

Integrating UX

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Wednesday 10th April 2013

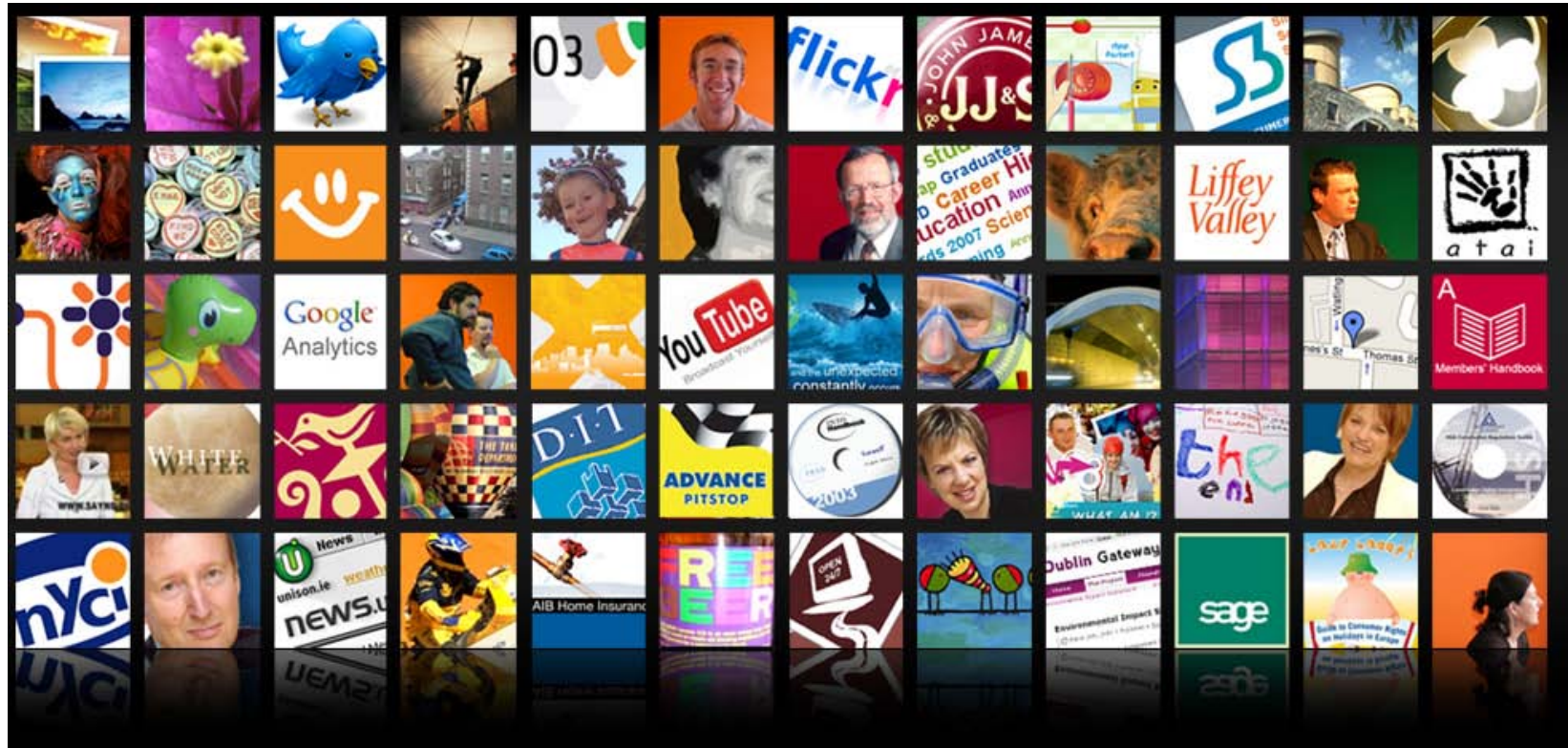
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1. About Liam/Fluid Rock



TLA's and Definitions

- HCI - Human Computer Interface
- Interaction Architecture
- Funology
- User Centred Design
- Usability
- UX - User Experience

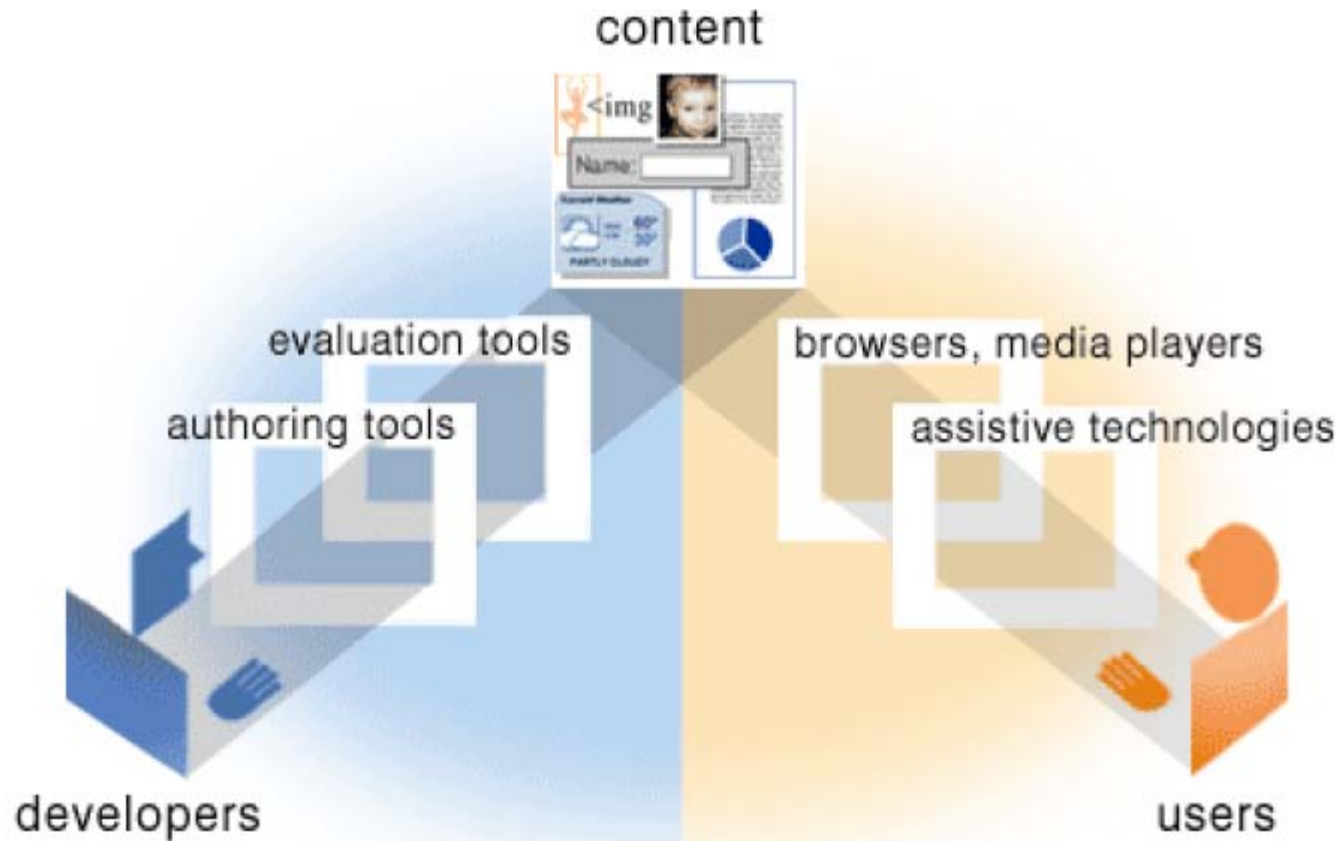
UX as a product/service differentiator!
Increase UX leads to increase the product competitiveness and value

2. IRCSET

2 year postdoctoral IRCSET with
Dr. Sabine Moebs
DCU (Professor Barry McMullin
Fluid Rock



IRCSET Research



LUX - Learner User Experience

ECTEL workshop Saarbrücken,
Germany, October 2012

Accessible cross-device Learner UX

Workshop Themes

- Authoring
- Standards
- Semantic Web
- Workflow
- Models
- Adaptation Methods & Techniques
- Visions

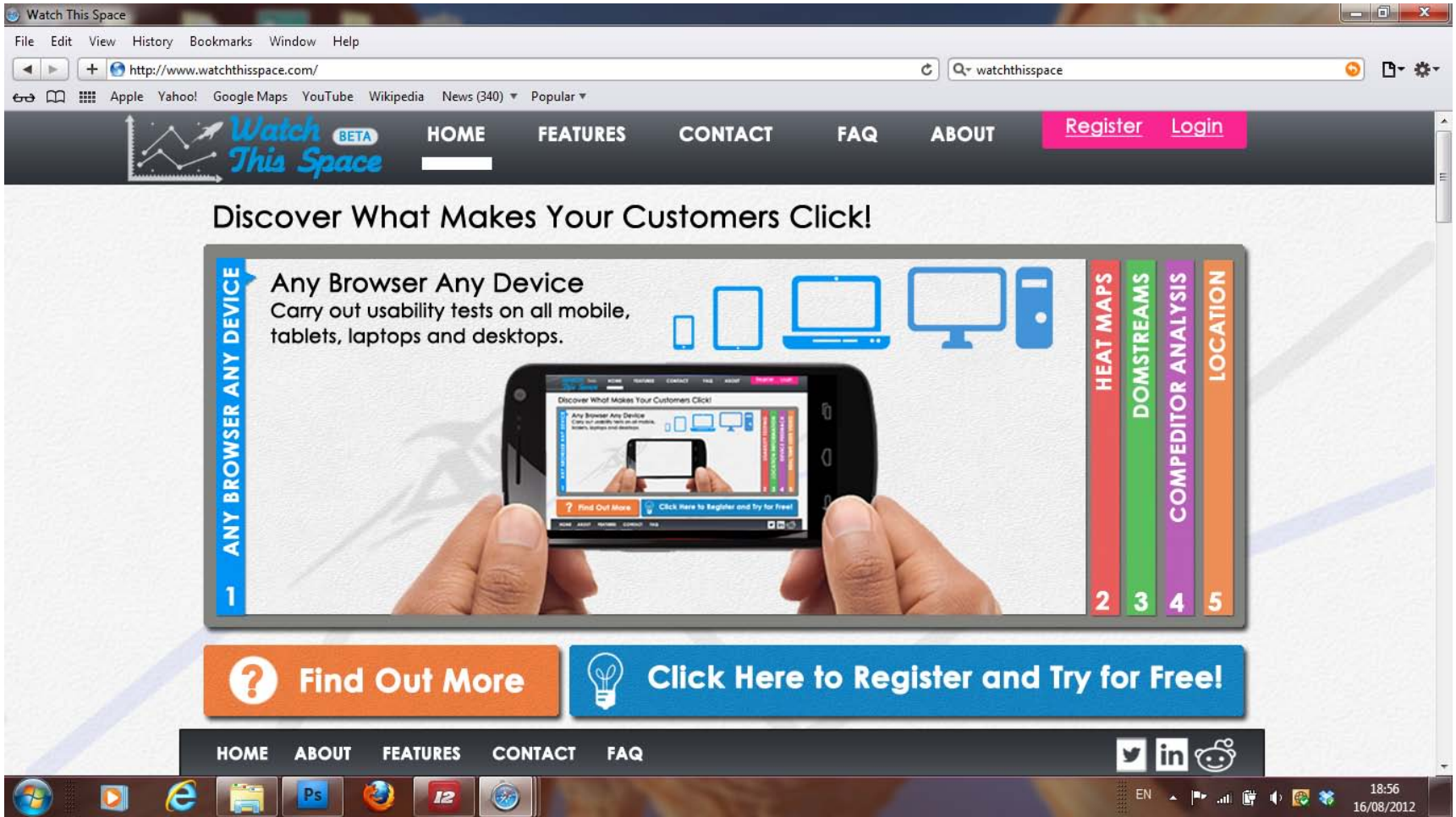
How to User test mobile?



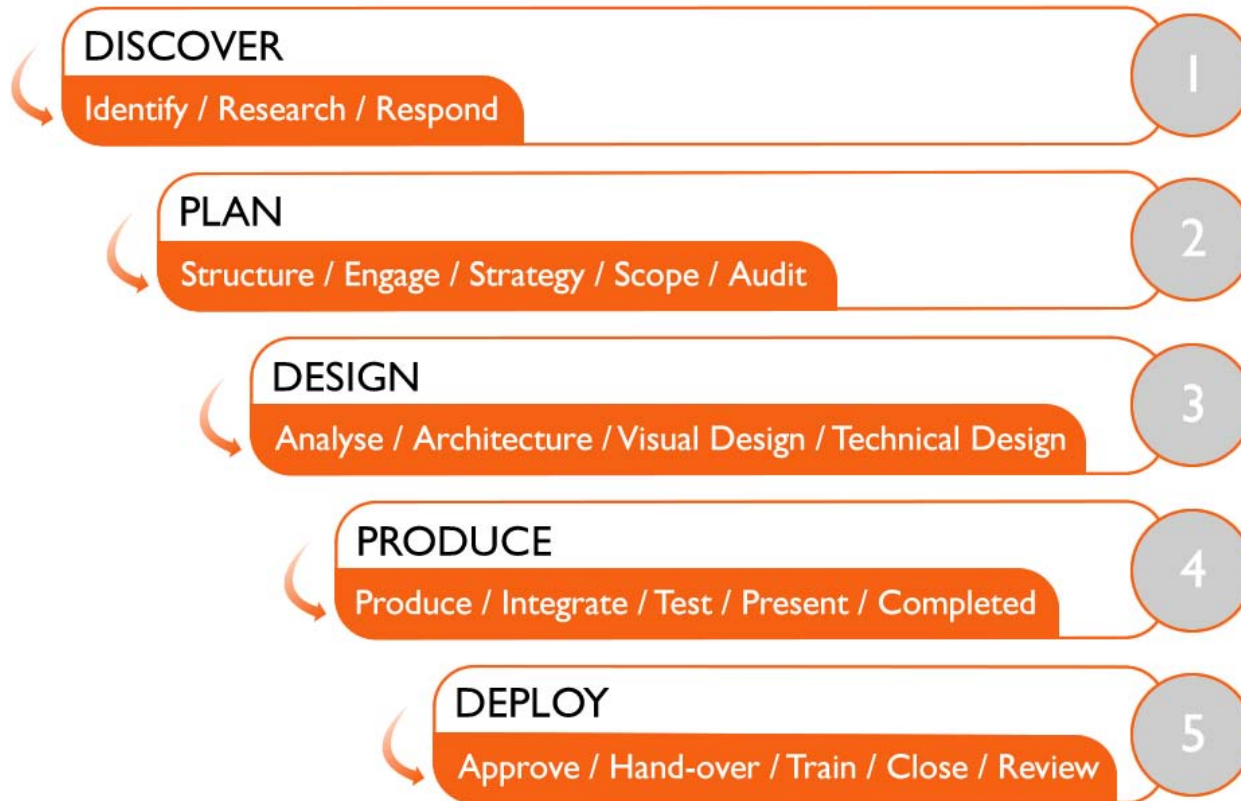
How to User test Mobile?



- 2012 Prototype project
- DSA Team:
Mike Block, Tony Duncan, Holly Dungan,
Rachel Kane, Brian Murray and Maura
Rogers

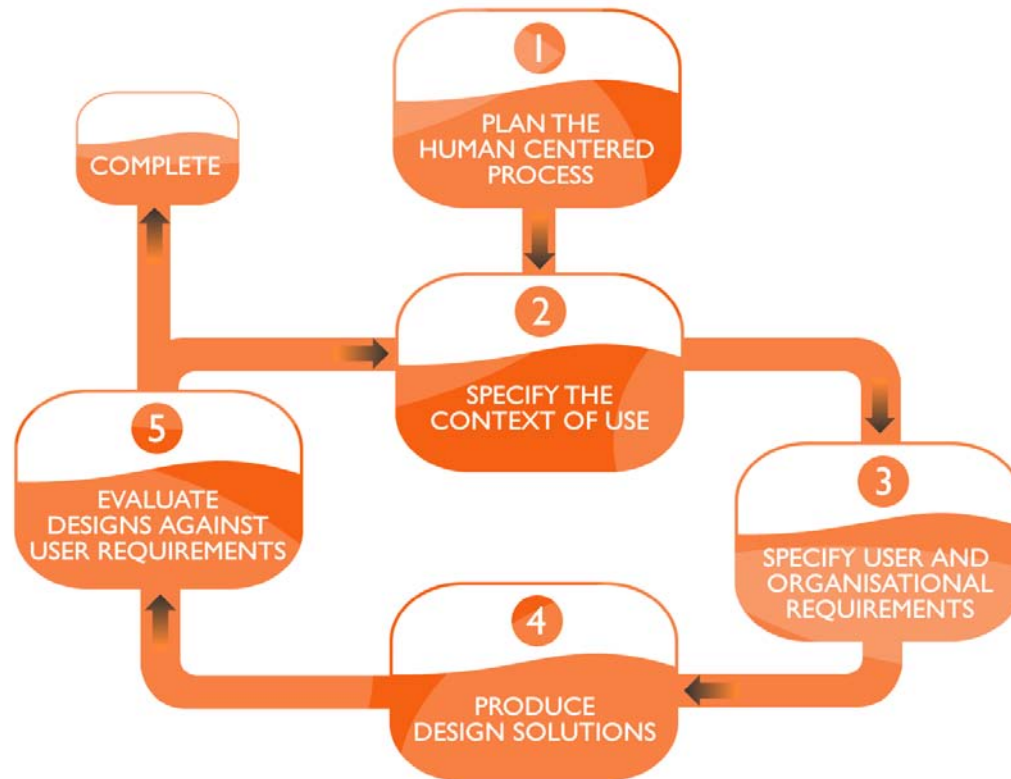


3. The Quest – old Process



The Quest

ISO13407 User centred design Process

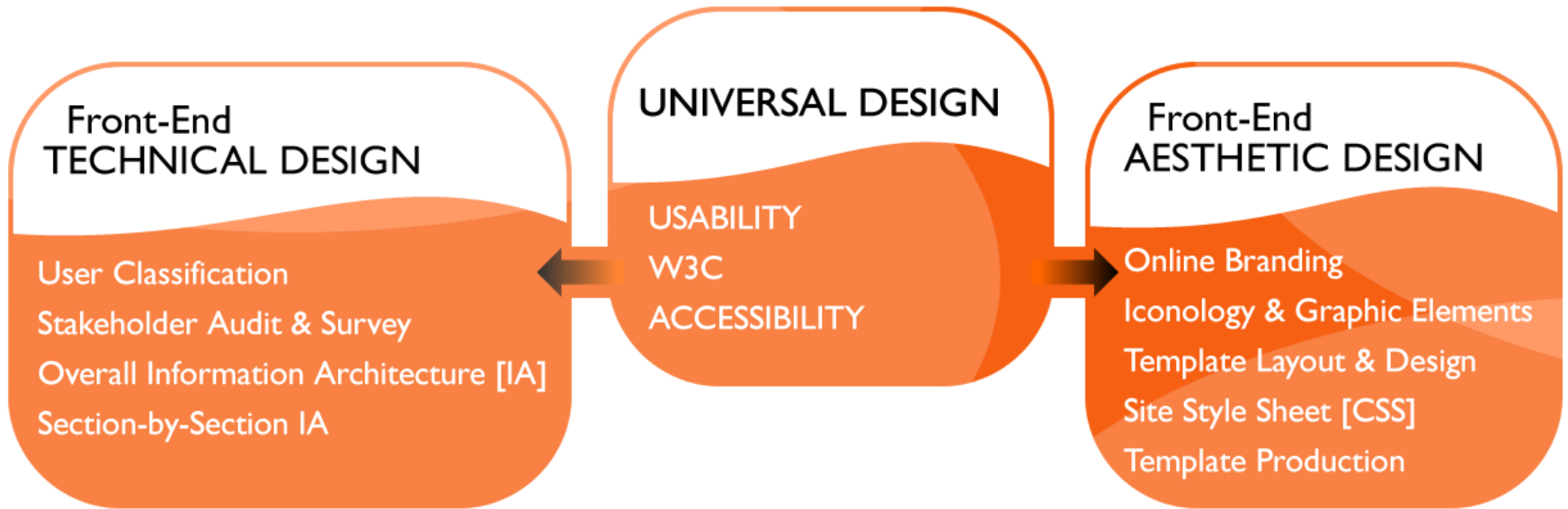


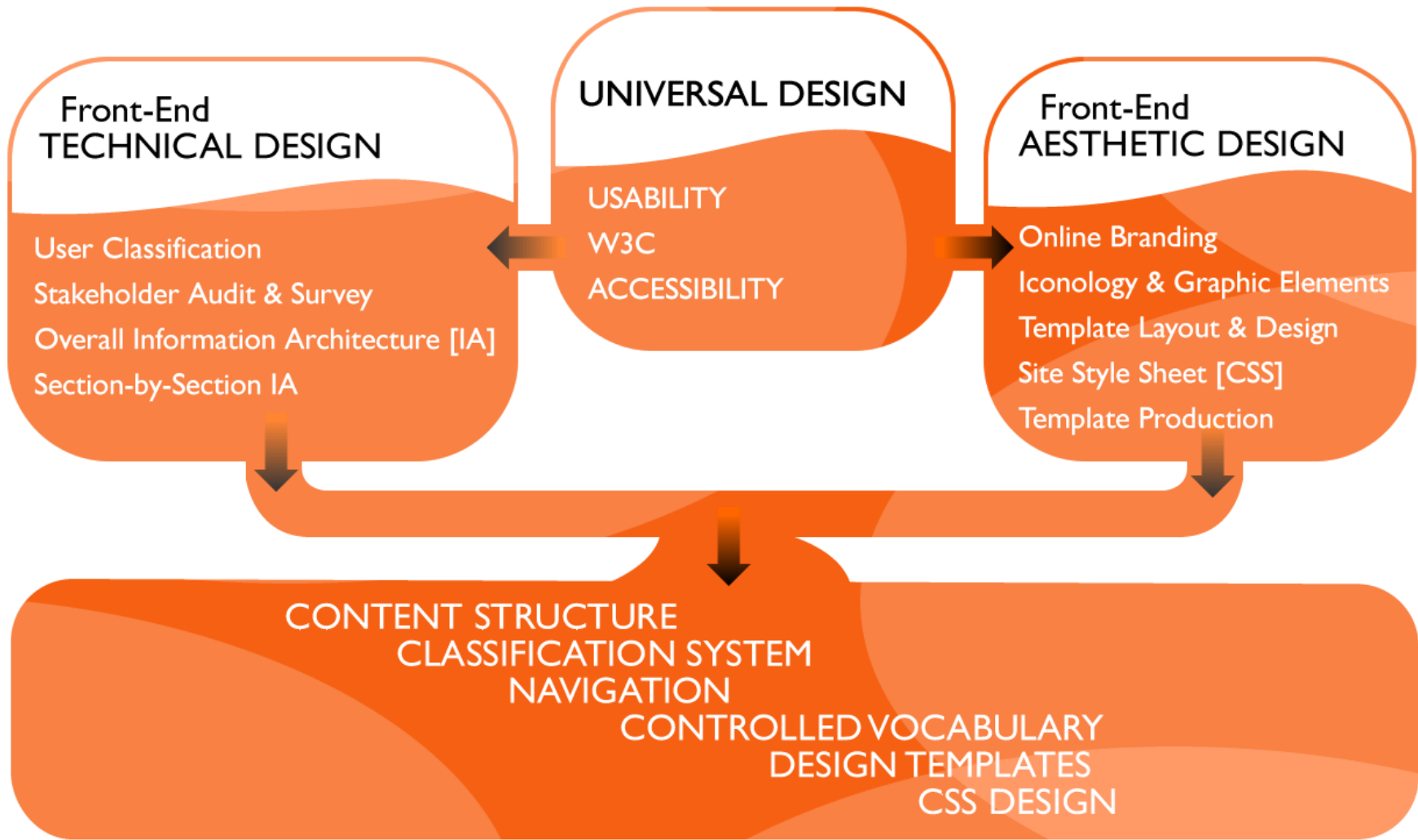
UNIVERSAL DESIGN

USABILITY

W3C

ACCESSIBILITY



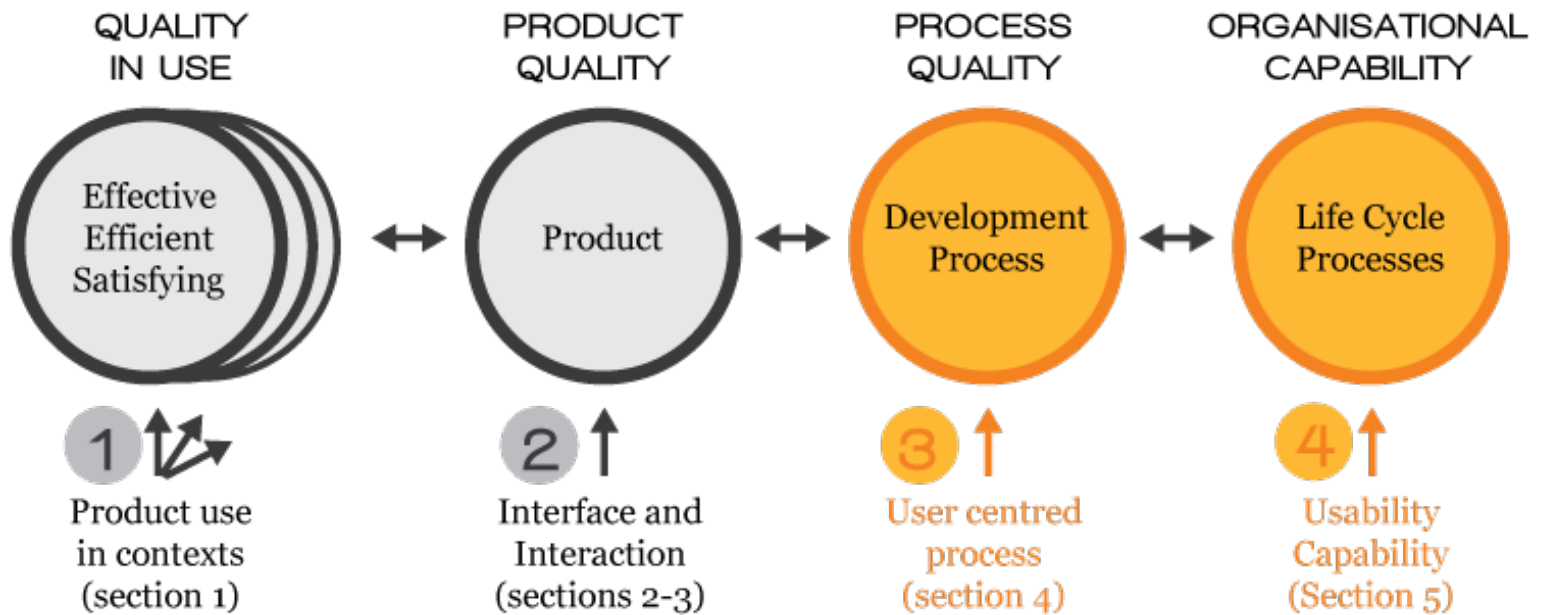


The Quest – New process?

Standards related to usability can be categorised as primarily concerned with:

1. The use of the product (effectiveness, efficiency and satisfaction in a particular context of use).
2. The user interface and interaction.
3. The process used to develop the product.
4. The capability of an organisation to apply user centred design.

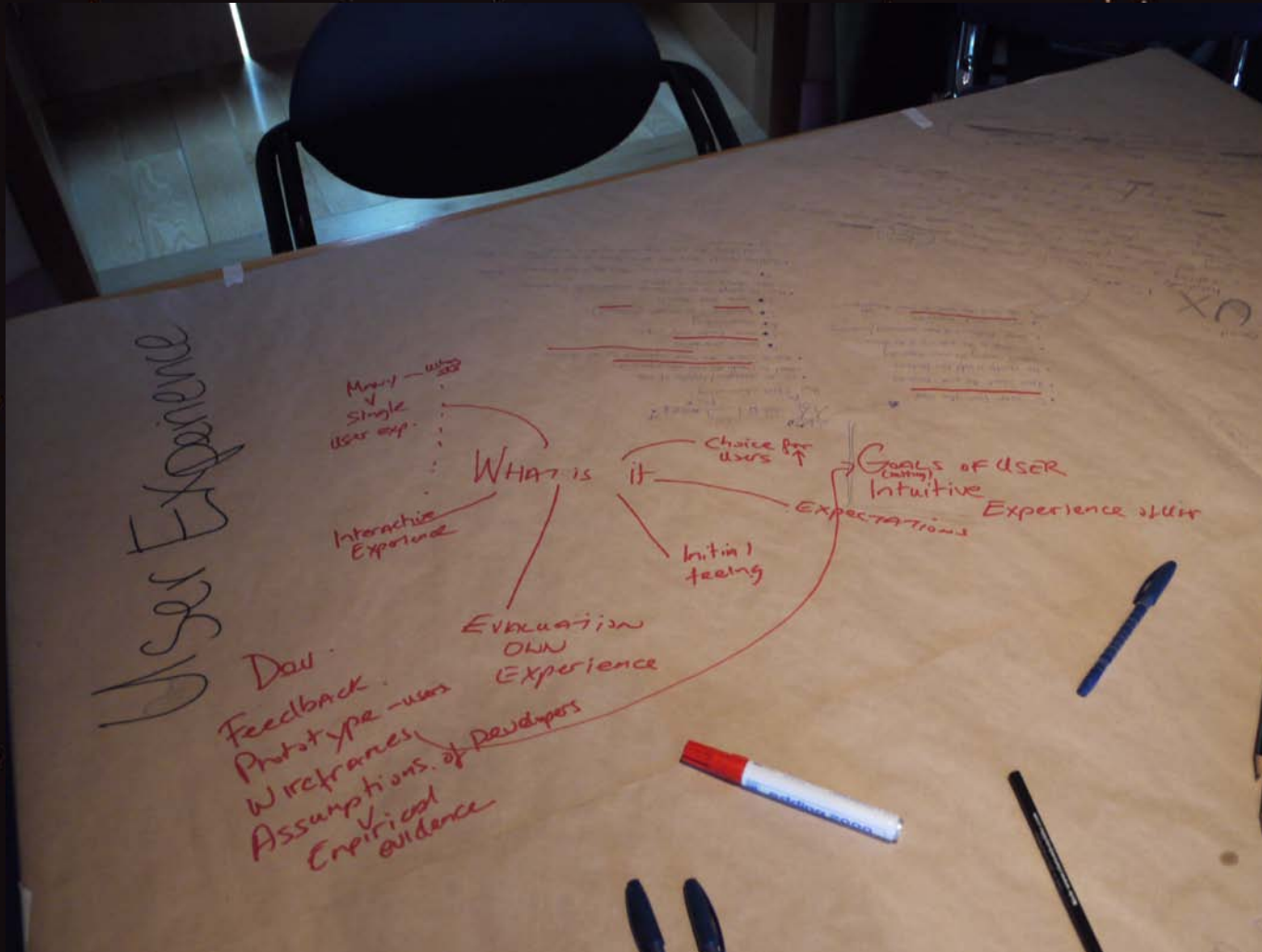
The Quest



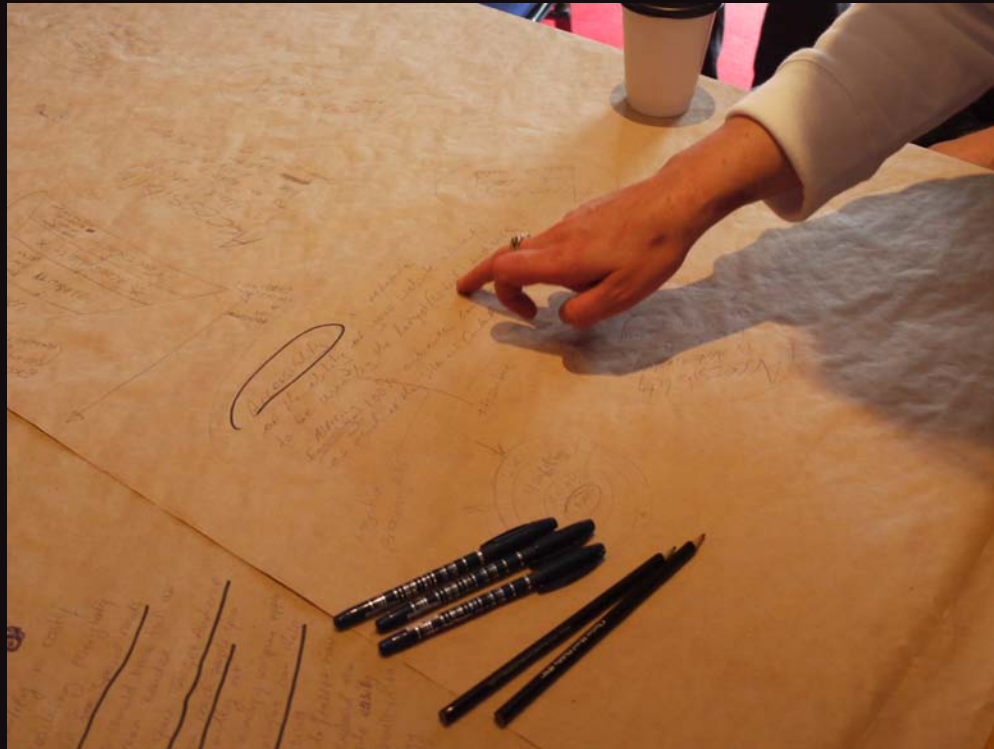
Get the Team involved!



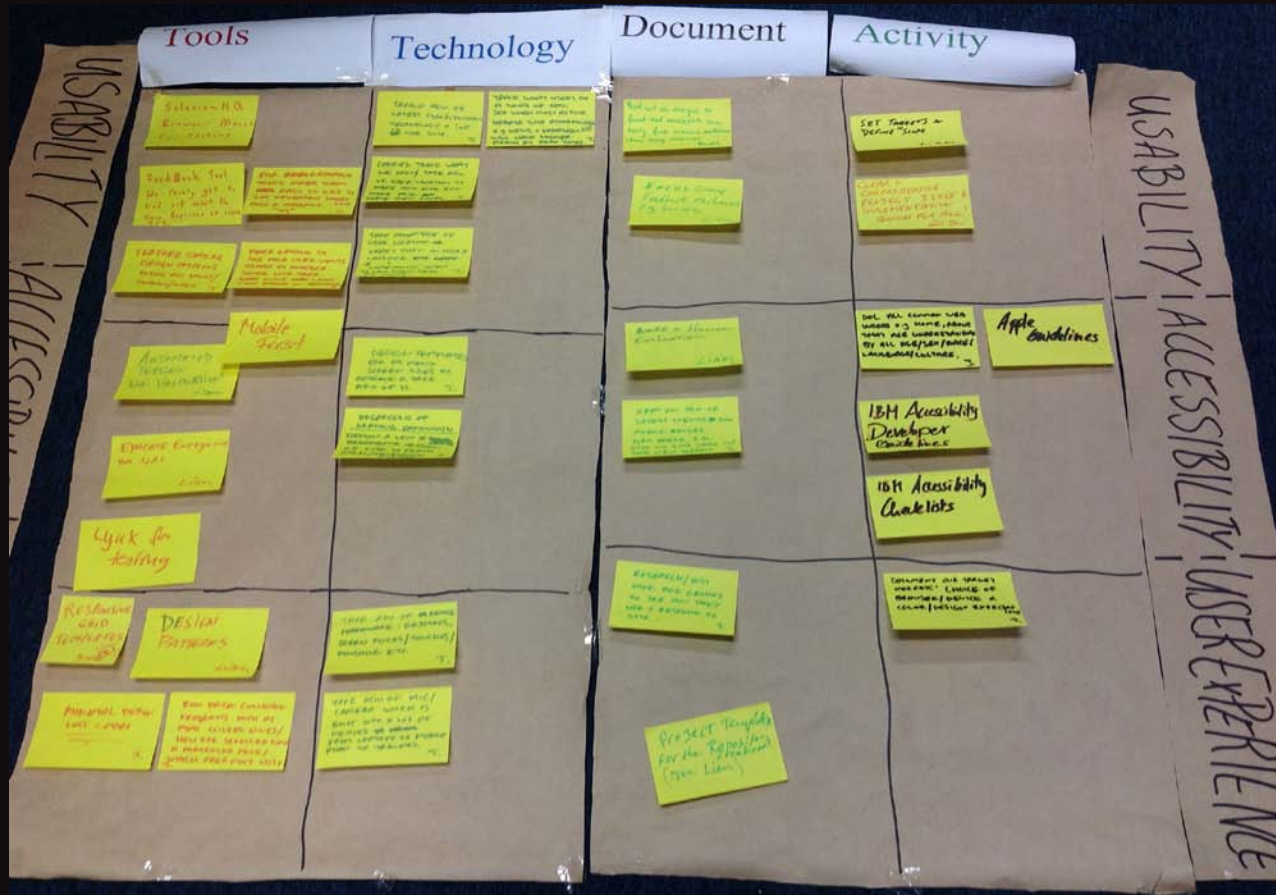
Educate, get input



Deconstruct our process



Try to make sense of it



UX Integration Matrix – Jon Innes

UXI Matrix SM	Target Personas				Estimates & Priority			UX Metrics			UX Staffing		
	Persona A	Persona B	Persona C	Persona N	UX Complexity	Dev Est./Story Points	PO Business Impact	Story Verified	Design Complete	Task Completion Rates	IXD Assigned	UR Assigned	VD Assigned
Theme A													
User Story 1	Y	Y	Y	Y	4	100	H	Y	Y	65%	Bob	Sue	Joe
User Story 2		Y	Y		2	20	L	Y			Bob		
User Story 3	Y			Y	2	13	M	Y	Y		Bob	Sue	Joe
User Story 4	Y	Y			2	20	H	Y	Y	80%	Bob	Sue	Joe
User Story 5		Y			1	8	L						
Theme B													
User Story 6			Y		1	5	L		Y	90%		Sue	Joe
User Story 7		Y	Y	Y	3	40	H	Y	Y	75%	Jane	Sue	Joe
User Story 8		Y	Y	Y	3	40	M	Y	Y	95%	Jane	Sue	Joe
User Story 9		Y	Y	Y	3	40	H	Y			Jane		
User Story 10		Y			1	5	L						Joe
Overall Persona Weight	3	8	6	5									
Persona Verified	Y	Y	Y	Y									
# Participated in Testing	8	8	8	8									
Task Completion Rates	73%	81%	87%	78%									
Persona SUS Score	65%	80%	90%	85%									
Persona Net Promoter Score	6.5	8.5	9	7.5									

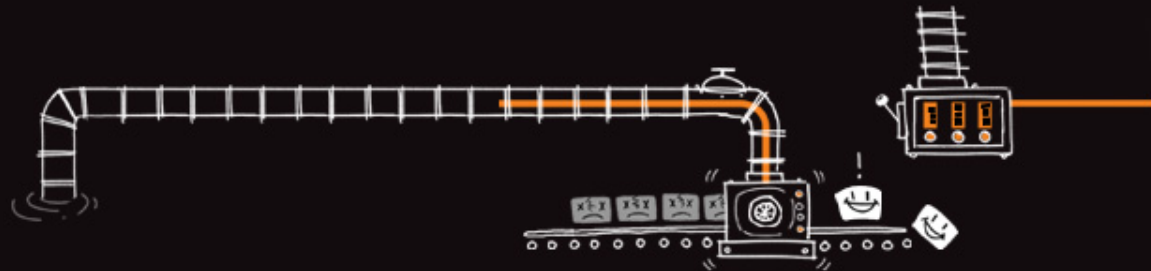
Simplified example of a UXI Matrix

SM UX Innovation LLC, you are free to share with attribution to: www.uxinnovation.com



How does UX get into the process?

- UX is now considered across the organisation
Executing well on all aspects of a product/service creates great User Experience. Its not just the software code and software interactions.
- It spans the full width of a project – from planning to delivery and ongoing support, maintenance and iteration.
- Its an integral part of the sprint.



5. Results to date

- Positive but a work in progress!
- Lots of questions:
what type of projects - what approach?
- Do we fully implement Agile, Scrum or is it a mix?
- It is enjoyable
- Its revitalised staff and encourages newer recruits
- How to engage client stakeholders?

UXPA Ireland

www.uxpaireland.org

What about a UX Centre of Excellence for Ireland?





Thank You!
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Thanks To Sinead and Olly for the aesthetics!