

Lessons From Humans: Design That Works

ONA 2013

Hong Qu
@hqu
October 17, 2013

About me



2003



2006



2012

2013



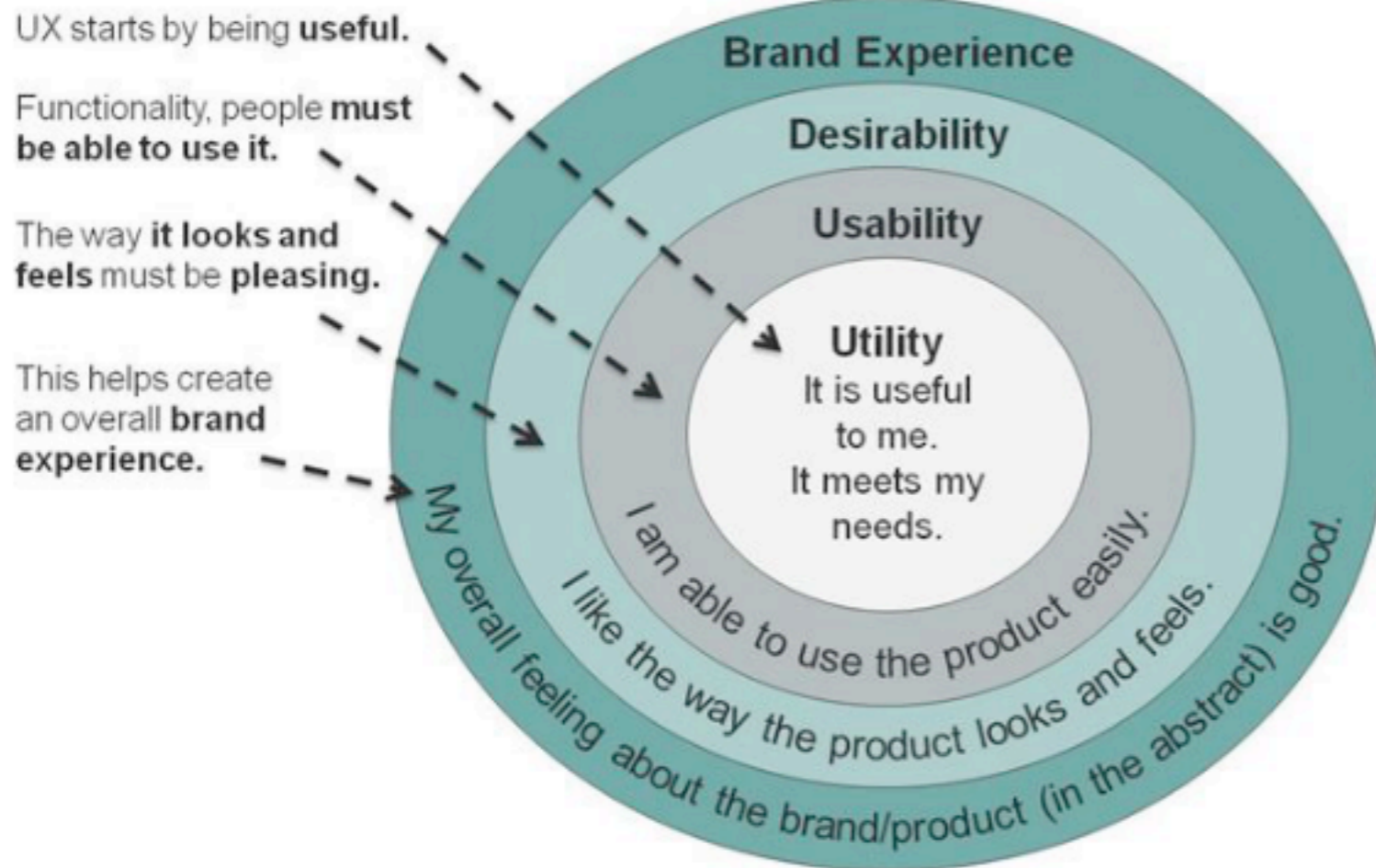
Ship Early and Often



https://en.wikipedia.org/wiki/Release_early,_release_often

UX Layers

1



Source: User Experience 2008, nnGroup Conference Amsterdam

Which layer of the user experience are you measuring?

How would you optimize its performance?

<http://www.neospot.se/usability-vs-user-experience/>

<http://www.neospot.se/usability-vs-user-experience/>

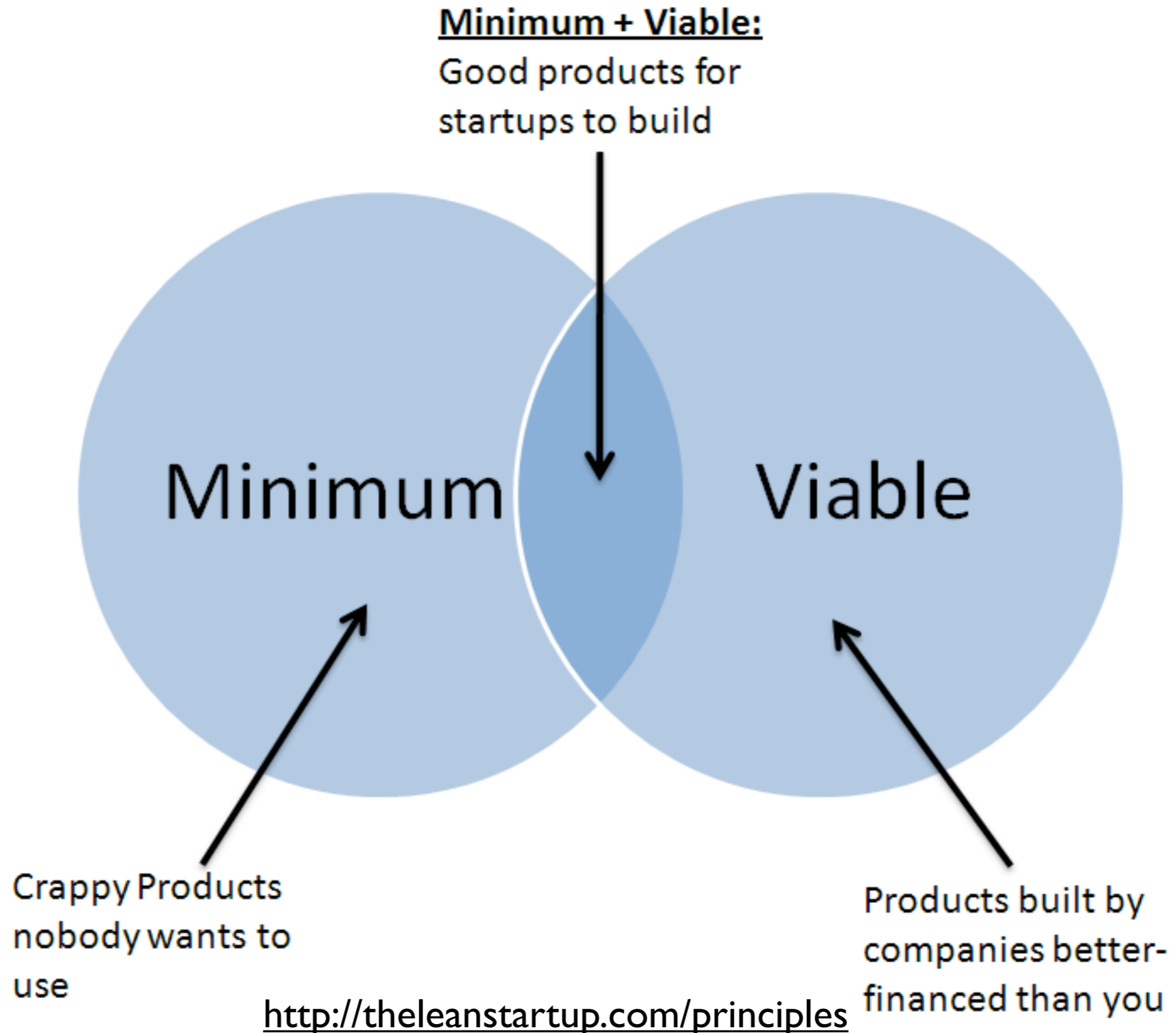
Matt Mullenweg



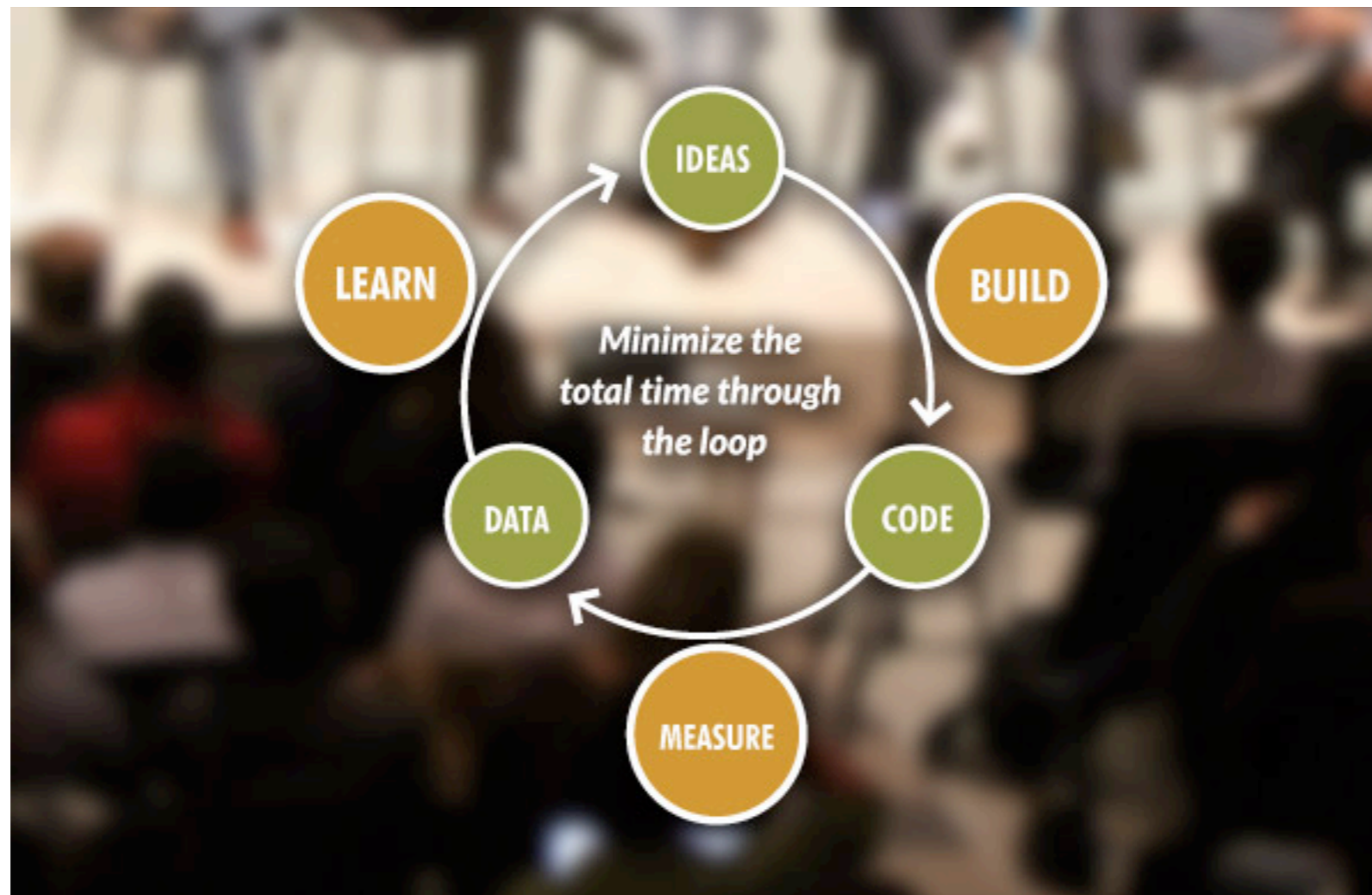
**“if you’re not embarrassed
when you ship your first
version you waited too long”**

<http://ma.tt/2010/11/one-point-oh/>

Minimum Viable Product (MVP)

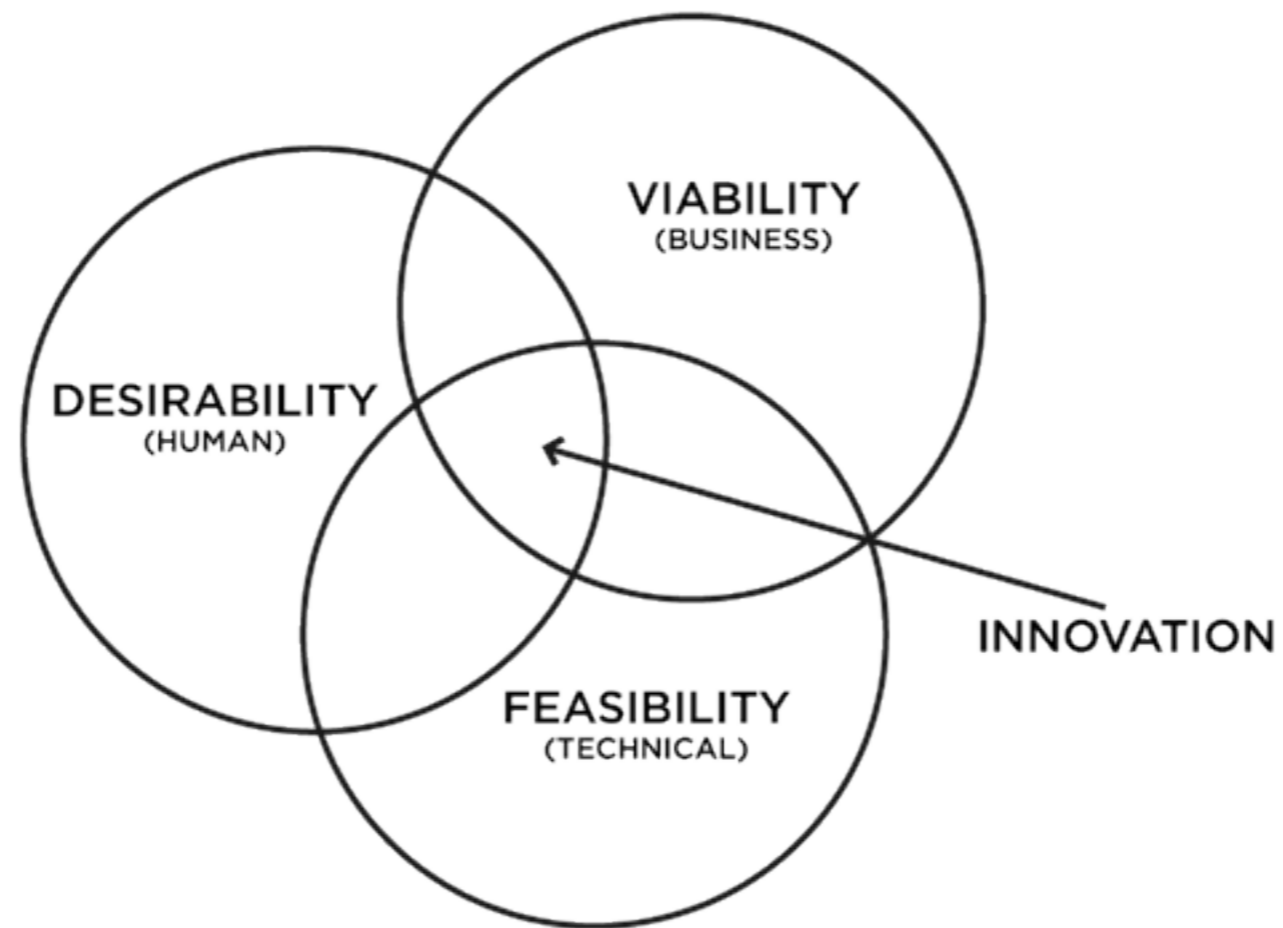


Lean Methodology



<http://theleanstartup.com/principles>

Design Thinking



<http://www.ideo.com/about/>

Design inspiration

Think like a **game designer**



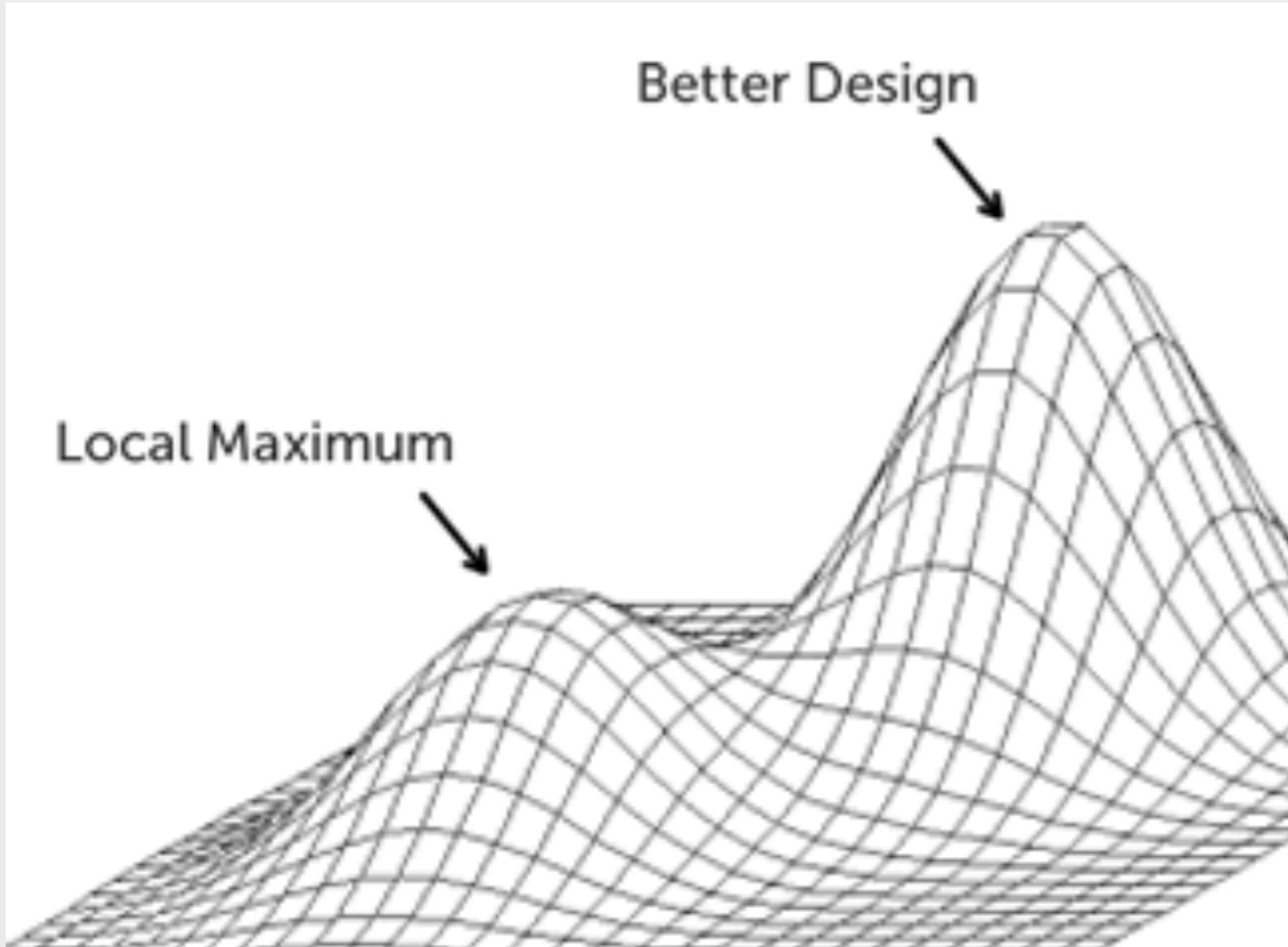
Formulate strategy at the **systems** level (e.g. metaphors, game mechanics)

Understand user's **goals**
motivations
incentives

Harness interplay between user types

Unpack user behavior the way an anthropologist or sociologist studies social practices

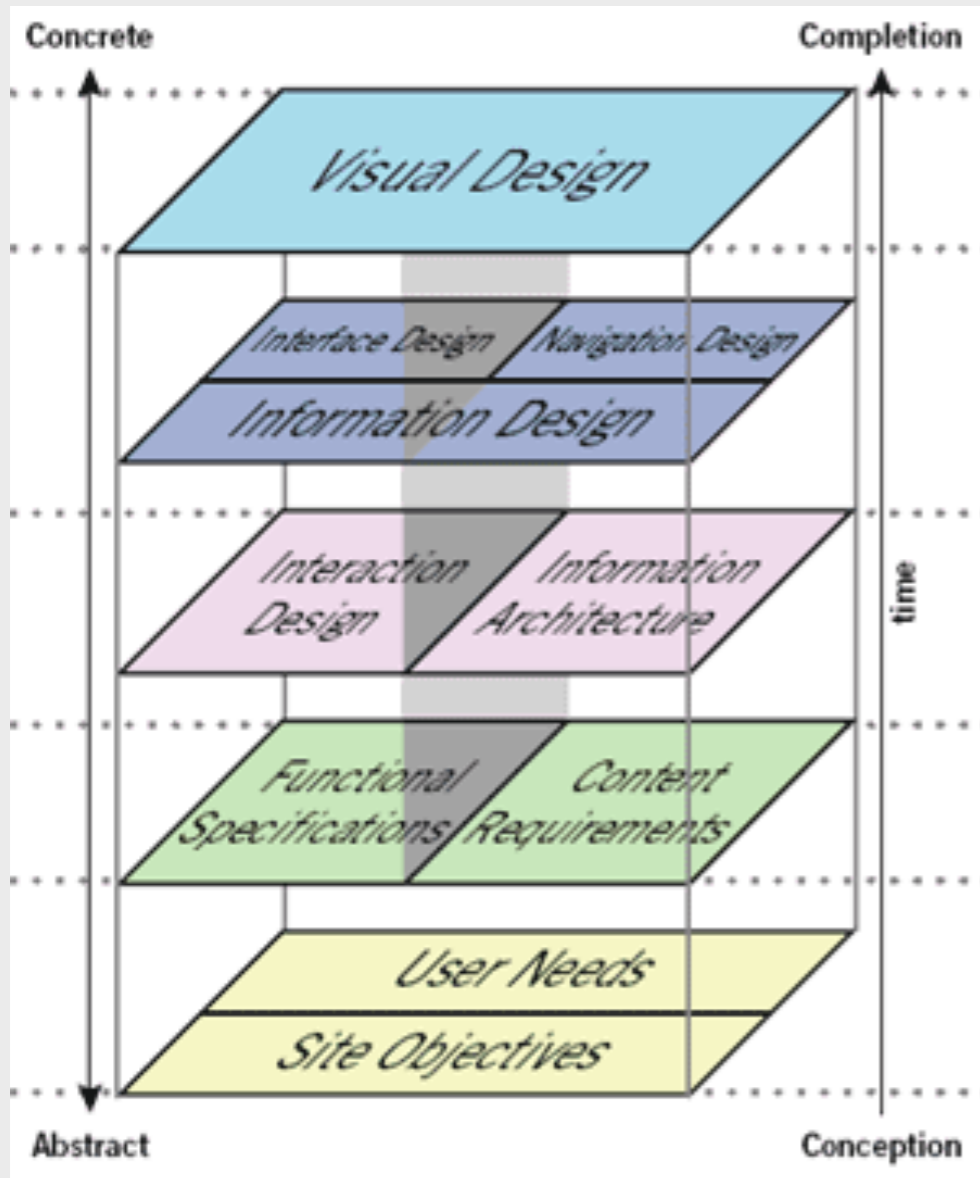
|



“The local maximum occurs frequently when UX practitioners rely too much on a/b testing or other testing approaches to make improvements”

Role of Analytics in UX Design

6



Single action level

Page level

Feature level

User level

Business KPI

CTR, Subscribe

Time on site, Bounce

Task completion

Register, Checkout

7 day actives

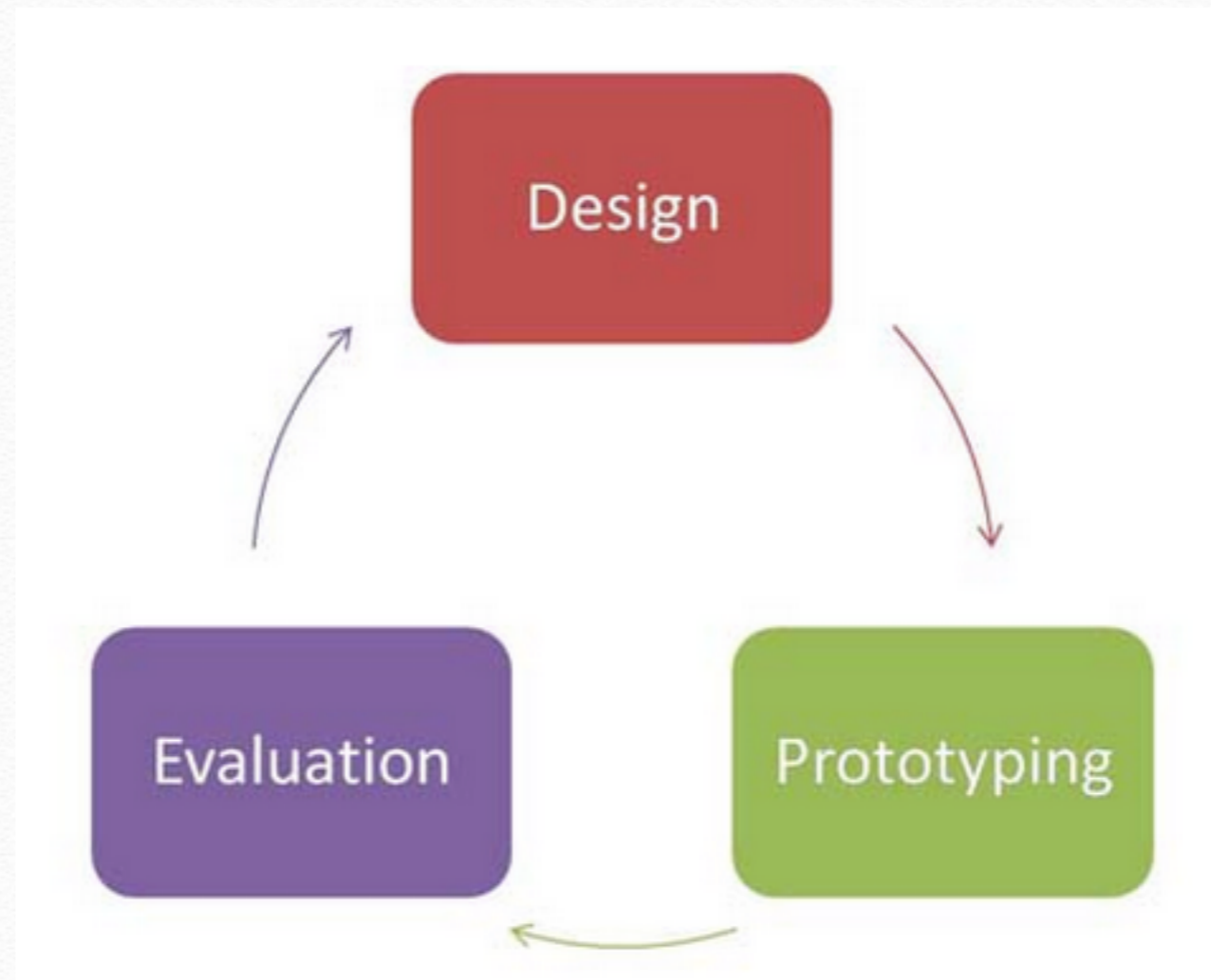
Cost per customer acq.

Revenue, ARPU

Net promoter score

Life-time value

Design Process



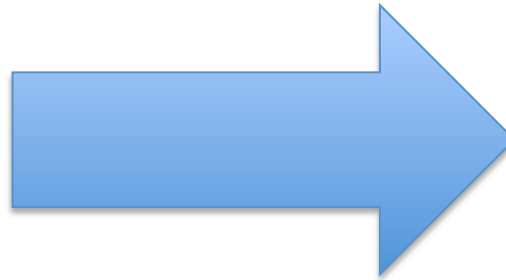
[User Centered Design](#)

Product Ideas

Resources

Time

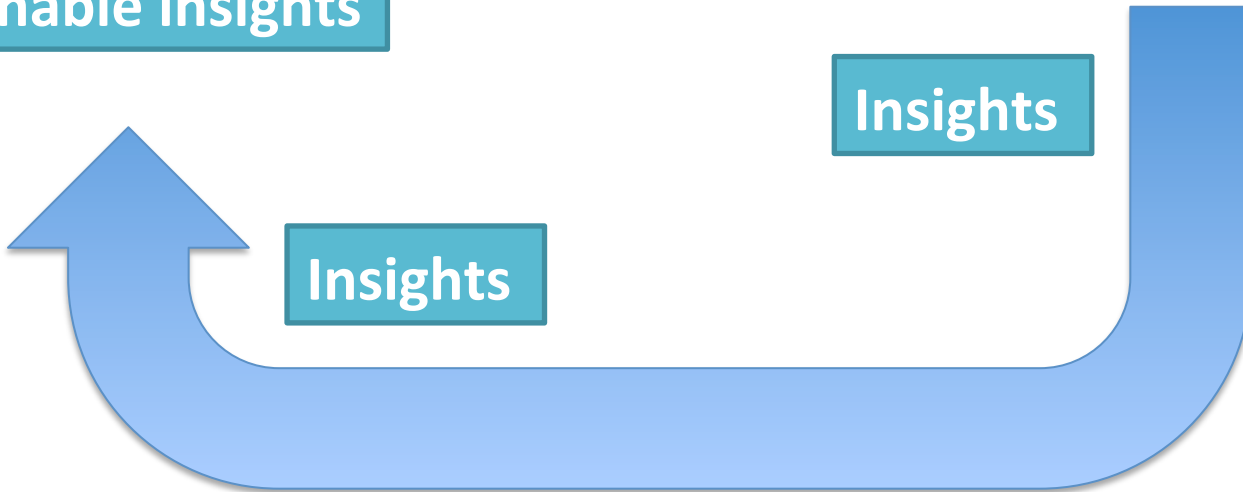
Actionable insights



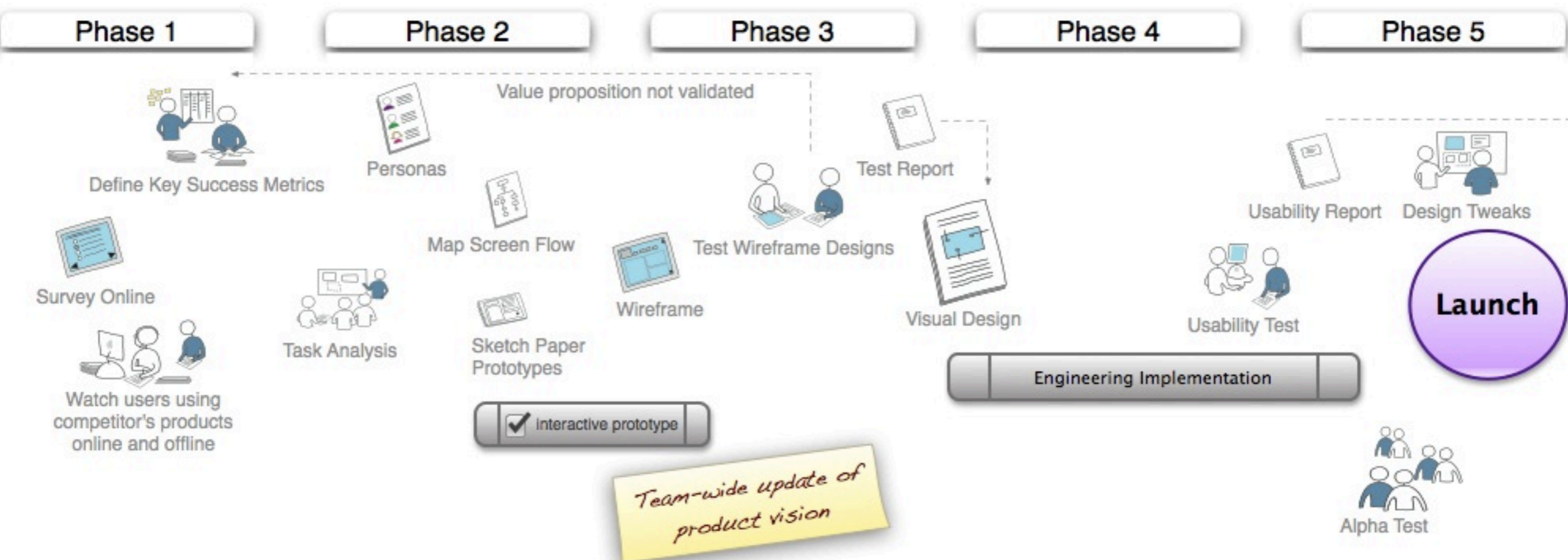
Prototypes

Insights

Insights

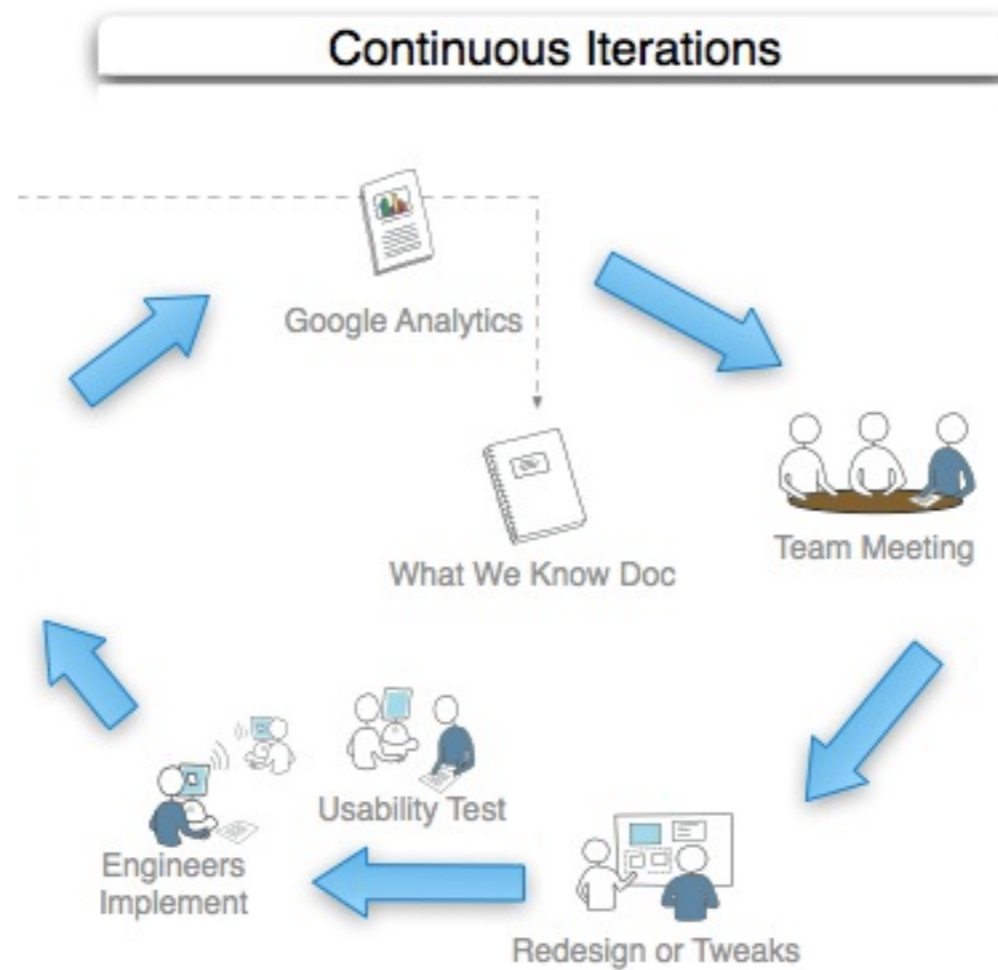


My Process



http://bit.ly/UX_process_stages

Iterative Development



https://en.wikipedia.org/wiki/Iterative_and_incremental_development

	PLANNING	ROUGH SKETCHES	PAGE DESIGNS	PROTOTYPE	FIRST USABLE VERSION	"CUBICLE TESTS"
WHAT TO TEST	Competitors' sites	Sketch of Home page Names of top level categories and site features	Home page Second-level page template Content page template	As much as you have working	As much as you have working	Each unique page
FORMAT	Live site	Paper	Paper	HTML prototype	Live site	HTML page
HOW TO TEST	"Get it" Key tasks	"Get it" Names of things	"Get it" Basic navigation	"Get it" Key tasks	"Get it" Key tasks	Key tasks
WHAT YOU'RE LOOKING FOR	What do they like/love? How does it fit into their lives? What works well? How hard is it to do key tasks?	Do they get the point of the site? Does it seem like what they need?	Do they get the point of the site? Do they get the navigation? Can they guess where to find things?	Do they still get it? Can they accomplish the key tasks?	Do they still get it? Can they accomplish the key tasks?	Can they accomplish the key tasks?
SESSION LENGTH	1 hr.	15-20 min.	15-20 min.	45 min.-1hr.	1 hr.	5 min. per page
# OF TESTS	1	1-3	1-3	1-3	1-3	1 per page

TOTAL BUDGET: 13 TESTS x 3 USERS PER TEST x \$100 PER USER = \$3900

Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems





Personas

Kivio Users				
	The researcher	The Sysadmin	The OSS developer	The CS student
				
Name	Alexander Weiß	Donald M. Berry	Kristian Larsson	Eric Neville
Age	30	30	26	24
Location	Germany	US	Sweden	France
Social Life	Alexander lives with his girl-friend in a flat in Hamburg.	Donald lives with his wife and 1-year old daughter in a house in Portland.	Kristian shares an apartment with two friends in Stockholm. His girl-friend lives in Uppsala. They see each other every weekend.	Eric lives with his parents in a small city close to Lyon. He visits the university there. Often, he stays at his friend's apartment for playing PC games and programming.
Work Life	He works at centre for environmental systems research and designs plans for replacable energies in a EU-funded project.	He is a lead system administrator in a huge network solutions company in Portland.	A software developer with a dayjob in a medium-sized software company. Works on KDE in his spare time.	He is a student of computer science. Besides university, he performs small programming jobs for people in his neighbourhood.

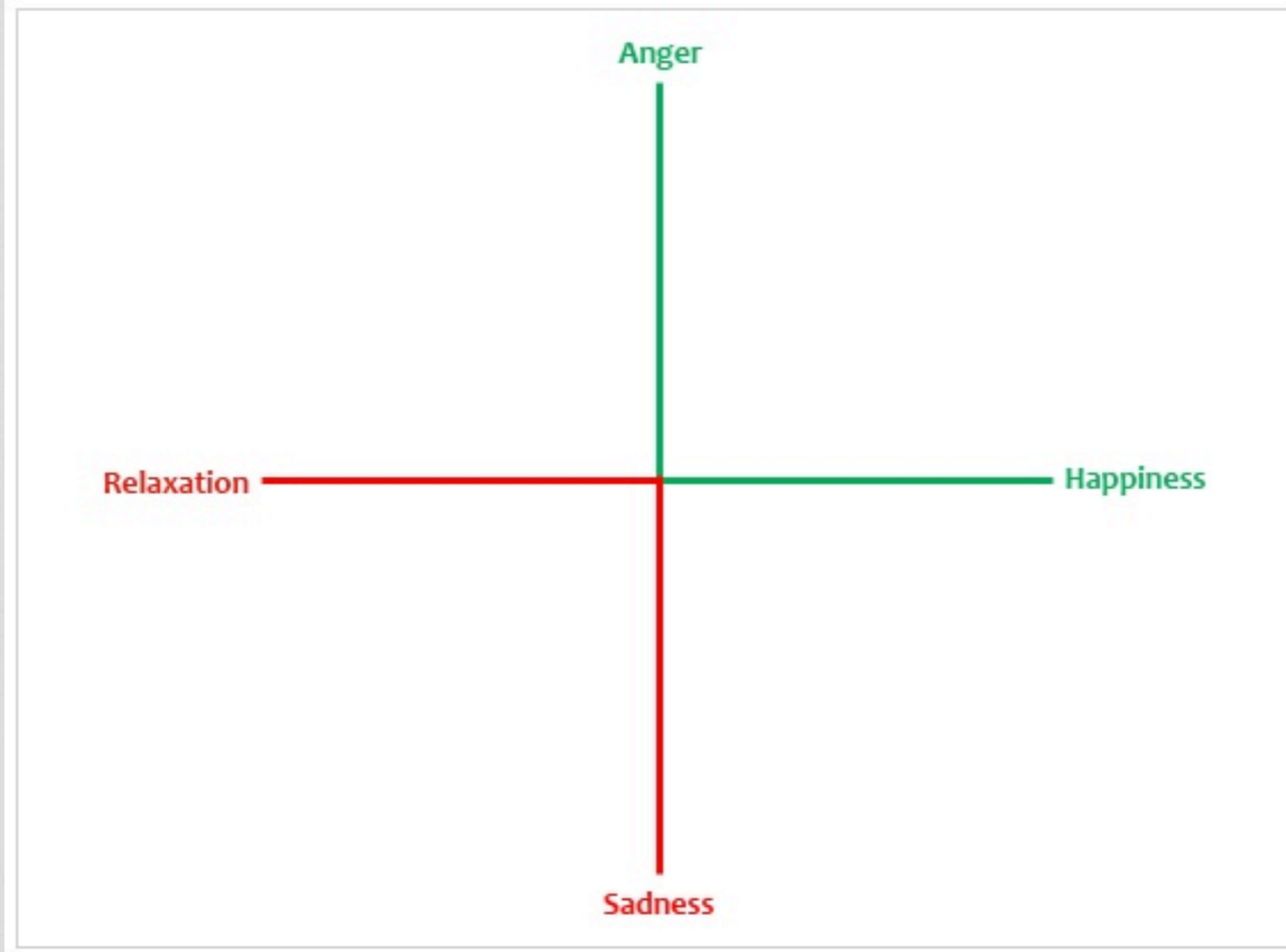
<http://www.adaptivepath.com/ideas/a-little-thing-about-personas/>

Why people don't share

- * Privacy
- * Unknown audience
- * Exposing yourself to judgement
- * Don't feel a sense of control
- * Construction different identities for different groups of friends
- * Like to consume guilty pleasures, but don't want anyone to know
- * Self censoring
- * Socially awkwardness to bring up controversial issues
- * Cannot unshare
- * Easy to copy and forward

Emotional valence

Both "positive" values — anger and happiness — are factors that are very good indicators of what gets passed around the Web.



* Viral Content: Why We Share Some Things and Not Others



Mon San Sebastian

@MonBaste



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"Prototypes are questions. Ask lots of them."
-- Scott Klemmer #UX #HCI

 Reply  Retweet  Favorite  More

1
RETWEET



3:47 AM - 4 Apr 13

<https://twitter.com/MonBaste/status/319717740548063232>



James Landay

@landay

 Follow

Name of speaker? RT @PARCinc
"prototyping is only valuable if it is cheap" --
#PARCForum speaker

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1
FAVORITE



5:25 PM - 20 May 10

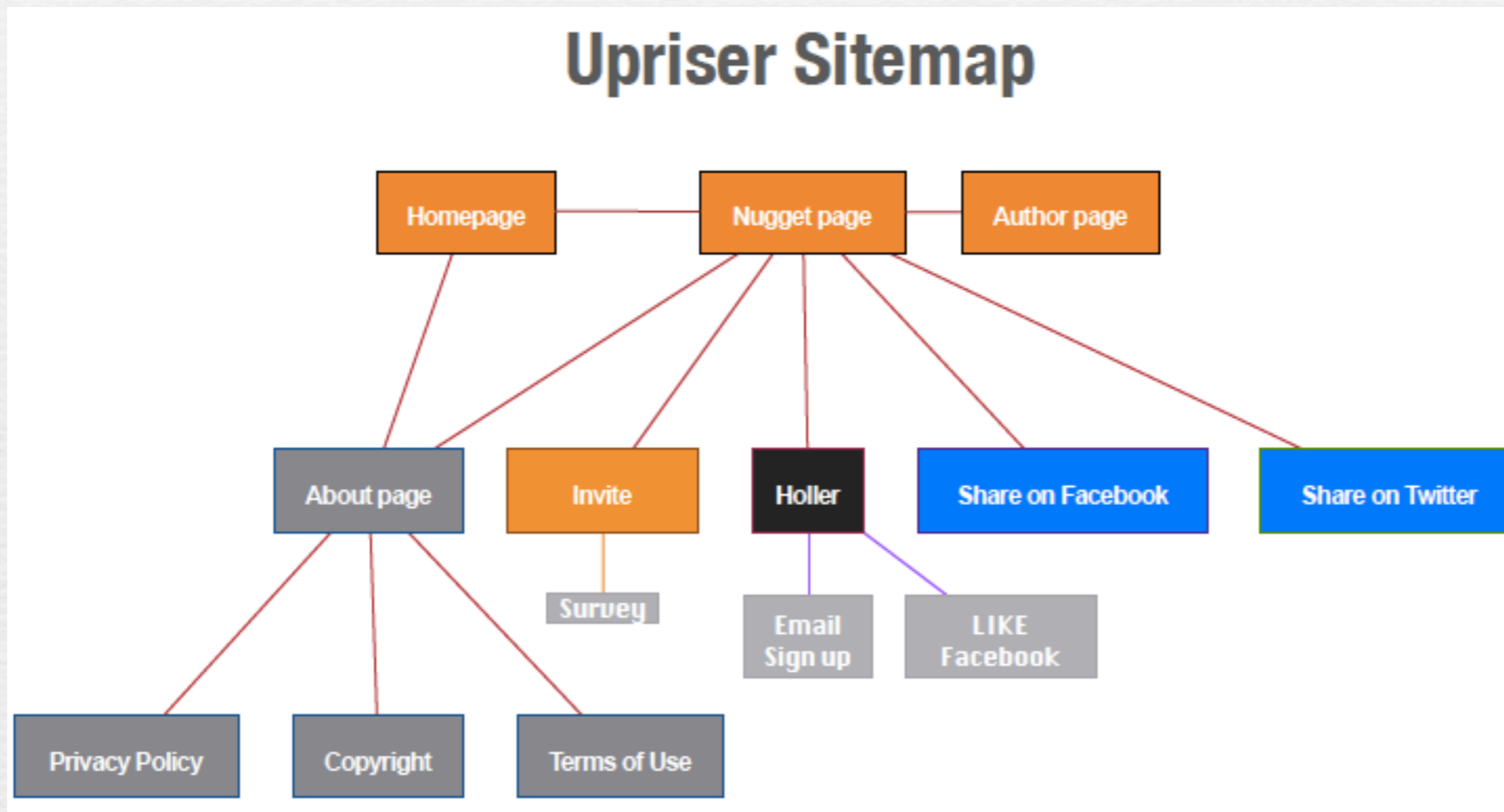
<https://twitter.com/landay/status/14393808841>

<http://www.parc.com/event/1109/for-example.html>

How to Prototype

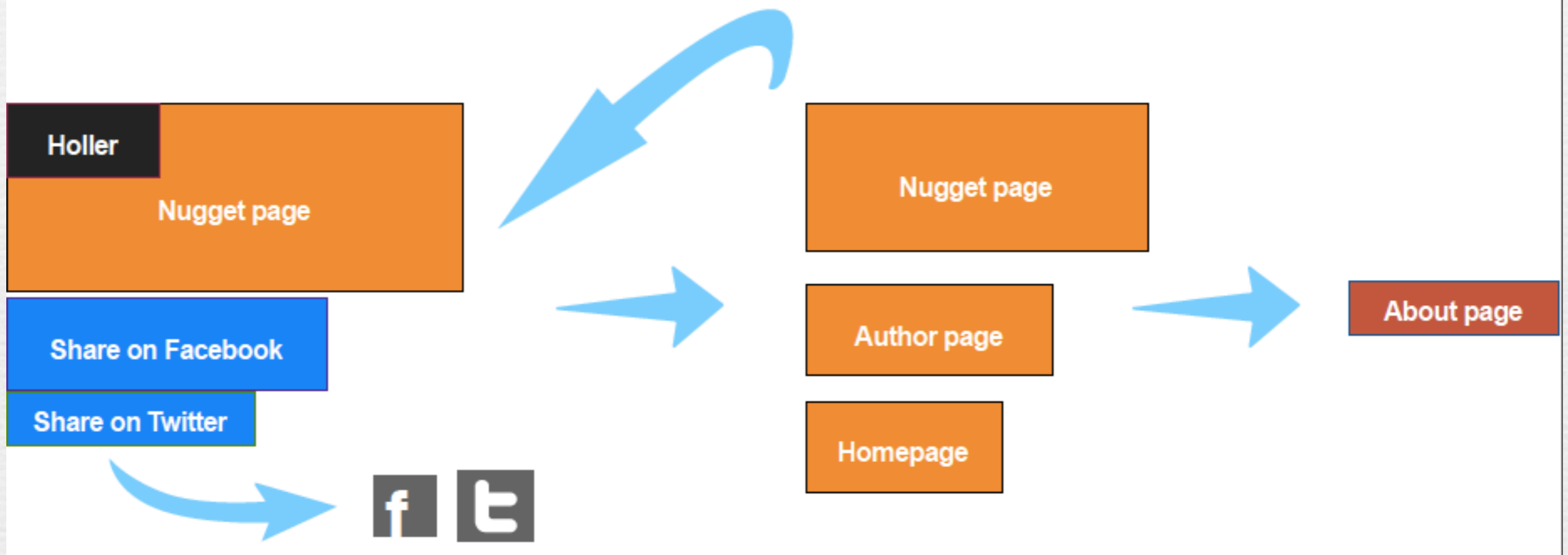
- Start by modeling system level site map and navigation flow diagrams
- Be specific about what you want to learn from building and testing the prototype
 - Help team to gain an understanding the feature set
 - Collect qualitative data point to guide design direction
 - Validation testing to ensure that users “get it”

Sitemap






Flow Diagram

Upriser Navigation Flow



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- What if Everyone Saw This Message From Robert Redford?**

7,893 18,246
- 18 Jaw Dropping Photos of Europe's Deadly Winter**

489 12,899
- The Most Powerful Argument For Gay Marriage From a Republican**

5,678 974

What is this website?
 Hey guys, welcome to our website and this is a website about what it is like to be a reporter. We're just a little website, and being here is just about the best thing you could ever do. We're a small, independent website, and we're committed to providing you with the best news and information you can find. We're not a big corporation, and we're not a big name, but we're committed to providing you with the best news and information you can find.

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Survey Results: Lorem Ipsum

How many people agree with President Obama's foreign policy? (Select all that apply)

Strongly Agree Agree Disagree Strongly Disagree

Other

Twitter Feed

- James Edwards** 10:00 AM
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Default listing page title

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18 Jaw Dropping Photos of Europe's Deadly Winter

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I Don't Like

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Sub-Head

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Today February 27, 2012

What if Everyone Saw This Message From Robert Redford?

18 Jaw Dropping Photos of Europe's Deadly Winter

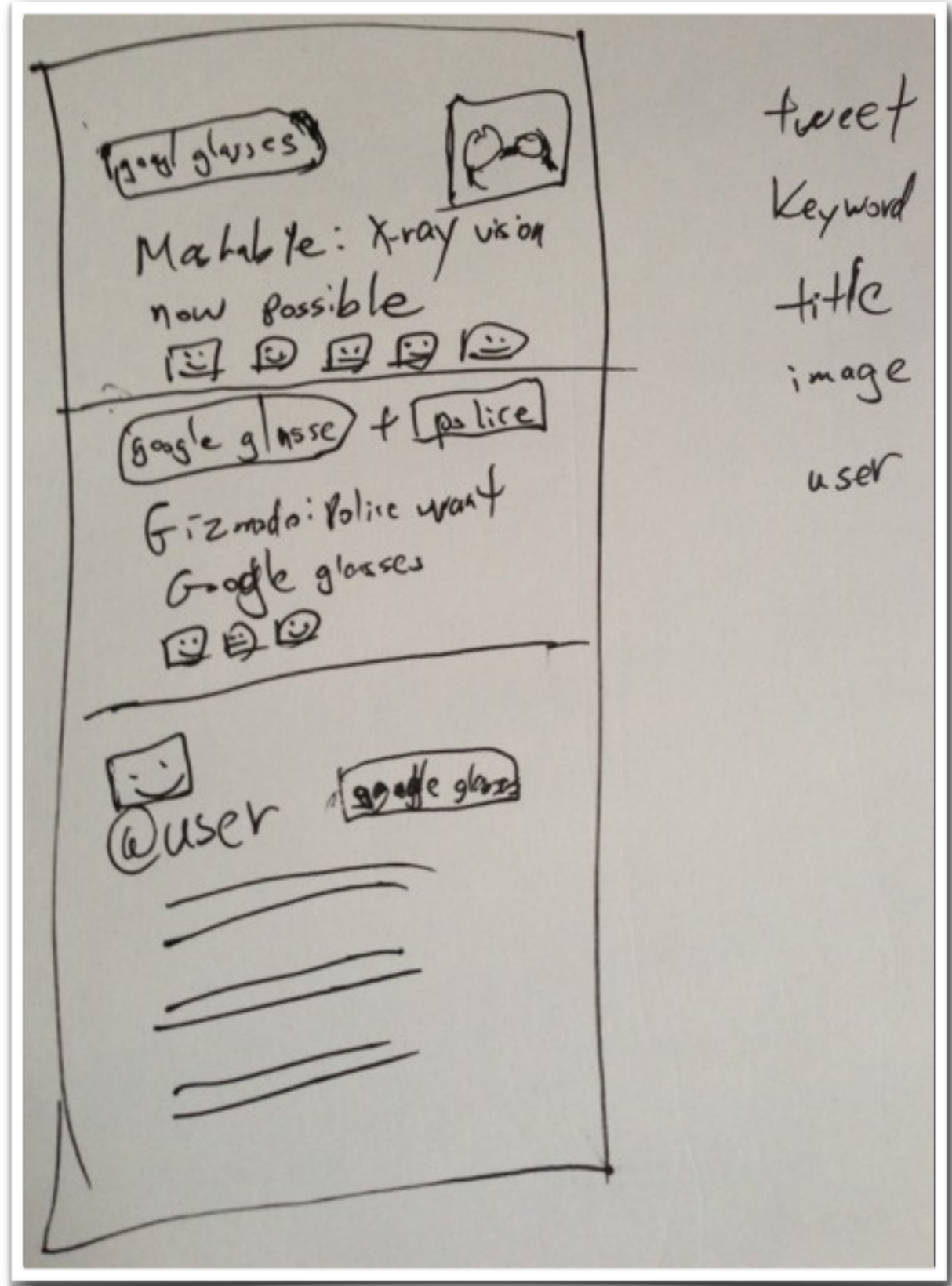
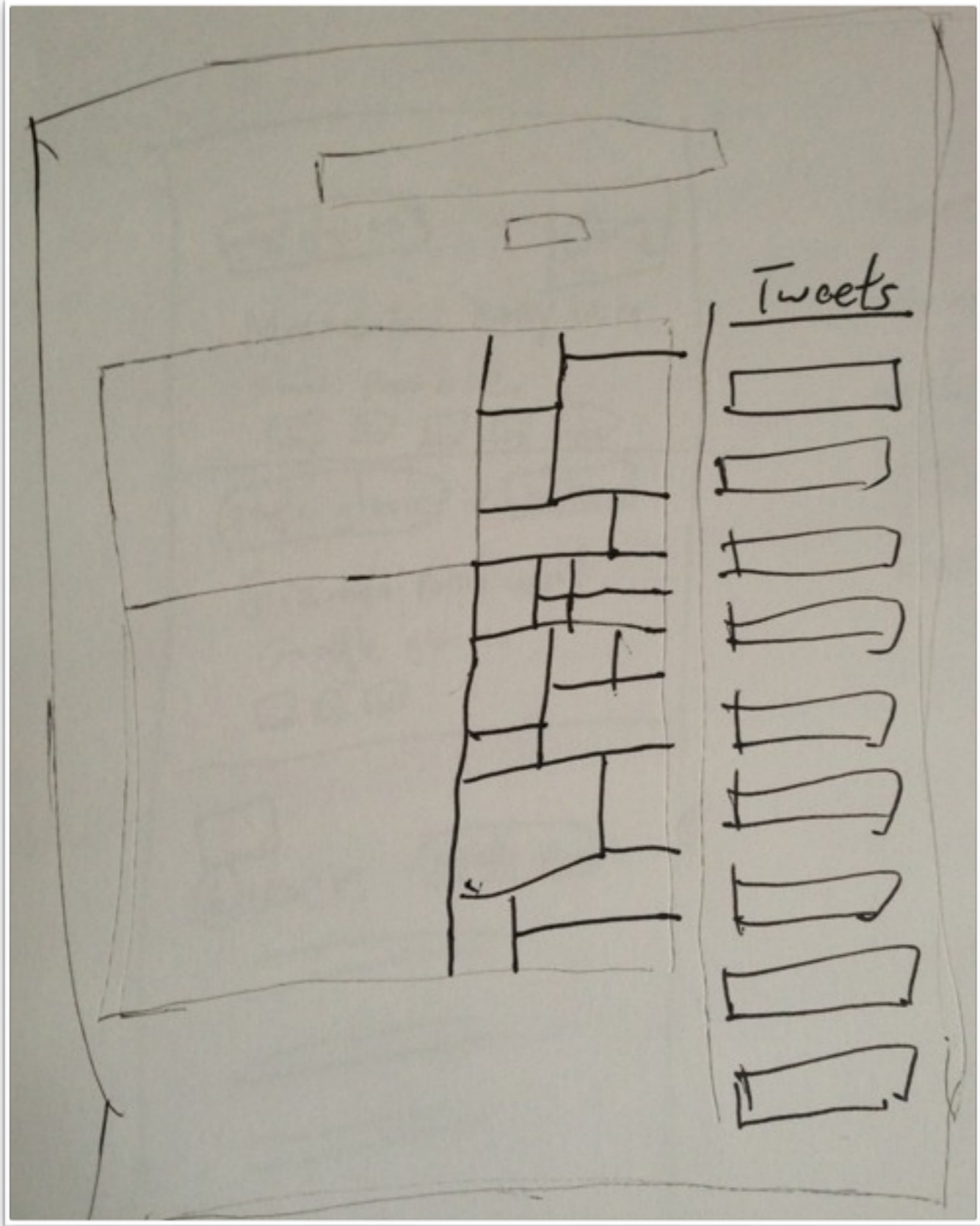
The Most Powerful Argument For Gay Marriage From a Republican

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Apple's 10 to 3 to 1

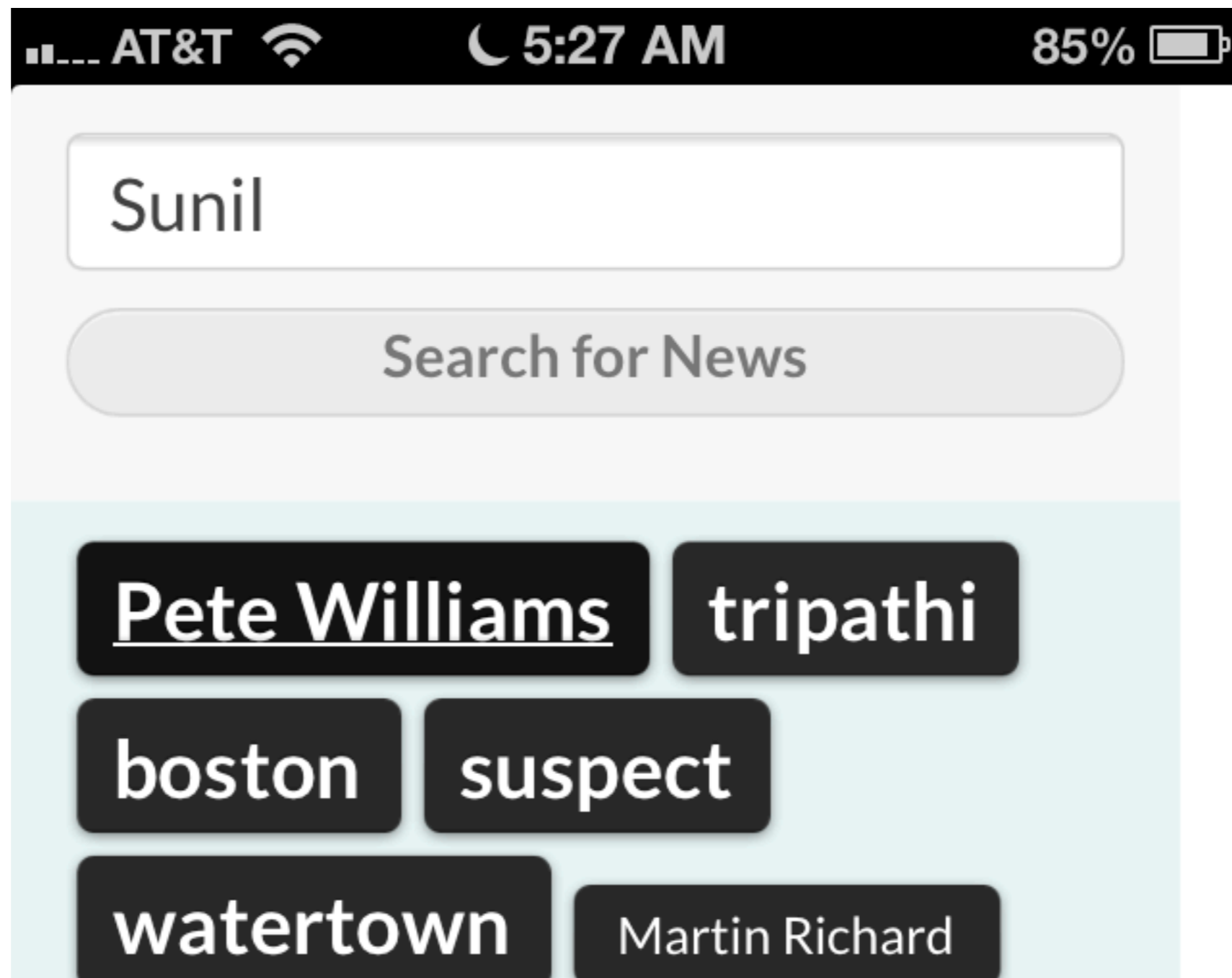
Apple designers come up with 10 entirely different mock ups of any new feature....

...They'll take ten, and give themselves room to design without restriction. Later they whittle that number to three, spend more months on those three and then finally end up with one strong decision.



Case Study: Keepr

<https://hackpad.com/About-Keepr-9Ns5vU6e8V7>



Design Software

keynotopia.com

balsamiq.com

omnigraffle

Axure

Project Management Tools

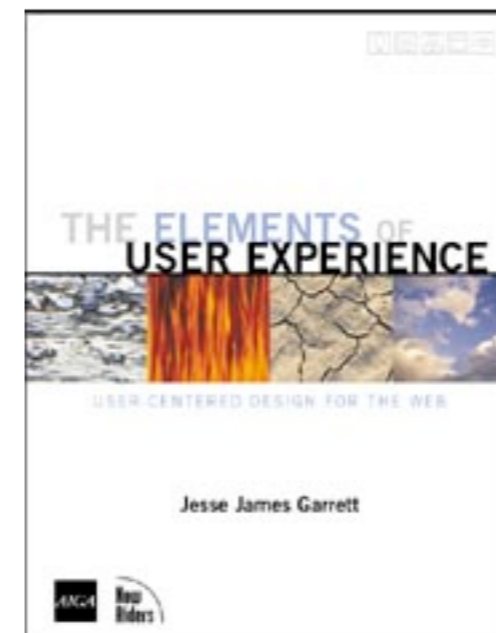


Books

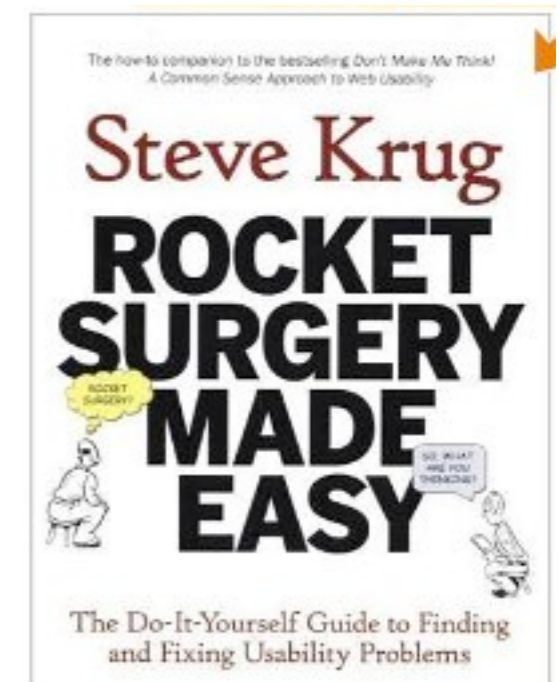
Sketching the User Experience
by Bill Buxton



The Elements of User Experience
by Jesse James Garrett



Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems
by Steve Krug



MOOC

UC San Diego

Human-Computer Interaction

Scott Klemmer

Helping you build human-centered design skills, so that you have the principles and methods to create excellent interfaces with any technology.

Workload: 10-12 hours/week

Taught In: English

Subtitles Available In: English, Turkish, Japanese



Scott Klemmer
University of California,
San Diego

<https://www.coursera.org/course/hci>

News Consumption Behavior



...capturing the user interest during the day by reporting fresh and interesting news, and encouraging readers to follow up later on when they have the time to devote to a more in-depth analysis.

<http://www.journalismfestival.com/news/hal-varian-on-the-economics-of-the-newspaper-business/>