

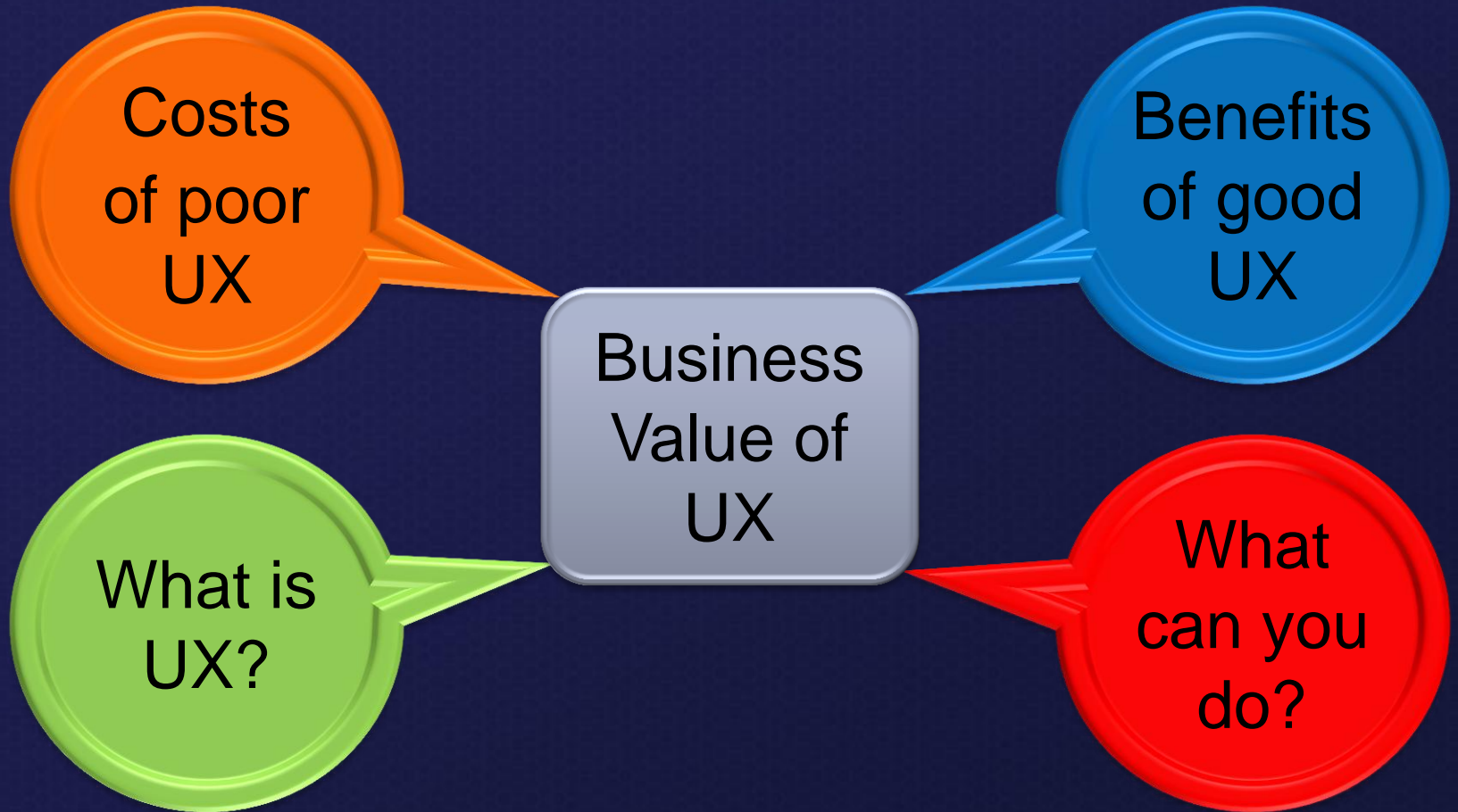
# Business Value of UX

Presentation to UX Masterclass

Prague, October 2013

Robert M. Schumacher, Ph.D. | Executive Vice President | GfK UX

Gavin S. Lew | Executive Vice President | GfK UX



Costs  
of poor  
UX

Benefits  
of good  
UX

Business  
Value of  
UX

What is  
UX?

What  
can you  
do?

The diagram consists of two callout boxes. On the left is an orange circular callout box with a drop shadow, containing the text 'Costs of poor UX'. A pointer extends from the right side of this box towards a light blue rounded rectangular callout box on the right, which contains the text 'Business Value of UX'. The background is a dark blue gradient.

Costs  
of poor  
UX

Business  
Value of  
UX

# Three UX Stories







# THE HEALTH INSURANCE MARKETPLACE IS COMING SOON

Plan & Cost Info Coming OCT 1

A new way to get affordable health coverage launches October 1.

Find out if you qualify for lower costs at HealthCare.gov:

[LEARN MORE](#)

- AT A GLANCE
- ABOUT THE NEW LAW
- RELIEF FOR YOU
- MYTHS & FACTS

Health Insurance Marketplace

**Have health insurance questions?**

Learn About the Marketplace

October 1, 2013 there is a new way to get affordable health insurance coverage.

LEARN HOW

**HEALTH REFORM BENEFITS AMERICANS**

FREE PREVENTIVE CARE

A NEW WAY TO GET INSURANCE, BY STATE

COVERAGE FOR YOUNG ADULTS UNDER 26

Eight Ways Health Reform Benefits Americans

WHITE HOUSE

Share Health Care

View our infographics and videos, then share them with you and family so they can get the facts, too.

The health reform law requires insurers to spend at least 80% of your premium dollars on medical care

**Obamacare: Saving People Money**

Obamacare means that health insurance companies have to be

The health reform law requires insurers to spend at least 80% of your premium dollars on medical care

**Obamacare: Saving People Money**

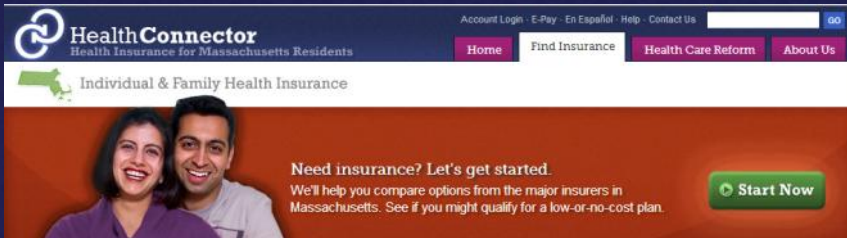
September 27, 2013 at 6:16 PM EDT

Weekly Wrap Up: "No one should go broke just because they get sick"

[READ ALL RELATED BLOG POSTS >](#)

Stay up to date with our health care newsletter.

[SIGN UP NOW >](#)



## New Study Shows that More Than Half of Consumers Will Choose a Healthcare Plan that Costs Too Much Using Exchanges

You will have to shop for a new plan no later than March 24, 2014.

Open Enrollment and Short-Year Enrollment Fact Sheet (PDF)

Did Your Employer Send You?

Use your Employer ID to shop for a plan. Get tax-free savings on health insurance.

Go to the "Employees" area

Self Employed

Refer to your most recent tax return to get your Commonwealth ID.

Contact us

Visit Mass.gov

The Affordable Care Act

Are you interested in more information and we'll keep you posted.

First Name

Last Name

Email Address \*

Stay Info

- Alerts & Notices
- Flag Hotlines
- Road Closures
- RSS Feeds
- Emergency

## Welcome to the Marketplace

The Health Insurance Marketplace is open! Enroll now in a plan that covers essential benefits, pre-existing conditions, and more.

Plus, see if you qualify for lower costs.



**CHOOSE YOUR STATE AND  
WE'LL TELL YOU YOUR  
NEXT STEPS**

If you live in Illinois, you'll use this website, [HealthCare.gov](http://HealthCare.gov), to **apply for coverage, compare plans, and enroll**. Specific plans and prices are available now and coverage can start as soon as January 1, 2014.

\$9,000,000,000  
to the taxpayers

# Poor UX Costs Money



# My Ford Touch



MyFord Touch: Cutting edge, or just too complicated?

\$50 per car

\*5M

MyFord Touch has been lambasted by *Consumer Reports* and was cited as one of the main reasons for **Ford's recent plunge in J.D. Power and Associates' Initial Quality Study.**

**Why the MyFord Touch control system stinks**

Consumer Reports News: August 22, 2012 10:08 AM

Poor UX Costs Market Share

# Medication Administration







Courtesy of ISMP

10,000 units

5,000 units



10,000 units



10 units



# Poor UX Costs Lives

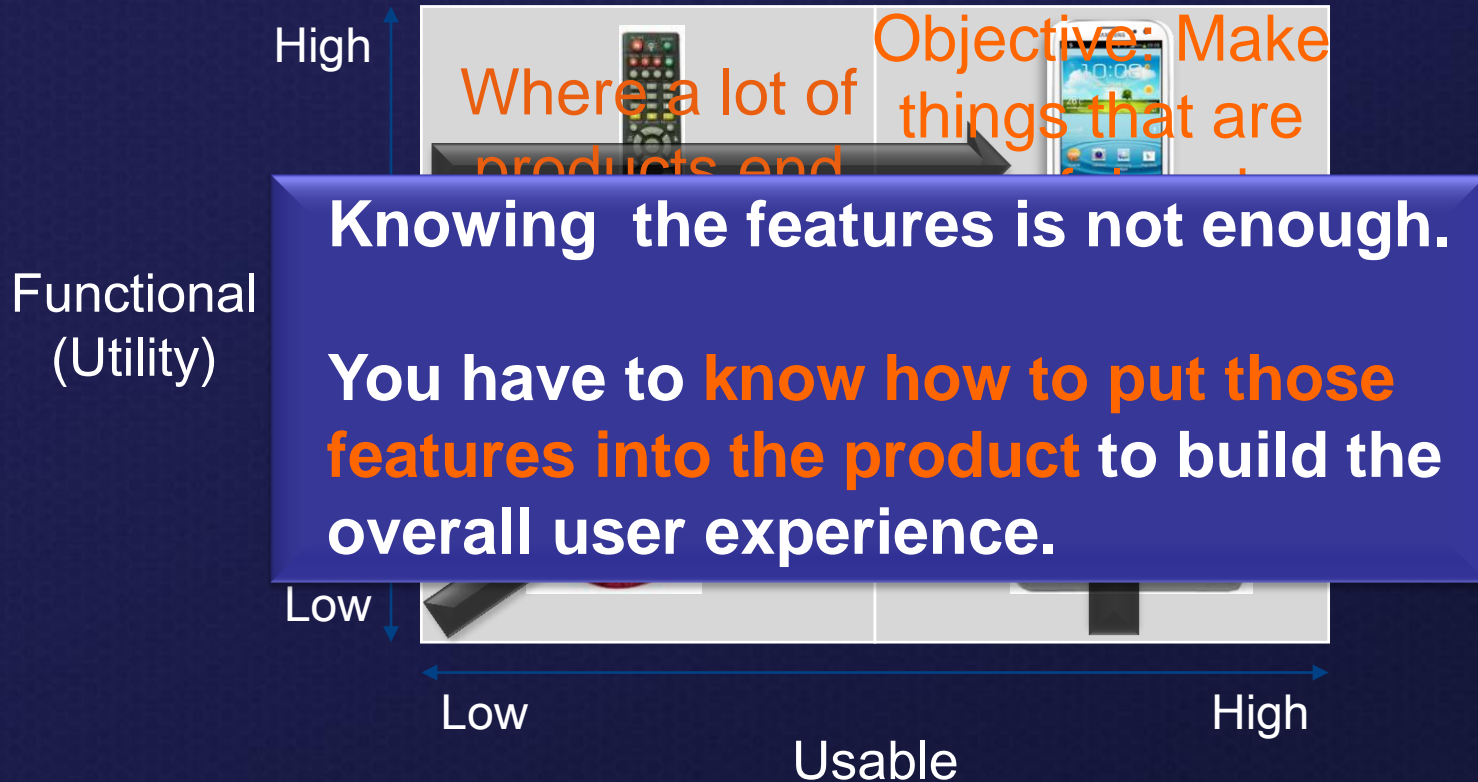


## Redesign

If we don't set out to make bad user experiences...  
Why are there so many bad user experiences?



# The Target Quadrant



Programmers and designers don't wake up and say:  
'I'm think I'm gonna make things a  
little harder for those users today.'



What is  
UX?

Business  
Value of  
UX

# Behavior

UX is about one thing

Measure

Behavior

Change

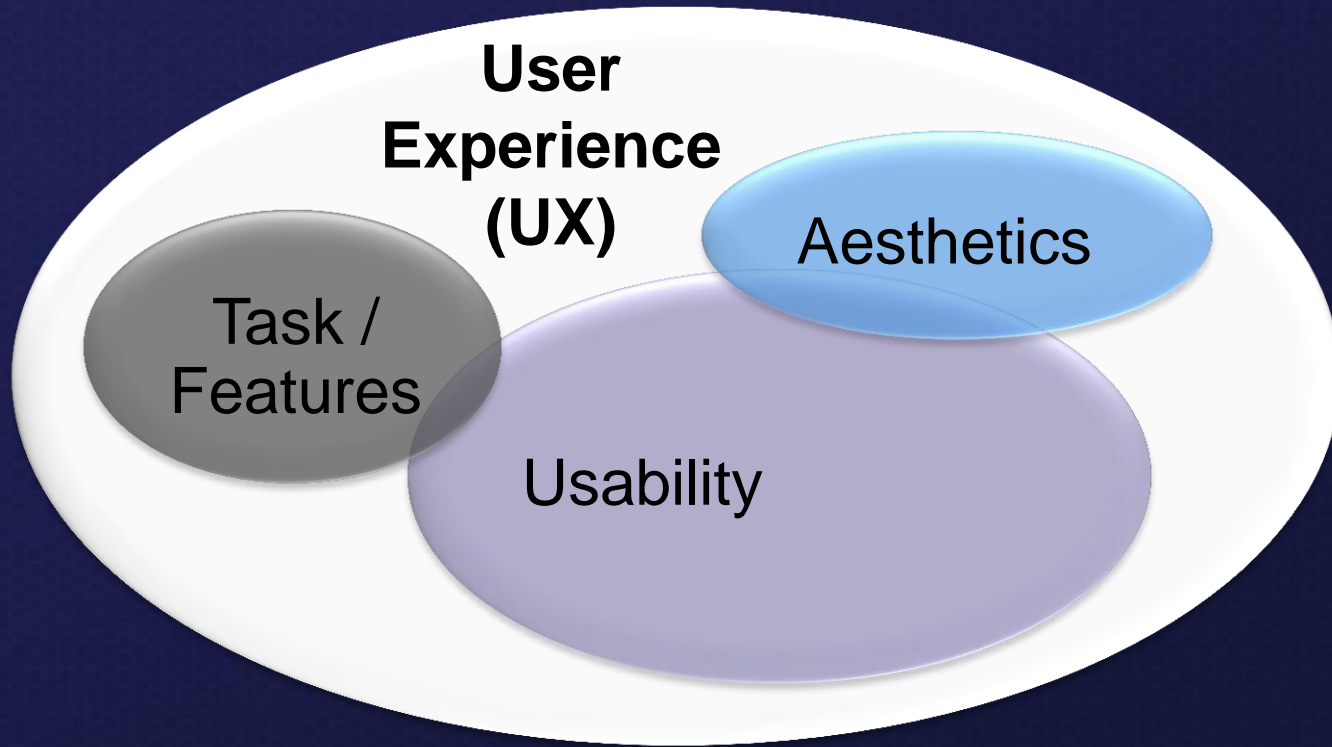


We **measure**, because we do not  
have all the answers

## Core Issues

We **change** by taking measures to  
shape the experience

# Usability is just part of User Experience (but an important part)



# Usability Defined

The extent to which a product can be used by **specified users** to achieve **specified goals** with effectiveness, efficiency, and satisfaction in a **specified context of use**

Users | Tasks | Environments

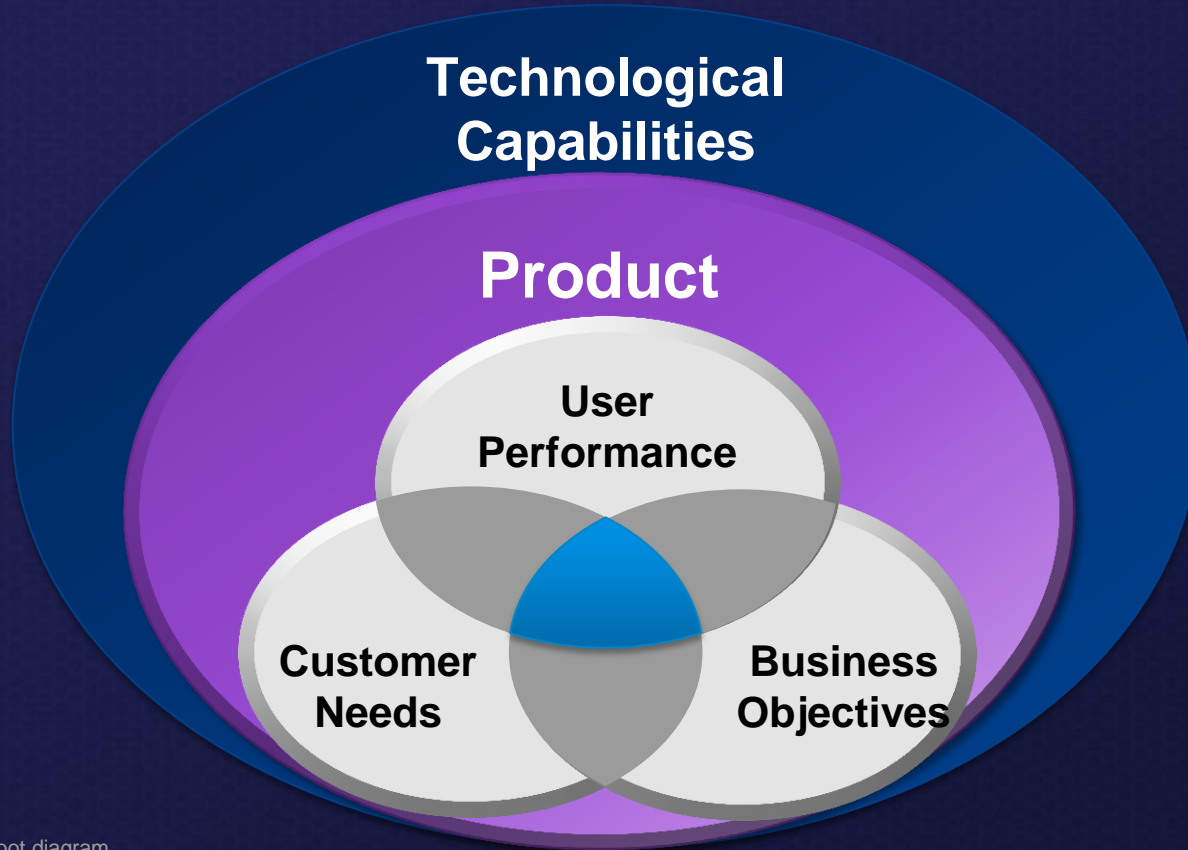
# What Usability Is Not





If we don't set out to make bad user experiences...  
**Why are there so many bad user experiences?**

# Who wants to build a bad product?



# UX as *Adjectives*

# UX Adjectives you want...



# UX is More than “just” the Product





Product or  
Service

Paper Bills

IVR

Call Centers

Out-of-the-Box Experience

Product or Service

Web Site

Store Experience

e-com

User Guide

HR

A diagram consisting of two callout boxes. On the left is a light gray rounded rectangle with a drop shadow, containing the text 'Business Value of UX'. On the right is a blue circular callout bubble with a drop shadow, containing the text 'Benefits of good UX'. A blue pointer tail connects the right side of the gray box to the left side of the blue bubble.

Business  
Value of  
UX

Benefits  
of good  
UX

# Three UX Stories



**Only 10% of people who have a programmable thermostat create a schedule**

**90% of people who have a programmable thermostat don't program it**

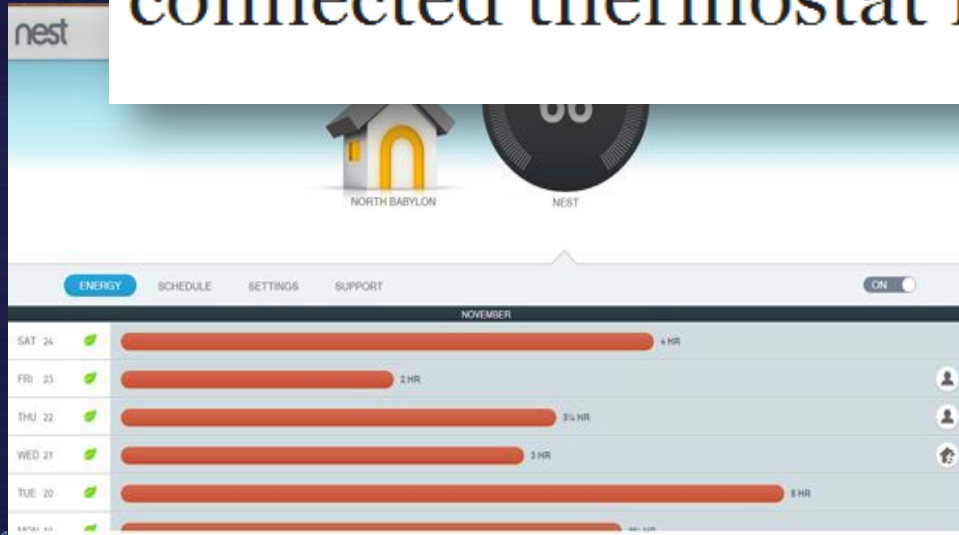
**Programmable thermostats as implemented waste more money than static thermostats**





One device in an ecosystem of connected

The battle over the smart connected thermostat rages on



Good UX: Understanding user behaviors  
creates market potential



*I'd like the number for Mail Boxes Etc in Elgin*

MAIL BOX RENTALS	931 ROSELLE RD	SCHAUMBURG	60193	-----	708 893-5705
MAIL BOXES ETC	836 ARLINGTON HEIGHTS RD	ELK GROVE VILLAGE	600	-----	708 956-1112
	1749 W GOLF RD	MOUNT PROSPECT	60056	-----	708 640-7788
				-----	708 913-0335
				-----	708 540-8550
				-----	708 459-7060
				-----	708 991-9980
				-----	708 980-5551
				-----	708 428-4100
				-----	708 428-4100
				-----	708 818-9000
	2569 W GOLF RD	HOFFMAN ESTATES	60195	-----	708 882-4402
	3 GOLF CENTER	HOFFMAN ESTATES	60195	-----	708 310-9666
	3 GOLF CENTER	HOFFMAN ESTATES	GREATER CHICAGO LAND TOLL		
	FREE			-----	800 913-2333
MAIL BOXES ETC	126 E WING	ARLINGTON HEIGHTS	GREATER		
	CHICAGOLAND TOLL FREE			-----	800 300-3229
MAIL BOXES ETC	13 S RANDALL RD	ALGONQUIN	60102	-----	708 854-7506

**Challenge:**  
**Improve customer satisfaction while reducing cost**

# Results

MAIL BOX RENTALS	931 ROSHELLE RD	SCHAUMBURG	60193	708 893-5705
MAIL BOXES ETC				
836 ARLINGTON HEIGHTS RD	ELK GROVE VILLAGE	60007	708 956-1112	
1749 W GOLF RD	MOUNT PROSPECT	60056	708 640-7788	
318 HALF DAY RD	BUFFALO GROVE	60069	708 913-0335	
830 W MAIN	LAKE ZURICH	60047	708 540-8550	
113 MC HENRY RD	BUFFALO GROVE	60089	708 459-7060	
1935 S PLUM GRV RD	ROLLING MEADOWS	60008	708 991-9980	
869 E SCHAUMBURG RD	SCHAUMBURG	60194	708 980-5551	
1030 SUMMIT	ELGIN	60120	708 428-4100	
180 S WESTERN AVE	CARPENTERSVILLE	60110	708 428-4100	
126 E WING	ARLINGTON HEIGHTS	60004	708 818-9000	
2569 W GOLF RD	HOFFMAN ESTATES	60195	708 882-4402	
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CHICAGOLAND TOLL FREE				800 300-3229
MAIL BOXES ETC	13 S RANDALL RD	ALGONQUIN	60102	708 854-7506

Mail Box Rentals	931 Roselle Rd	SCHAUMBURG	60193	708 893-5705
Mail Boxes Etc				
836 Arlington Heights Rd	ELK GROVE VILLAGE	60007	708 956-1112	
1749 W Golf Rd	MOUNT PROSPECT	60056	708 640-7788	
318 Half Day Rd	BUFFALO GROVE	60069	708 913-0335	
830 W Main	LAKE ZURICH	60047	708 540-8550	
113 Mc Henry Rd	BUFFALO GROVE	60089	708 459-7060	
1935 S Plum Grv Rd	ROLLING MEADOWS	60008	708 991-9980	
869 E Schaumburg Rd	SCHAUMBURG	60194	708 980-5551	
1030 Summit	ELGIN	60120	708 428-4100	
180 S Western Ave	CARPENTERSVILLE	60110	708 428-4100	
126 E Wing	ARLINGTON HEIGHTS	60004	708 818-9000	
2569 W Golf Rd	HOFFMAN ESTATES	60195	708 882-4402	
3 Golf Center	HOFFMAN ESTATES	60195	708 310-9666	
3 Golf Center	HOFFMAN ESTATES	GREATER CHICAGO LAND TOLL		
FREE			800 913-2333	
Mail Boxes Etc	126 E Wing	ARLINGTON HEIGHTS	GREATER	
CHICAGOLAND TOLL FREE				800 300-3229
Mail Boxes Etc	13 S Randall Rd	ALGONQUIN	60102	708 854-7506

Old Design

0.6 s Faster

New Design

Annual Recurring Savings

\$2,940,000

Good UX: Small changes can have big impact





The \$ 200 million button

Projected Sales Increase



Good UX: Observing users easy to do; big return

Business  
Value of  
UX

What  
can you  
do?

## UX Research Takeaways:

- Usability can be *Measured*
- Good Design begins with *the Right Research*
- *Usability is a process*; it is not 'one and done'
- User research can be *done at the speed of the business*

# The Usability Workbench...

Focus Group

Contextual  
Enquiry

Formative Usability  
Testing

Personas

Journey Map

Eye Tracking

Summative Usability  
Testing

**The trick is to know when to use each tool**



Before

During

After

“Anticipated Use”  
Expectations **BEFORE**  
using a device

Engaging and  
effective experience  
**DURING** use

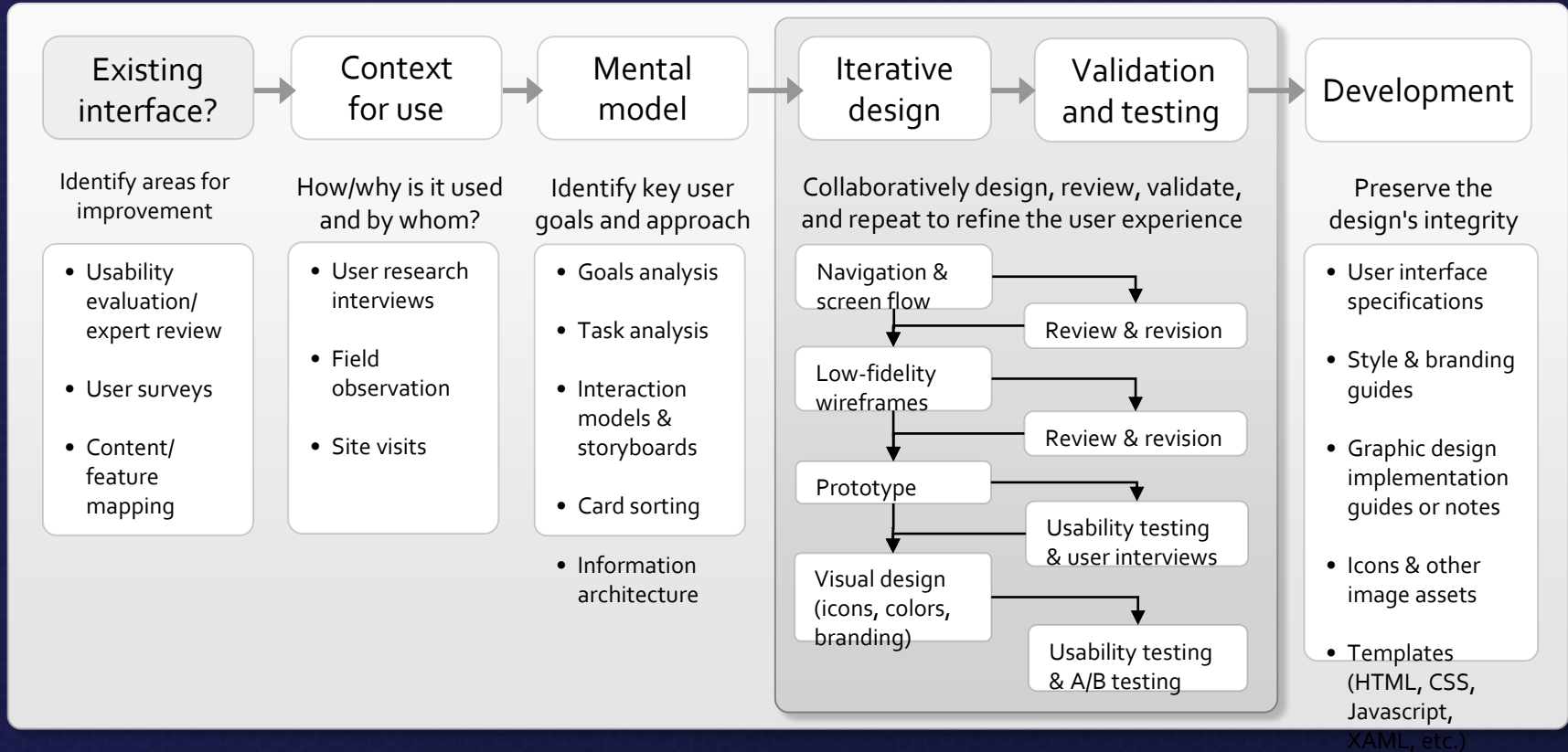
Experience that  
impacts the Brand  
Experience **AFTER**

Source: GfK UX (2013). UX Testing Labs 1, 2, 3

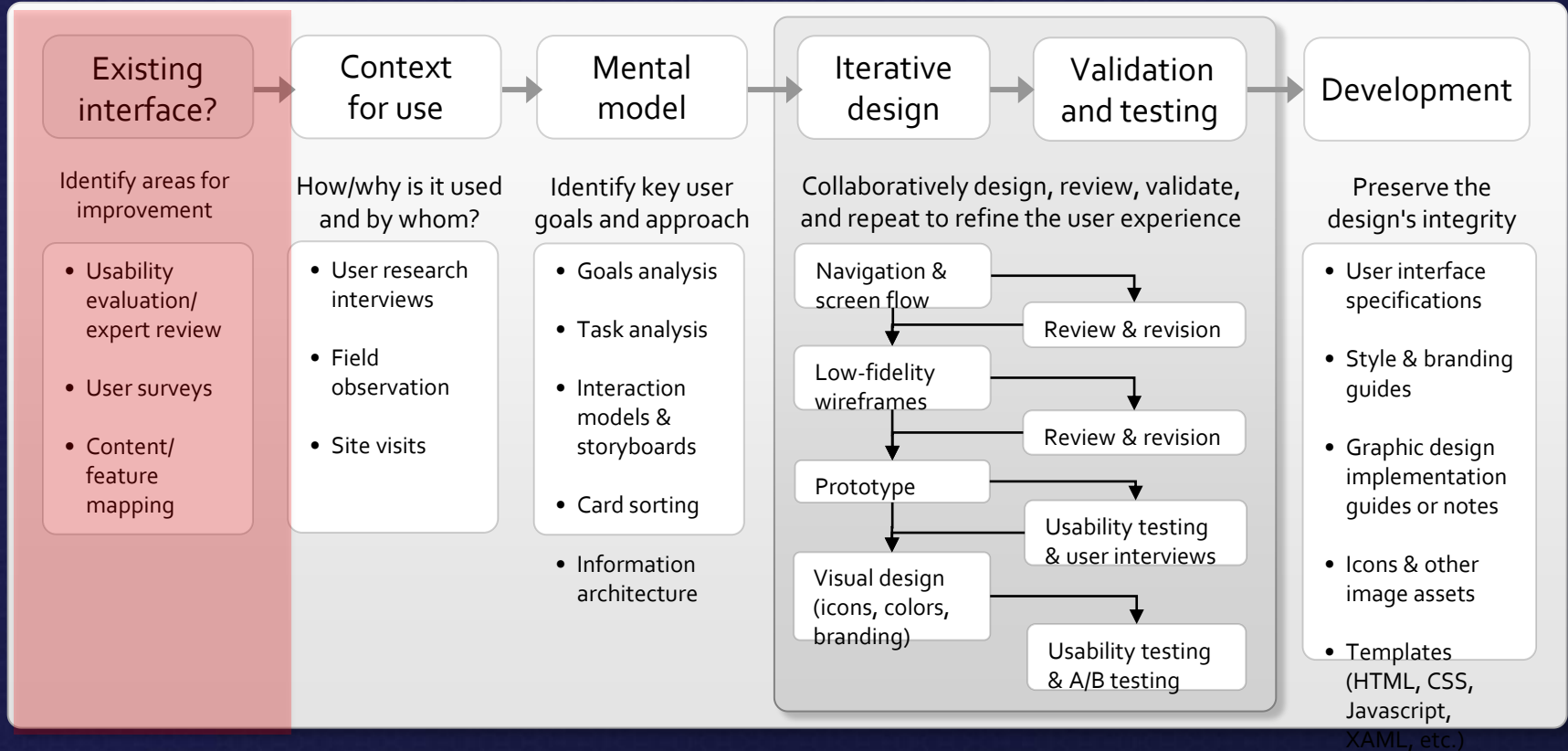
GfK User Centric, 2013



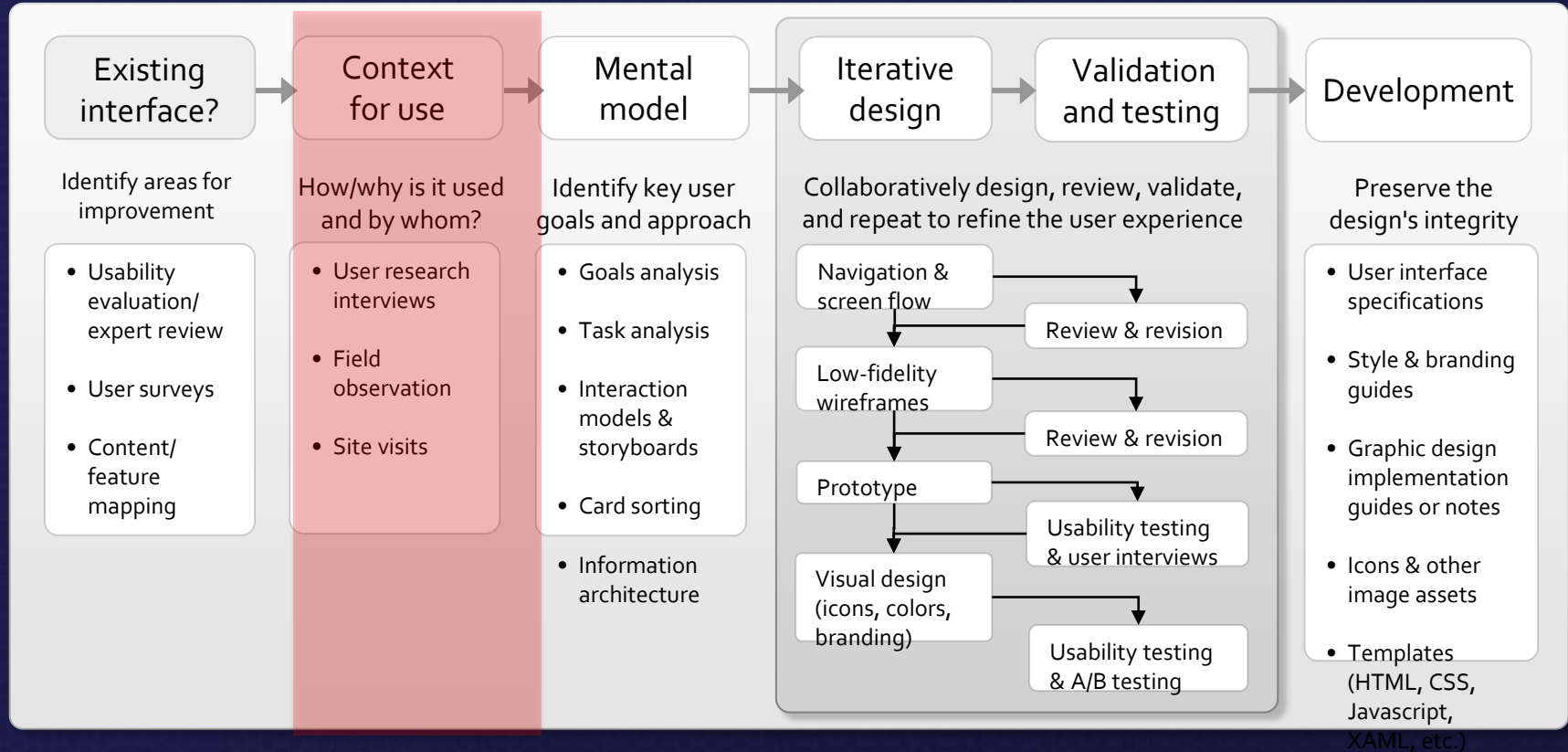
# Common User-Centered Design Process: Insertion Points



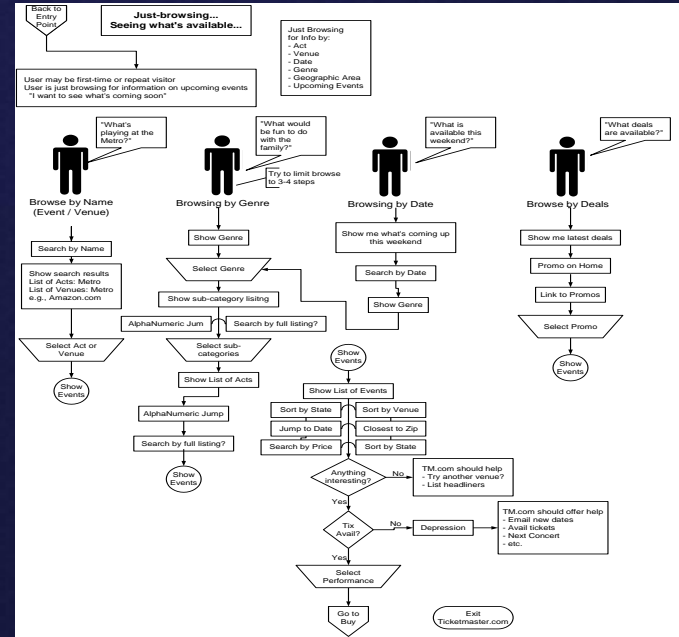
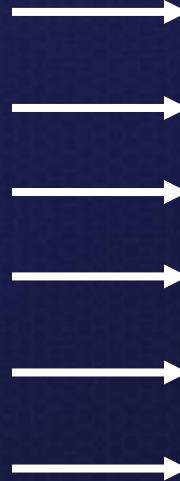
# Already have something in the market?



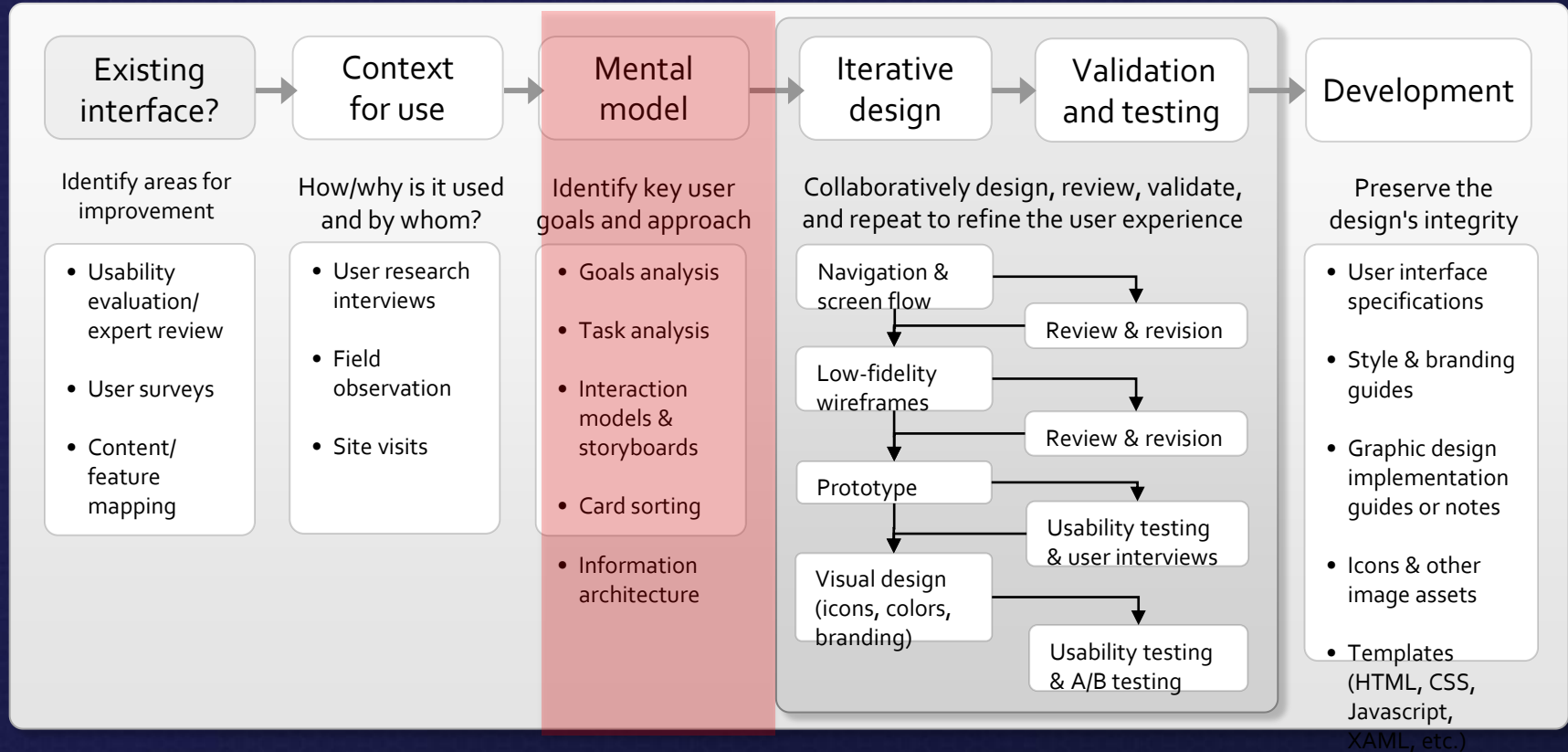
# Understand how products get used



# Understand the Interaction



# Understand how customers “think”



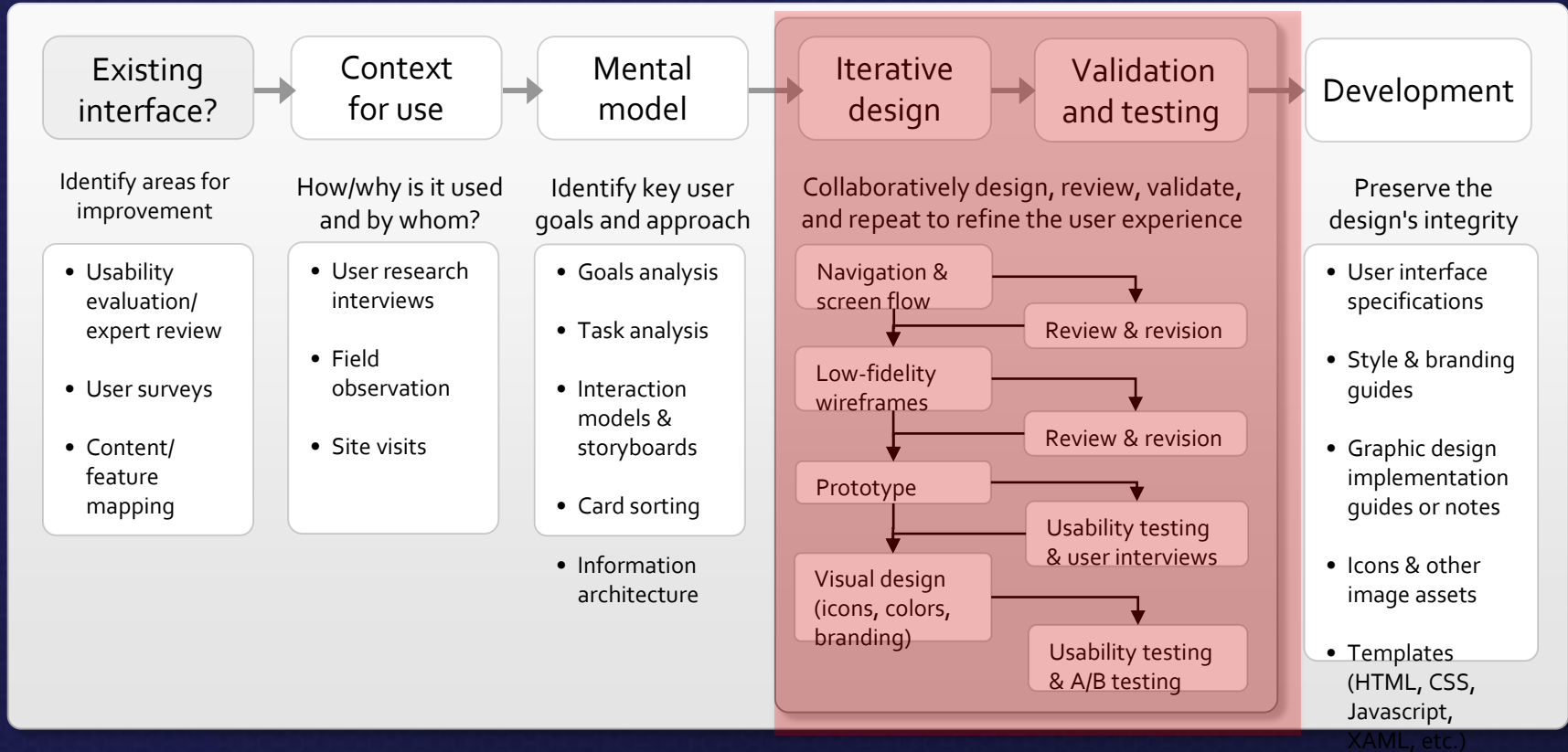
# Mapping Expectations to Performance = Understanding Mental Model



Source: GfK UX (2013). Tablet testing in GfK UX's Hamburg, Germany



# Test, Learn, Improve, and Test Again is an Iterative Process

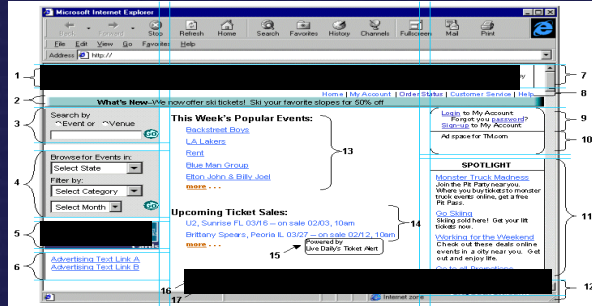


## Iterative testing prevents “baked” ideas

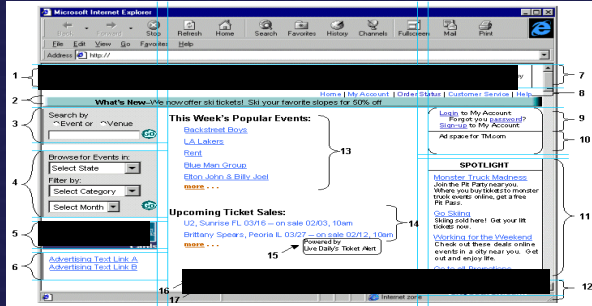


-- Andy Grove, former CEO of Intel

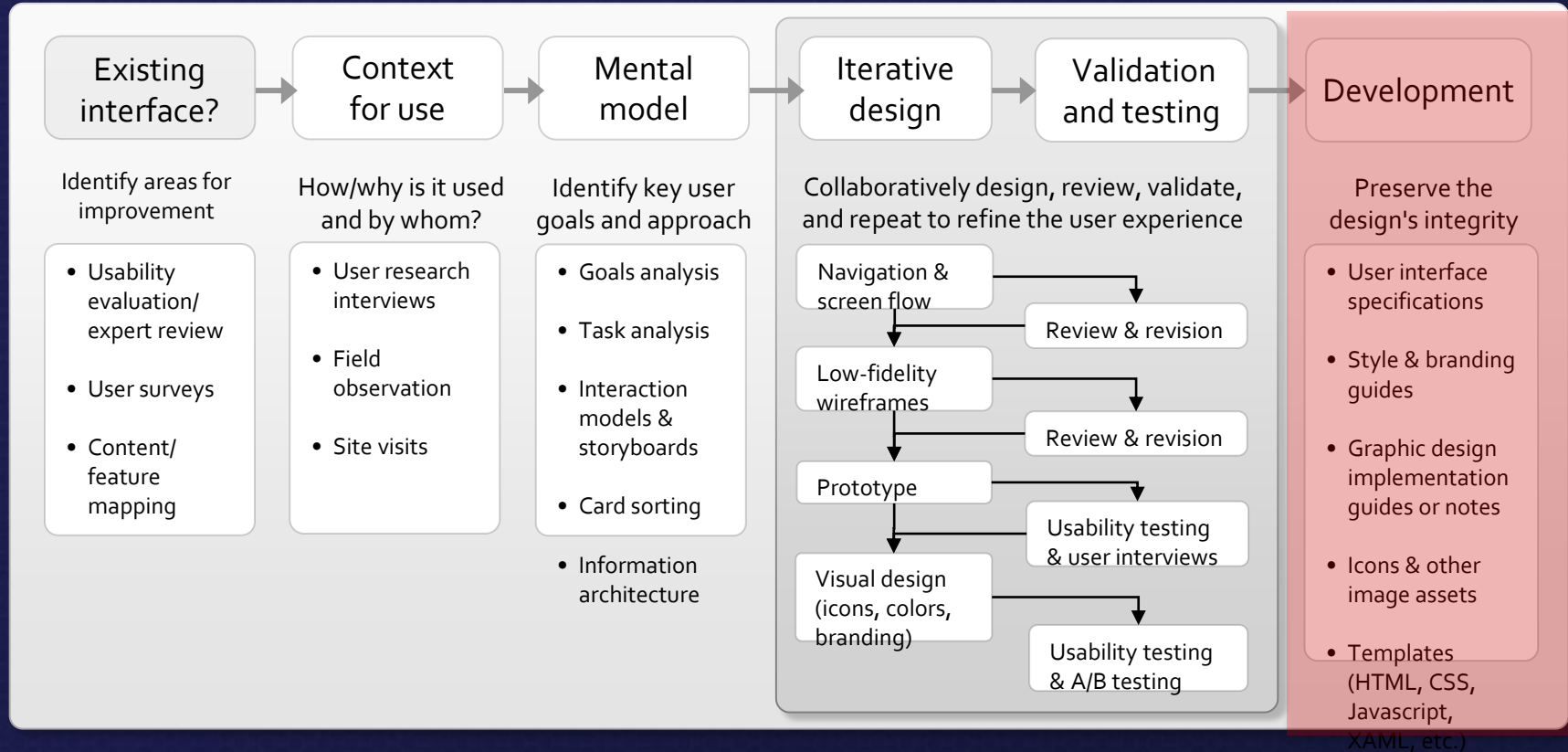
# 80% of usability is navigation / structure



# Graphic Treatment is the END GAME, not the foundation



# Ensuring Success Requires Effort BEFORE the BUILD

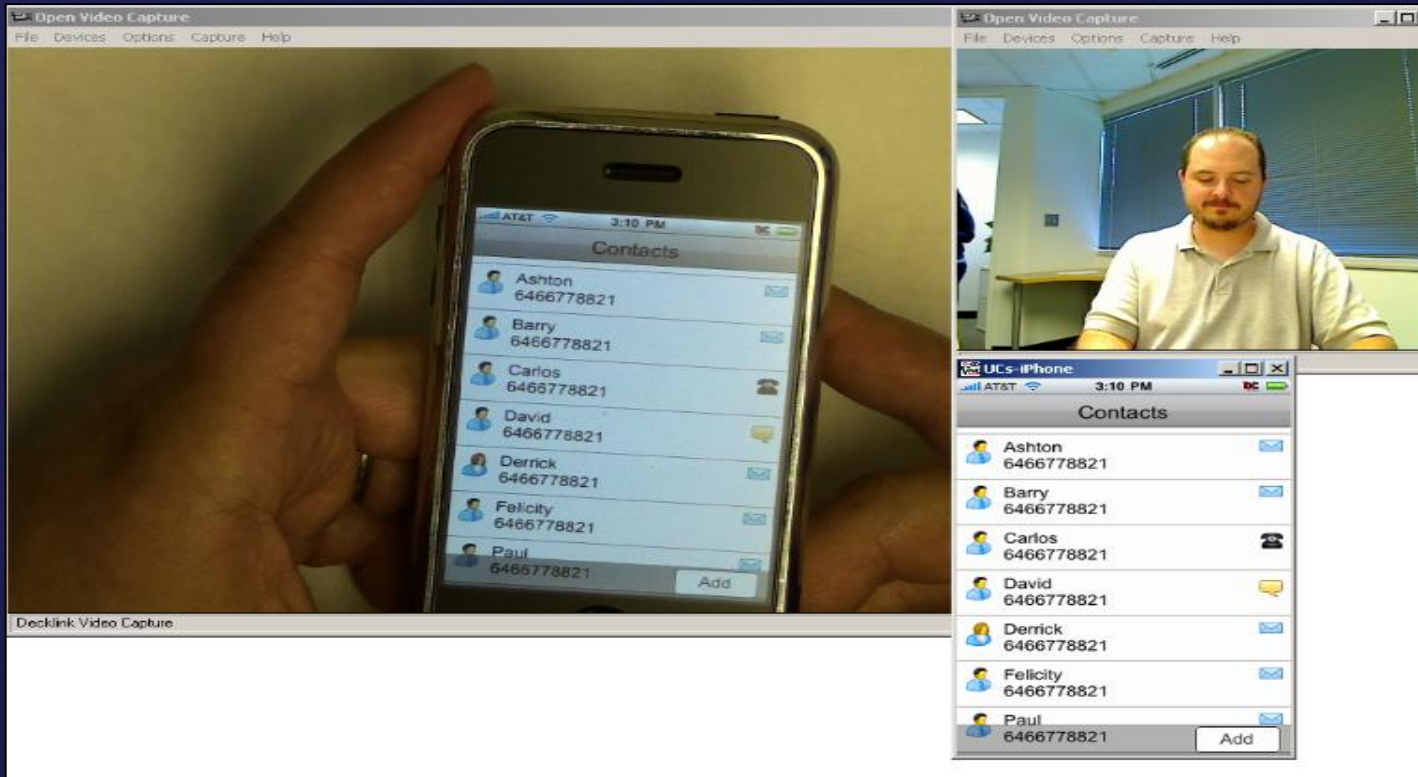


# Things you can do

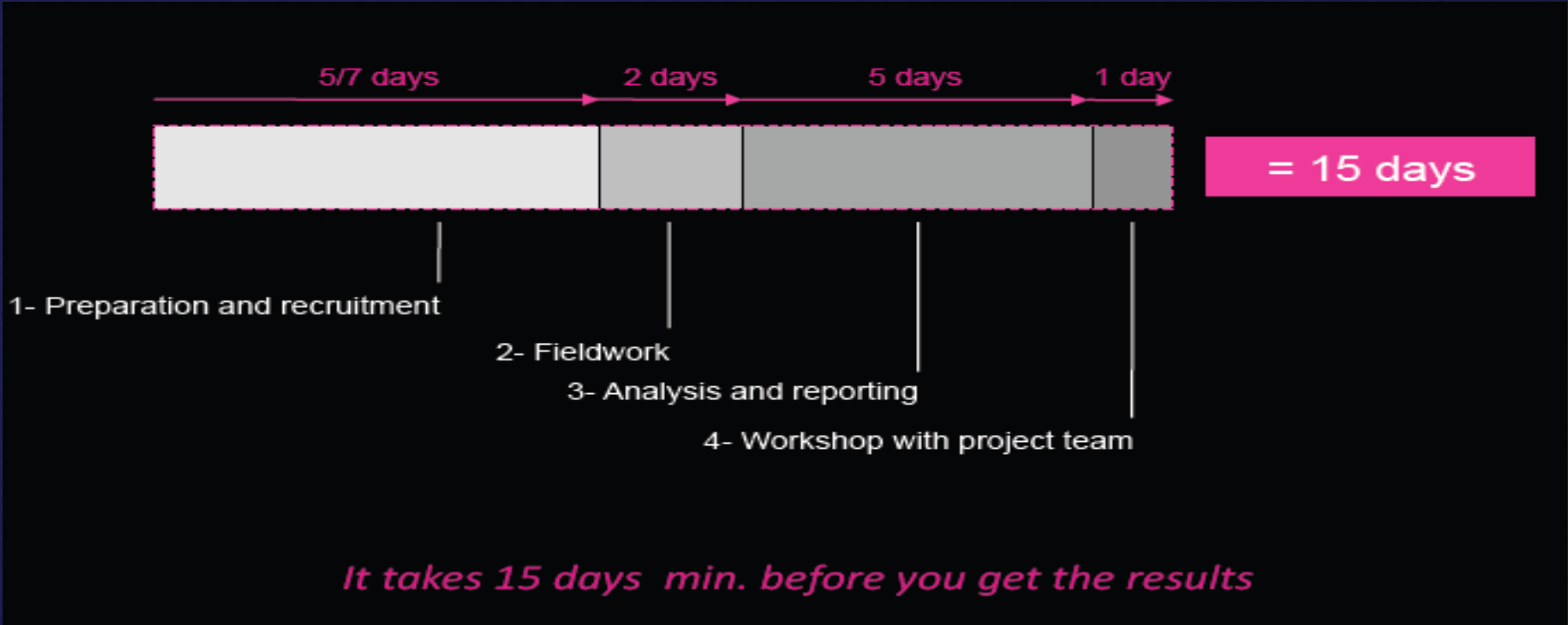


# Take the time to observe UX research

# Observation means seeing failures



# Traditional study take 3-4 weeks or more

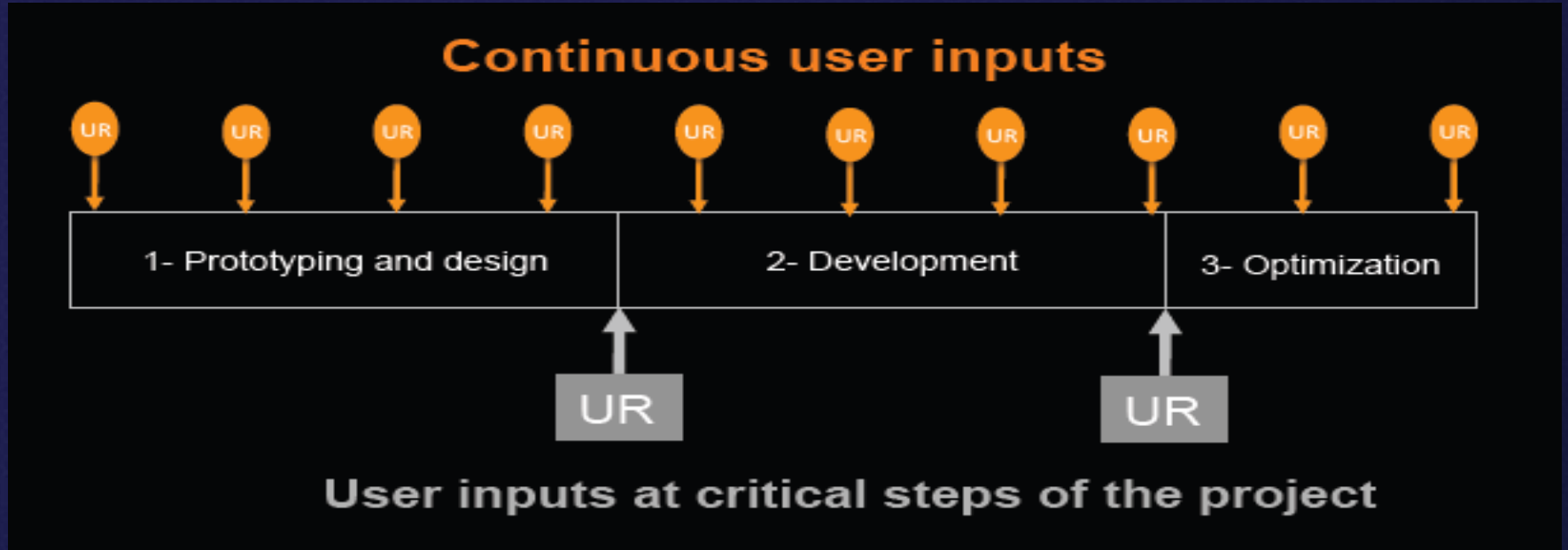


# With Planning, You Can Cut the Time in Half



Who does not have a week to get insight into the user experience???

# Plan for UX



- User Research placed at critical points
  - Working readouts as a deliverable (top lines delivered)

## UX Research Takeaways:

- Usability can be *Measured*
- Good Design begins with *the Right Research*
- *Usability is a process*; it is not 'one and done'
- User research can be *done at the speed of the business*



## Code of Hammurabi #229

If a builder build a house for some one, and does not construct it properly, and the house which he built fall in and kill its owner, then that builder shall be put to death.

If a **programmer** builds **software** for someone, and does not construct it properly, and the **program** which he built **falls in** its **use**, then that **designer** shall be put to death.

Even Ancient  
Babylonians understood  
that **designers carry the  
responsibilities for their  
design...**

Imagine if today's  
programmers were held  
to Hammurabi's Code,  
our programs would be  
much better ;)

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Gavin S. Lew  
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