

Five Enemies of UX

Lee Duddell, WhatUsersDo

I got enemies, got a lot of enemies
Got a lot of people tryna drain me of my energy
They tryna take the wave from a UXer
Lee's got five ways to help the Uxer

Drake

Enemy 5 is AB Testing



AB Testing ≠ UX insight

- Tells you very little
- Wastes your time on what you think matters

1 Where is there a problem?



3 What's the best fix?

2 Why is it a problem?



Enemy 4 are Design Agencies



Checklist

- Office Dog?
- Too large?
- Number of Researchers?

Enemy 3 is doing it all



Low hanging fruit

- Build an internal case study
- Evidence based change
- Do it for free (+ your time)



Enemy 2 is asking users

11: *How does this site **compare to your idea of an ideal website?**

1=Not Very Close

Very Close=10

1 2 3 4 5 6 7 8 9 10

8: *Please rate how well the **product descriptions provide answers to your questions.**

1=Poor

Excellent=10

1 2 3 4 5 6 7 8 9 10 Don't Know

27: *Thinking about why you came to Homebase.co.uk today, please rate your experience of the web site for the following:

the availability of the specific product(s) you were looking for on this site.

1=Poor

Excellent=10

1 2 3 4 5 6 7 8 9 10 Don't know

Ask what users can answer

- What were you trying to do?
- Could you do it?

Then turn those into journeys you **observe** in a usability test.

Enemy 1 are UXers

Us

Or to be precise

- That we are passionate and believe
- That our colleagues aren't
- That we don't SCARE them into action

Say scary things like this

- Conversions/sales could drop off a cliff if we don't sense check with users, just like happened with M&S.
- I don't want us to lose any customers because of a simple design issue that we're not picking up because we're so close to it.

Don't say things like

I need budget to run some usability tests

... until you have built up, and discussed the potential risks with budget holders.

How to defeat UX enemies

- #1 Build up the problem to help you sell internally
- #2 Use on site surveys to identify user goals to test
- #3 Identify low hanging fruit for an internal case study
- #4 Watch out for agencies with more dogs than researchers
- #5 Use AB Testing tools wisely

Go a free test:
whatusersdo.com/free-trial
or bad things will happen.