



IntuitiveDesignGroup®

# Is Your Product Aligned with Your Business?

An audit technique to increase your success, now!

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# Tasks, not Features

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- Most products are feature-oriented
- Greater success with task-oriented designs
- Support the users' tasks and objectives
  - What's important to them
  - End-to-end tasks
  - Not feature to feature
- Avoid doing the wrong things, very well



# It's a simple process, really.

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- Define your business and marketing objectives
- Identify your key users
- Define your users' objectives
- Analyze the tasks that support the objectives
- Walk through the product design
  - Step through the key tasks
    - How well does the design support the users' objectives and tasks relative to your objectives



# What are good biz objectives?

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- Usually one of two flavors:
  - Increase Revenue
  - Decrease costs
- How are you expecting to increase revenue?
  - Increase conversion rates?
  - Increase revenue per customer?
- What are your success metrics?



# And the Marketing Objectives?

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- Four basic flavors:
  - Deepen Existing Relationships
  - Source customers from the competitors
  - Expand an existing market
  - Create a new market
- These indicate who the target users are
- What are your metrics?



# Who are your users?

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- Define users by the roles they assume
  - Not by the titles they have
  - Not by demographics or psych-graphics
- Roles describe each of the hats they wear
  - Users change hats when they change objectives
- More specific than personas
  - Personas often describe a person,
  - Not the roles they assume throughout the day



# What are their objectives?

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- Efficiency
  - Complete common, repeated tasks with as little additional effort, as possible
  - Ease of use
- Effectiveness
  - Be successful and accurate, regardless of how infrequent it is done
  - Ease of learning



# What steps do they perform?

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- Independent of any specific technology
  - Its not about how they use your product, but how they expect to perform their task
- Identify the expected outcomes, triggers, and artifacts (tools and information)
- In what order do they expect things to occur
- What waypoints do they need
  - to know they are on the right track



# Does the design follow the task?

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- Focus on the key roles
- Follow the task flows
- Note any issues with the design in supporting the tasks from the users' perspective



# Things to Note

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- Knowledge required vs. expected
- Error prevention or correction
- Task-oriented or function-oriented
- Incomplete tasks – missing functionality
- Perception of progress - waypoints
- Correct interaction style – wizard vs. dialog
- UI metaphor



# How well did it fit the task?

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- Did the site design support the user's task?
- Did it serve his/her objectives?
- What changes would you suggest?



# Want to learn more?

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- Don't Make Me Think – Steve Krug
- Design of Everyday Things – Don Norman
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