

UX



Running for content!

No UX



Running away from content!

Performing UX Review on Documentation Deliveries

Sudhir Subudhi

Session outline

- What is User Experience
- Initial strategies for UX Review
- Review dimensions and metrics
- UX Review Sheet and UX Score Card
- Q&A



What is User Experience

"You know what! This new video I saw on YouTube! Amazing! You got to see this! I will send you the link!"

"I just gave five star rating to that blog! Awesome one!"

"There was this topic. Helped me setup my email app. Perfect."

Well! That's User Experience (UX)! The users desire for it, have it again and again, and share it with others.

For content industry it's known as Information Experience (IX).

IX = Information (or content) + UX

Right content, at right time, in right way, with the user preferences in mind... DELIVERED!

Initial strategies for UX Review



Engage content design experts to perform UX Review.

Higher the UX score, higher the adoptability of the product.



Set the target for information experience.

Delivering right content, at right time, in right way, as per the preferences of the user.



Visualize as personas.

A persona is a profiled user with a particular demography, personal traits, family background, lifestyle, profession, interest, motive, knowledge level, preferences, and so on.

Persona: Loving Mom



Personal and professional details:

Family details:

Demography:

Key responsibilities:

Personal preferences:

Purchase drivers:

Social presence:

Places to look for information:

Preferred content medium:

Content consumption pattern:



Define dimensions and quantify metrics under them.

"Until and unless it's quantified, it can't be measured and you can never achieve it!"

Joe: *"The article was good."*

Christina: *"Really?"*

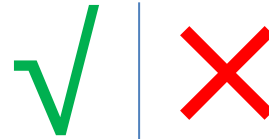
Joe: *"It got 300 likes, 20 shares, 11 downloads in 2 days flat!"*

Christina: *"Oh yeah, it was good!"*

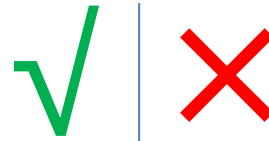
Review dimensions and metrics

1. Persuasion

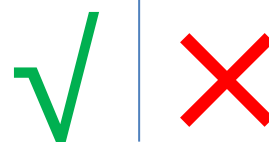
Content design takes care of cognitive patterns of the user.



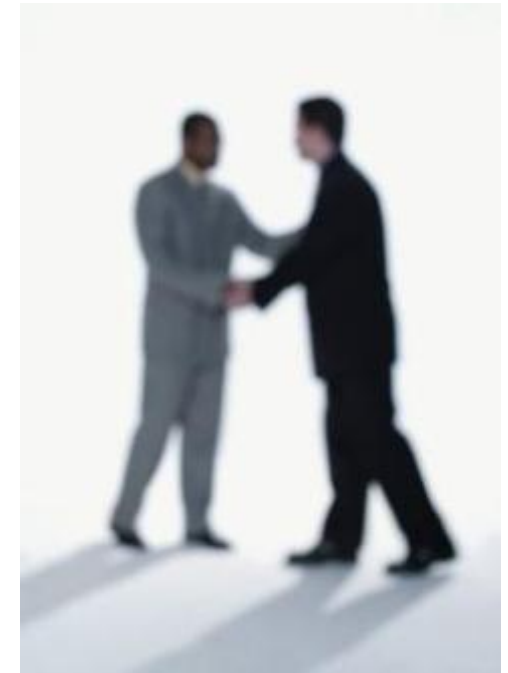
It persuades the users to use it to meet their objectives.



It provides persuasive and guided flows to meet the objectives.



and more metrics ...

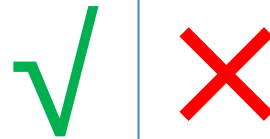


The image shows a screenshot of a Slideshare presentation. The main slide features the nuSchool logo at the top left and the text "Earn More & Make Your Client Happy With this awesome pricing technique" in a large, bold font. A large green checkmark is centered on the slide, with the word "Persuasion" written in green above it. The presentation player interface includes a share bar at the top with options for Share, Email, Embed, Like, and Save. Below the slide, there are navigation controls and a progress indicator showing "1 / 39". At the bottom of the slide, there is a metadata section with the nuSchool logo, the title "Earn More & Make Your Client Happy With This Awesome Pricing Technique", the author "by The nuSchool", the date "on Sep 28, 2014", and social media sharing buttons for Like (3), Share (6), Tweet (5), and +1 (2). The total view count is 4,560. To the right of the main slide, there is a sidebar with a list of related presentations, including "Avoid On Client", "Jay Abraham Map", "How to Grow Your Business: Add 5 New Clients Quickly", "Methods for enhancing the quality of your life - Dean Amory", and "Elance Freelancer Guide".

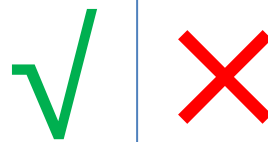
Web reference: <http://www.slideshare.net/nuSchool/earn-more-make-your-client-happy-with-this-awesome-pricing-technique>

2. Effort and interaction

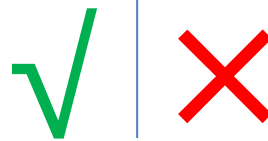
Effortless experience.



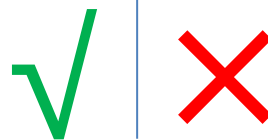
Browsing, searching and other navigations are easy and fast.



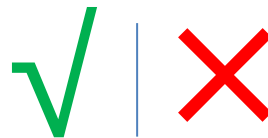
All the content are quantified, configured, and accessible through the navigational utilities.



The information architecture is minimal and effective.



and more metrics ...



Authorization Form

Name:

First Name:

Middle Name:

Last Name:

Email:

Username:

Password:

Verify Password:

Company:

City:

State:

Zip Code:

Country:

Address:

Phone #:

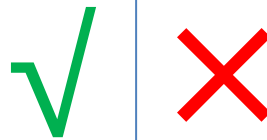
Fax #:

Effort and interaction

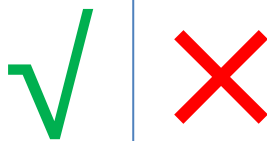


3. Comprehension and consumption

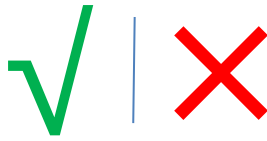
Easy comprehension and consumption



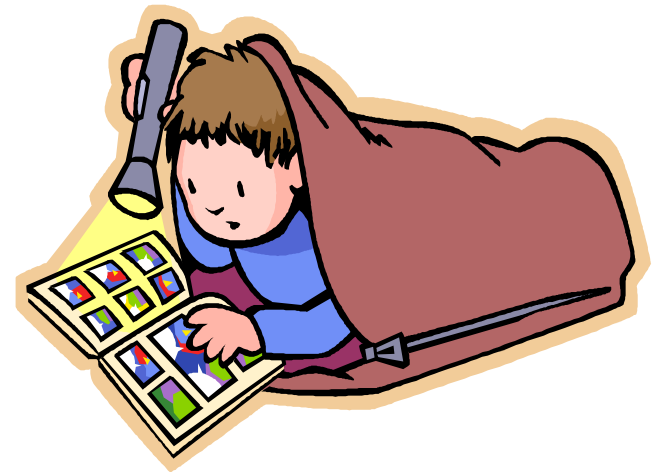
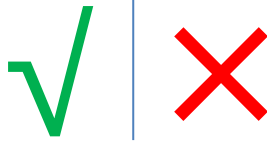
Use of appropriate design patterns and style guides.



Valuable content.



and more metrics ...



← → C www.agilemodeling.com/essays/agileDocumentation.htm ☆ ☰

11. When Should You Create Documentation?

Let's begin with some fundamental advice (described in detail elsewhere in this article):

- Prefer executable specifications over static specifications (documents)
- Single source information
- Document stable concepts, not speculative concepts, and thereby document as late as possible in the life cycle
- Documentation is the least effective means of communication

Now let's consider when in the software development life cycle (SDLC) it makes sense to write documentation. Figure 6 depicts the typical strategies towards documentation for both traditional and Agile development, the curves representing the total amount of effort invested to date in writing documentation. In this case documentation includes interim work products such as project plans and specifications that you may not decide to retain at the end of the project (some teams do, some don't). The diagram also indicates the type of documents that might be created at given points of time, although this list is not meant to be exhaustive. Figure 6 in effect depicts the strategy of the document late best practice.

Figure 6. Documentation through the SDLC.

Another, more disciplined approach, is to document continuously such as support, operations, system overview, and user docs as you go. The idea is that if a system is to be potentially shippable at the end of each iteration then that includes the deliverable documentation as well. The challenge is that any documentation that you write needs to be evolved over time in sync with your code which can be painful (see the next section). If you adopt this strategy then there are three heuristics to consider:

1. For long iterations, four or more weeks, write the documentation in the iteration that the corresponding functionality was developed in.

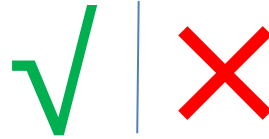
Comprehension
and
consumption



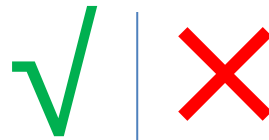
Web reference: <http://www.agilemodeling.com/essays/agileDocumentation.htm>

4. Power

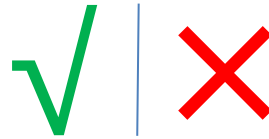
The user is in control of the document.



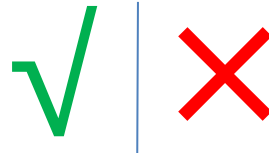
The follow-up or the interactions are yielding result.



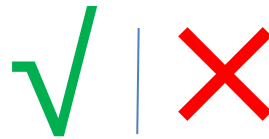
The users achieve their objectives speedily.



The users enjoy a full-featured and complete content, with no missing options.




and more metrics ...



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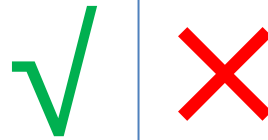
Power



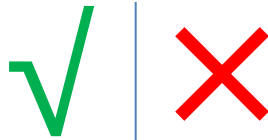
Web reference: http://www.bajajauto.com/pulsar200ns_index.asp

5. Emotion

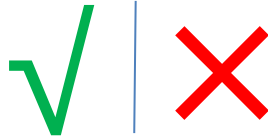
The content makes an instant emotional connection with the users.



It drives the users' feelings of excitement, exploration, and fulfillment.



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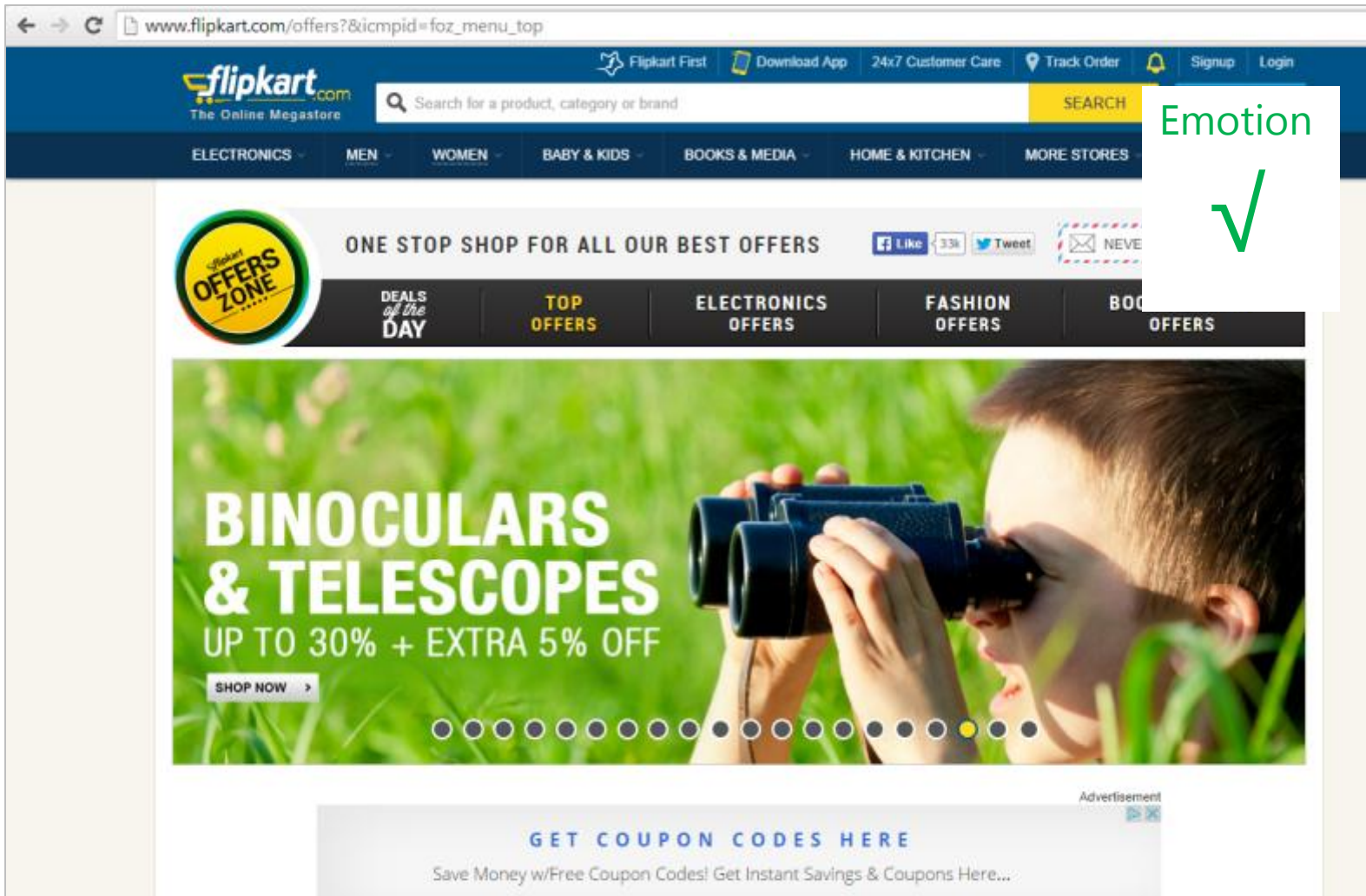
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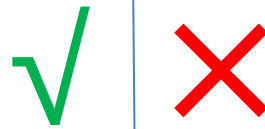
Emotion ✓



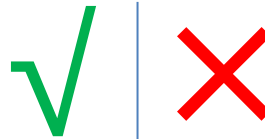
Web reference: http://www.flipkart.com/offers?&icmpid=foz_menu_top

6. Trust and brand perception

Content looks professional.



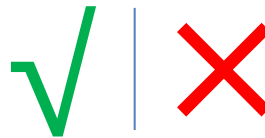
The users find the content safe and trustworthy.



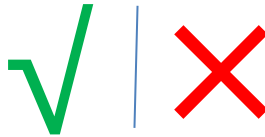
Content is trendy.



The users see others using the content to get social proof.



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The Gateway Hotel Jaipur - Ramgarh (A Taj Hotel)	Jaipur			₹ 8,075
The Leela Goa	Goa			₹ 13,500

Trust and brand perception

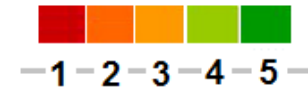
Web reference: <http://www.yatra.com/?redirect=no&origin=US>

UX Review Sheet and UX Score Card

UX Review Sheet

Rating Scale:

- 1: The metric is not met.
- 2: The metric is met very poorly.
- 3: The metric is partially met.
- 4: The metric is met.
- 5: The metric is fully met or exceeded.



#	Review Dimensions and metrics	Rating	Notes/ Comments	Linked Design Principle	Recommended Solution
1. Persuasion Predictable cognitive patterns help designing better content that persuades users to meet their objectives by using the product. It includes setting the persuasion objectives, defining persuasive and guided flows consisting of visual elements, content, and emotional interactions that meets the users' objectives.					
1.01	The users can clearly see the tasks and align their objectives to complete the tasks.				
1.02	The document persuades the user to follow and complete their tasks.				
1.03	The document presents a set of related tasks appropriately to extend the experience.				
1.04	The guided task flows effectively guide the users to meet their objectives.				
1.05	The users are persuaded to return to the document again when needed.				
1.06	The users complete their goals by using the document.				

UX Score Card

Details of subject under assessment:

Company name	<>	Received date	<>
Point of contact	<>	Target date	<>
Document name	<>	Status	<>

Overall Rating: 2/5



Overall Feedback:

Pros: Some navigation utilities are available;

Cons: Significant improvement needed on user experience design; erroneous information discredits the trust; images are not matching with user state; difficult to comprehend

Rating Scale:

- 1: No UX
- 2: Poor UX
- 3: Partial UX
- 4: Meets UX
- 5: Exceeds UX

Detailed break-up

Review dimension	Rating	Raised concerns
Persuasion	2/5	<n> comments
Effort and Interaction	3/5	<n> comments
Comprehension and consumption	1/5	<n> comments
Power	2/5	<n> comments
Emotion	1/5	<n> comments
Trust and Brand perception	1/5	<n> comments

Note: See the UX Review Sheet for the detailed comments.

Q&A

We can discuss UX further in my LinkedIn group:



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Thank you.



<http://in.linkedin.com/in/sudhirsudbudhi>



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