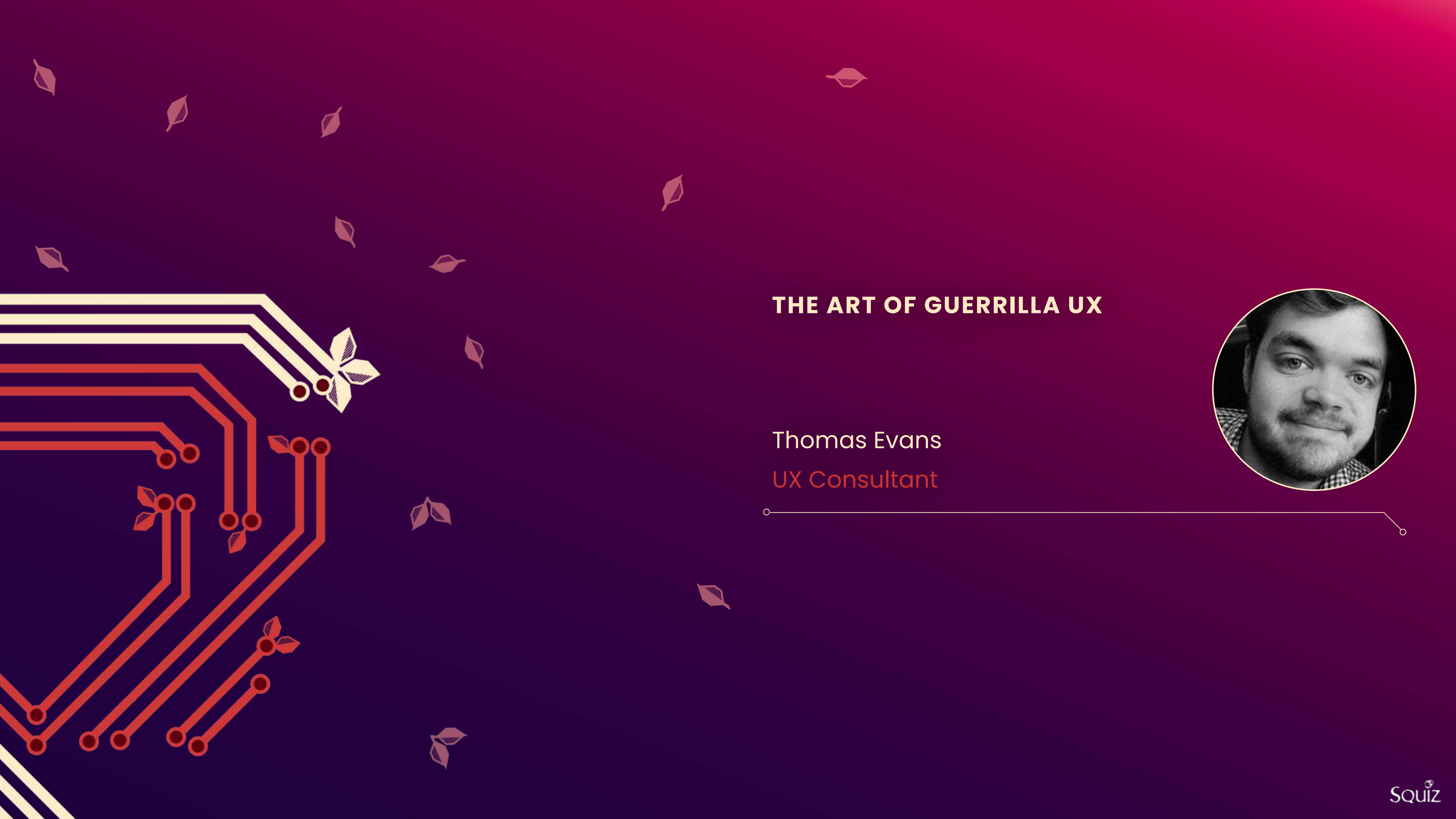




LDN

SUMMIT

2018



THE ART OF GUERRILLA UX

Thomas Evans
UX Consultant



WHAT IS UX?



- The overall experience the user has with the company
- The usability of the specific product

WHAT UX ISN'T

WHAT UX ISN'T



Market Research



Visual Design

MARKET RESEARCH

Market Research



Based on opinions



Opinions vary greatly



Large sample size



Market focussed

UX Research



Based on behaviour



More consistent



Small sample size



Product focussed

WHAT UX ISN'T

VISUAL DESIGN

VISUAL DESIGN

The image shows a screenshot of the Better website. The header features the Better logo with the tagline "the feel good place" on a green background. To the right are buttons for "Join Now" (orange) and "Login / Book Now" (green), along with a search bar labeled "Search Better". A dark grey navigation bar contains links for "Who We Are", "Our Locations", "What We Offer", "Memberships", "Gift Cards", "News", and "Articles". The main content area is split into two columns. The left column features a large image of a smiling woman in a pink tank top, overlaid with a purple tag that says "HURRY! OFFERS END MIDNIGHT". A purple button with a play icon and the text "FIND OUT MORE" is at the bottom left of the image. The right column has the heading "Find A Better Facility Near You" and a search form with a mandatory field for location, a dropdown for activity, and a dropdown for facility.

BETTER
the feel good place

Join Now Login / Book Now Search Better

Who We Are ▾ Our Locations ▾ What We Offer ▾ Memberships ▾ Gift Cards News Articles

**HURRY! OFFERS
END MIDNIGHT**

FIND OUT MORE ▶

Find A Better Facility Near You

* Mandatory field

* By postcode/location

By activity

All Activities ▾

By facility

All Facilities ▾

THE APPLE EXAMPLE



GUERRILLA UX

The image features a dark blue background with a gradient. In the top right and bottom left corners, there are intricate white circuit board patterns. Scattered throughout the background are several small, stylized leaf icons in a light blue color. The main title 'GUERRILLA UX' is positioned on the left side, with a thin white line extending from its end towards the center of the page.

GUERRILLA UX



GUERRILLA UX

The image features a dark blue background with a gradient. In the top right and bottom left corners, there are intricate white circuit board patterns. Scattered throughout the background are several small, light blue leaf-like icons. A thin white line extends from the end of the 'GUERRILLA UX' text towards the right edge of the frame.

GUERRILLA UX



TODAY'S TALK



TODAY'S TALK

Explain how UX principles can be used on a limited budget

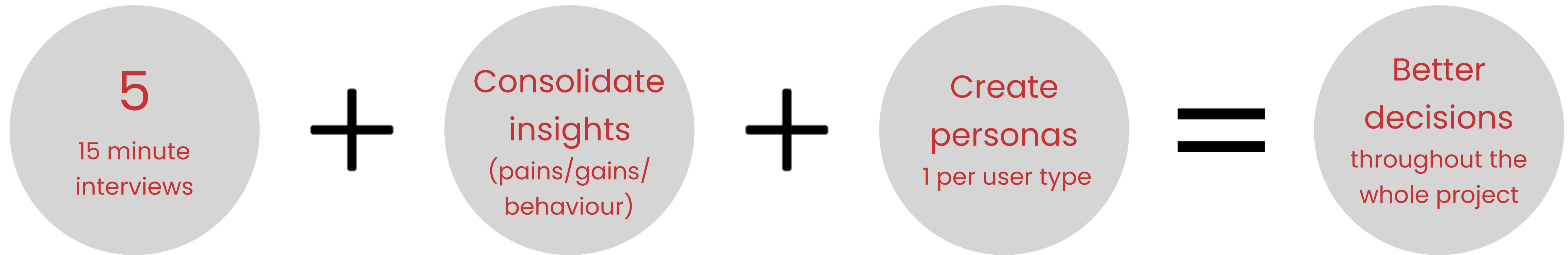
Share four of my favourite methods for creating delightful experiences

- Personas
- Task flows
- Rapid prototyping
- Usability testing

PERSONAS

The image features a dark blue background with a gradient. In the top right and bottom left corners, there are intricate white circuit board patterns. Scattered throughout the background are several small, stylized leaf icons in a light blue color. A thin white line extends from the end of the 'PERSONAS' text towards the right side of the page.

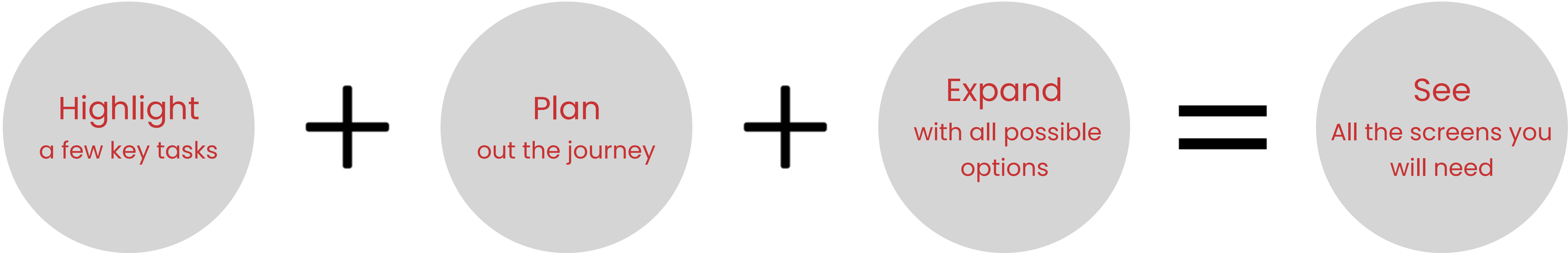
PERSONAS



TASK FLOWS



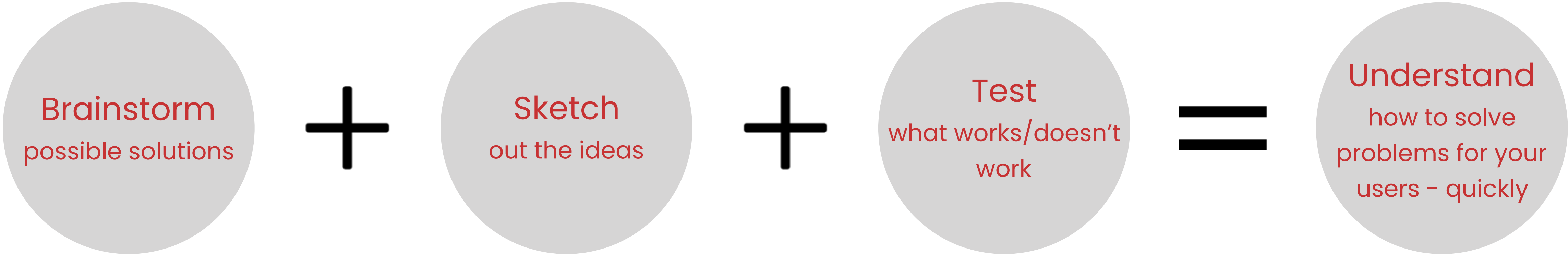
TASK FLOWS



RAPID PROTOTYPES



RAPID PROTOTYPES



USABILITY TESTING

Evaluating a product, service or site by observing how users actually interact with it, based on what they do rather than what they say they do.

WHY IS TESTING IMPORTANT?

£

Design phase

££

Build phase

£££

post go-live

WHEN SHOULD I TEST?

WHEN SHOULD I TEST?



Old Design



Prototype



Refined Designs

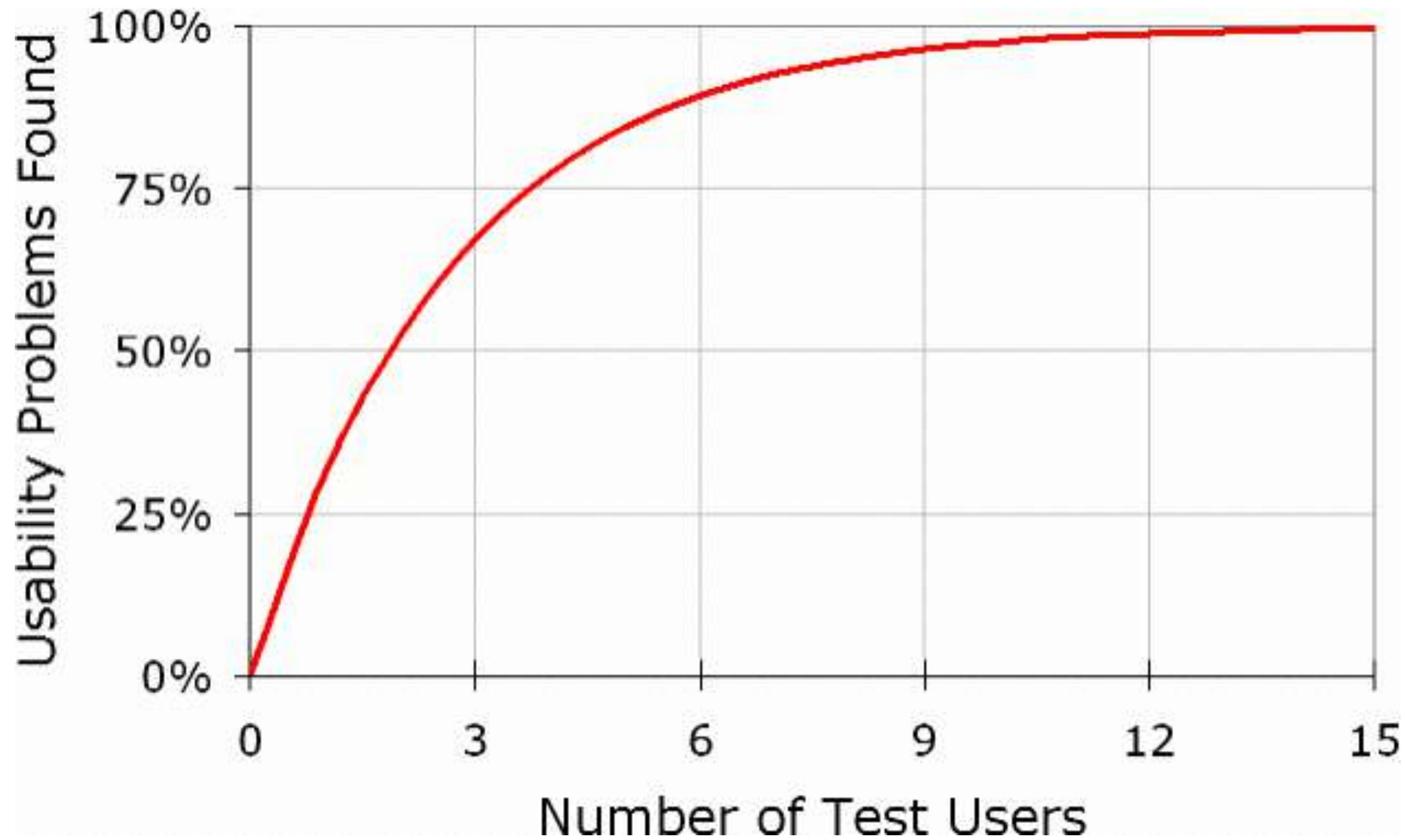


Final Designs



Analyse

HOW MANY PEOPLE?



- Few and often
- The magic number is six
- Remember opinions vary much more than behaviour

WHO CAN I RECRUIT?

WHO CAN I RECRUIT?



Customer Database



Market Research Firm



Friends and Family



Not Team Members

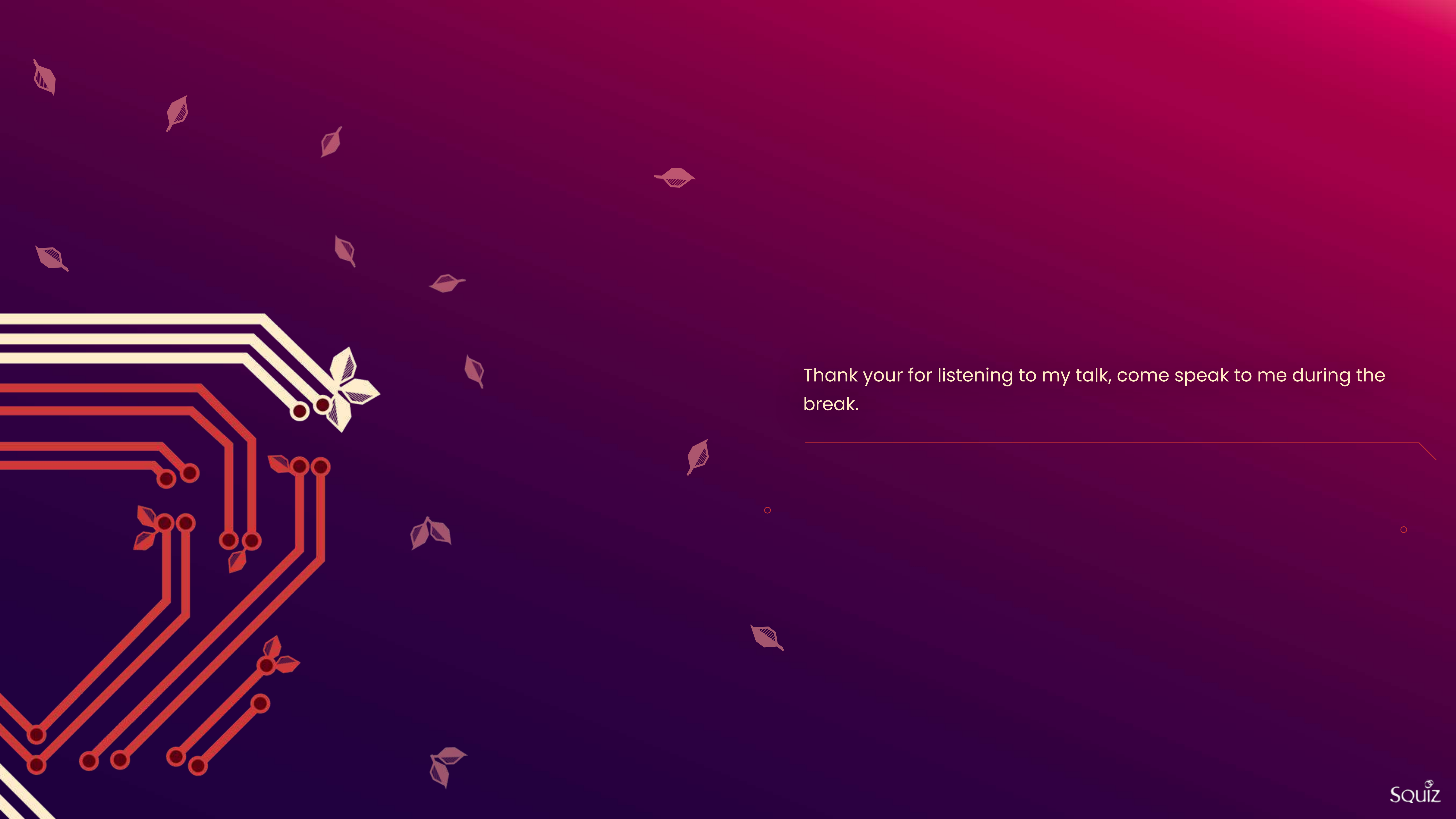
KEY TAKEAWAYS

KEY TAKEAWAYS

- UX is about how your users behave
- It doesn't have to cost a fortune
- Even one test will show up potential issues
- Remember that we are creating products to help and delight - have fun!

KEY TAKEAWAYS





Thank you for listening to my talk, come speak to me during the break.