Creating Effective User Experience in the Digital Age

Scott McCormick
Emergent Enterprise
Why UX? It matters.
Why UX? It matters.
Why UX? It’s critical.
Learning Outcomes

- Enhance your learning experience
- Help you reach your goals
- Result in a stronger organization
AUDIENCE
Audience Empathy
Pick a UX Problem

#1

#2
Design Thinking / Stanford d.school

1. Empathize: Learn about the audience.
2. Define: Sharpen key questions.
4. Prototype: Build representations of one or more ideas.
5. Test: Test ideas and gain user feedback.

Emergent Enterprise ©2018
Design Thinking / IDEO

**INSPIRATION**
In this phase, you'll learn how to better understand people. You'll observe their lives, hear their hopes and desires, and get smart on your challenge.

**IDEATION**
Here you’ll make sense of everything that you’ve heard, generate tons of ideas, identify opportunities for design, and test and refine your solutions.

**IMPLEMENTATION**
Now is your chance to bring your solution to life. You'll figure out how to get your idea to market and how to maximize its impact in the world.
Design Thinking / NN Group

EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST

IMPLEMENT

UNDERSTAND

EXPLORER

MATERIALIZE

DESIGN THINKING 101 NNGROUP.COM
Design Prompts

VIRTUAL REALITY
Transports us to different places with new abilities.

AUGMENTED REALITY
Allows us to interact with hidden layers of information in our physical surroundings.

DIGITAL ASSISTANT
Let us access and control information and services through conversation.

EPHEMERAL APPS
Make it easy for us to do what we want, when we want.
Design Prompts

THINK OF A MOMENT IN YOUR USER’S DAY...
when they have an experience together with others.

How might we use AR to make each person’s experience unique while sharing the same space?

Photo source: Ideo & Google Play
AUGMENTED REALITY

Allows us to interact with hidden layers of information in our physical surroundings.
UX for AR

- Two main media types: animated media (images and video) and 3D Volumetrics (objects with light and shadow)
- Interaction types: tap, swipe, pinch, rotate, voice, more
- Ergonomics, visibility
- Visual and audio clues
- Color and text

Source: Tyler Wilson
When to use AR?
- When there is a shared experience
- When users are in a routine situation
- When users are exploring or investigating

Photo source: Vuzix
VIRTUAL REALITY

Transports us to different places with new abilities.
UX for VR

- Physiological comfort (fixed point)
- Environmental comfort
- Ergonomics
- Input methods

Source: prototypr.io
When to use VR?

- When the real life location is unavailable or dangerous
- When your users need super powers
- When traditional training is ineffective
When to use VR?
DIGITAL ASSISTANT

Let us access and control information and services through conversation.
UX for Digital Assistant

- You are designing a personality
- Design based on how you speak and not how you write
- Design is a VUI (Voice User Interface) - sample dialogs
- Prompts and error strategies - quantity, quality, relation and manner

Photo source: letsdovideo.com
When to use Digital Assistant?

- When there is a need for hands free interactivity
- When users need to make decisions (decision tree)
- When users need minimal disruption
EPHEMERAL APPS
Make it easy for us to do what we want, when we want.
- IoT
- AI
- Sensors
- Smart components
The Best Interface is No Interface, Golden Krishna

- “Let’s end our slavery to screens”
- Simple
- Clean
- “Frictionless”

New Riders, February 2015
How AI is Changing UX

- Doing the “busy work” (resizing, color revisions)
- Personalizing content (location, job title)
- AI templates (sometimes with chatbot)
- Sketch to finished art
Save the World Exercise

1. State EOC

1. TEST Message

DRILL-PACOM (DEMO) STATE ONLY
False Alarm BMD (CEM) - STATE ONLY
Monthly Test (RMT) - STATE ONLY
PACOM (CDW) - STATE ONLY
Goals for the Conference

- Speak up for the user/learner
- Think outside the screen
- Every effort is a snowflake
- Look for good UX and bad UX
We don’t design UX.

We design FOR UX.

Source: webdesignerdepot.com, Ben Moss
Photo Source: webearley.com