

Human Computer Interaction

Week 1: Setting the stage

by Henrik Lange

Sometimes
IT ENDS UP
DIFFERENT
AND IT IS
Better
THAT WAY

Plan

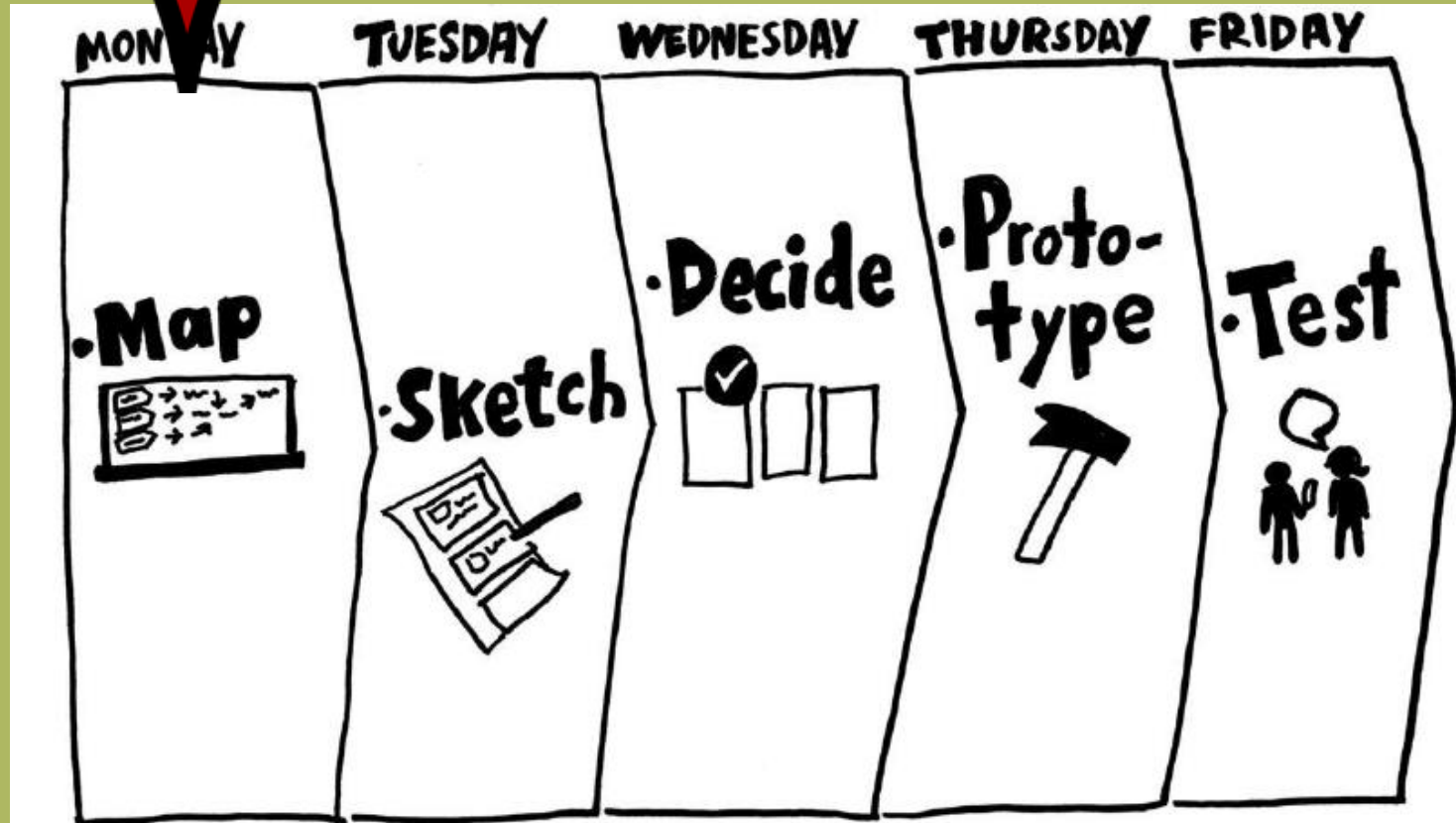
- Week 1: Setting The Stage
- **Week 2: Mapping, Personas and Journeys**
- Week 3: Sketching
- Week 4: Decisions and Storyboards
- Week 5: Prototyping
- Week 6: Prototype Testing
- Week 7: Graphic Design
- Week 8: Building Modern UI (CSS)
- Week 9: Building Modern UI (Bootstrap, jQuery & Leaflet)
- Week 10: Accessibility and SEO
- Week 11: Usability Testing
- Week 12: Building Modern UI

Agenda

- Sprint overview and rules
- Introduce yourself
- Long term goal
- Map
- Expert Interviews
- How Might We
- Organize
- Pick a target

Sprint Overview

**YOU
ARE
HERE**



Introduce Yourself

- Introducing yourself is an important skill
- Short and to the point
- Use relevant information
 - Who are you?
 - Where are you from?
 - Country, city, company, education,
 - What is your role in the team?
- Always highlight the positives
- Set your own presentation level regardless of your peers!

Introduce Yourself Remotely

- Always Be On Video!
- “But the call keeps breaking up!”
 - Then don’t stay on video and set some video rules instead
 - You’re on video when you speak
 - Everyone is on video for the first 5 minutes
- ...This is about design sprints, not HCI lectures

Sprint Rules

1. Don't judge
 2. Don't judge
 3. Don't judge
- Stay positive
 - Stay productive
 - Stay put
 - No devices
 - ...unless you are working remotely
 - Or in an instructor class with limited whiteboard space
 - In that case – stay focused

Long Term Goal

- What is the end goal of the organization?
 - What is the end goal of the product?
 - Where do we want to be in 1 year?
 - Where do we want to be in 5 years?
-
- Formulate a common goal
 - Write it down on a poster-sized piece of paper
 - Put it on the wall
-
- We are now leveraging visual memory

Risks

→ Divide your whiteboard in half and consider this on a project level:

RISKS:

What is the worst that can happen with this project?

If we fail in reaching our goal, what did we do wrong?

Which pitfalls do we want to avoid?

GOALS:

What is the best that can happen with this project?

What is the most important thing we have to do to succeed?

Risks

→ These are all good, but generic. Use them as a starting point if you want, but go deeper.

RISKS:

- We don't want to make the process harder
- We don't want the same problems as the old system
- We must make sure that users will actually use it

GOALS:

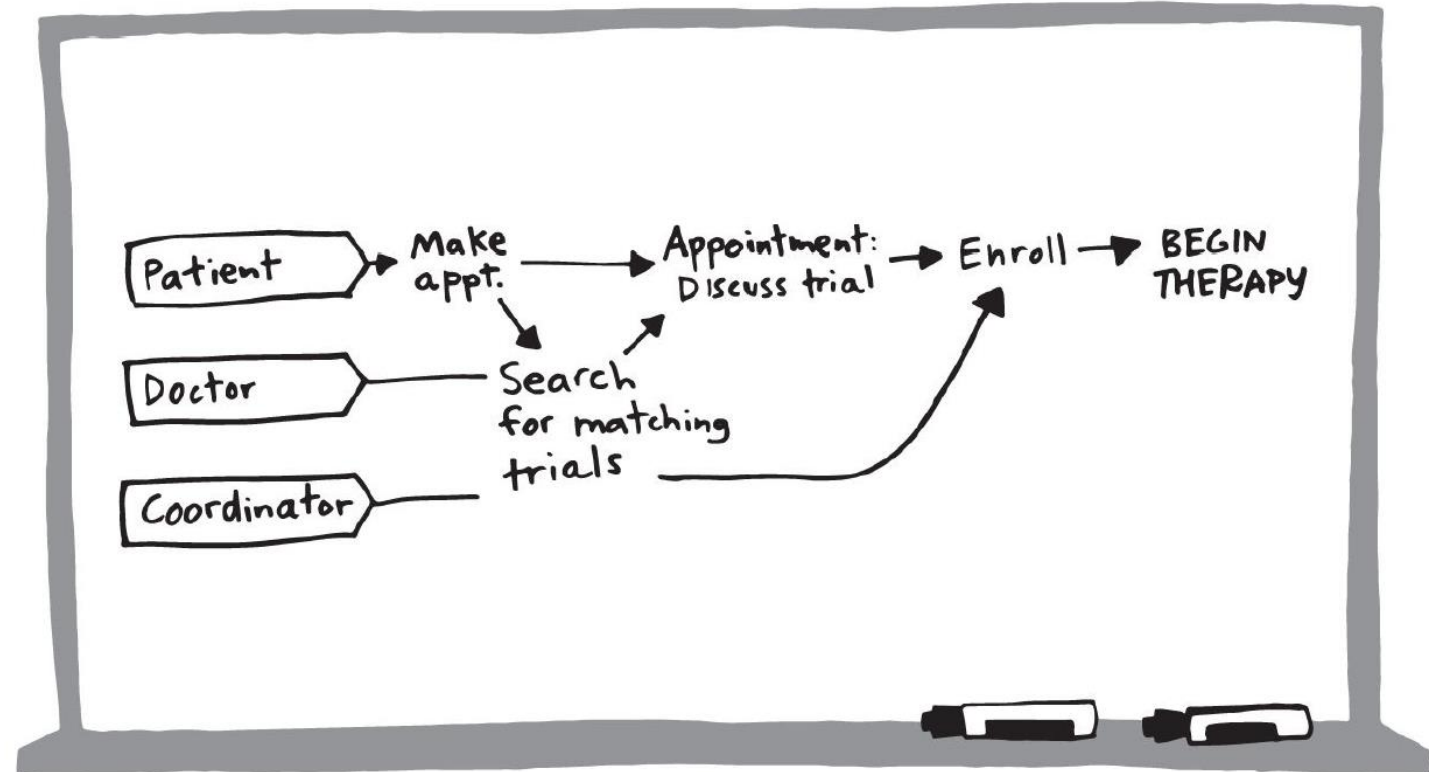
- Users prefer our system to the competition
- Our system is fast and easy to use
- Users come back to us again and again

Sprint Questions

- Set aside a single space for sprint questions
- Spend a couple of minutes thinking of the first ones if you can
- Use post-its so you can continuously add, remove and rephrase questions throughout the week

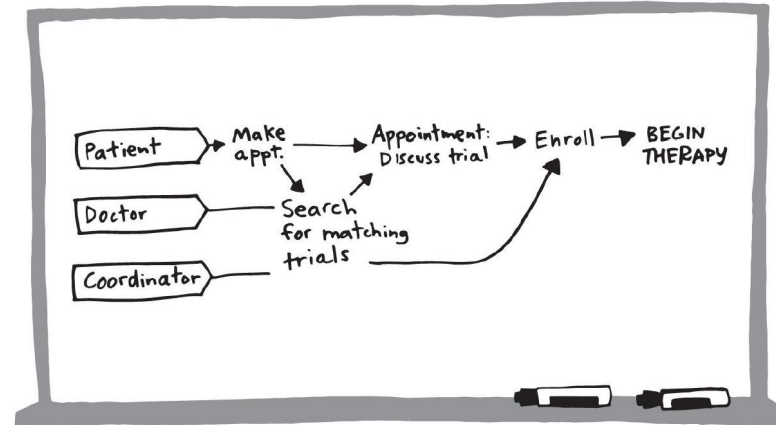
Map

- Start with the ending
 - The primary goal
 - More goals can be added
- Then add actors
 - Everyone who might need to use the system
 - Content consumers
 - Content creators
 - User account administrators
 - Supporters
 - Etc.
- Select primary actor
- Select primary goal
- Then add the steps from Actor to Goal
 - Across all actors involved



Map

- Keep the map simple
 - 5-15 steps is usually optimal
 - Some details are unimportant
 - But not all
- Keep each step at a Title-level



Special In-class Demo

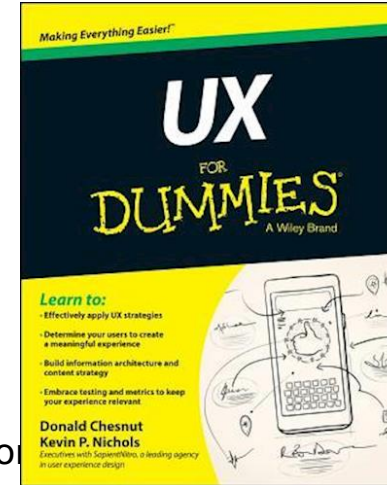
Examples of Maps in industrial projects

Personas

- You will probably find out that there is a difference in users
 - There is a difference in how users will use the system
 - That is why we build personas.
-
- We can acknowledge all user types
 - We can select and focus on the most relevant one(s)

Persona Content

- Name (avoid names of people you know)
- Photo
- Quote
- Basic Demographics
 - The relevant details of the persona. What's relevant though, is highly contextual. In some cases, you want to highlight age, income level, and location; in other cases, you may be concerned with age, number of flights taken per year, location, and job title. Capture whatever demographics you think will convey the basic facts about that persona.
- Customer Segmentation
- Key needs/goals
- Key pain points
- Brand affinities
- Technology profile
- General Description



P49 - 56

Persona Example



Thispersondoesnotexist.com

Name: Ronald

Quote: ...

Demographic

- Has been a middle school Biology teacher for 16 years, but now he has written and self-published a new Biology Book: "Biology and Matters".

→ Customer Segmentation

- Publisher

→ Key needs/goals

- Publish content, sell books

→ Key pain points

- Big publishers can afford better marketing
- Teachers will use the same books and brands they always have"

→ Brand affinities

- Would rather go with smaller brands

→ Technology profile

- He knows MS Office at a user level

→ General Description

- ...

Scenarios

- For each of your personas, go through the typical user journey
- Make sure that journey is covered by the map
- The map does not need to accommodate every corner case in a system

Expert Interviews

The Maersk Mc-Kinney Moller Institute

→ But first – who would the experts be?

→ Someone who knows the customers and/or the project. Examples:



Sandra

Engineering

Has put together similar systems and knows how things work



Jack

Customer Service

Talks to customers every day and know what their problems and wishes are



Joe

User Researcher

Is regularly in contact with new and old users and has seen how the current system is used



Jill

Sales

Talks to potential clients every day and know what they ask for and what sells



Phill

Marketing

Knows how to market a product, so he knows what is marketable



John

(Former) Project Manager

He knows what went wrong with the old system. He knows the intention of building a

Expert Interviews

- When the initial version of the map has been created, it is time for Expert Interviews
- Be prepared to make HMW post-its as we go along (see slide 21) !
- Prepare to change **everything** you have made so far!
 - Risks, Goals, Map, Personas, Scenarios
- Ask all the obvious questions (also known as "dumb questions")
- Ask for a repetition of an answer

- Open ended questions

- Ask about success criteria
- Ask about risks
- Ask about advantages and opportunities
- Ask how things work

Expert Interviews

- If you don't know what to ask – start with your artefacts
- "Here is the map we made of how things work today – do you agree"
 - Don't take "yes" for an answer!
 - Ask them to tell the common user story and point out the pain points
- Ask what other people have tried and why that failed
- Do they know of competing systems that we need to check out?
- Ask them what would keep people from switching to a new system
- These are just examples to get you started

How-Might-We

- Whenever an obstacle appears, write it down
- Always stay positive and look for a solution rather than jotting down the problem.

- ~~Users won't use the system~~
- How Might We get users to use the system



Organize

- When the interview is over, everyone puts their HMW's on the wall.
- Take a moment to find similar topics and put them together.
 - Don't overdo it.

Present & Vote

- For each topic, ask the one who wrote it to present it
 - If there are multiple HMW's on the same topic, ask if anyone wants to add something
- After presenting, let everyone vote
 - Everyone gets 3 stickers they can distribute over the post-it's they find most relevant

Pick a target

- The Decider makes the decisions!
 - They can ask for input but must decide alone
- Target Goal
- Target Actor
- Target Journey
- Make this a time to
 - recap today's outcome
 - underline the focus in every artefact and board
 - align everything

Risks

- Facilitator must make sure everything is captured
 - If no-one is writing an idea or a fact down, you do it!
- Make sure everyone is heard
 - Each expert knows something different, but they also communicate differently. Some speak a lot – some only speak when asked. Hear everyone!
- Point out inconsistencies
 - The experts might have a difference in opinion – if it cannot be solved within a minute, write it down and move on.
- Stay positive
 - Every problem is an opportunity in disguise. You are here to solve problems. HMW!

Before Today's Workshop

Prerequisites:

Everyone should be in a group – is anyone not in a group?

Every groups project should be approved – are there any groups where this is not the case?

You need to select a facilitator and a decider

You need to set up Miro for collaboration

During Today's Workshop

You now know what should happen on the first day of a design sprint
Monday is the busiest day of the design sprint!

Instructors will visit your groups 1-by-1 so you can conduct expert interviews
Users and experts ALWAYS have opinions – listen to them!

Some of you will have the expert interviews early – some will have them late
- This is very true to what will happen in real life!

Make sure you write down their requirements and argument for going with it or against it
Use Miro or PowerPoint to draw the map

Use Miro for collaborating on post-it notes and dot-voting

After Today's Workshop

You may not be done after the instructor class – Monday IS the busiest day of a design sprint!

You MUST be done before next Tuesday!

When you are done (not necessarily today):

- Take screenshots from Miro and put them into your group portfolio (PowerPoint)

Next Week: Sketching

Next week:

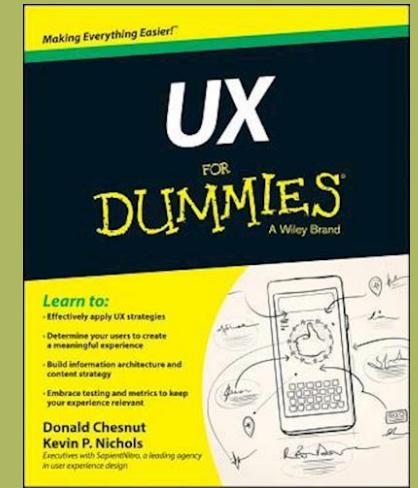
We will continue with:
Sketches and outlines

Checklist for next week:
Finish the “Monday” tasks
Update the group portfolio
Find one lightning demo each

Read:

Sprint by Jake Knapp: Tuesday (p. 92-123 + 241-242)

UX for Dummies p. 49-56 (personas and scenarios) (available on itslearning)



P49 - 56