

Task modeling: Understanding what people want and how to design for them.



@richardcaddick
#taskmodel

COMMUNICATING THE USER EXPERIENCE

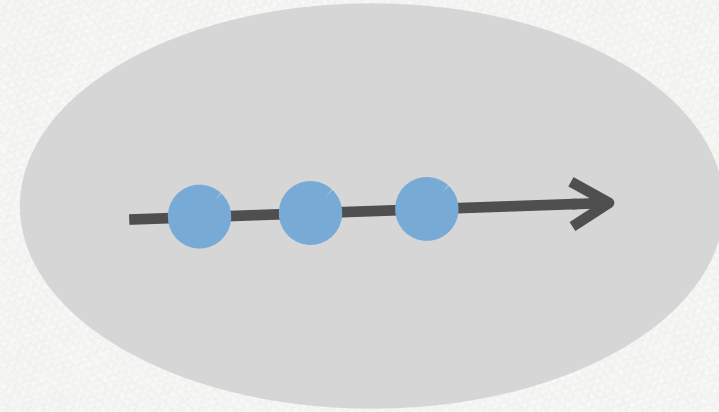
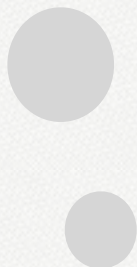
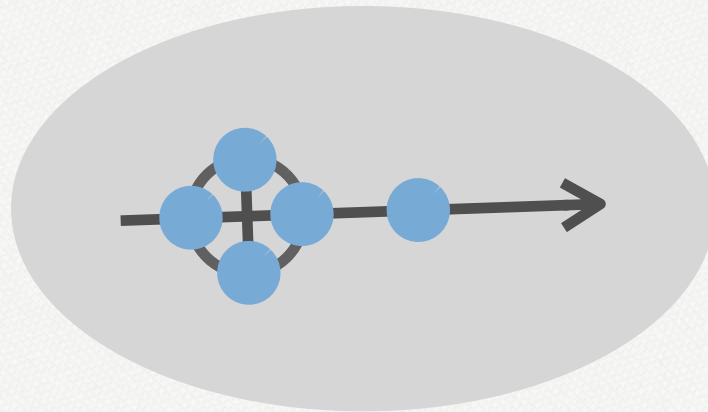
A PRACTICAL
GUIDE FOR CREATING USEFUL
UX DOCUMENTATION



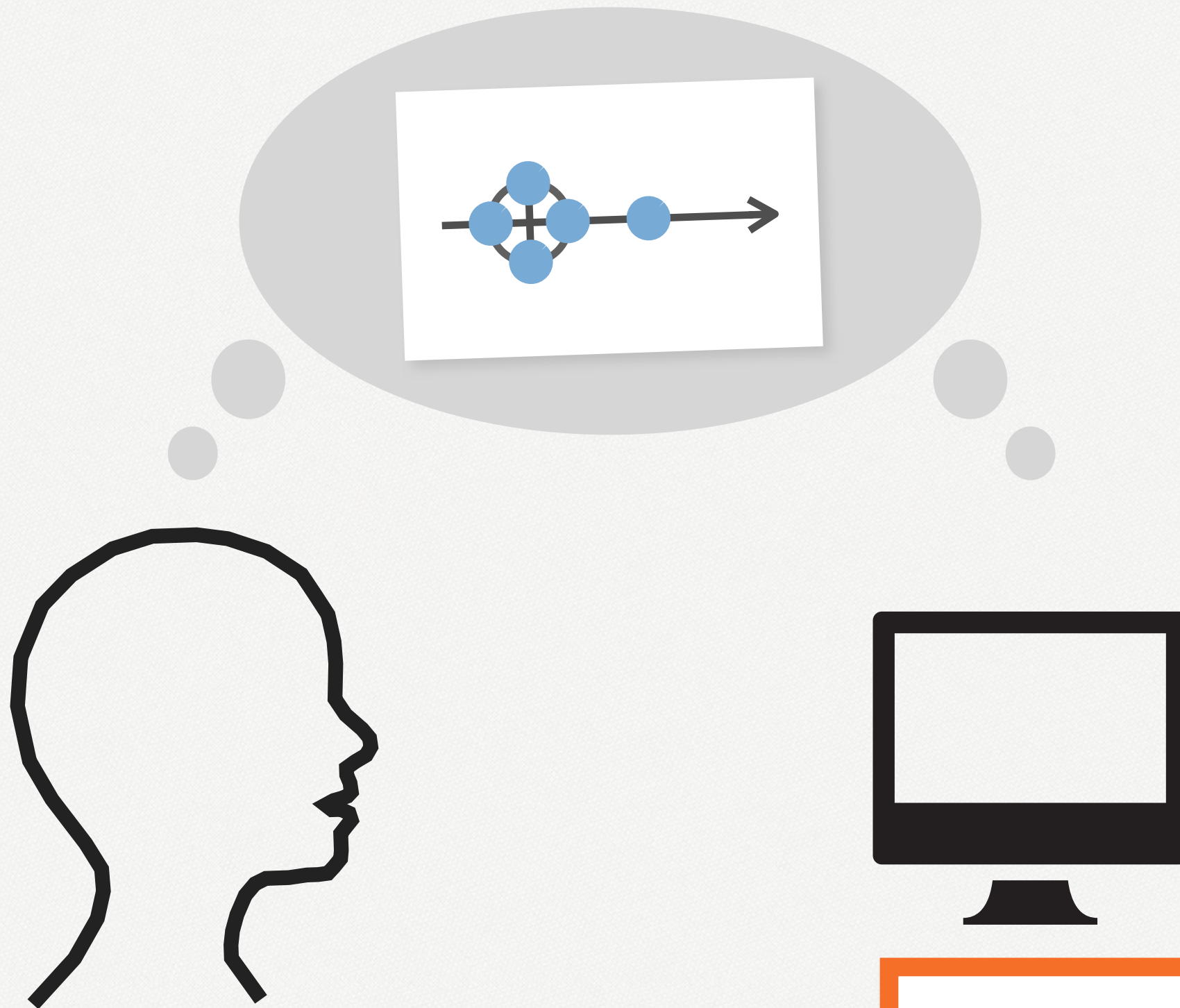
Task modeling can often feel stuck in the world of academia. I think that's a real shame. For us at cpartners it's one of the core tools we use to help us create designs and interactions that people love to use.

**Find out the steps people go through and
the decisions they need to make.**

Then base your design around that.



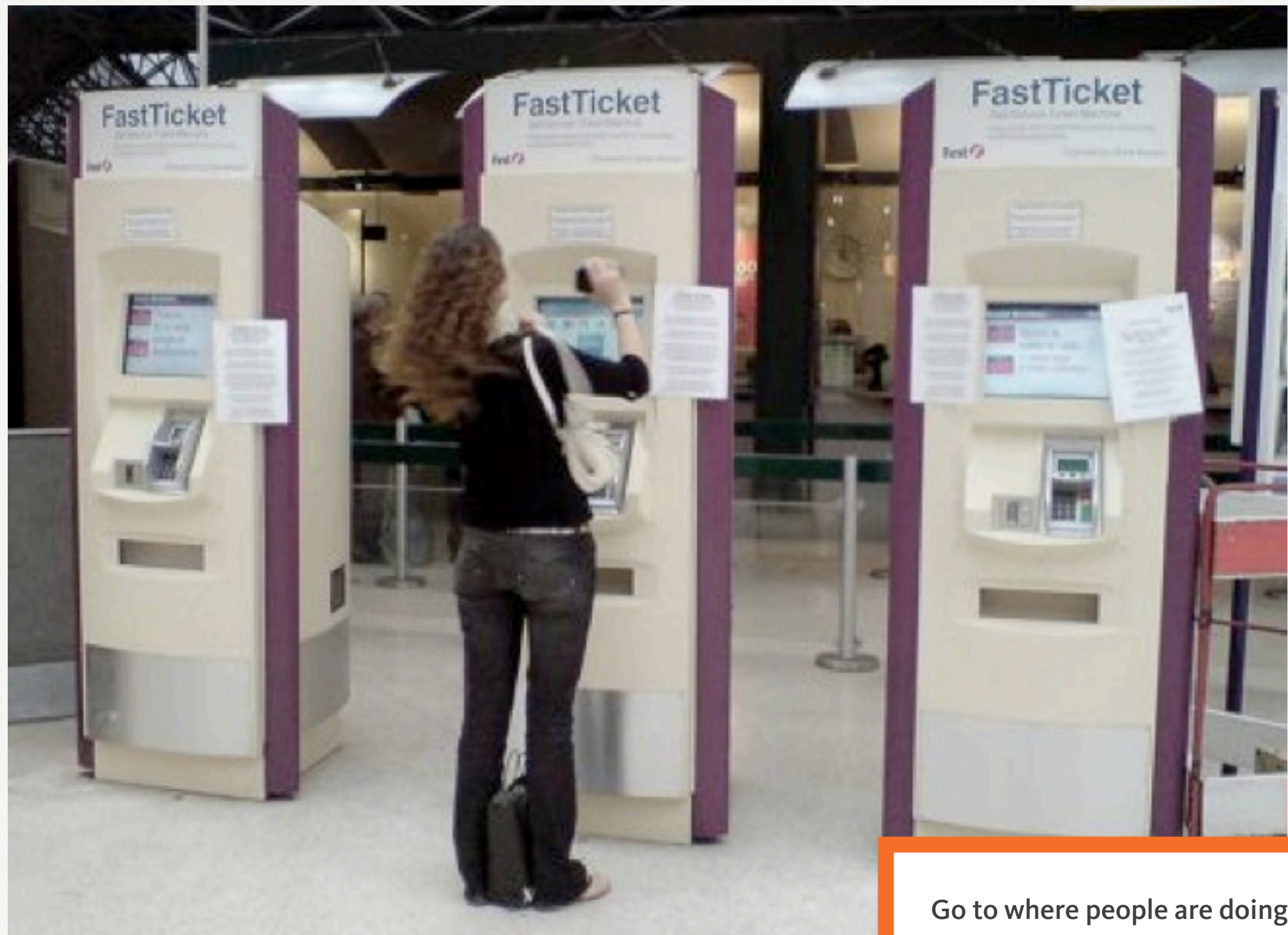
If people have a different expectation of an interaction from how it's been designed, then it feels hard to use. Stuff doesn't happen at the point or in the way people want it to.



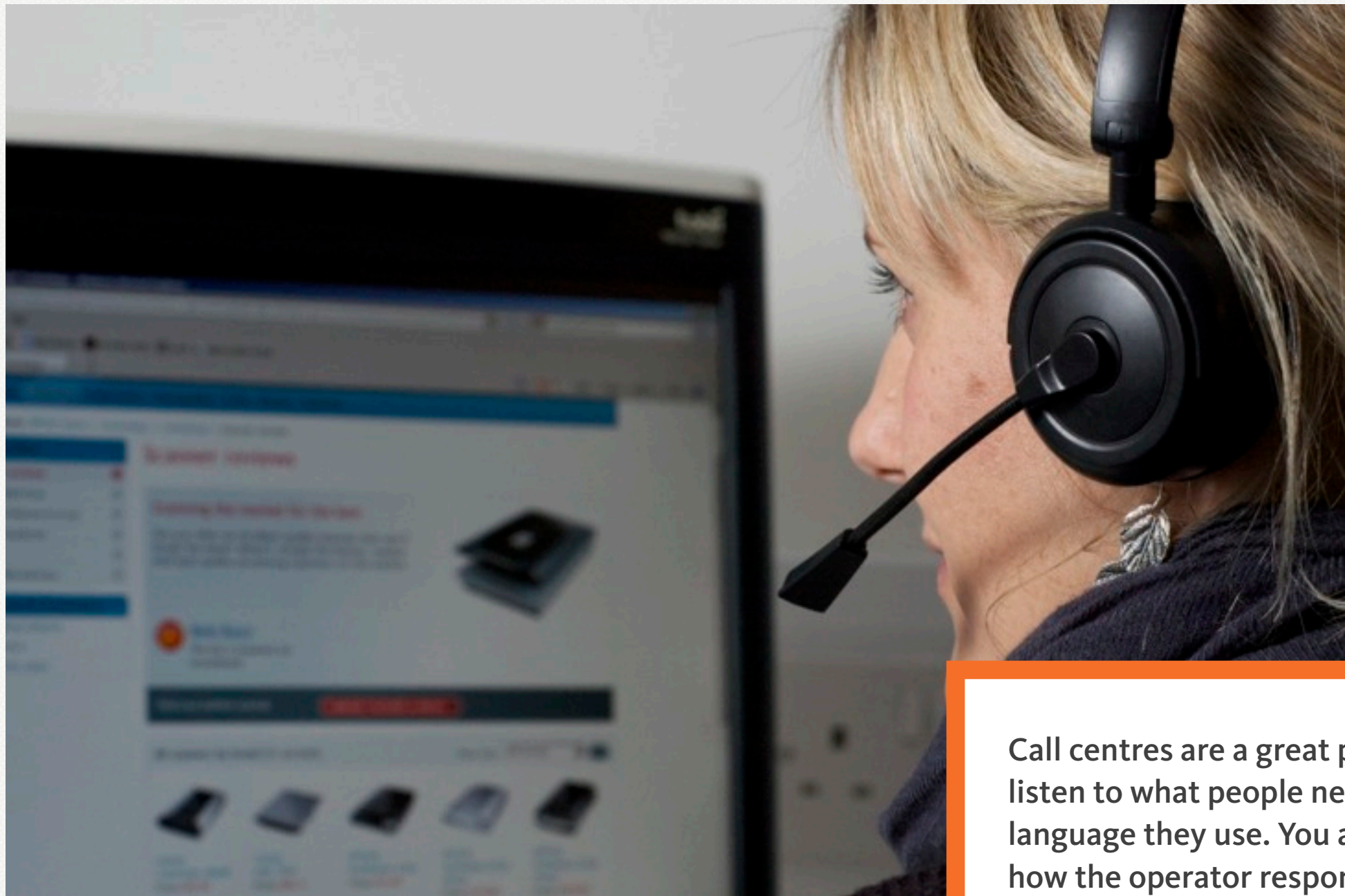
With a task model you're aligning the two things... you can design experiences that fit with how people expect them to work.

Unobtrusive research

To understand behaviour, we need to research in a way that allows us to observe it. It's good to get out of the lab and into the world!



Go to where people are doing stuff.
At home, in their workplace, or in
this case in a railway station.



Call centres are a great place to listen to what people need and the language they use. You also hear how the operator responds and comes up with solutions. It's a little like listening to what people would say if they were talking to their computers.



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




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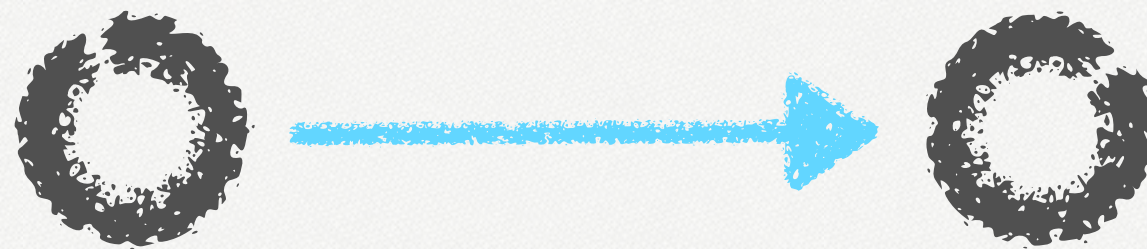
Pure Money

Forum	Last Post	Threads	Posts
Credit Cards  Stoozing: Free Cash from Credit Cards	 Credit Rating: How it works... by Live4dreams Today 8:53 PM	43,723	369,035
Loans	 what happens when you die by tritcale Today 8:49 PM	19,251	145,353
Debt-Free Wannabe Mutual support & help  Debt Free Diaries	 How much do you live on per... by Lucy1010 Today 9:02 PM	71,18	
Bankruptcy & Living With It  IVA - Individual Voluntary Arrangement board	 Bankruptcy and lookin for... by tigerfeet2006 Today 9:00 PM	30,50	
Reclaim Bank Charges, PPI & more			

More simply, forums are a great place to dip into conversations and see what people are doing and the questions they have. Often people focus on the pain points - if you can create solutions that remove these then that's brilliant.

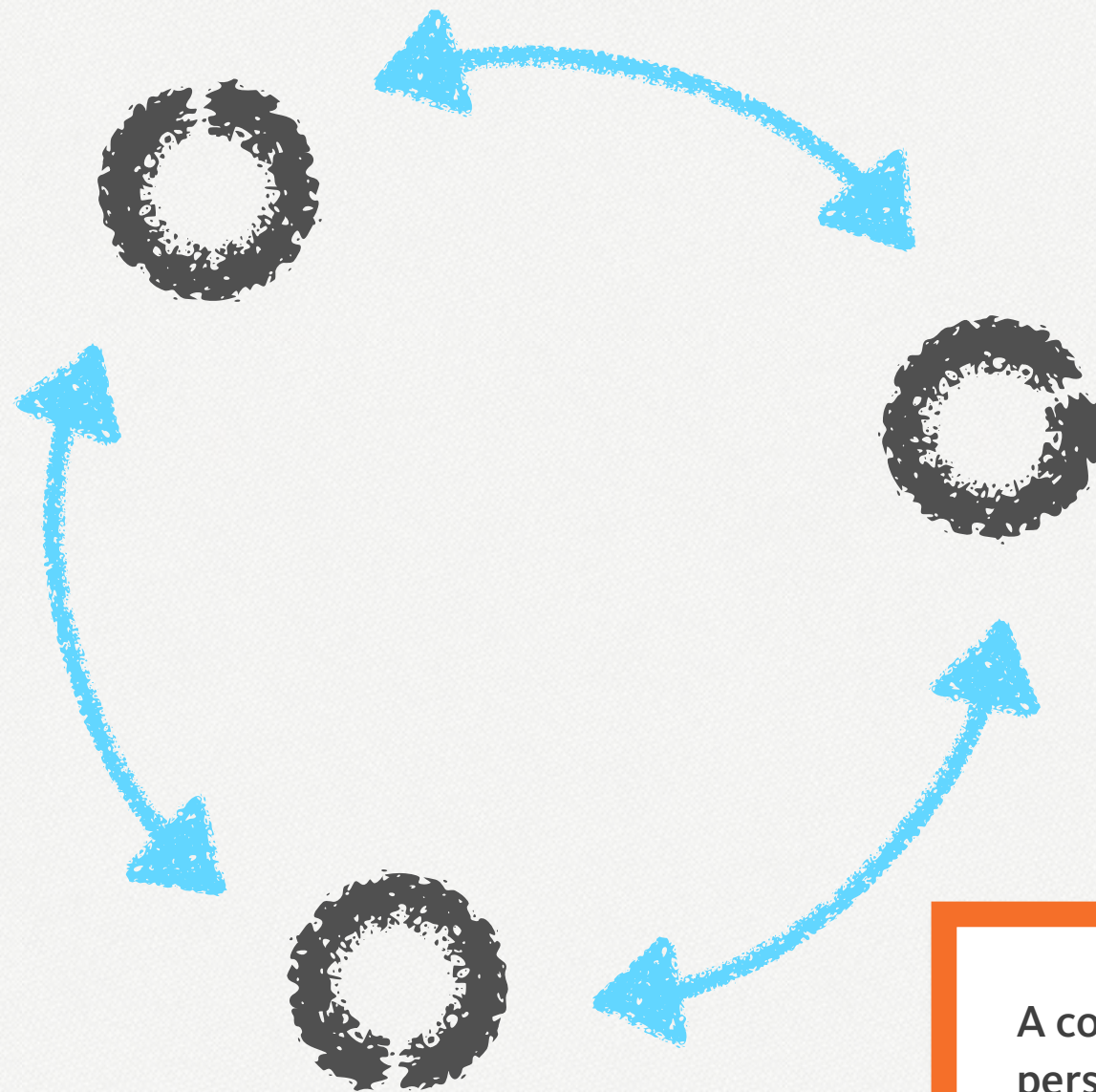
The three behaviours

From our research at cxpartners, we see three types of behaviour that we need to allow for in the designs we create.



A direct connection is where one interaction leads to the next - such as moving from a payment to a confirmation screen in a checkout process.

Using these in the wrong place can make people feel they're going down a blind alley.

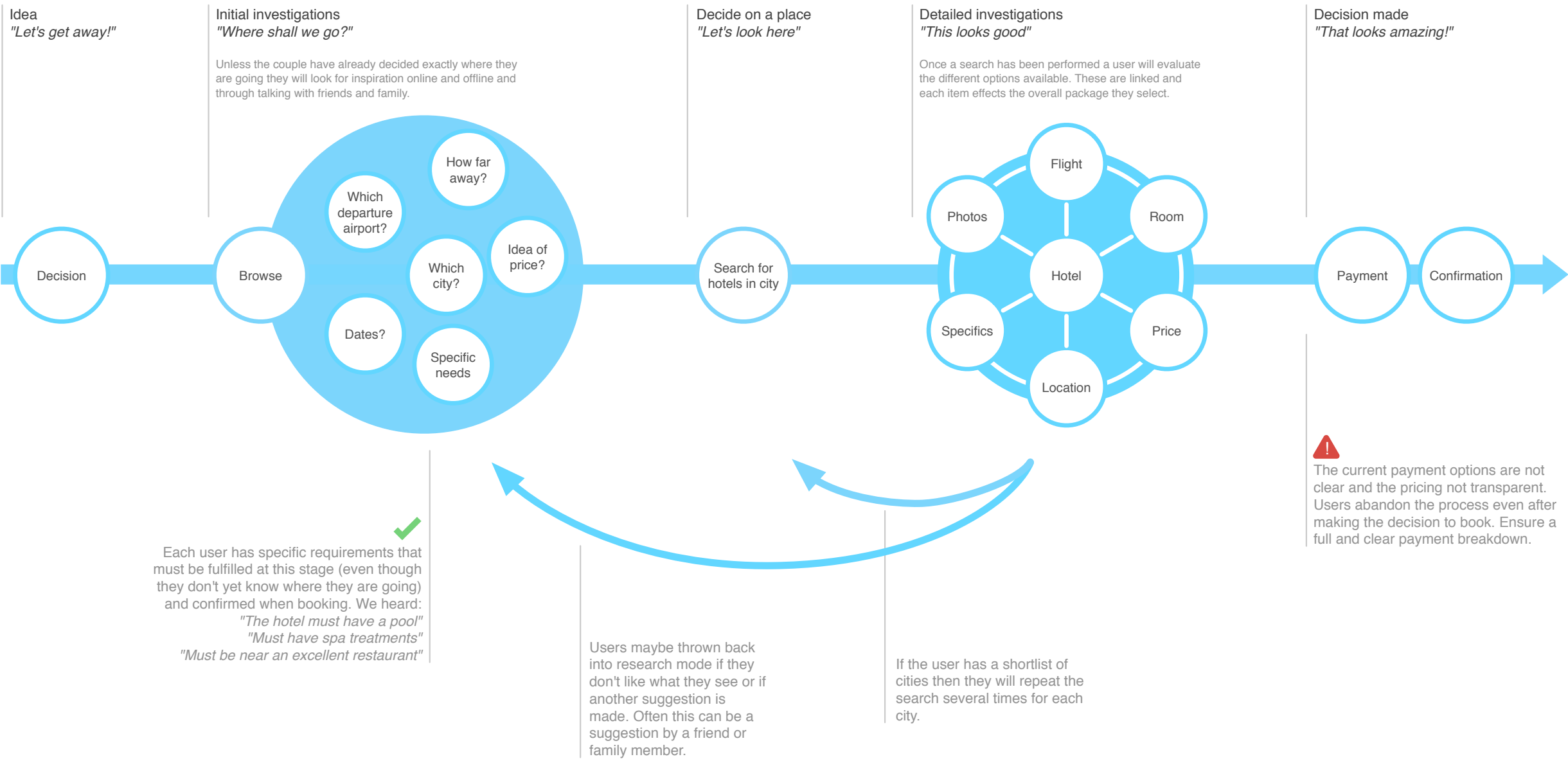


A controlled evaluation is where a person wants to move between related elements in a controlled manner. Configuring a car by selecting wheels, colours, engines and upholstery is a good example of this.



Finally we find complex evaluations. People may have a number of requirements that aren't closely linked together. In order to reach a decision they need to seamlessly be able to move between the elements without constraint. Think of those times when you find it hard to make a decision and are weighing up different options. That's what we're looking to support here.

Goal: To find the perfect romantic city break



The task models we create are normally a combination of the three behaviours linked together by the overall story that describes what people are trying to do.

We want people to think and imagine... not allowing that would make them less person-like.

When we design based on a task model, we can take away the need for a person to think about how they need to interact, and instead get them to engage with the content, product or services that are being offered to them. Helping them to make better decisions.

Thank you!