Nielsen nunca dijo

“NO SIENTO LOS CLICKS”

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dables

WE DESIGN
THINGS
THAT
WORK

UNEXPENDABLES
para The UX Garage
En la BILBAO TECH WEEK

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Hola, me llamo

Sergio

@sergiodelacasa

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Hoy celebramos el día mundial del departamento de **“COMODIDAD”**

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¿TIENEN LOS FABRICANTES DE SOFÁS EQUIPOS QUE DISEÑAN “COMODIDAD” ?

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THAT
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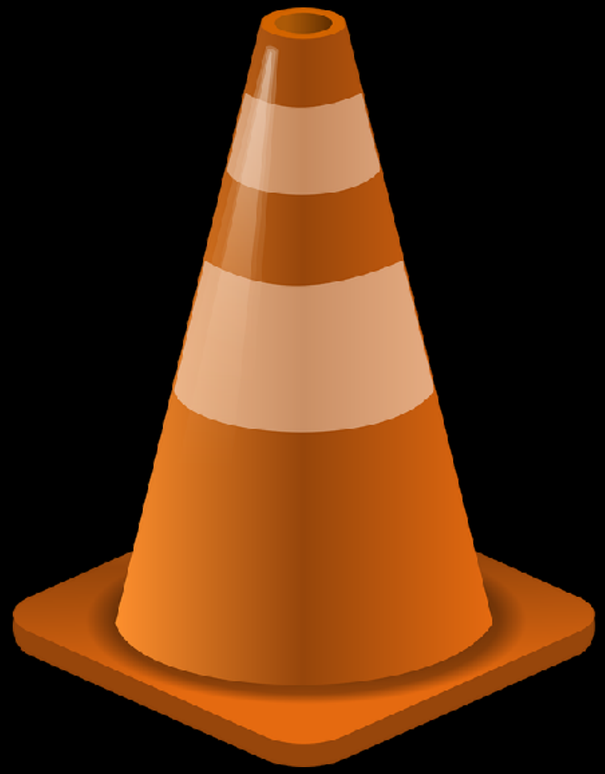

Siéntese aquí

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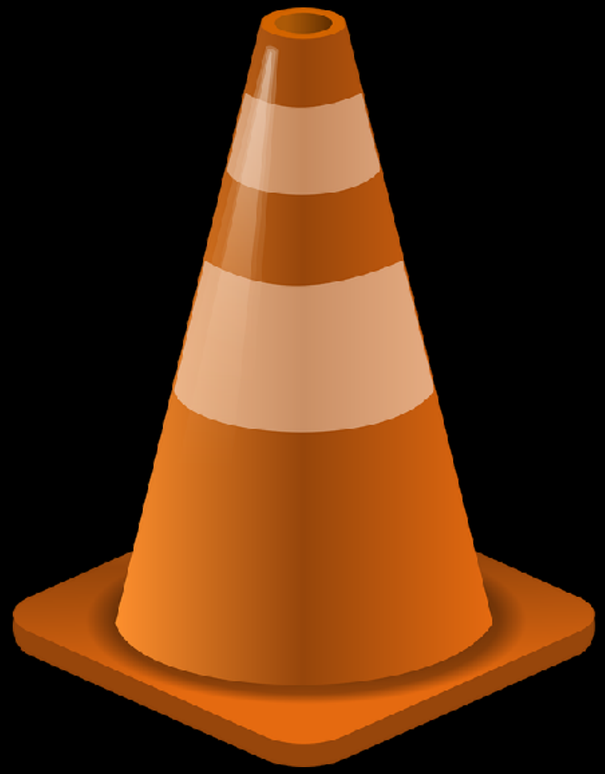

Siéntese aquí
y disfrute

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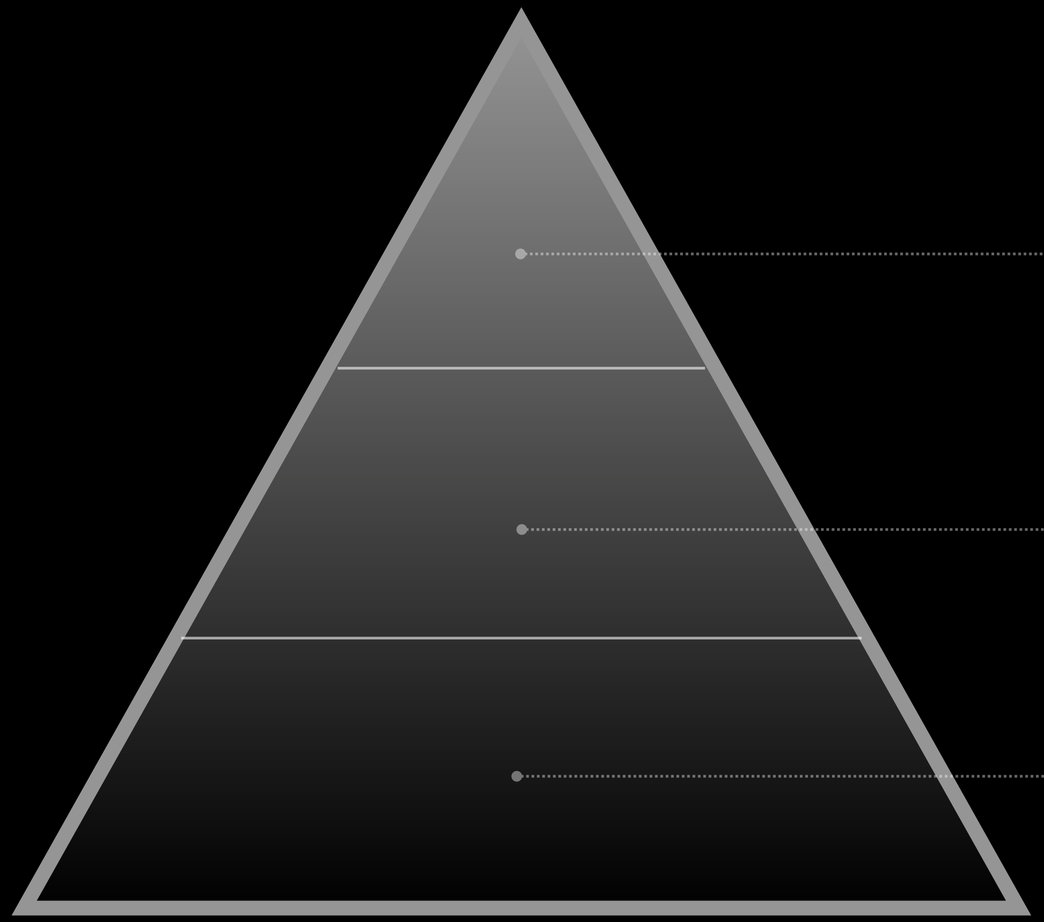

Deseable

Usable

Funcional

Según Forrester

Un producto de éxito debe ser

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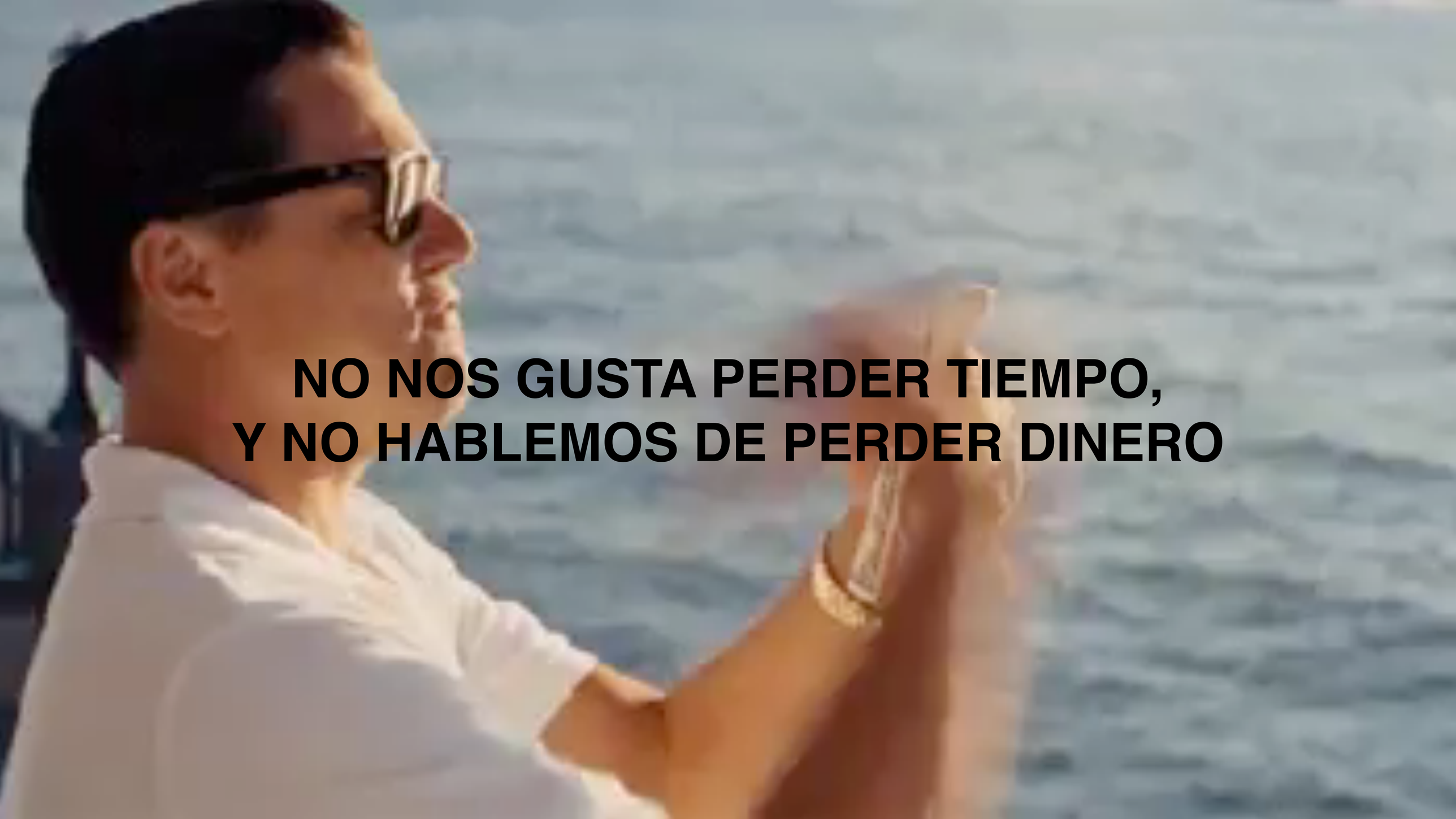
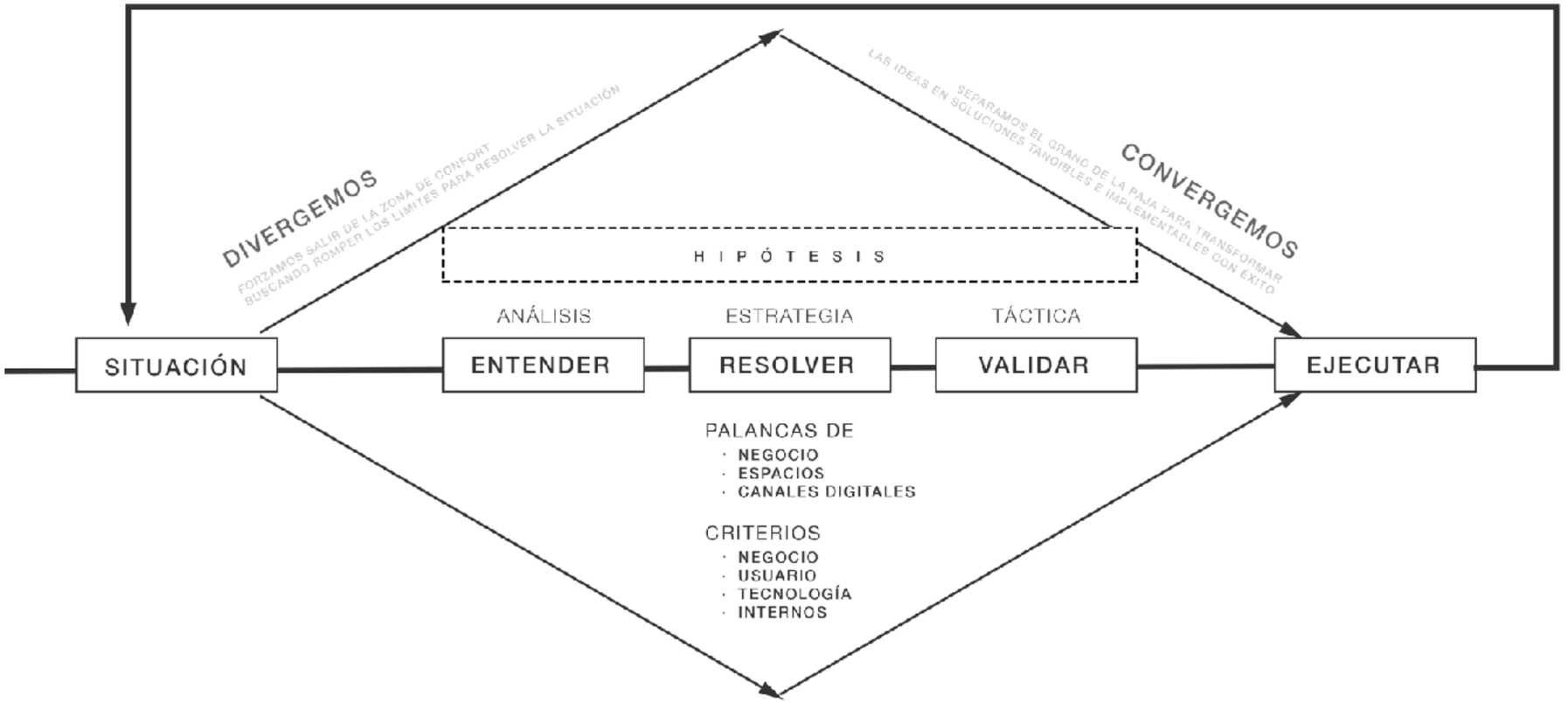
EL USUARIO ME IMPORTA
UN HUEVO


NO NOS GUSTA PERDER TIEMPO,
Y NO HABLEMOS DE PERDER DINERO


DIVERGEMOS
FORZAMOS SALIR DE LA ZONA DE CONFORT
BUSCANDO ROMPER LOS LIMITES PARA RESOLVER LA SITUACIÓN
CONVERGEMOS
SEPARAMOS EL GRANO DE LA PAJA PARA TRANSFORMAR
LAS IDEAS EN SOLUCIONES TANGIBLES E IMPLEMENTABLES CON ÉXITO
HIPÓTESIS
ANÁLISIS
ESTRATEGIA
TÁCTICA
SITUACIÓN
ENTENDER
RESOLVER
VALIDAR
EJECUTAR
PALANCAS DE
· NEGOCIO
· ESPACIOS
· CANALES DIGITALES
CRITERIOS
· NEGOCIO
· USUARIO
· TECNOLOGÍA
· INTERNOS

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ENTENDER

Personas
Journey maps
Entrevistas
Shadowing
...

RESOLVER

Card sorting
Tree test
Paper
prototyping
...

VALIDAR

Heurísticos
5 second test
Test con
usuarios
Eye tracking
Analítica
Test A/B
...

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¿SE PUEDE GANAR LA GUERRA
SIN UN EJÉRCITO?

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1 PAPER PROTOTYPING

2 TESTEO

3 PUESTA EN COMÚN

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PAPER PROTOTYPING

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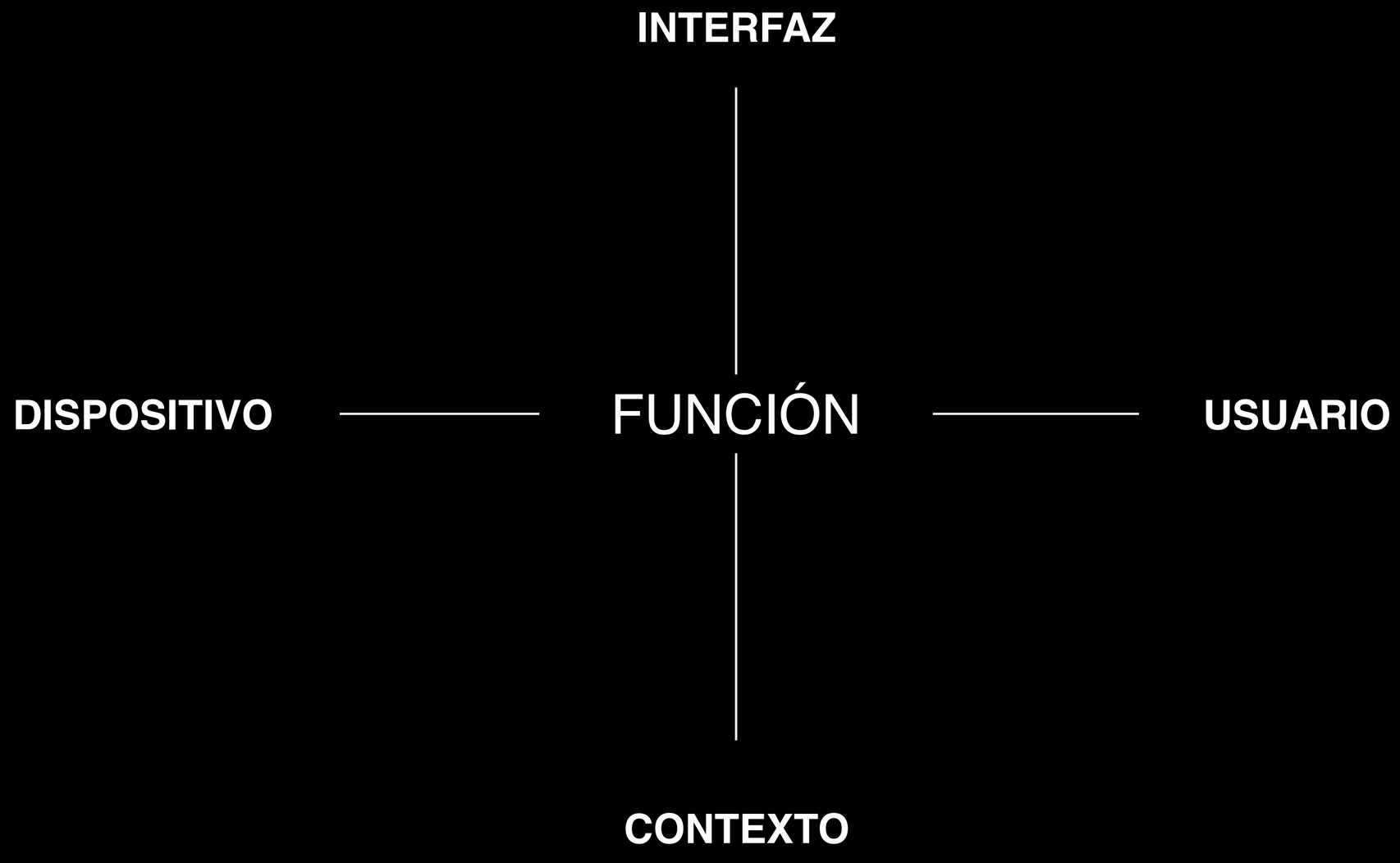
INTERFAZ
DISPOSITIVO
FUNCIÓN
USUARIO
CONTEXTO

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THINGS
THAT
WORK

¿CUÁNDO?
Fase temprana de diseño

¿PARA QUÉ?
Trabajar conceptos
Boceto para trabajar en equipo
Primer feed-back de los usuarios

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PROS
Barato
Rápido
Podemos testar con usuarios
Facilmente modificable

CONTRAS
Baja fidelidad
Conclusiones
parciales

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COMENCEMOS

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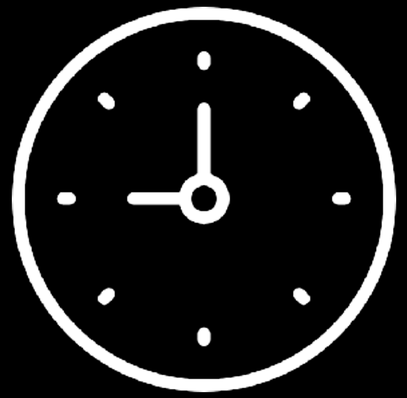

Tic tac

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5 SECOND TEST

Determinar si el propósito de una página es obvio y reconocible

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PROS

Rápido
Podemos testar con usuarios
Podemos utilizarlo en
diferentes fases
Puede proporcionarnos
datos cuantitativos y cualitativos
Herramientas como:
- Usability Hub

CONTRAS

Baja fidelidad
No podemos sacar conclusiones
definitivas

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¿QUIÉN ERES?

•

¿QUÉ OFRECES?

•

¿POR QUÉ TÚ?

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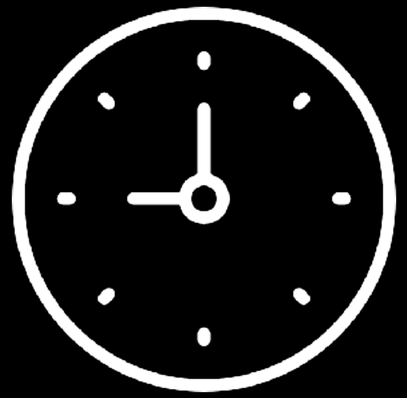

Tic tac

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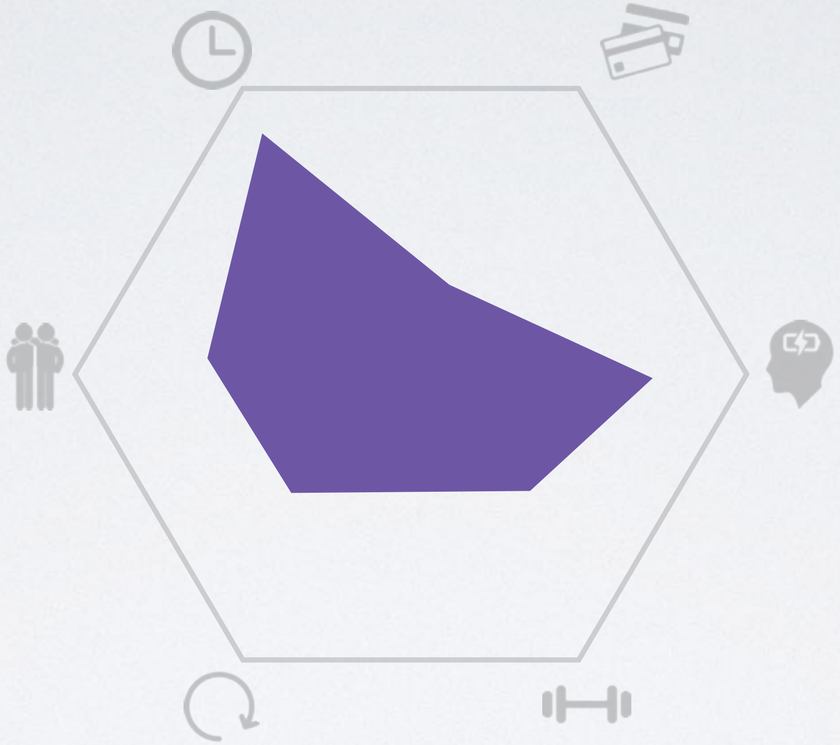

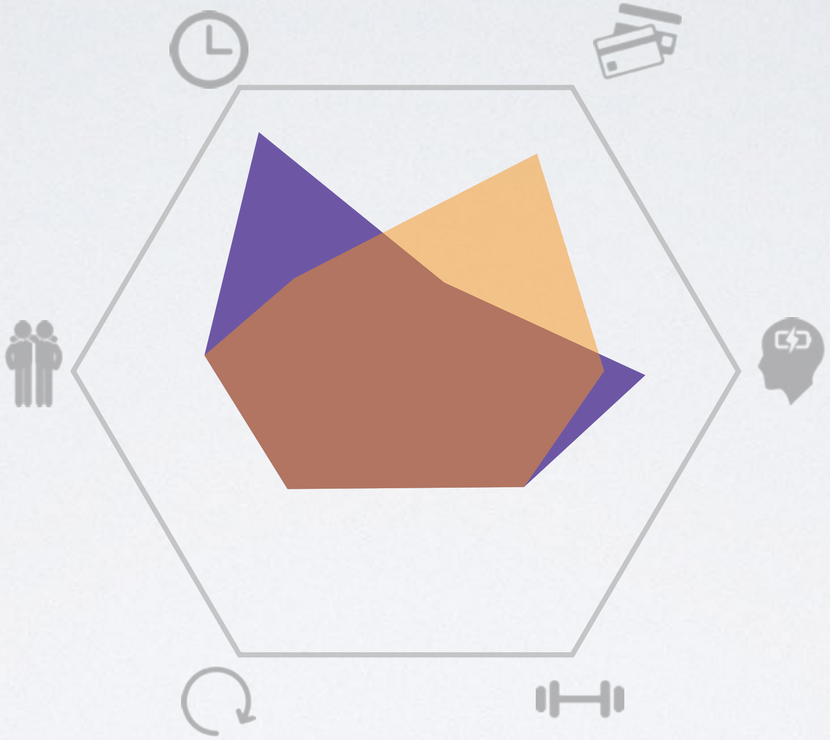

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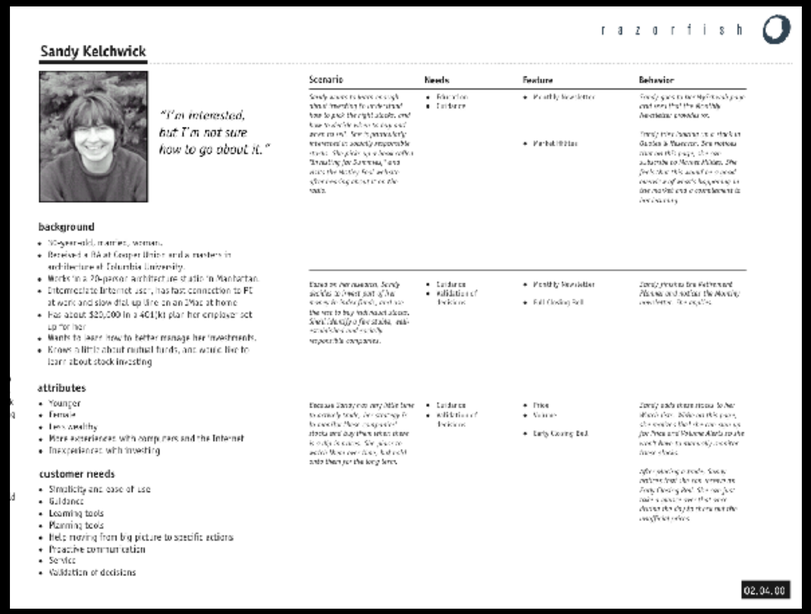
WORK
DUNGEONS
& DRAGONS
REGLAS NIVEL BASICO 1
¡LEE PRIMERO ESTE LIBRO!
DUNGEONS
& DRAGONS
MANUAL DEL JUGADOR
JUEGO DE FANTASIA (ROLE PLAYING GAME)
¡LEE ESTE LIBRO DESPUES!
DUNGEONS
& DRAGONS
MANUAL DEL DUNGEON MASTER
JUEGO DE FANTASIA (ROLE PLAYING GAME)
the
UX
GARAGE

Dungeons & Dragons

Adding Classic Roleplaying Rules to your Decission Making Proccess



razorfish

Sandy Kelchwick

"I'm interested, but I'm not sure how to go about it."

background

- 30-year-old, married, woman.
- Received a BA at Cooper Union and a masters in architecture at Columbia University.
- Works in a 20-person architecture firm in Manhattan.
- Intermediate Internet user, has fast connection at PC at work and slow dial up line on an iMac at home.
- Has about $20,000 in a 401(k) plan her employer set up for her.
- Wants to learn how to better manage her investments.
- Knows a little about mutual funds, and would like to learn about stock investing

attributes

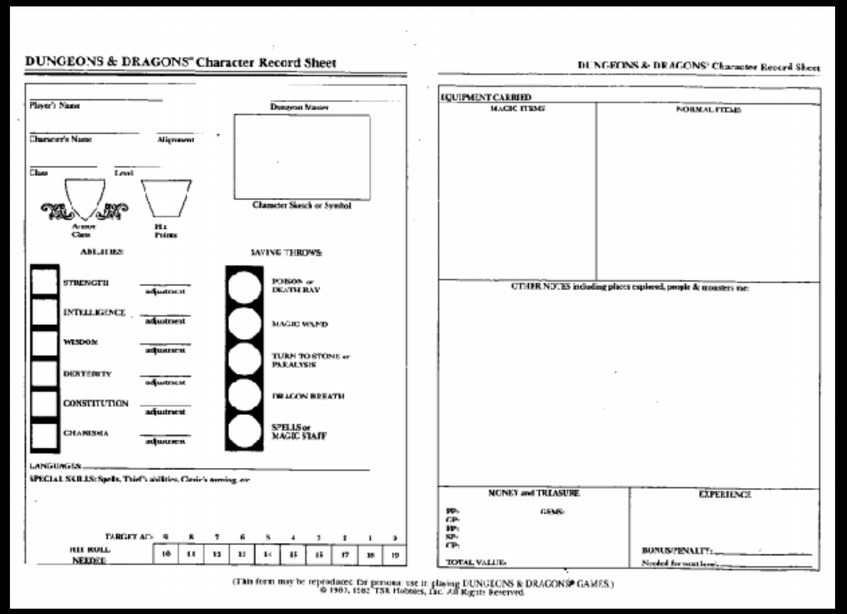
- Younger
- Female
- Less wealthy
- More experienced with computers and the Internet
- Inexperienced with investing

customer needs

- Simplicity and ease of use
- Guidance
- Learning tools
- Planning tools
- Help moving from big picture to specific actions
- Proactive communication
- Service
- Validation of decisions

Scenario	Needs	Feature	Behavior
Sandy saves to invest, enough about investing to understand how to find the right stocks, and how much she needs to save to meet her goals. Sandy is particularly interested in socially responsible stocks. She goes to a boss office "Investing for Dummies" and starts the activity, but she loses after reading about it on the train.	• Education • Guidance	• Monthly newsletter • Portfolio tracker	Sandy goes to the office every day and sees that the monthly investment reminder. Sandy goes to the office to check on Charles Schwab's website. She reviews each of the stocks in her portfolio and reads the articles and commentary in the newsletter. She is very interested in the socially responsible stocks.
Based on her research, Sandy decides to invest part of her savings in Schwab funds, and has the money to buy individual shares. Sandy chooses five stocks, makes a checklist, and reads the prospectus for companies.	• Guidance • Affordable cost • Education	• Monthly newsletter • Full Checking Tool	Sandy goes to the Schwab website and reads the monthly newsletter. She reads
Because Sandy owns very little stock, she is not really sure how to identify "blue chip stocks" and stocks that will grow in value. She goes to the Schwab website and reads the prospectus for the large firms.	• Guidance • Affordable cost • Education	• Price • Service • Early Closing Tool	Sandy reads these reports for her stocks. She is not sure how to read the prospectus. She goes to the Schwab website and reads the prospectus for the large firms.

02.04.00



DUNGEONS & DRAGONS® Character Record Sheet

Player's Name

Dungeon Master

Character's Name

Alignment

Class

Level

Armor Class

Hit Points

Character Sketch or Symbol

ABILITIES

SAVING THROWS

STRENGTH adjustment

INTELLIGENCE adjustment

WISDOM adjustment

DEXTERITY adjustment

CONSTITUTION adjustment

CHARISMA adjustment

POISON or DEATH RAY

MAGIC WAND

TURN TO STONE or PARALYSIS

DRAGON BREATH

SPELLS or MAGIC STAFF

LANGUAGES

SPECIAL SKILLS: Spells, Thief's abilities, Cleric's turning, etc.

TARGET AC:	9	8	7	6	5	4	3	2	1	0
HIT ROLL NEEDED	10	11	12	13	14	15	16	17	18	19

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DUNGEONS & DRAGONS® Character Record Sheet

EQUIPMENT CARRIED

MAGIC ITEMS

NORMAL ITEMS

OTHER NOTES including places explored, people & monsters met:

MONEY and TREASURE

PP:
GP:
EP:
SP:
CP:

GEMS:

TOTAL VALUE:

EXPERIENCE

BONUS/PENALTY:

Needed for next level:

1.998

1.977

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