



DESIGNING WINNING EXPERIENCES – PART 1

Tal Florentin | Summurai

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| LAST 13 YEARS



UX SERVICES



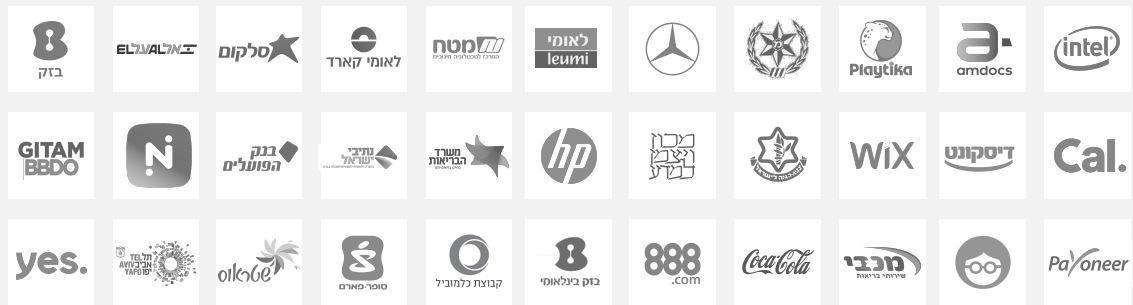
UX TEACHING



UX PRODUCTS

2

LAST 13 YEARS



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TEACHING USER EXPERIENCE DESIGN

4



UX BOOK

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**ENGAGE YOUR
AUDIENCE WITH
AUDIO SUMMARIES**

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6 PRACTICAL UX SESSIONS

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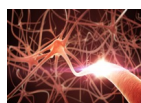
UX STRATEGY

The UX State of mind, agenda, process and value. Managing towards a great UX and evaluating it.



DISCOVERING USERS

Motivations and practical methods for getting to know your audience and putting them in the center



COGNITIVE SECRETS

Human factors make us use screens in a different way what you thought. We'll find out what how and why.



DESIGNING SCREENS

The methods and processes of placing the right elements on the right spot



COMMUNICATING WITH USERS

Practical guidelines for making screen elements work for your audience



MOBILE STRATEGY

Understanding cross-platform, rethinking responsive design and mastering the concept of small screens

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ABOUT THE SLIDES...



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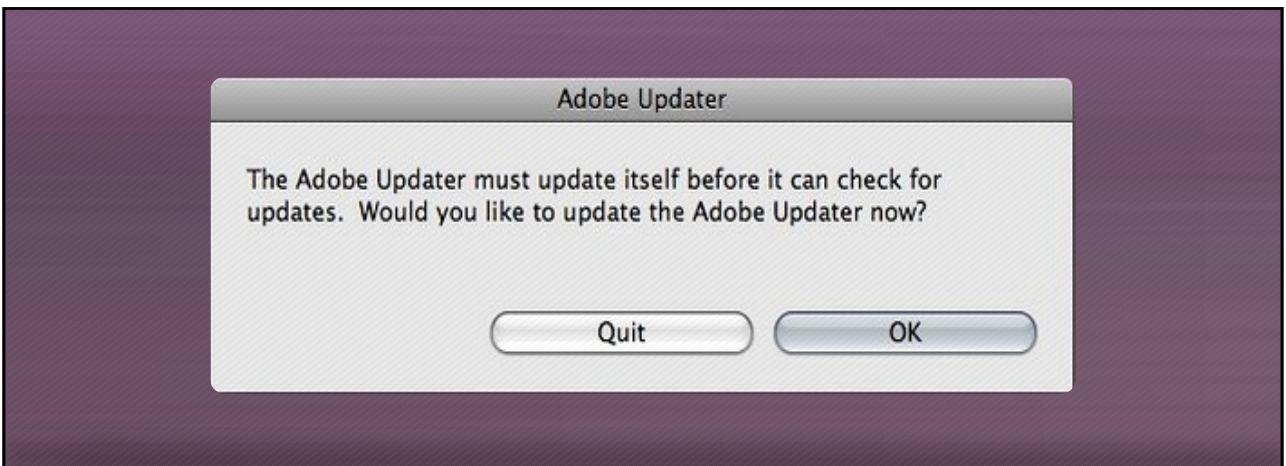
Welcome to the era of
USER EXPERIENCES

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I COME FROM TECH

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15 YEARS AGO

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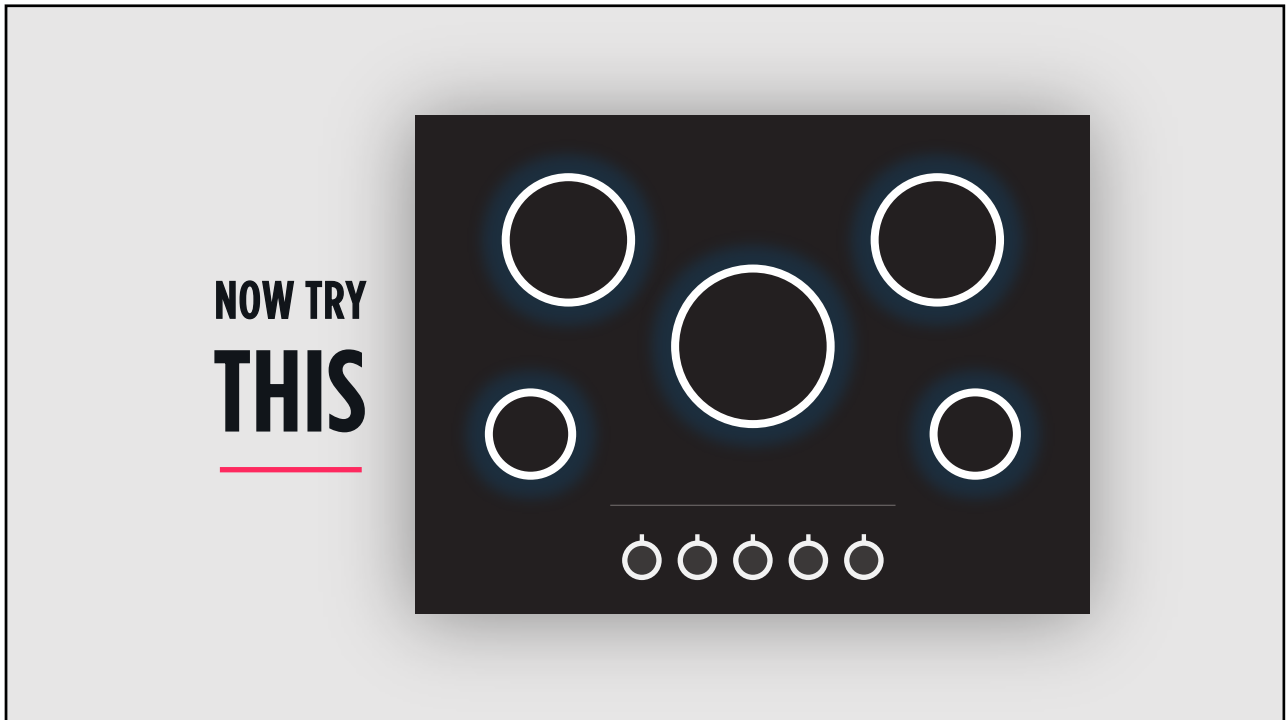
A DIFFERENT WAY OF THINKING

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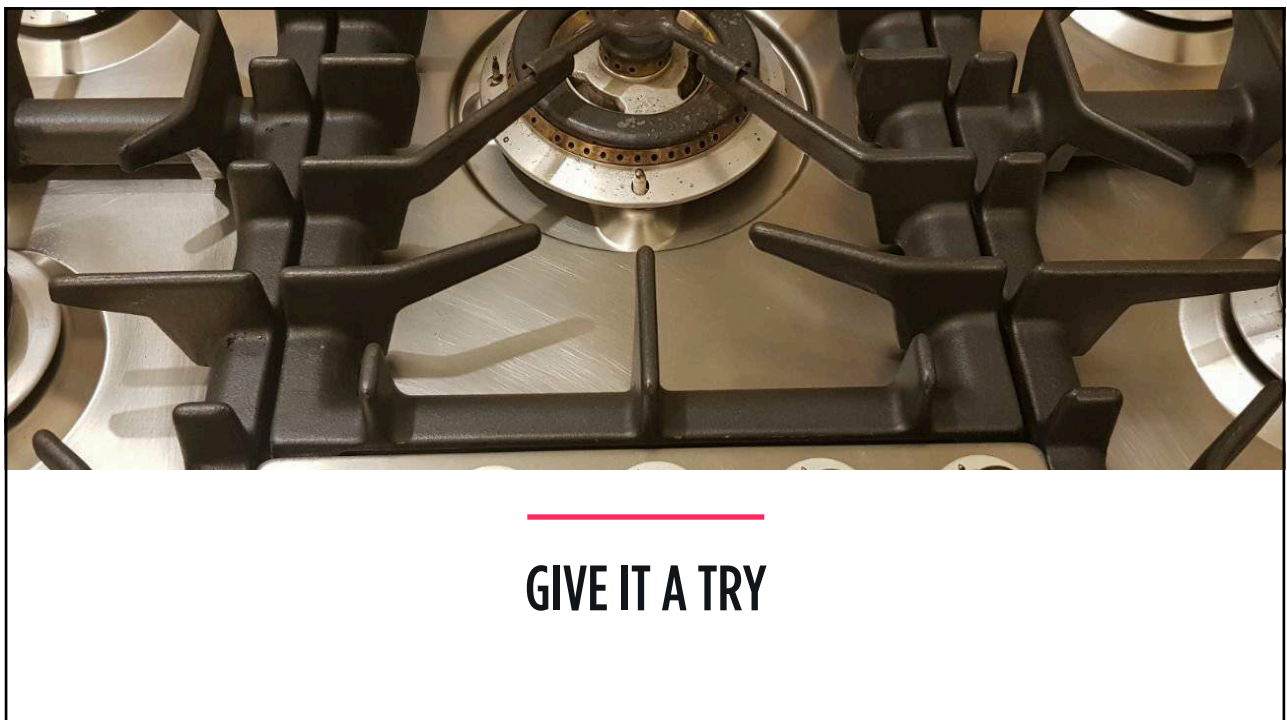
NOW YOU
TRY



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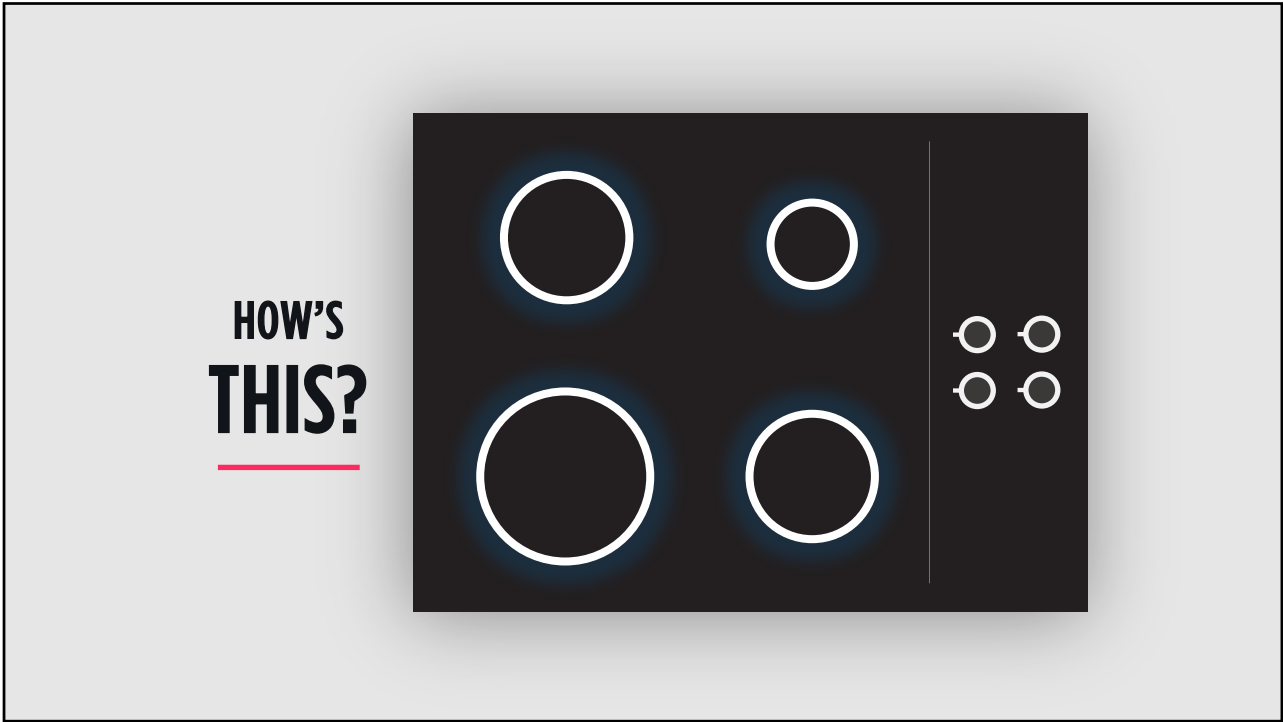


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CHECK THIS OUT

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DESIGN INSIGHTS

- People make mistakes
- Make sure you are copying for the right reasons
- There is more than one solution
- Time is always an interesting factor

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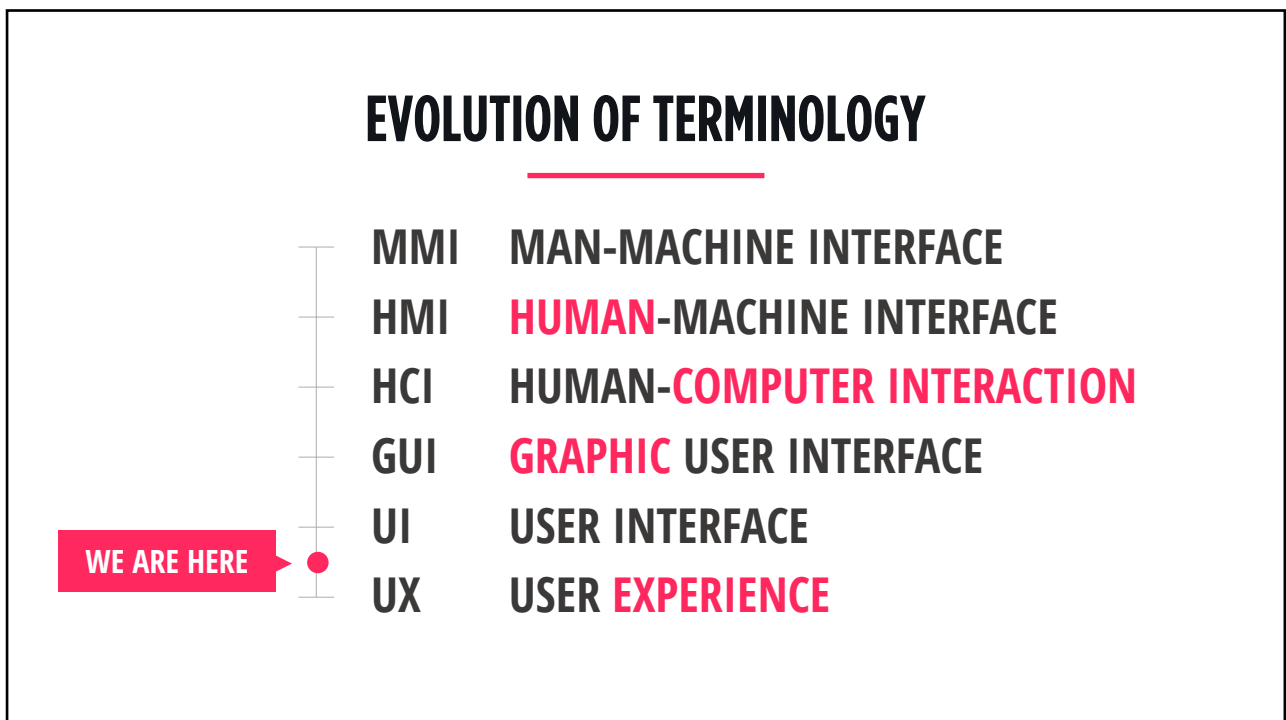
BUSINESS INSIGHTS

- Good UX design doesn't cost more
(It usually costs much less)
- You don't have to build it in order to test it
- The power of choosing the right design

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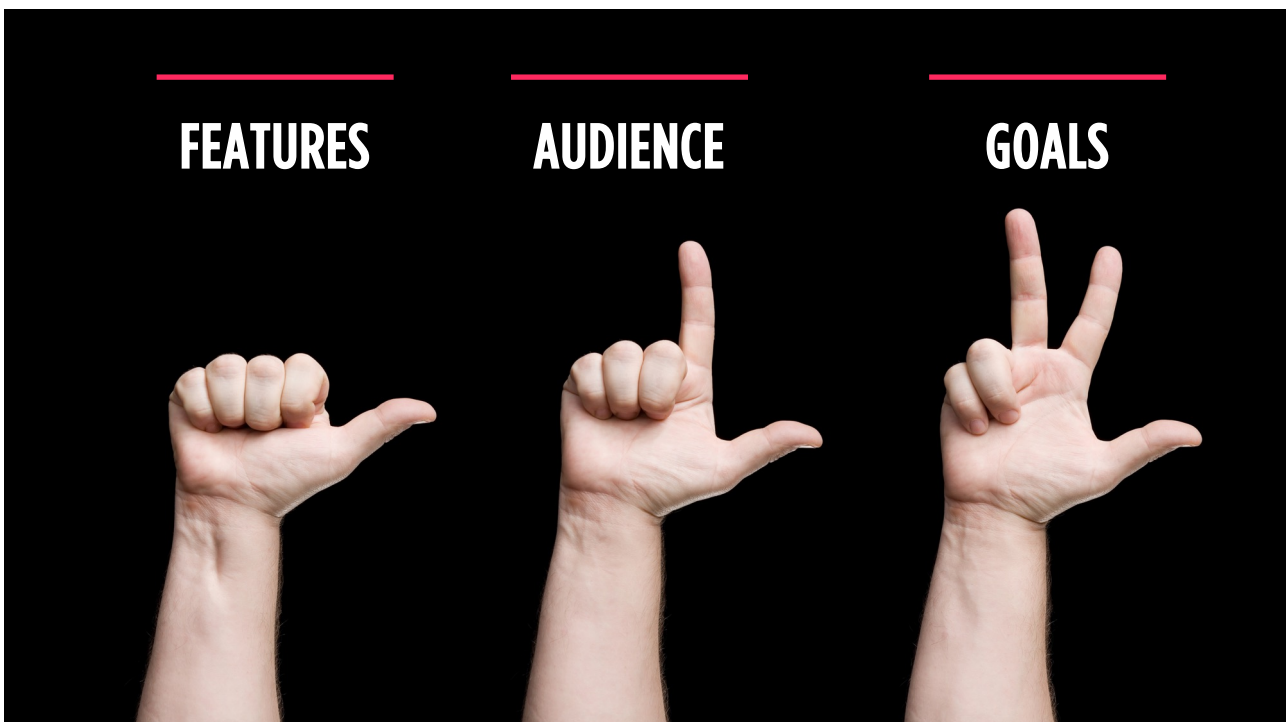


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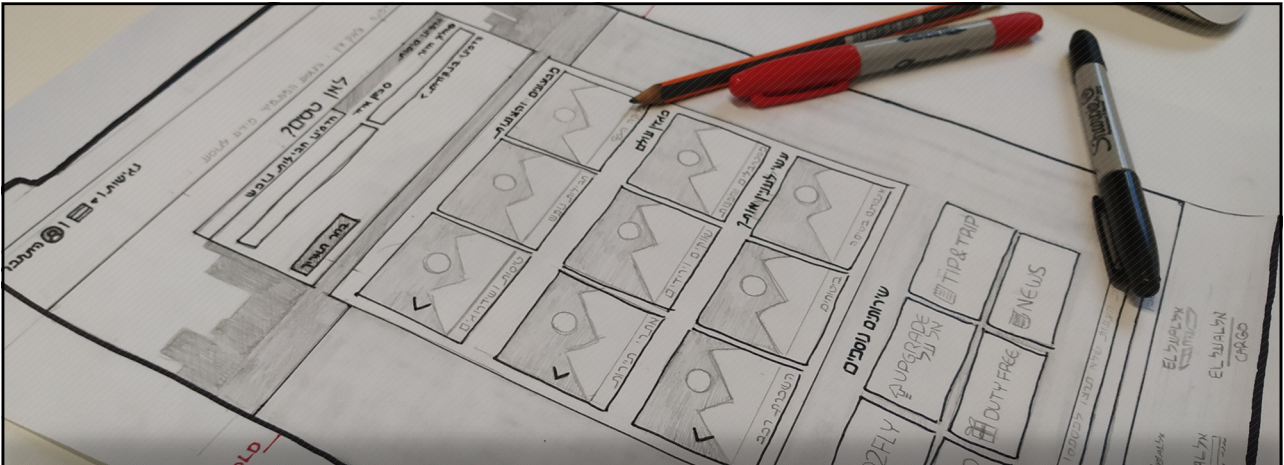


IS THIS A GOOD INTERFACE?

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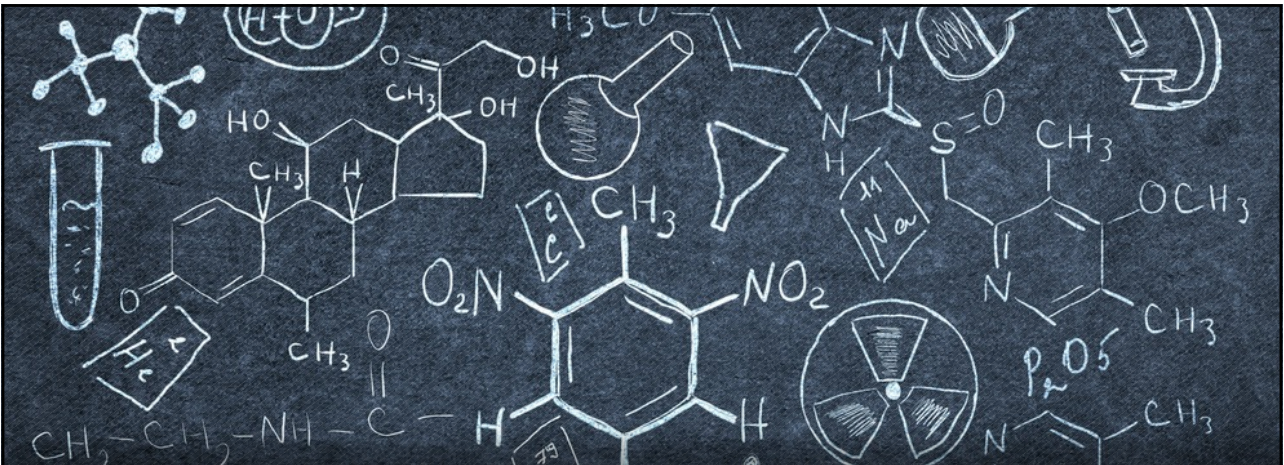


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ASK WHY

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THERE IS A FORMULA

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THE SECRET FORMULA

$$\frac{\text{Users} \times \text{Functionality}}{\text{UI Model}} = \text{Business Goals}$$

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It's all about

DEFINING GOALS

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TAXI DRIVER LAW



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THE LEADING QUESTION

**WHAT BEHAVIOR WOULD
YOU LIKE TO CREATE?**

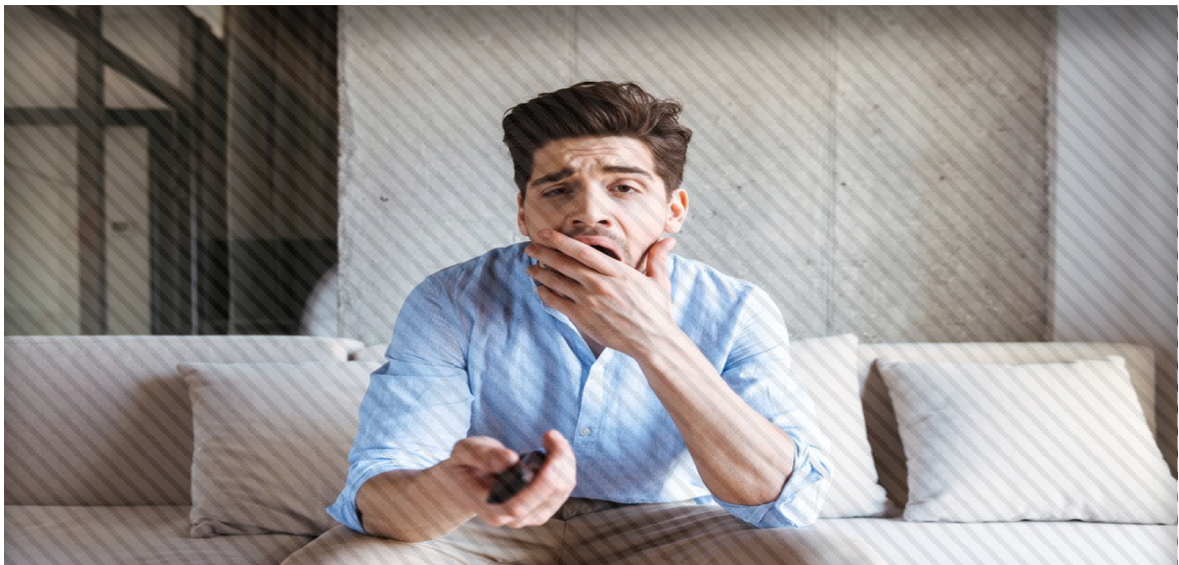
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| THE NETFLIX EXPERIENCE



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| THE NETFLIX EXPERIENCE



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3

Rethinking

OUR POINT OF VIEW

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MOVING OUR FOCUS

PEOPLE BEFORE PRODUCTS

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UNDERSTANDING USERS FROM A TO Z



**WHY WE
SHOULD**



**WHAT TO
KNOW**

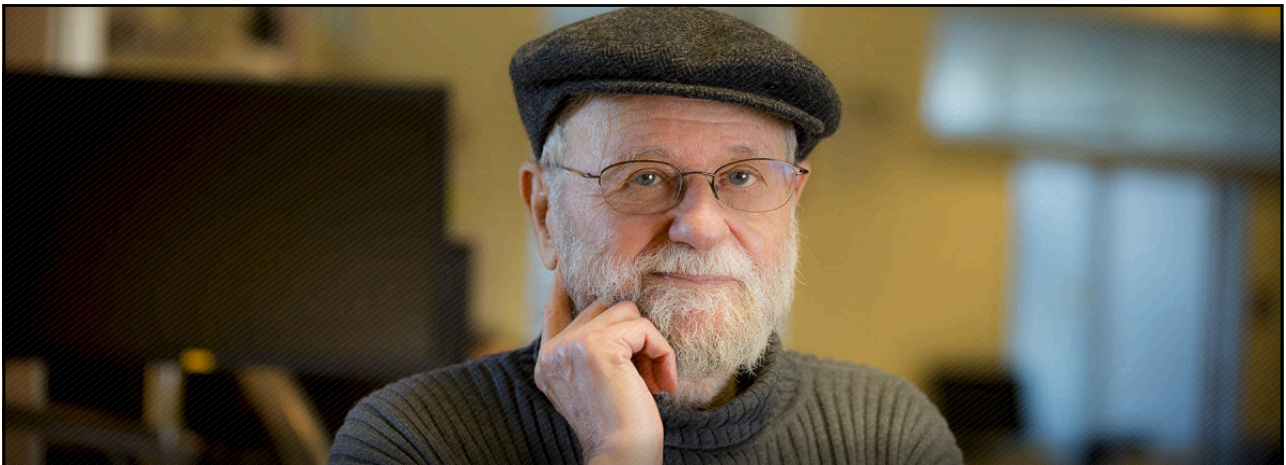


**HOW TO
KNOW**



**WHAT'S
NEXT?**

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AN HOUR WITH MR. DON NORMAN

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AS SIMPLE AS SALT & PEPPER

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MOVING OUR FOCUS

YOU ARE NOT THE USER

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**IF YOU WANT TO UNDERSTAND HOW A LION HUNTS,
DON'T GO TO THE ZOO.**

Jim Stengel

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PROCESS OF GETTING TO KNOW YOUR AUDIENCE



KICKOFF – DEFINITIONS & BRAINSTORM



DATA COLLECTION & RESEARCH



PERSONA PROFILING



BUSINESS ANALYSIS



**FEATURE
RANKING**



**SPREADING
THE WORD**

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THE QUESTIONS TO ASK



Who are they?
 What do they need?
 What do they want?
 What motivates them?
 What blocks them?
 What terminology do they use?

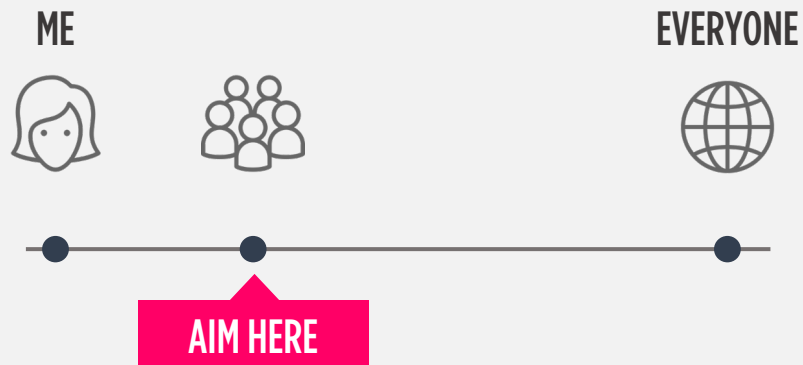
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THE FULL ATTRIBUTE LIST

Gender, Age, Marital status
 Education, Profession, Role
 Limitations, Languages, Cultural attributes
 Physical, Social, Technical Environment
 User Goals, Motivation, Blockers
 Use cases, Usage scenarios, Usage Frequency
 % of Users, % of Relative Importance

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| THE USER SCALE



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| HOW LONG DOES IT TAKE?

2-4
HOURS MONTHS

46

CHECK THIS OUT



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DID YOU NOTICE?



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4

Revealing your audience with
USER RESEARCH

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PROCESS OF GETTING TO KNOW YOUR AUDIENCE



**EXPLICIT
RESEARCH**



**IMPLICIT
RESEARCH**

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EXPLICIT RESEARCH

INTERVIEWS, FOCUS GROUPS

OBSERVATIONS

QUESTIONNAIRES

BI – DB ANALYSIS

ANALYTICS

EYE/MOUSE TRACKING

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IMPLICIT RESEARCH

BRAINSTORMING

BLOGS, NEWSLETTERS

FORUMS, MEETUPS

SOCIAL MEDIA, REVIEWS

ACADEMIC RESEARCH

HOLLYWOOD

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Sharing audience insights with
USER PERSONA

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COFFEE WITH MR. ALAN COOPER

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SPEND SOME TIME ON THE STREET

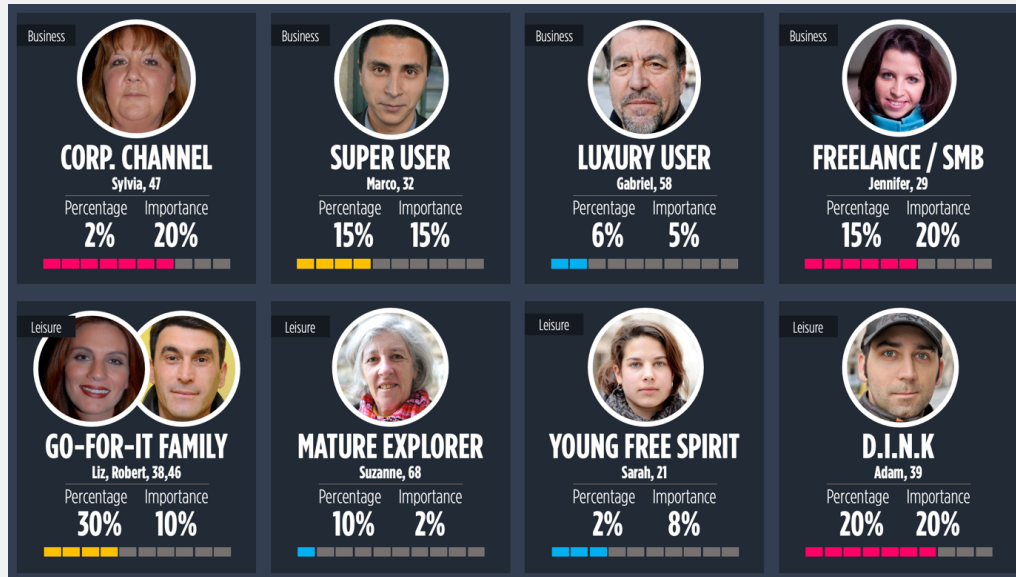
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IDENTIFY STORIES

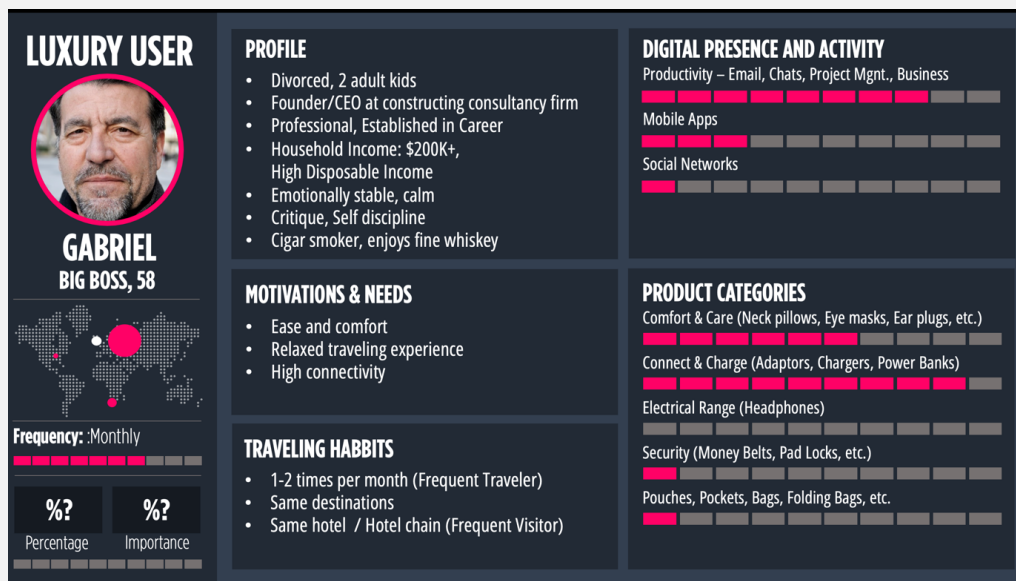
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IDENTIFY STORIES AND CREATING PROFILES



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IDENTIFY STORIES AND CREATING PROFILES



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TO BE CONT.

