

DESIGN EVOLUTION

Best practices in User eXperience design

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

A ROUGH DESIGN MATURITY CONTINUUM

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NO CONSCIOUS
DESIGN



STYLE



FUNCTION
& FORM

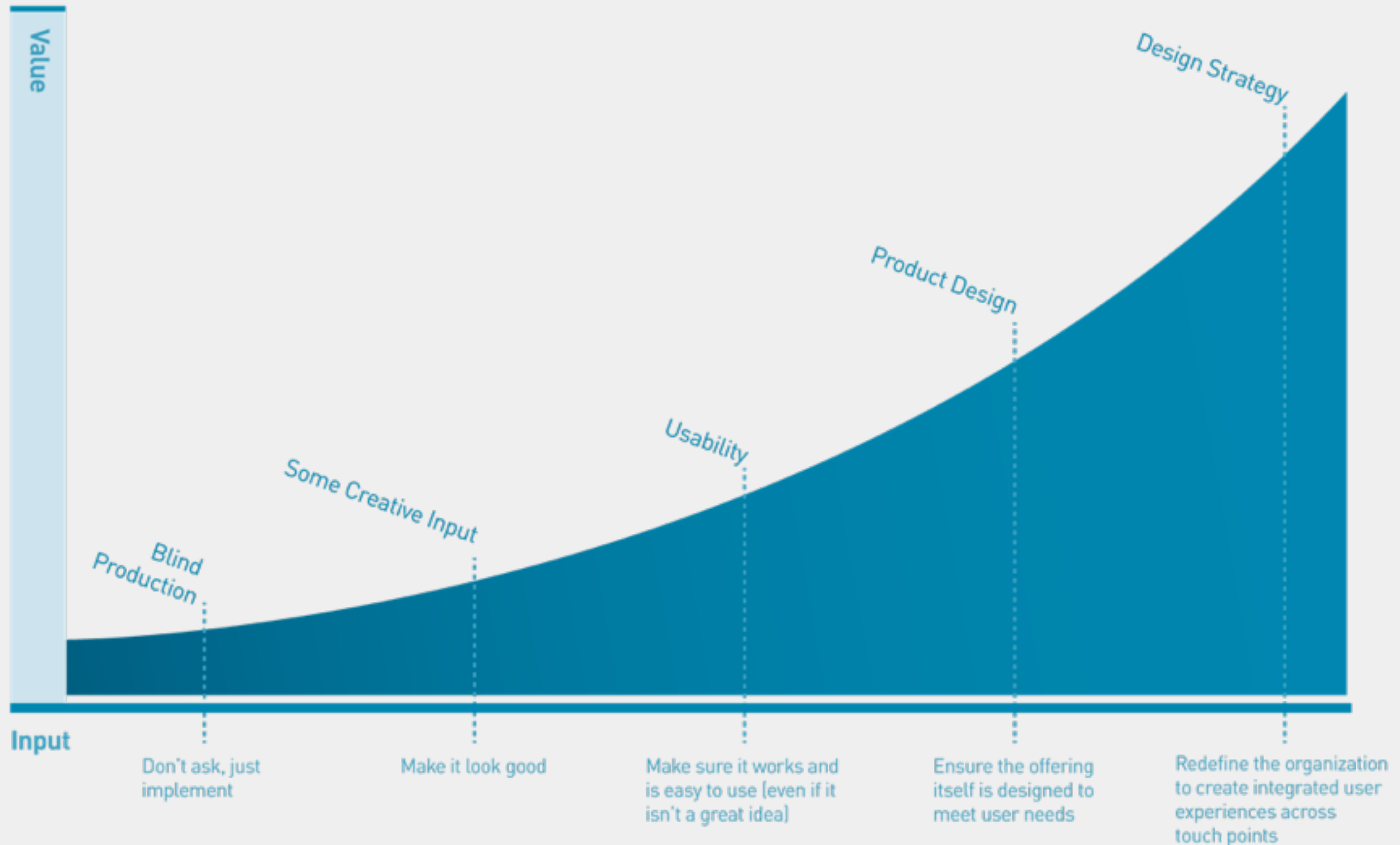


PROBLEM
SOLVING



FRAMING

WHAT DESIGN CAN DO FOR YOUR ORGANIZATION

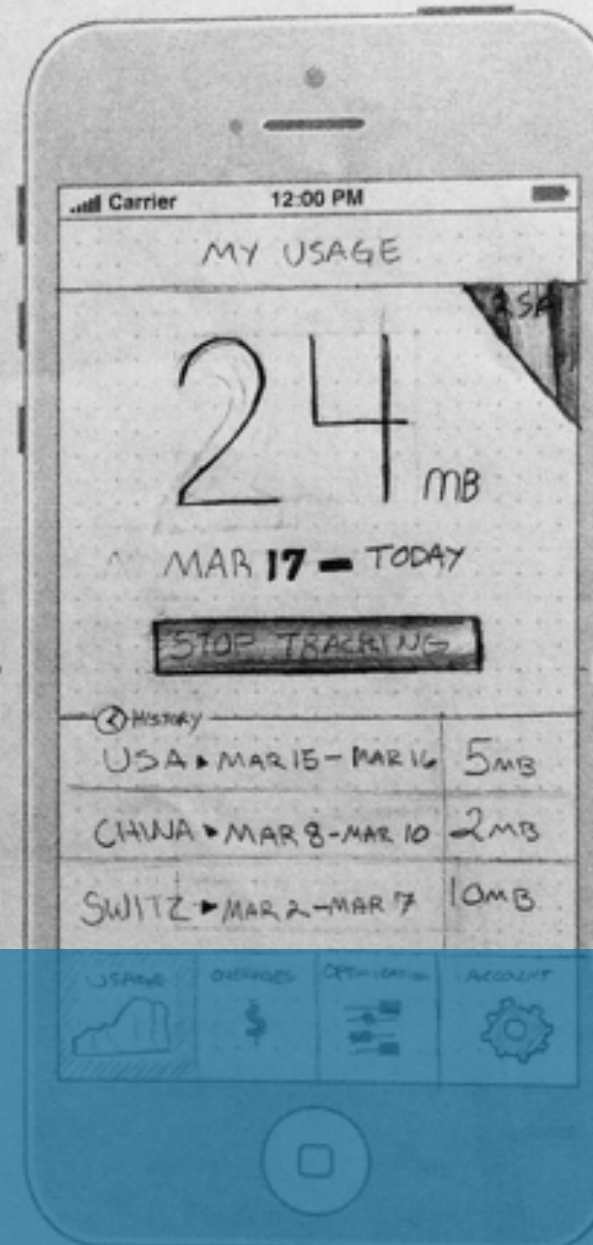


WHAT UX IS NOT

UX IS NOT WIREFRAMES



USAGE METER WITHOUT CYCLE PERIOD
KNOWN: LOCATION + TRACKING
PERIOD. "STOP" TRACKING BUTTON.
★- HISTORY TRACKS BUTTON → NEW SCREEN



USAGE METER WITHOUT CYCLE PERIOD
- LOCATION + TRACKING CONTROL
- HISTORY + DATES + USAGE ★



★- USAGE CARD + START/STOP TRACKING
- DATE OF TRACKING
- HISTORY

UX IS NOT USABILITY

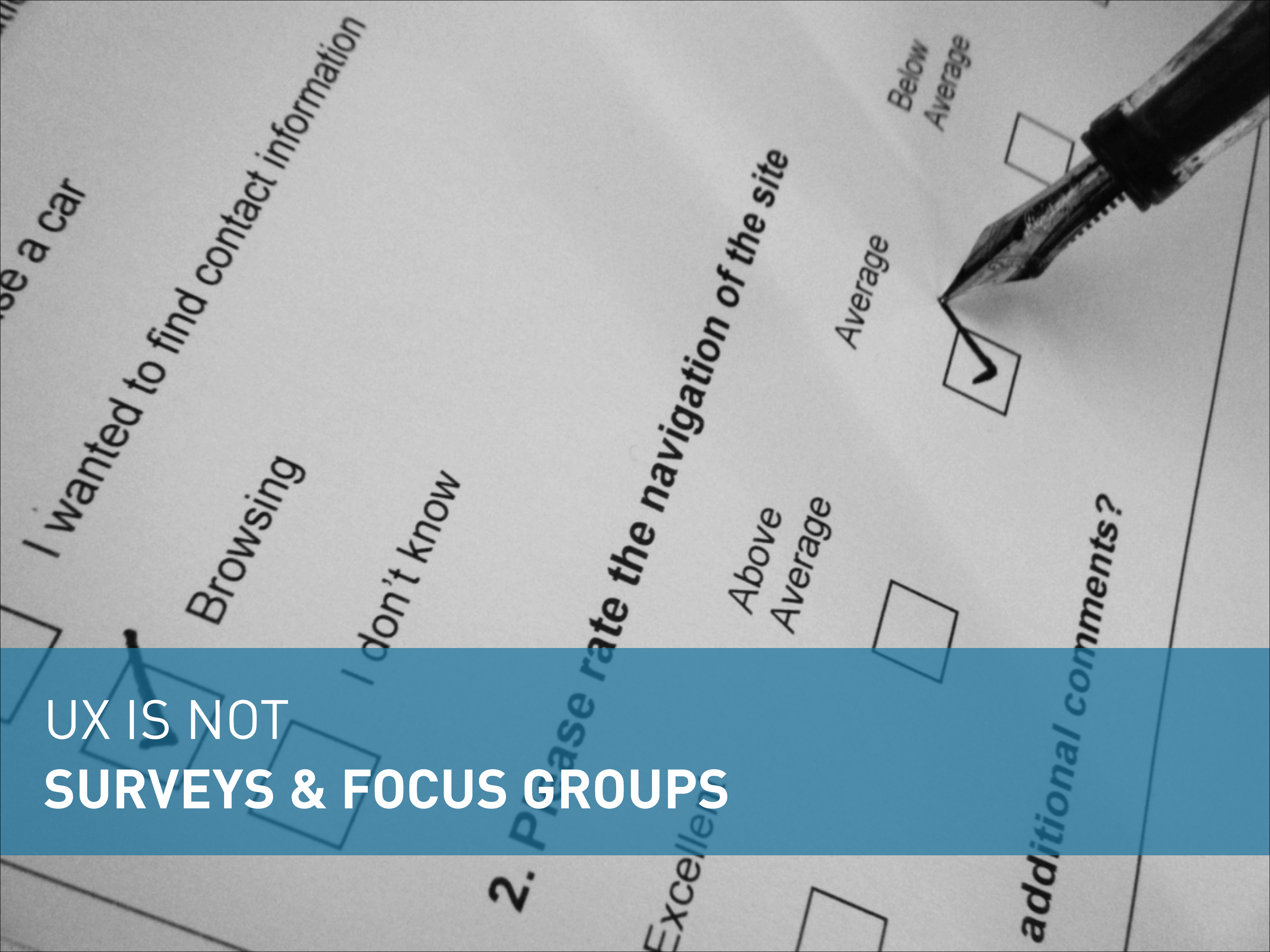


**UX IS NOT
JUST ABOUT TECHNOLOGY**



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

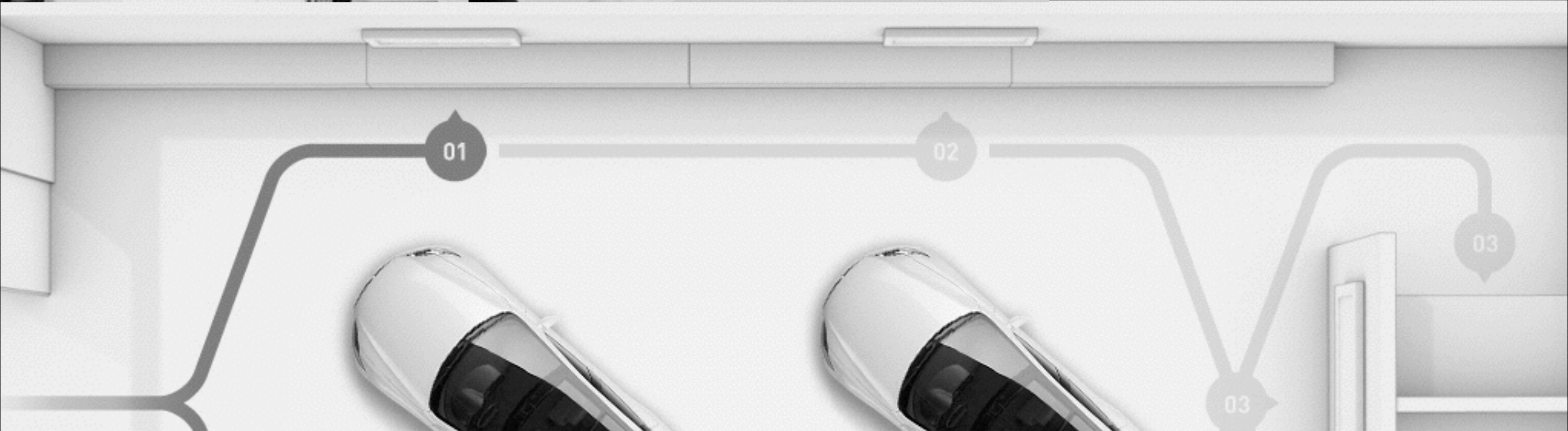
THE TERM **ORIGINATED** AT A
TIME THE **HCI COMMUNITY** WAS
BEGINNING TO CONSIDER THE
HOLISTIC EXPERIENCE AROUND
A SOFTWARE PRODUCT

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**



224 60
155 40

HIGHWAY DRIVING

Cruising on the highway at 55 miles per hour, Model S achieves over 300 miles per charge when equipped with the 85 kWh battery. In general, you'll experience an increase in range below 50 mph. Above this speed, you'll find a slight decrease in range since aerodynamic drag increases exponentially with speed - the impact on range is higher the faster you go. If your highway driving is marked by frequent stop-and-go, you'll regenerate some energy like you would on surface streets.



OUTSIDE TEMPERATURE CLIMATE CONTROL PERFORMANCE PALETTE

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”



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

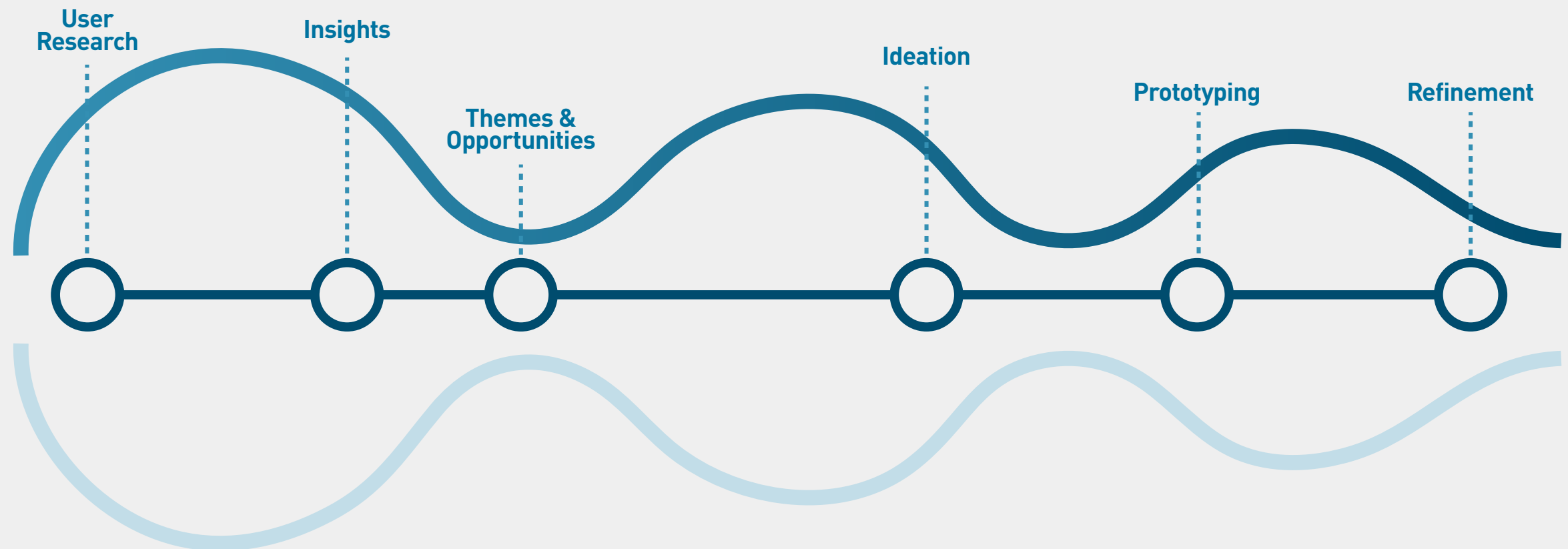
A BIT DIFFERENT?



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

HOW IS IT DONE?

PROCESS



RESEARCH



MARKET RESEARCH VS. DESIGN RESEARCH

Saying - Doing

Product - People

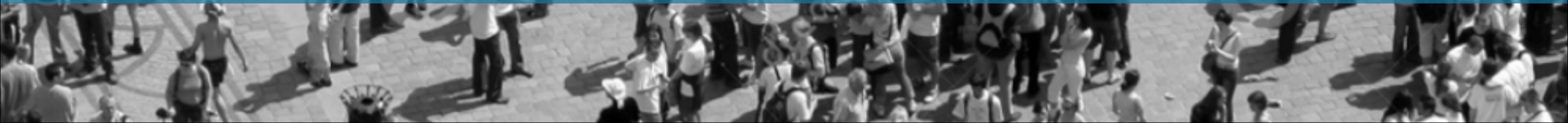
Logic - Empathy

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**

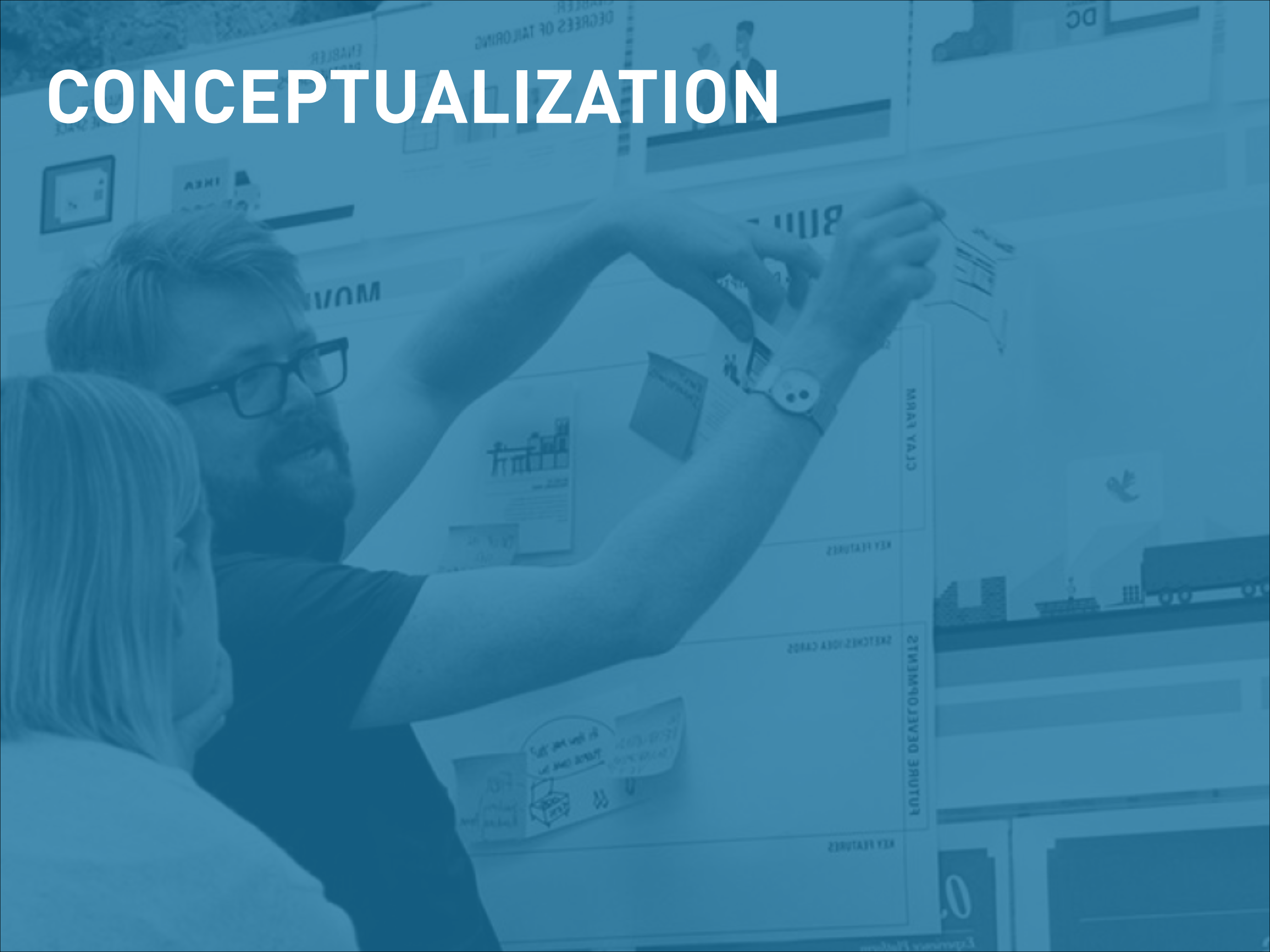


OPPORTUNITIES
PATTERNS



OPPORTUNITIES THEMES & OPPORTUNITIES

CONCEPTUALIZATION





CONCEPTUALIZATION IDEATION

A black and white photograph of three people in a collaborative workspace. A man with a beard and glasses, wearing a plaid shirt, stands in the center, pointing at a mobile app prototype on a wall. To his left, a woman with long dark hair is also looking at the prototypes. To his right, another woman is pointing at a different prototype. The wall is covered with several mobile app wireframes and a grid of sticky notes on the right side. The sticky notes contain various labels such as 'Expense Report', 'Map View', 'Next Page', 'Expense List', 'MAP', 'Stock', 'Expense Details', 'Expense Items', 'Oil Production', 'Production', 'Water Production', 'Production Graph', and 'Home Page'. A blue semi-transparent banner is overlaid at the bottom of the image, containing the text 'CONCEPTUALIZATION EVALUATION'.

CONCEPTUALIZATION EVALUATION

REALIZATION





REALIZATION **PROTOTYPING**

UX EXAMPLES

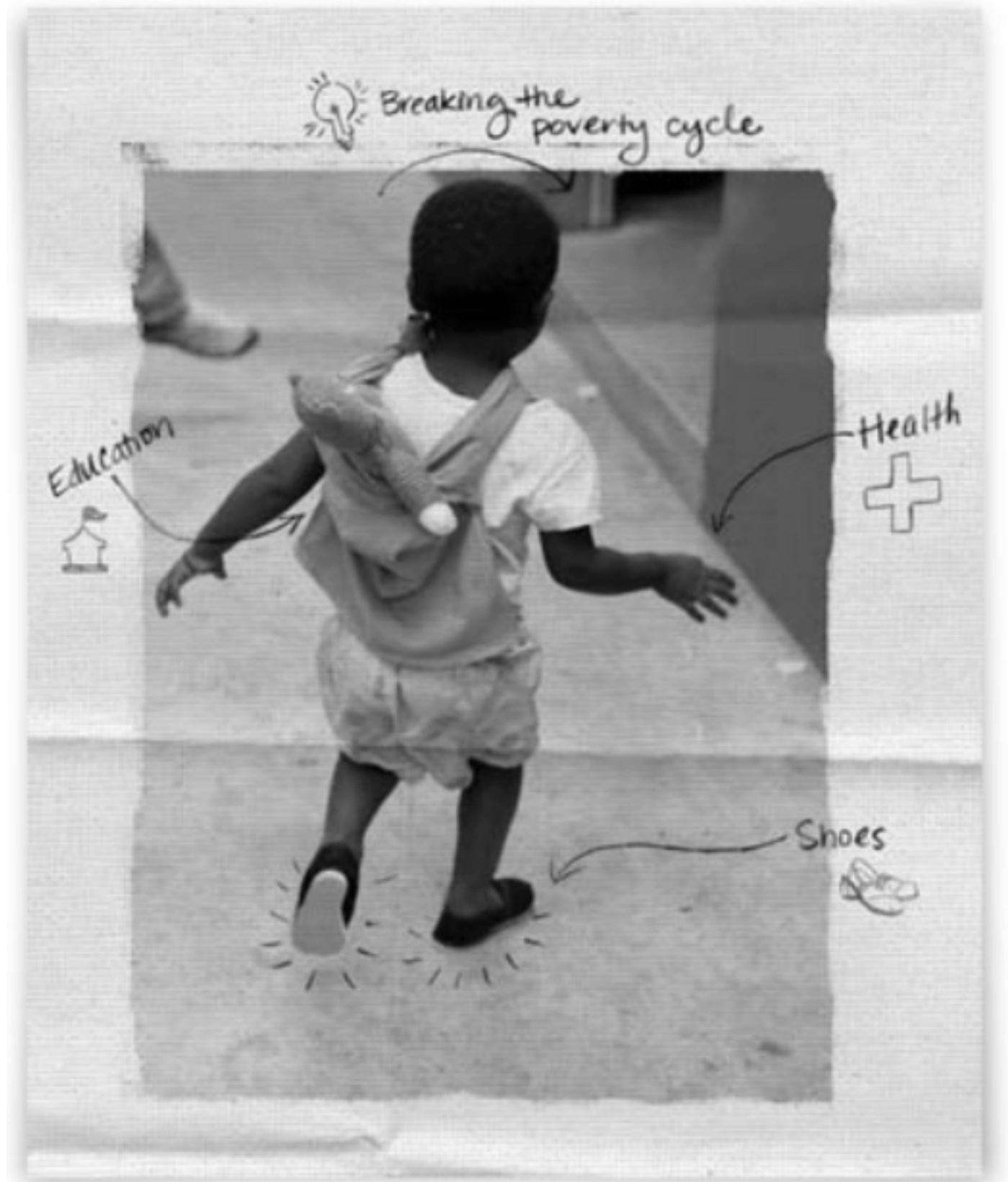
THE GOOD

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 Change Purchases 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