

User Experience

More Than Just a Pretty Stick

Carbon Five 

QconSF

Nov 7, 2012



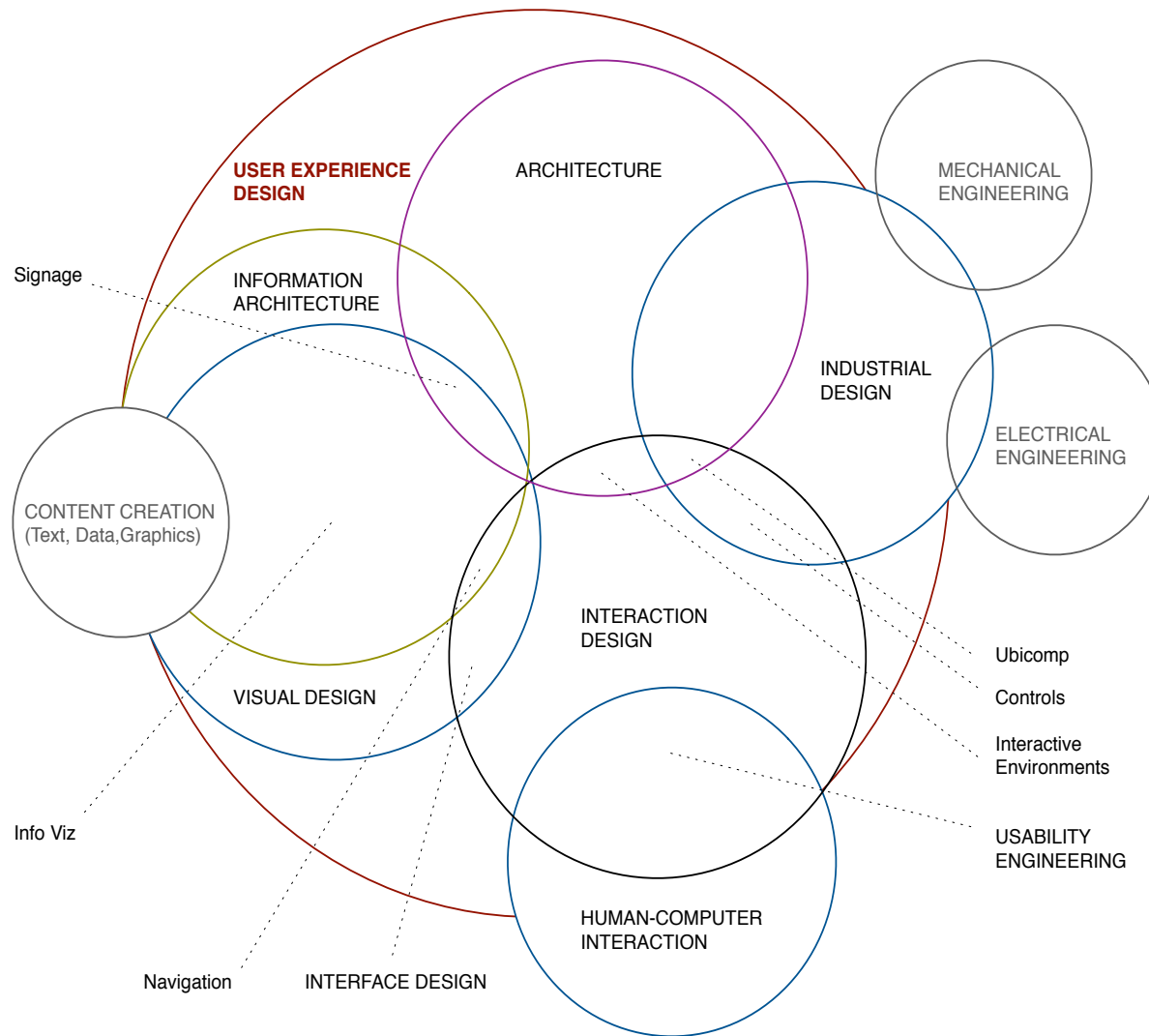
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What is User Experience?

All the aspects of how people use an interactive product: the way it feels in their hands, how well they understand how it works, how they feel about it while they're using it, how well it serves their purposes, and how well it fits into the entire context in which they are using it.

- Alben (1996)

UX contains many disciplines



UX is a hot topic

New devices

Web-connected world

Every business an e-business

Social media revolution

Low switching cost

Every product has a user experience,
whether you plan it or not

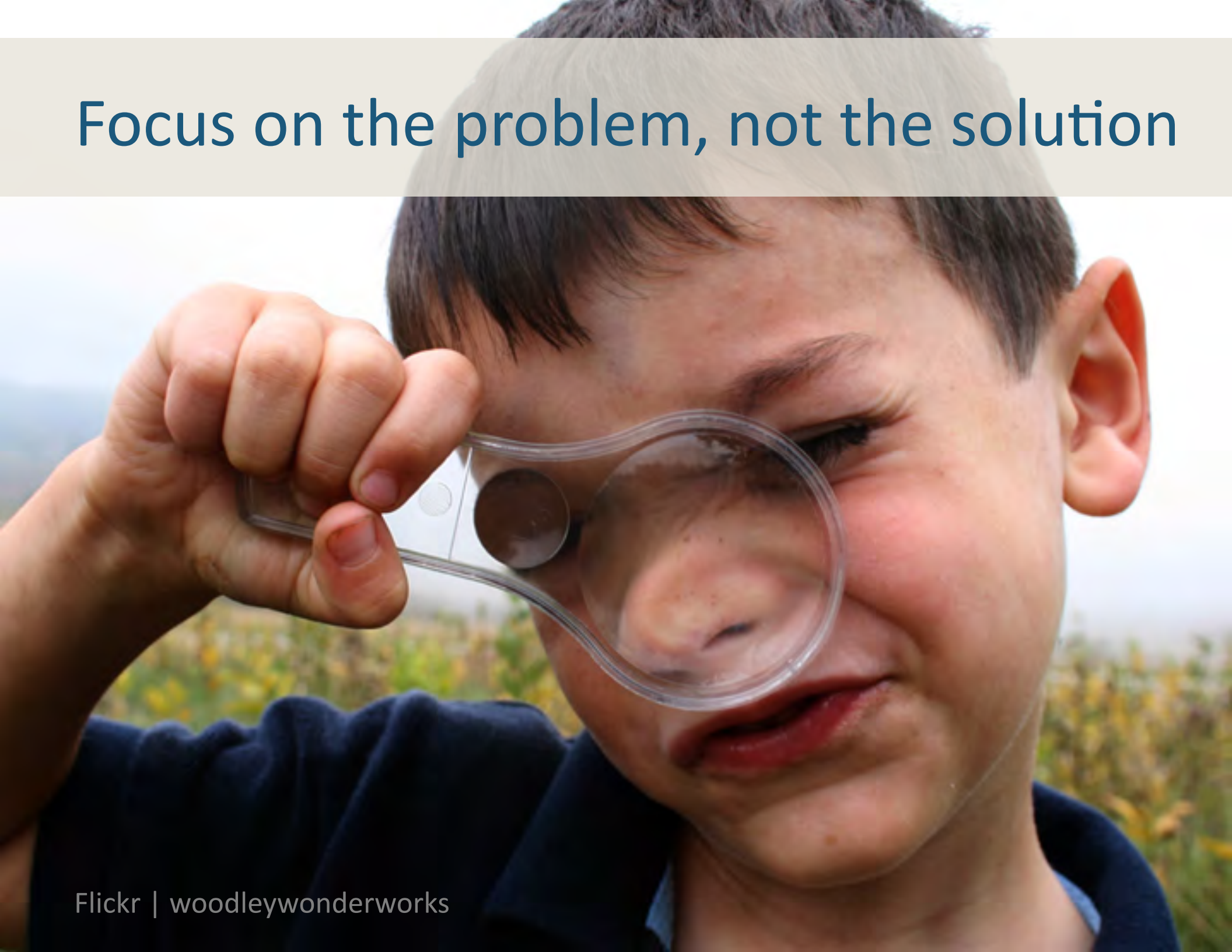
Every product decision you make is a
design decision

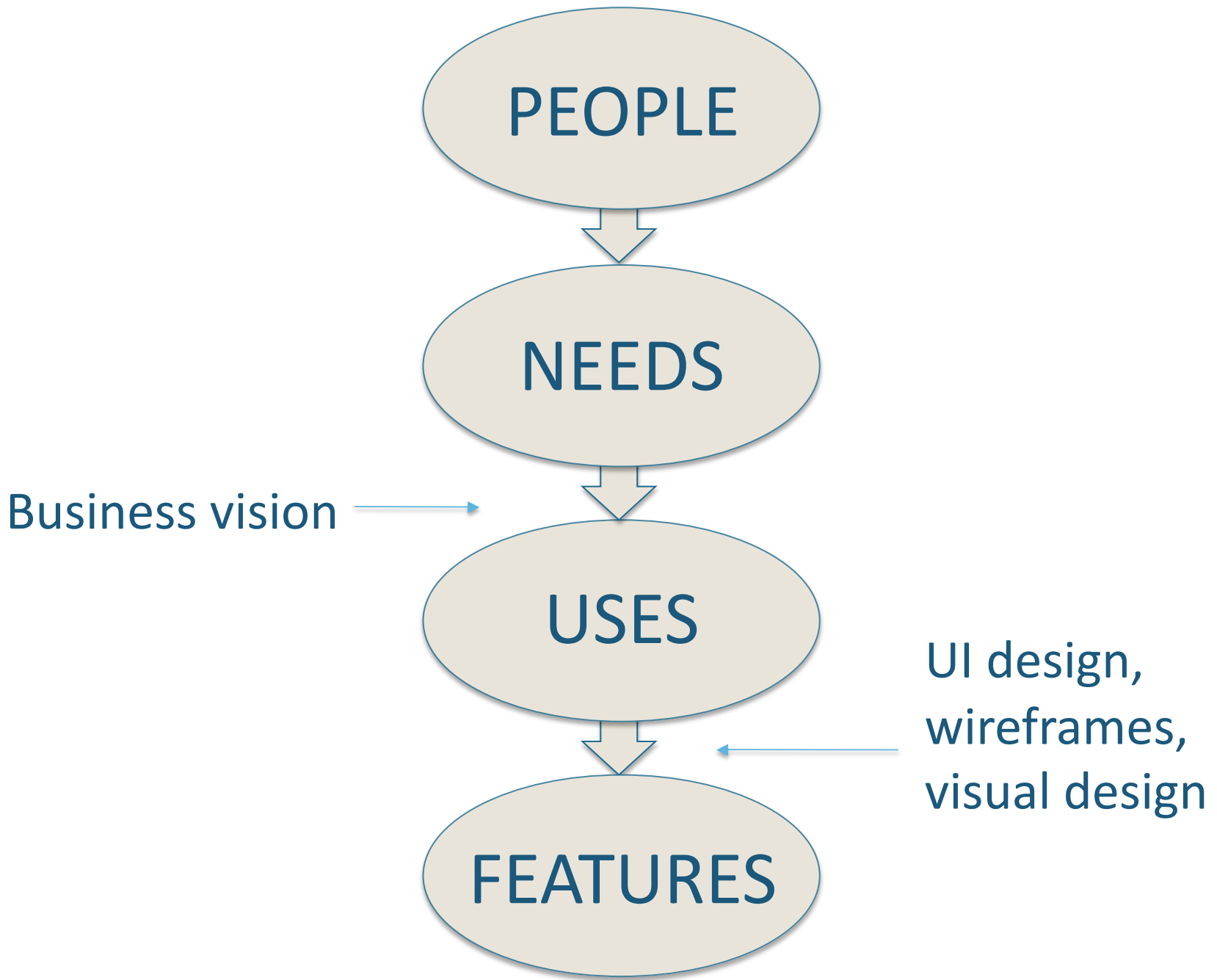
- Josh Seiden


You can't just "hit it with the pretty stick"



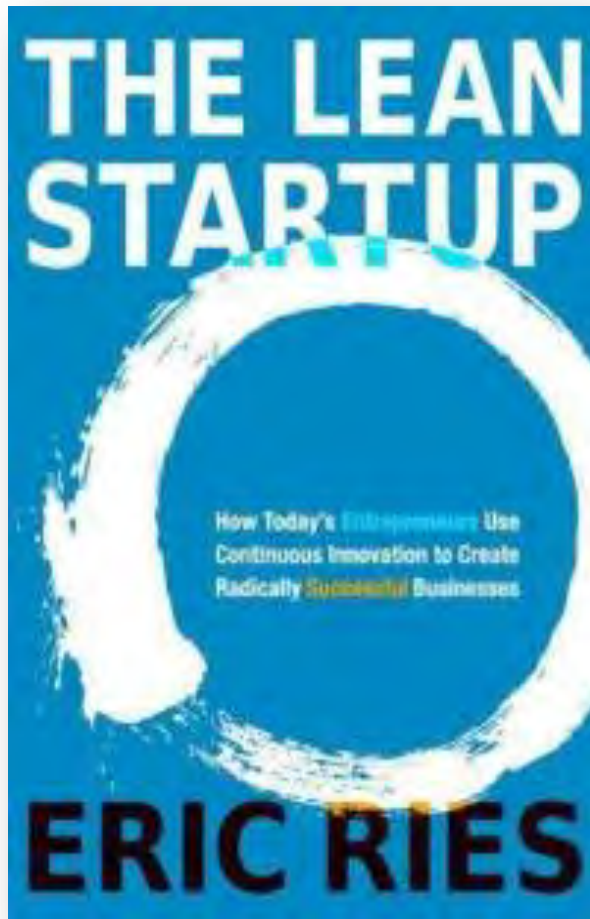
Focus on the problem, not the solution



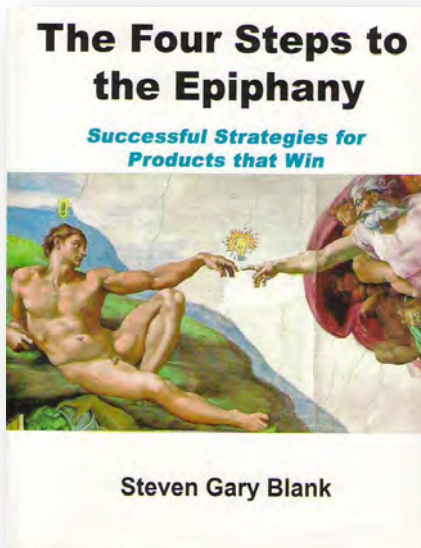




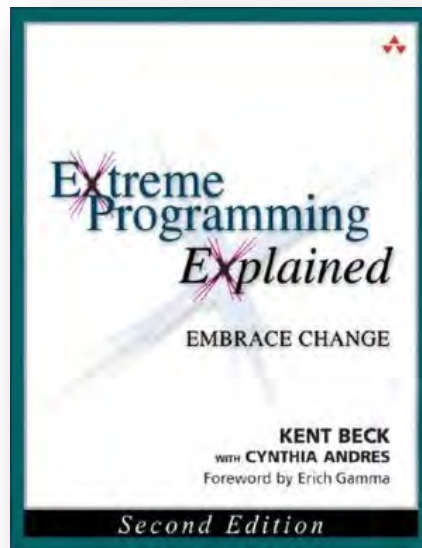
User Experience & Lean Startup (Yum!)



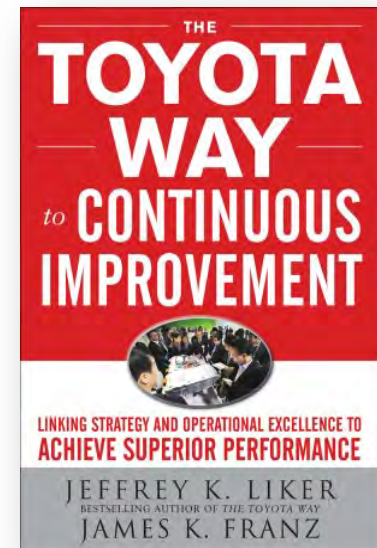
Eric Ries



Customer
Development



Short cycles,
iterative
development

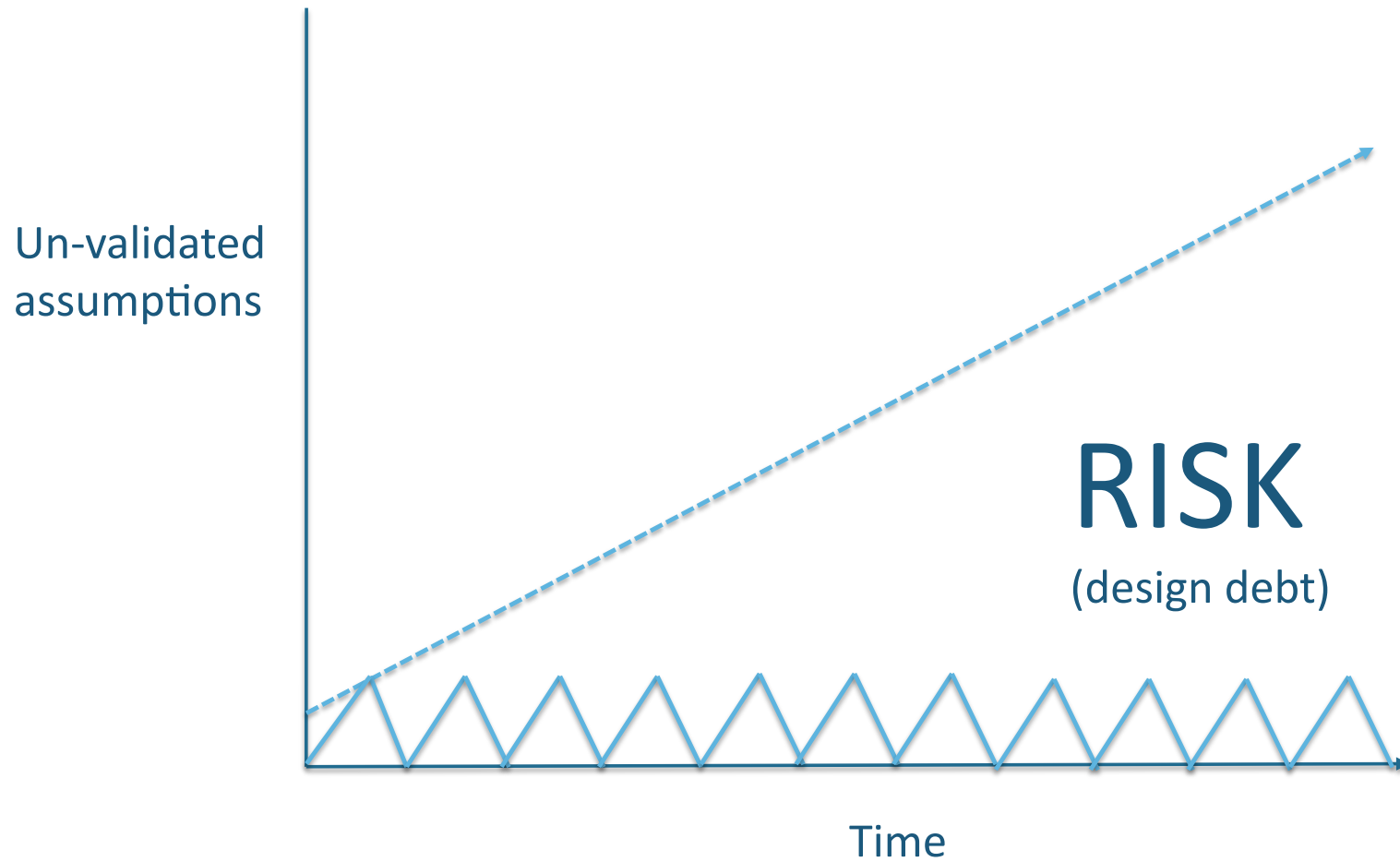


Reduce risk

Reduce inventory, risk and waste



Small, frequent corrections



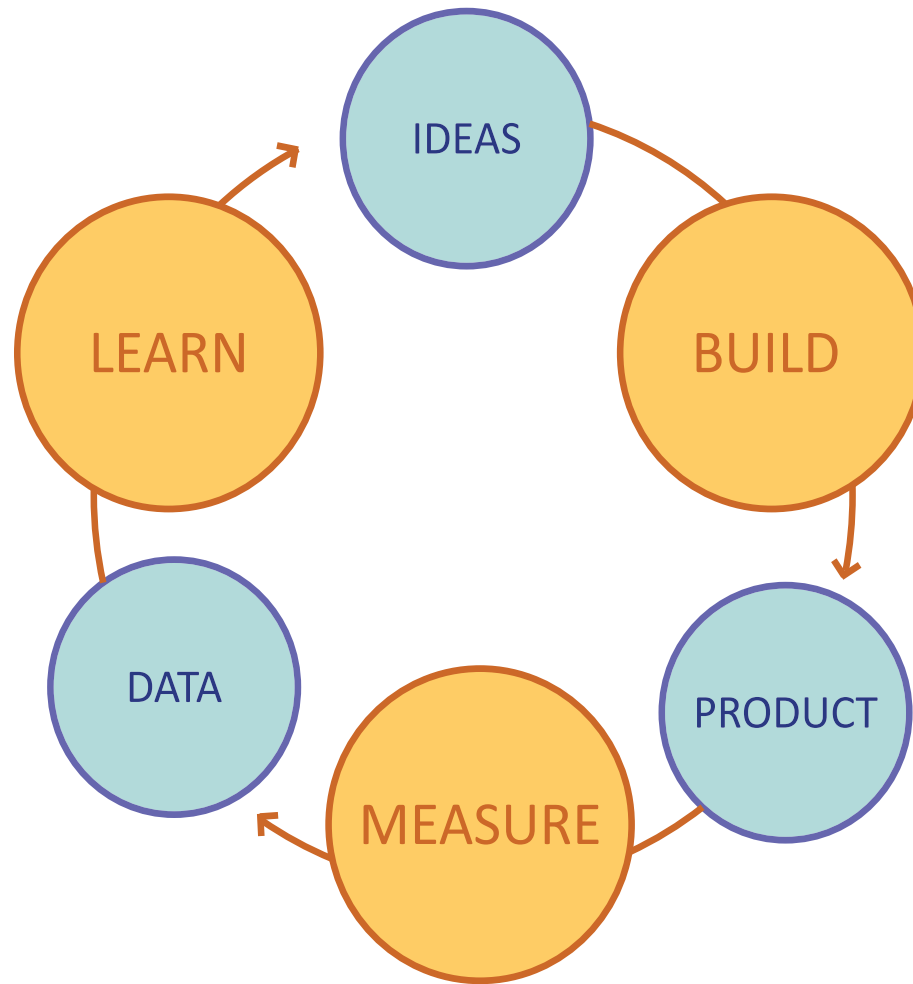
Three colorful party hats (green, pink, and light green) are arranged on a wooden surface. Each hat is decorated with a large, multi-petaled paper flower in a matching color. The hats are set against a light-colored, textured background. A semi-transparent white banner is overlaid across the middle of the image, containing the text.

Talking to customers
shouldn't be a special occasion

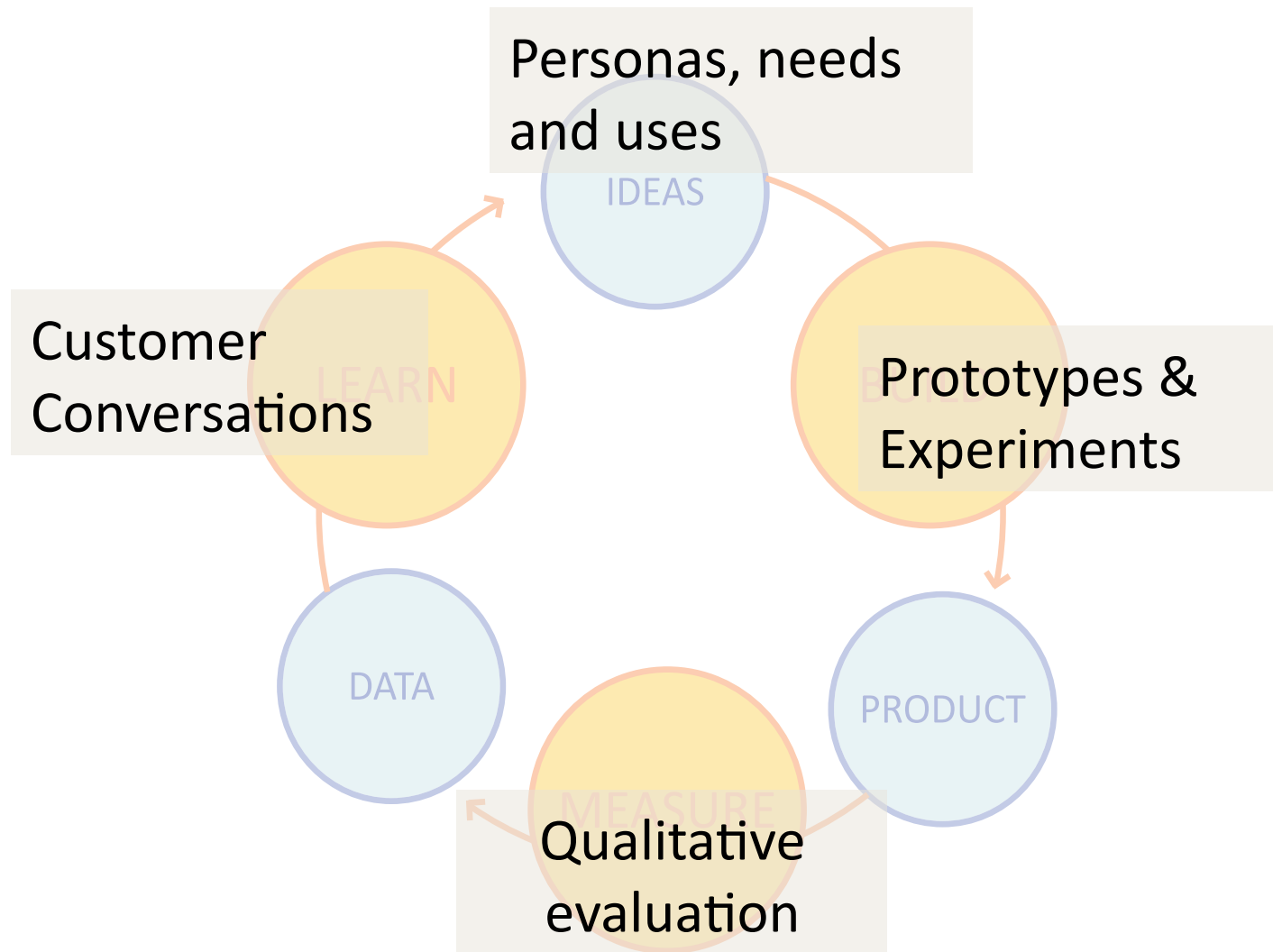
Three paper airplanes are shown on a wooden surface. The airplane on the left is made from a newspaper page with visible text and a red line. The middle one is made from a white paper with some faint text. The one on the right is a plain white paper airplane. A semi-transparent white banner with blue text is overlaid across the center of the image.

What's the most lightweight thing you can make to test your idea?

The Lean Startup cycle



The Lean Startup (UX) cycle



Quick
Visual
Collaborative
Continuous

Team interview planning

Interview Planning

talk to:
Stake holders
• Business Objective: "Why are you doing this?"
• Constraints - release date
• How will they measure success?
Users:
Customers who buy
Users who may use but not decide
Consumer product vs Internal Product
• Behavioral differences

Who do we want to talk to?

Sticky notes on the whiteboard:

- Creation specialist
- Creation specialist
- FH for Overlay
- FH for Photos
- CP for Jobs
- News paper publisher
- News paper ad sales person
- Reason-MOTER
- Small town
- Corporate FH
- Funeral Home Chain
- Go Tech savvy Funeral Home
- Non-business FH
- Funeral director can stick with different regulations
- Funeral Director Big Market East Side of MS
- Elderly Communities Organizers who distribute notices to members
- Elderly group that regularly lists at obituaries
- Funeral Director Editors?
- Compare US Any long
- Compare Republic
- Same as Fox and Germany

Interview structure

Intro
Conver
Confirm
Thanks/E



Interview guides

INTRO: New service for diners
who use mobile devices
conversation, no wrong answers

ABOUT YOU: Name, what do you do?
WHEN do you EAT OUT? WHY?

COLLECT A STORY: RECENT DINING EXP
WHAT RESTAURANT (Familiar?)
WITH WHO, OCCASION / MOTIVATION
WHAT WAS MEMORABLE
HOW MUCH WAS BILL
HOW MUCH DID YOU PAY
ANY PROBLEMS?

DEVICES: WHAT DEVICES do you own?
SHOW ME
USED FOR WHAT?
FAVORITE AP?
LEAST FAVORITE?

Interviewer

Establish context
"What's your name? Who are you + what do you do?"

Collect stories + specifics
"Who was with you, why did you go out?"

Use open-ended questions
"Tell me about a time when..."

Listen for GOALS & PAIN POINTS
"What I really want to do is..."

Observer(s)

Record observations

- one per sticky (or line)
- facts or quotes or thoughts

Visual radiator: interview planning

DOMAIN MATCHER

Sellers

- SOME PHOTO.COM
- BEHAVIORAL.COM
- ALLENBRO.COM
- BRAINWORD.COM
- AND MANY MORE!

Sam (seller)
SW engineer
owns "FlyingCars.com"

- Full time job @ enterprise company
- portfolio ~1500 domains, some "premium"; most "standard"
- Worked @ registrar in '90s bought a bunch of "interesting" names related to his interest in sci-fi
- Not a lot of time/energy to manage domains. Not considering anything other than straight sale.

Goals: "More money, less effort"

- Capture upside
- Be compensated for spirit/energy and complexity (hours extra cost)
- Simply (not harder than outright buy)

Invests in Domains

- Henry // Kelly can intro
- Elliot Silver elliot@big.com Adam Strong // can intro D
- Mike Mann // Nick H.
- Frank Motley (600) // Nick H.
- Nick Hoffman COO Auzzy domain website marketplace // Frank, advice
- MAX DAVIDS // RAY KNOWS
- Adam Strong 10K domain? Strong .NET // #ray, tone
- JOHNATHAN SEGAL VEA ORSE

Buyers

Brenda (buyer)
Startup founder
wants to buy "FlyingCar.com"

- Patent on flying car (for consumers)
- \$50K capitol, many operating costs
- Not sophisticated re: Domains, negotiation
- Reads startup blogs / lists

Goals: "Build her business under right brand"

- find a great name
- flexibility with payment options
- Help with the process

Advertisers

- Shreyas Govin Digital Strategist AKQA (1 one)
- Matt Howell Account Director AKQA (1 one via SZ)
- Molly "pop-up party" // LSM

Founders

- Molly LSM pop-up party // #shoban
- Steve LSM Paul wants to buy domains
- Obie can kick but to survey // founder
- Daniel Laisle own 5 domains // LSM
- Brian Rothenberg Skillshare // lane
- Aaron Patzer mial.com founder // #111

Tools

- Web archive.com
- Google Keyword
- seologs.com
- godaddy
- appraisals
- estibot.com
- SCRIPTS b find names
- DOMAIN-TOOLS.COM
- WHOIS

Individual/Vanity

- Rick Schwade // Nick H.
- Frank Lafara // Nick H.
- Frank Schilling (individual) // @twitter.com
- Marchex // #twitter
- Shane Coltha (domains here.com) // Adam Strong (can intro)

Flippers

- Sujan // @twitter.com
- Oversee.net
- Demand Media // #twitter
- NimeMedia // #twitter

Other Notes:

- Presume? Story of success? How would you put? Mail.com
- Big individuals w/ big portfolios
- Forums board/broker.org
- domains PR companies
- Seller but Namebar.com
- can we demonstrate demand to investors in this group?
- I WISH I HAD KNOWN TO OFFER A DIFFERENT ARRANGEMENT LIKE LEASE-TO-OWN INSTEAD OF A STRAIGHT SALE WHEN I RECENTLY BOUGHT MY \$4K DOMAIN. -OBIE

Pair interviewing



Visual radiator: interview debrief



Personas before interviews

Provisional Persona

Customer

Background

• Has one or more day/part-time jobs

• Craigslist

• Word of mouth

• Does ~~very~~ many things

"Emily"

Pain

• Needs supplementary income

• lack of time to find new work

How we delight

Provisional Persona

Customer

Blue collar Biz owner

Background

• Handyman (music, massage)

• one-person biz

• no office

• no website

• out and about

• lower online sophistication (craigslist)

• work from word of mouth + Craigslist, truck sign

"Steve" "Ston"

"My reputation is everything"

"I do good work - why don't more people call me?"

Pain

• needs more biz

• ? ? ?

How we delight

• lots of leads

• great online reputation

- Judis. vs. Iron

- Inst. and Sony vs. do this

- Recurring vs. 1x

- Blue collar vs. white - on brand

Personas after interviews

Stanly - Funeral Director



Smith Family Funeral Home
 One of 3 funeral directors
 1 full time support person,
 1 part time
 250 funerals a year

Objectives

- ▶ Wants to collect & submit the information quickly
- ▶ Easily get the obit to all the places it needs to be.
- ▶ Seamless experience for client family - no criticism from client family

Values

- ▶ Help him avoid mistakes - make it easy to correct them
- ▶ Single source of placement
- ▶ Help him understand & meet deadlines
- ▶ Help him get it done quickly so he can do other things.

Margarette - Obituary Reader



Holland, MI
 - married with adult children and grand children
 - reads the weekend paper
 - work & church social network
 - lived in Holland for 20 years

Objectives

- ▶ Know when people in her social network pass
- ▶ Know how to respond - what to do and do it
- ▶ Likes to read a good story about someone who passed
- ▶ Saves obits as memories especially of close family
- ▶ Short term reminder e.g. about funeral & send card

Values

- ▶ Support, on a daily basis, learning when people in her social network have passed
- ▶ Provide info to help her decide what to do and do it
- ▶ Provide an enjoyable experience learning about the lives of community members who've passed
- ▶ Support her need for short-term reminders & long term memory

Rachel - Next of Kin



Mount Pleasant, MI
 - Father, who lives in Ft. Myers FL, has just died
 - She has brothers & a sister ~~but she's not helping with funeral arrangements~~

Objectives

- ▶ Celebrate her father
- ▶ Honor his wishes
- ▶ Know what to do so she can do the right thing
- ▶ Let the right people know in a timely manner
- ▶ Tell the story of her father's life

Values

- ▶ Get the obituary published in the right places at the right time
- ▶ ~~She wants to be able to~~
- ▶ Get it right - no mistakes complete, spelled correctly
- ▶ Looks good, professional

Team sketching



Visual radiator: team sketches



Feedback on paper prototype



Results of collaborative design



Cross-functional pairing



Image: Flickr, danicuki

Just enough documentation



Thank you!



Lean Design &
Agile Development
for Web & Mobile

