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?

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

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

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 get 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!
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.
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.
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.
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.
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.
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/ttech 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
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.

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

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