

So what is
UX?¹

COMMON SENSE, IA OR UX?

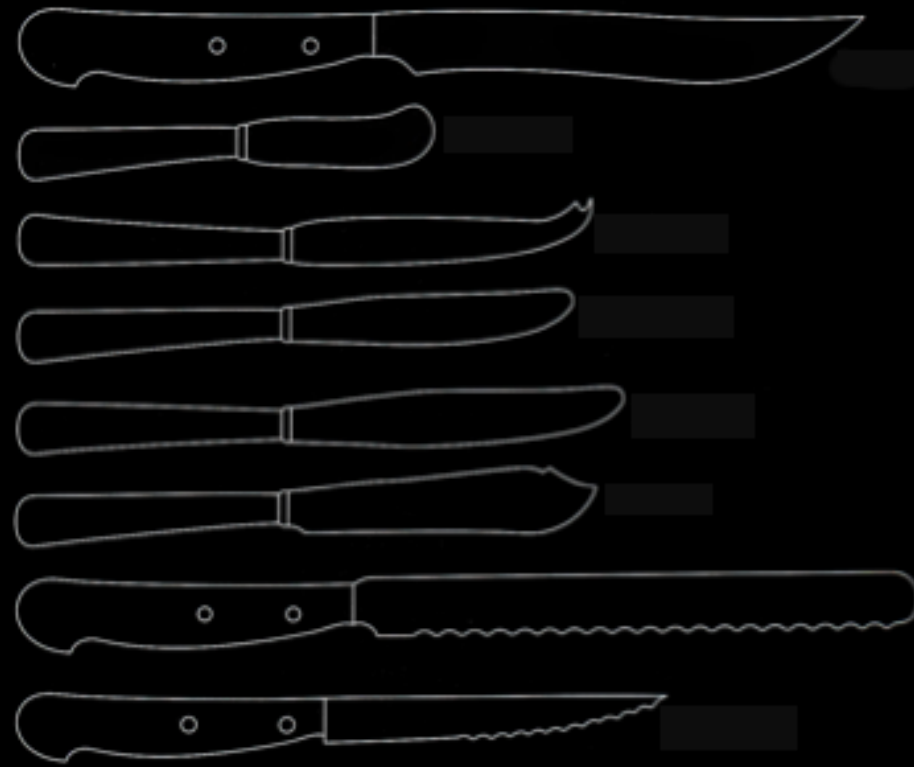
Imaging we are given...



COMMON SENSE DOES...



Forks

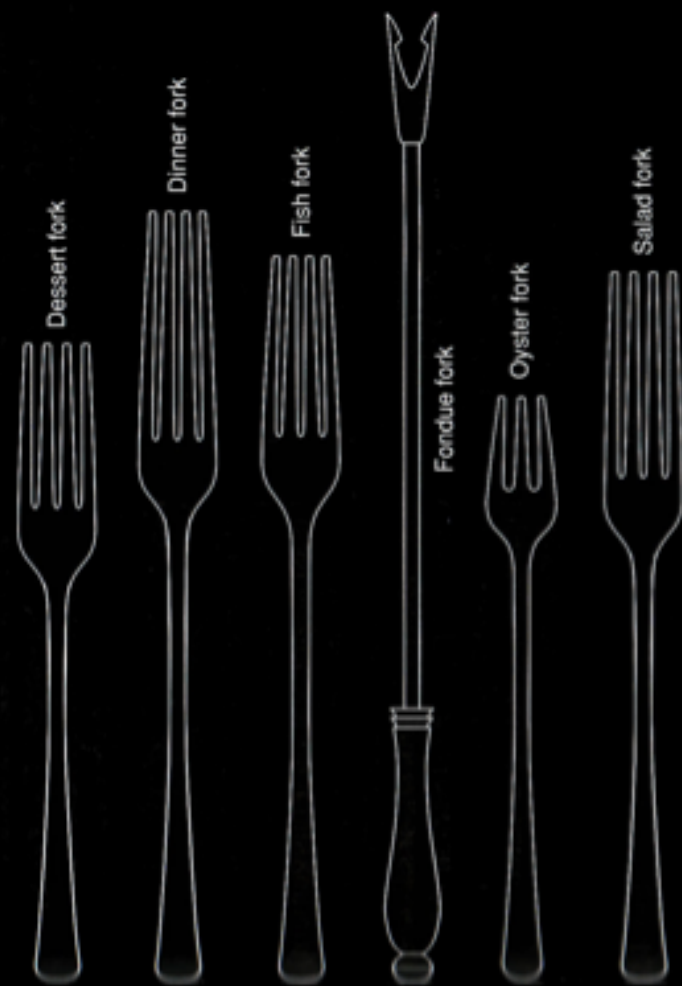


Knives

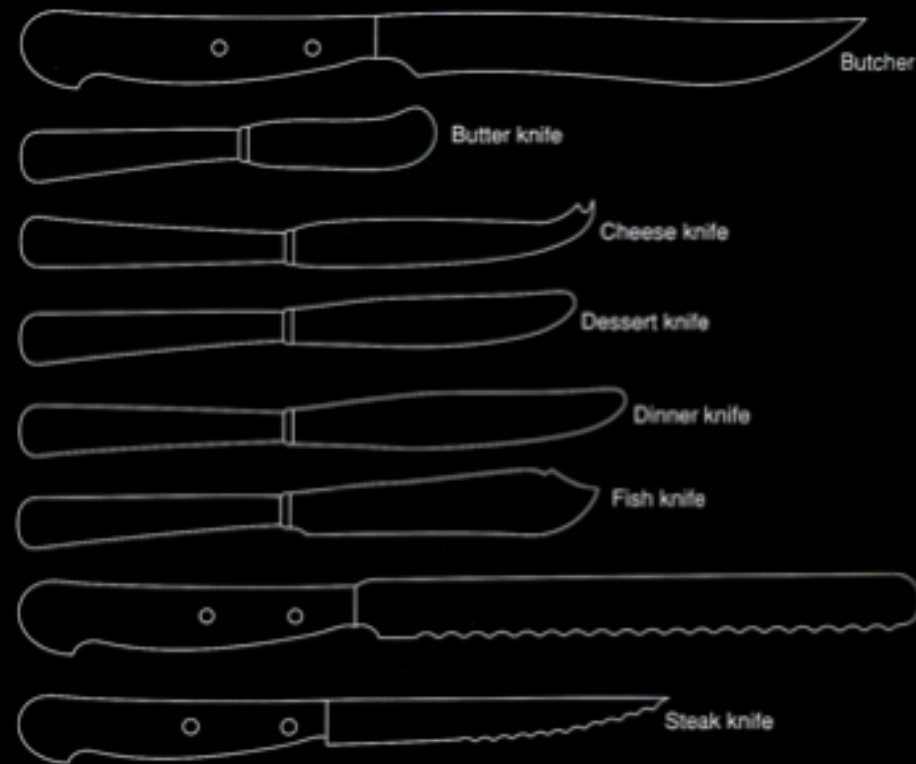


Spoons

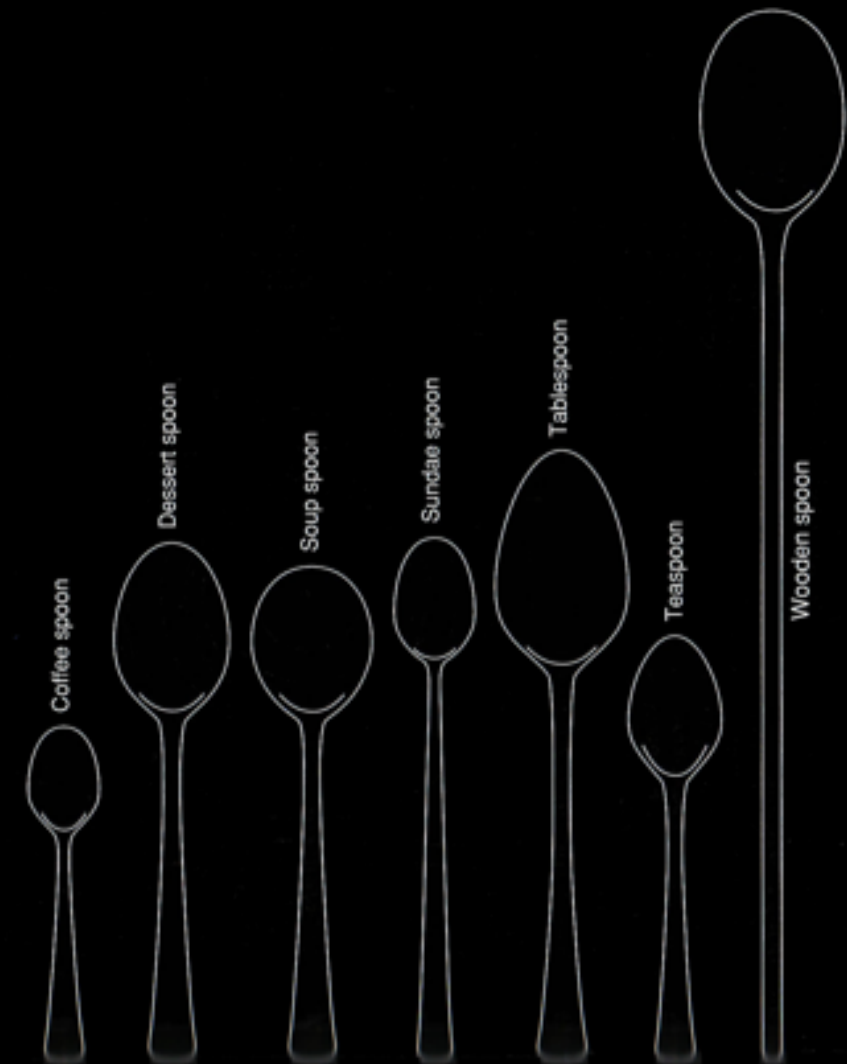
INFORMATION ARCHITECTURE DOES...



Forks

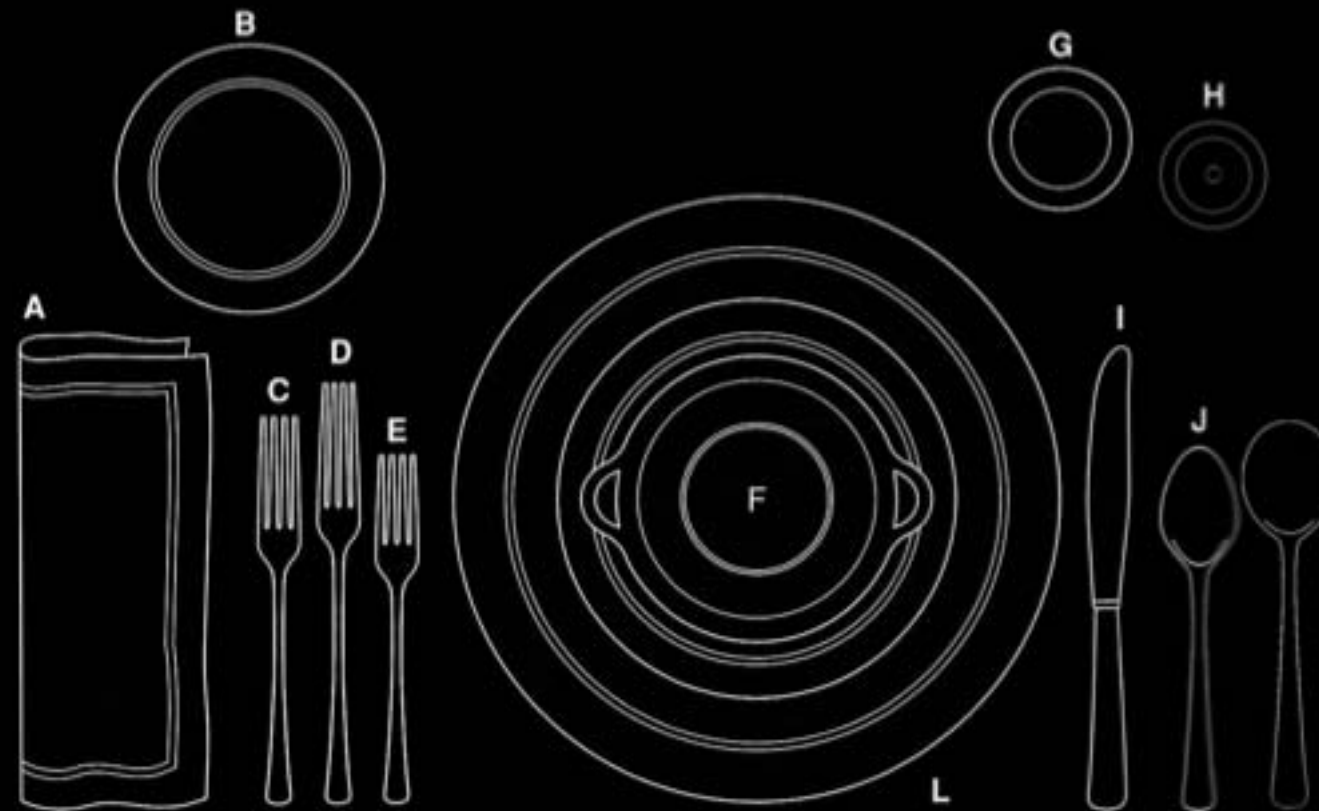


Knives



Spoons

USER EXPERIENCE DOES...



A. Napkin,
B. Salad plate,
C. Salad fork,
D. Dinner fork,
E. Dessert fork,
F. First-course bowl and liner plate

G. Water goblet,
H. Wine glass,
I. Dinner knife,
J. Teaspoon,
K. Soup spoon,
L. Dinner or service plate

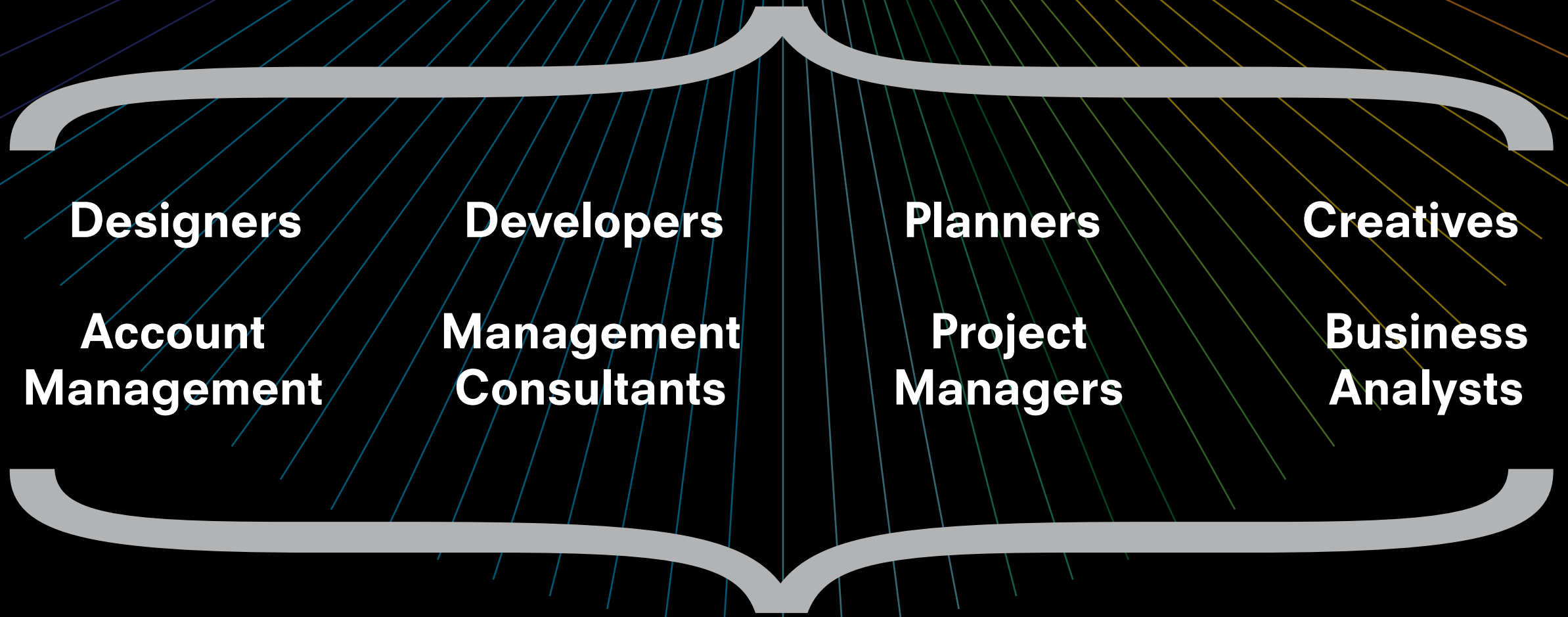
Dinner Setup



But great User Experience asks:

**“WHO SAID WE
WANTED TO LAY
A TABLE?”**

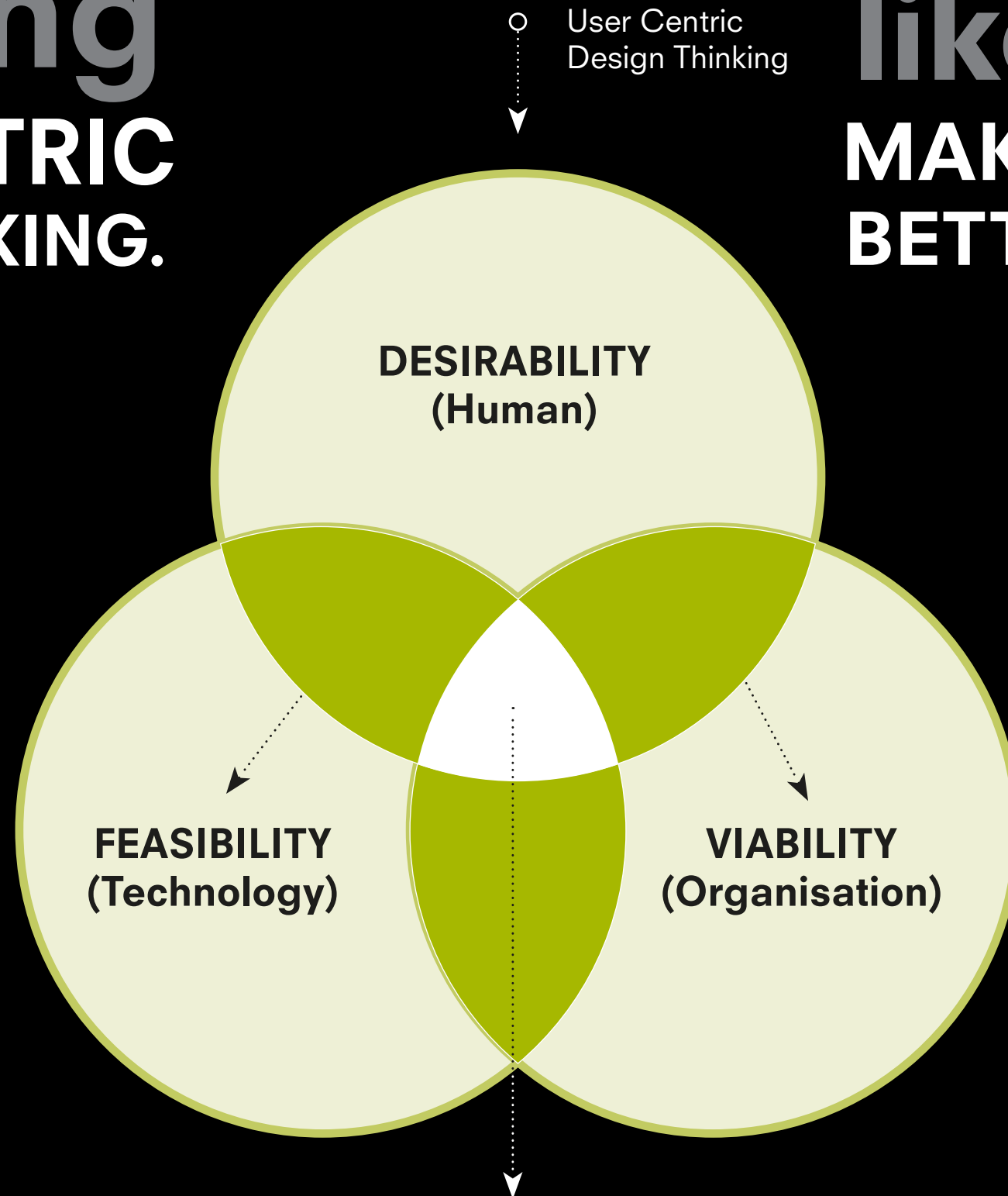
GREAT USER EXPERIENCE IS EVERYONES RESPONSIBILITY*.



**UX'S ROLE IS TO ALIGN & ENSURE WE GET THERE,
BALANCING THE NEEDS OF THE BUSINESS
& TECHNOLOGY WITH THE NEEDS OF PEOPLE.**

This is done
by using
USER CENTRIC
DESIGN THINKING.

Or what we
like to call
MAKING THINGS
BETTER, SOONER.



User Centred Design Solutions
are an overlap of these three lenses;
they need to be Desirable, Feasible, and Viable.

THE VALUE & BENEFITS OF UX: FASTER WAY TO THE RIGHT SOLUTION



NOT WASTING RESOURCE ON UNNECESSARY FUNCTIONALITY

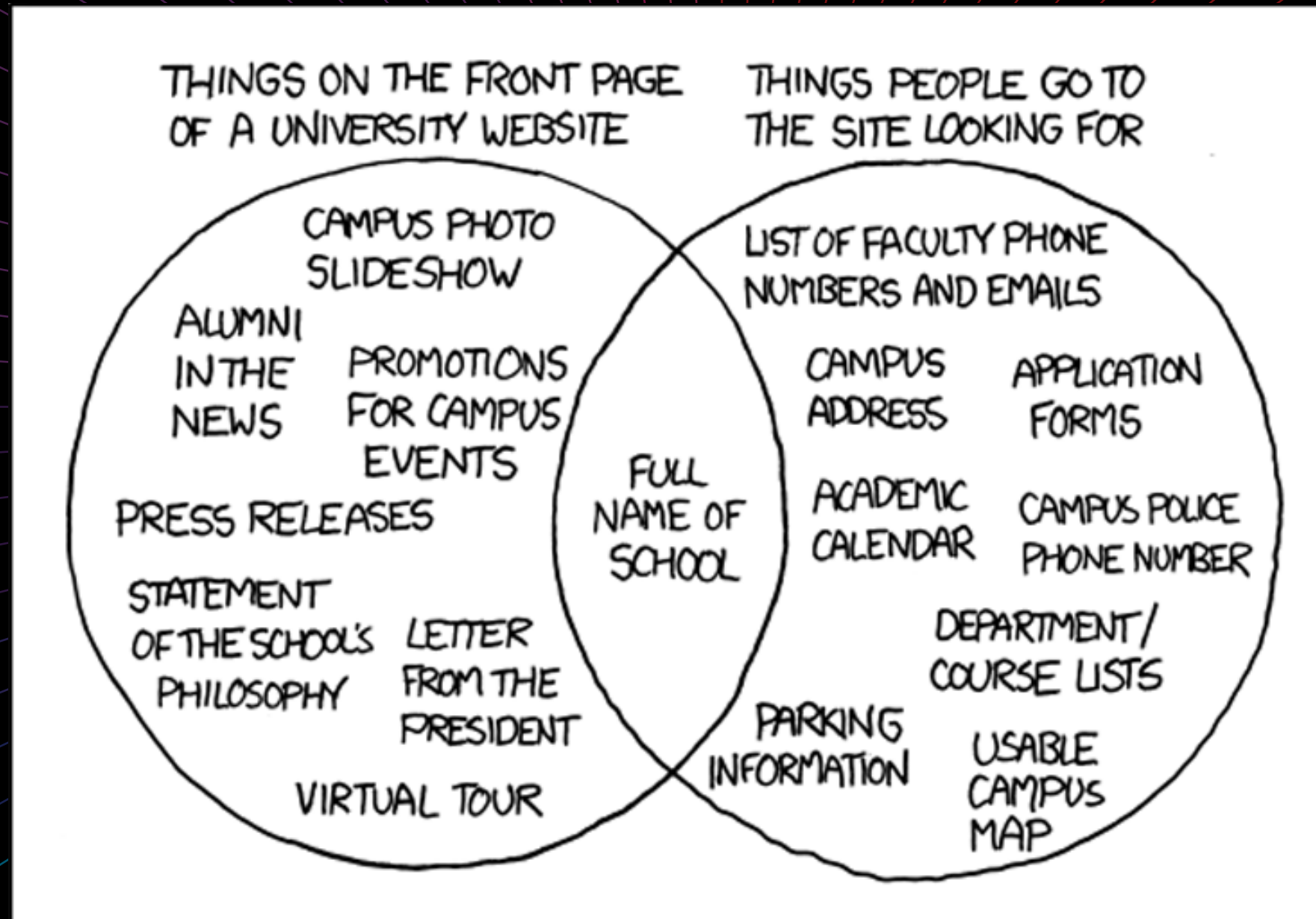


MORE SUCCESSFUL & EFFECTIVE WORK

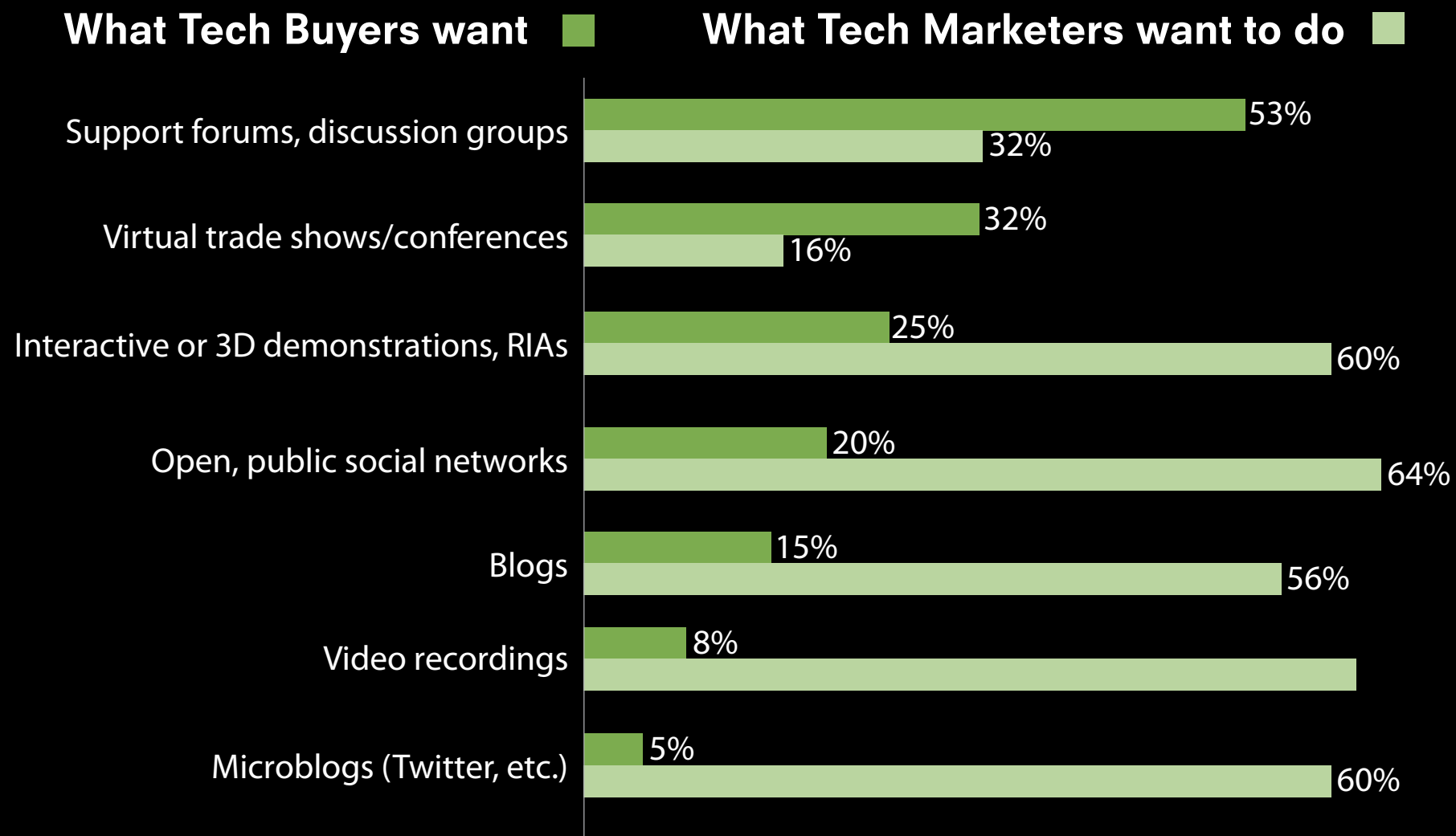


A WAY TO PUSH INNOVATION THROUGH THE COMPANY

IT IS ABOUT AVOIDING THIS...



OR MORE SERIOUSLY THIS.



"During the next 12 months, which of the following emerging information sources do you believe you will use more to inform and validate your purchase decisions?"
(multiple responses accepted)

■ 793 US and European business technology decision-makers at companies with 100 or more employees*

"How do you expect your use of these digital tactics to change in your 2010 marketing mix?"
(percentage of respondents who plan to use more of each tactic)

■ 50 B2B high-tech marketers at companies with 100 or more employees†

*Source: North American And European B2B Social Technographics® Online Survey, Q1 2010

†Source: Forrester Q1 2010 B2B Marketing Budgets And Tactics Online Survey With MarketingProfs

UX IS A COMBINATION OF SKILLSETS USED TO TURN COMPLEXITY INTO SIMPLICITY.

EXPERIENCE STRATEGY

Ensuring the right content,
service and functionality

- Design strategy
- Business strategy
- Brand strategy
- Marketing strategy
- Service design

INTERACTION DESIGN

Designing dynamic
experiences and journeys

- Visual design
- Storyboarding
- Wireframing
- Prototyping
- Designing for flow

USER RESEARCH

Understanding audiences
before, during and after

- Traditional market research
- Contextual research
- User testing
- Analytics
- Ethno/Anthropology

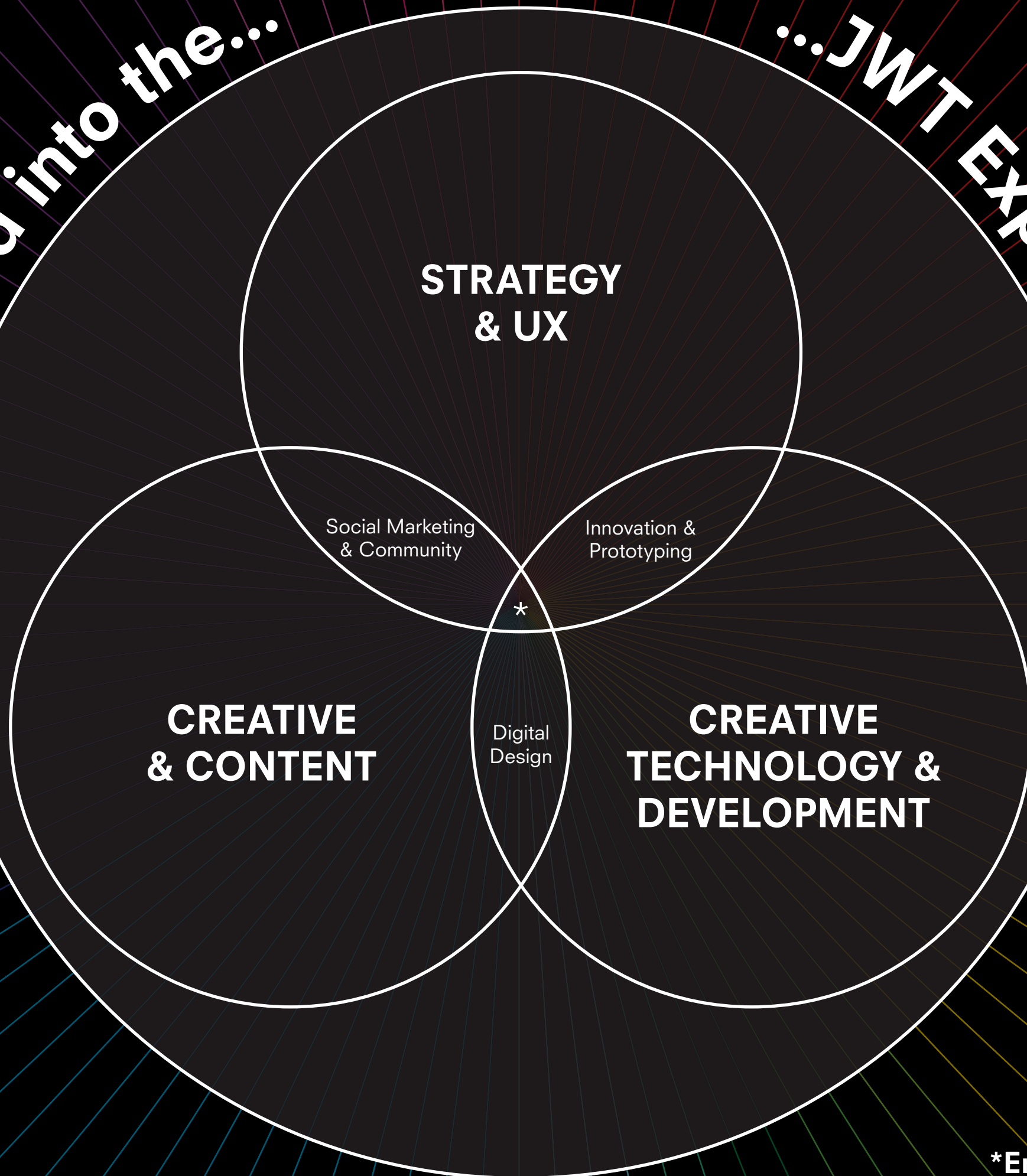
INFORMATION ARCHITECTURE

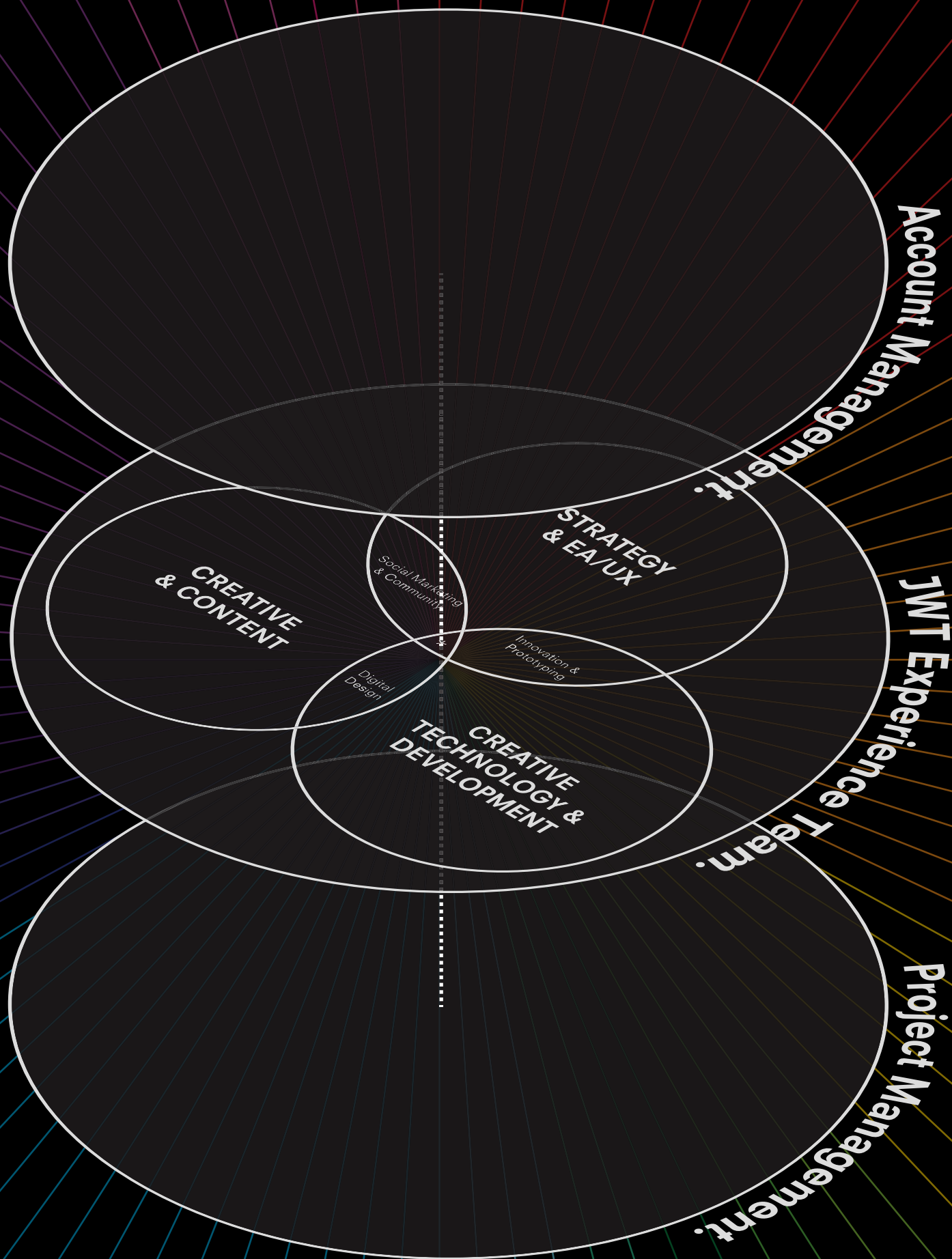
Structuring information for
understanding and access

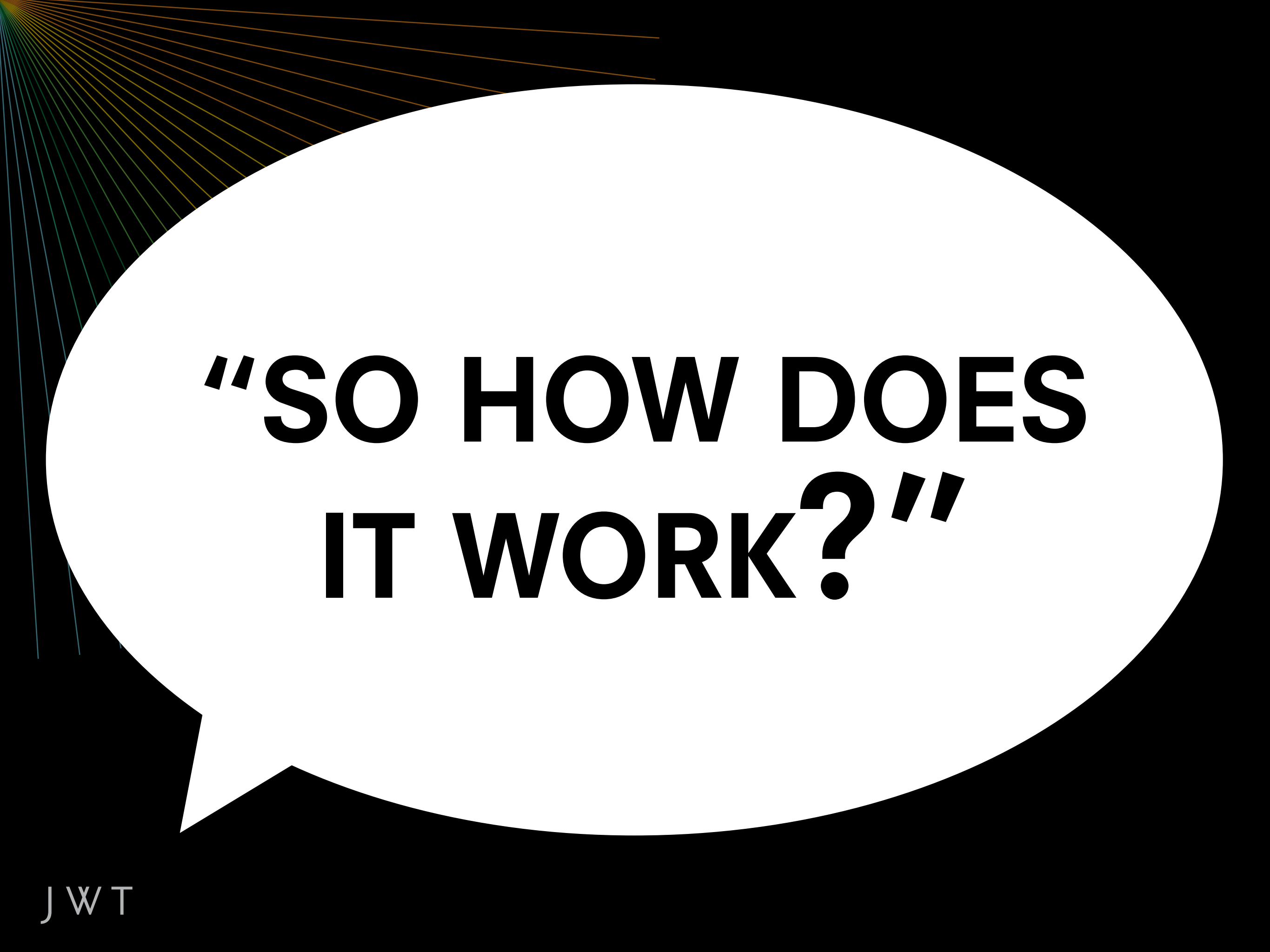
- Information design
- Taxonomy
- Classification
- Analysis
- Ordering

A skillset integrated into the...

...JWT Experience Team.







**"SO HOW DOES
IT WORK?"**

THINGS TO CONSIDER:
WHEN TO INVOLVE UX.
PROJECT TRIAGE.
UX BRIEF.
UX PROCESS.

WHEN TO INVOLVE UX.

If your
project
needs

DESIGN.

Making the solution.
Creating concepts,
deliverables, prototypes
& documentation

CONSULTANCY.

Offering a POV & Insight.
Working out what needs to be
done or how to improve things,
from a user's point of view

WHEN TO INVOLVE UX.

For design projects that consist of more than a simple banner or simple email to landing page involve UX as early as possible.

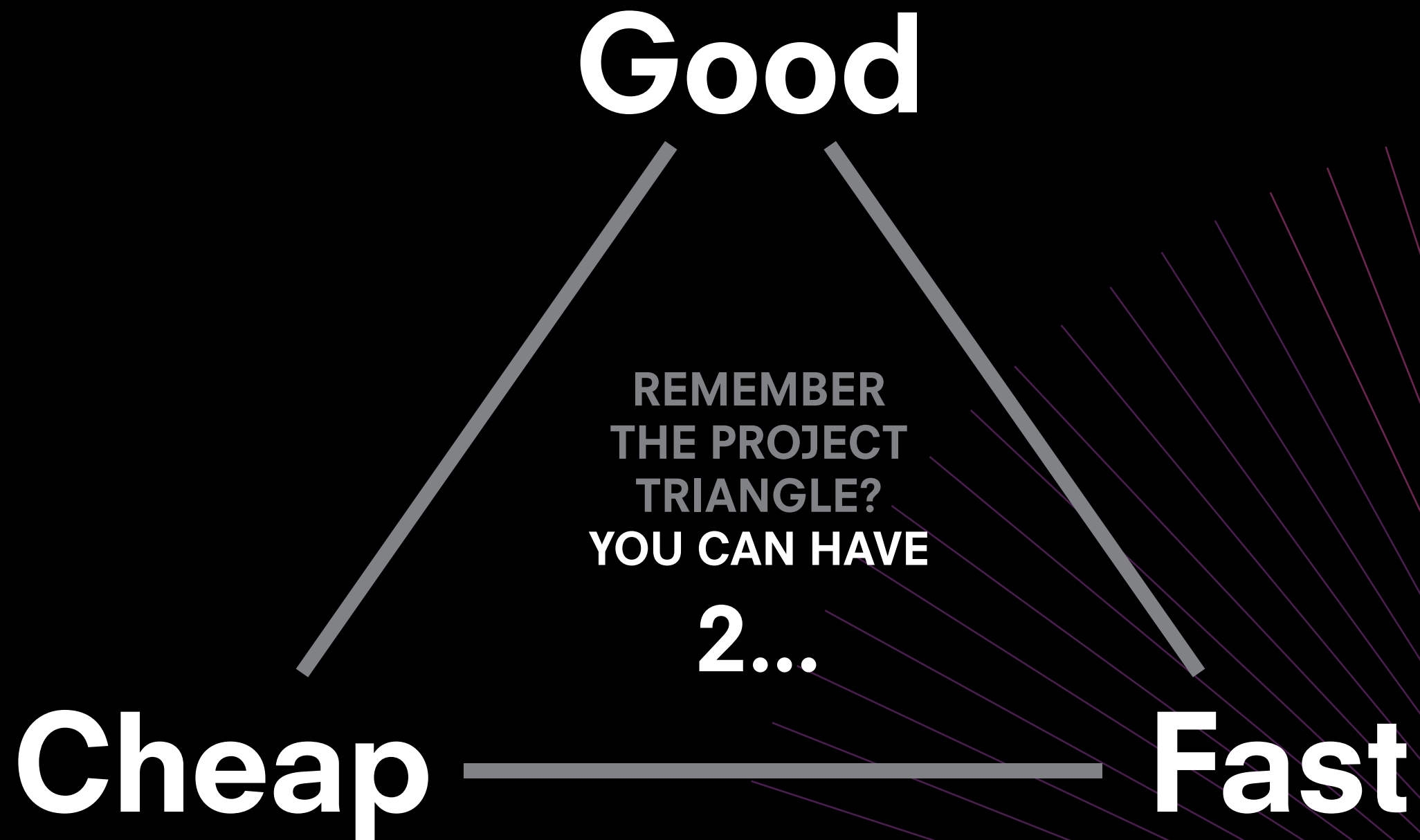


UX CAN HELP: Research, facilitate discussions and workshops, present and debate with clients and develop the brief.



IT COSTS MORE TO RECTIFY INCORRECT DESIGNS OR CEMENTED THINKING LATER.

PROJECT TRIAGE.



PROJECT TRIAGE.

PROJECT ASSESSMENT

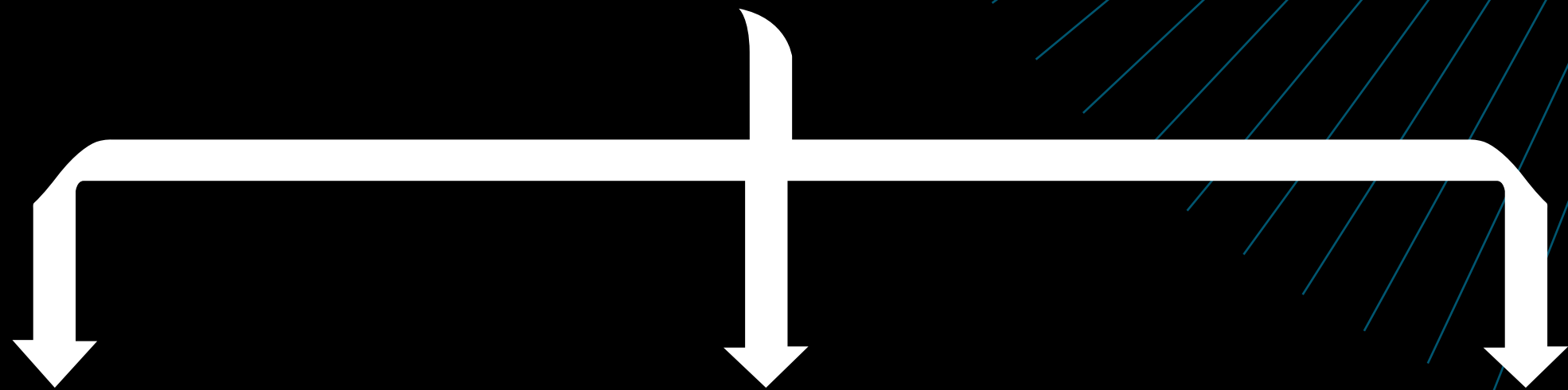
Timelines/Deadlines

Budget

Creative, innovation or brand opportunity

Client relationship: Strength or opportunity

Technical requirements



**FAST
TRACK.**

A known solution &
understood users.

2/3 days*

**STANDARD
PROJECT.**

Discover & Collision
needed for optimal solution.

Around 7 days*

**MAJOR
PROJECT.**

Complex requirements,
contingencies & third parties.

+14 days*

THE UX BRIEF.

What makes briefing UX different from briefing creative? Information.

WHAT

Client
Users
Concept

WHY

Business context
Project objectives
User needs

WHEN

Project Deadlines
Go live
Lifespan

We want to know more.

Start with the context, timings and client so we can decide how best to deliver the solution. The more we know the faster we can begin iterating the answer.

THE UX BRIEF.

Client:		Project:	
Brand:		Contact:	
Date:		Job no:	



UX/Design Brief

Brand Idea

This should describe the brand idea and any significant elements of the idea that could affect the creative brief. This should be taken from the JWT Brand Idea Postcard. It is not an **outline** that may already exist. Neither is it the campaign idea a brand may be employing. The UX brief is inviting work that will manifest the brand **behaviour** inherent in the brand idea.

Problem

This should describe the problem that this work is intended to address. This should reference the business problem (such as losing market share or launching a new commerce channel) but also be clear about the specific problem we are asking the work to solve. The task section should link to this problem.

Personas & User Stories

Personas supplement our core audience with detailed motivations and **behaviours** typical of a broad range users presented as identifiable individuals. They should be focused on user needs – what do they want or need to get out of the experience, App, platform or website and be written in the context of their need/visit and their attitude to the **product/service**. Their role is to allow the development team to filter out any personal bias and to provide a basis for user journeys. Personas can be combined with User Stories – As WHO I want WHAT, so that WHY – to define the basis of content & functionality that can be implemented without extensive Requirements Capture.

Tasks

This should identify and **prioritise** the specific tasks that we are looking to achieve with the work. Tasks must link to the "Problem" section on the brief. There can be as many as are necessary, but each must be a realistic and important part of the what we are trying to achieve. The tasks should be specific about what we believe the work needs to do.

Stimulus (OVP & Engagement Territories)

If you are briefing a site or application you may need to frame the stimulus as an online value proposition – if it is a larger and more complex site this OVP can be supported by Engagement Territories. An OVP identifies the value or benefit to the user that will motivate them to interact and even share their experience. Digital is often about "getting people to DO things in a branded way, not what we say to them", so Engagement Territories can be used to explore the OVP in the form of themes that user needs coalesce around that can be brought to life as content architecture and functionality in active & emotive ways.

Core Features and Journeys

Existing content and functionality that we wish to keep and new elements we wish to add. User Journeys based on Personas and User Stories that define functional, navigational and content requirements and outcomes. Core Features can be expressed as a Content Architecture Strategy based on the OVP & Engagement Territories for more complex sites with different user & content requirements.

Ecosystem Thinking

The context. What are the traffic drivers? Is this part of a campaign or supporting a more complex user journey?

How Should we approach this?

Key considerations and organizing principles for the design and user experience of the site. A philosophy of interaction design or experience inspired by our persona insight/needs and business objectives (e.g. Useful, Usable & Delightful – in that order – meet the need for quick information, enable easy comparisons & navigation and only then lead to more creative brand experience.)

Discoveries

Insights from existing site audits, Stakeholder interviews or analytics. The results of a Competitor, Peer & Lateral Analysis. Are there insights from similar or unrelated sites or applications? Observations or background info that can be used to inspire additional content and functionality



Deliverables

What documentation do we need to produce?
What are the client capabilities and needs i.e. sketches versus high-fidelity wireframes?

Timing

When is this work due? What are the review points?
When can we engage the client in the solution or initial ideas?

Solution Mandatories

- What must be included in the solution (e.g. Content, messaging or functionality)

Tech Assessment

- What platforms, CMS or hosting environment do we need to consider? What are the constraints?
What technologies do we want to explore or exclude?

Attached Documents

What supporting material or background documentation is there? Where is it stored on the server?

e.g.
Digital Strategy
Brand Assessment & **Moodboards**
Competitor, Peer and Lateral Analysis
UX & Content Audit
Stakeholder Interviews
User Research and segmentations
High Level Creative Direction
Client Org chart
Project Complexity & Dependencies Diagram

Where in the world

What languages? What countries is the work targeted at?
What constraints are there?

Budget

What is the production budget? What is the development and creative budget?

Approvals - Internal & External

Who is the real decision maker and what do they want?
What is the client hierarchy and their sign-offs?

Third Party Involvement

What other people are involved in delivering this project? (e.g. external suppliers or client internal teams) What is our relationship?

THE UX BRIEF.

Some elements are similar to the creative brief...

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PERSONAS & USER STORIES

JWT

[illegible]

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THE UX BRIEF.

TIMING

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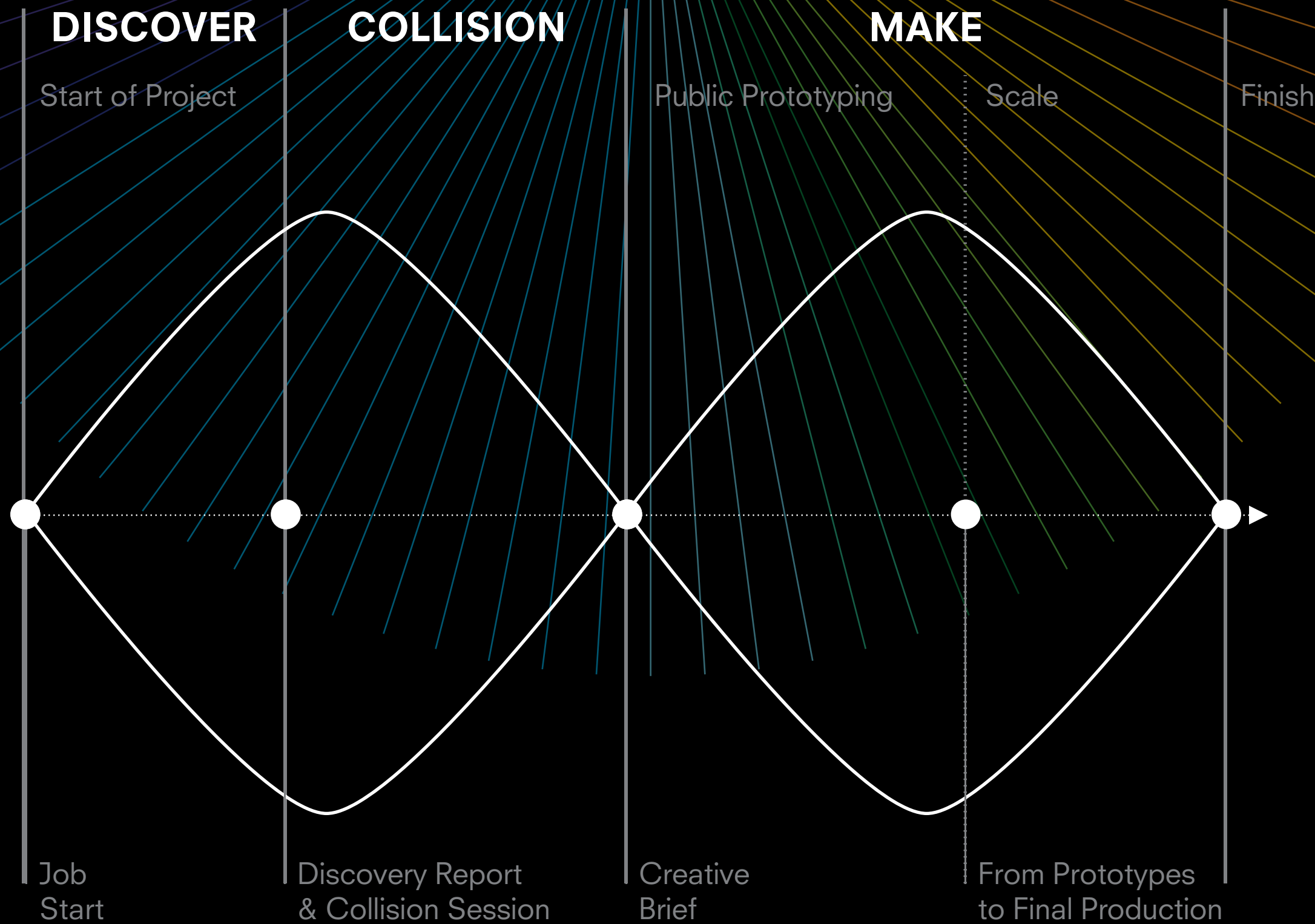
Project Complexity & Dependencies Diagram

LIKE A FULLY COMPLETED UX BRIEF* THESE DOCUMENTS ARE SOME OF THE POTENTIAL COLLABORATIVELY CREATED PRODUCTS OF THE DISCOVER & COLLISION PHASES OF THE UX PROCESS...

process

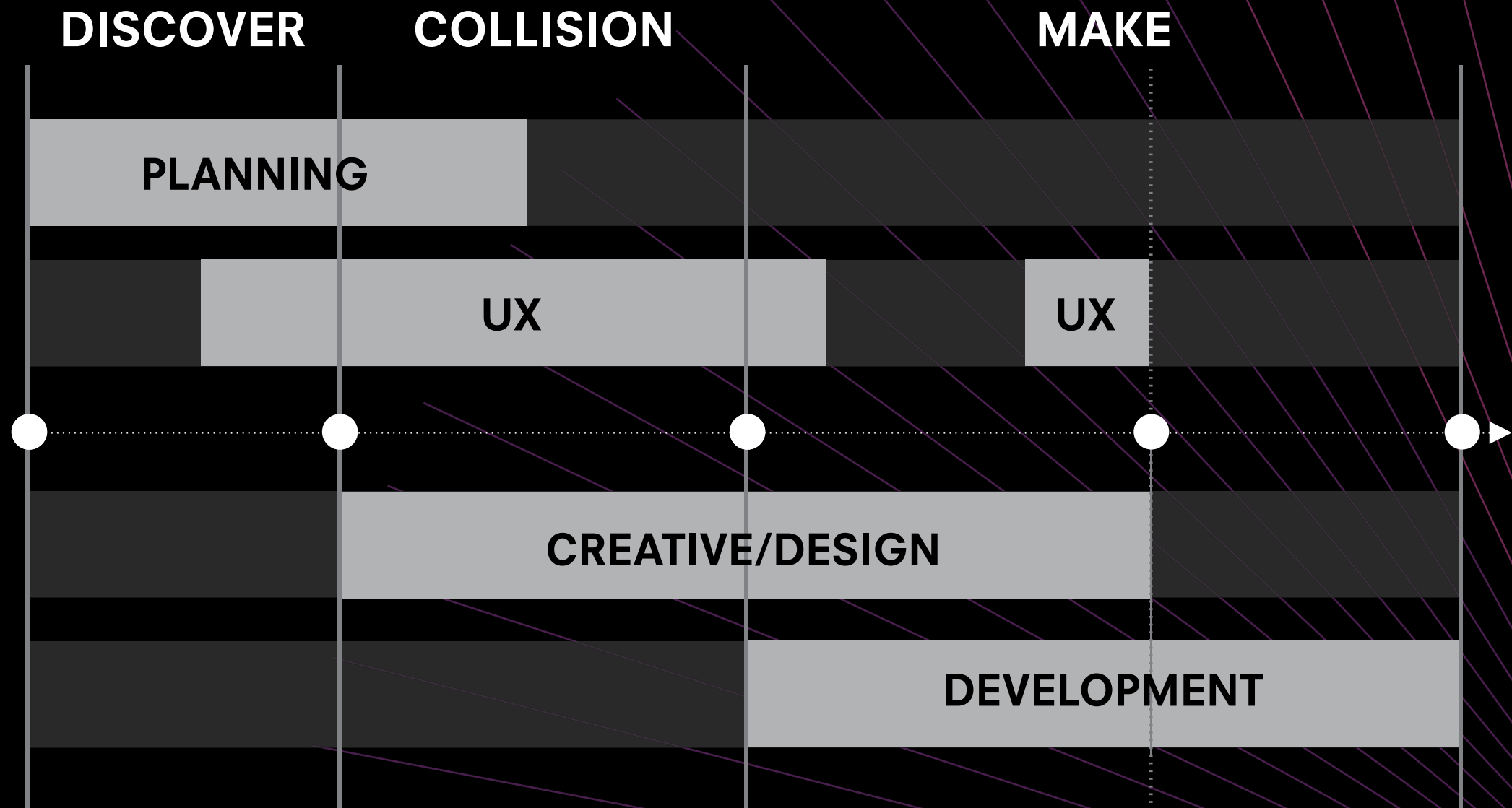


Broad brush strokes at the start can cover a lot of ground as we go through divergent and convergent phases of thought. Learn early and iteratively to succeed sooner.



UX PROCESS.

A COLLABORATIVE & ITERATIVE PROCESS. ALL SKILLSETS ARE INVOLVED THROUGHOUT, BUT PEOPLE'S INVOLVEMENT & DELIVERABLES WEIGHTING CHANGES BY PHASE.

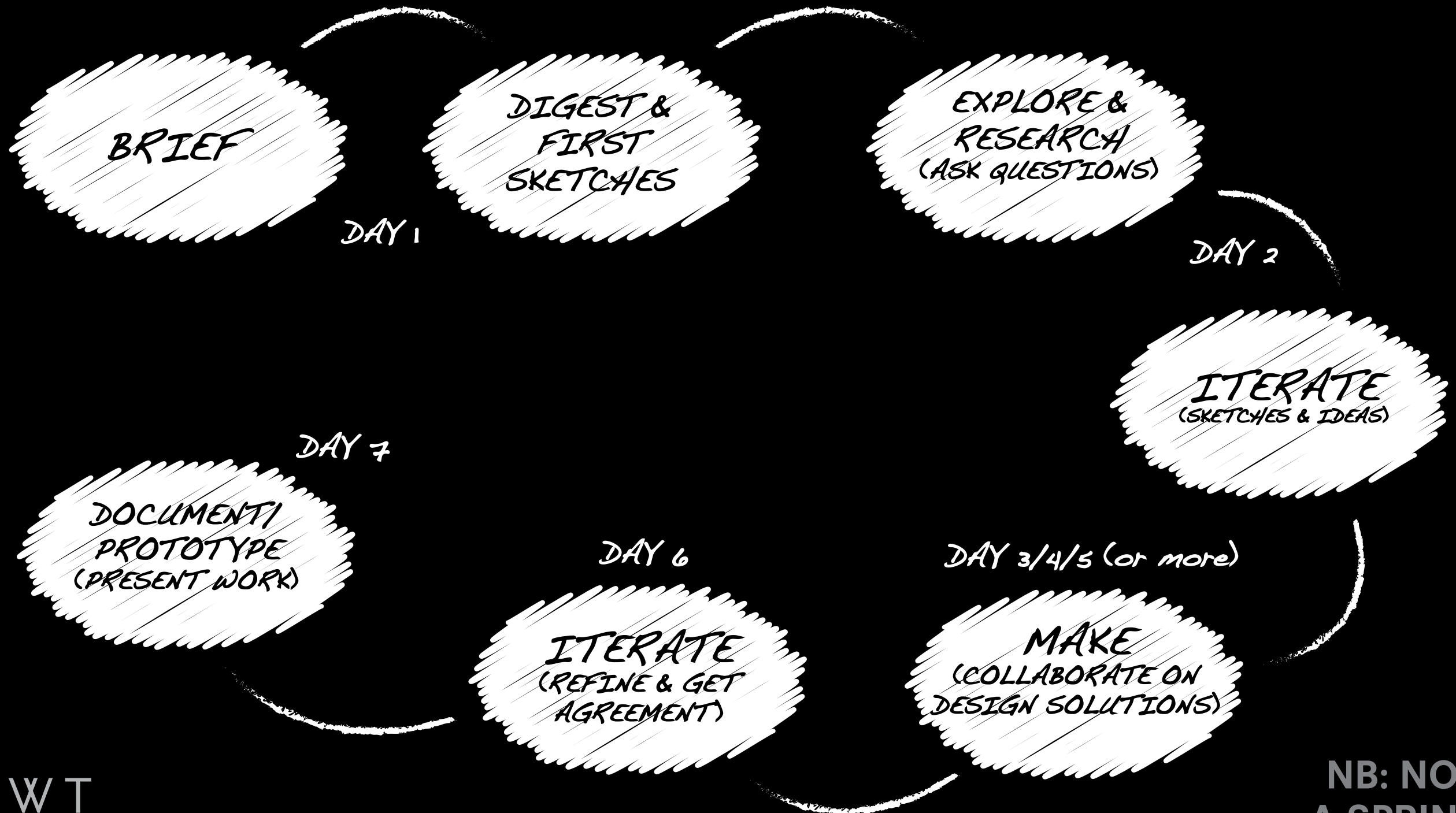


WE NEED TO PLAN RESOURCE ACCORDINGLY – IT IS NOT ABOUT PASSING WORK “OVER THE FENCE”.

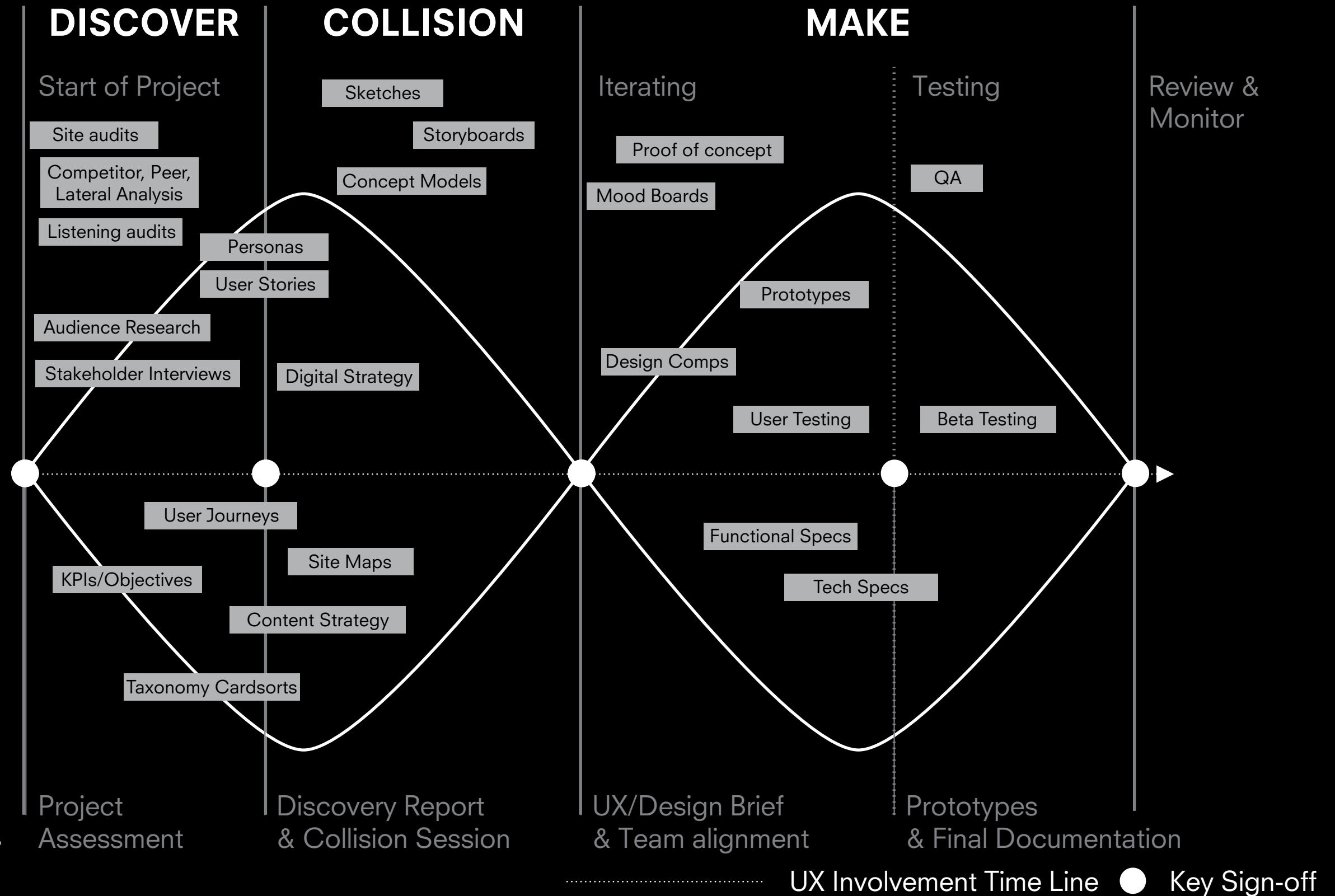
JWT

UX PROCESS.

WHAT HAPPENS WHEN A UX ARCHITECT IS NEW TO A STANDARD PROJECT?



UX PROCESS.



UX PROCESSES.

THE VALUE OF THE DISCOVER PHASE.



Personas, User Stories
& Tech Usage insights



Competitor, Peer & Lateral Analysis

A 'phase of divergent thought', where the project team members keep their perspectives wide to allow for a broad range of ideas and influences.

We are asking a question, posing a hypothesis or exploring a problem based on an initial brief and then analysing market data, trends and other information sources to collaboratively develop our initial strategy and first thoughts.

UX PROCESS.

THE VALUE OF THE COLLISION PHASE.

IDEAS → AS MANY AS
from everyone. POSSIBLE.

Collaboratively iterating
A SOLUTION.



UX PROCESS.

NB:

- **ALL UX DELIVERABLES MUST BE REVIEWED & SIGNED OFF* BEFORE LEAVING THE BUILDING.**
-

&

ALL DESIGN WORK MUST HAVE A UX REVIEW BEFORE LEAVING THE BUILDING.



DELIVERABLES.
“UX, they’re the
people that do
wireframes.”

- Anonymous



"Grrrrr."

- Anonymous*

WHAT ARE WIREFRAMES?

They are a visual representation of the content of a page or application state that is the culmination of user research, business objectives and ideation.

A wireframe is a visualisation tool & process for presenting proposed functionality, structure and content of a web page, website or application.

Best brought together in a sequence of pages to illustrate paths of navigation and interactions on the page, wireframes align the team on expected behaviour & functionality to explain how users will interact with a website or application as well as helping to define the main templates.

WIREFRAMES ARE NOT.

- Mean't for an external audience without an explanation of context
- Mean't to be the design of a page
- To portray any graphical elements
- To convey the branding

WIREFRAMES ARE NOT GOOD FOR.

- Exploring multiple solutions rapidly
- Defining dynamic interactions
- Explaining to a non-technical client
- Working on an iterative solution in a collaborative way – as designs evolve wireframes can be left behind leading to the need to revise documentation repeatedly

THE PROBLEM WITH WIREFRAMES. We still spend too much time on them.

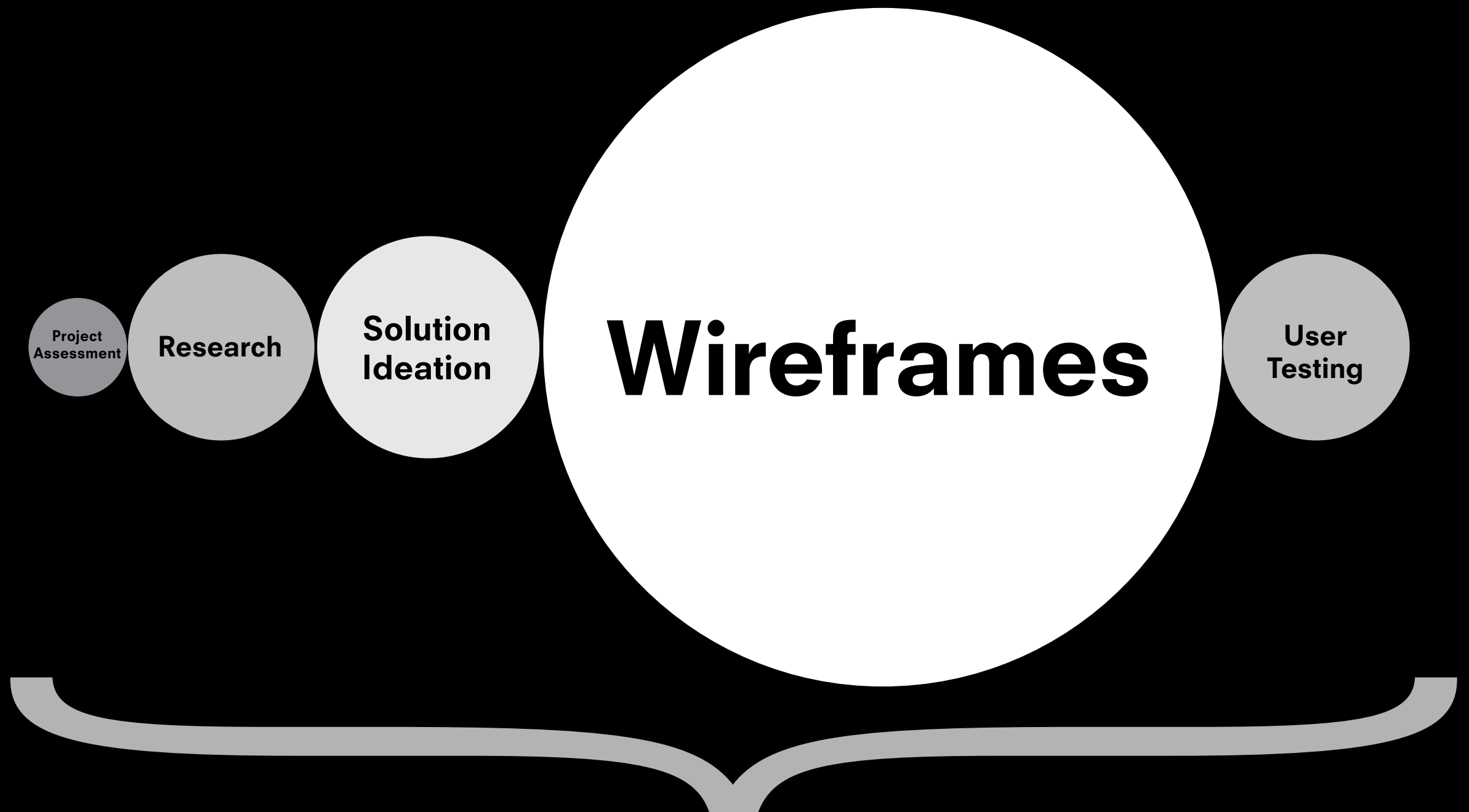
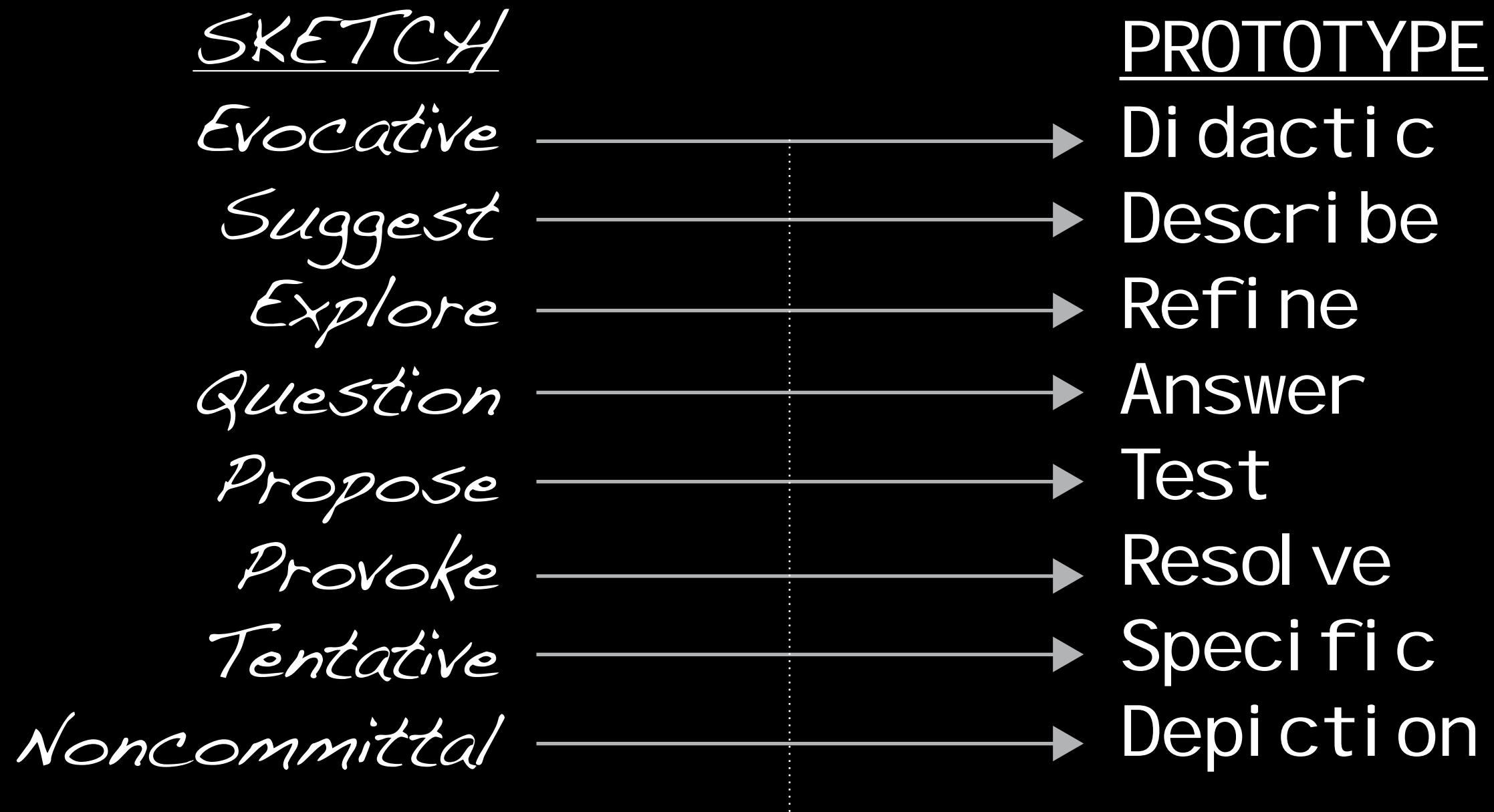


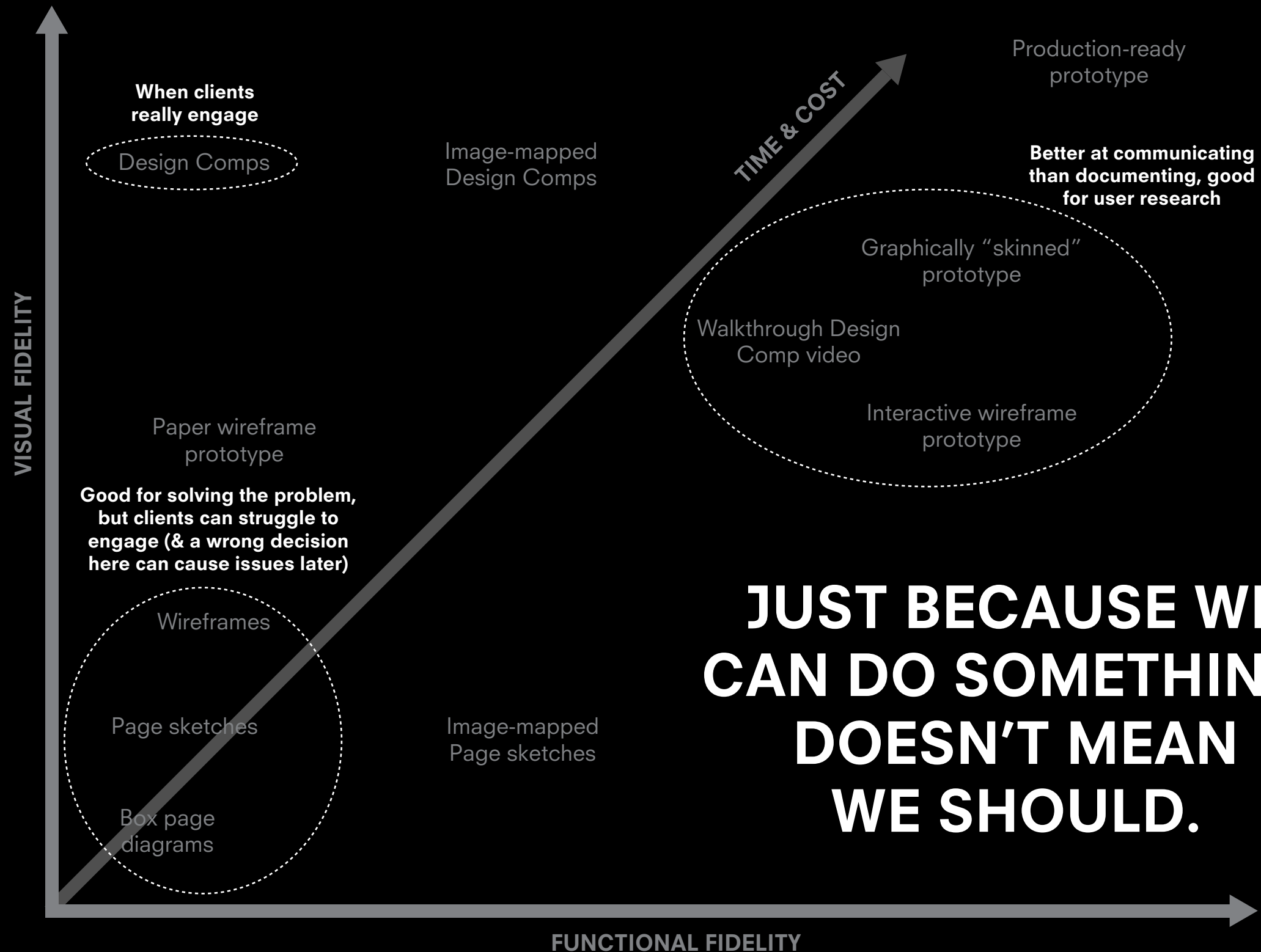
Fig 1. RELATIVE TIME SPENT
(not necessarily value added)

DELIVERABLES SHOULD DEPEND ON WHAT WE ARE TRYING TO ACHIEVE.



WIREFRAMES?
(Based on best solution)

DELIVERABLES ALSO DEPEND ON TIMINGS, PROJECT SCOPE & CLIENT.



**JUST BECAUSE WE
CAN DO SOMETHING,
DOESN'T MEAN
WE SHOULD.**

IT DOESN'T END WITH DELIVERABLES. ALLOW TIME (& BUDGET) FOR

Gorilla or
Corridor Testing



TESTING.

Eyetracking or
Lab etc.



on Sketches, Concepts
& WIREFRAMES.

on final designs &
BETA RELEASES.

ESPECIALLY ON LARGE OR LONG LASTING PROJECTS... ...& PREPARE TO REFINE WHEN WE GO LIVE*



**"So where
DO WE GO FROM HERE?"**

Please bear with us. It is a journey.

**YOU
ARE
HERE.**



**YOU
ARE
HERE.**



6

EMBEDDED

UX is in the fabric of the organisation, not discussed separately.

5

ENGAGED

UX is one of the core tenets of the organisation strategy.

4

COMMITTED

UX is critical and executives are actively involved.

3

INVESTED

UX is very important and formalised programs emerge.

2

INTERESTED

UX is important but receives little funding.

1

UNRECOGNISED

UX is "not important".



Thank You.