

What did we learn last week?

What is User Experience? (Select one answer)

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A measurement scale for how good a website is

The experience of a customer

A description for all the interactions between a customer and your business, online and offline, at any time.

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(Select all the answers you think are correct)**

It increases customer satisfaction and engagement

It can lead to increased profits

It can reduce the cost of redevelopment

It captures data about the product/service being sold

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(Select all the answers you think are correct)**

The problem you are trying to solve

The expected number of customers on your website

Your customers' needs

The number of User Interfaces you will build

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What is the correct order of the stages in the UX Design process? (Select one answer)

Develop, describe, design, release, discover

Discover, describe, design, develop, release

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(Select all the answers you think are correct)

Intuitive

Meets users' needs

Bold colour scheme

Consistent

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What are the 5 steps in the UX Process?

Discover

Discover Describe

Discover Describe Design

Discover
Describe
Design
Develop

Discover

Describe

Design

Develop

Release

Understanding your Users

Why is user feedback important?

Importance of User Feedback

The first step in the discover phase is to understand who your users are going to be.

It is a common trap to design for yourself, which may work well if the user is similar to you...

...but it is more likely to miss out on a huge portion of needs or fail to address problems that you haven't seen because you are too close to the issue.

Importance of User Feedback



You



User

Importance of User Feedback

So research to try and find out what needs you are filling for them, what are their pain points right now?

**Are they familiar with, or brand new to, the concept?
Have they tried this kind of thing before?**

What age, nationality, etc. are they?

What hobbies, or activities do they enjoy?

Importance of User Feedback

Remember, your users will vary. So try to understand any commonalities or differences that they may have, so that you can cater for them.

Input from representatives of real users is by far the easiest and safest way to ensure that, before you build anything, you're on the right track.

Research Methods

UX research has two parts: gathering data, and synthesizing that data in order to improve usability.

At the start of the project, design research is focused on learning about project requirements from stakeholders, and learning about the needs and goals of the end users.

Research Methods

What methods can you use to learn about your users?

First, try to decide what's important, and then choose which approach is best.

Interviews or focus groups with typical users are a great way to start.

Surveys and questionnaires about what they do right now and how they feel about it.

Market research, using reports and statistics or anything else that is available.

Research Methods

Remember not to try and lead the user into answers with your questions.

Try and stay away from things like, wouldn't it be great if the product did this?

Go more towards questions that don't lead them anywhere, such as, what are your frustrations?

What would you like the product/service to do?

Creating Personas

What is a Persona?

Persona is a simple tool to create your product/service with a specific target user in mind rather than a generic one.

It's a representation of the real target audience data, gathered in previous research such as user interview.

Remember that every proper Persona is based on reliable data taken from relevant research.

Why are Personas Important?

Deep understanding of a target audience is fundamental to creating exceptional products.

Personas help a design team find the answer to one of their most important questions, “Who are we designing for?”

By understanding the expectations, concerns and motivations of target users, it’s possible to design a product or service that will satisfy users needs and therefore be successful.

Why are Personas Important?

They Build Empathy

Empathy is a core value if designers want to make something that is good for the people who are going to use it.

Personas help designers to create understanding and empathy with the end users.

Thanks to personas designers can:

Why are Personas Important?

Thanks to Personas designers can:

Gain a perspective similar to the user's.

Creating personas can help designers step out of themselves and recognize that different people have different needs and expectations.

By thinking about the needs of a fictional persona, designers may be better able to infer what a real person might need.

Why are Personas Important?

Thanks to Personas designers can:

Identify with the user they are designing for.

The more designers engage with the persona and see them as ‘real,’ the more likely they will be to consider them during the design process and want to create the best product for them.

Why are Personas Important?

Thanks to Personas designers can:

Shape project strategy.

A deep understanding of a user's behaviour and needs makes it possible to define who a product is being created for and what is necessary or unnecessary for them from a user-centered point of view.

Why are Personas Important?

Personas also help prevent common design pitfalls:

Self-referential design.

This happens when designers design as if they are making the product only for themselves, when in fact the target audience is quite unlike them.

Why are Personas Important?

Personas also help prevent common design pitfalls:

Elastic user.

An elastic user is a generic user which means different things to different people.

Designing for an “elastic user” happens when product decisions are made by different stakeholders who may define the ‘user’ according to their own convenience.

Why are Personas Important?

It's worth mentioning that although personas can help designers prioritize the features, they can't be used as the only tool for prioritization; the needs and goals of the business itself should be also considered.

Both the needs of the business and users should be balanced to create a harmonious solution.

Characteristics of a Good Persona

Personas reflect real user patterns, not the roles of different users.

Personas aren't fictional guesses at what a target user thinks, they are based in solid research.

Every aspect of a persona's description should be tied back to real data (observed and researched).

Personas aren't a reflection of roles within a system.

Characteristics of a Good Persona

A persona focuses on the current state (how users interact with a product), not the future (how users will interact with a product).

A persona is context-specific (it's focused on the behaviours and goals related to the specific domain of a product or service).

How to Create a Persona

Take a closer look at your data

The first step is to take a closer look at your data gathered in Discovery Phase, mainly User Interview.

Tag your most essential insights, primarily problems. If you work with a client, you should also account your stakeholder point of view.

A persona should reflect business goals, as well. Both the needs of users and business are crucial to creating a balanced and successful Persona.

How to Create a Persona

Identify patterns

Once you gather some data to analyze, it's time to identify trends.

It's time to take a closer look at tagged data to see if overlaps emerge naturally.

In this point, you should understand that different groups of people have a novel approach to the subject, product or service.

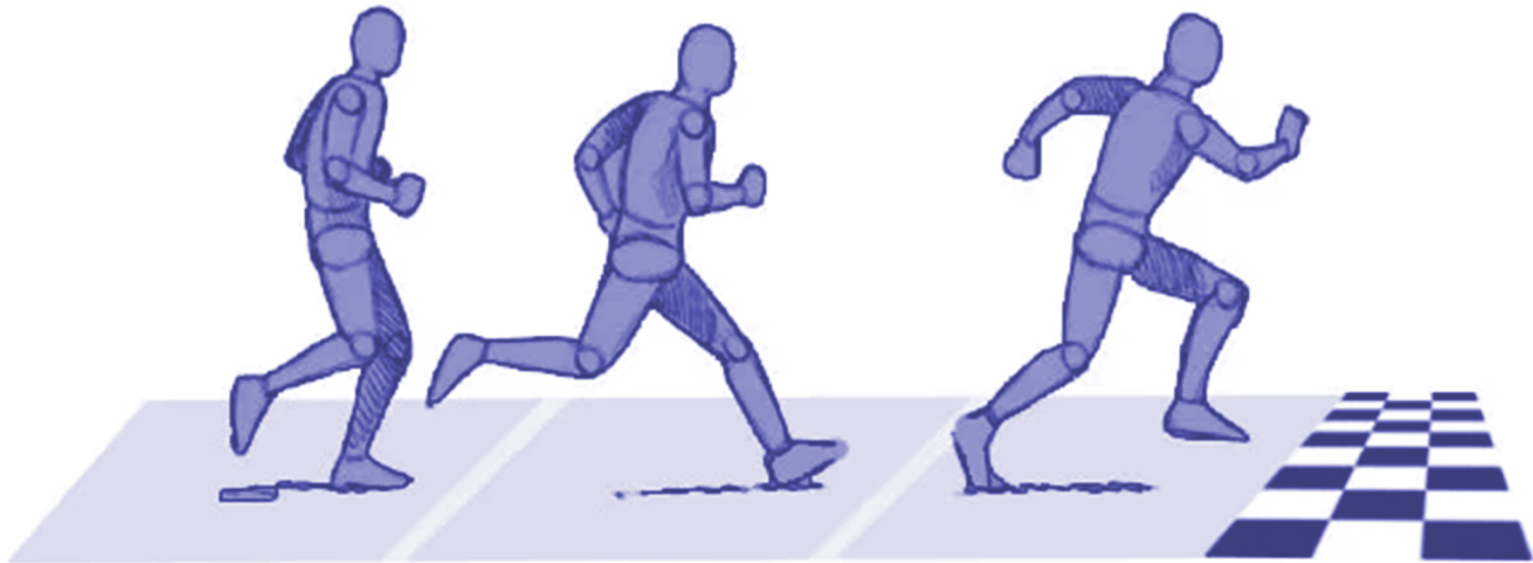
How to Create a Persona

Identify patterns

<https://www.uxmatters.com/mt/archives/2009/02/patterns-in-ux-research.php>

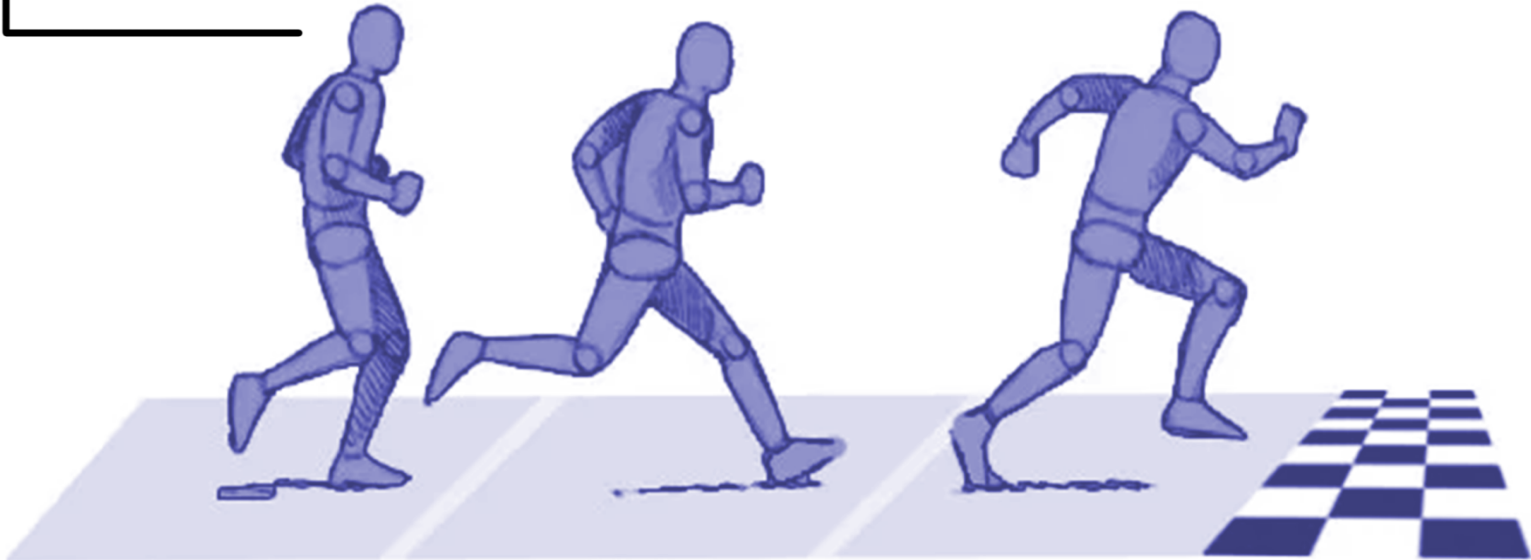
Creating Scenarios

<https://www.interaction-design.org/literature/topics/user-scenarios>



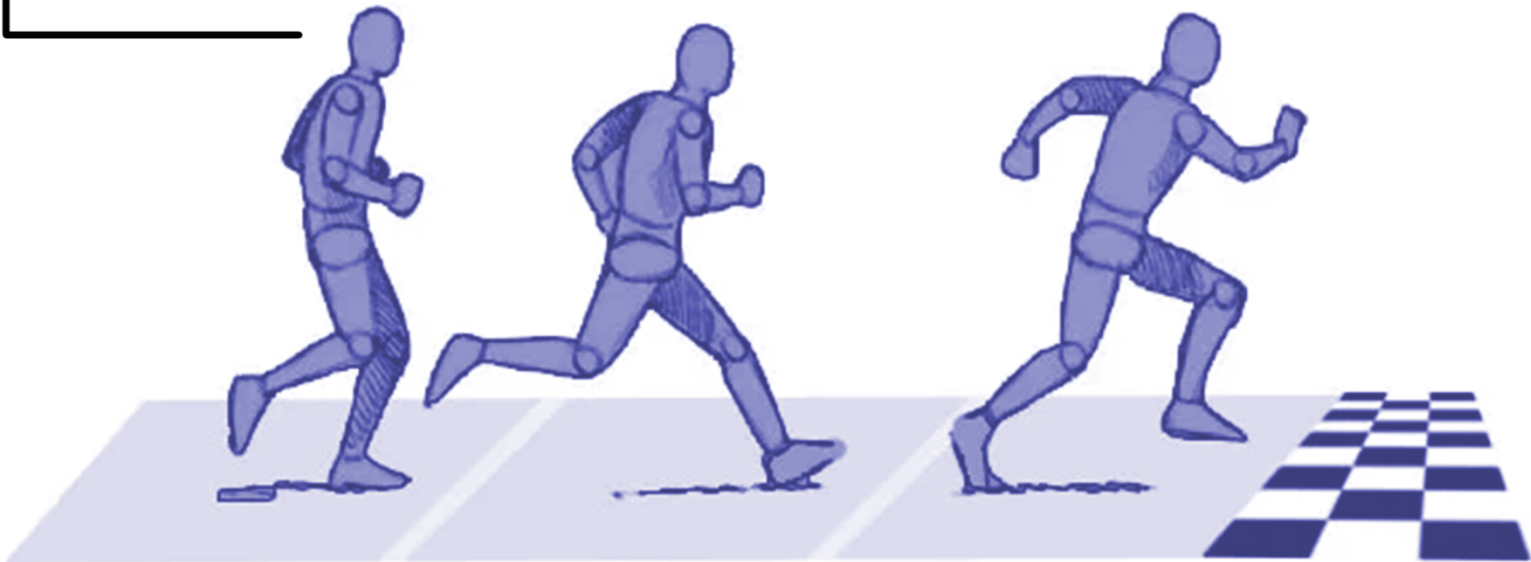
1. Persona

Defines who the story is about. This main character has attitudes, motivations, goals and pain points etc.



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2. Scenario

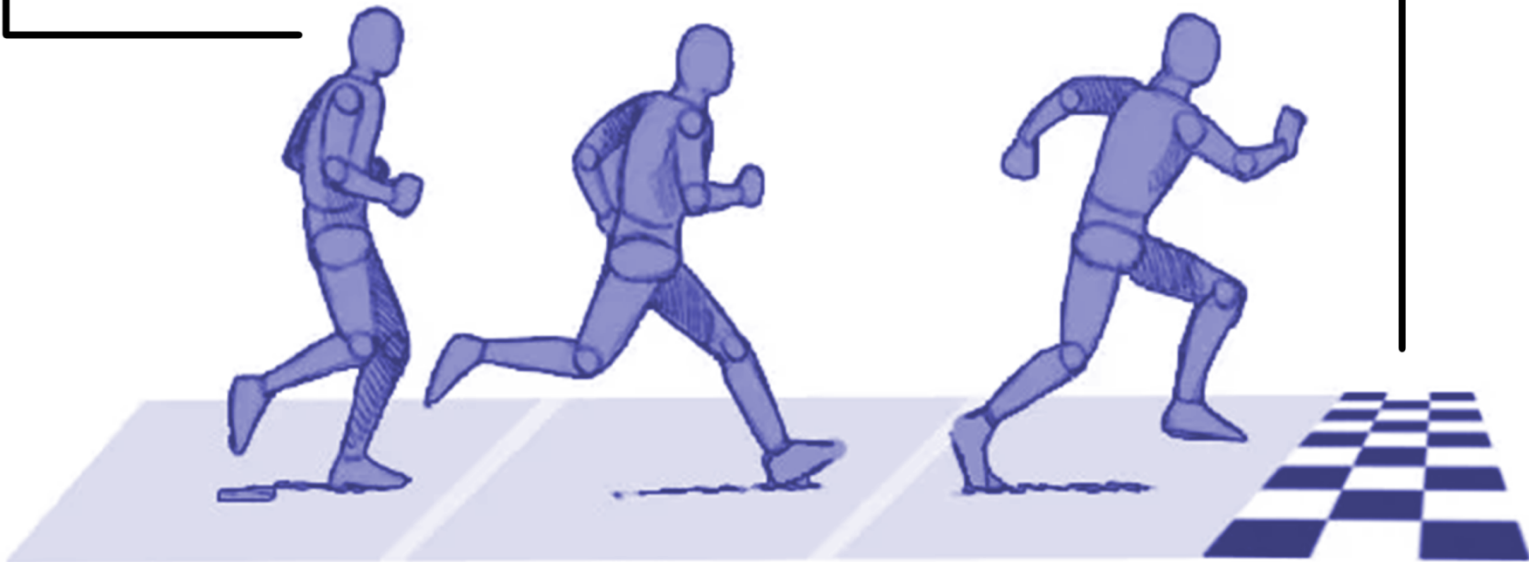
Defines when, where, and how the story of the persona takes place. The scenario is the narrative and describes how the persona behaves as a sequence of events.

1. Persona

Defines who the story is about. This main character has attitudes, motivations, goals and pain points etc.

3. Goal

Defines what the persona wants or needs to fulfill. The goal is the motivation of why the persona is taking action. When that goal is reached the scenario ends.



2. Scenario

Defines when, where, and how the story of the persona takes place. The scenario is the narrative and describes how the persona behaves as a sequence of events.

Generally, when creating a persona document you should include the following information:

Persona name

Photo or illustration to represent the persona

Demographics (gender, age, location, marital status, family)

Goals and needs

Frustrations (or “pain points”)

Behaviours

Bits of personality (e.g. a quote or slogan that captures the personality)

Persona examples

(Created for a DIY brand)



Derek

Confident & Capable at DIY

“ I love DIY. It's like an achievement I can look back at and say, I did that. I'm trying to teach my son as well. ”

I'm career-driven, with three young kids and a wife to look after. I'm so busy with work and the family that I never have time to myself. This is something I'd like to change. I'm a dedicated family man and I live for the weekends when I can spend time at home.

DEMOGRAPHICS

Age : 50
Status : Married
Profession : Office manager
Lives in : Hertfordshire,
4 bedrooms
Detached house

GOALS

We're re-tiling and re-flooring the bathroom in our home. They're worn out after years of wear and tear.
We want to complete our family bathroom project with minimum disruption to our daily life and have a nice refurbished family home.

BUDGET



TECHNICAL ABILITY



HOME IMPROVEMENT EXPERTISE



Confident and capable – within certain known activities

PAIN POINTS

- ⊖ Time Poor
- ⊖ Puts off getting started
- ⊖ Struggles to keep track of what tools he already owns

ENABLERS

- + Full toolbox
- + Owns a car
- + Knows tried & tested tradesmen
- + Has a high level of confidence

BEHAVIOURS

My wife and I both get involved with DIY when there are aesthetic decisions to be made, but she leaves it up to me when it gets more technical.

My kids mostly struggle to engage, though for some reason they like picking paint colours.

DEVICES

- + Windows Laptop
- + Android phone



Alice

Novice DIYer

“We don’t do ‘proper’ DIY, but we’re constantly buying new things for the house. I usually get a contractor to build it.”

Me and my fiancé are building our dream flat. I probably like to imagine when I’m buying things that I could do anything, but generally there’s a reality check when I get them home. I work with a contractor to accomplish the things I’m trying to achieve.

DEMOGRAPHICS

Age : 30
Status : Engaged
Profession : Marketing executive
Lives in : Marseilles, France
2 bedroom
Apartment

GOALS

I’m putting in my dream bathroom. I’m constantly looking online for inspiration and for the perfect tiles, curtains, flooring and fittings. I really want my bathroom to look and feel premium and high end.

BUDGET



TECHNICAL ABILITY



HOME IMPROVEMENT EXPERTISE



Comfortable constructing flat-pack furniture but not much more

PAIN POINTS

- Limited knowledge & vocabulary
- Struggles to seek out complex product names in DIY shops
- Poor relationship/trust with contractor(s)

ENABLERS

- + Enthusiastic and engaged
- + Willing to spend time seeking out the right products
- + Sure of her aesthetic tastes

BEHAVIOURS

My builder gives me a shopping list and I have to go and ‘make it real’. But he gives me unhelpful suggestions that are even too vague or too specific, and I can’t always trust that he is factoring in my budget.

DEVICES

- + Macbook Laptop
- + iPhone phone



Marion

Confident but lacks DIY skills

“The house is never perfect for me – just as one project ends another one starts. I usually start online, but I find products by accident while out shopping.”

I'm a single mother of two. The kids keep me occupied when I'm at home, and I'm feeling a bit stretched financially. It's a bit of a struggle but I manage. For me, DIY is a way of giving something to my kids – a beautiful home to grow up in.

DEMOGRAPHICS

Age : 43
Status : Single
Profession : Florist
Lives in : London
2 bedroom
Semi detached house

GOALS

I'm sick of the look we've had since me and my ex-husband moved in. I want to re-paint, and change the lighting and curtains and give the place a fresh new look.

BUDGET



TECHNICAL ABILITY



HOME IMPROVEMENT EXPERTISE



Confident and enterprising, but limited skill & experience

PAIN POINTS

- Limited tools & DIY materials
- Projects have low momentum
- Solo adult decision-maker and participant in home improvement projects

ENABLERS

- + Relatively time rich
- + Sure of her aesthetic tastes

BEHAVIOURS

My kids: Take an interest when it's to do with their rooms, but less so communal areas; they like shopping with me and helping pick products.
My mum: Has great taste and helps me choose when I'm out with her.

DEVICES

- + Windows Laptop
- + Windows phone

Activity

Think of your charity, or the app that you designed last week;

What user types would you research?

What questions would you ask these user types?

Create personas for your target audience.

So what have we learnt?

Which of the following methods can be used to gather user research? (Select all that apply)
Select all the answers you think are correct.

Focus groups

Surveys

Watching the user use a competitor's mobile app

Collecting data outside your target audience

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Their pain points in similar music streaming services

Their experience level with the technology in your design

Their demographics and their attitudes to different musicians and artists

Their hair colour, height and weight

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To describe your own background and needs for the product or service

To understand a profile of a typical user, their motivations and experience, and to help create your design

To document details of every individual user who you hope will use your product or service

To sell your concept to investors

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What are the most important things to do when brainstorming? (Select all that apply)

Only record ideas that are the most realistic and affordable

Log your ideas directly into a computer document neatly

Generate lots of ideas and capture them on a whiteboard or paper, or however you feel comfortable

Avoid analysing or criticising ideas

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When deciding which ideas and requirements should continue in the design, what should you base your decision on? (Select all that apply)

Which would give the customer the best experience

Which will cost the least

Which ideas are fully formed and complete

What is technically feasible in the ‘real world’

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