

Capturing
Emotions

Madrid
2016

@johanbrook

Intimate
Remote
Work

Hey, I'm

Johan Brook

from



Frontend code

Designing things

Talking about product

Making backend stuff work

Testing new stuff, finding bugs

Being supportive in support

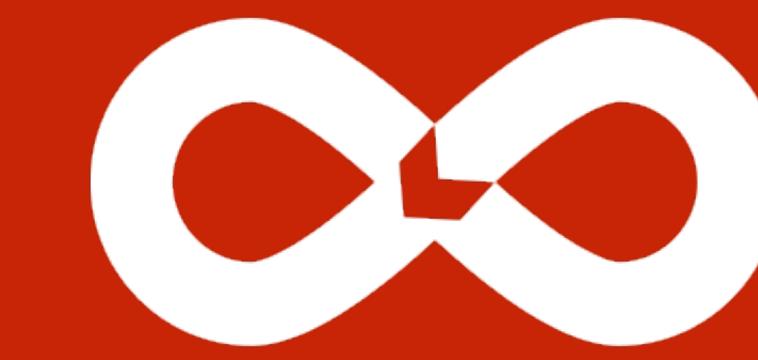
Thinking about strategy

Preparing marketing things

Learning about hiring

Trying to order food in Spanish

New!



lookback

”Lookback is a feedback recording tool that helps you understand the emotions of the users so that you can develop better apps.”



Understand
(digital)
experiences.



Ramblings about
Capturing
Emotions
in product development.

*”So why is this important | cool |
something to have a presentation about?”*

Glad you asked.

First of all:

I ain't no user researcher.

Fine print

Nothing in this presentation should be considered facts, science, or even best practices. Mr. Brook shall not be held responsible for any negative consequences that a potential member of the audience might cause if following the content proposed by Mr. Brook. This content reflects Mr. Brook's sole opinions as an individual, and are not the opinions of his employer, Lookback Inc. and its subsidiaries. Mr. Brook likes the colours red, black, and marine blue. He prefers red wine before white. Lorem ipsum. May the force be with you.

Make it possible for you to come
a bit closer to your users.



Their...

Smiles

Misinterpretations

Struggles

Love

Anger

Suggestions

Frustrations

Taps

Praise

Behaviors

Bugs

Silence

Success

Critique

Mistakes

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For me, it's all about
their feelings affecting me
and my feelings about my work.



Lookback AB lookback.io/watch/PsNAJsNaNLxbt9jPd

Welcome Hailey and Stanford. | Lookback

Recordings Tests Learn Download

Lookback brookie

From Little Bighorn to Stanford
Student field trip, research lead to rare exhibition of warrior's view of Custer's Last Stand at Cantor Arts Center.

Top Stories

0:02 0:17

Welcome Hailey and Stanford

Favorite Add to... Export... More

January 27, 21:16 6 views

Share
<https://lookback.io/watch/PsNAJsNaNLxbt9jPd>

Video \neq figures.

Words \neq text.

Expressions \neq emojis.

This gets really interesting with
Facial recognition
and other cool computer
science-y techniques...

CartoDB folks:

"How can we get started?!"

CartoDB folks:

*"How can we be the best
ever startup in doing
UX research?"*

I'd say

**Test early.
Test often.**

But we all know this, right?

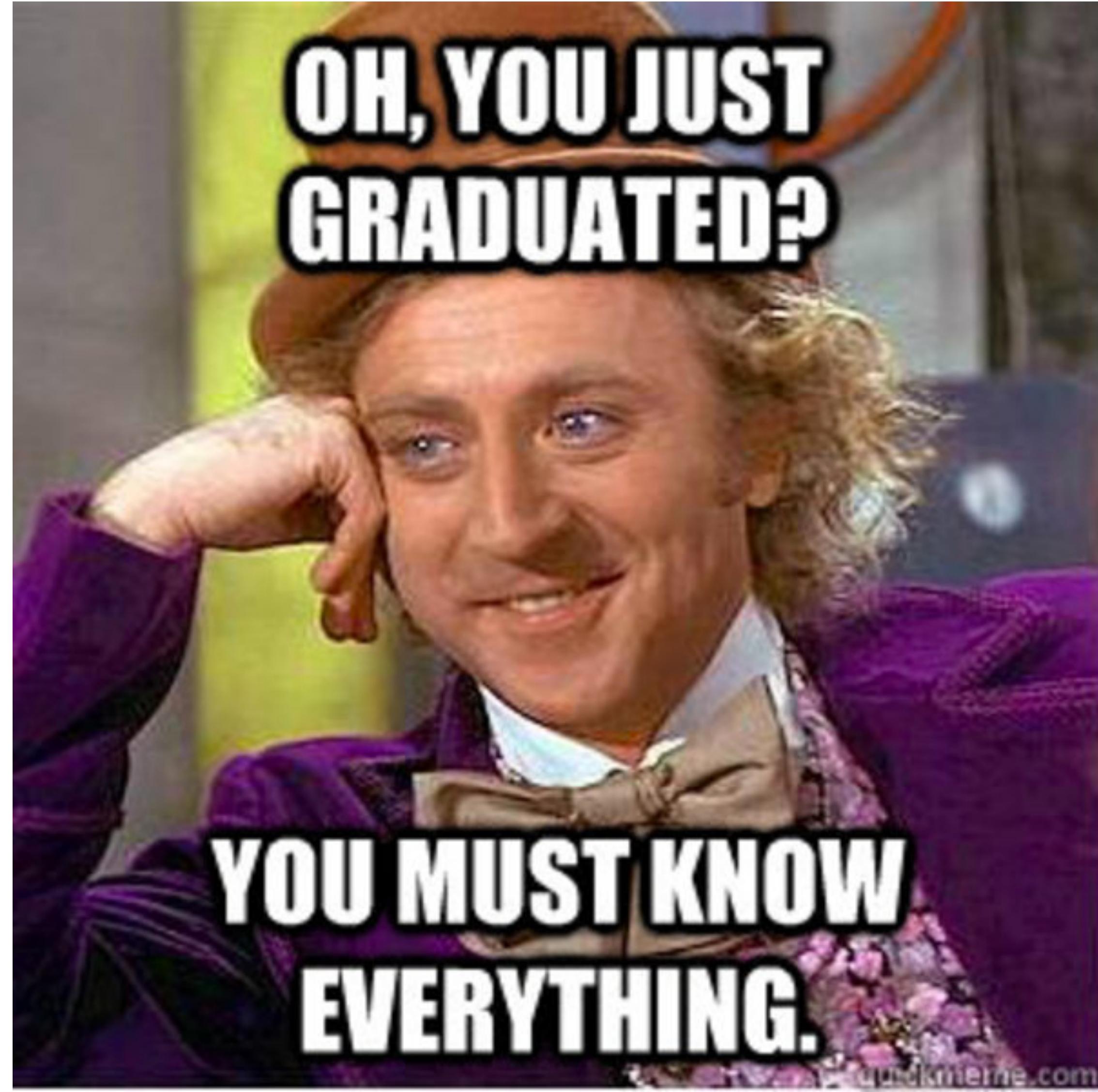
“Test before writing code”

Why don't we do it?

It's usually clunky & tedious...

...an after thought.

*It should be
obvious to test your product
on humans before shipping
to humans.*

A close-up of Gene Wilder as Willy Wonka. He has his signature wild, curly blonde hair and is wearing his signature purple velvet jacket over a white shirt and bow tie. He is smiling warmly at the camera, with his right hand resting against his cheek. The background is slightly blurred, showing some of the whimsical interior of his chocolate factory.

**OH, YOU JUST
GRADUATED?**

**YOU MUST KNOW
EVERYTHING.**

Demo

Quick how to:

1. Put human in front of device.

2. Open CartoDB.com on device.

(even better: a prototype of a new feature!)

3. Start up Lookback.

4. Ask human to perform normal tasks
while recording session.

5. Study recorded material.

Gain insights.

Discuss in small groups.

6. Fix stuff.

7. Back to 1.

8. Profit 🍺💰

More at

lookback.io/learn/user-experience-research



My experiences in
Intimate
Remote
Work

*Why I
love
remote:*

1. I can travel!

Vienna

San Francisco

London

Copenhagen



Cafe Hawelka, Vienna.



Part of team in Lake Tahoe, CA.



CEO, contemplating life, universe, and everything.



Google, London.



Super cozy, Copenhagen.

Plans for:

Asunción

Rio

~South Spain

?

2. Work in environments
that makes me feel good.

3. Fewer distractions.

We wrote:

"We're a *distributed* team, and want you to work from wherever you're the most productive, creative and informed".

lookback.io/jobs

We want to:

Optimize for mastery

Where and how can an individual find the best

Motivation

Freedom

Creativity

Autonomy

Productivity

Flow

So... are you guys remote *first*
or remote *friendly*?

zachholman.com/posts/remote-first/

”Teams with one or two remote employees on them are fucked, and teams with a larger proportion tend to do better.”

Zach Holman

The Bad Sides

— of remote work —

*"Oh, you guys already
decided...?"*

Isolation

"Why am I not included?!"

Frustration

"Why am I here?"

Questioning

Loss of
Momentum

"I don't evolve"

Quitting

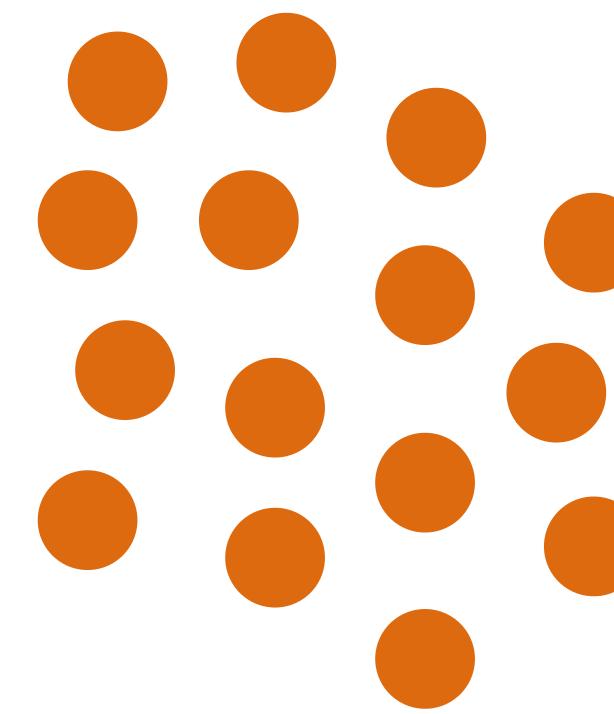
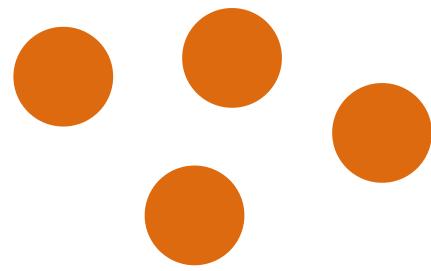
For a truly remote organisation,
you must build it from the ground up
from the start – it's the baseline.

What does that *mean*?

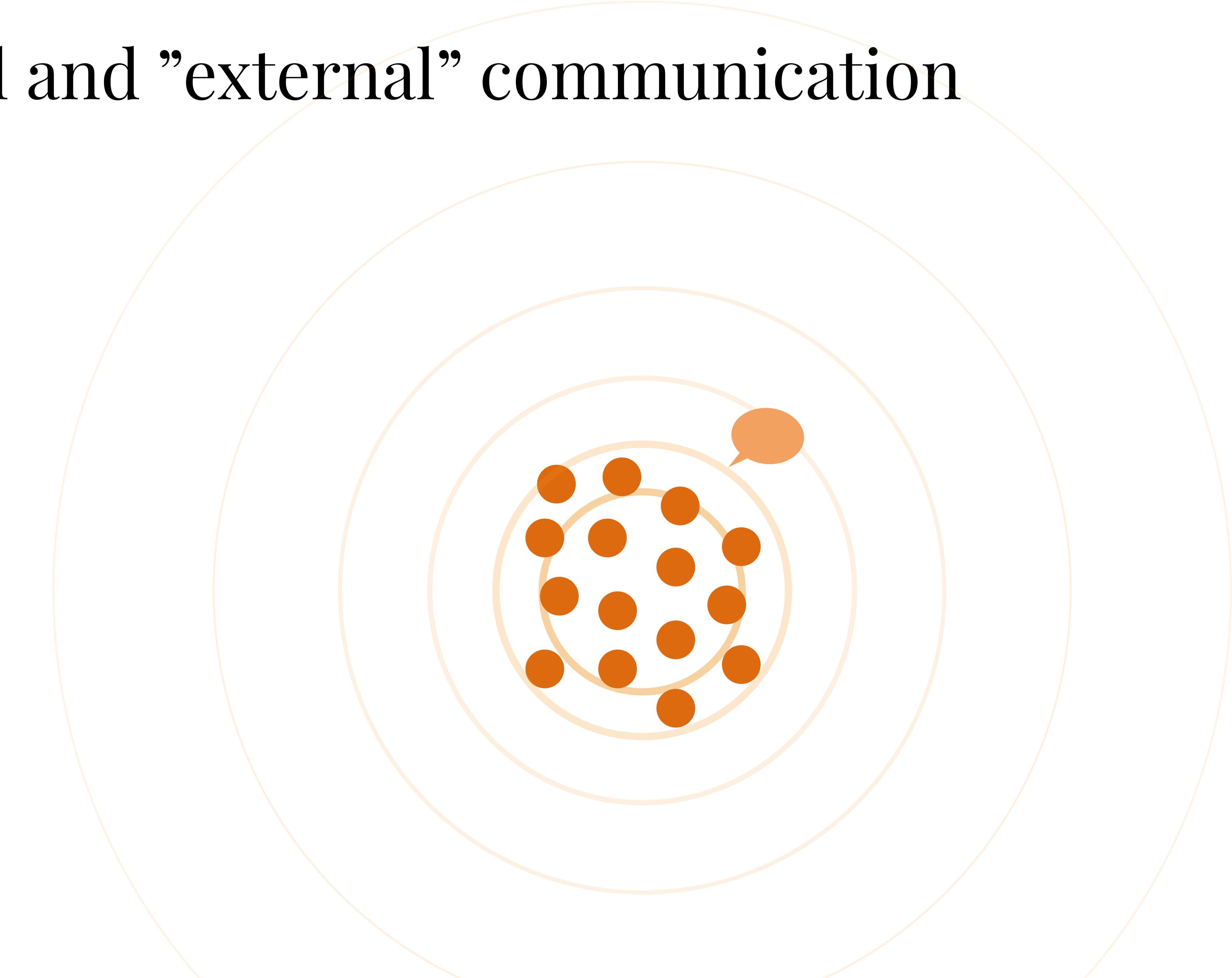
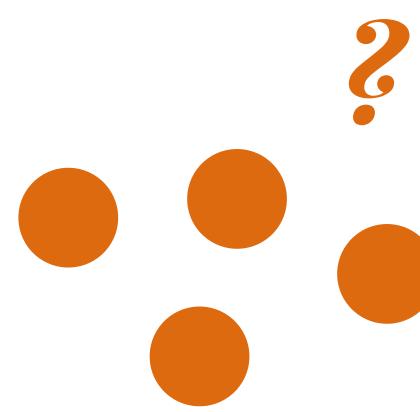
Well, perhaps not like this:



...or even this



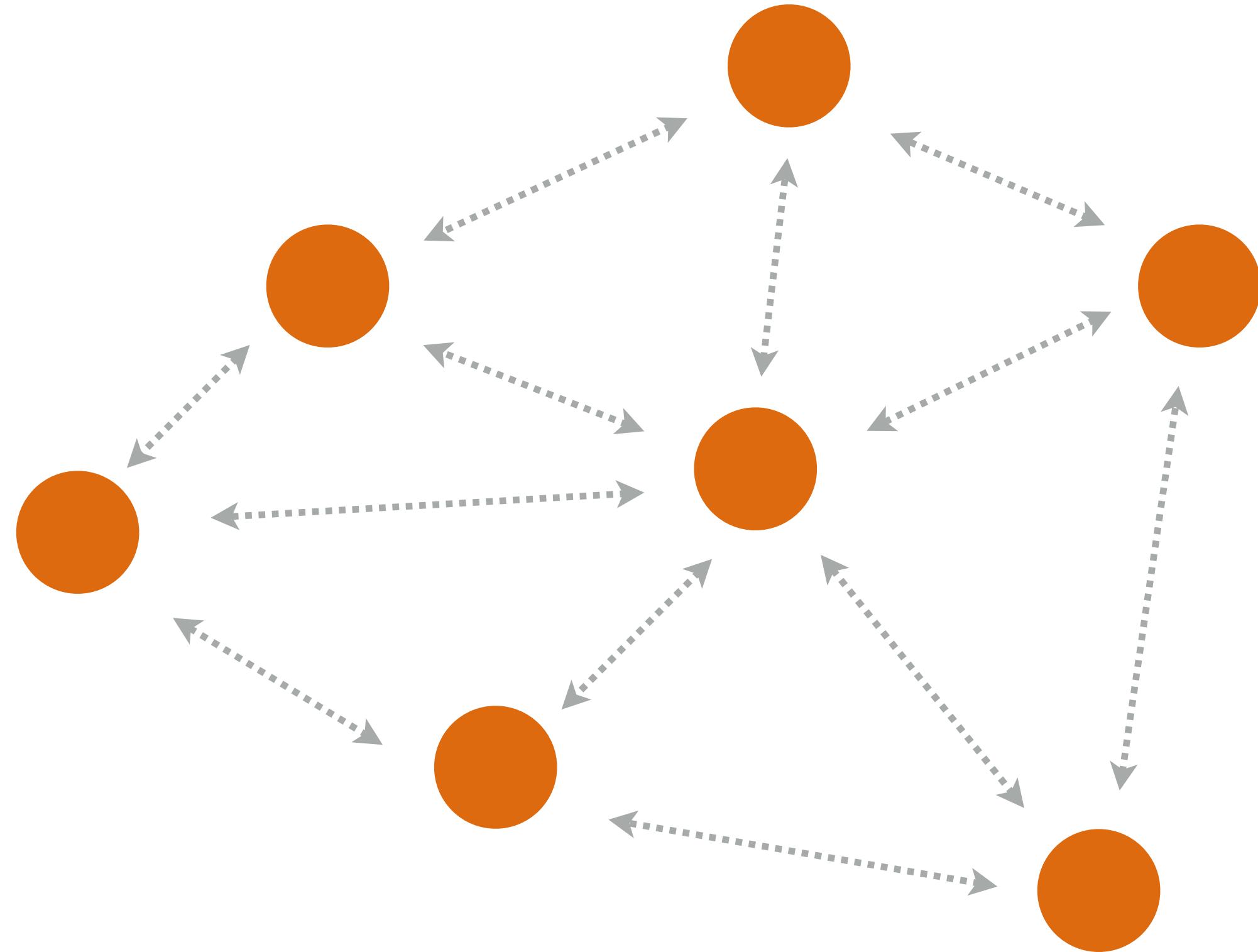
Internal and "external" communication



In Lookback, we have this:

1. A *remote first*, distributed, culture.

That is, *play by the same rules*



No decision is made informally
between four eyes.

That is...

Every. Bloody. Thing.

Must

be written down.

Try to make conversations public
and transparent.

2. Threaded conversations.

Miscommunication is expensive.

Over communication is not.

Be talkative. To the point.

Traceability.

3. Pings – targeted communication.

There won't always be instant answers.

The layers of communication tools.

We use



GitHub





Temporary

Permanent

4. Facetime.

5. "Workhours" and "Emotions"
chat rooms.

How to scale it?

We don't know that yet :D

6. Trust, love, and tolerance.

Words to remember:

Traceable

Timeless

Transparent

Talkative

Targeted

Trusting

A large, semi-transparent circular overlay covers the center of the image. Inside the circle, the text is displayed in a serif font.

Everybody
— *needs to be* —
onboard.

The background shows a group of approximately ten people of diverse ages and ethnicities jumping joyfully in the air on a paved city street. They are all smiling and have their arms raised. In the background, there are European-style buildings, some trees, and a clear sky.A small, partially visible green logo or graphic element is located in the top right corner of the slide.

Our CEO, Jonatan Littke, also talked about this:

vimeo.com/117641806

I wrote some about this:

johanbrook.com/writings/intimate-remote-work/

37signals wrote a book about it:

37signals.com/remote

Thank you!

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