
UX Surveys



What is a UX Survey?

A user experience (UX) survey collects quantitative and qualitative data about a user's interactions and experience with a digital product.

Surveys typically consist of a set of questions used to assess a participant's preferences, attitudes, characteristics and opinions on a given topic.

A survey is a method of gathering information from a sample of people, traditionally intending to scale the results to a larger population.

Types of Questions



Structured (Closed)

Structured questions are questions that offer the respondent a closed set of responses from which to choose.

Structured questions make data collection and analysis much simpler and they take less time to answer.

Closed Questions: These prompt participants to answer from a fixed number of possible responses.

Examples of closed questions include:

- Yes/No questions
- Multiple choice type questions (radio or checkbox)
- Rating questions

Advantages

- Have a higher response rate
- Are easier to analyze
- Can provide statistical significance
- Can be used to "quantify" qualitative findings



Non-Structured (Open-Ended)

Non-structured questions are open-ended questions, where there is no list or partial list of answer choices from which to choose. Respondents are simply asked to write their responses to a question.

Open-ended questions: Used when we want respondents to answer briefly on a topic question with no specific conditions.

Examples of open-ended questions include:

- Stand-alone questions
- Follow-up questions
- "Other" option on a multiple-choice question

Advantages

- Can provide insight into "why" users are answering in a specific way
- Allows for responses you may not have expected
- Are much more abundant in qualitative detail
- Gives respondents the chance to express themselves fully



Demographics

Demographic questions are more like hard data.

Age, Gender, Location, Profession, etc.

Can be used to understand who your user is and who took the survey.

They don't shed light on the passion points and interests of an audience however.

For example, if you're building something for the youth, age is an important fact and key detail there.

Types of Questions to Avoid



Leading Questions

Leading or loaded questions make many assumptions about a person's feelings or context and bring in bias.

They force the respondent to answer in a way that may be untrue and could skew the data.

Avoid these questions by introducing logic to your survey.

Bad questions that assume a positive or negative experience, like: "What did you hate most about this feature?"

Bad question that encourages a desired answer. Like, "If you enjoyed this product, should we create more like it?"

Loaded question: "Where do you enjoy drinking beer?"

Unloaded question sequence:
"Do you enjoy drinking beer?"
If yes, "Where do you drink beer?"



Double-Barreled Questions

Asking two questions at once, which makes it impossible for a participant to respond appropriately.

Go through each item and ensure there is only one answer, and be sure not to include and/or questions.

Double-barreled question:

"How do you feel about the information and/or functionality on this website?"

Two separate questions:

1. "How do you feel about the functionality of this website?"
2. "How do you feel about the information on this website?"



Double Negatives

A double negative refers to the presence of two negatives in one statement or question.

These types of questions create an unnecessary amount of confusion in the mind of the respondent and the researcher.

There is a simple fix for this problem; just take the negative out of the sentence!

Double-Negative question:

"Do you disagree that dogs should not be allowed in restaurants?"

Corrected:

"Should dogs be allowed in restaurants?"



Unbalanced Scales

Number of Choices

If you have 4 answers in a scale (very bad, bad, good, very good) people are forced to decide between good and bad.

Give them a middle option, so the stats won't be distorted by the people who can't decide.

Quality of Choices

Unbalanced scales will sway answers by limiting the quality difference of users' choices. This one sways towards positive.

For example, "How much did you enjoy your experience on a scale of 1 (enjoyed it a little) to 5 (enjoyed it a lot)?"

Should be more like:

1 (strongly disliked it) to 5 (enjoyed it a lot)



Bias

Bias can sneak into even the most carefully written survey.

Here are several of the most common biases you should be aware of:

Confirmation bias: Basically, this is when you only ask questions that confirm your own hypothesis.

Framing effect: This refers to how framing your questions can influence responses.

Hindsight bias: The tendency for people to think events that have occurred are more predictable than they actually were.

Serial position effect: People tend to favor things that are at the beginning or end of a list.

Illusion of transparency: This refers to how people overestimate the extent to which they know what the other person is thinking.

Clustering bias: This means finding patterns among randomness when there aren't any.

Implicit bias: This is a big one that's hard to check. It refers to how people have unspoken associations about different groups and their behavior.

Fundamental attribution error: This is a cognitive bias where people assume a person's actions depend on what "kind" of person they are, rather than considering social and environmental elements to be a factor.

Process of Creating a Survey




Defining the Goal

Before sitting down to write questions, always create a goal for the survey.

Do this by asking yourself the following questions:

- What are we trying to learn about our users?
- How will this survey help us?
- What do we expect from the results (assumptions)?
- What do we expect to do with the results?



Best Practices for Effective Survey

Short introduction

Keep questions short, simple, and clear.

Pre-test survey.

Write for the web.

Vary the order of multiple choice answers.

Consider length of survey.

Structure the survey well in a logical flow.



Structure of Survey

Start with demographic gathering.

Use “the funnel” question structure
- broad, complex, back to general.

Group questions by topic.

Leave room for feedback.

7-8 minutes or 8-10 questions.

Avoid bias.

Analysis



Additional Tips

Take time to read all the answers. When you have lots of open-ended questions, try to group the answers and look for repeating patterns.

Take your data with a grain of salt. Unlike quantitative surveys, qualitative survey metrics are rarely representative for the whole target audience; instead, they represent the opinions of the respondents.

Show, don't tell. Use lots of graphs, charts, and tables, with an executive summary of key takeaways.

Consider graphs before you decide on a spreadsheet layout. Unfortunately some spreadsheets won't make reasonable graphs until you switch columns to rows or rows to columns. It's easiest to plan for this necessity before you analyze your data.

SOME TAKEAWAYS:

Know the main goal of the survey.

Ask the right questions.

Avoid bias.

Structure the survey logically.

Analyze data and gain insights.

User Interviews

“Good interviewing is a skill you develop with practice. The great myth is that you need to be a good talker. Conducting a good interview is actually about shutting up.”

-Erika Hall, “Just Enough Research”

“When you are interviewing someone you know nothing. You are learning a completely new and fascinating subject: that person.”

-Erika Hall, “Just Enough Research”



What is a User Interview?

Human-centered design is about getting to the people you're designing for and hearing from them in their own words.

Interviews can be a bit daunting, but by learning more about it and following recommended guidelines, you'll unlock all kinds of insights and understanding that you'd never get sitting behind your desk.

Preparing for an Interview

Who is our user?



Who to Interview?

You need at least 5 interviewees for patterns to emerge.

“Solve for one, extend to many.”

- Kat Holmes, *Mismatch*

Those Excluded

An idea that suits a typically excluded user will nearly certainly work for the majority of others.

And without understanding what people on the far reaches of your solution need, you'll never arrive at solutions that can work for everyone.

Diverse

Interview a range of people with varying backgrounds, ages, gender, socioeconomic status... Interview people unlike yourself.

Living Expert

Include a community expert if it is relevant to your topic.

Question preparation



Types of Questions

BAD: Closed and Leading Questions

Example:

Interviewer: Do you like swimming?

User: No

Interviewer: How about tennis?

User: No

Interviewer: I play tennis. You should try it.
Have you ever thought about trying tennis?

User: No

GOOD: Open Questions / Neutral

Example:

“Can you tell me more about X?”

Please describe your daily commute?”

What would it look like if...(alternative)?

Encourage Storytelling



Types of Questions

BAD: Asking Users What They Want

Users aren't designers. Don't try and get the user to create their ideal product or to suggest improvements.

Users don't know what they want. They shouldn't be expected to.

GOOD: Asking Why?

Never assume you know the answer. Always ask why.

Participants won't typically tell you why they do or say things, so it's your job to ask.

Asking why may challenge the participant to stop and think more deeply about their actions.



The 5 Why's

Method used to get to the core of a person's beliefs and motivations.

Example:

"How was your harvest this year?"

Then **ask why five times** and you'll get to some essential answers to complicated problems. This can be a great method to use if you're trying to get at the human and emotional roots of a problem.

Deep not Horizontal:

Horizontal:

"Why else didn't you get a good harvest this year?"

Instead Dig Deeper:

"Why weren't you able to buy the fertilizer you needed?"

How to Conduct an Interview



Interview Structure

Introduction/Warm-up

Body

Conclusion



Introduction/ Warm-up

Greetings/Thanks

Share purpose of conversation & topic

Ask if you can record

Ask if they have any questions

Collect demographics &
include in warm up

For example, "Oh you live in San Diego? What do you like to do for fun there?"

Warm up questions



Body

Ask open-ended questions and encourage them to talk.

Ask follow-up or probing questions

Be an active listener.

Keep it natural and conversational in your script/guide.



Conclusion

Thank yous + remaining questions

Once you have the information you were looking for and more, make a gentle transition to the wrap-up.

For example: “That’s it for my questions. Is there anything else you’d like to tell me about what we discussed?”

Thank them for their time and cover any logistic topics such as next steps on the project.



General Interview Tips

Comfortable and Neutral Environment

Observe Body Language

Interview Guide (script)

Keep on Time and in Right Direction

Record Audio/Video or Two Interviewers (*for notes, get permission if recording*)

Embrace Silence / Patience

Avoid Tech-Savvy Jargon

Stay Engaged, Silence Devices

Repeat Questions in Different Ways if needed

How to Analyze Interview Responses

Look for the following in your responses, cluster and prioritize:

Themes

User Needs and Priorities

Behavioral Patterns

Mental Models

Language

Methods for presenting data:

Word clouds

Mind maps

Written reports focusing on key data



Qualitative Data Analysis

Measure the responses against your hypotheses and objective statements.

Look to the needs and behaviors you discovered to point out problems that need solving.

You can also use any of this information including demographics to help develop your user personas later.

Figure out who to interview?

What do you want to know?

What will you ask them?


**Where and when will you
interview them?**

How will you analyze the results?

—



Personas



What are Personas?

A persona is a fictional user archetype – a composite model you create from the data you’ve gathered by talking to real people – that represents a group of needs and behaviors.

The purpose of personas is to create reliable and realistic representations of your key audience segments for reference.

These representations should be based on qualitative and some quantitative user research and web analytics. Your personas are only as good as the research behind them.

Elements of a Persona



What Goes in a Persona?

Avoid just making up a character that might be as relevant to the design process as any given imaginary friend.

Avoid stereotyping and bias by basing your personas off of your interviews and online market research.

Primary Elements

- Photo
- Name
- Role
- Demographics
- Goals
- Behaviors & Habits
- Technical Skills
- Environment
- Relationships

You may also sometimes see the following:

- Anxieties, Challenges, Frustrations, Pain Points
- Motivations, Needs
- Key Personality Attributes
- Brand Affiliation

Photo

Use a photo of a real, relatable person, not a generic stock photo. Creative Commons-licensed photos from Flickr or other copyright-free source.

Don't use a photo from anyone who is known to the design team or has too many distracting elements in the image.



Diane McAvoy

Local parent

"I have so much going on between my job and taking care of the kid, I can't remember a damn thing without my iPhone."

Goals

Find a few places for reliable family outings that don't require a lot of planning.

Entertain her family members when they are out of town.

Keep learning throughout her life.

Stats

33 years old

Married with a 5-year-old child

Lives In Chicago, IL

Account manager for a large health care company

Behaviors and habits

Works from home two days a week. Does most of her shopping online. Weekend routine is one day for "fun" and one day for errands and chores.

Technology and skills

Diane is a multi-device user. Has a work-assigned Windows laptop that she carries between home and the office, as well as an older MacBook and an iPhone for personal use. The family shares an iPad 2. Because she is pressed for time, she has strong habits, no patience, and little motivation to explore.

Relationships

Lives with husband and son. Has large extended family. Sisters often visit and bring their children.

Name

Give the persona a name that fits the demographic information and is easy to remember and pronounce for everyone on the team.

LinkedIn is a good source of inspiration for names.
The Game of Thrones name generator is not.



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Role

Select a role that most closely matches one of the participants you interviewed and is also one of the identified target user types/groups.

For example: teacher, parent, or tourist.



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Demographics

Select a relevant set of demographics that fit the role and behavior pattern. Be realistic without stereotyping. The persona must be plausible and representative (*no teenage marketing VPs who model and also fight crime*).



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Demographics

Ideally the gender, age, ethnicity, education, job, marital status, and location are derived from actual users you've interviewed.

If this isn't suitable, you can increase your knowledge by finding people whose online profiles match the criteria you have.

Just remember to create a composite from multiple people.

For example

Need more info for a Fantastic Science Center's high school science teacher persona because you couldn't get it from an interview?

Try searching for local news stories about teachers to get useful background details, quotes, and even pictures of actual classroom environments.

Quote

Use an actual quote from an interview that embodies a core belief or attitude that is essential to keep in mind to meet their needs.



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Goals

Identify three to four key goals for the persona based upon what you found in your research. These will be goals that the product will serve or relate to.

For example

Local parent's goals related to Fantastic Science Center, might include finding weekend activities, keeping kids learning while not in school, and keeping up to date with advances in science.



Behaviors & Habits

Note the specific and habitual behaviors that constitute the pattern that defines the persona.

Parenting, teaching, researching activities online, switching among multiple devices, making decisions with another person, making plans last minute.

Real life is imperfect and complicated.

For example

Maybe you spoke with a dad who is torn between wanting to relax on the sofa and wanting to get out and find new things to do on Saturdays.

Does he have a habit of checking Facebook over coffee to see what his friends are up to with their kids?

This detail could open up a whole conversation about social media.



Technical Skills

Level of technical expertise and experience. Be realistic about the level of skill you are targeting with your design.

How much experience do you expect them to have based upon their profession and education? Don't make assumptions here. Reference your interviews and research.

For example

A very successful physician might be a relative technology novice because she is in surgery all day and gets very little time to learn expert features or acquaint herself with the latest applications.

She could be a good proxy for everyone who has a lower skill level, but absolutely doesn't want to be made to feel stupid when using the product.



Environment

Note all aspects of the environment that will affect the persona's interaction with the product.

Relevant hardware, software, and internet access.

Do they go online at home or at work? Are they surrounded by people or in private? Is there time online continuous or in chunks?

For example

The teacher might have half an hour during the day using the classroom computer.

The parent might have an office job with a browser window always open.

Relationships

Note any relationships the persona might have that will affect their interaction with your product.

Is there a partner who influences decisions? Will children or coworkers be present and influence the use of your product?

Relationships should be based on real world information – either from your interviews or demographic information gathered through surveys or online research.



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Persona Examples

I would use this one as a primary model, but you can add any additional helpful and relevant elements.



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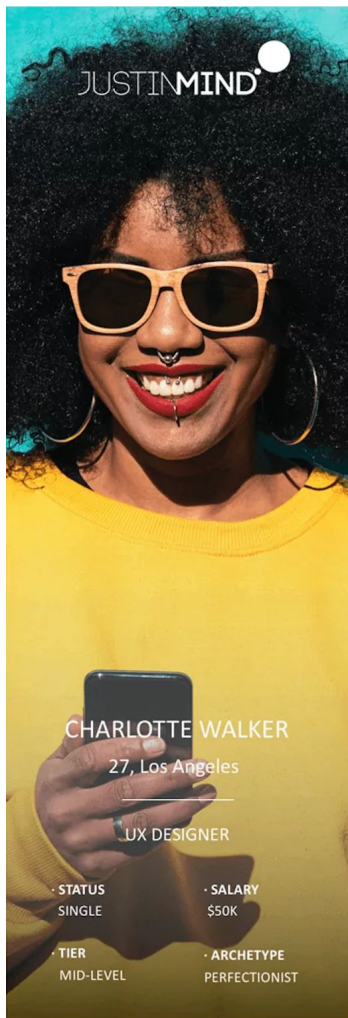
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CHARLOTTE WALKER

27, Los Angeles

UX DESIGNER

• STATUS
SINGLE

• SALARY
\$50K

• TIER
MID-LEVEL

• ARCHETYPE
PERFECTIONIST



PERSONALITY

- Prototyping
- Interviewing
- Design Thinking
- Empathy
- Coding



BIO

Charlotte recently started a new job as a UX design in a mid-size bank. She moved over from the start-up world and is still getting used to all the changes, particularly the paperwork. She's excited to bring a user-focused perspective to the design department but nervous because she's the bank's first UXer.

Outside of the office she's a sports-mad psychology grad. She enjoys reading UX blogs and will sometimes go to UX-related conferences if they're nearby. She's also tuned into design channels like Dribbble.



Motivations

IMPACT



TEAMWORK



PROMOTION



USER NEEDS



Goals

- Introduce user focused mentality and methods into traditional company landscape
- Improve usability of bank's customer facing interfaces
- Grow the UX team



Frustrations

- Getting buy-in for the new department's activities
- Dealing with more bureaucracy than in her old job
- Communicating necessity for change to development team



"I want to help my team deliver great user experiences"



Behavior

Overseeing builds



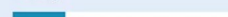
Writing specs



Designing features



Meetings



User testing



Influences

- CREDIBILITY
- BLOGS/ FORUMS
- COLLEAGUES
- PSYCHOLOGY
- TECHNOLOGY
- UI TRENDS

Frequently used apps



Justinmind



Google Calendar



PocketGuard

Jack Rowland

Age: 45
Work: Operations/Support
Family: Married
Location: Seattle, WA
Character: The Authentic

Bio

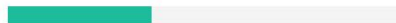
Jack has been working in customer support for the past fifteen years and loves it. He is very tech savvy and enjoys helping others. On a daily basis, he provides customer service and audits accounts focusing on KPI. When there's a problem, he always prefers to deal with clients personally. He wants the system to be easy and intuitive so he can find solutions easily.

Preferred Channels

Traditional Ads



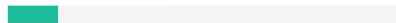
Social Media



Referral

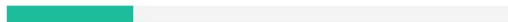


Guerrilla Efforts & PR



Motivations

Designer Products



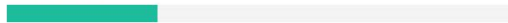
Eco-Friendly



Personalization



Low Prices



Convenience



Social



Goals

- To reduce churn
- To help educate advertisers
- To transition toward email / automated customer service

Frustrations

- Confusing UX for advertisers leading to increased tickets
- Logging the calls manually
- Multiple steps to completing a ticket

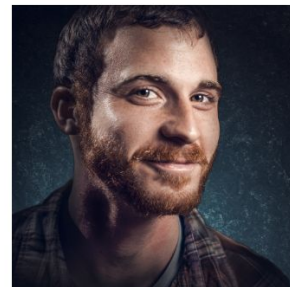
Personality



Agreeable

Accessible

Dependable



"I want to optimize how the support ticketing system works to capture product feedback better."



Intercom





Nerdy Nina

"The book is way better than the movie!"

#booklover
#bookaddict
#booknerdproblems

DEMOGRAPHICS

Age: 25
Location: Sao Paulo, Brazil
Education: Software Engineer
Job: Q/A at Indie Game Company
Family: Lives with her boyfriend

TECH

Internet
Social Networks
Messaging
Games
Online Shopping



GOALS

- Discovering new books / authors to read
- Finding unique stories
- Cataloging book collection

FRUSTRATIONS

- Keeping track of different series
- Forgetting a book launch date
- Finding space for more books

READING HABITS

- Fast pace reader
- Never lends books
- Likes hardcovers and boxed collections
- Pre-order books to get them first
- Reads eBooks, but prefer physical copies
- Always finishes a book
- Loves binge reading and re-reading

FAVORITE BOOKS



American Gods
Neil Gaiman



Harry Potter
J.K. Rowling



Ready Player
One

User Persona Type



"A quotation that captures this user's personality."

Age: 1-100

Work: Job Title

Family: Married, kids, etc.

Location: City, state

Character: Archetype

Personality



Trait 1

Trait 2

Trait 3

Trait 4

Goals

- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

Frustrations

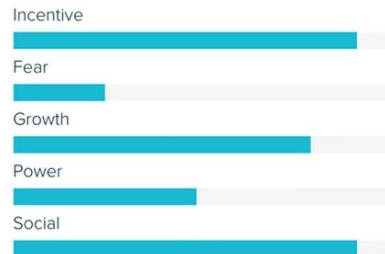
- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

Bio

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and of professional life that make this user an ideal customer of your product.

Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.

Motivation



Brands & Influencers



Preferred Channels



User Journey Maps



What are User Journey Maps?

A user journey map is a visualization of the process that a person goes through in order to accomplish a goal.

It's a visual representation of a user's interactions with your product from their point of view.

Commonly it's represented as a timeline of all touchpoints between a user and a product.

Journey maps should result in truthful narratives, not fairy tales. Base it on user research.

Elements of User Journey Maps



User Journey Map Components

The Lens

Persona

Scenario

Goals/Expectations

The Experience

Journey Phases

Actions

Mindsets

Emotions

The Insights

Pain Points

Opportunities

1. Persona
2. Scenario + Goals/Expectations

The diagram shows a customer journey map template divided into three main horizontal zones. Zone A (The Lens) at the top contains a box for 'Persona' (1) with a red circle, a 'SCENARIO' section (2) with a red circle and three horizontal lines, and a 'GOALS AND EXPECTATIONS' section with a red circle and three horizontal lines. Zone B (The Experience) in the middle contains a row of four grey boxes for 'Journey Phases' (3) with a red circle, and a large area for 'Actions' (4) with a red circle. This area includes a grid of nine horizontal lines for actions, numbered 1 through 9 with red circles. Below this is a wavy line representing the customer journey, with points numbered 1 through 9 with red circles. There are also speech bubble icons and play button icons along this line. Zone C (The Insights) at the bottom contains a row of four white boxes for 'Opportunities + Pain Points' (7) with a red circle, each labeled 'OPPORTUNITIES'.

ZONE A
The Lens

3. Journey Phases

4. Actions

5. Mindsets

6. Emotions

ZONE B
The Experience

7. Opportunities + Pain Points

ZONE C
The Insights

The Lens

The lens provides constraints for the map by assigning a **persona** (“who”), the **scenario** to be examined (“what”), and the **goals** and expectations of the user (“why”).

CUSTOMER JOURNEY MAP *Shopping for a New Car*



EMOTIONAL ERIC

Eric is an emotional car buyer. He purchases based on aesthetics and status.
Scenario: Eric recently moved to the area. He is shopping for a car that is fun to drive and dependable enough for use for everyday commuting.

EXPECTATIONS

- Ability to compare cars and their breakdowns
- Good photography with closeups, inside and out
- Video overview of car with demonstrations

USER JOURNEY MAP: VISITING THE DOG PARK

DEMOGRAPHICS:

45 YEARS OLD, MARRIED WITH 1

DOG BEHAVIOR:

PUPPY, UNSOCIALIZED AND NOT

NEEDS:

SAFE VISIT FOR DOG AND FAMILY.

DESIRES:

TO FEEL SECURE AND HAVE FUN, AND DEVELOP A RAPPORT WITH

USER JOURNEY MAP: VISITING THE DOG PARK

DEMOGRAPHICS:

22 YEARS OLD, NEW TO CITY.

DOG BEHAVIOR:

LARGE DOG, EXCITABLE. WELL

NEEDS:

SAFE VISIT FOR DOG AND SELF.

DESIRES:

TO FEEL SECURE AND HAVE FUN, AND DEVELOP A RAPPORT WITH

Find Articles About Health

PERSONA

Brookelyn, 20, college student, design major

SCENARIO

Brookelyn enjoys art, design, meditation, cooking, horror movies, and true crime podcasts. She is a novice Medium user who would like to learn how to use medium more effectively to find more articles about health.

New User Reads Current News

PERSONA

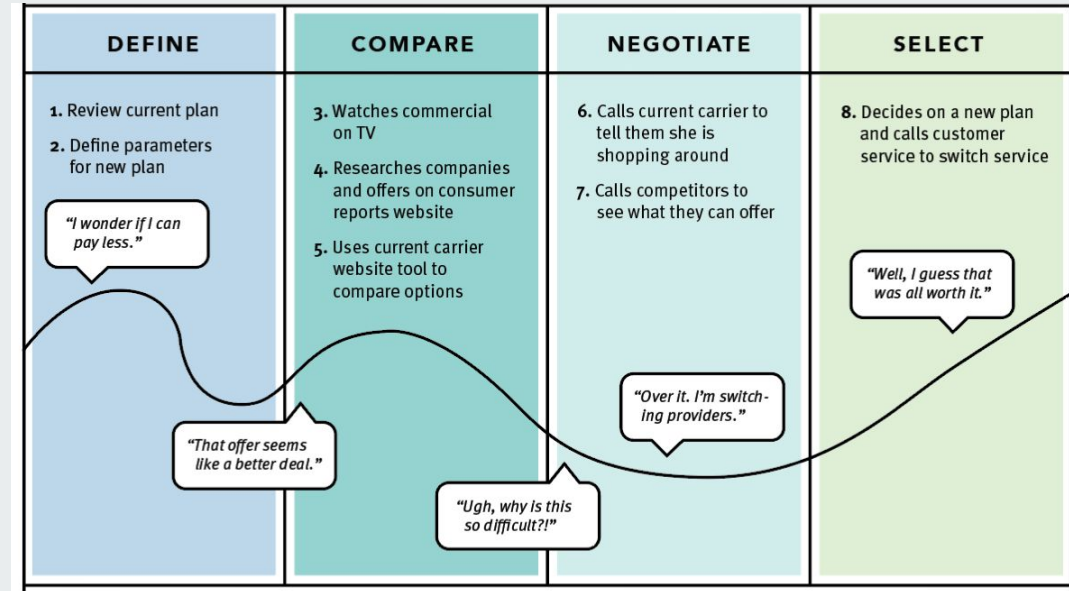
Mavis, 27, college student, design major

SCENARIO

Mavis likes art, design, plants, movie, music, travel, etc. She is a new user to Medium who is still exploring the features, she recently wants to know more information about Covid-19, and news about racism issues.

The Experience

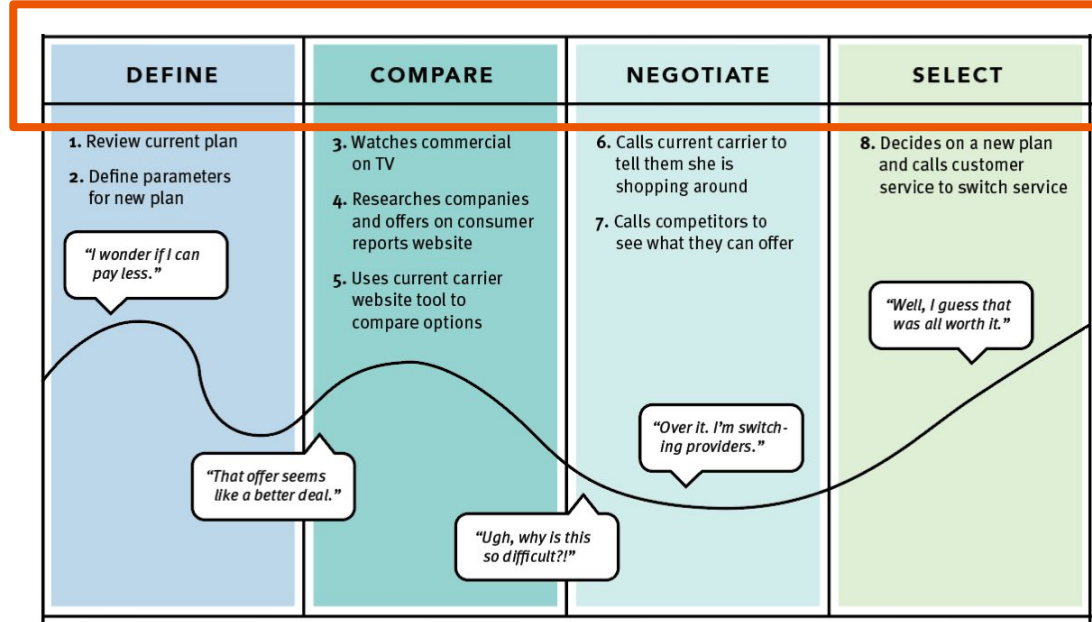
The heart of the map is the visualized experience, usually aligned across chunkable **phases of the journey**. This includes the **actions, thoughts, and emotional experience** of the user throughout the journey.



*could be clearer what the emotions are on the waveform.

Journey Phases

Journey phases are the different high-level stages in the journey. They provide organization for the rest of the information in the journey map (actions, thoughts, and emotions).

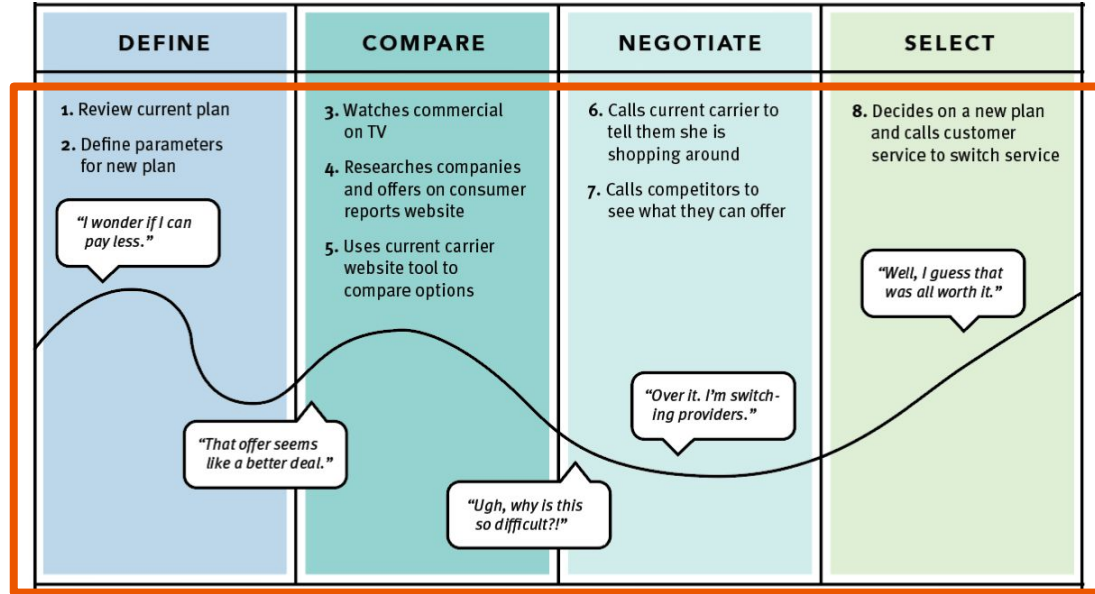


Actions, Thoughts, Emotions

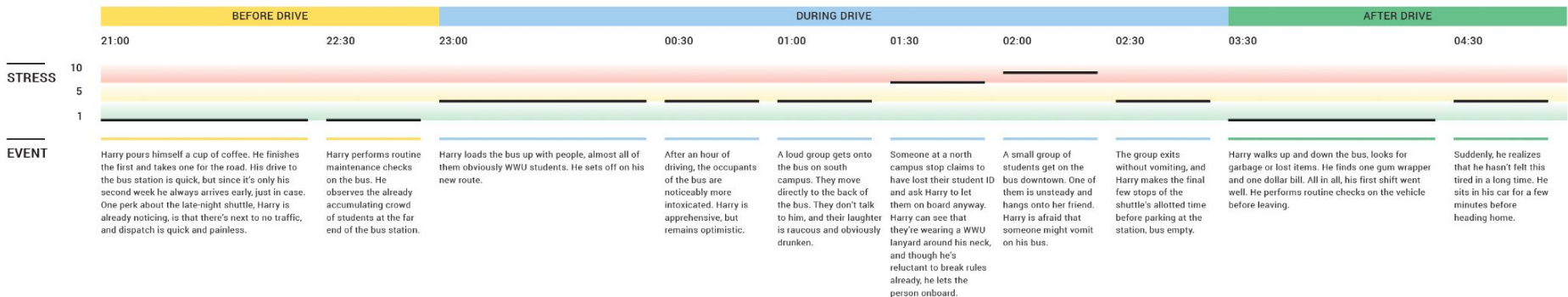
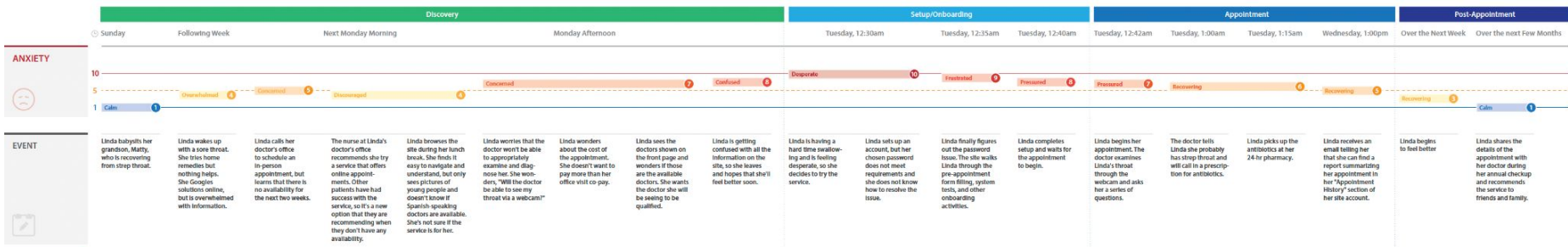
Actions are the actual behaviors and steps taken by users.

Mindsets correspond to users' thoughts, questions, motivations, and information needs at different stages in the journey.

Emotions are plotted across the journey phases, literally signaling the emotional "ups" and "downs" of the experience.



*could be a little clearer what the emotions are on the waveform.



*missing thoughts or mindset

The Insights

The solutions should vary based on the goal the map supports, but the map can describe the **insights** and **pain points** discovered, and the **opportunities** to focus on going forward.

FINDING						
	Baby Boomers trust their primary care physician the most when seeking information related to health conditions.	Baby Boomers may feel discouraged when they don't feel like the service represents them and their needs.	Baby Boomers are concerned about how a doctor will diagnose and treat them without physical touch before engaging in an online appointment.	Baby Boomers want to know the cost of an online appointment and if it would be covered by their insurance company before trying the service.	Baby Boomers are concerned about the credentials of the doctor they will be meeting with.	Baby Boomers prefer clean, direct, and simple web pages that include only the information they need and nothing more.
RECOMMENDATION						
	Virtual healthcare providers should establish trusted relationships with primary care physicians in order to increase patient referrals.	Virtual healthcare providers should ensure that photos on their site represent the Baby Boomer population.	Virtual healthcare providers should include case studies and videos that detail how doctors treat different conditions.	Virtual healthcare providers should ensure cost and insurance coverage information is clearly stated and easy to find on the landing page.	Baby Boomers are concerned about the credentials of the doctor they will be meeting with.	Virtual healthcare providers should ensure information on cost, insurance, doctor credentials, how the service works, and what they treat can be immediately found on the landing page.

Biker Journey

Opportunities for Innovation

If drivers knew how scary it is when they drive too close to the bike lane, or even on the line, they probably would be more conscious of the space they allow.

How can a driver be successfully alerted that they are driving too close to the bike lane?

How can drivers in oncoming traffic be persuaded to hug the outer edge of a road in order to allow a passing car give more room to a biker?

How can drivers be alerted when there is a bike approaching from behind obstructions such as other vehicles, bushes, or blind corners.

How can drivers be alerted that a biker wants to merge into the lane ahead of them if they aren't paying close enough attention to notice the biker's hand signals?

Bus Driver

FINDING

Drivers are forced to put up with inconsiderate behavior, and are often ignored by passengers even though passengers expect them to be in constantly good spirits.

Drivers are constantly confronted by passengers who refuse to or cannot pay fare. It is up to the driver's discretion whether or not to allow passengers to board anyway; drivers have to make decisions that may affect them and the other passengers.

Drivers are responsible for what passengers do to their bus: they have to clean the buses, not to mention deal with heavily intoxicated people on a daily - or hourly - basis.

Drivers of late-night shuttles - as well as drivers who work early morning shifts, 12-hour shifts, etc. - often keep sleep schedules that may impact their health and social lives.

SUGGESTS

Passengers need to see drivers as human, to recognize their worth and be considerate of them. Emphasize the fact that service providers are deserving of respect.

Passengers take advantage of drivers: remind passengers that bus drivers do not create the system, that they are only trying to do their jobs, which includes receiving bus fare.

Reinforce that it is the passengers' duty to maintain the cleanliness of the bus, that they should respect their environment and the bus driver's effort.

Drivers keep hard schedules, and it's just one of many daily stressors that could be avoided or lessened.



All Together

The Lens

The Experience

The Insights

LINDA MARTINEZ: Profile & Journey



Demographics

- 61 Years Old
- Lives in Suburbs of Renton, WA
- Married with 2 kids
- Works part-time as accountant at law firm



Health

- Tries to stay active and is generally conscious about health, but does not like seeing a doctor unless absolutely necessary



Medical Preferences

- Fluent in English, but most comfortable speaking Spanish, her native language
- Visits a Spanish-speaking doctor



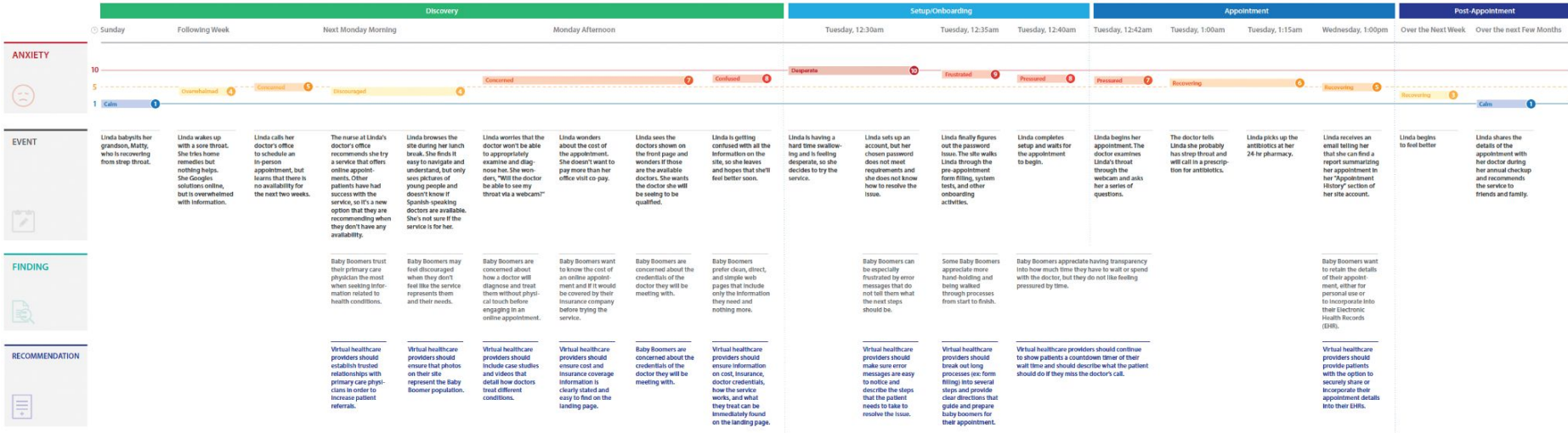
Technological Capabilities

- Uses computer for basic needs (ex: word, internet searches, email, etc.)
- Does not consider herself tech-savvy—often calls her kids for help



Hobbies

- Enjoys gardening, cooking with home-grown vegetables and looking after her grandson



Harry Thompson

UX Mapping / Profile & Journey

DEMOGRAPHICS

53 y.o.
Bellingham, WA
BA from UW
Two children, ex-wife
African American
Average height/weight

DRIVER EXPERIENCE

New driver, second week on the job.
New shift with the WWU Shuttle from 11AM to 3AM.

TECHONOLOGICAL CAPABILITIES

Harry is decent with technology, has a semi-new smartphone and a comp.
Good with hardware, bad with software.

NEEDS

To get passengers from Point A to Point B safely and on time.

DESIRES

To feel secure and comfortable at his job;
to learn the system and develop a rapport with passengers and coworkers.

SENSE OF OWNERSHIP

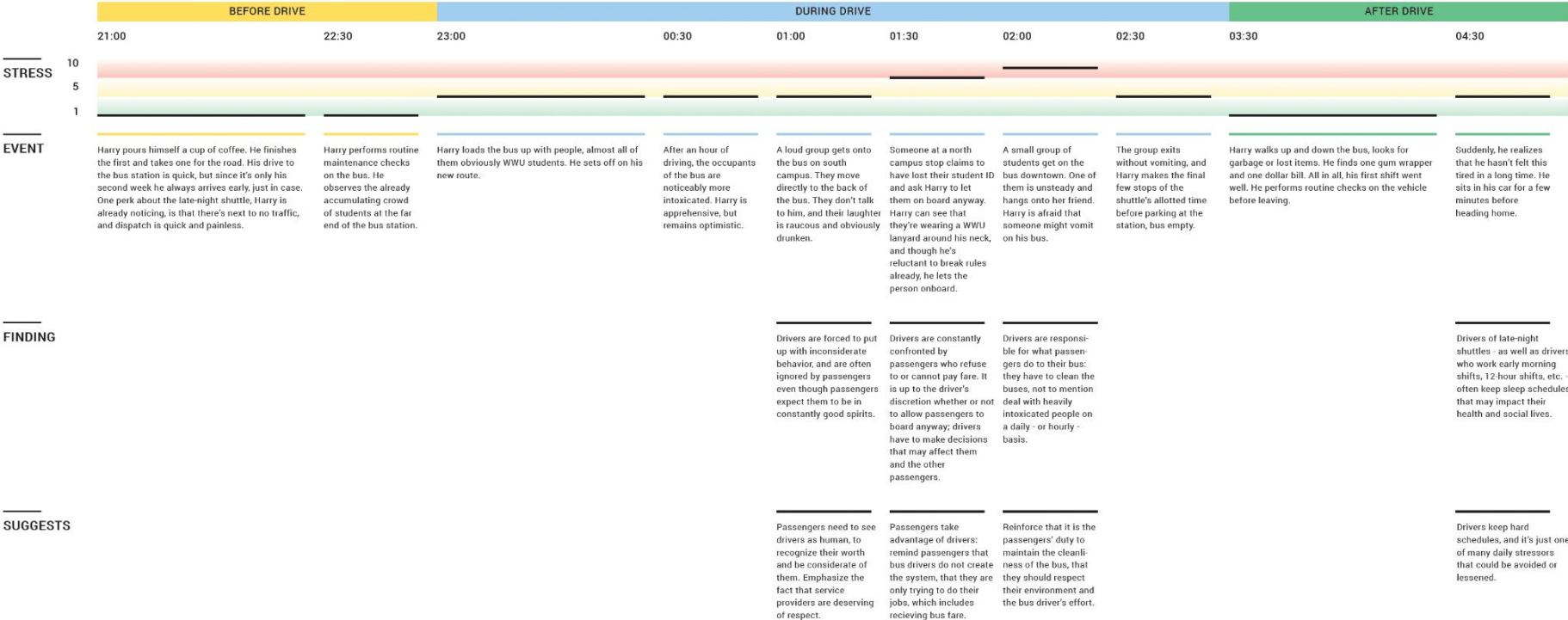
1 2 3 4 5

INTRINSIC REWARD

1 2 3 4 5

HOBBIES

Hiking
Family time
Reading
Fishing



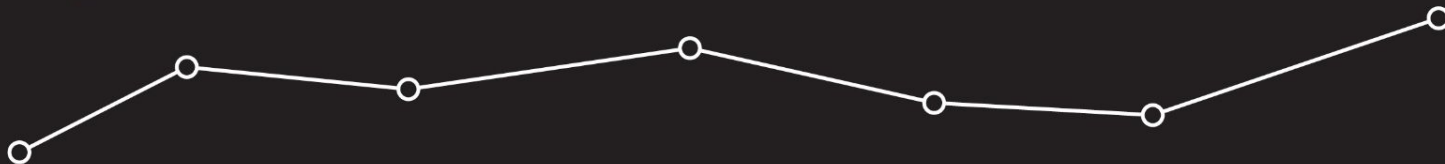
Biker Journey



*This one is missing persona, scenario, user goals, and journey phases. But has good examples of everything else.

Hard-of-Hearing Moviegoer Journey (Device-Preferring)

Anxiety Level



Tasks

Go to theater

Purchase ticket
at box office

Find accommodations

Speak with employee about
accommodations device

Acquire device

Go into movie theater

Activate device & watch movie

Pain Points

I can hardly hear the attendant behind the glass. I keep asking them to repeat themselves more slowly so I can lipread better, now everyone is staring.

Okay, I've got my ticket. Who do I talk to for accommodations? I don't see any signage...I guess I'll go to concessions.

They've got no idea what's going on.

They're getting their manager to ask about it. I hope they get back in time, my movie is starting soon.

They only had the cupholder device, not my favorite, but I guess it will do for now. Hopefully it will work, last time was a disaster.

It's going well so far, but the captions are starting to flicker in and out, I think it's out of battery!! Ugh. I'm going to have to get another one. I'm sick of this.

Opportunities

UK users have more access to readable POP for tickets like a machine or kiosk, this might alleviate frustration

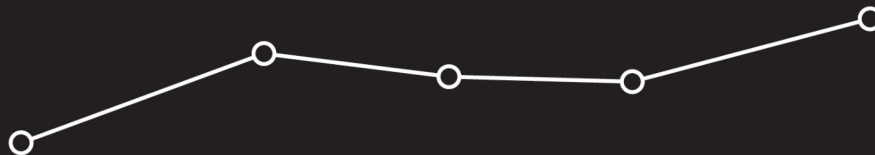
If users had more access to signage and wayfinding or kiosks for devices, they could more quickly and discreetly access what they need.

If users had more options at an accommodations station, they would have a much easier time customizing their experiences to suit their accessibility needs.

If there was a device station or point-of-access, users and employees wouldn't have to worry about charging so long as devices were put back or collected after the showing.

Hard-of-Hearing Moviegoer Journey (Caption-Preferring)

Anxiety Level



Tasks

Look up captioned show times and pick a theater

Go to the box office and purchase a ticket

Order food

Go into movie theater

Watch movie with captions

Pain Points

The showtimes are all during working hours, am I going to be able to go? Here's one, but it's much farther away.

I can hardly hear the attendant behind the glass. I keep asking them to repeat themselves more slowly so I can lipread better, now everyone is staring.

I hope the captions are working today.

The captions aren't on, guess I'll go get an attendant and hope they know how to turn them on...Maybe I can get a refund or discount?

Opportunities

If users could have more/quicker options to find an accessible showing, it might take some of the stress off

UK users have more access to readable POP for tickets like a machine or kiosk, this might alleviate frustration

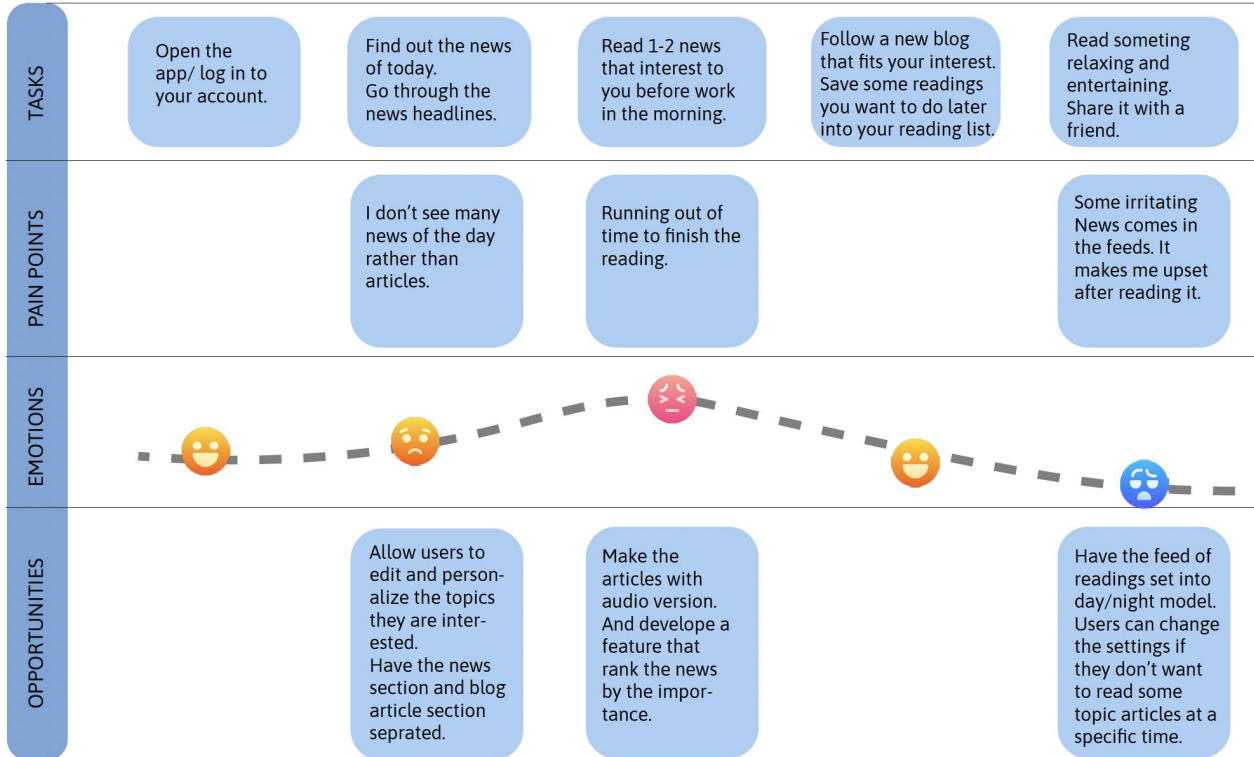
How can we create a more reliable captioning experience that is easier for both attendants and HoH users?

PERSONA

Mavis, 27, college student,
design major

SCENARIO

Mavis likes art, design, plants, movie, music, travel, etc. She is a new user to Medium who is still exploring the features, she recently wants to know more information about Covid-19, and news about racism issues.

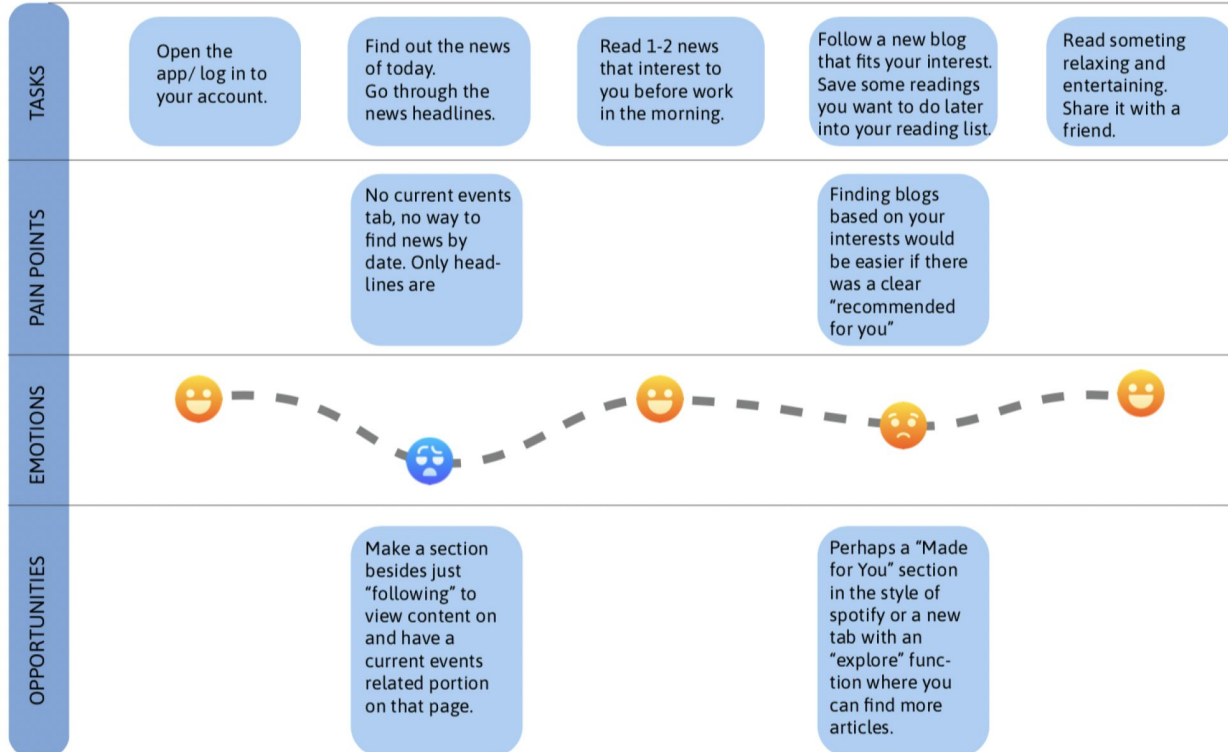


PERSONA

Brookelyn, 20, college student, design major

SCENARIO

Brookelyn enjoys art, design, meditation, cooking, horror movies, and true crime podcasts. She is a novice Medium user who would like to learn how to use medium more effectively to find more articles about health.



Analyze Findings

CUSTOMER JOURNEY MAP *Shopping for a New Car*



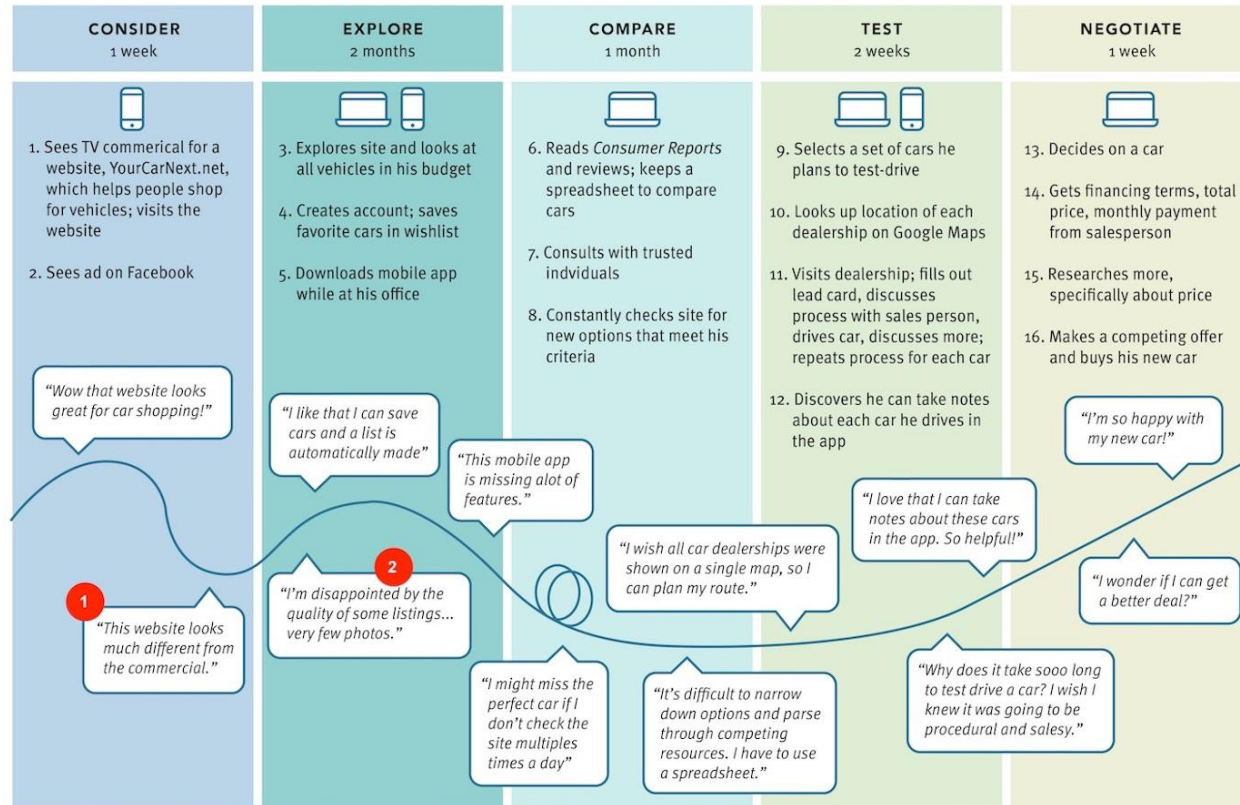
EMOTIONAL ERIC

Eric is an emotional car buyer. He purchases based on aesthetics and status.
Scenario: Eric recently moved to the area. He is shopping for a car that is fun to drive and dependable enough for use for everyday commuting.

EXPECTATIONS

- Ability to compare cars and their breakdowns
- Good photography with closeups, inside and out
- Video overview of car with demonstrations

Look for points in the journey where expectations are not met.



CUSTOMER JOURNEY MAP *Shopping for a New Car*



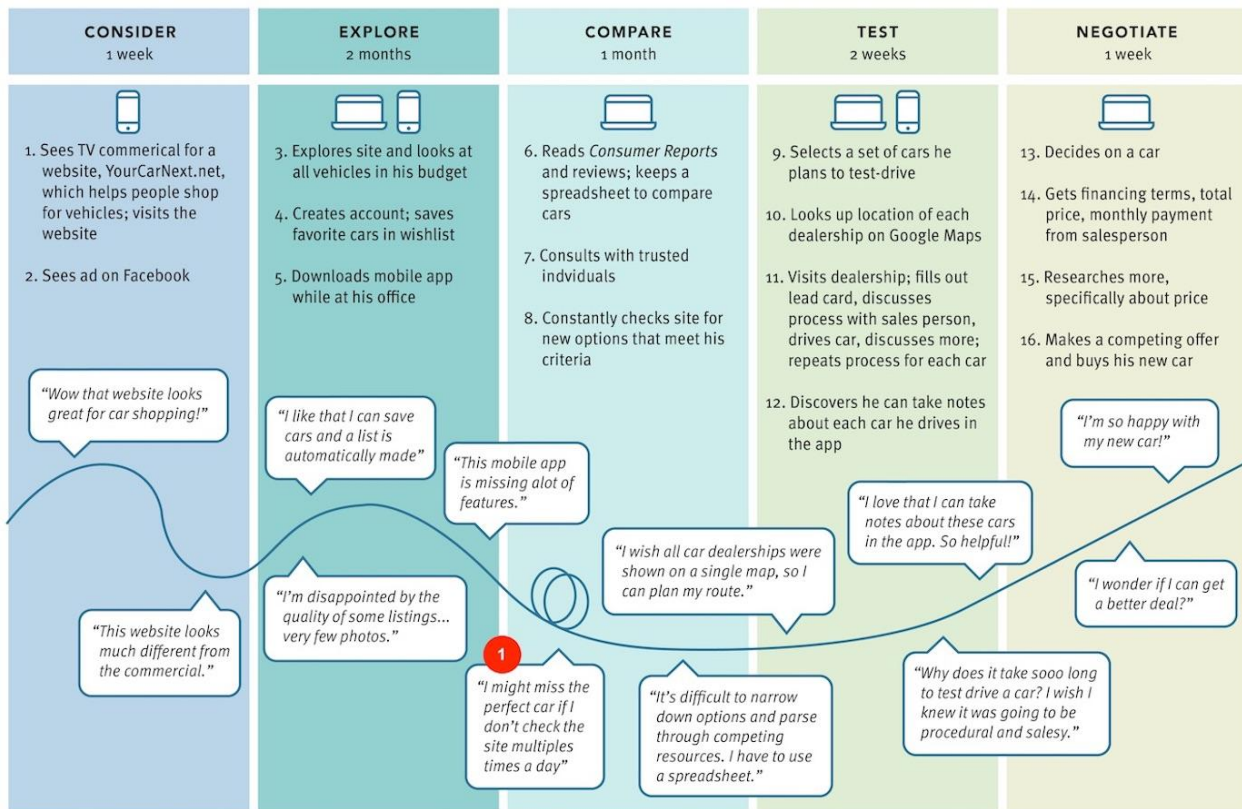
EMOTIONAL ERIC

Eric is an emotional car buyer. He purchases based on aesthetics and status.
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EXPECTATIONS

- Ability to compare cars and their breakdowns
- Good photography with closeups, inside and out
- Video overview of car with demonstrations

Identify any unnecessary touchpoints or interactions.



CUSTOMER JOURNEY MAP *Shopping for a New Car*



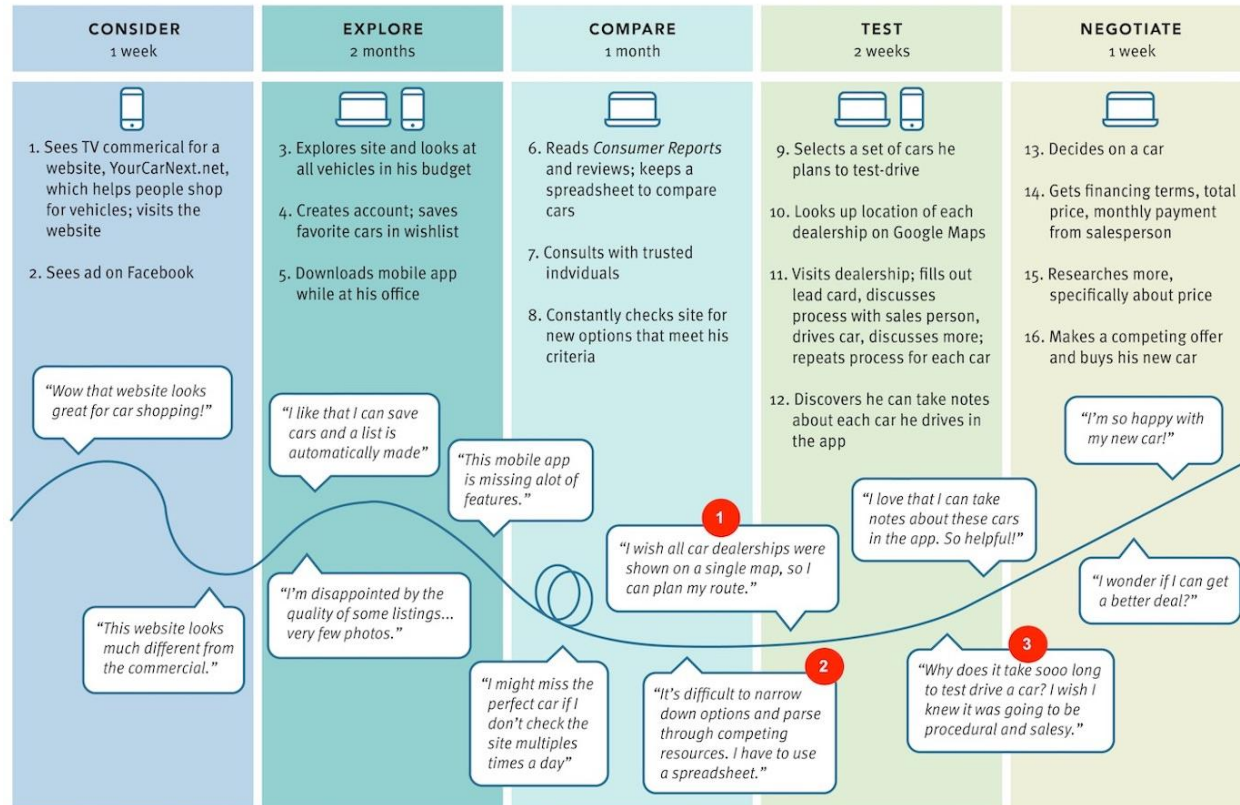
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EXPECTATIONS

- Ability to compare cars and their breakdowns
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Identify the low points or points of friction.



CUSTOMER JOURNEY MAP *Shopping for a New Car*



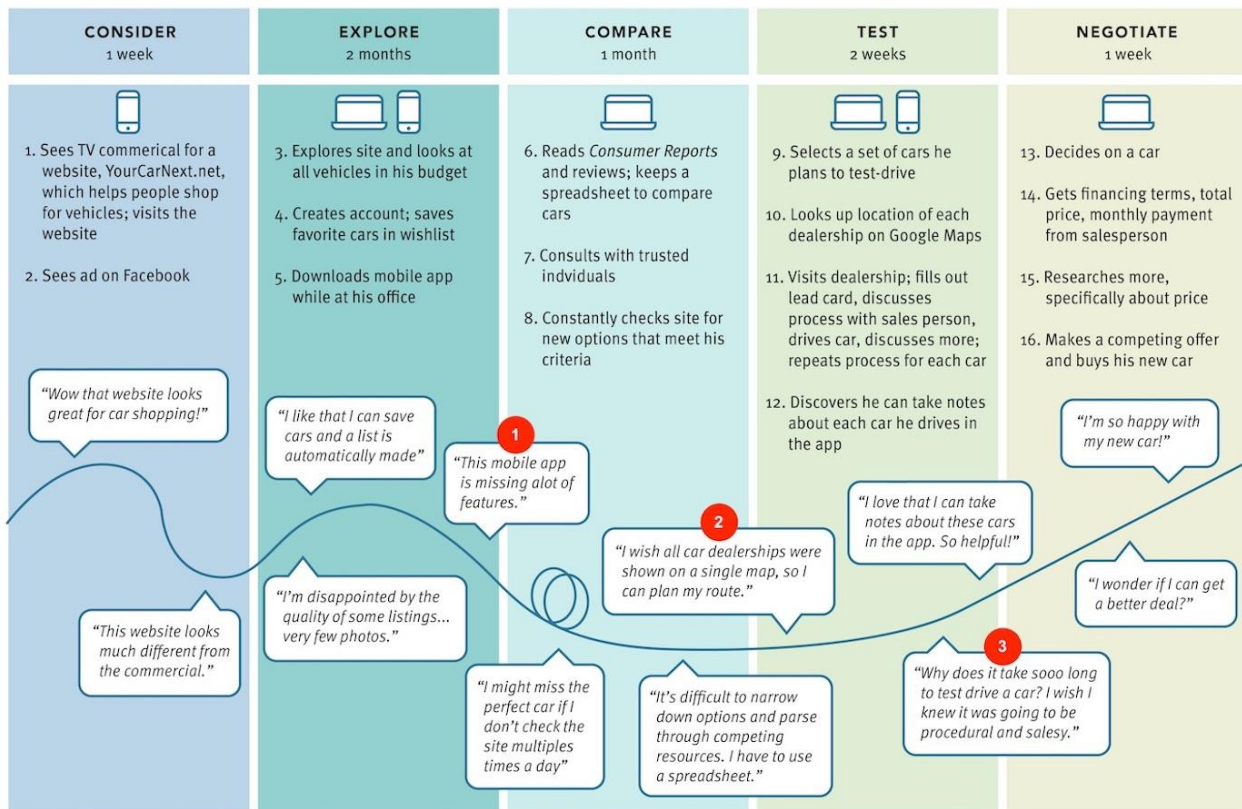
EMOTIONAL ERIC

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Scenario: Eric recently moved to the area. He is shopping for a car that is fun to drive and dependable enough for use for everyday commuting.

EXPECTATIONS

- Ability to compare cars and their breakdowns
- Good photography with closeups, inside and out
- Video overview of car with demonstrations

Pinpoint
high-friction
channel
transitions.



CUSTOMER JOURNEY MAP *Shopping for a New Car*



EMOTIONAL ERIC

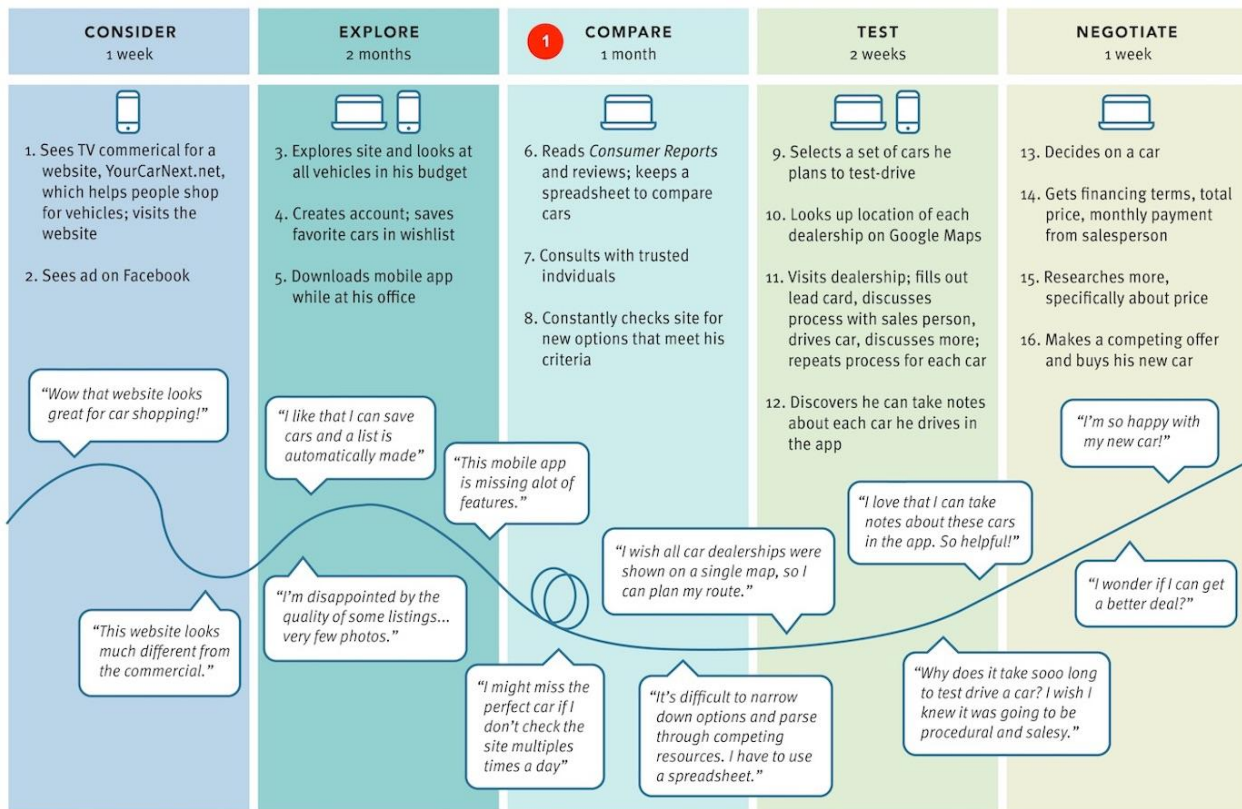
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EXPECTATIONS

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Evaluate time spent.



CUSTOMER JOURNEY MAP *Shopping for a New Car*



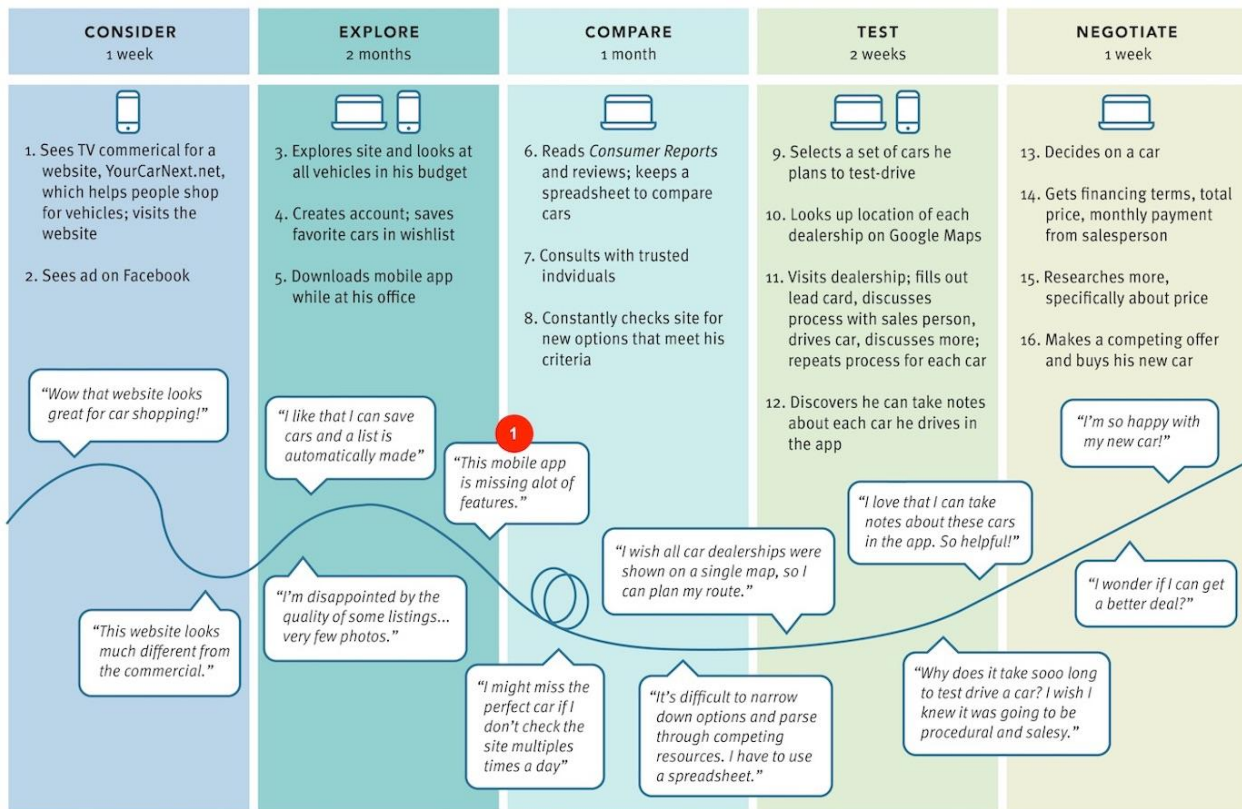
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EXPECTATIONS

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- Good photography with closeups, inside and out
- Video overview of car with demonstrations

Look for moments of truth.



CUSTOMER JOURNEY MAP *Shopping for a New Car*



EMOTIONAL ERIC

Eric is an emotional car buyer. He purchases based on aesthetics and status.
Scenario: Eric recently moved to the area. He is shopping for a car that is fun to drive and dependable enough for use for everyday commuting.

EXPECTATIONS

- Ability to compare cars and their breakdowns
- Good photography with closeups, inside and out
- Video overview of car with demonstrations

Identify high points or points where expectations are met or exceeded.

