Educating collegues on the importance of UX
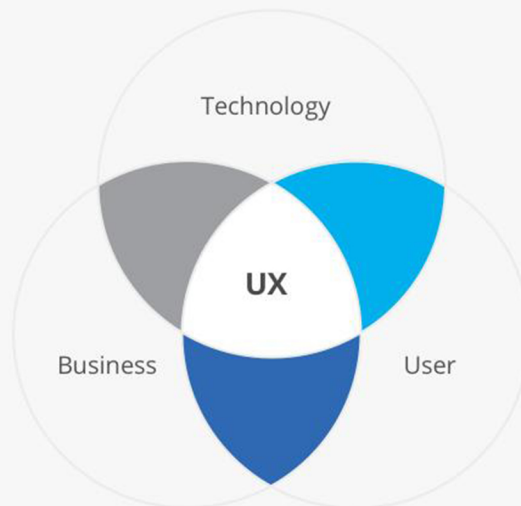
PARKING SCHEDULE

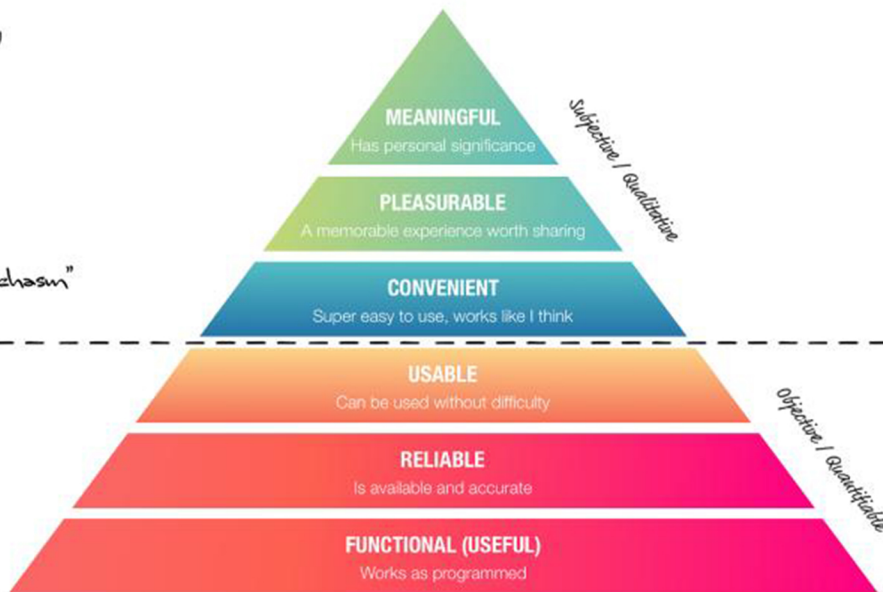|	M-F	SAT	SUN
7am	(P) FREE	(P) FREE	(P) FREE
8am	(R)	(P) 1 HR	(P) FREE
8³⁰am		(R)	
		(P) 1 HR	
4pm	(P) 1 HR		
7pm	(P)	(P)	

The UX Pyramid

Experiences
(People, activities, context)

"The convenient chasm"
(few rise above this point)

Tasks
(products, features)

Subjective / Qualitative

Objective / Quantitative

MEANINGFUL
Has personal significance

PLEASURABLE
A memorable experience worth sharing

CONVENIENT
Super easy to use, works like I think

USABLE
Can be used without difficulty

RELIABLE
Is available and accurate

FUNCTIONAL (USEFUL)
Works as programmed

ROI on User Experience

Susan Weinschenk, Ph.D.
Chief of UX Strategy, Americas
Human Factors International

https://www.youtube.com/watch?v=O94kYyzqvTc

How would you involve users insights into your work flow?

How do you see yourself contributing to creating and ensuring our users have a great experience with Fiix?

▍CHOCOLATE FOR CHANGE
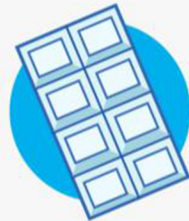
Please don't eat or trade your candy (yet)

▍UX AT FIIX

Understand our users

Thorough understanding of who is using our product in what context and how to guide our product decisions.

Design solutions

Rapid cycling through possible solutions without spending time on visual elements.

Test with real users

Save time by testing for effectiveness, efficiency and satisfaction with real users before building out the product.

Sharing knowledge and being transparent

UX at Fiix

UX at Fiix	
Overview	
draw.io Diagrams	
Space Settings	

SPACE SHORTCUTS

Add shortcut

PAGES

> UX Experience Maps
> UX User Personas
> UX - Mobile
> UX - V5
> UX - V6
> UX - Employee Onboarding
• UX Process

Share   Remove from My Spa

Welcome!
This is the home for everything UX. You can find style guides, user research, prototypes and even learn more about UX as a whole.

Search the UX page (you can try searching a customer name to find an interview or search a functionality to see related information)

🔍 Search for a solution

Mobile	V6	V5
• iOS Style Guide	› Guest Maintenance Request	› V5 User Testing
• iOS Prototypes		• V5 Prototypes
• Andriod Style Guide		
• Android Prototypes		
› Mobile User Interviews		
› Mobile Field Visits		
• Mobile User Testing		

Recently updated articles

📄 **Employee Experience Map**
Mar 22, 2019 • updated by **Sarah Trafford** • view change

📄 **GMR Experience Map - Maria**
Mar 08, 2019 • updated by **Sarah Trafford** • view change

UX Process

Created by Sarah Trafford
Last updated Jan 09, 2019

View all the google docs here: https://drive.google.com/open?id=14pu3ZUqluSgd94ijdmIVcTOuK_mB37Fa

1.Discovery/Research Phase

→ **Researching your users**

Find out the following:
- Who your users are and what they're trying to do
- How they do it currently (for example, what services or channels they use)
- Problems or frustrations they experience
- What your users need from your service to achieve their goal

User research methods (Discovery, Beta & Live):
- Capturing research questions
- Creating an experience map
- Using in-depth interviews (via phone, web or in person)
- Customer Surveys
- Ethnographic Field Studies (on-sites)
- NPS Survey
- Desirability Study
- Moderated usability testing
- Remote usability testing
- Reviewing web analytics and back-office data to measure service performance
- A/B testing

→ **Planning/Solutioning**

User Personas

Implementing a UX process

DISCOVERY

This is where UX would usually be brought in. Usually it's a feature request or fixing a problem. Either way, we try to understand what the problem is. If we don't have this information we need to figure that out. Discovery activities can include one or multiple activities. (we assess the situation to decide with activities we should engage in). During this process the UX teams works closely with the PM (and lead dev) to discuss the problem and the best approach to solve it.

Field Visits	Analytics	Competitive Research	Stakeholder Interviews	User Interviews

DESIGN

After we've figured out what the problem is and have an idea of how we want to solve it. We can move on to wireframing or go straight into high fidelity mockups. Depending on the situation we may want to test our wireframe or mockup with real users or internally. During this process the UX team will engage with the devs to make sure the solution is technically possible.

Wireframe	High Fidelity Prototype	User Testing	Dev Walk Through	UI Guide

DEV HAND OFF

At this point all designs have been validated and are ready for development. At this point the expectation is that the dev responsible for the project will work closely with the UX designer to make sure the final product is as expected.

Invision Prototypes	Annotations	UI Guide	Design Reviews

Discovery:

Usually we initiate this process with a sync up meeting with the PM's and anyone who is knowledgeable in this area. We use this time to align on what the goals are, what the problems are, what the scope is etc. We start off by defining the problem that we're trying to solve and then talk through possible solutions. We also talk about what kind of research we need to do. If the problem is straightforward and can move right into wireframing or if we need to involve stakeholders and users to find out more information. During these stakeholder meetings we try to involve experts as well as PMs and Devs. We will loop the PM into our findings and discuss the solution.
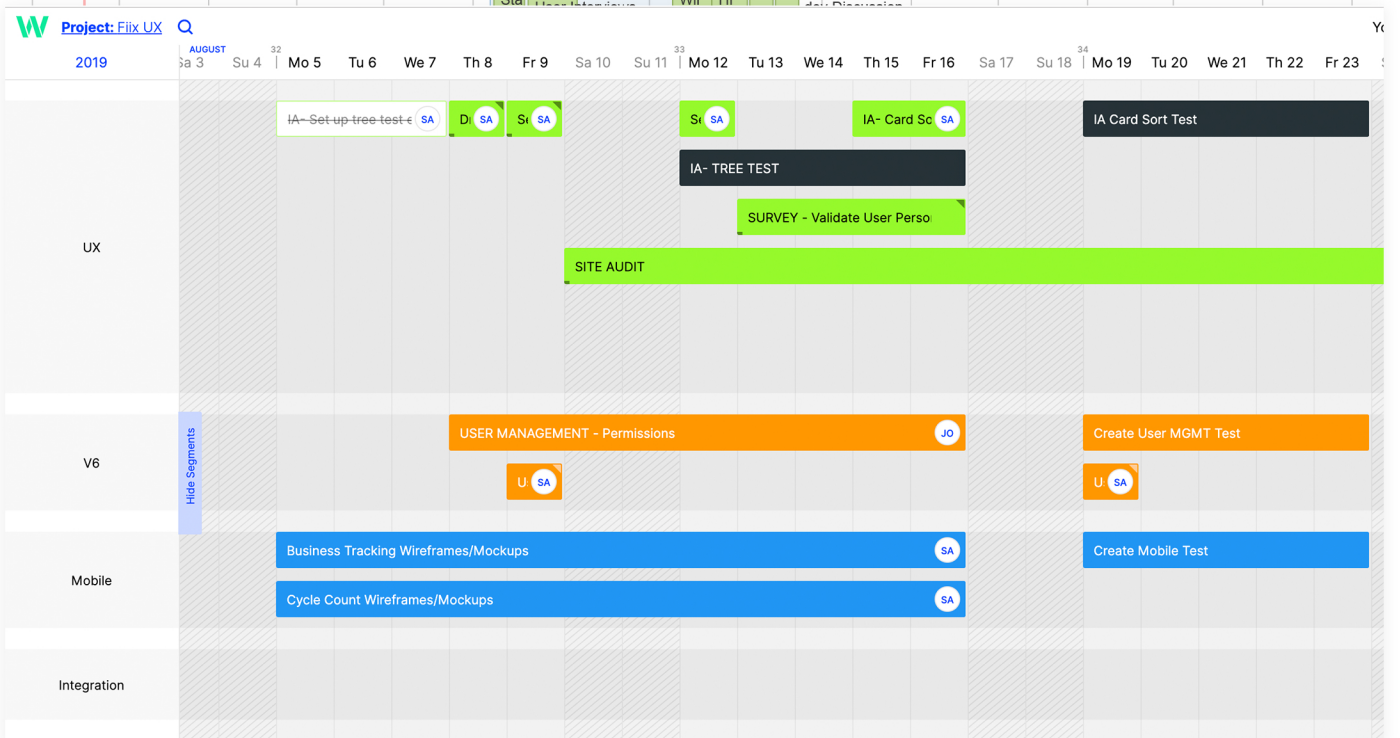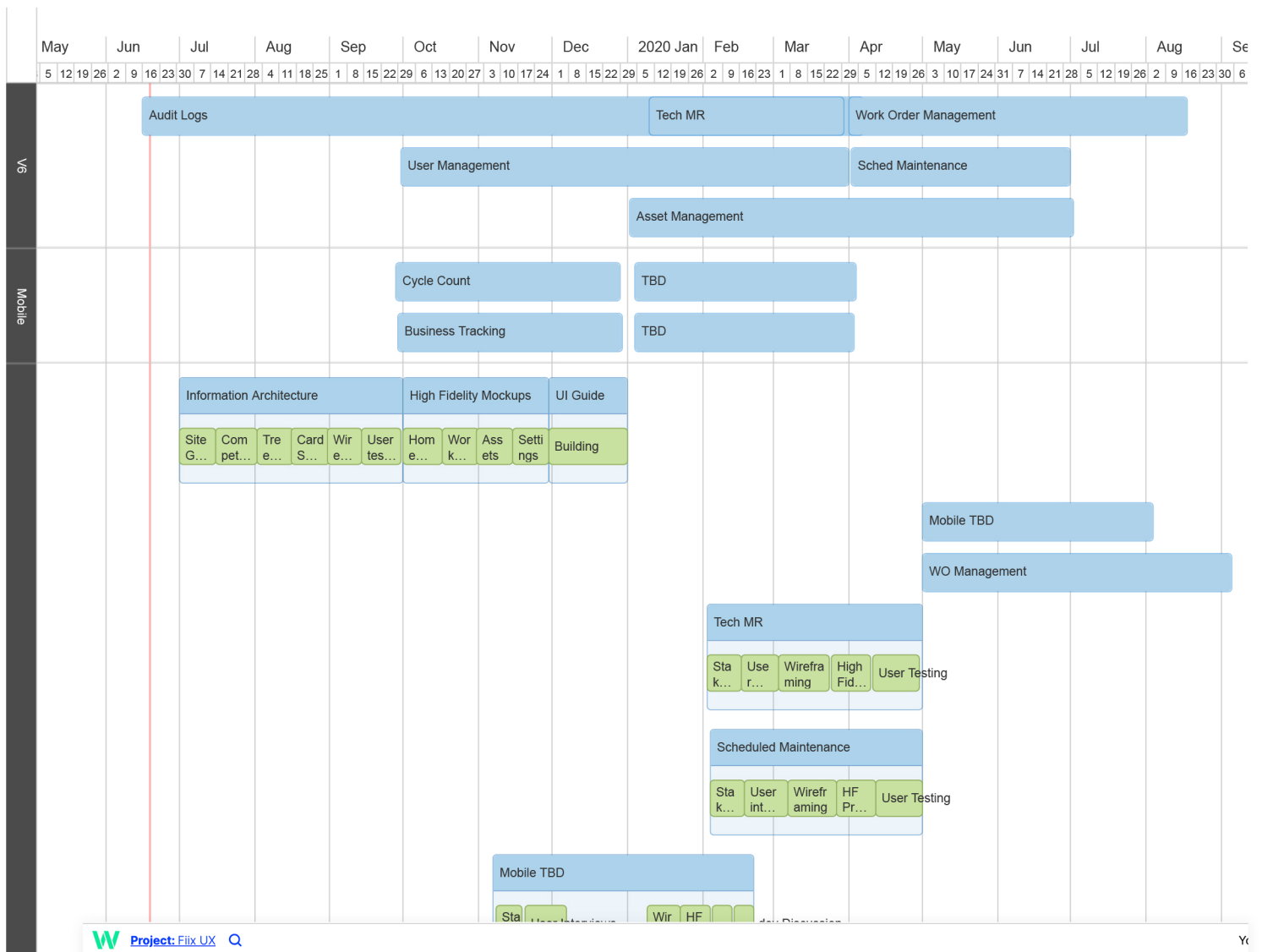
Design:

This process is can either start with wireframes or high fidelity mockups. Once we have something visual we will talk with devs and PMs to make sure we are all aligned and what we propose is technically possible. Once we are all in agreement, we will test the prototype (if needed) and make iterations depending on the user testing. Closer to the time when dev's will be taking this on we will do a 'dev walkthrough' to go through the final designs and allow the devs another opportunity to voice any concerns. When we are all aligned on the final outcome we will make sure anything new is taken into the UI guide and all assets are stored.

Dev Hand Off:

This is when we want to make sure to double check our annotations, our UI guide and that our assets are all there. During refinement we will discuss again, any technical issues and adjust if necessary. During sprint planning we will assist with any questions and making sure the correct designs are attached to the correct Jira tickets. At this point the dev will work on building the design. Once they are finished building the design and before QA they will send it to be reviewed by a UX team member. The UX designer will compare the agreed upon designs with the built design. If there are inconsistencies the designer will note these in the ticket and send it back to 'to-do'. The dev will then make the changes noted and send it back for a final review with the UX team. Once the UX team has approved the design they move it along to QA.

Creating road maps to keep on track

IA Strategy

a. SITE GOALS
   i. Stakeholder meetings to discuss the experience journeys of our main personas (as they relate to the CMMS)
   ii. Validate user's goals when using Fiix (user interviews)
   iii. Decide what a user should see first when they login to fiix (may be different for different personas)
b. Competitive and Comparative Research
c. Tree testing on current site with users
   i. Fully remote and unmoderated. optimalworkshop.com (https://www.nngroup.com/articles/tree-testing/)
   ii. Possible conduct a 'Site Audit'
d. Card sorting exercises with users
   i. Can also do an unmoderated remote test for this (https://www.optimalworkshop.com/demos).
e. Wire frame with suggested navigation
   i. Once we've conducted some research and studies we can put a plan together and wireframe our navigation ideas.
f. Conduct user testing
   i. Would be best to do a moderated test (can be remote) where we can test our 'final' wire frame idea and validate it. (Use lookback)

IA Deliverables

➔ Wireframe (navigation)
➔ Sitemap (hierarchy of pages, complete list)
➔ Labeling (what the pages will be called)

1. Information Architecture

The IA's main goal is to organize and structure all relevant information in a user-centric way. It defines the overarching structure and relationship between all areas of a site which then informs the sitemap.
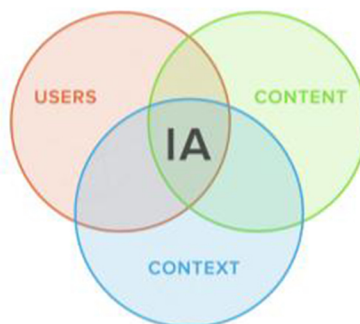
2. High Fidelity Mockups

High fidelity design for the following pages: (2 months) (Organization and function is not written in stone at this point, the visual design and idea is meant as a guide/direction)
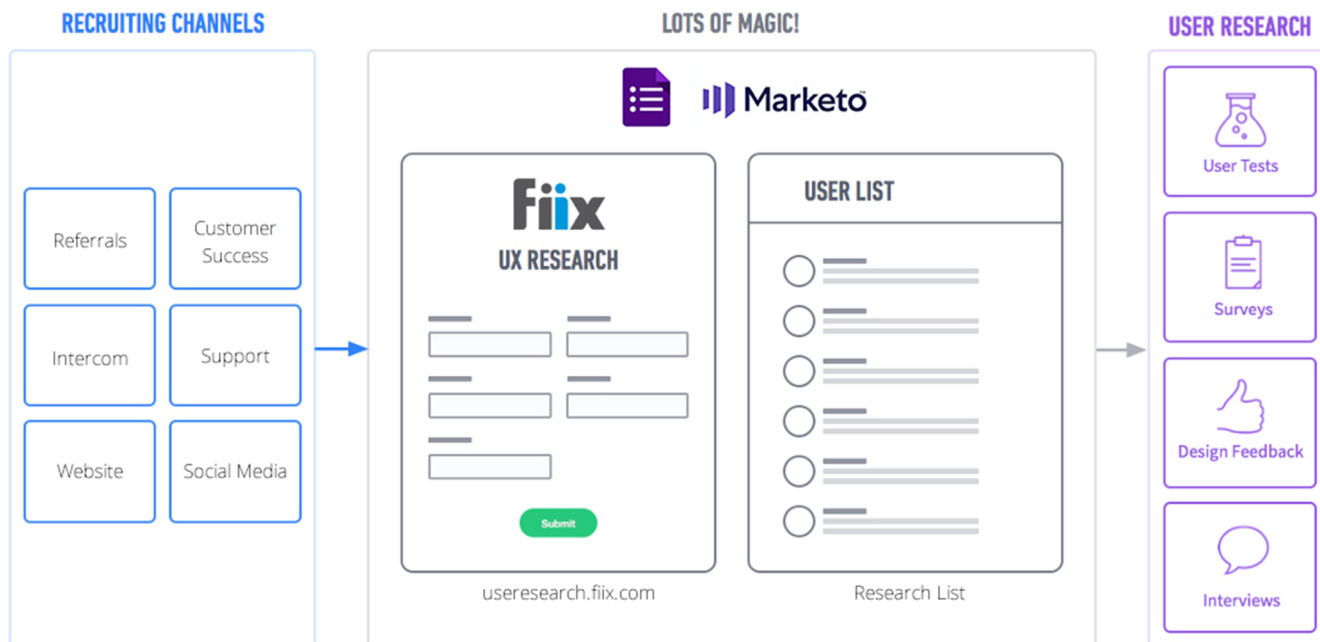
- 'Home' Page (what the user sees on initial load)
- Work Orders
- Assets
- Settings

3. UI Guide

Build out UI Guide:

Use the high level mockups to build out more components and UI elements for the UI guide.

Building a database of testing participants

Johana from Fiix
Active

✕

Hi `↔ First name` ,

At Fiix Software we aim to build great products and features for our users. A big part of that is constantly showing early work in progress to our customers for feedback.

If you're interested in participating in future research, you can sign up by clicking this link. Research can include a phone interview or testing a new prototype! We offer a gift card as a small thank you to all participants. We'll contact you via email once every 4 months when we have upcoming research and you'll have the opportunity to schedule a session if it works for you.

Thanks for your time,

Sarah & Johana (Fiix UX designers)

💬 Write a reply...   🙂 📎

UX User recruiting `Stopped`
👤 Type is User and 📢 Segment is Base email group
and 📅 Last clicked on link in email less than 365 da...

👤 Johana Barreto   **387**   **64%**   —   **17%**   **1%**   —   a month a

---

fiix

So, you're interested in participating in Fiix research?

At Fiix we continuously improve our products by taking feedback from our users seriously. If you are interested in being a part of our research stage, click the button below to fill out a quick form (should only take a minute).

But what does that actually mean? We might need your help for a phone interview or to test a new feature! Also, we compensate all participants with a **gift card** to say a small thank you for your time.

Sign me up!   press ENTER

Workspaces + Q

HR Research 1

UX Research 3

My workspace 0

UX Research

F + ...

+

New typeform

UX Screener August

11 responses ...

Persona Survey

No responses ...

Fiix Research Sign Up

70 responses ...

SUMMARY **RESPONSES [24]**

Key stats

| All Devices | PC & Laptops | Smartphones | Tablets | Other |

Responses	Total visits	Unique visits	Completion rate	Average time to complete
24	29	25	96%	00:40