

Focus on the User

Perception, Expectations and Needs

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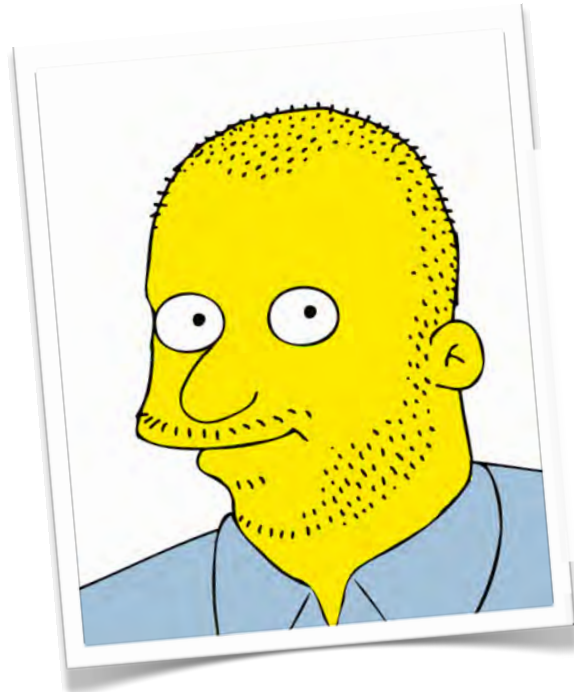
User Point Oy

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When the user is ignored



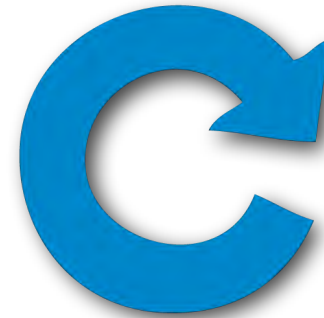
When the user is considered





Perception

Which way is she turning?

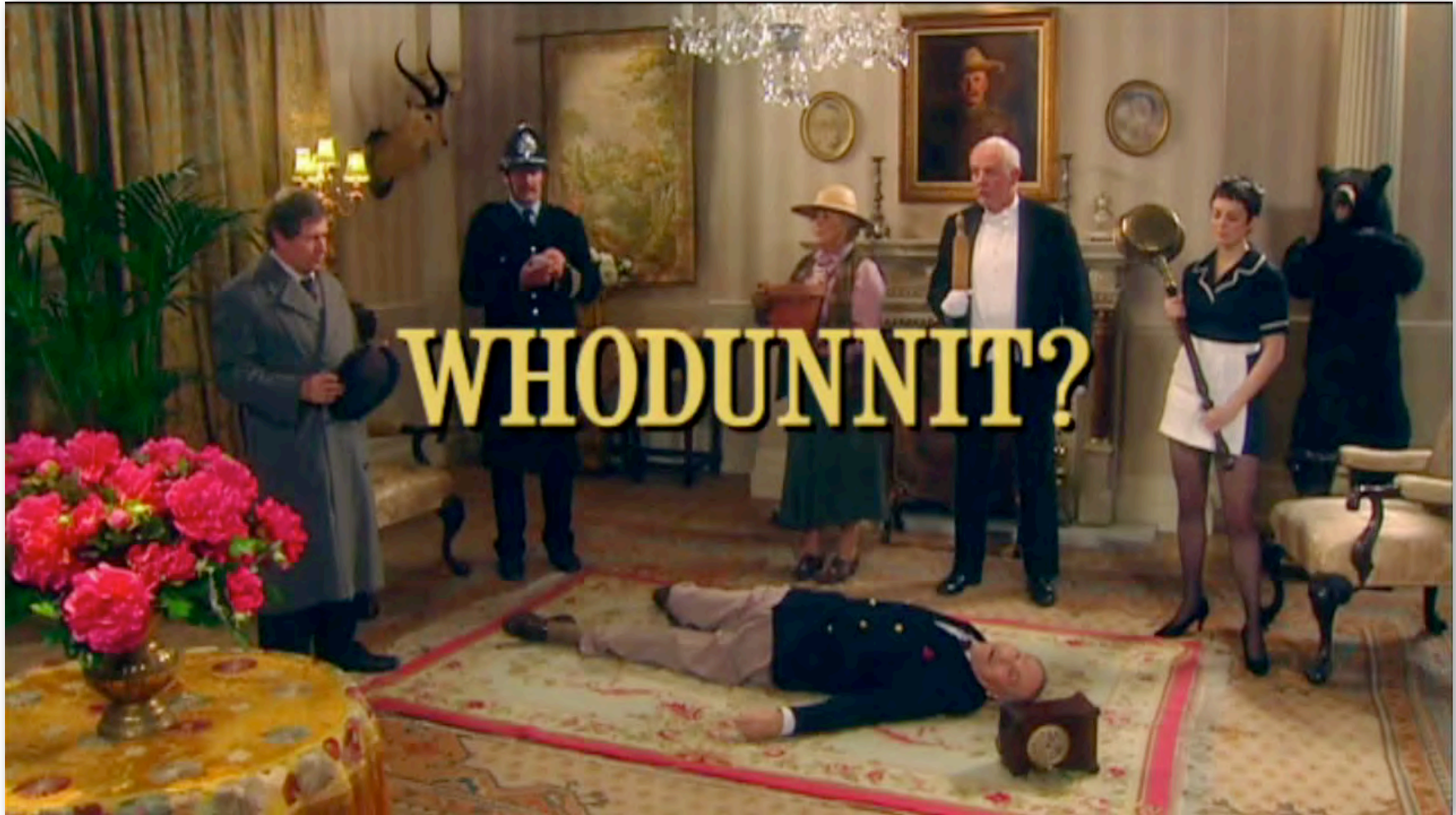


Correct or good enough perception?

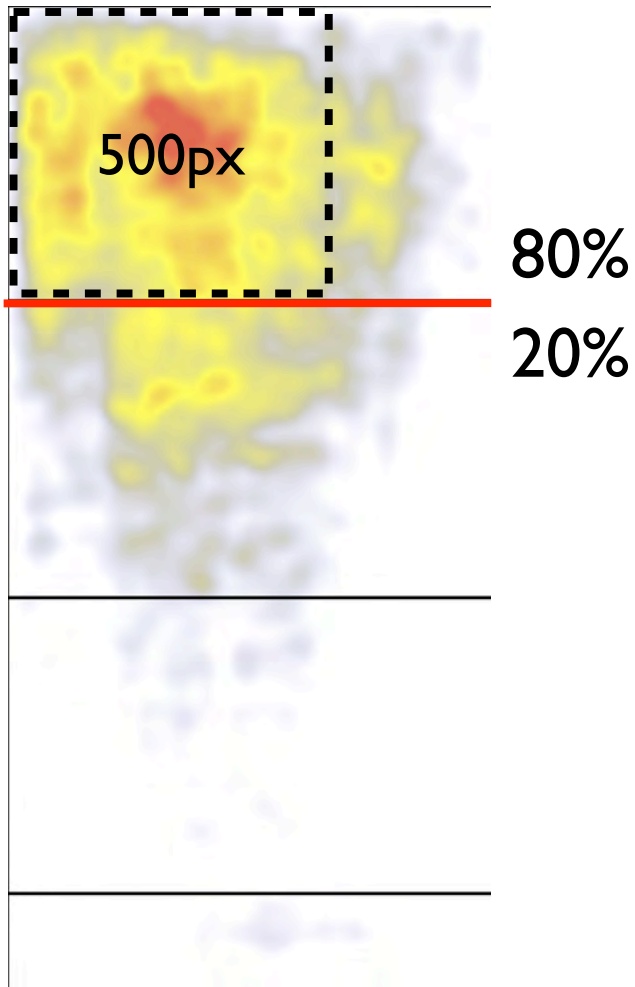
12
A B C
14



Whodunnit?



What do we look at?



- Top left corner is the first target
- 80% of time is used in the area visible when page loads.
- Empty space around an element highlights it efficiently
- The less there is content, the better it is understood
- 500x500 pixels from top left corner is the best area for content

What users look at on web pages?



- Titles and subtitles
- Bold and underlined words
- Short paragraphs
- Lists
- Links
- Buttons



- Welcome texts
- Marketing text
- Long paragraphs
- Irrelevant images
- Banner ads

”What sport does G. Brett play and where?”

NATIONAL BASEBALL HALL OF FAME

George Brett
George Howard Brett
Mullet

Induction Information
Elected to Hall of Fame by Baseball Writers in 1999. Player
488 votes on 497 ballots 98.2%
[Hall of Fame plaque for George Brett](#)

Born: May 15, 1953, in Glen Dale, West Virginia

ML Debut: 8/2/1973
Primary Position: Third Baseman
Bats: L **Throws:** R **Primary Uniform #:** 5

Played For: Kansas City Royals (1973-1993)
Primary Team: Kansas City Royals

Post-Season: 1976 ALCS, 1977 ALCS, 1978 ALCS, 1980 ALCS, 1980 World Series, 1981 ALDS, 1984 ALCS, 1985 ALCS, 1985 World Series
Awards: All-Star (12), 1976-1986, 1988, American League Most Valuable Player 1980, Gold Glove 1985, 1985 ALCS Most Valuable Player
[Hitting](#)

Bio | [Video \(Streaming Windows Media\)](#)
Displaying an extraordinary intensity at the plate, George Brett became the first player in history to accumulate 3,000 hits, 300 home runs, 600 doubles, 100 triples, 1,500 RBI and 200 stolen bases. The 12-time All-Star played his entire 21-year career for the Kansas City Royals, earning an American League Most Valuable Player Award, a Gold Glove, three batting titles and a lifetime batting average of .305. His .390 average in 1980 was the highest since Ted Williams' .406 in 1941.

Quote
"If there was one player I ever wanted to be like, it was George Brett."
— Robin Yount

Did You Know... that when George Brett was first in the Royals' organization, he modeled his batting stance after future Hall of Fame outfielder Carl Yastrzemski?

Hall of Fame Teammate: [Harmon Killebrew](#)

Learn more about George Brett
[Search the Hall of Fame's Online Library Catalog ABNER for George Brett.](#)
[View the Hall of Fame ballot from the year George Brett was inducted.](#)
[Download Hall of Fame desktop wallpaper featuring George Brett.](#)
[Tell someone about George Brett by sending a free Hall of Fame Digital Postcard.](#)
[Index of Hall of Famer Biography web pages.](#)

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25 Main Street • Cooperstown, New York • 13326 • 1-888-HALL-OF-FAME



Gender differences

Men



Women





Needs



”People don’t want to buy a ¼ inch drill. They want a ¼ inch hole.”

-Theodore Levitt, Harvard Business School



User's wants and needs



Wants

- Revealed by language
- Tell little about real usage
- Opinions
- Much variability
- Only things users are able to imagine coming true



Needs

- Revealed by actions
- Tell a lot about real usage
- Less opinions
- Little variability

What do the users want?

More!

The same as now,
but...

Faster!

Easier!



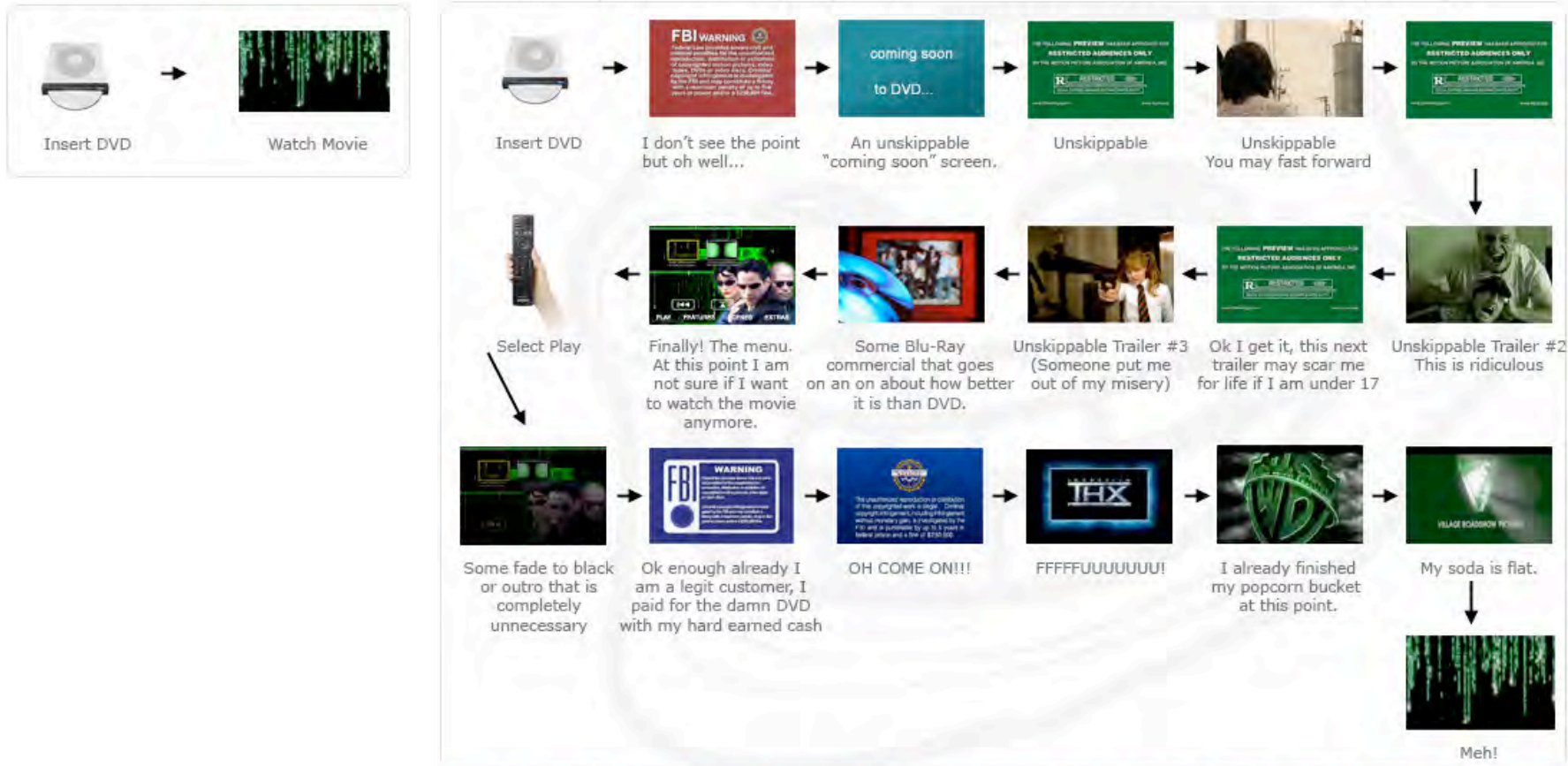
Cheaper!

User's select the easiest (percieved) path

- Who needs the gate? Not the users!
- You must think like the user:
They will not start thinking like you do.
 - Unfortunately this is very difficult to do.
- If something even seems complex,
it is not even attempted.



Good and bad use experience



Example: Linnanmäki



Linnanmäki
HELSINGIN HAUSKIN KAUPUNGINOSA

Huvipuisto | Hinnasto | Laitteet & pelit | Ravintolat & myymälät | Yritykset & Ryhmät | Ohjelma

Aukioloajat 2013

Facebook: 280 | Lähetä | Twitter: 2

	MA	TI	KE	TO	PE	LA	SU
22.4.–28.4.	-	-	-	-	-	13-21	13-20
29.4.–5.5.	16-21	16-21	12-21	-	-	13-21	13-20
6.5.–12.5.	-	-	-	13-21	13-21	13-21	13-20
13.5.–16.6.	11-21	11-21	11-21	11-21	11-21	13-21	13-20
17.6.–23.6.	11-21	11-21	11-21	11-21	12-22	12-22	12-20
24.6.–4.8.	11-22	11-22	11-22	11-22	11-22	11-22	11-22
5.8.–11.8.	11-22	11-22	11-22	11-22	11-22	13-21	13-20
12.8.–18.8.	13-21	13-21	13-21	13-21	13-21	13-21	13-20
19.8.–25.8.	16-21	16-21	16-21	16-21	16-21	13-21	13-20
26.8.–1.9.	16-21	16-21	16-21	16-21	16-21	13-21	13-20
2.9.–15.9.	-	-	-	-	-	13-22	13-20
16.9.–6.10.	-	-	-	-	-	13-22	-
7.10.–13.10.	-	-	-	-	-	13-22	13-22
14.10.–20.10.	-	-	17-22	17-22	17-22	13-22	13-22

* Huomioithan että maksuttomat laitteet, lukuun ottamatta Panoraamaa, sulkeutuvat kaksi tuntia ennen huvipuiston sulkeutumista. Viiden tunnin aukiolopäivinä kaikki laitteet ovat avoinna koko aukioloajan.

Linnanmäki videolla
Vinttäydy huvipuistotunnelmaan jo kotona.

Valo syksyn pimeyteen
Koe huvipuisto upeimmillaan päätösjuhlissa 12.-20.10.2013.

Merimaailma SEA LIFE
Koe merenalainen maailma Helsingin hauskimmassa kaupunginosassa.

Peacock-teatteri
Jarkko Tammissen tähdittämä Stars Show ja paljon muuta.

Two levels of usability



Surface


- Controls and how they work
- Icons
- Everything visible

Functionality

- What the user is trying to accomplish?
- Understanding the users' needs and aiming to satisfy those needs.





Example: Finnair

Varaa lennot



▼ **LENNOT** 

VARAA VARAUKSENI LÄHTÖSELVITYS SUUNNITTELE

[? OHJE](#)

 **Meno-paluu**  Yhdensuuntainen  Useampi kohde  Maailmanympärimatkat


› Katso lisäpalveluhinnasto


Mistä	Lähtö
<input type="text"/>	25.04.2014 
Mihin	Paluu
<input type="text"/>	25.04.2014 


Päivämäärissäni on joustoa (+/- 3 päivää)

Matkustajatyyppi	Lapsia (2- 11)	Sylilapsia (<2)	Luokka	FINNAIR PLUS
Aikuisia <input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	Economy <input type="text"/>	<input type="checkbox"/> Palkintovaraus

HAE

› **HOTELLIT** 

› **AUTONVUOKRAUS** 

› **LENTO+HOTELLI** 





Expectations

Utilize existing knowledge

- Don't break user's way of working
 - If there is an established way, use it
- Consistency
 - Consistent with established conventions
 - Consistent within the site/application itself
- User's expectations come from consistent interfaces
 - Your interface is always a very small part of the user's whole experience
 - You will have great difficulty trying to change their expectations



Example: seat belts



H-day 3.9.1967



Example: seat adjustment lever



Example: seat adjustment lever



”Assumption is the
mother of all mistakes.”

-Eugene Lewis Fordsworthe



Thank you!



Positive user experiences.



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