You keep using that word...

Danielle Cooley
10 May 2018

@dgcooley
#uxpabos18
“I’m not sure my definition of usability is the same as yours.”

- UXPA Lifetime Achievement Award winner Elizabeth Rosenzweig to UXPA Lifetime Achievement Award Winner Rolf Molich, 09 May 2018
His name was Westley.
But she never called him that.
Dashboard
$500,000

We can reallocate the money.

We don’t need a dashboard.

We don’t have data for that.

Users keep asking for a dashboard.

If we try to reallocate, we might lose the funding.
We don't need a dashboard.

Users keep asking for a dashboard.
We. Don’t. Have. Data. For. That!
We can use the budget for other things!

Yes we do! And the money!
No dashboard!

Dashboard!
DASHBOARD!
NO DASHBOARD!
What we really need is some kind of landing page that will show them the current status and let them know what they have to do next.
Indeed. And we shall call it a "dashboard."
A classic blunder!
Anybody want a peanut?
User experience design (UX, UXD, UED or XD) is the process of enhancing user satisfaction with a product by improving the usability, accessibility, and pleasure provided in the interaction with the product.

User experience design - Wikipedia
https://en.wikipedia.org/wiki/User_experience_design
THE PSYCHOLOGIST’S VIEW OF UX design

I base research and knowledge about the brain, the visual system, memory, and motivation and extrapolate UX design principles from that.

By Susan Weinschenk

01. People Have Limitations
   Make the information and interaction as easy to be remembered as possible. Use simple patterns of how we can remember:

   LETS C' MON Go!

02. People Make Mistakes
   The worst error message is no message at all:

03. Human Memory Is Complicated
   Don't make people remember things that come up only once in a while:

   1 2 3 4

04. People are Social
   People are attracted to intelligent people:

   Person A
   Person B
   Person C

05. Attention
   People pay attention to anything that is different or novel. Bright colors, large fonts, beeps, and tones will capture attention:

06. Unconscious Processing
   Most mental processing occurs unconsciously. Small actions will later commit to larger action:

07. Visual System
   Use proximity. Things that are close together are believed to “go” together.

@dgcooley #uxpabos18
I label increasingly nonsensical images with ‘UI’ and ‘UX’ and hope they get used in serious presentations.
Analytics, Metrics, Stats, and Traffic

@dgcooley  #uxpabos18
What do you call the data and information collected about a website's activity, clicks, referrals, and the like? (Please reply if you've got another term you prefer!)

24% Metrics

46% Analytics

14% Stats

16% Traffic

169 votes - Final results

12:24 PM - 28 Feb 2018
Amy Silvers @A_Silvers · 24h
I think metrics are the individual elements and analytics is the practice. But people tend to conflate the two.

Oscar de León @odeleongt · 22h
Replying to @boonerang @kierisi
I use all of those terms this way:
traffic --> the data and information you collect
metrics --> the summaries inferred from those data
analytics --> the processes used to summarize and interpret the data
stats --> general term for conversation about the previous ones

Justin Ranton @jwranton · 21h
Replying to @boonerang
Traffic is what you’re measuring. A statistic is the individual data, the metric is what you’re tracking against, the analytics are the insights associated? That’s how I think about it.

Simon Coulombe @CoulSim · 23h
Replying to @boonerang
In google analytics, you pull Metrics
Usability Testing, UAT, User/UX Research
Usability Test, UX Test, UX Study, User Test
What is a Usability Test?

A usability evaluation that involves representative users performing specific tasks with the interactive system to enable identification and analysis of usability problems, or the measurement of effectiveness, and efficiency.

- Rolf Molich
Usability Test, UX Test, UX Study, User Test

UAT, User Testing
Usability Test, UX Test, UX Study, User Test

UAT, User Testing

User Research, UX Research
Style Guide, Design (Language) System, Pattern Library
What do you call a collection about rules and guidelines that dictate how a particular organization displays things like pagination, form fields, navigation, data tables, and the like? Pls explain. (Got another one? Please comment!) #UX

- 55% Style Guide
- 32% Design System
- 5% Design Language System
- 8% Pattern Library

22 votes • Final results
7:43 PM - 12 Apr 2018

What do you call a collection about rules and guidelines that dictate how a particular organization deals with things like pagination, form fields, navigation, data tables, and the like? Pls explain. (Got another one? Please comment!) #UX

- 56% Style Guide
- 22% Design System
- 0% Design Language System
- 22% Pattern Library

18 votes • Final results
10:38 AM - 13 Apr 2018
What do you call a collection about rules and guidelines that dictate how a particular organization displays things like pagination, form fields, navigation, data tables, and the like? PIs explain. (Got another one? Please comment!) #UX

55% Style Guide
32% Design System
5% Design Language System
8% Pattern Library

22 votes • Final results

7:43 PM - 12 Apr 2018
But wait! There’s more!
Persona and User Profile
Mockup, Prototype, & Wireframe
User Story, Storyboard, Journey Map
Expert Review & Heuristic Analysis
Well, it just so happens your friend here is only mostly dead.
I mean, if we only had a wheelbarrow, that would be something.
David W Gray I understand that problem very well. At the same time I think universally-understood definitions in an emerging field like UX is a pipe dream.

Words are messy by nature and highly dependent on context. Every word in the dictionary has 2-3 official definitions and probably many others as well. Scientists ALWAYS define their terms, every time they write a research paper. Lawyers ALWAYS define terms every time they write a legal document.

If there is potential confusion about terms you are using, why not simply define them before you use them. “In this case by user profile we mean... x. Here’s an example.”

When I write a proposal and I mention deliverables, I usually put in a picture or two as examples so they can see what I mean.

Otto Neurath once said “words divide, pictures unite.”
Once word leaks out that a pirate has gone soft, people begin to disobey you and it's nothing but work, work, work all the time.
Think it’ll work?

It would take a miracle.

Buh-bye!

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about
DGCooley & Co.

We help organizations in a variety of industries establish and implement strategies for quality, scalable customer experience research practices.

Partner practitioners draw from a diverse set of experiences in a variety of industries, including higher education, enterprise applications, medical devices, financial services, and social media.

They provide niche expertise in such areas as accessibility, quantitative research, visual design, analytics, and more.

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