the UX

GARAGE

DOUBLE DIAMOND

LA JOYA DE LA CORONA UX DEL GOBIERNO BRITÁNICO

XABIER BASABE 📍 smartgune

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Ve

Aplicación del diseño a los servicios digitales

PRINCIPIOS DE DISEÑO

LOS DIEZ PRINCIPIOS

1. Comenzar con las necesidades de usuario
2. Hacer menos
3. Diseñar con datos
4. Hacer el trabajo duro para hacerlo más simple
5. Iterar. Entonces iterar de nuevo
6. Esto es para todo el mundo
7. Comprender el contexto
8. Crear servicios digitales, no webs
9. Se consistente, no uniforme
10. Haz las cosas abiertas: hace las cosas mejores

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1 COMENZAR CON LAS NECESIDADES DEL USUARIO

- Si no conoces lo que el usuario necesita no desarrollarás la solución correcta.

- No valen suposiciones. Investigar, analizar datos, charlas...

- Empatia porque... No siempre lo que piden es lo que necesitan.

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2 HACER MENOS

- Si hay una forma de hacerlo que funciona, no reinventar la rueda.

- Plataformas, APIs. Abrir el desarrollo y concentrarse en el core.

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3 DISEÑAR CON DATOS

- Podemos aprender del comportamiento en el mundo real.

- Prototipar, testar, iterar.

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4 HACER EL TRABAJO DURO PARA HACERLO MÁS SIMPLE

Laws of Simplicity

- John Maeda

The simplest way to achieve simplicity is through thoughtful reduction.

What lies in the periphery of simplicity is definitely not peripheral.

Organization makes a system of many appear fewer.

More emotions are better than less.

Savings in time feel like simplicity.

In simplicity we trust.

Knowledge makes everything simpler.

Some things can never be made simple.

Simplicity and complexity need each other.

Simplicity is about subtracting the obvious, and adding the meaningful.

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5 ITERAR. ENTONCES ITERAR DE NUEVO

- Empezar "pequeño".

- Mínimo producto viable, alpha, beta...

- A más iteracciones, más pequeños serán los fallos.

- Si algo no funciona, no se duda en descartar.

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6 ESTO ES PARA TODO EL MUNDO

- El buen diseño es accesible.

- No diseñamos para expertos.

- Inclusivo, legible... se puede sacrificar la elegancia. Diseñamos para necesidades no por audiencia.

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7 COMPRENDER EL CONTEXTO

- No diseñamos para pantallas, diseñamos para personas.

- Donde están? Con que dispositivo? Es su primera vez en la web?

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8 CREAR SERVICIOS DIGITALES, NO WEBS

- Un servicio es un conjunto de actividades que ayudan a la gente a hacer algo.

- Debe conocerse las necesidades y cubrirlas. Existe un objetivo o propósito.

- El mundo digital debe estar conectado al real.

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9 SE CONSISTENTE, NO UNIFORME

- Procurar usar un mismo lenguaje y patrón de diseño.

- Familiaridad frente a adaptarse al canal.

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10 HAZ LAS COSAS ABIERTAS: HACE LAS COSAS MEJORES

- Compartir con: colegas, usuarios, el mundo.

- Compartir: codigo, diseños, ideas intenciones, fallos.

- A más ojos, más alternativas.

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Welcome to GOV.UK

The best place to find government services and information
Simpler, clearer, faster

Search GOV.UK 🔍

Benefits
Includes tax credits, eligibility and appeals

Births, deaths, marriages and care
Parenting, civil partnerships, divorce and Lasting Power of Attorney

Business and self-employed
Tools and guidance for businesses

Citizenship and living in the UK
Voting, community participation, life in the UK, international projects

Crime, justice and the law
Legal processes, courts and the police

Disabled people
Includes carers, your rights, benefits and the Equality Act

Driving and transport
Includes vehicle tax, MOT and driving licences

Education and learning
Includes student loans, admissions and apprenticeships

Employing people
Includes pay, contracts and hiring

Environment and countryside
Includes flooding, recycling and wildlife

Housing and local services
Owning or renting and council services

Money and tax
Includes debt and Self Assessment

Passports, travel and living abroad
Includes renewing passports and travel advice by country

Visas and immigration
Visas, asylum and sponsorship

Working, jobs and pensions
Includes holidays and finding a job

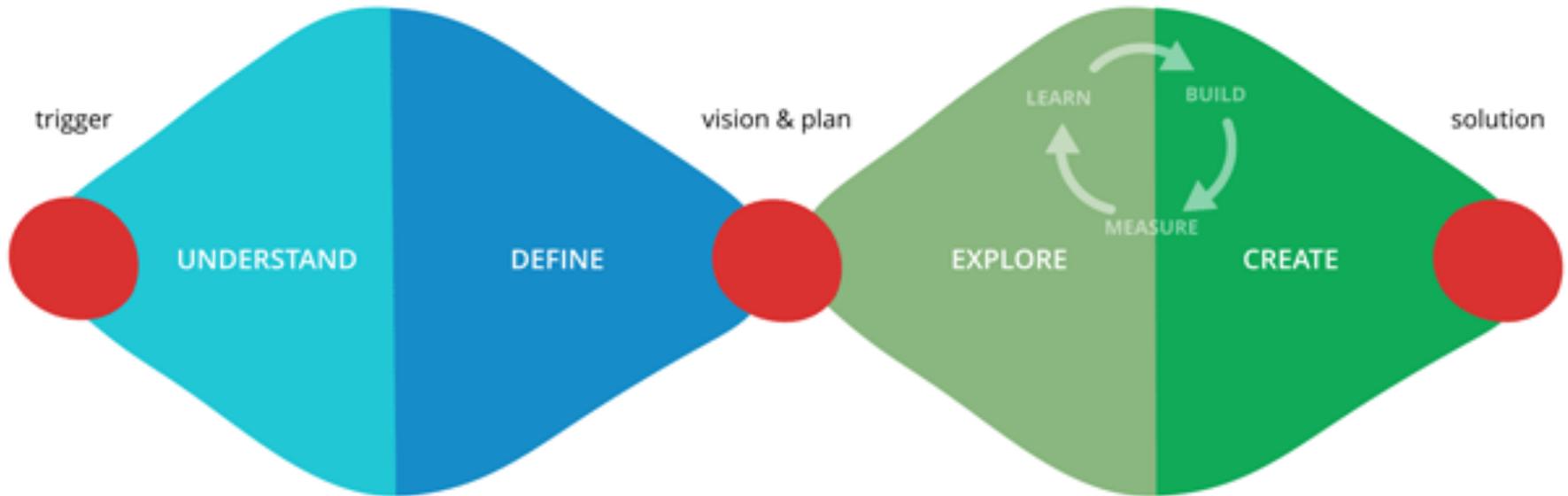Método y herramientas

DOUBLE DIAMOND

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¿DISEÑO?

" Design is what links creativity and innovation. It shapes ideas to become practical and attractive propositions for users or customers. Design may be described as creativity deployed to a specific end." – The Cox Review

"It's not just what it looks like and feels like. Design is how it works." – Steve Jobs

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EL DIAMANTE

DEFINE STRATEGY
Understand why & define how

EXECUTE SOLUTION
Create the outcome

trigger

vision & plan

LEARN

BUILD

solution

UNDERSTAND

DEFINE

EXPLORE

MEASURE

CREATE

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DESCUBRIMIENTO

- Fase exploratoria para encontrar inspiración, insights.

- Posibles detonantes: tendencias sociales, nuevas tecnologías, reacción a competidores...

- Se usan metodos de investigación cuantitativos y cualitativos.

- Se "acumula" la base de conocimiento

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Objetivos

- Identificar el problema, oportunidad o necesidad.

- Definir el ámbito de la solución.

- Crear una base de conocimiento.

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Herramientas

- **User Journey Mapping**

- **User Diaries**

- **Service Safari**

- **User Shadowing**

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DEFINICIÓN

- Se plasman las opciones y descubrimientos en tareas.

- Las ideas y descubrimientos se analizan y estructuran en un reducido grupo de definiciones de problemas. La alineación con la estrategia de la organización prioriza.

- Definición clara del reto a responder con el diseño

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Objetivos

- Analizar los outputs de la fase de descubrimiento.

- Sintetizar los hallazgos.

- Definir el reto

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Herramientas

- User Personas

- Brainstorming

- Design Brief

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DESARROLLO

- A través de un proceso de iteración de desarrollo y test se refinan los conceptos del servicio hasta estar listos para implementar.

- Se diseñan los componentes del servicio en detlle y se asegura que casan para forman una única/holistica experiencia.

- Debe incorporarse el feedback.

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Objetivos

- Definir un servicio a implementar.

- Definir componentes y la experiencia holística.

- Testar con usuarios, incorporar feedback.

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Heramientas

- Service Blueprinting

- Experience Prototyping

- Business Model Canvas

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ENTREGA

- Se lanza el servicio.

- Test de funcionamiento.

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Objetivos

- Que el servicio entre en funcionamiento.

- Asegurar que existen canales de feedback.

- Compartir en la organización las lecciones aprendidas en el proceso.

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Herramientas

- Scenarios

Customer Journey Map.

TALLER. DISEÑO DE SERVICIO

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DISEÑEMOS UN SERVICIO

- Agencia de viajes
- Tienda o pequeño comercio

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ETAPAS

Puntos de contacto

Actividad usuario

Actividad empresa

Experiencia. Estado emocional

Oportunidades de mejora

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	Navigate website	Visit FAQ section	Submit a request	Follow up from customer service	Resolution
Customer process	• Arrive at website • Navigate for help section	• Look for relevant question • Look for topic answers • Search for contact numbers	• Find query form • Enter personal details • Find account number • Submit query	• Wait for call back or email from customer services • Can it be dealt with, or does it need to be referred?	• Problem is solved by customer services
Internal Process	• Internal process example • Internal process example	• Internal process example • Internal process example	• Internal process example • Internal process example	• Internal process example • Internal process example	• Internal process example • Internal process example
Experience	• Examples of positive experience • Examples of positive experience • Examples of positive experience	• Examples of negative experience • Examples of negative experience • Examples of negative experience	• Examples of negative experience • Examples of negative experience • Examples of negative experience	• Examples of average experience • Examples of average experience • Examples of average experience	• Examples of positive experience • Examples of positive experience • Examples of positive experience
Improvements and key learnings	1. Improvement, or learnings to maintain high performance 2. 3. 4. 5. 6.	1. Improvement, or learnings to improve poor performance? 2. 3. 4. 5. 6.	1. Reduce the form down to Improvement, or learnings to improve poor performance? 2. 3. 4. 5. 6.	1. Reduce the form down to Improvement, or learnings to improve average performance? 2. 3. 4. 5. 6.	1. Improvement, or learnings to maintain high performance 2. 3. 4. 5. 6.

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- Atraer
- Informar
- Cobrar
- Enviar
- Enganchar

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Stages of journey

Desire for travel → Explore options → Select Vacation → Book travel → Schedule meals and events → Travel to location → Experience vacation → Travel Home → Remember experience

Customer needs and activities

Desire for travel	Explore options	Select Vacation	Book travel	Schedule meals and events	Travel to location	Experience vacation	Travel Home	Remember experience
• Find out about school vacations • Find out about family events	• Discuss with family • Discuss with friends • Read magazines • Review online travel sites • Get sense of costs	• Discuss with family • Search online for details on top options	• Book cheapest flight and hotel that meets needs of the entire family	• Book a few reservations for dinner nearby • Find and book a couple of interesting tours and excursions	• Figure out what to pack and pack family • Print tickets and travel information • Plan for transportation to and from airport	• Arrange for activities at hotel • Keep track of all of things that have been scheduled • Post fun stuff on Facebook	• Pack up family • Plan for food and meals during the trip • Plan for transportation to and from airport	• Create digital photo album • Send pictures to friends and family • Tell people about the good and bad parts

Expectations for online travel agency   (Customer perception of experience: **Good** | Neutral | **Bad**)

Desire for travel	Explore options	Select Vacation	Book travel	Schedule meals and events	Travel to location	Experience vacation	Travel Home	Remember experience
• None	• **Compare prices of different travel destinations and packages**	• **Compare prices of different itineraries**	• **Book cheapest flight that meets needs** • Book cheapest hotel that meets needs	• None	• Notify when flights are late • **Rebook flights when there is a missed connection**	• None	• Notify when flights are late • **Rebook flights when there is a missed connection**	• None

Emotional state of persona

Happy / Sad
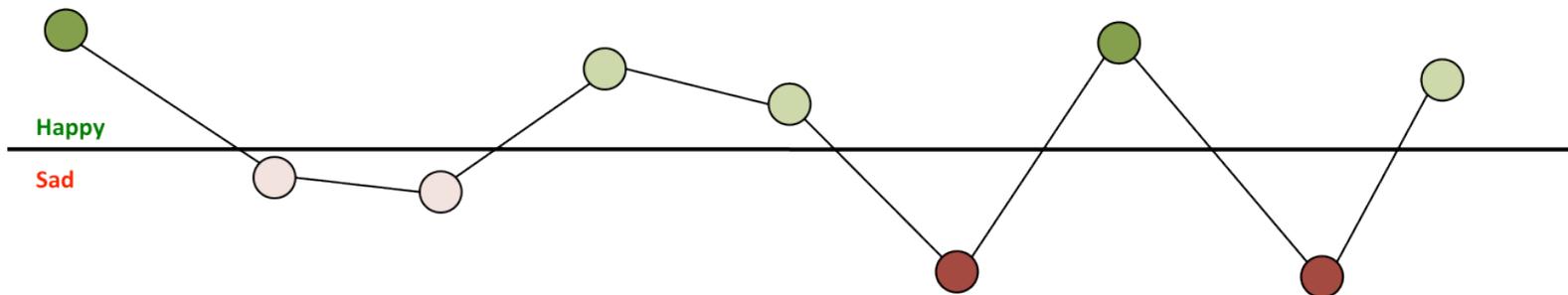
Potential opportunities for improvement

Desire for travel	Explore options	Select Vacation	Book travel	Schedule meals and events	Travel to location	Experience vacation	Travel Home	Remember experience
	• Offer sample itineraries for family vacations	• Allow searches across multiple destinations, e.g., lowest cost options anywhere in Caribbean	• Provide reviews of hotels from previous families on vacation at hotels	• Explore closing "white space" with vacation scheduling that includes restaurants & excursions	• Develop proactive rebooking based on family traveler profile	• Explore closing "white space" by sending targeted offers based on family itinerary	• Develop proactive rebooking based on family traveler profile	• Provide capability to easily share photos, comments and details of itinerary