People First: Keeping the User in User Experience
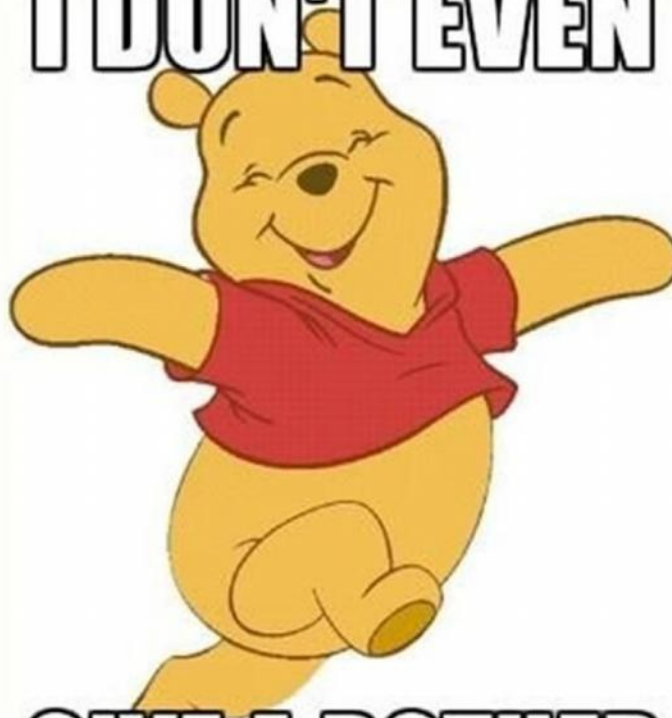
@stephanielummis

Keeping People in User Experience

Goal

To give you insights into how to

   understand your target audience better

   keep pace with who they are and what they want

   persuade them through the customer journey
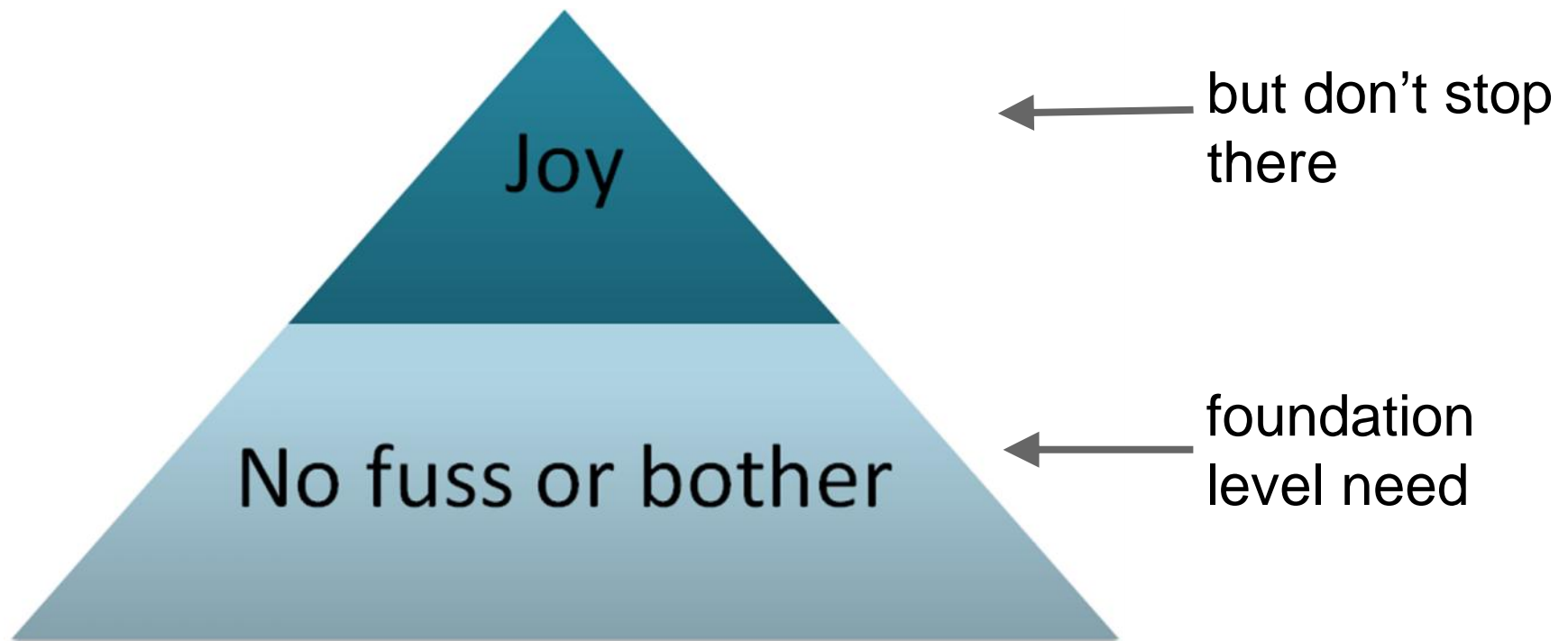
   conduct the right research at the right time

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User experience

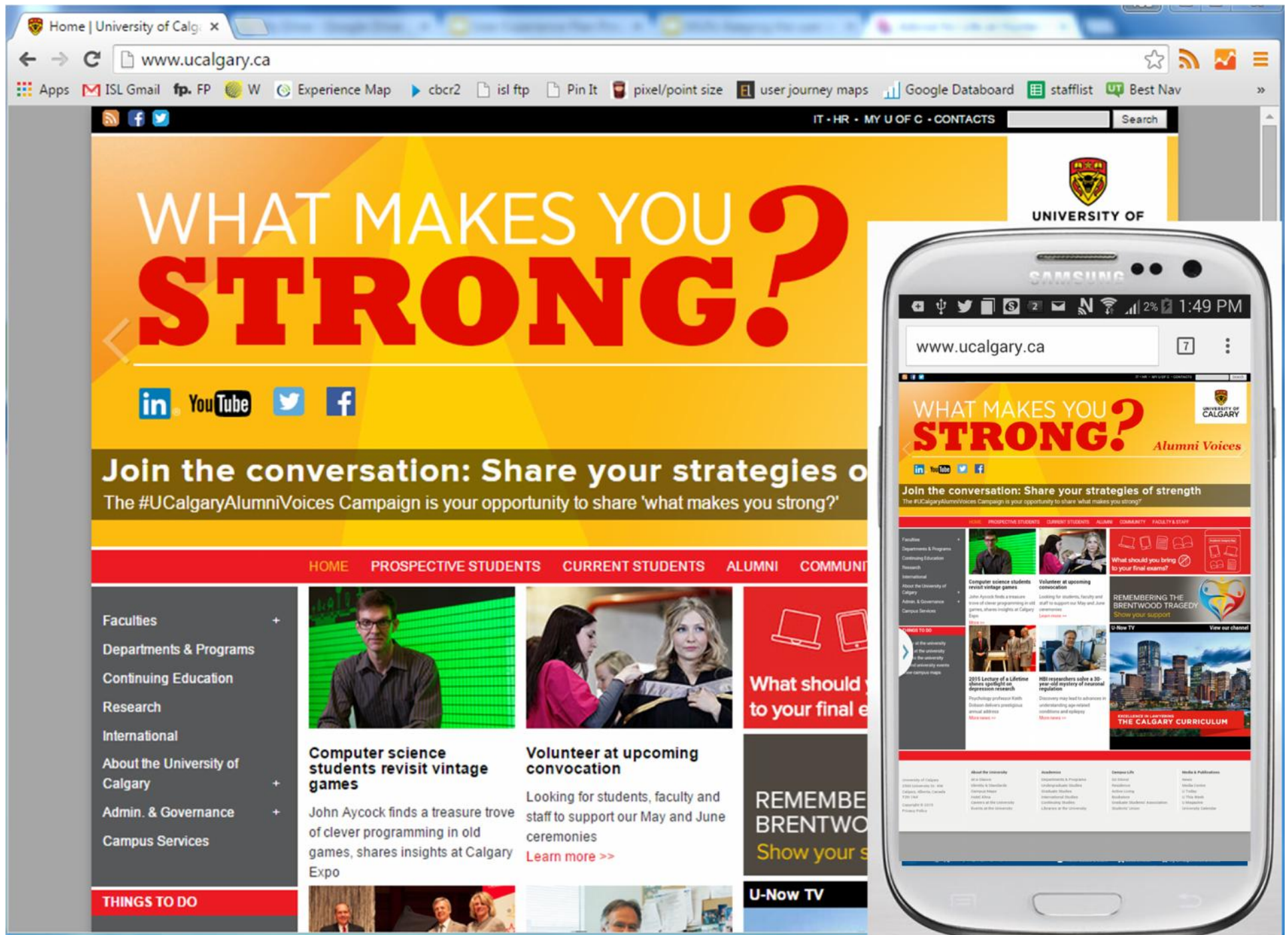... encompasses all aspects of a person's interaction with your organization, its programs and services.

User experience needs

Joy

No fuss or bother

but don't stop there

foundation level need

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WHAT MAKES YOU **STRONG?**

Join the conversation: Share your strategies o

The #UCalgaryAlumniVoices Campaign is your opportunity to share 'what makes you strong?'

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THINGS TO DO

Computer science students revisit vintage games

John Aycock finds a treasure trove of clever programming in old games, shares insights at Calgary Expo

Volunteer at upcoming convocation

Looking for students, faculty and staff to support our May and June ceremonies

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WHAT MAKES YOU **STRONG?**   *Alumni Voices*

Join the conversation: Share your strategies of strength
The #UCalgaryAlumniVoices Campaign is your opportunity to share 'what makes you strong?'

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More >>

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What should you bring to your final exams?

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How do we know...

what our target audience expects right now?

when and if their expectations change?

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Why does the UX break?

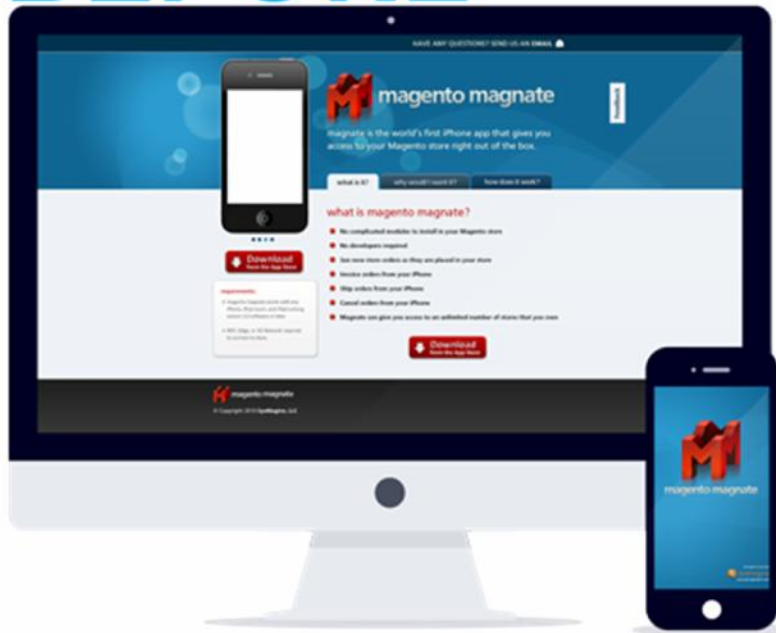# 1. You say 'yes' to everyone

2. You think you bought a microwave

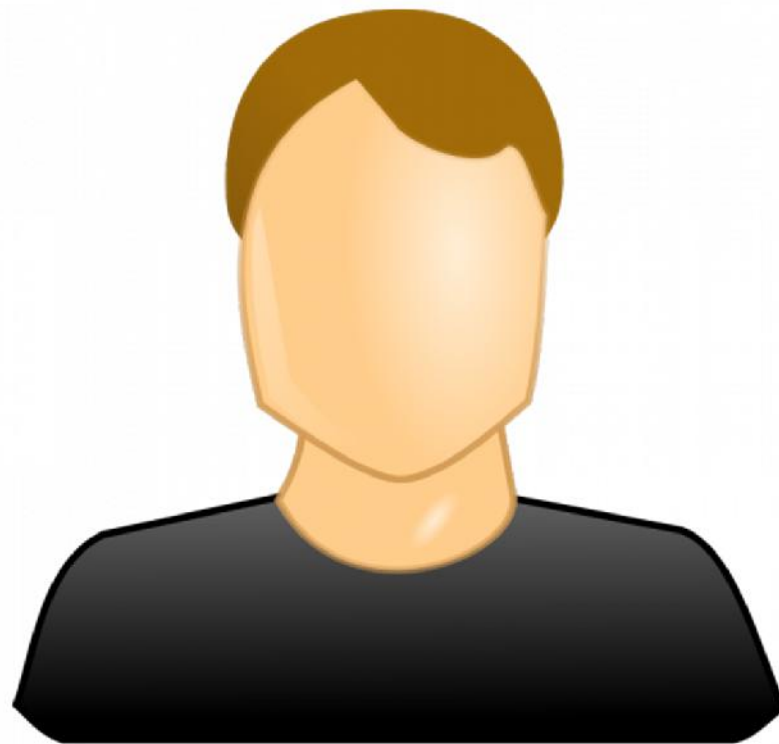You *actually* think you bought a *puppy.* microwave

3. Shiny object syndrome

4. The faceless user

Personas

demographics
psychographics
abilities
culture
education

' a day in the life'

"...it struck me that I had never seen an ugly persona."

\- Gerry McGovern

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Alex - Prospective Student

Quick Stats
Age: 20
From: Mt. Pearl

About Alex:
After high school 2 years ago Alex wasn't sure what he wanted to do. Instead of going to university he decided to travel, spending the last 2 years in Australia and Thailand.

Motivators
Alex's travels ignited an interest in ocean sciences and he is focused and ready to pursue

Day in the life:
Now that he is back in NF, Alex is active on facebook and instagram keeping up with friends who went straight onto Uni, and also those abroad. He works part time at his parents store and lives home, but is anxious to move out.

Influencers:
#1 Friends, #2 Family

Customer journey

Problem

Define the problem. Why do they have this problem?

Research

What research activities do they do to find a solution?

Evaluation

How do they compare solutions to find the best?

Decision

What are decision criteria? How do they take action?

Validation

How do they evaluate and share their experience with the solution?

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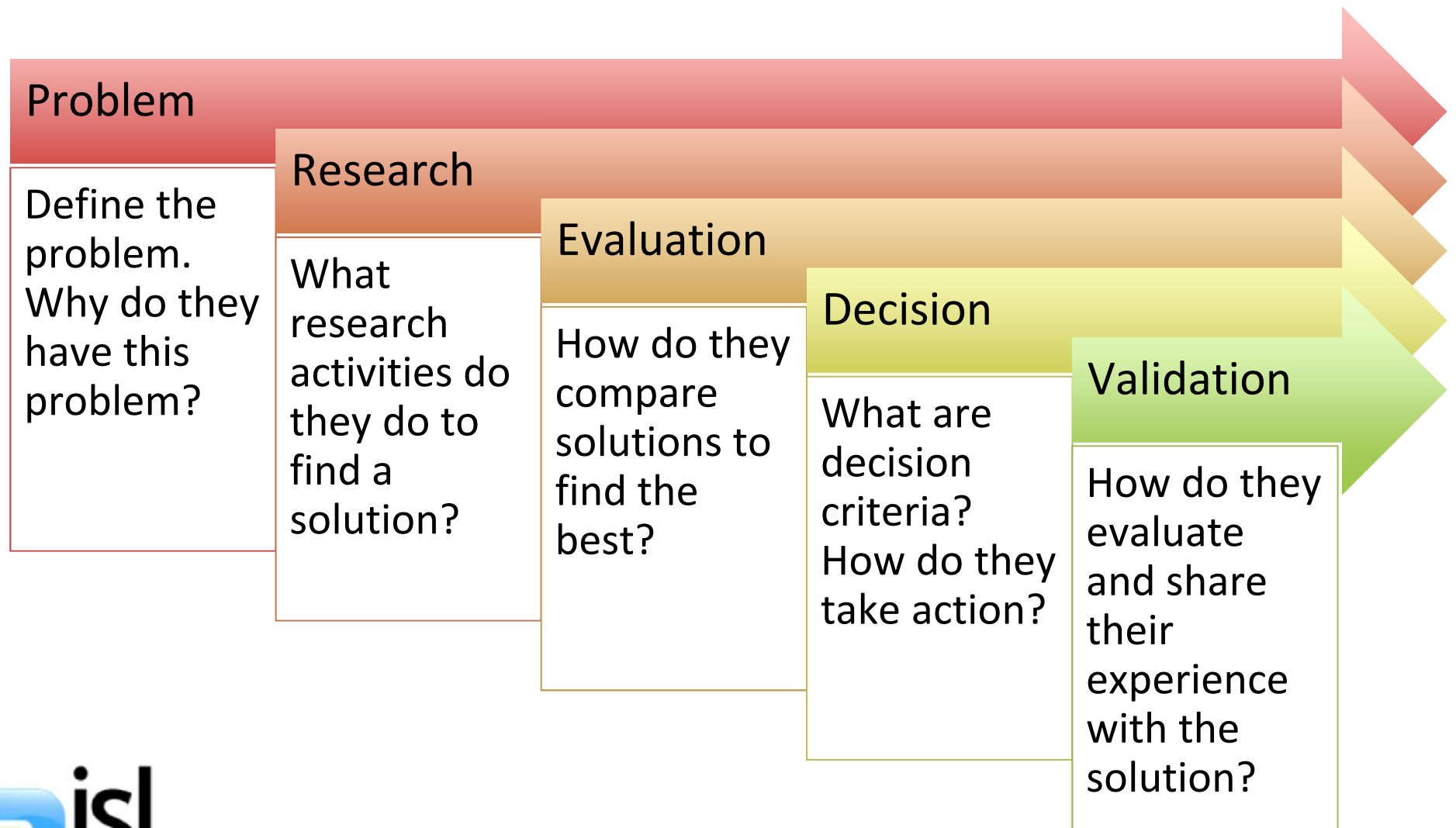
What is Alex thinking, feeling and doing at each phase of the customer journey?

Content planning

What content is needed at each phase of the journey
to fulfill the person's needs?

	Problem	Research	Evaluation	Decision	Validation
Alex - future student	traveling, online reading	program descriptions, career options	talk to current students, cost comparison	online application form	social media, share your story

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Content audit

Compare the list of peoples' needs to your marketing material.

- What does your site have?
- Is existing content adequate?
- What content is missing?

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Content planning

Write for the phase with appropriate calls to action

	Problem	Research	Evaluation	Decision	Validation
Alex - future student	traveling, online reading	program descriptions, career options	talk to current students, cost comparison	online application form	social media, share your story

How do you keep pace with who your audiences are and what they want?

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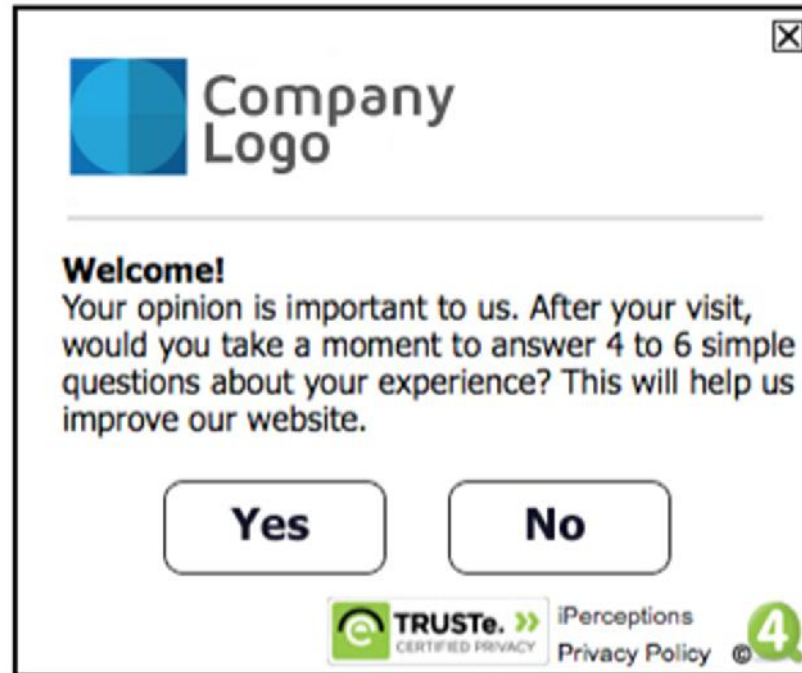
Evaluating the user experience

Evaluating the user experience
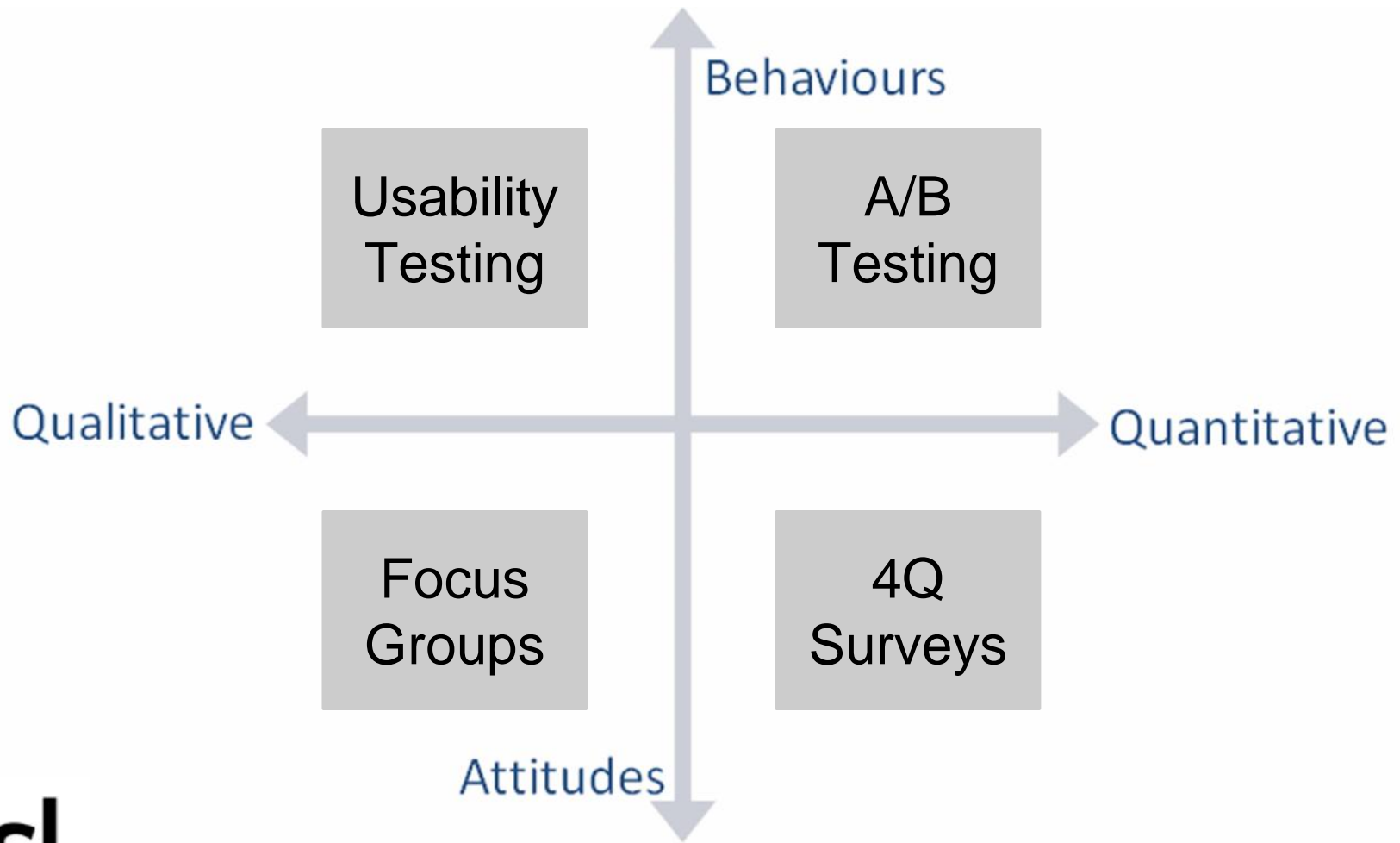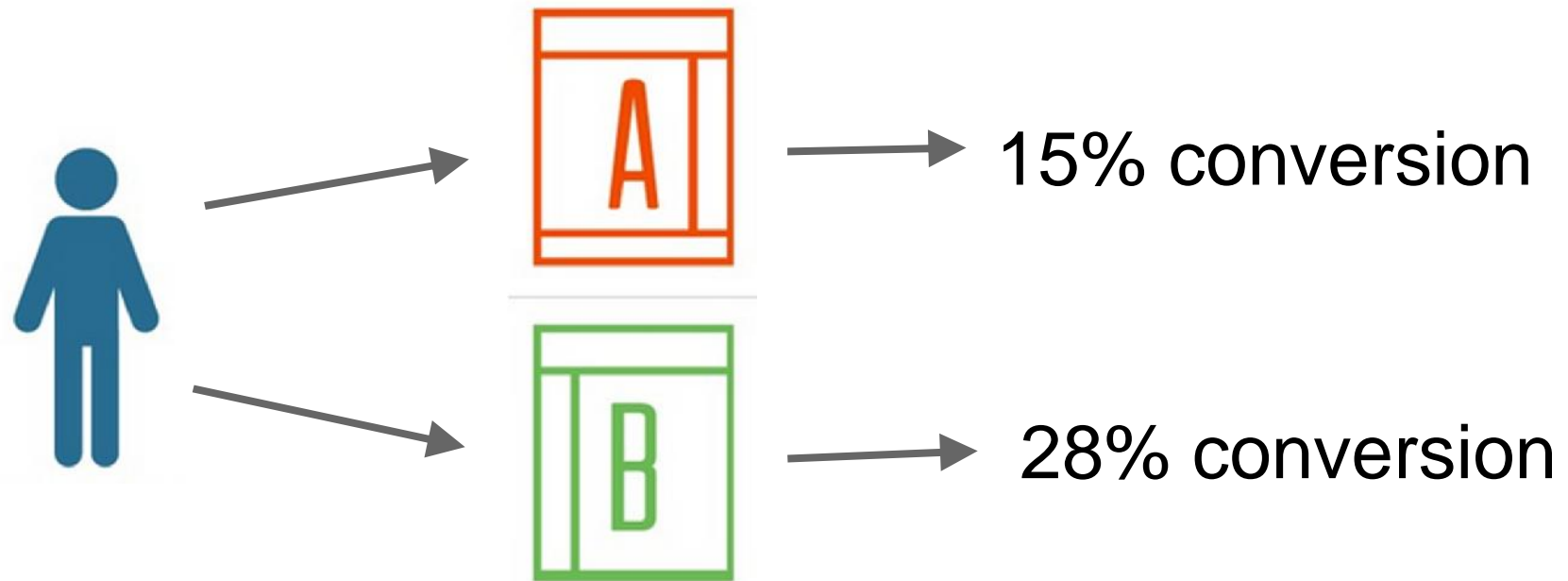
4Q surveys
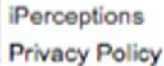
Quantitative & attitudinal

4Q surveys

1. What is the purpose of your visit to our website today?

2. Were you able to complete your task today?

3. If you were not able to complete your task today, why not?

4. Rate your overall satisfaction with your visit

A/B testing

Quantitative + behavioural

15% conversion
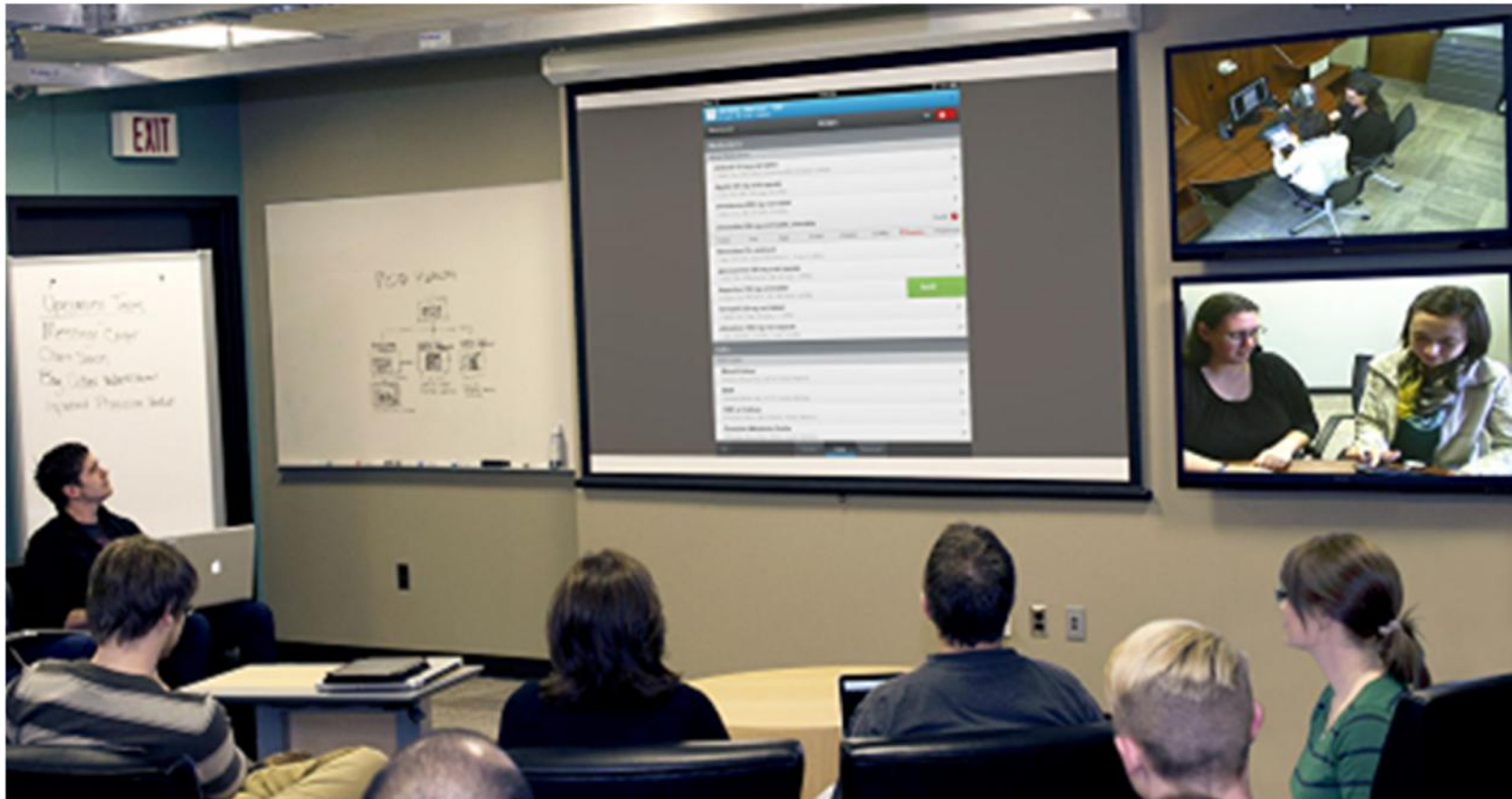
28% conversion

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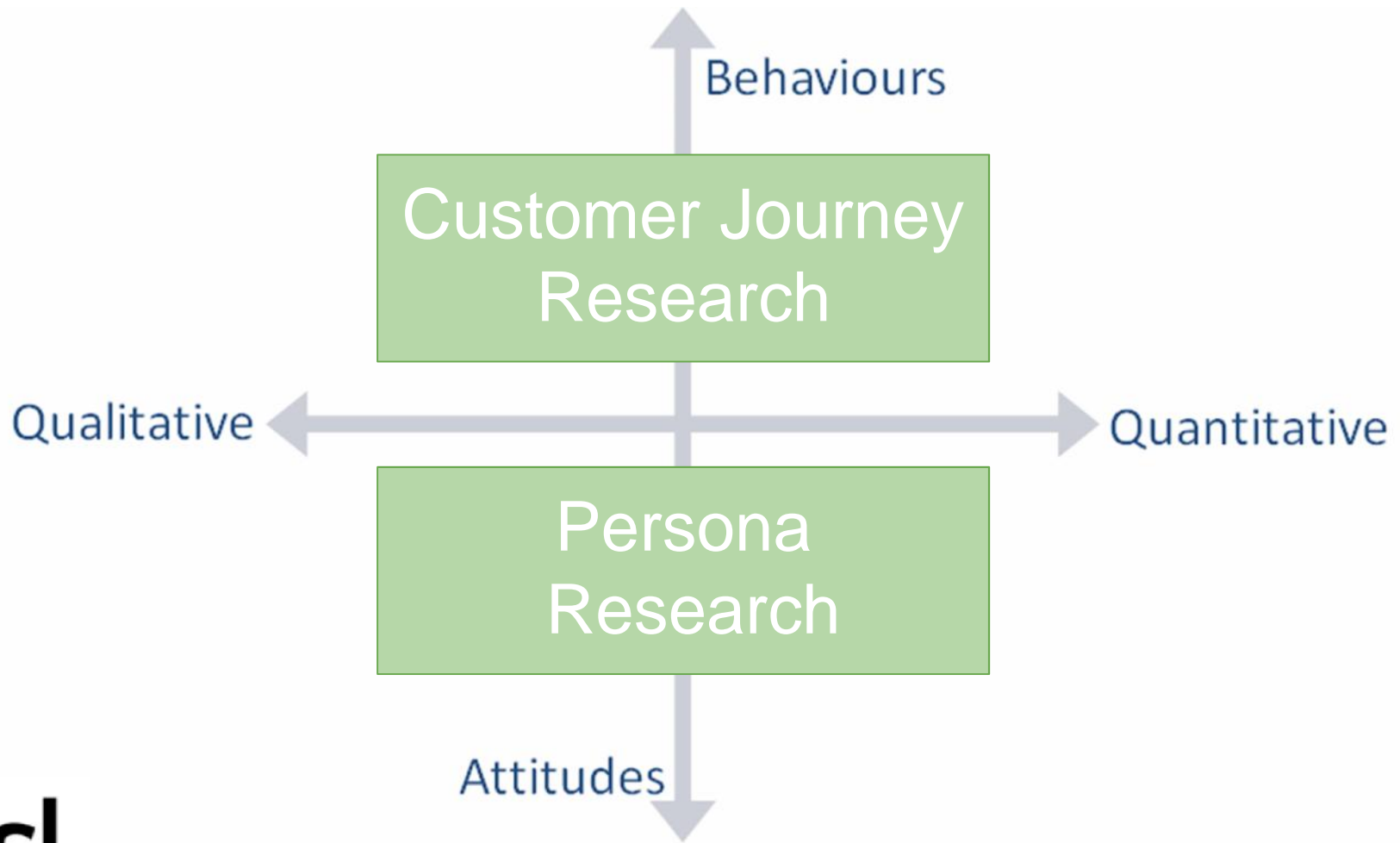# Focus groups

Qualitative + attitudinal

Usability testing

Qualitative + behavioural

Evaluating the user experience

When to test

- Drastic shift in market trends or analytics

- Introduction of a new program or to a new market

- When you can't confidently say your personas are accurate or relevant

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Next steps checklist

❏ Develop personas and journeys for audiences

❏ Determine what content best addresses needs at each phase

❏ Conduct an audit and create missing content

❏ Review personas for relevancy

❏ If gaps, select an appropriate test method and gain more knowledge

❏ Repeat at least once a year

Thank You

@stephanielummis