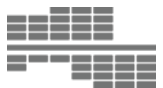


The Key to Building Better Products

How well do you understand your customer's user experience (UX)?



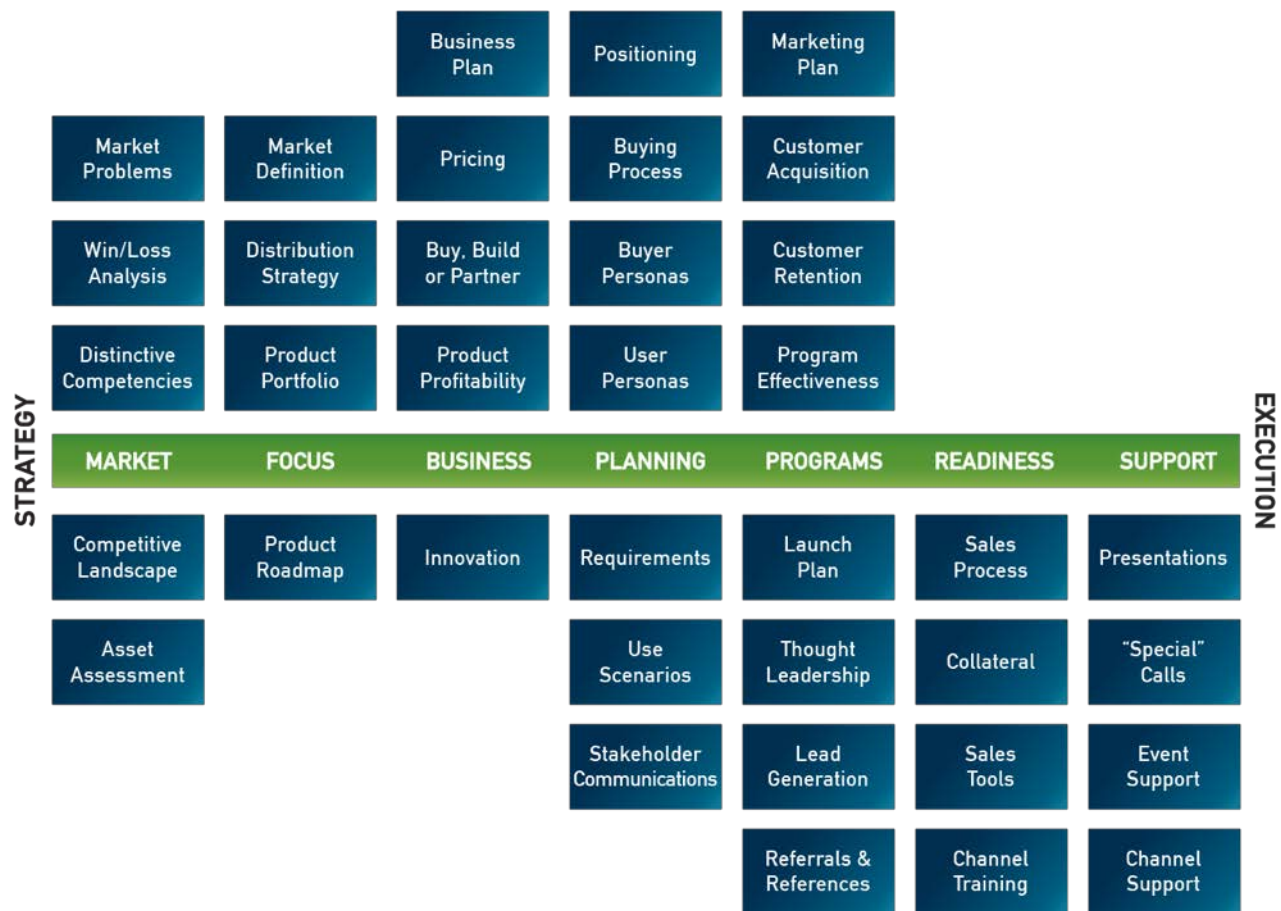
Pragmatic Marketing

Ascest

Peter Hughes
Founder & Lead Presenter
Ascest LLC



about us



Experts in technology
product management and
product marketing

Specialize in
training

Trained hundreds of thousands
of people at thousands of
companies since 1993



presenter



Peter Hughes

is the founder and lead presenter at Ascest LLC. For the last 20 years he has worked with organizations such as MetLife, JP Morgan Chase, Hearst Media, Honeywell and Boeing to help them understand the user experience (UX) their products provide and how to improve those experiences for their customers.

Ascest is proud to be Pragmatic Marketing's first training partner for helping products teams develop their UX skills.

Agenda

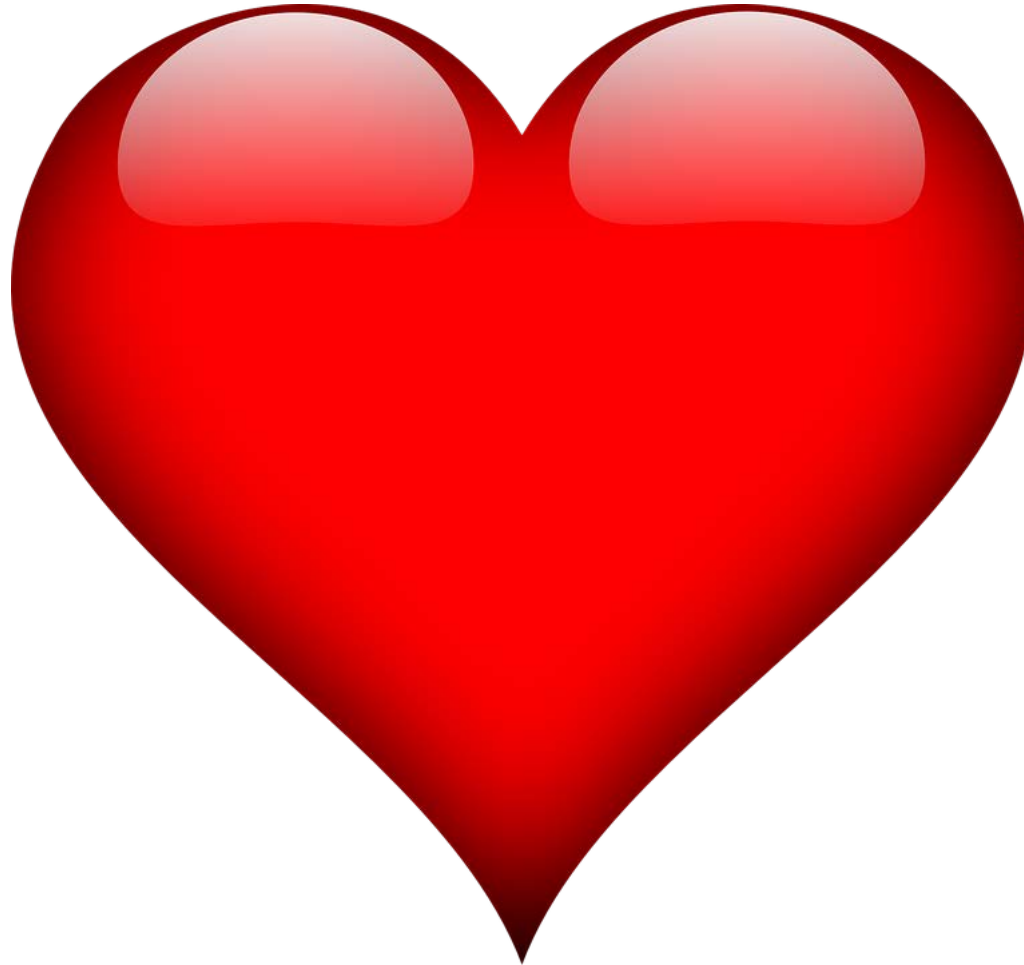
- Building great products
- The concepts you need to know
 - User experience
 - Contextual inquiry
 - Journey mapping
- Applying the concepts
 - Designing your product
 - Improving product/design team dynamics
- Questions



poll

Who is responsible for the user experience for your product?

Products You Love



Why Do You Love Them?

Looks inviting



Why Do You Love Them?

Looks inviting

Clear



Why Do You Love Them?

Looks inviting

Clear

Efficient

Why Do You Love Them?

Looks inviting

Clear

Efficient

**Don't realize I'm
using it**

Why Do You Love Them?

Looks inviting

**Unexpected useful
features**

Efficient

Clear

**Don't realize I'm
using it**

Why Do You Love Them?

Looks inviting

**Unexpected useful
features**

Efficient

Clear

It “get’s me”

**Don’t realize I’m
using it**

Why Do You Love Them?

Looks inviting

Fun to use

**Unexpected useful
features**

Efficient

Clear

It “get’s me”

**Don’t realize I’m
using it**

Are You Leaving Your UX to Chance?



Credit: Jeff Kubina - CC BY-SA 2.0

Elements of a User Experience

- Look at online reviews/talk to colleagues
- Receive text alerts/ask nurse
- Will it work with my camera?
- How do I start this car?
- It's frustrating that there isn't an online option
- I'm uncomfortable telling them that

Elements of a User Experience

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Touch Points & Activities

- Will it work with my camera?
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Elements of a User Experience

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**Touch Points
& Activities**

- Will it work with my camera?
- How do I start this car?

Thinking

- It's frustrating that there isn't an online option
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Elements of a User Experience

- Look at online reviews/Talk to colleagues
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**Touch Points
& Activities**

- Will it work with my camera?
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Thinking

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Feelings

Phases of the User Experience

- Customer needs cash
- Operates ATM
- Money delivered



Credit: eflon - CC BY 2.0

Phases of the User Experience

Triggers

- Customer needs cash

Actions

- Operates ATM

Outcomes

- Money delivered





poll

**Have you spent time
physically on-site at your
customer's workplace to
watch them work?**

Contextual Inquiry

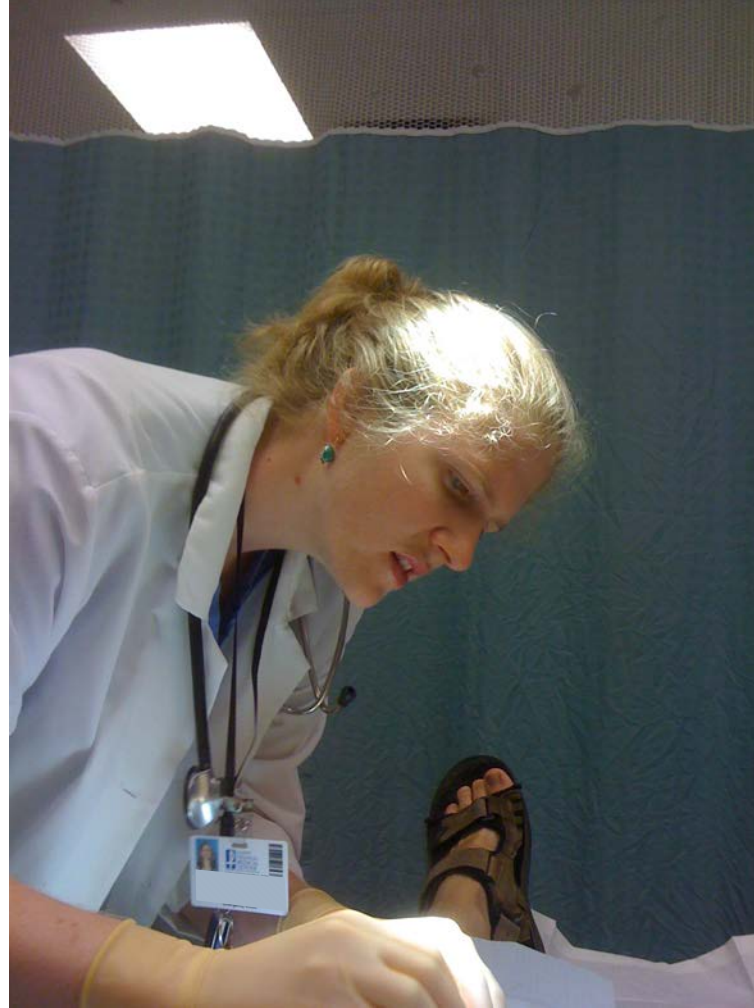


Credit: Jeffrey Beall - CC BY-SA 2.0



Credit: frankieleon - CC BY-SA 2.0

Contextual Inquiry



Credit: Allen Gathman - CC BY-SA 2.0

How It's Done

- Face-to-face interview
- 30 to 60 minutes
- 4 to 6 interviews per persona

Show-Me-How™

- 3 phases of user experience
- Script



Cautions

- Takes longer than you think



Cautions

- Takes longer than you think
- Phone calls aren't a substitute



Cautions

- Takes longer than you think
- Phone calls aren't a substitute
- Don't discuss *your* experiences



Cautions

- Takes longer than you think
- Phone calls aren't a substitute
- Don't discuss *your* experiences
- **Test questions beforehand**



Cautions

- Takes longer than you think
- Phone calls aren't a substitute
- Don't discuss *your* experiences
- Test questions beforehand
- **Accompany design team initially**



Journey Mapping





Credit: Vašek Vinklát - CC BY 2.0

Credit: Mark Herpel - CC BY 2.0

Journey Map



JOURNEY MAP FOR:

Triggers

Actions

Outcomes

Persona Details	User Goals			
	Touch Points & Activities			
	Thinking			
	Feeling			
	Experience Overall			
	Pain Points & Problems			
	Opportunities & Ideas			

Journey Map



JOURNEY MAP FOR:		Triggers	Actions	Outcomes
Persona Details	User Goals			
	Touch Points & Activities			
	Thinking			
	Feeling			
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JOURNEY MAP FOR:		Triggers	Actions	Outcomes
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Journey Map



JOURNEY MAP FOR:

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Journey Map



JOURNEY MAP FOR:

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Actions

Outcomes

Persona Details	User Goals			
	Touch Points & Activities			
	Thinking			
	Feeling			
	Experience Overall			
	Pain Points & Problems			
	Opportunities & Ideas			

Identifying Patterns

Show-Me-How™

Triggers

Actions

Outcomes

Highlight each occurrence of a “thinking” comment in the trigger phase

Populate Journey Map

JOURNEY MAP FOR:		Triggers	Actions	Outcomes
Persona Details	User Goals			
	Touch Points & Activities			
	Thinking			
	Feeling			
	Experience Overall			
	Pain Points & Problems			
	Opportunities & Ideas			

Add highest
priority thinking
patterns to cell

Cautions

- Each persona has one (or more) journey map(s)



Cautions

- Each persona has one (or more) journey map(s)
- Only market facts and evidence from your interviews go in blue zone

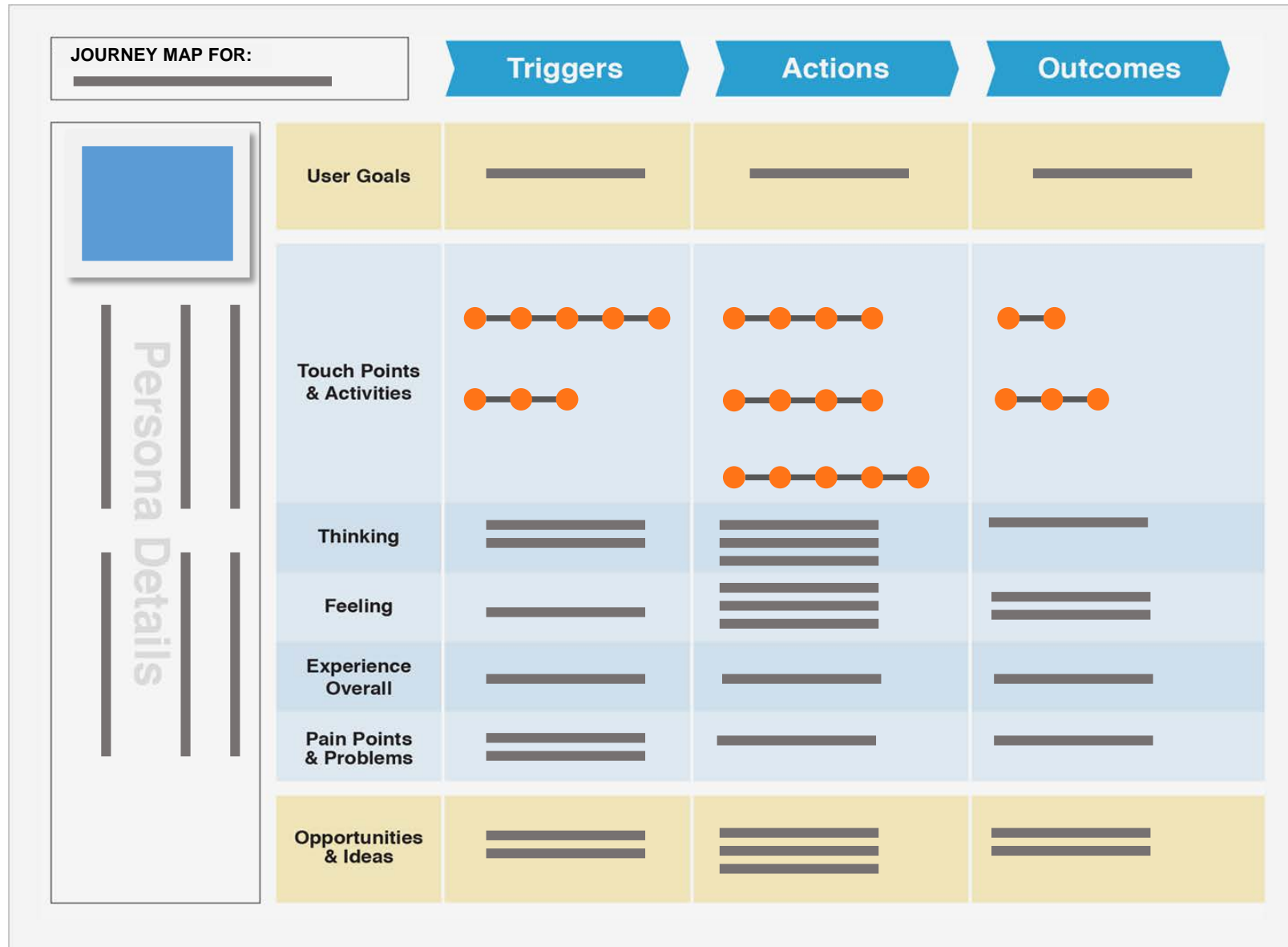


Cautions

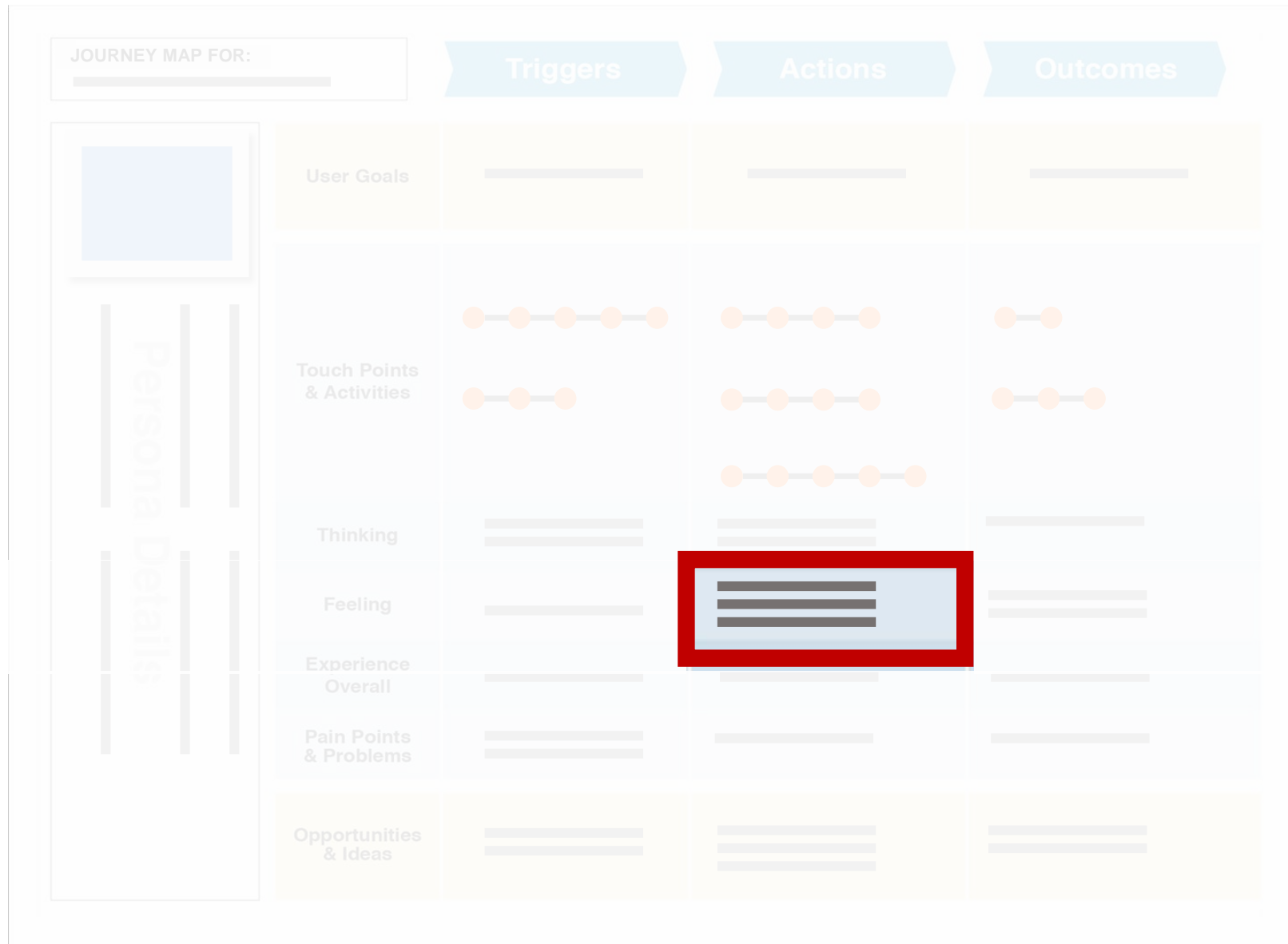
- Each persona has one (or more) journey map(s)
- Only market facts and evidence from your interviews go in blue zone
- **Focus on highest priority patterns**



Using a Journey Map



Using a Journey Map



Using a Journey Map

- I'm in a rush and there are too many steps. It could be simpler.
- Don't show video ads while I'm doing a transaction. It's distracting and I don't want to make a mistake.
- There's no option to leave without a printed receipt. I don't think it's safe.

The Key to Building Better Products



*Relieving stress points
creates deeper bonds
between your personas
and your products.*

Q&A



contact



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Peter Hughes



hello@ascest.com *Tools & templates used
in this webinar*



PeterEHughes

PM-UX.com/webinar



@PeterEHughes

Thank You for attending!

Join us for next month's webinar:

Re-Assessing Your Market Assumptions

April 18, 1pm EDT



JAN Product Portfolio	FEB Win/Loss	MAR Stakeholder Communications
APR Requirements	MAY Distinctive Competencies	JUN Collateral
JULY Product Profitability	AUG Referrals & References	SEP Innovation
OCT Customer Acquisition	NOV Customer Retention	DEC Market Problems