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How to Reduce the Graveyard of Software Tools with UI/UX Capability

Jennifer Cowley

Mike Szegedy

Software Engineering Institute
Carnegie Mellon University
Pittsburgh, PA 15213

The Webinar Contents

- What is UI/UX
- The Problem
- When is UI/UX appropriate and how does it address the problem?
- How do UI/UX artifacts support a solution?

Let's start with "The What"...
What is User Experience (UX)?

"User experience" encompasses all aspects of the end-user's interaction with the company, its services, and its products. -DON NORMAN and JAKOB NIELSEN

Polling Question 0.5

How knowledgeable are you about UI/UX?

Response Options:

A.   I am an expert on UI/UX

B.   I know enough about UI/UX to have a good conversation with an expert

C.   I know a little information about UI/UX

D.   I know nothing

Complaints that serve as clues that a UI/UX Problem exists

Employees refuse to do something

"Takes too long, costs too much money"

Apathetic staff

Current tools are the problem

"we just need a tool"

It's one person's fault

Nobody uses the tool

The people you speak to look stressed or irritated

The objective of a UX designer *(generally)* is...

- Enhance Customer Satisfaction
  - A Spoonful of sugar...
- Improve the usability of a system
  - Increase performance
  - Provide feedback
- Increase the functionality of the system
  - Now one step together instead of two apart!

Overall this leads to a more effective user experience.

So, make it look cool...

It's not **JUST** about attractive user interfaces, how satisfied the users were, simplicity, etc.

The tool must also address the problem **AND** fit the work environment as well as human capability
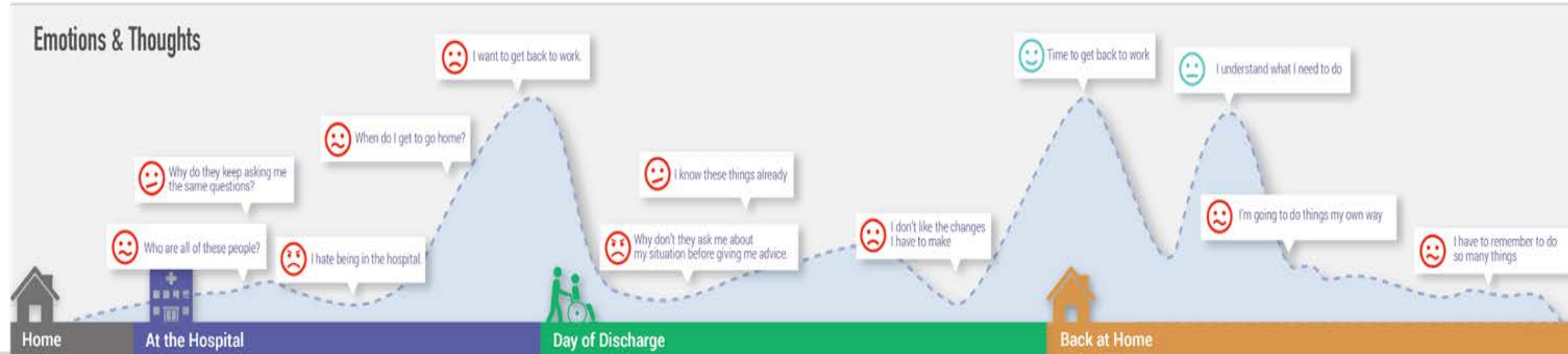
Polling Question 1

In your opinion, software failures comprise _____% of all development projects initiated. Why?

Response Options:
A. 0-25%
B. 26-50%
C. 50-75%
D. 75-100%
E. I don't know
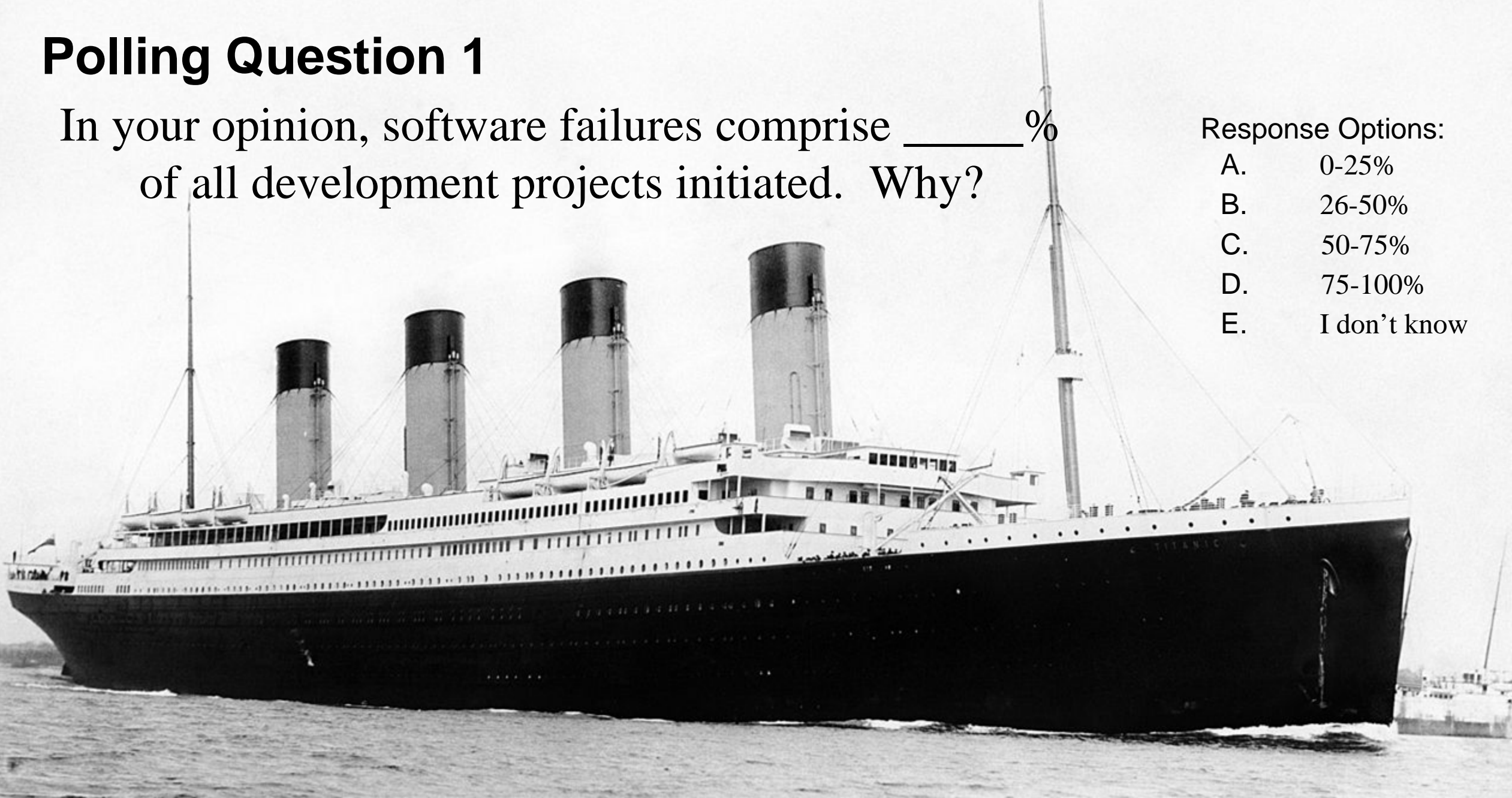
What is causing the software mortality rate?

The When

Where does UX fit into my product cycle?

Polling Question 2

When is the most appropriate time to engage UX professionals in your software development project?

Response options:
  A. Right before the for launch
  B. After each sprint
  C. When project management starts scoping the work tasking
  D. After the launch
  E. all of the above

Answer: It's always a good time ☺
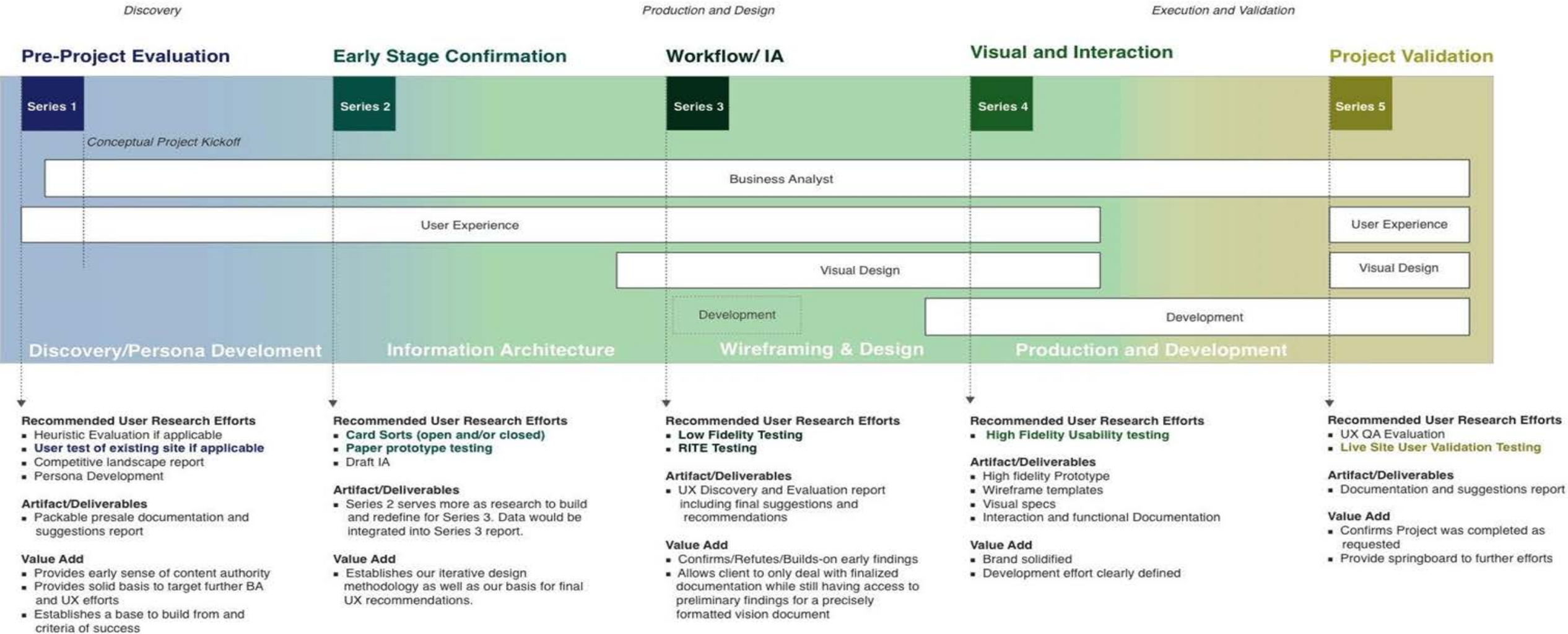
Artifacts of the Process

Inform and build empathy

Defining the problem - Data modeling

"Design is really an act of communication, which means having a deep understanding of the person with whom the designer is communicating." — **Donald A. Norman, The Design of Everyday Things**
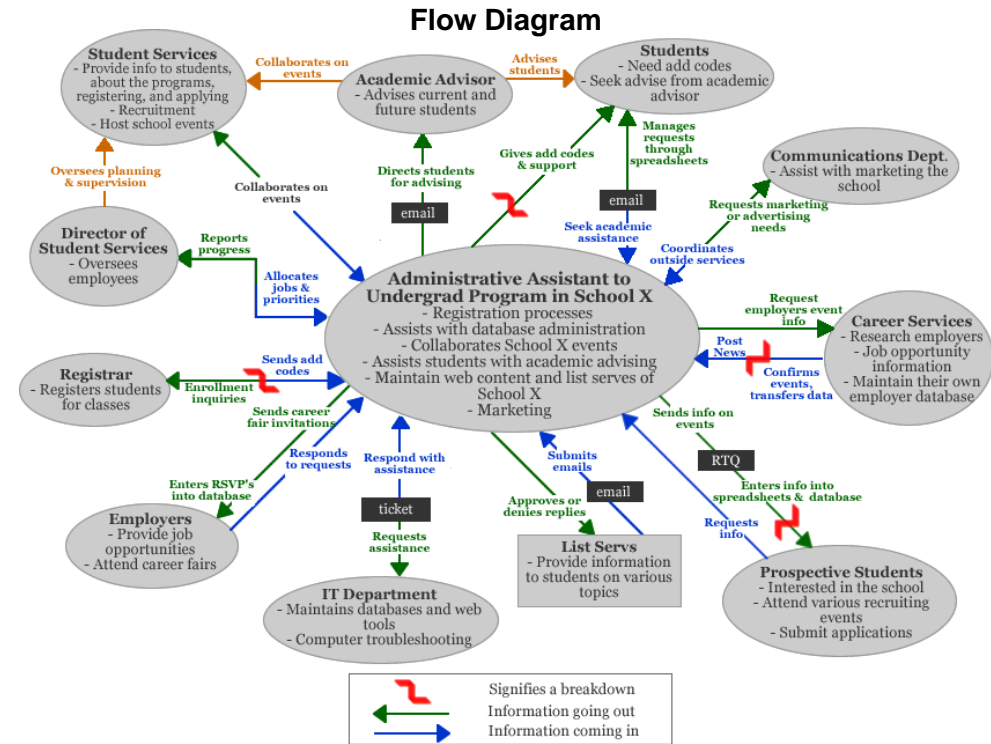
General to specific

Affinity Diagramming
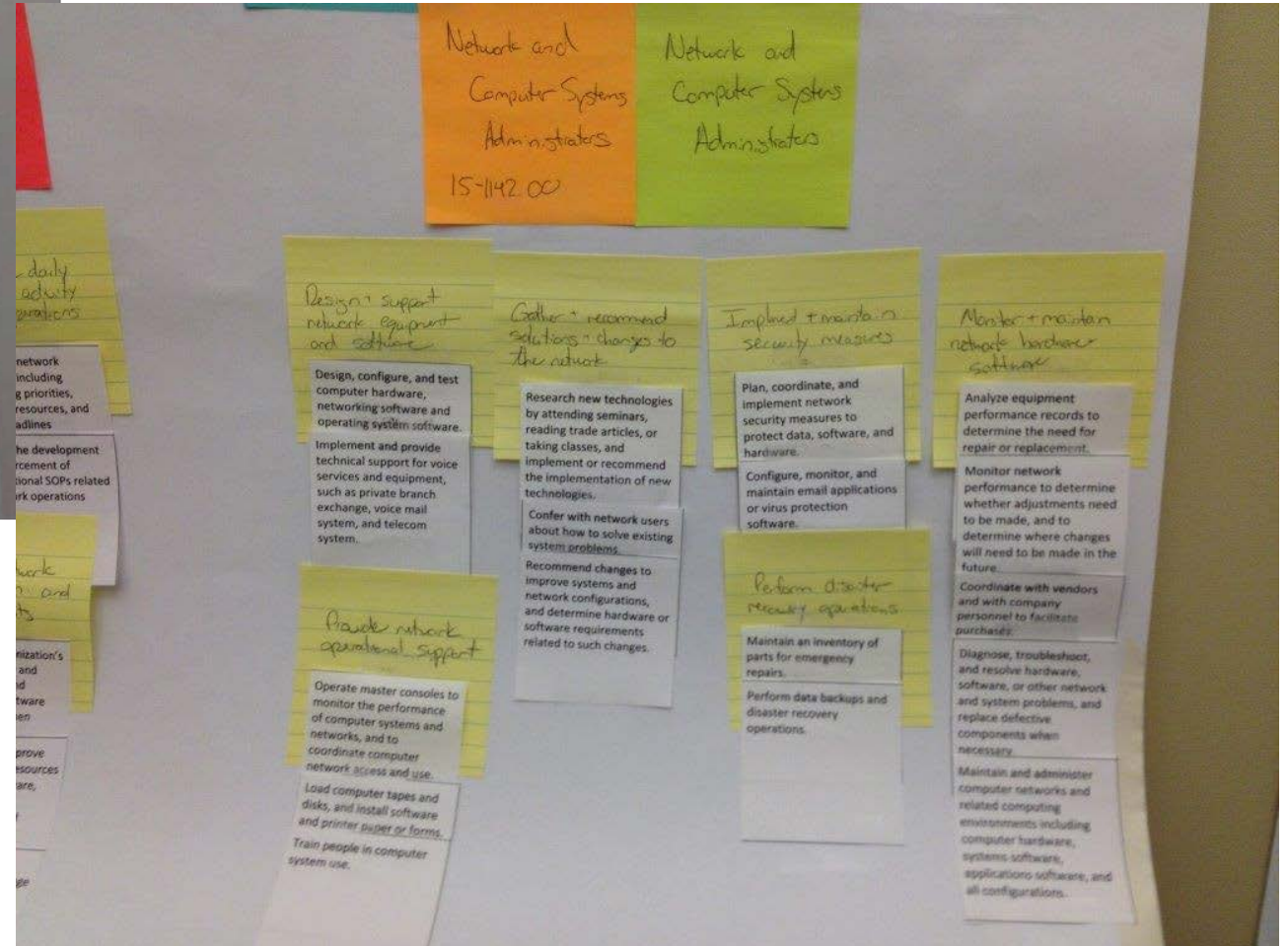
When participating in an affinity diagramming session it's important not organize the information by category.

The Goal is to organize it by abstract insights gleaned from the content

Personas, journey maps and other design documentation

Selection Switches
- Class
- Type
- Flowtype
- Sensor
- Start Date
- End Date
- Data Root Directory
- Print Missing Files

Output Switches
- All Destinations
- Failed Destinations
- Pass Destination
- Print Statistics
- Print Volume Statistics

Partitioning Switches

Expected Behavior

After clicking in the text area a gray semi complete box appears and the selection box displays below.

The selection box is color coded by category and can be scrolled through. It will not disappear until off focus.

The user will also be able to use the down arrow to move through the selection of options.

Customer Journey
Exposure Levels for: **Parents**

Morning

Wake up, check email – nearly half are spam/subscriptions you don't remember signing up for

Driving to work you get a text alert that Bed Bath & Beyond is having a 20% off sale

Stop for gas, credit card swipe in the pump alerts Exxon, MasterCard and their affiliates where you are

Stop for coffee, StarBucks, MasterCard and their affiliates are alerted to your habits and whereabouts

Get to work and cell phone rings at 9:05 a.m. Number looks familiar so you answer. Turns out its Rachel from Card Member Services who has an offer to help your credit if you just press "1"

Mid-Day

Lunch – restaurant chain, MasterCard and their affiliates are alerted to your whereabouts

Return to work, check personal email and again there are a dozen or more subscription/spam messages that make you miss the important message from your kid's school about the back to school picnic

Work computer internet service provider tracks the websites you visit, knows it is you as you are still signed-in to your Google mail account.

Ads from the stores you have visited in the last month start to show up on the right side of your computer screen

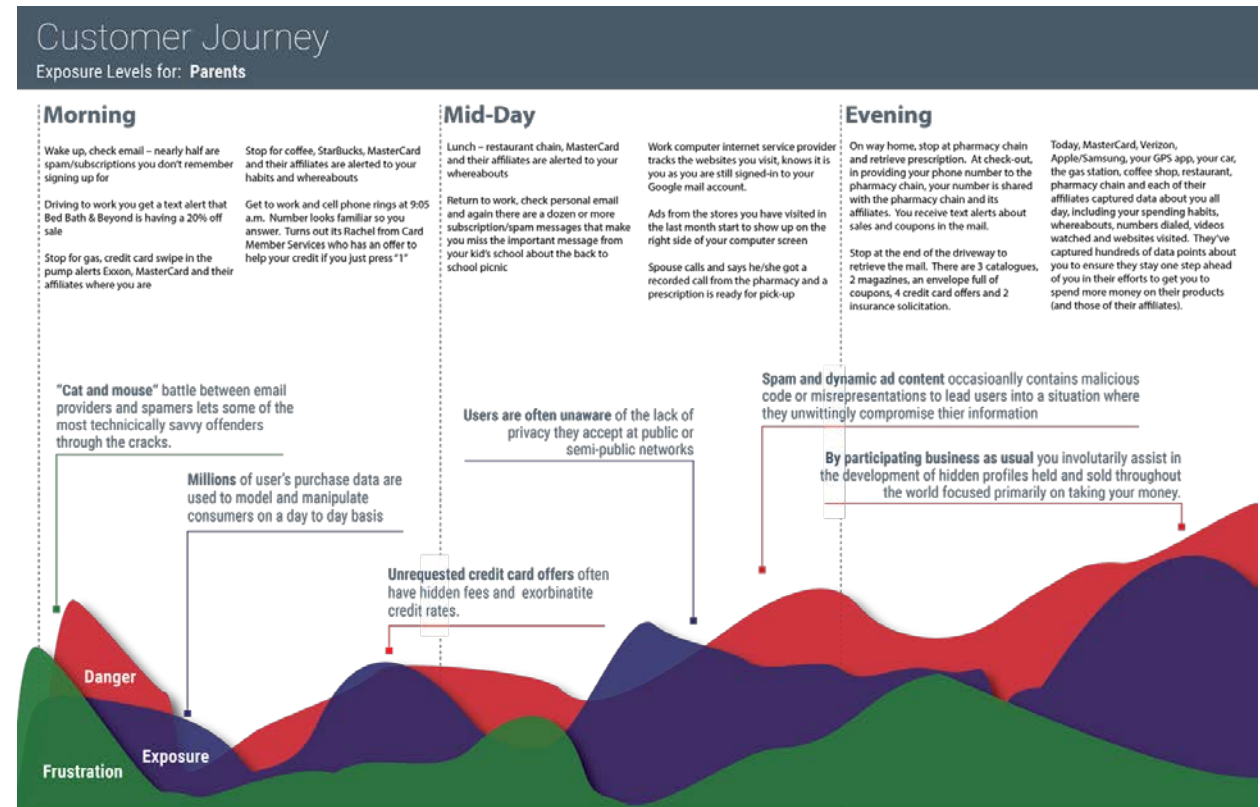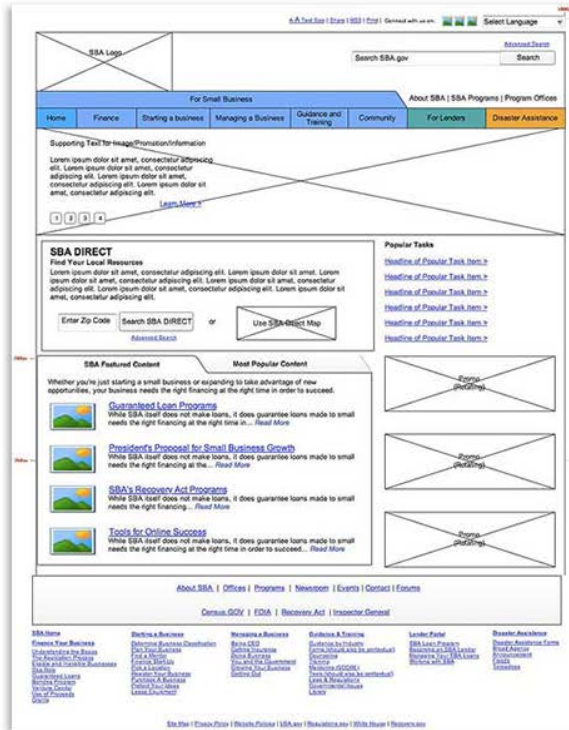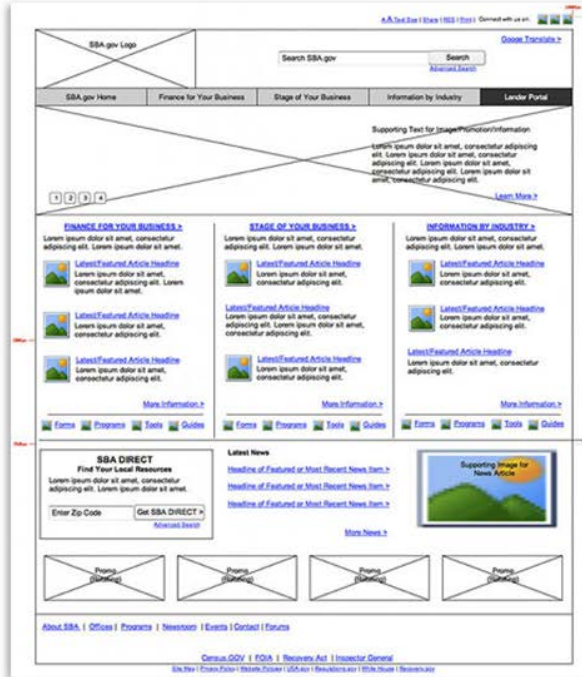Spouse calls and says he/she got a recorded call from the pharmacy and a prescription is ready for pick-up

Evening

On way home, stop at pharmacy chain and retrieve prescription. At check-out, in providing your phone number to the pharmacy chain, your number is shared with the pharmacy chain and its affiliates. You receive text alerts about sales and coupons in the mail.

Stop at the end of the driveway to retrieve the mail. There are 3 catalogues, 2 magazines, an envelope full of coupons, 4 credit card offers and 2 insurance solicitation.

Today, MasterCard, Verizon, Apple/Samsung, your GPS app, your car, the gas station, coffee shop, restaurant, pharmacy chain and each of their affiliates captured data about you all day, including your spending habits, whereabouts, numbers dialed, videos watched and websites visited. They've captured hundreds of data points about you to ensure they stay one step ahead of you in their efforts to get you to spend more money on their products (and those of their affiliates).

"Cat and mouse" battle between email providers and spamers lets some of the most technically savvy offenders through the cracks.

Millions of user's purchase data are used to model and manipulate consumers on a day to day basis

Users are often unaware of the lack of privacy they accept at public or semi-public networks

Unrequested credit card offers often have hidden fees and exorbinatite credit rates.

Spam and dynamic ad content occasioanlly contains malicious code or misrepresentations to lead users into a situation where they unwittingly compromise thier information

By participating business as usual you involuntarily assist in the development of hidden profiles held and sold throughout the world focused primarily on taking your money.

Danger

Exposure

Frustration

Wireframing and Design

The 'hurry up and wait' phenomenon

Balancing hasty decision making to fit unreasonable time constraints with long-term costs

UI/UX designers can/should adjust the data collection method to your project constraints

Polling Question 3

How does a well-defined problem ensure project success?

Response options:
    A. I have no idea
    B. It magically generates requirements
    C. It guides the metric selection in usability tests
    D. It aids in solution selection
    E. It aids in digestion

What you need in in a skilled UI/UX team

- **Ability to verbalize** the problem and its complexity clearly
  - -Comprehensive detail in the results
  - -Link between validation method and the original problem
- **Building Empathy**
  - -Tailoring the method to constraints
  - -Consideration for mission-critical problems
- **Multi-disciplinary** approach
  - -Hard problems are hard
  - -Past experiences may help to inform future decisions
  - -Often times designers have a specialty, there are "unicorns" but that's not the norm.

Contact slide

Mike Szegedy: mjszegedy@cert.org
Jennifer Cowley: jcowley@cert.org