

Importance of User Experience & How to Achieve A Great One

Presented by:

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On-Site

User Experience Designer

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PHX



2013



Steve Berry

Thought Merchants

UX / UI / Design

www.thoughtmerchants.com

@thoughtmerchant

I work with start-ups & emerging companies.



JOHANNES LEONARDO





G A M E S

G A M E S



Hawkshot (1) [E]
No Cost 60 sec Cooldown
Passive: Ashe gains 1 extra gold whenever she kills a unit.
Active: Ashe animates a hawk to scout for her, revealing terrain as it flies toward target location.
Next Level - click to level-up or press [Ctrl-E].
Bonus Gold 1 -> 2
Range 2500 -> 3250

Ashe

87	0	0.912	300	39	30
1689					

Q	W	E	R	Summoner 1	Summoner 2
570 / 1027					
210 / 549					



LEAGUE of LEGENDS

HARRY'S

WARBY PARKER
eyewear



THIS TIME IT'S PERSONAL

Engrave the Winston with up to three letters
to make it yours (or anyone else's)

[SHOP NOW ▶](#)



FEATURED PRODUCTS

GERMAN BLADES. ERGONOMIC HANDLES. MOISTURIZING CREAM.





On-Site



Agents



Renters

Great Experience Must:

✓ Delight

✓ Get out of the way

✓ Improve process

Sooooooooo...
User Experience?

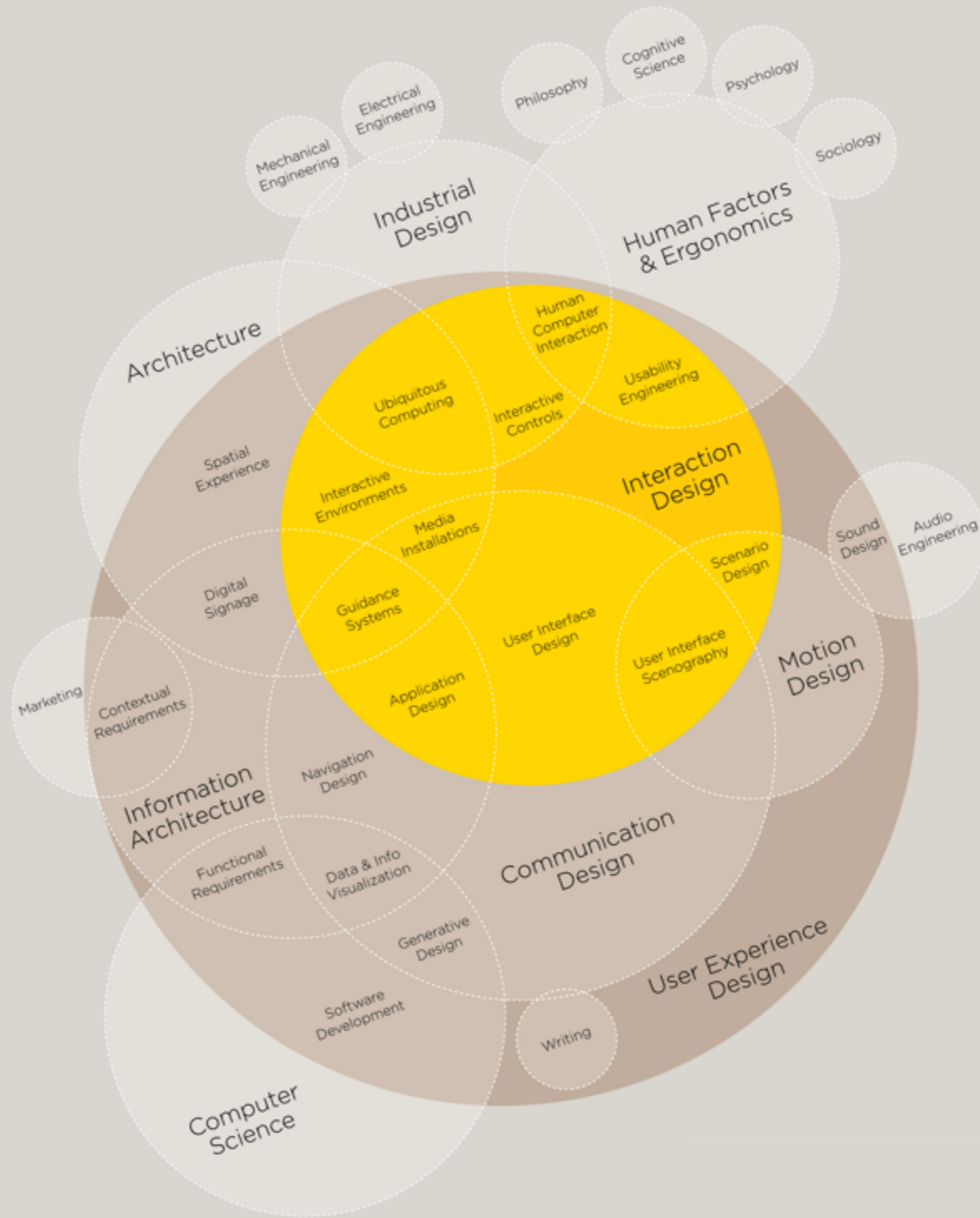
User Experience = UX

“User experience” encompasses all aspects of the end-user’s interaction with the company, its services, and its products.

— Nielsen Norman Group

<http://www.nngroup.com/articles/definition-user-experience/>



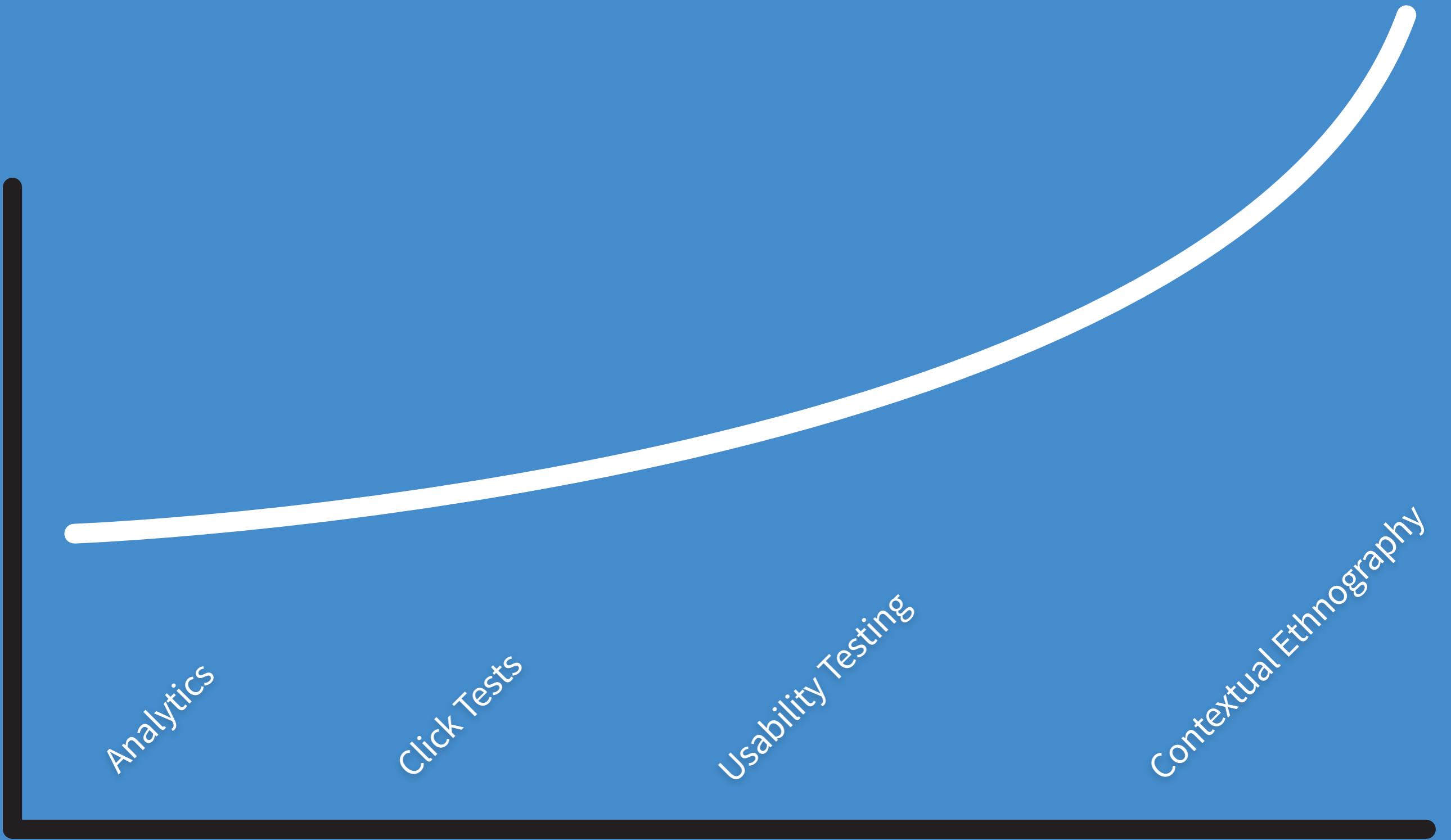


**How do we use these
disciplines to create
better experiences?**





**We ~~watch~~ our users
study**

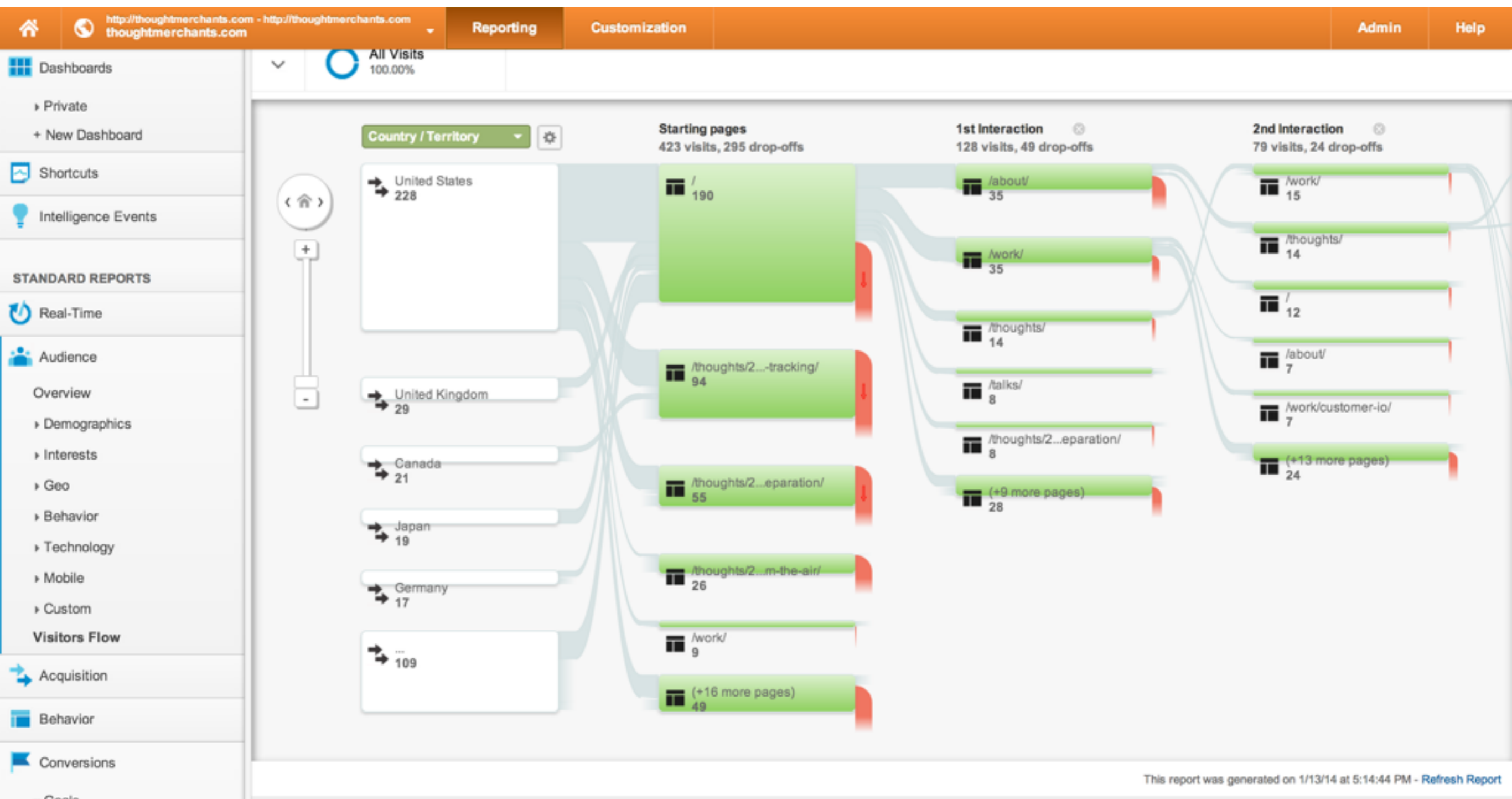


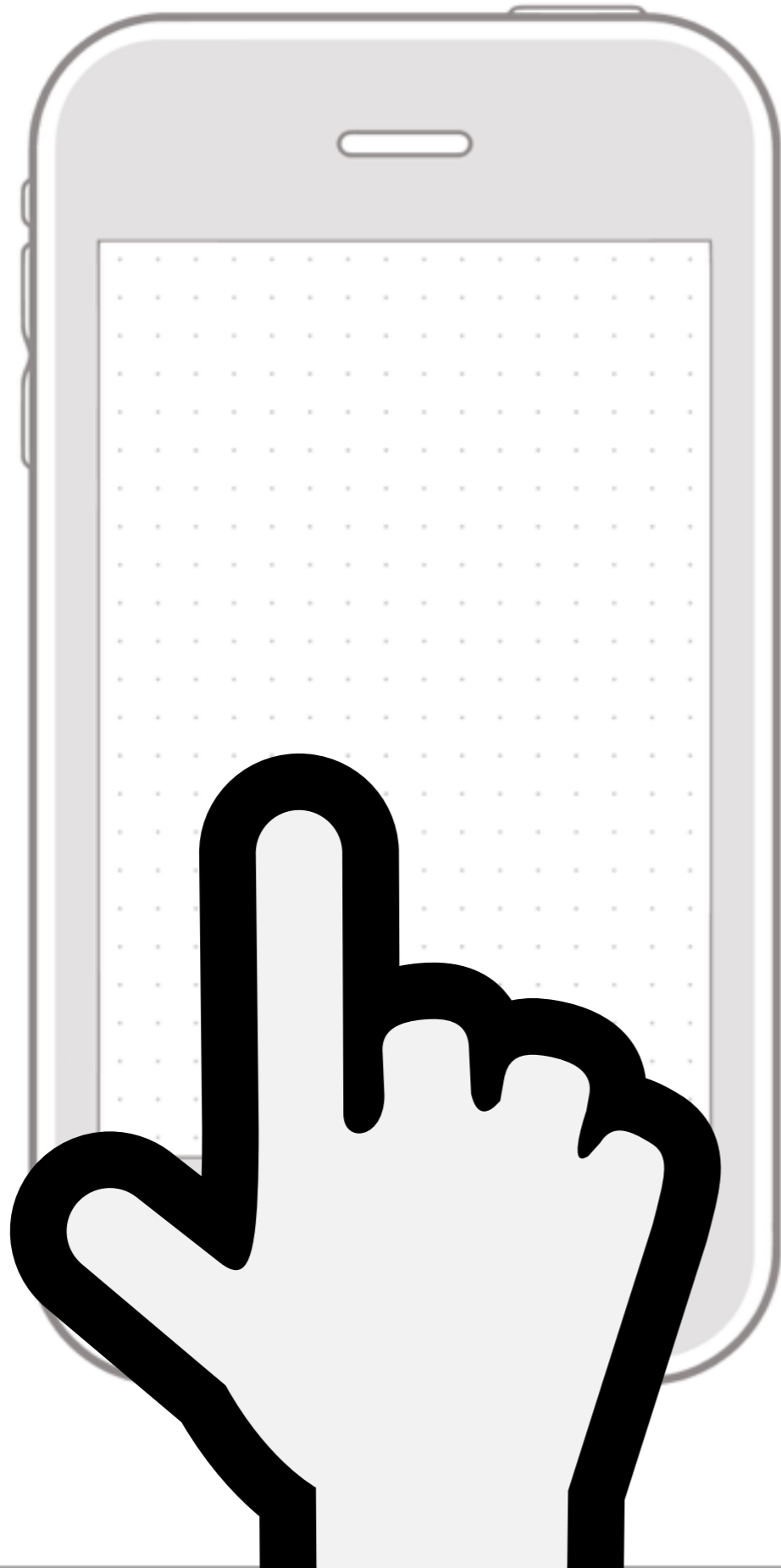
**Very Simple
Low Touch**



**Highly
Immersive**

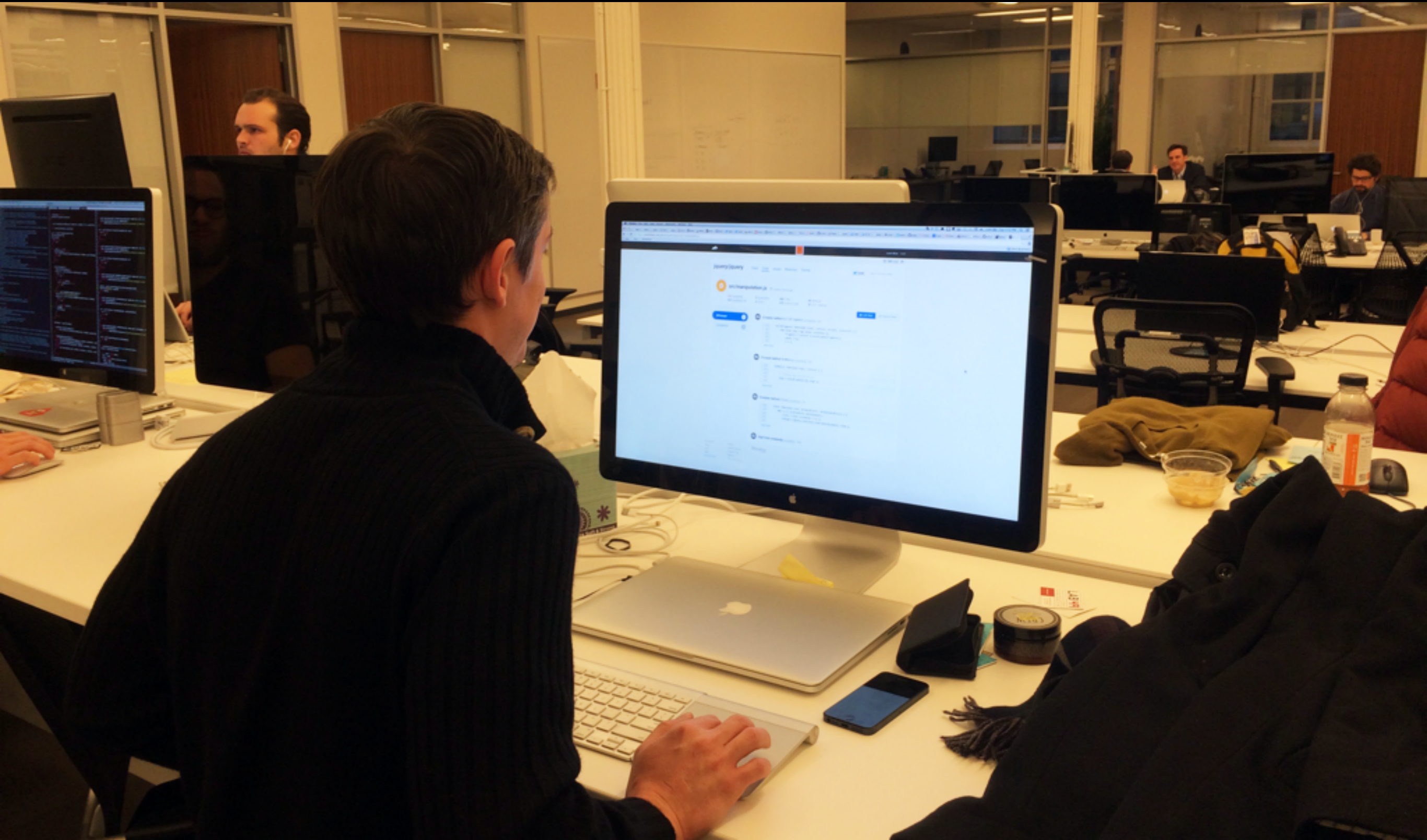
Analytics





Click Tests

Usability Testing



Moderator



User





Roll over image to zoom in

Backcountry Access Tracker DTS Avalanche Beacon

by Backcountry Access
★★★★★ 3 customer reviews

Price: \$239.95

Note: Free shipping when purchased from GearX. Not eligible for Amazon Prime.

Only 9 left in stock.
Ships from and sold by GearX.

Size: One Size

- Backcountry Access
- Stay on the right path - revolutionary dual antenna technology follows a flux line directly to the buried transceiver
- When receiving equal signal strength, the antennas mounted perpendicular to each other on the tracker case create an "X" shape and the center search light illuminates when pointing toward the strongest signal
- Forget traditional "grid" and "tangent" searching, dual receiving antennas can be significantly faster for both novices and experts

Qty: 1

\$239.95 + Free Shipping
In Stock. Sold by GearX

Add to Cart

or 1-Click Checkout

Buy now with 1-Click®

Ship to:

Steve Berry c/o P- New York

Add to Wish List

More buying choices

Mountain Gear Add to Cart
\$239.95 + Free Shipping

Bicycle Outfitters Indy Add to Cart
\$284.00 + Free Shipping

Task List

A dark blue document icon with a folded top-right corner, containing a task list.

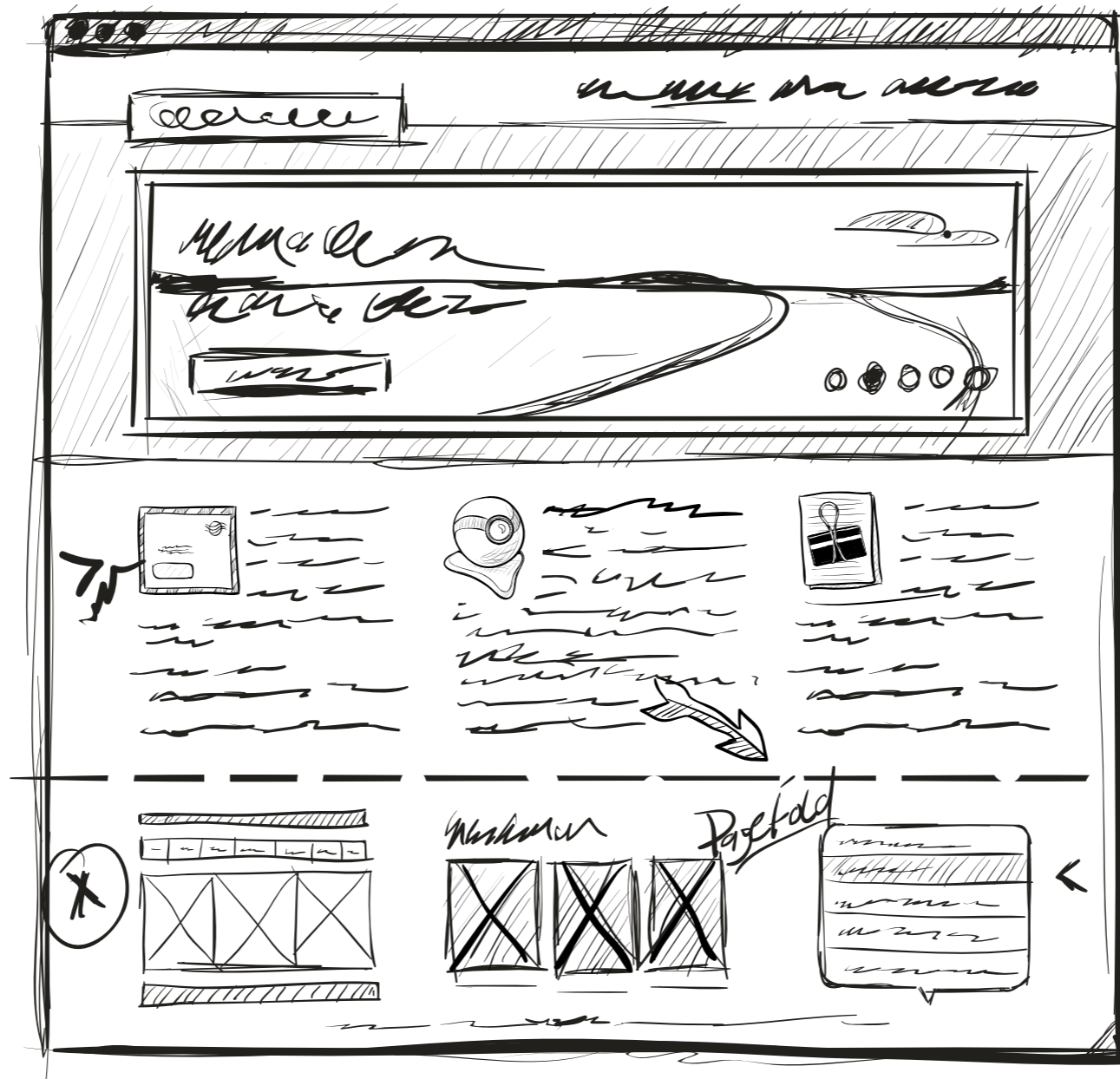
- 1
- 2
- 3

Ethnography



Why?

Making products for the web is hard work.





We all suffer from the Malkovich Bias.

The tendency to believe that everyone
uses the web like you do.



**Let's Validate
an Idea!**

Flight Check-in!



Eagle Air



Beagle Air

Go to: uxmachine.com/retreat





10 Seconds Remaining

Phones Away

The Experiences



Beagle Air



BEAGLEAIR

Under federal guidelines you are required to check in to your flight before you are able to board. Please understand these FAA guidelines before proceeding any further. By our records we have you booked on a flight from PHX413 on 2014-01-17.

PLEASE CHECK INTO YOUR FLIGHT AT YOUR EARLIEST CONVENIENCE.

YOUR NAME SHOULD READ: JOHN D DOE JR

YOUR RESERVATION IS AJD2938

[CANCEL](#) | [NEXT](#)



BEAGLEAIR

Now is the time we would like for you to confirm your seating assignment. Take this time now to verify that is the seat you selected at the time of ticket booking. During check-in we will not be able to change your seat unless there is a less than empty flight.



SEAT 18A
[CONFIRM >](#)

Government taxes and fees are subject to change after purchase.
Ticket is non-transferable.
Ticket is non-refundable.
You must contact US Airways on or before your scheduled departure to cancel any or all of your flights. If you don't, your entire itinerary will be cancelled and there may be no remaining value to use toward another ticket.
Any change to this reservation, including flights, dates, or cities, is subject to a fee per passenger (according to the rules of the original fare). The new itinerary will be priced at the lowest available published fare at the time of change, which may result in a fare increase.
Ticket expires one year from original date of issue. Unflown value expires one year from original date of issue.

[ABOUT BEAGLE AIR](#) | | [YOUR NEXT FLIGHT](#)



BEAGLEAIR

Congratulations on completing the rest of the forms. We are very happy to have you as a customer today. Please keep in mind that our customers are how we pay our paycheck, so we want to keep our service to you top of mind at all times.

At this time please confirm you have read our entire terms of service before checking into your flight today. Without accepting the terms of service we cannot allow you to board the plane at this time due to federal regulations.

[VERIFY YOUR ACCEPTANCE OF TERMS FOR FLIGHT DEPARTING TODAY](#)

TERMS OF SERVICE

The following terminology applies to these Terms and Conditions, Privacy Statement and Disclaimer Notice and any or all Agreements: "Client", "You" and "Your" refers to you, the person accessing this website and accepting the Company's terms and conditions. "The Company", "Ourselves", "We" and "Us", refers to our Company. "Party", "Parties", or "Us", refers to both the Client and ourselves, or either the Client or ourselves. All terms refer to the offer, acceptance and consideration of payment necessary to undertake the process of our assistance to the Client in the most appropriate manner, whether by formal meetings of a fixed duration, or any other means, for the express purpose of meeting the Client's needs in respect of provision of the Company's stated services/products, in accordance with and subject to, prevailing English Law. Any use of the above terminology or other words in the singular, plural, capitalisation and/or he/she or they, are taken as interchangeable and therefore as referring to same.

[ABOUT BEAGLE AIR](#) | | [YOUR NEXT FLIGHT](#)



Eagle Air

EA **EAGLE AIR**
Flight check-in

Please check in to your flight:

Reservation Number

ABD2983

Name on Ticket

John Doe

Next

**EA** **EAGLE AIR**
*Flight check-in***EAX Flight 989***4:45pm PHX > YVR*

Seat 18A - Economy



Confirm Seat

**EA** **EAGLE AIR**
*Flight check-in***Review Itinerary**

EAX Flight 989

Departing Friday January 17, 2014 at
4:45pm Mountain Time from PHXArriving Friday January 17, 2014 at
6:20pm Pacific Time at YVR

Seat 18A - Economy

Check In



The Test


Tests running for a week.

Over 200+ unique responses

50 / 50 split male / female.



Beagle Air



BEAGLEAIR

Under federal guidelines you are required to check in to your flight before you are able to board. Please understand these FAA guidelines before proceeding any further. By our records we have you booked on a flight from PHY413 on 2014-01-17.


PLEASE CHECK INTO YOUR FLIGHT AT YOUR EARLIEST CONVENIENCE.

YOUR NAME SHOULD READ: JOHN D DOE JR

YOUR RESERVATION IS AJD2938


[CANCEL](#) | [CHECK IN](#)

87% Completion
22s

BEAGLEAIR

Now is the time we would like for you to confirm your seating assignment. Take this time now to verify that is the seat you selected at the time of ticket booking. During check-in we will not be able to change your seat unless there is a less than empty flight.




SEAT 19A

Government taxes and fees are subject to change after purchase.
Ticket is non-transferable.
Ticket is non-refundable.
You must contact US Airways on or before your scheduled departure to cancel any or all of your flights. If you don't, your entire itinerary will be cancelled and there may be no remaining value to use toward another ticket.
Any change to this reservation, including flights, dates, or cities, is subject to a fee per passenger (according to the rules of the original fare). The new itinerary will be priced at the lowest available published fare at the time of change, which may result in a fare increase.
Ticket expires one year from original date of issue. Unflown value expires one year from original date of issue.

[ABOUT BEAGLE AIR](#) | | [YOUR NEXT FLIGHT](#)

57% Completion
10s

BEAGLEAIR

Congratulations on completing the rest of the forms. We are very happy to have you as a customer today. Please keep in mind that our customers are how we pay our paycheck, so we want to keep our service to you top of mind at all times.

At this time please confirm you have read our entire terms of service before checking into your flight today. Without accepting the terms of service we cannot allow you to board the plane at this time due to federal regulations.

[VERIFY YOUR ACCOUNT AND YOUR FLIGHT DEPARTING TODAY](#)

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[ABOUT BEAGLE AIR](#) | | [YOUR NEXT FLIGHT](#)

70% Completion
8s

EA EAGLE AIR
Flight check-in

Please check in to your flight:

Reservation Number

ABD2983

Name on Ticket

John Doe

Next


82% Completion
10s



EA EAGLE AIR
Flight check-in

EAX Flight 989
4:45pm PHX > YVR

Seat 18A - Economy



Confirm

99% Completion
4s



EA EAGLE AIR
Flight check-in

Review Itinerary
EAX Flight 989

Departing Friday January 17, 2014 at
4:45pm Mountain Time from PHX

↓

Arriving Friday January 17, 2014 at
6:20pm Pacific Time at YVR

Seat 18A - Economy

Check

100% Completion
4s

Results



Eagle Air

81% success
~16 seconds



Beagle Air

35% success
~34 seconds

HARRY'S



Manhattan

New York

Central Park

Astoria Park

Hoboken

Lower Manhattan

Battery Park

Williamsburg

Maria Hernandez Park

Secaucus

Union City

West New York

Guttenberg

East Harlem

Lincoln Square

Upper East Side

Midtown West

Midtown

Turtle Bay

Chelsea

Murray Hill

Long Island City

Sunnyside

Woodside

North

West Village

Stuyvesant Town

Washington Square Park

The Waterfront

Paulus Hook

East Williamsburg

Ridgewood

Brooklyn Heights

Dumbo

Park Ave

Bushwick

Dekalb Ave

Gates Ave

Halsey St

Palisade Ave

5th Ave
Park Ave

36th Ave

20th Ave

Ditmars Blvd

35th Ave

Roosev

69th St

Berry St

Grand St

municipaw Ave

Clerk St

County Rd

ark

y City

g

95

693

278

495

1

9

617

9A

25

139

78

278

495

278

278





Barber & Shop

The Shop

Shave Shop

Sharp Shop

Shaving Co.

Shave & Shop

Outpost



Base of Shop

The Shop

Shop Shop

Shop Shop

Shop Shop

Shop & Shop

Output



HARRY'S
CORNER
SHOP

A neighborhood barbershop from Harry's

64 MacDougal St., New York

Critical Path Interactions

Validation of Core Functionality



CLICK & DRAG TO SPIN



The Truman

\$10.00 (Includes handle & 1 blade)

The Truman's zinc alloy core and polymer coating provide substance, comfort, and control.

COLOR
Nautilus Blue



QUANTITY

1



ADD TO CART



FREE SHIPPING ON ALL HANDLES

+SHARE

View/Edit Cart

Item	Item Description	Quantity	Unit Price	Total Price
 	<p>THE TRUMAN</p> <p>● Nautilus Blue</p>	<input type="text" value="1"/>	<p>\$10.00</p>	<p>\$10.00</p>

ENTER YOUR COUPON CODE HERE

APPLY

CANCEL

SUBTOTAL:

\$10.00

CONTINUE SHOPPING

CHECKOUT

Sign In

NEW CUSTOMERS

GUEST CHECKOUT

Proceed to checkout, and you can create a Harry's account at the end.

[CONTINUE](#)

RETURNING CUSTOMERS

EMAIL

PASSWORD

[FORGOT YOUR PASSWORD?](#)

[SIGN IN](#)

LOGIN OR REGISTER



LOGIN OR REGISTER WITH FACEBOOK

The Results?



CLICK & DRAG TO SPIN

The Truman

\$10.00 (Includes handle & 1 blade)

The Truman's zinc alloy core and polymer coating provide substance, comfort, and control.


COLOR
Nautilus Blue



QUANTITY

1




 FREE SHIPPING ON ALL HANDLES

+SHARE

75%
13s

View/Edit Cart

Item	Item Description	Quantity	Unit Price	Total Price
	THE TRUMAN ● Nautilus Blue	1	\$10.00	\$10.00

ENTER YOUR COUPON CODE HERE

APPLY

CANCEL

SUBTOTAL:

\$10.00

CONTINUE SHOPPING

CHECKOUT

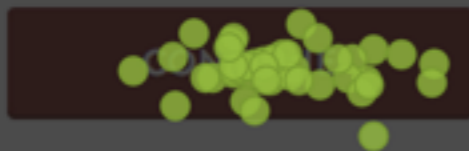
70%
5s

Sign In

NEW CUSTOMERS

GUEST CHECKOUT

Proceed to checkout, and you can create a Harry's account at the end.



RETURNING CUSTOMERS

EMAIL

PASSWORD

[FORGOT YOUR PASSWORD?](#)

[SIGN IN](#)

LOGIN OR REGISTER



LOGIN OR REGISTER WITH FACEBOOK

67%
3s





On-Site Test Lab

Help us design new features at On-Site by completing the design tests below.

Currently 2 tests in the lab:

Updating a Document

about 2 mins

[Start »](#)

Requesting a New Document

about 2 mins

[Start »](#)

Guest Cards

Follow Up List

All Guest Cards

All Follow Up Types

My Follow Ups

▼ 6 Today

September 9, 2013

Origin	Dupe?	Guests	Follow Up	Agent	Application
		Brandon Smith	by 2:15pm	You	
NEW		Christine Yu Daniel Yu	by 1:45pm	--	Start
		Marlon McCormack	@ 2:15pm	You	Start
		Jaime Bocanegra	@ 3:15pm	You	Start
		Joseph Dean	by 4:45pm	You	Start
		Mike Kenniston	@ 5:15pm	You	Start

▶ 9 Tomorrow

September 10, 2013

▶ 2 Thursday

September 11, 2013

▶ 4 Friday

September 12, 2013

Guest Card: Brandon Smith

Guest Info

Follow Up

Available Units


Guest Card: Brandon Smith

[Back to Follow Up List](#)

[Guest Info](#)

Follow Up

[Available Units](#)

 [Print](#)

 [Invite to Apply](#)

Next Follow-Up

 **Application Incomplete**

 **Call today by 1:15pm • (212) 512-5789**


[Log Email](#)

[Log Call](#)

[Log Walk-in](#)

[Log Appointment](#)

[+ Appointment](#)

 Received call, *just now*


Fred's wife Wilma is interested in the 2br because she just told Fred that BamBam is on the way. Show them the two bedroom.

 **Appointment scheduled** *yesterday @ 4:00pm*

Make sure to show both 1br and junior 1br.

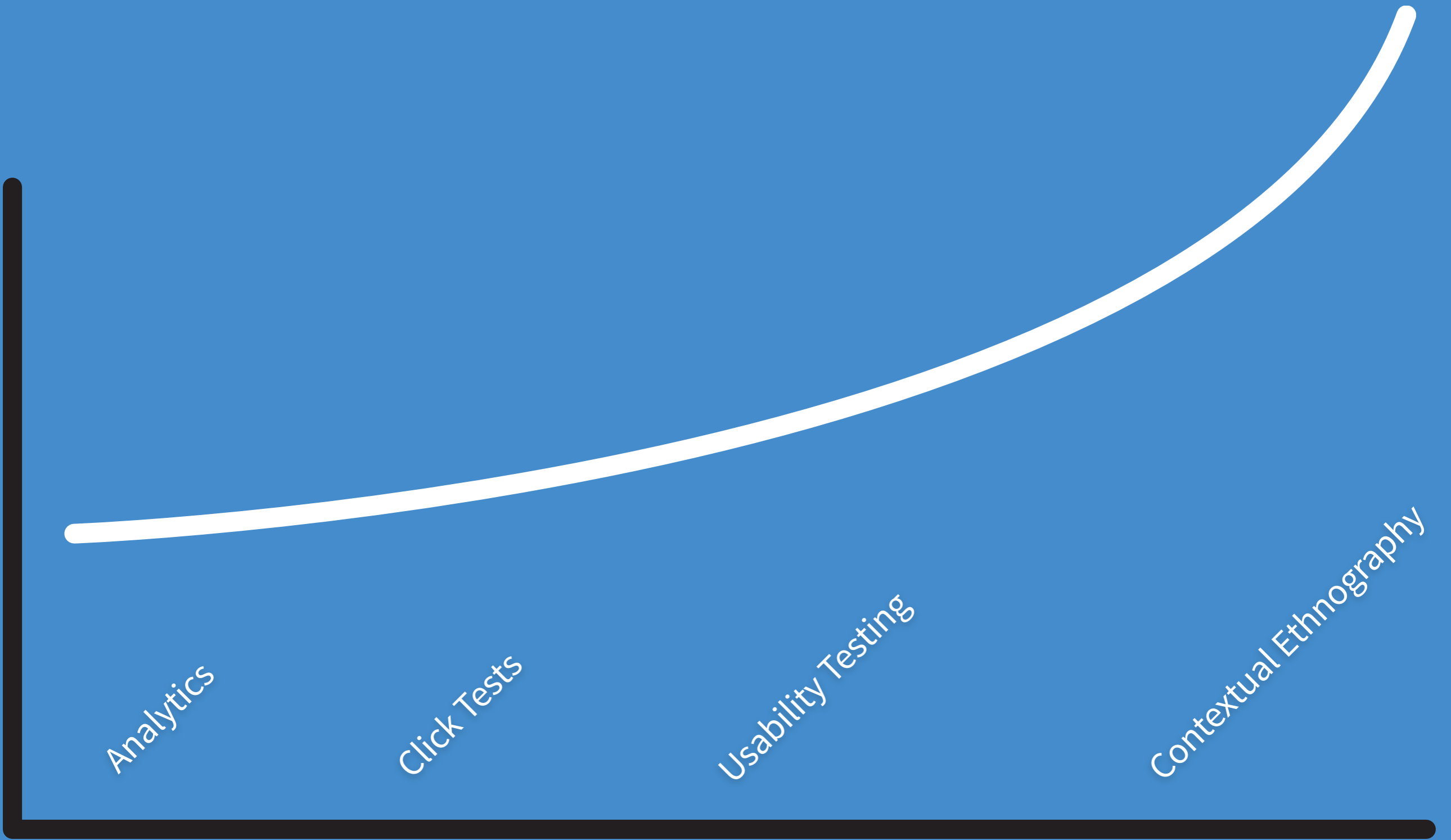
 **Emailed** *Friday (4/12/13)*

Answered questions about difference between 1br and junior 1br, requested a call.

 Received email, *Thursday (4/11/13) @ 8:30pm*

[Show](#)

[Back to List](#)



**Very Simple
Low Touch**



**Highly
Immersive**

meetup



Find
a Meetup Group

Start
a Meetup Group

SAVE
50%

THE AGILE EXPERIENCE DESIGN MEETUP

Home Members Sponsors Photos Pages Discussions ● More

Group tools My profile



New York, NY

Founded Jul 2, 2009

About us...

Members	2,186
Group reviews	44
Upcoming Meetups	1
Past Meetups	32
Our calendar	



Organizers:

Anders Ramsay, jonathanpberger,



Harry's - An Agile Success Story

Edit Cancel Copy Print ticket Export Tell a friend Share

Thursday, January 30, 2014
6:30 PM

Pivotal Labs
625 Avenue of Americas, 2nd Floor, New York, NY ([edit map](#))

Price: \$5.00/per person You owe: \$5.00
[Refund policy](#) [PAY ONLINE NOW](#)

To kick off the new year, we're going to look at a case study in how Agile methods were successfully applied to improve visibility and productivity, for a project team at Harry's (a men's grooming company), and how this over time led to company-wide adoption of Agile.

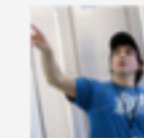
Steve Berry, from **Thought Merchants**, and members of **Harry's**, will offer multiple perspectives on how they successfully applied Agile thinking to their work.

Your RSVP: Yes

[CHANGE](#)

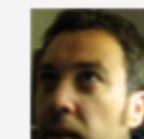
Tools

43 attending



Steve Berry
ASSISTANT ORGANIZER
EVENT HOST

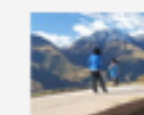
[Add an intro](#)



Anders Ramsay
ORGANIZER
EVENT HOST



Jonathan Berger
ASSISTANT ORGANIZER
EVENT HOST



Fatima Khan
Freelance UX &
Product Manager

**“Watching people use
the stuff you build is
the best way to
confront the
Malkovich Bias.”**

— Andres Glusman
VP Strategy, Product & Community
Meetup



Meetup



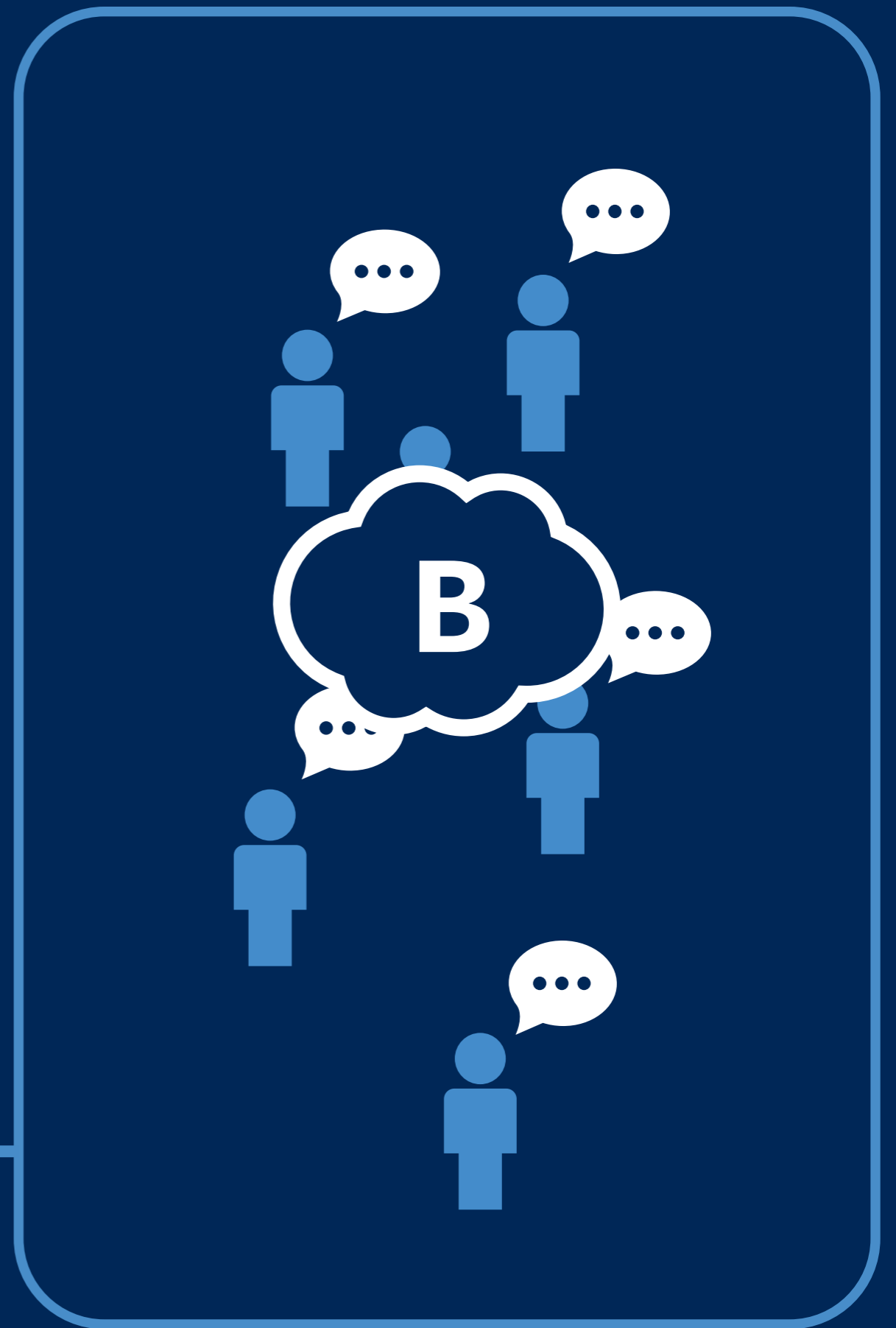


Moderator




User









Leasing agents?



NO



NOPE



Big Round of Testing Wrapped in December

8





TASK LIST

Overall Scenario

You are a leasing agent named Lucie Stern working at Lag Lakeside Apartments. You are going about your day-to-day in the leasing office, completing various tasks in On-Site. To log in, your username will be **Lstern**, and your password is **apartments1**.

Please visit <http://www.on-site.com/> to begin.

WEBSITES

Scenario

The community manager has asked you to make a few changes to Lag Lakeside's website. You have a list of the updates that need to be made.

Task 1

First up, the manager does not quite like the picture on the front page of the website. Change the picture to a different one that you think she will like. What are the colors that accompany this new picture?

Task 2

You were also sent some new photos of the Branner style floorplan. Add two of these new images to the website. How many photos does the Branner floorplan have now? (Files required for this portion are located on your Desktop, in the "Lag Lakeside Photos" folder.)

Task 3

Check out the two changes that you have made so far on the actual website. What is the web URL for Lag Lakeside's website?

Task 4

Lag Lakeside also recently had a new pool installed on the property. Add this to the amenities list. What are two other amenities already listed?

Task 5

With the winter season coming up, the leasing office will be closing an hour earlier on Monday, Wednesday, and Friday. Update the hours on the website. What are the office's hours on Saturday?

Task 6

Lastly, you need to modify the rents being showcased on the website. Increase the rents for the Serra style floorplan to be \$50 more. What is the current lowest available rent for the Gavilan style floorplan?

Task 1:

Change the image on the front page of your community's website.

Task 2:

**Check out the change by
visiting your website.
What is the URL?**

Dave



User



Insights:

Amenity widget is confusing

Resilient user is successful

Hypothesis:

**A checklist will
perform better than
an “add to” bucket.**



Start





Insiders



Sign up:
on-site.com/insiders

Text:
INSIDERS to 63-ONSITE-33
(636-674-8333)



2014?

Experience Must:

✓ Delight

✓ Get out of the way

✓ Improve process



Thanks

ON-SITE
USER RETREAT
⇒ 2014 ⇐

5:00pm Depart for Wrigley Mansion

5:15pm Sunset dinner & reception

8:00pm Shuttle back to hotel

8:15pm Marshmallow roast

Tomorrow

7:00am Breakfast

8:30am Session begins