

From Customer Experience Outcomes to Focused User Centered Product Design Improvements

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OpenSearch Project

Amazon Web Services

My thoughts on

Agenda

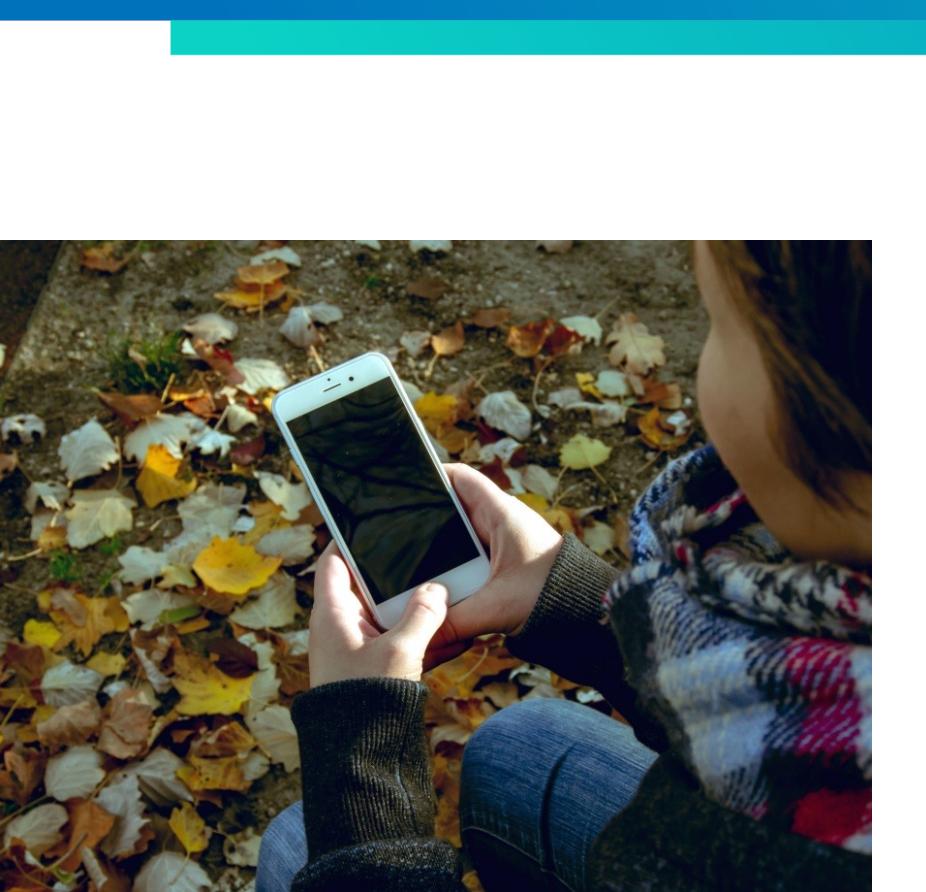
- Every Day User
- UX/UI as a discipline
- AI and UX
- CXO, Usability, Accessibility and more
- Community
- Identity

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The Everyday user





3. SOC Analyst (Tier 3-4)

1	2
3	4

Incident response coordinator, Threat hunter

Consumer

High Code



REVIEW ALERT
RESPONSES TIME

PERFORM
VULNERABILITY
ASSESSMENTS

PROACTIVELY
LOOK FOR
THREATS



DEFINE
MITIGATION
STRATEGIES

SHARE
DASHBOARDS

CREATE REPORTS

Knowledge and skills:

- Proficient with queries and scripting languages
- Deep domain knowledge
- Analyze information
- Manages security incidents
- Evaluates escalated security alerts
- Assesses security and other risks associated with a security incident
- Maintains an incident response plan

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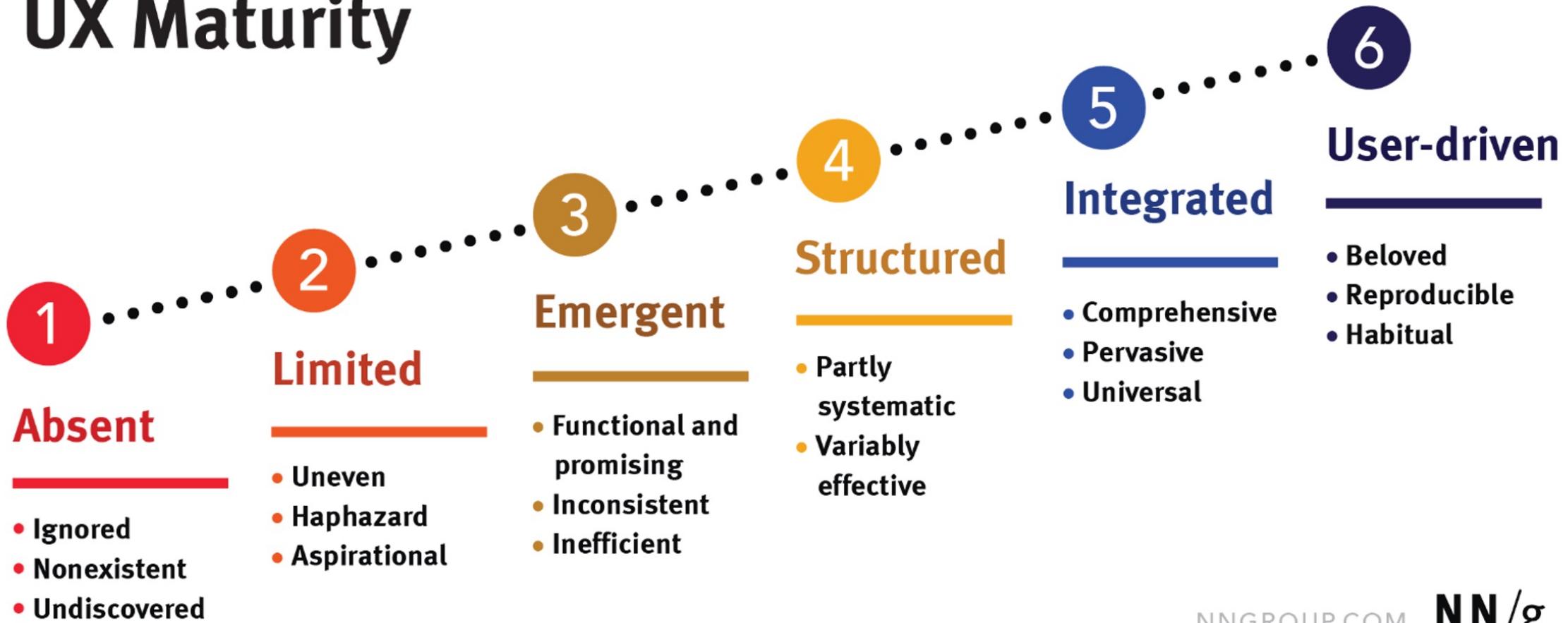
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UX/UI as a Discipline

Underlying role of user understanding

- Design and Branding
- Design as a Subjective Field
- UX as a Business Investment
 - Certain user preferences are objective
 - Users and organizations are willing to invest on good design
 - How to measure impact?

Stages of UX Maturity



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AI and UX

- Plethora of fields and applications of AI
- Benefits of algorithms is that you can refine outputs
- Human fine tuning
- The new definition of UX in this area



Consumer UX Preferences

Chatbot Experience

Some users expected a chatbot-like experience (20.2%) while the majority (82.6%) wanted to search in natural language and ask for relevant documentation (73.7%).

AI Assistant Interface

Users preferred the AI assistant to be their secondary interface (61.0%) with a chat window format (83.3%) or a search bar format (31.1%).

Desired Customization Options

Users wanted the AI assistant to be customizable in terms of its name, response length, tone, appearance, personality, and color.

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EXISTING JOURNEY MAP

A high level visualization of how OpenSearch Users Use the Software and Service



Jonah Doe

Business Analyst

"I handle operations and run data analysis for all of our systems to make sure our operations are running smoothly.

Potential Job Titles Business Analyst, Analyst, HR Manager, Risk Assessment Manager

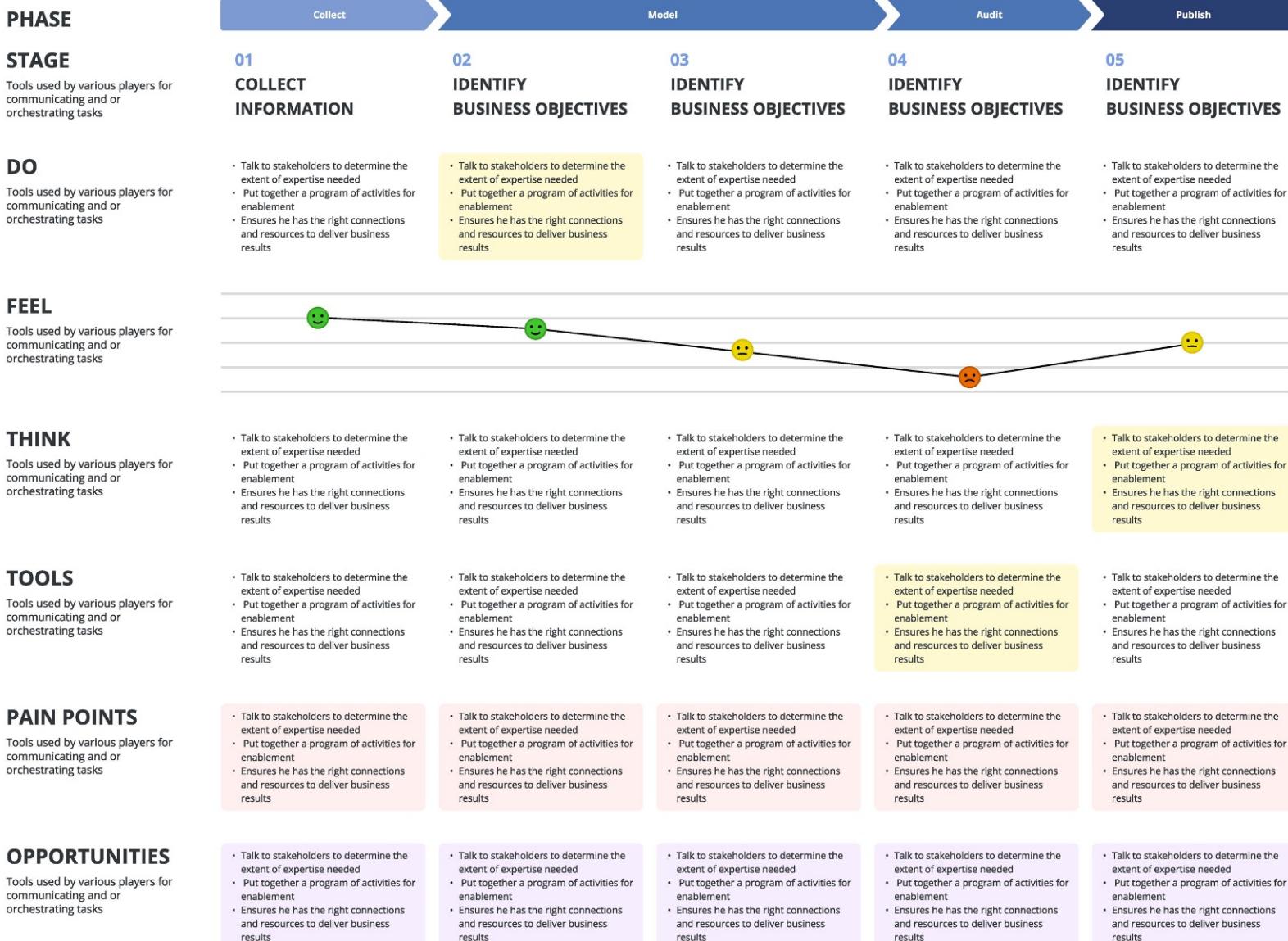
Motivations Jonah strives to provide the recommendations to his stakeholders and clients based on accurate and comprehensive data. He needs to make sure that he has access to the right data sources, and has the right information of partners he needs to reach out to give him access to information.

Jobs to be done

- Ensures he understands what business problem is addressing
- Ensures he has the right access to the data set or Dashboard and the people who can provide access to data assets
- Review the metrics
- Shares reports and dashboards to his stakeholders

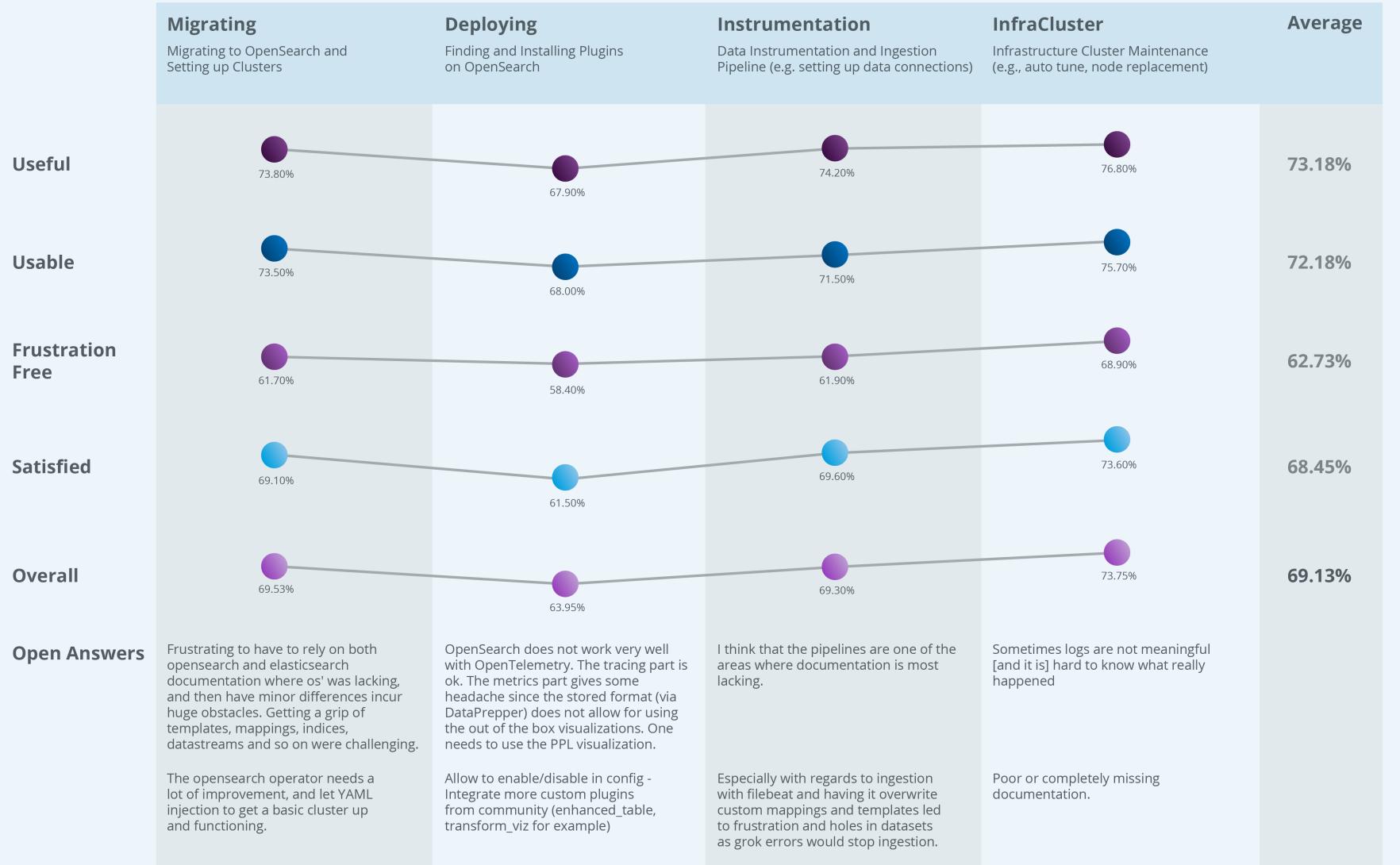
Knowledge and skill Wide variety based on domain expertise, fair understanding of analytics, expert in his domain, good understanding of solutions pertaining to his domain.

Potential Job Titles Business Analyst, Analyst, HR Manager, Risk Assessment Manager



Task 1 Create an index template		Task 2 Create an index that inherits a template		Task 3 Review an index	Task 4 Create an index management policy	Task 5 Reindex an existing index	Task 6 Create a snapshot policy	Task 7 Restore an existing snapshot
Success Rate	17 / 20	13 / 20		20 / 20	4 / 20	16 / 20	17 / 20	20 / 20
P1	Fail (User did not use wildcard)	Success (Expected a dropdown of templates to choose from)		Success	Success (Confused about a destination state that does not exist yet)	Success (wanted to see a progress indicator)	Success	Success (clicked hyperlink first vs checkbox)
P2	Success	Success (Wanted to know which template it inherited)		Success	Success (transition is unintuitive)	Success	Success	Success
P3	Success	SWA (Expected dropdown of templates to choose from and ability to create index from template)		Success	Fail (missed index pattern, filled in action and transition within one state, transition is unintuitive, minimum index age error)	Fail (did not understand reindex)	Success	Success (clicked hyperlink first vs checkbox)
P4	Success	Fail (Incorrectly named index, expected ability to create index from template)		Success	Fail (uncertain about ISM and skipped wildcard, expand carrot to double check input)	Success (wanted to see a progress indicator)	Success	Success (clicked hyperlink first vs checkbox)
P5	Success	Success (Initially scrolled and missed the template confirmation)		Success	Success	Success	Success	Success
P6	Success	Success (Override concerns)		Success	Success (Assumed there would be a default state, wanted ability to drag action/transition to reorder)	Success	Success	Success
P7	Success	SWA (needed help with index name; expected ability to create index from template; did not expect a template confirmation)		Success	Fail (filled in action and transition within one state, transition is unintuitive, minimum index age error)	Fail (missed final creation button because of notification)	Success	Success
P8	Fail (User missed index pattern entirely b/c he thinks the mapping would be enough)	Fail (Incorrectly named index, expected ability to create index from template)		Success	Fail (skipped index pattern, filled in action and transition within one state, transition is unintuitive minimum index age error)	Fail (did not understand reindex)	Fail (Index pattern error)	Success
P9	Success	Success		Success	Fail (filled in action and transition within one state, transition is unintuitive)	Success	Success	Success (clicked hyperlink first vs checkbox; did not see Restore Activities at first)
P10	Success (Uncertain about wildcard)	Success (Wanted to know which template it inherited, override concerns)		Success	Fail (index pattern error, filled in action and transition within one state, transition is unintuitive, minimum index age error)	Success (struggled with creating an index)	Success	Success
P11	Success	Success (Expected dropdown of templates to choose from and ability to create index from template, Wanted to know which template it inherited)		Success	Fail (filled in action and transition within one state, transition is unintuitive, minimum index age error, wanted relational visuals between the two states)	Success	Success	Success
P12	Success	Success		Success	SWA (filled in action and transition within one state)	Success	Fail (index pattern error)	Success
P13	Success (Uncertain about wildcard)	SWA (Needed help with index name, expected dropdown of templates to choose from and ability to create index from template)		Success	Fail (filled in action and transition within one state, transition is unintuitive)	Success	Success	Success (clicked hyperlink first vs checkbox)
P14	Success	Success (Initially scrolled and missed the template confirmation, overriding concerns)		Success	Fail (transition is unintuitive, wanted relational visuals between the two states)	Success (struggled with creating an index)	Success	Success
P15	Success	Success		Success	Fail (skipped index pattern, transition is unintuitive)	Success (wanted to see a progress indicator)	Success	Success (clicked hyperlink first vs checkbox)
P16	Success (Uncertain about wildcard)	Success		Success	SWA (initially skipped ISM, transition is unintuitive)	Success (struggled with creating an index)	Success	Success (did not see Restore Activities at first)
P17	Success	Success (initially struggled with index name, initially scrolled and Success missed the template confirmation)			SWA (filled in action and transition within one state)	Fail	Success	Success
P18	Success (Uncertain about wildcard)	Success (initially scrolled and missed the template confirmation, override concerns)		Success	Fail (Missed index pattern, filled in action and transition within one state, transition is unintuitive, minimum index age error)	Success (Success (struggled with creating an index))	Success	Success (clicks hyperlink first vs checkbox, did not see Restore Activities at first)
P19	SWA (Needed more index pattern guidance)	Fail (Expected dropdown of templates to choose from and ability to create index from template)		Success	Fail (Missed index pattern, struggled despite given hints)	Success	Fail (index pattern error)	Success
P20	Success (Uncertain about wildcard)	SWA (Expected dropdown of templates to choose from and ability to create index from template, override concerns)		Success	Fail (filled in action and transition within one state, transition is unintuitive)	Success	Success	Success

Infra User



Outcome Measures

- A rich set of CX measures can include quality and loyalty measures.
- Outer outcome measures could include
 - Satisfaction
 - Frustration
 - UMUX measures
 - UMUX-lite measures
 - SUS scores
- Selecting what you measure is only one aspect of quantifying an experience. A larger part of measuring the users experience is to define what tasks or collection of tasks quantifies an experience.

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Community

Formats

- Online
- Blogs
- In-person
- Conferences
- User Groups

Benefits

- Awareness
- Templates
- Beyond UX

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Identity

- Reaching over the baseline
- Point of view
- Defining environments



Aparna Sundar



Dr. Aparna Sundar is a senior UX researcher at AWS covering all areas of the OpenSearch UI. She has over 20 years of experience in the field of research and design and actively publishes in the area of cognitive science.

COGNITIVE SCIENCE
Designing and building user interfaces to support research and development in the field of cognitive science.
OpenSearch UI has over 50 years of experience in the field of research and design and actively publishes in the area of cognitive science.

References

Posts by Aparna Sundar

- [Trust in open-source software](#)
- [OpenSearch research: Customer expectations of an intelligent dashboard assistant](#)
- [OpenSearch search personas: Creating Figma templates to represent a persona framework](#)
- [OpenSearch Dashboards: A usability snapshot](#)
- [Using community insights to create a persona framework to improve search experiences](#)
- [OpenSearch Partners with Key lime Interactive for Usability Studies: Admin Panel Workflows](#)
- [OpenSearch Dashboards: Community Insights](#)
- [OpenSearch Project Q1 community survey results](#)



- Global and Local Aspects of UX
- How best to Engage Community
- Role of Identity in UX
- User Engagement in Defining UX in the Age of AI

