

User Interfaces and How People Think

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NYCBUG Presentation

03/05/08

My Background

User Experience Design

Information Architecture

Ethnographic Research

Business Strategy

I work for these guys...



I used to work for these guys...

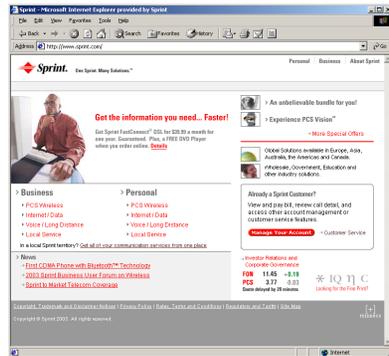


I was the sysadmin for Sprint.com for a few years

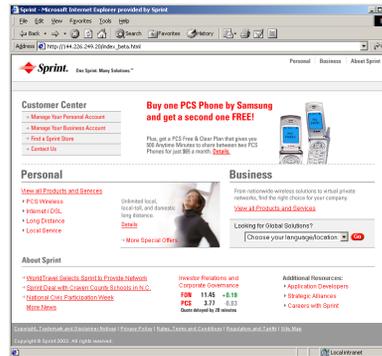
2001



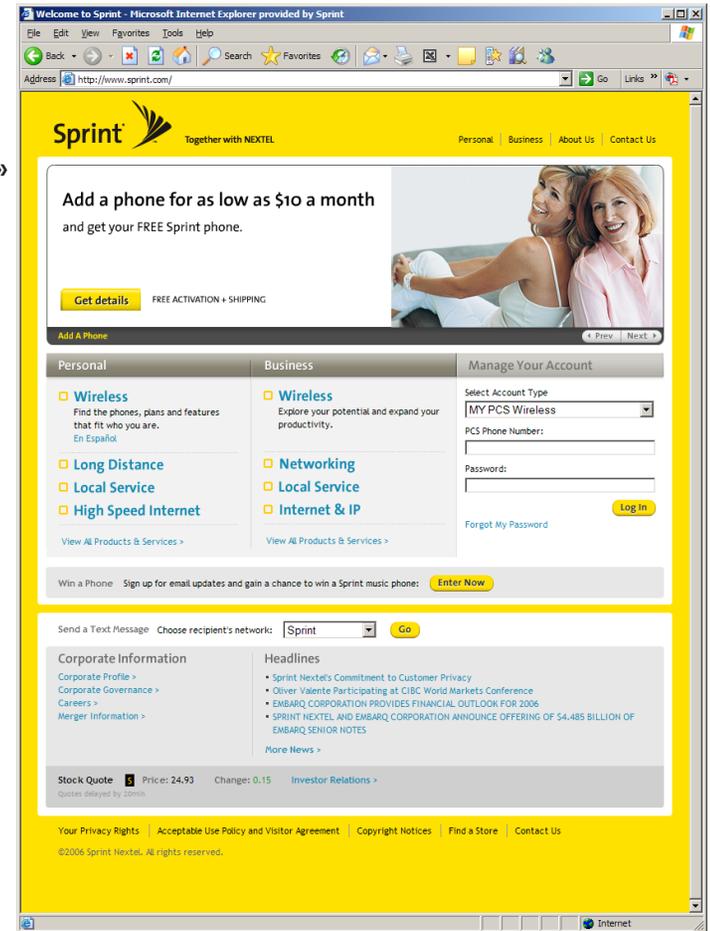
2002



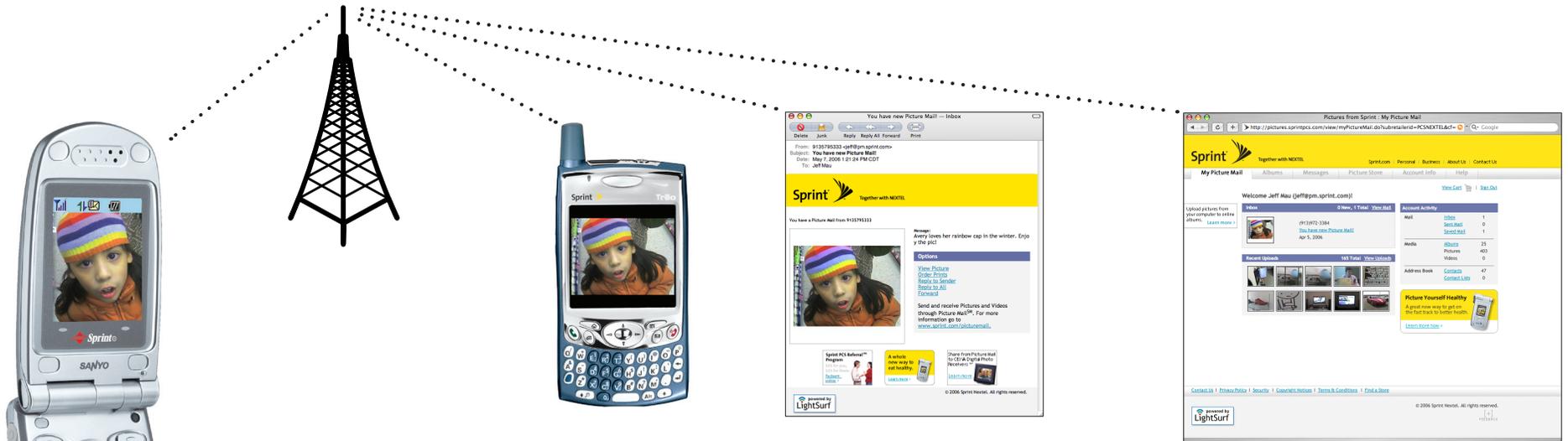
2003



2005-2006



I also designed services like Sprint Picture Mail



Phone-to-Phone

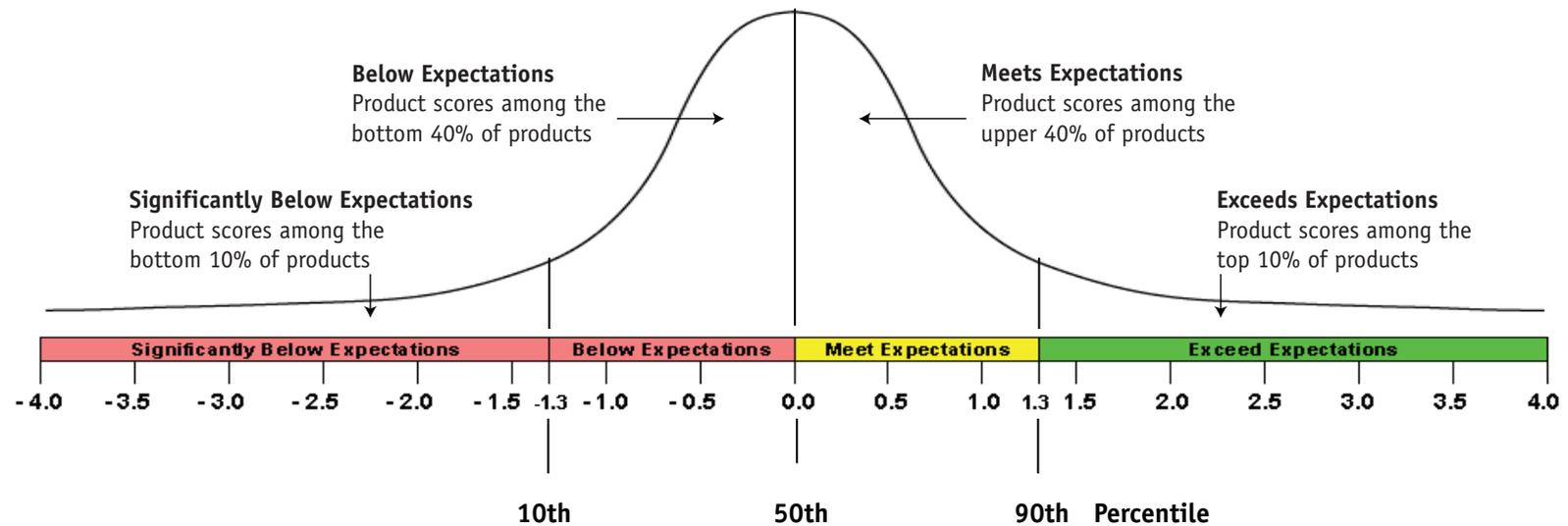
Phone-to-Email

Full Web Interface

<p>Prints by Mail</p>	<p>Computer Mousepad</p>	<p>Coffee Mug</p>
<p>Photo Magnets</p>	<p>Stickers and Stamps</p>	<p>Print at Retail</p>

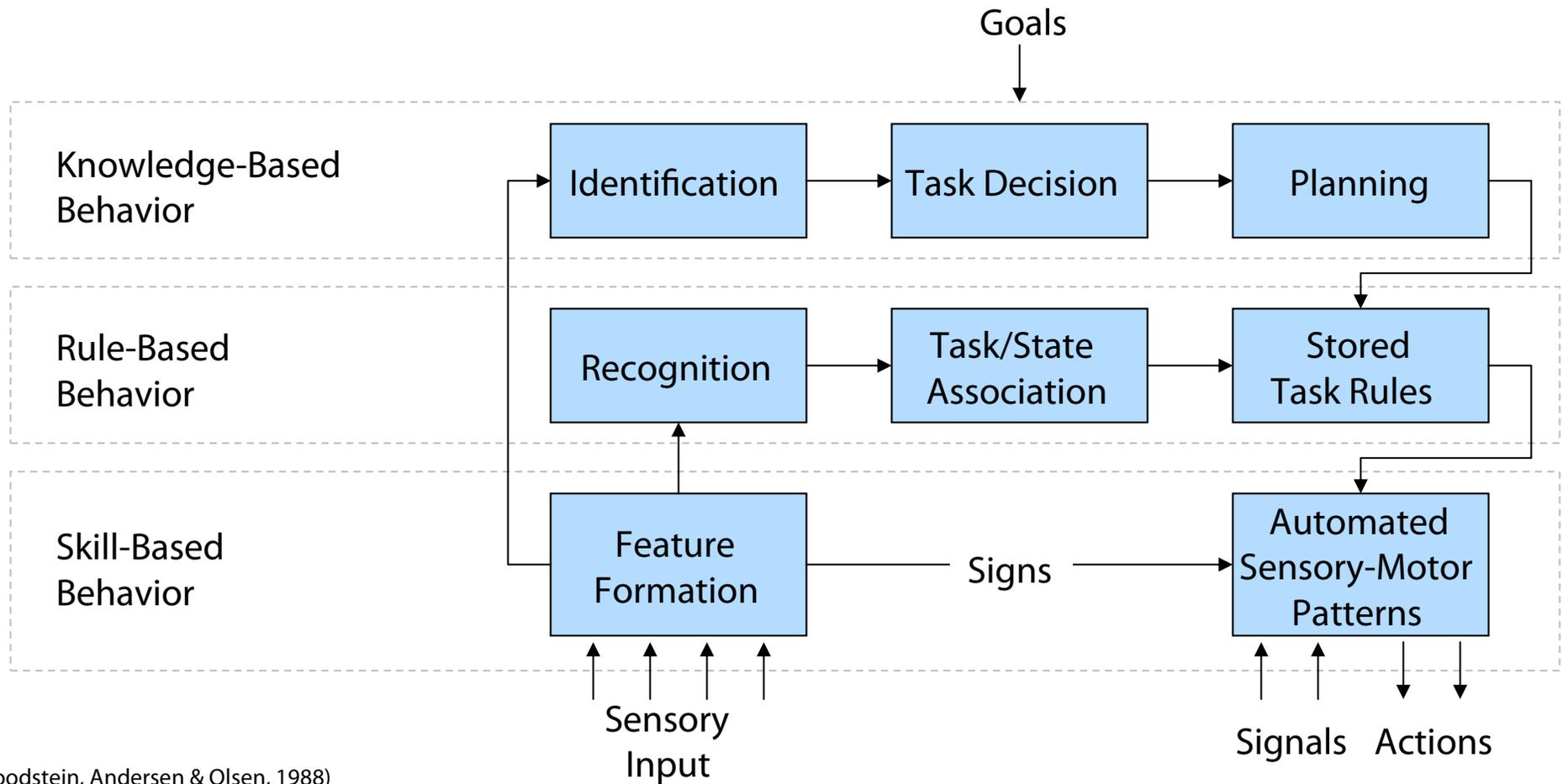
Phone-to-Print

We measured the usability of every service we offered



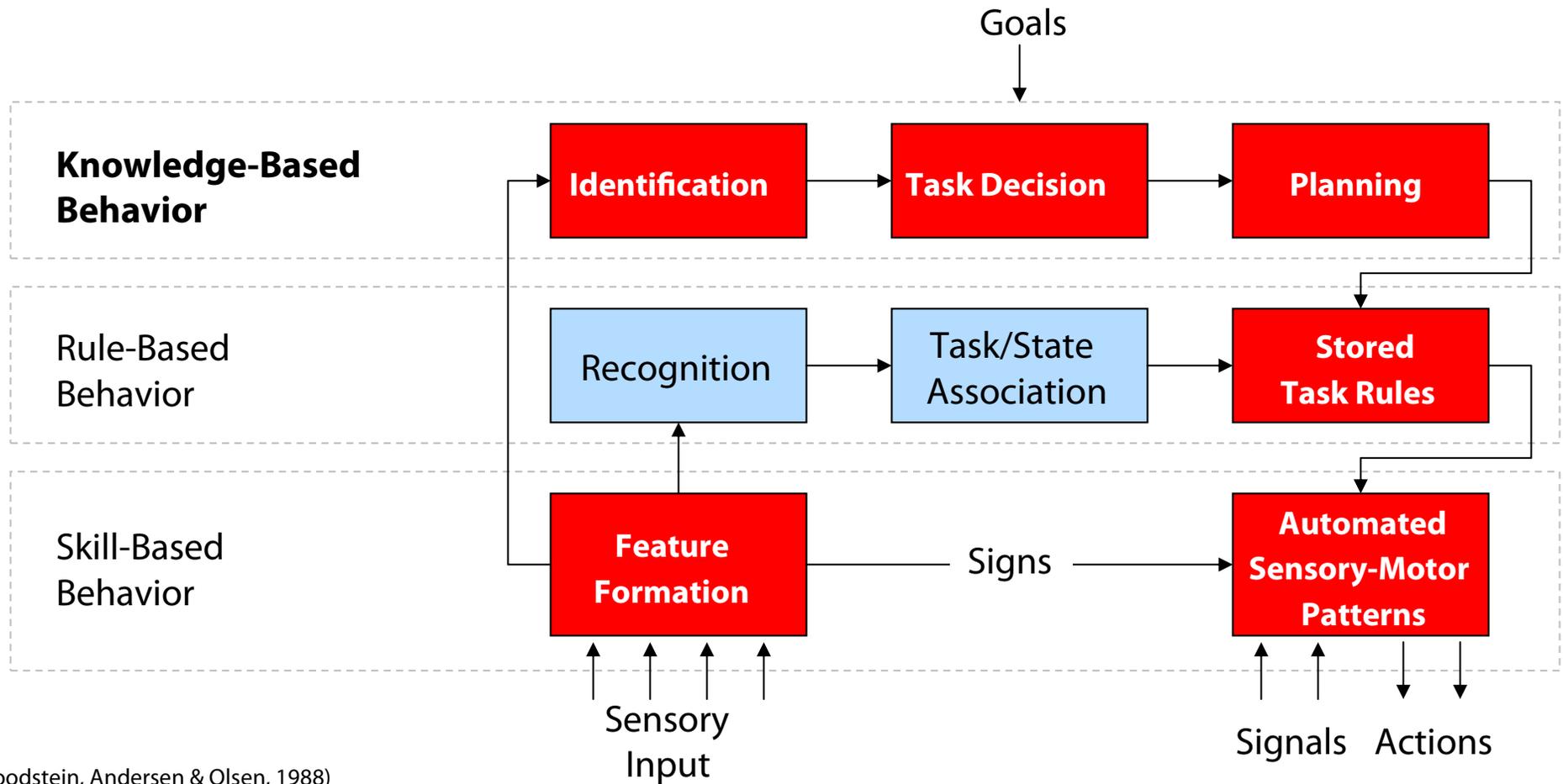
How People Think (and learn)

A Model for Decision-making



(Goodstein, Andersen & Olsen, 1988)

A Model for Decision-making



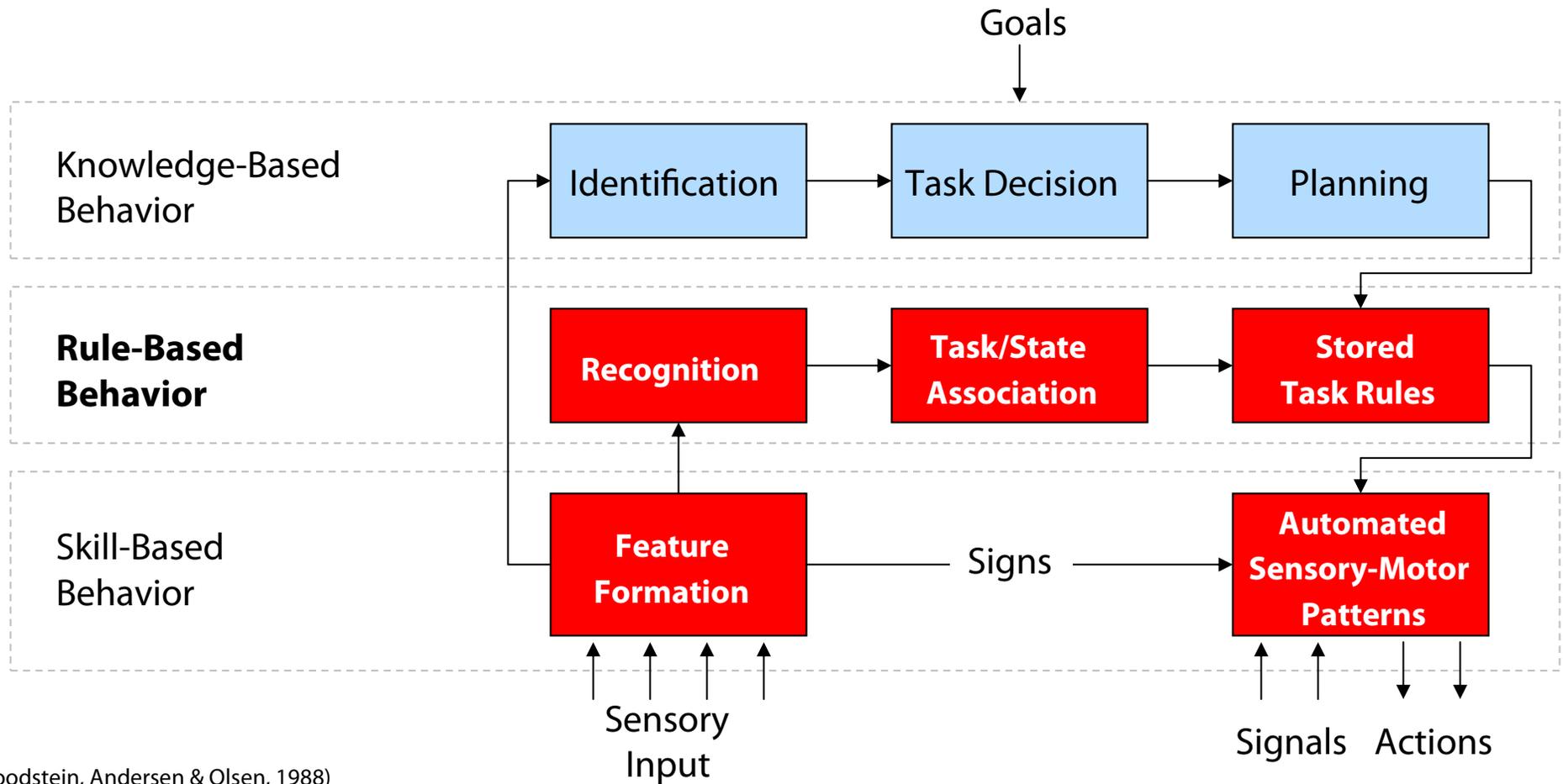
(Goodstein, Andersen & Olsen, 1988)



Knowledge-based Behavior



A Model for Decision-making

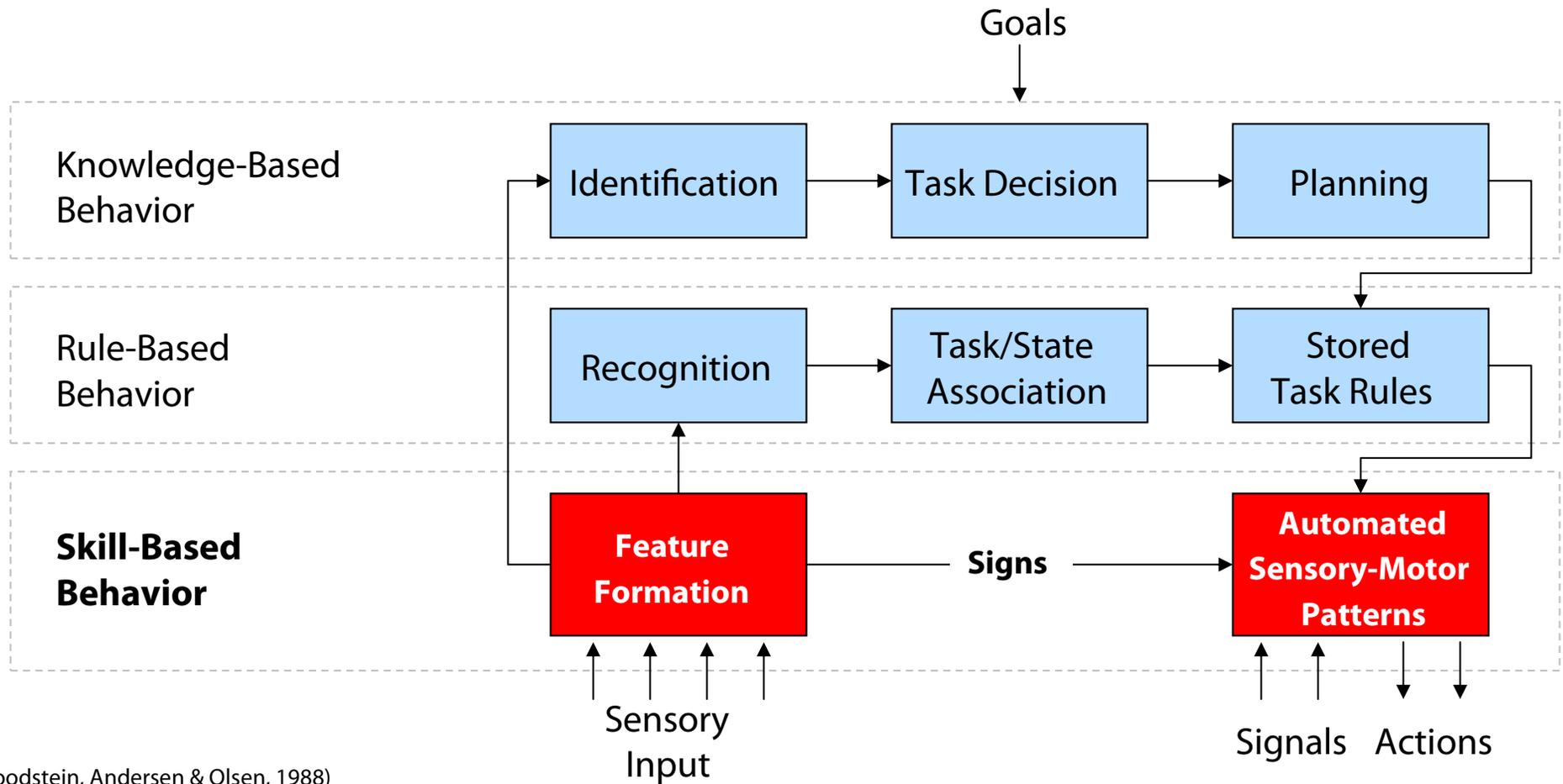


(Goodstein, Andersen & Olsen, 1988)



Rule-based Behavior

A Model for Decision-making



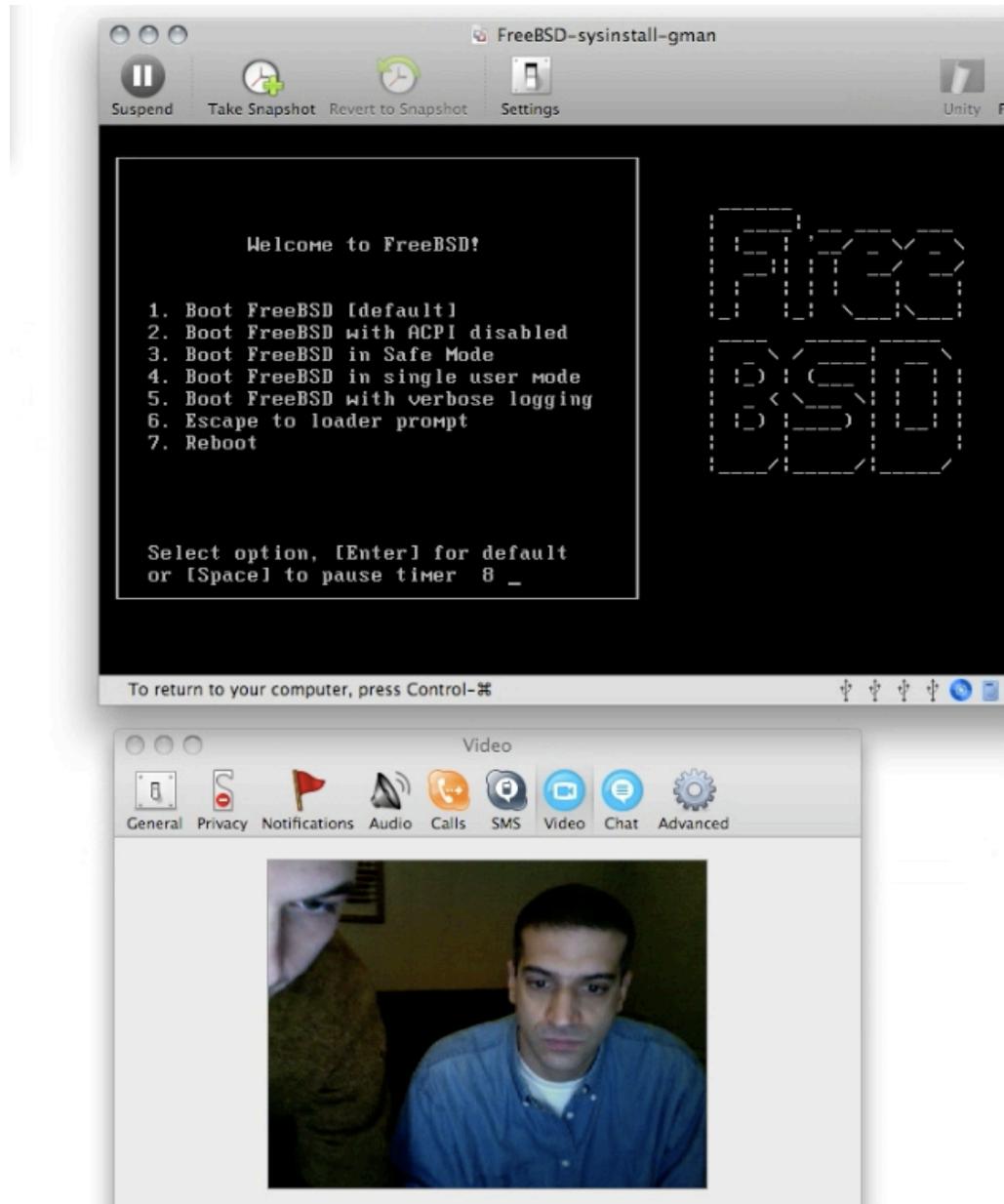
(Goodstein, Andersen & Olsen, 1988)



Skill-based Behavior

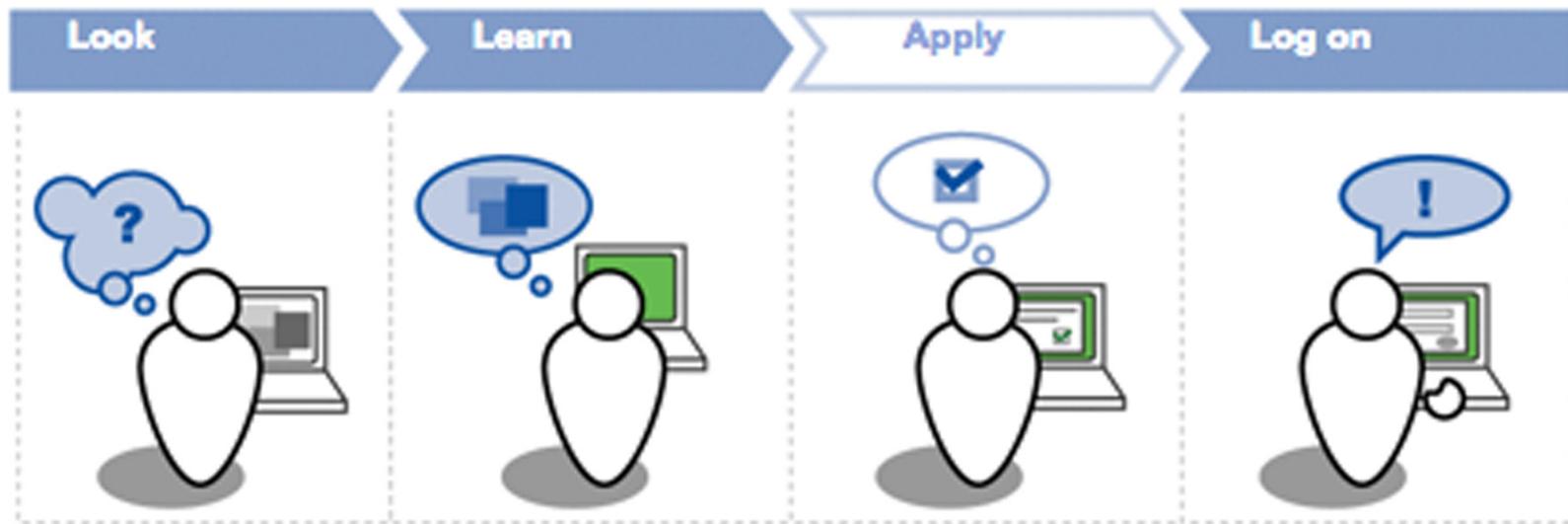
The Design Part

User Research Methods

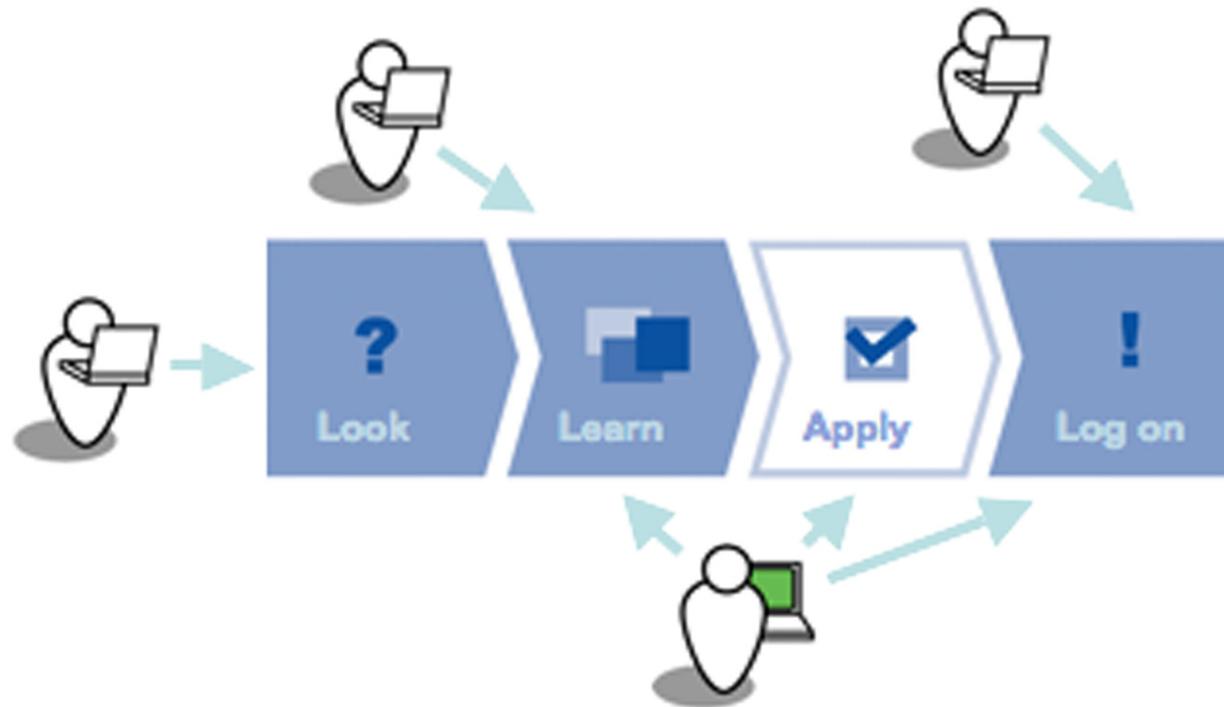


An example Experience Model

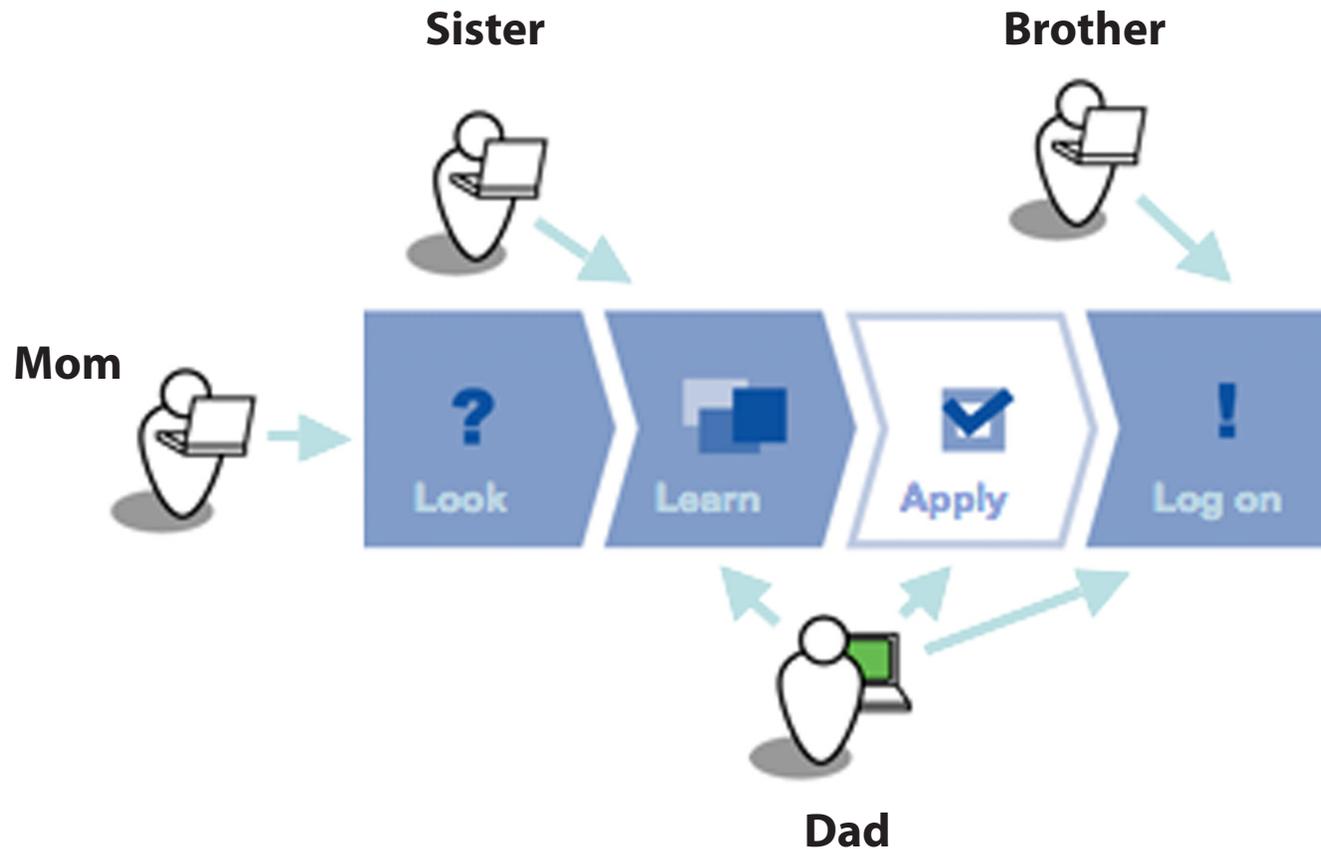
ONLINE BANKING USER EXPERIENCE MODEL



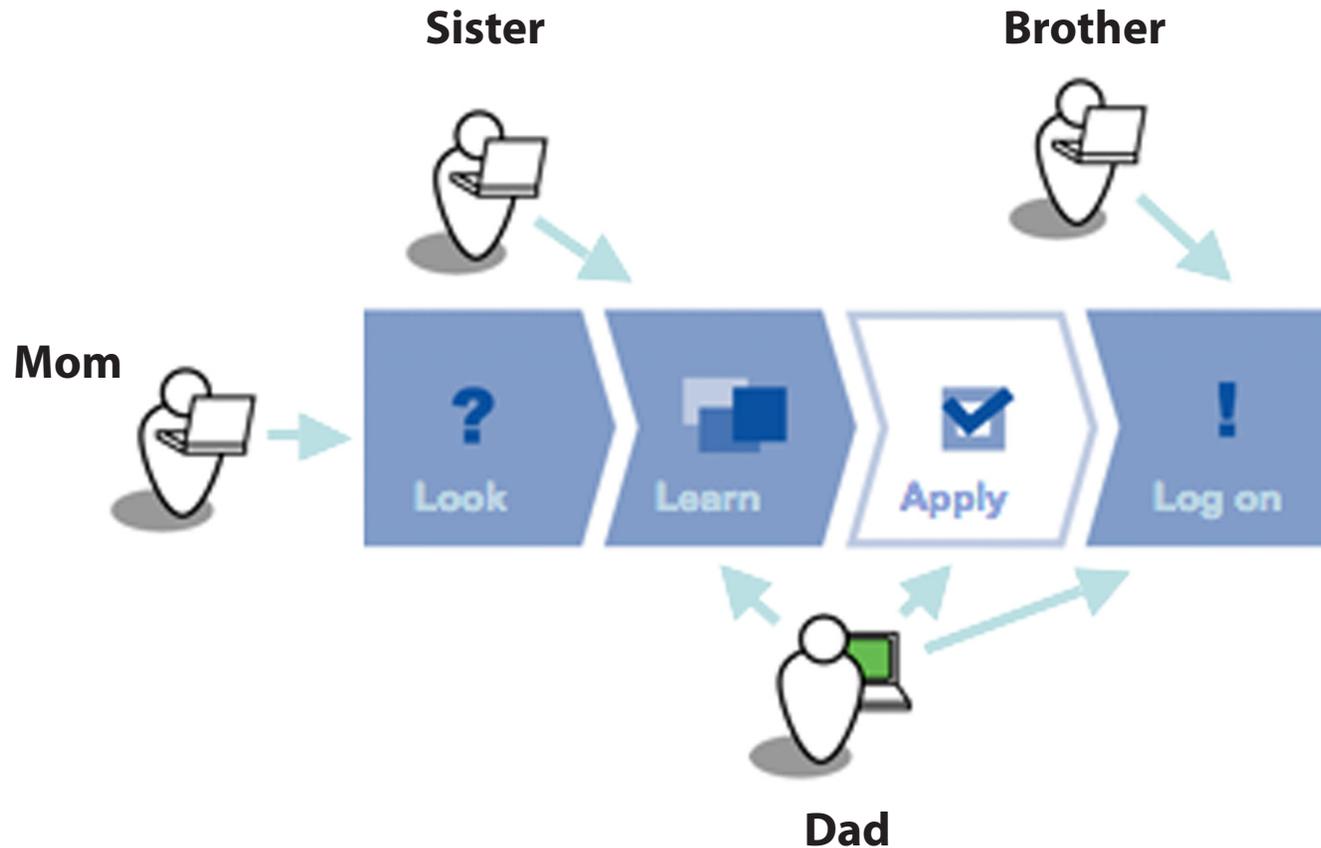
An example Customer Journey



An example Customer Journey

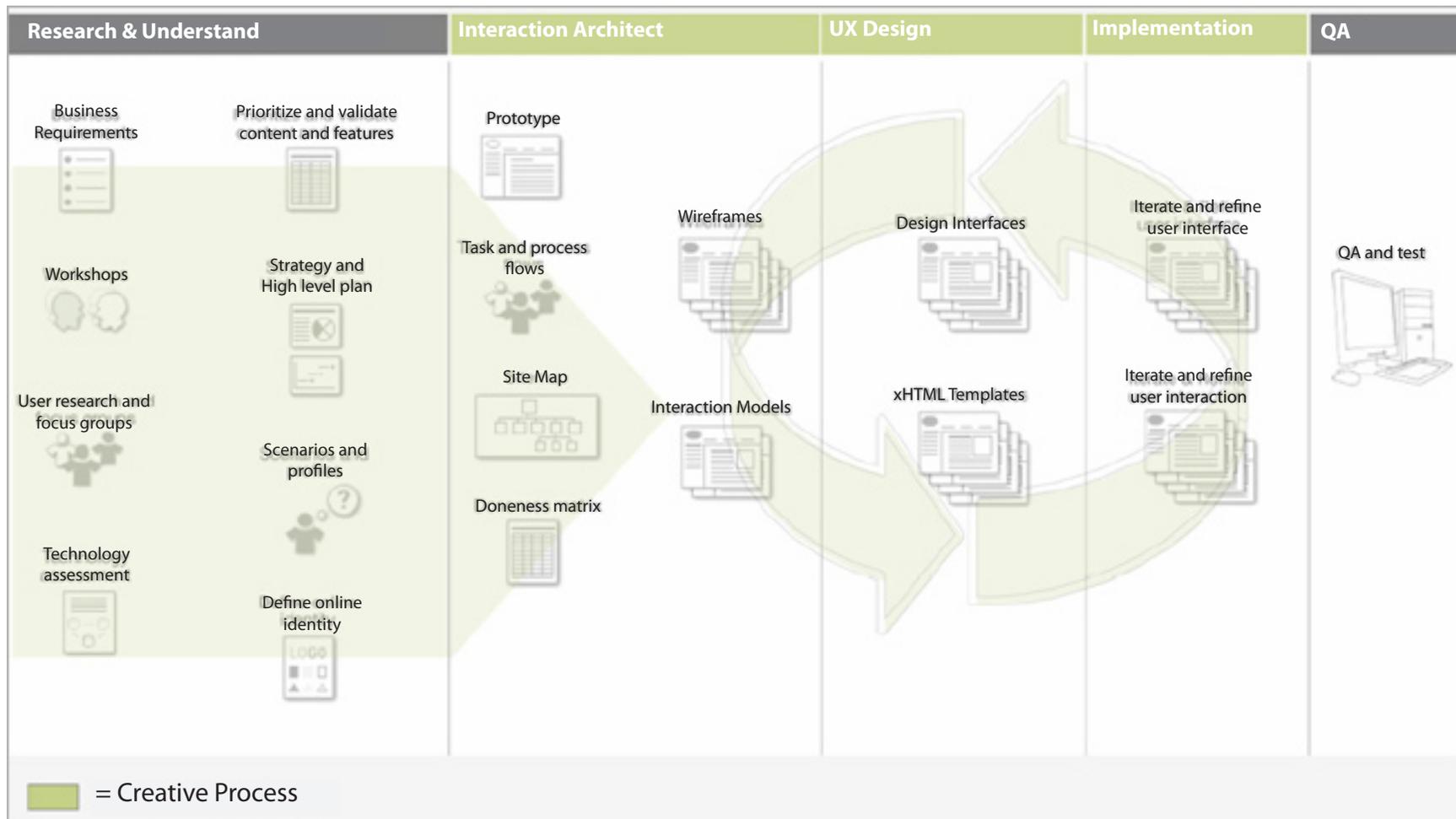


An example Customer Journey

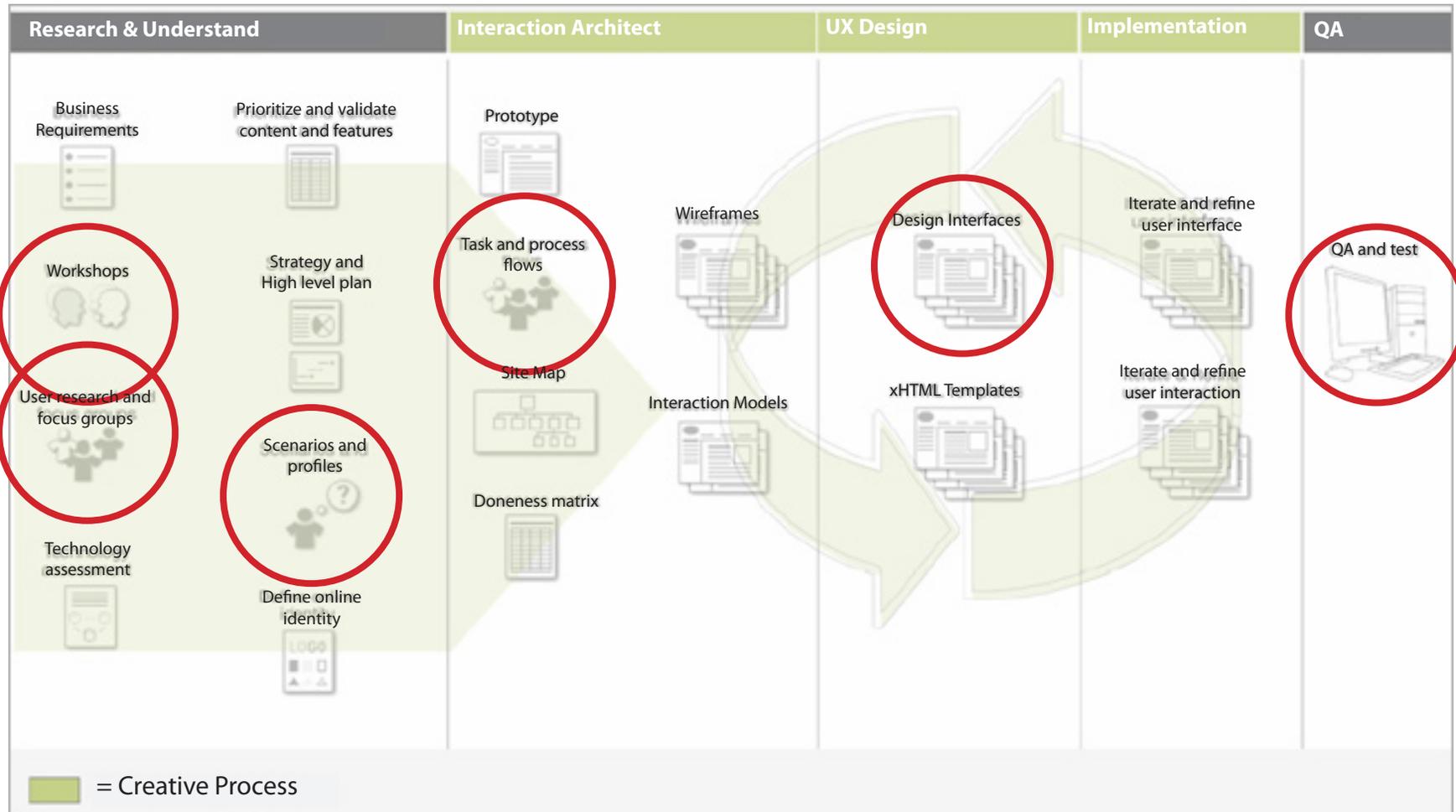


Different people experience the same system differently

User-centered Design Process



User-centered Design Process



Always involves real people

Thank You.

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