Crafting the Compelling User Experience

Case Study - Your Advisor 2.0

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What is Your Advisor?

- **Description**: Your Advisor is a feature of ShopIBM which enables the target user group, “Wants Help”, to specify their needs in non-technical terms in order to receive a recommendation of what to buy.

- **Your Advisor basically consists of:**
  - Answering questions to specify usage, budget and other needs
  - Receive recommendations of what to buy
  - Review other suggested items to buy

- **Major goal we had**: To demonstrate that modeling can be performed at an accelerated rate in order to more effectively reach or exceed user experience objectives.

- **Case Study will:**
  - Show results
  - Review starting conditions and other salient project facts
  - Review process
  - Show some of the modeling diagrams
  - Discuss lessons learned
Customer Satisfaction Rating Results (goal was 6 pt increase about current)

Your Advisor 1.0
Exists on web site today

Your Advisor 2.0
Not yet in development cycle

January 11, 2002 Crafting the Compelling User Experience: Case Study
Facts

- **Client**: ShopIBM Worldwide Business Strategy Team
- **Multidisciplinary UCD Team**: 
  - User Research Specialist, HCI Designer, Visual Designer (from EOU team)
  - Marketing specialist, Internationalization, Technology Specialist (from client team)
- **Goal**: Increase customer satisfaction by 6 pts above current (conservative goal because we didn’t know current sat when we wrote the contract)
- **Project Duration**: 8 weeks
- **Starting State**: 
  - Two team members supported/worked with colleagues from lead Research team on the original project which identified the need for an “assisted” shopping experience for “Wants Help” segment
  - Your Advisor project inherited the user object model from original project and utilized accumulated knowledge of team members
Facts

- **UCD Process:**
  - Week 1: User Study #1: Benchmark of Your Advisor 1.0
  - Week 2: Design using OVID to produce lo-fidelity prototype #1
  - Week 3: User Study #2: Walkthrough of prototype #1
  - Week 4: Revisions using OVID to produce hi-fidelity prototype #2
  - Week 5 - 6: User Study #3: Usability evaluation of prototype #2
  - Week 7: Design details and minor revisions to prototype #2
  - Week 8: User Study #4: Quick assessment of minor revisions
Where we started - Your Advisor 1.0

- Customer sat =70 was mainly due to:
  - Single recommendation
  - Unclear user model - recommendation looked like it contained only one product and was expensive
  - Redundancy and ambiguity of questions
  - “Because” statements not helpful as written
Customer sat =88 was mainly due to:

- Multiple recommendations
- Clear user model for contents of recommendation
- Clear questions
- Ability to review exactly “why” recommendations made
- Can email/print/save recommendations
We hadn’t yet developed the more detailed approach to user attributes so for this project the user attributes came from the marketing segmentation study which included some behavioral as well as demographic information.

Our project targeted the two types of “Wants Help”
We also hadn’t utilized the UofM concept for goals yet so this goal diagram doesn’t show the success criteria for each goal.

The basis of distinction in the sub-goals was whether or not technical learning occurred during the purchase process.
Task model using a different tactic to differentiate roles (takes performed by IBM are in green)

Need to qualify the different options that come out of a single decision point

Task model was created real-time while watching users use the current version - suggestions by users incorporated
How’d we do it? - Some of the diagrams of interest

4) YA2.0 User Object Model
Lessons Learned

- **Modeling was the reason for our success in such a short time (it enabled accelerated design):**
  - a) modeling by nature forced us to be precise in our thinking which resulted in design decisions that were easier to make
  - b) enabled us to get to the details quicker even to the point of writing the user alerts that resulted from various conditional behaviors
  - c) enabled real-time capturing of our user learning as well as real-time capturing of design decisions
- **Metaphors:** Metaphors are culturally based and careful consideration should be given as to whether it appears in the object model, the abstract views or the presentation view
- **Setting clear goals:** We were able to proceed smoothly because we knew from the beginning precisely what our success criteria was and we wrote it into our contract with our client