



User Experience Design

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ac4d



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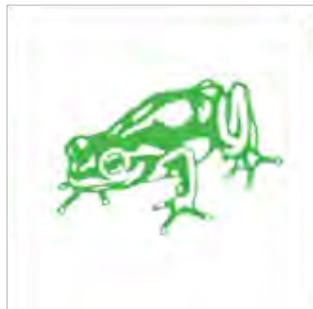
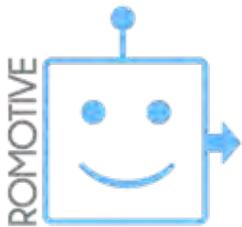
Professor



Lead Interaction Designer

Blackboard®





Why am I here?

*“Librarians are being asked to
consider user needs and behaviors”*

Electronic Resources & Libraries

A Trend

There is a growing expectation that organizations provide contextually relevant products and services that present themselves in a cohesive manner.

**We perceive the products and services of
an organization as a single entity.**

“No matter the size of an organization, services tend to be delivered through multiple departments that are designed to support their own operational efficiencies rather than deliver a holistic service experience for the consumer”

Fran Samalionis - IDEO

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A fragmented structure is good for business...

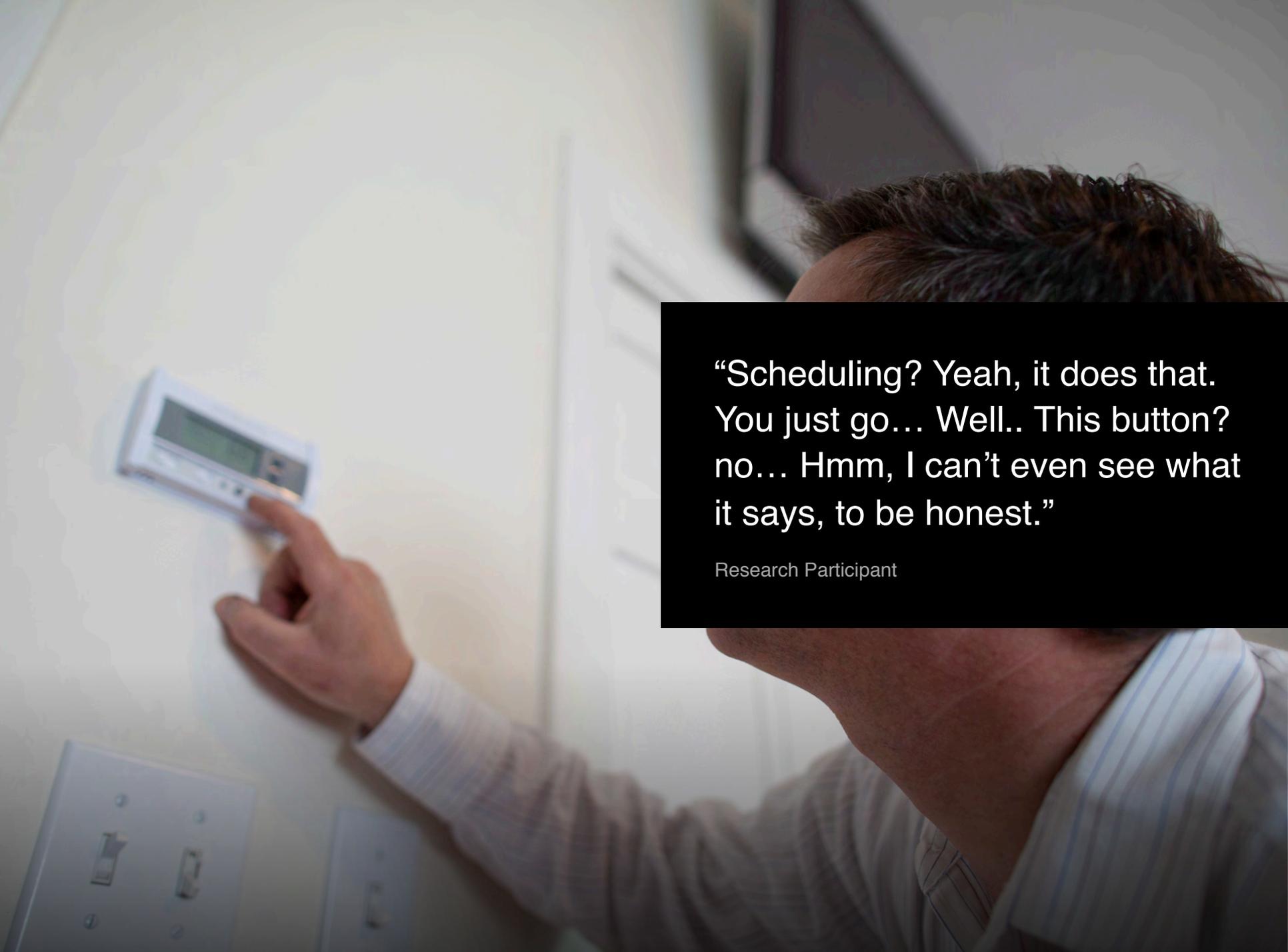
But it often leads to artificial barriers that degrade the user experience.

The Challenge

While a user's experience is often the result of interacting with "usable" artifacts, the starting point for creating more meaningful user experiences is often "re-designing" an organization.

“We don’t sell to consumers. We sell to contractors.”

Honeywell Executive



“Scheduling? Yeah, it does that. You just go... Well.. This button? no... Hmm, I can’t even see what it says, to be honest.”

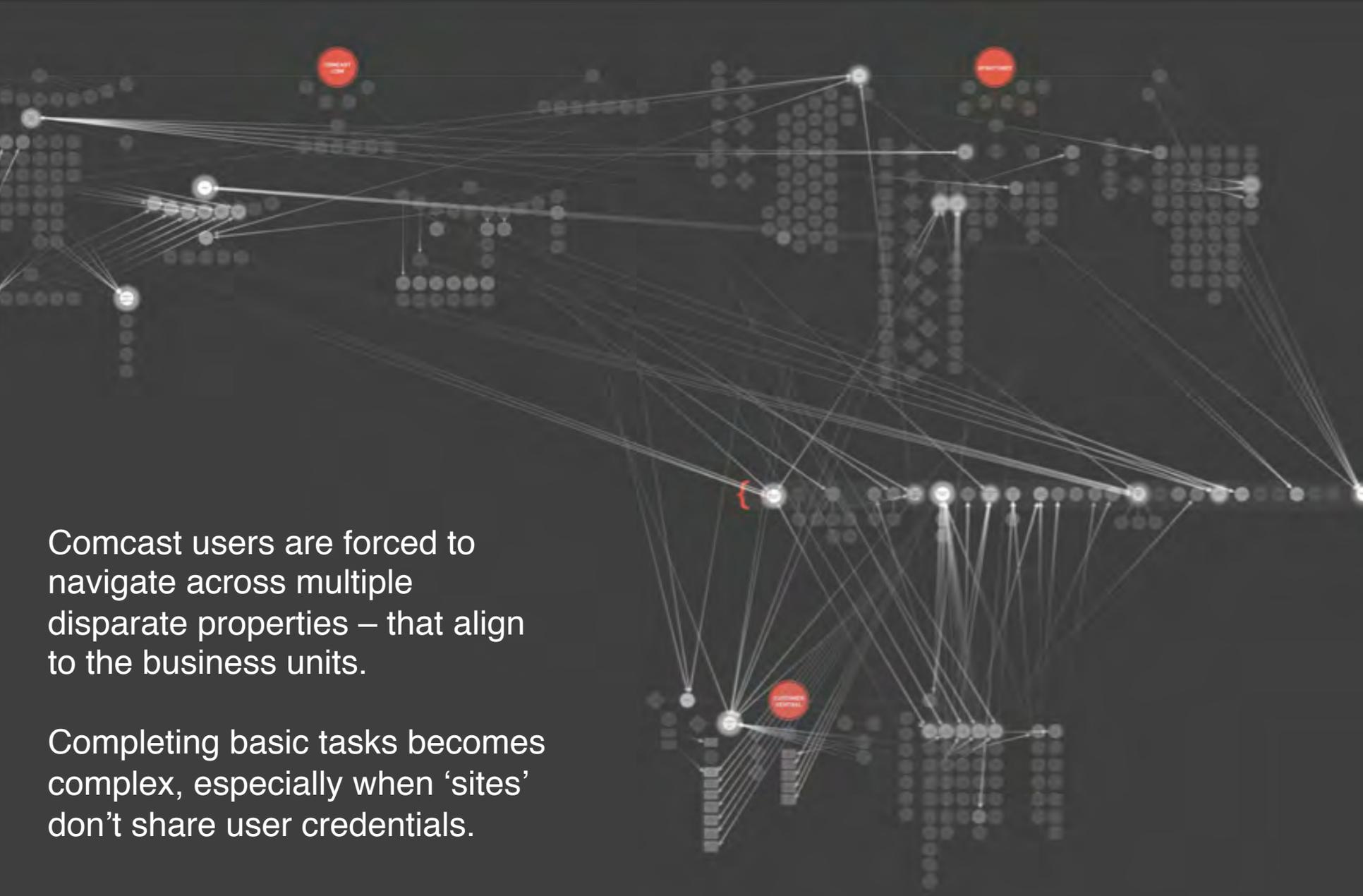
Research Participant



At Comcast, everyone is treated the same

All customers are presented with options that involve every facet of the user experience. There is no acknowledgement of “our” relationship.





Comcast users are forced to navigate across multiple disparate properties – that align to the business units.

Completing basic tasks becomes complex, especially when ‘sites’ don’t share user credentials.

To create more meaningful products and services, you'll have to challenge your organization's:

- Process & Definitions
- Value Structure
- Perception of the customer / user
- Concept of ownership (fiefdoms)

To create more meaningful products and services, you need:

- A defined process for gaining empathy with your users – and translating these insights into tangible product & service outcomes
- To be prepared to justify your decisions with narrative instead of hard data (it often isn't there)
- To start thinking of your organization as a single entity – where your products and services evolve over time (i.e. facilitate a relationship with the user)

Design Process & Theory

Ethnography

Immersion in the cultural context of a problem

- Contextual Inquiry
- Contextual Observation
- Participatory Design
- Body Storming
- Journaling / Diary Study
- Cultural Probes

Synthesis

Making meaning through inference and reframing

- Affinity Diagraming
- Workflow Modeling
- Customer Journey Map
- Storyboarding
- Archetype Definition
- Concept Mapping

Prototyping

Hypothesis validation through generative, form-giving activities

- Storyboarding
- Paper Prototype
- Simulation

Design Process & Theory

Empathy

Inference

Iteration

Design Process & Theory

Ethnography

Synthesis

Prototyping

Immersion in the cultural context
of a wicked problem

Gathering data in order to understand
Gaining empathy in order to relate
Suspending judgment

Participant #9

Stacy

They told me that everyone should be looking into doing multiple internships. It's really competitive right now. Before one was fine, but I probably need to do more like three. I wanted to be lazy like I was back home, but now I kind of have to try. To stand out from the rest I guess.

I found out about the major from a guy at The Gap. I didn't even know what that was. I Google it, and it sounded better than just regular business, so I just chose that. My life decisions are based on stupid things.

I wanted to know that I have a degree that allows me to travel. It gives me the luxury of knowing multiple languages and cultures. I had to take a lot of extra classes - I have to learn another language. It's taking a lot more work than a [major] degree.

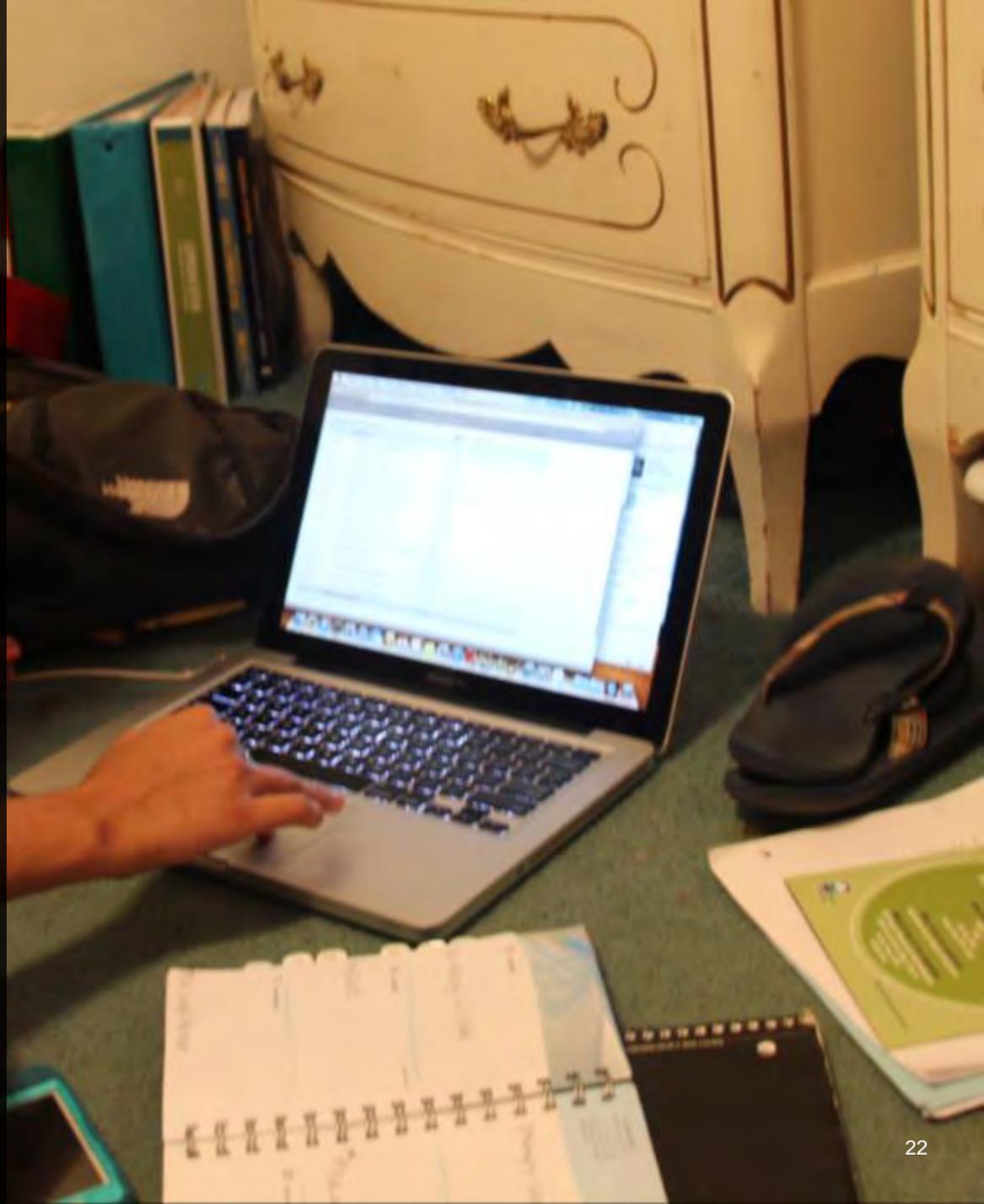


Participant #13

Amy

I didn't even want to do Mech E. I wanted to do biomedical engineering. When I got to [school] it wasn't available. SO randomly I picked mechanical engineering because I had a lot of mechanical engineering friends.

After the non-profit then there is grad school. I'll either go to another country and study abroad or go to grad school. I won't know till graduation, I like to take it day by day, I don't like to plan ahead. I have a bunch of ideas but I don't think they are my plan.



Academic Journey



Foundational Educational Memory

An early educational moment, where a primary authority figure establishes expectations around learning and work ethic

College Selection

A decision of where to attend college, usually made during high school, balancing various utilitarian and emotional constraints

Major Selection

A commitment of what to study, usually decided during the first few months of college; typically based on whim or convenience

Major Renegotiation

A change of major, often made during junior or senior year, as a response to prior major selection and a result of deep emotional searching

Resigned Commitment

An emotional resolve to a particular course of study, lifestyle, and future, based primarily on academic experiences

Non Traditional Academic Experience

A non-traditional learning experience, such as study abroad, internship, or mentorship, that dramatically changes or solidifies a trajectory

Identification of Aspirational Goal

A vision of post-graduation, with an aspirational career or educational goal identified (graduate school, a job, a particular title, etc)

Emotions

Extreme. Either empowering or demoralizing.

Stressful.

Stressful, yet simultaneously arbitrary and cavalier.

Shameful, as if letting down friends, family, and themselves.

Resolved, and a sense of being trapped.

Reflective, and full of opportunity.

Optimistic nervousness.

Collaborators

Grade school teachers, family, personal mentors

High school guidance counselor, family, friends

Family, friends

Family, friends

-

Mentor

-

Tools & Processes

-

High school Survey

-

-

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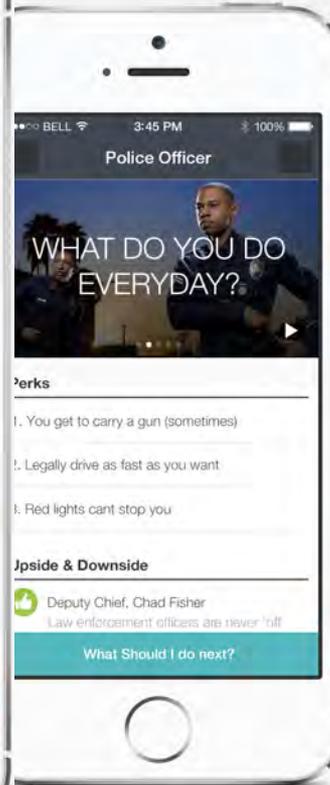
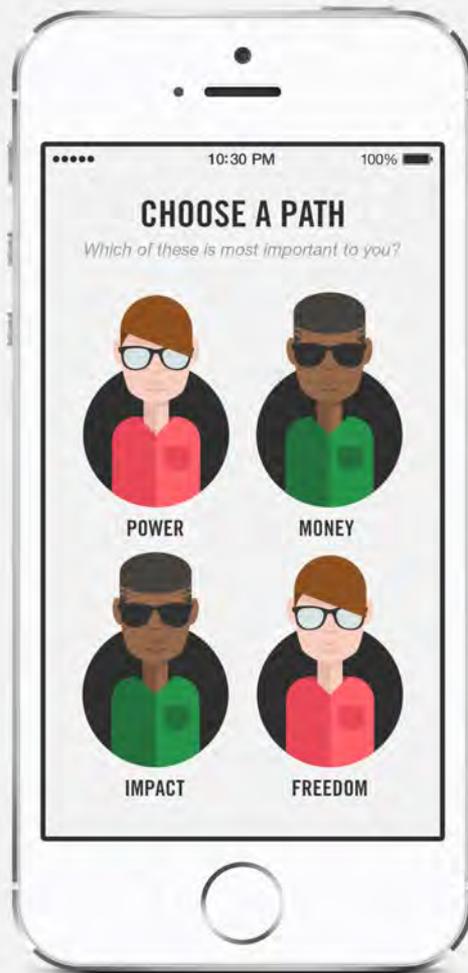
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Major Selection

Perhaps the most anxious part of the academic experience for the students we spoke with was the selection of a major course of study. Students described selecting majors based on little or no rational data, and feeling as though they were trapped with their decision. Changing major was described with feelings of shame or stress, yet it was a common thread across nearly all of our participants.



Perks

- You get to carry a gun (sometimes)
- Legally drive as fast as you want
- Red lights cant stop you

Upside & Downside

- Deputy Chief, Chad Fisher
Law enforcement officers are never 'off duty.' They are...
- Officer, Patrick Marsh
I've been a police officer for over 20 years, and I've investigated murders

Salary & Cost of Living

AVG. YEARLY SALARY	HOURLY WAGE
\$24,000	\$12.02

After paying average living expenses, you will have approximately:

\$1,000

What can I afford?

Design Process & Theory

Ethnography

Synthesis

Prototyping

Making meaning through
inference and reframing

Combining data in new ways
Identifying patterns and anomalies
Judging, and learning

Sexual Assault in the Military

“Our programs do not seem to be having an impact..”



Sexual Assault in the Military

“Left of the Boom”



Sexual Assault in the Military

“Left of the Boom”

“I have been sexually assaulted. What should I do?”

“Go to a safe location away from the attacker.”



Sexual Assault
Is black and white

“If his coworker never told him he was raped, he still may not have come to terms that he was a victim.”

“I still haven’t removed him as a friend on facebook.”

“We became good friends. We hung out a lot. He was married for at least part of that. He wasn’t when we first met.”

Sexual Assault
occurs in an
instant (Boom)

“She was just someone I was being nice to because she was my friend and she seemed nice to me.”

“He took me to breakfast the morning after. I’m not even sure he knows what he did.”

“How can we design a solution to this problem, when no one can even agree on the definition of what it is?”

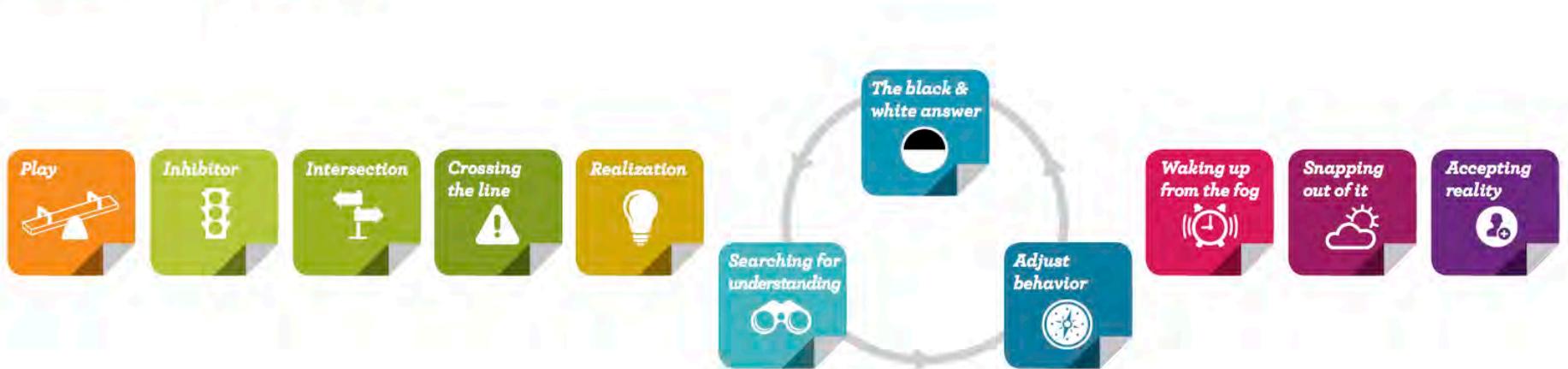
Project Stakeholder

“80% of sexual assaults do not occur in a single instance, i.e. the sudden attack.

They are occurrences that perpetuate over time to which both participants are willfully blind.”

Customer Journey Map

For the non black & white cases of Sexual Assault



Both parties desire & benefit from a give & take of emotional & logical boundaries. The interactions between these parties move closer toward sexual intrigue for one or both parties.

This action sets the stage for preventing the 2nd party from saying "no" & advancing sexual contact.

You have an internal conflict with obeying your boundary vs. meeting an unmet need. "The row of green lights behind you".

The line in the sand is crossed and boundaries are violated and shattered.

Victim has the emotional realization of an intimate boundary being crossed, but is unable to contain it within their logical understanding. This is the moment when the victim/perpetrator relationship is solidified.

Re-question of identity, perspective, and view of the world because you are trying to logically define an irrational experience.

Anything less than the cartoon version of sexual assault leaves room for questioning. Requires an emotional & logical explanation.

Victim assigns meaning to things they perceive as contributors to the emotional violation. The individual seeks opportunities (sometimes analogous) to reenact elements of the experience in the search for a different/desired outcome.

You need someone else to hold up a mirror for you & shatter your illusions.

The first time you're able to communicate the emotional impact & attempt gaining shared meaning. You first have to say the word & your self & then share with others.

No longer fighting to get back to where you were. You accept that you are changed & you won't be the same. This is not a permanent condition.

EMOTIONS

Desire, excitement, anxiety, worry, fear

EMOTIONS

Anxiety, afraid, enjoyment, happiness, excitement

EMOTIONS

Excitement, doubt, anger, sadness, confusion, panic, disappointment

EMOTIONS

Terror, shock, compulsion, gratification, pleasure & pain, regret, disassociation

EMOTIONS

Regret, grief, shock, confusion, disbelief, "Something's not right"

EMOTIONS

Confusion, self doubt, anger, frustrated, sadness, hopeful, empathy

EMOTIONS

Denial, anger, shame, surprise, confusion, fear, crisis

EMOTIONS

Anxiety, denial, fear

EMOTIONS

Denial, disbelief, defensive, scared

EMOTIONS

Relief, fear, doubt, what's next, devastation, disbelief, denial

EMOTIONS

Relief, acceptance, happy, sadness

CONTRIBUTORS

trust, obligation, friendship, alcohol, peer pressure, social expectations

CONTRIBUTORS

Daring, alcohol, venue or locations matter, time critical (usually at night), isolation, physical boundaries lowered

CONTRIBUTORS

A decision is made to act or not act, Someone is collecting on an investment, struggle

CONTRIBUTORS

Someone Freezes, isolation, body & mind are disconnected, time bound, someone surrenders

CONTRIBUTORS

Re-play of event, mind & body reconnecting, panic, can sense something's off, trying to make sense of what happened

CONTRIBUTORS

Isolation, embarrassment, hatred, secrecy, the taboo nature of the subject

CONTRIBUTORS

Lost, isolation, life is still moving forward, need to categorize & make sense of the event

CONTRIBUTORS

Pushing others away, life can't be put on pause, minimize what happened, remove all boundaries, people who enable your behaviors, seek or become a care giver, not telling other people (secrecy)

CONTRIBUTORS

Consciously or subconsciously communicating that something is wrong, external message comes in

CONTRIBUTORS

Acknowledgment of event, surrender to the truth

CONTRIBUTORS

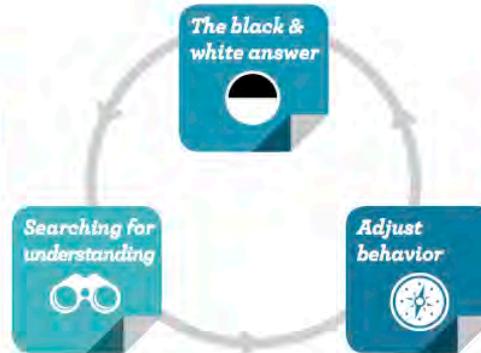
Network, exhaustion, time, have repeated story many times

Customer Journey Map

“Civilian Artifacts” that debunk the “boom”



Boot camp activities focused on building resiliency



Policy: The Reporting process



... internal... obeying... vs... unmet... need. "The row of green lights behind you".

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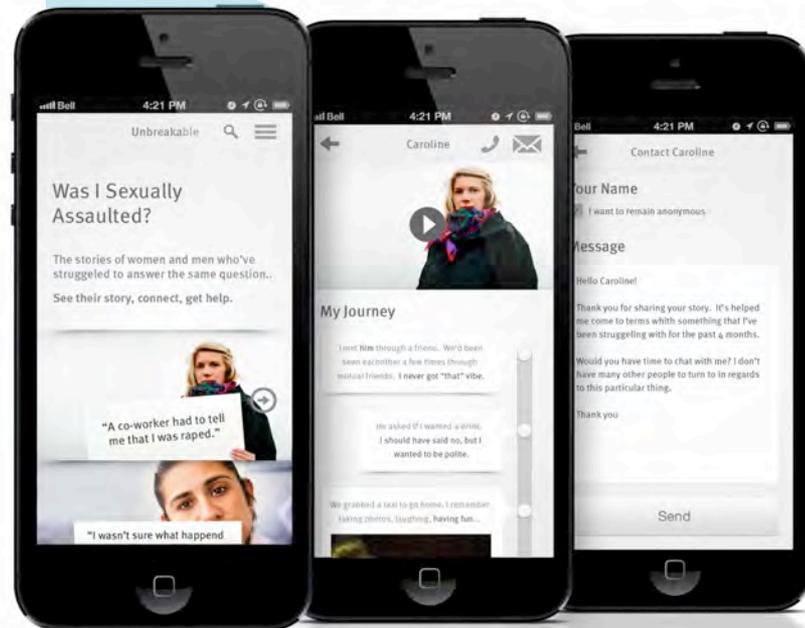
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**“We can’t have any of that hippy-
feeling shit in the military”**

Project Stakeholder

Design Process & Theory

Ethnography

Synthesis

Prototyping

Hypothesis validation through
generative, form-giving activities

Making things

Trying these things with real people

Improving fidelity over time



JESSI
sexual health educator



REBECCA
social worker for pregnant teens



CAM
social worker for pregnant teens



LAURA



AMY
teen mom

Our culture sees birth as a scary, out of control thing that needs to be addressed as a procedure.

We've started to manage pain and fear instead of accepting that birth and labor is a hard and long, completely do-able and natural process.



JANICE
expectant mom



VICKI
expectant mom



TAMMY
pregnant with second child



KIM
doula

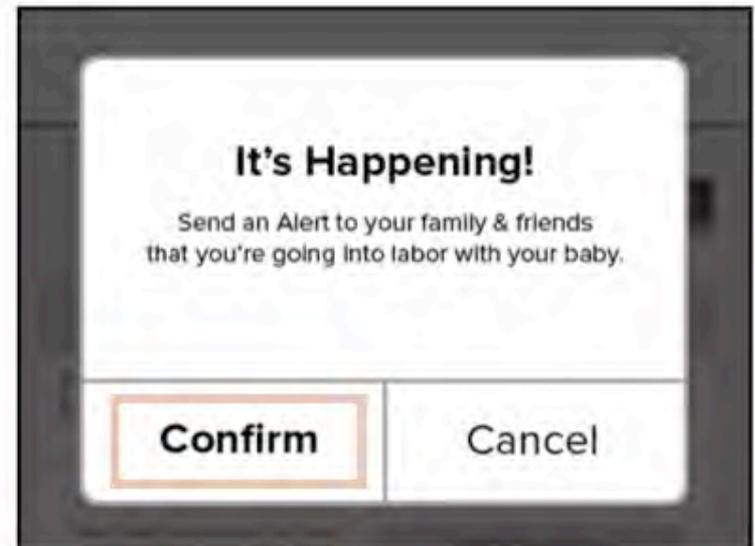
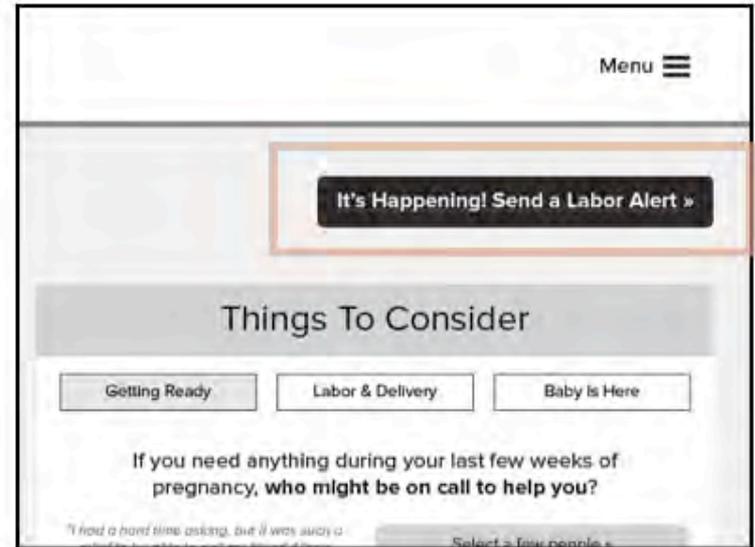


LILY

“Our culture sees birth as a scary, out of control event that needs to be addressed as a procedure.”

AC4D Students: Anna Krachey, James Lewis, Meghan Corbett

Theory: Mothers who are more involved in the birth process will have a more positive birth experience.



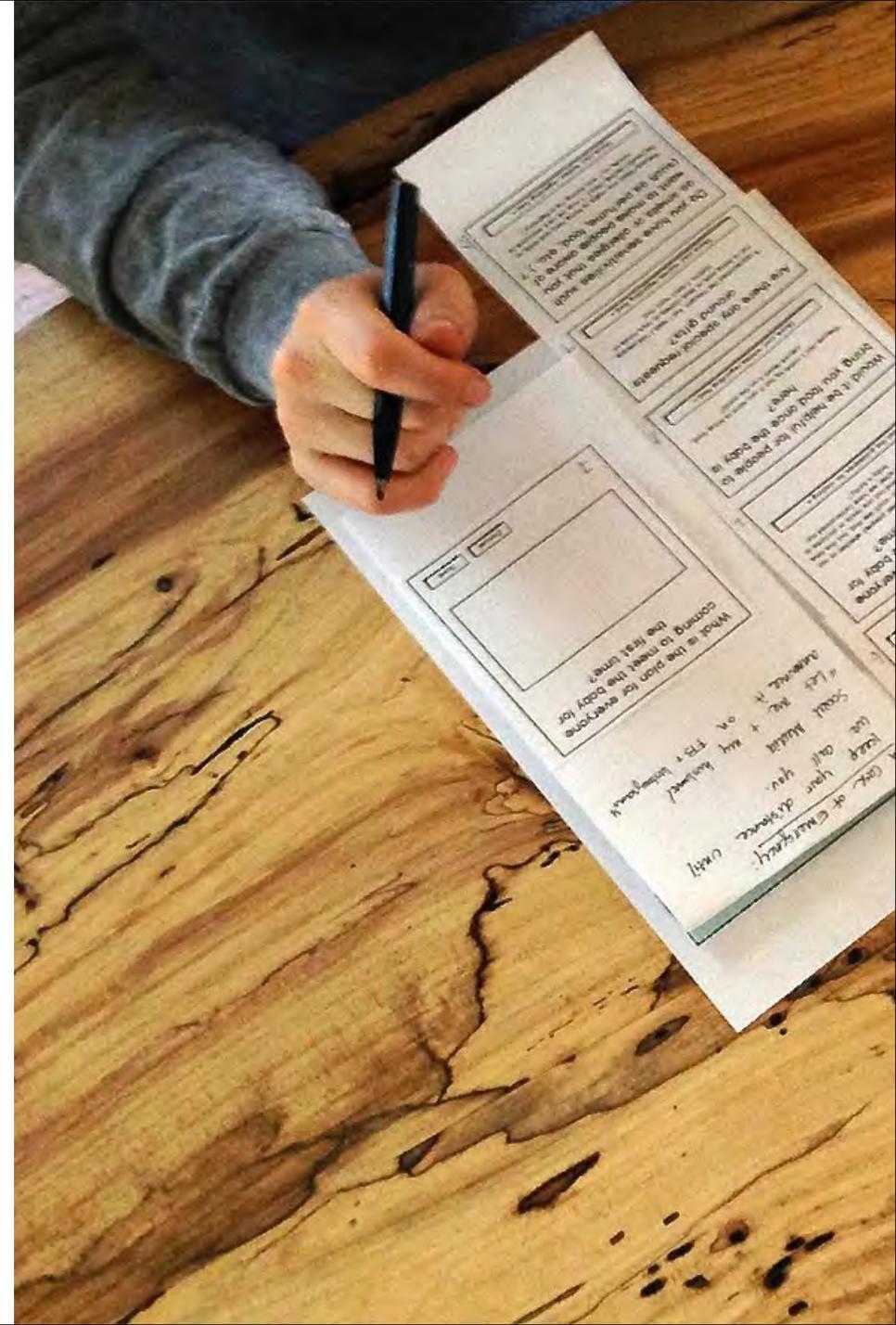
User Testing

"I made some assumptions that people would know what to do and really, nobody knew what to do or what I wanted them to do."

-L.

"I wish I could have told people 'Oh hell no, don't come to the hospital- you can't help and I don't want you here.'"

-K.



Customer Journey Map

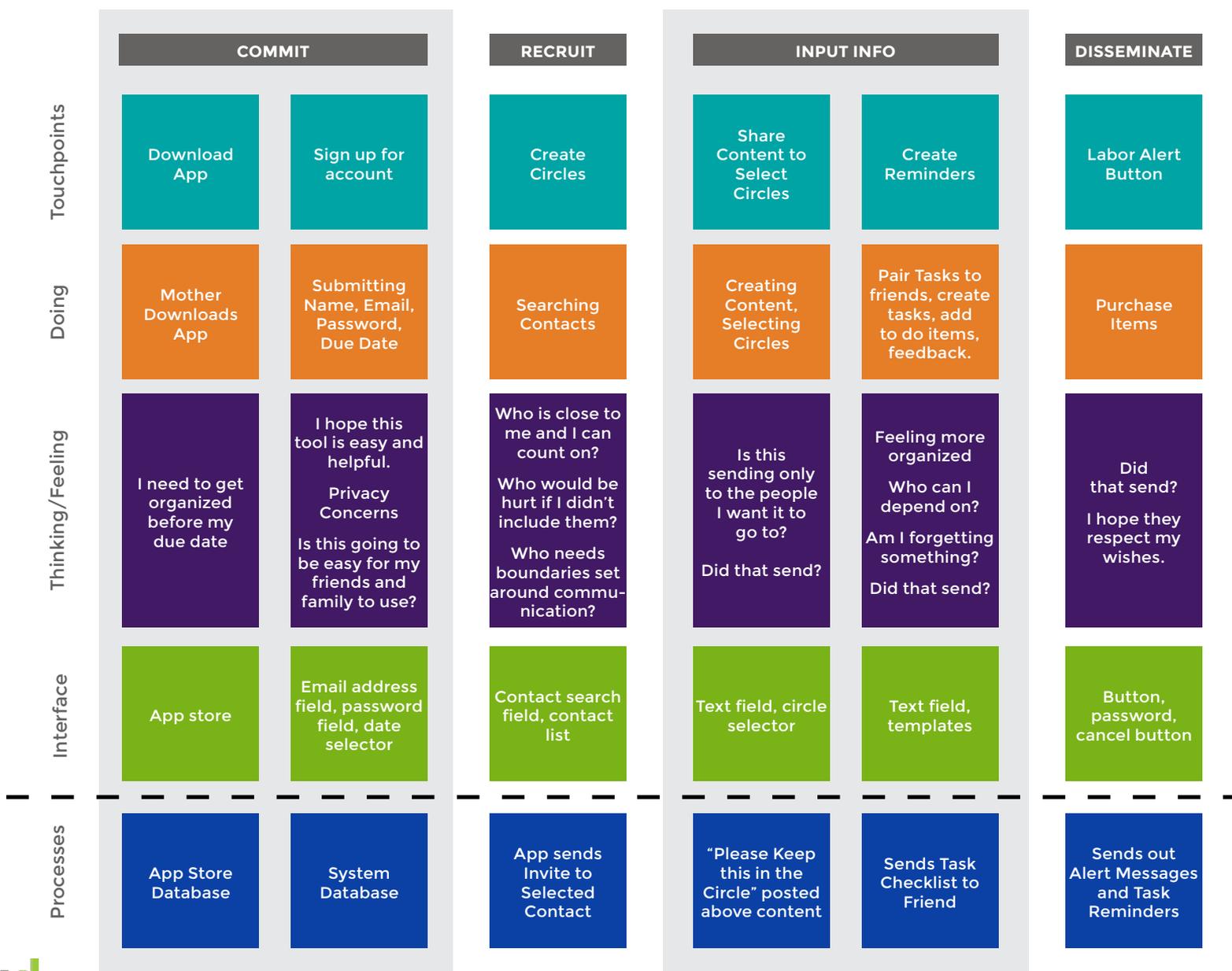


"I would tell all of my pregnant friends that [Inner Circle] is something they need to do to prepare - to pack their proverbial suitcase."

-L.



INNER CIRCLE Service Blueprint



Resources



Wickedproblems.com

By: Jon Kolko



Sketching User Experiences

By: Bill Buxton



AC4D Design Library
Library.ac4d.com

Workshops

ac4d

Design for Impact Bootcamp

\$10 - March 23 – Austin Tx

ac4d

1.5 Day Bootcamp

Our Location or Yours

ac4d

10-Day Training & Creative Direction

Our Location or Yours

In Summary:

- Start thinking in terms of systems & services

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- Challenge the organizational precedent

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- Start thinking in terms of systems & services
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- Tell stories instead of looking for hard data
(Get out of the office – Gain empathy)

In Summary:

- Start thinking in terms of systems & services
- Challenge the organizational precedent
- Tell stories instead of looking for hard data
- Rapidly iterate “small solutions”

(it's OK if it's not polished)

ac4d

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