CREATING ENGAGING EXPERIENCES THROUGH UX DESIGN

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“When I’m making a film, I am the audience”

– Martin Scorsese
User experience happens, whether you design it or not.
The UX design process

1. Define
2. Ideate, User Test, Prototype
3. Build & Deploy
4. Analyse & Iterate

Build the right thing
Build the thing right

Design Iteration
KNOW YOUR USERS

(goals, needs, pain points)
“I would like to practice speaking more often, but I feel shy.”

**Jinny** from Korea (23)

**The Perfectionist**

**GOAL:**
Change careers

**NEEDS / WANTS:**
- Confidence
- Reassurance
- Speaking Practice
- Build Vocabulary

**MOTIVATION:**

**DEDICATION:**

**TECH-SAVVY:**
Learners wanted to book tutors based only on video introductions.
PRE-EMPT PROBLEMS

great UX design means knowing the whole story
Amazon knew I might not have a printer!

Miss sent you printing information about an Amazon.co.uk return


“Please print this return label for me. Thanks.”

View & Print

This label can be printed until 19 Sep 2017

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IELTS Writing Practice - Experience Map

THINKING ABOUT WRITING PRACTICE

SITTING DOWN TO WRITE

WRITING

GETTING FEEDBACK

FOLLOW UP WORK

The Pro

The Fighter

The Nervous Perfectionist

The Pessimist

FEELING:

- Relaxed
  1. "It's not that hard because I know a lot of vocabulary"
- Resolute
  2. "I hate writing but I know that I can only improve if I practice a lot"
- Stuck
  3. "Writing is my weakness"
- Distracted
  4. "It's impossible for me"
- Focused
  5. "I love writing on paper, I can be alone with my ideas and focus on them"
- In Flow
  6. "Before I write I feel frozen"
- Uncertain
  7. "It's hard to get ideas even in my own language"
- Confused
  8. "Sometimes it's hard to focus because people are always messaging and calling me"
- Supported
  9. "I want to know the best words to use, but sometimes I'm not sure about the context"
- Overwhelmed
  10. "I have lots of ideas, but it's difficult to organise them well"
- Disheartened
  11. "I never write enough words in the time I'm given"
- Pressed for Time
  12. "I always run out of time"
- In Flour
  13. "I can get into it"
- "I like getting my work back because I can know my strengths and weaknesses"
- Hopeful
  14. "I know I can do better next time"
- Confused
  15. "Sometimes my ideas are wrong but I don't understand why"
- Confused
  16. "Sometimes my ideas are wrong but I don't understand why"
- Confused
  17. "I feel like I'm never going to get the level that I need for IELTS"
- Confused
  18. "I know I can do better next time"
- Confused
  19. "I do the practice my teacher tells me I know I will improve"
- Confused
  20. "Maybe there's no point practicing, if I can get a good score in the other IELTS tasks then being bad at writing won't matter"

DOING:

- Make a plan
- Put phone on silent
- Set a timer
- Check word meanings and spellings in a dictionary
- Find better words in thesaurus
- Check if phrases are correct by typing them into Google Translate
- Ask teacher a lot of questions
- Receive work with correction code
- Re-write essay
- Add words and phrases to help remember structure and spelling
- Read model answers of similar tasks
- Grammar/vocab practice

OPPORTUNITIES:

- Planning tool / scaffolded option
- Timer option
- Write on paper, then take a photo
- Correction code option
- Dictionary / thesaurus
- Spell check
- Optional time warnings
- Automatic study advice
- Opportunity to ask questions
- Encouragement
- TBC
GIVE USERS CLEAR PATHS

(people are lazy)
DREAM BIG PROTOTYPE TEST

(take risks when it’s quickest and easiest to do so)
AVOID FEATURE BLOAT

(perfection is achieved, not when there is nothing more to add, but when there is nothing more to take away)
Old design - lots of features

Old design - better flow
Evolution of the iPod
A great user experience depends on the user