

Context

- **Sample**

This is an example of how I approach design problems.

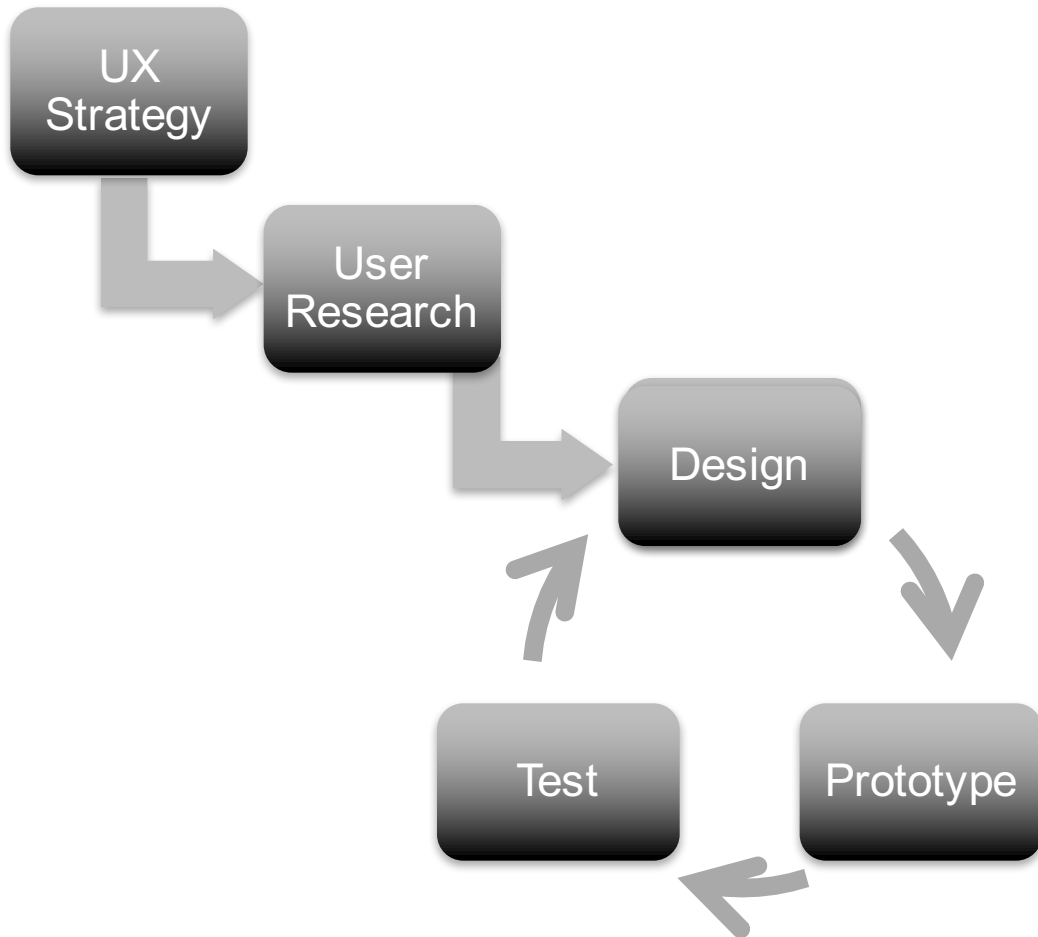
- **Situation**

A company that has implemented a “Hot Desk” policy where employees do not have assigned seats. The IT department wants to create a mobile app which will help employees in locating available seats for that day. The idea is to utilize the office floor plan to guide employees to the location of available seats. Additionally, the mobile app shall be used to locate and book meeting rooms as well.

- **Example:**

- This presentation provides a UX approach and project strategy that outlines the proposed UX activities
- A second presentation shows a subset of UX wireframes that communicates your design intent and covers the core experience of the tool

User Experience Approach



- UX Strategy
 - Involve key stakeholders
 - Align business goals and objectives
 - Understand business case and value proposition
 - Prioritize resources
- User Research
 - Identify pain points, users, user needs, user stories, context of use
 - Validate product or service concepts
 - Determine best practices
 - Innovate new solutions
- Iterative Design, Prototype and Test
 - Mobile First design
 - Start with core use cases
- Prototype
 - Low Fidelity
 - Design in black and white then add color later
 - Hi Fidelity
 - Apply Style Guide, Look and Feel standards,
- Usability Testing
 - Evaluate ease of use
 - Assess user satisfaction

Stakeholders

Align Objectives

Business Case

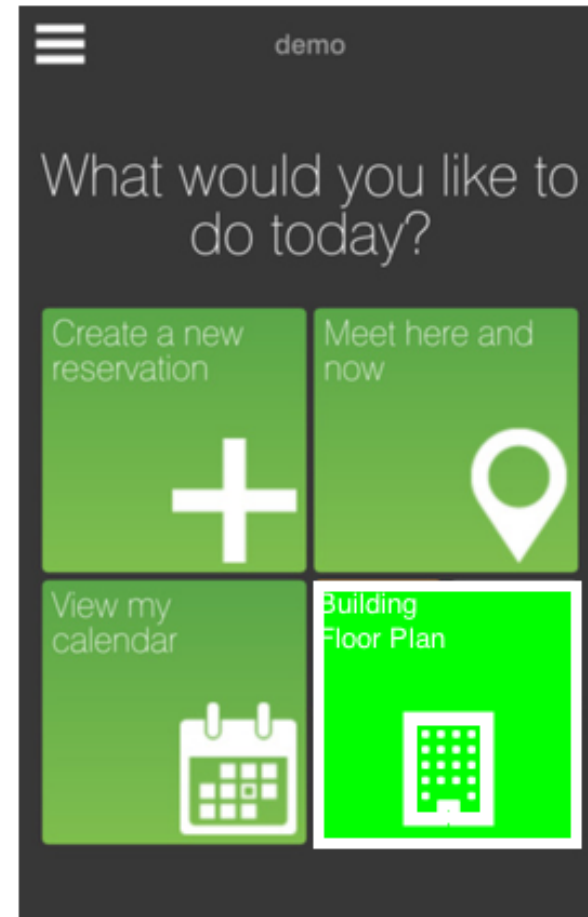
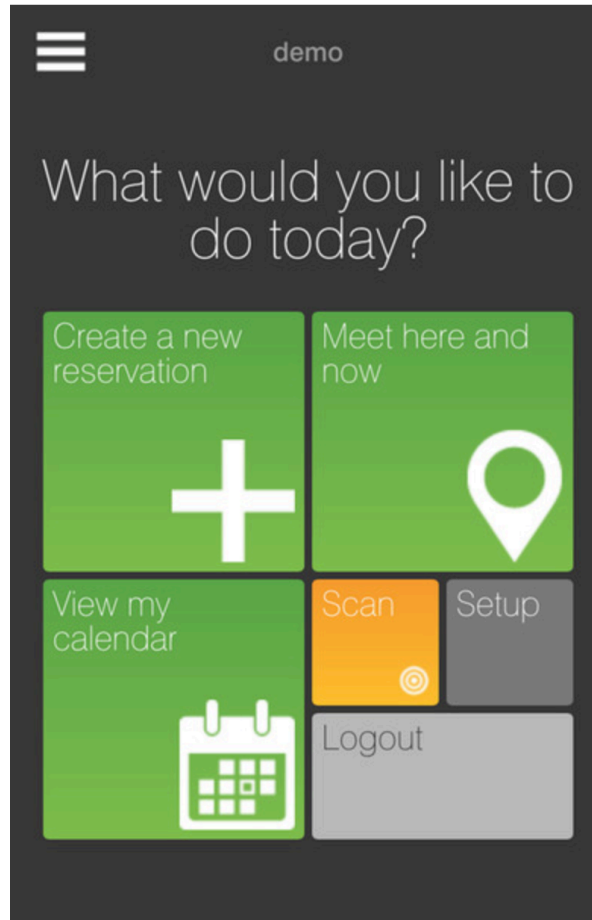
Prioritize Work

UX Strategy

- Who are all key stakeholders?
- What are the business priorities, goals and objectives
 - Improved business processes
 - Increase efficiency
 - Cost savings
 - Use less space and lower fixed costs
 - Telecommuting, open floor plans and hot desking
 - Mobile devices
- Where does UX fit into the overall plans?
 - Do we just add floor plans to an existing off the shelf app?

UX Strategy

- Where does UX fit into the overall plans?
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Stakeholders

Align Objectives

Business Case

Prioritize Work

Stakeholders

Align Objectives

Business Case

Prioritize Work

UX Strategy

- Better utilization of resources
 - Outsourced hoteling, hot desking at \$150/person/month in NJ
- Citigroup's new Tribeca headquarters floor-plan is totally open.
- Better utilization of resources
 - Citibank in NYC saves \$10 M yearly from an open office floor plan



UX Strategy

Stakeholders

Align Objectives

Business Case

Prioritize Work

- What problem are we trying to solve?
- Where are the issues occurring?
- How do we define success?
 - Time to locate and book a room or hot desk
 - Satisfaction with new process and implementation
- When will this project start and be completed?
 - Consider available resources and budget

User Research

- Too difficult to concentrate on work
 - Too many distractions
 - Too noisy
- No Space Available at peak hours
 - Over crowding
- Lost in Space
 - Way Finding
- No Privacy



Pain points

User Needs

Validate Concepts

Best Practices

Innovate

User Research

Pain points

User Needs

Validate Concepts

Best Practices

Innovate

- Major motivations
 - Concentrate: Privacy, peace and quiet.
 - Share: Show and tell
 - Collaborate: Working together as a group
 - Socialize: Informal interactions and networking with others
 - Optimize: Work in between meetings and locate desk nearby scheduled meetings
- Frequent and/or Important User Scenarios with floor plans
 - Context of Use:
 - Arriving at an unfamiliar location for the first time
 - No time for planning ahead or reserving rooms
 - Goal: Practice talk before important presentation
 - Reserve private room near conference room
 - Need:
 - Map to locate a private room near conference room

User Research

Pain points

User Needs

Validate Concepts

Best Practices

Innovate

- What is missing?
- What adjacent matters! Where is it?
 - Windows or Aisle?
 - Contemplation or Socializing
 - Exit Row?
 - Near Stairs or Elevators
 - Convenience
 - Restrooms
 - Pantry or Kitchens
 - Conference rooms
- Who's your neighbor?
 - Hopefully no one.
 - Avoid the middle seat!
- Why is this needed for room selection based on floor plan?
 - Mismatches in user goals and location

User Research

Pain points

User Needs

Validate Concepts

Best Practices

Innovate

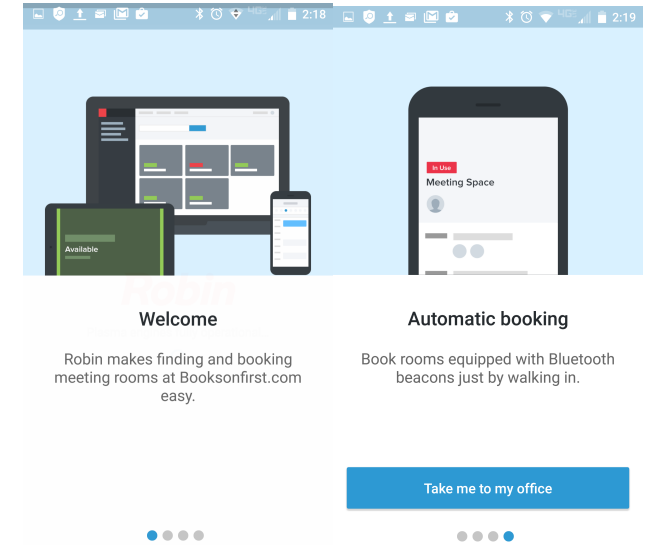
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User Research

Universal Design Innovations

- QR code, NFC, Bluetooth Beacons

- Extending Beacons to wayfinding on floor plan
- Accessibility for blind and low vision users
- Turn by Turn directions



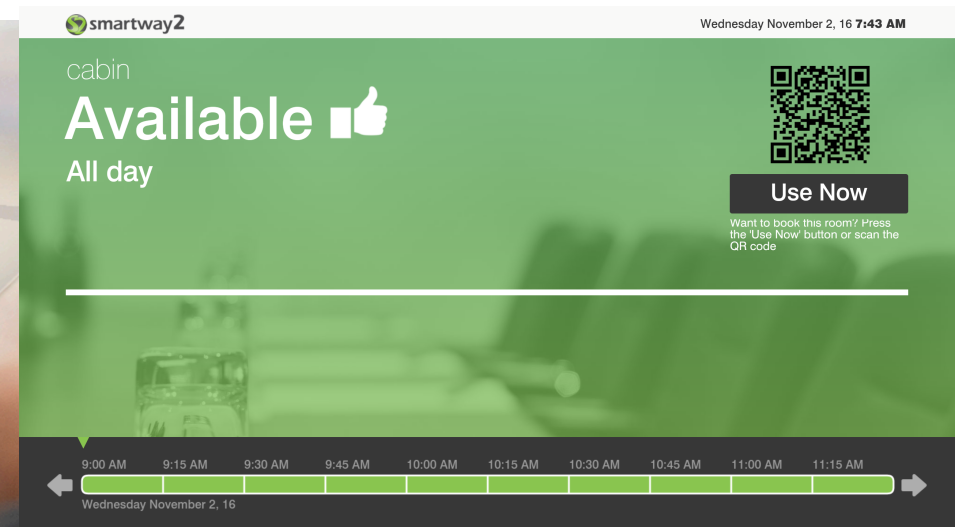
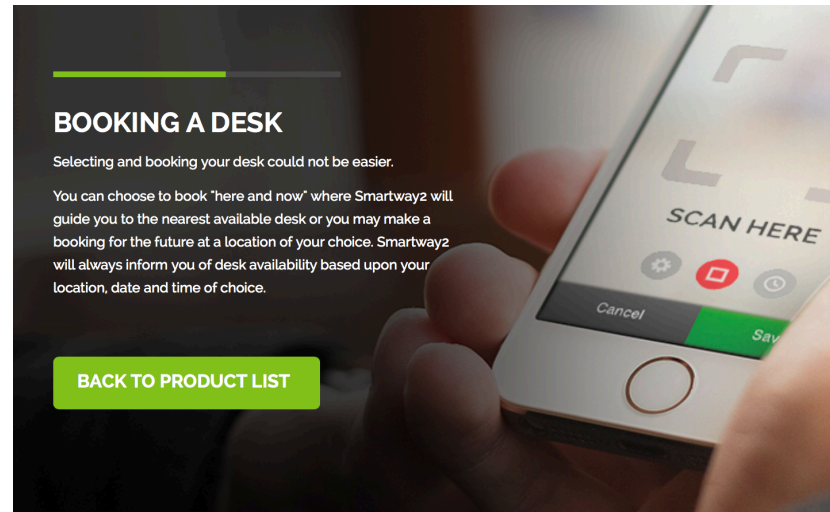
Pain points

User Needs

Validate Concepts

Best of Breed

Innovate



User Research

- Floor plan
 - Serves to provide visual map of locations for booking
 - Availability
 - Proximity to adjacent desks and rooms
 - Wayfinding to book a desk or meeting room



Pain points

User Needs

Validate Concepts

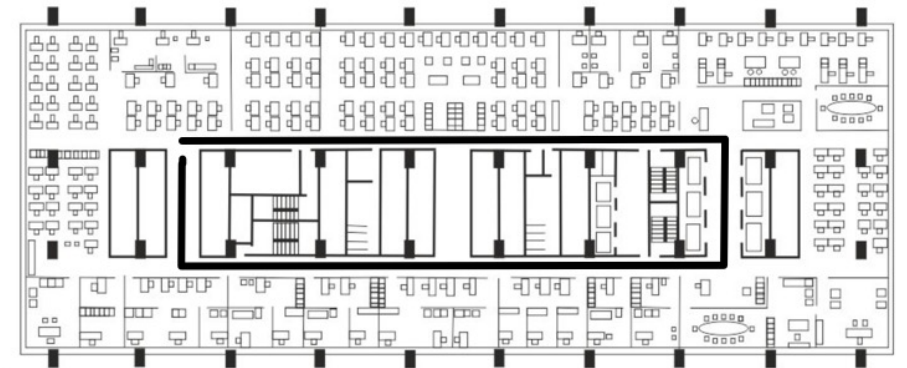
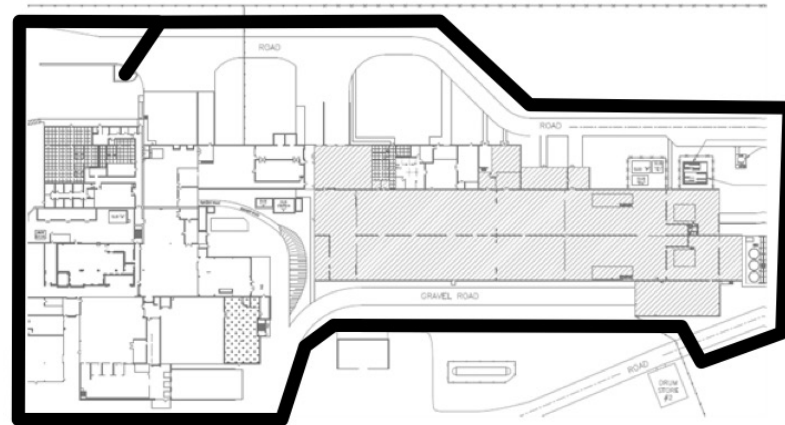
Best Practices

Innovate

User Research

- Innovation

- When capacity is full and there are no available desks or meeting rooms at desired time
 - Provide alternative meeting places for mobile users
- Include walking routes for 1 on 1 meetings inside (floor plan of aisles) and outside the buildings
- Suggest off-premise locations like coffee houses or eateries as possibilities



Floor Plan of the Chase Manhattan Bank, finished in 1961.

Pain points

User Needs

Validate Concepts

Best Practices

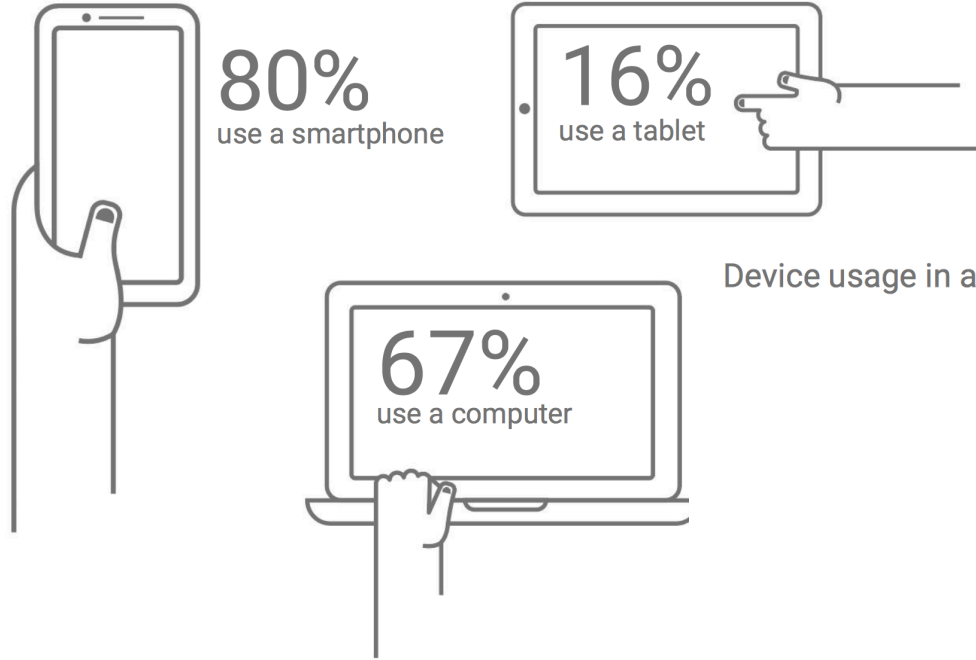
Innovate

Mobile First

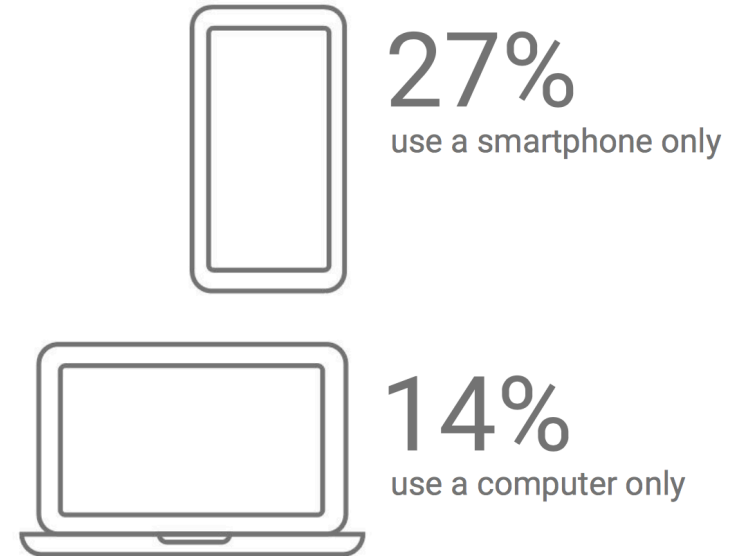
Cross platform

Design

Device usage in an average day:

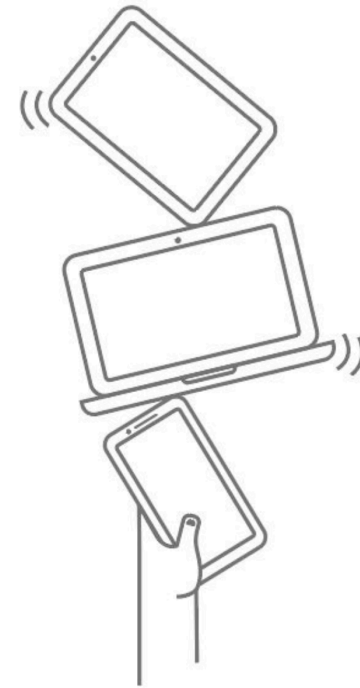
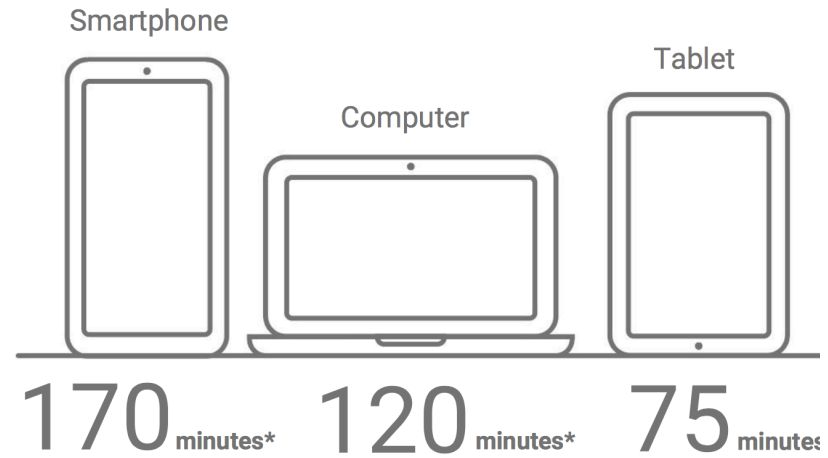


Device usage in an average day:



Design

Average time spent on devices used in an average day:



Device usage in an average day:

57%
use more than one type of device

21%
are concurrent* users

think v

Mobile First

Cross platform

Prototype

Low and
Hi Fidelity

- Start prototyping from small to large:
 - Portrait phone (Base): 320 pixels wide
 - Portrait large phone: 480 pixels wide and above
 - Portrait tablet: 720 pixels wide and above
 - Desktop: 1000 pixels wide and above
- Low to high fidelity prototyping
 - Concept development:
 - Fast, quick, inexpensive, static paper
 - Iterative design phases:
 - Annotated black and white wireframes with flow diagrams
 - Apply established standards: Branding elements, UI patterns and guidelines

Test

- True ease of use can be measured by whether users can successfully use the app for the first time without any help
- Determine the root cause of errors and failure to complete tasks.
- Usability test Interactive prototypes using the same metrics longitudinally (e.g. System User Satisfaction or SUS).

Walk up and use
Task completion
User Satisfaction