BEING USEFUL
HELLO #REFRESHROCKS!
(I wanted to put something nice and witty in Estonian here, but I gave up)
(I’m really enjoying my stay in Tallinn so far though!)
DESIGNER, DEVELOPER, CO-FOUNDER
USABILITY
Present information in usable, efficient and enjoyable manner.
Fun fact:

Apple Emoji are actually bitmaps embedded in a font file, so you can’t really scale them for your slides. Bad Apple. Bad.
I SURE LOVE TO GET NOTIFIED ABOUT ABSOLUTELY EVERYTHING, ALL THE TIME!

Nobody, ever.
USER ENGAGEMENT
USEFUL

USABLE

DELIGHTFUL
USEFUL
USABLE
DELIGHTFUL
USEFUL
USABLE
DELIGHTFUL
ADAPTING TO CONTEXT
THE TERM “ADAPTATION” IN COMPUTER SCIENCE REFERS TO A PROCESS, IN WHICH AN INTERACTIVE SYSTEM (ADAPTIVE SYSTEM) ADAPTS ITS BEHAVIOUR TO INDIVIDUAL USERS BASED ON INFORMATION ACQUIRED ABOUT ITS USER(S) AND ITS ENVIRONMENT.
ADAPTIVE
INTERFACES
DELIVER INFORMATION AT THE RIGHT PLACE AND TIME FOR EACH OF YOUR USERS. **THE MOST RELEVANT EXPERIENCES ARE ALSO THE MOST MAGICAL** AND LEAD TO INCREASED ENGAGEMENT AND SATISFACTION.
REAL-TIME, HANDS-ON PROACTIVE EXPERIENCES SEEM TO BE ON A RAPID PACE TO BECOMING EVERYDAY CUSTOMER EXPERIENCES. **THEY ARE BECOMING THE EXPECTATION.**
THE EMERGENCE OF PROACTIVE EXPERIENCES IS TIED TO THE CHANGING ROLE TECHNOLOGY PLAYS IN OUR LIVES.

Tony Costa, UX Magazine
RELEVANT EXPERIENCES ARE MAGICAL
GOOD NEWS:
WE HAVE THE TECHNOLOGY.
GOOD NEWS:
WE HAVE THE PROCESSES (KINDA)
BAD NEWS: DOING IT RIGHT IS HARD.
LIKE. REALLY HARD.
NO. REALLY.
STEP 1: TECHNOLOGY
EACH ONE OF YOU CARRIES A TRACKING DEVICE IN YOUR POCKET.
• Proximity sensor
• Ambient light sensor
• Camera
• Accelerometer
• Gyroscope
• Compass
• Barometer
• NFC for Apple Pay 🤔
• Fingerprint scanner
• Pressure sensitive display
WAIT! THERE’S MORE!
AND LAST BUT NOT LEAST...
I ALWAYS WANTED TO BROWSE FACEBOOK ON MY FRIDGE USING MICROSOFT INTERNET EXPLORER!

Nobody, ever.
EVERYTHING IS CONNECTED
LEVERAGE THE DATA THAT’S ALREADY THERE
MAKE THOSE SMART DEVICES REALLY SMART.
STEP 2: PROCESS
01. UNDERSTAND THE USER
02. UNDERSTAND CONTEXT
03. UNDERSTAND GOALS WITHIN CONTEXT
JOBS TO BE DONE
FIND THE TRAIN ON THE STATION I’VE NEVER BEEN TO BEFORE
FIND THE TRAIN ON THE STATION I’VE NEVER BEEN TO BEFORE
FIND THE TRAIN ON THE STATION I’VE NEVER BEEN TO BEFORE
Functional aspect
FIND TRAIN

Emotional aspect
BEING LOST
04. MAP OUT THE PATH FROM THE CURRENT CONTEXT TO GOAL BEING MET
Designing the Experience - Example WOW

Who?
Richard is a tall, senior executive travelling as part of work

Flight to NYC

BEFORE
- board plane
- safety procedures
- take off
- seating - wide comfy seats
- sleep in fold-out beds
- read/work in quiet with internet connection
- watch a movie
- choice of mealtimes
- sleep in fold-out beds
- disembark - reserve seat for return flight

DURING
- business lounge for shower
- customs fast track
- luggage collection
- passport & immigration fast track
- short walk in airport

AFTER
- hotel reconfirm flights back
- get to LEGO fresh
- driver checks into hotel for me
- met by driver

BEFORE
- Heathrow express train to Airport
- check-in at Paddington train station
- receive tickets
- book tickets
- Contact travel dept.

expedited security & passport checks for frequent flyers
waiting to board plane in comfortable lounge
Sarah’s Broadband Provider Journey
Sarah is moving her family of three. She knows she’s going to need phone and Internet service. The effective and contextual factors that will affect Sarah’s choice in broadband vendors are price, and her existing knowledge of and previous experience with service providers.

**Thoughts & Feelings**
- Welcome home
- Seems like a good idea
- More options more value
- My previous experience was good
- Based on research
- I need a change
- There’s a better way
- I’m not sure what service to seek
- I’m not going to be able to do this alone.
- I’m not sure where to start
- Not sure where to start
- Not sure what is right for me
- Worrying about getting the right info
- I should rely on my vendor
- I could get what I need
- I don’t have anything to lose
- I have to learn about the process
- This process is too big
- Why do I need all this info?
- How can I feel a sense of trust
- When will my service be activated
- Why is the service so slow?
- These installation times are too long

**Emotional Experience**
- Go online and check out different options
- Consults with influencer
- “I can’t afford what I’m finding here.”
- Ends call with service provider
- “I’ve been on hold for too long. I’m hanging up.”
- Go back

**Phases of the Journey**

**Inquiry**
Description
The Inquiry phase features the reasons people are shopping around for new service. These are usually related to moving and relocation, an upgrade to existing service or hunting down new deals. Moving is the biggest reason.

Recommendations
Design hompages with separate, targeted call-out areas lying above the fold tailored for residential and tech-savvy customers. Internal product areas should include basic plain-English product, descriptions and large price points with a clear call to action. Bullet points should include keywords that summarize options and features typically found in product datasheets.

**Comparison**
Description
The potential customer comes into the Comparison phase usually armed with the right info and tech jargon and is looking for the lowest cost. Customers tend to be brand agnostic. If they can’t find the right price or the right services, they may leave and go back to inquiry.

Recommendations
Use IP location services to geo-locate customers – removing the current service address roadblock. This allows users to configure services before adding them to the cart and reflects bundled price discounts in a clear and obvious manner.

**Purchase**
Description
The Purchase phase involves the provider requiring quite a bit of personal info. The order flow tends to be complex, and the process can be all over the map. There is a sense of delayed gratification – waiting on service installation and activation.

Recommendations
Reduce the amount of information required by streamlining and improving any areas that contain form fields, using industry best practices. Work on setting expectations for the installation phase with phone customer service reps to improve the overall experience with your brand.

**Installation**
Description
The Installation phase is the handoff from customer service to the installer. There are usually scheduling conflicts among all parties involved. This phase can be somewhat painful for the customer in dealing with the installer.

Recommendations
Many factors converge to make this phase of the customer journey unpleasant. Providing accurate arrival times, courteous technicians and clear instruction materials during installation can help alleviate the negative experience in this phase. Also, consider having leave-behind customer comment cards so customers feel empowered to give feedback into the process.
ANTICIPATE NEEDS
PROVIDE GUIDANCE
REMOVE
FRICITION
Turn around
Walk down to Platform 3
RELEVANT EXPERIENCES ARE MAGICAL
Service issues
Due to construction works on the tracks, your train will terminate at Frankfurt Hbf. Alternative means of transport are available.
Service issues

Due to construction works on the tracks, your train will terminate at Frankfurt Hbf. Alternative means of transport are available.

Service issues at Frankfurt Hbf.

Alternative trains

Frankfurt Hbf

18:30 – 22:44

Berlin Hbf

Frankfurt Hbf

18:45 – 23:05

Berlin Hbf
Frankfurt Hbf  18:30 – 22:44
Berlin Hbf

Frankfurt Hbf  18:45 – 23:05
Berlin Hbf

Service issues
Due to construction works on the tracks, your train will be delayed. Alternative modes of transport are available.

Car rental

Flinkster Frankfurt Hbf

Sixt Frankfurt Hbf
Service issues
Due to construction work on some of the tracks, your train will not stop at Frankfurt Hbf. Alternative modes of transport are available.

Hotels nearby

Flinkster Frankfurt Hbf
Sixt Frankfurt Hbf
Citynetz Frankfurt Hbf
Hilton Frankfurt Hbf
WHAT INTERFACE WOULD YOU EXPECT?
DO WE EVEN NEED INTERFACE FOR THIS?
SOME EXPERIENCES ARE BEST WHEN THEY’RE NEVER “EXPERIENCED”

Tiffany Conroy
about an hour ago
COMMON PITFALL #1: BEING GREEDY
COMMON PITFALL #2: FORGETTING EDGE CASES
COMMON PITFALL #3: BUSINESS OVER USER
COMMON PITFALL #4:
BEING A CREEP
THEY DO IT RIGHT
Seattle
Light rain  Precip 90%
47°
Meet with Allison @
11:00 AM
345 Spear St, San Francisco, CA 94105

Navigate 51 min via US-101 N
View in Maps
Hi! I'm M, your personal assistant in Messenger. You can reach me here anytime!

You can ask things like...

Can you help me order flowers for my mom's birthday?
My friends are having a baby! Can you help me find a good gift? They already have a bunch of clothes and toys.

What about shoes?

Baby Shoes
Forest Green
luxegeneva.com

Total: $30.00

Shoes are perfect!
Can you get me an iPad Pro tonight?

Absolutely. I'm assuming you want the best model -- 128 GB with LTE in Space Gray?

Yeah

Consider it done. We'll have one at your doorstep by 9:00 PM for $1,226.41 including tax and delivery.

Thx, can you also send one to my mom? Would be nice to video chat with her tonight.

Not a problem. We'll have one at her doorstep by 9:00 PM as well for the same price.
FUTURE:

CONVERSATIONAL INTERFACES
FUN FACT:
PEOPLE DOING BOTS RAISED $170M SO FAR IN SILICON VALLEY IN 2016
FUTURE:

AUGMENTED REALITY

FUTURE:

POKEMON GO.
MORE OF IT.
FUTURE:

EVEN MORE DATA HUBS
FUTURE:

STANDARDIZED PROTOCOLS
FUTURE:

NSUSERACTIVITY, USER INTENTS & SIMILAR SOLUTIONS
BOOKS WORTH READING
AARRON WALTER

DESIGNING FOR EMOTION

LIVE IN THE FUTURE AND BUILD WHAT’S MISSING.

Paul Graham
THANK YOU.

100th slide, woo! 🎊

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http://mariusz.rocks