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Enemies of UX (and how to defeat them)

Lee Duddell & Chris Lockhart

Agenda

- 1 Intro
- 2 Three Enemies of UX
- 3 How the University will defeat them
- 4 Questions

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180 second introduction to UserZoom
(Marketing made me use these slides)



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Leading Brands



UserZoom is your one-stop-shop for UX research



Intuitive UX research platform

Newly redesigned UI is feature-rich yet easy-to-use, so you can make UX research part of your agile sprints

Access the right study participants

Recruit the most relevant representative users quickly, through several flexible recruiting options

Get fast, measurable insights

Automate the collection of data and uncover valuable insights quickly, with the right UX research method for your needs



The screenshot displays the UserZoom Project Dashboard. At the top, the UserZoom logo is on the left, and 'Account Settings' and 'Support' links are on the right. The main heading is 'PROJECT DASHBOARD'. Below this is a summary row with five cards: '123 ALL PROJECTS' (blue), '5 DRAFTS' (orange), '2 LIVE' (green), '106 OFFLINE' (blue), and '10 TEMPLATES' (white). To the right of these cards are filters for 'Method: All', 'Label: All', and 'Owner: All'. Below the summary row is a search bar labeled 'Search by study name, user, etc'. The main content area shows a grid of study cards. The first row includes: 'Internet habits and uses' (DRAFT, KV, 123), 'New Navigation Options' (LIVE, 56/163 PANELISTS), 'Mobile Order Ahead Food App' (DRAFT, AB, 11), and 'Button Color Study' (DRAFT, KV, 2 months ago). The second row includes: 'Uber Passenger Path' (OFFLINE, 15 PANELISTS), 'Internet habits and uses' (OFFLINE, 24/25 PANELISTS), 'Buy Now Button Position' (OFFLINE, 3 PANELISTS), and 'Facebook Posting Workl' (OFFLINE, 106/110 PANELISTS). Each card shows a study icon, title, method, status, and participant count.

Us



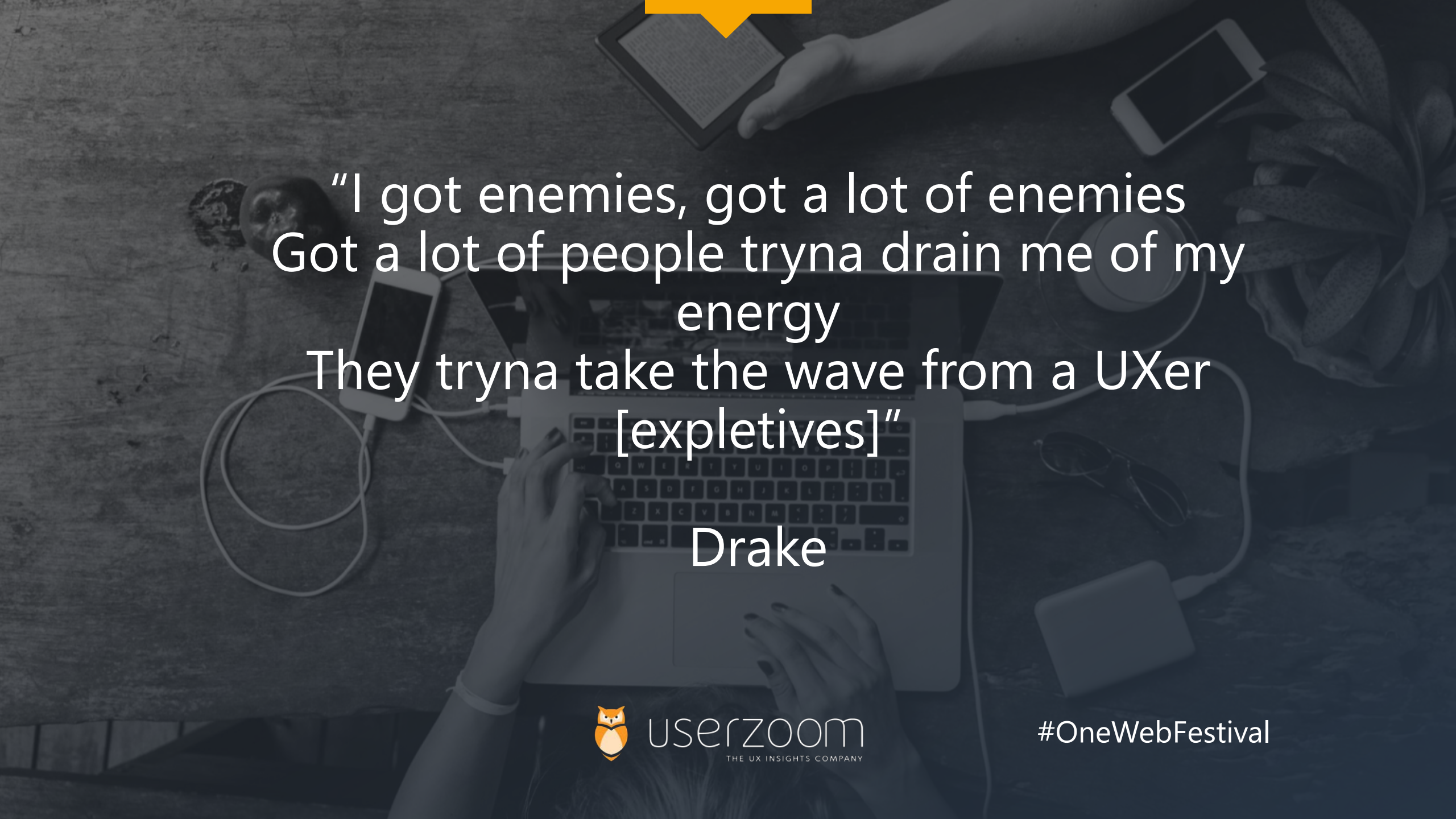
Lee Duddell

UX Director, 10 years working in UX research



Chris Lockhart

Web Content Lead, University of Southampton



"I got enemies, got a lot of enemies
Got a lot of people tryna drain me of my
energy
They tryna take the wave from a UXer
[expletives]"

Drake



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What do we mean by UX?

A 'Good UX' is desirable since it means that a site or app meets users' expectations, is easy to use and meets the organisation's goals.

It is NOT about making things "pretty".

This site is not “pretty” but it does well because it has a great UX



**WHY ARE SO MANY SITES DIFFICULT TO
USE? and
WHY DO SO MANY NOT MEET USERS'
EXPECTATIONS?**



Because of these Enemies of UX

- 3 HiPPOs
- 2 Asking People what they want
- 1 Agile

Enemy #3 HiPPOs



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Highest Paid Person's Opinion

Design decisions are made by the most senior person based on their intuition/experience*.

*they're guessing

*they are not the end user

*they think they know them

*unless they are a method actor (maybe).

11: *How does this site **compare to your idea of an ideal website?**

1=Not Very Close

Very Close=10

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Enemy #2 Asking

8: *Please rate how well the **product descriptions provide answers to your questions.**

1=Poor

Excellent=10

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27: *Thinking about why you came to Homebase.co.uk today, please rate your experience of the web site for the following:

the availability of the specific product(s) you were looking for on this site.

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Why is it a bad idea to ask users about UX?

- 1 **People can't predict their behavior**
- 2 **They can't recall what they just did**
- 3 **Some questions are just too hard**

We'd welcome your feedback!

Thank you for visiting our website. You have been selected to participate in a brief customer satisfaction survey to let us know how we can improve your experience.

The survey is designed to measure your entire experience, please look for it at the conclusion of your visit.

This survey is conducted by an independent company ForeSee, on behalf of the site you are visiting.

No, thanks

Yes, I'll give feedback

1: *Please rate **how well usbank.com is organized.**

1=Poor							Excellent=10			
1	2	3	4	5	6	7	8	9	10	Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2: *Please rate the **options available for navigating** usbank.com.

1=Poor							Excellent=10			
1	2	3	4	5	6	7	8	9	10	Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3: *Please rate how **quickly pages load** on usbank.com.

1=Poor							Excellent=10			
1	2	3	4	5	6	7	8	9	10	Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4: *Please rate the **consistency of speed from page to page** on usbank.com.

1=Poor							Excellent=10			
1	2	3	4	5	6	7	8	9	10	Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5: *Please rate your perception of the **accuracy of information** on usbank.com.

1=Poor							Excellent=10			
1	2	3	4	5	6	7	8	9	10	Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6: *Please rate the **quality of information** on usbank.com.

1=Poor							Excellent=10			
1	2	3	4	5	6	7	8	9	10	Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27: *Thinking about why you came to Homebase.co.uk today, please rate your experience of the web site for the following:

the availability of the specific product(s) you were looking for on this site.

1=Poor

Excellent=10

1

2

3

4

5

6

7

8

9

10

Don't know

☐☐☐☐☐☐☐☐☐☐☐

Enemy #1 Agile



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Agile is a methodology

- **Run in Sprints**
- **by multi-disciplinary teams**
- **that favour working prototypes over documentation**
- **Is becoming widely adopted.**

But Agile teams often skip testing deliverables with end users

“We can’t get users fast enough”

“It will slow us down”

“We don’t have assets ready in time”

How is the University tackling these well known Enemies of UX?

- 3 HiPPOs
- 2 Asking People what they want
- 1 Agile

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Chris, over to you...
**How you are planning to defeat these
enemies of UX...**



Enemy #3 HiPPOs: The Authority Bias

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Enemy #3 HiPPOs: What user experience data?

Examples:

- 1 Insights from Google Analytics
- 2 Results from research
- 3 Behaviour from observations
- 4 Validated surveys

Enemy #3 HiPPOs: What user experience data?



Photo by rawpixel.com from Pexels

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Enemy #2 Asking



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Enemy #2 Asking: How to avoid asking users what they want

- 1 Design a thing based on user needs
- 2 Test the prototype/concept with users
- 3 Watch what they do
- 4 Make changes to improve task completion
- 5 Retest (if problem was catastrophic) or launch
- 6 Launch and monitor performance with real visitors

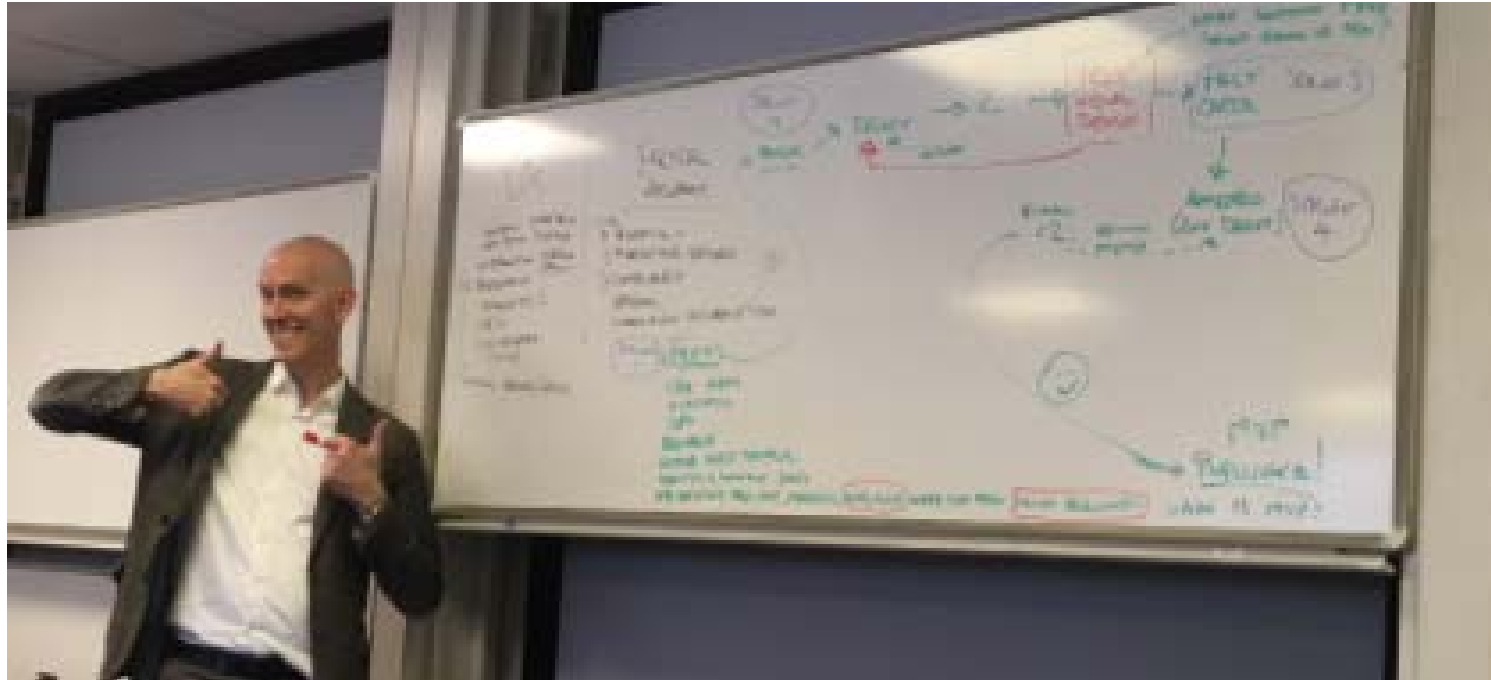


Enemy #1 Agile



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Enemy #1 Agile: It will slow us down



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Enemy #1 Agile: It will slow us down

Example: following a task through our (simplified) workflow



Sprint 0

Preparation: User needs / Analytics / SEO / Research / Source material review / Contact with SMEs / Marketing / Compliance

Sprint 1

Workflow stages: Draft / 2i / Amends / Build tests /

Sprint 2

Workflow stages: Launch test / Insights analysis / Amends

Sprint 3

Workflow stages: Fact check with SME

Sprint 4

Workflow stages: Amends / final 2i / publish MVP

Future sprints

Testing in live environment / Performance analysis

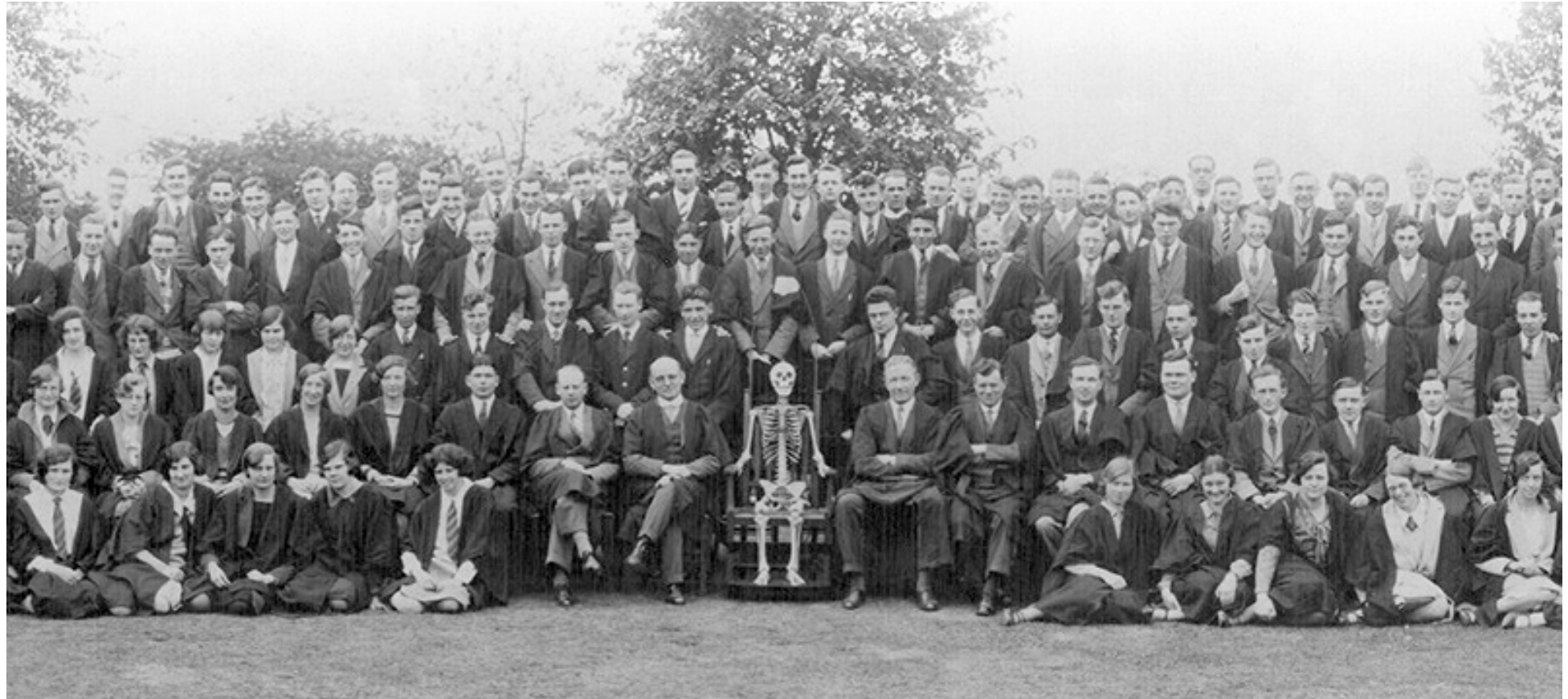
Enemy #1 Agile: It will slow us down

"The definition of "done" can only be determined by users."



"... if you have data that says users can't use it or don't like it, as a UX team member you must continue to underscore user experience problems." - Jon Innes

Enemy #1 Agile: We can't get users fast enough



Enemy #1 Agile: We can't get users fast enough

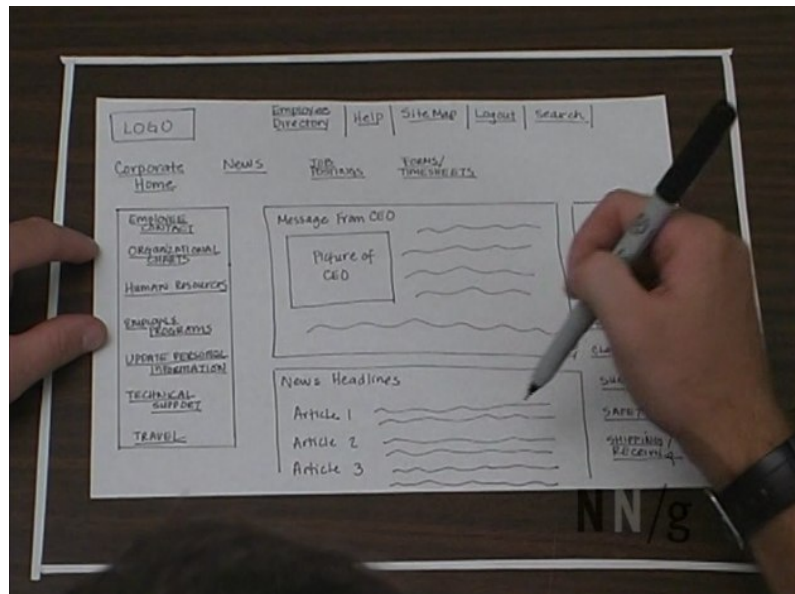
Enemy #1 Agile: We can't get users fast enough

About this course	We will help you gain placements and employment with local, national and international employers. You will be well-placed studying in Southampton as the city is the UK hub for the maritime sector.
Course content	
Year 1 modules	
Year 2 modules	
Year 3 modules	We excel in the development of high-calibre graduates who go on to work in the yacht and high-performance craft sector, including ocean racing and the America's cup.
Year 4 modules	
Teaching and learning	
► Career opportunities	Prepare for your future career by using:
Entry requirements	<ul style="list-style-type: none">• our University's careers and employability support service.• the Ship Science employability coordinator• your academic tutor
Applications	
Fees, costs and funding	
Contact us	Learn more about our careers and employability support services.
Related courses	
— Ship Science overview	Stand out to recruiters with extra experience

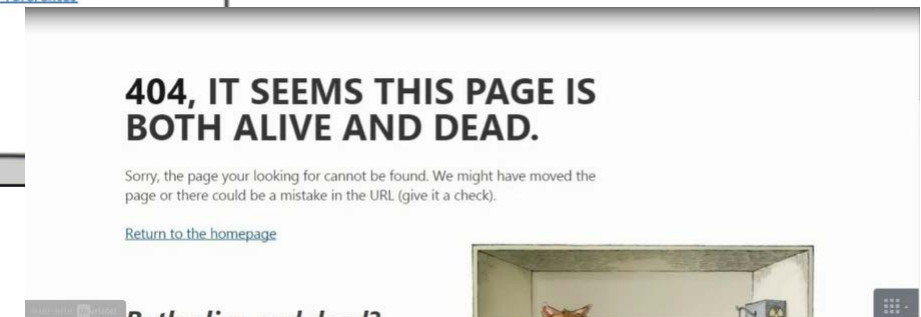
Enemy #1 Agile: We don't have assets ready in time



Enemy #1 Agile: We don't have assets ready in time

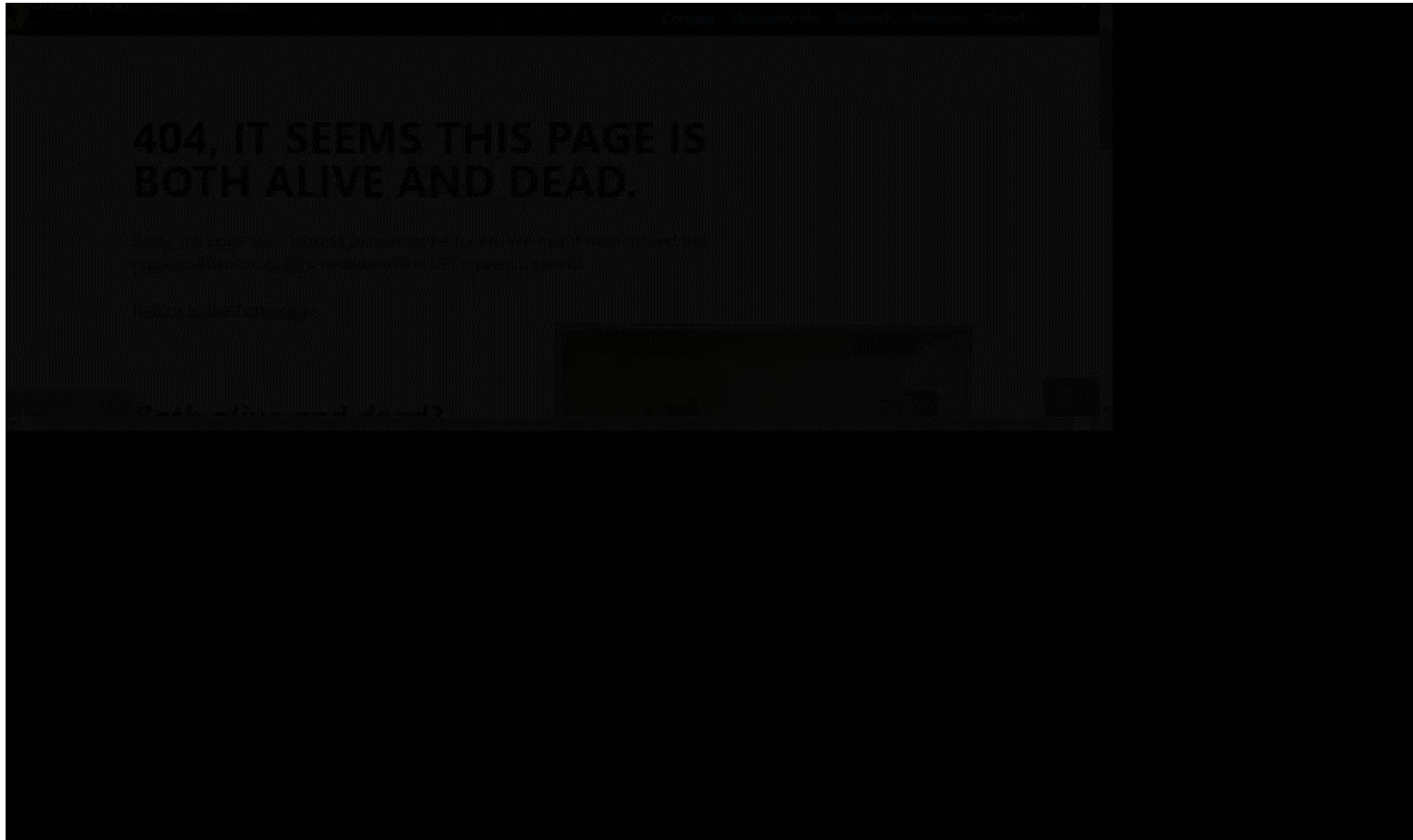


23 Best Wireframe Examples



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Enemy #1 Agile: We don't have assets ready in time



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Enemy #1 Agile: We don't have assets ready in time





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THANK YOU & QUESTIONS



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