



Creating Good User Experiences

Travis Lee Wiggins

UX Design Consultant



Goals of Presentation

- Improve your knowledge of the User Experience Process and how you can use it to build better systems.

Part 1 The User Experience Process

Through Industry standards and walkthrough process, an intro to common concepts, buzz-words, and frameworks.

Part 2 The Buy In

Getting leadership on board

Part 3 Tips & Best Practices

About Me - Travis Lee Wiggins



- 18 years of Design/UX Experience. Product Owner & Run Software Projects end to end.
- Built software systems of all sizes at all different types of companies.

www.travisleewiggins.com

mail@travisleewiggins.com, portfolio.travisleewiggins.com

Clients I've Worked With

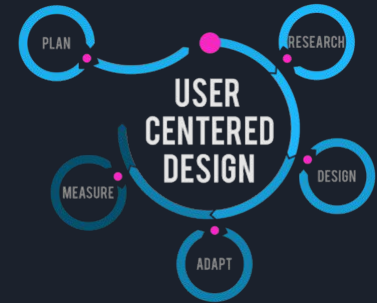
- Best Buy
- Major League Baseball
- One World Observatory
- Humana
- Case
- New Holland
- The North Face
- Estee Lauder
- Michaels
- PacSun
- Express
- Meijer
- Shoe Carnival
- Seattle Visitors Observatory
- Legends
- Academy Sports
- ECP
- Bootlegger
- Lunds
- Charlotte Russe
- bebe
- Healthways
- Mackinac Bluffs Maple Farms
- Chicago Maple
- Javelin
- ASCM
- Chicago Parking Meters
- ThinkTime
- Proficient Learning
- EDGE Experiential
- Digital Fleet
- Crown Corr

What is User Experience?

You are a User (a capital U).

A user of systems, software, and one of the many users active in the World.

User Experience (a capital UX) is the process of breaking down and designing a system and it's users & viewing it from the User's perspective in an effort to improve the design & functionality for the people are going to use it.



Why is User Experience important?



Good UX/UI improves people's lives. Period.

- Decreases Frustration!!
- Increases our enjoyment of products and services
- Saves time
- Saves money
- Bad UX can lead to fatal results - 737MAX, etc.

There's a lot of overlap with Product Design. Because Digital Experiences can be a part of real life products or be digital products themselves.

Part 1 - The User Experience Design Process





The Process: Developing A Good User Experience

Development

“Excitement Screens”

System Requirements

Workflow / User Flow

Wireframes

Prototype

Designs

Feedback Cycle

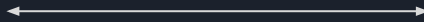
User interaction

User Research

User Interviews

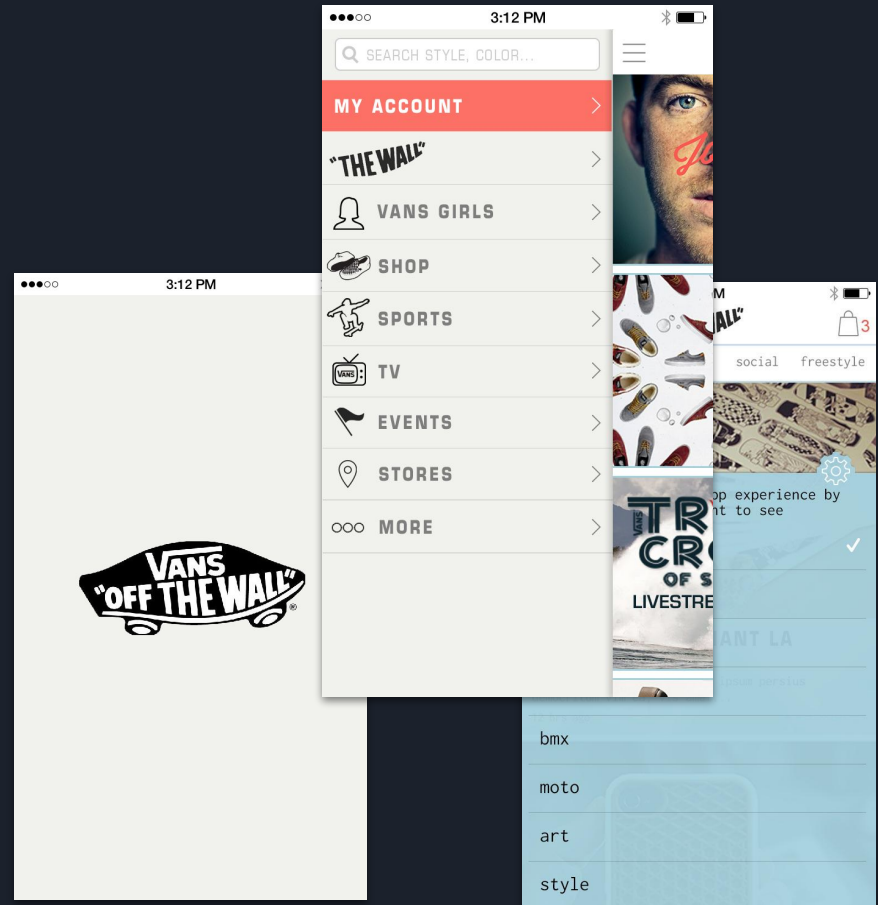
User Personas

User Testing



The Process: Excitement Screens

The “Excitement” Screens are initial designs that gets everyone excited, and help create a quick visual on what you are building so everyone can wrap their head around it.



The Process: System Requirements

The Requirements are the “recipe” of your software.

It **should** outline what is necessary to create the experience.

Sometimes creating User Experience feels like flushing out Requirements!

My favourite dish Pasta with bacon and tomato sauce

Ingredients

- 1 red onion
- 2 red peppers
- 120 g bacon
- 1 can (450 g) tomatoes
- 1 cup water
- olive oil
- garlic
- oregano
- 50 g pasta per person

Method

1. Cut the onion, red peppers and bacon into small pieces.
2. Heat some olive oil in a pan and fry the onion, red peppers and bacon.
3. Add oregano, garlic, tomatoes and water and cook for 20 minutes.
4. Cook the pasta in a big pot of boiling water.
5. Serve the pasta with the sauce, and enjoy!

Top Tips for writing

1. When writing a recipe or instructions, use numbers to indicate the steps and use the base form of the verb (imperative) to give instructions.
2. Use commas between things in a list. Use 'and' between the last two things.

Statement of Work (Template).pdf (page 1 of 6)

Statement of Work

Client: [Client Name], [Jurisdiction]
Project: [Project Name]

Effective Date
[YYYY Month DD]

Purpose of Agreement

This agreement outlines the general scope of the above-named Project (hereinafter referred to as the “Project”) based on discussions to date.

The main objective of this stage is to ensure that both the above-named Client (hereinafter referred to as “Client”) and service-provider [Name] (hereinafter referred to as “freelancer”) agree upon the general scope, budget, and schedule of the Project prior to commencing work on subsequent stages.

The Client is urged to ensure that all the details contained within this agreement meet the Project’s requirements before further work commences. If the nature and scope of the project changes, costs and timings may need to be revised and a new version of this agreement may need to be created and approved.

Once this agreement has been approved, the Project will progress into the next stages. This may include further agreements detailing requirements and functionality or it may go straight into development. This will depend on the nature of the Project.

Requirement	Requirement Statement	Must/Want	Comments
FR001	The website shall have a home page that lists the purpose of the organization.	Must	
FR002	The website home page shall list the next monthly meeting date, time and location.	Must	
FR003	The website shall have a page called “our members” where visitors can explore and download information by member name, business names, or business category.	Must	We have a spreadsheet that contains this information.
FR004	Members shall be able to create their membership via a credit card and using the website, create a page called “member resources”.	Must	Partial
FR005	New members shall be able to sign up and pay for their membership via a credit card using a “join our organization” page.	Must	Partial
FR006	A “Contact Us” page shall provide the names and contact information for every person on the project.	Must	Name, role, email and phone
FR007	A “Resources” page shall provide a list of links to organizations related to ours.	Want	Some resources, etc.


The Process: User Personas

User Personas define the “User Archetypes” of your system.

This is especially important if you have different types of users that may be interacting with your system differently or for different purposes.

The goal is to define each user that will be using your program, and their habits or other information that can help you optimize the system.

User Persona Type



"A quotation that captures user's pain-point / what value he seeks"

Bio

Bio should be a short paragraph to describe user journey as well as his background

Goals

- A task that needs to be completed
- A life goal to be teacher
- Or an experience to be felt

Personality

Tasks/Process

Motivation

List of Motivations in decreasing order -

- Incentive
- Growth
- Social
- Fear

Touch-Points

Age: 28
Work: Job Title
Family: Married, kids, etc.
Location: City, State

Introverted
Thinking
Sensing
Judging

User Persona: Alexander

Role: Founder of AdventureTap & business owner
Age: 45
Relationship: Married with 2 children under 12
Background: Founded his company at the age of 22 and now owns two small businesses

Communication
Phone, email, whatsapp

Devices used
Mobile, laptop, iPad

Behaviour/personality
Drives an Aston Martin, detail-oriented, demanding, picky, more free time as he delegates, well travelled, will always negotiate on price, persistent




Needs (must do)
Provide with a personal number
Give as much detail as possible about villa and the area
Ensure visibility on process and contract
Provide testimonials
Quick response

Frustrations (must never)
Be unreachable contact wise
Increase the price
Not take them seriously
Say no to a request - within reason

Technology

Internet

Mobile

Social Media   

User Experience

Seamless multi-channel
Luxurious High-end
Responsive

Modern
image led
DETAILED

"I don't know who you are, so I am not going to book with you"

"Can you make sure there are drinks"

"I want you to organise everything- boat, driver, chef - give me options"

"This is my budget- find me something nice"

"I am going to be travelling for the next 3 days"

The Process: User Interviews

Interview users to find out User Personas.

Ask them about the system you are thinking of building and see if it would benefit them and how.

Take down all their ideas.

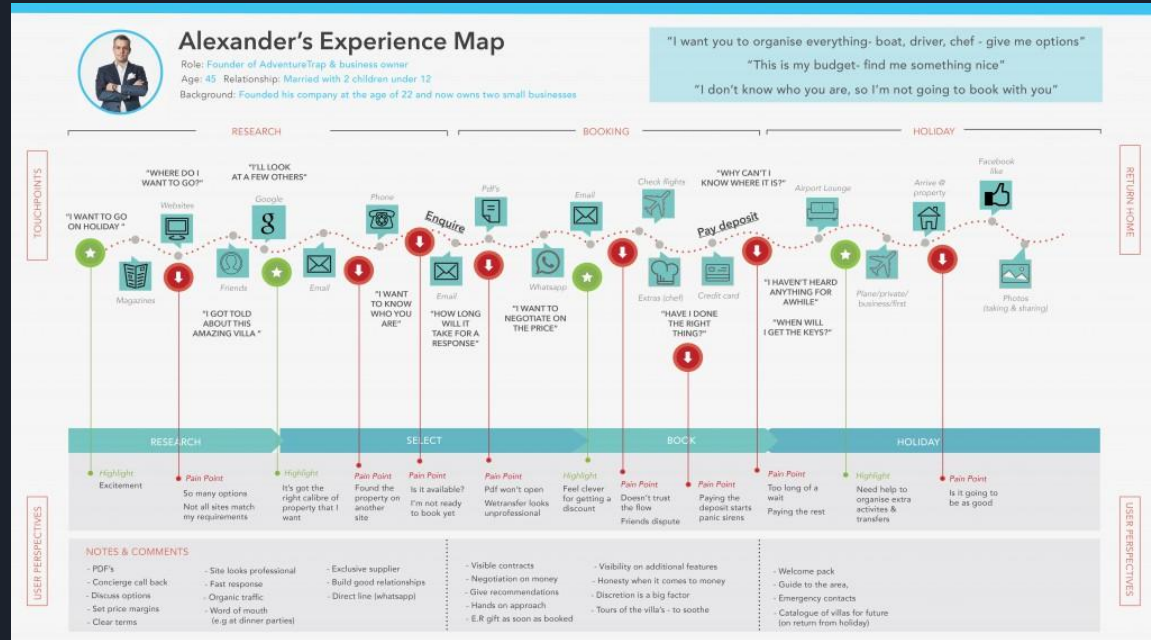


The Process: User Journey

Plot out the User's Journey.

Sometimes this will be the User's Journey through your system only, but this can touch open aspects that are outside your system like API handoffs.

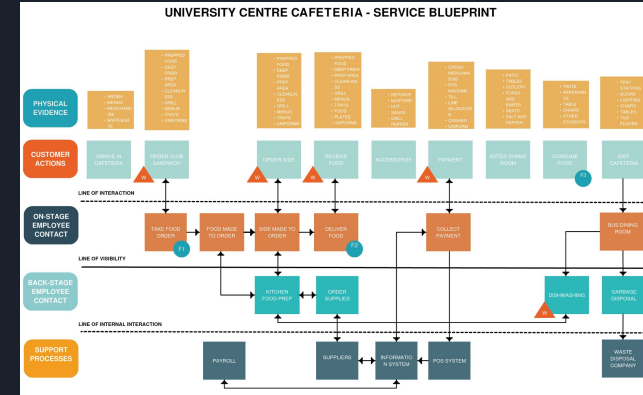
There could be multiple user journeys based on different user personas!



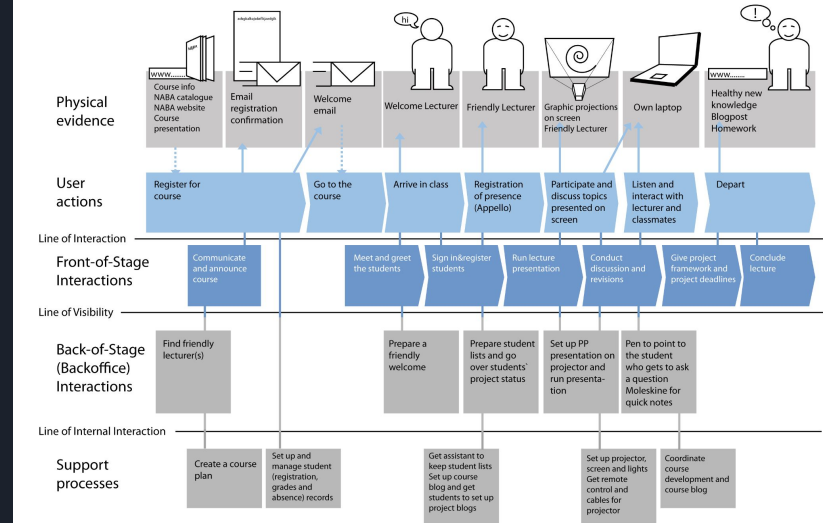
The Process: Service/Organizational Map

Similar to the User Journey, this plots out the User Journey and which Services or parts of the organization you'll be interacting with.

With complicated systems with lots of hand offs - this is where User Experience can struggle and needs help.



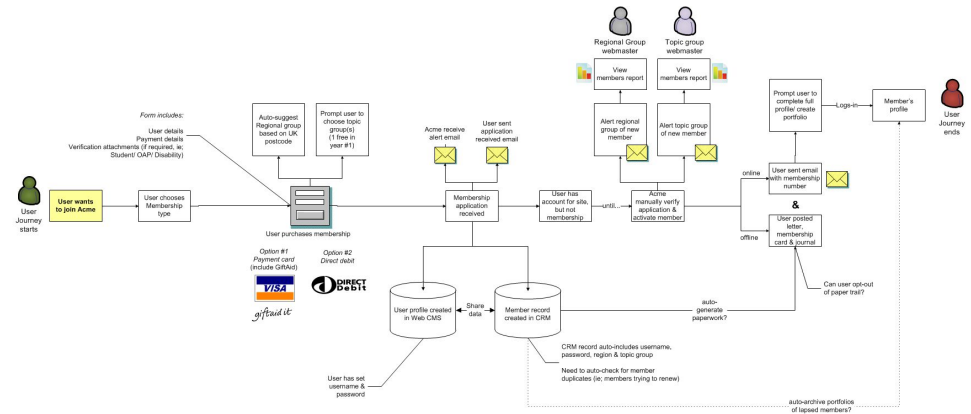
Service Blueprint for the Urban Marketing Class, NABA Design



The Process: Workflow/User Flow

A workflow is similar to the User Journey but usually only outlines what is specifically in your system and less of the “outside” stuff.

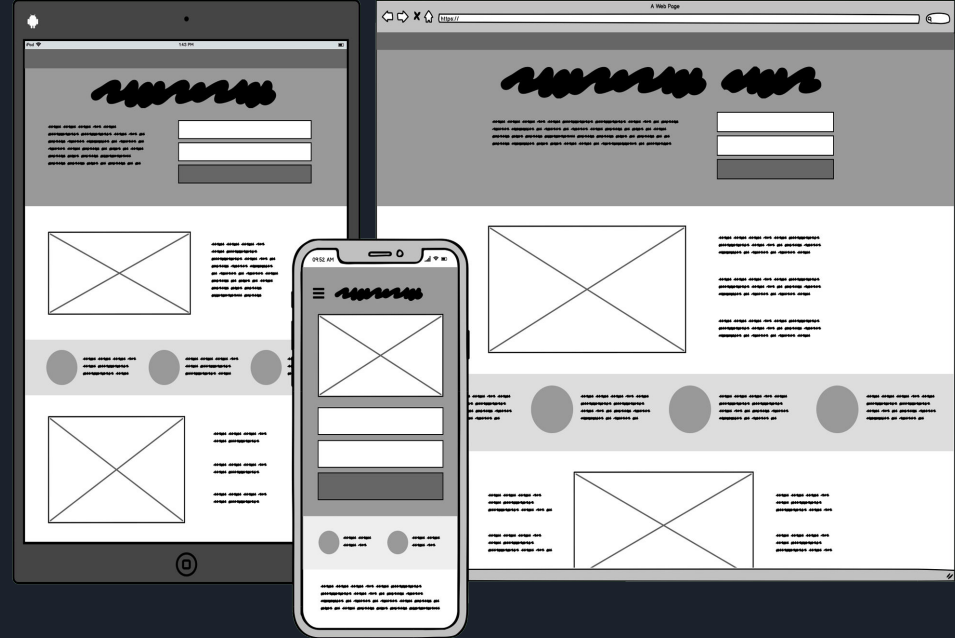
Acme.com New member joins online



The Process: Wireframes

Wireframes are line drawings, or very simple designs that help get elements and base functionality all in the right location in a system.

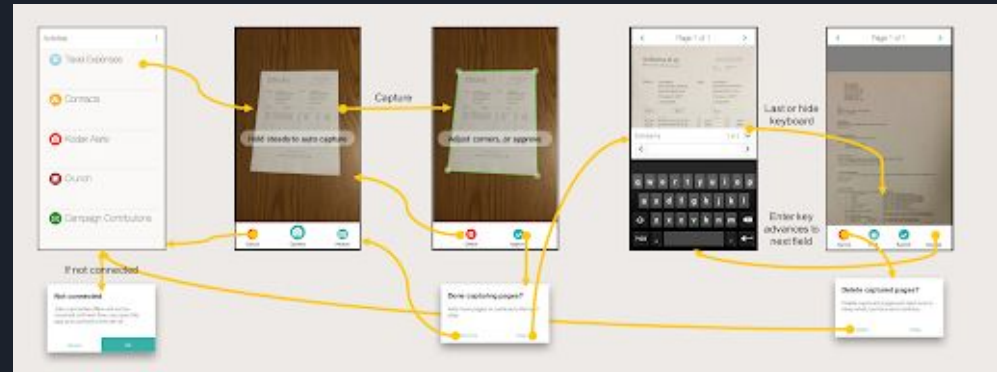
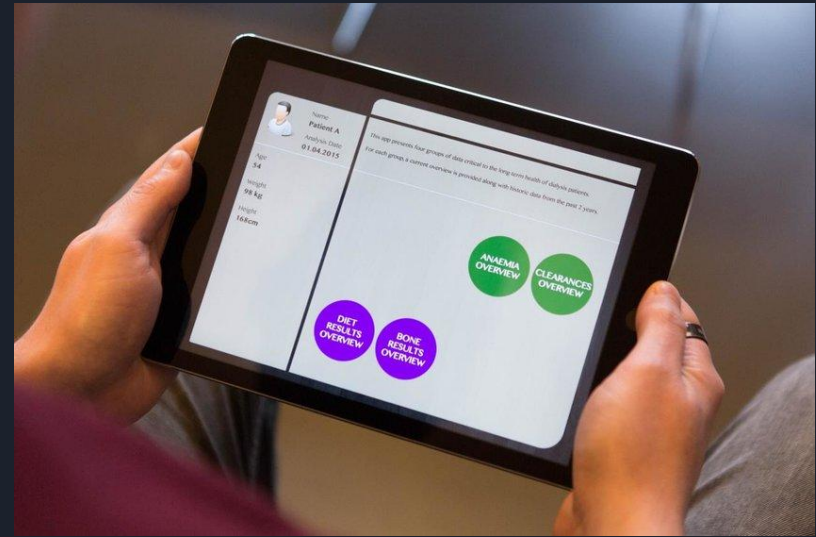
If you separate this from the Design, people get lost a lot less in color and style and stay focused on FUNCTION.



The Process: Prototype

A clickable experience that feels real but is made fast with images or simple elements.

This lets you make big adjustments without writing any code or developing anything yet, saving lots of time and money.





The Process: User Testing

Test people using your prototype, or early version of your system.

Don't lead them.

Ask them to perform actions and to “Speak Out Loud.”

You'll notice all kinds of unintended things and ways to improve your software.

Many times they can even give you amazing ideas for your software roadmap.



The Process: Design

Making it all pretty and easy to use.

Creating a visual style guide, consistency in messaging through visual language.

argon

Have an account? [Log in](#)

What do you need a loan for?

Select

How much would you like to borrow?

\$2,000

— \$1,000 ————— \$10,000 +

Apply for a loan

argon

200 West Jackson, 9th floor
Chicago, Illinois 60604
Copyright ©2016 Argon Credit

[Login](#)
[Apply now](#)
[Personal loans](#)
[Why Argon?](#)
[Our news](#)
[Join us / Our team](#)

[FAQ](#)
[Contact](#)
[Rates & terms](#)
[Licenses](#)
[CA legal notices](#)
[Privacy policies](#)

Form Styles (errors)

Form validation is incredibly important.
The user will receive several forms of feedback.

Last name

Bank name

Email address

Confirm password

Form validation is incredibly important.
The user will receive several forms of feedback.

- Input title turns red
- Line: 2px #ff0000
- Corner radius: 5px
- Icon placed to the right of the input (especially important for colorblind users or less experienced users)
- Text underneath when applicable

Table Styling (+Special Case)

In places where Argon is compared,

Highlighted top cell background color: #91268f
(argon violet)
Top cell text color: #ffffff

Top cell background color: #9EABA6
text color: #ffffff
Font size: 20px

Highlighted cell background color: #f6ebf6
Text color: #91268f (argon violet)
Font: Avenir Next Medium

Side cell background color: #D1D7DS
Text color: #16132a
Font: Avenir Next Medium

	argon	Banks	Credit Cards
Approval/Process	Approval in seconds, final decision within one business day	A few days	At least a week
Customer Service	Available between 8am-9pm CST	Take time to enjoy the hold music	Takes indefinite time and lots of transfers
Fees	Get your full loan amount with no surprises	Hidden fees and penalties	Hidden fees and penalties
Payback Period	24-60 month terms with no prepayment penalties	Scheduled payments with hidden fees	Several months and possibly years
Flexible Loan Types	Spend your loans as you wish	Home, auto, or business	Only where credit cards accepted

Button Styles

Primary Button

Log in

#2AB573
Corner radius: 5px
Avenir Next 16px #ffffff
Height: 40px

Primary Button (rollover state)

Log in

#367c5a
Corner radius: 5px
Avenir Next 16px #ffffff
Height: 40px

Primary Button (pressed state)

Log in

#385b4a
Corner radius: 5px
Avenir Next 16px #ffffff
Height: 40px

Inactive Button

Log in

#d9d9d9
Corner radius: 5px
Avenir Next 16px #ffffff
Height: 40px

Secondary Button

Log in

#2ab573
2px stroke
Corner radius: 5px
Avenir Next 16px #2ab573
Rollover State is primary button
Height: 40px

Secondary Button (rollover state)

Log in

#2AB573
Corner radius: 5px
Avenir Next 16px #ffffff
Height: 40px

Secondary Button (pressed state)

Log in

#367c5a
Corner radius: 5px
Avenir Next 16px #ffffff
Height: 40px

Working...
(pressed state)

Log in

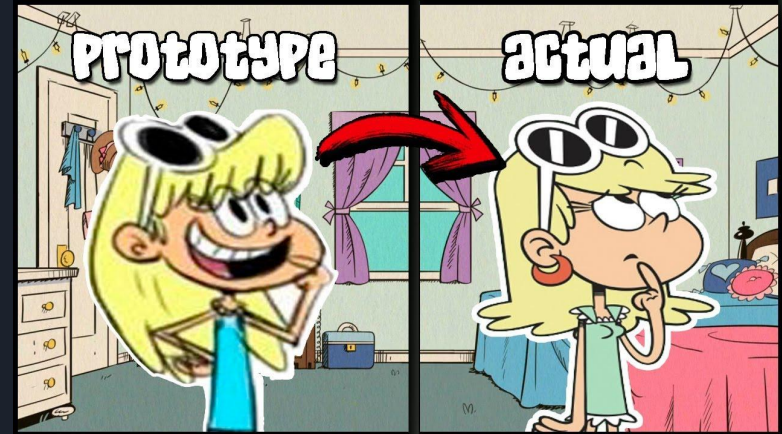
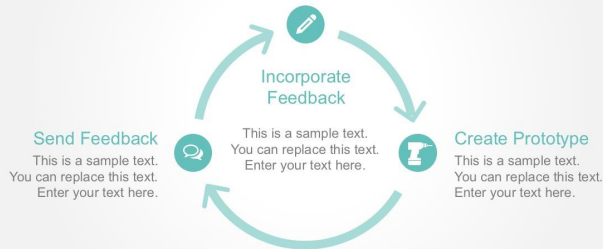
when button is pressed, if the paged submission is loading, a loading spinner should appear in the pressed state of the button (current site shows in an inactive button)

The Process: Feedback Improvement Loops

Gather feedback and make changes,
esp if it helps make the software
better.

Plan to make changes after each
section to apply your findings.

Prototype Circle





The UX Process: Combining it all

Bigger picture what this process accomplishes: *We've **planned, tested, brought in different opinions, and iterated on our idea**, and hopefully **built a better system** and saved time and money.* We don't always go through each aspect of the process, but the bigger the project, the more people impacted, the ever more important.

Development

"Excitement Screens"

System Requirements

Workflow / User Flow

Wireframes

Prototype

Designs

Feedback

User interaction

User Research

User Interviews

User Personas

User Testing



Part 2 - The Buy In



The Buy In - Hierarchical Organizations

We tend to view UX as

- *Democratic*
- *Holistic*

Taking in info from

- Stakeholders
- Users
- Creative styles
- platform/tech abilities

and combining it into a perfect circle of

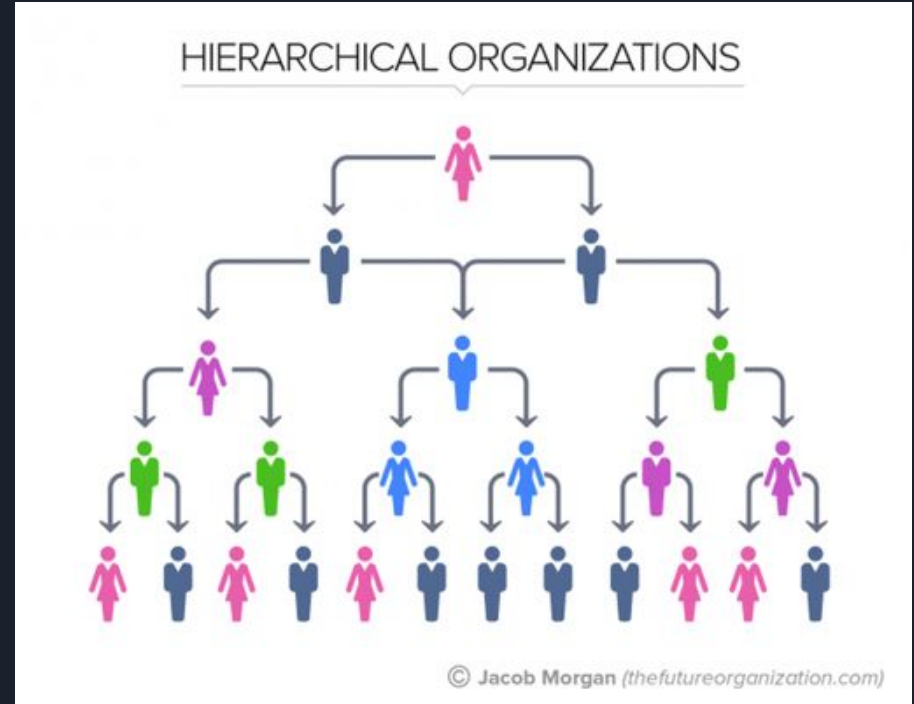
BEST PRODUCT or BEST EXPERIENCE



The Tricky Part - Hierarchical Organizations

But a big hole in this process is that it isn't completely Democratic and idealistic.

Most Organizations & Governmental Institutions are still set up as monarchies, a top-down structure.



The Business/Purse Strings Are Elevated in Importance

The good - these are the people paying for everything, convince them to spend \$ and this is value

The bad - If there isn't a good Return on Investment (ROI) or if they don't have a part in it, they won't care

To Do: Align with what they want, find some angle for them as a "User," and you'll get more.



Working with Leadership that doesn't understand the importance of what you are doing

You need buy in from the “Purse Strings.”

Make sure you prioritize a couple things that they want, and **make sure it's front and center.**

If you work this into the system design itself, it's of great benefit. The project itself might get a bigger budget or prominence, making the system improve (theoretically lol).



Important Leader's Ideas:
Get them in there!



Think of the Leader as the Goalie. It doesn't matter what happens on the ice if the goalie blocks every shot. It doesn't matter how good the idea is.

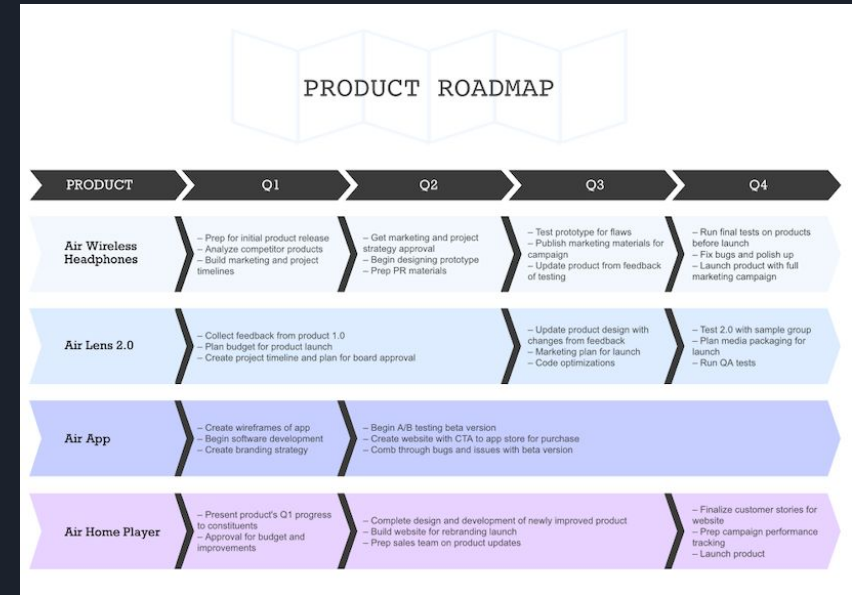
Part 3 - Tips & Best Practices



Prioritize Features (Roadmapping) & Start Small (MVP, Minimum Viable Product)

Many times you'll come up with new ideas and features to make something better while you are creating.

It's best to always prioritize everything in a list, so you can develop the most important things first and put off other stuff in the future if you get to it.



Invent Simplicity



Avoid "Decision Fatigue"



Say a one syllable number.

Filter it for them.



Good User Experience is not just Designers

Ideas come from everywhere

- Show people who know the subject
- Show people who don't

YOU MUST STAY OPEN.

Try it all. Don't think about it.

User Experience has a goal of improving a system *in any way possible.*

Even small changes can have a big impact.

Every small change is a WIN in my book.

BUT, Designers are (usually) the BEST people for the job.



Color Theory




Layout



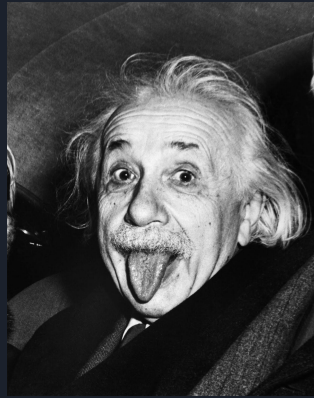
Fonts, Design
Software

Things you can't just pick up and do as a non-designer. And even if you did it would take you wayyyy longer than you thought. A good designer has a trained eye. Like a marathon runner.

A visual way of thinking.
Since software is
eye-based.



A Good User Experience Can be just as much an Art as a Science




Einstein

**Proof of your theories
comes out a hundred
years later**



Rick Bayless

**Just because you created a good recipe
doesn't mean the food is good. Nuances.**



You Hardly Reach Perfection, but you constantly reach “That’s better than it was.”

UX is a sliding scale. So just do everything you can.

Most of my projects are “time-boxed.” It’s not me going in and saying how much time I need.

Usually it’s a business person telling me how much time I have, then I try to maximize that as much as possible.

Make Your Software a Superstar!

"I've missed more than 9000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed."

Concentrate on the biggest picture impacts.

SUPERSTAR MOMENTS

Forget "perfect" software!

Hit **grand slams** instead of obsessing over small shit nobody is going to see or care about.





Travis Lee Wiggins
UX/UI • Designer • Musician
Artist • Creative Thinker

Thank You!

Contact Me

www.travisleewiggins.com

mail@travisleewiggins.com

I hope we achieved my goal of improving your knowledge of the User Experience Process and how you can use it to build better systems!

**‘IF YOU THINK GOOD DESIGN IS
EXPENSIVE, YOU SHOULD LOOK
AT THE COST OF BAD DESIGN.’**

**- DR. RALF SPETH, CEO
JAGUAR**