

# UX ISN'T HERE TO STEAL YOUR TOYS V7

Clare Barnett  
& Hilary Brownlie

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Jan 25th 2018

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# Hello

A little about us...



**Clare Barnett**

@clarebarnett

A UXer who likes to snowboard

- Psychology
- Front end coder



**Hilary Brownlie**

@hb\_stylo

Designer of things  
Typographic geek  
& friend to robots



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# Outline



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The User Experience role is one of the latest to join the party (we are often found in the kitchen with the agile coach). Is there enough room left in the kitchen for the BA role?

We plan to give an overview of UX through examples of how we have applied practical methodologies in real business situations.

We will discuss how UX and BA roles can collaborate together to create better solutions, blending the business and user needs together.

## 01

What is UX?

## 02

How we do stuff

## 03

Using UX to meet business goals

## 04

How BA & UX can work together

## 05

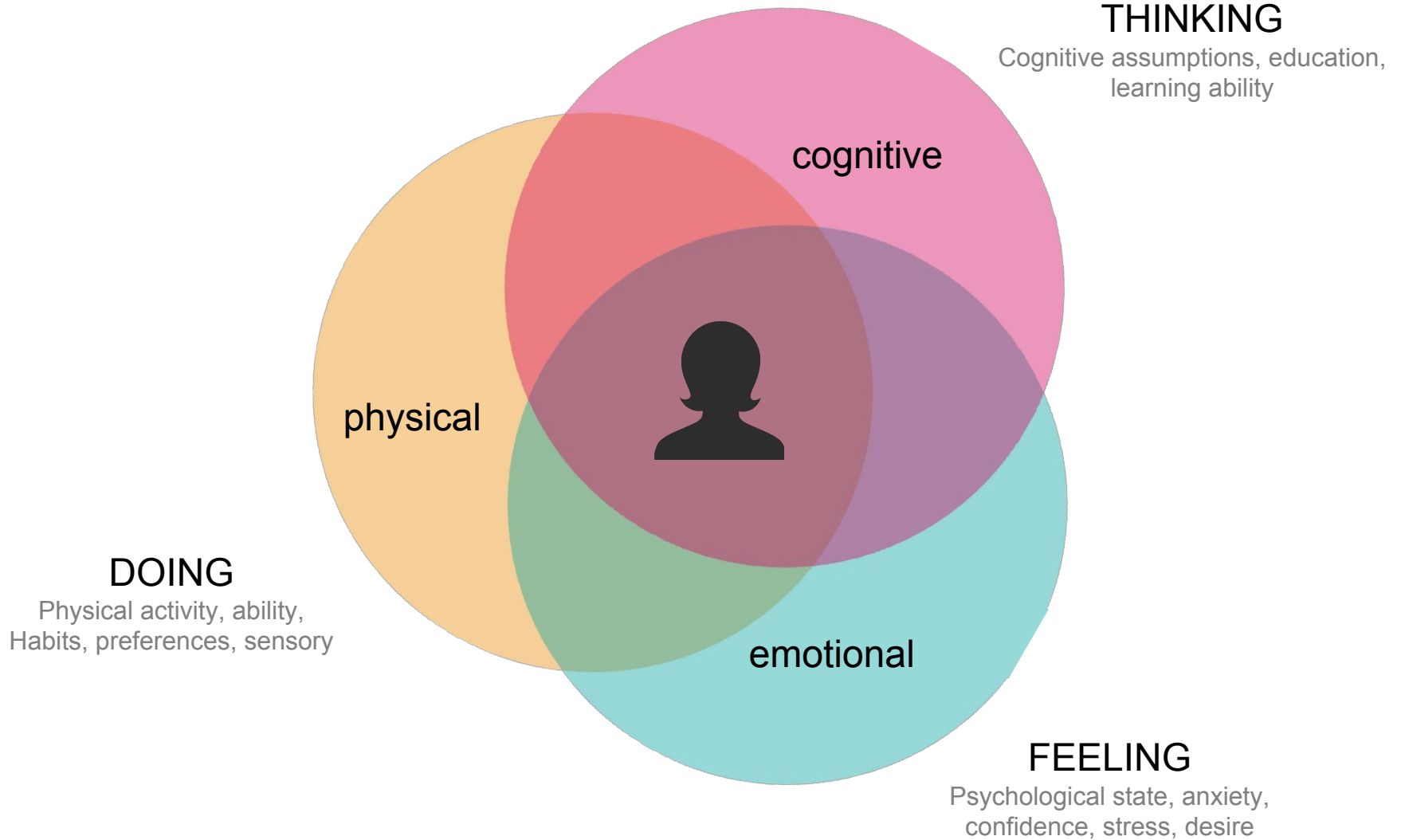
Question time

# What is UX?



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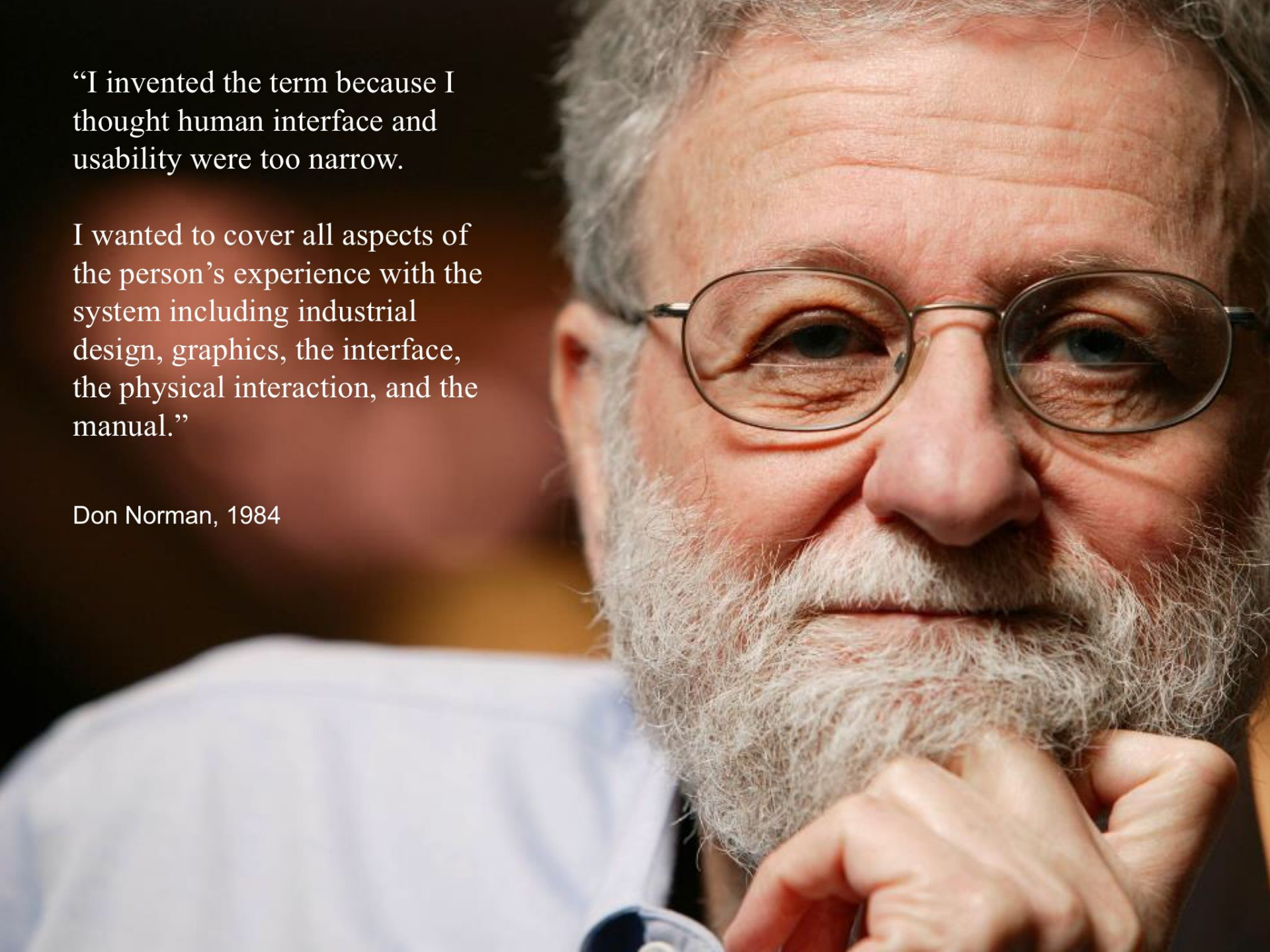
# What is ux?



“I invented the term because I thought human interface and usability were too narrow.

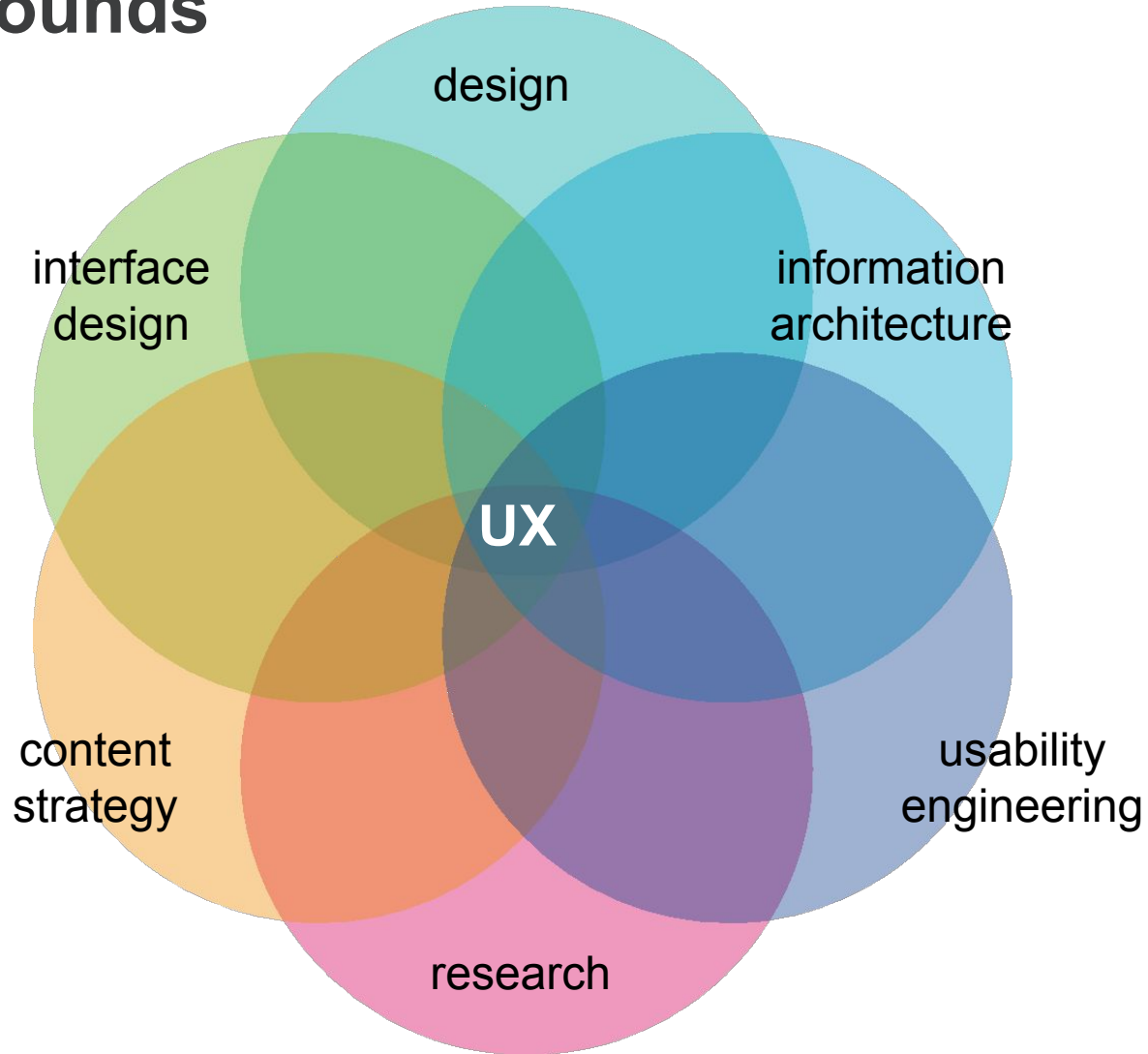
I wanted to cover all aspects of the person’s experience with the system including industrial design, graphics, the interface, the physical interaction, and the manual.”

Don Norman, 1984

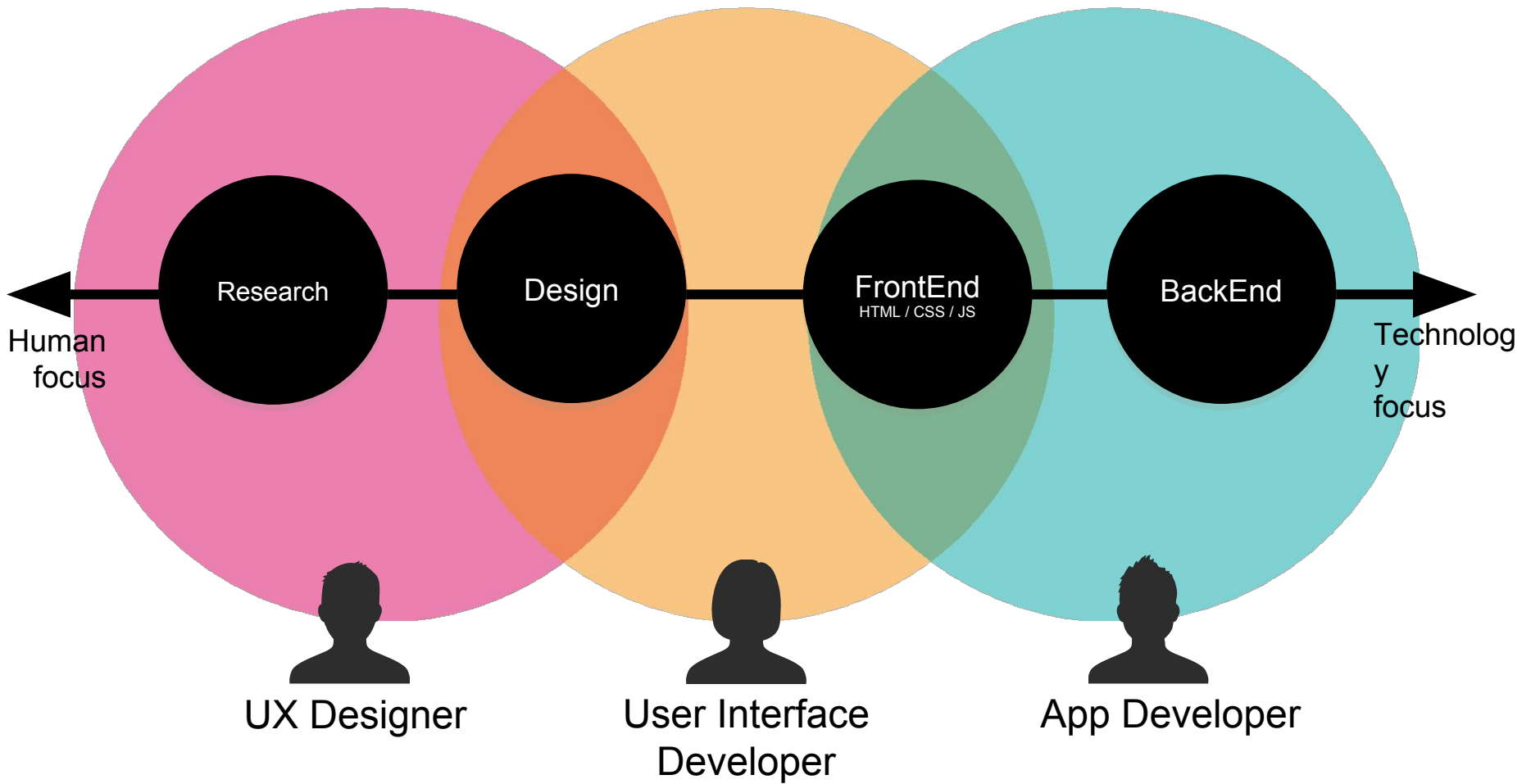


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# Backgrounds









# Design vs User Experience



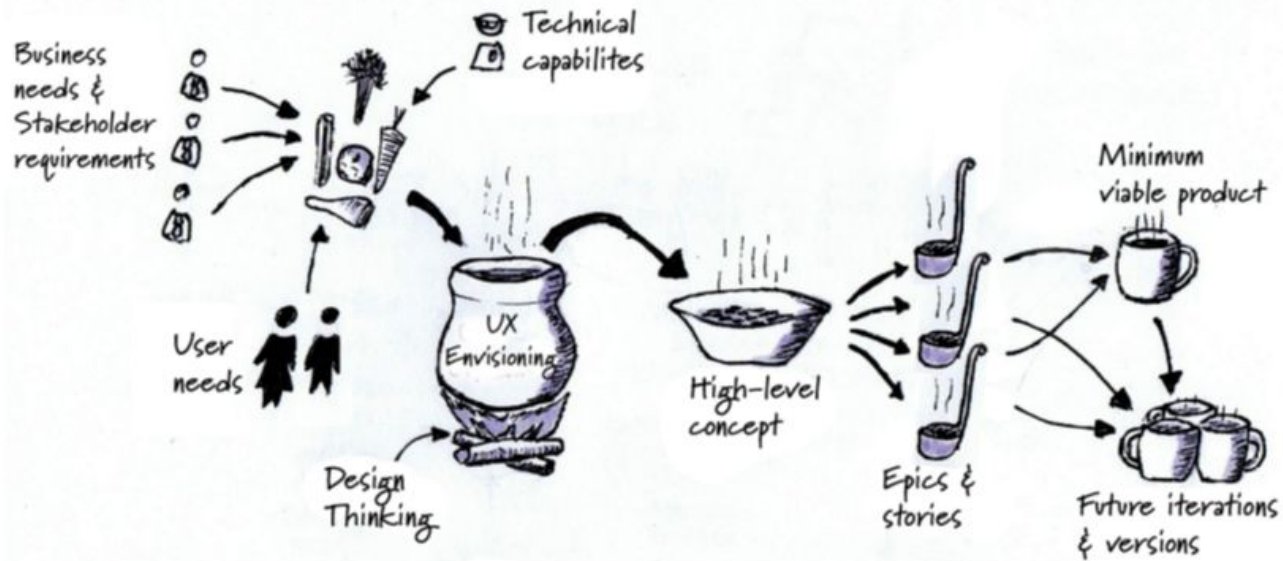
# How we do stuff

(methodologies & output)




# Agile working: Cross Functional Teams

## The Recipe for Agile UX Success







QUALITATIVE OR QUANTITATIVE



**User Research:  
Primary vs Secondary**



# Proto-Personas / Personas

## Julia

Proto persona: Landlord



- Female
- Aged 42
- Young family
- Lives and works in Edinburgh
- Owns two flats with husband (1 is an HMO)
- Uses a letting agent

### Behaviours & beliefs

- Time poor
- Uses letting agent to reduce admin
- Does not want a relationship with Govt, and see's the register as pointless and self-serving
- Properties as a pension, not a career
- Interacts with register/system once every 3 years

### Core characteristics



### Pain points/Needs

- Finds renewing the application difficult
  - Can't remember her login details after 3 years
  - What was a joint application with her husband is now 2 separate applications
  - Her properties have different renewal dates, although they were added to the system at the same time
- Resents paying money to be told she's fit and proper
  - Needs to understand why she has to do this
- Finds complex forms frustrating and time consuming
  - Needs forms with no barriers to completion, and a clear understanding of the route though the form, so she knows how much longer it'll

**Name:** John, 45

**Goals:**  
Time optimization  
Clear submission  
Legal compliance  
Reduce complexity of events when submitting applications

**Demographic:**  
Location: Edinburgh  
Age: 45  
Gender: Male  
Income: High  
Tech Savvy: High

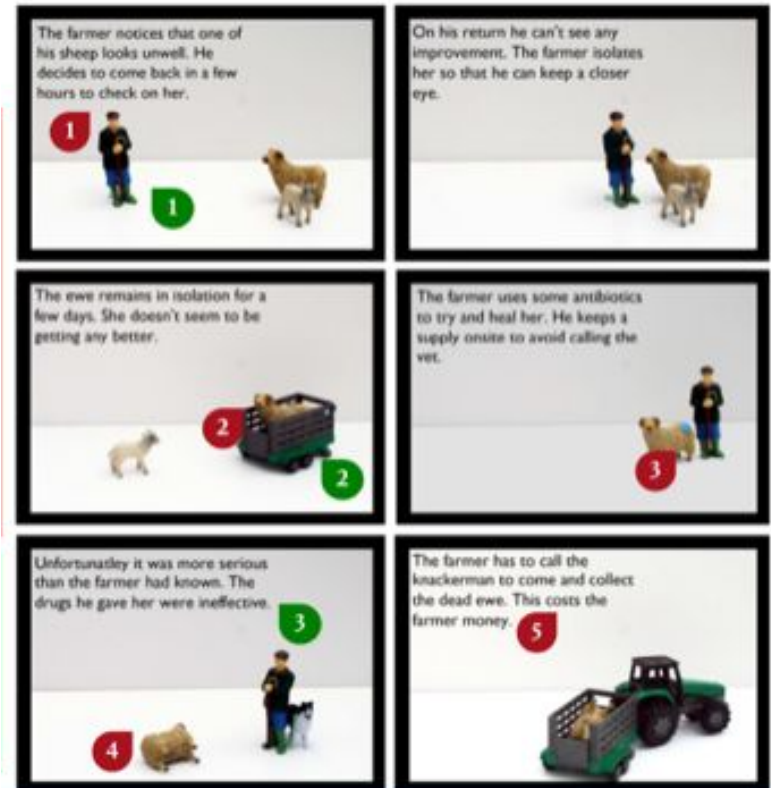
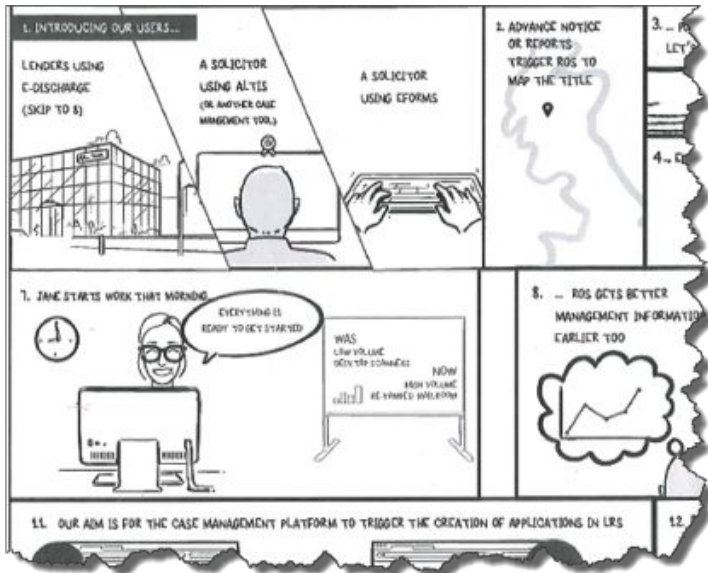
**Background:**  
HMO and commercial  
Tech savvy  
Owner in firm  
Influential within property law community  
Multiple roles in Scotland  
...  
Has been an adviser for 10 years. He's worked in several roles in Edinburgh. He has a lot of experience in the foreign property market with particular interest in residential and commercial. Consequently, he also is an all rounder and trades in other areas of law.  
He is concerned about the quality of service provided by the system and gets used with regular changes that negatively impact on how he meets the customer expectations. He is influential within the sector and is a community.  
A passionate advocate in using technology to enhance operations efficiency.  
Desires to be change and security. He's worked in property law. He's used.

**Technology:**  
Devices used: smartphone, tablet, laptop  
...  
Social

**Motivations:**  
Spending time with his family  
Information technology (IT)  
Interested in fast accuracy and speed  
Openness of users  
Working time

**Frustrations:**  
Change in the process the information system  
Waiting to see whether support team is change that he has to think

# Story Boards





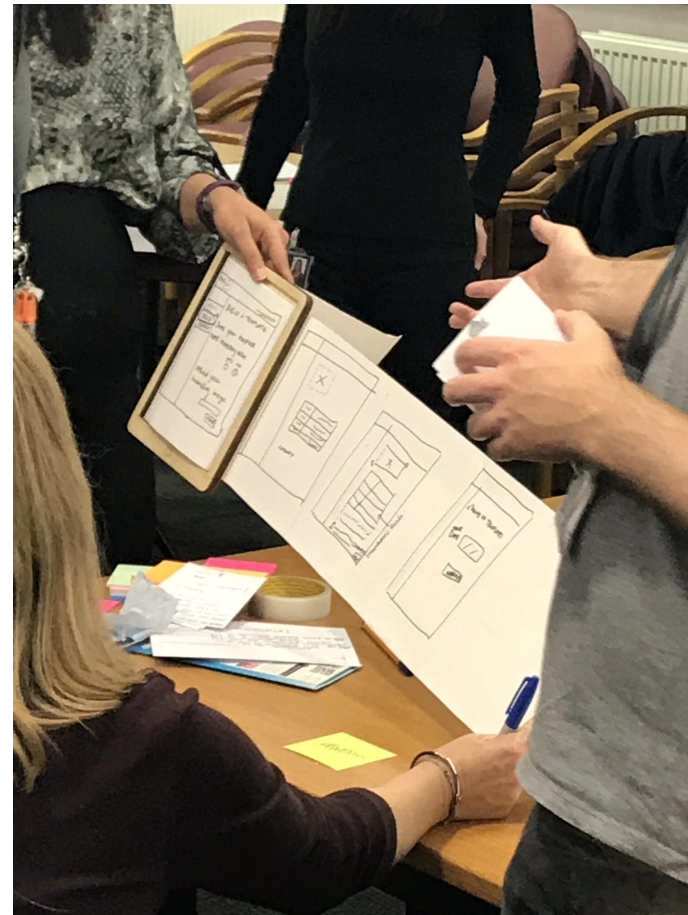
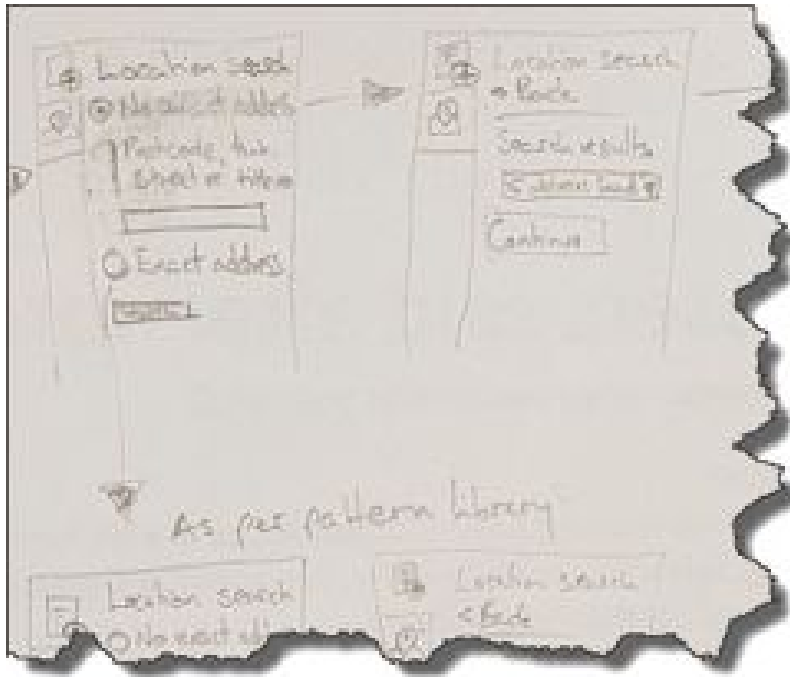
# Customer Journey Mapping

## Joy's customer journey

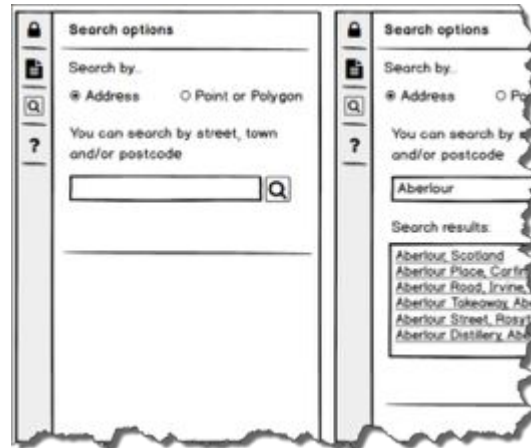
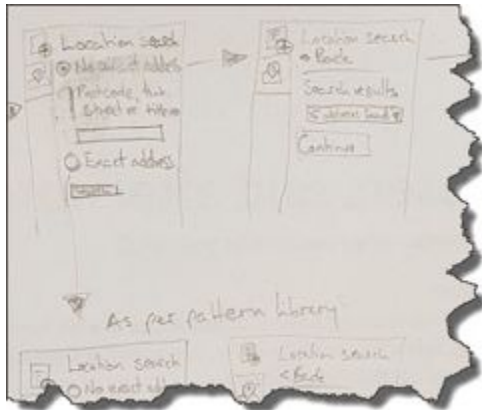
Follow Joy through her application to Full Time, Higher Education Student Finance application starting in 2014

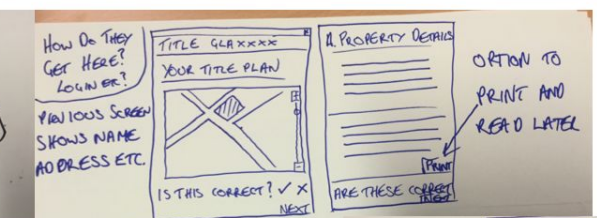
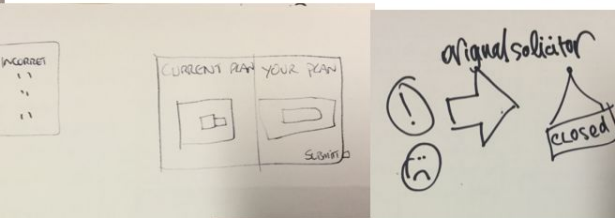
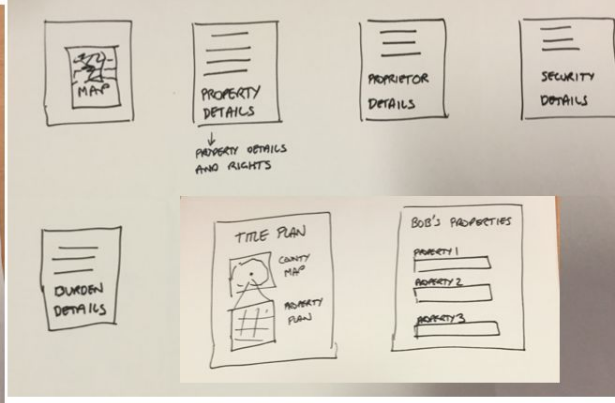


# Sketching

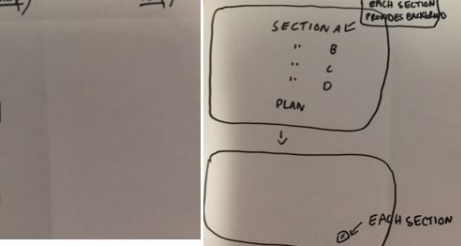
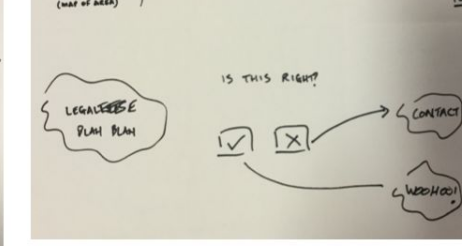
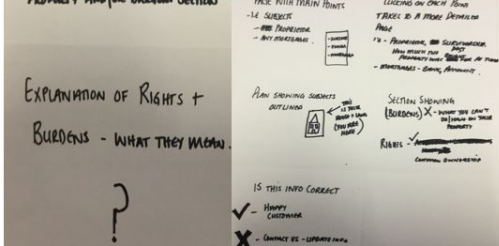
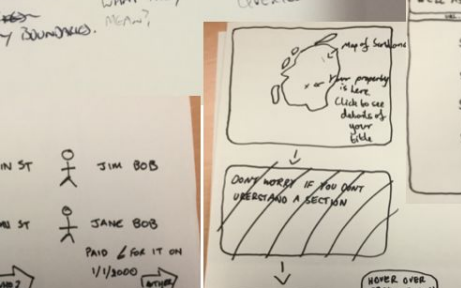
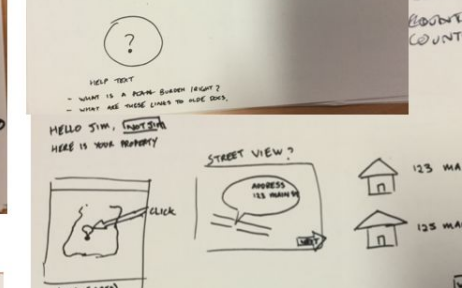
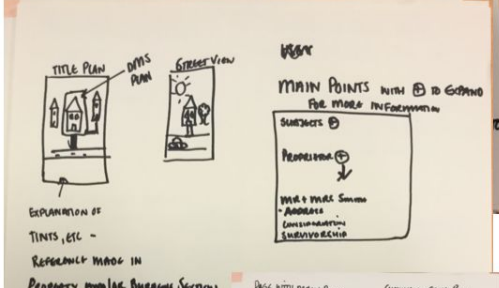


# Prototypes





# Collaborative Design





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# 1to1 Usability Testing



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Users will tell you what they think they want.

Users will tell you what they think you want to hear.

Users will tell you what they think sounds good.

Users will not tell you what you need to know.

**You have to watch them to discover that.**

*Adam Judge*  
*Little Black Book of Design*

# Accessibility

**45%**  
Pensioners

**16%**  
Working age

**6%**  
Children

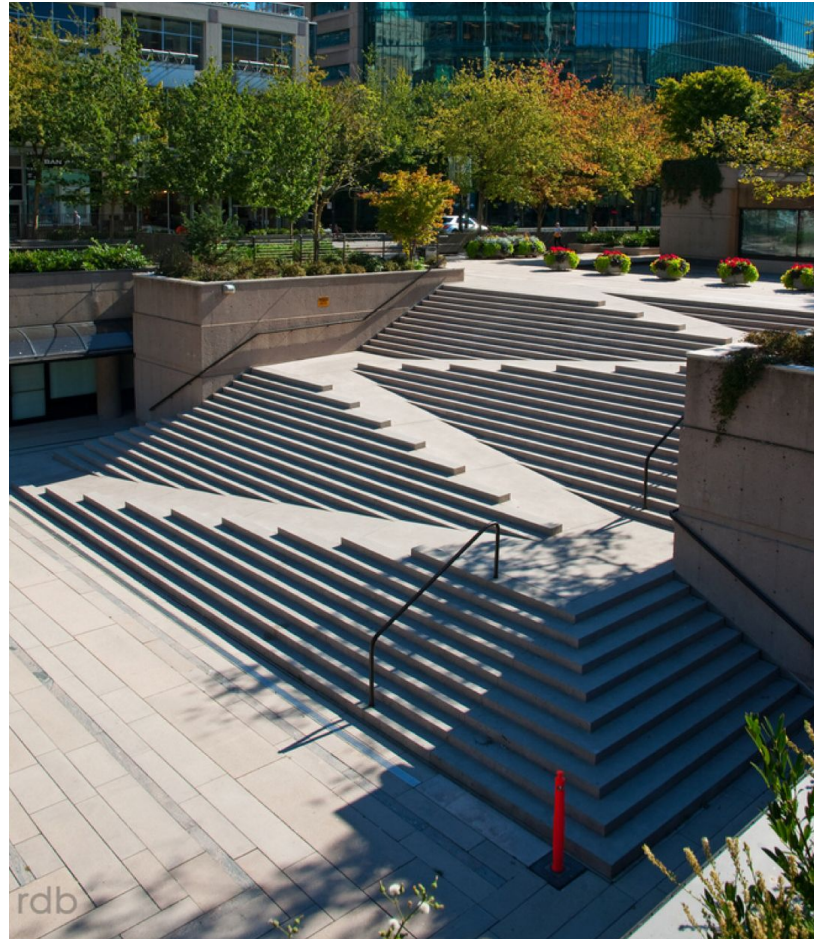


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# Include accessibility early



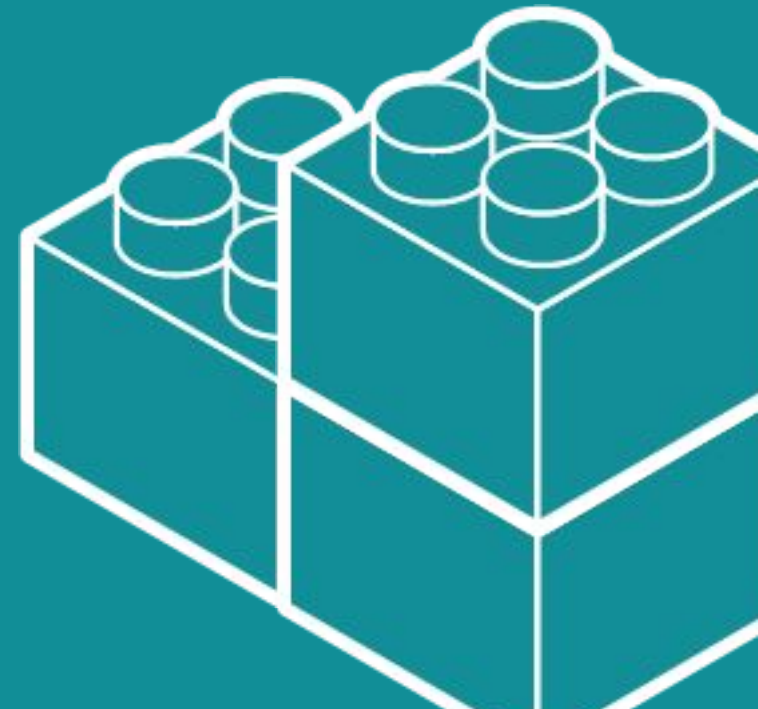
Images: Daily Mail, Dean Douchard



# Accessibility considered early



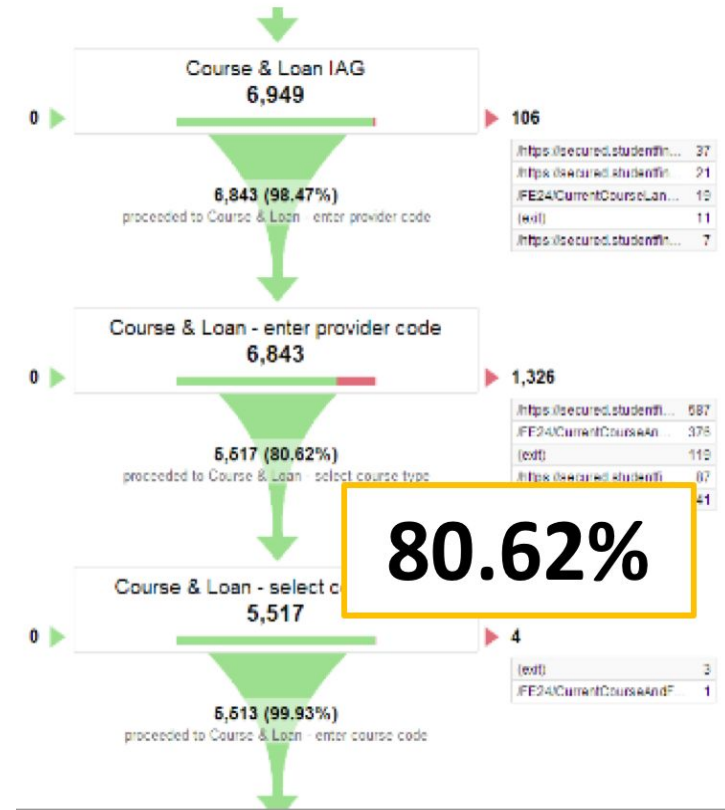
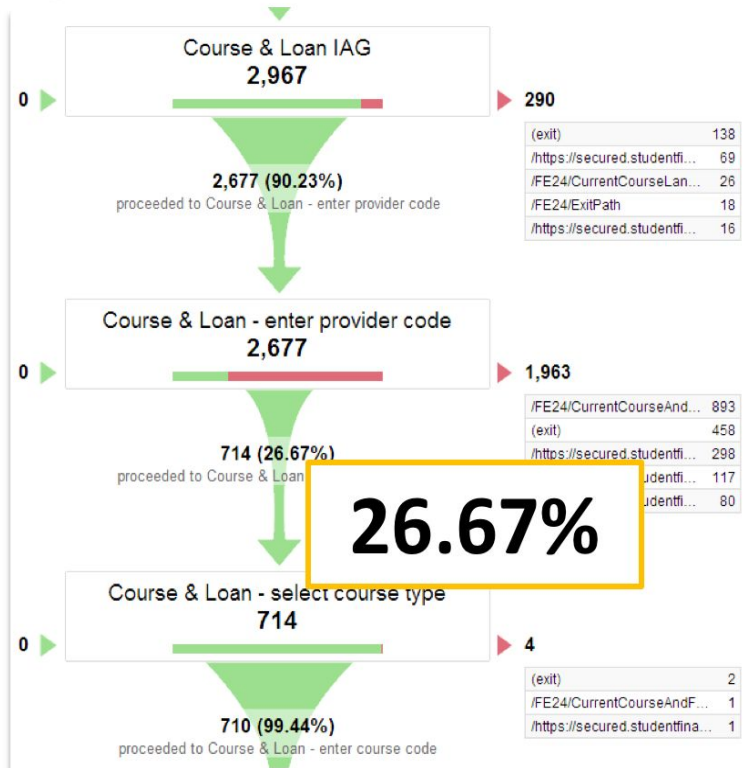
**Examples  
using UX  
techniques  
for  
business  
needs**



# Early warning using data

July 2013

April 2013






# Designing for business needs

Overview My Pension **My Details** My Documents Help

## My Details



Your profile is complete.

We want to keep in touch in a way that's best for you. Please continue to keep your contact details and preferences up-to-date.

Required fields are marked with \*

- + About you [Edit](#)
- + Email [Edit](#)
- + Preferences [Edit](#)
- + Login details
- + Beneficiaries [Edit](#)

**We're still adding new features to this page**  
In the meantime you can view and update [plan details](#) on our older web pages.

- Managing your important documents
- How to stay updated
- Your beneficiaries
- Managing your plan retirement date

# Designing a service no one wanted to use

2013-14

**Your student finance application**

**Your student finance estimate**

Your estimate so far: **no household income provided**

From the information you have provided you are entitled for the following Student Finance without using household income

Maintenance Loan of **£3533.00**

Tuition Fee Loan of up to **£3310.00**

However, you could be entitled to further student finance if you choose to provide your household income.

[Apply for the amount chosen](#)

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Your estimate so far: **provide your household income**

If you know your household income the sliding scale below will give you an indication of what other Student Finance you can receive

Tuition Fee Loan of up to **£3310.00**

£5000  £41500  £58000

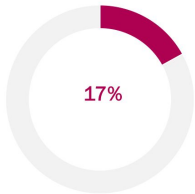
Household income **£40,001 - £45,000**

Maintenance Loan **£4,599 - £4,760**

Maintenance Grant **£381 - £710**

[Change application to be based on household income](#)

[My Account](#)



2014-15

**1 you want to apply for a Maintenance Loan?**

[Yes, I want to apply for a Maintenance Loan](#)

[No, I don't want to apply for a Maintenance Loan](#)

**2 Do you want to apply for the higher amount of Maintenance Loan?**

[Yes, I want to apply for the higher amount of Maintenance Loan](#)

[No, I don't want to apply for the higher amount of Maintenance Loan](#)

**3 How much Maintenance Loan do you want to borrow?**

[I want to borrow the maximum amount of £4500](#)

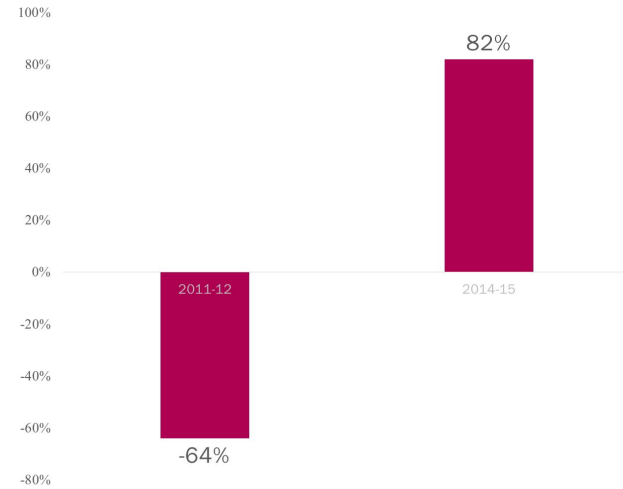
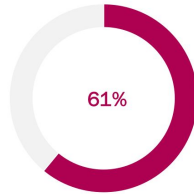
[I want to borrow a different amount](#)

[I don't want to borrow any](#)

**4 You may be able to get a Maintenance Grant.**

[Yes, I want to apply for a Maintenance Grant](#)

[No, I don't want to apply for a Maintenance Grant](#)



# Multi-variant Testing



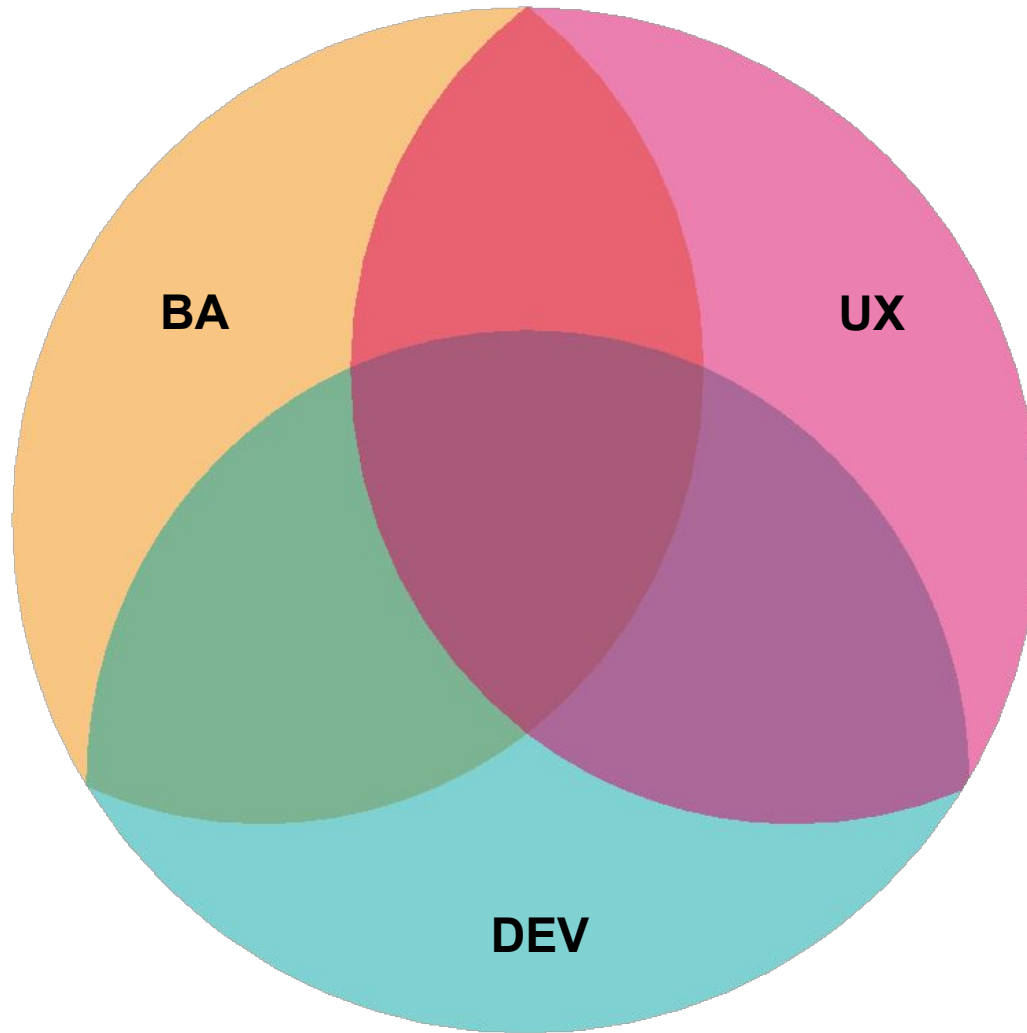


**UX & BA  
working  
together**

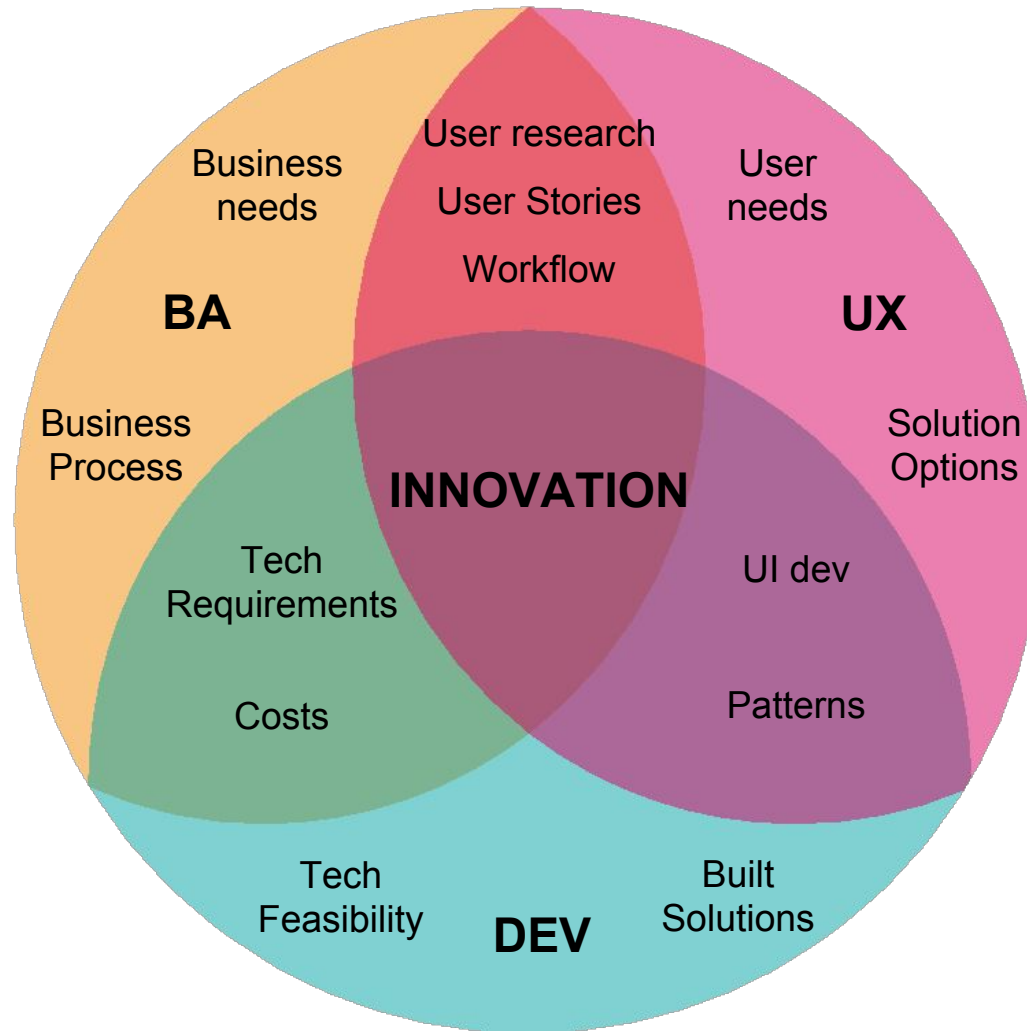


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# Skills overlaps

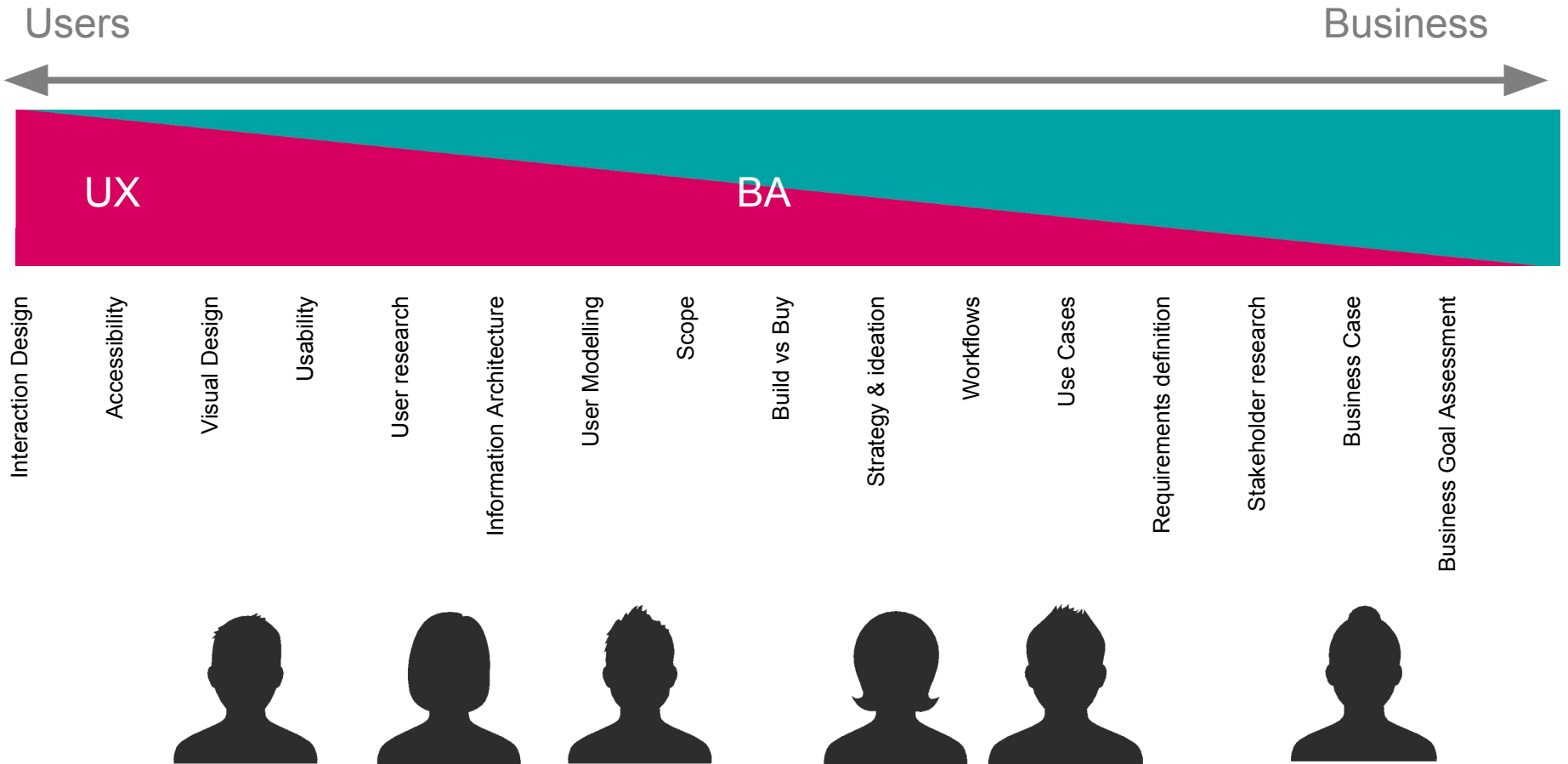


# Skills overlaps



# BA UX Continuum

Where are you?



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# Same things?



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Same things?



**FINGER TROUSERS**

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# BA + UX = Value

The BA must understand the core business needs and express them in a clear, concise way

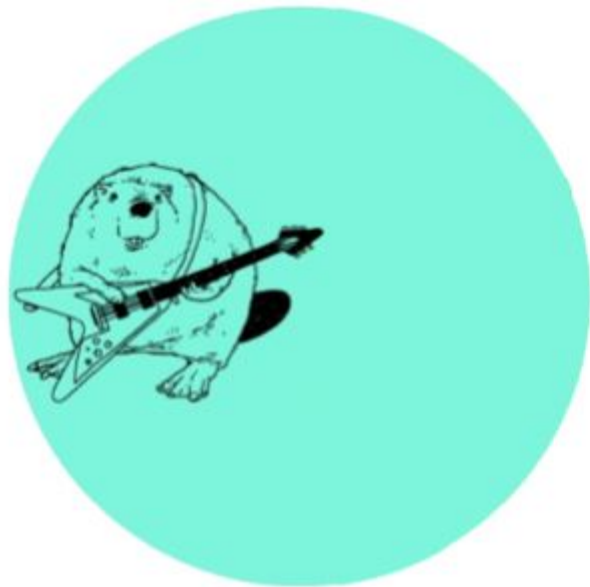


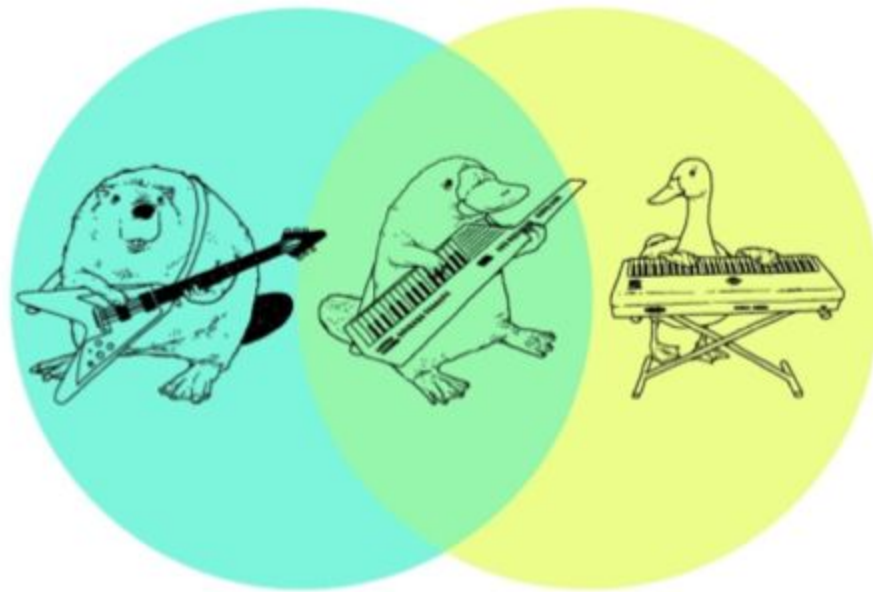
The UX professional must understand the business problem, as well as how customers see it.

“2 sides of the same coin”

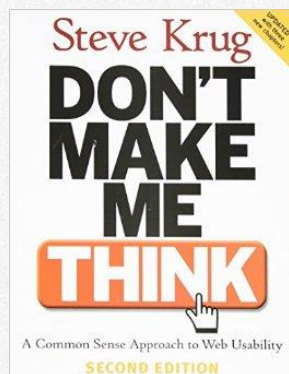
- Doug Stuart





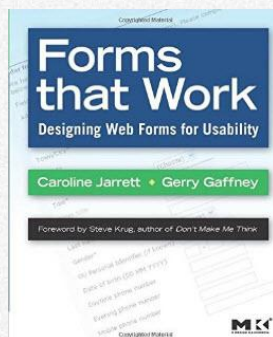


# Recommended Reading



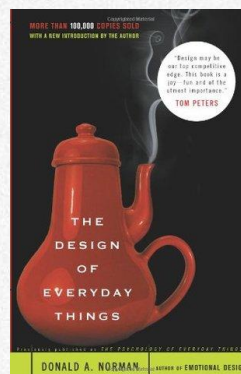
“Don’t make me think”

Steve Krug  
[@skrug](#)



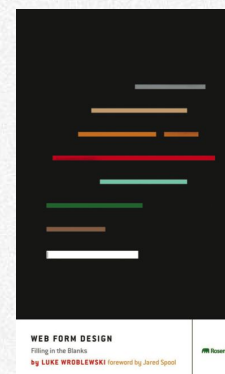
“Forms that work”

Caroline Jarrett  
[@cjform](#)



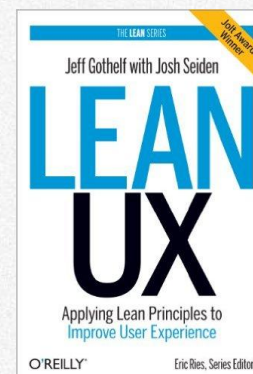
“The design of everyday things”

Don Norman  
[@jnd1er](#)



“Web Form Design”

Luke Wroblewski  
[@lukew](#)



“Lean UX”

Luke Gothelf  
[@jboogie](#)

**Questions?**