

User Experience Design

ACCA7020

Lecture 4 – Behaviour Basics

Know Yourself

“If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle.”

Sun Tzu, *The Art of War*

- ▶ You cannot design an effective UX without understanding the users
- ▶ You also cannot design an effective UX without understanding yourself

Know Yourself

What is the difference between you and your users?

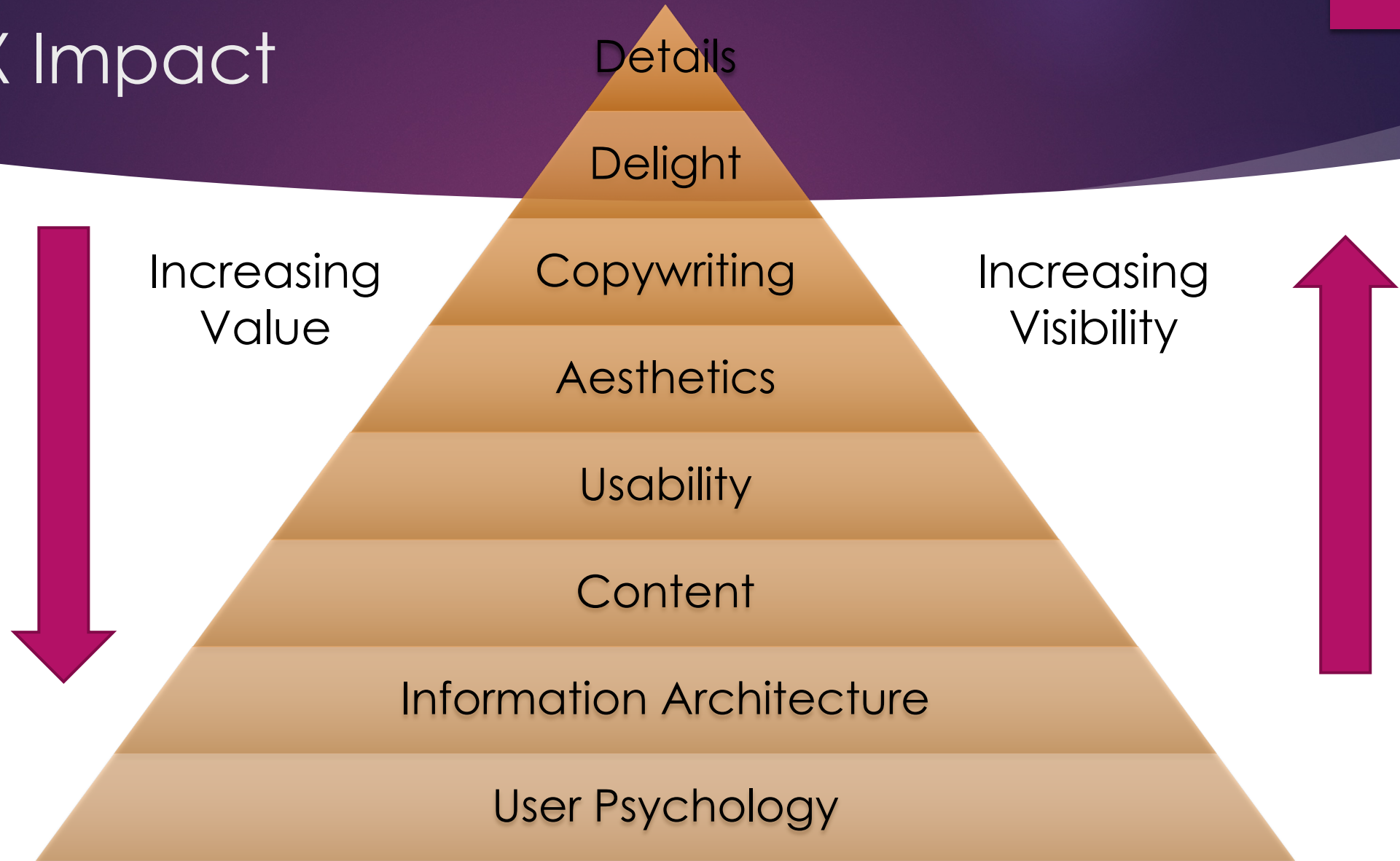
- You want things that don't matter to your users
 - Menu categories that match company departments
- You know things that don't matter to your users
 - Software is expensive because it takes time to build
- Your users know less than you know (but they're not stupid!)
 - You can't create a DB record without field <<XXX>>
- Your users probably don't care about the things you care about
 - Your software is expensive? Pirate Bay!

You need to take the *user's perspective*

User Perspective

- ▶ The user has three basic questions when faced with a new system
 - ▶ What is this?
 - ▶ Titles and images are good for this
 - ▶ Use simple terms rather than complex language
 - ▶ What's in it for me?
 - ▶ Show users what they will get
 - ▶ This can be images, videos, user testimonials...
 - ▶ What do I do?
 - ▶ Make the user's next action an obvious one (this doesn't need to be limited to offering only one option)
 - ▶ Work out what they want to do next and give them the tools to do it

UX Impact



User Psychology

All human brains are basically the same with some very small differences

Psychology is about identifying the ways in which all humans are the same

- If we know how people are alike, we can predict their behaviour under different circumstances
- Yes, people have important individual differences but the basic behaviours are the same
 - We're all running the same OS, although our versions and add-ons will differ

Culture is a human construct that dictates how we display that we are basically the same

- We run the same OS but use different GUIs

User Psychology

UX designers need to know some psychology

UXD is the practice of creating non-random effects in people in order to solve problems

- You are making users feel, think, and do things
- THIS LEADS TO BIG ETHICAL ISSUES

What is an experience?

An
experience
has 6
elements

What the user *feels*

Easy to study – observe and talk to users

What the user *wants*

Important – if you change what they see you may change what they want

What the user *thinks*

Every time you make the user think you add to their *cognitive load*

What the user *believes*

People believe things for predictable reasons

What the user *remembers*

Memory makes mistakes, but designs can affect what people remember and what is forgotten

What the user *doesn't realise*

Things like information architecture and models of how users act

Emotions

- ▶ What a user feels is the emotional impact of the system
 - ▶ Two types: gain (happy) and loss (unhappy)
 - ▶ Emotions are reactions not goals (normally)
 - ▶ Motivations are goals, emotions are feedback
 - ▶ Time makes emotions complicated
 - ▶ Having to use a poorly-designed interface may be a minor annoyance if you have to use it only once or twice, but if you have to use it regularly annoyance may turn to anger or hatred
- ▶ Users normally feel happy when they know they are making progress towards their goals
- ▶ Give users feedback to show this

Maslow's Hierarchy

- ▶ Maslow's hierarchy of needs (1943)*
- ▶ The most fundamental needs are on the bottom, the 'optional' ones on the top
- ▶ If a need is not met, the person doesn't care about the ones above it

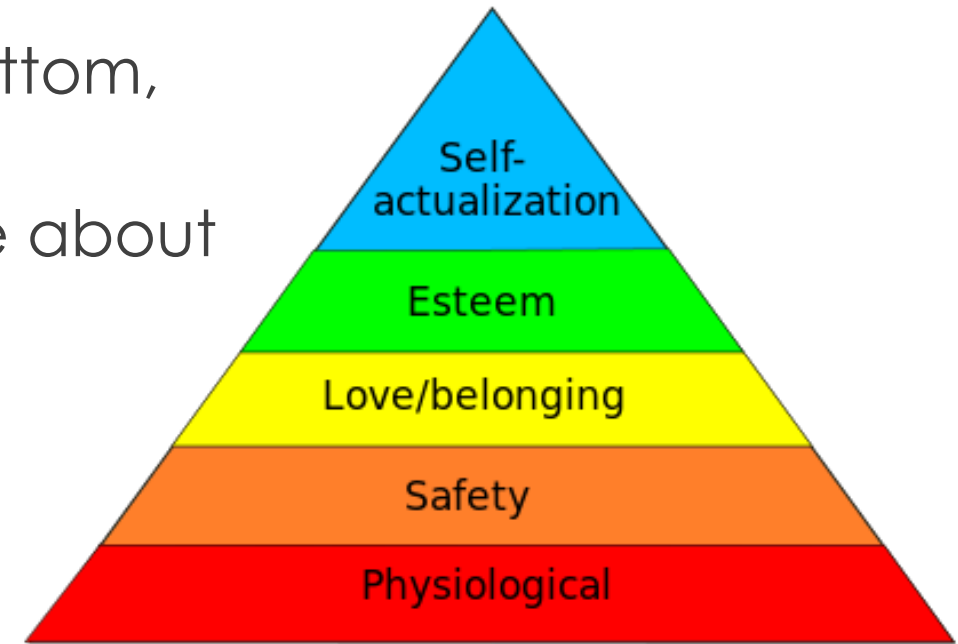
Self actualisation – realising your full potential

Esteem – desire to be accepted and valued by others

Love/belonging – friendship, intimacy, family

Safety – personal, financial, health, accidents

Physiological – survival requirements



* This refers to an individualistic society, not a collectivist one

Maslow's Hierarchy

- ▶ Western (European) and East Asian cultures view needs rather differently
- ▶ East Asian cultures are generally more collectivist than individualist
 - ▶ Harmony within your society is important

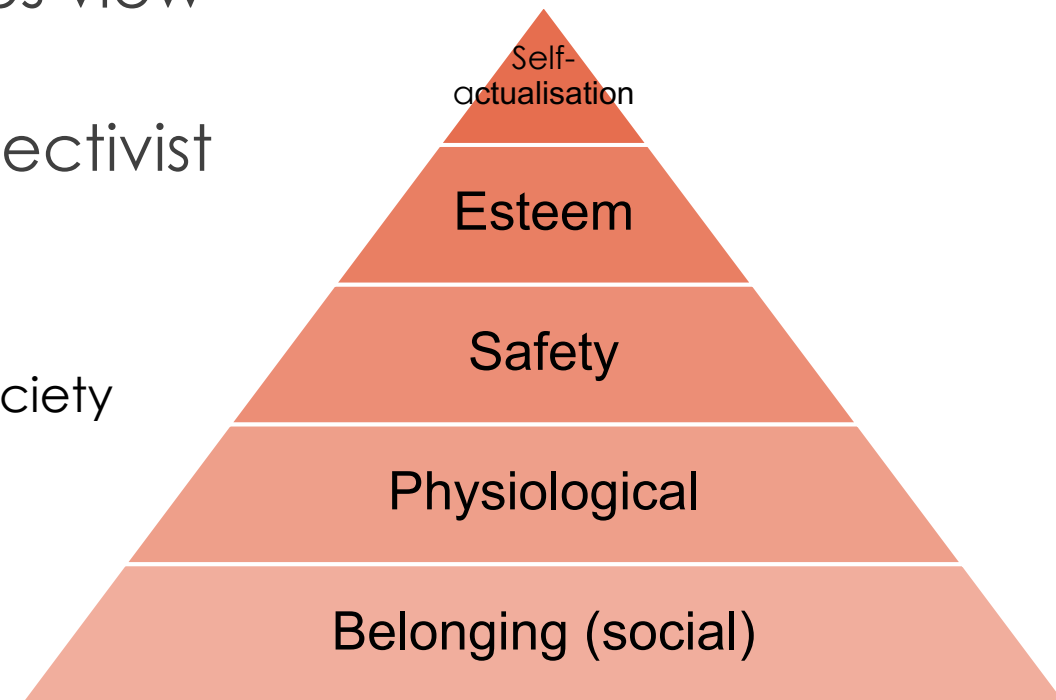
Self actualisation – realising your full potential in service to society

Esteem – desire to be accepted and valued by others

Safety – personal, financial, health, accidents

Physiological – survival requirements

Love/belonging – friends, family, society



Collectivist version

12 Universal Motivations

- ▶ Avoiding death
 - ▶ Dying is generally bad
 - ▶ Suicide occurs when other motivations are stronger than the will to live
- ▶ Avoiding pain
 - ▶ Similar to death, but less extreme
- ▶ Fuel
 - ▶ Your body needs air/food/water to live
 - ▶ Running out of one is bad
- ▶ Homeostasis
 - ▶ Internal balance
- ▶ Sleep
 - ▶ Sleeping is needed to allow the brain to perform essential maintenance tasks
- ▶ Sex
 - ▶ Works for most people
- ▶ Love
 - ▶ Of family, of children, of partner
- ▶ Protection of children
 - ▶ Some things are not considered suitable for children
 - ▶ Extra rules apply
- ▶ Affiliation
 - ▶ Belonging to a group
- ▶ Status
 - ▶ Status within a group
 - ▶ The desire to be the best
- ▶ Justice
 - ▶ Making sure that everyone gets what they deserve

Activity

- For each of the 12 Universal Motivations, identify if Ingress and Pokémon Go uses them and, if so, how?

Avoiding death

Avoiding pain

Fuel

Homeostasis

Sleep

Sex

- Love
- Protection of children
- Affiliation
- Status
- Justice
- Understanding

Applications in UXD

Affiliation

- The desire to belong is huge
- Nations, football teams, dog owners...
- Allow users to form and join groups

Status

- Users compare themselves with other users
- They need to feel that they are in control and that they are the best
- Award achievements
- Allow users to protect what they have gained

Applications in UXD

- ▶ Justice
 - ▶ Everyone wants to be liked and treated fairly
 - ▶ It applies to other motivations – if person A has caused person B to lose something unfairly then we normally want to see person B lose it too
 - ▶ Have rules of conduct and etiquette
 - ▶ Give users the power to choose champions

Applications in UXD

Understanding

- This is why you don't like it when FB changes its feature without warning
- To create curiosity:
 - Let the user know that there will be a gain or a loss in one of the other motivations
 - The bigger the gain or loss seems to be, the more interesting it becomes
 - Hold something back

Teaser trailers

Users will choose things they understand over things they don't understand

- Tell them what you're doing and why, so they don't view any change as a loss

Go

Go to Facebook/Renren (turn off your adblocker if you use one) and look at the sponsored material it offers you

Follow

Follow the links and look at how they're trying to 'sell' things to you

Record

Record which of the 12 Universal Motivations are being used for at least 25 different sites in a spreadsheet together with the site URL

- Avoiding death
- Avoiding pain
- Fuel
- Homeostasis
- Sleep
- Sex
- Love
- Protection of children
- Affiliation
- Status
- Justice
- Understanding

Coming Soon...

- ▶ Next lecture: User Research
- ▶ Homework: Read the articles linked to this lecture on Moodle.