DESIGN EVOLUTION

Best practices in User eXperience design

ChaiOne

chaione.com

WHAT **UX** IS COMING TO MEAN, AND WHY IT'S **IMPORTANT**

Focusing on People

Thinking Beyond Digital

Creating Holistic Experiences

DESIGN MATURITY

The evolution of design as principle

ChaiOne

chaione.com

A ROUGH DESIGN
MATURITY CONTINUUM

JESS MCMULLIN, WWW.BPLUSD.ORG

NO CONSCIOUS DESIGN

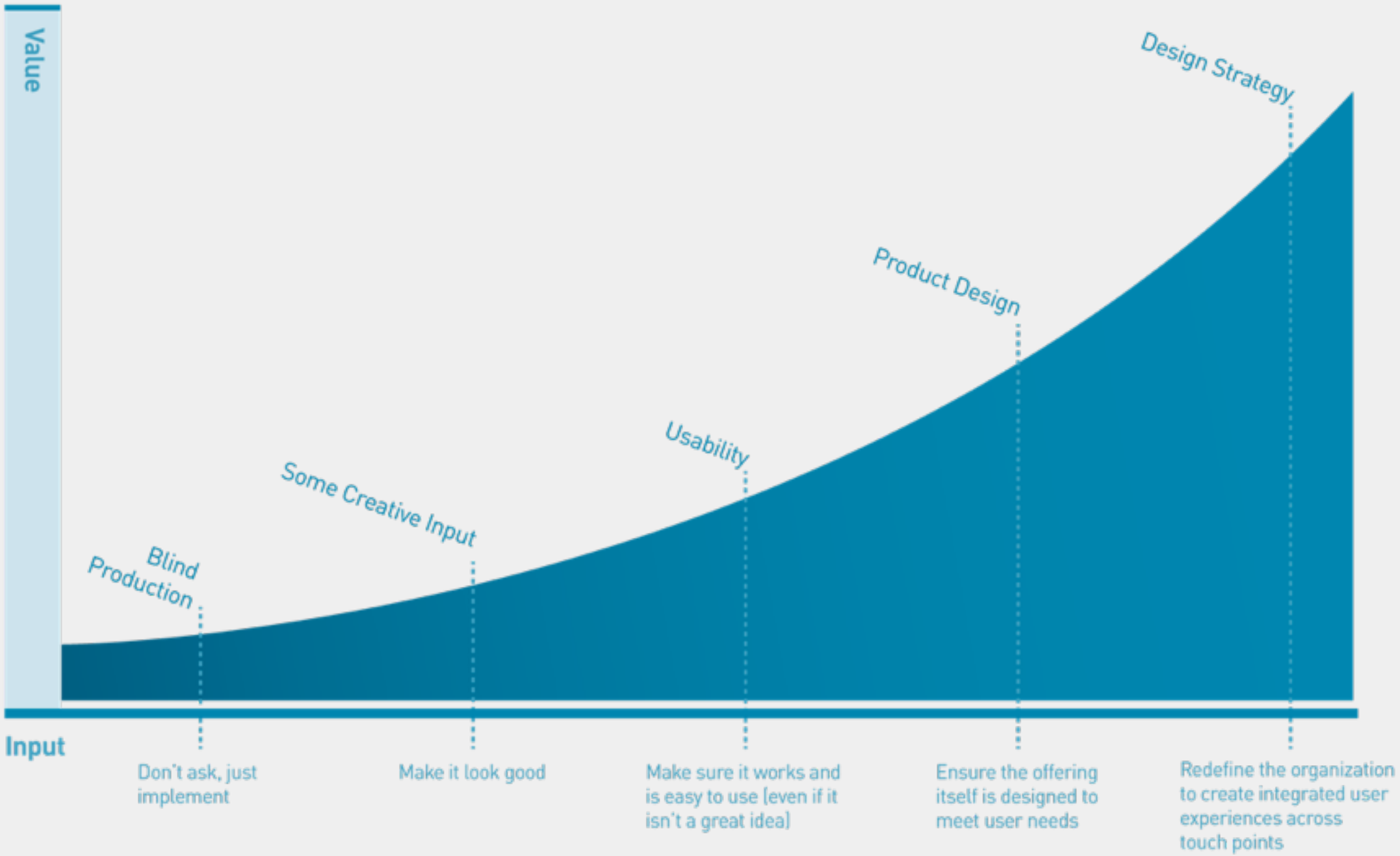
STYLE

FUNCTION & FORM

PROBLEM SOLVING

FRAMING

WHAT **DESIGN** CAN DO FOR YOUR **ORGANIZATION**



WHAT UX IS NOT

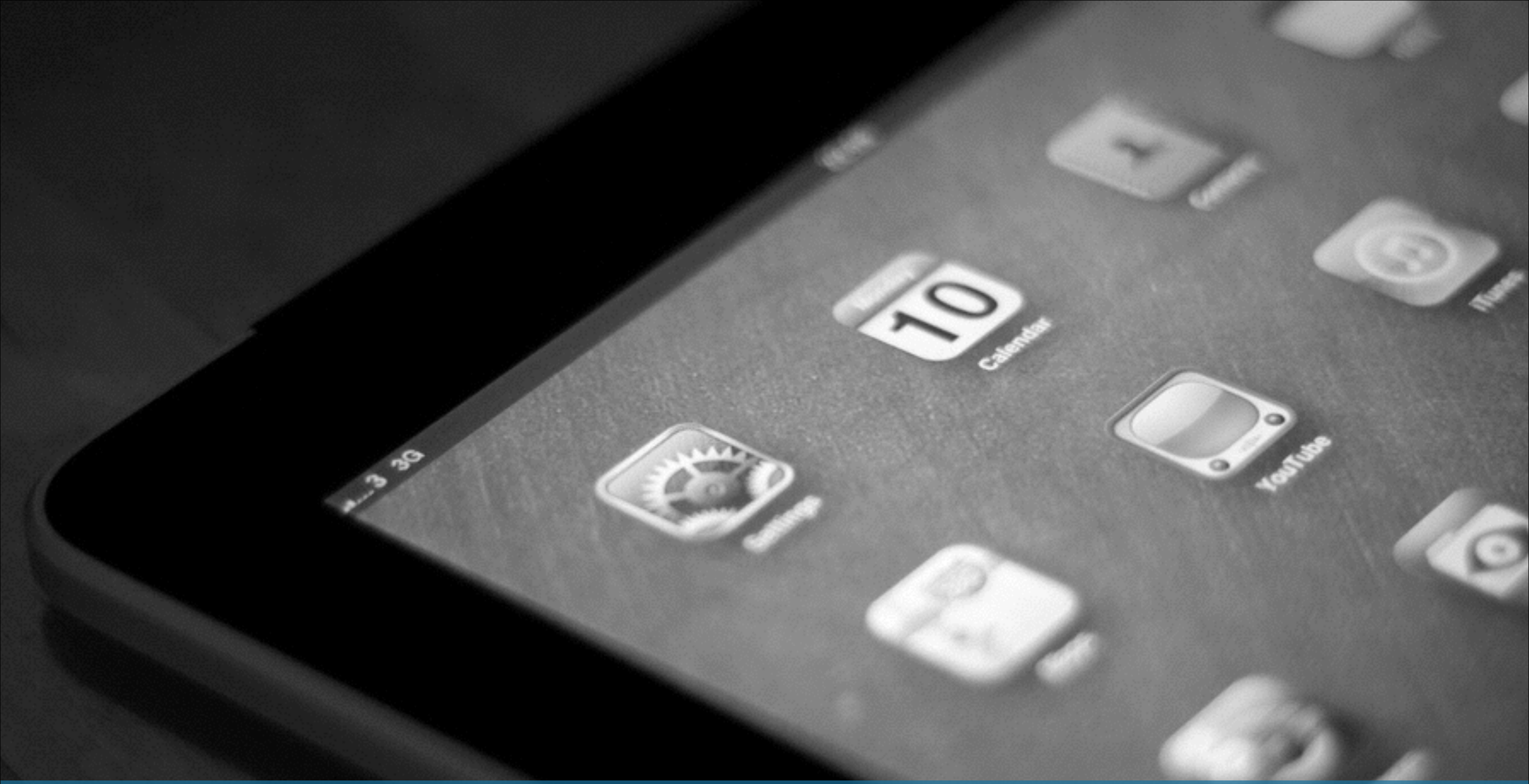
UX IS NOT **WIREFRAMES**

Template Created by Matthew Stephens (matthewstephens.com)

UX IS NOT INTERFACE

UX IS NOT
USABILITY

eyegaze.com



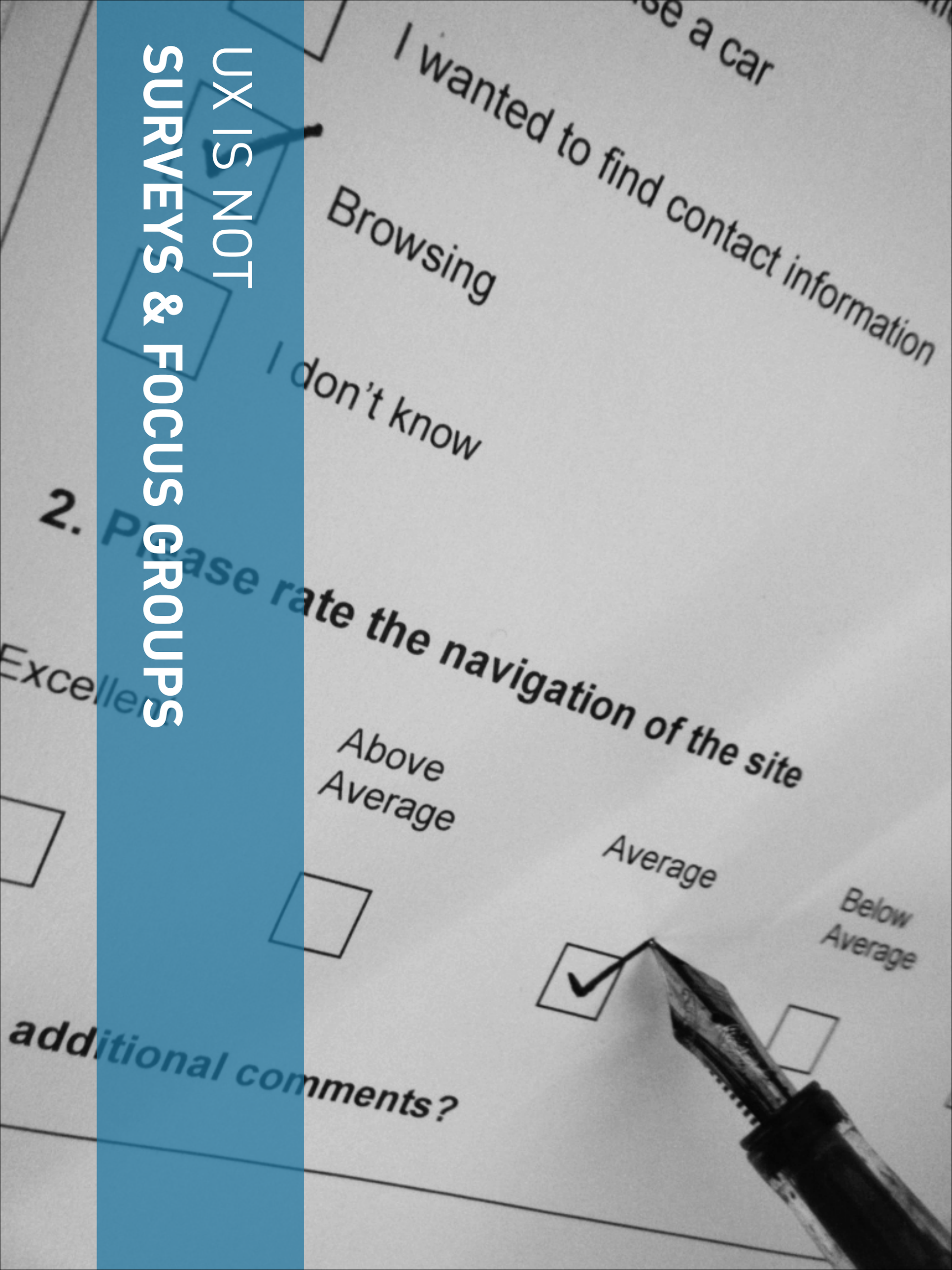
UX IS NOT
JUST ABOUT TECHNOLOGY

Flickr/JaredEarle

UX IS NOT

HIDING BEHIND THE SCREEN

UX IS NOT
SURVEYS & FOCUS GROUPS



WHAT UX IS

The origins of UX

An early definition:

"USER EXPERIENCE ENCOMPASSES **ALL ASPECTS** OF THE END-USER'S **INTERACTION** WITH THE **COMPANY**, ITS **SERVICES**, AND ITS **PRODUCTS**"

Nielsen Norman Group

THE TERM **ORIGINATED** AT A TIME THE **HCI COMMUNITY** WAS BEGINNING TO CONSIDER THE **HOLISTIC EXPERIENCE** AROUND A SOFTWARE PRODUCT

UX COMMUNITIES ARE REALIZING THAT TO REALLY **IMPACT THE USER**, THEY HAVE TO **STEP OUT** OF THEIR DIGITAL **COMFORT ZONE**

THE LINES BETWEEN ‘USER EXPERIENCE DESIGN’ & ‘EXPERIENCE DESIGN’ ARE BLURRING

ARTIFACTS & THEIR **ENVIRONMENTS** ARE BECOMING MORE & MORE **INTEGRATED**

IT'S NOT ENOUGH TO LOOK AT A **INTERFACE** IN ISOLATION OF ITS **ECOSYSTEM**

EXPERIENCES SPAN **DIGITAL**, **PHYSICAL** & **SERVICE-BASED** INTERACTIONS

WE NEED TO THINK **BEYOND** JUST **WEB** & **MOBILE**

EXERCISE 1

PROBLEM STATEMENT

One day your boss says:

"WE NEED AN IPHONE APP THAT ALLOWS PEOPLE TO WATCH OTHERS DISCREETLY"

MEDISANA
Smart Baby Monitor
View
Network
Alarm
Advanced
Maintain
Lina verbunden
MEDISANA
Smart Baby Monitor

REFRAME THE PROBLEM

"I WANT **PEOPLE** TO EXPERIENCE SARCASTIC TRIUMPH WHILE STARING AT **OTHER PEOPLE**"

Example: An experiential goal defined for a student design project by Sanne Kistemaker (reference via Paul Hekkert)

SOLUTION

Example:

A Newspaper with a small hole cut out.
Simple, **effective** and **low-tech**.

EXERCISE 2

DESIGN A CHAIR

WHAT DOES IT LOOK LIKE?

REFRAME THE PROBLEM

WHAT IS YOUR FAVORITE
TASK OF THE DAY?

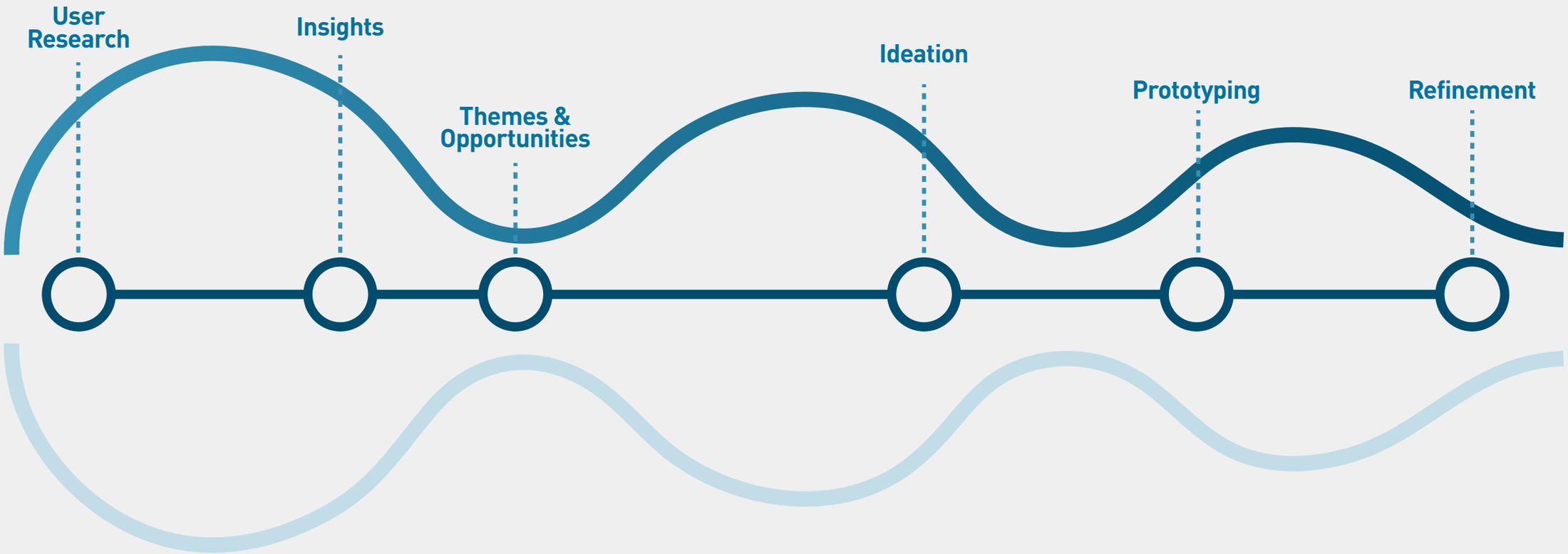
DESIGN A DEVICE FOR SUPPORTING A HUMAN DOING THAT TASK

A BIT DIFFERENT?

BY **FRAMING PROBLEMS** IN **HUMAN TERMS**, WE OPEN OURSELVES UP TO A GREATER **ARRAY** OF **POTENTIAL SOLUTIONS**

HOW IS IT DONE?

PROCESS


User Research
Insights
Themes & Opportunities
Ideation
Prototyping
Refinement

RESEARCH

MARKET RESEARCH VS. **DESIGN** RESEARCH

Saying - Doing

Product - People

Logic - Empathy

Fact finding - Inspiration

RESEARCH

WHO?

Axes (Average vs. Extreme users)

RESEARCH

WHERE?

Related environments, local guides, analogous inspiration

RESEARCH

WHAT?

Discussion guide, Things to look for

RESEARCH

IMMERSION

Get Physical

RESEARCH

OBSERVATION

Diary Study, User Interviews, Contextual Enquiry

OPPORTUNITIES

OPPORTUNITIES
SYNTHESIS

OPPORTUNITIES

SHARE STORIES WITH THE REST OF THE TEAM

NOTE DOWN **ANYTHING** THAT:

1

Aligns with your existing **knowledge**

2

Seems **unrelated**, but might still be **interesting**

3

Sounds **doubtful**, or represents an **uncomfortable moment**

4

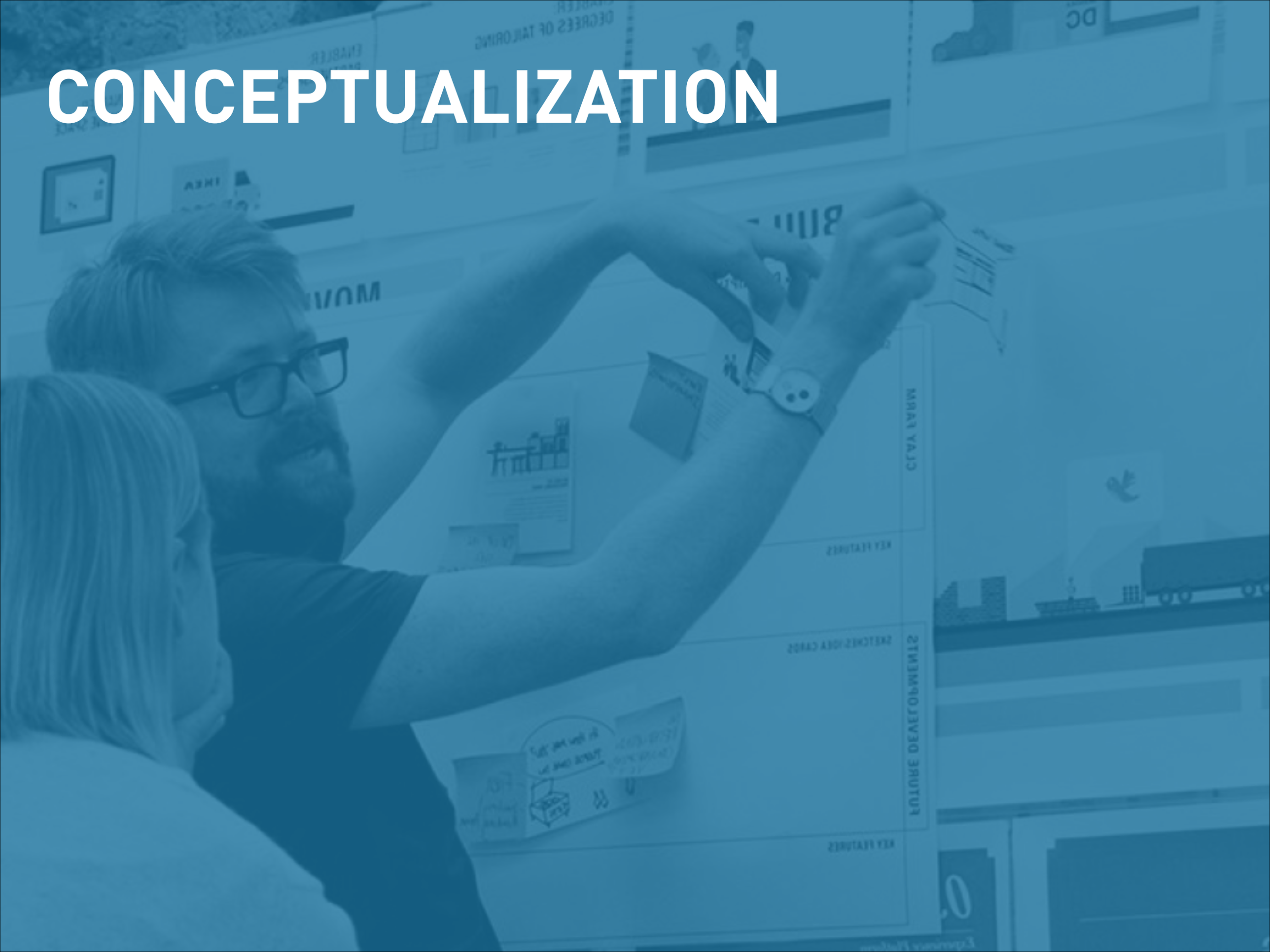
Contradicts your existing **knowledge**

OPPORTUNITIES
PATTERNS

OPPORTUNITIES

THEMES & OPPORTUNITIES

CONCEPTUALIZATION



CONCEPTUALIZATION

IDEATION

CONCEPTUALIZATION

EVALUATION

REALIZATION

REALIZATION

PROTOTYPING

UX EXAMPLES

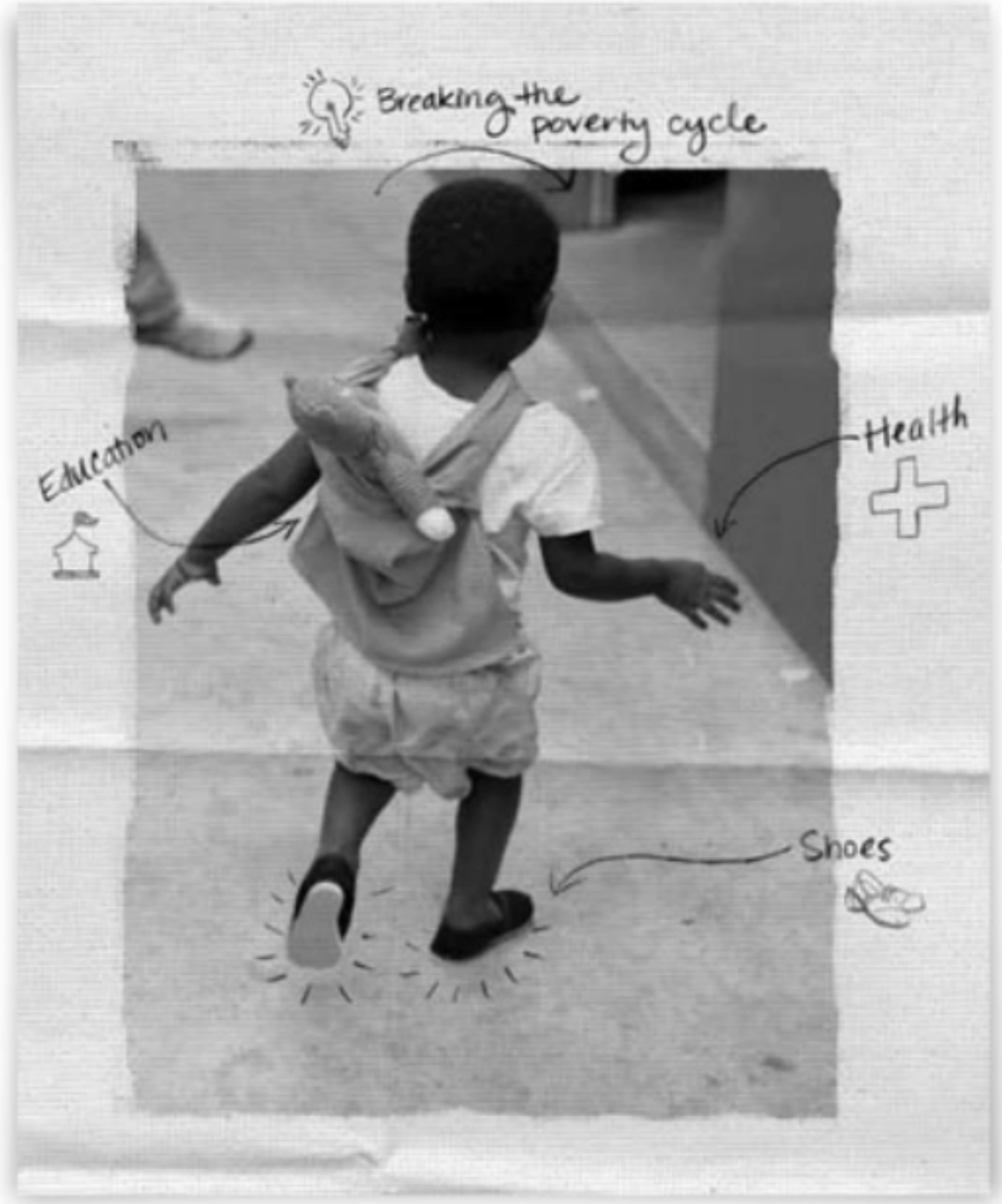
THE GOOD

UX Design Successes

TOMS Shoes

For every pair purchased, TOMS will give a new pair of shoes to a child in need

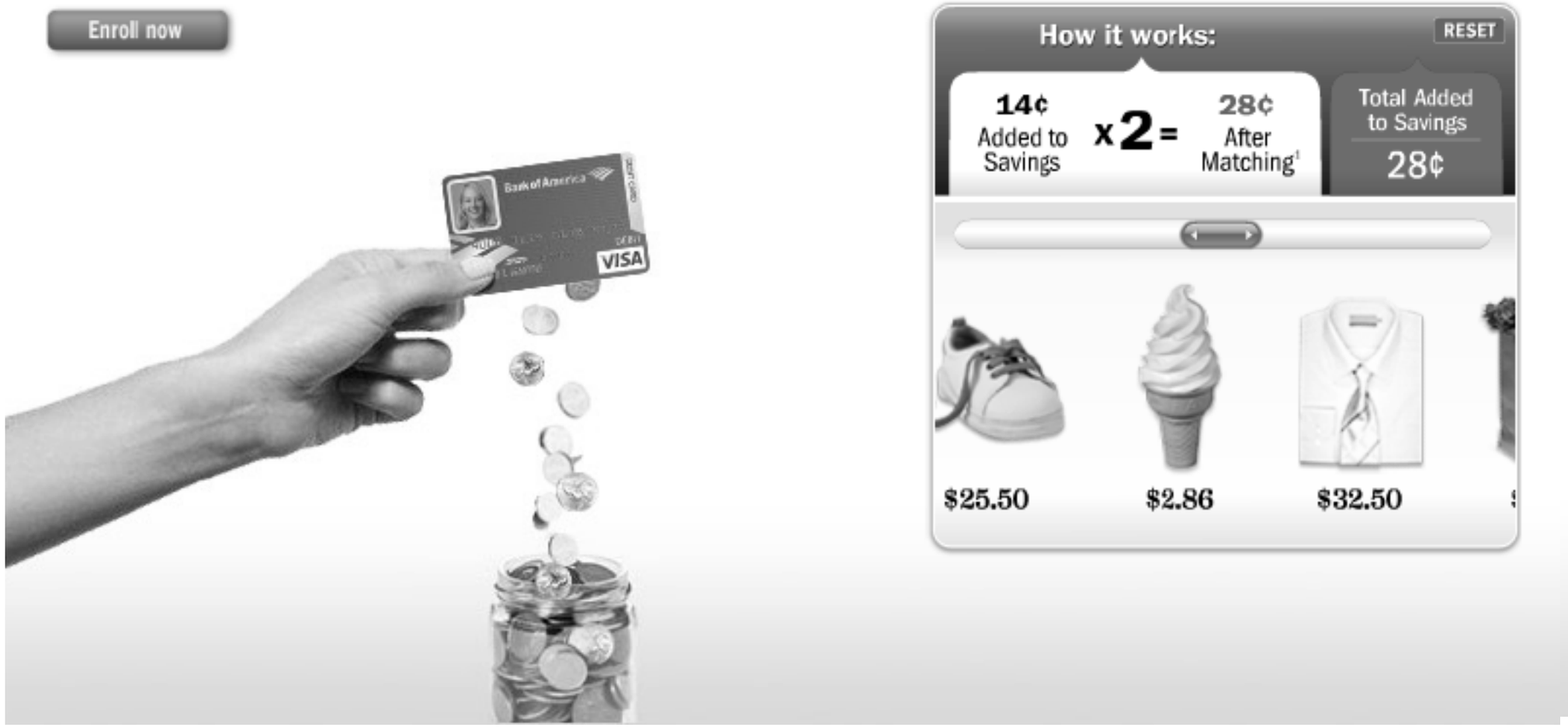
www.toms.com



Bank of America + IDEO

Keep the ChangePurchases are rounded up to the nearest dollar amount, & the spare change is automatically moved to users' savings accounts

www.ideo.com/work/keep-the-change-account-service-for-bofa



THE BAD

UX Design Fails

Segway

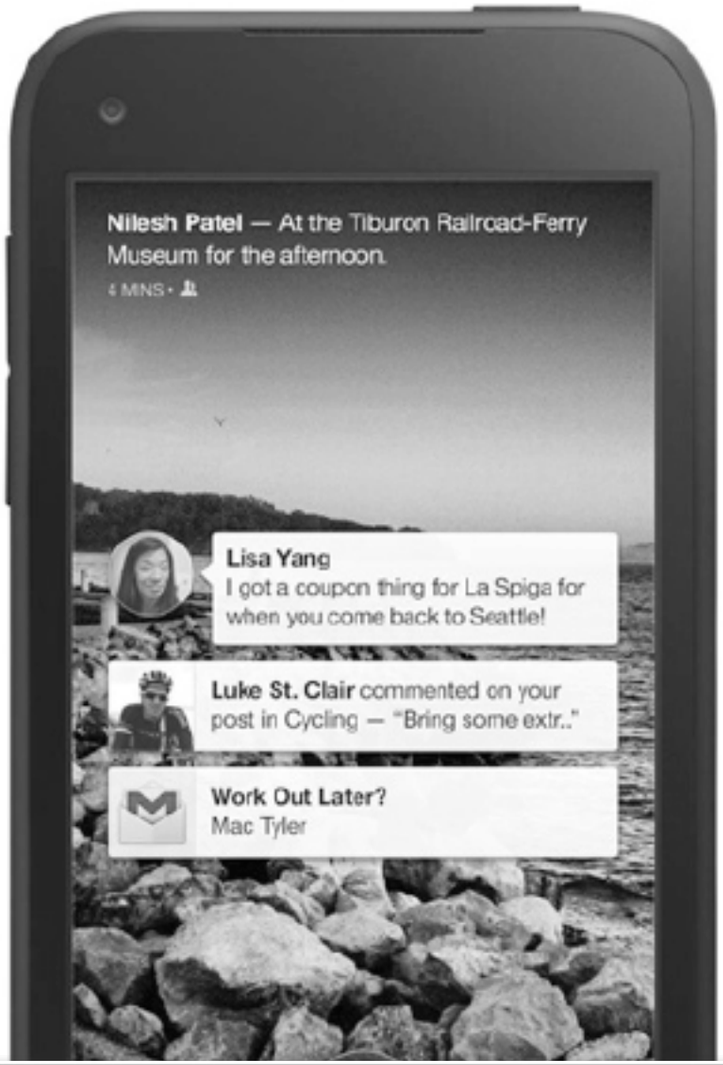
Doesn’t consider the user.

FACEBOOK HOME

30 day fail

"No matter what you're doing, your friends are always right there with you," Facebook tells us...

They're not lying. And it's kind of **annoying**.



UX IS...

Human-Centered

Beyond Digital

Systems Thinking

Without an empathetic dialog with the user:

THE USER **WON'T CONSIDER** YOU.

THANK YOU