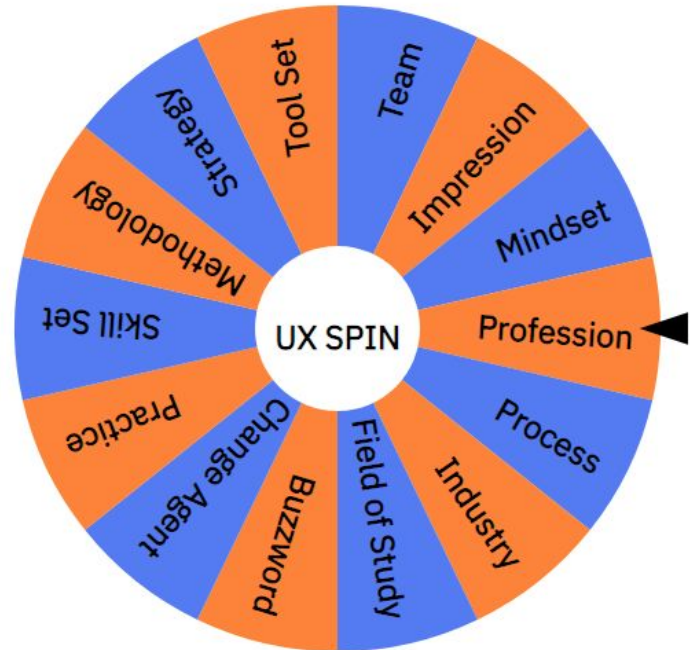


Spins on User Experience

Keith Instone

- > UX Australia 2020
- > August 25 8:45p (US)
- > 26 August 10:45a (AU)
- > #UXSpins
- > #UXA2020
- > spin.dexterityux.com (download slides & more)

© Keith Instone





Session Details

The world of user experience is confusing and messed up. When you are trying to deal with a UX challenge in your organization, you might as well spin a wheel to see if the answer lies in a mindset, methodology, tool, strategy, community of practice, field of study, or industry.

What is “user experience,” really? It is the feeling people get when they interact with your organization through a digital system. Other “spins” on user experience represent some of the ways people are talking about UX.

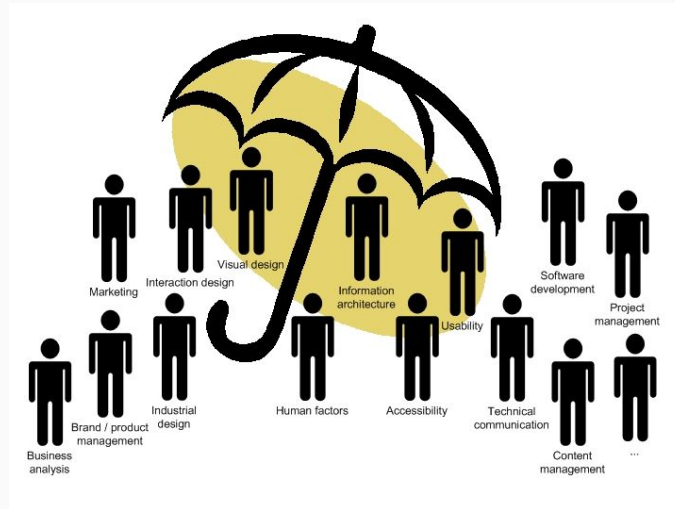
In your organization, does “UX” represent a design process, separate team, certified profession, ubiquitous skill, agent of change, or meaningless buzzword? Or is UX all of these at the same time?

Get an introduction to the Spins on User Experience so you can **consider which to ignore and which are useful** to advance UX in your organization

A Little About Me



- User experience **consultant** based in Ohio, USA
 - Helps organizations mature their user experience practice through apprenticeship, coaching, and mentoring
- Active in the user experience **community** since the 1990s, through efforts like World Usability Day, UXnet, IAI, UXRPI, 24 Hours of UX
- 30-year **career** spanning academia (HCI research), industry (IBM), and consulting



User Experience Umbrella-ist



Ready to begin? Fill out the Zoom Poll (pick one)

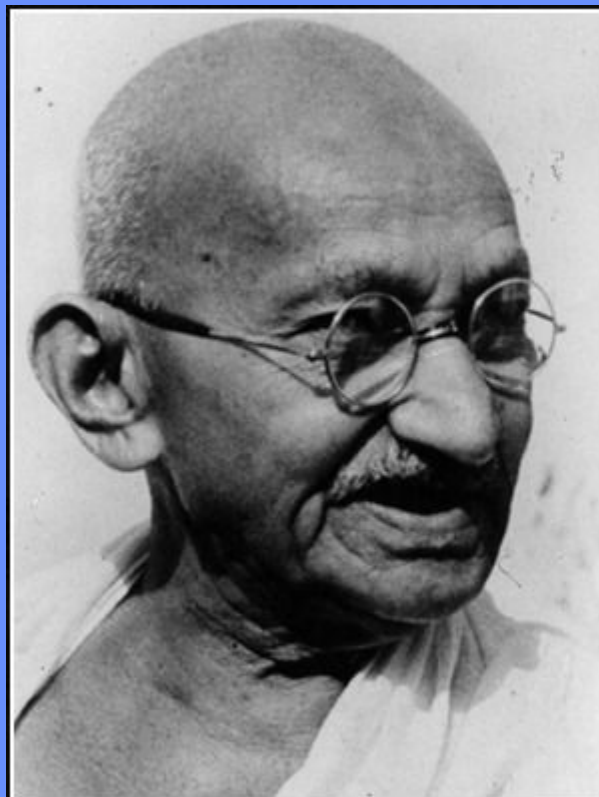
- Yes, excited!
- Whatever, I'm waiting for Catherine to come next
- No, my cat is bothering me
- \$*%&#!!! I hate filling out polls during a talk



*Watch your thoughts;
They become words.
Watch your words;
They become actions.
Watch your actions;
They become habits.
Watch your habits;
They become character.
Watch your character;
It becomes your destiny.*

Lao Tzu





Your beliefs become your thoughts,
Your thoughts become your words,
Your words become your actions,
Your actions become your habits,
Your habits become your values,
Your values become your destiny.

— *Mahatma Gandhi* —

AZ QUOTES



“

WATCH YOUR THOUGHTS, FOR THEY BECOME WORDS. WATCH YOUR WORDS, FOR THEY BECOME ACTIONS. WATCH YOUR ACTIONS, FOR THEY BECOME HABITS. WATCH YOUR HABITS, FOR THEY BECOME YOUR CHARACTER. AND WATCH YOUR CHARACTER, FOR IT BECOMES YOUR DESTINY. WHAT WE THINK, WE BECOME. MY FATHER ALWAYS SAID THAT. AND I THINK I AM FINE.

MARGARET THATCHER



From the movie “The Iron Lady”



What do people mean when they say “User Experience”?

- | | |
|-------------------|---------------|
| 1. Impression | 9. Team |
| 2. Mindset | 10. Strategy |
| 3. Process | 11. Buzzword |
| 4. Methodology | 12. Skill Set |
| 5. Field of Study | 13. Change |
| 6. Practice | 14. Industry |
| 7. Tools | 15. Role |
| 8. Profession | 16. Interest |





BUZZWORD



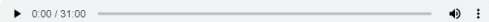
MINDSET

FINDING OUR WAY

HOME PODCAST EPISODES ABOUT THE PODCAST

6: Defining Your Charter, Part 2: The How

may 19, 2020



In which we break down the components of a team charter, and the ways it helps design leaders, particularly with people matters of recruiting, hiring, and retention.

TEAM

A UX Garden of Versus

JULY 31, 2018



In this episode, Kate and Laura talk about fights instead of fighting. Specifically, they bring up some of their least favorite examples of people comparing totally different methodologies against each other. Personas vs JTBD! Agile vs Waterfall! Come on, people. No need to argue. Everything can suck equally.

METHODOLOGY



What is your opinion of the term "UXer"?



(pick one)

- I proudly call myself a UXer
- OK for bootcamp grad, but not very professional
- Better than "UX/UI"
- Terrible, it cheapens what we do
- Confused, designER or researchER?
- Nonsense, "UX" is not a person
- A waste of time to even talk about it

UXPA Facebook group post, 12/31/2019



Jason Gerard Clauß created a poll.
December 31, 2019 at 8:56 AM

What is your opinion of the term "UXer"?

- Ugh, it's awful! (3 votes)
- Meh, I don't have a strong opinion. (3 votes)
- UXer? What are you doing with the time you've saved for shortnames? I am calling myself Experience Designer. (+21 votes)
- I say "UX Designer" (+8 votes)
- I proudly call myself a UXer. (+7 votes)

+ Add option

5 Reactions (like, 😄)

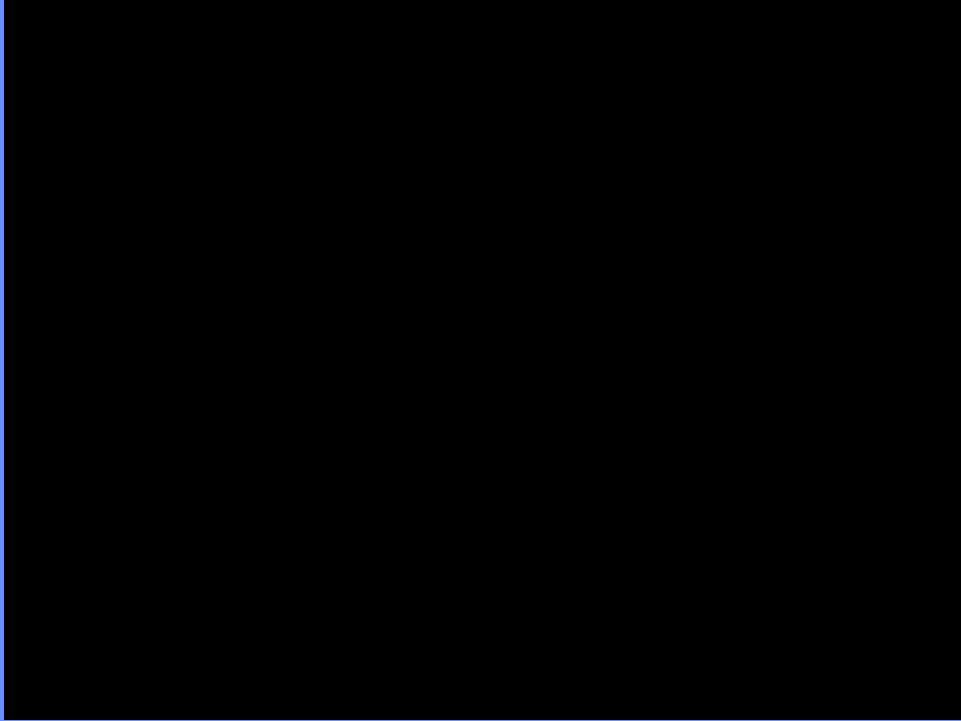
43 Comments 1 Share

Different interpretations of the term "UX"

- Doesn't make much sense as "User ExperiencER" (because UX is the user's **impression**).
- A way to cover many **roles** on a **team** with a single term.
- UX seems to be a set of **skills** taught at a 4 week course.

Triggering bigger issues and challenges

- Makes sense because UX Designers are becoming **mindless pixel movers**. UXer cheapens the profession.
- A UXer has some skills, but an Experience Designer **understands the theory**.
- UXer is someone on our broad UX team. *Reply*: Why not call it the design team? *Reply*: Because we are **not all designers**.
- Does the profession require more **regulation**?
- Why are we **arguing about a term**? Just do quality work!



DISCLAIMER



- I do not agree that all “spins” are equally valid or useful, or all of my example quotes are “the truth”
- I am documenting what I am hearing and reading
- Use the spins to make you think
- Make up your own mind about what “spins” on UX are useful to you and your organization
- I will feature a few spins in the time I have today

What do we mean by “User Experience”?



- Phenomenon: Impression
- Activities: Process, Methodology, Role, Tool Set, Skill Set
- Organizational capability: Team, Strategy, Change, Mindset
- Disciplines at scale: Interest, Practice, Profession, Field of Study, Industry
- Nothing: Buzzword

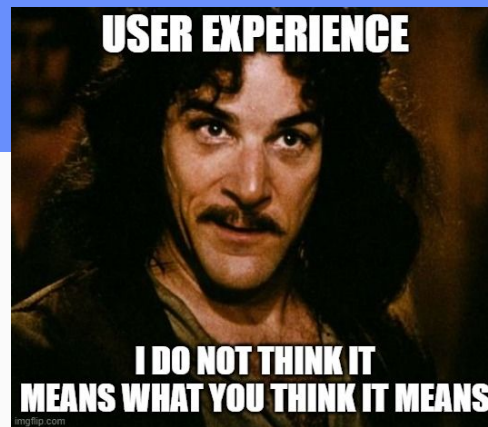
UX as Buzzword

“Sprinkle some UX magic on our app before we launch.”

A buzzword misunderstood in business

Common example: **UX/UI as a job title**

- > “I don’t know what either phrase really means. Someone else told me to slap them together.”
- > “The job only involves cranking out visual designs, but it sounds more important if I add UX to it.”
- > “The slash stands for **PLUS**, the latest version of a *T-shaped generalist* role, deep on visual design but also doing some user research, information architecture, product design, and more.”



Is “UX” dead? 2017 version



A "user experience" is an impression
someone gets when interacting with...
(pick one)

- Web sites
- Technology
- A company
- Products & services
- A system
- People



UX as a Phenomenon: Impression

“I had a really bad experience trying to buy something from that web site.”

An impression someone gets when interacting with products, services, spaces, brands, systems, and organizations

The official ISO 9241-210 definition

- User Experience is a person’s perceptions and responses resulting from the use and/or anticipated use of a product, system or service.

([Academic, formal analysis of the ISO definition](#), if you are so inclined.)

Actor	Sensation	Action	Context	Reference
Someone	Impression	Interacting	Products, services, spaces, brands, systems, and organizations	Instone (as trigger for discussion)
Person	Perceptions and responses	Use and/or anticipated use	Product, system or service	ISO 9241-210
Person	Emotions and attitudes	Using	Product, system or service	Wikipedia (August 2020)
User	Perception		System	Lean UX (SAFe)
User	Feel	Interaction	System	Preece. etal (2002)
End-user	All aspects	Interaction	The company, its services, and its products	NN/g (most often cited “definition”?)

Comparing definitions of the core meaning, the phenomenon

Lots more (from 2012 and before) at allaboutux.org/ux-definitions



UEQ User Experience Questionnaire

A fast and reliable questionnaire to measure the User Experience of interactive products. Available in more than 20 languages. Easy to use due to rich supplementary material.

What does it measure?

The scales of the questionnaire cover a comprehensive impression of user experience. Both classical usability aspects (efficiency, perspicuity, dependability) and user experience aspects (originality, stimulation) are measured.



Attractiveness

Overall impression of the product. Do users like or dislike it?



Perspicuity

Is it easy to get familiar with the product and to learn how to use it?



Efficiency

Can users solve their tasks without unnecessary effort? Does it react fast?



Dependability

Does the user feel in control of the interaction? Is it secure and predictable?



Stimulation

Is it exciting and motivating to use the product? Is it fun to use?



Novelty

Is the design of the product creative? Does it catch the interest of users?

SUS Rating Scales

- 1 I think that I would like to use this system frequently.
- 2 I found the system unnecessarily complex.
- 3 I thought the system was easy to use.
- 4 I think that I would need the support of a technical person to be able to use this system.
- 5 I found the various functions in this system were well integrated.

Attributes of user's experiences & measuring those attributes



Spend more time discussing
UX as a phenomenon
 (“how will that impact our users’ experiences?”)
in your organization

The Impression spin is getting lost in the
buzzwords & noise from the other spins

Also, stop referencing the NN/g “definition”



“Our *users*’ experiences”

Replace “users” with
specific phrases for different situations

- Customers, Potential customers, Current customers
- Employees, New hires, Invoice approvers
- Patients, Family members, Doctors
- Residents, Citizens
- Faculty, Students → Teachers, Learners
- Non-humans? Dogs, chickens



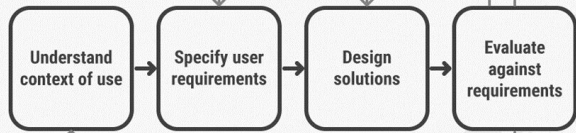
Why do you do usability testing? (pick several)

- Iteratively improve a design
- Get insights into user needs & requirements
- Confirm launch readiness
- Benchmark against competitors
- Wake up leadership
- I don't do usability testing

UX as activities, “what we do”:

Process, Methodology, Role, Tool Set, Skill Set

- Human-centered **Process** (with steps like discovery, analysis, conceptual design, and evaluation) used for business and social impact
- **Methodology**, a body of techniques and rules about how to use them that govern our specialty
- **Role** on a team or project, responsible for doing a certain set of activities
- **Set of tools**, ranging from sticky notes & sketchbooks, to spreadsheets & drawing applications, to remote testing & prototyping platforms
- **Skill set**, a collection of abilities, such as empathy, divergent thinking, and sketching, which can be applied to any professional or creative endeavor



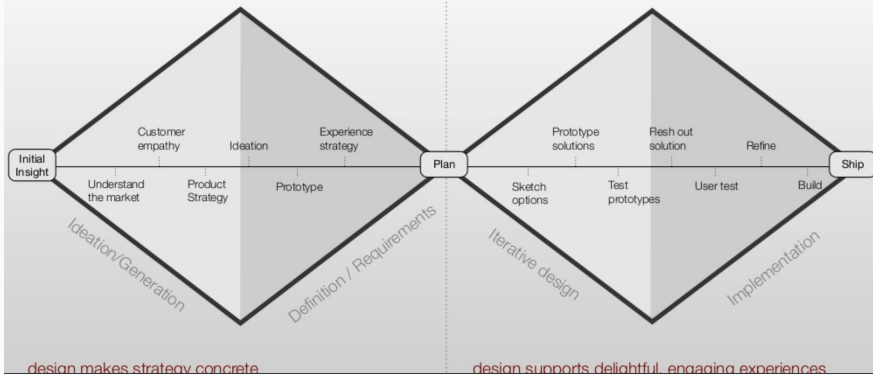
UCD: iterative, understanding users at every step

Definition

Strategy and plan, aka "Why?" and "How?"

Execution

Working through tradeoffs to deliver optimal solution, aka "What?"



Double diamond: define & execute, diverge & converge

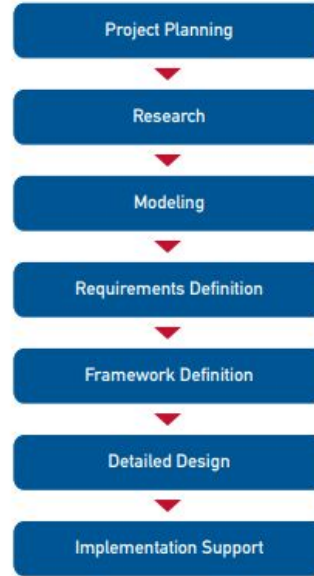
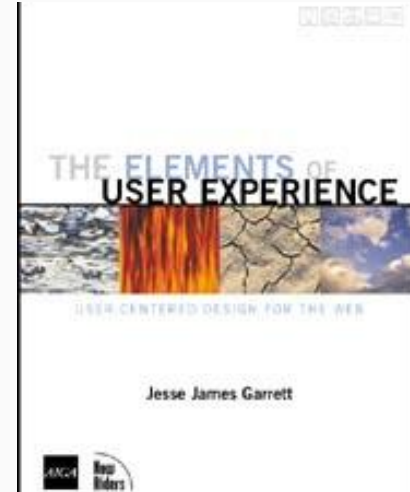


Figure 1.3. An overview of the Goal-Directed process.

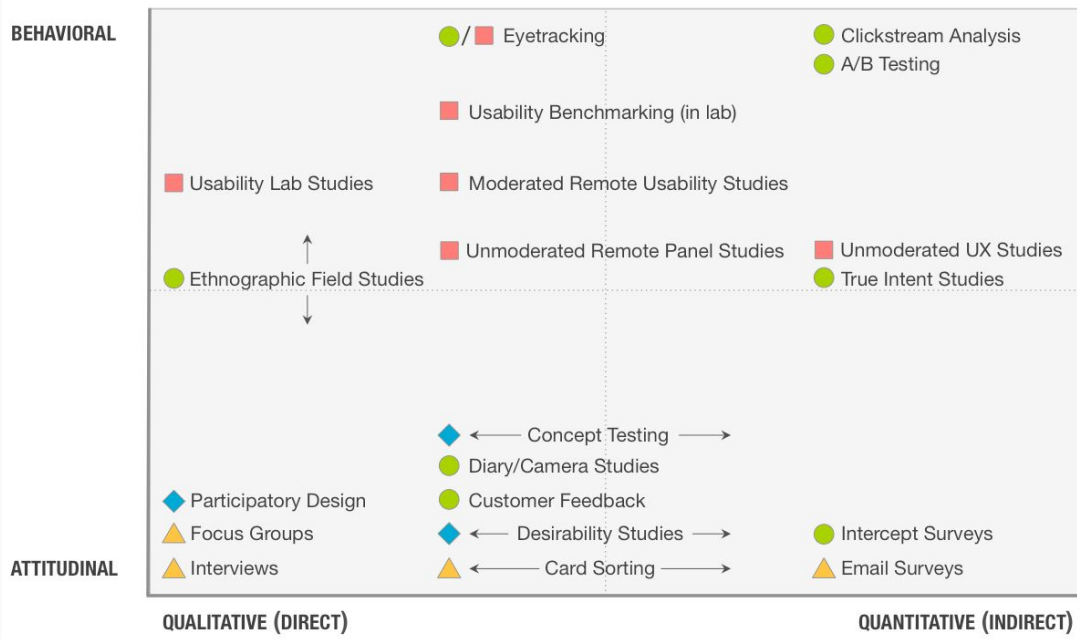
Goal-directed



First use of "UX" for a process? (for websites)

Example processes

A LANDSCAPE OF USER RESEARCH METHODS



Requirements Methods

- Current topics**
- Affinity Diagramming
 - Claims Analysis
 - Competitor Analysis
 - Future Workshop
 - Persona
 - Quality Function Deployment (QFD)
 - Stakeholder Interview
 - Scenario of Use
 - Use Case
 - Usability Benchmark

How does heuristic evaluation compare to usability testing?

Heuristic evaluation was codified around 1990, at a time when it was expensive to get access to users. It was common for people to have to be trained to use the technology being evaluated before they could sit down in a usability lab to perform some tasks. The whole concept of even having an interface for end-users was pretty new. Conventions were just settling into place.

Usability testing has been around since at least the 1980s, but began to be widely practiced about the same time Nielsen and Molich published their heuristic evaluation method. While usability testing probably needs some updating as a method, the basic process still works well. It is pretty

KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

- Natural use of product
- ▲ De-contextualized / not using product
- Scripted (often lab-based) use of product
- ◆ Combination / hybrid

© 2014
Christian Rohrer

Methodology: knowing when (& when not) to apply a specific technique for a specific project based on goals, budget, time, ... 25



UX activities are obviously very important: just don't get in a rut

Process & Methodology: explore & innovate

Role: flexibility is usually best

Tool set: (too) many! try not to obsess

Skill set: foundation for everything above



Your executives want to invest more in user research. What do you recommend? (pick one)

- Hire a few specialists to own the user research program
- Hire a lot of designers who can also do user research
- Find an agency to conduct your user research
- Teach every employee design thinking
- All of the above
- None of the above

UX as “organizational capability”:

Team, Strategy, Change, Mindset



A **Team** (made up of various roles) that defines, designs, and delivers solutions for customers, employees, business partners, citizens, and other groups of people

A **Strategy**, a vision and plan, on par with organizational strategies for business, marketing, branding, technology, and products

An element of digital transformation and **Change**, key for organizations to survive in the future

A **Mindset** of caring about your users' needs and doing your best to serve them

UX as organizational Mindset



“UX is easy, just follow the Golden Rule.”

A mindset of caring about your users' needs and doing your best to serve them

Organizations view the **amount of work, issues, and challenges** in defining, designing, and delivering good user experiences in many different ways.

- **Easy:** Just don't treat them like “stupid users” (PICNIC, PEBKAC, ID10T, Layer 8)
- **Basic:** Some general purpose skills will do the trick
- **Mechanical:** With the right tools, anything is possible
- **Repeatable:** Follow a (any) process, it just requires practice to get it right
- **Manageable:** Administer and direct your teams to success
- **Strategic:** If the people at the top know what they are doing, we'll be fine
- **Scientific:** We cannot just make it up, there is knowledge to acquire and proven approaches
- **Professional:** Bring in the pros who have devoted their careers to it (like we do with HR, finance, ...)
- **Cultural:** “Culture eats strategy for breakfast”
- **Industrial:** Our company cannot solve the important challenges alone

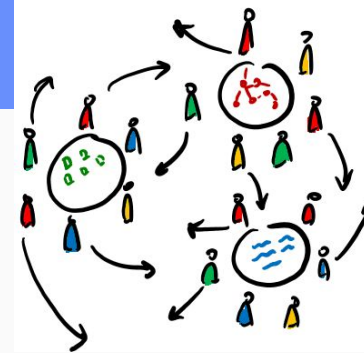
UX as Change Agent

“Our UX work will not succeed if we don't change the culture around here.”

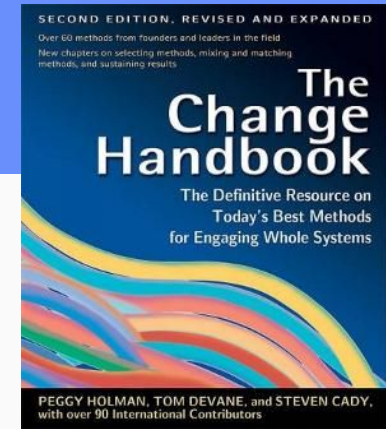
An element of digital transformation and change, key for organizations to survive in the future

My journey as a “change practitioner”

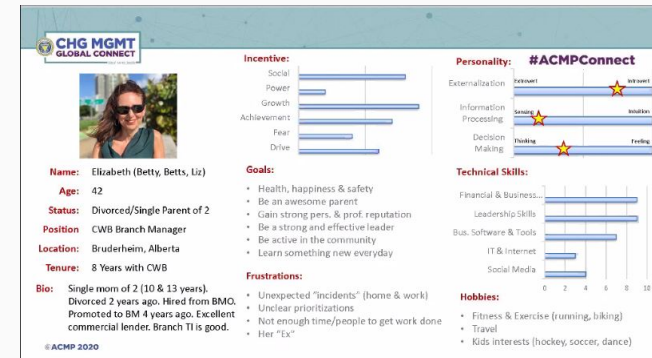
- > **Survival.** In early days (2000), I realized I was doing ad hoc change management just to survive (as did many UX colleagues)
- > **Informal learning.** I got “serious” around 2005 when I started hanging out with professional change managers & applying their methods (informally)
- > **Consulting advantage.** Over time, clients started appreciating it: they had “Change management” and “Usability” as peer teams, innovation teams became “design thinking based”
- > **Ally.** Now, I am “ally of change management” (professional member but not licensed) and starting to give back to their practice



World Cafe model



A Methods book



Role of Personas in Change Management?

UX as an organizational capability: ✖

If you want to build an empire, own UX

If you want to change the organization,
democratize UX

Team, Strategy, Change, Mindset: It depends on
your organizational culture, design maturity, ...



What should you study to be good at UX? (pick one)

- Human-Computer Interaction
- Library & Information Science
- Graphic & Visual Communication Design
- Cognitive Psychology
- Business Management
- Rhetoric & Writing
- Criminal Justice

UX beyond your organization:

Topic, Practice, Field of Study, Profession, Industry

- > A **Topic of Interest**, a reason for a community of enthusiasts to gather
- > A **Community of Practice**, a group of people who share a passion for user-centered design and learn how to do it together in social settings
- > A **Field of Study** focused on how people behave in technology-enabled contexts and how to creatively address human needs
- > A **Profession**, with careers, occupations, and jobs such as user researcher, information architect, user interface designer, and usability engineer
- > An **Industry**, a collection of business establishments that act as a whole, are regulated, and get analyzed for economic activity

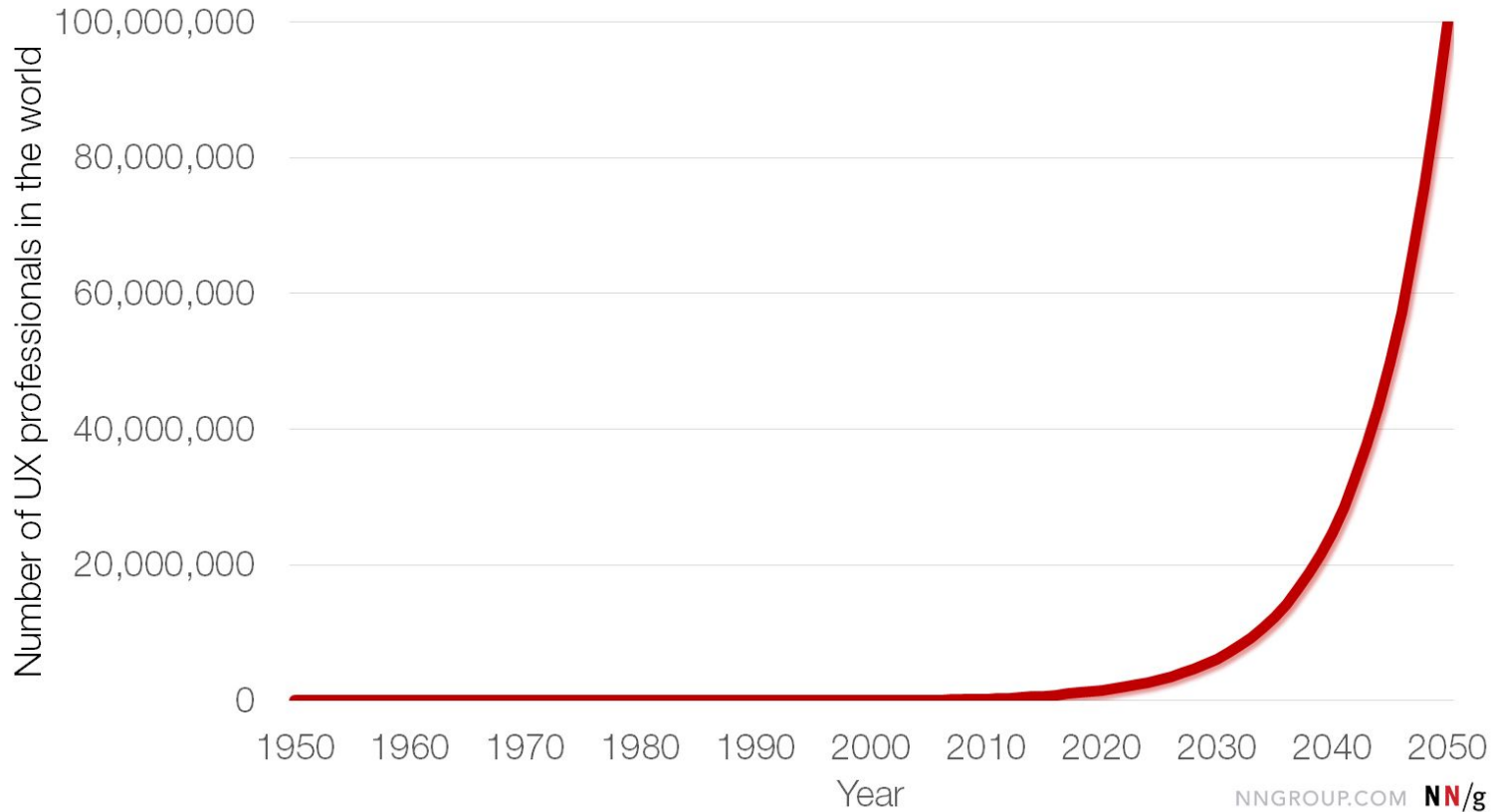


UX as Field of Study

“What do I need to learn in school in order to get a UX job?”

A field of study focused on how people behave in technology-enabled contexts and how to creatively address human needs

Human-Computer Interaction	Tasmania > STED > ICT > Human Interface Technology (Laboratory) UNSW Sydney > CSE > HCI professor Aaron Quigley (January 2020, June 1) QUT > CS > CAB210 People Context and Technology & IFN591 Principles of User Experience
Library & Info Science	Charles Sturt > Masters of Information Studies > Information Architecture specialization
Graphic & Visual Communication Design	Swinburne > Bachelor of Design > Major in UX Interaction Design & UX/UI Design course UNSW > Art & Design > Master of Design > Experience Design specialization USydney > School of Architecture, Design and Planning > Bachelor of Design Computing Monash > Design & IT dual degrees RMIT > Bachelor of Design (Communication Design)
Cognitive Psychology	UWA > Cognitive Science > Various research labs
Business Management	Griffith > Bachelor of Design/Bachelor of Business
Also: Gaming	Flinders > Creative Arts > Bachelor of Creative Industries (Interactive Design)



Profession: the context, challenge, opportunity

(Layers of) UX Communities



UX Professionals

BoK, Ethics, Academia

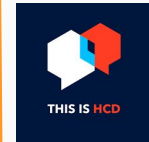


Melbourne CXPA Network



UX Practitioners

Jobs, Conferences, Mentoring

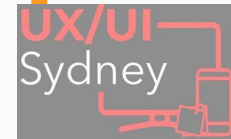


Interested in UX

Awareness, Meetups, Related careers



UX Melbourne



UX as Profession



“I am a good interaction designer, but I want user researcher to be my next UX job.”

A profession, with careers, occupations, and jobs such as user researcher, information architect, user interface designer, and usability engineer

Profession “requirements”? How do we stack up?

- Full-time occupations
- Training and certificates
- University programs: degrees, labs, research
- Body (bodies) of knowledge
- International, national, local associations
- Standards and standards bodies
- Ethics
- Licensing
- Recognition by governments to self-manage or be regulated

Australia’s National Professional Engineers Register

- 4 year engineering degree from an accredited university
- Competency test
- Abide by a code of ethics and personal standards



Country	Type	Category	Occupations
AU	Professional	Design, Engineering, Science and Transport Professionals > Architects, Designers, Planners and Surveyors > Graphic and Web Designers, and Illustrators	Web designer (232414)
AU	Professional	ICT Network and Support Professionals > ICT Support and Test Engineers	Usability architect (263299)
CA	Professional	Natural and applied sciences > Computer and information systems professionals	GUI designer Web designer
CA	Technical	Technical occupations in art, culture, recreation and sport > Creative designers and craftspersons > Graphic designers and illustrators	User experience designer
US	---	Computer and Mathematical Occupations > Web and Digital Interface Designers	Digital designer Graphic web designer Web content specialist

Recognized by governments?

[ANZSCO - Australian and New Zealand Standard Classification of Occupations](#)



UX across organizations and at
“multi-disciplinary scale” is hard but we
have to do better, lots better

Field of Study, Topic, Practice, Profession, Industry

Ideas for Australia???



Q&A

- > Buzzword
- > Phenomenon
- > Activities
- > Organizational capability
- > Disciplines at scale

dex<terity

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dexterityux.com



DISCOVER
Focus Groups
Interviews / Surveys
Usability Audit
Gap Assessment
Usability Goals
Requirements Gathering

DEFINE
Brainstorming
User Profiling
Storyboarding
Creative Direction
Requirements Definition
User Experience Definition

DESIGN
Wireframing
Prototyping
Functional Design
Design Concepts
Visual Design

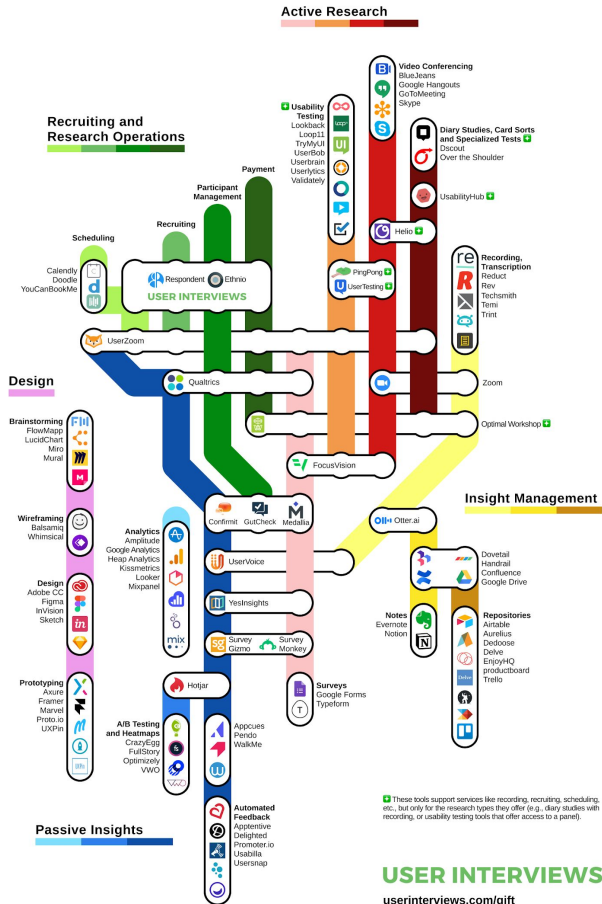
DEVELOP
UI Application Coding
Style guides
UI Specifications

DEPLOY
UI Assessment
Standards
Compliance Check
Accessibility Testing
User Training
Expert Evaluation

DRIVE
Usability Check
Maintain & Support
New Needs

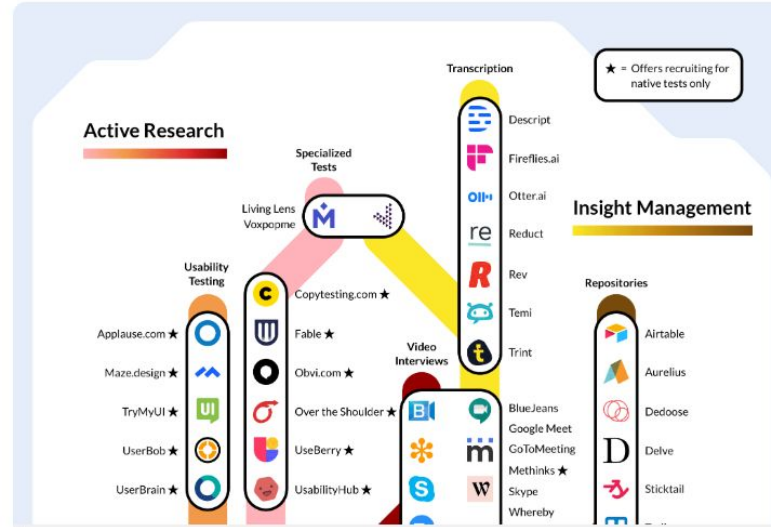
Mapping steps in a process to specific activities: methods, work products & deliverables

The 2019 UX Research Tools Map



The 2020 UX Research Tools Map

USER INTERVIEWS



UXTOOLS ^{CO}						
	Design	Prototyping	Handoff	Design Systems	Versioning	Monitoring
Name	Usage	Platform	Free	Cost	Programs	
Name of app		Based on the 2019 Design Tools Survey	Which platforms can upload designs?	Can be used for free without trial?	Estimated cost per year?	Compatible design programs?
Zeplin	██████████	Apple, Windows	✓	\$180	▣, ▣, ▣, ▣	
Invision	██████████	Cloud	○	\$180	▣	
Figma	██████████	Cloud, Apple, Windows	✓	\$144	▣, ▣	
Xd	██████████	Apple, Windows	✓	\$120	▣, Xd	
Sketch Measure	██████████	Apple	✓		▣	

2019 Design Tools Survey Results
Not sure which tools to use? 3,000 designers come together to share their toolkits in this annual survey.

Design Tools

Prototyping Tools

Handoff Tools

Design System Tools

Versioning Tools

Monitoring Tools



UX as Skill Set



“Everyone needs to get better at UX if we want to be agile and innovative.”

A skill set, a collection of abilities, such as empathy, divergent thinking, and sketching, which can be applied to any professional or creative endeavor

Listed for UXers (and other roles)

- > Empathy, team player
- > Solution driven, delivery focus
- > People, relationships
- > Passion, energy
- > Communication, listening
- > Creativity
- > Technology understanding

Common for UXers

- > Sketching
- > Storytelling
- > Critiquing
- > Presenting
- > Facilitating

UX as Strategy



“Let's make sure users can do everything themselves online, we do not want them to call us.”

A strategy, a vision and plan, on par with organizational strategies for business, marketing, branding, technology, and products

- > Goal for the impressions you want to enable
 - Strategy for what users experience, perhaps communicated as a Product or UX roadmap

- > How your organization prepares to “do UX well”
 - Strategies for method selection, prototyping, staffing, training, evangelization, selecting projects, etc.

<https://playbook.uie.com/>

<https://courses.theteamw.com/series/complete-list-of-all-courses-and-reports/ux-strategy-bundle>

Day 1



Morning

Driving your organization's transformation

Afternoon

Leading product and service innovation

Day 2



Morning

Readying your team to tackle bigger design challenges

Afternoon

Lay the groundwork for change at all levels

UX Strategy Fundamentals

- ▶ [Introduction to UX Strategy and Deciding on UX Work for Projects](#) PREVIEW
- ▶ [How to Prioritize Your UX Projects](#)
- ▶ [How to Create a Roadmap and Action Plan for UX Strategy](#)
- ✓ [Quiz: UX Strategy Dimensions, Roadmap, and Action Plan](#)
- ▶ [UX Principles and UX Infrastructure](#)
- ▶ [UX Methods](#)
- ▶ [UX Toolbox and Promoting UX in the Organization](#)
- ✓ [Quiz: Principles, Methods, the UX Toolbox and Promoting UX](#)
- ▶ [Study Guide](#)

UX as Practice



“I really liked the case studies at that UX conference.”

A community of practice, a group of people who share a passion for user-centered design and learn how to do it together in social settings

There are LOTS (too many?) communities where you can learn how to do UX, even if you are only interested in it.

International, national, local groups, with talks, articles, workshops, ...

- > [ACM SIGCHI](#): TorCHI, Ottawa
- > IxDA, IxDA Montreal, Ottawa, Toronto, Vancouver
- > UXPA, UXPA Montreal, Toronto
- > RGD, AIGA (US)
- > Independent “communities of interest”: [uxWaterloo](#), Calgary UX, ...

Conference-driven communities, like CanUX

Online communities: General purpose, like Reddit & UX Mastery; Topical, like Design Systems (on Slack)

UX as Industry



“Companies need to work together to change the way we assess UX talent and make hiring decisions.”

An industry, a collection of business establishments that act as a whole, are regulated, and get analyzed for economic activity

Different ways to think about UX & Industries

- > Companies that specialize in UX
 - UX Consultancies: Lextant, Blink, TecEd, Frog
 - UX training, education & content: NNG, UIE/Center Centre, Rosenfeld Media
 - UX tool providers: Adobe, InVision, UserTesting
- > Companies that do UX (and lots of other things)
 - Design agencies (like IDEO)
 - Product, app & software shops
- > “The tech industry” (Facebook, Google, IBM, ...)
- > “The design, computer systems, management & research services industry” ([NAICS](#) 5414, 5415, 5416, 5417)

But these do not capture the **cross-industry** nature: UX teams at manufacturers, financial institutions, healthcare systems, government agencies, ...

Example of a discussion about [an industry \(financial services\) and UX](#).



UX as Team

“Is UX done yet? We need to start coding!”

A team (made up of various roles) that defines, designs, and delivers solutions for customers, employees, business partners, citizens, and other groups of people

Common roles on a UX team

- > Visual designer
- > User interface designer
- > Interaction designer
- > Product designer
- > Experience designer
- > Information architect
- > Content strategist
- > User researcher
- > Experience architect
- > Prototype developer
- > Usability specialist
- > Accessibility specialist
- > Design system manager
- > Project manager
- > Manager

Other team names

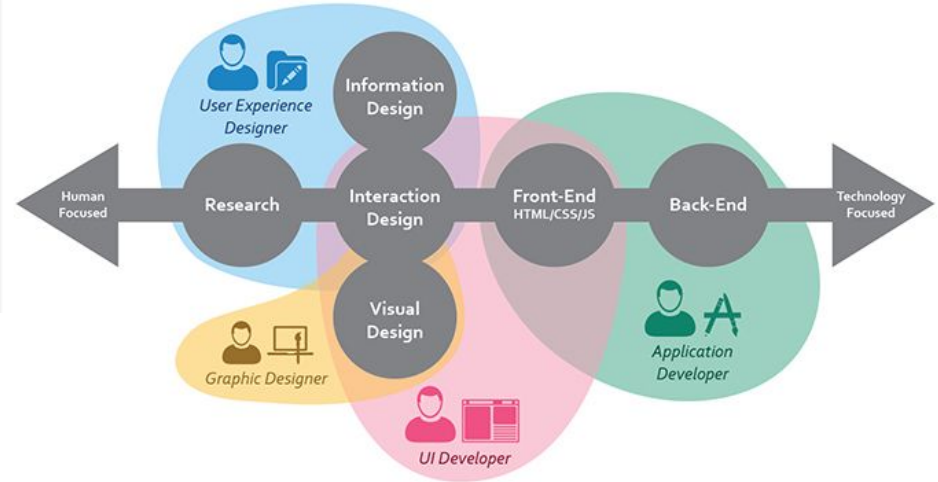
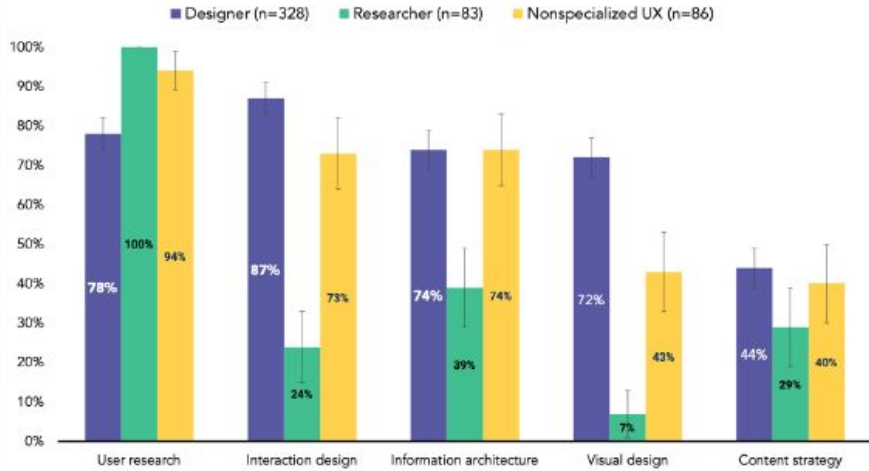
- > Design
- > Product design
- > Service design
- > Digital design
- > Experience design
- > Customer experience
- > Employee experience
- > Experience strategy
- > <Business unit> design (if distributed)
- > Usability
- > DesignOps
- > ResearchOps

Common “owners of UX” & “homes for UX teams”

- > CEO, CTO, CIO, CMO, CDO, CXO
- > Vice President, Director, Manager
- > Engineering
- > Product
- > IT
- > Marketing
- > HR
- > Innovation
- > Customer service
- > Communications
- > <Business unit>



Percentage of Respondents Who Have UX Responsibilities



Mapping roles to responsibilities on a team



UX Maturity Models

Gena Drahun, July 2017