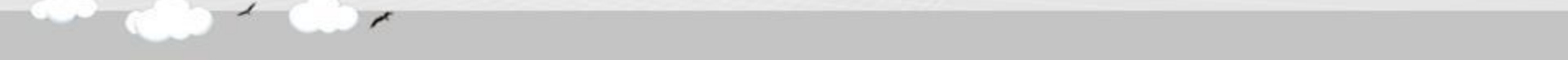




01/12/15 - User Experience UX

agenda for today :

- introductions / boring stuff
 - what is UX or user experience
 - the environment / users in 2015/2016
 - customer journey
 - micro moments
 - case studies / examples
 - takeaway points
- 
- The footer has a light gray background with white, fluffy clouds and small black birds, mirroring the header's design.

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) [#iiaonlinesales](https://twitter.com/iiaonlinesales)
5. UX should be fun.....

Starter Question :

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

intro

Who am I ?

Jeff Sheridan - 15 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.

The footer features a series of white, fluffy clouds of varying sizes and a few small black birds in flight, set against a light gray background.

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
Chwiczozuk

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**



Why are we here today ?

- Better understanding of User Experience
 - Look at the modern user in 2016
 - Explore the journey for the customer through the sales funnel
 - Challenge your perceptions of user profiling
 - Show you how other companies are improving online sales through a focus on UX
- 

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 ?

What ?

When ?

Where ?

Why ?

How ?

Who ?



Using a product / service

What is UX ?

basically UX is :

everything that affects a user's interaction
with a product

Where does UX fit in ?

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INTERNET

Business
Needs

UX

User
Needs

Where does UX fit in ?

MATRIX
INTERNET

Business
Needs

User
Needs



UX

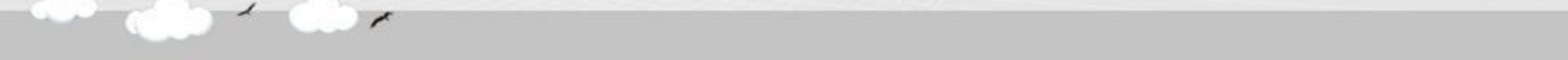


User Experience vs. User Interface

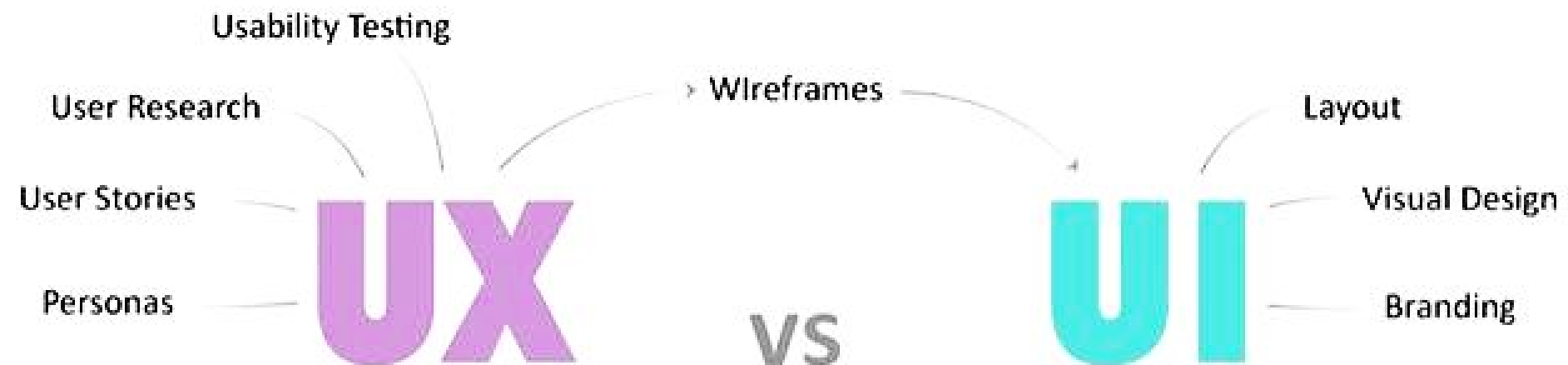
UX Designers

- primarily concerned with how the product feels

UI Designers

- primarily concerned with how the product looks visually
- 


UX vs. UI



UX Designer

- plans, designs all interactions between the user and the product

Characteristics of a Good UX Designer


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

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 client'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 - over 60% of internet usage is on mobile phones
- 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 CONSUMER
ISN'T A MORON.
SHE IS YOUR WIFE."**

DAVID OGILVY

the modern family ?

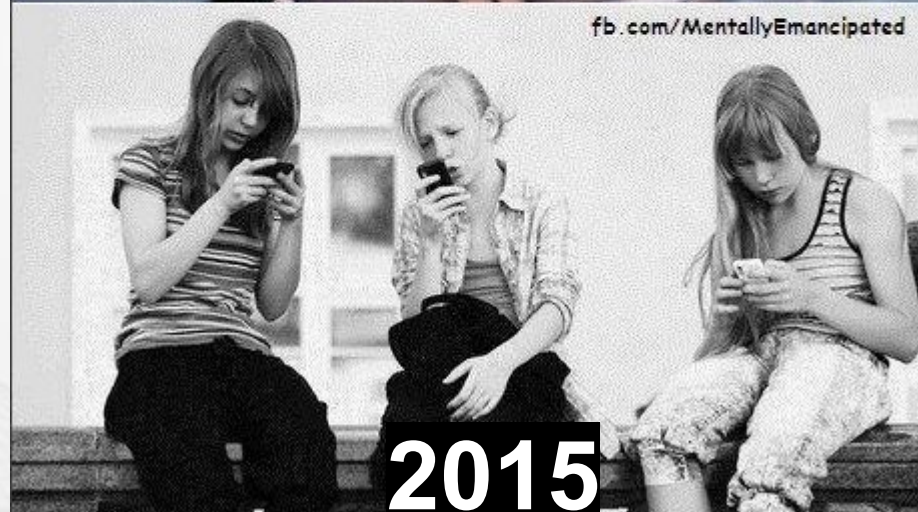


Changing habits of your audience :

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HANGING OUT IN THE 80'S



fb.com/MentallyEmancipated

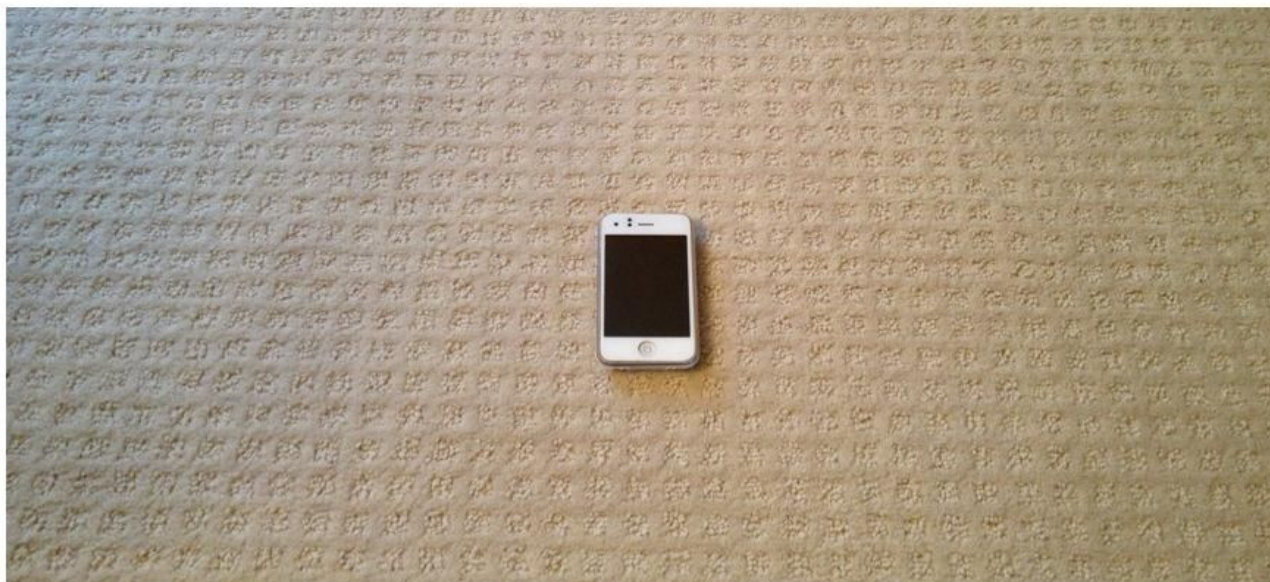
2015

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
- in 2014, mobile internet traffic overtook Desktop internet traffic
- 50% of mobile ad clicks are accidental !



UX as a process

main stages of the process :



1. **empathy phase** : observation, interview, define users, personas, customer 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 :



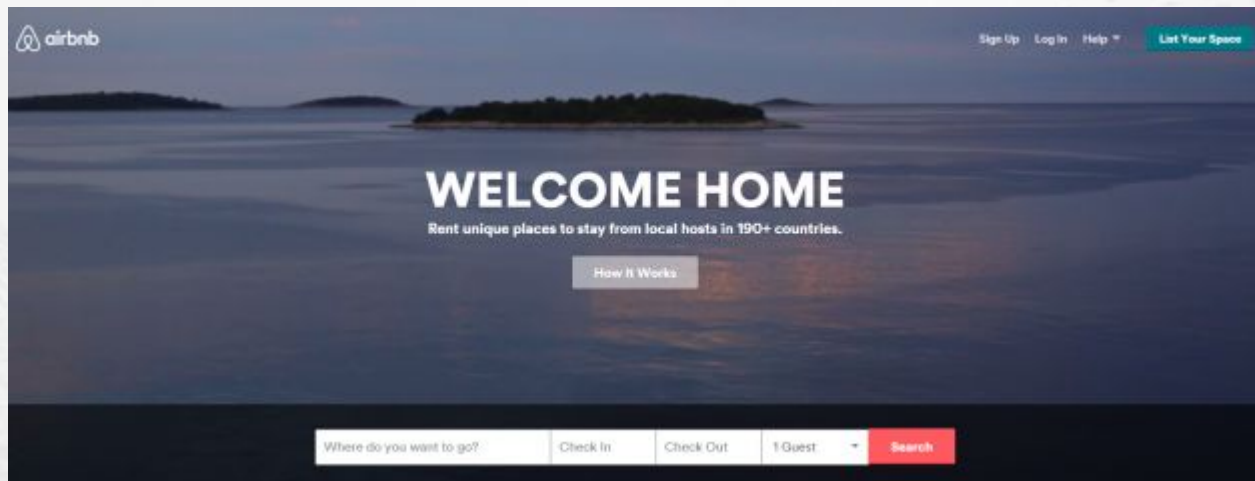
Mark Twain :

“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

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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

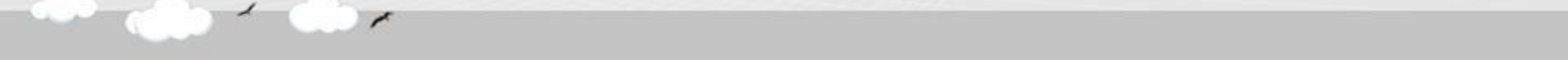
CARROTS ⊕
CONVENIENCE, EASY
STYLE OR TONE ASPIRATION

- Personas from recent workshops :
- Technically Challenged Terence
- Value conscious Valerie
- Outsource Oliver
- Lazy Linda
- Perfectionist Pete
- Shopaholic Siobhan
- Empty Nester Eric

persona tips

- avoid categorisation
 - concentrate on needs
 - observe properly
 - users should be your source of inspiration
- 
- The footer features a series of white, fluffy clouds of varying sizes and a few small black birds flying across a light gray background.

ways to observe

- Indepth conversations (no leading questions)
 - fly on the wall (pure observation)
 - master / apprentice (shadow / emulate team member)
- 
- The footer has a light gray background with a few white clouds and small black birds, mirroring the header's design.

Workshop pic

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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 customer journey

traditional sales funnel

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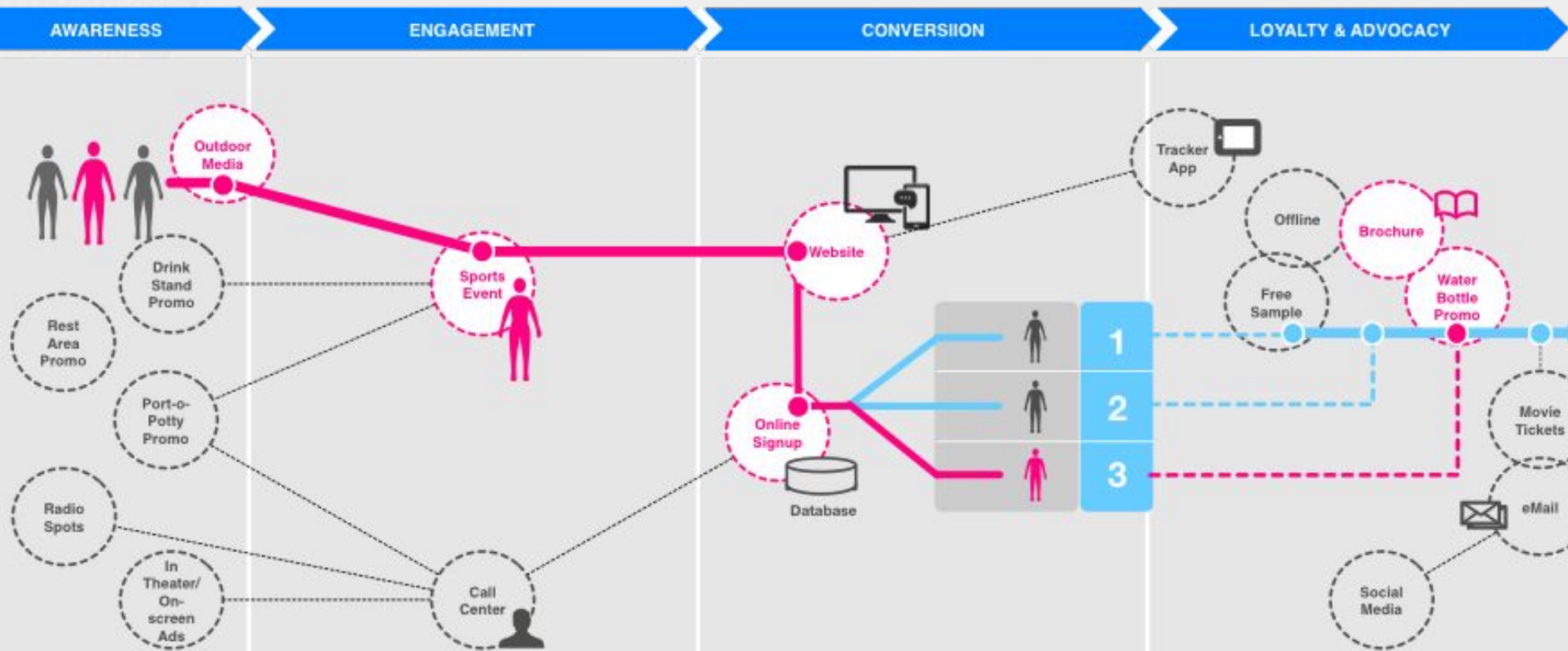


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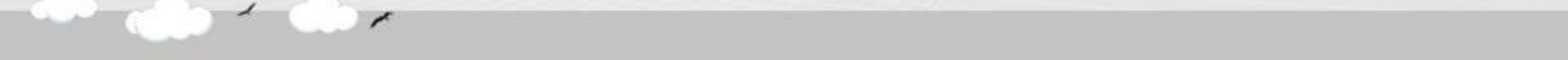


ux customer journey

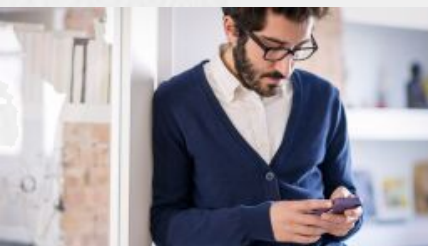
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the customer journey

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

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”

case studies

case study #1



“We want more conversions”



case study #1

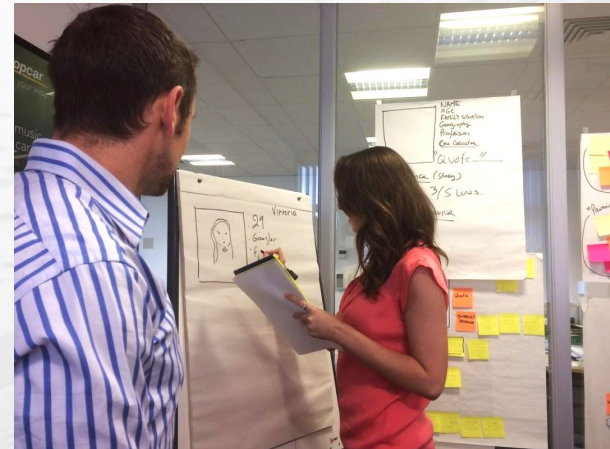


- GoCar - Car Sharing company owned by Europcar
- <https://drive.google.com/a/matrixinternet.ie/file/d/0BxbWK1Axo9s6Qi1EZlhqdjBzcWc/view>
- [website link](#)



case study #1

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case study #2



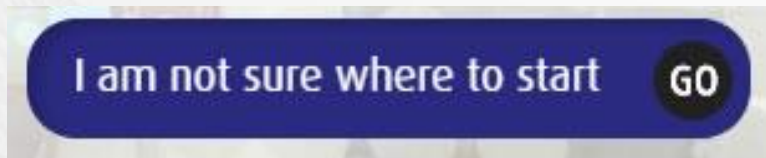
“We want more complaints”



case study #2



- Ombudsman Services -
Energy Ombudsman in the UK
- Customer Journey research revealed
huge gaps / micro moments



- [website link](#)

exercise #1



- in 60 seconds
- position yourself as a customer who needs your business or service
- using your mobile, find your business online and rate mobile experience
- comments ? any action points which could improve the experience of the user ?



UX Process :



Steve Jobs :

“Design is not just what it
looks like and feels like.
Design is how it works”.



Takeaway points :



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