UXD, me suena pero…

@ Saraclip

#UXAcademyVlc

UX Academy

APRENDE, CREA, COMPARTE

COMUNIDAD DE PROFESIONALES EN EXPERIENCIA DE USUARIO

UXLOVERS

UXSPRINTS

UXLABS

UXFRIENDS

sara.serrano@uxacademy.es

UXD, me suena pero…

There is no such thing as "UX Design"

Peter Merholz

(Fundador Consultora Diseño Adaptative Path)

"I invented the term because I thought Human Interface and usability were too narrow.

I wanted to cover all aspects of the person's experience with a system, including industrial design, graphics, the interface, the physical interaction, and the manual.

Since then, the term has spread widely, so much so that it is starting to lose its meaning"

Don Norman
1998

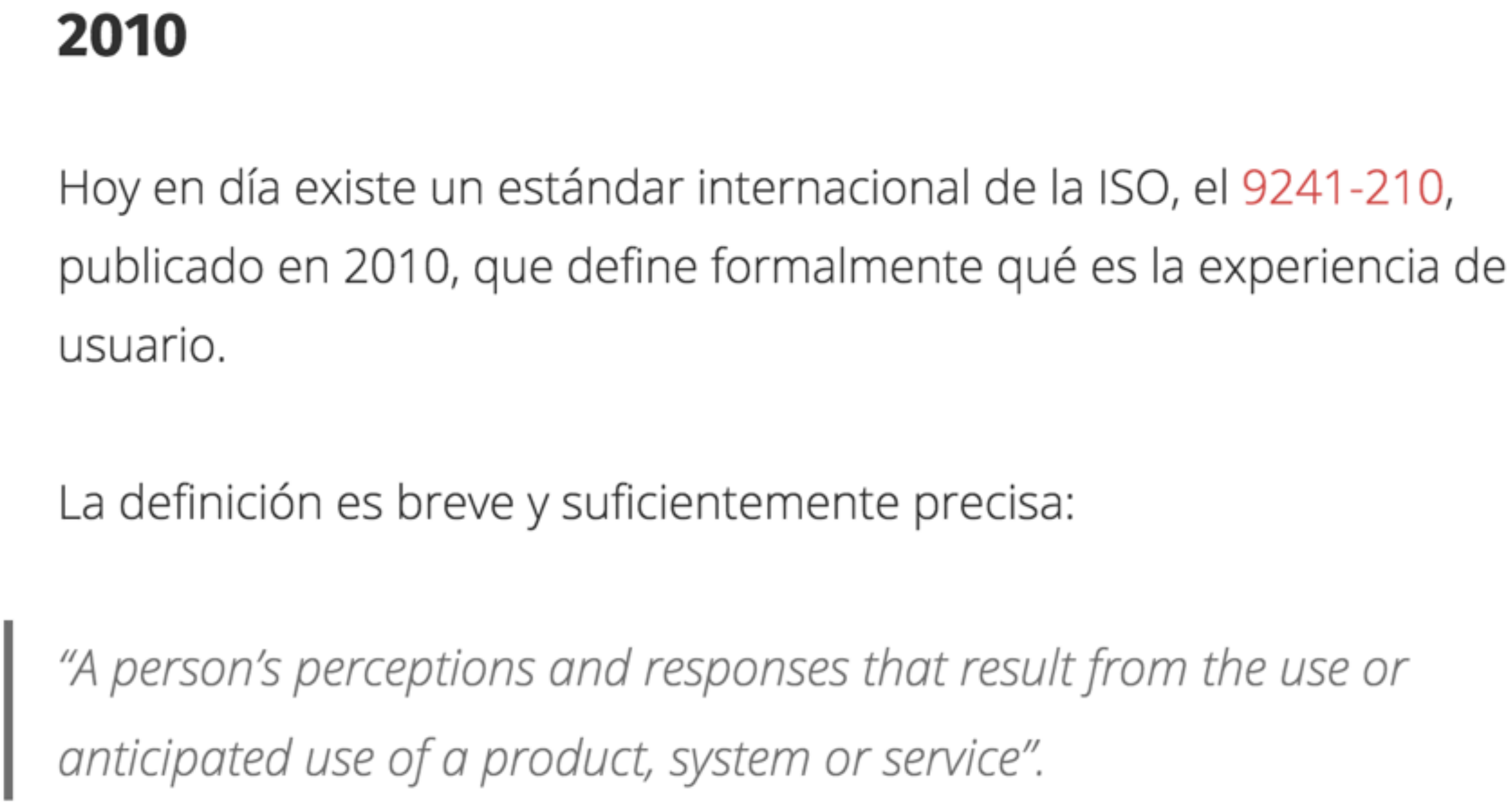
"User experience, human centered design, usability; all those things, even affordances.

They just sort of entered the vocabulary and no longer have any special meaning.

People use them often without having any idea why, what the word means, its origin, history, or what it's about."

Don Norman
2007

Ok, ¿entonces qué es UX?



2010

Hoy en día existe un estándar internacional de la ISO, el 9241-210, publicado en 2010, que define formalmente qué es la experiencia de usuario.

La definición es breve y suficientemente precisa:

> *"A person's perceptions and responses that result from the use or anticipated use of a product, system or service".*

(http://interactionphilia.com/)

Todo empezó….

Todo empezó…

"Cualquier cliente puede tener el coche del color que quiera siempre y cuando sea negro."

Henry Ford

Ingenieros tenían el poder

YAHOO!

PayPal

Microsoft Windows

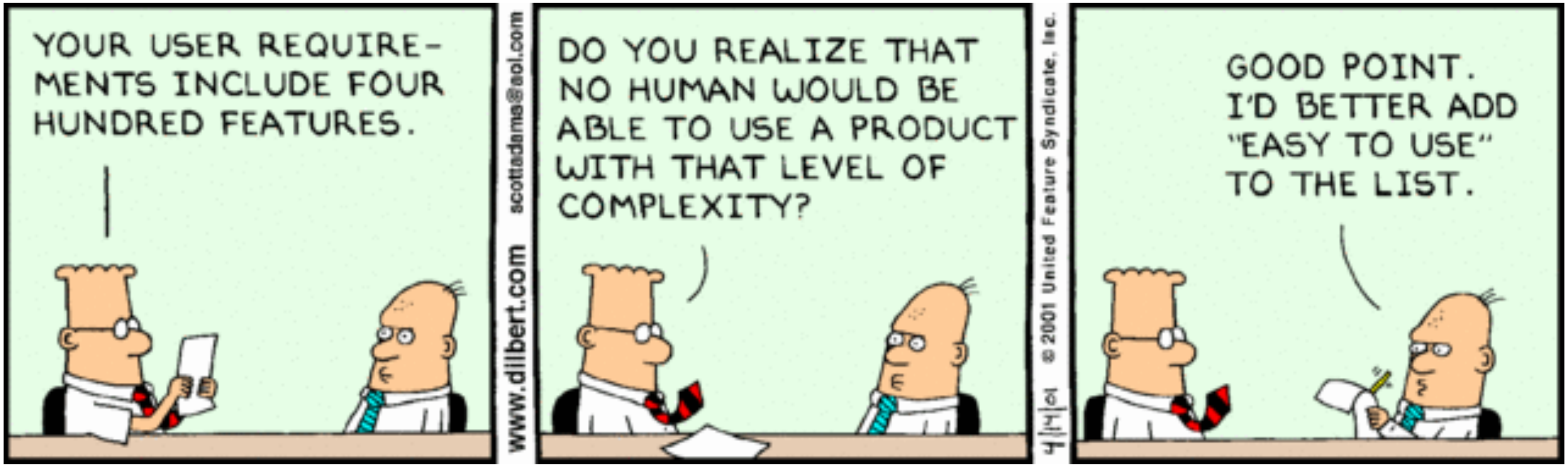
Sun microsystems

ebay

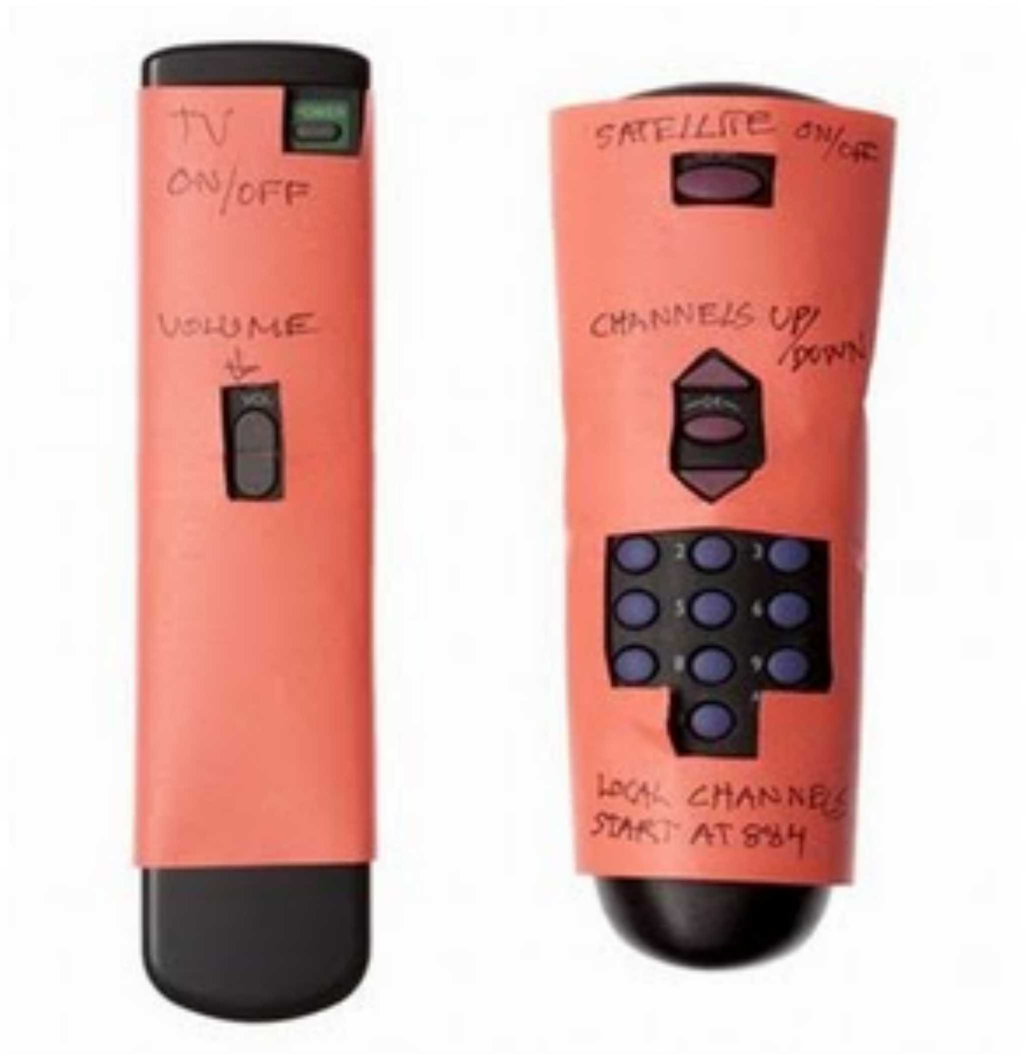
facebook

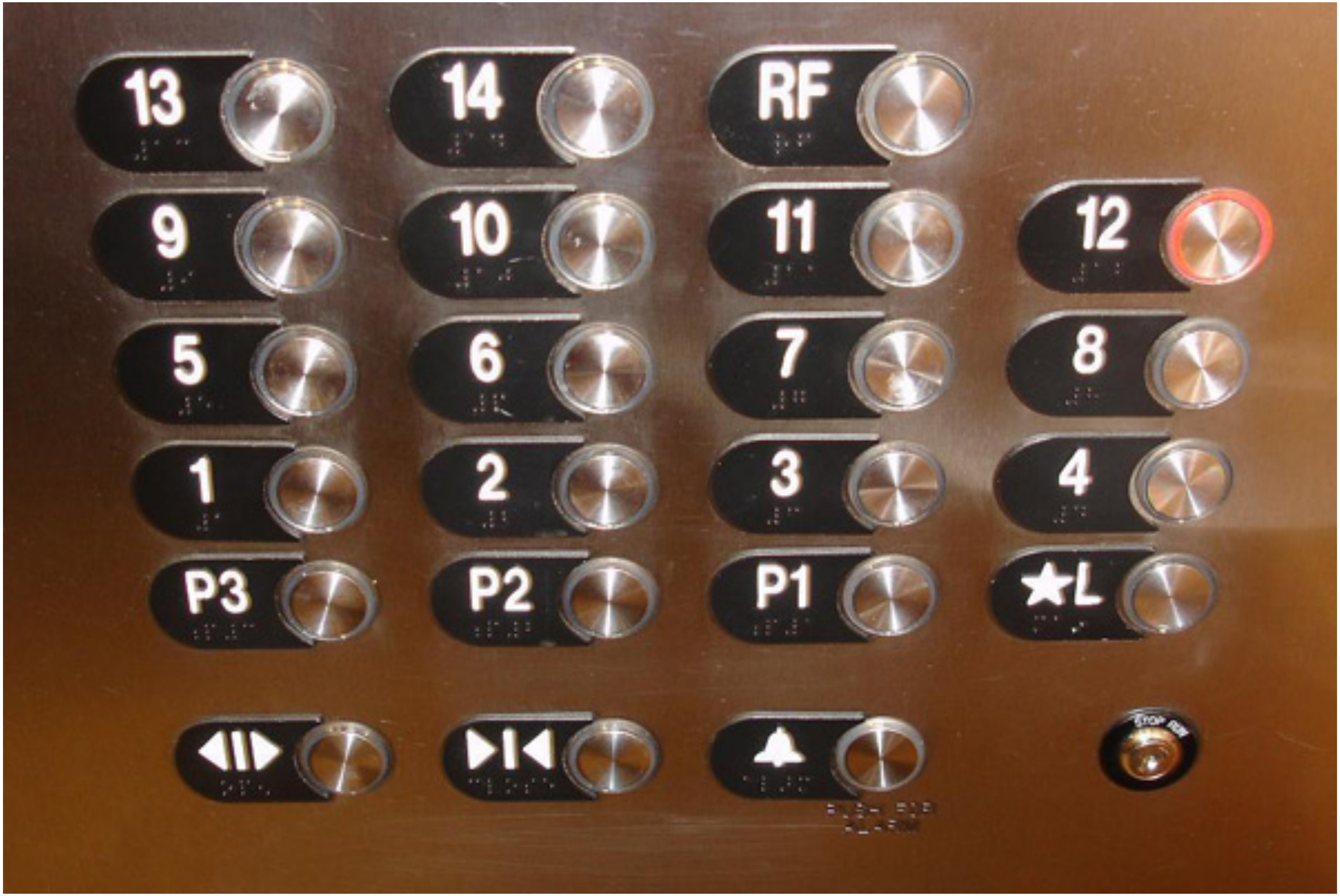
twitter

Todo empezó…

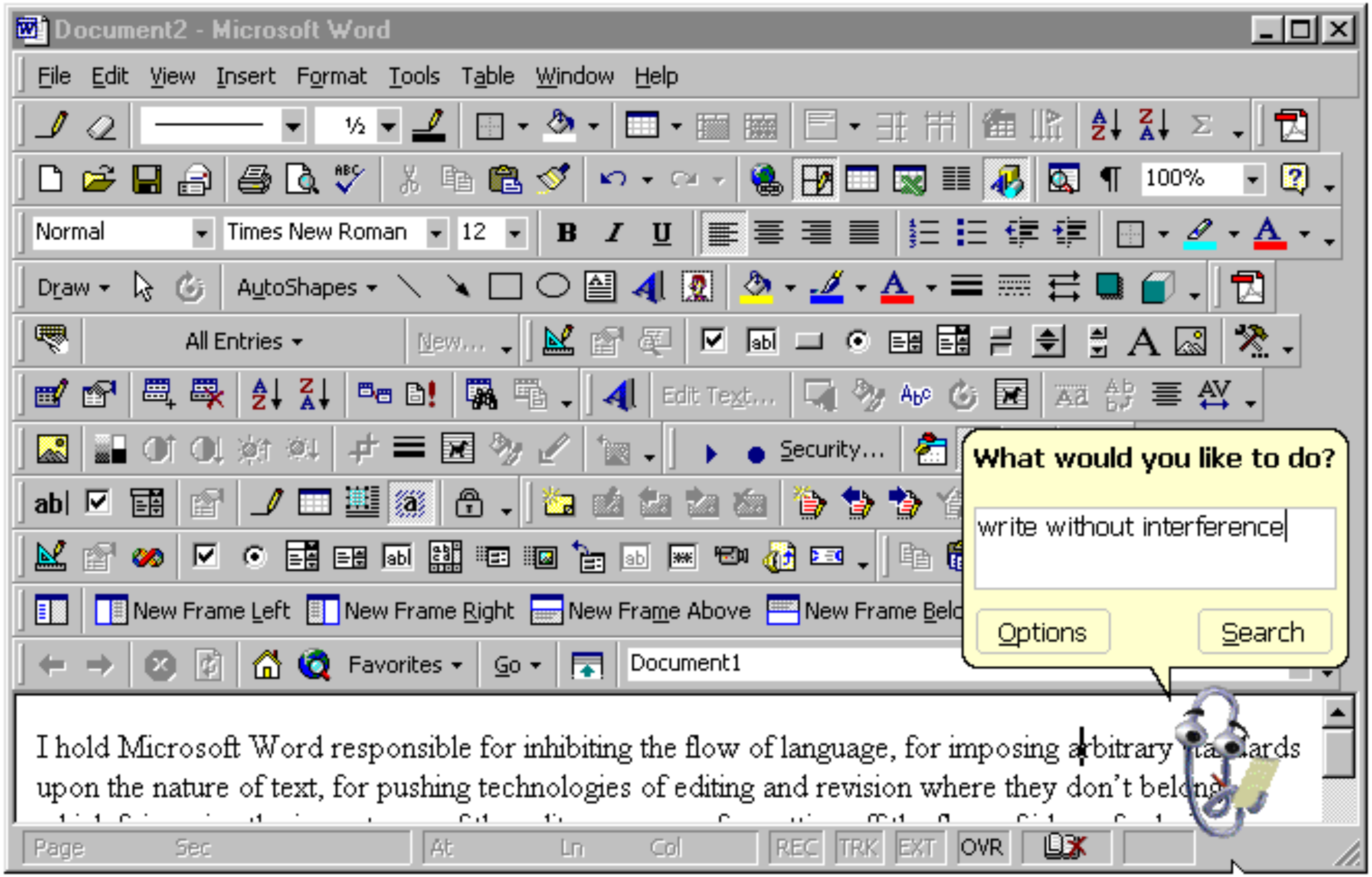

YOUR USER REQUIREMENTS INCLUDE FOUR HUNDRED FEATURES.
DO YOU REALIZE THAT NO HUMAN WOULD BE ABLE TO USE A PRODUCT WITH THAT LEVEL OF COMPLEXITY?
GOOD POINT. I'D BETTER ADD "EASY TO USE" TO THE LIST.
www.dilbert.com
scottadams@aol.com
© 2001 United Feature Syndicate, Inc.
4/14/01

Todo empezó…


TV ON/OFF
POWER
VOLUME
VOL
SATELLITE ON/OFF
CHANNELS UP/DOWN
LOCAL CHANNELS START AT 884


13
14
RF
9
10
11
12
5
6
7
8
1
2
3
4
P3
P2
P1
★L
STOP RUN

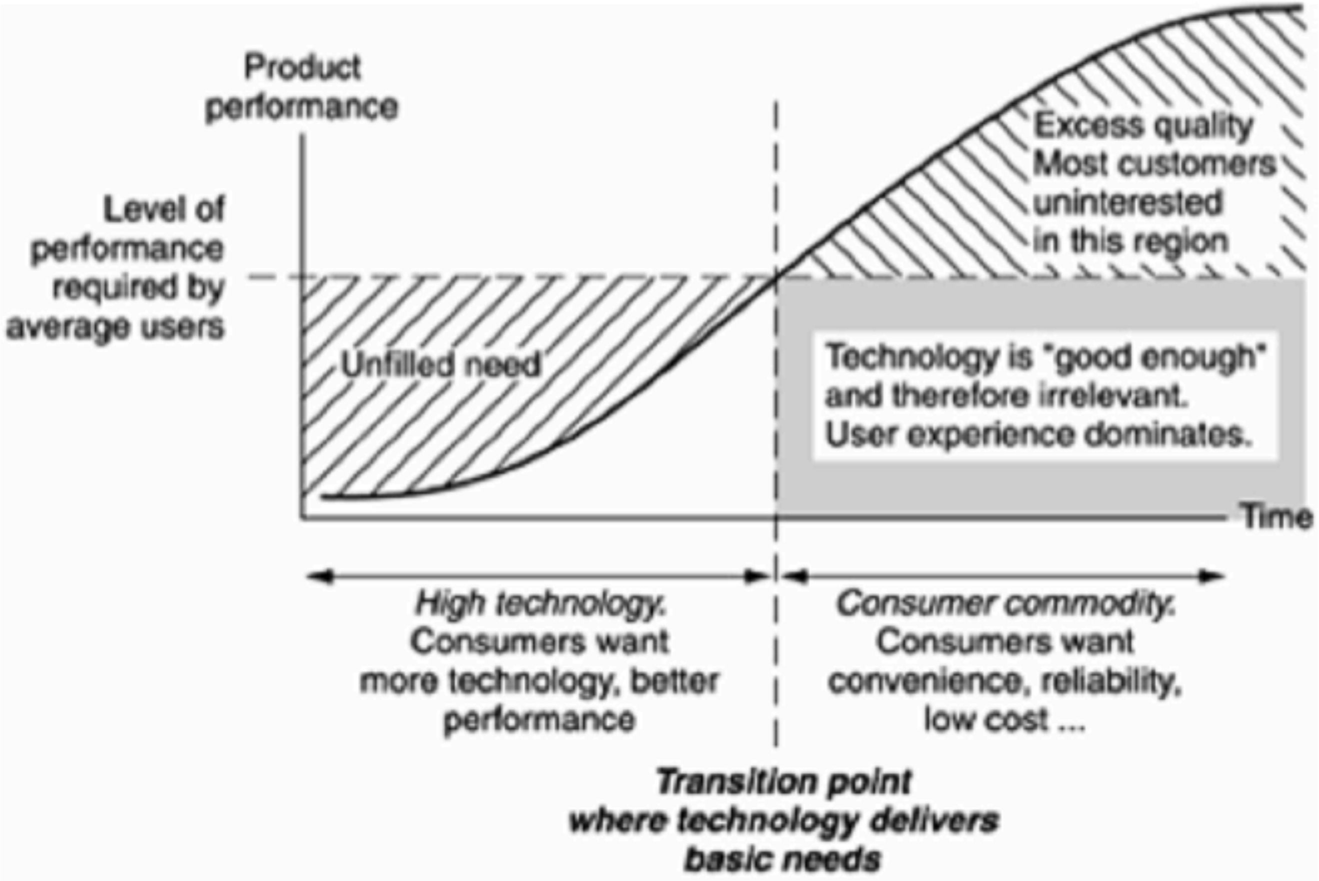
De la era de la tecnología al UX


Document2 - Microsoft Word
File Edit View Insert Format Tools Table Window Help
Normal
Times New Roman
12
100%
Draw
AutoShapes
All Entries
New...
Edit Text...
Security...
New Frame Left
New Frame Right
New Frame Above
New Frame Belo
Favorites
Go
Document1
What would you like to do?
Options
Search
Page Sec At Ln Col REC TRK EXT OVR

write without interference

I hold Microsoft Word responsible for inhibiting the flow of language, for imposing arbitrary standards upon the nature of text, for pushing technologies of editing and revision where they don't belong

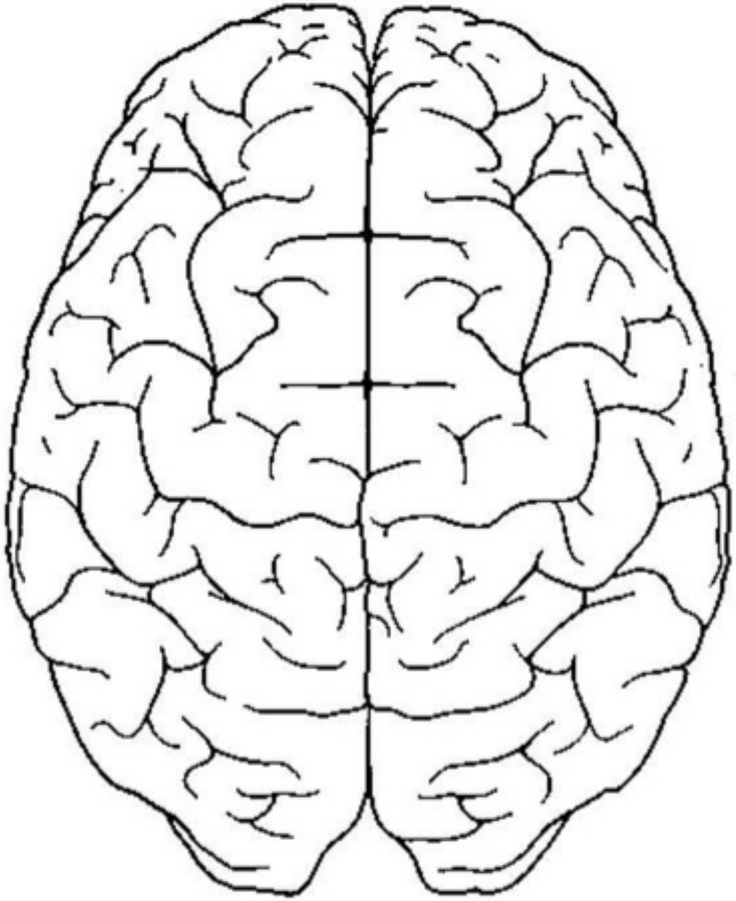
Donald Norman, 1998


Product performance
Level of performance required by average users
Unfilled need
Excess quality
Most customers uninterested in this region
Technology is "good enough" and therefore irrelevant. User experience dominates.
Time
High technology. Consumers want more technology, better performance
Consumer commodity. Consumers want convenience, reliability, low cost ...
Transition point where technology delivers basic needs

Donald Norman, 'The Invisible Computer', The MIT Press, 1998

SQUAD CARS PATRO
W 43 St
TOSHI
YAHOO!
pharmacy
BUD LIGHT
THE DIFFERENCE IS
DRINKABILITY
Panasonic
YAHOO!
RICOH
CALL TO PLAY
1 888 398 1271
Walgreens
New York Police Dept
at&t

Los buenos productos satisfacen los 2 lados



FUNCIONAL

Lenguaje
Análisis
Figuras

EMOCIONAL

Creatividad
Imaginación
Relaciones
Emociones

Las **emociones** cambian la forma en que la mente resuelve los problemas.

Nos hacen más inteligentes.

Nivel visceral

DON'T
BE
TOO
swatch

Visceral Design: iMac G3

"...immediately boosting sales by 24% and driving Apple to its first profitable quarter in two years."

"...from geeky to pop..."

"For the first time ever, the color of a computer became an outlet for self-expression"

LO QUIERO

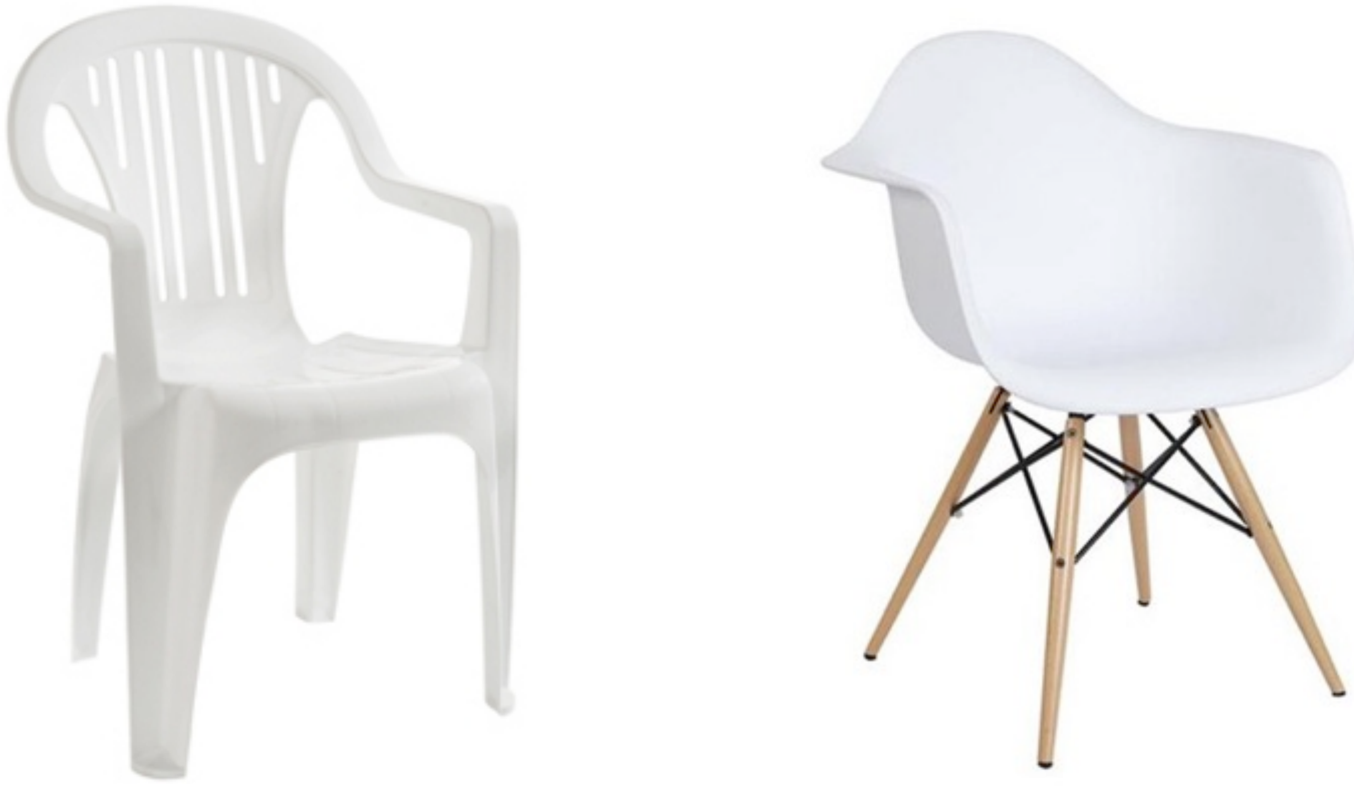
¿QUÉ HACE?

¿CUÁNTO CUESTA?

Nivel conceptual

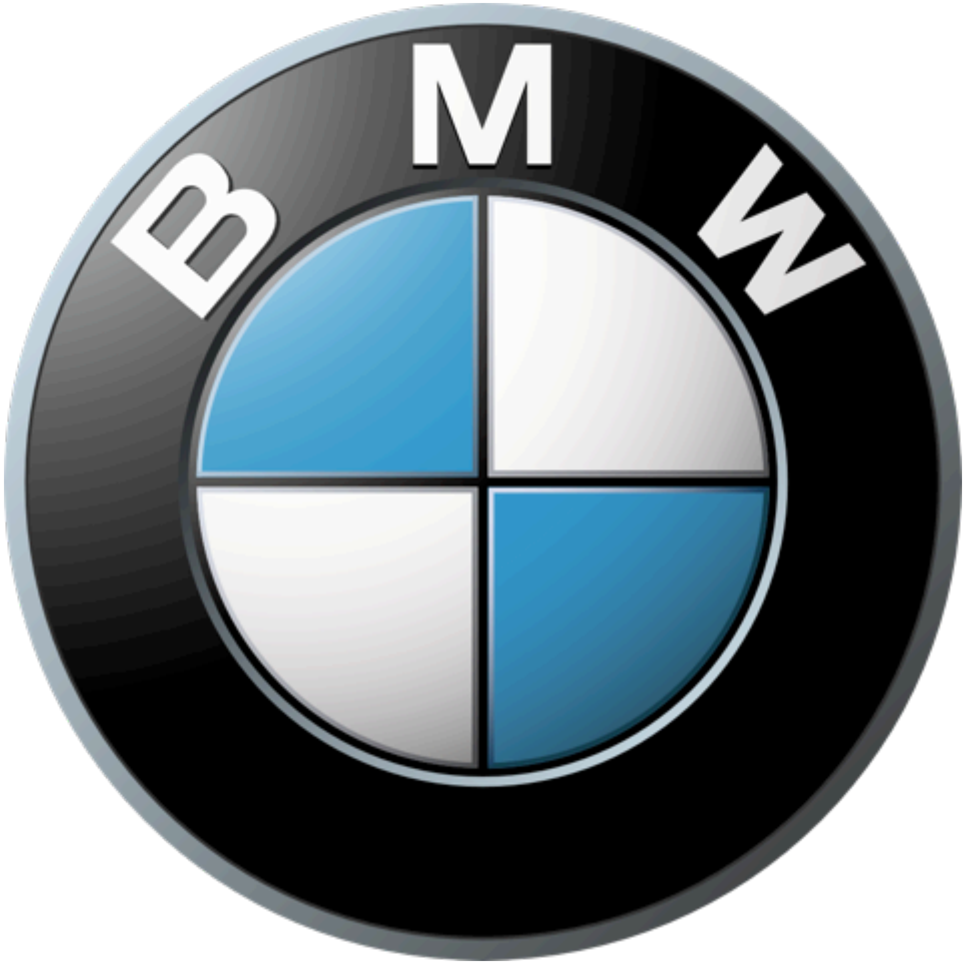
Nivel reflexivo

La importancia del nivel visceral



El nivel visceral gana al racional

Los **objetos atractivos** funcionan mejor y hacen que la gente se sienta bien.

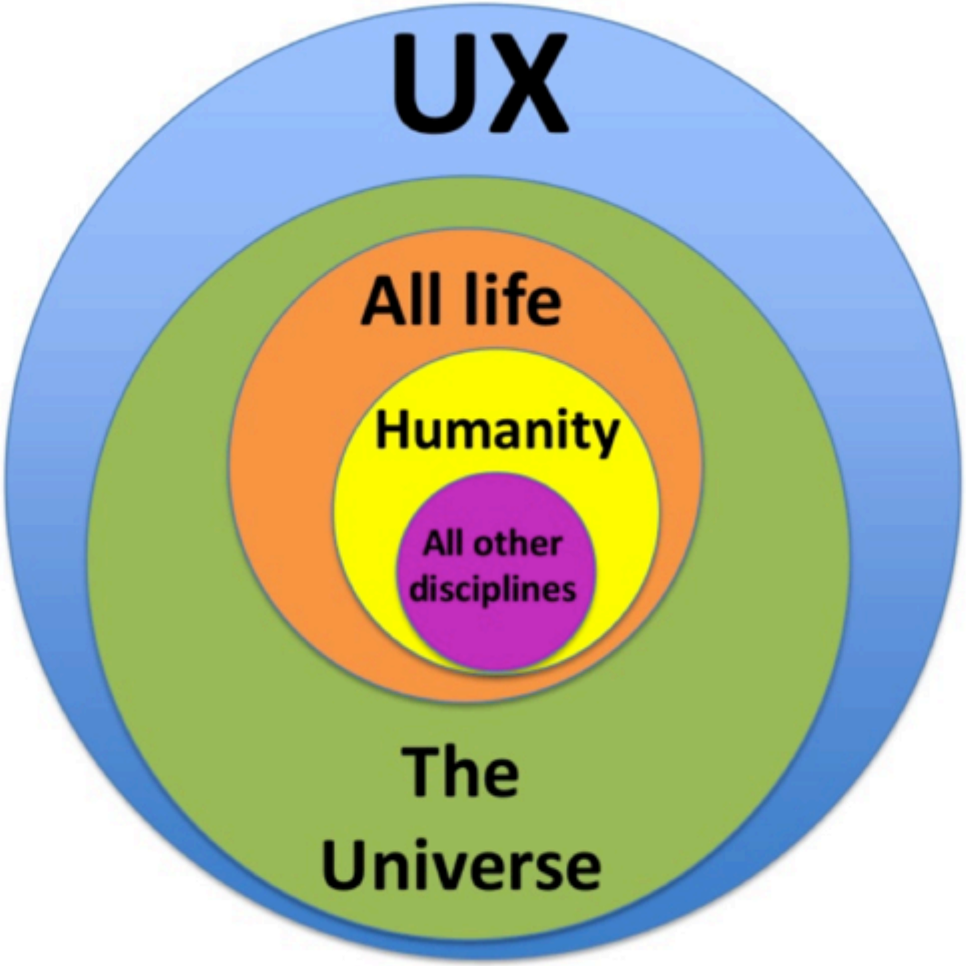


No nos limitamos
a usar un producto,
sino que establecemos
una **relación emocional** con él.

Los grandes productos crean grandes experiencias

UX está de moda

Dave Gray, 2014 (UX Humor)


UX
All life
Humanity
All other disciplines
The Universe

UX is not *(just)*

USABILITY

Usabilidad es un atributo de calidad

- Aprendizaje (Learnability)
- Eficiencia de uso
- Recordar cómo funciona (Memorability)
- Eficacia (Errores)
- Satisfacción subjetiva

Poniendo a prueba el sistema cognitivo

Error #1

Pensar que un diseño **atractivo** será **mágicamente** fácil o intuitivo de usar.

Error #2

Pensar que un diseño
que se comprende su finalidad
sea fácil de usar

Error #3

Pensar que porque algo sea **fácil de usar** ya nos da una **buena experiencia de usuario.**

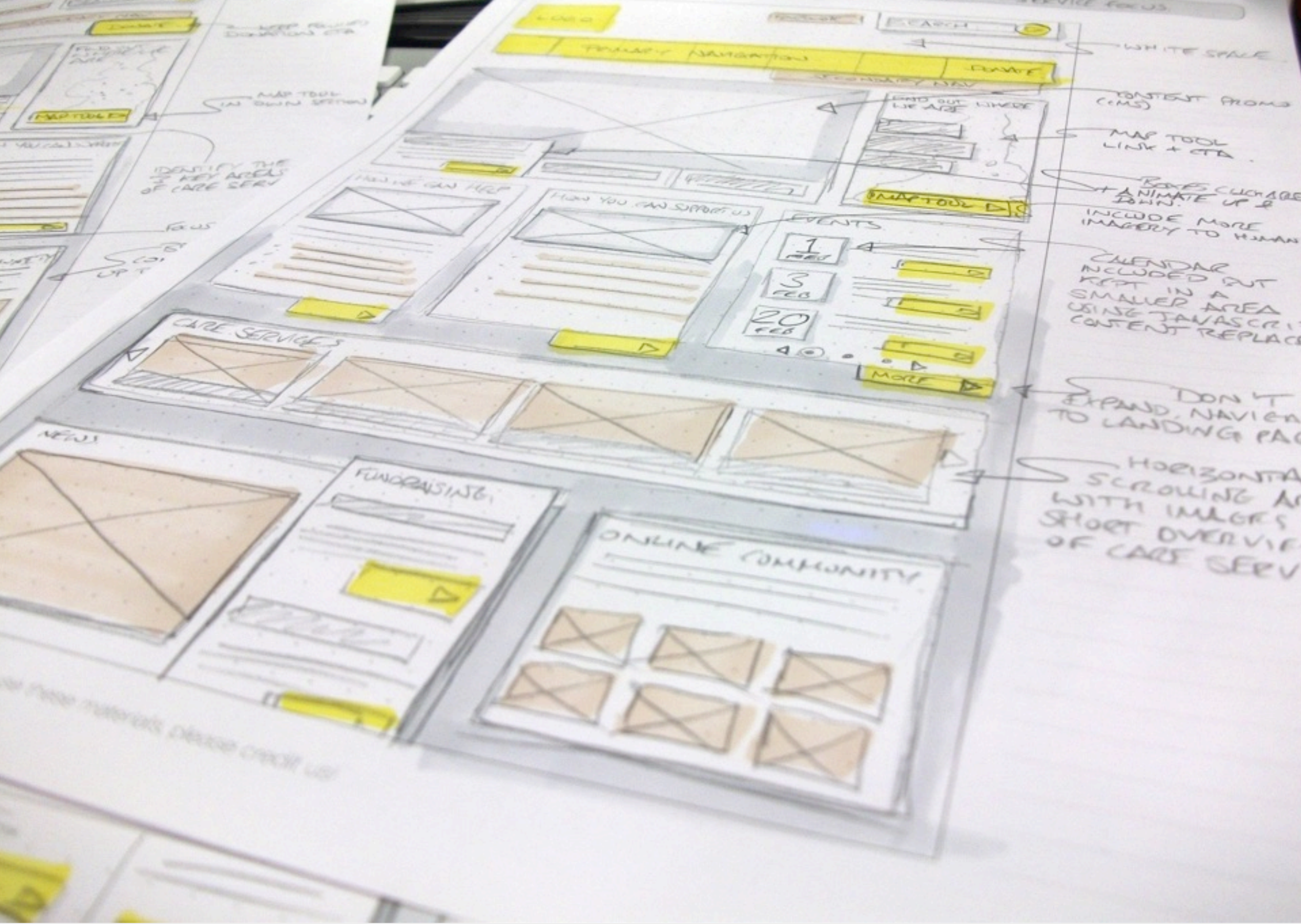
A great **user experience takes far more effort** to do than good usability…

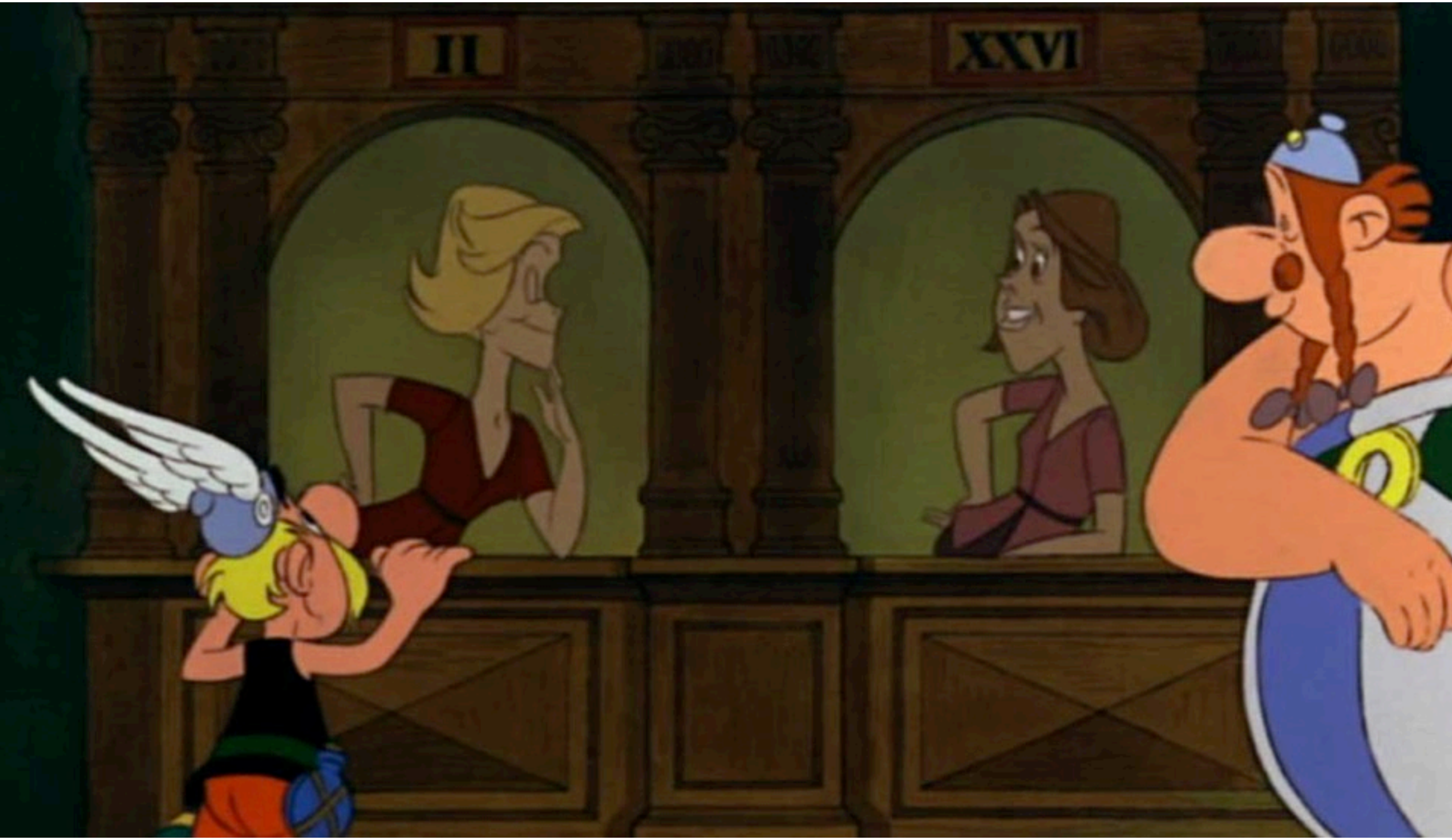
but the results of that planning and thought have **huge impact**.

UX is not *(just)*

AI

(Architectured Information)

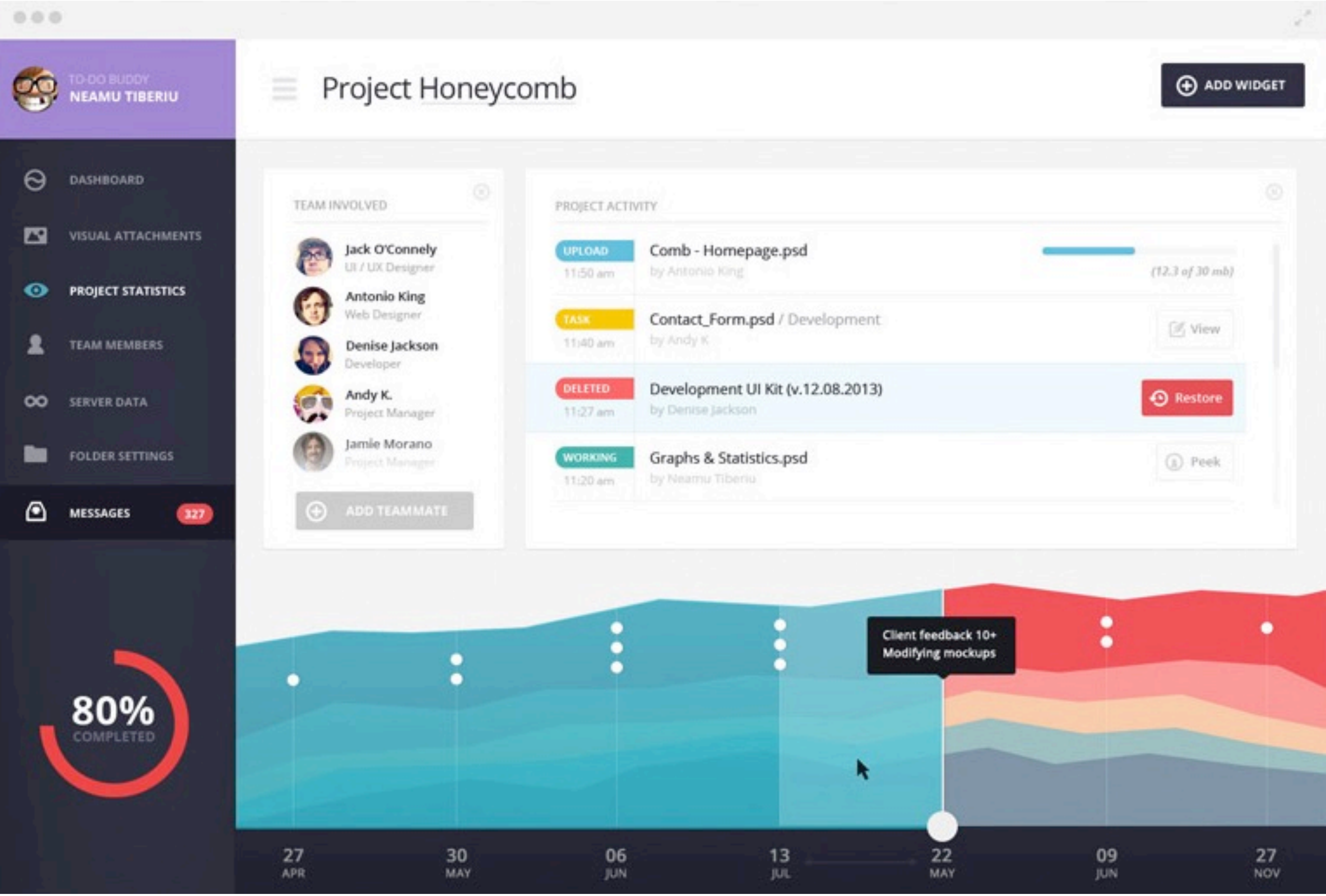

LOGO
SEARCH
PRIMARY NAVIGATION
DONATE
SECONDARY NAV
WHITE SPACE
CONTENT PROMO (CMS)
FIND OUT WHERE WE ARE
MAP TOOL LINK + CTA
MAP TOOL
BOXES CLICKABLE + ANIMATE UP & DOWN
INCLUDE MORE IMAGERY TO HUMAN
HOW WE CAN HELP
HOW YOU CAN SUPPORT US
EVENTS
1 FEB
3 FEB
20 FEB
MORE
CALENDAR INCLUDED BUT KEPT IN A SMALLER AREA USING JAVASCRI CONTENT REPLAC
CARE SERVICES
DON'T EXPAND, NAVIGA TO LANDING PAG
HORIZONTA SCROLLING WITH IMAGES A SHORT OVERVIE OF CARE SERV
NEWS
FUNDRAISING
ONLINE COMMUNITY
DONATE
KEEP ROUND DONATION CTA
MAP TOOL IN OWN SECTION
MAP TOOL
IDENTIFY THE 3 KEY AREAS OF CARE SERV
FOCUS
these materials, please credit us!


II
XXVI

UX is not *(just)*

UI

(User Interface)


TO-DO BUDDY
NEAMU TIBERIU
DASHBOARD
VISUAL ATTACHMENTS
PROJECT STATISTICS
TEAM MEMBERS
SERVER DATA
FOLDER SETTINGS
MESSAGES 327
80%
COMPLETED
ADD WIDGET
ADD TEAMMATE
Client feedback 10+
Modifying mockups
27 APR
30 MAY
06 JUN
13 JUL
22 MAY
09 JUN
27 NOV

Project Honeycomb

TEAM INVOLVED

Jack O'Connely
UI / UX Designer

Antonio King
Web Designer

Denise Jackson
Developer

Andy K.
Project Manager

Jamie Morano
Project Manager

PROJECT ACTIVITY

UPLOAD 11:50 am
Comb - Homepage.psd
by Antonio King
(12.3 of 30 mb)

TASK 11:40 am
Contact_Form.psd / Development
by Andy K
View

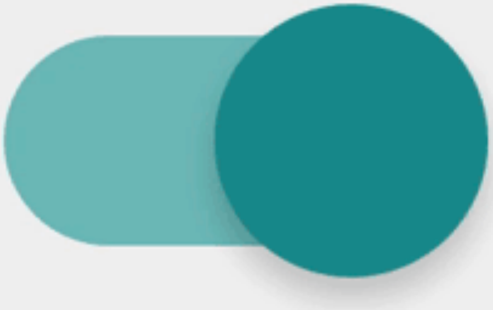
DELETED 11:27 am
Development UI Kit (v.12.08.2013)
by Denise Jackson
Restore

WORKING 11:20 am
Graphs & Statistics.psd
by Neamu Tiberiu
Peek

UX is not (just)

IxD

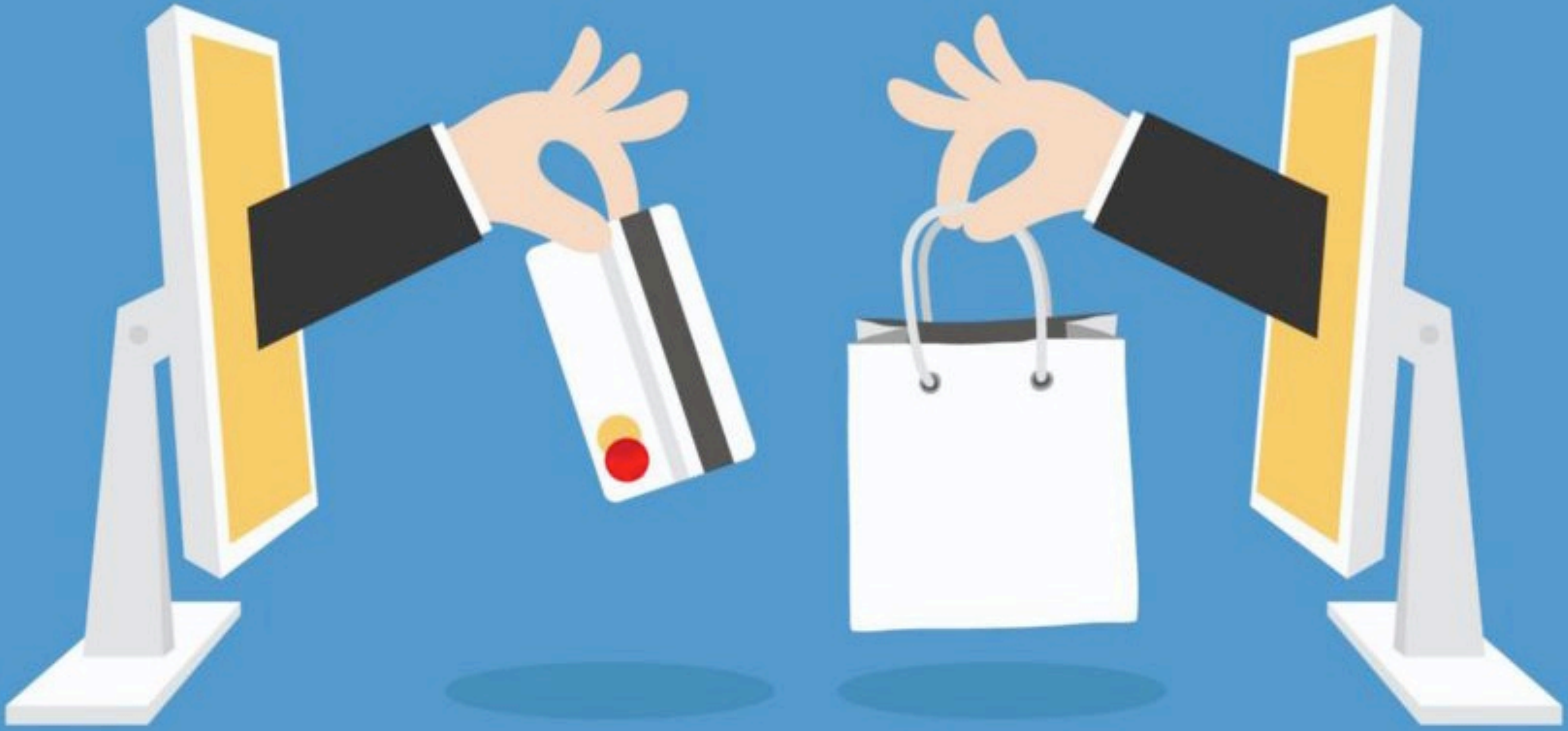
(Interaction Design)



UX is not *(just)*

CX

(Customer Experiencie)



Ok, ¿entonces qué es UX?

Ok, ¿entonces qué es UX?

272

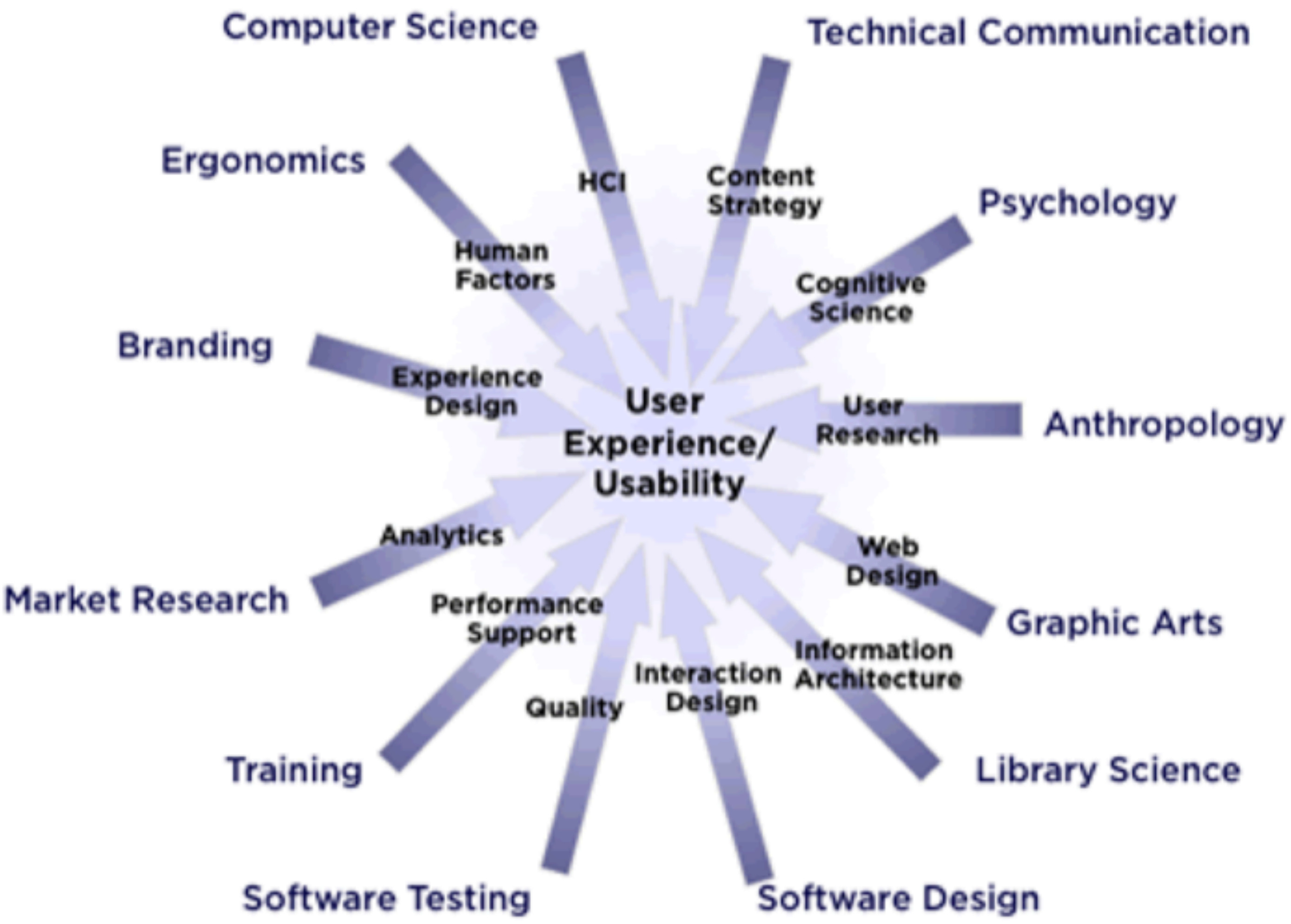
Visual Definitions of
User Experience

UX

Concepto integrador de todos los aspectos de la **interacción** entre el usuario final y la compañía, sus servicios y productos.

Nielsen & Norman Group (2003)

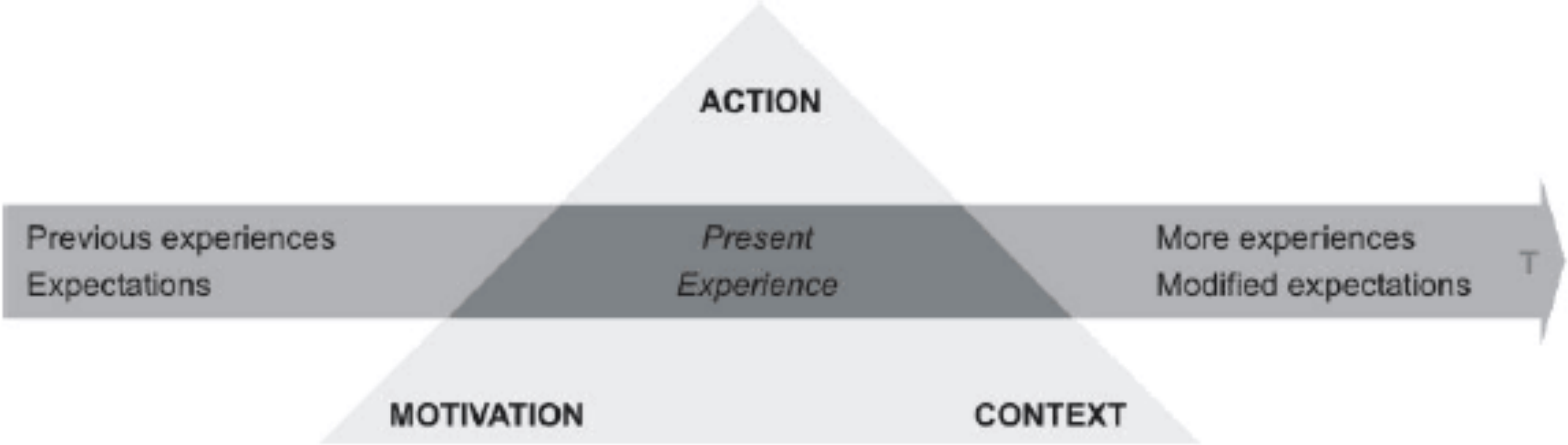
Disciplinas que intervienen


Computer Science
Technical Communication
Ergonomics
HCI
Content Strategy
Psychology
Human Factors
Cognitive Science
Branding
Experience Design
User Experience/ Usability
User Research
Anthropology
Analytics
Web Design
Market Research
Performance Support
Graphic Arts
Information Architecture
Interaction Design
Quality
Training
Library Science
Software Testing
Software Design

(UXPA)

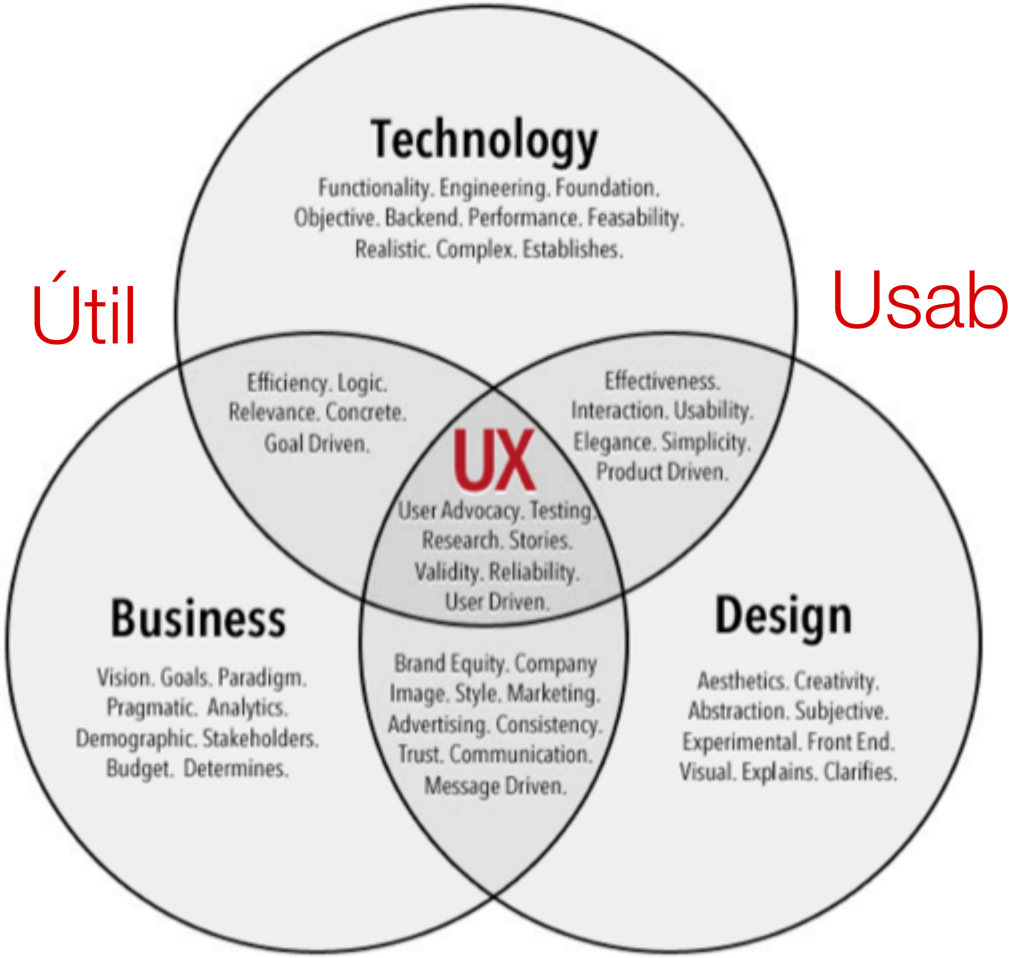
Experiencias anteriores y futuras

Resultado de una **acción** motivada por un **contexto** determinado


ACTION
Previous experiences
Expectations
Present
Experience
More experiences
Modified expectations
T
MOTIVATION
CONTEXT

Kankainen (2002)

Ok, ¿entonces qué es UX?



Technology

Functionality. Engineering. Foundation. Objective. Backend. Performance. Feasability. Realistic. Complex. Establishes.

Efficiency. Logic. Relevance. Concrete. Goal Driven.

Effectiveness. Interaction. Usability. Elegance. Simplicity. Product Driven.

UX

User Advocacy. Testing. Research. Stories. Validity. Reliability. User Driven.

Business

Vision. Goals. Paradigm. Pragmatic. Analytics. Demographic. Stakeholders. Budget. Determines.

Brand Equity. Company Image. Style. Marketing. Advertising. Consistency. Trust. Communication. Message Driven.

Design

Aesthetics. Creativity. Abstraction. Subjective. Experimental. Front End. Visual. Explains. Clarifies.

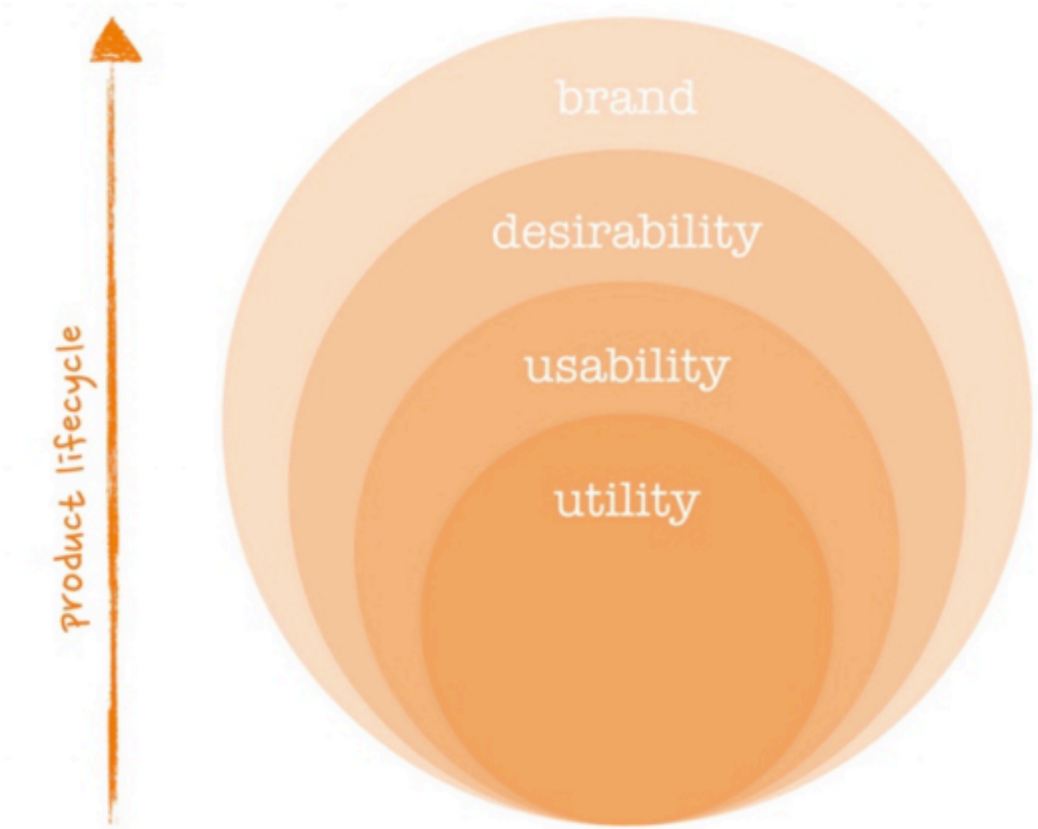
Útil

Usable

Deseable

(Erik Flowers, 2011)

4 capas


product lifecycle
brand
desirability
usability
utility

(Paul Fu)

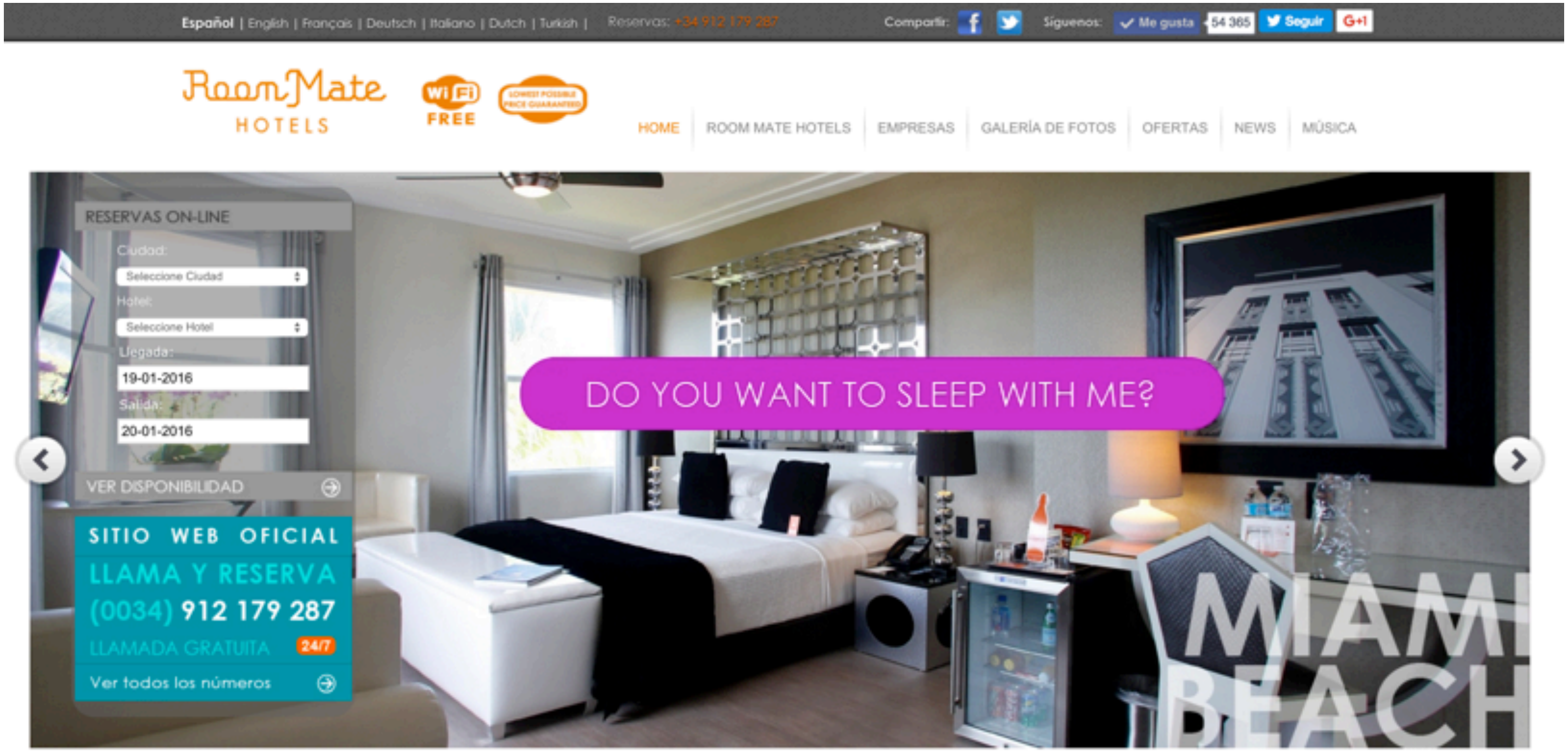
UX sucede en el **mundo real.**

Una persona puede estar muy satisfecha de la experiencia de tu producto o página web…

Pero esa experiencia no tiene porque ser igual de satisfactoria cuando interactúan con tus empleados.

Walt Disney
STUDIOS

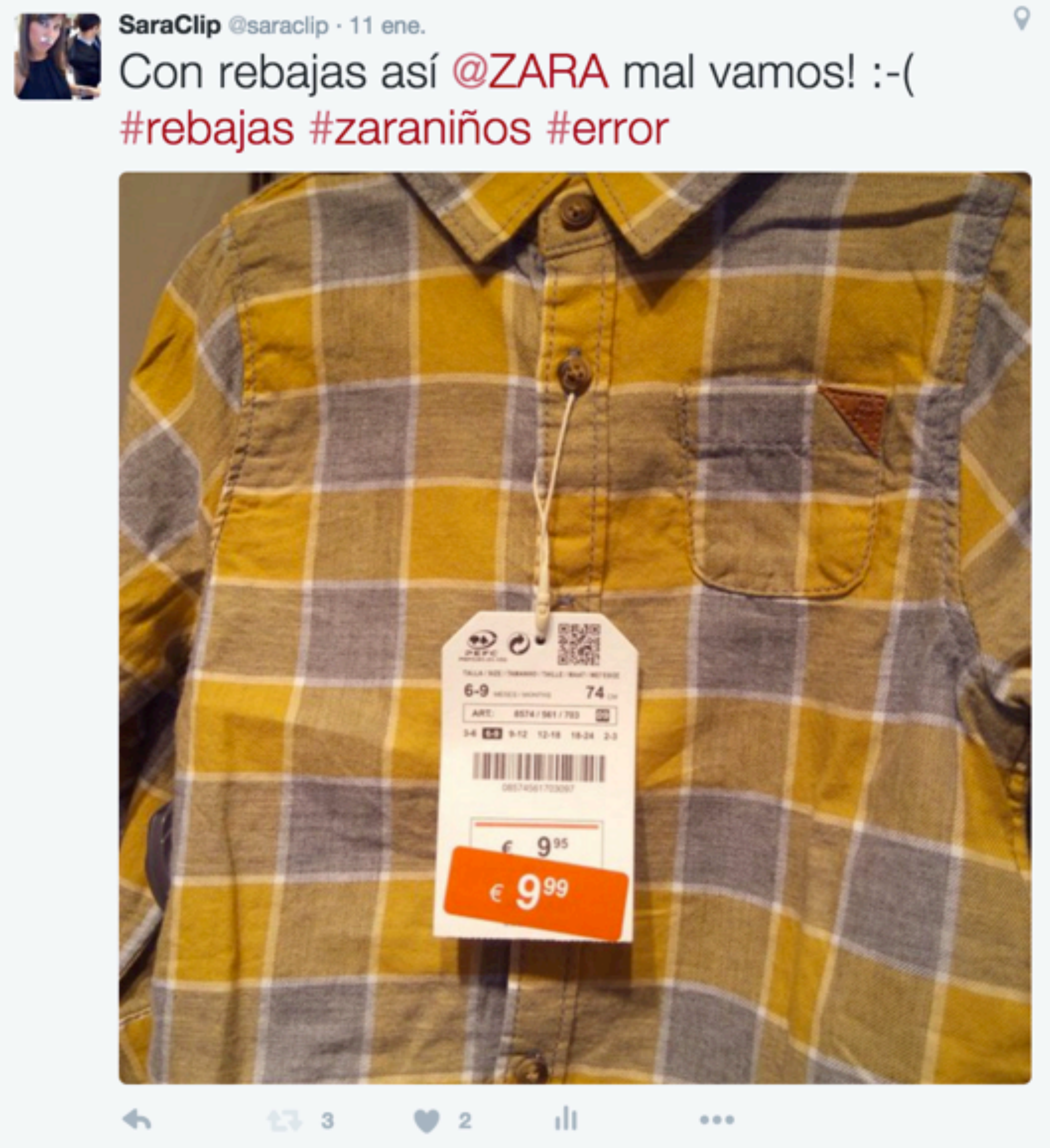
Ok, ¿entoces qué es UX?


Español | English | Français | Deutsch | Italiano | Dutch | Turkish |
Reservas: +34 912 179 287
Compartir:
Síguenos:
Me gusta
54 365
Seguir
G+1
Room Mate HOTELS
WiFi FREE
LOWEST POSSIBLE PRICE GUARANTEED
HOME
ROOM MATE HOTELS
EMPRESAS
GALERÍA DE FOTOS
OFERTAS
NEWS
MÚSICA
RESERVAS ON-LINE
VER DISPONIBILIDAD
SITIO WEB OFICIAL
LLAMA Y RESERVA
(0034) 912 179 287
LLAMADA GRATUITA 24/7
Ver todos los números
DO YOU WANT TO SLEEP WITH ME?
MIAMI BEACH

Ciudad: Seleccione Ciudad
Hotel: Seleccione Hotel
Llegada: 19-01-2016
Salida: 20-01-2016

Asociación para el Desarrollo de la Experiencia de Cliente (DEC) entregó a Room Mate Hotels el premio a la Mejor Estrategia en Experiencia de Cliente por su labor y su filosofía centrada 100% en el huésped desde su nacimiento en 2005.

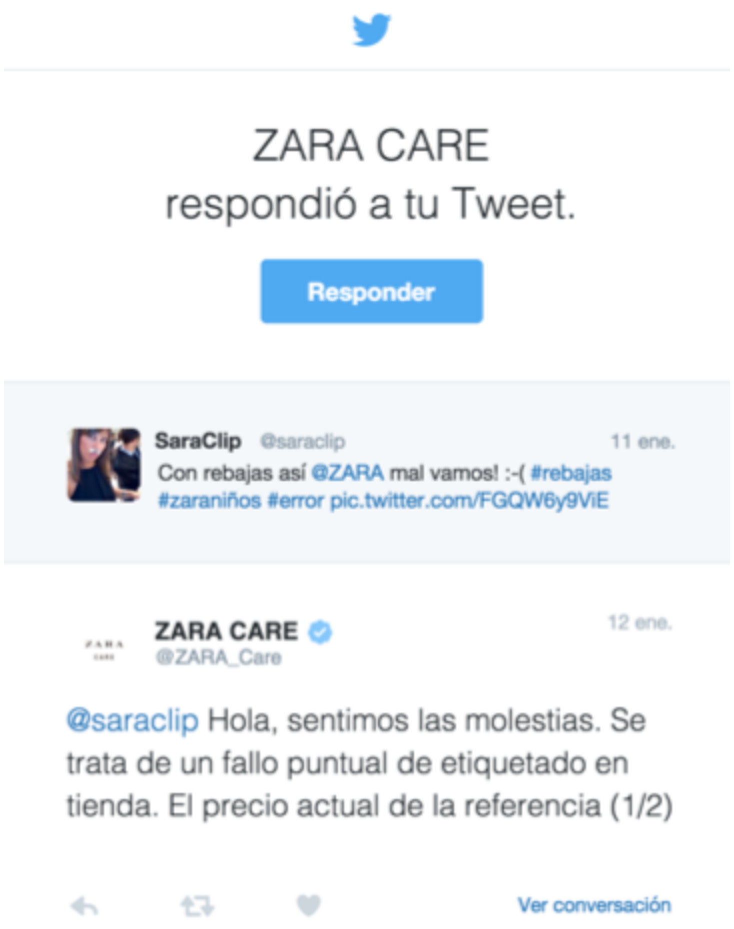
Ok, ¿entoces qué es UX?



SaraClip @saraclip · 11 ene.

Con rebajas así @ZARA mal vamos! :-(#rebajas #zaraniños #error

Ok, ¿entoces qué es UX?

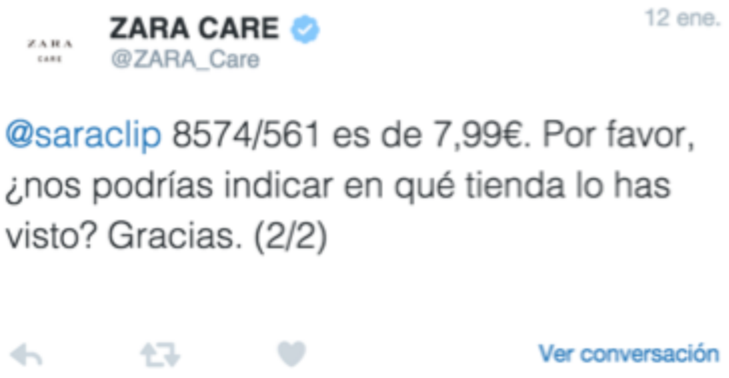


ZARA CARE
respondió a tu Tweet.

SaraClip @saraclip 11 ene.
Con rebajas así @ZARA mal vamos! :-(#rebajas #zaraniños #error pic.twitter.com/FGQW6y9ViE

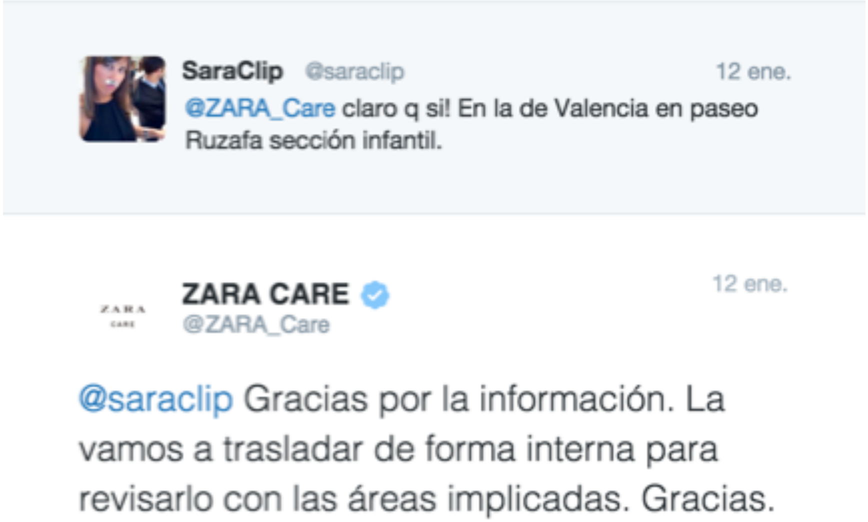
ZARA CARE @ZARA_Care 12 ene.

@saraclip Hola, sentimos las molestias. Se trata de un fallo puntual de etiquetado en tienda. El precio actual de la referencia (1/2)



ZARA CARE @ZARA_Care 12 ene.

@saraclip 8574/561 es de 7,99€. Por favor, ¿nos podrías indicar en qué tienda lo has visto? Gracias. (2/2)



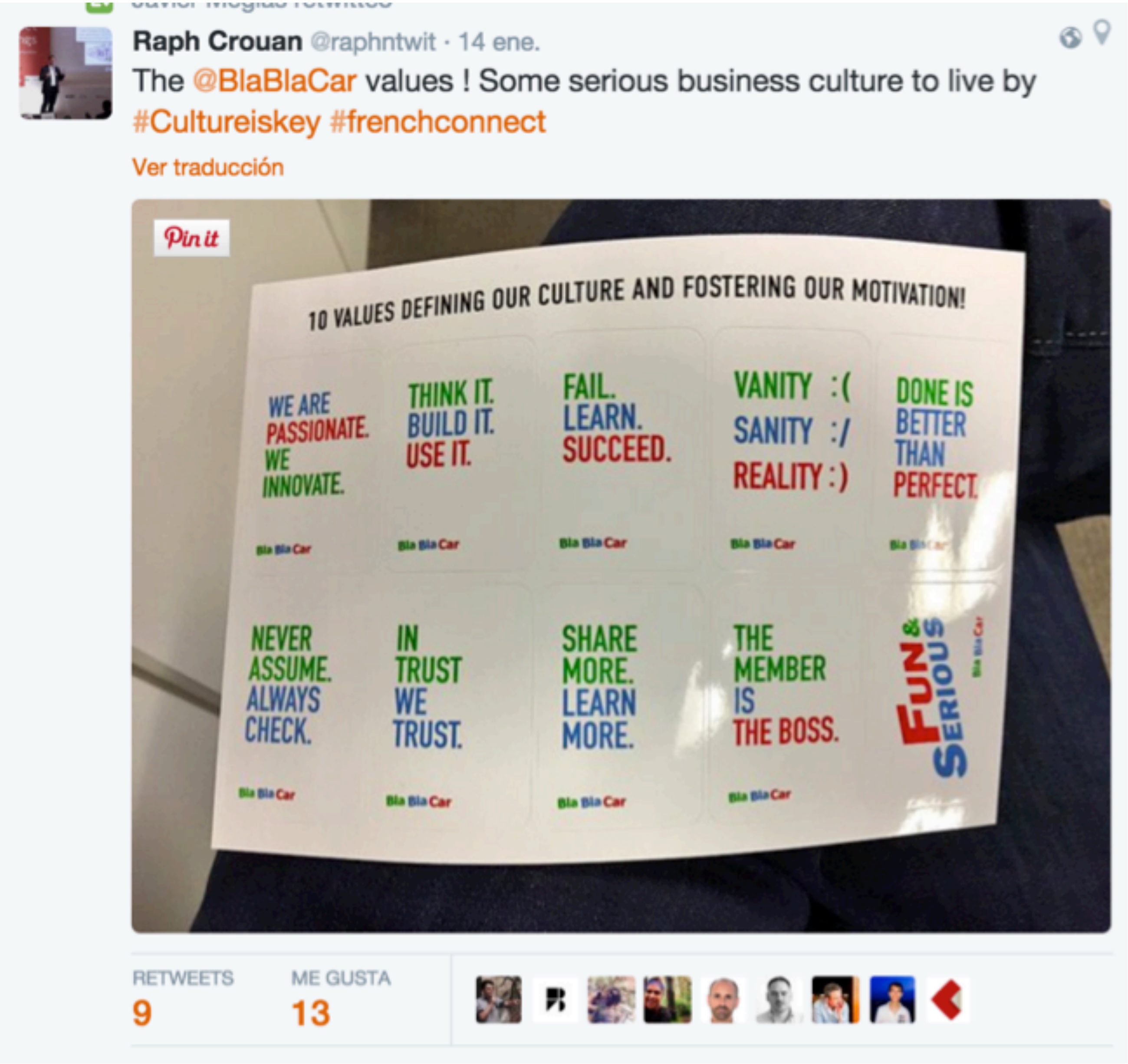
SaraClip @saraclip 12 ene.
@ZARA_Care claro q si! En la de Valencia en paseo Ruzafa sección infantil.

ZARA CARE @ZARA_Care 12 ene.

@saraclip Gracias por la información. La vamos a trasladar de forma interna para revisarlo con las áreas implicadas. Gracias.

UX es
Cultura de empresa

Ok, ¿entonces qué es UX?



Raph Crouan @raphntwit · 14 ene.

The @BlaBlaCar values ! Some serious business culture to live by #Cultureiskey #frenchconnect

Ver traducción

10 VALUES DEFINING OUR CULTURE AND FOSTERING OUR MOTIVATION!

WE ARE PASSIONATE. WE INNOVATE.

THINK IT. BUILD IT. USE IT.

FAIL. LEARN. SUCCEED.

VANITY :(SANITY :/ REALITY :)

DONE IS BETTER THAN PERFECT.

NEVER ASSUME. ALWAYS CHECK.

IN TRUST WE TRUST.

SHARE MORE. LEARN MORE.

THE MEMBER IS THE BOSS.

FUN & SERIOUS

RETWEETS	ME GUSTA
9	13

Ok, ¿entonces qué es UX?

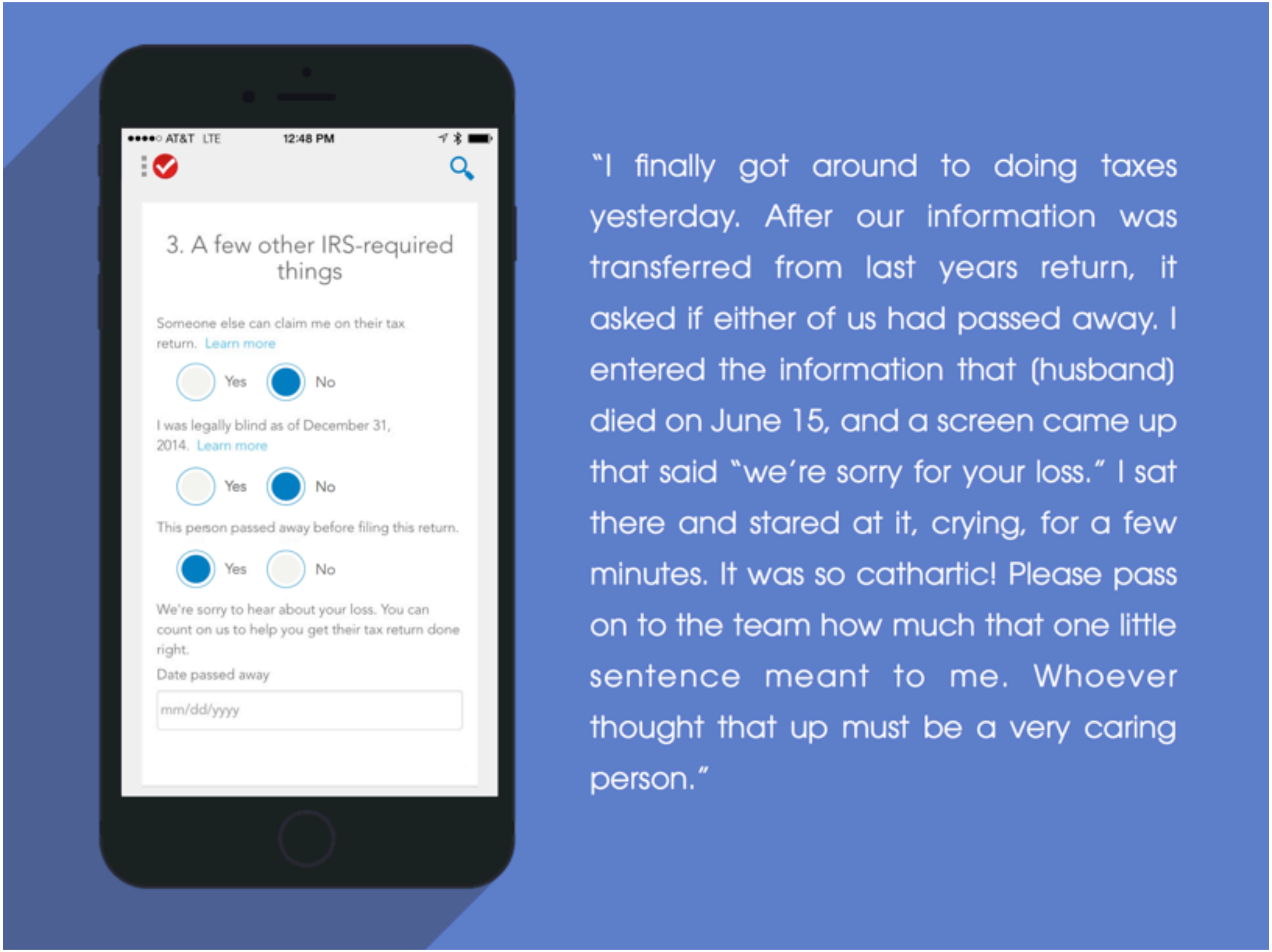
intuit
TurboTax

intuit
simplify the business of life

Mission:

To improve our customers' financial lives so profoundly…they can't imagine going back to the old way

Ok, ¿entonces qué es UX?



3. A few other IRS-required things

Someone else can claim me on their tax return. Learn more

○ Yes ● No

I was legally blind as of December 31, 2014. Learn more

○ Yes ● No

This person passed away before filing this return.

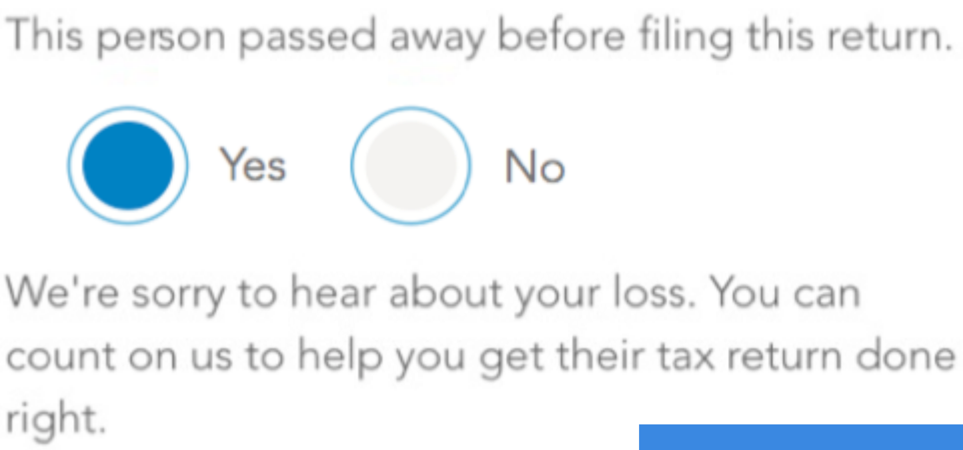
● Yes ○ No

We're sorry to hear about your loss. You can count on us to help you get their tax return done right.

Date passed away

mm/dd/yyyy

"I finally got around to doing taxes yesterday. After our information was transferred from last years return, it asked if either of us had passed away. I entered the information that (husband) died on June 15, and a screen came up that said "we're sorry for your loss." I sat there and stared at it, crying, for a few minutes. It was so cathartic! Please pass on to the team how much that one little sentence meant to me. Whoever thought that up must be a very caring person."



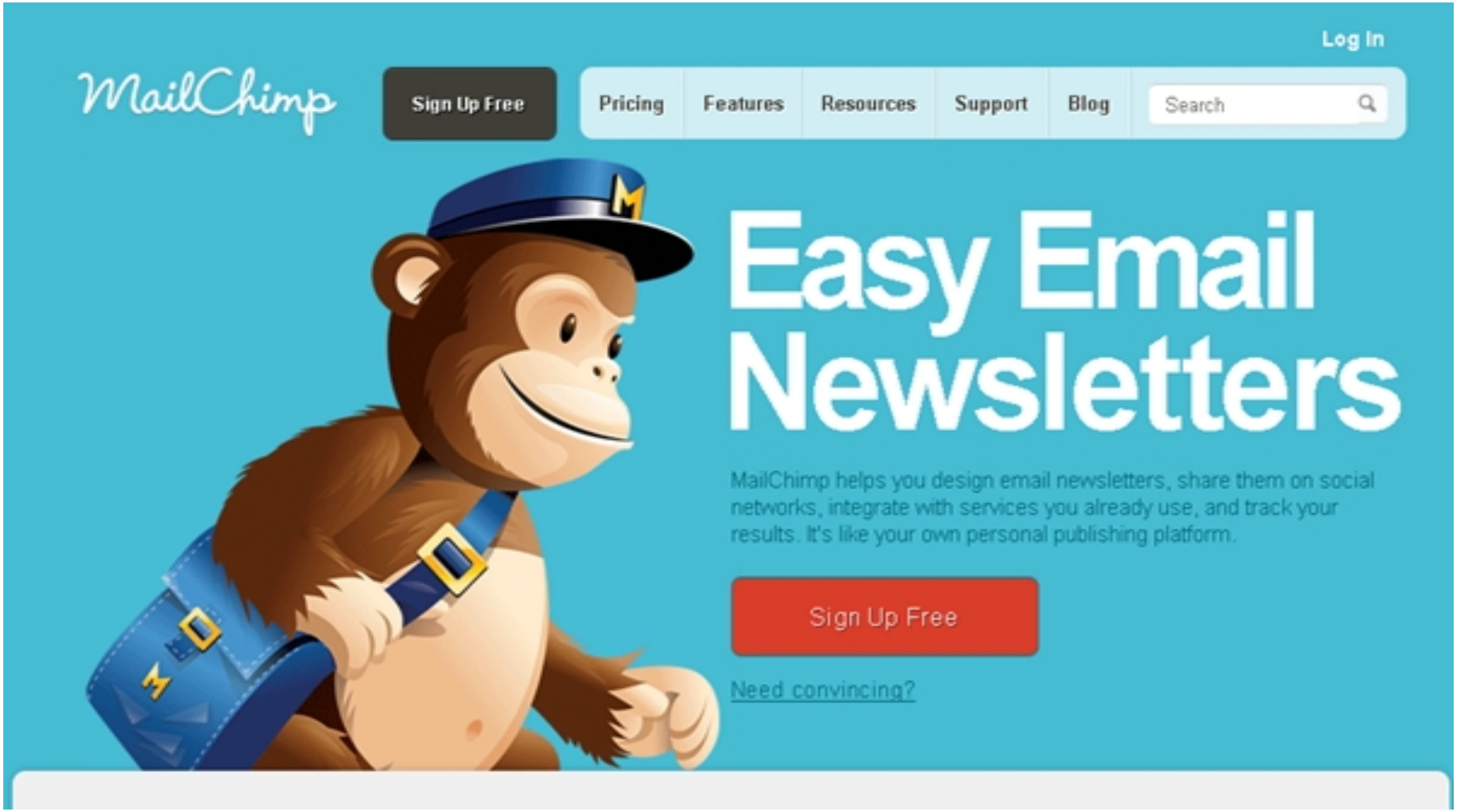
This person passed away before filing this return.

● Yes ○ No

We're sorry to hear about your loss. You can count on us to help you get their tax return done right.

I sat there and stared at it, crying, for a few minutes. It was so cathartic! Please pass on to the team how much that one little sentence meant to me. Whoever thought that up must be a very caring person.

Home



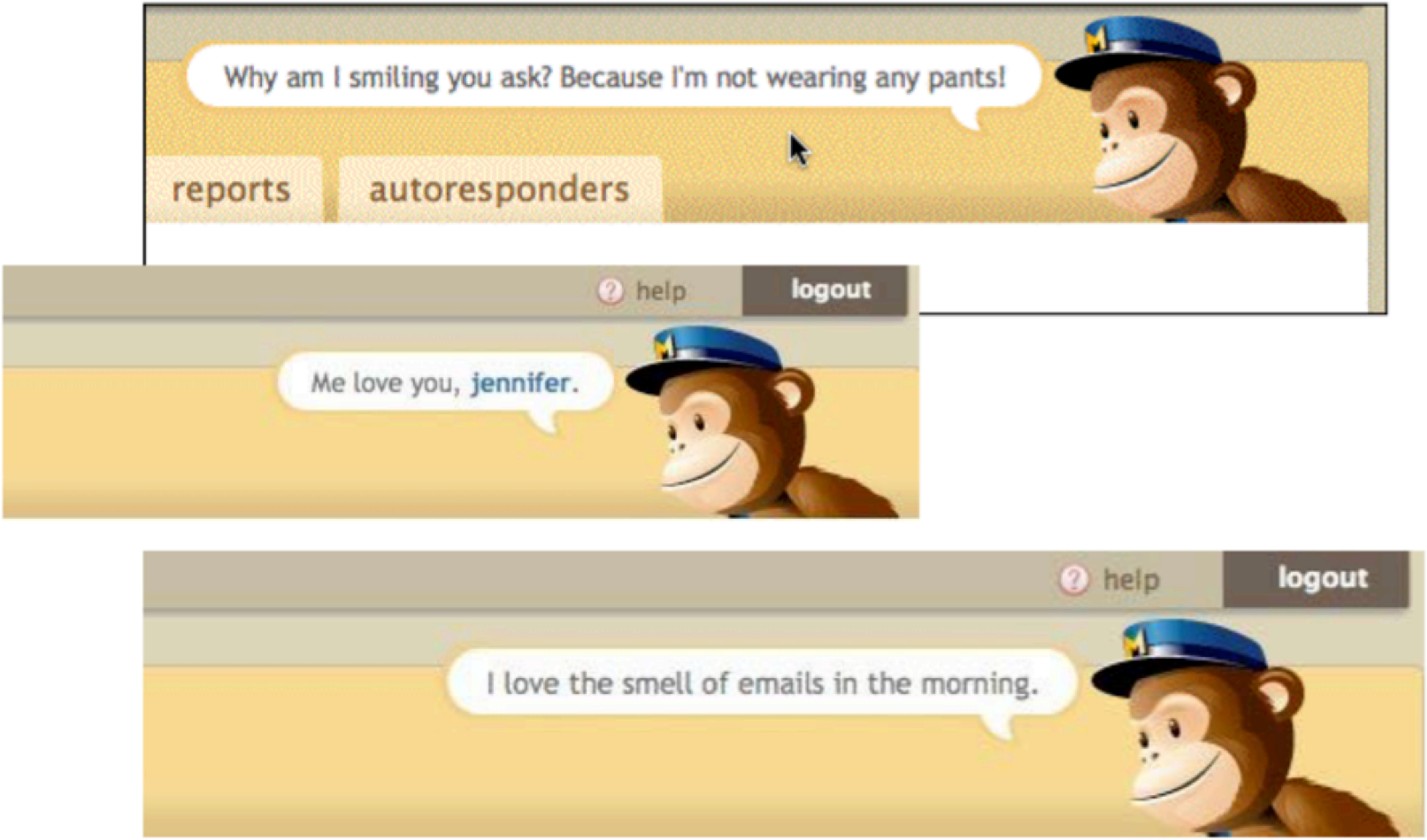
Log In
MailChimp
Sign Up Free
Pricing
Features
Resources
Support
Blog
Search

Easy Email Newsletters

MailChimp helps you design email newsletters, share them on social networks, integrate with services you already use, and track your results. It's like your own personal publishing platform.

Sign Up Free
Need convincing?

Ok, ¿entonces qué es UX?



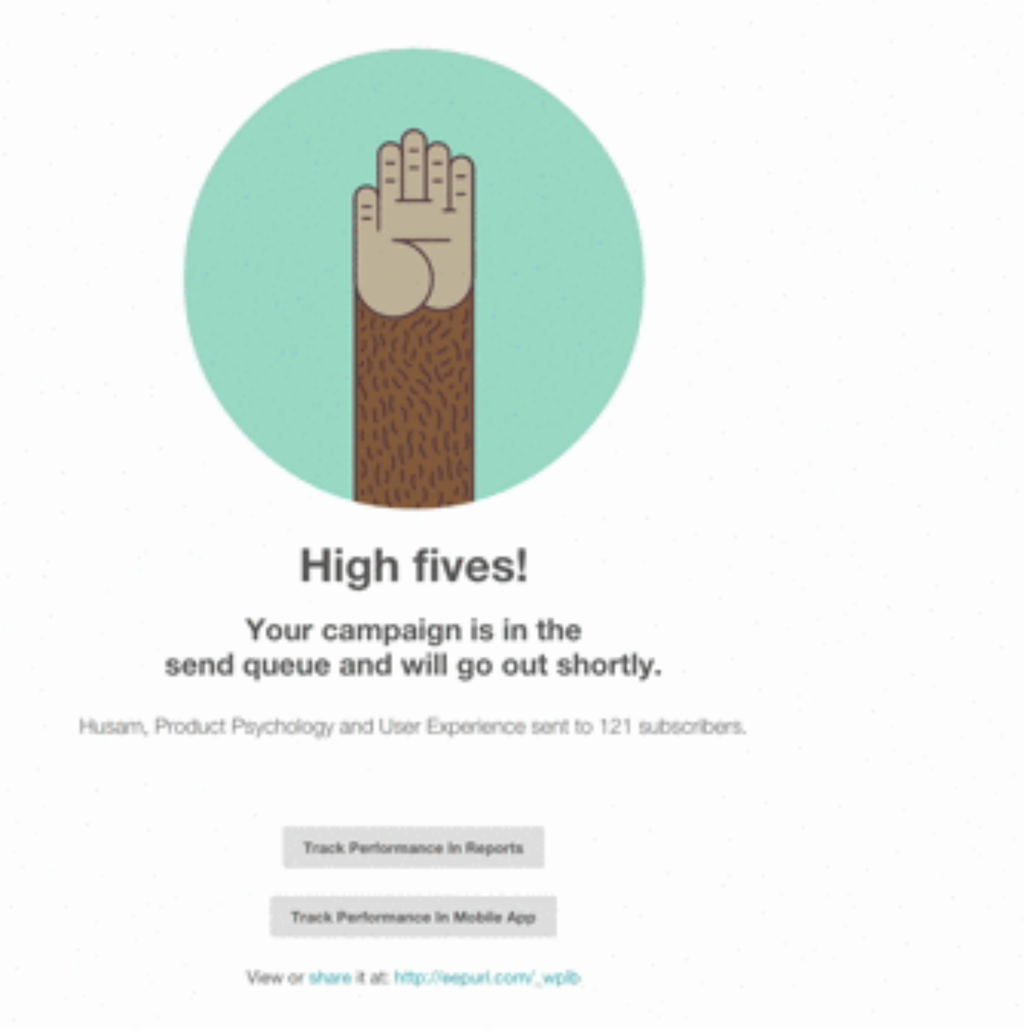
Why am I smiling you ask? Because I'm not wearing any pants!

Me love you, jennifer.

I love the smell of emails in the morning.

reports
autoresponders
help
logout
help
logout

Friendly!



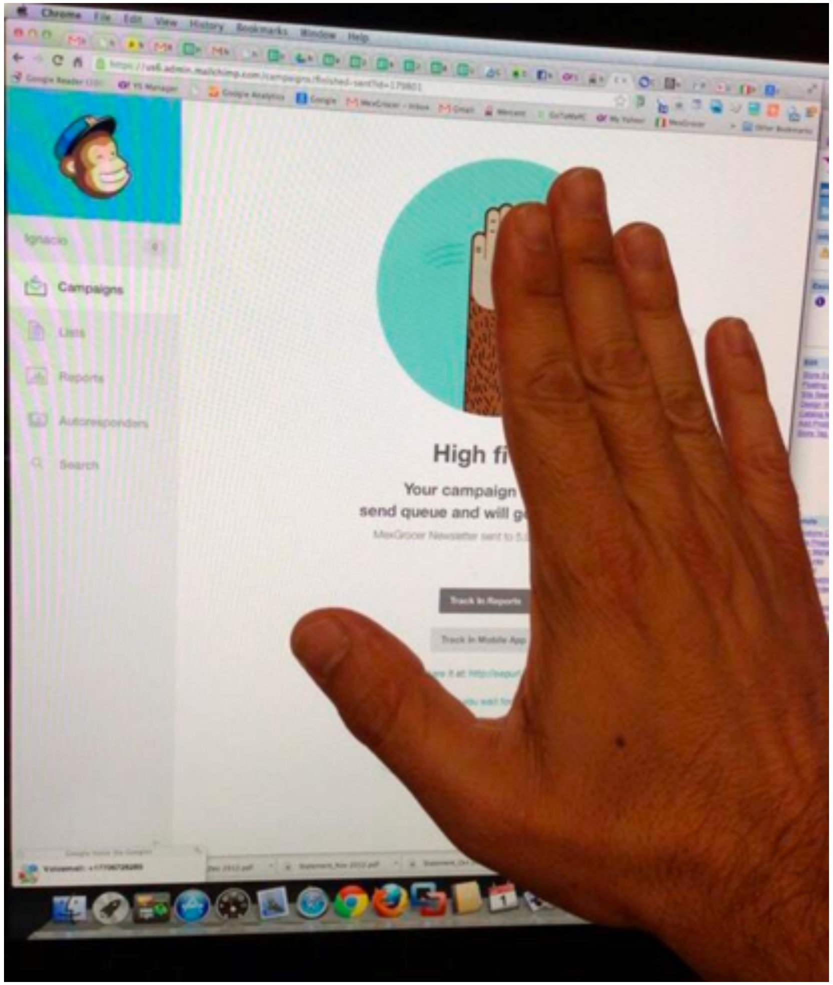
High fives!

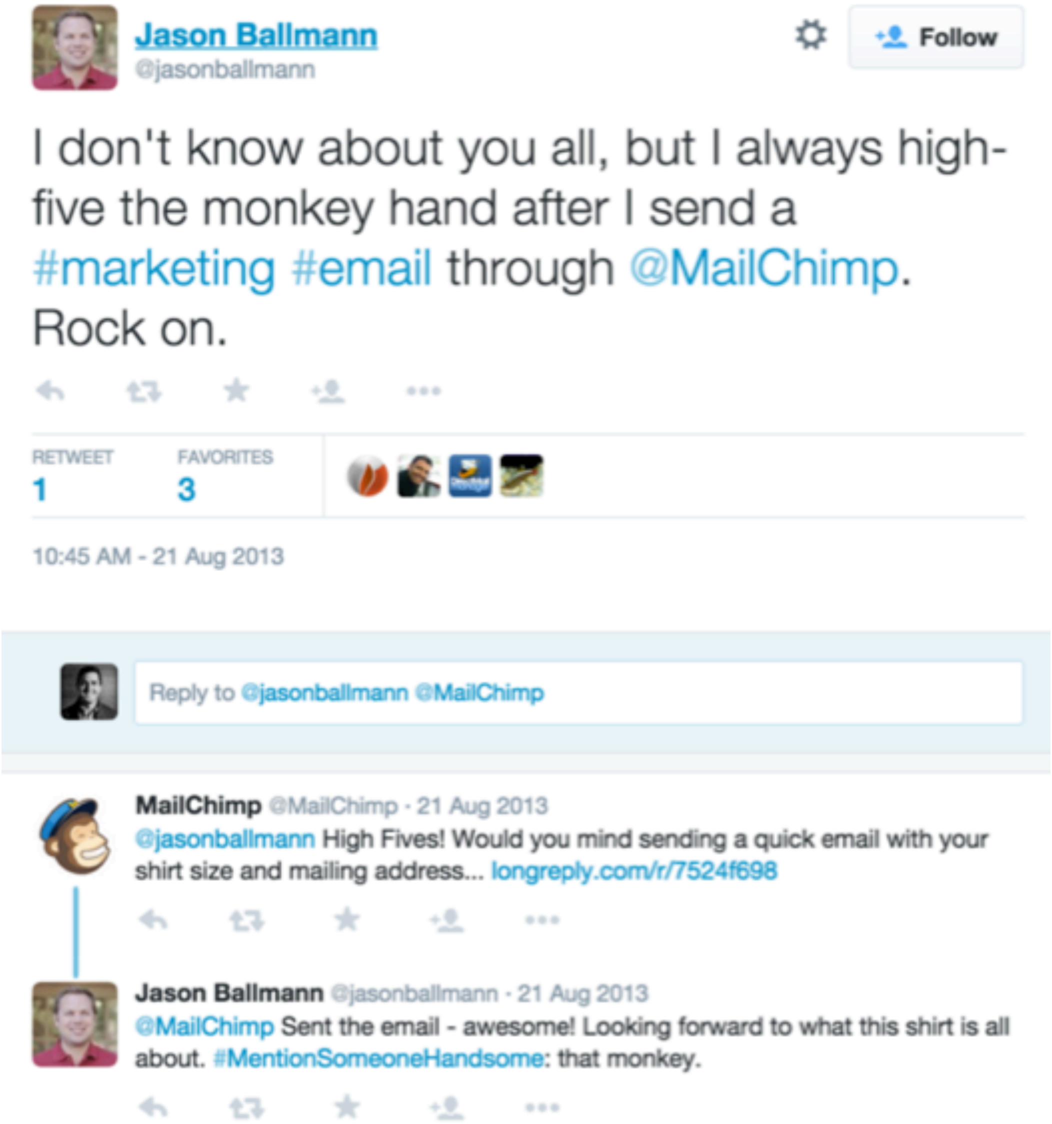
Your campaign is in the send queue and will go out shortly.

Husam, Product Psychology and User Experience sent to 121 subscribers.

Track Performance In Reports
Track Performance In Mobile App

View or share it at: http://eepurl.com/_wplb





Jason Ballmann
@jasonballmann

I don't know about you all, but I always high-five the monkey hand after I send a #marketing #email through @MailChimp. Rock on.

RETWEET 1
FAVORITES 3

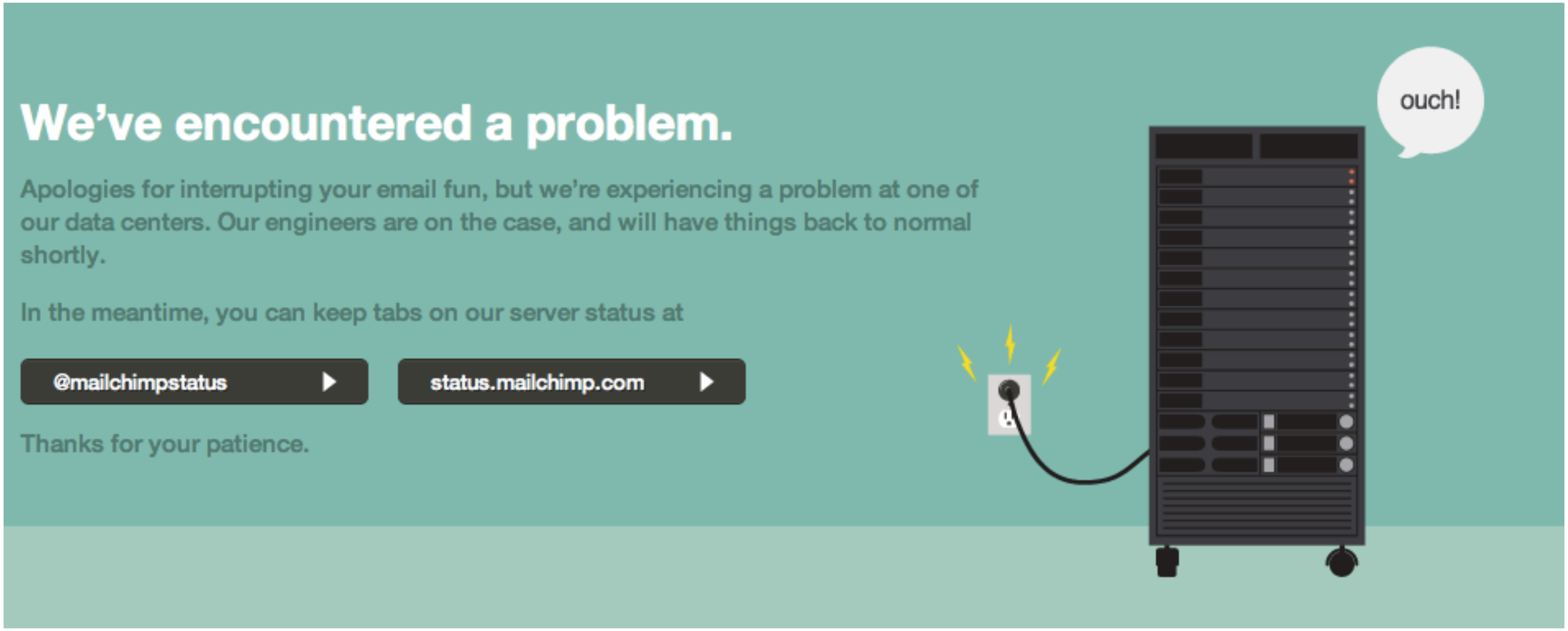
10:45 AM - 21 Aug 2013

Reply to @jasonballmann @MailChimp

MailChimp @MailChimp · 21 Aug 2013
@jasonballmann High Fives! Would you mind sending a quick email with your shirt size and mailing address... longreply.com/r/7524f698

Jason Ballmann @jasonballmann · 21 Aug 2013
@MailChimp Sent the email - awesome! Looking forward to what this shirt is all about. #MentionSomeoneHandsome: that monkey.

Reconoce errores



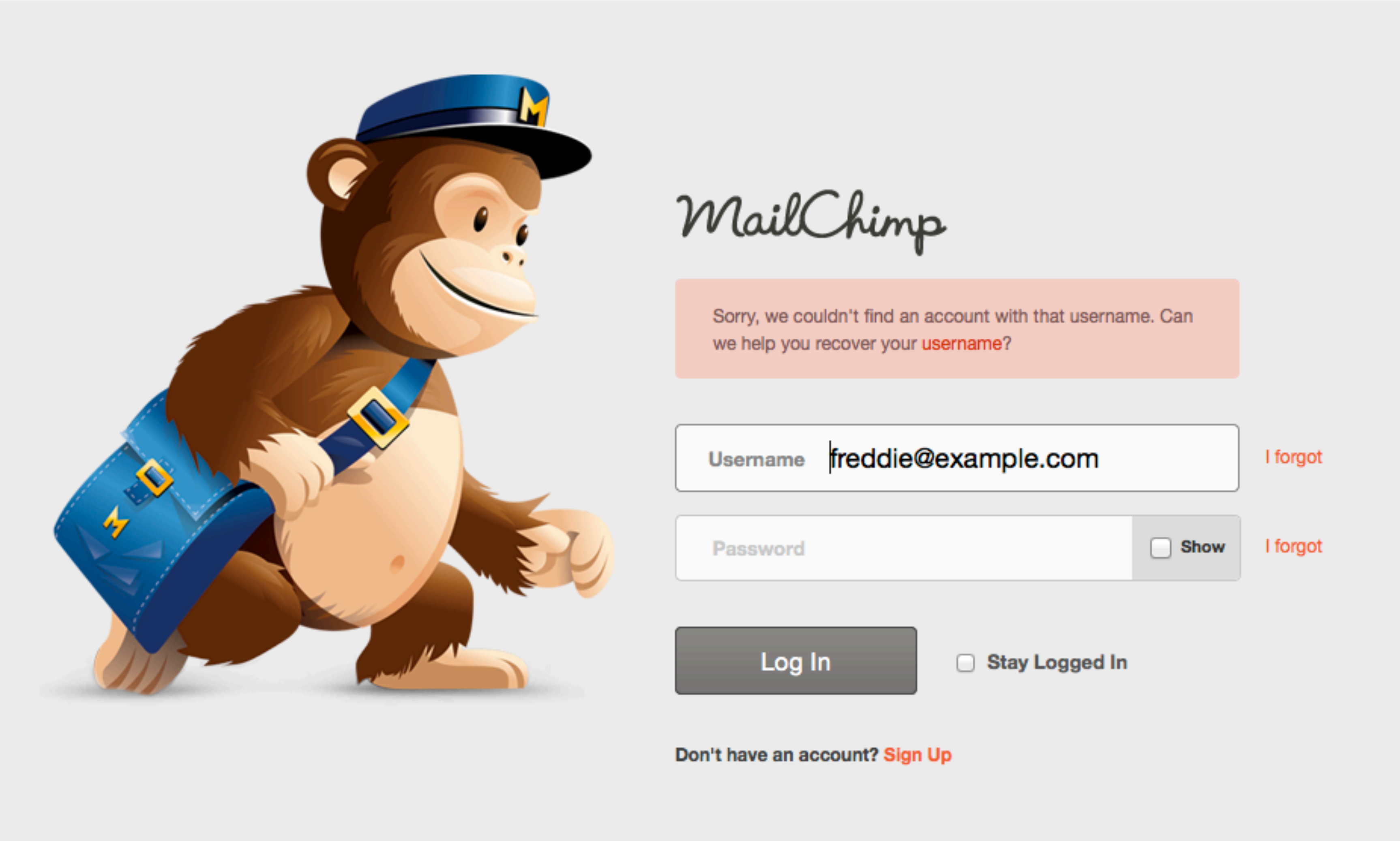
We've encountered a problem.

Apologies for interrupting your email fun, but we're experiencing a problem at one of our data centers. Our engineers are on the case, and will have things back to normal shortly.

In the meantime, you can keep tabs on our server status at

@mailchimpstatus
status.mailchimp.com
ouch!

Thanks for your patience.

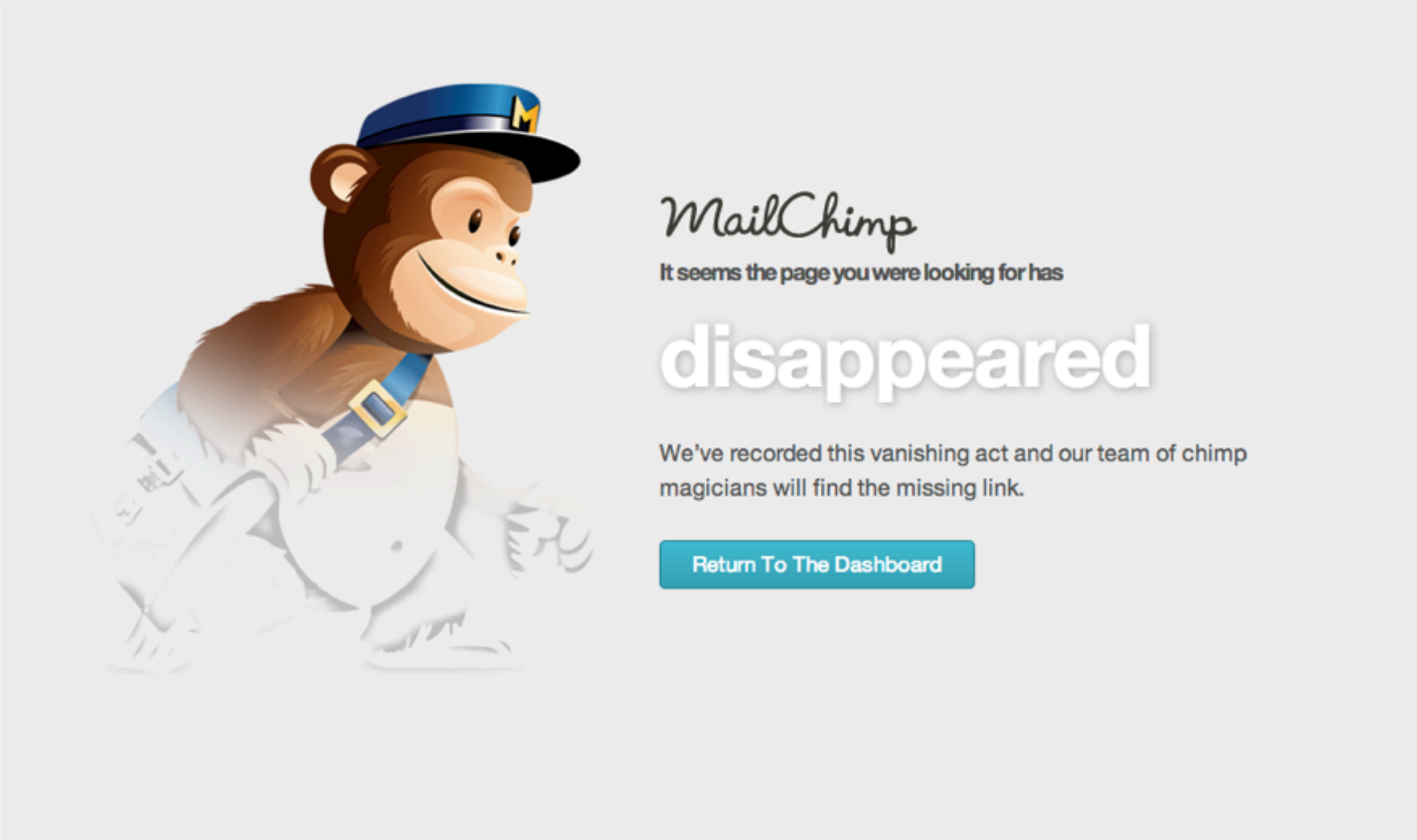


Sorry, we couldn't find an account with that username. Can we help you recover your username?

Username freddie@example.com

MailChimp
I forgot
Password
☐ Show
I forgot
Log In
☐ Stay Logged In
Don't have an account? Sign Up

Informa al usuario



MailChimp

It seems the page you were looking for has

disappeared

We've recorded this vanishing act and our team of chimp magicians will find the missing link.

Return To The Dashboard

Diseñar una experiencia de principio a fin

Trabajar con los **problemas** de las **personas** para encontrar una **solución** atrayente y que deseen usar.

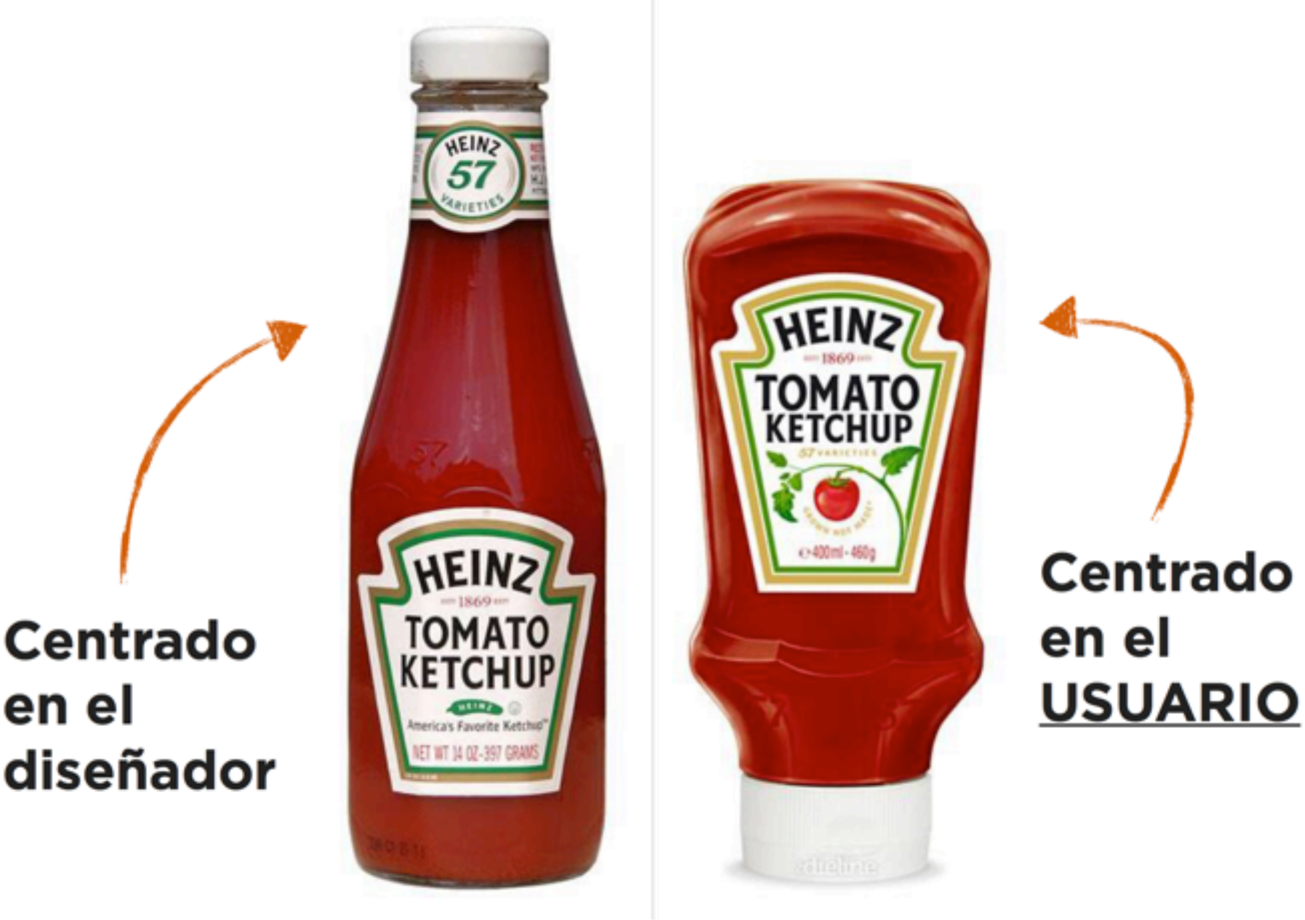
UX

♥

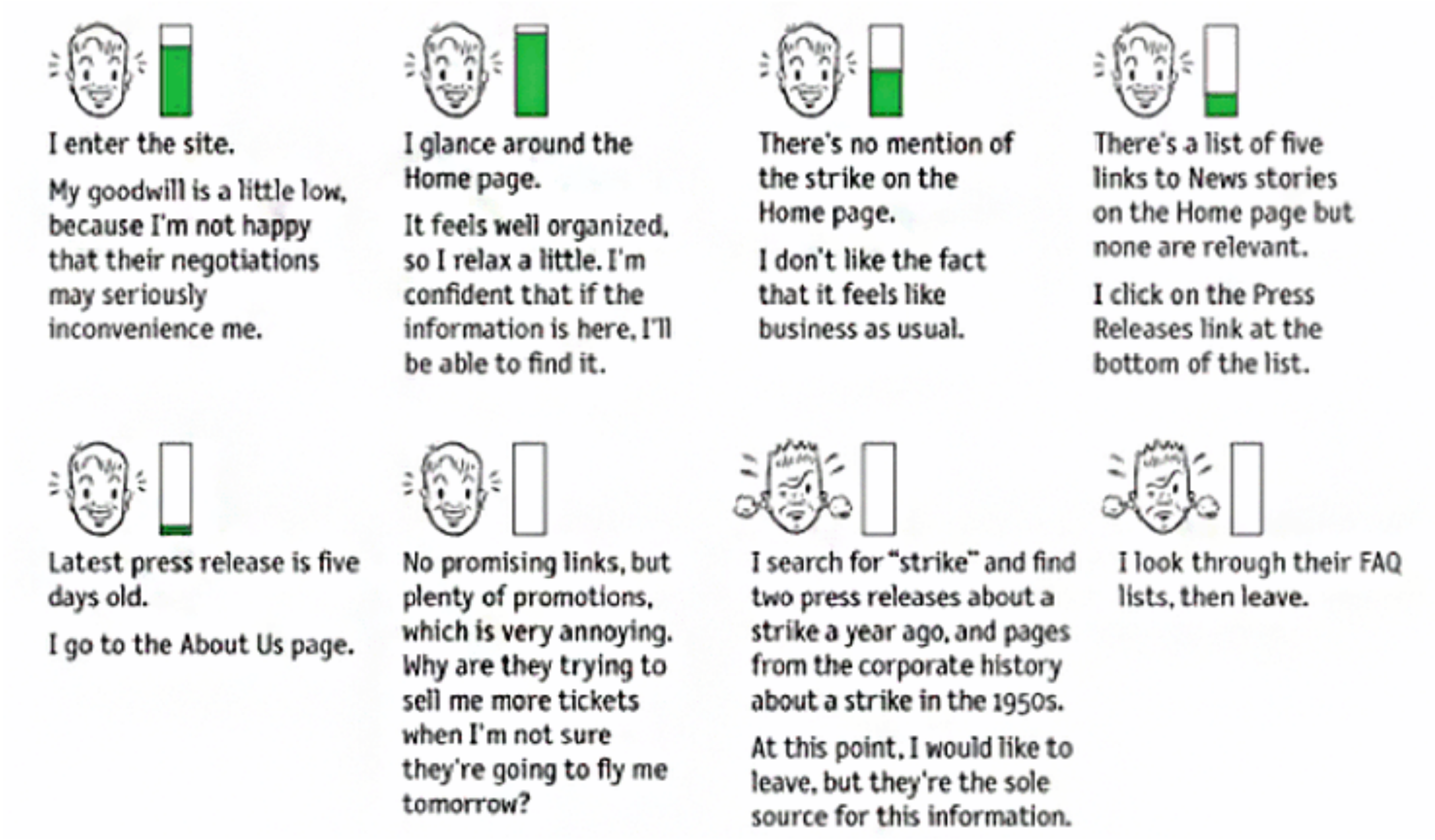
PEOPLE

User Centered Design

En una imagen


Centrado en el diseñador
Centrado en el **USUARIO**
HEINZ 57 VARIETIES
HEINZ 1869 TOMATO KETCHUP
America's Favorite Ketchup
NET WT 14 OZ-397 GRAMS
HEINZ 1869 TOMATO KETCHUP
57 VARIETIES
400ml · 460g

Reserva de paciencia



I enter the site.

My goodwill is a little low, because I'm not happy that their negotiations may seriously inconvenience me.

I glance around the Home page.

It feels well organized, so I relax a little. I'm confident that if the information is here, I'll be able to find it.

There's no mention of the strike on the Home page.

I don't like the fact that it feels like business as usual.

There's a list of five links to News stories on the Home page but none are relevant.

I click on the Press Releases link at the bottom of the list.

Latest press release is five days old.

I go to the About Us page.

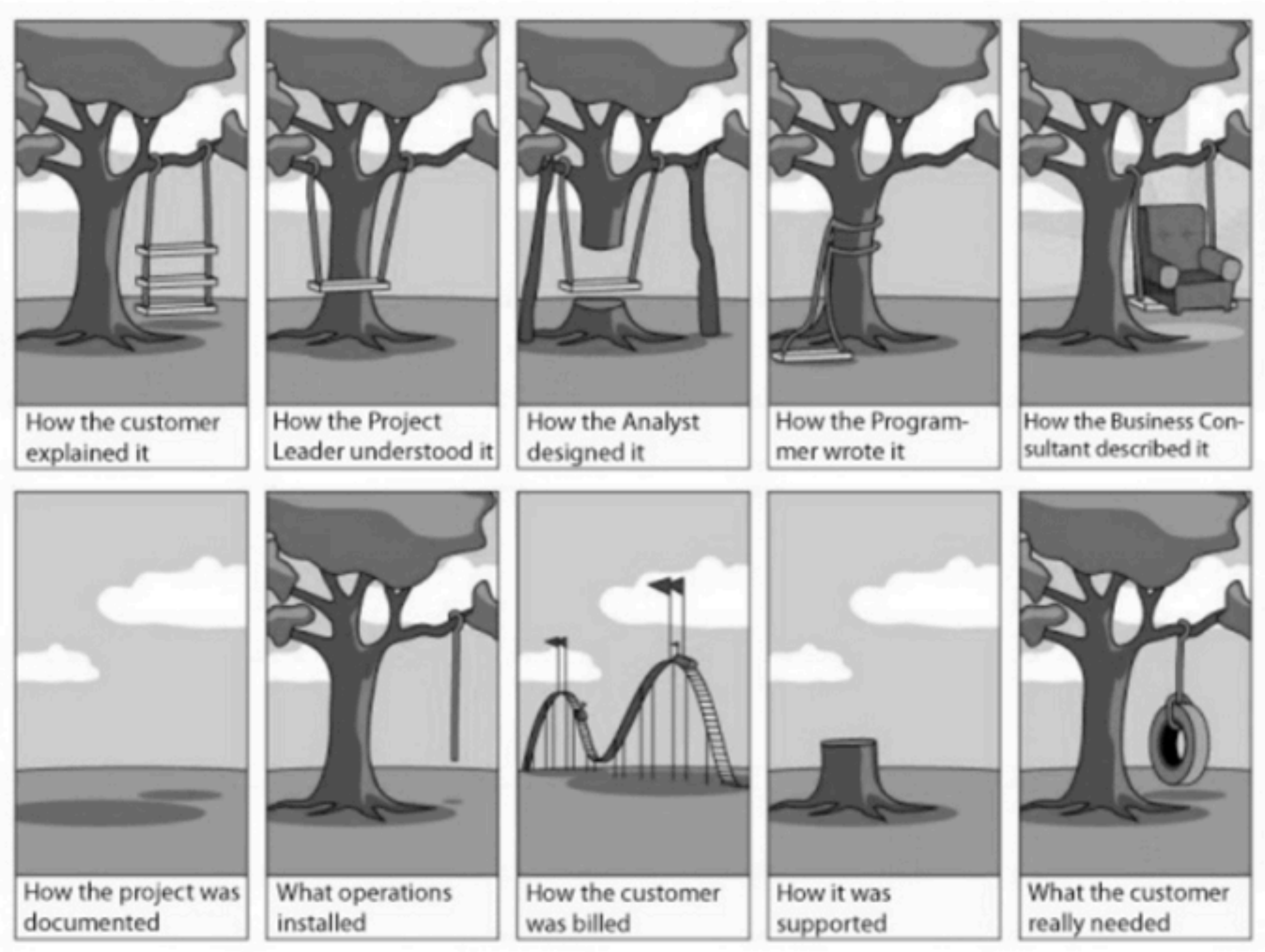
No promising links, but plenty of promotions, which is very annoying. Why are they trying to sell me more tickets when I'm not sure they're going to fly me tomorrow?

I search for "strike" and find two press releases about a strike a year ago, and pages from the corporate history about a strike in the 1950s.

At this point, I would like to leave, but they're the sole source for this information.

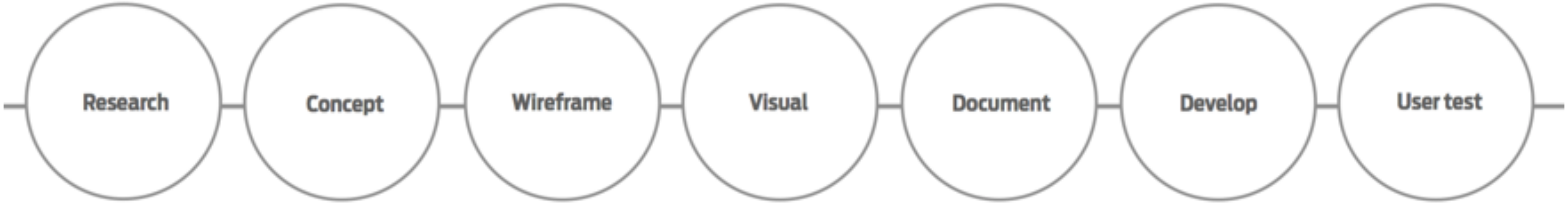
I look through their FAQ lists, then leave.

Vistas diferentes. Todo el mundo opina.

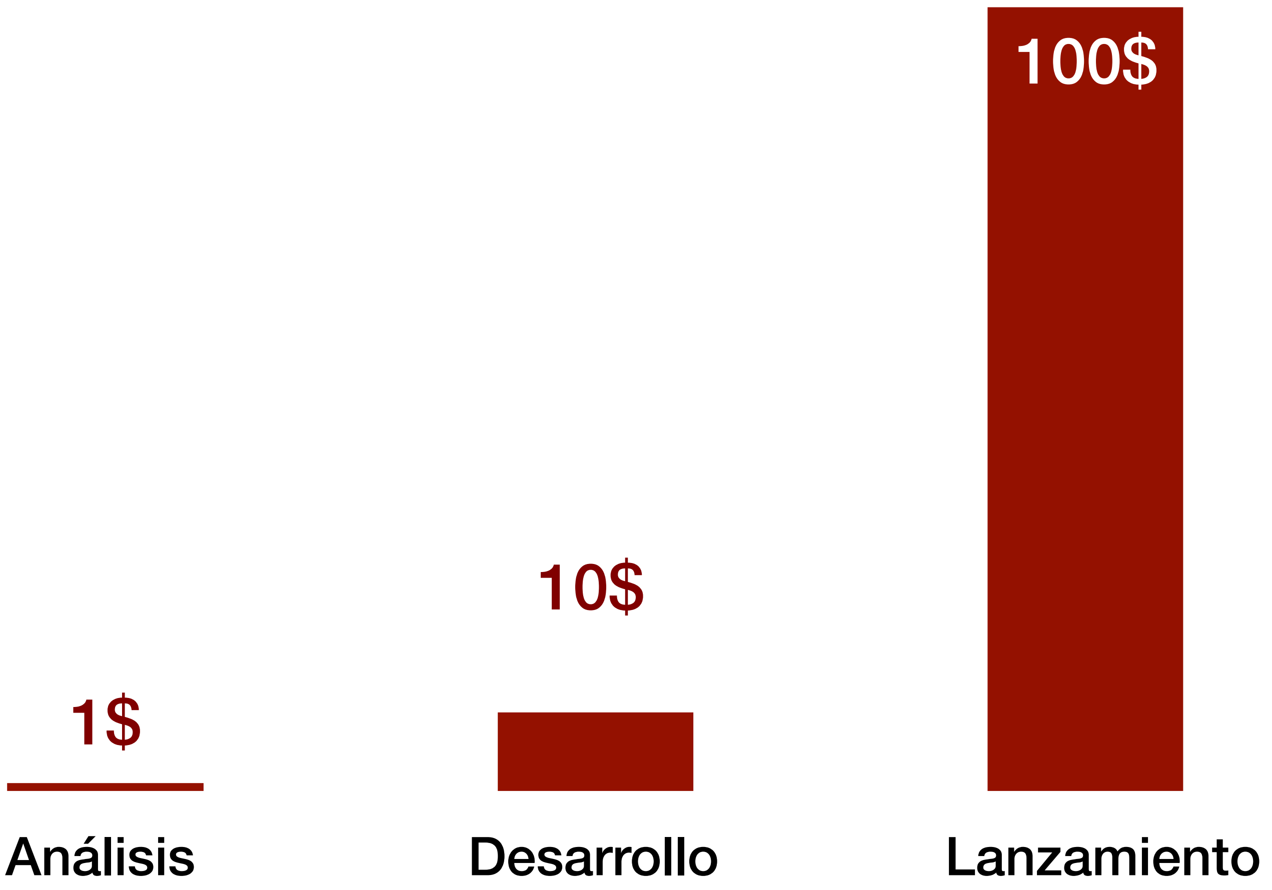

How the customer explained it
How the Project Leader understood it
How the Analyst designed it
How the Programmer wrote it
How the Business Consultant described it
How the project was documented
What operations installed
How the customer was billed
How it was supported
What the customer really needed

Credit: http://www.projectcartoon.com/cartoon/1

Waterfall Design Process

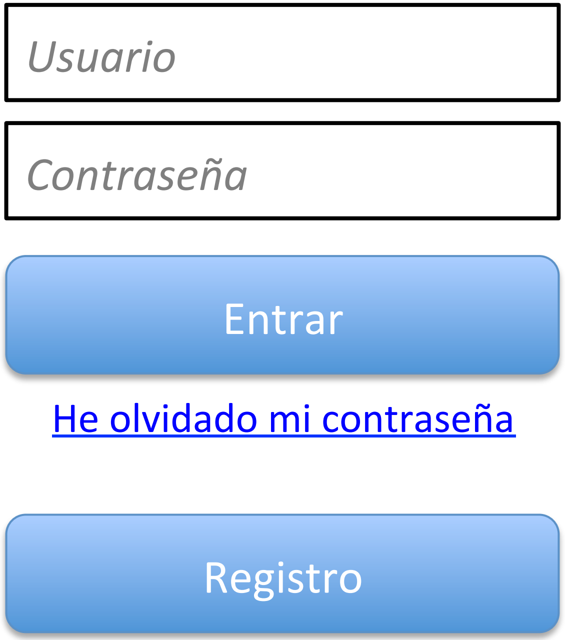

Research
Concept
Wireframe
Visual
Document
Develop
User test

Los beneficios exceden a su coste

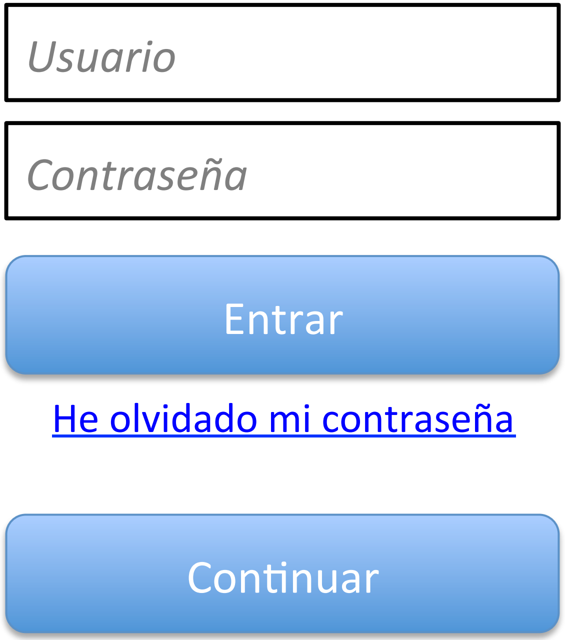


Lederer & Prassad, 1992

El botón de los 300.000.000$


Usuario
Contraseña
Entrar
He olvidado mi contraseña
Registro

El botón de los 300.000.000$


Usuario
Contraseña
Entrar
He olvidado mi contraseña
Continuar

No necesitas crearte una cuenta para comprar en este site.
Simplemente pulsa en Continuar para acceder al pago.

Para acelerar tus futuras compras,
podrás crearte una cuenta durante el proceso de pago.

45%
Incremento de compras

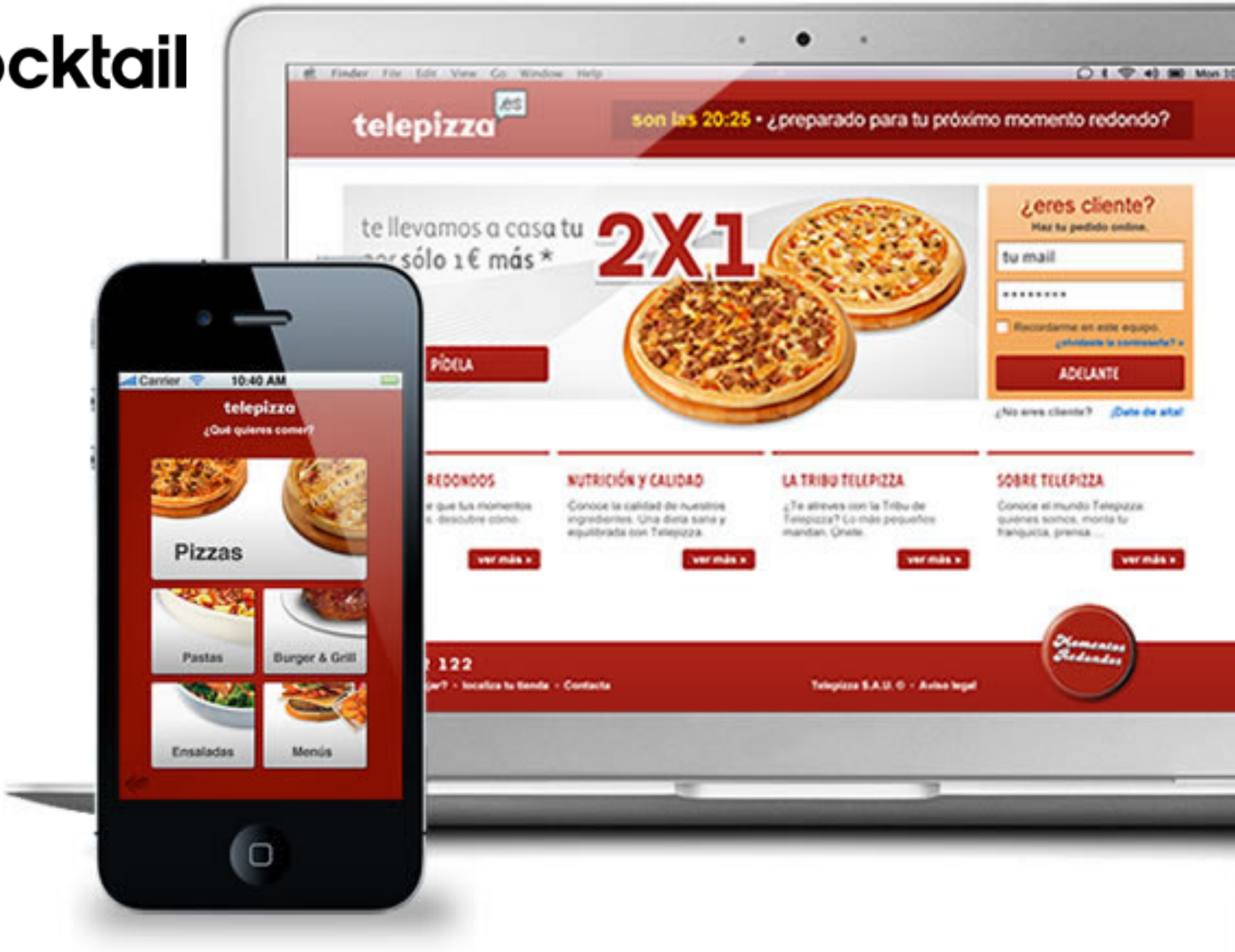
$15.000.000$ el primer mes
$300,000,000 al año

45%
de los clientes tenía múltiples registros
Algunos hasta 10

160.000 peticiones de
“He olvidado contraseña”

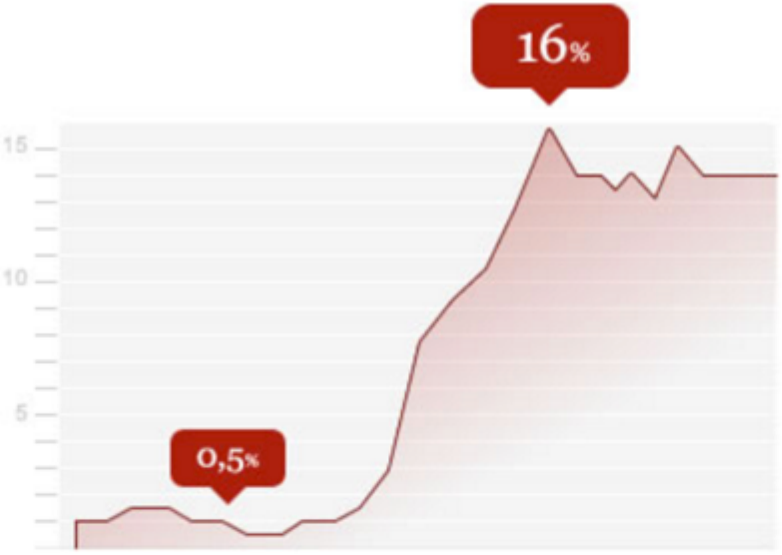
75%
No acabó la compra

the cocktail

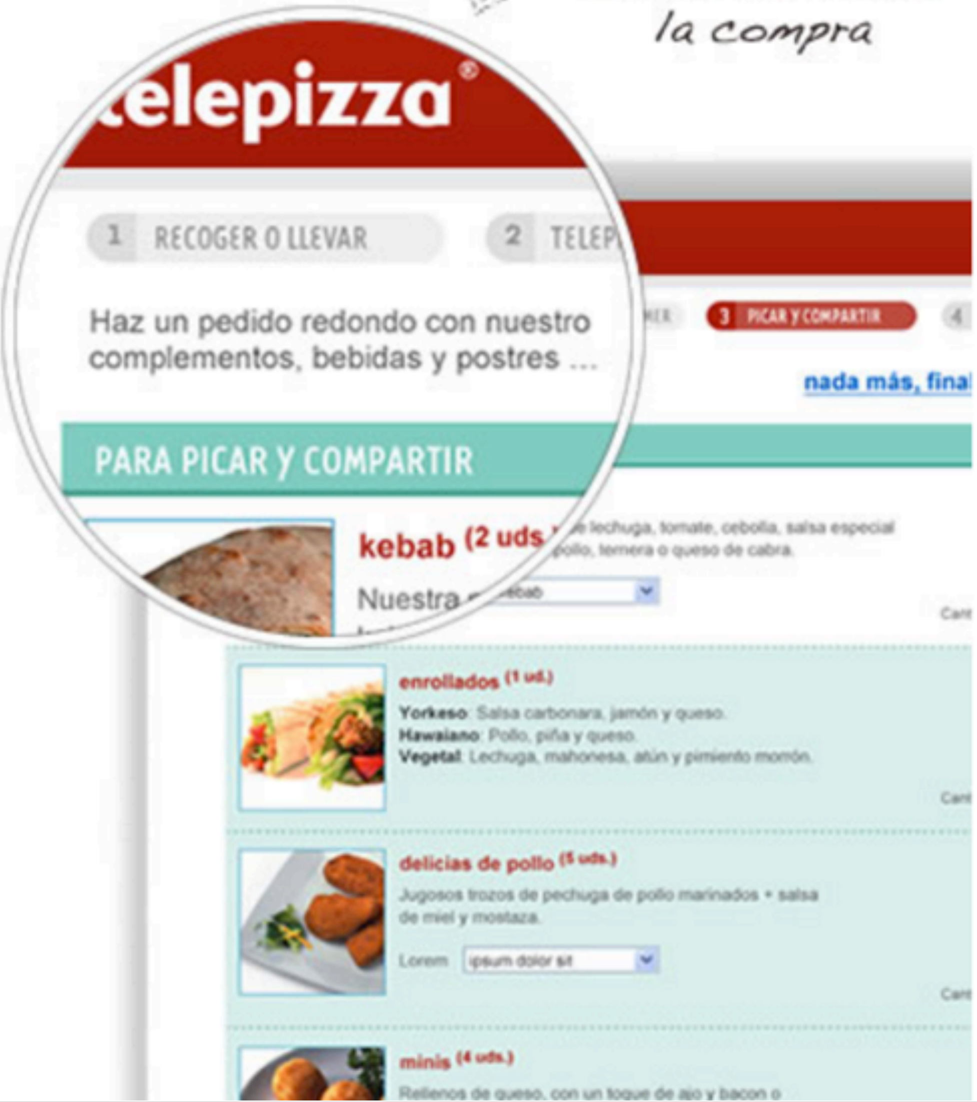

telepizza
son las 20:25 • ¿preparado para tu próximo momento redondo?
te llevamos a casa tu
por sólo 1 € más *
2X1
PÍDELA
¿eres cliente?
Haz tu pedido online.
tu mail
ADELANTE
NUTRICIÓN Y CALIDAD
LA TRIBU TELEPIZZA
SOBRE TELEPIZZA
ver más »
Carrier
10:40 AM
telepizza
¿Qué quieres comer?
Pizzas
Pastas
Burger & Grill
Ensaladas
Menús

El objetivo era pasar a un 2% o 3% de las ventas

Al final, el resultado fue bastante mejor que lo esperado, se pasó a un 16% en solo seis meses.



El diseño guía al usuario durante la compra


telepizza®
1 RECOGER O LLEVAR
2 TELEP
3 PICAR Y COMPARTIR
4
nada más, final
Cant
Cant
Cant

Haz un pedido redondo con nuestro complementos, bebidas y postres …

PARA PICAR Y COMPARTIR

kebab (2 uds … lechuga, tomate, cebolla, salsa especial … pollo, ternera o queso de cabra.

Nuestra … kebab

enrollados (1 ud.)

Yorkeso: Salsa carbonara, jamón y queso.
Hawaiano: Pollo, piña y queso.
Vegetal: Lechuga, mahonesa, atún y pimiento morrón.

delicias de pollo (5 uds.)

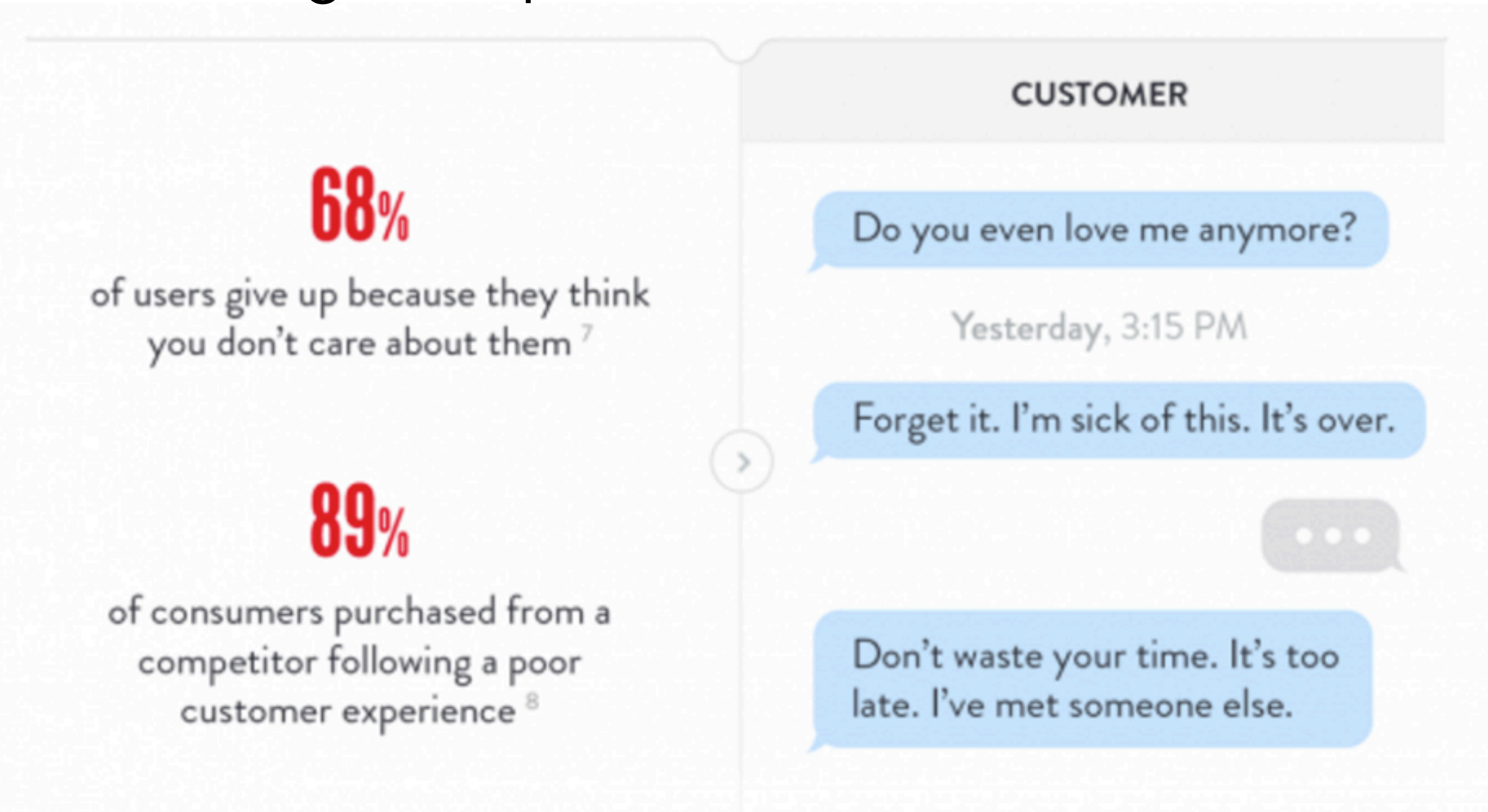
Jugosos trozos de pechuga de pollo marinados + salsa de miel y mostaza.

Lorem ipsum dolor sit

minis (4 uds.)

Rellenos de queso, con un toque de ajo y bacon o

¿Te importan tus clientes?



68%

of users give up because they think you don't care about them[7]

89%

of consumers purchased from a competitor following a poor customer experience[8]

CUSTOMER

Do you even love me anymore?

Yesterday, 3:15 PM

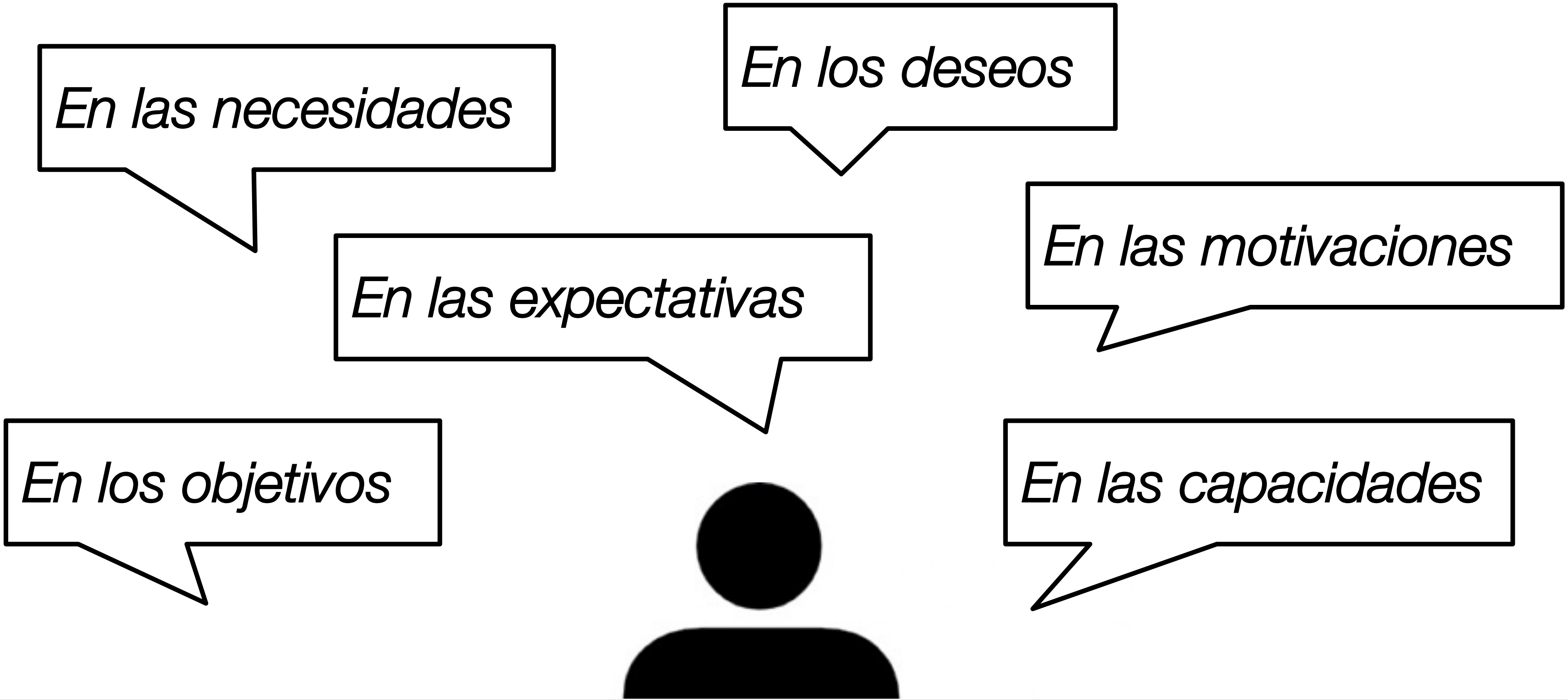
Forget it. I'm sick of this. It's over.

•••

Don't waste your time. It's too late. I've met someone else.

Fuente: http://uxuario.es/2015/10/merece-la-pena-invertir-en-ux/

Si diseñamos un producto o servicio basado:



En las necesidades

En los deseos

En las expectativas

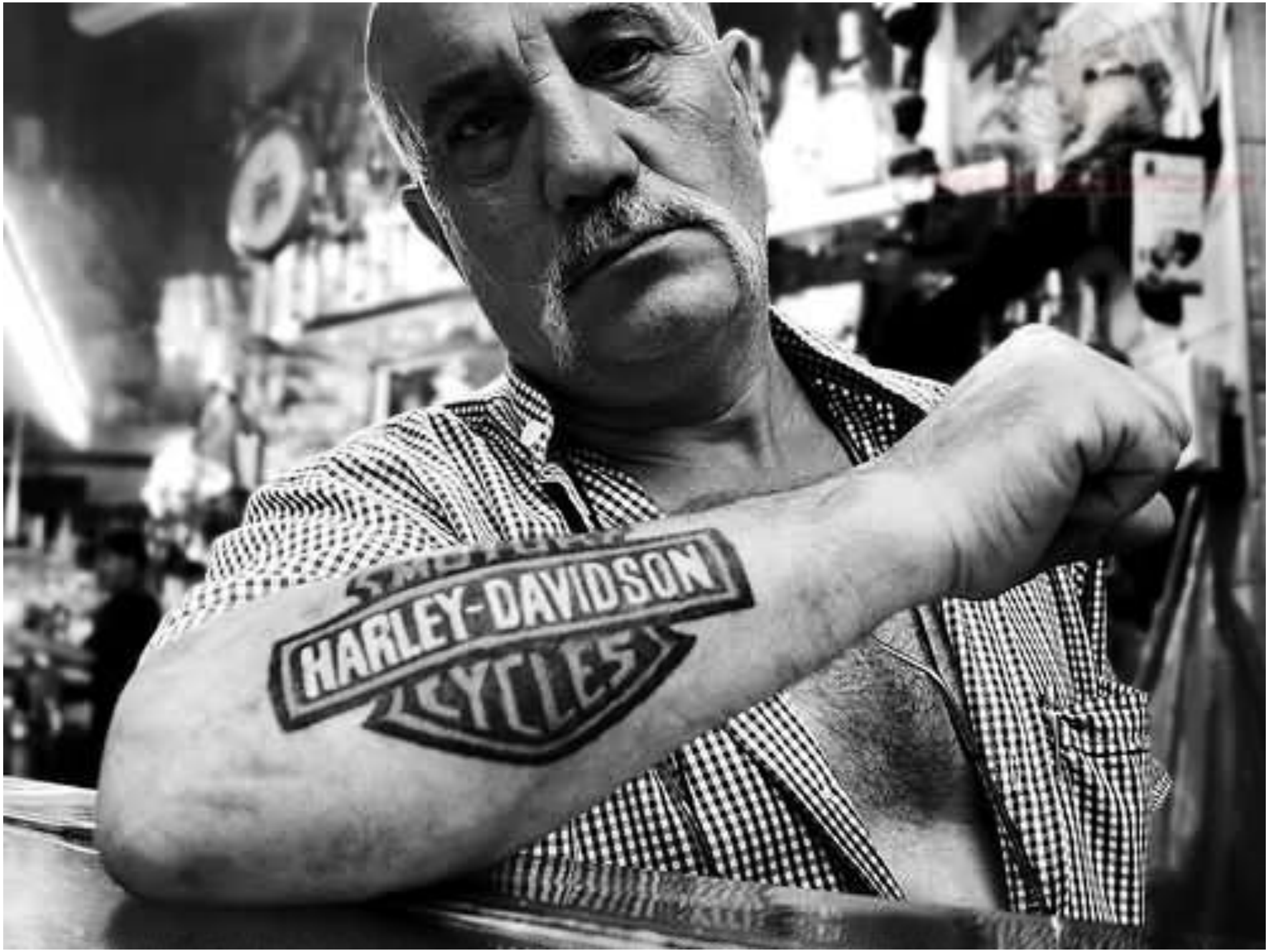
En las motivaciones

En los objetivos

En las capacidades

Generando una **experiencia positiva** que supere sus **expectativas** y cree usuarios **fieles y leales** hacia la marca.

NIKE
NIKE
NIKE
AIR
NIKE
AIR


HARLEY-DAVIDSON
CYCLES

Est.
MOTOR
HARLEY-DAVIDSON
CYCLES
1903

God grant me the serenity to accept the things I cannot change, Courage to change the things I can, and the wisdom to know the difference.
MOTOR
HARLEY-DAVIDSON
CYCLES
The Lord is my shepherd, I shall not want. He maketh me to lie down in green pastures: he leadeth me beside the still waters. He restoreth my soul: he leadeth me in the paths of righteousness for his name's sake. Yea, though I walk through the valley of the shadow of death, I will fear no evil: for thou art with me; thy rod and thy staff they comfort me. Thou preparest a table before me in the presence of mine enemies; thou anointest my head with oil; my cup runneth over. Surely goodness and mercy shall follow me all the days of my life; and I will dwell in the house of the Lord for ever.

No podemos diseñar la experiencia en sí, pero…

LA SPORTIVA
STABILIZER

Gracias.

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#UXAcademyVlc

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@saraclip