Disruptive UX

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Mobile phone? No way! 1998 video

https://www.youtube.com/watch?v=TNwhlHqM60g
About today’s lecture

- The 3rd wave
- Disruptors
- Methods to disrupt
The 3rd wave
What is innovation?
How does technology evolve?
Innovation happen in waves

Technological Innovation

Time

Us, Now
The world of products, brands and personal data is going through a radical transformation.
From a world of things…
To a world of connected things…
1st wave: Personal Computing

- IT first!
- Immobile
- Lack of contextual awareness
- Mouse / Keyboard interface
Nature of personal data in the 1st wave

What’s personal and valued by users

• Their username
• Password
• Email address
• Access rights
Nature of personal data in the 1st wave

What the network knows

• Their corporate social graph (org. roles)

• Usage patterns based on logon times

• Access rights
Nature of personal data in the 1st wave

Jobs being done

• Linking people with IT assets

• Securing corporate info
2nd wave: Mobile Computing

- Micromoments!
- Mobile
- Always connected
- More personal
Nature of personal data in the 2nd wave

What’s personal and valued by users

• Their phone number

• social graphs (contacts, friends, followers)

• Photos, videos

• Apps
Nature of personal data in the 2nd wave

What the network knows

• Where you are (demographics, personal likes)

• Who you are interacting with

• Search and web history
Nature of personal data in the 2nd wave

Jobs being done

• Linking people through social media
• Enabling digital advertising
3rd wave: Ambient Computing

- Internet of things!
- Contextual
- Data collecting & interpreting
- Super personal / relevant
Nature of personal data in the 3rd wave

What’s personal and valued by users

• Decisions based on networks of connected things

• Personalised brand experiences

• Collected data valuable for the users

• Trust and privacy
Nature of personal data in the 3rd wave

What the network knows

• Personal meta data

• Complete profile (medical, financial, face)

• Intersection of the digital and physical worlds
Nature of personal data in the 3rd wave

Jobs being done

• Making activities visible and measurable

• Enhancing actions with rich context
Frog Design room-e concept video

http://www.frogdesign.com/work/frog-room-e.html
Intuitive user interfaces, with a social component
Digital tracking to enhance the real world experience
Connected wearables to enhance public well-being
The next decades we can expect the number of connected ‘things’ will grow exponentially.
Disruptors
What is a disruptor?
No more corrupted products and services
Revolutionary traditional business models
Digital-first and customer centric organisations

We imagine a world where you can belong anywhere.
Disruptors use 'Big' data
What happens to all this data? Is it save?
Public trust in organisations has plummeted
It has shifted towards trust in peers
Creating desirable products and services is a matter of trust.
Consumers increasingly trust in products and services based on the experience they have with them.
and having the consumer’s trust is...
Leaders outperform the market

Customer Experience Leaders 107.5%
S&P 500 Index 72.3%
Customer Experience Laggards 27.6%
Our online attention span has shortened to 8 seconds
Our online attention span has shortened to 8 seconds.
Google’s micro-moments

Source: Think with Google
I-want-to-know moments

65% of online consumers look up more information online now versus a few years ago.2

66% of smartphone users turn to their phones to look up something they saw in a TV commercial.3

I-want-to-go moments

2X increase in "near me" search interest in the past year.4

82% of smartphone users use a search engine when looking for a local business.5

I-want-to-do moments

91% of smartphone users turn to their phones for ideas while doing a task.6

100M+ hours of “how-to” content have been watched on YouTube so far this year.7

I-want-to-buy moments

82% of smartphone users consult their phones while in a store deciding what to buy.8

29% increase in mobile conversion rates in the past year.9
Google’s micro-moments

Be There
Be Useful
Be Quick
3 success stories
Bedankt voor het verifiëren van je Identificatie!

Welkom terug, Frank.

Het verifiëren van je identificatie is een eenvoudige manier om te helpen vertrouwen op te bouwen in de Airbnb community. Wij denken dat anonimiteit het vertrouwen kan schaden en daarom verifiëren wij de identificaties van onze gasten en verhuurders om de veiligheid van onze groeiende community te helpen garanderen. Meer informatie

Verifieer mij
Questions?
Break 15 minutes

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Methods to disrupt
V&D prijzencircus 2014 video

https://vimeo.com/107258162
What did V&D do wrong?
They were

Too big

Too slow

Too stubborn
Lean UX Cycle

Think
Analysis

Check
Test

Make
Design
The best ideas do not come from behind a desk…
Minimal Viable Product

Not like this....

1 2 3 4

Like this!

1 2 3 4 5

by Henrik Kniberg
Go to the consumer as soon as you can!
Some examples

Think
Check
Make

Analysis
Test
Design
Think

Analysis
Collect as much information as possible

• Ask the experts (designers, developers, field specialists)
• Determine and study your target group
• Ask future users about experiences and attitudes
• Create maps of customer journeys and interactions
• More…
Customer Experiences Maps

Will help you to:

• Empathise with the customer to understand their actions, thoughts, emotions (over time).

• Define opportunities and points of interest to focus and design.

• Discuss and create shared understanding with fellow stakeholders.
Make
Design
Concept & Design

Is not the same. Concepts are:

• A couple of elaborated examples (e.g. screens) that help you to build your rationale.

• To be validated on their logic - not functionality - by the stakeholders and customers.

• Often used in pitch presentations to sell design/implementation projects.
Ikea + Ideo concept design kitchen video

http://www.conceptkitchen2025.com
Prototypes

Will enable you to:

• **Test** the functionality of the designed product or service. Observe actual interactions.

• Get insights in how **customer flows** work in practice, obvious but missed design errors are often discovered by prototypes.

• Place a product or service in a specific **context** (scenario) in which it is used.
Prototypes

Tools:

• Pen, paper, scissors

• Sketch, Axure, Adobe

• UXpin, Framer, Pop… many more
Check

Test
Breaking it down

• *What* shall we test?

• *Where* will we test?

• *With whom* will we test? and, of course,

• *How* will we test?
Quantitative

- Deals with numbers
- Data which can be measured
- Length, height, amount, conversion, profit, costs, points
- Large amount of users, not so much effort
- Objective
Qualitative

- Deals with descriptions
- Data can be observed but not measured
- Colours, thoughts, opinions, aesthetics, attitudes
- Often small amount of users, takes more effort
- Subjective
Quantitative vs. Qualitative

Combine!
What are your methods?
Some methods

• Ethnographic research
• Contextual observations
• Interviews, questionnaires
• A-B testing, analytics
• Eye-tracking
• Many more…
How to choose

Gain general insights:

• Start explorative research. Observe, study customer behavior in general, ask around

Validate concepts:

• Continue with more focus. Gather opinions and attitudes, conduct interviews

Test for functional, logic errors

• End with detailed testing. Test how well tasks are performed, find out what confuses or delights the customers
Blink: Usability testing of fruit video

https://www.youtube.com/watch?v=3Qg80qTfzgU
Design Sprints

• Google Ventures (gv.com/sprint)
• From idea to prototype in 5 days
• Fail often, learn quickly
Design Sprints
Design Sprints

**Monday:** Get an overview of the challenge, set goals

**Tuesday:** Ideate and sketch, design solutions

**Wednesday:** Pick and elaborate best ideas

**Thursday:** Prototype, get ready for the test

**Friday:** Test with the users, review and learn
Questions?
Thanks!

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