

UX ESSENTIALS 1: BACKGROUND

Ben Woods

User Experience

User Experience Speaker, Corporate Trainer, Conference Speaker, Entrepreneur.
 Founder of TheoremCX, Assistant Professor at Kent State University

Certifications

- BFA in Visual Communication Design
- Masters in Information Architecture and Knowledge Management
- Masters in Business Administration
- Google Analytics

Role

Consultant, speaker and Faculty at Simplilearn. Ben has presented at conferences on the topic of design thinking and user experience.



Ben Woods

Experience

- Ben's experience dates to 1999 when the World Wide Web was becoming a valuable tool for businesses.
- Ad Agencies, Design Firms, Global Manufacturers

Training

Ben leads the basic and advanced UX workshops for Simplilearn and is a faculty member at Kent State University in the USA.

A bit more about me...

- dbenwoods.com
- [linkedin.com/dbenwoods](https://www.linkedin.com/company/dbenwoods)
- Upcoming presentation to be livestreamed on February 24th (time to be determined)
<https://2018.worldiaday.org/location/kent-ohio-united-states>



The screenshot shows a web browser displaying a New York Times article. The page header includes the New York Times logo, a search icon, and a 'LOG IN' button. Below the header, there is a 'PAID FOR AND POSTED BY' section with the BrandStudio logo and the Delta logo. The main headline of the article is 'By Thinking Like a Tech Company, Can an Airline Take the Stress Out of Travel?'. The article content features a graphic with several red dots scattered across a blue background with a white mountain-like shape at the bottom. A quote from Woods is displayed in a white box with a blue border: 'Woods says that good UX means taking human nature into account. "What we try to do is engineer and design processes, systems and interfaces around the way people work," he says. "It's a competitive tool for our clients and for our customers."' A video player icon is visible in the bottom left corner of the article preview.

Resources for you

- dbenwoods.com/iDigital

As we begin...

- Please set aside your laptops (you don't need them)
- Please silence your phones

- There will be a lot of material to cover, and a lot of activity.

UX Essentials: The Big Idea

Develop empathy for customers.

Design is a process and everyone can do it!

Use **empathy** to **design** solutions with **customers**.

What are we going to do for 2 days?

- Learn how to see things through the eyes of our customers.
- Develop empathy for customers.
- Exercises to stimulate creativity.
- Think like a designer.
- **Use the User-Centered Design Process to solve a problem.**
- **HAVE FUN!**

Module 1: Background

- **Key Topics**

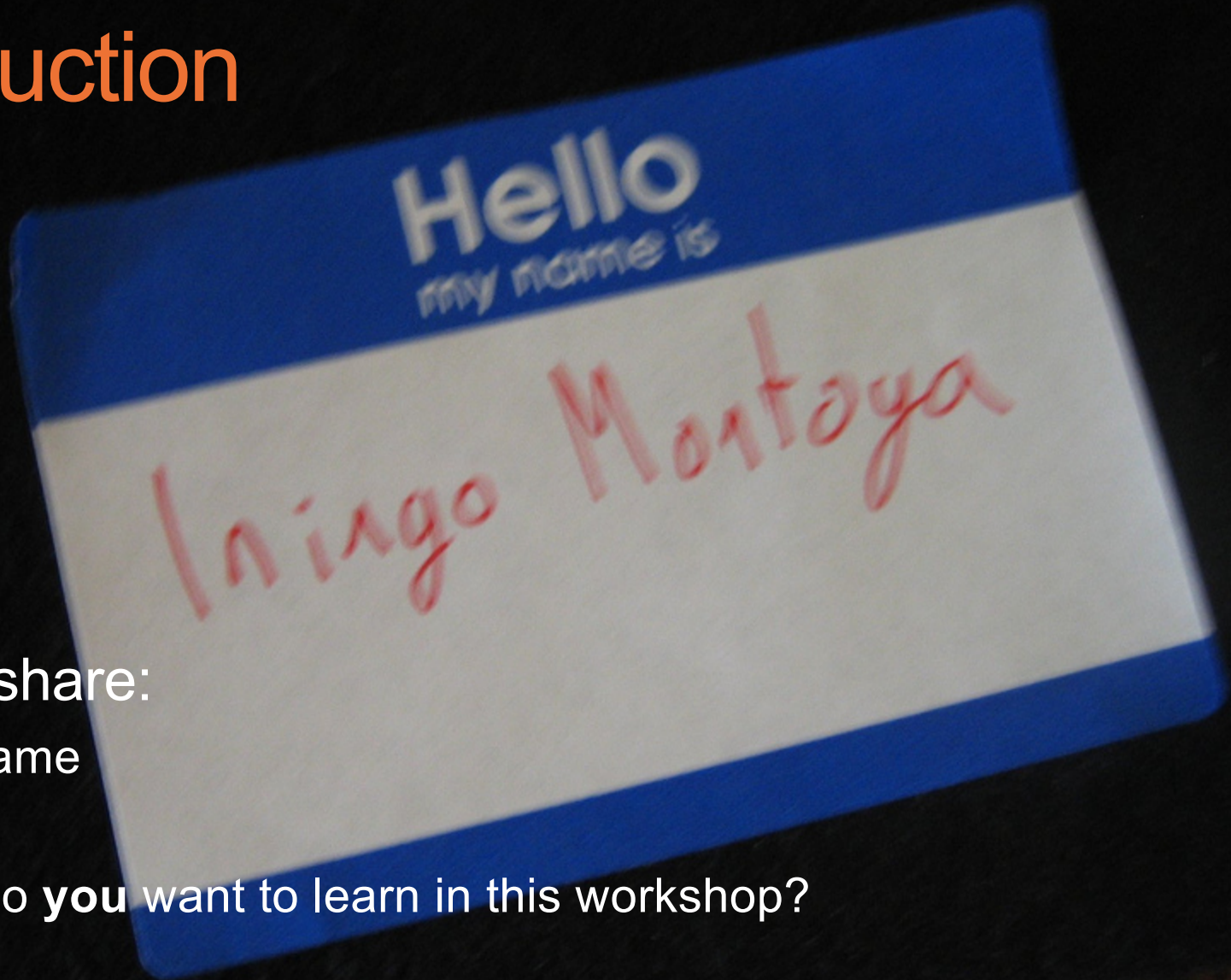
- What is UX? Design Thinking? Anyone can design
- User Experience Design as a tool for competition
- Why User Experience Design matters

- **Activity:** Drawing

- **Ask yourself:**

- Where do you see UX and design everyday?
- Where can design thinking and UX be used in your job?
- What is the User Centered Design process?
- Have you ever loved the appearance of a product, but hated using it?
- Does design have measurable effects on business?

Introduction



- Please share:
 - Your name
 - Role
 - What do **you** want to learn in this workshop?

Let's talk
about this
chair.

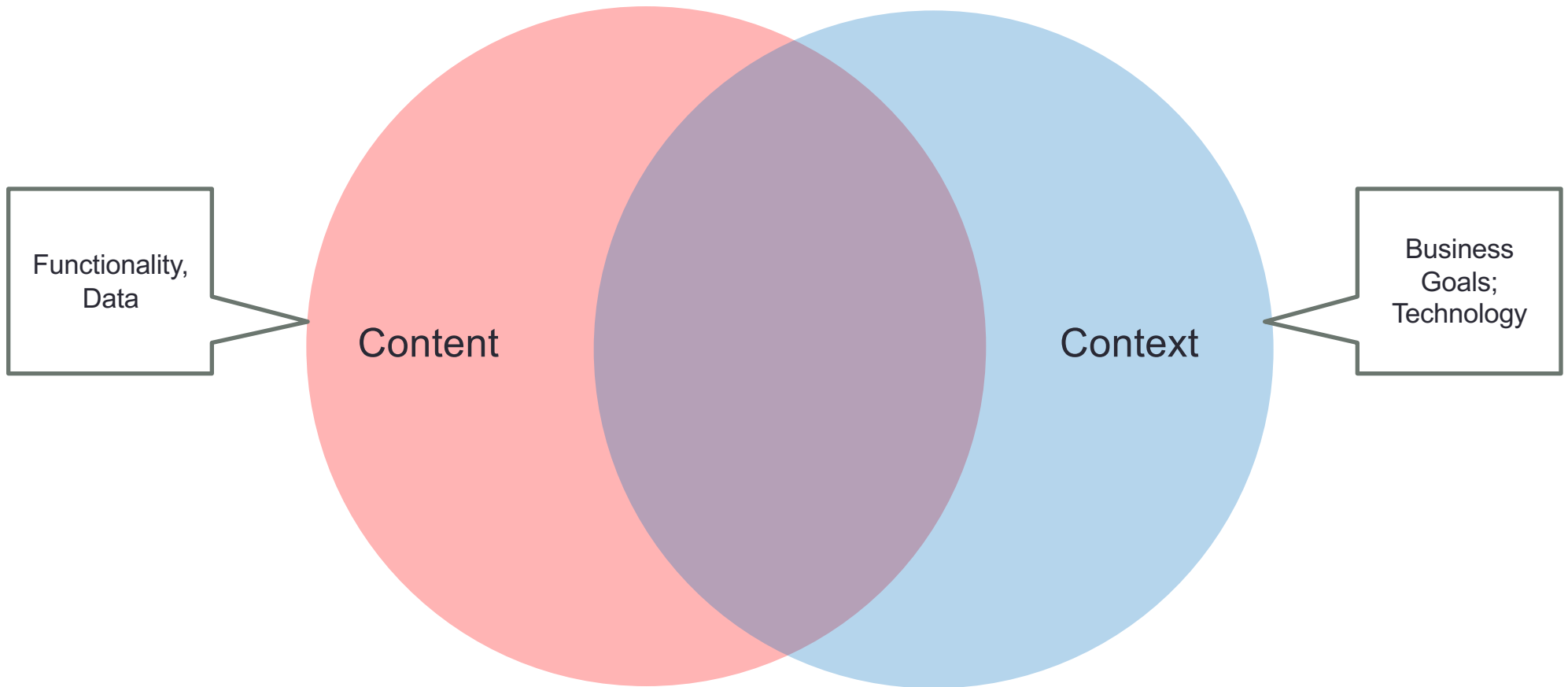




Discussion

- Think about a product, website, app or service you really enjoy using.
- Now, think about one that you hate using.
- What are the differences?
- What is it that makes one enjoyable, and the other not?

UX Venn Diagram

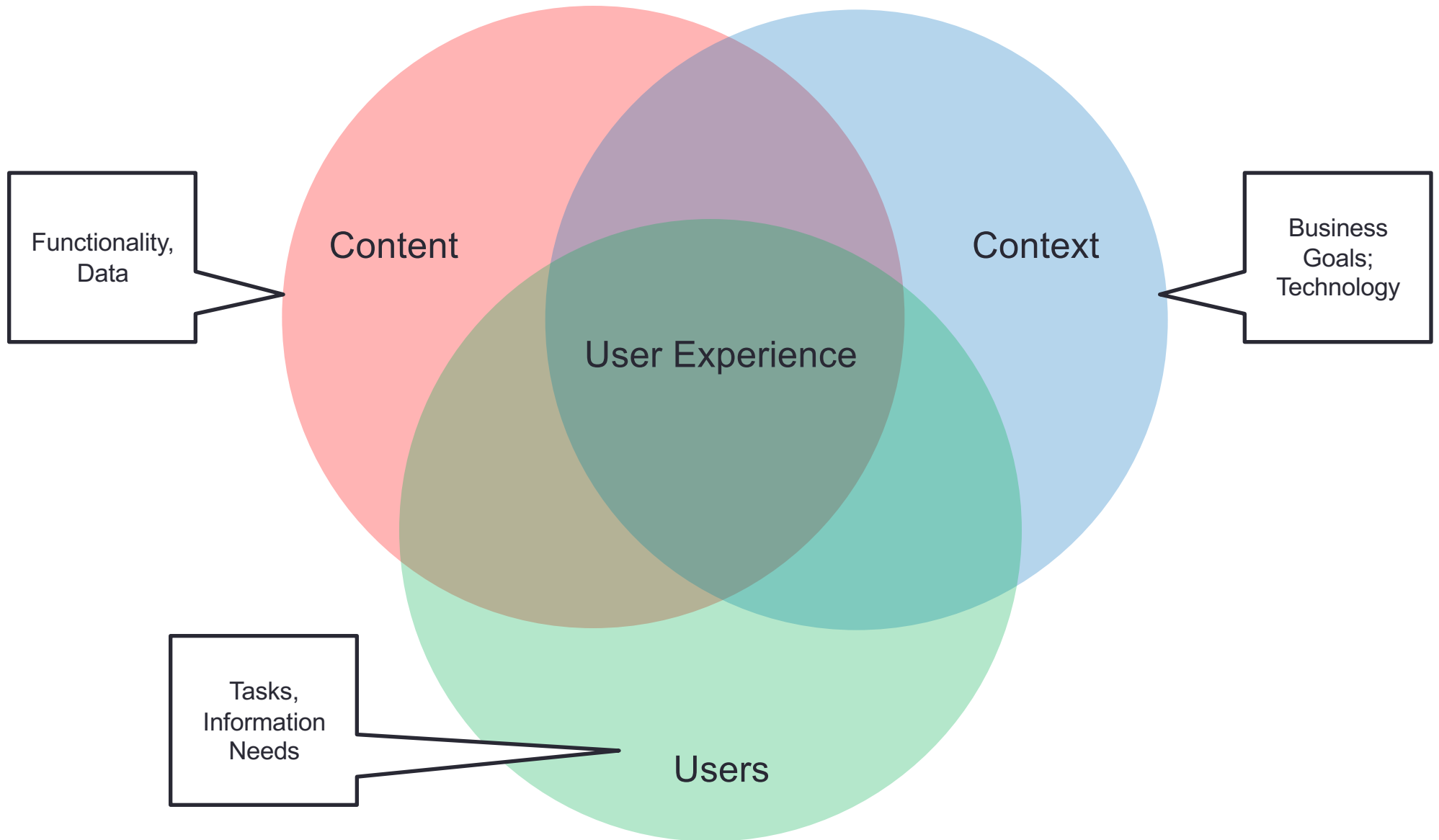


A large, dense crowd of people is gathered outdoors for a festival or concert. The scene is filled with energy as many individuals have their arms raised, some holding up phones to capture photos or videos. The crowd is diverse in age and appearance, with people wearing casual summer attire like t-shirts, tank tops, and hats. In the background, there are green trees, white tents, and buildings under a clear blue sky with a few wispy clouds. The overall atmosphere is one of a vibrant, high-energy public event.

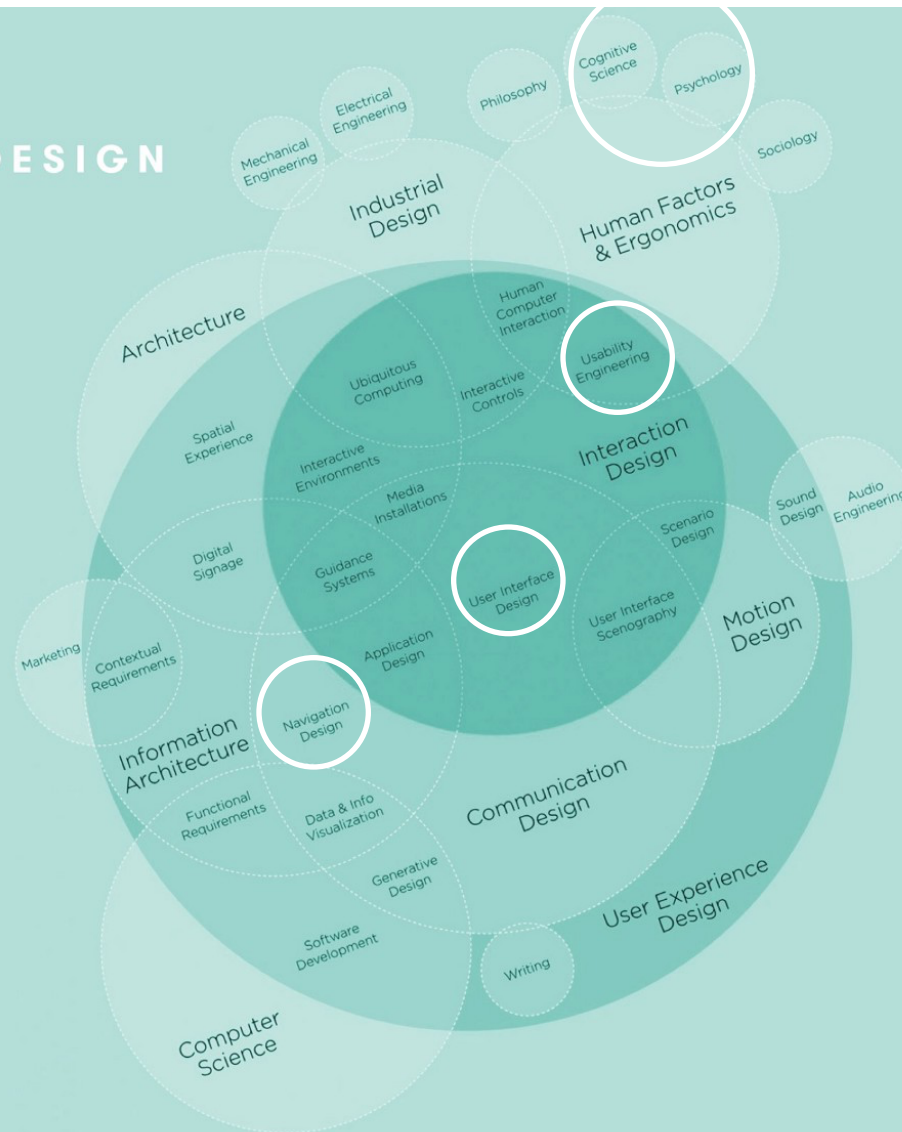
What about people?

<https://flic.kr/p/UnFBqn>

UX Venn Diagram



DISCIPLINES OF EXPERIENCE DESIGN



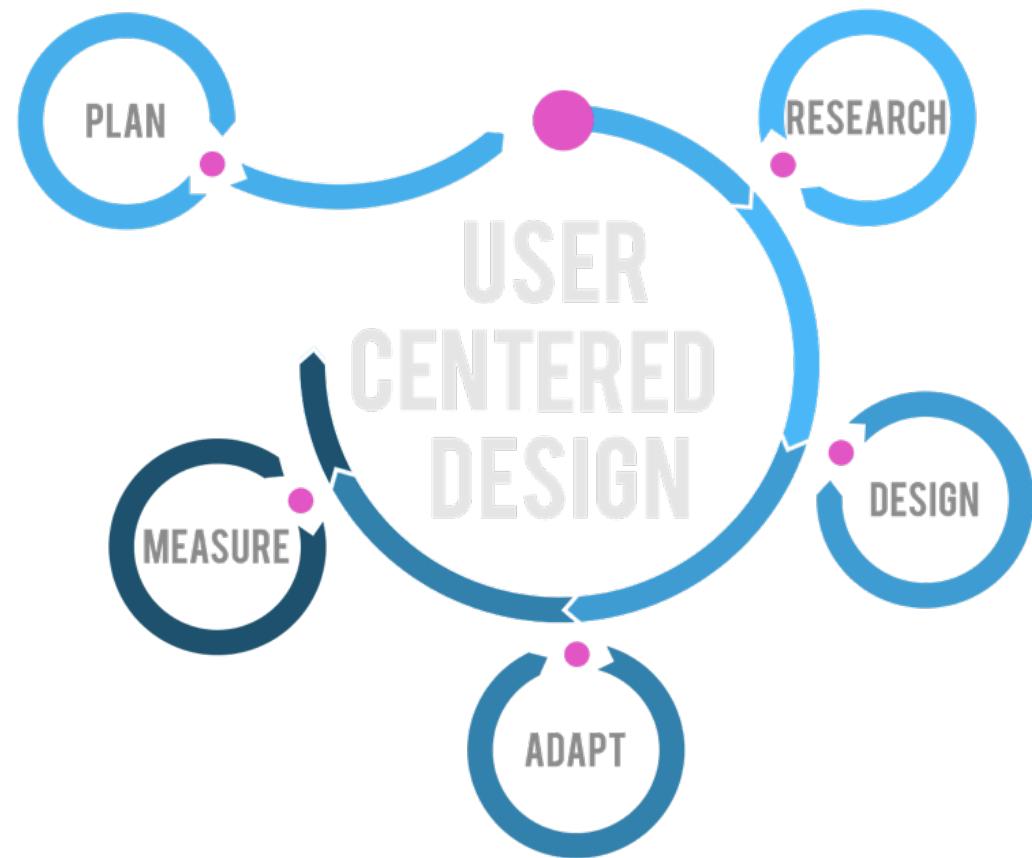
Let's watch a video

- David Kelley, IDEO

THE USER CENTERED DESIGN PROCESS

The User Centered Design Process

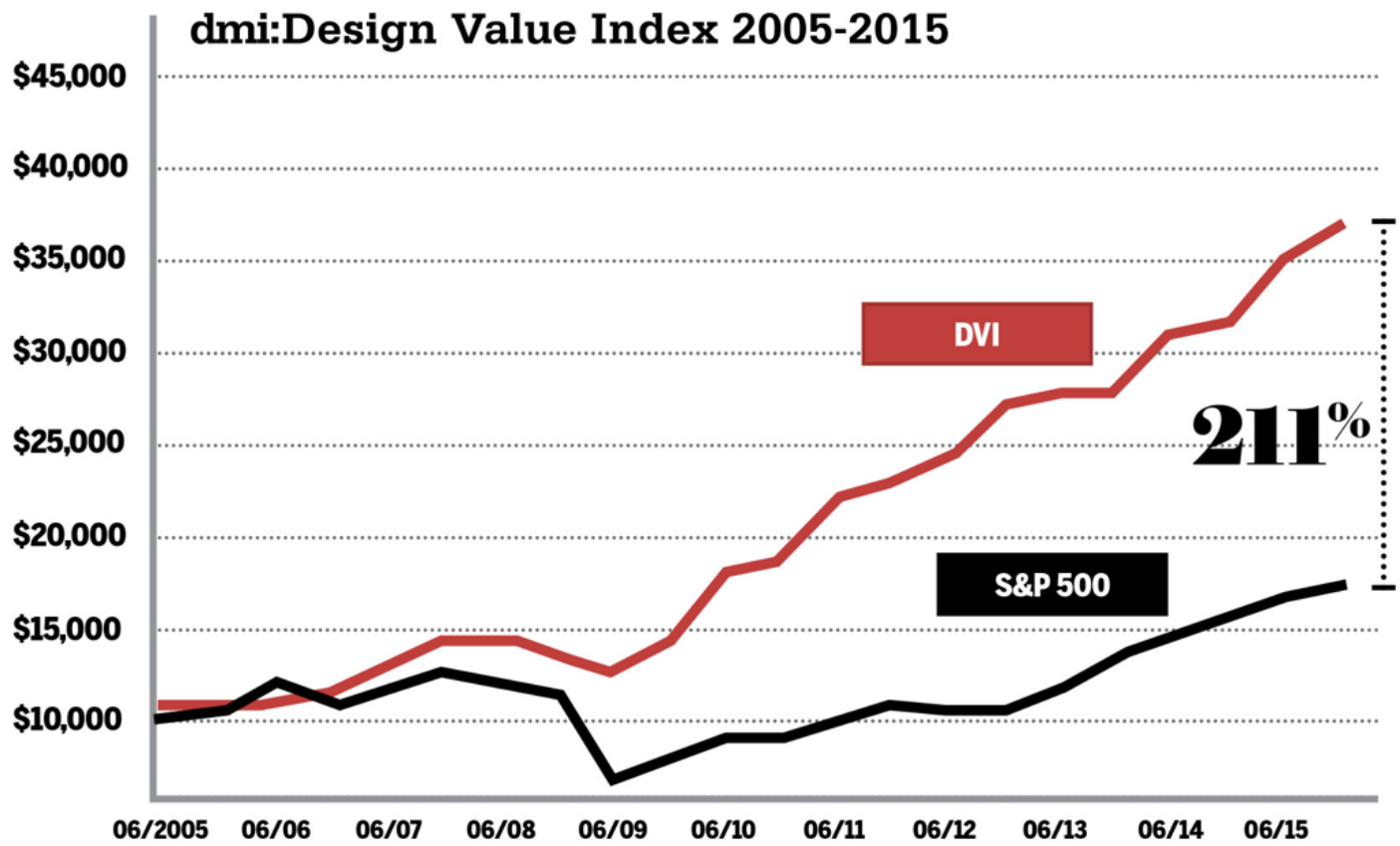
- UX is all about research, ideation, design, testing, learning.
- It's a **continuous improvement** process.



DESIGN & BUSINESS

Design Pays.

- DESIGN-CENTRIC COMPANIES:**
- APPLE
 - COCA-COLA
 - FORD
 - HERMAN-MILLER
 - IBM
 - INTUIT
 - NIKE
 - PROCTER & GAMBLE
 - SAP
 - STARBUCKS
 - STARWOOD
 - STANLEY BLACK & DECKER
 - STEELCASE
 - TARGET
 - WALT DISNEY
 - WHIRLPOOL



Harvard Business Review

www.hbrreprints.org

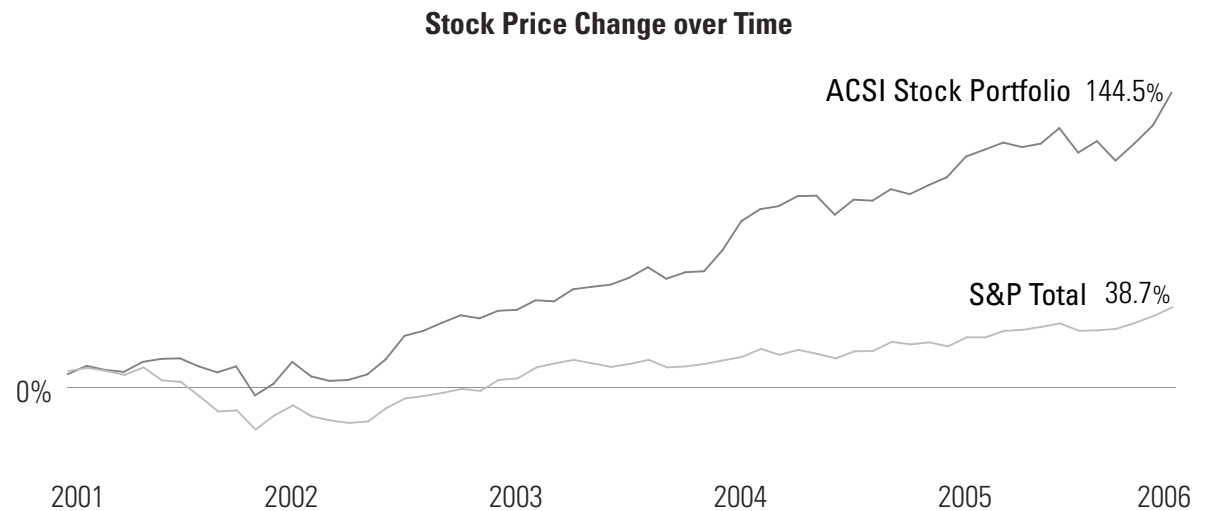
FORETHOUGHT CUSTOMER SERVICE

Beating the Market with Customer Satisfaction

by Christopher W. Hart

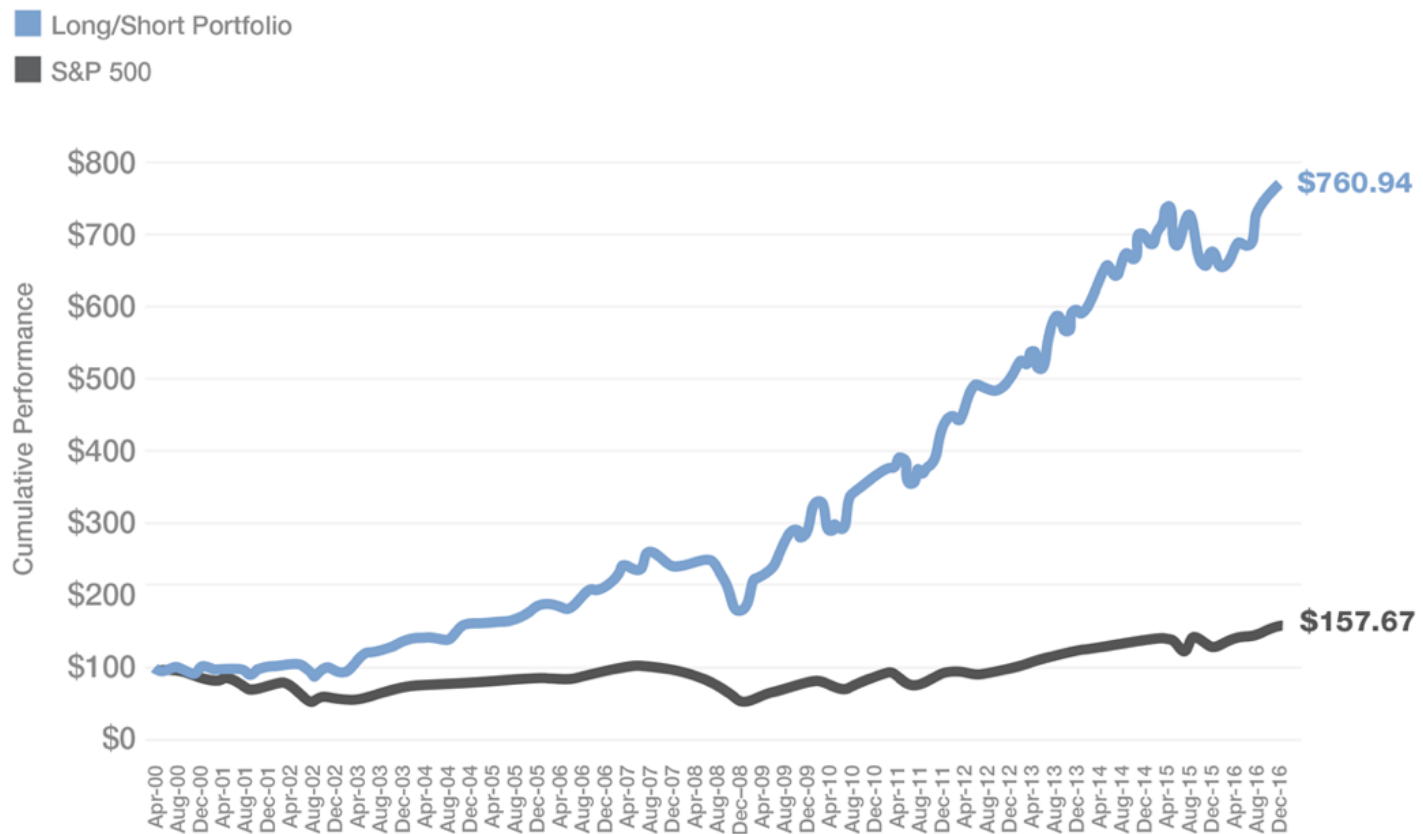
Why Service Matters

A study of 200 companies shows a clear correlation between higher levels of customer satisfaction and higher stock prices.



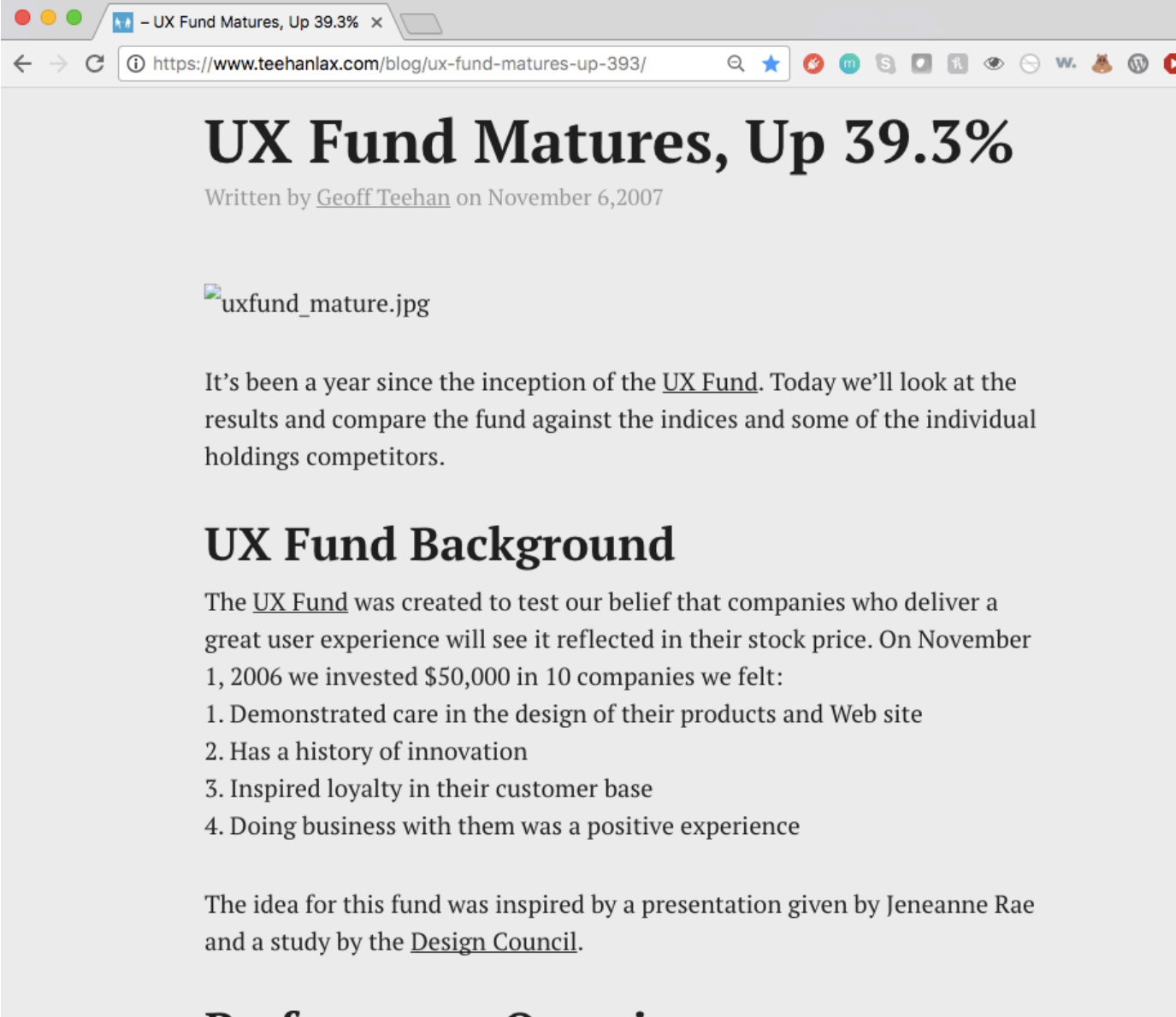
Annual Returns: Long/Short Portfolio vs. S&P 500

April 2000 (Inception) – December 31, 2016



Source: S&P 500 Standard & Poor's at <http://finance.yahoo.com>


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The image is a screenshot of a web browser window. The browser's address bar shows the URL "https://www.teehanlax.com/blog/ux-fund-matures-up-393/". The page title is "UX Fund Matures, Up 39.3%". The author is "Geoff Teehan" and the date is "November 6, 2007". There is a broken image icon and the filename "uxfund_mature.jpg". The main text discusses the UX Fund's inception and compares it to indices and individual holdings competitors. A section titled "UX Fund Background" describes the fund's purpose and lists four criteria for investment: demonstrated care in design, history of innovation, inspired loyalty, and positive business experience. The idea was inspired by a presentation by Jeneanne Rae and a study by the Design Council.

UX Fund Matures, Up 39.3%

Written by [Geoff Teehan](#) on November 6, 2007

 uxfund_mature.jpg

It's been a year since the inception of the [UX Fund](#). Today we'll look at the results and compare the fund against the indices and some of the individual holdings competitors.

UX Fund Background

The [UX Fund](#) was created to test our belief that companies who deliver a great user experience will see it reflected in their stock price. On November 1, 2006 we invested \$50,000 in 10 companies we felt:

1. Demonstrated care in the design of their products and Web site
2. Has a history of innovation
3. Inspired loyalty in their customer base
4. Doing business with them was a positive experience

The idea for this fund was inspired by a presentation given by Jeneanne Rae and a study by the [Design Council](#).

Why does UX matter?

COMPETITION



ERLEBEN, WAS VERBINDET.

Telekom Design

Why

How

What

Contact



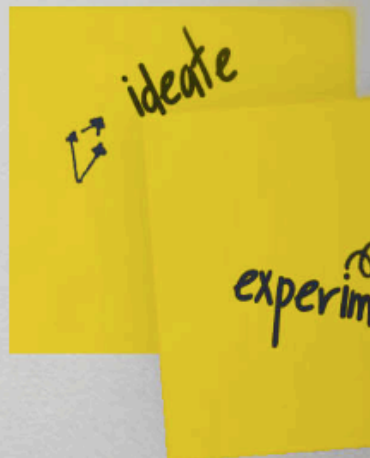
How Vodafone Digital program will cut cost and improve user experience

November 23, 2017



Under the **Digital Vodafone** program, the mobile operator will be using digital technologies to deliver **engaging digital experience to customers**.

Investment in innovative digital technologies is expected to create incremental revenues



Design Thinking @Sprint

[Read the 20-second Brief](#) / [See Presentation](#)

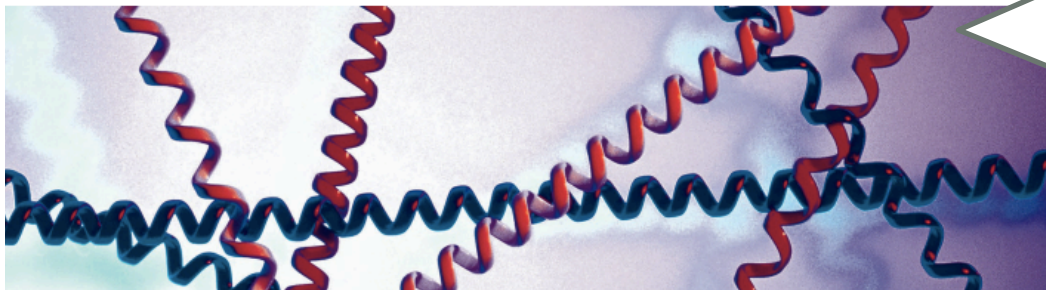


ATKearney

The Future of Telecom Operators in Europe

As the telecommunications industry faces a mixed financial outlook and rapid change, telecom operators have reached a strategic crossroads.

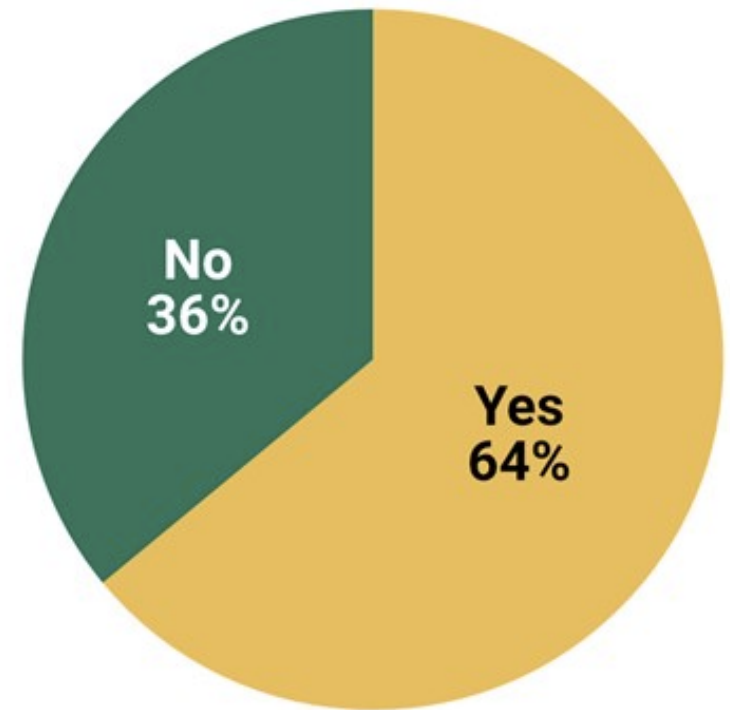
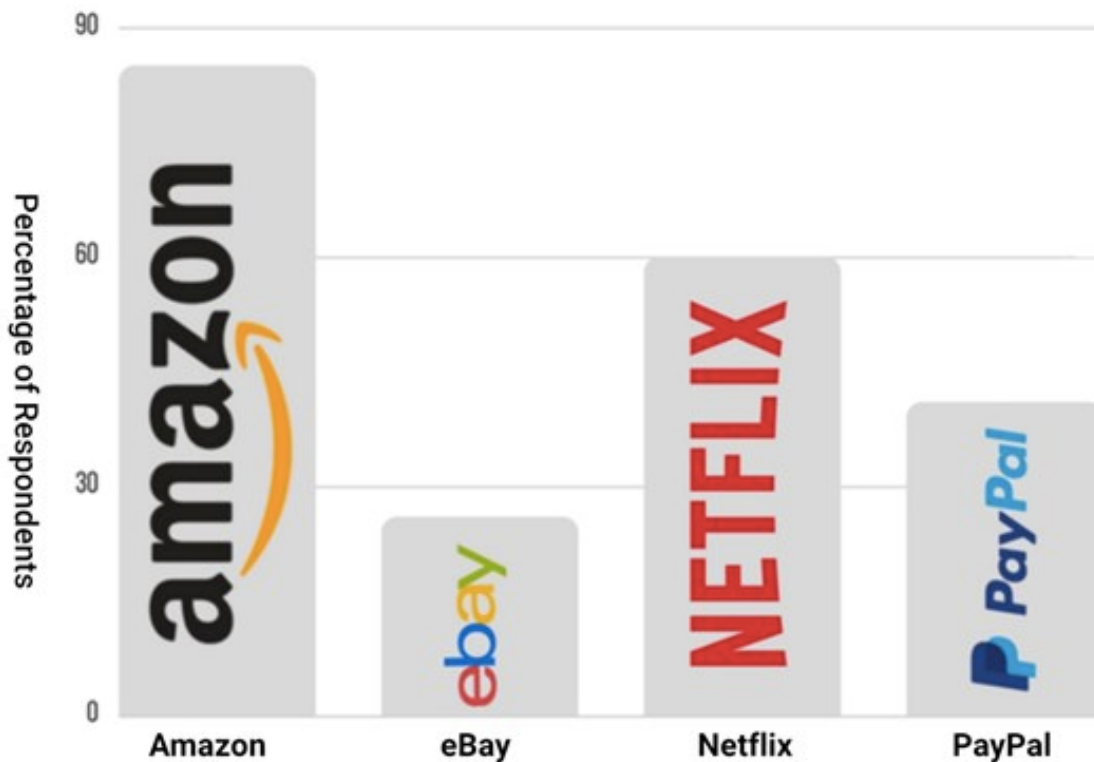
As operators drastically reduce complexity... they can also refocus their attention on **understanding customer behavior**... offering appropriate content and access services—all bundled easily into existing operator invoices.



40% of UK mobile users said they would increase spending with their **carrier if it operated more like a leading digital brand**, while 52 per cent of all respondents would recommend their carrier to friends and family.

Which brand would you switch to if they offered mobile services?

Would you switch your mobile provider to get an experience similar to your favourite app?



In a digital world, **everyone**
competes with everyone.

BOOKS *etc.*



<https://flic.kr/p/7dxM6p>

<https://flic.kr/p/6gao66>





<https://flic.kr/p/mN2xM4>

A photograph of a JCPenney store. The building is a light-colored brick structure with a red roofline. Large, dark, three-dimensional letters spell out 'JCPenney' on the wall. A yellow banner with black text reads 'STORE CLOSING'. In the foreground, there are several small green trees, a silver SUV, and a person in a white shirt. A 'RESERVED PARKING' sign is visible on the right. The sky is blue with white clouds.

JCPenney

STORE CLOSING

<https://flic.kr/p/9HVyFL>



<https://flic.kr/p/hqPiqa>



<https://flic.kr/p/hqPrtA>

Digital Disruption / Creative Destruction

- What's next?
 - Industrial Goods
 - Grocery Stores
- Who is winning? The companies who are able to best execute User Experience capabilities – companies who start with customer outcomes and design their business from there: Amazon, Apple, Google, Facebook, etc.



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Why is bitcoin's price so high?

Orange is launching Orange Bank on November 2

Posted Oct 4, 2017 by [Romain Dillet \(@romaindillet\)](#)



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5 MINUTE MARKETING MAKEOVER

Three 5-minute videos to help you clarify your message and grow your business.

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“At some point, Orange realized that many people control their bank accounts from mobile apps. That’s why the company thinks it’s a good idea to become a bank on its own... “We are creating a mobile bank with our high level of requirements, not a small product from a little-known German startup”... German fintech startup [N26](#) now has 100,000 customers in France and 500,000 users around Europe. **It’s weird that the CEO of a big French company with tens of millions of customers sounds so worried about competition.**”

THE TELEPHONE COMPANY HAS CHANGED





Digital Disruption in Telecom

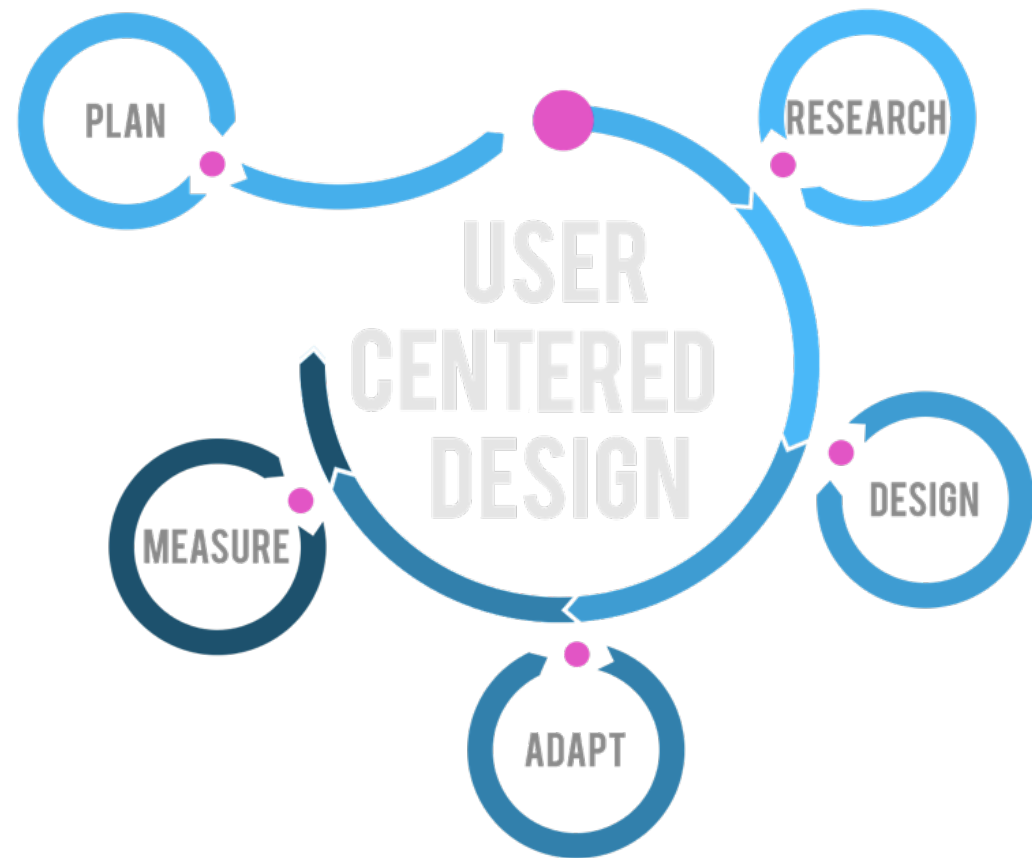


Customers demand more and have more choices than ever before.

Choices are now differentiated by experiences.

The User Centered Design Process

- UX is all about research, ideation, design, testing, learning.
- It's a **continuous improvement** process.



ACTIVITY: PICTURE CONSEQUENCES

Picture Consequences

- <https://www.wikihow.com/Play-Consequences>

**ACTIVITY TIME:
15 MINUTES**

DEBRIEF:
5 MINUTES

SIMULATION: A BETTER POTATO CRISP CONTAINER



Lay's is the number one maker of potato crisps in the world



But they are seeing intensifying competition

And there are other substitutes

- New Potato Crisp brands (Kettle)
- International/Local Brands (Chio)
- Popcorn
- Pretzels
- Nuts
- Tortilla Chips
- Etc

WE NEED TO DESIGN A NEW WAY
OF PACKAGING POTATO CRISPS
THAT PEOPLE WILL LOVE
