

# WINNING HEARTS & MINDS: TIPS FOR EMBEDDING USER EXPERIENCE IN YOUR ORGANIZATION

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*Red Gate Software*

*“As their usability approach matures, organisations typically progress through the same sequence of stages, from initial hostility to widespread reliance on user research.”*

*Jakob Nielsen*

## A bit of background



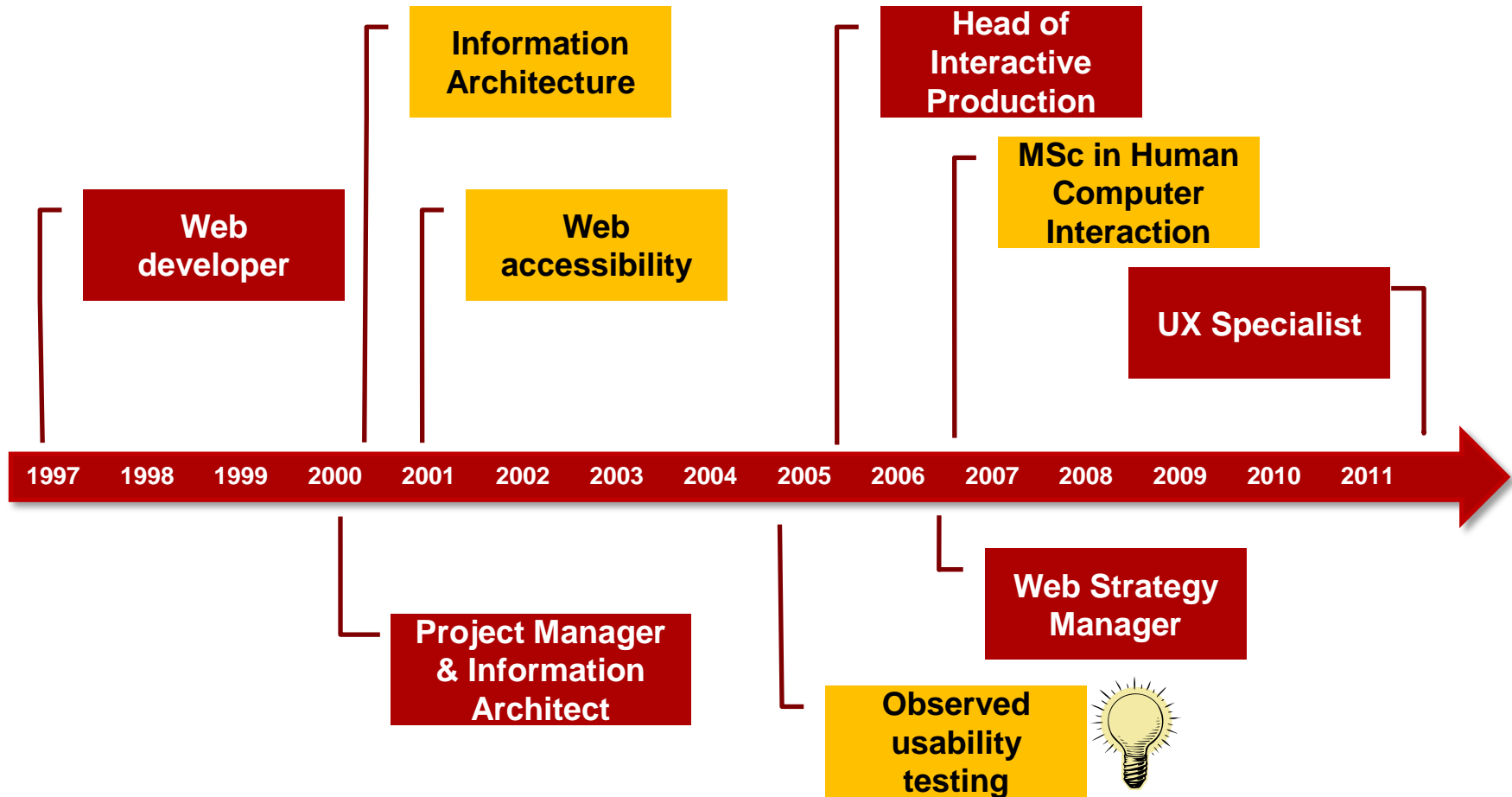
# About me

- UX Specialist at Red Gate Software
- I work on tools for tSQL developers

redgate  
ingeniously simple tools



# My UX journey...



# UX maturity takes time

**2006**

**2011**



Occasional usability  
survey

Dedicated UX Architect  
UX techniques and skills  
embedded

## UX MATURITY MODEL

In 5 years, we  
got to here



6

### **Embedded**

UX is in the fabric of the organisation;  
not discussed separately

5

### **Engaged**

UX is one of the core tenets of the organisation's strategy

4

### **Committed**

UX is critical and executives are actively involved

3

### **Invested**

UX is very important and formalised programs emerge

2

### **Interested**

UX is important but receives little funding

1

### **Unrecognized**

UX is "not important"



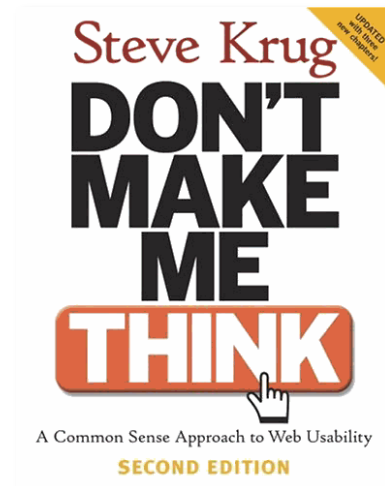
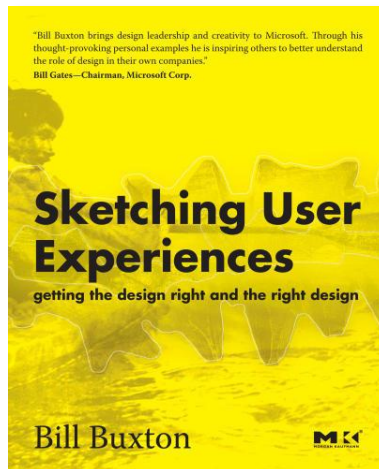
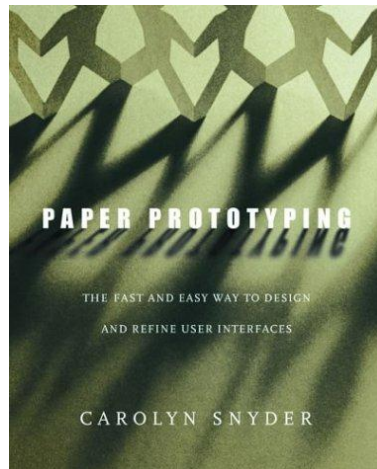
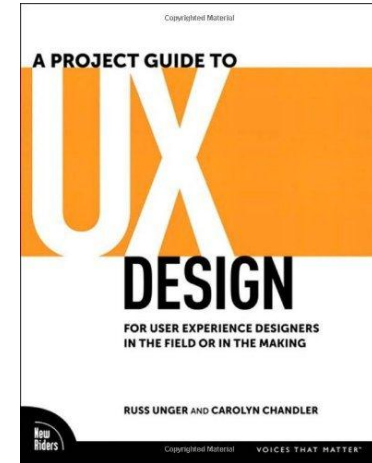
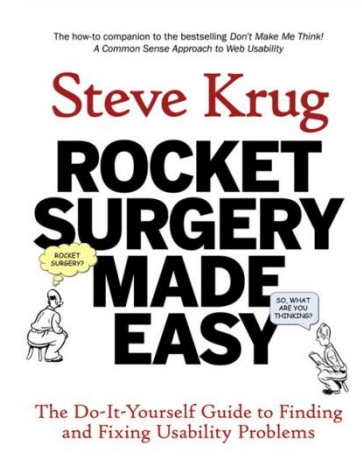
# How do you get started?



Photo by Sarah and Mike ...probably <http://www.flickr.com/photos/sarahandmikeprobably/4266668689/>



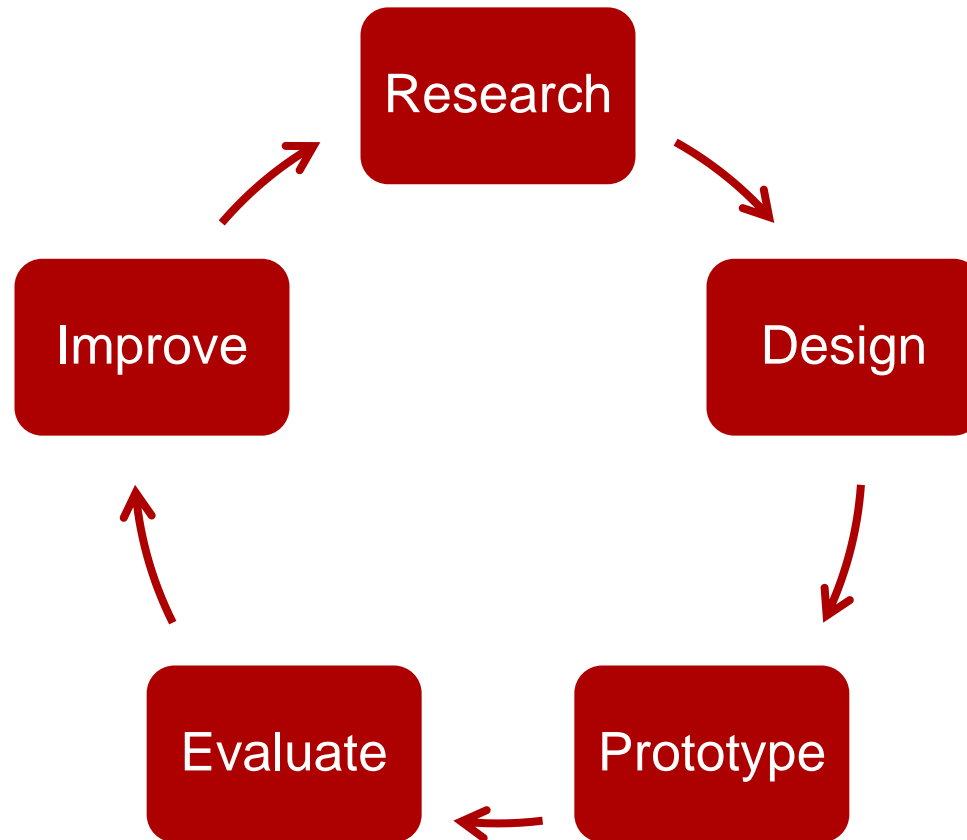
# UX techniques are not hard to pick up



But knowing **when** and **why** to use  
them takes experience

**Tip #1**  
**Start small, show value**

# Start with small but perfectly formed projects



**Tip #2**  
**Provide evidence**

Some stakeholders have  
strong opinions





# Use data to tell a story about your users

## Usability tests and site visits



## Surveys and feedback forums

**...and feelings**  
How does this make you feel?

😊 😊 😐 😞

I'm  (x)  
e.g. happy, confident, thankful, excited

## Support centre




## Analytics



**Tip #3**  
**Be considerate**

Highlighting poor design and  
content requires tact and diplomacy



Always point out something positive  
as well as the negatives

Use familiar language e.g. 'customer  
focus', 'customer experience'

# **Tip #4**

## **Evangelise**



It's your job to sell the value of UX



Doing UX work early reduces the  
cost of development and testing



Bad UX costs the business through increased calls to customer support

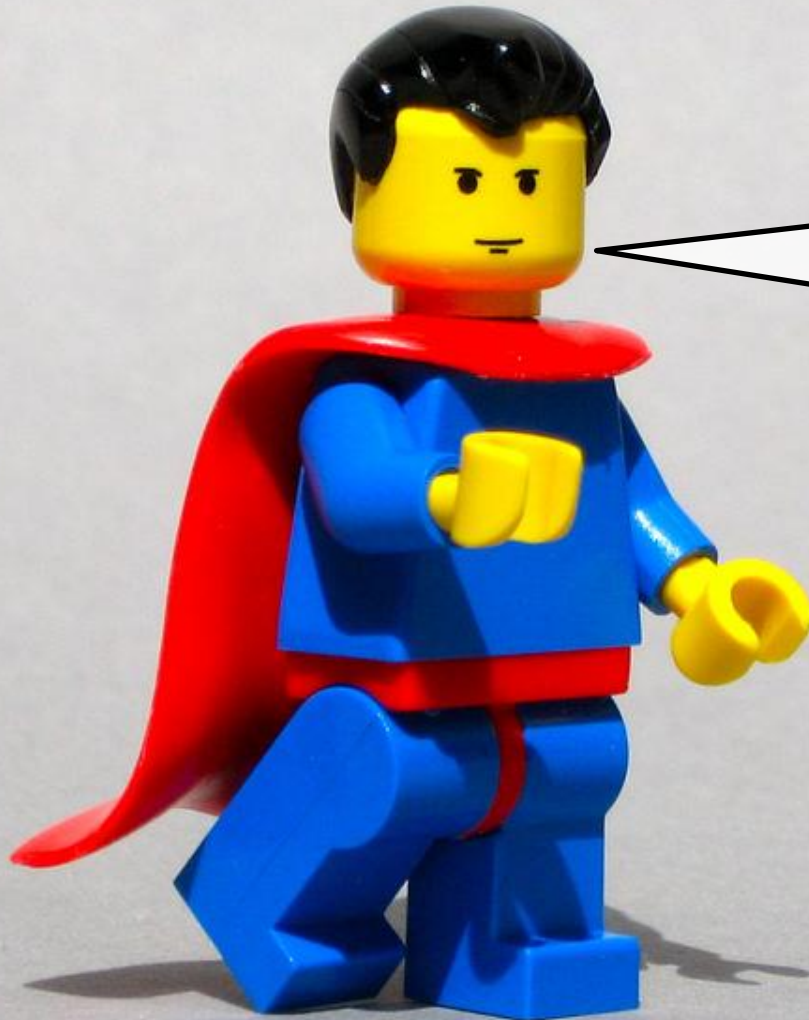
UX can be a differentiator

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 ingeniously simple tools

**Tip #5**  
**Find a UX champion**

A UX champion can help gain  
organisational support and resources



**UX rocks!!**

**Tip #6**  
**Develop in-house skills**



If you have budget available and  
decide to use external expertise

Find a supplier who'll work  
collaboratively



And help transfer skills to in-  
house teams

**The whole team can learn UX skills**

Everyone in the team can learn to  
do expert reviews, run usability  
sessions or analyse data



Consider some training delivered  
on site for the whole team

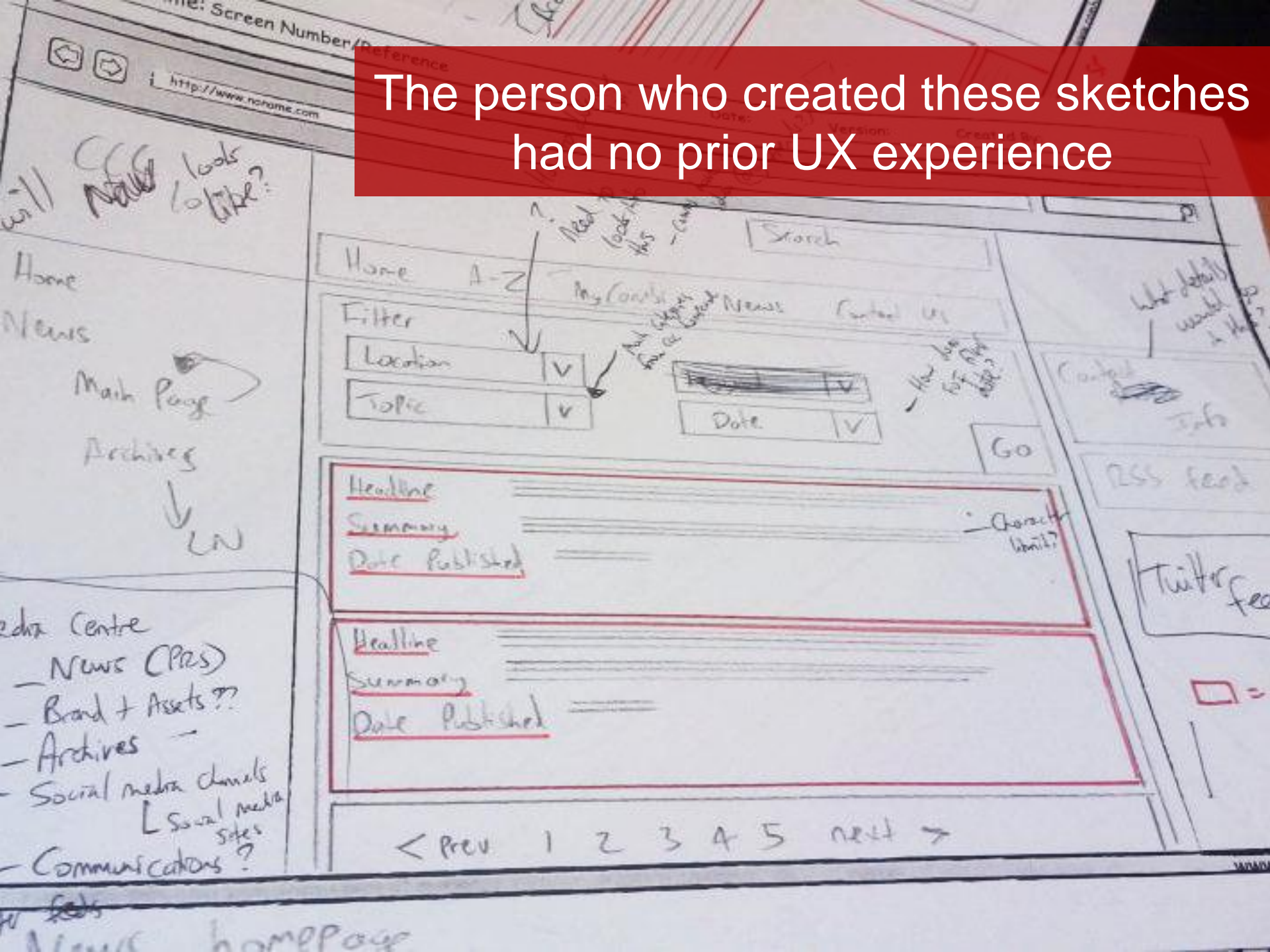
## **Tip #7**

**Encourage ownership of UX**



Anyone can have design ideas

The person who created these sketches had no prior UX experience





Run sketching sessions with the team to generate design ideas

Increasing ownership of UX in the team means that everyone thinks pro-actively about your product

**Tip #8**  
**Observe your users**





Usability testing is an invaluable way to get early feedback on designs

Recruiting users can be time  
consuming and expensive

# Maximise opportunities to recruit users

## Opt in on surveys or feedback forms

Thank you for your feedback.  
Please provide any additional  
comments below.

Comments (optional):

Email (optional):

☐ Tick this box if you would like  
to take part in improving our  
website.

## Advertise on your website

**Get Involved**

HELP!

Would you like to help us improve SQL  
Connect?

Get in touch for more information and to  
[arrange a usability session.](#)



SQL DEVELOPER BUNDLE

## SQL Source

Part of the SQL Developer



Overview



Learn more

Introduction

Features

## Do you have 20 minutes for a usability test?

Earn \$20 at Amazon.com

We are looking for visitors to **red-gate.com** to participate in a **20 minute usability test**. To qualify, just answer a few short questions. If you are selected, you will be directed to an online usability test.

 powered by ethn.io

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Continue

Download

← 28-day free

Use virtual meeting software to do usability testing with remote users



Observe people using your product in real contexts – you might be surprised!

# **Tip #9**

## **Co-locate**

Embed UX specialists within  
product teams





Developers

Testers

Project Manager

Product Manager

User Experience

UX should attend the daily stand-ups and other team meetings

Get immediate design feedback on stories you are implementing e.g. the 'Daily Demo'



UX can pair design with a  
developer to make iterative UI  
improvements quickly and cheaply

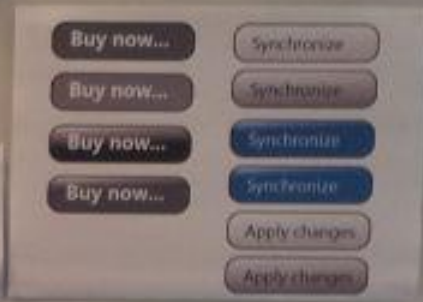
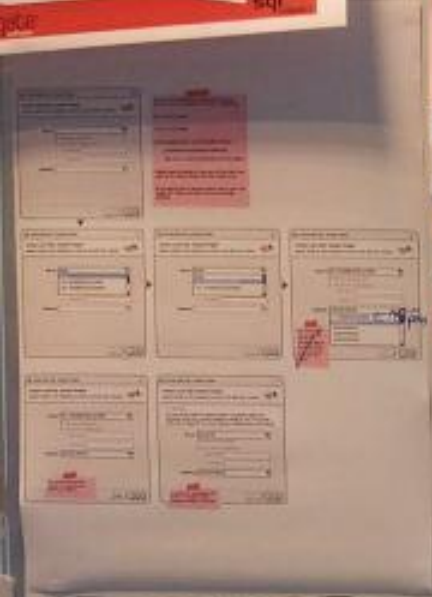
# **Tip #10**

## **Make UX work visible**

# UX ISSUES

UX-001	Snippets are hard to recall
UX-006	Cache doesn't update automatically - confusing for users!
UX-004	Syntax / constructs are hard to recall
UX-012	Script as ALTER shortcut hard to discover
UX-013	Navigating unfamiliar scripts is hard work.
UX-003	Snippets are not easily discovered or guessed.
UX-018	Navigation for formatting options is confusing
UX-022	Formatting options are not very discoverable.
UX-009	Suggestions dialogue obscures the query/SQL code.
UX-017	Users don't discover how to format selected SQL.

Use whiteboards and walls!



Three tabs : 2  
Auto update/day :  
in last release

Aaron's

Support  
...  
...

000

① RGP-125

...  
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Goal: DEV B -> Terms in VS

- fix Bugs + Testing
- SQL COMPARE -> VS
- (Static Data (planning session))





Include UX stories and tasks in the backlog and on the Kanban / Scrum board

These are the UX tasks

Paid-up users (edu)	5.2	6.0
10/11/11	v5	16,231
	Total	21,331
Sales	October	\$167k
	Best	\$200k

Wise words

Retra  
though

# **Tip #11**

## **Collaborate**

Collaboration increases team buy-in to UX and can save time



Invite the team to observe user testing,  
then analyse findings together



CSQL Test  
Didn't notice  
but had looked  
in the background  
behind the test  
model window

Windows  
in the way

Didn't  
notice it

tSQLt  
example  
terminology  
confusing

More unclear  
examples

Something  
wrong  
with the  
test

Persist  
docking

Investigate how  
we might not  
install tSQLt  
into user's DB

Help for  
CLR etc

Didn't know  
about  
Test profs  
when adding  
a test

Didn't know  
about  
Test profs  
when adding  
a test

Impact on  
my stuff  
(pollution)

Didn't  
understand  
Table Table  
in tSQLt

Not knowing  
about FuteTable,  
user worries about  
making changes to  
a db in a test  
procedure

New test  
docking  
redesign

He was  
scared by  
installing  
CLR  
(can the install/  
Framework doing  
this)

Design solutions / ideas  
become stories on the backlog

Object  
Explorer  
Integration

OE  
Integration

Want to  
click on  
message to  
see details

Want to double  
click on  
message

SSRS  
controls for  
messages

Add  
State in  
message window

Observers write issues on pink stickies,  
observations on yellow stickies



Play collaboration games to generate and explore ideas



Check out the Gamestorming book, or  
<http://www.gogamestorm.com>



# **Tip #12**

## **Communicate**

Set up a blog or wiki to  
communicate what you are doing  
and learning



Do you know who your users are?



Photo by Joe Shablotnik <http://www.flickr.com/photos/joeshlabotnik/305410323/>

Collect observations from site visits, interviews and usability tests



Create personas with the team to  
bring your research data to life





**Tip #13**  
**Measure improvements**

Benchmark, set targets and evaluate using consistent metrics to show improvements



# Example metrics

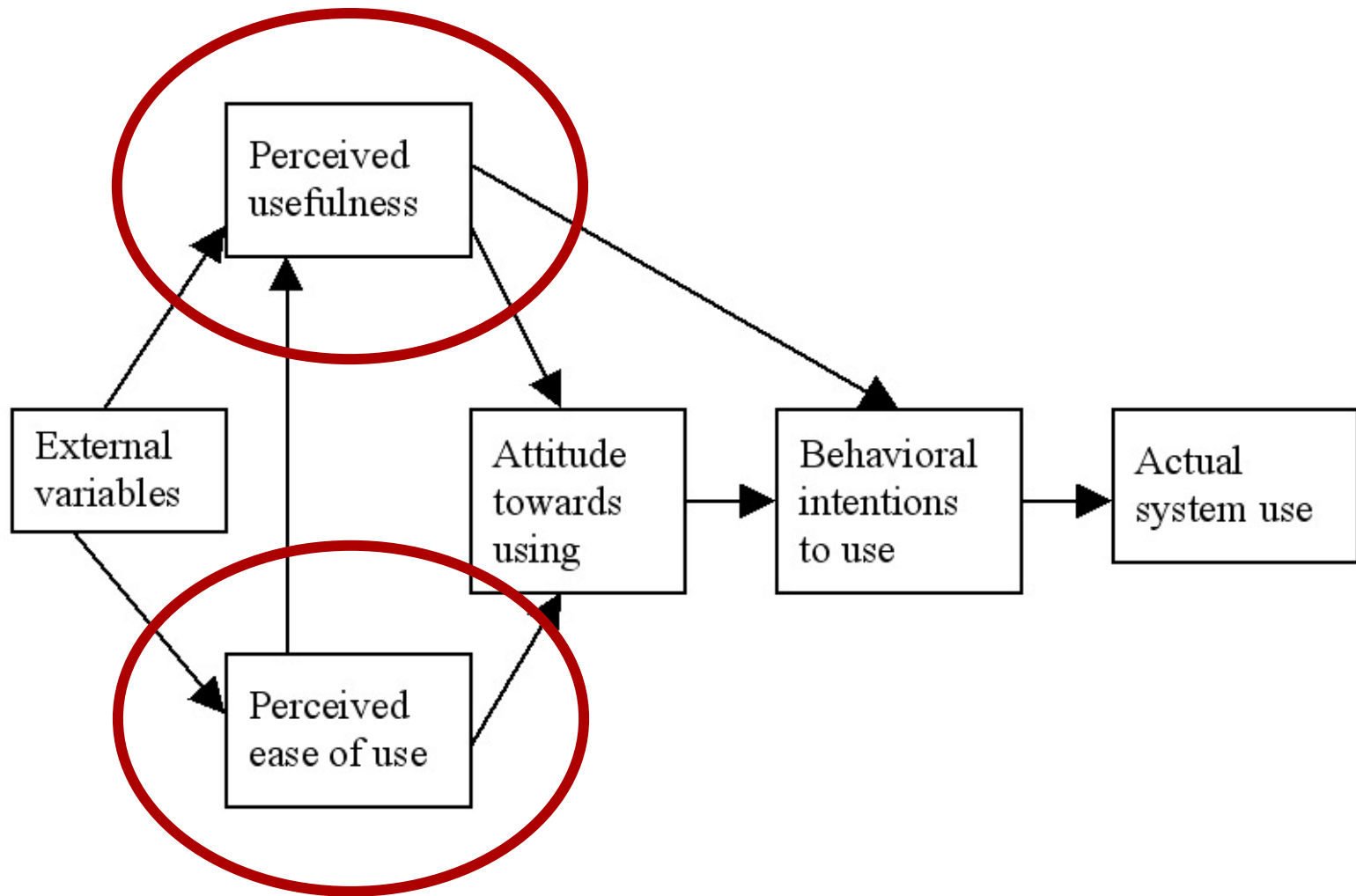
- Qualitative
  - System Usability Scale (SUS) questionnaire
  - Usability problems
  - Satisfaction
- Quantitative
  - Task completion
  - Time on task
  - Errors (number of errors and task failure)
  - Conversion rate / funnels

**Tip #14**  
**Align UX & Product**  
**Management**



UX and Product Managers should  
work with, not against, each other

# Technology Acceptance Model (Davis, 1989)



A successful product is both **useful**  
and **easy to use\***

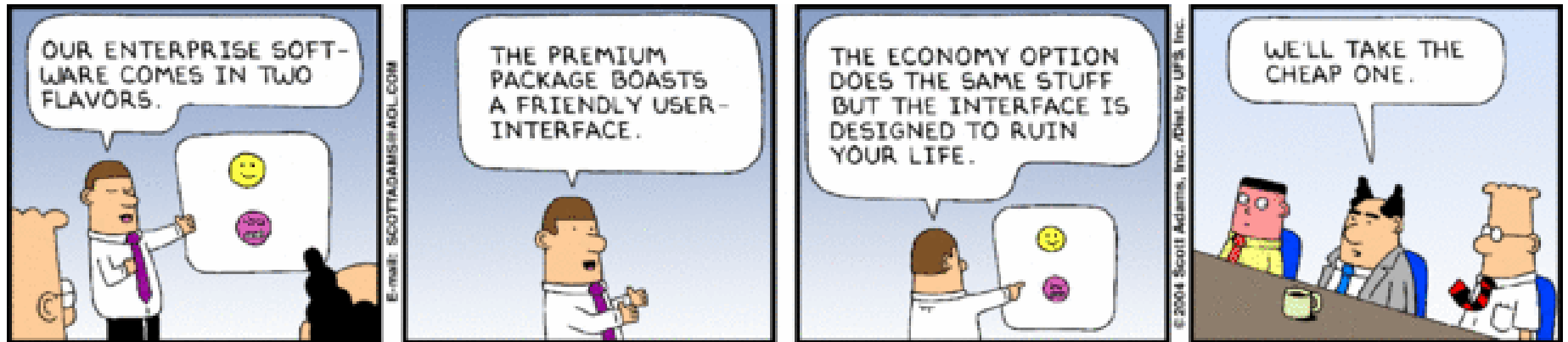
\* And hopefully desirable too!



## **Tip #15**

**Reach out to your organization**

# Procurement decisions are often only based on cost and business requirements



Do usability and accessibility evaluations before purchasing off-the-shelf systems

**Tip #16**  
**Standardise processes**

Standardising processes, tools and  
templates saves time and helps  
with a UX roll out

# Usability Testing



UX METHODS TRADING CARD

## What:

Real users test drive a prototype or production system. participant and moderator, the participant thinks out loud tasks. Typically 6-8 participants per user segment.

## Why

Understand what works and what doesn't. Often in a cycle so that the product continually improves. Examine problems, including layout, labeling, and interaction.

# Card Sort



UX METHODS TRADING CARDS

01

## What:

Activity where a participant sorts labeled cards into similar groups. May be an open sort, where piles are created based on only on perceived similarity of cards, or a closed sort where piles are grouped according to provided categories.

## Why:

Often used to guide navigation design, card sorting analysis shows how often participants group items together, and why the cards are placed in a particular pile yields deeper insight into user expectations for content.

Method cards helps educate the team

Method cards courtesy of <http://nform.com/tradingcards/>

Leave room to experiment with new  
techniques – don't be too  
prescriptive



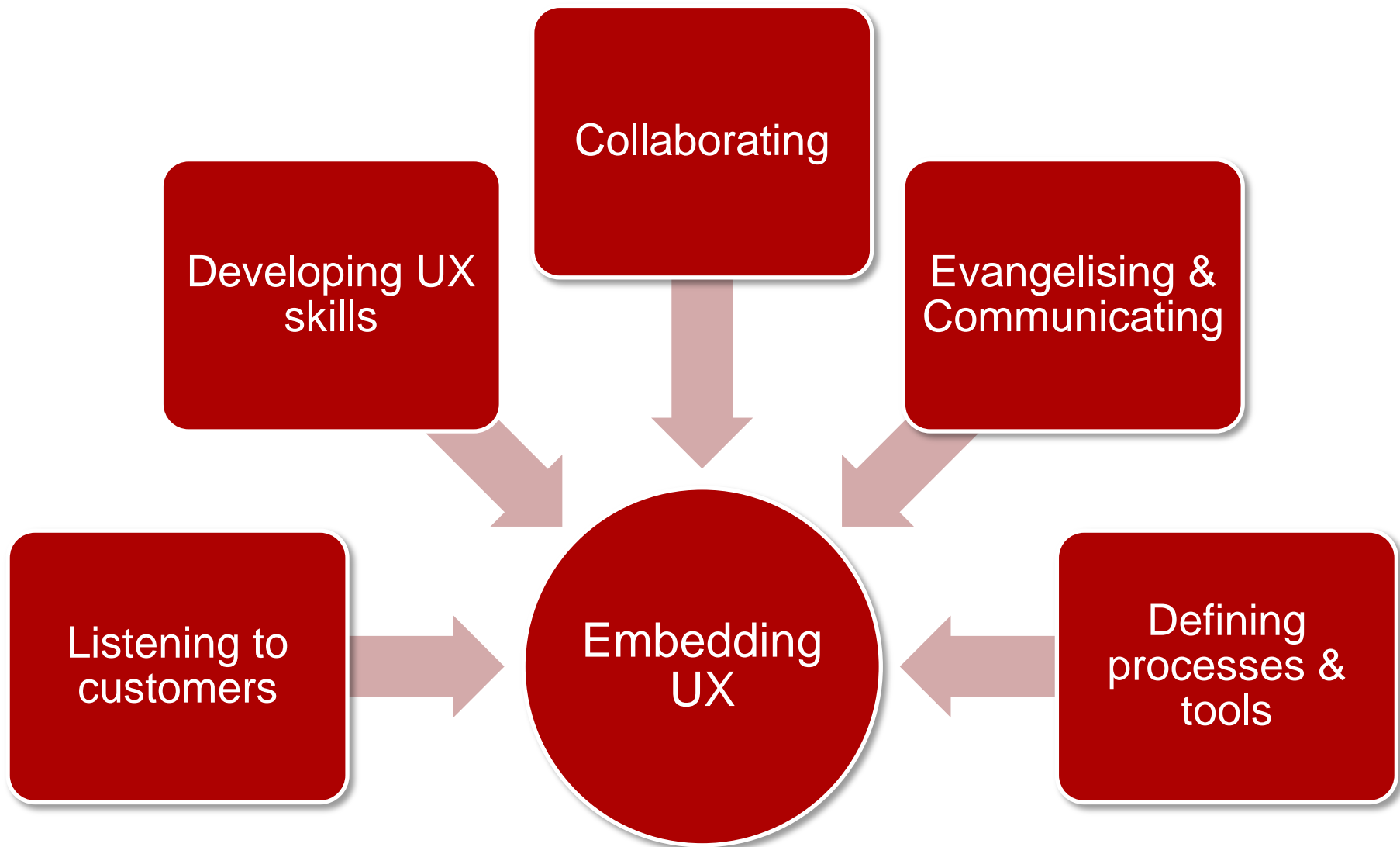
**Tip #17**  
**Get some friends**

UX can become a full time job, but  
it's often only a small percentage  
of your job role

You may need to make a case for  
dedicated UX roles

**In conclusion**

# A model for embedding UX



*“No matter how impassioned your approach, it’s impossible to take a company straight from UX indifference to UX maturity. The demands are too disruptive. Focus, as the undercover manifesto suggests, on big change through small victories, slowly winning the hearts and minds and convincing your team of the need for UX approaches .”*

*Cennydd Bowles, James Box*

It can feel like climbing a mountain, but working as a team you'll get there 😊

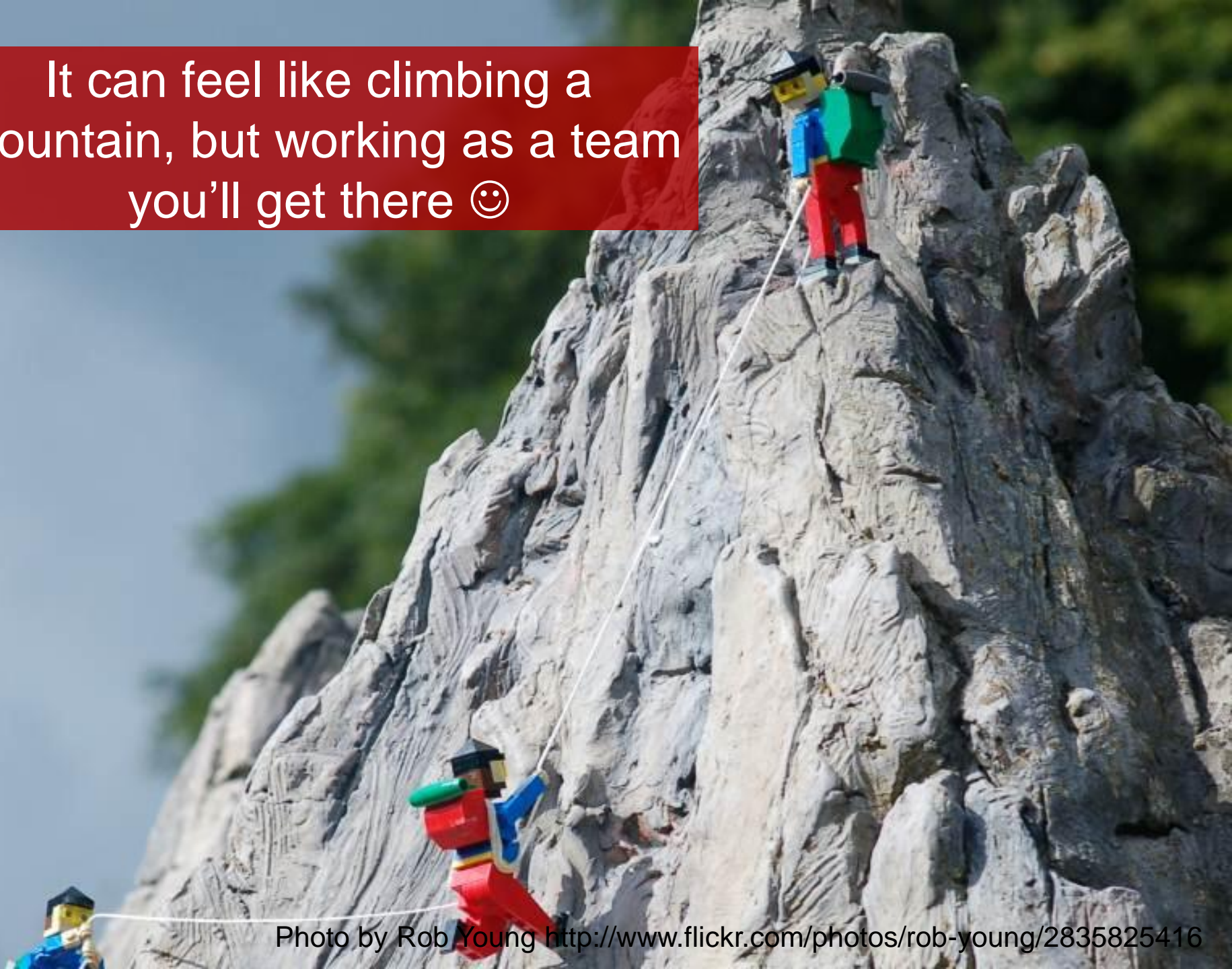


Photo by Rob Young <http://www.flickr.com/photos/rob-young/2835825416>



Thanks for listening!



# Get in touch

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