

The Basics of Web-Based Experience Planning

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My goal today is to introduce you to the general concept of Experience Planning, by introducing the concepts of User Experience Design and the Experience Economy model.

Two Types of Experience Planning

- 1. User Experience Design:** Planning an easy to use interface, so the customer has a good experience while using your web application.
- 2. Experience Economy:** The experience itself is the marketable commodity.

A lot of other stuff feeds into these two concepts:

- Information Architecture
- Usability
- Design and Marketing
- You'll see that today...

[Image from Headrush.typepad.com]

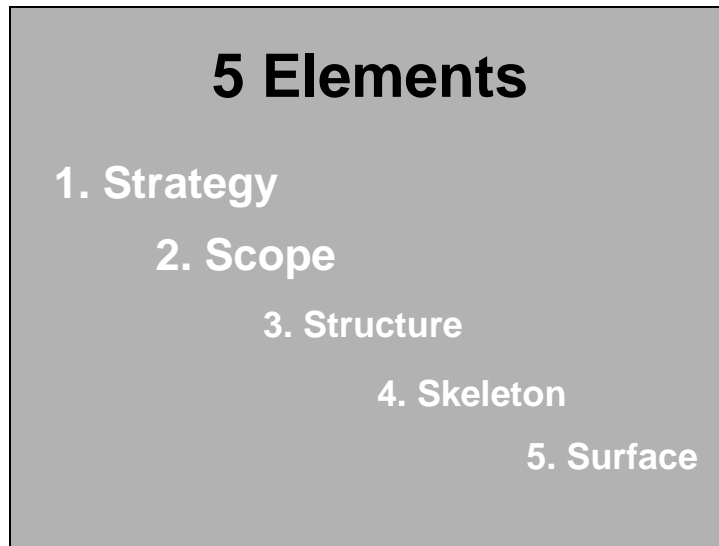
User Experience Design

- Jesse James Garrett
- User centered design for the web
- Sounds “corporate-y”, but works for any website
- Free version - <http://www.jjg.net/elements/pdf/elements.pdf>



User Experience Design

- Jesse James Garrett wrote a book (he's a web designer)
- a basic, yet detailed "right way" of designing a website from start to finish that focuses on “user centered design”
- This has a corporate world, project-based ring to it – and it makes sense. These web designers own their own design firms, and HAVE to have a set of structures in place when designing – it's part of the vendor process.
- but works for any website
- Free, condensed version at <http://www.jjg.net/elements/pdf/elements.pdf>



The focus in the book is on larger web applications – think Amazon. But the ideas work for smaller websites, too...

1. **Strategy**

- User needs and site objectives
- Gather information about users – usability on present site, focus groups, surveys
- Gather information from corporate office – what business objectives exist?

2. **Scope**

- Take info gathered in Strategy section, and turn that into a detailed description of the website:
- Functional specs and content requirements
- Create descriptions of each part of the site, and include detailed descriptions of functionality the site must include to meet user needs.
- Content requirements – what content is needed, and how will it meet user needs?
- Here's an example:

Books, Movies and Music

This section contains most of the library-related content. Each of these areas should have a kid-lead rating system. Here's how it should work: For each item (book, CD, DVD, etc), there should be two sets of reviews:

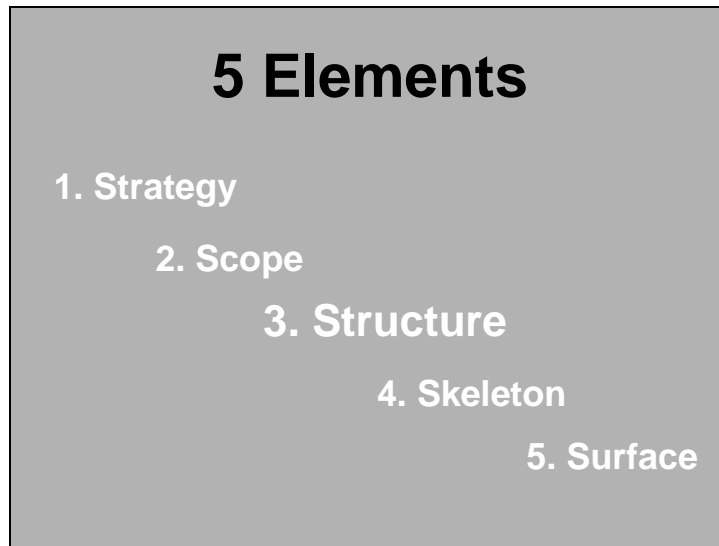
- Library staff review: short paragraph review of the item.
- Comments underneath the library staff reviews: Kids should be able to comment on each book, telling others if they liked the book, if they agreed with the review, etc. They should also be able to add a 1-5 star rating for each item.

- **Books:** This section has two main areas: New Books and Featured Books. Both will have links to books from our library catalog, include book jacket images, and have a kid-lead rating system.
- **Featured Movies:** The Featured Movies area includes descriptions and library catalog links to movies the library owns. It will have the kid-lead rating system. These will be themed movies, and will include DVD covers and 30 second trailers when possible.
- **Featured Music:** The Featured Music area includes descriptions and library catalog links to music the library owns. It will have the kid-lead rating system. These will be themed music selections, and will include CD covers and 30 second clips when possible.

This is from an RFQ my library did for an Interactive Children's website.

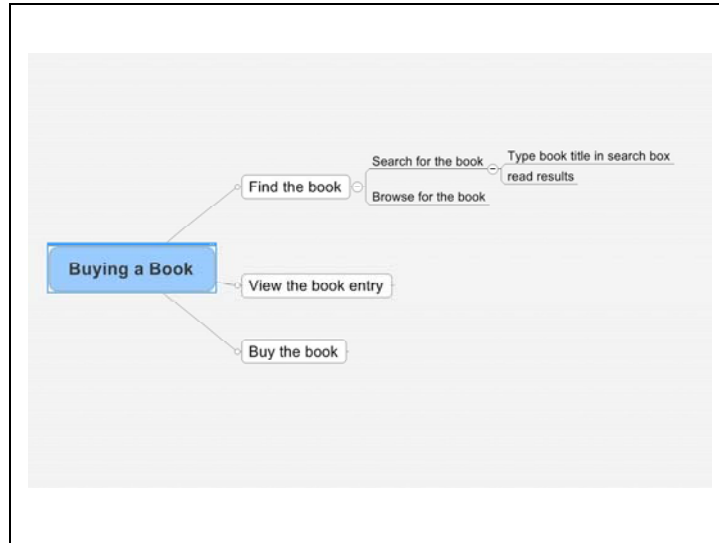
Books, Movie and Music section of the website:

- Description of content
- Description of functionality, too
- Do this for the WHOLE SITE



3. Structure

- Develop the information and the interactions that will appear on the site
- Two types:
 - o Interaction design: develop application flows for each user task, possibly using Visio or Mindmanager
 - o Information architecture – develop the structural design of the information (so read that Information Architecture book for more info)
- Example of interaction design...



Interaction design – steps needed to buy a book on a website.

You need to know each step, so you can create a usable site.

Do this for EVERY PART OF YOUR WEBSITE.

5 Elements

1. Strategy

2. Scope

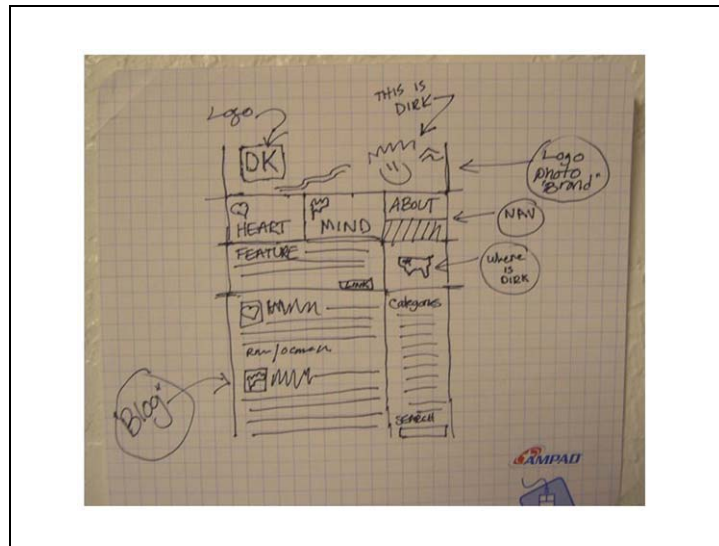
3. Structure

4. Skeleton

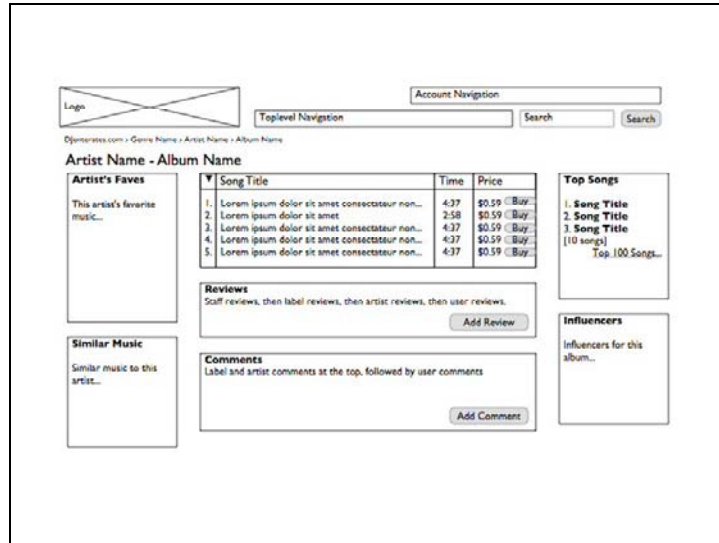
5. Surface

4. Skeleton

- Also called Wireframing
- Finally, you start creating the website!
- Don't worry about visuals. Instead, focus on these areas:
 - o **interface design:** designing the interface elements
 - o **Information design:** designing the presentation of information
 - o **navigation design:** design navigation through site
- Creating the skeleton or wireframe – some examples:



Wireframe sketch – this might work... Turn the sketch into this...



An HTML version... Name everything based on all the work you did in the scope and structure parts – so you're basically dropping everything in pretty easily.

Then you can do usability from here if you want...

And you can see if things will visually work.

Then, you can go one further...



Start filling in the wireframe with real info, and finish your site! Which leads to...

5 Elements

1. Strategy

2. Scope

3. Structure

4. Skeleton

5. Surface

5. Surface

- Visual design: the graphics, finally!

library version

- **Strategy** - planning
- **Scope** – figuring out what’s needed and who will do the work
- **Structure** - fill in the details
- **Skeleton** - an outline of the site
- **Surface** – visual design

Again, that was for a large web application... here’s how it can work in a library setting:

- 1. strategy** – Figure out what to do
 - a. focus groups, surveys, usability, web analytics
 - b. What’s admin want to see?
 - c. Users are involved here!
- 2. scope** – Write out your plan – just like that RFQ I showed you... Also figure out who will do the work, where artwork will come from, etc.
- 3. and 4. structure and Skeleton** - fill in the details
 - a. plot out functionality and interaction
 - b. wireframe the site
 - c. start working with your users!
- 5. surface** - get someone (designated in the scope part) to do the final design part

So you can see, although this is a pretty detailed process geared towards a large web app, it works well for a library website, too. **Now, let’s move to the second Experience concept I’m introducing this morning.**

Experience Economy



I'm calling this section Experience Economy, after a popular book written about it - **The Experience Economy: Work is theatre and Every Business a Stage**, by B. Joseph Pine II and James H. Gilmore

Also, look at these other two books:

- **Priceless: Turning Ordinary Products into Extraordinary Experiences**
- **The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate & Driving Creativity Throughout your Organization.**
By Tom Kelley with Jonathan Littman – The Experience Architect chapter

Experience Economy is also called Experience Architecting, Experience Planning, Interpretive Planning, and probably other things...

These ideas come from a marketing background, and possibly an architecture background... but the concept works well for library websites, too.

So – let me introduce the concept, discuss the different types of experiences, and then apply the concept to library websites.

Experience...



OK – just kidding. But... let me ask – who would pay someone \$3 for a half-gallon of water?

Experience...



Paying \$3 for half gallon of water

- Antifreeze pre-mixed
- Makes my life SO MUCH EASIER
- This is a simple yet useful type of experience

Experience...



Cold Stone Creamery

- celebrate the ice cream event rather than the product
- they promote their stores as experience - the defining element

That's why they make such a big deal out of their marble stone table they use for mixing, all the toppings, etc...

Gee... is there one of these close by?

Experience...



Build-A-Bear

- you don't pay - you continue the experience
- checkout – you get the birth certificate and the home
- you look forward to checkout – paying is pleasant (well, for the kid anyway)
- online - virtual dress up game, Christmas wish list...
- It's all about continuing the experience...

Types of Experience

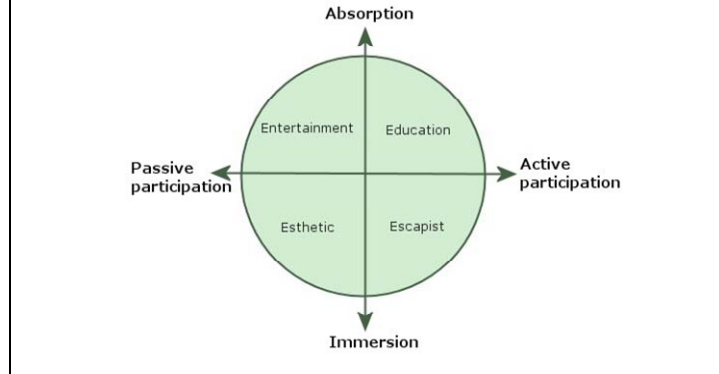
- Memorable
- Choreographed
- Positive
- Invisible
- Negative...
- Ordinary...

- **Memorable or Choreographed** – planned out, natural, built in (Build-A-Bear)
- **Positive** – everyday stuff – good customer service that goes one further (Antifreeze)
- **invisible** - sound man syndrome... Invisible can be good
- actually four - **negative**...
- or maybe five – **ordinary**

We want to change the negative and ordinary into positive experiences

Another way to look at the different realms of experience is to use this handy tool...

Handy tool: experience realms




This little tool illustrates the types of experiences one can plan for. Usually, people come to experience these types of experiences:

- **entertainment** (concert, theater, movie)
 - o absorb it
 - o it's passive – you watch it
- **education** (this talk)
 - o absorb it
 - o active – you're involved, too
- **escapism** (wilderness trek, gaming)
 - o immersed in it (physically or virtually part of the experience – Games)
 - o Active – you're doing something
- **estheticism** (at the Grand Canyon)
 - o Immersed – immersed in the beauty of it
 - o Passive – you have little effect on the experience – you can't change the Grand Canyon, but it can change you.

These can be mixed experiences, too – a hip coffee shop on a Friday night – might have some of all four realms involved.

How?

- ask
- save extra steps
- trigger points
- improve the dinosaurs
- map a journey
- merit badging



Now, let's apply this to websites...

So – how does one create such experiences? Here are 6 steps to creating experiences (these start out general, then I'll apply them to library websites):

1. Ask:

- What is the experience you want your customers to leave with?
- Find experiences that are negative or neutral, and look for opportunities to fine-tune them
- Or, figure out how to turn those ordinary experiences into positive experiences

2. save the customer an extra step

- Figure out what experiences have extra steps, and cut those down - antifreeze

3. find trigger points:

- ask what's truly important to your customer – might be one or two things – those are called **Trigger Points**
- fix the problem or design experience around those trigger points
- hotels = beds and alarm clocks

4. Find something that hasn't changed in a long time and make it better or different

paint cans - cube shaped, screw on lid, plastic, handles

5. map a journey

- understand a customer's journey and state of mind – get into their heads
- Car lot example - car buying - doesn't start at the lot - it starts when your car breaks down

6. merit badging

- emerging lifestyle pattern called merit badging
- people are collecting experiences rather than things
- so - visit all locations, try each of our offerings, etc... get a stamp

Library Website version (you can go home and apply these to your Whole library):

Ask

- **Do usability tests, hold focus groups**
- **find things customers don't really like or can't use**
- **improve them!**



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No extra steps



- **what extra steps exist on your website?**
- library card applications?
- ILL forms
- Catalog searching?

what extra steps exist on your website?

- library card applications?
- ILL forms
- Catalog searching?
 - Amazon
 - Worldcat

trigger points

- Again, ask
- Figure out how to improve
- Ex – Databases
- Ex - Subject Guides



Another way to discover things you can make easier for your customers

- **again, ask your customers – what ticks you off about our site? What don't you like?**
- **figure out how to improve**
- **Ex – Library Databases**
 - We had inadvertently hidden our databases under another label...
 - Solution – pulled them out on the main page
- **subject guides**
 - go 5 places to get all the info
 - vs. go one place to get all the info

find stuff that hasn't changed

- Design!!!
- Back-end functionality
... for staff
- **Hmm...
content?**



map a journey



Does the journey
start at the door of
the library?

Does the journey
start at the main
page of a website?

Does the journey start at the door of the library?

Does the journey start at the main page of a website?

Taxes as ex

- before going to your tax page - what is the customer thinking?
- is it April 15?
- Are they doing complicated schedule C stuff?

Academic – need to find...

- is the paper due tomorrow?
- undergraduate, doctoral?
- freshman paper-don't care or doctoral thesis-invested in topic?
- where do both of these journeys start? - where do both of these journeys start?



Look for merit badge opportunities

How can your website be part of that process?

Public:

- You can make a game
 - o Find all clues
 - o Answer a question
 - o Get a prize
- Fill out Valentines Day poll on Romantic Novels – information is the prize

Academic:

- Work with instructors
- Extra credit is a worthy goal here – maybe watch 5 instruction videos online, get extra credit?

43 Things

- Another way to think about this. 43 Things is a website where you can list 43 things you want to do.
- It's social, so you can see what others list, see others who want to do the same things, and make comments – hopefully useful, on how to accomplish those things
- incorporate into library?
- 5 books to read this year, then supply opportunities for online book discussions...
- Probably other ideas

Finally, some general ideas to leave you with...

What Can You Do?

- Read these books and start thinking
- Incorporate one thing at a time
- some is better than none
- Some Suggestions...

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Ask your patrons



Edward Vielmetti, the Superpatron...

- Ask Customers:
- What types of sites they visit
- What they want in a library website
- What types of info they want

staff



Librarians in the 1940's...

Ask Staff:

- what do they want that's not there
- ask about their experiences with patrons
- **Staff are a type of website customer, too – with different needs:**
 - so develop some of those functional requirements
 - get staff agreement
 - make sure staff know this is the public website
 - then develop something for staff

design time



Pablo Picasso

Pablo Picasso apparently said “good artists copy, great artists steal.”

Copy, steal, and imitate – see what others are doing and imitate

Look at new website designs and imitate!

**pretend
you're a patron**

Finally, pretend you're a patron!

Forget everything you know about your site, then start clicking:

- how many clicks?
- What's below the fold?
- Where is your important info located?

start purposefully thinking about the patron experience

- what do you want patrons to leave with?
- negative experiences? Ordinary? Or positive experiences?

Figure out what type of experience you want your patrons to leave with, then focus your energies on building that (rather than building a hot new app). This will go a long way to improving the patron's web experience.