MY L'ORÉAL UX PLAYBOOK

HELLO, L'ORÉAL!

How is digital impacting the world around us? Though we can answer this question through our own experiences as consumers, this is the starting question large organizations are seeking to answer as well. To stay at the forefront of this transformation, General Assembly is excited to work with L'Oréal to deliver your UX Immersive workshop.

The two-day program brings together our UX experts and key members of your team to learn new skills and apply new UX tools and methodologies to your work. Our uniquely crafted learning experiences are designed to help you achieve meaningful outcomes by giving you the frameworks and tips you need.

About General Assembly

Established in early 2011 as an innovative community in New York City for entrepreneurs and startup companies, General Assembly is an educational institution that transforms thinkers into creators through education in technology, business and design at 14 campuses across 4 continents.

In 2012, General Assembly launched the Enterprise division to help large organizations adapt to the digital age through customized training solutions that draw on both online and in-person learning.

MEET THE INSTRUCTIONAL TEAM

Arshad Wala, NFL

INSTRUCTOR + UX EXPERT

Arshad Wala is a digital product development expert with experience across a diverse range of brands, including: Google, Honda, HTC, PlayStation, Target, Volkswagen, and Xbox. Arshad's work includes designing the first interaction framework for Google TV, helping PlayStation and Xbox product teams understand their users through the creation of personas and user-flows, and building consumer focused commerce platforms for Honda, HTC, and Target. Formerly the UX Director at Deutsch, and the VP of Product Development at Clique Media, Arshad currently serves as the CEO at Digitalworks. Arshad also oversees UX Design for NFL Media's product team.

Kim Rust, RustCraft Digital

INSTRUCTOR + PRODUCT MANAGEMENT EXPERT

Kim Rust, Founder of Rustcraft Digital, is a product management and digital marketing strategist with expertise in mobile. Her mobile experience extends across the build and marketing of over 30 mobile apps and responsive sites for media brands like HBO and retail brands like Express, Estée Lauder, Bebe, and The North Face. Kim is passionate about educating companies on the mobile customer experience, seamless cross-device user experience, and embracing a mobile-first approach to work flow. Kim holds her MBA from Columbia Business School and her BA from University of Pennsylvania.

Shula Ehrlich, General Assembly

FACILITATOR + INSTRUCTIONAL DESIGNER

Shula Ehrlich is an instructional designer on the Enterprise team at General Assembly. She has 10 years of experience in instructional design and delivery. At the heart of everything she does is to create playful learning experiences that encourage learners to take risks, fail safely, and ultimately learn through play and design. She worked for several years as Lead Game Designer at Institute of Play, collaborating with teachers to develop learning games and game-like curricula as well as creating and facilitating teacher professional development workshops around game-based learning.

MEET THE L'ORÉAL TEAM

Sacha Goureau

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CORE MESSAGE
IMPROVE OUR DIGITAL PROPERTIES THROUGH UX

As a marketing organization, we need to leverage best-in-class UX practices, mobile first design, and a consumer-centric mindset in order to guide our digital property analysis, new insights, and actionable next steps.

We need the language and knowledge necessary to make informed and data-driven recommendations to our agencies.

Program Outcomes

I speak UX.

I am equipped with a shared understanding of UX best practices and have developed the skills and language I need to effectively communicate and defend our needs to the agencies.
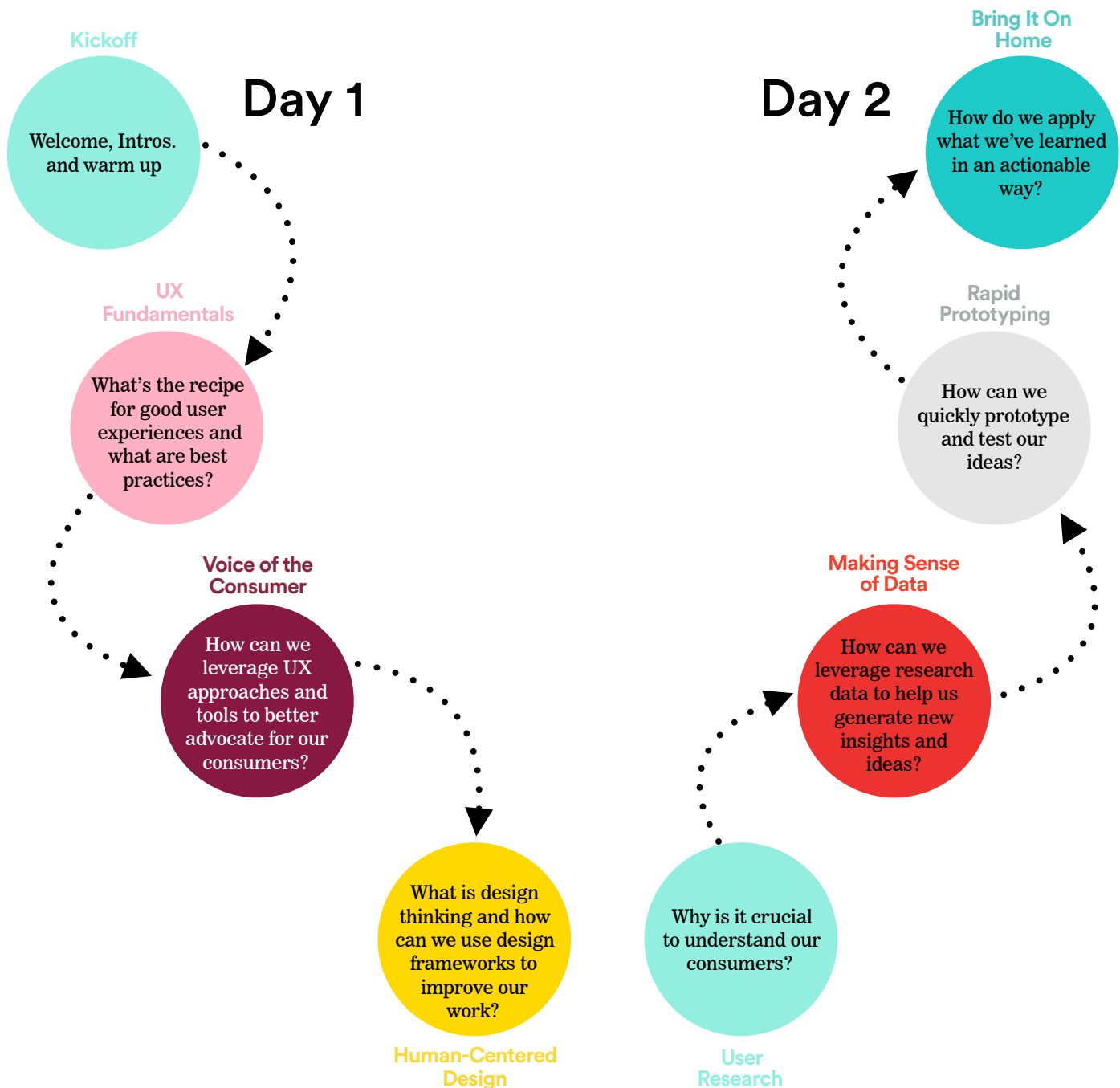
I can leverage new UX tools.

I've learned and practiced tools and techniques that I can immediately apply to my brand. Armed with my L'Oréal Playbook and my site-specific Action Plan, I'm ready to apply a consumer-centric approach to solving problems.

I am a UX evangelist.

I recognize that strong UX is essential to driving the improved performance of L'Oréal e-commerce digital properties.

MAKE THE MOST OF YOUR EXPERIENCE

Over the next two days, we'll cover several topics in a variety of ways. To help you along your journey, and to constantly reflect on how the learning applies to your everyday work, we encourage you to actively use this document as a map, note taking guide, and Playbook for looking forward.*

Day 1

Kickoff

Welcome, Intros. and warm up

UX Fundamentals

What's the recipe for good user experiences and what are best practices?

Voice of the Consumer

How can we leverage UX approaches and tools to better advocate for our consumers?

What is design thinking and how can we use design frameworks to improve our work?

Human-Centered Design

Day 2

Bring It On Home

How do we apply what we've learned in an actionable way?

Rapid Prototyping

How can we quickly prototype and test our ideas?

Making Sense of Data

How can we leverage research data to help us generate new insights and ideas?

Why is it crucial to understand our consumers?

User Research

* Don't worry — you will receive digital copies of all session decks and handouts following the program!

AGENDA & OBJECTIVES

Day 1

8:30 AM	Arrival + Breakfast
9:00 AM	Sponsor Welcome + Kick off
9:30 AM	UX Fundamentals
10:45 AM	Break
11:00 AM	Voice of the Consumer
12:15 PM	Lunch
1:15 PM	User Centered Design
3:30 PM	Break
3:45 PM	Day One Wrap Up
5:00 PM	Adjourn

Day 1 Objectives

I can evaluate the user experience of a product based on the core facets of good UX: Usability, Utility, Desirability, Brand Experience

I am comfortable using personas and empathy maps as tools for developing empathy for my users.

I've experienced the steps of the design process and recognize the power it holds for user-centered design.

Day 2

8:30 AM	Arrival + Breakfast
9:00 AM	Welcome Back
9:15 AM	User Research
10:40 AM	Break
10:55 AM	Making Sense of Data
12:15 PM	Lunch
1:15 PM	Rapid Prototyping
2:45 PM	Break
3:00 PM	Presentations
4:30 PM	Bring It On Home
5:00 PM	Adjourn

Day 2 Objectives

I learned common methods of user research and got hands-on practice conducting user interviews and usability tests with users.

I practiced techniques of synthesizing data and pulling out themes.

I applied the Design Process to a L'Oreal specific challenge and tested a prototype with real users.

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DAY 1: FOUNDATIONS

Let's make this a conversation…

What's the recipe for good user experiences and what are best practices?

UX Fundamentals

How can we leverage UX approaches and tools to better advocate for our consumers?

Voice of the Consumer

What is design thinking and how can we use design frameworks to improve our work?

Human-Centered Design

MY NOTES

UX FUNDAMENTALS

What does User Experience mean to you?

What does good UX look like? Bad UX?

How UX Solves Problems

VISUAL DESIGN

INFORMATION ARCHITECTURE

INTERACTION DESIGN

USABILITY

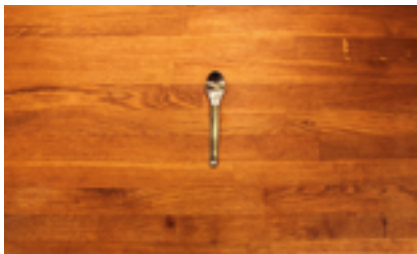USER RESEARCH

CONTENT STRATEGY (SEO)

UX FUNDAMENTALS

What's the recipe for a good user experience?

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

Donald Norman

Author, "The Design of Everyday Things"

THE USER INTERFACE ENABLES THE EXPERIENCE

While a spoon delivers the cereal to your mouth, the experience of eating it is actually very complex. A lot of research and development goes into determining the flavor, planning the manufacturing and marketing, settling on a name, and designing the box.

Depending on the type of cereal, someone may have even planned the childhood memories that it evokes when you eat it. A lot of work goes into a great user experience.

UX FUNDAMENTALS

UTILITY

It is useful to me. It meets my needs.

UX starts by being Useful

USABILITY

I am able to use the product easily.

Functionally, people must be able to use it

DESIRABILITY

I like the way the product looks and feels.

The way it looks and feels must be pleasing

BRAND EXPERIENCE

My overall feeling about the brand is good.

This create a positive overall brand experience

MY NOTES

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DIGITAL PRODUCT DECONSTRUCTION

Your Task:

Did you achieve it?   YES!   NO.   SORT OF?

WHAT WAS EASY OR DIFFICULT ABOUT IT?

DIGITAL PRODUCT DECONSTRUCTION

Evaluate the product against the guiding UX principles:

Epic Fail. Not great. Good. Amazing!

1. Utility.

2. Usability.

3. Desirability.

4. Brand Experience.

WHAT RECOMMENDATIONS DO YOU HAVE?

UX FUNDAMENTALS

Reflection and Application

‣ How is your brand currently doing according to the guiding principles of: Utility, Usability, Desirability, and Brand Experience?

‣ What brand(s) are doing Utility, Usability, Desirability, and Brand Experience well?

What are 3 Key Insights you have about UX?

1. *e.g. User Experience is more than just usability*

2.

3.

What 3 actionable steps can you take to apply your Key Insights to your brand?

1. *e.g. I can evaluate my brand according to Usability, Utility, Desirability, and Brand Experience and identify concrete things to change*

2.

3.

VOICE OF THE CONSUMER

Why do we need to understand our users?

ALIGN THE TEAM'S UNDERSTANDING OF USER PROBLEMS	REVEAL INCORRECT ASSUMPTIONS ABOUT HOW USERS BEHAVE	CLARIFY WHO THE USERS ARE TO AVOID PERSONAL BIASES

What do we need to know?

INTERNAL FACTORS ("PEOPLE")	EXTERNAL FACTORS ("CONTEXT")	GOALS & TASKS ("ACTIVITIES")

WHO? uses your product?

WHAT? else are they doing while using it?

WHERE? are they using it?

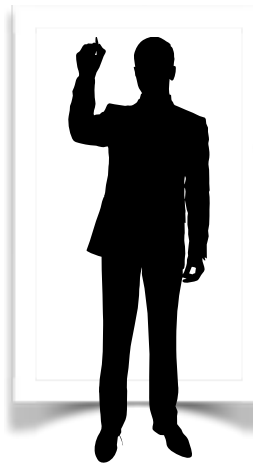**WHEN?** are they using it?

WHY? are they using it?

HOW? do they access it?

VOICE OF THE CONSUMER

Tell me a story about…

Broad "users" are open to interpretation

BUSY MOM?

BUSY MOM?

A Persona helps anchor the team's conception of the user and helps us maintain a consumer-centric mindset:

‣ Reminds us who the user is

‣ Summarizes user research

‣ Focuses design efforts on solving the user's problems

‣ Helps resolve disagreements

‣ Works off assumptions that should be validated later with research

TOOLKIT: PROTO-PERSONA EXAMPLE

NAME, TAGLINE, PICTURE

▸ *Garfield, "the fat cat"*

BEHAVIORS AND DEMOGRAPHICS

▸ *36 years old*

▸ *Unemployed, has never held a job*

▸ *Has relied on father figure for food and shelter his entire life*

▸ *Sings part time at a local stage*

▸ *Soft spot for teddy bears and Christmas*

▸ *Hates Mondays*

▸ *Drinks numerous cups of coffee a day*

▸ *Always wants more food*

▸ *Occasionally blows up at family members out of frustration when they don't understand/give him what he wants*

▸ *Watches TV for 5+ hours a day*

▸ *Rarely leaves the house*

WANTS, NEEDS, GOALS

▸ *Family/friends/doctors want him to lose weigh, but he hates diet and exercise*

▸ *Relies on caretaker to provide meals - would like to be able to obtain meals for himself*

▸ *Creature of comfort - always seeking new and more comfortable places to sleep, watch TV, etc.*

▸ *Has difficulty communicating - not sure if family members understand what he's thinking*

POSSIBLE SOLUTIONS

▸ *Help him communicate his wants and needs with caretaker*

▸ *Help caretaker and doctor manage his food allowance*

▸ *Make it easy for him to order food independently that's delivered to home*

▸ *Provide low-calorie versions of his favorite foods*

CREATE A PROTO-PERSONA FOR YOUR BRAND

Use what you know to sketch a proto-persona of your L'Oréal Brand Consumer

NAME, TAGLINE, PICTURE

BEHAVIORS AND DEMOGRAPHICS

WANTS, NEEDS, GOALS

POSSIBLE SOLUTIONS

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EMPATHY MAPPING

Empathy Maps help us gain a deeper insight into the reality of our consumers

▸ Helps us paint a picture of the user's context, in order to build empathy.

▸ Prompts us to consider what our users think, feel, see, say, do and hear on a daily basis and evaluate how these change from situation to situation.

CONSUMER NAME
Garfield, "the fat cat"

WHAT DOES SHE THINK & FEEL?

What really counts?

What are her major preoccupations?

What are her worries and aspirations?

▸ *He aspires to be a professional singer, but he worries no one will take him seriously since he's a cat.*

▸ *He's often down on himself*

WHAT DOES SHE SEE?

What is her environment?

Who are her friends?

What's happening in her market?

▸ *He doesn't have that many friends*

▸ *He lives in a small 1 bedroom apartment with his brother, 4 sisters, mother and father*

WHAT DOES SHE SAY & DO?

What is her attitude and behavior in public?

What are her fears and obstacles?

How does she measure success?

▸ *He sings. A lot.*

▸ *He has very little confidence, and tends to be very quiet in public (other than when he's on stage)*

▸ *He has very high standards for himself*

▸ *Yells at his family a lot*

WHAT DOES SHE HEAR?

What do her influencers say?

What does her boss say?

What do her friends say?

▸ *He hears his family telling him to lose weight*

▸ *He listens to a lot of music*

▸ *He hears himself and others singing at the stage, where he works part time*

▸ *His boss yells at him for being late*

PAIN

▸ *Hates diet and exercise*

▸ *Has difficulty communicating*

GAIN

▸ *Family/friends/doctors want him to lose weigh*

▸ *Has difficulty communicating*

▸ *Would like to be able to obtain meals for himself*

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EMPATHY MAPPING

WHAT DOES SHE THINK & FEEL?

What really counts?
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WHAT DOES SHE SEE?

What is her environment?
Who are her friends?
What's happening in her market?

WHAT DOES SHE SAY & DO?

What is her attitude and behavior in public?
What are her fears and obstacles?
How does she measure success?

WHAT DOES SHE HEAR?

What do her influencers say?
What does her boss say?
What do her friends say?

PAIN

Fears
Frustrations
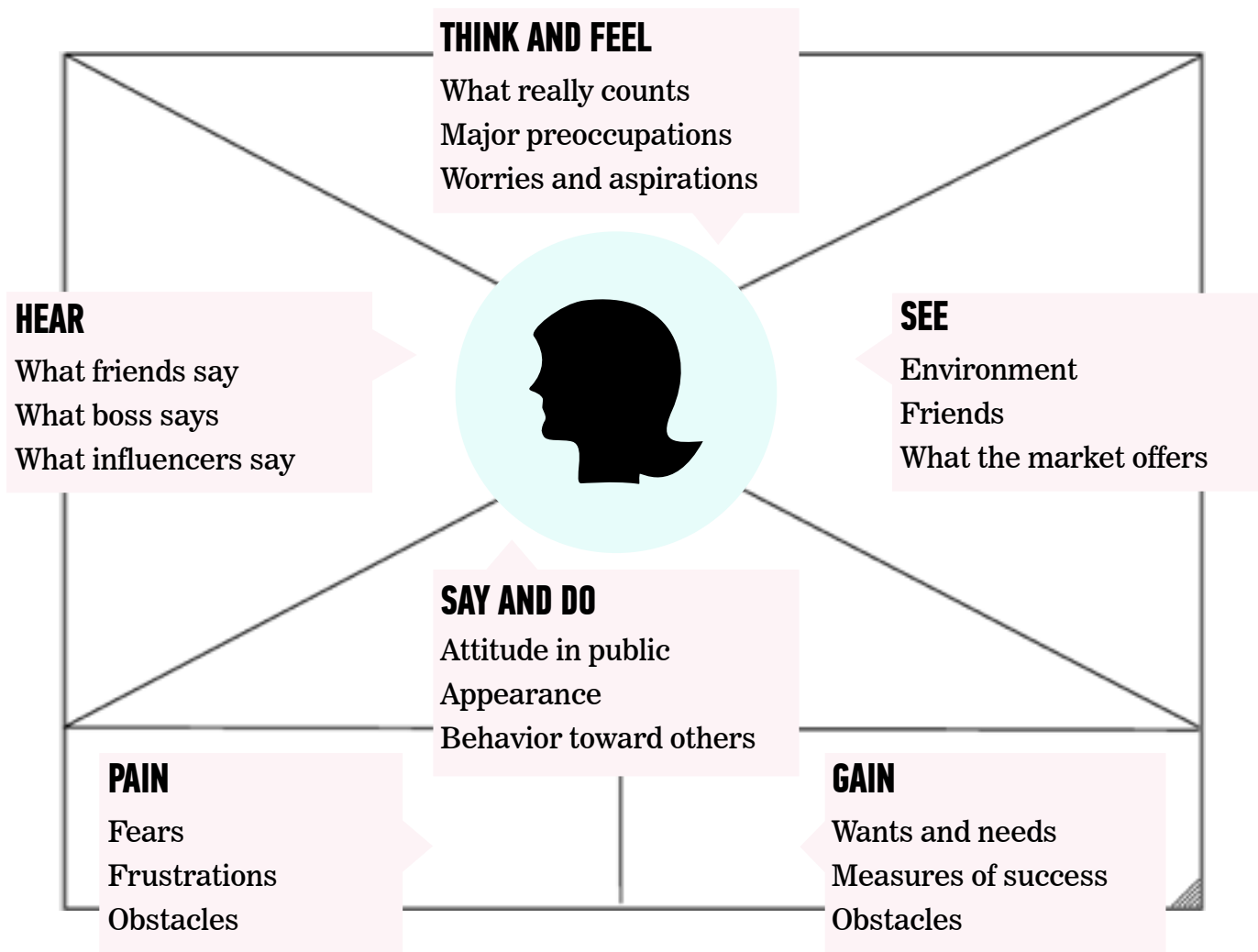Obstacles

GAIN

Wants and needs
Measures of success
Obstacles

GA

EMPATHY MAPPING

Assemble your team and have them bring any personas, data, or insights about your consumers.

Sketch the empathy map template on a large piece of cart paper or whiteboard and provide each team member sticky notes and a marker. Each person should add at least one sticky to every section.

THINK AND FEEL
What really counts
Major preoccupations
Worries and aspirations

HEAR
What friends say
What boss says
What influencers say

SEE
Environment
Friends
What the market offers

SAY AND DO
Attitude in public
Appearance
Behavior toward others

PAIN
Fears
Frustrations
Obstacles

GAIN
Wants and needs
Measures of success
Obstacles

Team members should speak about the sticky notes as they place them on the empathy map.

To help bring the user to life, sketch out the characteristics this person may have on the center of the face.

Once your done, reflect on what insights you've learned. More importantly, think about what hypotheses you now have about your users that you'd like to validate.

USER STORIES

User stories capture user needs to share with development team and stakeholders; can be broken into smaller stories to inform feature development. They are part of an agile approach that helps shift the focus from writing about requirements to talking about them. All agile user stories include a written sentence or two and, more importantly, a series of conversations about the desired functionality.

User stories are short, simple description of a feature told from the perspective of the person who desires the new capability, usually a user or consumer of the system. They typically follow a simple template:

Your Turn:

As a

1 {type of user},

I want to

2 {goal}

so that I can

3 {reason}.

As a

1 ....

I want to

2 ....

so that I can

3 ....
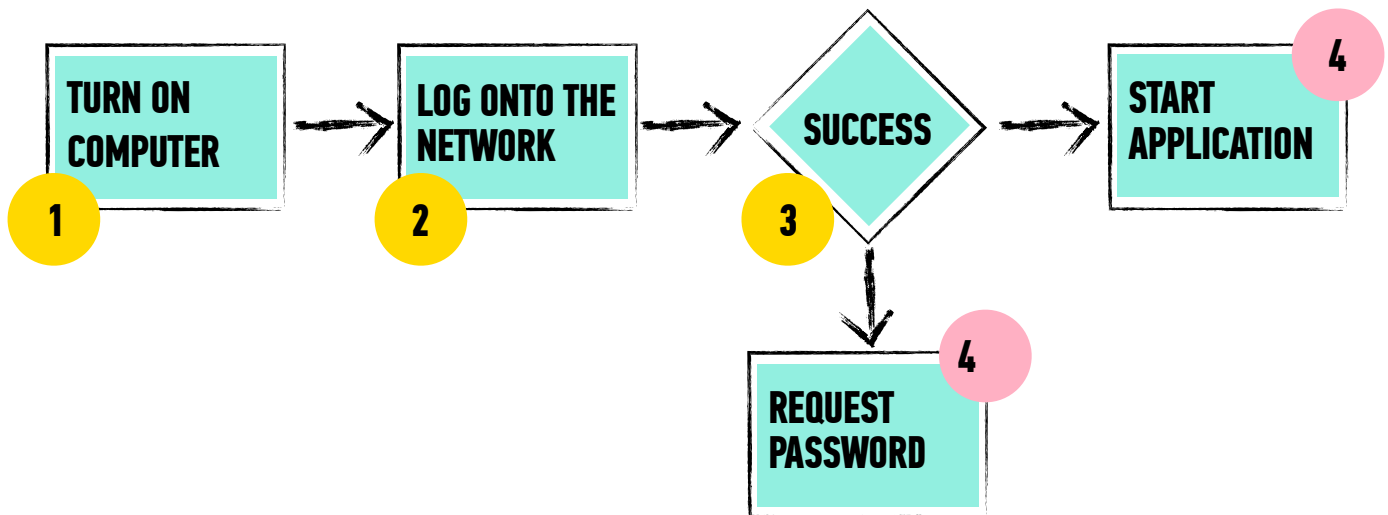
....

User stories are often written on index cards or sticky notes, stored in a shoe box, and arranged on walls or tables to facilitate planning and discussion. As such, they strongly shift the focus from writing about features to discussing them. In fact, these discussions are more important than whatever text is written.

USER FLOWS

Helpful for breaking down large systems, mapping how a user interacts with systems or what processes they follow. In UX design, user flow and task flow are used almost interchangeably.

```
TURN ON          LOG ONTO THE                          START
COMPUTER   →     NETWORK        →    SUCCESS     →      APPLICATION   4
1                2                   3                  4
                                        ↓
                                    REQUEST        4
                                    PASSWORD
```

TASK FLOWS

A task flow diagram shows how users travel through a system while performing a specific task. Compared to user flows, task flows are appropriate when the task in question will be performed similarly by all users, who will also share a common entry point. For example, in a alarm-clock mobile app, a task such as 'set alarm time' is likely to be performed in the same way by all users.

USER FLOWS

User flow diagrams are similar to task flows, but they emphasize that different users may perform different tasks or travel in different paths (largely due to a different entry point). User flows are typically attached to a persona and/or a specific entry point.

For instance, two users seeking to purchase a Nirvana CD on Amazon may have completely different journeys - one will enter the system via the browser's address bar, search for the album she already knows she wish to buy, add to basket and buy; where the other may search on Google, then reach Amazon product page via a link, then would like to read the reviews, perhaps compare different CDs, etc.

VOICE OF THE CONSUMER

Reflection and Application

‣ Why is it important to know your users?

‣ How can you apply the tools we've used in your everyday?

What are 3 Key Insights you have about knowing your users?

1 *e.g. I thought I knew a lot about my consumers, but the Empathy Map provided my with new and deeper insights into their day to day*

2

3

What 3 actionable steps can you take to apply your Key Insights to your brand?
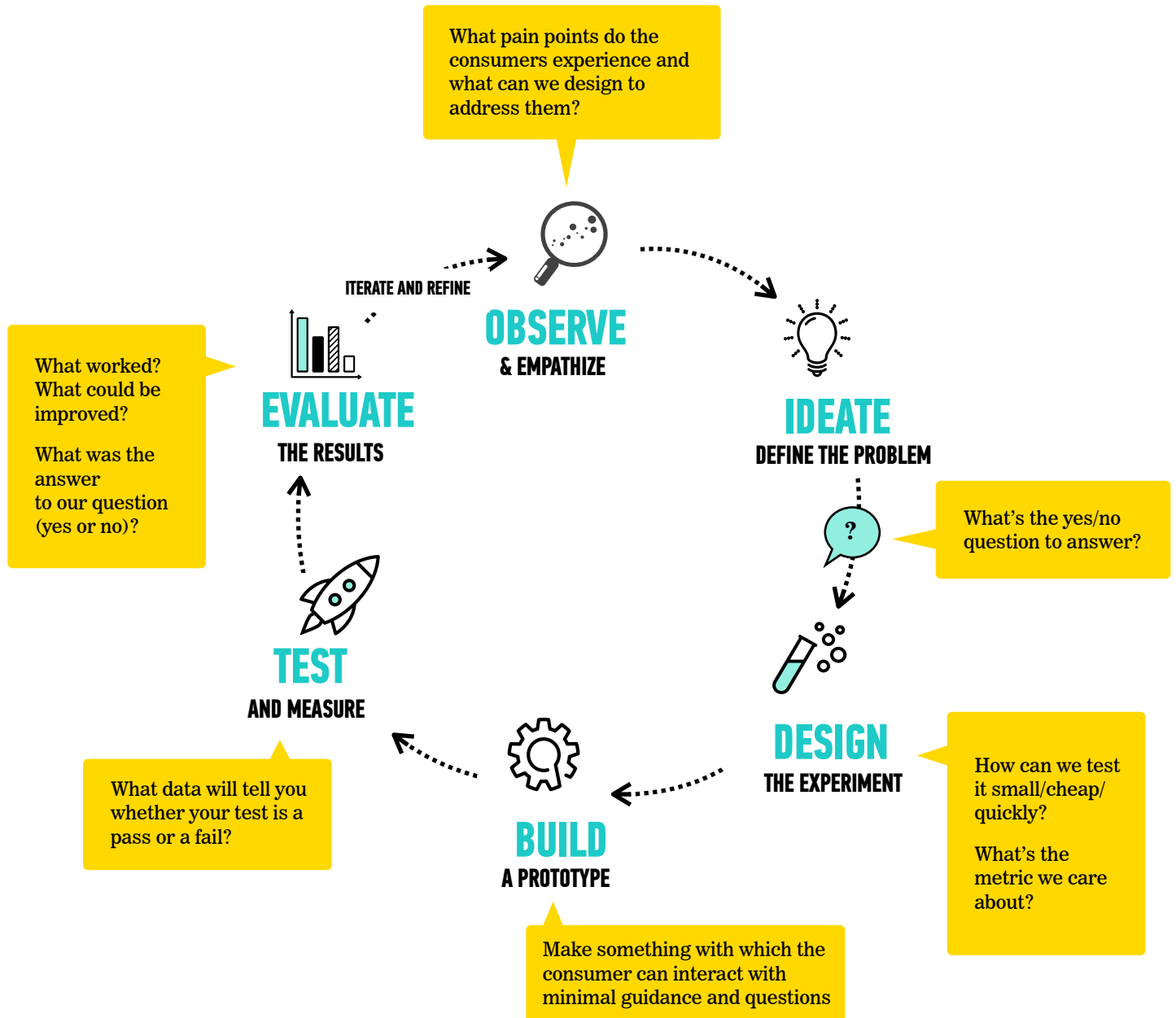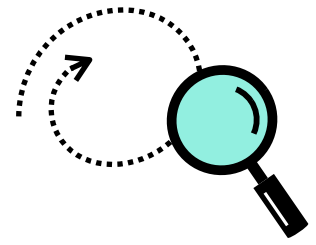
1 *e.g. I can spend more time really getting to know my users on a regular basis so I can continuously be the advocate for the user*

2

3

HUMAN-CENTERED DESIGN 101

Consumer-centricity through the design process

What pain points do the consumers experience and what can we design to address them?

OBSERVE
& EMPATHIZE

ITERATE AND REFINE

EVALUATE
THE RESULTS

What worked? What could be improved?

What was the answer to our question (yes or no)?

IDEATE
DEFINE THE PROBLEM

What's the yes/no question to answer?

DESIGN
THE EXPERIMENT

How can we test it small/cheap/quickly?

What's the metric we care about?

BUILD
A PROTOTYPE

Make something with which the consumer can interact with minimal guidance and questions

TEST
AND MEASURE

What data will tell you whether your test is a pass or a fail?

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RAPID PROTOTYPING

WHAT IS IT?

The process of quickly mocking up the future state of a system, and validating it with your users

WHY DO IT?

‣ Improve the final design
‣ Reduce the need for changes during development

MY NOTES

DESIGN CHALLENGE

Design the ultimate "Morning Helper"

Design a product that helps your user get ready in the morning. Does your user struggle figuring out what to wear? Does she not know how to apply makeup well? Looking for Health and Wellness tips? Or just needs some extra motivation and reassurance? Whatever the need may be, design a product that addresses it!

Step 1: Empathize.

Based on your persona, empathy map, and preexisting knowledge, begin identifying the needs of your user.

DESIGN CHALLENGE

Step 2: Ideate and Define the Problem.

Determine the need you will address. Brainstorm ideas and create a hypothesis statement for a possible solution.

1 **Define the Problem**

[Persona] needs a way to [user's need] because [insight from user research].

2 **Hypothesis Statement**

We believe that by [doing this/building this feature/creating this experience] for [this user group/persona] will achieve [this outcome].

We will know we're [right/wrong] when we see the following feedback from the market: [qualitative feedback] and/or [quantitative feedback].

DESIGN CHALLENGE

Be the voice of the consumer…

Needs

a void or gap in what the consumer would like to be able to do, and what they are able to do.

Benefits

what a feature allows you to do. the missing piece that completes a consumer need. The "so what".

Features

a product specification or specific function that allows a user to accomplish a task. The "what".

MY IDEAS.

GA

DESIGN CHALLENGE

Step 3: Design and Build a Prototype

Continue brainstorming and designing features for your product. Build a paper prototype or something that you can share with peers to get feedback.

Coping with my Curveball

Review your Curveball card and make changes to your designs accordingly!

DESIGN CHALLENGE

Step 4: Test and Evaluate

Share your ideas with another group. Record all feedback.

+ **Glows:** What went well? | ▲ **Grows:** Need improvement | ? **Questions** you received | 💡 **Ideas** it sparked

+	**▲**
?	💡

DESIGN CHALLENGE

Step 5: Iterate based on feedback and prepare to present

HUMAN-CENTERED DESIGN

Reflection and Application

▸ What did you learn by going through the design process?

▸ In what ways could you see using parts of the design process in your everyday work?

What are 3 Key Insights you have about Human-Centered Design?

1 *e.g. I learned the importance of feedback and involving users in the design process*

2

3

What 3 actionable steps can you take to apply your Key Insights to your brand?

1 *e.g. I will make an effort to get consumer input early and often in my process*

2

3

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DAY 2: APPLICATION

Let's apply what we've learned to our own brands…

Why is it crucial to understand our consumers?

User Research

How can we leverage research data to help us generate new insights and ideas?

Make Sense of Data

How can we quickly prototype and test our ideas?

Rapid Prototyping

How do we bring back what we've learned?

Bring It On Home

SO, WHAT'S THE SCENARIO?

BUSINESS OBJECTIVE:

L'Oréal has identified the integral role of good User Experience and a consumer-centric mindset in executing the company's 20-50-100 mission for 2020:

20% of sales from eCommerce channels.

Collect data on **50%** of consumers.

100% of their brands to become Love Brands.

> Your mission is to find the truth, not build a case for what you want to do!

HOW DOES THIS TRANSLATE TO YOUR BRAND OBJECTIVES?

My L'Oréal Brand Objective is….

e.g. Increase the sales of my e-retailer
e.g. Acquire new consumers

YOUR MISSION:

Audit the current state of your Brand Site and identify consumer pain points and design opportunities. Keep in mind your business objectives. Validate site redesigns through research, prototyping, and user testing and come away with new immediately actionable design ideas.

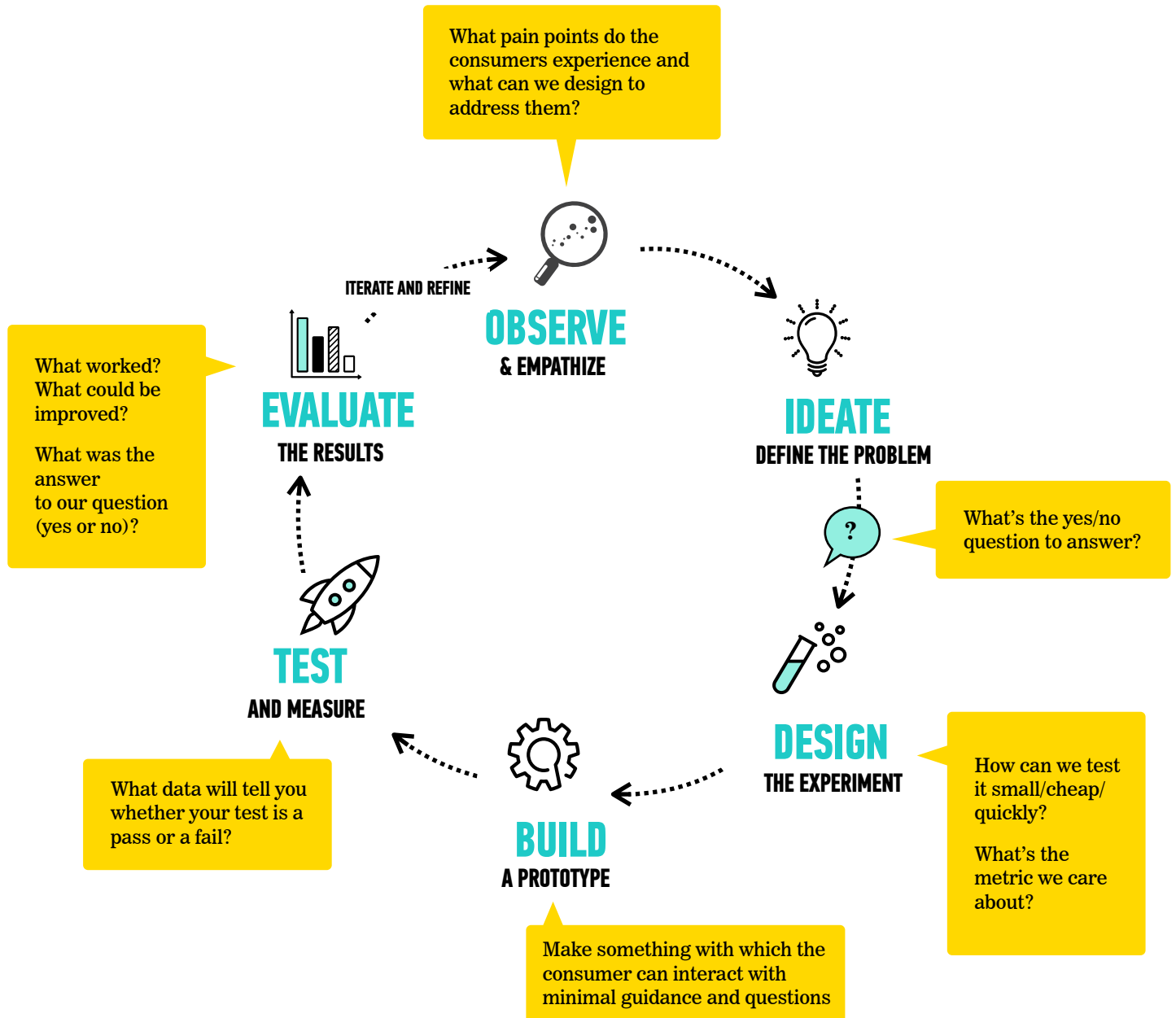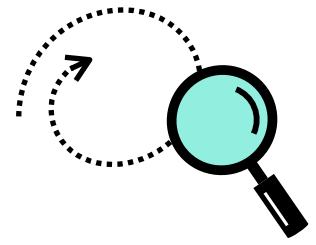> **"There are no facts in the building, so get the hell outside!"**

Steve Blank

Serial entrepreneur and founder of the Lean Launchpad

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HOW WILL WE GET THERE?

Consumer-centricity through the design process

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ITERATE AND REFINE

OBSERVE
& EMPATHIZE

IDEATE
DEFINE THE PROBLEM

What's the yes/no question to answer?

What worked? What could be improved?

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What data will tell you whether your test is a pass or a fail?

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THE EXPERIMENT

How can we test it small/cheap/quickly?

What's the metric we care about?

BUILD
A PROTOTYPE

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CONDUCT USER RESEARCH TO DEFINE THE PROBLEM

1. Understand context
2. Understand what's working and what isn't working
3. Understand user needs and motivations

WHO ARE MY USERS?
- Are they businesses? Consumers?
- Parents? Siblings? Friends?
- Demographics?

WHEN DO THEY ACCESS YOUR SITE?
- Is it a time of day?
- To plan for a specific event or need?

WHAT ARE THEIR HABITS?
- Are they already using systems or processes to track their career?
- Do they regularly update goals?

WHY DO THEY NEED YOUR SITE?
- Do other products not meet those needs?
- Do other products exist to fit their needs?

WHERE ARE THEY ACCESSING FROM?
- Mobile or Desktop?
- Where do they spend time?

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USER RESEARCH METHODS

AUDIENCE RESEARCH
Focus groups and co-creation groups; structure differs from market research

ETHNOGRAPHY
a.k.a. Contextual Inquiry or Field Study, observing users in own environment

SURVEYS
Quant + qual questions as well as feedback forms on sites

DIARY STUDIES
Automated, structured data-gathering by individuals

PERSONAS
Personified categories of real users based on quant + qual data

USABILITY TESTS
User walk-through of product features and platforms

INTERVIEWS
In-depth Q+A, may or may not use a discussion guide

REMOTE USER TESTS
Set up remotely, can be a guided walk-through or a self-guided questionnaire

CARD SORTING
Method to prioritize and organize information architecture

WHICH DO YOU CHOOSE?

It depends!

MY NOTES

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TOOLKIT: USER INTERVIEW GUIDELINES

SET YOURSELF UP FOR SUCCESS

‣ Interview with at least one other person, so you can focus on the subject while someone else takes notes.

‣ Identify the assumptions you want to validate/negate.

‣ Prepare a discussion guide, but feel free to go off-script.

MAKE YOUR SUBJECT COMFORTABLE

‣ Make introductions and small talk.

‣ Explain your interview goals.

‣ Offer hospitality and confidentiality.

‣ Be enthusiastic and relaxed.

‣ Thank them for the interview with an email, letter, or incentive.

REMEMBER: YOUR MISSION IS TO FIND THE TRUTH

‣ Start easy, with broad questions, then dig deeper.

‣ Ask open-ended questions that can't be answered with "yes/no"

‣ Avoid leading questions (i.e., do you feel frustrated when…)

‣ Focus on specific instances, not hypotheticals or generalizations (i.e., tell me about the last time…)

‣ Synthesize key points back to the subject to make sure you understood them correctly.

Dig a little deeper…

Can you elaborate on that?

About what you said earlier…

Is there anything else you want us to know?

So, what about that?

So if I understand you correctly, you're saying…

My ground rules
for interviewing:

YES!

COFFEE?

GET TO THE UNDERLYING NEED: THE 5 WHY'S

Why? Why? Why? Why? Why?

Action + Behavior

Emotional Response + Motivation

Always say thank you!

GRAZIE
THANK YOU
GRACIAS
MERCI DANKE
MAHALO THANKS!

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PREPARE YOUR INTERVIEW GUIDE

PROJECT "REDESIGN"

‣ Get ready to interview "real" subjects!

‣ Work with your group to build a discussion guide to help your interview process. Use the structure on the next page as a guide.

‣ For the **Interviews**, think about what questions will help you:
  ‣ Identify and validate assumptions
  ‣ Understand people's existing behaviors
  ‣ Identify pain points, goals, desires, and design opportunities

‣ For the **Usability tests**:
  ‣ Identify a task for your user to accomplish *(ie try to purchase a red lipstick)*
  ‣ Ask that your user speak aloud, verbalizing frustrations, challenges, and thought-processes
  ‣ Observe pain points and design opportunities

MY NOTES

GA

PREPARE YOUR INTERVIEW GUIDE

PROJECT "REDESIGN"

Select 1 person at your table to interview your consumer and 1 person to keep an eye on time. The others should take notes.

1 MINUTE MAX:

Introduce everyone very briefly, and state the reason for discussion:

This discussion will last 10 minutes, and will be used to inform website designs. When we better understand our consumers, we can generate better user experiences and better meet the needs of our consumers. So we'll be grateful if you could tell it like it is. We're ok with hearing tough truths!

Does that sound good? (*End if "No"*)

3 MINUTES MAX:

- What's your name?
- Tell us about yourself. What do you do?
- Do you have a family? (*Let your consumer talk in his/her own words!*)

REMAINING 6 MINUTES:

This is where you should ask more open ended question to begin identifying pain points, existing behaviors, and validating assumptions.

Keep an eye on the clock! 1 minute before the end, repeat back in a summary your key learnings, and let the consumer correct you if you're wrong.

Thank you! This has been really useful, and we're grateful for your time! (*End interview.*)

GA

USER INTERVIEWS

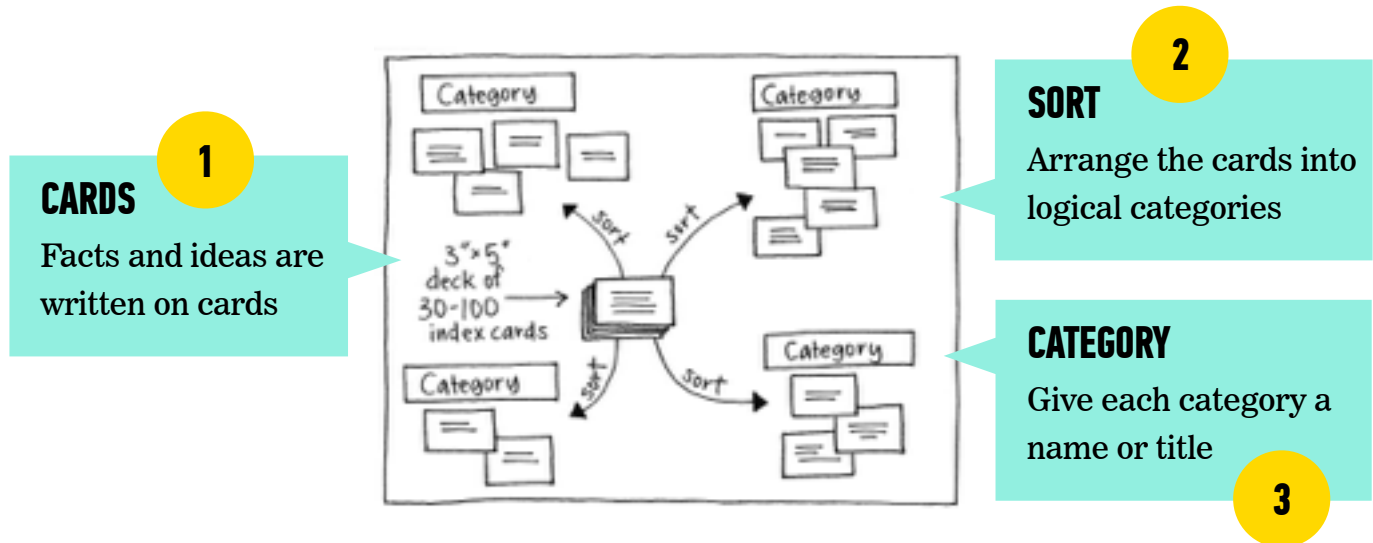Record notes and observations below.

MY NOTES

TOOLKIT: 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.

Card sorting will help you understand your users' expectations and understanding of your topics. It is often most useful once you have done some homework to find out about your users and understand your content. Knowing how your users group information can help you:

• Build the structure for your website

• Decide what to put on the homepage

• Label categories and navigation

To conduct a card sort, index cards or post-its work very well. You can also use regular pieces of paper, or one of several online card-sorting software tools.

1 CARDS
Facts and ideas are written on cards

2 SORT
Arrange the cards into logical categories

3 CATEGORY
Give each category a name or title

USER RESEARCH

Reflection and Application

‣ What did you learn from interviewing consumers? What were you surprised by?

‣ What other research methods could you see using in your day to day?

What are 3 Key Insights you have about User Research?

What 3 actionable steps can you take to apply your Key Insights to your brand?

1 *e.g. I learned so much just by observing my consumers interacting with my site*

1 *e.g. I will run more usability tests as a way to identify consumer pain points.*

2

2

3

3

TOOLKIT: AFFINITY MAP

Affinity diagramming is used to sort large amounts of data into logical groups. Existing items and/or new items identified by individuals are written on sticky notes which are sorted into categories as a workshop activity.

POST-ITS
Small pieces of data are written on post-its

1

CATEGORY
Give each category a name or title

3

(series of 7 flip charts)

SORT
Arrange the data into logical categories

2
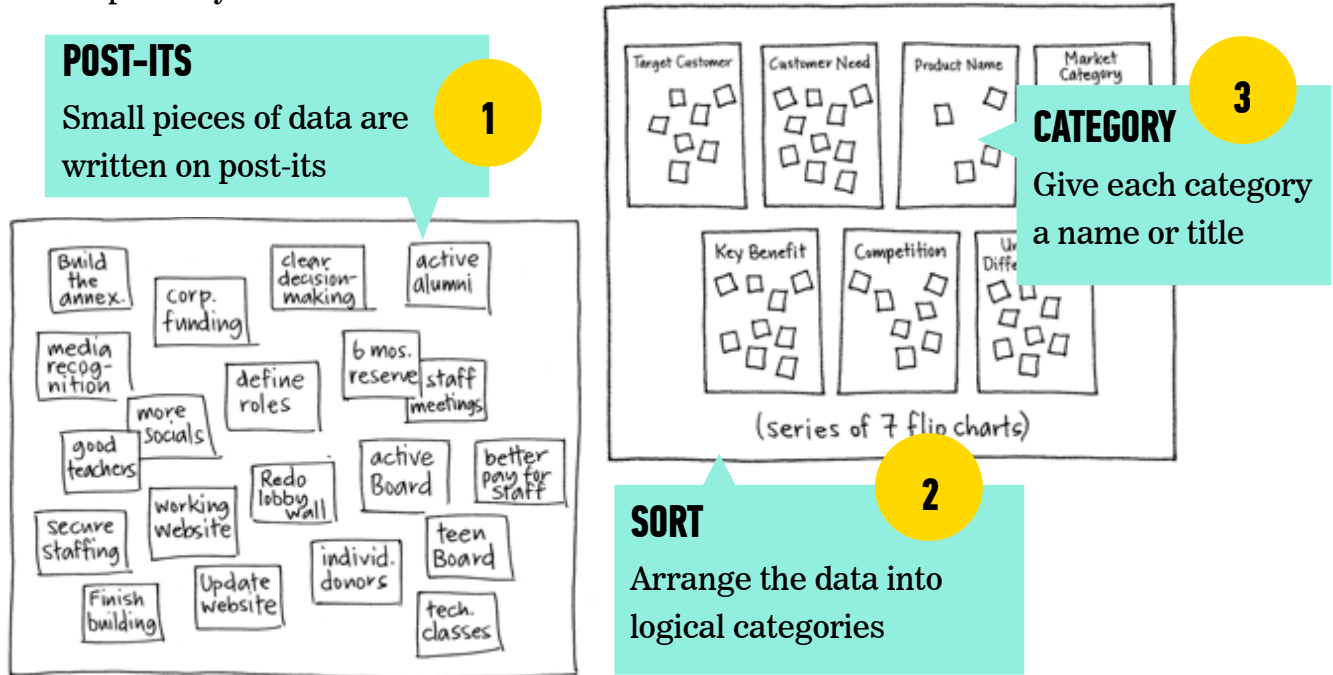
PROJECT "REDESIGN"

Find Themes in your Interviews

‣ Identify key learnings from your user interviews using a new post-it note for each.

‣ Look for ideas, phrases and words that appear to be similar and try to group them together.

‣ Keep rearranging the post-its until we've identified some common themes.

GA

WHAT DID YOU DISCOVER?

**Top 3 pain points I heard from
users during the interview:**

1

2

3

**Top 3 pain points I observed
during user tests:**

1

2

3

How do these relate to my business objectives? To site usage data?

UPDATE YOUR PERSONA

Incorporate the data from your user research into your Persona.

NAME, TAGLINE, PICTURE

BEHAVIORS AND DEMOGRAPHICS

WANTS, NEEDS, GOALS

POSSIBLE SOLUTIONS

UPDATE YOUR EMPATHY MAP

Incorporate the data from your user research into your empathy map.

WHAT DOES SHE THINK & FEEL?

What really counts?
What are her major preoccupations?
What are her worries and aspirations?

WHAT DOES SHE SEE?

What is her environment?
Who are her friends?
What's happening in her market?

WHAT DOES SHE SAY & DO?

What is her attitude and behavior in public?
What are her fears and obstacles?
How does she measure success?

WHAT DOES SHE HEAR?

What do her influencers say?
What does her boss say?
What do her friends say?

PAIN

GAIN

WRITE YOUR HYPOTHESIS

Think about your assumptions, your research, the business objective, and your consumer persona. Define the problem and intend to address and write a hypothesis for an outcome you could achieve with an initial solution.

1 Define the Problem

[Persona] needs a way to [user's need] because [insight from user research].

2 Hypothesis Statement

We believe that by [doing this/building this feature/creating this experience] for [this user group/persona] will achieve [this outcome].

We will know we're [right/wrong] when we see the following feedback from the market: [qualitative feedback] and/or [quantitative feedback].
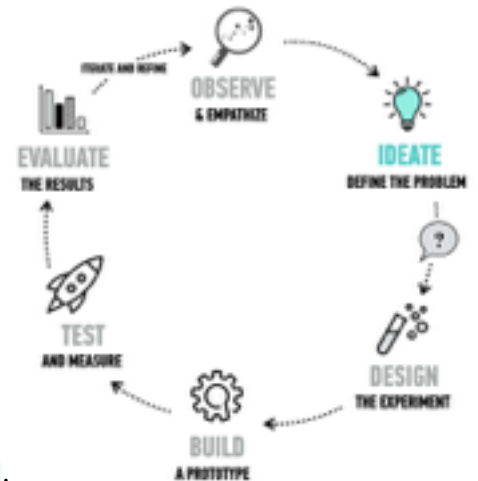
EXAMPLE:

1 Homeowners need a way to ensure that their listed properties are rented often because otherwise they won't stick around.

2 If we hire professional photographers to take photos of the homes and apartments listed, we will increase the frequency of bookings and thereby improve retention of homeowners who list with us.

We will know we're right when we see that listings featuring professional photographers have higher booking rates than those that don't.

YOUR TURN:

1

2

DESIGN AND PROTOTYPE

Think more about your proposed solution. What concrete changes will you make to? What can you create to test your assumptions and ideas? How do your ideas tie directly back to your User Needs and Brand Objectives?

Business Objectives	Goals	Design Ideas/Initiatives
1 *e.g. Increase sales on my DtoC site*	*e.g. Increase my Add to Cart by X%*	*e.g. Change the colors and icons on my product page; Include larger photos of the products*
2		
3		

PULL FROM PAGE 45

User Needs / Pain Points	Features / Design Ideas
A gap in what the consumer would like to be able to do, and what they are able to do.	A design detail or specific function that allows a user to accomplish a task.
e.g. Having trouble determining what makeup colors will be right for her skin tone, preventing a purchase	*e.g. photos of what the makeup looks like on various skin tones*

GA

TEST – 1ST MAKING

Put your prototype in front of your user and watch them interact with it. Ask questions as needed and make sure to record observations!

Design Element	Glows/Grows	User Evidence
What part of your prototype?	What worked and what needs to change?	What did I observe or hear from my user that confirmed this?
e.g. the Navigation	*e.g. Didn't work*	*e.g. She seemed confused where to click*

THE 1ST MAKING

VALIDATE A WAY TO IMPROVE YOUR BRAND SITE (IDEAS FROM PG. 49)

PROJECT "REDESIGN"

What's the yes/no question to answer?

Based on what you learned, generate a new yes/no question

What did you learn?

ITERATE AND REFINE

OBSERVE
& EMPATHIZE

IDEATE
DEFINE THE PROBLEM

?

EVALUATE
THE RESULTS

How can we test small, cheaply and quickly?

DESIGN
THE EXPERIMENT

TEST
AND MEASURE

BUILD
A PROTOTYPE

Make something with which the consumer can interact with minimal guidance and questions

GA

THE 2ND MAKING

PROJECT "REDESIGN"

What's the yes/no question to answer?

Based on what you learned, generate a new yes/no question

ITERATE AND REFINE

OBSERVE
& EMPATHIZE

What did you learn?

EVALUATE
THE RESULTS

IDEATE
DEFINE THE PROBLEM

?

How can we test small, cheaply and quickly?

TEST
AND MEASURE

DESIGN
THE EXPERIMENT

BUILD
A PROTOTYPE

Make something with which the consumer can interact with minimal guidance and questions

GA

TEST – 2ND MAKING

Put your prototype in front of your user and watch them interact with it. Ask questions as needed and make sure to record observations!

Design Element	Glows/Grows	User Evidence
What part of your prototype?	What worked and what needs to change?	What did I observe or hear from my user that confirmed this?

MY NOTES

RAPID PROTOTYPING

Reflection and Application

?

‣ How did getting feedback impact your prototyping process?

‣ What was the most challenging part of the process for you?

‣ What is the biggest insight you gleaned from this exercise?

What are 3 Key Insights you have about User Research?

1 *e.g. I learned so much just by observing my consumers interacting with my site*

2

3

What 3 actionable steps can you take to apply your Key Insights to your brand?

1 *e.g. I will run more usability tests as a way to identify consumer pain points.*

2

3

GA

30-DAY CHALLENGE

Learning means little if you can't use it…
How will you apply your takeaways from this workshop?

FINISH THIS SENTENCE…

Fill in 2 of the prompts to the right.

"I'm excited to learn more about…"

"The best thing I got out of this training is…"

"I rediscovered…"

"When I get back, I plan to…"

"I was surprised that…"

OBSERVE & EMPATHIZE

IDEATE & DEFINE THE PROBLEM

HOW WILL YOU APPLY WHAT YOU'VE LEARNED?

What is one specific goal you will try to achieve in the next 30 days?

Try to use one of the methods we've practiced during the accelerator to apply your new knowledge back to L'Oréal!

DESIGN AN EXPERIMENT

BUILD A PROTOTYPE

TEST & MEASURE

EVALUATE & ITERATE

GA

MY ACTION PLAN

Based on the Actionable Next Steps brainstormed over the last 2 days, create an action plan for applying your learnings. Make sure to include at least **3 concrete goals/deliverables** with **clear deadlines.**

Goal	Concrete Deliverable	Deadline & Accountability Partner
e.g. Better communicate my ideas to the agency	e.g. Create sketches of site redesign ideas and communicate to the agency	e.g. 6/10/16, Stefanie

ADD A LITTLE DETAIL

Now that you've decided what you want to do, it's time to get specific!

IDENTIFY THE BARRIERS

What obstacles might be standing in your way and or preventing you from accomplishing your goal?

I don't have enough time.

I'm missing important knowledge or skills.

I don't have the support I need from my peers or leadership.

OVERCOME THE BARRIERS

Given what's in your way, what first step will you take to reach your goal?

do individual research

use a new skill or tool

put my thoughts on paper

ask a powerful question

have a conversation

start a group or team