User Experience Design & Knowing Your User

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June 9, 2015
Good user experiences are achieved by understanding the end user and crafting a scene that assists in achieving the goal quickly, effortlessly, and understandably.
A mini workshop...

Learning about the end user

- The Model
- Your Challenge
- A Method
- Some Insights

BC²
User Experience

The Model
IE^2

Impact
what?

Empathy
who & why?

Expression
how?

UX Design Strategy

BC^2
User Experience

Your Challenge
Promote Healthy Eating

A new on-campus weekly farmers’ market...

Needs:
Website
Promotions

...
User Experience

A Method
understanding who and why...
It’s about the user
Journeys
Funding and paying for my education
The Lifecycle of a class
Academic planning
Advising
New student onboarding
## Part 1 - Interview

*Topic: Food and Food Shopping*

<table>
<thead>
<tr>
<th>Demographics</th>
<th>age range, gender, occupation, where they work, where they live, family size other background info relative to the topic</th>
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<tbody>
<tr>
<td>Goals</td>
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<td>Motivations</td>
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<td>Pain Points</td>
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<td>Technology use / Learning</td>
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### Part 1 - Interview

**Topic: Food and Food Shopping**

| Demographics     | Michael Brown: long time staff member, Math academic advisor  
|                  | Single parent of 2 boys, ages 7 & 11  
|                  | Works in Evans Hall  
|                  | Lives in Antioch  
| **Goals**        | Learn how to cook more vegetarian meals and eat less meat  
| **Motivations**  | Widowed, limited income  
|                  | Healthy eating, feeding his kids right  
|                  | Finding time for homework and the boys after school sports  
| **Pain Points**  | Not much time to cook  
|                  | Older boy has food allergies - nuts  
| **Technology use / Learning** | Smart phone & PC  
|                  | Learns about campus events typically from colleagues  

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**BC²**

**Berkeley**

**University of California**
## Part 2 - Journey Map

*Journey map (doing, thinking & feeling)*

<table>
<thead>
<tr>
<th>1. Before, discovery</th>
<th>2. Research (website)</th>
<th>3. Enter, 1st impressions</th>
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<tr>
<th>4. Experience #1</th>
<th>5. Experience #2</th>
<th>6. After</th>
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Part 2 - Journey Map

Journey map

Example
Example: Undergraduate Onboarding Journey

- 15 interviews
- 15 stories
- many opportunities!
User Experience

Some Insights
Insights?

Empathy
• What did you learn?
• What else do you need to know?

Expression & Impact
• How will you approach your design?
• What is one thing you can do to maximize impact?
User Experience

Resources
UX Resources

User Centered Design (UCD) staff org
  • ucd@lists.berkeley.edu

Student Information Systems (SIS) Project
  • sisproject.berkeley.edu

Books
  • Empathy: Why it Matters, Krznaric
  • Designing for Growth Field Guide, Liedtka, Ogilvie & Brozenske
  • This is Service Design Thinking, Strickdorn & Schneider
  • IDEO Method Cards
User Experience

Thank You!

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