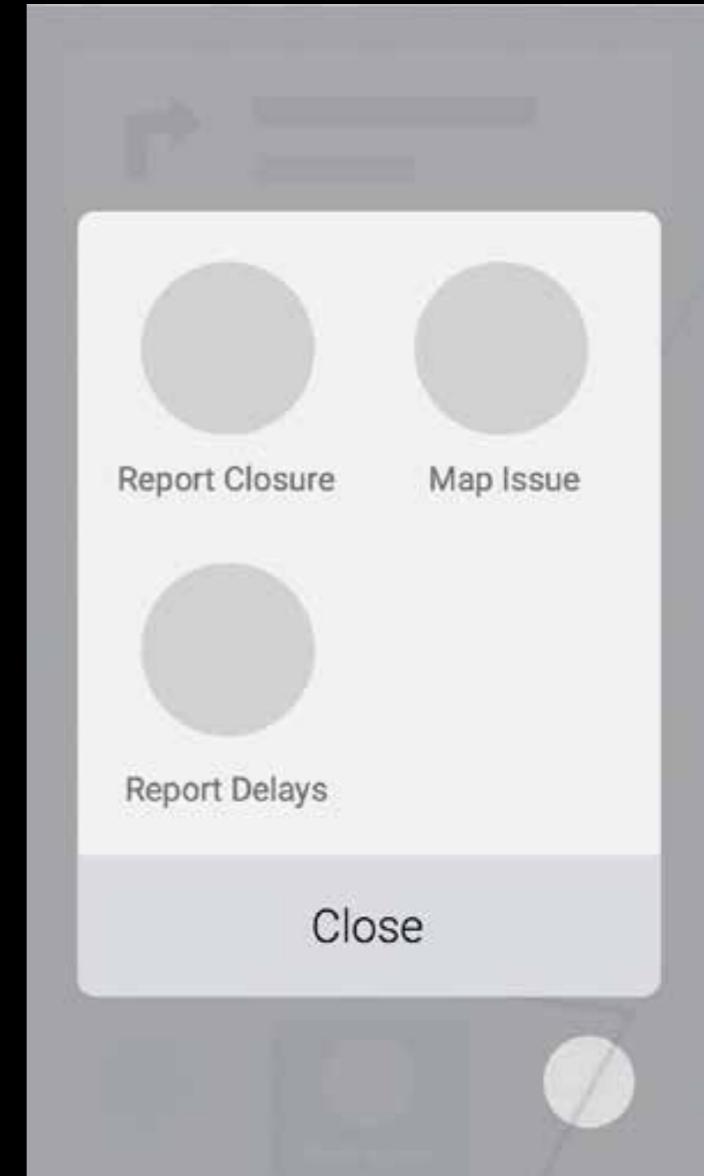
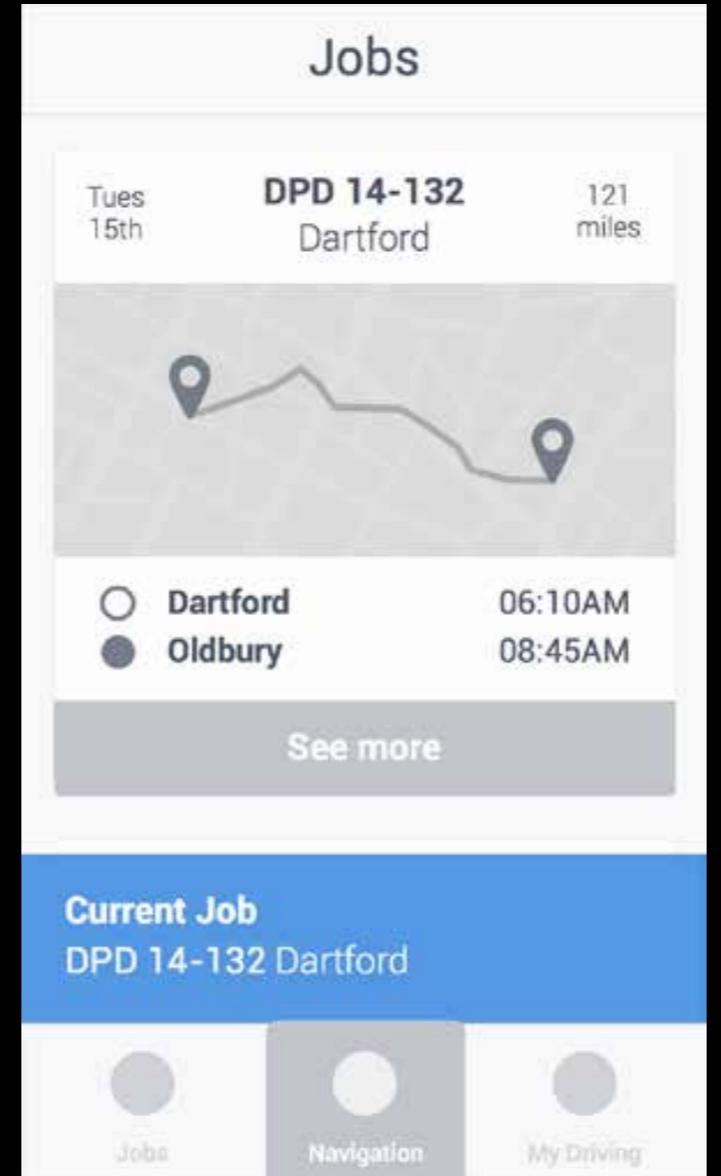


ACTIONS

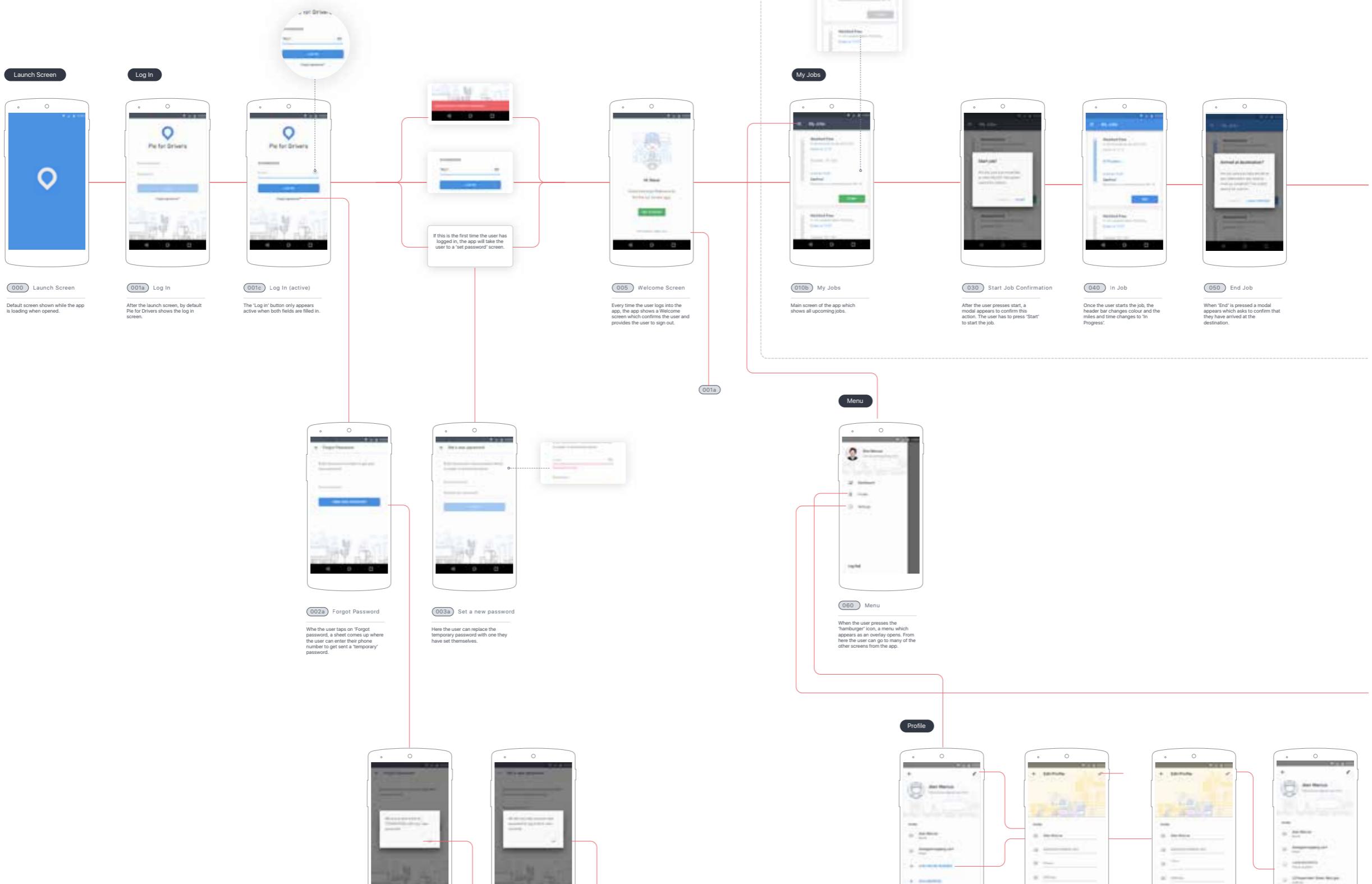
Storyboarded what the mobile product might be.

Created **wireframes** to start understanding the user flow and communicating with the team.

Prototyped the app using Pixate to get any transitions right. Assets exported to the iOS engineer for implementation.



UX map for the Android mobile app





My Jobs

DPD 55 Carlisle

Depart by 12:10

144miles - 4h 32m

Arrive by 14:10

DPD 40 Manchester

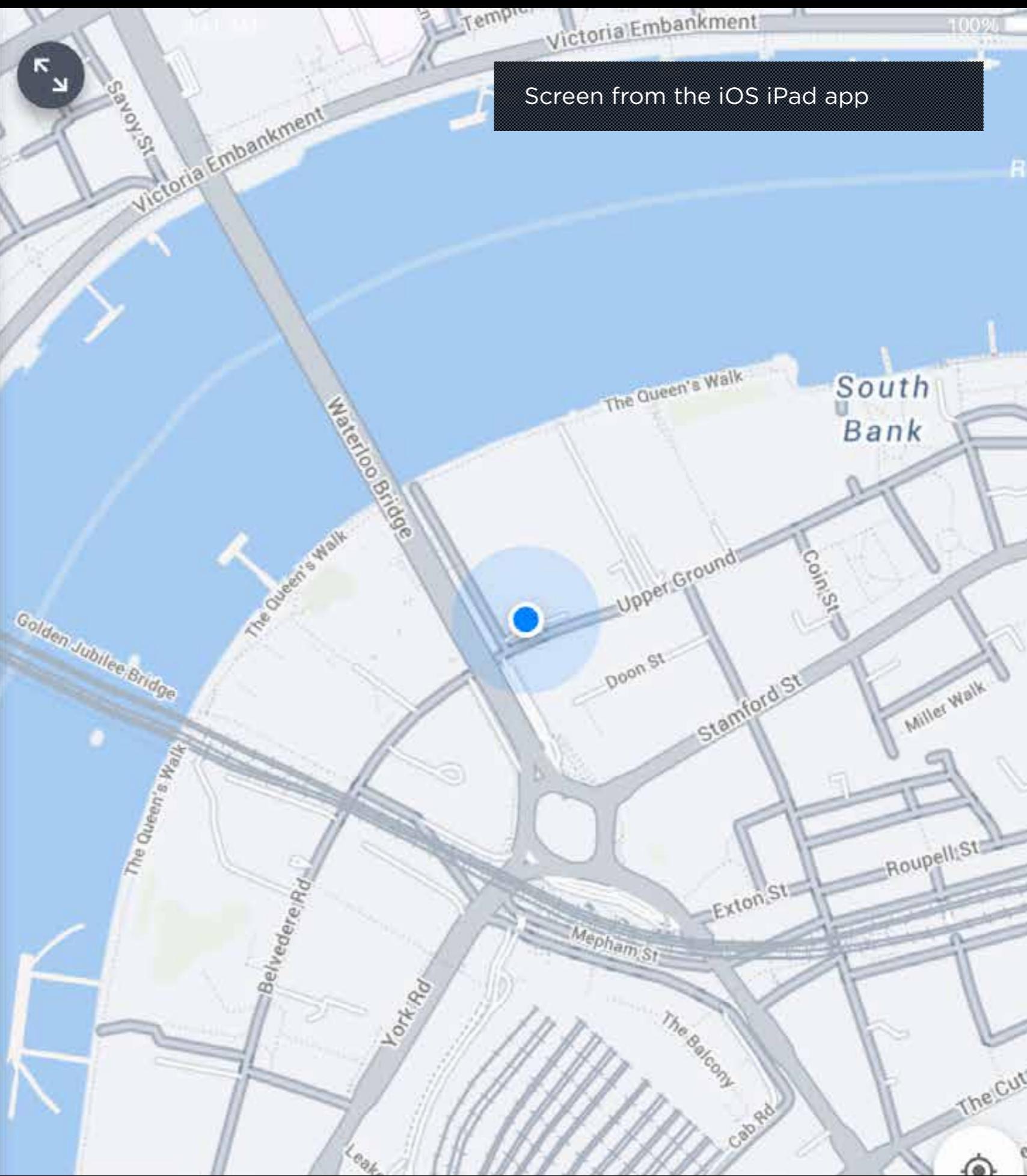
Start

DPD 55 Carlisle

Depart by 12:10

144miles - 4h 32m

Arrive by 14:10





Oldbury DPD-03 ▾



Traffic Activity

Shifts

Live Map

More



All shifts ▾ | All legs ▾ | All locations ▾ | More ▾

Shift

Mon 8, Apr 2015



16

17

18

19

20

21



Radoslaw Hyra

17:00 - 00:00 | Scheduled Driver

DPD-03 Oldbury

[Unassign the driver](#)

Arthur Chapman

16:00 - 01:00 | Relief

INTLK-421 Barnstaple

[Unassign the driver](#)

Simon Lavercombe

16:30 - 23:00 | Relief

DPD-03 Oldbury

[Unassign the driver](#)

No Driver

17:00 - 00:00 | Scheduled Driver

[Assign a driver](#)

07:30 - 13:45

PHV

DPD-03 Oldbury to John Lew...

07:30 - 13:45

PHV

DPD-03 Oldbury to John Lew...

DPD-34-02

07:30 - 13:45

PHV

DPD-03 Oldbury to John Lew...

07:30 - 13:45

PHV

DPD-03 Oldbury to John Lew...

DPD-34-02

RESULT

Worked closely with the other designers to implement features on the web and ensure platform consistency.

We were on track to release the mobile version of the product, which is a fully functioning driver app (with jobs, navigation, route finding).

DAY IN THE LIFE

Cathay Pacific

- Meetings
- Style guide for KA
- A/B testing





Convenient shower rooms

Enjoy one of our 23 spacious shower rooms, each equipped with premium bath products and fluffy towels. Ask our shower attendants to serve you with personal amenities, including hair and shaving products.

ACTIONS

Focused on value. As Product Owner of Web Accessibility project, I ensured all pages were accessible..

Ensured projects had Brand alignment. Set up a digital guidelines to help me govern this.

Supported A/B testing efforts and Cathay digital projects.

 Digital Guidelines

Download the Digital Style Guide

SPACE SHORTCUTS

- Getting started
- Web accessibility
- Digital Checklist
- Digital Style Guide
- Feedback / Contact

Files	Source File	Exports
CX Digital Style Guide <i>Last updated 12th January 2017</i>	CX Digital Style Guide (12 January 2017).sketch	CX Digital Style Guide (12 January 2017).pdf

The files above are the most up to date and will be updated when necessary. [Contact us](#) if you have your own plan for the style guide. For older versions and unsupported formats, please refer to the [Digital Style Guide archive](#). Note that the digital style guide should be used for reference only.

Colours quick reference

Primary	Secondary	Tertiary	Quaternary	Background

White #FFFFFF
Black #000000
CX Green #006564
CX Red #C2262E

LEAVING FROM
Hong Kong, HKG

Going to

DEPARTURE DATE Sat 21 Jan 2017

ARRIVAL DATE Sat 28 Jan 2017

SEARCH CLASS 1 Premium / Economy

[Search flights >](#)

Sapporo, Japan

Flights + hotels from HKD10,119
2 Adults (1, 2 nights), Economy (Departing from Tue 14 Feb 2017)



Kaohsiung
Flights + hotels from HKD2,795
2 Adults, 2 nights, Economy (Departing from Tue 14 Feb 2017)

Tokyo
Flights + hotels from HKD7,619
2 Adults, 2 nights, Economy (Departing from Tue 14 Feb 2017)

Paris
Flights + hotels from HKD15,968
2 Adults, 2 nights, Economy (Departing from Tue 14 Feb 2017)

Taipei
PLAY THE WALK®
PRODUCTS REWARDS
Flights from HKD970
Economy
[View Taipei guide](#)

Singapore
OFFERS FROM CHAMPS
RECOMMENDATION
Flights from HKD1,330
Economy
[View Singapore guide](#)

Kuala Lumpur
Flights from HKD1,370
Economy
[View Kuala Lumpur guide](#)

Bangkok
Flights from HKD1,580
Economy
[View Bangkok guide](#)

Nagoya
Flights from HKD2,860
Economy
[View Nagoya guide](#)

Dubai
Flights from HKD4,090
Economy
[View Dubai guide](#)

Auckland
Flights from HKD4,550
Economy
[View Auckland guide](#)

Barcelona
VIEW DESTINATION
Flights from HKD4,860
Economy

Prices quoted include the Hong Kong Passenger Security Charge, and are subject to taxes and other surcharges, which may change from time to time. For ticket conditions, where applicable the Hong Kong Passenger Security Charge, the Hong Kong Air Passenger Departure Tax and the Hong Kong International Airport Construction Fee will be refunded without any administration fees.

[View destination guides](#) [Browse all offers](#) [See where we fly](#)

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Kaohsiung Economy 2 Adults, 2 nights	Tokyo Economy 2 Adults, 2 nights	Paris Economy 2 Adults, 2 nights
View flights + hotels from HKD2,795	View flights + hotels from HKD7,619	View flights + hotels from HKD15,968

Taipei Economy <small>PLAY THE WALK® PRODUCTS REWARDS</small>	Singapore Economy <small>OFFERS FROM CHAMPS RECOMMENDATION</small>	Kuala Lumpur Economy <small>OFFERS FROM CHAMPS RECOMMENDATION</small>
View flights from HKD970	View flights from HKD1,330	View flights from HKD1,370

Bangkok Economy	Nagoya Economy	Dubai Economy
View flights from HKD1,580	View flights from HKD2,950	View flights from HKD4,090

Auckland Economy	Barcelona Economy
View flights from HKD4,550	View flights from HKD4,950

Prices quoted include the Hong Kong Passenger Security Charge, and are subject to taxes and other surcharges, which may change from time to time. For ticket conditions, where applicable the Hong Kong Passenger Security Charge, the Hong Kong Air Passenger Departure Tax and the Hong Kong International Airport Construction Fee will be refunded without any administration fees.

[View destination guides](#) [Browse all offers](#) [See where we fly](#)

A/B testing control and variant

Test 059- Homepage Optimisation - Bubbleless Offer Display			
Overview	Change the bubble offer design into a list design		
Purpose	To free up homepage promotional real-estate by shortening its length with bubbleless (list view) design. To improve speed loading performance by reducing no. of http requests and images downloads. To build fundamental experiment coding in Optimizely to support future series of optimisations.		
Scope	Page Name(s): Cathay Pacific HK Homepage Countries: HK and SG (w/Single Origin) Languages: en_HK and en_SG	Viewports: Small, Medium, Large Starting Date: 2017-01-19(Thu) Duration: min. 4 weeks	
Variants	Original : Default bubble design Variant 1: List design (Bubbleless)		
Hypothesis	The list design offer can make the offer detail clear and increase the CTR		
Measurements	1. Click-through rate of bubble/bubbleless areas. 2. Click-through of individual offers. 3. Funnel depth, booking conversion 4. Heatmap		
Test results <i>(click through rate)</i>	Unique visitor 604,859	New design 12.64%	A successful A/B test of the designs resulted in a higher clickthrough rate, with the clickthroughs almost doubling.
	Original 7.63%	Improvement +65.6%	This has also made the page load faster which has improved the initial experience of visiting the Cathay Pacific website.

RESULT

Break

10 mins



Crash course on UX/UI

Observe

- It is most important to observe your subject
- Whether it is users, a process, or location, always try to observe
- Always try to see things as new

Existing behaviours

- E.g. how this elderly women is holding up a jug to see the measurements

Press esc to exit full screen

User interviews

- User interviews are an effective UX research method
- Attract participants by offering money, Amazon vouchers and free beer
- I used to run these sessions every Thursday afternoon, and probably pre-prepare them on a regular basis

Gain empathy

- The best thing about user interviews is that you quickly gain empathy
- I would get them to use the product and write down any quotes, especially frustrations of using the product
- These quotes + screenshots of the area, were a great way to communicate problems to engineers and the rest of the company

Research amnesty

– Hacking existing research

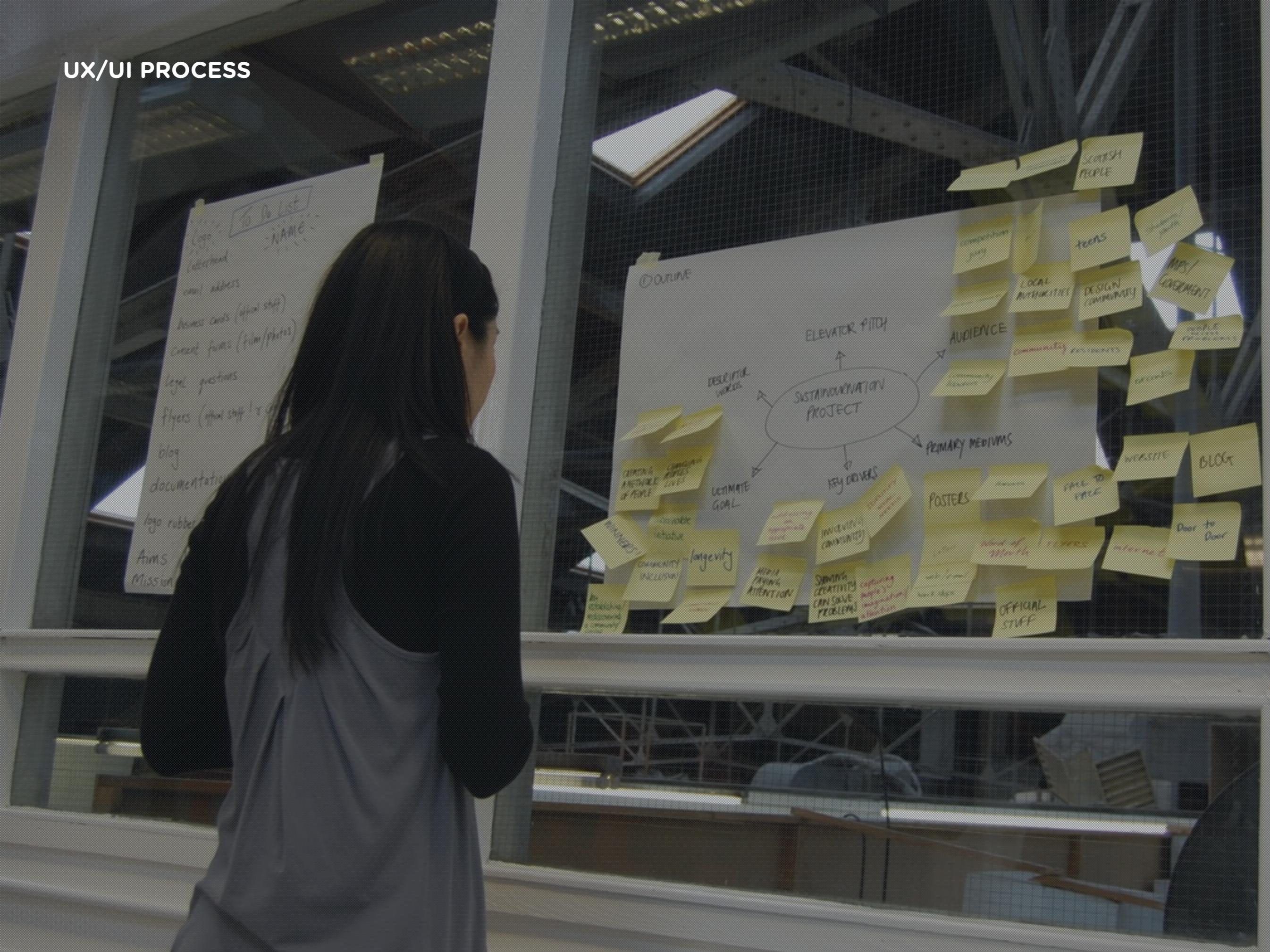
Ideation

- Brainstorming
- Storyboard / journey mapping
- Business canvas

Brainstorming



UX/UI PROCESS



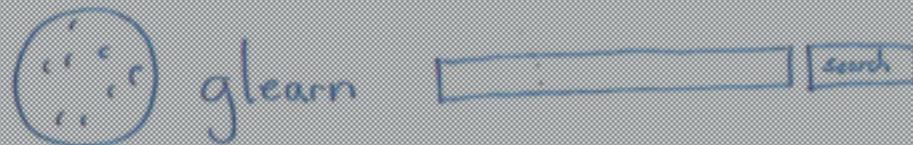
UX/UI PROCESS



Rapid Prototyping

- Prototyping to avoid expensive mistakes

UX/UI PROCESS



Home Activities Find Activities

Wireframe

Shared
Calendar

Managing Performance ★★★★★
Enrolled Thu Aug 25 9:00am-1:00pm in DIB-CS-Seminar 2

Data Validation ★★★★★
Enrolled Thu Nov 3 10:00am-12:30 in DIB-CS-Gloss 3

Show more

Completed

Utilizing Your Network
Tue Jan 14 2014

Improve your Personal Effectiveness
& Time Management
Tue Jul 17 2012

Teaching

ONLY
APPEARS
IF TEACHING

Google Data Centers (Advanced) ★★★★★
Wed Nov 22nd 10:00-12:30m 2011-2012



Search

Recommended for me

Create New ▾



Live Session



eLearning

videos, sites...



eLearning (flash)

smart thunder, personal media...

Low-fi



Coaching

careerguru, mentoring...



Paths

structured activities



Collection Page

unstructured activities

G&A

Recommended by Google EDU

Recommended to you by GoogleEDU because of your role, level and location.

Self & Skills

[Personal leadership](#)

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor

[Presentations](#)

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[Working with data](#)

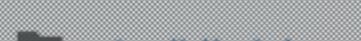
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[Time management](#)

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[Public speaking](#)

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[Creativity & innovation](#)

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[Project & Process management](#)

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[Personal leadership](#)

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People Strategy

[Working with others](#)

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[Strategic Thinking](#)

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Self & Skills

[Personal heading](#)

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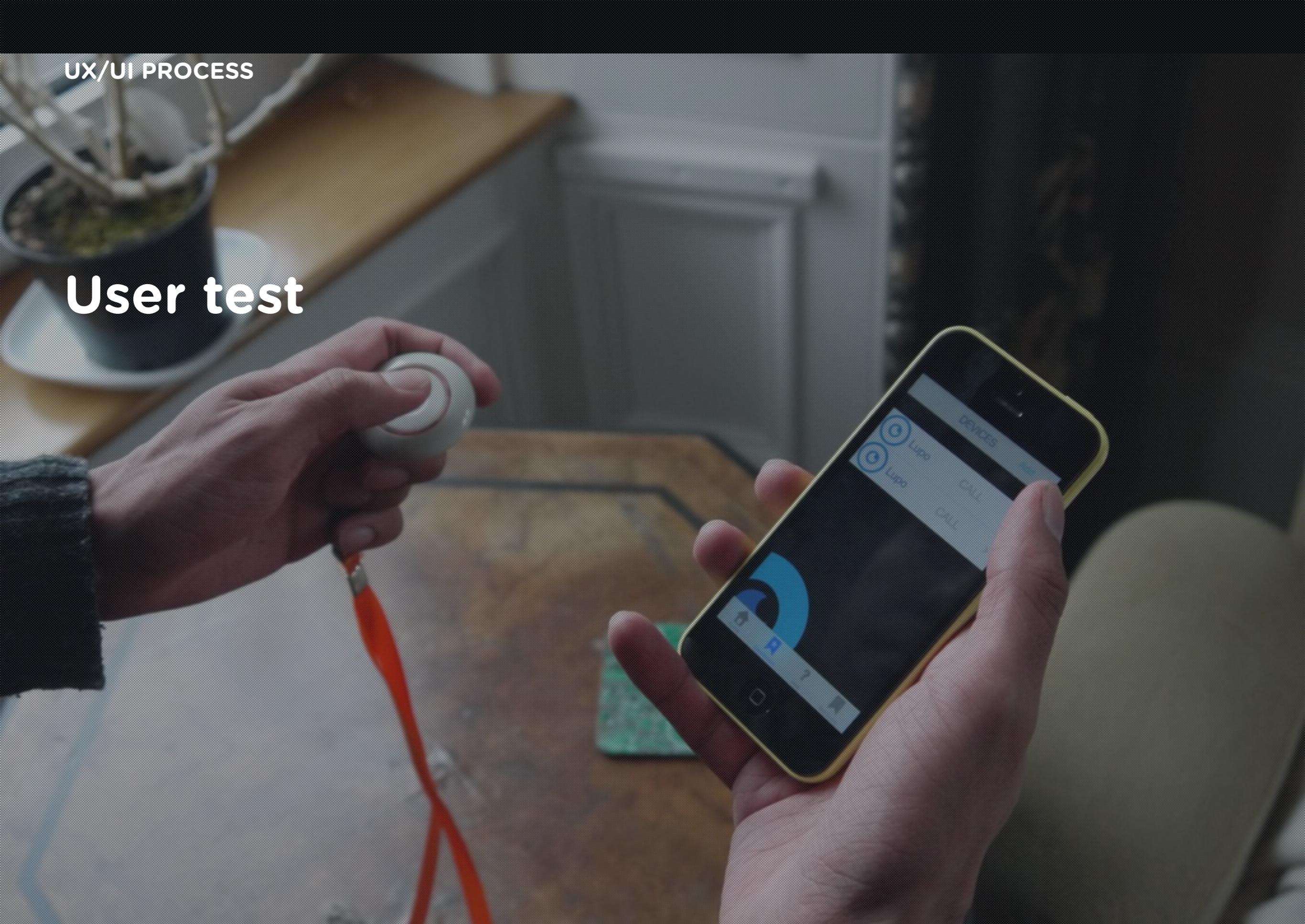
UX/UI PROCESS



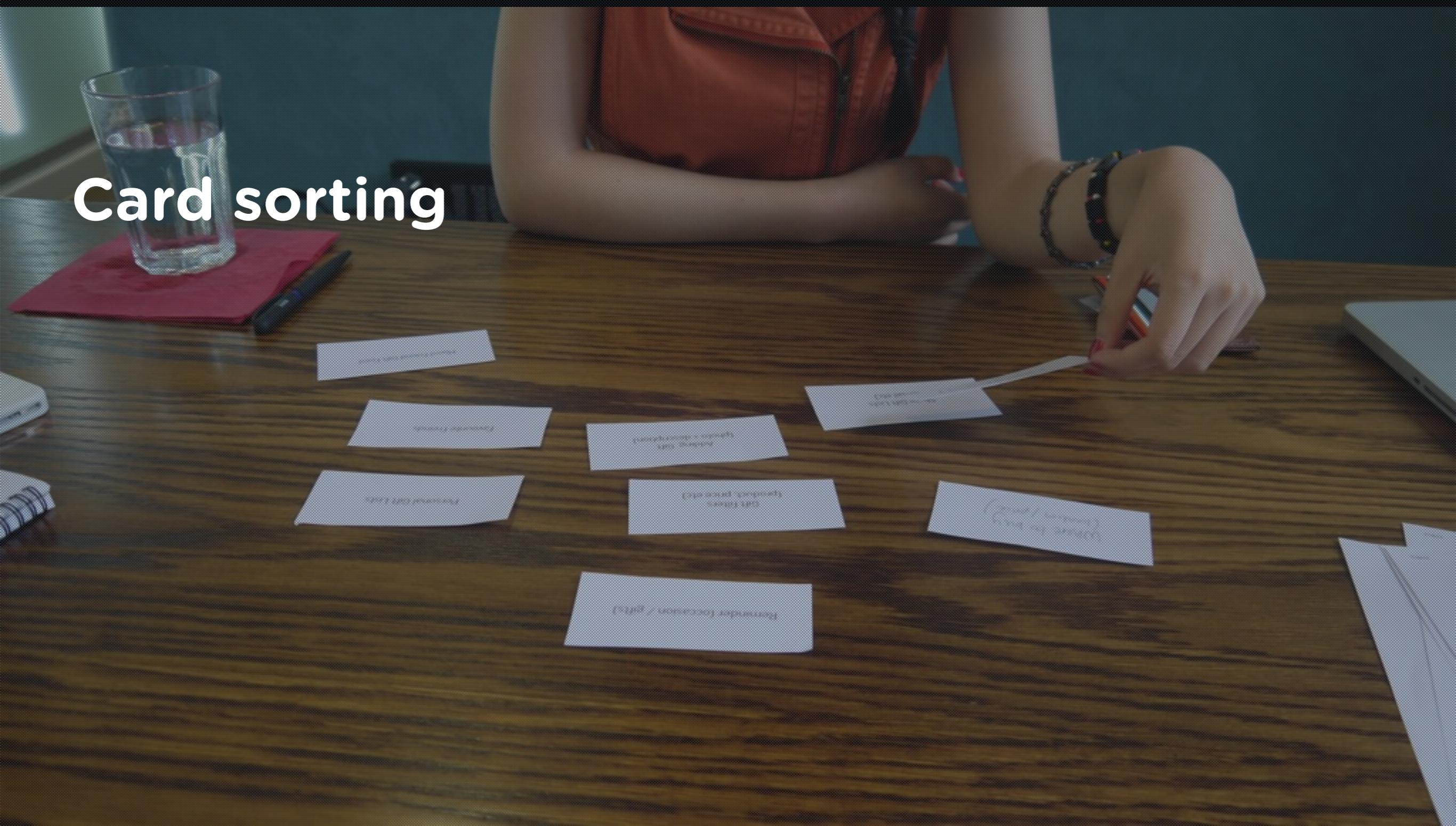
User Feedback

- User tests

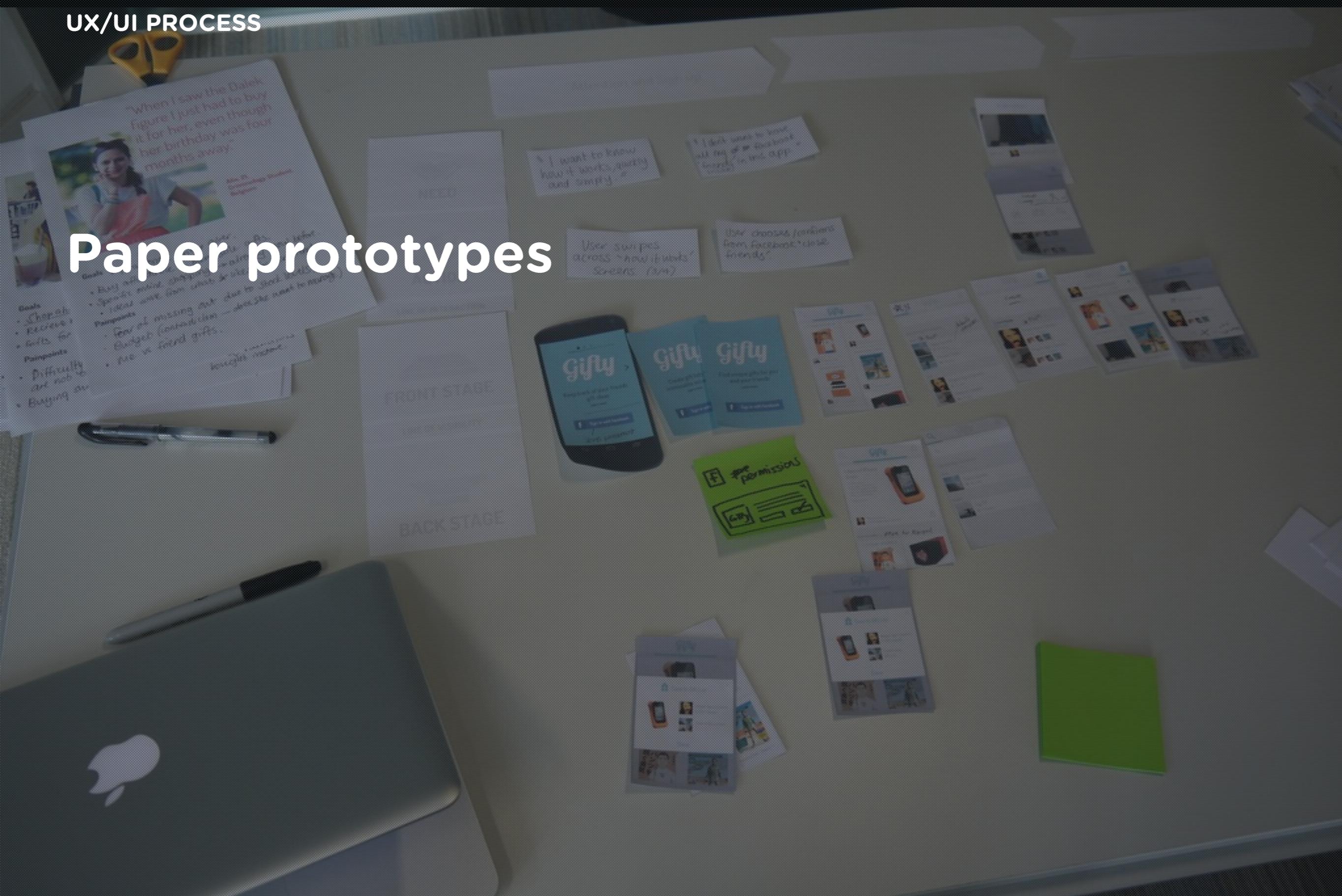
User test



Card sorting



Paper prototypes



Iteration

- Experience recording
- Mapping (example of a refined map)

UX/UI PROCESS

Create a map

- Values
- User needs
- Actions
- Interface
- Technology
- Iterate

Implementation

- Real design (conversion, web accessibility, scalability, assets, production)
- User feedback and refine (get constant feedback, a/b testing)

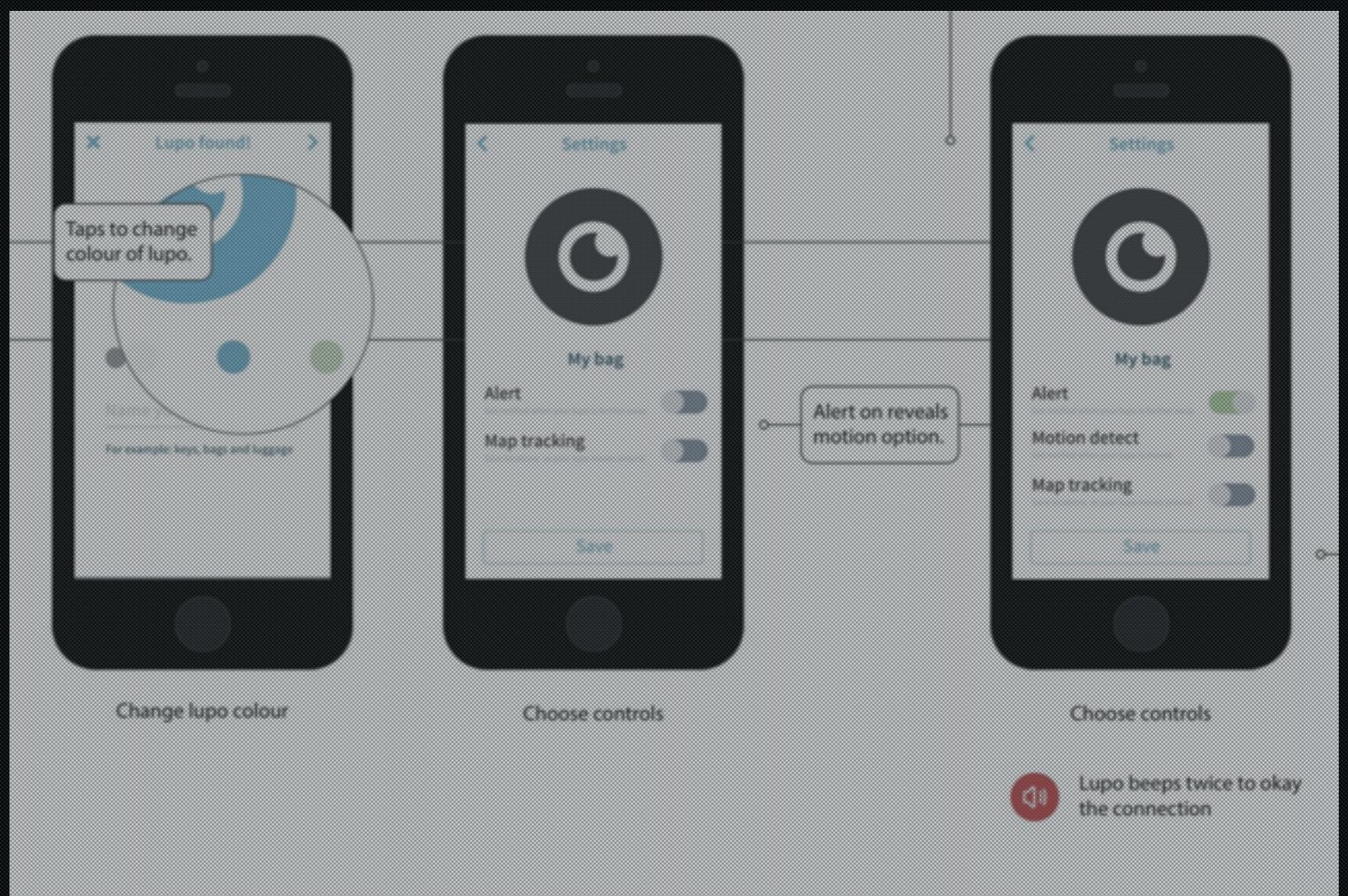
Map the experience

- Visualise
- Map it out
- Iterate



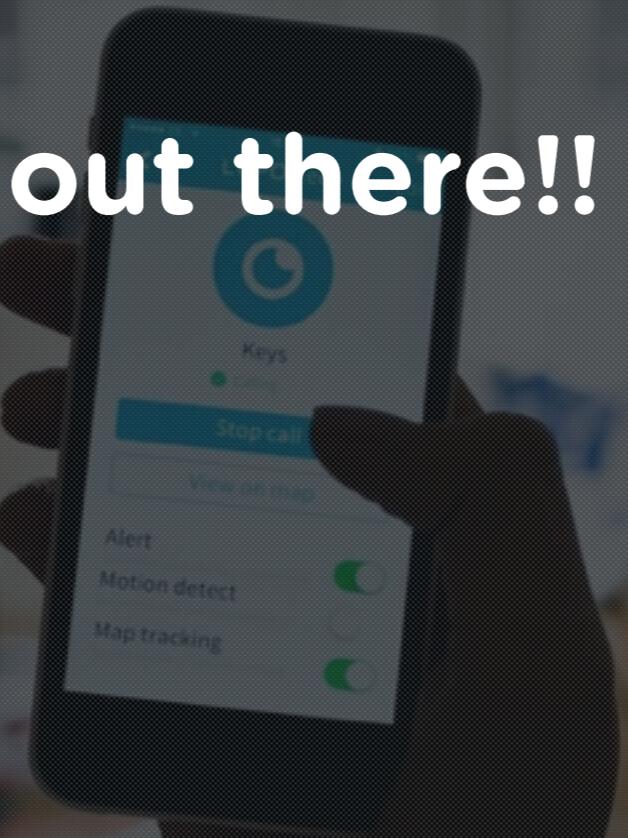
Focus on detail

- Taps
- Options
- Sounds



Put your product out there!!

- Real product
- Use cases
- Photography



TASK

Design task: Take your project and go through each process

Q&A, any questions?

CONCLUSION

See you on Thursday!

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mail@duaneharrison.co.uk