experience vision

Workshop • Interactive • December 2020

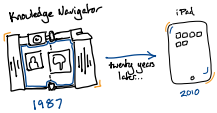
1. UX Vision: The future experience of a user.

(Dec 7, 2020)

- the vision should be timeless 1990 → 2020
- Just stay of magic (Arthur C. Clarke)
- keep it vague
- ground in the current experience's friction.
- the use defines the vision...
- the product demonstrates its own value in the story.
- plant a flag... move towards the flag ... (the flag can and must move.)
- centered on users...
- shows different sides.
- shhhh... often becomes a trade secret.
- types of work friction.
- goal time :)
- tool time :(

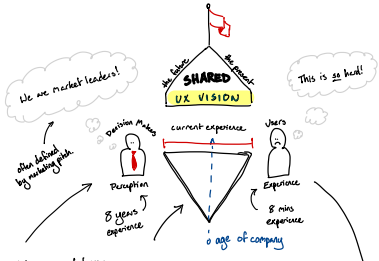
"reduce unnecessary friction so users can work at lucrativity of friction..." — Martin Mann

Knowledge Navigator

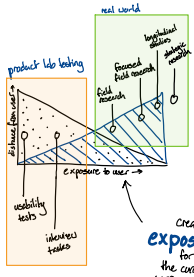


2. UX outcomes... a shared definition of the problem.

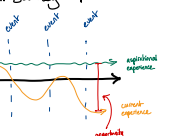
(Dec 8, 2020)



Research Gap
- include others... don't be a layer between users and decision makers



Current Journey Map



what is the experience right now?

story telling - what friction or stress does this use represent?

create exposure for the current user experience

!?

make people a little angry at the current experience.

shows the full PAIN

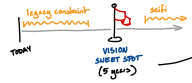
fun question: "how could we make this worse?"

contrast with vision's lack of friction.

3. Envisionments. A packaging of the UX Vision.

(Dec. 9, 2020)

Ground the vision in time... believable.



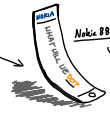
distance from now gives flexibility to change.

Needs to drive the decision making...
- by repetition
- by culture.
- by visibility

put ideas in people's minds...

communicated a vision in 30s.!

lived on past the business!



Nokia 888
- lifestyle promise
- simple still photos, evoke fashion...

examples...

Asana's ~~UX vision~~... more of a product demo.

the user is the hero of the story

PIXAR STORYBOARDING

simple storytelling... AirBnb's Snow White.

4. Lead with the vision. Find and recruit the hidden champions.

(Dec. 10, 2020)

EVERYONE MAKES DESIGN DECISIONS

all these can have different incentives and goals.

"politics" is CONFLICT over Different Agendas VS.

find common ground

Leaders become leaders when they get their first follower.

servant leadership "how can I help you?"

find the champions.

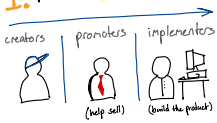
connect to vision.

executive incentives...
- ↑ revenue
- ↓ costs
- ↑ new business
- ↑ existing business
- ↑ long-term sustainability

5. Make a plan to give it away.

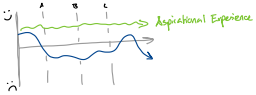
(Dec 11, 2020)

1. Pick our team.



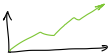
2. Share the current experience.

3. Customer Journey Map



4. Choose our UX Outcomes.

"how will we measure when we win?"



5. Workshop the Story

6. Develop envisionments.

1. People are sad.
2. We make changes.
3. Profit.

- keep it simple.
- keep it human focused.
- give it away.

7. Sell the vision.

(tell the story... over and over...)

@evantravers