User Experience Design

Human-centered

Evidence-based

Adriana Corona

AGENDA

The Principles

1 What is UX Design?
2 Human-centered how?
3 What evidence?

The Practice

4 Define the problem
5 Test if you've solved it

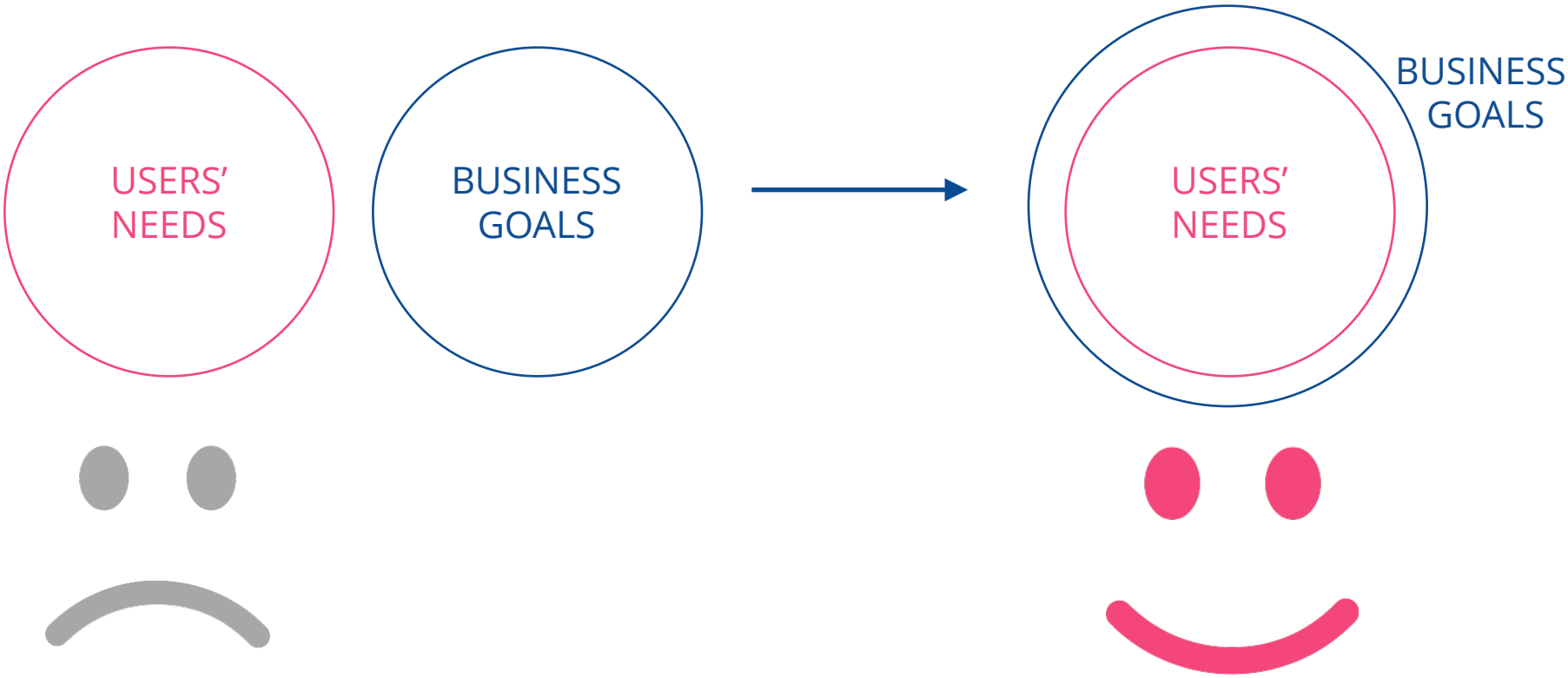
Advice

6 On being wrong… a lot
7 Staying the course

1 What is UX Design?

1 What is UX Design?

The process by which we
improve the lives of users



1 What is UX Design?

The practice of
solving a human problem
within a human context

PHYSICAL

EMOTIONAL

COGNITIVE

2 Human-Centered How?

2 Human-Centered How?

We think of user needs
before the technology

INSTEAD OF

Should I use Drupal or Wordpress for this form?

ASK THIS

Do we really need this information to help our users accomplish X?

2 Human-Centered How?

You are not your user
Your client is not your user

Even if you think you are
part of the target audience

2 Human-Centered How?

It’s not enough to
read about your users

It’s not enough to think about
your users

The only way to know what your
users need is to observe them
and to talk to them

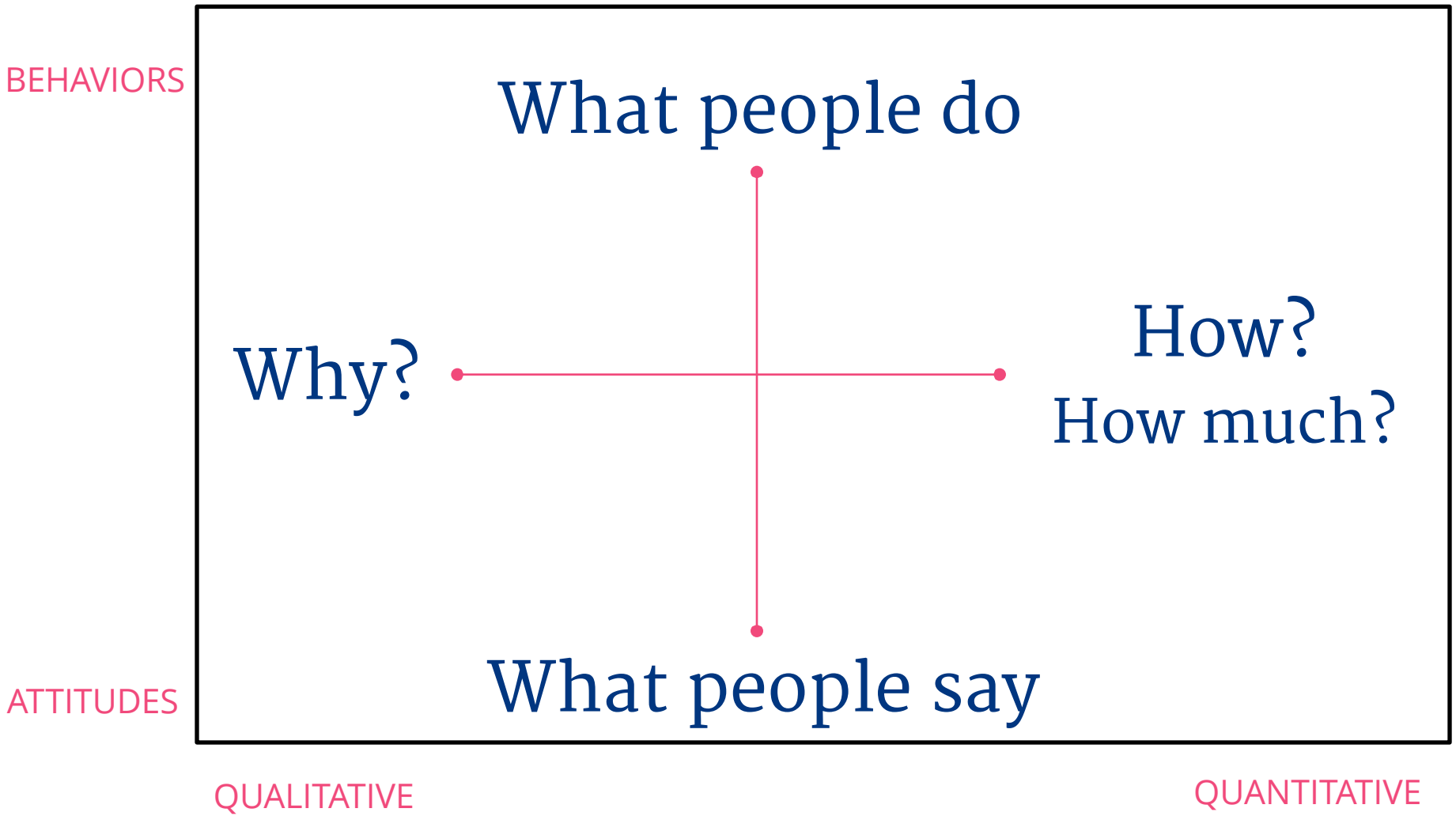
3 What Evidence?

3 What Evidence?

Controlled Experiments

Anecdotes

3 What Evidence?



3 What Evidence?

Do not underestimate the value of qualitative studies

Analytics don't tell you why someone does something

3 What Evidence?

RECOMMENDED READING

“A Crash Course in UX Design Research”

https://uxdesign.cc/a-crash-course-in-ux-design-research-ea00c3307c82#.t3a3riaoq

4 Define the Problem

4 Define the Problem

Why are we even building this thing?

BAD ANSWERS

My boss said so

Competitor X has it

It's cool

GOOD ANSWERS

I heard 5 users complain

125 users switched because of this

It's useful

4 Define the Problem

Intuitions are good, but not sufficient

Intuitions based on experience are better

Intuitions based on bias are dangerous

4 Define the Problem

Find evidence to test assumptions about a problem

PROBLEM

I heard 5 users complain about changing their password

EVIDENCE TO GATHER

Quantitative
Behavior: Help desk volume
Attitude: Satisfaction score, Surveys

Qualitative
Behavior: Shadowing, Interviews

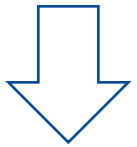
4 Define the Problem

Define what success means

PROBLEM

Changing password process causes frustration and increased help desk volume

SUCCESS METRICS

Behavior: Help desk volume 

Attitude: Satisfaction score 

5 Test if you've solved it

5 Test if you've solved it

Solving the problem

5 Test if you've solved it

How to test

5 Test if you've solved it

How to test

Bring out your success metrics!

SUCCESS METRICS

Behavior: Help desk volume 

Attitude: Satisfaction score 

How to test

Did you discover something a long the way that requires more verification?

5 Test if you've solved it

How to test

During the process of design,
we start building up assumption debt

EXAMPLE ASSUMPTIONS

Users know who their IT Support provider is
Most users have alternate email addresses

5 Test if you've solved it

How to test

Collect your design assumptions and test those, too!

5 Test if you've solved it

How to test

What are the unintended consequences of the 'new way'?

Release to a few
before releasing to many

5 Test if you've solved it

When to test

5 Test if you've solved it

When to test

Early and frequently

Be biased toward action

Do *just enough* research

6 On being wrong… a lot

6 On being wrong… a lot

The first, second, third…. Solutions will not be the right ones

It is hard to see your designs fail with users

6 On being wrong… a lot

THINGS TO REMEMBER

You’re never starting from scratch

Every time you fail you learn something new about your users

6 On being wrong... a lot

Davis Professor Simonton of the University of California finds that creative geniuses (e.g. Mozart, Darwin) are quite prolific when it comes to failure—they just don't let that stop them.

His research has found that creative people simply do more experiments. Their ultimate "strokes of genius" don't come about because they succeed more often than other people—they just do more, period. They take more shots at the goal.

"DESIGNERS MUST LEARN TO EMBRACE FAILURE"
– Published in TIME, By Tom Kelley & David Kelley

7 Staying the course

7 Staying the Course

If you fall in love with solving the problem, it becomes easier to

- Fail frequently
- Stay objective about solutions
- Identify design assumptions
- Take criticism
- Respond to subjectivity and defend your design decisions

7 Staying the Course

Have conviction and champion users' needs

- Do not send a poor solution down the assembly line!
- Releasing on time is useless if the design doesn't solve the problem
- Be wary of changing success metrics

Thanks!
Questions?

Adriana Corona