Using UX to reduce operator feedback challenges in a social distanced world

WELCOME

- About Me:

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- Why we're here:

    - The current landscape has made the need for well designed user experiences (UX) even more important.

    - Today, we'll talk about how we can leverage UX best practices to help us alleviate frustrations that are amplified in a socially distant world

AGENDA

1) Pain Points

   - Typical User Frustrations

   - Social Distance Amplification

2) What is UX

3) How to leverage UX

4) Takeaways Tips

PAIN POINTS

Most common user frustrations, and

How they are amplified in a socially distant world

TYPICAL USER FRUSTRATIONS

- Yes, missions and environments may be unique…

- However, user frustrations always follow similar tendencies

Too many bugs

Hard to figure out

Doesn't work as expected

Doesn't actually help, or makes it even harder

FRUSTRATIONS…AMPLIFIED

- Thanks to a socially-distant world…

  - these become heightened

  - new frustrations rear their heads

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Doesn't actually help, or makes it even harder

Unavailable training, support, or help

Reliance on software to communicate with team

SOLUTION

- So, how do we solve these pain points, that continue to grow the less ability we have to interact with other people?

- Leverage a powerful commercial tactic:
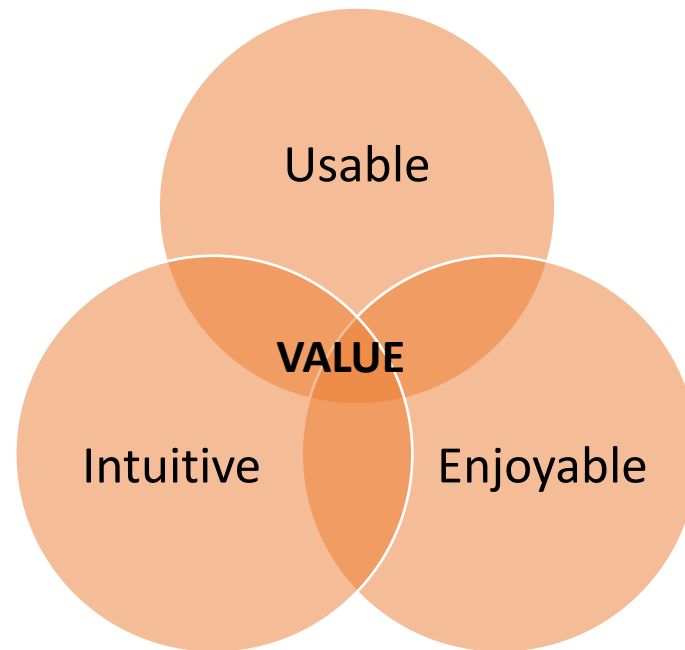 - **User Experience (UX)**

UX
User Experience

WHAT IS UX

User Experience (UX)

USER EXPERIENCE

- User experience – or UX – is the focus on creating something that people want to use, that provides real value

  - Usable + Intuitive + Enjoyable = **Valuable**

UX MYTHS

- Things I've heard about UX...

  - UX is **just** UI, or UX is **just** prettifying a GUI

  - UX is **just** the new buzz-word-title for graphic designers

  - We **just** need some UX on this widget

- Other Misnomers

  - If the technology solves a problem, it doesn't matter if it's aesthetically pleasing

  - If the application is pretty, people will use it more or won't mind hiccups
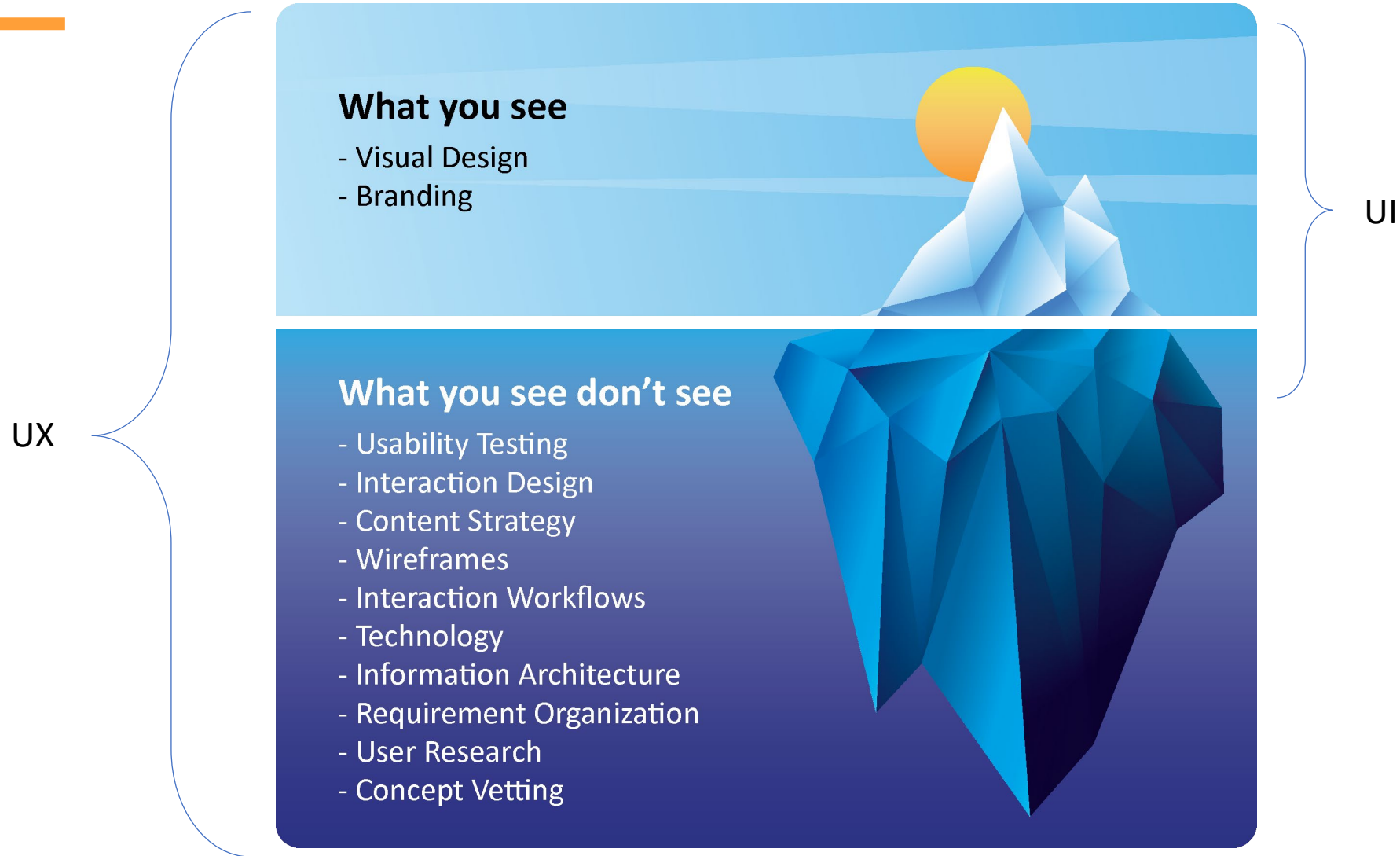
  - 3-clicks-or-less

What UX 'facts'
have you heard?

"It doesn't matter how many times I have to click, as long as each click is a mindless, unambiguous choice."

- Steve Krug Don't Make Me Think

UX IS VAST

What you see
- Visual Design
- Branding

UI

What you see don't see
- Usability Testing
- Interaction Design
- Content Strategy
- Wireframes
- Interaction Workflows
- Technology
- Information Architecture
- Requirement Organization
- User Research
- Concept Vetting

UX

HOW TO LEVERAGE UX

We understand what it is, now what...
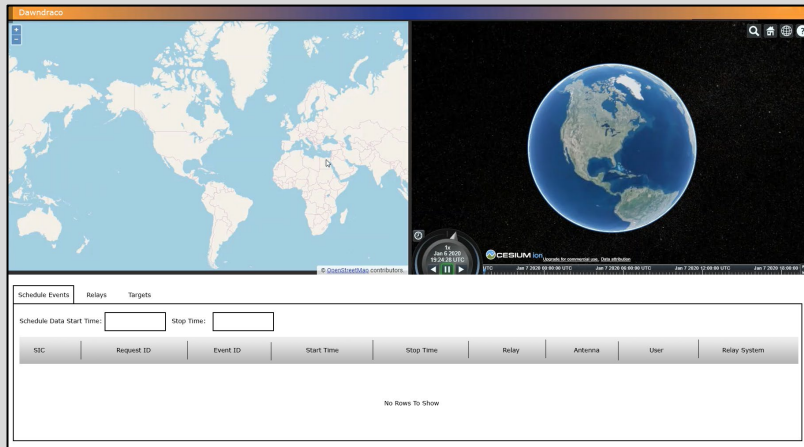
UX APPLIED

- To bring the most value, UX needs to be integrated throughout the

  Software Development Lifecycle

  - Pair Traditional Systems Engineering with a UX Approaches

  - Embed UX Engineers on the team

- Keep all stakeholders working together towards the real goals

- This is not an effort before development begins

  - Continuously Iterate with end-users

  - Don't strand your developers

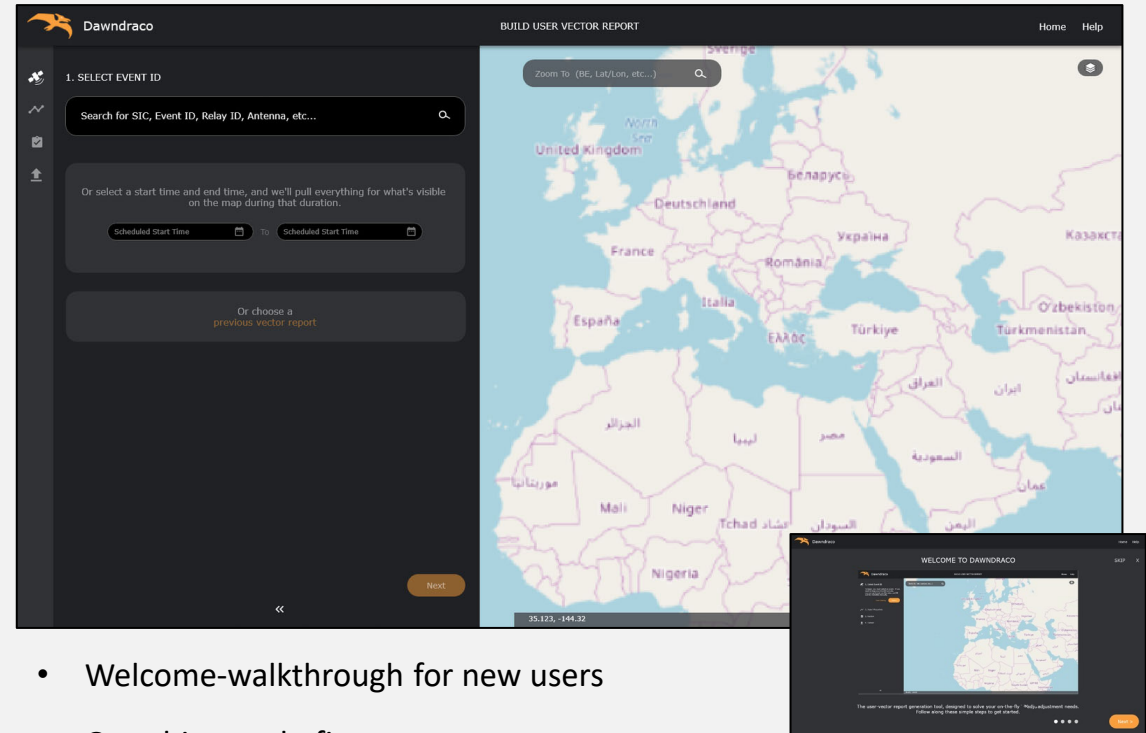- …and yes, this can be done remotely…
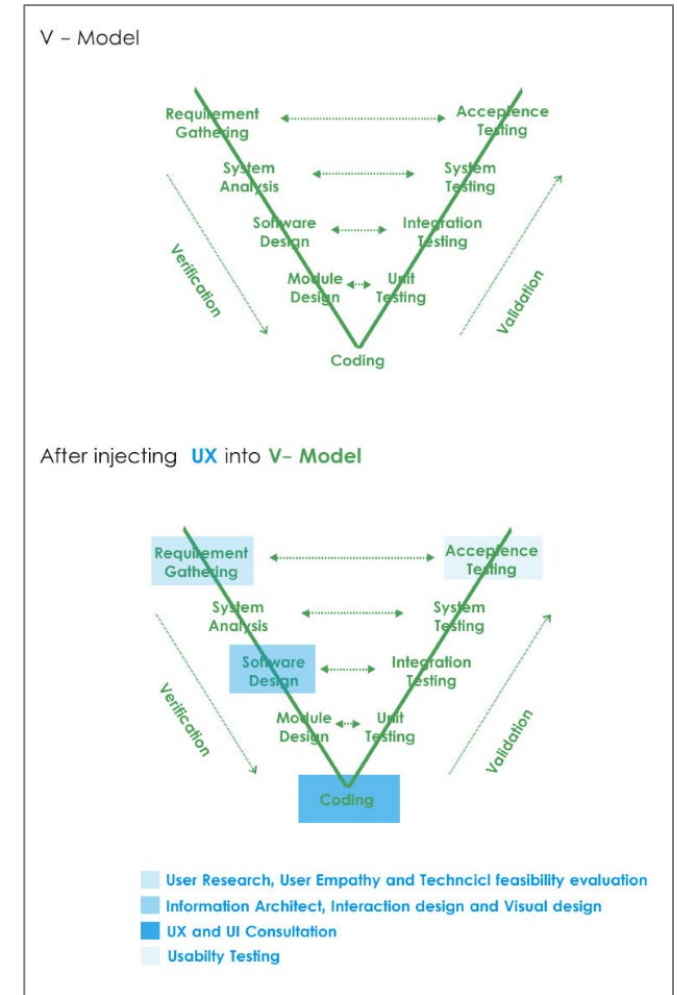
BEFORE:
Developer Designed

- Questions:
  - What do these maps do?
  - How do I interact with the bottom?
  - How does this get me an output to upload elsewhere?
- Biggest pain-point:
  - What do I do first...

AFTER:
UX Applied

- Welcome-walkthrough for new users
- One thing to do first
- Removal of unused features
- Guided Form Steps to get output for upload
- Familiar Layout

APPLICATION OF UX

- It's time to apply UX today
  - For any new program, make sure we start on day 0
  - For existing programs, it's never too late
- Get creative with conversation touch-points
  - Leverage Gov-Teams/Zoom/GoTo
  - Pick up the phone
  - Make slides with feedback-charts between messages or options

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APPLICATION OF UX

- With a constant eye towards:
  - CONOP needs
  - Reducing noise
  - Elevating the user experience…

- We turn common frustrations on their heads
  - Eliminate/Minimize Training
  - Alleviate workflow paint points
  - Reduce error feedback loop
  - Make for an enjoyable solution

Error Free

Intuitive and Easy to Use

Works as expected

Alleviates pain-points in workflow

Minimal or no need for training or support

Trust in system and remote capabilities

TAKE AWAYS

What next?

TAKE AWAYS

- On every Program

  - Ensure UX is incorporated at some level

  - Keep all stakeholders working together towards the real goals

  - It's not too late, apply UX practices even on already started programs

- UX Quick-tips

  - Reduce Noise

  - Keep path to action simple and obvious

  - Eliminate input from user when not necessary

  - Practice active listening with end-users

  - Ask: Why?

- In our socially-distant landscape?

  - Get creative on ways to collaborate!