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)

Leading Brands

UserZoom is your one-stop-shop for UX research

Intuitive UX research platform

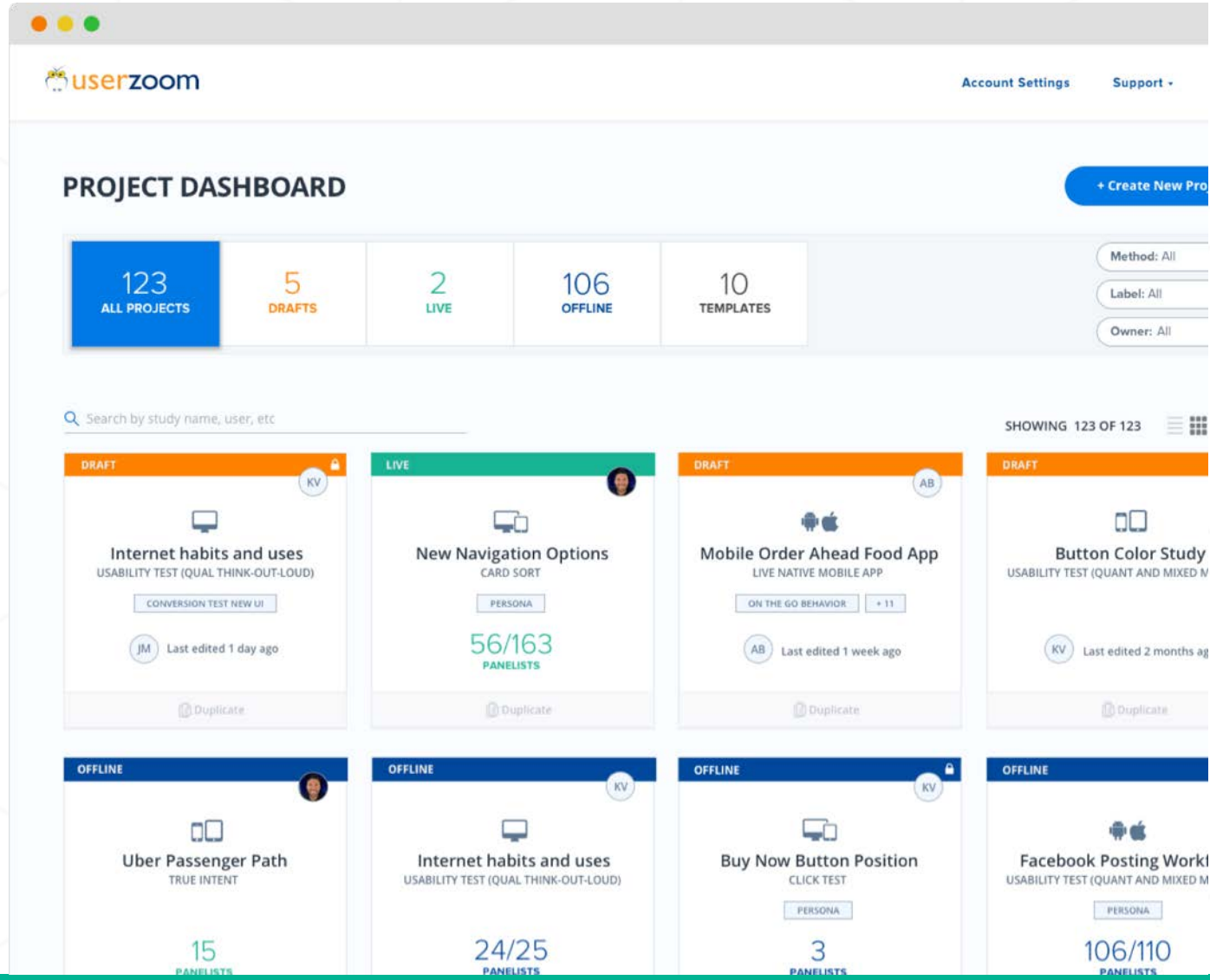
Newly redesigned UI is feature-rich yet easy-to-use, so you can make UX research part of your agile sprints

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



Us

Lee Duddell

UX Director, 10 years working in UX research

Chris Lockhart

Web Content Lead, University of Southampton

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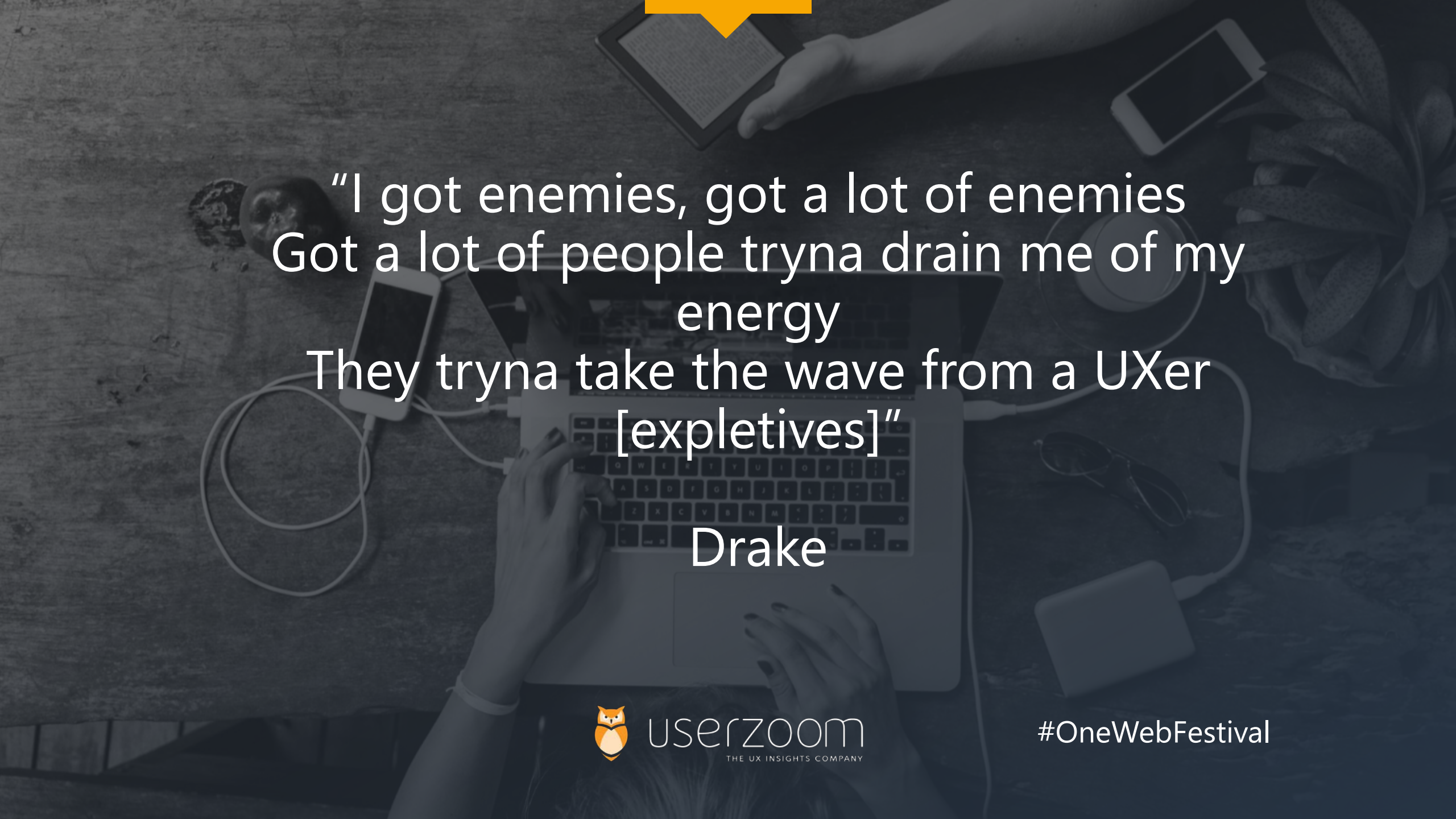
“I got enemies, got a lot of enemies
Got a lot of people tryna drain me of my energy
They tryna take the wave from a UXer [expletives]”
Drake
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What do we mean by UX?

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”.

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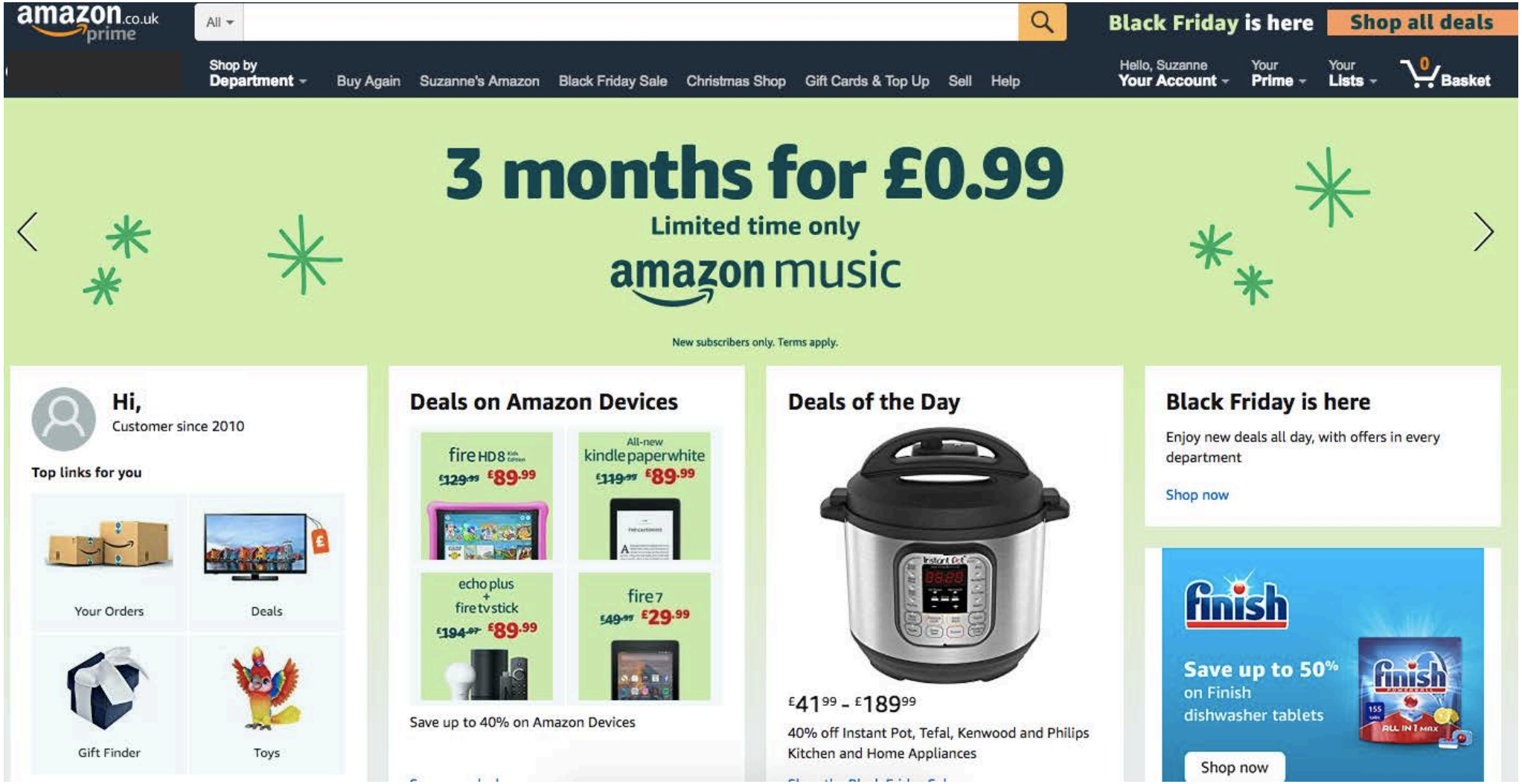
This site is not “pretty” but it does well because it has a great UX



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WHY ARE SO MANY SITES DIFFICULT TO USE? and

WHY DO SO MANY NOT MEET USERS' EXPECTATIONS?

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Because of these Enemies of UX

3 HiPPOs

2 Asking People what they want

1 Agile

Enemy #3 HiPPOs

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Highest **P**aid **P**erson's **O**pinion

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).

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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

Enemy #2 Asking

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

1=Poor Excellent=10

1 2 3 4 5 6 7 8 9 10

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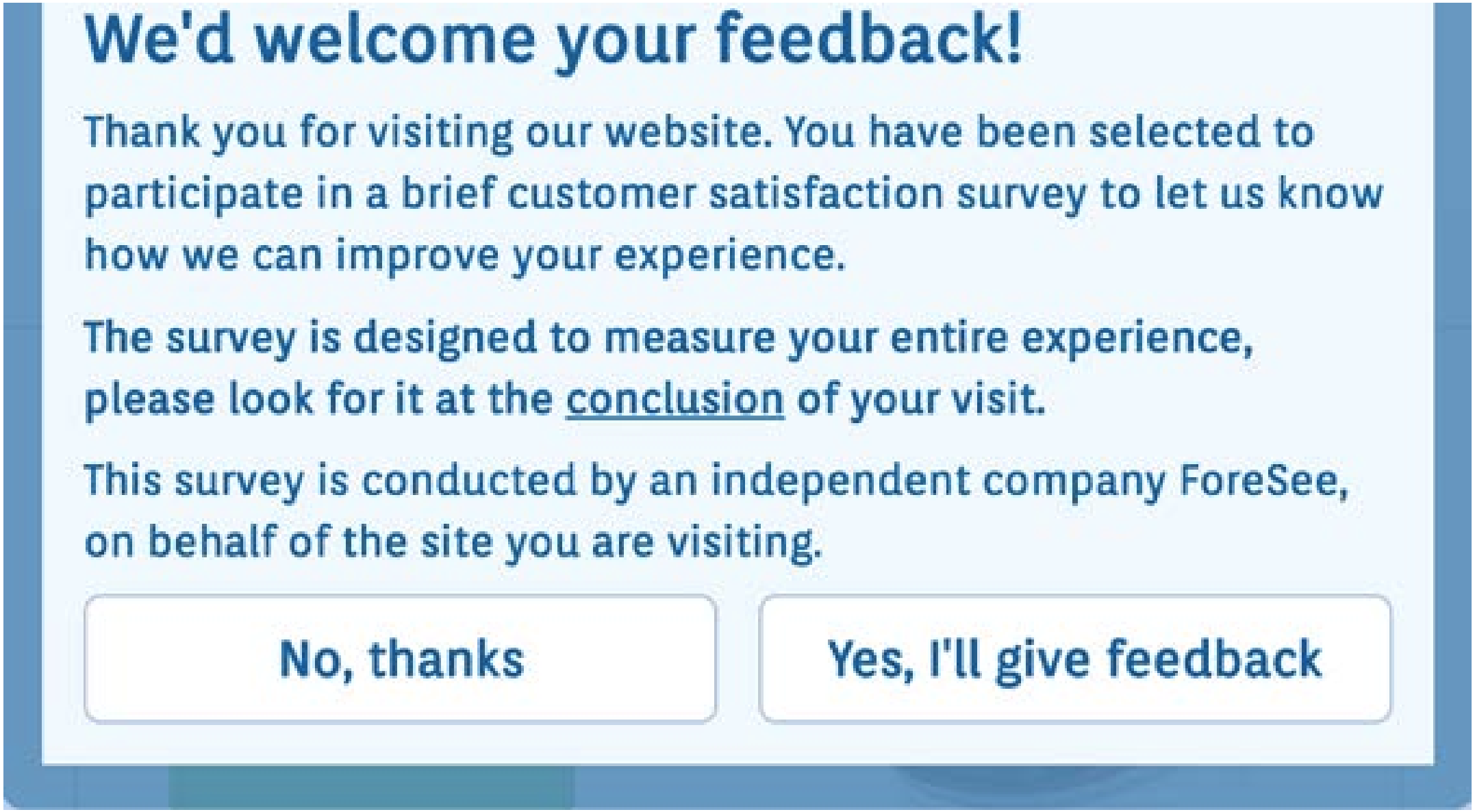
Why is it a bad idea to ask users about UX?

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



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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
◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

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
◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

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
◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

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
◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

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
◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

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
◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

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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
○	○	○	○	○	○	○	○	○	○	○

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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.

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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"

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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…

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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

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Enemy #3 HiPPOs: What user experience data?

Photo by rawpixel.com from Pexels

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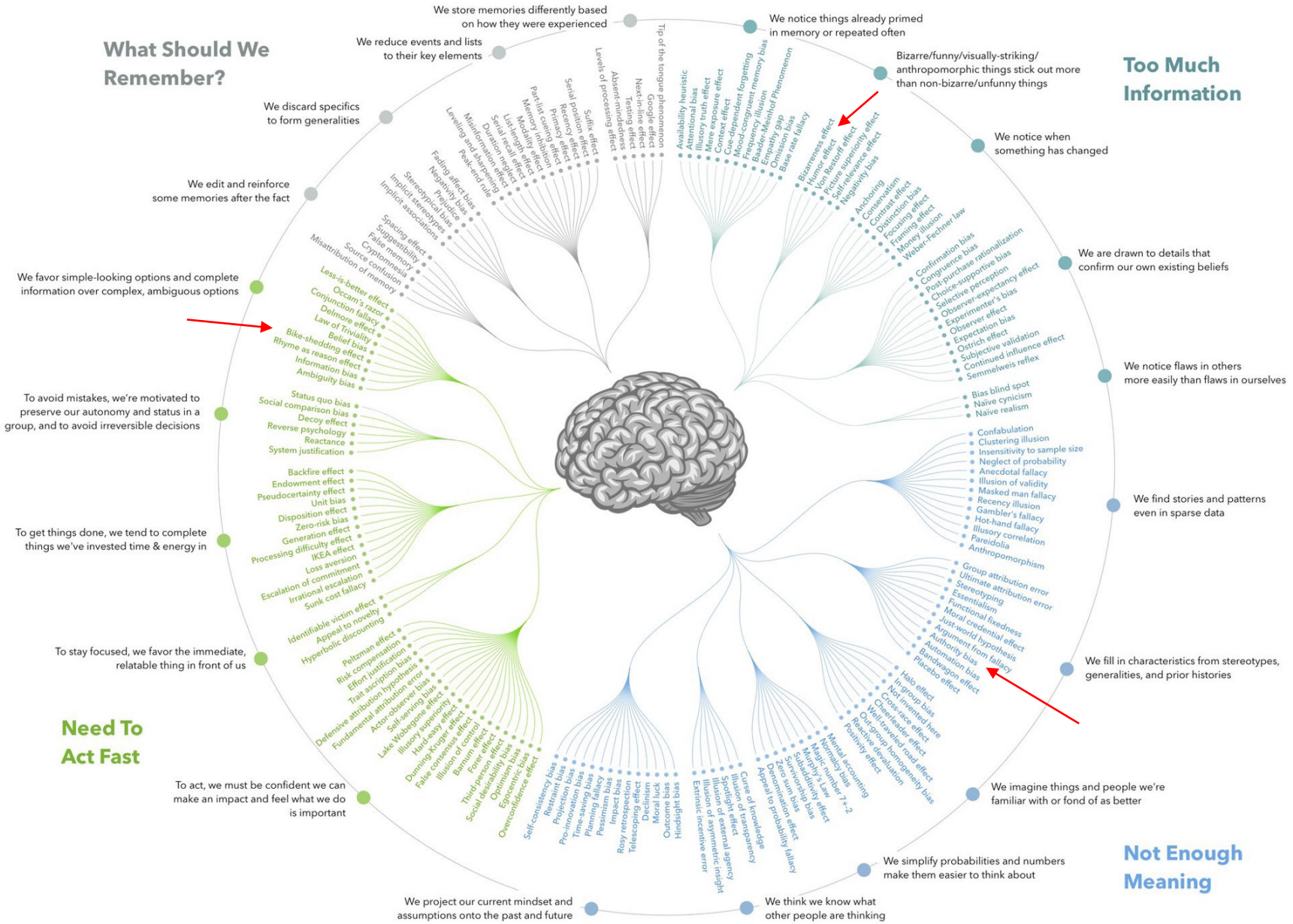
COGNITIVE BIAS CODEX, 2016



ALGORITHMIC LAYOUT + DESIGN BY JM3 · JOHN MANOOGIAN III // CONCEPT + METICULOUS CATEGORIZATION BY BUSTER BENSON // DEEP RESEARCH BY WIKIPEDIANS FAR + WIDE

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Enemy #2 Asking

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

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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

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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

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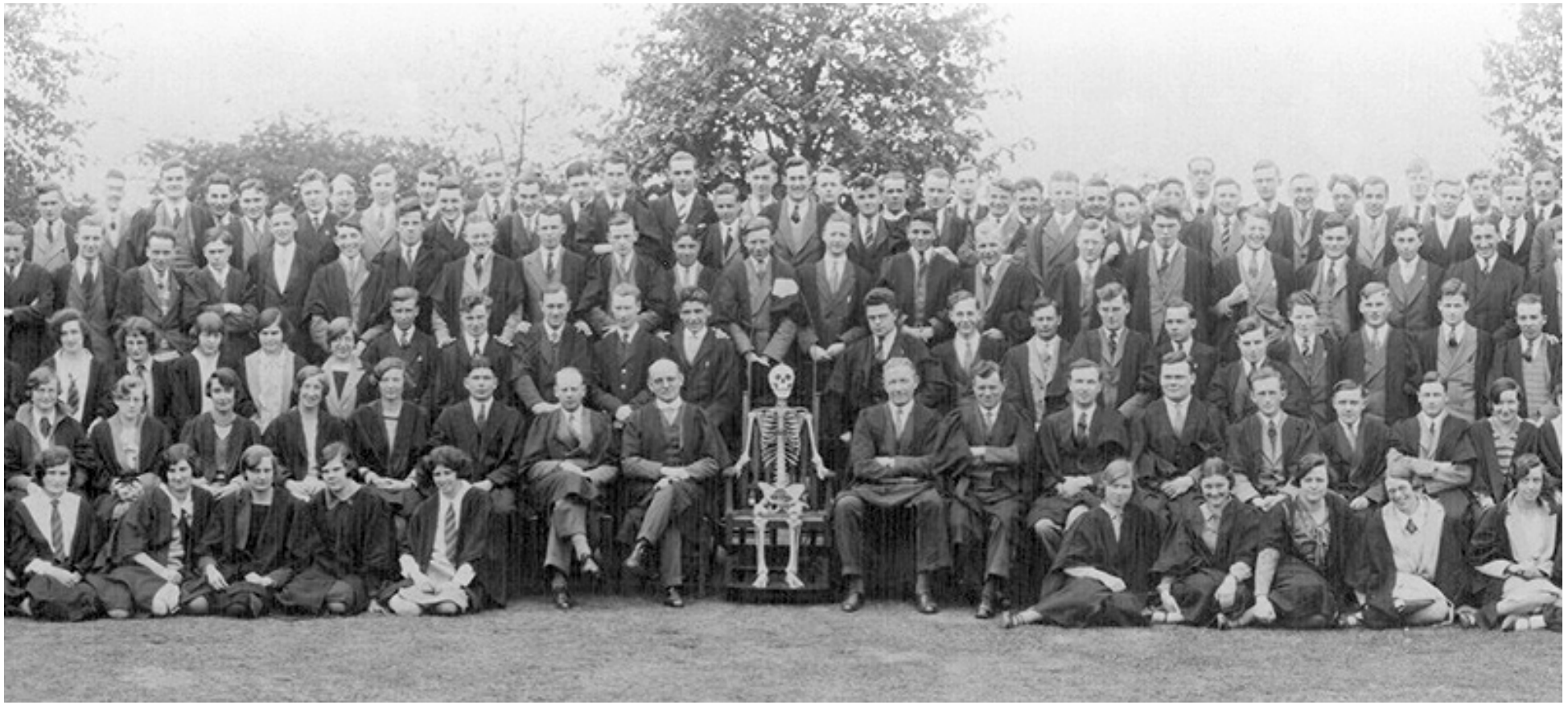
Enemy #1 Agile: We can’t get users fast enough



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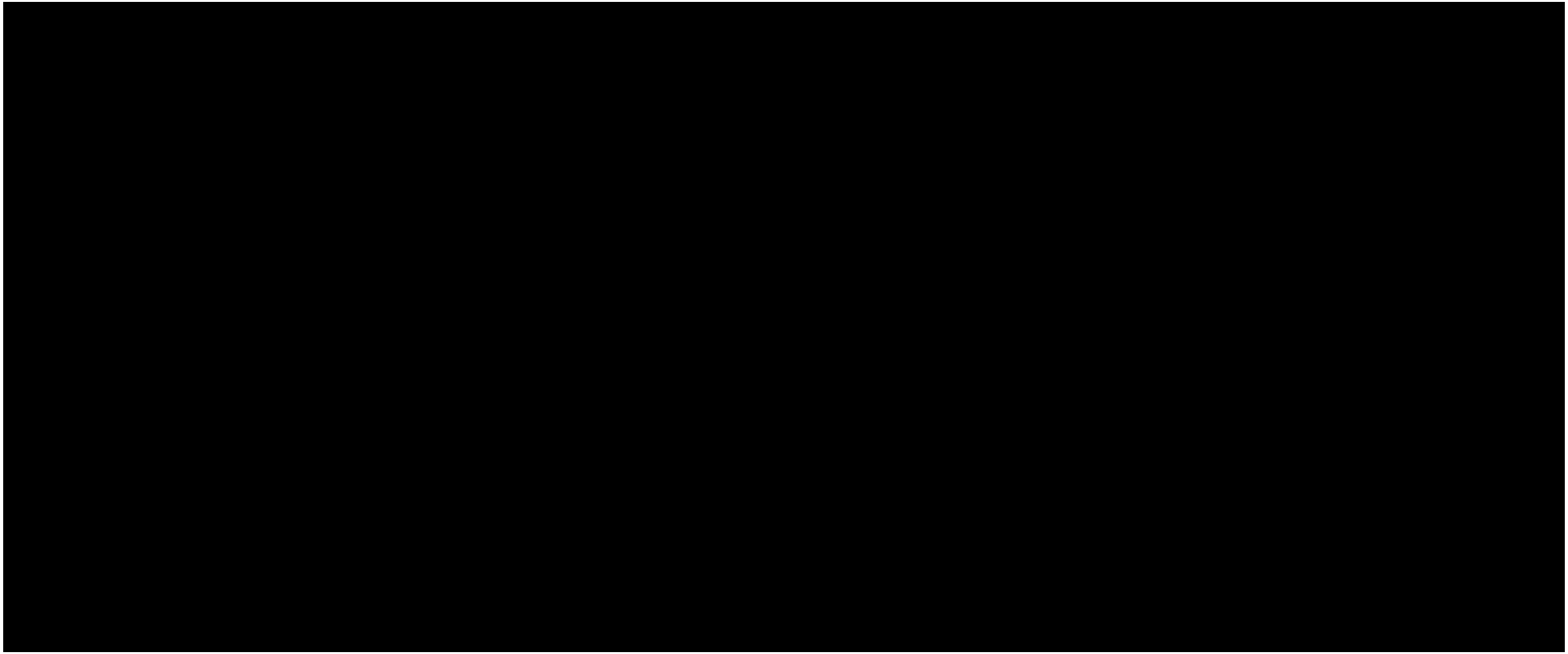

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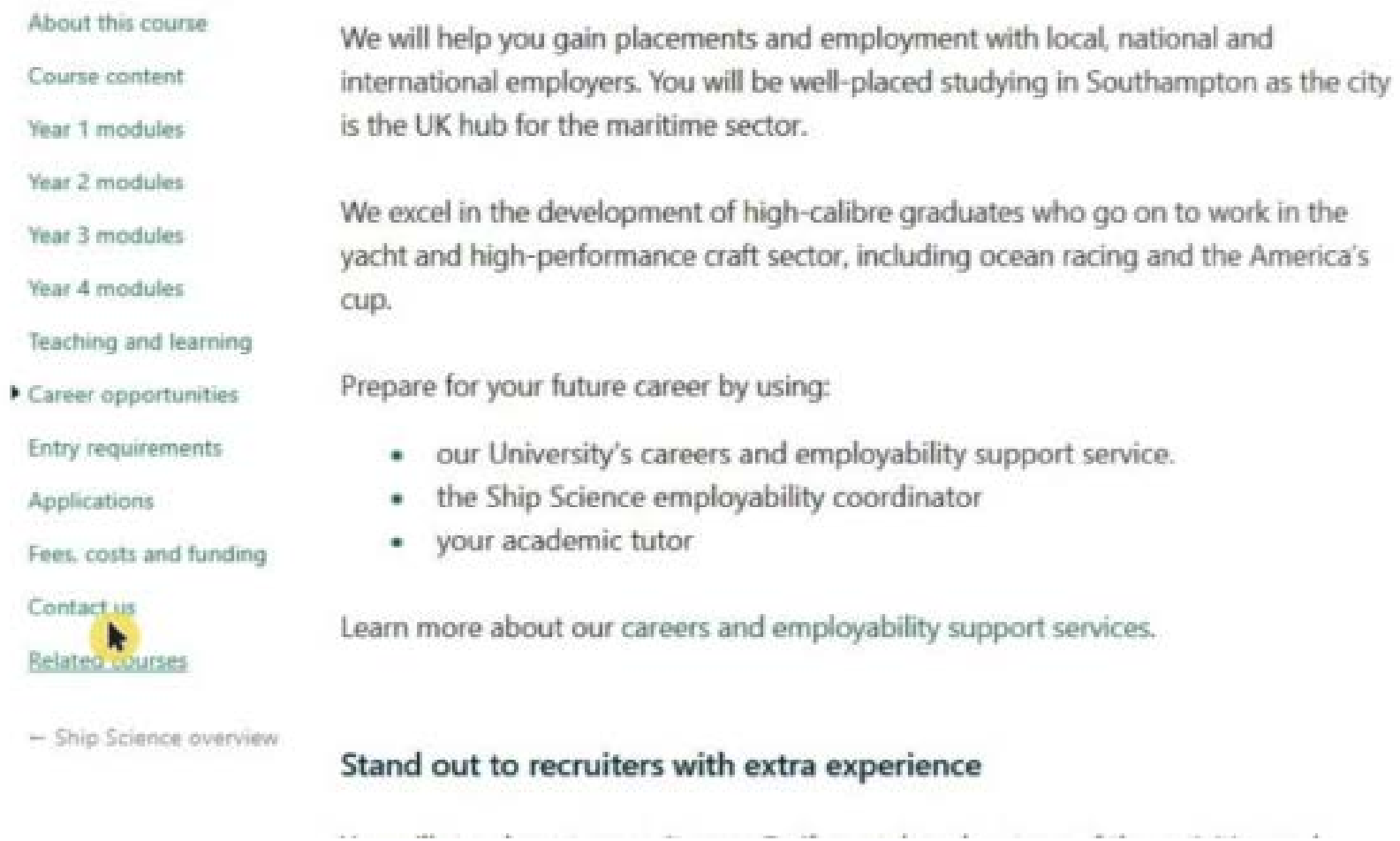
Enemy #1 Agile: We can't get users fast enough



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

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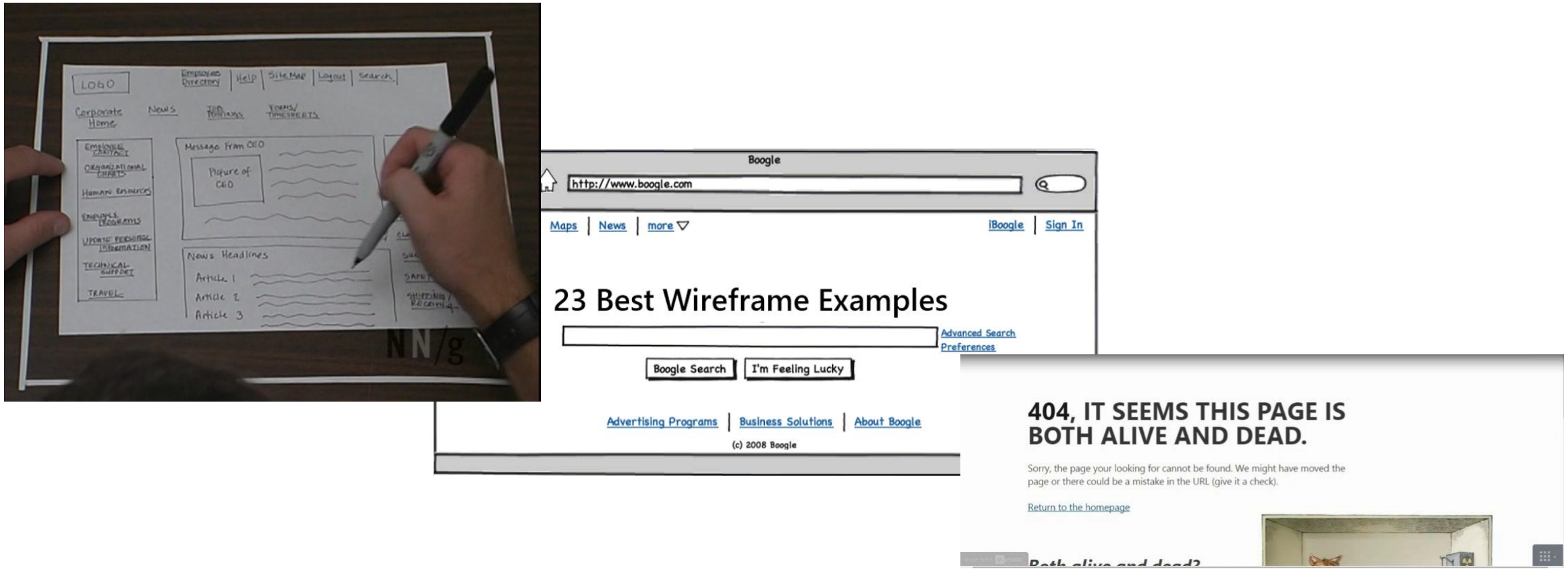
Enemy #1 Agile: We don't have assets ready in time



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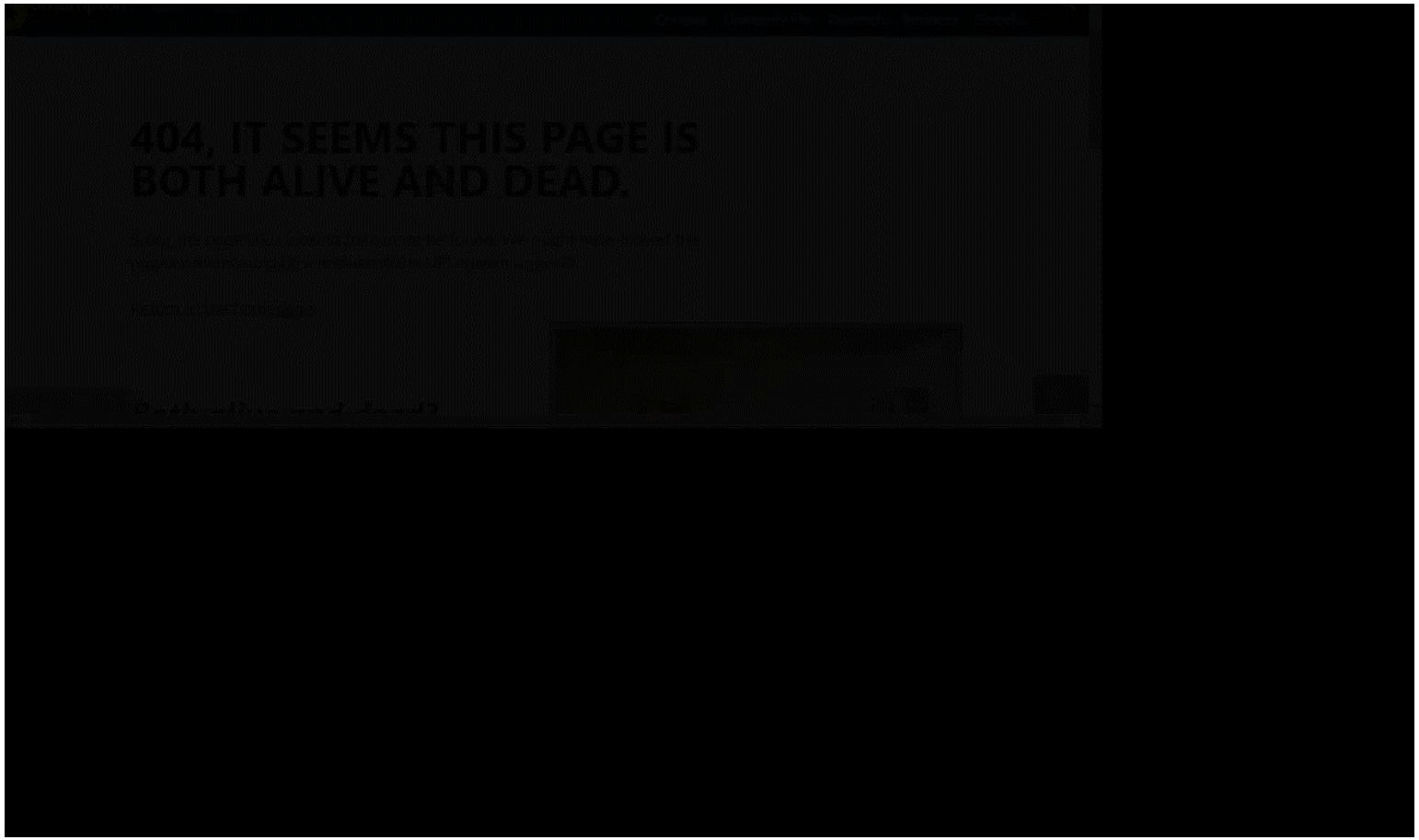

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Enemy #1 Agile: We don’t have assets ready in time

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THANK YOU & QUESTIONS
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