



# 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

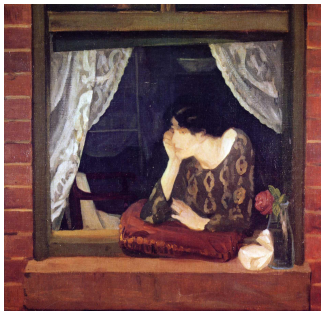
# A Stack of Pictures



# 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

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



# 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*