



There is no checklist for a “Good User Experience”



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@franknatic

Blackboard

Creative Director



Professor



There is no
checklist for a
**“Good User
Experience”**

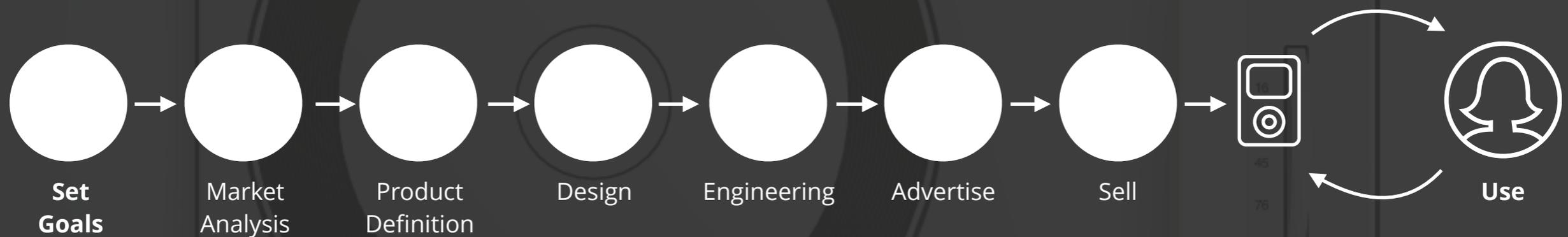
Goals for today..

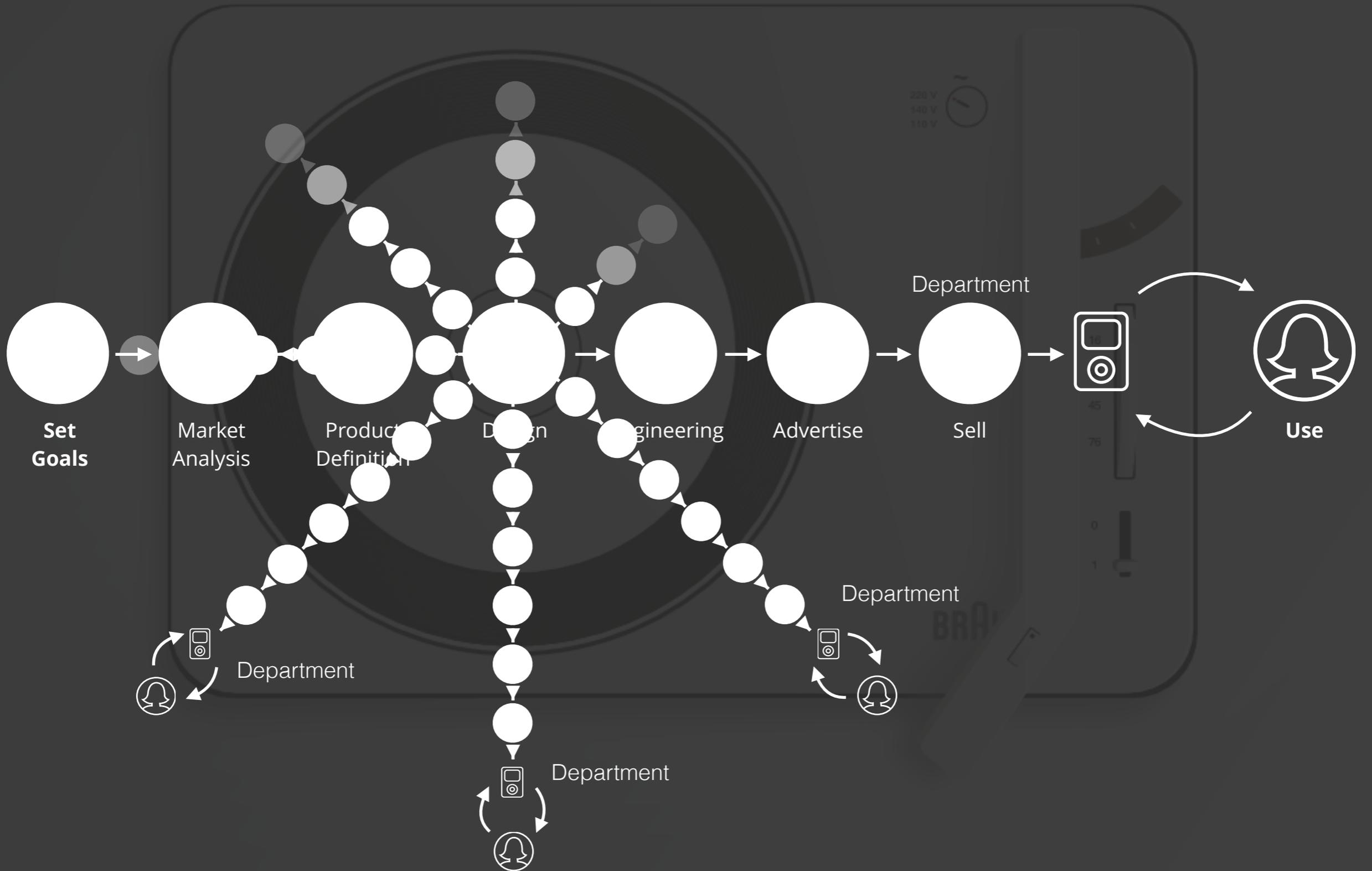
- What do we mean when we say design?
- Illustrate how design is shaping the offering, the strategy, and the businesses itself.
- Reflect on the design process and its applicability to your context.



“Products are discrete objects and, because of this, the companies that make, market, and sell products tend to be separated into departments that specialize in one function and have a vertical chain of command.”

Service Design: From Insight to Implementation - Andy Polaine





Starting MS-DOS...

C:\>_



User

- Internet**
Internet Explorer
- E-mail**
Outlook Express
- Windows Media Player
- Windows Messenger
- Tour Windows XP
- Files and Settings Transfer Wizard

My Documents

- Set Program Access and Defaults
- Windows Catalog
- Windows Update
- Accessories**
- Games
- Startup
- Internet Explorer (32-bit)
- Internet Explorer (64-bit)
- MSN
- Outlook Express
- Remote Assistance
- Windows Media Player
- Windows Messenger
- Windows Movie Maker

All Programs

- Accessibility
- Communications
- Entertainment
- System Tools
- Address Book
- Calculator
- C:\> Command Prompt**
- Notepad
- Paint
- Program Compatibility Wizard
- Synchronize
- Tour Windows XP
- Windows Explorer
- WordPad

Log Off Turn Off Computer



Recycle Bin

start

Mobile devices changed our relationship with technology and with the companies that create digital products.

- They are personal; borderline intimate
- They are omni-present
- They changed our expectations of the company / entity:
 - *Service Evidence*
 - *A single, personal relationship*
 - *Organization boundaries*
 - *Usability*



Product development
takes place in the context
of traditional, outdated
business ideas:

Market Driven Vision - features

Product development
takes place in the context
of traditional, outdated
business ideas:

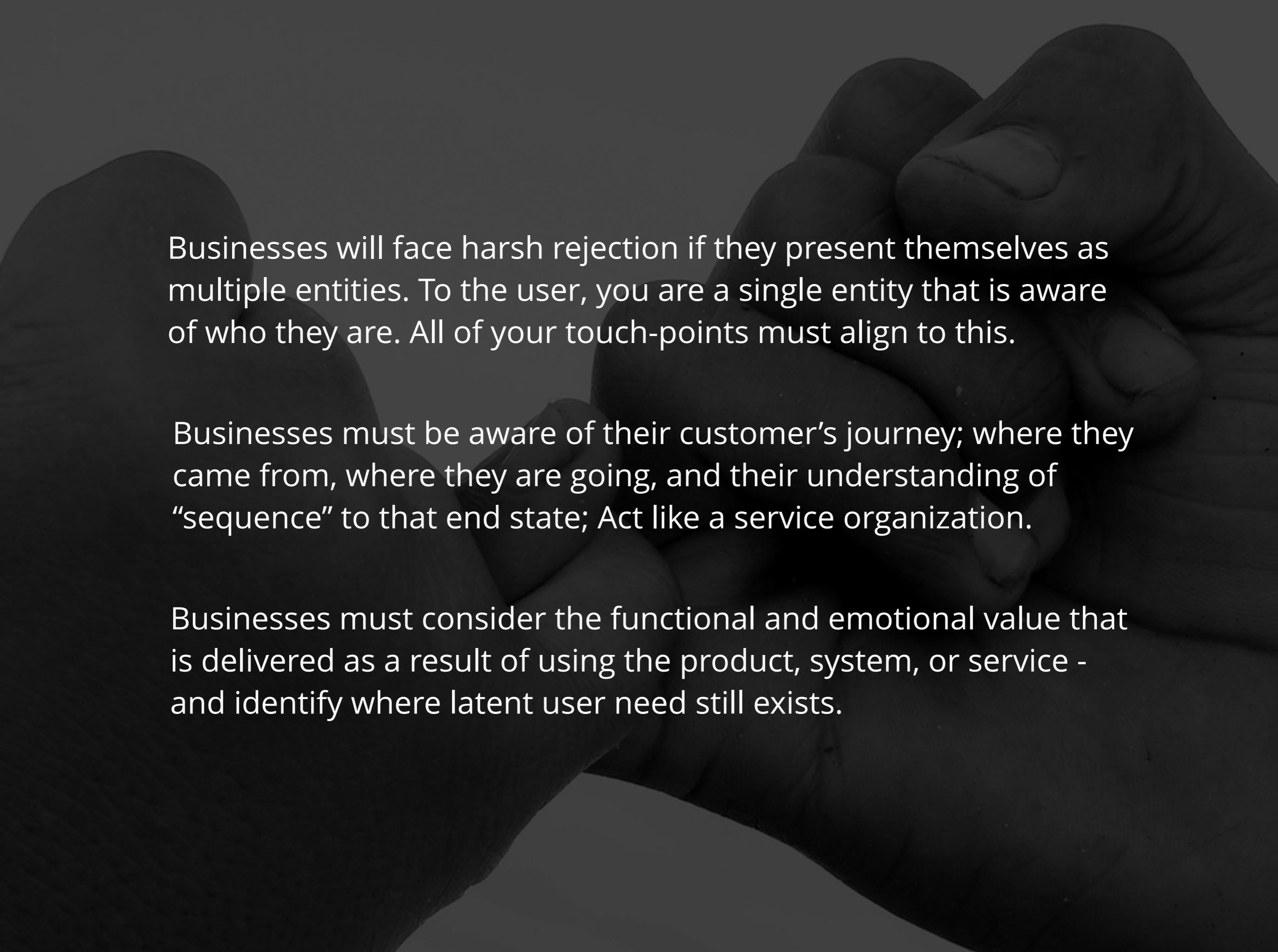
**Silos with artificially
segmented boundaries**

Product development
takes place in the context
of traditional, outdated
business ideas:

Requirements Gathering

Product development
takes place in the context
of traditional, outdated
business ideas:

Subject Matter Experts



Businesses will face harsh rejection if they present themselves as multiple entities. To the user, you are a single entity that is aware of who they are. All of your touch-points must align to this.

Businesses must be aware of their customer's journey; where they came from, where they are going, and their understanding of "sequence" to that end state; Act like a service organization.

Businesses must consider the functional and emotional value that is delivered as a result of using the product, system, or service - and identify where latent user need still exists.

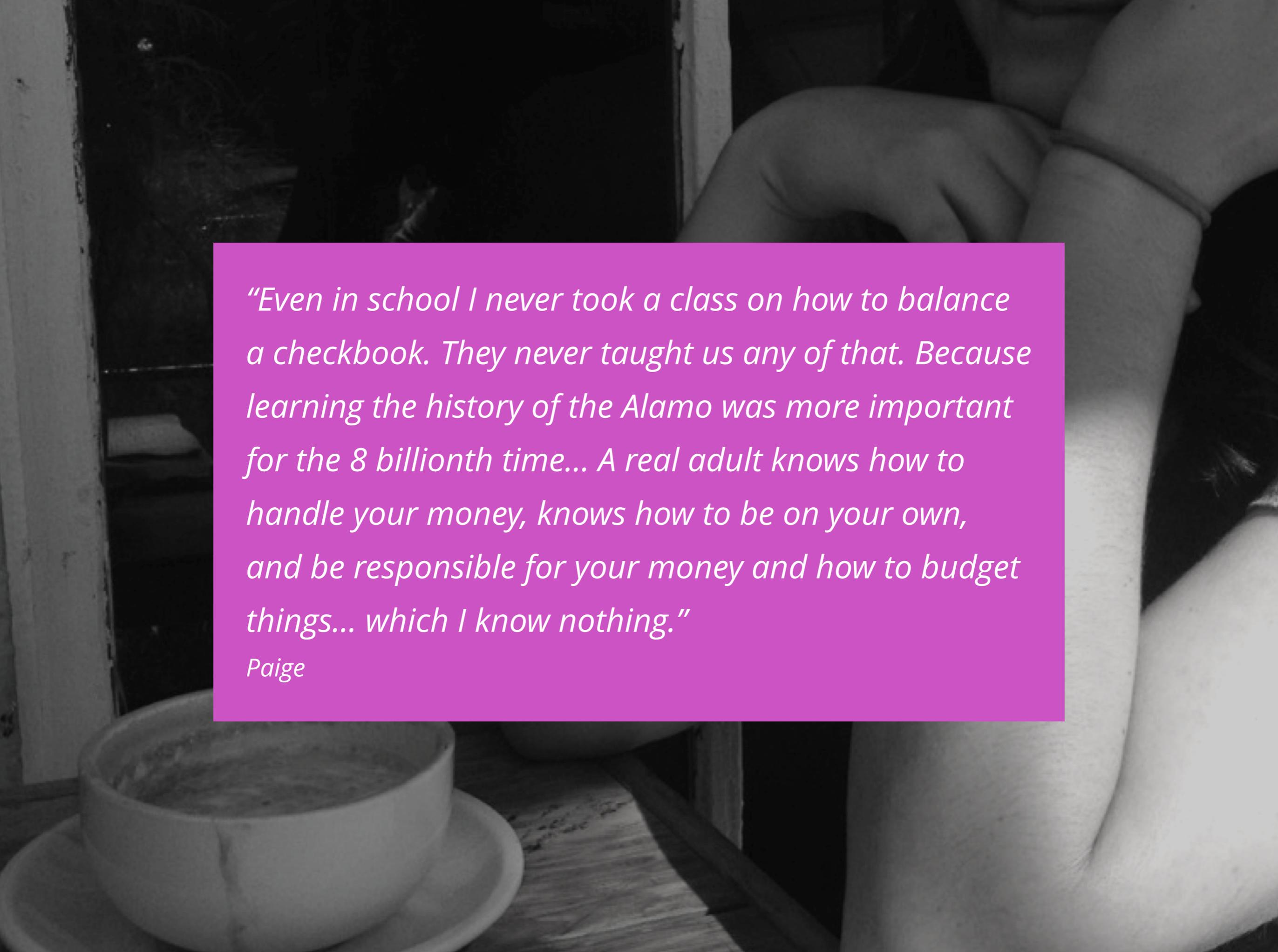
We need a new way to think about the products we are creating, **and** the organizations that support them.

1



debt

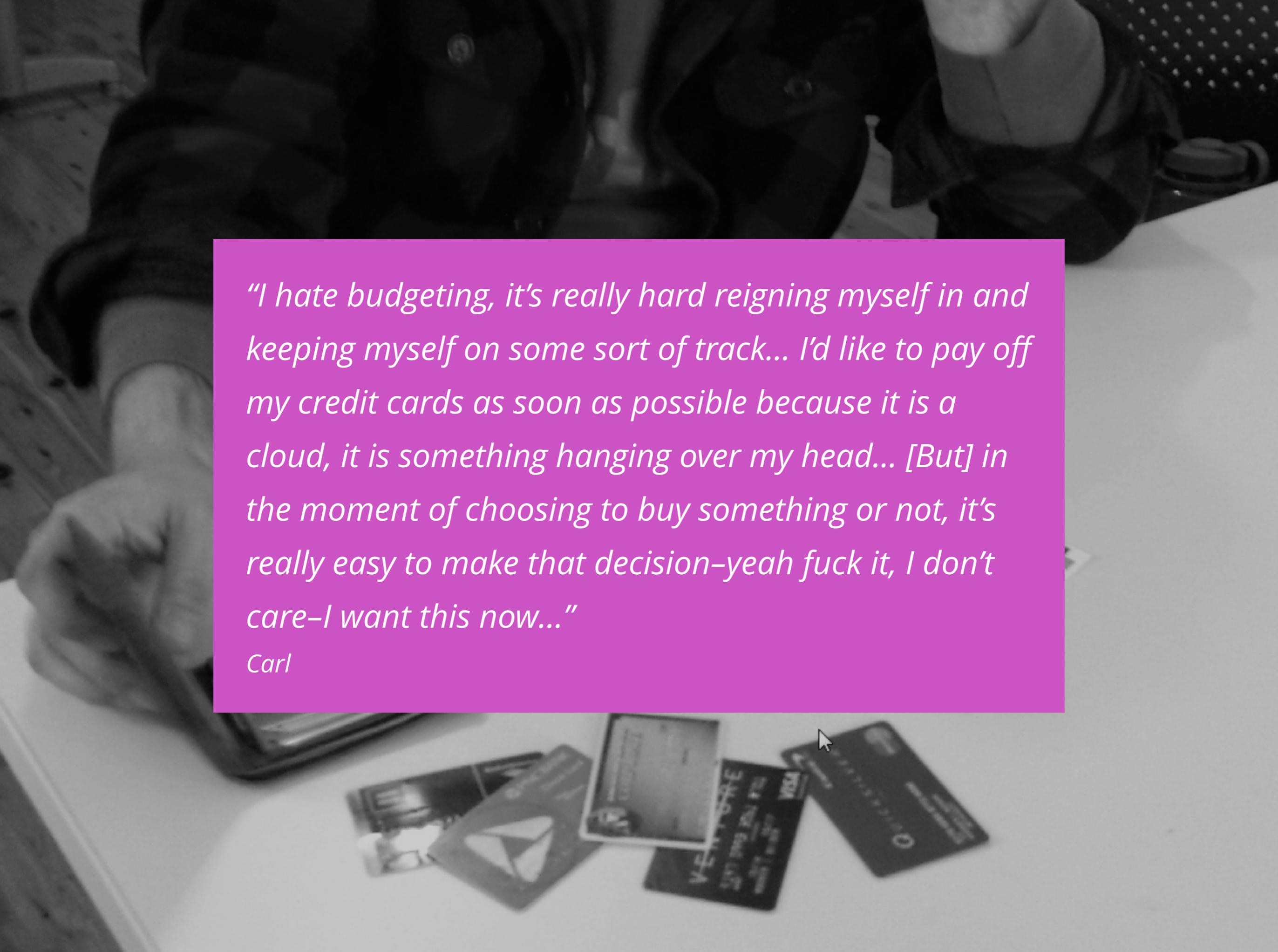




“Even in school I never took a class on how to balance a checkbook. They never taught us any of that. Because learning the history of the Alamo was more important for the 8 billionth time... A real adult knows how to handle your money, knows how to be on your own, and be responsible for your money and how to budget things... which I know nothing.”

Paige





"I hate budgeting, it's really hard reigning myself in and keeping myself on some sort of track... I'd like to pay off my credit cards as soon as possible because it is a cloud, it is something hanging over my head... [But] in the moment of choosing to buy something or not, it's really easy to make that decision—yeah fuck it, I don't care—I want this now..."

Carl

Observation

Immediate gratification, delayed anxiety.

Insight

*There is no satisfaction in future benefits.
We need to feel immediate value to be satisfied.*

SUMMIT

Pay it down while you live it up.



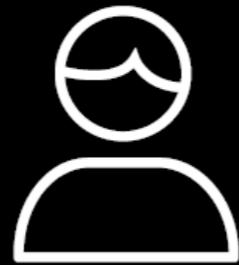
Summit // 9:30 AM

Enjoying your morning java? Buy your future self a latte! Put \$5 towards your debt.

Yes!

No

7 PEOPLE, 4 WEEKS, 124 MESSAGES



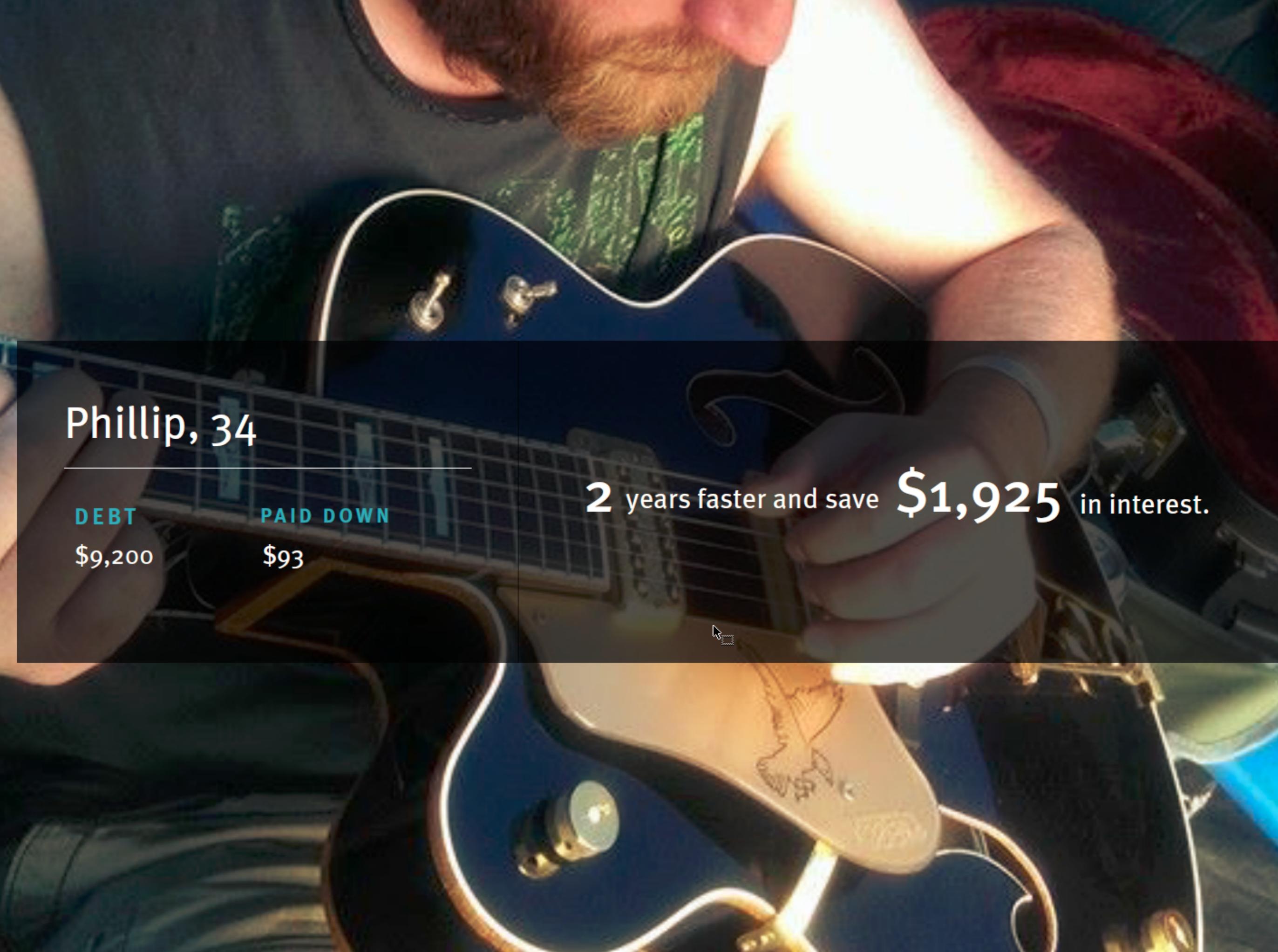
INTERVIEW



MESSAGES



INTERVIEW



Phillip, 34

DEBT
\$9,200

PAID DOWN
\$93

2 years faster and save **\$1,925** in interest.

Value Promise

“We will reduce the anxiety caused by debt in the lives of young adults, and empower them to change their behavior and achieve a better financial future.”

2

Blackboard®

Decision Making

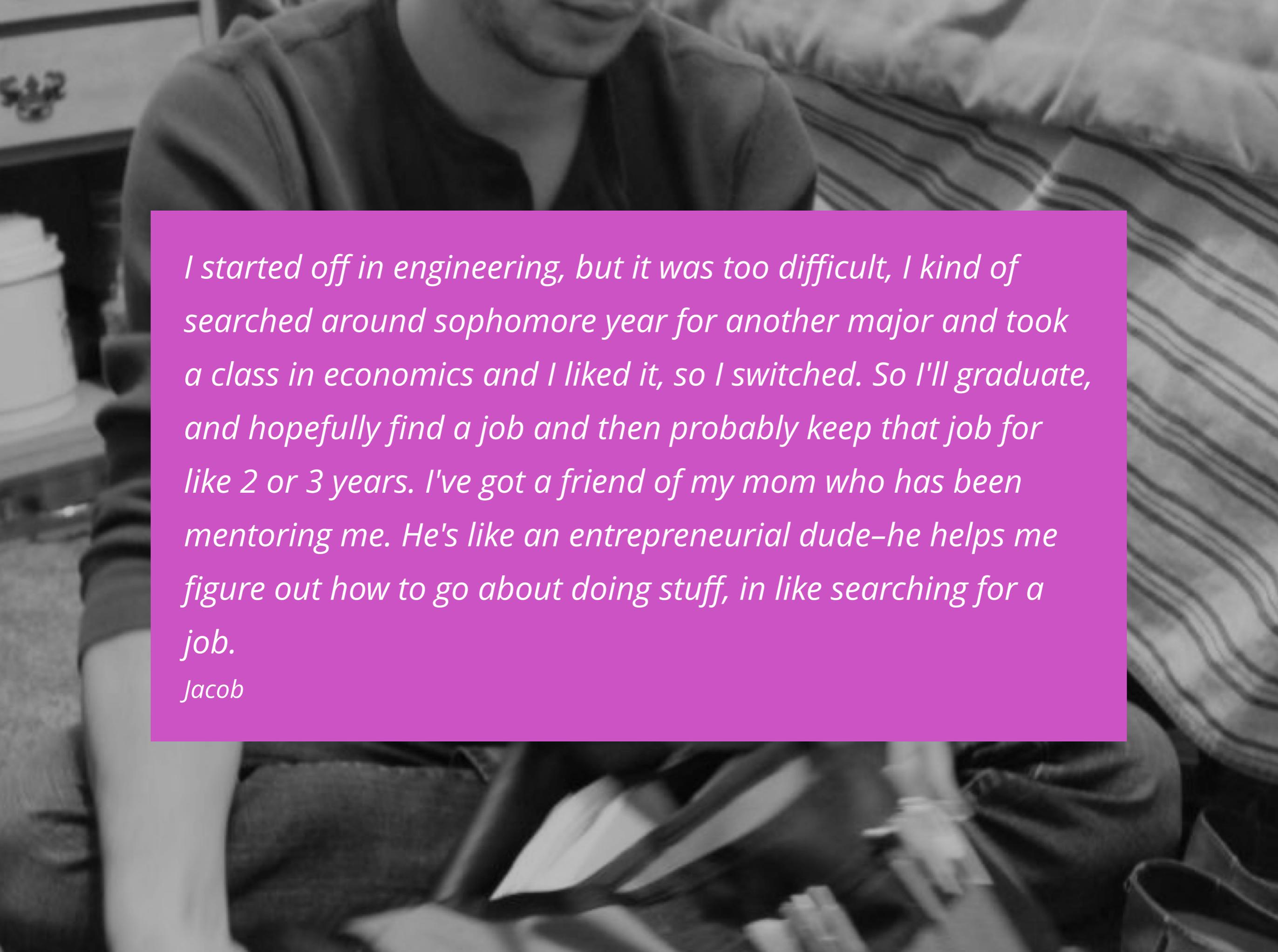




"I used to be a psych major, they have one of the best psych programs. But I wasn't liking it that much. I switched majors my junior year, you have to have a major that makes money, so I knew I wasn't a business person, and I wanted to be a therapist, because girls like to talk about their problems, and I thought I would be a good therapist, and then I get into college and was like this isn't what I signed up for..."

Shanae





I started off in engineering, but it was too difficult, I kind of searched around sophomore year for another major and took a class in economics and I liked it, so I switched. So I'll graduate, and hopefully find a job and then probably keep that job for like 2 or 3 years. I've got a friend of my mom who has been mentoring me. He's like an entrepreneurial dude—he helps me figure out how to go about doing stuff, in like searching for a job.

Jacob



AT&T 3:10 PM 97%

Photography Utilities Settings Calendar
Tuesday 6

Facebook BofA Wikipedia Navigation

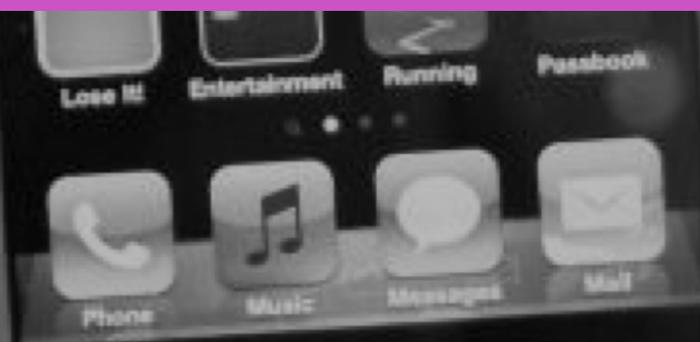
Books Amazon Safari Instagram
out of people is illegal.

Lose It! Entertainment Running Facebook

Phone Music Messages Mail

After graduation, I'll get a job or get into graduate school. If I want to stick with psychology, I'll get a masters degree in it so I can become a certified psychologist, or I might stick to the original plan and go to law school. After I make the decision, pretty much the rest of life happens after that. You know, be a lawyer, finish school and make sure you make enough money to support yourself and do fun things. And then you just get old.

Desiree



Observation

Students don't know

Insight

*Students feel that college determines the “rest of your life,”
and describe pressure and an urgency to constantly
push forward.*

- Aidan Webber
- Stream
- Courses
- Calendar
- Messages 100
- Grades
- People
- Pathways

Upcoming

Alert: Registration
Fall 2014 registration open
 Course of Study: not yet selected Help me make a plan

Event: Orientation Party
Tonight! Student Center
 Come for food, games, and give-aways to kick off the new school year! 6-9 pm.

Today

Orientation: Discussion Thread
Alex Wang replied
 Re: The most recent reply is listed in this space. If it is long, it will cut off after three lines... See posts

Orientation
Added - Fall 2014 Calendar See PDF

Orientation
Added - NWTC Clubs
 Get involved in more than your classes! NWTC offers a variety of clubs and intramurals for you to join. See PDF

Yesterday

Orientation: Discussion Thread



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Help m
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See posts

See PDF

See PDF

Pathways

Explore Pathways



Aidan Webber
Course of Study: Not Yet Selected

? Did you know that over 20% of our students are undeclared too?
Not everyone has a plan; we can help you explore different career paths and courses at NWTC.



I have no clue where to start.
Help me explore a range of options.



I have ideas, but I'm unsure.
Help me narrow my choices.



I know what I want to do.
Help me make a plan to get there.

MY TOP CAREER PATHWAYS



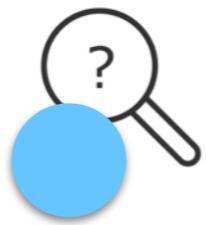
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MY TOP CAREER PATHWAYS

Placeholder area for top career pathways, showing four empty dashed boxes.



Explore Pathways



Aidan Webber
Course of Study: Not Yet Selected

- I have no clue where to start.
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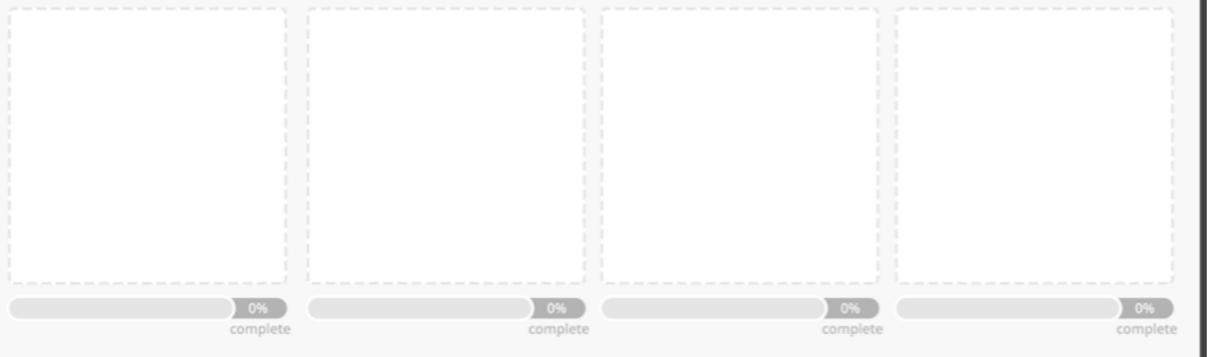
STEP 1: CHOOSE A FOUNDATION

What lights you up at your core?

It doesn't matter what I'm doing, as long as I'm...

- G PEOPLE
- LEARNING
- PHYSICALLY ACTIVE
- PROBLEM SOLVING
- BEING CREATIVE

MY TOP CAREER PATHWAYS



Need more help? Talk to an NWTC advisor. (2 available)

Explore Pathways



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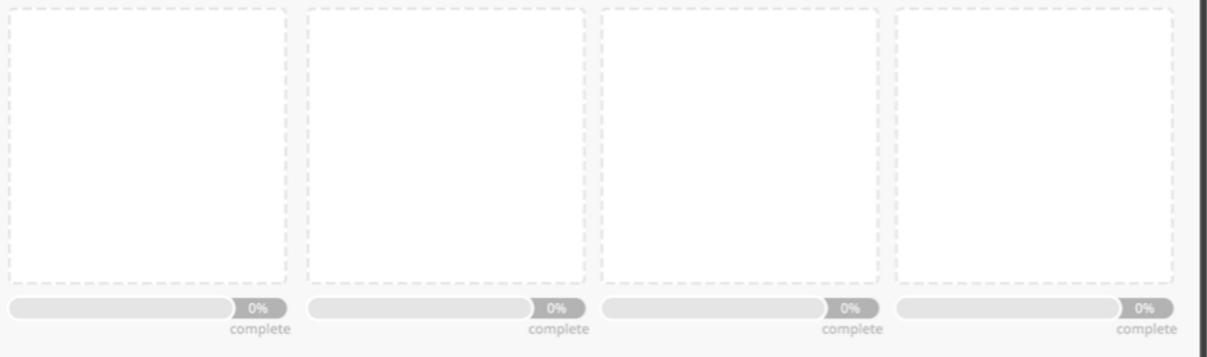
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STEP 1: CHOOSE A FOUNDATION

What lights you up at your core?
It doesn't matter what I'm doing, as long as I'm...

- HELPING PEOPLE
- LEARNING
- PHYSICALLY ACTIVE
- PROBLEM SOLVING
- BEING CREATIVE

MY TOP CAREER PATHWAYS



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LEARNING

PHYSICALLY ACTIVE

PROBLEM SOLVING

BEING CREATIVE

STEP 2: SELECT YOUR INTERESTS

What interests you the most?
I lose track of time when i'm learning about...

Mix it up!



Explore Pathways



Aidan Webber
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Explore Pathways

What interests you the most?

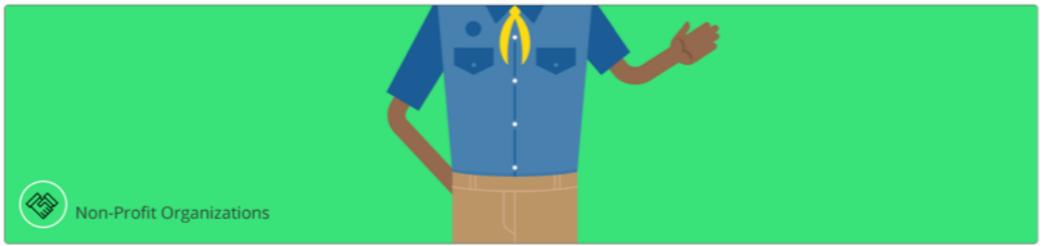
I lose track of time when i'm learning about...

Mix it up!

Drawing



Non-Profit Organizations



Business



MY TOP CAREER PATHWAYS

Finance  10% complete	General Studies  15% complete	Business (Management & Administration)  10% complete	Arts  10% complete
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Explore Pathways

What interests you the most?

I lose track of time when i'm learning about...

Mix it up!

Numbers

294,35
+ 7.956,23

11.521,20

Non-Profit Organizations

Business

MY TOP CAREER PATHWAYS

<p>Finance</p> <p>10% complete</p>	<p>General Studies</p> <p>15% complete</p>	<p>Business (Management & Administration)</p> <p>10% complete</p>	<p>STEM (Science, Technology, Engineering, & Math)</p> <p>10% complete</p>
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Value Promise

Blackboard will minimize anxiety around the academic experience, and help students identify their hidden passions and interests.

Summit

Blackboard

We need a new way to
**think about the products
we are creating**, and the
organizations that
support them.

The Design Process

Ethnography

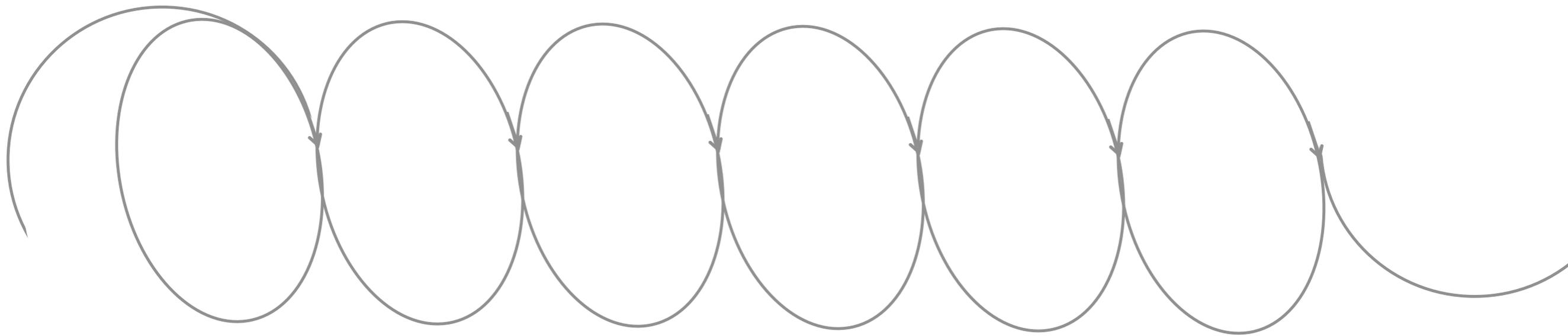
Immersion in the cultural and human context of a problem

Synthesis

Making meaning through inference and reframing

Prototyping

Hypothesis validation through generative, form-giving activities



The Design Process

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Immersion in the cultural and human context of a problem

Synthesis

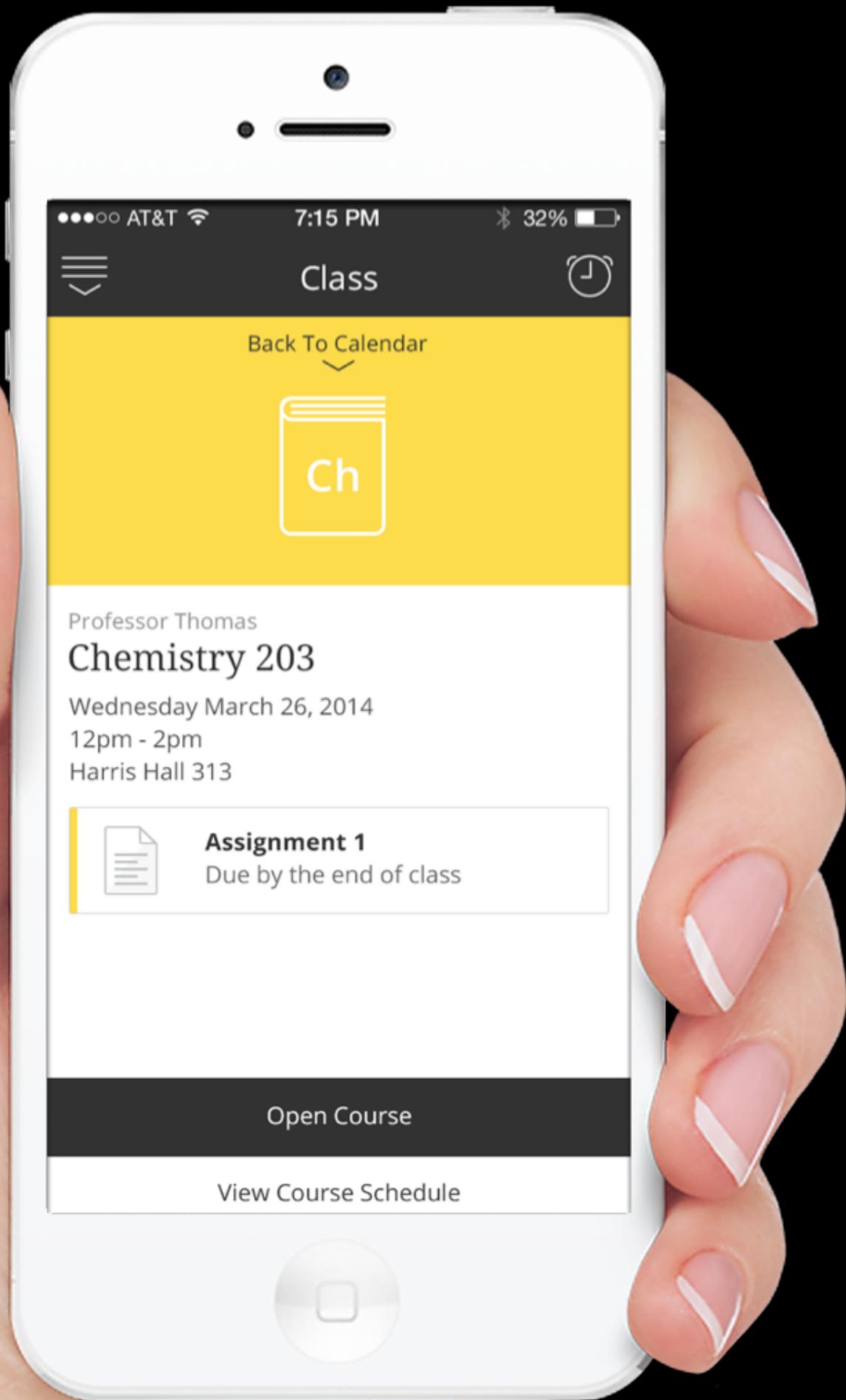
Making meaning through inference and reframing

Prototyping

Hypothesis validation through generative, form-giving activities



Feature brief - let's look at one



Bb Student Design Strategy & Feature Brief

October 2014

BEHAVIORAL INSIGHTS

1 Students have a short-term, reactive approach to deadlines & due dates

Students don't know how to manage their time, and haven't learned mid and long-term planning techniques (making lists, setting interim deadlines, and backwards-planning from a deadline). As they struggle to manage the complexity of assignments across multiple classes, they develop stress and anxiety related to deadlines, and fail to focus exclusively on the subject matter itself.

Our product should offer a view into coursework, deadlines, and exams that speaks to the “here and now” and helps them answer the question what do I need to do tonight for tomorrow?



BEHAVIORAL INSIGHTS

- 2 Students have anxiety about artifacts and actions, and lean heavily on a community of family and friends to minimize this anxiety

Students feel isolated. They internalize many of the logistical, subject-matter, and comprehension problems that they encounter in their educational journey and they often feel as though they are all alone as they attempt to navigate the complex and foreign environment of higher education.

Our product should offer a sense of community, emphasizing that other students are within “arms-reach” and building new opportunities for student-to-student interactions.



BEHAVIORAL INSIGHTS

3 Students lack the organizational skills to manage their documents and deadlines across courses

Students are unable to retain and organize all of the content they receive from each of their classes. Important details are lost in the sheer volume of content, assignments, and syllabi, and while anxiety builds, efficacy drops.

Our product should offer students all of their course content in a single place, and give them an easy and fluid way to both browse and search for relevant information.



BEHAVIORAL INSIGHTS

- 4 Students lack the ability to see how a short-term decision will impact the future trajectory of their education

Students don't have an intuitive feeling for the scope or duration of their course content over the duration of their credential. They have difficulty making informed short-term decisions related to their course sequencing, and lack visibility into how a decision now will impact their studies at a later date.

Our product should offer students a way to view their credential requirements in a visual format across time, and understand how sequencing changes will impact further forward movement or momentum.



VALUE PROMISE

We promise to help students collaboratively react to their immediate course needs while learning to plan for the future.

EXPERIENTIAL PILLARS

The student experienced is designed on the following experiential pillars, representing non-functional requirements that directly support the value proposition:

Single-Source for Engagement

Drive as much passive consumptive engagement as possible to one area of the product (the activity stream), in order to give students maximum value with minimal effort.

Rapid Access and Navigation

Leverage native OS touch capabilities, and assume a high level of user proficiency, to provide lateral access across product sections and rapid access to functionality.

Simple Visual Patterns

Utilize simple, repeated visual patterns for core objects (people, items, actions), to ensure students recognize items and are able to create a semantic connection between item and action.

Ownable Branded Animations

Utilize animation to better drive user behavior, to teach users about interactions, and to create a memorable experience that has both continuity and emotional resonance.

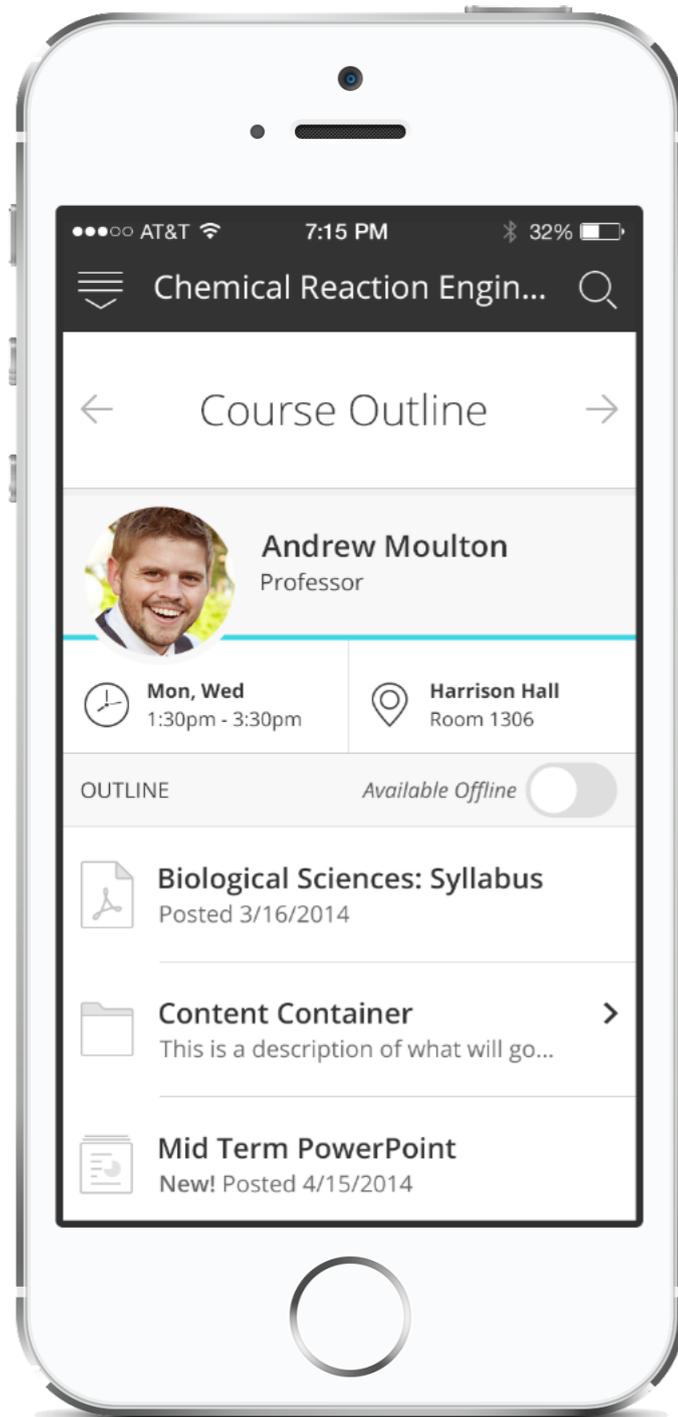
Informed Proactive Decisions

Make decisions for the user, so they have fewer options and less cognitive friction to work through on the way to achieving their goals. Sweat details, so students can move quickly and effortlessly.

First Time User Experience (FTUE)

Create FTUE moments throughout the product to help teach students about new functionality they encounter, and to help them learn how to use new features and functions.

COURSES

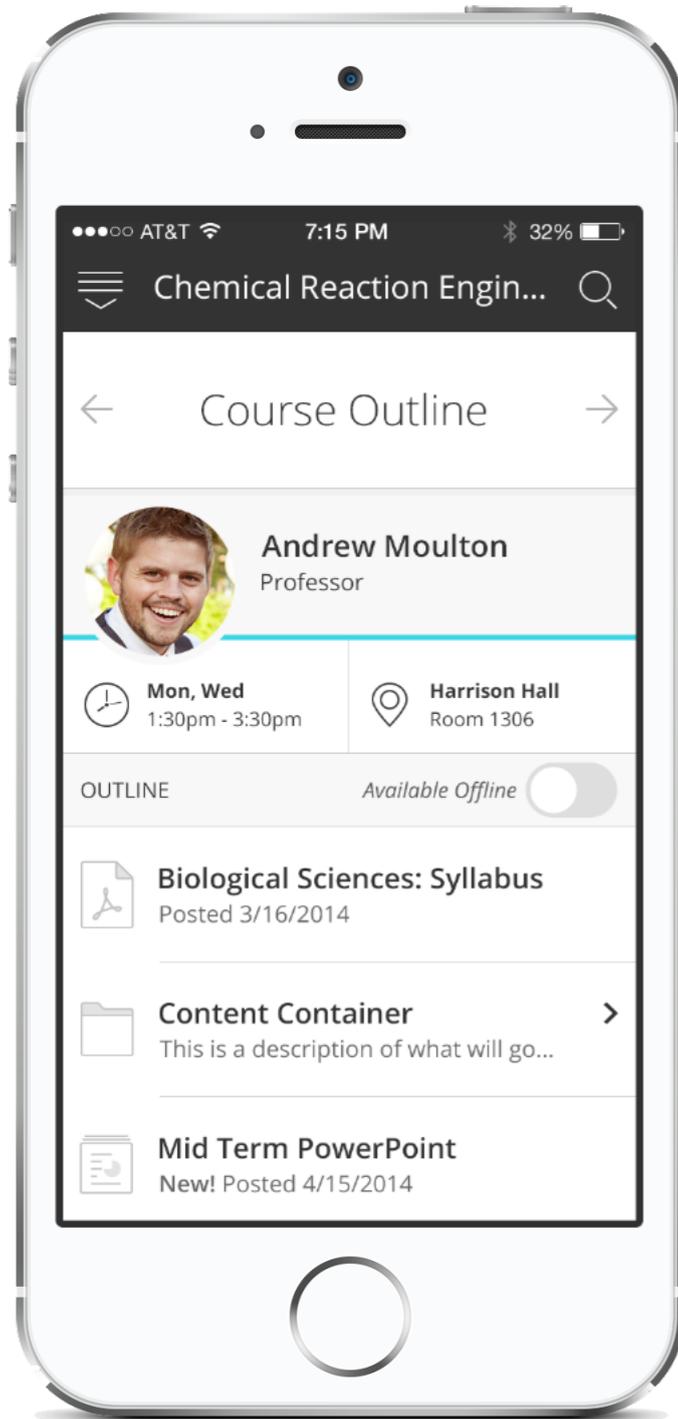


EMOTIONAL & FUNCTIONAL VALUE

Each of the student's courses is organized in a simple, easy to understand outline. This provides students with a familiar way of exploring content, quickly accessing information, and identifying the main materials that they need to focus on:

- Course information is presented in a fixed, templated format, so students can easily transfer knowledge of Blackboard's system from one course to another - regardless of institution
- Content presentation is simple, clean, and straightforward

COURSES

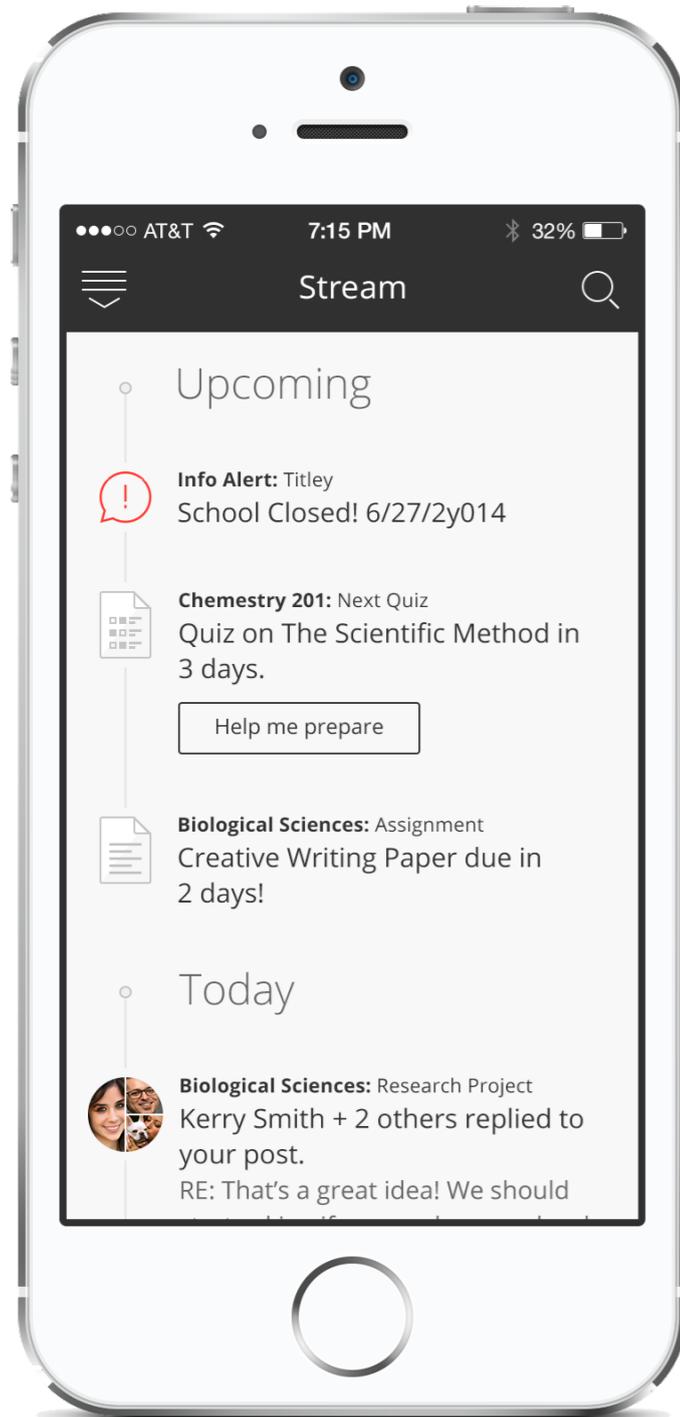


KEY FUNCTIONAL REQUIREMENTS

The Ability to...

- View course content in a simple list
- View extra information about a piece of content as appropriate, including when it was posted, what grade was received, and if things are late
- Tap on a piece of content to view it in more detail
- View meta information about the course, including information about the professor, teaching assistant, meeting times, locations, etc
- Quickly toggle between Outline, Contents, People, Roster, and other sections of the course
- Flag content to be available offline, and download content for offline viewing
- Engage in a video/audio one-to-many video classroom
- Engage in a video/audio one-to-many or one-to-one student chat

ACTIVITY STREAM

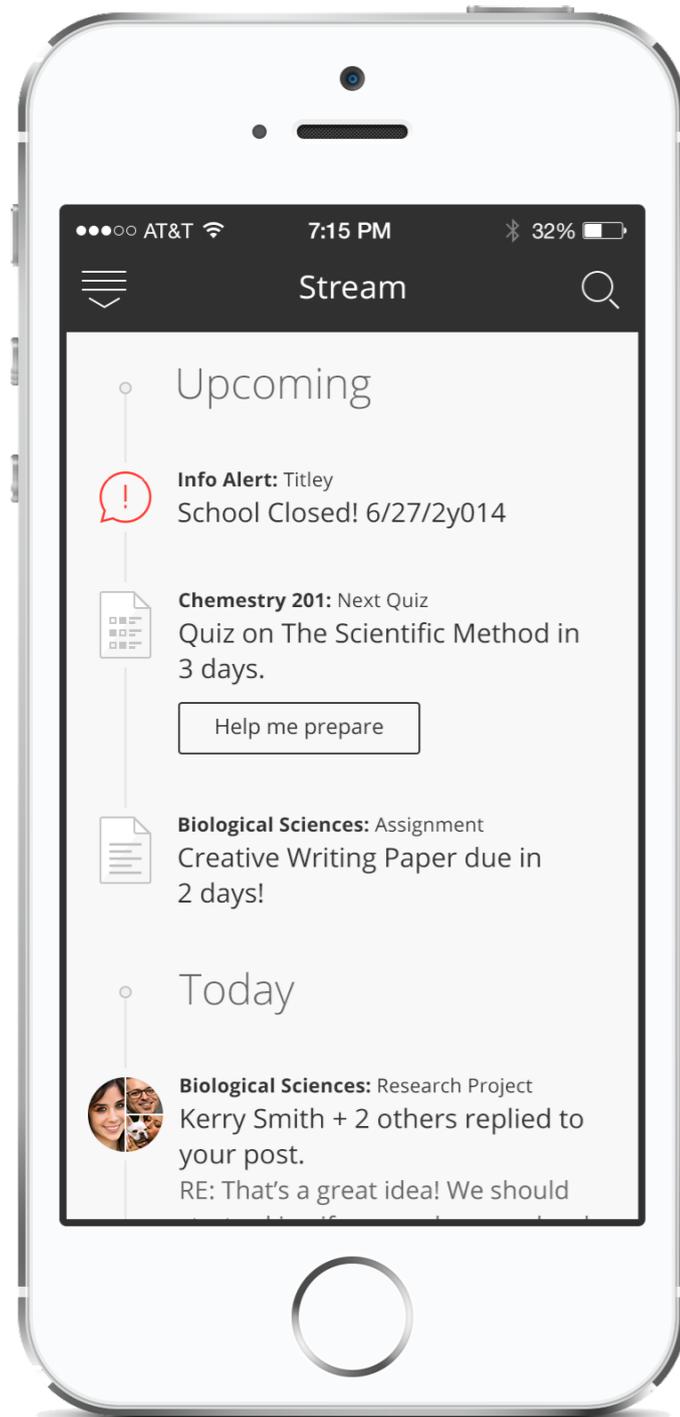


EMOTIONAL & FUNCTIONAL VALUE

The activity stream represents a “smart view” of prioritized events and actions, and pushes content to the student. This is home – the majority of the time the student spends in BbStudent should be spent on the activity stream. We’ll do the heavy lifting to algorithmically make sure students can prioritize their work and spend their time on the things that matter the most:

- Real-time push updates
- Cuts across all classes and all event/content types
- Intelligent ordering, particularly for items that require immediate attention
- Human language (“Today”, “Yesterday”, “Soon”)
- No-friction UI (no settings, filters, or options), leaning on Bb to make smart decisions and sweat the details
- Contextualize people in the context of events and content objects

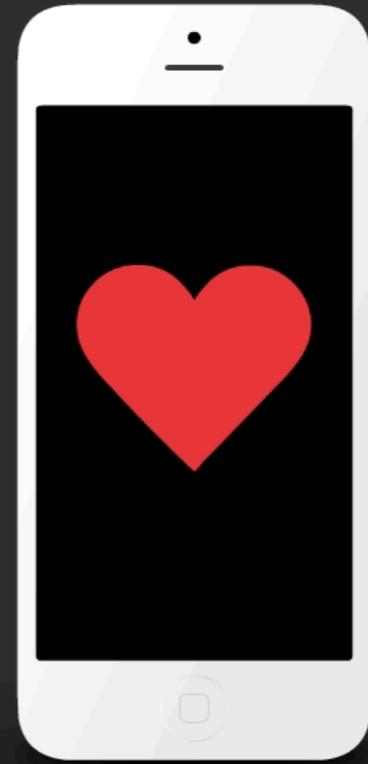
ACTIVITY STREAM



KEY FUNCTIONAL REQUIREMENTS

The Ability to...

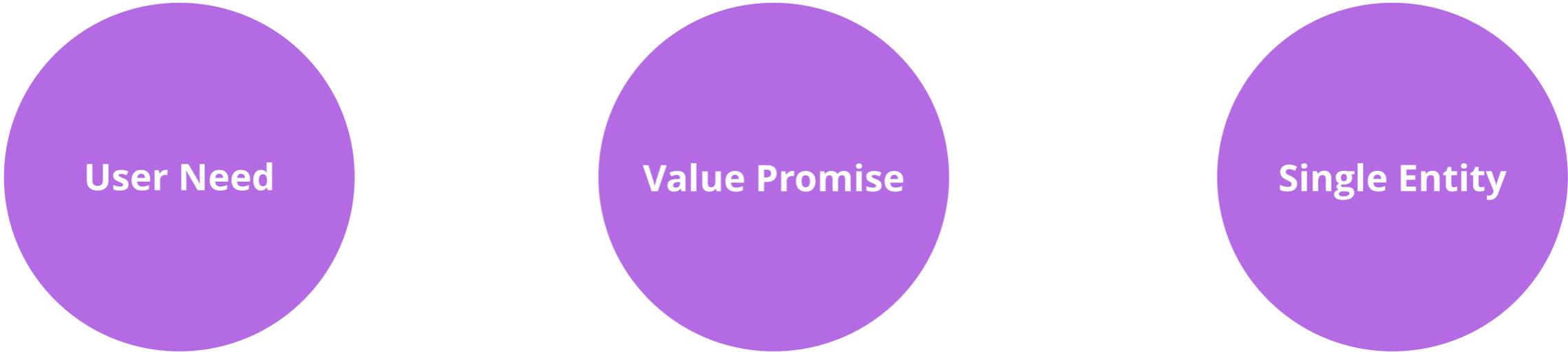
- View stream content related to course updates, discussion forum updates, due dates, events, grades posting, messages, and alerts
- Tap a stream item to be taken directly to the relevant piece of content or activity
- View alert-based iconography and visual treatment depending on the urgency of the event
- Track which items have been seen and which are new
- View items related to all aspects of Blackboard and college life, including alerts (driven by Connect) or Employer Events (driven by MyEdu)



Our goal is to build

We need a new way to think about the products we are creating, and the **organizations that support them.**

User-Centered Organization



User Need

Capacity to identify latent user needs and reframe them as market opportunities.

Value Promise

Business goals reinforce the functional and emotional value promise; prioritizing an holistic end-to-end experience for each user over market parity or features.

Single Entity

Structured to think of its solutions as an interconnected ecosystem who's relationship evolves with the user's experience; rather than isolated units / products that are marketed and sold.



Design strategy brief - let's look at one

New Learning Experience Design Strategy

October 2014



WHAT DOES THIS MEAN FOR BLACKBOARD?

The New Learning Experience will require a change in the way we think about our business, our product development process, and how we bring products to market:

- We will need to think of our own org and roadmaps in terms of *service capabilities*, rather than *product features*
- We will need to think of our solutions as *part of a large, interconnected ecosystem that evolves with the user*, rather than as *isolated products*
- We will need to think of our primary constituent as *the student*, rather than *the institution*

WHAT DOES THIS MEAN FOR ME?

The New Learning Experience has pragmatic implications on the work we do, in each of the core competencies of our organization:

Design must work to unify the aesthetics, interactions, and emotional qualities of our products

Engineering must provide seamless access to functionality and data across products and platforms

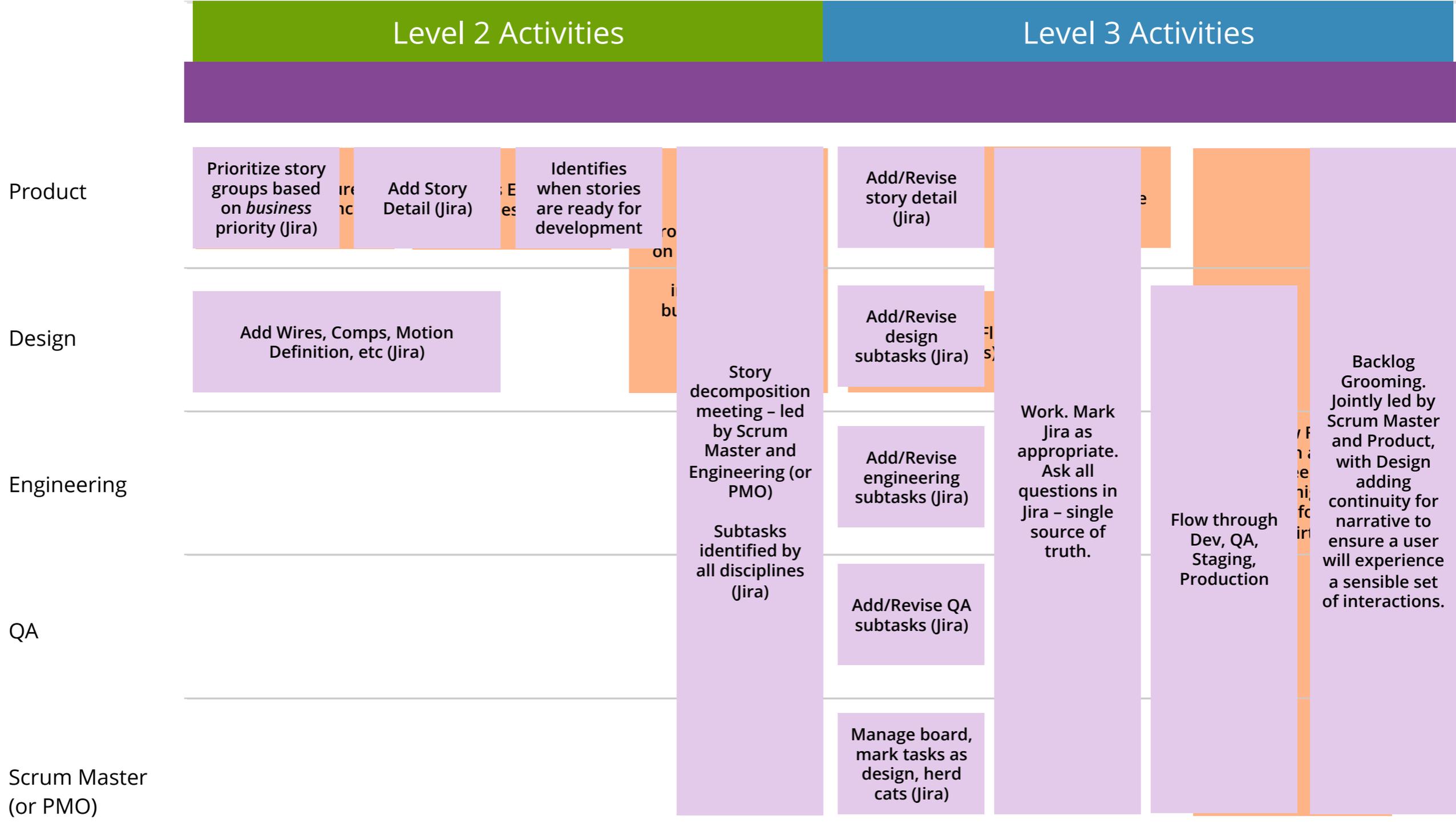
Sales must sell the value of a cohesive integrated experience, rather than individual features or functions

Marketing must improve the quality of our brand and brand recognition with students

Product Management must specify & prioritize capabilities as they relate across products, in addition to within a specific roadmap

Project Management (PMO) must support more matrixed communication and coordinate increasingly intertwined timelines

HOW DOES THIS CHANGE OUR PRODUCT DEVELOPMENT PROCESS?



There is no
checklist for a
**“Good User
Experience”**

Thanks!

Matt Franks

matt.franks@blackboard.com

@franknatic

Reading:

- Well Designed - *Kolko*
- Service Design - *Poulane*

Training:

- AC4D - Corporate Training
- AC4D - 3 Day Bootcamp