

Finding the throughline:

Strategies and techniques to improve your user
experience where it matters most

b/w

Measuring value using the Audience Impact Model

National Digital Forum Workshop

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Te Papa

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karakia timatanga

Kia hora te marino
Kia whakapapa pounamu te moana
Hei huarahi mā tātou i te rangi nei
Aroha atu, Aroha mai
Tātou i a tātou katoa

May peace be widespread
May the sea be like greenstone
A pathway for us all today
Let us show respect for each other

A BIT OF

HOUSE KEEPING

- Emergency procedures
- Toilets
- Wifi
- Schedule for the day

lascarides.github.io/ndf

WHY ARE
WE HERE?



HELLO

Introductions.

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!)

"Throughline" is originally an acting term about locating the core motivation of your character, and it's found its way to storytelling.

STORYTELLING

We are in a storytelling business.

[something here
to pivot?]

[core gesture
tbd.....]

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 Muddle 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

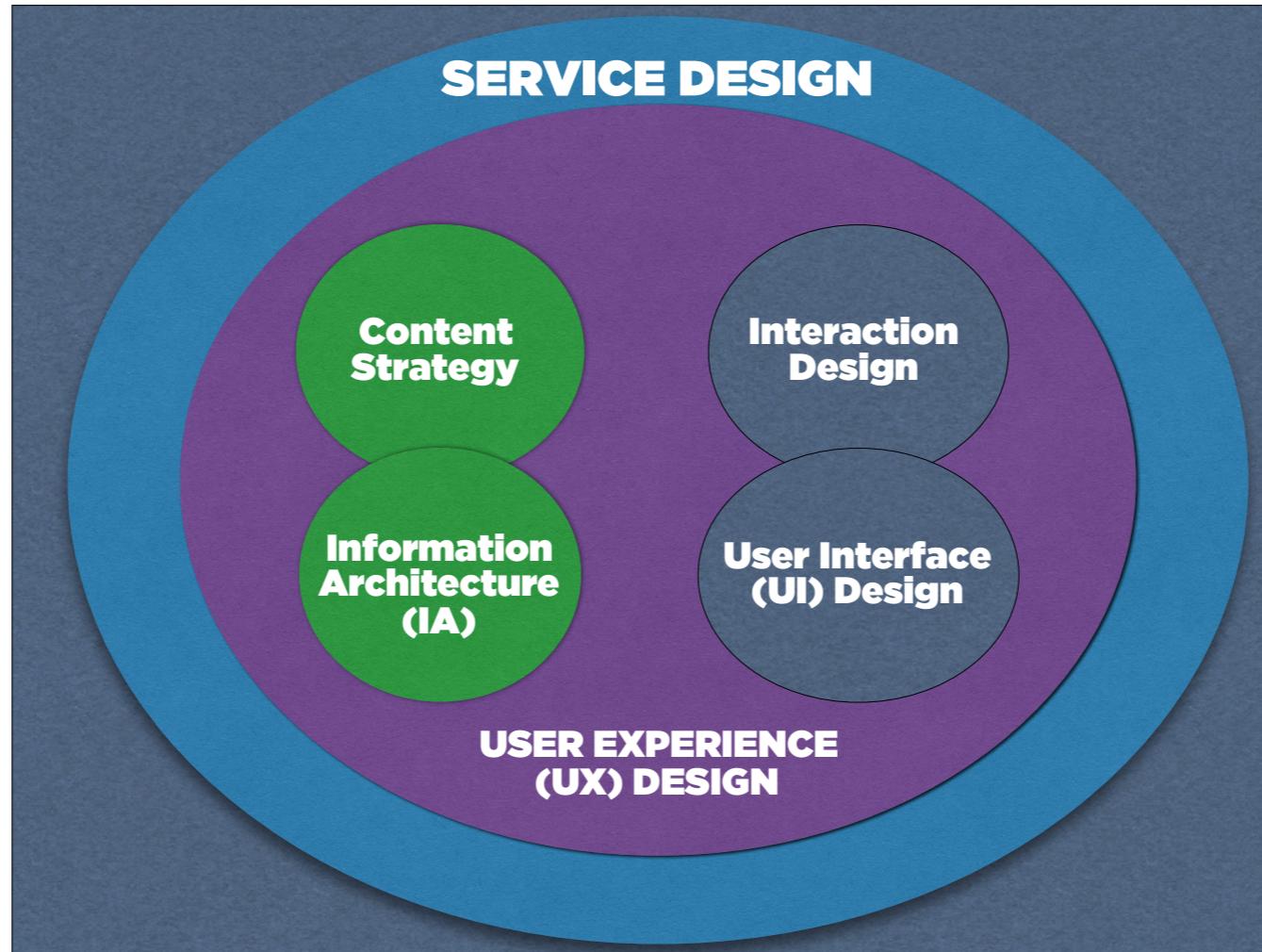
[Government efficiency, transparency and accountability](#)

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



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.

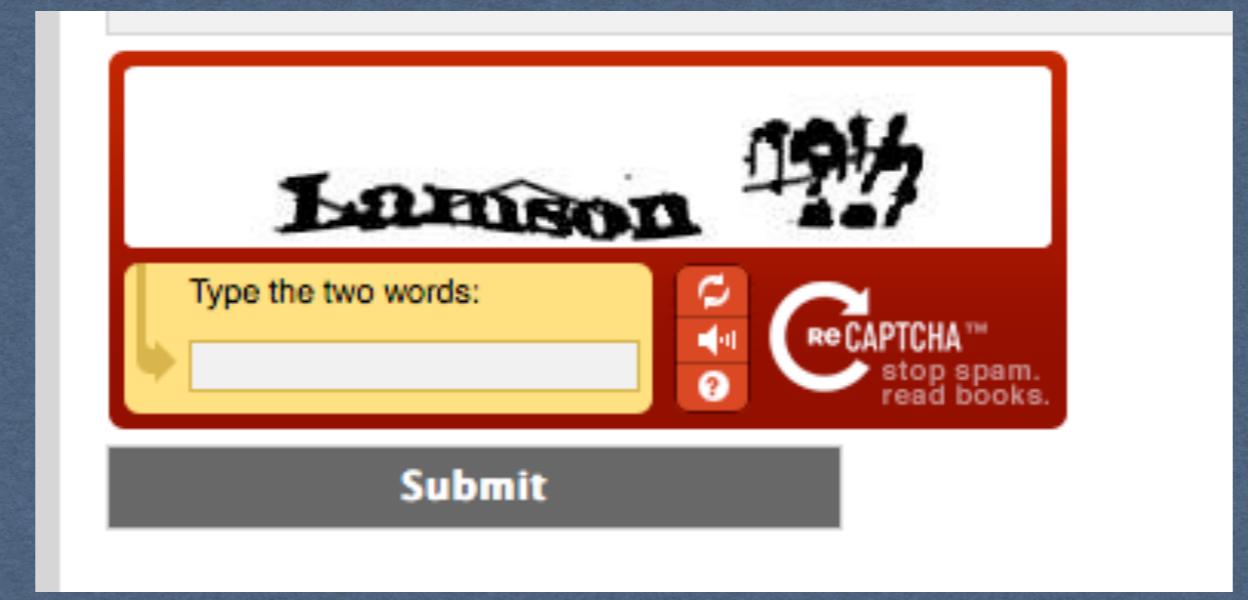
Borrowing a
library book is
a service & an
experience.



You get the idea.

COOL RULE

BE HUMAN



Kiwi bank.

Accounts Pay & transfer Apply & open Dan Settings

Hi, MR M.S. LASCARIDES

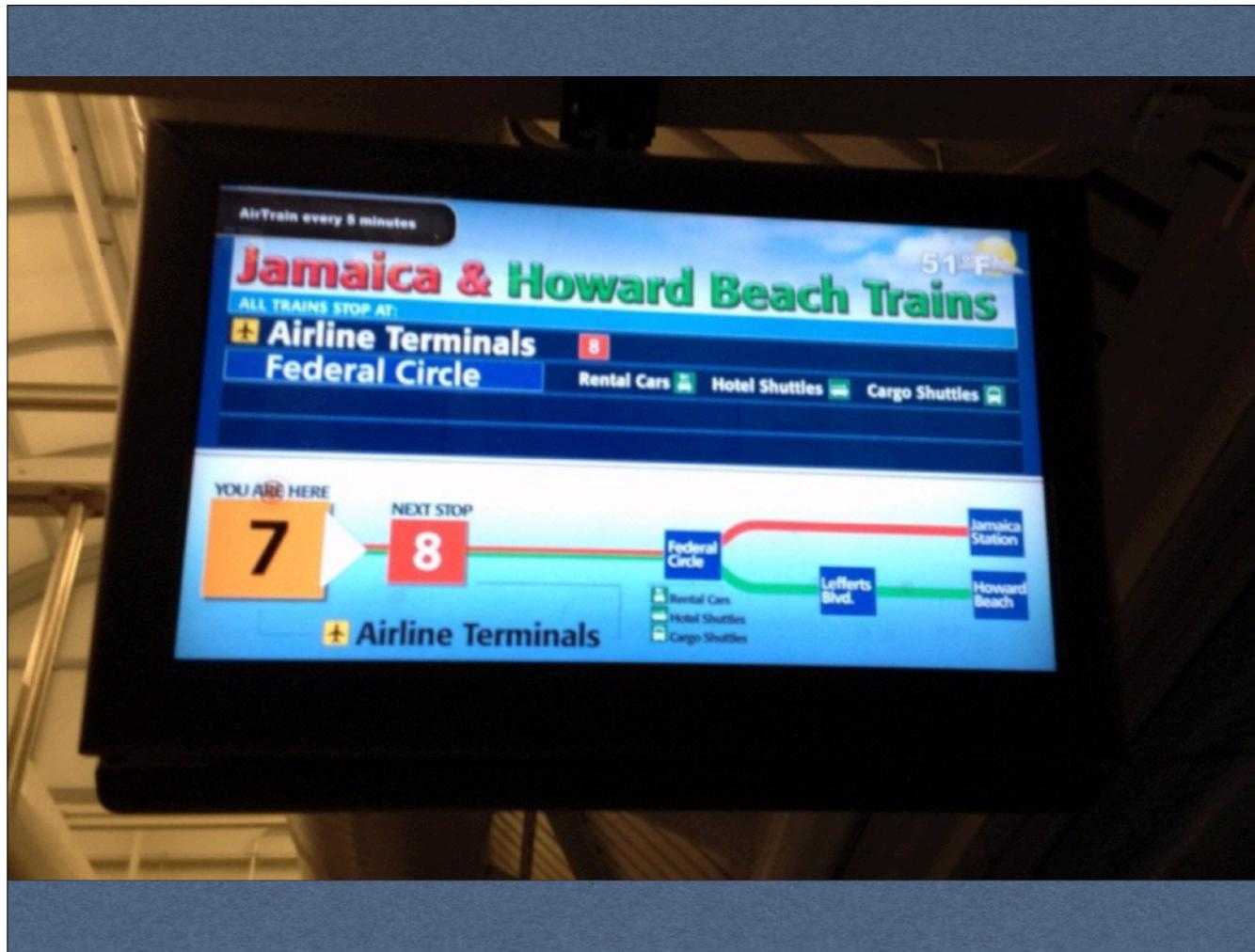
Accounts

 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 X

[Rename accounts](#)

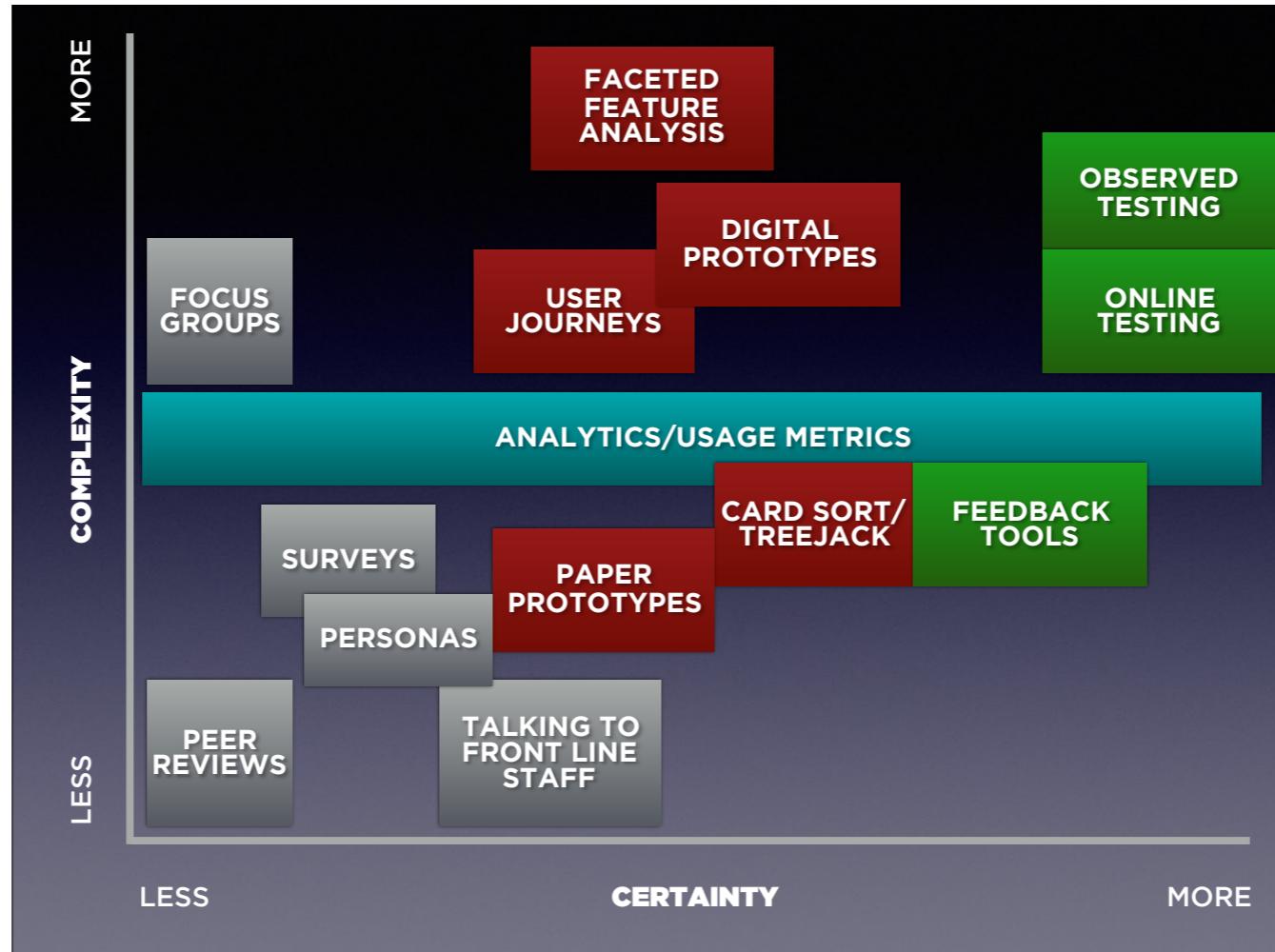
COOL RULE

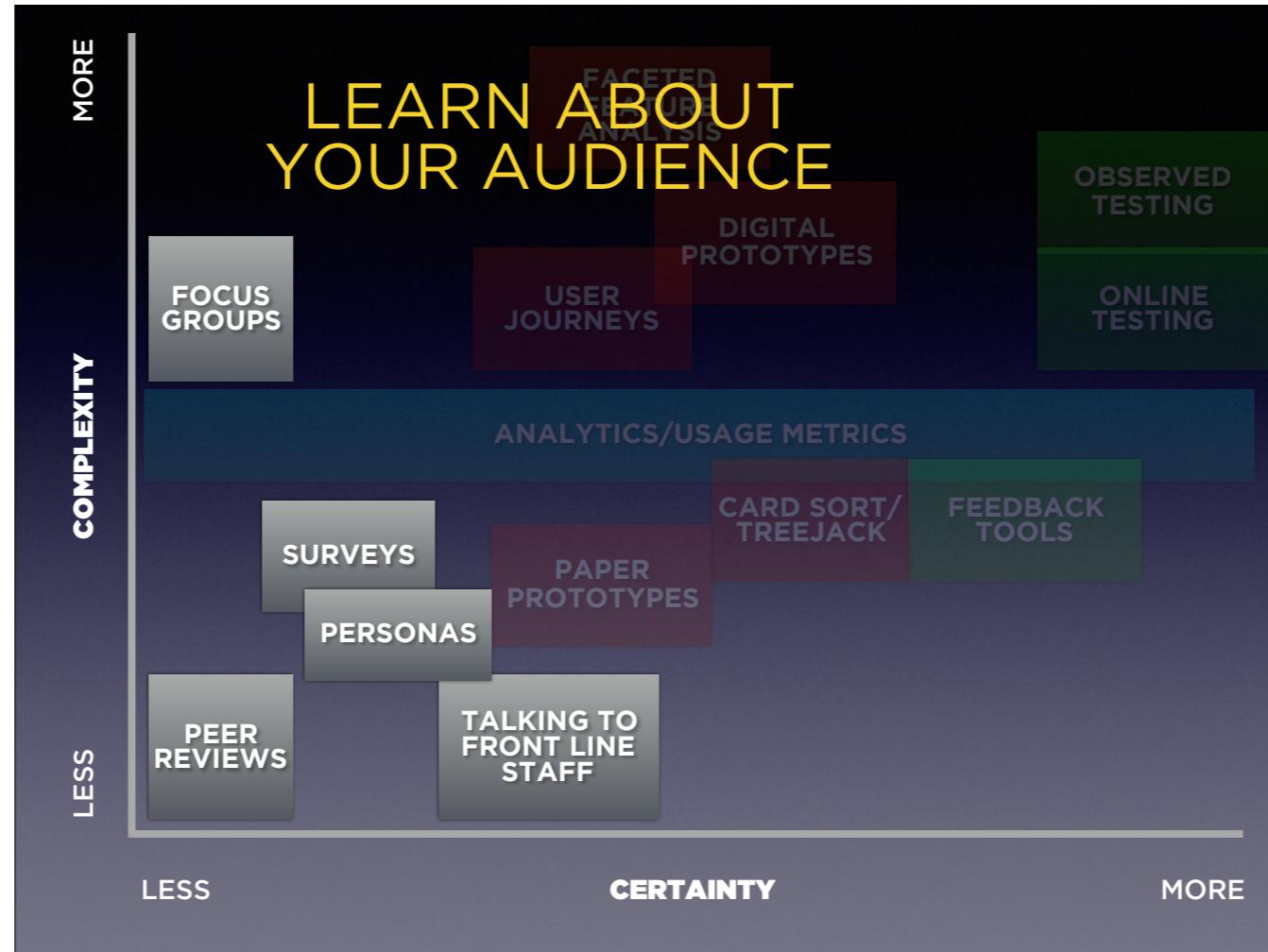
LISTEN &
EMPATHISE



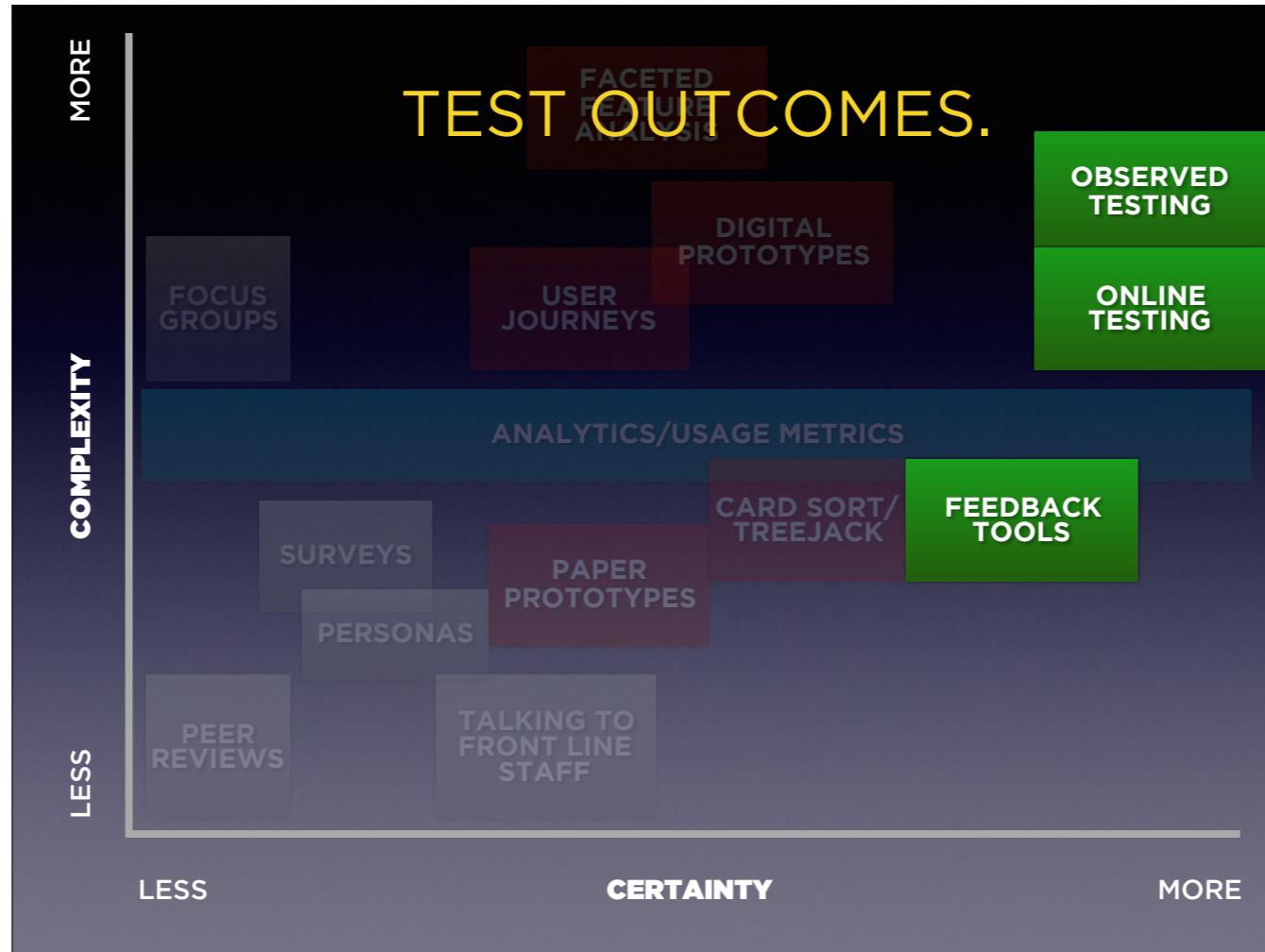
COOL RULE

PICK THE
RIGHT TOOL
FOR THE
JOB



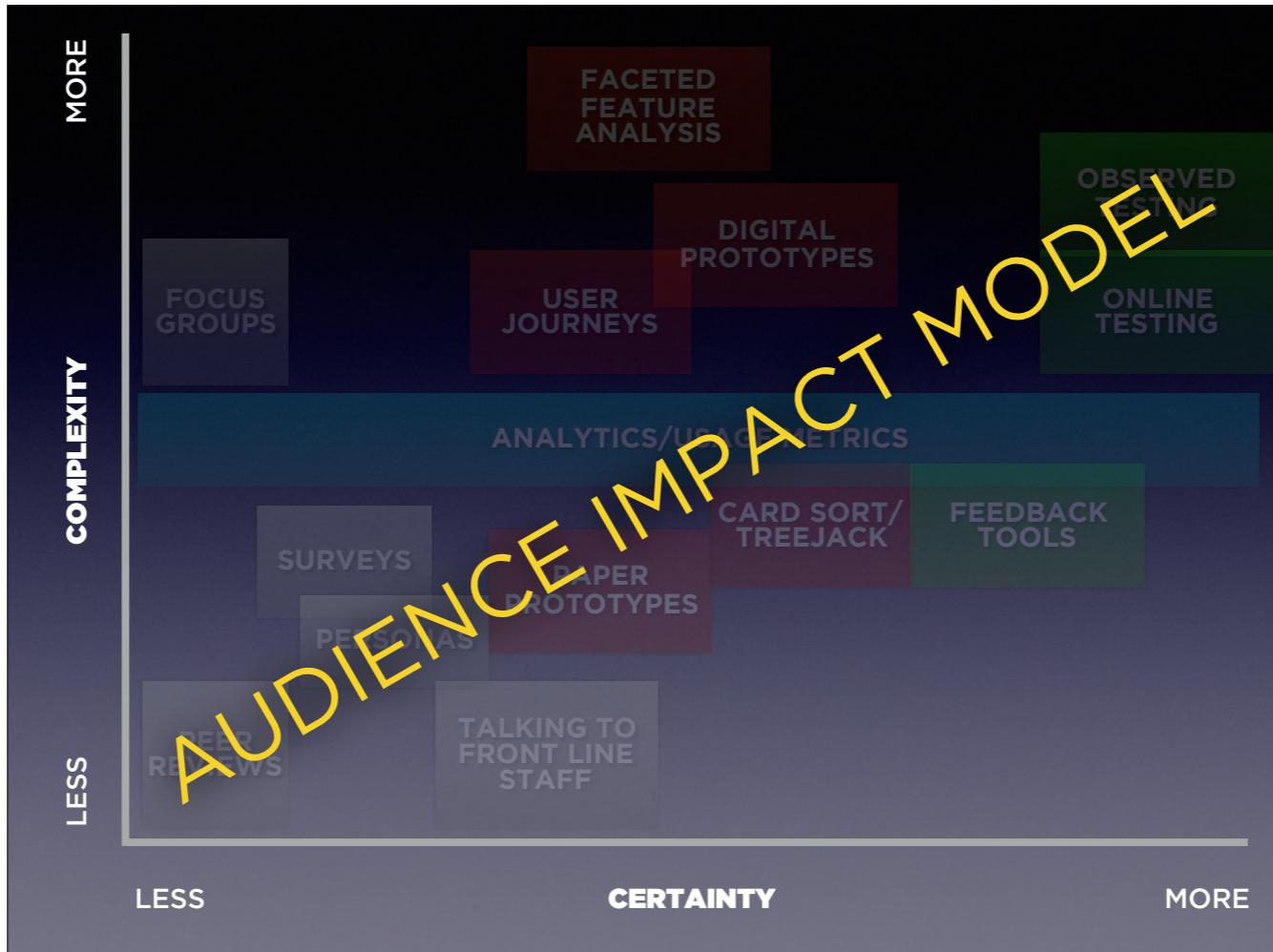








(We're not gonna get into analytics today. Whooooole 'nother workshop.)



Adrian's Audience Impact Model is overarching.

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	
1	2	3	4	5	6	7	8	9	10	
<i>Indicative example % baseline of visitors</i>	70%	50%	40%	35%	25%	15%	8%	1%	0.01%	
<i>If 10000 visitors see a product</i>	7000	5000	4000	3500	2500	1500	800	100	1	

Attention	Reaction	Connection	Insight				Action		
			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 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	20% 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 show a simple visual appreciation (e.g., enjoyed the colour, texture)	5% of comments indicate a new appreciation of Te Papa's collection						

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	
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)	0.5% indicate having made a significant change, e.g. becoming a mentor		

Attention	Reaction	Connection	Insight					Action		
			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	
460k sessions / year	Visitor satisfaction greater than 8/10 "it was easy to use" "I like all the images" "look at cat picture, lol"	15k image downloads / year 2k comments indicate personal connection, e.g. "I have a collection of Mt. Taranaki images hanging in a gallery wall. This is beautiful." "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"	500 comments indicate knowledge exchange beyond Te Papa e.g. "(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."	100 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"	500 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"	100 comments indicate teaching use, e.g. "I'm building a 3d paper tui and would like to use this image as a reference for their plumage"	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?

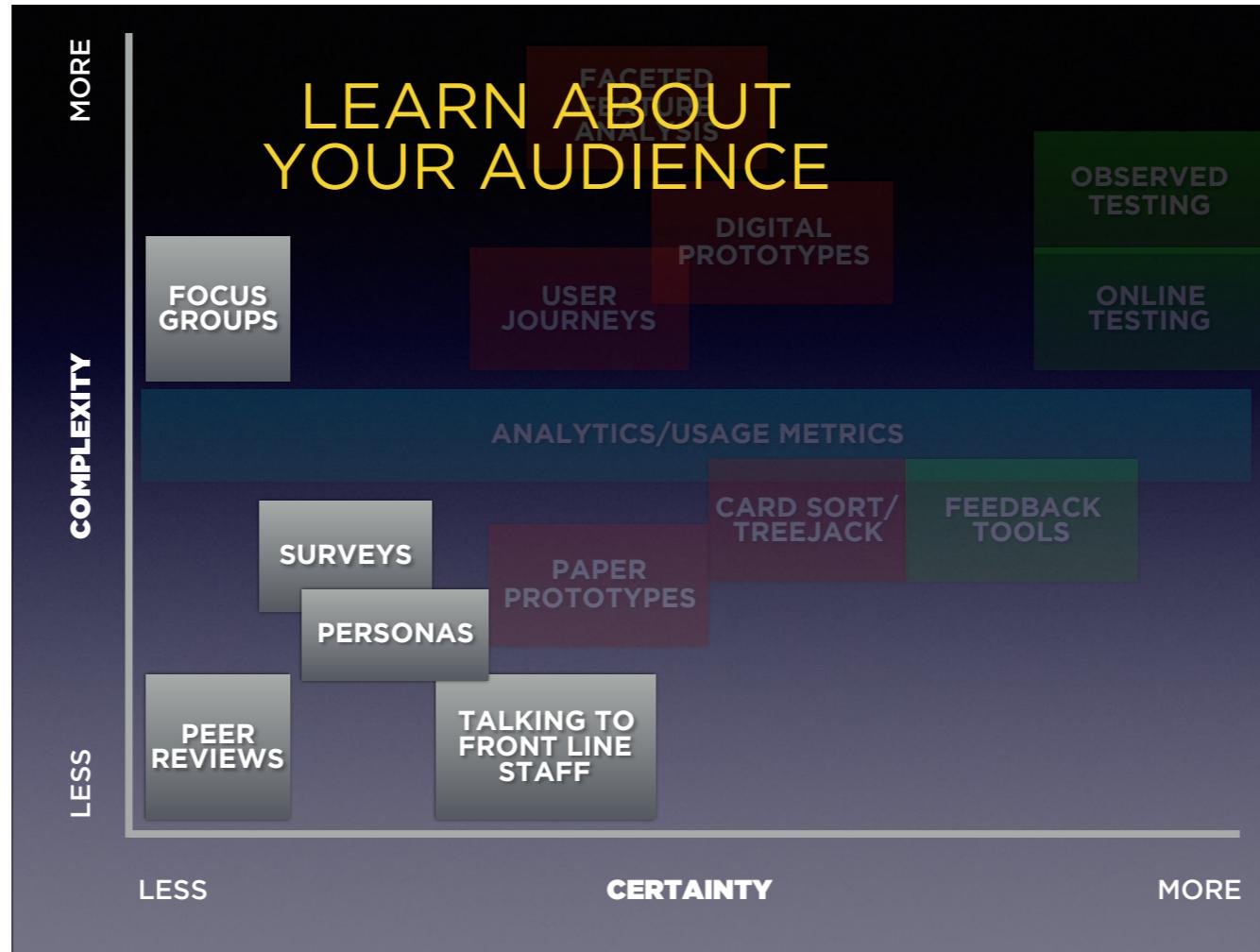
UNDERSTAND YOUR AUDIENCE:

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

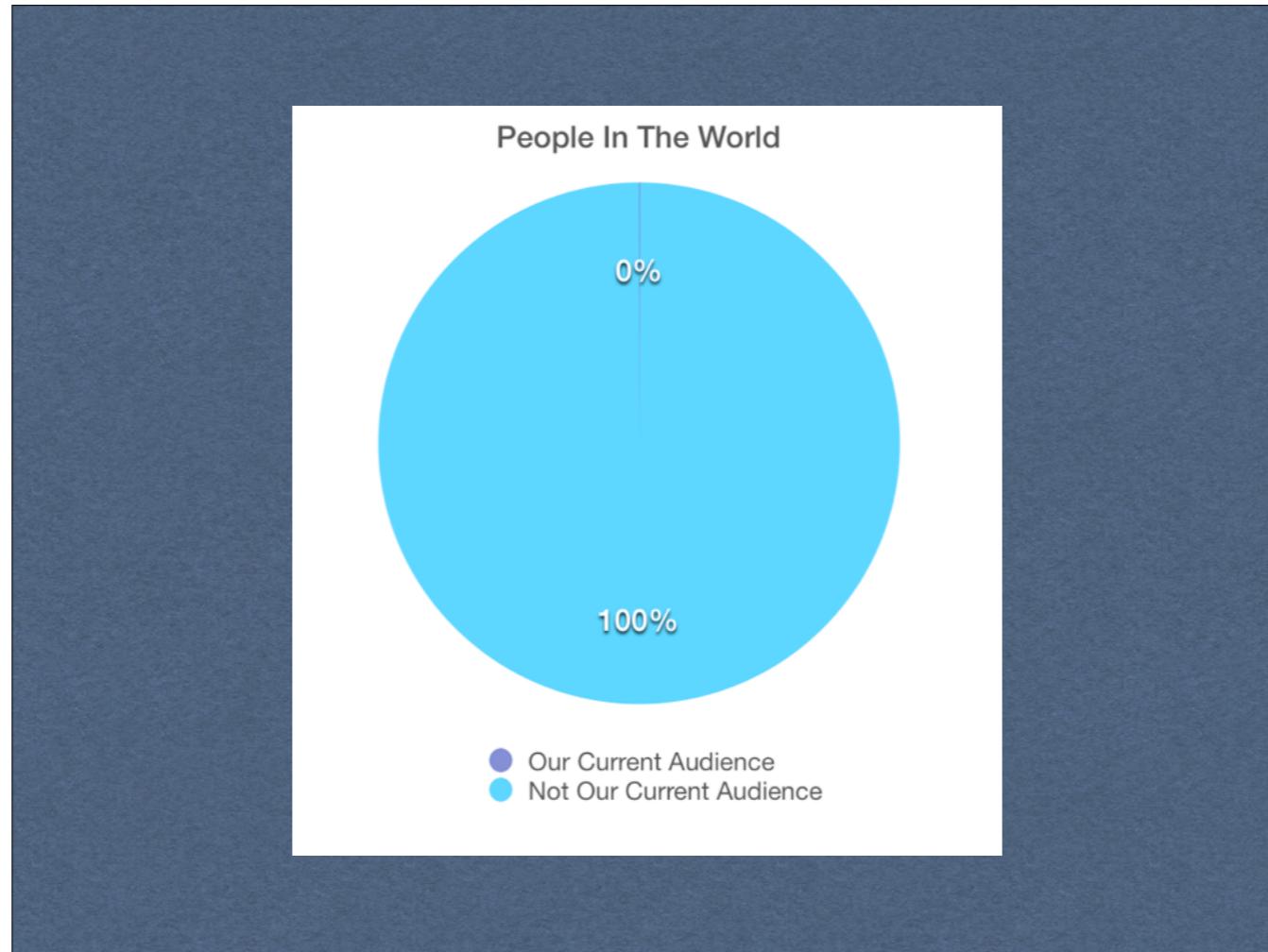


- Focus groups: Problematic, hard to schedule, don't give you a lot of insight into what to build. Useful only at the very beginning of a “clean slate” project where your fundamental research is spotty.
- Surveys: Can be useful, notoriously hard to do right, we could do a whole day on survey design.
- Peer reviews: Looking at what other similar institutions have done. Easy to do, but usefulness assumes a) their goals are the same as yours and b) what they've done has been successful.
- Talking to your frontline staff: Simple, useful, awesome, highly underrated.
- Personas: We'll look at these in depth after a break.

- 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?



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

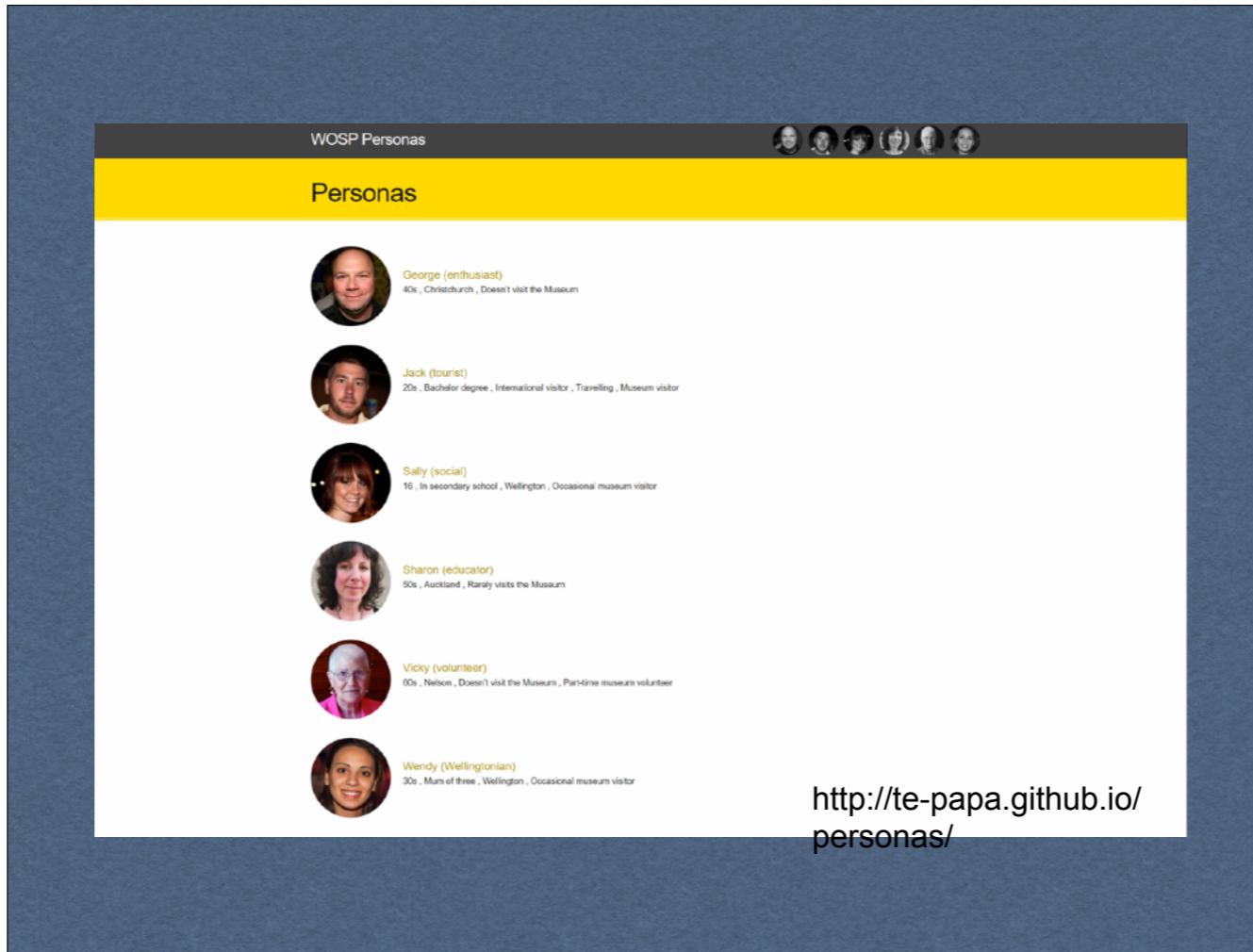
MAKE
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- Now turn them into real people
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- Give them a face
- Talk about them like they're real
- How will your decisions impact them?

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

WOSP Personas



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

Jack (tourist)
20s, Bachelor degree, International visitor, Traveling, 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/>



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



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, pseudonyms	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 originination location				

ADAM POLANSKY, "FACETED FEATURE ANALYSIS"

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

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

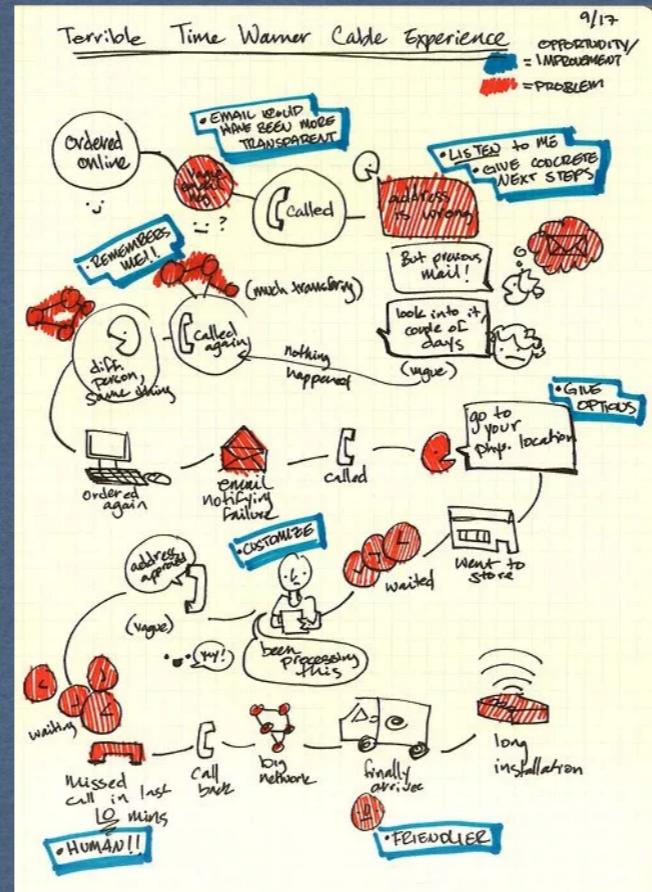
LOTS OF TYPES AND STYLES

- 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

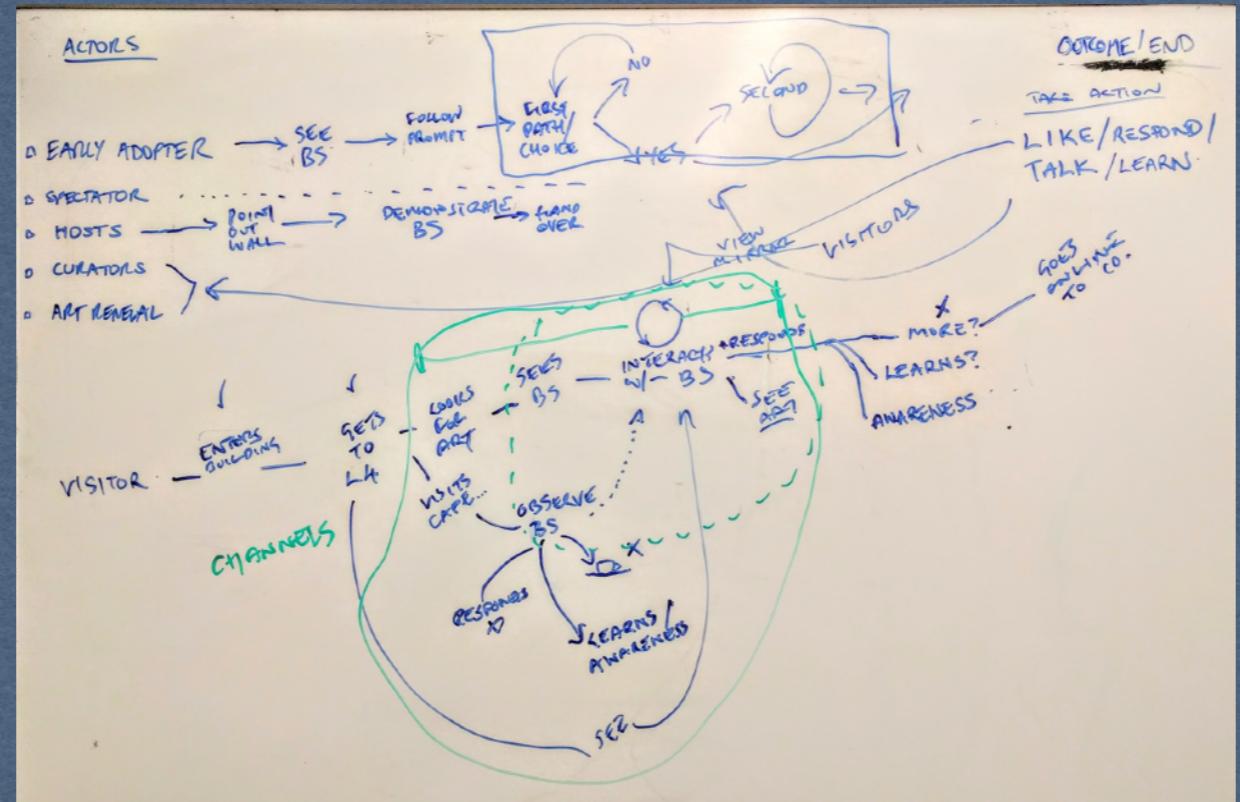


<https://theuxreview.co.uk/user-journeys-beginners-guide/>



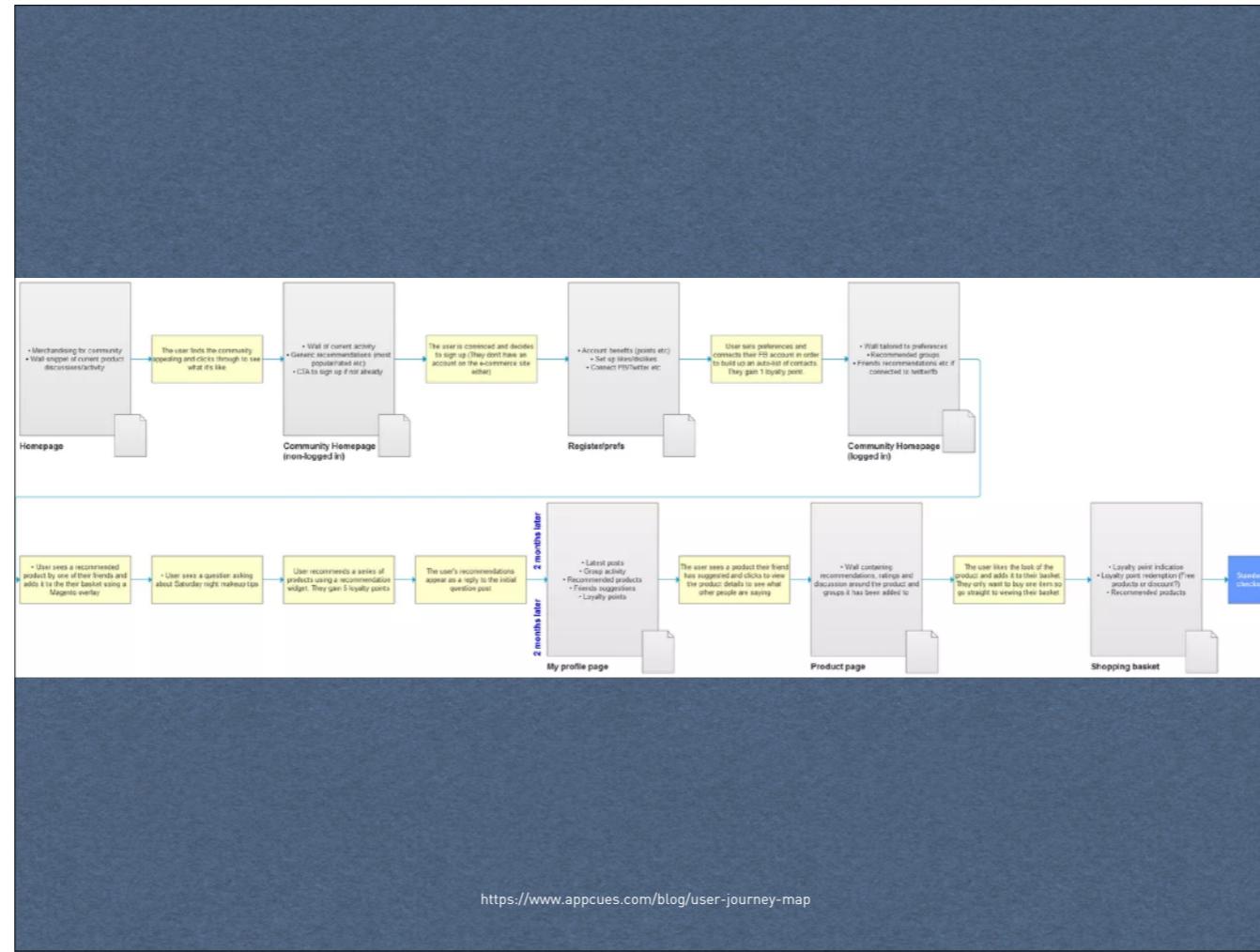
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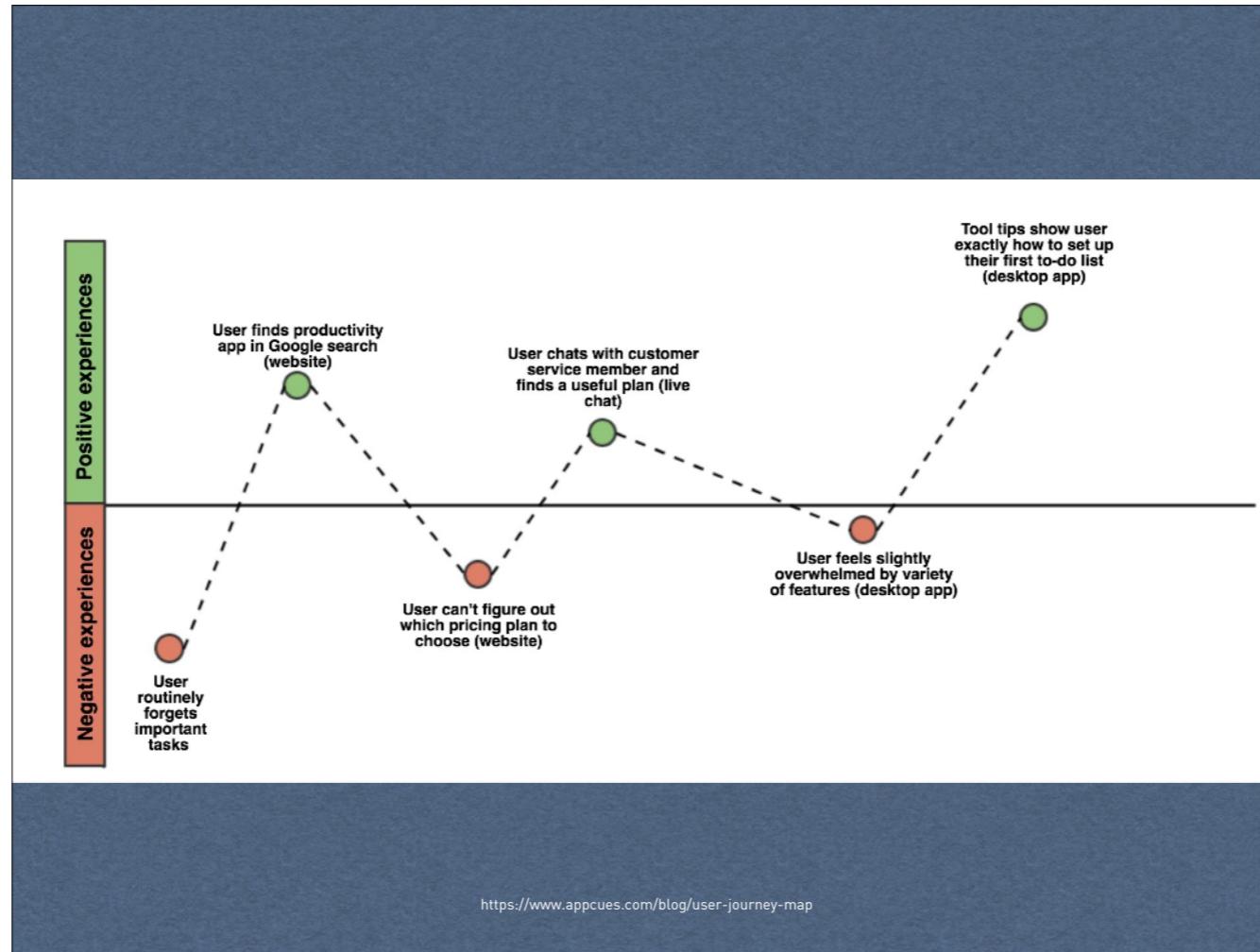
EARLY ART WALL USER JOURNEY

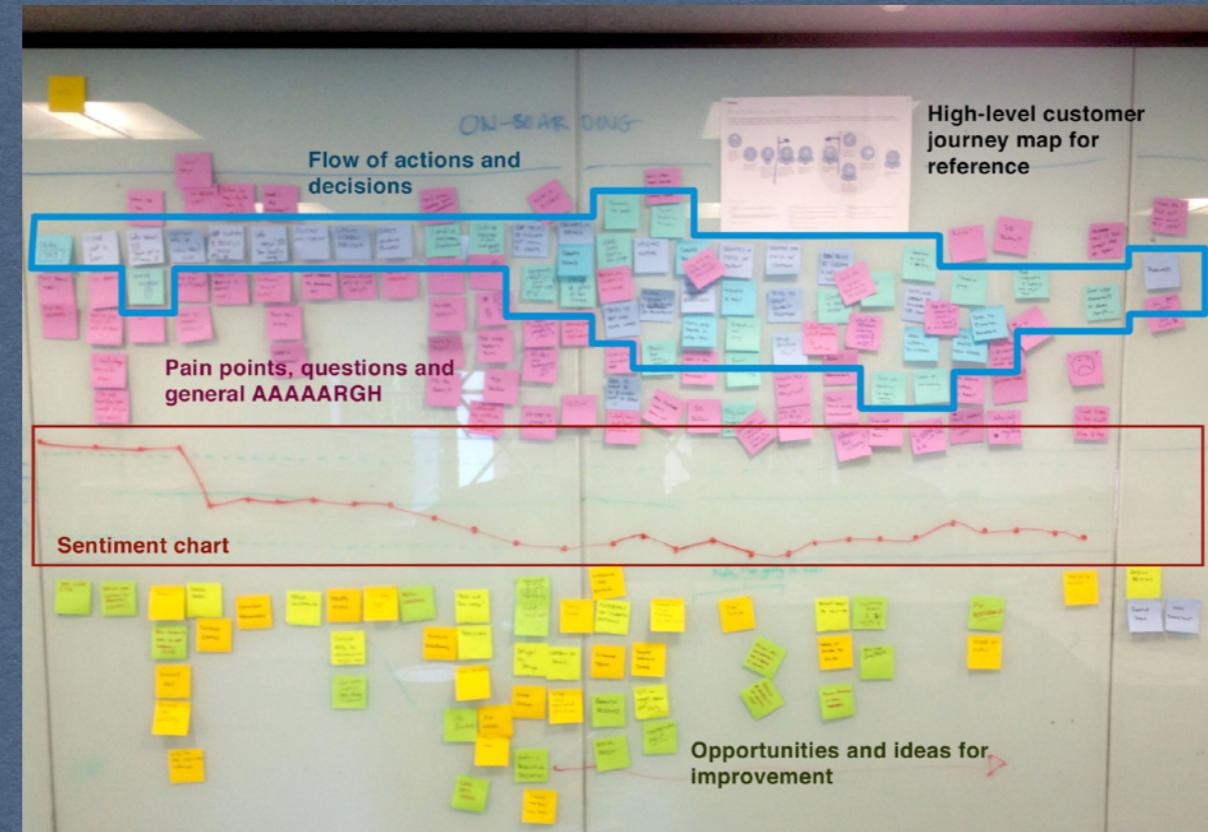


Timeline	Step 1	Step 2	Step 3	Step 4
Pain point	User is approaching limit of free plan and/or is looking for a way to streamline workflow	User doesn't know what plan his team needs	Still looking for a way to streamline workflow	"I want to implement this as fast as possible"
Touchpoint	User visits pricing/upgrade 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.

<https://www.appcues.com/blog/user-journey-map>







<https://www.atlassian.com/team-playbook/plays/journey-mapping>

	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 to 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 goddamn 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 mums PC			Too much work overall	
OPPORTUNITIES	Use flash storage not tape	Allow AA batteries	Build an integrated USB cable	Freelook 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				

<https://medium.com/@harrybr/how-to-run-an-empathy-user-journey-mapping-workshop-813f3737067>

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	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.



“ANY SYSTEM IS ONLY VALUABLE TO THE EXTENT AN INTERFACE MAKES IT MEANINGFUL IN HUMAN TERMS.” This insight is about way more than just web pages—it scales all the way up to the institutional level.



FROM STEVE KRUG, "DON'T MAKE ME THINK"

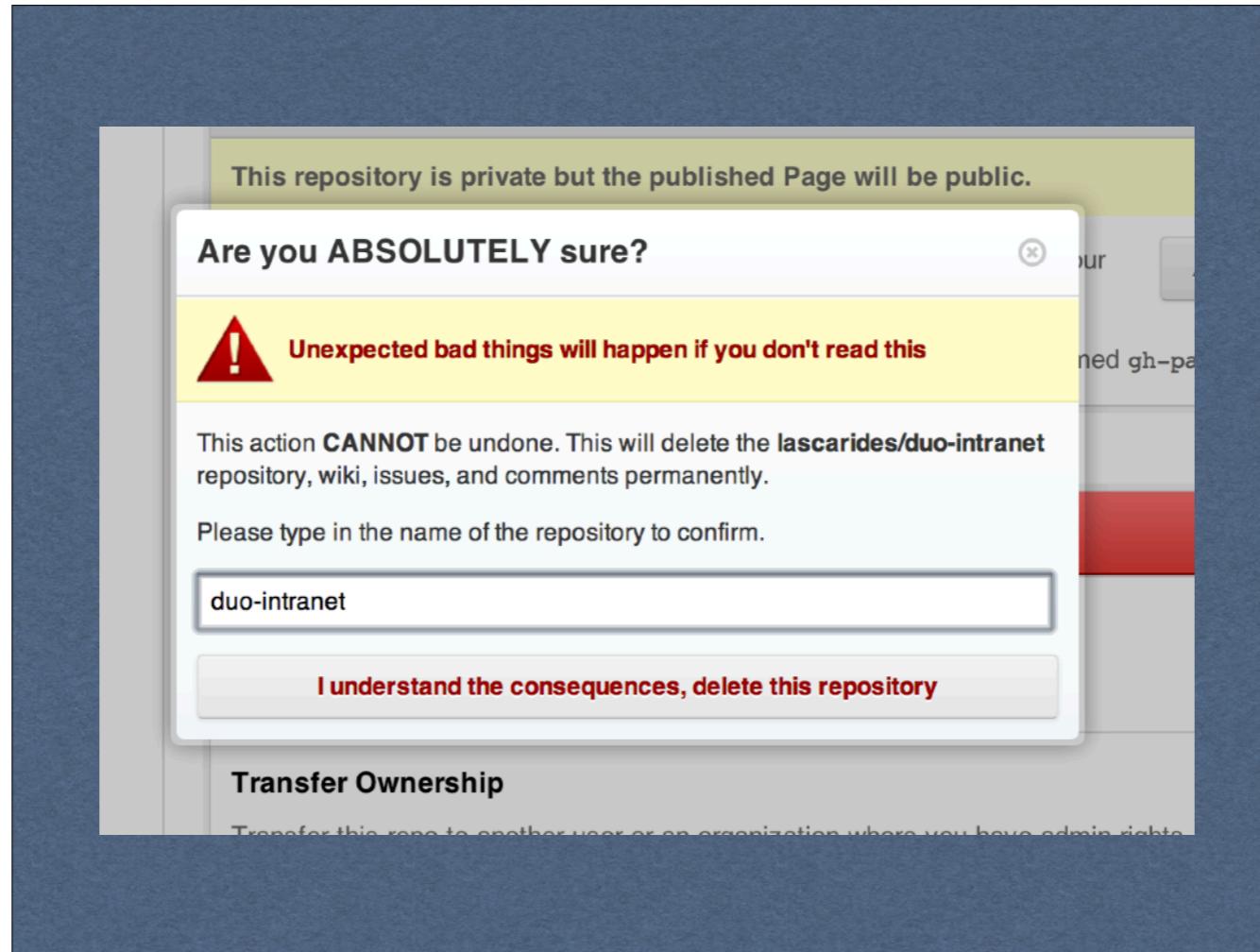
Use simple, clear words that people would expect you to use.

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

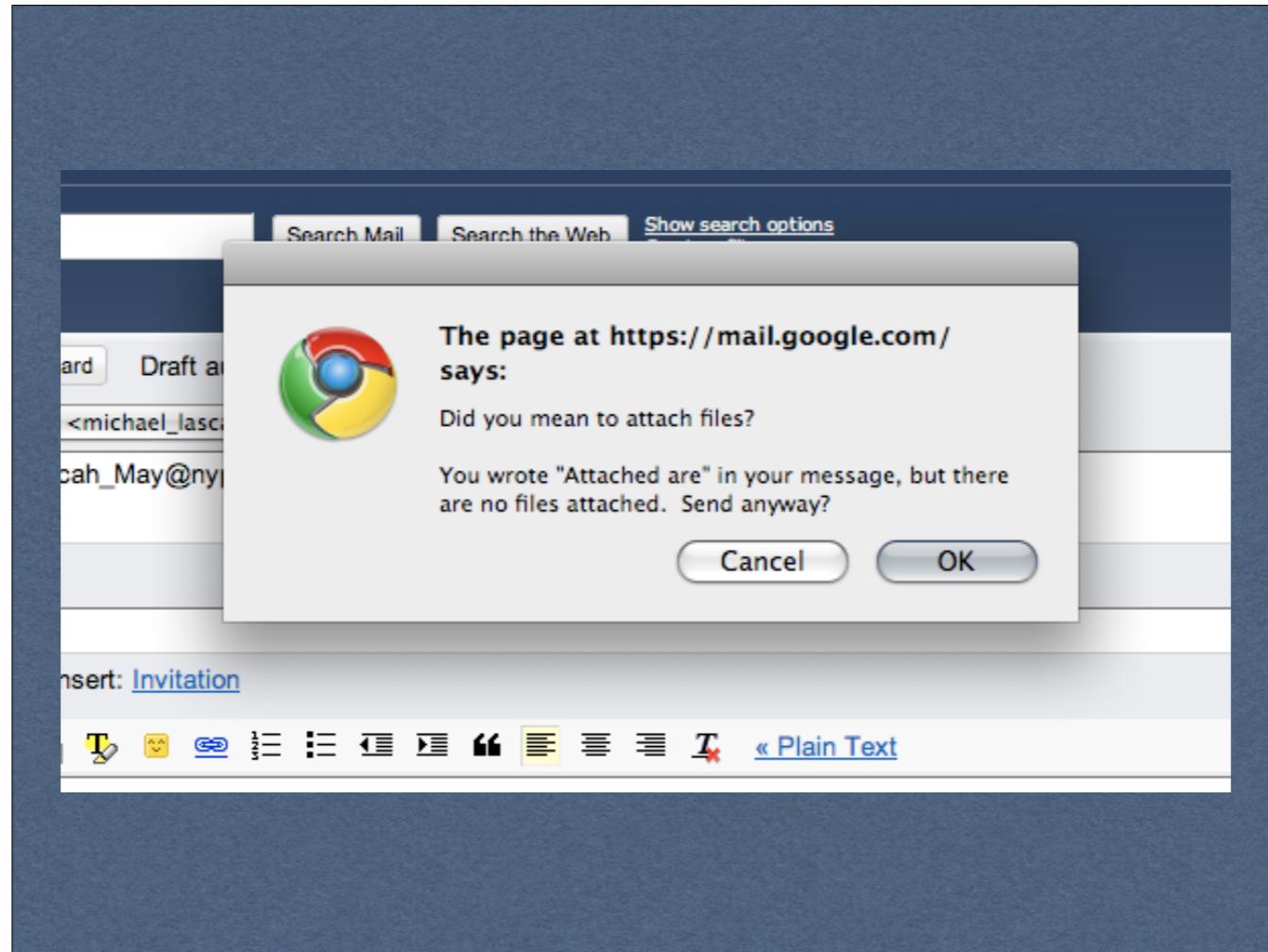
Details: Failed to connect socket. (Socket Error Code #10060: "A connection attempt failed because the connected party did not properly respond after a period of time, or established connection failed because connected host has failed to respond.")

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

Don't expose machine language to humans.



Be clear and obvious.



Be helpful, and solve problems in context.

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)

Bad contextualising. My answers to almost all of these questions stand a good chance of changing by the time I need to retrieve my password.



[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](#).



<https://collection.cooperhewitt.org/>



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

This item is all rights reserved, which means you'll have to [get permission from Auckland Libraries](#) before using it.



More information

Auckland Libraries has this to say about the rights status of this item:

"Copyright or other restrictions may apply to this image. Please check our terms of use before reusing, if in doubt contact Auckland Libraries"

You can learn more about the rights status of this item at <http://www.aucklandcity.govt.nz/dbtw-wpd/HeritageImages/termsofuse.htm>

WHAT CAN I DO WITH THIS ITEM?

You must **always** [check with Auckland Libraries](#) to confirm the specific terms of use, but this is our understanding:



Use it for research, private study, criticism, review, or news reporting

Even copyrighted material can be used without infringing copyright if it is for the purpose of research, private study, criticism or review as long as there is "sufficient acknowledgement"—and it is fair. [Learn more about Fair Dealing in NZ](#)



No sharing

You may not copy and/or share this item with others without further permission. This includes posting it on your blog, using it in a presentation, or any other public use.



No modifying

You are not allowed to adapt or remix this item into any other works.



No commercial use

You may not use this item commercially.

COOL RULE

WORDS
MATTER

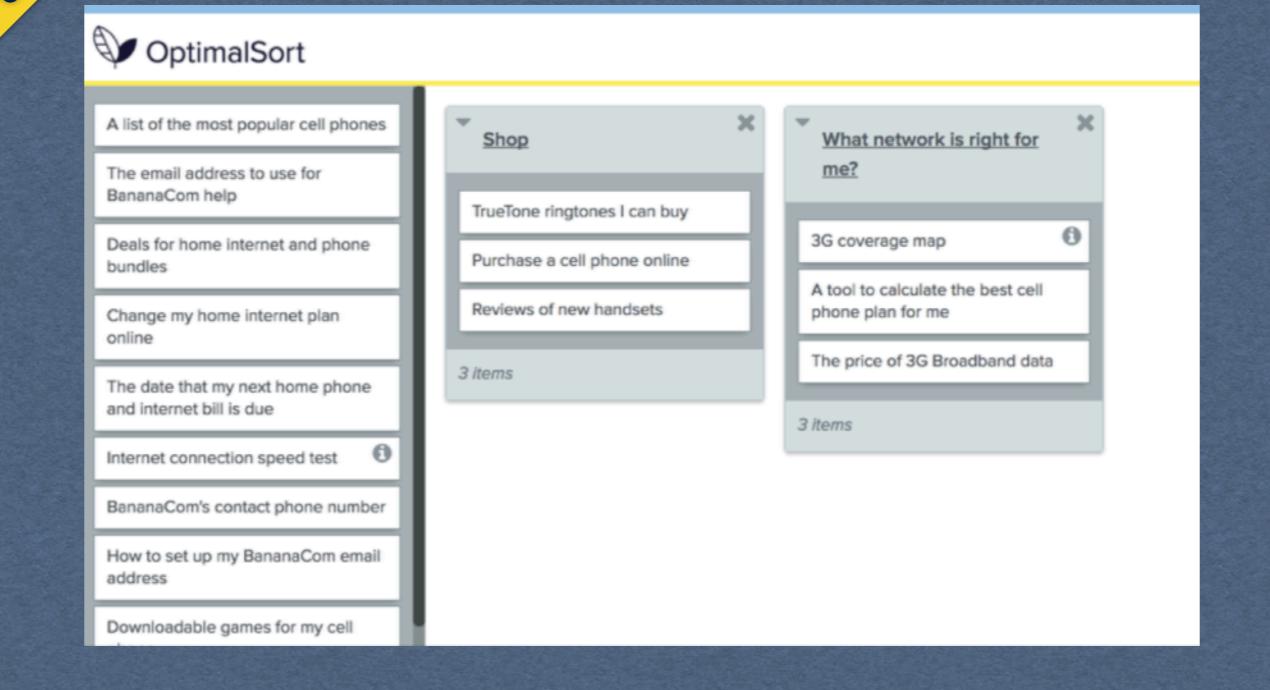
IN summary...



Are there tools that can help you refine language? YES.

cool TOOL

OPTIMAL SORT



The screenshot shows a website with a dark blue header and a yellow diagonal bar on the left containing the text "cool TOOL". The main title "OPTIMAL SORT" is in large white letters at the top. Below the title is a logo with a leaf icon and the text "OptimalSort".

The sidebar on the left lists the following items:

- 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
- BananaCom's contact phone number
- How to set up my BananaCom email address
- Downloadable games for my cell

Two dropdown menus are shown on the right:

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

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

3 items

At the bottom of the page is a URL: <https://www.optimalworkshop.com/optimalsort>

cool TOOL

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](#)

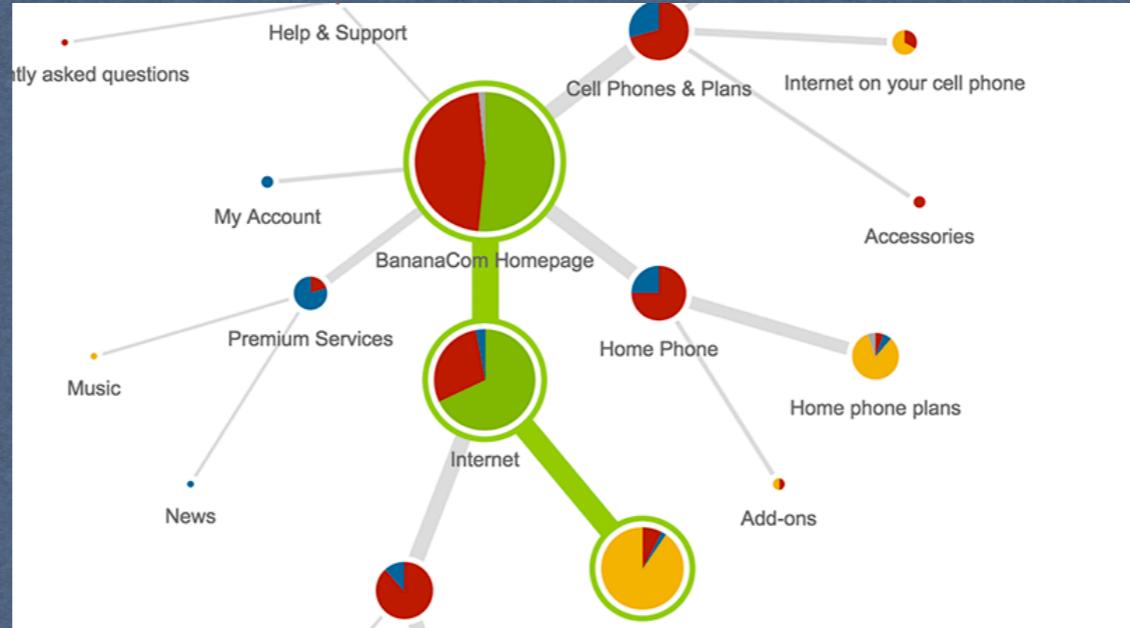
I'd find it here

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

“Information architecture validation software”

cool tool

TREEJACK



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

Neither of these tools need to necessarily be limited to web uses. Useful for many purposes.

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

<https://www.quora.com/What-is-a-good-roadmap-for-a-startup-from-idea-to-minimum-viable-product>

“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



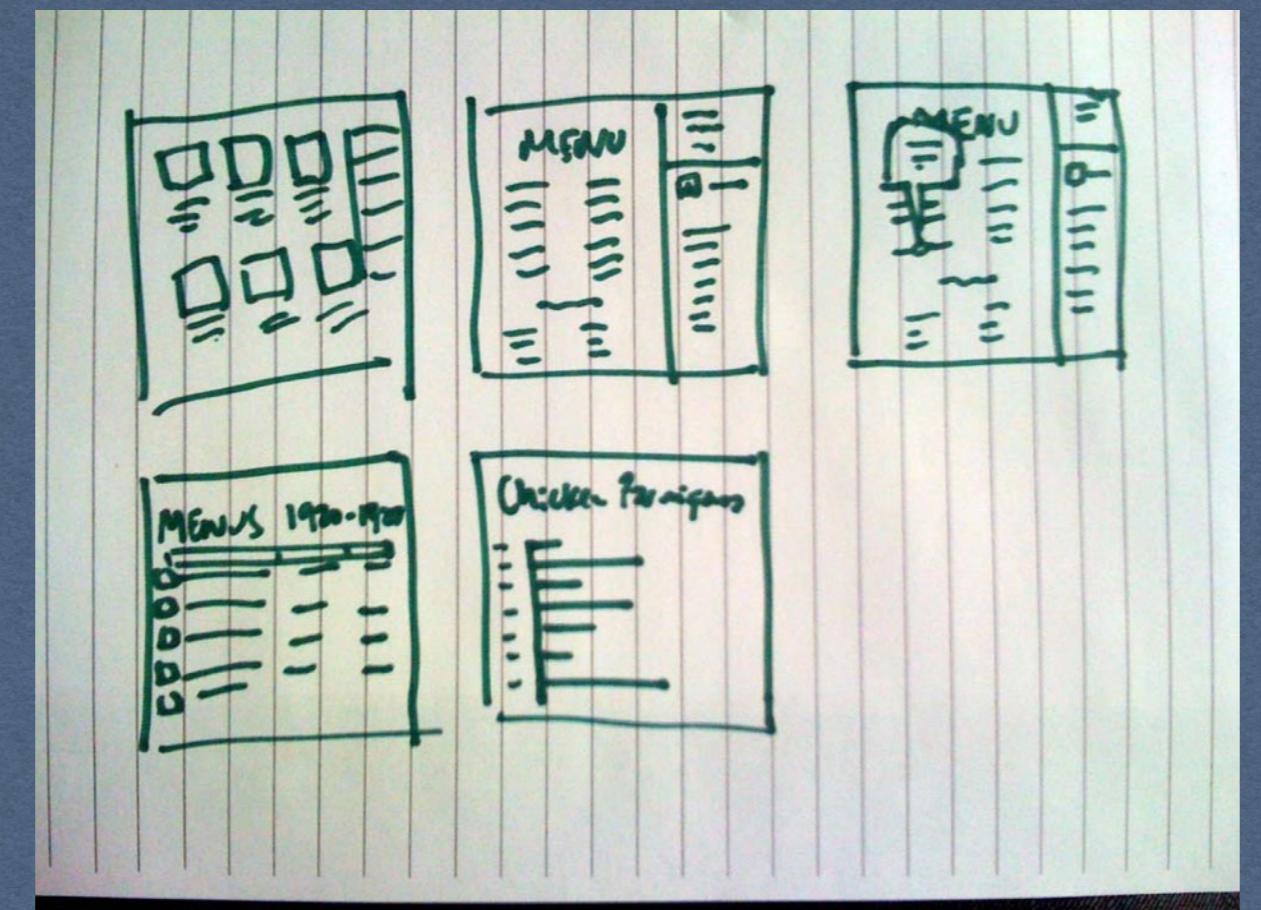
<https://digitalnz.org/records/38681530/laboratory>

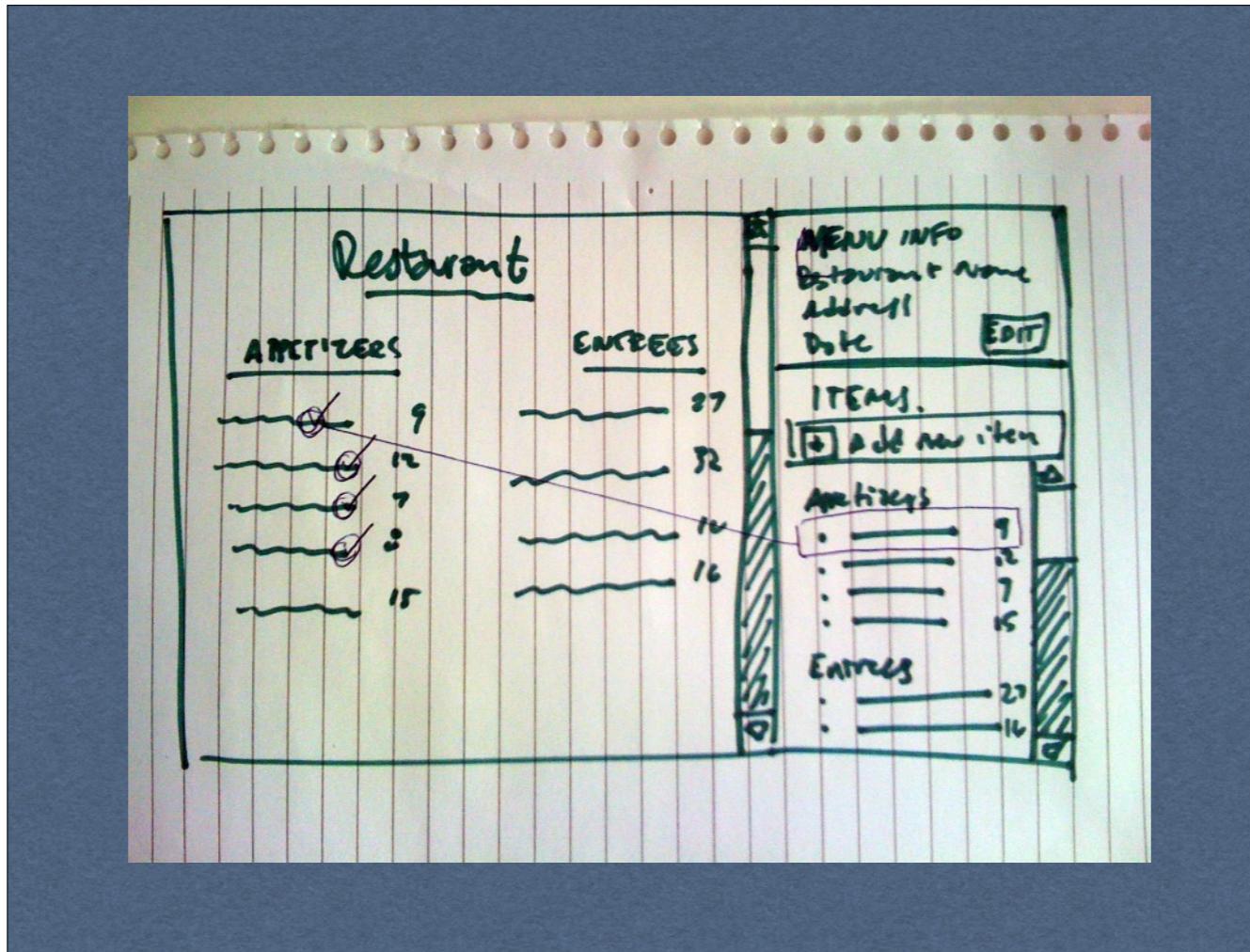
cool tool

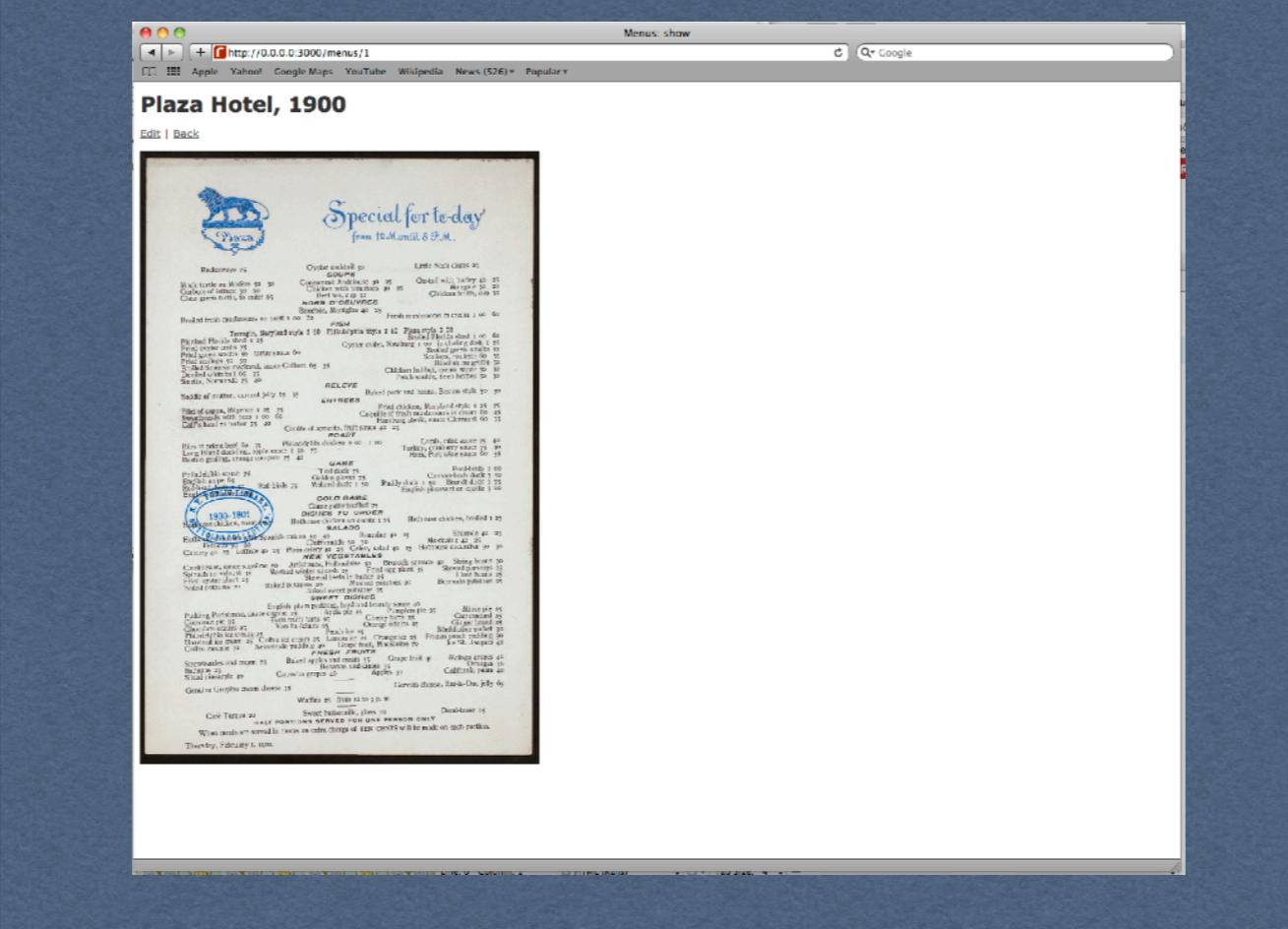
JUST THIS.



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







NYPL Historical Menu Collection

http://0.0.0.0:3000/menu_pages/1

Apple Yahoo GoogleMaps YouTube Wikipedia News (545) Popular

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

ITEMS LOCATIONS

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

NYPL Historical Menu Collection

Apple Yahoo! Google Maps YouTube Wikipedia News (556) Popular

NYPL Historical Menu Collection Digital Gallery Detail ID 474356

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

ITEMS LOCATIONS Go

LUNDI le 17. SEPTEMBRE.

THE RICHELIEU.

Carte du Jour.

de 5 à 8 HEURES.

HUITRES.

Rock oysters 35                                                                         <img alt="Rock oysters

Menus

Dishes

Data

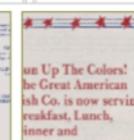
Blog

About

Help

See problems with this menu? Email us

The Great American Fish Company



Appetizers

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

Beverages

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

Wine of the Month

Chowder

MANHATTAN CLAM CHOWDER	\$2.25
BOSTON CLAM CHOWDER	\$2.25
CHOWDER BY THE CUP	\$1.30

Salads

MARINER SALAD	\$5.25
CHILLED ARTICHOKE	\$2.25
DINNER SALAD	\$1.50

Light Dinners, etc.

FISH & CHIPS	\$4.25
1/2 LB. HAMBURGER	\$3.95
GARLIC BREAD	\$0.75

Special Catches

SELECTIONS LISTED ON CHALKBOARD

Appetizers

SHRIMP COCKTAIL	\$3.50
COMBO COCKTAIL	\$3.75
CRAB COCKTAIL	\$4.00
OYSTERS ON THE HALF SHELL	\$4.25
STEAMED MUSSELS	\$4.95
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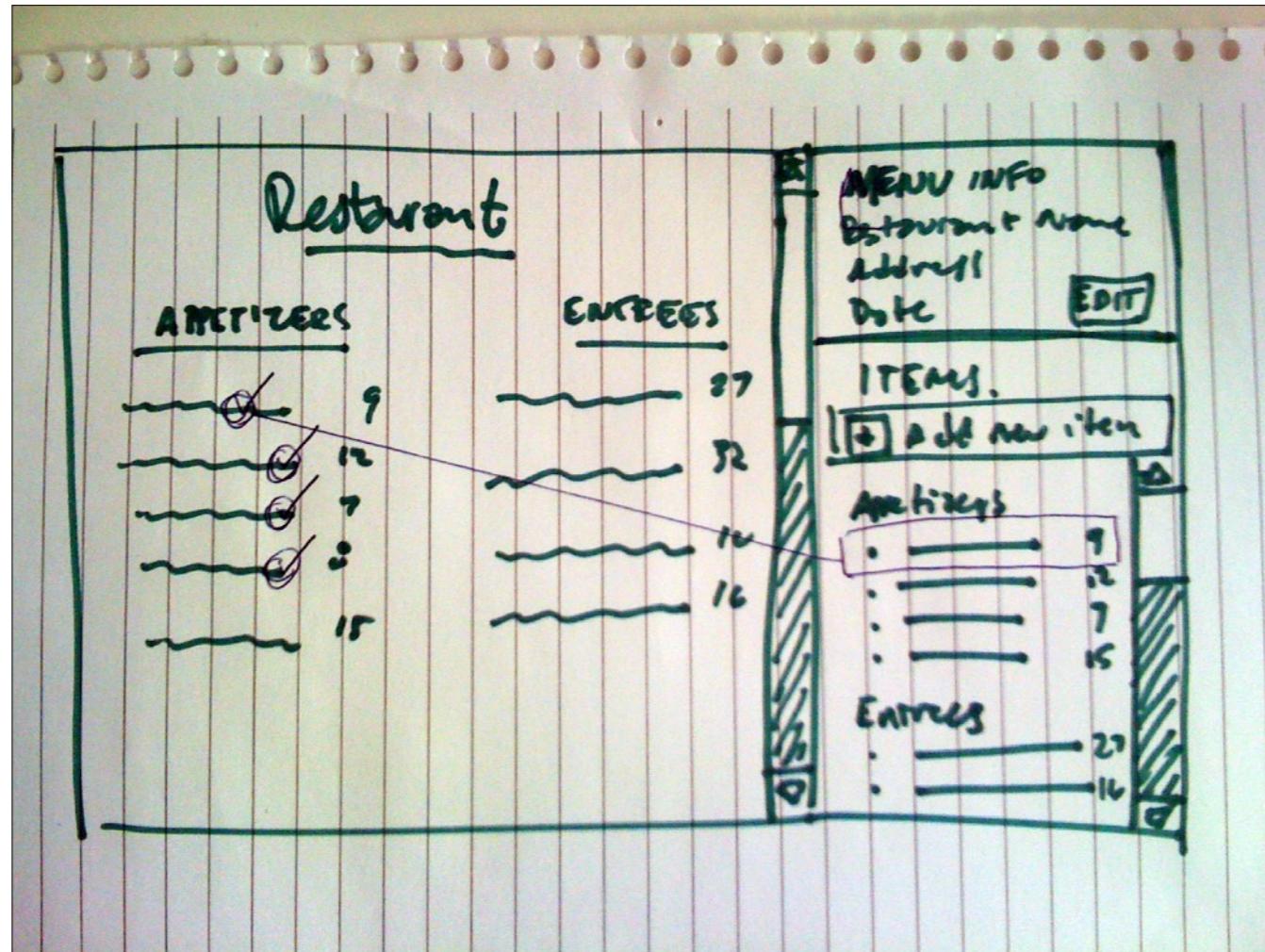
FISH & CHIPS	\$4.25
1/2 LB. HAMBURGER	\$3.95
GARLIC BREAD	\$0.75

Special Catches

SELECTIONS LISTED ON CHALKBOARD



Dish	Price
Fish & Chips Served With Red Cabbage Salad	4.25
Manhattan Clam Chowder	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



A PAIR OF
UX LAWS

COOL RULE

FITT'S LAW

PORTAL

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.

VALVE

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COOL RULE

HICK'S LAW

Title

All titles, all regions >

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

CLOSE X

- Select all
- National
- Anglo-Maori Warter
- 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 Tuouui
- Gisborne
- Gisborne Herald
- Matariki
- Poverty Bay Herald
- Takitimu
- 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
- Taranaki
- Hawera & Normanby Star
- Opunake Times
- Patea Mail



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.”

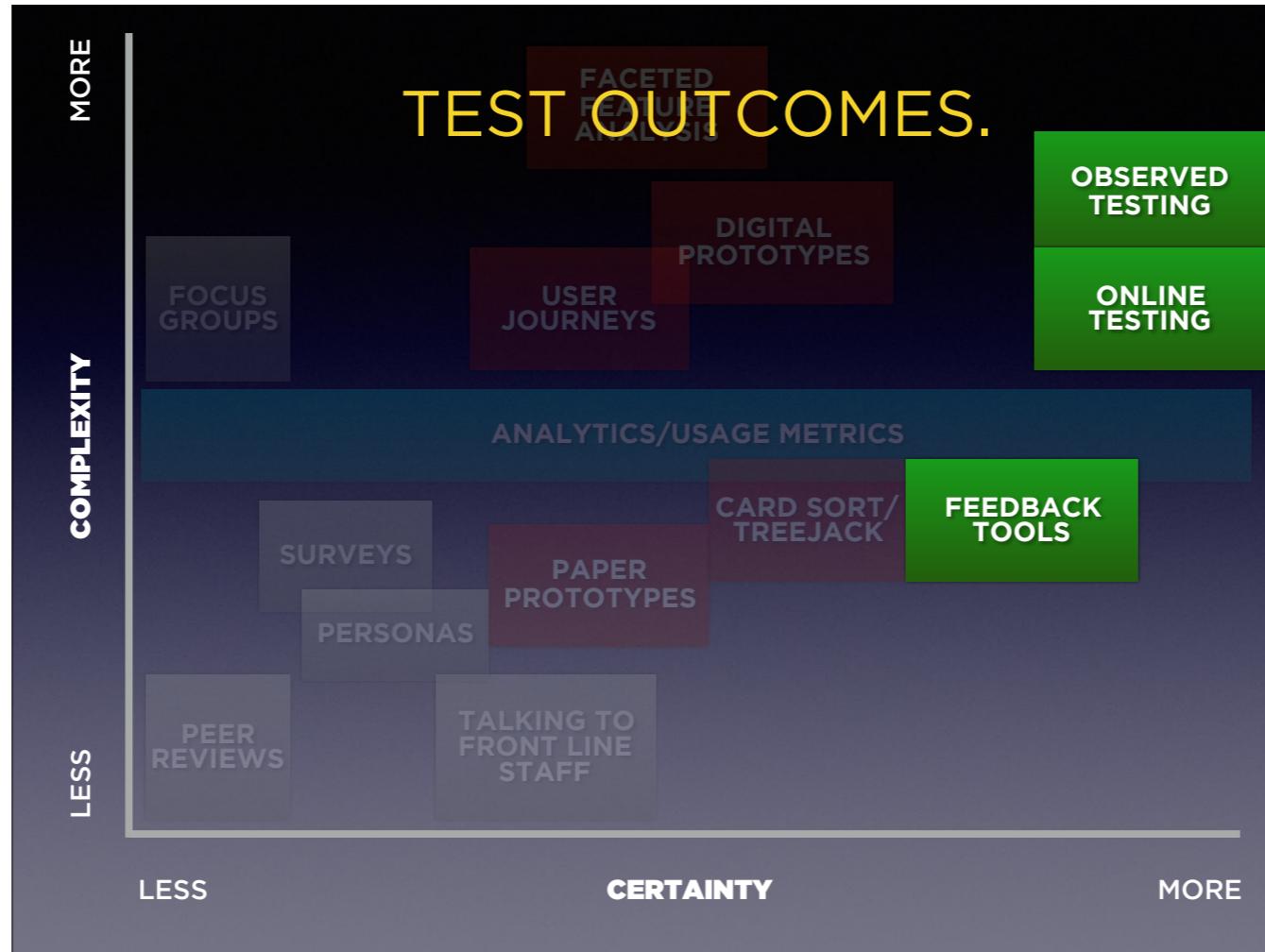
– GEN. HELMUTH VON MOLTKE
(PARAPHRASED)

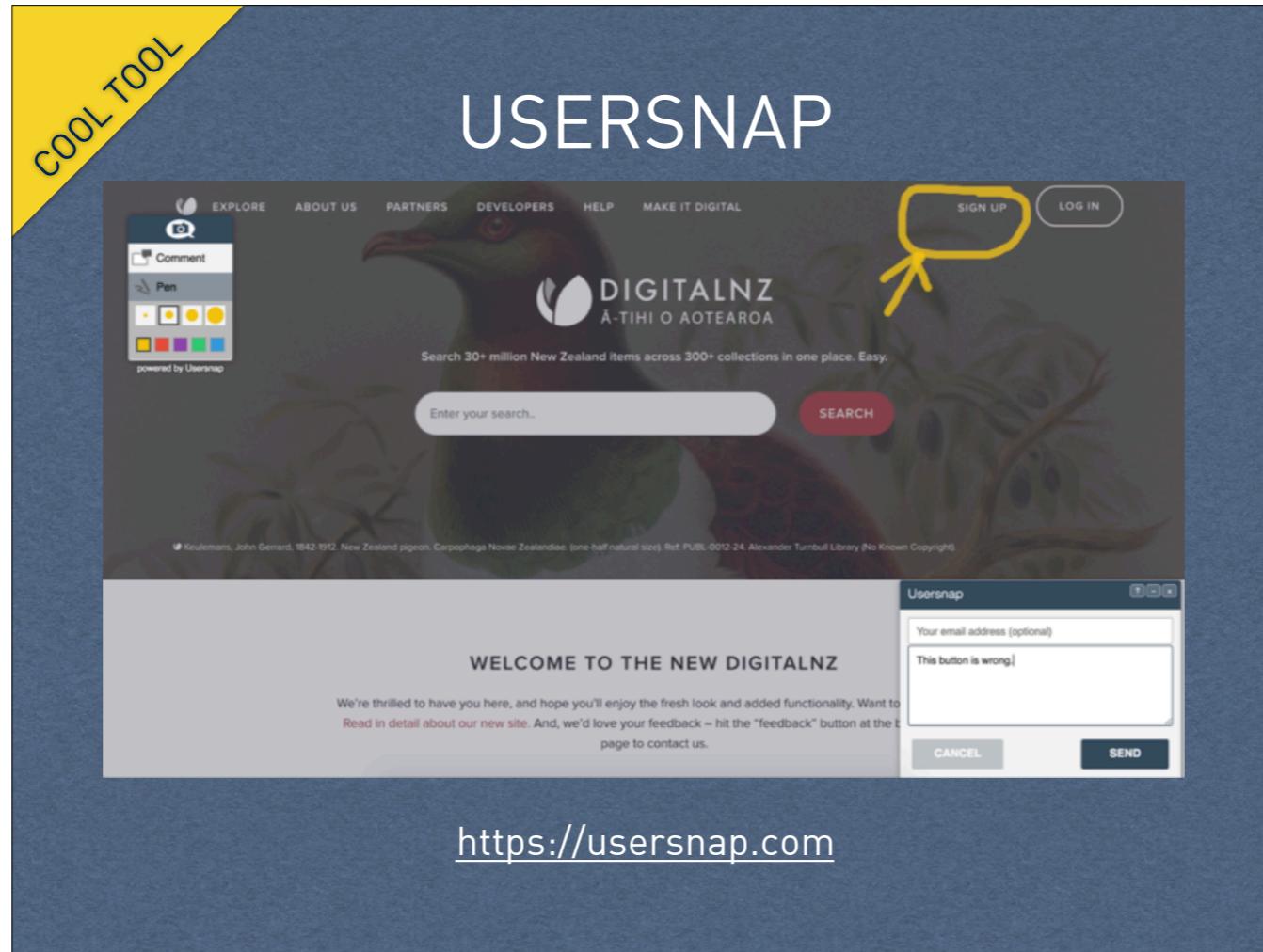
(Yeah, I know my customer is not my enemy, but it's a **good quote**, OK?)



JIM WATSON, "A BETTER REST AREA DIRECTIONAL SIGN"

<http://www.jamesrobertwatson.com/>

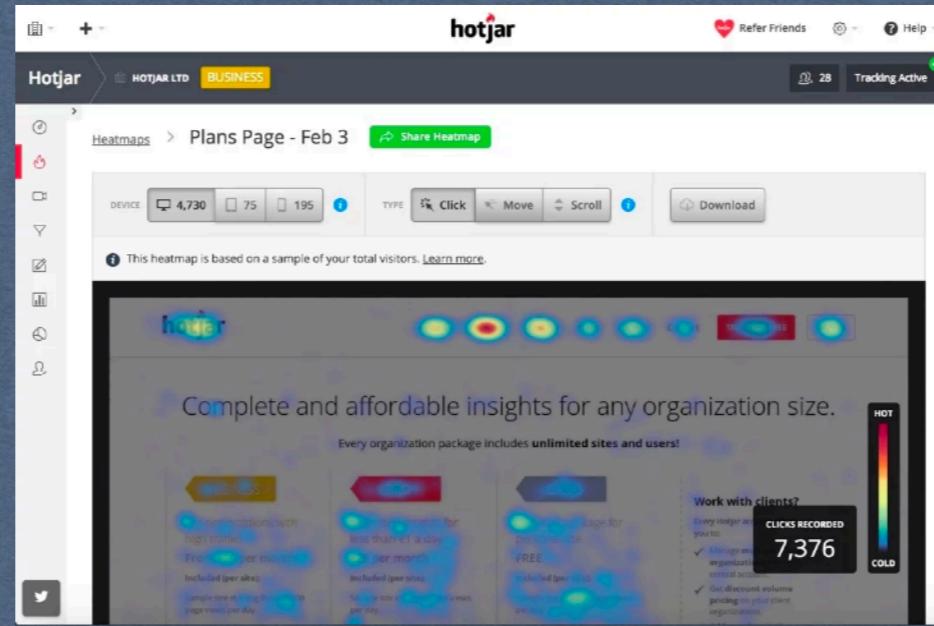




Good feedback tool we used on DigitalNZ redesign. Like all feedback tools, has a bias to the people that actually respond.

cool tool

HOTJAR



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

Great because it's an aggregation of essentially undisturbed field observations on real products, which is ideal.

KANOHI KI TE KANOHI

However, there is no substitute for simply observing someone trying to use your service, and learning from their successes and (especially) struggles.

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

Have a script and stick to it. It'll keep tests consistent and prevent you from "poisoning" the session.

2. PUT THE PERSON AT EASE

Repeatedly assure people that we're testing the software, not them. "This is the one time in your day where there are no mistakes you can make."

3. DON'T GIVE AWAY THE GAME

Try very hard not to bias your subject. Don't use the words that are in the prototype itself. Good leading questions are END GOALS: "Show me what you would do if you were interested in learning more about your family history."

A good first question, if needed, is to reveal the prototype and just ask, "So, what are your first impressions?"

4. EYES ANDS EARS OPEN

Observe. Note anything that could be a problem.

5. TEST FIVE PEOPLE PER ROUND

Jakob Nielsen's rule. <https://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/>

6. DON'T GUIDE

Librarians are natural helpers, so it will be PAINFUL to not help. But if they get lost, don't help. If they ask for help, just say, "If I wasn't here, what would you try next?"

7. BE HUMBLE

It's not them, it's you. There is no correlation between intelligence and usability. If they fail, make it your fault, and think about fixes.

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.

(Time permitting, have groups report back on their thoughts).

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

Ka whakairia te tapu
Kia watea ai te ara
Kia tūruki whakatahi ai
Kia tūruki whakatahi ai
Hui e, Tāiki e

Restrictions are moved aside
So the pathway is clear
To return to everyday life
To return to everyday life
Enriched, unified, and blessed

THANK YOU

Enjoy the rest of your NDF!

National Digital Forum Workshop
19 November, 2018
Michael Lascarides & Adrian Kingston

@mlascarides @adriankingston