UX Workshop
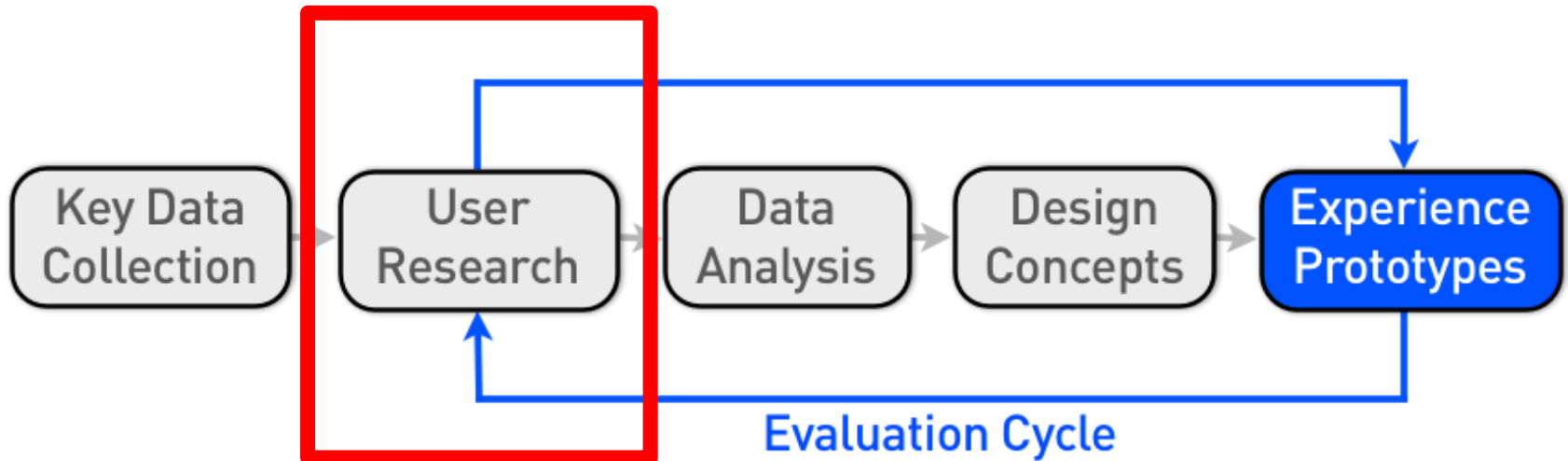
Kalle Kormann-Philipson kalle@google.com
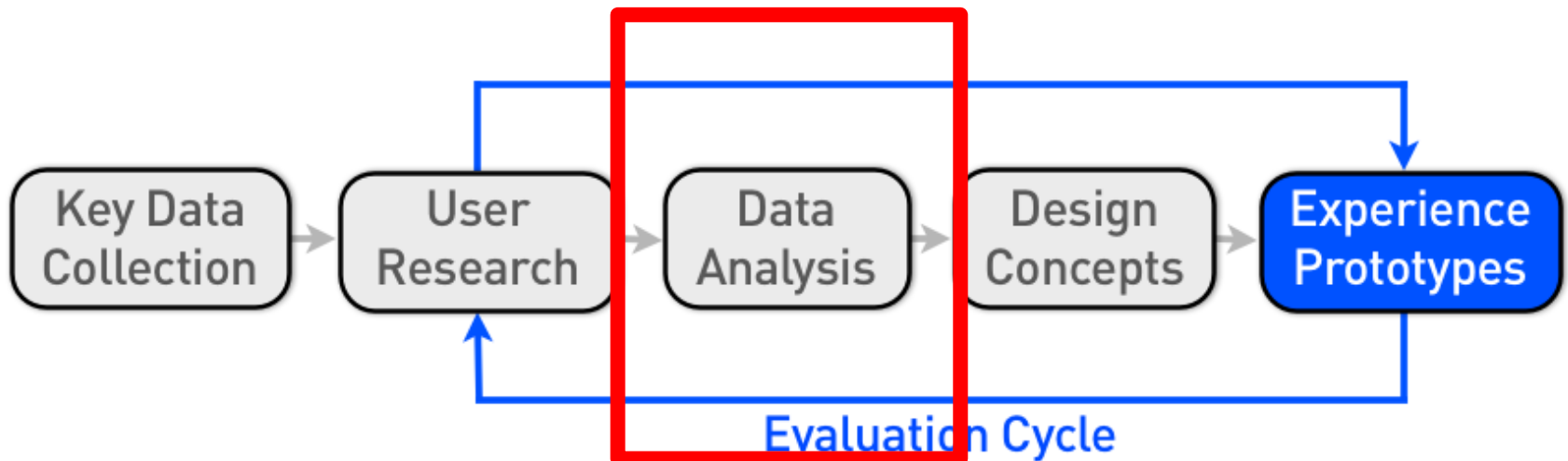
UX Designer @ Google working on user-facing projects.

UX Workshop What did we do?

Key Data Collection → User Research → Data Analysis → Design Concepts → Experience Prototypes

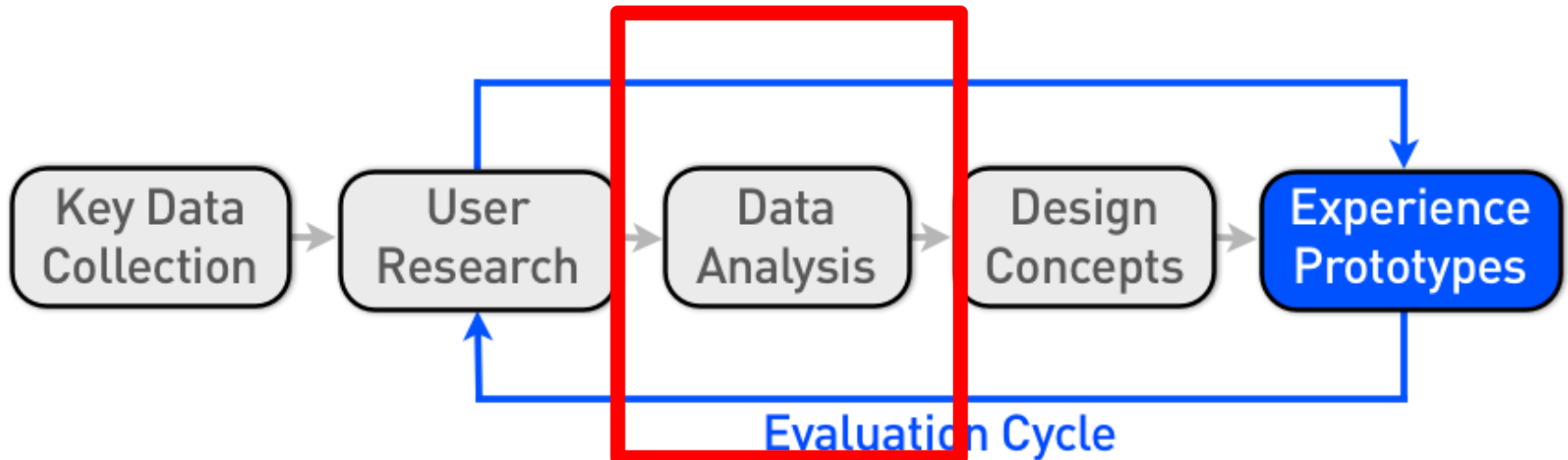Evaluation Cycle

UX Workshop Where are we now?

Now, we are in the phase of analyzing research data.

UX Workshop What we want to do.

Today we want to do two things:

1. Get familiar with tools to analyze and categorize our data.

2. Apply these tools to our own research.

| Key Data Collection | → | User Research | → | Data Analysis | → | Design Concepts | → | Experience Prototypes |

Evaluation Cycle

Target Device

- Tablet PC

- DIN A4 / 1024x768 px

UX Workshop Structure Day 1

What is UX?

We collect our views and understanding of UX.

Affinity Diagram

An introduction to a method to make sense out of our data.

Task Analysis

We will look at a tool to analyse identified tasks and processes.

Breakout Session 1

You will analyse your data and come up with an idea.

UX Workshop What is UX?

Let us collect **your views** and discuss them to come up with a common understanding of UX.

How do **you define** and **understand UX**?

Whats the **aim** of UX?

What design, research and study **areas** belong to this field?

What kind of **skills** do you need?

What is **typical** UX **work**?

What kind of **professionals** work in this field?

Have you heard of any UX **process**?

Do you know any UX **tools**?

UX Workshop Other defintions...

UX encompasses all aspects of the user's interaction with the company, its services, and its products.

UX has to meet the exact needs of the customer. It has to be simple and elegant to produce products that are a joy to own and a joy to use.

UX goes far beyond giving customers what they say they want.

ISO 9241-210

..."a person's perceptions and responses that result from the use or anticipated use of a product, system or service"...

UX Workshop Lean and Agile-UX

All UX tools will produce many deliverables mainly used to justify your work.
But that is not the ultimate goal! That is wrong!

Dont waste time on **creating unnecessary deliverables**.
Focus on valuable output and use the time to define a great experience.
Work low-fi and turn to hi-fi if needed. Low-fi design tools **encourage iteration**, since there's little invested in the creation of the artifact itself.

Streamline production by adopting Agile as a methodology designers and engineers understand each other. **Multiple work-streams** and **understandable UX artifacts**. This enables you to change directions easily and quicker.

UX Workshop Our Research.

Whats **next**?

How can we come up with a **solution based on user data** and **insights** we gathered?

Tool	Value
Affinity Diagram	Understand your data.
Task Analysis	Understand tasks.

UX Workshop Affinity Diagram

A method for **sorting** and **making sense** out of **data** to **identify themes** and **discover unseen connections**.

Data points can be recorded on sticky notes and **sorted** into **logical groups/themes**.

http://wiki.fluidproject.org/display/fluid/Affinity+Diagrams
http://wiki.fluidproject.org/display/fluid/Content+Management+Affinity+Diagrams
http://www.mindtools.com/pages/article/newTMC_86.htm

UX Workshop Affinity Diagram

Process Overview

1. Brainstorm or use your recorded research data to identify ideas, aspects, issues.

2. Record each finding on cards or post-it notes

3. Look for related ideas.

4. Sort notes or cards into groups until all cards have been used

5. Repeat as many times as needed

6. Add labels to themes if appropriate

7. Draw connections between findings and themes

UX Workshop Affinity Diagram

Guideline - How to **cluster** and **model** data.

Everyone reads through the post-it's and **arranges** them.

Everyone is **allowed to re-order**.

Group post-its into **themes**.

Name and **discuss** the themes.

Rate themes and **ideas** to **weight** your findings against each-other and to identify interesting perspectives and aspects for your project.

Every team-member has a limited number - 5 or 10 - of "Points" which can be used for rating.
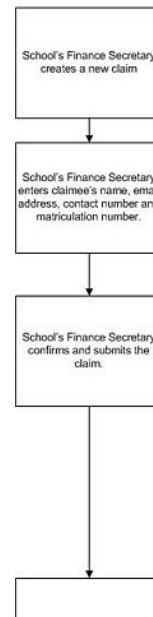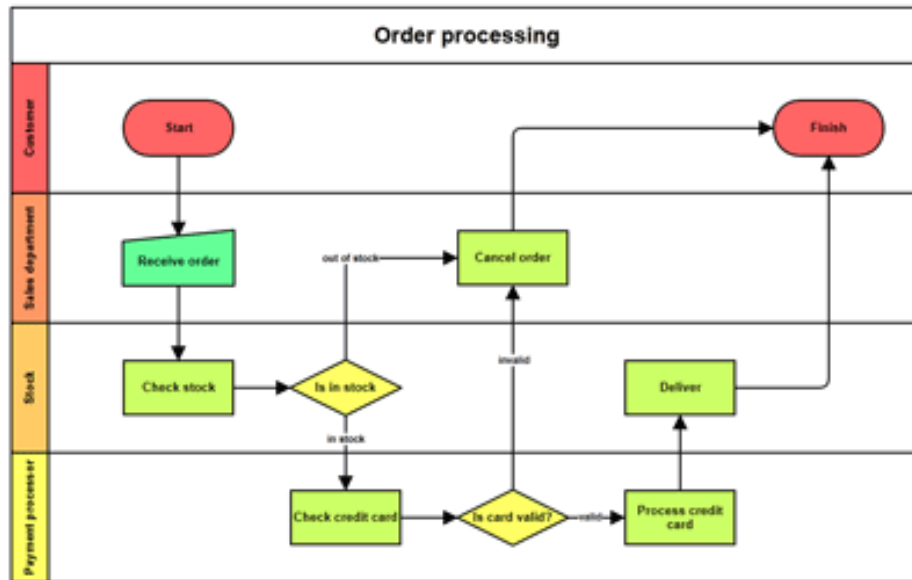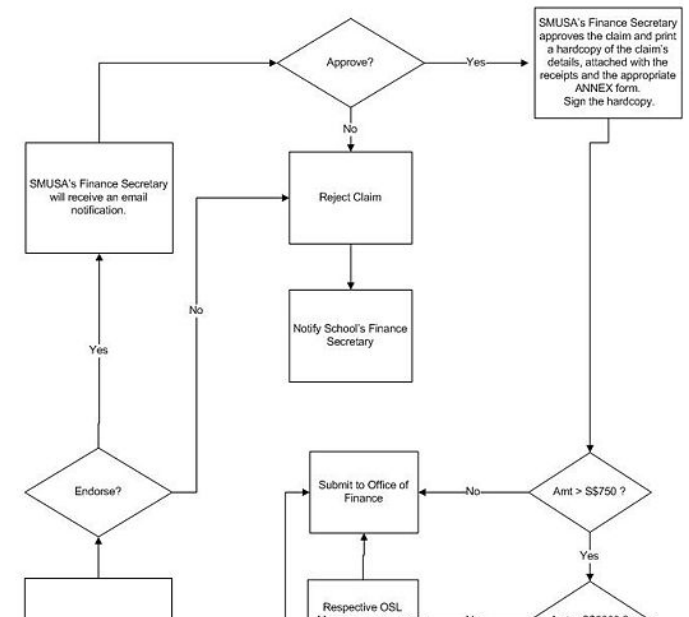
UX Workshop Affinity Diagram

UX Workshop Task Analysis

Task analysis looks at what a user is **required to do** in terms of actions and/or cognitive processes **to achieve a task**.

It gives an overview of the **process structure**, its **actions** and **decision processes** between involved people and machines.
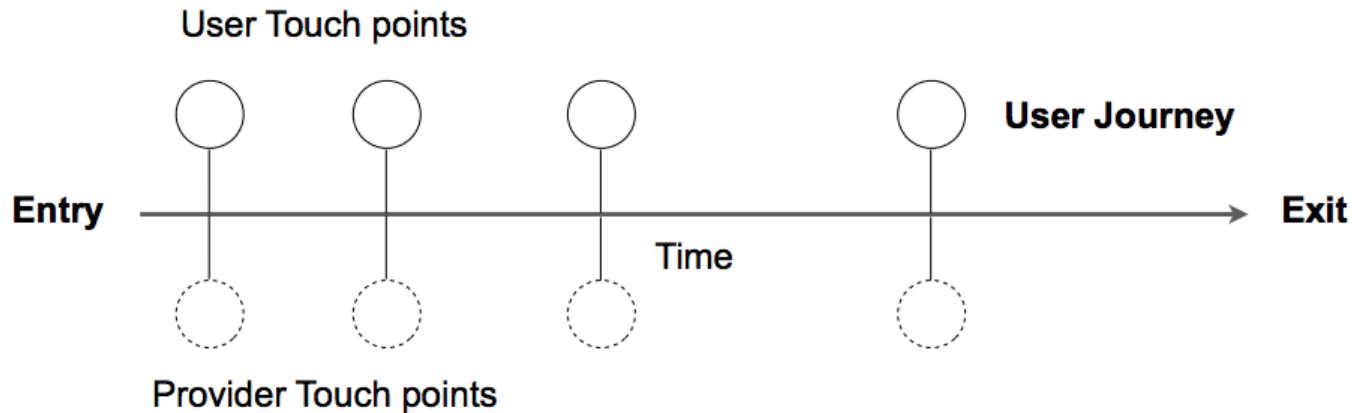
UX Workshop Task Analysis

Reflecting on the service blueprint map of the service design lecture, what did we learn there? (capturing interactions and tasks over time using a tool)
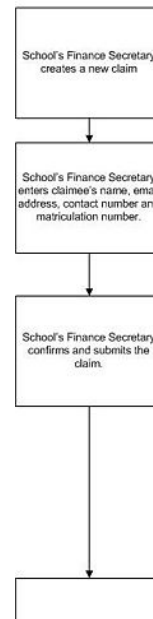
Front Stage

User Touch points

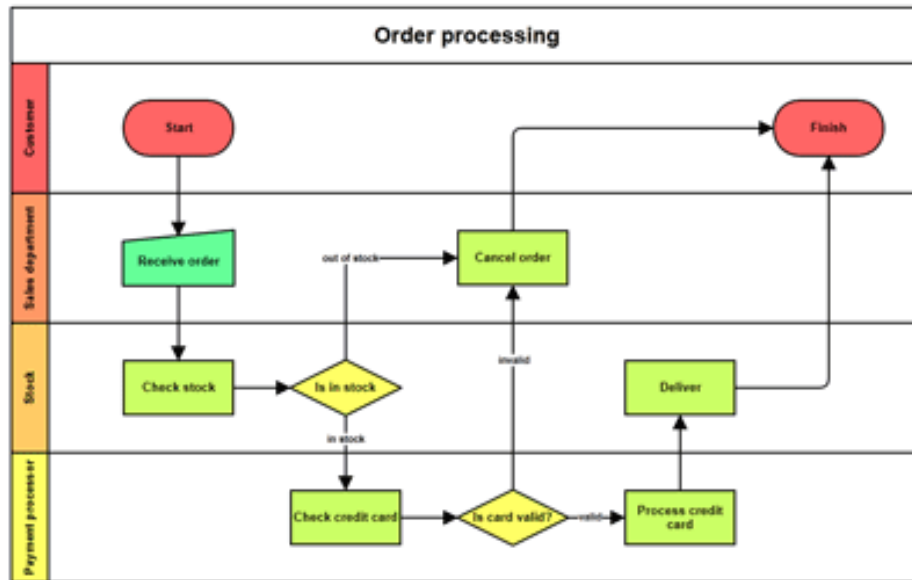Entry — Time → Exit

User Journey

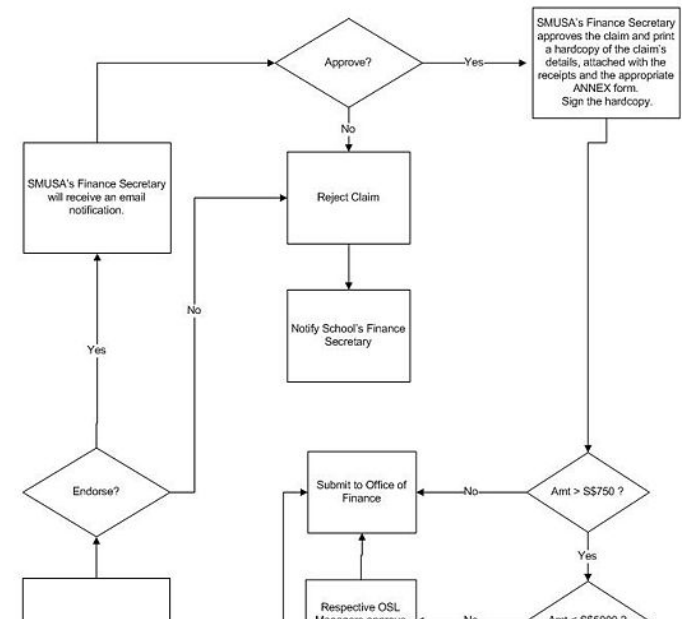Provider Touch points

Support Processes

Back Stage

UX Workshop Task Analysis

We are doing the same here but on an **interaction level** (**user actions**, **zoomed in**) while the service blueprint map stays on a holistic level (zoomed out)

UX Workshop Task Analysis

Process Overview

1. Identify involved people, systems and tools

2. Break the process into its single steps / actions

3. Visualize the flow of the process - connect people, systems and tools

depending on their involvement in the process over time.

4. Look for patterns (here you could try to streamline the process)

UX Workshop Task Analysis

Guideline - How to **create** a task map and **analysis** it using the swim-lane layout?

Each player (person, system or tool) **gets a "lane"**.

Each action gets **associated** to a **players "lane"** in relation to time.

The **steps** get **connected**.

Patterns should **emerge**.

Now, you can see the process. That makes it easier to analyse it.

You can start to **streamline** the **process** by reducing steps and redundant loops.

UX Workshop **Your idea**

Make use of your analysis and your findings to articulate your project idea.

It is always good to reality-check your ideas regarding feasibility and value and to articulate it in your own words.

1. Write 2-5 sentences about your idea, try to explain it on a high-level.

2. Run your idea through an NABC (Needs, Approach, Benefit and Competition) analysis to prove it form multiple perspectives.

3. Get the essence down in one sentence as your elevator pitch.

UX Workshop Tool: How might we?

"How might we" enables you to question your ideas from different angles and to get to a more tactical perspective.

Guide

1. "How might we" do this or that? ("How might our user do <this>?)

2. "Why?"

3. Collect answers.

4. "What is stopping us to do <Answer>?"

5. Iterate - until you have a specific answer.

6. Brainstorm to come up with ideas around the answer.

"How might we" introduction by Charles Warren

http://youtu.be/mTpa-bJiMp4

UX Workshop Breakout Session 1

Take your data and flesh out a concept.

Use provided **guidelines** and **concept-sheets** as a framework to articulate your project idea.

1. Drill into your **data**, build an **Affinity Diagram**, and **analyse** one or two selected **tasks**.(use worksheet 1&2, document your process)

2. Articulate your idea. Make use of all kinds of **tools** and **materials**.

Be **visionary** but do not think to far into the future - use a **5-10 year time-frame**.

(use concept sheet, document your process)

Be prepared to **present** your **outcome (artifacts and project idea)** to the whole group - **5 min** presentation.

UX Workshop Presentation

We will meet at 15:30

here to see your presentations.

For this (informal) presentation:

- create a PDF of your images (affinity diagram, etc.)
- send it via email to **doris.hausen@ifi.lmu.de**
- deadline: today 15:15 s.t.

Mid Presentation

5 Minutes + 5 Q&A with Guests
-Present the Process
-User Research, Affinity Diagram (Problem Space)
50 %
-Concept Presentation (6 Slides Storyboard)
50 %

Deliverables:

Deadline UniWorX 23.03.12 9:00
-PDF Slides

Second Blog Post

- one photo & about 150 words abstract
- categories: WS1112; Concept, Team X
- deadline: sunday 23:59

Gather back here tomorrow 9:00 c.t.

UX Workshop Pointers

Web

Fluid Wiki http://wiki.fluidproject.org/display/fluid/Design+Handbook

User Testing Methods http://www.usability.gov/methods/methods/index.html

User Testing 101 http://www.uxforthemasses.com/usability-testing/?t=1319904265&t=1320029155

Step-by-Step Guide UCD http://www.usability.gov/methods/process.html

Innovation with Mental Models http://www.slideshare.net/indi/innovation-with-mental-models

Mental Models Indi Young Video http://www.youtube.com/watch?v=M4AsxNg9nNU

Scenarios http://www.uie.com/articles/putting_context_into_context

Personas http://uxmag.com/articles/personas-the-foundation-of-a-great-user-experience

Surveys http://www.people-press.org/methodology/

Books

The Elements of User Experience..., A Project Guide to UX Design: ..., Measuring the User Experience..., About Face 3, The Design of Everyday Things, The Humane Interface. New Directions for Designing Interactive Systems, The Persona Lifecycle: Practitioners' Quick Reference