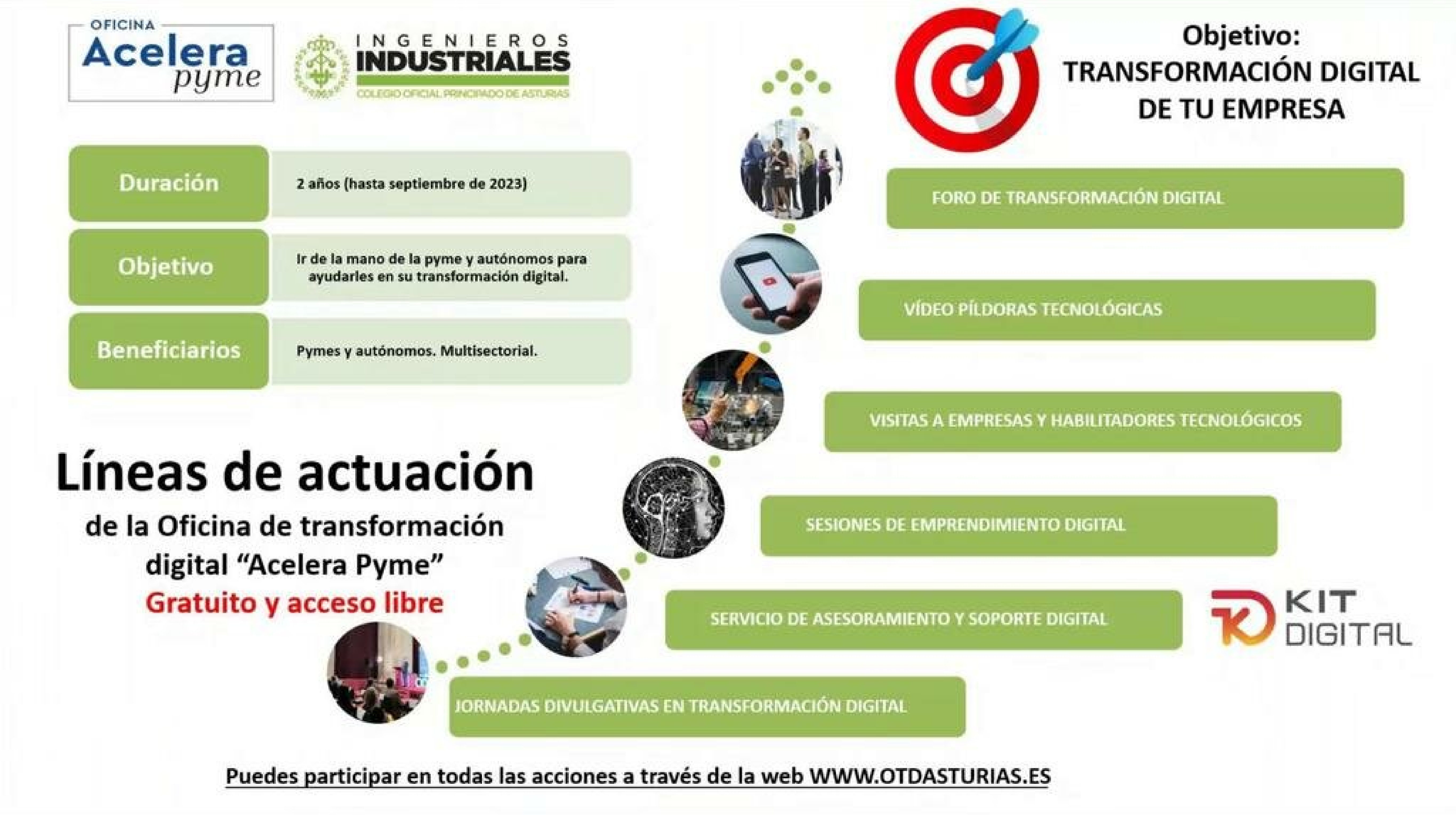
INGENIEROS
INDUSTRIALES
COLEGIO OFICIAL PRINCIPADO DE ASTURIAS

OFICINA
Acelera
pyme

GOBIERNO DE ESPAÑA
VICEPRESIDENCIA PRIMERA DEL GOBIERNO
MINISTERIO DE ASUNTOS ECONÓMICOS Y TRANSFORMACIÓN DIGITAL
SECRETARÍA DE ESTADO DE DIGITALIZACIÓN E INTELIGENCIA ARTIFICIAL
red.es
UNIÓN EUROPEA

Fondo Europeo de Desarrollo Regional
"Una manera de hacer Europa"

Webinar: Experiencia de usuario (UX) y diseño de interfaces (UI)


OFICINA
Acelera pyme
INGENIEROS INDUSTRIALES
COLEGIO OFICIAL PRINCIPADO DE ASTURIAS
KIT DIGITAL

Objetivo:
TRANSFORMACIÓN DIGITAL DE TU EMPRESA

Duración	2 años (hasta septiembre de 2023)
Objetivo	Ir de la mano de la pyme y autónomos para ayudarles en su transformación digital.
Beneficiarios	Pymes y autónomos. Multisectorial.

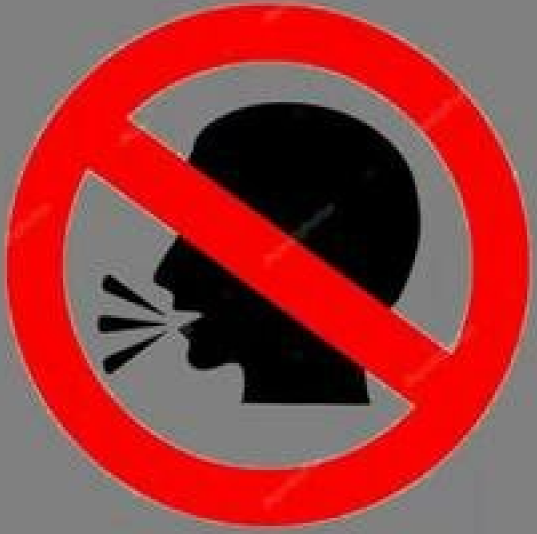
Líneas de actuación

de la Oficina de transformación digital "Acelera Pyme"

Gratuito y acceso libre

- FORO DE TRANSFORMACIÓN DIGITAL
- VÍDEO PÍLDORAS TECNOLÓGICAS
- VISITAS A EMPRESAS Y HABILITADORES TECNOLÓGICOS
- SESIONES DE EMPRENDIMIENTO DIGITAL
- SERVICIO DE ASESORAMIENTO Y SOPORTE DIGITAL
- JORNADAS DIVULGATIVAS EN TRANSFORMACIÓN DIGITAL

Puedes participar en todas las acciones a través de la web WWW.OTDASTURIAS.ES



Dudas, preguntas => chat

OFICINA Acelera pyme

INGENIEROS INDUSTRIALES
PRINCIPADO DE ASTURIAS

Juan Gómez

- Digital Transformation Leader en Seidor
- Director de Creatividad y Estrategia Digital
- Emprendedor Capitan Briefing

OFICINA
Acelera
pyme

INGENIEROS
INDUSTRIALES
PRINCIPADO DE ASTURIAS

Webinar: Experiencia de usuario (UX) y diseño de interfaces (UI)

Programa:

- Cómo poner la experiencia de cliente en el centro de tu estrategia para mejorar los resultados.
- Por qué adoptar metodologías de diseño podría suponer una ventaja competitiva para tu organización.
- Descripción de los conceptos básicos y metodología de trabajo para un proyecto de diseño digital.
- Aprender a liderar un proyecto de diseño de un desarrollo digital.
- Conceptos básicos como: ABT, BTF, Header, Footer, CTA, Diseño Visual, Tipografías, Filtros, Rejillas, Menú Navegación, Buscador, etc...
- Investigación y comparación.
- Estructura y organización.
- Diseño de bocetos y prototipos navegables.
- Realización de pruebas y tests.

Sede del COIIAS (Oviedo)

Página web

www.otdasturias.es

RRSS

LinkedIn/Twitter/Fb/Instragram @coiias

Correo electrónico

otd@coiias.es

Suscribirse al boletín

OFICINA Acelera pyme

INGENIEROS INDUSTRIALES PRINCIPADO DE ASTURIAS

Oficina de Transformación Digital "Acelera Pyme"

OFICINA
Acelera
pyme

INGENIEROS
INDUSTRIALES
PRINCIPADO DE ASTURIAS

GOBIERNO
DE ESPAÑA

VICEPRESIDENCIA
PRIMERA DEL GOBIERNO

MINISTERIO
DE ASUNTOS ECONÓMICOS
Y TRANSFORMACIÓN DIGITAL

SECRETARÍA DE ESTADO
DE DIGITALIZACIÓN
E INTELIGENCIA ARTIFICIAL

red.es

UNIÓN EUROPEA

Fondo Europeo de Desarrollo Regional

"Una manera de hacer Europa"

INGENIEROS
INDUSTRIALES
COLEGIO OFICIAL PRINCIPADO DE ASTURIAS

Fondo Europeo de Desarrollo Regional
"Una manera de hacer Europa"

¡Gracias por Vuestra Atención!

GOBIERNO DE ESPAÑA
VICEPRESIDENCIA PRIMERA DEL GOBIERNO
MINISTERIO DE ASUNTOS ECONÓMICOS Y TRANSFORMACIÓN DIGITAL
SECRETARÍA DE ESTADO DE DIGITALIZACIÓN E INTELIGENCIA ARTIFICIAL

red.es

UNIÓN EUROPEA

OFICINA
Acelera
pyme

Oficina de
Transformación Digital
"**Acelera Pyme**" del
COIIAS

OFICINA
Acelera
pyme

INGENIEROS
INDUSTRIALES
PRINCIPADO DE ASTURIAS

Ve a **www.menti.com** y utiliza el código **4856 6312**

Mentimeter

Instructions

Ve a

www.menti.com

Introduce el código

4856 6312

O usa el código QR

Mentimeter

CX Webinar

Juan Gómez

First, a confession…

We, as consultants, make DIGITAL TRANSFORMATION PLANS.

To recommend companies to **take actions** in technology, processes, strategy, people, innovation, marketing and data.

And we **NEVER** **take in consideration** the customers.

And companies don't care.

WHY?

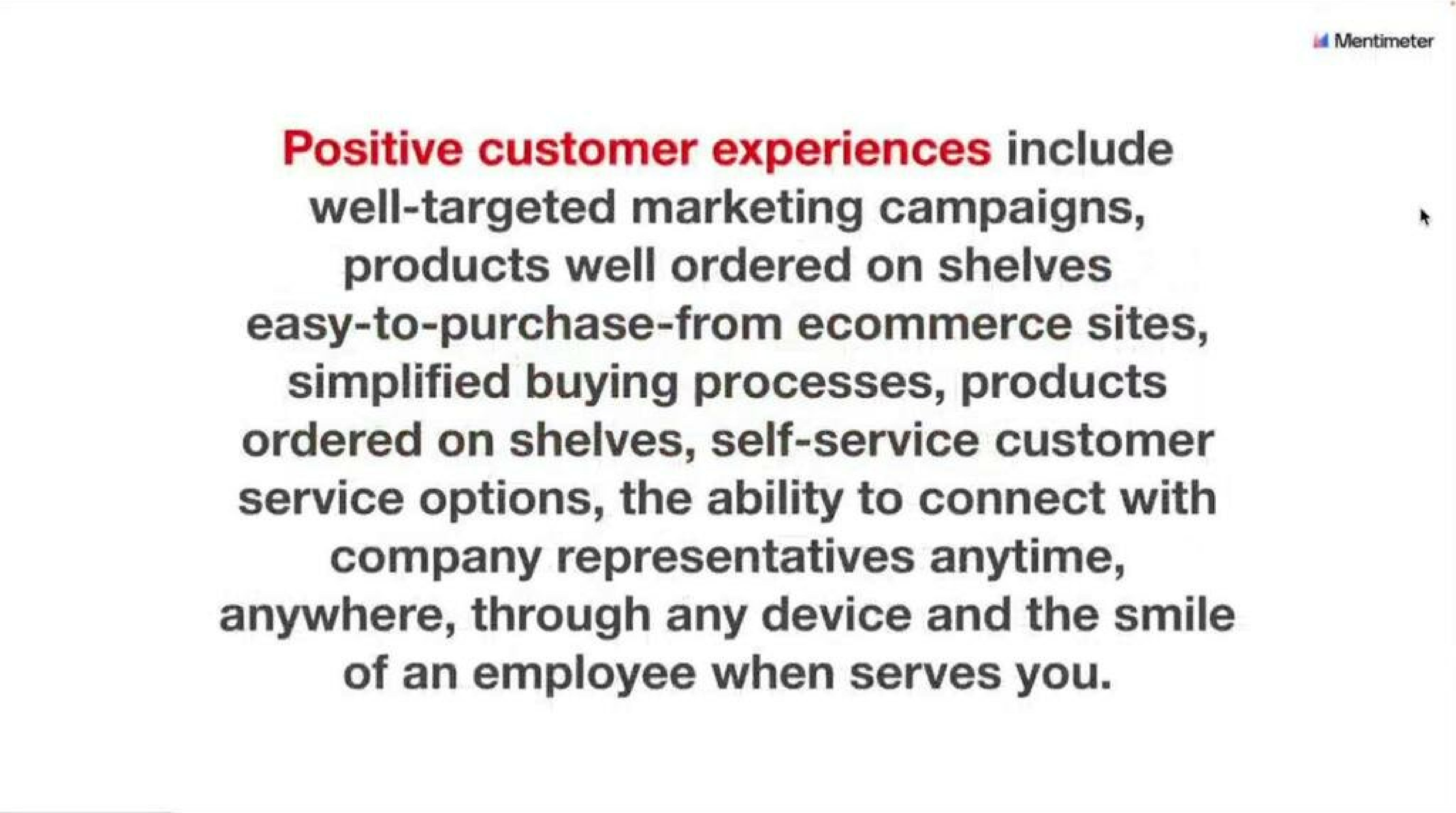
My assumption, companies and consultants presume that **CX is only about digital design** (for an App, Website, Software, etc.)

Mentimeter

HELL NOT

What is customer experience (CX)?

Customer experience (CX) refers to how a business engages with its customers at every digital or physical point of their relationships & buying journey—from marketing to sales to customer service and everywhere in between. In large part, it's the sum total of all interactions a customer has with your brand.



Mentimeter

Positive customer experiences include well-targeted marketing campaigns, products well ordered on shelves easy-to-purchase-from ecommerce sites, simplified buying processes, products ordered on shelves, self-service customer service options, the ability to connect with company representatives anytime, anywhere, through any device and the smile of an employee when serves you.

Mentimeter

CX IS ABOUT BUSINESS, NOT DESIGN

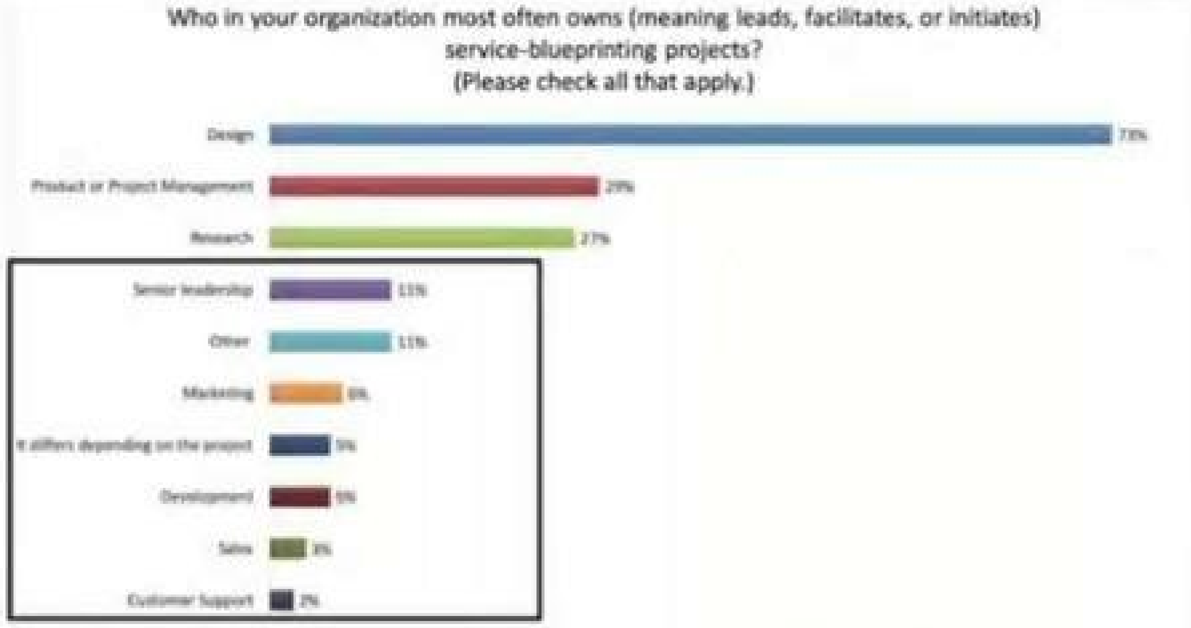
Ve a **www.menti.com** y utiliza el código **4856 6312**

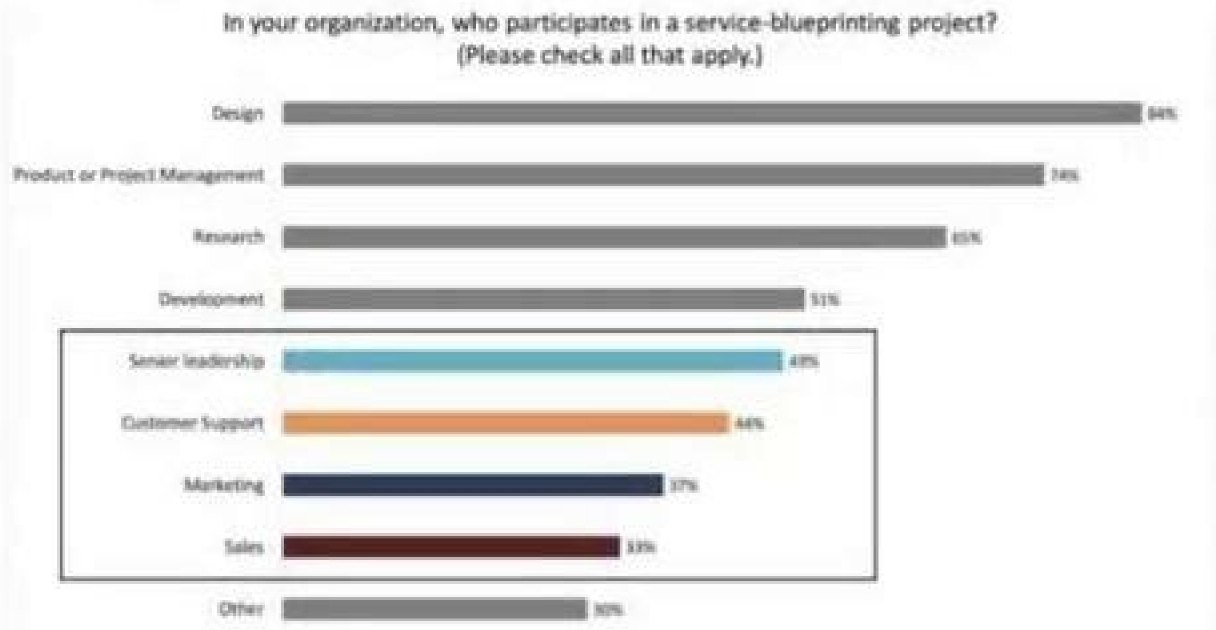
¿Qué profesionales de empresa suelen estar en los equipos de CX?

Mentimeter
Diseño
0
Negocio
0

We asked practitioners which team most commonly owns (i.e., leads, facilitates, or initiates) service-blueprinting projects. We found that design teams most commonly own service-blueprinting initiatives, followed by product/project management, and research teams.

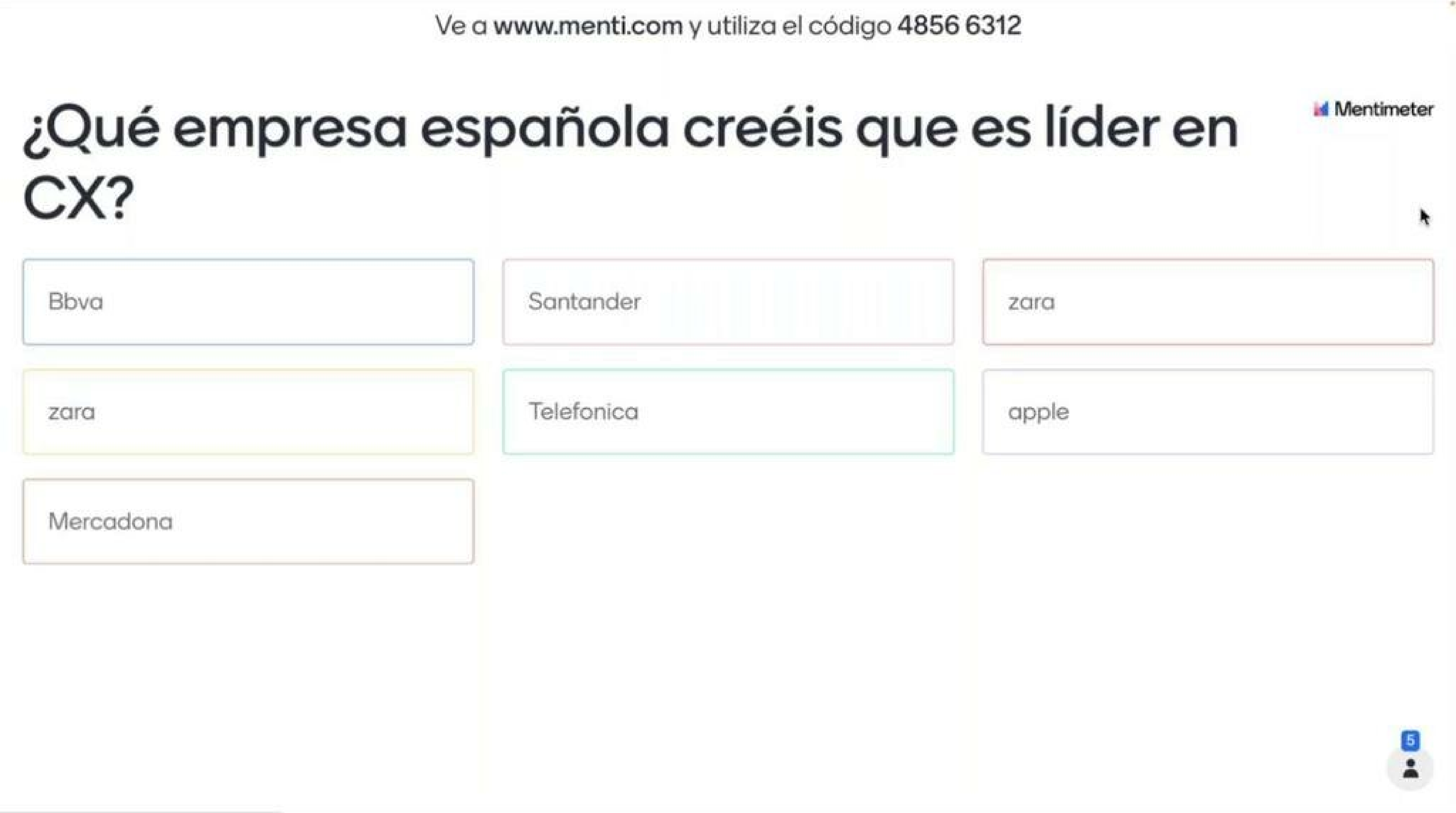
BUT NOT: LEADERSHIP, MARKETING, SALES OR CUSTOMER SUPPORT





WHY SUCH A CONFUSION?

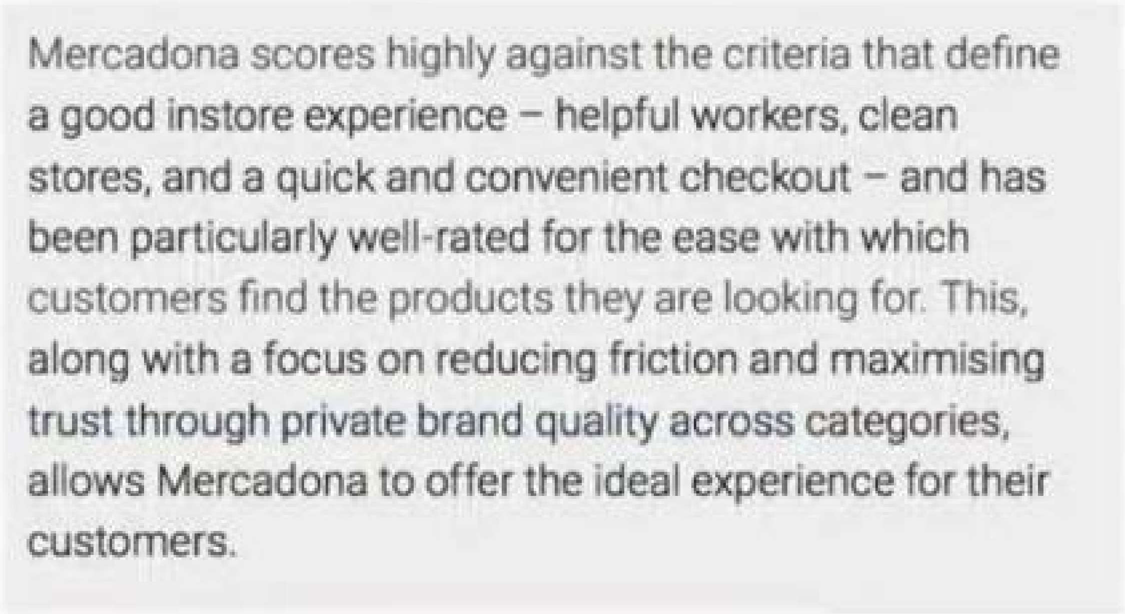
DESIGN IS A WAY FOR CX, NOT A GOAL



Ve a **www.menti.com** y utiliza el código **4856 6312**

¿Qué empresa española creéis que es líder en CX?

Bbva	Santander	zara
zara	Telefonica	apple
Mercadona		

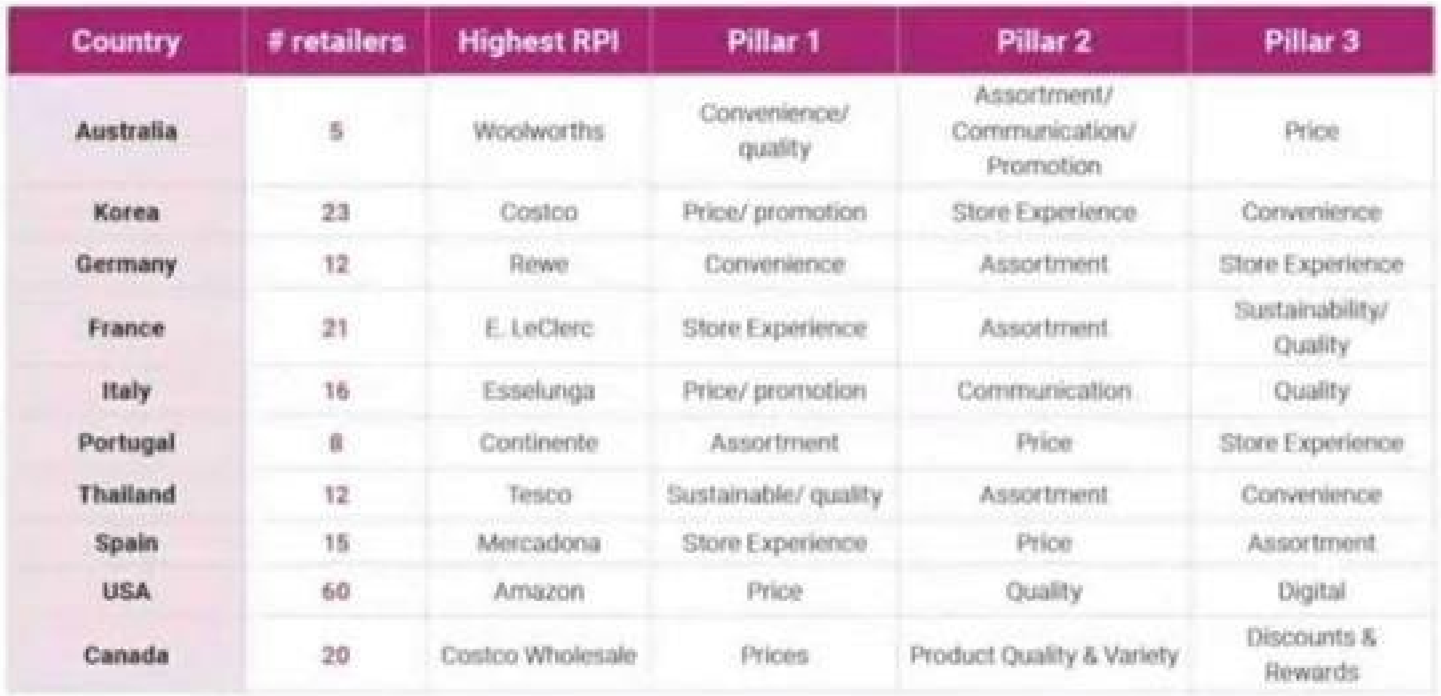


Mercadona scores highly against the criteria that define a good instore experience – helpful workers, clean stores, and a quick and convenient checkout – and has been particularly well-rated for the ease with which customers find the products they are looking for. This, along with a focus on reducing friction and maximising trust through private brand quality across categories, allows Mercadona to offer the ideal experience for their customers.

MERCADONA
TENDENCIAS EN MARKETING
Mercadona, en el top 5 mundial del retail junto a grandes marcas como Amazon y Tesco

Mercadona ha destacado por su estrategia "Totaler", mientras que lo más valorado de Lidl y Aldi son la comodidad y el precio

Mercadona: número 5 del retail mundial gracias a su estrategia basada en la experiencia del cliente



Country	# retailers	Highest RPI	Pillar 1	Pillar 2	Pillar 3
Australia	5	Woolworths	Convenience/ quality	Assortment/ Communication/ Promotion	Price
Korea	23	Costco	Price/ promotion	Store Experience	Convenience
Germany	12	Rewe	Convenience	Assortment	Store Experience
France	21	E. LeClerc	Store Experience	Assortment	Sustainability/ Quality
Italy	16	Esselunga	Price/ promotion	Communication	Quality
Portugal	8	Continente	Assortment	Price	Store Experience
Thailand	12	Tesco	Sustainable/ quality	Assortment	Convenience
Spain	15	Mercadona	Store Experience	Price	Assortment
USA	60	Amazon	Price	Quality	Digital
Canada	20	Costco Wholesale	Prices	Product Quality & Variety	Discounts & Rewards

OTHER CONFUSION?

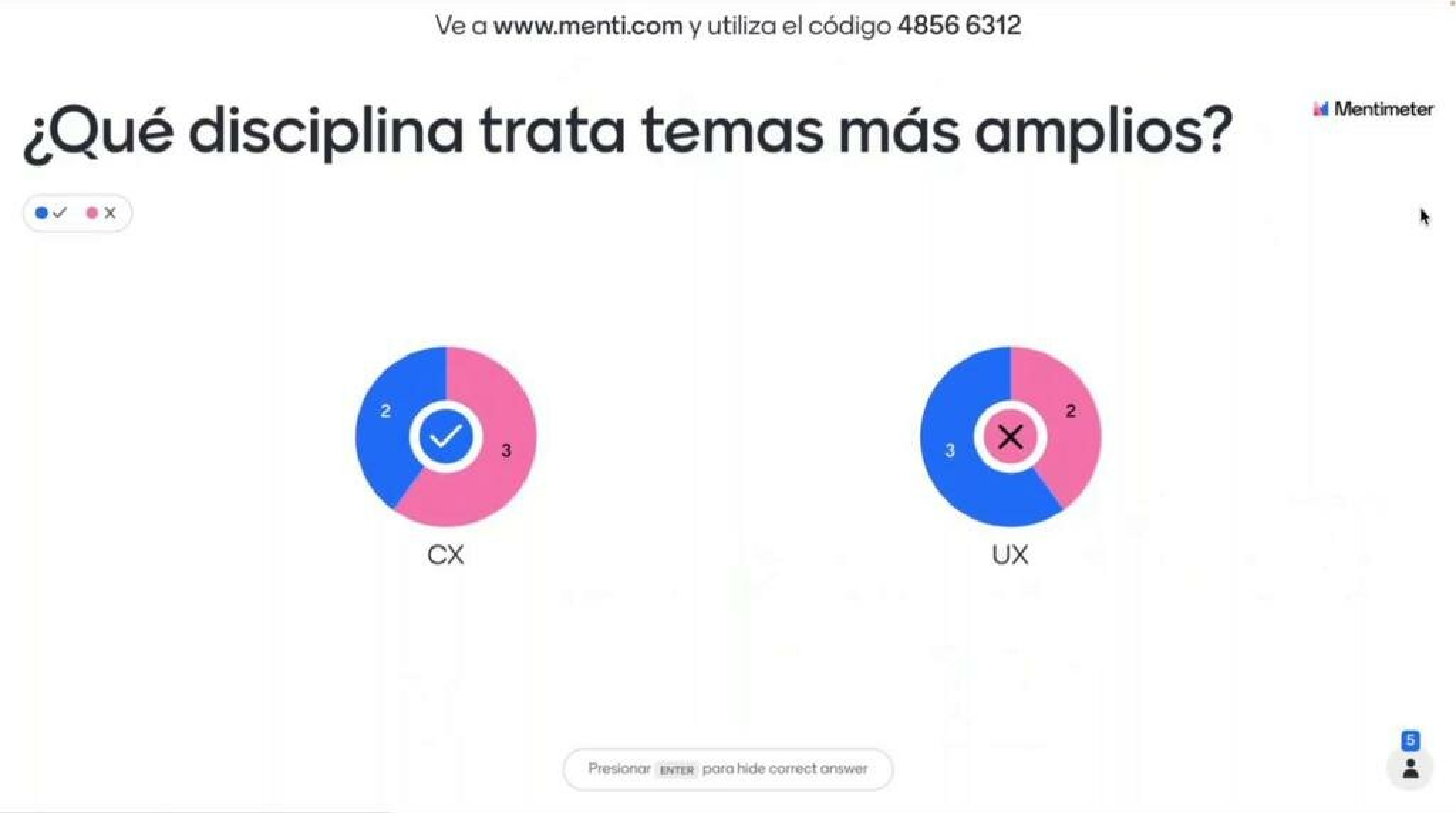
UX & CX ARE VERY CLOSE, BUT ARE NOT THE SAME.

Mentimeter

DEFINITIONS
UX & CX

Mentimeter

Both UX and CX are crucial for brand success. Both bring attention in different ways to the work of designing more considerate products and experiences—so what's the difference between the two, and how do they complement each other?



Mentimeter
● ✓ ● ✕
2
3
CX
3
2
UX
5

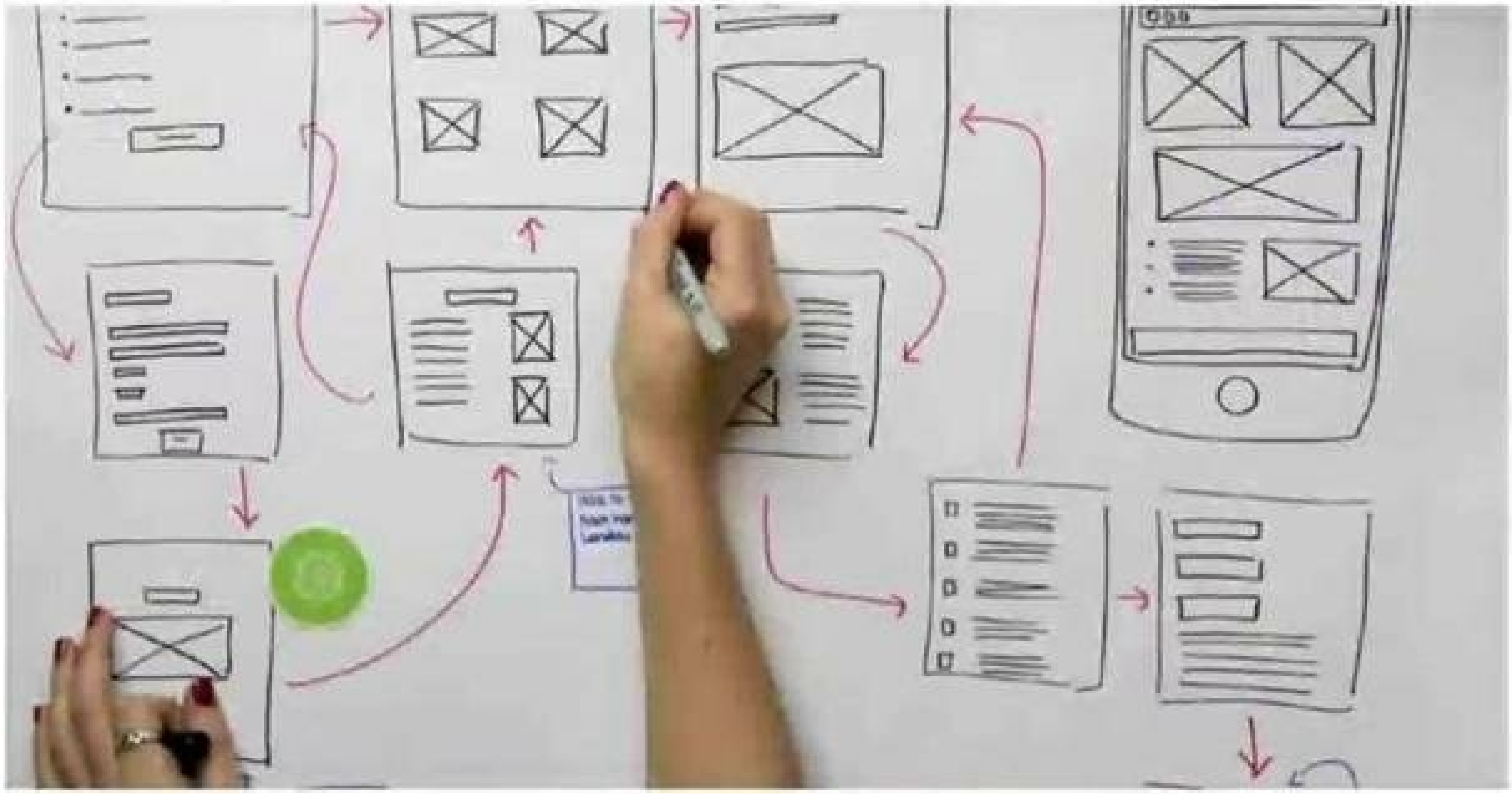
Ve a **www.menti.com** y utiliza el código **4856 6312**

¿Qué disciplina trata temas más amplios?

Presionar `ENTER` para hide correct answer

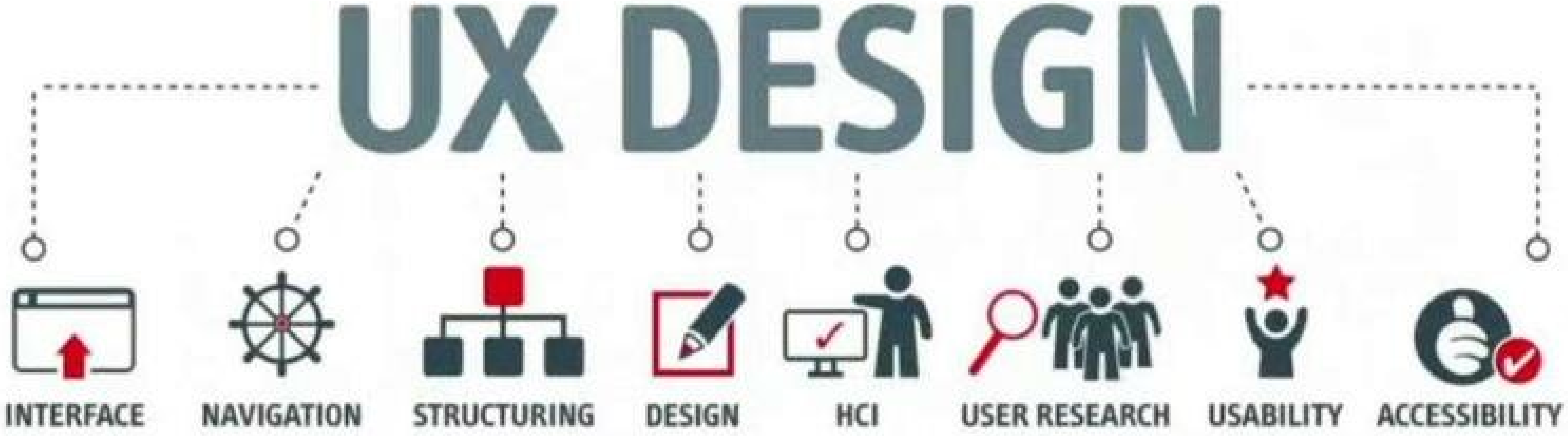
What is user experience (UX)?

User experience focuses on the people that are directly interacting with a singular product or service. The product is most often a mobile app, website, or some sort of software.



What is user experience (UX)?

Topics like information architecture, visual hierarchy, navigation, and learnability are at the forefront of the UX design process.

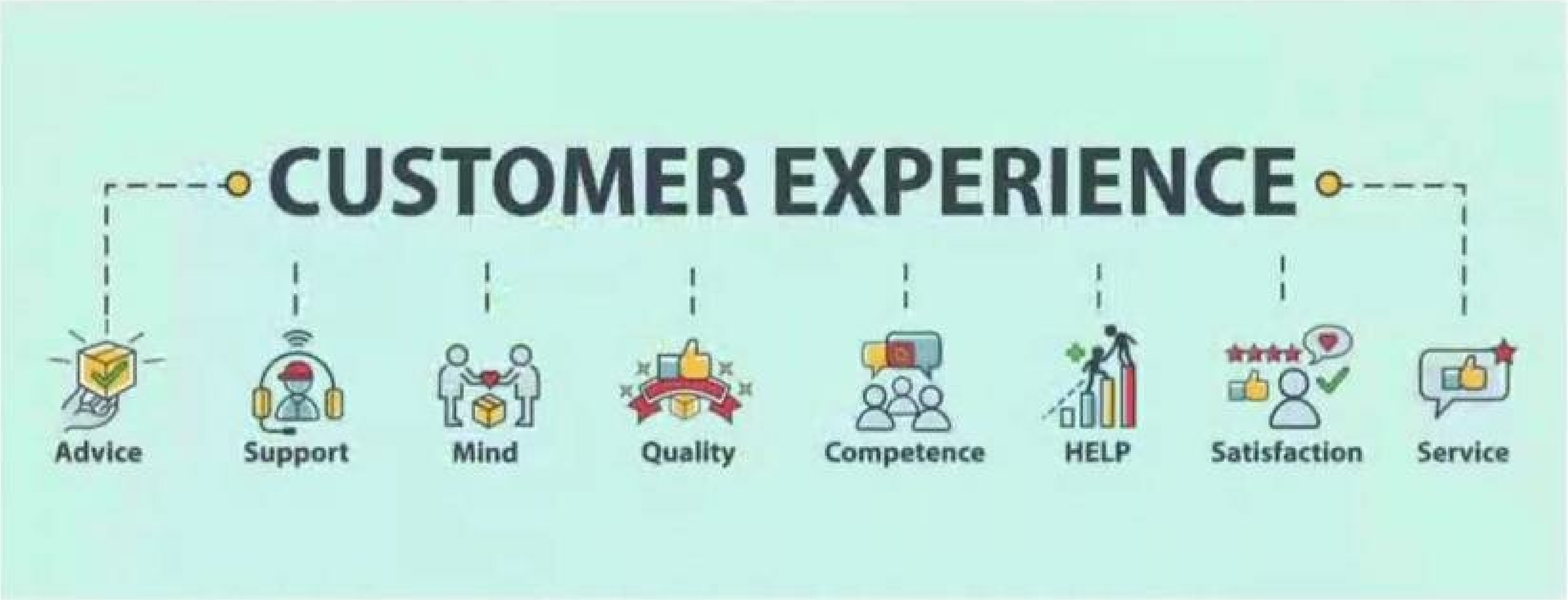

UX DESIGN
INTERFACE
NAVIGATION
STRUCTURING
DESIGN
HCI
USER RESEARCH
USABILITY
ACCESSIBILITY

What is customer experience (CX)?

Customer experience, or CX, casts a much wider net and encompasses all of the interactions the customer has with all aspects of a company—including a specific product within a brand or a specific service they provide. In this way, CX sort of envelopes user experience.

What is customer experience (CX)?

CX takes into account the customer's perception of an organization's advertising strategy, brand reputability, customer service, pricing, delivery methods, product usability, and the general sales process.


CUSTOMER EXPERIENCE
Advice
Support
Mind
Quality
Competence
HELP
Satisfaction
Service

DIFFERENCES
UX & CX

Mentimeter

User experience designers focus mainly on a user's interaction with a single product, while customer experience designers are focusing on the consumer's experience with the organization as a whole.

UX

CX

Keep in mind that the “user” UX designers are studying is not always the consumer or purchaser. For instance, let’s consider a CEO purchasing a certain software for his employees to interact with and use daily. A CX designer would take into account the CEO’s experience researching and purchasing the software, while a UX designer would focus more on the employees interacting with the software itself.

UX

CX

Both types of designers conduct lots of in-depth research, but UX designers tend to get well-acquainted with smaller amounts of people or individual personas, whereas CX designers are surveying larger groups.

UX

CX

UX designers spend most of their time designing digital or non-digital products, observing users when they interact with that product, and designing ways to improve it based on user feedback. A CX designer's main goal is to boost overall brand perception and increase customer loyalty; they are usually coming up with better ways to market, better ways to communicate with customers, and better ways to design enjoyable customer experiences overall.

UX

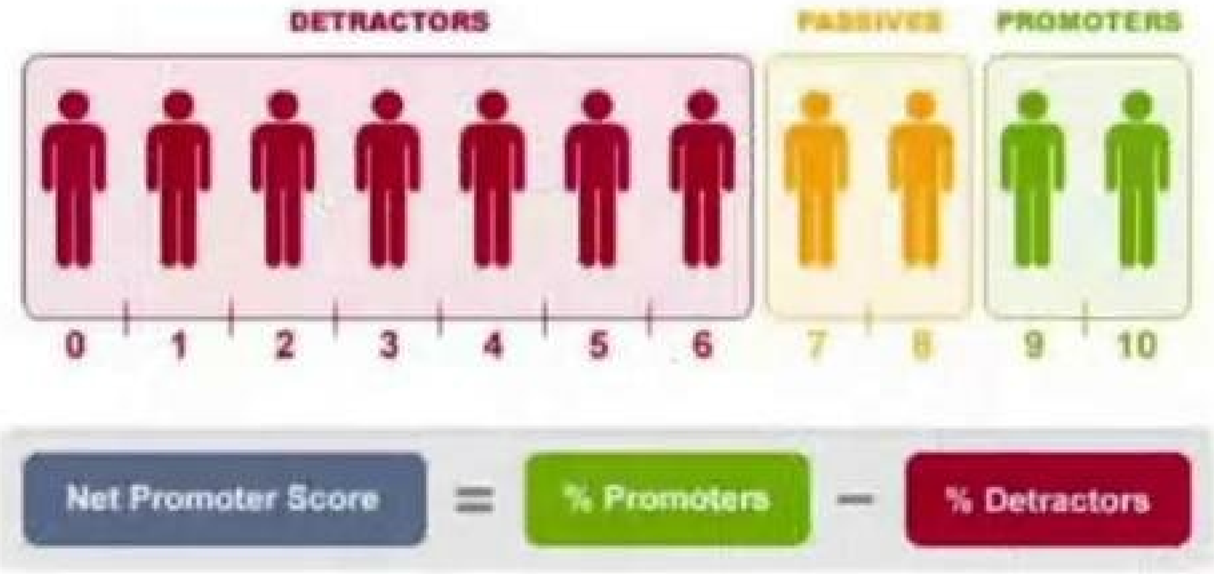
CX

STARBUCKS COFFEE

UX designers use metrics that look at the usability of a product and how users rate their experience interacting with it. They are often looking at app store ratings, reviewing usability testing results, and recording how consumers describe their experience using a product or service. CX use metrics like churn rate, retention rate, customer lifetime value (CLV), customer effort score (CES), and net promoter score (NPS). These tests are mostly measuring customer satisfaction as well as customer loyalty.

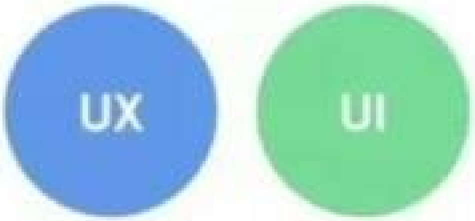
UX

CX

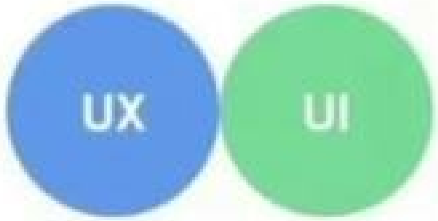

DETRACTORS
PASSIVES
PROMOTERS
0
1
2
3
4
5
6
7
8
9
10
Net Promoter Score
=
% Promoters
−
% Detractors

User experience is a crucial part of the customer experience, so the two disciplines can go hand-in-hand in many ways. Ultimately, both CX and UX are focused on the consumer's level of satisfaction when interacting with a company; both give attention to parts of the overall customer journey.

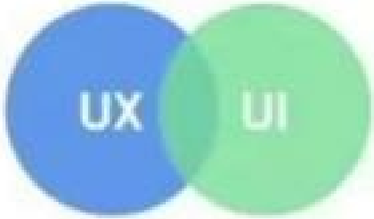
Differences between CX and UX



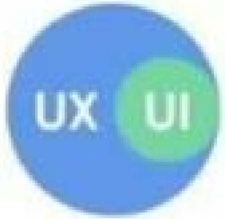
Not this



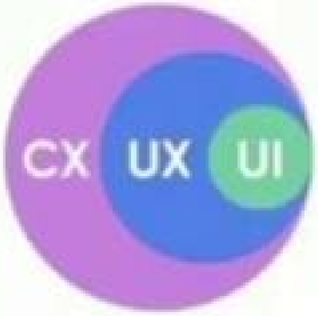
Not even this



Kinda like this

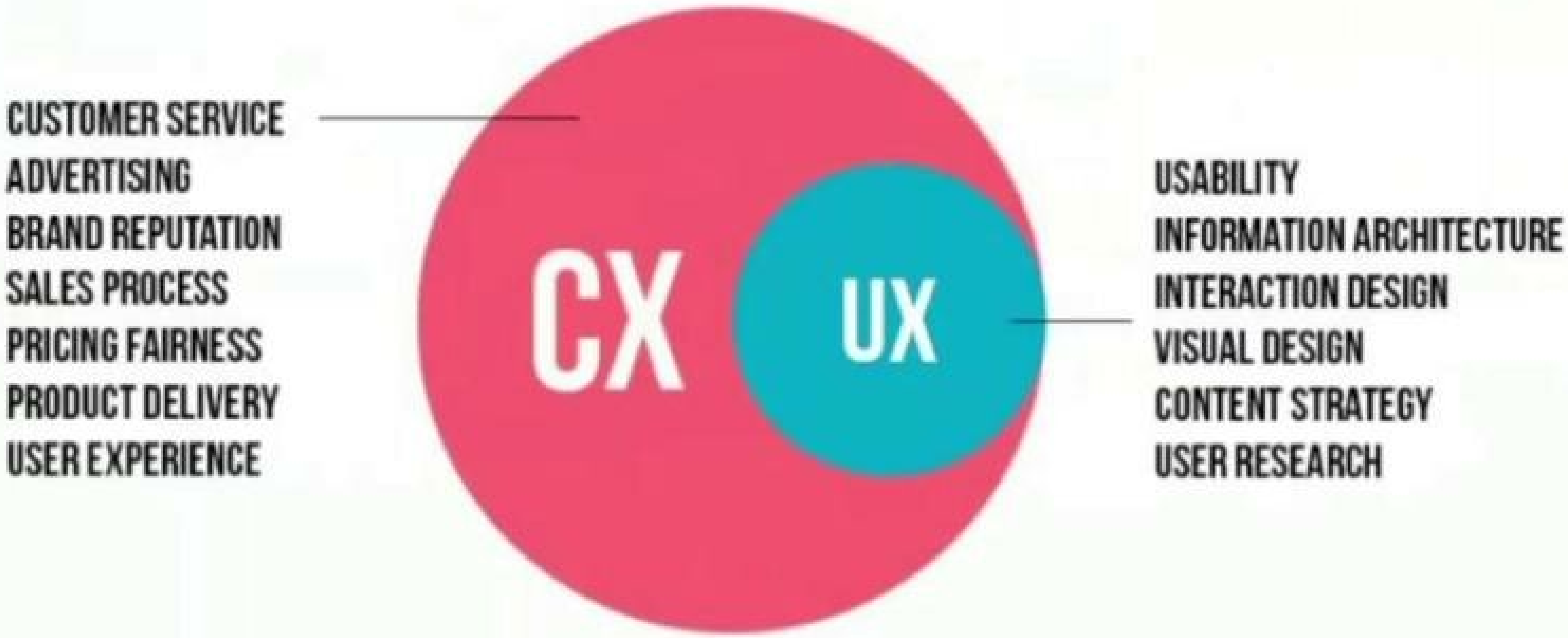


Ideally this



Perfectly this

Topics about CX and UX



CUSTOMER SERVICE
ADVERTISING
BRAND REPUTATION
SALES PROCESS
PRICING FAIRNESS
PRODUCT DELIVERY
USER EXPERIENCE

USABILITY
INFORMATION ARCHITECTURE
INTERACTION DESIGN
VISUAL DESIGN
CONTENT STRATEGY
USER RESEARCH

LEVELS
UX & CX

Ve a **www.menti.com** y utiliza el código **4856 6312**

Mentimeter

Presionar ENTER para ejecutar

Ve a **www.menti.com** y utiliza el código **4856 6312**

Mentimeter

CX vs UX
NN/g
CX vs. UX
Watch on YouTube

Presionar `ENTER` para ejecutar

1

Ve a **www.menti.com** y utiliza el código **4856 6312**

Mentimeter

CX vs UX
NN/g
CX vs. UX
Watch on YouTube

Ve a **www.menti.com** y utiliza el código **4856 6312**

CX vs UX
Watch later
Share
Mentimeter
1

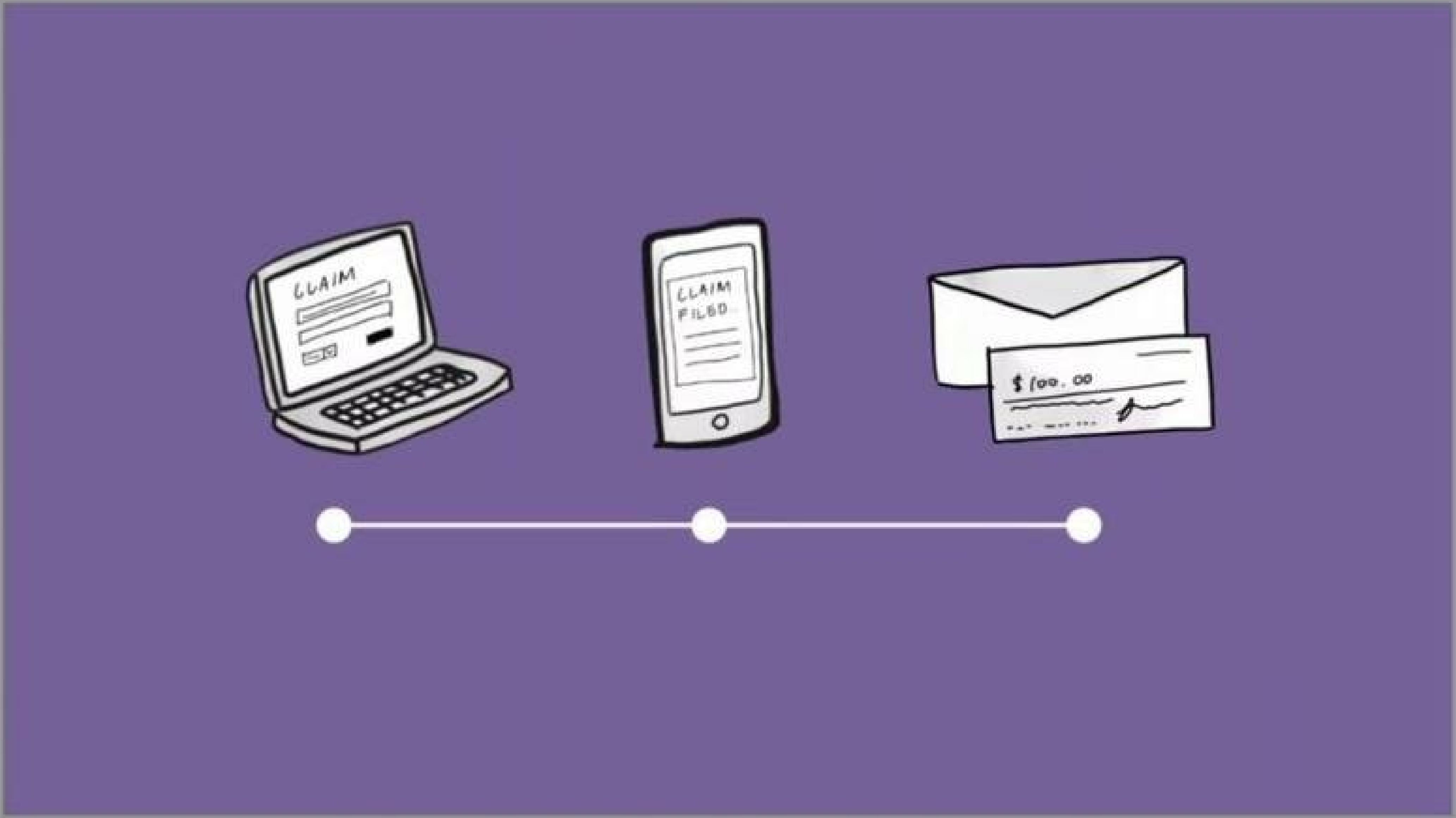
Presionar ENTER para pausar

Ve a **www.menti.com** y utiliza el código **4856 6312**

Mentimeter
CX vs UX
Watch later
Share
0:02 / 3:42 • Ch...
Presionar ENTER para pausar

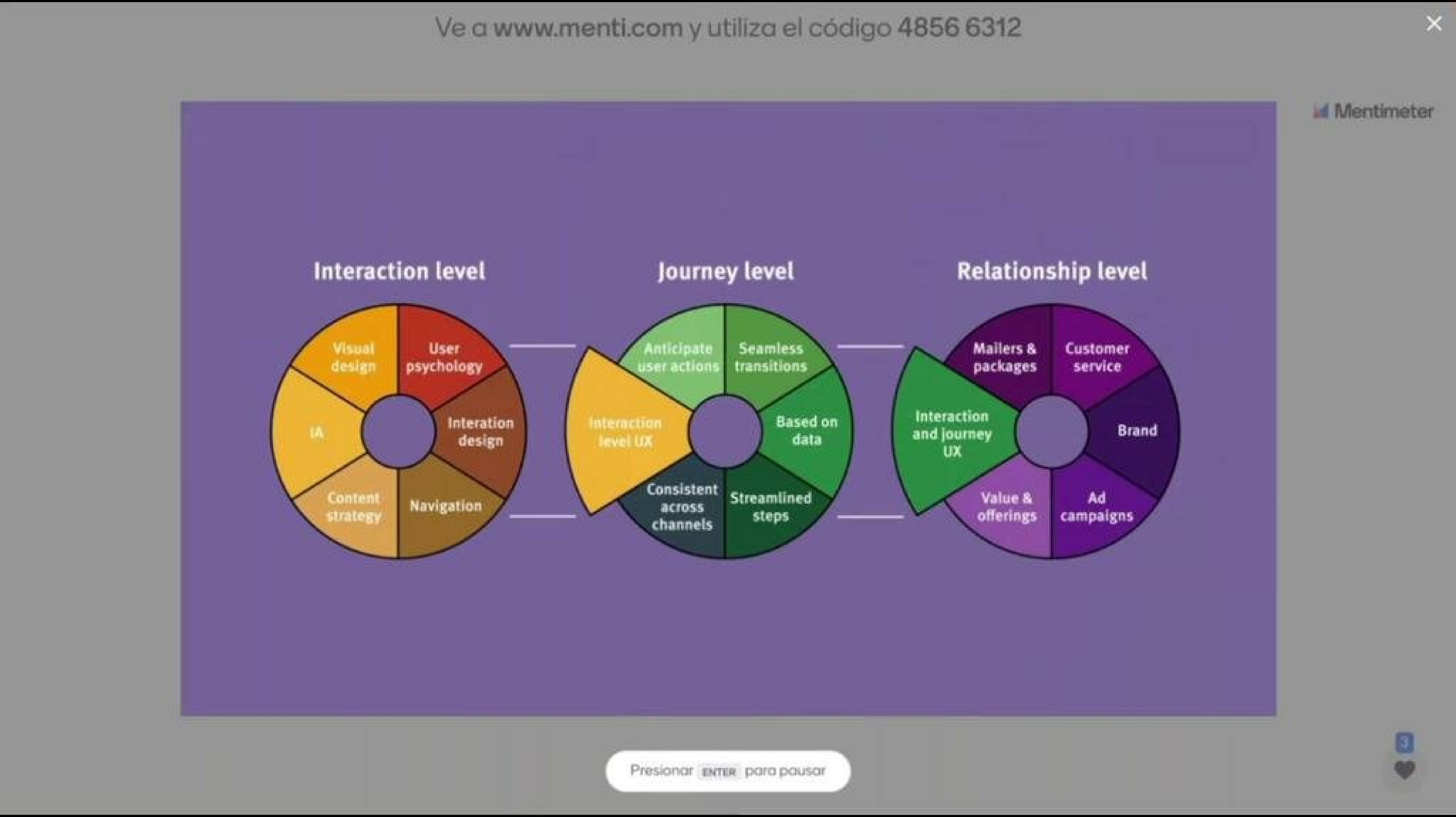
Ve a **www.menti.com** y utiliza el código **4856 6312**

Mentimeter


CLAIM
CLAIM FILED
$100.00

Presionar ENTER para pausar

Ve a **www.menti.com** y utiliza el código **4856 6312**



Mentimeter

Interaction level

Visual design

User psychology

Interation design

Navigation

Content strategy

IA

Journey level

Anticipate user actions

Seamless transitions

Based on data

Streamlined steps

Consistent across channels

Interaction level UX

Relationship level

Mailers & packages

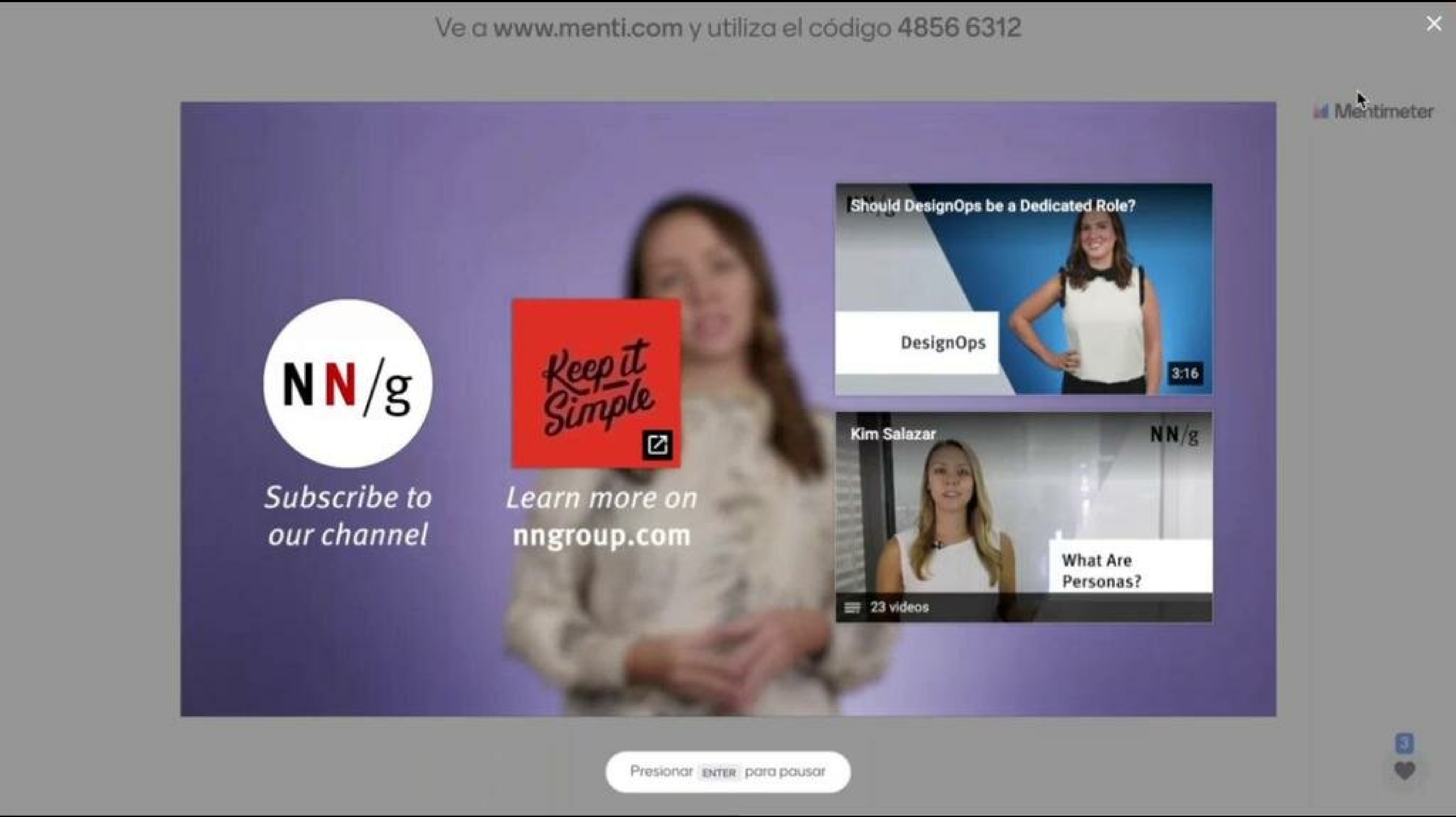
Customer service

Brand

Ad campaigns

Value & offerings

Interaction and journey UX



Ve a **www.menti.com** y utiliza el código **4856 6312**

Subscribe to our channel

Learn more on nngroup.com

Presionar ENTER para pausar

Mentimeter
NN/g
Keep it Simple
Should DesignOps be a Dedicated Role?
DesignOps
3:16
Kim Salazar
NN/g
What Are Personas?
23 videos
3

If you consider the relationship between a person and a company across that person's lifetime, you can define that user's experience at three different levels:

The single-interaction level, which reflects the experience the person has using a single device in order to perform a specific task

The journey level, which captures the person's experience as she works to accomplish a goal (possibly using multiple interaction channels or devices in order to do so)

The relationship level, referring to all the interactions between the person and the company, throughout the life of the customer relationship

Ve a **www.menti.com** y utiliza el código **4856 6312**

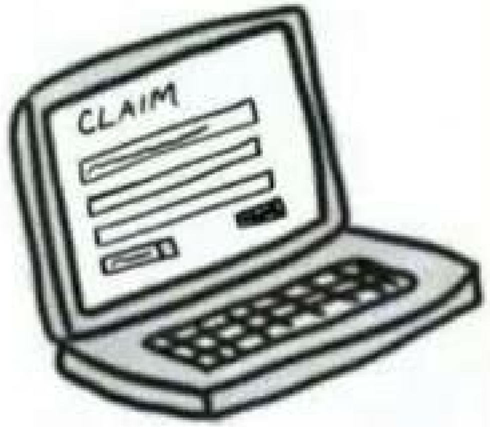
Mentimeter

Presionar `ENTER` para ejecutar

3

Interaction Level

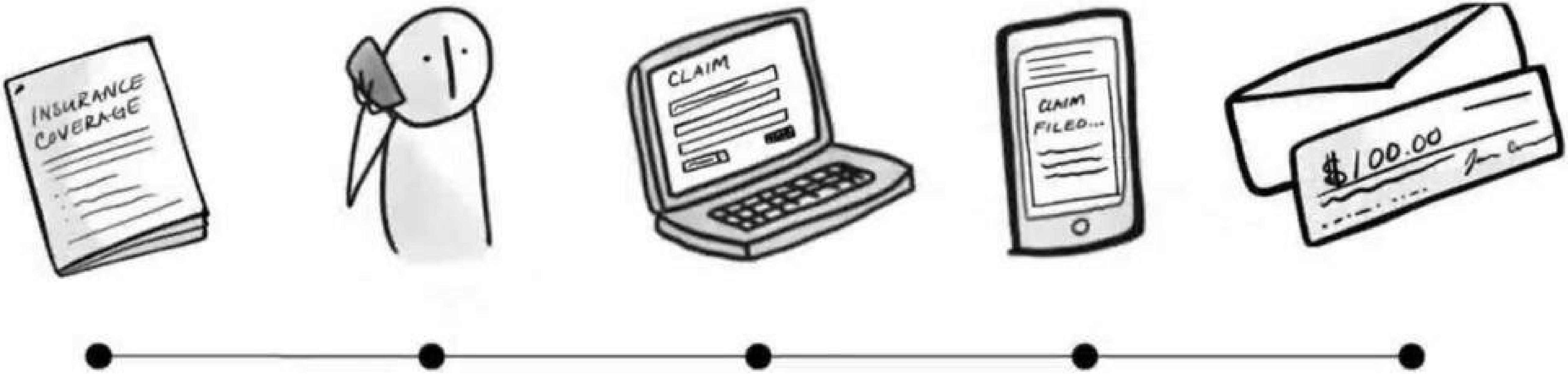
Interaction-level experience is what is commonly understood as the focus of UX and is concerned with designing the experience of **a single interaction** that a user has with a company to perform a **task**. Most UX designers work at the interaction level: they design the interface for a website or an application.



Filing a claim form on an insurance provider's website

Journey Level

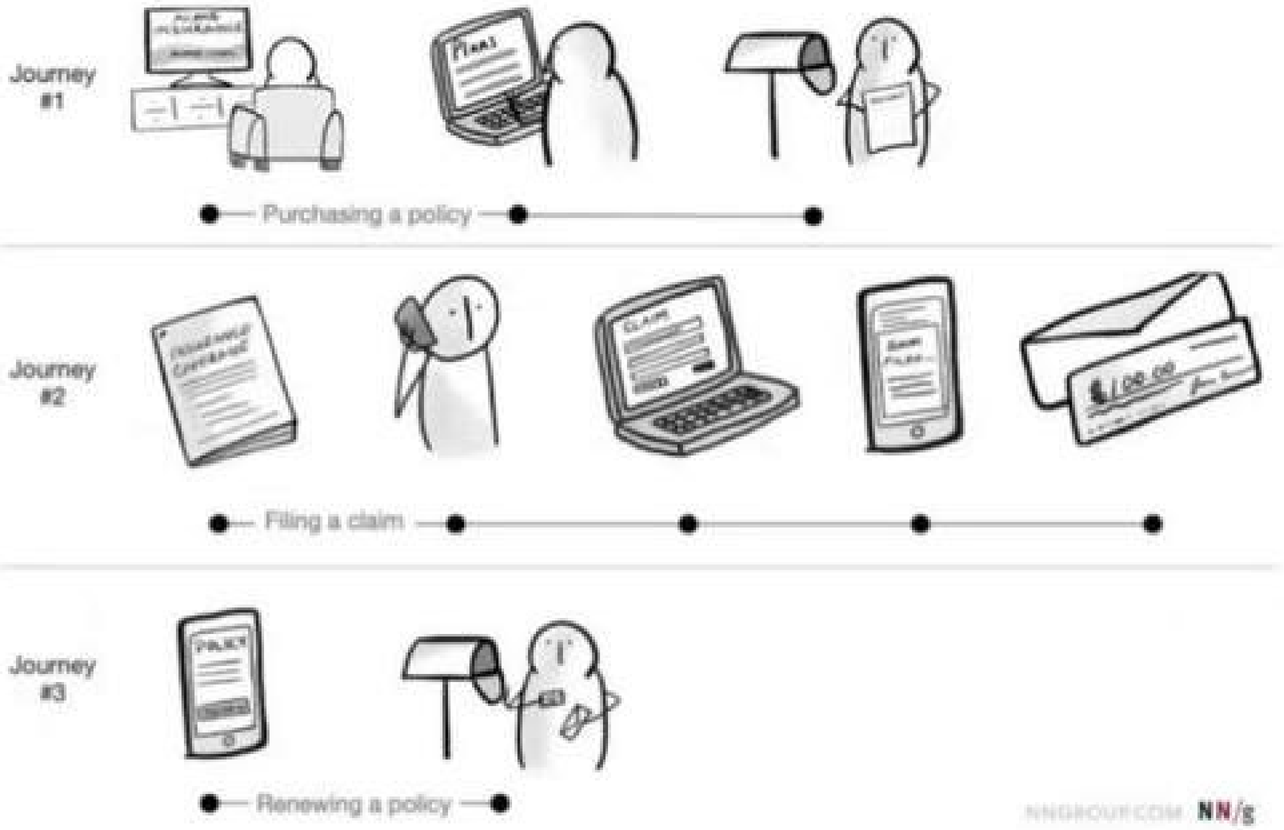
The next level of experience is the journey level. A customer journey is the end-to-end process that a customer goes through in order to **complete a goal over time**. This process may use **multiple devices and interaction channels** (e.g., web, desktop or mobile apps, email, online chat, phone).


INSURANCE COVERAGE
CLAIM
CLAIM FILED...
$100.00

Filling a claim

Relationship Level

The relationship level (aka the customer experience) focus on the **lifetime experience** that a person has with an organization and his cumulative impression as a patron of that organization: **all interactions and journeys between that person and the company.**

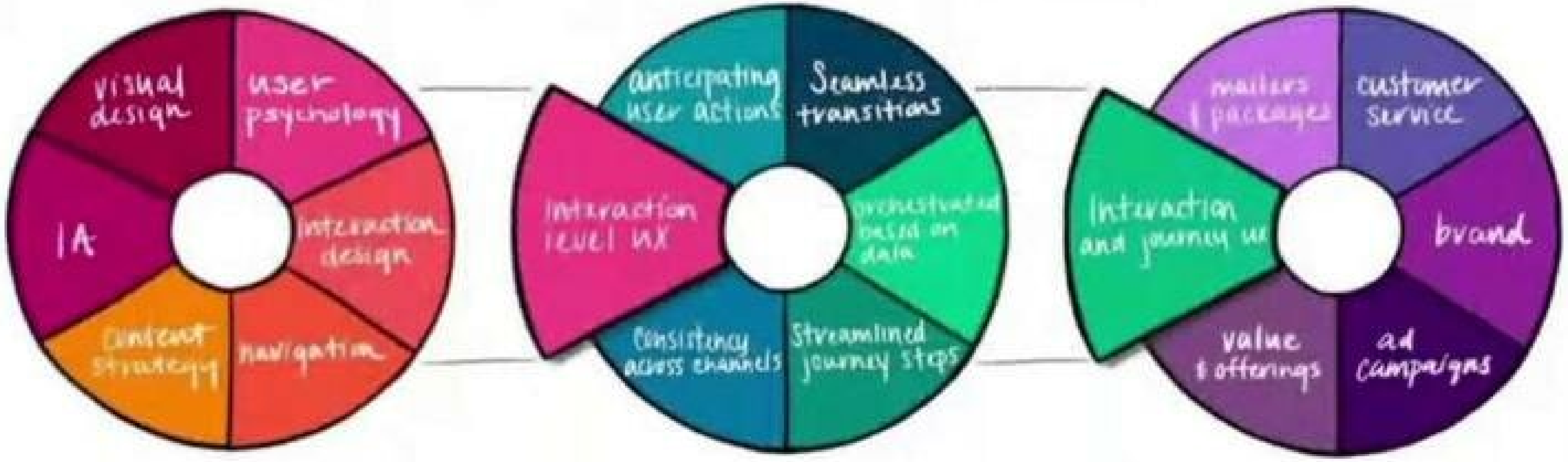

Journey #1
Purchasing a policy
Journey #2
Filing a claim
Journey #3
Renewing a policy
NNGROUP.COM NN/g

Purchasing a policy
Filling a claim
Renewing a policy

Interaction level

Journey level

Relationship level


visual design
user psychology
IA
interaction design
content strategy
navigation
anticipating user actions
Seamless transitions
interaction level UX
orchestrated based on data
Consistency across channels
Streamlined journey steps
mailers & packages
customer service
Interaction and journey UX
brand
value & offerings
ad campaigns

Think different

REVENUE GOOD
CX

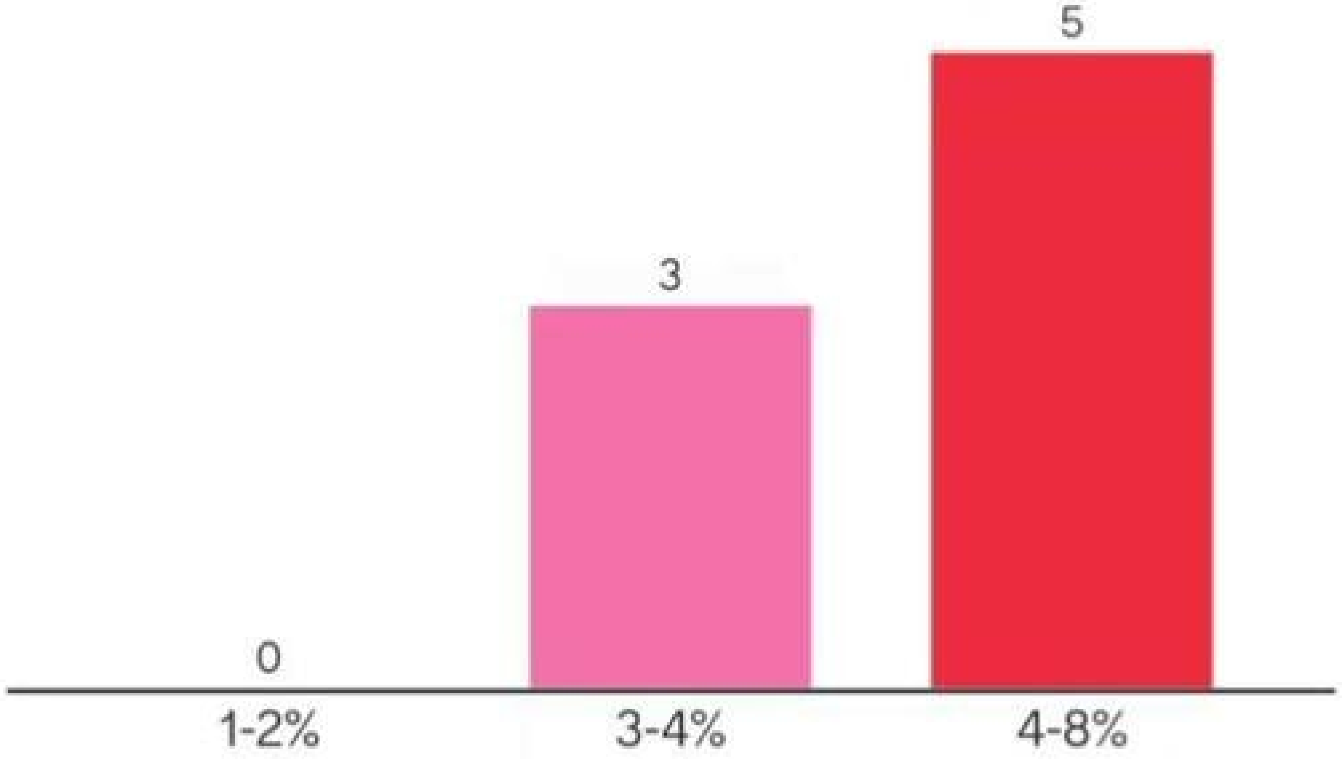
The benefits of delivering a great CX include: **increased customer loyalty, increased customer satisfaction, better word-of-mouth marketing, positive reviews, and recommendations.**

The benefits of delivering a great CX include:
increased customer loyalty, increased customer satisfaction, better word-of-mouth marketing, positive reviews, and recommendations.

Ve a **www.menti.com** y utiliza el código **4856 6312**

Mentimeter

¿Qué porcentaje de beneficio en una empresa crees que se puede aumentar con un buen CX?



Presionar ENTER para mostrar correcta

8

Mentimeter

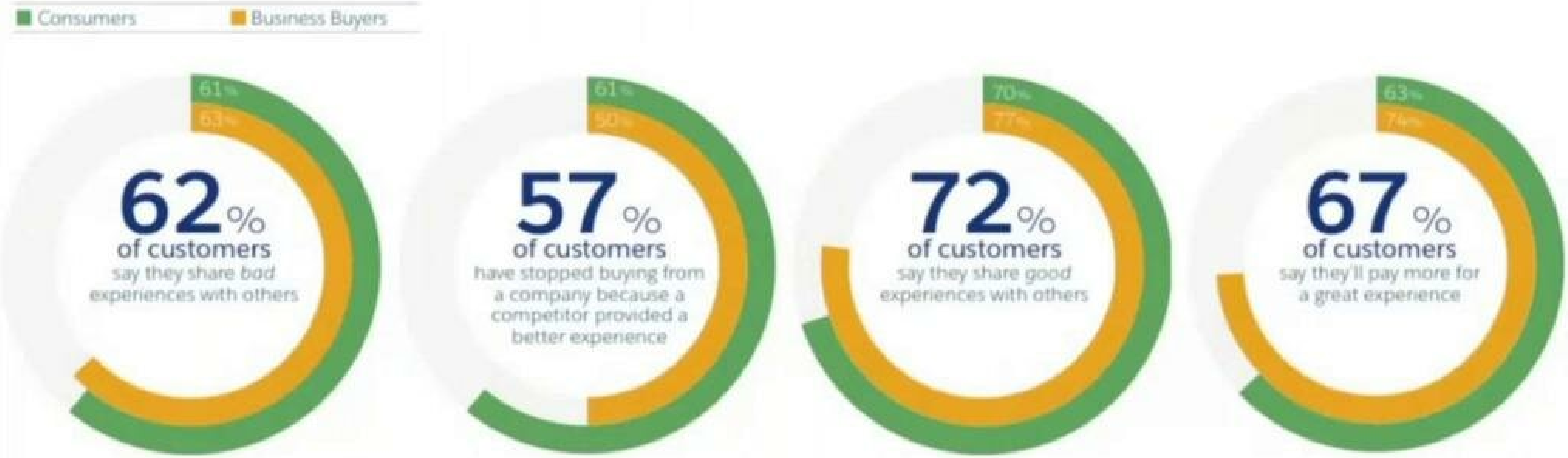
According to Bain & Company, businesses that invest time and effort to optimize their customer experience (CX) flows, experience above-market revenue growth between 4-8%.

Bain & Company

IMPORTANT FOR CONSUMER

Mentimeter

Experience Impacts the Bottom Line, for Better or Worse

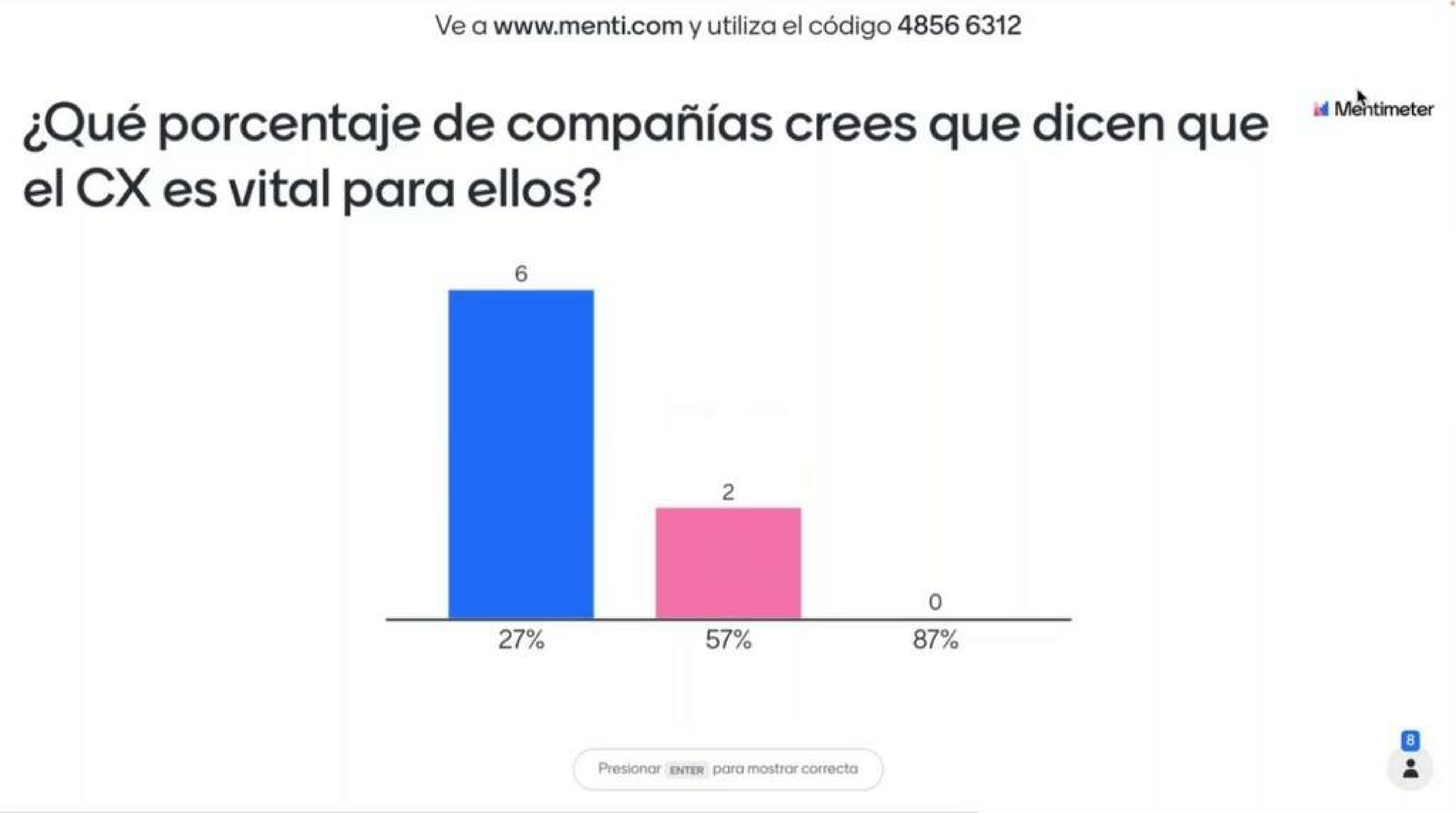


62% of customers say they share *bad* experiences with others

57% of customers have stopped buying from a company because a competitor provided a better experience

72% of customers say they share *good* experiences with others

67% of customers say they'll pay more for a great experience

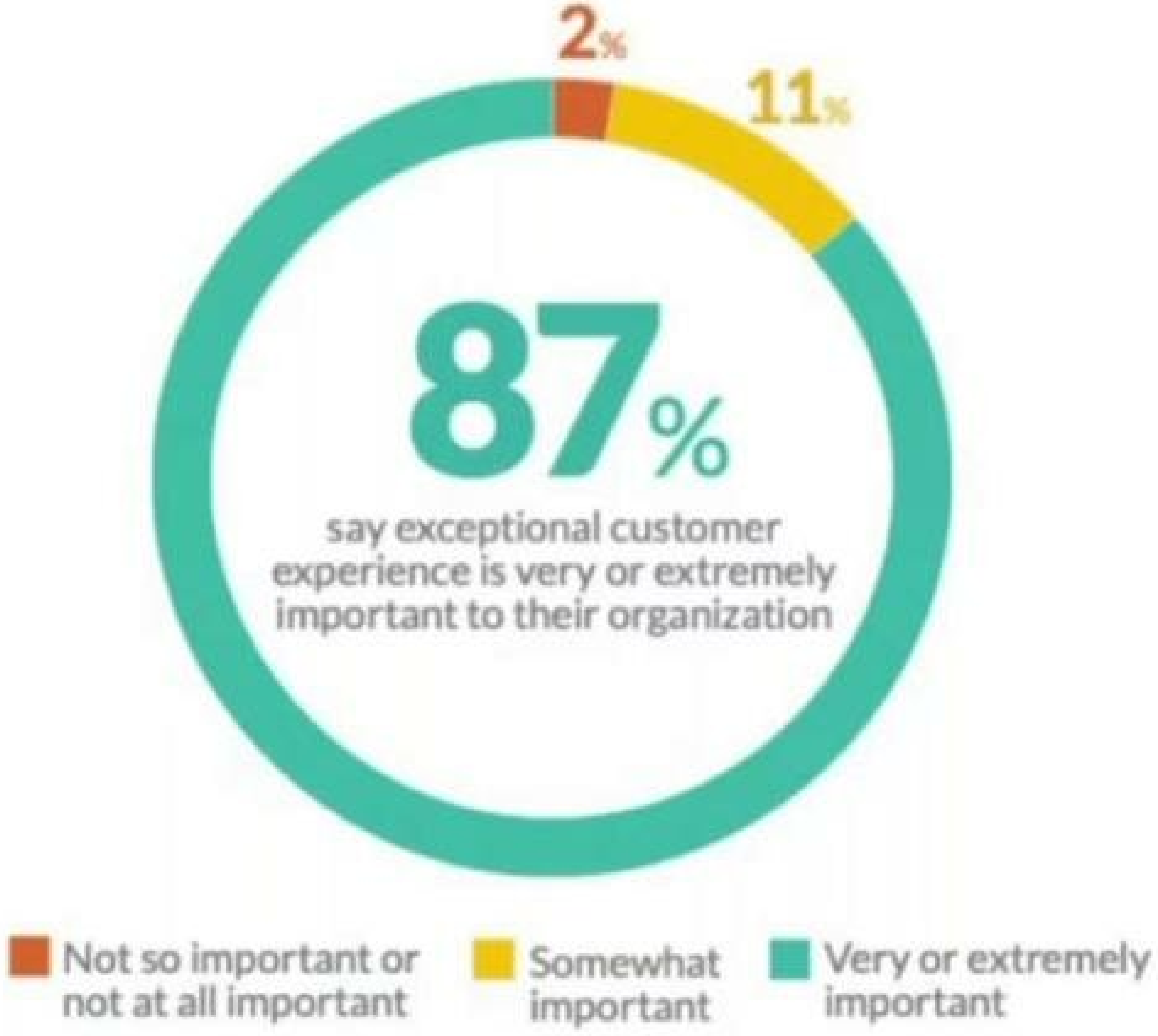


Ve a **www.menti.com** y utiliza el código **4856 6312**

¿Qué porcentaje de compañías crees que dicen que el CX es vital para ellos?

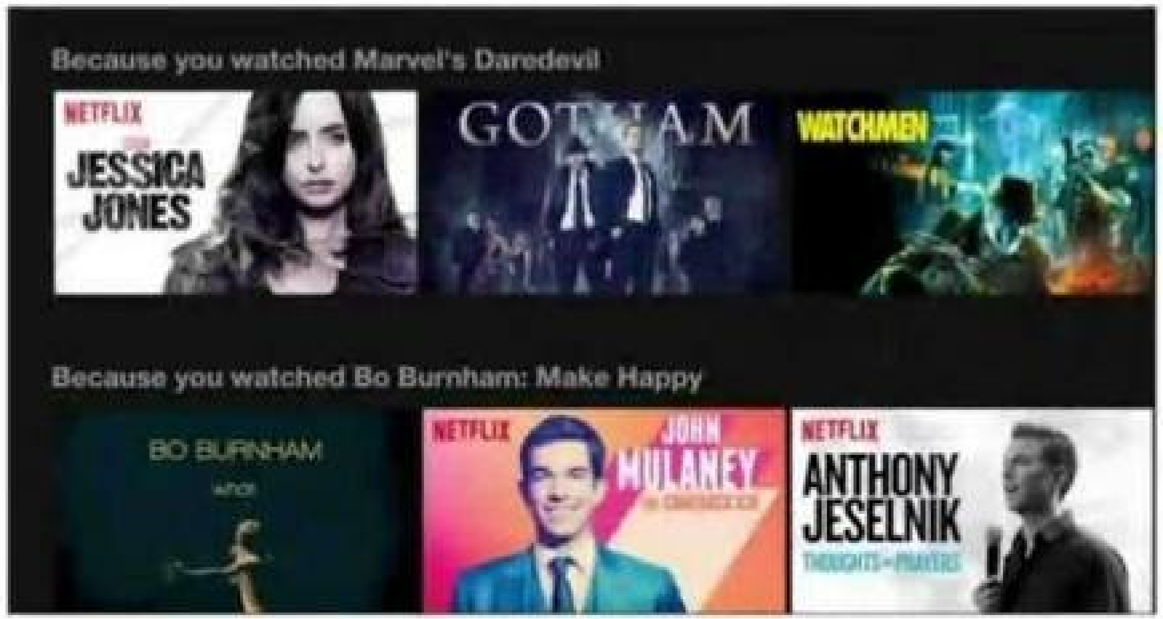
Mentimeter
6
2
0
27%
57%
87%
Presionar ENTER para mostrar correcta
8

IMPORTANT FOR COMPANIES



87% say exceptional customer experience is very or extremely important to their organization

SUCCESS CASES CX


Because you watched Marvel's Daredevil
NETFLIX
JESSICA JONES
GOTHAM
WATCHMEN
Because you watched Bo Burnham: Make Happy
BO BURNHAM
NETFLIX
JOHN MULANEY
NETFLIX
ANTHONY JESELNIK
THOUGHTS AND PRAYERS

- **NETFLIX**

  Netflix makes it easy for users to keep watching their favorite shows with its autoplay feature, which automatically starts the next episode after one ends. In addition, Netflix offers helpful suggestions with its recommender algorithm to help match customers with shows they'd be interested in, based on what they've already seen. These strategies save viewers time and contribute to a seamless experience. Strategies like these are paying off for the streaming giant. According to Statista, Netflix's subscriber base is six times bigger than what it was in 2003, which has contributed to revenue growth that continues to surpass estimates.

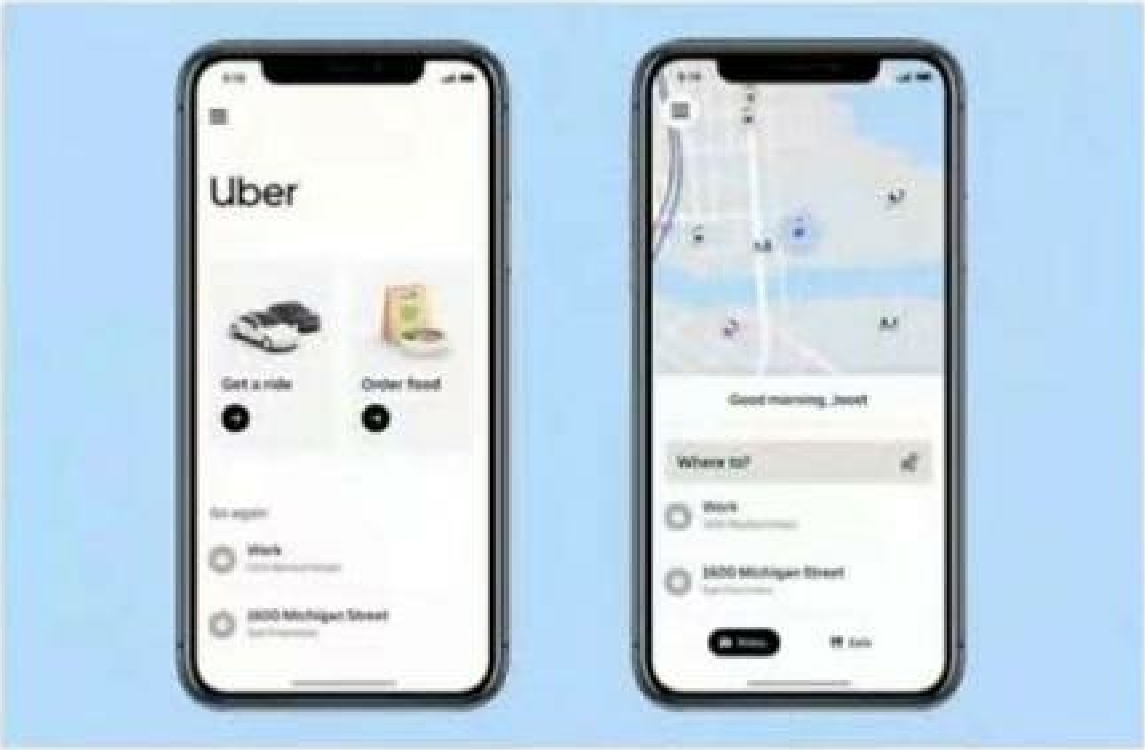
IKEA

Throughout the pandemic, IKEA opened more stores, invested in its home delivery network and continued to launch improvements to its app, all in an effort to create an awesome experience for shoppers both on the ground and online. As a result, according to the company's annual summary, in 2020 the company recorded $4.7 billion in total sales, including a 32% increase in eCommerce sales. IKEA also recorded an impressive 60 million visitors at its stores and had more than 490 million visitors frequent its website, figures that backup the effectiveness of its consistent CX.

Pickup
pickup lockers

- **LOWE'S**

  For this home improvement retailer, more than 60% of online orders are picked up in stores. That's why the company installed self-service lockers near the front of its locations so that shoppers can conveniently collect their items. Customers complete their purchases by scanning a barcode at a locker using their smartphones — meaning there's no need to wait in line. Innovations like these are helping the company record impressive revenue gains. The company recently raised its full-year revenue outlook for 2021 to $92 billion, up from prior expectations of $86 billion (a 28% rise from 2019).


Uber
Get a ride
Order food
Work
1600 Michigan Street
Where to?
Work
1600 Michigan Street

- ## UBER

Uber overhauled its rider app to introduce an emphasis on Uber Eats — its food delivery service — and to unify both businesses on a common platform. When users open the app, they're given the choice of either getting a ride or ordering food from the convenience of the home screen. Making it easy for users to find Uber Eats on the app paid off: Uber Eats generated $4.8 billion in revenue in 2020, a 152% increase from 2019. While the pandemic contributed to an increase in societal 'appetite' for delivery, Uber continued to iterate on their CX to help customers get from A to B, or from hungry to full, without the hassle.

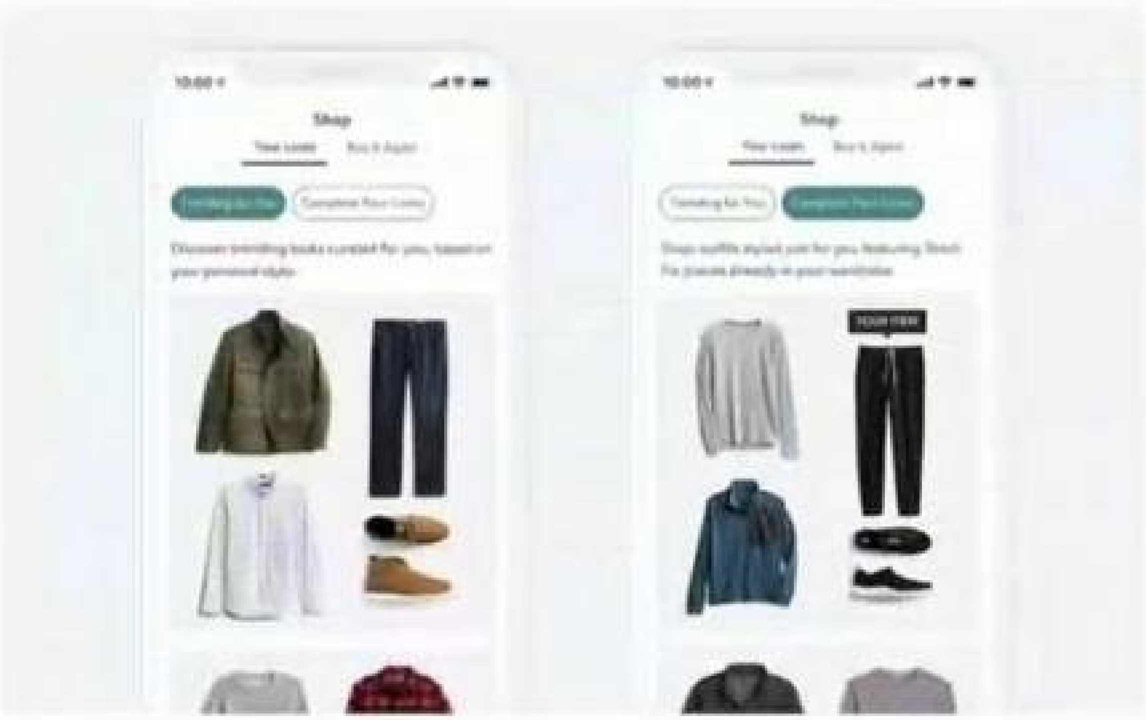
- ## LIME

The company has been able to record revenue gains with innovations that include a "group ride" feature that enables customers to unlock multiple vehicles so that people can ride together. And for solo riders, a "reserve" feature gives them the freedom to put a hold on a scooter in advance so they won't have to worry about it being taken by someone else before they arrive. By maintaining a convenient process, both Lime and its customers can keep scooting along smoothly.

coursera
FOR A LIMITED TIME
FREE CERTIFICATES
CLASS CENTRAL

- **COURSERA**

  This online learning provider occasionally makes its courses and some certificate programs free to everyone, and it's paying off. Last year, over 21 million learners joined Coursera, a 353% increase. Similarly, during that time, there were more than 50 million course enrollments on Coursera, a 444% increase from the year prior. As was the case for Uber Eats, the pandemic caused societal changes that Coursera was quick to recognize. When the budgets of potential customers shrunk, Coursera responded with free content — a move that enhanced loyalty and strengthened their brand.



- **STITCH FIX**

When the online personal styling company, Stitch Fix, rolled out its "Fix Preview" service to its entire U.K. client base and to more than half its U.S. clients, customers reacted positively. In fact, around three-quarters of clients opted in, resulting in higher average order values. Fix Preview, which allows users to accept or reject items before they are shipped out, gives customers more choice and control over their purchases. In the third quarter of 2021, the company published its fiscal year 2021 financial results. Stitch Fix delivered $536 million in net revenue — reflecting 44% year-over-year growth — and grew its active client count to more than 4.1 million — 20% year-over-year growth.

COSTS BAD CX

Forbes reports poor customer service costs businesses more than $75 billion a year, with 67% of consumers claiming they would switch brands because of a bad experience.

Forbes

Mentimeter

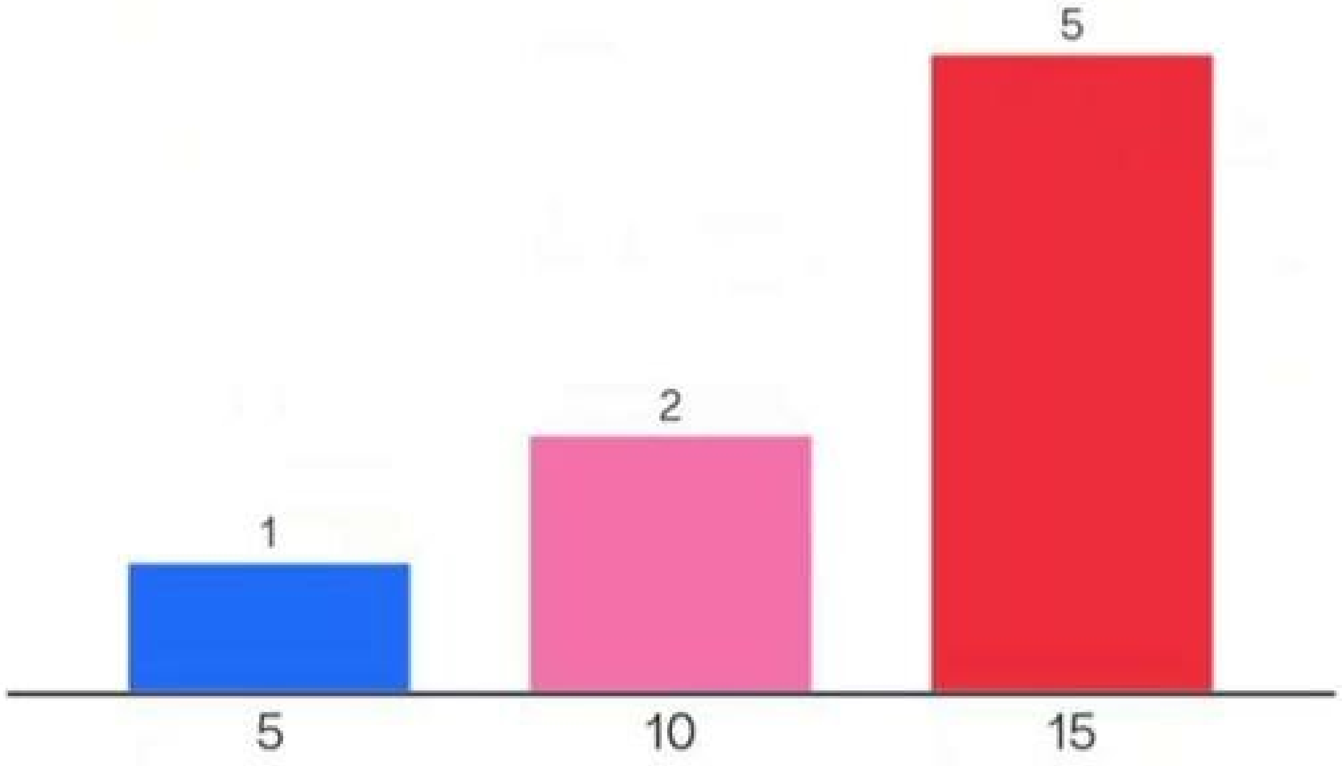
A similar consumer survey conducted last year by the CRM platform Zendesk found that 50% of customers would switch after one bad experience, and a whopping 80% would leave a brand for a competitor after two bad experiences.

Zendesk

Ve a **www.menti.com** y utiliza el código **4856 6312**

Mentimeter

¿A cuánta gente (en promedio) crees que se le cuenta una mala experiencia con una marca?

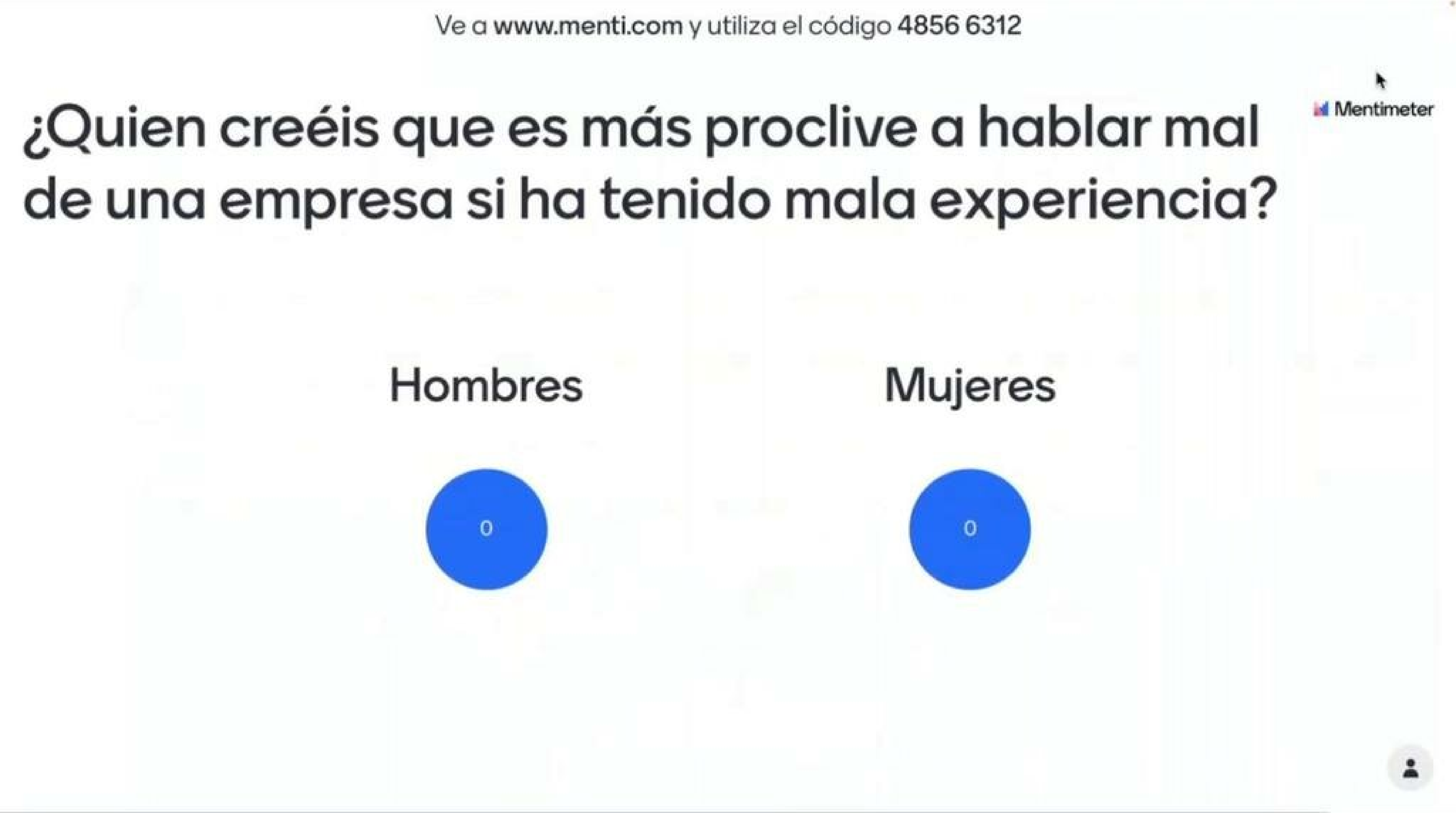


Presionar ENTER para mostrar correcta

8

Not only are unhappy customers less profitable, they are putting your potential revenue at risk. A Global Customer Barometer by American Express found that the average American tells 15 people when they've had a poor customer experience.This translates to 15 consumers who are less likely to engage with your brand.

American Express



Ve a **www.menti.com** y utiliza el código **4856 6312**

¿Quien creéis que es más proclive a hablar mal de una empresa si ha tenido mala experiencia?

Hombres

0

Mujeres

0

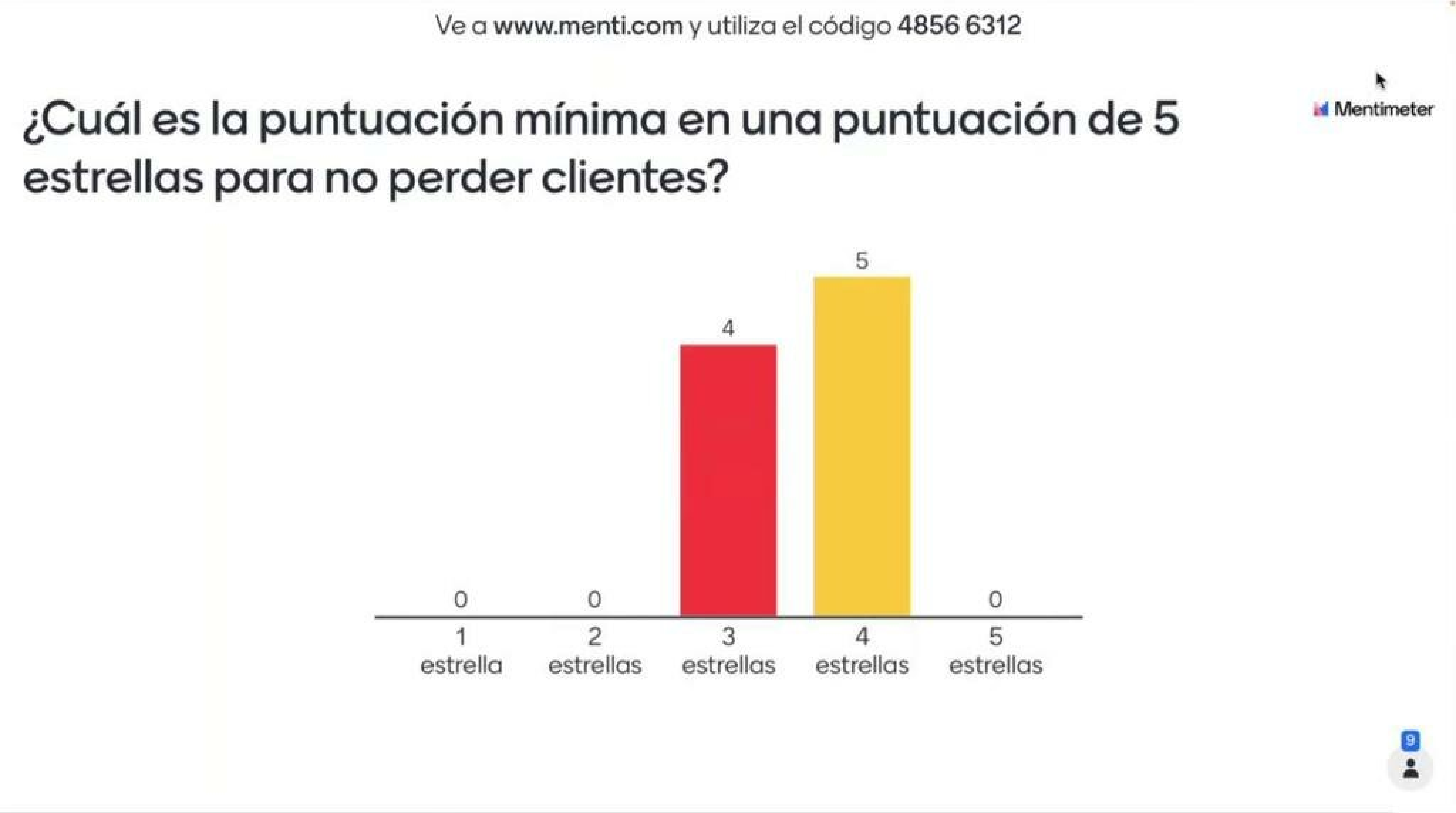
ANGRY MEN

“Men are especially chatty when it comes to service,” reports American Express, with males telling twice as many people as women about their poor customer experience (21 compared to 10).

Mentimeter

REVIEW READERS

87% of consumers read online reviews for businesses and brands.



Ve a **www.menti.com** y utiliza el código **4856 6312**

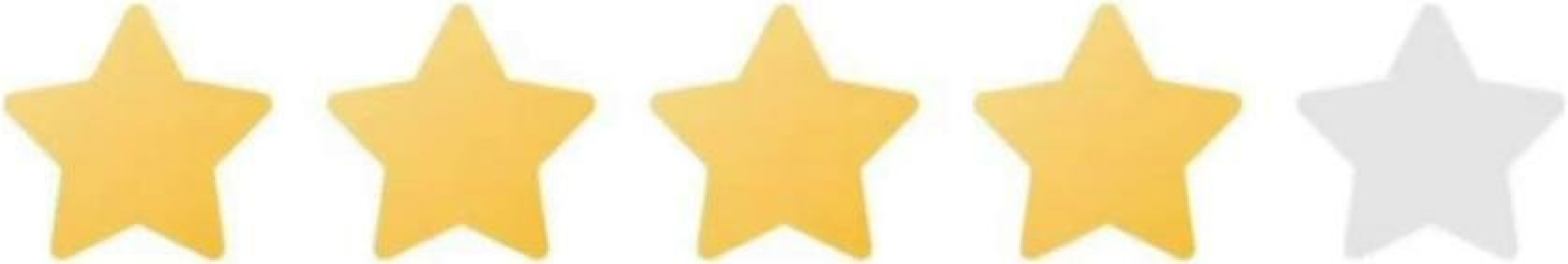
Mentimeter

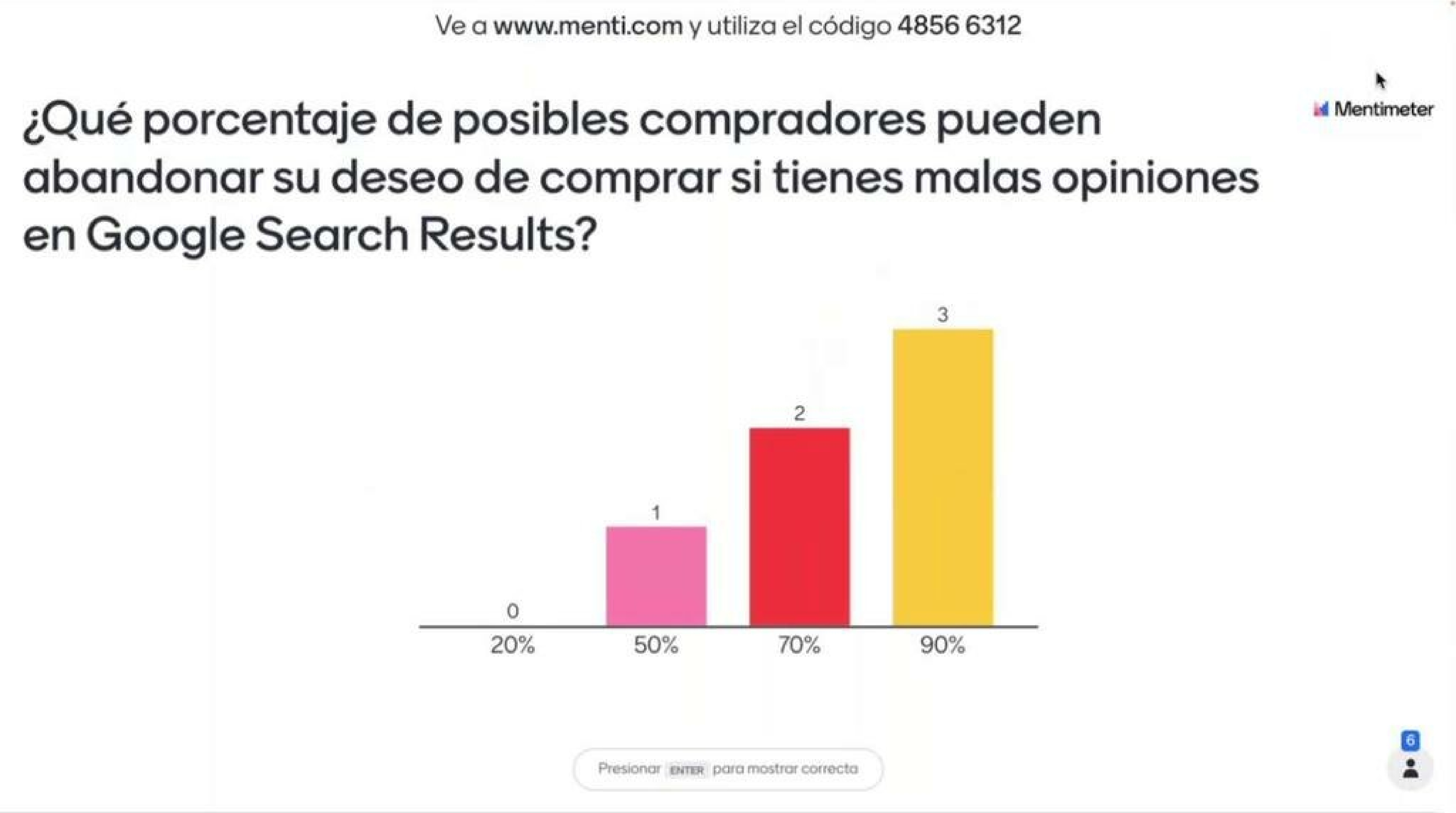
¿Cuál es la puntuación mínima en una puntuación de 5 estrellas para no perder clientes?

0
1 estrella
0
2 estrellas
4
3 estrellas
5
4 estrellas
0
5 estrellas
9

4 STAR

Only 48% [of consumers] would consider using a business that has fewer than 4 stars – meaning businesses falling under this threshold are risking around half of potential customers searching online.





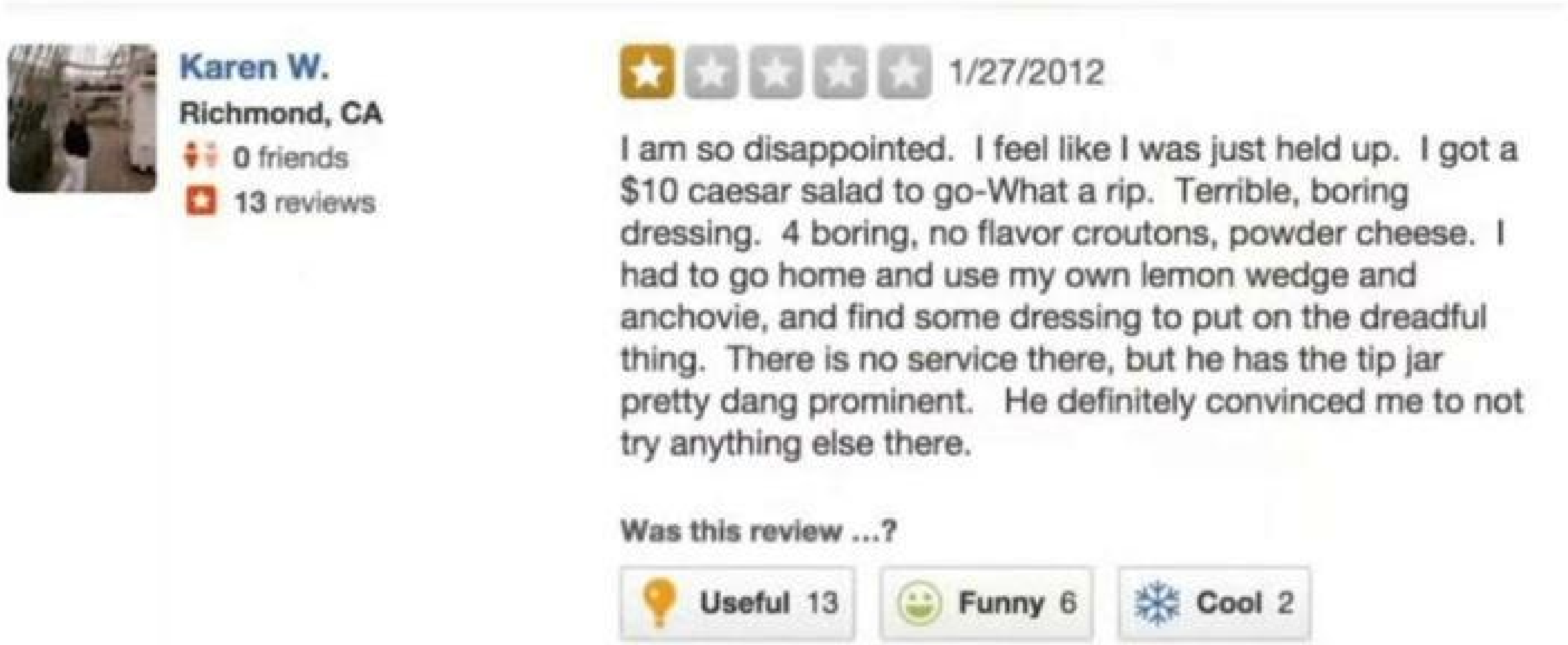
Ve a **www.menti.com** y utiliza el código **4856 6312**

¿Qué porcentaje de posibles compradores pueden abandonar su deseo de comprar si tienes malas opiniones en Google Search Results?

Mentimeter
0
1
2
3
20%
50%
70%
90%
Presionar ENTER para mostrar correcta
6

4 BAD REVIEWS

A negative online review could cost a business as many as 22% of potential customers. That number more than tripled to 70% when four or more negative articles about a brand appeared in Google search results.



Karen W.
Richmond, CA
0 friends
13 reviews

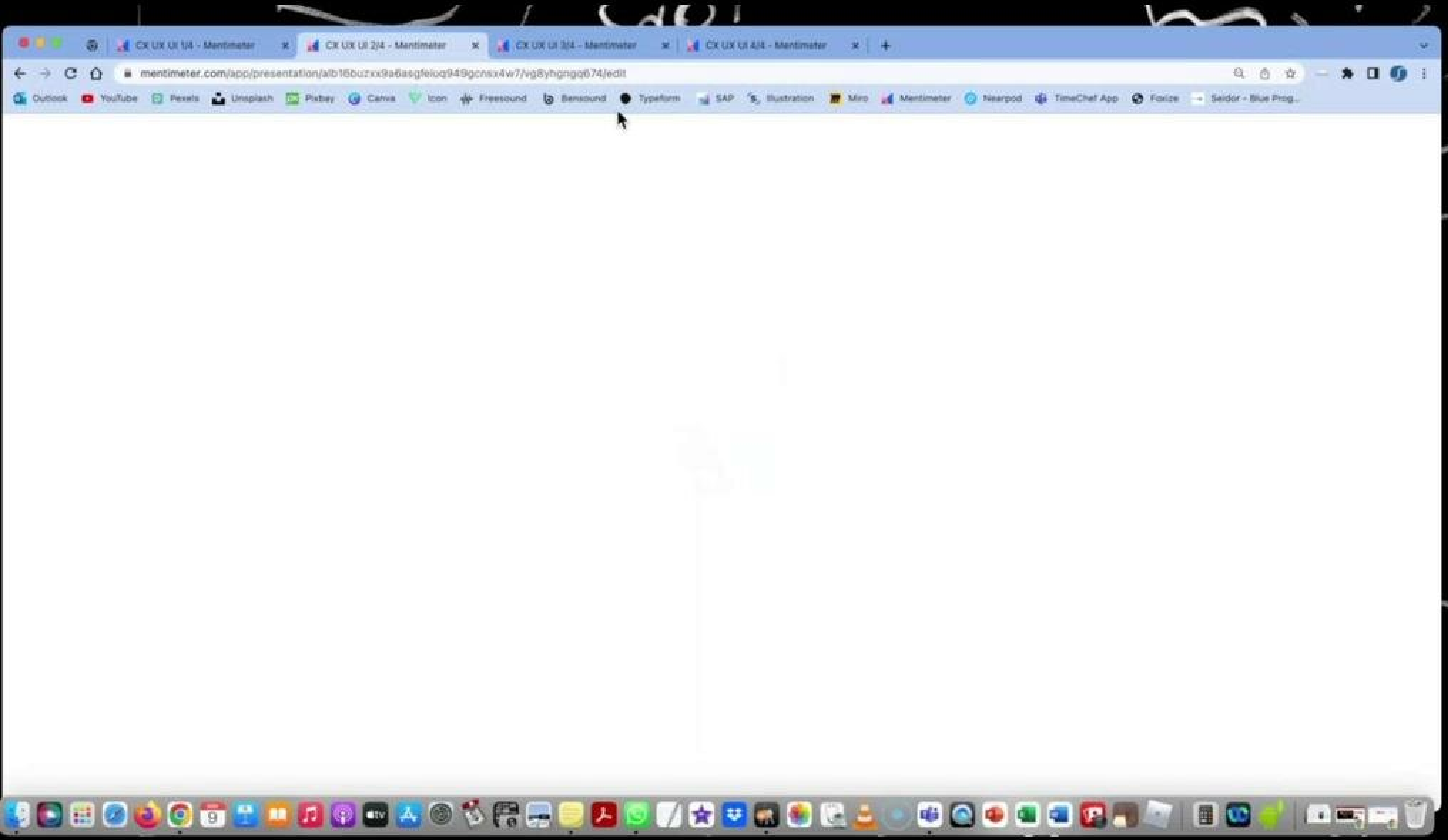
★☆☆☆☆ 1/27/2012

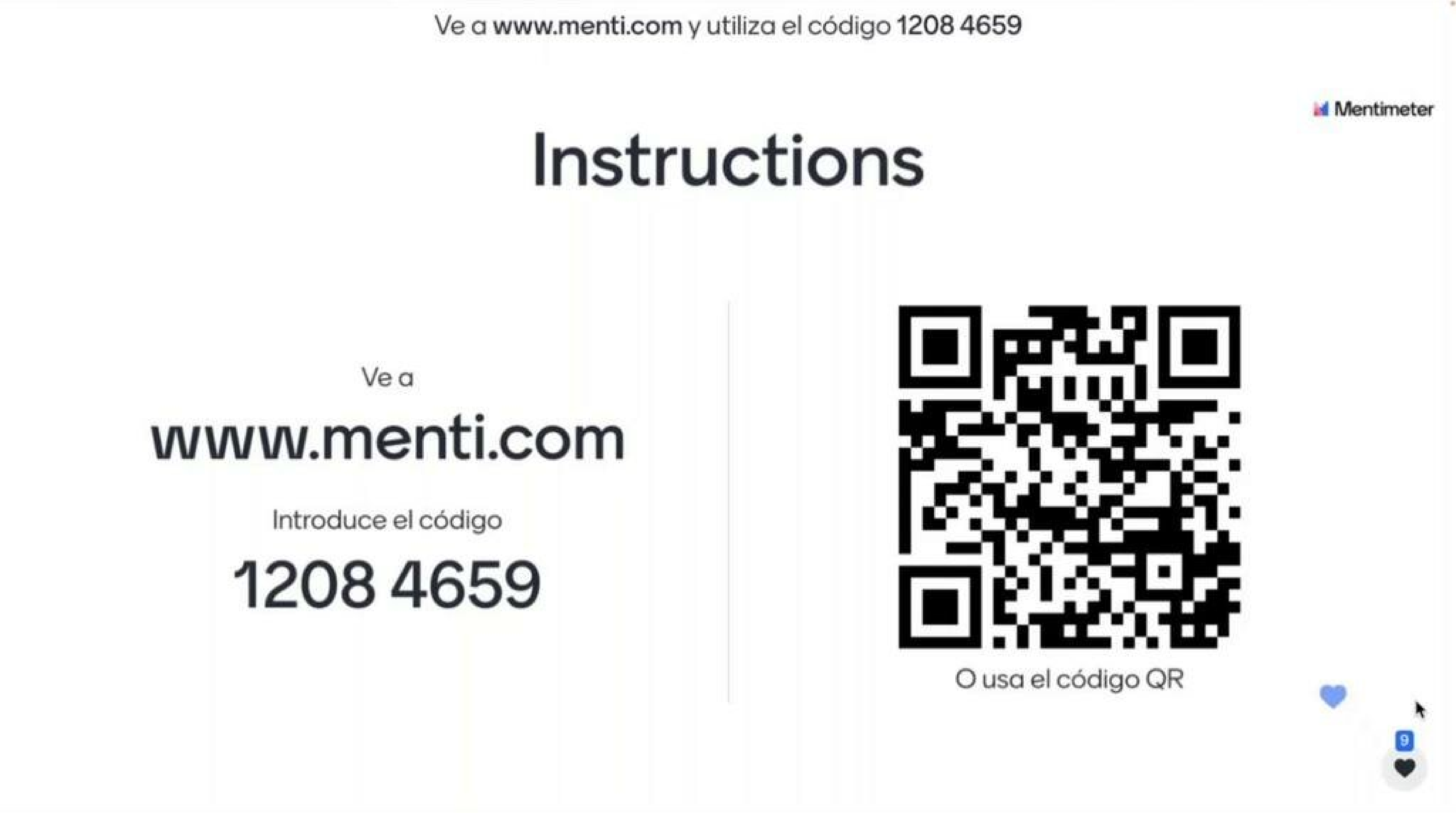
I am so disappointed. I feel like I was just held up. I got a $10 caesar salad to go-What a rip. Terrible, boring dressing. 4 boring, no flavor croutons, powder cheese. I had to go home and use my own lemon wedge and anchovie, and find some dressing to put on the dreadful thing. There is no service there, but he has the tip jar pretty dang prominent. He definitely convinced me to not try anything else there.

Was this review ...?

Mentimeter

¡Has llegado al final de la presentación!


CX UX UI 1/4 - Mentimeter
CX UX UI 2/4 - Mentimeter
CX UX UI 3/4 - Mentimeter
CX UX UI 4/4 - Mentimeter
mentimeter.com/app/presentation/alb16buzxx9a6asgfeiuq949gcnsx4w7/vg8yhgngq674/edit
Outlook
YouTube
Pexels
Unsplash
Pixbay
Canva
Icon
Freesound
Bensound
Typeform
SAP
Illustration
Miro
Mentimeter
Nearpod
TimeChef App
Foxize
Seidor - Blue Prog...



Ve a **www.menti.com** y utiliza el código **1208 4659**

Instructions

Ve a

www.menti.com

Introduce el código

1208 4659

O usa el código QR

BALANCE CX

There is significant romanticism over the customer experience in the market today. You'll hear recommendations to delight customers regardless of cost, implying the more you invest in customer experience, the greater the financial return. In fact, the relationship between customer experience and financial return is much more complex.

Ve a **www.menti.com** y utiliza el código **1208 4659**

Mentimeter

¿Crees que tener una CX demasiado buena puede traer malos resultados económcios?

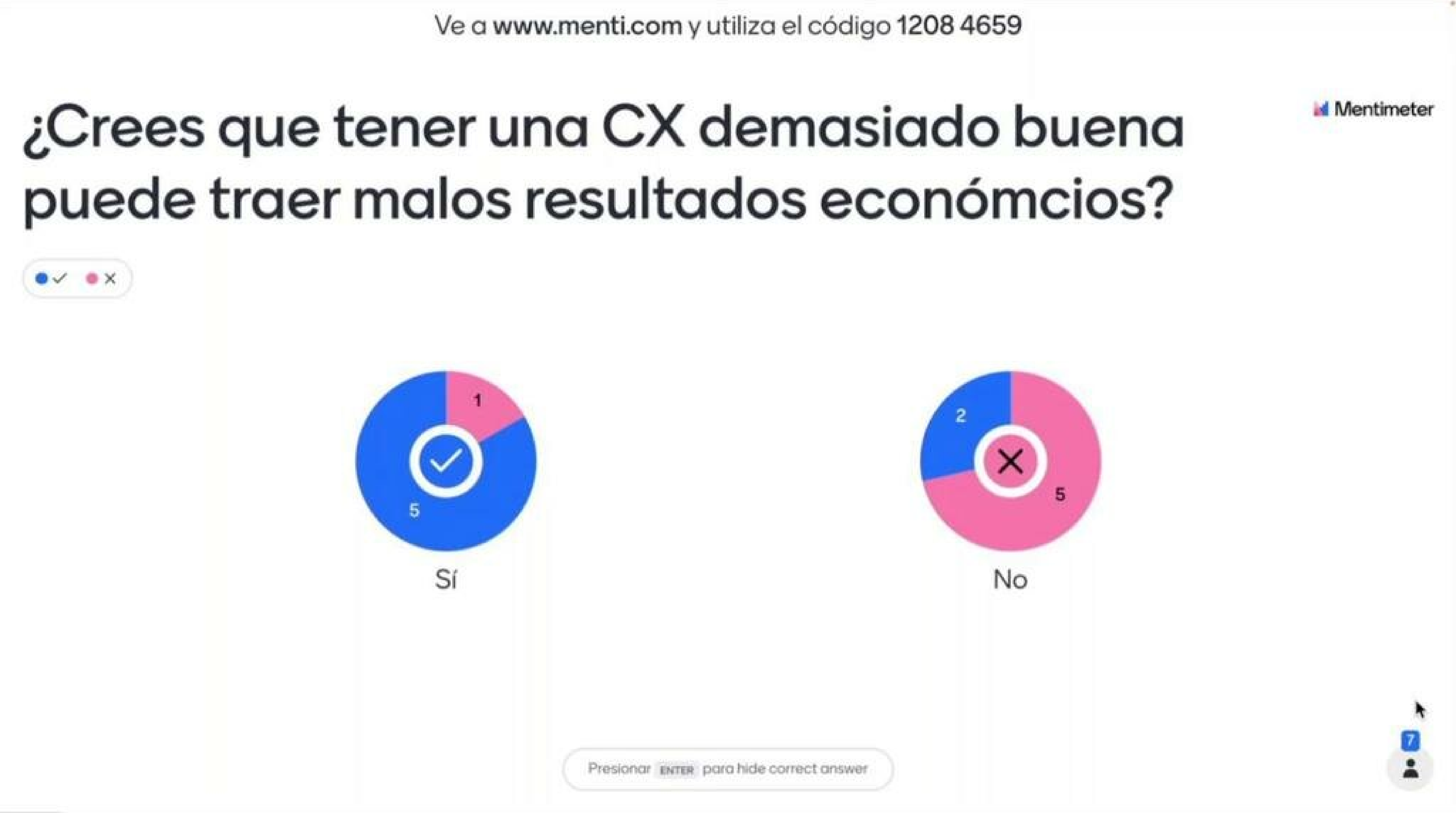
?

Sí

?

No

Presionar ENTER para show correct answer



Ve a **www.menti.com** y utiliza el código **1208 4659**

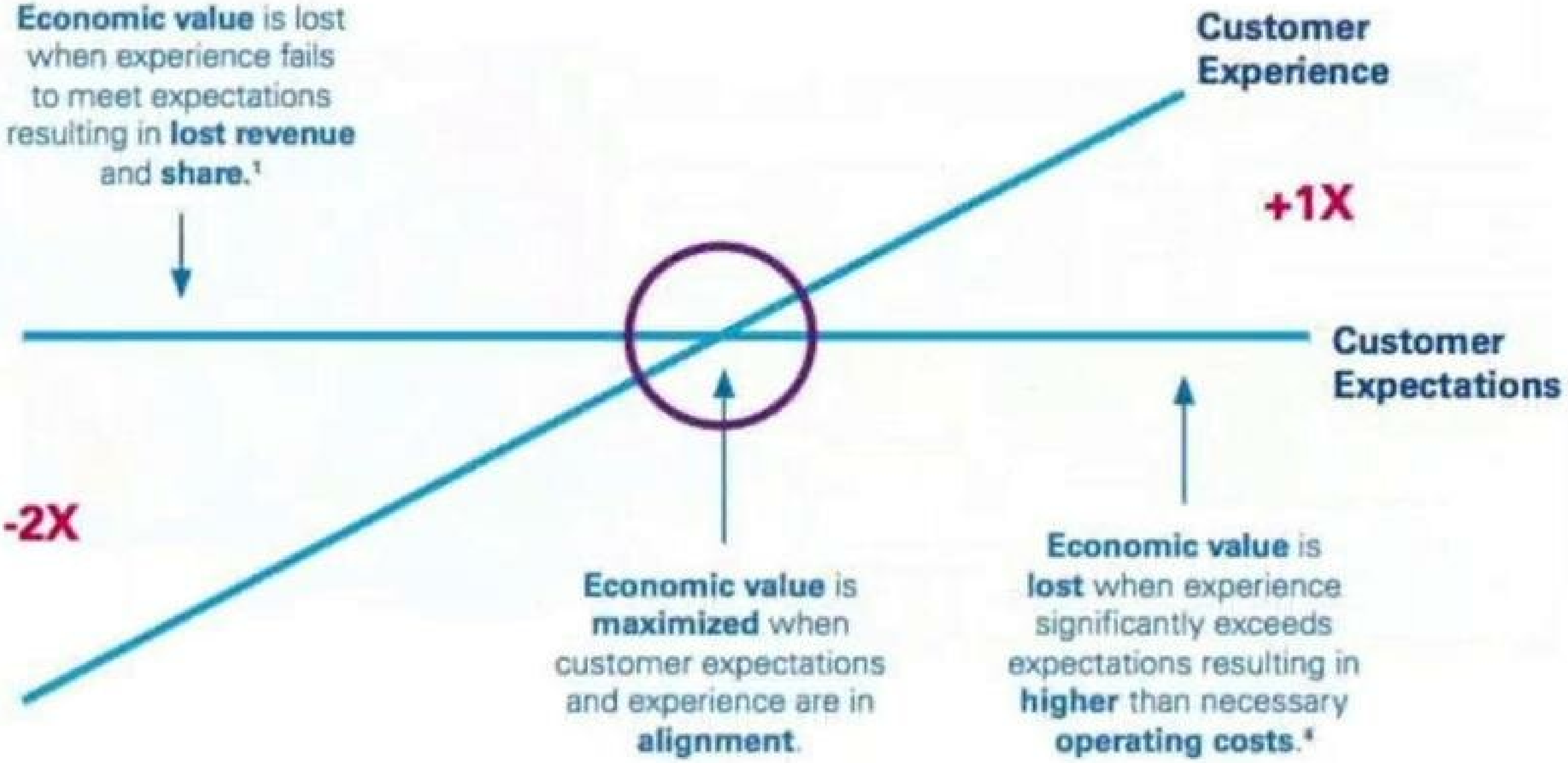
Mentimeter

¿Crees que tener una CX demasiado buena puede traer malos resultados económcios?

● ✓ ● ✗

Presionar ENTER para hide correct answer

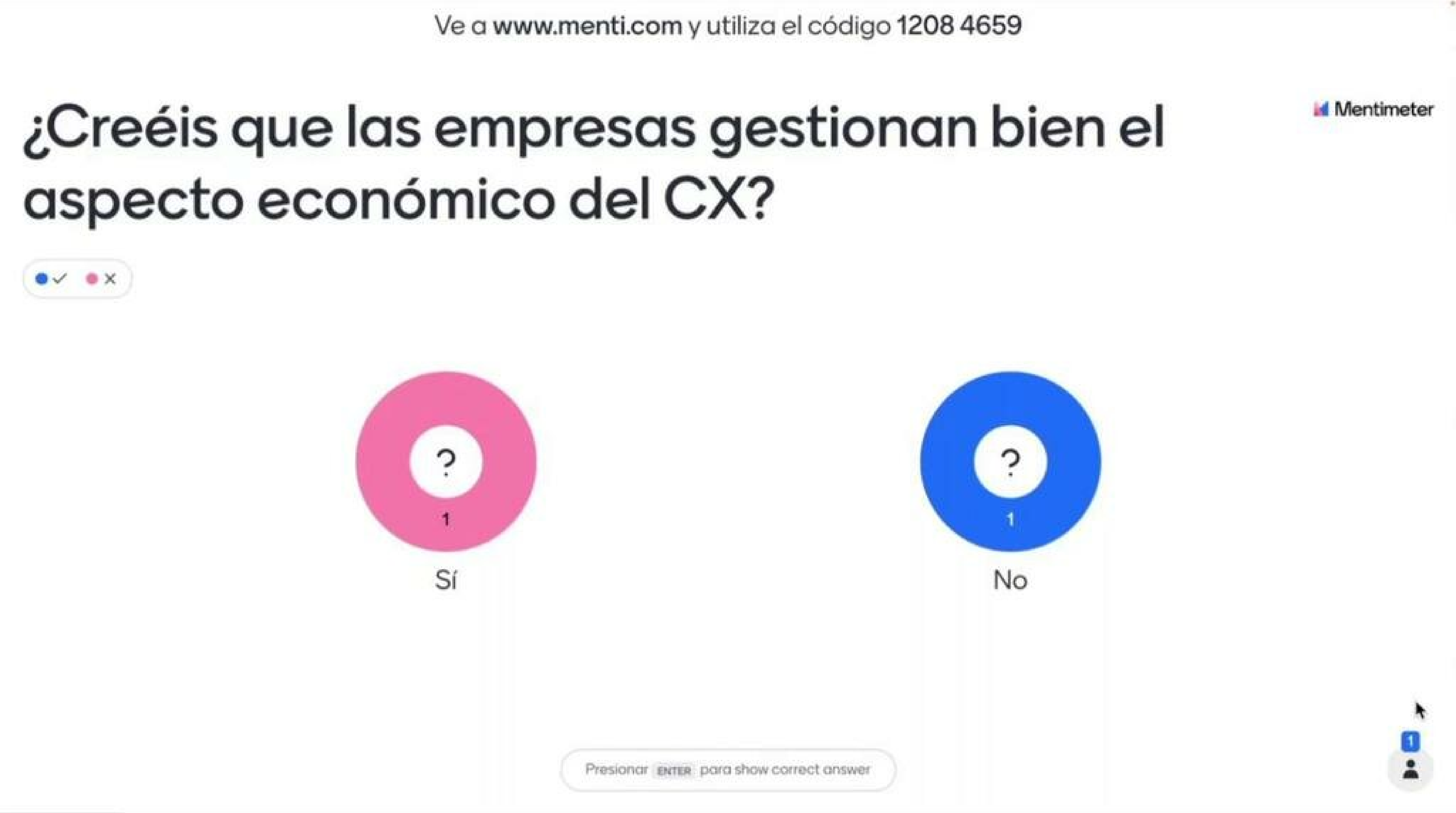
It's no secret that failing to meet your customer's expectations can have serious negative consequences. However, exceeding customer expectations can also negatively impact profits. Often, the cost of delighting customers exceeds the potential value it can generate. In their efforts to surprise ad delight customers, organizations can generate higher-than-necessary operating costs, which can also result in profit loss.


Customer Experience
+1X
Customer Expectations
-2X

Economic value is lost when experience fails to meet expectations resulting in **lost revenue** and **share.**[1]

Economic value is **maximized** when customer expectations and experience are in **alignment**.

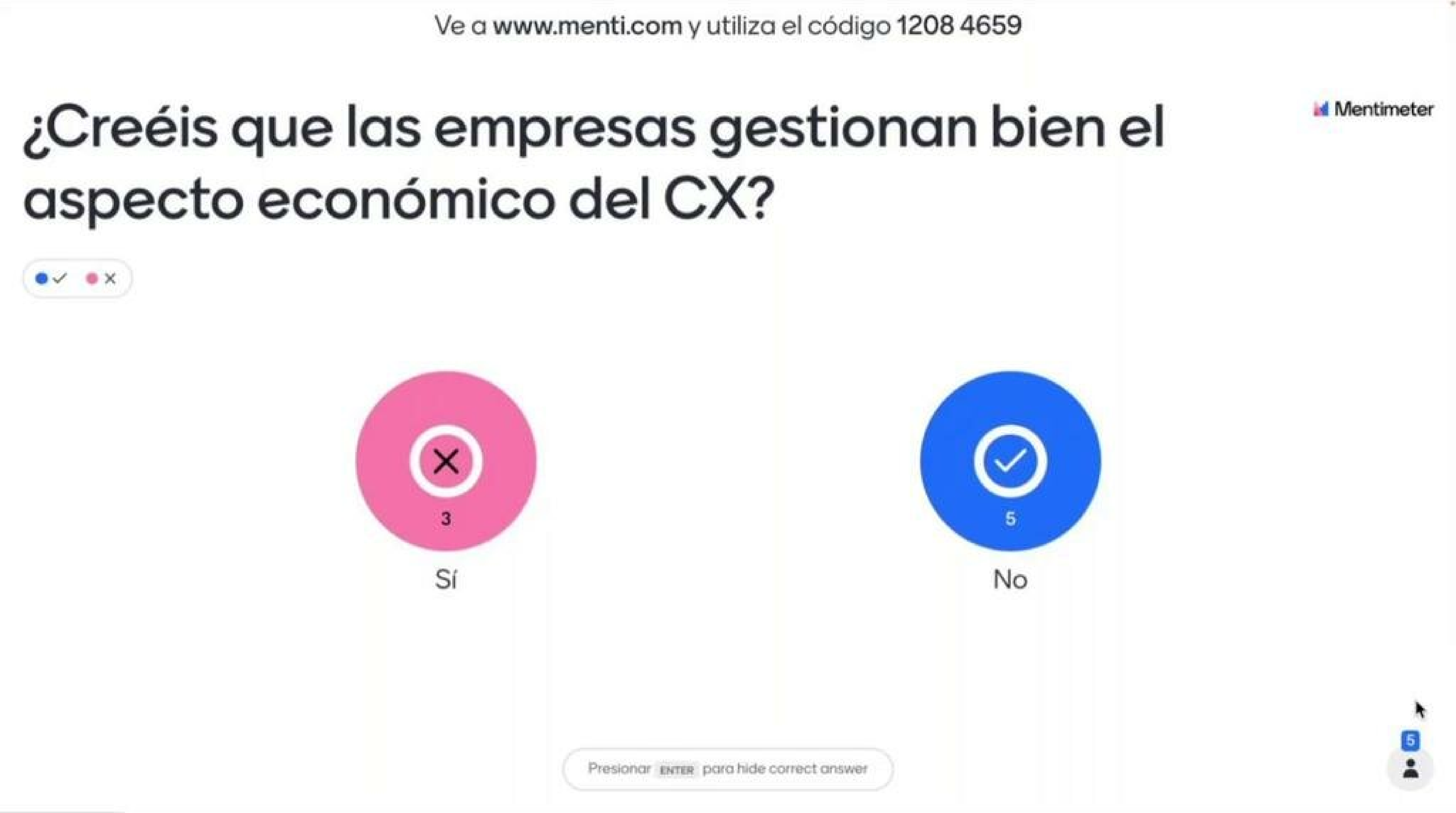
Economic value is **lost** when experience significantly exceeds expectations resulting in **higher** than necessary **operating costs**.[4]



Ve a **www.menti.com** y utiliza el código **1208 4659**

¿Creéis que las empresas gestionan bien el aspecto económico del CX?

Mentimeter
● ✓ ● ✗
?
1
Sí
?
1
No
Presionar ENTER para show correct answer
1



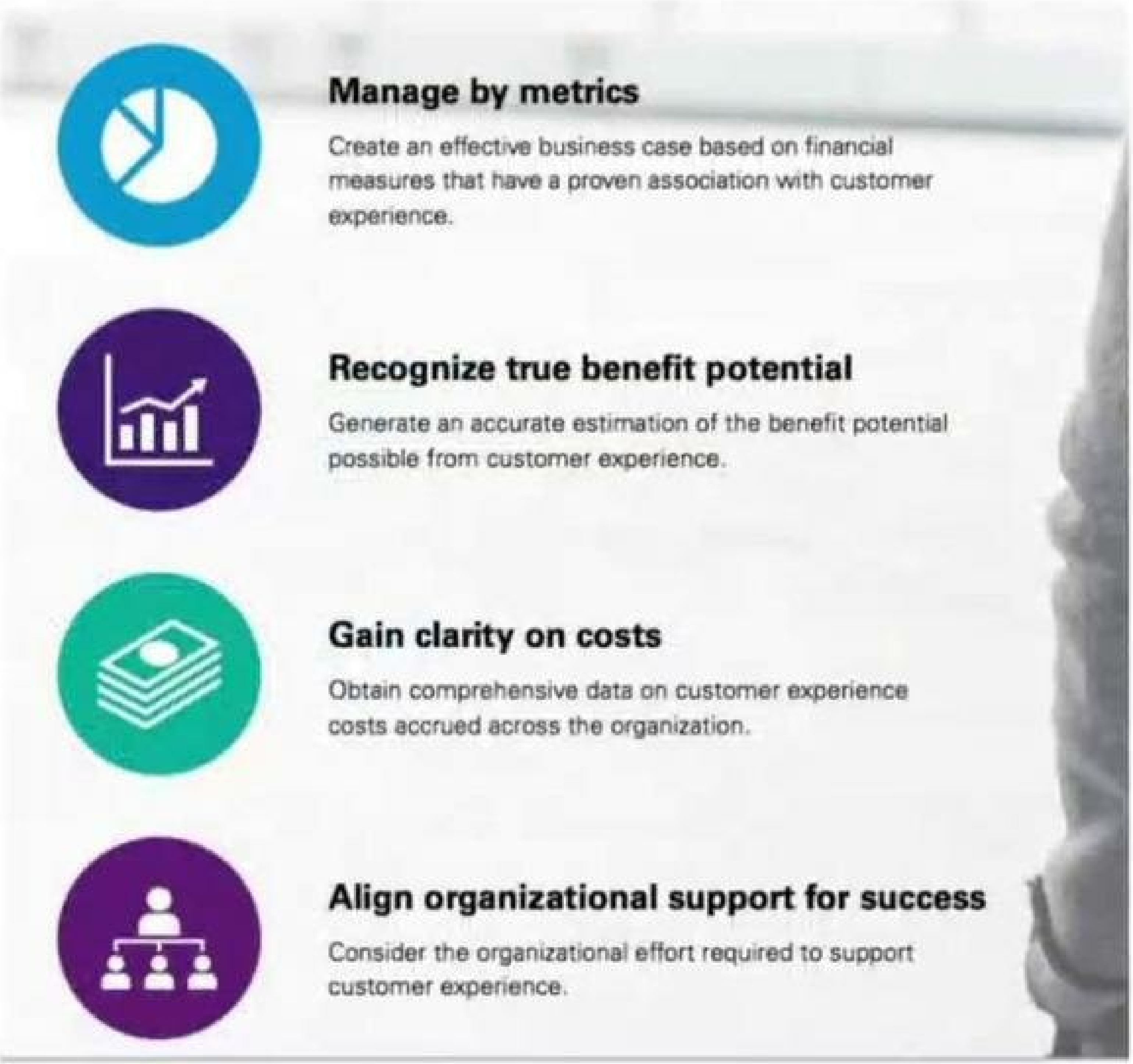
Ve a **www.menti.com** y utiliza el código **1208 4659**

¿Creéis que las empresas gestionan bien el aspecto económico del CX?

Mentimeter
● ✓ ● ✕
✕
3
Sí
✓
5
No
Presionar ENTER para hide correct answer
5

Do most organizations manage the economics of the customer journey effectively? Unfortunately, no. For many organizations, investments in improving the customer experience doesn't generate enough value, provide an acceptable return on investment (ROI) or promote consistent and sustainable organizational processes.

Mentimeter



Manage by metrics

Create an effective business case based on financial measures that have a proven association with customer experience.

Recognize true benefit potential

Generate an accurate estimation of the benefit potential possible from customer experience.

Gain clarity on costs

Obtain comprehensive data on customer experience costs accrued across the organization.

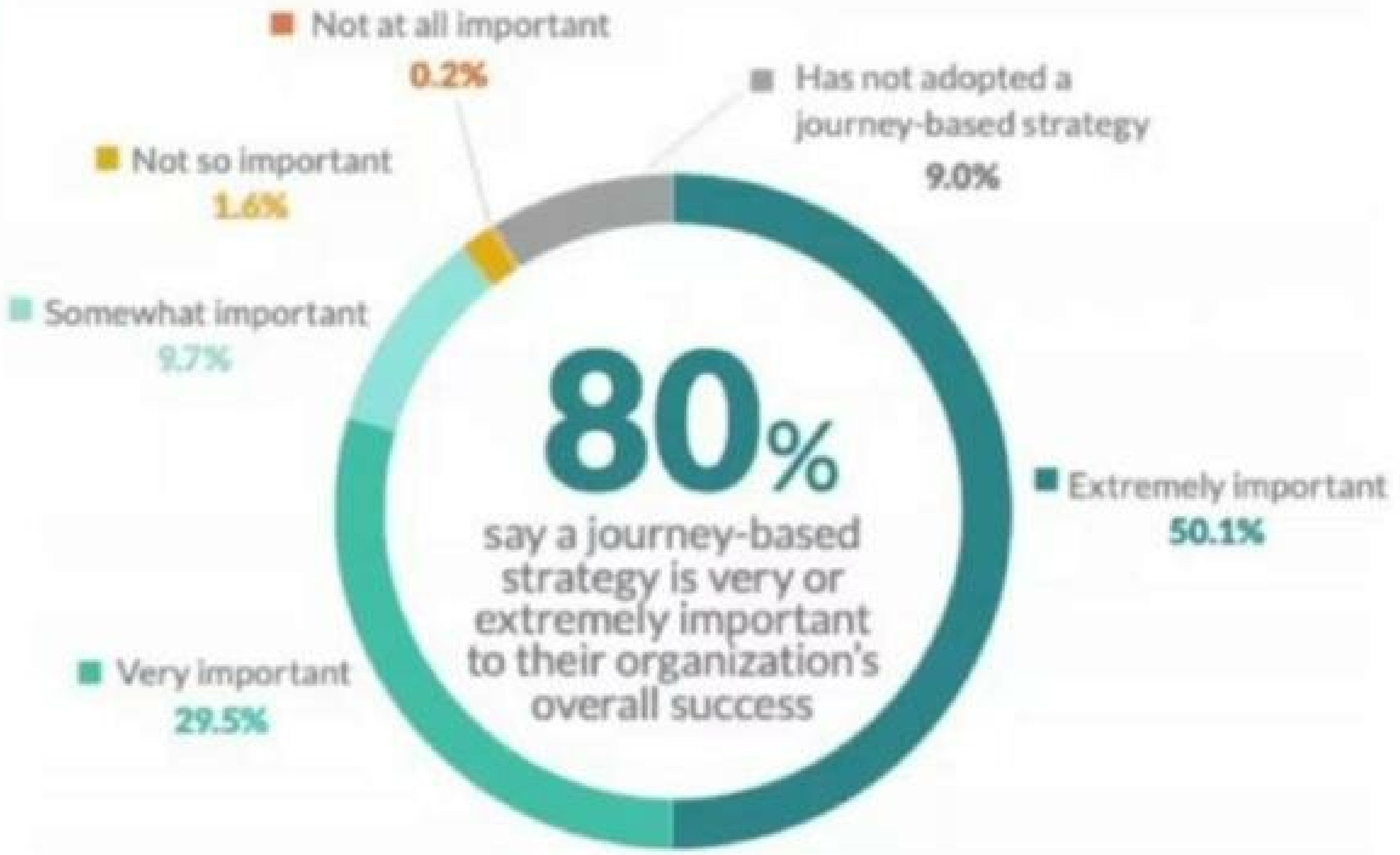
Align organizational support for success

Consider the organizational effort required to support customer experience.

IMPORTANT FOR REVENUE

Mentimeter

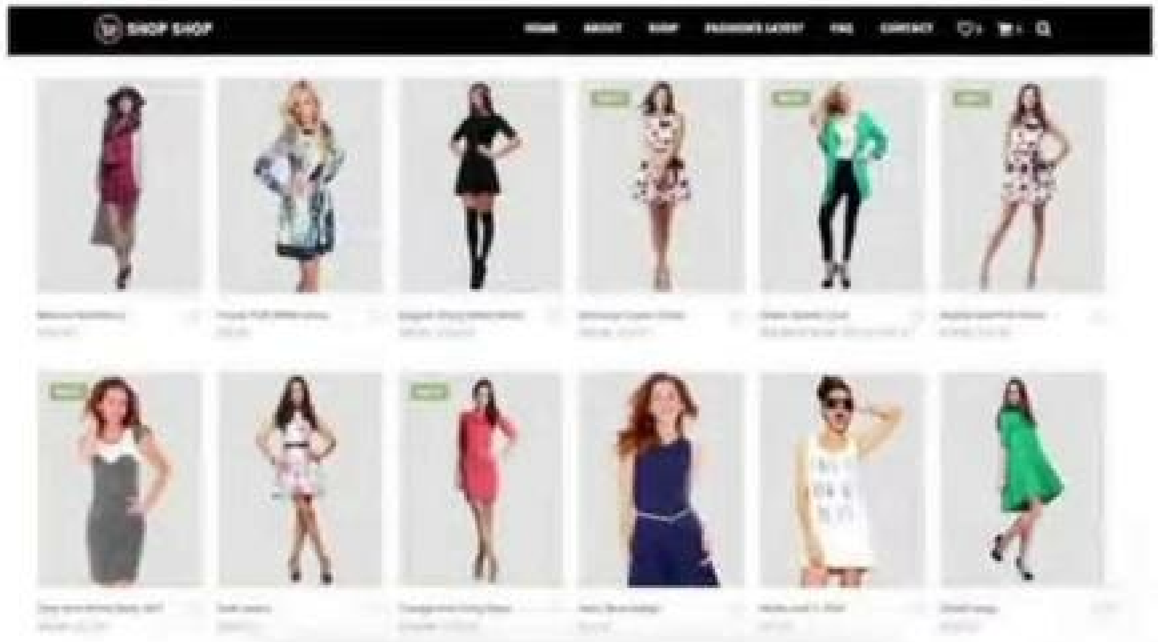
Customer Satisfaction, Retention, and Lifetime Value Are Linked to a Journey-Based Approach



- **PHASES OF AN CX AUDIT***
  1. FRAMEWORK
  2. VISION
  3. TECHNOLOGY
  4. OPERATIONS
  5. EMPLOYEES
  6. EMPATHY MAP
  7. CUSTOMER JOURNEY
  8. EXPERIENCE MAP
  9. BLUEPRINT
  10. MOMENTS OF TRUTH

** This methodology is created by us from our experience and documentation.*

1. FRAMEWORK



- **TRADITIONAL ORGANIZATIONS**

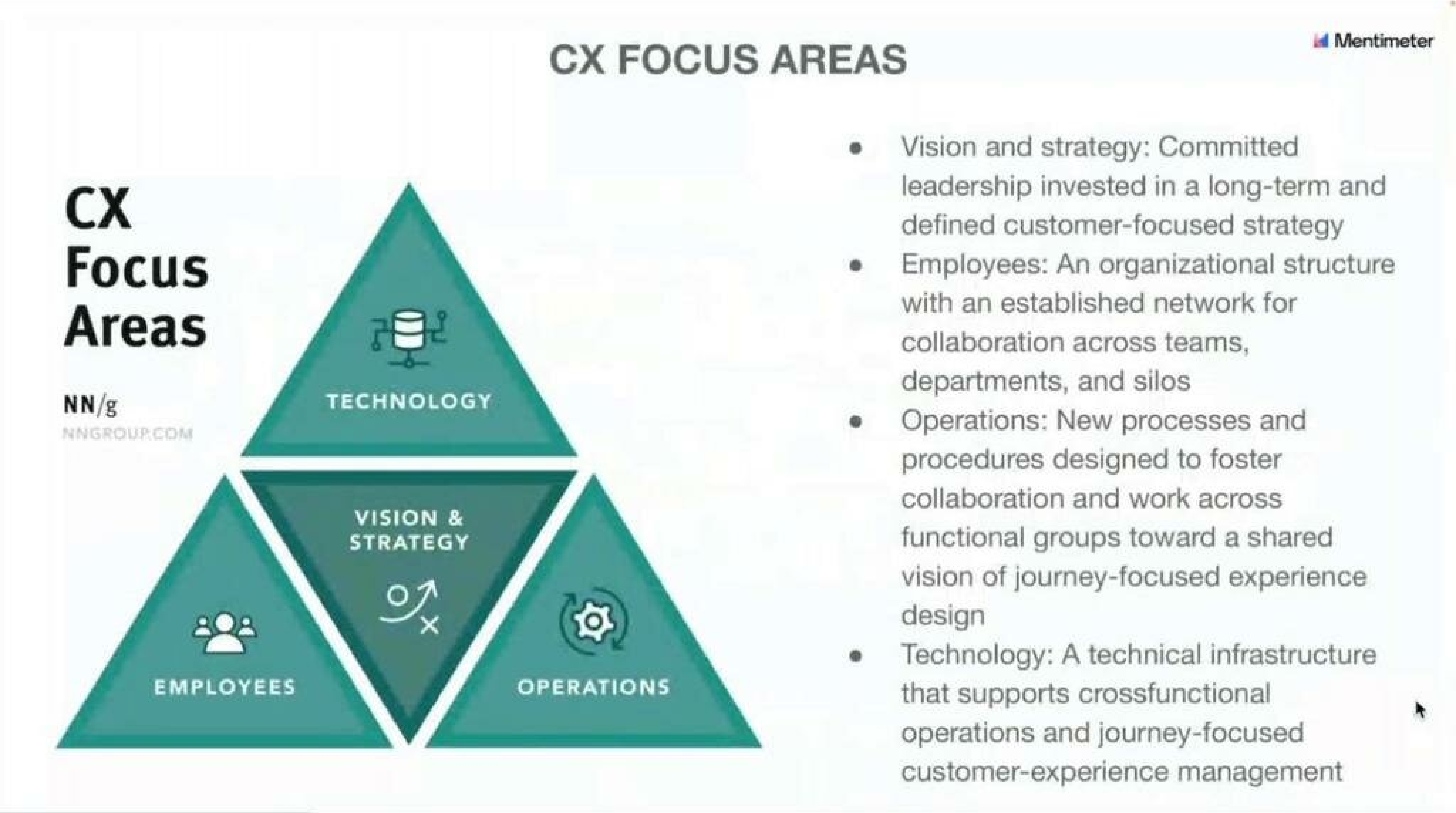
  Most companies were built to support the traditional experience of doing business in person or over the phone. Decades of investment in operational structures created silos of responsibility within the organization to handle the various arms of the business. As these businesses started offering services via digital channels, they added separate digital-product groups to their operational infrastructure. But, unfortunately, a silo-based infrastructure is not flexible enough to address customers' expectations for smooth interactions across all available channels.

- ## MODERN CUSTOMERS

  The problem is that today's users often complete their customer journeys using many different channels and touchpoints and expect personalization and perfect synchronicity among all these points of contact with the business. So, even though the experience on each individual channel can be stellar, if transitions across these channels are difficult or these experiences are inconsistent, the overall experience will suffer.

CX transformation is the transformation of an organization’s values, structures, operations, technology, and culture to mature its CX capabilities by creating an environment able to operate with a focus on the customer and deliver high-quality CX at scale.

Nielsen Norman Group logoNielsen Norman Group


Mentimeter
CX Focus Areas
NN/g
NNGROUP.COM
TECHNOLOGY
VISION & STRATEGY
EMPLOYEES
OPERATIONS

CX FOCUS AREAS

- Vision and strategy: Committed leadership invested in a long-term and defined customer-focused strategy
- Employees: An organizational structure with an established network for collaboration across teams, departments, and silos
- Operations: New processes and procedures designed to foster collaboration and work across functional groups toward a shared vision of journey-focused experience design
- Technology: A technical infrastructure that supports crossfunctional operations and journey-focused customer-experience management

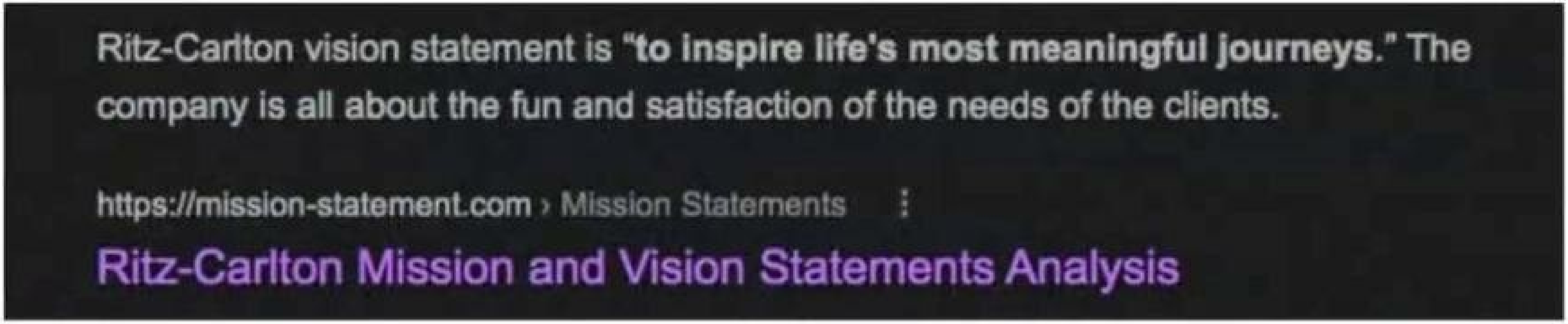
2. VISION

QUESTIONS TO ANSWER

Is our company vision focused in customers?
Do our company know our customers satisfaction?
Are our leaders qualified to focus in customers?
Do our leaders really know our customers?

- **AUDIT STATEMENT**

  The company statement will serve to create focus and commitment among leadership roles and to align all employees around a unified strategy and guide them in choosing customer-focused strategies in their day-to-day jobs.



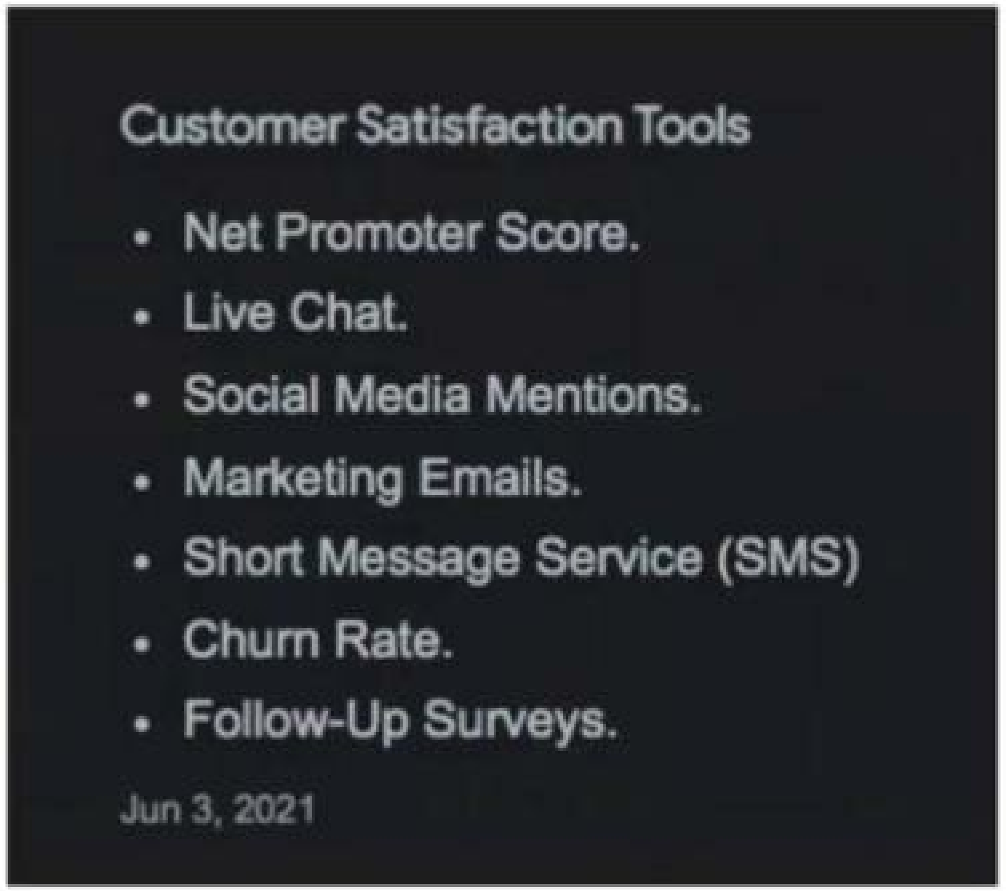
Ritz-Carlton vision statement is "**to inspire life's most meaningful journeys**." The company is all about the fun and satisfaction of the needs of the clients.

https://mission-statement.com › Mission Statements

Ritz-Carlton Mission and Vision Statements Analysis

CUSTOMER SATISFACTION AUDIT

Tools and results



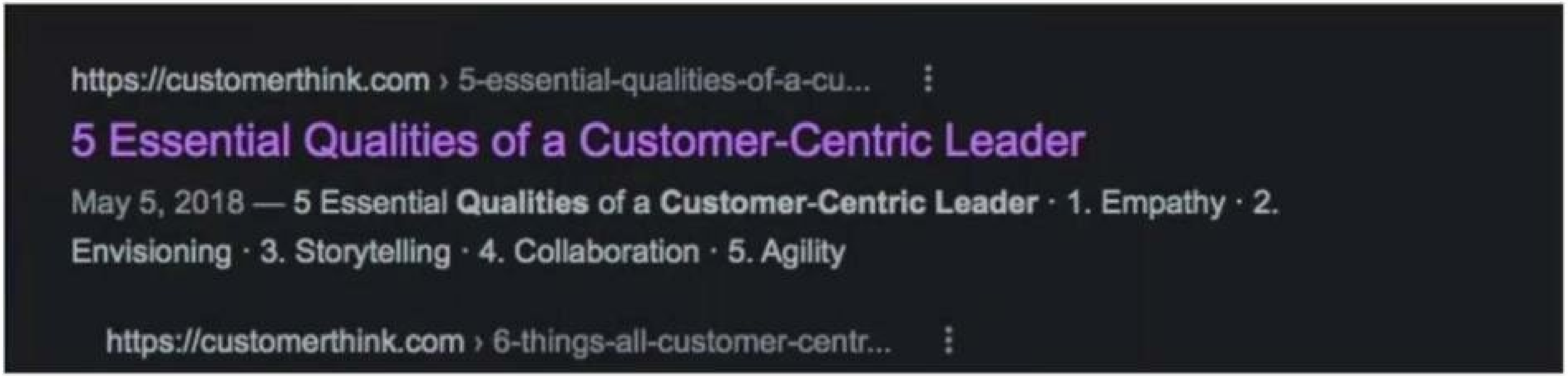
Customer Satisfaction Tools

- Net Promoter Score.
- Live Chat.
- Social Media Mentions.
- Marketing Emails.
- Short Message Service (SMS)
- Churn Rate.
- Follow-Up Surveys.

Jun 3, 2021

- **AUDIT LEADERS**

  Surveys & Personal Interviews



https://customerthink.com › 5-essential-qualities-of-a-cu...

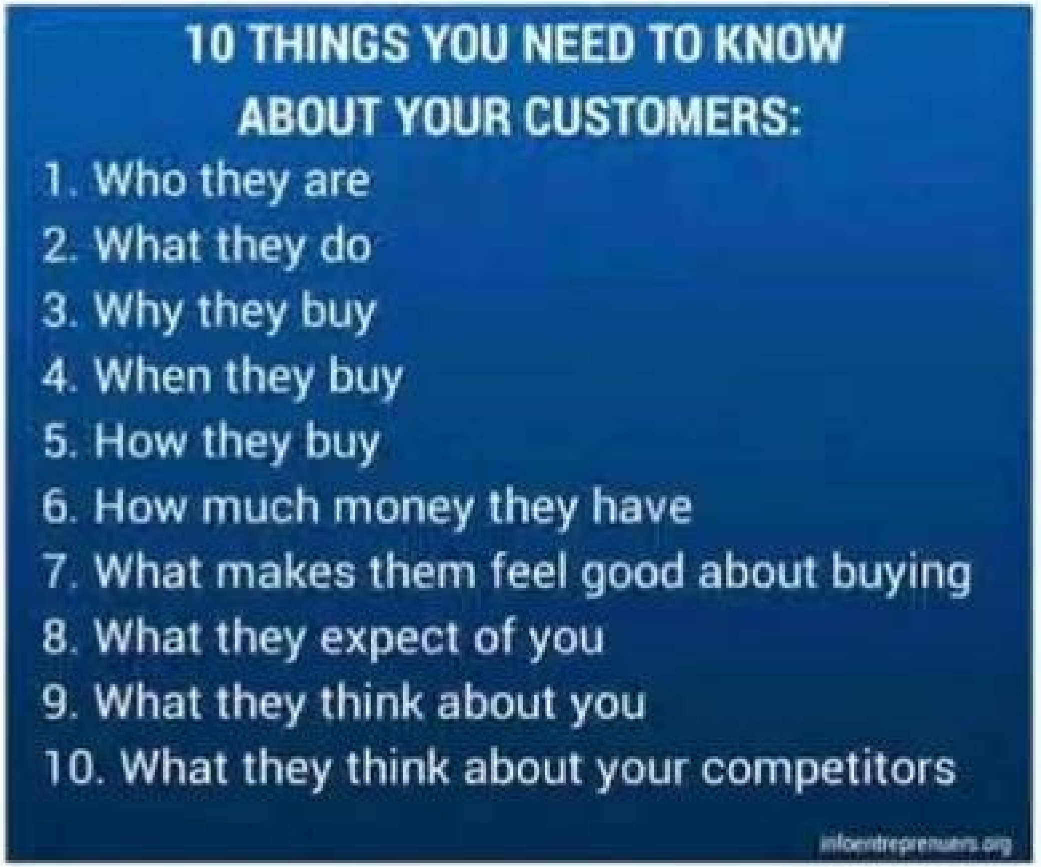
5 Essential Qualities of a Customer-Centric Leader

May 5, 2018 — 5 Essential **Qualities** of a **Customer-Centric Leader** · 1. Empathy · 2. Envisioning · 3. Storytelling · 4. Collaboration · 5. Agility

https://customerthink.com › 6-things-all-customer-centr...

CUSTOMERS KNOWLEDGE

The most important part of sustained business success is knowing your customer base. No business can last long without its owner understanding the customers and what they want. After all, if a customer doesn't feel appreciated, he or she isn't going to stick around for long.



10 THINGS YOU NEED TO KNOW ABOUT YOUR CUSTOMERS:

1. Who they are
2. What they do
3. Why they buy
4. When they buy
5. How they buy
6. How much money they have
7. What makes them feel good about buying
8. What they expect of you
9. What they think about you
10. What they think about your competitors

3. TECHNOLOGY

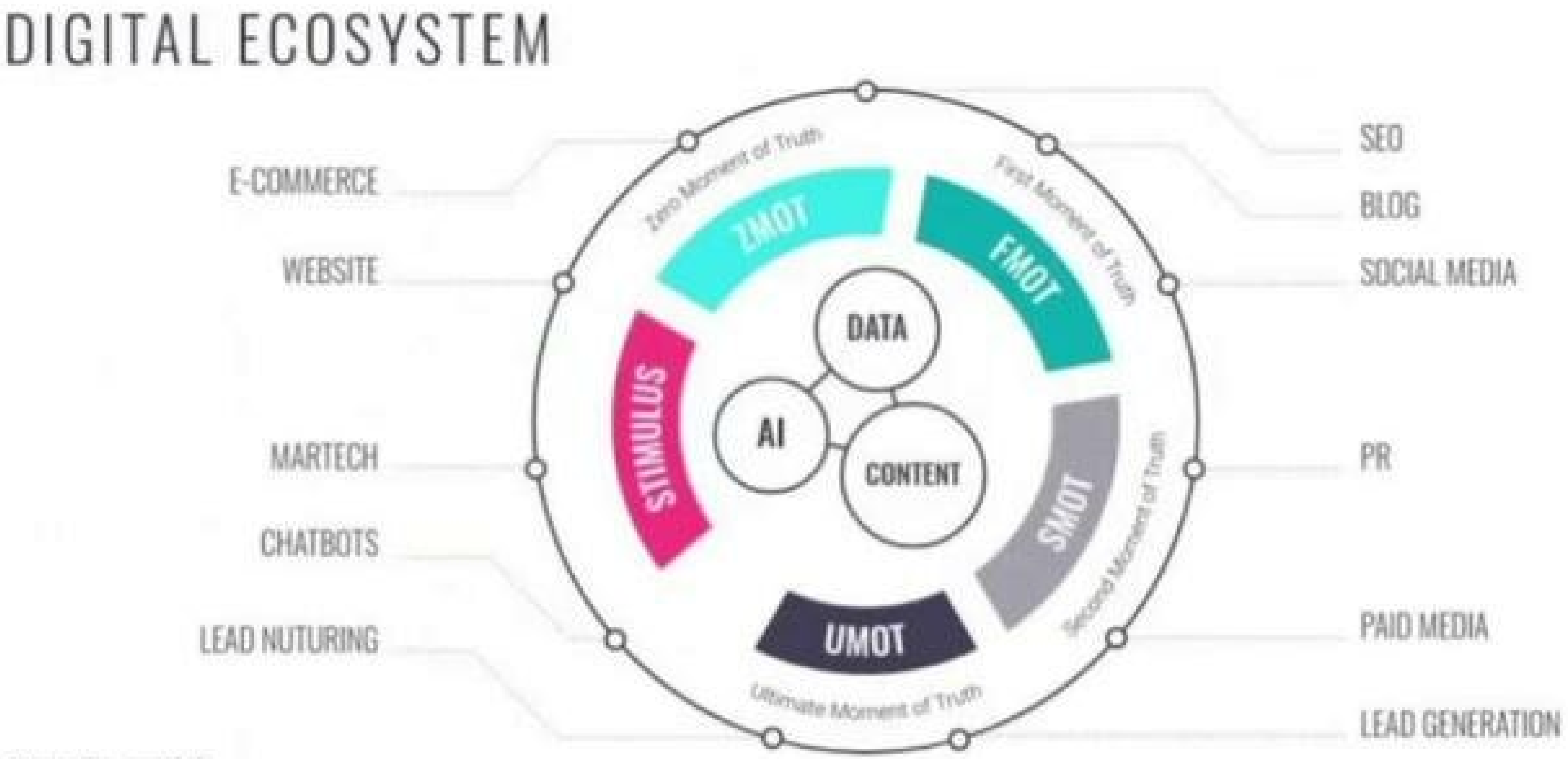
QUESTIONS TO ANSWER

Do we have channels to show customers what they look for?

Do we have tools to provide customers what they need?

DIGITAL ECOSYSTEM

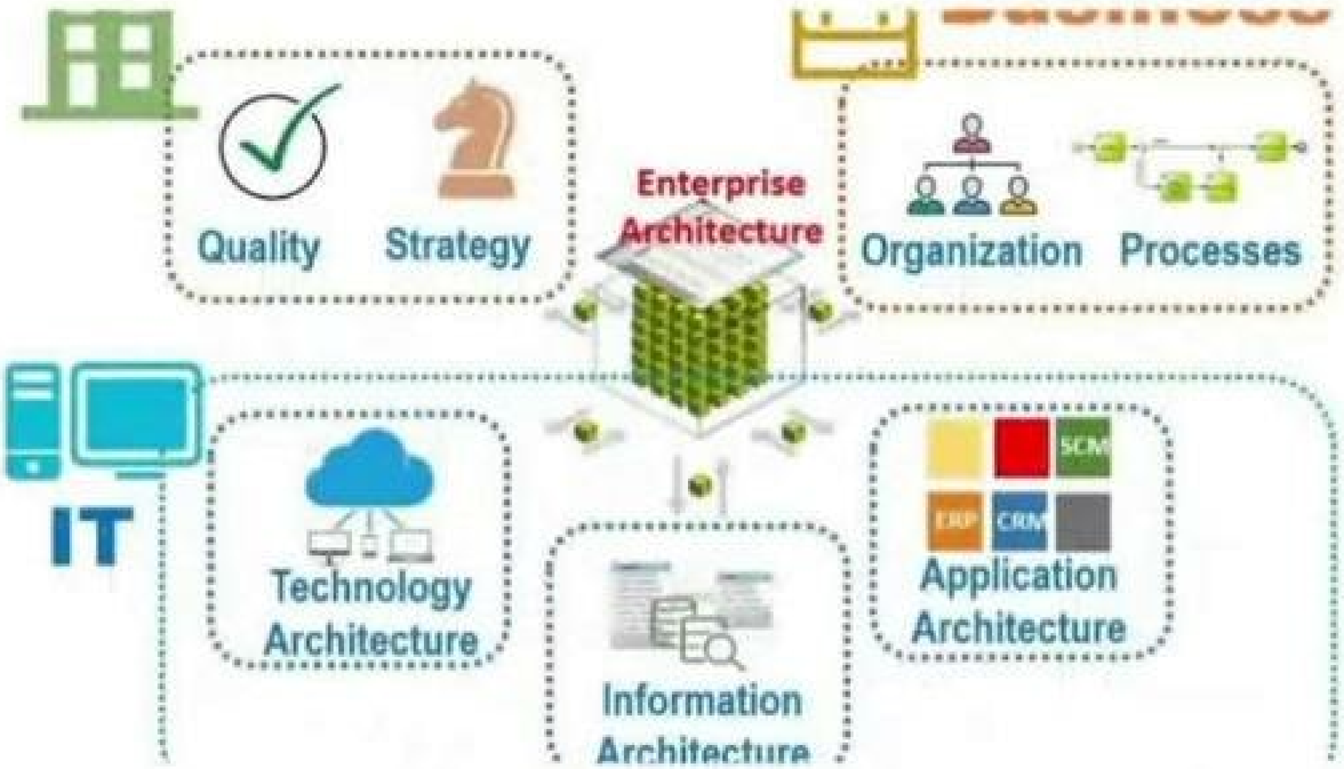
The digital ecosystem is a dynamic, interconnected network that necessitates reliable communication among customers and trading partners: blog, social media, PR, ecommerce, website, etc.


DIGITAL ECOSYSTEM
E-COMMERCE
WEBSITE
MARTECH
CHATBOTS
LEAD NUTURING
SEO
BLOG
SOCIAL MEDIA
PR
PAID MEDIA
LEAD GENERATION
Zero Moment of Truth
ZMOT
First Moment of Truth
FMOT
STIMULUS
DATA
AI
CONTENT
SMOT
Second Moment of Truth
UMOT
Ultimate Moment of Truth

Source: The Keenfolks

TECHNOLOGY ARCHITECTURE

A technology architecture is the conceptual model that defines the structure, behavior, governance and relationships between hardware, software, networks, data, human interaction and the ecosystem surrounding our business processes: CRM, automation marketing, logistics geolocalization, payment getaways, etc.


Quality
Strategy
Enterprise Architecture
Organization
Processes
IT
Technology Architecture
Information Architecture
SCM
ERP
CRM
Application Architecture

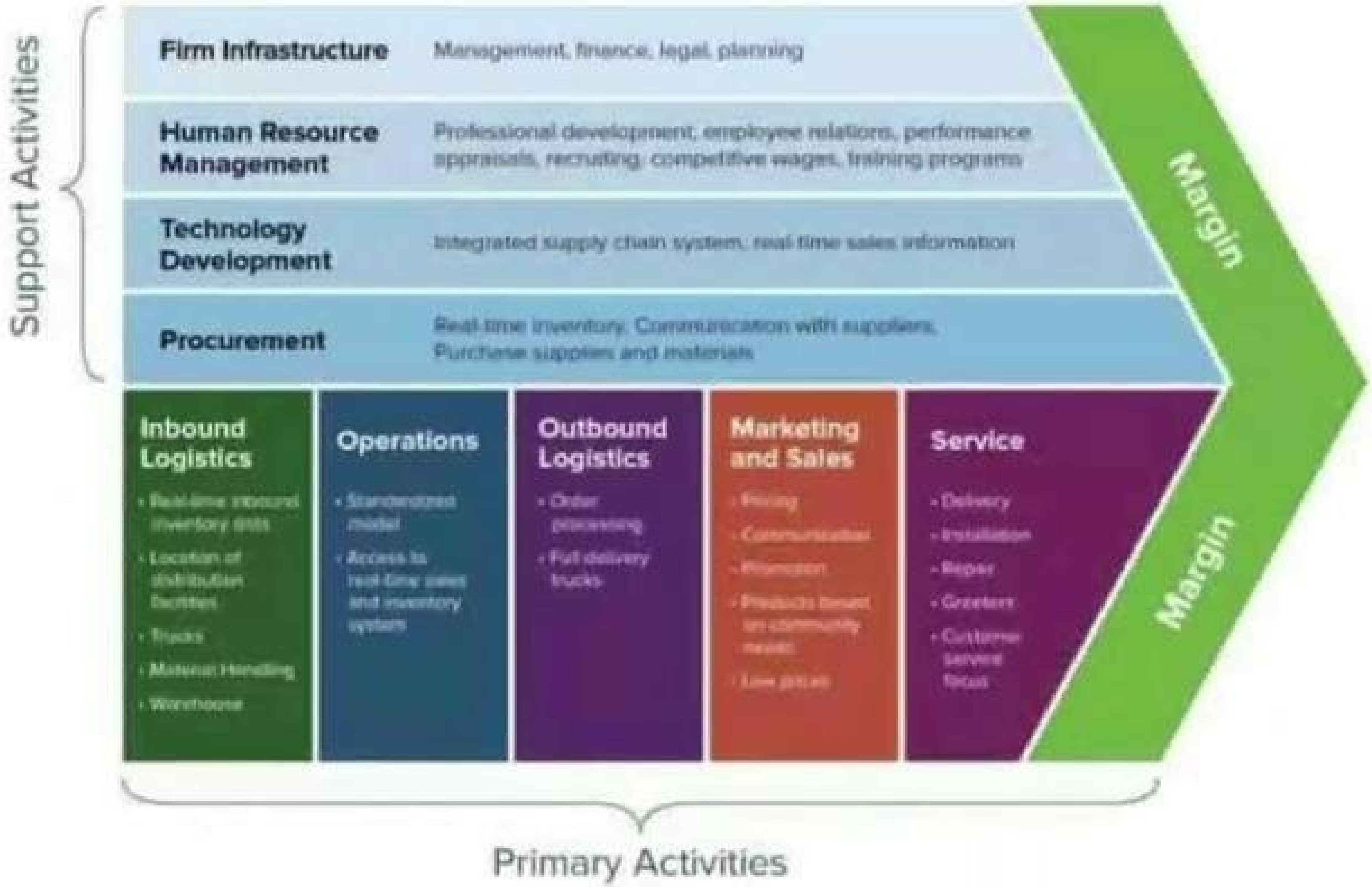
4. OPERATIONS

QUESTIONS TO ANSWER

Are our company processes focused in customers?

PROCESSES

Porter's Value Chain is a management tool for analyzing the activities that add value to a company, dividing them into main or primary activities: those dedicated to the development of the product or service that generates value for the company, and secondary or support activities: those necessary for the correct operation of the company.



Support Activities

Firm Infrastructure	Management, finance, legal, planning
Human Resource Management	Professional development, employee relations, performance appraisals, recruiting, competitive wages, training programs
Technology Development	Integrated supply chain system, real-time sales information
Procurement	Real-time inventory. Communication with suppliers. Purchase supplies and materials

Margin

Inbound Logistics
- Real-time inbound inventory data
- Location of distribution facilities
- Trucks
- Material Handling
- Warehouse

Operations
- Standardized model
- Access to real-time sales and inventory system

Outbound Logistics
- Order processing
- Full delivery trucks

Marketing and Sales
- Pricing
- Communication
- Promotion
- Products based on community needs
- Low prices

Service
- Delivery
- Installation
- Repair
- Greeters
- Customer service focus

Margin

Primary Activities

5. EMPLOYEES

QUESTIONS TO ANSWER

Are our employees empowered?
Are our employees collaborative?
Are our employees agile?
Do our employees really know our customers?

EMPOWERED EMPLOYEES

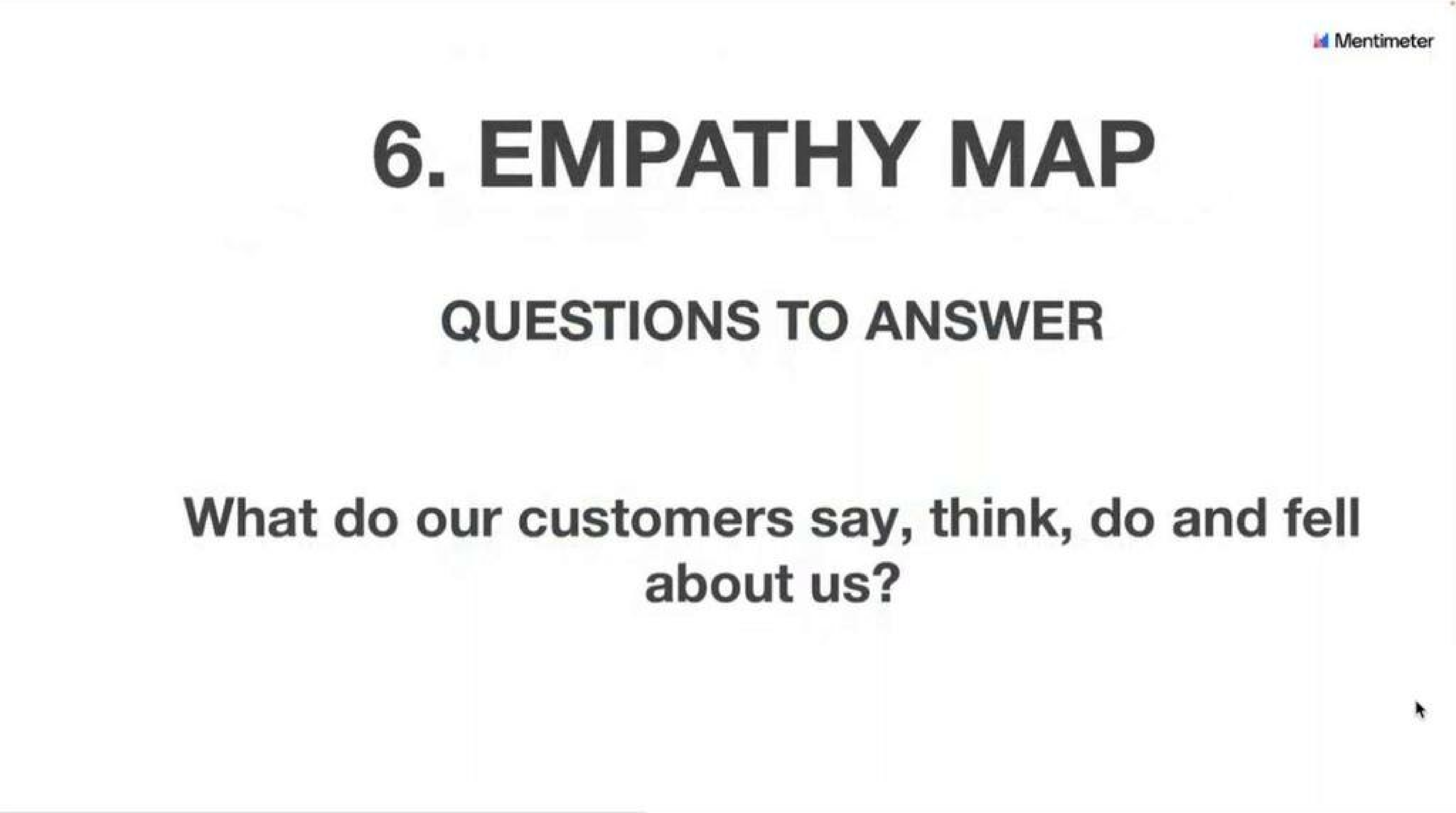
The first thing you must evaluate to ensure customer satisfaction is that your employees truly have the ability and the autonomy to provide the best service possible.

COLLABORATIVE EMPLOYEES

A collaborative team is a group of individuals who share common beliefs and work towards common goals. Collaborative team members spend time discussing what they hope to accomplish as a team and set team and individual goals for reaching that vision.

AGILE EMPLOYEES

An Agile team is a cross-functional group of people that have everything, and everyone, necessary to produce a working, tested increment of product. Agile teams are typically co-located and often wholly dedicated to the project during its timeline, with no obligations to other projects.



Mentimeter

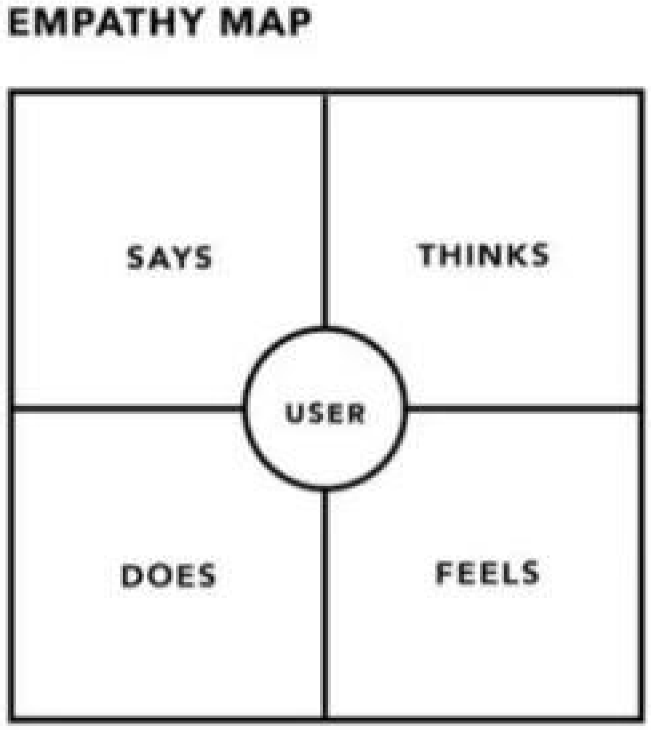
6. EMPATHY MAP

QUESTIONS TO ANSWER

What do our customers say, think, do and fell about us?

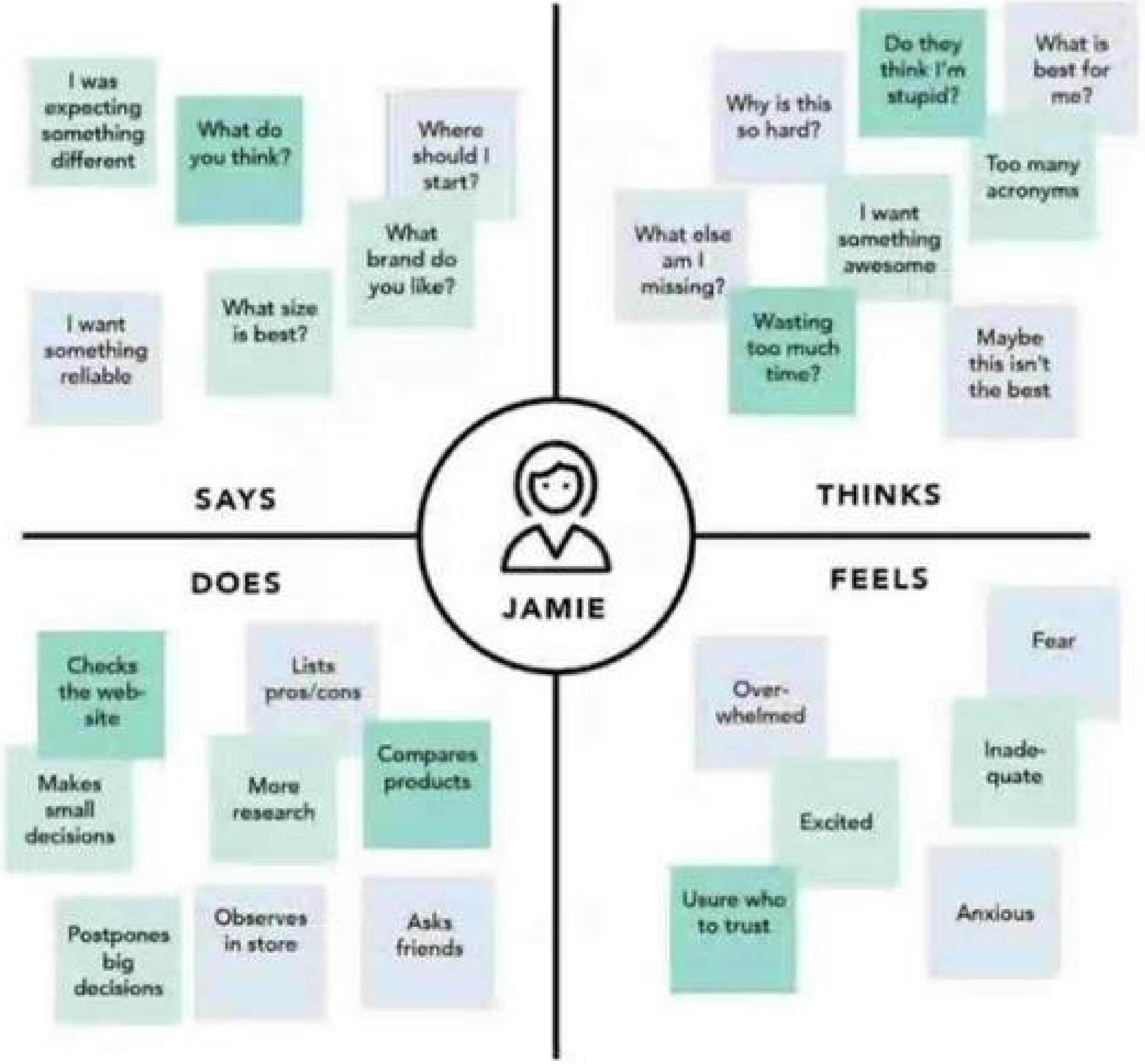
EMPATHY MAP

Definition: An empathy map is a tool used to articulate what we know about a particular type of user. It externalizes user knowledge in order to 1) create a shared understanding, and 2) aid in decision making.


EMPATHY MAP
SAYS
THINKS
USER
DOES
FEELS

Mentimeter

EMPATHY MAP *Example (Buying a TV)*



SAYS

I was expecting something different

What do you think?

Where should I start?

What brand do you like?

I want something reliable

What size is best?

THINKS

Why is this so hard?

Do they think I'm stupid?

What is best for me?

Too many acronyms

What else am I missing?

I want something awesome

Wasting too much time?

Maybe this isn't the best

JAMIE

DOES

Checks the web-site

Lists pros/cons

Makes small decisions

More research

Compares products

Postpones big decisions

Observes in store

Asks friends

FEELS

Fear

Over-whelmed

Inade-quate

Excited

Usure who to trust

Anxious

7. CUSTOMER JOURNEY

QUESTIONS TO ANSWER

What goals have our clients (purchase, complaint, return, etc.)?

Which phases do our customers follow to achieve their goals ?

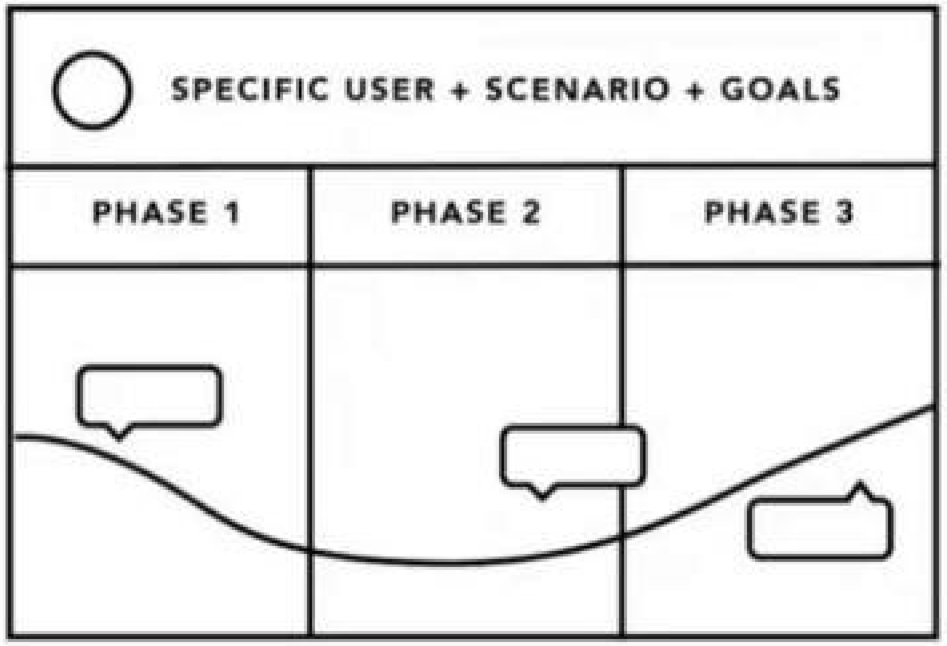
Which touchpoints use our customers in their phases?

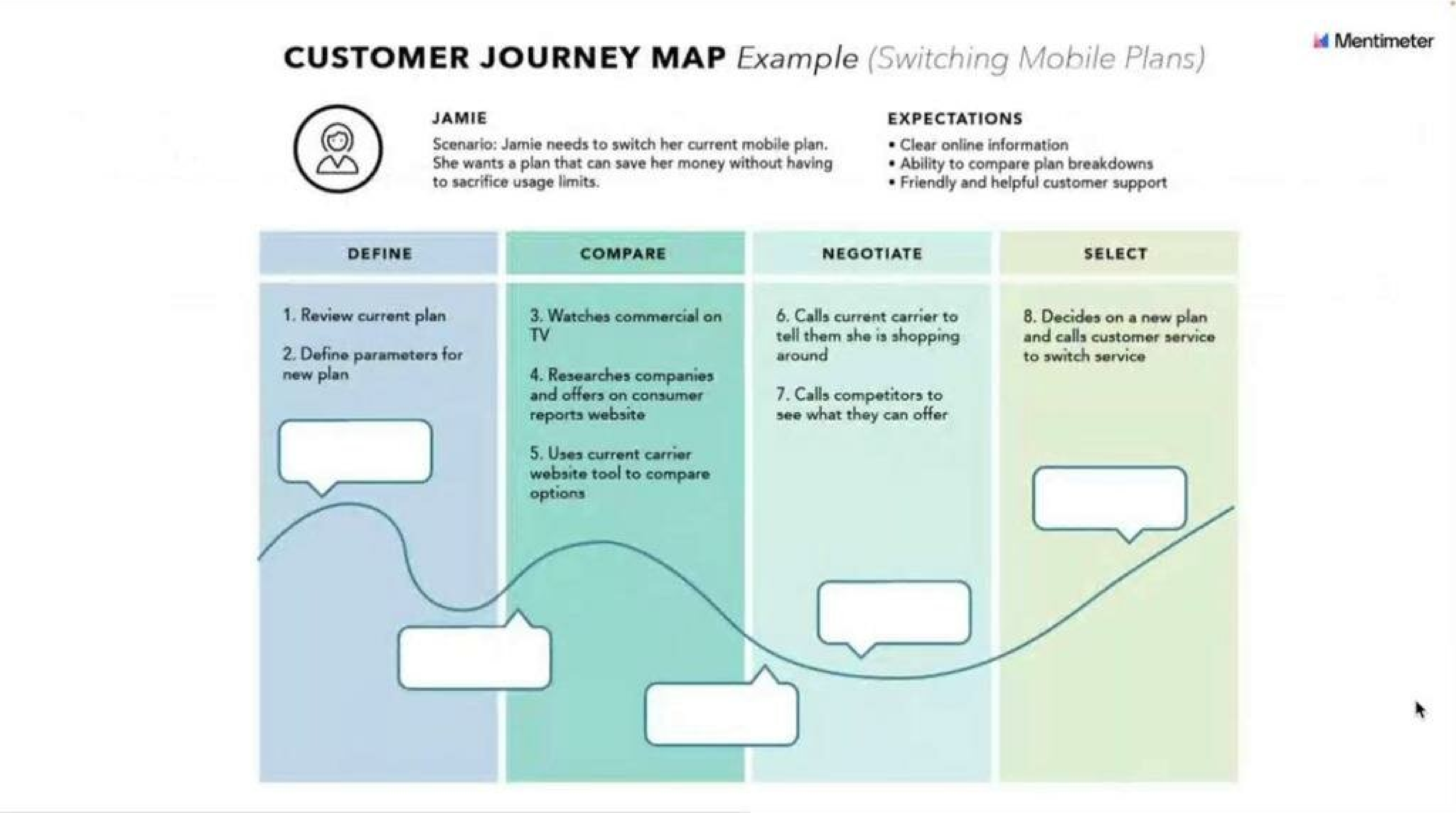
CUSTOMER JOURNEY

Definition: A customer journey map is a visualization of the process that a person goes through in order to accomplish a goal tied to a specific business or product. It's used for understanding and addressing customer needs and pain points.

In its most basic form, journey mapping starts by compiling a series of user goals and actions into a timeline skeleton. Next, the skeleton is fleshed out with user thoughts and emotions in order to create a narrative. Finally, that narrative is condensed into a visualization used to communicate insights that will inform design processes.

CUSTOMER JOURNEY MAP





Mentimeter

CUSTOMER JOURNEY MAP *Example (Switching Mobile Plans)*

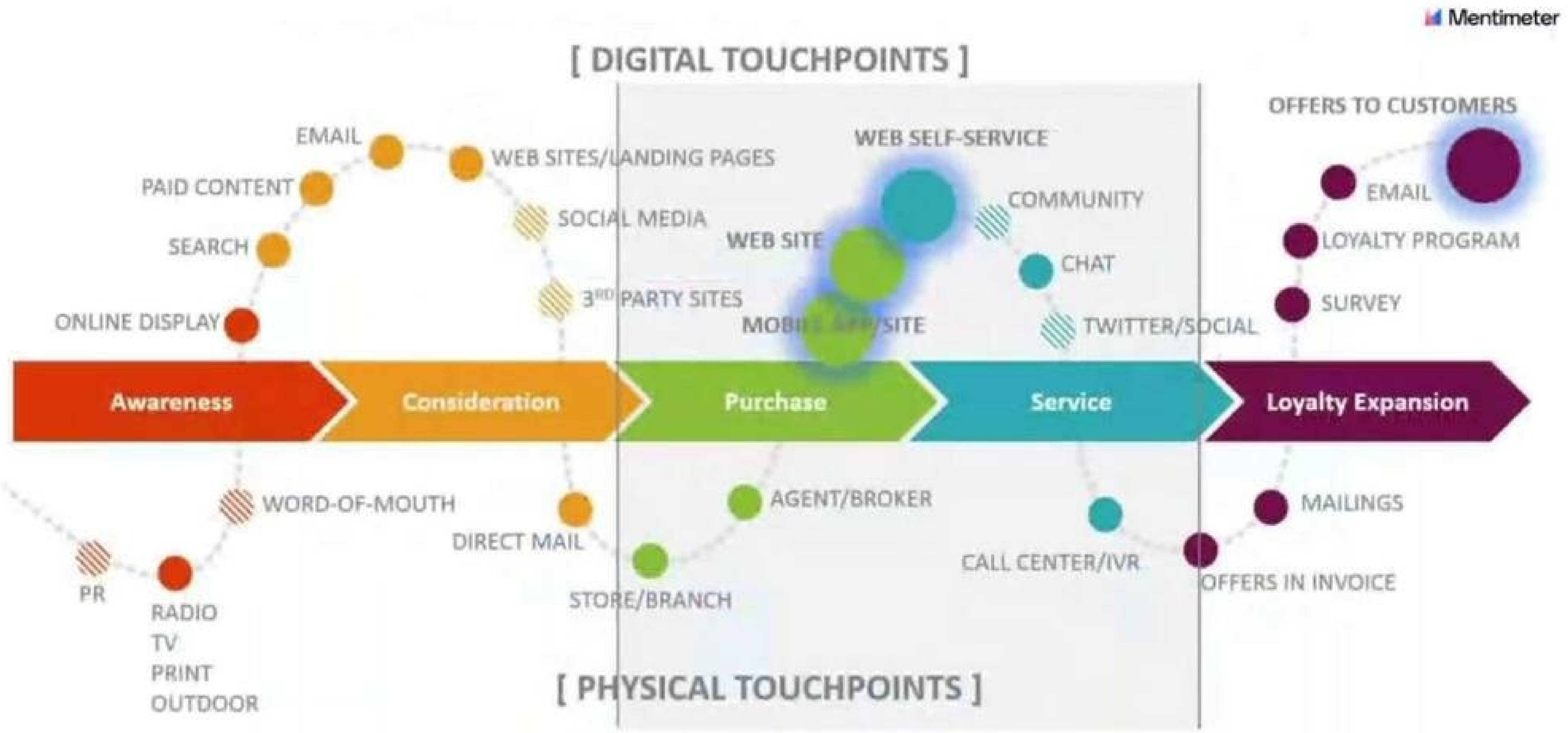
JAMIE

Scenario: Jamie needs to switch her current mobile plan. She wants a plan that can save her money without having to sacrifice usage limits.

EXPECTATIONS

- Clear online information
- Ability to compare plan breakdowns
- Friendly and helpful customer support

DEFINE	COMPARE	NEGOTIATE	SELECT
1. Review current plan 2. Define parameters for new plan	3. Watches commercial on TV 4. Researches companies and offers on consumer reports website 5. Uses current carrier website tool to compare options	6. Calls current carrier to tell them she is shopping around 7. Calls competitors to see what they can offer	8. Decides on a new plan and calls customer service to switch service



Mentimeter

[DIGITAL TOUCHPOINTS]

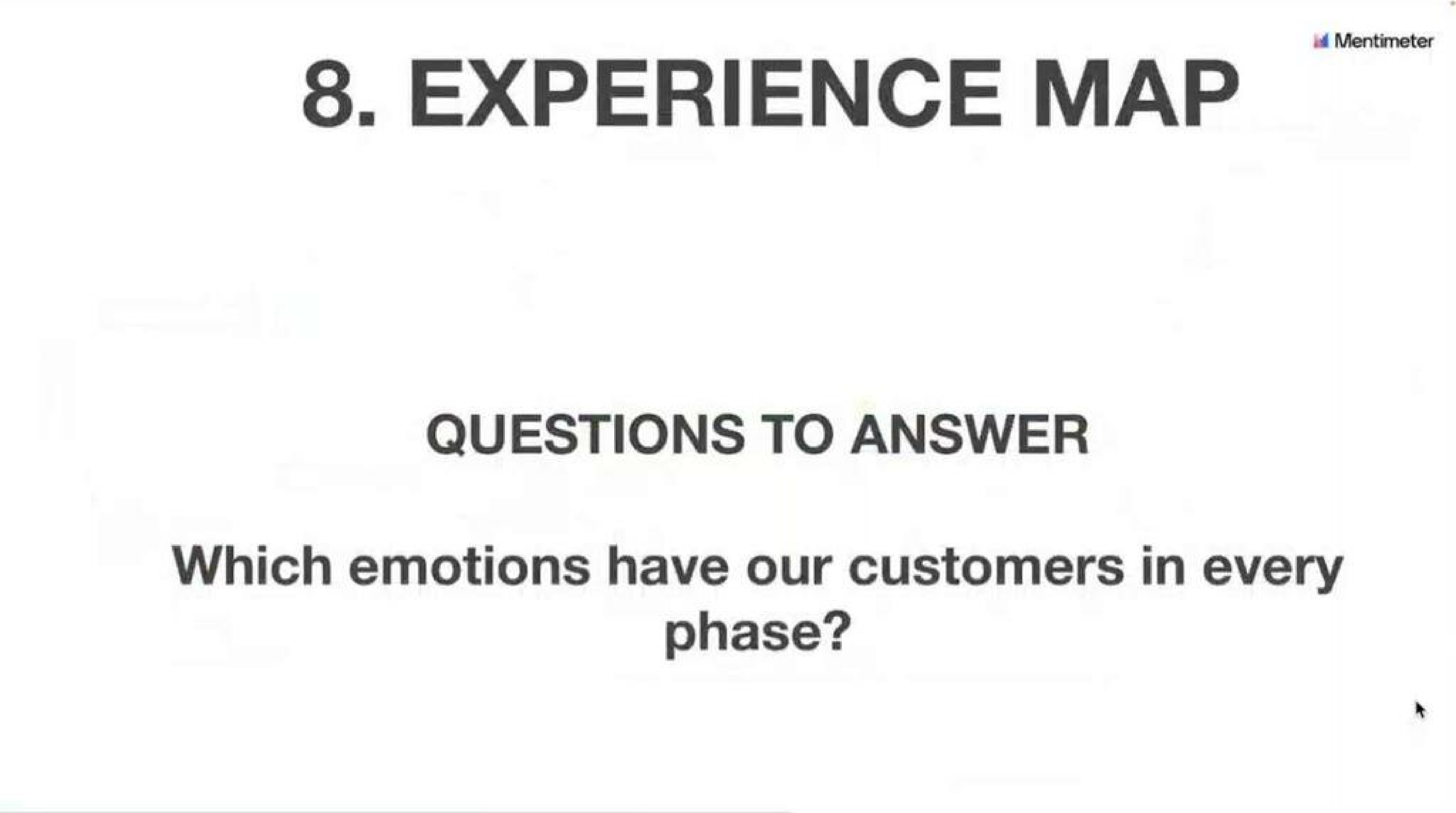
ONLINE DISPLAY
SEARCH
PAID CONTENT
EMAIL
WEB SITES/LANDING PAGES
SOCIAL MEDIA
3RD PARTY SITES
WEB SITE
MOBILE APP/SITE
WEB SELF-SERVICE
COMMUNITY
CHAT
TWITTER/SOCIAL
OFFERS TO CUSTOMERS
EMAIL
LOYALTY PROGRAM
SURVEY

Awareness → **Consideration** → **Purchase** → **Service** → **Loyalty Expansion**

PR
RADIO
TV
PRINT
OUTDOOR
WORD-OF-MOUTH
DIRECT MAIL
STORE/BRANCH
AGENT/BROKER
CALL CENTER/IVR
OFFERS IN INVOICE
MAILINGS

[PHYSICAL TOUCHPOINTS]

You can generate an overall customer journey by integrating offline and online. And then you can generate one for each experience separately. And then for each of the phases… A lot of customer journeys.



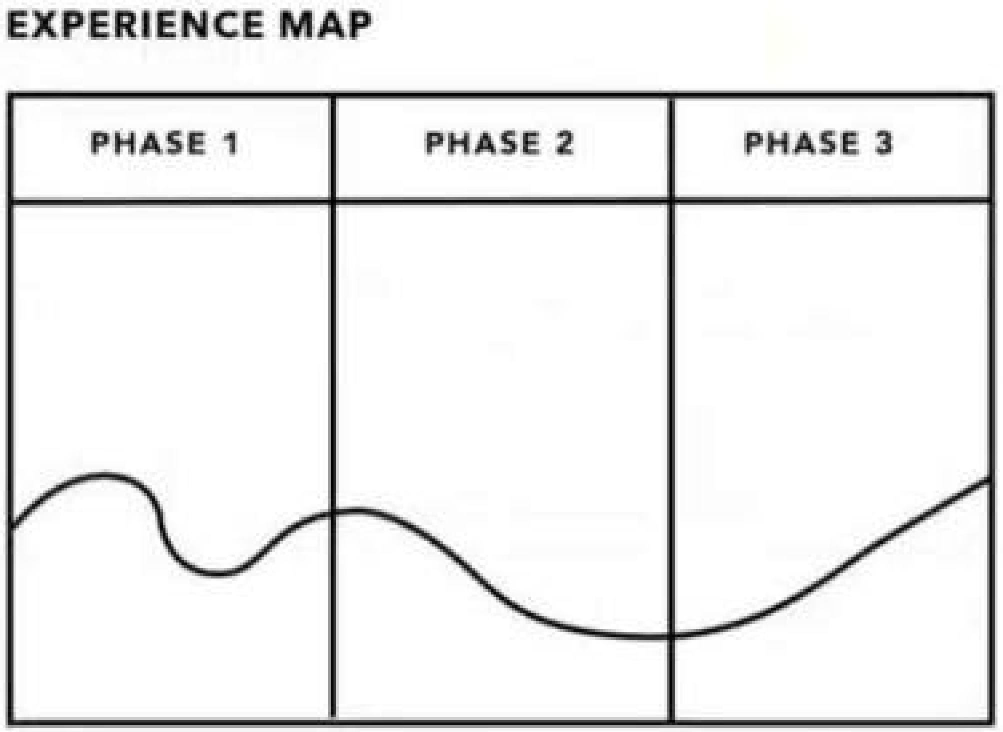
8. EXPERIENCE MAP

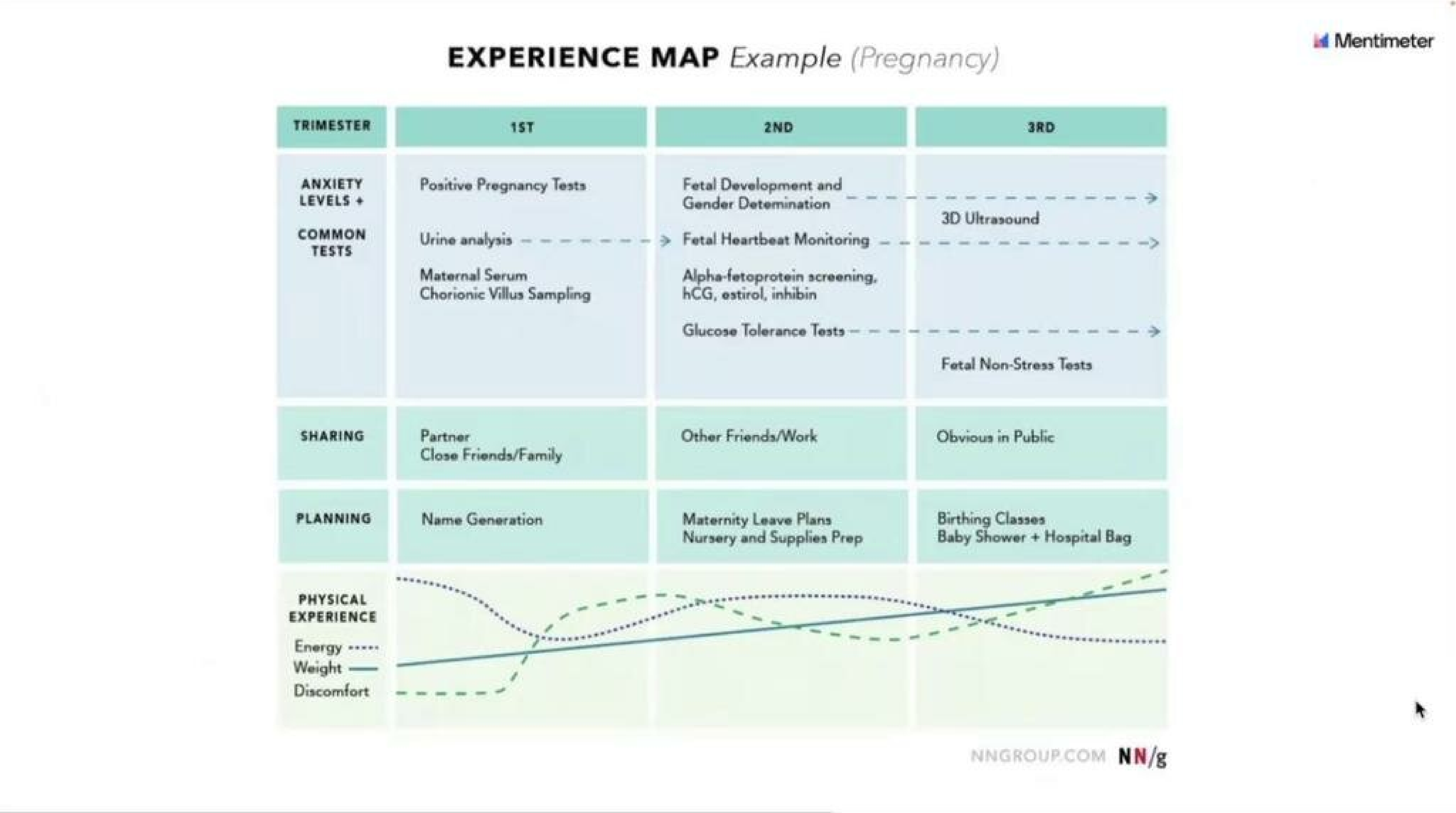
QUESTIONS TO ANSWER

Which emotions have our customers in every phase?

EXPERIENCE MAP

Definition: An experience map is a visualization of an entire end-to-end experience that a "generic" person goes through in order to accomplish a goal. This experience is agnostic of a specific business or product. It's used for understanding a general human behavior (as opposed to a customer journey map, which is more specific and focused on related to a specific business).





EXPERIENCE MAP *Example (Pregnancy)*

TRIMESTER	1ST	2ND	3RD
ANXIETY LEVELS + COMMON TESTS	Positive Pregnancy Tests Urine analysis → Maternal Serum Chorionic Villus Sampling	Fetal Development and Gender Detemination → Fetal Heartbeat Monitoring → Alpha-fetoprotein screening, hCG, estirol, inhibin Glucose Tolerance Tests →	3D Ultrasound Fetal Non-Stress Tests
SHARING	Partner Close Friends/Family	Other Friends/Work	Obvious in Public
PLANNING	Name Generation	Maternity Leave Plans Nursery and Supplies Prep	Birthing Classes Baby Shower + Hospital Bag
PHYSICAL EXPERIENCE Energy ····· Weight —— Discomfort - - -			

NNGROUP.COM NN/g

9. BLUEPRINT

QUESTIONS TO ANSWER

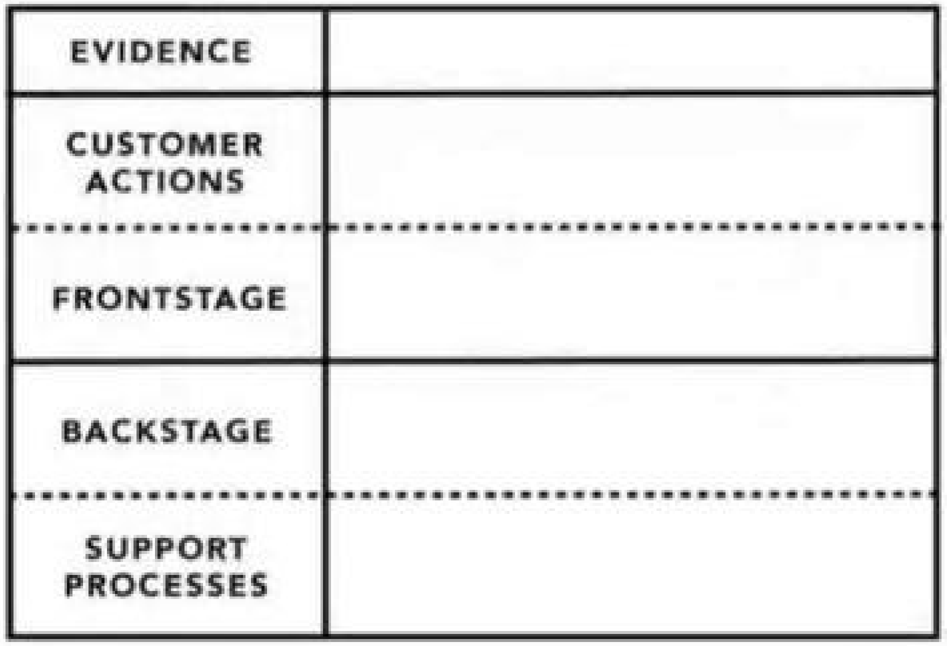
How do our company respond to every phase of the customer (vision, tech, employees, processes)?

BLUEPRINT

A service blueprint visualizes the relationships between different service components — people, props (physical or digital evidence), and processes — that are directly tied to touchpoints in a specific customer journey.

Blueprints are instrumental in complex scenarios spanning many service-related offerings. Blueprinting is an ideal approach to experiences that are omnichannel, involve multiple touchpoints, or require a cross functional effort (that is, coordination of multiple departments).

SERVICE BLUEPRINT



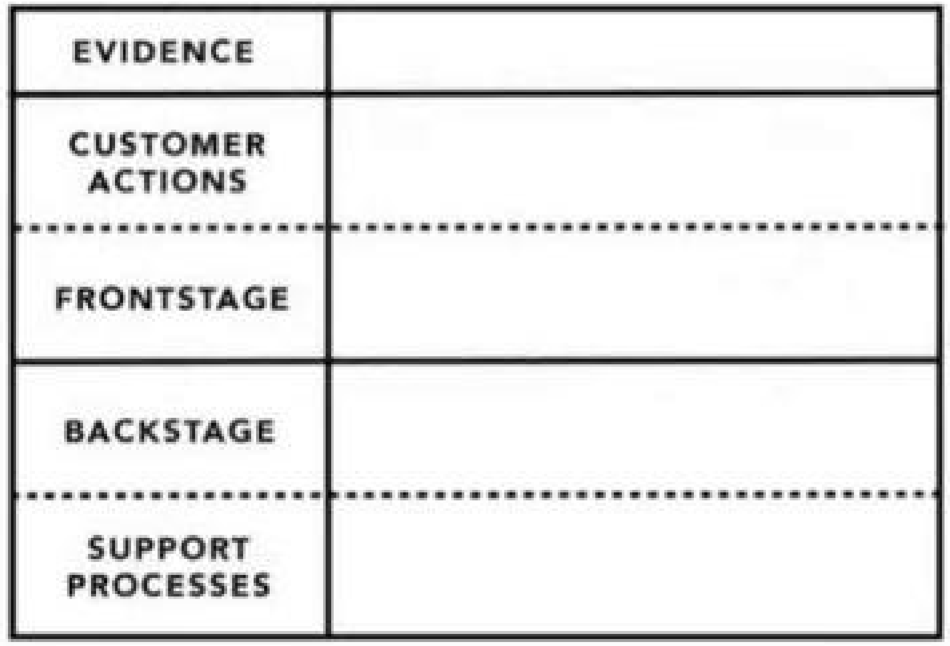
EVIDENCE	
CUSTOMER ACTIONS	
FRONTSTAGE	
BACKSTAGE	
SUPPORT PROCESSES	

BLUEPRINT

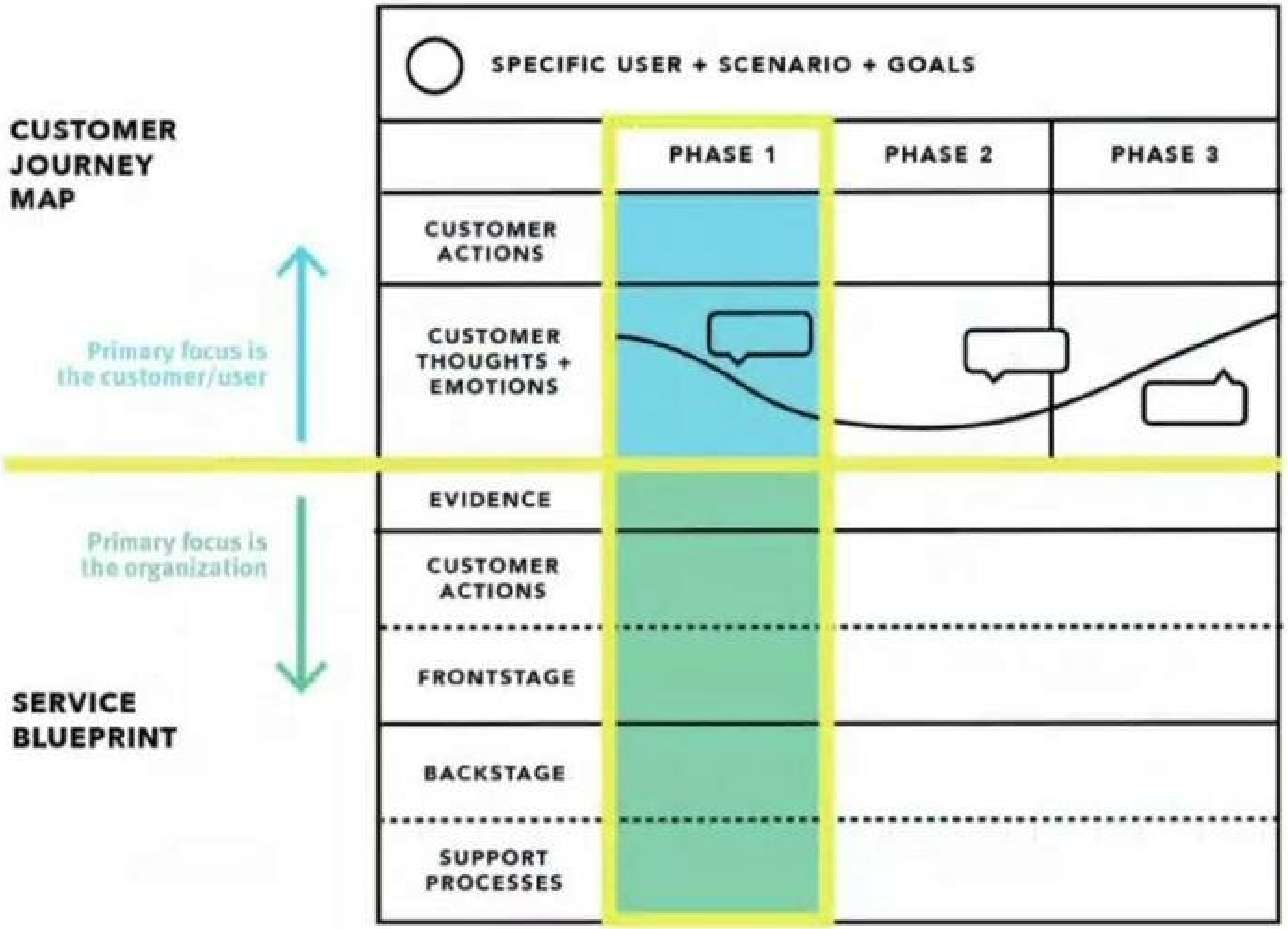
A service blueprint visualizes the relationships between different service components — people, props (physical or digital evidence), and processes — that are directly tied to touchpoints in a specific customer journey.

Blueprints are instrumental in complex scenarios spanning many service-related offerings. Blueprinting is an ideal approach to experiences that are omnichannel, involve multiple touchpoints, or require a cross functional effort (that is, coordination of multiple departments).

SERVICE BLUEPRINT



EVIDENCE	
CUSTOMER ACTIONS	
FRONTSTAGE	
BACKSTAGE	
SUPPORT PROCESSES	



CUSTOMER JOURNEY MAP

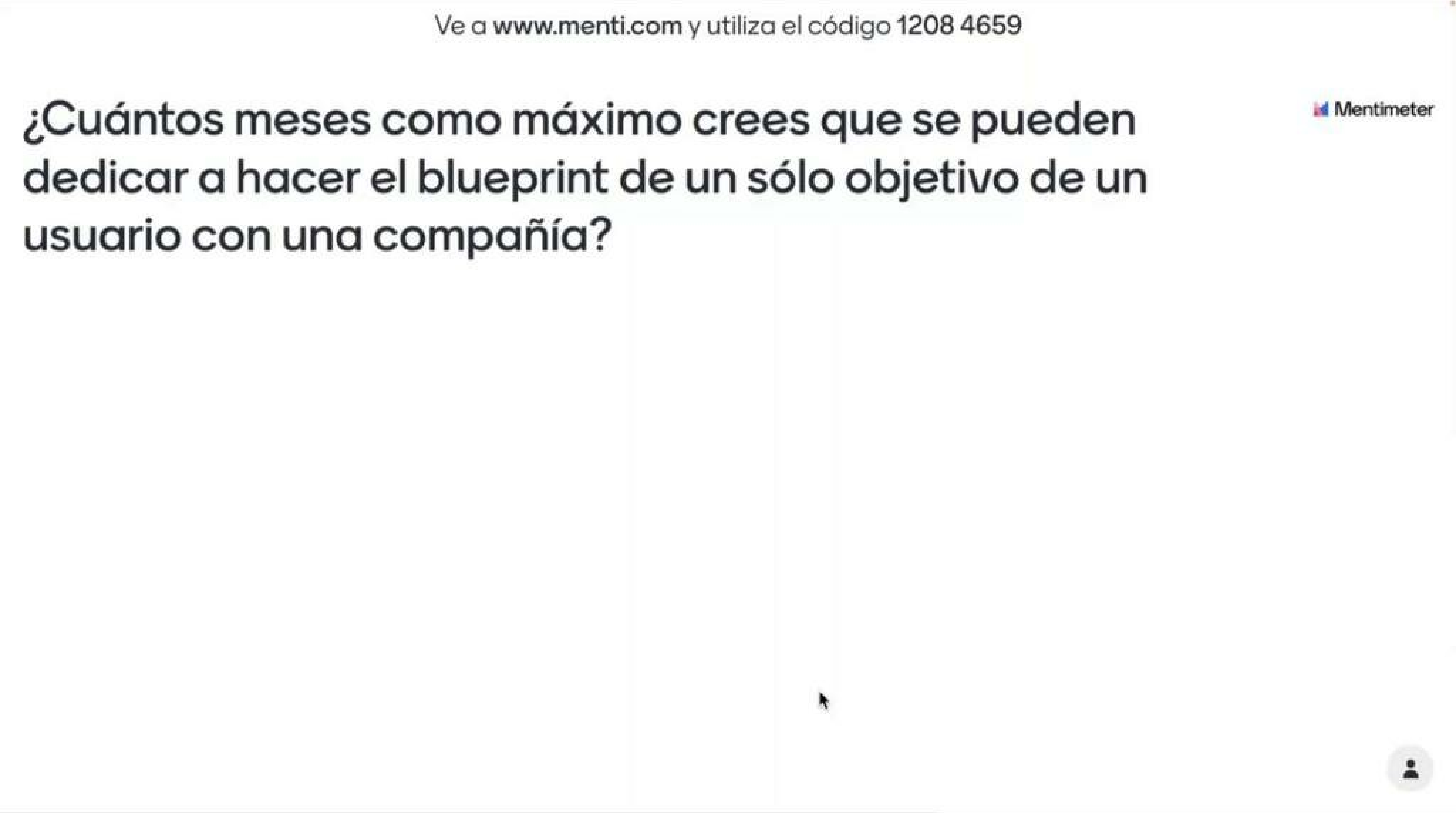
Primary focus is the customer/user

Primary focus is the organization

SERVICE BLUEPRINT

SPECIFIC USER + SCENARIO + GOALS

	PHASE 1	PHASE 2	PHASE 3
CUSTOMER ACTIONS			
CUSTOMER THOUGHTS + EMOTIONS			
EVIDENCE			
CUSTOMER ACTIONS			
FRONTSTAGE			
BACKSTAGE			
SUPPORT PROCESSES			



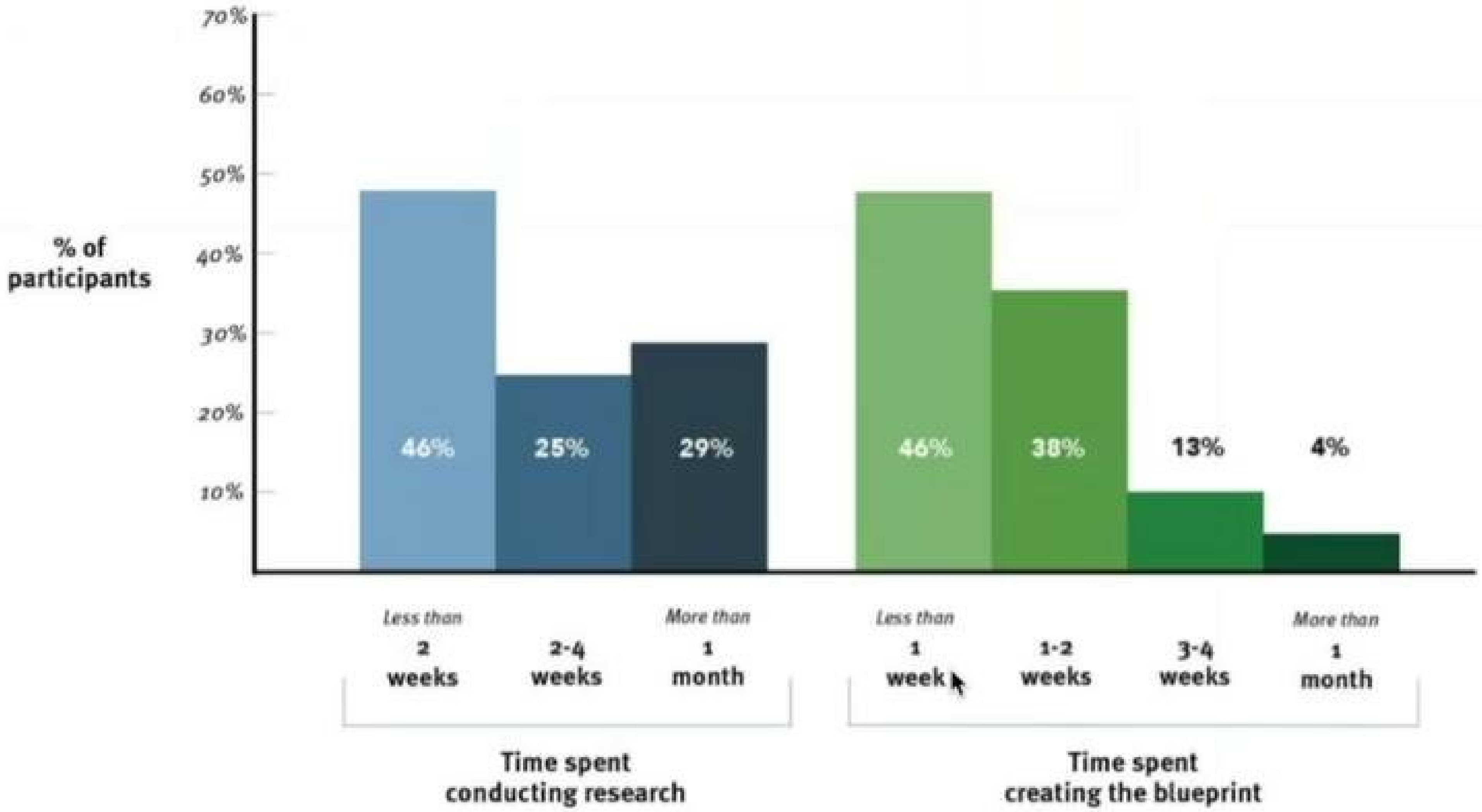
Ve a **www.menti.com** y utiliza el código **1208 4659**

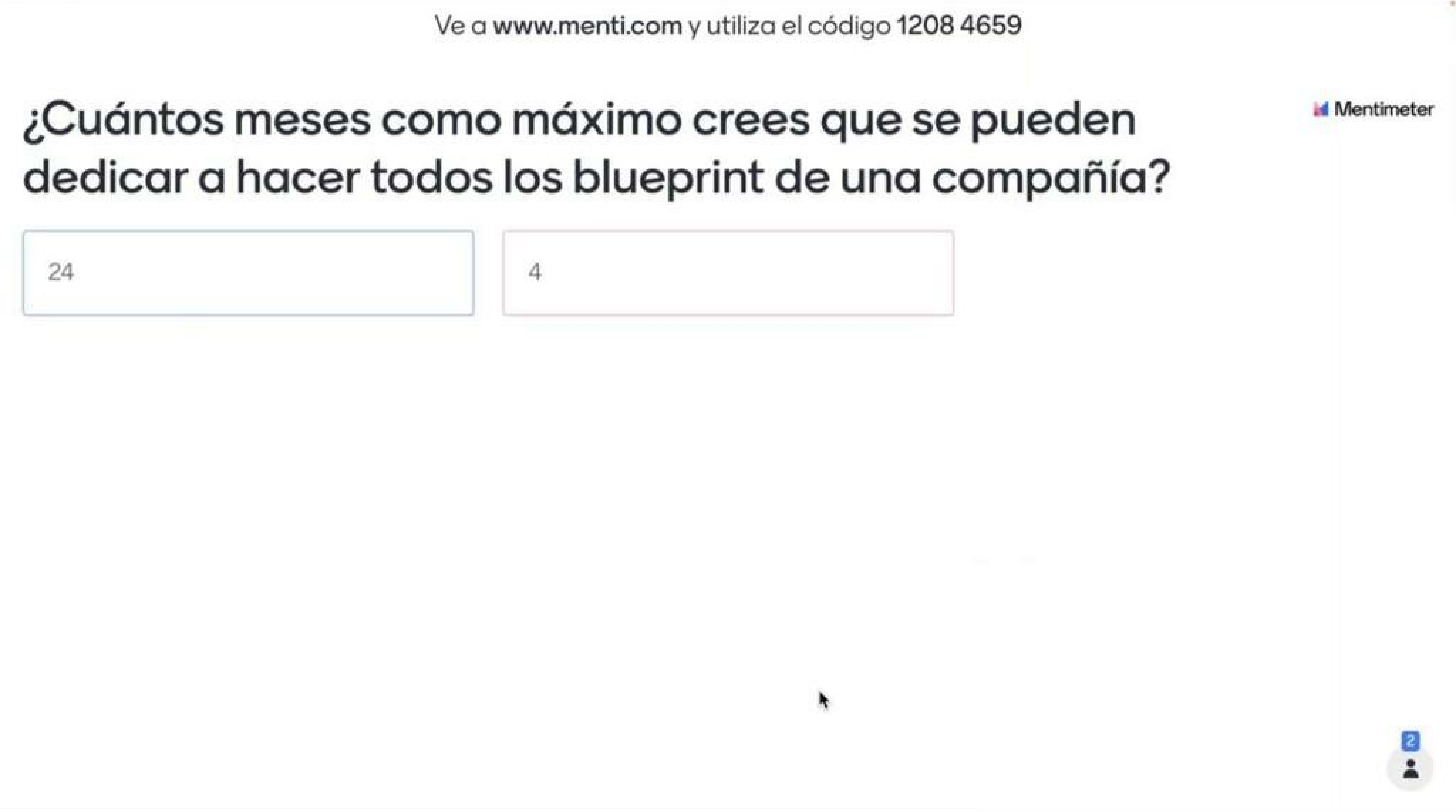
¿Cuántos meses como máximo crees que se pueden dedicar a hacer el blueprint de un sólo objetivo de un usuario con una compañía?

Mentimeter

2 MONTHS

Time to Complete a Focused-Experience Service Blueprint





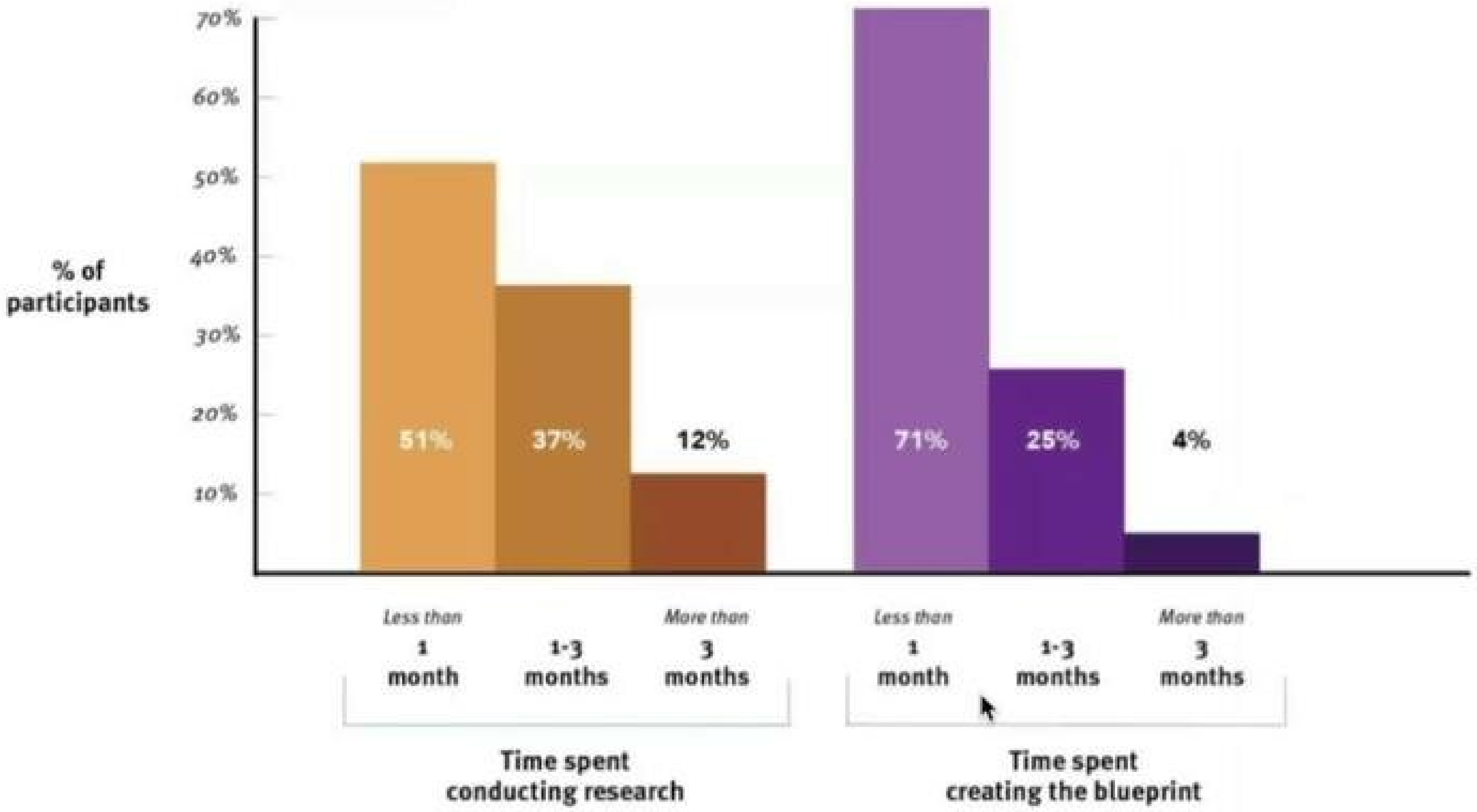
Ve a **www.menti.com** y utiliza el código **1208 4659**

¿Cuántos meses como máximo crees que se pueden dedicar a hacer todos los blueprint de una compañía?

24

4

6 MONTHS



Time to Complete an Entire-Experience Service Blueprint

10. MOMENTS OF TRUTH

QUESTIONS TO ANSWER

Which phases are critical for our business and need an action?

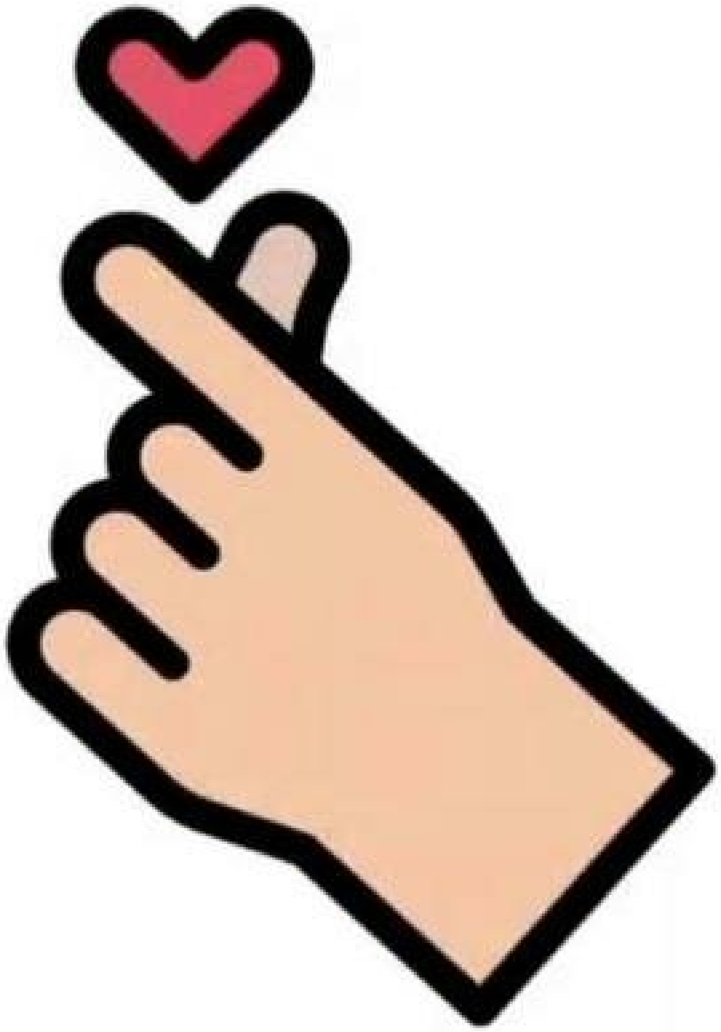
MOMENTS OF TRUTH

Moments of truth (MoTs) represent the points in a customer journey when a key event occurs and an opinion about the brand is formed. In simple words, these are the touchpoints when your customers either fall in love with your product or turn away and leave.

- Find the weakest part of the customer journey and fix it.
- Find the moments where your service really shines and either reinforce them or reuse across other stages.

THE
MOMENT
OF
TRUTH

MOMENTS OF GLORY



Moments of Glory happen when we exceed the expectations of our customers during a certain interaction, where they may experience difficulties and need help. The moments of glory can occur at any stage of your journey, although their intensity will vary.

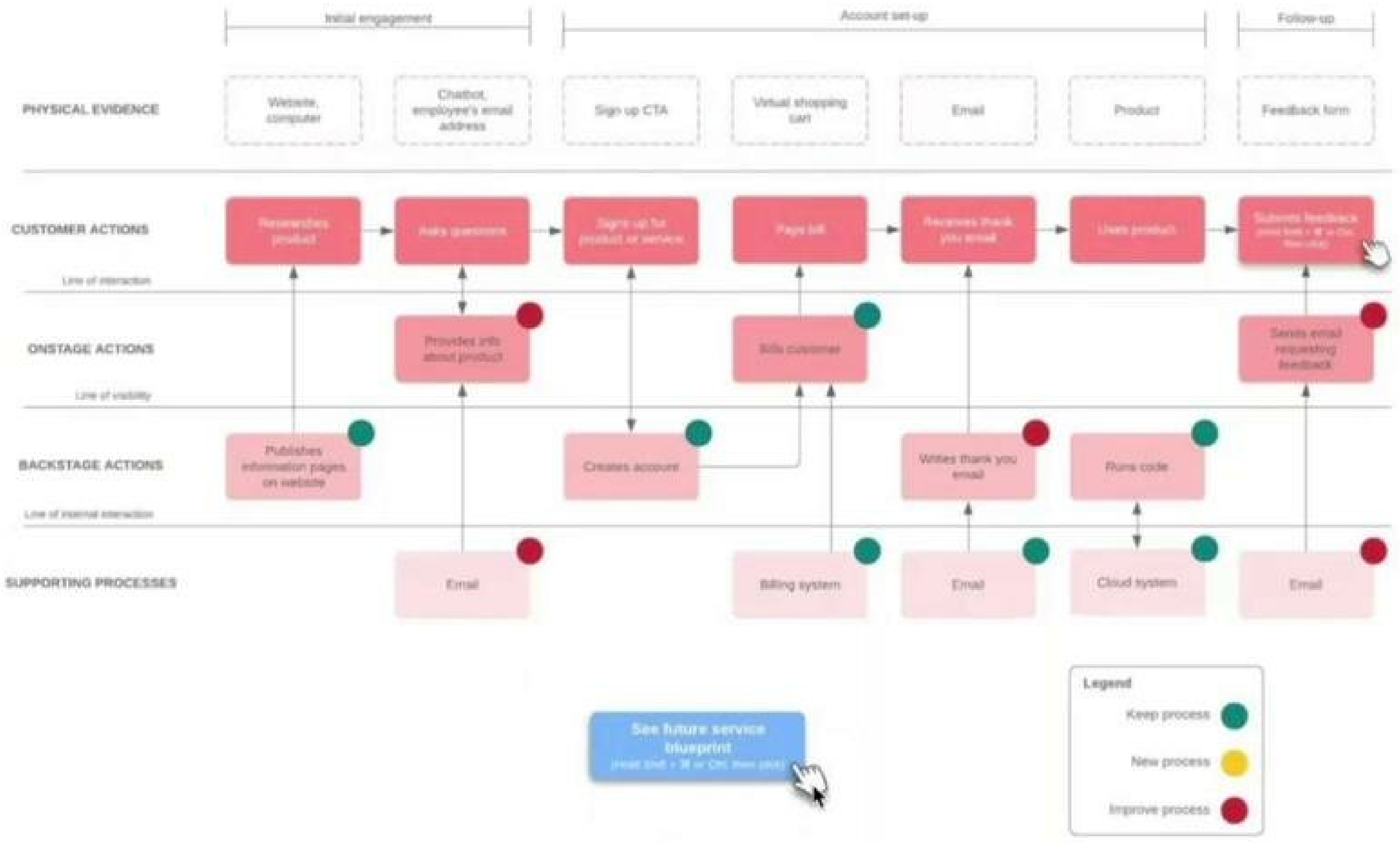
- Say you are buying stuff on an e-commerce website. At the “First visit” stage, receiving a discount coupon can be considered to be a moment of glory.
- At the “Post-purchase” stage this would be calling up customers and asking if they need any help with the setup or use.
- For offline business such as a cafe this could be when customers are offered a free drink while waiting for their order.

MOMENTS OF PAIN

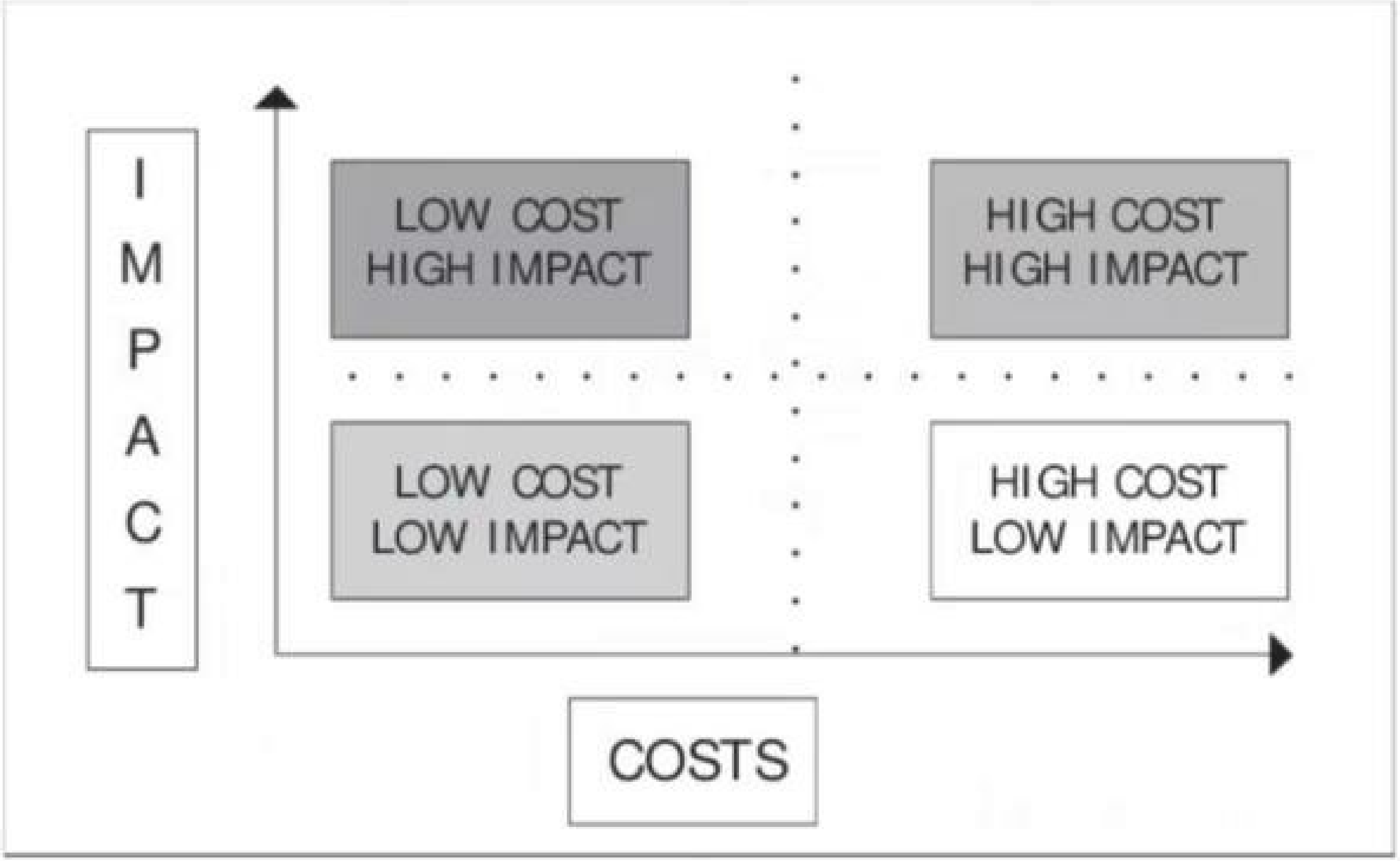
Moments of Pain happen when the experience is so bad that the customer goes on Twitter and tells the whole world about it. This could happen when the sales rep ignores them or when the support rep acts inappropriately and being rude to the calling customer.

The good news is you can transform negative moments into a positive customer experience.

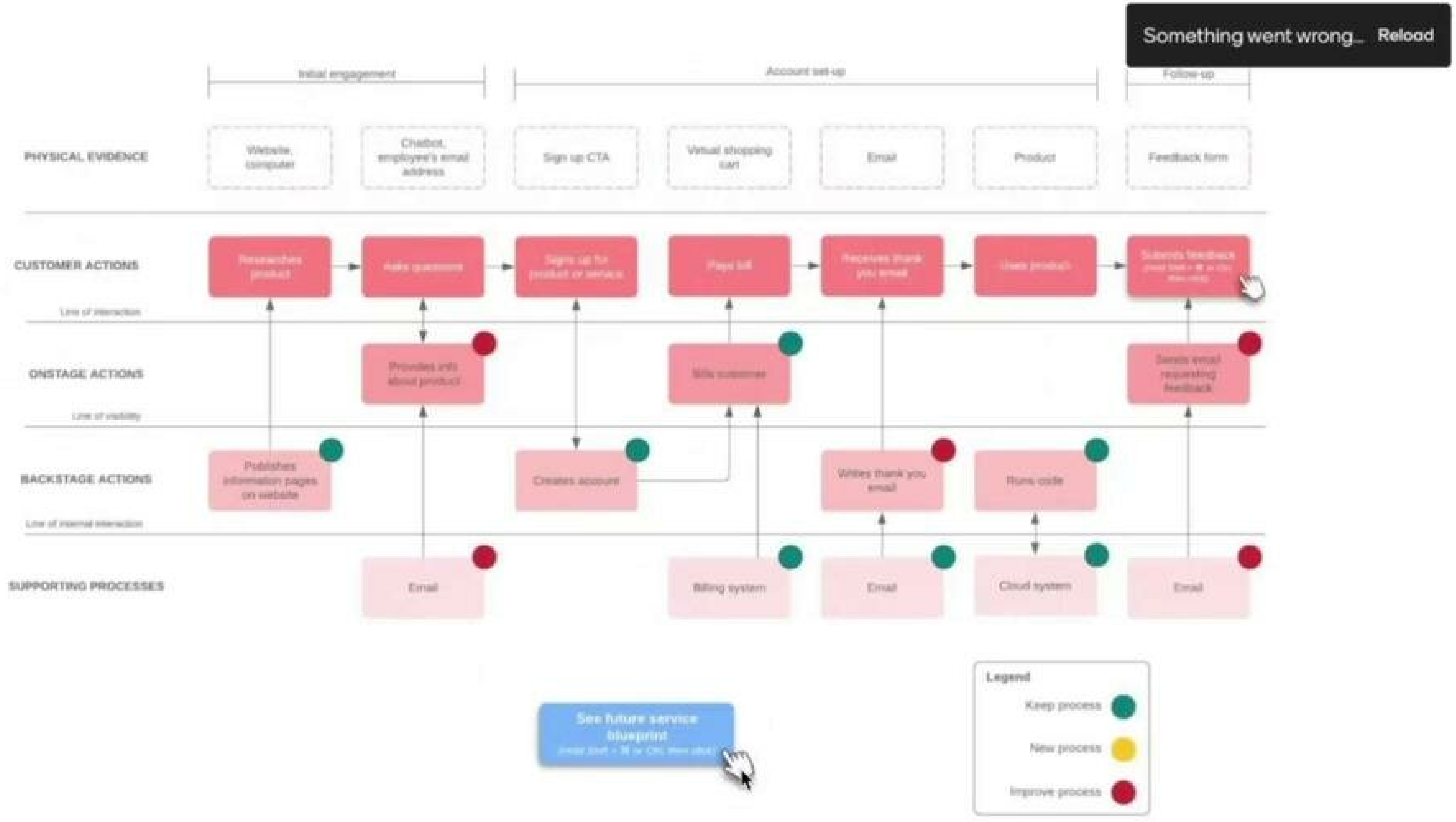
- Let’s say you had to wait too long for your order in a food cafe, and along with apologies from the waiter, you receive a ‘Sorry card’ with a discount for your next order.

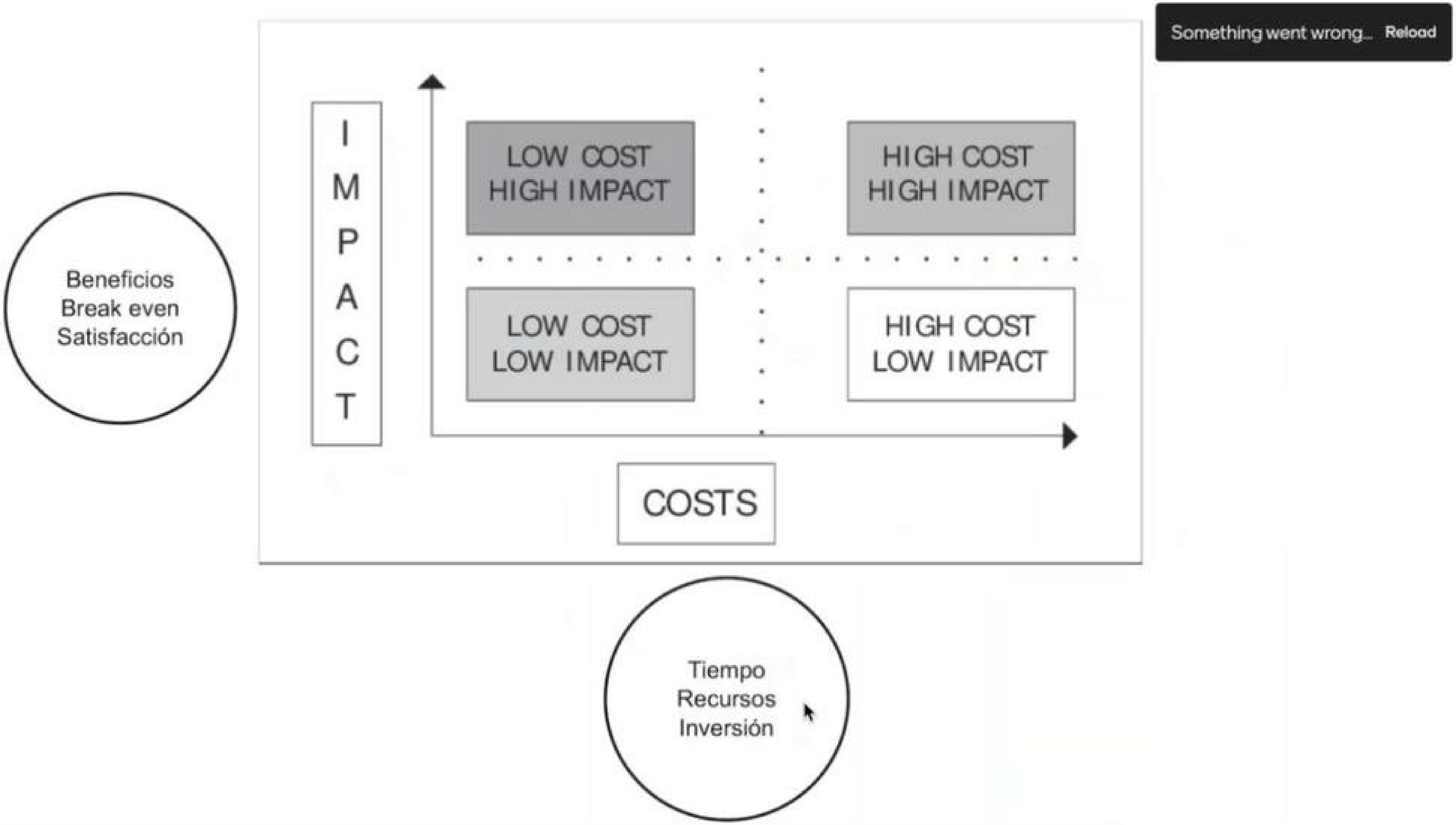

Initial engagement
Account set-up
Follow-up
PHYSICAL EVIDENCE
Website, computer
Chatbot, employee's email address
Sign up CTA
Virtual shopping cart
Email
Product
Feedback form
CUSTOMER ACTIONS
Researches product
Asks questions
Signs up for product or service
Pays bill
Receives thank you email
Uses product
Submits feedback
Line of interaction
ONSTAGE ACTIONS
Provides info about product
Bills customer
Sends email requesting feedback
Line of visibility
BACKSTAGE ACTIONS
Publishes information pages on website
Creates account
Writes thank you email
Runs code
Line of internal interaction
SUPPORTING PROCESSES
Email
Billing system
Email
Cloud system
Email
See future service blueprint
(hold Shift + ⌘ or Ctrl, then click)
Legend
Keep process
New process
Improve process

Beneficios
Break even
Satisfacción


IMPACT
LOW COST HIGH IMPACT
HIGH COST HIGH IMPACT
LOW COST LOW IMPACT
HIGH COST LOW IMPACT
COSTS

Tiempo
Recursos
Inversión

Something went wrong... Reload
Initial engagement
Account set-up
Follow-up
PHYSICAL EVIDENCE
Website, computer
Chatbot, employee's email address
Sign up CTA
Virtual shopping cart
Email
Product
Feedback form
CUSTOMER ACTIONS
Researches product
Asks questions
Signs up for product or service
Pays bill
Receives thank you email
Uses product
Submits feedback (Hold Shift + ⌘ or Ctrl, then click)
Line of interaction
ONSTAGE ACTIONS
Provides info about product
Bills customer
Sends email requesting feedback
Line of visibility
BACKSTAGE ACTIONS
Publishes information pages on website
Creates account
Writes thank you email
Runs code
Line of internal interaction
SUPPORTING PROCESSES
Email
Billing system
Email
Cloud system
Email
See future service blueprint
(Hold Shift + ⌘ or Ctrl, then click)
Legend
Keep process
New process
Improve process



Something went wrong... Reload

Beneficios
Break even
Satisfacción

IMPACT

LOW COST
HIGH IMPACT

HIGH COST
HIGH IMPACT

LOW COST
LOW IMPACT

HIGH COST
LOW IMPACT

COSTS

Tiempo
Recursos
Inversión

Something went wrong... Reload

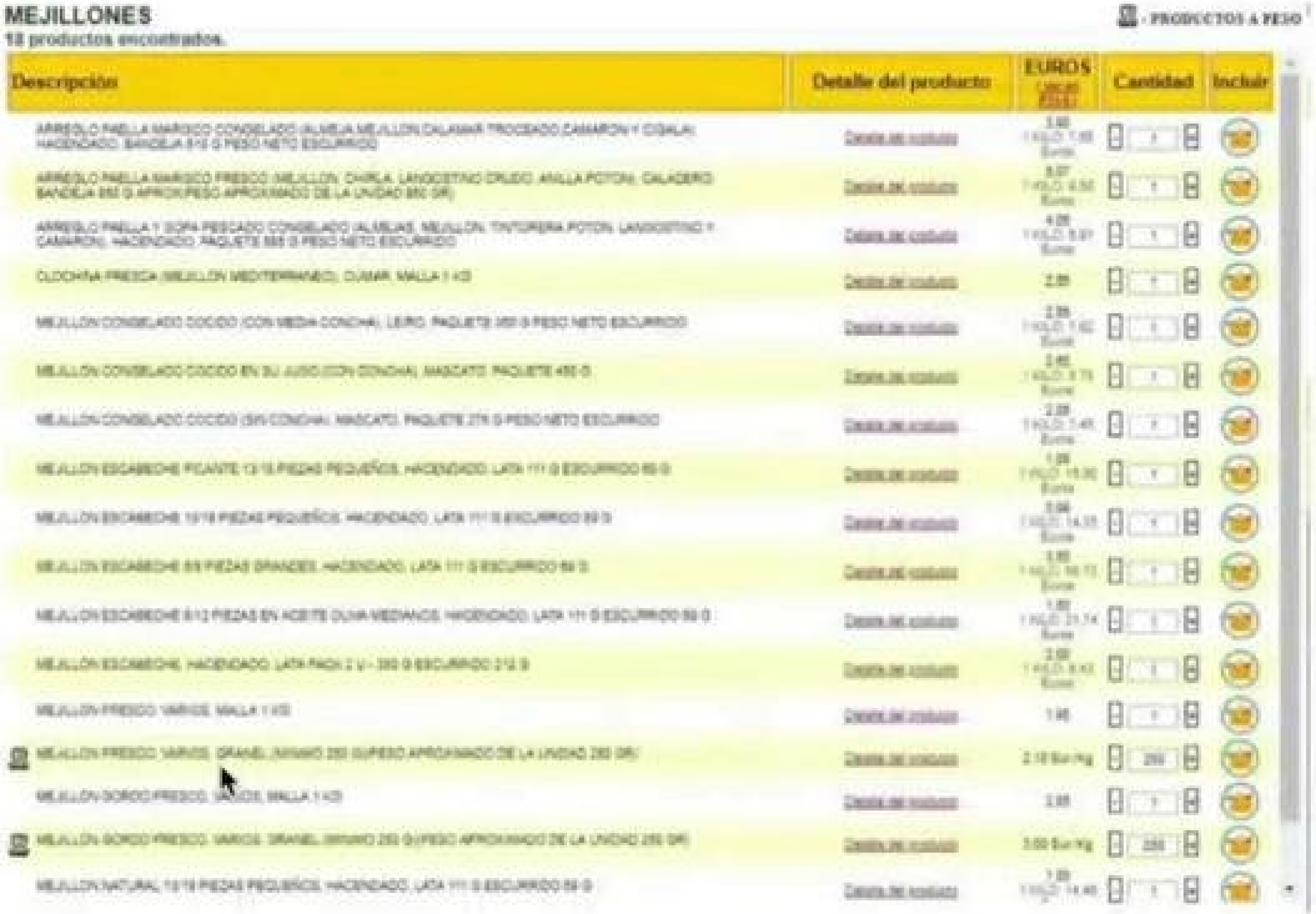
GOALS BLUEPRINT

Discover weaknesses

Something went wrong... Reload

A blueprint acts as a treasure map that helps businesses visualize exactly who is doing what, when. In many cases, the greatest insight offered by blueprinting is what the business is not doing and where it does not support its customers.

MERCADONA
SUPERMERCADOS DE CONFIANZA
COMPRA ON LINE
FACTURA ON LINE
TARJETA MERCADONA
TRABAJA CON NOSOTROS
NUESTRA EMPRESA
CANAL MERCADONA



MEJILLONES
18 productos encontrados.

- PRODUCTOS A PESO

Descripción	Detalle del producto	EUROS	Cantidad	Incluir

Something went wrong... Reload

Create opportunities

Or when the business has a huge opportunity to differentiate themselves.

Amazon Locker continues delivery innovation for customers all over the globe.

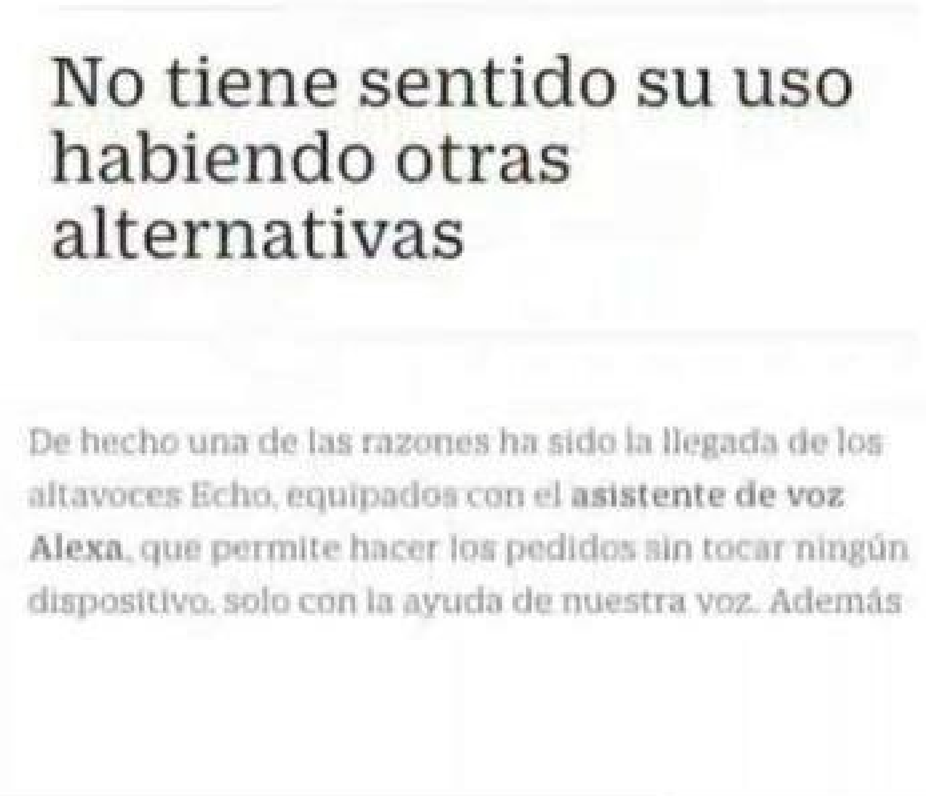
azon lo
pick up here

Something went wrong... Reload

Eliminate redundancy

Blueprints identify opportunities for optimization by providing a map of each actor and action that are part of the service. This visualization often surfaces duplication of work and highlights where internal processes can be streamlined (by having two actors collaborate or by consolidating actors and actions).

NERF
Goldfish
DOUBLESHOT
BURT'S BEES
Doritos
Red Bull
smartwater
Tide



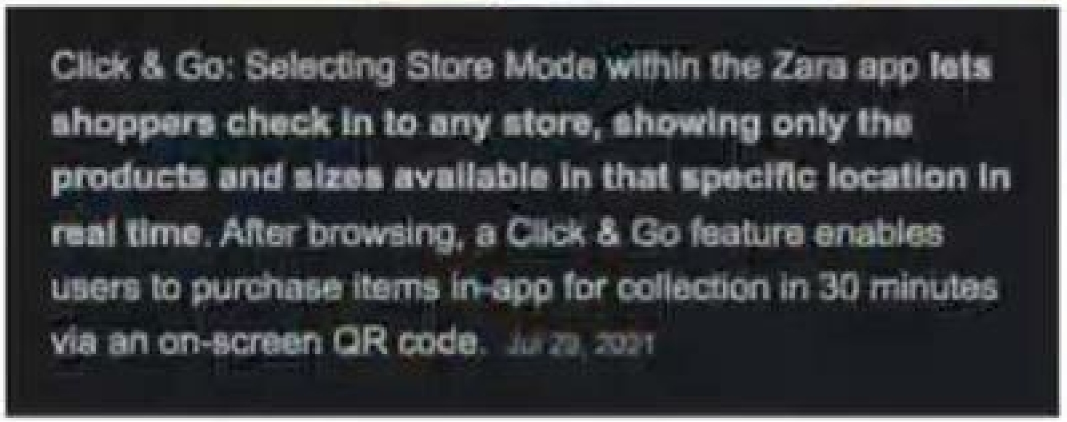
No tiene sentido su uso habiendo otras alternativas

De hecho una de las razones ha sido la llegada de los altavoces Echo, equipados con el **asistente de voz Alexa**, que permite hacer los pedidos sin tocar ningún dispositivo, solo con la ayuda de nuestra voz. Además

Coordinate future changes

Something went wrong... Reload

Blueprinting communicates vision and strategy for a complex service. The blueprint becomes a single source of truth across departments and disciplines. All parties reference the same visualization and thus can make informed, coordinated decisions that align to the ideal state of the service.



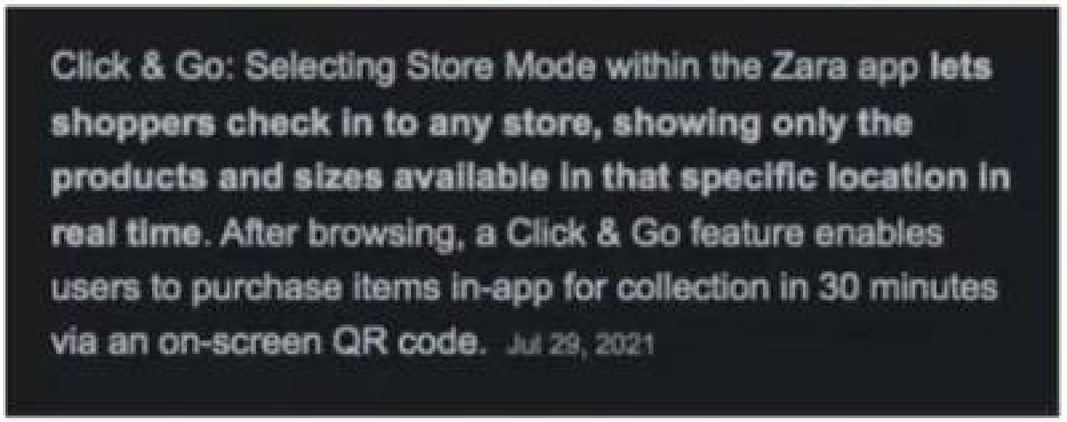
Click & Go: Selecting Store Mode within the Zara app **lets shoppers check in to any store, showing only the products and sizes available in that specific location in real time.** After browsing, a Click & Go feature enables users to purchase items in-app for collection in 30 minutes via an on-screen QR code. Jul 29, 2021

Coordinate future changes

Something went wrong... Reload

Blueprinting communicates vision and strategy for a complex service. The blueprint becomes a single source of truth across departments and disciplines. All parties reference the same visualization and thus can make informed, coordinated decisions that align to the ideal state of the service.

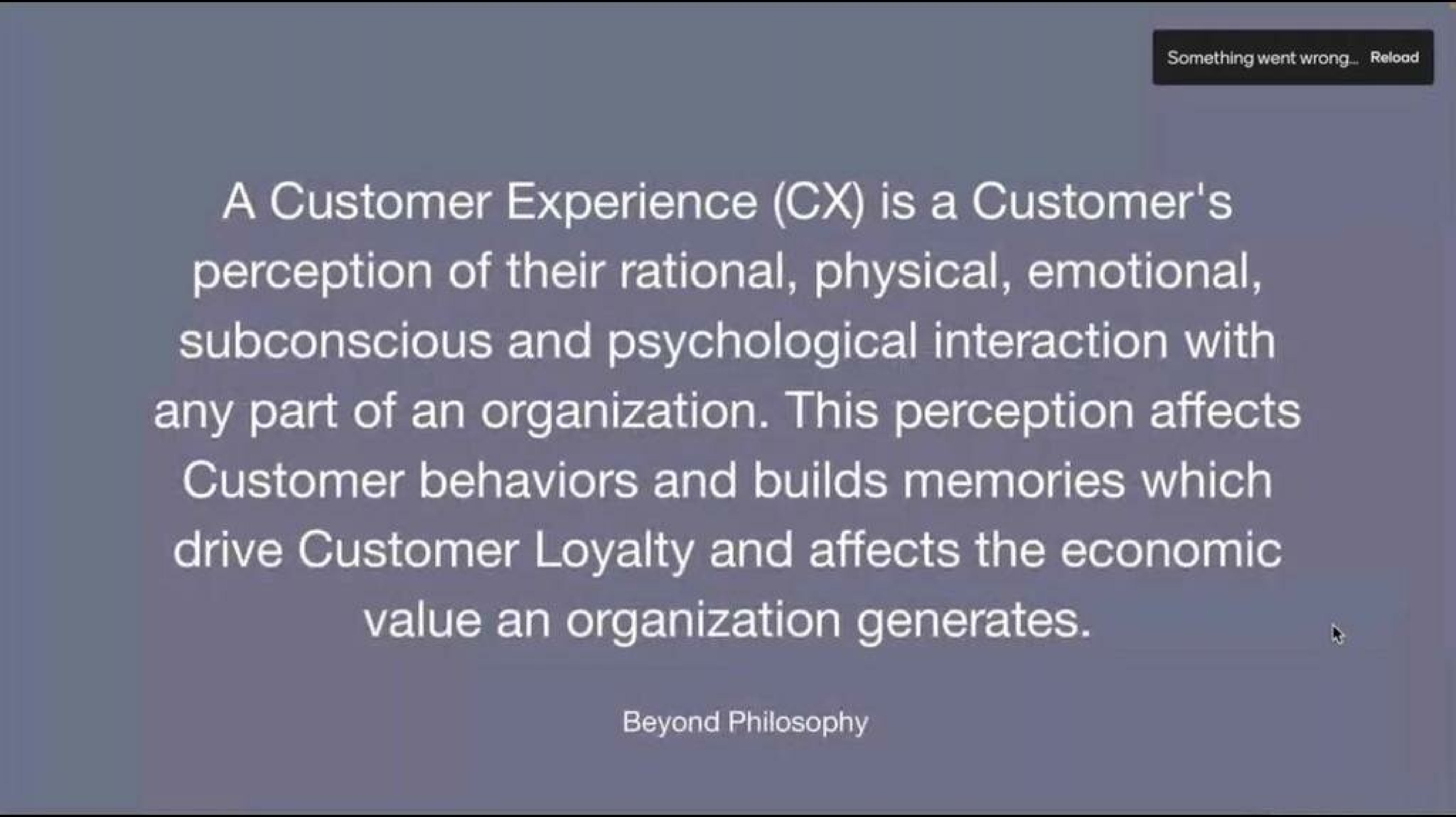
ZARA
TONY CARR
PURCHASES
RETURNS
STORE MODE
WALLET
HELP
SETTINGS
NEWSLETTER



Click & Go: Selecting Store Mode within the Zara app **lets shoppers check in to any store, showing only the products and sizes available in that specific location in real time**. After browsing, a Click & Go feature enables users to purchase items in-app for collection in 30 minutes via an on-screen QR code. Jul 29, 2021

Something went wrong...

CX PHILOSOPHY & CULTURE

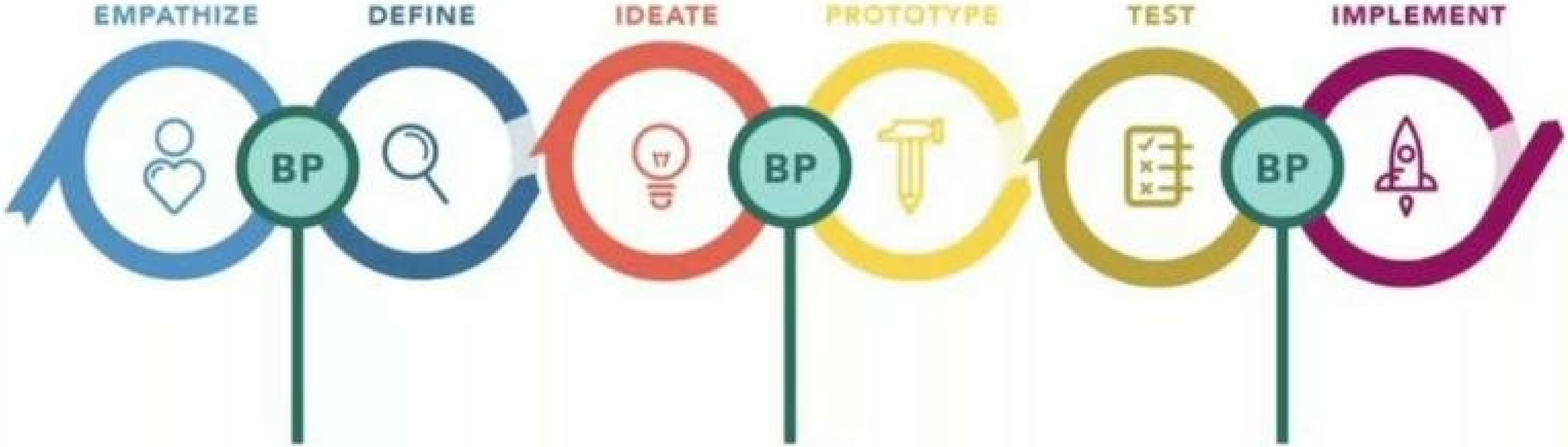


A Customer Experience (CX) is a Customer's perception of their rational, physical, emotional, subconscious and psychological interaction with any part of an organization. This perception affects Customer behaviors and builds memories which drive Customer Loyalty and affects the economic value an organization generates.

Beyond Philosophy

And an on-going culture.

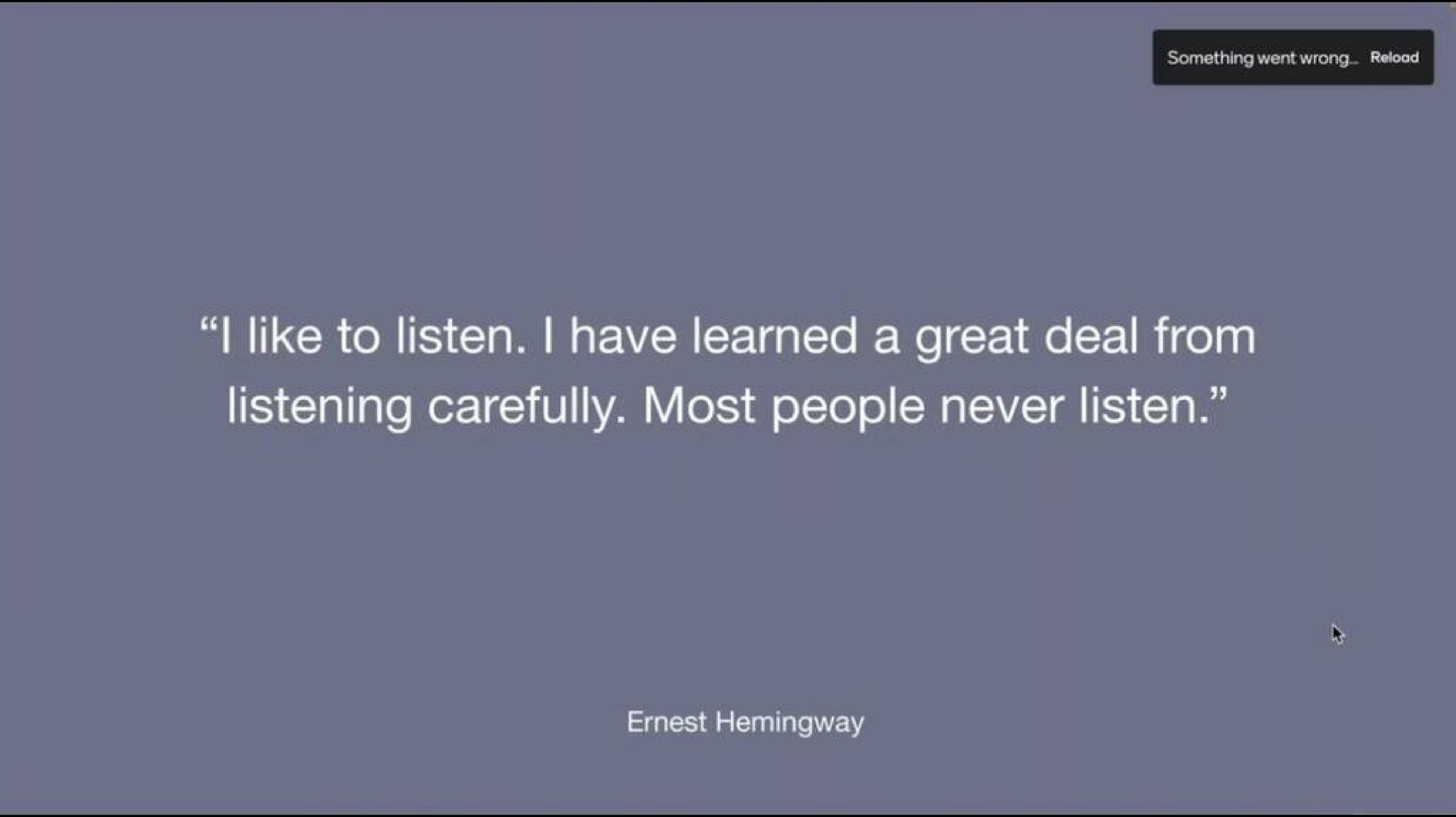
Something went wrong... Reload


EMPATHIZE
DEFINE
IDEATE
PROTOTYPE
TEST
IMPLEMENT
BP
BP
BP

- Understand current pain points
- Identify opportunities
- Align on areas of focus

- Ideate new processes
- Prototype future changes
- Measure potential impact

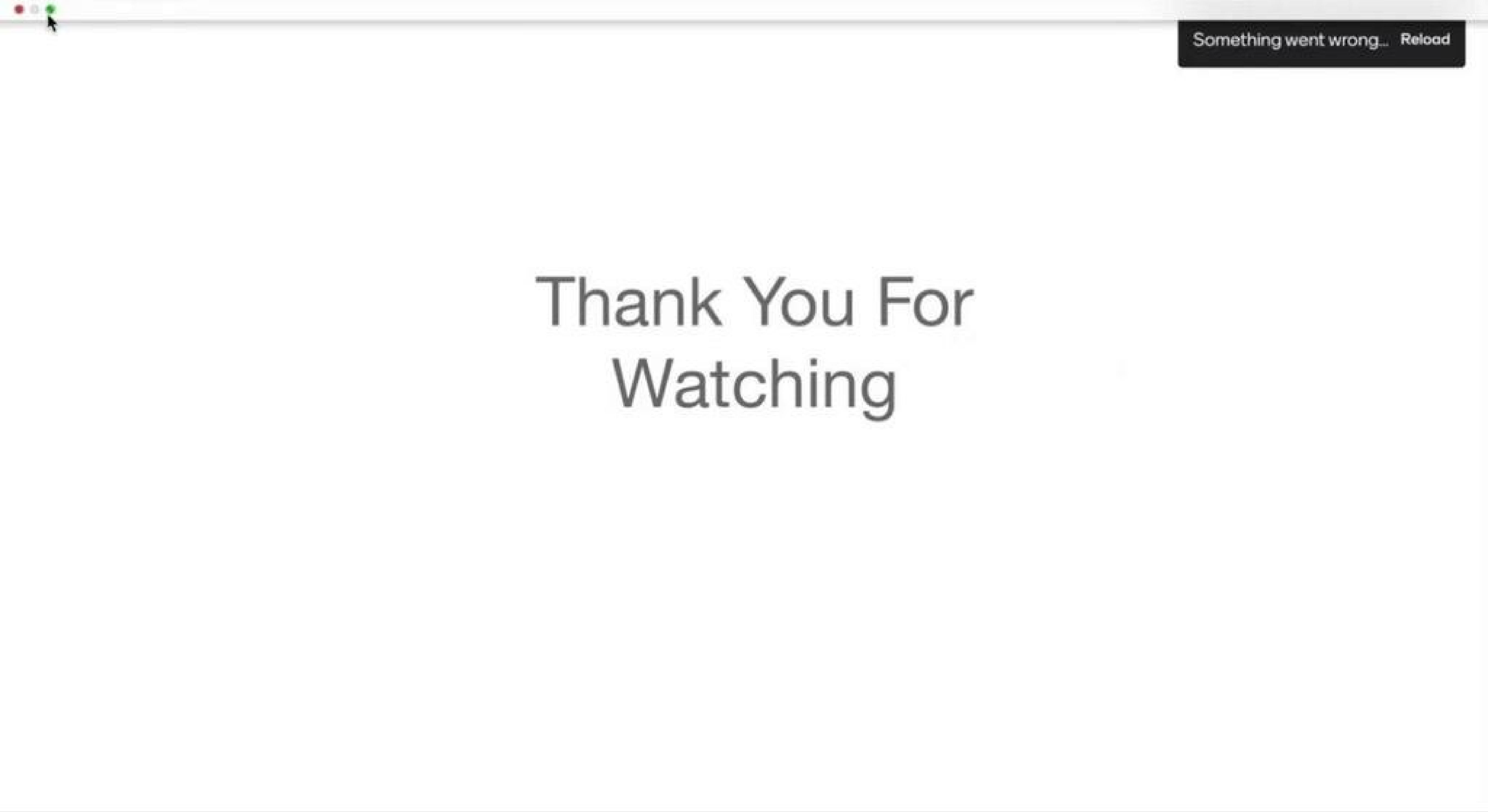
- Communicate changes
- Single source of truth for everyone
- Benchmark against vision



Something went wrong... Reload

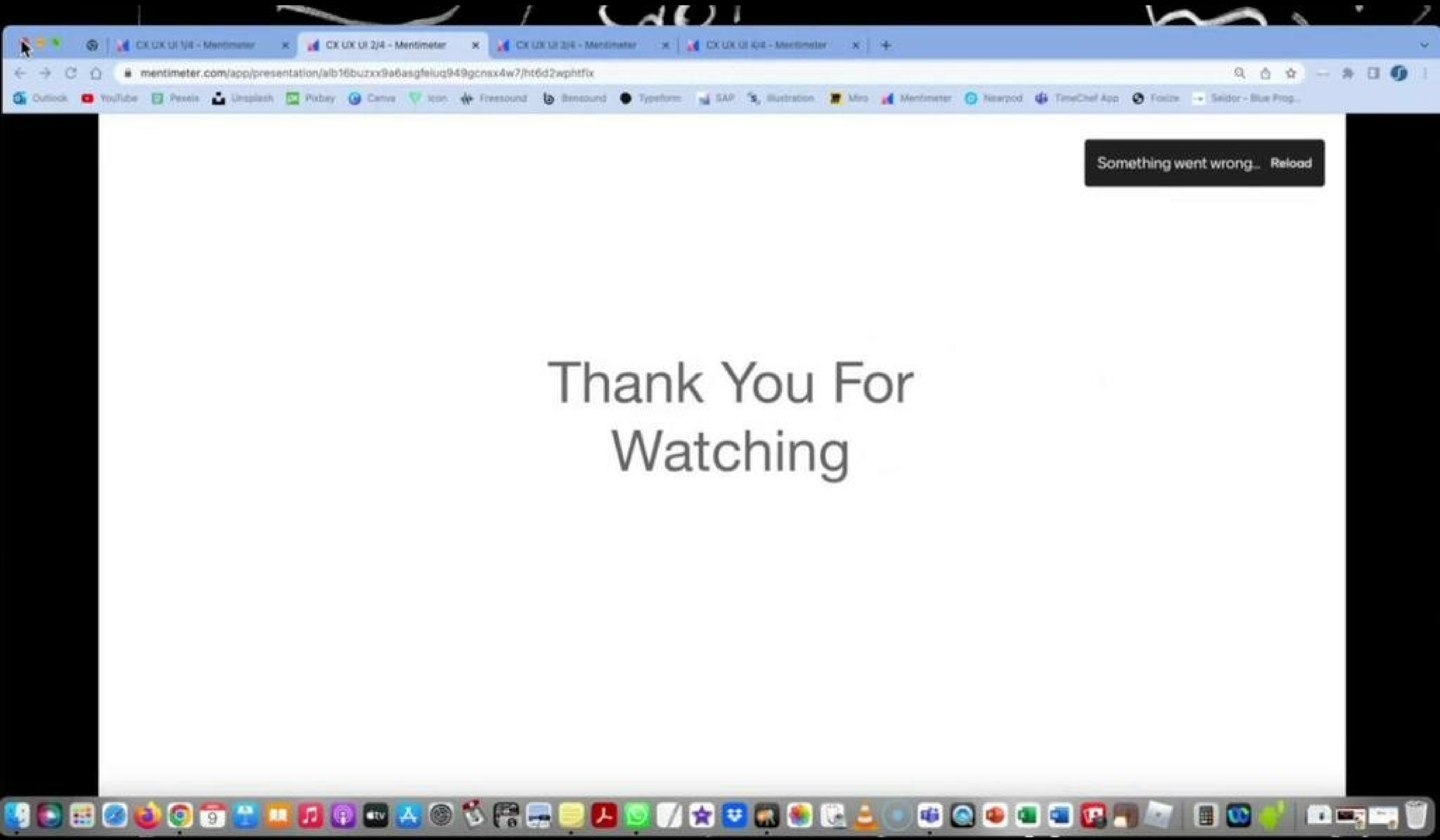
“I like to listen. I have learned a great deal from listening carefully. Most people never listen.”

Ernest Hemingway



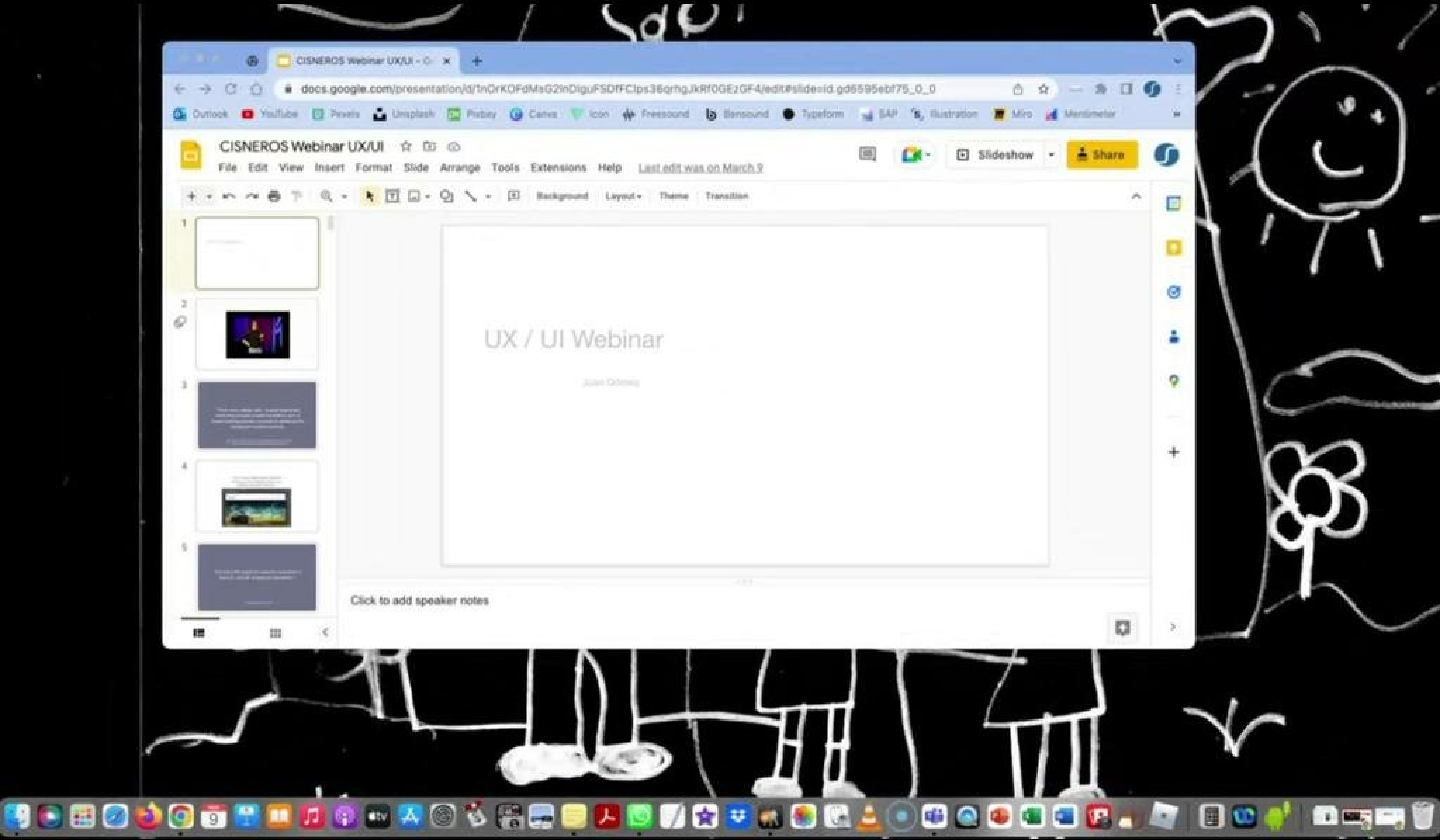
Something went wrong...

Thank You For Watching


CX UX UI 1/4 - Mentimeter
CX UX UI 2/4 - Mentimeter
CX UX UI 3/4 - Mentimeter
CX UX UI 4/4 - Mentimeter
mentimeter.com/app/presentation/alb16buzxx9a6asgfeiuq949gcnsx4w7/ht6d2wphtfix
Outlook
YouTube
Pexels
Unsplash
Pixbay
Canva
Icon
Freesound
Bensound
Typeform
SAP
Illustration
Miro
Mentimeter
Nearpod
TimeChef App
Foxize
Seidor - Blue Prog...
Reload

Something went wrong..

Thank You For Watching


CISNEROS Webinar UX/UI
docs.google.com/presentation/d/1nOrKOFdMsG2lnDlguFSDfFClps36qrhgJkRf0GEzGF4/edit#slide=id.gd6595ebf75_0_0
Outlook
YouTube
Pexels
Unsplash
Pixbay
Canva
Icon
Freesound
Bensound
Typeform
SAP
Illustration
Miro
Mentimeter
File
Edit
View
Insert
Format
Slide
Arrange
Tools
Extensions
Help
Last edit was on March 9
Slideshow
Share
Background
Layout
Theme
Transition

UX / UI Webinar

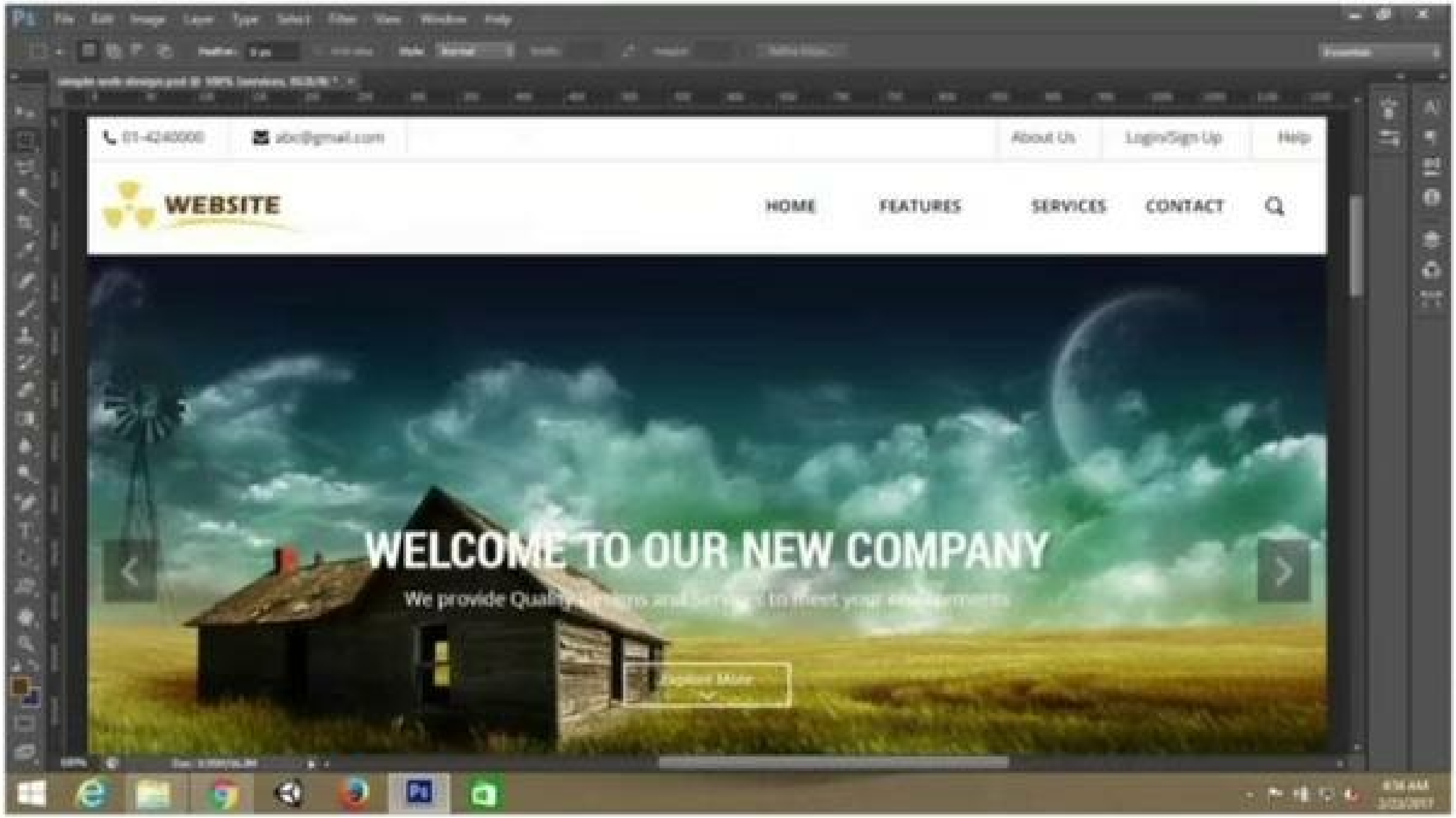
Click to add speaker notes

SteveJobs CustomerExperience
Watch later
Share
Watch on YouTube

"Think more, design less". A good preliminary study that provides a solid foundation, as in a house building process, is crucial to speed up the subsequent creative process.

Ellen Lupton, Senior Curator of Contemporary Design at Cooper Hewitt, Smithsonian Design Museum in New York City

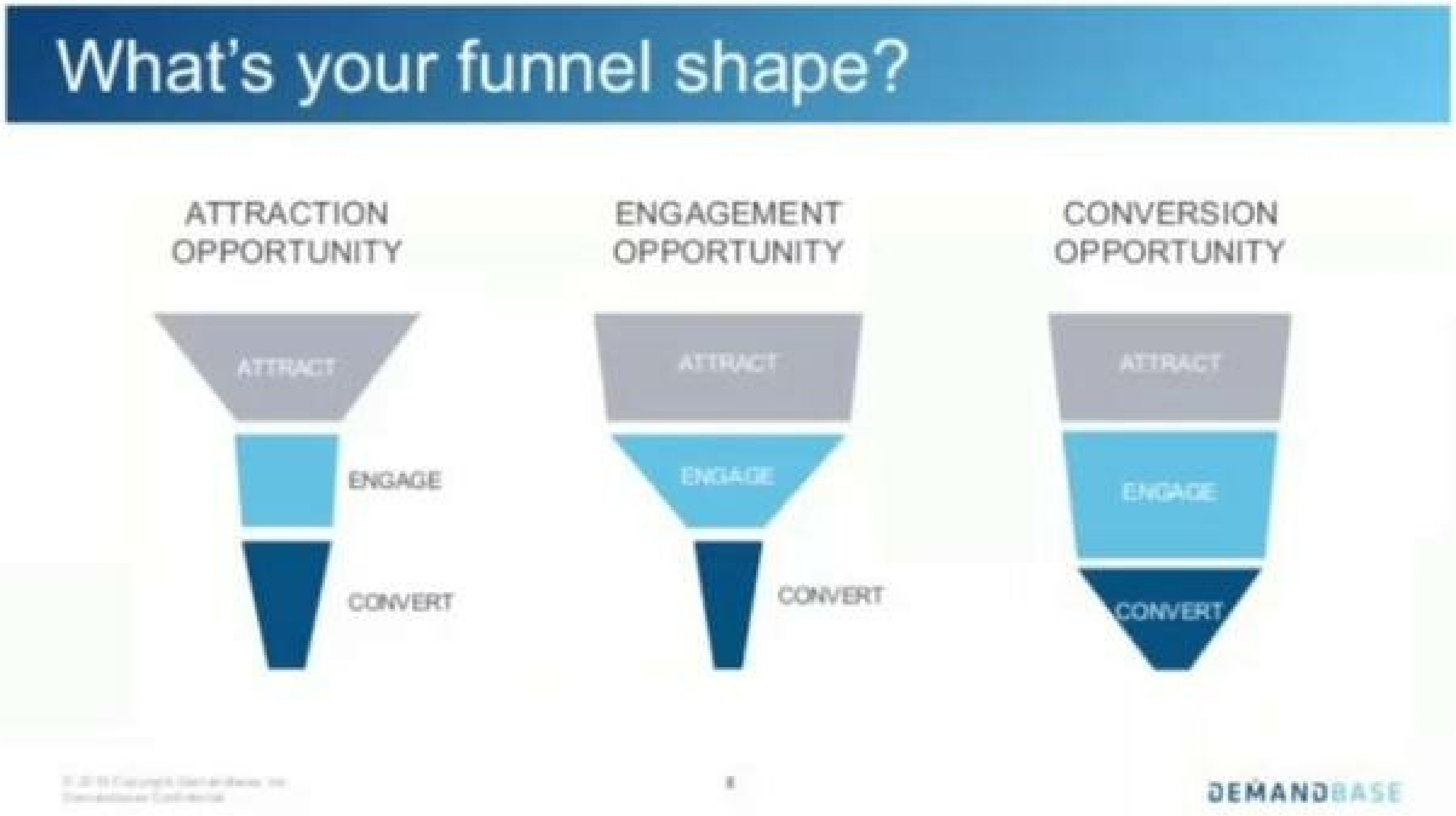
"Don't trust a digital agency that first shows you some designs of how your website is going to look like."


01-4240000
abc@gmail.com
About Us
Login/Sign Up
Help
WEBSITE
HOME
FEATURES
SERVICES
CONTACT
WELCOME TO OUR NEW COMPANY
We provide Quality Designs and Services to meet your requirements
Explore More

"For every $92 spent on customer acquisition in the U.S., only $1 is spent on conversion."

https://econsultancy.com/

"The eternal struggle between Traffic and Conversion"



What's your funnel shape?

ATTRACTION OPPORTUNITY

ENGAGEMENT OPPORTUNITY

CONVERSION OPPORTUNITY

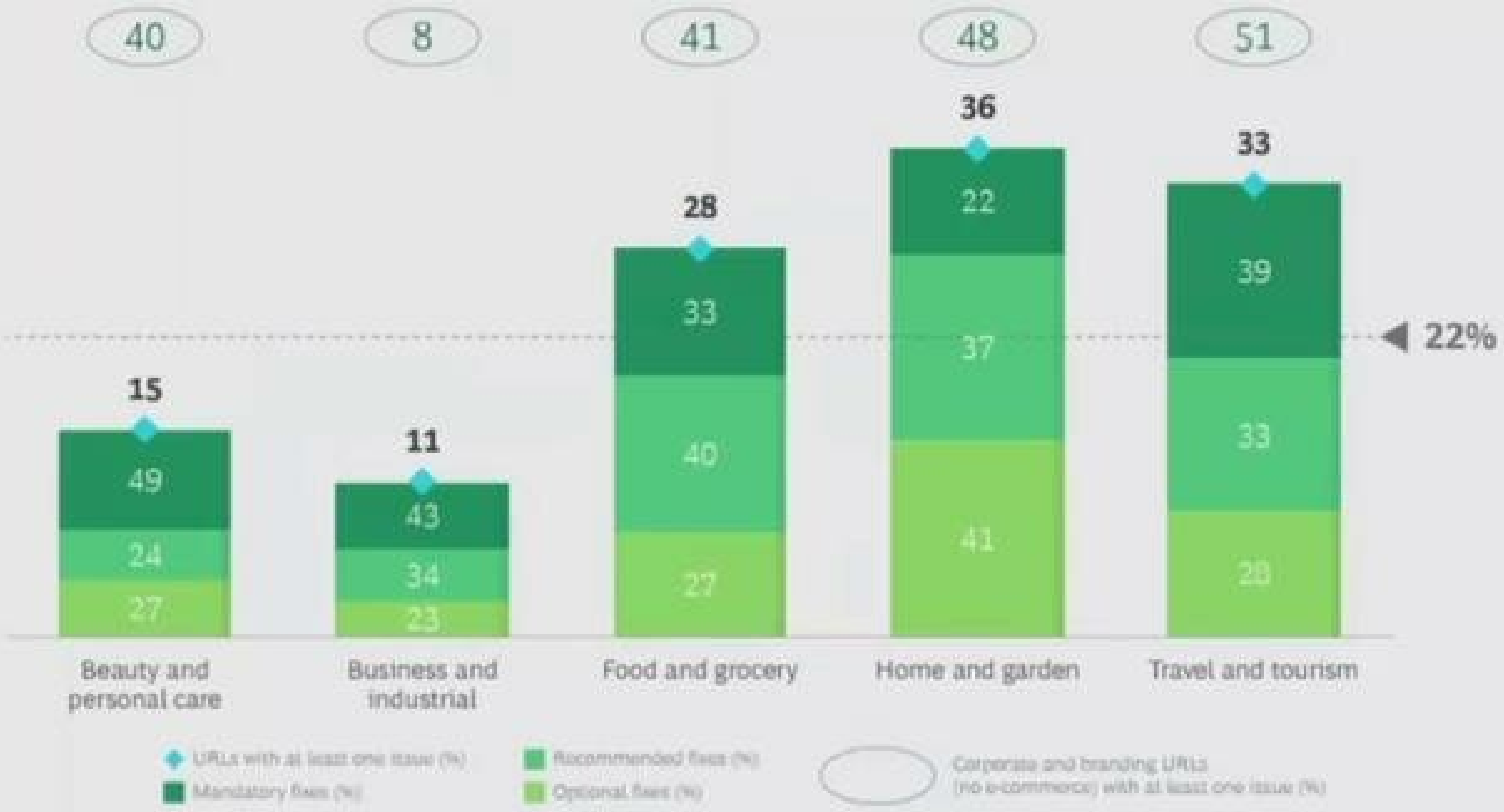
ATTRACT
ENGAGE
CONVERT
ATTRACT
ENGAGE
CONVERT
ATTRACT
ENGAGE
CONVERT

“Almost a quarter of all URLs have at least one website issue and on average, nearly 40% of these issues are critical in nature.”

Boston Consulting Group & Ryte
https://www.bcg.com/publications/2020/real-cost-poor-website-quality

“Sectors with more website problems”

EXHIBIT 2 | On Average, 22% of URLs Have at Least One Problem



Source: BCG and Ryte analysis.
Note: Sample includes 351 websites with a total of 4.5 million URLs.

“Most common errors”

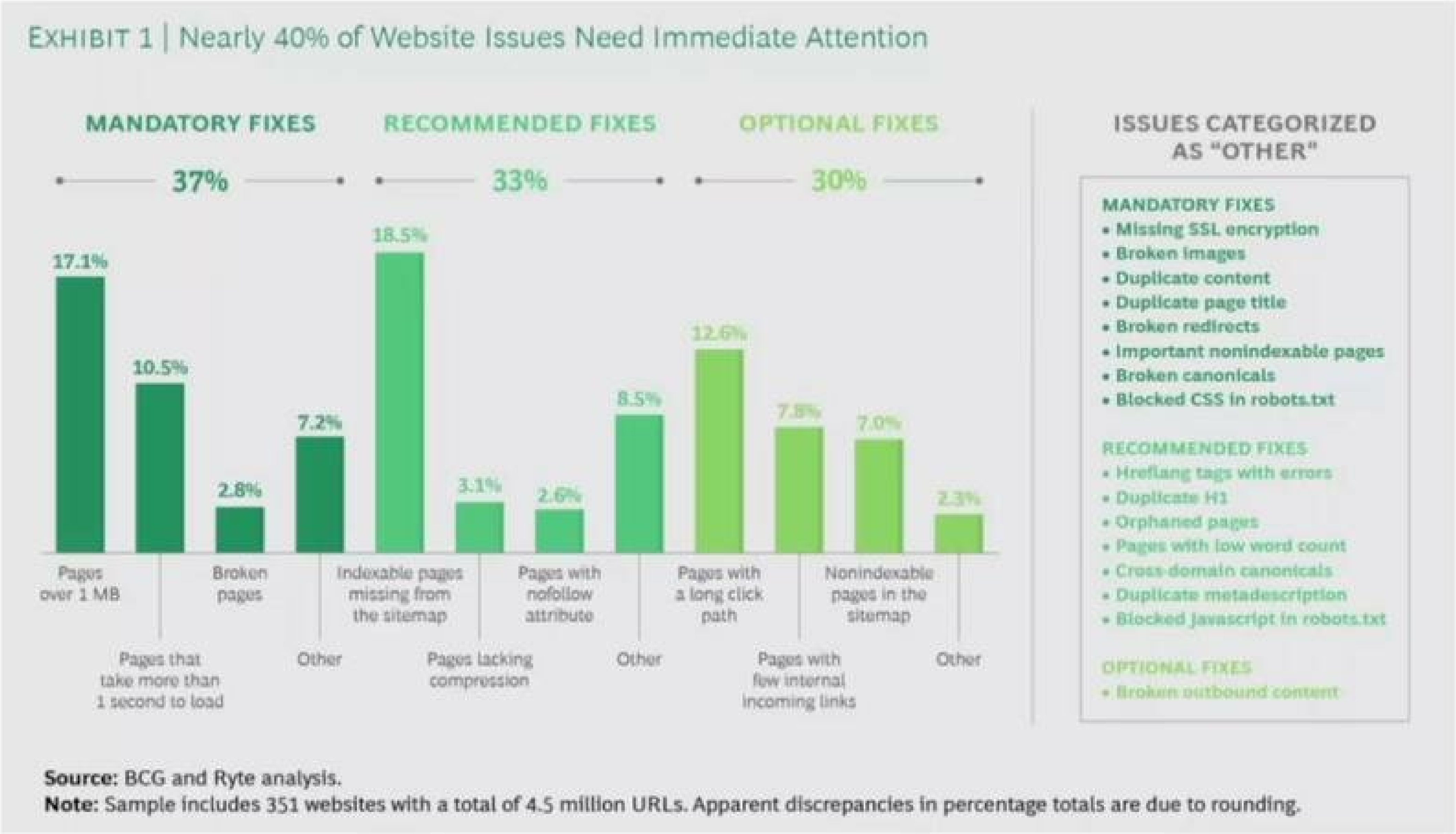


EXHIBIT 1 | Nearly 40% of Website Issues Need Immediate Attention

ISSUES CATEGORIZED AS "OTHER"

MANDATORY FIXES
- Missing SSL encryption
- Broken images
- Duplicate content
- Duplicate page title
- Broken redirects
- Important nonindexable pages
- Broken canonicals
- Blocked CSS in robots.txt

RECOMMENDED FIXES
- Hreflang tags with errors
- Duplicate H1
- Orphaned pages
- Pages with low word count
- Cross-domain canonicals
- Duplicate metadescription
- Blocked Javascript in robots.txt

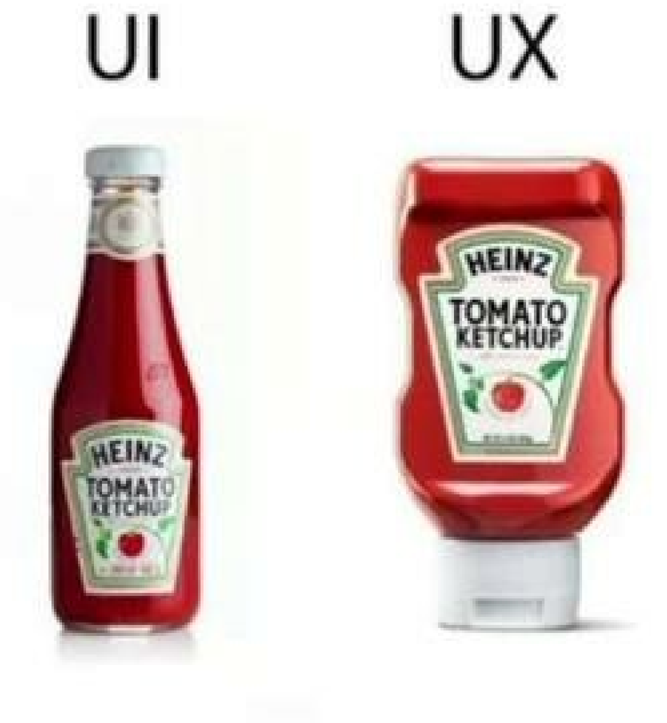
OPTIONAL FIXES
- Broken outbound content

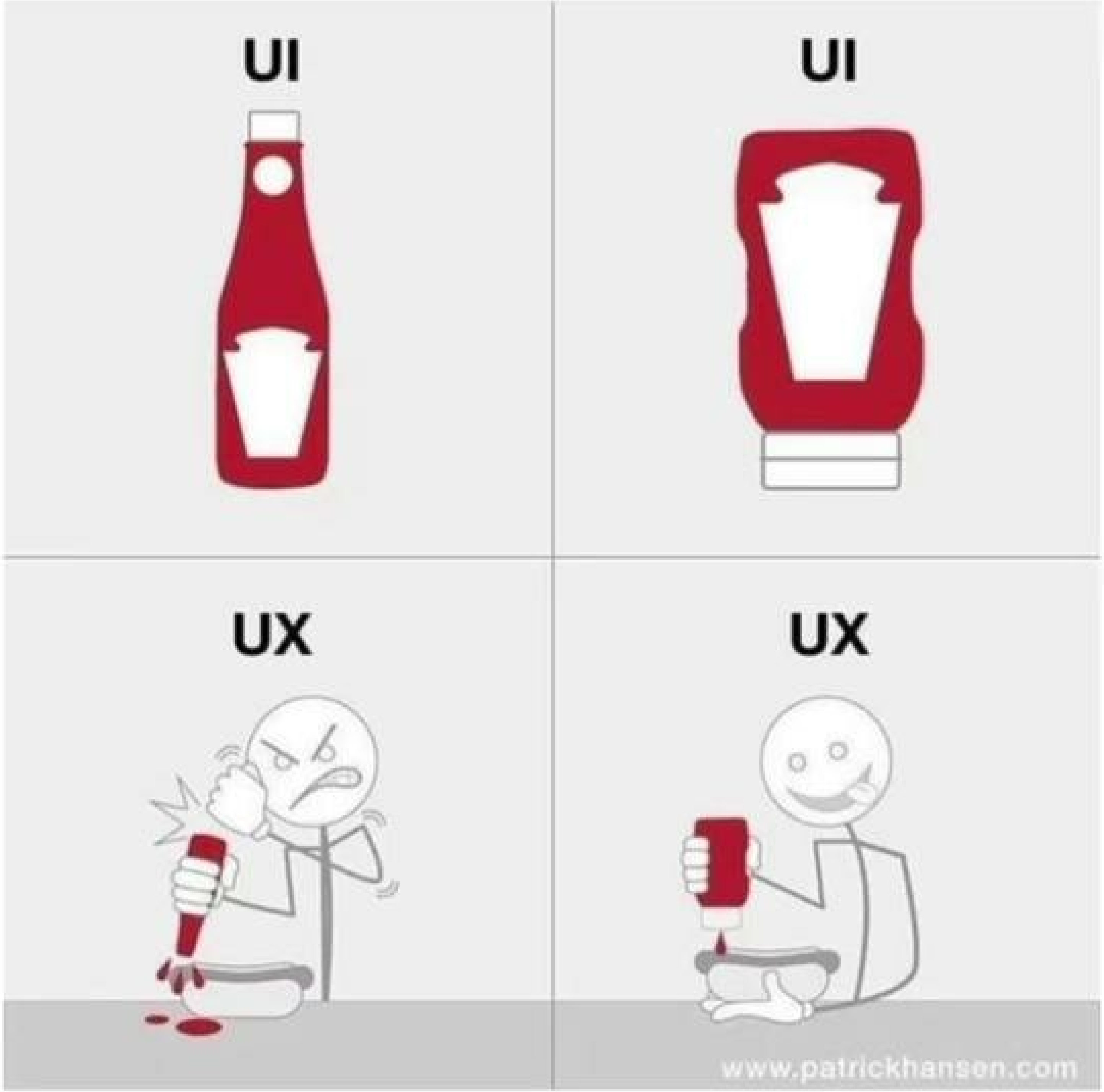
Source: BCG and Ryte analysis.
Note: Sample includes 351 websites with a total of 4.5 million URLs. Apparent discrepancies in percentage totals are due to rounding.

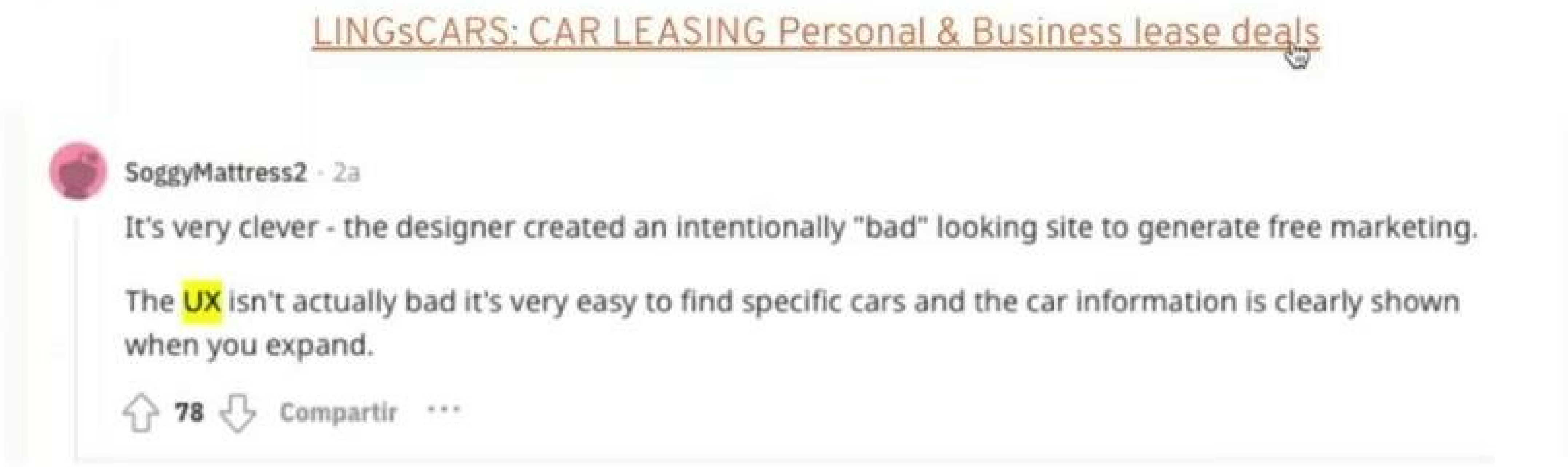
+ 1 SECOND
- 10% EFFECTIVENESS
DIG MKT

+ 1 MEGABYTE
- 7.5% EFFECTIVENESS
DIG MKT

Assuming 1 million potential visitors, the decline in future visits when load speed falls is precipitous; every additional second costs, on average, between $3,000 (for food and grocery sites) and $9,000 (for business and industrial) per month. In terms of marketing spend, this translates into a 10% reduction in effectiveness. Every additional megabyte in page size amounts to average losses of between $4,000 (food and grocery) and $14,000 (business and industrial) per month, or the equivalent of a 7.5% reduction in digital marketing spend effectiveness.


UI
UX
HEINZ
TOMATO KETCHUP
HEINZ
TOMATO KETCHUP


UI
UI
UX
UX
www.patrickhansen.com

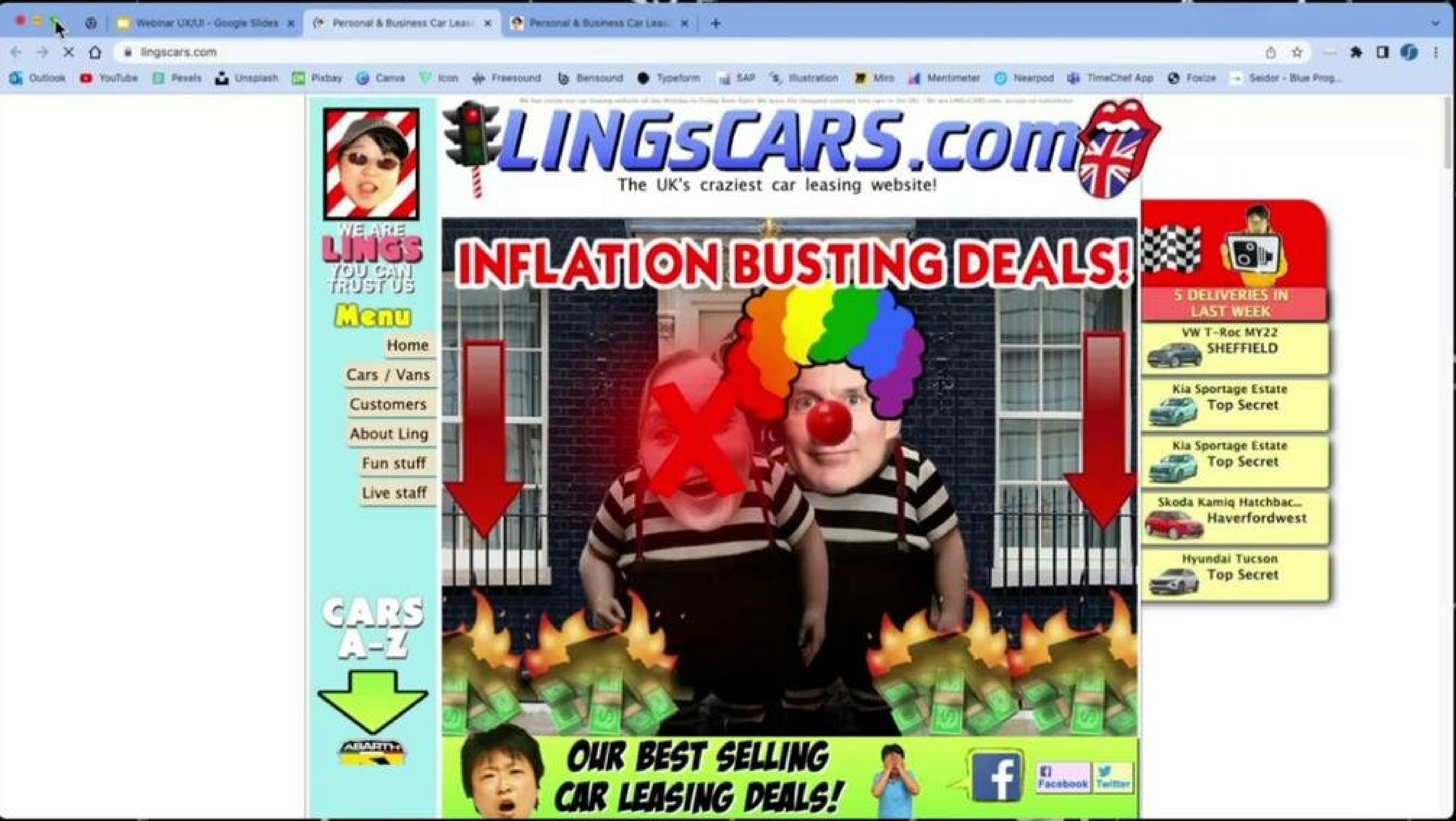


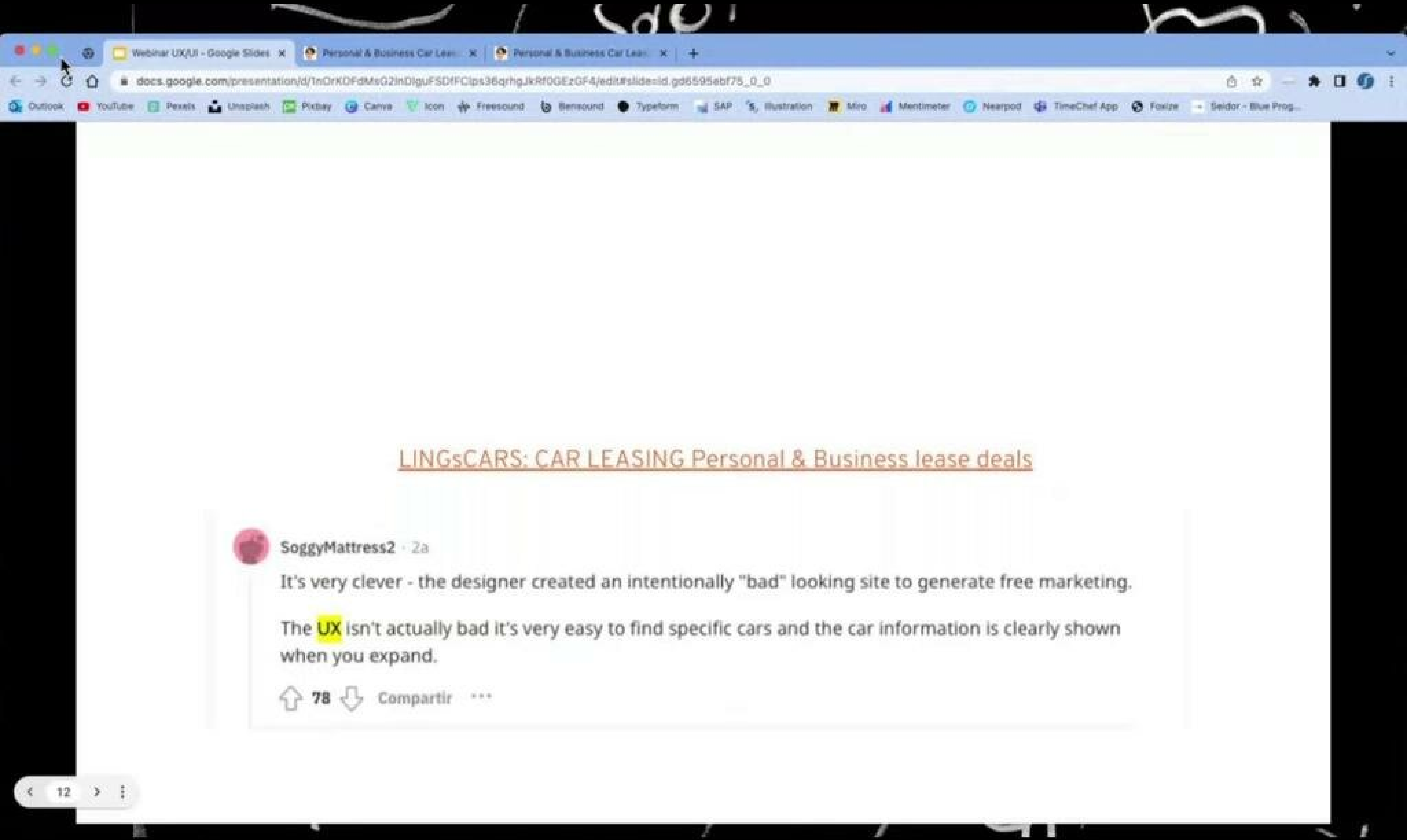
LINGsCARS: CAR LEASING Personal & Business lease deals

SoggyMattress2 · 2a

It's very clever - the designer created an intentionally "bad" looking site to generate free marketing.

The UX isn't actually bad it's very easy to find specific cars and the car information is clearly shown when you expand.


Webinar UX/UI - Google Slides
Personal & Business Car Leas
Personal & Business Car Leas
lingscars.com
Outlook
YouTube
Pexels
Unsplash
Pixbay
Canva
Icon
Freesound
Bensound
Typeform
SAP
Illustration
Miro
Mentimeter
Nearpod
TimeChef App
Foxize
Seidor - Blue Prog...
LINGsCARS.com
The UK's craziest car leasing website!
WE ARE LINGS YOU CAN TRUST US
Menu
Home
Cars / Vans
Customers
About Ling
Fun stuff
Live staff
CARS A-Z
ABARTH
INFLATION BUSTING DEALS!
5 DELIVERIES IN LAST WEEK
VW T-Roc MY22
SHEFFIELD
Kia Sportage Estate
Top Secret
Kia Sportage Estate
Top Secret
Skoda Kamiq Hatchbac...
Haverfordwest
Hyundai Tucson
Top Secret
OUR BEST SELLING CAR LEASING DEALS!
Facebook
Twitter


Webinar UX/UI - Google Slides
Personal & Business Car Lea...
Personal & Business Car Lea...
docs.google.com/presentation/d/1nOrKDFdMsG2lnDlguFSDfFClps36qrhgJkRf0GEzGF4/edit#slide=id.gd6595ebf75_0_0
Outlook
YouTube
Pexels
Unsplash
Pixbay
Canva
Icon
Freesound
Bensound
Typeform
SAP
Illustration
Miro
Mentimeter
Nearpod
TimeChef App
Foxize
Seidor - Blue Prog...
12

LINGsCARS: CAR LEASING Personal & Business lease deals

SoggyMattress2 · 2a

It's very clever - the designer created an intentionally "bad" looking site to generate free marketing.

The UX isn't actually bad it's very easy to find specific cars and the car information is clearly shown when you expand.

78
Compartir
···

Pulsa esc para salir del modo de pantalla completa

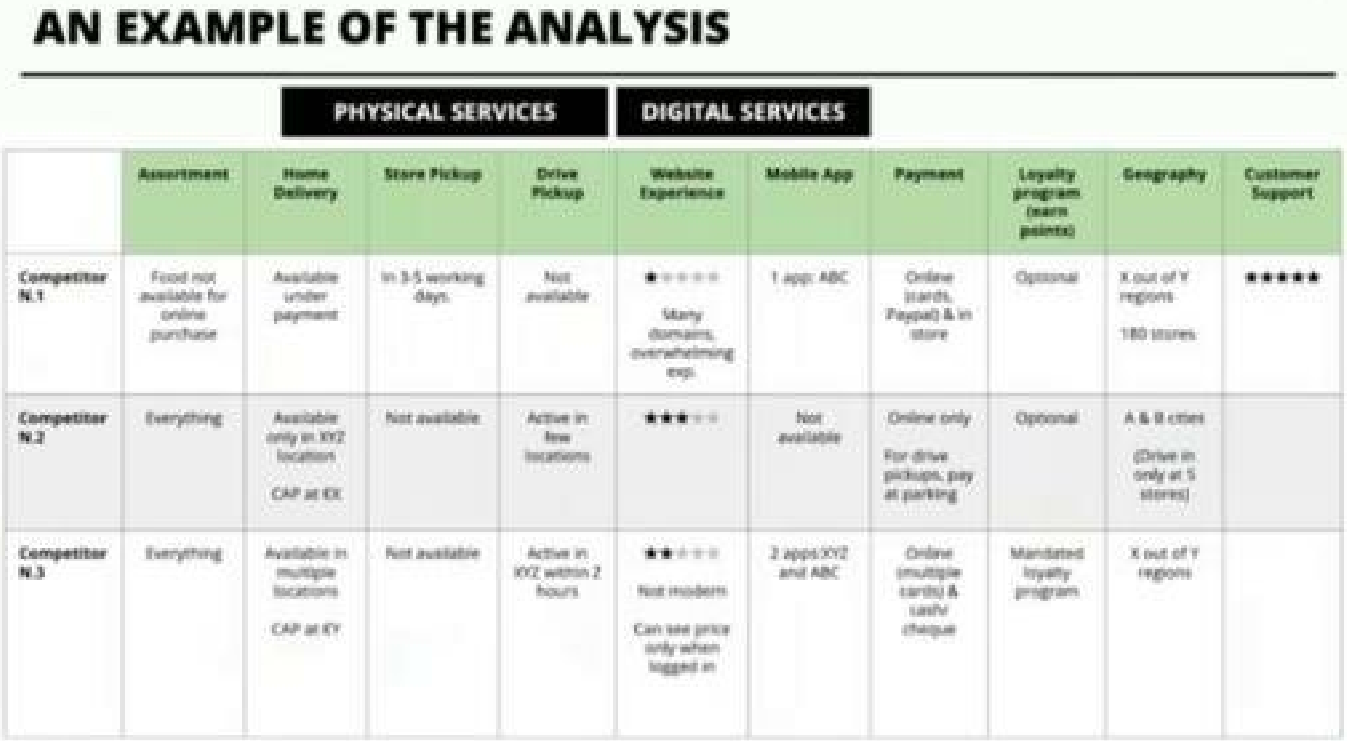
- **PHASES OF AN UX / UI PROJECT**
- **Research or investigation**
- Organization and structure
- High level sketches and prototypes
- Trials and tests
- Application in design

RESEARCH

> “If I had an hour to solve a problem and my life depended on the solution, I would spend the first 55 minutes determining the proper question to ask, for once I know the proper question, I could solve the problem in less than five minutes.”
>
> — Albert Einstein, Theoretical Physicist

Competitive Analysis

Identify your competitors and evaluate their strategies to determine their strengths and weaknesses relative to those of your own product or service.



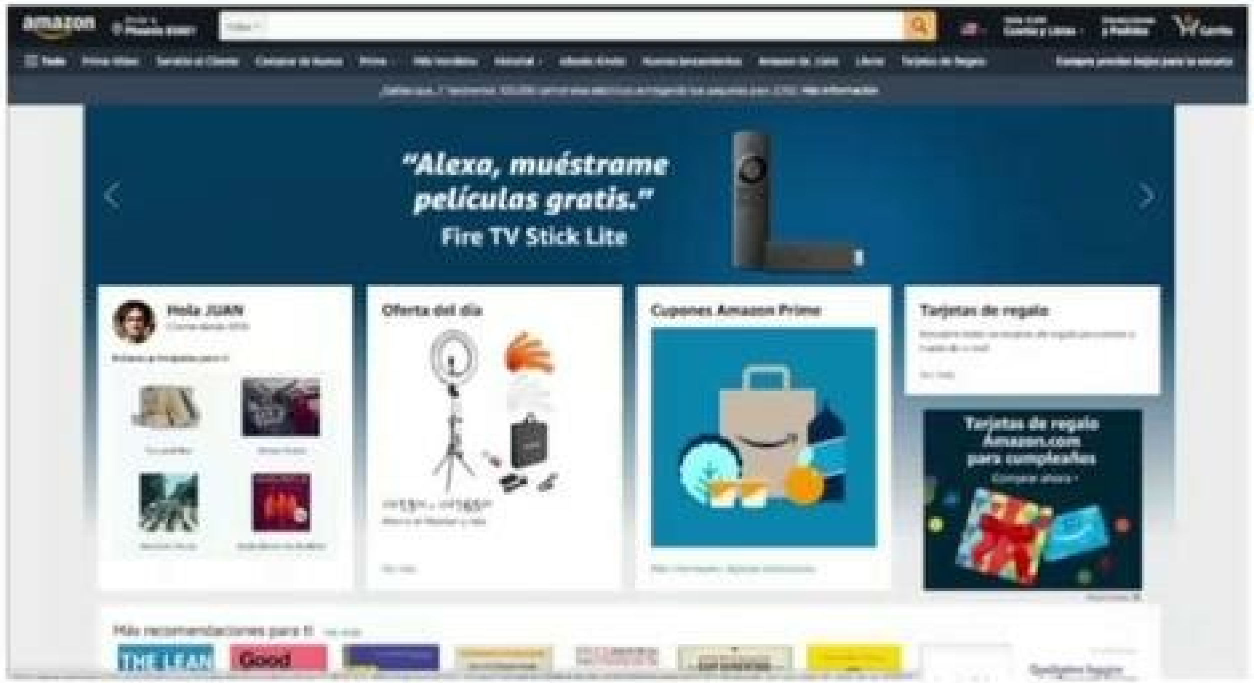
AN EXAMPLE OF THE ANALYSIS

PHYSICAL SERVICES

DIGITAL SERVICES

	Assortment	Home Delivery	Store Pickup	Drive Pickup	Website Experience	Mobile App	Payment	Loyalty program (earn points)	Geography	Customer Support
Competitor N.1	Food not available for online purchase	Available under payment	In 3-5 working days.	Not available	★☆☆☆☆ Many domains, overwhelming exp.	1 app: ABC	Online (cards, Paypal) & in store	Optional	X out of Y regions 180 stores	★★★★★
Competitor N.2	Everything	Available only in XYZ location CAP at EX	Not available	Active in few locations	★★★☆☆	Not available	Online only For drive pickups, pay at parking	Optional	A & B cities (Drive in only at 5 stores)	
Competitor N.3	Everything	Available in multiple locations CAP at EY	Not available	Active in XYZ within 2 hours	★★☆☆☆ Not modern Can see price only when logged in	2 apps:XYZ and ABC	Online (multiple cards) & cash/ cheque	Mandated loyalty program	X out of Y regions	

- Find the differences



"Alexa, muéstrame películas gratis."
Fire TV Stick Lite

Hola JUAN

Oferta del día

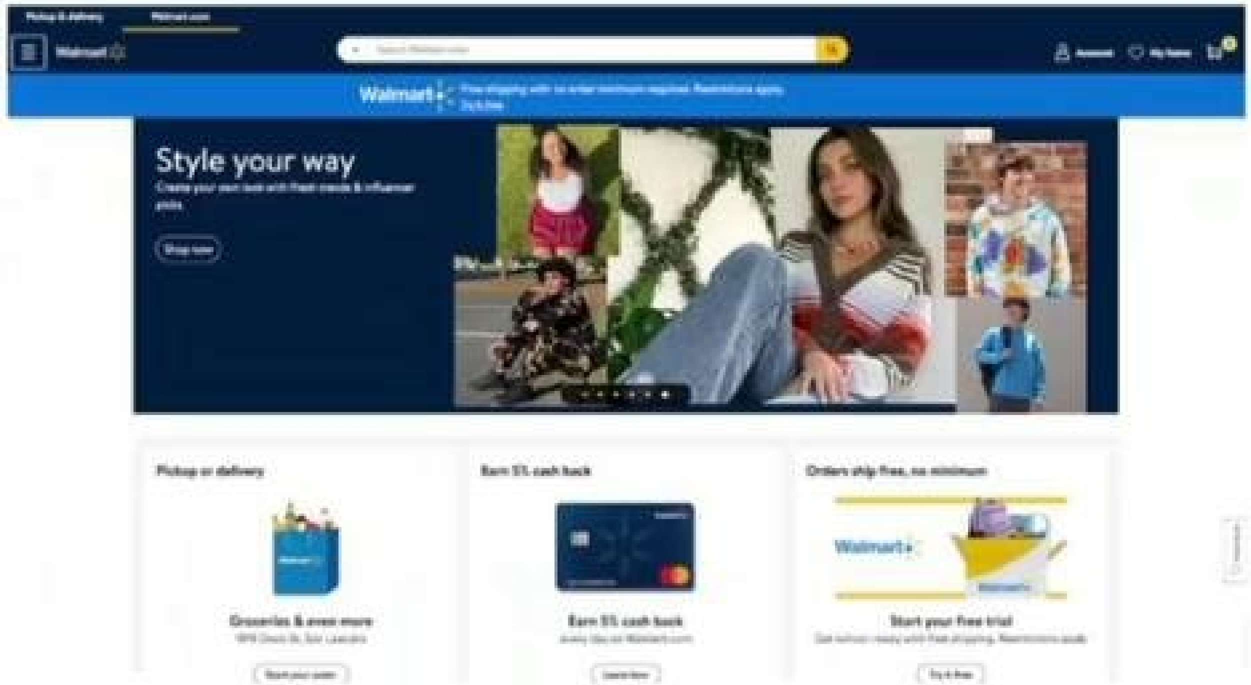
Cupones Amazon Prime

Tarjetas de regalo

Tarjetas de regalo Amazon.com para cumpleaños

Comprar ahora

Más recomendaciones para ti



Style your way

Shop now

Pickup or delivery

Earn 5% cash back

Orders ship free, no minimum

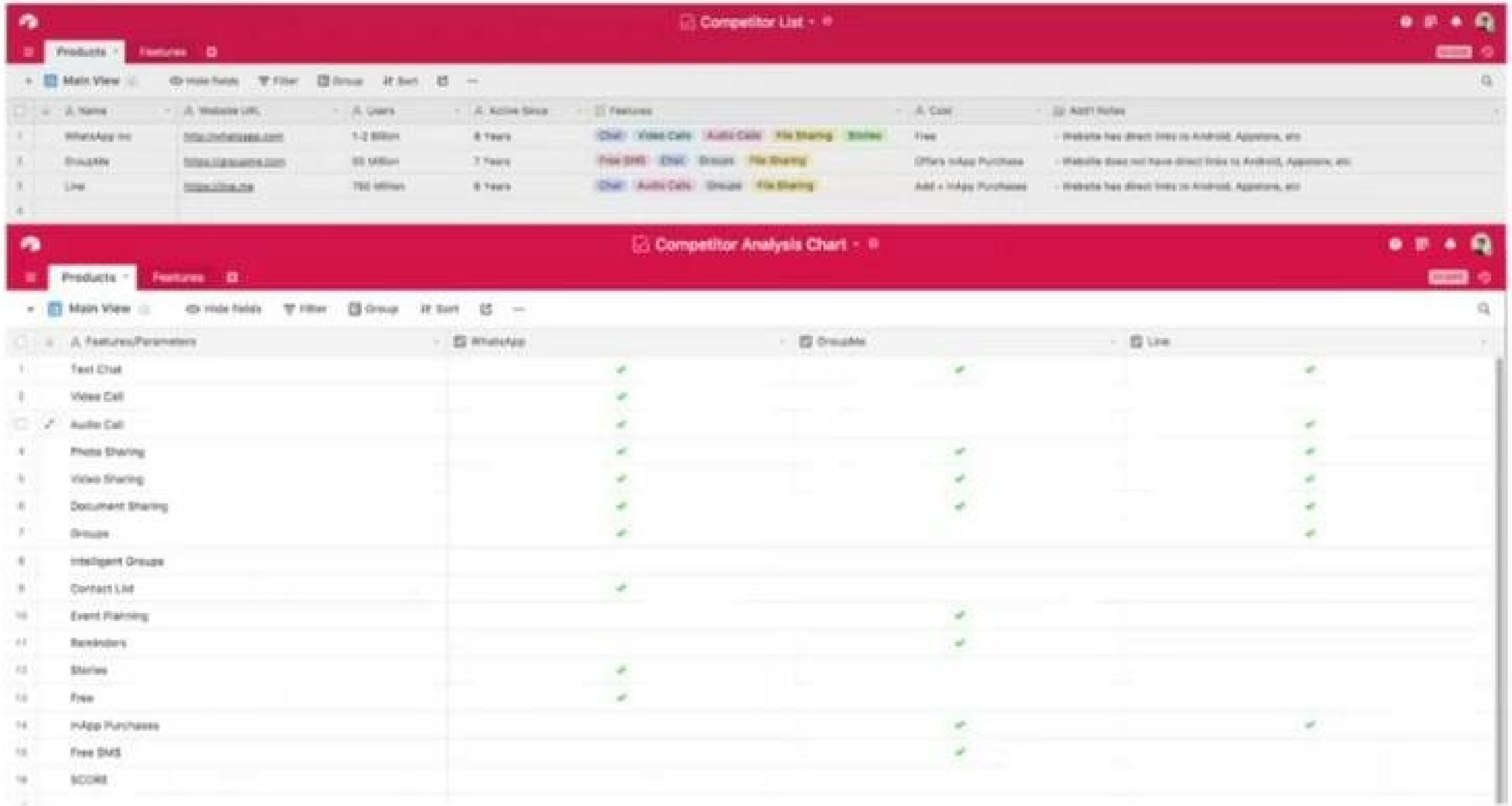
Groceries & even more

Earn 5% cash back

Start your free trial

amazon

Walmart


Competitor List
Products
Features
Main View
Hide fields
Filter
Group
Sort

	Name	Website URL	Users	Active Since	Features	Cost	Add'l Notes
1	WhatsApp Inc	https://whatsapp.com	1-2 Billion	8 Years	Chat Video Calls Audio Calls File Sharing Stories	Free	- Website has direct links to Android, Appstore, etc
2	GroupMe	https://groupme.com	[illegible]	7 Years	Free SMS Chat Groups File Sharing	Offers InApp Purchase	- Website does not have direct links to Android, Appstore, etc
3	Line	https://line.me	[illegible]	8 Years	Chat Audio Calls Groups File Sharing	Add + InApp Purchases	- Website has direct links to Android, Appstore, etc
4							

Competitor Analysis Chart
Products
Features
Main View
Hide fields
Filter
Group
Sort

	Features/Parameters	WhatsApp	GroupMe	Line
1	Text Chat	✓	✓	✓
2	Video Call	✓		
☐ ✓	Audio Call	✓		✓
4	Photo Sharing	✓	✓	✓
5	Video Sharing	✓	✓	✓
6	Document Sharing	✓	✓	✓
7	Groups	✓		✓
8	Intelligent Groups			
9	Contact List	✓		
10	Event Planning		✓	
11	Reminders		✓	
12	Stories	✓		
13	Free	✓		
14	InApp Purchases		✓	✓
15	Free SMS		✓	
16	SCORE			

There is a lot that goes into doing a thorough UX competitor analysis, but at its heart, a competitor analysis consists of two basic phases:

- Knowing how to research properly and understand exactly what information you are looking for.
- Synthesizing that information before acting on your findings.

Features

When you start UX benchmarking, you need to create a baseline—a starting point, something that you will measure against.

It's recommended to pick a top feature (or a set of features) you want to measure and improve in your product.

User Experience (UX) & User Interface (UI)

Teacher Juan Diego Gómez

Course access

01 Website Speed
02 Search Bar
03 Navigation Menu
04 Call To Action
05 Landing Page
06 Above the fold & Below the fold
07 Header & Footer
08 Breadcrumb
09 Lists & Grids
10 Filtering
11 Infinite Scrolling & Pagination
12 Visual Design
13 Responsive Design
14 Web Typography
15 Animation Effects

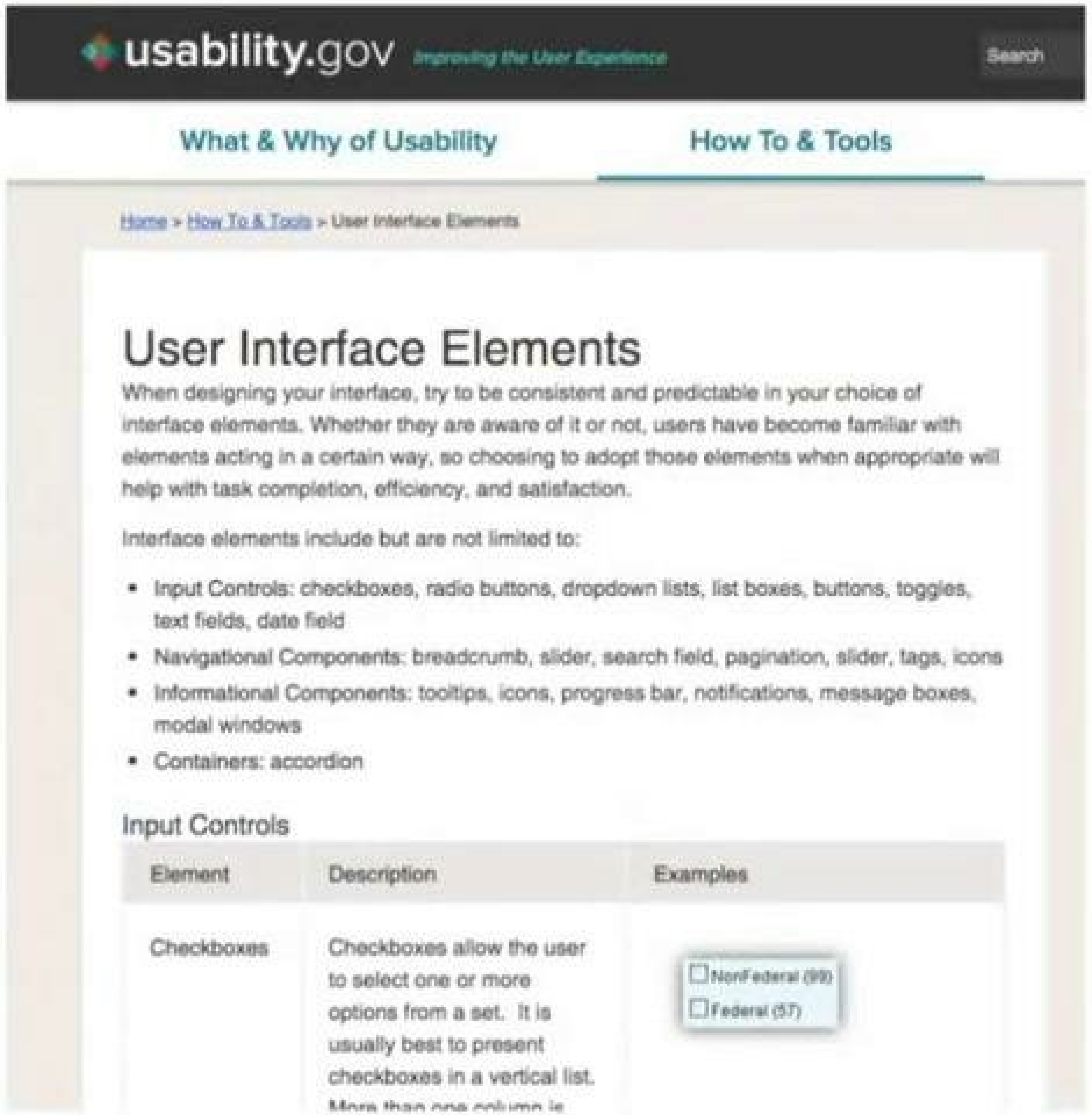
Features

Input Controls: checkboxes, radio buttons, dropdown lists, list boxes, buttons, toggles, text fields, date field

Navigational Components: breadcrumb, slider, search field, pagination, slider, tags, icons

Informational Components: tooltips, icons, progress bar, notifications, message boxes, modal or pop up windows

Containers: accordion


usability.gov
Improving the User Experience
Search
What & Why of Usability
How To & Tools
Home > How To & Tools > User Interface Elements

User Interface Elements

When designing your interface, try to be consistent and predictable in your choice of interface elements. Whether they are aware of it or not, users have become familiar with elements acting in a certain way, so choosing to adopt those elements when appropriate will help with task completion, efficiency, and satisfaction.

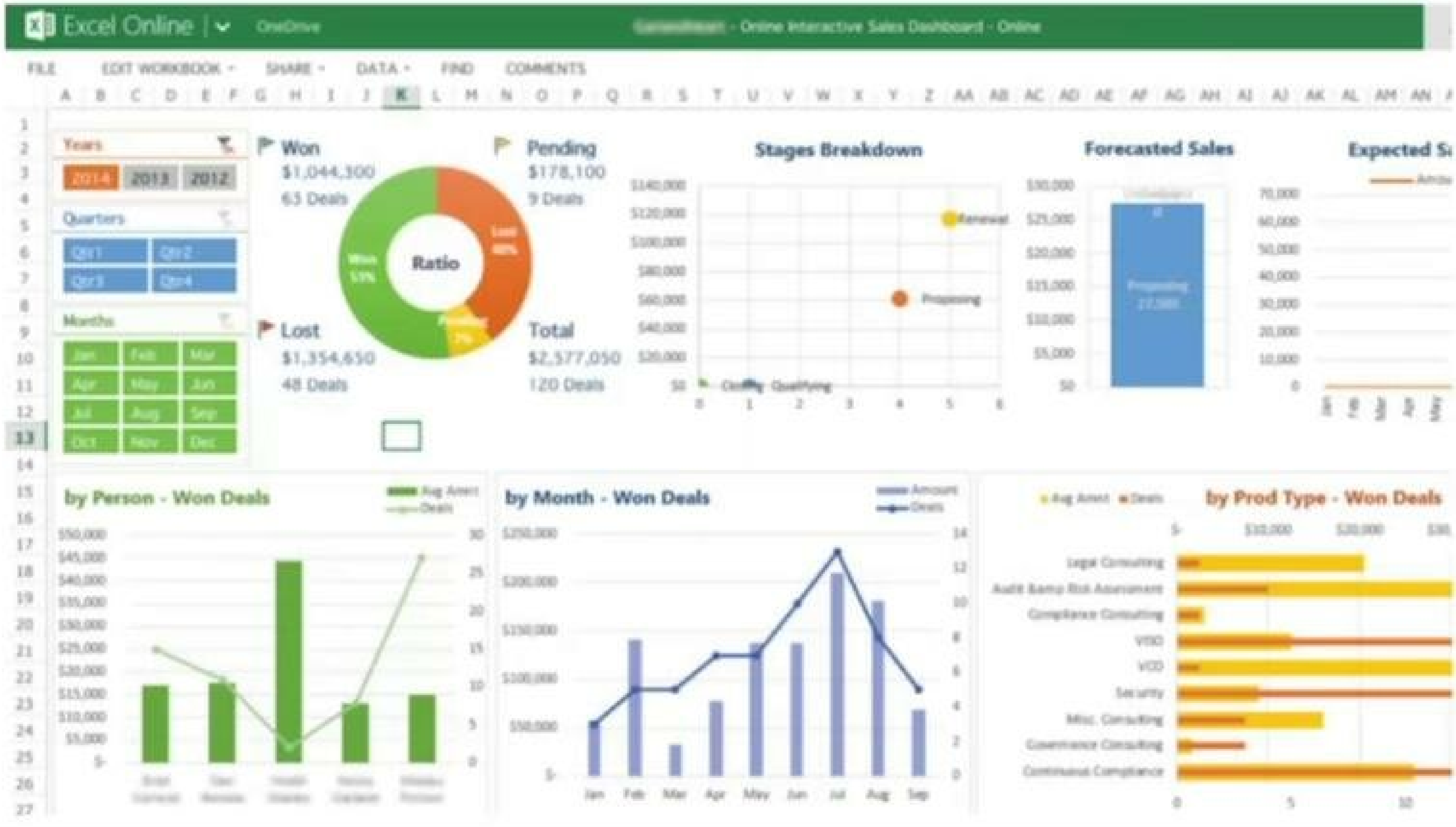
Interface elements include but are not limited to:

- Input Controls: checkboxes, radio buttons, dropdown lists, list boxes, buttons, toggles, text fields, date field
- Navigational Components: breadcrumb, slider, search field, pagination, slider, tags, icons
- Informational Components: tooltips, icons, progress bar, notifications, message boxes, modal windows
- Containers: accordion

Input Controls

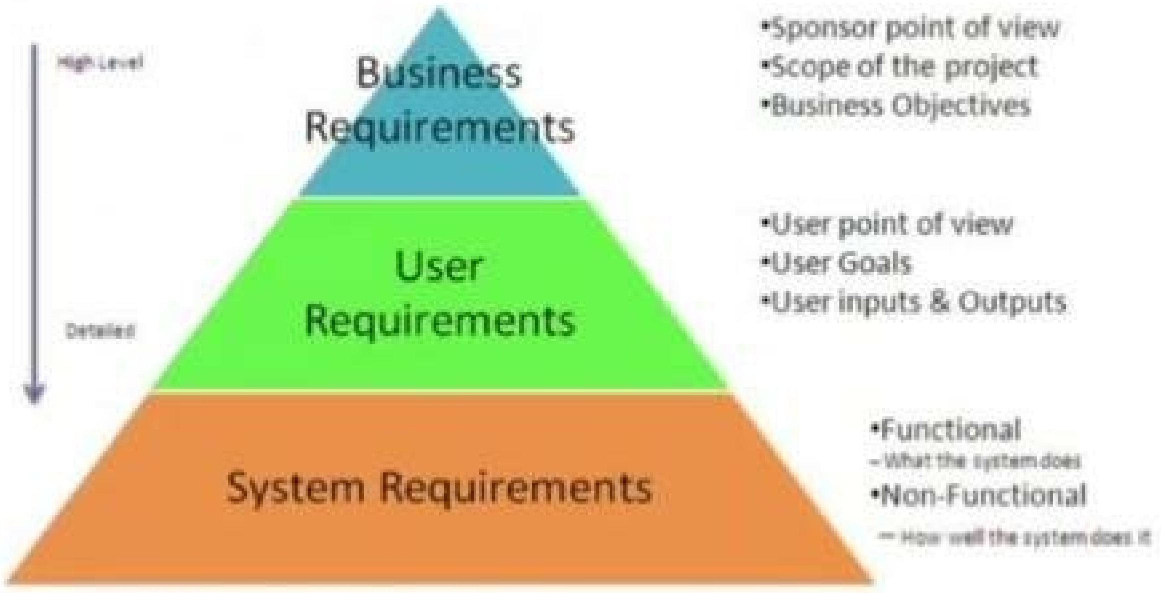
Element	Description	Examples
Checkboxes	Checkboxes allow the user to select one or more options from a set. It is usually best to present checkboxes in a vertical list. More than one column is	☐ NonFederal (99) ☐ Federal (57)

Excel


Excel Online
OneDrive
Online Interactive Sales Dashboard - Online
FILE
EDIT WORKBOOK
SHARE
DATA
FIND
COMMENTS
Years
2014
2013
2012
Quarters
Qtr1
Qtr2
Qtr3
Qtr4
Months
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
Won
$1,044,300
63 Deals
Ratio
Pending
$178,100
9 Deals
Lost
$1,354,650
48 Deals
Total
$2,577,050
120 Deals
Stages Breakdown
Renewal
Proposing
Closing
Qualifying
Forecasted Sales
Proposing
Expected S
by Person - Won Deals
Avg Amnt
Deals
by Month - Won Deals
Amount
Deals
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
by Prod Type - Won Deals
Legal Consulting
Audit &amp Risk Assessment
Compliance Consulting
VISO
VCIO
Security
Misc. Consulting
Governance Consulting
Continuous Compliance

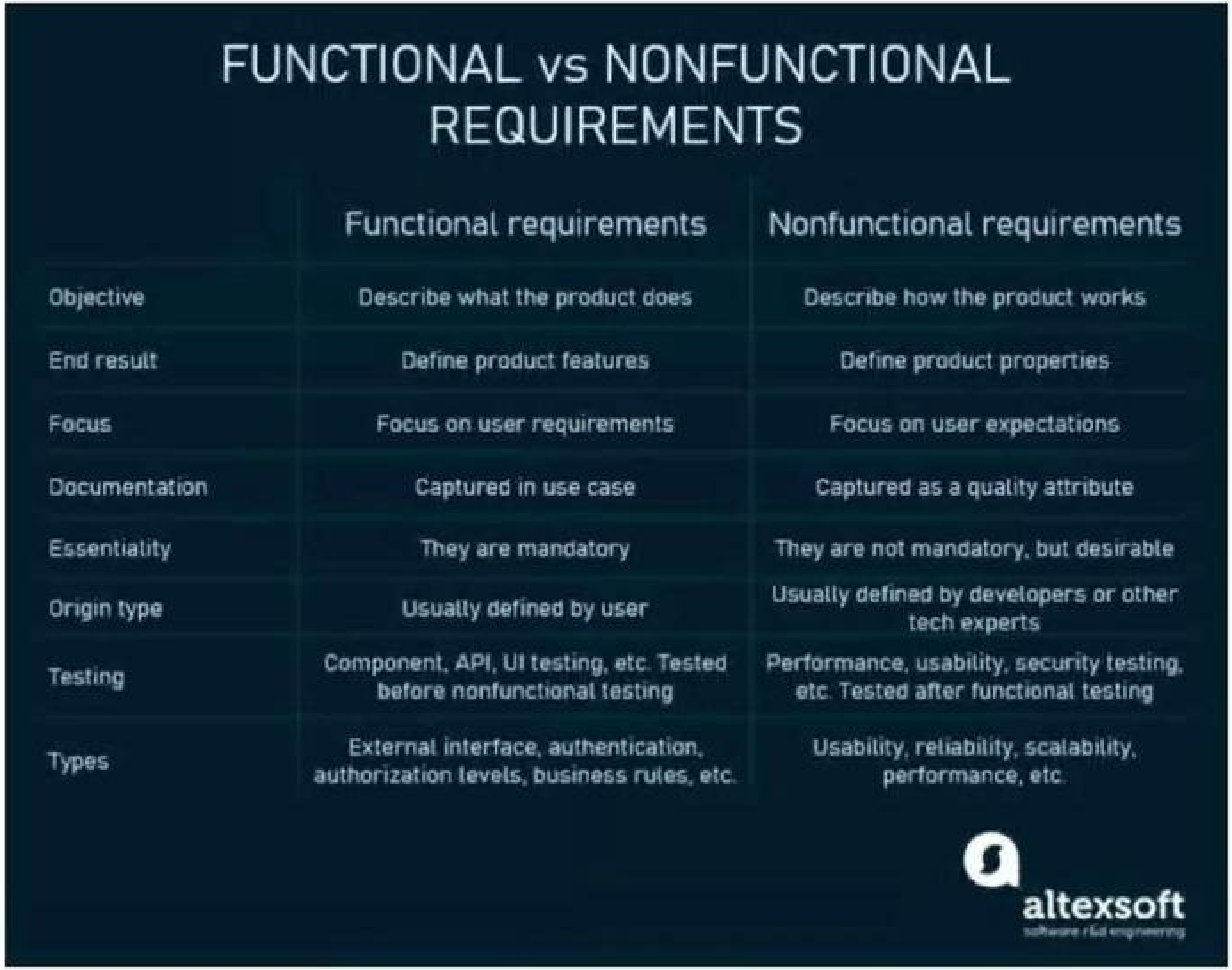
User requirements

A requirement is a statement about an intended product that specifies what it should do or how to do it. For requirements to be effectively implemented and measured, they must be specific, unambiguous and clear. For example, a requirement may be that a specific button must enable printing of the contents of the current screen.


High Level
Detailed
Business Requirements
User Requirements
System Requirements
•Sponsor point of view
•Scope of the project
•Business Objectives
•User point of view
•User Goals
•User inputs & Outputs
•Functional
– What the system does
•Non-Functional
– How well the system does it

“Rule of thumb for UX:
More options, more problems.”

Scott Belsky, Chief Product Officer



FUNCTIONAL vs NONFUNCTIONAL REQUIREMENTS

	Functional requirements	Nonfunctional requirements
Objective	Describe what the product does	Describe how the product works
End result	Define product features	Define product properties
Focus	Focus on user requirements	Focus on user expectations
Documentation	Captured in use case	Captured as a quality attribute
Essentiality	They are mandatory	They are not mandatory, but desirable
Origin type	Usually defined by user	Usually defined by developers or other tech experts
Testing	Component, API, UI testing, etc. Tested before nonfunctional testing	Performance, usability, security testing, etc. Tested after functional testing
Types	External interface, authentication, authorization levels, business rules, etc.	Usability, reliability, scalability, performance, etc.

altexsoft
software r&d engineering

IMPORTANCE OF DEFINING
FUNCTIONAL & NON-FUNCTIONAL
REQUIREMENTS
Functional Requirements
Non-Functional Requirements

Functional Requirements

In a nut shell, functional requirements describe what the software / website should do (the functions). Think about the core operations.

Because the "functions" are established before development, functional requirements should be written in the future tense. In developing the web application for the auto car shop, some of the functional requirements could include:

The web application shall accept customer orders
The web application shall be able to cash a sale
The web application shall produce a receipt detailing a customers' purchase information and include name of customer, items purchased, cost of each item and total cost
The web application shall be able to produce weekly, monthly and yearly reports about sales

IMPORTANCE OF DEFINING
FUNCTIONAL & NON-FUNCTIONAL
REQUIREMENTS
Functional Requirements
Non-Functional Requirements

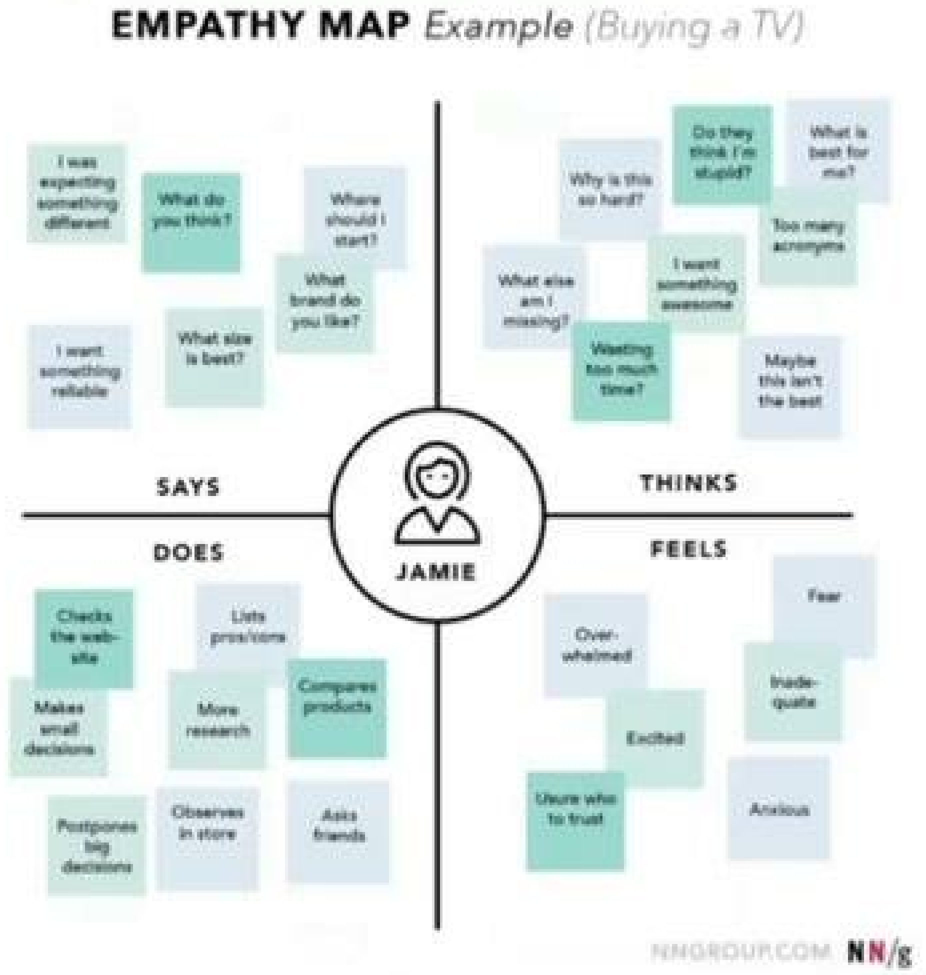
Non-Functional Requirements

Non-functional requirements are not concerned with the functions of the system. Instead, they look at the criteria to which the software or website is expected to conform to. Non-functional requirements can include things like response time and reliability. It can also be closely tied to user satisfaction, and some non-functional requirements for the auto shop application could include:

The web application shall be easy to use by all employees including sales representatives and managers
The web application shall be available in several languages
The web application shall allow several sales to be made at the same time without downgrading performance

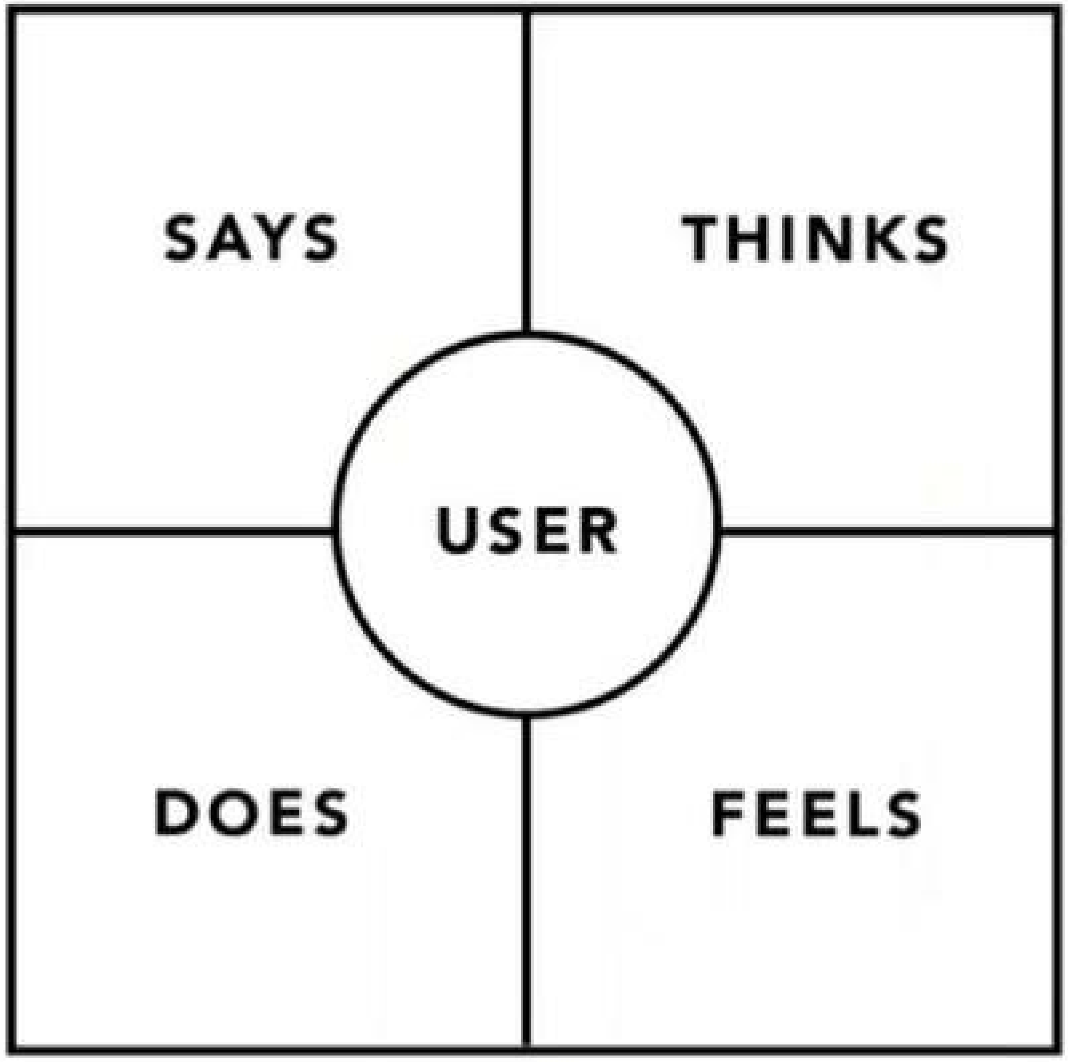
Empathy Map

An empathy map is a collaborative visualization used to articulate what we know about a particular type of user. It externalizes knowledge about users in order to 1) create a shared understanding of user needs, and 2) aid in decision making.


EMPATHY MAP Example (Buying a TV)
I was expecting something different
What do you think?
Where should I start?
What brand do you like?
I want something reliable
What size is best?
Why is this so hard?
Do they think I'm stupid?
What is best for me?
Too many acronyms
What else am I missing?
I want something awesome
Wasting too much time?
Maybe this isn't the best
SAYS
THINKS
JAMIE
DOES
FEELS
Checks the web-site
Lists pros/cons
Makes small decisions
More research
Compares products
Postpones big decisions
Observes in store
Asks friends
Fear
Over-whelmed
Inade-quate
Excited
Unsure who to trust
Anxious
NNGROUP.COM
NN/g

Traditional empathy maps are split into 4 quadrants (*Says*, *Thinks*, *Does*, and *Feels*), with the user or persona in the middle. Empathy maps provide a glance into who a user is as a whole and are **not** chronological or sequential.

EMPATHY MAP



SAYS

THINKS

USER

DOES

FEELS

NNGROUP.COM NN/g

Think and feel. What matters to the user? What occupies her thinking? What worries and aspirations does she have?

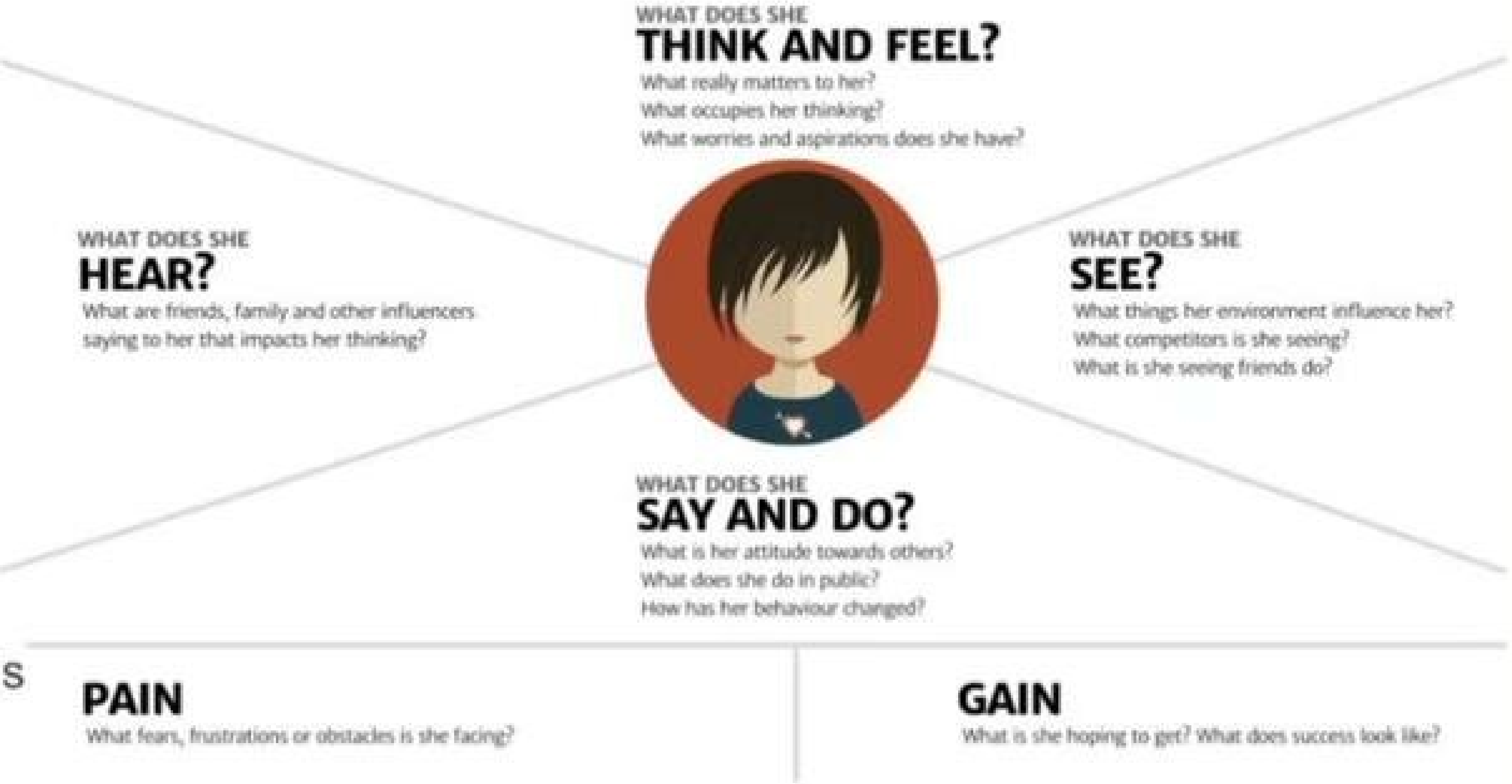
Hear. What are friends, family and other influencers saying to her that impacts her thinking?

See. What things in her environment influence her? What competitors is she seeing? What is she seeing friends do?

Say and do. What is her attitude towards others? What does she do in public? How has her behaviour changed?

Pain. What fears, frustrations or obstacles is she facing?

Gain. What is she hoping to get? What does success look like?



WHAT DOES SHE
THINK AND FEEL?
What really matters to her?
What occupies her thinking?
What worries and aspirations does she have?

WHAT DOES SHE
HEAR?
What are friends, family and other influencers saying to her that impacts her thinking?

WHAT DOES SHE
SEE?
What things her environment influence her?
What competitors is she seeing?
What is she seeing friends do?

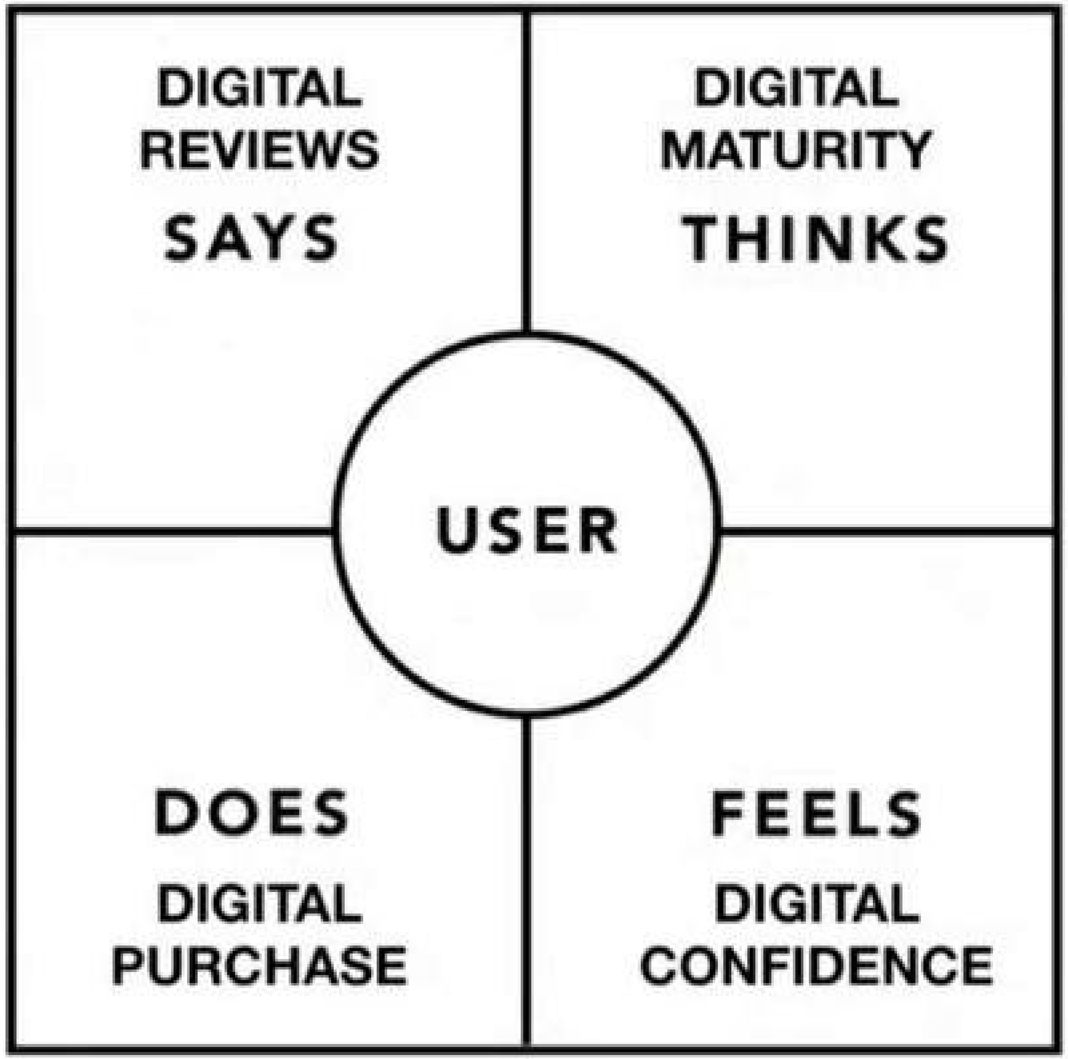
WHAT DOES SHE
SAY AND DO?
What is her attitude towards others?
What does she do in public?
How has her behaviour changed?

PAIN
What fears, frustrations or obstacles is she facing?

GAIN
What is she hoping to get? What does success look like?

Empathy maps should be used throughout any **Digital** UX process to establish common ground among team members and to understand and prioritize digital user needs. In user-centered design, empathy maps are best used from the very **beginning of the WEBSITE design process**

DIGITAL
EMPATHY MAP



DIGITAL REVIEWS
SAYS

DIGITAL MATURITY
THINKS

USER

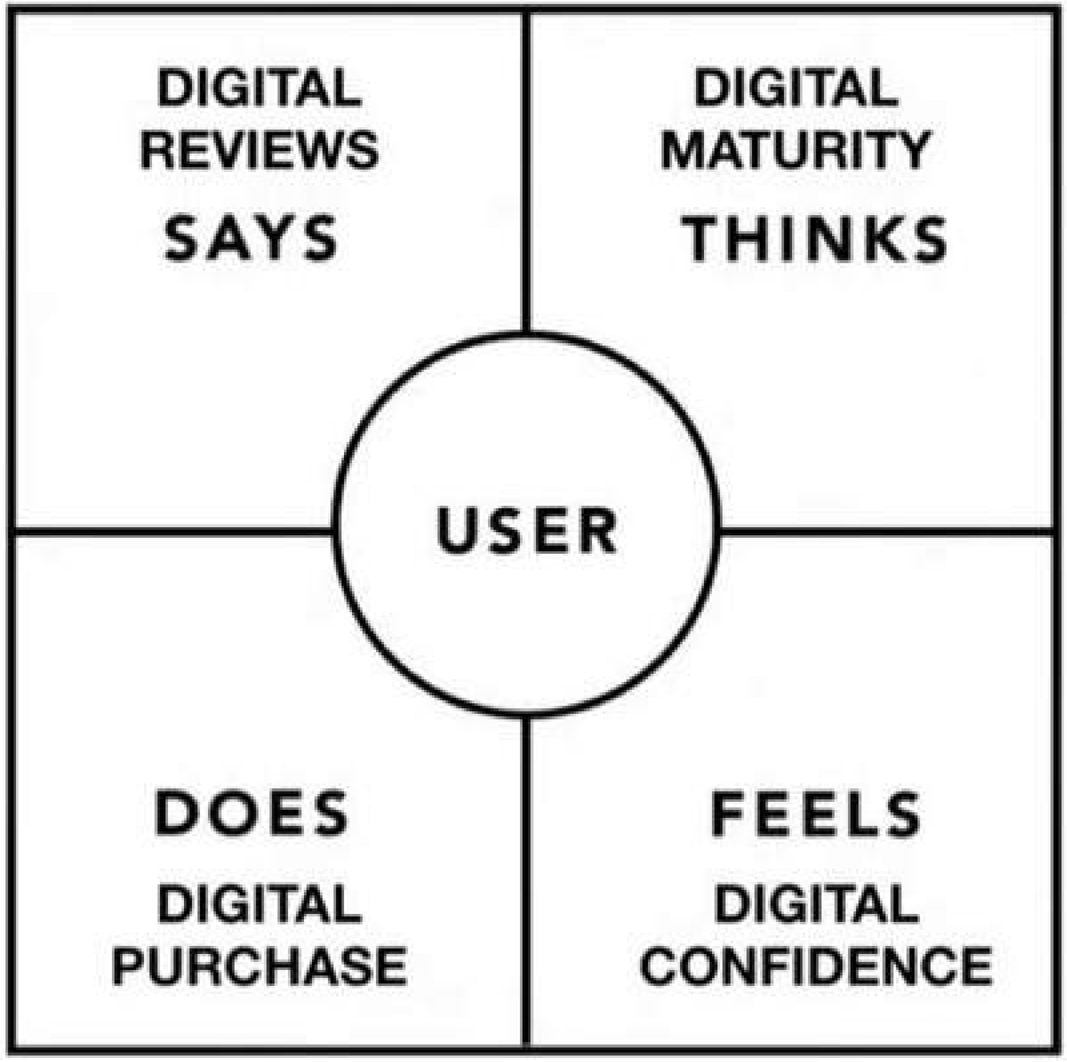
DOES
DIGITAL PURCHASE

FEELS
DIGITAL CONFIDENCE

NNGROUP.COM NN/g

DIGITAL
EMPATHY MAP

Brand & Products reviews
Social media opinions
Online Complaints
Online Recommendations
Etc.



DIGITAL REVIEWS
SAYS

DIGITAL MATURITY
THINKS

USER

DOES
DIGITAL PURCHASE

FEELS
DIGITAL CONFIDENCE

Tech Devices
Digital Expertise
Digital Environment
Etc.

Average digital ticket
Kind of Online Products Purchased
Online Purchase Frequency
Etc.

eCommerce trust
Online purchase satisfaction
Online purchase recommendation
Digital Payments
Etc.

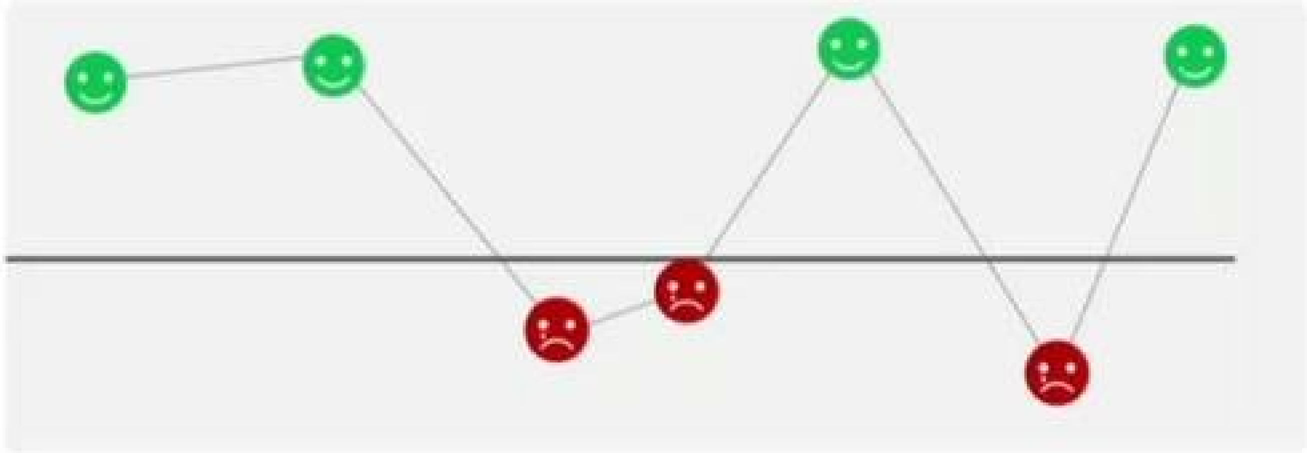
NNGROUP.COM NN/g

User journey

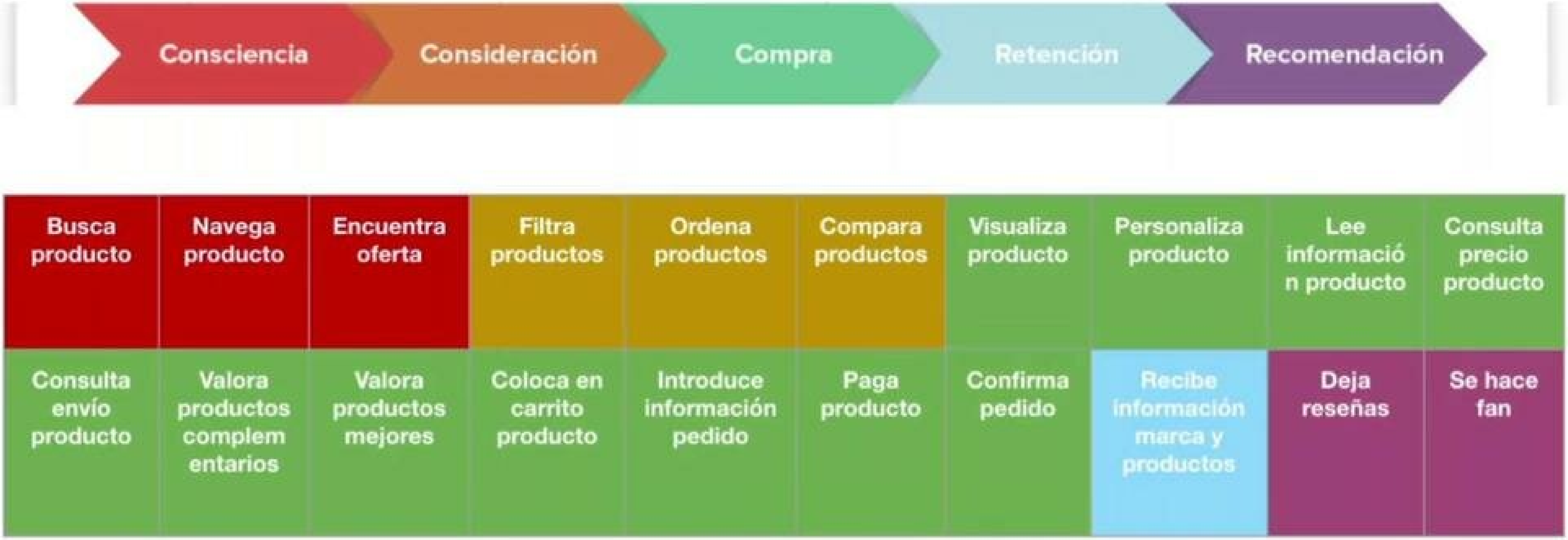
A user journey is a path a user may take to reach their goal when using a particular website. User journeys are used in designing websites to identify the different ways to enable the user to achieve their goal as quickly and easily as possible.

Consciencia → **Consideración** → **Compra** → **Retención** → **Recomendación**

A graph is drawn in which the X-axis shows the phases the customer goes through over time and the Y-axis defines how the customer feels the experiences, from the most negative, in red, to the most positive, in green.



There is no one model that can be applied to all companies, as each product or service demands a different life cycle for the customer.

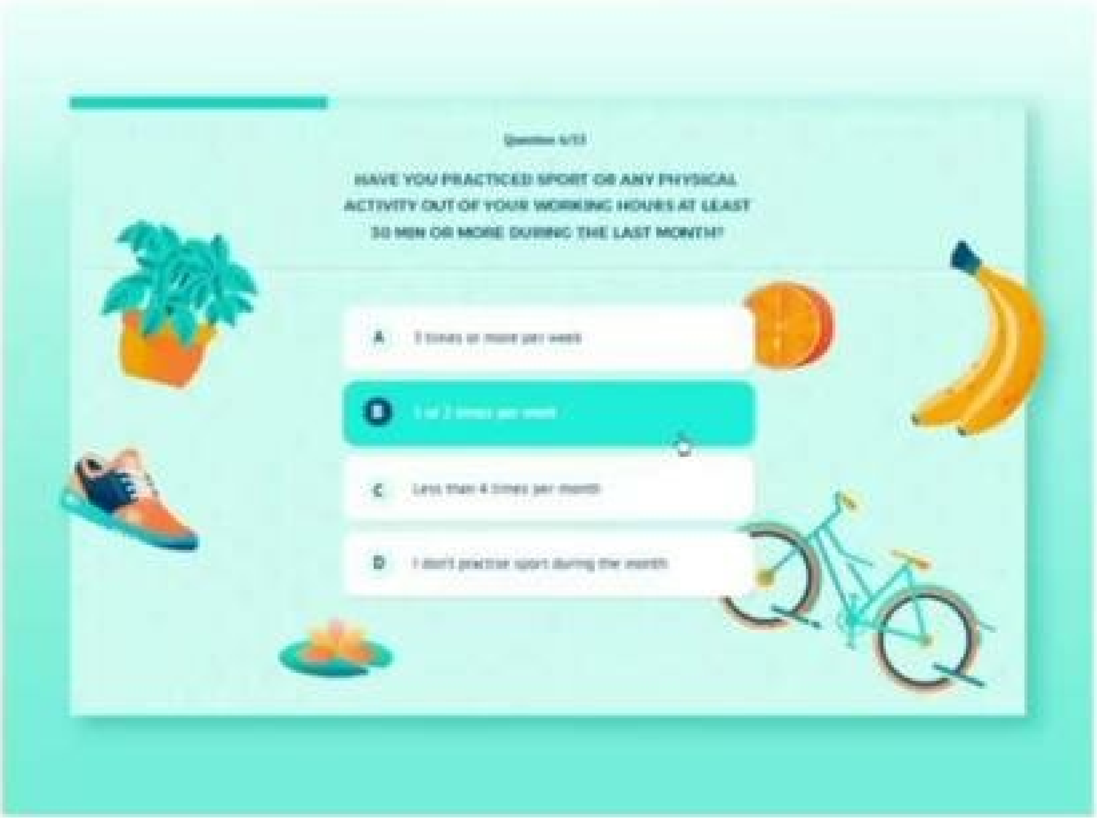


Consciencia → Consideración → Compra → Retención → Recomendación

Busca producto	Navega producto	Encuentra oferta	Filtra productos	Ordena productos	Compara productos	Visualiza producto	Personaliza producto	Lee informació n producto	Consulta precio producto
Consulta envío producto	Valora productos complem entarios	Valora productos mejores	Coloca en carrito producto	Introduce información pedido	Paga producto	Confirma pedido	Recibe información marca y productos	Deja reseñas	Se hace fan

Surveys

User surveys and questionnaires are also an effective way to gather important data. They give the opportunity to ask very specific questions about what people are looking for or to get feedback about a particular design and whether or not it's delivering what they want.



HAVE YOU PRACTICED SPORT OR ANY PHYSICAL ACTIVITY OUT OF YOUR WORKING HOURS AT LEAST 30 MIN OR MORE DURING THE LAST MONTH?

A 3 times or more per week

B 1 or 2 times per week

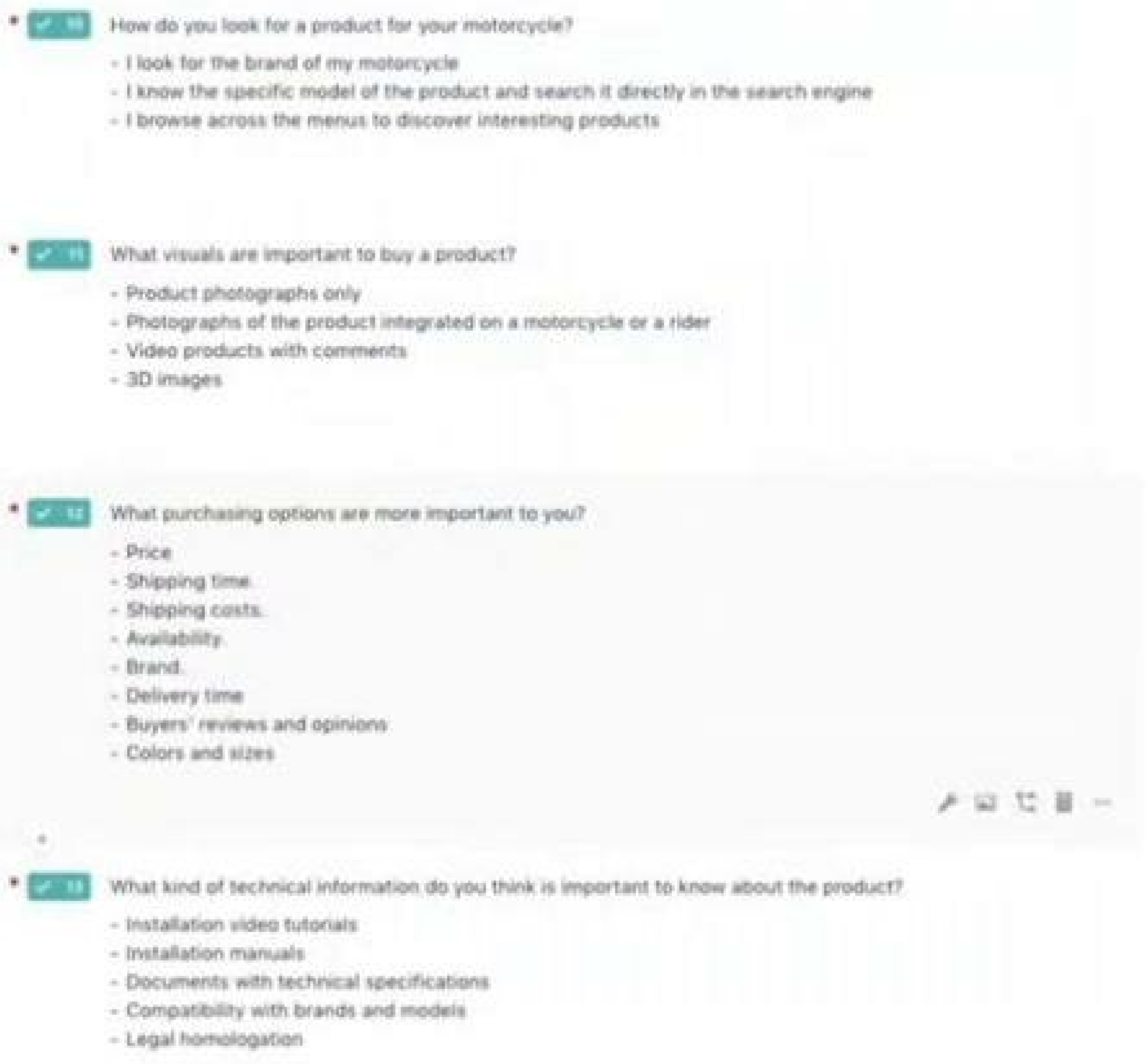
C Less than 4 times per month

D I don't practise sport during the month

Header & menu.
Navigation bar
Search bar
Images.
Videos.
Website content.
Configurator.
Footer.
Filters.
Sorting.
Layout.
Social Media integrations
Logo.
CTA.
Blog.
Forms.
Etc.

Shopping cart
Log In/Sign Up
Deals
New collection
Blog
Wish list
Language/ currency change
Popular product
Popular seller
Testimonials
Subscription
Terms and conditions
FAQs
About Us
Contact us
Chat option
Etc.

Typeform



How do you look for a product for your motorcycle?
- I look for the brand of my motorcycle
- I know the specific model of the product and search it directly in the search engine
- I browse across the menus to discover interesting products

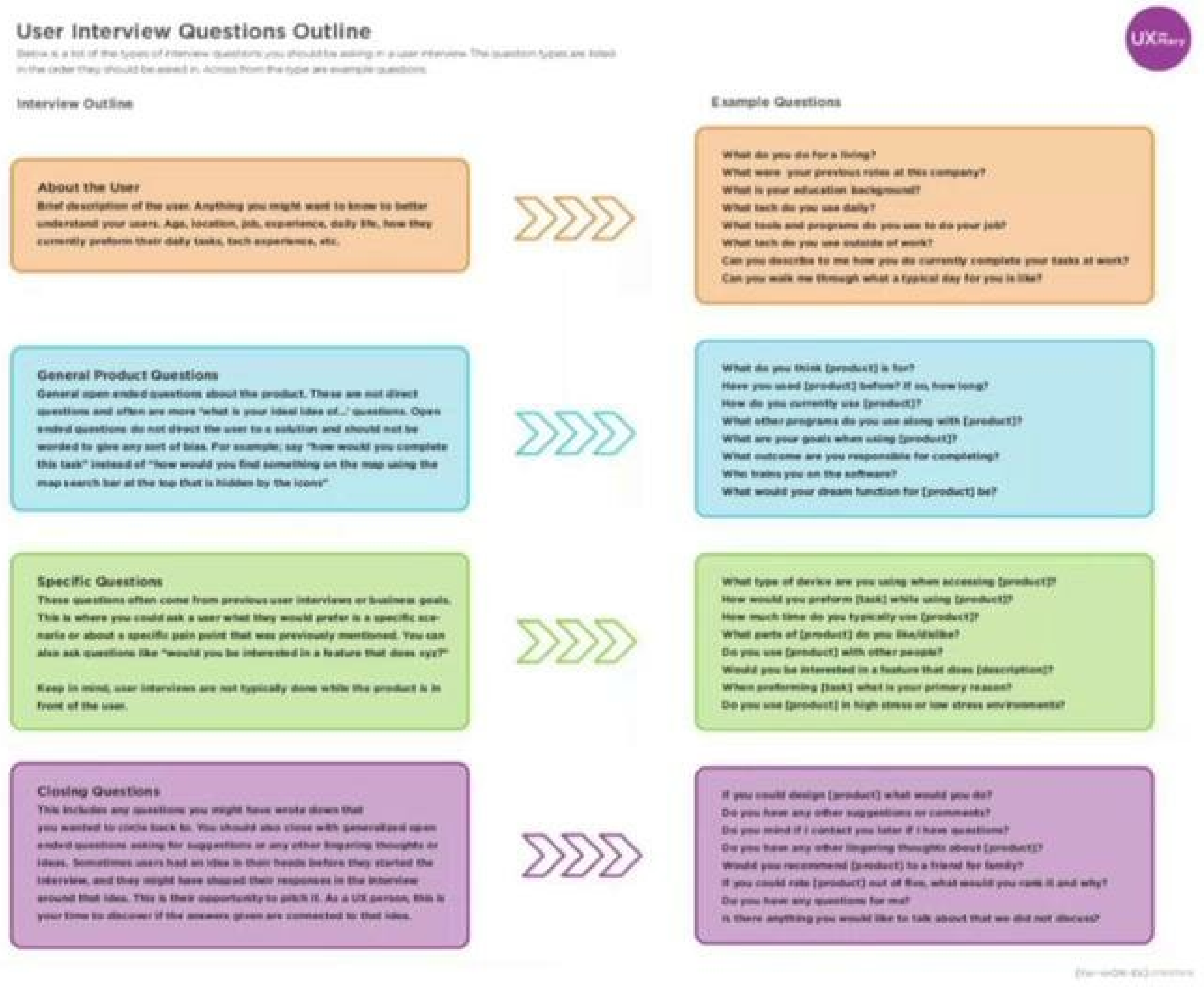
What visuals are important to buy a product?
- Product photographs only
- Photographs of the product integrated on a motorcycle or a rider
- Video products with comments
- 3D images

What purchasing options are more important to you?
- Price
- Shipping time.
- Shipping costs.
- Availability.
- Brand.
- Delivery time
- Buyers' reviews and opinions
- Colors and sizes

What kind of technical information do you think is important to know about the product?
- Installation video tutorials
- Installation manuals
- Documents with technical specifications
- Compatibility with brands and models
- Legal homologation

Interviews

User interviews let others expose things you may have missed from having looked at and worked on the same project for weeks or months. Maybe navigation isn't as easy as you thought, or people are missing out on the CTAs.



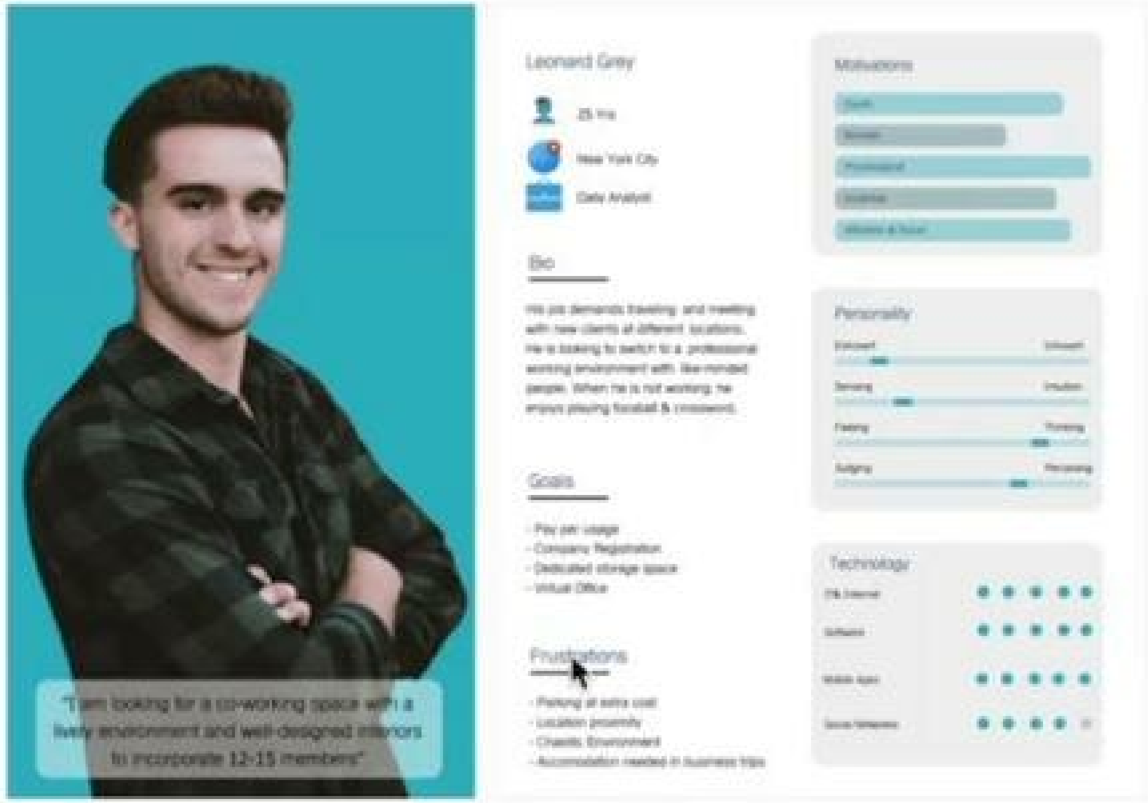
User Interview Questions Outline

Below is a list of the types of interview questions you should be asking in a user interview. The question types are listed in the order they should be asked in. Across from the type are example questions.

Interview Outline	Example Questions
About the User Brief description of the user. Anything you might want to know to better understand your users. Age, location, job, experience, daily life, how they currently preform their daily tasks, tech experience, etc.	What do you do for a living? What were your previous roles at this company? What is your education background? What tech do you use daily? What tools and programs do you use to do your job? What tech do you use outside of work? Can you describe to me how you do currently complete your tasks at work? Can you walk me through what a typical day for you is like?
General Product Questions General open ended questions about the product. These are not direct questions and often are more 'what is your ideal idea of...' questions. Open ended questions do not direct the user to a solution and should not be worded to give any sort of bias. For example; say "how would you complete this task" instead of "how would you find something on the map using the map search bar at the top that is hidden by the icons"	What do you think [product] is for? Have you used [product] before? If so, how long? How do you currently use [product]? What other programs do you use along with [product]? What are your goals when using [product]? What outcome are you responsible for completing? Who trains you on the software? What would your dream function for [product] be?
Specific Questions These questions often come from previous user interviews or business goals. This is where you could ask a user what they would prefer is a specific scenario or about a specific pain point that was previously mentioned. You can also ask questions like "would you be interested in a feature that does xyz?" Keep in mind, user interviews are not typically done while the product is in front of the user.	What type of device are you using when accessing [product]? How would you preform [task] while using [product]? How much time do you typically use [product]? What parts of [product] do you like/dislike? Do you use [product] with other people? Would you be interested in a feature that does [description]? When preforming [task] what is your primary reason? Do you use [product] in high stress or low stress environments?
Closing Questions This includes any questions you might have wrote down that you wanted to circle back to. You should also close with generalized open ended questions asking for suggestions or any other lingering thoughts or ideas. Sometimes users had an idea in their heads before they started the interview, and they might have shaped their responses in the interview around that idea. This is their opportunity to pitch it. As a UX person, this is your time to discover if the answers given are connected to that idea.	If you could design [product] what would you do? Do you have any other suggestions or comments? Do you mind if I contact you later if I have questions? Do you have any other lingering thoughts about [product]? Would you recommend [product] to a friend for family? If you could rate [product] out of five, what would you rate it and why? Do you have any questions for me? Is there anything you would like to talk about that we did not discuss?

User personas

User personas are archetypical users whose goals and characteristics represent the needs of a larger group of users. Usually, a persona is presented in a one or two-page document (like the one you can see in the example below). Such 1–2-page descriptions include behavior patterns, goals, skills, attitudes, and background information, as well as the environment in which a persona operates.



"I am looking for a co-working space with a lively environment and well-designed interiors to incorporate 12-15 members"

Leonard Grey

25 Yrs

New York City

Data Analyst

Bio

His job demands traveling and meeting with new clients at different locations. He is looking to switch to a professional working environment with like-minded people. When he is not working he enjoys playing foosball & crossword.

Goals

- Pay per usage
- Company Registration
- Dedicated storage space
- Virtual Office

Frustrations

- Parking at extra cost
- Location proximity
- Chaotic Environment
- Accomodation needed in business trips

Motivations

Personality

Extrovert — Introvert

Sensing — Intuition

Feeling — Thinking

Judging — Perceiving

Technology

Software

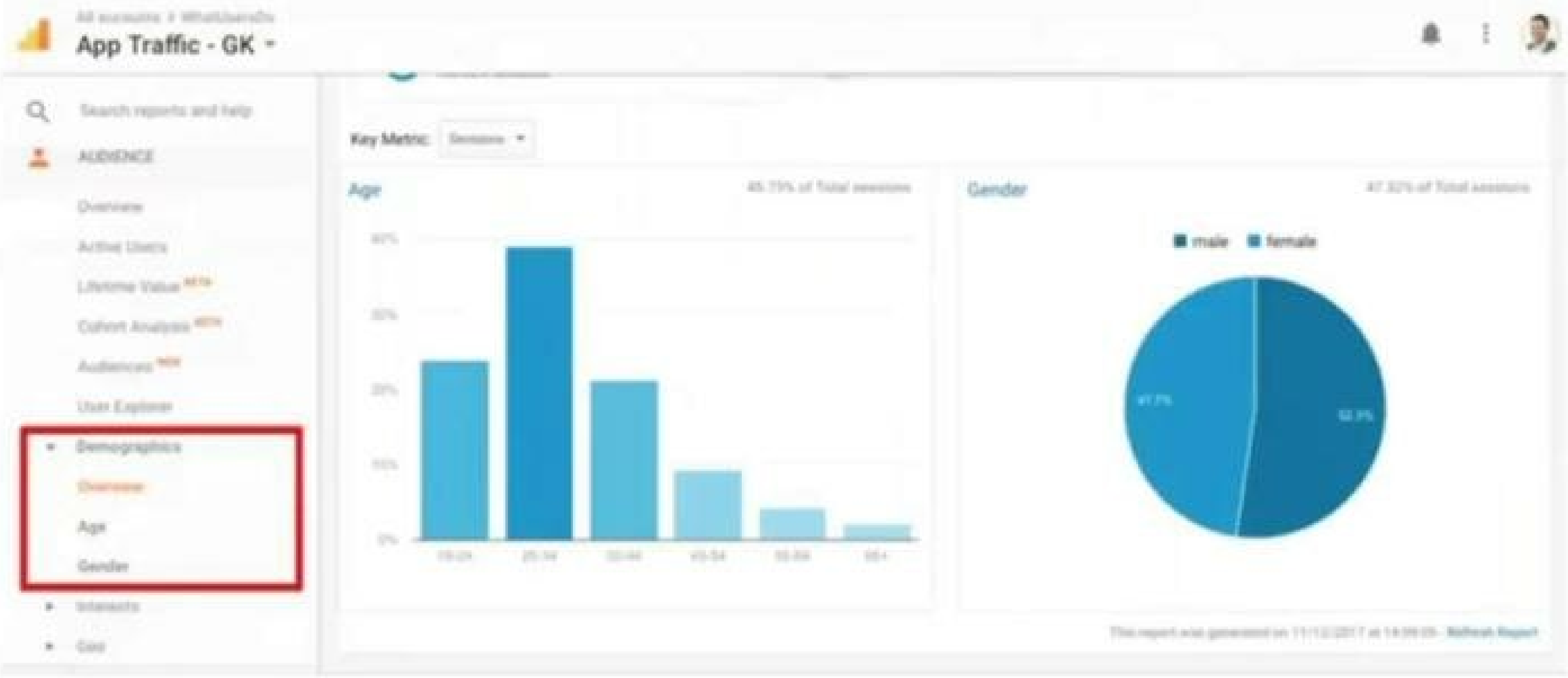
Mobile Apps

Social Networks

How to create personas using Google Analytics

Age and Gender

Here is an example of the analytics from our own platform. You can see the breakdown of ages by clicking Audience>Demographics>Overview

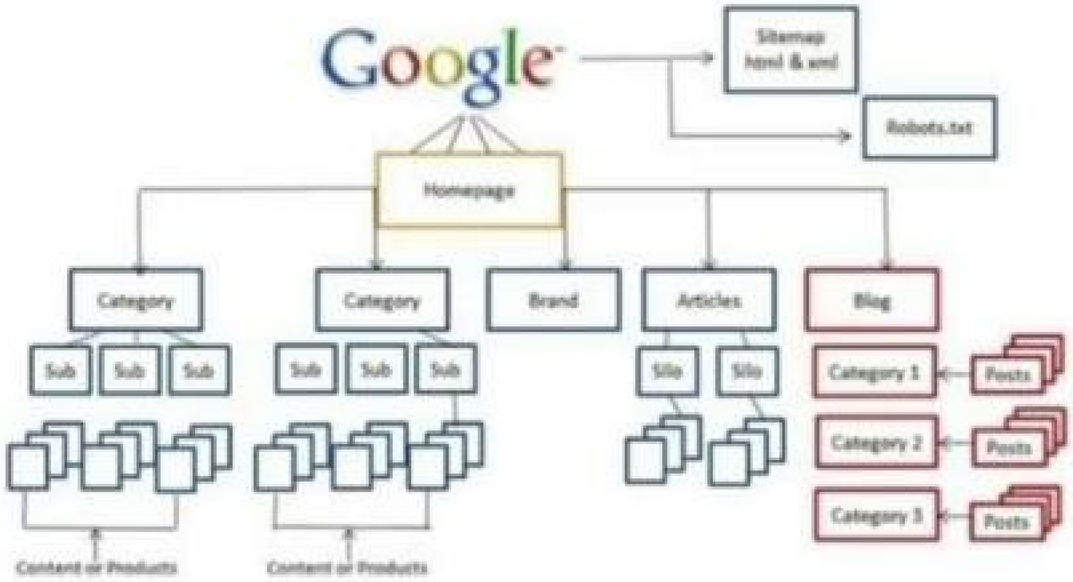

App Traffic - GK
Search reports and help
AUDIENCE
Overview
Active Users
Lifetime Value
Cohort Analysis
Audiences
User Explorer
Demographics
Overview
Age
Gender
Interests
Geo
Key Metric:
Age
Gender
male
female

- **PHASES OF AN UX / UI PROJECT**
- Research or investigation
- **Organization and structure**
- High level sketches and prototypes
- Trials and tests
- Application in design

ORGANIZATION AND STRUCTURE

Card sorting

Card sorting is a method used to help design or evaluate the information architecture of a site. In a card sorting session, participants organize topics into categories that make sense to them and they may also help you label these groups.


Google
Sitemap html & xml
Robots.txt
Homepage
Category
Category
Brand
Articles
Blog
Sub
Sub
Sub
Sub
Sub
Sub
Silo
Silo
Category 1
Category 2
Category 3
Posts
Posts
Posts
Content or Products
Content or Products

Choose a set of topics. The set should include 40–80 items that represent the main content on the site.

User organizes topics into groups. User names the groups.

Debrief the user.

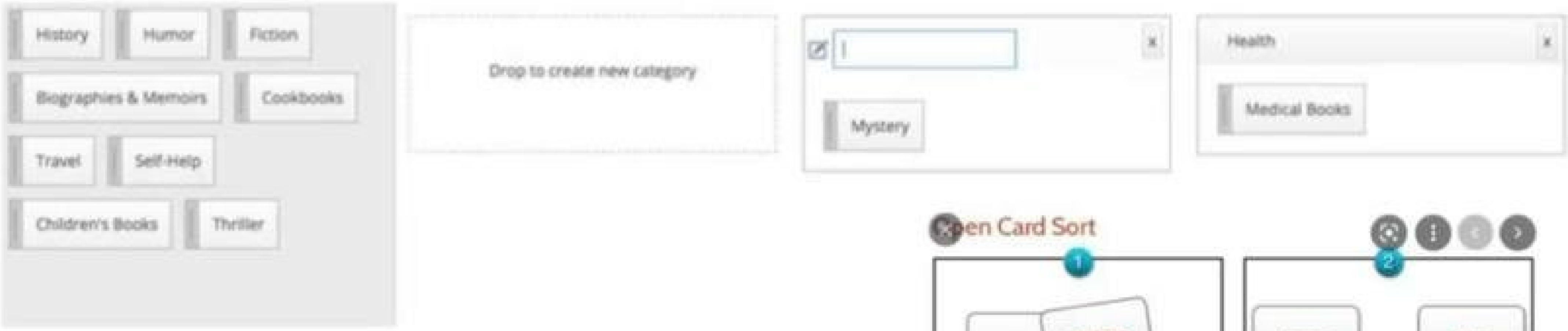
If needed, ask the user for more-practical group sizes.

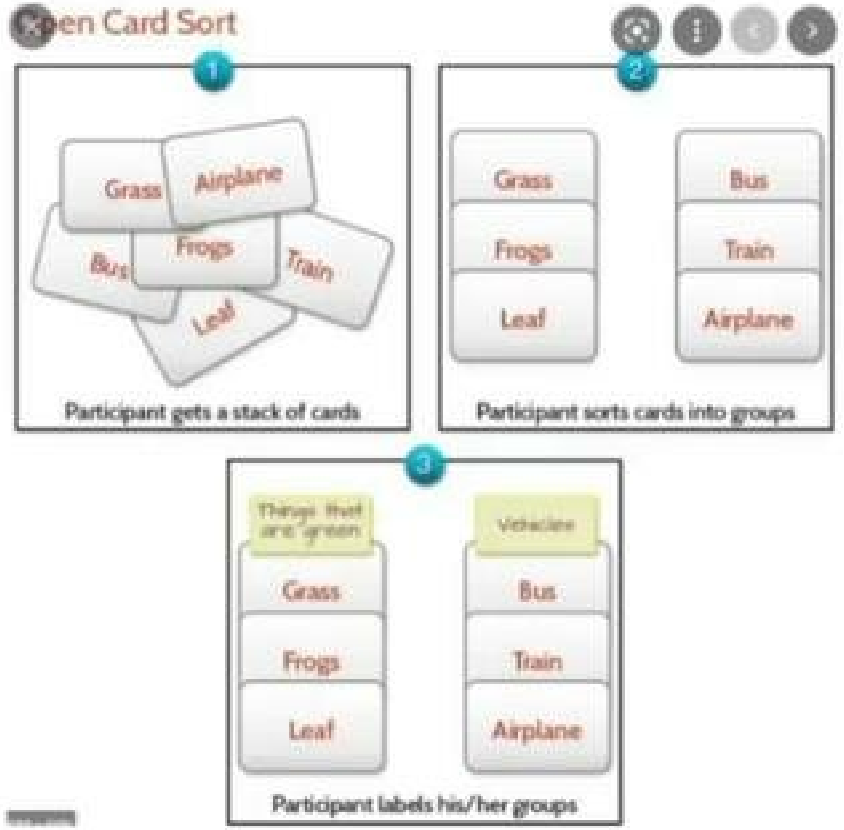
Repeat with 15–20 users.

Analyze the data.

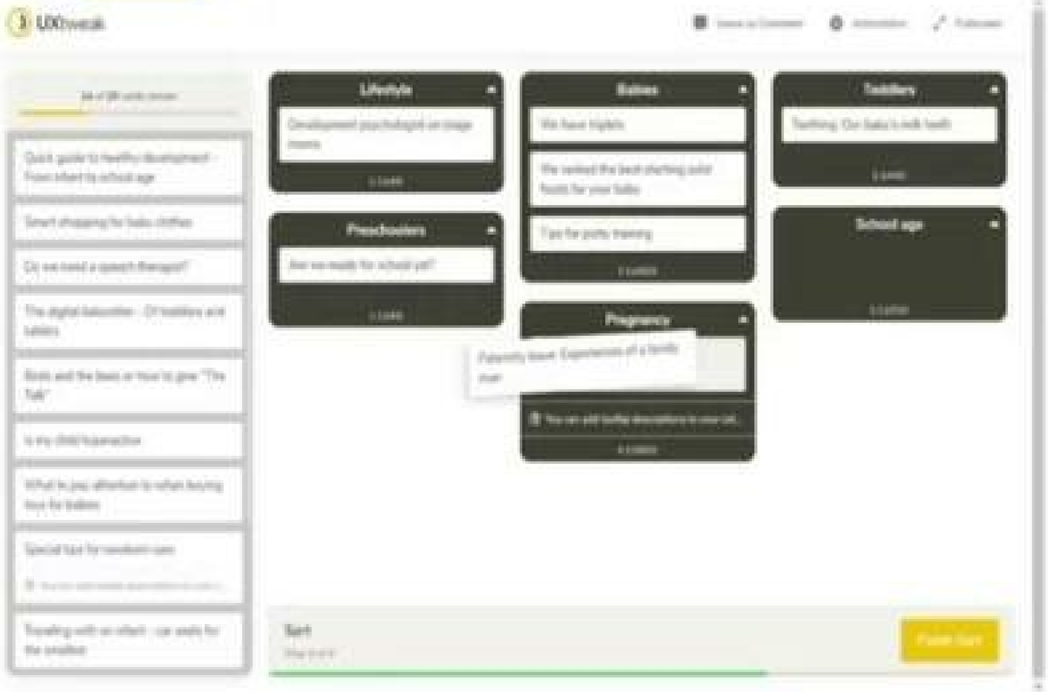
Already a member
Setting up

Open card sort: Test participants are asked to create the categories themselves and fit the provided items into them.

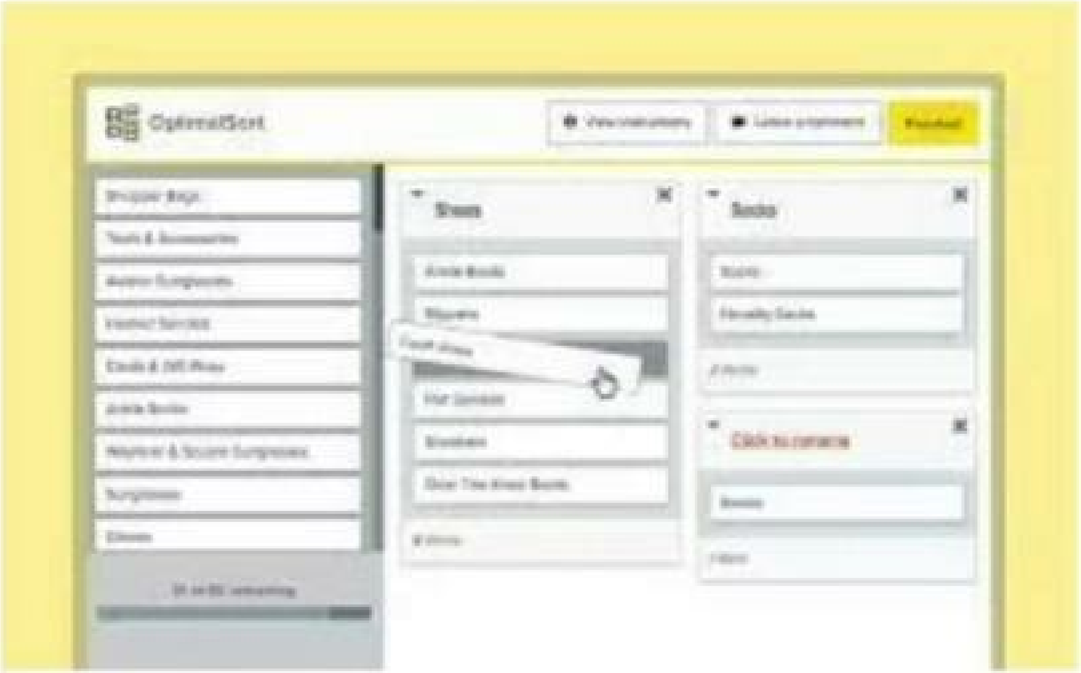

History
Humor
Fiction
Biographies & Memoirs
Cookbooks
Travel
Self-Help
Children's Books
Thriller
Drop to create new category
Mystery
Health
Medical Books


Open Card Sort
1
Grass
Airplane
Bus
Frogs
Train
Leaf
Participant gets a stack of cards
2
Grass
Frogs
Leaf
Bus
Train
Airplane
Participant sorts cards into groups
3
Things that are green
Grass
Frogs
Leaf
Vehicles
Bus
Train
Airplane
Participant labels his/her groups

UXtweak

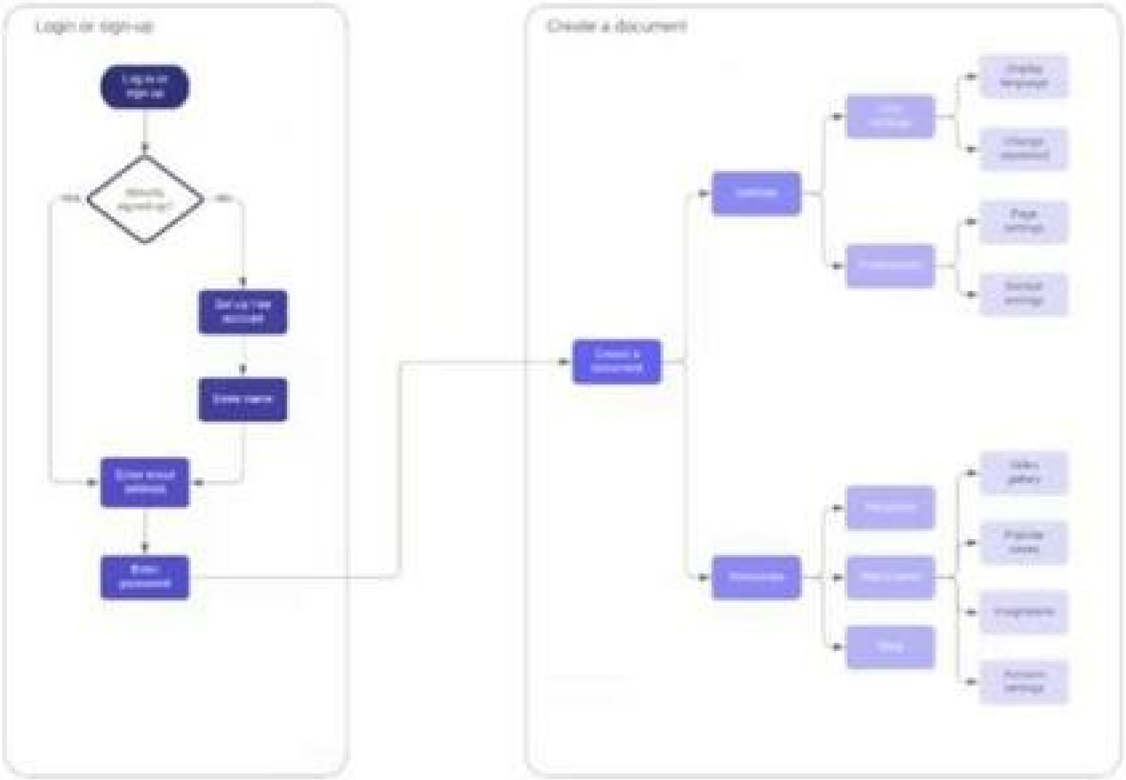

UXtweak
Lifestyle
Babies
Toddlers
Preschoolers
School age
Pregnancy
Sort
Finish Sort

OptimalSort


OptimalSort
Finished
Shoes
Socks
Ankle Boots
Slippers
Flat Sandals
Sneakers
Over The Knee Boots
Novelty Socks
Click to rename
Boots
Sunglasses

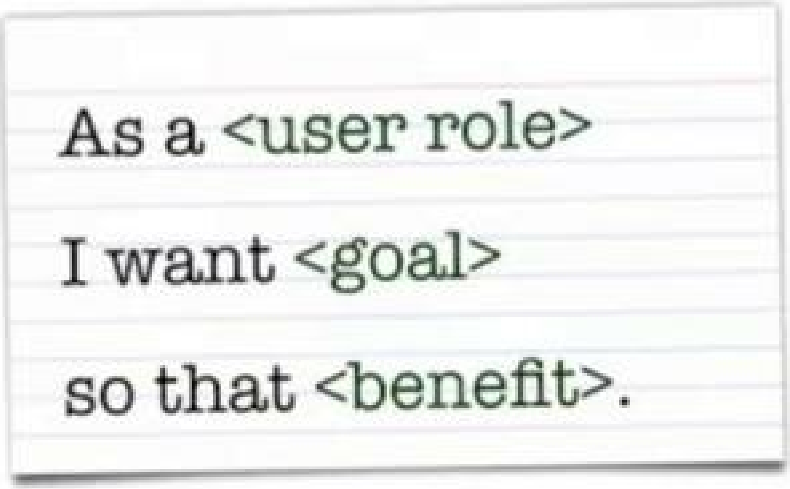
User flows

User flows, UX flows, or flowcharts, as they are sometimes called, are diagrams that display the complete path a user takes when using a product. The user flow lays out the user's movement through the product, mapping out each and every step the user takes—from entry point right through to the final interaction.


Login or sign-up
Log in or sign up
Set up new account
Enter name
Enter email address
Enter password
Create a document
Create a document
Page settings

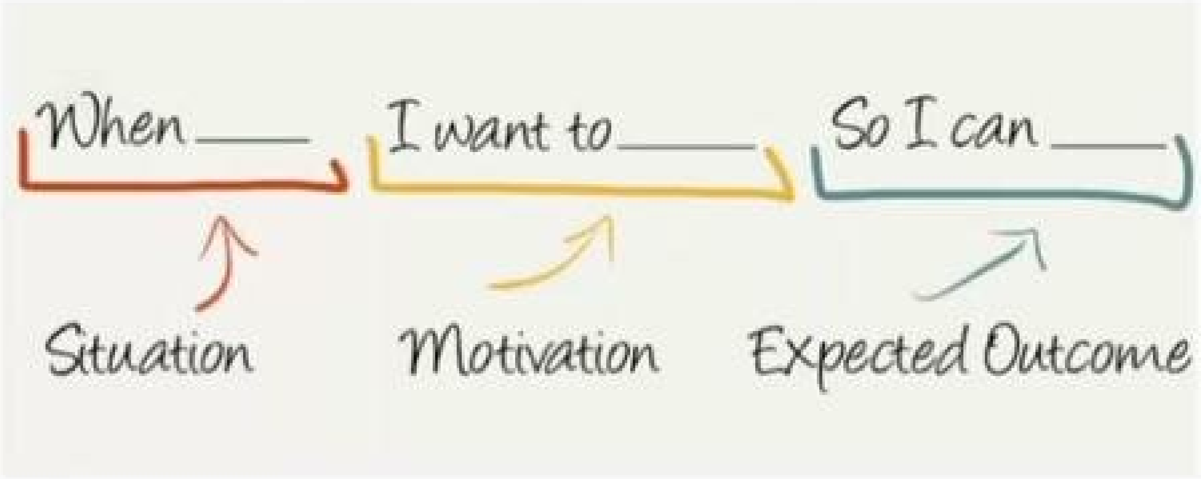
Use Cases, User Stories/Statements, and Jobs to Be Done

User stories are representations of small instances in peoples' lives. They are a type of scenario used in design processes to enable a designer to empathize with a user and, from there, generate ideas that fit into the user's life.



As a <user role>
I want <goal>
so that <benefit>.

Jobs-to-be-done (JTBD) is a framework based on the idea that whenever users "hire" (i.e., use) a product, they do it for a specific "job" (i.e., to achieve a particular outcome). The set of "jobs" for the product amounts to a comprehensive list of user needs.



AS A FREQUENT CUSTOMER I WANT TO LOGIN/REGISTER TO BUY QUICKLY
WHEN I AM A FREQUENT CUSTOMER I WANT TO LOGIN/REGISTER SO I CAN BUY QUICKLY

ROLE - GOAL - BENEFIT
SITUATION - MOTIVATION - OUTCOME

(ONLY GOAL - MOTIVATION)

I am searching for an offer
I want to check my order
I want to return a product
I am looking for an specific product
I don`t know which product I need
I want to make a gift
.....

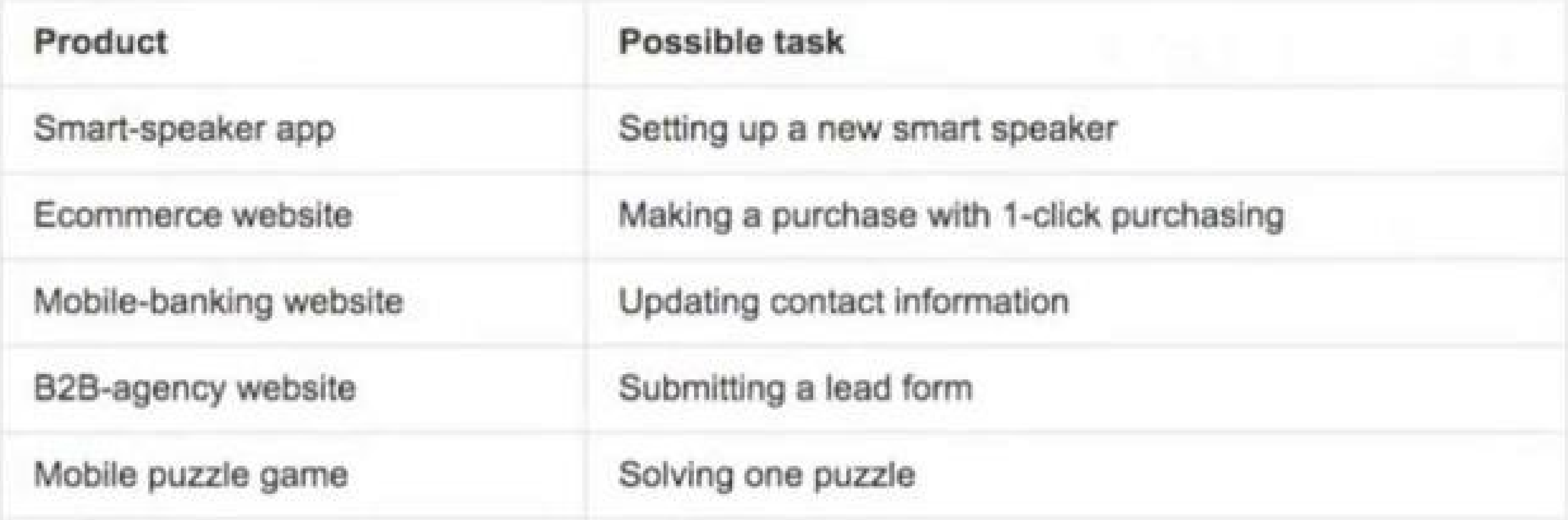
Tasks (combined features)

Figure out the top tasks and click pats that users complete in your product.

If your organization doesn't have existing top tasks, you can start by documenting (most) tasks in the product.

Then, prioritize the list of tasks and select approximately 5–10 that are most important to your users.

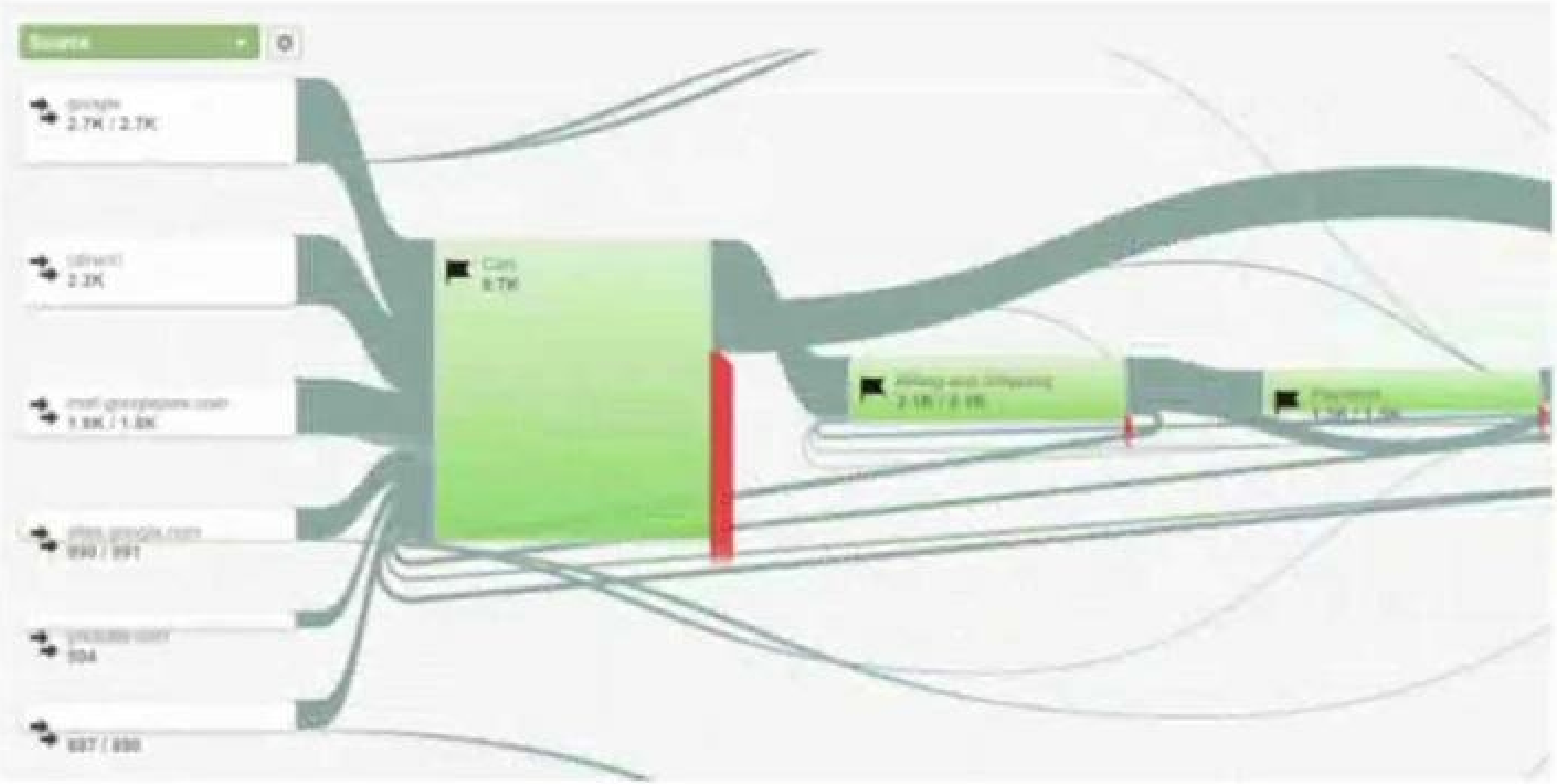
-Step 1: Login page 100.0%
-Step 2: Homepage 17.47%
-Step 2: Shopping cart 44.76%
-Step 3: Shipping 38.73%
-Step 4: Payment 28.37%
-Step 5: Final preview 19.97%



Product	Possible task
Smart-speaker app	Setting up a new smart speaker
Ecommerce website	Making a purchase with 1-click purchasing
Mobile-banking website	Updating contact information
B2B-agency website	Submitting a lead form
Mobile puzzle game	Solving one puzzle

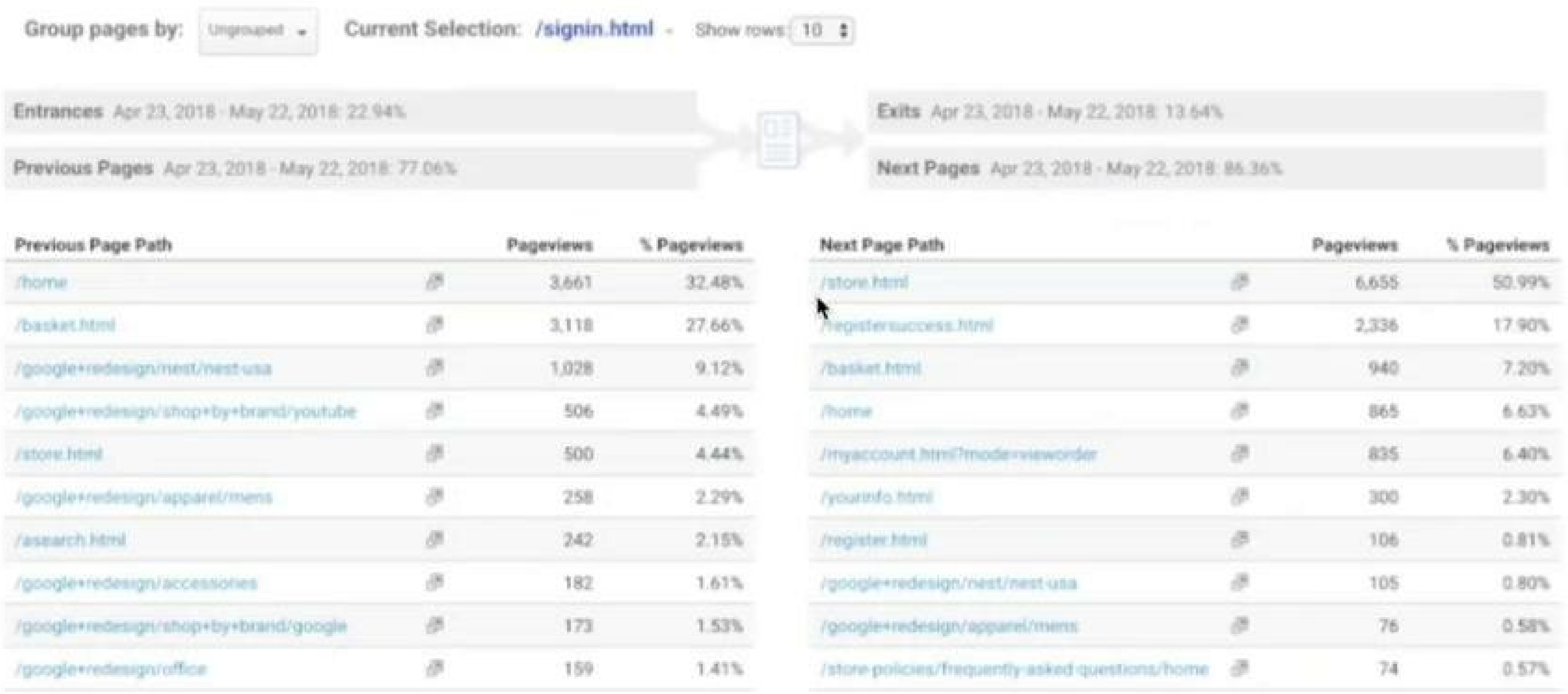
Goal Flow

The Goal Flow report is very similar to the Users Flow report. However, the Goal Flow report only shows you the navigation paths for the goals you've configured inside Google Analytics.


Source
google
2.7K / 2.7K
(direct)
2.2K
mall.googleplex.com
1.8K / 1.8K
sites.google.com
990 / 991
youtube.com
504
897 / 898
Cart
8.7K
Billing and Shipping
2.1K / 2.1K
Payment

Navigation Summary

The Navigation Summary report allows you to select a particular page to then see how people find that page and where people travel to next on your website. It gives you a 'before' and 'after' snapshot of your content.



Entrances Apr 23, 2018 - May 22, 2018: 22.94%

Previous Pages Apr 23, 2018 - May 22, 2018: 77.06%

Exits Apr 23, 2018 - May 22, 2018: 13.64%

Next Pages Apr 23, 2018 - May 22, 2018: 86.36%

Previous Page Path	Pageviews	% Pageviews
/home	3,661	32.48%
/basket.html	3,118	27.66%
/google+redesign/nest/nest-usa	1,028	9.12%
/google+redesign/shop+by+brand/youtube	506	4.49%
/store.html	500	4.44%
/google+redesign/apparel/mens	258	2.29%
/asearch.html	242	2.15%
/google+redesign/accessories	182	1.61%
/google+redesign/shop+by+brand/google	173	1.53%
/google+redesign/office	159	1.41%

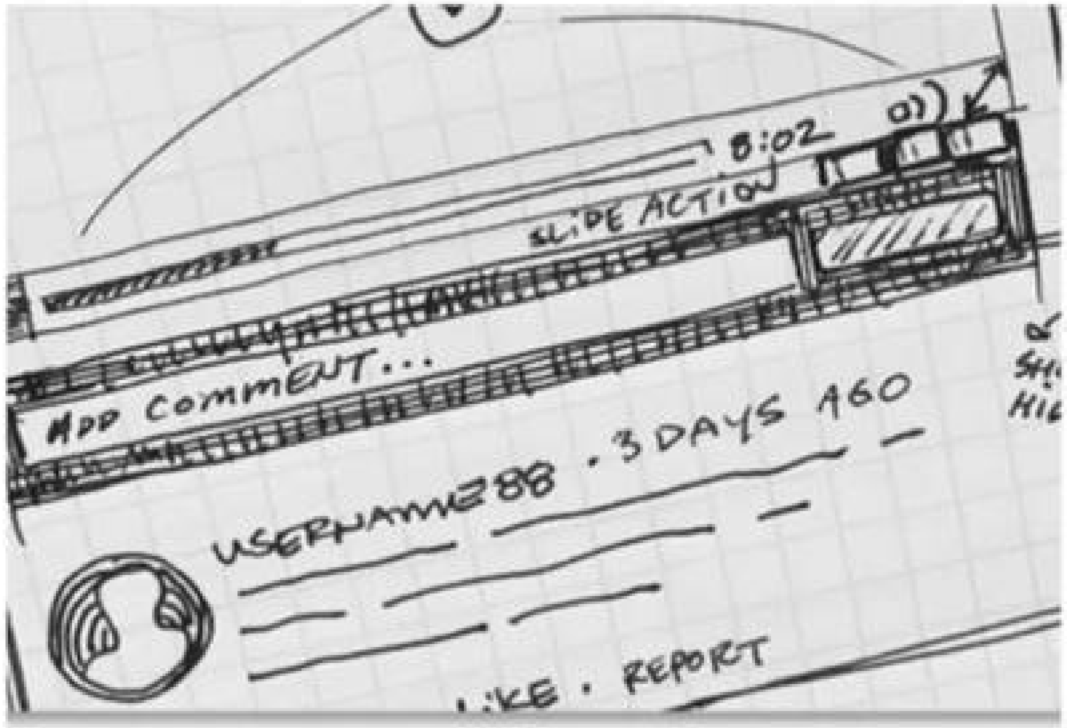
Next Page Path	Pageviews	% Pageviews
/store.html	6,655	50.99%
/registersuccess.html	2,336	17.90%
/basket.html	940	7.20%
/home	865	6.63%
/myaccount.html?mode=vieworder	835	6.40%
/yourinfo.html	300	2.30%
/register.html	106	0.81%
/google+redesign/nest/nest-usa	105	0.80%
/google+redesign/apparel/mens	76	0.58%
/store-policies/frequently-asked-questions/home	74	0.57%

- **PHASES OF AN UX / UI PROJECT**
- Research or investigation
- Organization and structure
- **High level sketches and prototypes**
- Trials and tests
- Application in design

HIGH LEVELS SKETCHES AND PROTOTYPES

Sketching

Sketching ideas are the first steps in the design process and something every designer should do. Sketching is not just limited to designers, it occurs in many careers that require something to get built. The beauty of sketching is that you are not required to be an artist to produce them. Sketching is only to help explore and explain design concepts.


8:02
SLIDE ACTION
ADD COMMENT...
USERNAME88 · 3 DAYS AGO
LIKE · REPORT

SKETCHING BENEFITS

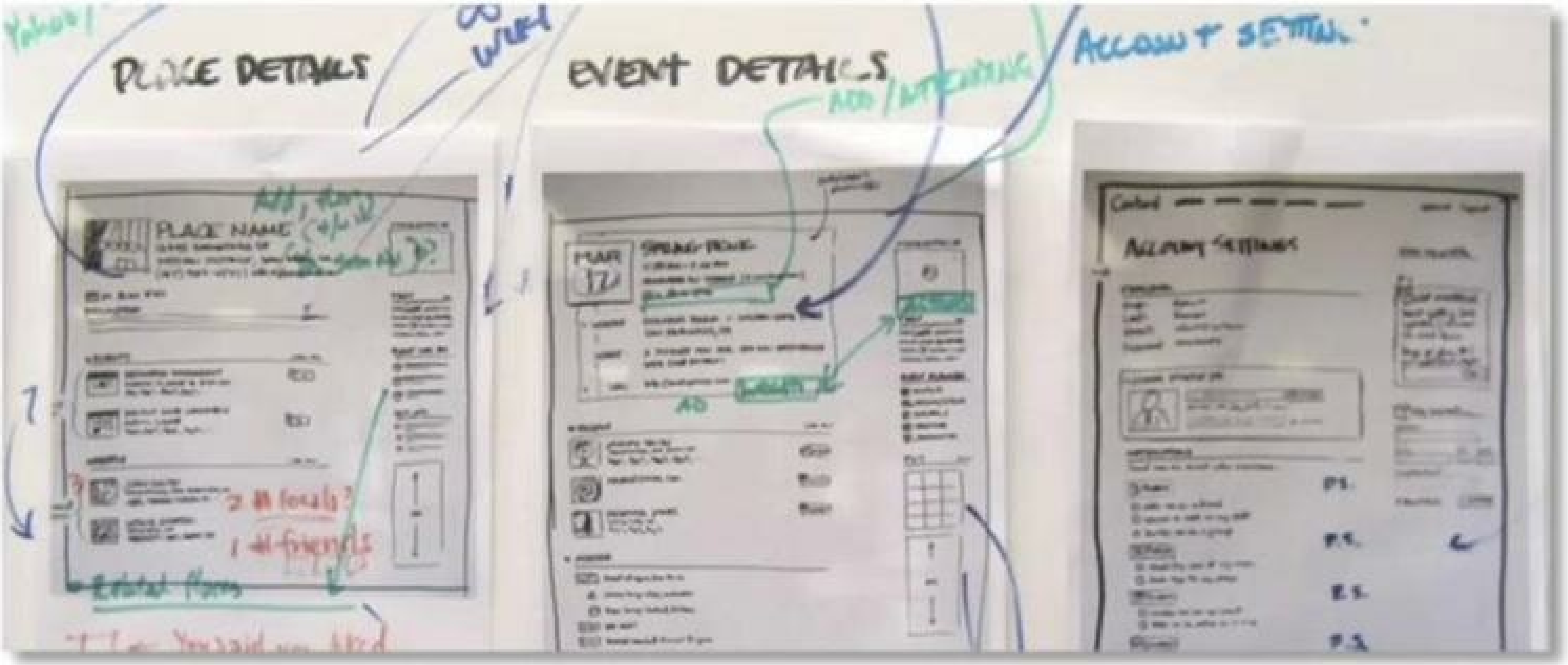
Saves time in the workflow process.

Great for brainstorming ideas and collaborating with team members.

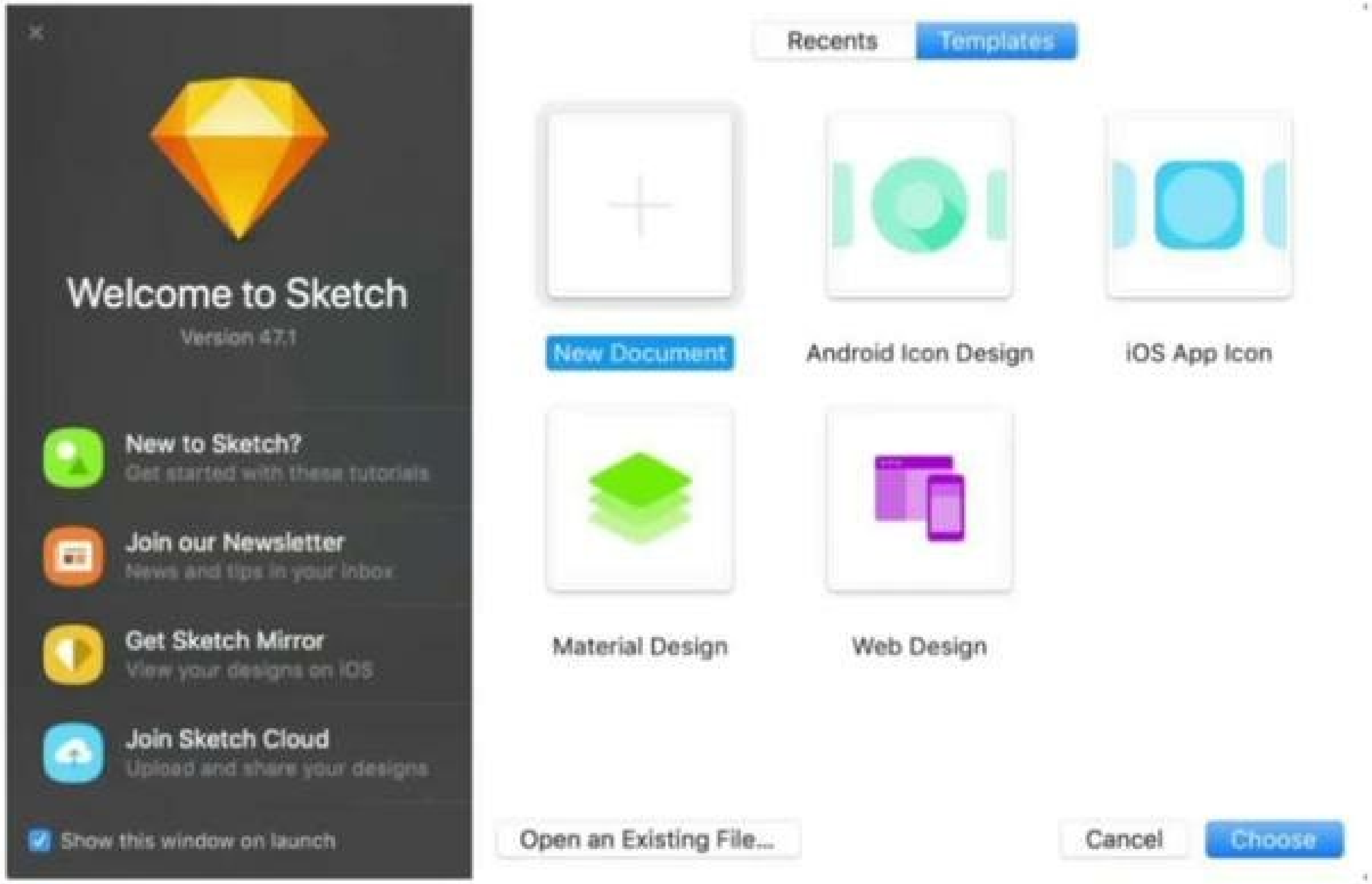
Refines the wireframing process

Helps evaluate the feasibility of features and eliminate layout and functionality issues.

Anyone can sketch ideas.


PLACE DETAILS
PLACE NAME
EVENT DETAILS
MAR
17
AD
ACCOUNT SETTINGS
ACCOUNT SETTINGS
Related Places
# locals?
# friends

Sketch



Welcome to Sketch

Version 47.1

New to Sketch?
Get started with these tutorials

Join our Newsletter
News and tips in your inbox

Get Sketch Mirror
View your designs on iOS

Join Sketch Cloud
Upload and share your designs

☑ Show this window on launch

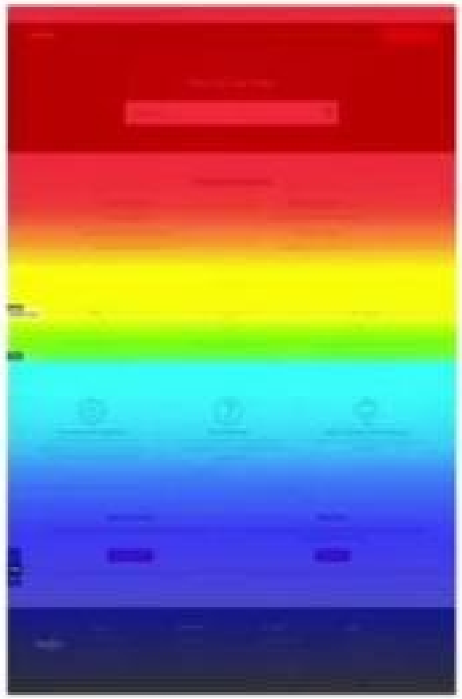
Recents
Templates
New Document
Android Icon Design
iOS App Icon
Material Design
Web Design
Open an Existing File...
Cancel
Choose

- **PHASES OF AN UX / UI PROJECT**
- Research or investigation
- Organization and structure
- High level sketches and prototypes
- **Trials and tests**
- Application in design

TRIALS AND TESTS

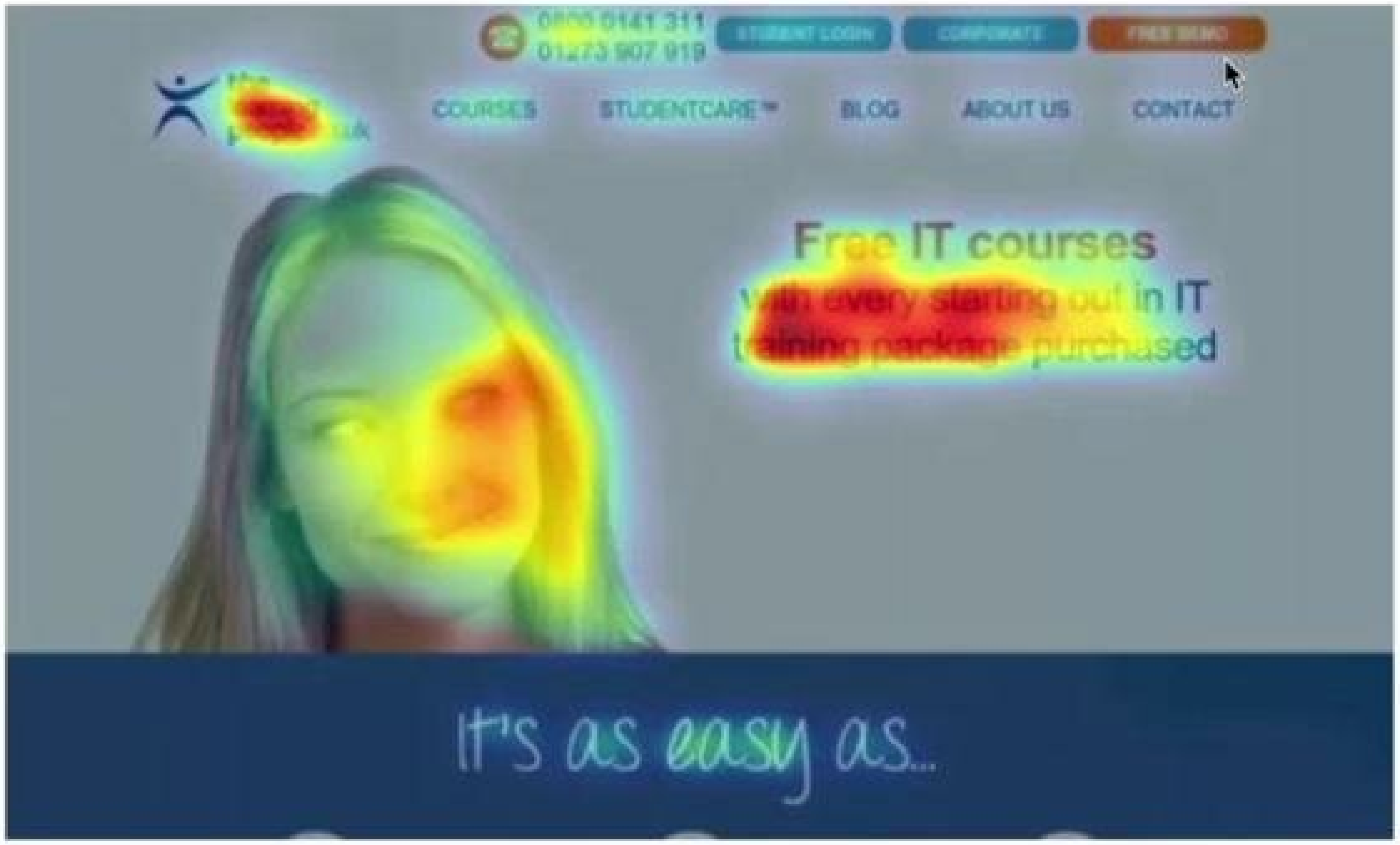
Heat Maps

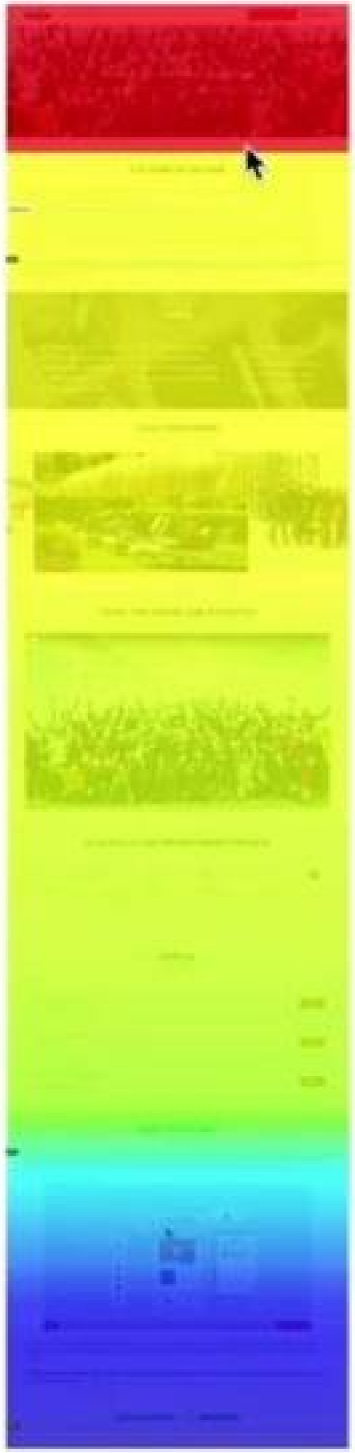
A heat map is a data visualization that shows how website users click, scroll, and move on the page. The 'heat' part of the name comes from the color scale: red depicts popular (hot) areas of the page, and blue less popular (cold) areas.



HEATMAP
Tracking Tools
crazyegg
lucky orange
heatmap
mouseflow
hotjar
SessionCam
seevolution
User Heat
Ptengine
HEAT MAP
Clicktale
SumoMe
CLICKY
inspectlet

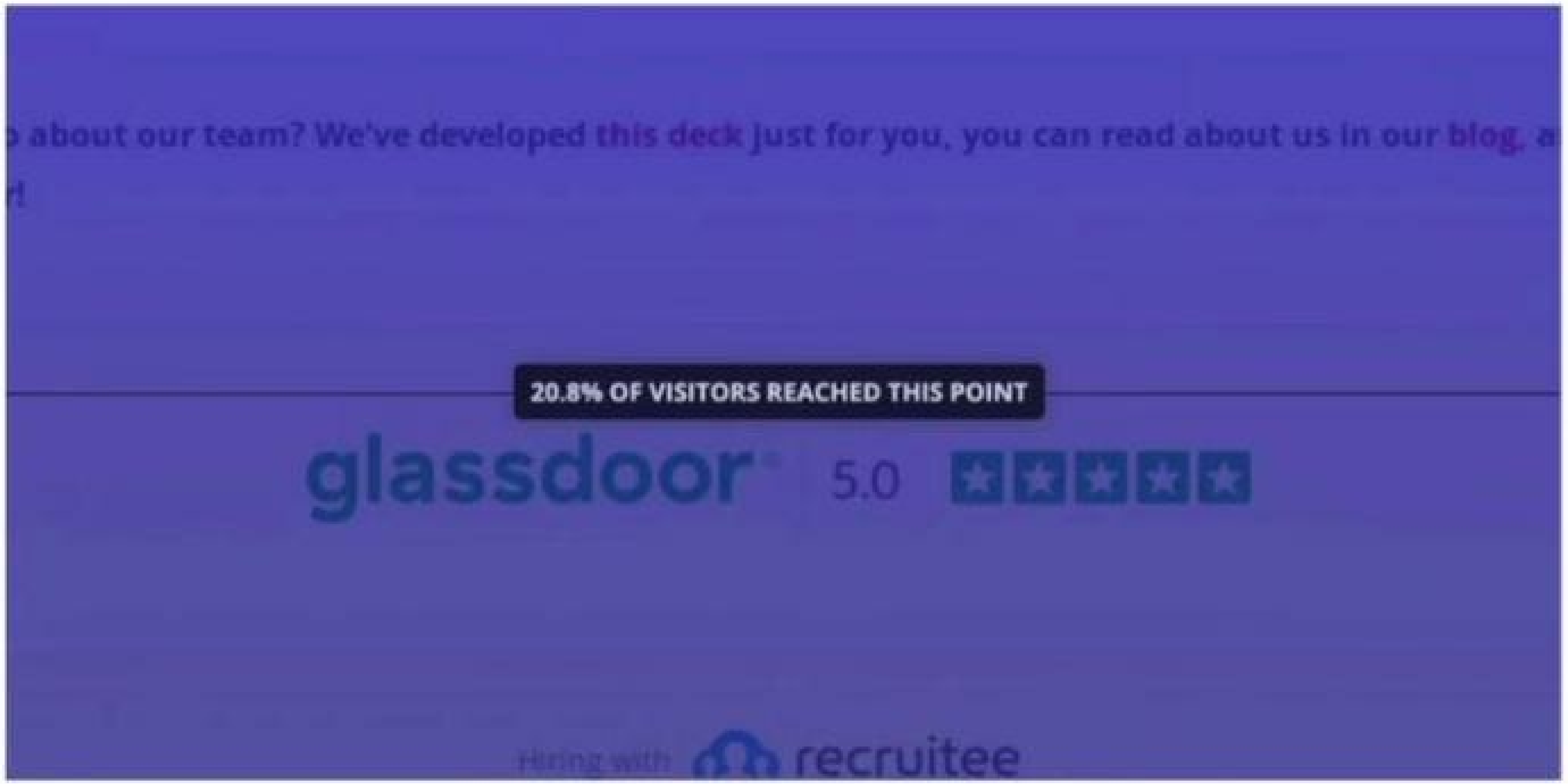
- **Heat Map Benefits**
- Reaching important content or failing to see it.
- Finding and using a page's main links, buttons, opt-ins, and CTAs.
- Getting distracted by non-clickable elements.
- Experiencing issues across devices.


0800 0141 311
01273 907 919
STUDENT LOGIN
CORPORATE
FREE DEMO
COURSES
STUDENTCARE
BLOG
ABOUT US
CONTACT
Free IT courses
with every starting out in IT
training package purchased
It's as easy as...



Example 1

- A sharp change alerts you to the fact that a significant percentage of users has stopped scrolling after reaching a specific point.
- Glassdoor rating of 5 out of 5 (which is way above average) is an excellent social proof element for prospective candidates, but 80% of people who get on the page will never know about it.

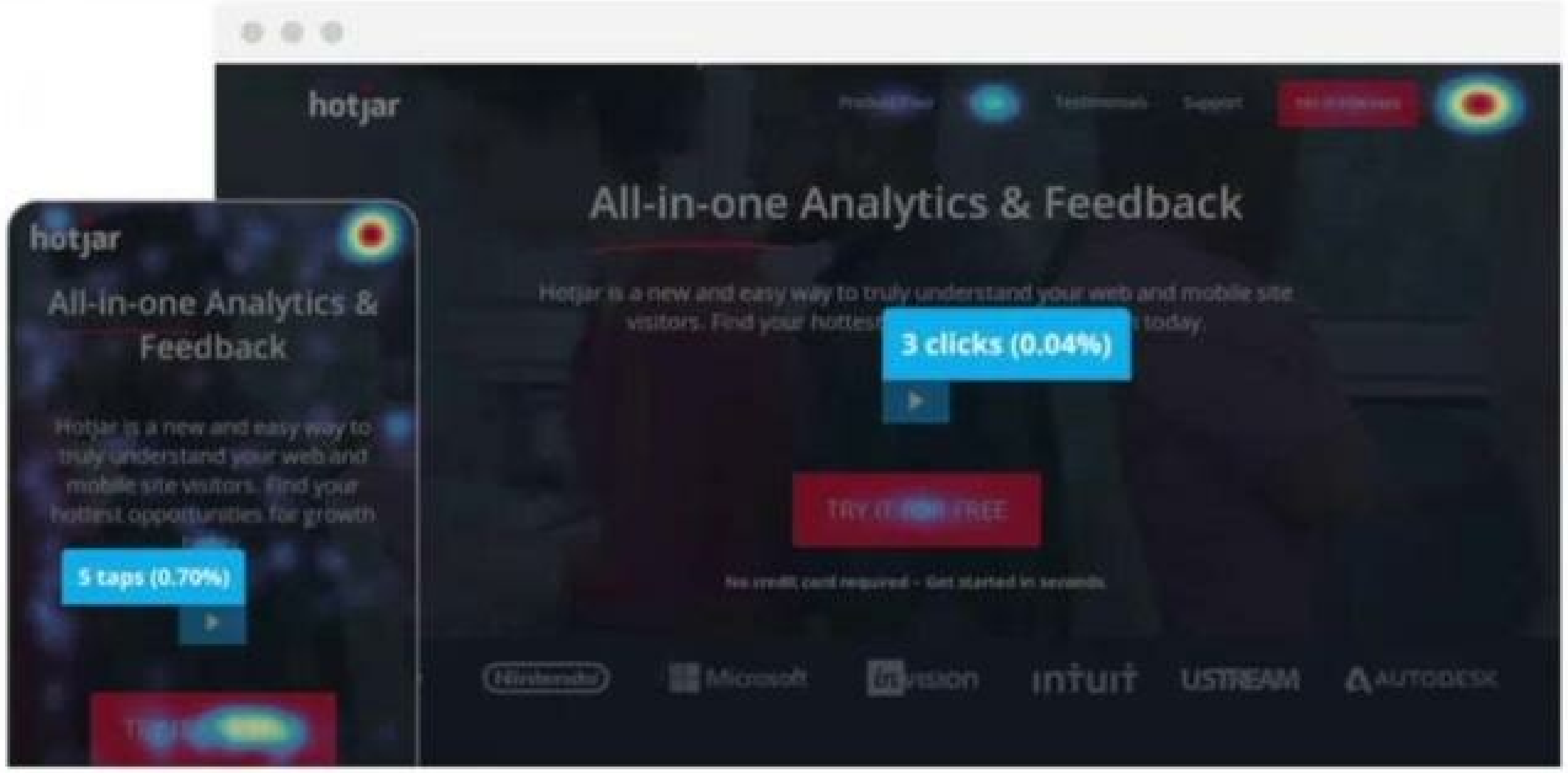


about our team? We've developed this deck just for you, you can read about us in our blog, a

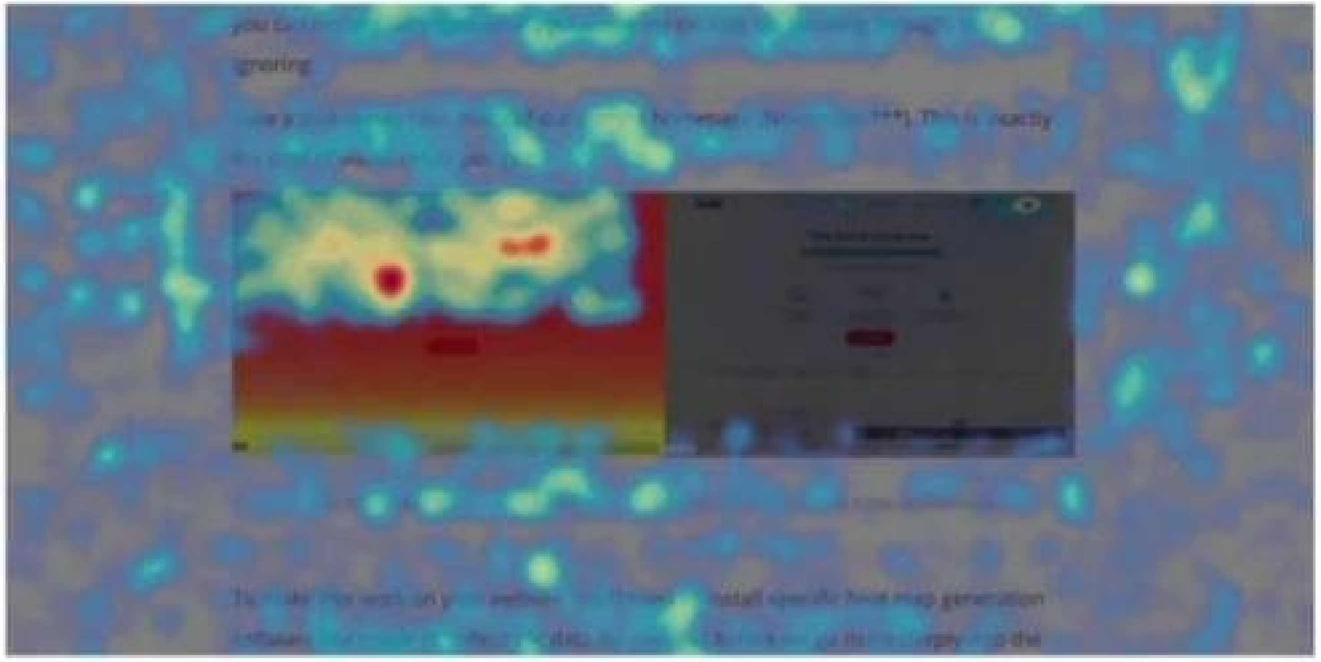
r!

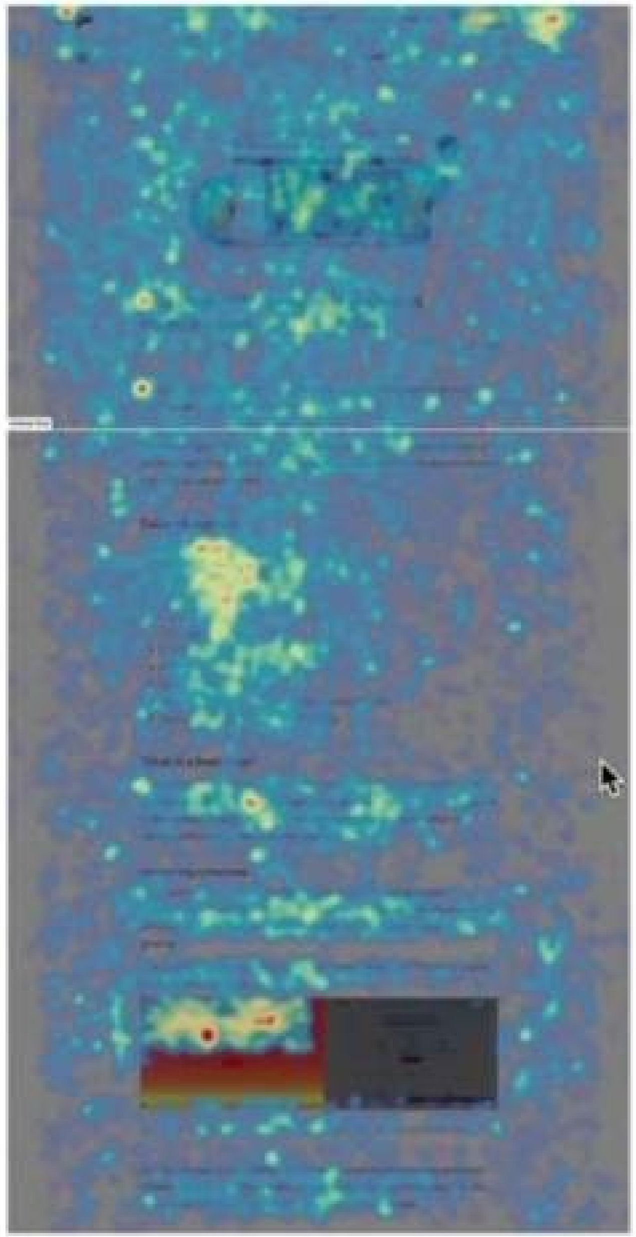
20.8% OF VISITORS REACHED THIS POINT
glassdoor
5.0
Hiring with recruitee

- **Example 2**
- See that lonely, un-clicked 'play' button in the middle of both heat maps? The desktop one is particularly revealing: out of almost 7,000 recorded clicks, 3 (three!) were on the video.
- And if the video itself had contained unique, valuable information that was not replicated in writing elsewhere on the page, this click map alone would give your UX team enough proof that the page needs fixing.


hotjar
All-in-one Analytics & Feedback
Hotjar is a new and easy way to truly understand your web and mobile site visitors. Find your hottest opportunities for growth
5 taps (0.70%)
hotjar
All-in-one Analytics & Feedback
3 clicks (0.04%)
TRY IT FOR FREE
Nintendo
Microsoft
InVision
intuit
USTREAM
AUTODESK

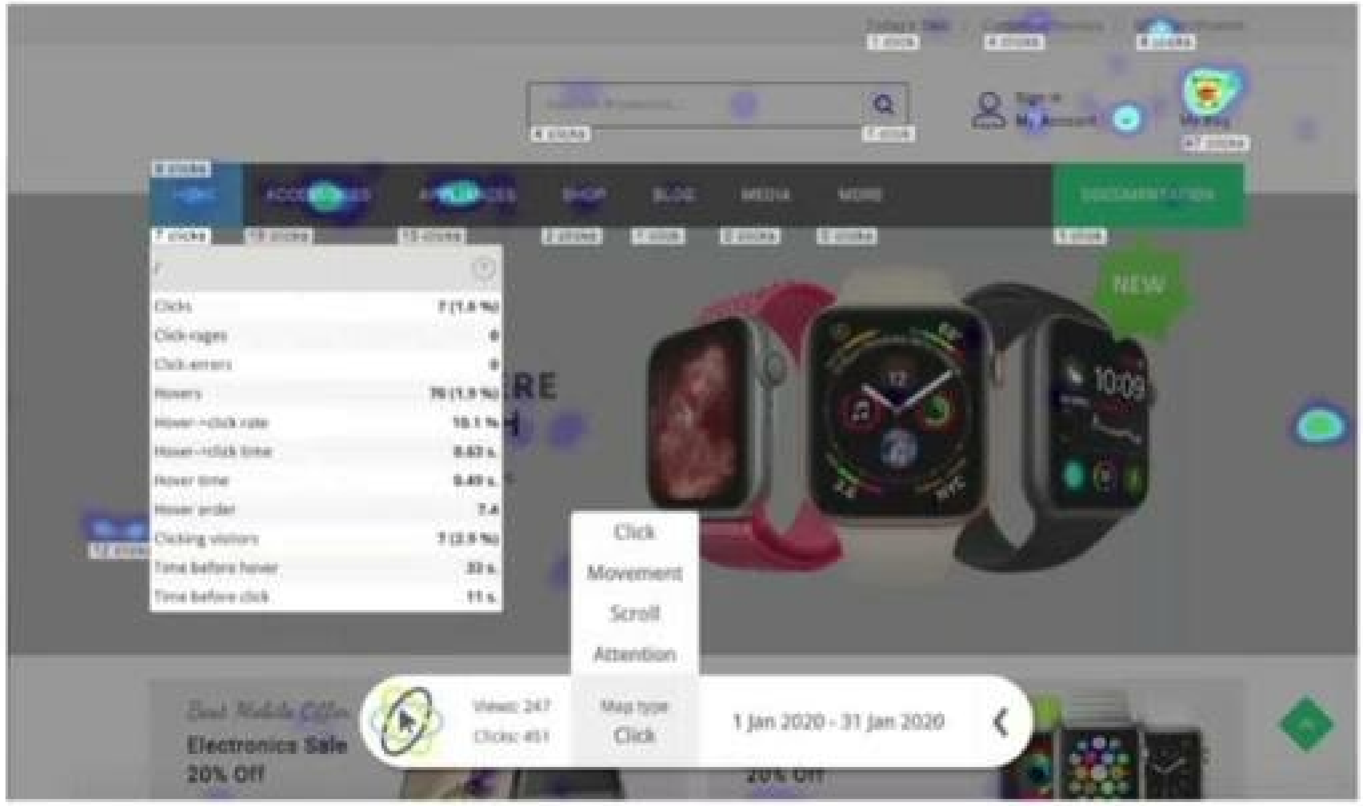
- **Example 3**
- A higher percentage of readers moved their cursor to that image than they did anywhere else on that page. What does this tell us? For one, it indicates that this section has captured a lot of people's attention, so we could consider expanding it or creating a standalone page in the future.





mouseflow

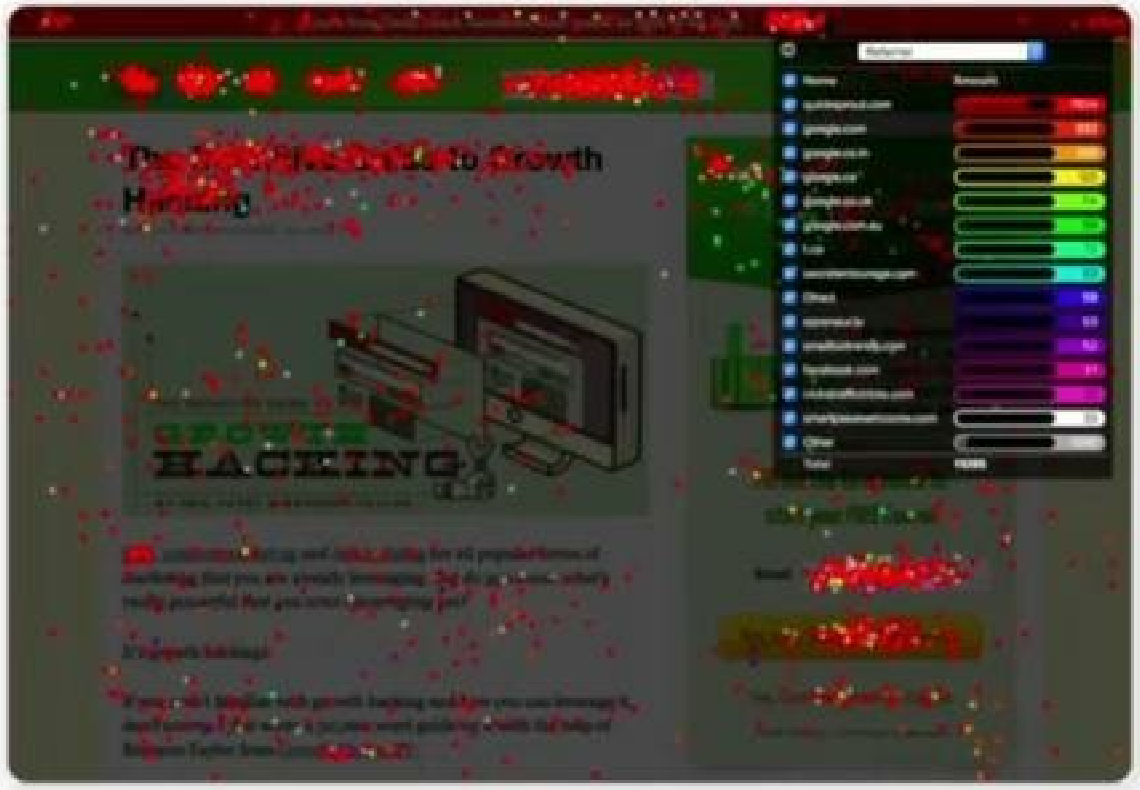
crazyegg™



Clicks	7 (1.6 %)
Click-rages	0
Click-errors	0
Hovers	70 (1.9 %)
Hover→click rate	10.1 %
Hover→click time	0.63 s.
Hover time	0.49 s.
Hover order	7.4
Clicking visitors	7 (2.9 %)
Time before hover	33 s.
Time before click	11 s.

Views: 247
Clicks: 451
Map type
Click
1 Jan 2020 - 31 Jan 2020

Click
Movement
Scroll
Attention
NEW
Electronics Sale
20% Off



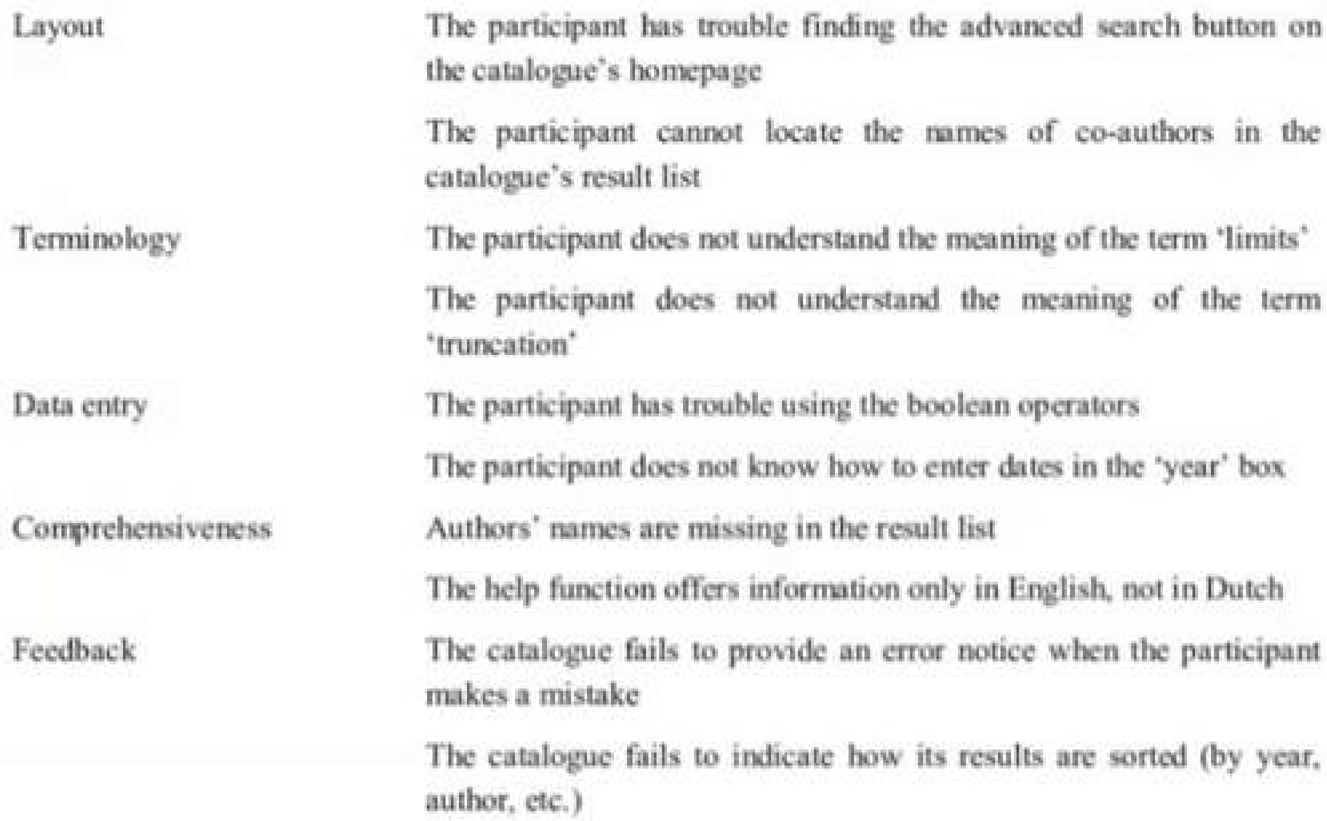
Think aloud

In a thinking aloud test, you ask test participants to use the system while continuously thinking out loud — that is, simply verbalizing their thoughts as they move through the user interface.

"Thinking aloud may be the single most valuable usability engineering method."

Jakob Nielsen - usability consultant and
human–computer interaction researcher.

- **To run a basic thinking aloud usability study, you need to do only 3 things:**
- Recruit representative users.
- Give them representative tasks to perform.
- Shut up and let the users do the talking.

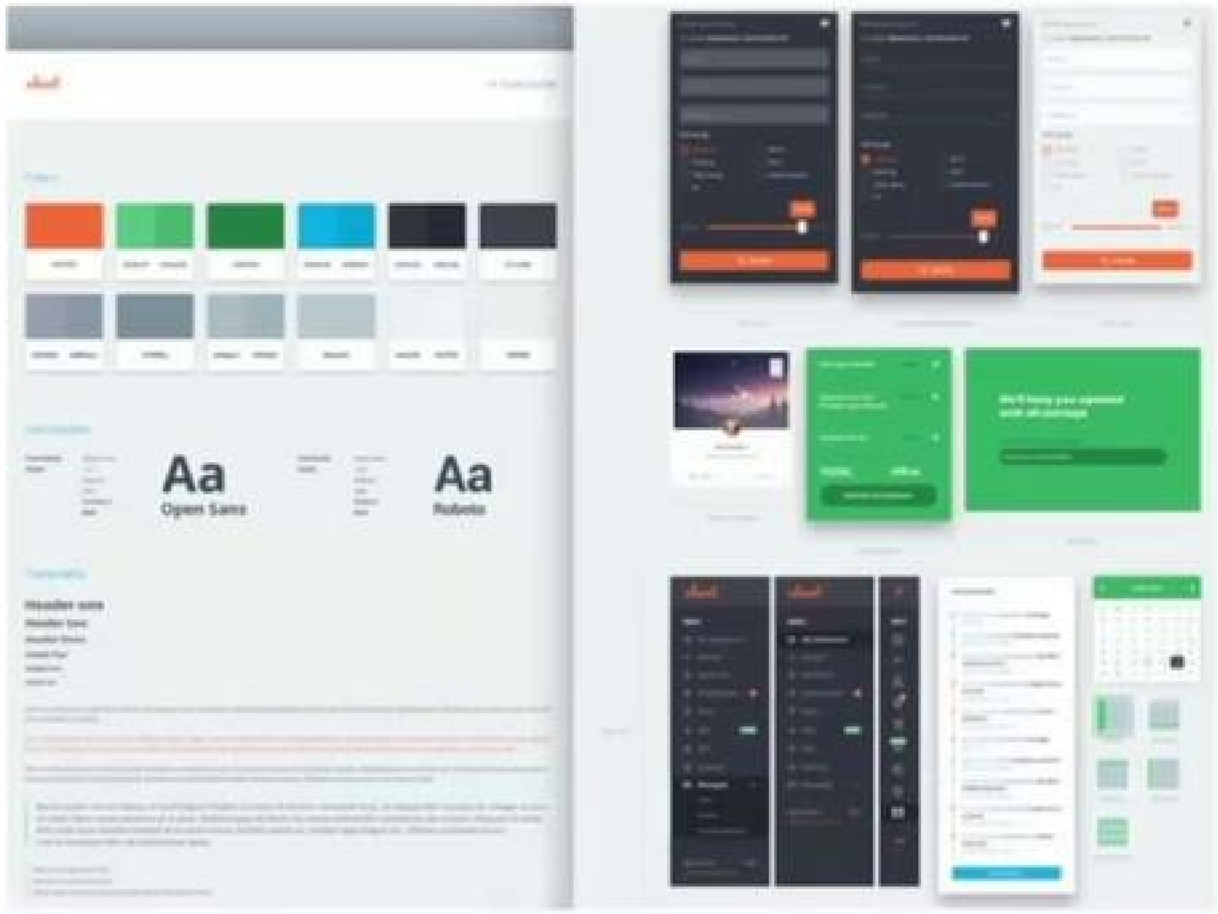


Layout	The participant has trouble finding the advanced search button on the catalogue's homepage
	The participant cannot locate the names of co-authors in the catalogue's result list
Terminology	The participant does not understand the meaning of the term 'limits'
	The participant does not understand the meaning of the term 'truncation'
Data entry	The participant has trouble using the boolean operators
	The participant does not know how to enter dates in the 'year' box
Comprehensiveness	Authors' names are missing in the result list
	The help function offers information only in English, not in Dutch
Feedback	The catalogue fails to provide an error notice when the participant makes a mistake
	The catalogue fails to indicate how its results are sorted (by year, author, etc.)

APPLICATION IN DESIGN

Style guide

The style sheet is where style information is stored about the type of font to be used, the colors, its size, the spacing between paragraphs, the dimensions of the different headings and a very long etcetera. Thanks to this, designers and developers can provide a unified style to all the sections and pages of a website, achieving a homogeneous and characteristic image.

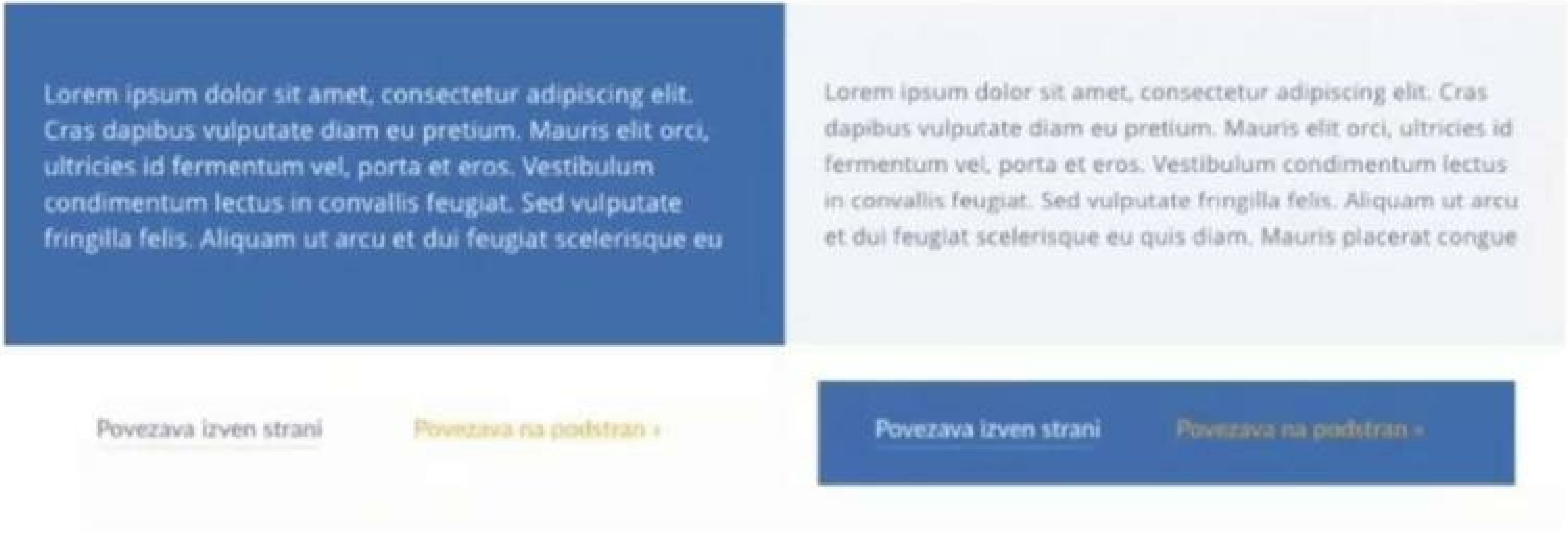


COLORS

First, we need to choose the primary and secondary colors. The primary colors are the main colors that are specific for the company, while the secondary colors represent the additional colors used for highlights.

TYPOGRAPHY

Typography represents 95% of your website. We need to choose the sizes of all titles, compare them with each other and arrange them in the right hierarchy. The hierarchy goes as follows: H1, H2, H3 and so on.

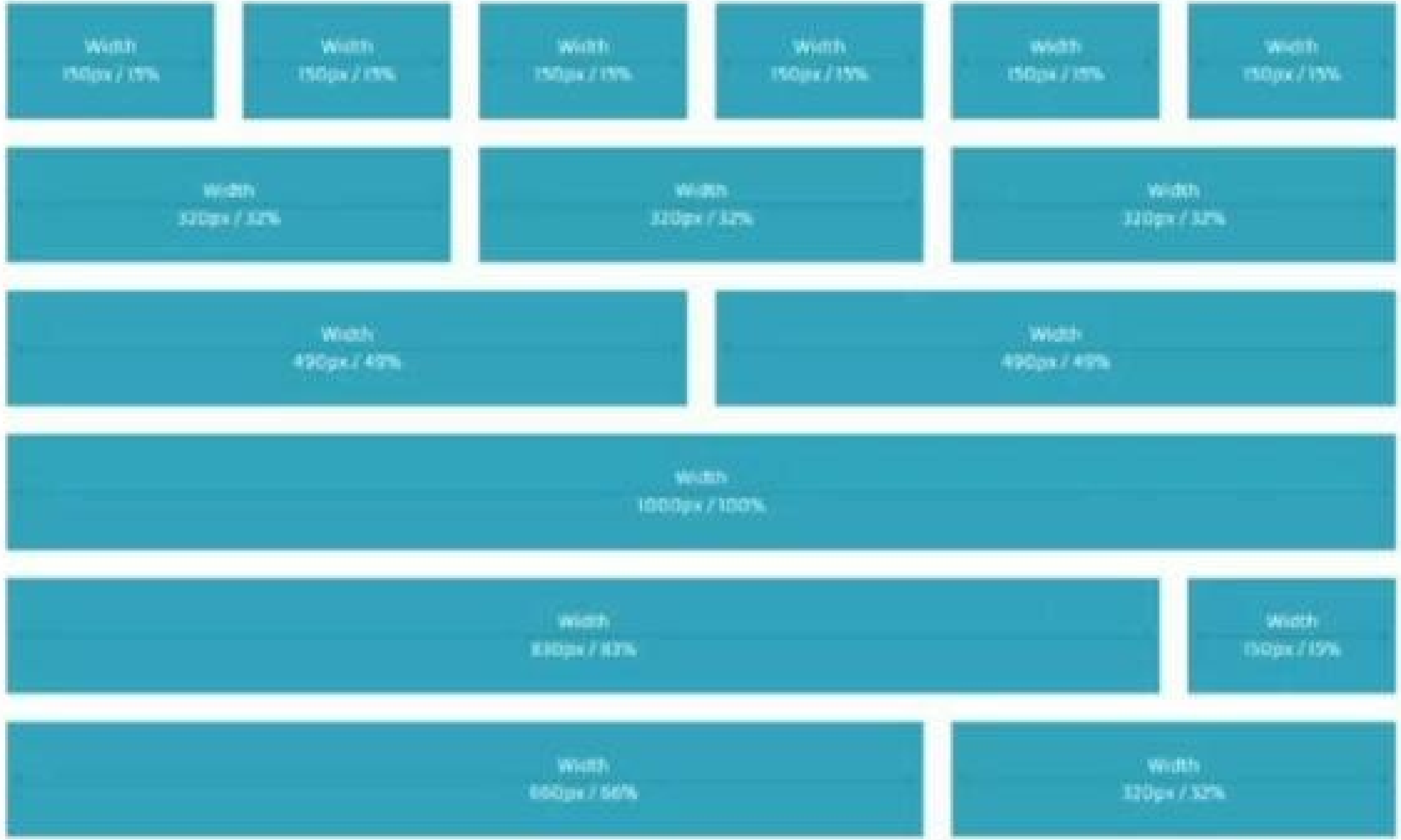


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras dapibus vulputate diam eu pretium. Mauris elit orci, ultricies id fermentum vel, porta et eros. Vestibulum condimentum lectus in convallis feugiat. Sed vulputate fringilla felis. Aliquam ut arcu et dui feugiat scelerisque eu

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras dapibus vulputate diam eu pretium. Mauris elit orci, ultricies id fermentum vel, porta et eros. Vestibulum condimentum lectus in convallis feugiat. Sed vulputate fringilla felis. Aliquam ut arcu et dui feugiat scelerisque eu quis diam. Mauris placerat congue

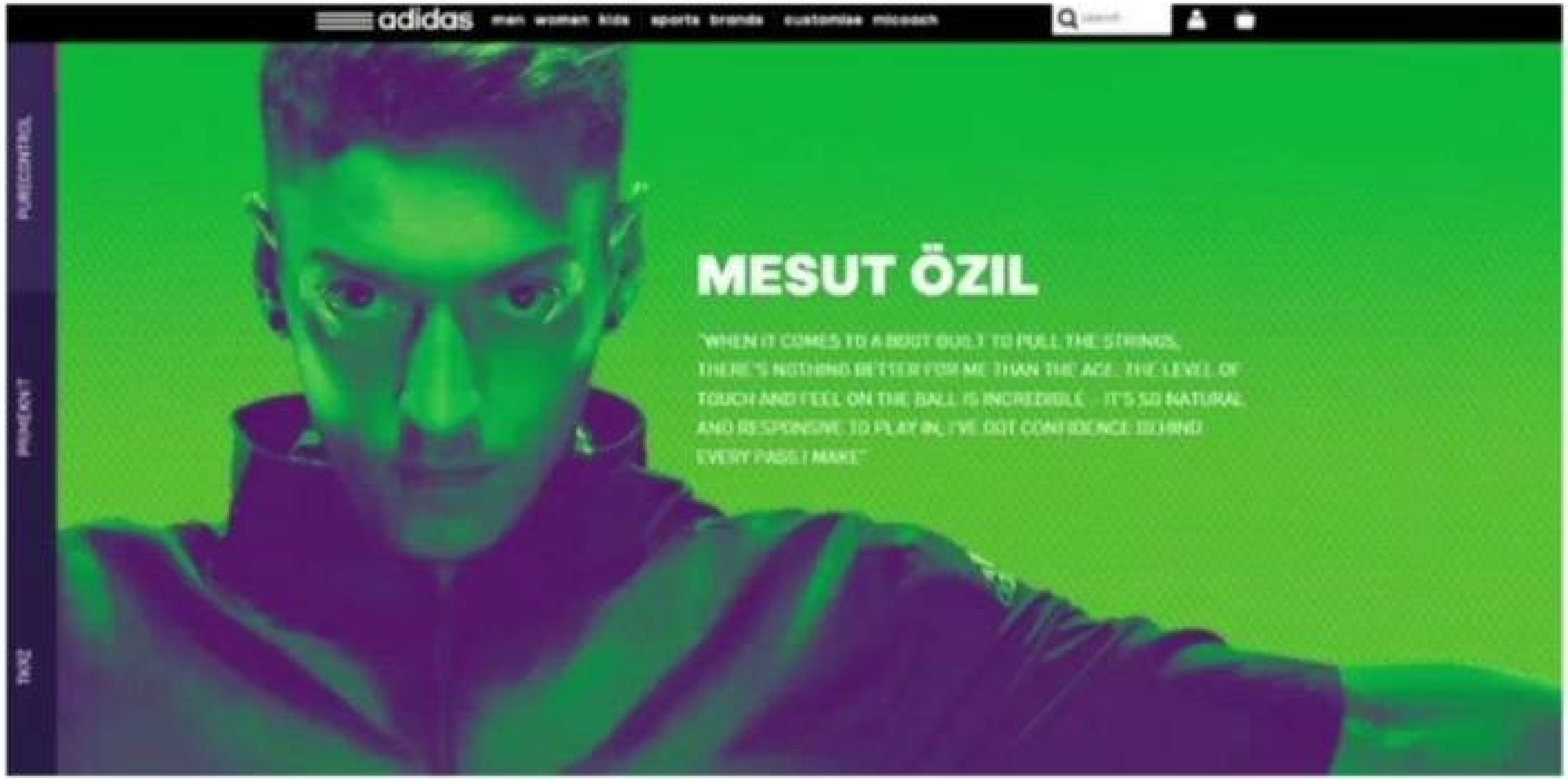
GRID

On our website we also need to determine a grid for the content and other elements, such as pictures and graphics to helps us maintain the consistency of the visual image.


Width 150px / 15%
Width 150px / 15%
Width 150px / 15%
Width 150px / 15%
Width 150px / 15%
Width 150px / 15%
Width 320px / 32%
Width 320px / 32%
Width 320px / 32%
Width 490px / 49%
Width 490px / 49%
Width 1000px / 100%
Width 830px / 83%
Width 150px / 15%
Width 660px / 66%
Width 320px / 32%

PHOTOS

When it comes to photos, we need to be careful about their style and colors. Pictures can contain a colored filter or a gradient, they can be monochrome, they could contain text on the background, etc.

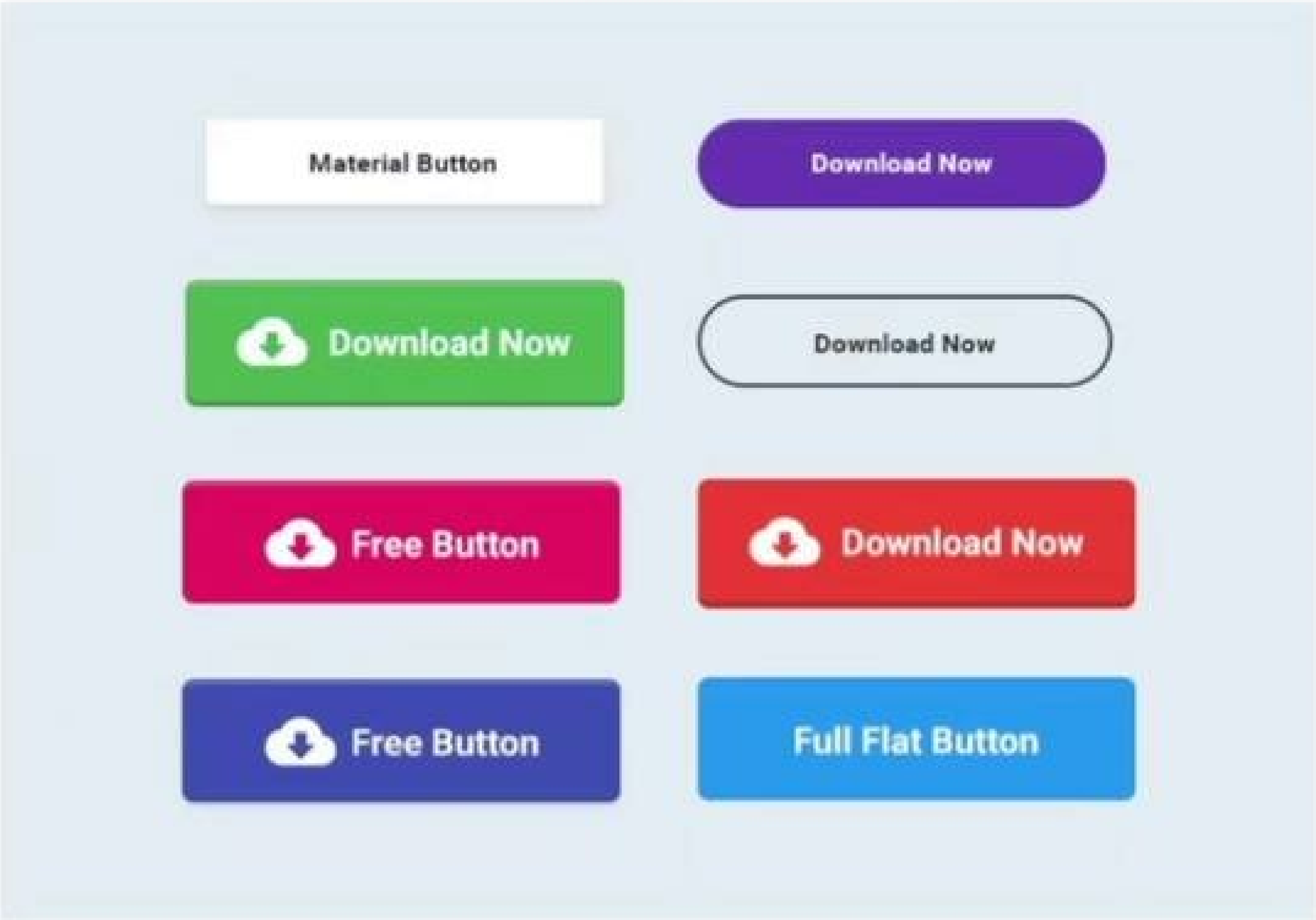

adidas
men women kids
sports brands
customise micoach
PURECONTROL
PRIMEKNIT

MESUT ÖZIL

"WHEN IT COMES TO A BOOT BUILT TO PULL THE STRINGS, THERE'S NOTHING BETTER FOR ME THAN THE ACE. THE LEVEL OF TOUCH AND FEEL ON THE BALL IS INCREDIBLE – IT'S SO NATURAL AND RESPONSIVE TO PLAY IN, I'VE GOT CONFIDENCE BEHIND EVERY PASS I MAKE"

BUTTONS

We also need to choose the look of the input fields and the style for secondary and primary buttons.


Material Button
Download Now
Download Now
Download Now
Free Button
Download Now
Free Button
Full Flat Button

“Think of your website as a custom built car. The cost to fix, repair, or add something depends on the age, quality of materials, and complexity of the update. If your car is in good shape, it can easily handle the work, it’s typically worth the hassle of refurbishing it to its old glory and fix. If not, it’s often less risky and more cost effective to just buy a new car and get all the newest technology and efficiencies. Think about how often buy a new car. It's the same with a new website.

Kendra Bassi, Chief Operating Officer at
CommonPlaces Interactive

“According to research, the average lifespan of a website is 2 years and 7 months.”

Hannah Trivette, Digital Marketing NUVEW

Thank You For
Watching