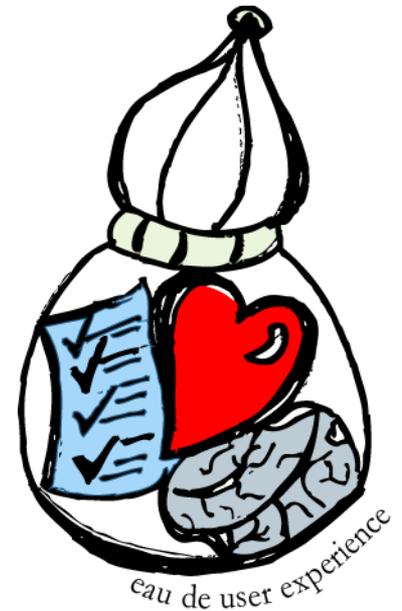


User Experience Design

The Five W's of UX



By: Laura B | Winter 2011

User Experience Design

What is User Experience?

Why should I care about User Experience?

When do I need User Experience?

How do I do User Experience?

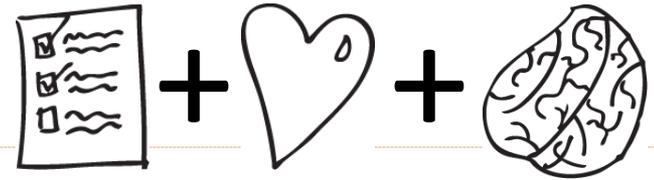
Who is involved with User Experience?

Resources



What is User Experience?

It is equal parts people, psychology,
and product design...
with a dash of constraints.



- Uses a human perspective to inform the product experience (from start to finish).
- Looks at their goals, behaviors and expectations.
- Designed around the people as well as any constraints (goodness, cheapness, and quickness).

What is User Experience?

Ultimate goal is to design a useful, usable, desirable experience.



In other words, it should be intuitive, friendly, delightful, valuable, appealing, learnable, etc...

What is User Experience?

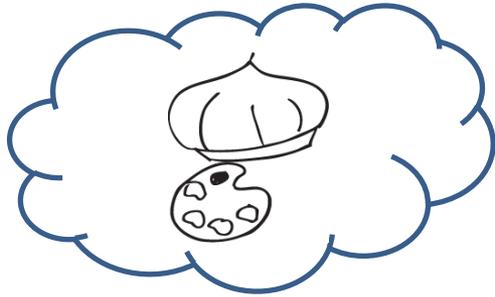
**Achieved through design evolution—
i.e. a series of refinements.**



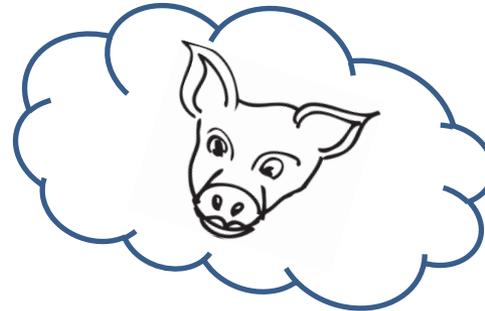
You must be iterative: gather info, design, test.

Rinse and repeat.

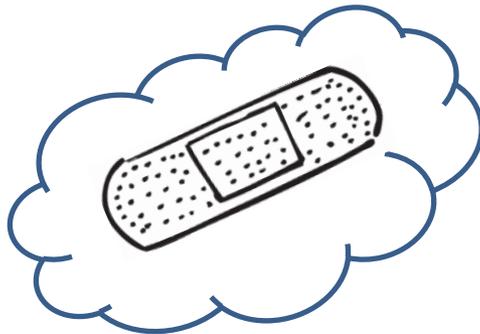
What *isn't* User Experience?



It's not just about looking nice.



It's not lipstick on a pig.



It's not a band-aid solution to a symptom.

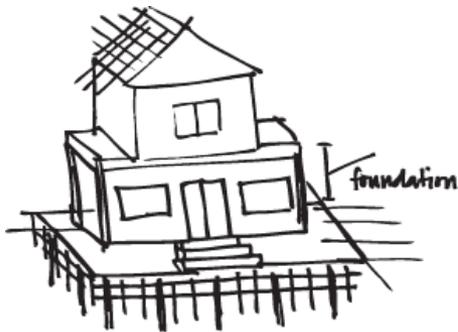


And it's not just whether something is "useable".

I *still* don't get it!

User Experience is holistic.
It solves for a *system* rather than a
single ailment.

Analogy #1: Architect



Analogy #2: Patient/Doctor



What is User Experience?



Summary

It's iterative.

It's flexible.

It's being useful, useable & desirable.

- UX is a flexible toolkit—what you use is based on if it's appropriate for your constraints.
- There is no one “right” way to do user experience, and can be as much or as little as you want.
- Some is always better than none!
- Investment can also be as large or small as you want.

Why should I care about User Experience?

“Sun Microsystems has shown how spending about \$20,000 [on UX] could yield a savings of \$152 million. Each and every dollar invested could return \$7,500 in savings.”

--[Computer Interaction Handbook](#)

“You can increase sales on your site as much as 225% by providing sufficient product information to your customers at the right time”

--[User Interface Engineering](#)



“With our e-commerce customers, we educate them about the "domino effect": usability problems early in the process that erode the customer base, leaving fewer customers to enter subsequent phases. For a complex e-commerce transaction, it's not unusual for this effect to reduce sales by 50%-75%.”

--[Userfocus](#)

Why should I care about User Experience?

**It can drive revenue—
(Sure, it's a cliché, but...
Just look at Apple).**

A good user experience not only helps you stand out from the crowd, but it can directly impact sales.



Why should I care about User Experience?

Focusing on your target users/personas can reduce internal churn and debate.

- A user-centric organization means that the product focuses on your target personas, which have been built from actual user research data.
- Important functionality is gathered and defined upfront.
- This means less time is spent debating or second-guessing which feature should be in or out...and earlier time to market.



Why should I care about User Experience?

Focusing on your target users will also save them time & frustration.

- If time is a factor for your users, then an interface that respects and supports efficient workflows will result in a better user experience.
- When they make less errors, they will likely be happier too.
- You are also building features that the majority of your users actually want.



Why should I care about User Experience?

An intuitive interface will reduce customer support costs.



- An intuitive interface is inversely proportionate to investment in supporting documentation and training.
- The easier it is to learn independently, the less a user will need to lean on support, training and customer assistance.

Why should I care about User Experience?

Among other things—it can make your customers love you.



And other positive customer reactions:

- Increase customer loyalty
- Repeat customers
- Customers who buy based on value rather than price
- Net promoter/word-of-mouth

Why should I care about User Experience?



Summary

How UX affects your bottom line:

- Increase sales, revenue & loyalty.
- Increase productivity.
- Decrease time to market.

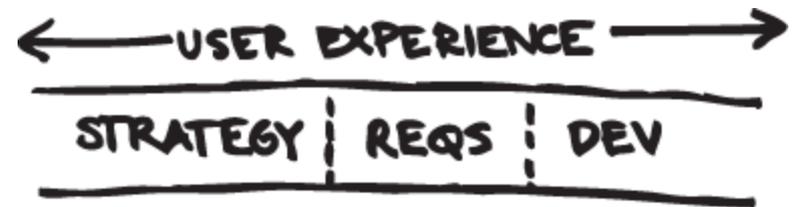
For more information on ROI see:

[Usability Professionals Association Resources](#)

[Cost Justifying Usability](#) by Deborah Mayhew and Randolph Bias

When do I need User Experience?

**Timing is everything:
Involve UX as early on as possible.**

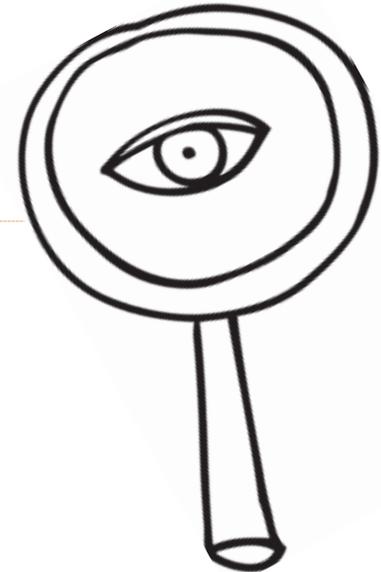


- Remember, to be done well, UX must be holistic.
- Instead of being considered toward the end of a project, it should be part of your overall strategy.

When do I need User Experience?

**Users are everything:
Involve them as early as possible.**

- Know thy user—start by taking a good long hard look at your users and their goals. Involve those closest to your users (product managers, SMEs, etc) too.
- You should know them so well that you know their pains inside and out. You know what makes them tick, what will make them happy and what will annoy them.
- Everything should be traced back to this research.



When do I need User Experience?

Summary

User Experience starts at concept and keeps going.

- Begin with studying the user; refine based on user feedback, and continue to gather feedback even after launch.



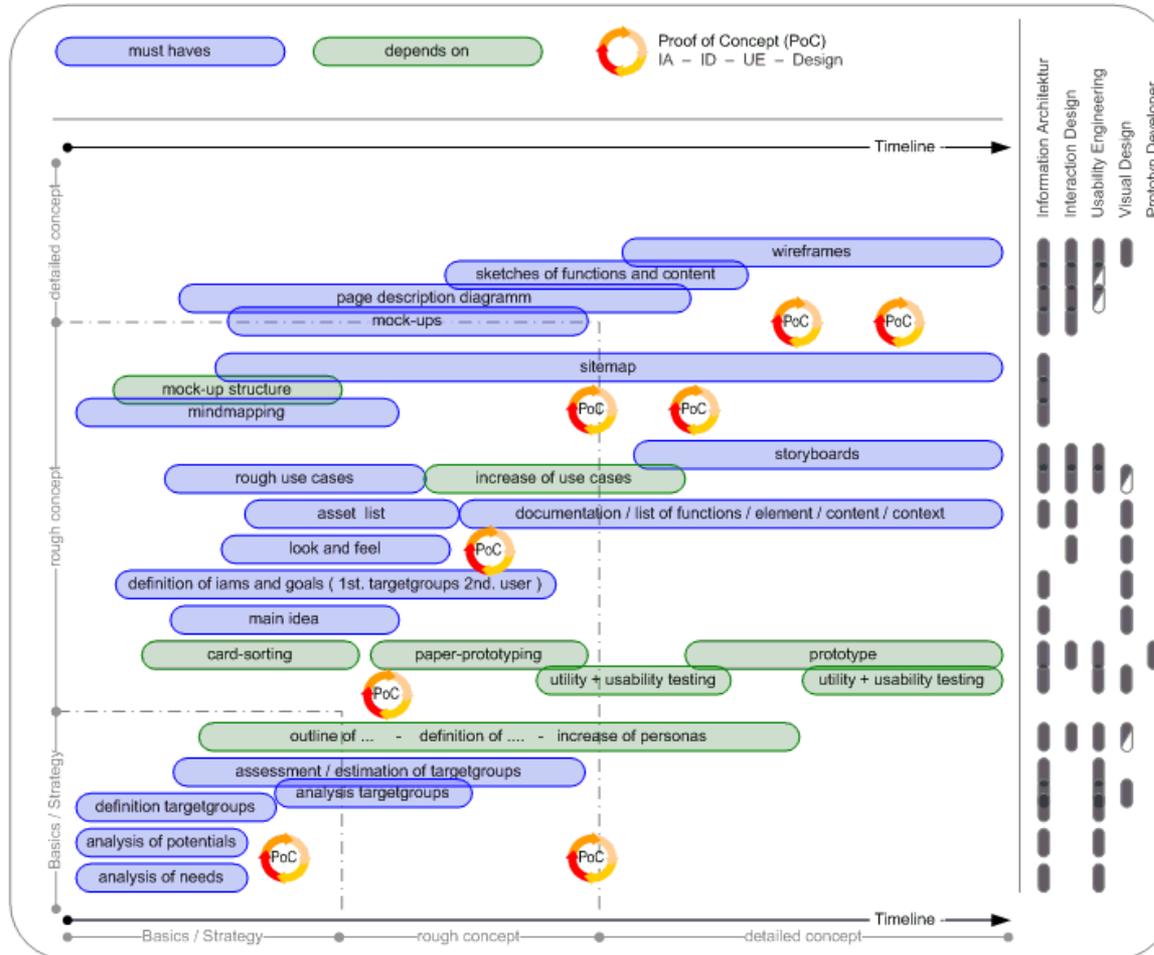
How do I do User Experience?

UX has a lot of moving parts...



How do I do User Experience?

and has many types of deliverables...



How do I do User Experience?

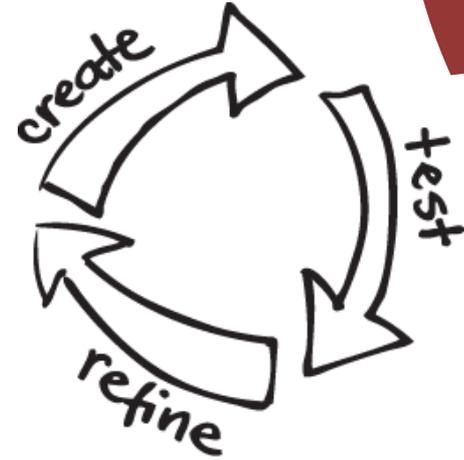
How you actually do UX depends on the project/product's goals.



- Remember how UX is flexible? The recommended tools and outputs really depend on what the goal is.
- Take a look at your business goals, what you already know about your users and what you need to still discover and let that guide you in figuring out the UX requirements.

How do I do User Experience?

**Iteration is your friend—
do it often and do it well.**

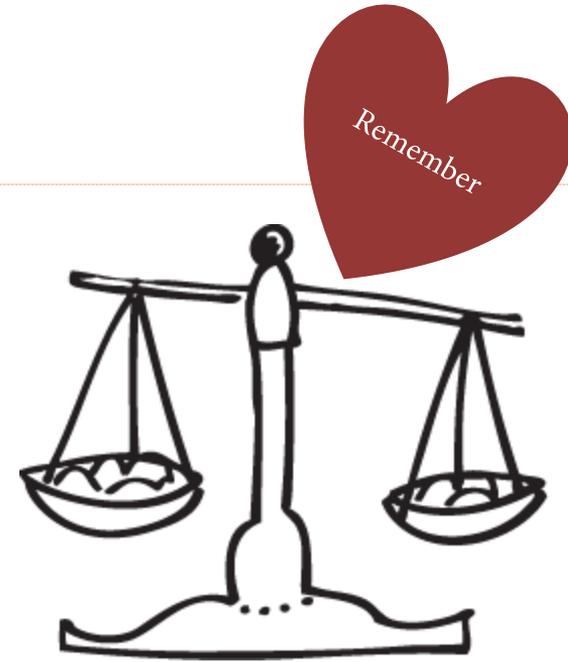


No matter what the constraints are try to always fit in:

- Getting some kind of feedback from actual external users
- Squeezing in as many iterative design cycles as you can.

How do I do User Experience?

Good UX strikes a balance between opportunities and constraints, and always involves your users.



- UX solutions may be led by: unmet user needs; user goals; business needs; creating value; competition; technology constraints, or all of the above. You also use these to guide and inform the product development process, i.e. requirements and priorities.
- This goes hand-in-hand with the usual product development constraints of quality, cost, and time.

How do I do User Experience?

Remember

Learning about your users requires learning about their actual behaviors.



Best Technique: Field Studies

Think Jane Goodall type research based on actual contextual observations.



Alt. Technique: Usability Studies

One-on-one test where actual users are asked to perform tasks while being observed.



In a Pinch: Hallway Tests Focus Groups Surveys

How do I do User Experience?

There are many ways to measure User Experience – define what will be measured early in the process.



- Metrics and data can be gathered from a Usability Test.
- Establish a baseline: Assess project goals at project kick-off and take a baseline measurement of them. Keep measuring throughout the cycle, and again after launch.
- Quantitative Metrics: Conversion, Retention, Referrals
- Qualitative Metrics: Satisfaction, Loyalty (Net Promoter score), Brand Awareness, Community, Questionnaires

How do I do User Experience?



Summary

**How you do UX and what you deliver is project-dependent, but...
Iterate, iterate, iterate!**

- Learn from your users.
- Define how you want to measure the results upfront.

Who is involved with User Experience?

UX is not the responsibility of one person or department, it's the culture of an entire organization.

The entire team needs to believe that good user experience is a core requirement of the product.



Who is involved with User Experience?

There are many UX specialists.

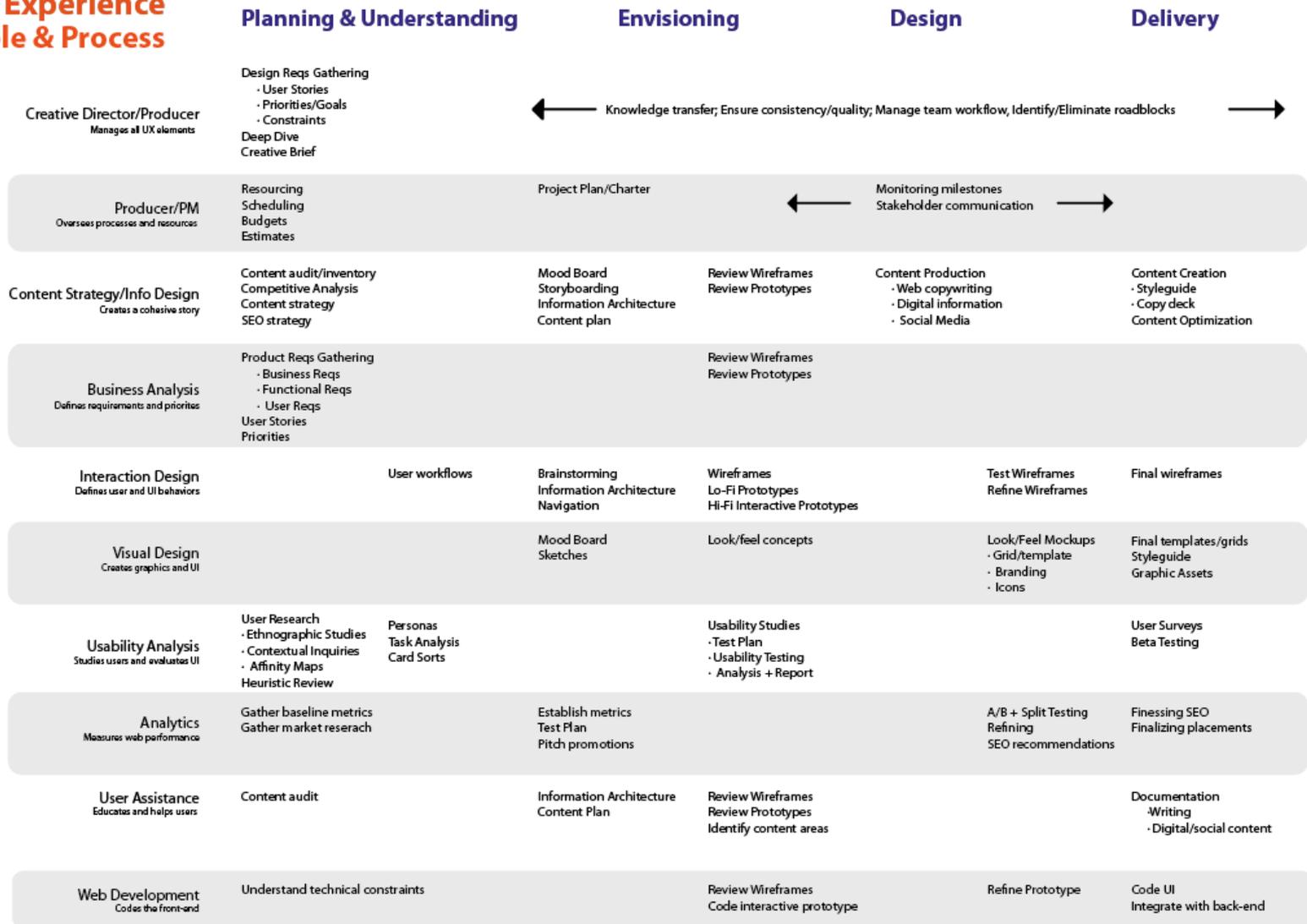
(Like with construction, you have specialists. And you don't necessarily want your plumber doing the carpentry.)

- Most UX roles require deep vertical knowledge vs. generalists knowledge. Usually there isn't a UX "swiss army knife" person who does everything well.
- For more details about different competency areas, see UX Matters [article on roles](#).



Who is involved with User Experience?

User Experience People & Process





Who is involved with User Experience?

The entire organization should buy into the value of User Experience, and good UX requires many specialists.

There are a couple of critical UX roles:

- Interaction Designer
- Information Architect
- Visual Designer
- Content Strategist
- Usability Analyst

About Laura:

I'm a Design leader with over fifteen years experience in creative services, with the past decade focused on delivering well-crafted user experiences for digital products including consumer and enterprise desktop software, SaaS, mobile applications, websites, and games.

I'm passionate about building usable, useful and compelling ecommerce experiences that resonate with end consumers.

I have a Master's in Interaction Design from Carnegie Mellon University.

Recommended Resources

Books: About Face by Alan Cooper

Local events: [VanUE](#)

Blogs:

[Boxes and Arrows](#)

[A List Apart](#)

[UX Booth](#)

[Useit.com](#) “Alert Box”

Organizations:

[Usability Professionals Association](#) (UPA)

[Information Architecture Institute](#) (IAI)

[Interaction Design Association](#) (IXDA)

[Agile Usability](#)

