

User experience (UX) as
a strategic advantage

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¿User Experience?

User experience is **inevitable**:
the question is whether it is bad,
neutral or good

It's an outcome, and therefore
it's more strategy than design.

How to establish a
good experience?

IT DEPENDS

IT DEPENDS

DEPENDEND

**“A good question is always greater
than the most brilliant answer”**

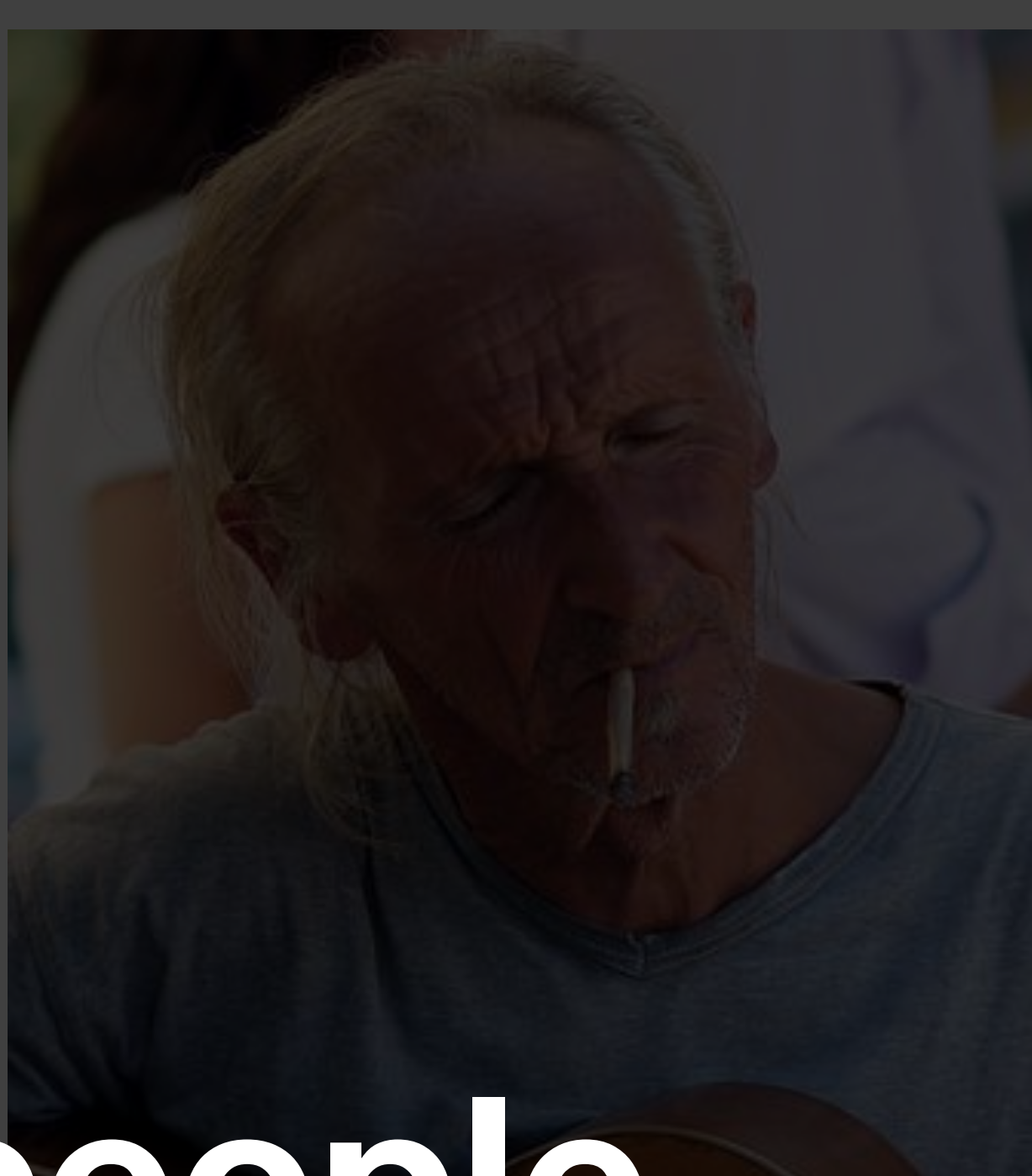
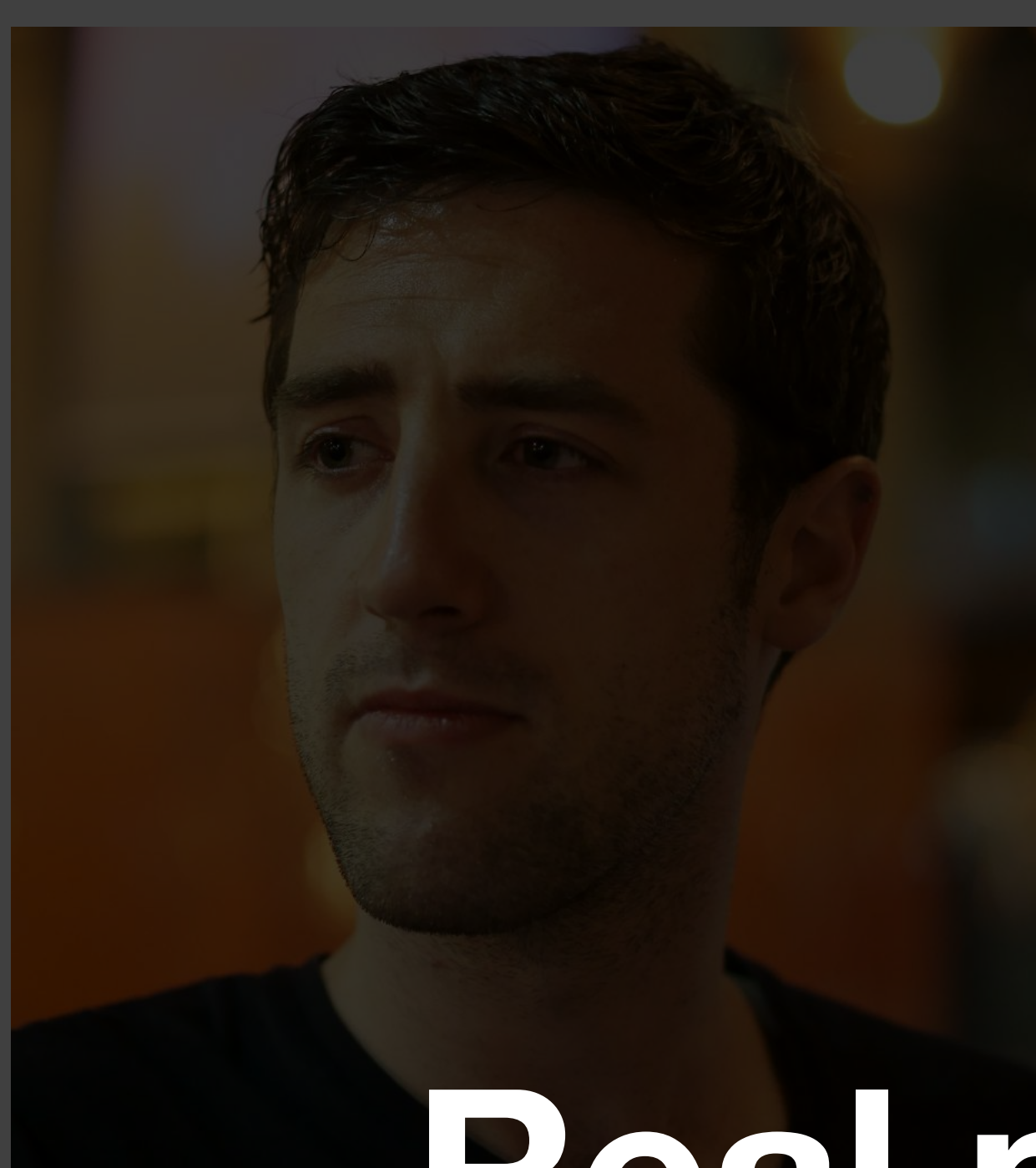
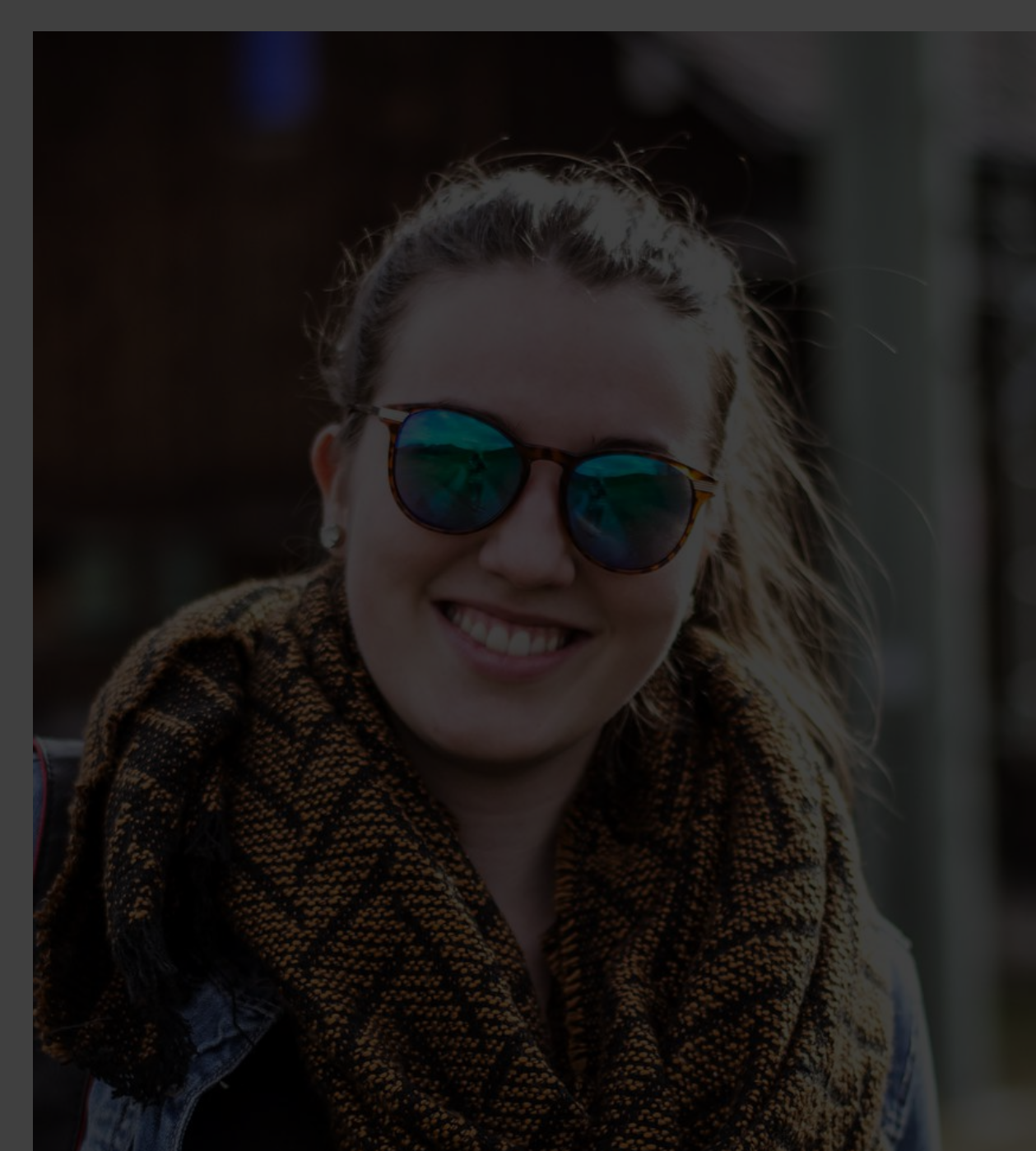
— Louis I. Kahn

How to benefit both users
and organizations?

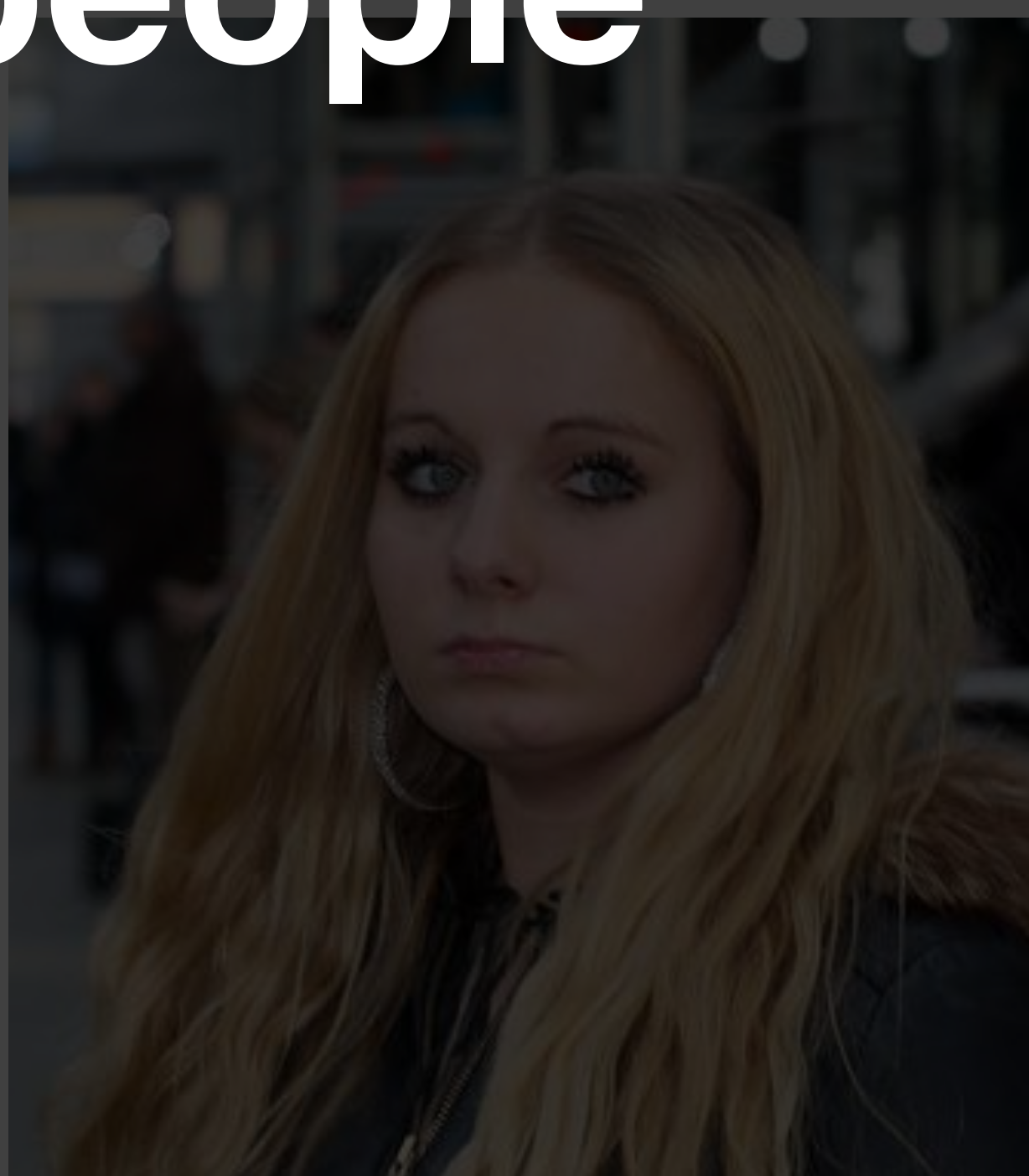
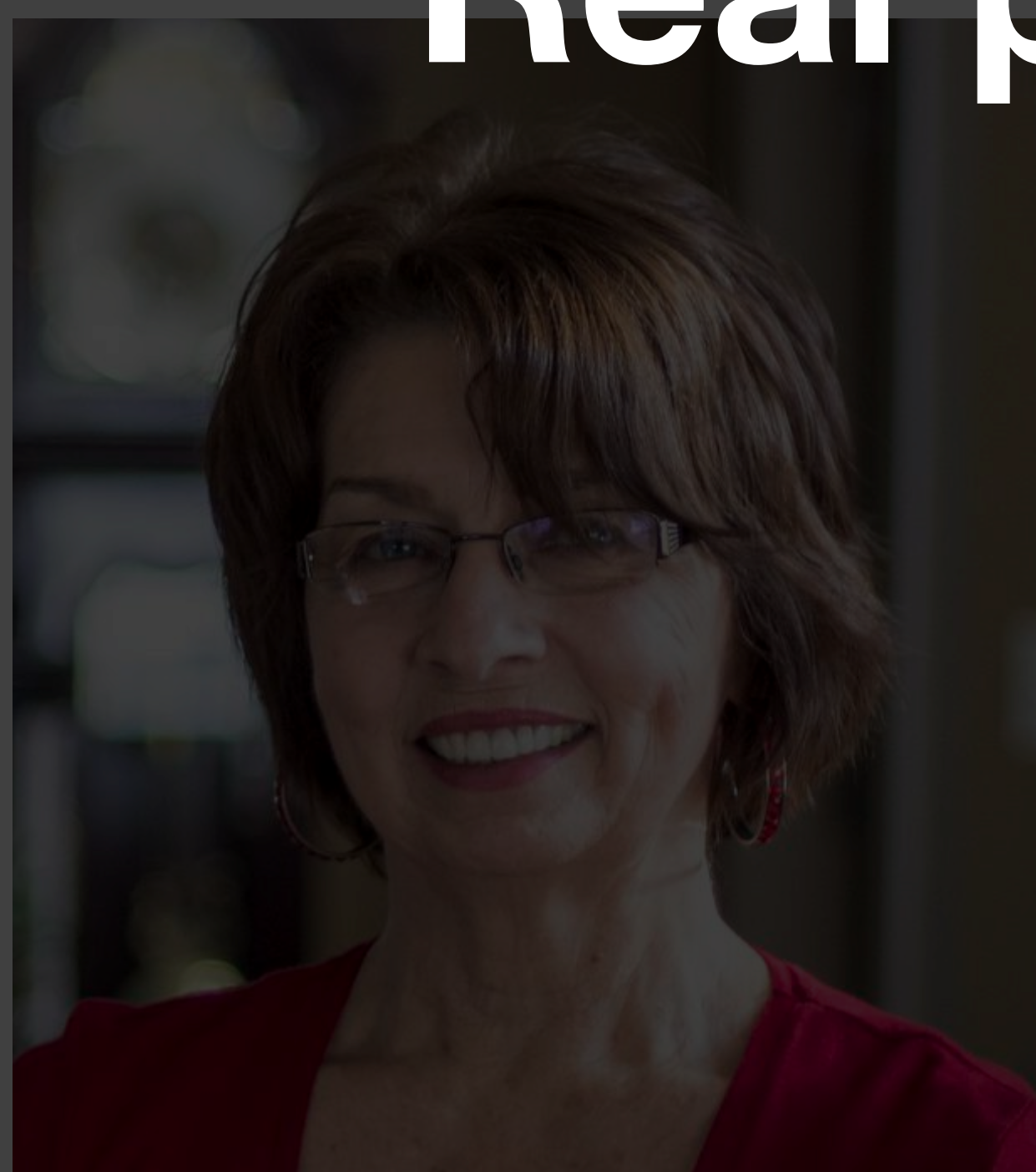
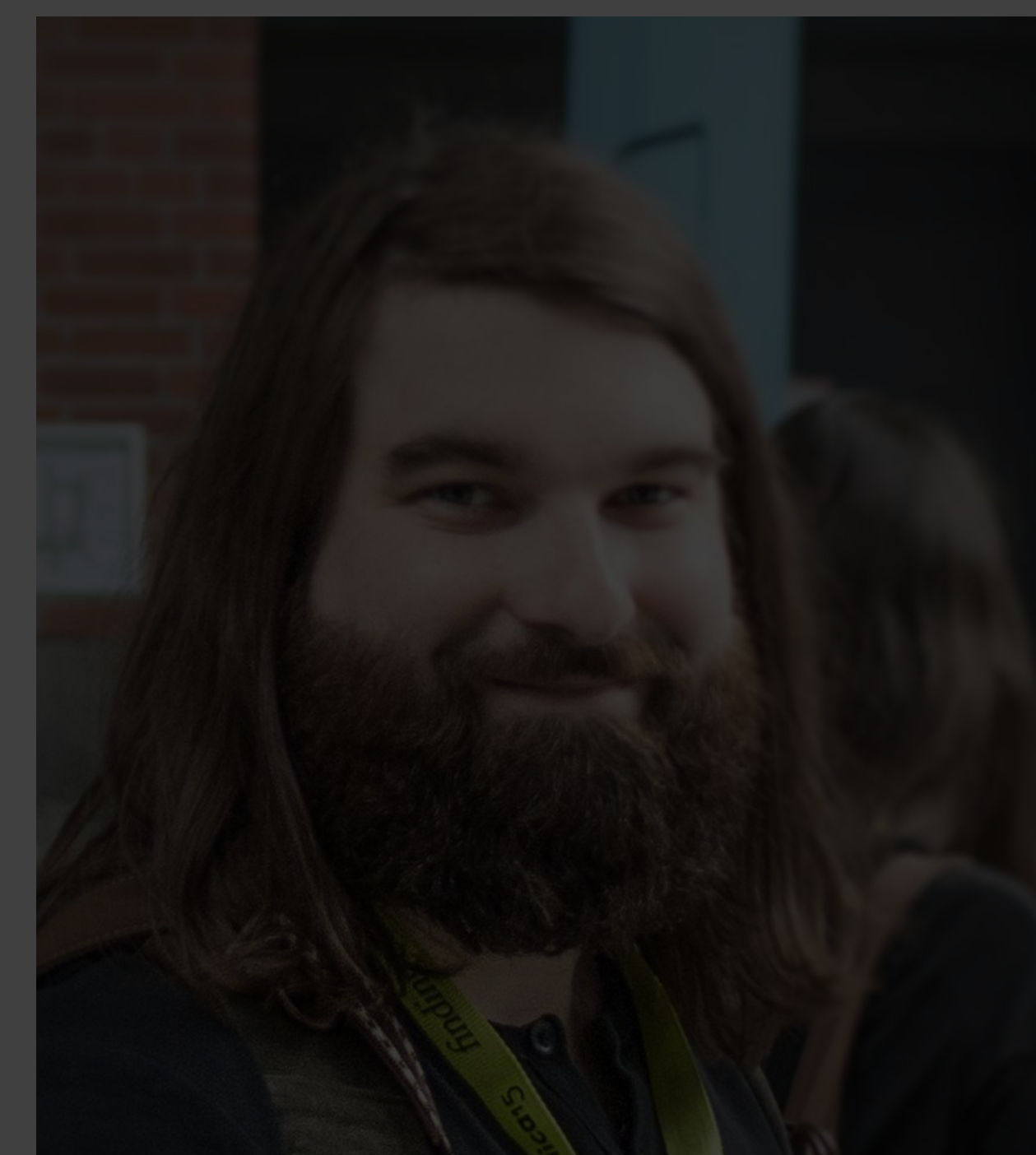
We want to know the **motivations** of our users and also of key people in the organizations.

In particular, their **mental models** in dealing with problems





Real people



How to benefit both users
and organizations?
Scope Canvas

Scope Canvas

Proyecto: _____



♥ Purpose

Proyecto: _____



♥ Purpose

Purpose is at the heart and defines the motivation of your team to carry out the UX project. What makes this worthwhile? What moves them and motivates them?

The Purpose is always a balance between your objectives as an organization and the needs of your users. It is added value for everyone.

- ✓ More time for our customers.
- ✓ That any home can be energy efficient.
- ✗ To be leaders in the digital world.
- ✗ Be part of the start-up phenomenon

Needs

Proyecto: _____



✓ Needs

The needs of our users are the next most basic and important step for a successful UX project. What unmet problems or opportunities have the potential to satisfy?

At this point is where the team will spend the most time on the ground, researching, talking to users, analyzing data and coming into contact with undiscovered pains, needs and opportunities.

- ✓ Save time by paying bills.
- ✓ Save energy in an entertaining way.
- ✗ A mobile app to pay your bills.
- ✗ Save energy through a game.

🎯 Goals

Proyecto: _____



🎯 Goals

Now it's time to go back inside the organization. Ask yourself what you want to achieve with this project. What is the reason you are investing money, time and energy in this? What is the priority for the business?

The objectives can be specific improvements (reducing the time to complete a task, increasing conversions) or global consumer satisfaction. The important thing is that they must satisfy a concrete need of the organization, and at the same time be measurable.

- ✓ Reduce average time to purchase by at least 50%.
- ✓ 10,000 active and recurring users within a year.
- ✗ Increase engagement.
- ✗ More respect for the environment.

⚡ Actions

Proyecto: _____



⚡ Actions

What specific user actions involve conversion? How do we know that users are seeing their needs met? Both questions must be answered at the same time: if we only focus on conversion and set aside the needs of users, they will eventually abandon the product.

Actions are objectively observable, as if we were looking at them through a video camera. They are translated into a concrete and direct action executed on the product or service.

- ✓ Order.
- ✓ Use the energy saving simulator.
- ✓ Buy :)

- ✗ Improve your order management.
- ✗ Be more responsible with energy consumption.

Metrics

Proyecto: _____



Metrics

What do we measure to see if we're doing well? Metrics allow us to quantify the return on investment of the UX project for the business. They can be qualitative or quantitative. Not everything is Analytics and hard data; satisfaction surveys or usability metrics like SUS can help. If you don't find an existing metric that works for you, create one.

Focus on measuring the specific success of the UX project. Although it hurts, focus on what the project is really capable of changing. And avoid the Vanity Metrics: those that look very nice, but really do not measure anything. Measure the satisfaction and loyalty of your customers.

- ✓ Recurrent use
- ✓ Time to complete a task
- ✓ % of total users completing a process
- ✓ Number of support requests

- ✗ Visits (unless your business model depends on impressions)
- ✗ Social network followers
- ✗ Likes, retweets or any other isolated social metrics
- ✗ Rankings, awards, press mentions and other Vanity Metrics

How to go deeper?

On the one hand, we can do
user research to consolidate
what we know about our
audience.

Interviews

Mini interview process

1. Define what we want to know,
2. Ask people about **what they already did**,
(we look for behaviors, not hypothetical interest)
3. Shut up and let people talk

In their stories we can find
behavioural patterns that help us
understand the context.

Ethnographic research

- Observation in situ (*shadowing*)
- Dairy studies

Usability evaluations
(with thinking aloud) of our product
or the competitor's product

On the other hand, we can **know the vision and motivation of who is undertaking**, as well as the status of the project.

11 Questions

to know the context of people
in organisations

1. What is the problem or need that you are aiming to solve for your clients, with your product or service?

2. What are the Key Performance Indicators (KPI's) to have in mind?
How 'success' looks like in this project?

3. What is the benchmark? What are top-of-the-line products that we can look into to inspire our work?

4. Who are the final users of the product or service that we are set to create together?

5. Who is the responsible for the project result? This is the person which will be in condition of taking risks and decisions (like in Highlander movie, “there can only be one”).

6. Is there any technological limitation that we need to have in mind when thinking of this project implementation?

7. In which stage of the project we are? How long has been this project around?

8. When this project will be finished?

9. Is there any roadmap for the project? (Tip: A Gantt Chart will do it)

10. Is there any particular deliverable that you are looking for?

11. What is the budget for this project?

1. Strategy: idea mapping
2. Discovery: exploration
3. Design: create/change things

Design
≠
Graphic Design

Industrial Design
Editorial Design
Design of software architectures
Interface Design
Apparel Design
Interaction Design
Database Design
Interior Design
Strategic Design
Information Design
API Design
Graphic Design

User-Centered Design

ISO 9241-210

Ergonomics of human-system interaction -- Part 210: Human-centred design for interactive systems

- The design is based upon an explicit understanding of users, tasks and environments.
- Users are involved throughout design and development.
- The design is driven and refined by user-centred evaluation.
- The process is iterative.
- The design addresses the whole user experience.
- The design team includes multidisciplinary skills and perspectives.

Thank you

Material

User experience is strategy, not design

It's great to build something tangible, but that is no longer "user experience" - it's just one of many activities that, in sum, fulfill on a user experience strategy.

peterme.com/user-experience-is-strategy-not-design

Scope Canvas

A free tool designed as the backbone of User Experience and Service Design projects.

scopecanvas.com

11 Questions to Start a UX Project

A step-by-step guide to make UX Design work from the first meeting.

marianogoren.com/11qux

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