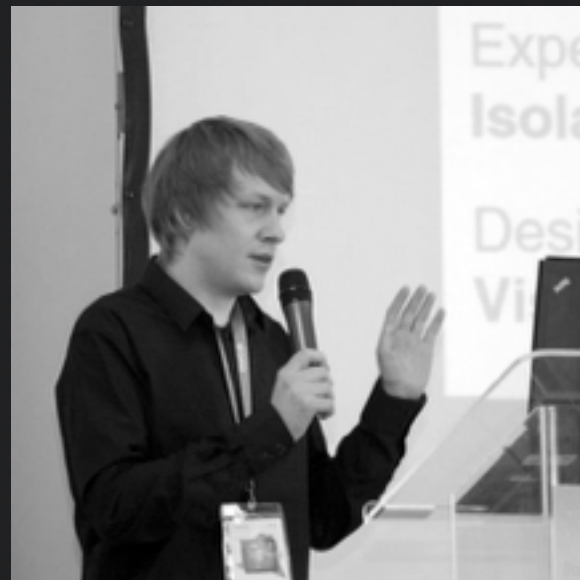


stroomt
interactions

Iwan Cuijpers

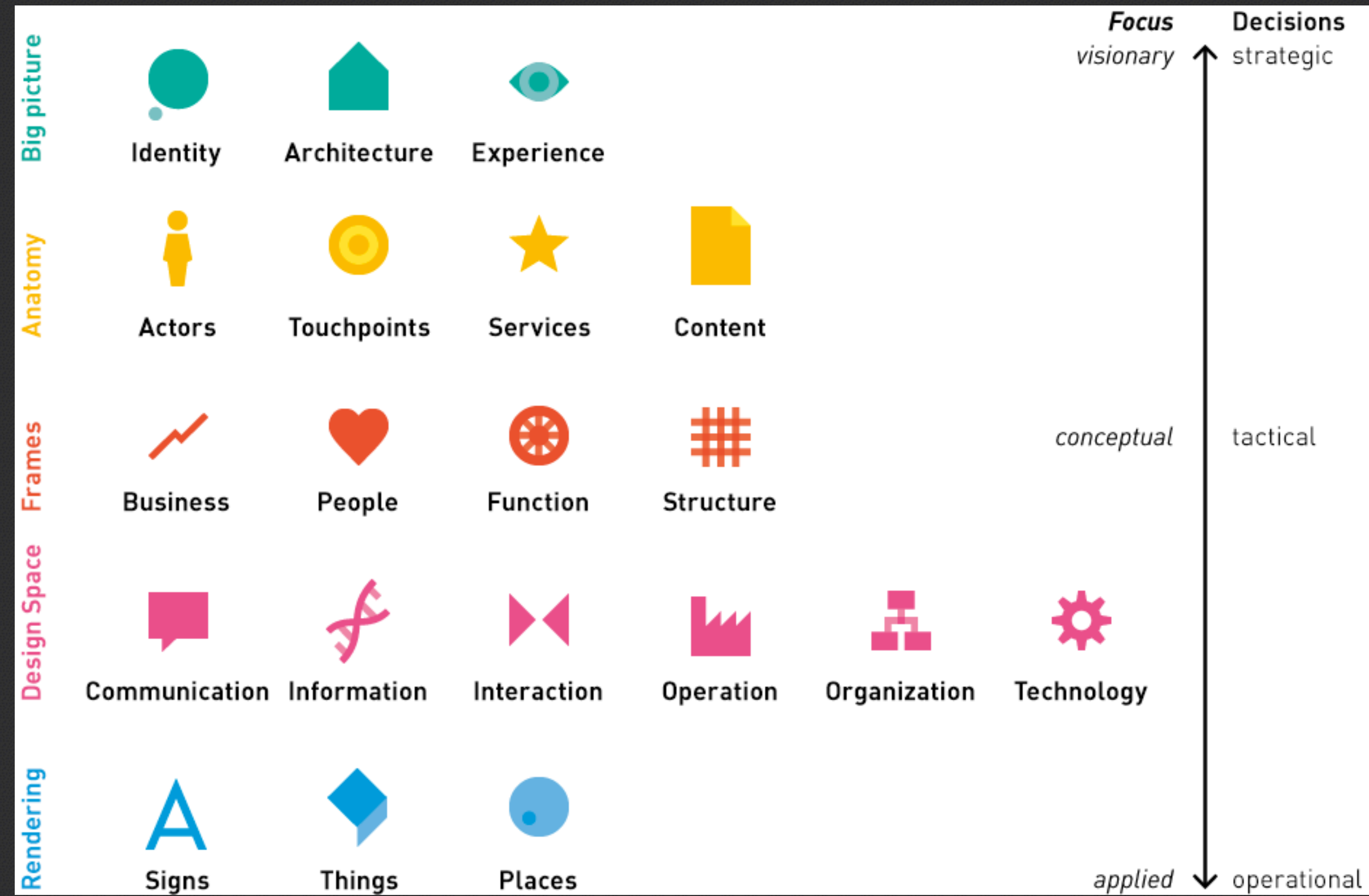
User
Enterprise design **Experience**

A dark, grayscale photograph of a person's hands holding a tablet. The tablet screen shows a data dashboard with various charts and tables. The person is wearing glasses and a watch. The background is dark and out of focus.



Milan Guenther

Intersection





Donald Norman

Sinds 1998: Nielsen Norman Group

Voorheen: IDEO - HP - Apple



Gebruikers



Gebruikers



Gebruikers

MICHAEL

High-school English teacher

Michael is convinced technology is a good thing for his classes and his students, but in practice, it's a struggle for him to translate the potential into reality. Michael is our primary design target representing all teachers. If we design well for him, almost all teachers benefit.

“I still live in a paper world. Technology hasn't made my life any easier.”

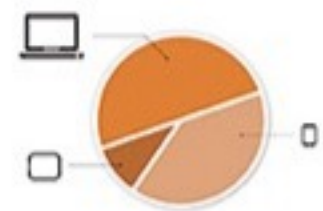
His frustrations

- He's overwhelmed with admin work, so he rarely spends ten to fifteen hours a week on attendance, grading, and reports.
- He's under constant pressure with performance monitoring and figuring out how to meet the increased demands of the Common Core.
- Technology just seems to be adding to his workload.
- He doesn't want to read instruction manuals - he wants to be able to figure it out as he goes along.
- Keeping his students engaged is a huge challenge. He's hopeful, but uncertain that technology can solve this.

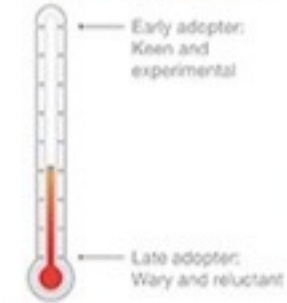
Design goals

- ✓ Focus on getting Michael over the hurdle of the initial user. Keep the initial experience as simple as possible. User in context so that it doesn't cloud the interface.
- ✓ Provide instruction contextually, where relevant. Michael shouldn't feel he needs to learn the whole system at once.
- ✓ Focus on solving his problems and simplifying his job.
- ✓ Make it clear how products support whole class, small group, and individual learning.

Technology:



Technology adoption



HOUGHTON MIFFLIN HARCOURT
UNIVERSAL EXPERIENCE DESIGN

Head to www.hhcentral.com/personas for more details and downloads.

EMILY

14-year-old ninth-grader

Texting is a way of life for Emily, and ever since she got her mom's old iPhone, she can't get off it. She's constantly multi-tasking, or constantly distracted, depending on your point of view. Emily represents students in Grades 6 to 12 (who are twelve to eighteen years old).

“I'm always checking my phone. I practically sleep with it!”

Technology design guidelines

- ✓ Her expectations are high. Emily spends most of her time on apps and websites that have a high degree of polish and design. She quickly spots outdated designs with low production value, particularly in audio voice-overs, so don't have shortcuts in production.
- ▲ Be authentic. She has a highly tuned detector of phony. Don't try to be cool. Don't try to look like a teenager.
- ✓ Keep tasks brief and the information focused, because you're constantly battling distraction. Make it clear how your content is relevant to what Emily needs to learn.
- ▲ Be careful with enabling student comments in products. Emily and her friends are wary of negative feedback from their classmates, and she's usually aware of how her classmates perceive her.
- ✓ Design with the same best practice usability guidelines as for adults.

Technology:



Reading ability



“Social networking” is an understatement.

Facebook is a staple for Emily, and editing and sharing photos on Instagram is even more fun.



She and her friends love to post comments on their self-made videos on YouTube.

Check out her friend's video and comments: www.url.ie/g13x



HOUGHTON MIFFLIN HARCOURT
UNIVERSAL EXPERIENCE DESIGN

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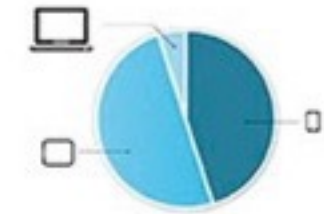
JAYDEN

5-year-old kindergartener

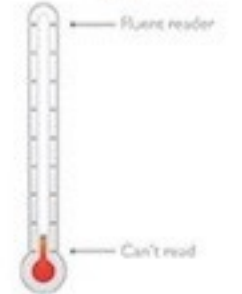
Jayden may be small compared to you, but in his own eyes, he's much bigger. It's annoying when people show him games or shows that are for little kids. After all, he's five! Jayden represents children in Pre-K to Grade 1 (who are four to six years old).

Technology: touch first

Jayden's technology experience is almost exclusively touch-based: the taps, swipes, and pinches everywhere. But he doesn't really understand a mouse.



Reading ability



Technology design guidelines

- ✓ Use characters for engagement and interaction. Jayden gets really excited about characters.
- ✓ Eliminate text, with only very basic exceptions, such as “Play” and “Go.” Pay attention to the timing of the audio, animations, and images for instructions. Keep the audio concise, and don't keep repeating it.
- ✓ Give frequent, positive feedback. Make sure he finds success in the first ten to twenty seconds of use.
- ✓ Reduce the number of buttons and controls. Be ruthless about eliminating non-essential functions.
- ✓ Make your design as forgiving as possible.
 - Check large target areas. Use big buttons. Don't crowd controls together.
 - Disable accidental triggers. Avoid or disable right-clicks and multi-touch. Expect rapid “tap tapping or sticking” (button-meat).
 - Expect Jayden to click on everything. Avoid showing clickable elements until they're ready to be clicked.
- ▲ Standard conventions that don't work for Jayden:
 - Scrolling. He needs not to see it. Avoid where possible. Provide instruction if it's essential.
 - Pop-up windows. Avoid pop-ups and dialog boxes entirely.
 - Drag and drop. Though more manageable on a tablet, this action can be tricky for Jayden as a PC will emulate.

“Elmo? Nah, that's for babies!”

Play with the games Jayden plays with.

Download and play the following apps:



Toca Robot Lab



Angry Birds



Faces iMake



Search on YouTube and watch:

“A Magazine is an iPad that does not work”



HOUGHTON MIFFLIN HARCOURT
UNIVERSAL EXPERIENCE DESIGN

Head to www.hhcentral.com/personas for more details and downloads.



Gebruikers

USERPERSONA stroomt interactions

Naam Iwan Cuijpers



Geslacht Man

Leeftijd 43

Familie Samenwonend, met 2 kinderen: Nora (5) en Koat (4)

Educatie Universiteit

Positie Managing partner, Design Lead, Project Lead

Kennis & Vaardigheden High level op zowel onderwerp als computer skills

Heeft als doel.. Hoger rendement halen op geld dat ik kan missen

Heeft als behoefte.. Controle over zijn geld en zijn keuzes

Softwarepakketten Office, Exact Online, Mac-producten

Sociale media LinkedIn, Facebook, Twitter

Zelfstandigheid Overlegt soms met zijn vriendin, maar beslist meestal zelf


Voorkeur voor device Tablet





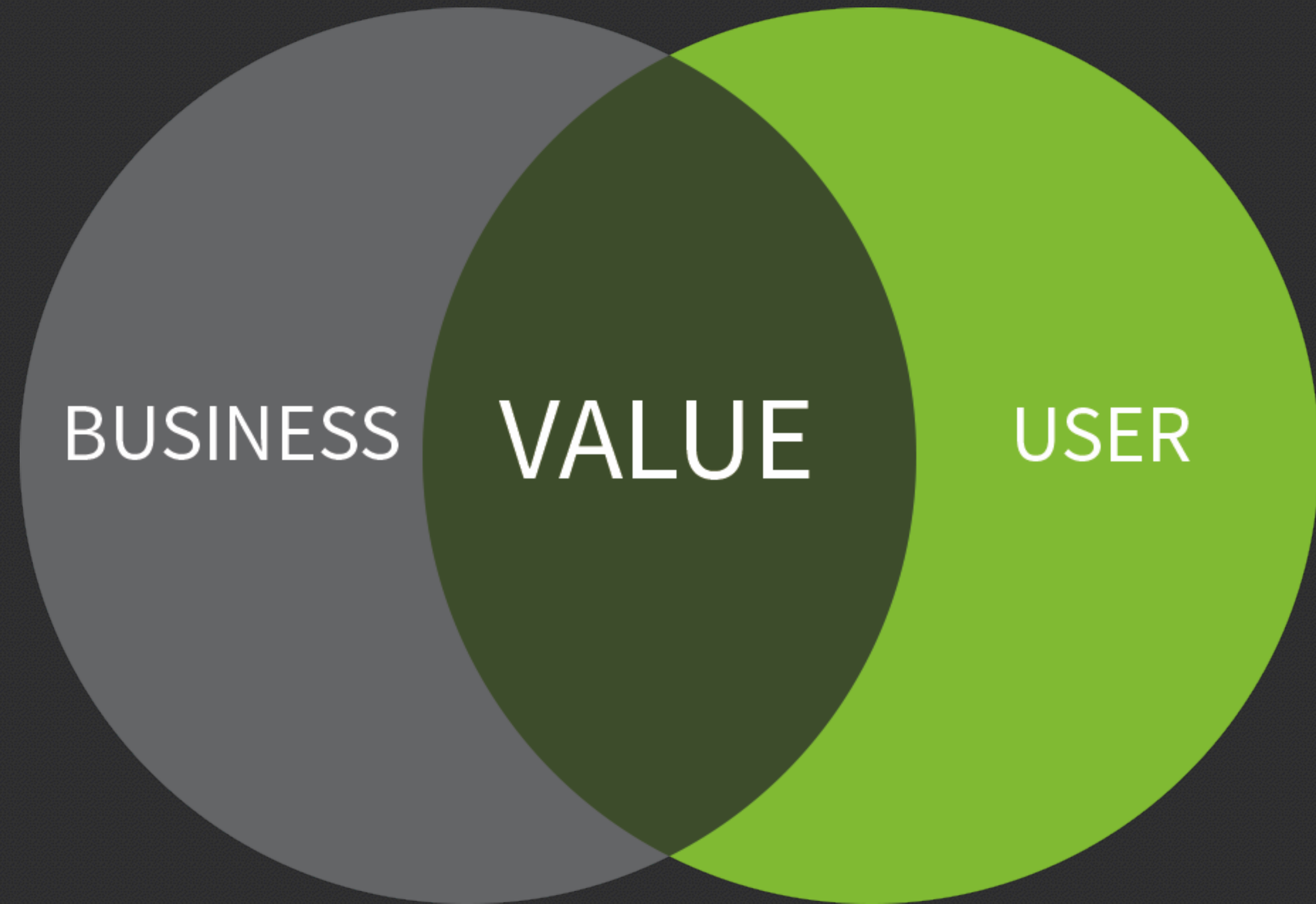
Waarde

Value in Context

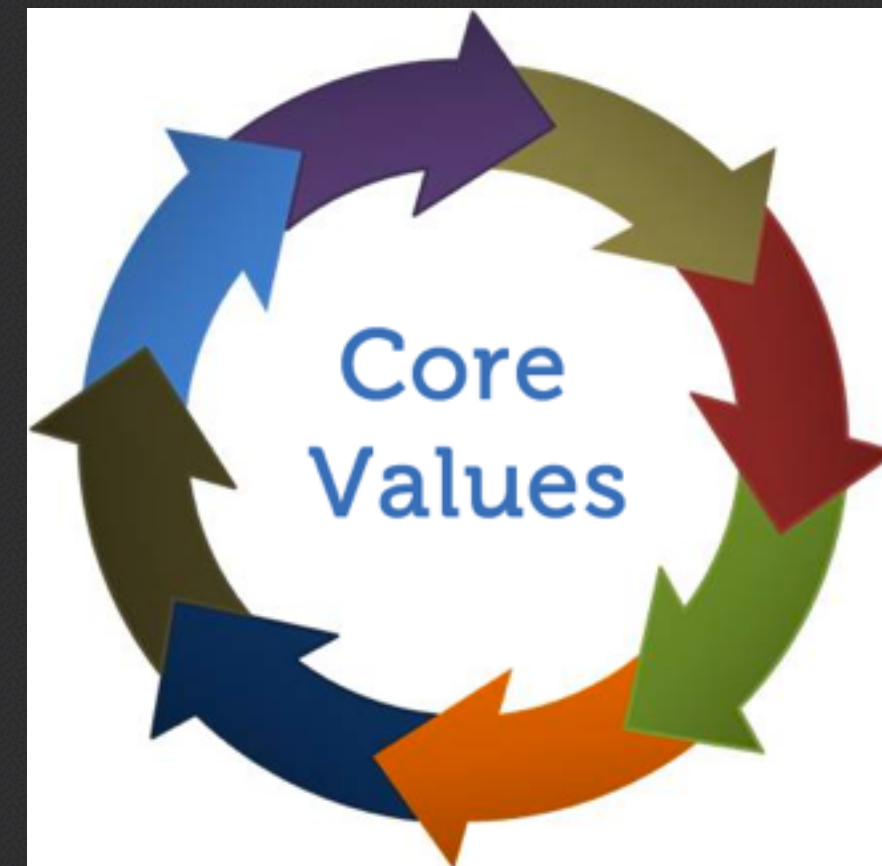
An aerial, high-angle photograph of a curved road or path. The road is light-colored and curves from the top left towards the bottom right. A single person is walking on the road, positioned in the upper right quadrant. The surrounding area is dark and textured, possibly a field or a large paved area. The overall tone is dark and moody.

Welke waarde
bied ik welke gebruiker
op welk moment
met welk doel?

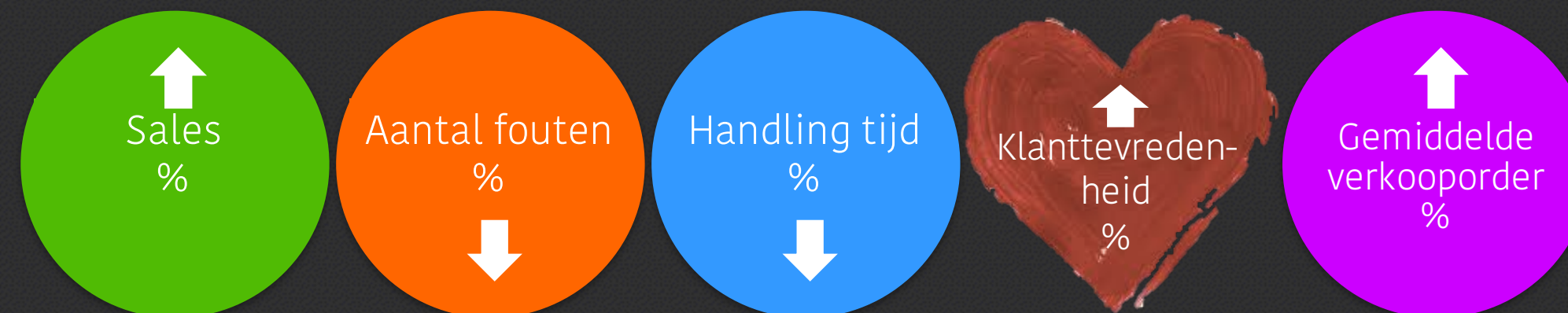
Waarde



Waarde



Waarde



Waarde



Waarde



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High-school English teacher

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“I still live in a paper world. Technology hasn't made my life any easier.”

His frustrations


- He has to spend a lot of time on technical issues.
- He has to spend a lot of time on technical issues.
- He has to spend a lot of time on technical issues.

Design goals

- Create a design that is easy to use and understand.
- Create a design that is easy to use and understand.
- Create a design that is easy to use and understand.

Technology adoption

Technology adoption is a process that involves the use of technology in the workplace. It is a process that involves the use of technology in the workplace. It is a process that involves the use of technology in the workplace.



UXO

EMILY

14-year-old ninth-grader

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Technology design guidelines

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Technology adoption

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UXO

JAYDEN

5-year-old kindergartener

Jayden may be small compared to you, but in his own eyes, he's much bigger. It's annoying when people show him games or shows that are for little kids. After all, that's how Jayden measures children in Pre-K to Grade 1 (who are four to six years old).

Technology: touch first

Reading ability

Technology design guidelines

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- Create a design that is easy to use and understand.
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“Elmo? Nah, that's for babies!”

Play with the games Jayden plays with.

Download and play the following apps:


- Toca Robot Lab
- Angry Birds
- Faces I Make

YouTube

She and her friends post comments on their self-made videos on YouTube.


Check out her friends' video and comments:

www.youtube.com/user/jayden123



UXO



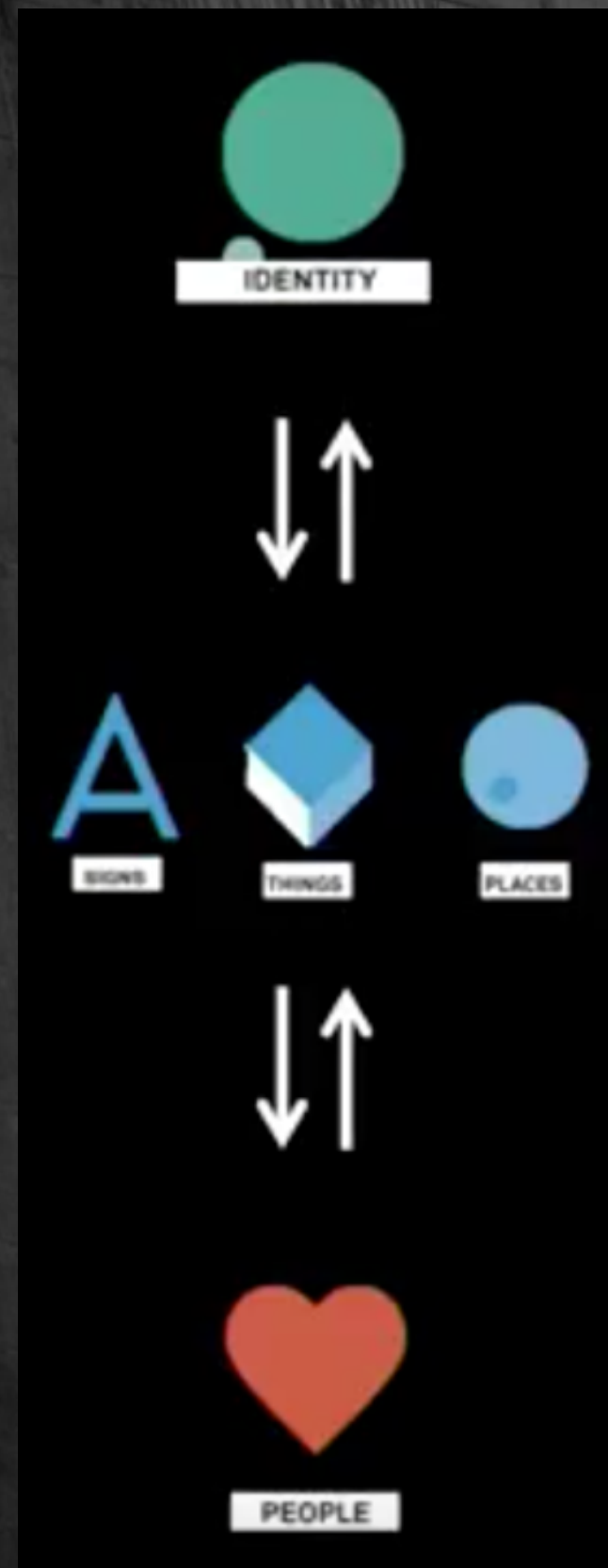
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Welke waarde
bied ik welke gebruiker
op welk moment
met welk doel?

Customer Journey map



Identiteit en emoties



Identiteit en emoties



Offering the lowest possible fares to customers.

Betrouwbaar en met Nederlands pragmatisme zorgen 32.000 KLM'ers voor vernieuwende producten voor klanten en voor een veilige, efficiënte en service-gerichte operatie met actieve aandacht voor duurzaamheid.



Customer satisfaction

Anticipating the exact needs of customers, thoroughly evaluating and meeting them and operating as a customer focused company at all times is a part of Emirates goals and Company culture.

Emotional attachment

Emirates considers the emotional ties and bonds as the key factors of being the #1 consumers' choice. Company delivers its character and emotions through air hostesses and investments in video and advertising campaigns and uses it as the mediator between company and customer. Every feature of the brand is called to admire customers.

High quality of service and product

Company considers this value as an essential part of its' leadership in aviation, providing customers with the highest comfort on-board



vertaald
naar cmj




Customer Journey map





Context

Value in Context

A hand holding a pen pointing at a tablet displaying a line graph. The background is dark and slightly blurred, showing a person's hand holding a pen over a tablet. The tablet screen shows a line graph with multiple colored lines (blue, green, orange) plotted on a grid. The overall scene suggests a professional or analytical context, possibly related to data analysis or user experience design.

Welke **contextfactoren**
beïnvloeden de **gebruiker**
en hoe beïnvloed ik ze om
waarde te leveren?

Context



Context



Context



Multi-contextual Customer Journey map

Titel

IST

Context / Persona

Context / Persona

Context / Persona

1

Omschrijving

Succesfactoren

Touchpoint

Sterktes + Zwaktes

Touchpoint

Sterktes + Zwaktes

Touchpoint

Sterktes + Zwaktes

Touchpoint

Sterktes + Zwaktes

2

Omschrijving

Succesfactoren

Touchpoint

Sterktes + Zwaktes

Touchpoint

Sterktes + Zwaktes

Touchpoint

Sterktes + Zwaktes

Touchpoint

Sterktes + Zwaktes

3

Omschrijving

Succesfactoren

Touchpoint

Sterktes + Zwaktes

Touchpoint

Sterktes + Zwaktes

Touchpoint

Sterktes + Zwaktes

Touchpoint

Sterktes + Zwaktes

4

Omschrijving

Succesfactoren

Touchpoint

Sterktes + Zwaktes

Touchpoint

Sterktes + Zwaktes

Touchpoint

Sterktes + Zwaktes

Touchpoint

Sterktes + Zwaktes

5

Omschrijving

Succesfactoren

Touchpoint

Sterktes + Zwaktes

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Sterktes + Zwaktes

Touchpoint

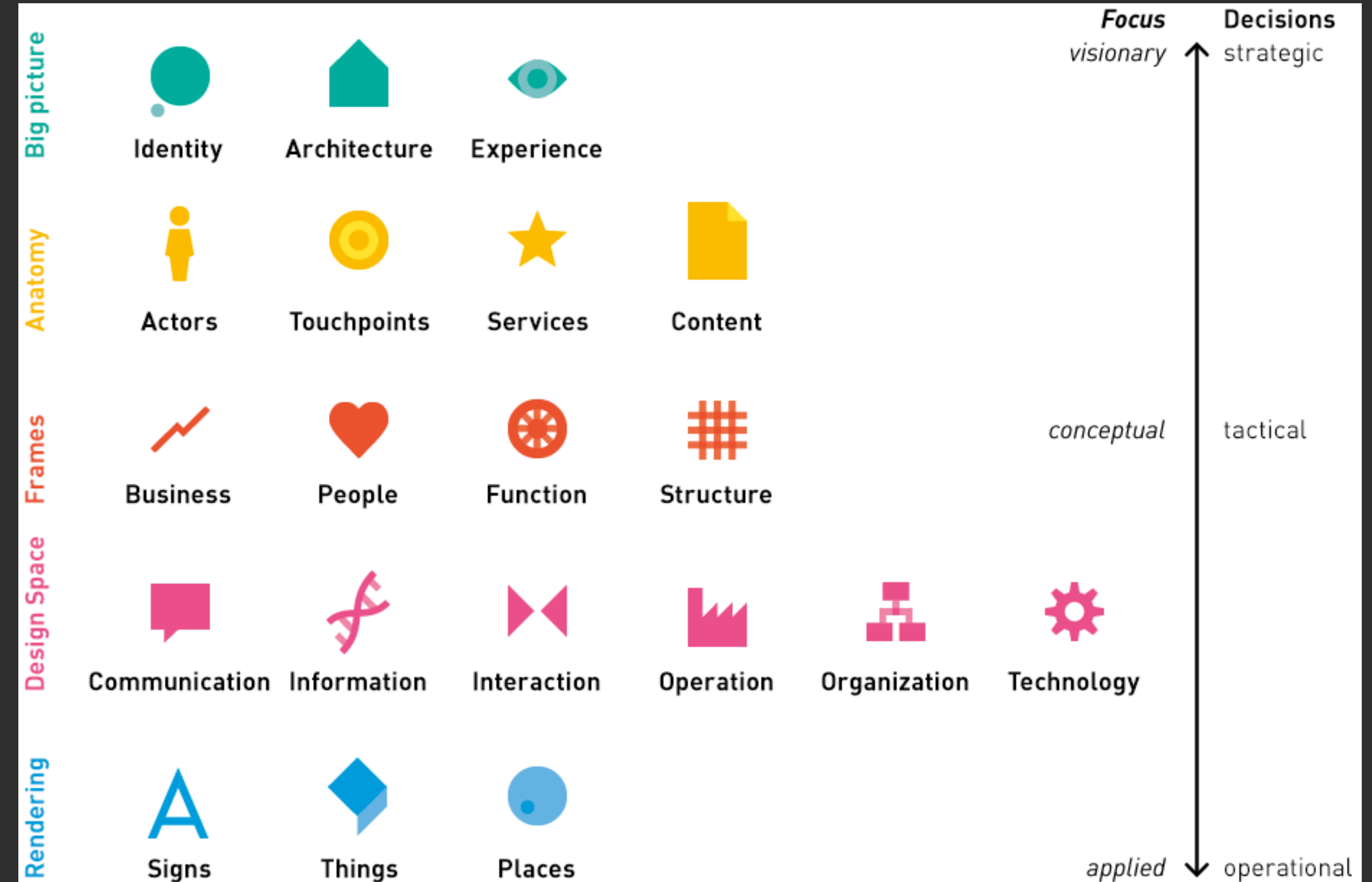
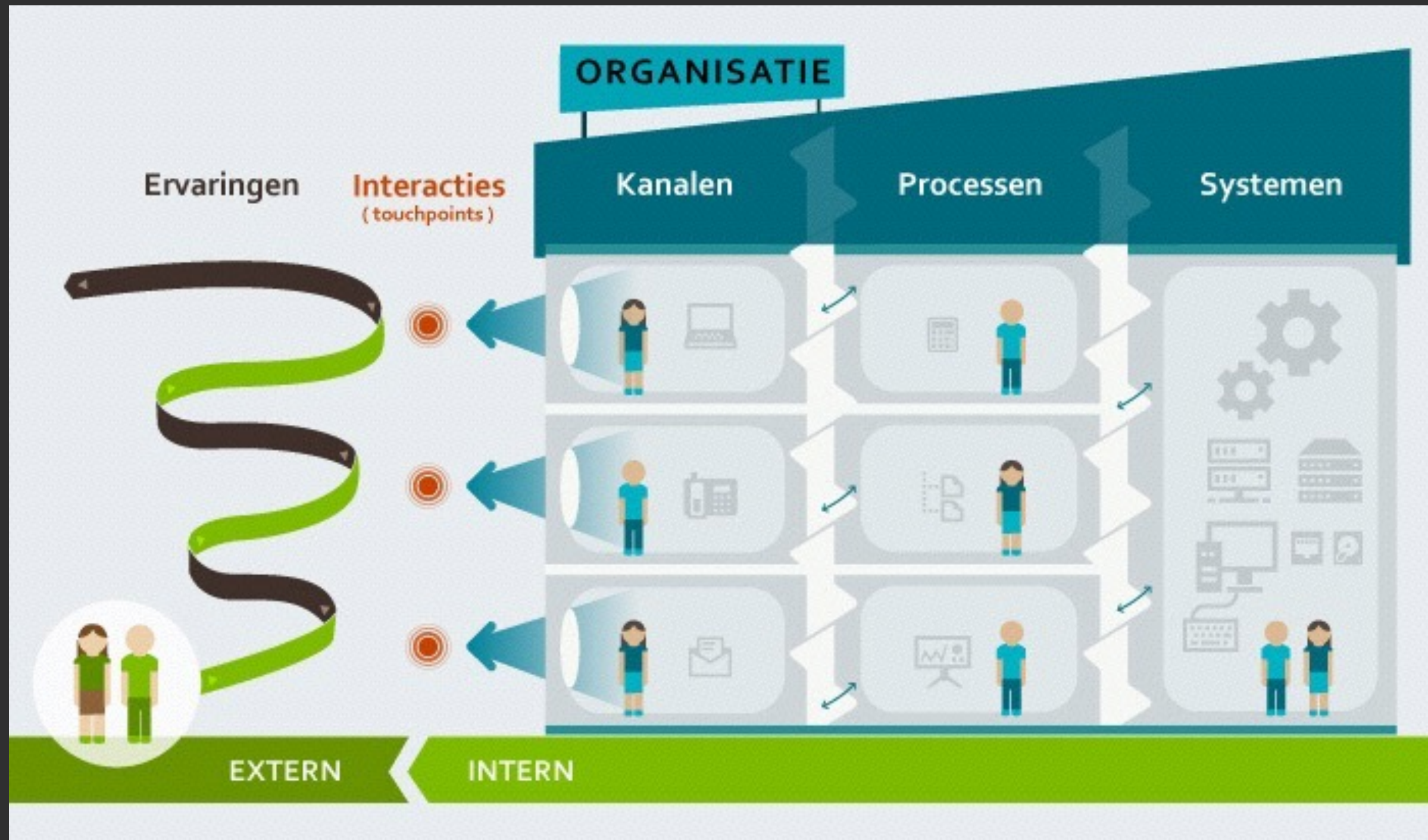
Sterktes + Zwaktes





Executive (implement)

Where great ideas go to die



Executie

- ✓ Getting the little things right



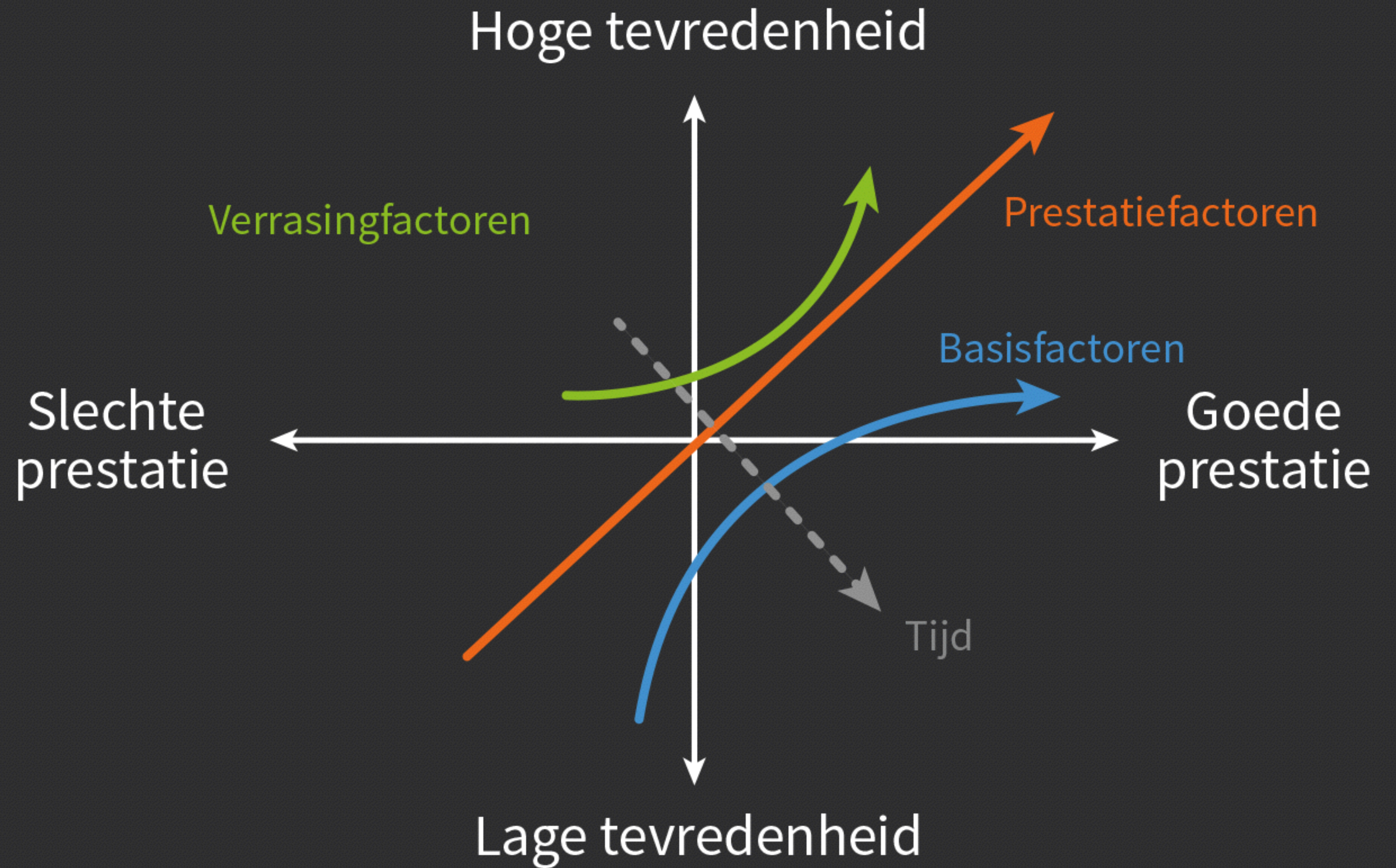
Minimal Valuable Product



MINIMUM
~~VIABLE~~ **VALUABLE**
PRODUCT



Prioriteren volgens KANO



Executie

- ✓ Staat of valt met de organisatie en de mensen
- ✓ Begint aan de top



Bedankt



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(+31) 30 - 214 8024

