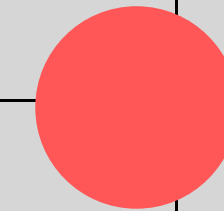


**USER
EXPERIENCE
DESIGN**



PROJECT RESEARCH & PROBLEM/ OPPORTUNITY IDENTIFICATION

1

NORMAN

2

PROJECT RESEARCH

3

**OPPORTUNITY
IDENTIFICATION**

4

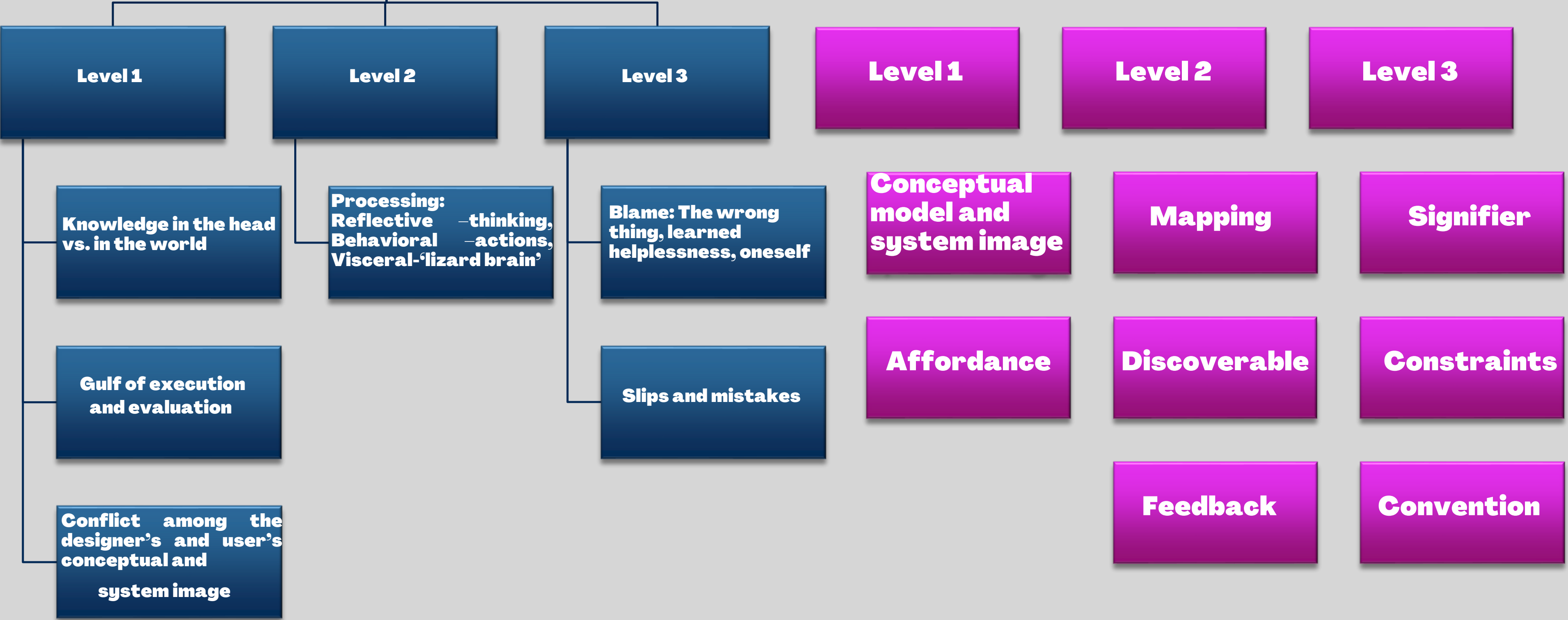
IN CLASS EXERCISE

5

QUESTIONS?

Evaluating Usability

Designing the UX



THE WORLD ACCORDING TO NORMAN



Discoverability



Affordance



Signifiers



Mapping



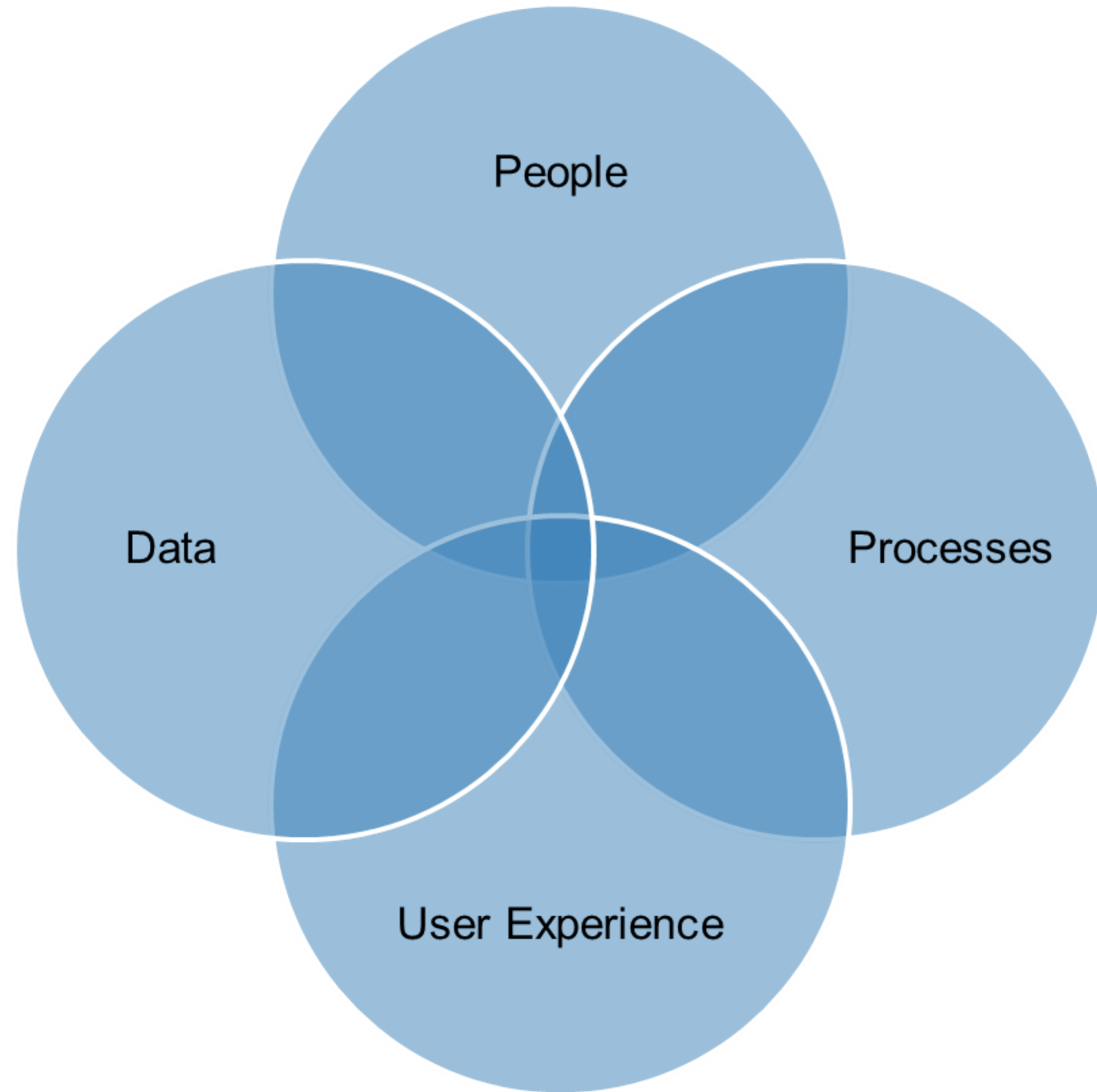
Feedback



**Conceptual
model**



System image





PROJECT RESEARCH

- **Project research requires several key steps**
- **sometimes you have a lot of information**
- **sometimes not much at all!**

What is a product? What is a project?

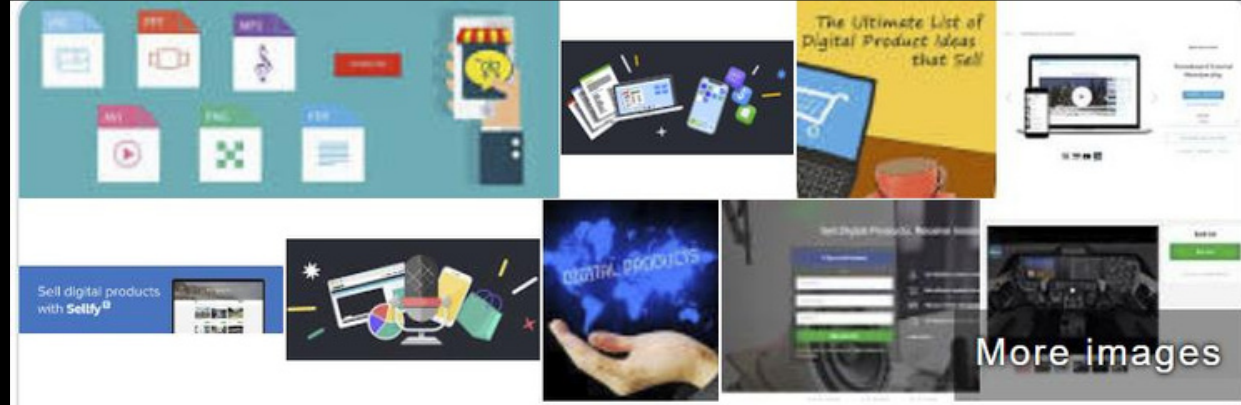
 prod·uct
/'prädəkt/


noun

1. an article or substance that is manufactured or refined for sale.
"food products"

2. a thing or person that is the result of an action or process.
"his daughter, the product of his first marriage"

synonyms: result, consequence, outcome, effect, upshot, fruit, byproduct, spin-off, legacy, issue
"her fear was a product of her emotional insecurity"



Digital product 

Digital goods or e-goods are intangible goods that exist in digital form. Examples include this Wikipedia article; digital media, such as audible ebooks e-books, downloadable music, internet radio, ...

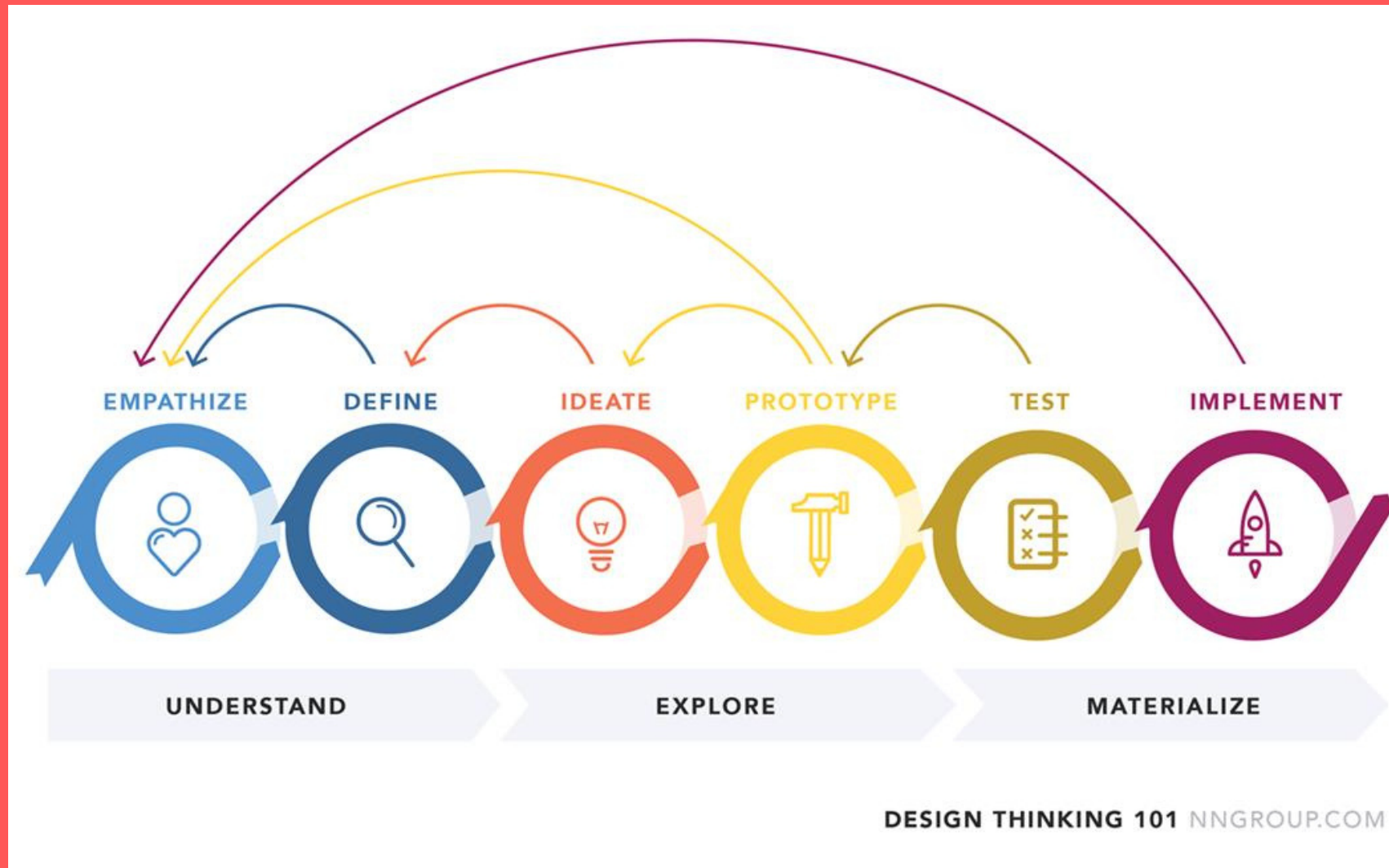
PROBLEM

An issue that is preventing the achievement of goals and objectives.

**V
S**

OPPORTUNITY

Initiatives that will assist in reaching goals and objectives if implemented appropriately.



DESIGN

PROCESS:

PROBLEM OR

OPPORTUNITY



Ask the following questions to

understand the problem or opportunity:

WHO are the Intended users?

WHAT DO THEY WANT? WHAT DO THEY NEED?

HOW CAN THEY GET THIS INFORMATION?

**PROBLEM/OPPORTUNITY
IDENTIFICATION:
EMPATHY**



ANSWERING THOSE QUESTIONS ENABLES US TO...

Understand the problem/opportunity

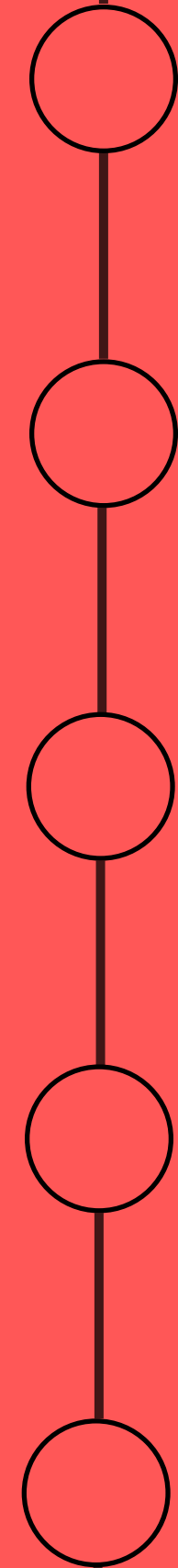
Understand the user better

Enable productivity

Provide a pleasurable experience

ANALYZING PROBLEM/ OPPORTUNITIES

A problem or opportunity statement is a concise description of user issues or unmet needs that need to be addressed.



Business Opportunity Statement	
We will improve the experience of	What problem needs solving or improvements?
for	Which person is most effected by this?
The user struggles today because	What are some of the pain points?
Solving this will be good for our business because	What is motivating the company to solve this problem?
IBM Garage	IBM

ANALYZING PROBLEM/ OPPORTUNITIES

A problem or opportunity statement is a concise description of user issues or unmet needs that need to be addressed.

Business Opportunity Statement

We will improve the experience of

Getting the right income tax forms from the Federal Government.

for

Non tax savvy individuals looking to file their personal tax returns.

The user struggles today because

Finding the right form requires you to understand tax-code terminology and form numbers. Getting simple to understand answers to simply stated questions is near impossible.

Solving this will be good for our business because

Our department's mandate is to make it as easy as possible for people to correctly file their taxes.

The easier answers are to find, the fewer people need to call our call center, meaning lower wait times.

People accurately filing their taxes means lower auditing costs for the government.

IBM Garage

IBM

ANALYZING PROBLEM/ OPPORTUNITIES

**CREATE A BUSINESS
OPPORTUNITY STATEMENT**

**BRAINSTORM
ANALYZE
PRESENT**

Business Opportunity Statement

**We will improve
the experience of**

What problem needs solving or improvements?

for

Which person is most effected by this?

**The user struggles
today because**

What are some of the pain points?

**Solving this will
be good for our
business because**

What is motivating the company to solve this problem?

IBM Garage

IBM

PROJECT RESEARCH

How do we learn about problems/opportunities?

- ▶ **Leadership**
- ▶ **SOCIAL MEDIA**
- ▶ **Customer Service**
- ▶ **Market Research**
- ▶ **...What else?**

Listen/Look for statements like...

- ▶ **I can't complete...**
- ▶ **This is so easy!**
- ▶ **This product sucks!**
- ▶ **Where can I find?**
- ▶ **How do I?**
- ▶ **...What else?**

PROJECT RESEARCH

How can we perform this research?

- Interviews
- Usability Studies
- Internet Research
- Data Analysis

...What else?

What tools can we use?

- Google Analytics
- Websites
- User Stories
- Interviews
- ...What else?



RESEARCH

PROJECT RESEARCH – GATHERING REQUIREMENTS

PEOPLE

DATA

PROCESSES

USER EXPERIENCE

INTENDED USERS – “PEOPLE”

PEOPLE

Why is it important to learn about the people involved? What can be learned from these groups?

- ▶ Leadership
- ▶ Customers
- ▶ Competition



INTENDED USERS – “PEOPLE”

How do we obtain knowledge about the people involved?

PEOPLE

- Interviews**
- Observations**
- Secondary Research**
- LinkedIn, Social Media Channels**

How do you develop a persona for your users?

PERSONAS

**Use what you know, clearly define –prioritize features
Provides focus for the prototype**

**Novice v Expert users, just in case users, product
streamline**

**Assumption personas –data you have,
assumptions about your base**

Validate later, through usability testing

Describe actual users and behaviors, task oriented

Personable & Believable

Design Implications

**Goals –Speed & Efficiency? Visibility? Needs and
Desires?**

Clark Andrews

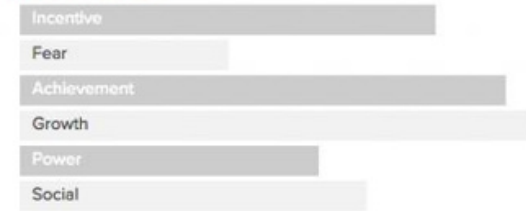
AGE 26
OCCUPATION Software Developer
STATUS Single
LOCATION San Jose, CA
TIER Experiment Hacker
ARCHETYPE The Computer Nerd

Friendly Clever Go-Getter



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations



Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

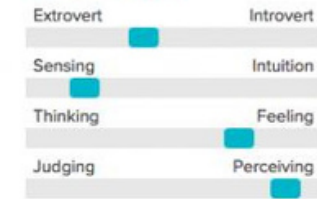
Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

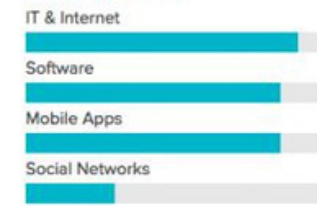
Bio

Aaron is a systems software developer, a "data junkie" past couple years, has been very interested in tracking health and performance. Aaron wants to track his mood, sleep quality and how his eating and exercise habits are being. Although he only drinks occasionally with friends on weekends, he would like to cut down on alcohol intake.

Personality



Technology



Brands



Developing a Persona:

Why?
What should be included?
Comfort with technology?

Empathize with Users

