User Experience Design
Human-centered
Evidence-based
AGENDA

1. What is UX Design?
2. Human-centered how?
3. What evidence?
4. Define the problem
5. Test if you’ve solved it
6. On being wrong... a lot
7. Staying the course
What is UX Design?
What is UX Design?

The process by which we improve the lives of users

- Users' Needs
- Business Goals
- Users' Needs

BUSINESS GOALS
What is UX Design?

The practice of solving a human problem within a human context

- PHYSICAL
- EMOTIONAL
- COGNITIVE
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?
You are not your user
Your client is not your user

Even if you think you are part of the target audience
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?
What Evidence?

- Controlled Experiments
- Anecdotes
What Evidence?

- What people say
- What people do

Why?

How?
- How much?

ATTITUDES

QUALITATIVE

BEHAVIORS

QUANTITATIVE
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#.t3a3ria0q
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
Intuitions are good, but not sufficient

Intuitions based on experience are better

Intuitions based on bias are dangerous
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
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
Solving the problem
How to test
Bring out your success metrics!

SUCCESS METRICS

Behavior: Help desk volume

Attitude: Satisfaction score
Did you discover something along 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
Test if you’ve solved it

How to test

Collect your design assumptions and test those, too!
How to test

What are the unintended consequences of the ‘new way’?

Release to a few before releasing to many
When to test
5 Test if you’ve solved it

When to test

Early and frequently

Be biased toward action

Do *just enough* research
On being wrong... a lot
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
THINGS TO REMEMBER

You’re never starting from scratch

Every time you fail you learn something new about your users
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
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
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?

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