

Make product not war

Part.I the discovery.



Prayoch Rujira
Clock studio

The background features a minimalist design with abstract geometric shapes. A large, light pink polygonal shape is positioned at the bottom, curving upwards towards the center. Overlaid on this is a smaller, darker red polygonal shape, also curving upwards. The two shapes intersect in the middle, creating a sense of depth and overlap.

**CLOCKUP
STUDIO**

Warm up

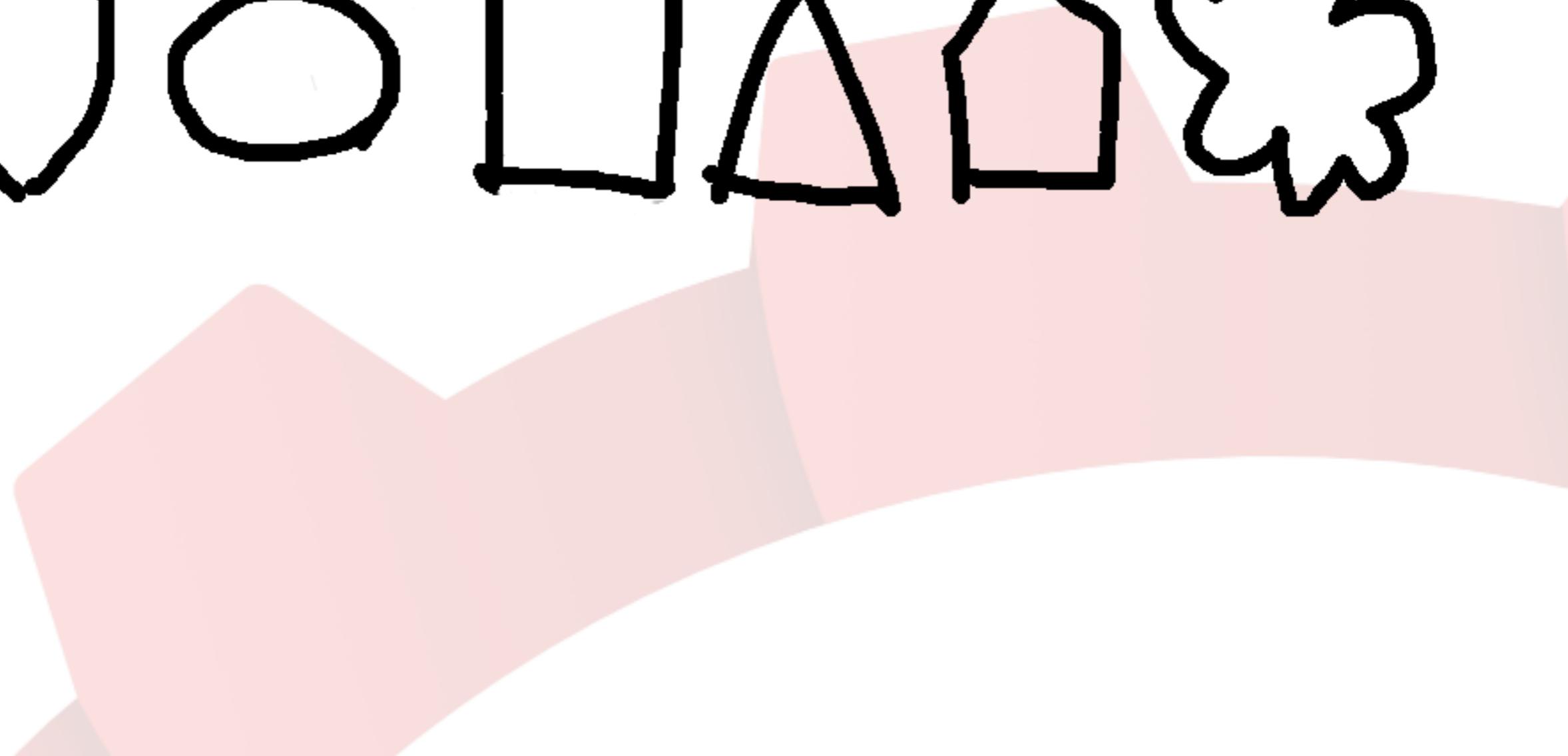
Draw your partner

45 secs

Idea > art

Visual language

. | Lang

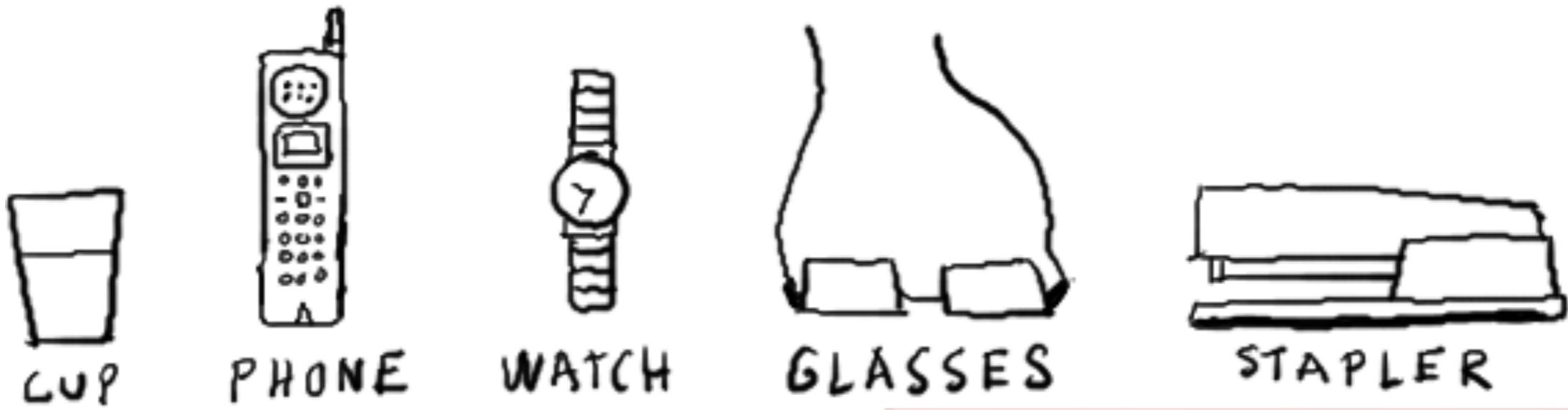


A B C D E F G H I J K L M N O P Q

R S T U V W X Y Z

1234567890

Try drawing nearby things





THERE'S MORE THAN ONE WAY TO SKETCH A CAT!

From: Gamestorming

*Draw the
followings*

អុំពាណិជ្ជកម្ម

ໄຟດາວ

จักรยาน

អូវិមេងគំយកខ្មែរ

ເຕັກເດືອນ

ความรัก

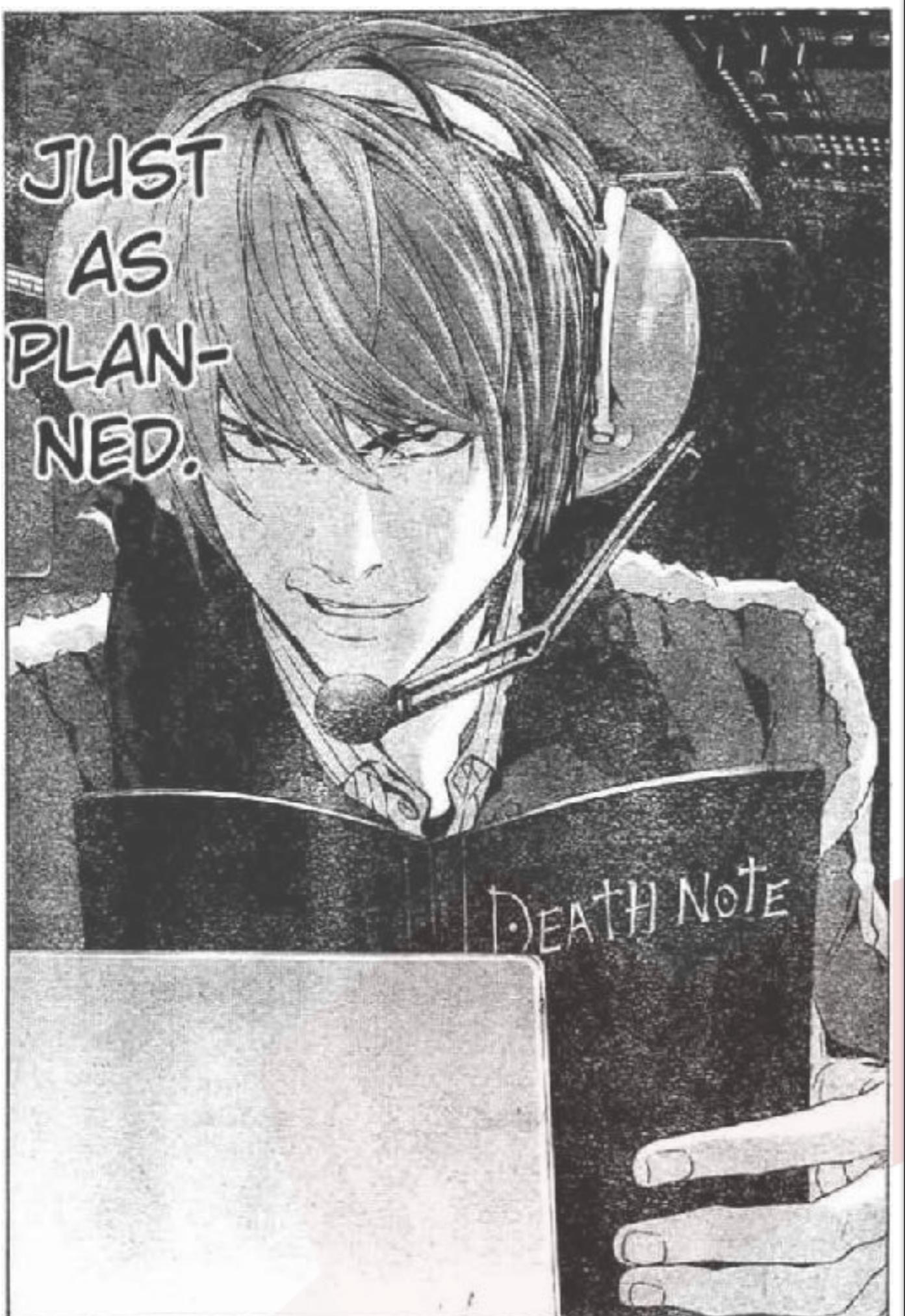
รักเข้าข้างเดียว

Traditional

Agility

ແຫຼ່ງເພື່ອນດູບັງສີ

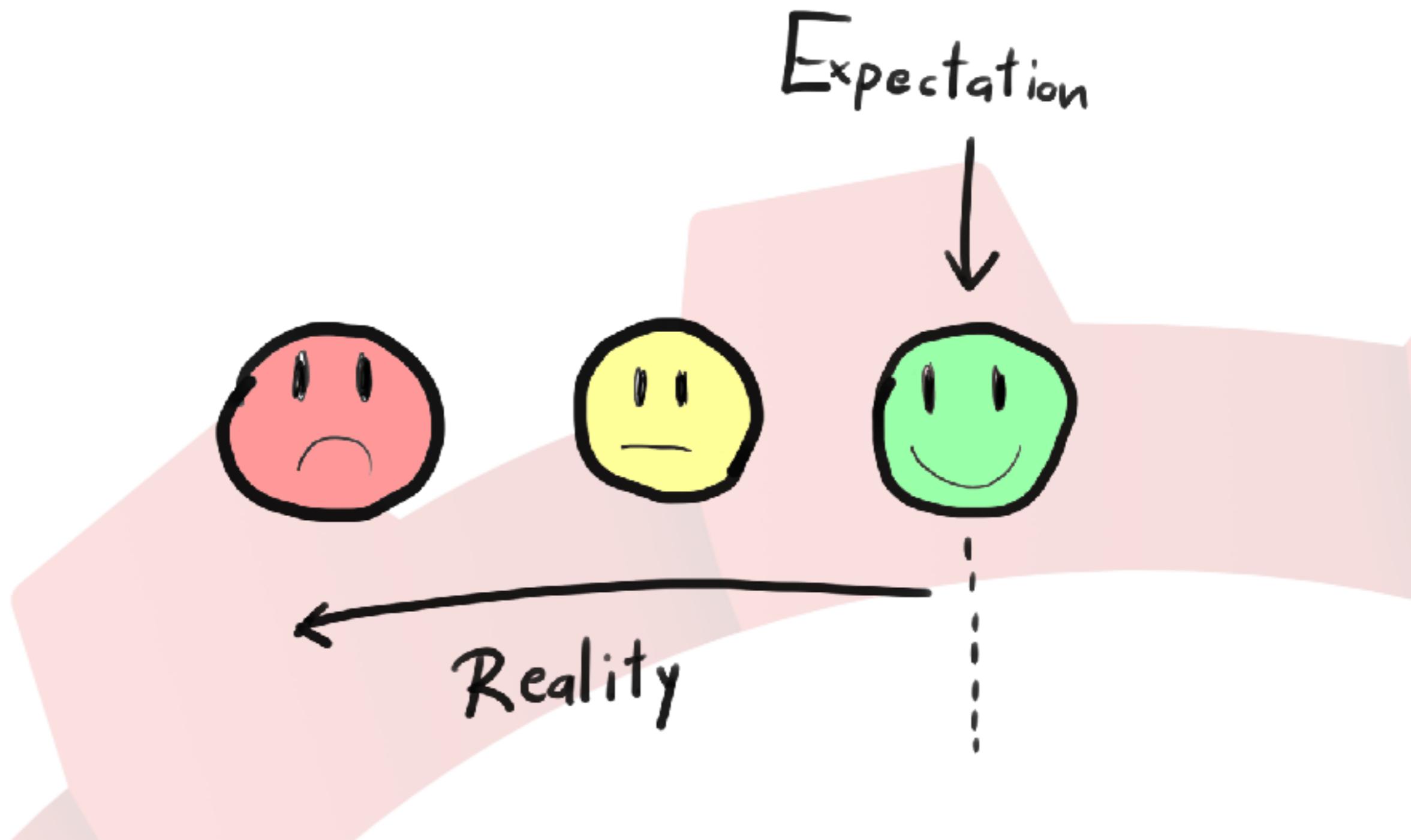
The bad experiences



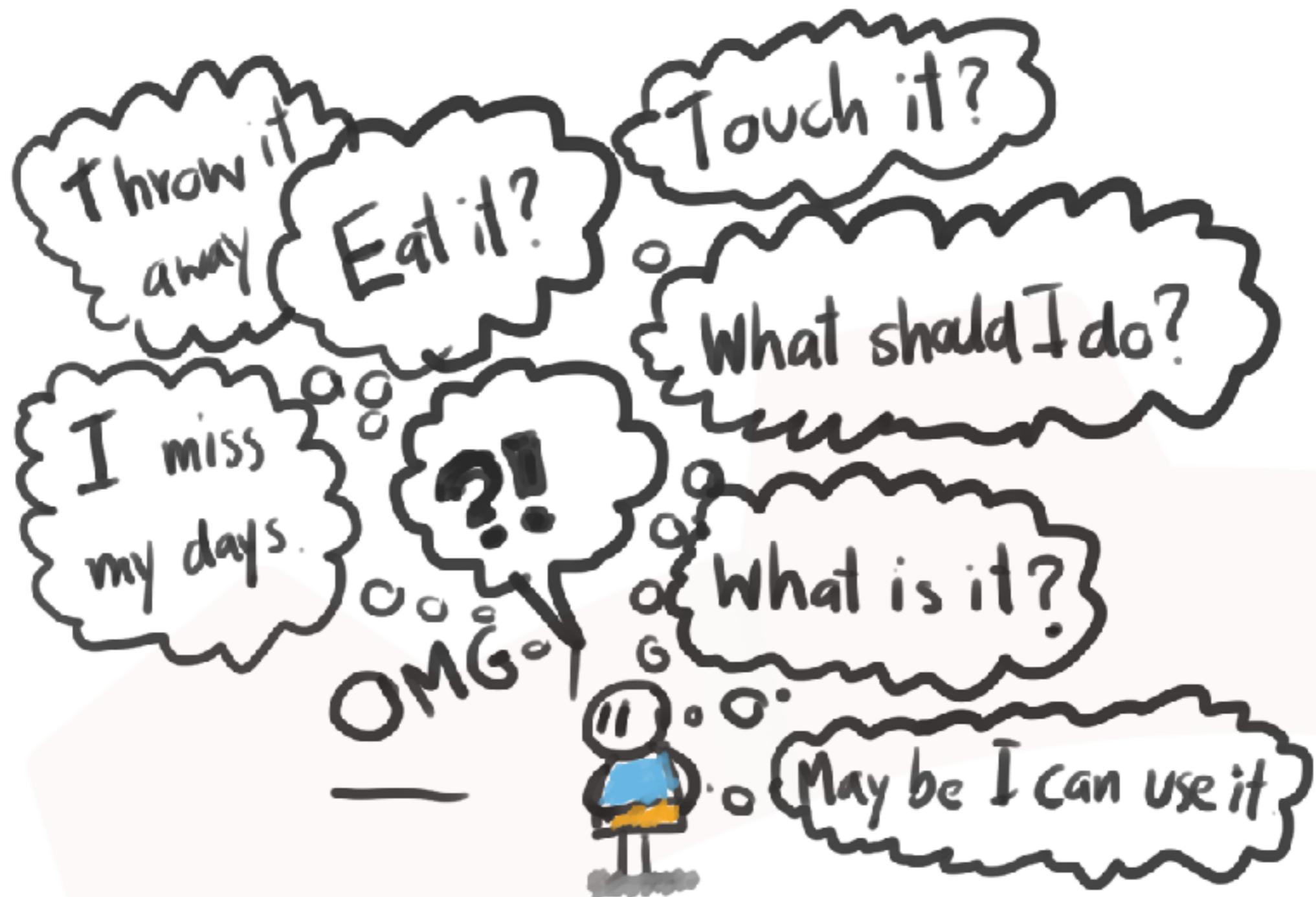
*Do you
produce
bad
things
on
purpose
?*

How it happen?

Expectation gap



Users mental model



CONFFLICT



Creator:

*I love the power of Unix/AJAX/
Touchscreens/whatever.*

Customer:

*I want to finish my work and go play
outside.*

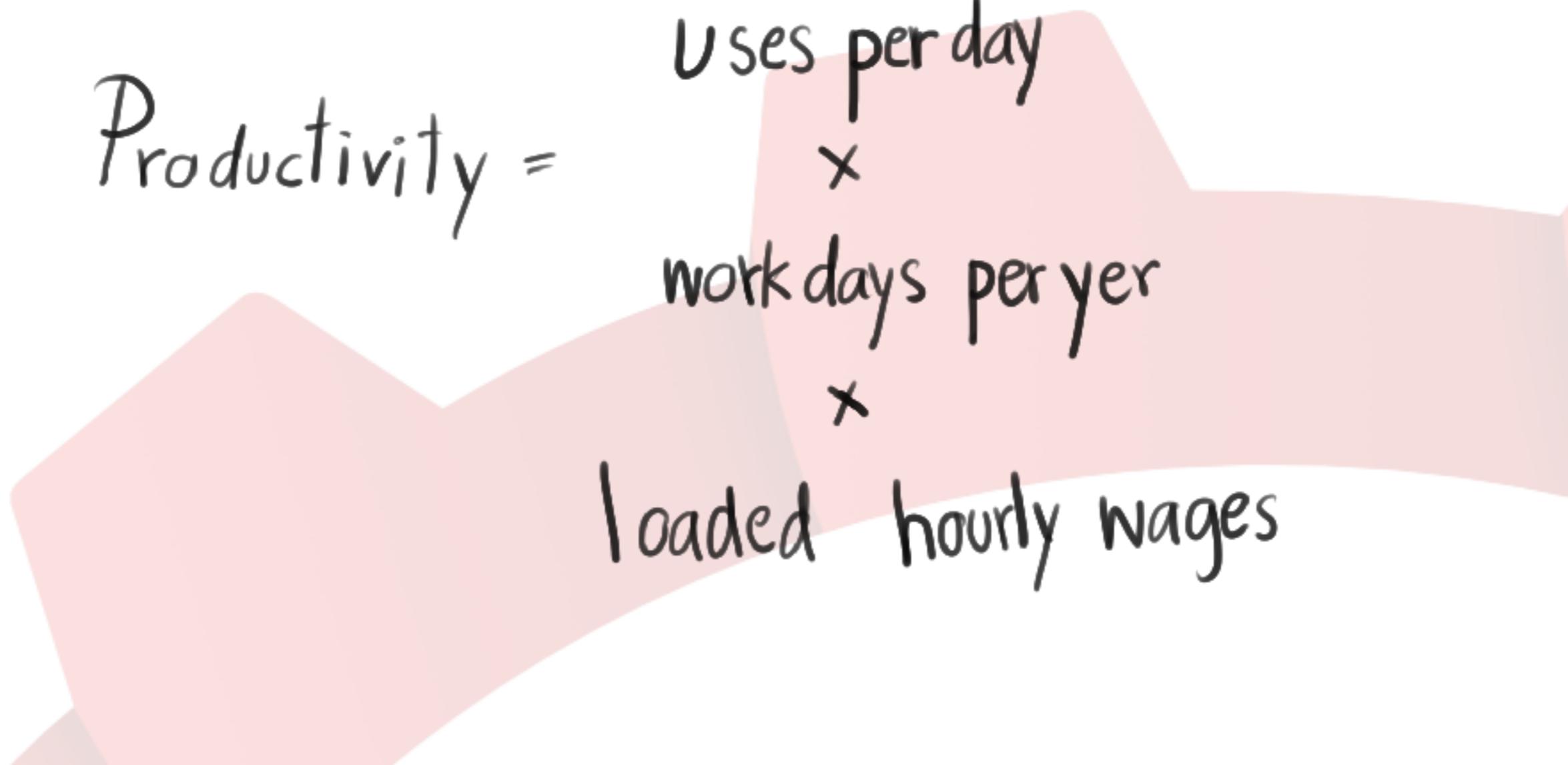
Consequences?



High drop-off rate

Drop-off rate = $\frac{\text{Active users}}{\text{Total users}}$

Low productivity

Productivity = Users
x
Uses per day
x
work days per year
x
loaded hourly wages

Low conversion rate

Conversion rate = visitors who purchase
site visitor

High reliance on call centre

Number of calls

x

Average length of call

x

Hourly wage of call-center
staff

High cost on training

users x loaded hourly wage for trainee x duration of training

+

traing classes x loaded hourly wage for Trainer x duration of training

High learning curve

users

x

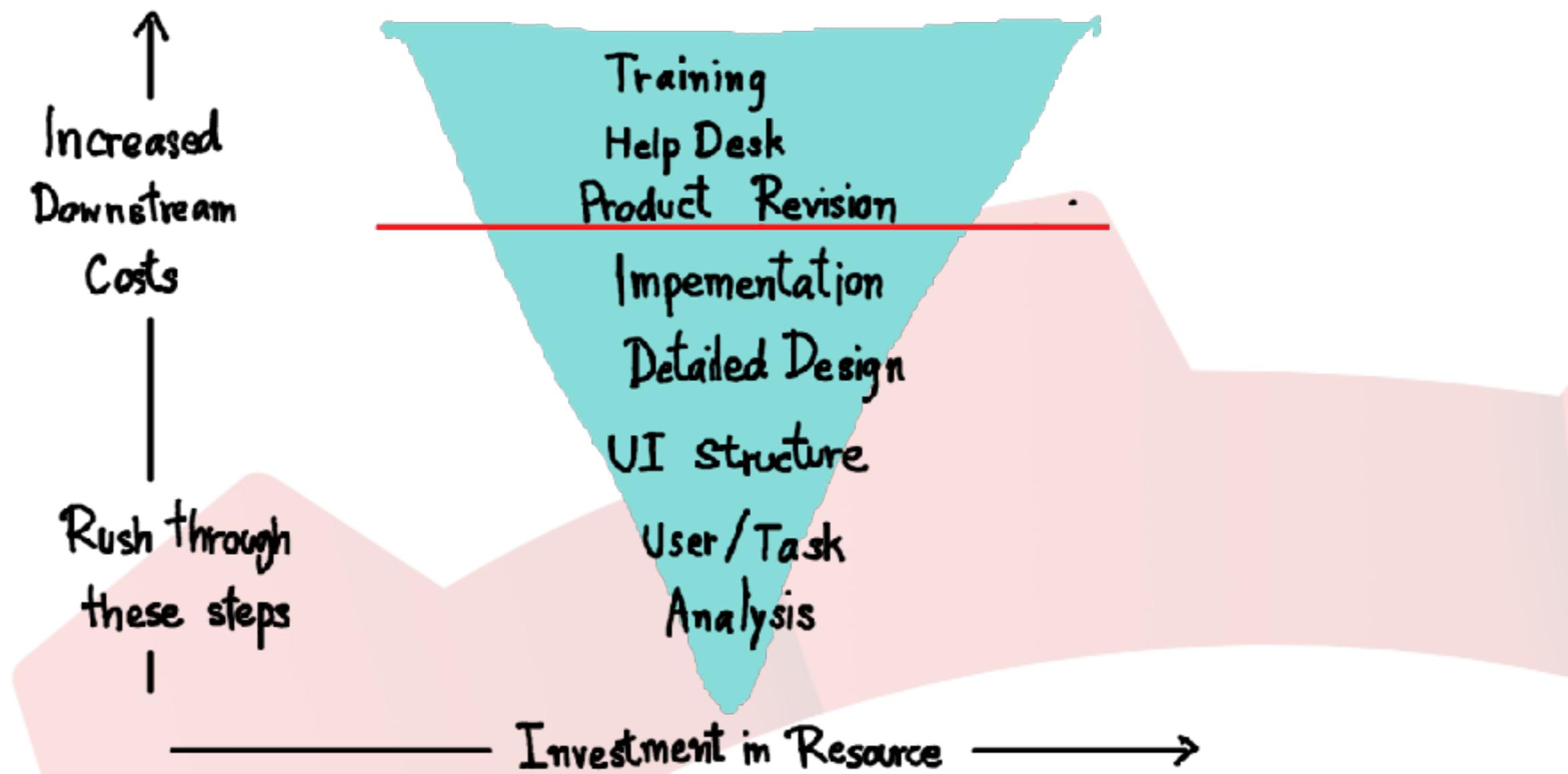
loaded hourly wage for trainer

x

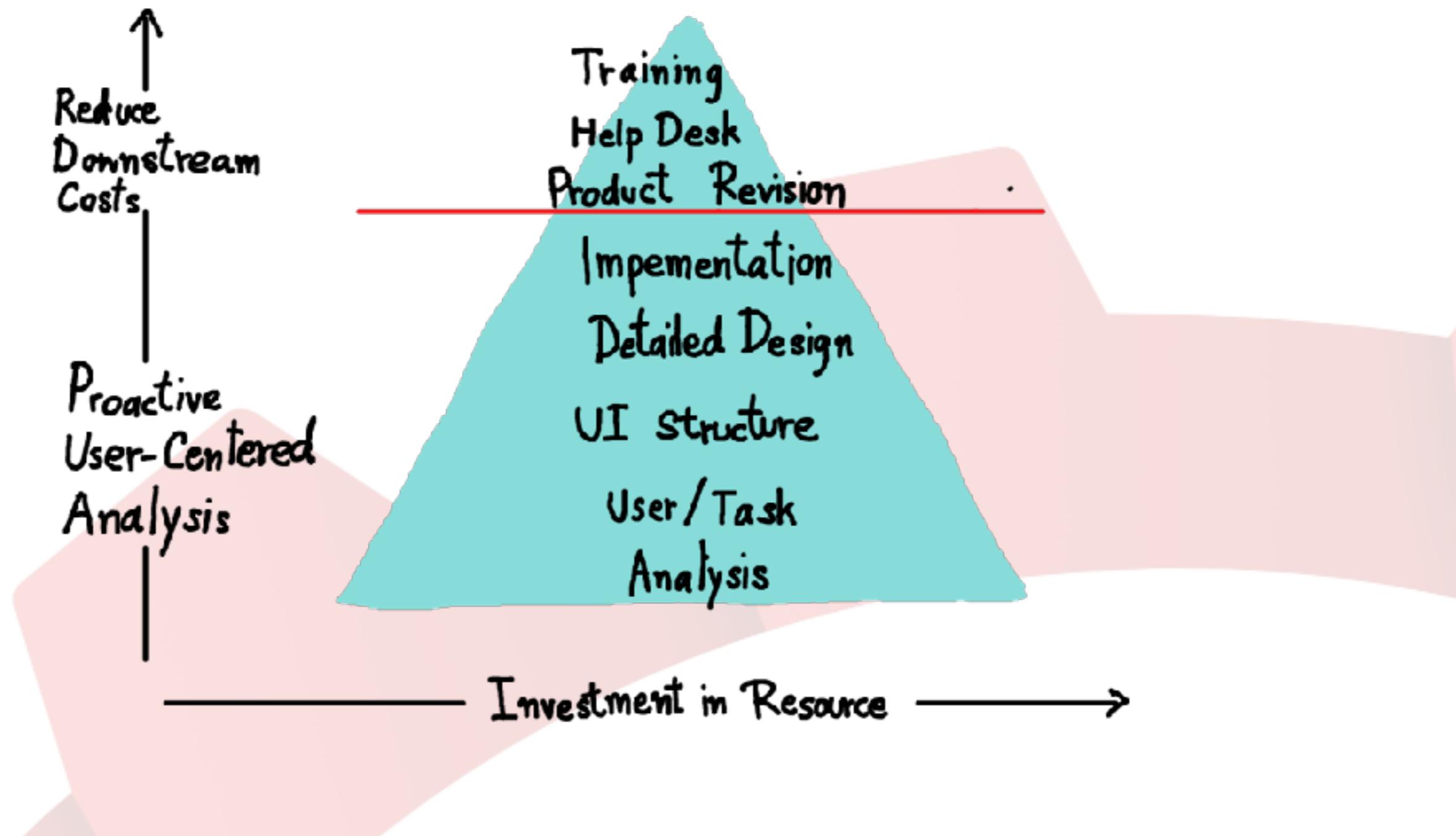
time taken to learn

*When will we know
there are usability
problems?*

Less user-centered design = More hidden costs



More user-centered design = Less hidden costs



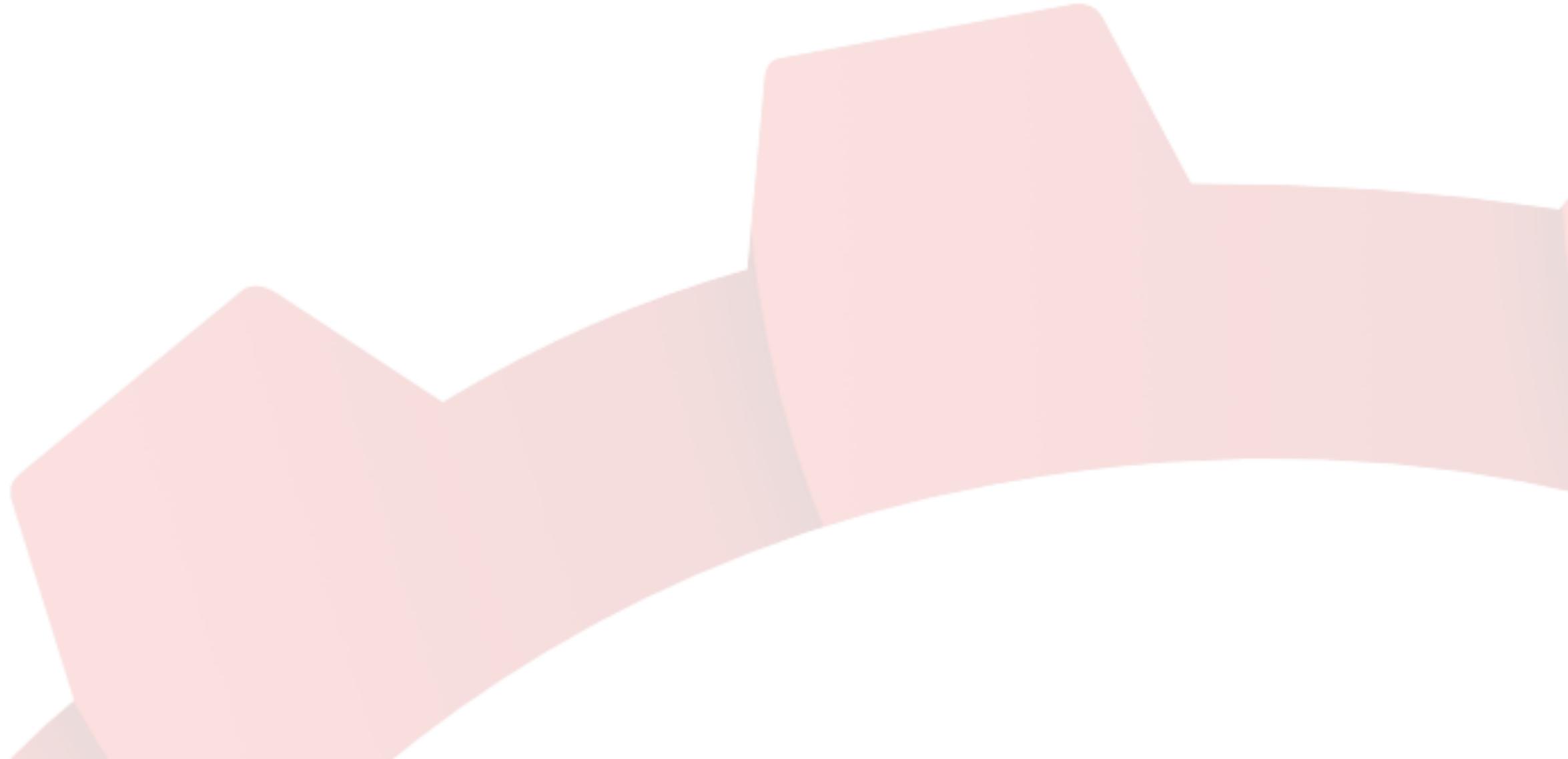
Focus on
Return of Investment

How to Measure Usability

ROI

ROI Measurement	Criteria
Conversion rate	# of visitors who buy
Average order value or net dollar per visitor	% increase in \$\$
Increase in pages viewed	# or % increased
Decrease in drop-off	# of people or % reduction
Decrease # of calls to Help desk	# or %
Reduction in training	# of days/hours reduced
Increase in usage	# of people, # of sessions, or % increases
Savings of user's time	# of minutes/hours multiplied by labor rate
Saving of programmer's time	# of minutes/hours multiplied by labor rate
Error reduction	# of % or resulting \$\$ amount

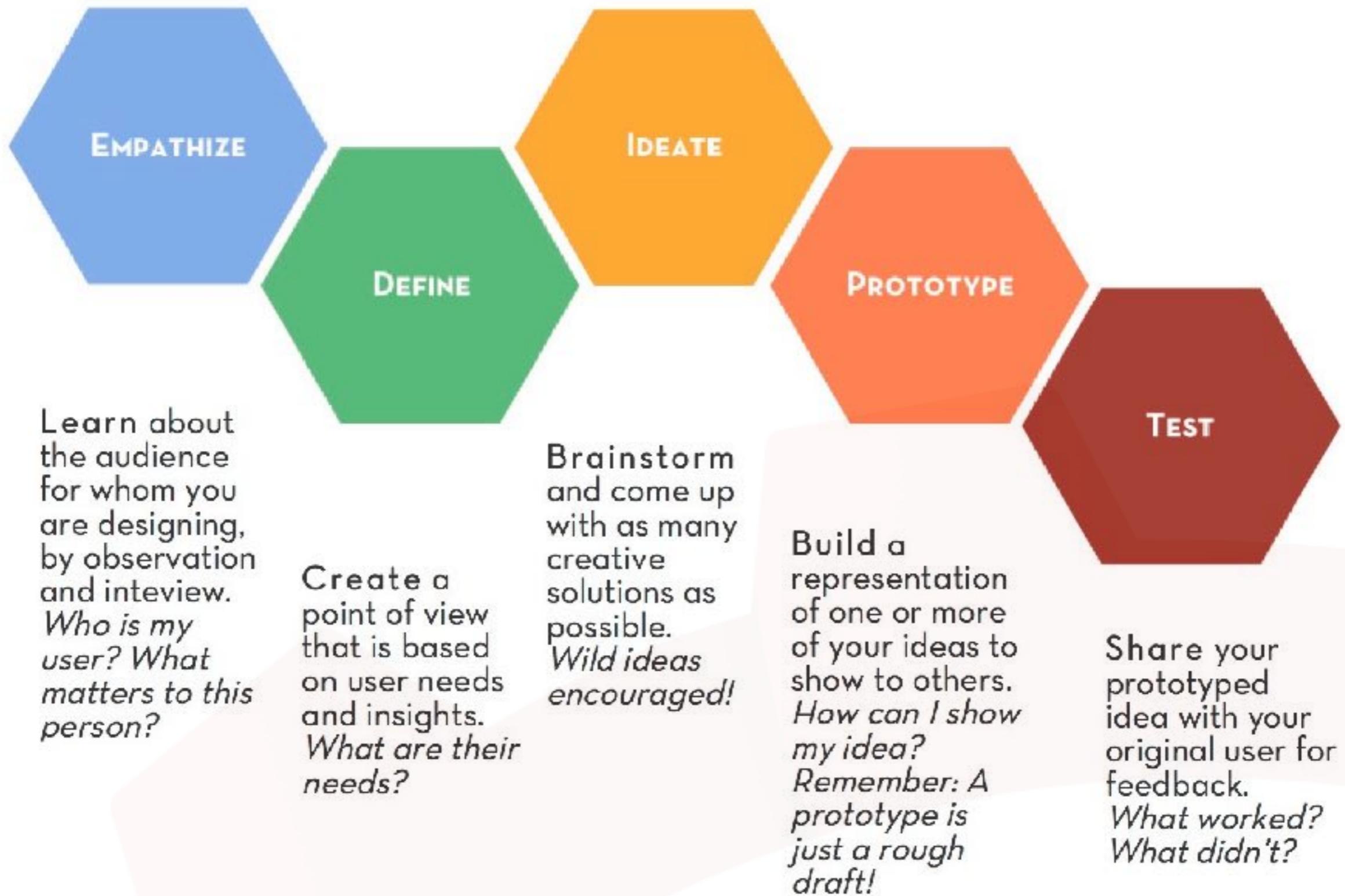
User experience?



UX improvement is caring about...

- Effectiveness
- Ease of learning
- Efficiency of use
- Memorability
- Error prevention
- Satisfaction

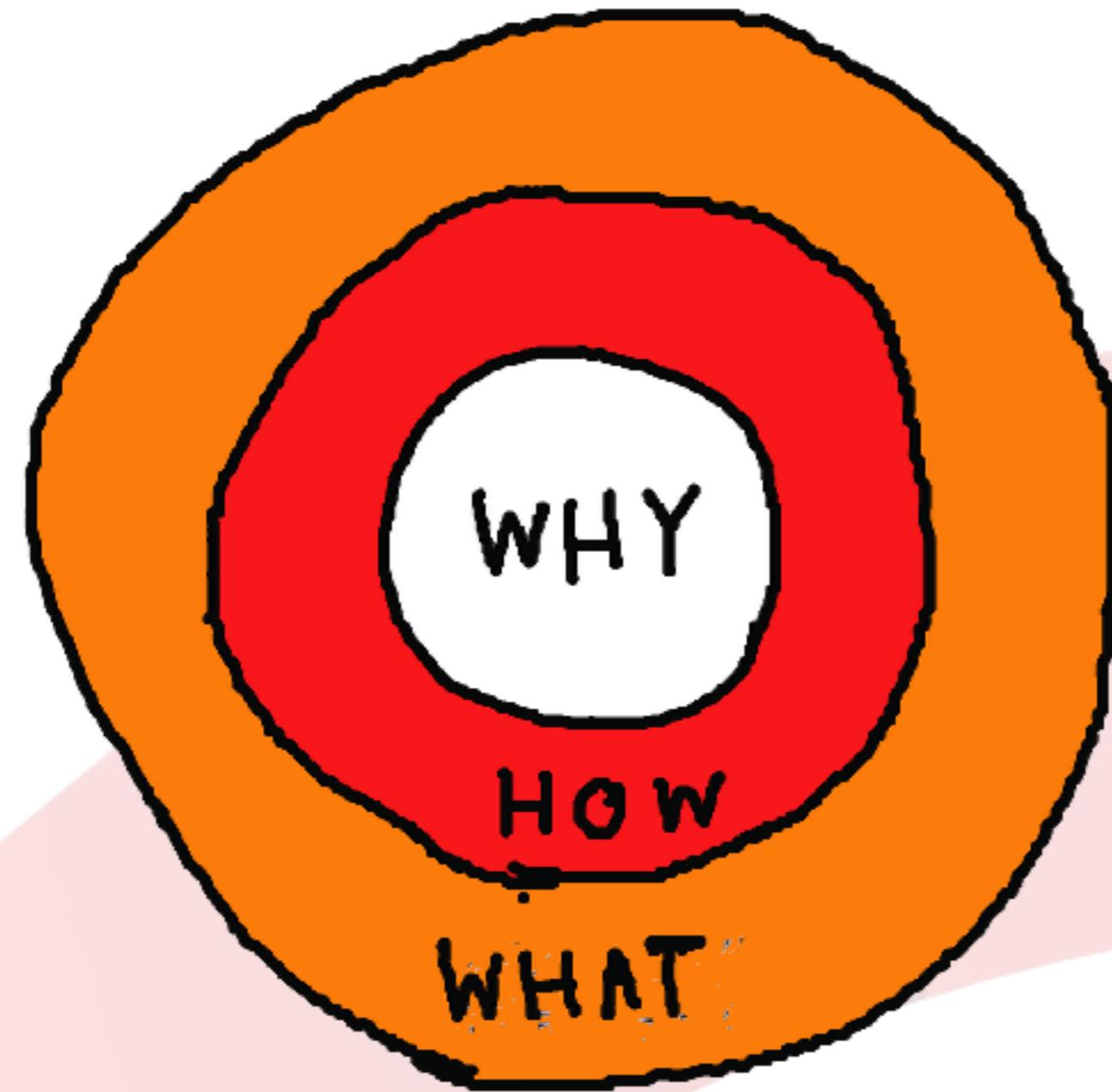
***We are all
designers***





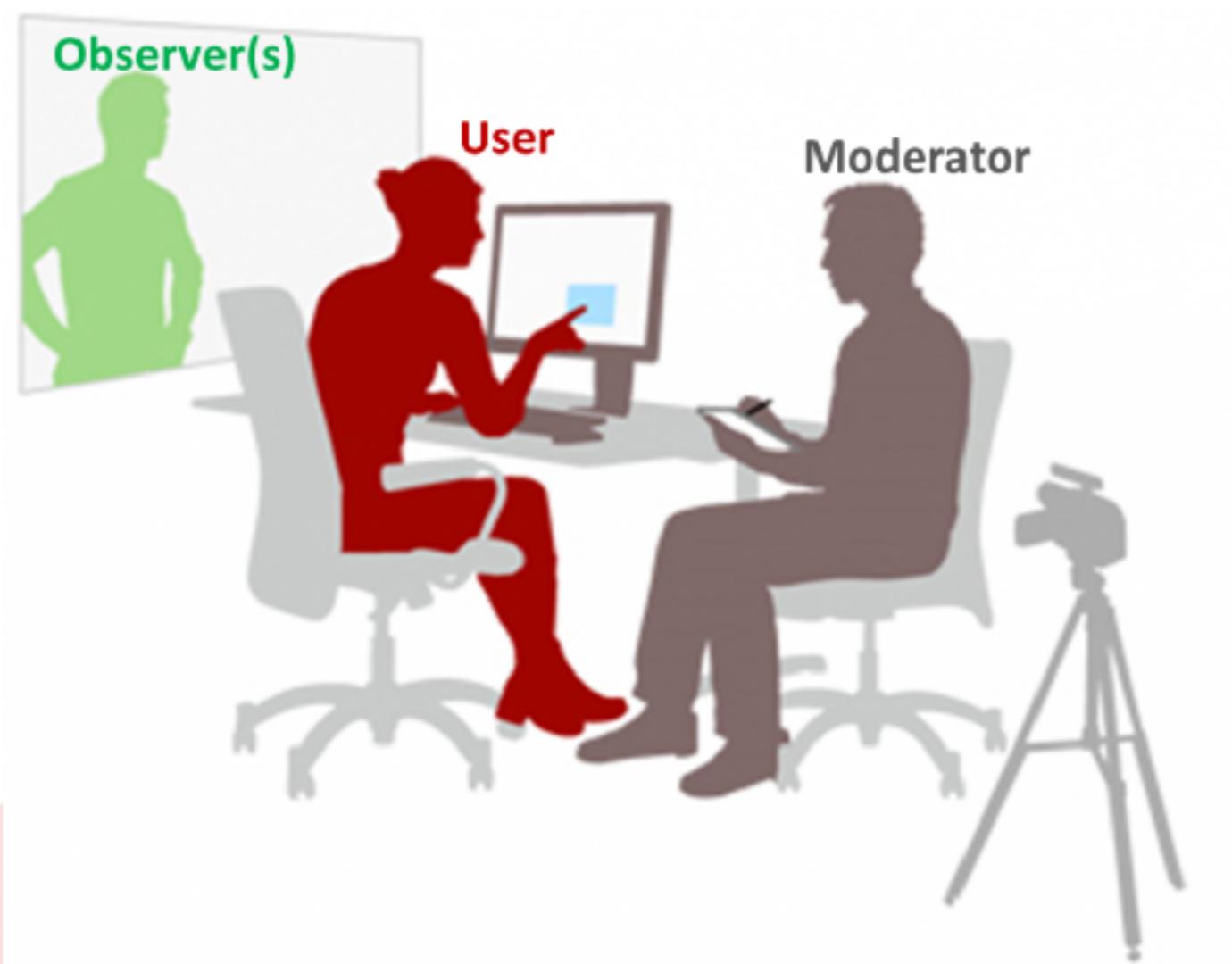
Empathy

The golden circle



From TED talk "Simon Sinek: How great leaders inspire action"
https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

Usability testing



https://www.youtube.com/watch?v=BrVnBdW6_rE

What Where

Who Why

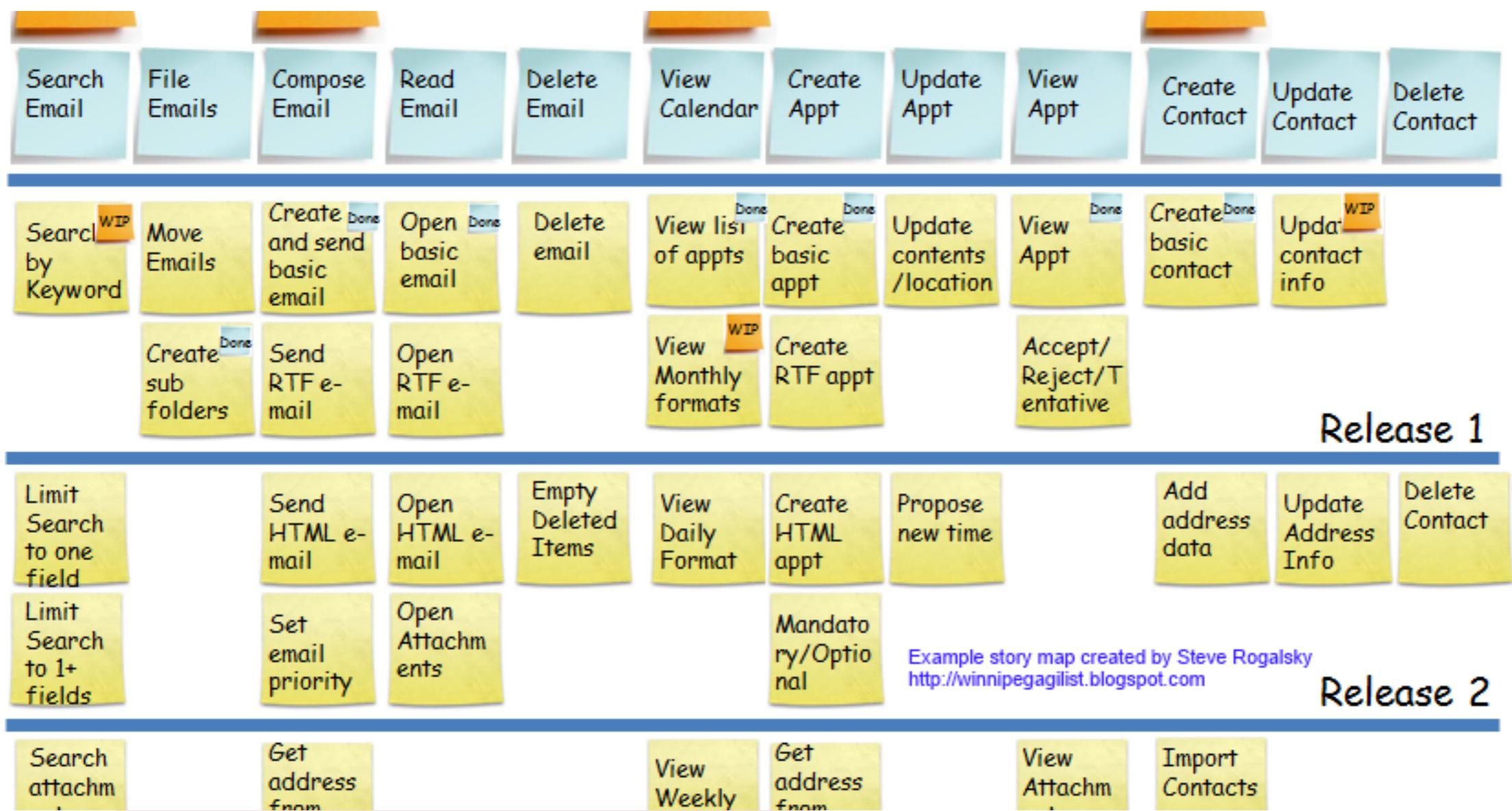
Define

When

How



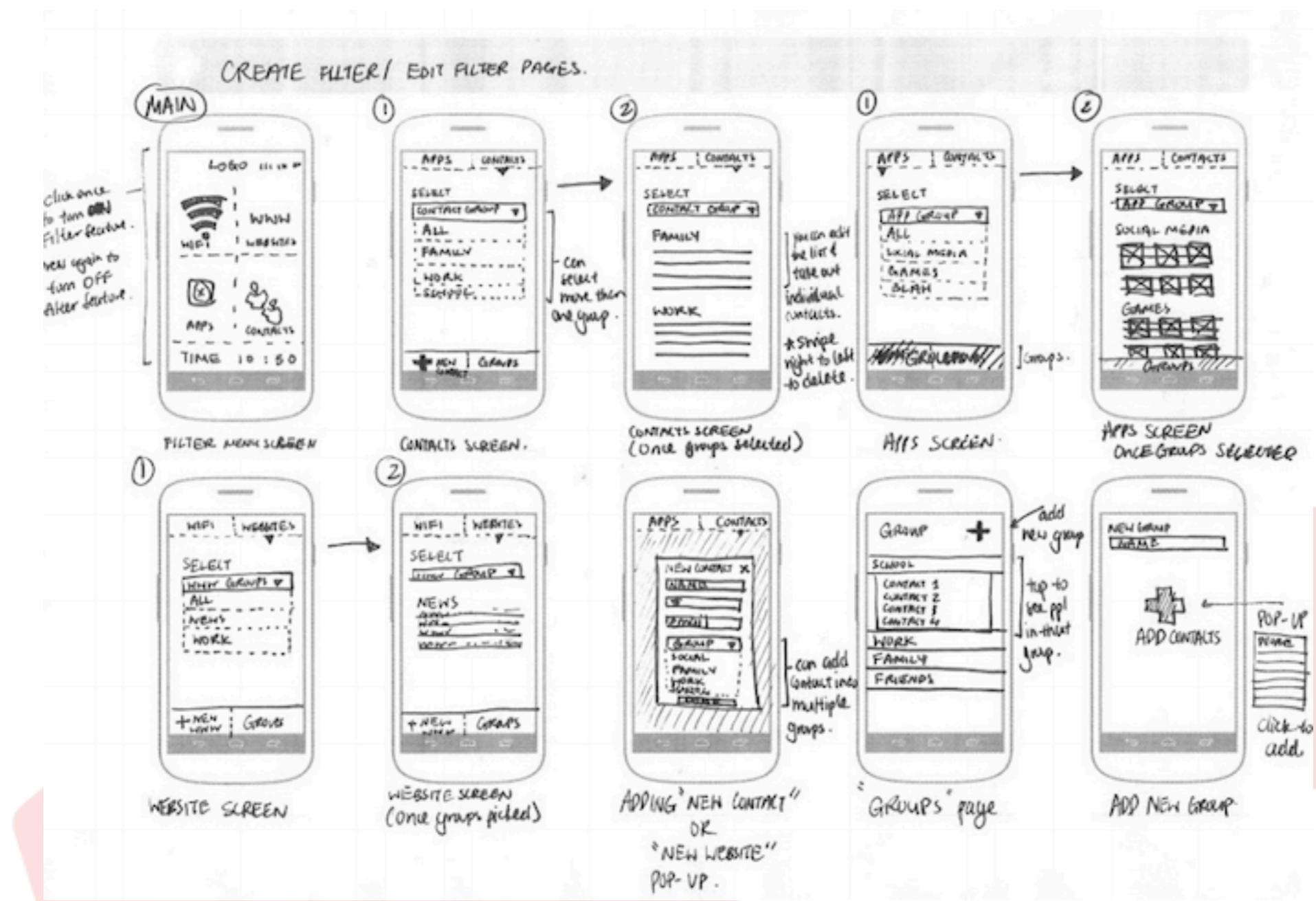
User story mapping



IDEATE



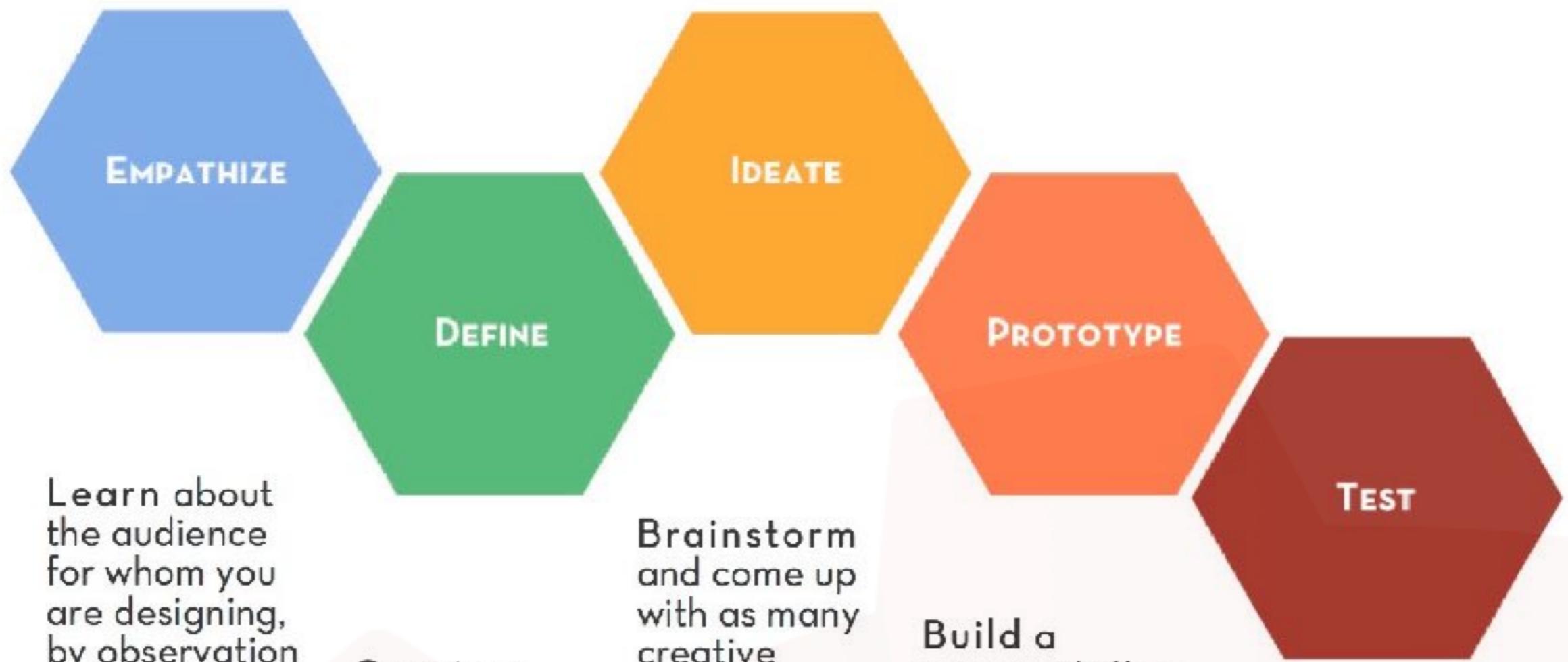
Wireframe



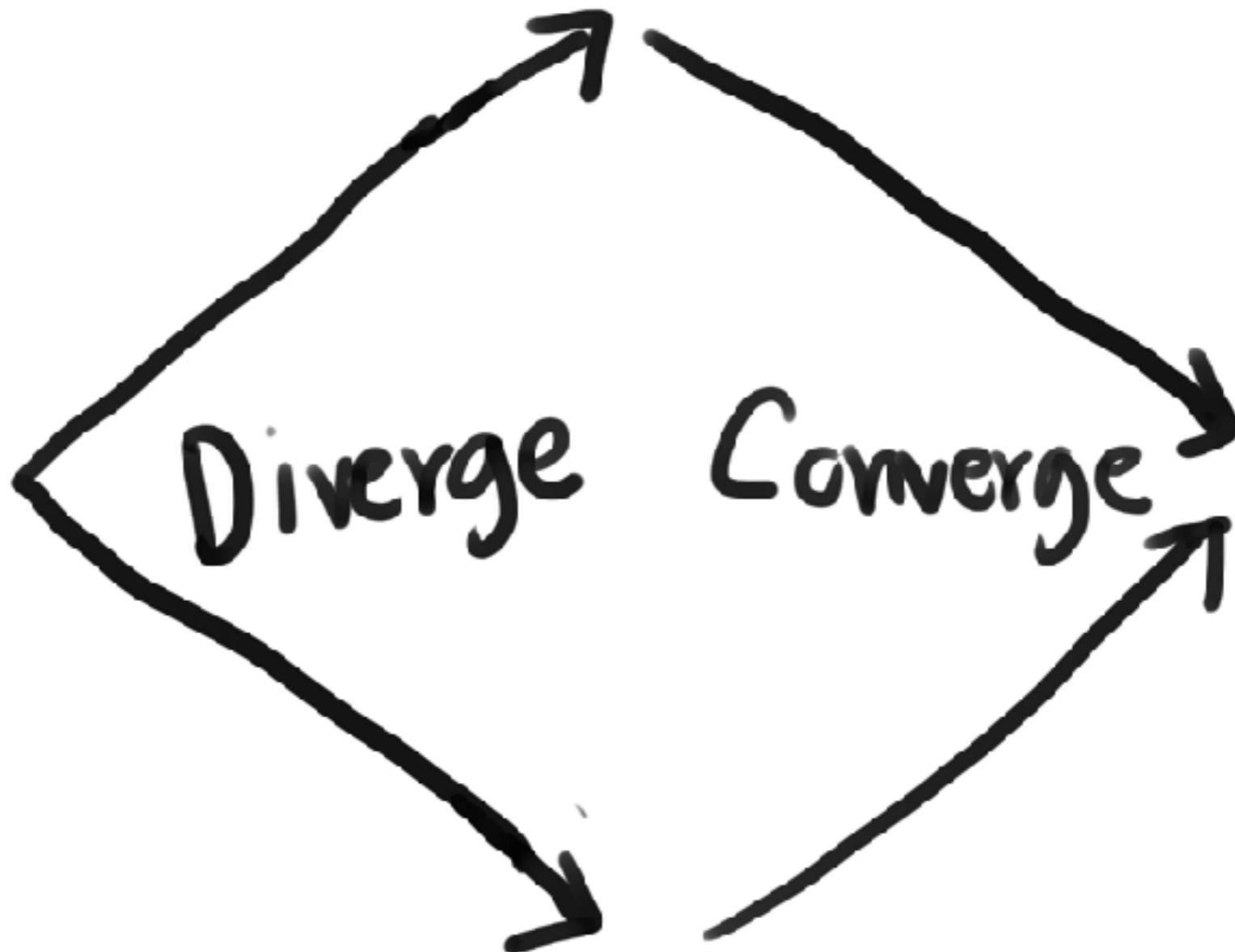


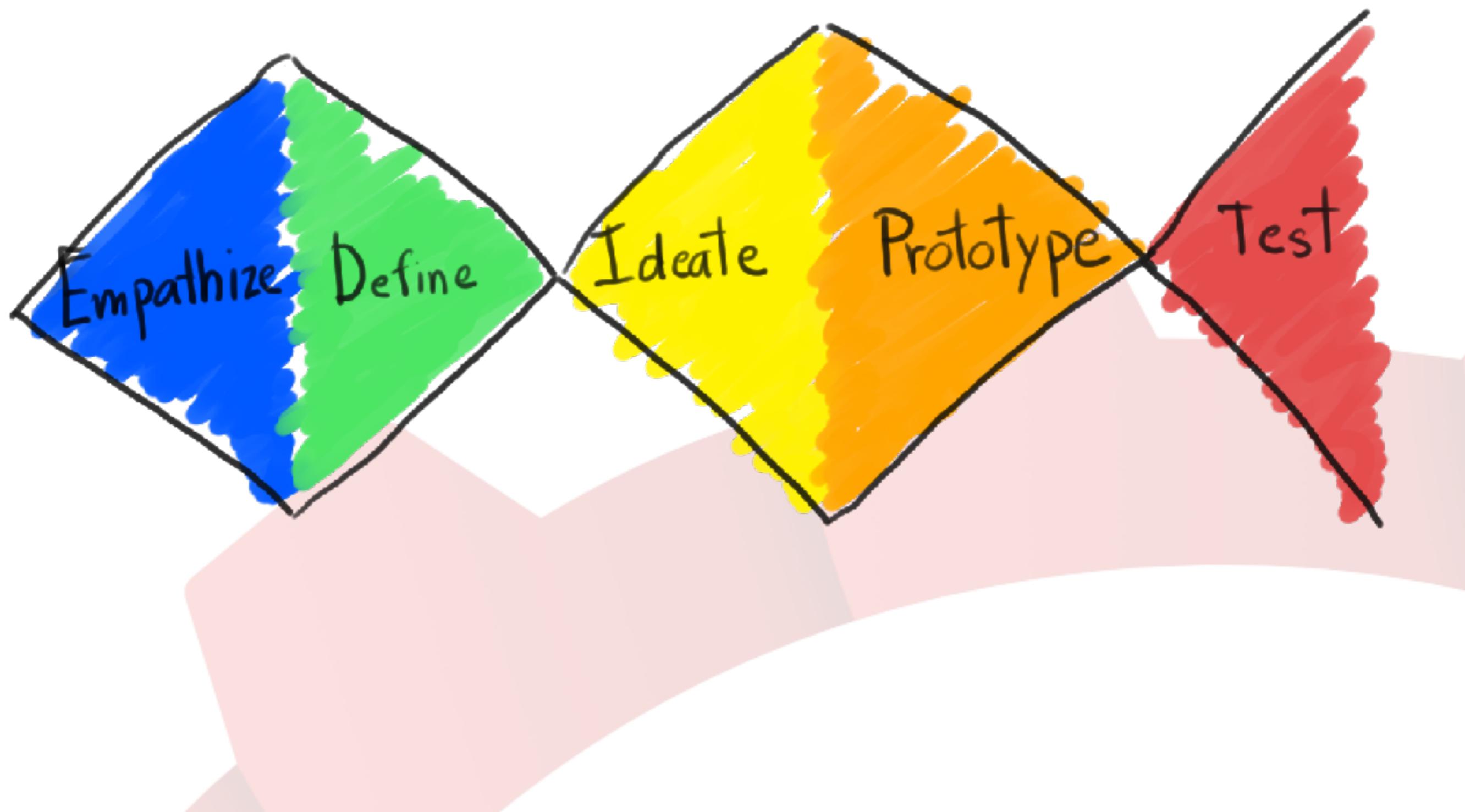
Prototype

We are all DESIGNERS!

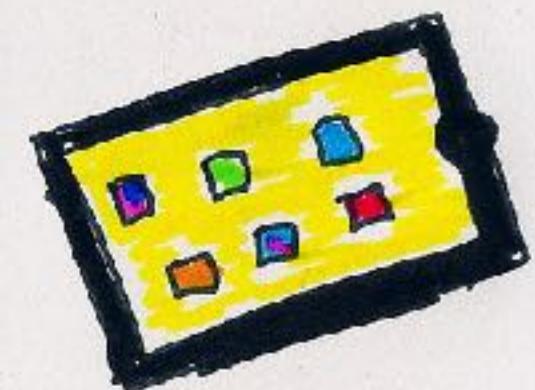


Brainstorming





Apple ipad



Some possible
personas →
they could have



Katy
7 years old

Primary 2

- likes to play games on it
- mum reads bedtime stories to her
- draws in the car on long journeys
- plays educational games with dad



Sean
19
Business Student

- keeps up to date + talks to friends on social Networking e.g Facebook
- Watches video clips on YouTube
- Reads Business news sometimes and keeps lecture notes on it
- Skypes with his girlfriend



Alison
42
Mum

- Uploads all the family photo's on it to show friends + family - likes having them in one place
- Can't really use a computer but can use the basic functions of the tablet



St
5
W

SLTH

SLASH
Society for Leadership and
Advancement in Health



.....?

15:00 PM

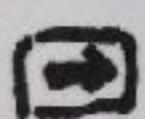
I-Do

Do it now!

①

①

②



slide to unlock



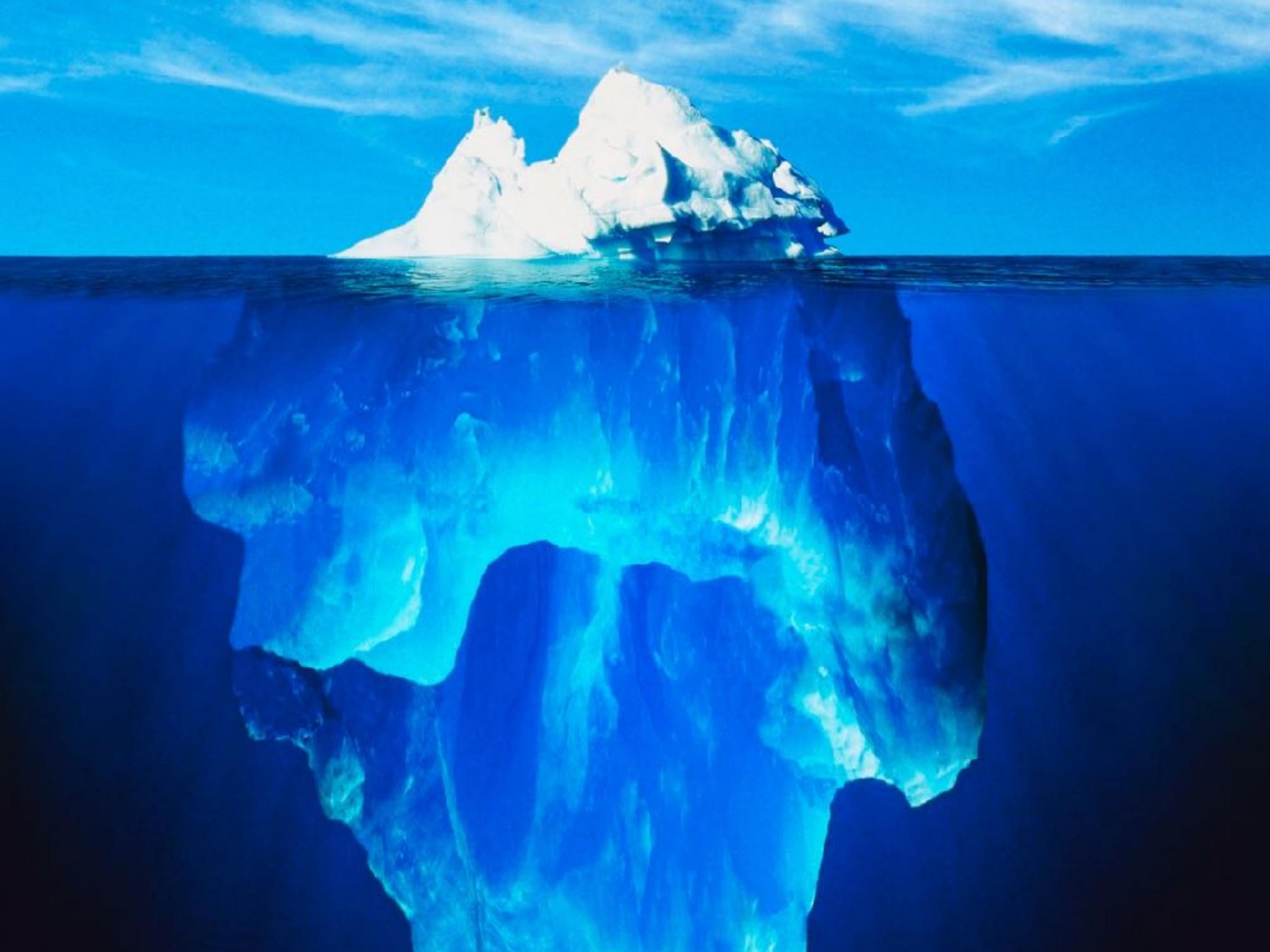
USABILITY TESTING

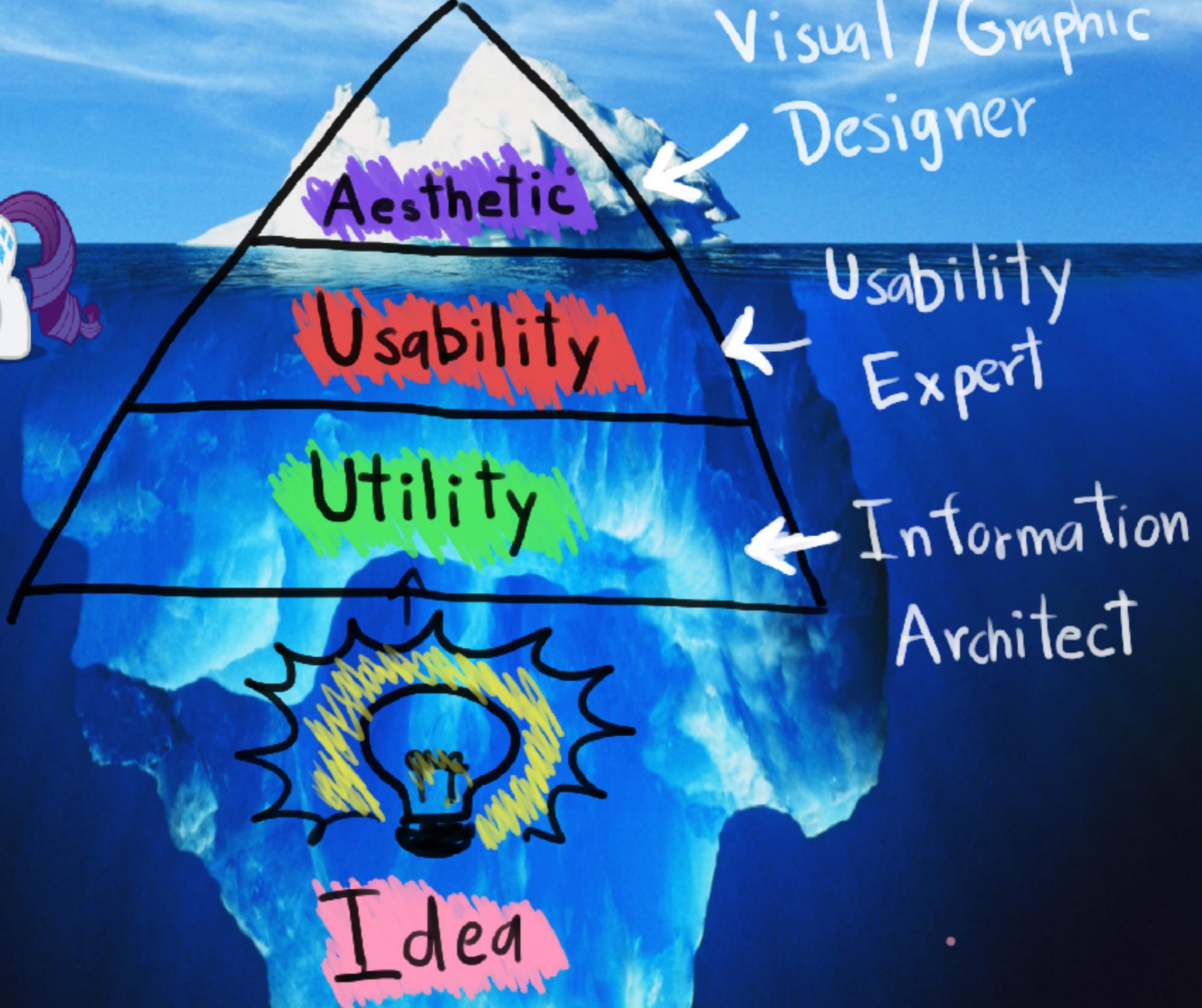
No! That's not
how you're
supposed to
use it!

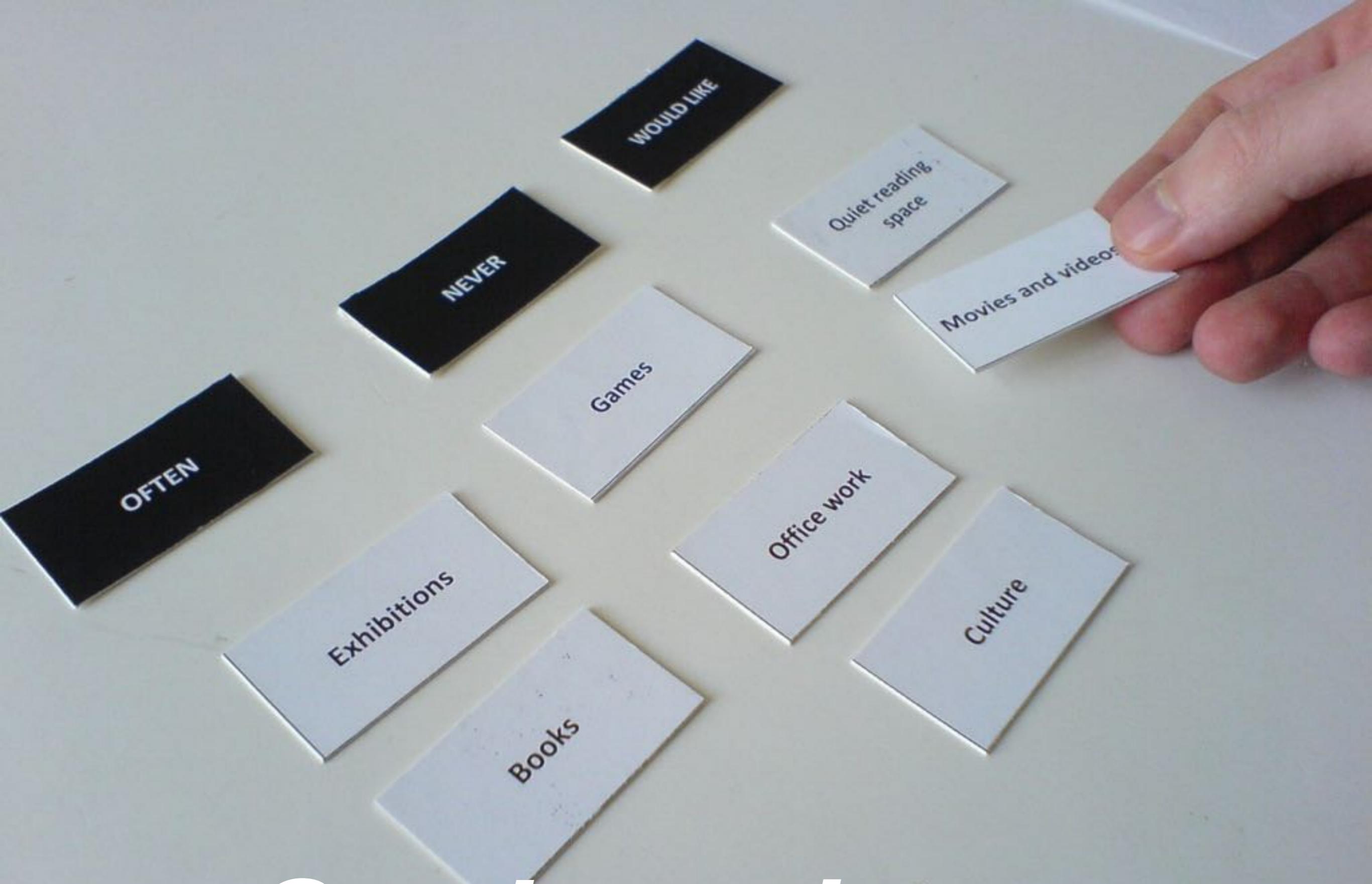


***Try ROI calculator
here***

<http://www.humanfactors.com/coolstuff/roi.asp>





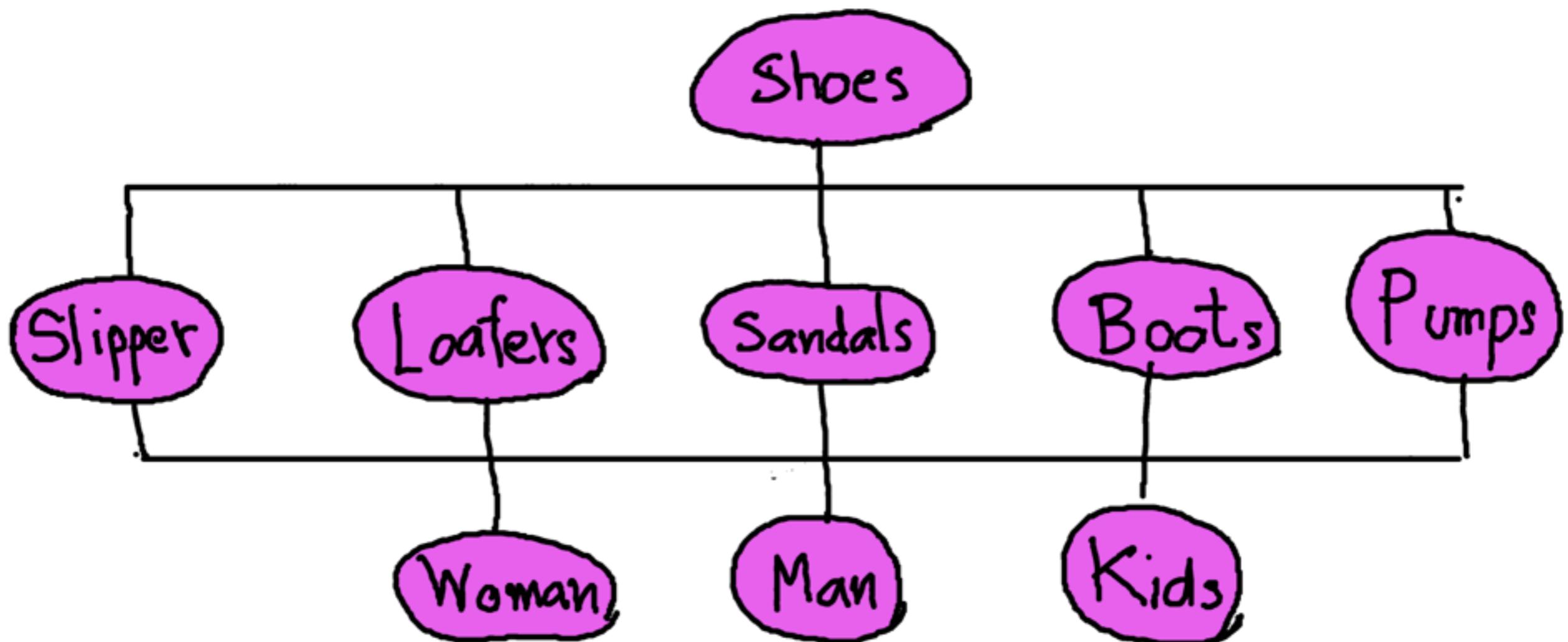


Card sorting game

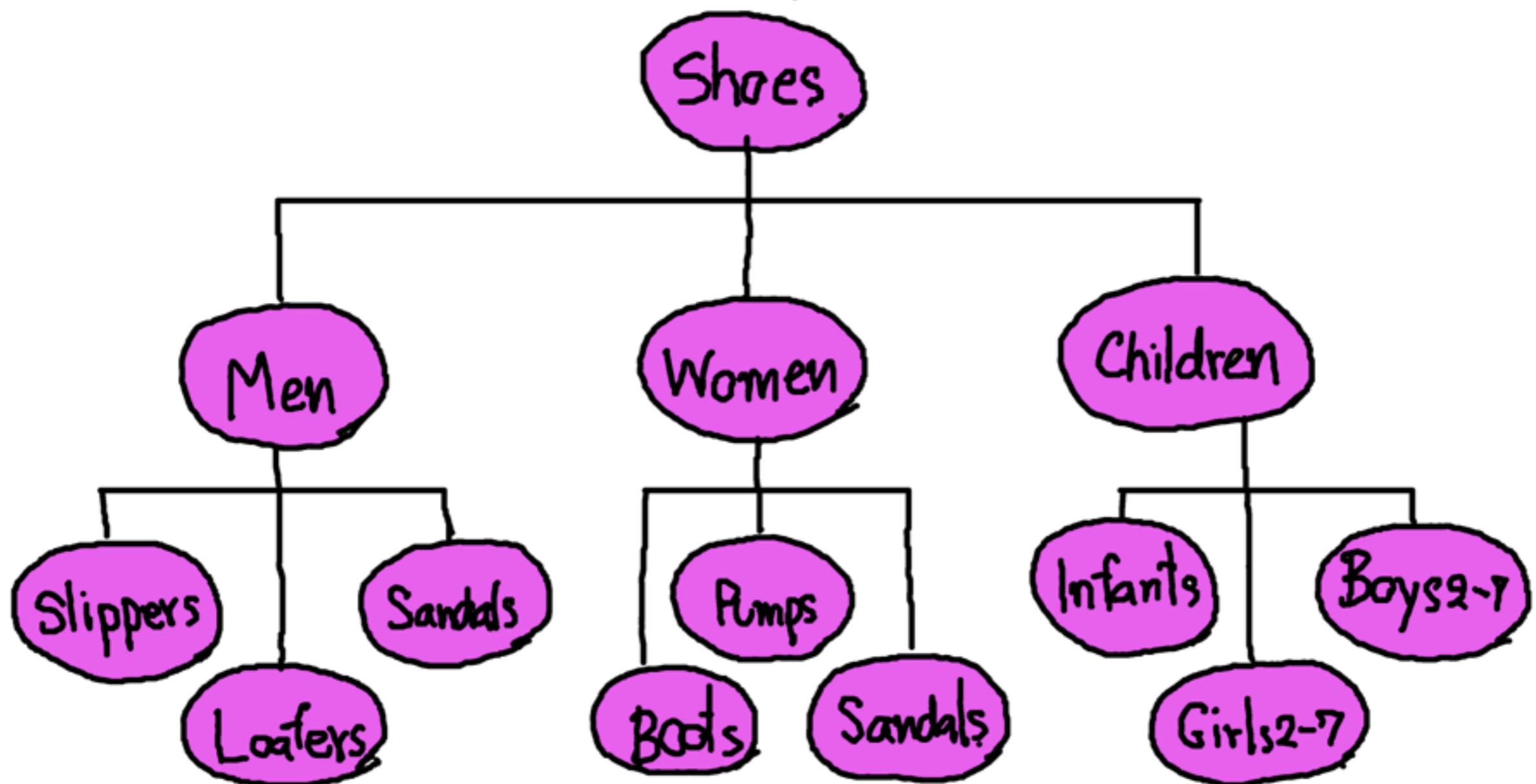
Information architecture

- The combination of organisation, labelling, and navigation schemes.
- The structural design of an information space to facilitate task completion and intuitive access to content

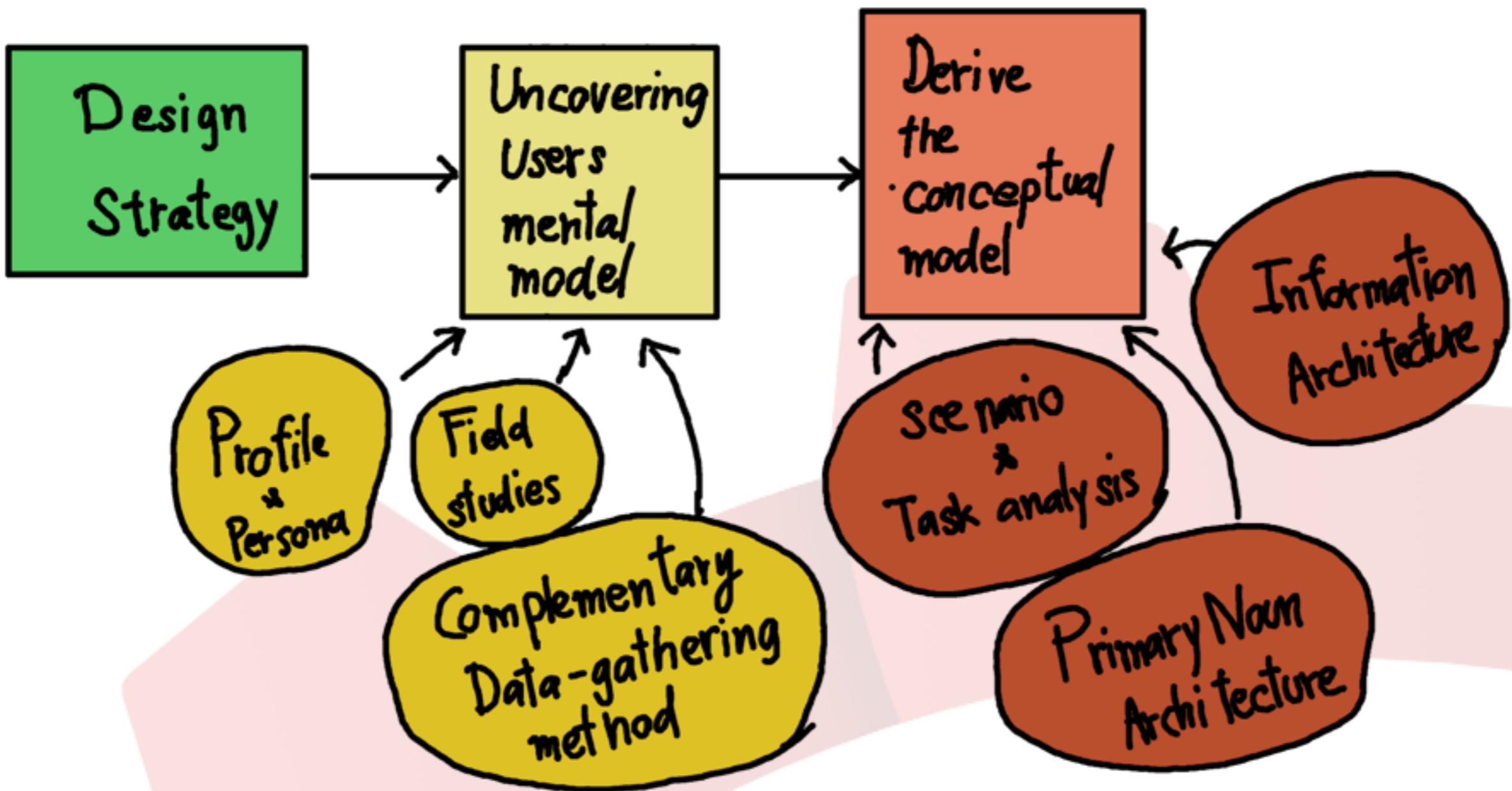
Choose the scheme that best suits the user's mental model



Choose the scheme that best suits the user's mental model



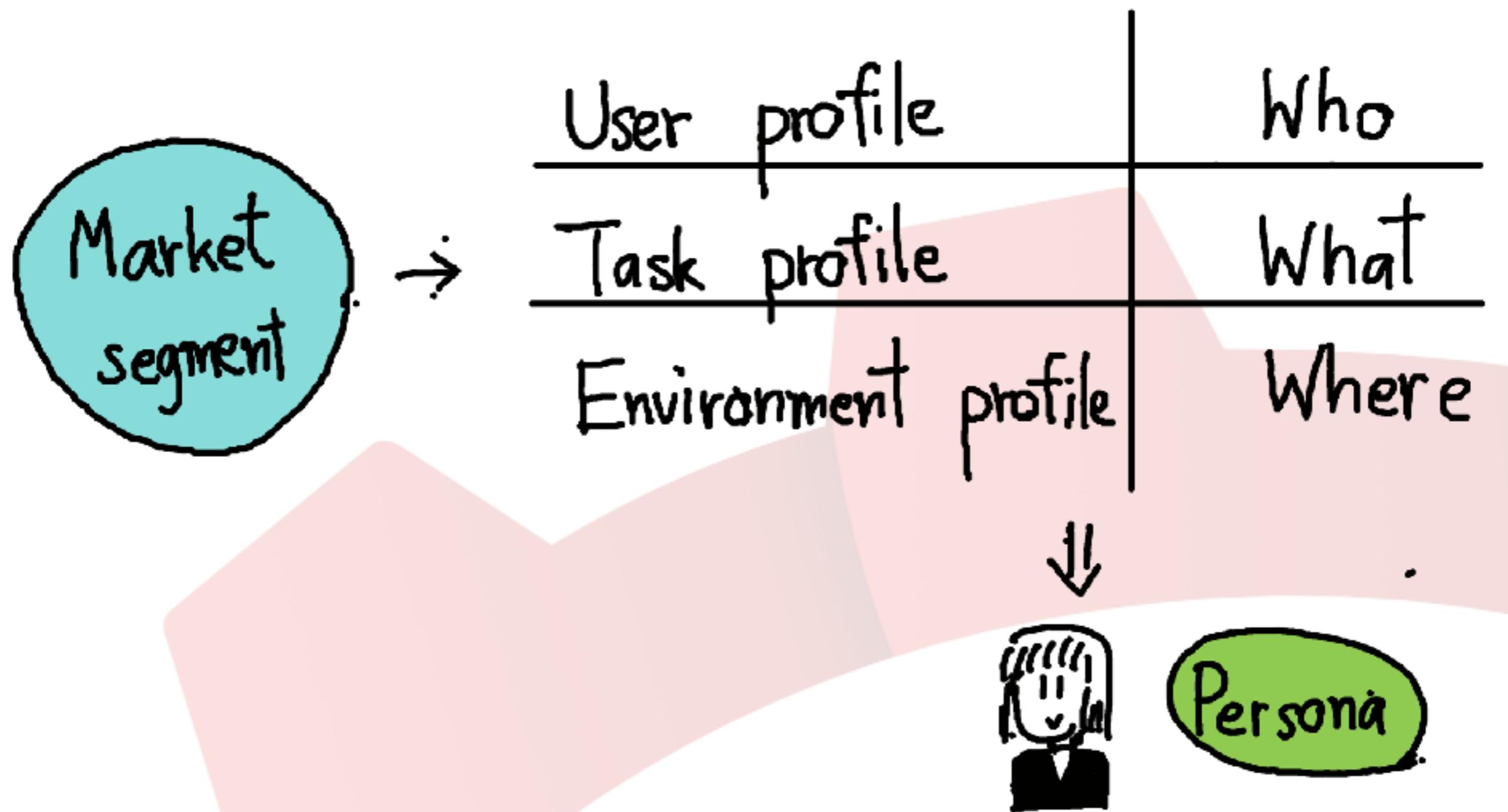
User-Centered analysis



Design Strategy elements

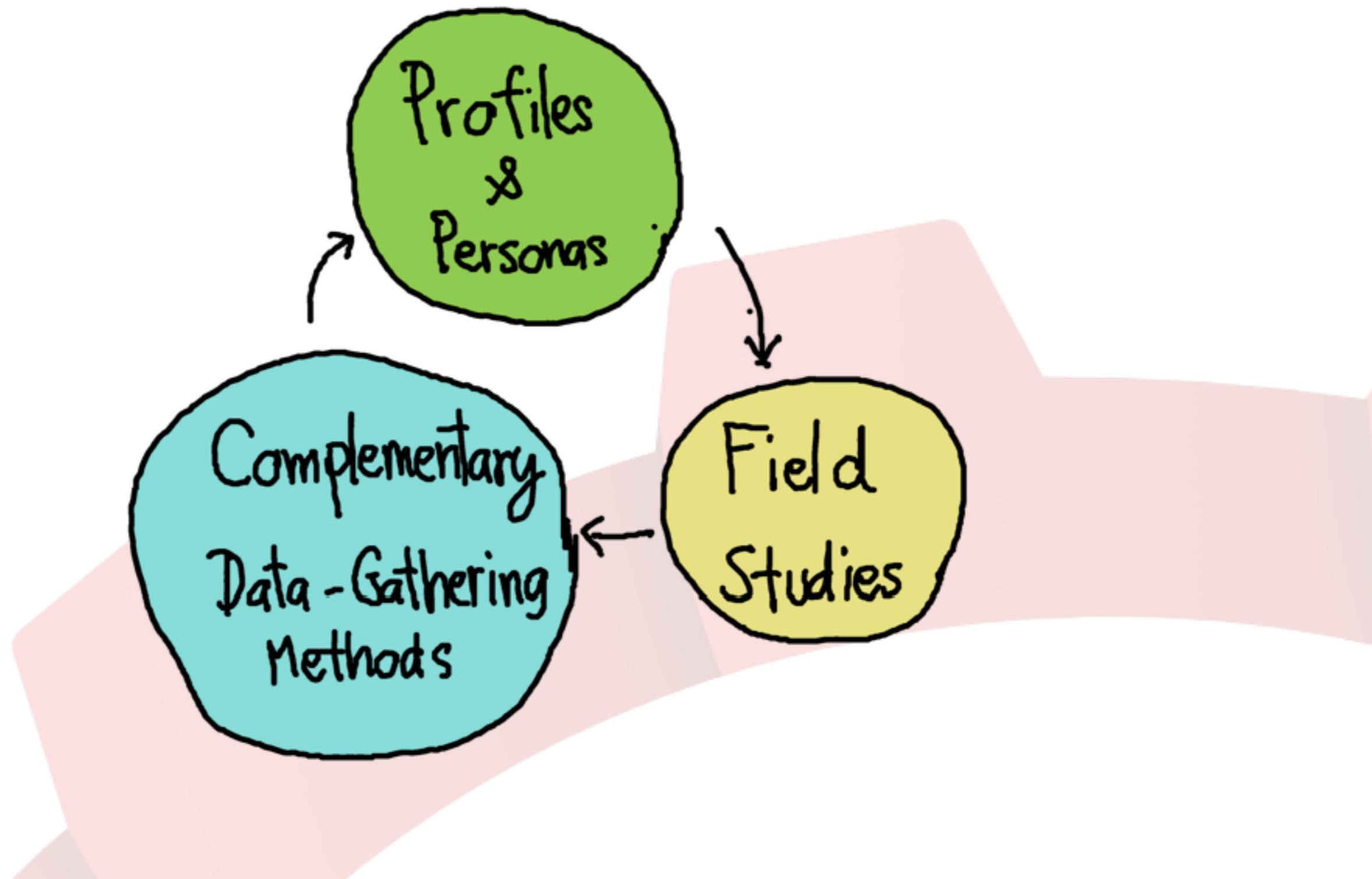
- Executive intent
- Target users
- General tasks
- Technology(or other) constraints
- Marketing/Branding goals
- Critical success factor

Profile & Persona



*Use personas to looking for
real people*

Persona development process



***Software is not
the point.***



Problems



Ideas



Product/Solution



Outcome/Impact



Minimize output
Maximize outcome

The three challenges are:

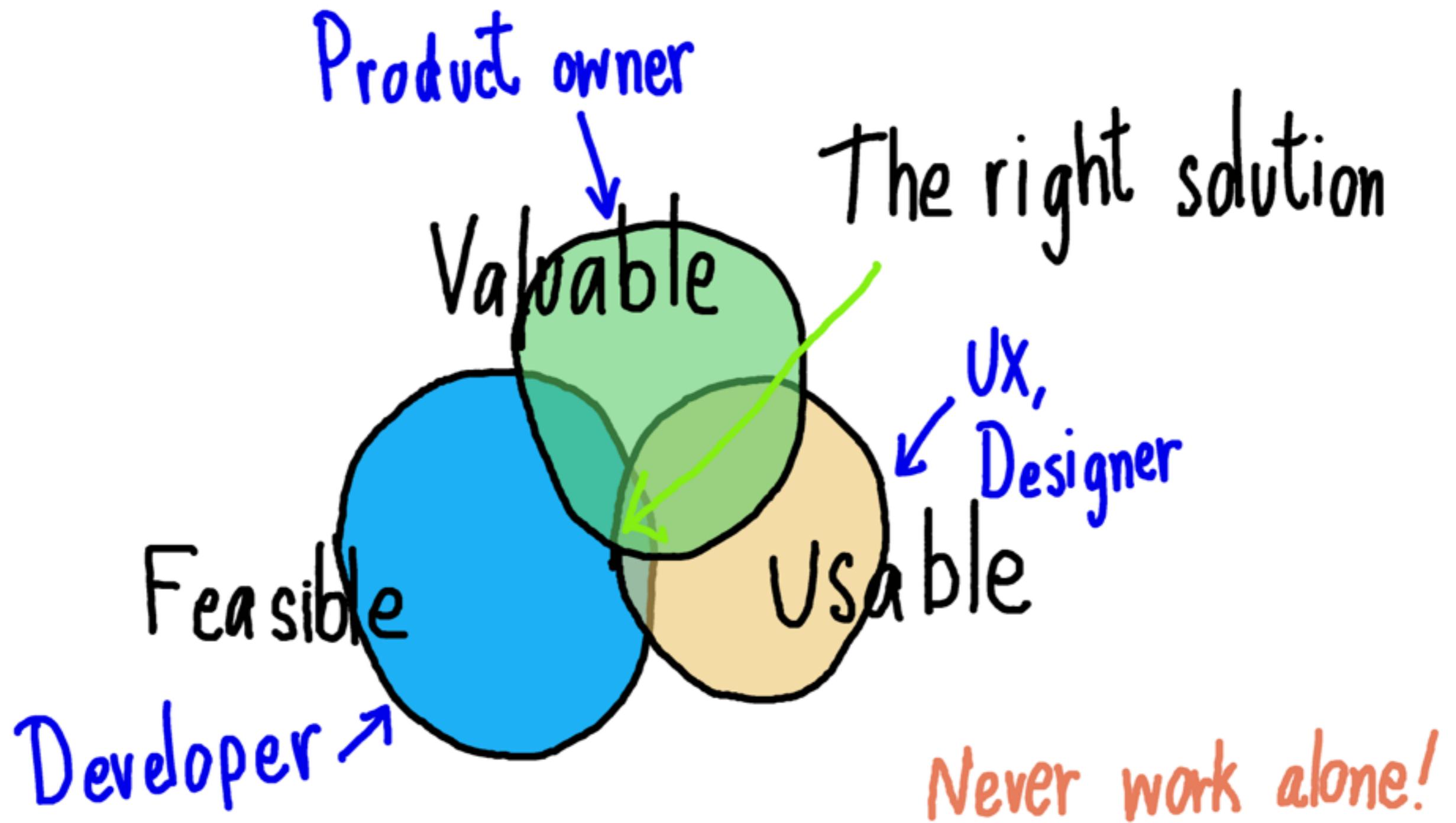
- Possessing the diverse skills needed to make something good.
- Understanding who you're making the thing for.
- Orchestrating the skills, egos and constraints over the course of the time required to make the thing.

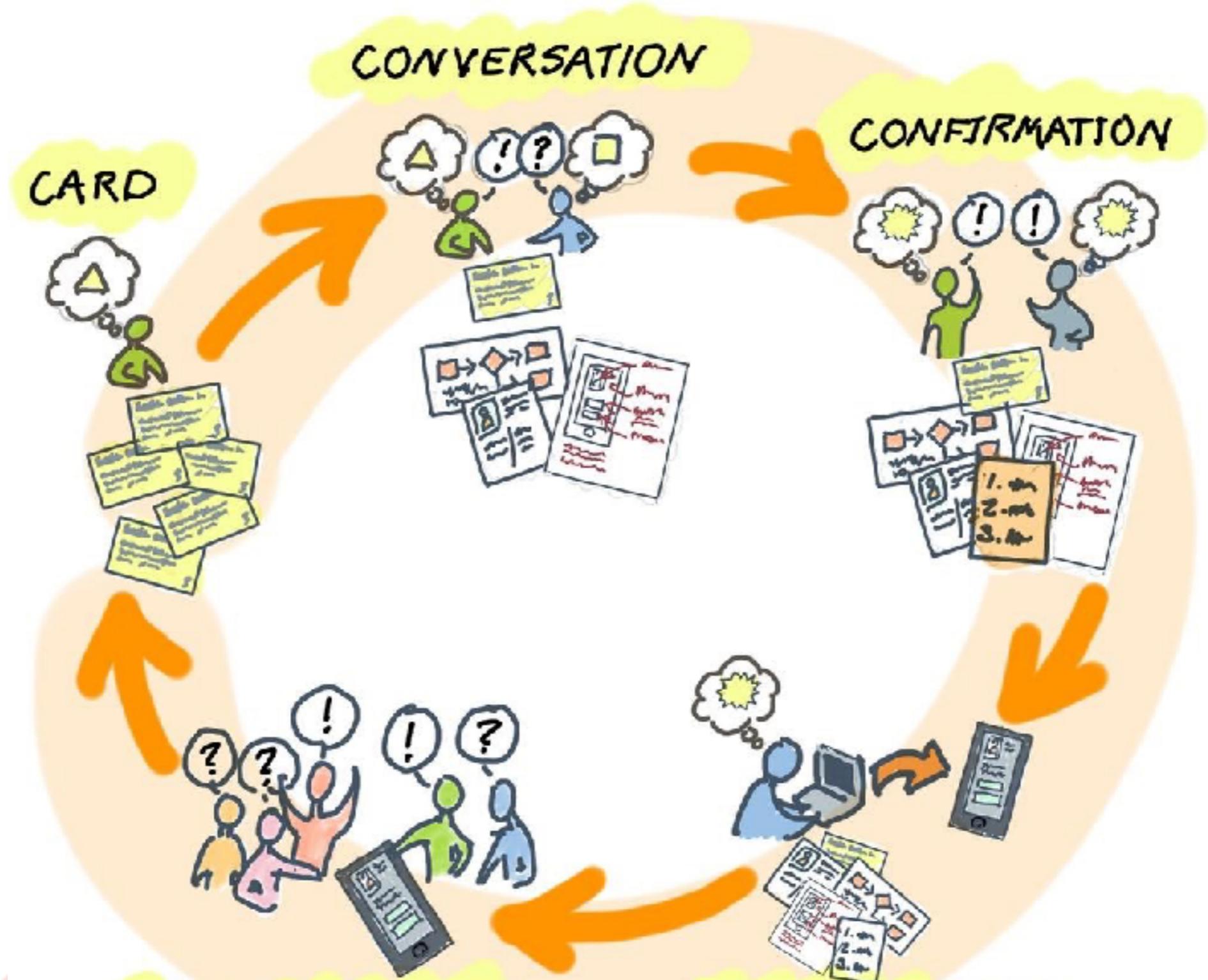
Understanding *users*



*Start from
understand
ourselves*

*Shared goals &
understanding*





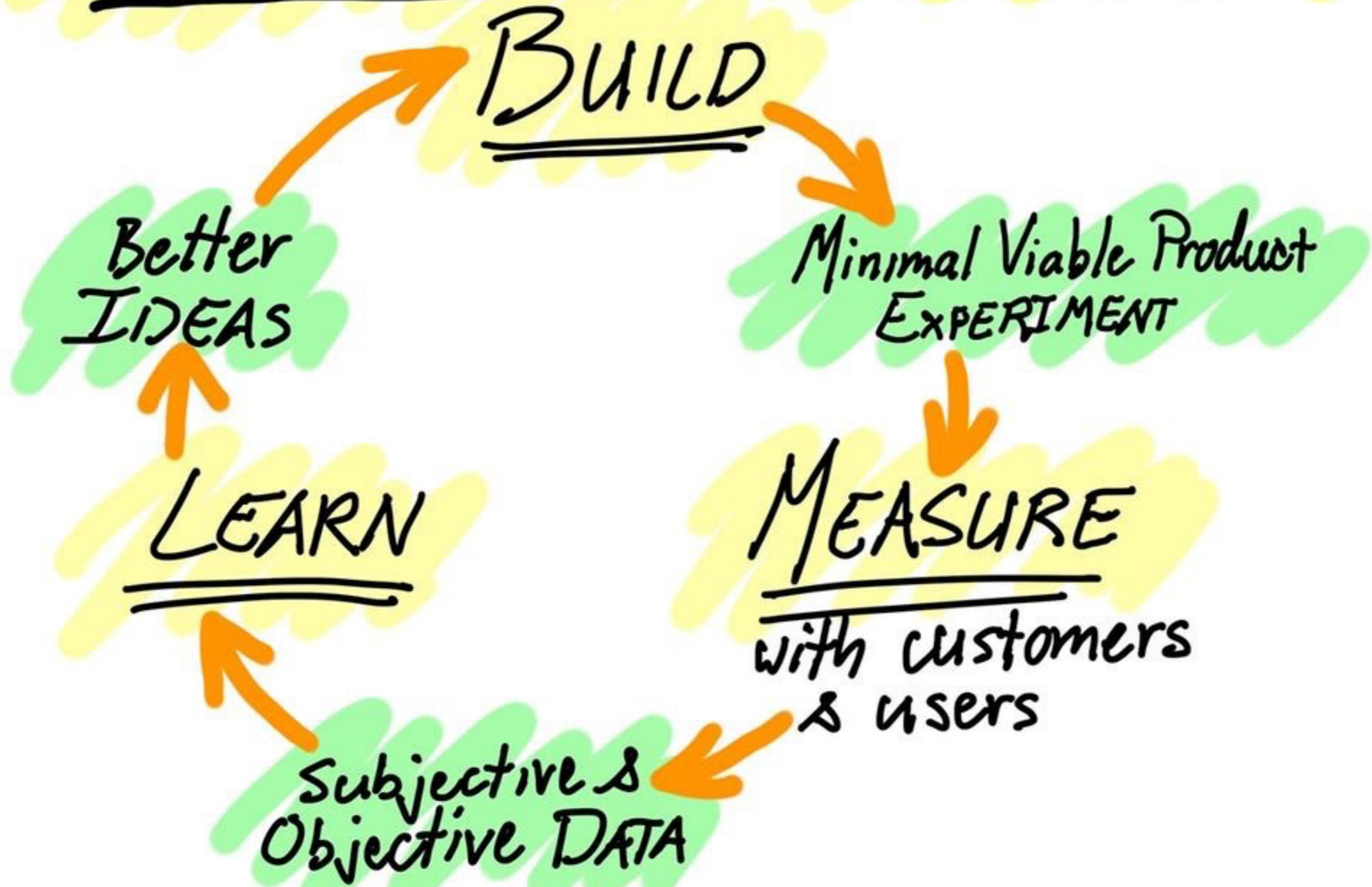
CONSEQUENCES

Evaluate what you built first as a team, then with business stakeholders, and in tests with customers and users

CONSTRUCTION

Teams create software referencing notes and pictures from conversations to help them remember details

VALIDATED LEARNING LOOP



***Customer's voice can not
reach us***

or

We are not listen to them

(carefully)

