User Experience – A New Perspective in Creating Software Products for End Users

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Prabhu Meruga

Hexaware Technologies
Agenda

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UX (ISO 9241-210)

UX is based on 200 years of scientific knowledge, 30 years of industry best practices and specifically applied research

"a person's perceptions and responses that result from the use or anticipated use of a product, system or service"

- Emotions
- Beliefs
- Preferences
- Perceptions
- Physical
- Psychological responses
- Behaviors
- Accomplishments

Influencers

- System
- User
- Context of Use
Why User experience?

Drivers:
• Mobile Applications
• Heterogeneous devices for navigation
• E-Commerce
• Handheld devices

Benefits of Optimal User Experience Strategy
• Increases Sales and online conversions
• Improves brand perception
• Improves Google search rankings
• Reduces customer dissatisfaction and churn
• Reduces the costs of development and support
User Experience: Facts & Figures

- Only 55% of companies are currently conducting any online user experience testing.
- 48% of people cited a website’s design as the number one factor in deciding the credibility of a business.
- Every $1 invested in UX can have a return of up to $100 for your business.
- 85% of UX problems can be solved by testing with 5 users.
- A 1-second response keeps users engaged with the content, thereby increasing the conversion rate and reducing abandonments.
- 88% of online consumers are less likely to return to a site after a bad experience.
- 88% of Fortune 500 companies have an easy to find search field on their homepage.
- 87% of Fortune 500 companies have an easy to find search field on their homepage.

Bottom Line: UX is about your users having fun.

Source: http://blog.skyhookwireless.com/
Elements of User experience

- **Look**: Is it appealing enough?
- **Feel**: User experience starts with being Usable!!
- **Usability**: Meeting the expectations of user
  Aligned with goals of the service provider
User experience – examples

Image: side-by-side openings for rubbish and recyclables

Source: http://dux.typepad.com/dux/2013/01/ux-in-real-life.html & Microsoft Images
User experience in Digital world

A good user experience, like a measurable ROI, doesn’t typically happen by accident. It is the result of careful planning, analysis, investment, and continuous improvement.”
—Jeff Horvath Source: http://www.uxbooth.com/
Share your User experience..!

Unable to pay monthly mobile bill

Drive through ways congested

Unwanted selection of a boring movie while booking online

Selection of alternate destination while travel booking

Toll booths not accessible from Car

Coffee machines brewing coke!!!!!!
Impact on Software Application Design

You have 100% probability to bump into User experience testing if you are dealing with Mobile website or Mobile application – so get ready to contribute and improve
Measuring User Experience: Possible

User Experience Index

- Google Analytics
- Pencil (Open Source)
- Xmind (Open Source)
How to measure User experience?

• Learnability
• Efficiency
• Memorability
• Trust & Credibility
• Satisfaction
User Experience Testing/UX testing

User experience testing will identify if your product information is sufficient or not, and what to do about it.

Usability rules the web. Simply stated, if the customer can't find a product, then he or she will not buy it.

A recent survey suggested spending 10% of your development budget on usability should improve your conversion rate by 83%.
ROI of User experience testing

Studies show that for every dollar a company invests to increase usability, it receives $10-$100 in benefits, and wins customer satisfaction and loyalty - IBM

Improving user experience can increase both revenue and customer satisfaction while lowering costs - Forrester
Challenges of User experience testing

- Time – Dynamics, Prototypes
- Costs – Design Validation, Navigation
- Tools & Technique – Automation, Scientific ways
- Finding Representative Users – Real users, Real validation
- Deliverables – Reports, Quantified frameworks
Tools for User experience testing

**Morae**
A software solution for usability testing, including recording of the screen, user, and keystrokes. The gold standard application for desktop usability testing.

**Magitest**
A mobile app records screen activity and the user’s face if they have a front-facing camera.

**Mr. Tappy**
A clever UXer from New Zealand has created a high quality configurable rig that allows highly adjustable “Go Pro” style mobile device usability testing capture.
FAQs about UX testing

Is this a new method?
No. Usability testing has been used to evaluate the usability of products for about 30 years. It is a standard technique that is used primarily by user experience (UX) professionals. All of the large software development companies use this method.

How many users does it take for a valid test?
If you have the luxury of having many users to choose from, about five users is enough; many tests have been conducted with three users.

Who are these “users?”
The users who participate must be people who will use the product when it is finished or released. For example, you wouldn’t expect an IT professional or an administrative assistant to understand the tasks that a compensation specialist does.
Roles in Enterprise – career path

- Chief Experience Officer
- Chief Client Officer
- Chief Customer Officer

Health Care example: "responsible for making sure every aspect of a complex delivery system consistently meets basic patient and human needs"