User Experience: Designing for the User Journey

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Agenda

• Defining User Experience at Harvard
• User Experience Principles
• Learning about User Journeys
Defining User Experience
Definitions of User Experience

http://www.allaboutux.org/ux-definitions
Usability: ISO Definition

“The extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use.”

Product: Harvard Key
Specified user: Harvard Student
Specified goal: Setup 2-step authentication
Effectiveness: Student is successful
Efficiency: Two minutes or less
Satisfaction: Student is happy
Context of use: Registering for a course
User Experience
Encompasses the Entire
User Journey
Defining User Experience at Harvard

The totality of an end-user’s perceptions as they interact with a product or service, across all channels and devices, for all users.
User Experience Principles
Enterprise Architecture at Harvard

https://enterprisearchitecture.harvard.edu/
Enterprise Architecture at Harvard

Our Vision for Enterprise Architecture

Harvard University’s vision for enterprise architecture is to articulate and drive to common solutions, standards, and opportunities for alignment in order to reduce IT complexity and cost across the University and enable local innovation.
Enterprise Architecture at Harvard
Enterprise Architecture at Harvard

Enterprise Architecture
Developing a Unified Technology Vision for Harvard

THE ARCHITECTURE
Security
User Experience
Applications and Software Components
Middleware
Interoperation
Data
Infrastructure and IaaS
Networking

User Experience

USER EXPERIENCE PRINCIPLES

» Prioritize user impact in developing and selecting tools
» Optimize for the entire user journey and experience
» Incorporate user feedback throughout the process
» Ensure the accessibility and mobility of products
User Experience Principle #1

Prioritize user impact in developing and selecting tools

What this means:
Understand your users and their needs and make that a priority for design decisions.
User Experience Principle #2

Optimize for the entire user journey and experience

What this means:

Ensure that all touchpoints of the user journey are optimized for a great user experience across all channels and devices for all users.
User Experience Principle #3

Incorporate user feedback throughout the process

What this means:
Continually test designs with users to ensure effectiveness, efficiency, and satisfaction
User Experience Principle #4

Ensure the accessibility and mobility of products

What this means:

Make interactive systems equally operable by all:

• Regardless of circumstances or limitations
• On all common devices (computer, laptop, tablet, phone).
User Experience
Encompasses the Entire User Journey
The User Journey Method

• The journey
• The user and the product
• The user’s goal
• The method
• The output
  – Journey Map
  – Experience Map
The User Journey Method - Timeline
The User Journey Method - Wheel

Designing the Experience - Example WOW

Flight to NYC
Who?
Description: Richard is a tall, senior executive travelling as part of work

Use the Experience Icons:
- How can this be a positive experience?
- Make or break moment - what can we do to make sure consumers come back time and time again
- Where do we need data to help deliver the experience?

Before
- Heathrow express train to Airport
- check-in at Paddington train station
- receive tickets
- book tickets
- Contact travel dept.
- board plane
- safety procedures
- take off
- flight reconfirm flights back
- get to LEGO fresh
- driver checks into hotel for me
- met by driver
- business lounge for shower
- customs fast track
- luggage collection
- passport & immigration fast track
- short walk in airport
- disembark - reserve seat for return flight

After
- expedited security & passport checks for frequent flyers
- waiting to board plane in comfortable lounge
- 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

WOW
- board plane
- safety procedures
- take off
- flight reconfirm flights back
- get to LEGO fresh
- driver checks into hotel for me
- met by driver
- business lounge for shower
- customs fast track
- luggage collection
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The User Journey Method - Timeline
The User Journey Method - Complexity
The User Journey Method - Benefits

• Demonstrate the vision for the project
• Understand user behavior
• Identify possible functionality at a high level
• Define your taxonomy and interface
The Faculty Journey

• Primary activities and responsibilities
• Product adoption
• Product feedback
• Product opportunities
The Faculty Journey Map, Map Example
Summary

• Defining User Experience at Harvard
• User Experience Principles
• Learning about User Journeys
Next Steps

- Enterprise Architecture [https://enterprisearchitecture.harvard.edu/](https://enterprisearchitecture.harvard.edu/)
- The Harvard UX group website [http://tinyurl.com/harvarduxgroup](http://tinyurl.com/harvarduxgroup)
- Join the Harvard UX group mailing list and Slack group: email dorian_freeman@harvard.edu
- User Research Center at Lamont Library [http://urc.library.harvard.edu/](http://urc.library.harvard.edu/)
- Harvard Online Accessibility group website [http://accessibility.huit.harvard.edu/](http://accessibility.huit.harvard.edu/)
- IT Academy User Experience Foundations class [https://trainingportal.harvard.edu/](https://trainingportal.harvard.edu/)
- lyndaCampus at Harvard University [https://lynda.harvard.edu/](https://lynda.harvard.edu/)

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Thank you!