

Human Computer Interaction by Erin Clark

- Case Study: "Can you launch a new business - and 'lovable' product in 25 days
 - Design thinking
- Key Questions: Day 0
 - In short, conversation about what the market potentially is;
 - Who customers might be;
 - Understanding if there is a need
- Scoping: Day 1
 - Important bits:
 - Problem definition
 - Competitive analysis
 - User personas
 - Customer journey app
 - Cost model
- UX Research: Days 2-4
 - Downloaded all of the different walking tour apps available, tested them all
 - What worked

- What they liked
- What sucked
- etc
- Walked around the city on these tours
 - Provided a lot of insight
 - Emphasised the importance of putting yourself in the customer's shoes
- Persona Deep Dive: Day 5
 - Notice people walking around (and who wasn't)
 - Crafted personas based on what they drink
 - When thinking about tours, considered
 - "Have we got a stop for a?"
 - "
 - "
 - etc
 - Embedded personas into their DNA in terms of what they do
 - Not just concerned with who to market to
 - Considerations
 - Older people have older phones: "What is the minimum device to support?"
 - "How to ensure people with different devices have the same experience?"
 - "How do the decisions we make impact our personas?"
 - UI Constraints: Day 6
 - Codeless app
 - Suspected people would use it at night; chose colour scheme for night only

- Design: Days 7-9
 - Didn't engage with design until major building blocks were in place
 - Knew the customer
 - Knew our tech stack
 - Made decisions to drive creative process
 - Built website in two hours
 - In one day, designer created 16 page design doc
 - Creatives were already creating content
 - Once building blocks are in place, implementation is much smoother
- Configure PoC: Days 7-18
 - Get others to help test/check work
 - Think across devices
 - Create most consistent UI/UX
 - Start small
 - Nail finer details and iterate, creating larger scale features
- Beta Testing: Day 19
 - Gathered unaware testers
 - Seeing what they needed to get started was very interesting
 - Don't give too much away;
 - Want to see if "technology works with minimal instruction?"
 - Use proofing tools to check spelling and grammar
- App Store Deployment?: Day 24
 - Waiting for final bug to be ironed out

- Collaborate early and often
 - Contacted a number of hospitality agencies in the city
 - "We're doing ___, not too sure. What do you think?"
 - Don't build and then ask;
 - Focus on co-creation
 - Engage with markets early
- Case Study: "Real world" user experience feedback
- APP MVP: Prioritise what to do

Minimum viable product
or minimum lovable product?

- Next part of journey is to go through multiple iterations to get to a point where people love the product
 - Get to a point where people would be happy to pay
- CX: Customer intimacy bridges the gap
 - Really, about thinking of how you can wrap CX into user design, interfaces etc until you have a product which repeatedly and reliably works
- UX: Deliver what you say you will
- UI: Make it easy and obvious
 - Without having to write (too many) instructions answer "What is it that you want me (the user) to do?"
 - People don't like looking at user guides
 - They want interactivity

- UI: Make it clear what can be clicked
- Key Lessons
 1. Time-box everything (sprints)
 2. Do desktop research - but test in the real world
 3. Prioritise user experience over fancy features
 4. Test with users early and often
 - don't wait until you have a final product
 5. Keep it playful