

Finding the throughline: Strategies and techniques to improve your user experience where it matters most

b/w

Measuring value using the Audience Impact Model

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A BIT OF

HOUSE
KEEPING

lascarides.github.io/ndf

WHY ARE
WE HERE?

HELLO

EXERCISE 0:

30 CIRCLES

INTRODUCTION:

FINDING THE
THROUGHLINE

The throughline is an invisible thread that binds your story together. It comprises those elements that are critical to the very *heart* of your tale — these elements needn't be the same for every story you tell but should remain the same throughout a given story. You don't switch horses in midstream, after all. Because that's just silly. You have a horse. You're in the middle of a *stream*.

CHUCK WENDIG, “SHOT THROUGH THE HEART: YOUR STORY’S THROUGHLINE”

<http://terribleminds.com/ramble/2012/03/14/shot-through-the-heart-your-storys-throughline/>

(NSFW article warning!)

STORYTELLING

SO HOW DO WE
GET THERE?

USER-CENTRED DESIGN PRINCIPLES

DON'T MAKE ME THINK

A COMMON SENSE APPROACH TO WEB USABILITY

by STEVE KRUG

THE USABILITY LAWS

1. DON'T MAKE ME THINK!
2. IT DOESN'T MATTER HOW MANY TIMES I HAVE TO CLICK, AS LONG AS EACH CLICK IS A MINDLESS, UNAMBIGUOUS CHOICE.
3. GET RID OF HALF THE WORDS ON EACH PAGE, THEN GET RID OF HALF OF WHAT'S LEFT.



I'M TOO STUPID
TO USE THIS...

"MANY PEOPLE WHO ENCOUNTER PROBLEMS WITH A SITE TEND TO BLAME THEMSELVES AND NOT THE SITE."

3 FACTS OF WEB LIFE

1. WE DON'T READ PAGES. WE SCAN THEM.
2. WE DON'T MAKE OPTIMAL CHOICES. WE SATISFICE.
3. WE DON'T FIGURE OUT HOW THINGS WORK. WE MUDGLE THROUGH.

[Home](#) > [Government](#) > [Government efficiency, transparency and accountability](#)

Guidance

Government design principles

The UK government's design principles and examples of how they've been used.

Published 3 April 2012

From: [Government Digital Service](#)

Contents

- [1. Start with user needs](#)
- [2. Do less](#)
- [3. Design with data](#)
- [4. Do the hard work to make it simple](#)
- [5. Iterate. Then iterate again](#)
- [6. This is for everyone](#)
- [7. Understand context](#)
- [8. Build digital services, not websites](#)
- [9. Be consistent, not uniform](#)
- [10. Make things open: it makes things better](#)

Related content

[Government efficiency, transparency and accountability](#)

GOV.UK DESIGN PRINCIPLES

<https://www.gov.uk/guidance/government-design-principles>

UK GOVT DESIGN PRINCIPLES

1. Start with user needs
2. Do less
3. Design with data
4. Do the hard work to make it simple
5. Iterate. Then iterate again
6. This is for everyone
7. Understand context
8. Build digital services, not websites
9. Be consistent, not uniform
10. Make things open: it makes things better

SOME
DEFINITIONS

SERVICE DESIGN

**Content
Strategy**

**Information
Architecture
(IA)**

**Interaction
Design**

**User Interface
(UI) Design**

**USER EXPERIENCE
(UX) DESIGN**

COOL RULE

DO NOT WORRY
ABOUT IT.

Just make
awesome stuff
for real people.

You are all service
designers, and
you are all user
experience
designers.

An online catalogue is a service, and using it is an experience.

A museum
exhibit is a
service, and
using it is an
experience.

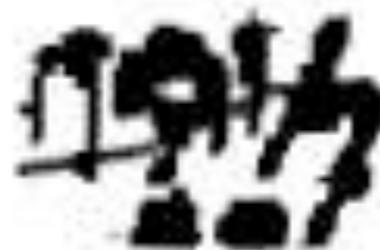
Borrowing a
library book is
a service & an
experience.

You get the idea.

COOL RULE

BE HUMAN

London



Type the two words:



ReCAPTCHA™
stop spam.
read books.

Submit



Accounts



Pay & transfer



Apply & open



Dan



Settings

Hi, MR M.S. LASCARIDES

Accounts

Rename accounts



Hi Michael, this week is all about sharing the love, so this is just to let you know: you're bloomin' great. Thanks for picking us.

Dan



COOL RULE

LISTEN &
EMPATHISE

AirTrain every 5 minutes

Jamaica & Howard Beach Trains

51°F

ALL TRAINS STOP AT:

Airline Terminals
Federal Circle

8

Rental Cars  Hotel Shuttles  Cargo Shuttles 

YOU ARE HERE

7

NEXT STOP

8

Airline Terminals

Federal
Circle

Rental Cars
Hotel Shuttles
Cargo Shuttles

Jamaica
Station

Howard
Beach

Lefferts
Blvd.

COOL RULE

IDENTIFY YOUR
CORE
GESTURES

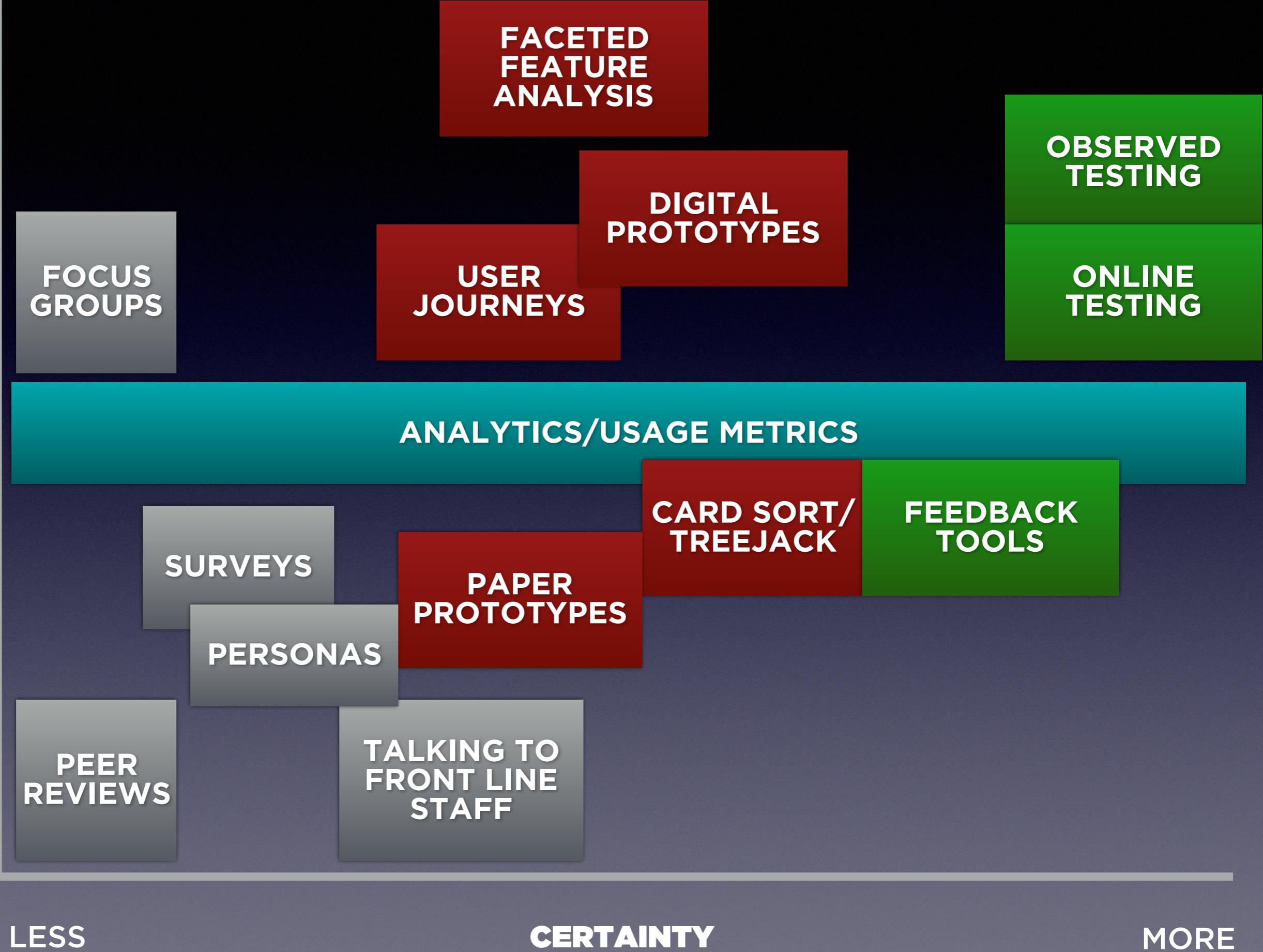
COOL RULE

PICK THE
RIGHT TOOL
FOR THE
JOB

MORE

COMPLEXITY

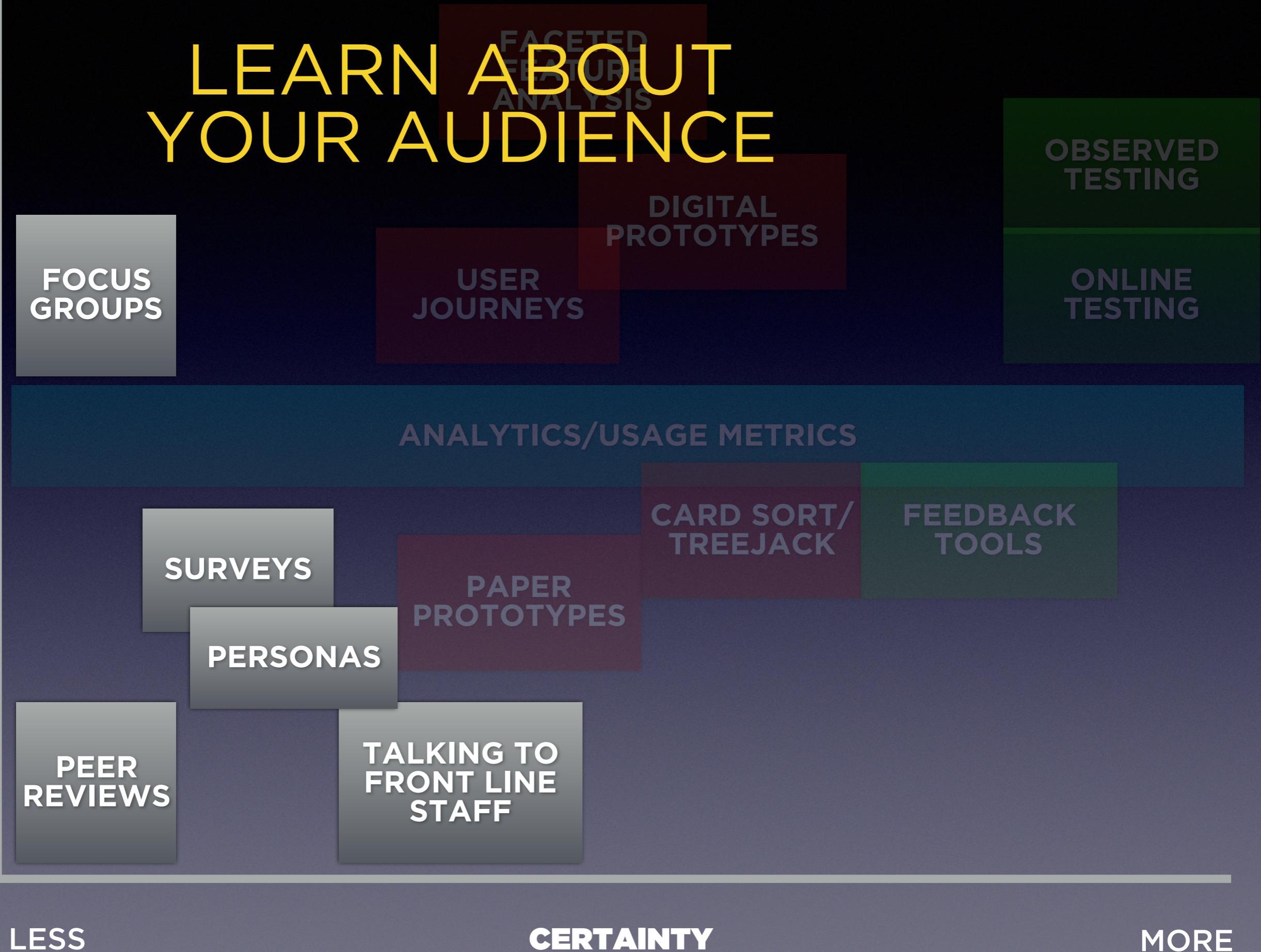
LESS



MORE

COMPLEXITY

LESS



MORE

COMPLEXITY

LESS

PEER
REVIEWS

SURVEYS

PERSONAS

FOCUS
GROUPS

TALKING TO
FRONT LINE
STAFF

PAPER
PROTOTYPES

USER
JOURNEYS

FACETED
FEATURE
ANALYSIS

DIGITAL
PROTOTYPES

CARD SORT/
TREEJACK

FEEDBACK
TOOLS

DECIDE WHAT TO
BUILD. TRY SOME
STUFF.

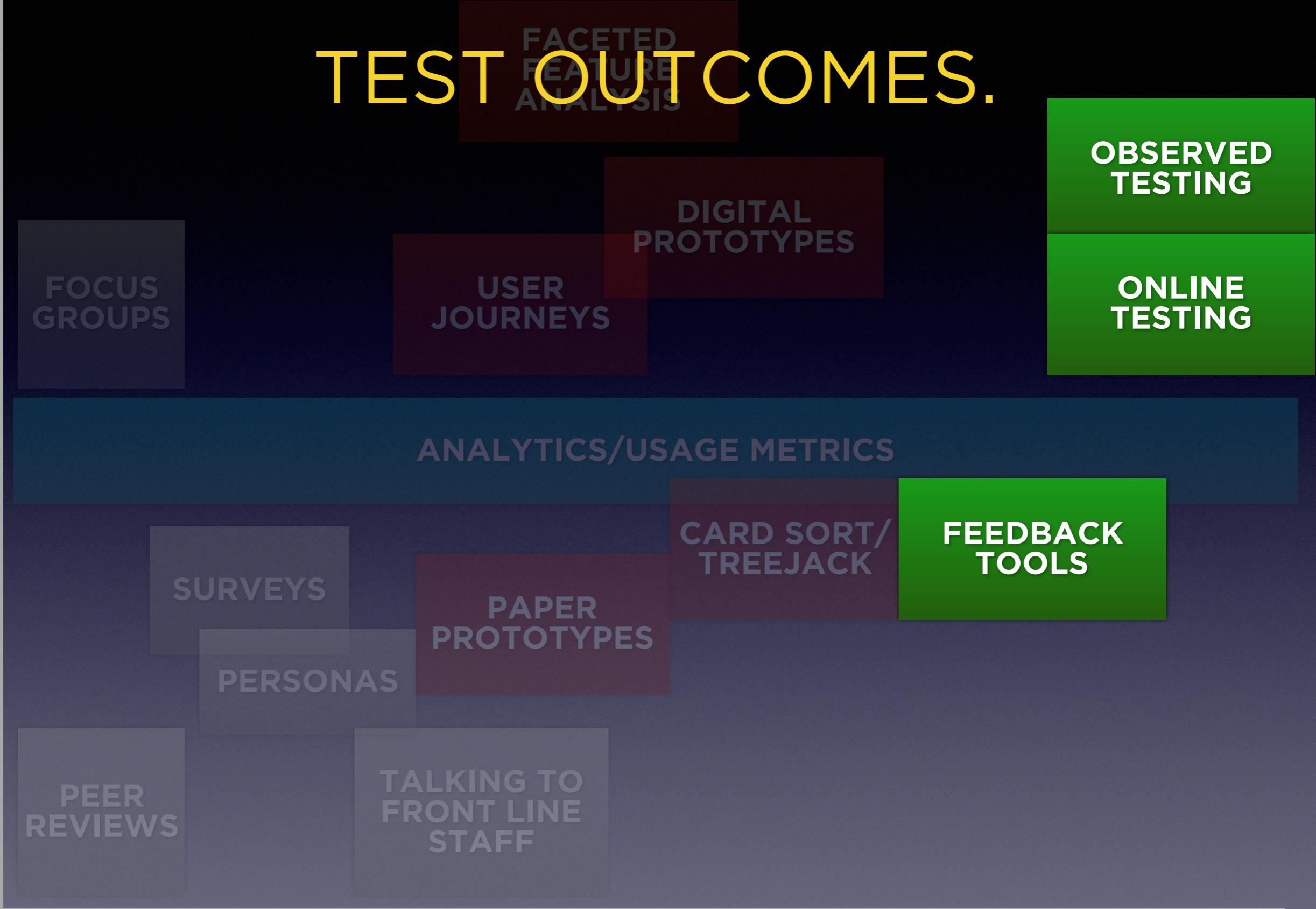
CERTAINTY

MORE

MORE

COMPLEXITY

LESS



LESS

CERTAINTY

MORE

MORE

COMPLEXITY

LESS

LESS

CERTAINTY

MORE

FACETED
FEATURE
ANALYSIS

DIGITAL
PROTOTYPES

OBSERVED
TESTING

ONLINE
TESTING

FOCUS
GROUPS

USER
JOURNEYS

MEASURE EVERYTHING YOU CAN.

ANALYTICS/USAGE METRICS

CARD SORT/
TREEJACK

FEEDBACK
TOOLS

SURVEYS

PAPER
PROTOTYPES

PERSONAS

PEER
REVIEWS

TALKING TO
FRONT LINE
STAFF

MORE

COMPLEXITY

LESS

LESS

CERTAINTY

MORE

FOCUS
GROUPS

SURVEYS

FEEDBACK
REVIEWS

TALKING TO
FRONT LINE
STAFF

PAPER
PROTOTYPES

PERSONAS

CARD SORT/
TREEJACK

FEEDBACK
TOOLS

ANALYTICS/USAGE METRICS

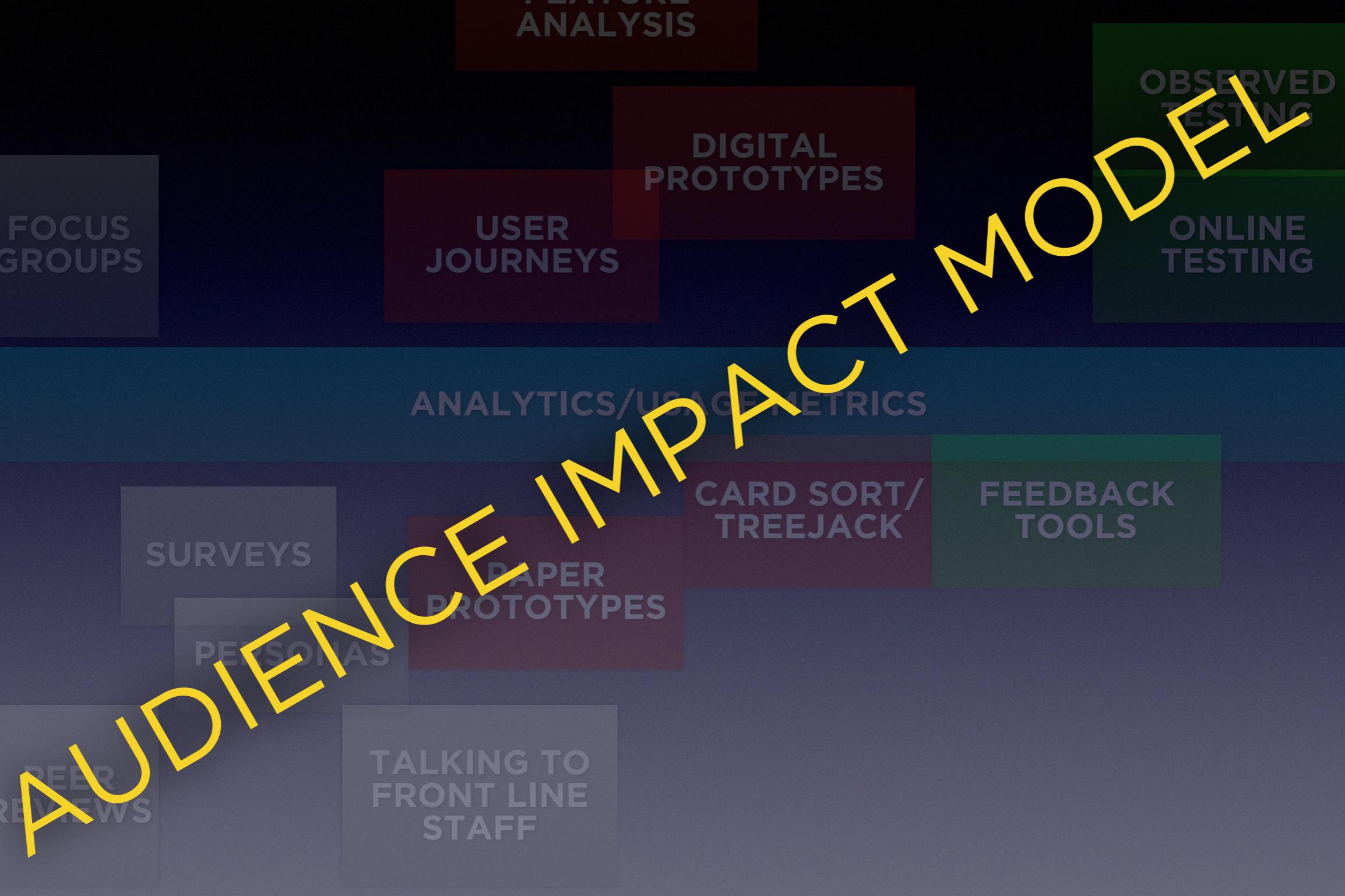
USER
JOURNEYS

DIGITAL
PROTOTYPES

OBSERVED
TESTING

ONLINE
TESTING

FACETED
FEATURE
ANALYSIS



OK, LET'S
GET TO IT

EXERCISE 1:

FORM YOUR
GROUP

EXERCISE 1:

Our organisation is _____.

The product/service on which we want to focus today is _____.

MEASURING SUCCESS:
UNDERSTANDING
WHAT SUCCESS
LOOKS LIKE

For many, business
success is based on
market size, revenue etc.
GLAMs are different.

Numbers and \$\$\$ are still
important, but we don't
exist simply to generate
revenue

A few models exist, but many are based on numbers only. A few have an understanding of the user in getting to success

DAVE MCCLURE: PIRATE METRICS

- Acquisition
- Activation
- Retention
- Revenue
- Referral

GOOGLE HEART

- Happiness
- Engagement
- Adoption
- Retention
- Task completion

- A simple, common flow or spectrum
- Not a 1:1 relationship, but enough of a pattern
- How to move people from initial attraction through to something more
- User commitment: Shallow - deep commitment
- Timeframe: Immediate - long term
- Value Exchange: Minimal effort - maximum impact

Te Papa	Changing hearts		Changing Minds		Changing Lives
MHM Engagement spectrum	Deliver	Inform	Involve	Co-create	Empower
AARRR	Acquisition	Activation	Retention	Referral	Revenue
Google HEART	Happiness	Engagement	Adoption	Retention	Task Success
MK Haley (Disney)	Make me aware		Make me care		Give me an action

COOL TOOL

DEFINING SUCCESS AUDIENCE IMPACT MODEL

AUDIENCE IMPACT MODEL

- Te Papa Created new easy to remember 5-step spectrum
- 1-10 ranking for further clarity and more tangible scoring
- Adds element of Qualitative to Quantitative
- Provides a structure for storytelling around real value and impact
- Focuses on audience success

AUDIENCE IMPACT MODEL:

Attention

Reaction

Connection

Insight

Action

Attention	Reaction	Connection	Insight				Action		
Attention caught	Immediate response	Personal connection	Simple learning	Contextual learning	Applied personal learning	Applied empathic learning	Personal action	Group/ community impact	National impact
1	2	3	4	5	6	7	8	9	10

Attention	Reaction	Connection	Insight				Action		
			Simple learning	Contextual learning	Applied personal learning	Applied empathic learning	Personal action	Group/ community impact	National impact
Attention caught	Immediate response	Personal connection	Simple learning	Contextual learning	Applied personal learning	Applied empathic learning	Personal action	Group/ community impact	National impact
1	2	3	4	5	6	7	8	9	10
Indicative example % baseline of visitors	70%	50%	40%	35%	25%	15%	8%	1%	0.01%
If 10000 visitors see a product	7000	5000	4000	3500	2500	1500	800	100	1

Attention	Reaction	Connection	Insight					Action		
			Attention caught	Immediate response	Personal connection	Simple learning	Contextual learning	Applied personal learning	Applied empathic learning	Personal action
1	2	3	4	5	6	7	8	9	10	
Clicked on a link from twitter	Liked design, colours	"My Grandfather was in the war, I wonder if his gun was like that?"	Learnt basic Treaty facts	Questioned something (including myself or my beliefs)	Changed my mind about something	I will read the labels on seafood products more carefully now.	Installed a pest trap	Created their own guide to an exhibitions for others	Generated economic return for NZ through my exports	
Read a label	Felt happy	"Oh wow, look at all those kiwi feathers, must have been a lot of birds."	"Oh wow, look at all those kiwi feathers, must have been a lot of birds."	Understood how the treaty fits in my job		Committed to using a few words of te reo in daily life	Started a stream restoration project in my street with my neighbours.			
Followed link to blog from Newsletter	Sad	"When I went to the river when I was young, there were lots of eels"	"Huh, I didn't know Carmen Rupe was more than just a drag queen" (from a man in his 70s)	Had a talk at family dinner about war	Talked with my kids about the impact of pets on wildlife, and what we thought was appropriate	Going to keep my cat in at night from now on		Aided research to try to find the original Pink and White terraces		
Entered an exhibition	Concerned	Learned a word of te reo	Learned there was more than one kind of moa	Able to see art in a way I haven't before			"To use for Maori Myths and Legends			
	Jumped with surprise		Needed to find out what the spider in my bath was!	Saw where my opinion/ response fits in relation to previous visitors	Talked to Personal my workmates about how cool John Britten was	Felt confident in a discussion at work about using te reo	"Better Earthquake-proof that hot water-cylinder I guess"			
	Apprehension	"Wow, Te Papa has the Jonah Lomu Playstaton game, cool!"					Made/wrote/ created something			
	"Mum, look at this, it's cool!"					I'll look at how Māori are represented in popular culture more carefully now				
	Awe	"Oh my cat brought a bird like that in last week"				I think I've finally decided go back to school	Created a new group, charity or club			

Attention	Reaction	Connection	Insight				Action		
Attention caught	Immediate response	Personal connection	Simple learning	Contextual learning	Applied personal learning	Applied empathic learning	Personal action	Group/ community impact	National impact
1	2	3	4	5	6	7	8	9	10

500 user sessions per week	50% of sessions result in an artwork being successfully sent to Art Wall	20% of comments indicate a personal connection to a selected artwork (e.g. reminds me of the barn on the farm I grew up on)	5% of comments indicate new art "confidence"
Average session length greater than 3m 30s	50% of submissions include a comments	5% of comments indicate emotional response (joy, intrigue, surprise, warmth)	5% of comments demonstrate personal interpretation of artwork
3 or more artworks viewed at full size per session	20% of comments indicate a new appreciation of Te Papa's collection	20% of comments show a simple visual appreciation (e.g., enjoyed the colour, texture)	

Attention	Reaction	Connection	Insight				Action					
			Simple learning	Contextual learning	Applied personal learning	Applied empathic learning	Personal action	Group/ community impact	National impact			
Attention caught	Immediate response	Personal connection	1	2	3	4	5	6	7	8	9	10
80% of Level 2 visitors see kiosks 60,000 visits to campaign homepage online 10,000 onfloor visitors start an on-floor campaign view	10,000 non-textual responses left (eg votes, likes, emoji)	30% of surveyed visitors report a new perspective on suffrage beyond voting 5,000 comments left	25% of comments indicate a personal reflection	25% of comments indicate a reflection or better understanding on a women in their lives (mothers, sisters etc)	5% of comments indicate wanting more change in their own life or society (and indicate what)	5% of commenters report having had follow-up or ongoing discussions with others since visiting (through follow-up survey)	2% of commenters report having made volunteer, mentor or charity contribution as a result 1% of commenters indicate having made a change in their lives (eg. asked for a pay raise, applied for a job they may not have, starting a sport, changed home chore situation)	2% of commenters report having made volunteer, mentor or charity contribution as a result 1% of commenters indicate having made a change in their lives (eg. asked for a pay raise, applied for a job they may not have, starting a sport, changed home chore situation)	0.5% indicate having made a significant change, e.g. becoming a mentor			

Attention	Reaction	Connection	Insight				Action		
			Attention caught	Immediate response	Personal connection	Simple learning	Contextual learning	Applied personal learning	Applied empathic learning
1	2	3	4	5	6	7	8	9	10
460k sessions / year	Visitor satisfaction greater than 8/10 “it was easy to use” “I like all the images” “look at cat picture, lol” 1000 Social Media shares	15k image downloads / year 2k comments indicate personal connection, e.g. “I have just learned that my grandfather was a barman there after he returned from WW1 wounded. Part of finding about granddad's history.” “Nice picture for my phone wallpaper”	1k comments indicate personal research help e.g. “I have just learned that my grandfather was a barman there after he returned from WW1 wounded. Part of finding about granddad's history.” “Scientific articles, magazines are too expensive to subscribe too, good thing there are archives!”	500 comments indicate collection related learning impacting on peoples lives e.g. “Trying to show my daughter different artist styles”	500 comments indicate impact on personal life, e.g. “To reconnect with my Maori ancestry and whakapapa”	100 comments indicate knowledge exchange beyond Te Papa eg. “(From France) “My son spent 6 months in your beautiful country last year, he was a student in French Embassy of Wellington, he told me about the amazing plants you have, I’m printing some for my walls.”	500 comments indicate enabling new creativity, eg: “Novel and research about Leila Adair” “Illustration to be used in a biography of Charles Rooking Carter (who donated the mummy)” “Taranaki Wars FREE phone app - guide to Taranaki History” “I’m building a 3d paper tui and would like to use this image as a reference for their plumage”	100 comments indicate teaching use, e.g. “I teach an adult literacy and numeracy programme. ... I would like my students to analyse war propaganda posters and then design their own”	1 outcomes of national impact, e.g. the reconstruction of a lost site Policy informed

AUDIENCE IMPACT MODEL

- Not every product will hit level 10, but this model asks “how far can we go?”
- Model makes clear different products have different goals
- The model allows for “the shiny” to sit alongside “the deep”
- The model is designed to be aspirational
- It is a design tool
- A prioritisation tool
- A testing tool
- A success measurement tool

AUDIENCE IMPACT MODEL

- How do you measure impact if it is 5 years after an engagement?
- Use previous examples when designing
- Use our channels, e.g. MCH, MBIE, MOE, Schools, Universities, media
- Social media monitoring
- Repeat visitor interviews
- Follow up surveys
- Look at new technologies for automating the measurement of the earlier stages
- We need to gather more data, more regularly
- Be proactive
- Challenging, but lots of opportunity, and lots of value return

EXERCISE 2:

AIM FOR GOALS

/

GOALS FOR AIM

EXERCISE 2:

- Use the AIM model (or AARRR or HEART) to set some targets
- How many people are you going to attract? Over how long?
- How many will move further down the spectrum, how far?
- What kinds of comments or evidence will you get?
- How will you measure?

UNDERSTAND YOUR AUDIENCE:

WHO ARE YOU
DESIGNING
FOR?

NOT
YOU

You are not your audience—
but it is really easy to forget.
So make sure your audience
is present.

GATHER
INFO

MORE

COMPLEXITY

LESS

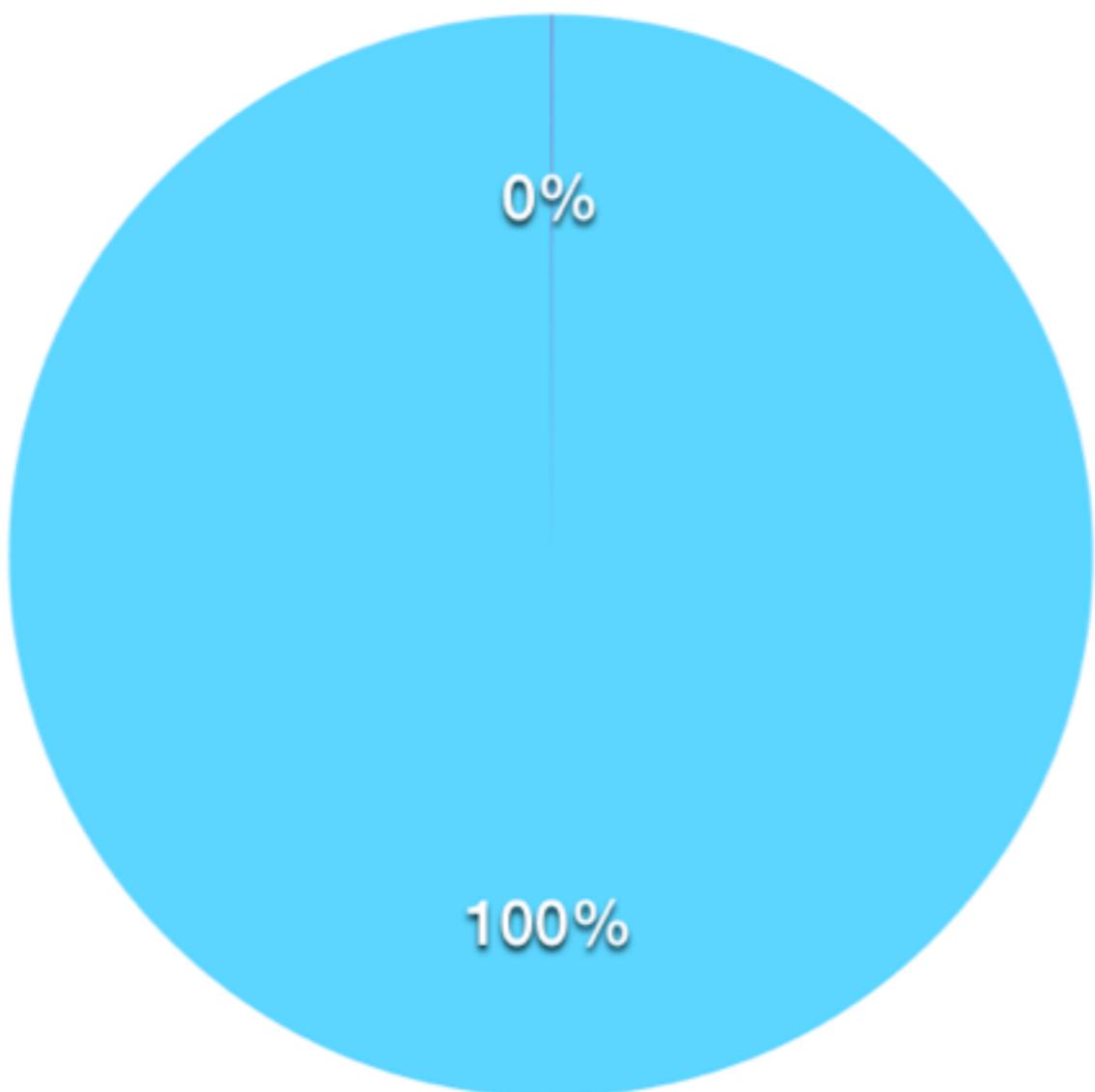


- What data do you already have?
- Analytics
- Surveys
- Interviews
- Assumptions are ok at the beginning, but real info is much better

COOL RULE

WHO IS
NOT IN THE
ROOM?

People In The World



- Our Current Audience
- Not Our Current Audience

GROUP
AND
REFINE

- You'll have lots of data
- What overlaps and patterns are there? What distinctions and contradictions
- Can you come up with 4-6 groups?
- Who is priority?

WHAT ARE THE
GROUP'S
CHARACTERISTICS?

- Demographics; age, location, occupation
- How do they use your product, what do they need or want?
- What are their pain points?
- What skills do they have, need, or lack, in relation to your product
- What else is relevant about their background or context to your product?

MAKE
THEM
“REAL”

- Now turn them into real people
- Give them a name, a voice, a narrative
- Let them tell you their concerns, their needs
- Give them a face
- Talk about them like they're real
- How will your decisions impact them?

BUT MORE ABOUT THIS AFTER...

MORNING TEA

COOL TOOL

PERSONAS

MAKE
THEM
“REAL”

- Now turn them into real people
- Give them a name, a voice, a narrative
- Let them tell you their concerns, their needs
- Give them a face
- Talk about them like they're real
- How will your decisions impact them?

MAKE THEM
PART OF
THE DESIGN
PROCESS

- Print them out, hang in workspace
- Take them to meetings
- When making decisions, ask “what would Vicky think of that?”
- Check in with them often
- Update them as you learn more



Personas



George (enthusiast)
40s , Christchurch , Doesn't visit the Museum



Jack (tourist)
20s , Bachelor degree , International visitor , Travelling , Museum visitor



Sally (social)
16 , In secondary school , Wellington , Occasional museum visitor



Sharon (educator)
50s , Auckland , Rarely visits the Museum



Vicky (volunteer)
60s , Nelson , Doesn't visit the Museum , Part-time museum volunteer



Wendy (Wellingtonian)
30s , Mum of three , Wellington , Occasional museum visitor

[http://te-papa.github.io/
personas/](http://te-papa.github.io/personas/)



George (enthusiast)

40s | Christchurch | Doesn't visit the Museum

About George

I'm into sports and the outdoors, tech and New Zealand history. I'm pretty passionate about my hobbies! You'd call me an outdoorsy traditionalist. I'm fairly literate and I know my way around the internet – self-taught, largely. I don't use social media though, it's a waste of time. I'm not particularly invested in Te Papa, but I'll be stoked if you have information on my hobby. I spend most of my time online researching my subject of interest. I like pictures and videos and things I can take away or do things with. I don't want to read heaps of academic-sounding stuff, but I'm happy to read in-depth about a subject that interests me.

Attributes

- Reasonably literate
- Quite digitally literate
- Pull content
- Time to absorb content
- Longer attention span
- Re-use
- Value me

My needs

- Accurate, up-to-date and authoritative information on the topic that interests me
- Information that's easy to find
- Interesting information that's easy to digest
- To understand how I can use and re-use the information
- To read the information when I want – on the bus, in front of the TV or in my study

My pain points

- I find it difficult to know how to search for stuff
- I'm frustrated by not being certain I've found everything and not knowing what I don't know
- I'm frustrated if I'm not sure how accurate the information is
- Finding nothing ruins my day
- Finding something I don't understand puts me off your website

Website must haves

If I use the Te Papa website it's got to:

- help me find stuff
- show related content so I can find out more
- have clear, big images
- have information that I can re-use
- have information on the topic I want – or point me to a place that does
- have easy to understand information
- tell me what I can and can't do with the information I find

I want you to

- Guide me
- Educate me
- Suggest to me
- Inform me
- Value me



Wendy (Wellingtonian)

30s | Mum of three | Wellington | Occasional museum visitor

About Wendy

I don't have a lot of money, and most of my time and effort goes into my family. Personally, I'd rather read a trashy magazine and have a coffee than hang out in a museum, but it keeps the kids occupied when it's raining and it's a nice place to hang out with the parents. You'd call me a relaxed moderate. I speak some te reo Māori and I'm keen for my kids to learn more. I'm comfortable using Facebook, but I don't spend a lot of time online. Often I visit the Museum with my kids, or with my parents. My mum sometimes needs a wheelchair – she can't stand up for long periods – so we need a wheelchair when we're at the Museum. I've never visited Te Papa's website – I already know when it opens and I find out about events on Facebook or your newsletter.

Attributes

- Reasonably literate
- Comfortable using social media
- Time poor
- Short attention span
- Expects low effort to engage
- Quite invested in Te Papa

My needs

- Practical information – what's on for kids, how to visit with her parent who needs a wheelchair
- To quickly find relevant information – she doesn't have time to navigate through the website
- To make sure her parents and kids have a good time

My pain points

- I find it difficult to find logistical information to plan my day
- I'm frustrated by all this other stuff in my way
- Incorrect or out of date information ruins my day

Website must haves

If I use the Te Papa website it's got to:

- Show me the basic information I need – when, where and how
- Have categorisation and related "right now" information
- Push info to the channels I use – social and newsletters
- Help me visit with elderly / disabled visitors and young children

I want you to

- Inform me
- Entertain me
- Value me



Vicky (volunteer)

60s | Nelson | Doesn't visit the Museum | Part-time museum volunteer

About Vicky

I was born in Nelson and have lived here all my life. Family and community are both very important to me. I'm semi-retired, but I love to think and keep busy, and I'm very interested in the cultural sector. You'd call me a cultural enthusiast.

I'm well-read and knowledgeable about my local museum and area, although I don't have a university degree. I've been trying to teach myself to use the internet – but it takes a lot of patience and my connection isn't very good. I've got poor vision so sometimes I struggle to read websites. I love to be involved in my community and to share what I know with others. Te Papa's resources are really helpful for this.

Attributes

- Longer attention span
- Pull content
- Re-use
- Share knowledge
- Time poor
- Value me

My needs

I need:

- Professionally relevant, accurate, up-to-date and authoritative resources and information
- Information that's easy to find
- Interesting information that's clear, accessible and easy to digest
- To understand how I can use and re-use the information

My pain points

- I find it difficult to get professional information for my small district museum
- I'm frustrated by having terrible internet and no money at my museum
- Not getting help when I need it ruins my day
- I find it difficult with the general lack of resources appropriate for me
- I'm frustrated by lack of access to a community and relevant resources – I feel disconnected
- I'm frustrated when I can't read a website – for example if their text is too small

Website must haves

If I use the Te Papa website it's got to:

- help me find resources and information – a good search is important!
- show related content so I can find out more
- help me contact experts and a museum community
- provide remote access and remote learning opportunities
- have information that I can re-use
- have practical information on the topic I want – or point me to a place that does
- have easy to understand information
- tell me what I can and can't do with the information I find

I want you to

- inform me
- guide me
- help me
- educate me
- value me

PERSONAS VS. SEGMENTATION

EXERCISE 3:

MAKE A
PROTO-
PERSONA

EXERCISE 3:

- Come up with 3–6 persona groups for your product
- Make one of them real
- Share back

WHERE TO START?

DECIDING
WHAT TO
BUILD

MORE

COMPLEXITY

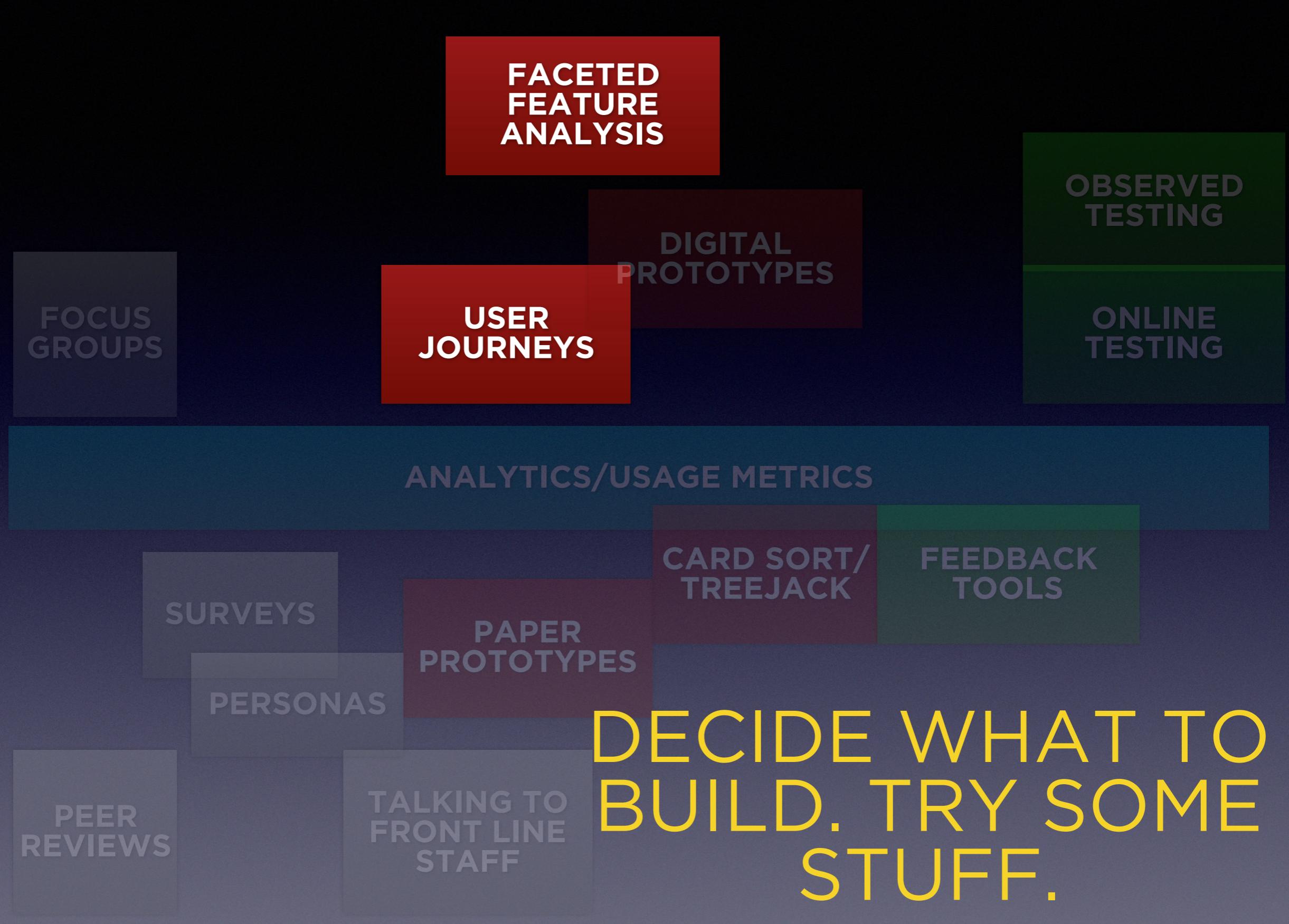
LESS

PEER
REVIEWS

FOCUS
GROUPS

SURVEYS

PERSONAS



LESS

CERTAINTY

MORE

FACETED FEATURE ANALYSIS



User Story	Business Value	Technical Ease	User Value	Total
	High =5, Low = 1			
Demonstrate the structure of destinations, Key elements: regions, subregions, city, landmarks (Points of Interest), theme, psuedonyms	5	4	5	28
Demonstrate the ability to provide accurate business reporting (logging)	5	2	1	12
Demonstrate the ability to display editorial content by destination, Key elements: determine which content needs to be displayed & where (city level, region level) Dependency: Content management tool publishing rules to allow determination of where content will publish	5	1	5	22
Demonstrate the ability to rank sub-locations within a destination (see issue)	4	4	3	24
Demonstrate the ability to detect origination location				

ADAM POLANSKY, “FACETED FEATURE ANALYSIS”

<http://boxesandarrows.com/faceted-feature-analysis/>

COOL TOOL

TAKING A WALK IN THEIR SHOES:

USER
JOURNEYS

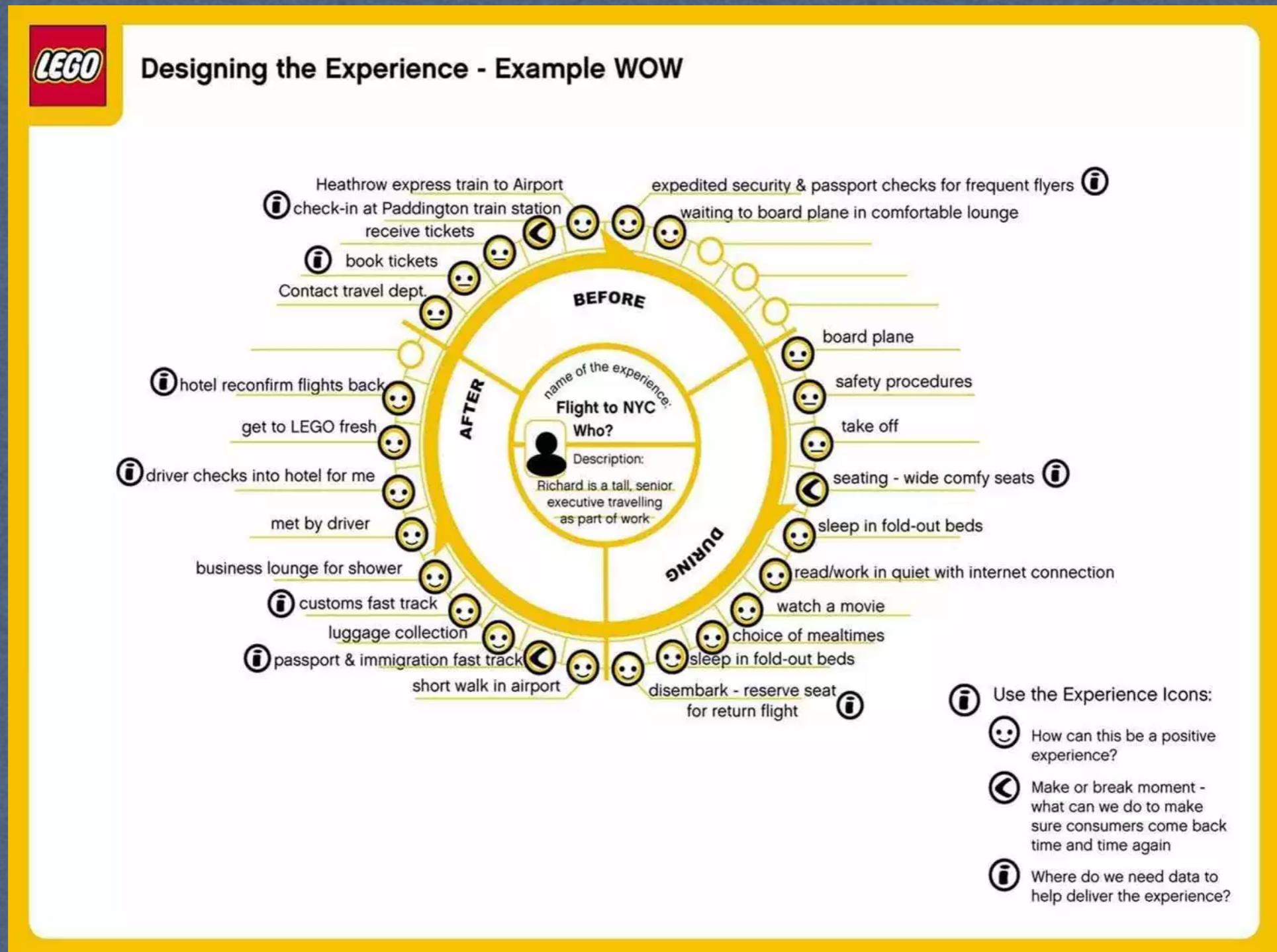
MORE THAN JUST WIREFRAMES OR IA FLOW—It can include...

- Positive and negative experiences
- Touch points with different people, channels or systems
- The context of arrival at your product
- Can include physical and digital steps
- Is about the user, not the technology

LOTS OF TYPES AND STYLES

- Retrospective maps: how users currently do stuff
- Prospective maps: how you expect users to do stuff
- Complexity depends on complexity of system
- Be as lean as possible, but try to cover the most important aspects
- Can be text based, but visual can be easier to communicate
- Think broad, can focus in later
- Don't try to solve everything in one map, may need more maps for different tasks, personas

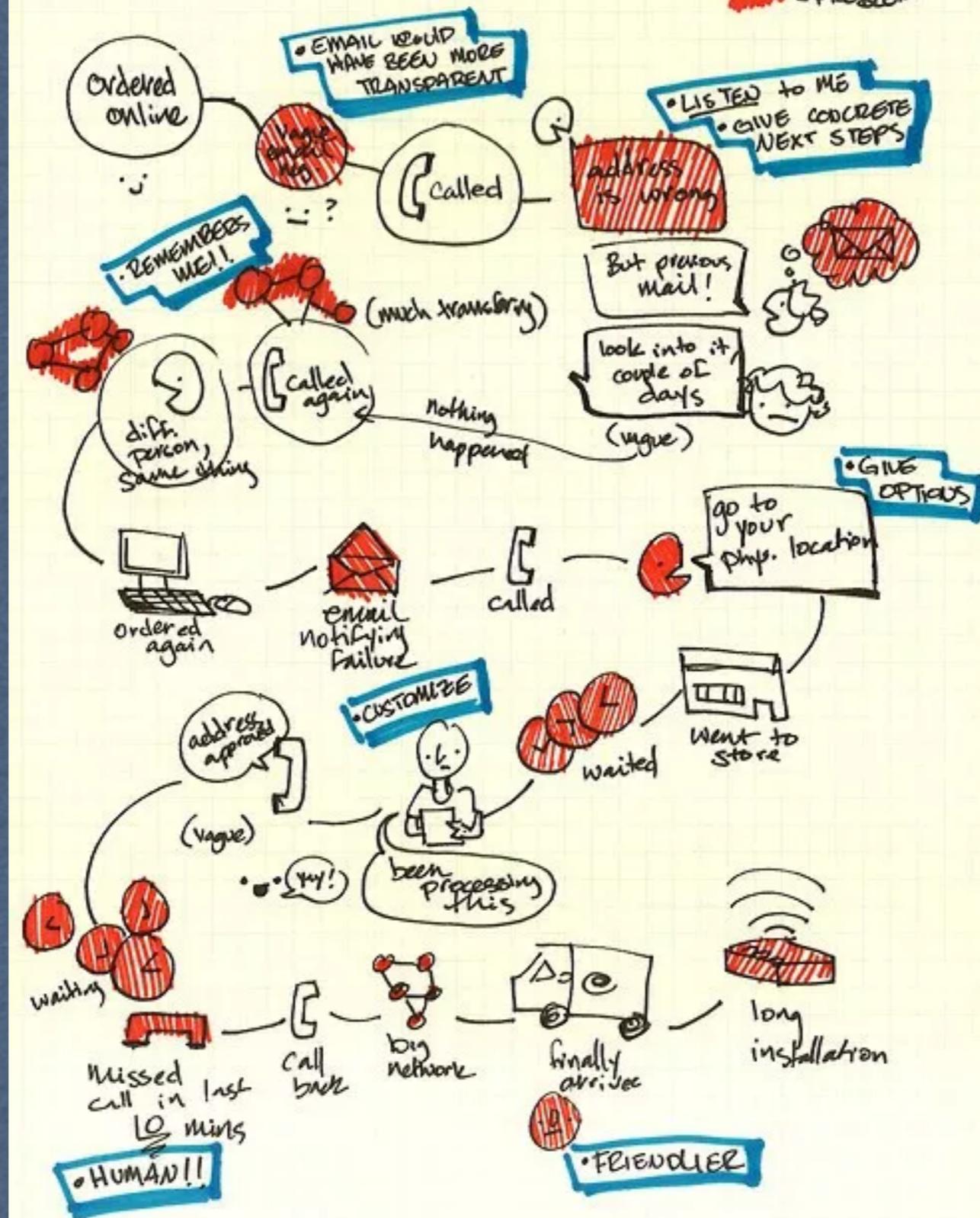
EXPERIENCE MAP OF AN EXECUTIVE VISITING LEGO



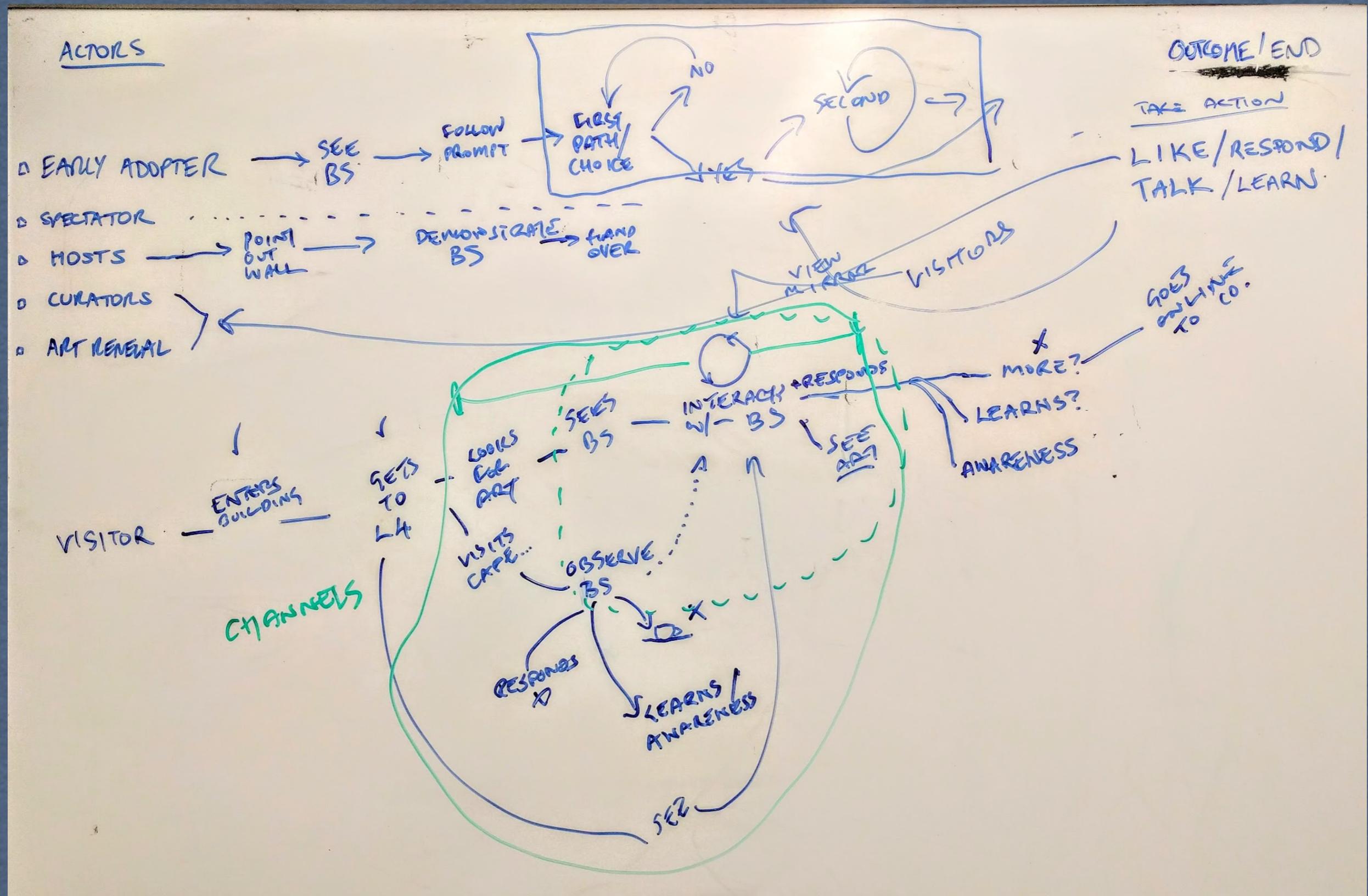
Terrible Time Warner Cable Experience

9/17

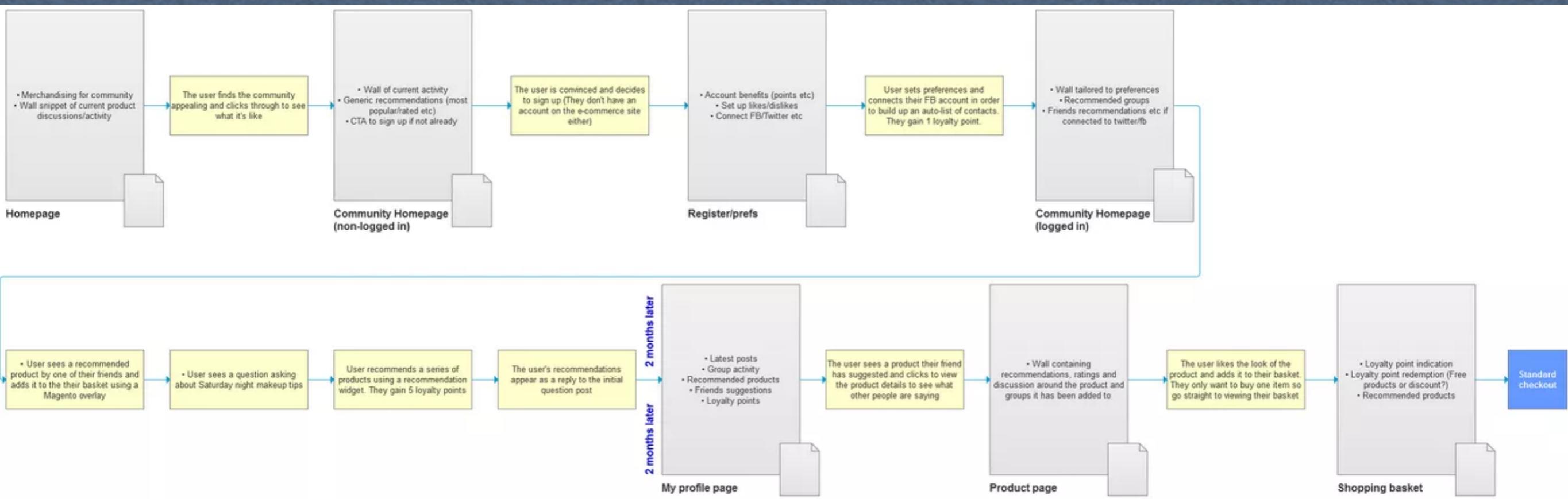
OPPORTUNITY/
= IMPROVEMENT
PROBLEM

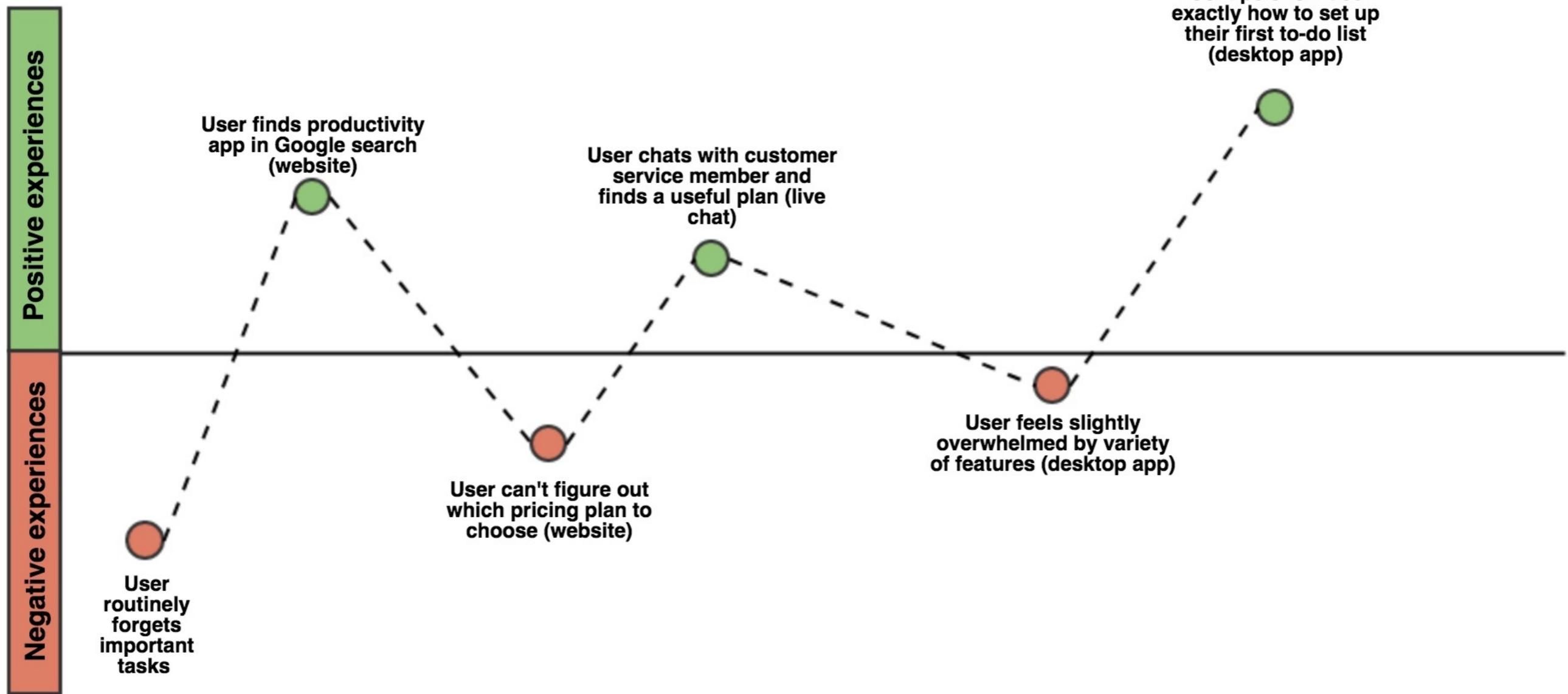


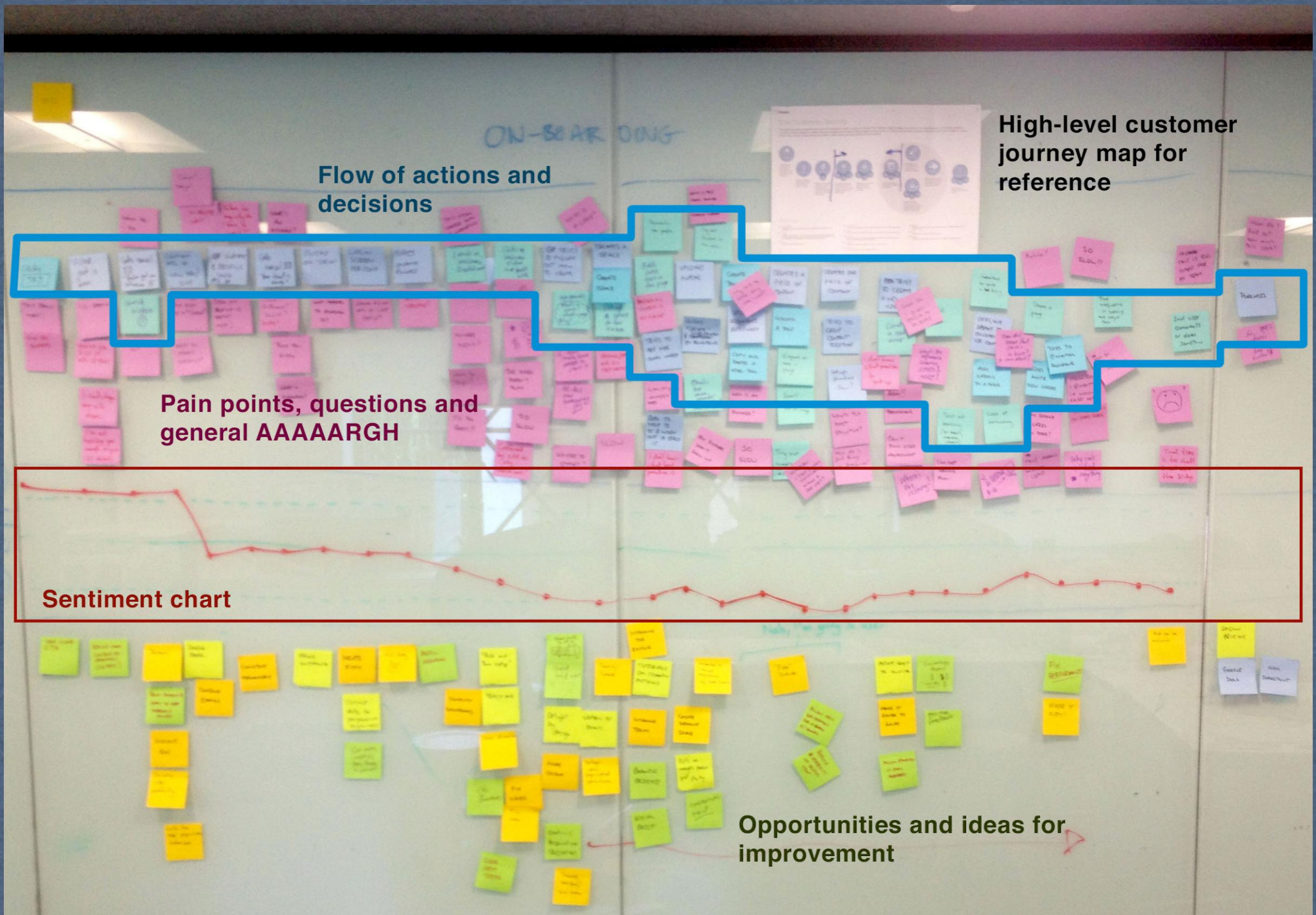
EARLY ART WALL USER JOURNEY



Timeline	Step 1	Step 2	Step 3	Step 4
Pain point	User is approaching limit of free plan and/or is looking for a way to streamline workflow	User doesn't know what plan his team needs	Still looking for a way to streamline workflow	"I want to implement this as fast as possible"
Touchpoint	User visits pricing/upgrade page and learns about available paid plans	He notices the 20GB allocation on the Pro plan and realizes this will be enough for his team to keep all relevant docs in one place	He reads a case study about QuickBooks automating their editorial flow with Airtable and Zapier	Users heads back to pricing page to pick a plan — he has to choose between annual and monthly billing
Channel	User sees a message in Airtable reminding him they're running close to the account limit	Pricing page on Airtable's website	Airtable blog	Pricing page on Airtable's website
Experience	Negative — User is frustrated	Neutral — Progress made, but still looking for a solution for his main pain point	Positive — He understands how automation can help his team become more effective	Negative — He finds it hard to pick between the two billing options.







	Record	Download to computer	Import to editing software	Edit the video	Export	Upload	Share
ACTIONS	Charge battery Buy blank tapes	Find cable Transfer to PC	Choose & install app Import footage	Add Crossfades, music Tinker for hours	Choose file format, codec Wait for export ... zzzz	Select hosting service Upload file	Send out chain mail Link to myspace, bebo, etc.
QUESTIONS	Do I have blank tapes? Batteries charged? Spare battery packed?	Why is it taking so long?	Which app is best? Is my PC compatible?		What's a CODEC? What settings are best?	Where can I put this file?	
HAPPY MOMENTS	Video quality is amazing! Love the long zoom				Labour of love - looks great		HOORAY, friends like it!
PAIN POINTS	So much preparation!	Can't find goddam cable!	out of disk space. Huh?	Hard to pick the right app	Takes way too long It came out all blocky!	Too many decisions!	Youtube is 10 mins max Doesn't play on mum's PC
OPPORTUNITIES	Use Flash storage not tape Allow AA batteries	Build an integrated USB cable	Preload editing app free on camera	Streamlined editor - less control but quicker!	Video recorded as web ready Jargon free export options	Share as one click feature of editor Jargon free export options	Ensure a joined up "end to end" experience

EXERCISE 4:

MAKE A USER
JOURNEY
FOR YOUR PRIMARY PERSONA

EXERCISE 3:

- Decide: Retrospective or Prospective
- Use post-its
- Have rows for: Action, Channel, Emotions, Questions, Opportunities

EXERCISE 3 EXAMPLE

Action	Get NDF newsletter	Follow link to register	Follow another link to register and pay	Fill in workshop details	Need to find out if employer is member of NDF	Go back and book without discount	Pay via invoice
Channel	Email	NDF website	Conference website	Conference website	NDF website	Conference website	Conference website
Emotion			Frustration	So many pages of info to fill in!	#^\$% back at this site again?		Relief can charge back to employer
Questions	Should I go to a workshop	How much is it?	Where am I now?	I just want to attend the workshop, do I need to be a member?	Hmm, we're not a member, should I ask the boss?		What do they mean Purchase Order #?
Opportunity	Make workshop info compelling and clear		Clarify reason and value of separate site	?	Better coordination with member organisations?		

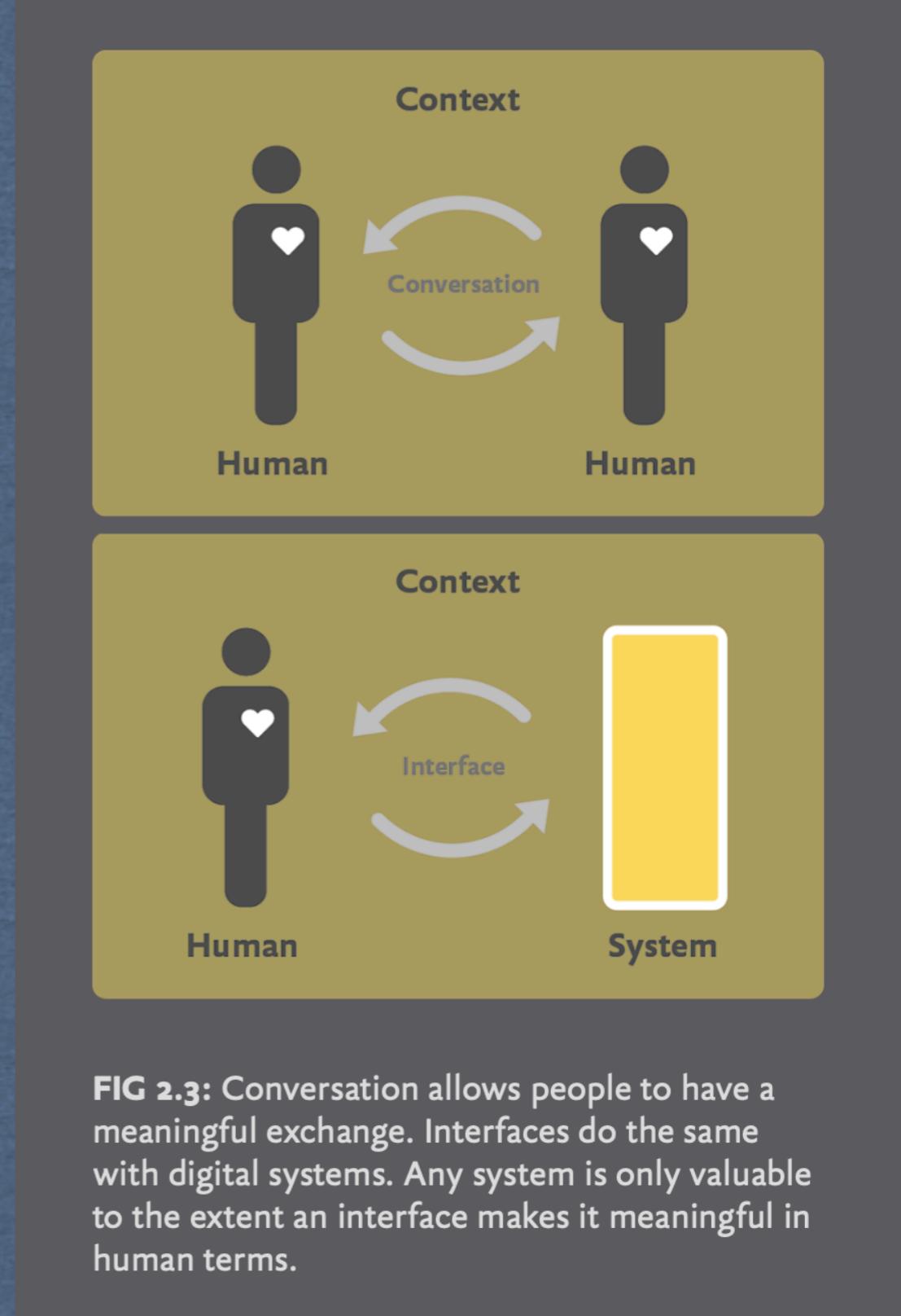
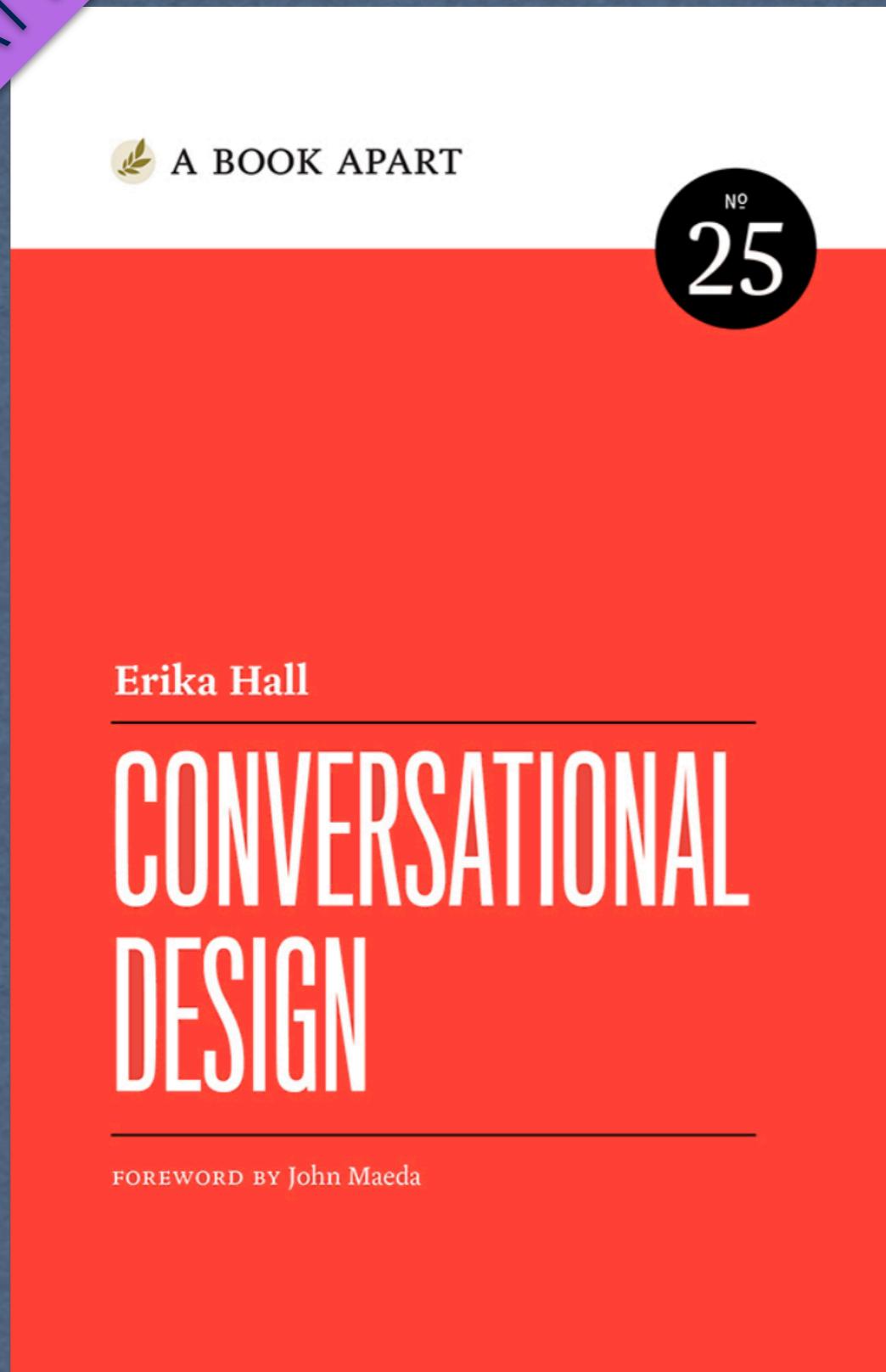
DEMO

TIME

LUNCH—Return at 1:30

CONVERSATIONAL DESIGN:
LANGUAGE
AS AN
INTERFACE

Fortunately, we can draw on a set of principles for how we communicate and interact with one another—the principles of conversation. A good conversation is more than an exchange of phrases, it begins with an unspoken agreement and succeeds with cooperation towards a goal. These principles can guide our choices in what kind of systems we create, the interfaces we design, and how we work together to create something meaningful and valuable.



< OBVIOUS

Jobs!
Click



Jobs

Hmm.
[Milliseconds of thought]
Jobs.
Click



Employment Opportunities

REQUIRES THOUGHT >

Hmm. Could be Jobs.
But it sounds like more than that.
Should I click or keep looking?



Job-o-Rama

FROM STEVE KRUG, “DON’T MAKE ME THINK”

We're sorry, but the specified library patron account information is not valid.

Details: Failed to connect socket. (Socket Error Code #10060: "A connection attempt failed because the connected party did not properly respond after a period of time, or established connection failed because connected host has failed to respond.")

[Click here](#) to return to the login form.

This repository is private but the published Page will be public.

Are you ABSOLUTELY sure?



Unexpected bad things will happen if you don't read this

This action **CANNOT** be undone. This will delete the **lascarides/duo-intranet** repository, wiki, issues, and comments permanently.

Please type in the name of the repository to confirm.

duo-intranet

I understand the consequences, delete this repository

Transfer Ownership

Transfer this repo to another user or an organization where you have admin rights.

Search Mail

Search the Web

[Show search options](#)



The page at <https://mail.google.com/> says:

Did you mean to attach files?

You wrote "Attached are" in your message, but there are no files attached. Send anyway?

[Cancel](#)

[OK](#)

ard Draft a

<michael_lasci

cah_May@nyi

nsert: [Invitation](#)



[« Plain Text](#)

Security Questions and Answers

Select two questions from the dropdown lists, and provide your answers for our records.

What was the make and model of your first car?

What is your dream job?

What is the last name of the most famous person you've ever met?

Last name of your favorite elementary school teacher?

What was the name of your favorite childhood pet?

What is your favorite hobby?

What is your favorite film?

Who is your favorite author?

What was the first concert you attended?

What was the last name of your childhood best friend?

What country would you like to visit?

Who is a famous person you'd most like to meet (living/dead)?

What is the farthest from home you have traveled?

Where did you meet your spouse for the first time? (full name of city only)

What was your first job?

Where did you go on your best vacation?

Last name of your favorite elementary school teacher?

What was the name of your favorite childhood pet?

What is your favorite hobby?

What is your favorite film?

Who is your favorite author?

What was the last name of your childhood best friend?

What country would you like to visit?

Who is a famous person you'd most like to meet (living/dead)?

What is the farthest from home you have traveled?

Where did you meet your spouse for the first time? (Enter full name of city only)



See our image rights statement.



TYPEWRITER, 2015

 Click the icon to save this object

This is a [Typewriter](#).

This object is not part of the Cooper Hewitt's permanent collection. It was able to spend time at the museum on loan from [Thom Browne](#) as part of [Thom Browne Selects](#).

It is dated 2015. Its medium is [nickel-plated metal, plastic](#).

It is credited "Courtesy of Thom Browne."

See more objects with the tag [metallic](#), [tool](#), [reflective](#), [office](#), [accessory](#).





European Hotel, Charleston

This item comes from

Auckland Libraries

and is part of their collection [Auckland Libraries Heritage Images Collection](#)

Please [view the original item on their site](#) for the definitive information about it.

DigitalNZ brings together more than 30 million items from institutions such as Auckland Libraries so that they are easy to find and use. We added this one from [this URL](#) on 13 March, 2017, and last updated what we know about it on 03 July, 2017.

WHAT CAN YOU TELL ME ABOUT IT?

This item is **an image**. Its original format is **35mm Slide**. It was originally created by **Clark, Ron** on or around the date **January 1967**.

This is the best description of this item we could find:

*Showing Muriel Clark standing in front of the tumble-down remains of the European Hotel at Charleston
Westland Region (N.Z.)*

Places related to this item include **Westland Region (N.Z.)**.

Some of the subjects it is related to are **Charleston, Hotels, Ruins, Clark, Muriel, European Hotel**.

WHAT IS THE COPYRIGHT STATUS OF THIS ITEM?



All rights reserved

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COOL RULE

WORDS
MATTER

MORE

COMPLEXITY

LESS

PEER
REVIEWS

FOCUS
GROUPS

SURVEYS

PERSONAS

TALKING TO
FRONT LINE
STAFF

PAPER
PROTOTYPES

ANALYTICS/USAGE METRICS

FACETED
FEATURE
ANALYSIS

DIGITAL
PROTOTYPES

USER
JOURNEYS

CARD SORT/
TREEJACK

FEEDBACK
TOOLS

DECIDE WHAT TO
BUILD. TRY SOME
STUFF.

CERTAINTY

MORE

cool tool

OPTIMAL SORT

The image shows a user interface for 'OptimalSort'. On the left is a vertical sidebar with a yellow header containing the 'OptimalSort' logo. The sidebar lists ten items in a list format:

- A list of the most popular cell phones
- The email address to use for BananaCom help
- Deals for home internet and phone bundles
- Change my home internet plan online
- The date that my next home phone and internet bill is due
- Internet connection speed test i
- BananaCom's contact phone number
- How to set up my BananaCom email address
- Downloadable games for my cell

Two panels are open on the right side:

- Shop** panel:
 - TrueTone ringtones I can buy
 - Purchase a cell phone online
 - Reviews of new handsets

3 items
- What network is right for me?** panel:
 - 3G coverage map i
 - A tool to calculate the best cell phone plan for me
 - The price of 3G Broadband data

3 items

<https://www.optimalworkshop.com/optimalsort>

TREEJACK

Task 1 of 2

[Skip this task](#)

You're about to move house and want to transfer your phone and internet to the new address.
How would you do that?

BananaCom Homepage

Help & Support

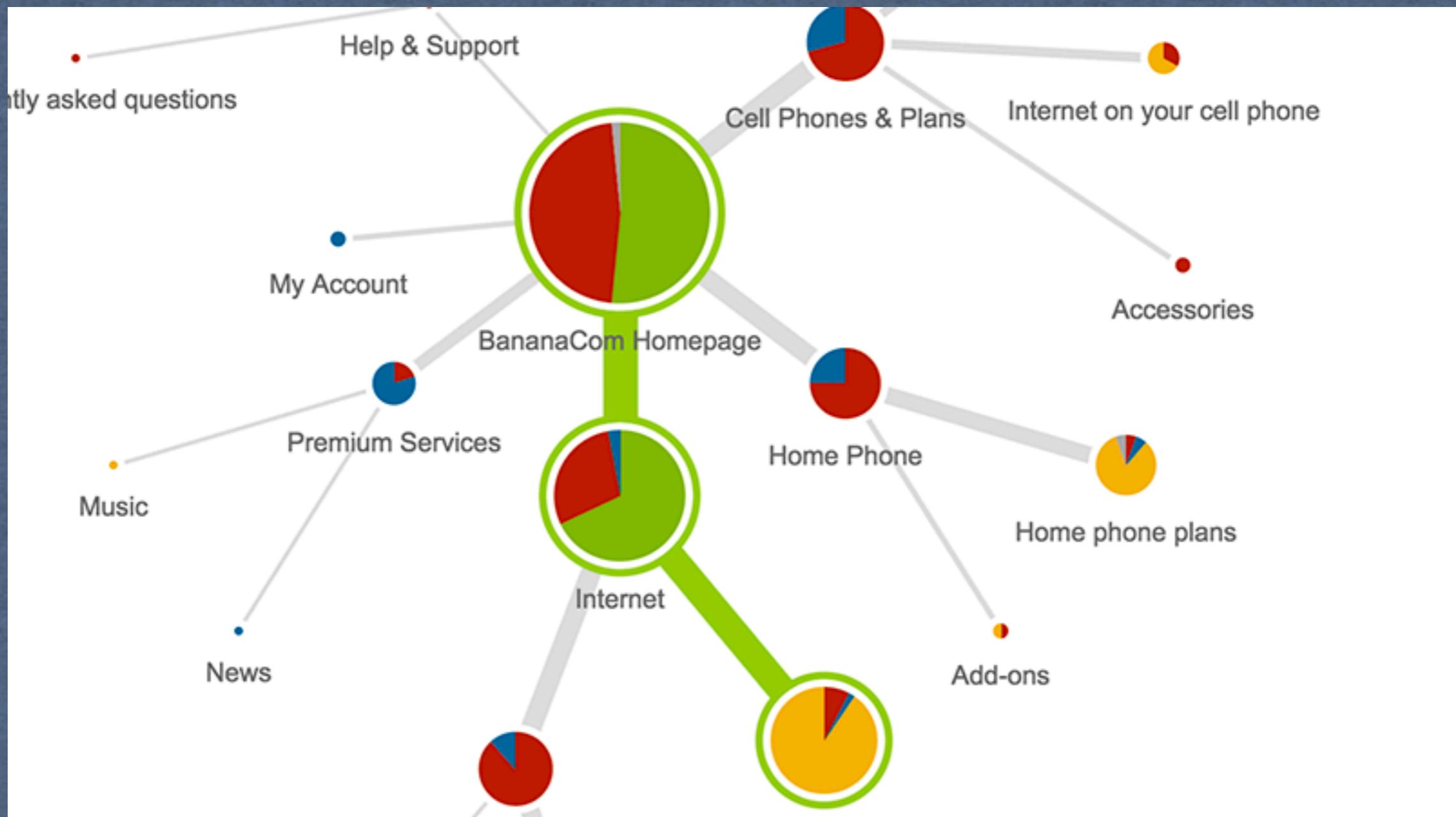
Moving house

I'd find it here

<https://www.optimalworkshop.com/treejack>

COOL TOOL

TREEJACK



<https://www.optimalworkshop.com/treejack>

EXERCISE 5:

FREQUENTLY
ASKED
QUESTIONS

EXERCISE 5, STEP 1:

- List the three most common questions your users ask you (or that you expect them to ask) about your service (5 mins)

EXERCISE 5, STEP 2:

- List the three most common questions your users ask you (or that you expect them to ask) about your service (5 mins)
- Answer each of those questions in 20 words or less (5 mins)

EXERCISE 5, BONUS STEP:

- List the three most common questions your users ask you (or that you expect them to ask) about your service (5 mins)
- Answer each of those questions in 20 words or less (5 mins)
- Food for thought: Are those answers available on your website? If not, why?

TRY IT IN THE REAL WORLD:
IDEATION
AND
PROTOTYPING

MINIMUM VIABLE PRODUCT

“That version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort.”

ERIC RIES, “THE LEAN STARTUP”

HOW NOT TO BUILD A MINIMUM VIABLE PRODUCT



1



2



3



4

ALSO HOW NOT TO BUILD A MINIMUM VIABLE PRODUCT



1



2

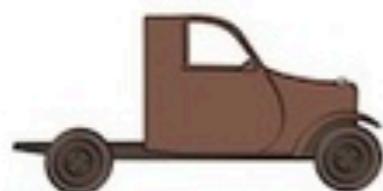


3

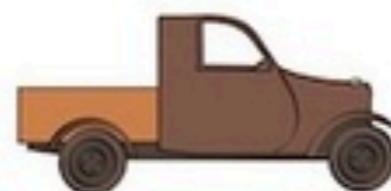


4

HOW TO BUILD A MINIMUM VIABLE PRODUCT



1



2



3



4

“What’s the
simplest
thing that
will work?”



BIRTH OF THE IPHONE: HOW APPLE TURNED CLUNKY PROTOTYPES INTO A TRULY MAGICAL DEVICE

<https://www.cultofmac.com/488008/jony-ive-book-excerpt-iphone/>

YOU DON'T
NEED THIS

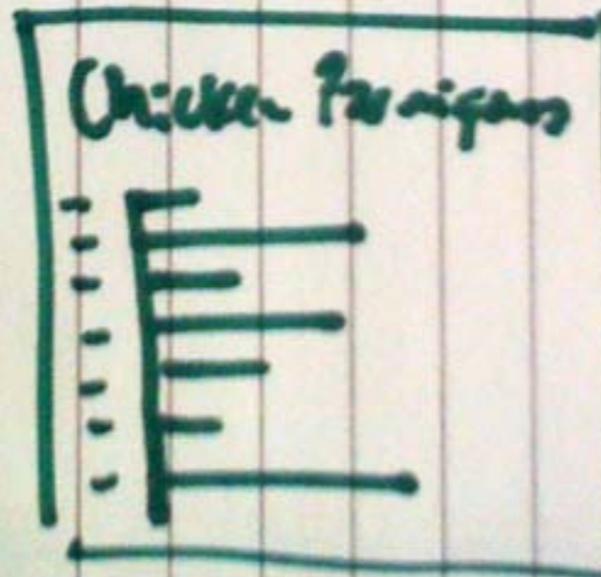
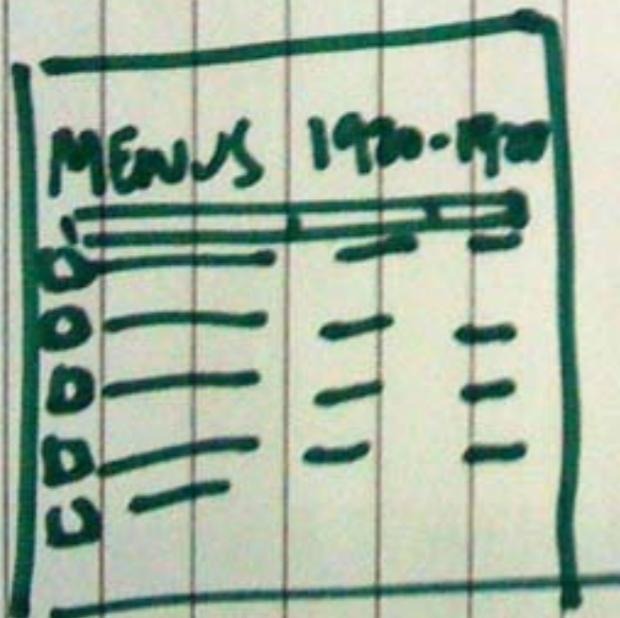
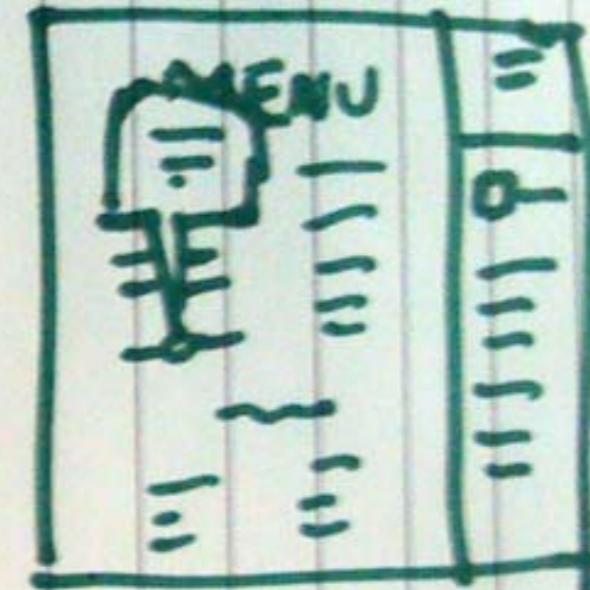
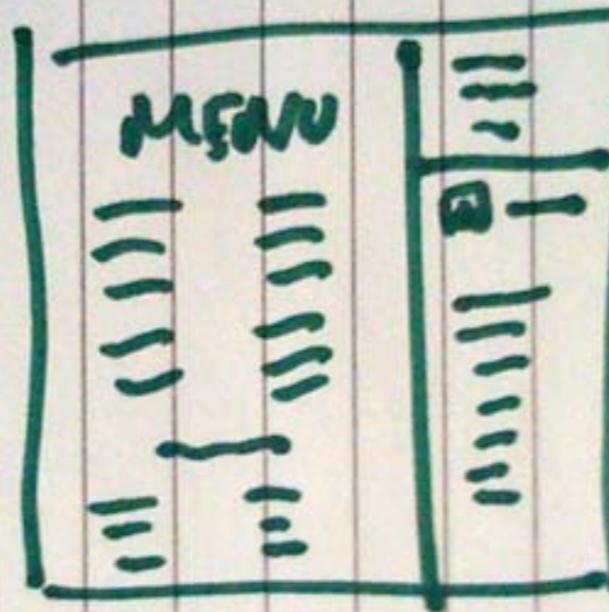
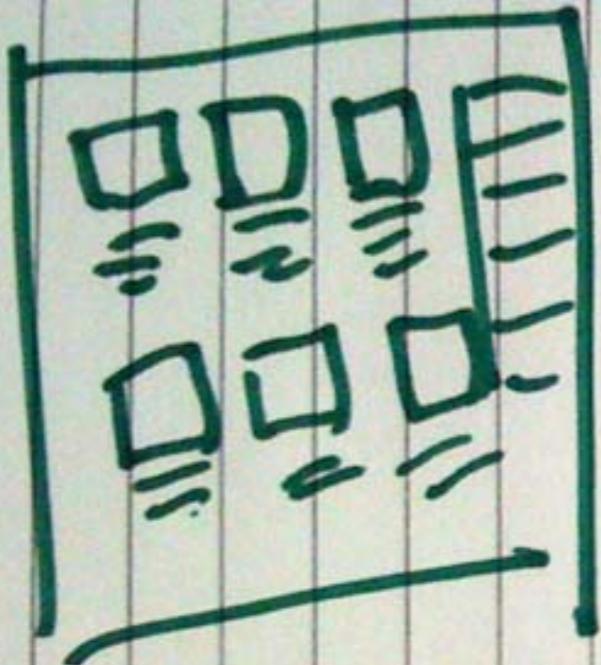


COOL TOOL

JUST THIS.



<https://www.staedtler.co.nz/en/products/pencils-accessories/pencils/mars-lumograph-100-premium-quality-pencil/>



Restaurant

APETIZERS

9
12
7
3
15

ENTREES

27
12
10
16

MENU INFO
Restaurant Name
Address
Date **EDIT**

ITEMS.

+ add new item

Apetizers

9
12
7
3
15

Entrees

27
16

http://0.0.0.0:3000/menus/1

Apple Yahoo! Google Maps YouTube Wikipedia News (526) Popular

Plaza Hotel, 1900

[Edit](#) | [Back](#)



Special for to-day!
from 12 M until 8 P.M.

Rockaways 25	Oyster cocktail 30	Little Neck clams 25
SOUPS		
Mock turtle au Madère 50 30	Consommé Andalouse 40 25	Ox-tail with barley 40 25
Garbure de lettuce 30 20	Chicken with tomatoes 40 25	Mongole 30 20
Clear green turtle, to order 65	Beef tea, cup 30	Chicken broth, cup 30
HORS D'OEUVRES		
Bouchée, Montglas 40 25	Fresh mushrooms in cream 1 00 60	
Broiled fresh mushrooms on toast 1 00 60	Broiled fresh mushrooms on toast 1 00 60	
FISH		
Terrapin, Maryland style 2 50	Philadelphia style 2 50	Plaza style 3 00
Planked Florida shad 1 25	Philadelphia shad 1 00 60	Broiled Florida shad 1 00 60
Fried oyster crabs 75	Oyster crabs, Newburg 1 00	in chafing dish 1 25
Fried green smelts 50 30	Broiled green smelts 50	Scallops, poulette 60 35
Fried scallops 50 30	Scallops, au gratin 50	Deviled whitebait 65 35
Bruléed Spanish mackerel, sauce Colbert 65 35	Chicken halibut, cream sauce 50 30	Perch sautée, fines herbes 50 30
Smelts, Normande 75 40	Crabmeat, cream sauce 40 25	
RELIEVE		
Saddle of mutton, currant jelly 65 35	Baked pork and beans, Boston style 50 30	
ENTREES		
Filet of canon, Régence 1 25 75	Fried chicken, Maryland style 1 25 75	
Sweetbreads with peas 1 00 60	Coquille of fresh mushrooms in cream 80 45	
Calf's head en torte 75 40	Hamburg steak, sauce Clermont 60 35	
Crûte of apricots, fruit sauce 40 25		
ROAST		
Ribs of prime beef 60 35	Philadelphia chicken 2 00 1 00	Lamb, mint sauce 75 40
Long Island duckling, apple sauce 1 50 75	Philadelphia chicken 2 00 1 00	Turkey, cranberry sauce 75 40
Boston gooseling, orange compote 75 40	Ham, Port wine sauce 60 35	
GAME		
Philadelphia squab 75	Teal duck 75	Reed-birds 1 00
English snipe 65	Golden plover 75	Canvas-back duck 3 50
Red-head duck 2 50	Mallard duck 1 50	Ruddy duck 1 50
English partridge 1 00	Ruddy duck 1 50	Brant duck 1 75
English pheasant en cocotte 3 00		
COLD GAME		
Game patty-truffled 75		
DISHES TO ORDER		
Hothouse chicken en cocotte 1 75		
Hothouse chicken, broiled 1 25		
SALADS		
Hothouse chicken, roast 1 25		
Hothouse chicken, with Spanish onions 50 30		
Fettuccis 30 25	Romaine 40 25	Escarole 40 25
Spinach au velouté 35	Chiffonnade 50 30	Mexicaine 40 25
Fried oyster plant 25	Mashed winter squash 25	Fried egg plant 35
Boiled potatoes 20	Steamed beets in butter 25	Stewed parsnips 25
Baked potatoes 20	Mashed potatoes 20	Lima beans 25
Baked sweet potatoes 25	Baked sweet potatoes 25	Bermuda potatoes 25
NEW VEGETABLES		
Cauliflower, sauce suprême 50	Artichauts, Hollandaise 50	Brussels sprouts 40
Spinach au velouté 35	Mashed winter squash 25	String beans 30
Fried oyster plant 25	Fried egg plant 35	Stewed parsnips 25
Boiled potatoes 20	Steamed beets in butter 25	Lima beans 25
Baked potatoes 20	Mashed potatoes 20	Bermuda potatoes 25
Baked sweet potatoes 25	Baked sweet potatoes 25	
SWEET DISHES		
English plum pudding, hard and brandy sauce 40	Pumpkin pie 25	Mince pie 25
Pudding Parisienne, sauce cognac 25	Apple pie 25	Cup custard 25
Cocoanut pie 25	Tutti frutti tarts 25	Ginger bread 25
Chocolate éclairs 25	Vanilla éclairs 25	Bénédictine sorbet 30
Philadelphia ice cream 25	Peach ice 25	Frozen peach pudding 30
Hazelnut ice cream 25	Coffee ice cream 25	Lemon ice 25
Coffee mousse 30	Nesselrode pudding 40	Orange ice 25
	Grapefruit, Macédoine 70	Frozen peach pudding 30
		Ice St. Jacques 40
FRESH FRUITS		
Strawberries and cream 75	Baked apples and cream 35	Grape fruit 40
Bananas 25	Bananas and cream 35	Malaga grapes 40
Sliced pineapple 40	Catawba grapes 40	Oranges 30
	Apples 30	California pears 40
Genuine Gruyère cream cheese 35		Gervais cheese, Bar-le-Duc jelly 65
Waffles 25 from 12 to 3 p.m.		
Café Turque 20	Sweet buttermilk, glass 10	Demi-tasse 15
HALF PORTIONS SERVED FOR ONE PERSON ONLY		
When meals are served in rooms an extra charge of TEN CENTS will be made on each portion.		
Thursday, February 1, 1900.		

NYPL Historical Menu Collection

http://0.0.0.0:3000/menu_pages/1

Apple Yahoo! Google Maps YouTube Wikipedia News (545) Popular

NYPL Historical Menu Collection How to get image size using Java... rails sort_by and group_by - Rub...

NYPL MENU COLLECTION MENUS | LOCATIONS | REPORTS | HELP | SEARCH ● ITEMS ● LOCATIONS Go

Plaza Hotel, 1900

[Edit](#) | [Back](#)

Items on menu

- Little Neck clams
- Oyster cocktail
- Rockaways

Soups

- Mock turtle au Madere

Click on the image at left to add an item to the list

Tags

Special for to-day
from 12 M until 8 P.M.

Rockaways 25

Mock turtle au Madere 50 30

Garbure of lettuce 30 20

Clear green turtle, to order 65

Oyster cocktail 30

SOUPS

Consommé Andalouse 40 25

Chicken with tomatoes 40 25

Beef tea, cup 30

Little Neck clams 25

Ox-tail with barley 40 25

Mongole 30 20

Chicken broth, cup 20

HORS D'OEUVRES

Bouchée, Montglas 40 25

FRESH mushrooms in cream 1 00 60

Broiled fresh mushrooms on toast 1 00 60

FISH

Terrapin, Maryland style 2 50

Philadelphia style 2 50

Planked Florida shad 1 25

Fried oyster crabs 75

Fried green smelts 50

Fried scallops 50 30

Broiled Spanish mackerel, sauce Colbert 65 35

Deviled whitebait 65 35

Smelts, Normande 75 40

Rockaways 25

Broiled Florida shad 1 00 60

Oyster crabs, Newburg 1 00 in chafing dish 1 25

Broiled green smelts 50

Scallops, poulette 60 35

Bluefish au gratin 50

Chicken halibut, cream sauce 50 30

Perch sauté, fines herbes 50 30

RELEVE

Saddle of mutton, currant jelly 65 35

Baked pork and beans, Boston style 50 30

ENTREES

Fried chicken, Maryland style 1 25 75

Coquille of fresh mushrooms in cream 80 45

Hamburg steak, sauce Clermont 60 35

Crab of apricots, fruit sauce 40 25

ROAST

Ribs of prime beef 60 35

Philadelphia chicken 2 00 1 00

Long Island duckling, apple sauce 1 50 75

Boston gosling, orange compote 75 40

GAME

Philadelphia squab 75

English snipe 65

Red-head duck 40

Rail birds 75

Teal duck 75

Golden plover 75

Mallard duck 1 50

Ruddy duck 1 50

English pheasant en cocotte 3 00

REEF-birds 1 00

Canvas-back duck 1 50

Brandt duck 1 75

Lamb, mint sauce 75 40

Turkey, cranberry sauce 75 40

Ham, Port wine sauce 60 35

COLD GAME

Game patty truffled 75

DISHES TO ORDER

Hothouse chicken en cocote 1 75

Hothouse chicken, broiled 1 25

SALADS

Hothouse chicken, roast 65

Spanish onions 50 30

Romaine 40 25

Escarole 40 25

Petunia 20

Chiffonnade 50 30

Mexicaine 40 25

Chicory 40 25

Lettuce 40 25

Plain celery 40 25

Celery salad 40 25

Hothouse cucumber 50 30

NEW VEGETABLES

Cauliflower, sauce suprême 50

Artichauts, Hollandaise 50

Brussels sprouts 40

String beans 30

Spinach au velouté 35

Mashed winter squash 25

Fried egg plant 35

Stewed parsnips 25

Fried oyster plant 25

Stewed beets in butter 25

Lima beans 25

Baked potatoes 20

Mashed potatoes 20

Bermuda potatoes 25

Baked sweet potatoes 25

SWEET DISHES

English plum pudding, hard and brandy sauce 40

Pudding Parisienne, sauce cognac 25

Apple pie 25

Pumpkin pie 25

Mince pie 25

Coconut pie 25

Tutti frutti tarts 25

Cherry tarts 25

Cup custard 25

Chocolate éclairs 25

Vanilla éclairs 25

Orange éclairs 25

Ginger bread 25

Philadelphia ice cream 25

Peach ice 25

Bénédictine sorbet 30

Hazelnut ice cream 25

Coffee ice cream 25

Lemon ice 25

Orange ice 25

Frozen peach pudding 30

Coffee mousse 30

Nesselrode pudding 40

Grape fruit, Macédoine 70

Ice St. Jacques 40

FRESH FRUITS

Strawberries and cream 75

Baked apples and cream 35

Grape fruit 40

Malaga grapes 40

Bananas 25

Bananas and cream 35

Oranges 30

Sliced pineapple 40

Catawba grapes 40

Apples 30

California pears 40

Gervais cheese, Bar-le-Duc jelly 65

Genuine Gruyère cream cheese 35

Waffles 25 from 12 to 3 p.m.

Café Turque 20

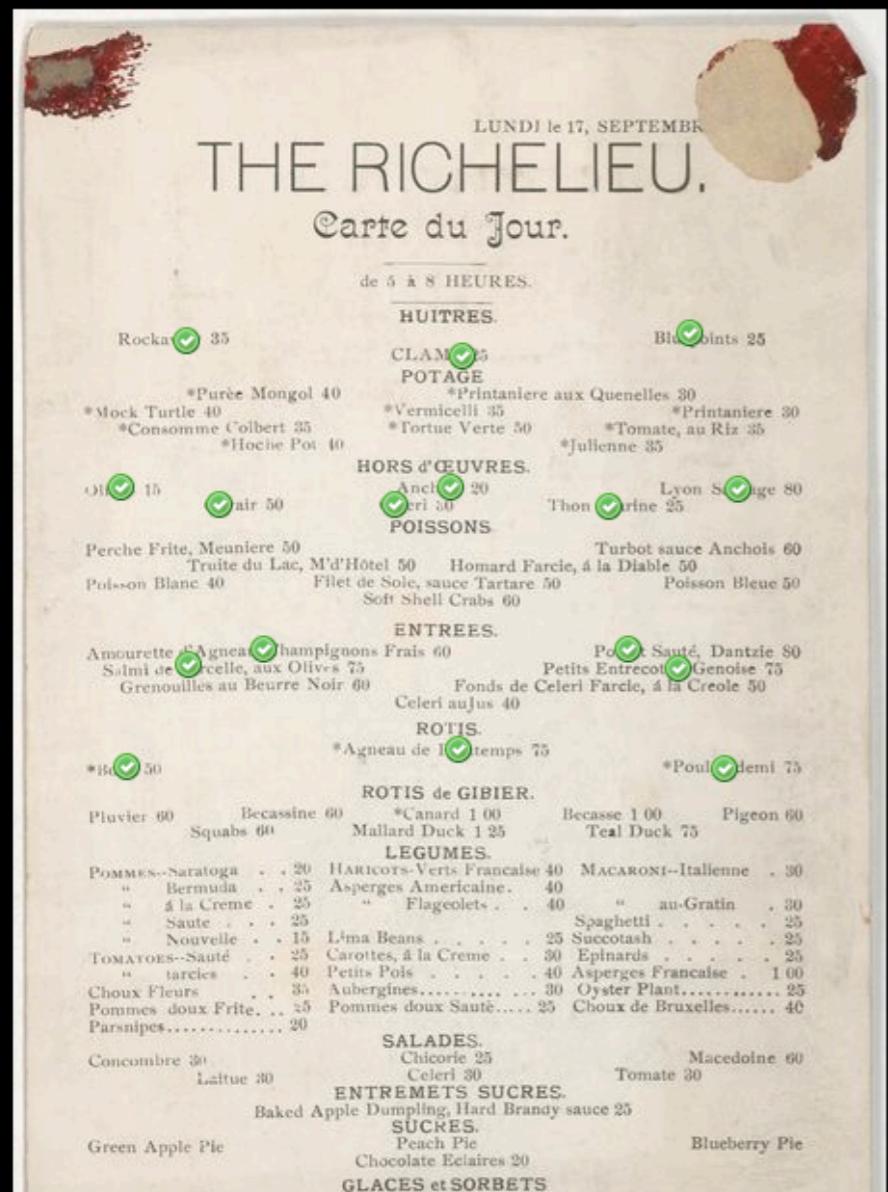
Sweet buttermilk, glass 10

Demi-tasse 15

HALF PORTIONS SERVED FOR ONE PERSON ONLY

When meals are served in rooms an extra charge of TEN CENTS will be made on each portion.

Thursday, February 1, 1900.



The Richelieu, 1888

Items on menu

Huitres

Item	price
Bluepoints	25.0
Rockaways	35.0
Clams	0.25

Hors d'oeuvres

Item	price
Olives	15.0
Anchols	20.0
Lyon Sausage	80.0
Caviar	50.0
Celeri	50.0
Thon Marine	25.0

Entrees

Item	price
Amourette d'Agneau, Champignons Frais	60.0
Poulet Sauté, Dantzie	80.0
Salmi de Sarcelle, aux Olives	75.0
Petits Entrecotes, Genoise	0.75

Rotis

Item	price
Agneau de Printemps	75.0

Transcribe me!

Plaza Hotel, 1900



ITEMS ON MENU

item	price
Little Neck clams	-
Oyster cocktail	-
Rockaways	0.25 ¢

Soups

item	price
Ox-tail with barley	40 ¢
Consomme Andalouse	40 ¢
Mock turtle au Madere	50 ¢
Mongole	40 ¢
Chicken with tomatoes	40 ¢
Garbure of lettuce	30 ¢
Chicken broth	-

Hors d'oevures

item	price
Bouchee, Montglas	-
Fresh mushrooms in cream	1 ¢
Broiled fresh mushrooms on toast	1 ¢

Fish

item	price
Terrapin, Maryland style	2.50 ¢



See problems with this menu? Email us

The Great American Fish Company



INDEX

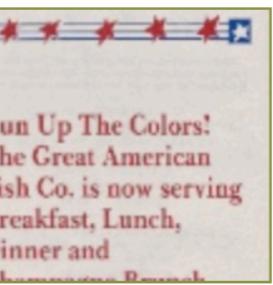














Appetizers

SHRIMP COCKTAIL \$3.50
COMBO COCKTAIL \$3.75
CRAB COCKTAIL \$4.00
OYSTERS ON THE HALF SHELL \$4.25
STEAMED MUSSELS \$4.95
SQUID STRIPS \$2.25
STUFFED POTATO SKINS \$2.25
CEVICHE \$2.25
CHICKEN DRUMMIES \$2.25
SEAFOOD PUFFS \$2.25

Stuffed with three kinds of cheese and shrimp
Marinated, local, fresh fish

Beverages

HOUSE WINE BY THE CARAFE
WINE LIST AVAILABLE
FULL BAR SERVICE
SELECTED BOTTLED BEERS
MILK COFFEE TEA
SOFT DRINKS

Salads

MARINER SALAD \$5.25
The most popular salad on the coast - A large seafood and garden salad in an edible bowl
CHILLED ARTICHOKE \$2.25
DINNER SALAD \$1.50

Special Catches

SELECTIONS LISTED ON CHALKBOARD

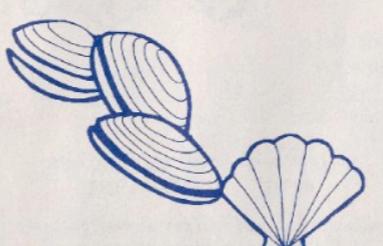
Chowder

MANHATTAN CLAM CHOWDER \$2.25
Zesty red chowder by the bowl
BOSTON CLAM CHOWDER \$2.25
Creamy white chowder by the bowl
CHOWDER BY THE CUP \$1.30
Your choice of Manhattan or Boston



Light Dinners, etc.

FISH & CHIPS \$4.25
Served with red cabbage salad
1/2 LB. HAMBURGER \$3.95
Served with steak fries and red cabbage salad
GARLIC BREAD \$.75
Initial order is complimentary





Wine of the Month

Dish	Price
Fish & Chips Served With Red Cabbage Salad	4.25
Manhattan Clam Chowder Zesty Red Chowder By The Bowl	1.3-2.25
Shrimp Cocktail	3.5
Combo Cocktail	3.75
1/2 Lb. Hamburger Served With Steak Fries And Red Cabbage Salad	3.95
Boston Clam Chowder Creamy White Chowder By The Bowl	1.3-2.25
Crab Cocktail	4.0
Oysters On The Half Shell	4.25
Garlic Bread; Initial Order Is Complimentary	0.75
Steamed Mussels	4.95
Chowder By The Cub Your Choice Of Manhattan Or Boston	1.3
Squid Strips	2.25

Restaurant

APPETIZERS

•	9
•	12
•	7
•	10
•	15

ENTREES

•	27
•	12
•	10
•	16

MENU INFO
Restaurant name
Address
Date **EDIT**

ITEMS.

Add new item

Appetizers

•	1
•	2
•	7
•	15

Entrees

•	27
•	12

A PAIR OF UX LAWS

COOL RULE

FITT'S LAW

PORTAL IS FREE!



Portal used to cost money. Until May 24th, it's free. End of story.

Well, technically speaking, there are some strings attached. Fortunately, they're entirely decorative. We just like the way they look, swaying in the gentle breeze created by a million people simultaneously fainting from shock at the news that Portal is free. Now you have no reason not to try Portal.

"I have a reason," some of you are probably typing into an angry email.
"You see, sir, I own a Mac."

Well guess what: For the first time ever, Portal is also available for the Mac.

"Capital news! But the excellent puzzle adventure Portal won over 40 Game of the Year awards; Surely it must cost at least five or six hundred dollars."

You'd think that, especially since it actually won over **70** Game of the Year Awards. But, like we keep saying, Portal is free. Free on the Mac. Free on the PC. But only until May 24th. So you only have a few days to decide if your free copy of Portal is worth the price we're currently charging - which is you ever-so-slightly moving your index finger just barely enough to **click the big red "download" button right there to the left.**

COOL RULE

HICK'S LAW

Title

All titles, all regions CLOSE 

Content Type

All types of content 

Clear search

Search

Pick the publications for your search

Disabled (grey) items are not available for your selected dates Select all National Anglo-Maori Warder Aotearoa : he Nupepa ma nga Tangata Maori Haeata Hiiringa i te Whitu Hokioi o Nui-Tireni, e rere atuna Huia Tangata Kotahi Jubilee : Te Tiupiri Kahiti Tuturu mo Aotearoa, me te Waipounamu Korimako Maori Messenger : Te Karere Maori Maoriland Worker NZ Truth Pihoihoi Mokemoke i Runga i te Tuonui Gisborne Gisborne Herald Matariki Poverty Bay Herald Takitimu Hawke's Bay Bush Advocate Daily Telegraph Hastings Standard Hawke's Bay Herald Hawke's Bay Times Hawke's Bay Weekly Times Taranaki Hawera & Normanby Star Opunake Times Patea Mail Marlborough Marlborough Express Pelorus Guardian and Miners' Advocate. Canterbury Akaroa Mail and Banks Peninsula Advertiser Ashburton Guardian Ashburton Herald Ellesmere Guardian Globe Lyttelton Times North Canterbury Gazette Oxford Observer Press South Canterbury Times Star



EXERCISE 6:

PAPER
PROTOTYPING

EXERCISE 6:

Using the materials provided (or any others that you have at hand), create a paper representation of one or more interfaces to your services. Create as many different designs as you like—we'll be testing to find the best one(s) soon.

SURVIVING FIRST CONTACT:

USER TESTING

“No battle plan
survives first
contact with the
enemy.”

– GEN. HELMUTH VON MOLTKE
(PARAPHRASED)

(Yeah, I know my customer is not my enemy, but it's a **good quote**, OK?)

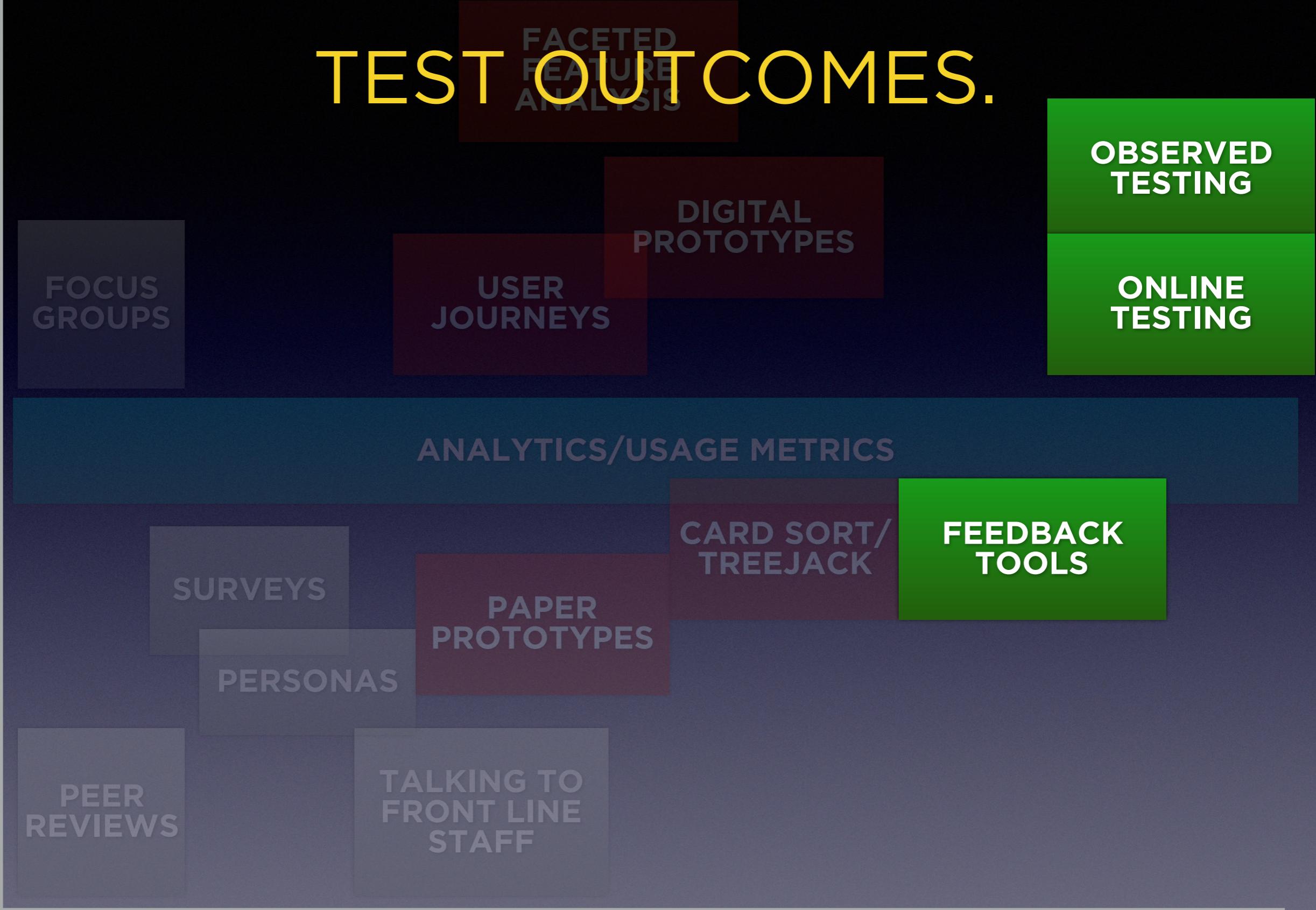


JIM WATSON, "A BETTER REST AREA DIRECTIONAL SIGN"

MORE

COMPLEXITY

LESS



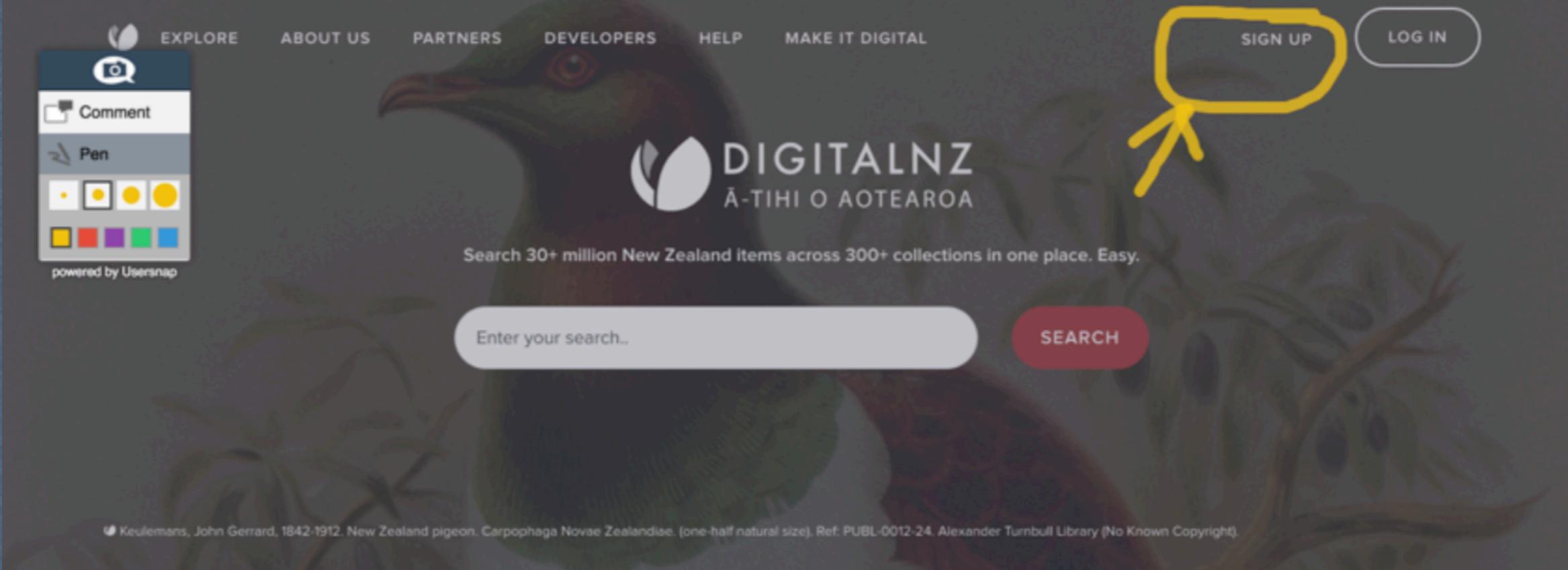
LESS

CERTAINTY

MORE

COOL TOOL

USERSNAP



The screenshot shows the DIGITALNZ website homepage. The header features a navigation bar with links for EXPLORE, ABOUT US, PARTNERS, DEVELOPERS, HELP, and MAKE IT DIGITAL. The DIGITALNZ logo, 'Ā-TIHI O AOTEAROA', is prominently displayed. A search bar with the placeholder 'Enter your search...' and a red 'SEARCH' button are below the logo. To the left, a sidebar contains icons for Comment, Pen, and drawing tools, with the text 'powered by Usersnap'. A large image of a New Zealand pigeon (Kakapo) serves as the background. A yellow callout with a magnifying glass icon points to the 'SIGN UP' button in the top right corner. The footer contains a copyright notice: 'Keulemans, John Gerrard, 1842-1912. New Zealand pigeon. Carpophaga Novae Zealandiae. (one-half natural size). Ref: PUBL-0012-24. Alexander Turnbull Library (No Known Copyright)'.

WELCOME TO THE NEW DIGITALNZ

We're thrilled to have you here, and hope you'll enjoy the fresh look and added functionality. Want to [Read in detail about our new site](#). And, we'd love your feedback – hit the "feedback" button at the bottom of the page to contact us.

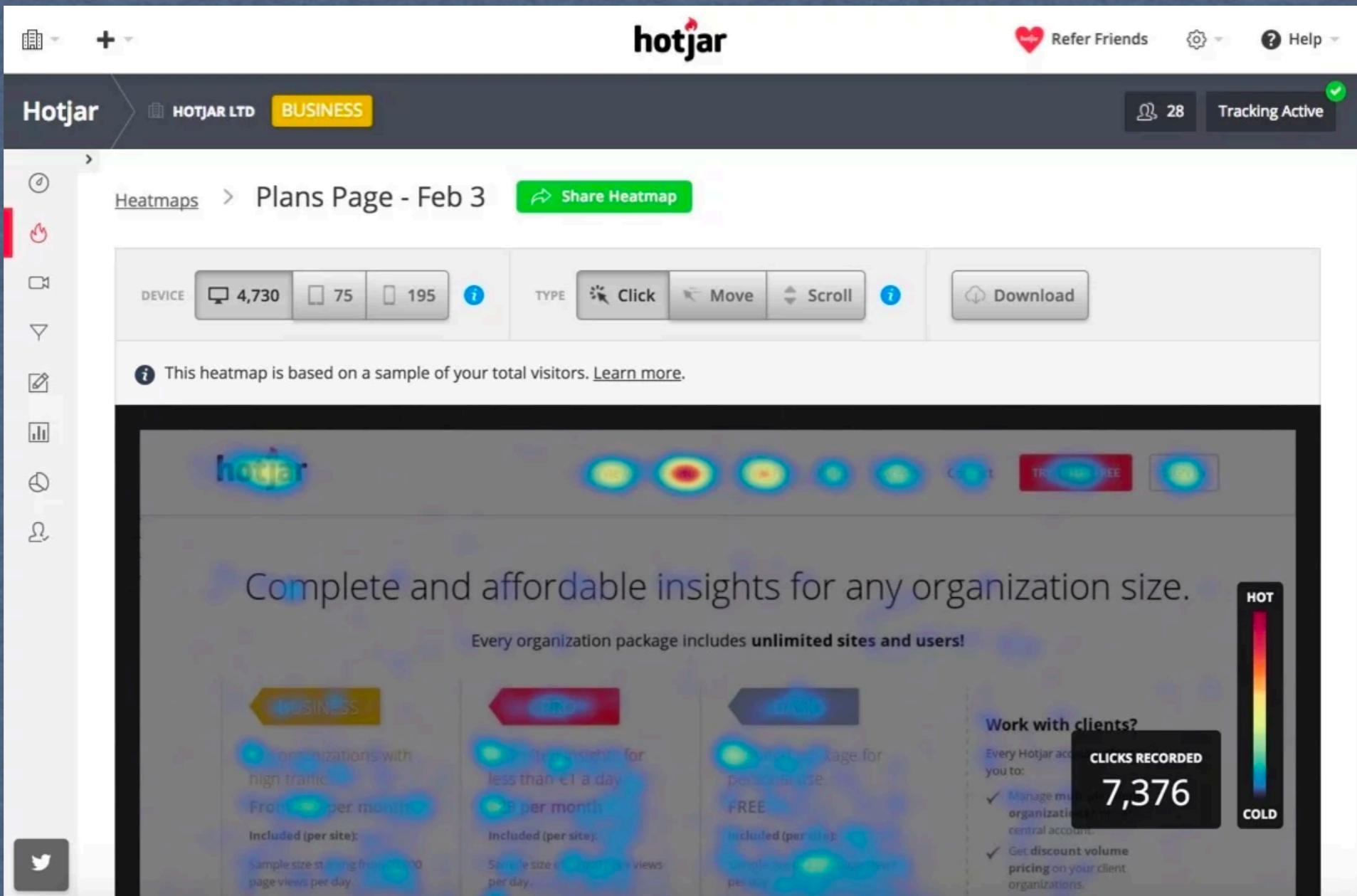


A modal window titled 'Usersnap' is overlaid on the page. It contains a text input field with the placeholder 'Your email address (optional)' and a text area with the placeholder 'This button is wrong.' At the bottom are 'CANCEL' and 'SEND' buttons.

<https://usersnap.com>

COOL TOOL

HOTJAR



<https://www.hotjar.com/>

KANOHI KI
TE KANOHI

GREAT BOOK

Steve Krug



**DON'T
MAKE
ME
THINK**

revisited

and Mobile

A Common Sense Approach to Web Usability

COOL RULES

GOLDEN RULES OF USER TESTING

1. BE
PREPARED

2. PUT THE
PERSON AT
EASE

3. DON'T
GIVE AWAY
THE GAME

4. EYES
AND EARS
OPEN

5. TEST FIVE
PEOPLE
PER ROUND

6. DON'T
GUIDE

7. BE
HUMBLE

EXERCISE 7:

USER
TESTING

EXERCISE 7, STEP 1:

Draft a short script to prompt your test subject to try to use your prototype.

Give them only enough information to get started.

NB: This amount of information may be zero.

EXERCISE 7, STEP 2:

One volunteer from each group will move to the next table and be their test subject.

One person from each group will facilitate the test, and others will observe. Take note of everything you can.

DO IT AGAIN:

ITERATION

COOL RULE

ITERATION IS
HOW GOOD
SERVICES
BECOME
GREAT ONES

EXERCISE 8:

ITERATE!

EXERCISE 8:

Take what you learned from your first user test and try to improve your prototype.

Feel free to coax a few more tests out of your neighbours.

EXERCISE 9:

HOW DID
YOU DO? □

EXERCISE 9:

Go back to your Success goals from Exercise 2. How did you fare against them?

DEMO

TIME

karakia mutunga

THANK YOU

Enjoy the rest of your NDF!

National Digital Forum Workshop

19 November, 2018

Michael Lascarides & Adrian Kingston

@mlascarides

@adriankingston