



**05/04/16 - User Experience UX**

# agenda for today :

- introductions / boring stuff
- what is UX or user experience
- the environment / users in 2016
- the ux process
- user journey
- micro moments
- UX for the public sector
- case studies / examples
- takeaway points / quick wins



# intro

## Who am I ?

Jeff Sheridan - 16 years of hard time served in the digital industry

## Matrix Internet

Digital agency based in Dublin, Ireland

Formed in 2000, over 1250 IT / Web projects completed in that time

Client base of 600 small and large organisations across public and private sectors, across Ireland and beyond.

We focus strongly on UX design and have reorganised our entire company around UX.



# core team @matrix\_internet

Jeff  
Sheridan

Tomas  
Herink

Tristram  
Dyer

Iñaki  
Castellet  
Hernández

Gillian  
O'Sullivan

Eugene  
Devereux

Romulo  
Paiva

Charlotte  
Vial

Michelle  
Rafter

Harold  
Solomons

Tom  
Chwiczczuk

Adrien  
Tainoff



# seal of approval

we are a Google  
partner agency



we are accredited  
with Paypal as an  
approved agency



# client base



# our approach to UX

- **UX Planning and design focus**
- **Understanding user needs**
- **Benchmarking / research**
- **Cohesive strategy across all channels**
- **Strong focus on performance measurement**



# Plan / approach for today

1. Open discussion, not a sermon, questions encouraged
2. Onion layer approach
3. Jargon free zone
4. Feel free to tweet [@matrix\\_internet](https://twitter.com/matrix_internet) [@iia](https://twitter.com/iia)
5. Link to this presentation will be shared to all attendees



## Starter Question :

How many people here feel that they have a good understanding of UX ?



# Why are we here today ?

- Better understanding of User Experience
- Look at the modern user in 2016
- Challenge your perceptions of user profiling
- Explore the user journey within the public sector
- Show you some UX quick wins

So what is UX anyway.....

# What is User Experience / UX ?

## Clinical definition :

- the experience that a user has when using a product or service

## A more human definition :

- a person's emotions / perceptions while using a product or service

# What is UX ?

**basically UX is :**

everything that affects a user's interaction  
with a service

# Where does UX fit in ?

MATRIX  
INTERNET

Organisational  
Needs

UX

User  
Needs

# Where does UX fit in ?

MATRIX  
INTERNET

Organisational  
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Needs



UX



# User Experience vs. User Interface

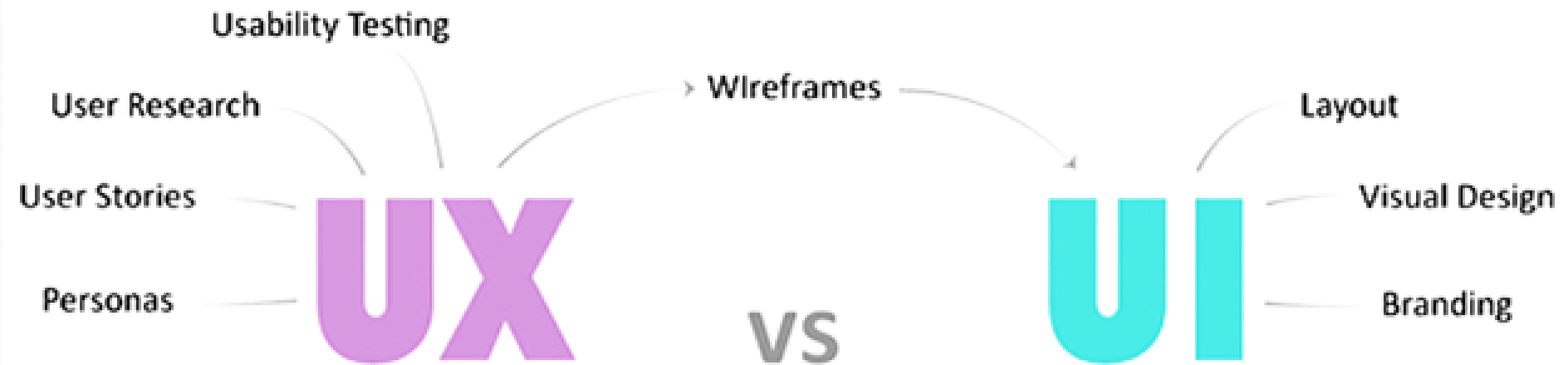
## UX Designers

- primarily concerned with how the product feels

## UI Designers

- primarily concerned with how the product looks visually

# UX vs. UI





## What does a UX Designer do ?

- They plan and design all interactions between the user and the service

## Characteristics of a Good UX Designer

- constantly asking questions, observing
- always looking for angles or ways to make something better
- a champion of the user's needs



User experience

Design

# the modern way of living and UX

# changing habits of your audience :

**It is important for a good UX designer to understand how people behave and interact with technology**

**Q. What would you say are the biggest changes in user's behaviour you have experienced over the last 5 years ?**

# changing habits of your audience :

Generally speaking, in today's world the way that people absorb and share information is changing :

Connected Society - use of the internet, internet of things

Mobility - nearly 70% of internet happens on mobile devices

Use of social media, Facebook usage is over 60% in Ireland

Life logging / sharing

Review Culture, voice opinions, be heard

People expect a swift response, more demanding ?

Lower patience threshold, everybody is in a hurry

# the modern family ?



# Changing habits of your audience :

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# changing habits of your audience :

technology is changing fast  
technology changes the  
behaviours of your consumers

**Q. how many times does the  
average smartphone owner  
check their phone in a day ?**

# some interesting stats about users :

- **answer** : 150 times a day
- two thirds of Irish Adults are Facebook users
- 8/10 Irish people use their smartphone while watching TV
- mobile internet traffic is twice as big as desktop / laptop internet traffic

# UX as a process

# main stages of the process :

1. **empathy phase** : observation, interview, define users, personas, user journey
2. **definition / context phase** : benchmark, audit, best practices, user cases
3. **ideation phase** : concept model, content inventory, sitemap, navigation / menu plan
4. **prototype phase** : wireframe, zoning
5. **iterative / user testing phase** : RITE, rapid iterative testing / evaluation, think aloud testing

keeping in mind :

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At all times :

The User should be the  
source for inspiration

# UX Process :



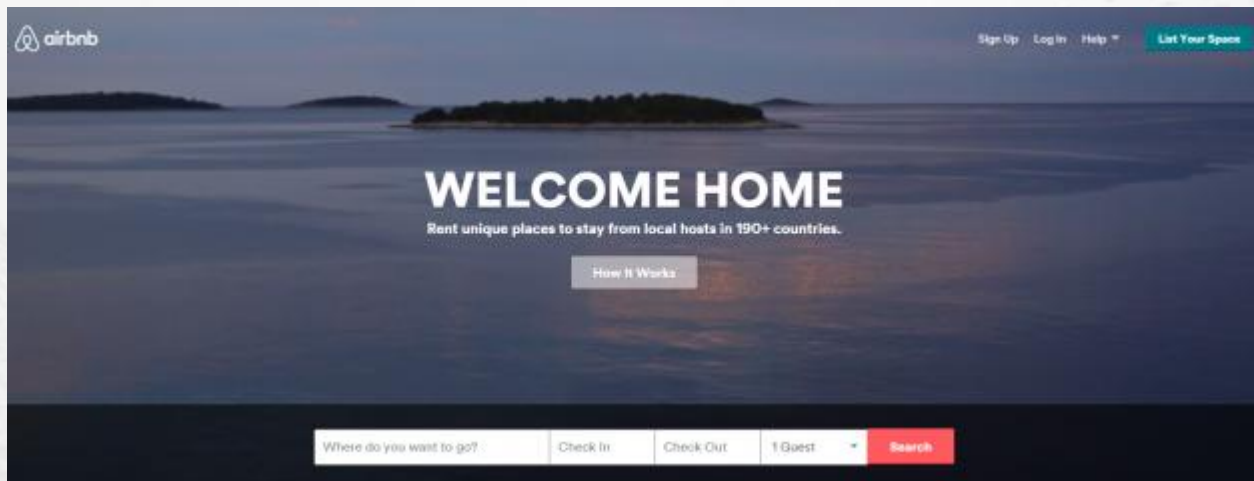
Mark Twain :

“If I had time, I would have written a shorter letter”.



# experience creates a product :

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how well do you know your audience ?



# what are personas ?

- Personas are fictional characters, that we create to represent the typical customers / users of your product or service
- A persona normally comes in the format of a one page document that gives a complete picture and character breakdown of this fictional person



# Workshop pic



# A sample persona format

## BUSY BARRY

“ LUNCH is FOR WIMPS ”



29, STYLISH, RENTS AP  
WORKS IN IT  
DRIVES AN AUDI  
PLAYS RUGBY + SOCCER  
GYM 5 times a week  
DISPOSABLE INCOME  
TAKES HIMSELF SERIOUSLY  
NO LONG TERM GIRL  
BIG CIRCLE OF FRIENDS  
CIRCUMSTANCE | NEED ?

IT - Phone, tablet  
+ laptop  
on FB, Tw, SNAPCHAT  
INSTAGRAM

OBSTACLES ⊖  
TIME POOR, IMPATIENT  
BAD IMAGE  
INVISIBLE

CARROTS ⊕  
CONVENIENCE, EASY  
STYLE OR TOUR ASPIRE

- Personas from recent workshops :
- Technically Challenged Terence
- Phone mad Fiona
- Outsource Oliver
- Lazy Linda
- Perfectionist Pete
- Cheapskate Chad
- Empty Nester Eric

# persona tips

- avoid categorisation
- concentrate on needs
- observe properly
- users should be your source of inspiration

# Avoid Categorisation

## Person 1

- Born 1948; grew up in England
- Married the second time
- 2 children
- successful in business
- Wealthy
- Spend their winter holidays in the Alps
- Likes dogs

## Person 2

- Born 1948; grew up in England
- Married the second time
- 2 children
- successful in business
- Wealthy
- Spend their winter holidays in the Alps
- Likes dogs

# Avoid Categorisation

## Person 1

- Born 1948; grew up in England
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- Likes dogs



Prince Charles


## Person 2

- Born 1948; grew up in England
- Married the second time
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- successful in business
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Ozzy Osbourne

# ways to observe

- Indepth conversations ( no leading questions )
  - fly on the wall ( pure observation )
  - master / apprentice ( shadow / emulate team member )
- 

# Workshop pic





# how do we use personas ?

With modern technology, you can shape your product to create experiences that are :

- more personal
- more relevant
- more local
- more timely

# the user journey

# traditional sales funnel



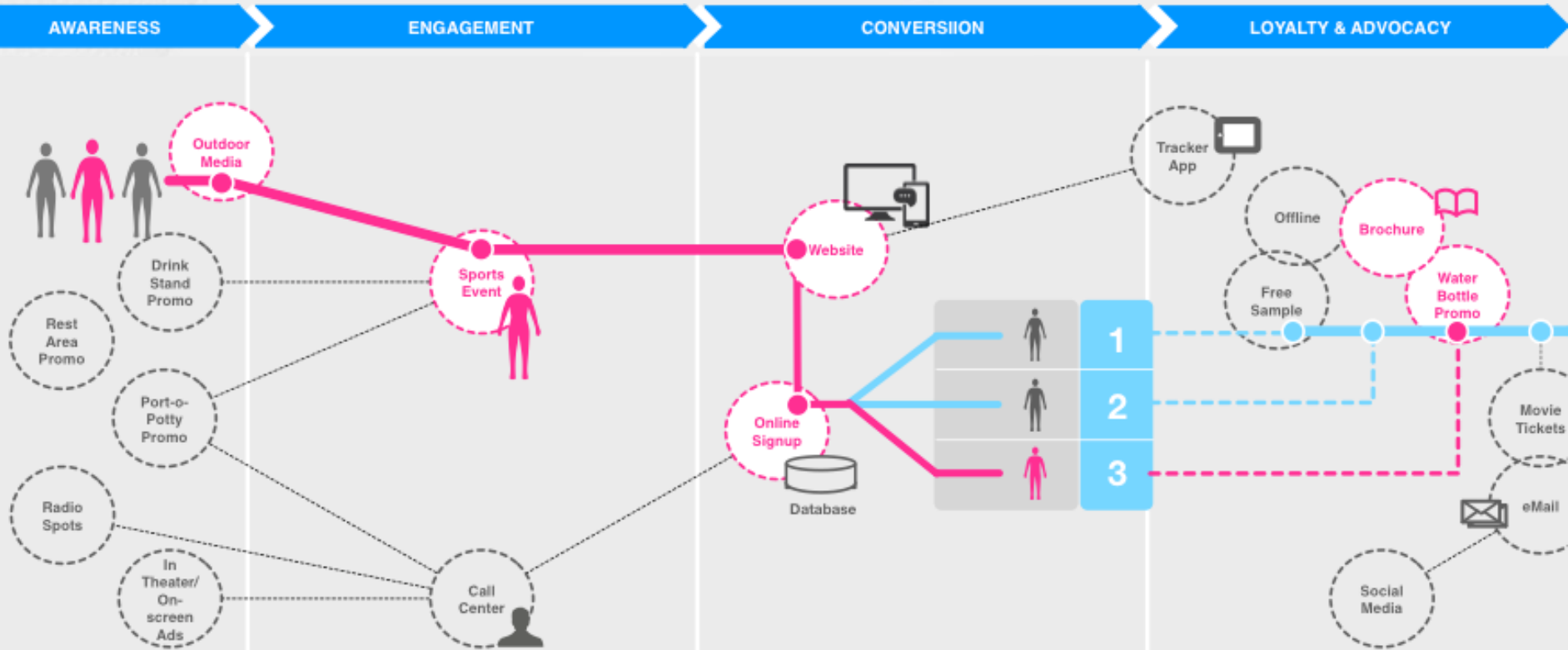
# public sector funnel



# ux customer journey



# ux customer journey



# the customer journey

- Identify touchpoints
  - good
  - bad
- Micro Moments
  - users are displaying intent, therefore :
  - try to be present at all moments during the user journey

# micro moments





# micro moments



I-want-to-know  
moments

66% of smartphone owners use their phone to initiate general internet searches



I-want-to-go  
moments

This rises to 82% when looking for local businesses



I-want-to-do  
moments

100 million hours of “how to” video content viewed this year on YouTube



I-want-to-buy  
moments

4 out of 5 smartphone owners use their phone to research while instore - “showrooming”

# ux for the public sector

# ux for the public sector vs. private

## ● Public

- Users
- Accessible
- Easy to find information about services
- Logical landing points for research
- Objective
- Educate the user

## ● Private

- Customers
- Compatible
- Easy to find purchasable products
- Logical landing points for different customers
- Persuasive
- Promote to the user

# case studies

# case study #1



“We want more conversions”



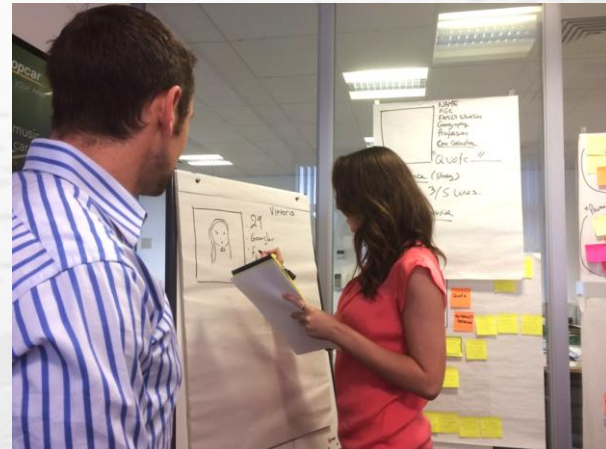
# case study #1

- GoCar - Car Sharing company owned by Europcar
- Low repeat journeys
- Abandoned booking rate high
- UX driven process driven by frontline staff
- [case study doc](#)
- [website link](#)



# case study #1

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# case study #2



“We want more complaints”





## case study #2

- Ombudsman Services -  
Energy Ombudsman in the UK
- Customer Journey research revealed  
confusion about complaints process

I am not sure where to start

GO

- [website link](#)

# ux exercise / quick wins

# exercise #1



- 1 Minute UX Test
- Identify 5 different typical users / personas who regularly use your website and identify a need for each one
- Gather a small testing team of 5 and give each team member a persona. They should position themselves as that fictional user with this fictional need.
- Start the clock, give them 1 minute to start their web journey and see if they can complete their mission
- Get each team member to make notes / recommendations about their experience, emotions, journey, observations, calls to action and anything else.
- You will be guaranteed to get at least a few quick wins or action points that will improve your UX



# quick wins



- Outline your main website goals and make sure that you are tracking performance or measuring these KPIs
- Every website has a purpose, do you know yours ? In most cases it is a CTA, identify your CTA and make sure that is it always visible and easily accessible.
- Start to observe and compile research on your audience
- Most important part of your website is the navigation, road test your site menu with people who are not familiar with your website - can they easily find what they want ?
- Less is more - look for immediate ways to make your website more minimal, this will allow users to focus on their main website goal.
- Try to involve other people of build a team who are trying to improve the user experience of your site



# Takeaway points :

- put users at the centre of your website plan
- you are probably already practicing UX design - now put some science behind it
- UX is not rocket science
- it gets results, makes your website more efficient and improves customer satisfaction
- it is fun, rewarding and addictive

# Go Raibh Maith Agaibh



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Thank you for your time.