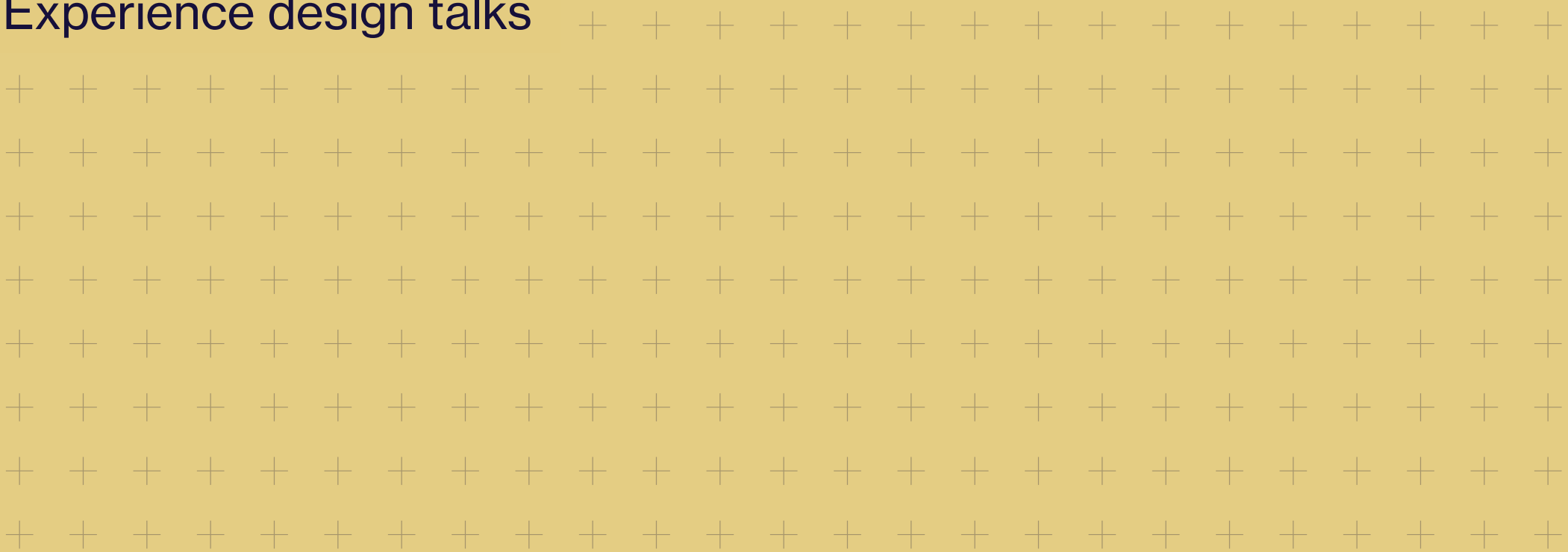


Experience design talks



# Misguided design mantras



Jacqueline Fouché

**SUPERFLUID**  
EXPERIENCES



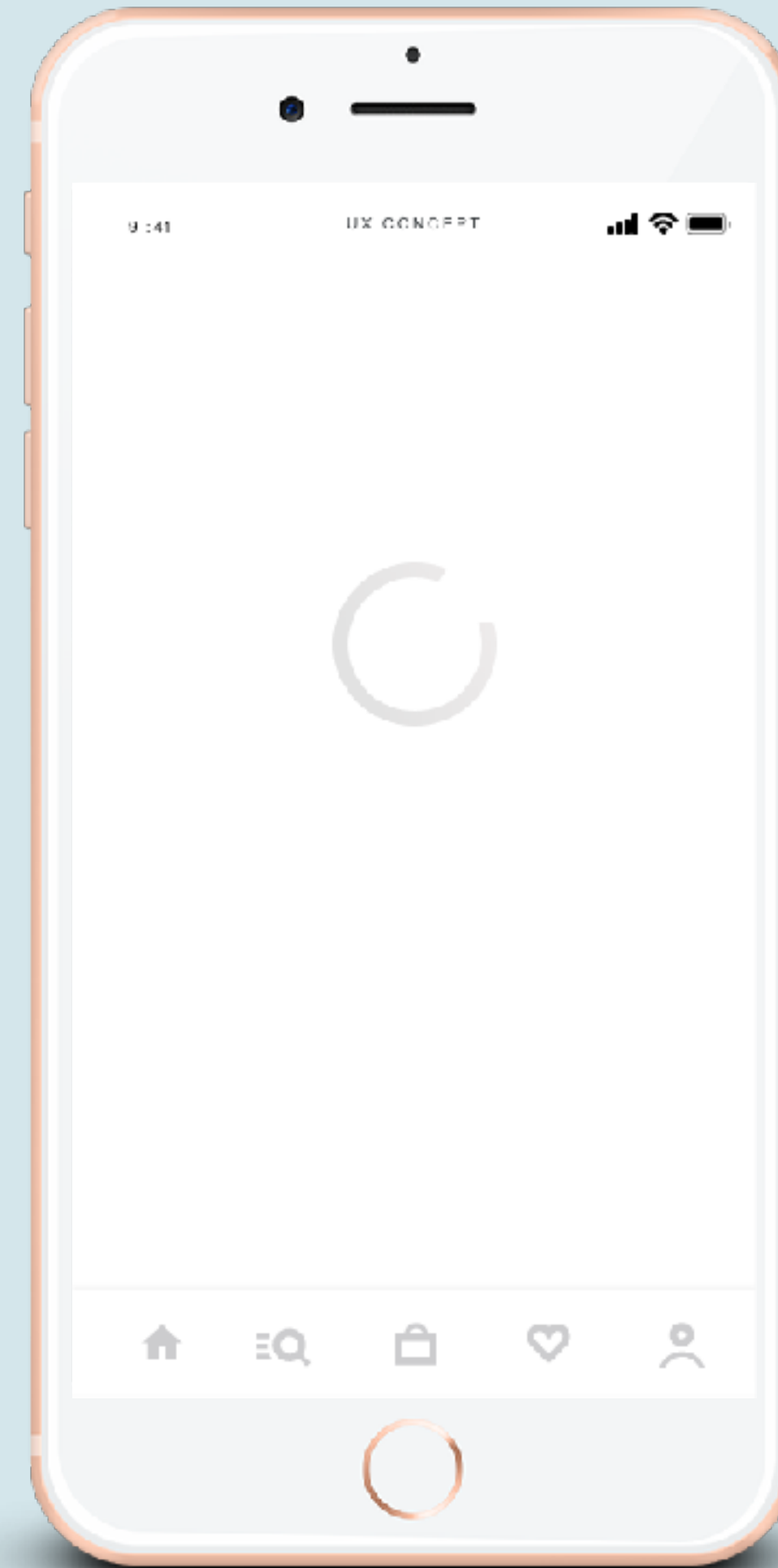


Which  
is  
the  
better  
**user  
experience?**

# Which is the better user experience?



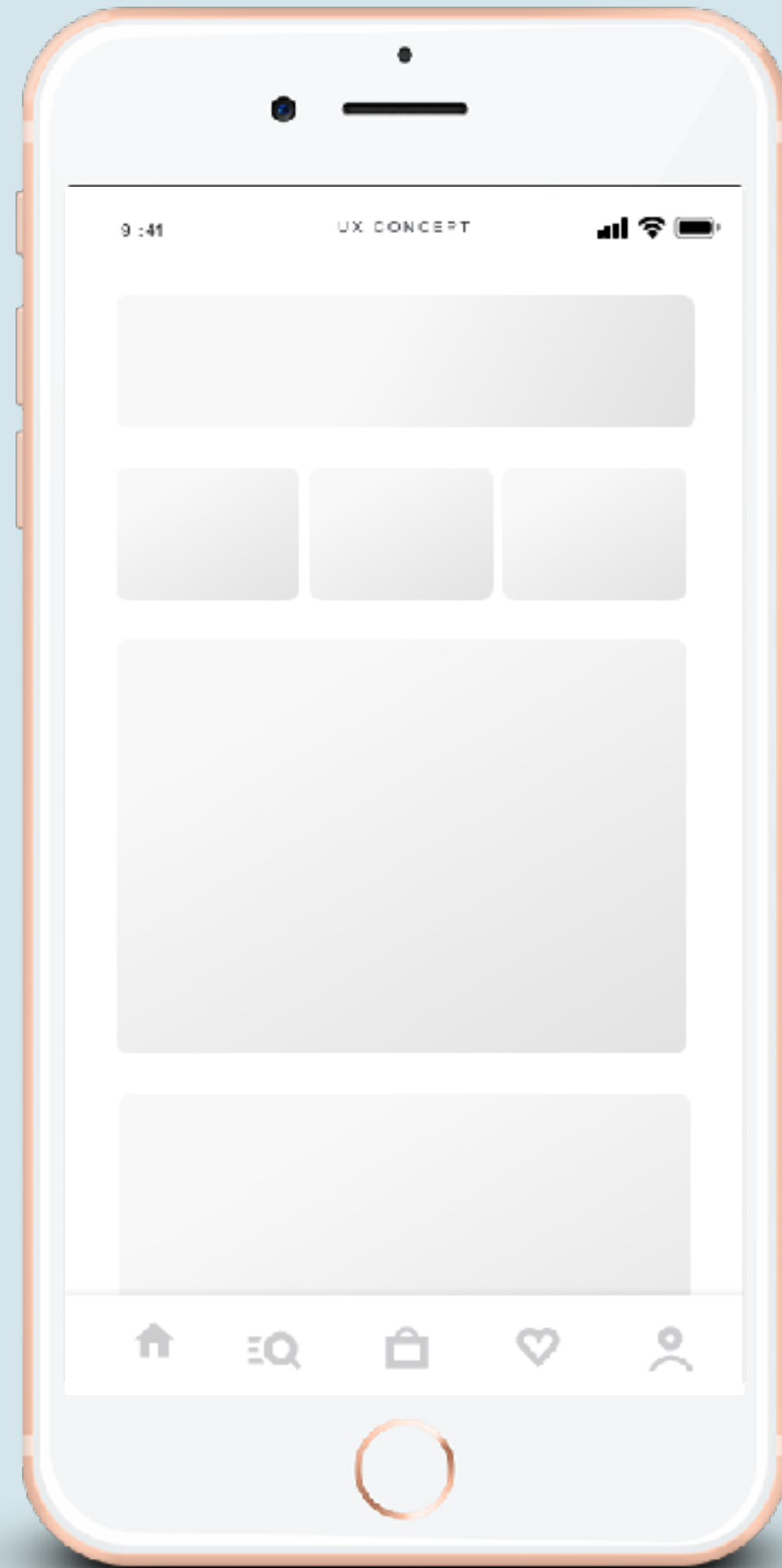
**A**



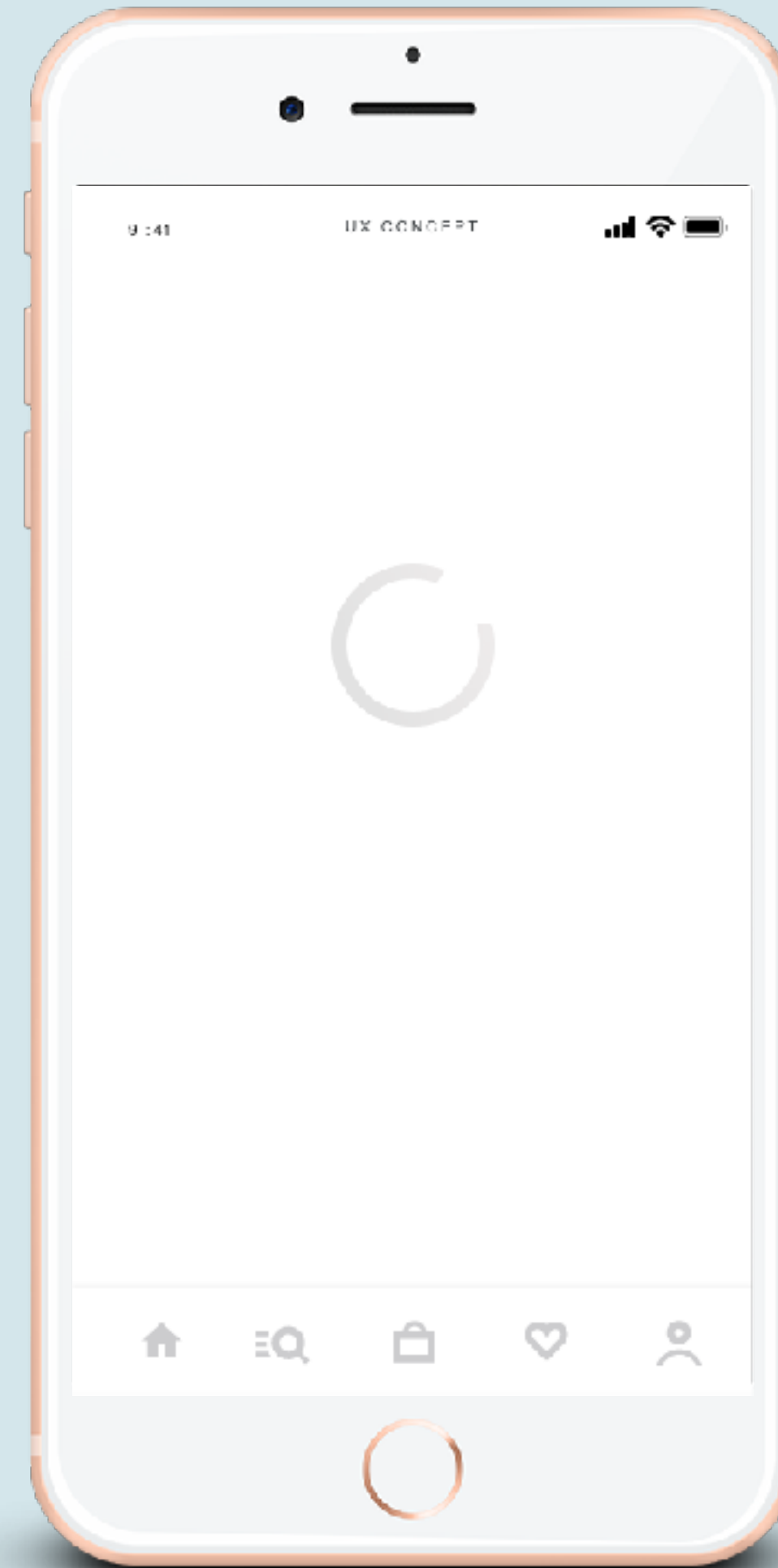
**B**

Better

# Which design pattern is correct?



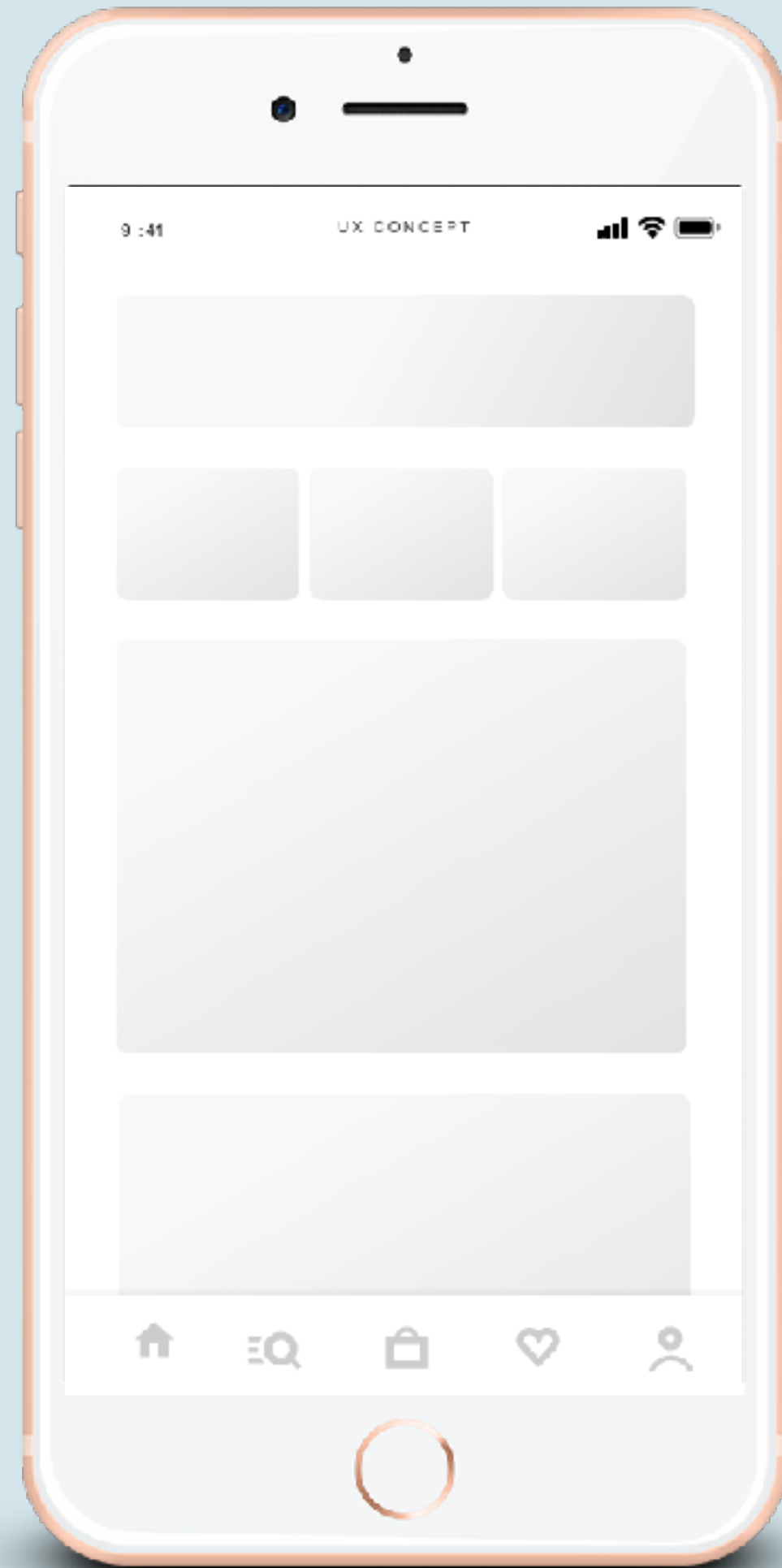
**A**



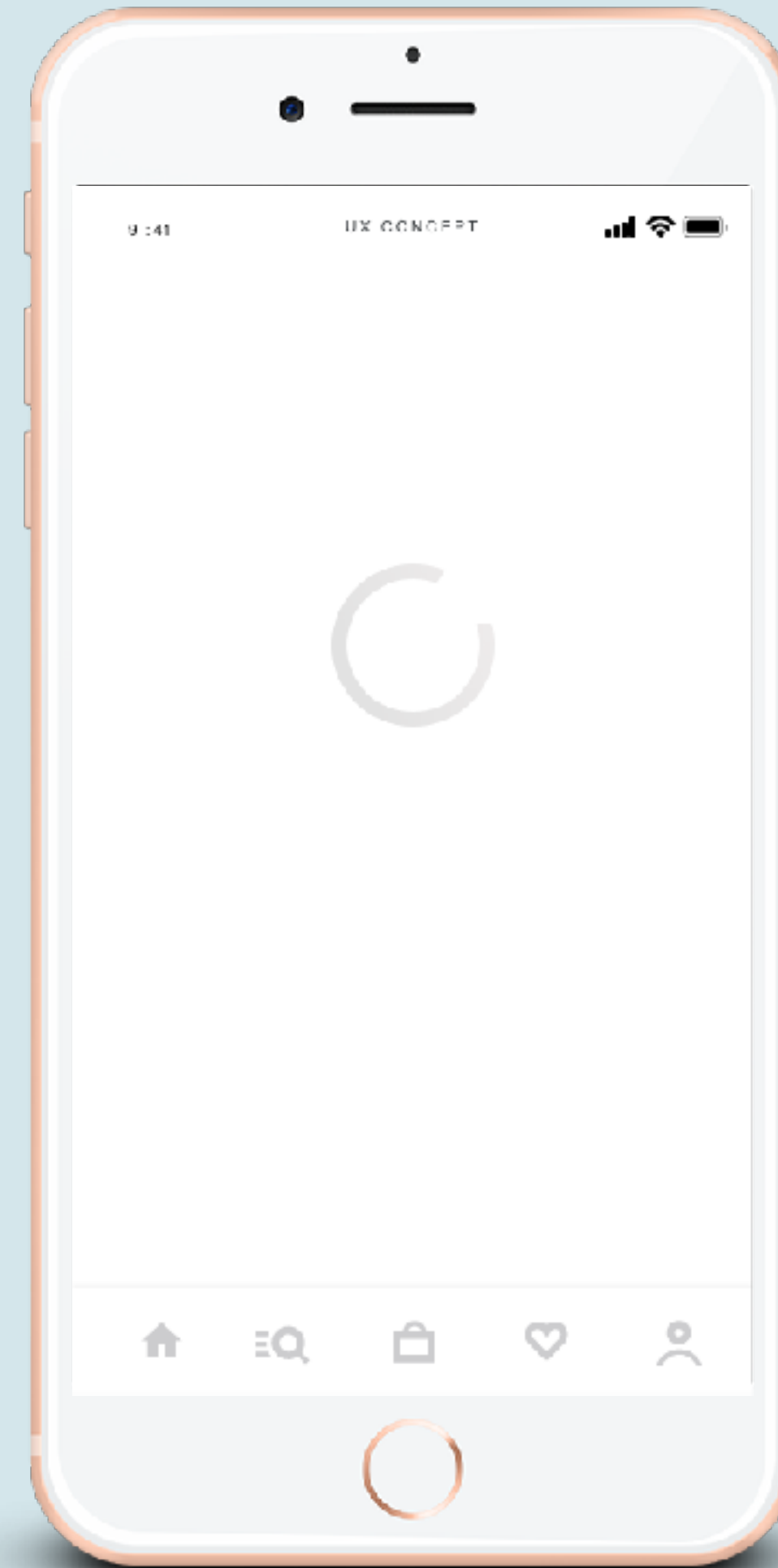
**B**

Better

# Which design pattern is correct?



**Skeleton loading**

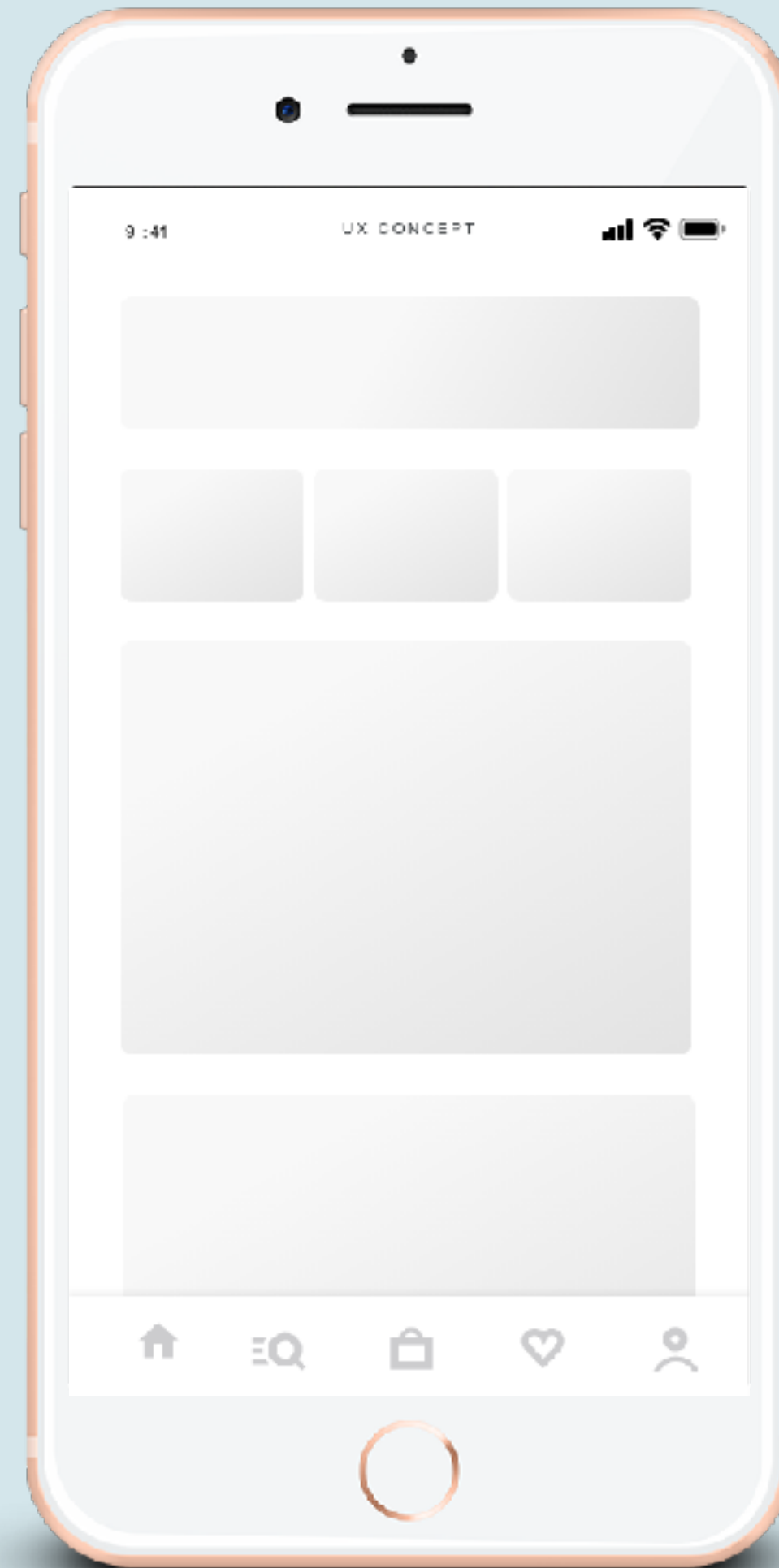


**Full page load**

**Copy from Lightning design system (Sales force)**

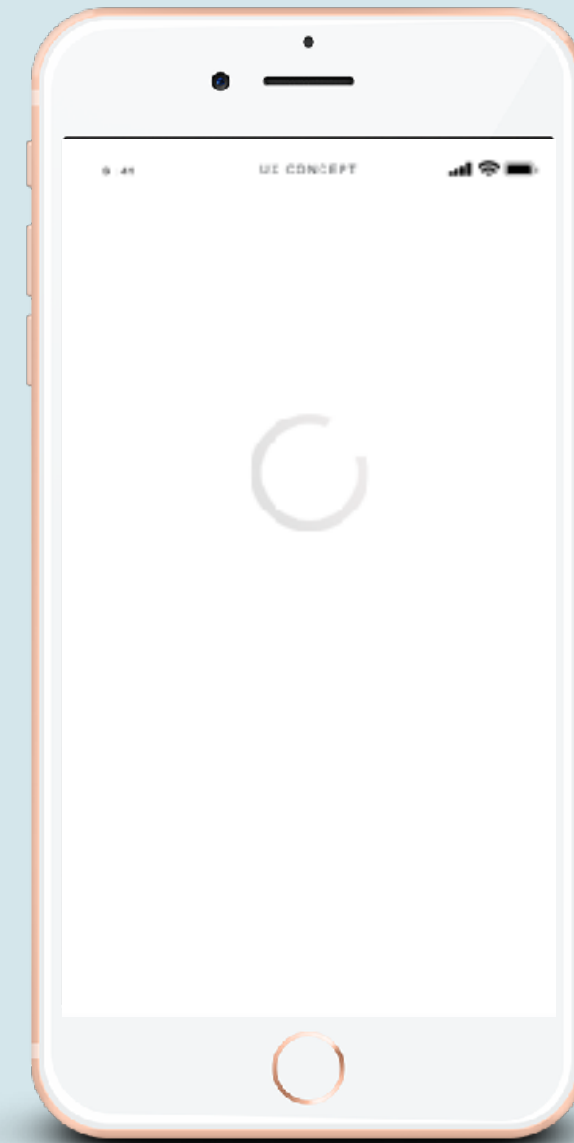
Stencils abstractly represent what the resulting content layout will look like. Use stencils for full page refreshes, not asynchronous updates. Stencils offer a more visually appealing experience than dozens of spinners animating at the same time or a blank white page.

Use stencils when data takes longer than 300 ms to retrieve. For less than 300 ms, just show the data. If the data takes 301 ms to load, the stencil fades-in promptly and then cross-fades to the data. Do not have a “white flash” between stencils and data.

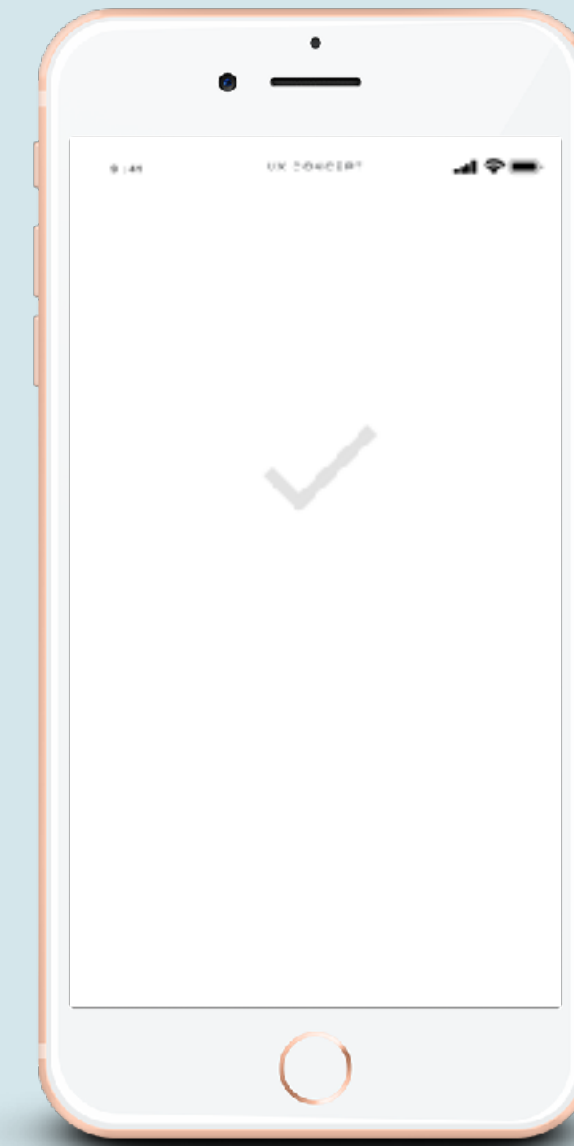


Better

## Loading design

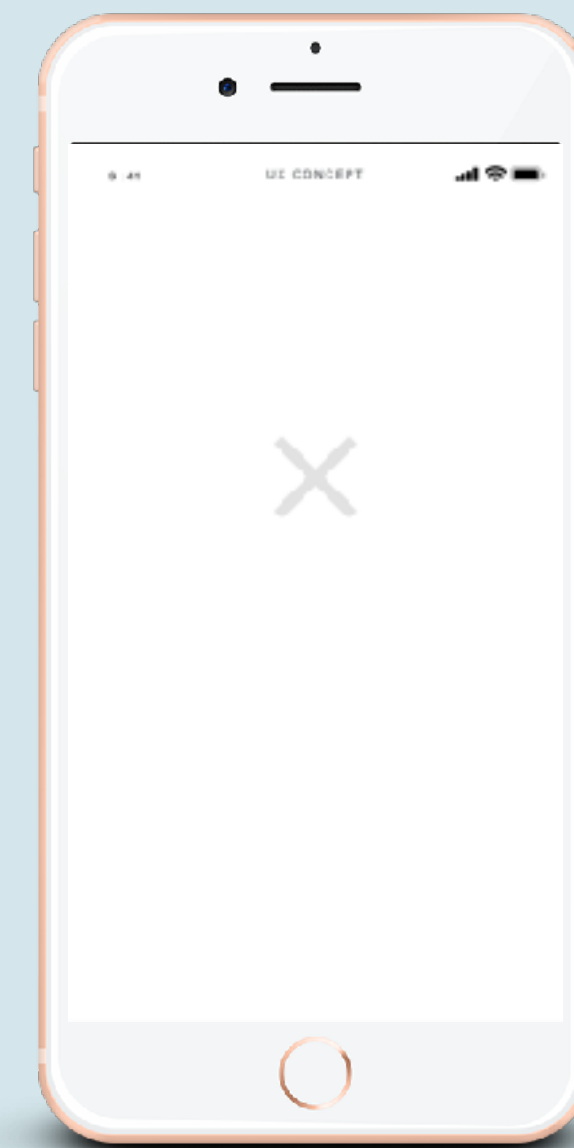


Success



Response

Fail

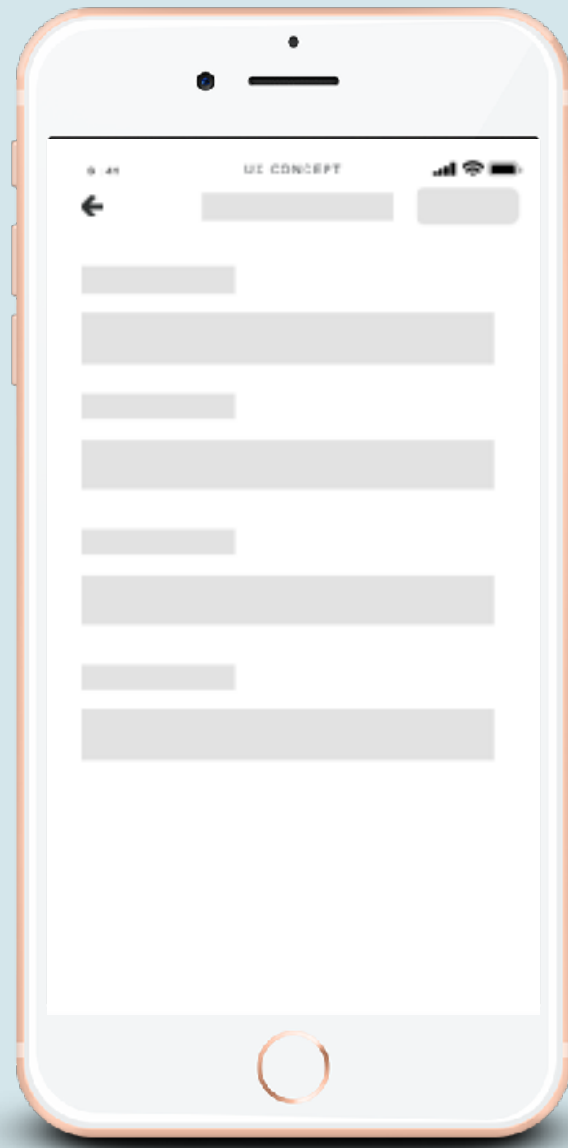


### Copy from Lightning design system (Sales force)

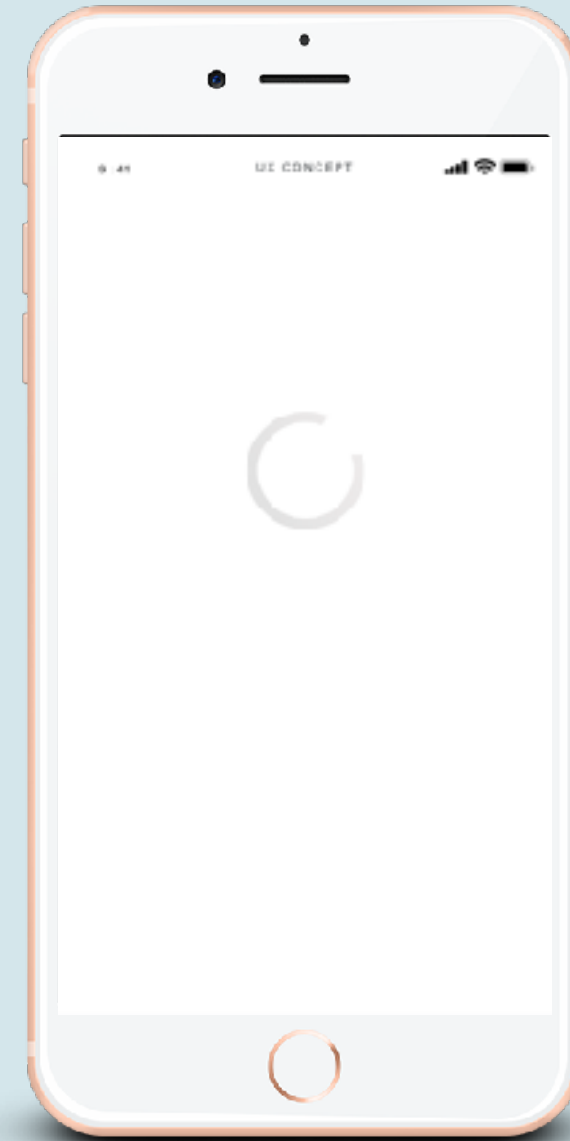
Use spinners when a component on a page is making an asynchronous update without refreshing the page.

Best

## Loading design

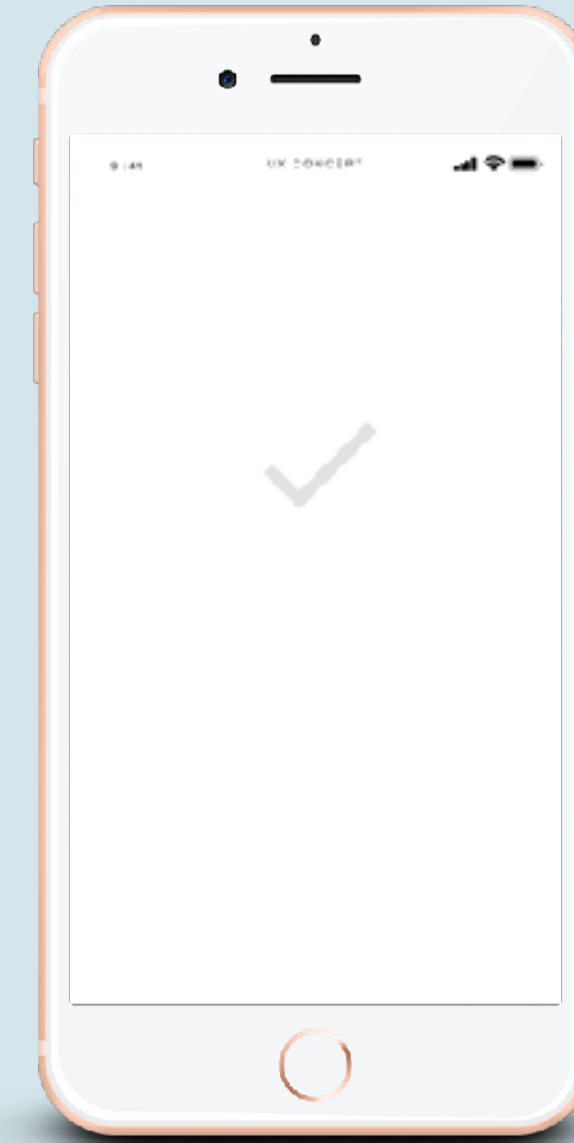


— **Service call** —

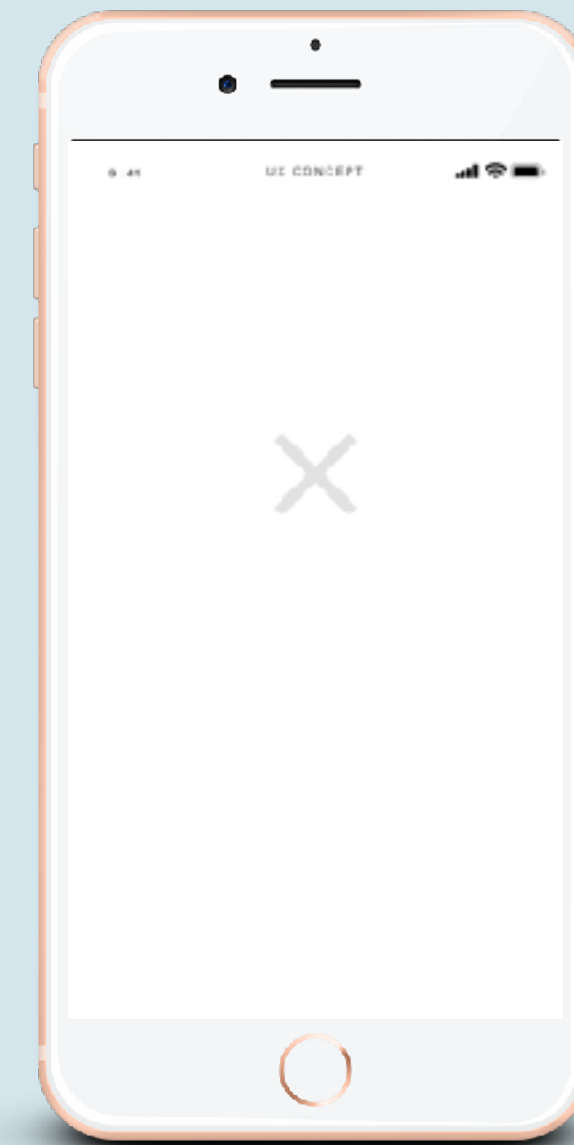


**Response**

— **Success** —



— **Fail** —







In this case the **sequence of the question** is wrong

# Asking better questions



1. What **job** does my **solution** need to do?
2. Is it an **event or sequence**?
3. **Which design patterns** are relevant?
4. Is it **usable**?
5. Is the experience **good**?





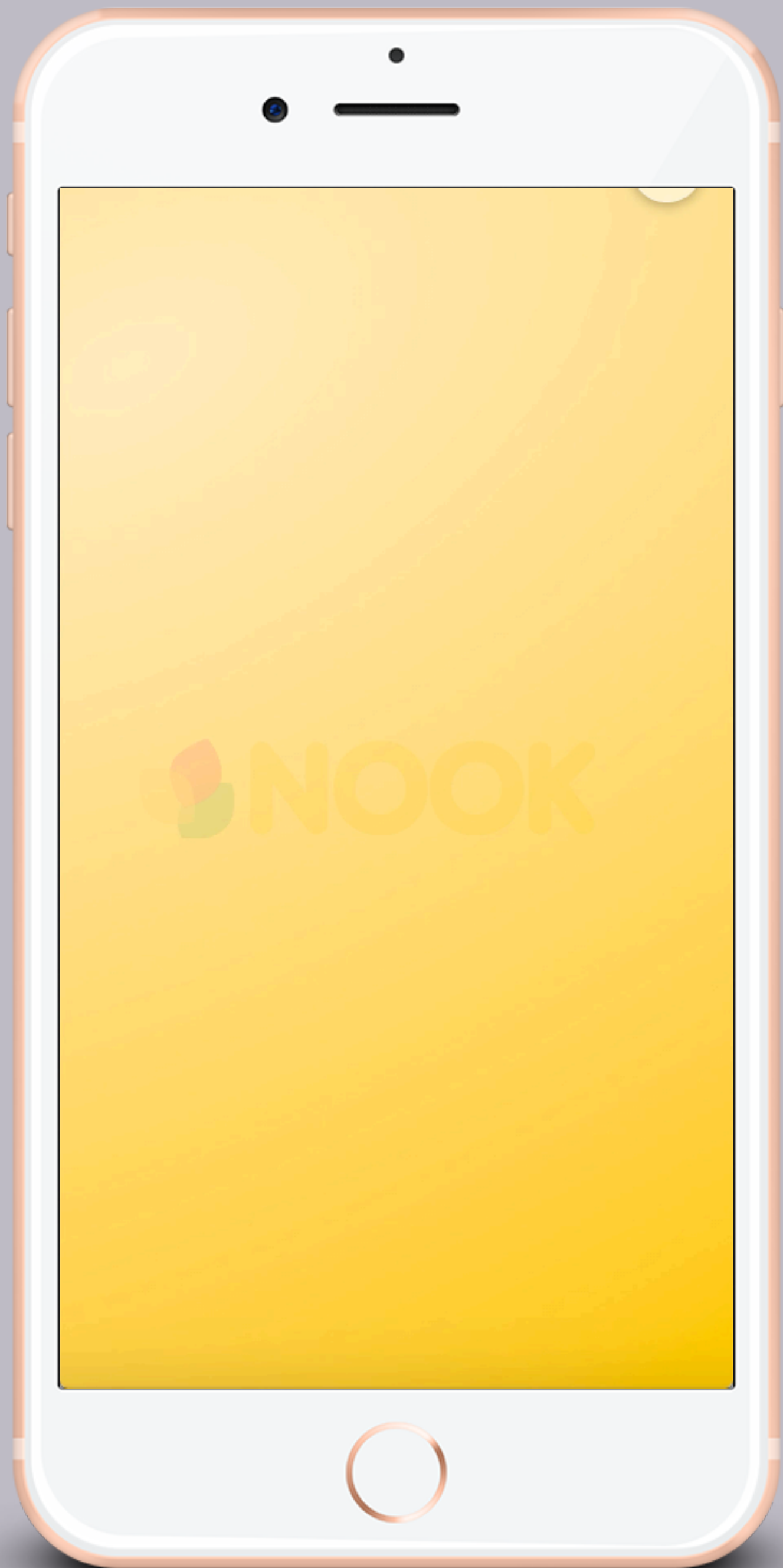
Let's  
talk  
about  
**“delightful”**  
experiences



MEANING OF

Delightful

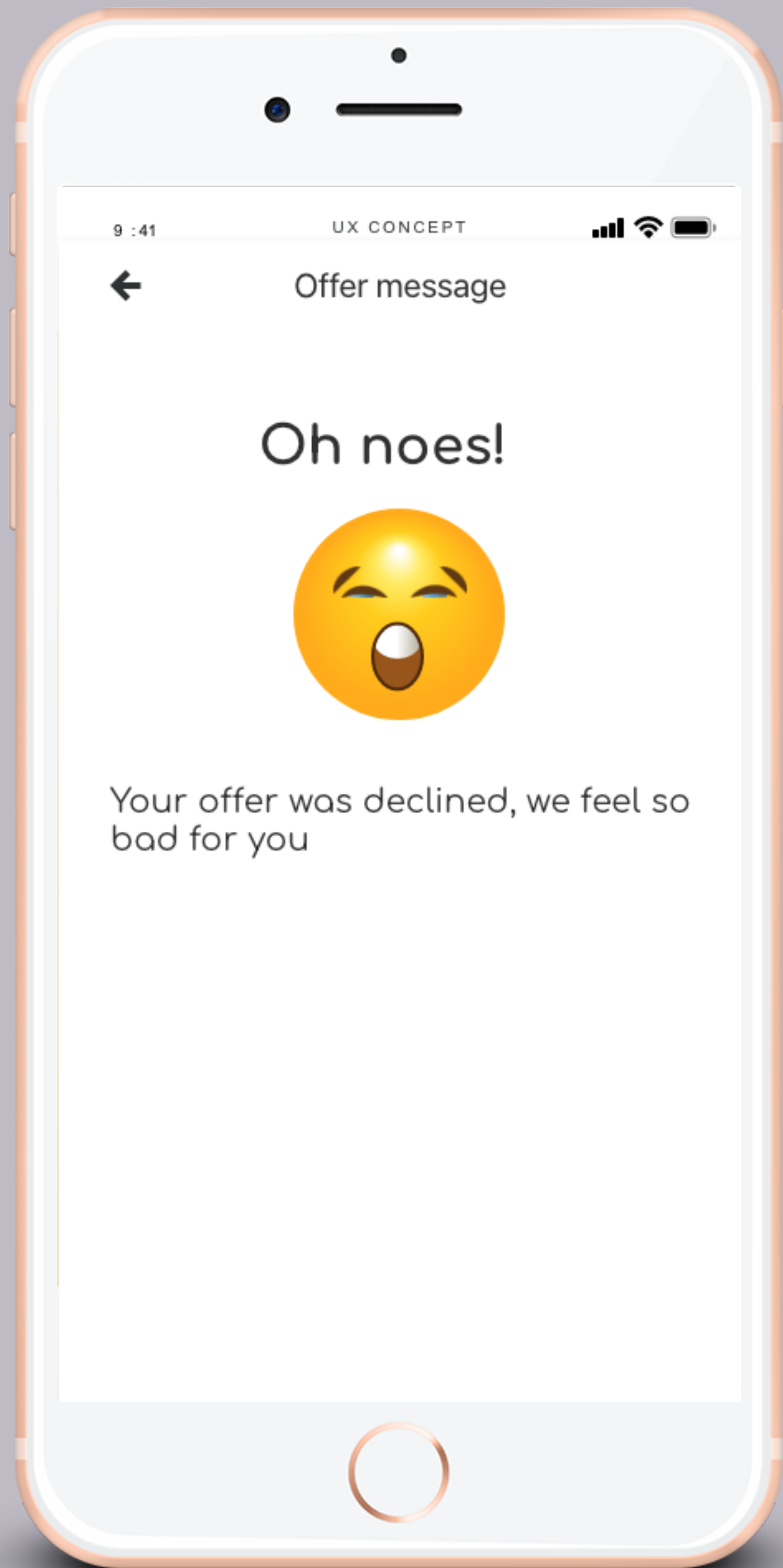
~very **pleasant, attractive**, or **enjoyable**





# Insight

When you **anchor** on designing a **delightful** experience **you forget** about **all the other emotions** you should be designing for



It's insincere







Photo by Heino Elnionis on Unsplash

What should we design for if it's not delight?



## An **experience cake**

**Desirable**

**Credible**

**Usable**

**Accessible**

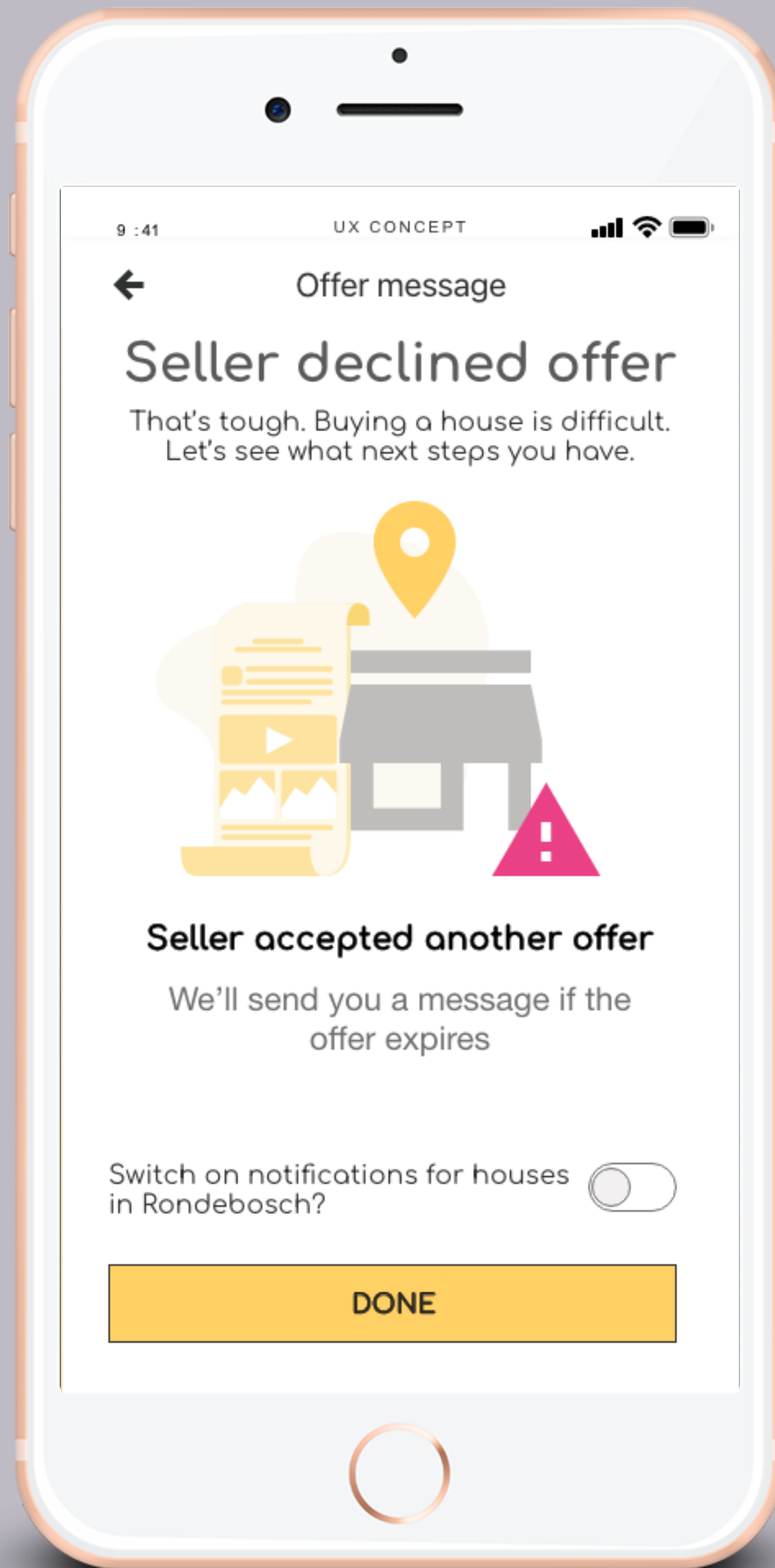
**Findable**

**Useful**

**Valuable**



Better



Update

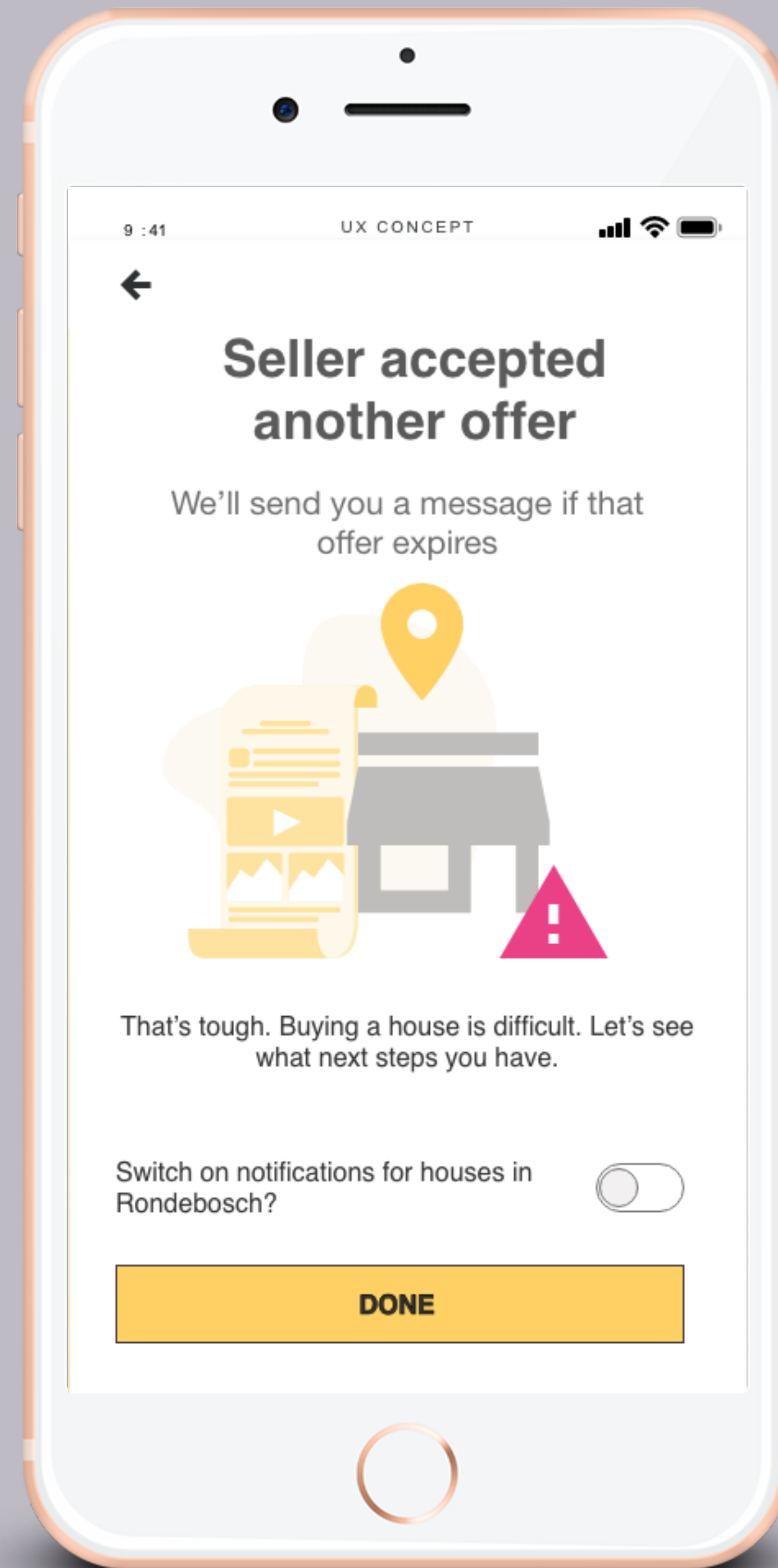
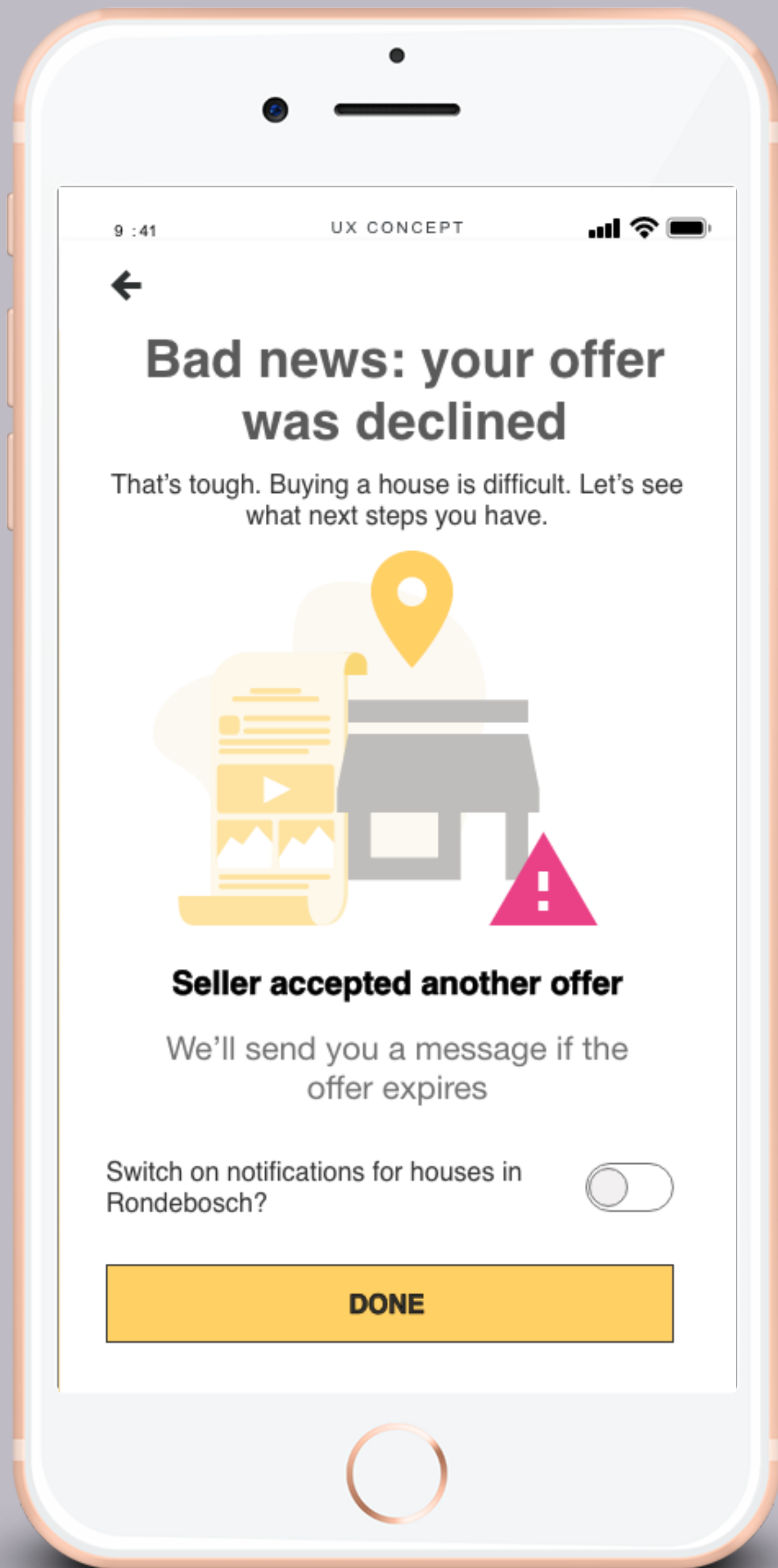
Reason

Follow-on action

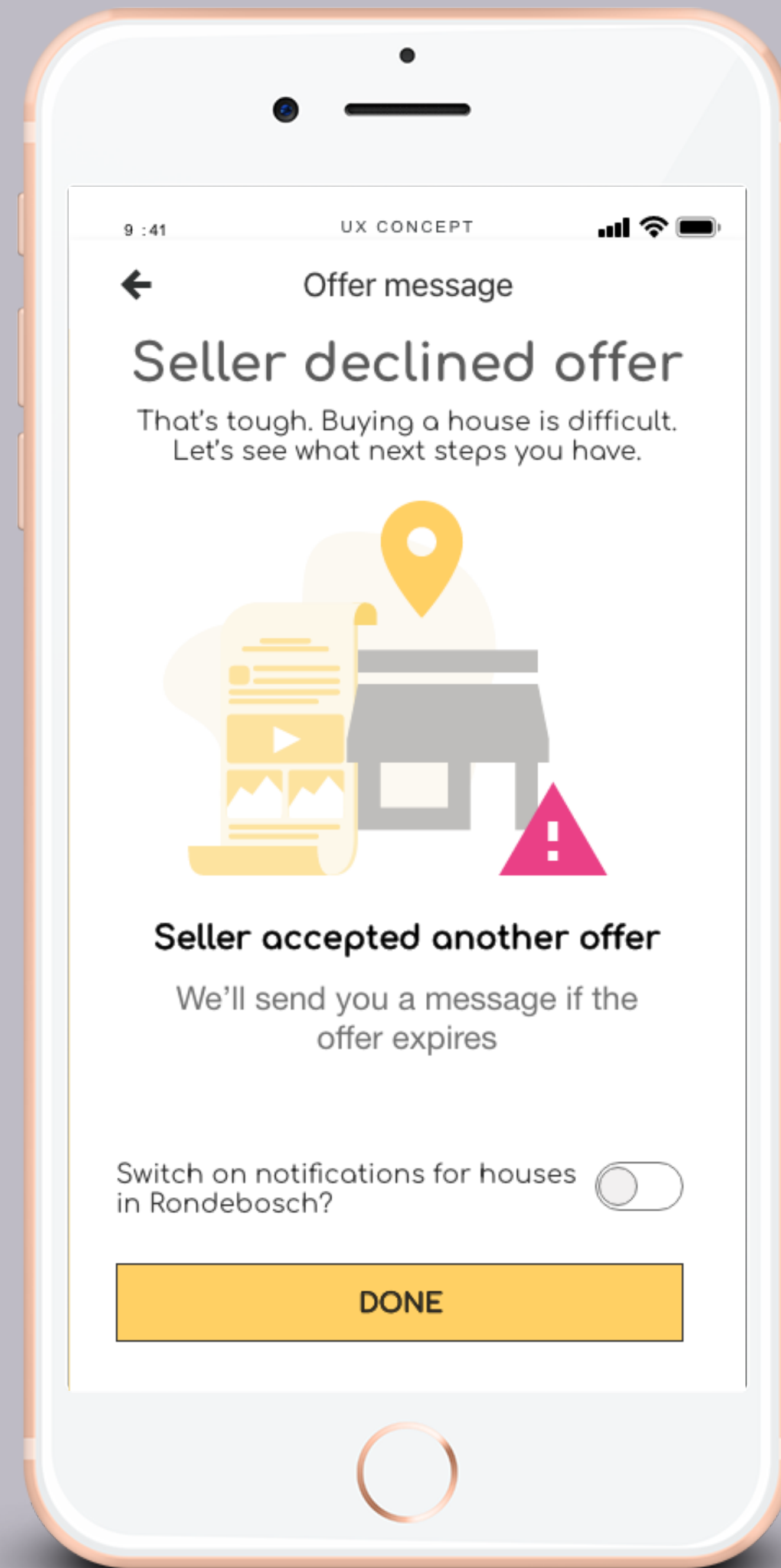
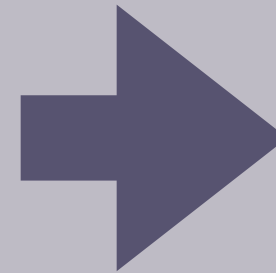
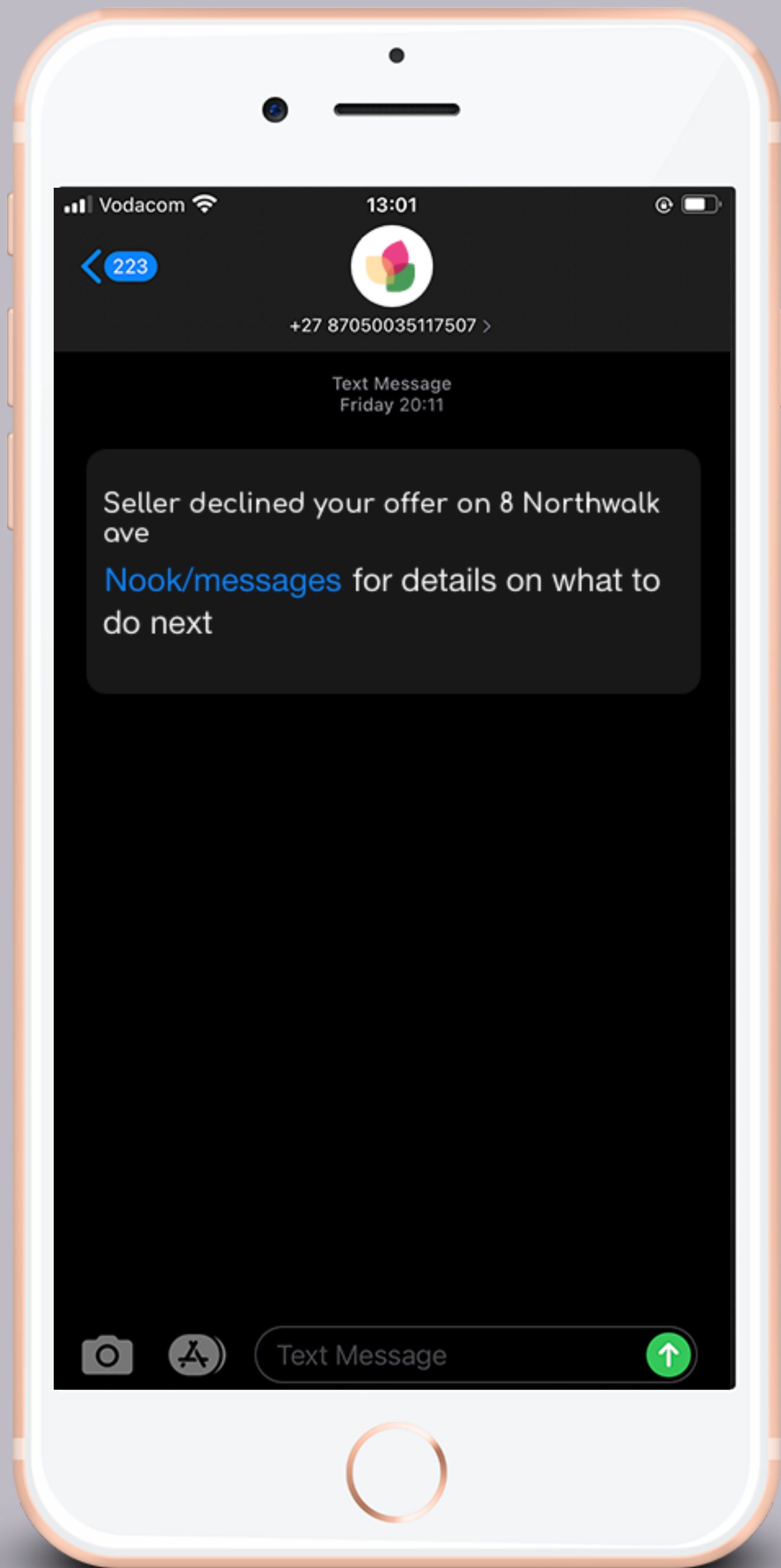
Still making them go to the app isn't great.



Better



Best





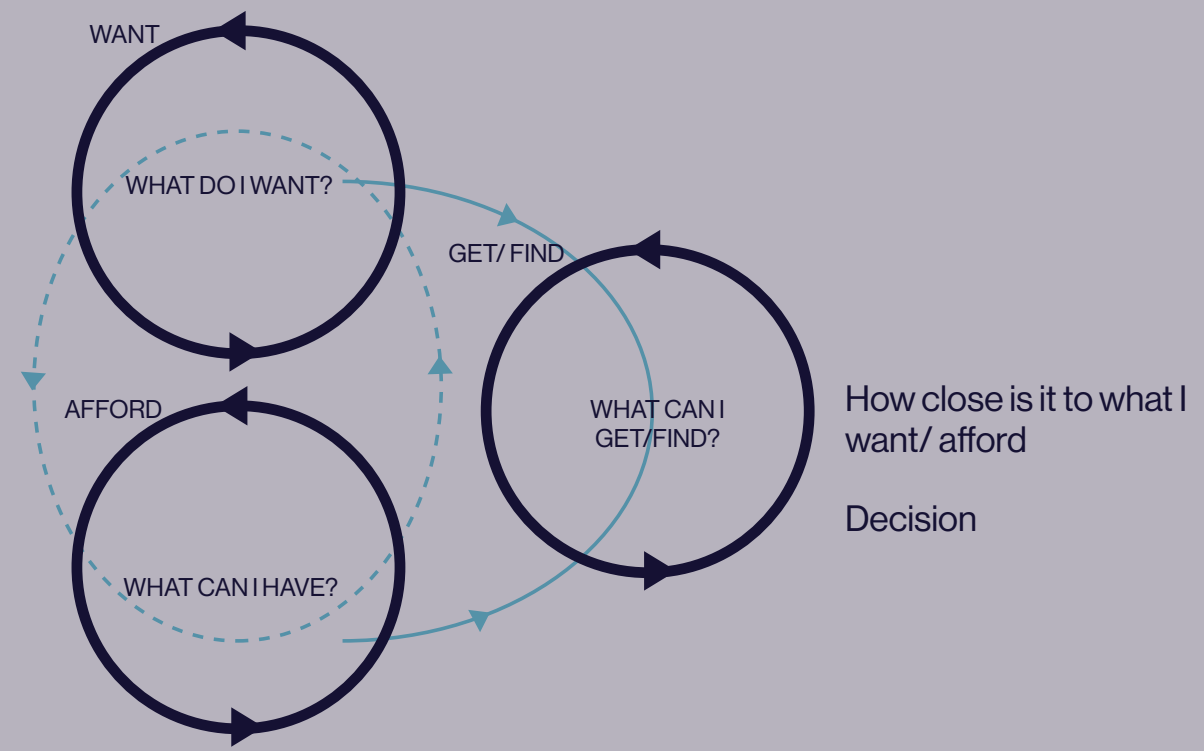
## **Reframing designing for delight**

1. How do I design for a good customer experience?
2. How do I design for emotion?

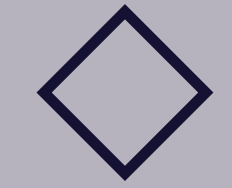
# Experience map + emotions



USER MENTAL MODEL



MAKE OFFER



OFFER ACCEPTED

BANK CHECKS WHETHER THEY LIED TO ME



THEIR LAWYER THINGS

LAWYER I'M PAYING THINGS

MONEY IS IN THE RIGHT PLACE

I GIVE EVERYONE A LOT OF MONEY

MORE ADMIN With the coun

OFFER TOO LOW

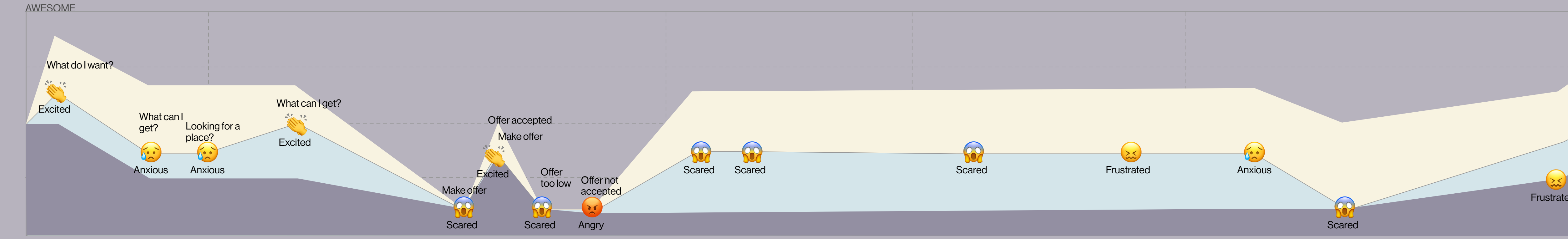
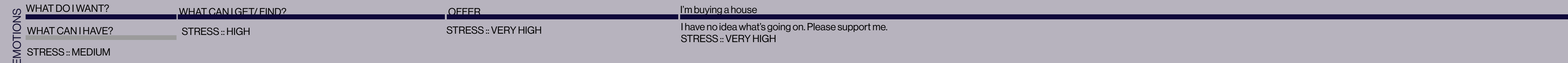
MAKE ANOTHER OFFER



FILL IN FORMS

Confirmation of employment  
Confirmation of income

Expenses  
KYC  
Document upload



● BASELINE :: The inherent feeling in the activity  
 ● CURRENT :: How we're currently making the process  
 ● FUTURE :: What we're designing for

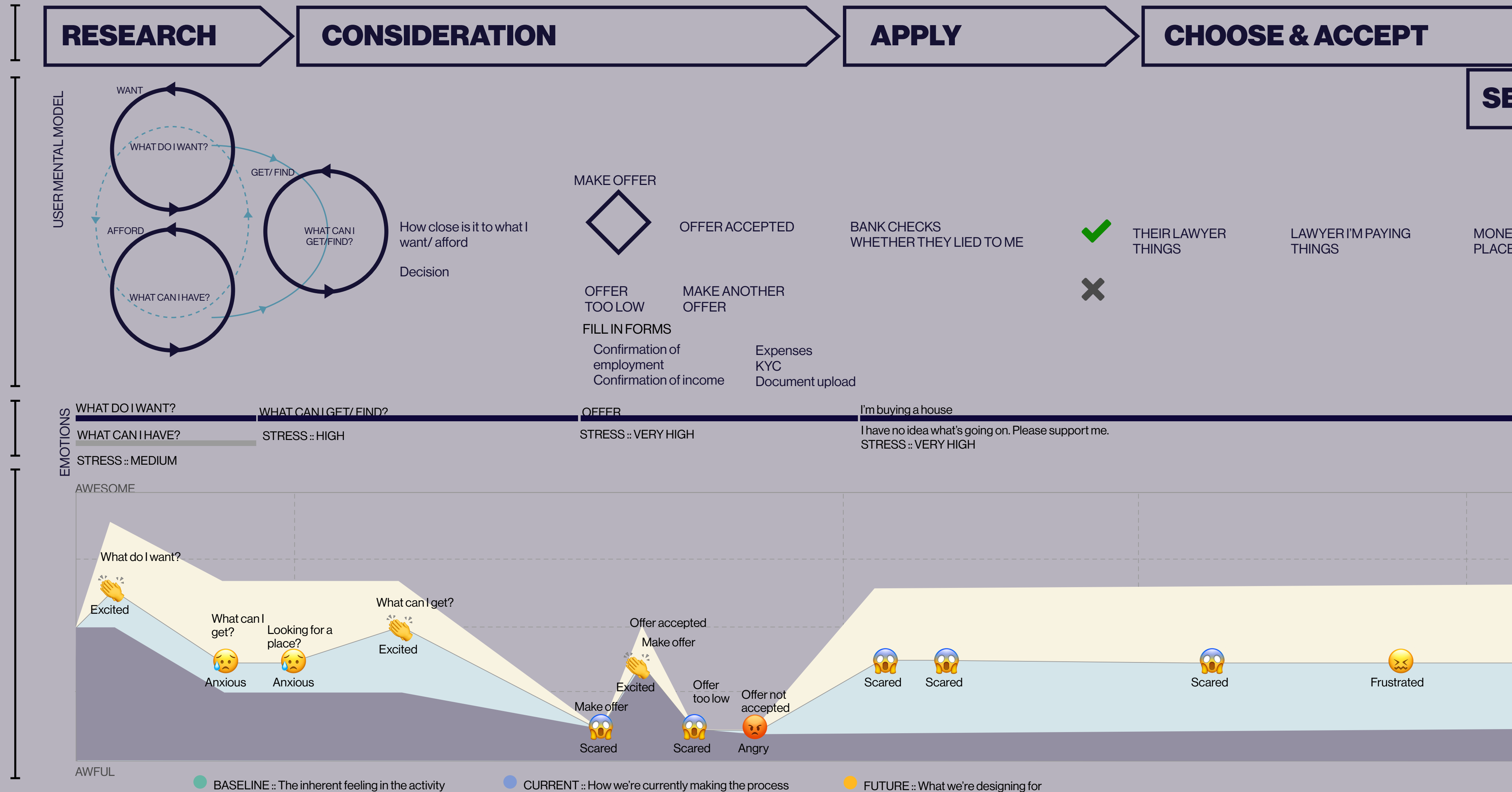
# Experience map + emotions

## Phases

## Tasks & activities

## Wants

## Emotions





EMOTIONS

WHAT DO I WANT?

WHAT CAN I GET/FIND?

OFFER

I'm buying a house

WHAT CAN I HAVE?

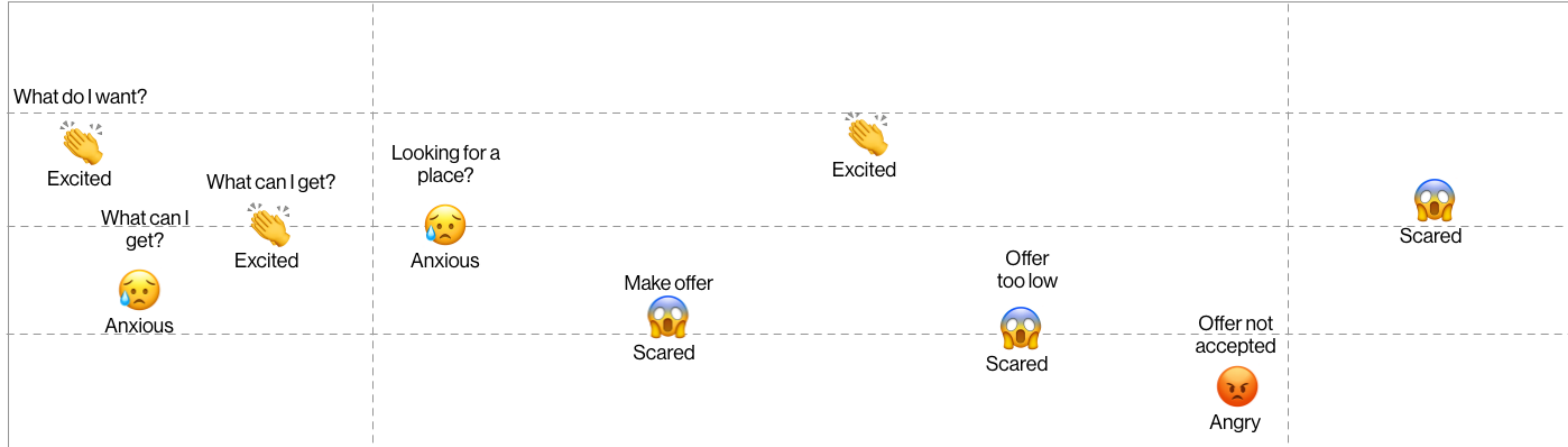
STRESS :: HIGH

STRESS :: VERY HIGH

I have no idea what's going on.  
STRESS :: VERY HIGH

STRESS :: MEDIUM

AWESOME



AWFUL

● BASELINE :: The inherent feeling in the activity

● CURRENT :: How we're currently making the process

● FUTURE :: What we're designing

EMOTIONS

WHAT DO I WANT?

WHAT CAN I GET/FIND?

OFFER

I'm buying a house

WHAT CAN I HAVE?

STRESS :: HIGH

STRESS :: VERY HIGH

I have no idea what's going on.  
STRESS :: VERY HIGH

STRESS :: MEDIUM

AWESOME

What do I want?



Excited

What can I get?



Anxious

What can I get?



Excited

Looking for a place?



Anxious

Make offer



Scared

Excited



Offer too low



Scared

Offer not accepted



Angry



Scared

AWFUL

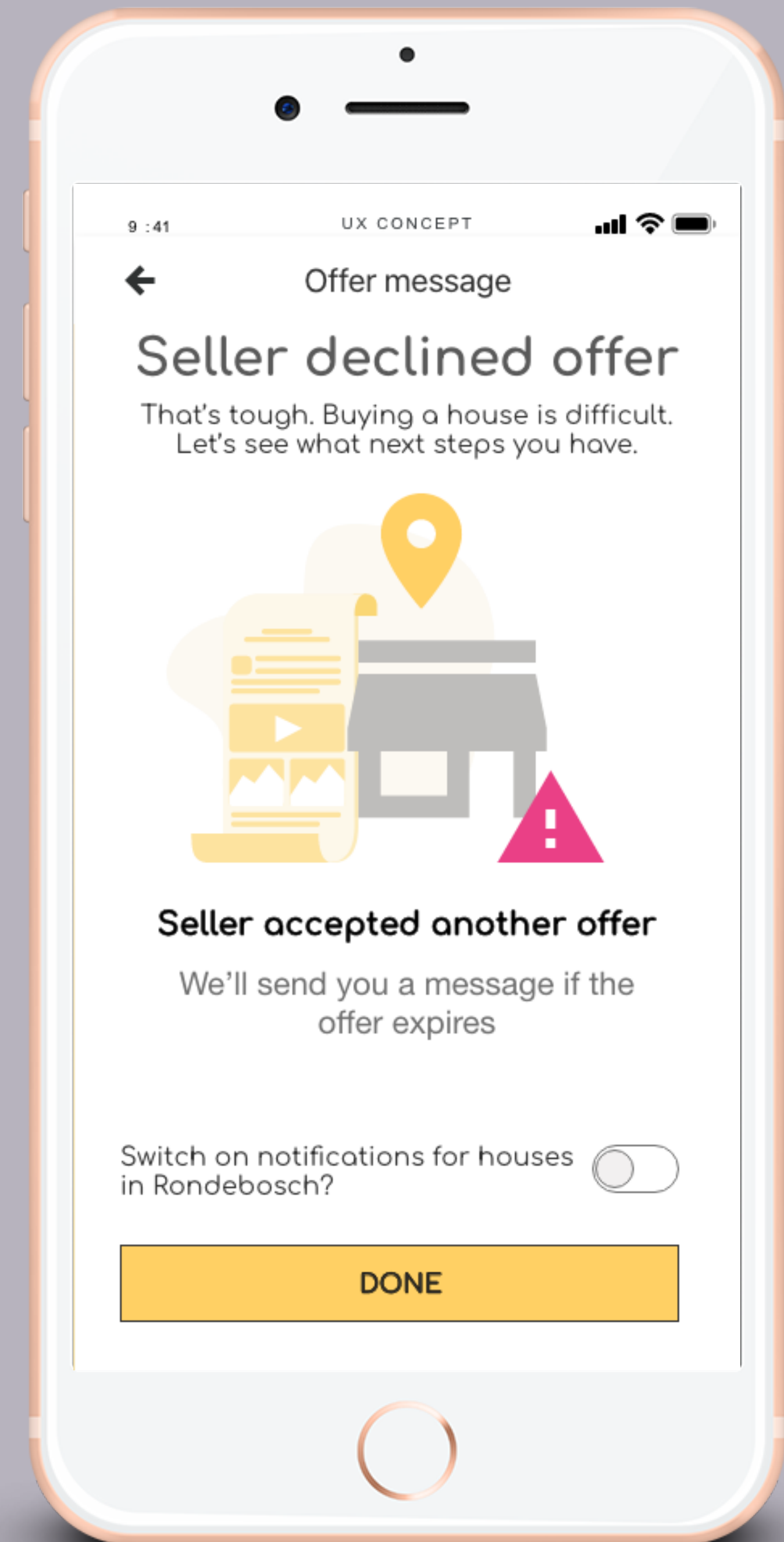
● BASELINE :: The inherent feeling in the activity

● CURRENT :: How we're currently making the process

● FUTURE :: What we're designing



Design a better experience for a **range of emotions**, like anger, fear or stress



## How do I design for emotion?



Understand **emotions**/ feelings can we **expect**

1. **Map interaction** in the flow
2. Conduct **research** — or even just a **cognitive walkthrough**
3. Document possible **emotions**
4. **Design interaction** to alleviate the emotion



I do hope that the people using the systems I designed know  
**someone really cared** when they made this



~~Design a delightful experience~~

Design to **alleviate** the **inherent emotion** in the task



Let's  
talk  
**empathy**



“Have **empathy** with your **users**”



There are three types of empathy

- + **Cognitive** empathy: how a person feels and what they might be thinking
- + **Emotional** empathy: share the feelings of another person
- + **Compassionate** empathy: where you feel strongly enough to take action





“ I spoke to **2 users**, they didn't like the flow. We're **changing the project**”





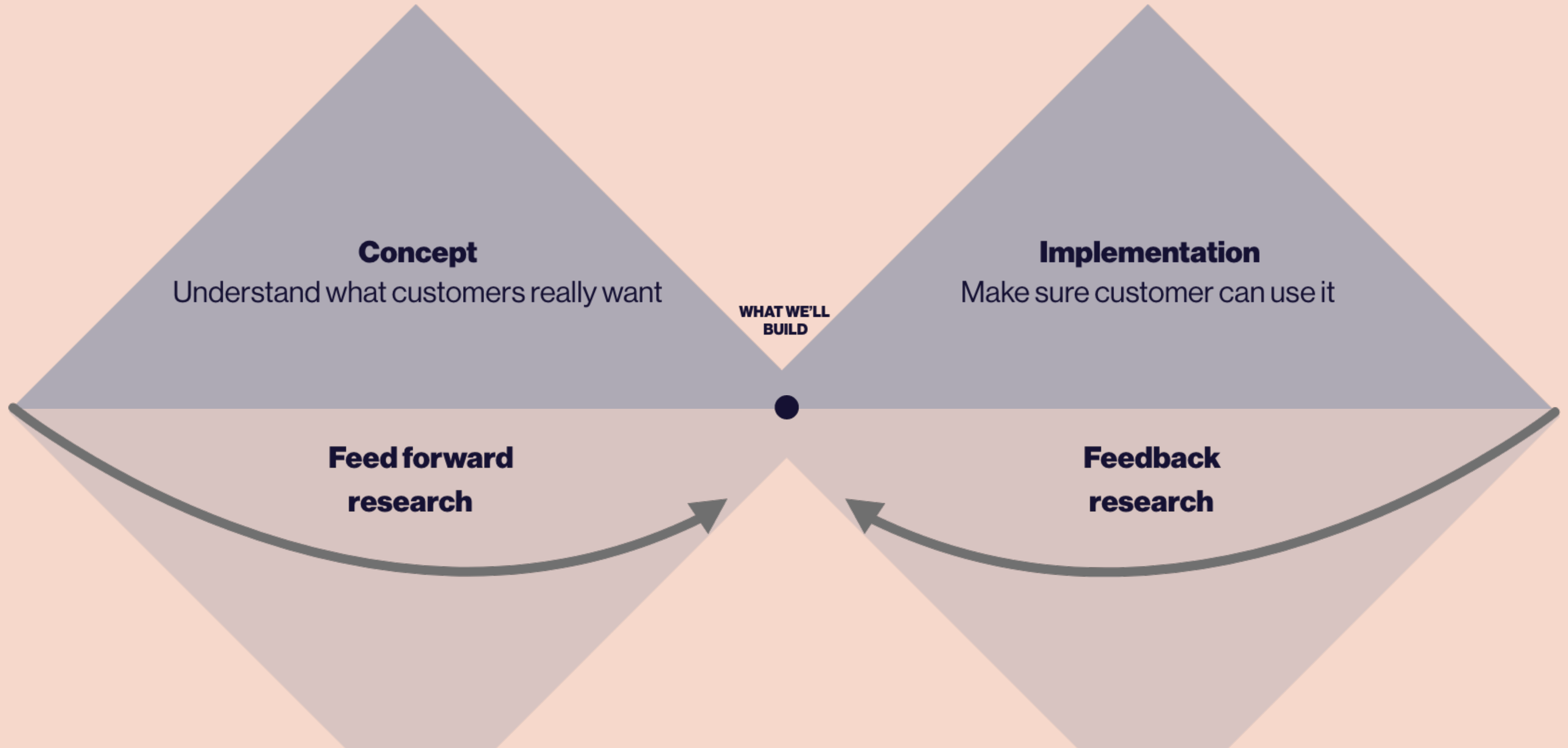


“ We’re actually talking  
about **en masse**  
**empathy**



**1 million people**

# Research spectrum





- + When you talk about empathy for your “users” did you do segmenting?
- + Did you speak to enough people in a segment?
- + Does a decision favour 80% 80% of the time?
- + Is your decision actively excluding someone else?

## Questions



- + People: Wants/ needs / environment / cultural background/ age/ worries/ concerns
- + Moments: what happens in the system/ life/ environment

## Tools

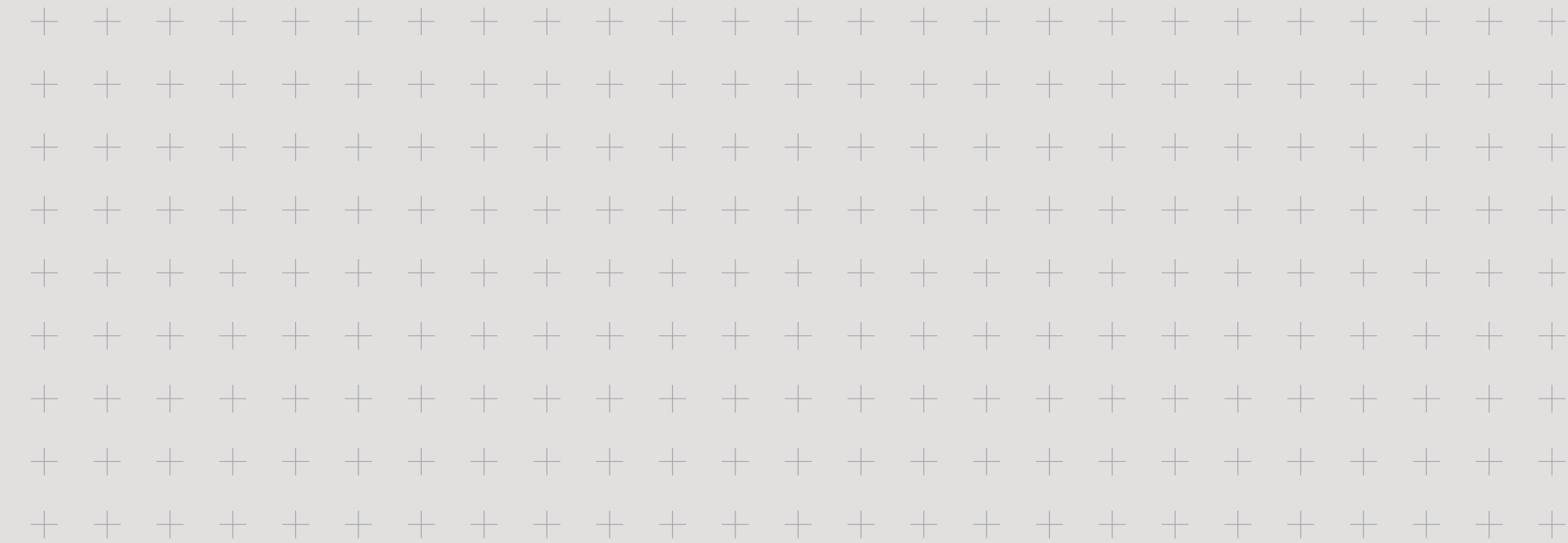


- + Scenarios
- + Personas
- + Archetypes: accessibility/ behavioural/ emotional



Empathy is crucial to human centred design

Just remember that **it is a big word, a big concept** :)



What

are

**cognitive  
heuristics?**

Mental shortcuts or the so-called rule of thumb





Heuristics are simple strategies or **mental processes** that humans, animals, organizations and machines use to **quickly form judgements**, make decisions, and find solutions to complex problems.

# Summary



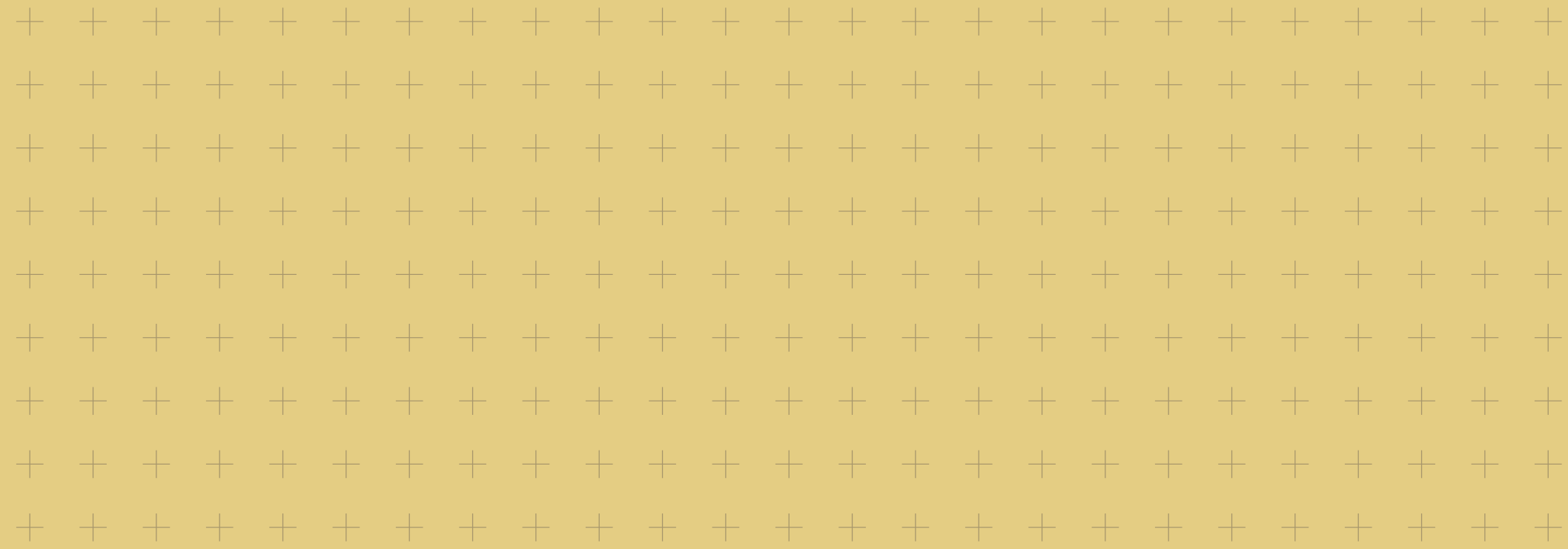
- + Heuristics are **useful** because they help decision making
- + You just need to know **when your shortcut is harming** the clarity of your thinking
- + Or when they turn in to a **cognitive bias**



- + **Review** your favourite **design mantras**
- + Check if it's the **right question** at the **right time**
- + Don't be functionally fixed, **consider multiple scenarios**
- + Is the **subject conflated**? The one liner for empathy is quite a big subject



- + **Educate** yourself on the **rules of logical thinking**, specifically cognitive biases & logical fallacies
- + Get to know more **“laws” of UX**
- + Improve your **analysis skills**
- + **Use frameworks**, like mentioned in this talk, **over heuristics**



 **Thank**  
**you**