Monthly UX Hour

Peyman - May 2018

Content

HUMAN-CENTERED DESIGN & CREATIVE CONFIDENCE

Let's ❤️ our customers

USABILITY TESTING & USER RESEARCH

Brief summary of internal usability testing sessions & feedback gathered from customers

CONTEXT AND MEANING

What have we been up to? Surfacing what matters most to our customers with good UX & UI practices

MOVING FORWARD

Future upcoming UX improvements and user research with customers

Human-Centered Design

What does it mean to be a Human-Centered designer?

Let's buy a chair together!

Me

MATERIAL

What fabric to use?

SIZE

How big or small is my chair going to be?

SHAPE

What is it going to look like? Modern? Traditional? Mid-Century 🤦‍♀️?

PLACEMENT

Where am I going to put it?

Others

PURPOSE

Are they going to use it for work? Relaxing?

DURATION

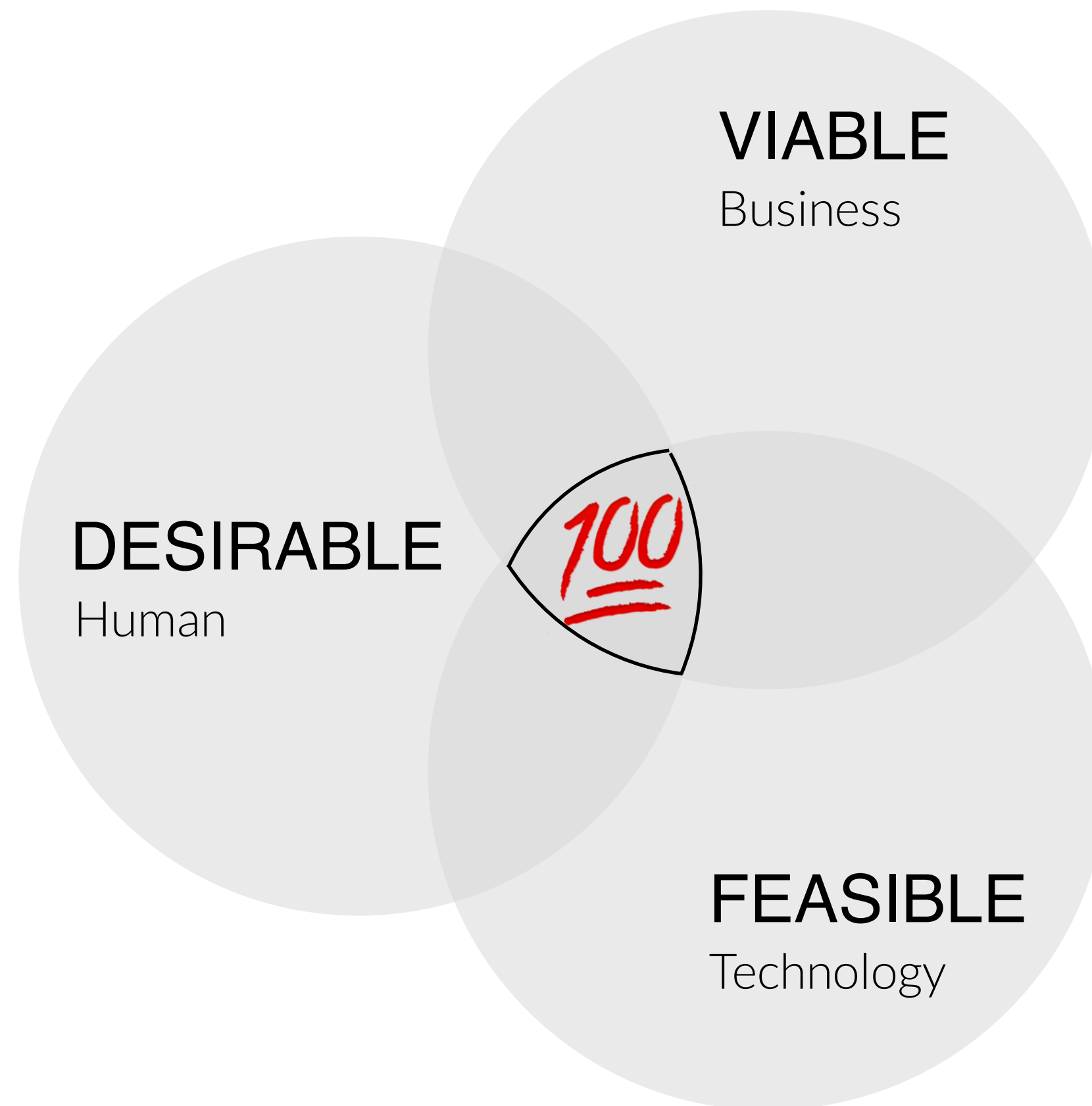How long do they need to sit in that chair?
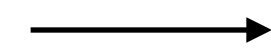
LOCATION

Where will they be?

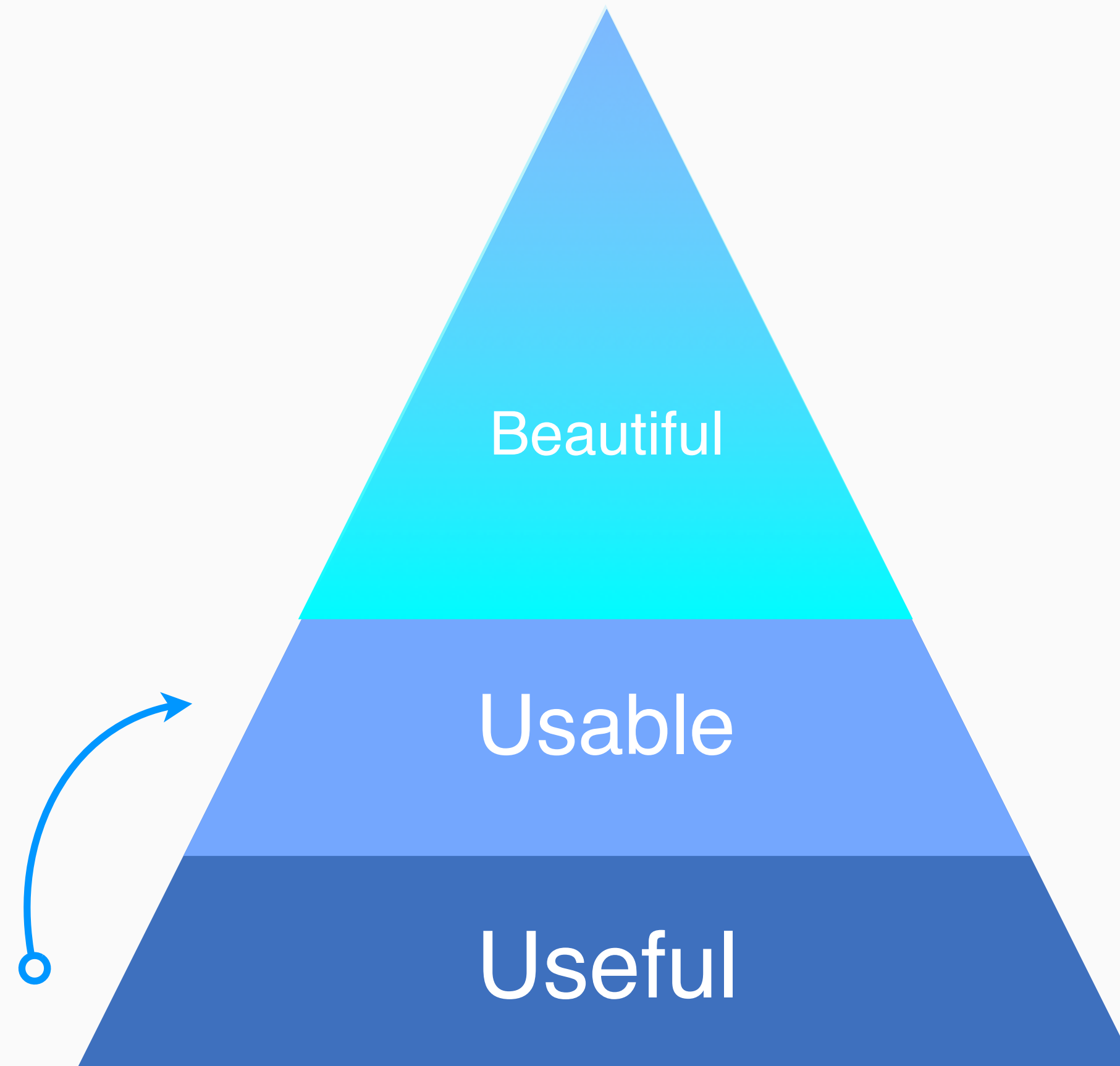**MONEY**

What's the price point going to be?

Three lenses of Human-Centered Design

VIABLE
Business

Start here
(fall in ❤️ with your
customers!)

DESIRABLE
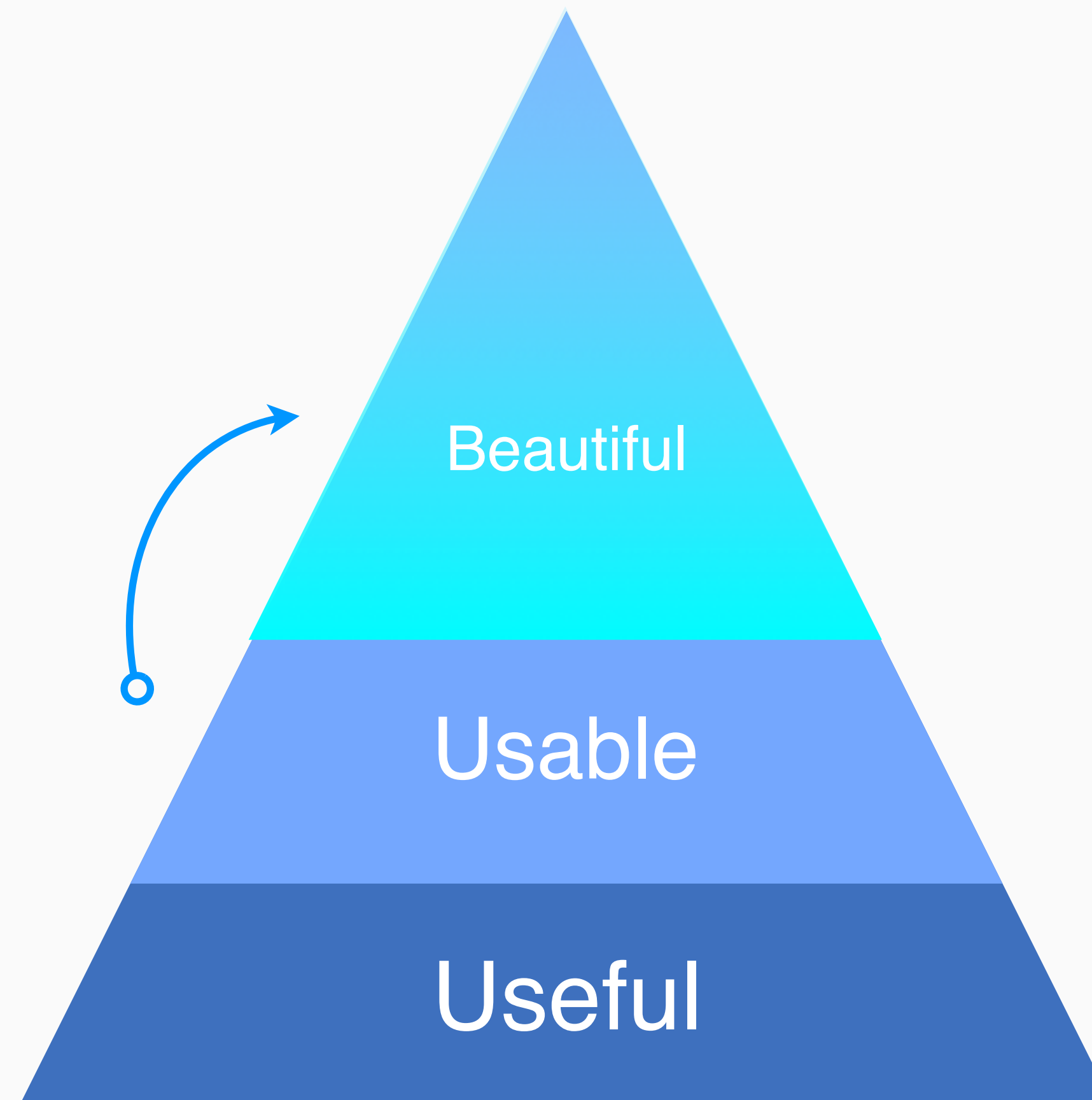Human

100

FEASIBLE
Technology

Good design is … not just about *aesthetics*

Good design is …   Useful. Usable. *Beautiful.*

ALWAYS START WITH *useful,* **THEN FOCUS ON** *usable...*

Beautiful

Usable

Useful

FINALLY MAKE IT *beautiful.*
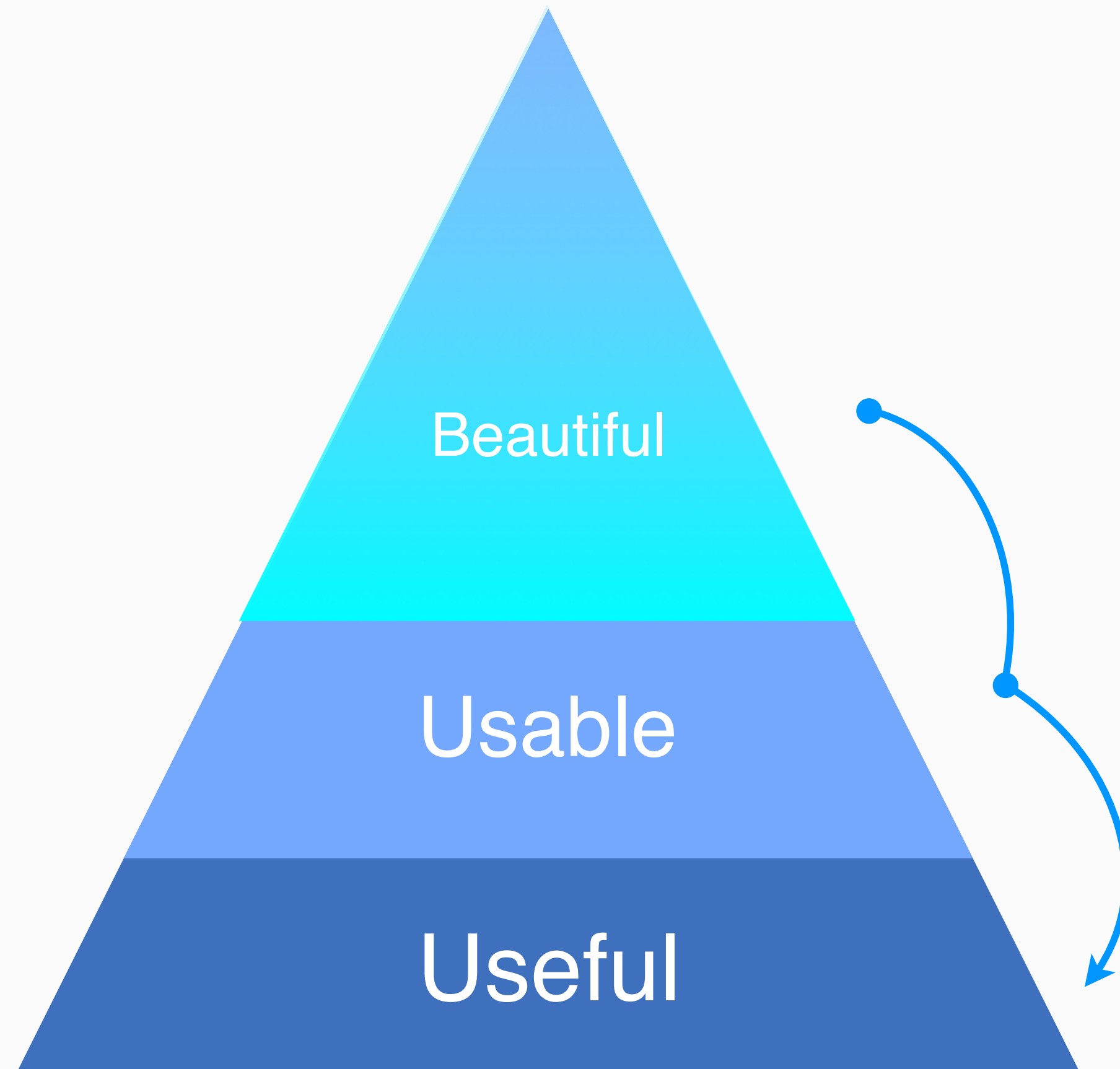
DO IT THE OTHER WAY AROUND AND YOU'LL END UP WITH *not so beautiful!*

ITERATE

always be creatin!
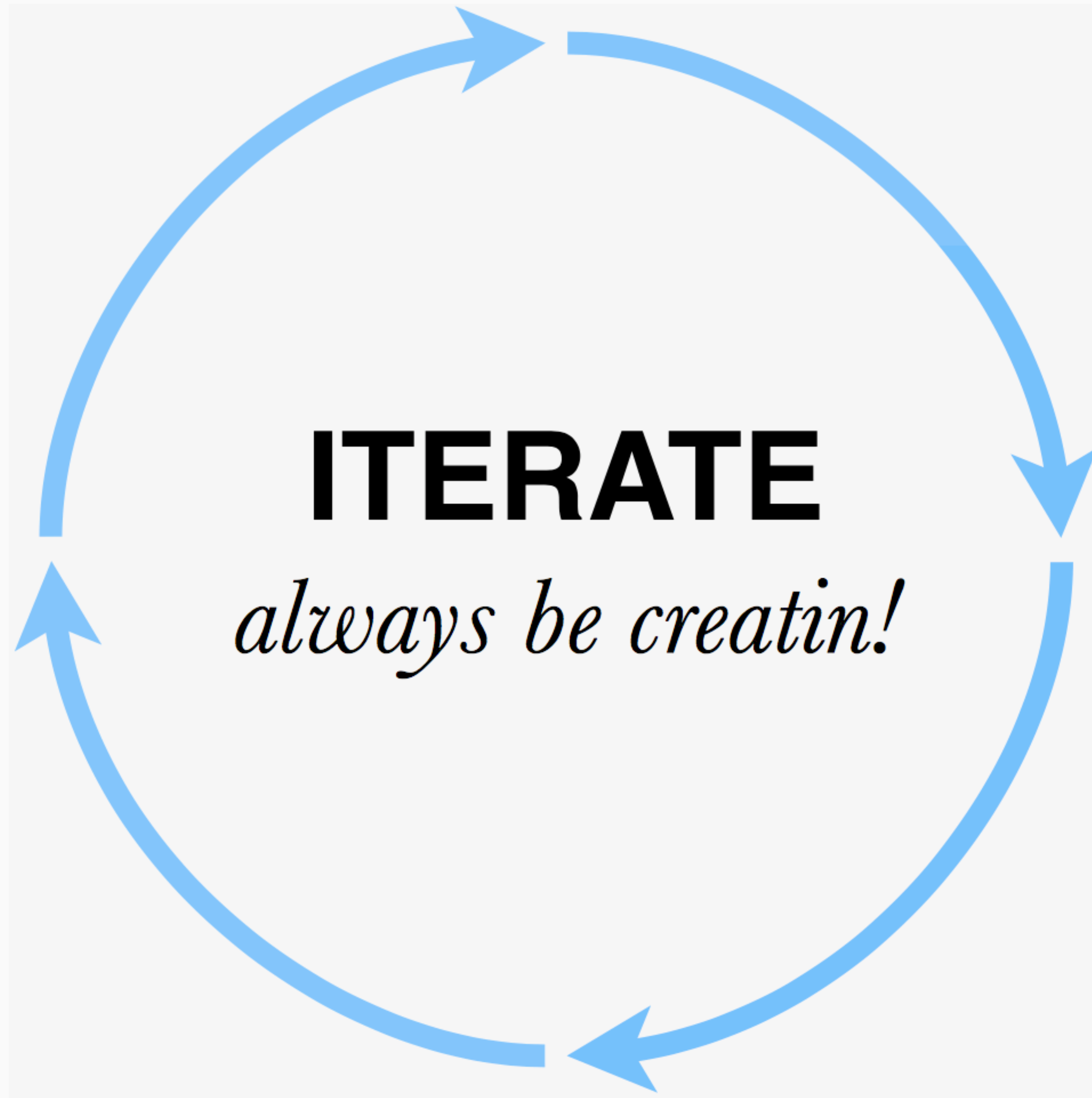
Process

Explore, Build, Test & Fail… Fail again.

The people we are designing for are the roadmap to innovative solutions

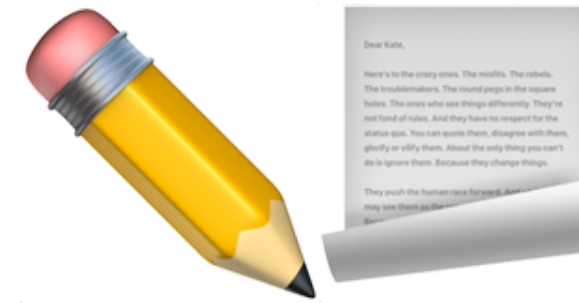OXO good grip prototype evolution

Design thinking is a *mindset*

Creative Confidence

Everyone is creative!

BELIEVE that you can and will come up with creative solutions to big problems.

Pen & Paper

Display List

General

NAME [   ]

CATEGORY [   ]

Conversion

GOALS [   ]

MONTHLY BUDGET [   ] $ USD

Targeting ⓘ

GEO [▾]

AGE [▾]

GENDER ○ MALE   ○ FEMALE   ○ OTHER

PURPOSE ☑ DISPLAY   ☑ REMARKETING

[OPTIONAL   ▾]

[CANCEL] [SUBMIT]

TALL NECK
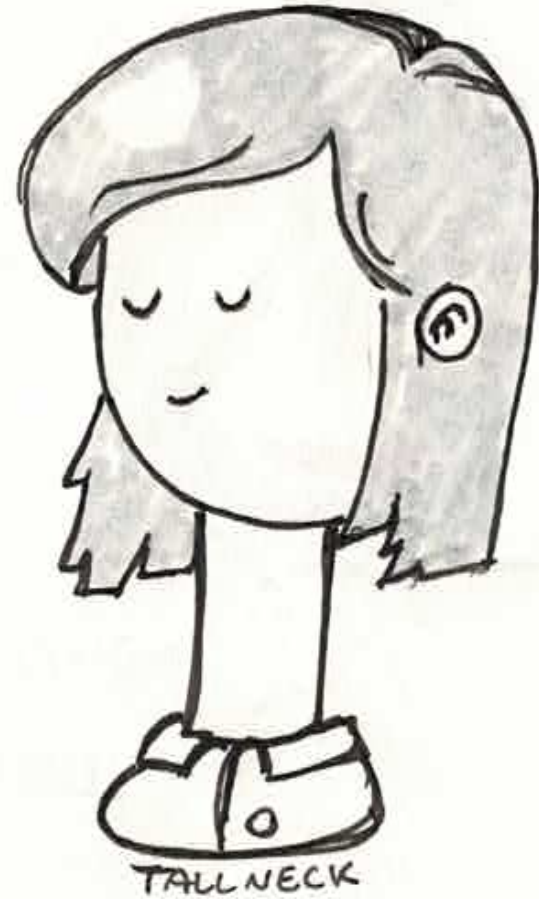
Display

General Info

NAME [   ]

CATEGORY [   ]

GOALS [▾] Default

BUDGET [   ] $USD

TARGETING

GEO [▾] D

AGE [▾] D

GENDER ☐ MALE ☐ FEMALE ☐ OTHER UNKNOWN

PURPOSE ☐ DISPLAY ☐ Re-MARKETING

+ SHOW MORE OPTIONS

[CANCEL] [SUBMIT]

Increase traffic

– HIDE ADDITIONAL OPTIONS

MINIMUM IMPRESSIONS [   ]

LIMIT AD SERVING TO PAGES CONTAINING

[   ]

DISPLAY METRICS

☐ ——   ☐ ——   ☑ ——

AD SERVER

☐ ADWORDS ☐ Double Click ☐ OpenX ☑ Other

ADDITIONAL COMMENTS

[SAMPLE   ]

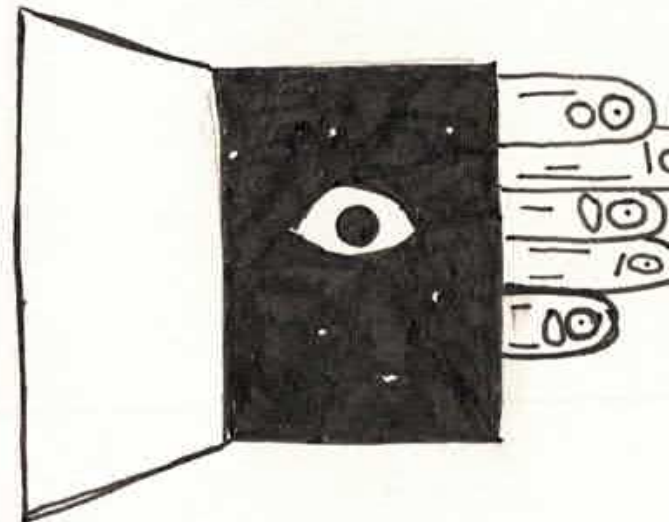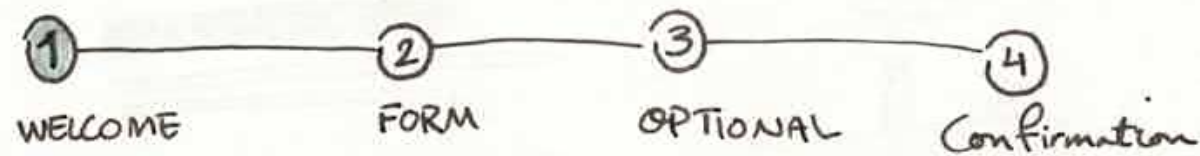# SUCCESS!

Your list has been successfully submitted. You should hear back from us in 1-2 days with your finalized list.

SUBMIT NEW LIST
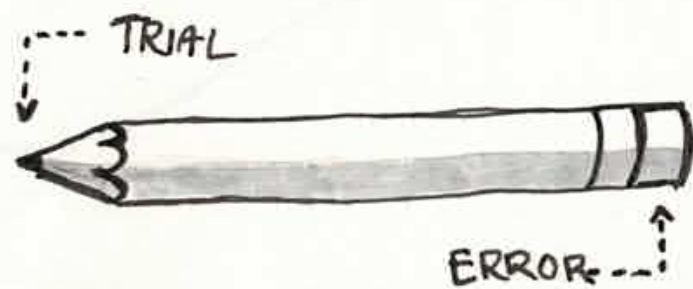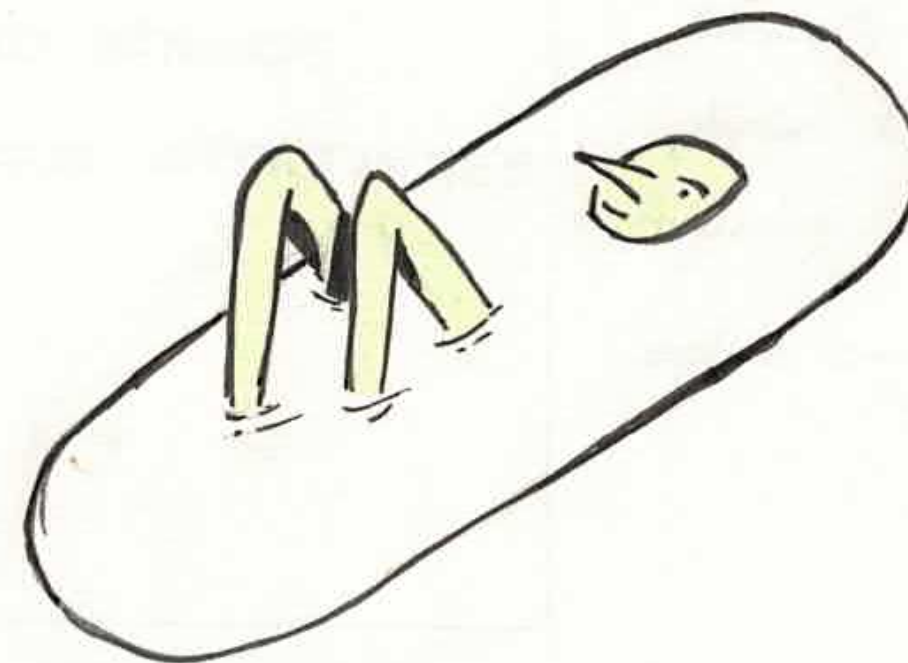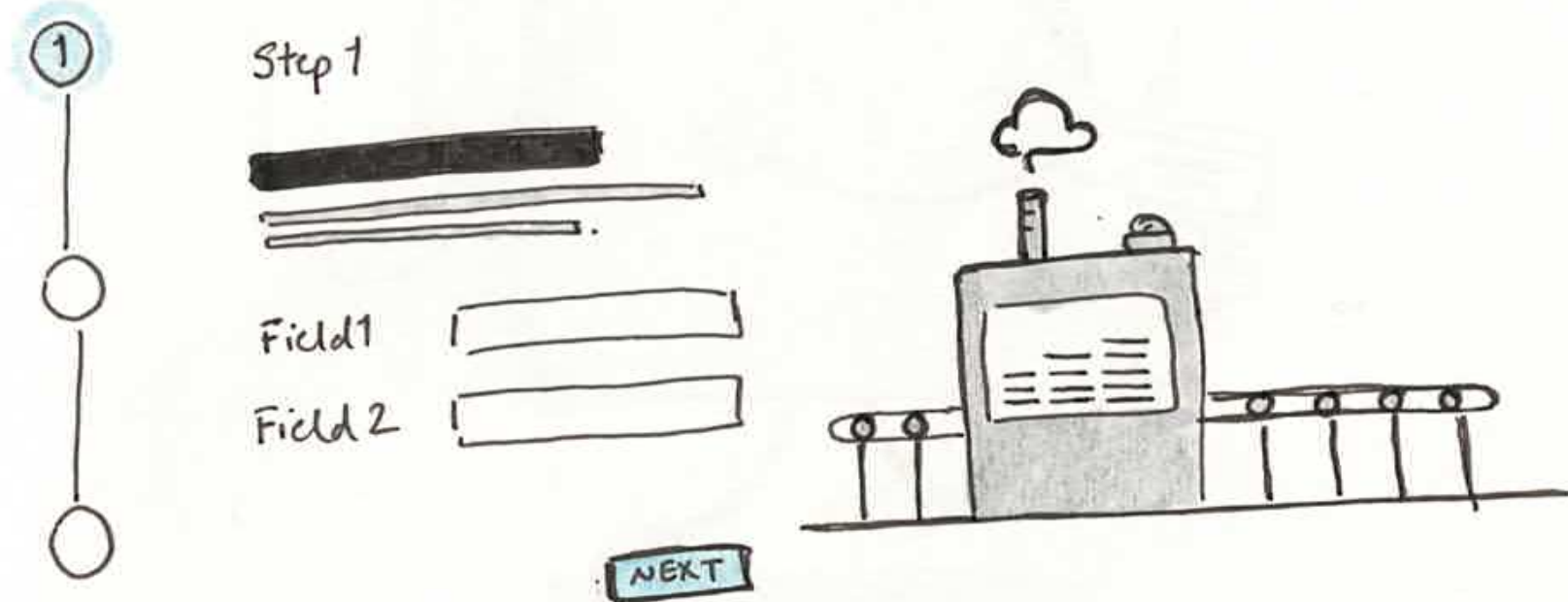
SLICE N' DICE

① WELCOME — ② FORM — ③ OPTIONAL — ④ Confirmation

NEXT

TRIAL

ERROR

LIST NAME	DATE PUBLISHED	STATUS
☐ list number 1	2/28/18	Active
☐ fall marketing campaign	1/17/18	Active
☐ Sneakers sale	2/12/18	pending
☐ fall 2016 marketing campaign	10/31/17	Archived

+ Create New List

Welcome Screen

① Step 1

Field 1

Field 2

NEXT

Step 1

Welcome! Lets start with some basic information first.

Precision Targeting can find you the best websites to place your display ads to meet your goals.Tell us a bit about the display campaign you are running.

List Name

Give it a unique name

Category

Electornics, Apparel, ...

Goals

Select a goal

Monthly Campaign Budget

$USD

NEXT

Internal Usability Testing

Overall Usage

- Inconsistent users

WHY?

Baselines for user performance

Task completion success rate and the amount of time it took

Design inconsistencies within our UI and content areas

Addressing design issues to improve efficiency, productivity, and end-user satisfaction

Navigation errors

Failure to locate functions or to follow recommended screen flows

Presentation errors

Selection errors due to labeling ambiguities

Getting started

Recruitment

Reached out to the customer success and marketing teams

Script

Created a set of tasks and user scenarios

Equipment

Laptop 💻

Length

Roughly 30 mins

Usability Testing Script

AUTHOR	CONTACT DETAILS	SESSIONS DURATION
Peyman	peyman@demandjump.com	30 - 40 mins

PRODUCT UNDER TEST
Traffic cloud

TEST OBJECTIVES
1- Establish a baseline of user performance metrics for task completion and time on task

2- Evaluating UI patterns

3- Identify user pain points

PARTICIPANTS
Customer success team (4)

TEST TASKS
1- First Impressions:
2- Find the top two channels that brought in the most traffic throughout the last 45 days.
3- Find the top 10 affiliate opportunities for this company.
4- Only compare it against your top 5 competitors
5- Create a list of top 5 organic google keywords and share it with customer.
6- Add a new user to your account.
7- Ask for thoughts on the overall structure of information.

RESPONSIBILITIES
Peyman to conduct sessions and analyze data

BUSINESS CASE
Validating the designs for Traffic Cloud, focusing on usability and navigation.

EQUIPMENT
Macbook
Quicktime for screen capture

LOCATION & DATES
DJ office. Feb 20/21st

PROCEDURE
What are the main steps in the test procedure?

2 mins
Welcome and verbal consent

5 mins
Pre-interview questionnaire

15 - 20 mins
Carry out the test tasks

5 - 10 mins
Post session feedback and summary

Participants

7 👩👨

CS team + Interviews with Tyler & Anna

Comfort level

Making sure we have a good mix of novice and pro users

Frequency of usage

3-4 times a week

Metrics

1. Task completion rate 👍🏽👎🏽

2. Time on task ⏳

3. Points of frustration😒😤🤬

Tasks

1. Signing in and choosing a domain

2. Find the top two channels that brought in the most traffic

3. Find the top 10 affiliate opportunities for this company against their top 3 competitors

4. Create a list of top 5 unbranded organic keywords and share it with the customer

5. Add a new user to this account

Results

Participant	Task 1	Task 2	Task3	Task4	Task5
1	💯	💯	💯	💯	💯
2	💯	💯	💯	💯	💯
3	💯	💯	💯	💯	💯
4	💯	💯	💯	💯	💯
5	💯	👎	💯	💯	💯
6	💯	💯	💯	💯	💯
7	💯	👎	💯	💯	💯
Success	7	5	7	7	7
Completion Rates	100%	71%	100%	100%	100%

Problem Severity Impact

High😤‼️

Prevents the user from completing the task (critical error)

Moderate😤❗

causes user difficulty but the task can be completed (non-critical error)

Low😒✔️

minor problems that do not significantly affect the task completion (non-critical error)

Frustration Chart

Participant	Task 1	Task 2	Task3	Task4	Task5
1	✔	❗	❗	❗	✔
2	❗	❗	❗	❗	✔
3	✔	❗	❗	❗	✔
4	✔	✔	✔	❗	✔
5	❗	❗❗	❗	❗	✔
6	❗	❗	✔	❗	✔
7	✔	❗❗	✔	❗	✔
Frustrated	3	6	4	7	0
Frustration Rate	42%	85%	57%	100%	0%

Issues

- Not enough context (clear labels/headers, tooltips, page descriptions …)

- Difficulty comparing data sets or accessing historical data

- Not being able to do bulk edits to anything

- Lack of consistent UI patterns throughout different pages

User Delight

💁💁💁
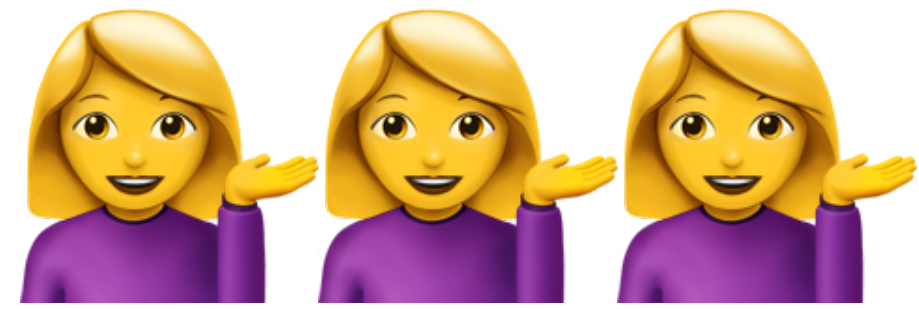
User Delight

User Delight

Peyman started a call. Today at 12:57 PM

positron Today at 12:58 PM
wait you didn't want me to pick up?

Peyman Today at 12:59 PM
yea! I'll tell you later but it's for my presentation tomorrow 😄

positron Today at 12:59 PM
ok, if you try again I won't pick up

👌 1

NEW MESSAGES

Clyde BOT Today at 1:03 PM
It appears you've been by yourself in this call for more than five minutes. The bandwidth patrol has asked me to disconnect you to save bandwidth. That stuff doesn't grow on trees!
Only you can see this — delete this message.

Message @positron
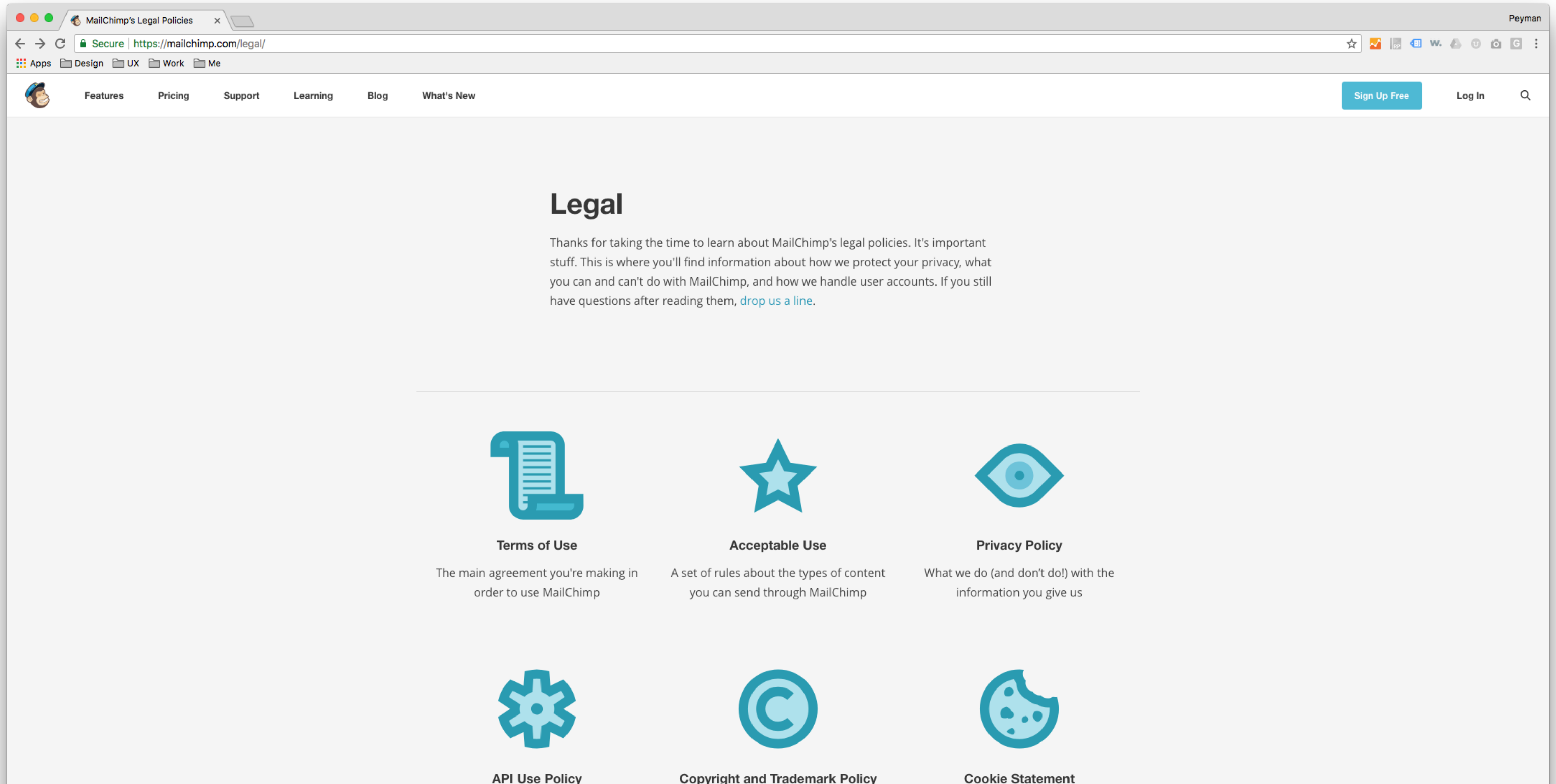
User Delight

Sticky Users

🤩😍🤩😍🤩😍

Sticky Users

Sticky Users

Sticky Users

Reflection

"I feel like, the way we currently present information in our platform is so counterintuitive to our marketing message. As a marketer, I would like to go to one place that gives me insights for a specific time frame."

"Our users don't need more data, they need more information."

Context & Meaning

Establish Context

Tooltips

CHANNELS ⓘ

Create New Channel

Affiliates   ✕

Return to Welcome Page

1. Affiliates

2. Organic Search

3. Paid Search

More Actions

4. Display

5. Social

6. Email

7. Direct

Delete Channel

General Information

Channel Name | Affiliates |

Rules

Create one or more channel rules to identify which consumer actions are relevent to this channel.

#	Field	Operation	Label		
1.	Marketing Sources ▾	is one of ▾	▾	🗑	+
				Delete Rule	
2.	Marketing Medium ▾	equals ▾	▾	🗑	
	Marketing Medium ▾	equals ▾	▾	🗑	+
					Add New Rule

Rule Logic

Create the logic to determine how your rules relate to one another. Any events matching this ruleset will be grouped as a Channel on the Attribution dashboard.

| E.g. 1 AND (2 OR 3) |

CANCEL   SAVE

Tooltips

CH**IELS** ⓘ

Drag and drop channels to specifiy the order in which they should be applied.

＋

Create New Channel

1.

Affiliates

ates ⋮

2.

Channel Name   Affiliates

3. Paid Search ⋮

More Actions ⋮

4. Display ⋮

5. Social ⋮

6. Email ⋮

7. Direct ⋮

×

Return to Welcome Page

Rules

Create one or more channel rules to identify which consumer actions are relevent to this channel.

#	Field	Operation	Label		
1.	Marketing Sources ⌄	is one of ⌄	⌄	🗑	＋
2.	Marketing Medium ⌄	equals ⌄	⌄	🗑	

Delete Rule

Delete Channel   Marketing Medium ⌄   equals ⌄   ⌄   🗑   ＋

Add New Rule

Rule Logic

Create the logic to determine how your rules relate to one another. Any events matching this ruleset will be grouped as a Channel on the Attribution dashboard.

E.g. 1 AND (2 OR 3)

CANCEL   SAVE

Clear Descriptions

Step 2

Tell us about the audience you are targeting.

If you want to take your targeting to the next level, click on "Show Advanced Settings" for additional options.

Location

US Only

Age

- ☑ 18-24
- ☑ 25-34
- ☑ 35-44
- ☑ 45-54
- ☑ 55-64
- ☑ 65+

Gender

- ☑ Male
- ☑ Female
- ☑ Unkown

Campaign Purpose

- ☑ Display
- ☑ Remarketing

+ Show Advanced Settings

BACK   SUBMIT

Clear Descriptions

Step 2

Tell us about the audience you are targeting.

If you want to take your targeting to the next level, click on "Show Advanced Settings" for additional options.

Location

Age

- [x] 18-24
- [x] 25-34
- [x] 35-44
- [x] 45-54
- [x] 55-64
- [x] 65+

Gender

- [x] Male
- [x] Female
- [x] Unkown

Campaign Purpose

- [x] Display
- [x] Remarketing

+ Show Advanced Settings

BACK   SUBMIT

Help Text / Hints 😉

Organic Search   ✕

General Information

Channel Name | Organic Search |

Rules

Create one or more channel rules to identify which consumer actions are relevent to this channel.

#	Field	Operator	Criteria		
1.	Referring Medium ⌄	equals ⌄	search	🗑	+
2.	Referring Source ⌄	is one of ⌄	20 items... ⌄	🗑	+
3.	Marketing Network ⌄	is null ⌄	N/A	🗑	+
4.	Marketing Medium ⌄	is null ⌄	N/A	🗑	+

Rule Logic

Create the logic to determine how your rules relate to one another. Any events matching this ruleset will be grouped as a Channel on the Attribution dashboard.

`( 1 AND 2 ) AND ( 3 AND 4 )`

ⓘ Tip: Use AND and OR statements to define how the rules should be applied and parentheses to group them.
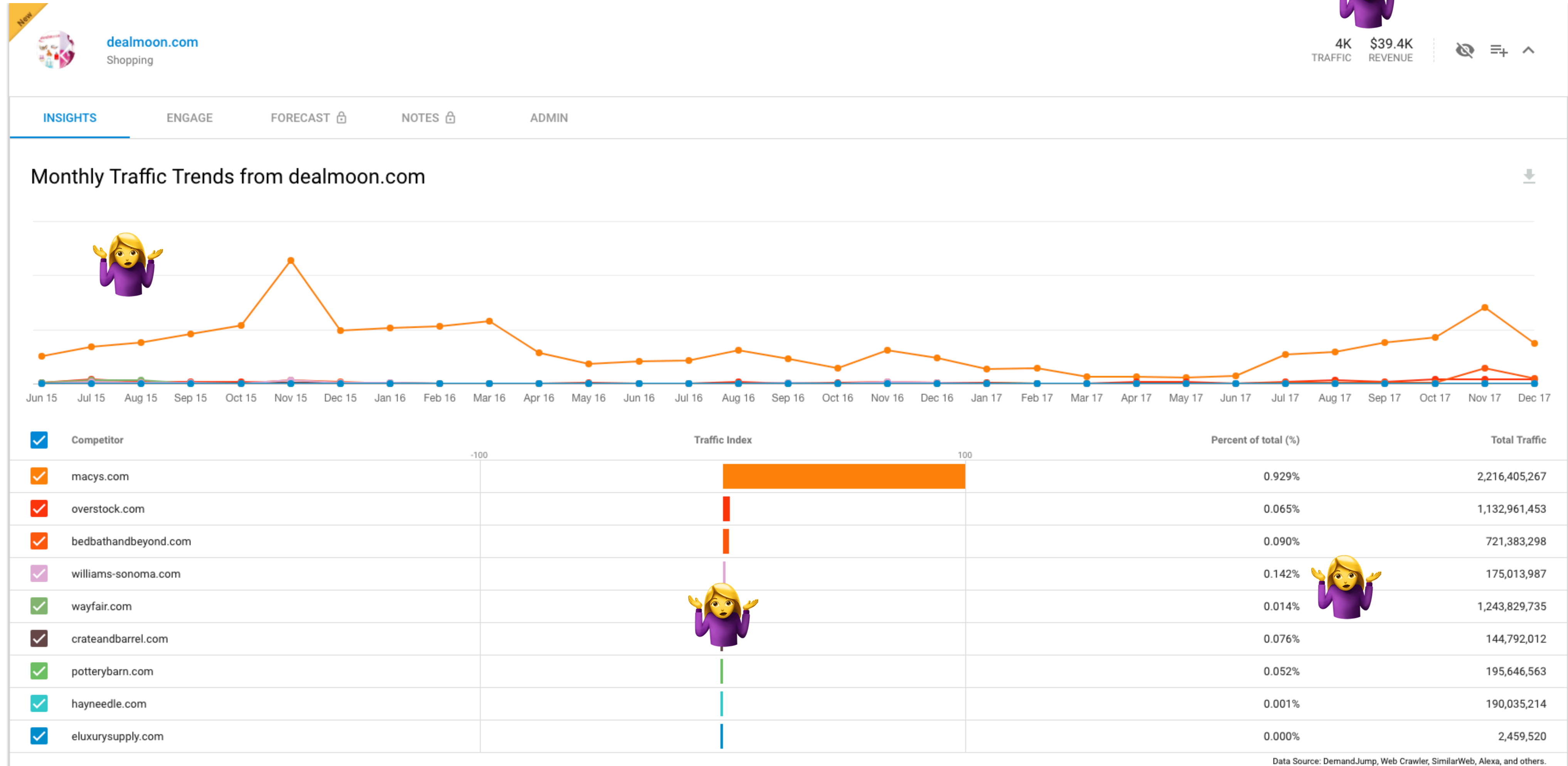
Help Text / Hints 😉

Confusion & Context
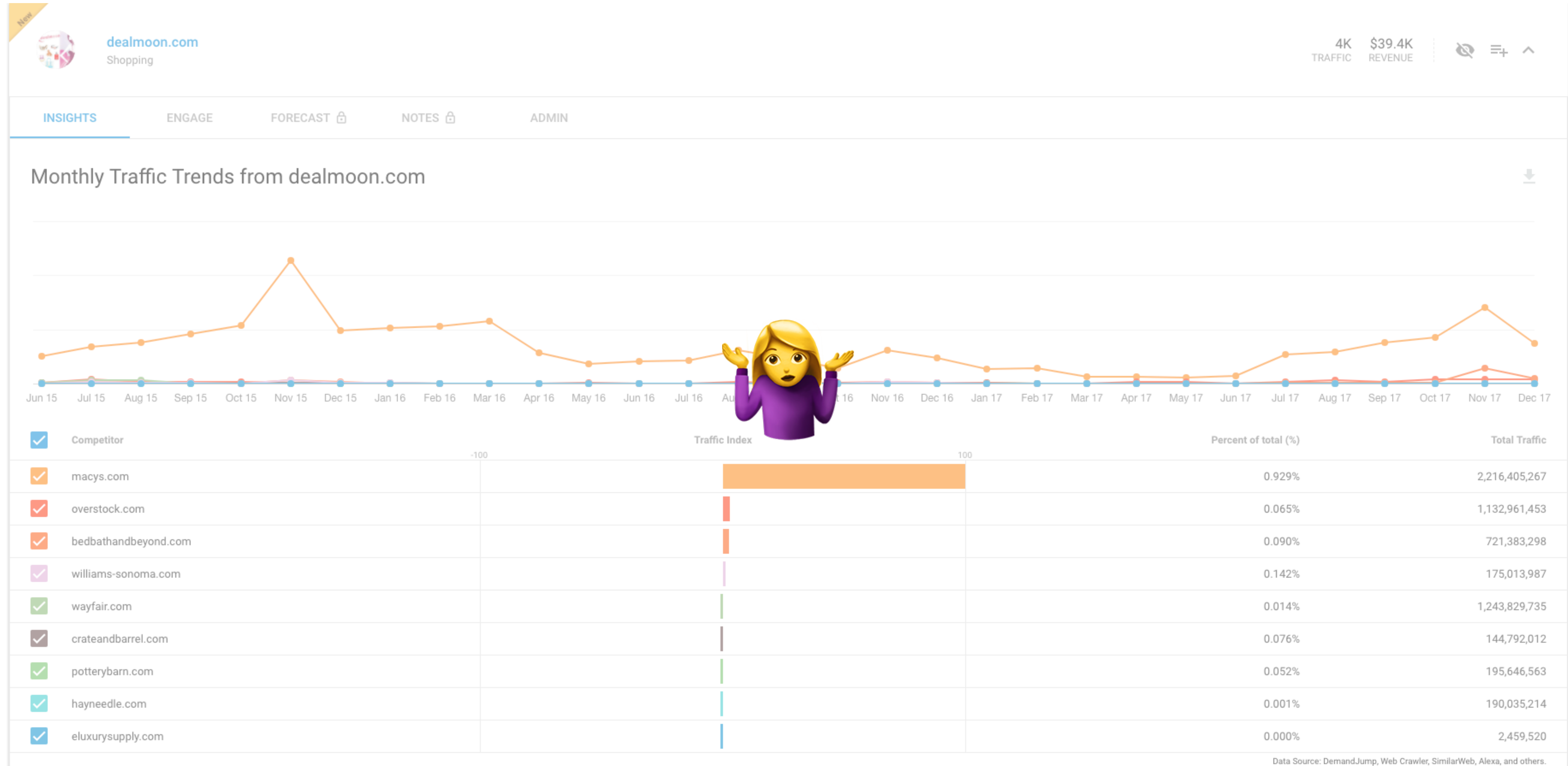
Context and Meaning

Traffic Cards

Filter by Competition
Premier League ⌄

Filter by Season
2017/18 ⌄

Filter by Matchweek
All Matchweeks ⌄

Filter by Home or Away
All Matches ⌄

Reset Filters ⟳

Premier League

More	Position	Club	Played	Won	Drawn	Lost	GF	GA	GD	Points	Form	Next
⌄	1 ●	Manchester City	29	25	3	1	83	20	+63	78	W D W W W	
⌄	2 ●	Manchester United	29	19	5	5	56	22	+34	62	L W L W W	
⌄	3 ●	Liverpool	29	17	9	3	67	32	+35	60	W D W W W	
⌄	4 ●	Tottenham Hotspur	29	17	7	5	55	24	+31	58	W D W W W	
⌄	5 ●	Chelsea	29	16	5	8	50	26	+24	53	L L W L L	
⌄	6 ●	Arsenal	29	13	6	10	52	41	+11	45	L W L L L	
⌄	7 ●	Burnley	29	10	10	9	24	26	-2	40	D D L D W	
⌄	8 ●	Leicester City	29	9	10	10	41	42	-1	37	L D L D D	
⌄	9 ▲	Watford	29	10	6	13	39	47	-8	36	D W L W W	

Traffic Cards

	6	●	Arsenal		29	13	6	10	52	41	+11	45	L W L L L	
	7	●	Burnley		29	10	10	9	24	26	-2	40	D D L D W	
∧	8	●	Leicester City		29	9	10	10	41	42	-1	37	L D L D D	

Leicester City

Recent Result - Saturday 3 March 2018

| LEI | 1 - 1 | BOU | → |

Next Fixture - Saturday 10 March 2018

| WBA | 15:00 | LEI | → |

Visit Club Page →

Performance Chart

Matches Played
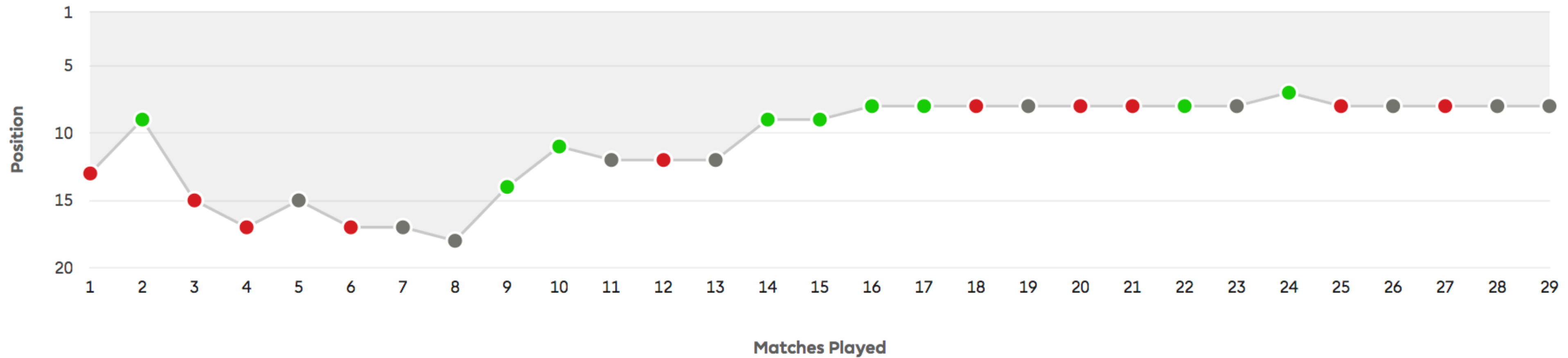
| | 9 | ▲ | Watford | | 29 | 10 | 6 | 13 | 39 | 47 | -8 | 36 | D W L W W | |

Headers/Labels

Search here...

Feb 2017 - Feb 2018

Traffic Overview

TRAFFIC	CONVERSION	REVENUE
125,574	3,775	$331,025

Traffic Opportunities ●

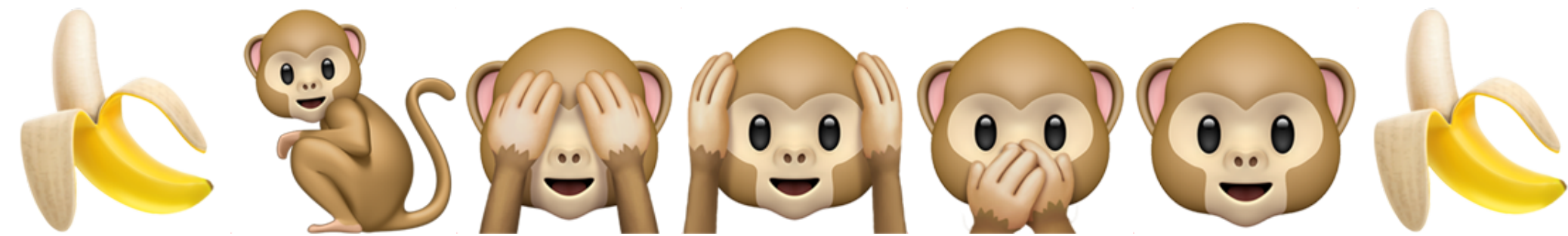| TRAFFIC	CONVERSIONS	REVENUE
236,668 ↗	5,997 ↗	$423,507 ↗

Detailed Traffic List

sort by: Rank ⌄

	Rank ● Name	Your Share	Avg. Competitors Share	Traffic Performance	Estimated Conversions	Estimated Revenue	
☐	1. Gizmodo.com	0.00%	2.78%	2.78% ↓	3,749 ↓	$8,171 ↓	⌄
☐	2. Consumersearch	20.84%	44.69%	23,85% ↓	10,677 ↓	$35,684 ↓	⌄
☐	3. Scoutmastercg.com	55.15%	21.14%	33.74% ↑	12,258 ↑	$79,851 ↑	⌄
☐	4. Dealspotr.com	21.41%	55.15%	33.74% ↓	27,856 ↓	$14,474 ↓	⌄
☐	5. Twitch.tv	69.15	13.15%	56.00% ↑	69424 ↑	$83,755 ↑	⌄

Guerilla Testing

🍌🐒🙈🙉🙊🐵🍌

Headers/Labels

Traffic Overview

TRAFFIC	CONVERSION	REVENUE
125,574	3,775	$331,025

Traffic Opportunities ⓘ

TRAFFIC	CONVERSIONS	REVENUE
236,668 ↗	5,997 ↗	$423,507 ↗

Detailed Traffic List

☐ | ≡+ | 👁 | Search... | sort by: Rank ▾ | Feb 2017 - Feb 2018 🗓

	Traffic Source ⓘ	% Traffic Share ⓘ		Estimated Performance ⓘ			
		Yours	Competitors	Traffic	Conversions	Revenue	
☐	1. Sleepopolis.com	12.45%	23.69%	-11.24%	252,345	$210,203	⌄
☐	2. Slickdeals.net	35.24%	14.64%	20.60%	647,235	$850,325	⌄
☐	3. Amazingribs.com	07.34%	13.95%	-06.61%	145,257	$85,236	⌄
☐	4. BarbecueBible.com	02.12%	12.97%	-10.85%	1,252,463	$642,235	⌄
☐	5. Dealspotr.com	00.00%	2.78%	-2.78%	17,234	$21,042	⌄

Navigation

Navigation

Mood Boarding

Moving forward

🚦 💡 📊📈 🚦 💡

📊📈

Clear Navigation Paths

DEMAND JUMP NAVIGATION

1 Dashboards
- 1.1 Overview
- 1.2 Marketing Attribution
- 1.3 Commerce Overview
- 1.4 Events Overview
- 1.5 Technology
- 1.6 Orders Detailed
- 1.7 Webpages Detailed

2 Custom Dashboards
- 2.1 Detailed Web Pages
- 2.2 Detailed Commerce

3 Explore
- 3.1 Traffic Sources
- 3.2 Search Keywords
- 3.3 Display
- 3.4 Content
- 3.5 Social Influencers

2 Lists
- 2.1 Create List
- 2.2 My Lists
- 2.3 Shared Lists
- 2.3 In-Progress

4 Settings
- 4.1 Manager Users
- 4.2 Forecast

5 Admin Account/Integrations
- 5.1 Adwords*
- 5.2 Channel Builder
- 5.3 Conversions*
- 5.4 Tracking Codes
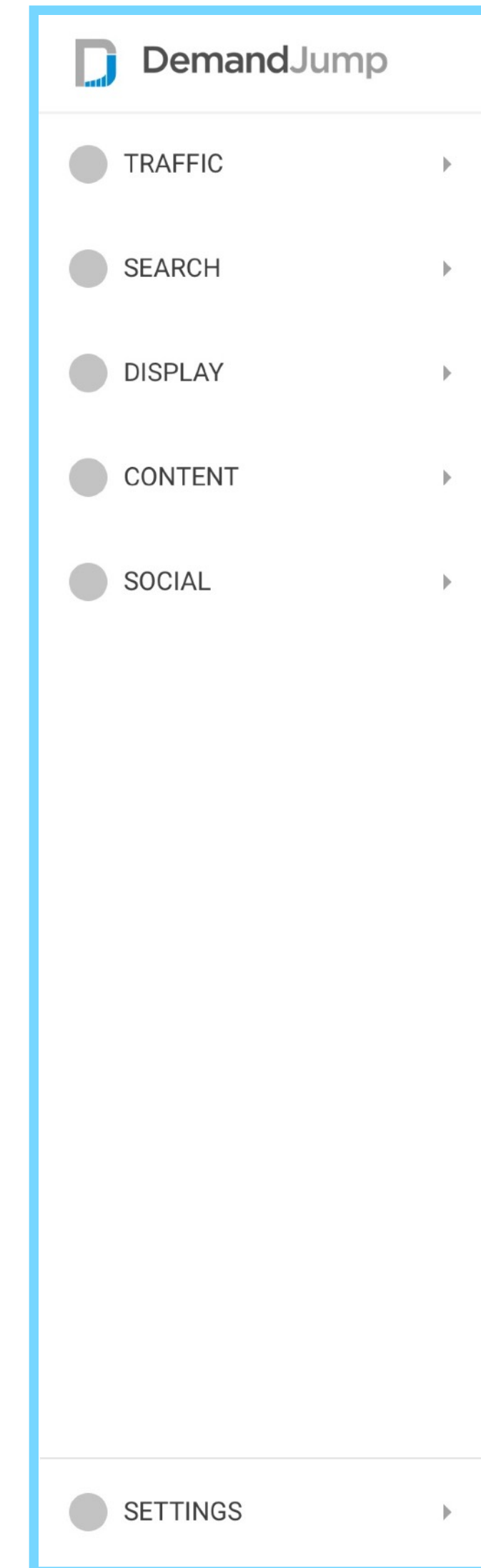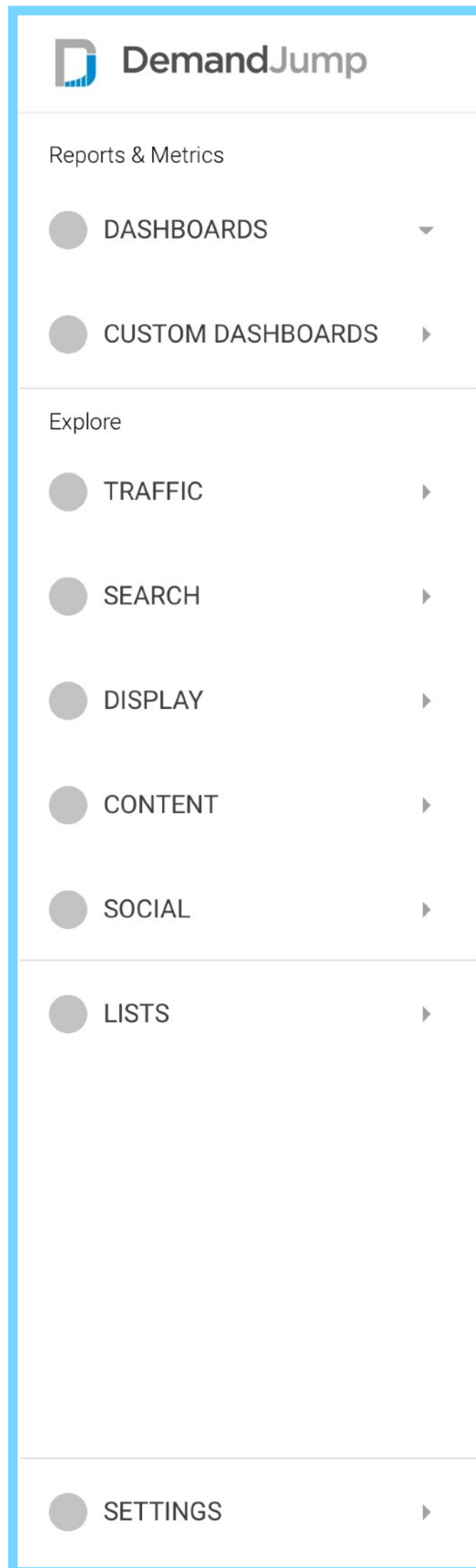
Revamping the Nav

Channel Based

Explore through each individual channel

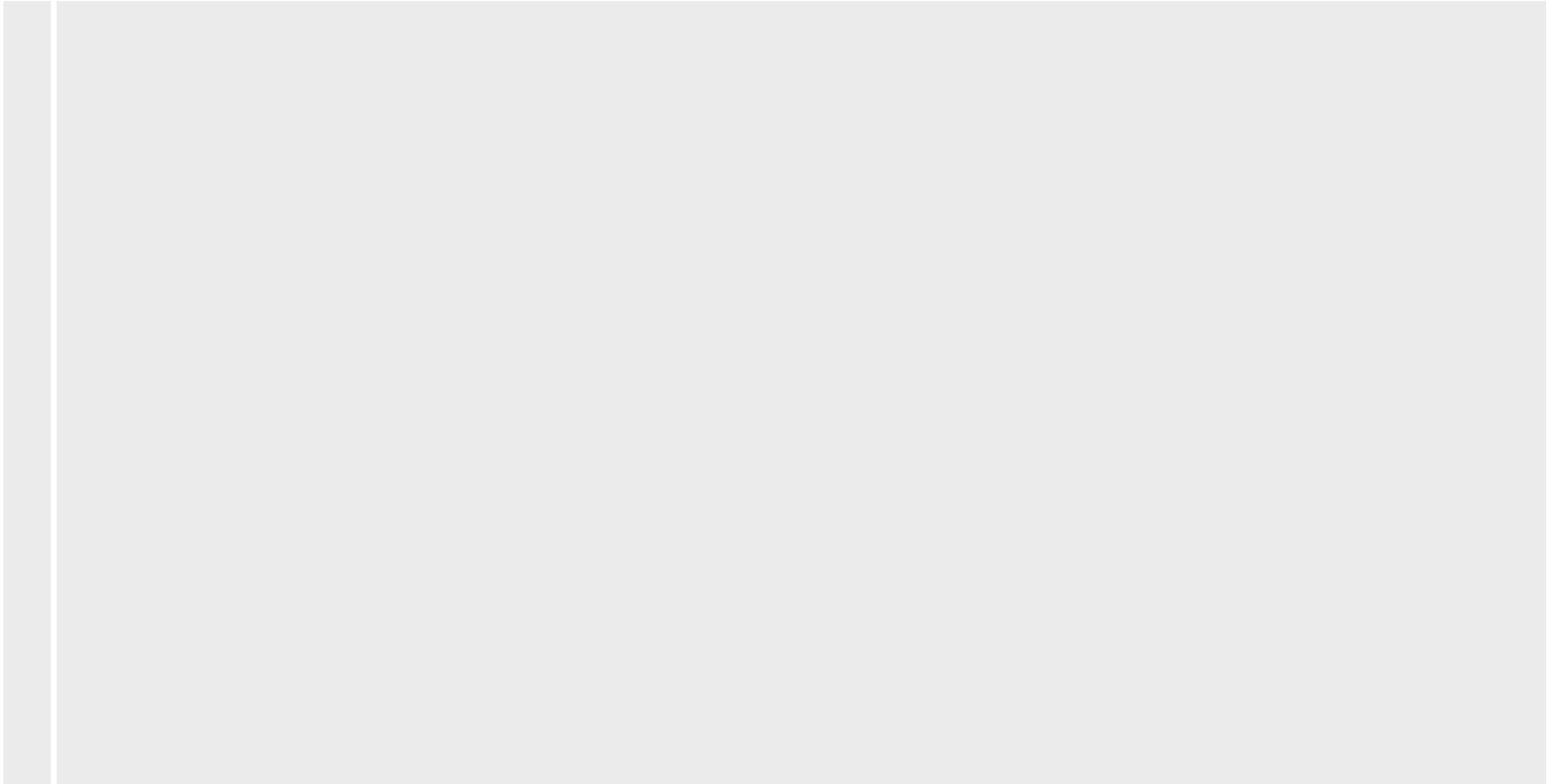## Action Based

Group nav items based on various actions users can take

Revamping the Nav

Insights

Insights

Email Product Recs ⌄

Spring Campaign Recs ⋮

July Prodcut Recs ⋮

Archived (3) ›

Insights

Email Product Recs ⌄

Spring Campaign Recs ⋮

July Prodcut Recs ⋮

Insights

ALL FILES ⓘ	
Email Product Recs ⌄	✕
⊕ Spring Campaign Recs	⋮
⊕ July Prodcut Recs	⋮
✓ Archived (3)	›

INSIGHTS ⓘ	
Paid Search Insights ⌄	✕
⊕ Add an insight	⋮
○ Create New Campaign	⋮
○ Increase Paid Search Budget	⋮
✓ Completed (2)	›

Personas
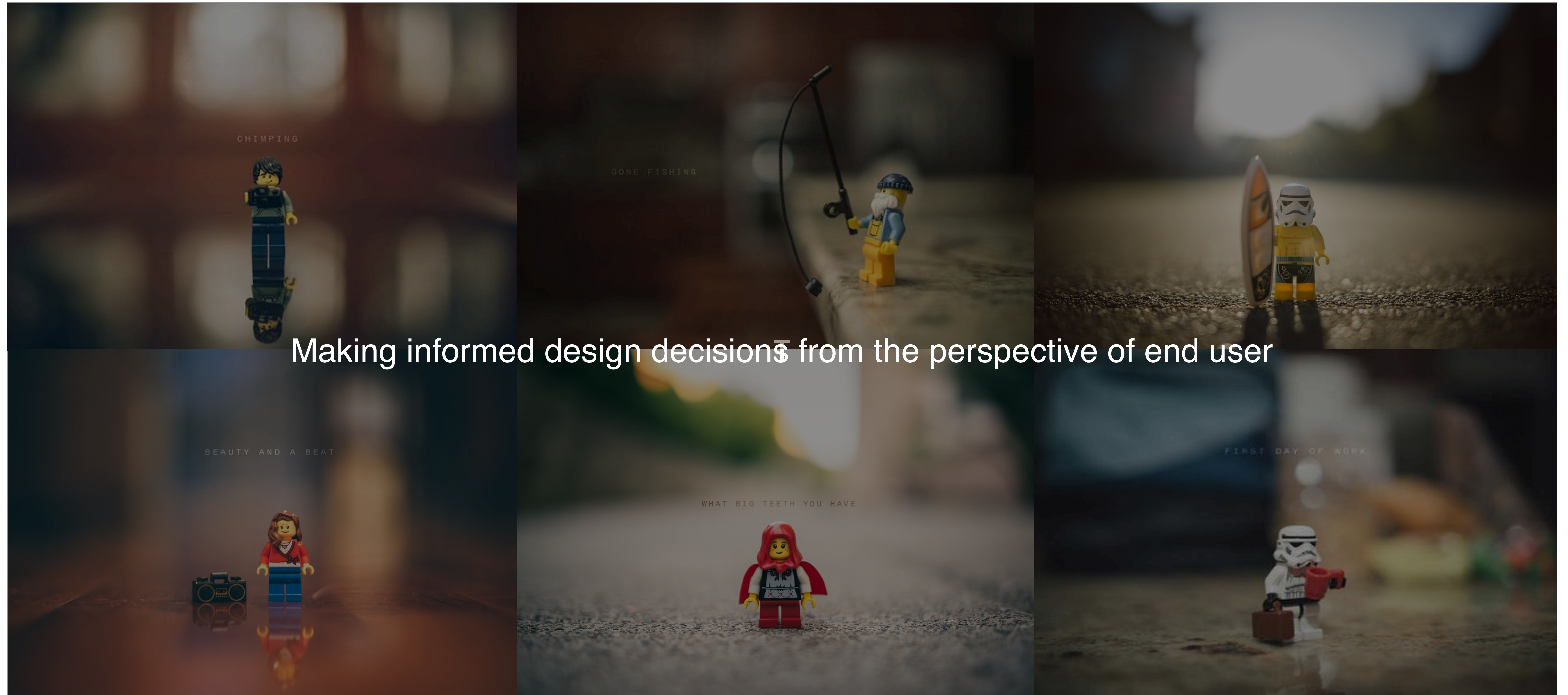
Making informed design decisions from the perspective of end user

Personas

BRYAN WHEELER

AGE 45
GENDER Male
OCCUPATION Director of Marketing
INDUSTRY CPG
STATUS Potential Customer

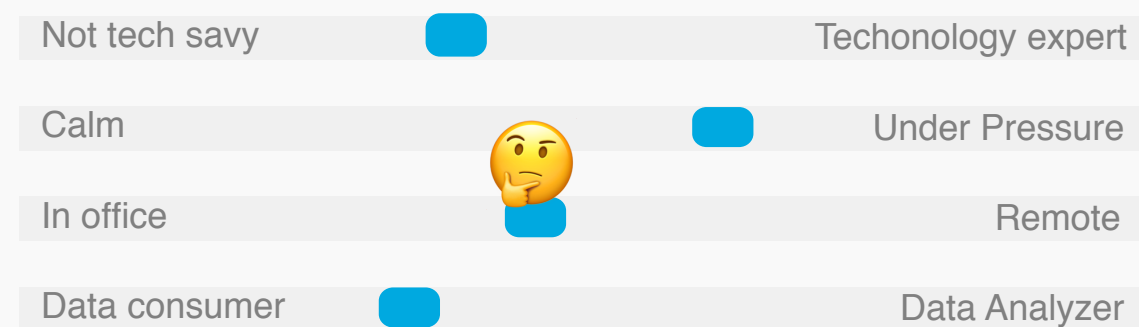Aggressive | Data advocate | Resourceful

Marketing expert, SEO noob

NEEDS/GOALS 🤔
- What is my true ROI across all marketing channels
- Make sense of all my data
- Acquite new users and retain existing customers

FRUSTRATIONS 🤔
- Current data doesn't offer clear actionable items
- Can't easily share data/insights with my team
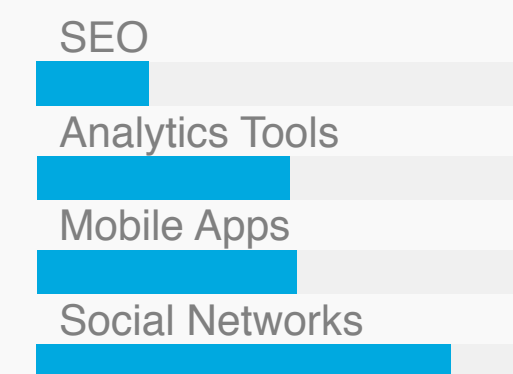- Social marketing isn't bringing much success

PERSONALITY

Not tech savy		Techonology expert
Calm		Under Pressure
In office		Remote
Data consumer		Data Analyzer

BIO
- More familiar with business than technology
- Not afraid to speak his mind in meetings
- Looking to gain insights from all my data

TECHNOLOGY

SEO

Analytics Tools

Mobile Apps

Social Networks

ANALYTICS TOOLS

Google Analytics

MailChimp

MOZ

Personas

Slice-n-Dicers 🔪🥥🔪🥝🔪🍉

The do-ers of our world

Busy Bees 🐝🐝🐝

Just tell me what to do

Prospects 🤔 🤔 🤔

Potential customers

Customer Success!

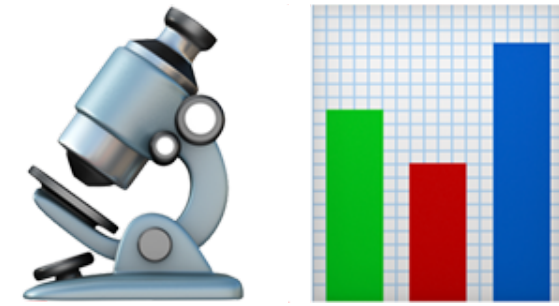Insert "Baby Brennan" emoji here

Personas & Prioritization

Pattern Library

Formal User Testing with Customers

🔬📊

Thanks ✌🏽 Questions?