User Experience (UX)

Welcome!

Welcome!

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Todays Agenda, UX or User Experience

- What is UX?

- Why UX is So Subjective!

- So Why Do UX?

- The Multi-Screen World

- The Digital & UX Landscape

- Contemporary Vs Lean UX

- A UX Case Study, Amazon

- The Philosophy of UX, Nordstrom

- The Global & Local Future of UX, Capital One, Jared Spool

- Creating an In-House Capability, ROI

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So What is UX?

- **What UX is not!**
  - **Getting to the house/business**
  - Roads & modes of transport (Social Media, AdWords, Google Search, SEO)
- **What UX is!**
  - **Getting around the house**
  - Rooms shapes, power points, storage - BEST PRACTICE
  - Doors opening/sliding, deck roofing; Deciduous Trees, Fireplaces – USABILITY
  - Baths, car spaces, handrails – PERSONAS

  - **Getting around the business**
  - Signs. Main walking thoroughfares; – INFORMATION ARCHITECTURE.
  - User not business language – TAXONOMY
  - User wants – TASK FLOWS/ANALYSIS, CONTENT
  - Subscribe Now, Checkout – MENTAL MODELS

  - **Metric goals/targets, measuring use, understanding usage and discovering how to apply change for effect. Continuous learning!**

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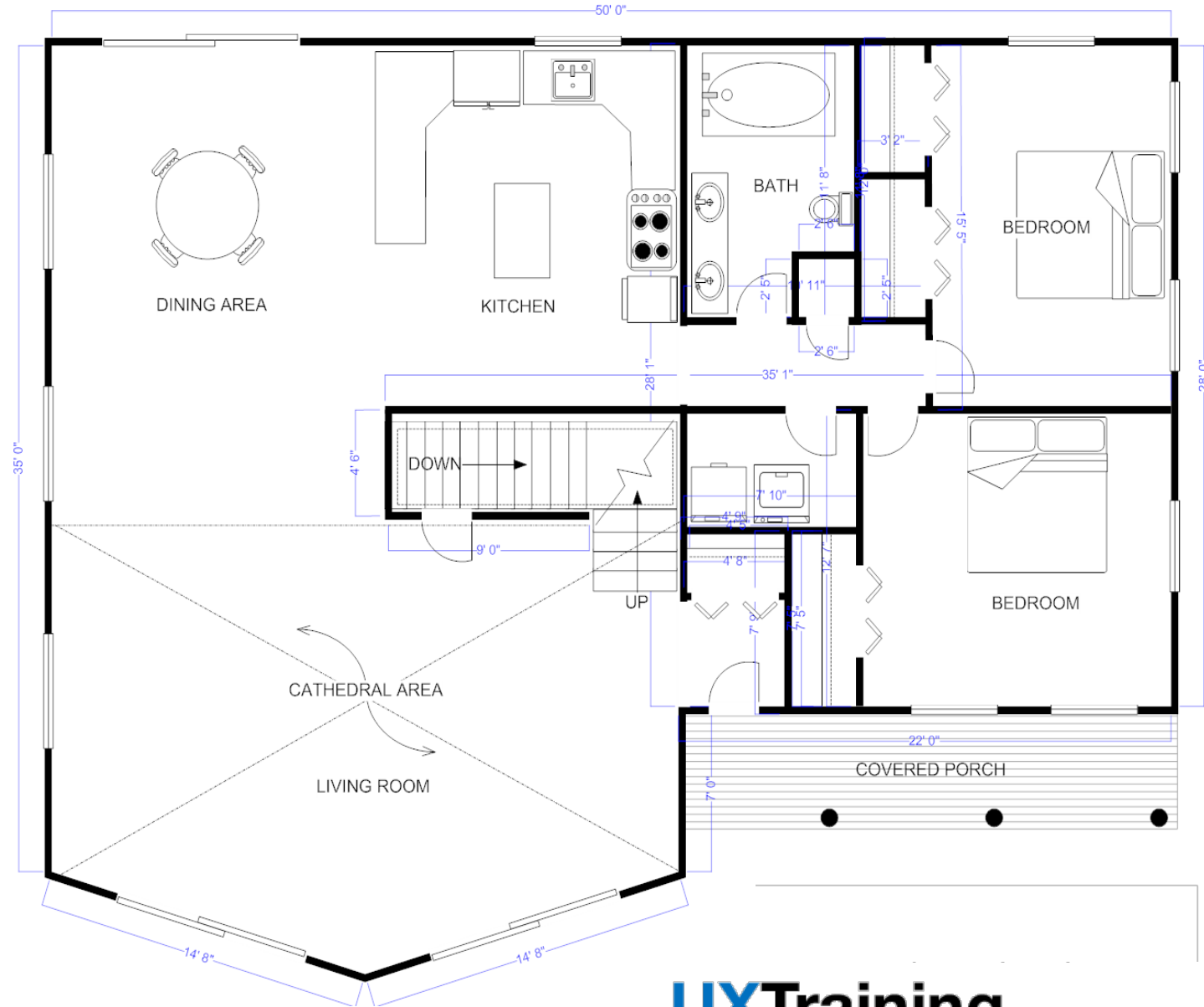
So What is UX?

- **The Monster Truck of the Digital World**
  - **Right Stuff, Users, Devices, Environments, Metrics**

- **Customer & User Experience**
  - **User Experience** across a single touch point
  - **Customer Experience** across all touch points

UX is like life, it's iterative. **Sometimes you achieve the result and sometimes you receive the lesson**, but you always end up where you're supposed to be and it's a journey of continuous improvement.
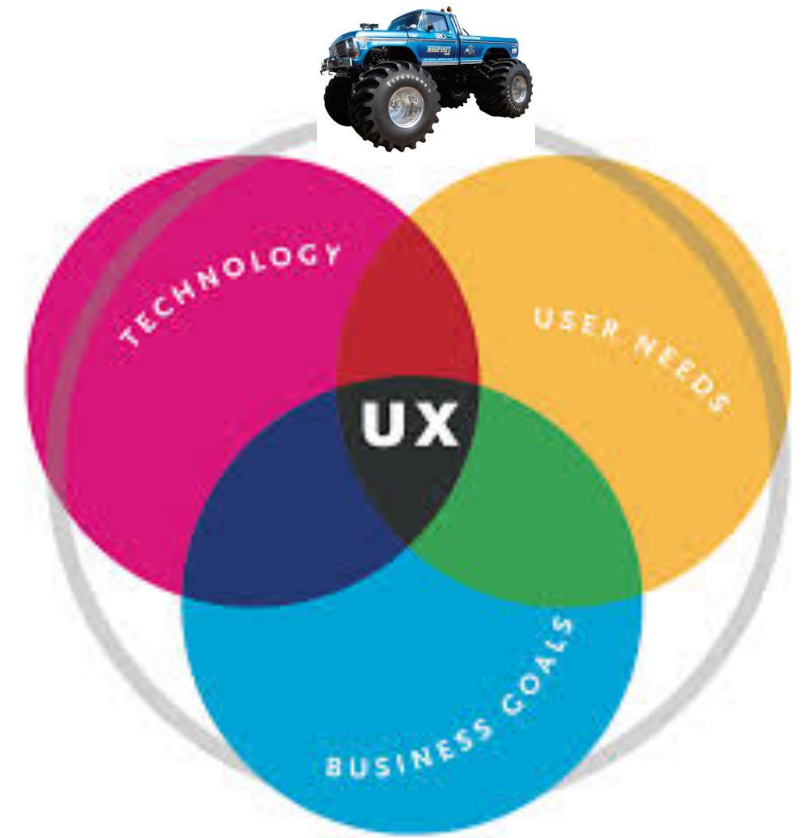
Why UX is Subjective!

- Because everything is subjective
  - UX Practitioner Diversity
  - Customer Culture & Diversity
  - Best Practices
  - Design Tools
  - Research Methods
  - You and your life /business experiences

So Why do UX? Opportunity!

Design Shack – "Why does UX Matter?"

- *It doesn't matter what your site or app looks like if people don't know how to interact with it.*

Have someone/the team have a focus on the 5R's
- Right Stuff, Users, Devices, Environments, Metrics

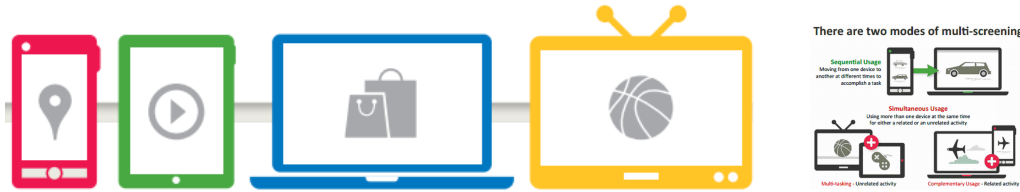**Customer Discovery**
- What they say they want and what they will actually use

Business Metrics
- M**oney, Time, Connection (Solve a problem, Add a Benefit)**
- **Increase** Usage, Conversion Rate, Average Order, $Net/Visitor, Pages Viewed
- **Reduce** Drop Off, Incoming Calls, Training, Errors
- **Save** User Time, Development Time

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The Multi-Screen World

Understanding Cross-platform Consumer Behavior

There are two modes of multi-screening

Sequential Usage Moving from one device to another at different times to accomplish a task

Simultaneous Usage Using more than one device at the same time for either a related or an unrelated activity

Multi-tasking - Unrelated activity   Complementary Usage - Related activity

1 We are a nation of **multi-screeners.** Most of consumers' media time today is spent in front of a screen – computer, smartphone, tablet and TV

2 The device we choose to use is often **driven by our context**: where we are, what we want to accomplish and the amount of time needed

3 There are two main modes of multi-screening: **Sequential screening** where we move between devices. **Simultaneous screening** where we use multiple devices at the same time

4 **TV** no longer commands our full attention as it has become one of the most common devices that is used **simultaneously** with other screens

5 Portable screens allow us to move easily from one device to another to achieve a task. **Search** is the most common bridge between devices in this **sequential usage**

6 The majority of the times that we use devices simultaneously, our **attention is split** between distinct activities on each device

7 **Smartphones** are the backbone of our daily media interactions. They have the highest number of user interactions per day and serve as the most common starting point for activities across multiple screens

8 Multiple screens make us feel more efficient because we can act spontaneously and get a sense of accomplishment – this results in a feeling of **"found time"**

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The Digital Landscape

Campaigns   Ads & PPC   Social Strategy   Content Strategy   UX & Optimization   Analysis & Data

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The 4 Pillars of UX (UX Landscape)

- **Business Needs**
  - Business Metrics
  - Goals
  - Targets
  - KPI's
  - ROI
  - Are they realistic

- **UX Research(Discovery)**
  - Affinity Diagrams
  - Heuristic Evaluation
  - Quantitative Survey
  - Usability Testing(verify)
  - Interviews
  - Profiles & Personas
  - Customer Journey
  - Interviews, Contextual
  - Diary Study
  - Card Sorting
  - Information Architecture
  - Site Map
  - Taxonomy
  - Content Audit
  - First-Click Test(usability)
  - Tree-Testing (usability)
  - User Stories
  - Task Flows, Task Analysis
  - People

- **UX Design**
  - Sketching
  - Paper Prototyping
  - Design Studio
  - Balsamiq Mock-ups
  - Axure RP Pro

- **UX Soft Skills**
  - Agile
  - Story Telling
  - Workshops
  - Facilitating
  - Presenting
  - Copy & Curating
  - Critiquing

- **UX Analytics**
  - Web Analytics

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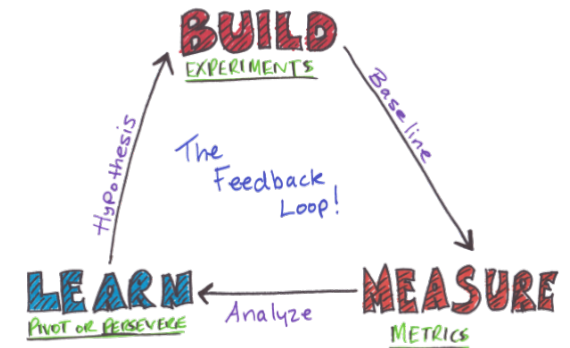User Experience Training & Capability Building

Contemporary & Lean UX

Contemporary UX

- Brief
- Business Goals
- **Research**
- **Design**
- Requirements
- Development
- In the Wild
- **Analytics**

- Did it work?

Lean UX (Startups or New Products)

- Brief
- Business Goals
- **Assumptions (Leaps of Faith)**
- **Hypothesis** (Beliefs and Why)
- Research
- Design Studio
- **User Experiments (MVP)**
- Development **(Build)**
- Live Testing (In the Wild)
- Analytics **(Measure)**
- Is the Assumption T or F? **(Learn)**
  - **Pursue, Pivot**

BUILD
EXPERIMENTS
Hypothesis
Baseline
The Feedback Loop!
LEARN
PIVOT OR PERSEVERE
Analyze
MEASURE
METRICS

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A Case Study, Amazon

approaches UX from two contrasting standpoints
- traditional and lean.
One to suit big business and budgets,
the other to suit startup/small-medium business and budgets.

"Every 11.6 seconds Amazon.com pushes live bits to real customers… "

- It's small ideas, small experiments, small bites of risk that they push live 5 times every minute to get a sense of where they should be spending more time. And the risk of doing that is tiny, because it's a small release to a small subset of people that is judged objectively based on some kind of change in customer behaviour". – Jeff Gothelf.

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The Art of Listening

The Philosophy of UX

The Global Future of UX, 2015+

Adaptive Path, a San Francisco-based design and user experience consultancy, has been acquired by financial firm Capital One – 2014/10/02

"What it won't be doing, however, is providing any more outside design consulting" Jesse James Garrett

Facebook (Hot Studio)
Capital One (Adaptive Path)
Deloitte (Flow Interactive)
Accenture (Reactive) – Dec 2014

...

The Local Future of UX, 2015+

Scaling UX Teams for 2015 and Beyond

Emma Jones, Group Account Director, Mitchell Lake (February 2015)

"During 2014 a number of significant shifts were felt in the UX world in Australia. And these shifts have led to a growing sense of unease within organisations **as to whether they can hire sufficient numbers of skilled designers to realise their innovation plans at the pace they need to.** *Every enterprise business is 'scaling up' their experience design capabilities. All. Of. Them."*

"My message is that all businesses need to have a focus on creating more Experience Designers."

Emma Jones
Group Account Director at MitchelLake Group
Following

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Choices for Creating a UX Capability

Three Choices:-

- **Engage a Consultancy**

- **Recruit Full Time or Contracting Resources**

- **Build the Capability In-House**

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The Capability Journey

UX Mentoring &
Capability Building

1-3 Day
UX Training

3-4 Hour
UX Workshop

UX Awareness
Presentation

UX Capability
Created

The Capability Journey

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The Capability Value Ratio

Senior UX Investment

Full Time: $5,000/week or **$240,000/year**

Part-Time: $2,000/week or **$96,000/Year**

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The Capability Value Ratio

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Project Savings

1x Project = **$240,000 - $96,000** **or +$144,000**   Value Ratio: 96:240 or 1 : 2.5

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Value Add (UX Professional Created)

1x UX Professional = **+$240,000**   Value Ratio: 96:480 or 1 : 5

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Thank You - Questions?

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