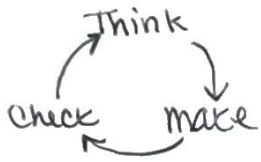


Collaborative Product Design Pt 4

Interactions (IXNs), how users interact w/ products over time



(14) Elements of IXNs

- For everything the user sees they do something
- an ixn model captures how a user ix's w/ an interface over time

• show the user, what they see & what they do (over time)

① what are the Δ parts of the ixn?

② how do the Δ parts affect each other?

③ how do we move the user from one part to another?

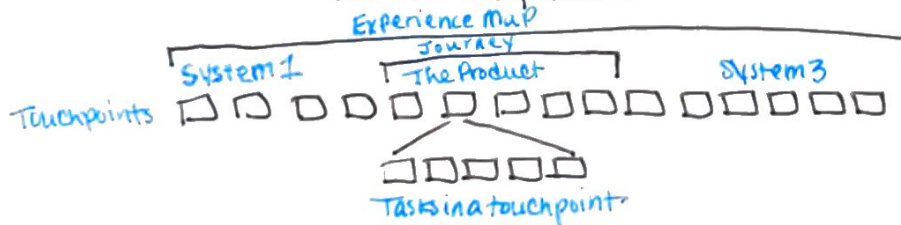
→ they freeze time so you can reveal ↑ value areas & reveal conversion points.

3 TYPES OF IXN MODELS:

(s) Touchpoints map what users do during a single touchpoint

(m) Journeys map ∞ touchpoints inside a single system

(e) Experience maps show touchpoints inside & outside a system or across several systems



* All touchpoints start w/ a

① scenario (aka story w/ people & a setting), ② users that are specific & unique, a

③ channel aka setting, & ④ tasks that are performed when you & your user touch each other

* You can make a user a user too (ex. coffee beans)

3 perspectives to determine what content to include in an ixn model:

① Length, # of touchpoints to show @ one time

② Depth, how much info to show abt each touchpoint

③ Point of View, from whose perspective do you tell the story?

→ act like levers that adjust what q's the ixn model can answer

- Phases mark different types of tasks group together

- Transitions mark when users move from one phase to another

• Can build ixn model as either "as-is" or "to-be", build it to answer q's your team has right now

⑤ Identify what to build with Touchpoint maps

* can do this as a part of sprint planning or formal product discovery.

① As a team, discuss & align on story, user & channel

② " " " , generate tasks needed to complete the story

③ " " " , refine tasks, task order, & handoffs to other ixns

④ " " " , explore task flow to understand relevant data, processes, content, analytics & interfaces

* You can only map one touchpoint at a time

to produce:

① diagram of how the user moves from one task to another

② A list of add'l details & requirements

<http://pxd.gd/interactions/touchpoint-map>

↑ detailed info & frameworks you can use

- "Hidden in everything the user does is something they saw."

- Any splits in the task flow where what they do depends on circumstance or decision are decision points.

- These decision points may lead to a separate touchpoint or back to the scenario's main path so that each scenario has one ending

- refine tasks by asking "How can the team make it easier, simpler, more delightful?" (if that's the end goal you're going for)

↳ look at changing sequence * remove tasks * automate tasks

* intro decision points to make main scenario easier

- Touchpoint diagrams support these convos:

① Interfaces ② data ③ Business Processes ④ Content ⑤ Analytics

↳ show a task is completed. Can draw a box around those tasks to show that it's on the same screen.

↳ what you need to complete a task. Capture this information below the task

↳ what to measure
Key ixns need more measurement; it's OK not to measure if it's not important

① Understand How Products Fit Together w/ Journey maps

→ discover the wider landscape within which your product lives

① Working together, generate touchpoints

(during project kickoff + discovery)

② Analyze journey to understand the context

③ Explore touchpoints in detail

* need a user + goal defined + aligned on + touchpoints, channels + phases make up a journey map.

→ more info / templates: <http://pxd.gd/interactions/journey-map>

* touchpoint flows map the user's tasks

* choose "as-is" or "will-be" perspective, regardless

Journeys map the user's touchpoints

current state will be referenced

→ go back in time enough to be useful + forward " " " " " "

→ encourage alternate paths knowing that in the next activity each touchpoint ~~path~~ will need its own column

→ Can analyze the journey by time, ixn, pattern

→ "There is no right journey, only the one that provides useful information."

* Can note owned / unowned channels + online / offline ixns, systems, primary users, location | channel | device

* mark up touchpoints to highlight patterns

* pays special attention where users move from one kind of ixn to another. or from one phase to another

→ Probe for: ① key ixns ② business processes (ex approvals, notifications)

③ data requirements ④ system integrations ⑤ content needs

⑥ analytic needs ⑦ painpoints / opportunities ⑧ open q's