User Experience: Designing for the User Journey

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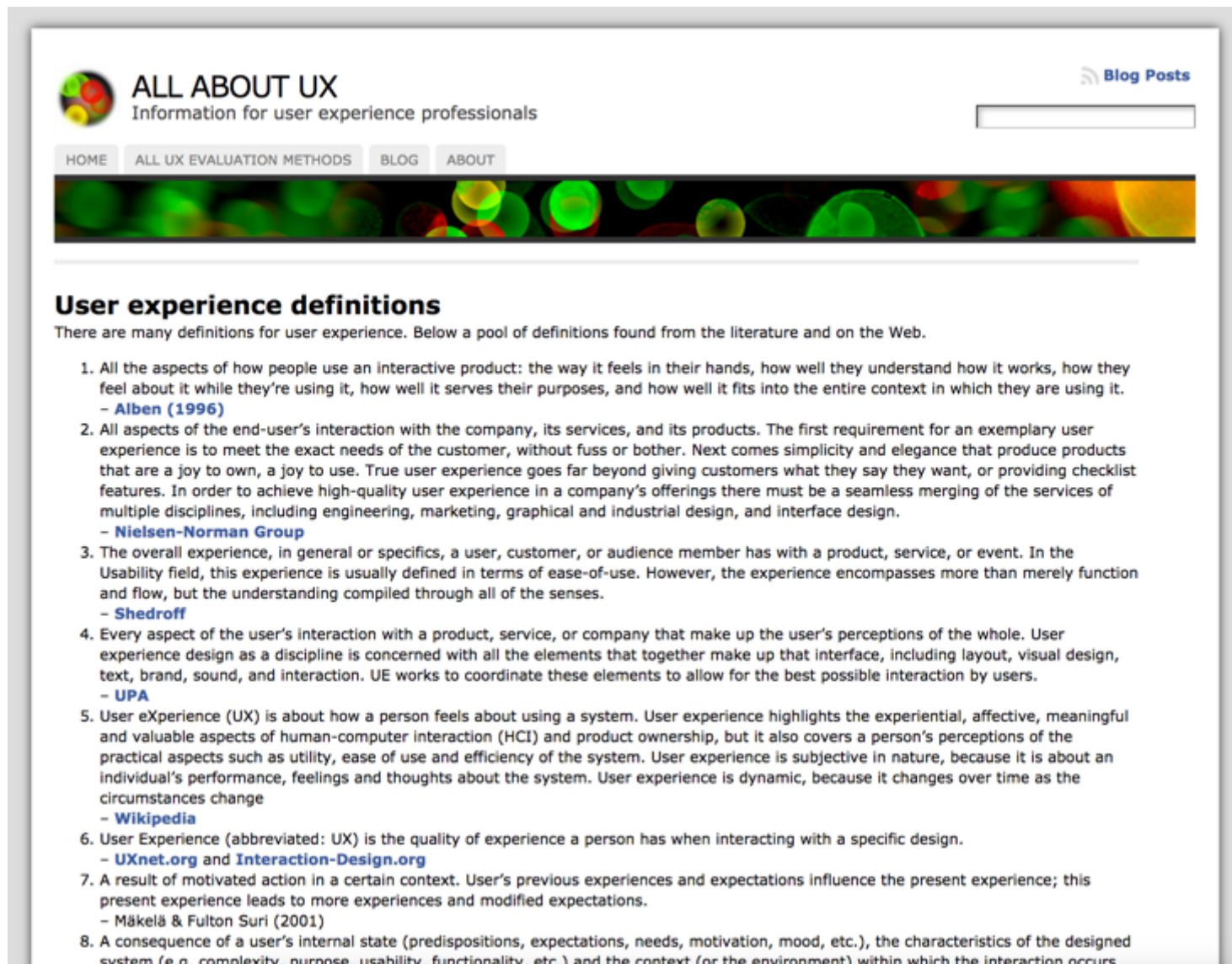June 8, 2017 | Thursday | 1:00 | Emerson 210

Agenda

- Defining User Experience at Harvard

- User Experience Principles

- Learning about User Journeys

Defining User Experience

Definitions of User Experience

ALL ABOUT UX
Information for user experience professionals

HOME   ALL UX EVALUATION METHODS   BLOG   ABOUT

User experience definitions

There are many definitions for user experience. Below a pool of definitions found from the literature and on the Web.

1. All the aspects of how people use an interactive product: the way it feels in their hands, how well they understand how it works, how they feel about it while they're using it, how well it serves their purposes, and how well it fits into the entire context in which they are using it.
   – **Alben (1996)**

2. All aspects of the end-user's interaction with the company, its services, and its products. The first requirement for an exemplary user experience is to meet the exact needs of the customer, without fuss or bother. Next comes simplicity and elegance that produce products that are a joy to own, a joy to use. True user experience goes far beyond giving customers what they say they want, or providing checklist features. In order to achieve high-quality user experience in a company's offerings there must be a seamless merging of the services of multiple disciplines, including engineering, marketing, graphical and industrial design, and interface design.
   – **Nielsen-Norman Group**

3. The overall experience, in general or specifics, a user, customer, or audience member has with a product, service, or event. In the Usability field, this experience is usually defined in terms of ease-of-use. However, the experience encompasses more than merely function and flow, but the understanding compiled through all of the senses.
   – **Shedroff**

4. Every aspect of the user's interaction with a product, service, or company that make up the user's perceptions of the whole. User experience design as a discipline is concerned with all the elements that together make up that interface, including layout, visual design, text, brand, sound, and interaction. UE works to coordinate these elements to allow for the best possible interaction by users.
   – **UPA**

5. User eXperience (UX) is about how a person feels about using a system. User experience highlights the experiential, affective, meaningful and valuable aspects of human-computer interaction (HCI) and product ownership, but it also covers a person's perceptions of the practical aspects such as utility, ease of use and efficiency of the system. User experience is subjective in nature, because it is about an individual's performance, feelings and thoughts about the system. User experience is dynamic, because it changes over time as the circumstances change
   – **Wikipedia**

6. User Experience (abbreviated: UX) is the quality of experience a person has when interacting with a specific design.
   – **UXnet.org** and **Interaction-Design.org**

7. A result of motivated action in a certain context. User's previous experiences and expectations influence the present experience; this present experience leads to more experiences and modified expectations.
   – Mäkelä & Fulton Suri (2001)

8. A consequence of a user's internal state (predispositions, expectations, needs, motivation, mood, etc.), the characteristics of the designed system (e.g. complexity, purpose, usability, functionality, etc.) and the context (or the environment) within which the interaction occurs

http://www.allaboutux.org/ux-definitions

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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
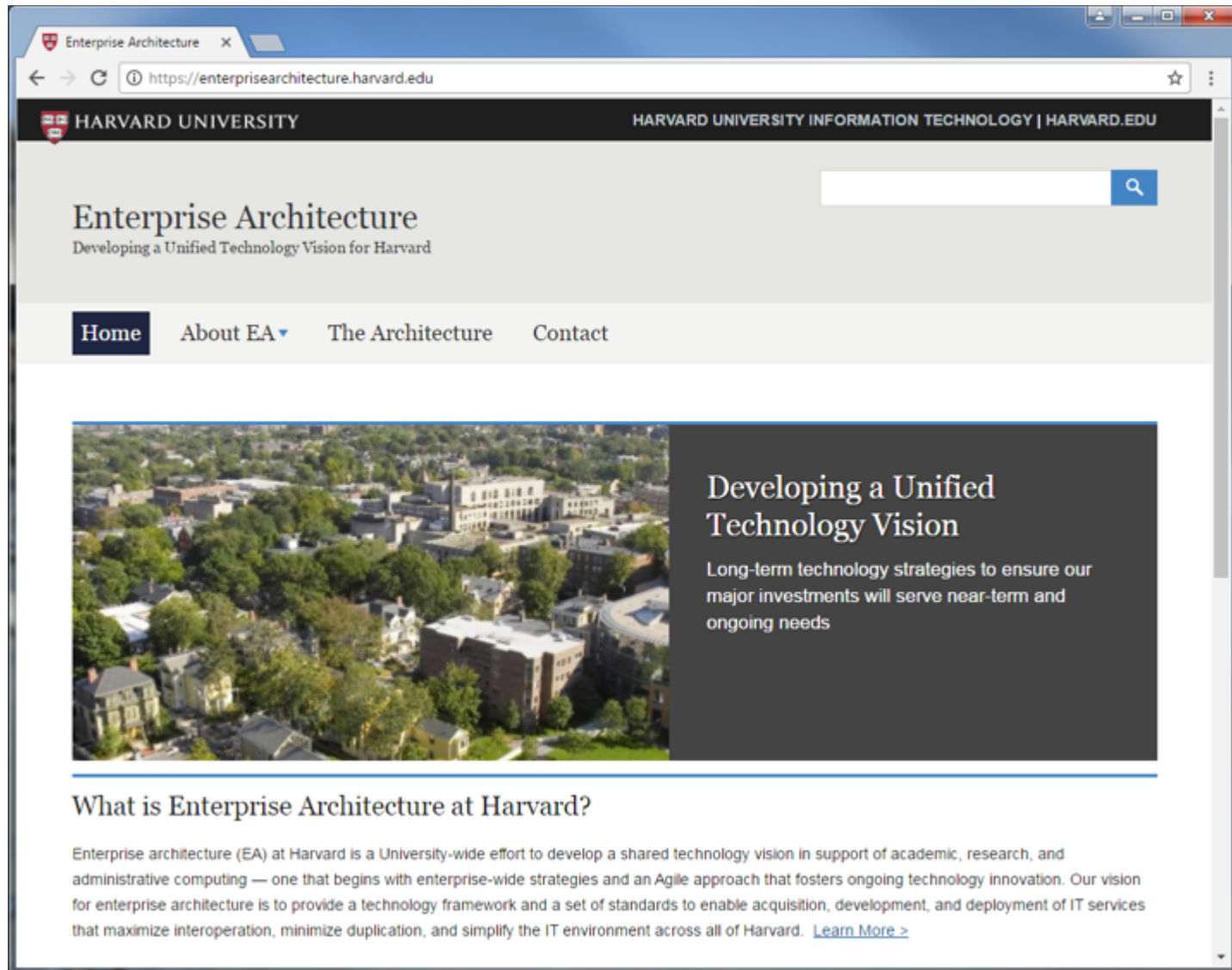
Defining User Experience at Harvard

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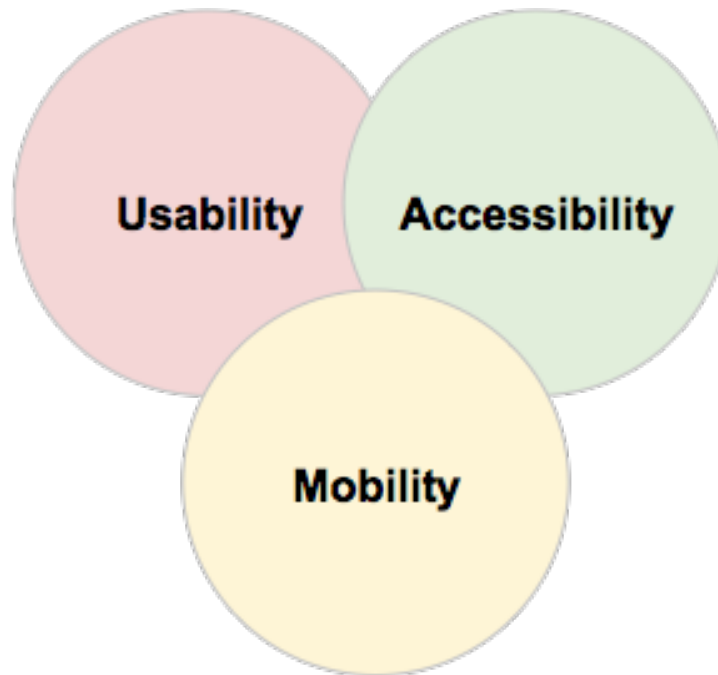
User Experience Principles
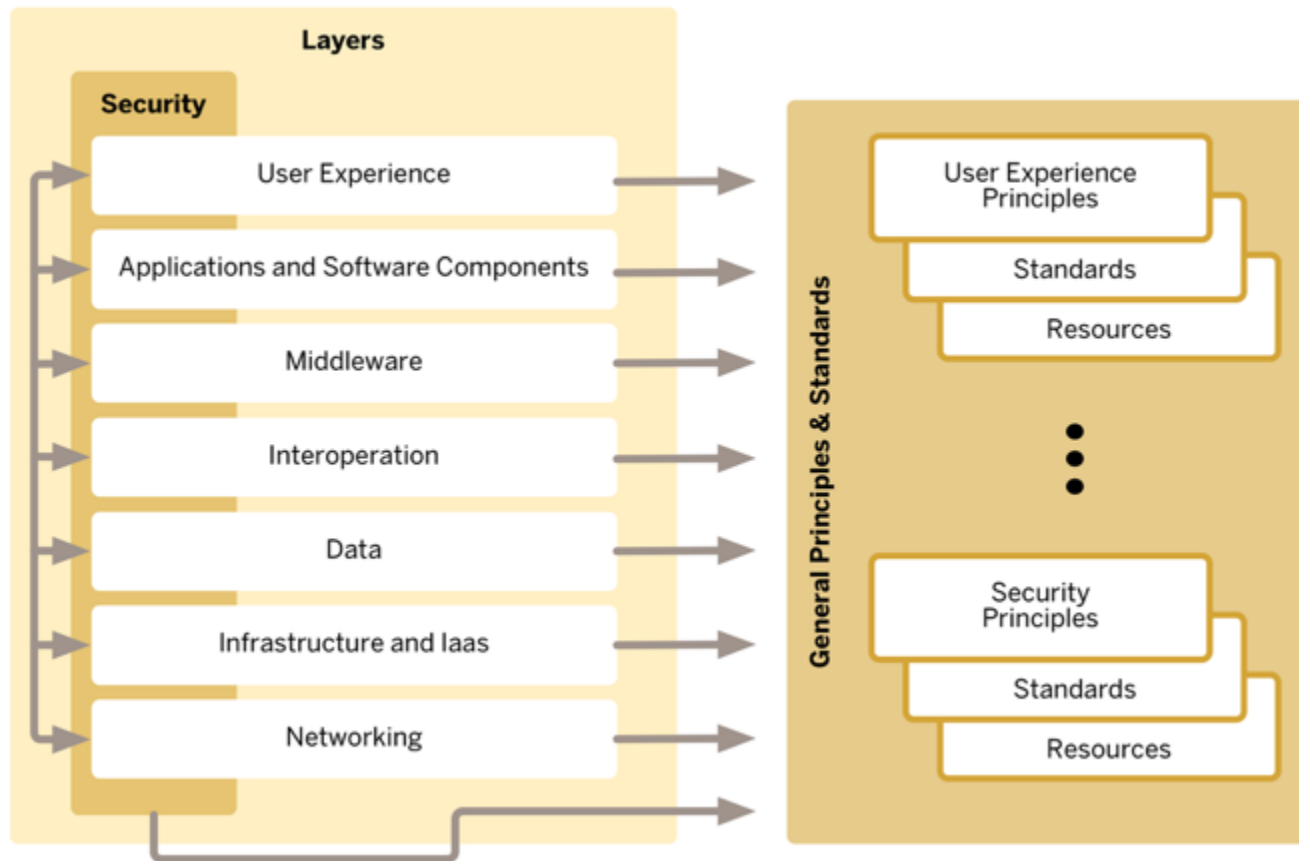
Enterprise Architecture at Harvard

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
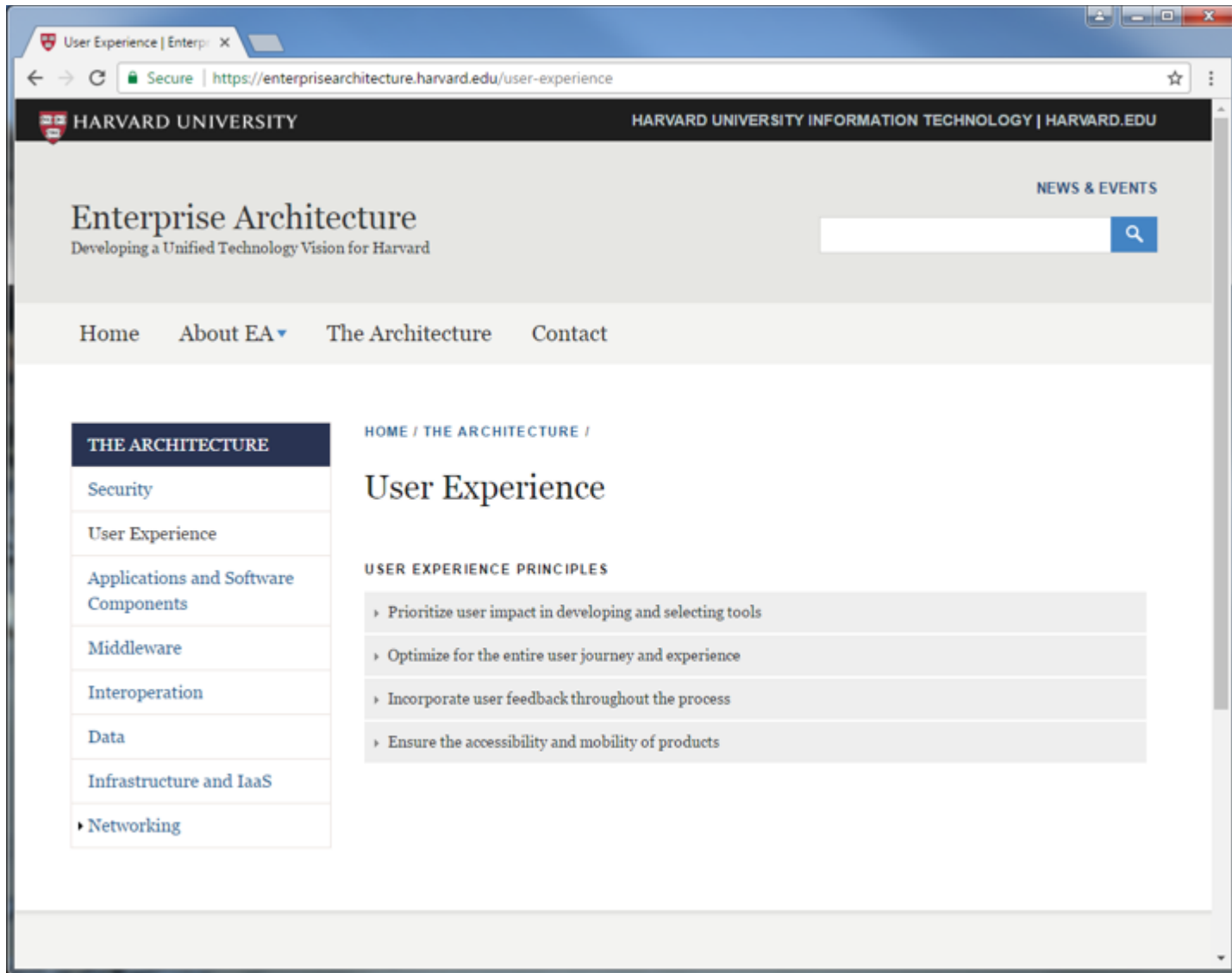
User Experience Principle #1

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).**

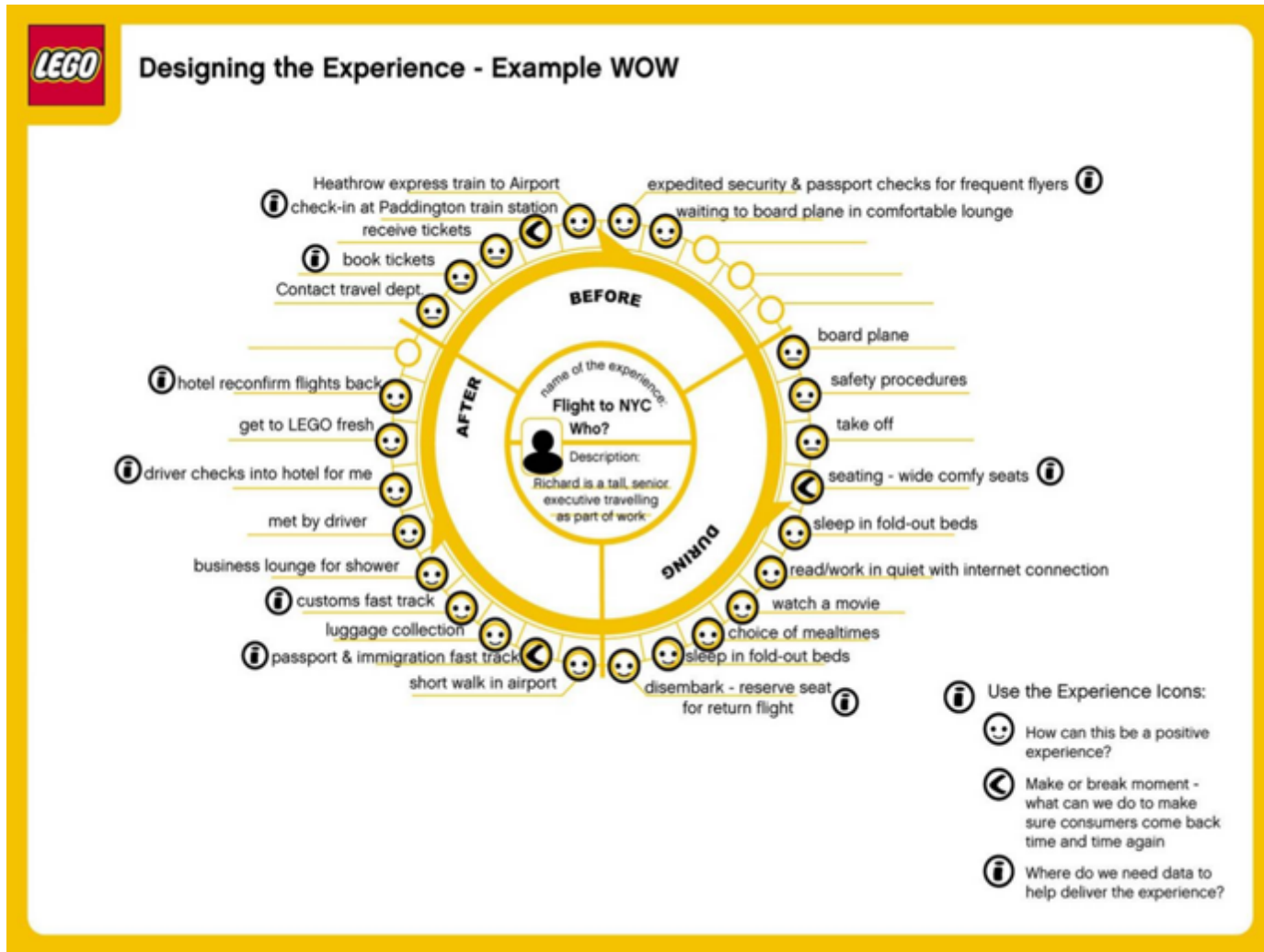# User Experience Encompasses the Entire User Journey

The User Journey Method

- The journey

- The user and the product

- The user's goal

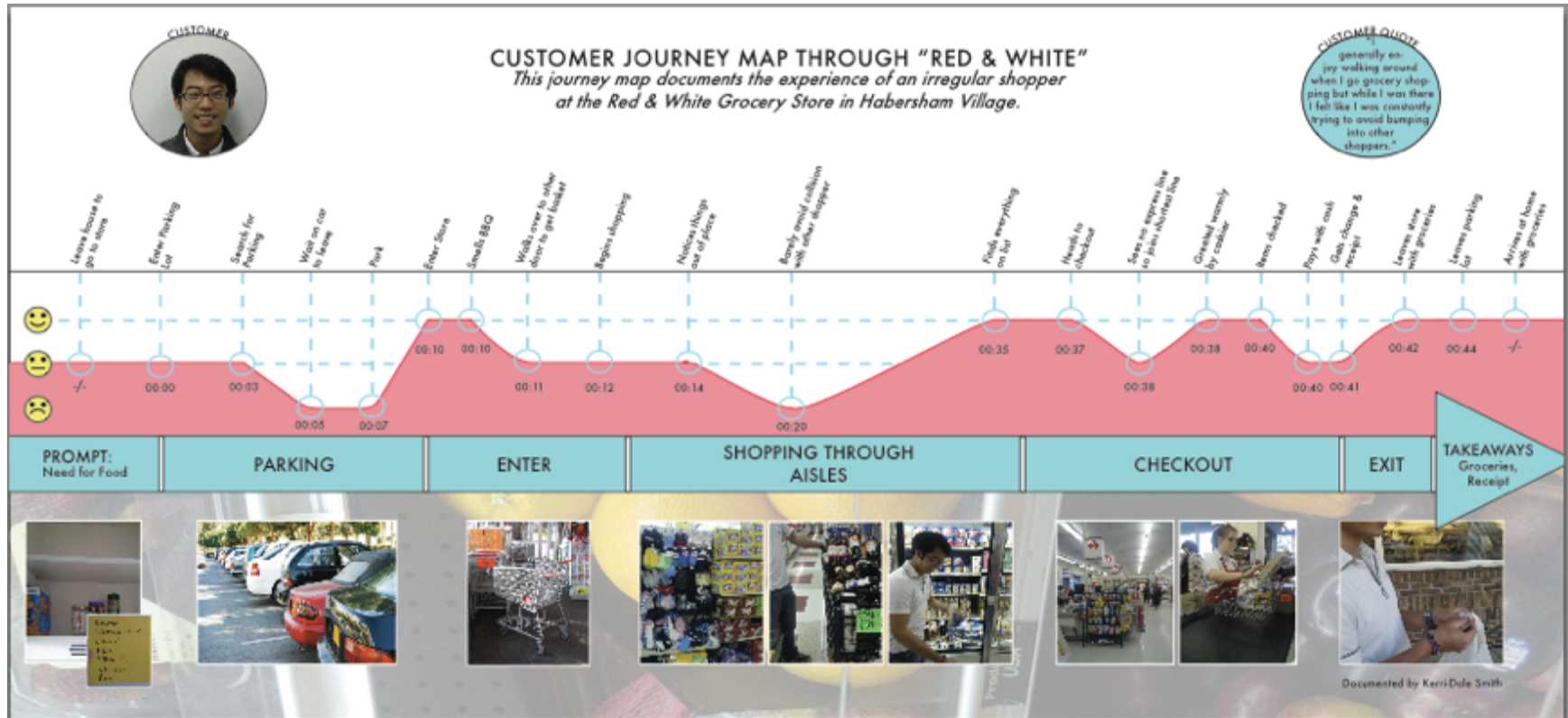- The method

- The output
  - Journey Map
  - Experience Map

The User Journey Method - Timeline

The User Journey Method - Wheel

Designing the Experience - Example WOW

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/

- The Harvard UX group website 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/

- Harvard Online Accessibility group website http://accessibility.huit.harvard.edu/

- IT Academy User Experience Foundations class https://trainingportal.harvard.edu/

- lyndaCampus at Harvard University https://lynda.harvard.edu/

- Safari Books Online http://proquest.safaribooksonline.com.ezp-prod1.hul.harvard.edu/

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Thank you!