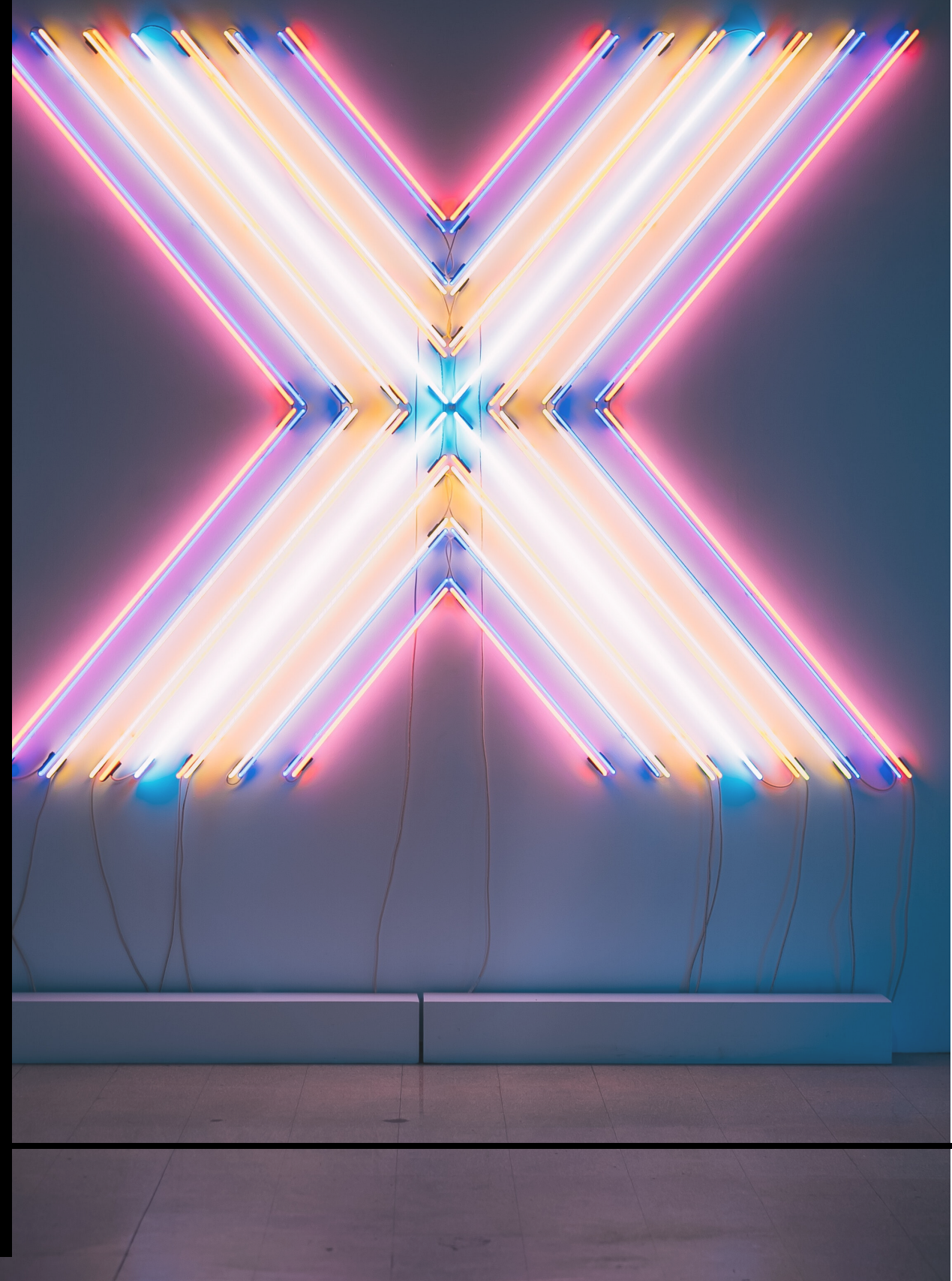


KIM SHEPHERD



7

PRINCIPLES OF UX DESIGN

AND HOW TO PRACTICE THEM



PRINCIPLES

1. Design Thinking
2. User Psychology
3. User Empathy
4. Personas
5. Problem Definition
6. Ideation
7. Journey Maps

1. DESIGN THINKING

Principle: Design thinking is the human-centered methodology for problem-solving that's used in UX design.

Exercise: Stanford d.school Design Thinking Crash Course

Objective: Redesign the gift-giving process for a partner in 90 minutes (*prototype and problem statement right*).

Reflection: Design thinking encourages creativity when faced with a challenging problem.



PROBLEM STATEMENT:

Angel needs a way to eliminate the guesswork of gift-giving because he enjoys giving helpful gifts that people need.

2. USER PSYCHOLOGY

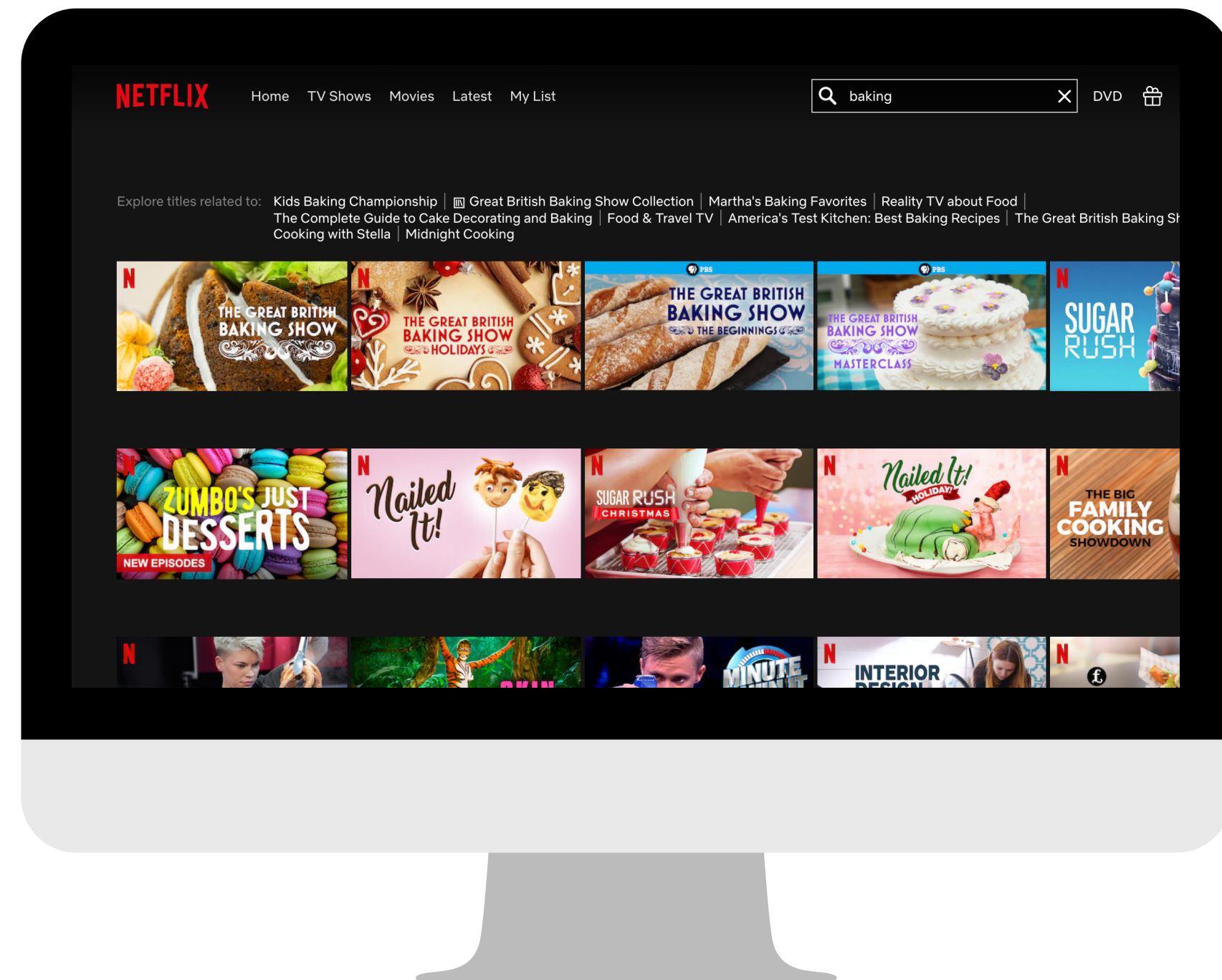
Principle: UX designers must research and understand user emotions because emotions guide decisions and actions

Exercise: Netflix and Disney Plus feelings and needs website analyses

Objective: Analyze 2 websites for how they make you feel and why in relation to UX and UI elements (*example right*)

Reflection: Understanding your own feelings is a good starting point. I discovered my negative opinion of Disney Plus was related to its bad design compared to Netflix.

Netflix's search function makes me feel SATISFIED and INTRIGUED because my need for EASE, SUPPORT, and DISCOVERY are being met.



3. USER EMPATHY

Principle: UX designers use research to empathize with users and see experiences through users' eyes.

Exercise: Undercover Boss Empathy Maps

Objective: Use an episode of Undercover Boss as a research source to build empathy maps (*right*) for a boss and employee.

Reflection: UX designers must focus on details during research to form accurate insights about users. Empathy maps help show where research is lacking and further discovery is needed.

EMPATHY MAP: SHARON PRICE JOHN

THINK AND FEEL

- Feels pressure to succeed because of reputation of being boss who fixes struggling brands and as a first time CEO
- Nervous about trying to work at stores and in warehouse
- Touched and impressed by her employees' care for customers and the brand in spite of their personal life challenges
- Inspired by spirit of company to be the best leader she can be

SEE

- Employees being happy and enthusiastic with customers
- Excitement of kids during the bear making experience
- Annoyance of adults when stores don't run smoothly
- How employees create a supportive work environment
- Inefficiency in warehouse operations

PAIN

- Her new Discovery store model might need some adjusting to get the right customer experience
- New employees may not be being trained in the best way
- Employees are not given enough guidance by company on the details of the bear building process (how many stitches, etc.)

HEAR


- New Discovery store model's replacement of Fluff Me station with Smile for Me station may not support goal of kids bonding with bears
- Employees consider the company to be like a family and a positive place to work
- Employees' personal stories of adversity
- Lifelong love for the brand and nostalgia for old store model

SAY AND DO

- Cries at seeing how much employees care despite personal challenges
- Says she wants to know how her new store model is working
- Struggles to use store register, bear stuffer machine, and to confidently greet and guide customers
- Says it's her responsibility to fix obstacles employees have in their jobs

GAIN

- She needs to open up the exuberant and joyful part of herself she's held back in previous jobs in order to help the company
- Realized being herself has professional value
- Evidence the company is in good hands with passionate employees and headed in the right direction



EMPATHY MAP: KENDALL

THINK AND FEEL

- Thinks everyone learns differently and that employee training materials should support them better
- Feels busy and pressured to take care of her family on her own and do her job well at the same time
- Feels the company is a very welcoming place

SEE

- Sees customers with families that remind her of the family she has lost and wishes to have again
- Sees Sharon struggle to be confident with customers
- Sees Sharon succeed at helping her first customer and try to hold back tears from feeling proud of herself and supported

PAIN

- Doesn't get time to self or even sleep on some nights
- Working mom with 4 kids
- Misses fiancé who is in the Air Force and often away from home
- Worried may not be able to have wedding because of financial problems

HEAR


- Story of how her excellent care of child customer with autism had a memorable and positive impact on them and their parents
- Sharon question whether using her own employee training manual will get them in trouble with the company
- Sharon say she also lost her mom to cancer

SAY AND DO

- Trains many new employees and has created her own quick reference version of the company training manual
- Committed to the company and wants to advance within it
- Walks Sharon through training step by step patiently, encourages her, and cheers her on

GAIN

- Wants to keep giving every customer excellent, personalized service that makes them and herself feel good
- Wants to stay and grow with the company beyond her current role
- Wants to find more time to take care of herself and relax
- Hopes to have a wedding with her fiancé soon



4. PERSONAS

Principle: UX designers build personas, fictional user profiles that synthesize and communicate user insights, to keep projects user-focused and make design decisions.

Exercise: Netflix Personas

Objective: Build 2 personas of Netflix users, 1 based on yourself and 1 hypothetical (*right*).

Reflection: Don't let yourself accidentally bleed in to personas. Base them on user research, not assumptions. Designing for everyone leads to designs that help no one.

NETFLIX



BARB JOHNSON

CORD-CUTTING RETIRED BABY BOOMER

"All that's ever on TV are reruns and infomercials. My kids told me I should get Netflix."

"What's that new show called that they were talking about on the news?"

"I'm not that tech-savvy but I can follow directions."

AGE: 68

GENDER IDENTITY: FEMALE

EDUCATION: HIGH SCHOOL GRADUATE

OCCUPATION: RETIRED, FORMERLY A RETAIL SALESPERSON AND FAMILY CAREGIVER




MARITAL STATUS: WIDOWED, LIVES ALONE

CHILDREN: 2 (3 GRANDCHILDREN)

INCOME: < \$30K


LOCATION: MIDWEST

FAVORITE TV SHOWS AND MOVIES



DEVICES USED OFTEN: IPHONE, IPAD

SOCIAL MEDIA USED



GOALS

- Have a reliable, cost-effective entertainment alternative to cable
- Feel "in-touch" with the world by watching popular or new TV shows and movies
- Create opportunities for family bonding through watching family-friendly content together
- Relate to kids and grandkids by watching and understanding similar shows and movies as them
- Know what's available to watch with little effort
- Find relaxing movies to watch when unable to sleep at night
- Have entertaining or interesting shows or movies to watch when stuck at home alone because of weather or illness

CURRENT BEHAVIORS

- Subscribes to a basic cable TV package
- Searches TV channels (cable and local) to find things to watch, often unsuccessfully at certain times of the day
- Rents movies from Redbox, but rental fees add up and become costly
- Checks out DVDs from the local library, but can only check out a limited amount and must remember to take them back
- Watches videos on YouTube to learn new things
- Kids and grandkids bring DVDs to watch when they visit

INFLUENCERS

1 MY FRIENDS

I talk with them about how some of them got rid of cable and are saving money with a streaming service. I feel less intimidated to make the switch when I see others my age doing it without problems.

2 MY CHILDREN

They use streaming services and make me interested to try it myself because I trust them and believe they would help me learn how to use it.

3 TRADITIONAL MEDIA

I see reports on the popularity and quality of shows and movies made by streaming services. These news sources make me feel like I might be disconnected from the ways of the world and pique my interest in the content I'm missing out on.

ENVIRONMENT

1

On a Roku attached to my bedroom TV while battling a case of insomnia at 2 a.m.

2

On a smart TV in my living room when my grandkids are having a slumber party at my house.

3

On an iPad on my dining room table while I am doing bills for the month.

MOTIVATING FACTORS

- Don't have to watch commercials
- Save money compared to cable
- Don't have to leave home to attain entertainment options
- Always have something to watch at any time of the day

INHIBITING FACTORS

- Nervous about change and switching from cable, fears losing local channels and news
- Not native to streaming technology
- Internet goes out sometimes and would have nothing to watch during those times

POSSIBLE TRIGGERS

- Cable bill goes up
- Buys new TV that has streaming capabilities
- Injury or illness causes housebound status for a while
- and boredom

Motivation

High

Low

Hard to do

Ability

Easy to do

RELATED PERSONAS

- Tim: Middle-Aged Movie Buff
- Nesi: Pre-teen Anime Fan
- Charlie: Young Urban Tech Professional
- Morgan: Multitasking College Student
- Jeremy: Gen X Outdoorsy Luddite
- Don: The 50s Western Fan
- Kim: Binge-watching Young Professional

WATCHES TV/MOVIES OFTEN

WATCHES LITTLE TV/MOVIES

HIGH TECHNOLOGICAL CONFIDENCE

LOW TECHNOLOGICAL CONFIDENCE

Kim: Binge-watching Young Professional

Nesi: Pre-teen Anime Fan

Tim: Middle-Aged Movie Buff

Don: The 50s Western Fan

Charlie: Young Urban Tech Professional

Morgan: Multitasking College Student

Jeremy: Gen X Outdoorsy Luddite

Barb: Cord-cutting Retired Baby Boomer

5. PROBLEM DEFINITION

Principle: UX designers define problems by building actionable statements called problem statements using specific types of users, their needs, and insights about them found through research.

Exercise: App POV Statements

Objective: Read user reviews of 3 apps to form POV statements for them (*right*).

Reflection: Making problem statements active and with the right amount of detail helps spark ideas for solutions. I was immediately inspired by my statements.



THE WEATHER CHANNEL

Users who travel or have family and friends living in different places NEED to be able to save and view multiple preferred locations' forecasts BECAUSE they often care about the weather in their current locations as well as other locations far away at the same time.



DARK SKY WEATHER

Users who have outdoor work, exercise, and leisure activities NEED to use radar with robust functionality and multiple modes BECAUSE it provides them minute-by-minute precision in their weather forecasts that enables strategic scheduling.



ACCUWEATHER

Users who live in areas where sudden severe weather is common NEED to receive detailed, accurate weather alerts on their mobile devices BECAUSE time is of the essence in emergency weather situations and wasting time can endanger them.

7. JOURNEY MAPS

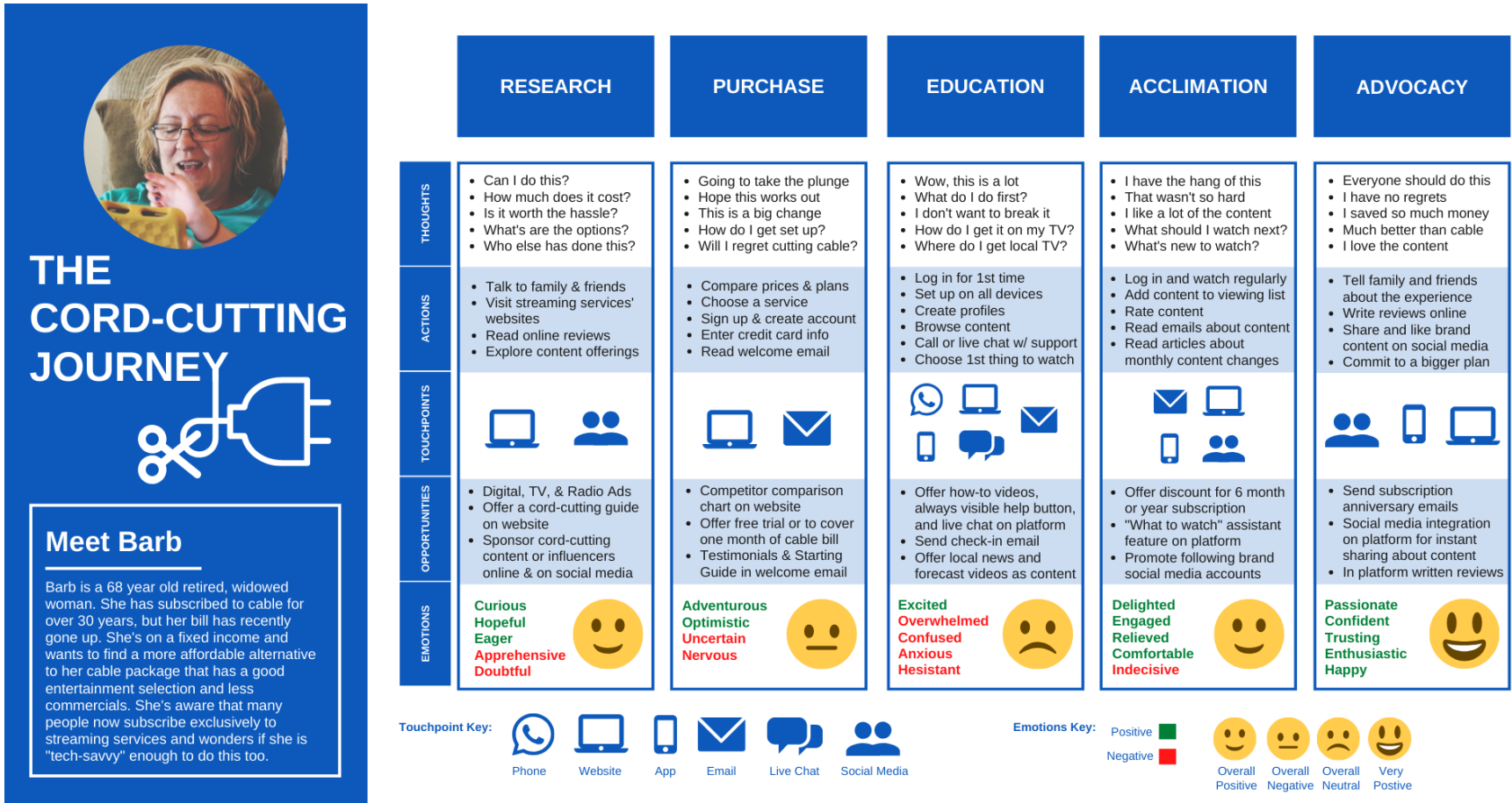
Principle: Journey maps are a visual representation of a specific user experience scenario which help UX designers empathize with users and see their emotional trajectory.

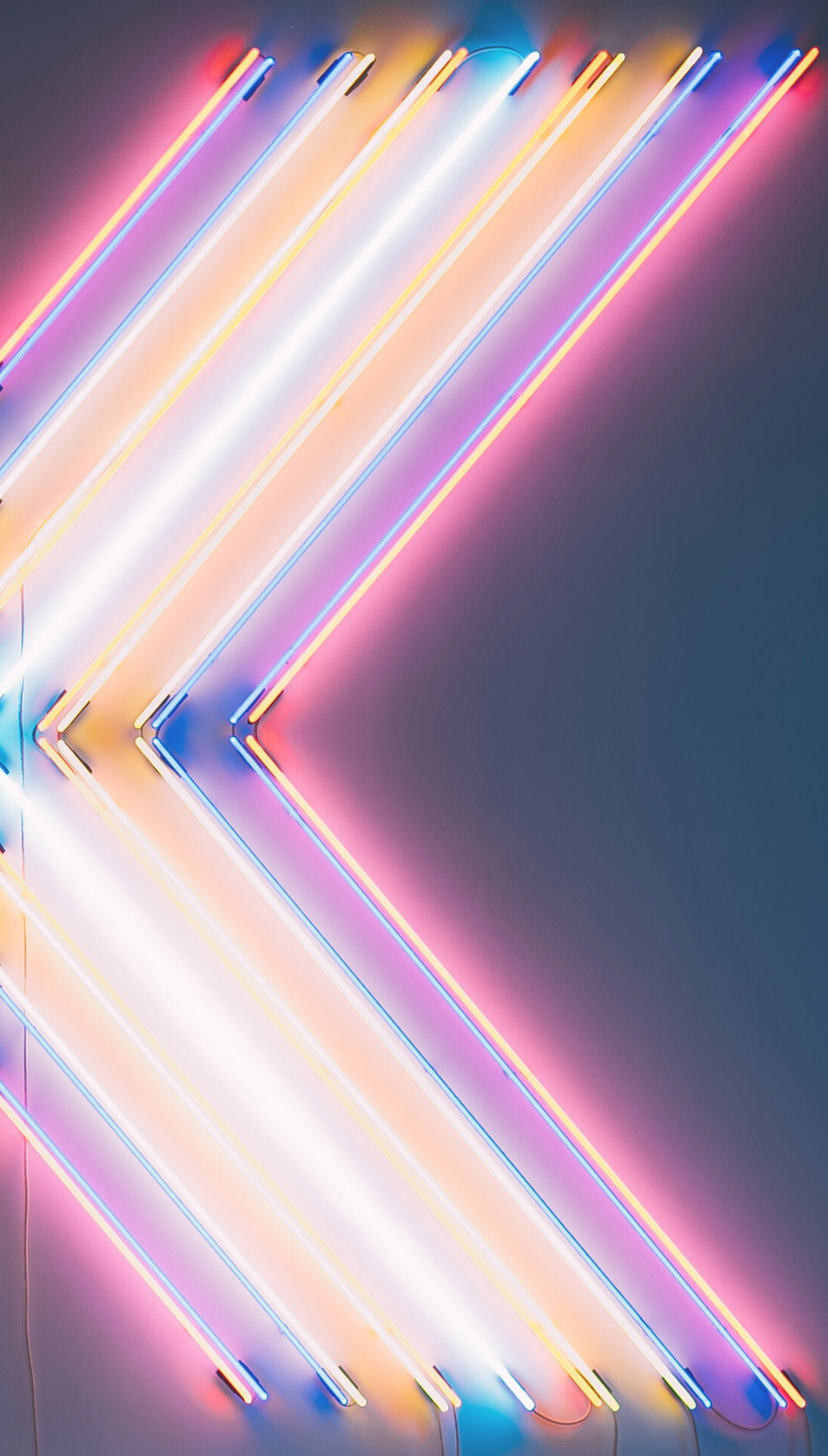
Exercise: Netflix Journey Map

Objective: Create a journey map of the cord-cutting experience using my Netflix persona "Barb."

Reflection: Linear visualization of the course of an experience helps to highlight pain points and gaps in the experience, sparking ideas for solutions.

NETFLIX





BONUS: UX IS ALL ABOUT PEOPLE

It's easy to be scared of exploring UX. Just the term itself can sound technical and complicated. Don't worry. UX design may often be talked about in conjunction with technology, but what I've learned is that it's really about everything we do as humans. You don't have to be a computer whiz to understand UX, you just have to be interested in people and in solving their problems.