The UX Experience

Notes from the ConveyUX Conference

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Four Ideas

1. Thinking, fast and slow
2. Collages to get past rationalizations
3. Experience maps to understand context
4. A mantra to stay focused
The User’s Vantage Point

- The user comes to your site out of their context
- They come to meet their needs
- They focus on what is salient to them
Steps in Using Your User Interface

- The user explores your interface (discovery phase)
- The user tries to use your UI based on their perception and intuition (System 1 Thinking)
- If necessary, they slow down and give it more attention (System 2 Thinking)
Obstacles You Might Put in Their Way

- Unreadable elements (too small, low contrast)
- Difficult to use design elements
- Unintuitive success path
- Slow response or no feedback
- Inconsistencies in language, icons, labelling, link texts
Thinking, Fast and Slow

● **System 1 Thinking** is fast, intuitive, and perceptual
  ○ Most of our actions and choices are made based on System 1 Thinking
● **System 2 Thinking** is deeper, slower, and requires more attention

From *Thinking, Fast and Slow* by Daniel Kahneman
Learning About the Inner User

- Observe actual behavior
- Engage other channels than words, such as visual
- Learn about the context of their decisions
Collaging

● “Getting answers to the questions you don’t know to ask”
● “95% of our thoughts and feelings are unconscious”
● Use images to evoke perceptions, intuitions and feelings

From Collaging by Kyle Soucy
Example: Match.com Dating Site

- Find test subject who has used the site
- Give him/her a big stack of various pictures
- Ask them to select pictures that reflect their experience using the site
- Make a collage of the selected pictures
- Give each picture a caption
- Discuss the pictures and captions
A Stack of Pictures
A Collage of Pictures and Captions

I am a complicated person, I am hard to describe.

I feel like I something on display in a store window.

I am worried about harassment.

This process makes me lonely.
Results

- User felt “on display,” lonely
- User felt difficulty expressing their complexity as a person
- User was worried about inappropriate responses and possible harassment
Design Changes

- Require original, current, unmodified photograph
- Limits on required information
- Limited communication channel
- Membership management
Experience Mapping

- Map all the points at which the user engages with your service
- Evaluate the context and needs at each contact point
- Integrate what you learn into your design

From *Improving UX Through Customer Experience Mapping* by Claire Carlson
Example: Buying a House in Rio

Contact Points

● Define what you want
● Search available halls
● Compare what looks good
● Choose a hall
● Negotiate a contract
● Move in
## Buyer Experience Map

<table>
<thead>
<tr>
<th></th>
<th>Define</th>
<th>Search</th>
<th>Compare</th>
<th>Choose</th>
<th>Negotiate</th>
<th>Move</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal</strong></td>
<td>What do I want?</td>
<td>What is available</td>
<td>Which is best for me?</td>
<td>I want this one!</td>
<td>Terms, rules, payment</td>
<td>Get my stuff to my house</td>
</tr>
<tr>
<td><strong>Contacts: People</strong></td>
<td>Family</td>
<td>Agent Area Visits Website Help line</td>
<td>Family Site Visits Website Friends</td>
<td>Family Website Friends</td>
<td>Agent House Website Lawyer</td>
<td>Friends House Movers Help Me!</td>
</tr>
<tr>
<td><strong>Internet</strong></td>
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<td></td>
</tr>
<tr>
<td><strong>Internet</strong></td>
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<tr>
<td><strong>Phone</strong></td>
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</tr>
<tr>
<td><strong>Satisfaction</strong></td>
<td>High</td>
<td>High</td>
<td>Medium</td>
<td>Low</td>
<td>High</td>
<td>Low</td>
</tr>
</tbody>
</table>
House Search Takeaways

- Most people start their search with Google
- Being near public transit is very high priority
- Doormen are important
- Ways for comparing homes vary
- Smartphones are used heavily in process
- Deciding which house is biggest pain point
A Mantra Helps You Stay Focused

We value...

- People over features
- User feedback over generalized opinions
- Ease of use over ease of development
- Discovery within the interface over explanations in documentation

From *Agile UX: Embrace or Tolerate* by Rob Keefer