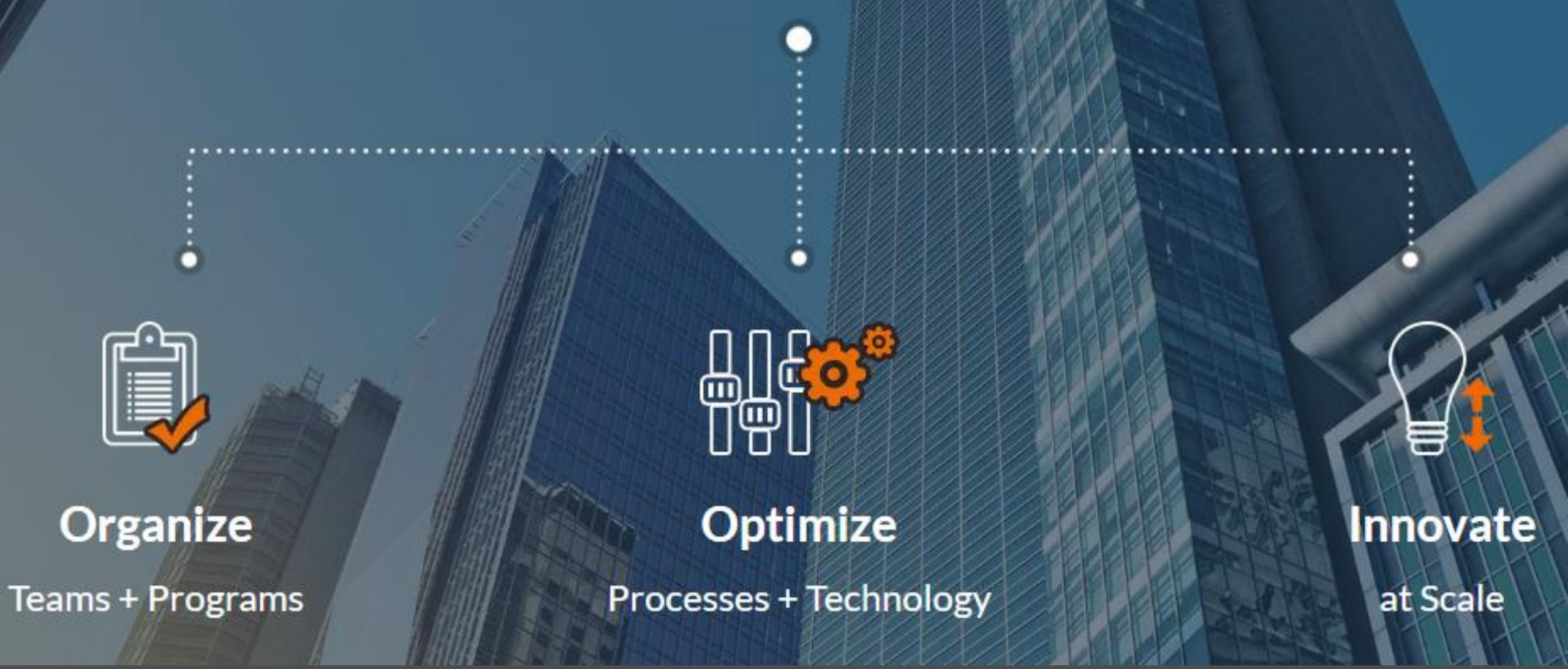
Designing Exceptional UX & CX

At the intersection of digital, social, mobile & big data

THURSDAY, FEBRUARY 9, 2017



Mia Dand
CEO, Lighthouse3.com
Strategy & Research Advisory

Lighthouse3

Customer & User Experience

Digital Media

Big Data

Artificial Intelligence

Listening & Analytics

Strategy, Program Management + Technology Innovation

Meet Lulu!
Tweet a picture @MiaD

What is UI?

What is CX?

What is UX?

How to design great UX & CX?

What is design?

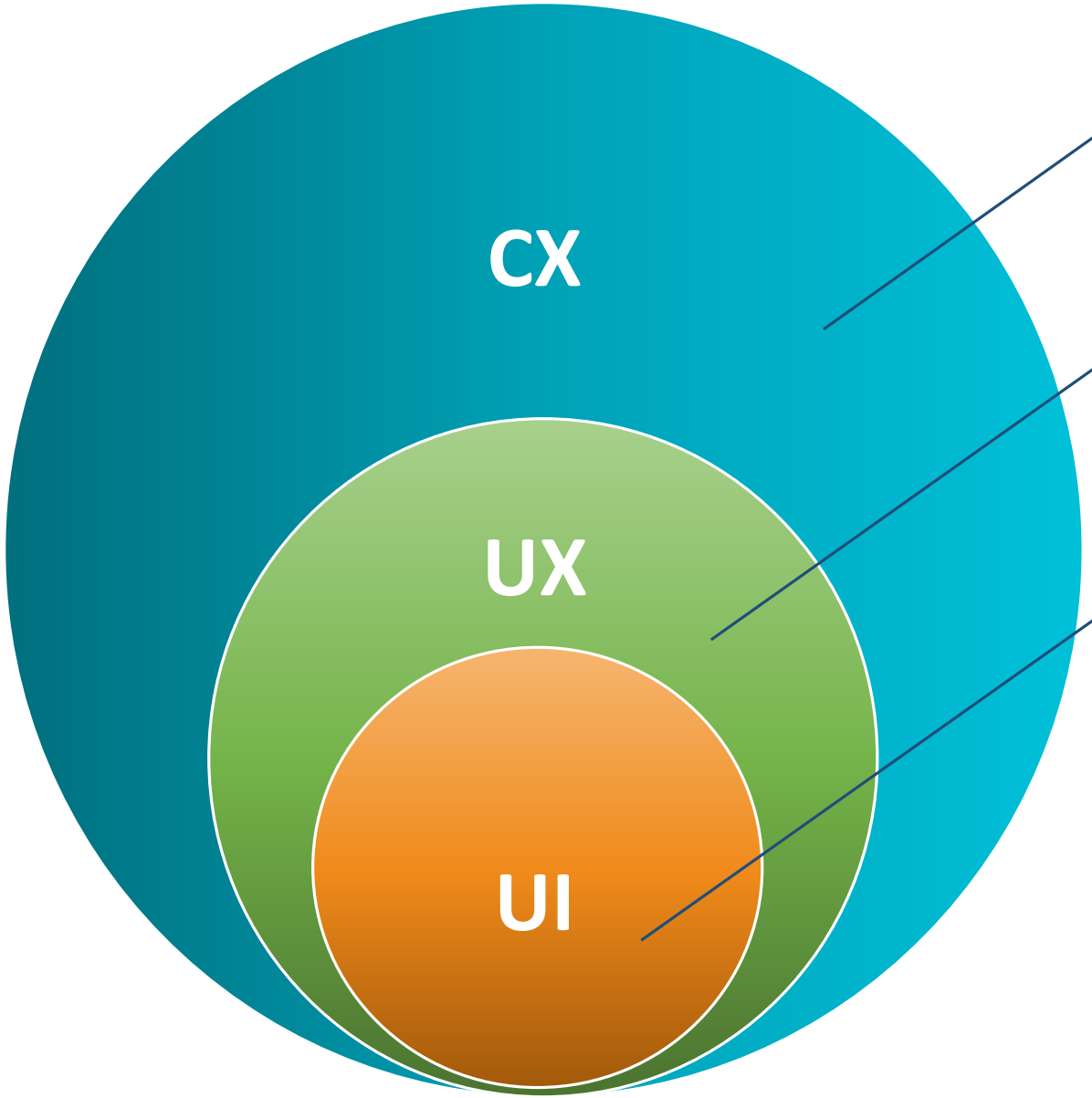
What are design best practices?

How does data fuel great UX & CX?

What's next?

Myths busting!

OKAY
LET'S
DO
THIS



CX - Customer Experience:

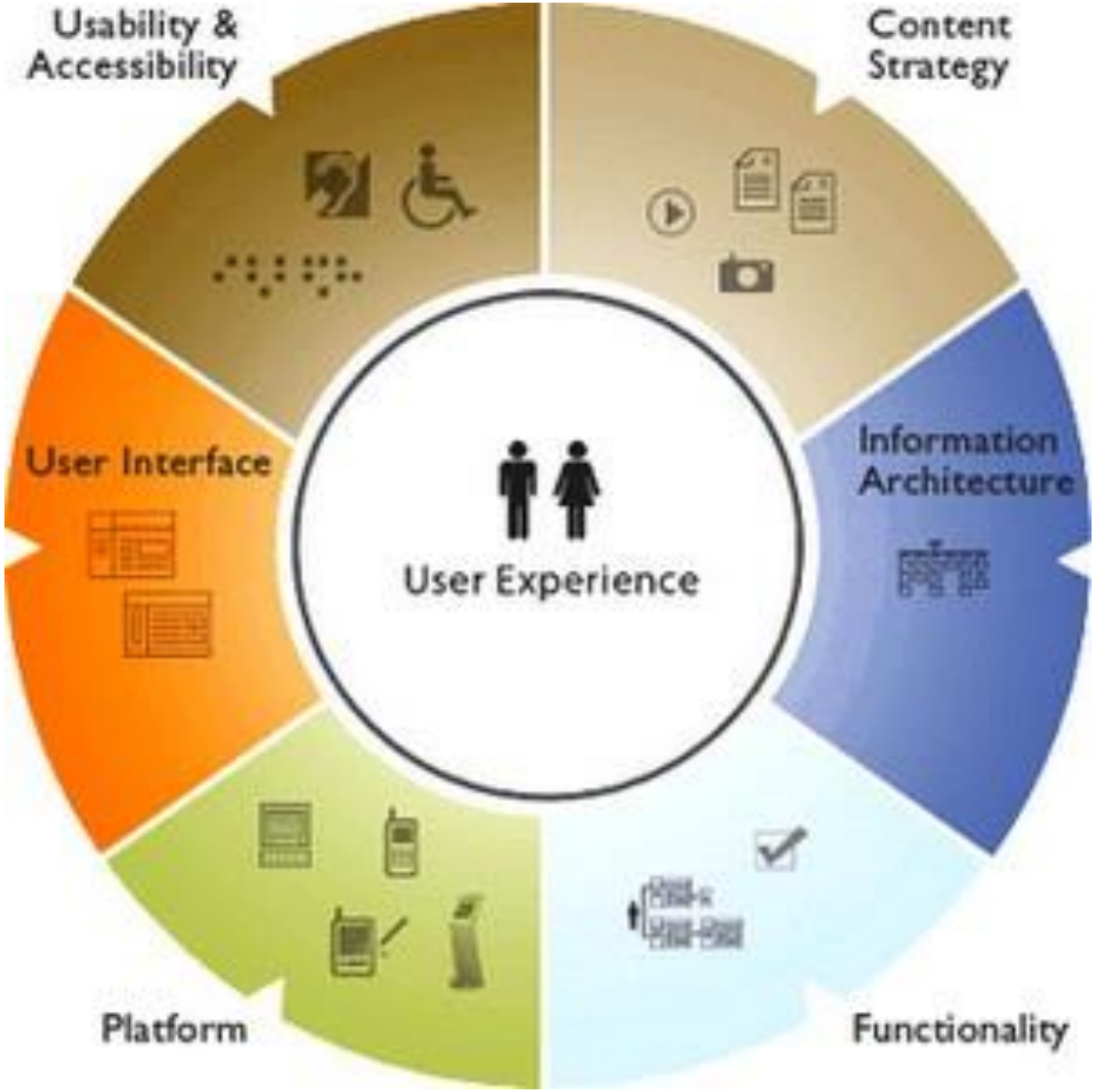
Customer journey

UX - User Experience:

Site functionality & usability

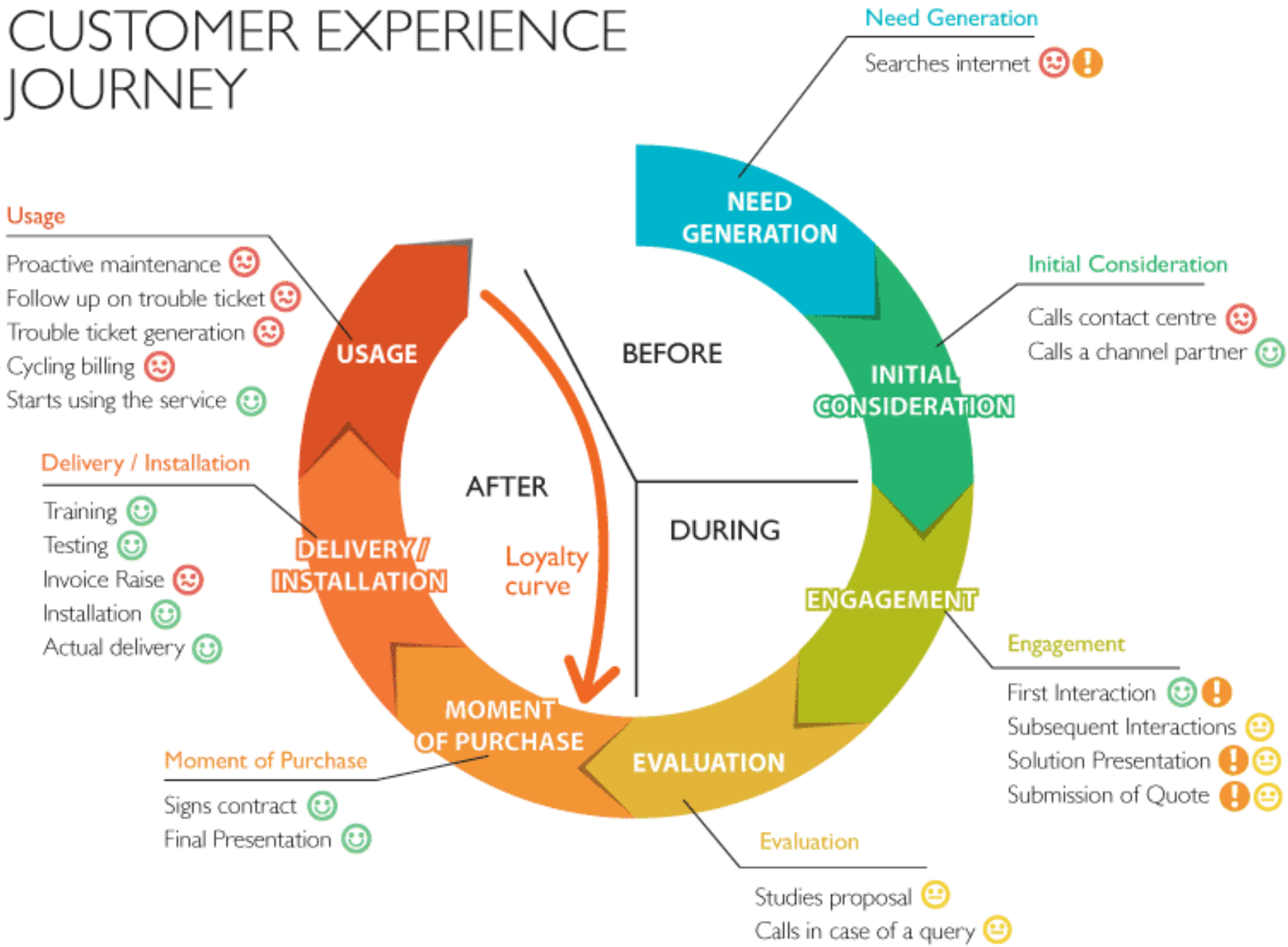
UI - User Interface:

User-facing elements of UX design

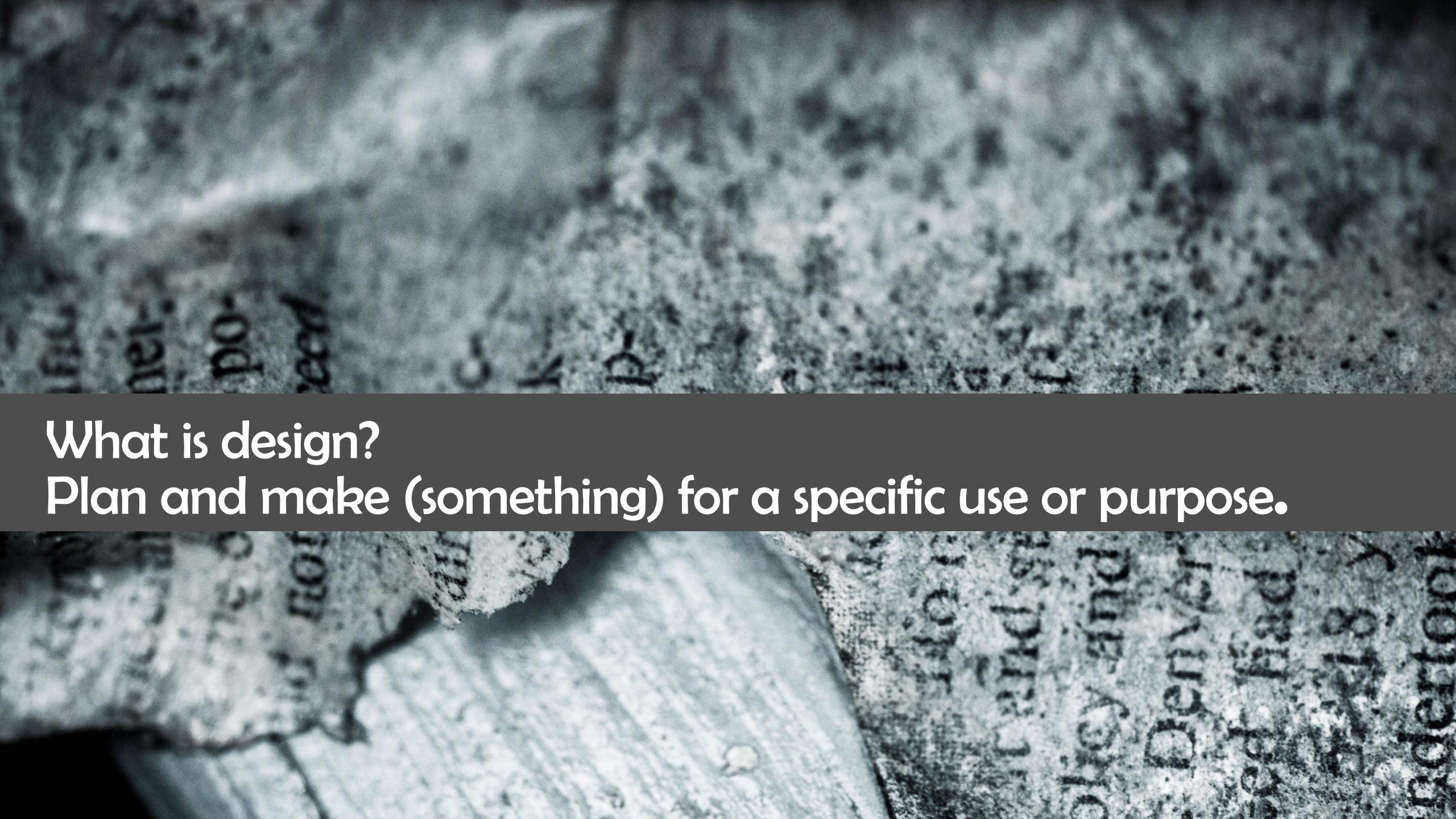


http://d3sdoylwcs36el.cloudfront.net/personas_user_experience_design_by_customerfacingsolutions.jpg

CUSTOMER EXPERIENCE JOURNEY



https://www.interaction-design.org/literature/article/four-keys-to-improving-customer-experiences-long-term



What is design?
Plan and make (something) for a specific use or purpose.

Furniture

http://www.campeggisrl.it/it

Architecture

https://lighthouse3.com/

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Packaging

https://www.behance.net/gallery/33708270/Flower-packaging

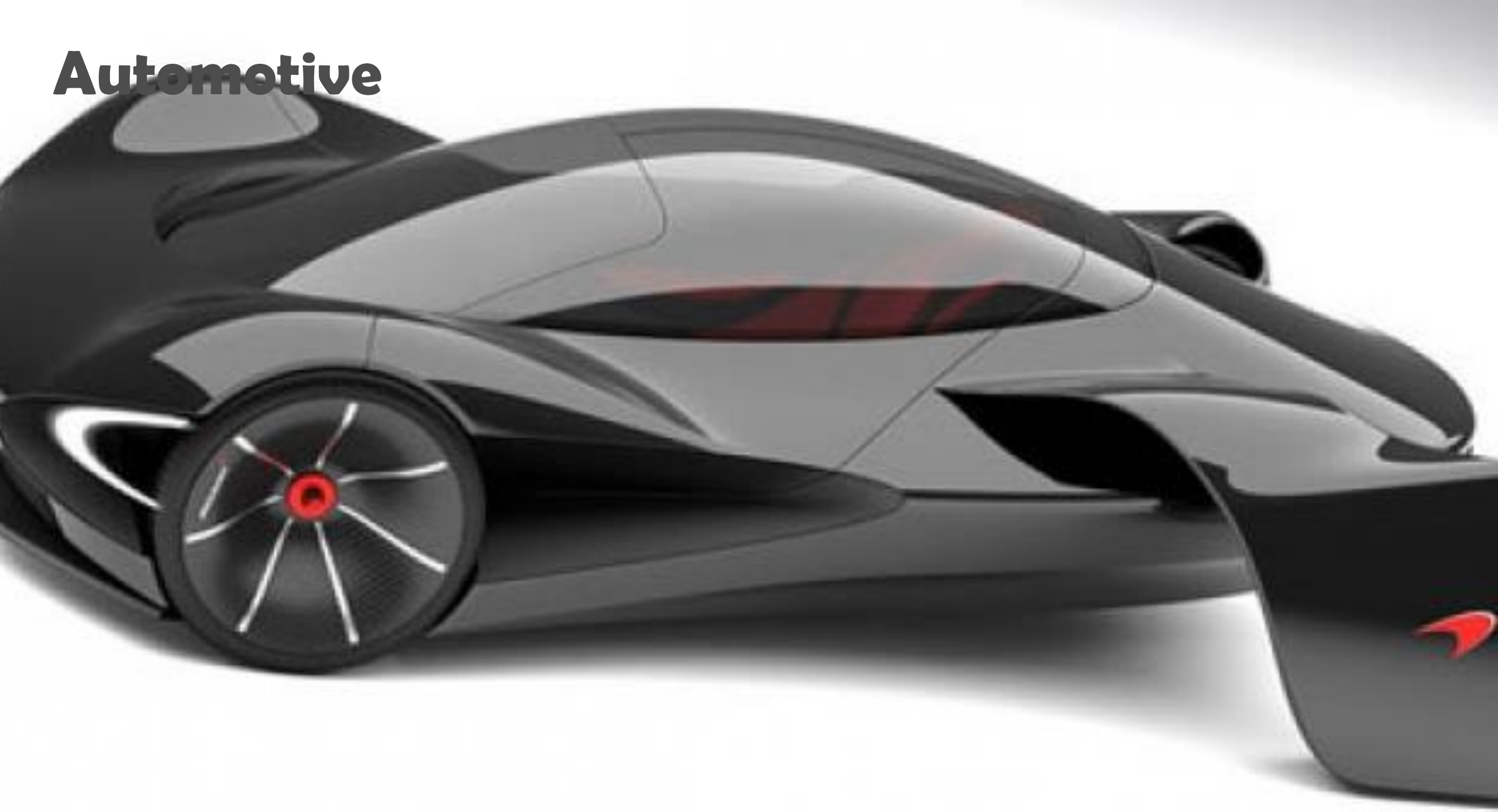
https://www.behance.net/gallery/24190783/Happy-Drop

http://theultralinx.com/2013/08/cool-packaging-examples/

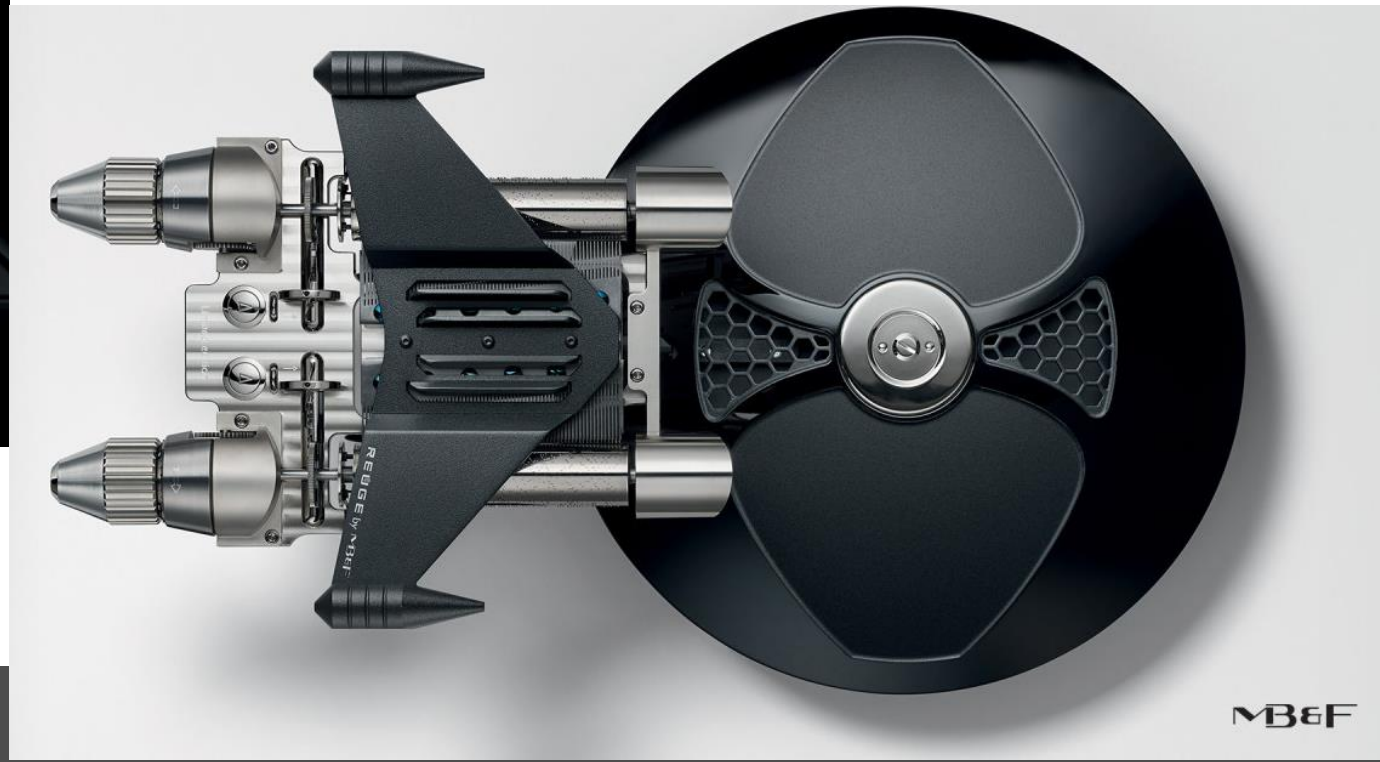
Food

http://design-milk.com/nendos-chocolatetexturebar-textural-taste-experience/nendo-chocolatetexture-bar-03/

Automotive



REUGE
MB&F

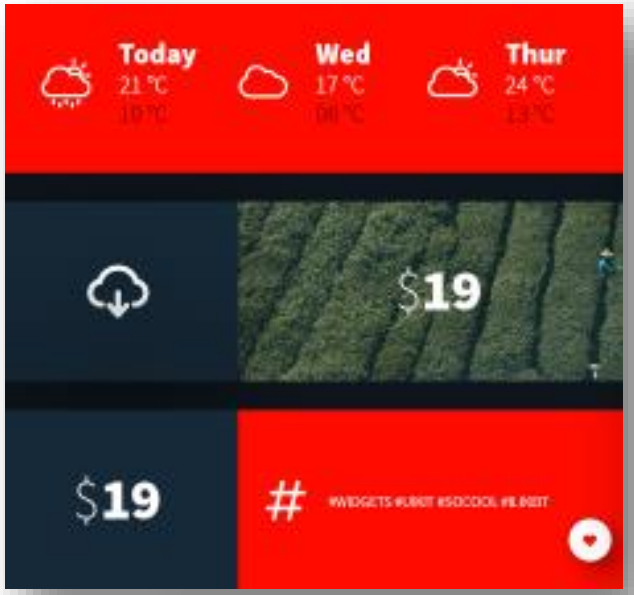

REUGE by MB&F
MB&F

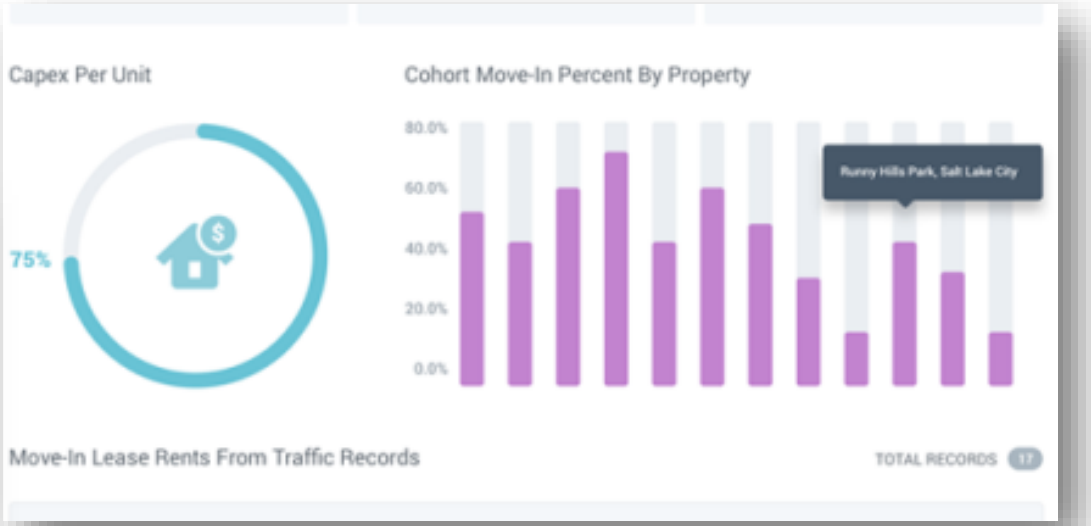
Product

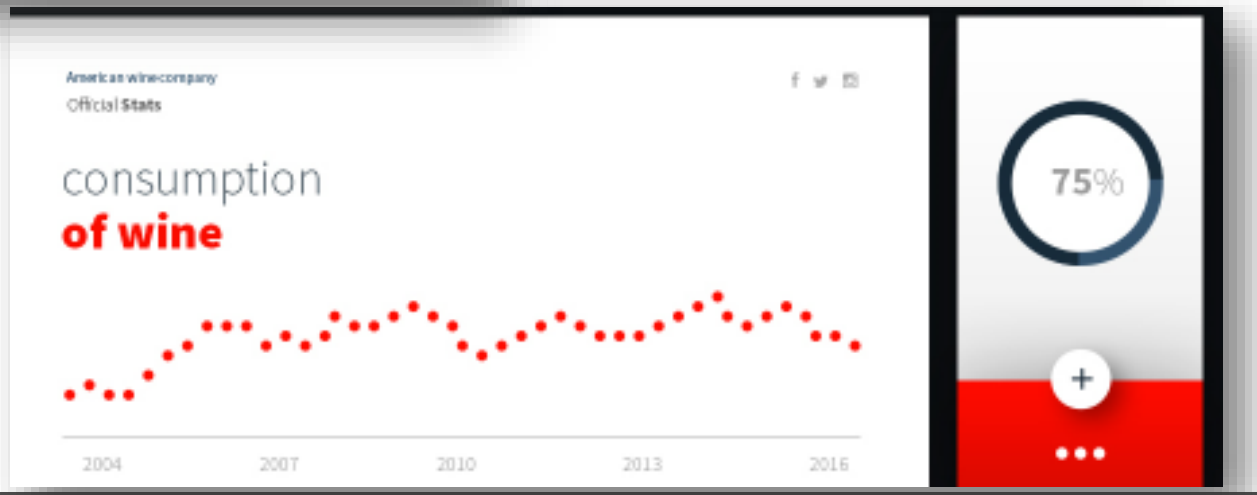
http://design-milk.com/mbf-musicmachines-science-fiction-music-boxes/

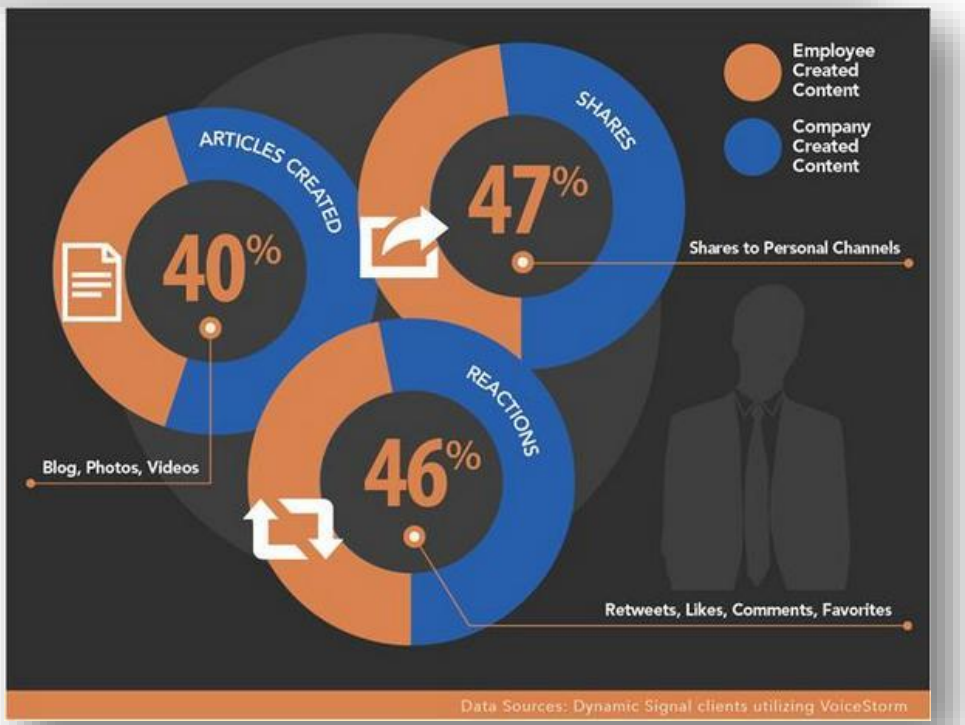
Gadgets

Software





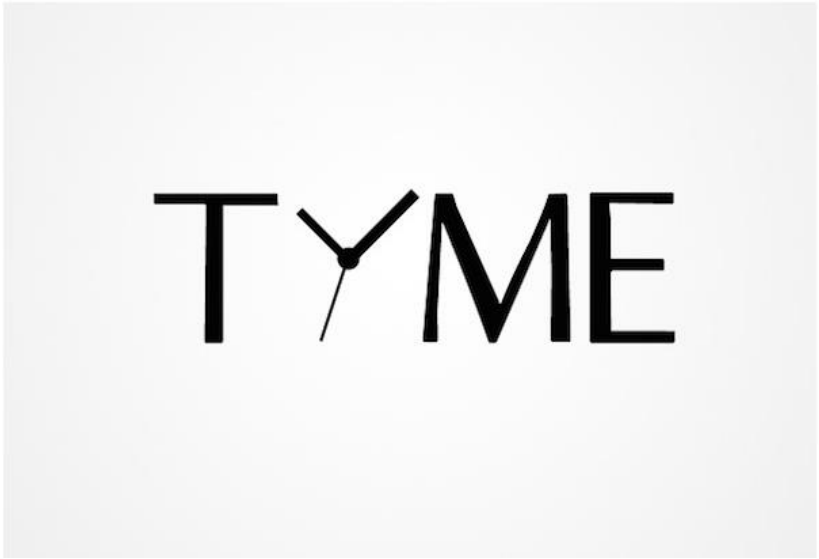




http://theultralinx.com/2016/03/design-inspiration-58/

https://www.behance.net/gallery/33506651/placed-UI-KIT

Graphic & visual design



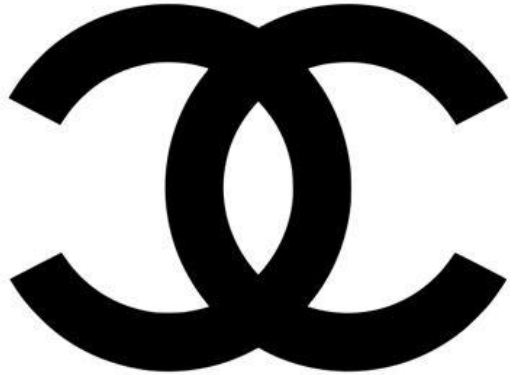
https://dribbble.com/shots/1525046-Cub-Studio

by Fraser Davidson

http://digitalsynopsis.com/design/clever-creative-logos-hidden-meaning-symbolism/

Beats by Dr.Dre

Adidas



Chanel

Ubuntu

WWF

United Nations

Uber

The Age of Visual Storytelling

http://news.microsoft.com/stories/index.html

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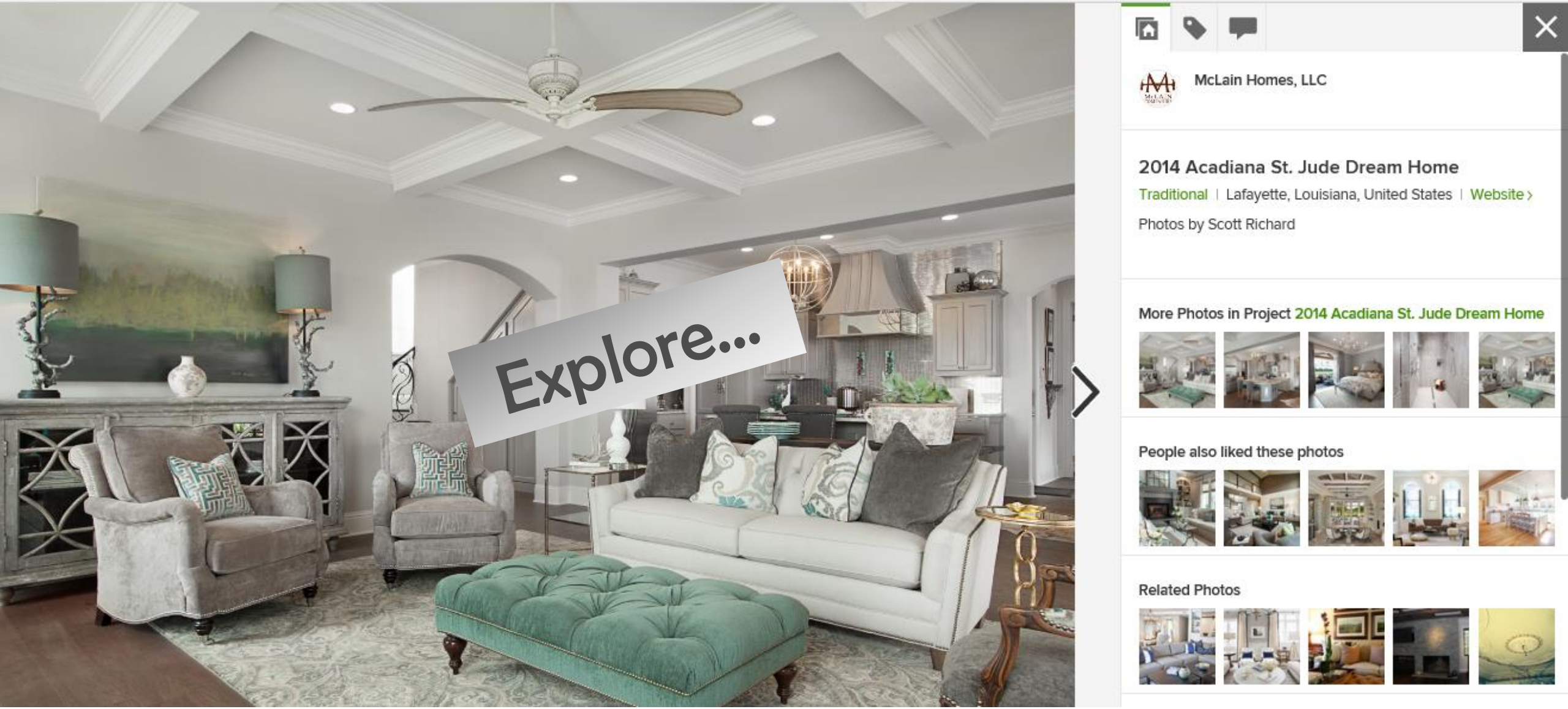
Think...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Traditional | Lafayette, Louisiana, United States | Website
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More Photos in Project 2014 Acadiana St. Jude Dream Home
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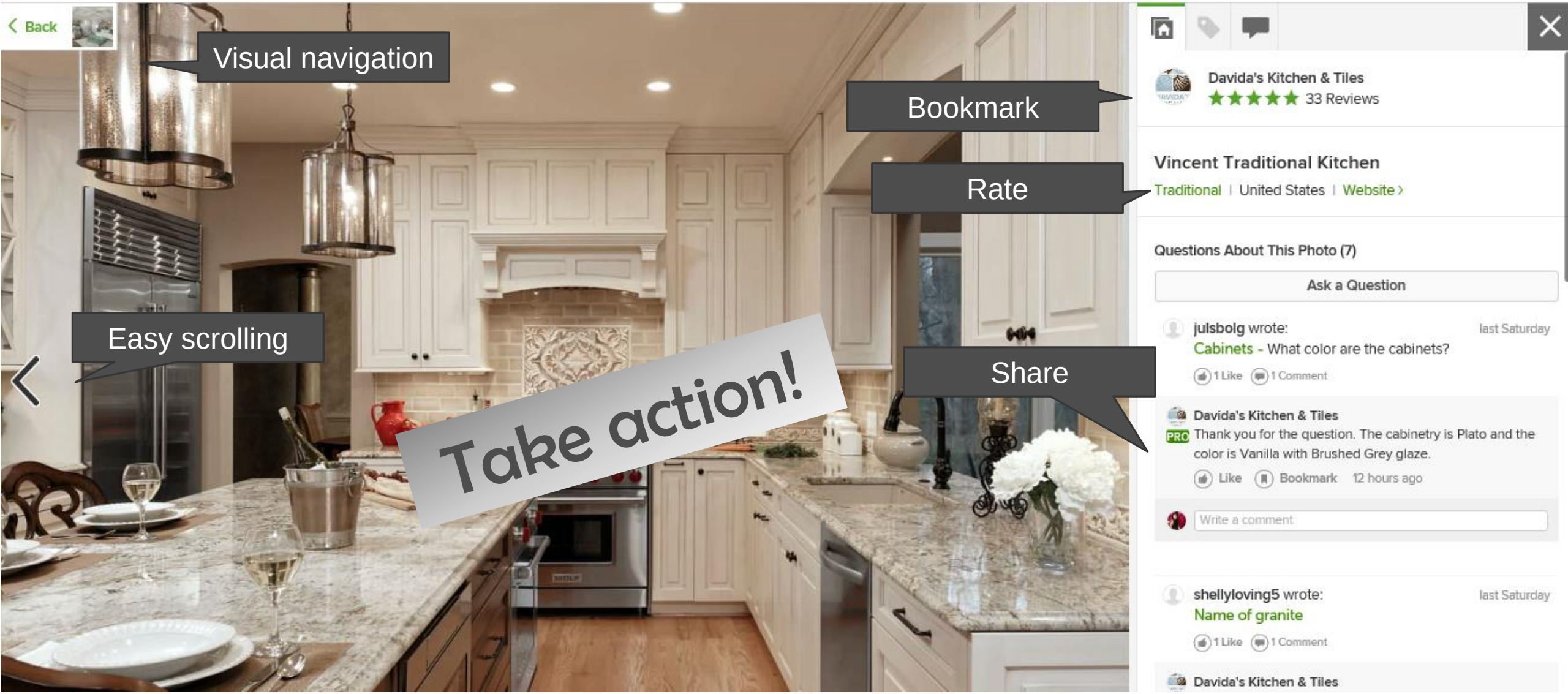
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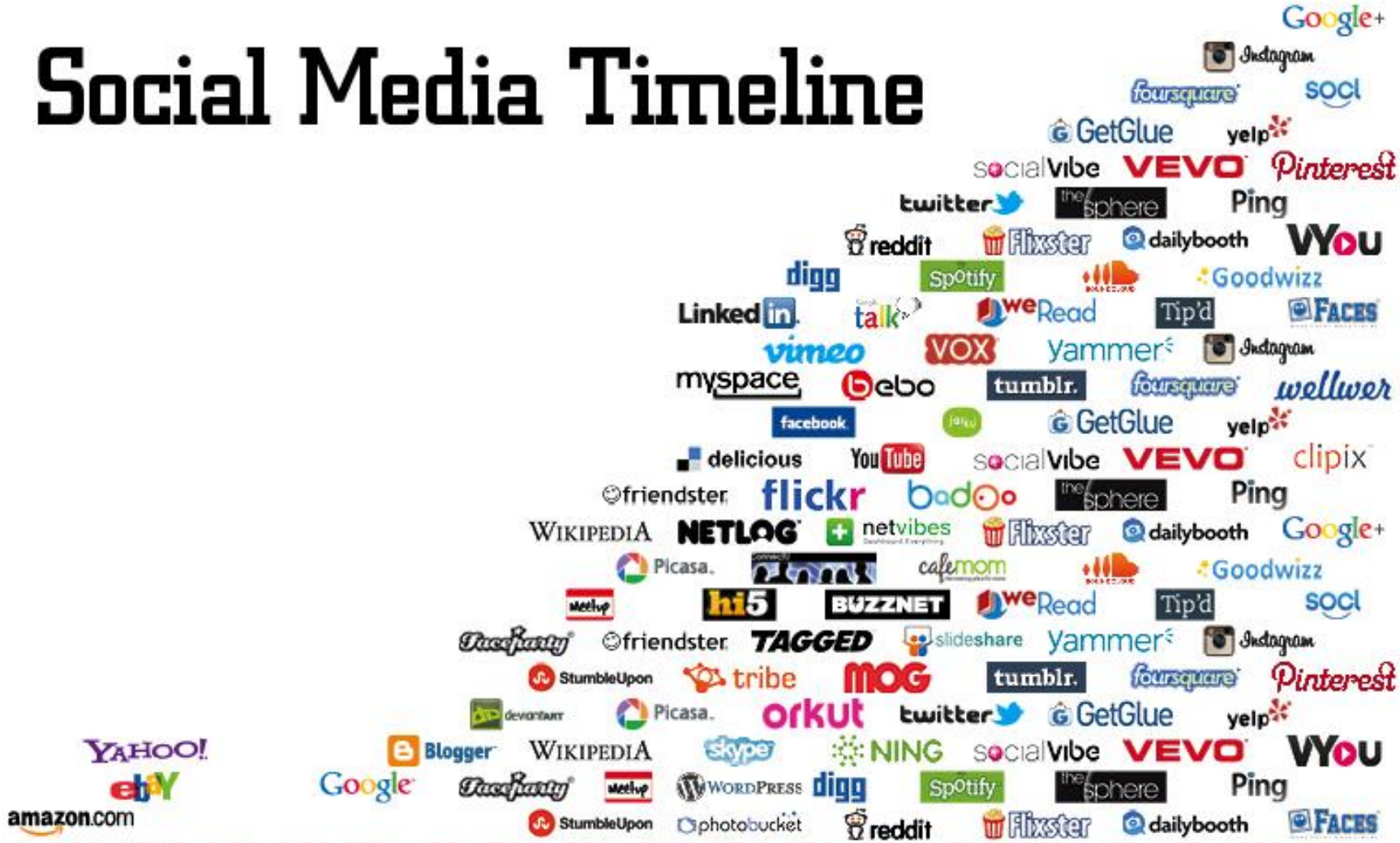
Ask a Question
julsbolg wrote:
last Saturday
Cabinets - What color are the cabinets?
1 Like 1 Comment
Davida's Kitchen & Tiles
PRO
Thank you for the question. The cabinetry is Plato and the color is Vanilla with Brushed Grey glaze.
Like Bookmark 12 hours ago
Write a comment
shellyloving5 wrote:
last Saturday
Name of granite
1 Like 1 Comment
Davida's Kitchen & Tiles

http://www.theprivacyanddatasecurityblog.com/files/2011/10/Social-Media-Definition-Text1.jpg

Social Media Timeline



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http://www.ssj.org.uk/ssj/wp-content/uploads/2012/09/Social_Media_Timeline.jpg

The changing face of social media....

Social Media: No longer just a tiny icon on your site

1. **Remember you will die.** Maybe even today. Don't forget that. Don't forget to be thankful for your health. For the ability to walk. For the time you get to spend with the person you love. For your siblings. For whatever it is that you have today. It's not yours, it can be stolen away at any moment. So while you have it on loan, cherish it.

12

2. **Exercise, almost every day.** Maybe this is just me. But if I'm not active, I can't trust myself. I can't trust my emotions, my reactions, my thinking. Regular exercise

3

3. **To know what you think,**

jandelaforce
A perfect first! ☺
Reply to jandelaforce

Dain
I adopted this thought as my mantra when I was 19, but wanted to thank you for writing and sharing this with the world.
Reply to

Gilt promotional image

NEW YORK – Affluent consumers are willing to convert on mobile, but they expect an experience that goes beyond retail, said a Gilt executive at the Mcommerce Summit: State of

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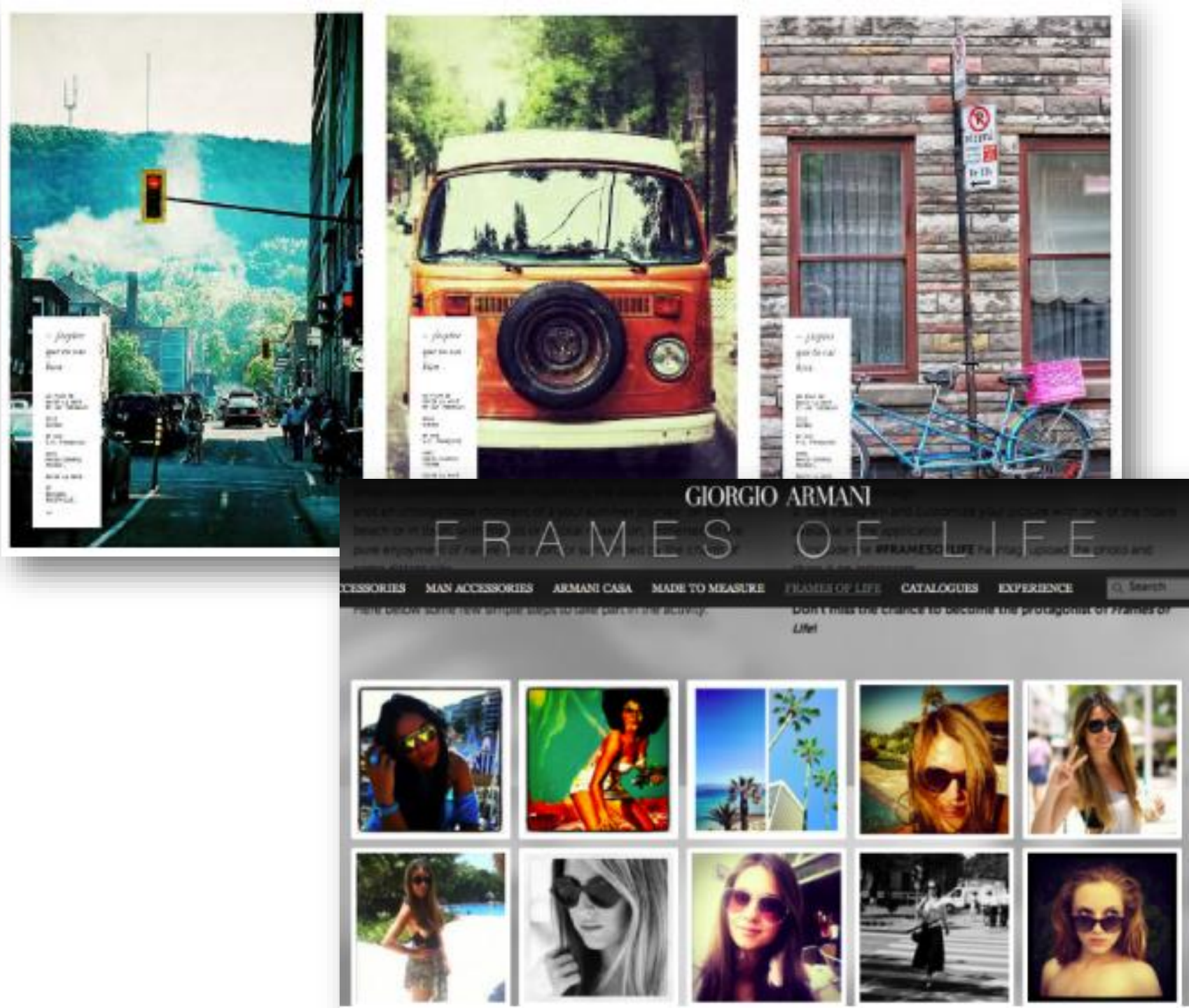
Search Google

losophy, thinking first
mobile and then
he other way around to
nsumers. Brands should think of mobile as an integral part of the omnichannel experience rather than an afterthought.

"We started making a shift going to a more mobile-first company about six months ago, to start testing and launching functionality on the mobile devices first," said Jason John, vice president of online, mobile and social marketing, **Gilt.com**, New York.

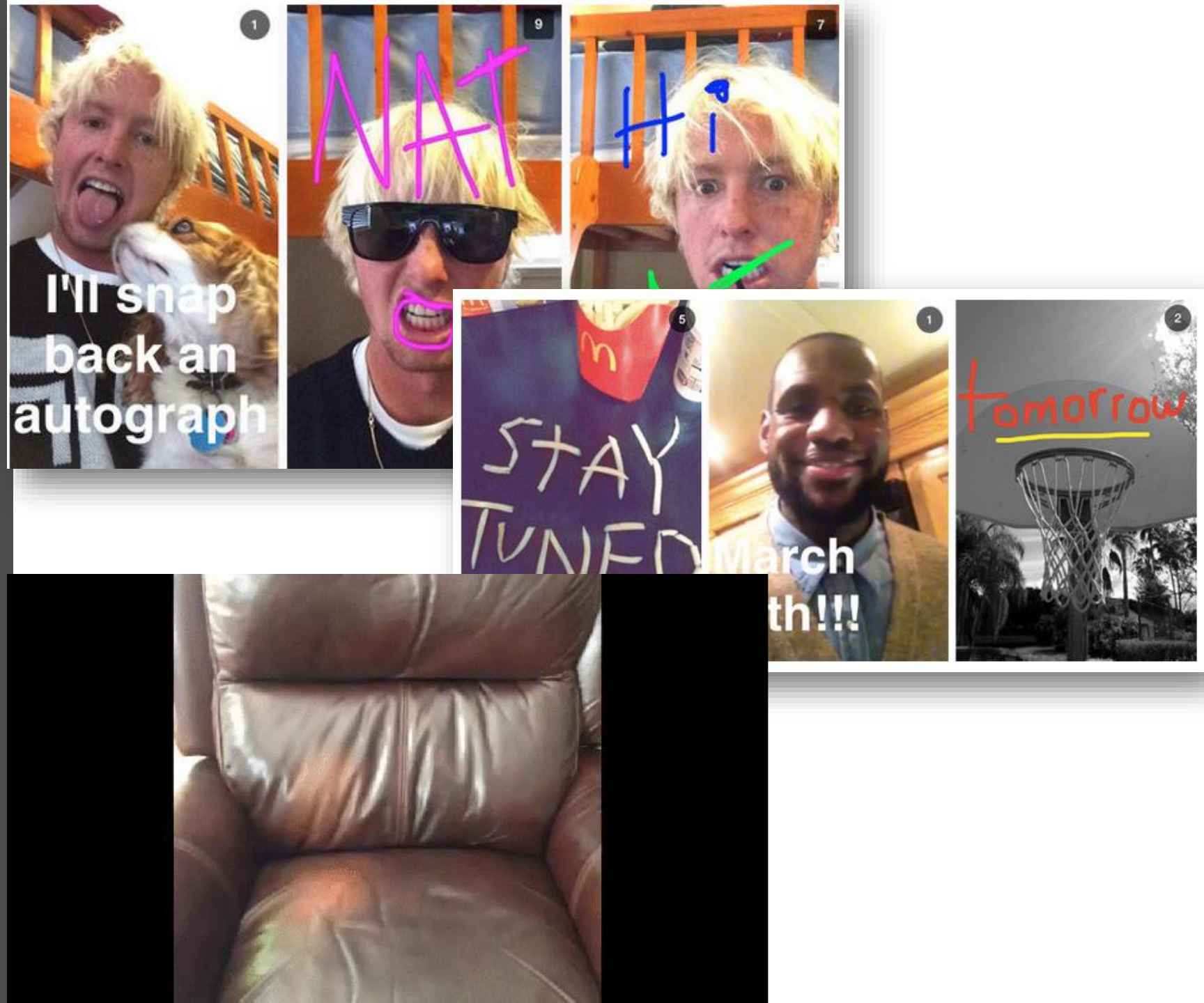
Emoji-fication of the online world

UX includes User Generated Content...



@jetsettingjulie

...and Micro-Content!

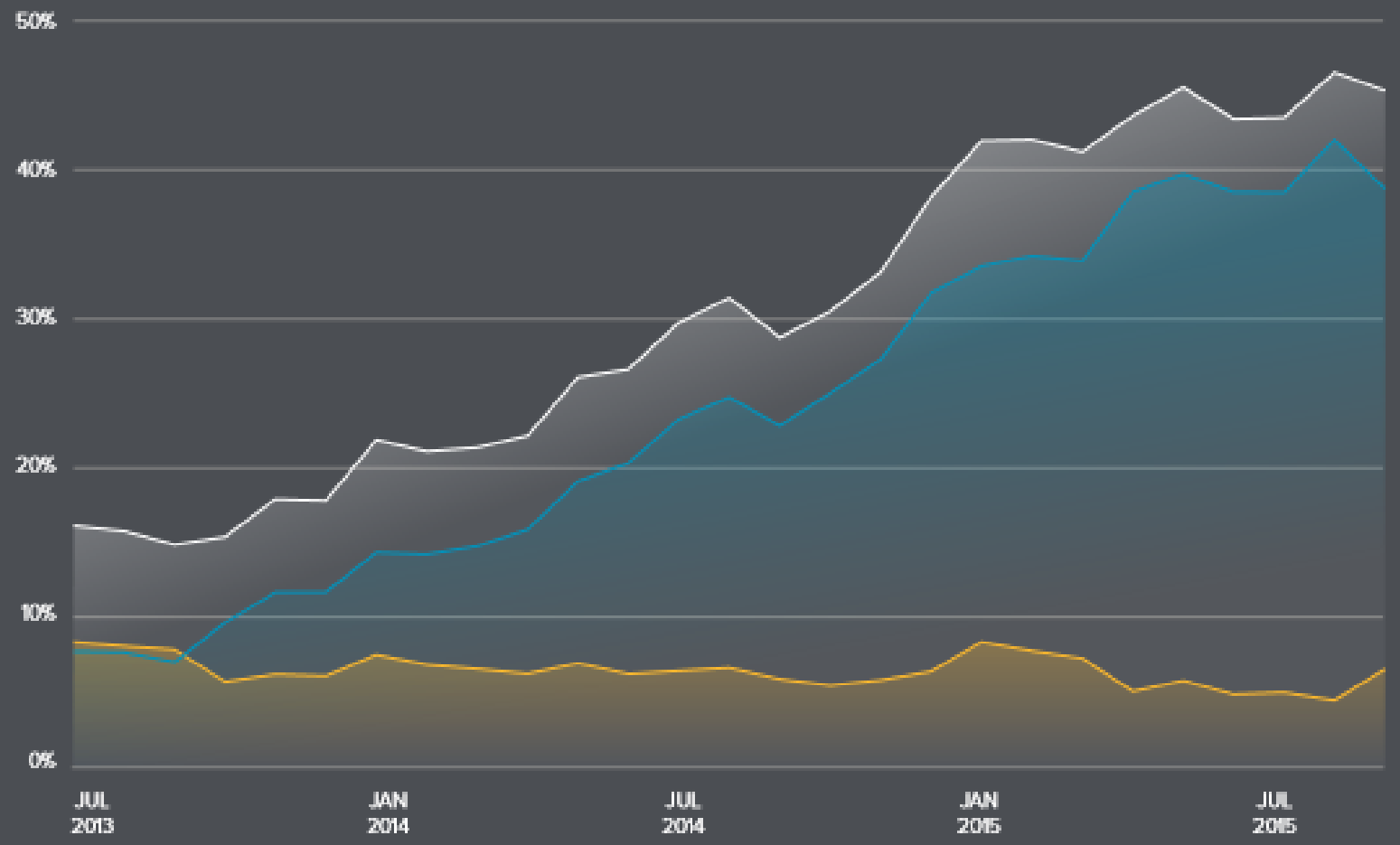


Social influencers are the new celebrities and are part of your CX

Lulu Belle

http://mediakix.com/2015/06/top-youtube-influencers-a-quick-resource-guide-2015-part-1/

Social videos are the new black



https://lighthouse3.com/

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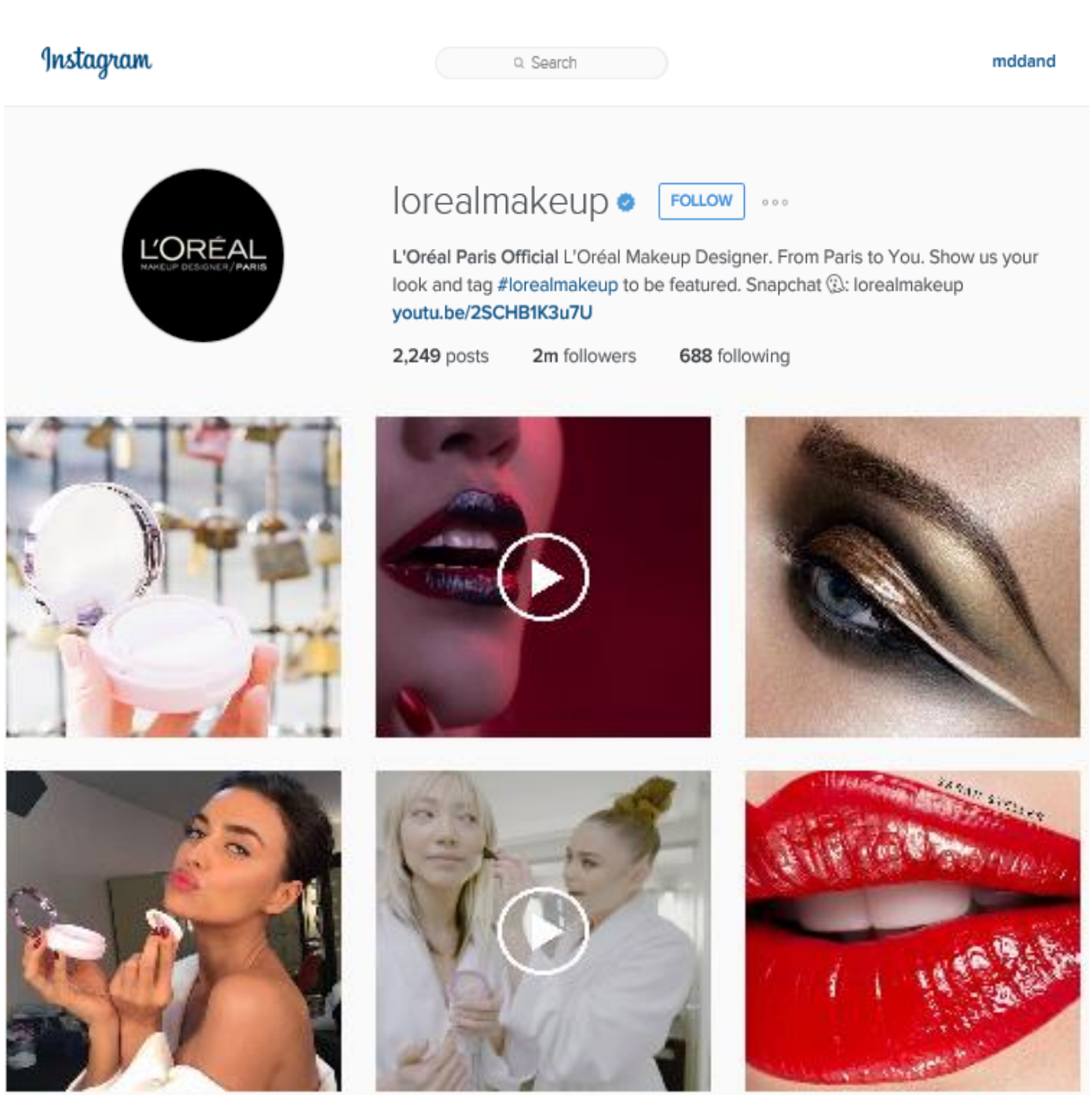
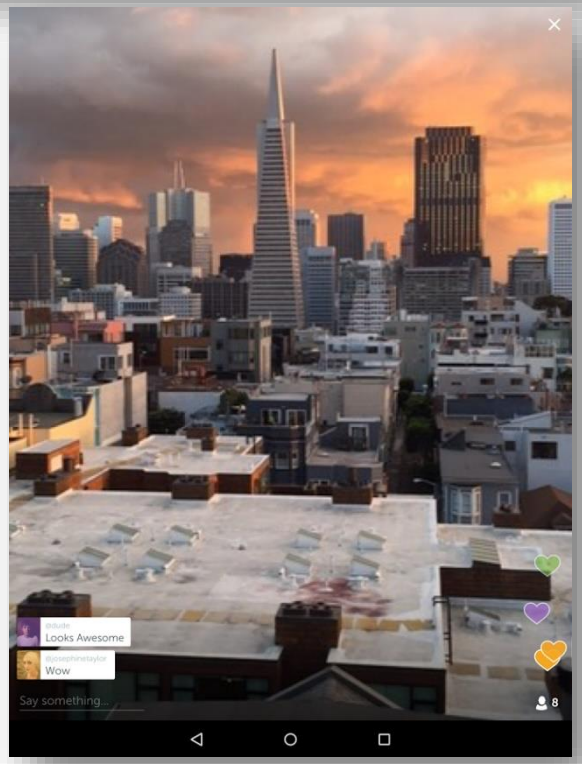
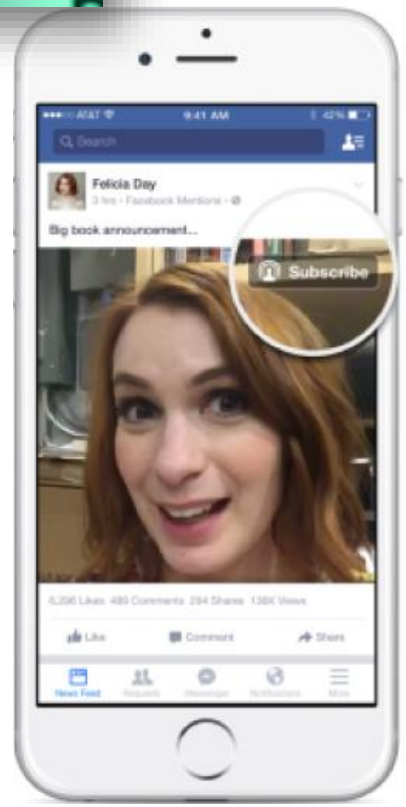
Instagram, Snapchat now allow micro-videos.

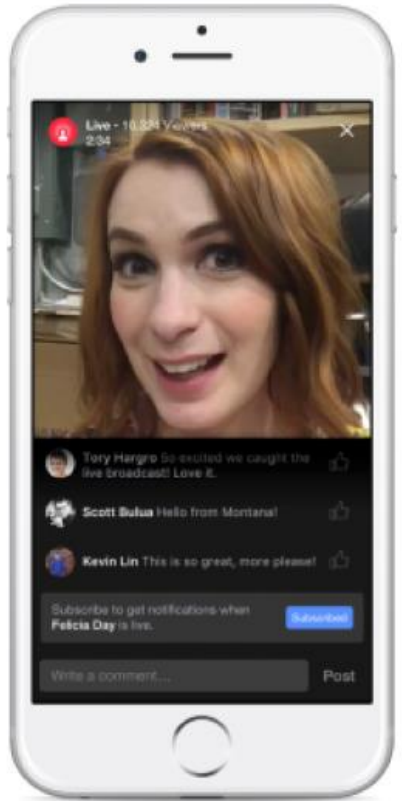


Livestreaming is the new norm.

Integrated into social networks.







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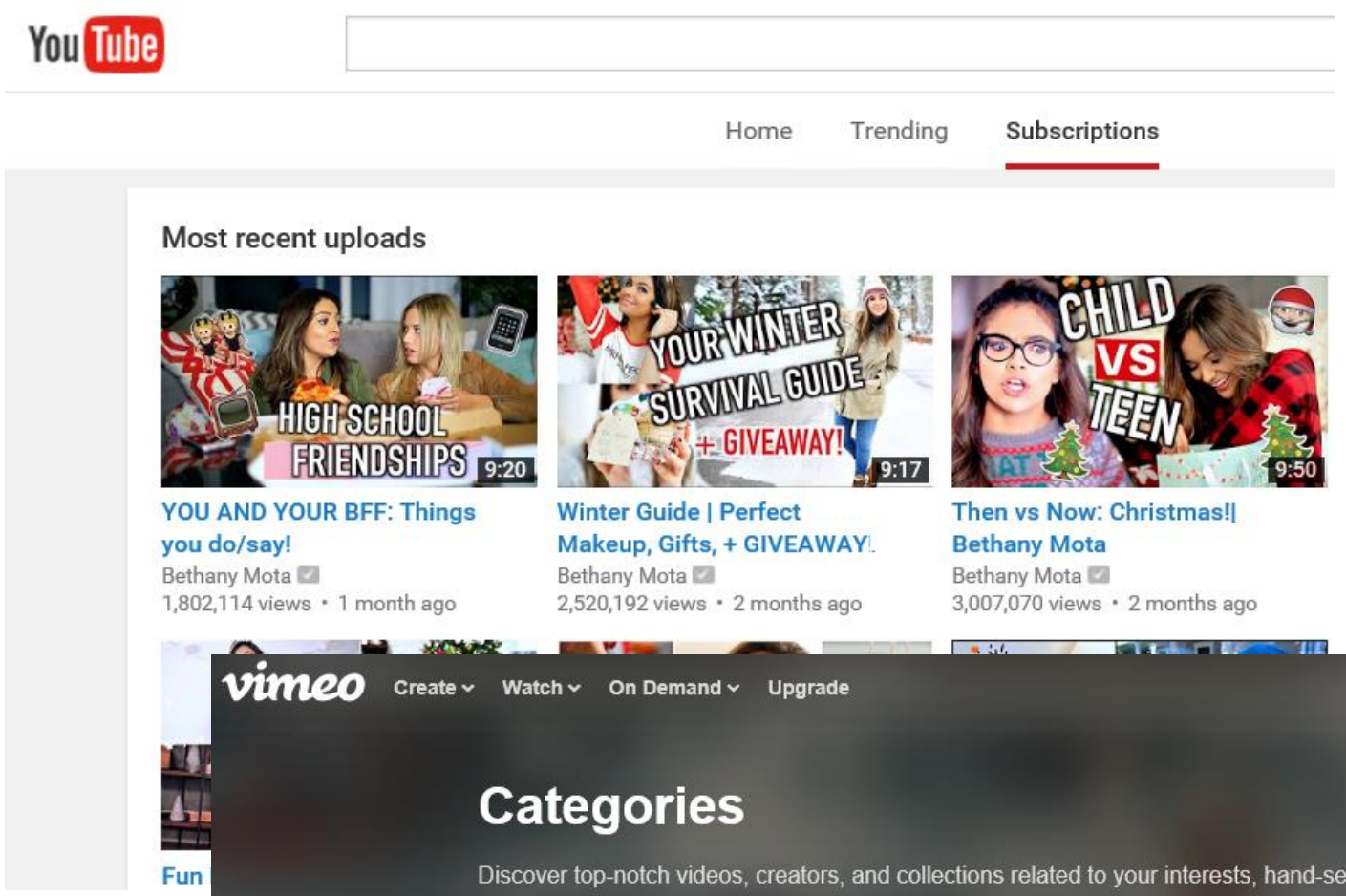
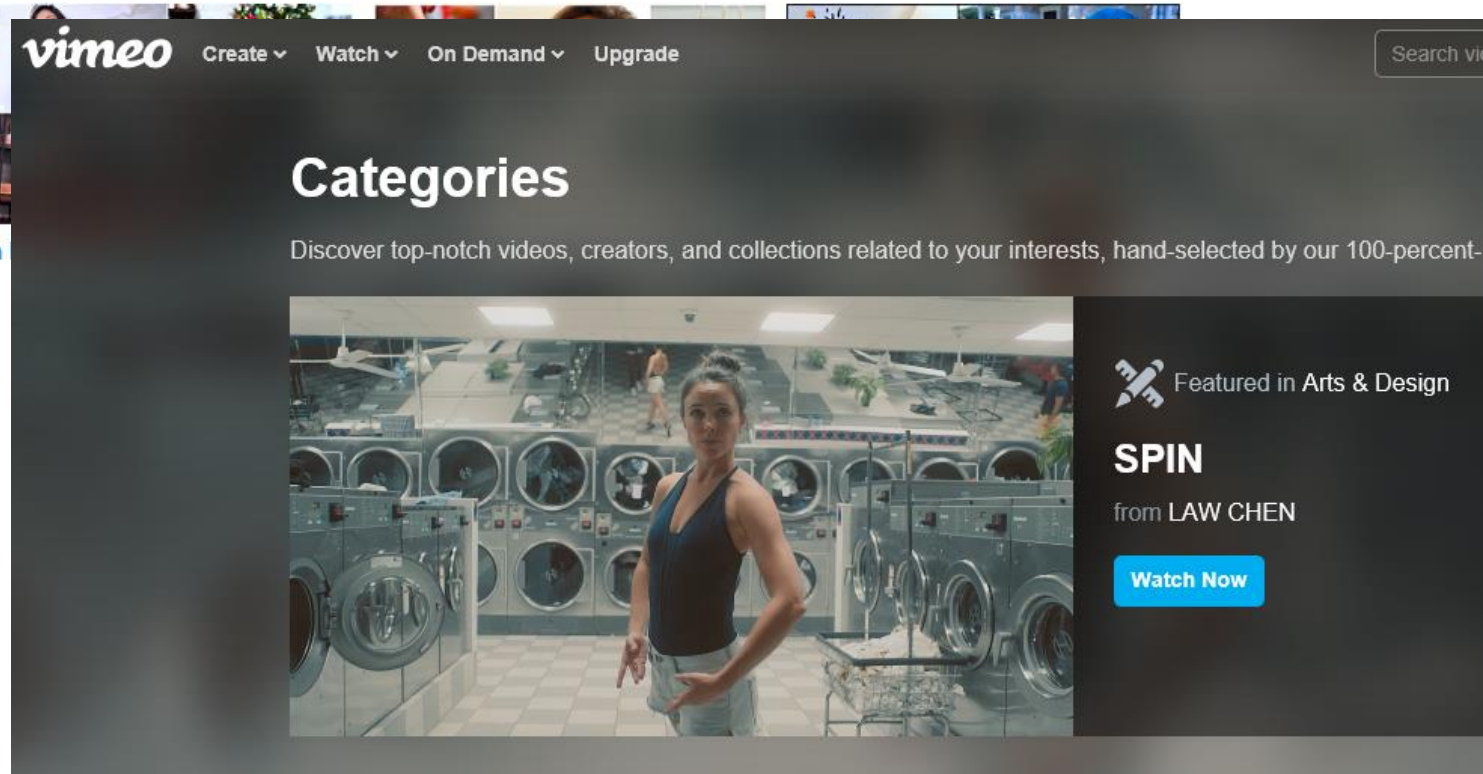
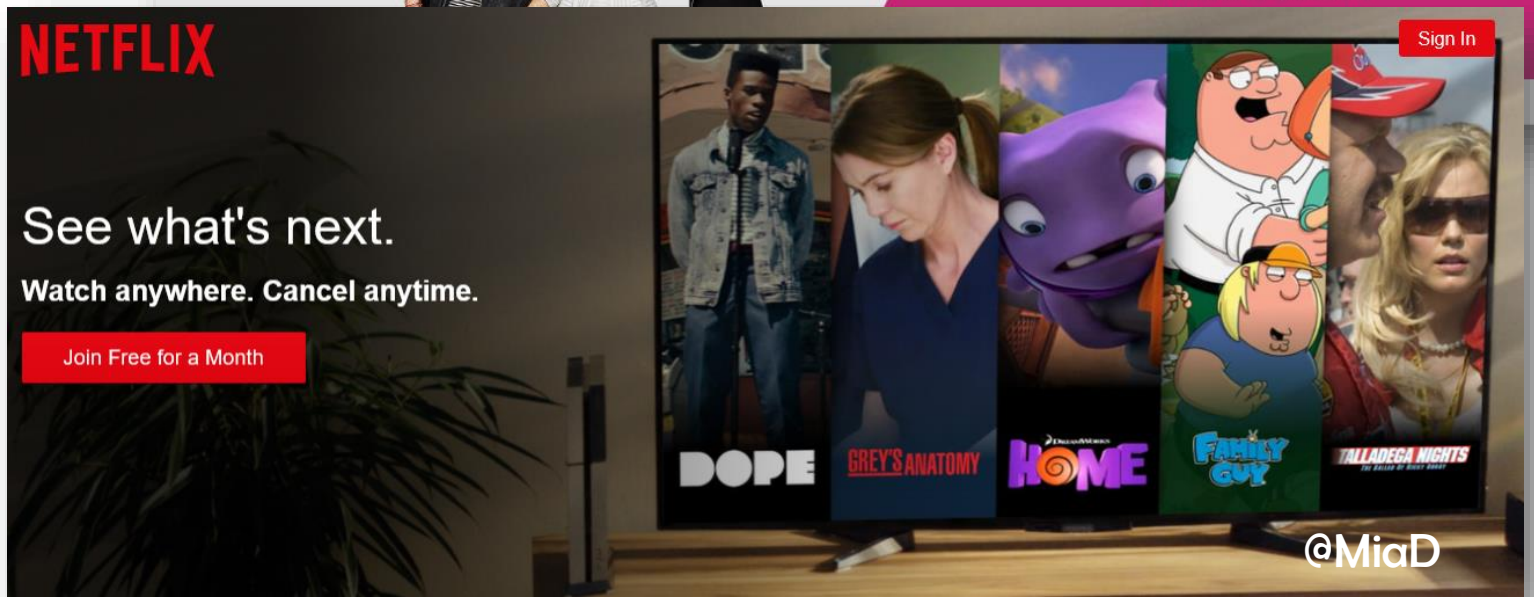
YouTube, Vimeo offer ad-based and subscription model for video sharing.





Amazon, Netflix are developing original, on-demand content.



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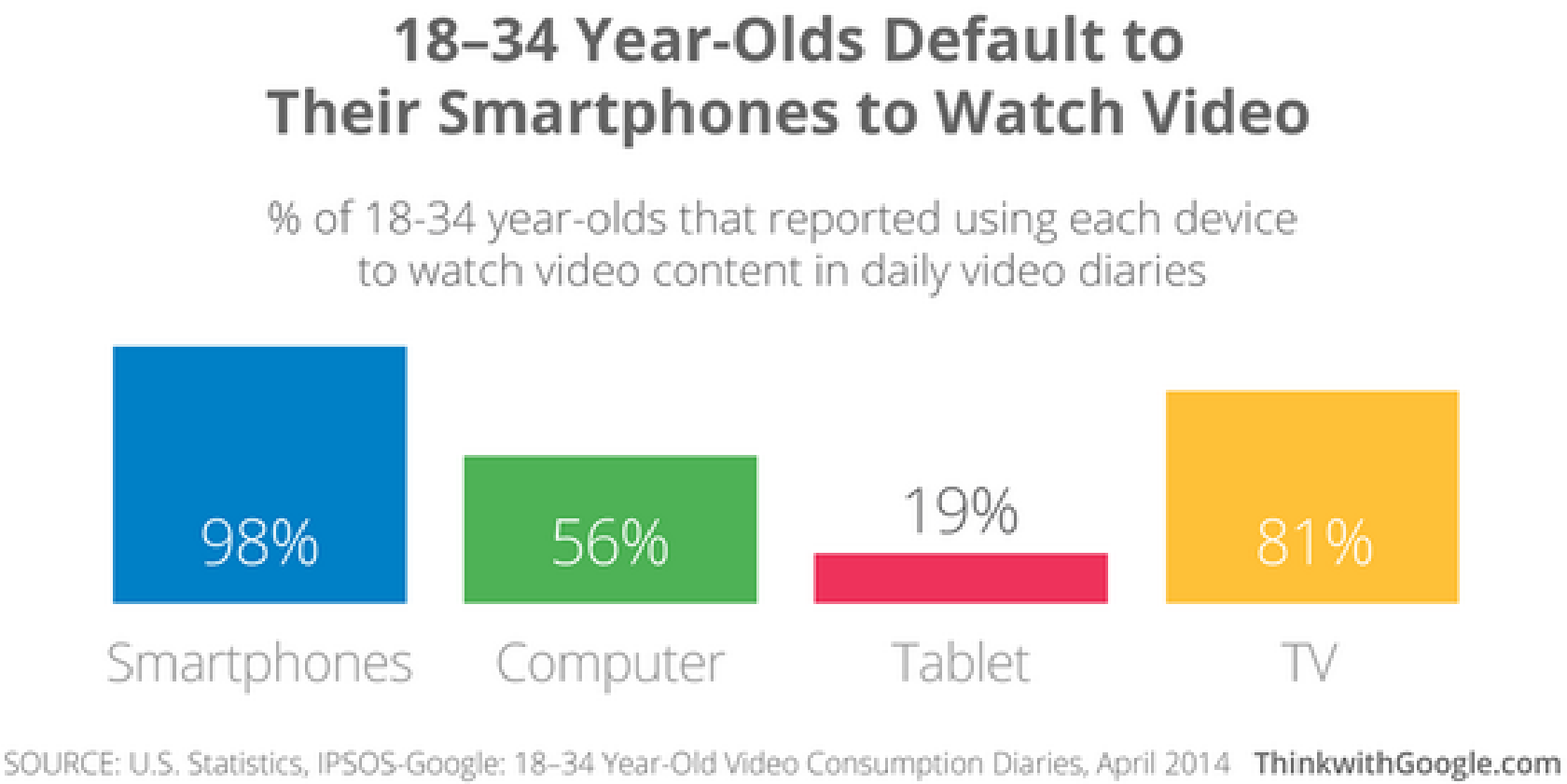
@MiaD

Most of these videos are consumed on mobile

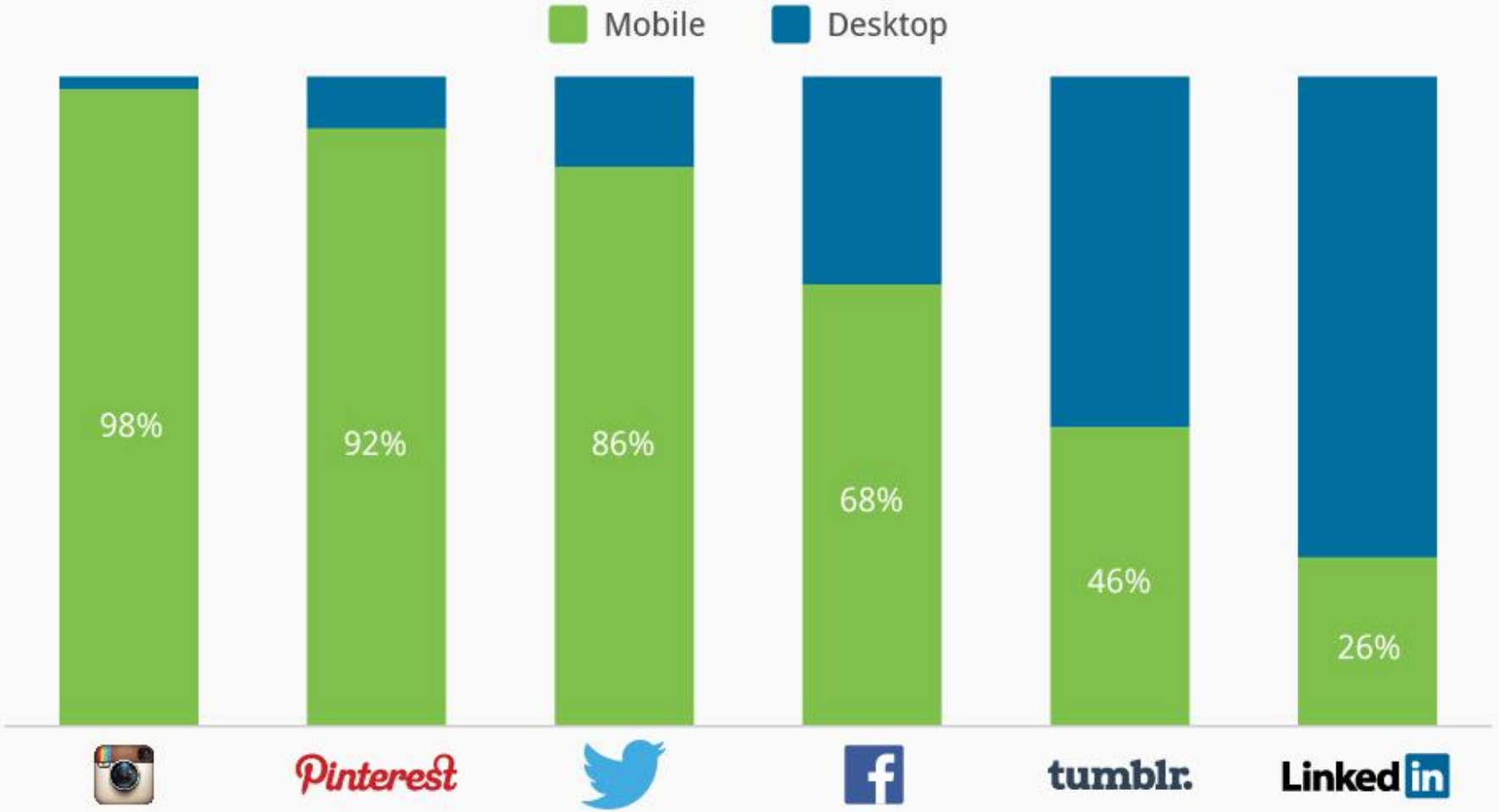
www.cbsnews.com

Mobile is the #1 medium for millennials and Gen Z



How Mobile Are Social Networks?

% of time spent on social networks in the United States, by platform*



@StatistaCharts

* December 2013, Age 18+

Source: comScore

statista

The new generation of social media sites are optimized for mobile.

Made for Mobile

Up to 9x completion rate compared to horizontal mobile video

Source: Snapchat internal data

Vertical

JAN 2015

GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION	ACTIVE INTERNET USERS	ACTIVE SOCIAL MEDIA ACCOUNTS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL ACCOUNTS
7.210 BILLION	3.010 BILLION	2.078 BILLION	3.649 BILLION	1.685 BILLION

we are social

JAN 2015

YEAR-ON-YEAR GROWTH

HOW THE DIGITAL WORLD HAS EVOLVED OVER THE PAST 12 MONTHS

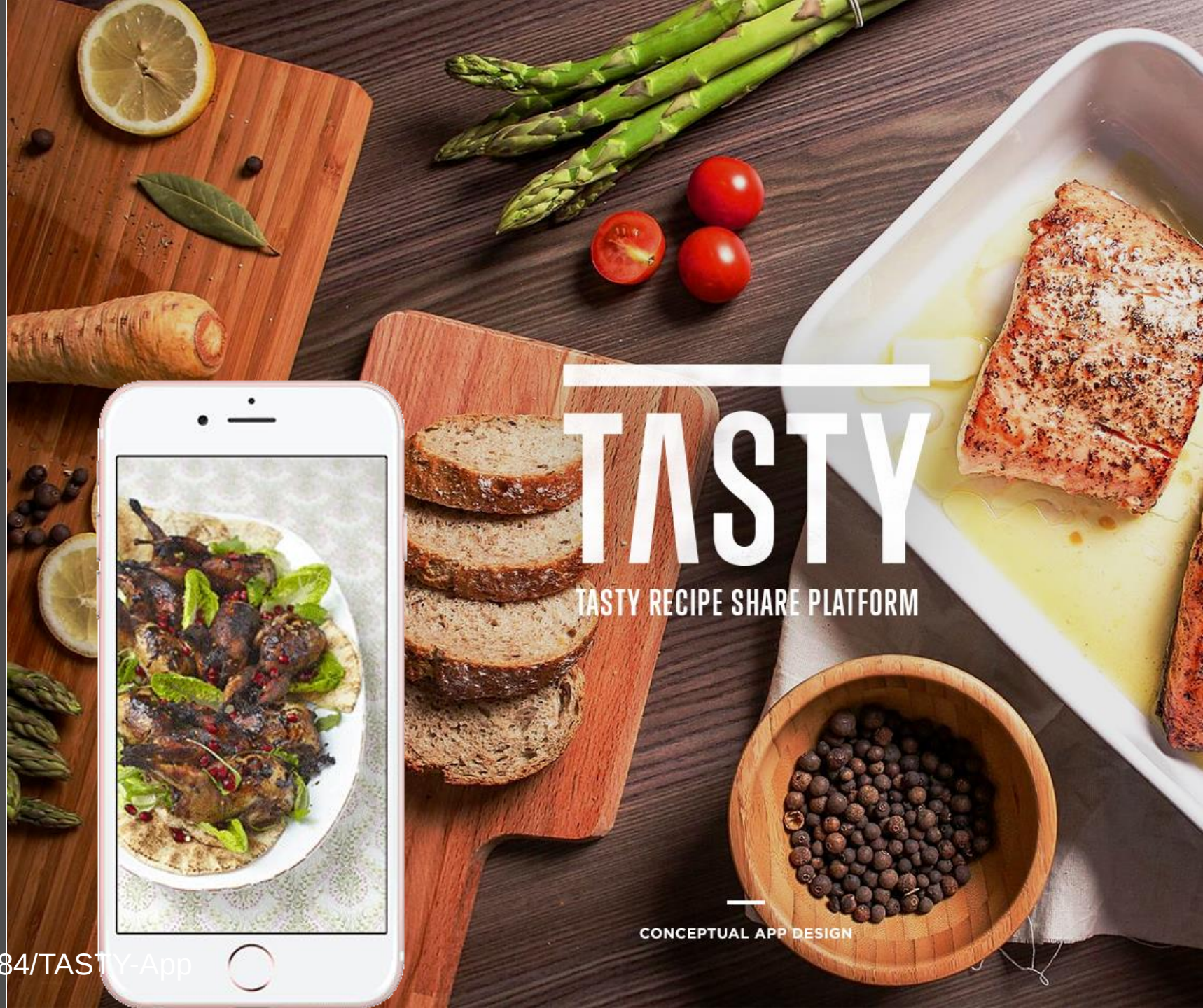
TOTAL POPULATION	ACTIVE INTERNET USERS	ACTIVE SOCIAL MEDIA ACCOUNTS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL ACCOUNTS
+1.6%	+21%	+12%	+5%	+23%
+115 MILLION	+525 MILLION	+222 MILLION	+185 MILLION	+313 MILLION

we are social

BUSTING THE
MYTHS

Myth #3

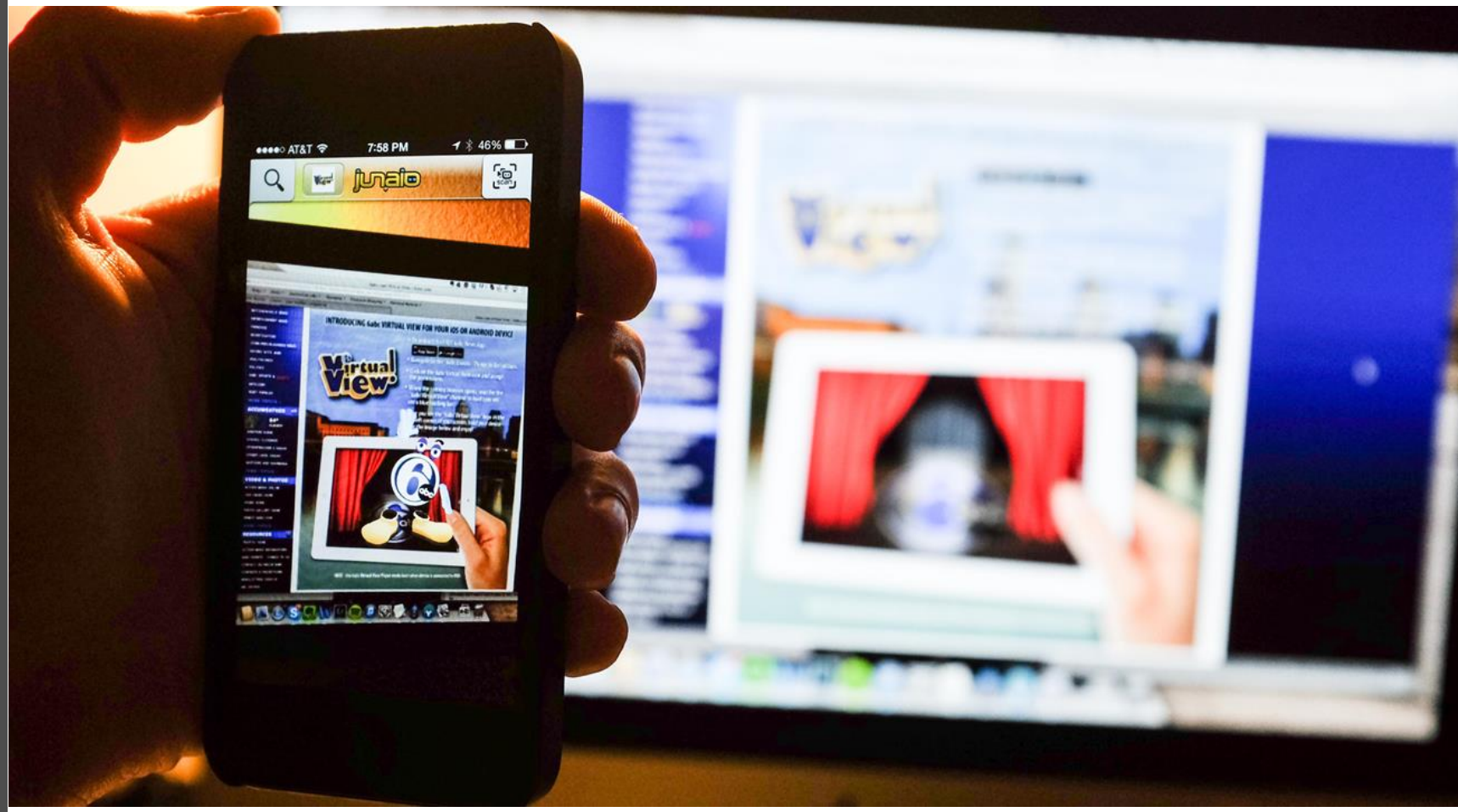
Mobile should replicate your desktop UX

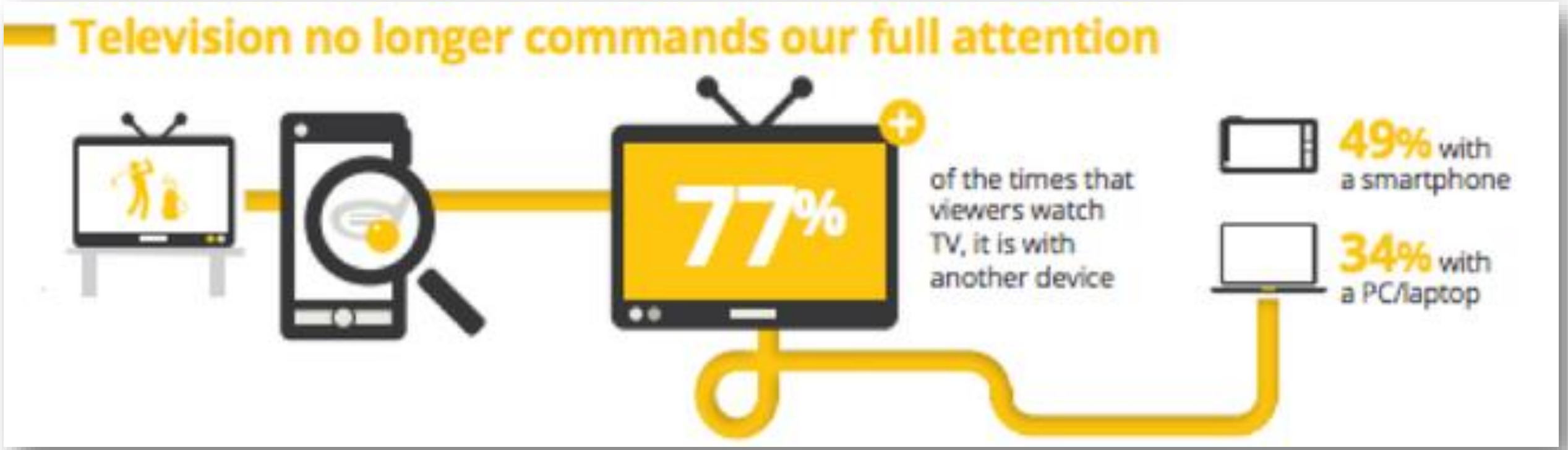


https://www.behance.net/gallery/33818384/TASTY-App

The experience needs to work across a variety of different devices

The second-screen syndrome: The experience needs to be optimized based on user need & usage.

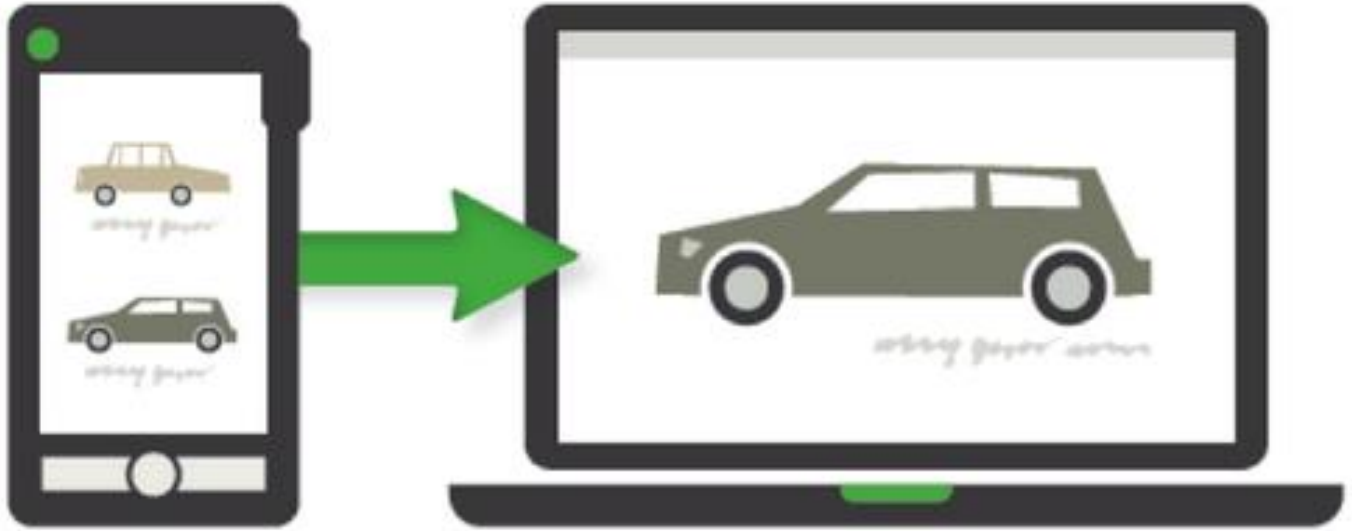




SOURCE: GOOGLE

Sequential Usage

Moving from one device to another at different times to accomplish a task



Simultaneous Usage

Using more than one device at the same time for either a related or an unrelated activity

Multi-tasking - Unrelated activity

Complementary Usage - Related activity

Don’t force-fit your desktop experience into mobile.

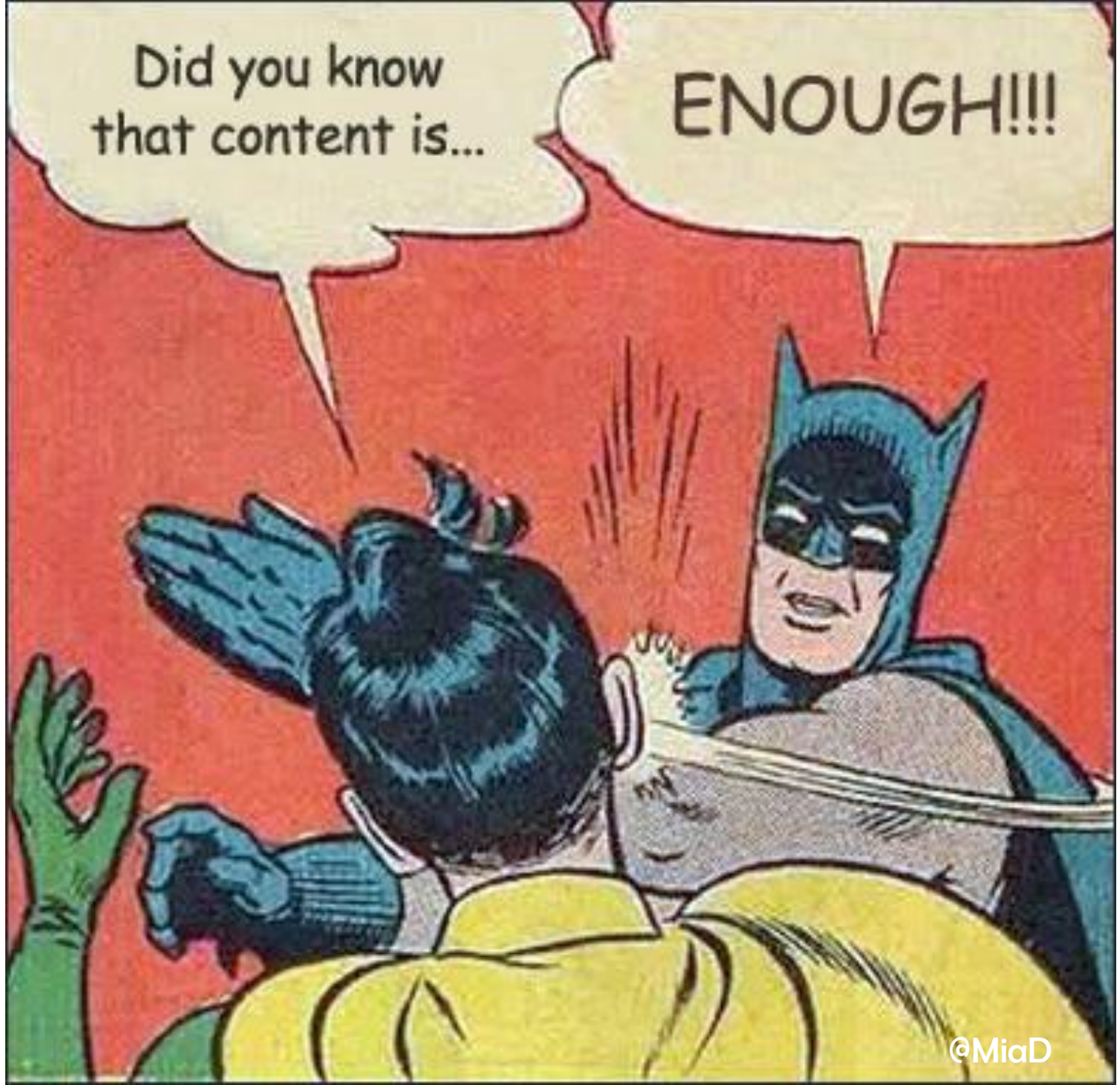
SHOP

YOU CAN BUY THE INGREDIENT AND COOKING TOOLS, MEAL PACK, ETC.

https://www.behance.net/gallery/338183

Myth #2

Content is king



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Analytics

Nurture by Numbers – Big Data and Children

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Tags: Big Data, Children, Education, Healthcare, Privacy, Speech Recognition

Driven by rising healthcare costs and competitions for top schools, more organisations and individuals are turning to Big Data and Analytics to try and give their children the upper hand.

By Kit Feber, BigCloud.io.

comments

Over the past five years, Big Data has been used in many areas of twenty-first century life as a means of making daily processes simpler, quicker and improving outcomes. Whether it be the automotive industry, online shopping

Anaconda now available for Cloudera: Data Science made easy for Big Data

Analytics

EXCLUSIVE: Katie Couric hunkers down at Yahoo as digital giant struggles

BY DON KAPLAN

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NEW YORK DAILY NEWS / Friday, March 4, 2016, 6:00 AM

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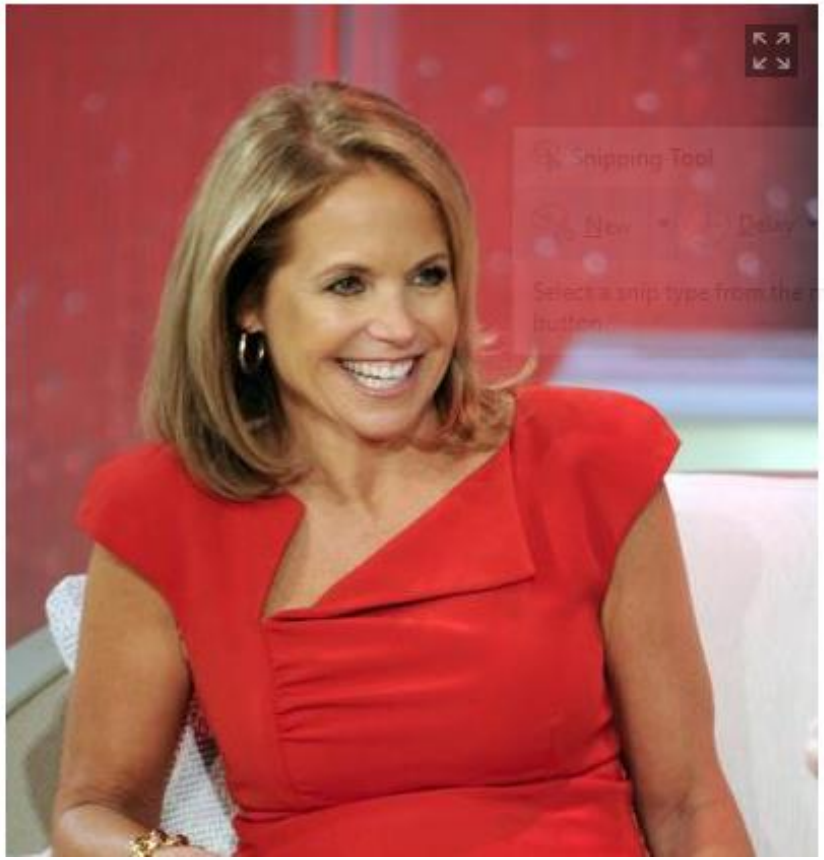
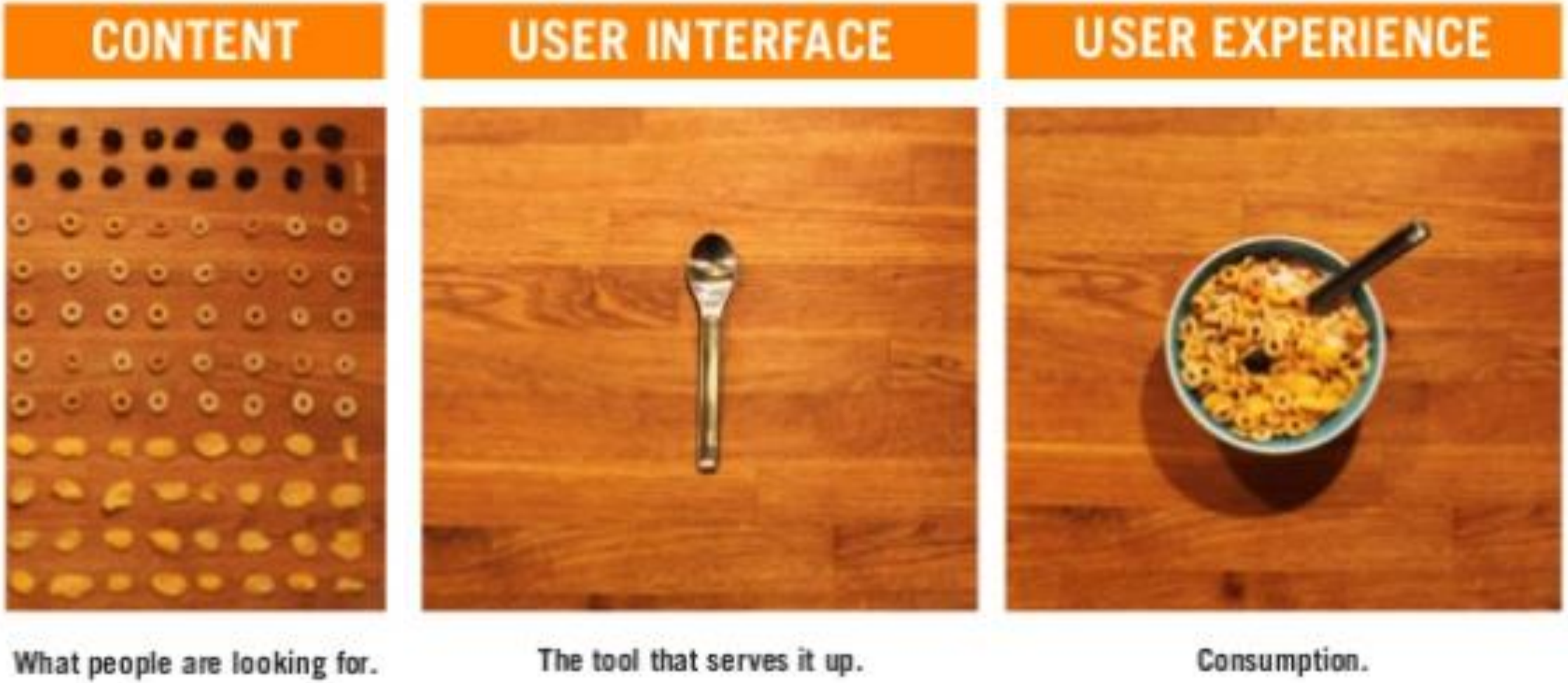


She's going to stay tangled up in Yahoo's web. At least for now.

Yahoo's announced the loss of around 1,700 jobs and a cataclysmic refocusing of its website. But Katie Couric, the glitzy "Global News Anchor" for the embattled Web portal, still plans to wait and see what happens to the company, a source close to the journalist said.

Couric, reportedly paid $10 million a year, files reports for Yahoo daily. But it's awfully difficult to find her content on Yahoo.

Couric, reportedly paid $10 million a year, files reports for Yahoo daily. **But it's awfully difficult to find her content on Yahoo.**



CENTERLINE DIGITAL

http://www.slideshare.net/Centerline_Digital/centerline-digital-ux-vs-ui-050613

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2016 ELECTION

Your playbook for the next round of American politics.

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Visual & descriptive drop down boxes

1 HOPPING MAD

IMPORTANT

North Korea 'Fires Missiles' Into Sea

Kim Jong Un is having a tantrum ... over new sanctions aimed at keeping his nuclear ambitions in check. South Korea's defense ministry reports that Pyongyang has fired six short-range rockets or

TODAY'S OZY | THE PDB | SECTIONS | TOPICS | VIDEO | ABOUT OZY | ARCHIVE | SIGN UP

IMPORTANT

1 TWO-FRONT WAR 10:03 PM
GOP Debate: Cruz and Rubio Target Trump

2 HOPPING MAD
North Korea 'Fires Missiles' Into Sea

3 FRIENDLY FIRE
Mitt Romney Derides Trump as 'Phony' in Utah Speech

INTRIGUING

1 ACT OF FAITH
Wanna Know Who'll Win the Election? Ask the Pope

2 PRIVATE PRACTICE
Germany Launches Antitrust Probe Against Facebook

3 CLEAR SKIES
US Authorities Ban Vaping on Airplanes

VIEW MORE STORIES

THE **PRESIDENTIAL DAILY BRIEF**

MARCH 03, 2016

The PDB is the OZY take on what the most powerful person in the world gets with their morning coffee. Even if you read nothing else during the day, it aims to send you out the door better prepared than if you had read everything else.

READ IN FULL

WHY YOU SHOULD CARE

Because if knowledge is power, Trump wants some of it.

2 SHARES

SIGN UP FOR OZY EMAILS

What's your email?

In this special election series, OZY [illegible] been looking closely at how Donald J. Trump is reshaping the Republican Party. [illegible], we explore the foreign policy issues the billionaire would face if he took over the O[illegible] — and what a briefing on his strategy might look like.

As the former deputy direct[illegible]A, John McLaughlin has briefed no fewer than four presidents — Ronald Reagan, George H.W. Bush, Bill Clinton and George W. Bush, in addition to some past presidential candidates — alerting them to the dangers and opportunities faced by America's bravest at home and abroad. Here, we asked

Prioritized list

ZY TODAY'S OZY THE PDB SECTIONS TOPICS VIDEO ABOUT OZY ARCHIVE SIGN UP

THE **PRESIDENTIAL DAILY BRIEF** HIDE MENU

1 IMPORTANT North Korea 'Fires Missiles' Into Sea

2 IMPORTANT Mitt Romney Derides Trump as 'Phony' in

3 IMPORTANT EU's Tusk: Illegal Economic Migrants

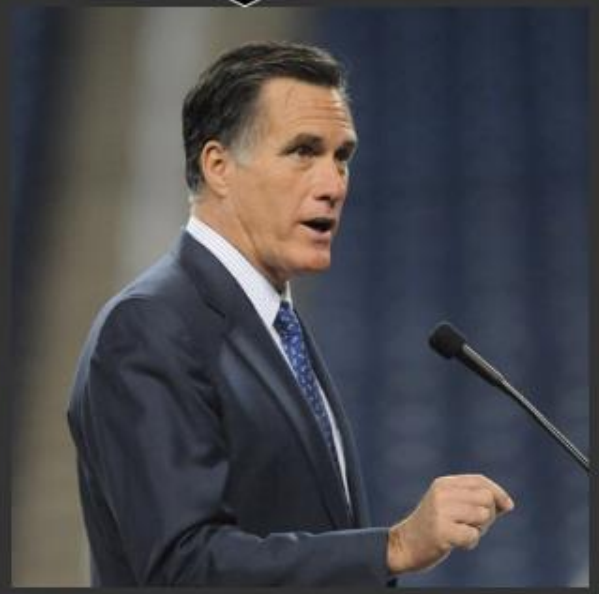
4 IMPORTANT Syria Reports Suffering Nationwide

5 IMPORTANT Carson See Forward,' T

2 ENDLY FIRE

Horizontal scroll

SOURCES:
BBC CNN



Mitt Romney Derides Trump as 'Phony' in Utah Speech

Vertical scroll

They're bringing out the big guns. Mitt Romney lost presidential race, but the former Republican nomin Massachusetts governor still carries clout with the party — and he's trying to use it to bring Donald Trump down. Romney's speech at the University of Utah was blunt: He said Trump would be "very bad for American workers," and that his economic plans would cause trade wars and recession. There's no clear rival to support, but other donors and politicians in the GOP are mobilizing against Trump — though perhaps too late.

3 DESPERATION

EU's Tusk: Illegal Economic Migrants Not

Sneak peak

EXPLORE MORE / READ BIO

Stay longer!!

Keep going!

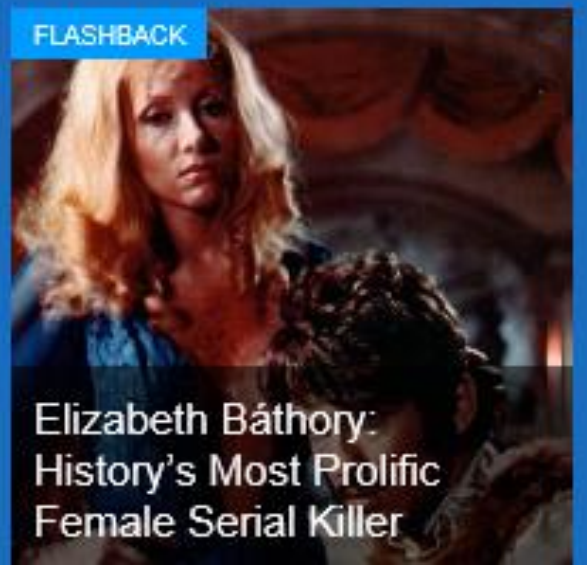
TOPICS: 2016 ELECTION, CONSERVATIVE, EUROPE, MIDDLE EAST, NORTH AMERICA, POLITICIANS, TERRORISM

READ THIS NEXT

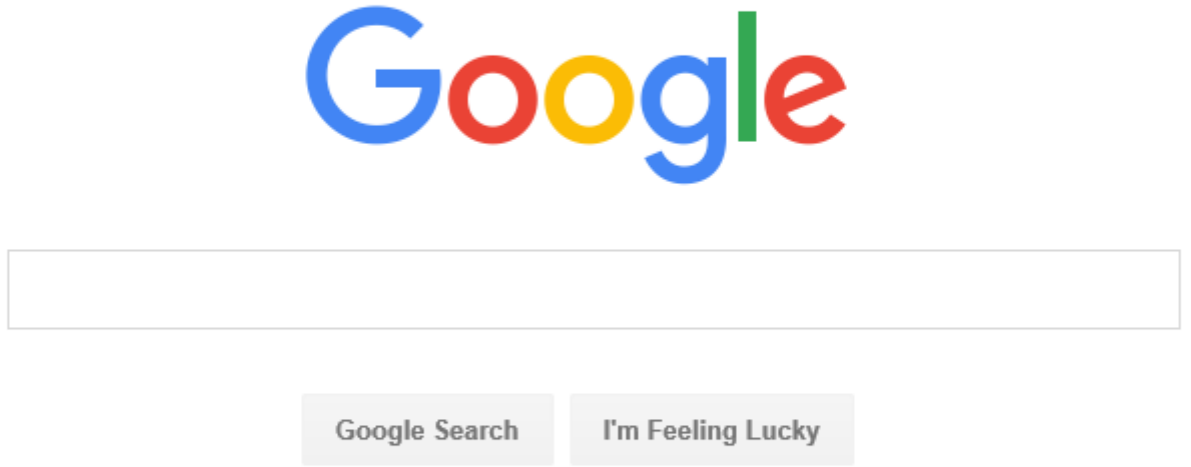
PROVOCATEURS

Bethe Correia, the Undefeated Dark Horse

EXPLORE MORE ON **OZY**

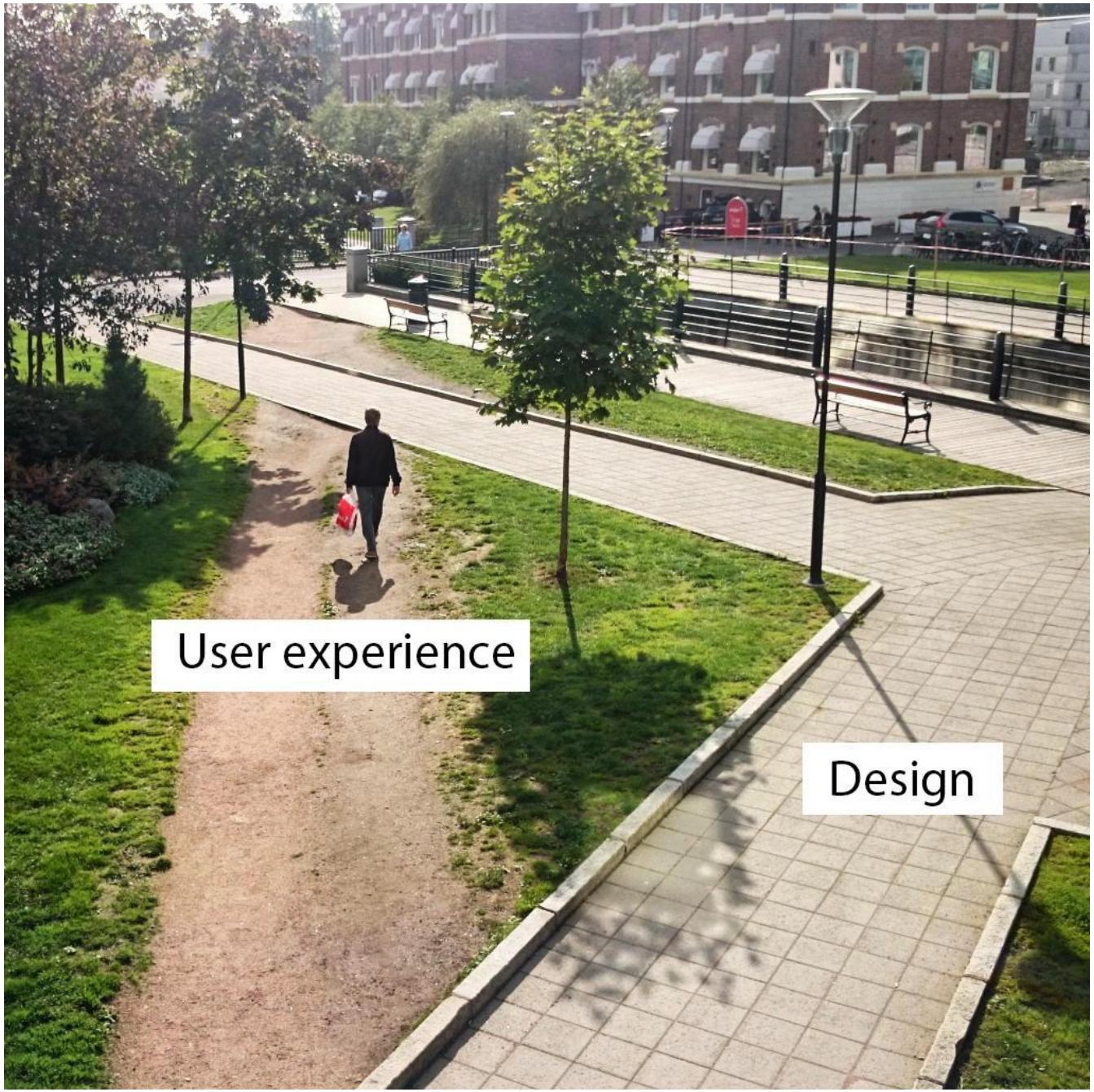


Know thy objective!

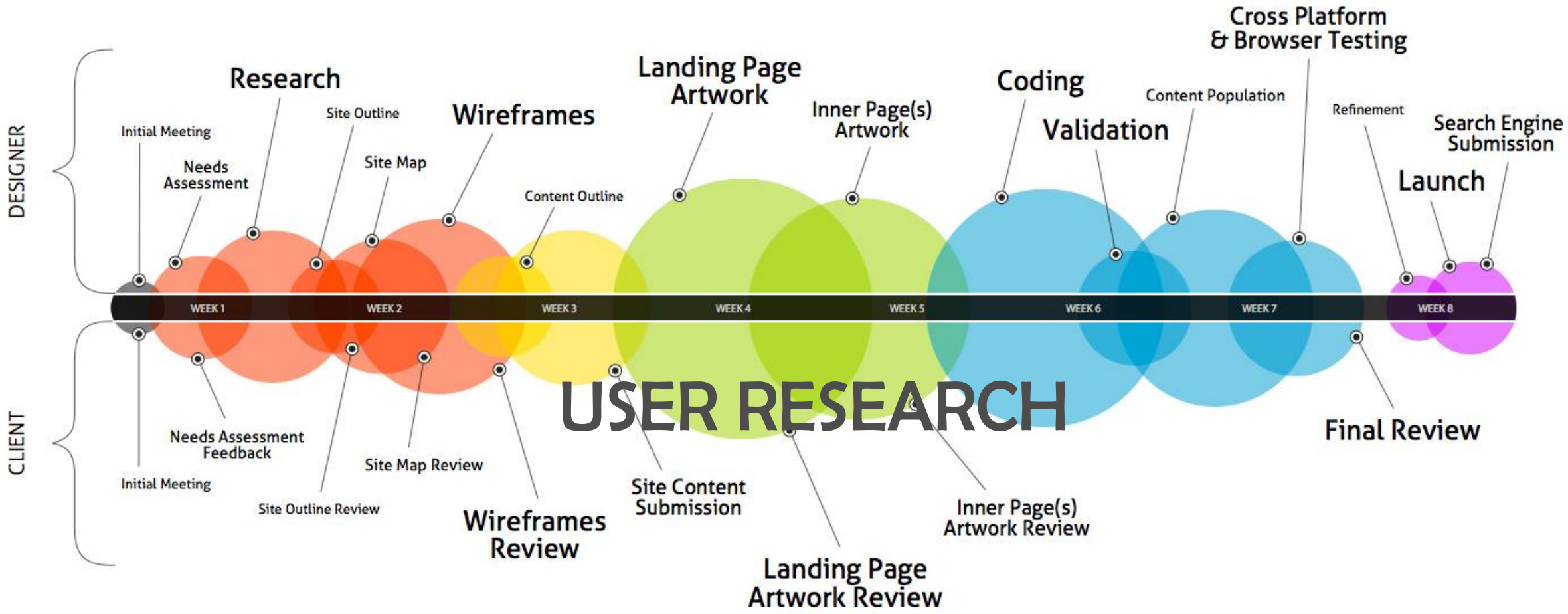


Myth #1

"We know what the user wants"



https://guycooksondotcom.files.wordpress.com/2015/06/user-experience-vs-design.jpeg

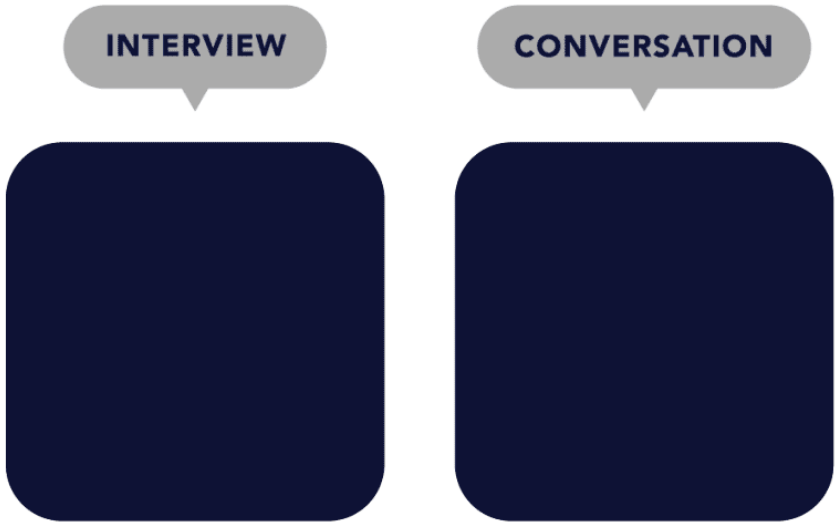


http://courses.haigarmen.com/desn315/files/2013/09/Information-architecture-process-big.png

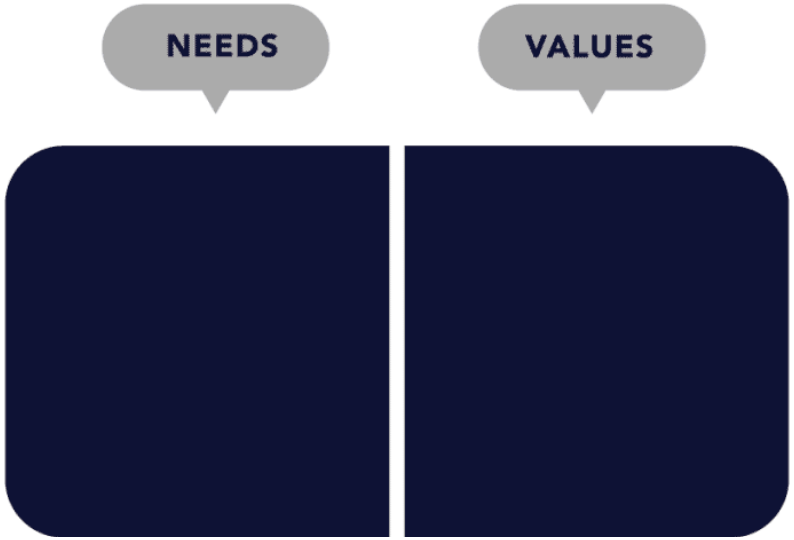
UX Research:
“In every case, it's all about asking "why" and being willing to keep asking, no matter how obvious the reason seems to be.”
Alexis Finch @AgentFin

Best Practices in User Research via @amidm

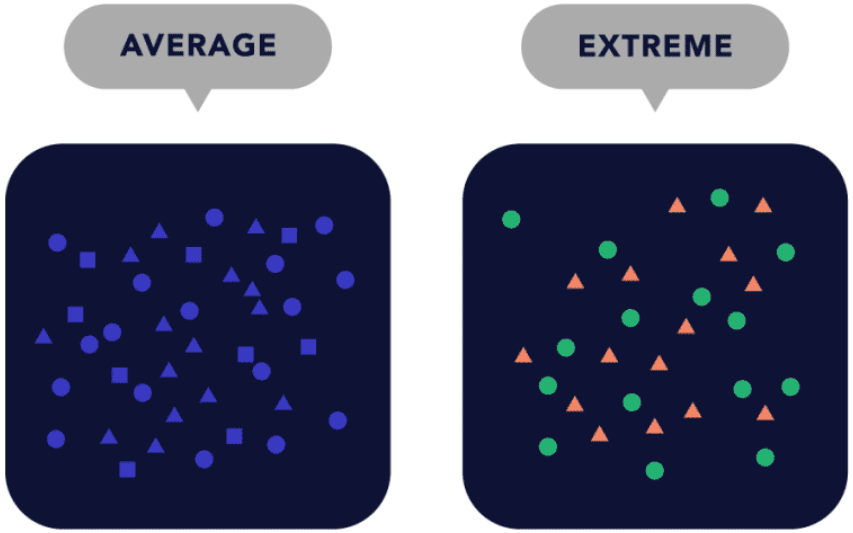
Have a conversation



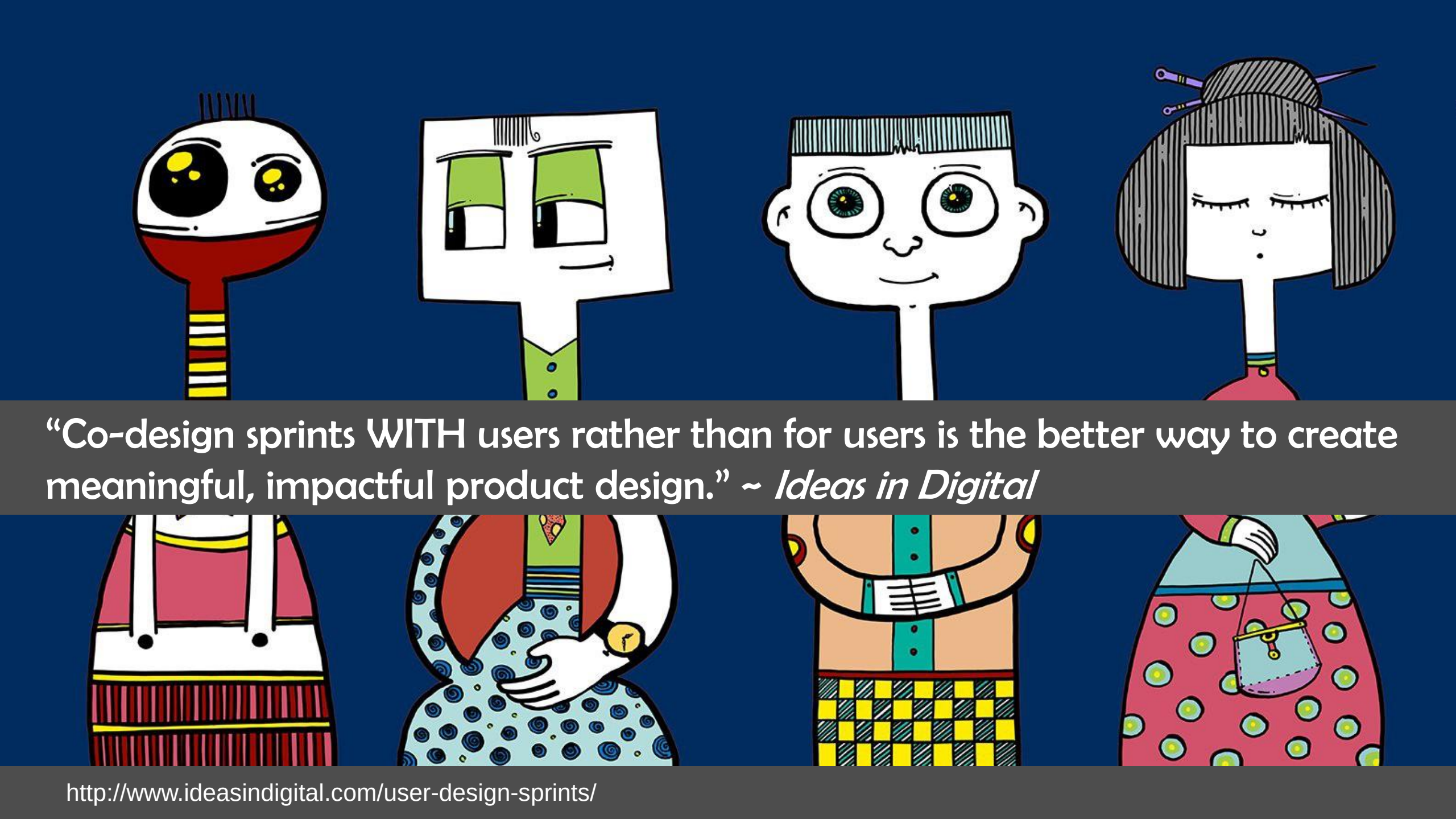
Uncover values



Talk to an average user

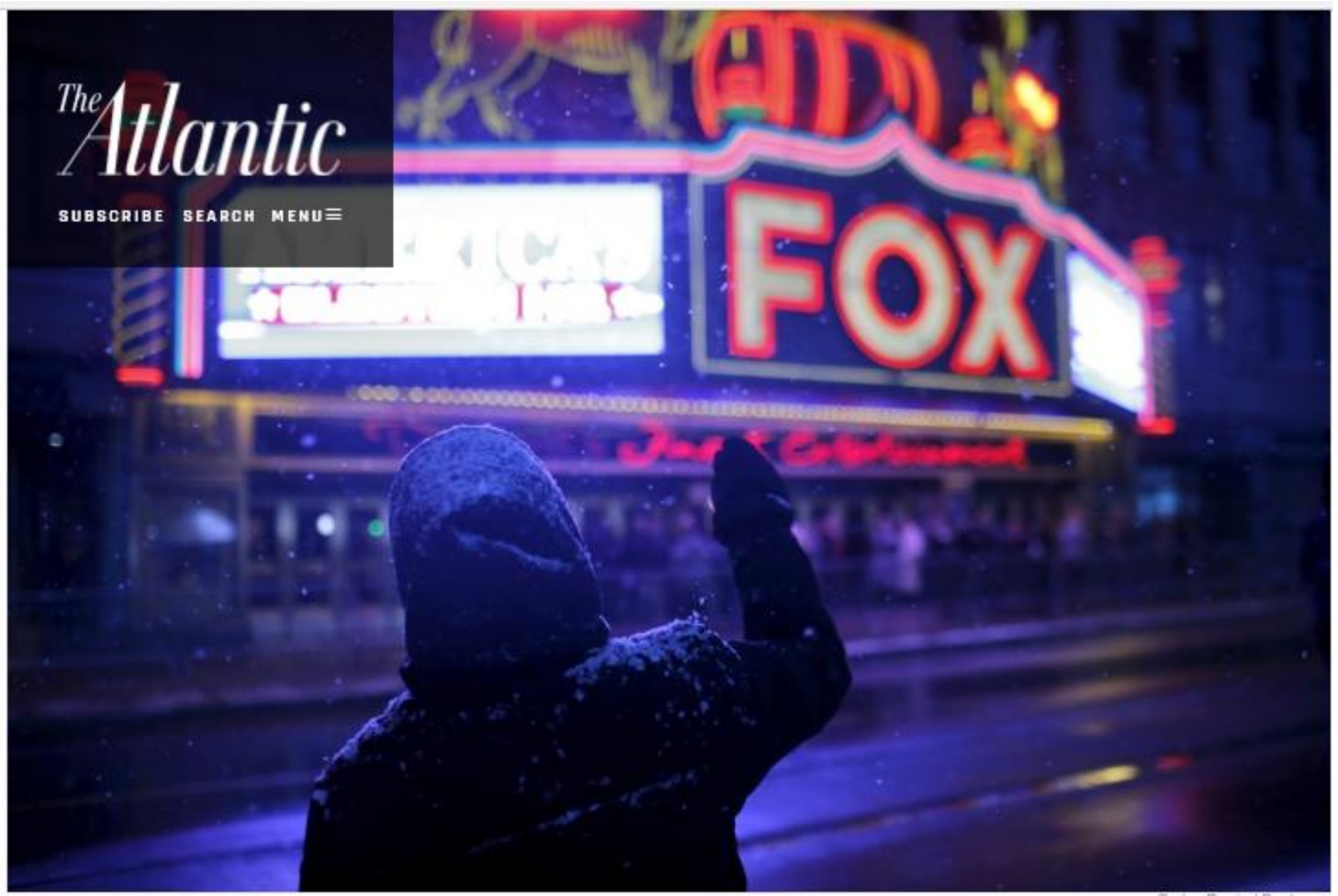


Get feedback early



"Co-design sprints WITH users rather than for users is the better way to create meaningful, impactful product design." ~ *Ideas in Digital*

http://www.ideasindigital.com/user-design-sprints/



Carlos Barria / Reuters

Motor City Meltdown

The Republican Party appears on the edge of collapse, and the raucous exchange in Detroit did nothing to erase that impression.

TEXT SIZE

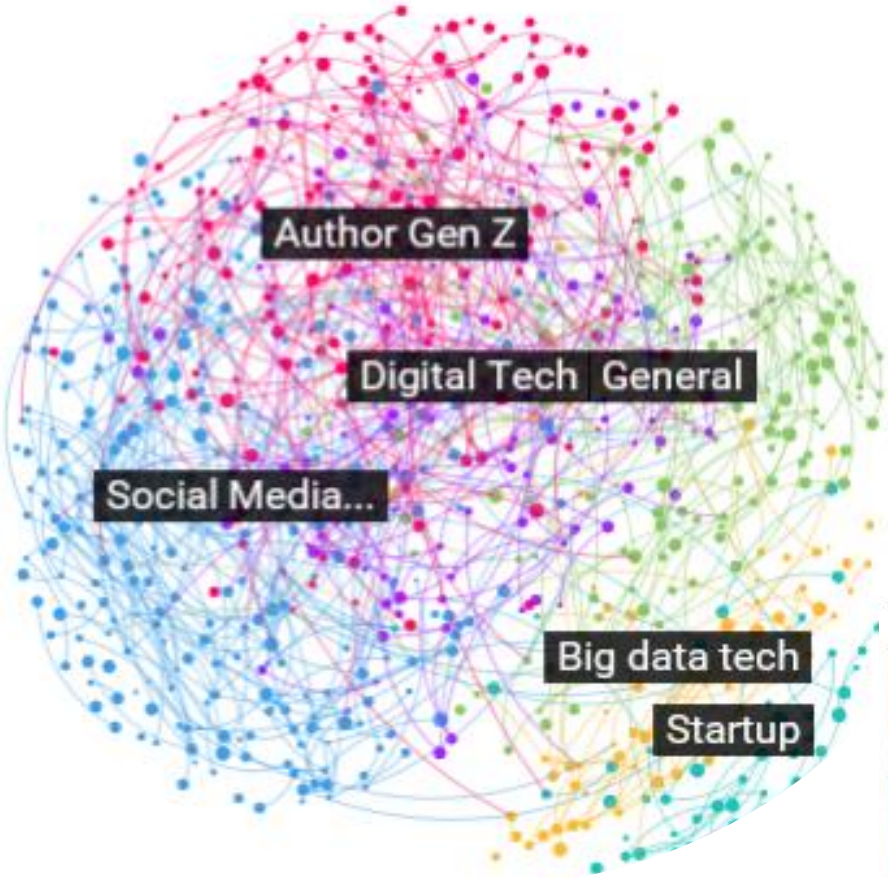
AdChoices
BetterWorks
Learn Google's secret to setting goals

Know your audience

"Before you assume that you have no aging users, remember that vision issues start affecting people around the age of 35 – which is not considered a senior user." ~ *Mile7*

http://mile7.com/about-mile7-portland-oregon/

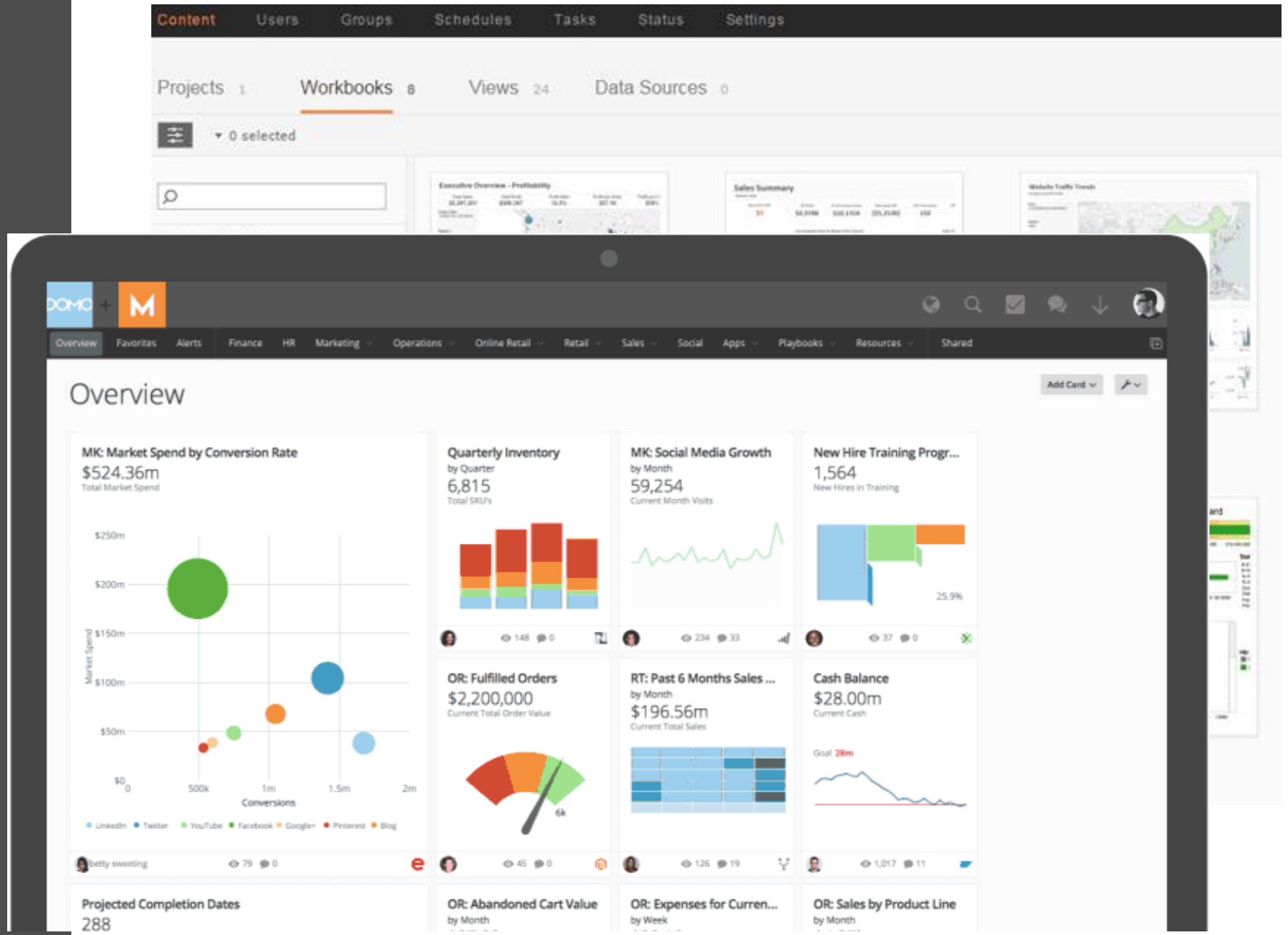
Audience segmentation & profiling



This group also likes:

http://discovery.affinio.com/audience

Omni-channel analysis

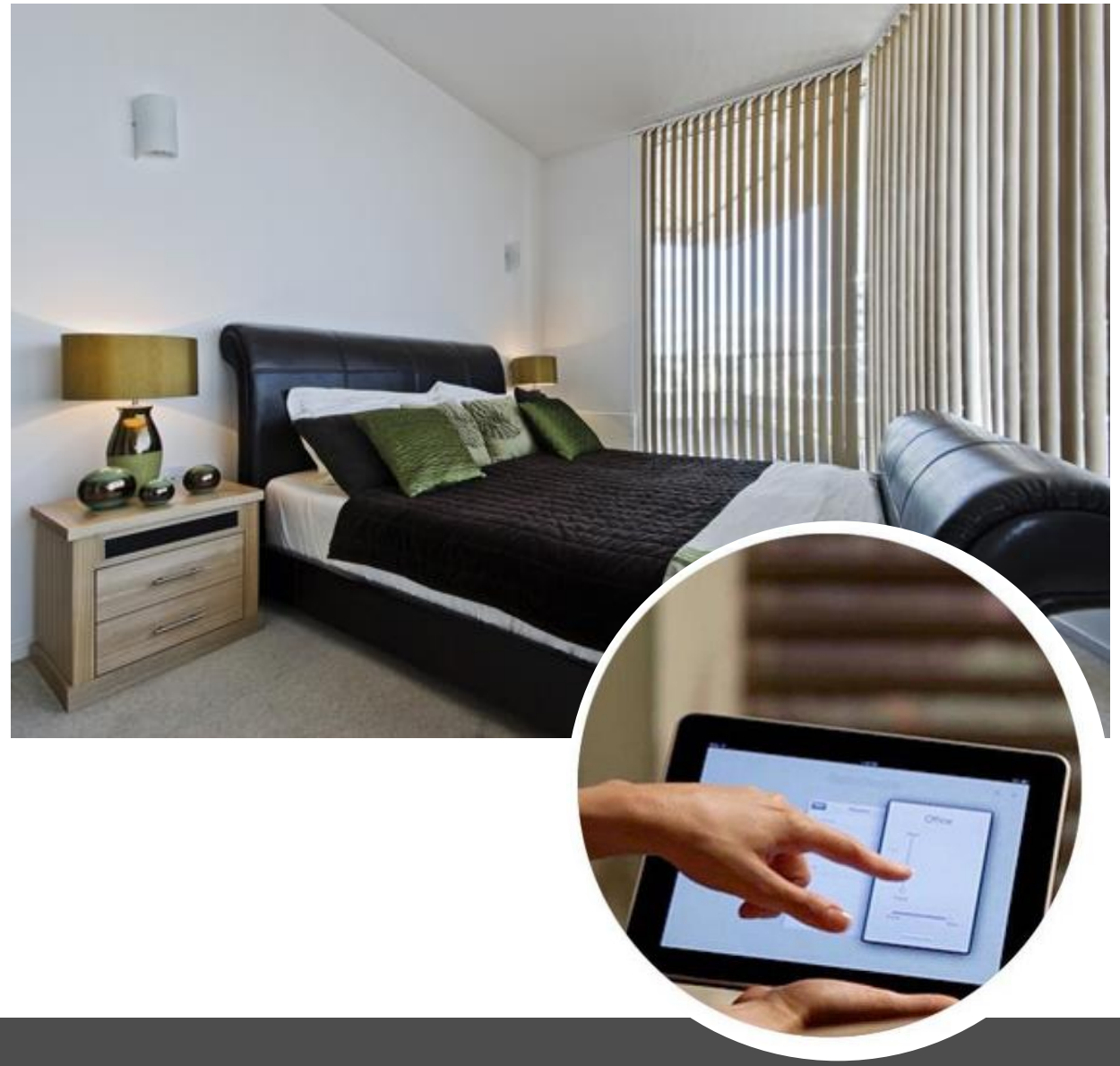


http://www.tableau.com/products/cloud-bi

Where is the puck headed?

sportsillustrated.cnn.com

Hyper-connectivity: Internet of Things (IOT)



CHECK IN WHILE YOU'RE OUT

NetCam HD+ Wi-Fi Camera

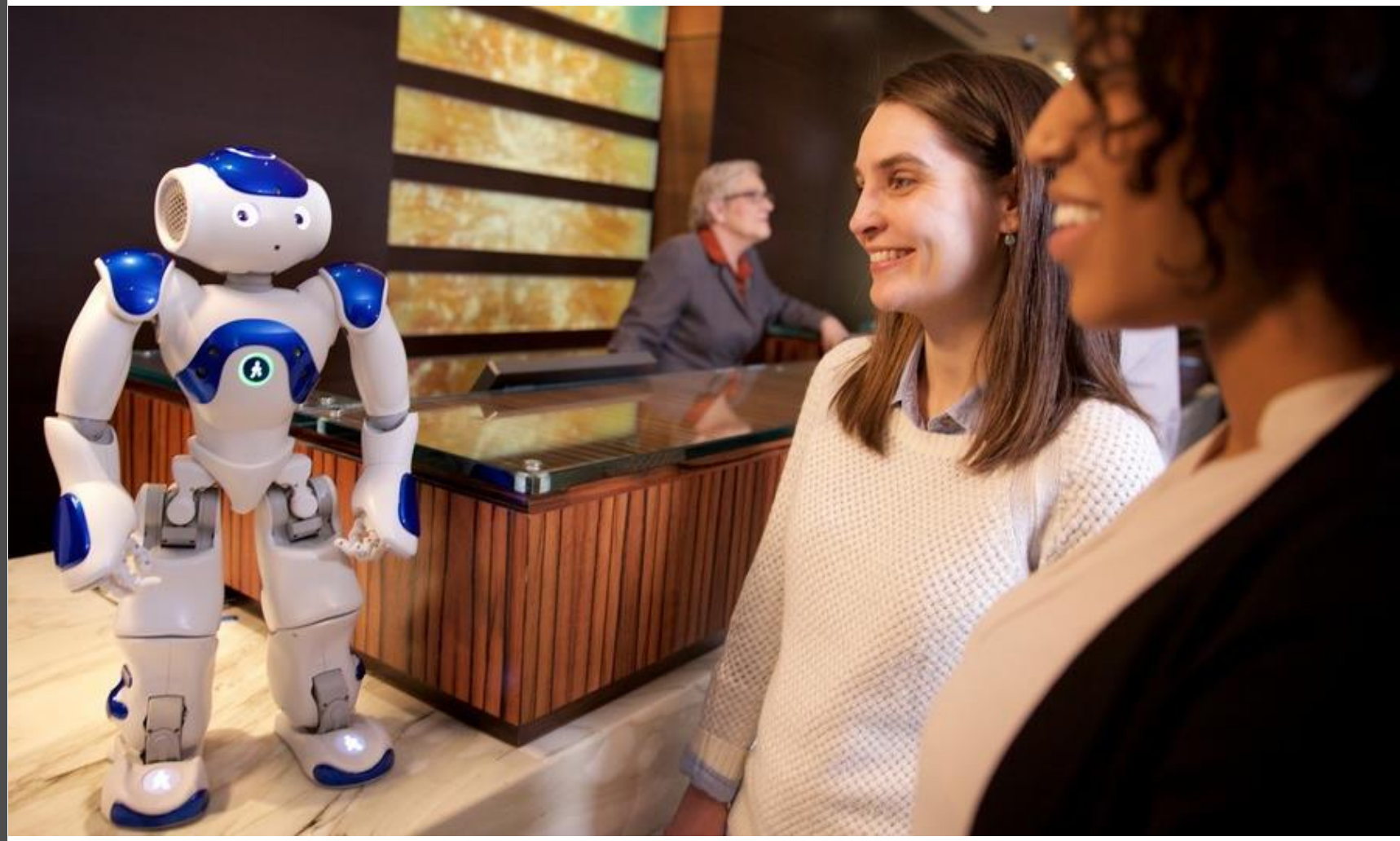
Keep an eye on what's going on at home with the NetCam HD+ Wi-Fi Camera. Simply set it up in any room to check on the kids, pets, or elderly parents. Always with clear, vivid HD video streamed right to your smart device. For advanced features, Cloud+ Premium Services enable you to record and store footage to the cloud and receive alerts. It's a whole new point of view on your life.

Voice is the new platform

Amazon Echo is the smart voice-activated speaker that can control your whole house – stream music, play podcasts, control lights, thermostat, reserve Uber, order from Amazon, etc.

AI & Robots

Connie, Watson-powered robot assists with visitor requests, personalizes the guest experience and empower travelers with more information to help them plan their trips.



https://www.ibm.com/blogs/watson/2016/0

Virtual Reality

Oculus, the Facebook-owned company is adding new Facebook sharing features, new social games and other features that will make Samsung's Gear VR more social.

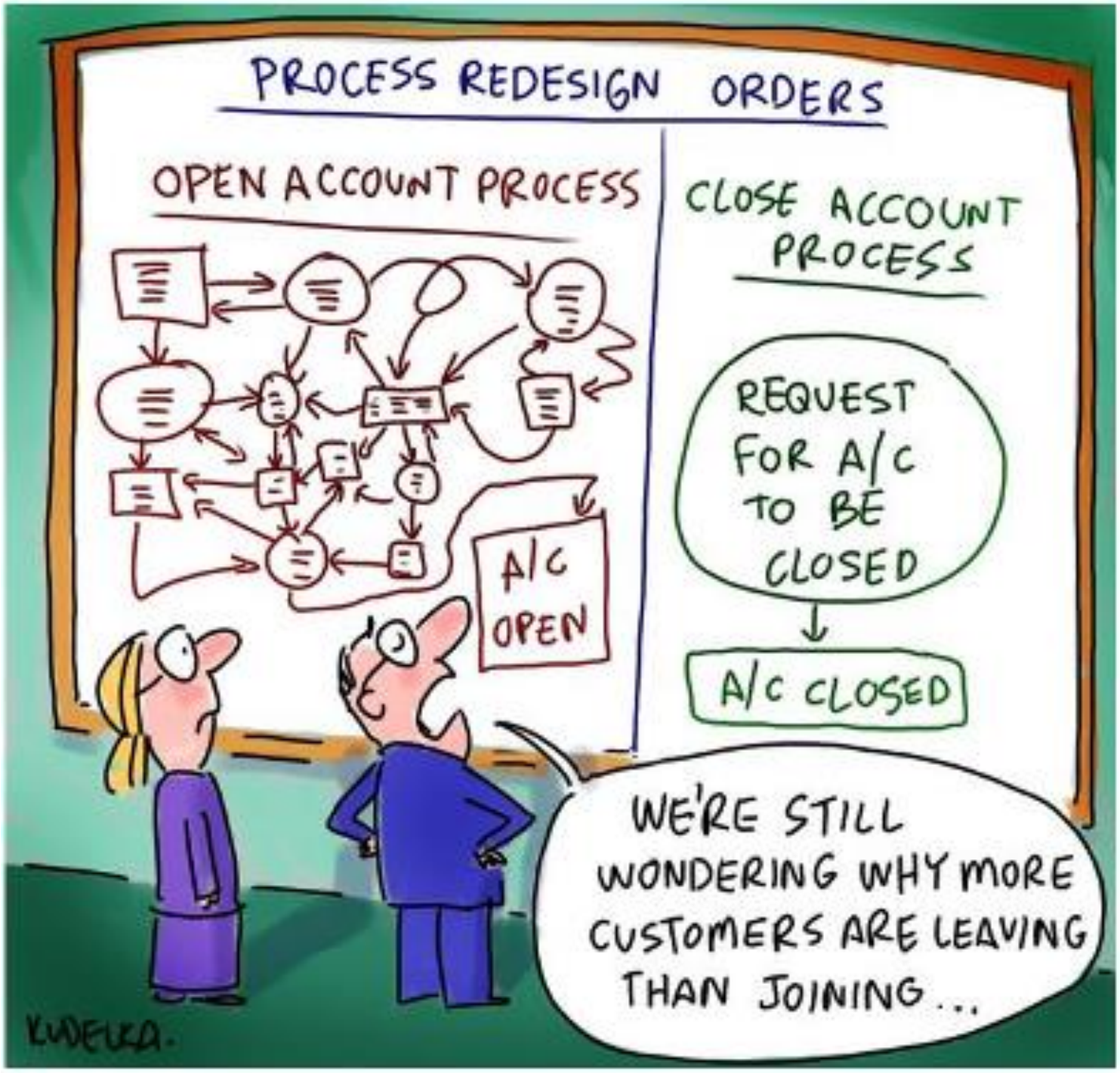
http://mashable.com/2016/03/09/oculus-adds-social-features-gear-vr/

BECOME PART OF THE EXPERIENCE

Is it a
BIRD?..SUPERMAN?…DRONE
?…WINGSUIT FLYERS!!

SOUND GIF

Secret to designing great experiences?



CUSTOMER

SENORGIF.COM

Your average user has shorter attention span than a goldfish

Your experience needs to stand out & get their attention.

...it's about delivering the right experience.

Getting the right balance between form and function...

Giphy.com

"Everyone wants to be successful until they see what it takes."

http://balletnews.co.uk/

#1 Organize

Hire the right talent.

"If you think hiring an expert is expensive, wait until you hire an amateur." ~Anon

https://sketchedout.files.wordpress.com/2008/03/monkey.jpg

#2 Optimize

Doesn't matter how wonderful your design is...

...if your processes and systems are broken.

#2 Optimize

Use data

"Despite the hype, marketers still fumbling around with data."
CMO.com

Mantra: Test, Learn, & Improve!

#3 Get rid of silos

"In a recent Forrester report, main reason many marketers are so far behind on data implementation is that they haven't formed a close alliance with their IT departments."

CMO.com

http://www.cmo.com/articles/2016/1/27/despite-the-hype-marketers-still-are-mostly-fumbling-around-with-data.html

One integrated experience!

SHOE

DIGITAL

MOBILE APP

WATCH

SOCIAL

#4 Innovate

Try something new!

If it doesn't work, try again.

It may not be perfect yet ...but we'll get there!

Amazon Echo, home alone with NPR on, got confused and hijacked a thermostat

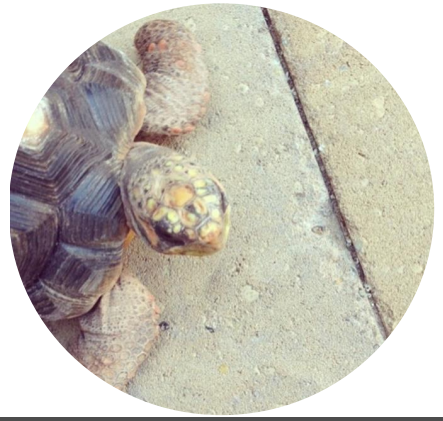
http://qz.com/637326/amazon-echo-home-alone-with-npr-on-got-confused-and-hijacked-a-thermostat/

I have not failed. I've just found 10,000 ways that won't work.

Thomas A. Edison

WIN!

Thank you!
Mia Dand
@MiaD



Resources

Useful links – UX/UI

UX
UX Mag: an online UX publication discussing the latest in design and UX strategy.
UX Booth: one of the leading publications for UX topics, held in high regard by the UX community.
52 Weeks of UX: a UX blog authored by UX designers Joshua Porter and Joshua Brewer.
UXPin Blog: useful articles on how to create effective user experiences.
DesignModo UX: comprehensive site covering the aesthetic, business, and psychological elements of UX.
Webcredible: UX articles and resources.
Johnny Holland: a popular source of information for a variety of UX topics.
Smashing Magazine: a leading website for UX information and articles.
UX Colombo: a site that strives to promote UX creativity and inspiration with its insightful, indepth coverage of various UX topics.
UX Myths: a site that dispels some common myths regarding UX design and the industry atlarge.
Inspire UX: UX design articles and tips.
UXADAY: daily inspiration and directory of useful resources and tools for User Experience Designers.
Stack Exchange UX: question and answer site for user experience researchers and experts.
UX Matters: a site featuring a bounty of useful UX information and tips.
Foolproof: a popular blog covering UX strategy and design.
Akendi: discusses issues surrounding UX and design.
Innovation M: a design blog that highlights various UX methods.

UI/Interface
Usability Post: a site that discusses web design and usability issues.
Boxes and Arrows: blog that publishes useful articles and resources for UI designers.
UXPin Blog: site contains lots of UI resources and tools, such as this responsive web design cheat sheet, useful sources for design patterns and wireframes guides and a ux patterns library.
iA: contains articles containing tips on building effective user interfaces.
Smashing Magazine: a leading website for UX information and articles.
Felt Presence: a blog that covers topics regarding UI design and product management.
Inverra: some great resources and articles regarding dashboard design.

Source: **By Chris Bank** uxpin.com

Useful links – Design

These sites feature articles covering topics around design methodology. Posts include discussions and pointers on how to achieve user experience goals and objectives.
Boxes and Arrows: articles about design principles, processes and methods, interfaces and more.
A List Apart: a blog that discusses UX, web design, web development and web standards.
Usability Post: some great articles discussing usability methods.
Nielsen Norman Group: a site that features Nielsen Norman Group's groundbreaking research, reporting, and user interface evaluations.
UXPin Blog: articles about design processes such as shifting from lo to hifidelity prototypes.
Smashing Magazine: a popular site for design related topics and discussions
Tools & Software
Information regarding the latest software, code snippets, and other items essential to one's design arsenal can be found in these blogs. These resources are indispensable for staying updated on the latest and greatest design tools.
Boxes and Arrows: articles about design principles, processes and methods, interfaces and more.
Little Big Details: a provider of daily design inspiration tips.
Creative Bloq: a leading website for UX information and articles.
UXPin Blog: features useful software information and resources, including extensive tips on using their prototyping and wireframing platform UXPin.
For design pattern inspiration, look to the following resources:
Boxes and Arrows: articles about design principles, processes and methods, interfaces and more.
UXPin Blog: tips and advice regarding the latest design patterns, including useful sources for design patterns and wireframes guides, ux patterns library, and updates on free ebooks such as mobile ui design pattern trends.
Wireframes: a site that discusses wireframing, sketching and design patterns.
MobilePatterns: a site that features design patterns in mobile apps.
Lovely UI: features interesting and unique mobile design patterns.
Pttrns: some great examples of mobile design patterns.

Source: **By Chris Bank** uxpin.com