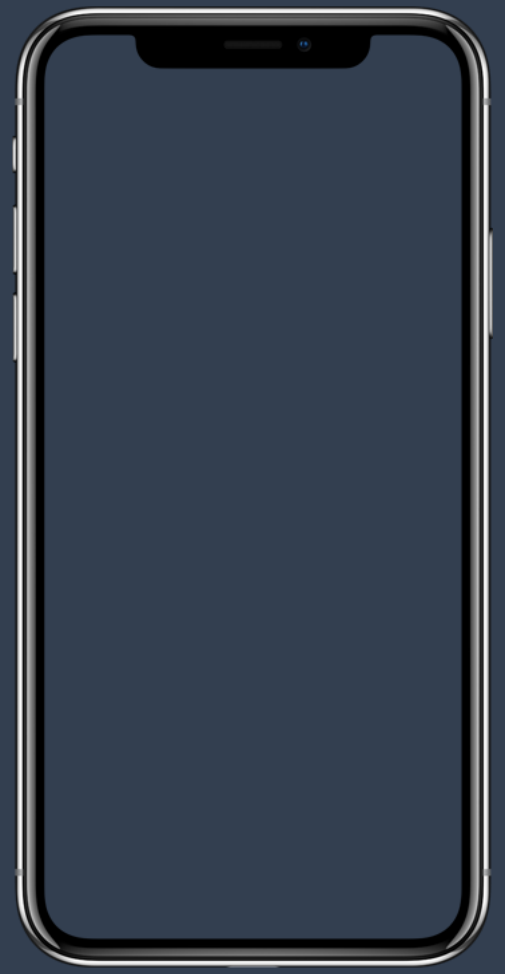
SIGiST 10/10/18

Testing
that matters



Nick Leigh
Head of Experience Design @ Bankwest

(Views expressed are those of a designer)

1. Stage – where do we play?
2. Audience – who is the customer?
3. Actor – what's your role?
4. Script – what's the story?
5. Reception – how to get applause..?

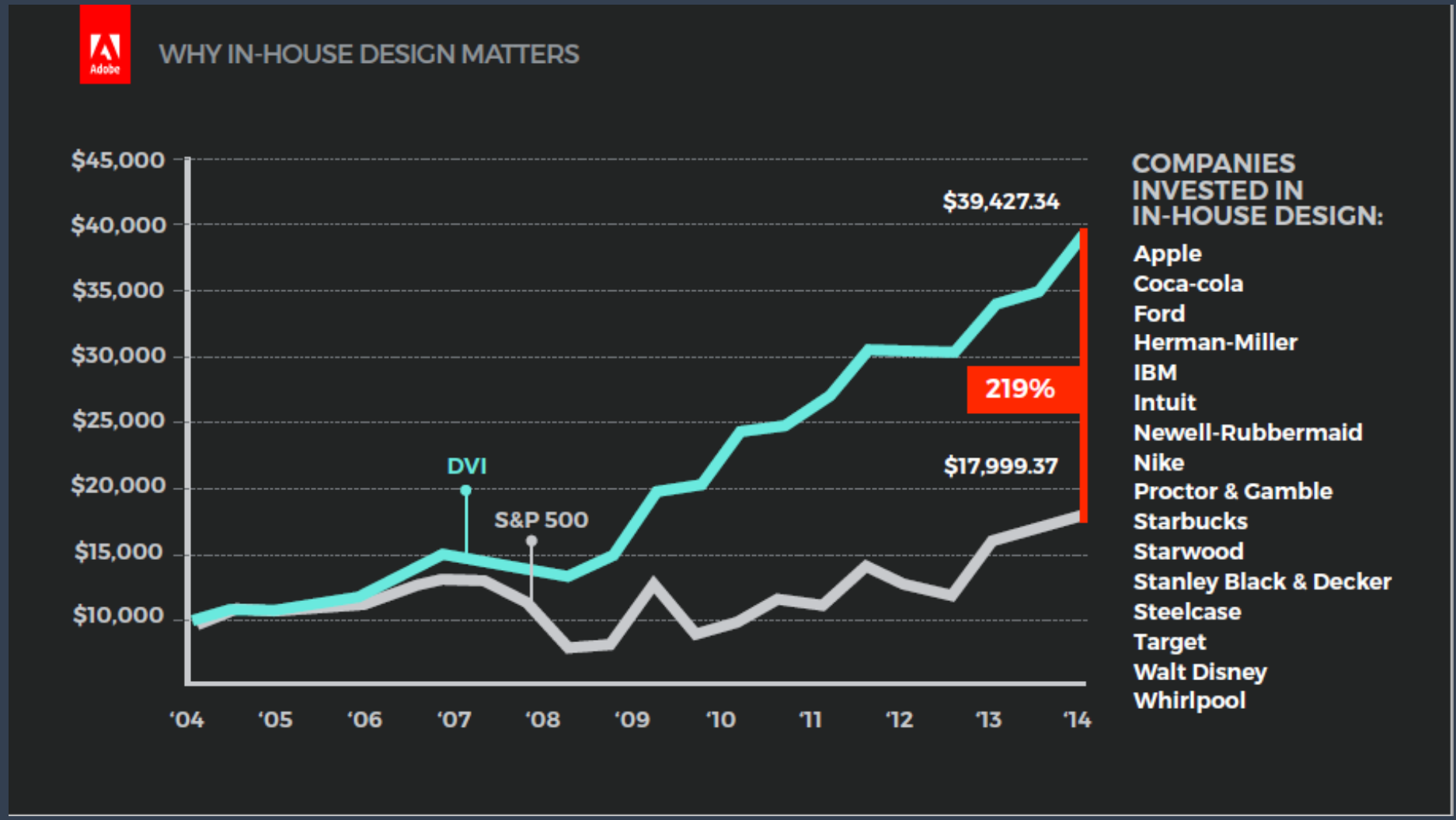
Stage.

You are here

"Taylorism" "Six Sigma" "R&D" "Human-centred"

Source: Org Design for Design Orgs, Peter Merholz & Kristin Skinner

“You’ve got to start with the customer experience and work back toward the technology, not the other way around.”
Steve Jobs – Apple, Pixar


WHY IN-HOUSE DESIGN MATTERS
$45,000
$40,000
$35,000
$30,000
$25,000
$20,000
$15,000
$10,000
'04
'05
'06
'07
'08
'09
'10
'11
'12
'13
'14
DVI
S&P 500
$39,427.34
$17,999.37
219%
COMPANIES INVESTED IN IN-HOUSE DESIGN:
Apple
Coca-cola
Ford
Herman-Miller
IBM
Intuit
Newell-Rubbermaid
Nike
Proctor & Gamble
Starbucks
Starwood
Stanley Black & Decker
Steelcase
Target
Walt Disney
Whirlpool

Audience.

"The thing about customer experience that companies seem to miss is that when they’re making decisions about technology or processes, they are not their customers. They are their companies’ stakeholders, shareholders, executives - everything but the customer.."

Brian Solis – technologist, futurist

BrandExperience

Your perception of a **Brand**, formed by **interactions** experienced over **time**.

- Speed
- Reliability
- Clarity / affordance
- Complexity
- Consistency
- Predictability
- Repeatability
- Desirability

Photograph by Flickr user Dave Wilson

Actors (that’s you).

“Can you just do the UX?”
Many people throughout my career

- Late (or no) engagement
- Little (if any) influence
- Minimal communication
- Subservient to leaders & influencers
- Absence/exclusion from key decisions
- Cadence over quality
- Time boxed to release cycle
- Completion time underestimated
- Descoped

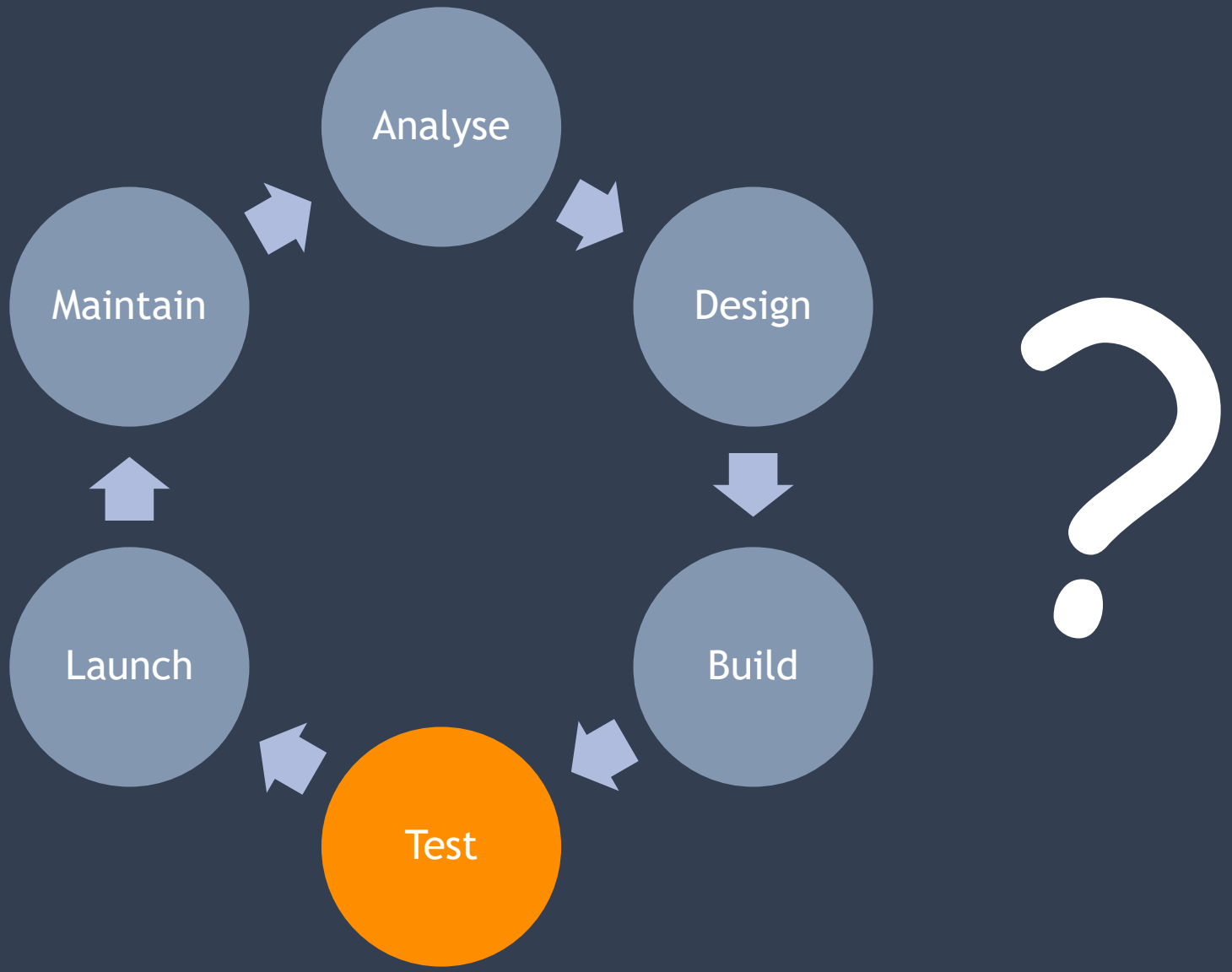
Script.

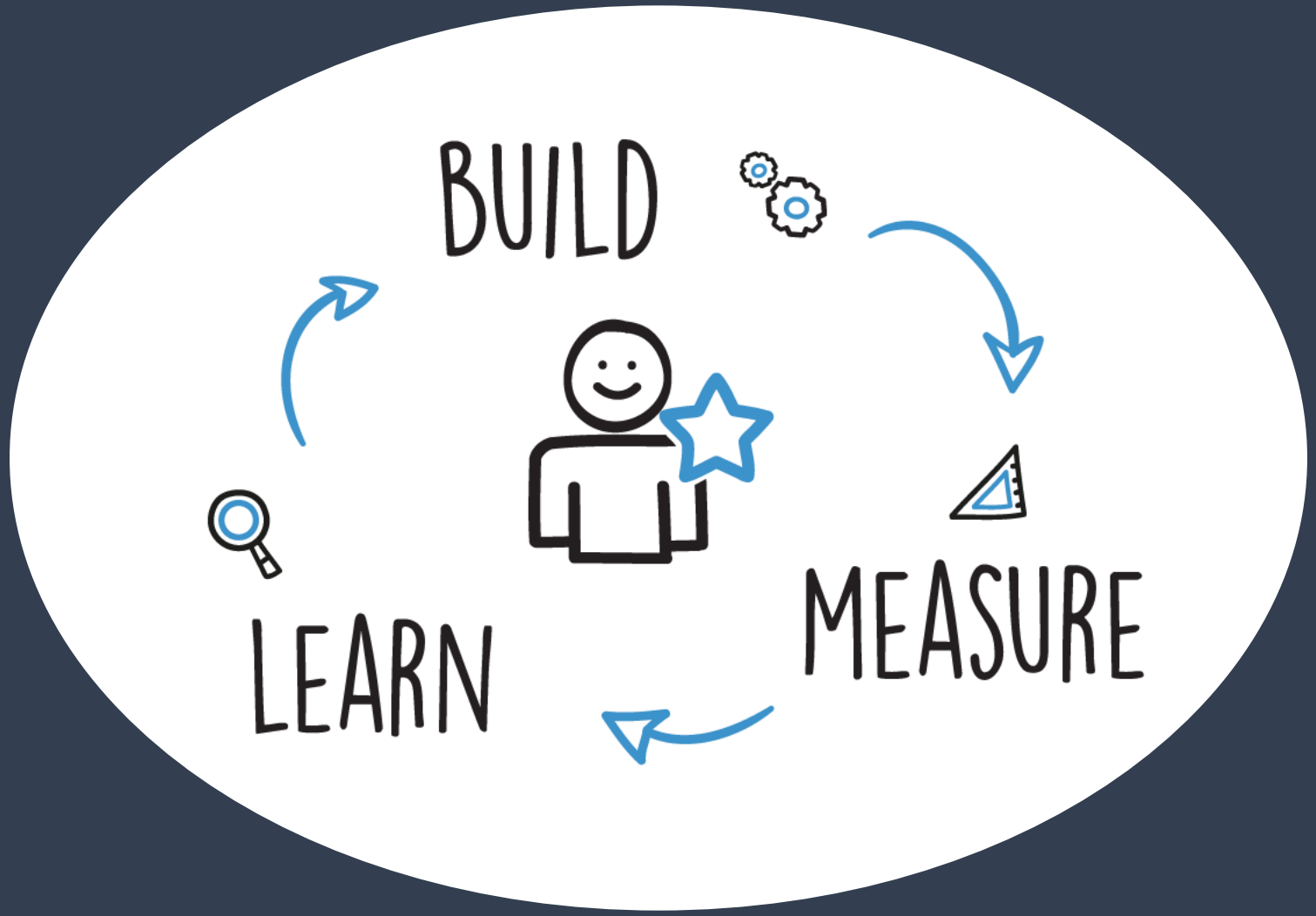
“Our success at Amazon is a function of how many experiments we do per year, per month, per week, per day.”

Jeff Bezos - Amazon

1. Not customising for Android
2. Not taking your on boarding process seriously
3. Not focusing on information architecture and navigation
4. not simplifying the checkout process
5. Lack of user testing and feedback
6. Not supporting both landscape and portrait orientation
7. Requiring too many steps
8. Not strengthening the engagement loop

The 8 most overlooked mobile app usability issues (and how to fix them) https://mashable.com/2016/05/26/mobile-app-usability-issues/


Analyse
Design
Build
Test
Launch
Maintain
?


BUILD
MEASURE
LEARN

- Transparent process
- Co-creation / mixed capability squads
- Voice of the customer gathered, shared & understood
- Inclusive prioritisation – what matters most?
- Qualitative & quantitative data agreed
- Scaled release train with planned maintenance
- Proactive bug fixing baked into operating rhythm

Reception.

Your mission...

- Get to know and understand your (end) customer
- Implement voice of customer closed loop process
- Co-create value & quality – start early, give often
- Get agreement on what & who you're testing for
- Gather & share success stories (with metrics)
- Make friends & influence people
- Be the customer advocate, always

Failing up: Former Amazon engineers land $18M to help companies find weak spots in their apps

BY TOM KRAZIT on September 28, 2018 at 9:30 am

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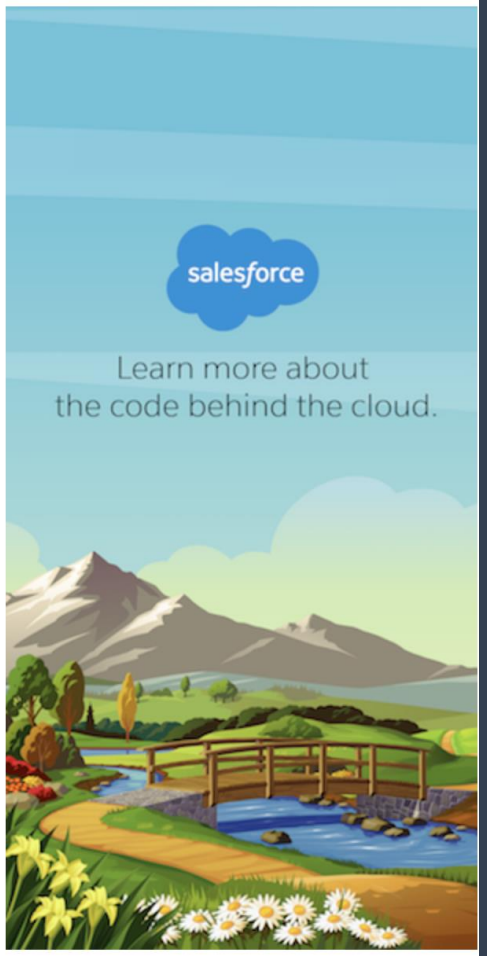
The GeekWire Gala: Join us on Dec. 6th!

(L to R): Gremlin co-founders Kolton Andrus, CEO, and Matt Fornaciari, CTO. (Gremlin Photo)



"Chaos engineering" is not the planning process for a Senate committee hearing, but a growing discipline within software engineering that by deliberately making your systems and applications fail, you'll learn the best ways to protect those apps from real-world failures. Gremlin just raised an $18 million Series B round to prove that companies will pay to have someone crash their apps.

Founded by former Amazon and Netflix engineers Kolton Andrus, CEO, and Matthew

Christian Bertrand / Shutterstock

Thanks

Questions?

Nick Leigh

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