



DIGITAL PRODUCT MANAGEMENT

USER EXPERIENCE DESIGN

MODULE 6 CLASS: PMDE

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USER EXPERIENCE DESIGN

DIGITAL PRODUCT DESIGN

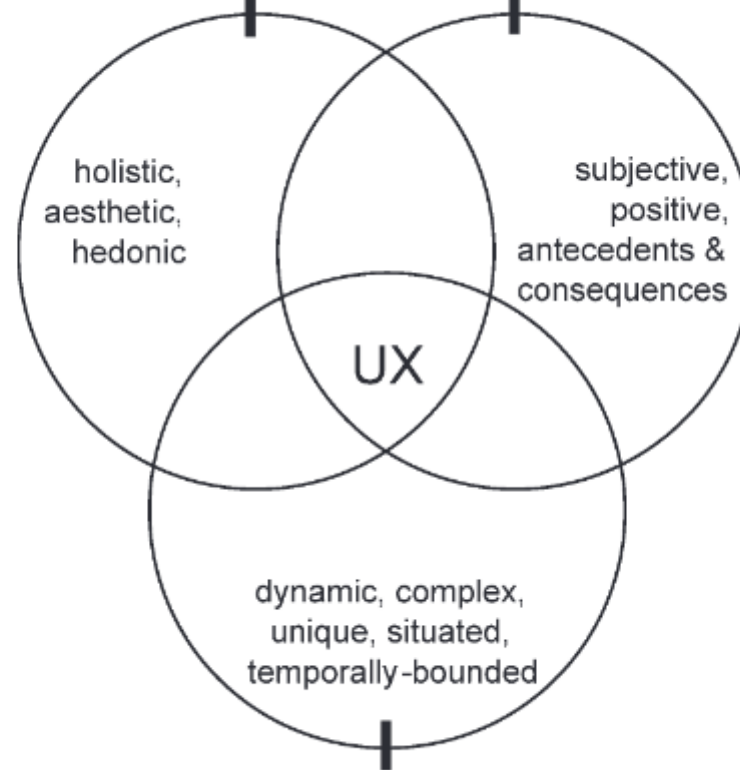
- **User Experience (UX)** corresponds to the product's 'design'
- UX brings to life the product's features and benefits for the user to experience
- A good UX must offer users a seamless, frictionless digital experience which aligns with their daily lives



- Experience – a unique combination of the product, internal states of the user, and the interactions among them
- UX takes into account the task- & work-related paradigms and beyond....
 - Consider a human perspective
 - *Affect and emotions of users and their consequences for the product's usage*
 - Designs to evoke positive emotions - e.g., joy, fun, pride
 - Designs to counter or undo negative emotions – e.g., motivational UI
 - Designs to evoke user behaviour or responses – e.g., liking, willingness-to-pay

beyond the instrumental

emotion and affect



the experiential

WHY DO BUSINESSES CARE ABOUT UX?

- **UX the new basis for competition!**
 - *Tinder* outperformed several other US matchmaking sites/counterparts with its ‘fun’ UX with gaming elements (and not by match-making algorithms!)
- **Latencies undermine UX quality perceived by the users**
 - e.g., Highly applicable to advertising latencies when dynamic pricing is utilized by digital products either for customers or advertisers or both

WHY DO BUSINESSES CARE ABOUT UX? (CONTD.)

- **Creating powerful experiences at the first instance and later too**
 - 75% of first impressions are design-related
 - User trust driven by UX
- **Good UX - sustainability of digital products and platforms**
 - A better UX design provides conversion opportunities and raise conversion rates
 - Forrester research (2016) - raise in conversion rates : great UI – 200%; great UX - 400%
 - Receptivity/abandonment ratios for products are rigorously tracked and analyzed

EXAMPLES

- **Facebook**

- Optimizes UX at the cost of tardy advertisers – give people the best ad experience possible on mobile

- **Google gathers ‘irritability quotient’ (among many others) for a feature/product**

- Has now a policy to curtail mobile interstitial adverts – not annoy people with pop-ups that spread across the screen

- Google’s search algorithm boosts the rank of ‘mobile friendly’ websites and sites with encryption

- Google’s mobile search algorithm uses ‘irritation quotient’ (IQ) for pop-up’s to weight its mobile search algorithm

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WHAT IS A GREAT DESIGN

PRODUCT DESIGN



ATTRIBUTES OF A GREAT UX DESIGN

- **Usability**
- **Delight**