12-14 Spins on User Experience

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Session Details

What is "user experience," really? Sure, it's that feeling people get when they interact with your software, but the term UX is being used for more than that, in confusing ways.

- "We need some UX magic before we launch"
- "The UX team just gave us the designs, so let's start coding"
- "We don't have time for a UX process on this project"
- "Everyone needs to get better at UX if we want to be agile and innovate"
- "Hire someone with a UX degree, as long as they can also code"

In your organization, is UX a design process, a separate team, a ubiquitous skill, or a meaningless buzzword?

If people are confused about user experience in your organization, then come to learn these 12 spins on UX so that you can communicate about it better. You may also find the 12 UX spins helpful in integrating UX with agile, defining roles, writing job descriptions, adopting DesignOps, or planning the next re-org.

A Little About Me

- User Experience Consultant
  - Innie: IBMer, 2001-2012
  - Academic research foundation: BGSU, 1988-1997
- CodeMash: attendee, exhibitor, volunteer, guest
  - Hanging out at Ohio IT Association booth this year
- Talking about User Experience across Ohio in 2020
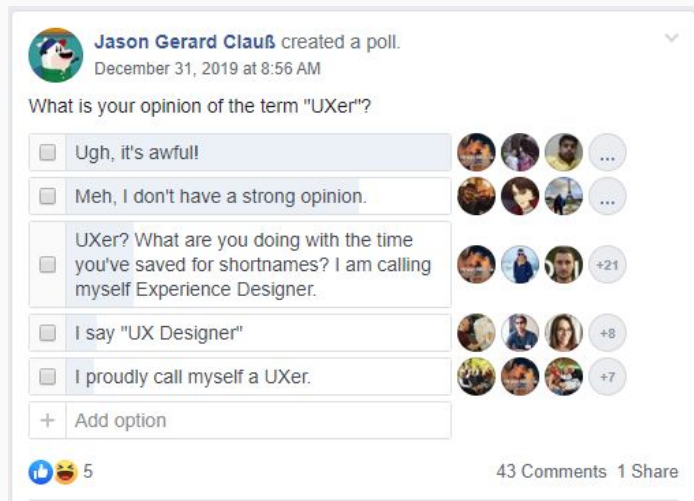 - e.g., May in Cincinnati

Who is here? Why?

- Software developer
- Front-end developer
- User interface designer
- User experience researcher
- Manager, coach
- Free-lancer, consultant, agency
- Business, technical leader
- Educator
- Student
- *Who else?*

Why are you here?

What do you hope to get out of this?

Poll: What is your opinion of the term "UXer"?

(UXPA Facebook group post, 12/31/2019)

Different interpretations of the term "UX"

- Doesn't make much sense as "User ExperiencER" (because UX is the user's impression).
- A way to cover many roles on a team with a single term.
- A general term for anyone who works in the field (a practitioner).
- Inclusive of all the different UX professions.
- UX seems to be a set of skills taught at a 4 week course.

Triggering bigger issues and challenges

- OK as shortcut for UX Designer. *Reply*: That ignores all of the UX Researchers, and others. It is short for UX practitioner.
- Makes sense because UX Designers are becoming mindless pixel movers.
- It is better than UX/UI, which is a sign that recruiters have no clue.
- UXer cheapens the profession. *Alternate*: It cheapens the craft.
- A UXer has some skills, but an Experience Designer understands the theory.
- UXer is someone on our broad UX team. *Reply*: Why not call it the design team? *Reply*: Because we are not all designers.
- Does the field (profession) require more regulation?
- Why are we arguing about a term? Just do quality work!

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What do we mean by "User Experience"?

1. Impression
2. Mindset
3. Process
4. Methodology
5. Field of Study
6. Practice
7. Tools
8. Profession
9. Team
10. Strategy
11. Buzzword
12. Skill Set
13. Change
14. Industry

Spin & Discuss

spin.dexterityux.com

UX as Impression

"I had a really bad experience trying to buy something from that web site."

An impression someone gets when interacting with products, services, spaces, brands, systems, and organizations

Pretty good definitions (with tweaks)

> A user's perceptions of a system: **ease of use, utility,** and the **effectiveness** of the user interface (UI)
> All aspects of the end-user's interaction with the **company**, its services, and its products
> How a person **feels** about using a system
> The perception left in someone's mind following a series of interactions between **people, devices, and events**
> A user's interaction with an interface with a focus on how satisfying and successful the experience is. **The function to complement UI's form.**

Problematic definitions, common misperceptions

> How **it works** on the outside, where a person comes into contact with it
> A **set of material** rendered by a user agent which may be perceived by a user and with which interaction may be possible
> The quality of experience a person has when interacting with a specific **design**
> Encompasses all aspects of a **digital product** that users experience directly
> The totality of the experience of a user when visiting a **website**

See allaboutux.org/ux-definitions for more (old time) definitions

UX as Mindset (another intro)

"UX is easy, just follow the Golden Rule."

A mindset of caring about your users' needs and doing your best to serve them

Organizations view the amount of work needed and challenges in defining, designing, and delivering good user experiences at many different levels.

> Easy: Just don't treat them like "stupid users"
> Basic: Some general purpose skills will do the trick
> Mechanical: With the right tools, anything is possible
> Repeatable: Follow a (any) process, requires practice to get it right
> Manageable: Administer and direct your teams to success
> Strategic: If the people at the top know what they are doing, we'll be fine
> Scientific: We cannot just make it up, there is knowledge to acquire and proven approaches
> Brain surgery: Bring in professionals who have devoted their careers to it
> Cultural: "Culture eats strategy for breakfast"
> Industrial: Our company cannot solve the important challenges alone

What mindsets do your organizations have?

Example: "agile"

Which mindsets make it easier to define, design & deliver good user experiences?
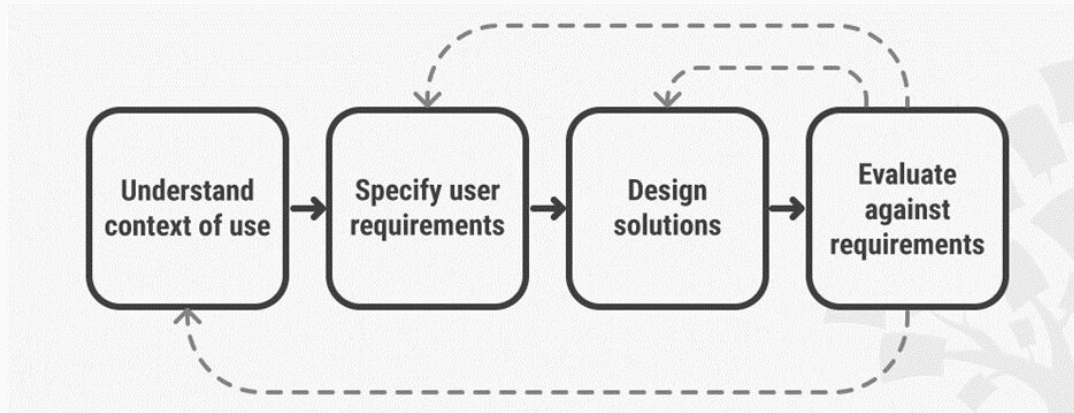
Which mindsets make it harder? Why?

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UX as Process

"We need more time to determine actual user needs instead of just designing from the product feature wishlist."

A human-centered process (with steps like discovery, analysis, conceptual design, and evaluation) used for business and social impact
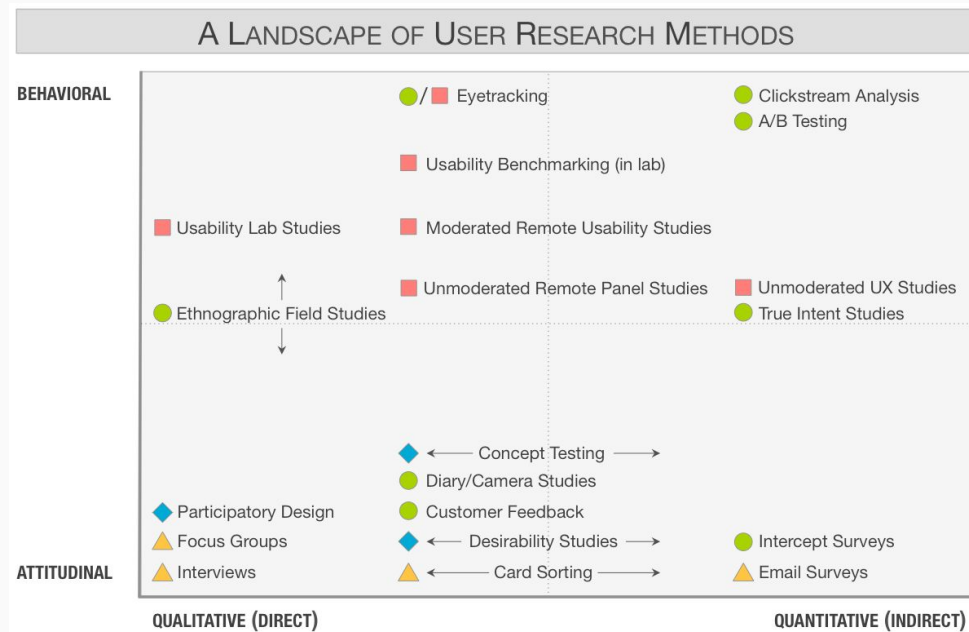

https://www.interaction-design.org/literature/topics/user-centered-design

https://www.pinterest.com/pin/204210164327573202/

UX as Methodology

A methodology, a body of techniques and rules about how to use them that govern our specialty

A LANDSCAPE OF USER RESEARCH METHODS

BEHAVIORAL

- 🟢/🟥 Eyetracking
- 🟥 Usability Benchmarking (in lab)
- 🟥 Usability Lab Studies
- 🟥 Moderated Remote Usability Studies
- 🟥 Unmoderated Remote Panel Studies
- 🟢 Ethnographic Field Studies
- 🟢 Clickstream Analysis
- 🟥 A/B Testing
- 🟥 Unmoderated UX Studies
- 🟢 True Intent Studies

- 🔷 ←——— Concept Testing ———→
- 🟢 Diary/Camera Studies
- 🔷 Participatory Design
- 🟢 Customer Feedback
- 🔺 Focus Groups
- 🔷 ←——— Desirability Studies ———→
- 🟢 Intercept Surveys
- 🔺 Interviews
- 🔺 ←——— Card Sorting ———→
- 🔺 Email Surveys

ATTITUDINAL

QUALITATIVE (DIRECT)   **QUANTITATIVE (INDIRECT)**

KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

- 🟢 Natural use of product
- 🔺 De-contextualized / not using product
- 🟥 Scripted (often lab-based) use of product
- 🔷 Combination / hybrid

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Attribute	Testing Method		
	Lab-Based	Remote Moderated	Remote Unmoderated
Geographic Diversity	Poor: Limited to 1 (or a few) Locations	Good: Users from across US and Globe can participate. TimeZone Difference is main drawback for international studies.	Good: Users from across US and Globe can participate for times that are convenient to them.
Recruiting	More difficult because the geographic pool is limited to the testing location.	Easier because no geographic limitation but sessions are still longer.	Easiest because no geographic limitation, shorter sessions.
Sample Quality	Good-Excellent: Limited to People willing to take time out of day. Tight control over user activity.	Good-Excellent: Able to recruit specialized users at minor inconvenience and can view most	Fair-Good: Often attracts people who are in it for the honorarium or people who try and game the system.

https://www.nngroup.com/articles/which-ux-research-methods/
https://measuringu.com/method-comparison/

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Is it SAFe to talk about this?

https://www.scaledagileframework.com/lean-ux/

Lean User Experience (Lean UX) design is a mindset, culture, and a process that embraces Lean-Agile methods.

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UX as Field of Study

A field of study focused on how people behave in technology-enabled contexts and how to creatively address human needs

Examples of UX-related fields of study (with local examples)

> Science > Computer Science > ***Human-Computer Interaction*** (CMU)
>   - HCII (actually) = CS + Humanities + Business + Fine Arts + Technology + SEI
> Informatics, Computing, and Engineering > Informatics > ***Human-centered computing*** (Indiana U.)
> **Information** > *UX Design* (U. Michigan & Kent State)
> Technology > Visual Communication Tech (BGSU); Visual Communication Design (Kent State)
> Arts & Sciences > Design > **Industrial or Visual Communication Design** (OSU)
> Art > **Graphic Design** (BGSU); Art & Design > Design (U. Michigan)
> Creative Arts > *Experience Design* (Miami)
> Arts & Letters > **Writing**, Rhetoric & American Cultures > *Experience Architecture* (MSU)
> Liberal Arts & Sciences > **Anthropology** > Business & Organizational (Wayne State)
> Cognitive & Learning Sciences > Applied **Cognitive Science** and Human Factors (Mich. Tech)
> Business > Product Management (CMU)
> **Management** > Design & Innovation (CWRU)
> Design > Design + MBA (IIT Institute of Design, Chicago)

What are YOUR "fields of study"?

> Computer Science > Software engineering
> Engineering > Software
> Business > Information systems

Overlap fields

> Computer Science
> Business

Complementary fields

> Arts
> Humanities

UX as Practice

"I really liked the case studies at that UX conference."

A community of practice, a group of people who share a passion for user-centered design and learn how to do it together in social settings

There are LOTS (too many?) communities where you can learn how to practice UX.

International, national, local groups, with talks, articles, workshops, ...

> IxDA, IxDA Columbus
> UXPA International, Michigan UXPA, UXPA Cleveland
> AIGA, AIGA Design Educators, AIGA Toledo
> UX Akron, UX Dayton

Conference-driven communities, like Midwest UX

Online communities

> General purpose, like Reddit & UX Mastery
> Topical, like Design Systems (on Slack)

> Besides CodeMash, what are YOUR favorite communities of practice?
> Which communities overlap with UX?
>> e.g., Toledo Web Professionals
> Do your communities at least hang out with UXers once a year?
>> e.g., Columbus Tech Community Holiday Celebration
> What works & doesn't work with your communities of practice?
> Should our communities collaborate more? How?

UX as Toolset

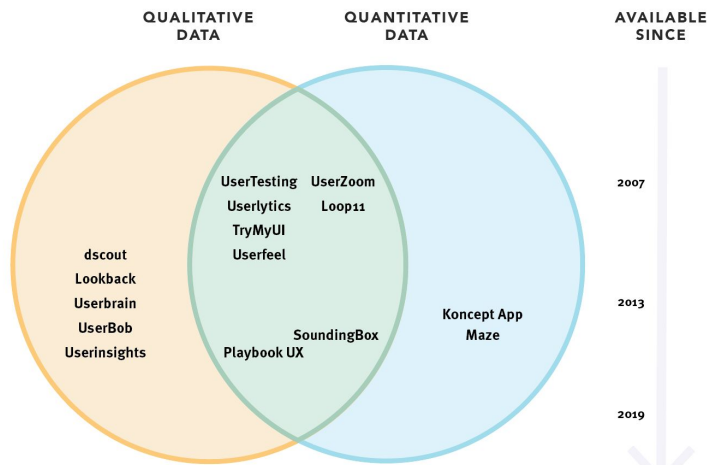## "Which is better, UserTesting or UserZoom?"

A set of tools, ranging from sticky notes & sketchbooks, to spreadsheets & drawing applications, to remote testing & prototyping platforms

What types tools do we need to share in order to work together effectively?

What SPECIFIC tools do you use that UX practitioner's should also use?

Types of Data Collected by Unmoderated Testing Tools

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UX as Profession

"I am a good interaction designer, but I want user researcher to be my next UX job."

A profession, with careers, occupations, and jobs such as user researcher, information architect, user interface designer, and usability engineer

If the requirement for a profession is simply a plethora of job openings... (Indeed.com, 1/7/20)

> **UX/UI Designer**. TRAIT, Cleveland. Understand needs, problems and their users and design solutions.
> **Sr. UX Designer**. 24 Seven, Lorain. Convert wireframes into real world design.
> **Digital Strategist, User Experience**. SimpsonScarborough, Columbus. Translating audience research into website visitor personas, sitemaps, user flows, and wireframes.
> **UX Designer**. Marxent, Miamisburg. Collaborate with cross-functional teams to plan, design, and develop a comprehensive user experience.
> **UX Researcher**. T-Cetra, LLC, Dublin. Planning, conducting, and reporting on research into digital and in-store experiences.
> **UX/UI Developer**. Axcess Financial, Cincinnati. Scope, Design, Develop and Test content, experiences and interfaces on our digital platforms.
> **UX / Functional Architect**. Hanson, Toledo/Columbus. Eliciting and clearly documenting requirements and assumptions.
> **Specialist, User Experience**. Nationwide Mutual Insurance Company, Columbus. Define and document site architecture, navigation elements, content strategy, map user flows, and propose best practices in usability and interactive design.
> **Sr. Consultant, UX Innovation Researcher**. America At Work, Columbus. Leading research and rapid prototyping, design thinking background and Ethnography research methodology.

Profession "requirements"?

- Full-time occupations
- Training ("certificates")
- University degrees
- International, national, local associations
- Ethics
- Licensing (by state in USA)
- Recognition by governments to self-manage or be regulated

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15-0000 Computer and Mathematical Occupations
15-1250 Software and Web Developers, Programmers, and Testers
15-1251 Computer Programmers
15-1252 Software Developers
15-1253 Software Quality Assurance Analysts and Testers
15-1254 Web Developers
15-1255 Web and Digital Interface Designers
Design digital user interfaces or websites. Develop and test layouts, interfaces, functionality, and navigation menus to ensure compatibility and usability across browsers or devices. May use web framework applications as well as client-side code and processes. May evaluate web design following web and accessibility standards, and may analyze web use metrics and optimize websites for marketability and search engine ranking. May design and test interfaces that facilitate the human-computer interaction and maximize the usability of digital devices, websites, and software with a focus on aesthetics and design. May create graphics used in websites and manage website content and links. Excludes "Special Effects Artists and Animators" (27-1014) and "Graphic Designers" (27-1024).

Illustrative examples: Digital Designer, Graphic Web Designer, Web Content Specialist

Standard Occupational Classification System

Profession, the context

https://www.nngroup.com/articles/100-years-ux/

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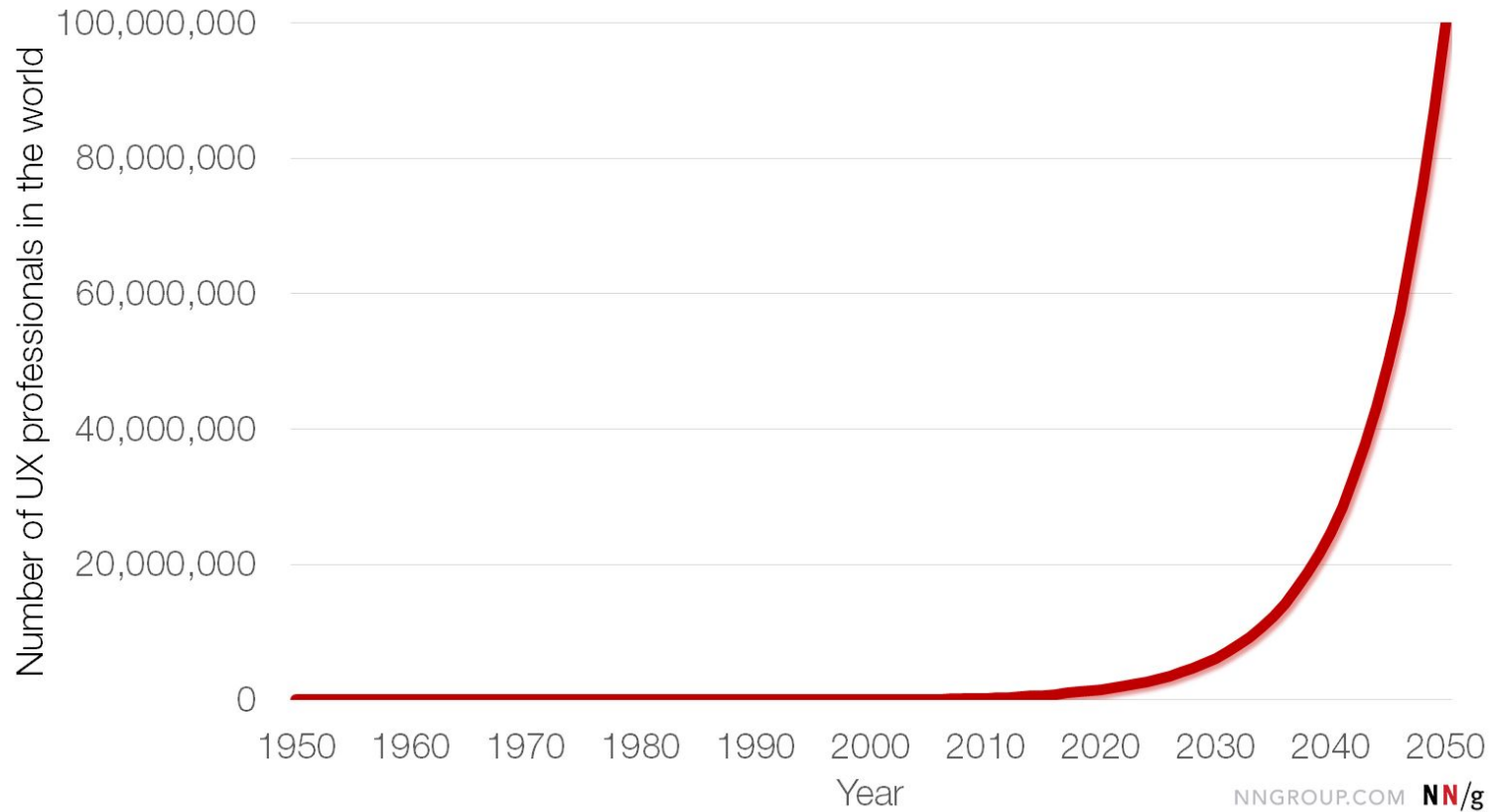
UX as Team

"Is UX done yet? We need to start coding!"

A team (made up of various roles) that defines, designs, and delivers solutions for customers, employees, business partners, citizens, and other groups of people

Common roles on a UX team

> Visual designer
> User interface designer
> Interaction designer
> Product designer
> Experience designer
> Information architect
> Content strategist
> User researcher
> Experience architect
> Prototype developer
> Usability specialist
> Accessibility specialist
> Design system manager
> Project manager
> Manager

Other team names

> Design
> Product design
> Service design
> Digital design
> Experience design
> Customer experience
> Employee experience
> Experience strategy
> <Business unit> design (if distributed)
> Usability
> DesignOps

Common "owners of UX" & "homes for UX teams"

> CEO, CTO, CIO, CMO, CDO, CXO
> Vice President, Director, Manager
> Engineering
> Product
> IT
> Marketing
> HR
> Innovation
> Customer service
> Communications
> <Business unit>

Where are UX teams located within the structure of your organizations? Is that good or bad?

UX as Strategy

"Let's make sure users can do everything themselves online, we do not want them to call us."

A strategy, a vision and plan, on par with organizational strategies for business, marketing, branding, technology, and products

> Goal for the impressions you want to enable
  - Strategy for what users experience, perhaps communicated as a Product or UX roadmap

> How your organization prepares to "do UX well"
  - Strategies for method selection, prototyping, staffing, training, evangelization, selecting projects, etc.

https://playbook.uie.com/
https://courses.theteamw.com/series/complete-list-of-all-courses-and-reports/ux-strategy-bundle

Day 1

	Morning	Afternoon
	Driving your organization's transformation	Leading product and service innovation

Day 2

	Morning	Afternoon
	Readying your team to tackle bigger design challenges	Lay the groundwork for change at all levels

UX Strategy Fundamentals

▶ Introduction to UX Strategy and Deciding on UX Work for Projects   PREVIEW

▶ How to Prioritize Your UX Projects

▶ How to Create a Roadmap and Action Plan for UX Strategy

☑ Quiz: UX Strategy Dimensions, Roadmap, and Action Plan

▶ UX Principles and UX Infrastructure

▶ UX Methods

▶ UX Toolbox and Promoting UX in the Organization

☑ Quiz: Principles, Methods, the UX Toolbox and Promoting UX

📄 Study Guide

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A buzzword misunderstood in business

!%$ **UI** #@/!& **UX** #*?\!

> Which buzzwords drive you crazy at work?
> Which are the most damaging?
> Which are actually helpful?

UX as Skill Set

"Everyone needs to get better at UX if we want to be agile and innovative."

A skill set, a collection of abilities, such as empathy, divergent thinking, and sketching, which can be applied to any professional or creative endeavor

Listed for UXers (and other roles)

> Empathy, team player
> Solution driven, delivery focus
> People, relationships
> Passion, energy
> Communication, listening
> Creativity
> Technology understanding

Common for UXers

> Sketching
> Storytelling
> Critiquing
> Presenting
> Facilitating

Enterprise (UX) knowledge

> Software development methods
> Documentation (e.g., design systems)
> Analytics
> Marketing
> Business
> Domain

https://medium.com/amplify-design/shapes-of-ux-designer-ad047bddac7f

https://articles.uie.com/indispensable_skills/

https://articles.uie.com/assessing_ux_teams/

UX as Change Agent

"Our UX work will not succeed if we don't change the culture around here."

An element of digital transformation and change, key for organizations to survive in the future

> In early days, we did **incremental, tactical process and operation changes** focused on getting the job done.
> Then, some UX practitioners started picking up specific **change management skills**.
> In some organizations, practical pairings starting to happen, like "Change management" and "Usability" as peer teams.
> Things advanced more when **Innovation teams became "design thinking based"**.
> Then **Digital Transformation** became a THING.
> Now it seems fairly common knowledge, at least among the thought leaders:
>   - Why User Experience (UX) is the centerpiece of digital transformation (Akami)
>   - Why User Experience Should Be Front and Center in Digital Transformation (Cherwell)
>   - "Chemical companies never imagined that they would need to provide the same 'user experience' to their customers as consumer electronics companies." (Accenture)

> Who is in charge of "change" in your organization?
> "Digital transformation"?
> Does it feel like human-centered change or transformation?
> How involved are you?

UX as Industry

An industry, a collection of business establishments that act as a whole, are regulated, and get analyzed for economic activity

Different ways to think about UX & Industries

> Companies that specialize in UX
> - UX Consultancies: Lextant, Blink, TecEd, Frog
> - UX training, education & content: NNG, UIE/Center Centre, Rosenfeld Media
> - UX tool providers: Adobe, InVision, UserTesting
> Companies that do UX (and lots of other things)
> - Design agencies (like IDEO)
> - Product, app & software shops
> "The tech industry" (Facebook, Google, IBM, ...)
> "The design services industry" (NAICS 5414 & 5415)

> What "industry" do you feel like you work in?
> Which industry organizations are making a difference? How?

But these do not capture the **cross-industry** nature: UX teams at manufacturers, financial institutions, healthcare systems, government agencies, ...

So, what do we mean by "User Experience"?

1. Impression
2. Mindset
3. Process
4. Methodology
5. Field of Study
6. Practice
7. Tools
8. Profession
9. Team
10. Strategy
11. Buzzword
12. Skill Set
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Which aspects of user experience are most important for you (as a software developer)?

Which aspects of UX are most important for your organization's success?

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