

MAY '15

Special Thoughts

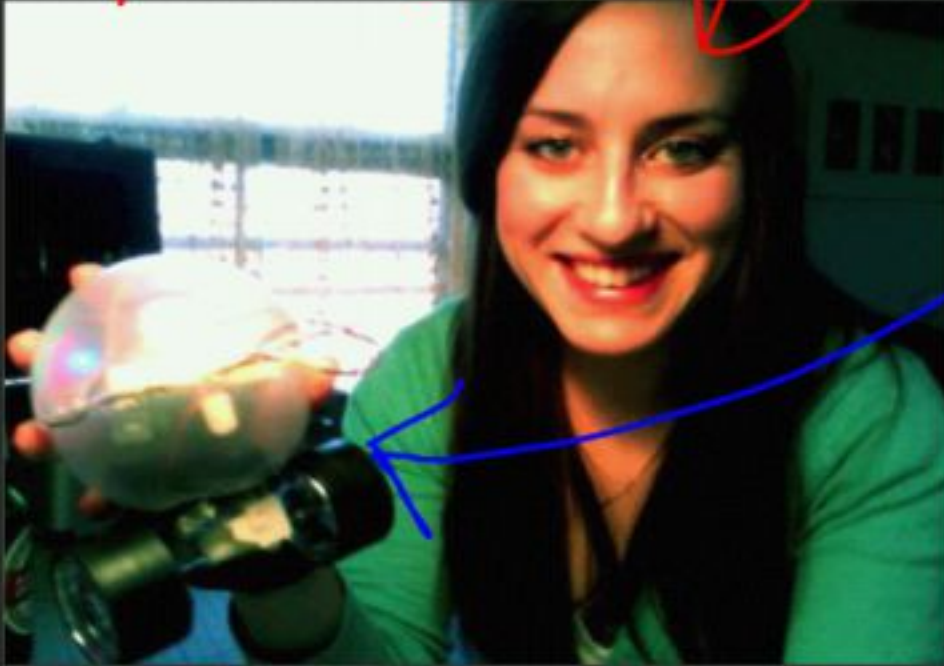
2013







This is me ✓ (I like making robots)



This is my dog



M  
i  
l  
l  
i  
e

This is my family ✓

Bro

dad



me



Brian



And this is my loving fiancé Brian w/ one of my horses.





this is what  
work is ✓



... although recently I  
just moved desks...

... and I no longer own a  
Microsoft Surface.

I ♥ my job (so far)



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Madeline Jannotta | People On The Move

## Madeline Jannotta

Date added: December 18, 2012

Submission Type: New Hire

Current employer: Trading Technologies, Inc.

Current title/position: User Experience Researcher

Industry: Technology

Position department: Research & Development

Duties/responsibilities: Madeline Jannotta will be responsible for analyzing and creating use cases for Trading Technologies' flagship platform, X\_TRADER.

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the new year  
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## Madeline Jannotta, user experience researcher, Trading Technologies International, Inc.

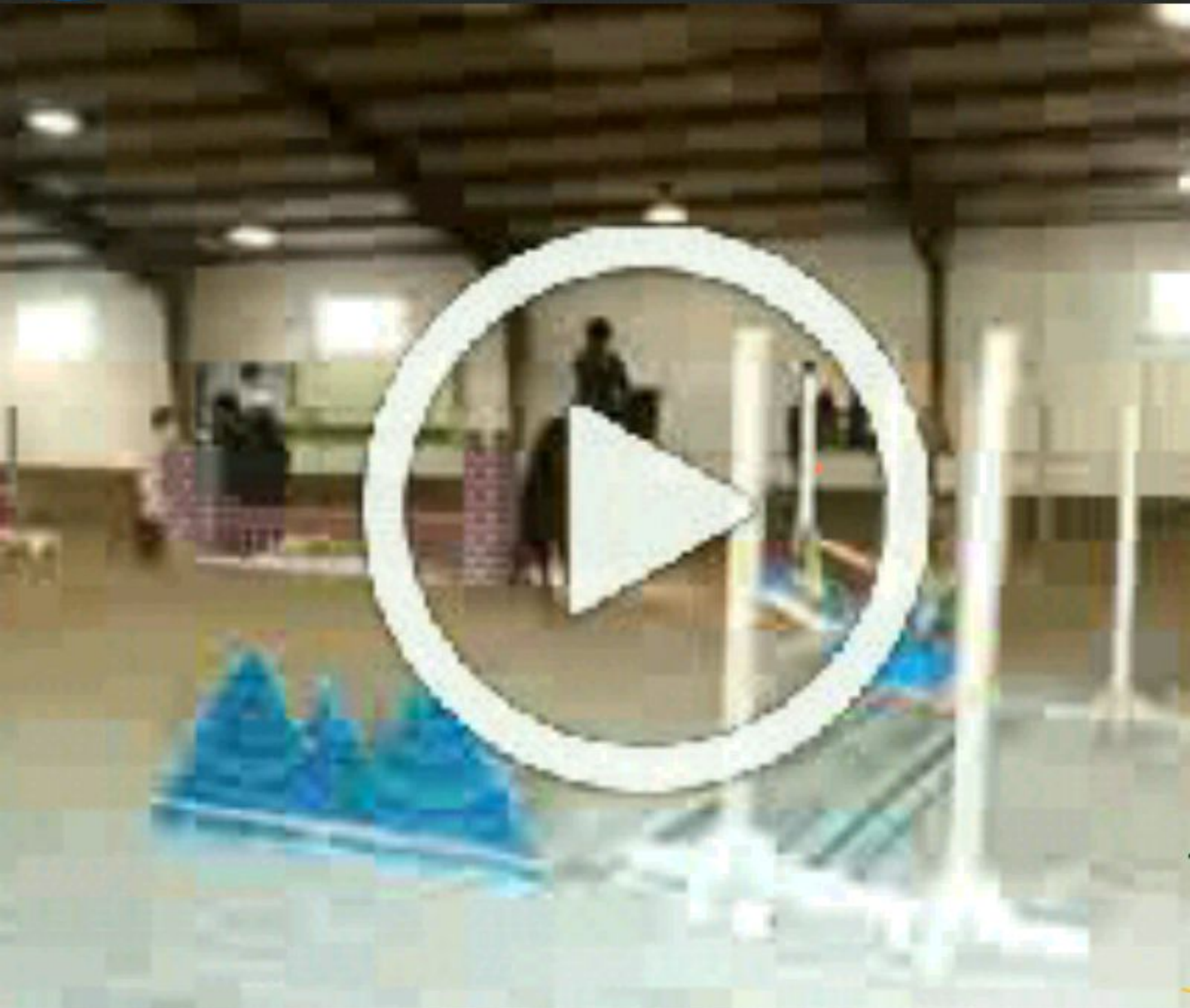
Madeline Jannotta, 27, was hired as a user experience researcher at Trading Technologies International, Inc. She will be responsible for analyzing and creating use cases for the company's flagship platform, X\_TRADER. Prior to TT, Jannotta worked in the user experience department at Sears and was a UX specialist for Scripps Network. Jannotta has a bachelor's degree from Cornell University and a Master's degree from New York University.

Chicago Tribune 'Moving on Up'





# Lil' Abner!

1.19.13



Me and 'Abner' jumping 2'6"  
in our first lesson together!



So get another (and hopefully  final ) attempt at curating a digital journal on my Galaxy Note tab.

The previous pages contain some images and moments in time that are representative of some of the many things going on in the story of my present life.

The hope is to use the following pages as a sort of roving repository of all of my thoughts, musings, accomplishments, ideas, and any other interesting tidbits worth documenting. The coming months have a lot in store, so here's to embracing the unknown!



Should all go as planned, 😊 ☁️  
the next year will bring:

- a wedding
- move to our first new home
- continued chaos in my new job at IT
- a new horse
- honeymoon to French Polynesia
- a bunch of other shit I have no idea is going to happen...

I'll keep my notes, drawings, ideas, photos, videos, and whatever else  
here as best I can, to help  
me to remember and relish this time.  
♡ ☆ Δ ∅



Abner + Me !!!





## Initial Notes and Subject Clusters

### Prologue

*We are the music makers,  
And we are the dreamers of dreams,  
Wandering by lone sea-breakers,  
And sitting by desolate streams;—  
World-losers and world-foresakers,  
On whom the pale moon gleams:  
Yet we are the movers and shakers  
Of the world for ever, it seems.*

We are all human, and we are all seekers of pleasure. Whether we find that pleasure socializing with friends, enjoying a fine meal, meticulously assembling model trains, or anyother means through one out pleasure , today's infinitely complex technological landscape the chances of these activities involving at least some degree of technological mediation almost certain. For instance, the social butterfly hops on his or her smartphone to log in to facebook or send out a group message; the gourmand goes to Open Table to make reservations online, even the model train engineer finds himself using Google to search for a video tutorial to assist in his assembly process.

Obviously, there is no shortage instances wherein technology plays a critical role in our lives, from the most mundane daily activities to the most highly specialized and personal. Hence, it is of utmost importance that technology "behave" appropriately across this vast spectrum of potential uses, and is in line with our expectations as users.

A toaster, for example, should not require the user to enter complicated numerical data via an embedded touchscreen in order toast a piece of bread.

Similarly, I'd be quite puzzled if my new top of the line smart phone consisted of two rectangular slots and one giant lever on the side. This rule applies to all technologically mediated products, and services (which I will now generally refer to as "systems" interchangeably) : The number and complexity of features associated with a system should align with users' innate expectations and perceptions of that product, and it's intended behavior and purpose. In general, the systems we choose to interact with every day abide by this rule, or at least to an "acceptable" degree.



The danger, however, is lurking in the weeds – namely, in that one little word “acceptable”. What each user deems as an “acceptable” experience, “acceptable” degree of complexity, “acceptable” level of functionality, etc., is totally subjective, and is dependent on a number of external factors. Convenience, price, availability, ease of use, establishment of identity, individual user habits, and personality traits are just a few determinants of what we choose to use and what we choose to lose.

Unfortunately, in today's chaotic world of rapid technological production, whether intentionally or unintentionally, designers can end up operating in a kind of vacuum. Designers often lose focus on the end-to-end user experience, in favor of their own opinions and visions of the product. Worse, the resulting lack of communication with departments like Research or Analytics can result in a failure to address key needs of users, resulting in an inferior end product.

Alas, there is a silver lining to this cloud! As it turns out, negative /poorly designed experiences are perfect opportunities for both designers and users to learn how to better communicate with one another. With improved communication will come improved interaction, better experiences, and superior products and services. User, Designer, Developer, CEO, we all possess innate knowledge and expectations of how the world works. As Humans, as users, and as professionals, we have an obligation to share that knowledge freely amongst one another, regardless of rank or status. This is an essay about human nature, and the power we wield in shaping the future of technology.

We are the music makers, And we are the dreamers of dreams, Wandering by lone sea-breakers, And sitting by desolate streams;— World-losers and world-forsakers, On whom the pale moon gleams: Yet we are the movers and shakers Of the world for ever, it seems.

### **Techno-logic: Befriending the 8th Grade Bully**

**Abundance** (more 8th graders == better chance for multiple bullies... can “gang up, etc.)

**Similarly, More tech == more room for mistakes**

**Pervasiveness** (The bully is in the classroom, on the playground, at lunch... ).

**Ubiquitous tech is a given.**

**Addressing “complexity”** ( How scary could this guy really be?) **Added features – good or bad?**

**Measuring user experience( approaching the Bully and having an open conversation)**

**User Testing Market Research R&D, etc. Conquering “complexity” (Bonding with the Bully)**



Breaking down tech/services into smallest parts/modules

Subjective Psychological/Experiential Determinants

Emotions Dominate our impressions of experience Are contagious

Drastically alter our impressions of overall experience Negative

Experiences Uncertainty → Negative emotions, anxiety, etc. These negative emotions how severely we interpret Something as a negative event. Personal Experience Conscious vs. Unconscious

To gain true understanding of human user experience, must

Measure both conscious and unconscious thoughts/behaviors, And how the two interact. People have a basic desire to feel good about themselves, therefore we have a tendency to be unconsciously biased in favor of traits similar to our own. Must understand science of the unconscious mind We all have implicit frames of reference that produce habitual thinking and behavior. Memory Unique Experiences "Serial Position Effect"

(remember the end, then beginning then middle) Always end on a positive note Memory of the event often more important than the event itself

Recollections subject to our own memory distortion. Memory of the whole more important than memory of parts. Expectations

Cognitive Dissonance Failure to meet, lack of → tension, frustration, etc

Alignment/Loyalty Consumer impulse to "punish" bad services is stronger than desire To "reward" an overly delightful service. Consumers are most satisfied when basic needs are met. Bas more to do with how well companies/services deliver on basic promises, meet "expected level" of pleasant experience. Building loyalty has more to do with reducing consumer effort - The work needed to be done to effectively solve their problem – than by "delighting" them. Acting on this idea has proven to improve customer

Service, reduce customer service costs, decrease overall Customer "churn" /overturn "Over the top efforts" often make little difference. Instead:

Provide simple, quick solutions Address consumers' emotional states Elicit/use user feedback (especially from struggling/confused instances)

Focus on problem solving Remove Obstacles Repeat actions Redundant information submission Cumbersome menus, etc. External Product

Properties Complexity Both necessary and manageable Is here to stay

Divide and conquer → break down whole → small parts/modules In order to cope, need: Communication (feedback) Avoid error messages, explain in problem in plain language. Aid human comprehension and memory Provide tools for learning Handle unexpected events. Good conceptual models

Signifiers/Affordances Behavior determined by observing others' behavior

Necessary Features: "Forcing Functions" → features designed to prevent erroneous actions Design Challenges (esp. for Complexity)

Provide well structured, cohesive experience Don't "Over

Design" Design end-to-end experiences that meet all user needs

Differentiate design for individual vs. designing for groups.

Security issues

Automation Advantages Disadvantages



Media inclusion: Video – good for a learning aid, 10-30 secs max Videos should be real, brief, to the point, no “selling”.

Challenges Going Forward Competing for tomorrow's user To compete in this aggressively interactive environment, companies must shift their focus from driving transactions to maximizing customer lifetime value. That means making products and brands subservient to long-term customer relationships. And that means changing strategy and structure across the organization—and reinventing on Reinventing Your Marketing department all together.

Consumer Relationships view their customer relationships as evolving over time, and they may hand off customers to different parts of the organization selling different brands as their needs change.

Future of Research Market Research The emphasis of market research changes in a customer-centric company. First, the internal users of market research extend beyond the marketing department to all areas of the organization that touch customers—including finance (the source of customer payment options) and distribution (the source of delivery timing and service). Second, the scope of analysis shifts from an aggregate view to an individual view of customer activities and value. Third, market research shifts its attention to acquiring the customer input that will drive improvements in customer- focused metrics such as CLV and customer equity.

“R&D” To make sure that product decisions reflect real-world needs, the customer must be brought into the design process. Integrating R&D and marketing is a good way to do that. New/Evolving Roles in business Chief Customer Officer: A successful CCO promotes a customer-centric culture and removes obstacles to the flow of customer information throughout the organization. “Taming Technology” Requires partnership between designers and users.

Users must be willing to take the time to learn underlying necessary skills Structure, master Communicates effectively Is learnable Provides social interaction. Designers must provide a structure that



# Thoughts about UX + Finance

## Q's

- why is/did the industry experience such severe lag?
- why has this not been a problem for this userbase?
- why is it suddenly important?
- how can we adopt good UX practices without disrupting familiarity / flow? Esp. in a high-stake fast paced industry?



Some thoughts I have on UX in finance.

1. Opportunity costs are high. The average person frequenting a financial service has an immediate and different set of needs, goals, and expectations. The typical person casually browsing the internet for recipes or clothing has only their own time and sense of comfort/ease at stake. There is no predetermined or concrete source of urgency, or risk with which the average consumer must account for other than the possibility of having an unpleasant or inefficient/ineffective experience.

In trading, inherent internet risks associated with the activity have two effects. First, the user is less likely to care about minor usability pitfalls or cognitive burdens as long as their immediate goal -making money- can be accomplished. Steeper learning curves are tolerated and unnecessary complexity is avoided or dealt with somewhat unwillingly in the ultimate attempt to access and utilize the more important things that allow one to trade and ultimately be profitable. Hence, a trader as a user, already coming to the plate with bigger fish to fry, is less likely to gripe about details, as doing so would cost them precious time, and learned behaviors, even when irritating, trump the need for ultimate usability when and if one can accomplish their goals in an acceptable amount of time.



Hence, a sort of self fulfilling, recursive process has occurred wherein a perceived difference in effectiveness vs. Ease of use has led to a stunted adoption of ux practices and standards infavor of things life stability, familiarity, legacy knowledge. its almost as if when trading became an electronic activity, the switch from floor to screen was so significant that the thought of x changing the screen itself or how it behaved was, at least for many years, not considered to be a priority, or even considered at all. meanwhile, the world of e commerce exploded, then imploded, then exploded again, with a new focus on serving the end user. Recreational software, online and video gaming, and emerging mobile technology evolved with a new focus on user experience and customer satisfaction as the ubiquity of tech demanded attention to UX Details as a prerequisite to being regarded as a legitimate competitor in the business world.

The difference in adoption of UX in both fields might be attributed to the idea that much like traders, businesses are also out to make money. Users of most Tech platforms were looking to spend, whereas traders were to gain. Whereas those who were designing trading platforms sought to make money by providing their client with whatever technology they need to make money, makers of retail based tech like web, mobile, games, and interactive media sought to provide customers with enticing, slick and streamlined platforms that would be the easiest



route for users to spend money by way of encouraging engagement and providing unique and unprecedented technology experiences (Sega game gear, iPod first gen, palm trio smartphones, ereaders, the trajectory of google,).

The trader as a consumer did not need or want the next hottest thing. Their means of trading was not any rejection in their personal tastes, style or affluence, but a utilitarian necessity whose only job was to work, not even necessarily well. With no need to fulfill the personal and emotional, behavioral needs of the user, trading software got the equivalent of a get out of jail free card. At least, until about three years ago, when the inevitable occurred, a new kind of trader appeared with a different set of goals, and pervasive technology in our lives made bloated, cumbersome trading platforms begin to seem bloated and cumbersome.

The current state of affairs for UX in trading technology is noticeably lagging well behind the rest of the techno sphere, both in its implementation and in its conceptual adoption. The benefits of integrating better UX standards and practices are indisputable to the outsider, but remain a tough sell to many in the trading world. Arguably, integrating UX improvements into a system as fragile and infinitely complex as electronic trading is a daunting task that will require extensive research, incredible attention to detail, and extreme precision. On the



part of the UX practitioner; however, it is not an insurmountable task given the correct resources, access to knowledge, and information needed to do the job right.

The sea change from super fat, Bohemian desktop clients with antiquated interfaces and redundant, unnecessarily complex hierarchical structure is imminent. As makers of technology, designers of trading platforms no longer be able to coast on the assumption that utility trumps usability, especially as younger traders with pre established expectations of how a piece of software look, feel, and behave. The same will prove true of tenured traders just the same, as the pervasiveness of technology in our everyday lives inevitably infiltrates our understating and expectations, exposing glaring gaps in experience that have been overlooked by designers and users alike for far too long.

Achieving a usable and positive trading experience will take time, talent, focus, and patience, and active participation and input from a full gamut of users and subject matter experts. The services that will succeed will undoubtedly be those who recognize the need to adapt and the importance of maintaining a dedicated, powerful team of UX practitioners, researchers, and designers to help guide design changes toward a more usable, desirable trading product that



its purpose as a robust, efficient, and effective tool that the trader needs to work. Acknowledging the needs of the trading audience as a user and consumer, in addition to a proprietor, is perhaps the first step down a path toward a better kind of electronic trading.































































































































