UX, Not Me-X: Putting People Back into the Experience

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PIN:
UX, Not Me-X: Putting People Back into the Experience

Xavier Porter and Andy Swaffar
Users are *people*, not robots
What is UX?
WHAT IS UX?

User objectives  UX  Business objectives
A wonderful serenity has taken possession of my entire soul.

Dummy Title
Cum sociis natoque penatibus et magnis dis parturient montes.

Dummy Title
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EVERYONE IS DIFFERENT
What’s your favorite restaurant?
• Comfortable
• Consistent
• Good value
• Little things matter
UX Everywhere
Two of the most important characteristics of good design are *discoverability* and *understanding*.

Don Norman, *The Design of Everyday Things*
No mobile content found. Would you like to visit the desktop version of the site?
Cats & Pianos

There are two means of refuge from the miseries of life: music and cats. —Albert Schweitzer

Life isn't about finding yourself; it's about creating yourself. —George Bernard Shaw

My kitten was born on September 2nd. His name is Lake. & I bought him from Seattle Rags in Seattle, Washington!
Why are there so many cat videos on the internet?

Will this hamster video put rodents on the map? Tiny hamster eats tiny burritos in absurd tiny video.

2 Answers

Viral Videos  Cats  Online Video  YouTube Videos  Videos  YouTube  The Internet

Hamster

Ministry of Fun Down but Not Forgotten

Limblight Research

There is a... from our

It is noted that despite being under heavy fire from the opposition, the Liberal Hamsters

357 Views  View Upvotes

Why do I need to sign in?

Quora is a knowledge-sharing community that depends on everyone being able to pitch in when they know something.

I Have a Quora Account  Sign Up With Email

Related Questions

Why are cats so popular on the Internet?

How many pictures of cats are there on the internet?

How many cat videos does YouTube have?
“Good design is actually a lot harder to notice than poor design, in part because good designs fit our needs so well that the design is invisible.”

Don Norman, *The Design of Everyday Things*
Users spend most of their time on other websites.

Jakob Nielsen, *The Need for Web Design Standards*
Listening to People

We interviewed hundreds of users and turned all of their suggestions into features.

As it turns out, every user we talked to was an idiot, and their dumb suggestions ruined our product.

In hindsight, we probably should have talked to people who work outside this building.
THINGS ON THE FRONT PAGE OF A UNIVERSITY WEBSITE

- Campus photo slideshow
- Alumni in the news
- Promotions for campus events
- Press releases
- Statement of the school's philosophy
- Letter from the president
- Virtual tour

THINGS PEOPLE GO TO THE SITE LOOKING FOR

- List of faculty phone numbers and emails
- Campus address
- Academic calendar
- Campus police phone number
- Department/course lists
- Usable campus map
- Parking information

FULL NAME OF SCHOOL
The Process
Let’s get down to business
User experience (UX) focuses on having:

1. deep understanding of users,
2. what they need,
3. what they value,
4. their abilities, and
5. their limitations

Also, business goals and objectives
How do we receive that information?
Discover

Design

Develop

Deploy

Success

- Competitive and Data Analysis (Google Analytics and Alexa)
- User studies, focus groups & surveys
- Personas

- Card sorting
- Flow diagrams/task analysis
- Contextual interviews
Discover

Bring everyone to the table!
Field Studies - Test with actual people
Desirability Studies - Test who a person feels about design
Usability - Review features to match end goal
- User Testing - Ask people to use the site
- Monitor analytics
- Usability & Accessibility Assessment
- A/B testing

- Help desk or ticketing system
- Survey
- Automated testing
# Department: 00880 - TTI-ADMINISTRATION

**Building: 1609 - TTI State Headquarters & Research Building**

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Tools for How People Use Your Site
Turn insights into action.

Get stronger results across all your sites, apps, and offline channels. Google Analytics Solutions offer marketing analytics products for businesses of all sizes to better understand your customers.

“Google’s analytics products helped us improve engagement by 33% and click-throughs by 21% for content promotions on our homepage.”

Mia Vallo - Sr. Director, Marketing Analytics, National Geographic

LEARN MORE ABOUT THE ANALYTICS 360 SUITE
Tools for User Testing
Silverback 3

Guerrilla usability testing on the Mac made easy

Silverback 3 is the no-nonsense usability testing app for Mac. Get set up and start enjoying straightforward usability testing in seconds.

The free trial version of Silverback is fully functional but adds a small watermark to the video exports. To remove the watermark you can register Silverback for only £29 ($39) from within the app.
Surveys

The best way to collect and feedback on screens or mobile click, what they think they feel.

Variation A

Common Words

Start using data to make decisions
- 30-Day Free Trial
- As Low as $19/Month
- Notable Integration
- Unlimited Surveys

See Plans & Pricing »

Sign up in 60 seconds. Or take a quick tour »

NEW IN VERIFY

Using More Than One App? Here's How to Navigate Learn more on the Verify blog »

About Verify

Questions?
WIRELESS MIRRORING WHERE YOU WANT IT.

Reflector is a wireless mirroring and streaming receiver that works great with Google Cast™, AirPlay™ and AirParrot 2®. Mirror your content to the big screen without wires or complicated setups. Play games, watch movies, demo applications or present from the palm of your hand. Even send your screens directly to YouTube for others to watch live. Everything you do on your device can be wirelessly sent to Reflector!

AVAILABLE FOR

[Icons for Apple, Android, and others]
Tools for Automated Testing
WEB GOVERNANCE MADE EASY

Build a better web experience for your visitors with our all-in-one web governance suite. Whether it's maintaining, monitoring, or optimizing your website, Siteimprove allows web teams of all sizes to work smarter, not harder.

NEVER MISS A MISSPELLING OR BROKEN LINK.

- Easily identify and fix:
  - Misspellings and broken links
  - Poor readability elements
  - Style guide violations

BE ACCESSIBLE FOR ALL WEB VISITORS.

- Easily identify and fix:
  - A, AA, and AAA errors
  - Missing ALT attributes
  - Heading structures

HASSLE-FREE WEBSITE ANALYTICS.

- Easily understand and analyze:
  - Visitor actions that matter on your website
  - Visitor behavior with Heat, Click, Scroll, and Segmentation Maps
  - User journeys
Catch Website Bugs and Regressions Before They Cost You.

Ghost Inspector lets you create and manage UI tests that check specific functionality in your website or application. We execute these tests continuously from the cloud and alert you if anything breaks.
Let’s play a game!

On your mobile device or laptop, go to kahoot.it
Stand out from the crowd with a Gold membership

Gold pricing packs

- **The flirt**
  - 1 Month
  - $29.95/month
  - First month charged up-front ($29.95), then $29.95 monthly
- **Going steady**
  - 3 Months
  - $19.95/month
  - First 3 months charged up-front ($59.85), then $19.95 monthly
- **It's business time**
  - 6 Months
  - $14.95/month
  - First 6 months charged up-front ($89.70), then $14.95 monthly

See the benefits of Gold
FACT: We Make Higher Education a Higher Investment.

At Rasmussen College, our focus has always been and will always remain on making your higher education experience a
Tips for better people experiences
Listen to people
Hear the words that are coming out of their mouths
Begin with...
Use imagery relevant to content
Features and Animation

Don’t overwhelm people with features and animation
Gather as much information as you can... in the beginning
You Can’t Please Everyone

http://feedyoursoul.com/
Thanks!

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