

Constructing Models

COSC 480: User-Centered Design

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Announcements

- Google NYC Trip
- Guest speakers
 - Erin Brady this Friday
 - Yu Chen next Monday
- T3 due next Wednesday
- PR3 due next Friday



Chapter 6: Constructing Design- Informing Models

Models

- A model is an abstraction that strips away unnecessary details and views an entity from a particular perspective
- Models allow us to:
 - Focus on the important parts of the entity
 - Ignore parts of the entity that are irrelevant
 - Hypothesize and reason about the entity

Journey Maps

- A user journey map tells the story of a user's experience with a product or service from initial contact, through engagement, and into a long-term relationship
- Graphic: provides a visual representation of the journey
- Interpretation: draws upon both contextual inquiry and contextual analysis
- Tells the user's story over time and across channels
- Tells the story from the user's perspective.

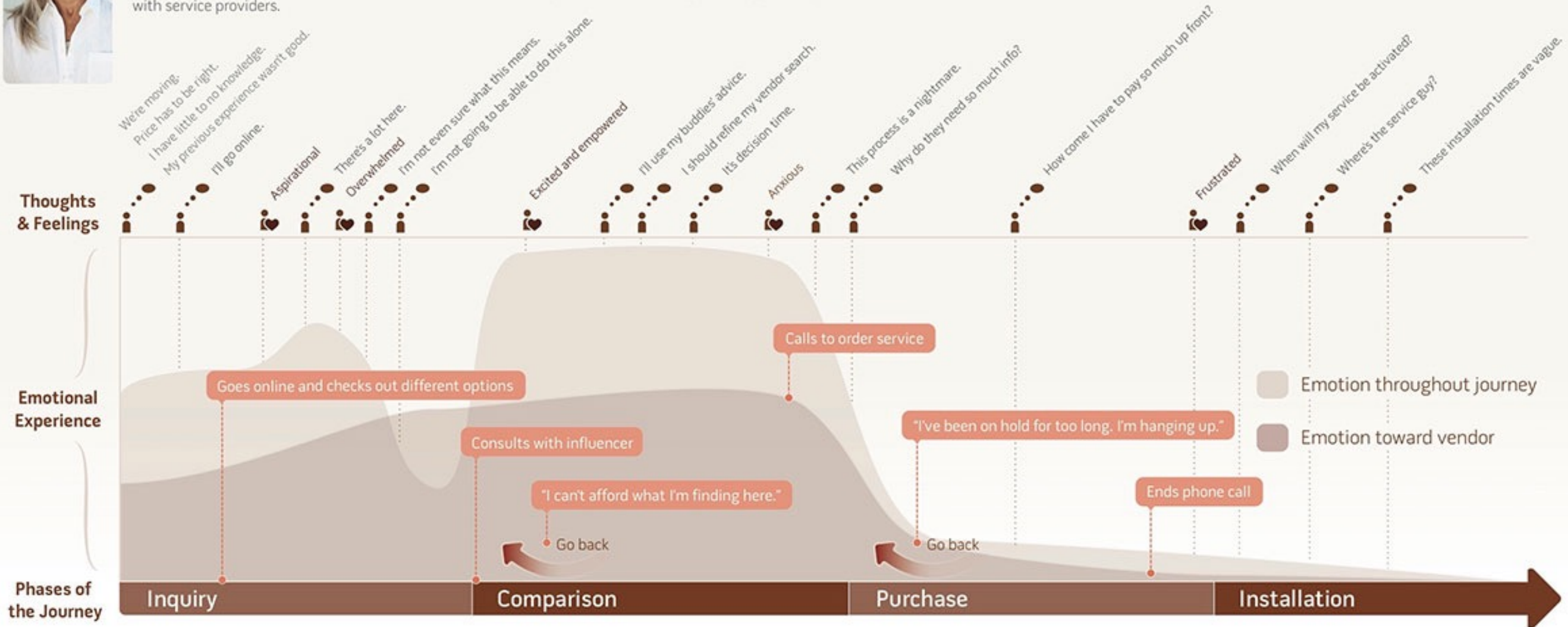
Journey Map Elements

- **Personas.** Main characters that illustrate the needs, goals, thoughts, feelings, opinions, expectations, and pain points of the user
- **Timeline.** Finite amount of time (e.g., 1 week or 1 year) or variable phases (e.g., discovery, decision-making, research, activity experience, reflection)
- **Emotion.** Peaks and valleys illustrating frustration, anxiety, happiness etc.
- **Touchpoints.** User actions and interactions with the experience ecosystem—this is the what the customer is doing (e.g., ‘make a reservation’)
- **Channels.** Where interaction takes place and the context of use—where users are interacting with the experience ecosystem (e.g., ‘make a reservation online with a mobile phone’)



Sarah's Broadband Provider Journey

Sarah is moving her family of three. She knows she's going to need phone and Internet service. The effective and contextual factors that will affect Sarah's choice in broadband vendors are price, and her existing knowledge of and previous experience with service providers.



Phases of the Journey	Inquiry	Comparison	Purchase	Installation
Description	The Inquiry phase features the reasons people are shopping around for new service. These are usually related to moving and relocation, an upgrade to existing service or hunting down new deals. Moving is the biggest reason.	The potential customer comes into the Comparison phase usually armed with the right info and tech jargon and is looking for the lowest cost. Customers tend to be brand agnostic. If they can't find the right price or the right services, they may leave and go back to Inquiry.	The Purchase phase involves the provider requiring quite a bit of personal info. The order flow tends to be complex, and the process can be all over the map. There is a sense of delayed gratification – waiting on service installation and activation.	The Installation phase is the handoff from customer service to the installer. There are usually scheduling conflicts among all parties involved. This phase can be somewhat painful for the customer in dealing with the installer.
Recommendations	Design homepages with separate, targeted call-out areas lying above the fold, tailored for residential and tech-savvy customers. Internal product areas should include basic plain-English product descriptions and large price points with a clear call to action. Bullet points should include keywords that summarize options and features typically found in product datasheets.	Use IP location services to geo-locate customers – removing the current service address roadblock. This allows users to configure services before adding them to the cart and reflects bundled price discounts in a clear and obvious manner.	Reduce the amount of information required by streamlining and improving any areas that contain form fields, using industry best practices. Work on setting expectations for the Installation phase with phone customer service reps to improve the overall experience with your brand.	Many factors converge to make this phase of the customer journey unpleasant. Providing accurate arrival times, courteous technicians and clear instruction materials during Installation can help alleviate the negative experience in this phase. Also, consider having leave-behind customer comment cards so customers feel empowered to give feedback into the process.

MOBILE COMMERCE STRATEGY & TACTICS

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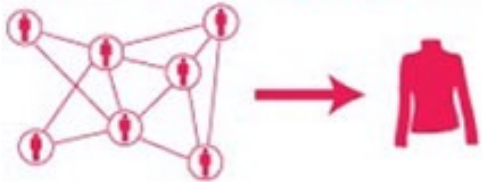
“FLASH SALE” DISCOVERY

Power product discovery and engagement by pushing daily, category-based, “Flash Sales.”



SOCIAL CURATION

Instead of editorially-driven merchandising, enable influencers to elevate and share products to influence purchase decisions.



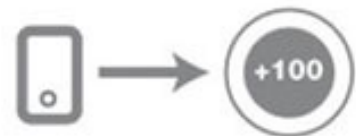
LOCAL DISCOUNTS

Drive consumers into stores, via location-based discounts.



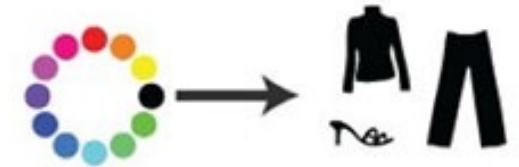
MOBILE LOYALTY PROGRAM

Re-engage and reward consumers by enabling them to earn discounts when they check-in to retail stores.



NATIVE FUNCTIONALITY

Take advantage of key features of the device, like providing consumers with a useful and engaging way to scan everyday objects, identify a color hue, and quickly find matching products.



MOBILE & RETAIL CONVERSION

The ultimate goal is to drive commerce from the mobile experience, as well as drive consumers into retail stores.

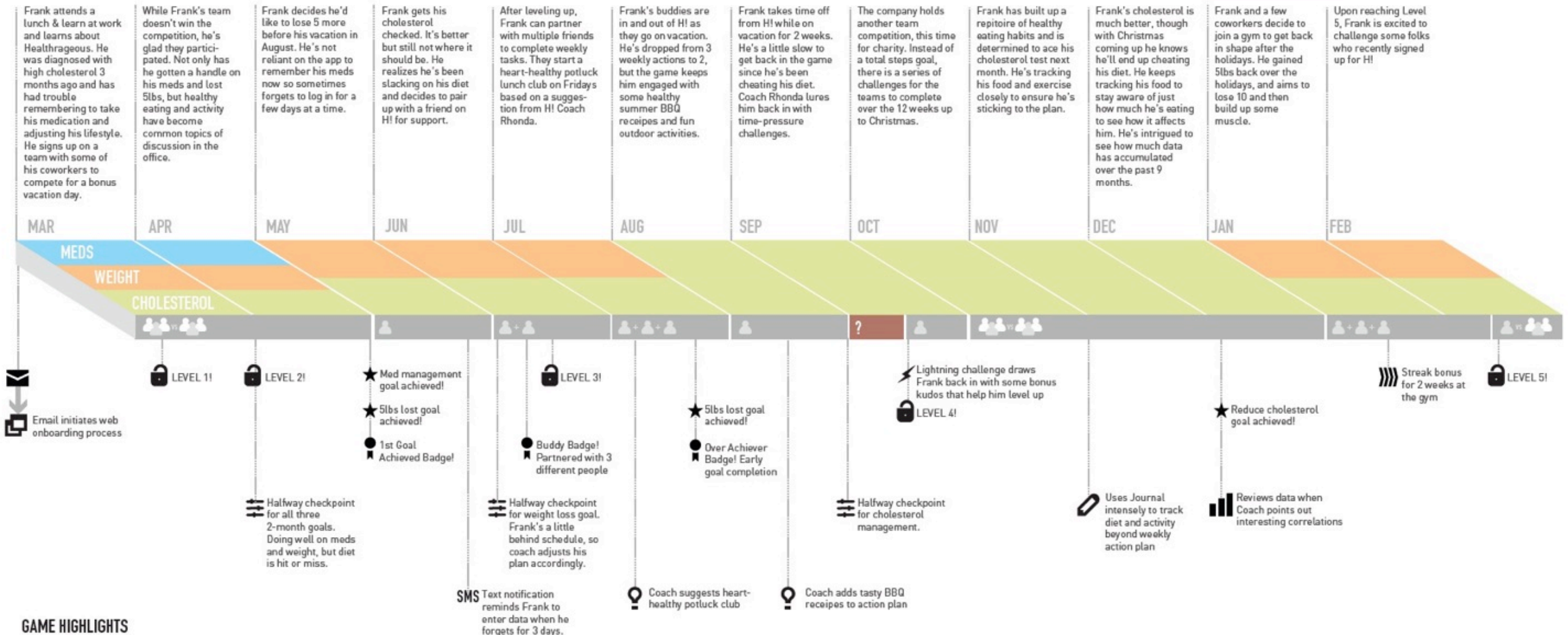


PLAYER JOURNEY



FRANK 43, Call Center Manager, Family Man
Recently diagnosed with high cholesterol

GADGETS: Pedometer, Wireless Scale in Office, Smartphone
GOALS: 100% Med Adherence, Lose Weight, Reduce Cholesterol



GAME HIGHLIGHTS

- SCHEDULED NOTIFICATIONS**
- DAILY** Mobile medication reminders & logging
- FRIDAY** End-of-week checkpoint
- SUNDAY** Summary of past week
- MONTHLY** Goal progress & maintenance report

SAMPLE ACTION PLANS & KUDO SCORES

WEEK 1 [MAR]	WEEK 8 [APR]	WEEK 18 [JUL]	WEEK 22 [AUG]	WEEK 27 [SEP]	WEEK 36 [NOV]	WEEK 47 [FEB]
<ul style="list-style-type: none"> Take medication when reminded by HI mobile app Walk 2500 steps per day [for team competition] Buy olive oil to use instead of butter 	<ul style="list-style-type: none"> Take medication without being reminded by HI mobile app Walk 4500 steps per day [for team competition] Play frisbee with the kids 	<ul style="list-style-type: none"> Cook 3 healthy meals this week Go for a 5-mile bike ride Healthy potluck lunch [with Jim, Sally, Mark] 	<ul style="list-style-type: none"> Healthy BBQ with family Swim for 5 hours 	<ul style="list-style-type: none"> Make a healthy fruit dessert [do it tonight for bonus kudos!] Walk 5000 steps per day 	<ul style="list-style-type: none"> Track meals in journal Eat 15 servings of veggies [for team competition] 	<ul style="list-style-type: none"> Go to the gym 4x Pack a new lunch food for you and the kids Walk more than a Level 1 group [versus Erik, Yang, Cory]
2 1 per action	18 1 per action + x2 completion bonus + x2 competition kudos for 3rd place	19 1 per action + 8 co-op bonus + 10 goal completion bonus	5 1 per action - 1 sponsor penalty + 5 goal checkpoint evaluation	14 1 per action + 5 lightning bonus + x2 completion bonus	4 1 per action + 2x completion bonus	26 1 per action + 8 streak bonus + 4 challenge win + x2 completion bonus