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How to Reduce the Graveyard of Software Tools with UI/UX Capability

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The Webinar Contents

- What is UI/UX
- The Problem
- When is UI/UX appropriate and how does it address the problem?
- How do UI/UX artifacts support a solution?
Let’s start with “The What”...

What is User Experience (UX)?
"User experience" encompasses all aspects of the end-user's interaction with the company, its services, and its products.  

-DON NORMAN and JAKOB NIELSEN
Polling Question 0.5

How knowledgeable are you about UI/UX?

Response Options:
A. I am an expert on UI/UX
B. I know enough about UI/UX to have a good conversation with an expert
C. I know a little information about UI/UX
D. I know nothing
Complaints that serve as clues that a UI/UX Problem exists

Employees refuse to do something
“Takes too long, costs too much money”
Apathetic staff
Current tools are the problem
“we just need a tool”
It’s one person’s fault
Nobody uses the tool
The people you speak to look stressed or irritated
The objective of a UX designer *(generally)* is...

- Enhance Customer Satisfaction
  - A Spoonful of sugar...
- Improve the usability of a system
  - Increase performance
  - Provide feedback
- Increase the functionality of the system
  - Now one step together instead of two apart!

Overall this leads to a more effective user experience.
So, make it look cool...

It’s not **JUST** about attractive user interfaces, how satisfied the users were, simplicity, etc.

The tool must also address the problem **AND** fit the work environment as well as human capability
Polling Question 1

In your opinion, software failures comprise _____% of all development projects initiated. Why?

Response Options:
A. 0-25%
B. 26-50%
C. 50-75%
D. 75-100%
E. I don’t know
What is causing the software mortality rate?
The When

Where does UX fit into my product cycle?
Polling Question 2

When is the most appropriate time to engage UX professionals in your software development project?

Response options:
A. Right before the for launch
B. After each sprint
C. When project management starts scoping the work tasking
D. After the launch
E. all of the above
Answer: It’s always a good time 😊
Artifacts of the Process

Inform and build empathy
"Design is really an act of communication, which means having a deep understanding of the person with whom the designer is communicating." — Donald A. Norman, The Design of Everyday Things
When participating in an affinity diagramming session it's important not organize the information by category. The Goal is to organize it by abstract insights gleaned from the content.
Personas, journey maps and other design documentation

**Expected Behavior**
After clicking in the text area a gray semi complete box appears and the selection box displays below.

The selection box is color coded by category and can be scrolled through. It will not disappear until off focus.

The user will also be able to use the down arrow to move through the selection of options.
Wireframing and Design
The ‘hurry up and wait’ phenomenon

Balancing hasty decision making to fit unreasonable time constraints with long-term costs

UI/UX designers can/should adjust the data collection method to your project constraints
Polling Question 3

How does a well-defined problem ensure project success?

Response options:
A. I have no idea
B. It magically generates requirements
C. It guides the metric selection in usability tests
D. It aids in solution selection
E. It aids in digestion
What you need in in a skilled UI/UX team

• **Ability to verbalize** the problem and its complexity clearly
  - Comprehensive detail in the results
  - Link between validation method and the original problem

• **Building Empathy**
  - Tailoring the method to constraints
  - Consideration for mission-critical problems

• **Multi-disciplinary** approach
  - Hard problems are hard
  - Past experiences may help to inform future decisions
  - Often times designers have a specialty, there are “unicorns” but that’s not the norm.
Contact slide

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