

# The practice of UX

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Collective Campus · 2016

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# WHAT IS UX?

## Good product design isn't merely visual design, usability testing, or common sense.

- Accessibility best practices
- Behavioural psychology
- Language and tone
- Interaction design
- Information architecture
- Colour theory

**“ Design is not just what it looks like and feels like.  
Design is how it works.**

**- Steve Jobs**

EXPLAINING UX

**Everything is designed.**

**Not everything is designed well.**

## EXPLAINING UX

# 1.

### Strategise and ideate

- Market research
- Innovation exploration
- Design specification

# 2.

### Design and validate

- Visual design
- Interface prototyping
- Usability testing

# 3.

### Design and validate

- Analytics investigation
- User surveying
- A/B testing

# 4.

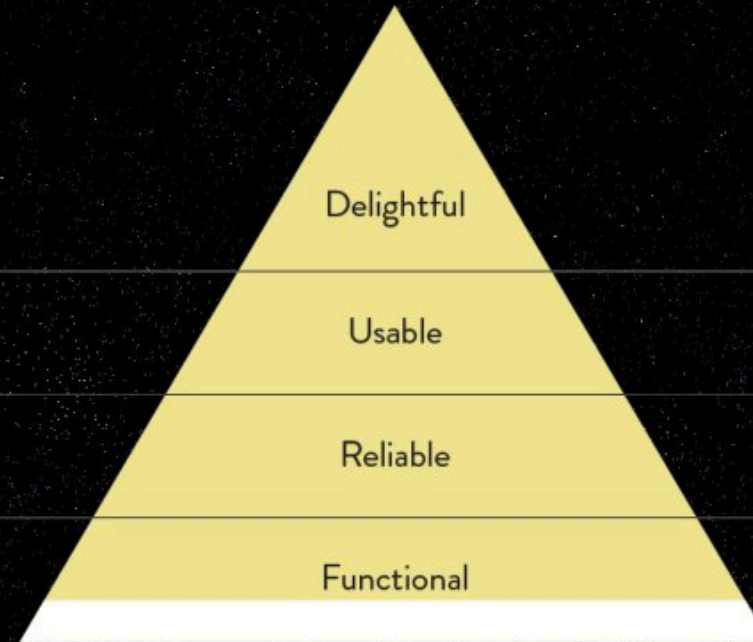
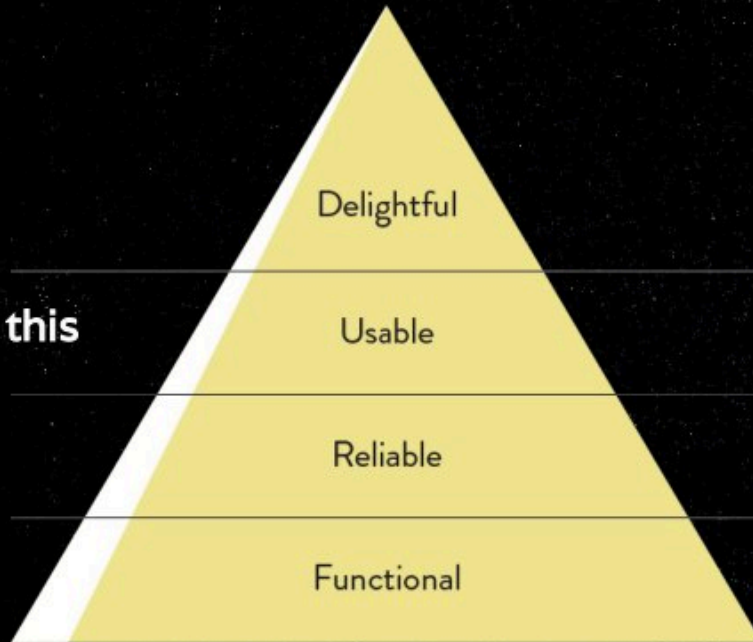
### Re-evaluate and repeat

**Customer satisfaction can only be maintained with a culture of continuous improvement.**

**Expectations of every digital product will continue to change, especially if the product doesn't.**

# EXPLAINING UX

**An MVP is this**



**... Not this**

**Critically, an MVP creates feedback loops early, which redefine what your next steps should be as not all features or ideas turn out to be good ones.**

**It doesn't matter how good you are at designing if you're designing the wrong thing.**

EXPLAINING UX

**Why** first.

*Then* how.

# SELLING-IN THE VALUE OF UX

SELLING-IN THE VALUE OF UX

**What is the sum of being easier to use, more delightful and improving time to task completion?**

## SELLING-IN THE VALUE OF UX

“ **Design-driven businesses have outperformed the S&P by 228% over the past 10 years**

“ **Design-aware companies on the London Stock Exchange outperformed FTSE by more than 200%**

Ultimately, user experience design, and what these companies practice, is informed design.

To practice informed design, you need to intimately understand who you're designing for...

UNDERSTANDING PEOPLE  
WITH RESEARCH AND TESTING

SELLING-IN THE VALUE OF UX

**Designing for yourself is the biggest mistake you can make.**

**UX is not art.**

## Prior to bottom line impacts, what does user testing achieve within the business?

- An ongoing feedback loop for stakeholder consideration
- The fostering of a culture that makes informed decisions
- Real user guidance on what's useful and what's usable
- The revealing of issues overlooked internally
- Data-driven reasoning that squashes in-house politics and disagreements
- Baseline data and documentation for change comparison
- Understanding what users really do, not just what they say
- Decrease support costs and reduce design/dev rework

## UNDERSTANDING PEOPLE AND PRODUCTS

- 1. Informed design is the critical practice of making conscious decisions, backed by real information rather than assumption.**
- 2. Even the minimum amount of usability testing can deliver extraordinary results. Test everything you're working on, with a specific problem or objective in mind.**
- 3. Everyone should be observing people using our products an hour every month. It's all too easy get too close and lose objectivity.**

## UNDERSTANDING PEOPLE AND PRODUCTS

### **Card sorting**

Understanding the “what people say” in regards to how they believe your information should be architected, in direct relation to content groupings and navigation structures.

### **Tree testing**

Understanding the “what people do” in regards to proposed information architectures, observing and measuring their directness and success in finding information asked of them.

### **Contextual enquiry**

A semi-structured observation process to understand consequences of environment on use cases. Users are asked to perform a set of tasks in an environment of curiosity, such as on a bus or in their home.

### **Usability testing**

A structured observation session often conducted to evaluate the usability and desirability of a product by testing it on users.

## UNDERSTANDING PEOPLE AND PRODUCTS

### Remote usability testing

Not dissimilar to moderated usability testing, remote usability testing often comes with the convenience of task flow automation and recording, but suffers from a moderator not being able to observe body language.

### Analytics investigation

Understanding user actions, flows and areas of participation in hindsight, to help formulate hypothesis for future surveying and usability testing.

### A/B testing

Split testing is the comparison of two design decisions to ascertain which one performs better, which is particularly important when designing funnels that relate to conversions and transactions.

### ~~Focus groups~~

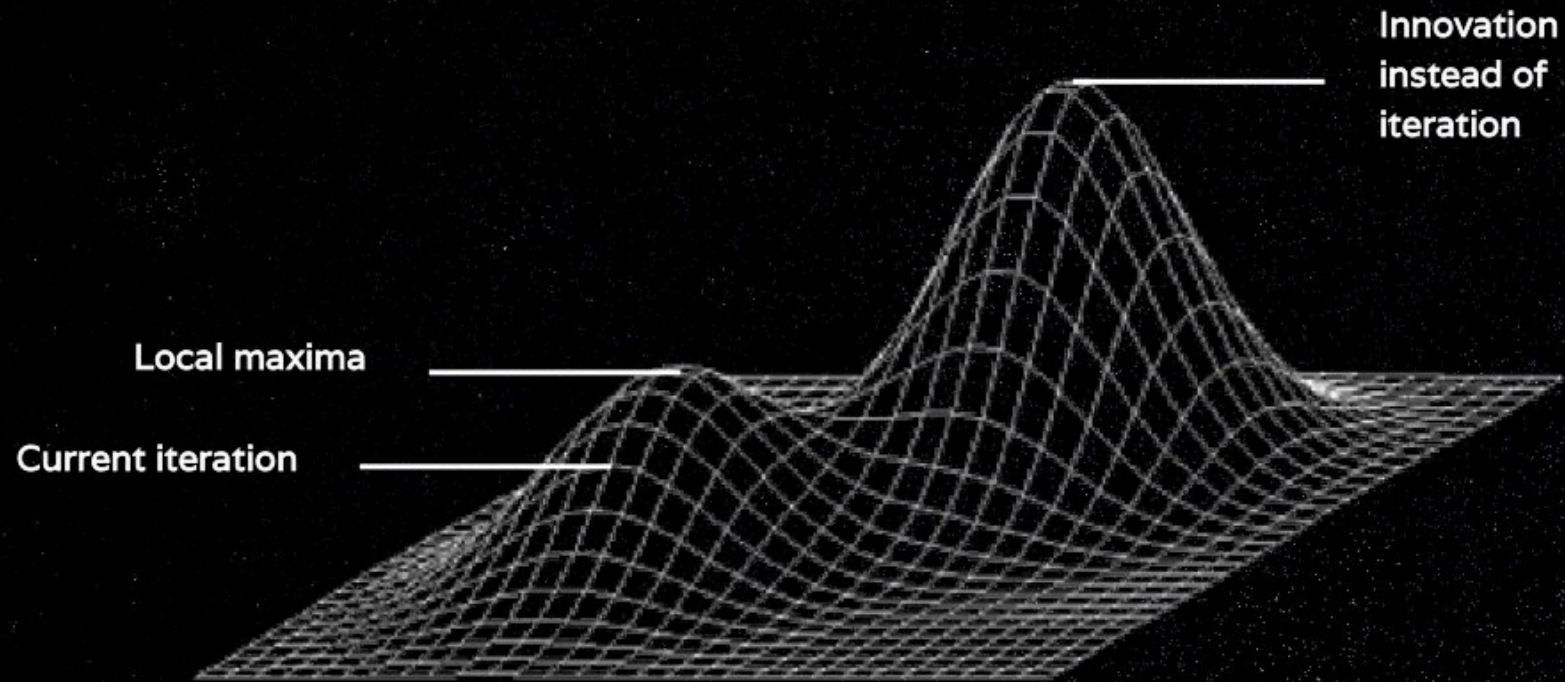
Focus groups are too often influenced by herd mentality and strong personalities. Even in instances where those factors do not exist, the outcome is still sentiment oriented but with a much smaller sample size than any survey.

**Of course, if you A/B test the two worst options, your best possible outcome is only the second worse one.**

**Data gathered is only done so based on current strategies and product realities - not possibilities - and can be interpreted with bias.**

**Data alone does not create great products.**

## Be data-informed, not data-dictated



EMBARKING INTO NEW TERRITORY

**“ You have to start with the customer experience and work backwards to the technology**

**- Steve Jobs**

# UI PRINCIPLES TO LIVE BY

## UI PRINCIPLES TO LIVE BY

1. PURSUE SIMPLICITY
2. EMPLOY VISUAL HIERARCHIES
3. CAREFULLY CONSIDER AFFORDANCES
4. USE APPROPRIATE TYPOGRAPHY
5. TALK LIKE A HUMAN
6. DON'T MAKE PEOPLE THINK
7. DIFFERENT PEOPLE, DIFFERENT DESIGNS

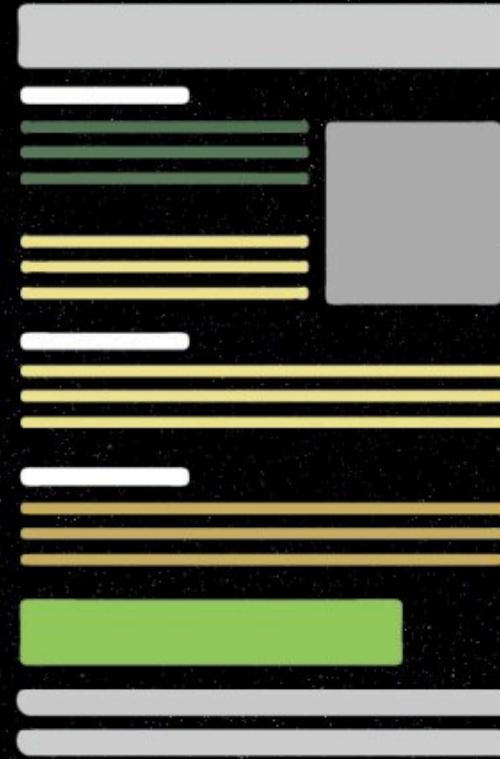
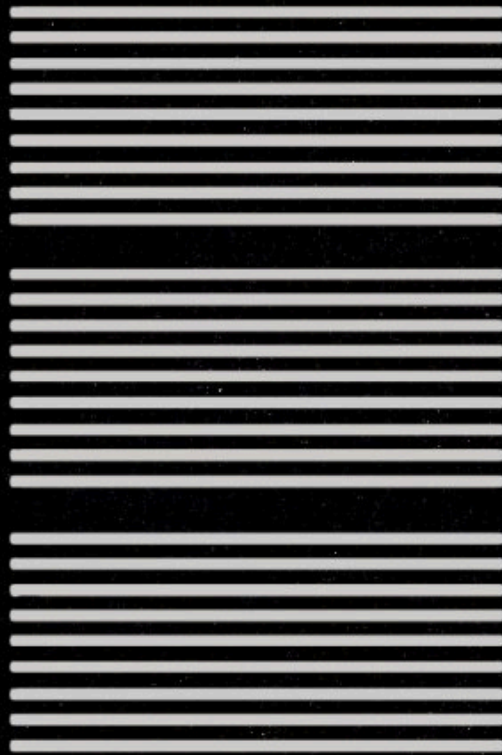
**Visually complex interfaces are rated less beautiful than simpler ones, which add additional work for the brain to decode, store and make sense of.**

**“ Perfection is achieved not when there is nothing more to add, but when there is nothing left to take away.**

**- Antoine de Saint-Exupery (poet and aviator)**

UI PRINCIPLES TO LIVE BY  
/ EMPLOY VISUAL HIERARCHIES

Weak  
hierarch  
y



Strong  
hierarch  
y

**“ Clutter and confusion are failures of design,  
not attributes of information.**

**- Edward Tufte (professor and statistician)**

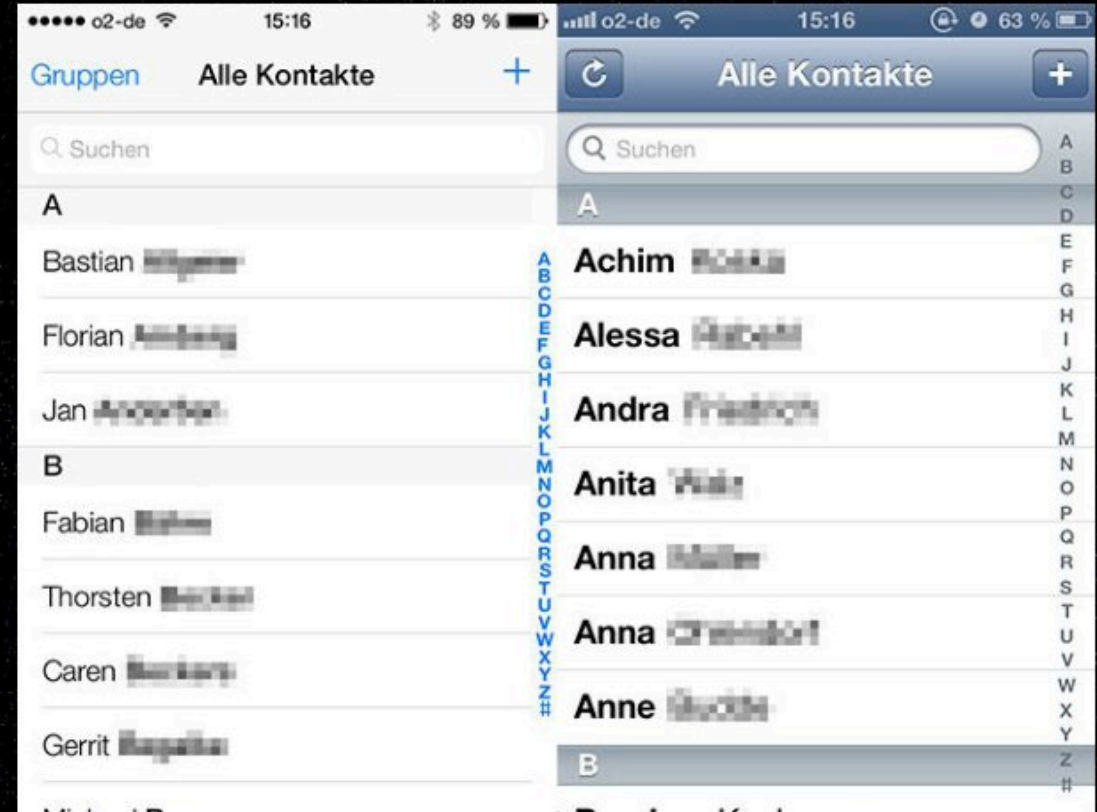
UI PRINCIPLES TO LIVE BY  
/ CAREFULLY CONSIDER AFFORDANCES

**Follow what works for  
your users, not  
trends.**



UI PRINCIPLES TO LIVE BY  
/ CAREFULLY CONSIDER AFFORDANCES

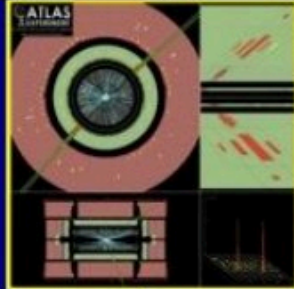
Sometimes what looks  
better doesn't work  
better.



UI PRINCIPLES TO LIVE BY  
/ USE APPROPRIATE TYPOGRAPHY

**$H \rightarrow \gamma\gamma$**

$110 \leq m_H \leq 150 \text{ GeV}$



$\sigma \times \text{BR} \sim 50 \text{ fb } m_H \sim 126 \text{ GeV}$

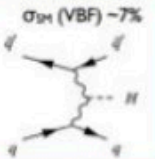
- Simple topology: two high- $p_T$  isolated photons  
 $E_T(\gamma_1, \gamma_2) > 40, 30 \text{ GeV}$
- Main background:  $\gamma\gamma$  continuum (irreducible, smooth, ..)

To increase sensitivity, events divided in 10 categories based on  $\gamma$  rapidity, converted/unconverted  $\gamma$ ;  $p_{T\perp}$  ( $p_{T\perp}^{\gamma\gamma}$  perpendicular to  $\gamma\gamma$  thrust axis); 2jets

**Main improvements in new analysis:**

- 2jet category introduced  $\rightarrow$  targeting VBF process
- $\gamma$  identification (NN used for 2011 data) and isolation  $\rightarrow$  Expected gain in sensitivity: + 15%

Background fit procedure also improved



$\sigma_{\text{tot}}(\text{VBF}) \sim 7\%$

2 jets with  
 $p_T > 25\text{-}30 \text{ GeV}$   
 $|\eta| < 4.5$   
 $|\Delta\eta|_{jj} > 2.8$   
 $M_{jj} > 400 \text{ GeV}$   
 $|\Delta\phi|(\gamma\gamma\text{-}jj) > 2.6$

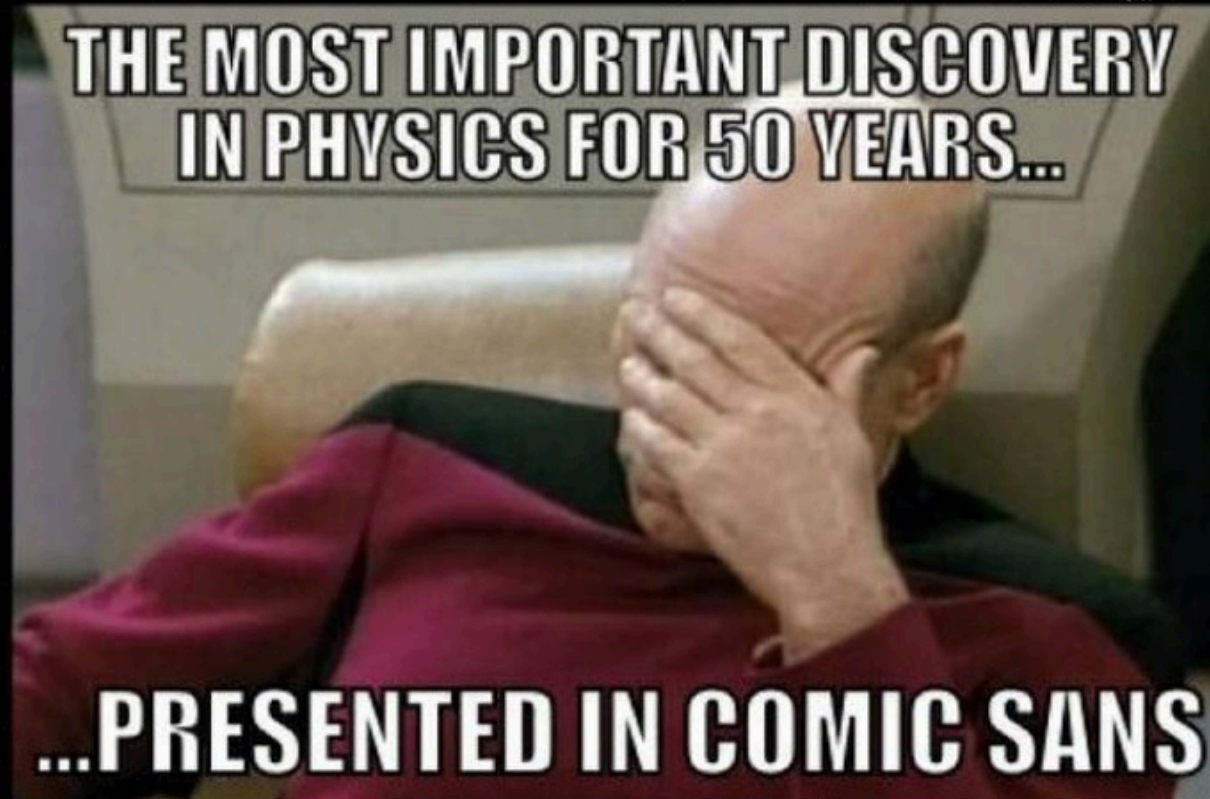
Expected gain in sensitivity: 3%

After all selections, expect ( $10.7 \text{ fb}^{-1}$ ,  $m_H \sim 126 \text{ GeV}$ )  
 $\sim 170$  signal events (total signal efficiency  $\sim 40\%$ )  
 $\sim 6340$  background events in mass window  
 $\rightarrow$  S/B  $\sim 3\%$  inclusive ( $\sim 20\%$  2jet category)

**Crucial experimental aspects:**

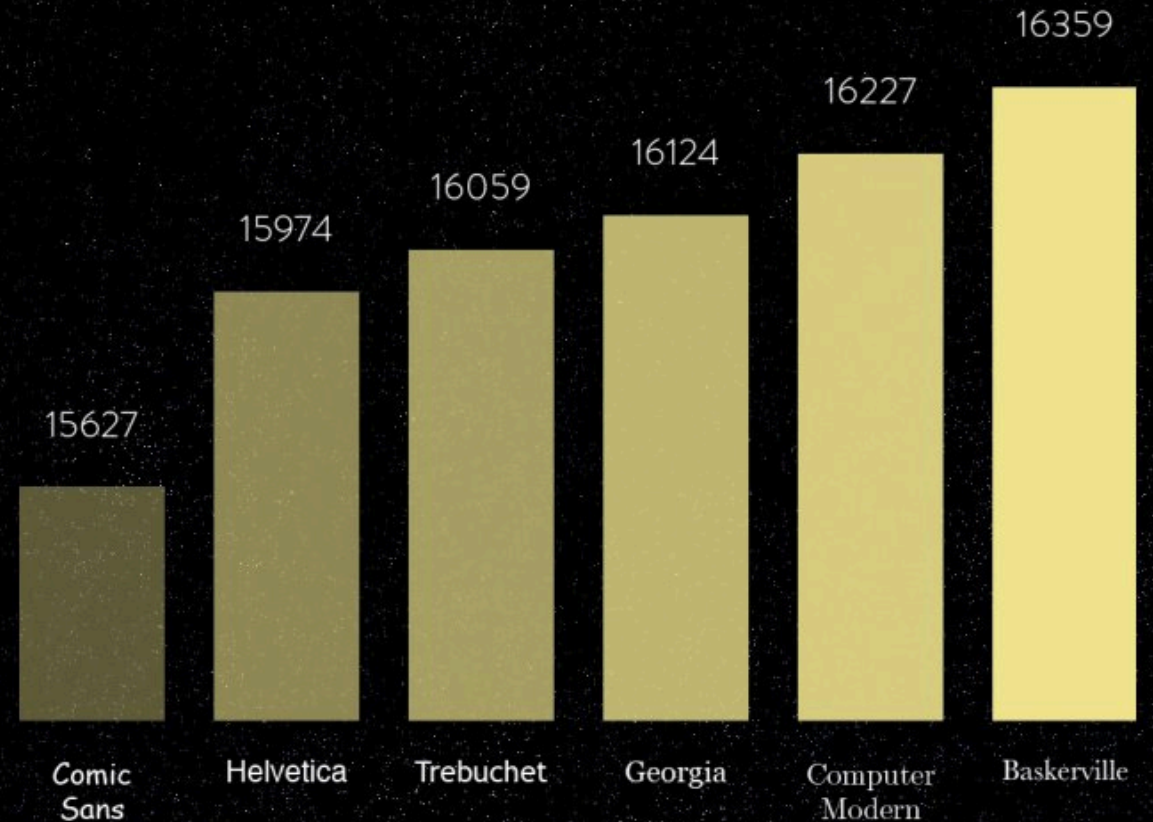
- excellent  $\gamma\gamma$  mass resolution to observe narrow signal peak above irreducible background
- powerful  $\gamma$  identification to suppress  $\gamma j$  and  $jj$  background with jet  $\rightarrow \pi^0 \rightarrow$  fake  $\gamma$  (cross sections are  $10^4\text{-}10^7$  larger than  $\gamma\gamma$  background)

UI PRINCIPLES TO LIVE BY  
/ USE APPROPRIATE TYPOGRAPHY



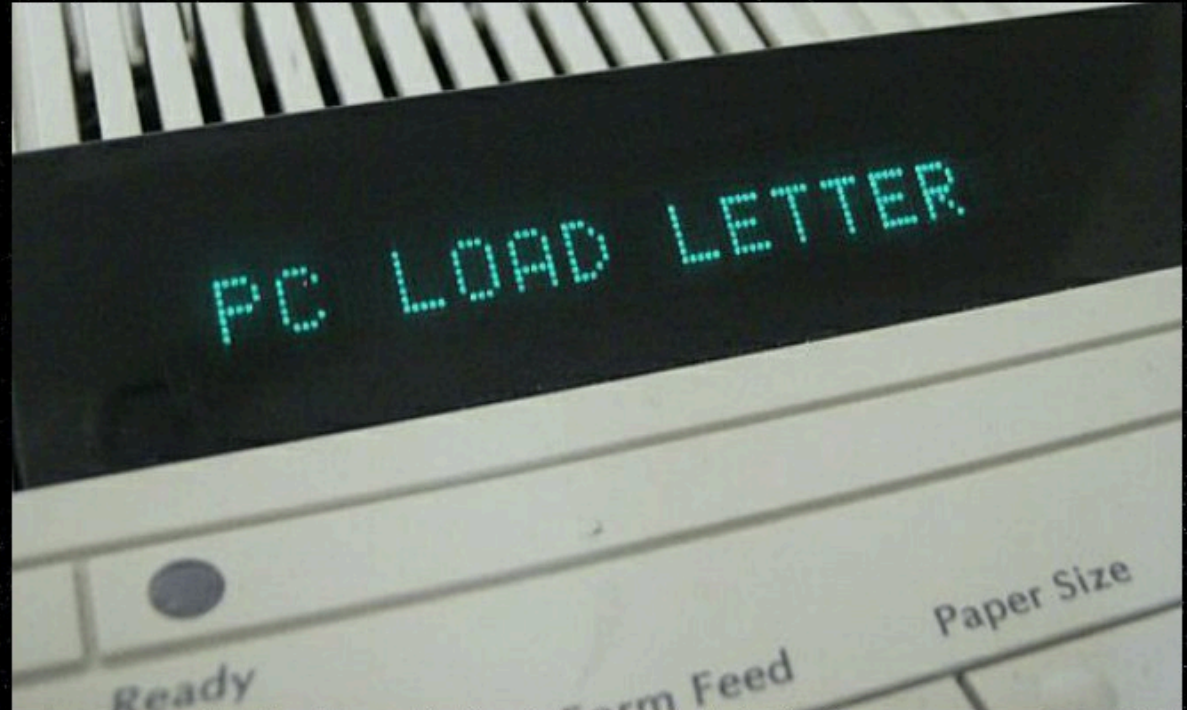
UI PRINCIPLES TO LIVE BY  
/ USE APPROPRIATE TYPOGRAPHY

Typeface characteristics  
affect aesthetic appeal,  
comprehension,  
and credibility



UI PRINCIPLES TO LIVE BY  
/ TALK LIKE A HUMAN

**HP's infamously  
thoughtless language.**



UI PRINCIPLES TO LIVE BY  
/ TALK LIKE A HUMAN



UI PRINCIPLES TO LIVE BY  
/ DON'T MAKE PEOPLE THINK

~~Insist on info~~

Demonstrate value

~~Expect recall~~

Design for recognition

~~Ask questions~~

Be contextually smart

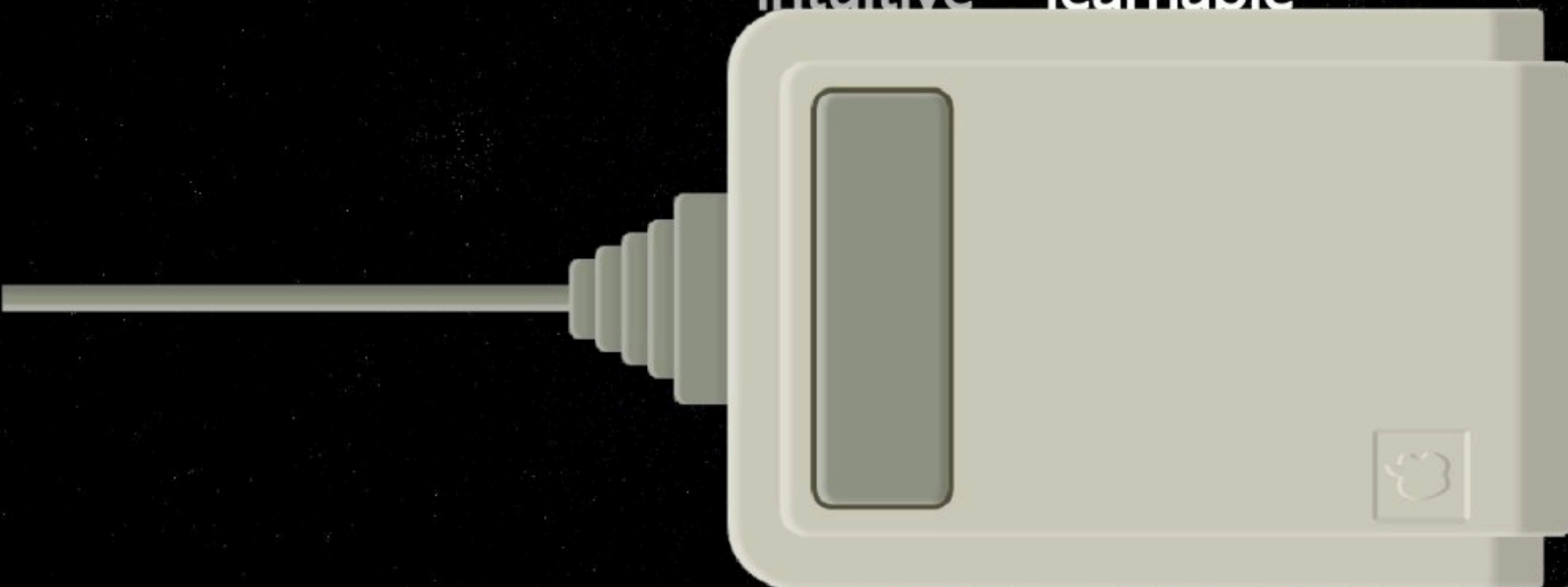
~~Present options~~

Remember decisions

UI PRINCIPLES TO LIVE BY  
/ DON'T MAKE PEOPLE THINK

~~Be~~ Be quickly

~~intuitive-~~ learnable



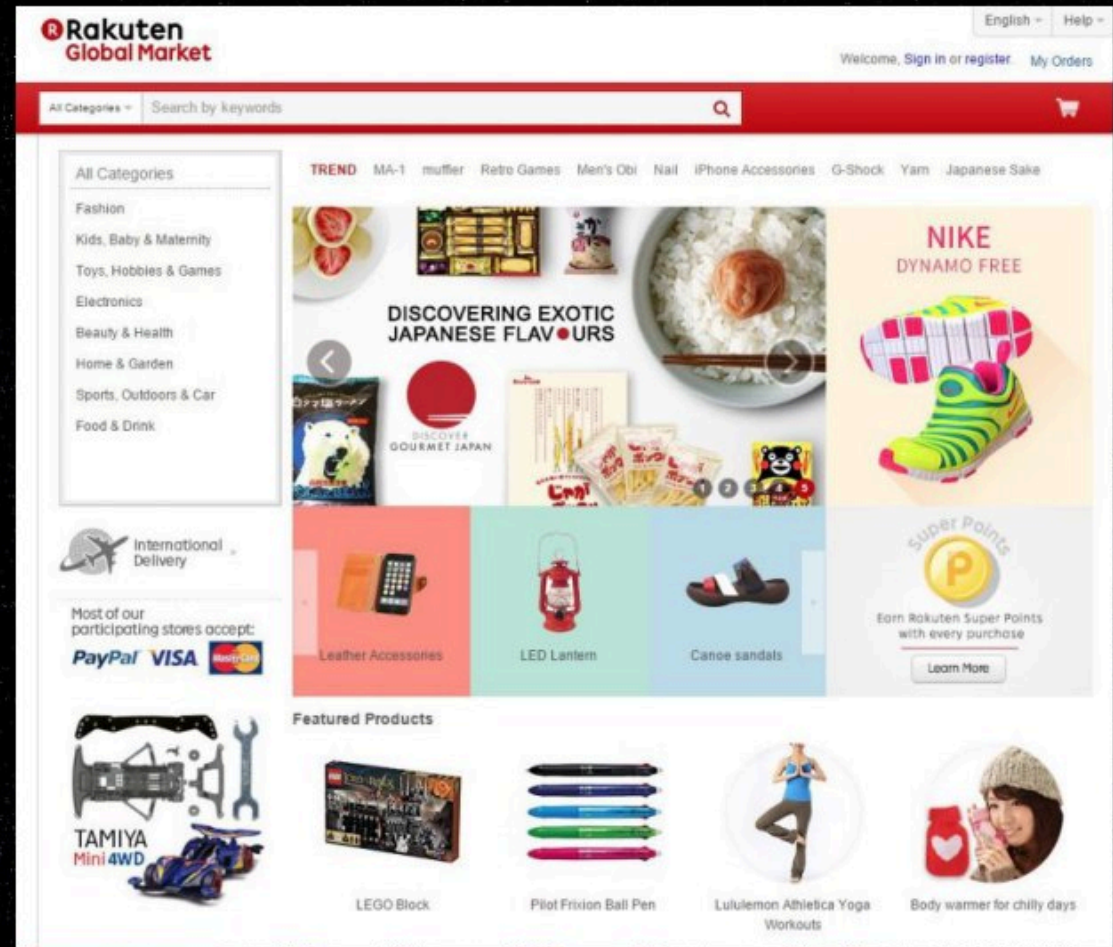
# UI PRINCIPLES TO LIVE BY / DIFFERENT PEOPLE, DIFFERENT DESIGNS

Rakuten's information-dense page is well suited for the risk averse and conservative Japanese culture.

The screenshot shows the Rakuten Japanese homepage during a 'New Year Shopping Marathon' (新春お買い物マラソン). The top banner features a large red and white promotional message: '全ショップ対象 ポイント最大20倍新春お買い物マラソン 対象6ジャンル 1ジャンル購入ごとに100万ポイント山分け' (All shops eligible, up to 20x points, New Year Shopping Marathon, 6 categories, 1 million points per category purchase). Below the banner is a navigation bar with the Rakuten logo, a search bar, and various utility links like '買い物かご' (shopping cart) and 'お知らせ' (notifications). A secondary navigation bar contains category tabs such as 'スーパーDEAL', 'ランキング', 'あす楽', '送料無料', 'クーポン', 'オークション', '定期購入', '中古・買取', 'ギフト', 'カード', 'モバイル', '公式アプリ', 'フックス', and '電子書籍'. The main content area is divided into several sections: '最近チェックしたジャンル' (Recently checked genres) with a list of categories like 'おもちゃ' (toys) and 'ゲーム'; 'ジャンル' (Genre) with a list of categories like '電子書籍' (e-books) and 'ファッション' (fashion); '新春お買い物マラソン' (New Year Shopping Marathon) with a '20倍' (20x) points promotion and a '500円クーポン' (500 yen coupon); 'この時間の目玉商品' (Featured products of this time) for 14:00-15:59, featuring a 'さっそくメイン会場へGO' (Go to the main stage) button; 'あす楽' (As楽) and '今日のイチ押し!' (Today's pick!) sections; '最新!人気商品ランキング' (Latest! Popular product ranking); and a '楽天ポイントクラブ' (Rakuten Points Club) section with a '10倍' (10x) points promotion. The bottom of the page features a '総合ランキング' (Overall ranking) section and a 'コミュニティ' (Community) section.

# UI PRINCIPLES TO LIVE BY / DIFFERENT PEOPLE, DIFFERENT DESIGNS

However, for a Western audience, Rakuten appropriately opt for localisation over standardisation.



UX IS EVERYONE'S JOB

**UX design isn't voodoo. It's a conscious decision to avoid personal bias, and a genuine care for how people will react to the choices we make for them.**

# UX GOES BEYOND GRAPHICS

THE FUTURE OF EXPERIENCE IS A CONVERSATION

Now...

“ Hey Siri, direct me home

... later

“ Hey Siri, dim the lights

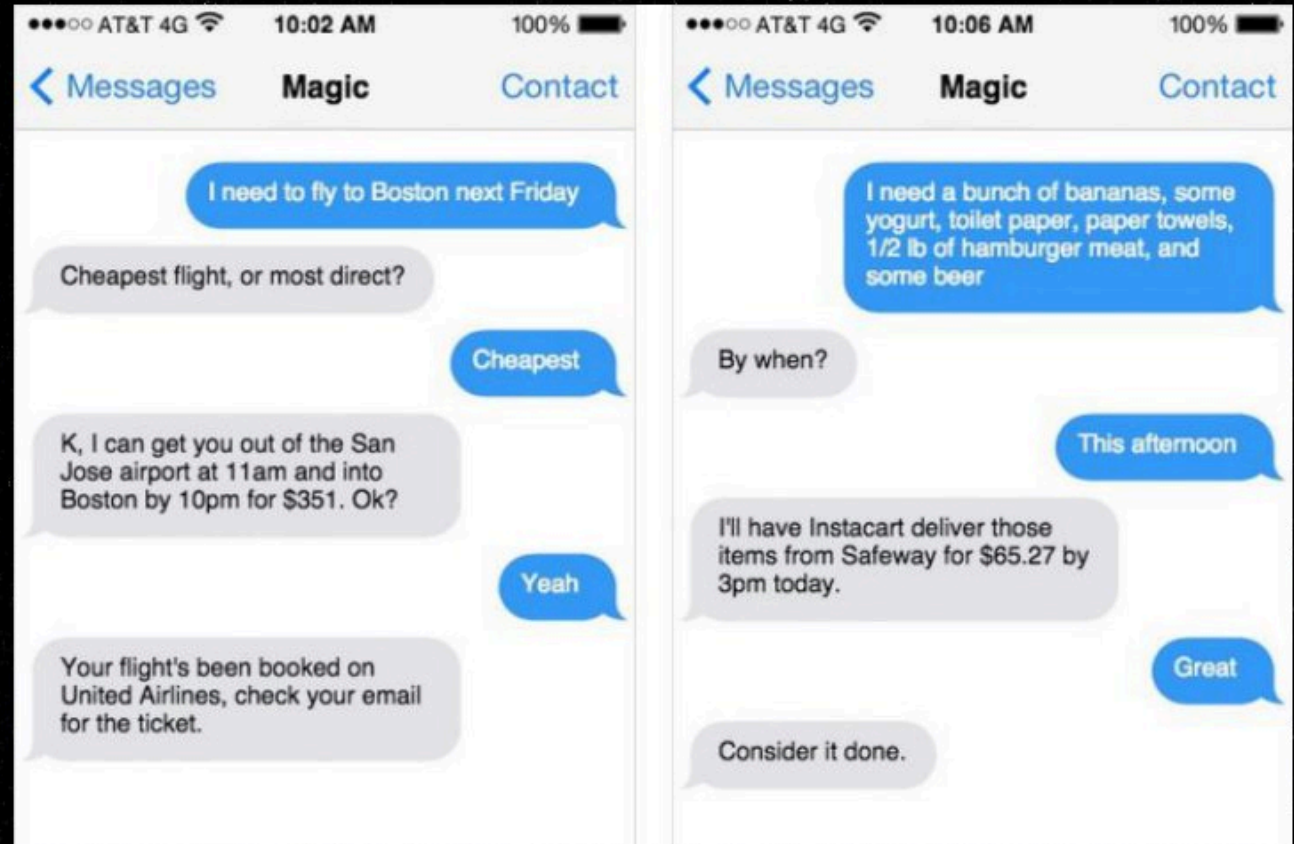
“ Hey Siri, how old is Michael Jordan?

“ Hey Siri, buy me the highest rated BBQ that will fit nicely in my courtyard, at the cheapest price, but that can still be delivered by tomorrow.

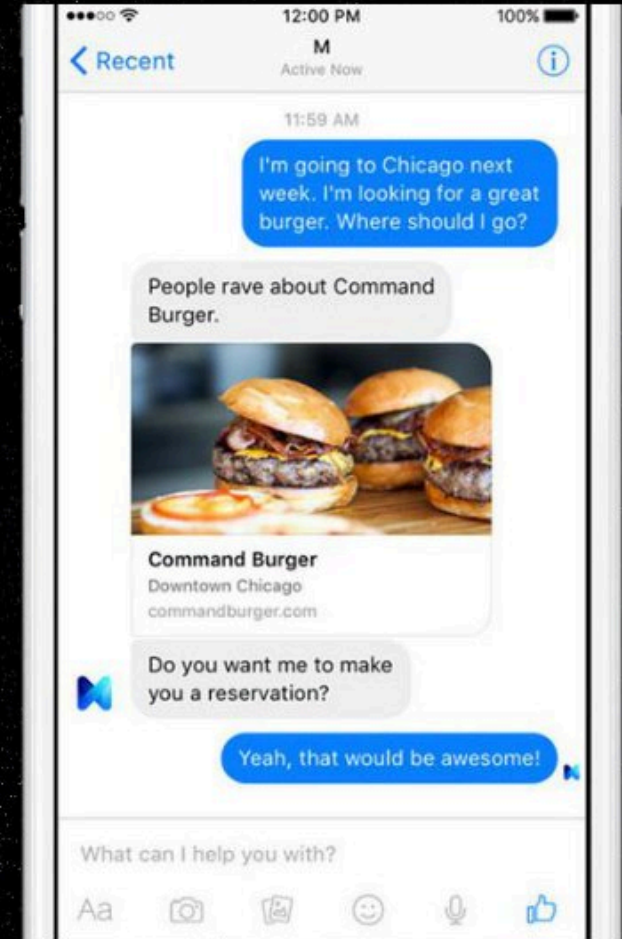
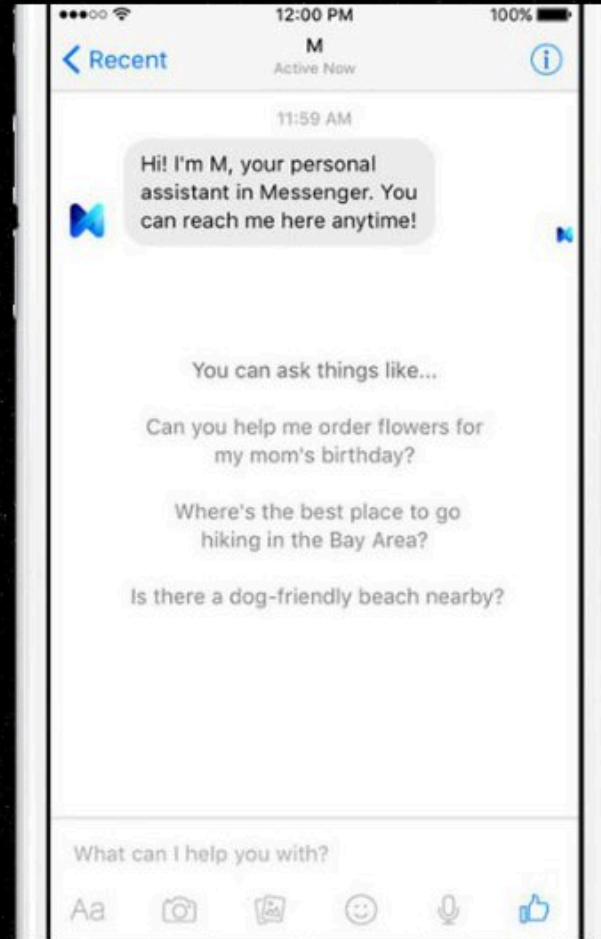


THE FUTURE OF EXPERIENCE IS A CONVERSATION

Magic

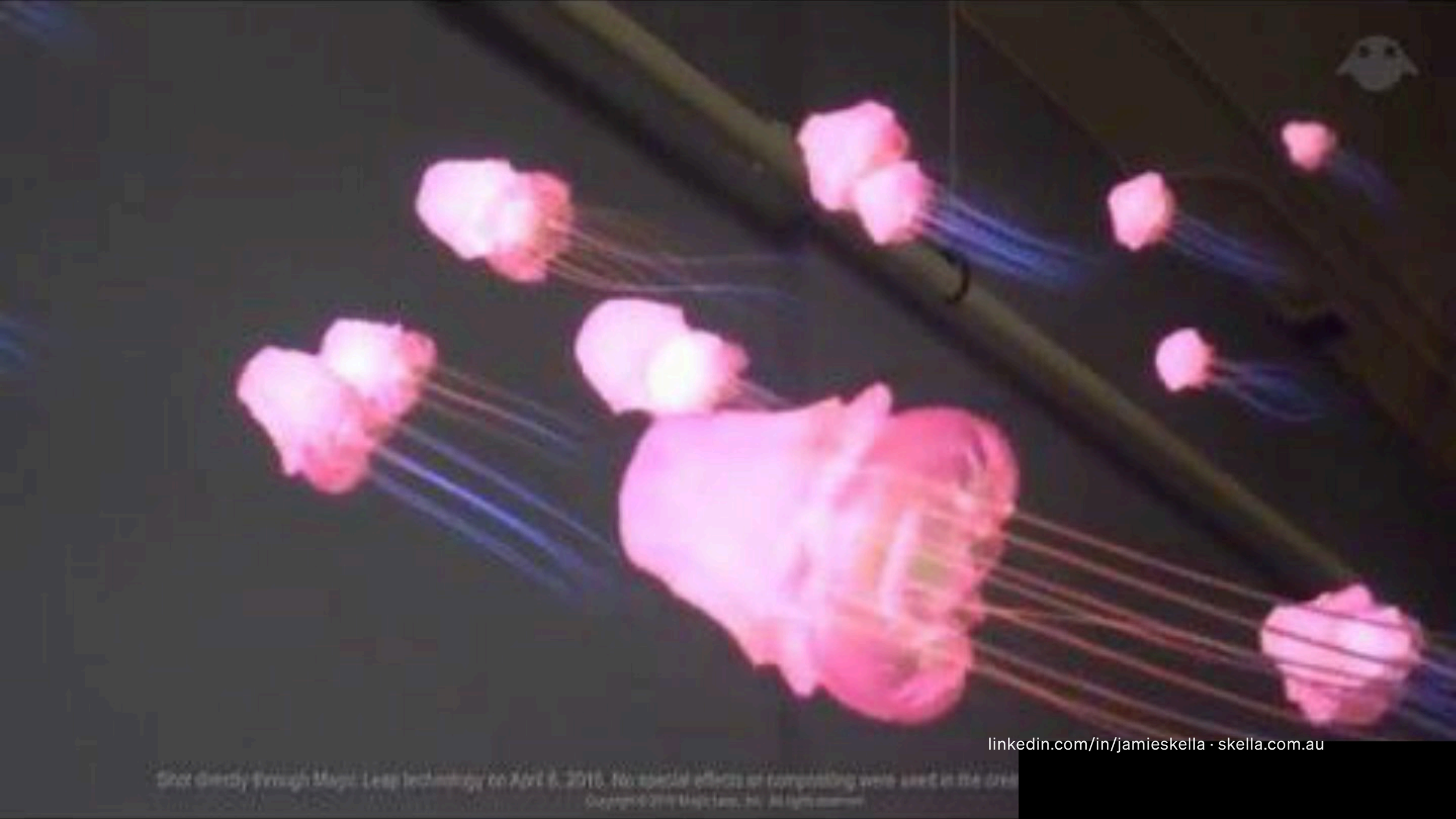


# THE FUTURE OF EXPERIENCE IS A CONVERSATION



# UX GOES BEYOND MOBILE





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Shot directly through Magic Leap technology on April 6, 2016. No special effects or compositing were used in the drink.  
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Q & A