UX UNDER FIRE

DrupalCon, Munich

August 23rd, 2012

Jakob Persson, NodeOne/Wunderkraut

http://www.flickr.com/photos/crystalflickr/2377631276/

Introducing me

Web Strategist and CKO

Co-Founder of NodeOne/Wunderkraut

Worked with Drupal since 2005

Studied cognitive science and computer science

jakob@nodeone.se

http://www.twitter.com/realsolipsist

http://drupal.org/user/37564

Stuff we've done

card games...

* No he's not really Dries, but you knew that already.

www.drupalcardgame.com

Druplicons wielding nun-chuks...

Druplicon Road Trip – “Showdown in Paris” (YouTube)

Drupal rock stars...

"The Kitten Killers" Live at DrupalCon Copenhagen (photo by Dries)

Drupal air fresheners...

Drupal air fresheners revealed to the world

Druplicon cookie cutters

Strategy and Usability *Web strategy, usability studies and effect mapping*

Design and UX *User experience, GUI and graphic design*

Development *Modules, themes, distributions and install profiles*

Hosting and scalability *Hosting, optimization and monitoring*

Training *Courses, books, screencasts and learning library*

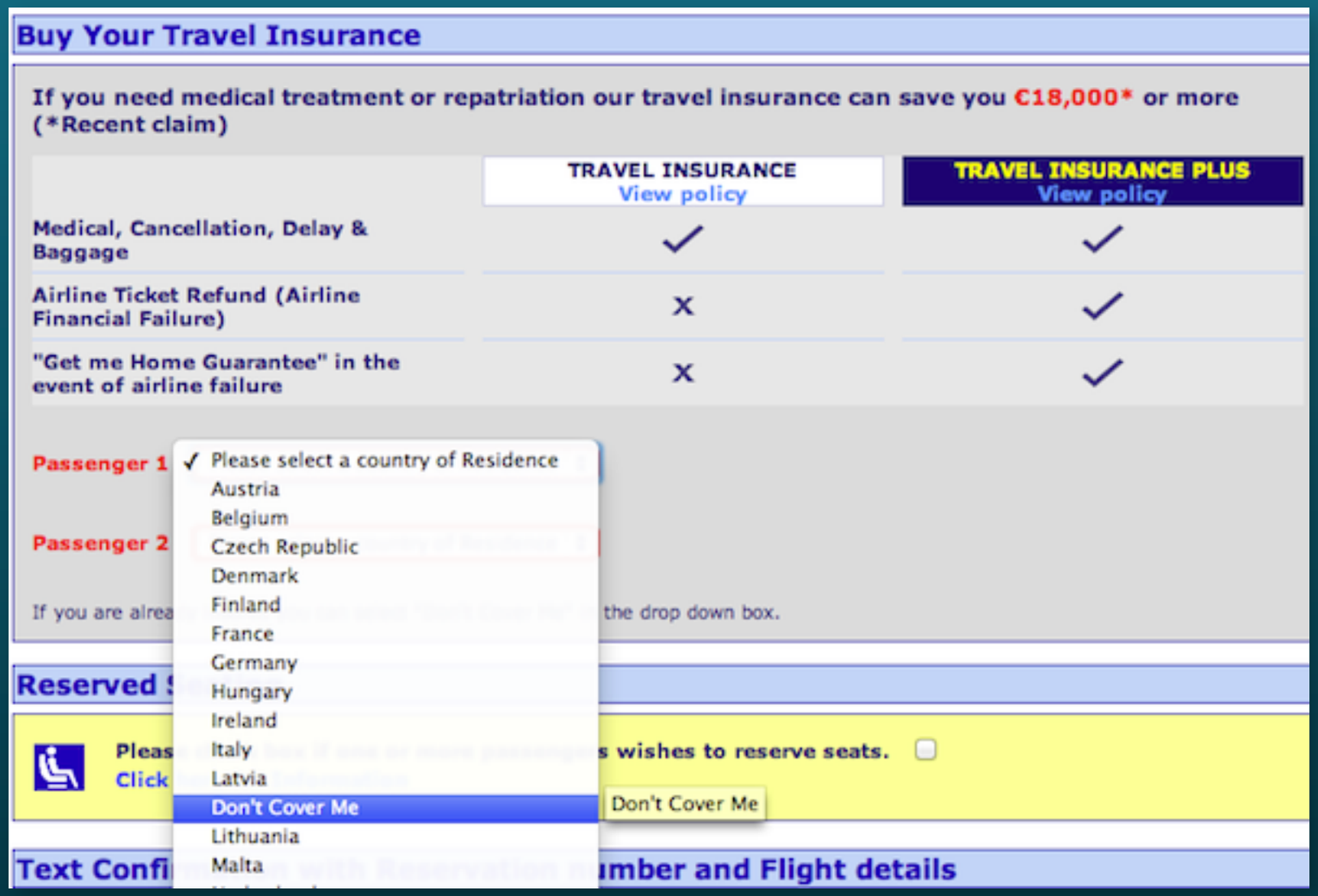
Consulting *Technical consulting and solution architecture*

THE MYTHS

Myth #1
"UX is nothing but
EYE CANDY
"

Why was UX invented?

badusability.com/ryanair-madness-pt-1/



New country: *Don't cover me*

badusability.com/confused-spanish-lift/

Primera, segundo, tercero, cuarto, quinto?

Our menus

1 – "just the sub?"

2 – "just a soda?"

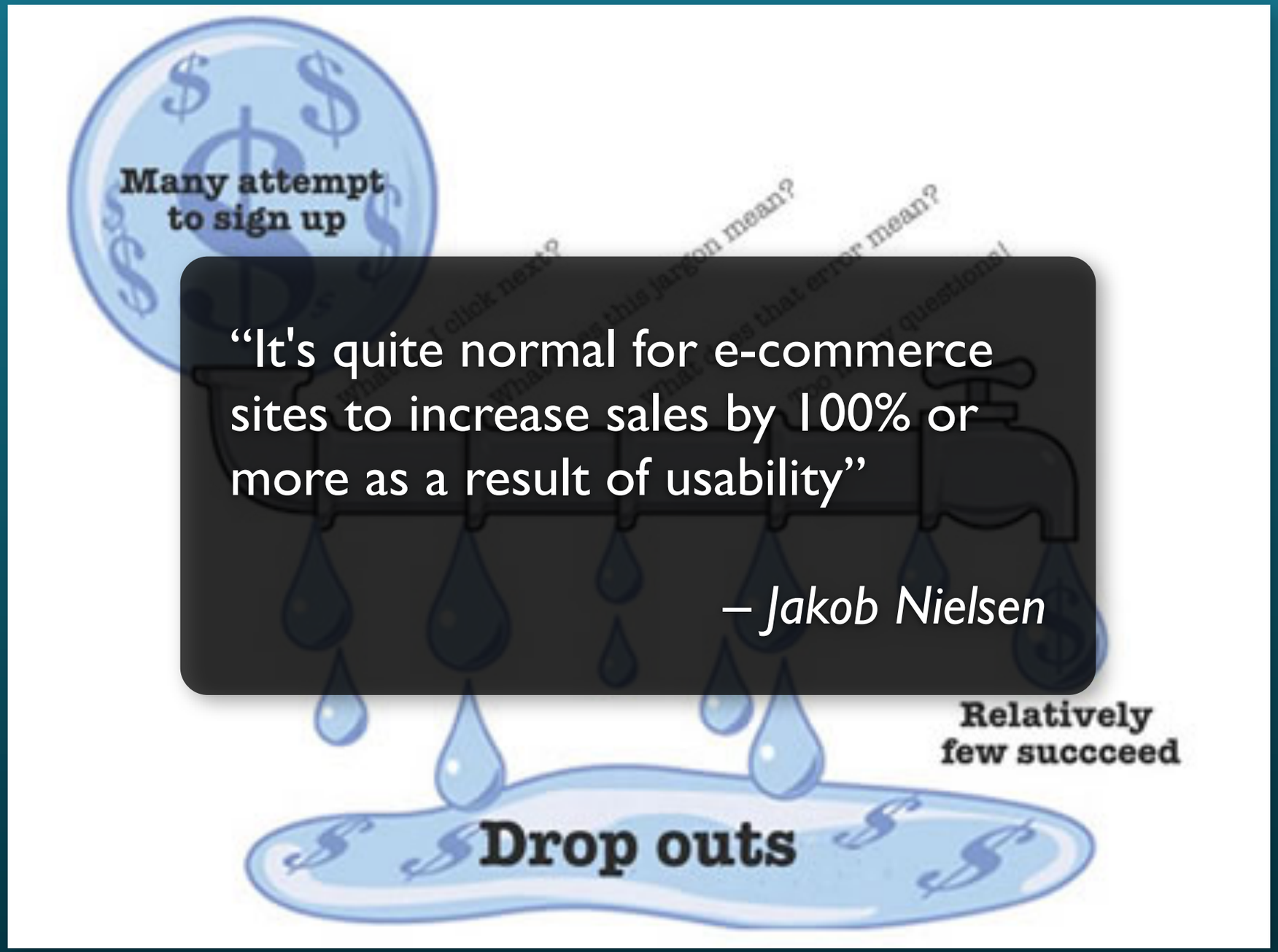
3 – "chips and a cookie?"

"BUT I WANT ALL OF IT!"

www.90percentofeverything.com/2006/11/13/bad-usability-is-like-a-leaky-pipe/

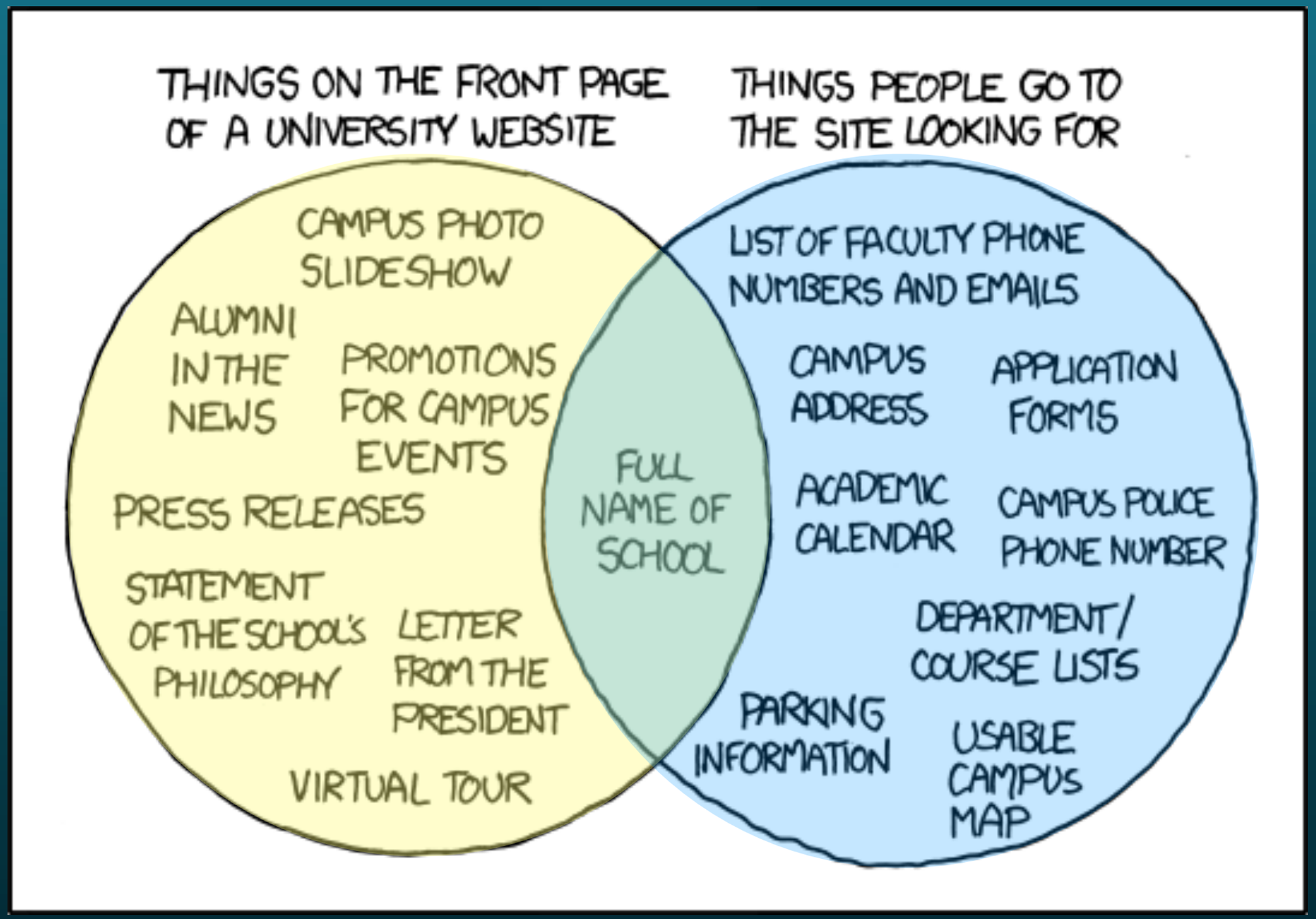
In e-commerce, poor usability is clearly and measurably ***expensive***

www.90percentofeverything.com/2006/11/13/bad-usability-is-like-a-leaky-pipe/



In e-commerce, poor usability is clearly and measurably ***expensive***

http://xkcd.com/773/



Can these issues **really** be resolved using eye candy alone?

UX User eXperience

Understand the needs and goals of users

Translate needs and features into requirements

Design interactive solutions to meet requirements

Evaluate solutions iteratively

UX User eXperience

Activities

Information Design

USABILITY ENGINEERING

Interaction Design

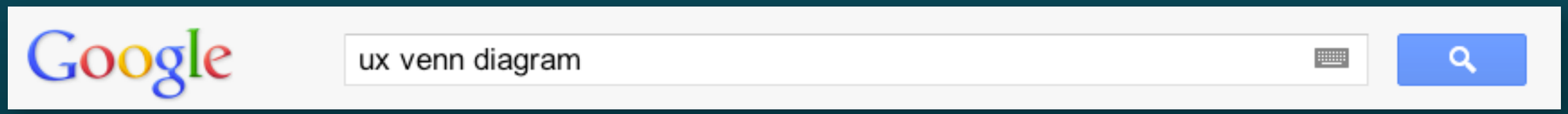
INFORMATION ARCHITECTURE

Experience Design

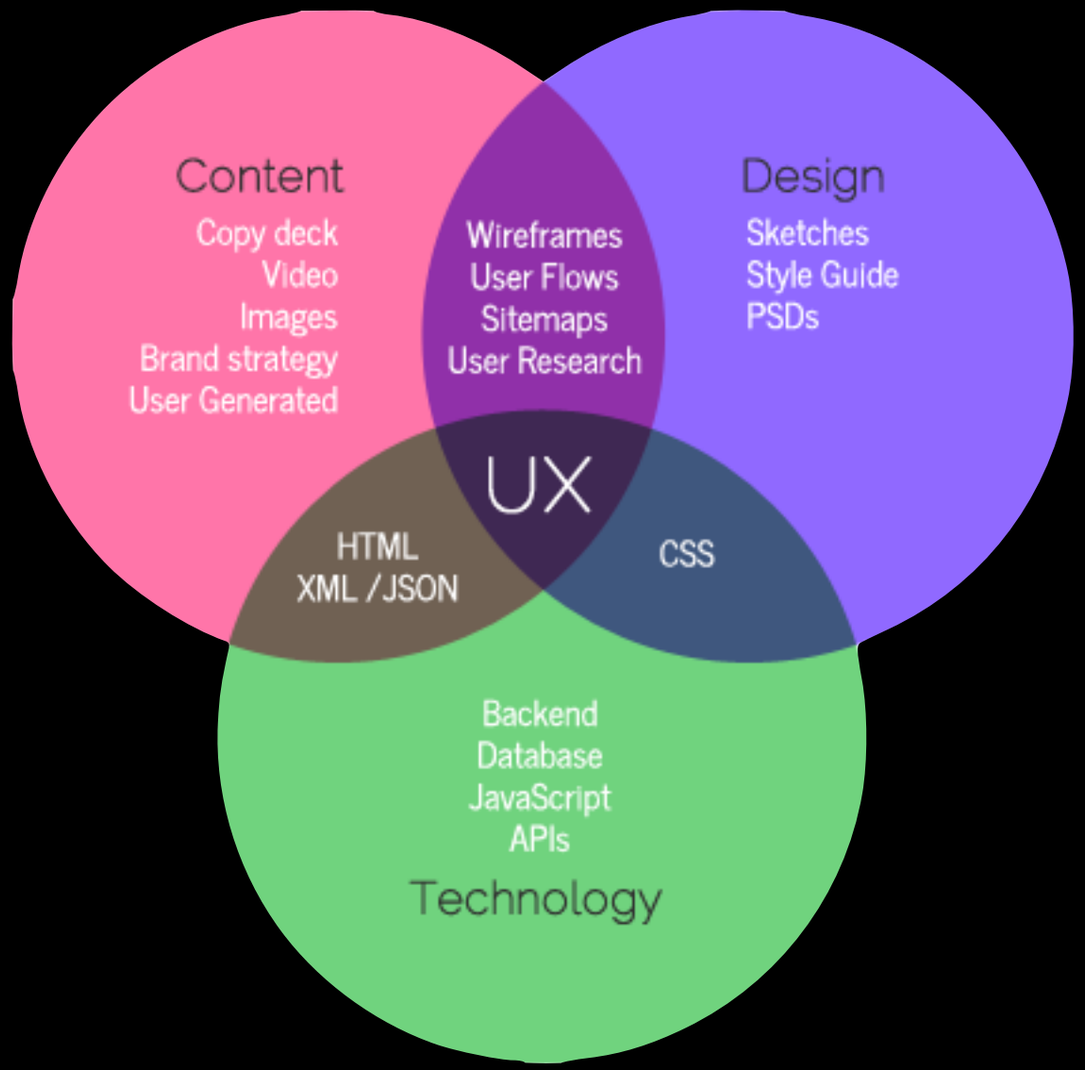
Graphic Design

Do these terms overlap?

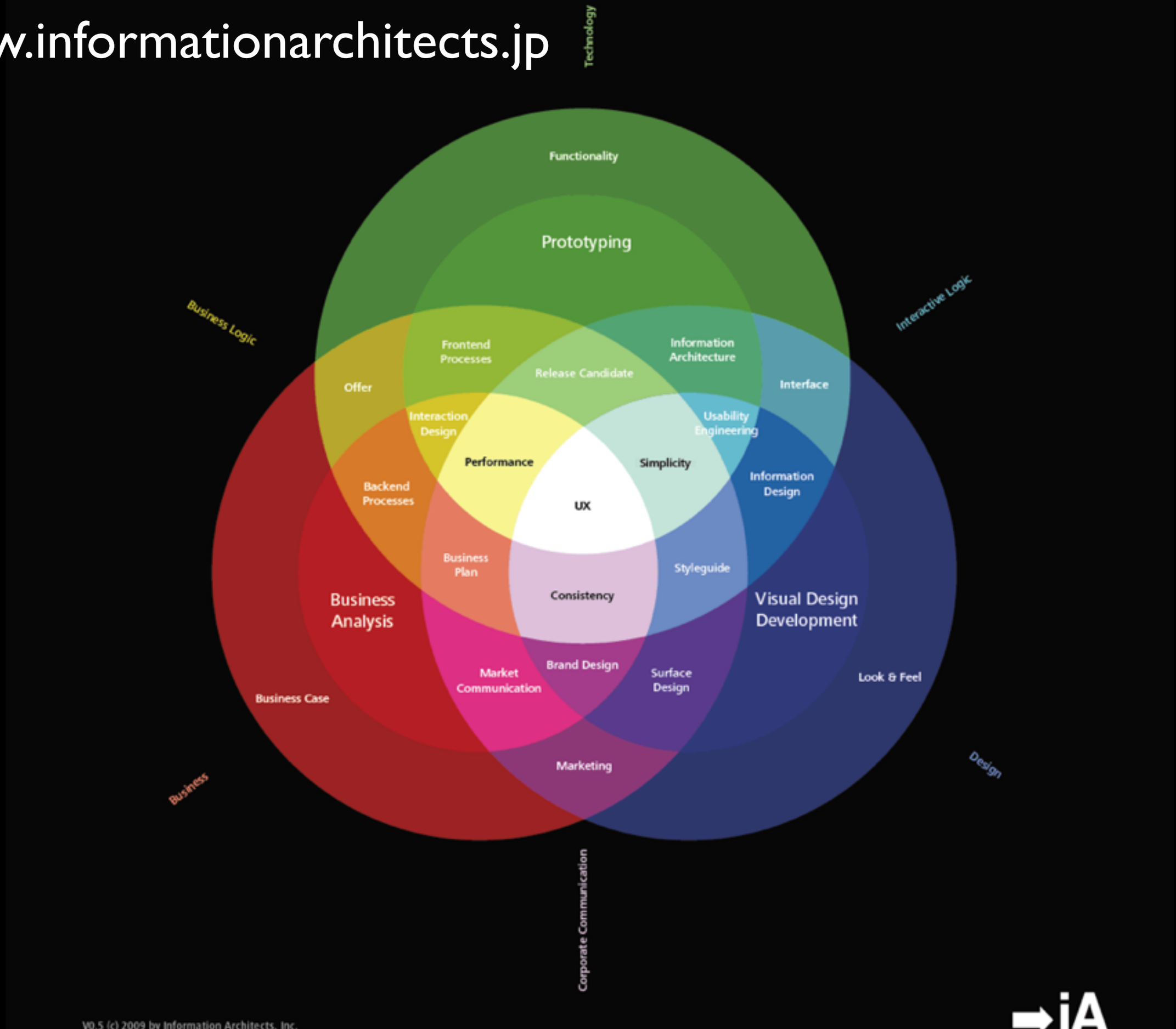
Let's Google!



www.patrickmarsceill.com



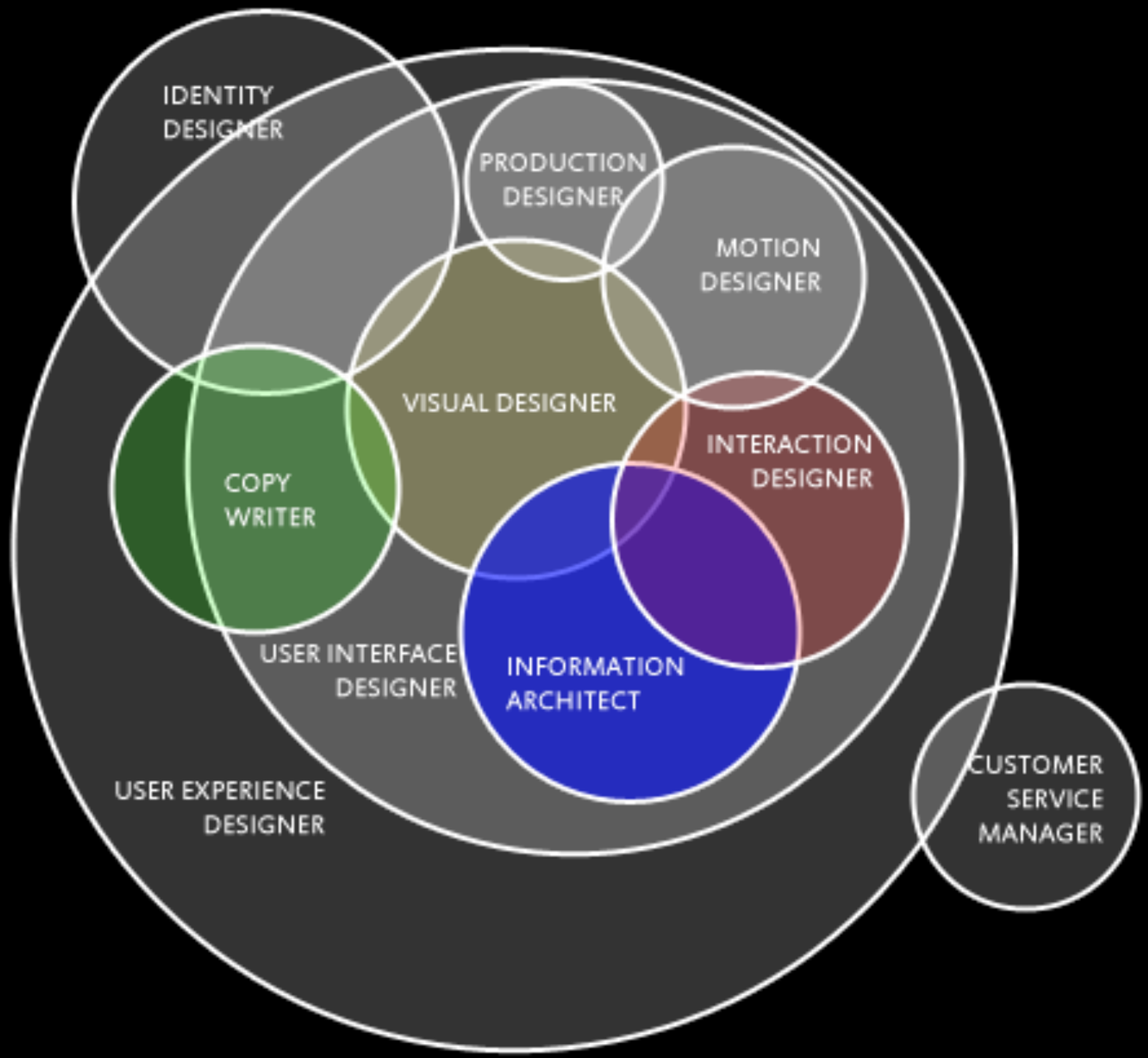
www.informationarchitects.jp



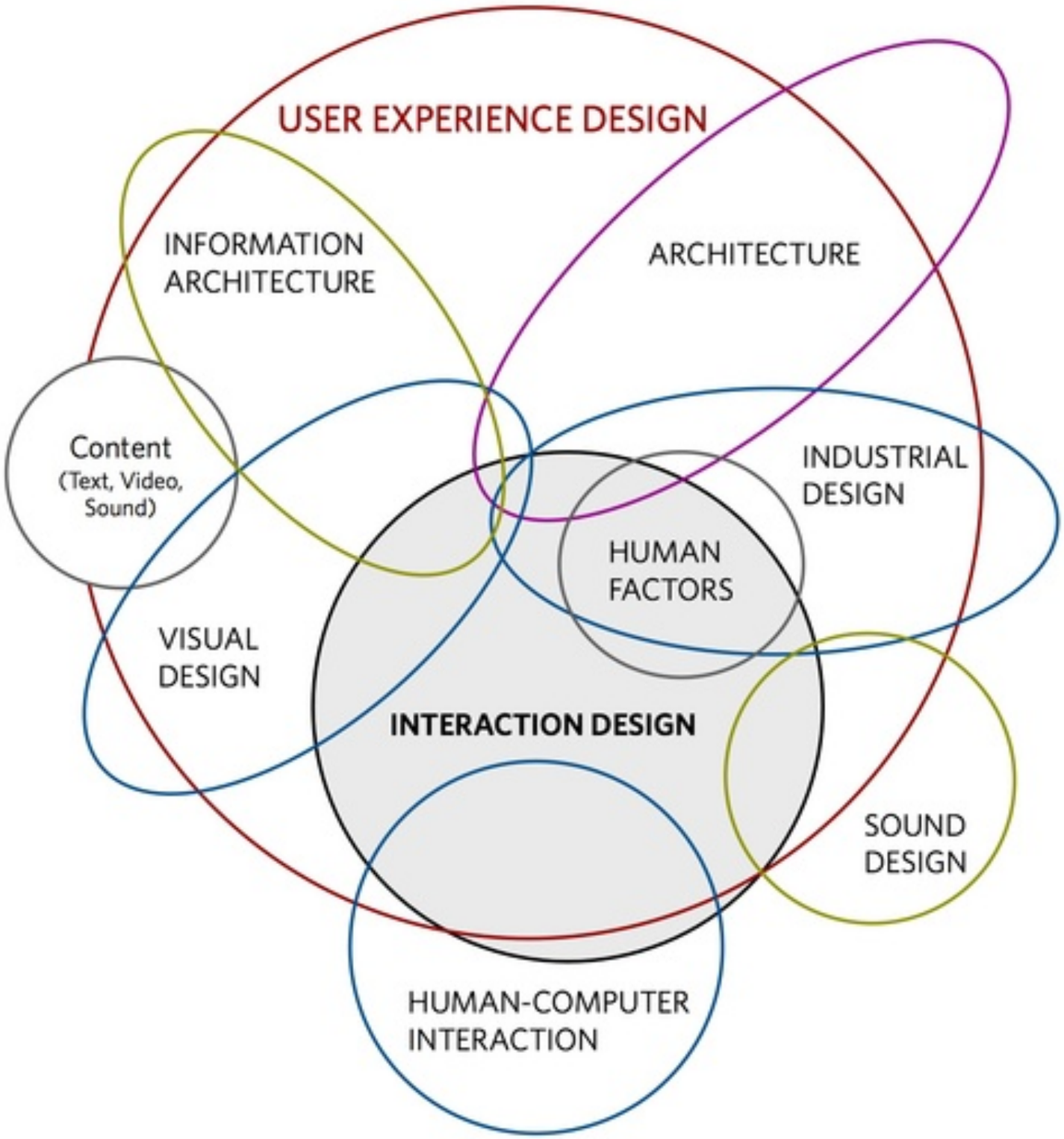
V0.5 (c) 2009 by Information Architects, Inc.

→iA

designquirk.blogspot.com/2010/06/not-about-importance-of-design.html



www.flickr.com/photos/jeffmcneill/5417226031



Clearly.

Let's define this.

Information Design

Usability Engineering

Interaction Design

INFORMATION ARCHITECTURE

Experience Design

Graphic Design

Activities

User Experience

Usability

Qualities

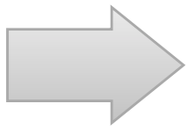
But how do they relate?

Adopted from *Interaction Design*, Reece, Rogers, Sharp, 2002

Usability Goals

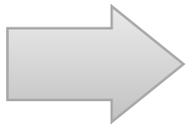
User Experience Goals
fun
satisfying
emotionally fulfilling
enjoyable
rewarding
efficient to use
easy to remember how to use
effective to use
usability goals
safe to use
easy to learn
supportive of creativity
entertaining
have good utility
aesthetically pleasing
helpful
motivating

easy to remember how to use



motivating satisfying

effective to use



rewarding

non-easy to use → ***emotionally fulfilling***

www.flickr.com/photos/frenkieb/2117970 48

As UX practitioners we apply

Usability Engineering

Information Design

Interaction Design

INFORMATION ARCHITECTURE

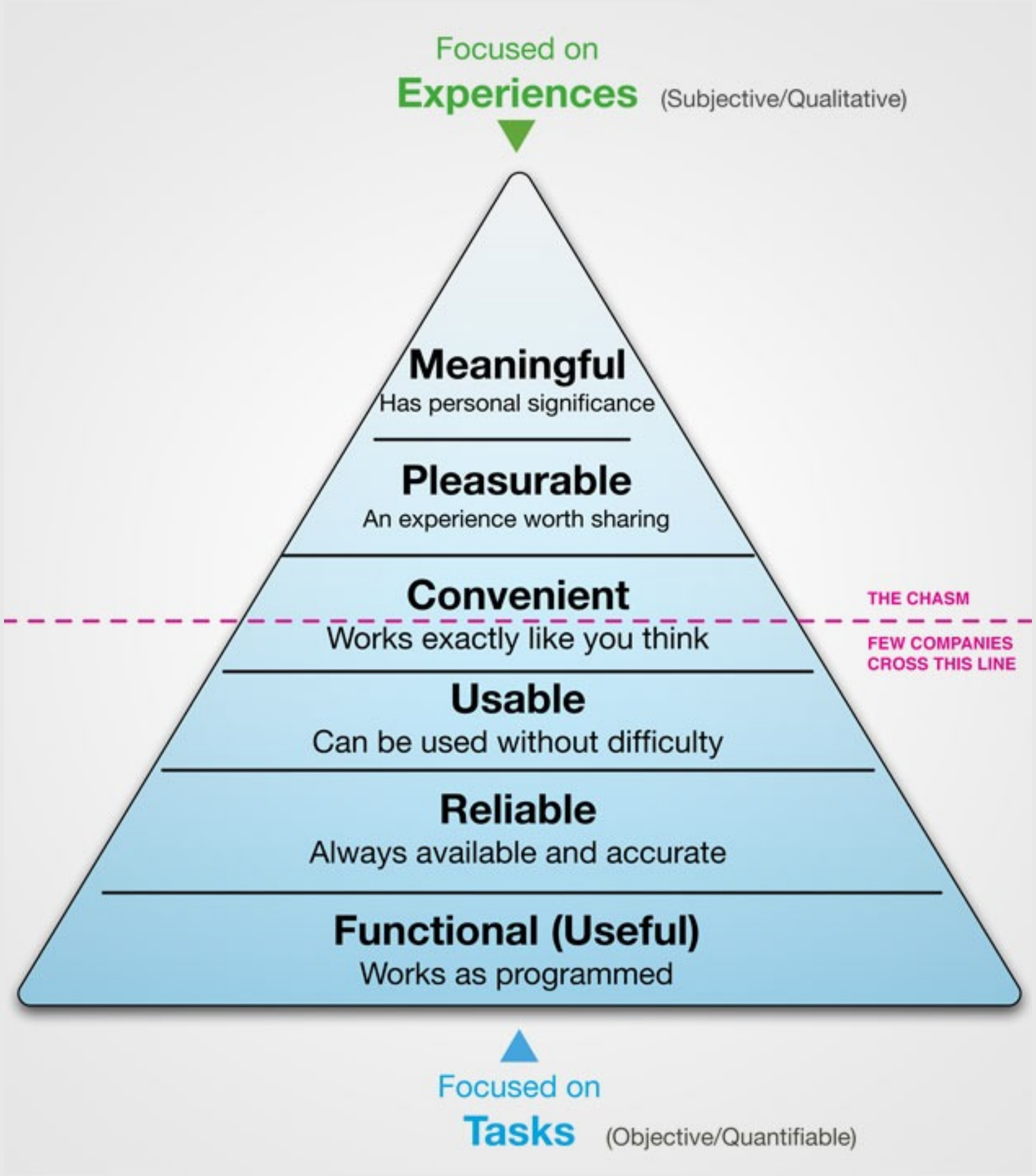
Graphic Design

Experience Design

– in order to achieve –

great usability → ***great user experience***

http://www.flickr.com/photos/cambodia4kidsorg/7729839393


Focused on
Experiences
(Subjective/Qualitative)
Meaningful
Has personal significance
Pleasurable
An experience worth sharing
Convenient
Works exactly like you think
THE CHASM
FEW COMPANIES CROSS THIS LINE
Usable
Can be used without difficulty
Reliable
Always available and accurate
Functional (Useful)
Works as programmed
Focused on
Tasks
(Objective/Quantifiable)

UX User eXperience

Understand the needs and goals of users

Translate needs and features into requirements

Design interactive solutions to meet requirements

Evaluate solutions iteratively

Implement solutions

Myth #2

"A shovel is a shovel regardless of whether it's RED OR BLUE"

www.flickr.com/photos/27986671@N00/2735638886/

UX concerns how something **works**,

not how it **appears**.

Google Analytics

jakob@nodeone.se Settings My Account Sign out

Drupal Camp Stockholm - http://fall2...
Drupal Camp Stockholm [DEF...

Home | Standard Reporting | Custom Reporting | Admin | Help

- Audience
  - Overview
  - Demographics
  - Behavior
  - Technology
  - Social
  - Mobile
  - Visitors Flow
- Advertising
- Traffic Sources
- Content
- Conversions

Help
- The Visitors Overview Report
- Comparing Metrics
- Using the Interactive Table
- Common Report Controls
- Video: Add Advanced Segments
- Find Your Old Reports in the New Interface

Visitors Overview

Oct 12, 2011 - Nov 12, 2011

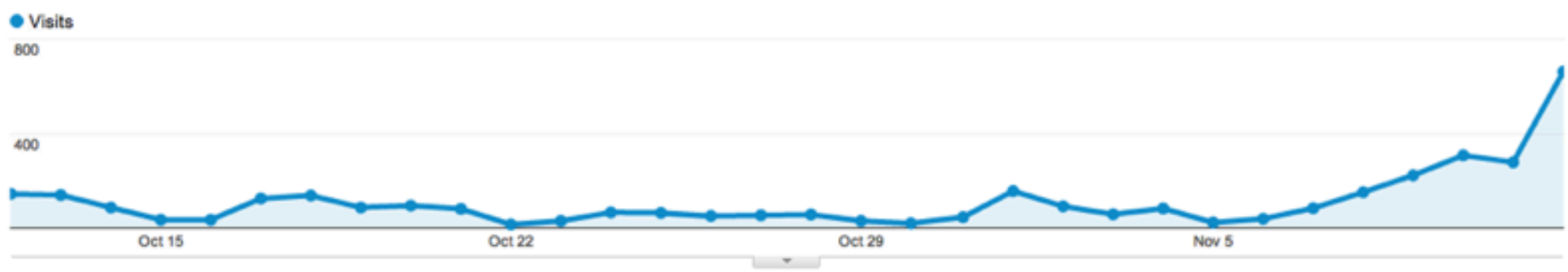
Advanced Segments | Email BETA | Export | Add to Dashboard

100.00% of total visits

Overview

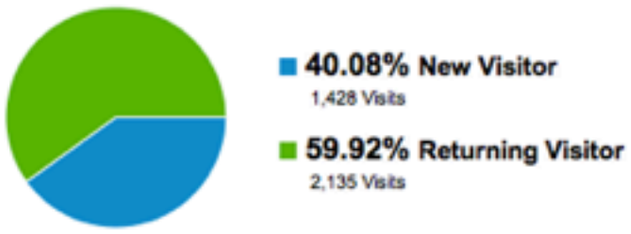
Visits vs. Select a metric

Hourly | Day | Week | Month



1,627 people visited this site

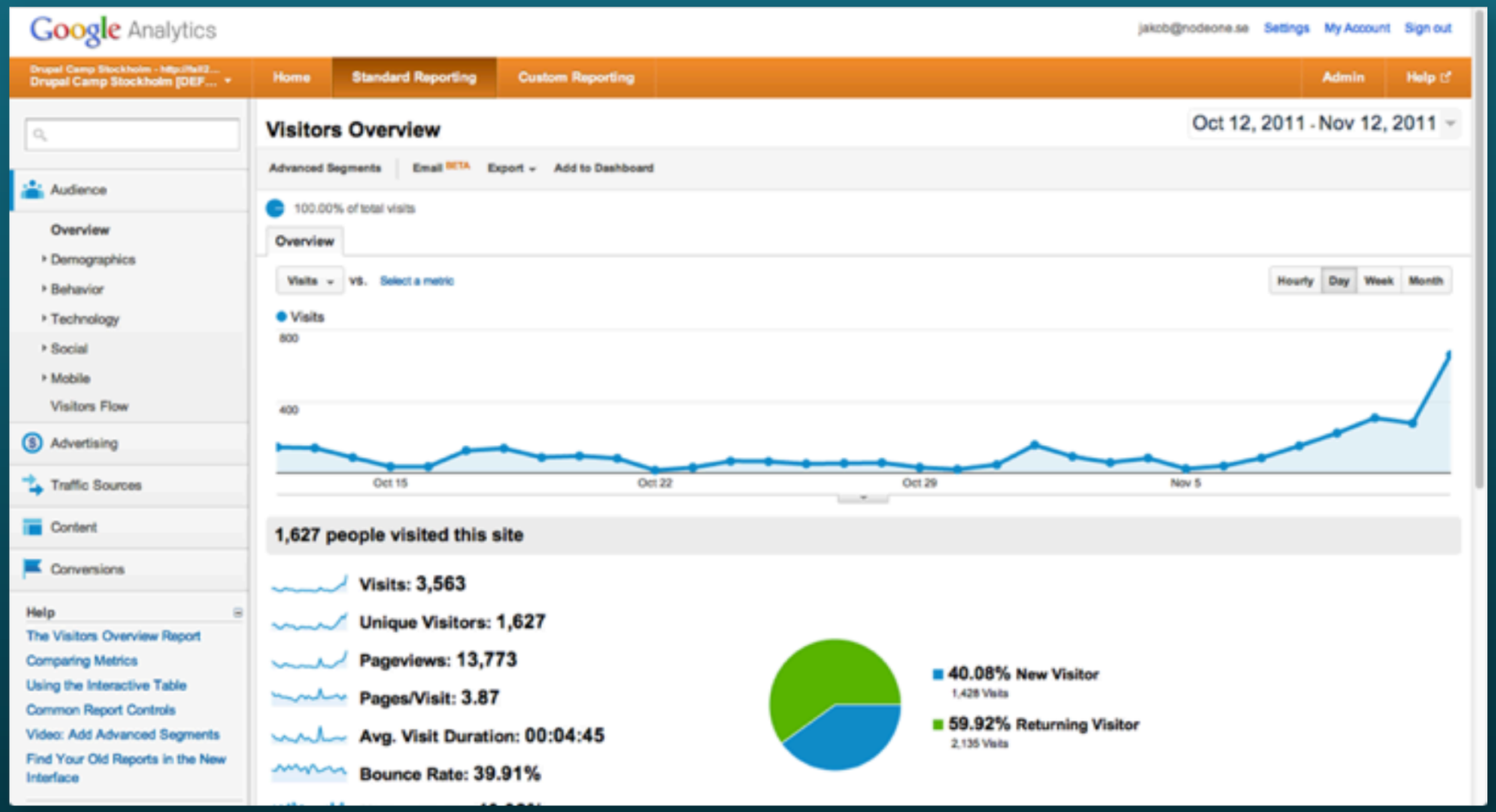
- **Visits: 3,563**
- **Unique Visitors: 1,627**
- **Pageviews: 13,773**
- **Pages/Visit: 3.87**
- **Avg. Visit Duration: 00:04:45**
- **Bounce Rate: 39.91%**



Information Design

Experience Design

INFORMATION ARCHITECTURE



USABILITY ENGINEERING

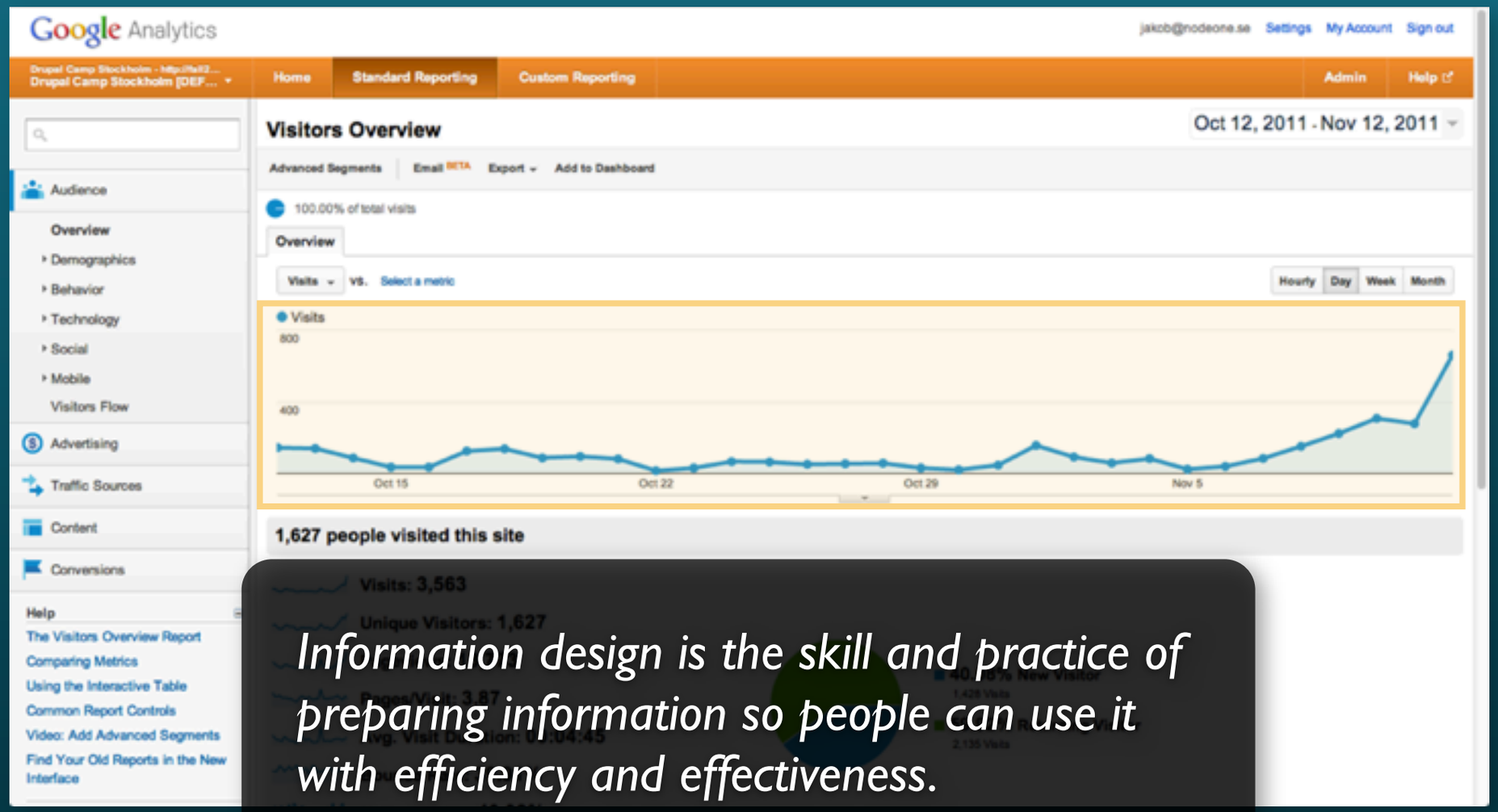
Interaction Design

Graphic Design

Information Design

Experience Design

INFORMATION ARCHITECTURE



Information design is the skill and practice of preparing information so people can use it with efficiency and effectiveness.

USABILITY ENGINEERING

Interaction Design

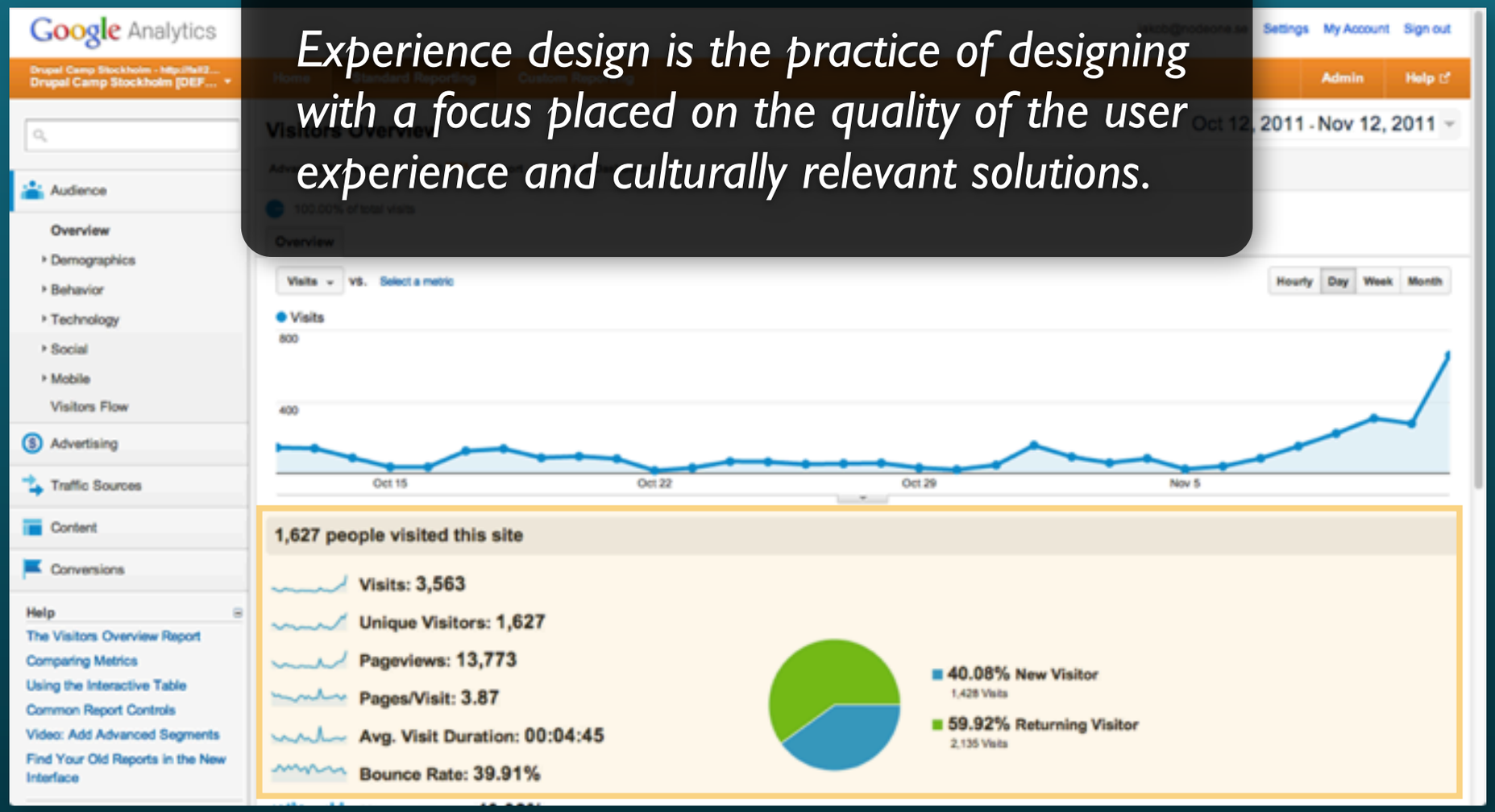
Graphic Design

Information Design

Experience Design

INFORMATION ARCHITECTURE

Experience design is the practice of designing with a focus placed on the quality of the user experience and culturally relevant solutions.



USABILITY ENGINEERING

Interaction Design

Graphic Design

Information Design

Experience Design

INFORMATION ARCHITECTURE

Information architecture (IA) is the art and science of organizing and labelling websites, intranets, online communities and software to support usability.

Usability Engineering

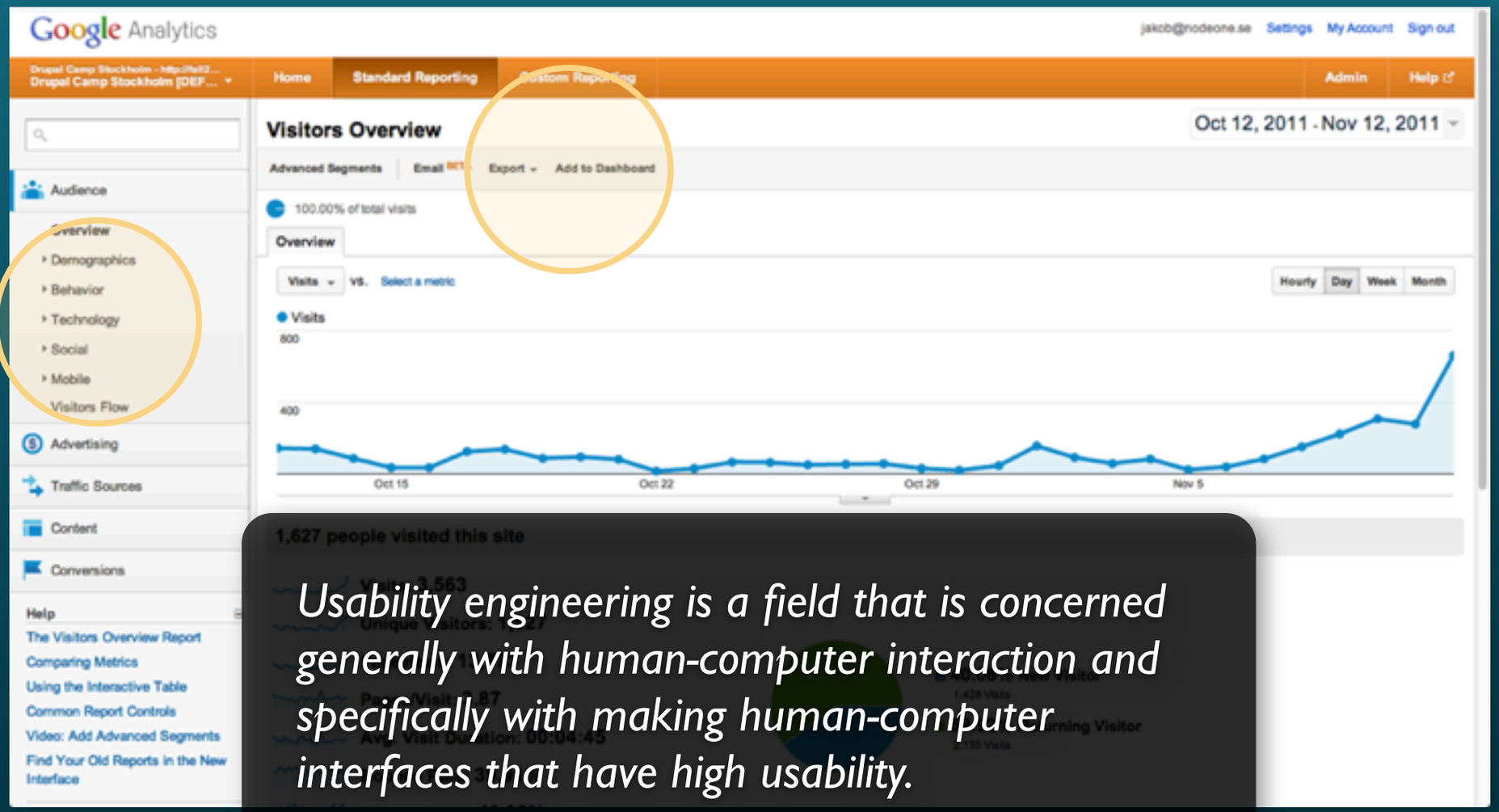
Interaction Design

Graphic Design

Information Design

Experience Design

INFORMATION ARCHITECTURE



Usability engineering is a field that is concerned generally with human-computer interaction and specifically with making human-computer interfaces that have high usability.

USABILITY ENGINEERING

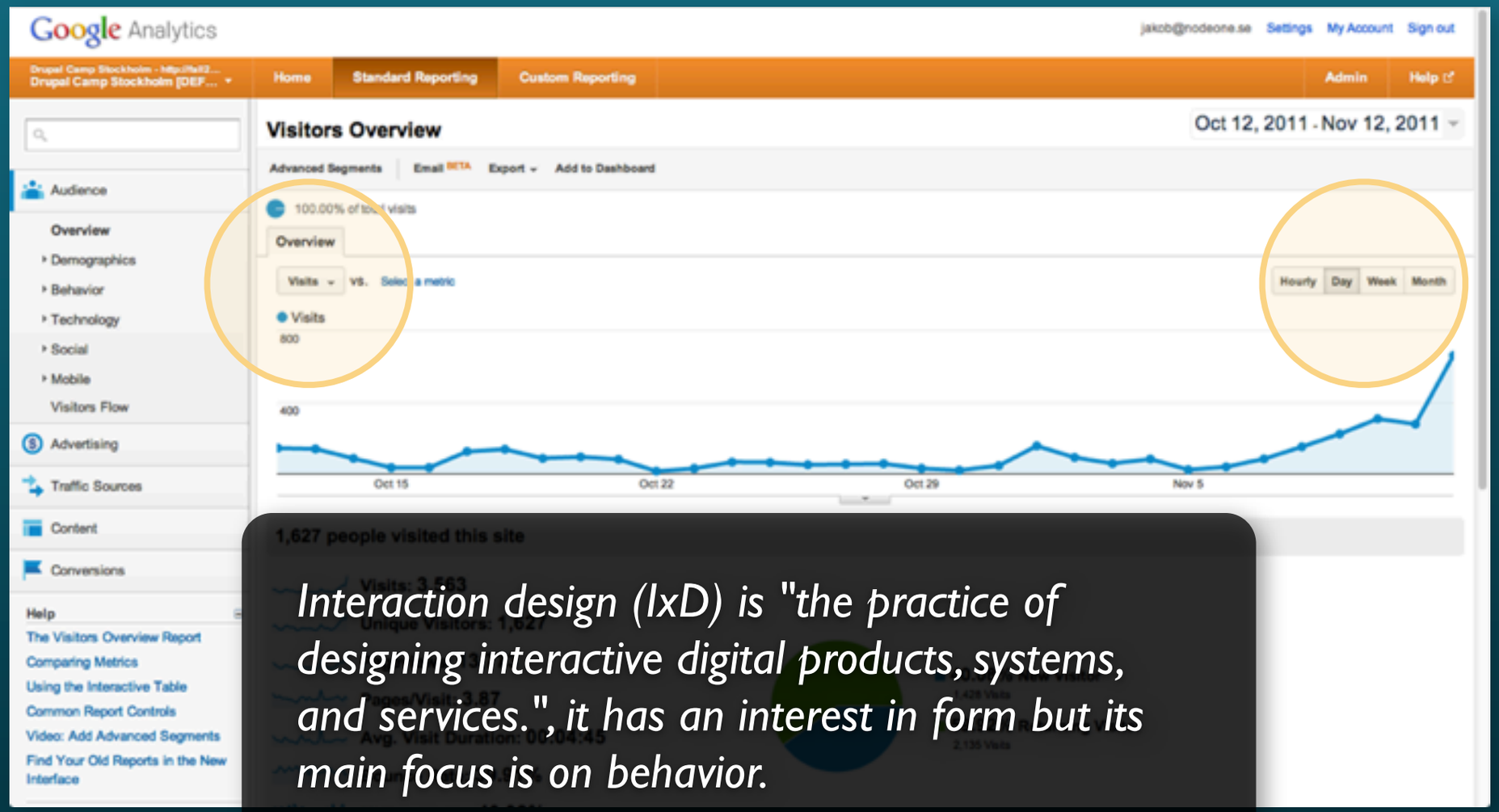
Interaction Design

Graphic Design

Information Design

Experience Design

INFORMATION ARCHITECTURE



Interaction design (IxD) is "the practice of designing interactive digital products, systems, and services.", it has an interest in form but its main focus is on behavior.

Usability Engineering

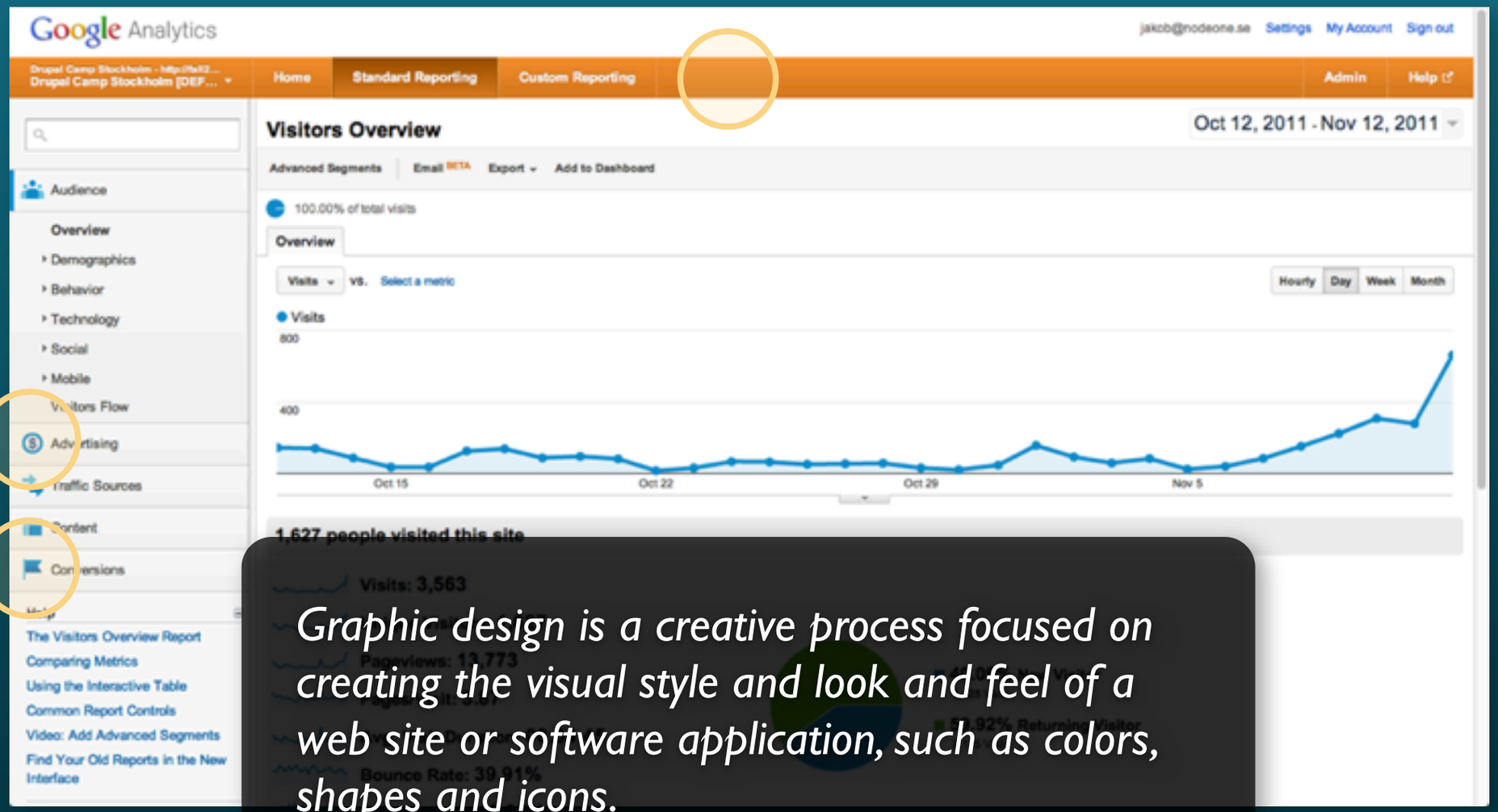
Interaction Design

Graphic Design

Information Design

Experience Design

INFORMATION ARCHITECTURE



Graphic design is a creative process focused on creating the visual style and look and feel of a web site or software application, such as colors, shapes and icons.

USABILITY ENGINEERING

Interaction Design

Graphic Design

Tremendous **business value** can be achieved by understanding how something has to **work** in order to be **usable**, and a **pleasure** to use.

We have the tools to

understand

the strategic goals of the investment in a website.

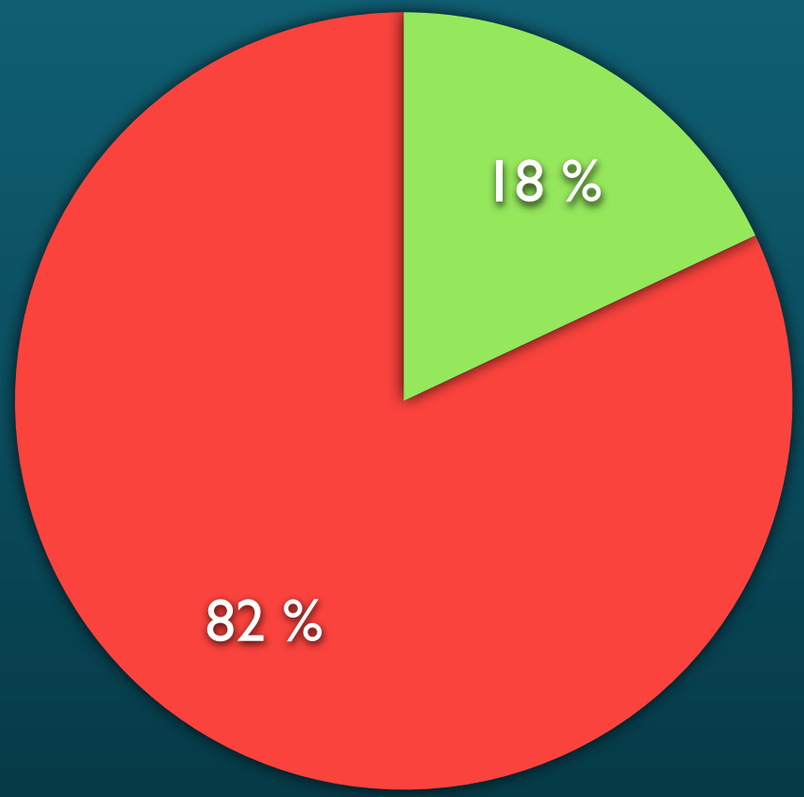
identify

what users need, want and expect from the website.

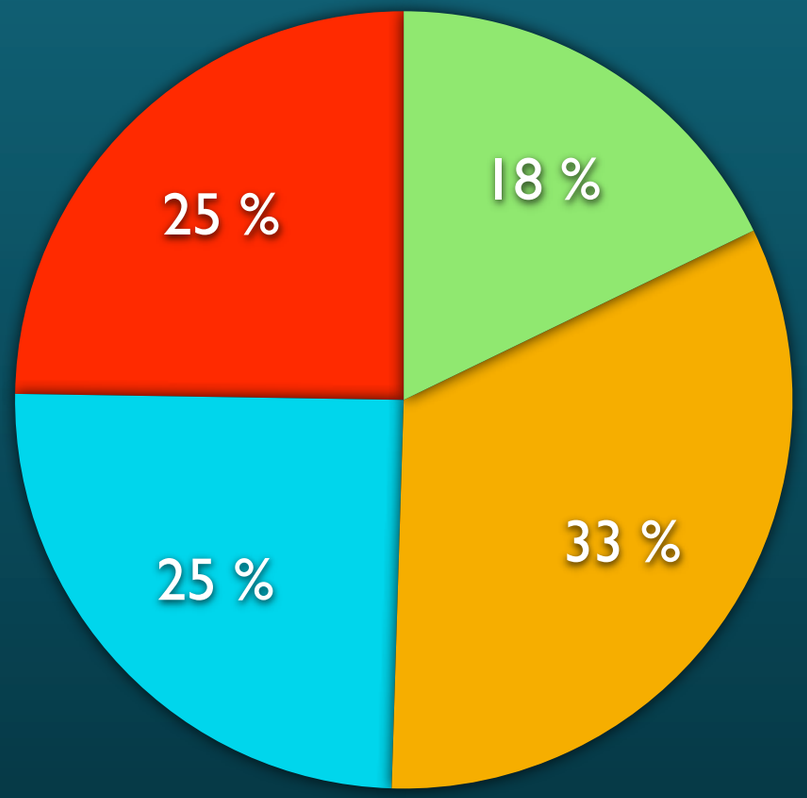
design

the website in order to meet users' needs.

*As many as **82%** of IT projects are considered **unsuccessful***

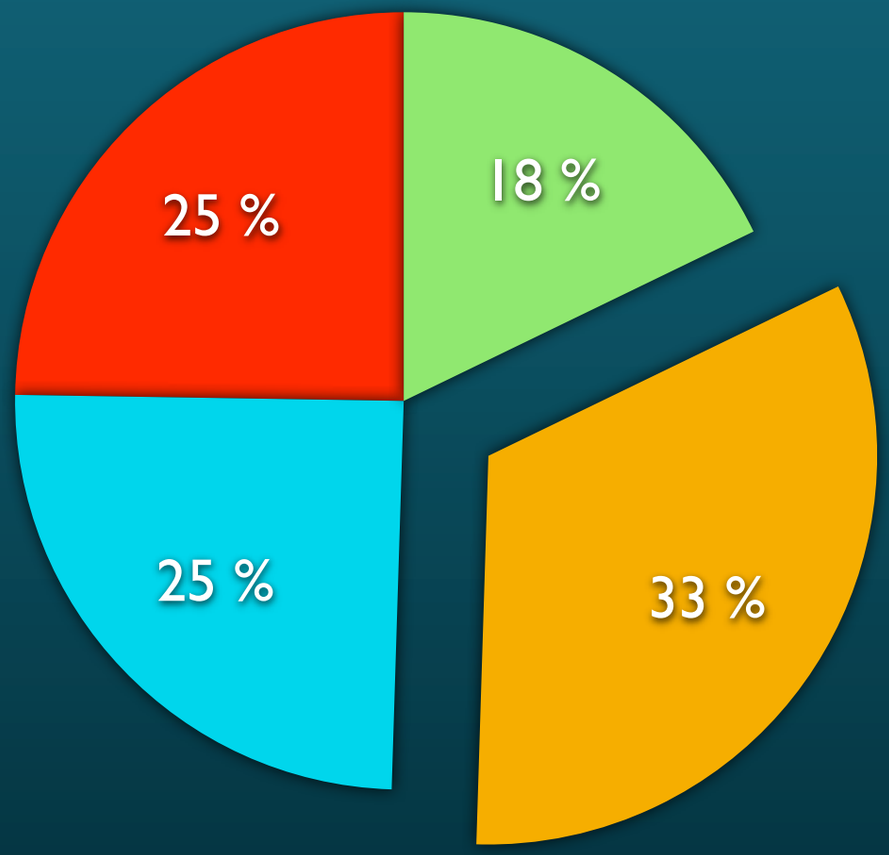


Source: http://www.umsl.edu/~sauterv/analysis/6840_f03_papers/frese/



Source: http://www.umsl.edu/~sauterv/analysis/6840_f03_papers/frese/

33% are cancelled before completion



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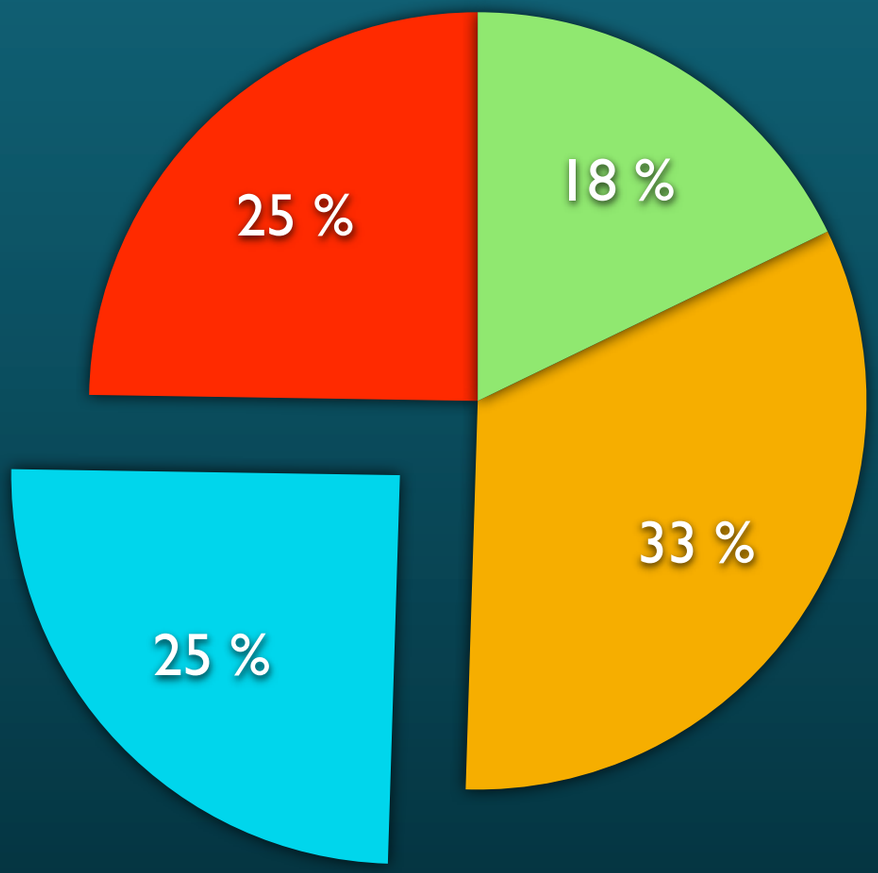
25% delivered on time/budget by results are not what's expected



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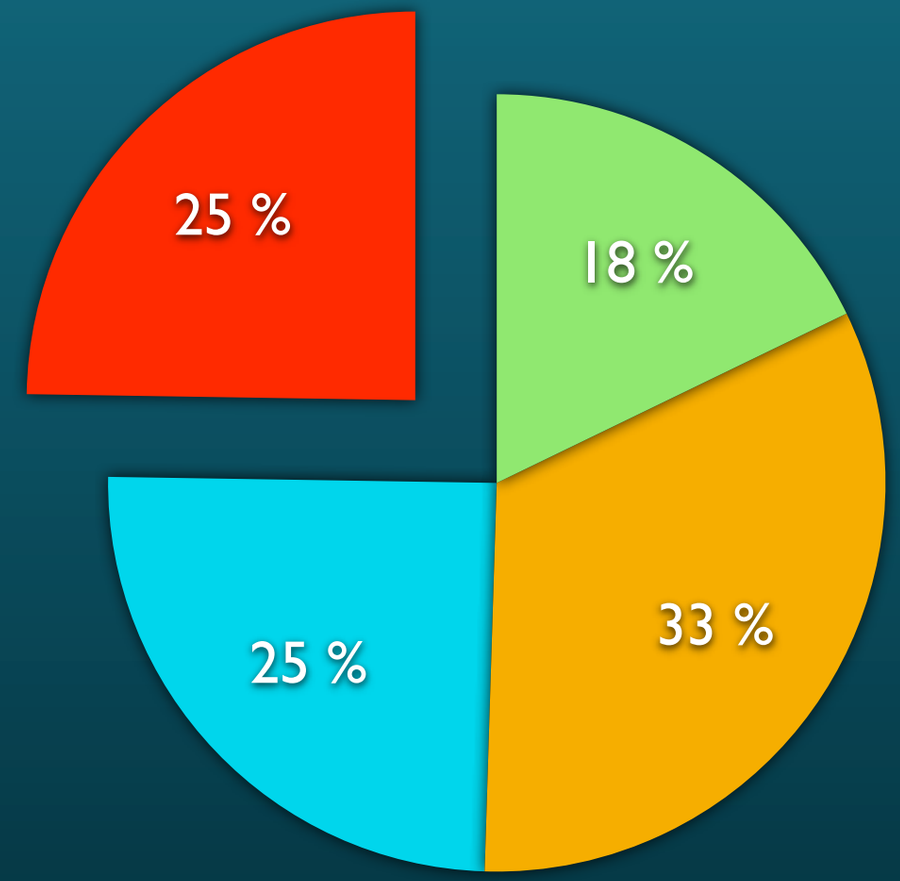
25% delivered what was expected but broke the budget



Source: http://www.umsl.edu/~sauterv/analysis/6840_f03_papers/frese/

LACK OF USER INPUT AND INVOLVEMENT

http://www.sxc.hu/photo/1099035

INCOMPLETE REQUIREMENTS

http://www.sxc.hu/photo/504217

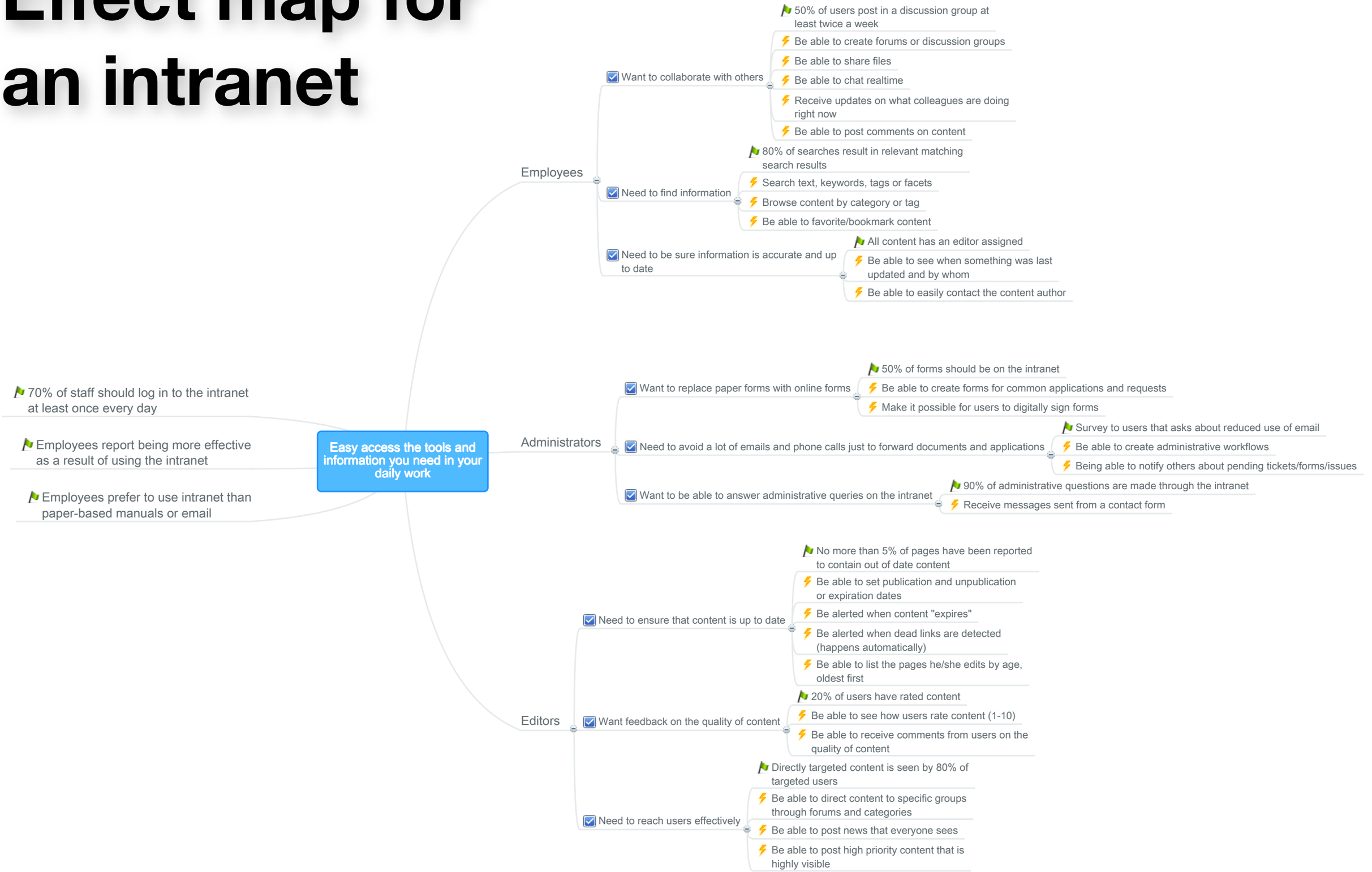
http://www.sxc.hu/photo/704067

Introducing Effect Mapping

*Every website is built for a **reason** and to meet a goal.*

*Goals are achieved when the site is being **used** bu its end users.*

Effect map for an intranet



The walk of 'why'

"We need a better website!"

"It's really hard to find out who we are and there's no way to post comments and feel involved!"

"A big share of our customers want to feel involved."

"We need to reach those customers in order to channel more sales through our site."

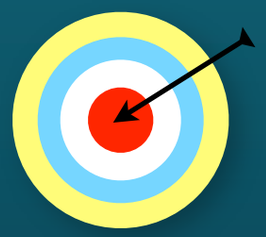
What you need to do

"...reach those customers in order to channel more sales through our site."

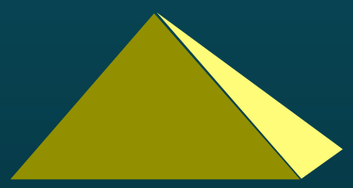
Let's write that as an effect

{...}

Concise Not more than a few sentences



Measurable You need to be able to evaluate whether the website achieves the effect using metrics and KPI's



Long-term The effect should reflect change over long time and be strategic, not tactical

"Offer a low threshold to interaction and convert interaction by users into sales."

What to measure	***How to measure***	***When to evaluate***
What percentage of visitors comment, share and like content on the site.	Review search logs and use tracking.	Every six months
What percentage of users who interact end up buying something.	Track users and use funnels to track conversions.	Every six months
The percentage of visitors who interact more than once.	Track interaction using Google Analytics.	Every six months

Effect

Easy access the tools and information you need in your daily work

the intranet

ore effective
anet

ntranet than
email

Administrators

Wan

Nee

Wan

Need to ensu

Metrics

- 70% of staff should log in to the intranet at least once every day
- Employees report being more effective as a result of using the intranet
- Employees prefer to use intranet than paper-based manuals or email

*"Offer a low threshold to interaction and convert interaction by **users** into sales."*

Who are they?

Usability Engineering

Interviews

Observation

Personas

Focus groups

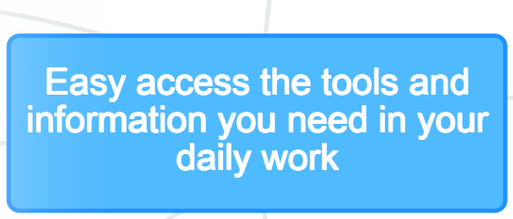
Brainstorming

Task analysis

Questions answered:

Who are the users?
What goals do they need to achieve using the site?
What tasks do they need to carry out?
What are their needs and requirements?

Users



Employees

Need to find information

Need to be sure information is accurate and up to date

Administrators

Want to replace paper forms with online forms

Need to avoid a lot of emails and phone calls just to forward

Want to be able to answer administrative queries on the intra

Editors

Need to ensure that content is up to date

Want feedback on the quality of content

*"Offer a low threshold to interaction and convert interaction by **users** into sales."*

How do they conceptualize the information they need?

INFORMATION ARCHITECTURE

CARD SORTING

TREE TESTING

INTERVIEWS

SITE MAPS

CONTENT MATRICES

TEMPLATES

Questions answered:

What content is imported, created and used?
How is it structured, tagged and classified?
How is it internally related?
How are content and indices labeled?

*"Offer a low threshold to interaction and convert interaction by **users** into sales."*

What are their goals and behavior?

Experience Design

Interaction Design

Graphic Design

Wireframes

Design Guide

Mockups

Storyboards

Journey Maps

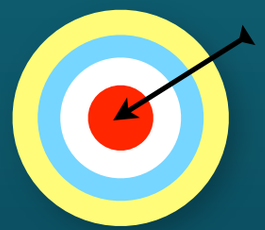
Scenarios

Questions answered:

How does the user interact with the site?
What are the workflows and modes of interaction?
What is the look and feel like?

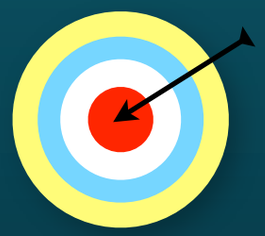
Measuring users' success in achieving their goals

Want to respond to content about things that interest them.



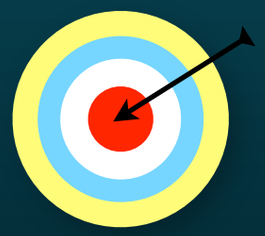
Track the number of users who comment on content.

Want to see what their friends like and do.



Track the extent to which a click on a post on a social site leads to interaction.

Want to stay up to date and read and watch relevant and interesting content.



Survey offered to randomly selected repeat visitors.

User Goals

- Want to replace paper forms with online forms
  - Need to avoid a lot of emails and phone calls just to forward documents and applications
- Want to be able to answer administrative queries on the intranet

Actions

- Want to replace paper forms with online forms
  - 50% of forms should be on the intranet
  - Be able to create forms for common applications and requests
  - Make it possible for users to digitally sign forms
- Need to avoid a lot of emails and phone calls just to forward documents and applications
  - Survey to users that asks about reduced use of email
  - Be able to create administrative workflows
  - Being able to notify others about pending tickets/forms/issues
- Want to be able to answer administrative queries on the intranet
  - 90% of administrative questions are made through the intranet
  - Receive messages sent from a contact form

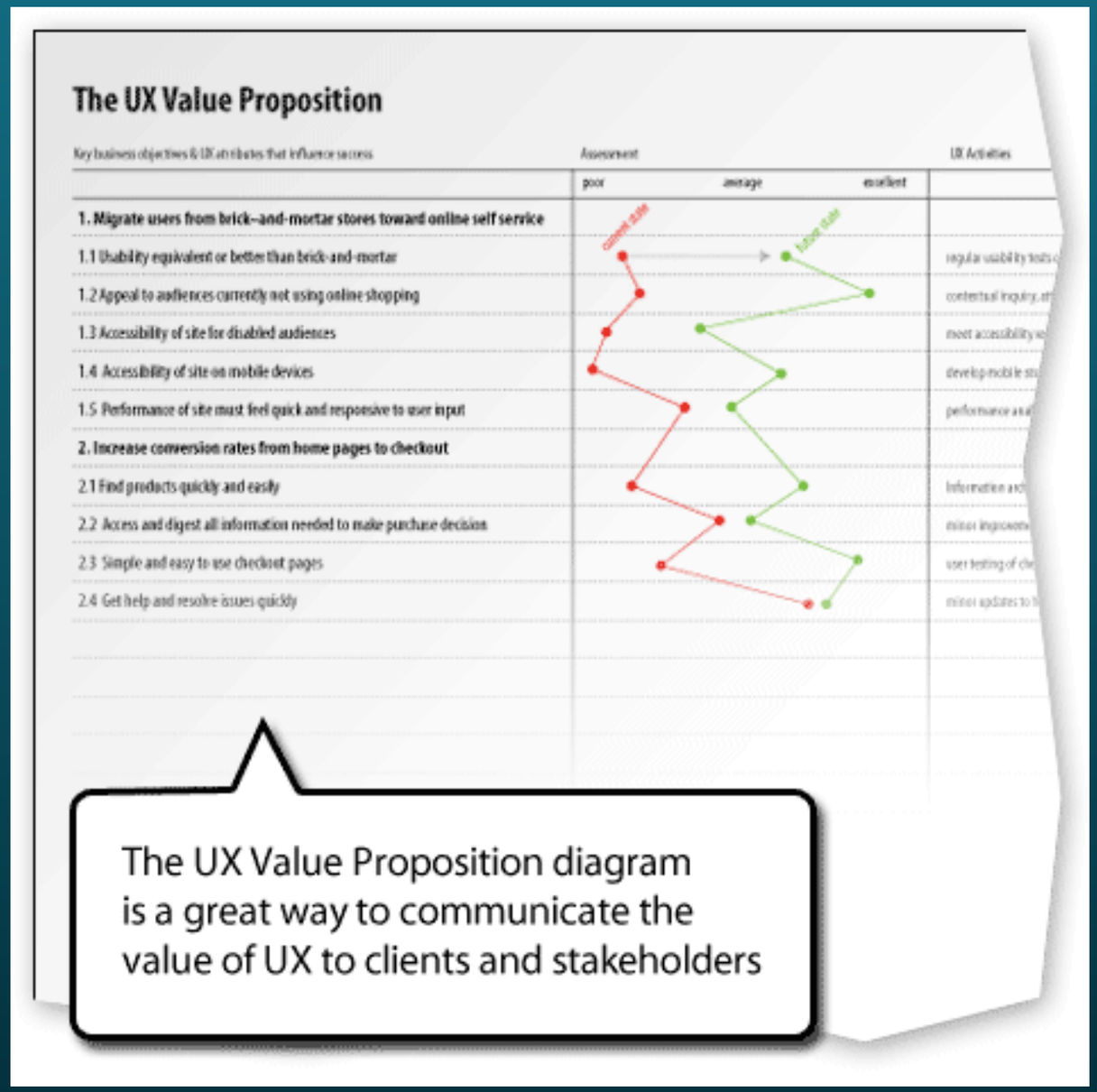
UX is key to making sure websites achieve intended business goals by ***bridging the gap between business requirements and implementation by capturing the needs of users.***

Business value → ***User research and design*** → ***Requirements and specification***

http://www.sxc.hu/photo/424186

The UX value proposition

A simple way to visualize estimated and expected improvements from UX work



Adapted from "Communicating the UX Value Proposition" by Dilworth and Miller.

Step #1

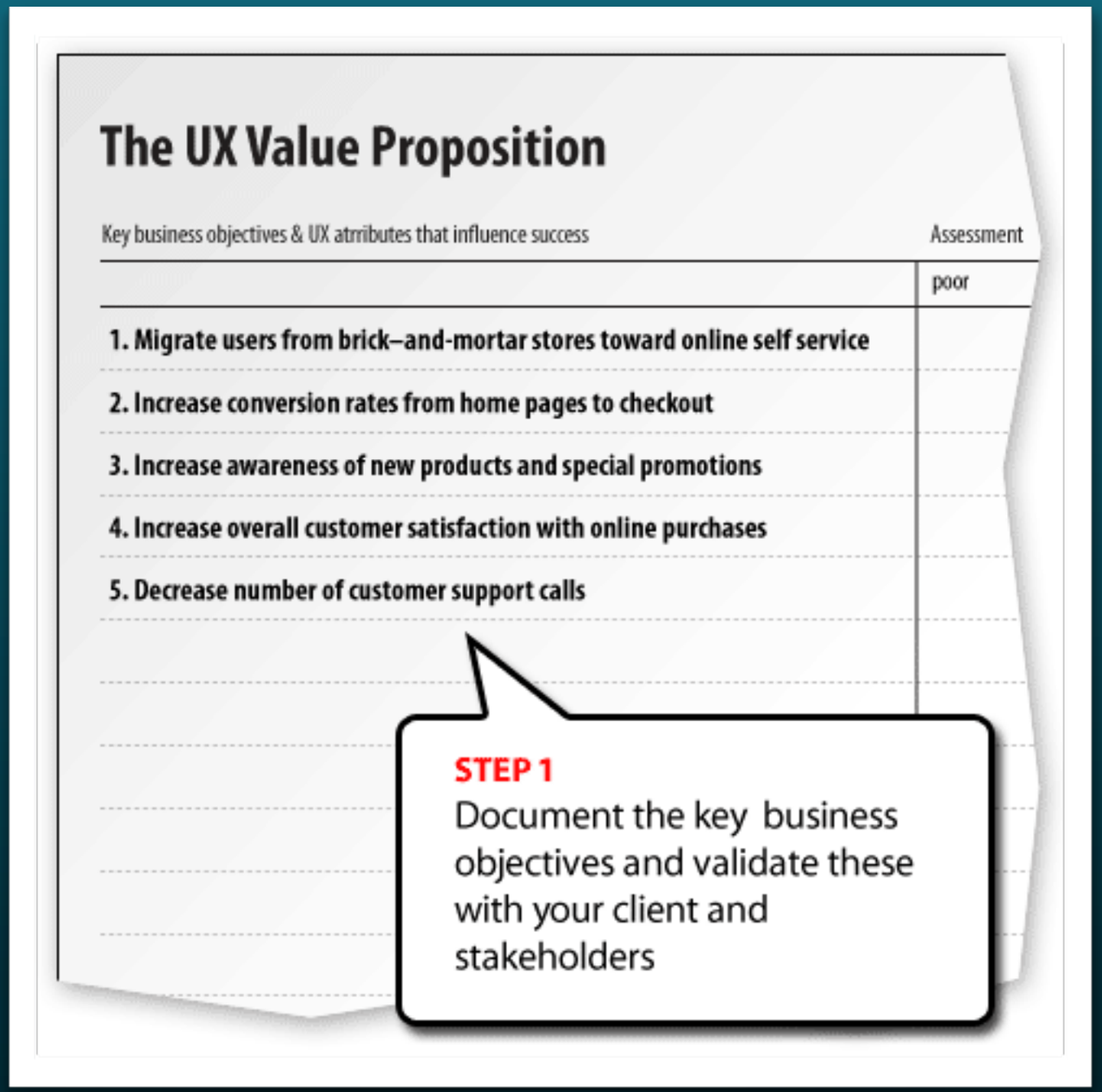
Identify key business objectives

Example objectives for a simplified e-commerce project

1. *Migrate users from brick-and-mortar stores toward online self-service*
2. *Increase conversion rates from home page to checkout*
3. *Increase awareness of new products and special promotions*
4. *Increase overall customer satisfaction with online purchases*
5. *Decrease number of customer support calls*

Step #1

Identify key business objectives



Step #2

Identify the UX attributes that will influence the success

- ✓ *Usability*
- ✓ *Appeal*
- ✓ *Accessibility*
- ✓ *Performance*
- ✓ *User Assistance & Help*

1. Migrate users from brick–and-mortar stores toward online self-service

1.1 *Usability* equivalent or better than brick-and-mortar

1.2 *Appeal* to audiences currently not using online shopping

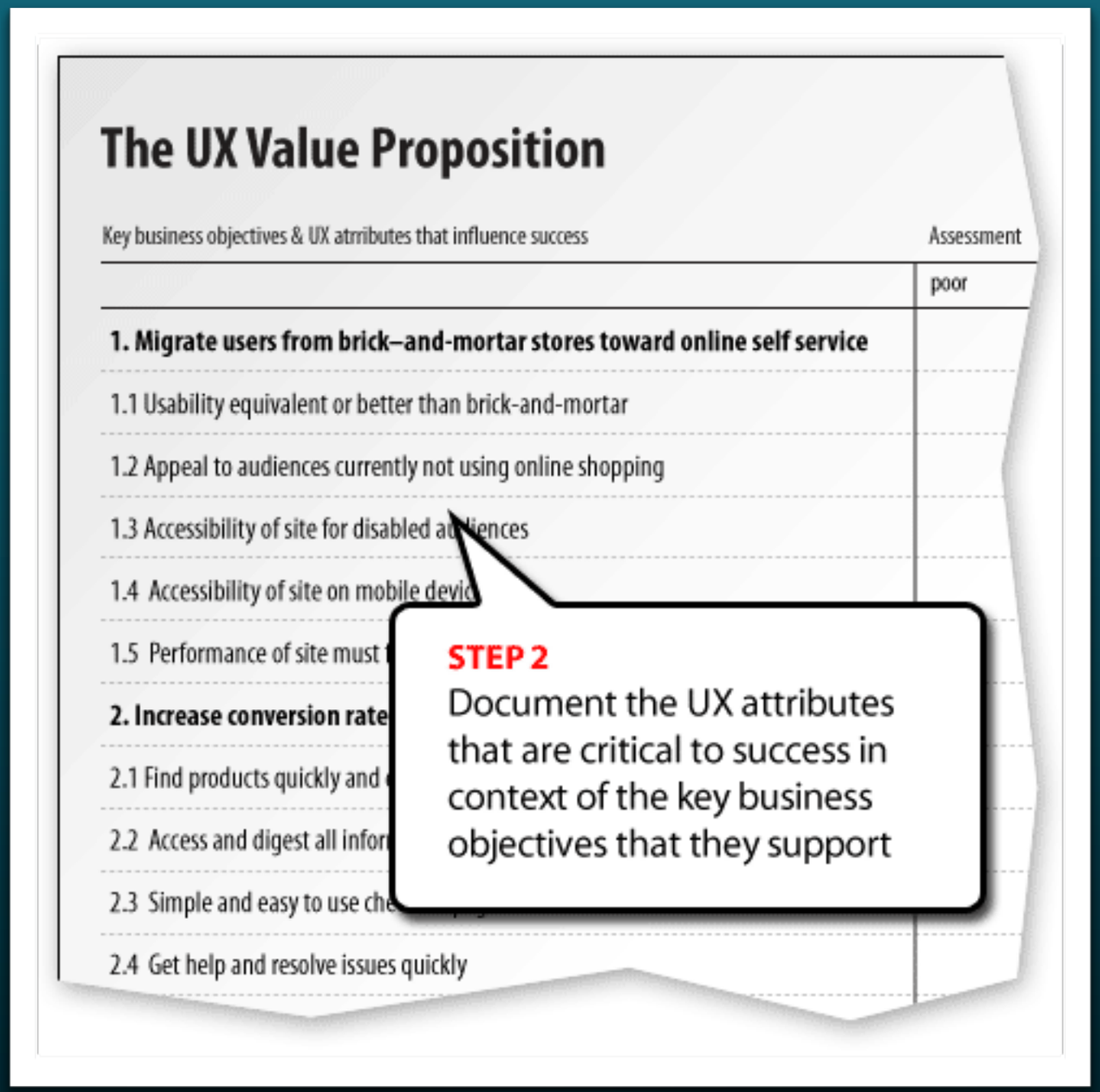
1.3 *Accessibility* of site for disabled audiences

1.4 *Accessibility* of site on mobile devices

1.5 *Performance* of site must feel quick and responsive to user input

Step #2

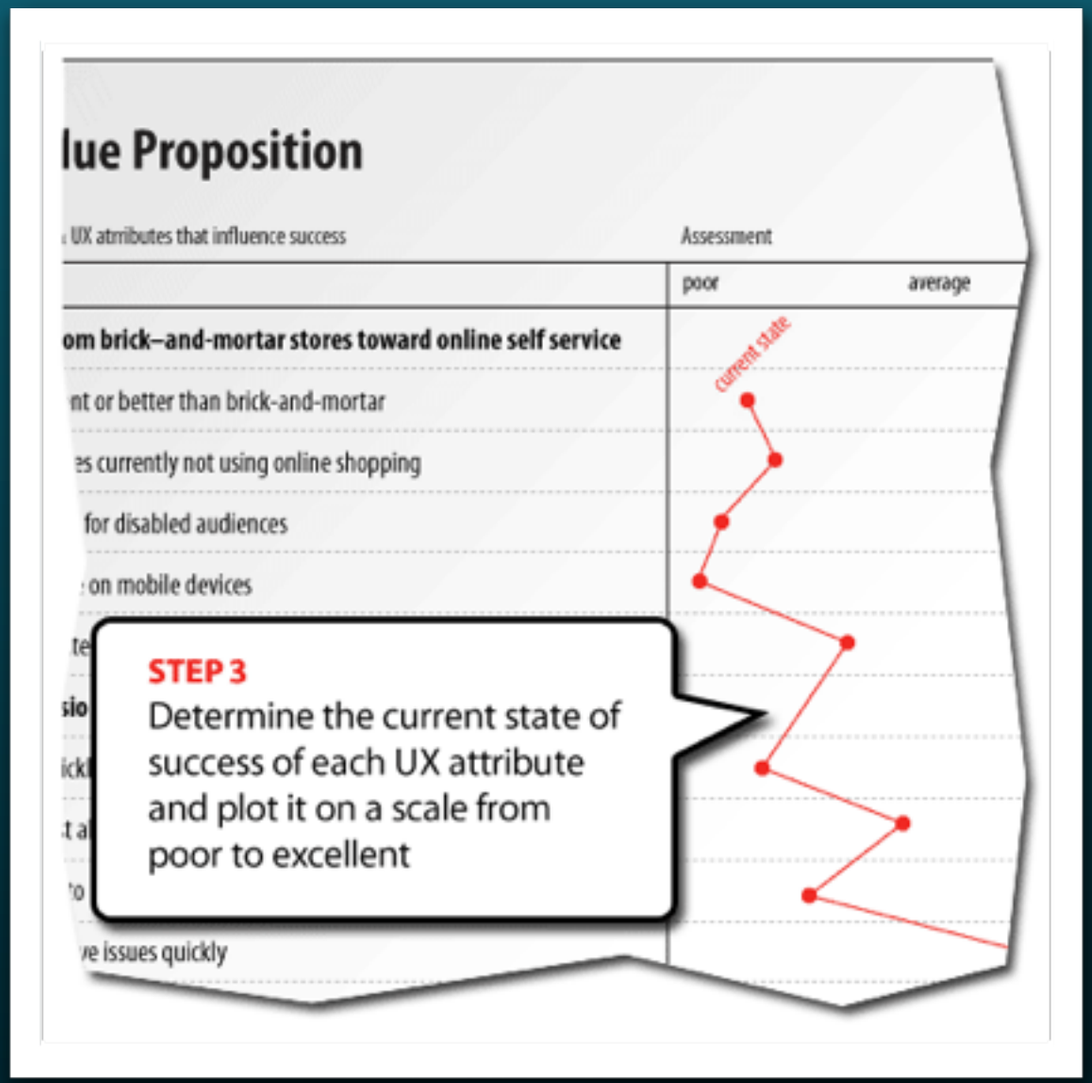
Identify the UX attributes that will influence the success



Step #3

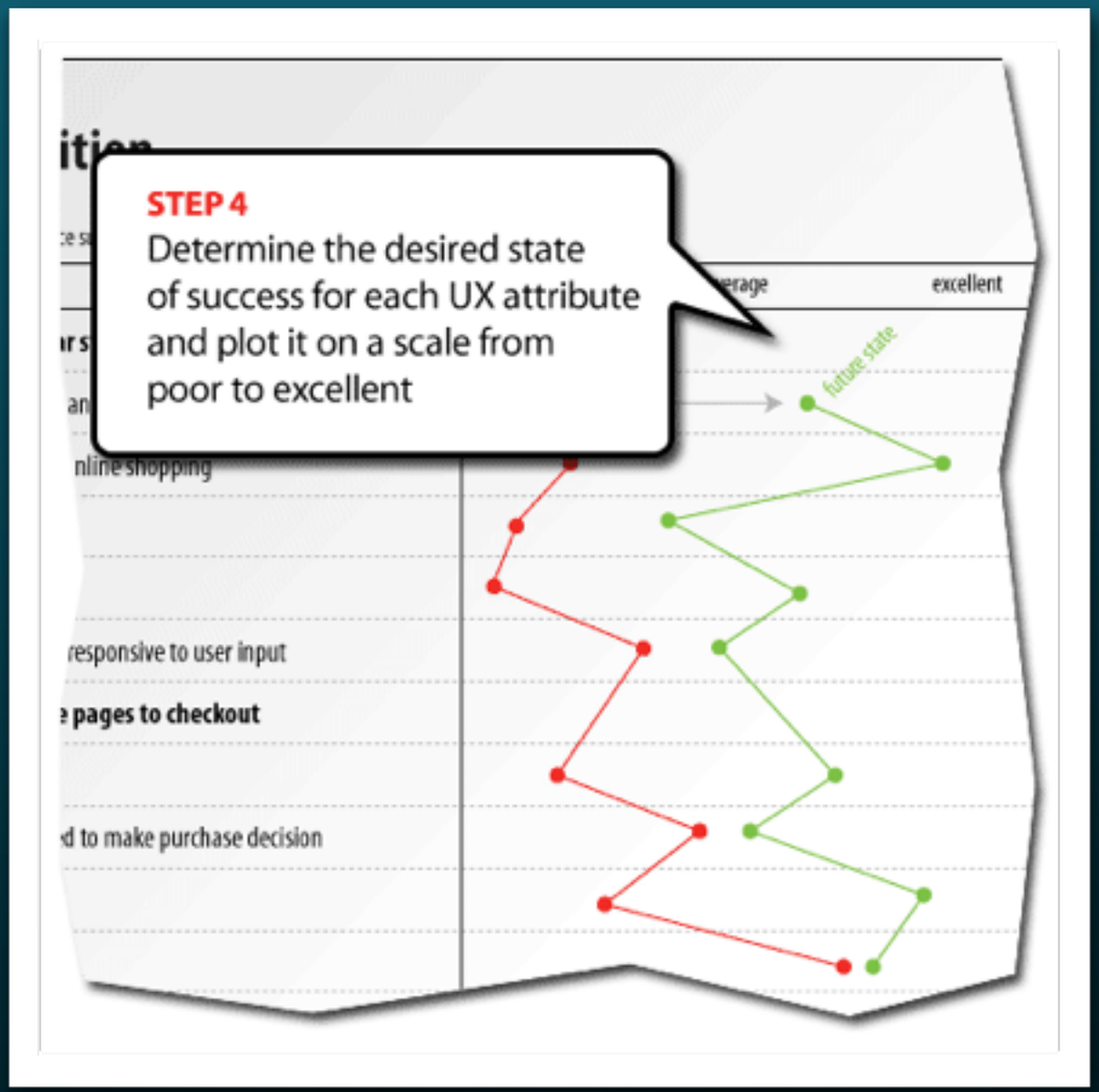
Identify the current success of these UX attributes

Poor ⟷ *Excellent*



Step #4

Identify the desired state of these UX attributes

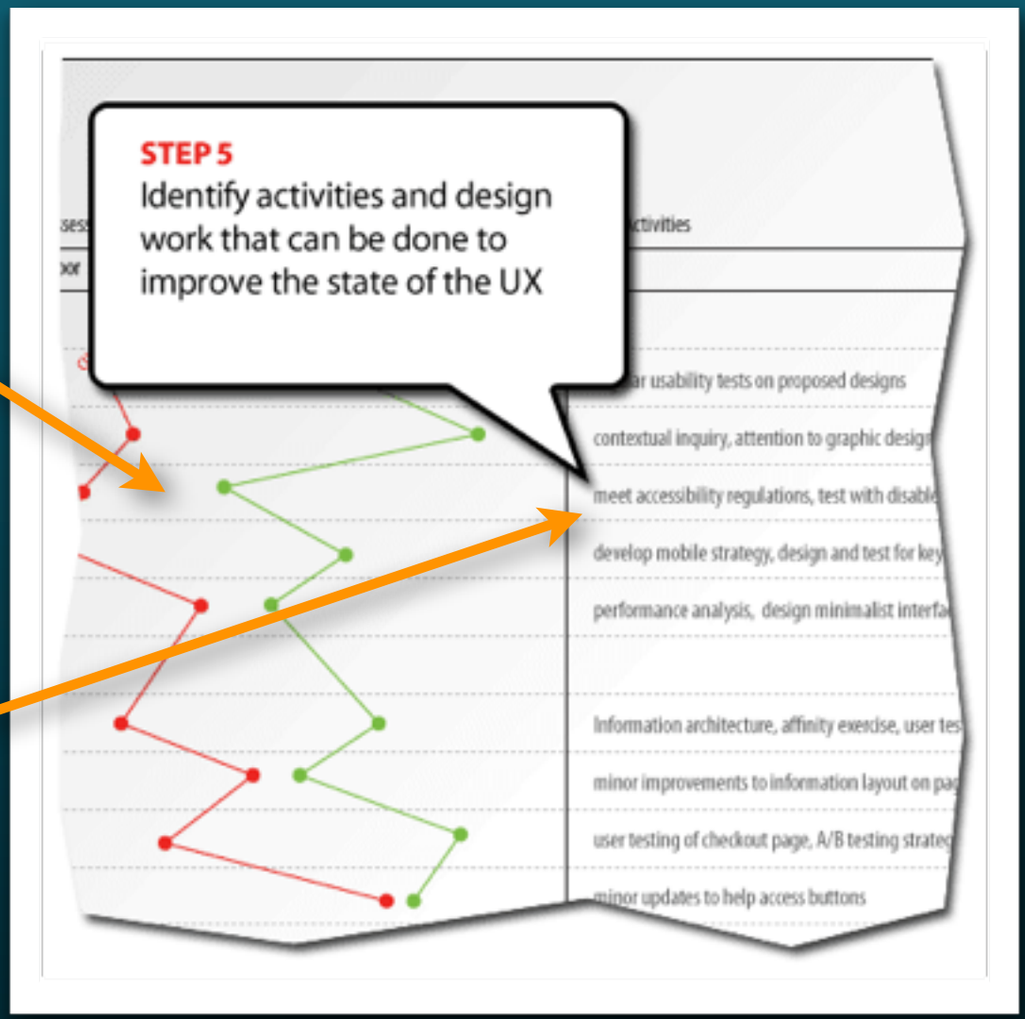


Step #5

Identify the activities and design work that can be done to improve the state of the UX

Gain/Potential

Cost/Investment



Communicating the UX Value Proposition

by John Dilworth, Matt Miller

http://uxmag.com/articles/communicating-the-ux-value-proposition

The $3,000,000,000 button

based on an article by Jared Spool

Meanwhile in IT...

Shopping Cart

Item	Quantity	Total	Update
Dutch Hotch Potch	1	5 €	Update
Shipping		4 €	
Grand Total		**9 €**	

Email Address

Password

Forgot password?

Login **Register**

Susie, annoyed customer

Meanwhile in IT...

+ Repeat customers purchase faster
+ No biggie for new users.

Everybody wins! Gosh I'm smart!

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Quantity	Total	Update
1	5 €	Update
	4 €	
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Quantity	Total	Update
1	5 €	Update
	4 €	
	9 €	

Email Address

Password

Forgot password?

Login **Register**

Susie, annoyed customer

God how annoying! I'm not here to enter into a relationship. I just want to buy something!

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Wait, I've ordered here before. What was my password? When was it? Can I get it by email or has my email address changed since?

© xkcd.com

Wait, I've ordered here before. What was my password? When was it? Can I get it by email or has my email address changed since?

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Email	Password	Date
hplfan1@aol.com	hp!!!!	2004-01-11
hpisthebest@hotmaol.com	hp yeah!	2007-05-23
hprocks@gmail.com	Hp hp!	2009-11-08
hpftw@example.com	hp = awesome	2012-02-18

Wait, I've ordered here before. What was my password? When was it? Can I get it by email or has my email address changed since?

© xkcd.com

Email	Password	Date
hplfan1@aol.com	hp!!!!	2004-01-11
hpisthebest@hotmaol.com	hp yeah!	2007-05-23
hprocks@gmail.com	Hp hp!	2009-11-08
hpftw@example.com	hp = awesome	2012-02-18

10 minutes and 5 attempts later...

Wait, I've ordered here before. What was my password? When was it? Can I get it by email or has my email address changed since?

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Email	Password	Date
hplfan1@aol.com	hp!!!!	2004-01-11
hpisthebest@hotmaol.com	hp yeah!	2007-05-23
hprocks@gmail.com	Hp hp!	2009-11-08
hpftw@example.com	hp = awesome	2012-02-18

10 minutes and 5 attempts later...

Ah screw this! I got better things to do!

© xkcd.com

Ok, ok! Point taken. What about removing the Register button?

© xkcd.com

Ok, ok! Point taken. What about removing the Register button?

Shopping Cart

Item	Quantity	Total	Update
Dutch Hotch Potch	1	5 €	Update

Shipping	4 €
Grand Total	**9 €**

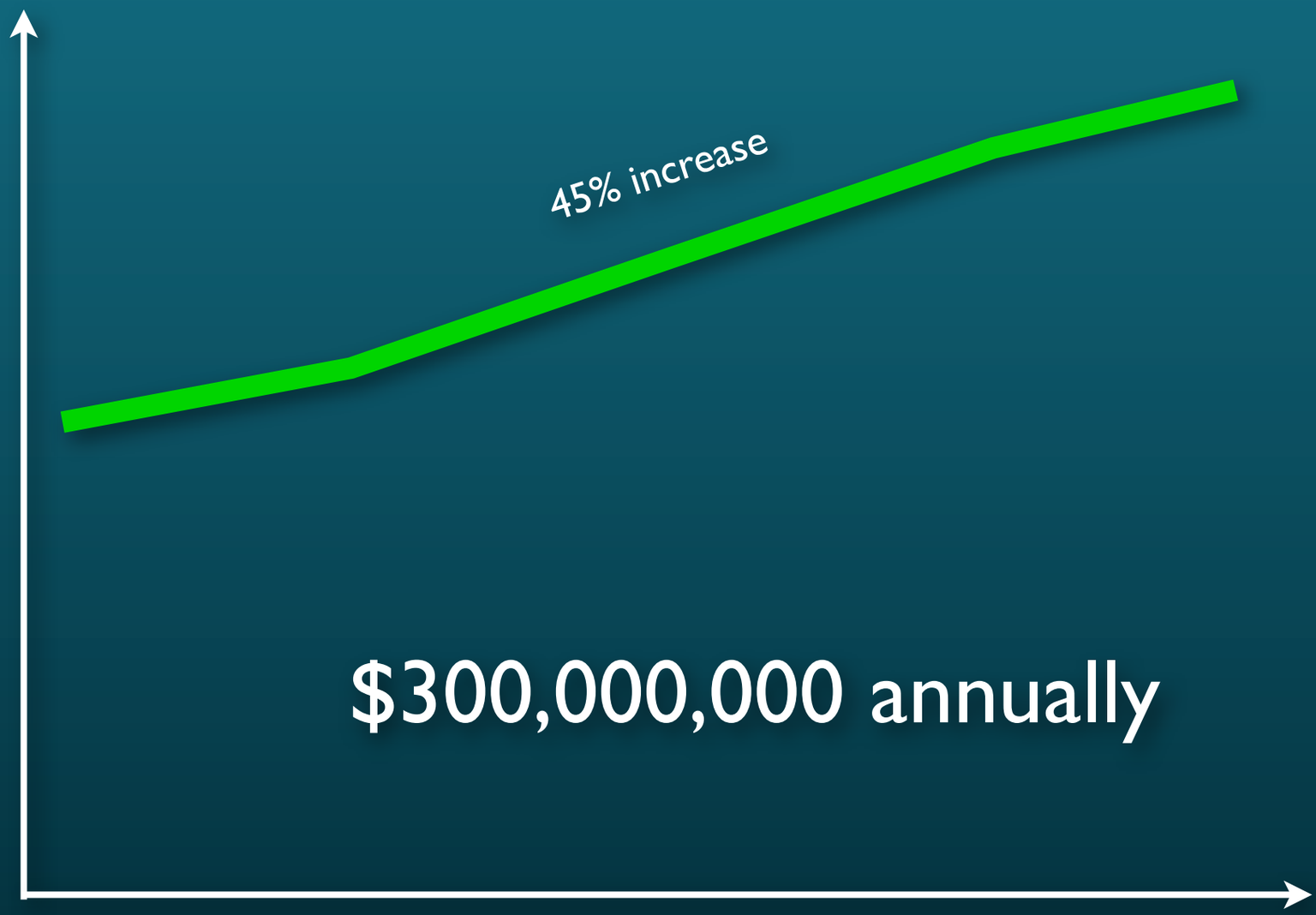
Email Address

Password

Forgot password?

Login **Continue**

You do not need to create an account to make purchases on our site. Simply click Continue to proceed to checkout. To make your future purchases even faster, you can create an account during checkout.



http://www.uie.com/articles/three_hund_million_button

Summary

- ✓ UX provides the tools we need to understand actual users and design for them.
- ✓ Using effect mapping you can visualize the relations between users and business goals to see whom you need to design for in order to achieve those goals.
- ✓ The value proposition diagram gives a good overview of what gains are to be made from UX efforts.
- ✓ There are 300,000,000+ reasons why UX helps customers increase revenue.

Thank you for listening!

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