

Users are People Too

ANDRINA KELLY

USER EXPERIENCE



Who are you?



BMus (Hons), Performance
Royal College of Music



Apple Hardware Tech
4 years



Systems Admin, Consultant & DevOps
12 years



Field Services



User Experience



**The
most
dangerous
phrase in the
language is,
"We've always
done it this way."
- Grace Hopper**



#01

**Computers are still
ambiguous to some users**

#02

**We are susceptible to the
aesthetic-usability effect**

#03

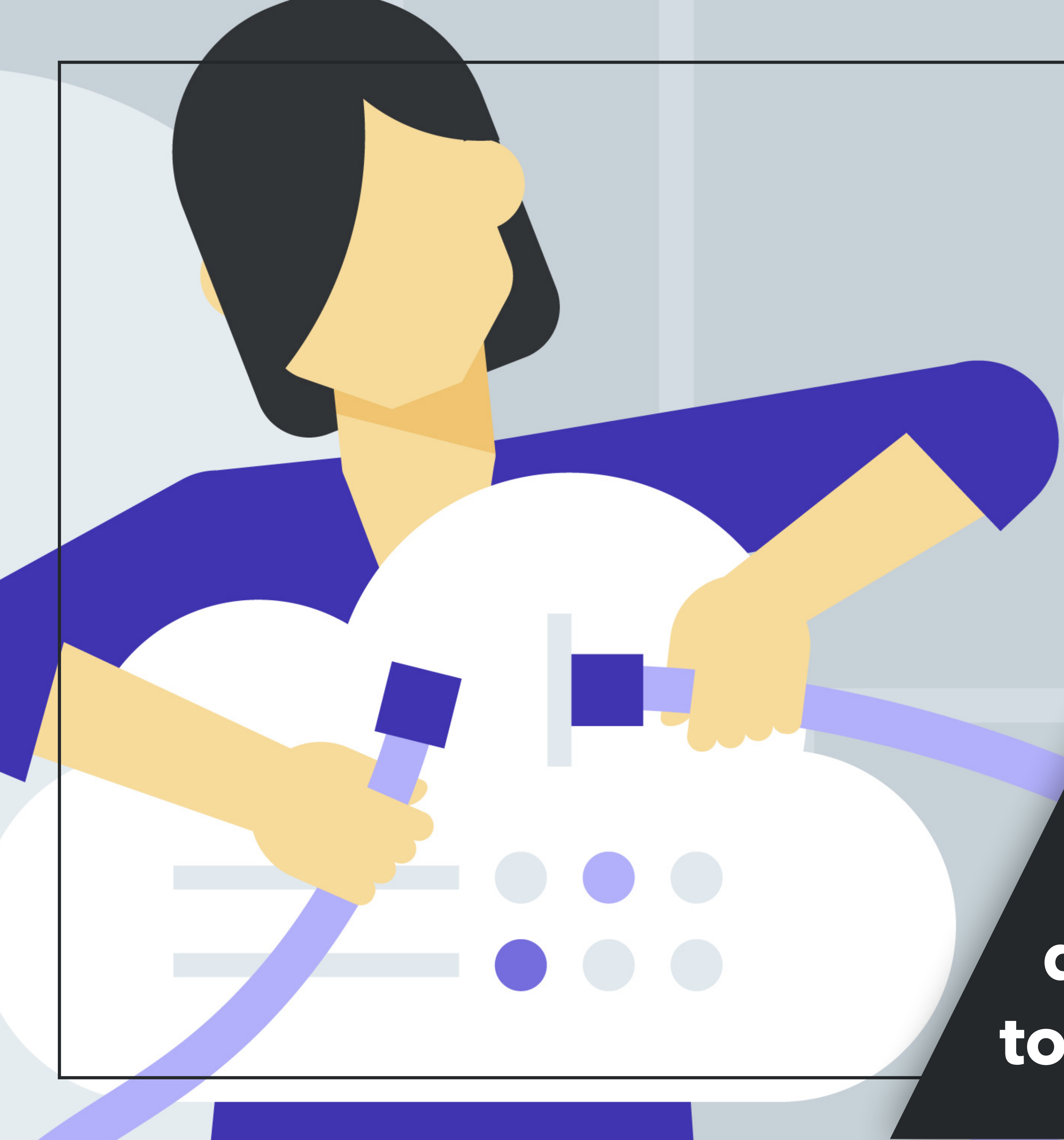
Task-selection bias

#04

**Norman's concept of
learned helplessness**

#01

**Computers are still
ambiguous to some
users**



“The biggest issue I have with users is that if ANY LITTLE THING happens that is different than what normally occurs with their machine, they panic. Like if a different icon appears on their desktop. Man, do folks get touchy about their icons.”



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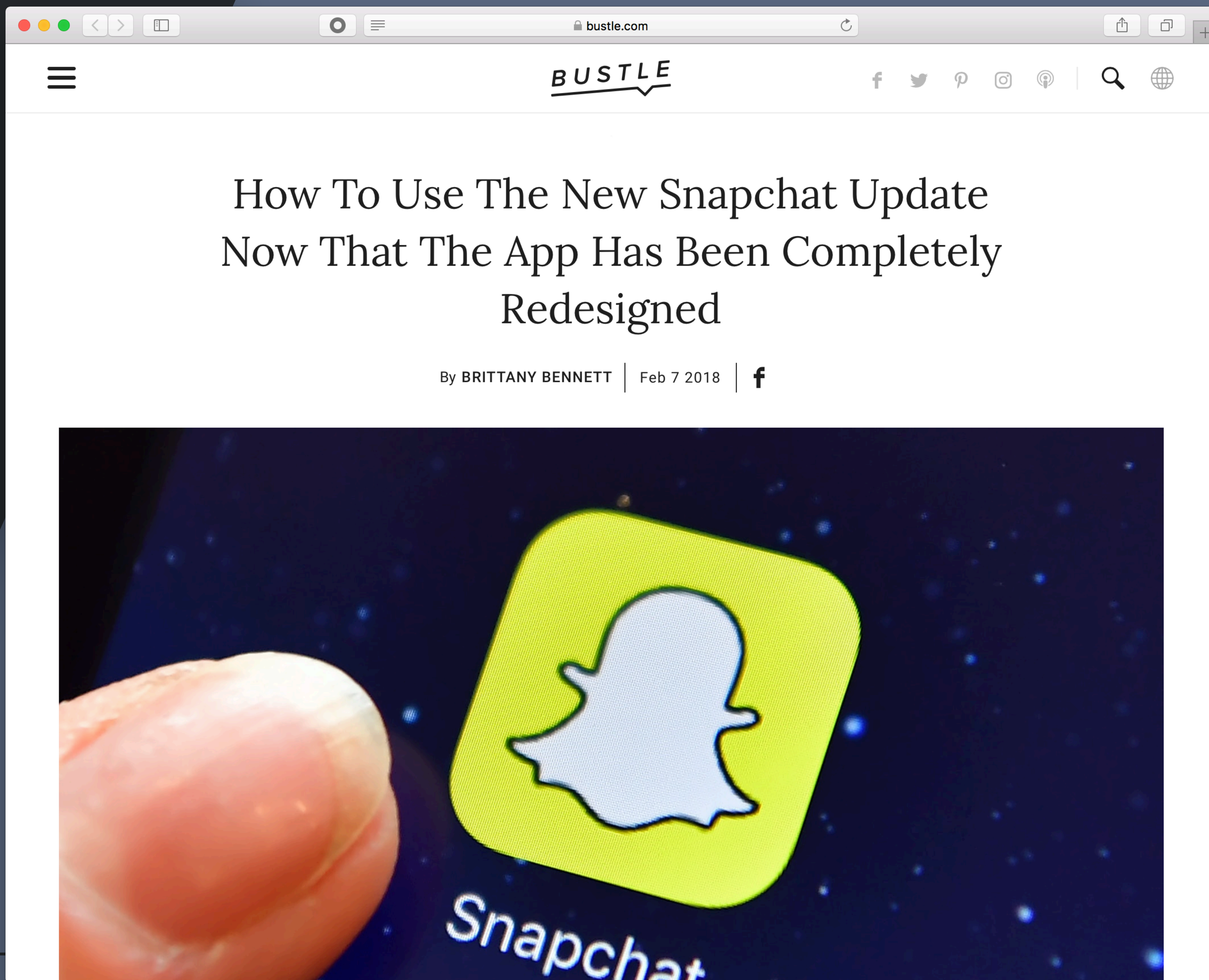
#04

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#02

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the aesthetic-usability
effect**



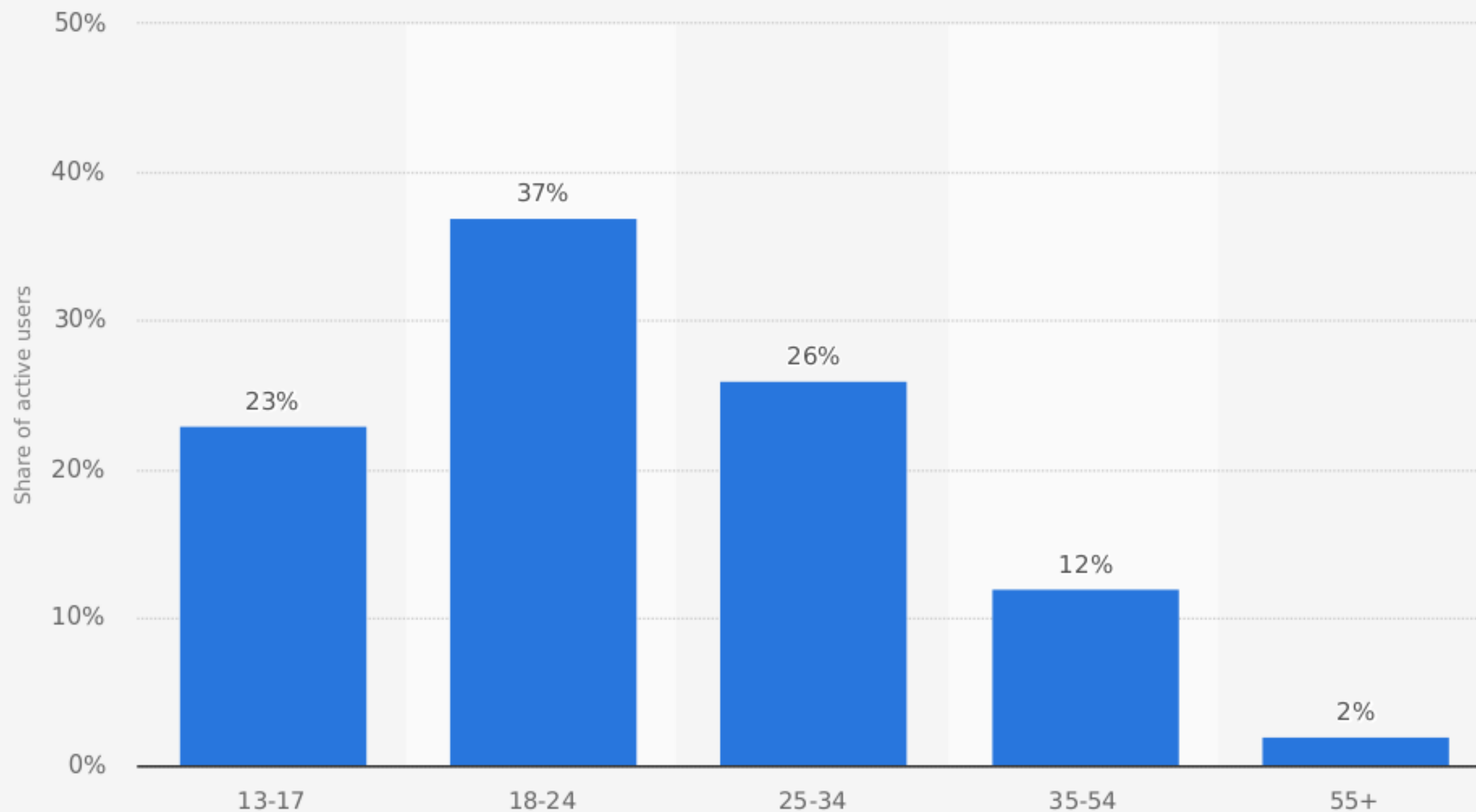




"This is by design. We've made it very hard for parents to embarrass their children."

**Evan Spiegel - CEO
Snapchat**

Distribution of Snapchat users in the United States as of February 2016, by age



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How the customer explained it



How the project leader understood it



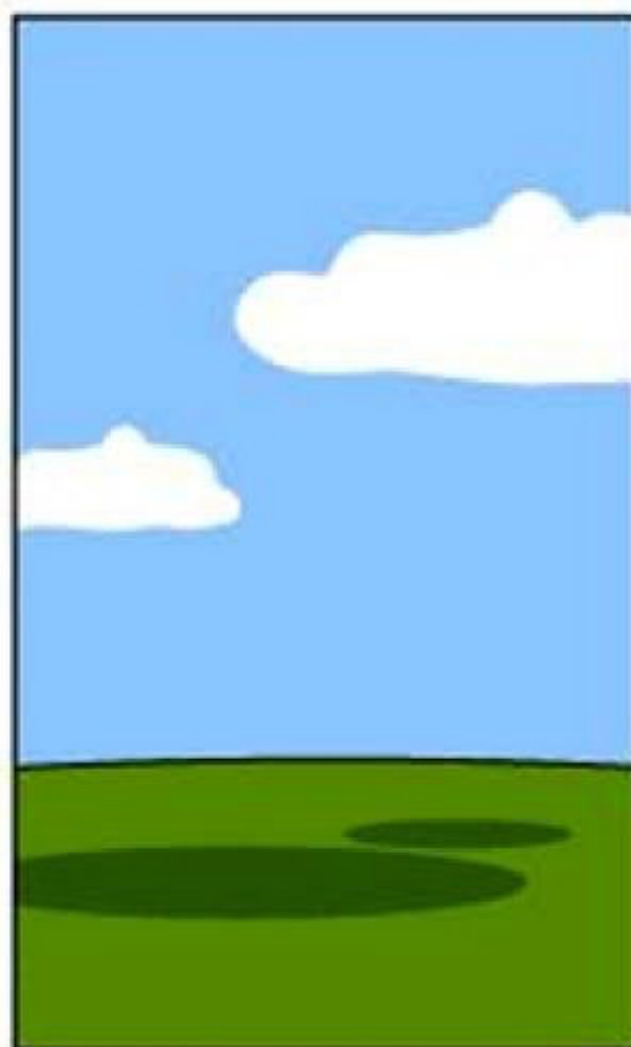
How the analyst designed it



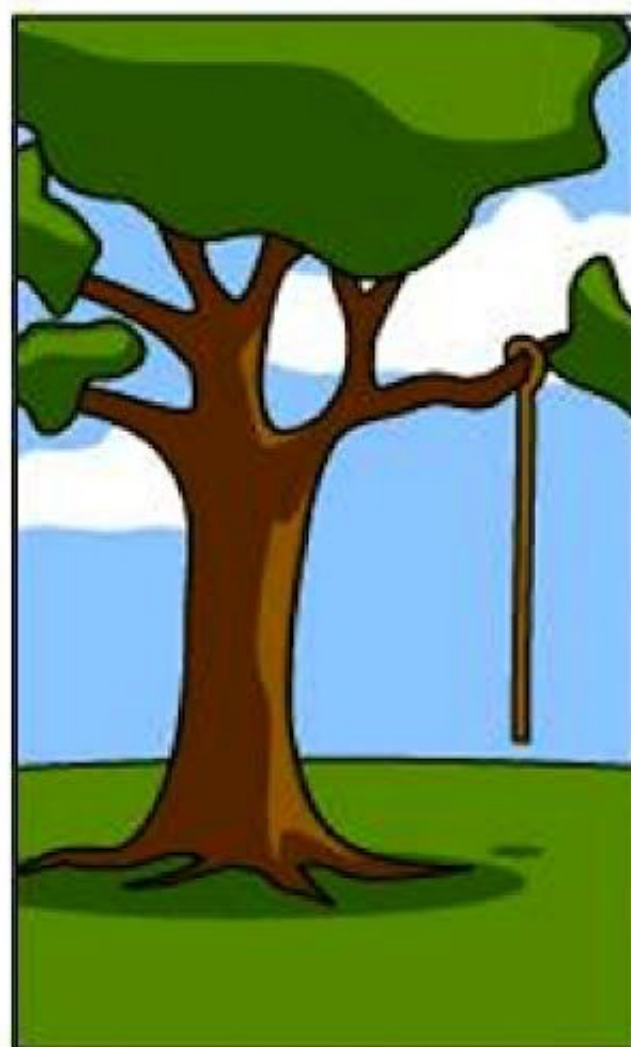
How the programmer wrote it



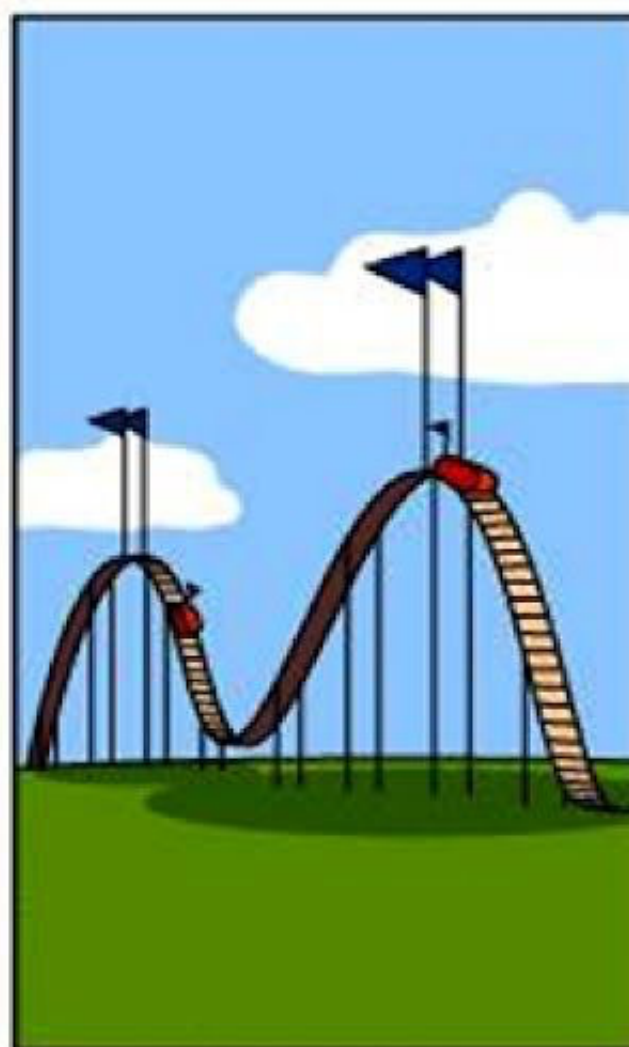
How the business consultant described it



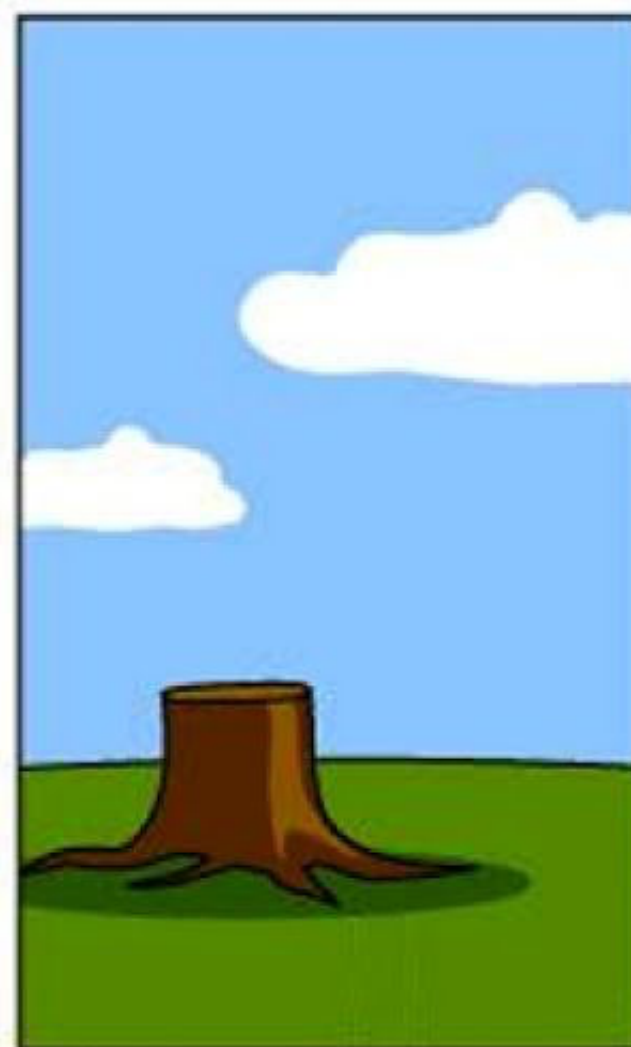
How the project was documented



What operations installed



How the customer was billed



How the helpdesk supported it



What the customer really needed

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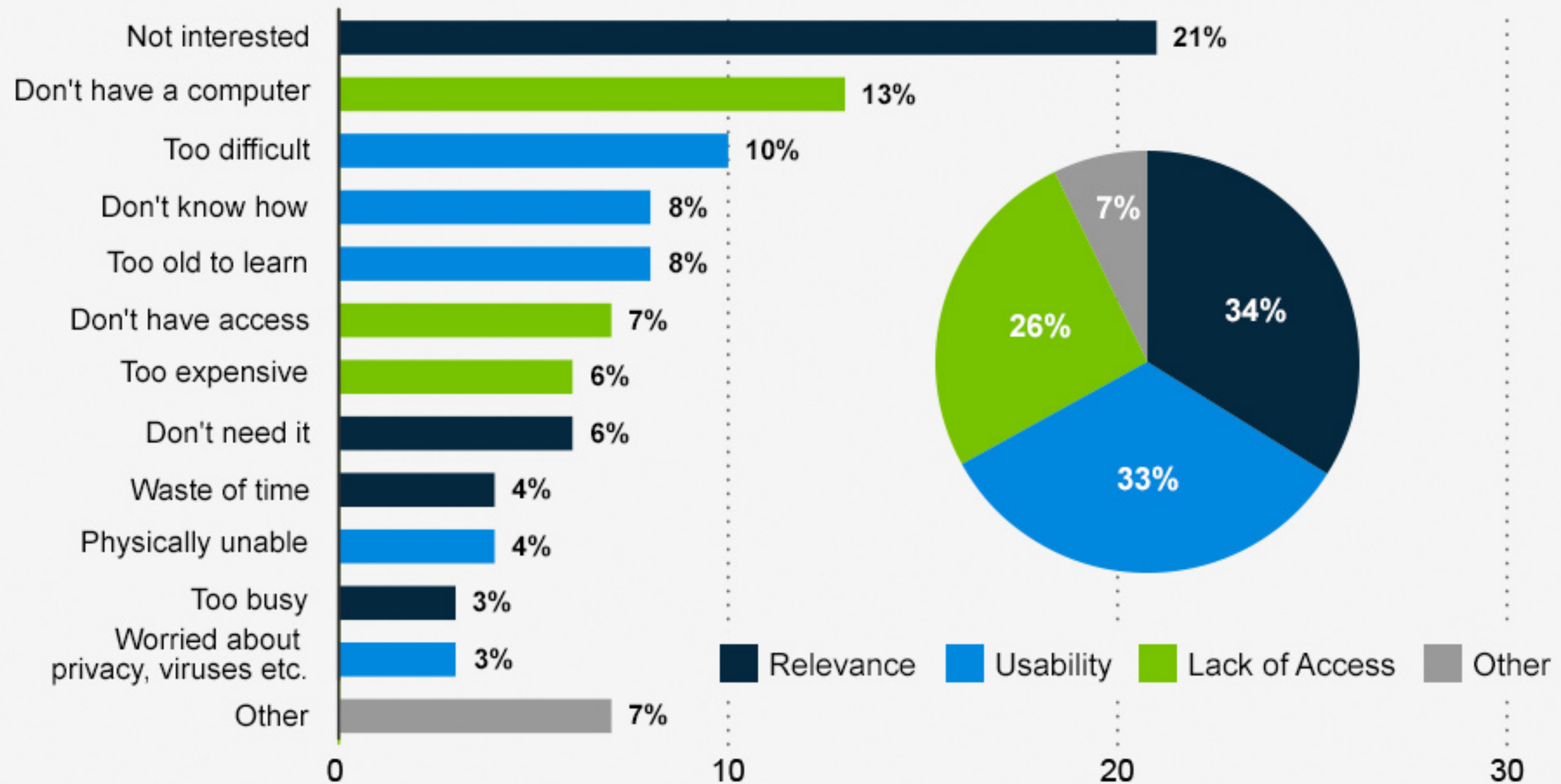
**Norman's concept of
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#04

**Norman's concept of
learned helplessness**

The Reasons Why 15% of American Adults Are Offline

% of U.S. adults who do not use the internet for the following reasons



n=357 adults who do not use the internet or email

Source: Pew Research Center

Now What?

**You created an
amazing tool for
your users**



No one used it



**Must be the
users' fault**



Ignore Ownership on Disk

- Solves a problem normally only an admin could deal with
- Looks like a GUI tool to your users
- Major Scripting Cred!



Why didn't this work?



MAIL

Collect & Mail Diagnostics Logs

Collects diagnostic logs from your machine and creates an e-mail for you to send to CTS. The collection of the logs may take a few minutes, please be patient.



Why did this work?



**How do we prevent
tripping over logs?**

A Crash Course in User Research



Research Categories

#01 Qualitative & Quantitative

#02 Generative & Evaluative

#03 Attitudinal & Behavioral

#01

Qualitative & Quantitative



#02

Generative & Evaluative



vs.



#03

Attitudinal & Behavioral



Methodology

Service Safaris

Focus Groups

Interviews

Surveys

Directed storytelling

Diary Studies

Field Studies

Intercepts

Video Ethnography

Picture Cards

Mental Model Mapping

Usability Testing

A/B Testing

Participatory Design

Card Sorting

Analytics

Methodology

Interviews

Surveys

Field Studies

Intercepts

Mental Model Mapping

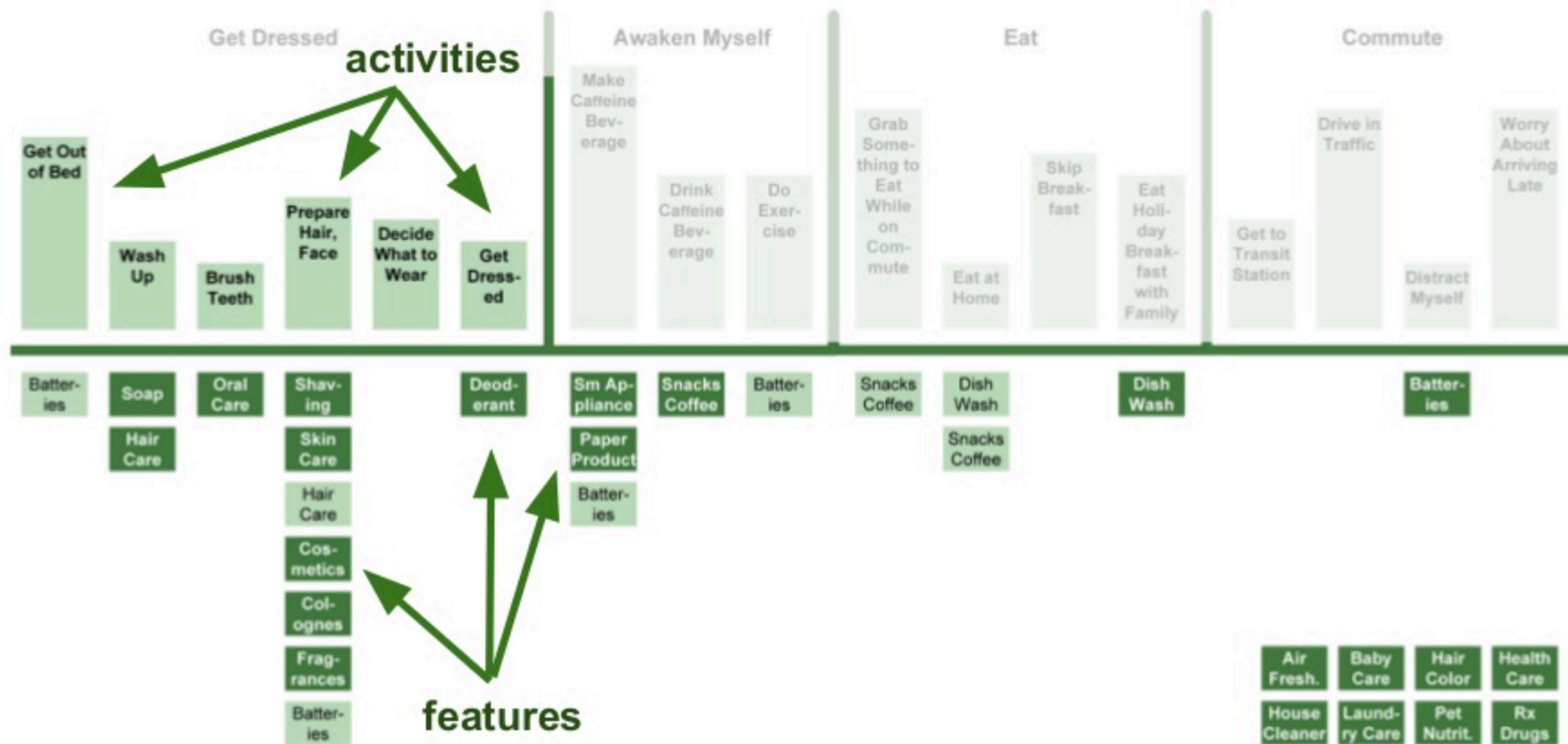
Usability Testing

Participatory Design

Card Sorting

Mental Model Mapping

GETTING READY IN THE MORNING




Usability Testing

How do I test something with my users without having to build the whole thing first?

Apple Inc.

Developer Discover Design Develop Distribute Support Account

< More Videos



Overview

Prototyping: Fake It Till You Make It

Make better apps by trying things out first, before you write any code. Get a glimpse of Apple's prototyping process and the range of tools and techniques we use, some of which might surprise you.

WWDC 2014 - Session 223 - macOS, iOS

<https://jamf.it/prototyping>



#01

Qualitative & Quantitative

Interviews

Surveys

Field Studies

Intercepts

Mental Model Mapping

Usability Testing

Participatory Design

Card Sorting



#02

Generative & Evaluative

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vs.



#03

Attitudinal & Behavioral

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One more thing...

Objection! Leading the witness!

What is a leading question?

Leading:

How well would this save time
for you during your workday?

What is a leading question?

Open-ended:

How might this affect your efficiency, if at all?

<https://jamf.it/leading>

Recap

#01 Know your users

#02 You are not your user

#03 What makes your life easier might not make your users' life easier

#04 Prototype & test first

#05 Useful does not equal usable

Q & A

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