



Influence the User's Experience

Michelle... who?

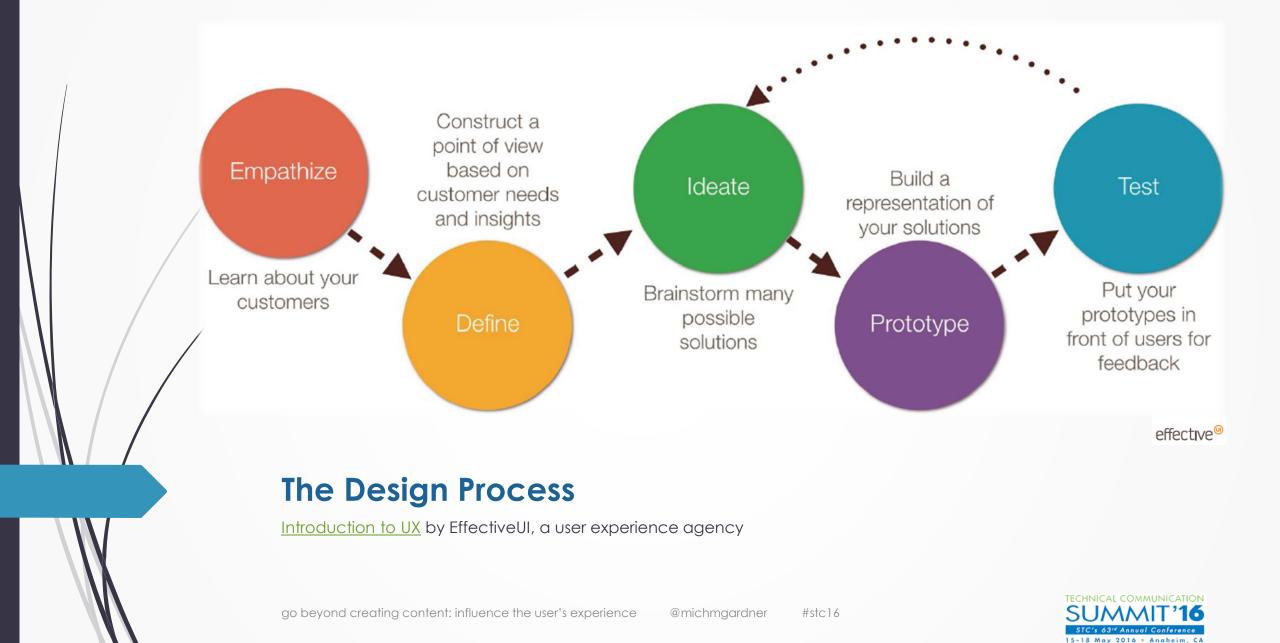
- Technical Writer +20 years
 - UH Information Technology Information Services
 - Sulzer Intermedics
- Product or Marketing Manager +20 years
 - Sulzer Intermedics
 - S&S Technology
 - NeuroTherm
- Best of both worlds +8 years
 - Information Developer at Micro Focus



Writers Can Be User Advocates

writers have the basic skills; we just need a deeper understanding of UX concepts and methods





You Have the Skills

- Target content to specific readers
- Organize information according to user needs
- Think from the user's perspective (not software engineers)



You Need the Knowledge

- Usability
- User experience
- User profiles and personas
- Journey maps
- Usability tests



What are Usability and User Experience?

user experience is not a synonym for usability



Usability focuses on



what

and

how





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"Usability is a quality attribute that assesses how easy user interfaces are to use."

Jakob Nielsen, Ph.D.

User Advocate, Nielsen Norman Group "Usability 101: Introduction to Usability"



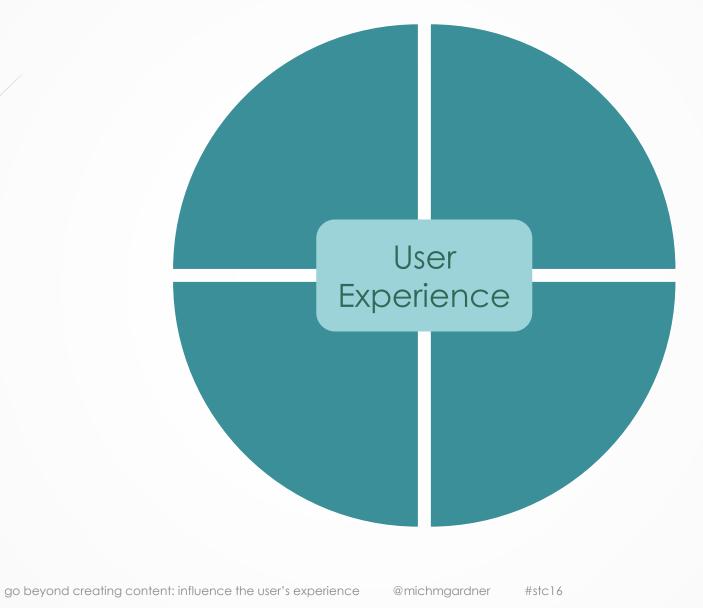
User Experience focuses on

the user's emotions

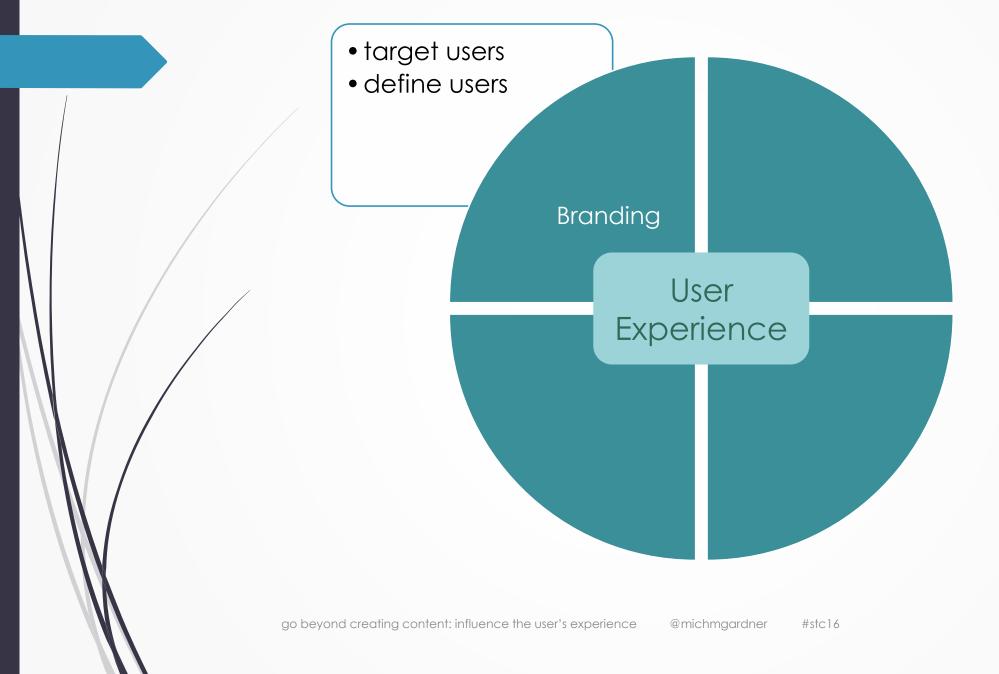


http://limitlessgood.com/pages/lets-feel-good

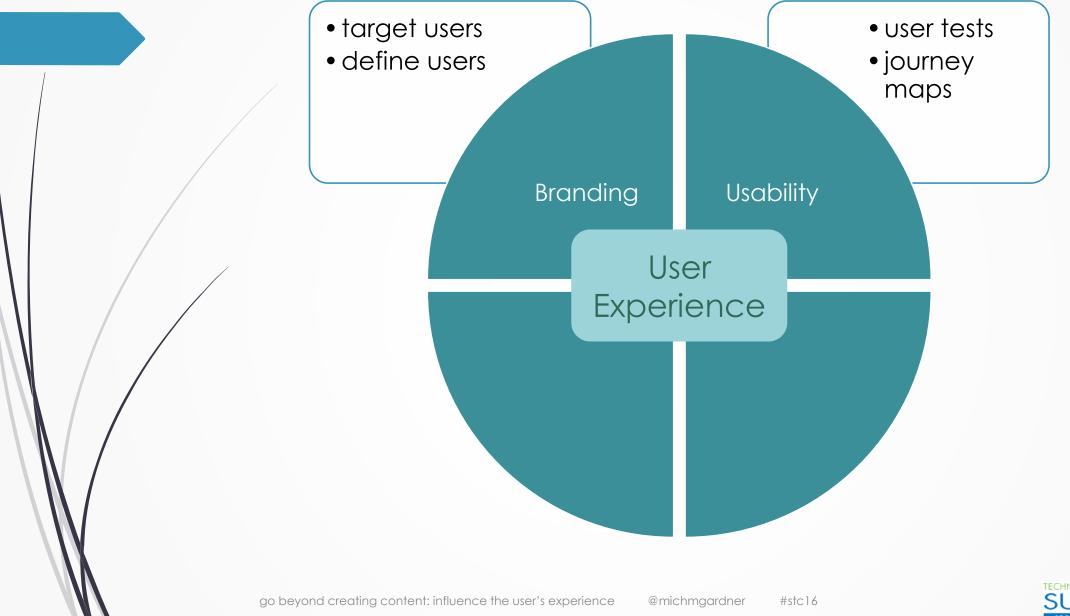




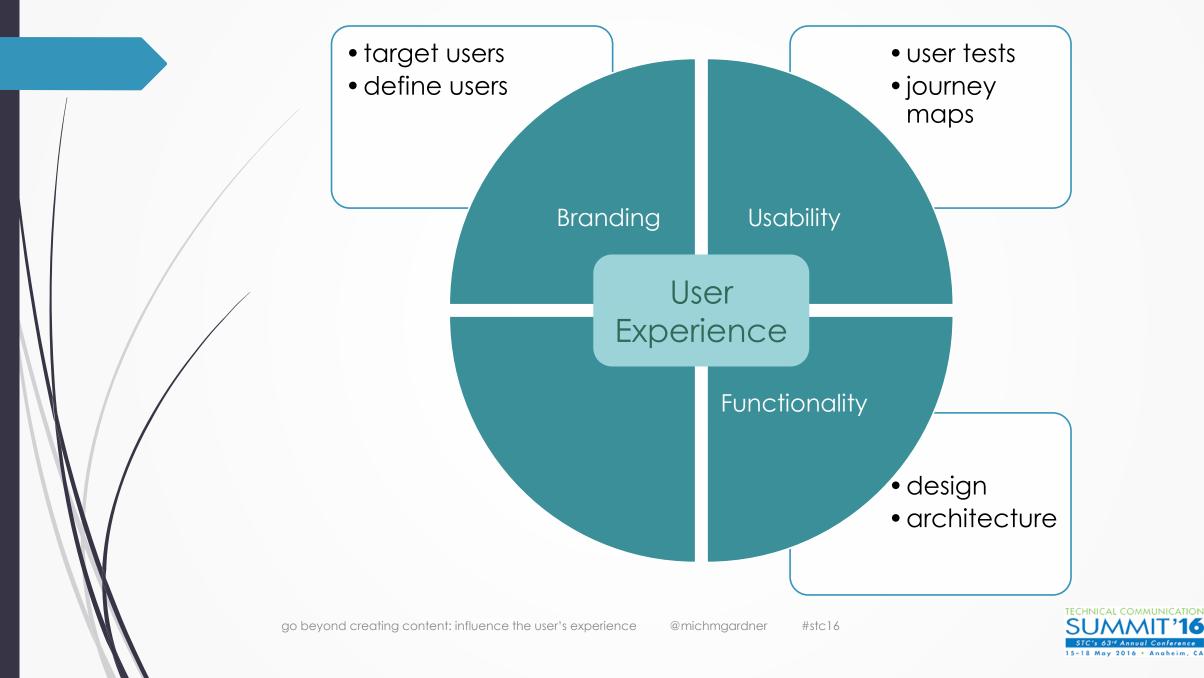


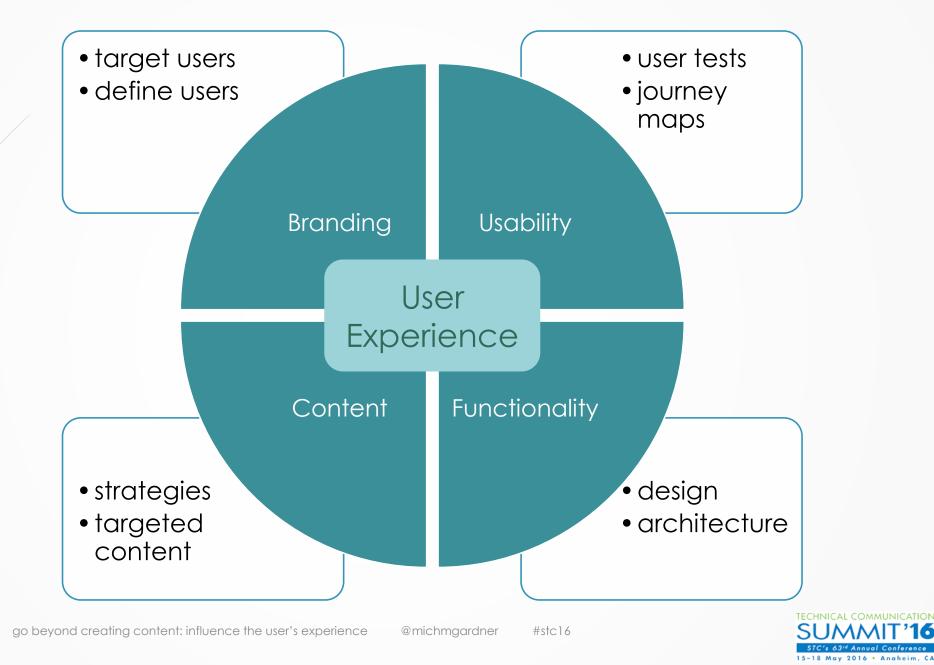












The Elements of User Experience

Jesse James Garrett jjg@jjg.net

30 March 2000

A basic duality: The Web was originally conceived as a hypertextual information space;
but the development of increasingly sophisticated front- and back-end technologies has
fostered its use as a remote software interface. This dual nature has led to much confusion,
as user experience practitioners have attempted to adapt their terminology to cases beyond

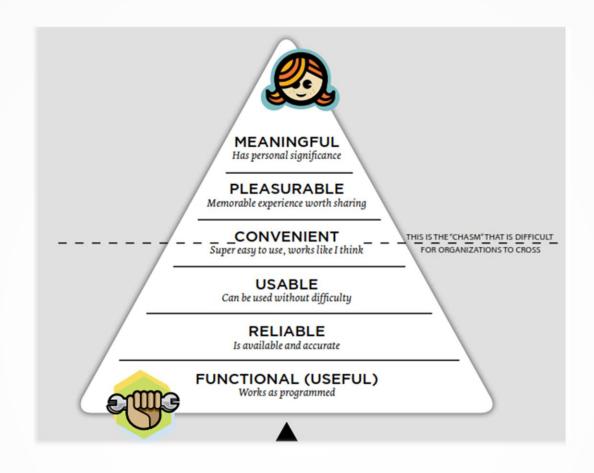
as user experience practitioners have attempted to adapt their terminology to cases beyond the scope of its original application. The goal of this document is to define some of these terms within their appropriate contexts, and to clarify the underlying relationships among these various elements.

Concrete Completion Web as hypertext system Web as software interface Visual Design: visual treatment of text. Visual Design: graphic treatment of interface Visual Design graphic page elements and navigational elements (the "look" in "look-and-feel") components Interface Design: as in traditional HCI: Navigation Design: design of interface design of interface elements to facilitate elements to facilitate the user's movement nterface Design Navigartion Design user interaction with functionality through the information architecture Information Design: in the Tuftean sense: Information Design: in the Tuftean sense: Information Design designing the presentation of information designing the presentation of information to facilitate understanding to facilitate understanding Interaction Design: development of Information Interaction Information Architecture: structural design application flows to facilitate user tasks, Design Architecture of the information space to facilitate defining how the user interacts with intuitive access to content site functionality Functional Specifications: "feature set": Content Requirements: definition of Functional Content detailed descriptions of functionality the site content elements required in the site Specifications | Requirements must include in order to meet user needs in order to meet user needs User Needs: externally derived goals User Needs: externally derived goals for the site; identified through user research, for the site; identified through user research, User Needs ethno/techno/psychographics, etc. ethno/techno/psychographics, etc. Site Objectives: business, creative, or other Site Objectives: business, creative, or other Site Objectives internally derived goals for the site internally derived goals for the site task-oriented information-oriented Abstract Conception

This picture is incomplete: The model outlined here does not account for secondary considerations (such as those arising during technical or content development) that may influence decisions during user experience development. Also, this model does not describe a development process, nor does it define roles within a user experience development team. Rather, it seeks to define the key considerations that go into the development of user experience on the Web today.

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Hierarchy of Needs – the User Experience Model

Stephen P. Anderson Seductive Integration Design



No. 1 element user experience



No. 1 element the user experience



Profiling Your Users

your product might have one type of user or several, but you must know (and love) each of them



Get to Know Your Users

- Interact with users
- Interview subject matter experts (SMEs)
- Review web analytics





Keep Asking Questions



Without asking "why?" there can be no "here's how to make it better."

--Seth Godin The Big Moo



Question Your Assumptions







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Minimum: You Need to Know

What How Why



Learn as Much as You Can





Understand their Pain Points





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"Focus on the user and all else will follow."

Google's philosophy

<u>Ten things we know to be true</u>

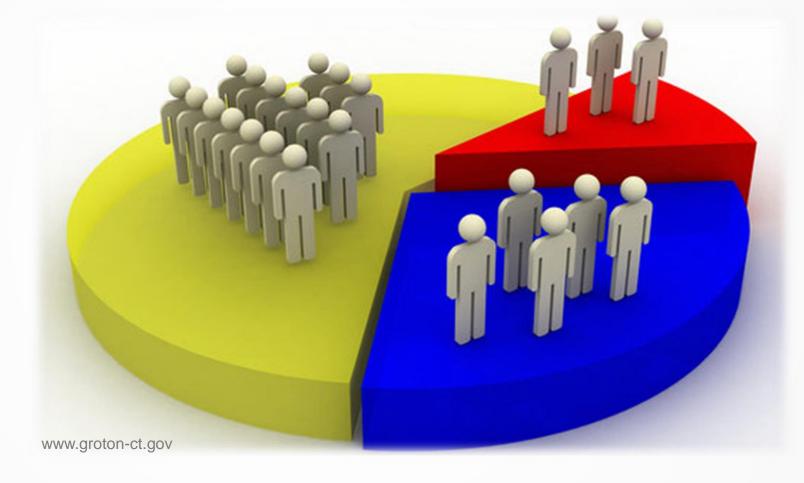


Help the Team Focus on Users



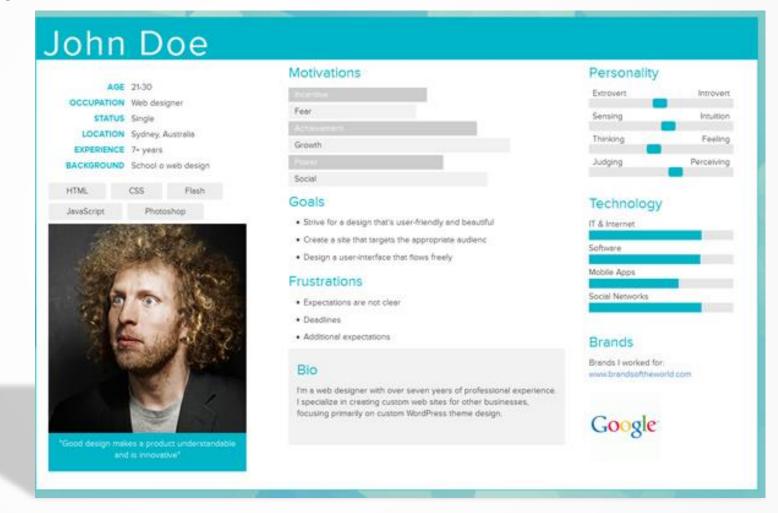


User Profile





Sample User Persona

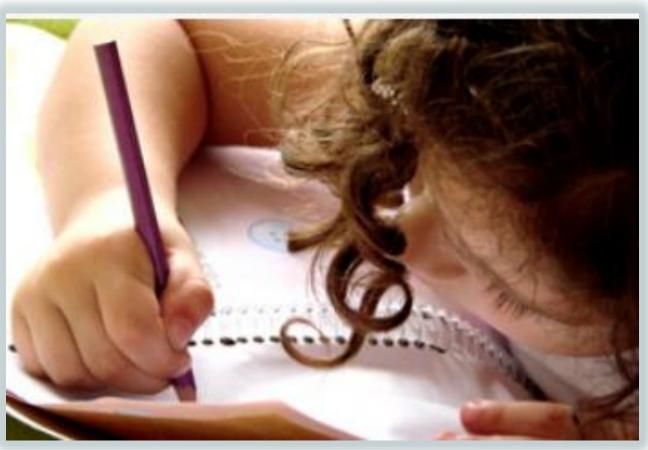


Design Hooks

TECHNICAL COMMUNICATION

15-18 May 2016 • Anaheim, CA

Create a Story about Each User





"What and how are the facts. Why is the emotion."

Simon Sinek

Author of Start With Why

TED Talk: "How great leaders inspire action"



Map the User's Journey

walk in the user's shoes



"Don't make me think!"

Steve Krug
Advanced Common Sense

<u>Don't Make Me Think</u>



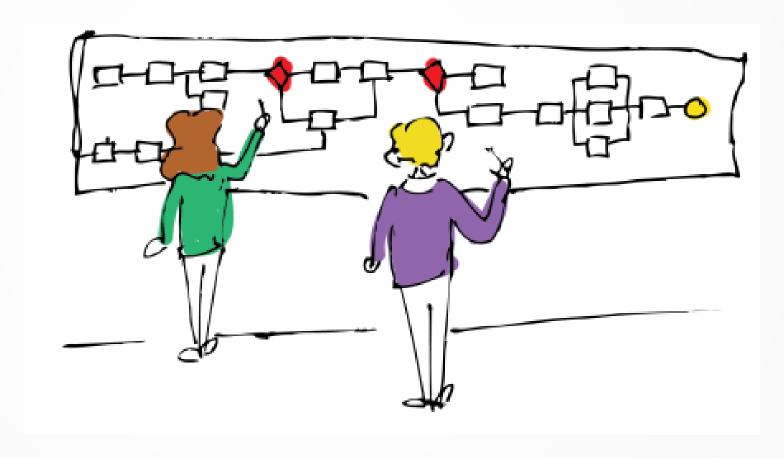
Put Yourself in Your User's Shoes







Understand Journey Maps





Rail Europe Experience Map

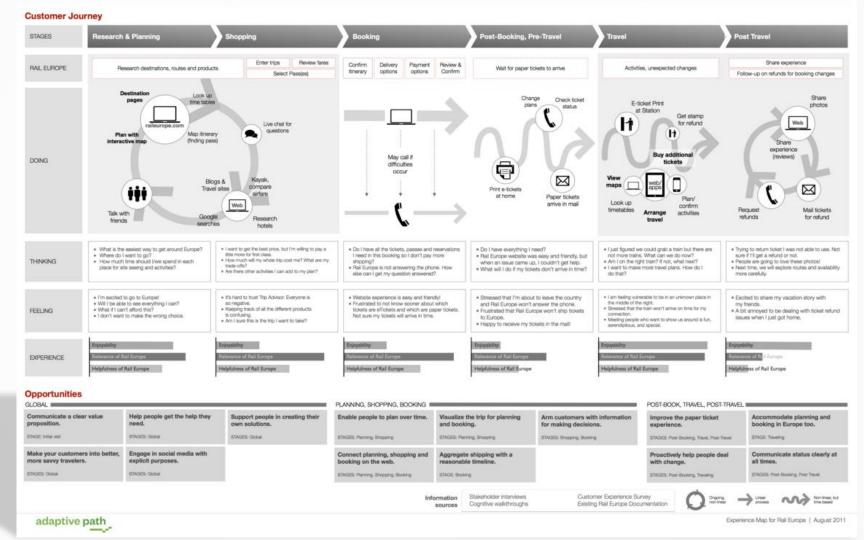
Guiding Principles

People choose rail travel because it is convenient, easy, and flexible.

Rail booking is only one part of people's larger travel process.

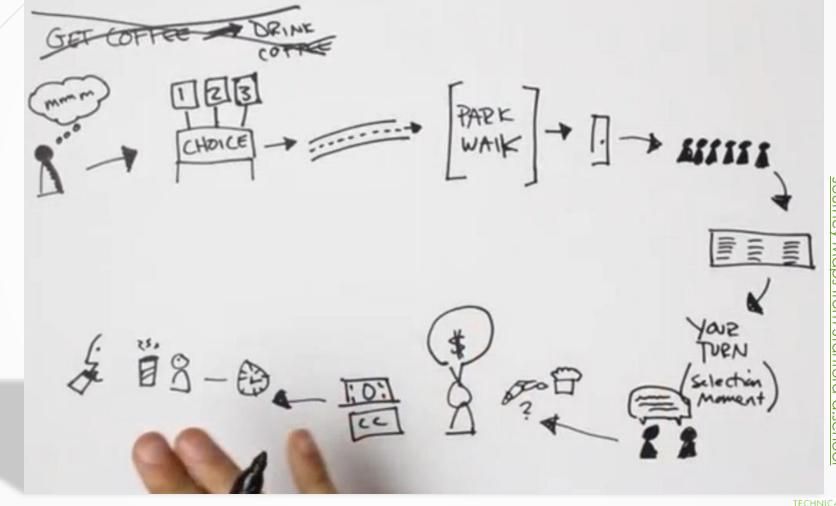
People build their travel plans over time.

People value service that is respectful, effective and personable.





Journey Map Example: Coffee Purchase



go beyond creating content: influence the user's experience

@michmgardner

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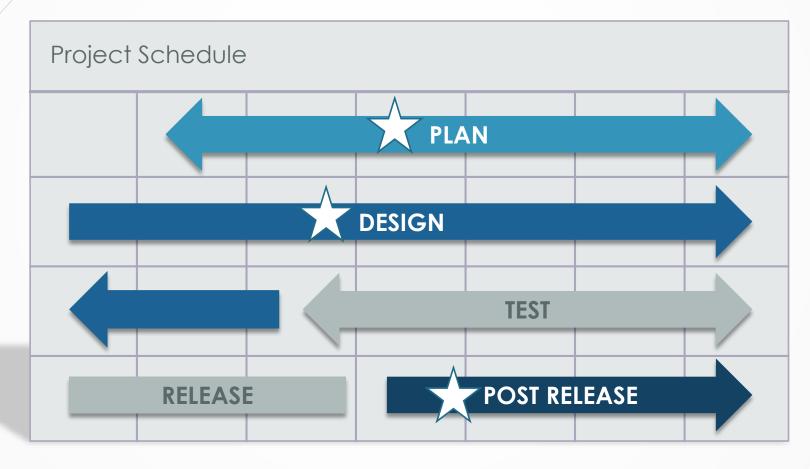
Sample Journey Map - MS Excel

User Journey: Describes the journey that this user will take			
Persona: Details and motivations that drive this persona for this journey			
	Stage 1	Stage 2	Stage 3
Key Journey Steps			
Actions/thoughts			
What does the user expect / need?			
Could this step have been avoided?			
What could make it better?			
Questions			



Notes

When to Journey Map





Tools for Journey Mapping

- Post-it notes
- White board
- Microsoft Excel
- PowerPoint
- Any way that enables you to describe the user's journey to others



Perform Usability Tests

you can help improve the user experience with do-it-yourself usability testing and QA testing that uses the profiles / personas



Rules for Simple User Testing

- Get representative users
- Ask them to perform representative tasks with the design
- Shut up and let the users do the talking

Jakob Nielsen, Nielsen Norman Group



User Testing that You Can Do

- A morning a month, that's all we ask
- Start earlier than you think makes sense
- Recruit loosely and grade on a curve
- Make it a spectator sport
- Focus ruthlessly on a small number of the most important problems
- When fixing problems, always do the least you can do

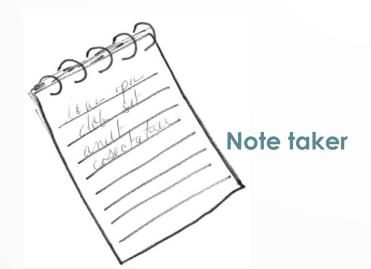
Steve Krug's Rocket Surgery Made Easy



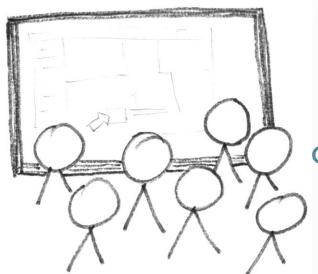
DIY Testing Needs...



Moderator







Observers



How Do I Choose Tasks?

- What do you want to learn?
- New features
 - Feature itself
 - Larger process in which the feature fits
- Common tasks; critical tasks
- Anything you or team members question
 - "Can people figure out how to do this task without reading any documentation?"
- Make sure stakeholders agree
- ► Fit within 1 hour



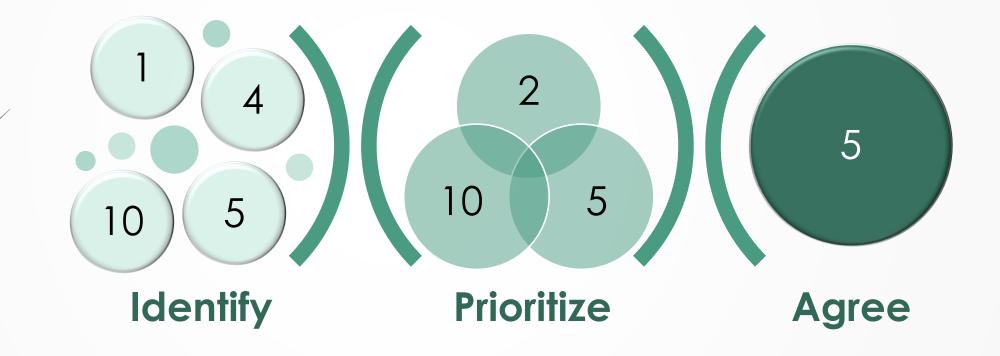
During the Test

- Think-aloud protocol
- Be thoughtful and empathetic
- Let the participant struggle

Remember: You test the software, not the participant

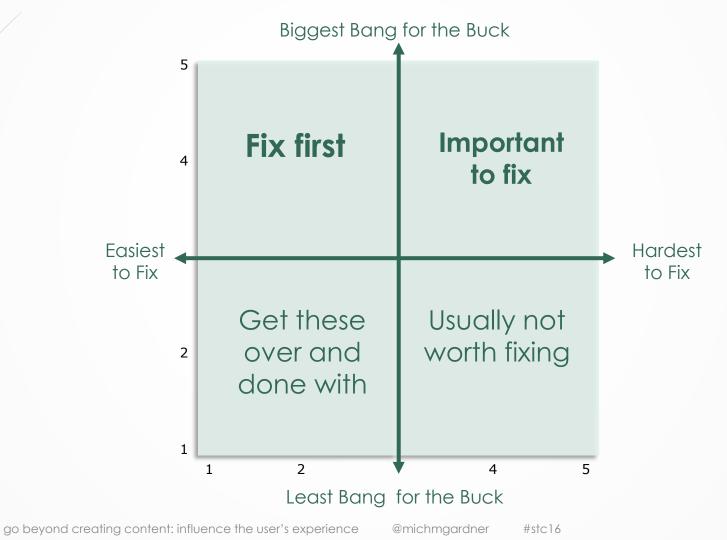


Debrief After the Tests





Decide which Issues to Fix





Usability Test Process

Week before

recruit participants

review task wording

Day before

gather materials

run a pilot test

Day of

moderate three tests

moderate the debriefing



Become a User Advocate

the product's user experience benefits when input comes from multiple disciplines



You Can Influence the UX

Create profiles / personas

Identify tasks / processes by personal

Map a feature or a process

Perform a DIY usability test for a feature



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Get in the Process

- Cajole, inveigle, demand to join the development process
- Show them the value of knowing your users
- Show them that knowledge of user experience and usability helps improve the product
- It takes time
- It requires collaboration



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"Creativity...comes through the interaction of different disciplinary ways of seeing things."

Ted Robinson

Author and Creativity Expert

TED Talk: "Do Schools Kill Creativity?"



Encourage Your Team To

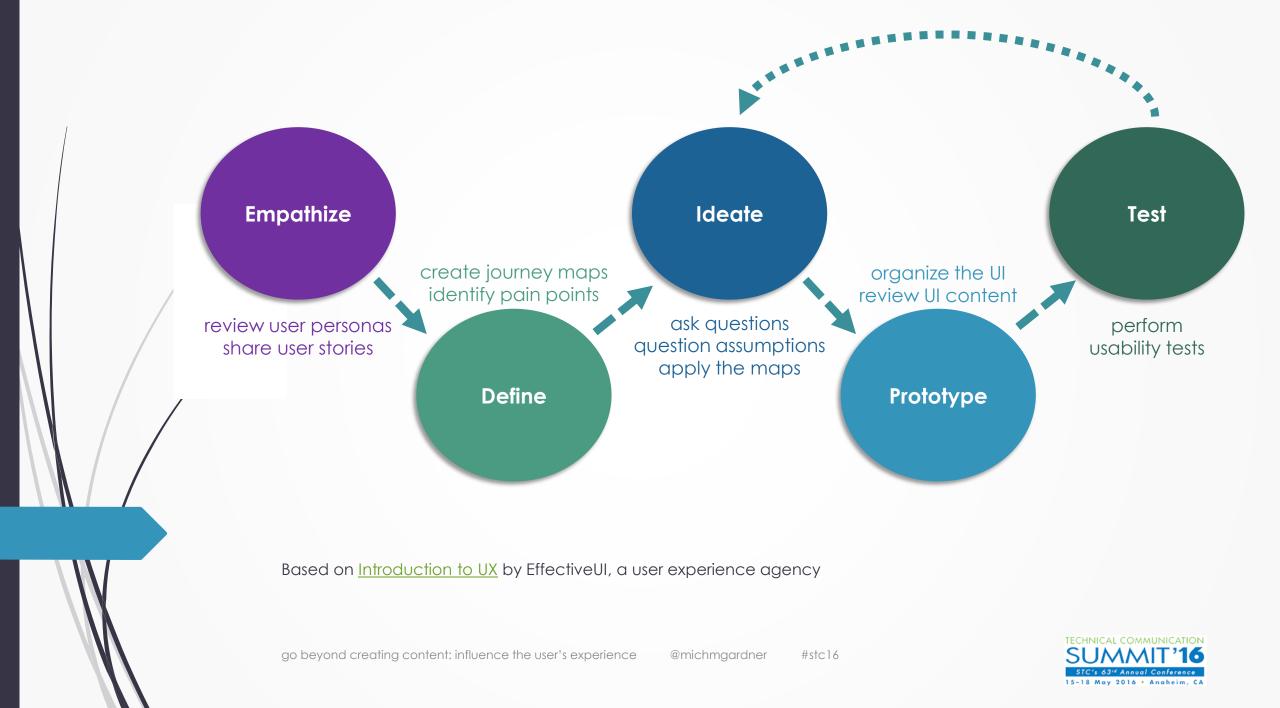
Empathize with your users

Use the product like your users

Include journey maps in planning

Do usability tests before coding





Remember:

you can influence the user experience at all stages of the design & development process



Thank you

Michelle M Gardner
Information Developer, Micro Focus



References and Resources

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- User Persona Creator: https://xtensio.com/user-persona/
- Personas: The Foundation of a Great User Experience: https://uxmag.com/articles/personas-thefoundation-of-a-great-user-experience
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