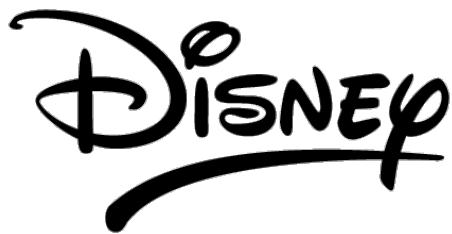


Designing Intentional Experiences

Stephen Denning
Director of User Experience

see
through the
eyes of your
customers...



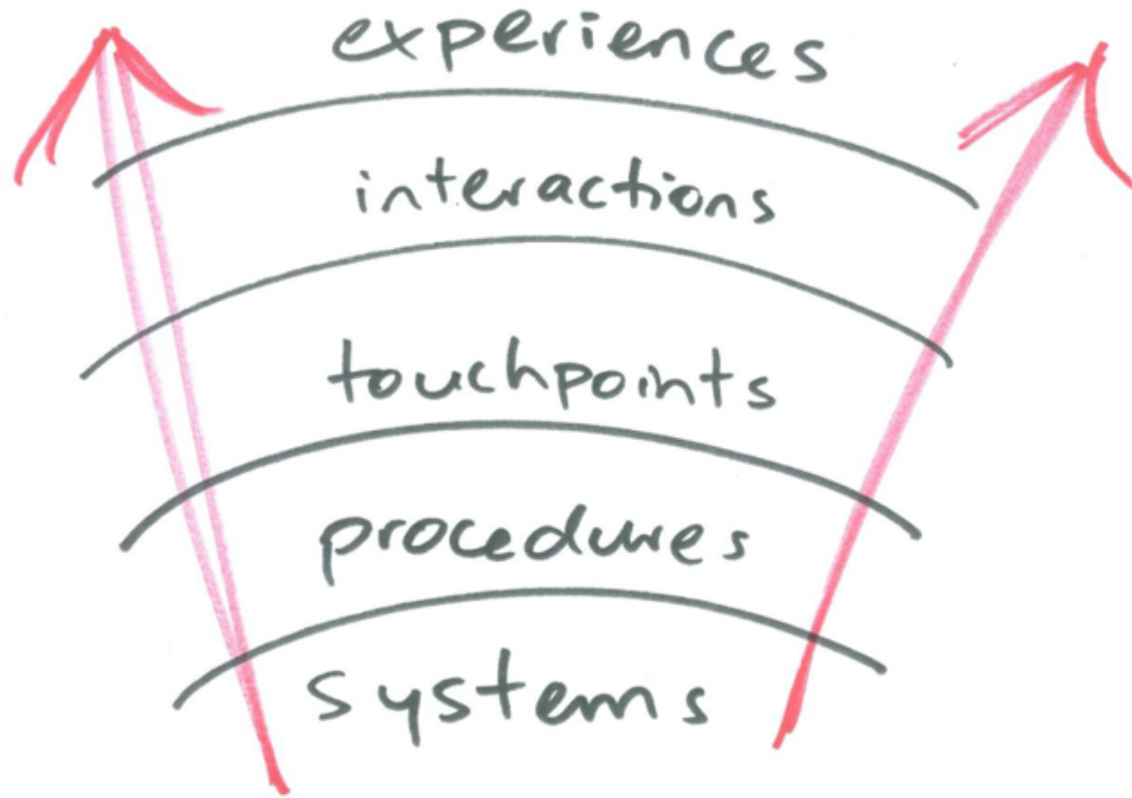
U B E R



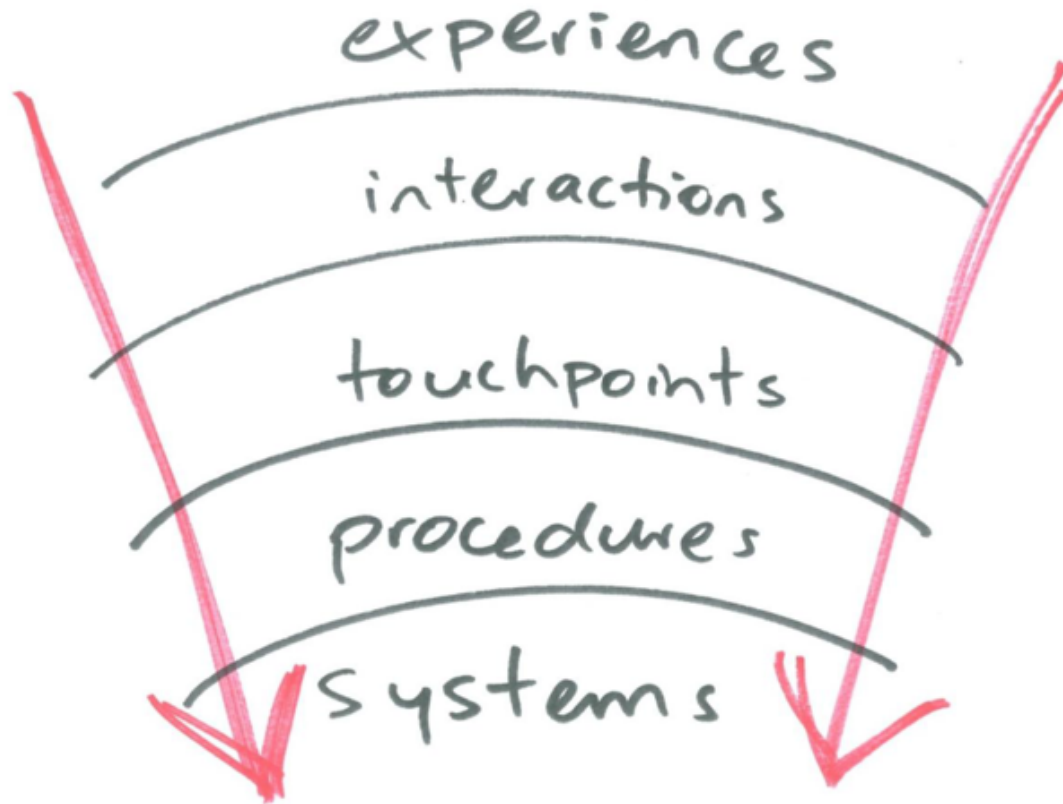
NETFLIX



Experience is
the
differentiator

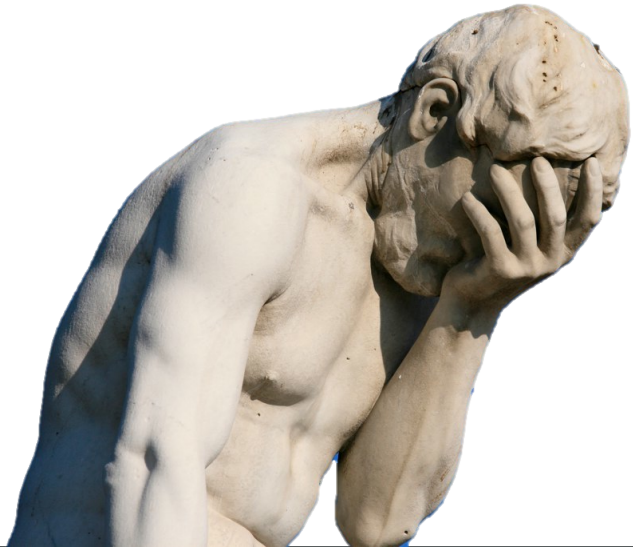


Experience is
often a
consequence
of everything
that sits
below it



We need to
start with the
experience -
making it
intentional

At the end of the day,
if it doesn't work for your users...
...IT DOESN'T WORK!





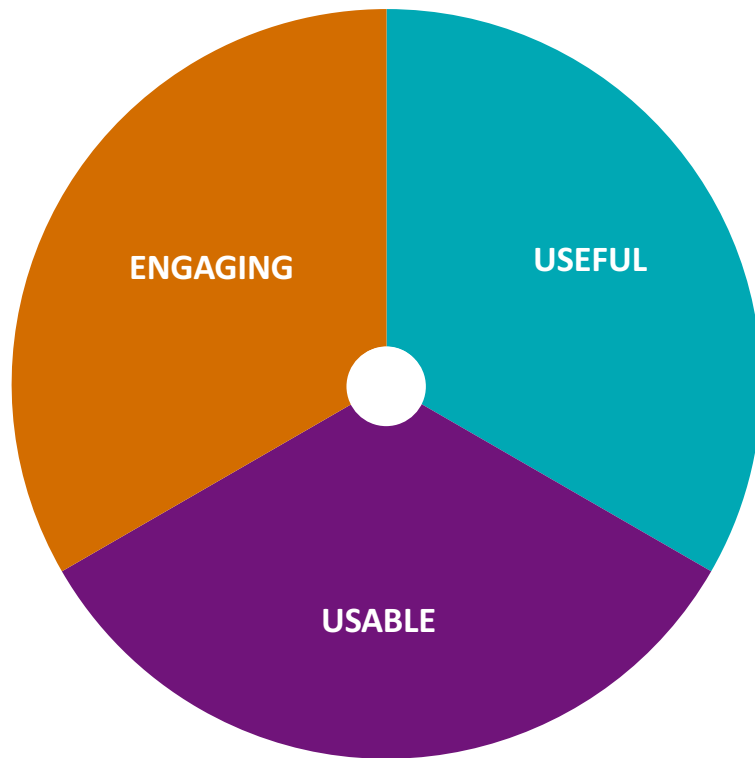
Start with the user

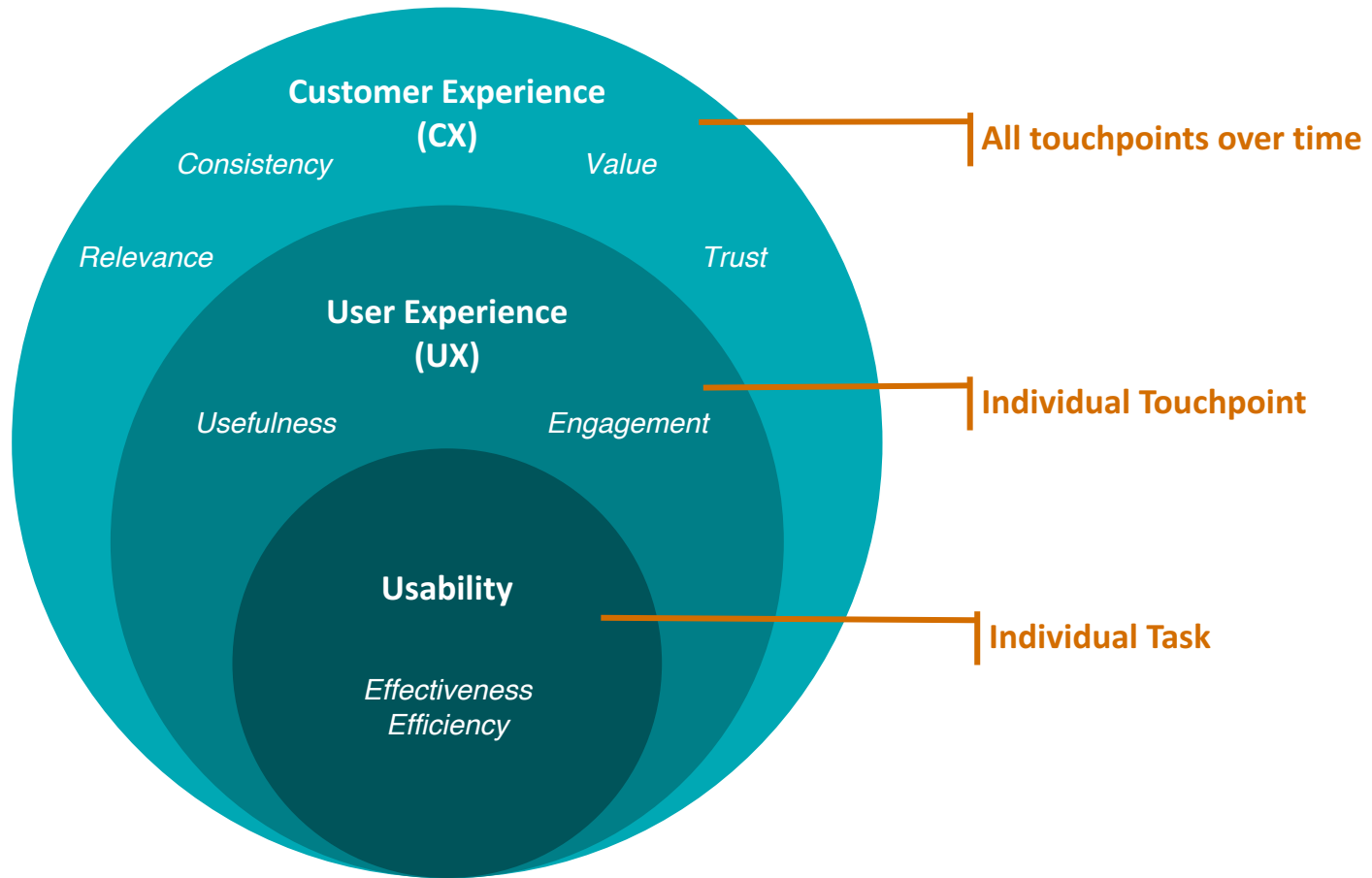
UX

= User Experience

= Users' experiences

The overall experience
a user has when using
a product or system





UX - U = X



Aim for the experience

“

No product is an island.
A product is more than
the product.
It is a cohesive, integrated
set of experiences. ”

Donald Norman



M

V

P



M

V

E

*Minimal
Viable
Experience*

MVP = How do we make it useful from the start?

MVE = How do we make it useful, usable and engaging from the start?

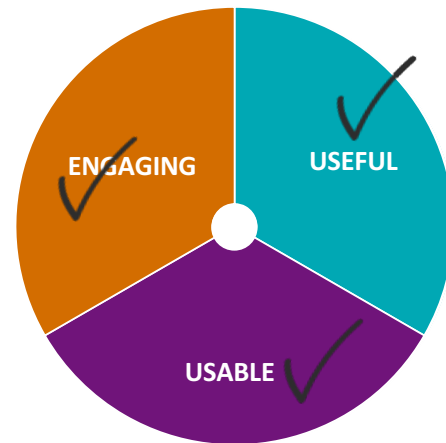


MVP
MINIMUM FEATURES
REQUIRED BY
CUSTOMER TO USE
THE PRODUCT / SERVICE

MVE
MINIMUM EXPERIENCE
REQUIRED TO GET
CUSTOMERS TO RETURN
AND RECOMMEND

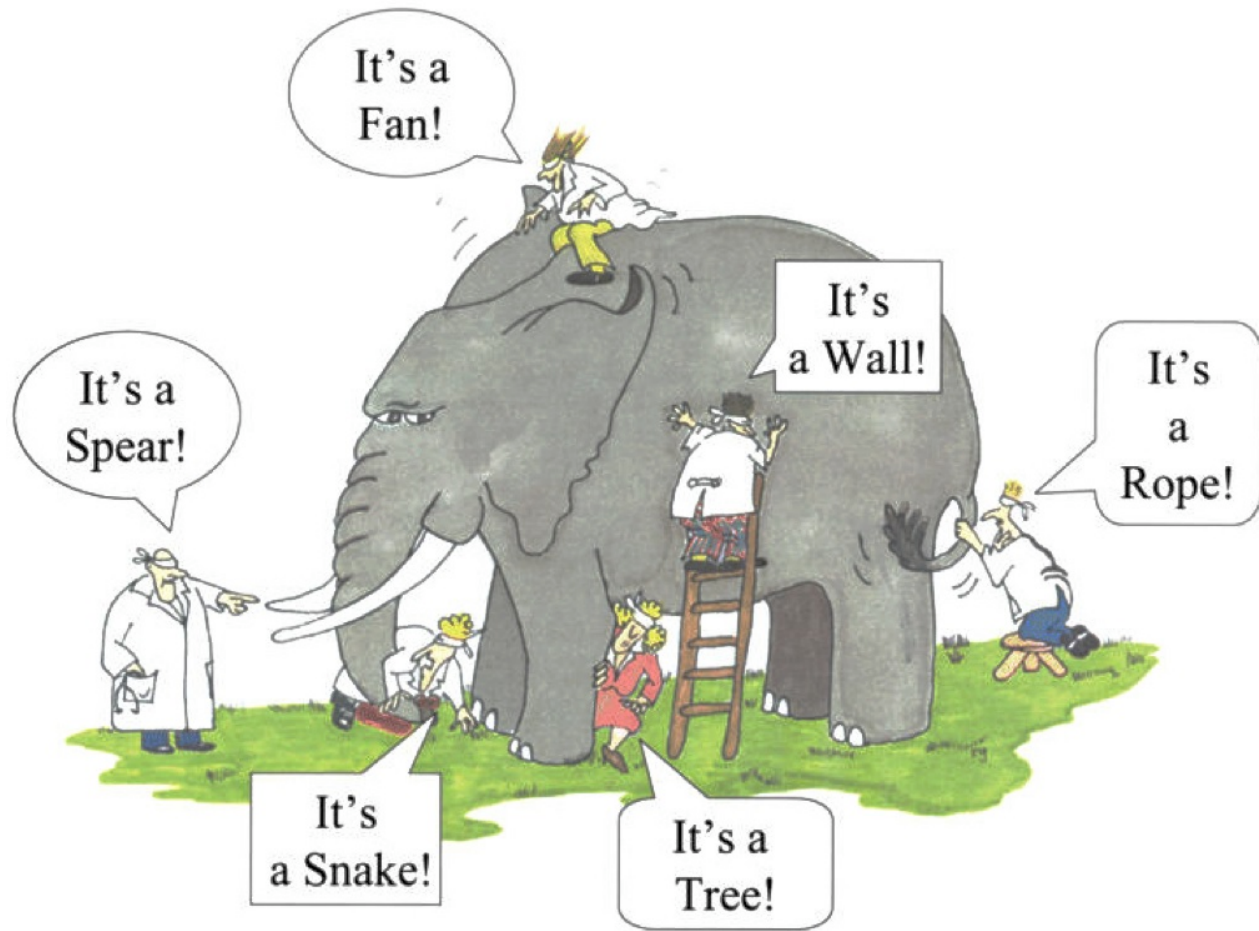


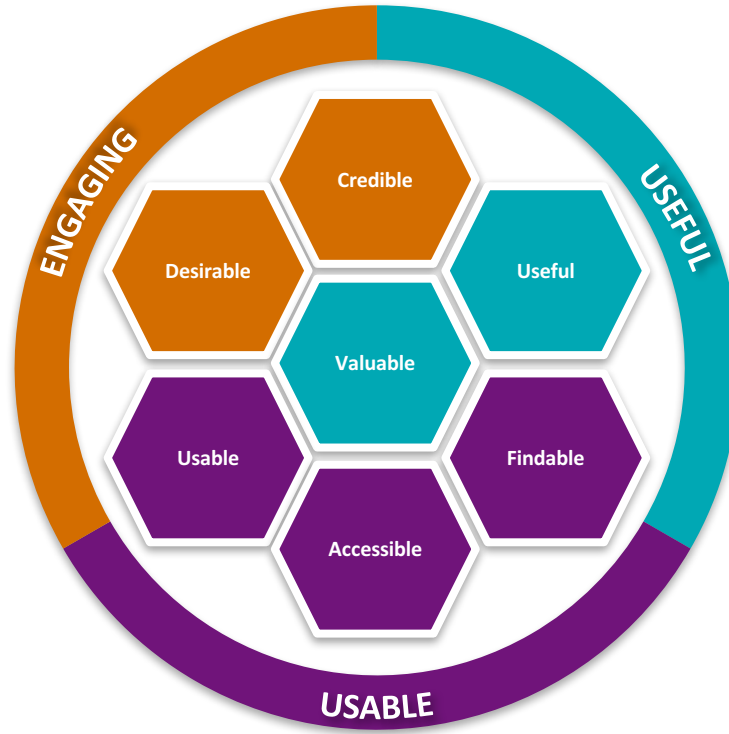
😊 = DELIGHTERS
😐 = EXPECTED
😞 = MANDATORY
(UNHAPPY IF UNAVAILABLE)





Share the journey

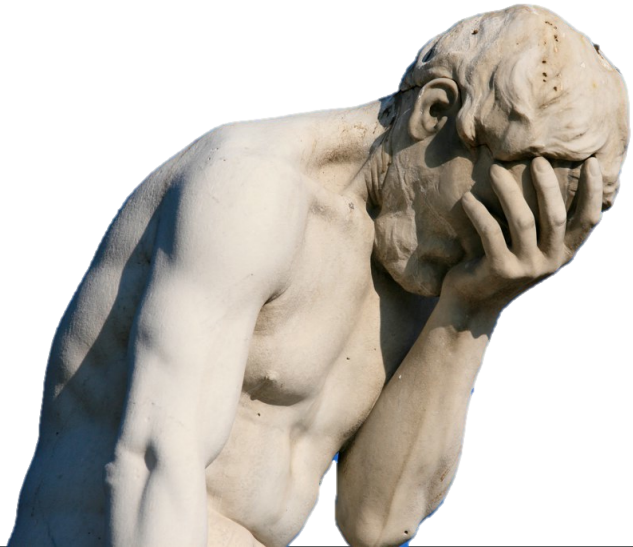








At the end of the day,
if it doesn't work for your users...
...IT DOESN'T WORK

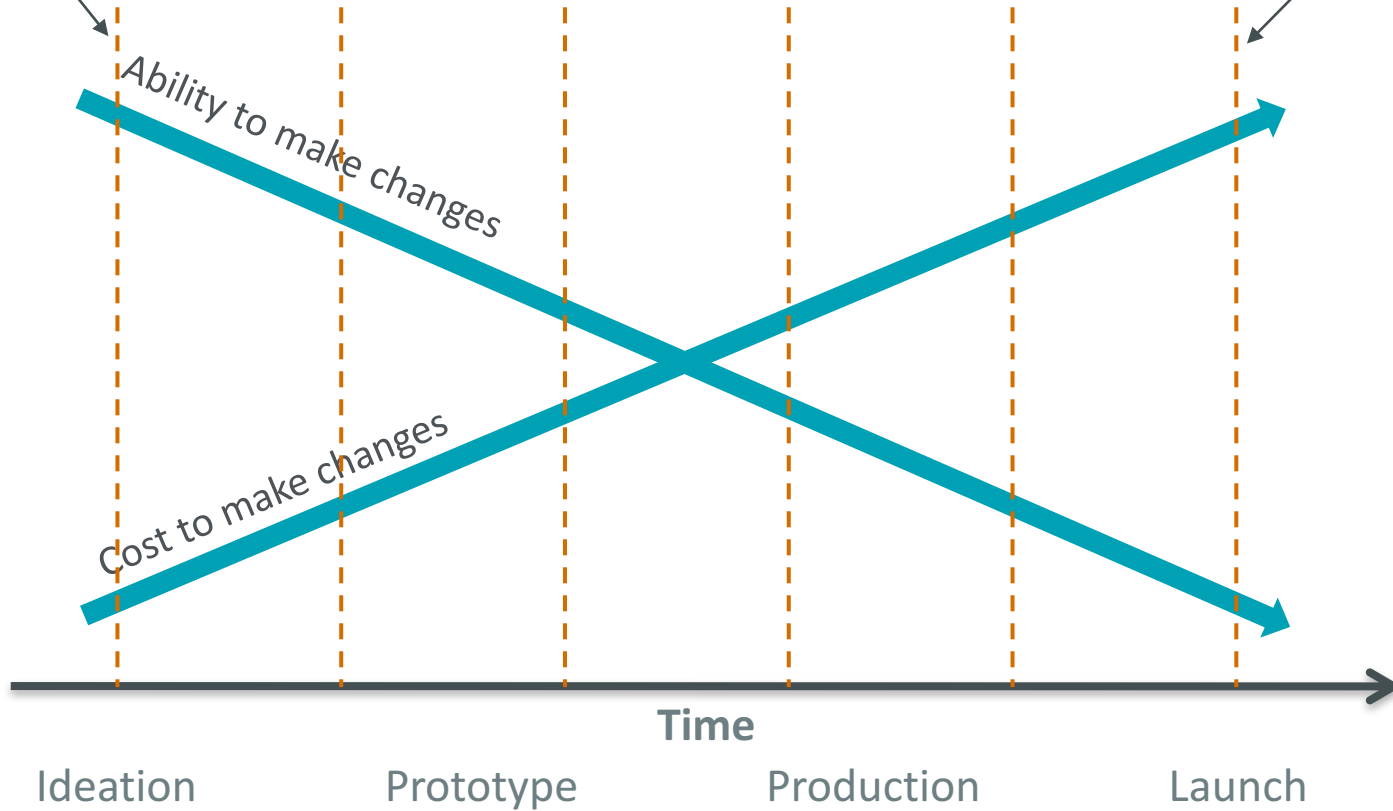


*Ensure that the
user experience
is reflected in the
project KPIs*

Best place to
start testing

Continue **regular** testing throughout

Common place to
conduct testing



So, to summarise...

- ▶ **The experience your users have is crucial**
- ▶ **Ensure the experience is intentional, not consequential**
- ▶ **Three guidelines:**
 - 1. Start with the user**
 - Understand what will be useful, usable and engaging
 - Question, observe and discuss with your users!
 - 2. Aim for the experience**
 - What is the MVE?
 - Fewer features, designed well
 - 3. Share the journey**
 - Shared understanding and process
 - Shared project space
 - Create UX goals
 - Test early and often

Stephen Denning

**Director of UX
User Vision**

hello@uservision.co.uk
www.uservision.co.uk

@uservision
@steve_denning