eBook

UX Masters:

The UX Manager's Guide to Success

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Chapter 1: 5 UX Tips to Get the Best Team Performance

Congratulations! You are on your way to building a user experience team to boost your company's success. Before doing so, there are a few pointers that you must take into consideration when building your team. Your UX team can be easily regarded as a crucial part of creating the right work package. This key element is very necessary for the effectiveness of the entire planning process. Once you decide on a product, you will need to own an assembled UX team sooner than you might have previously believed. This puts you under a small amount of pressure you probably did not anticipate. Well, don't fret - here are some tips that you can consider before putting a team together for this task.

1. Be a Powerful Leader Who Isn't Afraid to Speak Up

First of all, you should coordinate the team and direct them all toward reaching your objectives with clear communication. While understanding the human psyche, particularly that of a core demographic, , you should always communicate with your team and have them communicate with each other as well.

2. Don't Neglect the Artsy One

If you want a strong UX team, then you cannot neglect the role of art designers and managers. Not all GUI styles are dynamically elaborated; however, artists have a way of housing an eye pattern that different components of the team seemingly don't. This permits them to assist you with organizing different elements within the most pleasing and logical order. Moreover, they are able to facilitate the production of color mixtures that guide the eyes appropriately. This is very important, as the first element which the user notices is the graphic design.

3. Programming is Important Too

For the success of your UX team, you should try to find some programming assistants with plenty of expertise during a big selection of a graphical interface. The style and timing here is critical. In addition, this might be the identical team that developed the core practicality, as this overlap isn't in the slightest degree uncommon. They have to perceive the engine, and the way users act according to their needs.

4. Find Someone Able to Understand the Users

The person that you hire needs to be able to imagine what their target demographic will be, and start thinking a strategy according to it. Timing here is critical as well, since the thinking may differ from one moment or task to another. Such ability allows them to forecast different issues, and recommend alterations according to them in order to boost the effectiveness of your design style.

5. The Test Department is Also on the List

For the success of the team, it is essential that you create a good testing department. This is highly important for the team as they are the ones who test the user experience before it reaches the final user, and also work closely with the testing team, which is usually separated from their department. They ensure that the initial bugs are fixed, but they also have to write the guidelines for the testing team. More specifically, they tell the team how they must actually test it. In addition, they also gauge the effectiveness of the UX.

When putting together a specialized UX team, keep the above tips in mind and you'll be highly unlikely to fail. A positive mindset and a suitable strategy have always been the keys to success.

Chapter 2: The Qualities Which Form a Successful User Experience Team

In modern-day business context, teams play an essential factor for an organization's efficiency and success. An organization cannot be simply regarded as a group of shareholders, but rather as a partnership and a team of people bonded by the same goals, objectives and values. The same goes for UX design. Teams represent a superior and more capable source of effort, one that's capable to deliver more complex results and achieve solutions to any problems that might occur. However, what makes a team a collaborative joint effort and not a precise cluster of individuals? Which are the qualities to be found in a flourishing user experience team? Let's examine three of the most important of them.

1. Localization

A close acquaintance of mine, Mario Mokarram, systems administrator and content developer at Abiertoware, shared with me just recently the necessity of localization. Localization involves the team's willingness to discover new things from a completely different culture, one that is able to offer them the long-run screen experiences. Undoubtedly, the most effective interfaces are those which are able to refine subtle hints from a town's culture, and then use them to create an adequate experience for each individual.

2. Diversity

Statistics show that the foremost flourishing groups and organizations represent a balanced combination of individual strengths, abilities and even completely different skills. The variety of tasks and projects needed, and the diversity of shoppers, require certain skills and specialties to be thrown into the equation. Hyunjung Bae, professor at Columbia school in

Chicago, asserts that a flourishing user experience team ought to embrace mainly UX designers, but also a project manager, a research worker, and a visible and tactile creator.

As our world becomes more industrial than ever, diversity becomes the notion to look for. Once a team is numerous, its members will learn new things from one another and might improve the general operational potency and performance. Innovation is born from diversity.

3. Empathy

Each team incorporates a distinctive set of values that are established for every member. These shared values frame the collective temperament of a team, departure their imprint on action of the team. Regardless whether or not these values are referred to as communication, integrity, innovation or competition, they'll forever be beneath the agreement regarding precise actions of the members of the team and can be the idea of any decision-making method of the team. True groups respect the values that were shown to them once signing the initial work agreement and also respect the rules which arise from these values. Flourishing groups are actually involved perpetually in respecting these collective values.

In addition, as Alan Waxelblat (Design Leader at Aspent technology) states, all members of a UX team, despite their specific skills, should be ready to connect with the requirements and wishes of others. The fellow feeling may be smart for serving to the team in organizing its own activities, or for connecting the activities of UX and style to the requirements of alternative groups among their organization. Of course, fellow feeling is additionally helpful for understanding the users/clients desires.

These are the three main qualities that any flourishing amongst UX teams and is now a must have. Robust relationships between the team members or between the different

departments inside a company are essential for that organization's success.

Chapter 3: What User Experience Means for Different Company Departments

With the increasing competition on the modern business market, maintaining a passionate and engaged workforce becomes undoubtedly a matter of skill, experience, and knowledge, but above all necessity. Learning and development are turning into essential center stage problems to take care of, with mandatory skills and expertise levels being required for a success-oriented workforce.

Nurturing the proper talent and skill, and promoting improvement and growth can build a happier, stronger workforce. It's also noteworthy that during these difficult economic times, it is easier to persevere when you're motivated and not complacent. Employee training plays an important role in empowering workers to be optimistic, driven and able to overcome the challenges they face.

However, sometimes it can be plain difficult to motivate your employees during their training period. People are tired to listening to others on how different things can be accomplished better, and prefer to learn by trial and error, something which you, as a manager, would definitely want to avoid. Furthermore, if you're responsible for managing a large company, then training might require different complicated stages which your learners should attend to.

Thus, they can easily become bored or uninterested, and the only way in which you can solve this issue is by planning a thorough strategy. In this regard, let's present a series of 5 tips to best engage your employees and keep them motivated during the training period:

1) Personal and Team Incentives

Maintaining an incentive program for both individual employees as well as team, beyond "but you must" is challenging but very necessary. Employees are naturally motivated to perform at acceptable minimum levels in order to keep their jobs or to avoid a pay cut, but incentives can motivate them to truly excel. Make sure you clearly define what you want to achieve, and then use rewards and recognition to go directly to those goals. Establishing ways to reward your team and to recognize merits help you get those results that you want, the results which lead to the attainment of a target. A rewards and recognition program is the most simple, and yet most effective way to achieve that target.

2) Challenge Employees with Gamification

Challenging new employees, during training or their work activities, via gamified competition is a powerful tool, but it's important to be careful. Through simulated gamification contests in training, individuals or teams will battle to show their newly attained knowledge as well as their ability to practically apply it.

Prizes and recognition may be given, be they abstract or concrete, to the learners who show the best utilization of their new skills, or who perform at the highest levels in their jobs in regular working scenarios.

The things to be wary of is to not build unhealthy competition between the groups or individuals by making the "game" too real or personal. A simple way to prevent this is to grant a minimal reward to all learners, and to not make the best performers' prize too extravagant by comparison. This is a delicate balance, but works quite well.

3) Mellow Dynamics

Corporate training environments are often overlooked as a venue for designing the framework in order to maximize engagement. During training or in a regular work environment,

the overly formal culture in which most businesses operate may have certain pros on the surface, but it has its share of detriments too. While some formality is important, there is some room to let loose a bit and be down to earth and social. This goes for training new employees as well, as this is often a good place to introduce them to their fellow new colleagues, or veteran workers as well. Friendships, laughter and a loose, but real social dynamic supplements the rest of the engagement strategy both in training and after. It, at least to a partial extent, reduces stress and greatly enhances new employee enthusiasm in them knowing a little bit more of a relaxed existence, while productive still, can be enjoyed in the work or training place.

4) Convey to Employees "What in it for Them"

On this and the next tip, it cannot be overstressed the importance of communication between trainers and learners. It's critical to make a clear connection between what the training session(s) will be covering, and why and how the information that they will learn has a direct relationship to their daily tasks. During the training, tell employees what you want them to do and why. By involving them in the process you'll win more support and dedication from their side. Communicating with them will give a sense of importance, which will benefit both you and the program that you wish to apply. It goes beyond simply mastering tasks A, B and C. Impart to the new employee how the knowledge they are learning is valuable in the long term as well, both on a personal level for their professional growth and on a business level, due to the fact that their performance will directly contribute to business productivity and success.

5) Training Can Be Made Fun

Try to make the training as engaging as possible, and – this should not be seen as an evil word in business – FUN. Remember that sometimes, less is more. Keep training sessions short. Treat employees well, and they, in return, are more probable to perform at a higher level. Don't force the sit the

entire time – get them involved, moving around, and feeding off of each other.

Throughout the training process, communicate with new workers listen to their perspectives into how they are progressing, what they are having difficulties understanding, and their thoughts on their experience throughout the training. One useful technique other direct conversation might be asking them to fill out questionnaires in which they can relate their levels of understanding and feedback at each interval.

These are some tips to make employees more motivated during the training. Yet let's look deeper in the number 4 above. How can we best make a clear arrow between training and work activities?

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Chapter 4: Sketching User Experiences for Your Business - What is implied

In this chapter we're going to emphasize a little more on the role of sketching user experiences and what the process consists of. Although business process mapping, flow charting, and the related processes might already sound familiar to you, for the success of your user experience design you also have to consider which are the factors that make the entire process work and how one can take advantage of them.

Undoubtedly, many people encounter the process of user experience sketching at least once in their career, mainly when the business plan and design meet. Such an occurrence is more usual with startups and enterprises, rather than small or medium size businesses. So, with user experience sketching representing a topic of actuality, it's highly important for a designer to understand the key components which take part in design.

1. Consider Which Elements Need Focus

If you already have a business model in mind, then it means that you are aware of your demographic, which is probably defined by your niche's design and price range. This demographic is the first factor which you have to keep in mind throughout the sketching process. Think of how many your users would pay for the product, and, by a more thorough analysis of the said demographic, how are they going to act when they will interact with your design.

2. Keep Things Simple

Simplicity could be a pillar of most user experience pointers as it manages to revolve the users around your website. This implies that the work on the user-side to achieve certain actions should virtually be at its simplest level. When users feel constrained to do certain things, they are likely to abandon their action altogether. By comparison, if they find it simple enough to accomplish their objective, then they will immediately proceed to action.

3. Create a Clear Layout

Each website provides actions and activities to its users which are essential to the business and user success. Most user experience consultants would counsel for these actions and activities to be standardized in means of doable form, enabling the website to clearly show the audience which steps need to be followed. Whether or not it's the layout of the web site (i.e. location of data panels or the looking for method), consistency is one among the foremost necessary user experience pointers. In the absence of it, a website will lack its "soul".

When sketching the UX, you must create an interesting flow for the user, yet design according to the budget specified for the task. The point here is usual that for an excellent UX, a higher price is required. Indeed, good user experience design costs money. However, customers are aware of this already, and they regard this expense as being worthy most of the times.

Therefore, when you're in the process of sketching out a user experience, it's essential to prioritize a flow for the demographic. You must ensure that the design you'll come up with will fall within the users' array of needs and that it will suit the assigned budget. Additionally, when emphasizing the role of demographics, you will need to ensure that a suitable connection is created with each maintenance component's sub-flows, so that users will be able to easily use them whenever they are required to. Such flow will also see you where the numbers are negative or overly amplified, case in which they need to be adjusted.

So to summarize, sketching user experiences is all about creating a flow for the process, tracking up the deductions, basing your model on intuitive prediction design, and ensuring that the UX works as it should. In addition, working according to the budget is also an important component for both parties' profitability.

Chapter 5: The Reasons Why You Aren't Getting the Best out of Your UX Process

You took down some pretty valuable advice when learning how to best run your team and the design process, but, something still isn't working. Failing is normal and every person experiences it at one point or another. However, this shouldn't be regarded as a serious error, but rather as a chance to improve your abilities and learn how to become better. In the absence of failures, humans wouldn't get any bad results, but they wouldn't learn anything new either. When creating an UX process, even the best designers are likely to fail at times. This is nothing serious, but it can be prevented through some innovative thinking.

First, let's have a closer look at the symptoms presented by a failed UX process. Commonly, failures in UX are a result of miscommunication between the team members or a misunderstanding of the customer's desires, involving the product or service. If the issue cannot be resolved with the aid of customer support, then there's probably a failure somewhere along the line.

What are some common reasons why UX designers fail in the creation of a process, and how can they adapt these experiences for success? Let's have a look at the 3 most important of them:

1. **Not Understanding the Demographic**

Not knowing who you're designing for can be a terrible mistake in UX. It can be very easy to misjudge a niche when it comes to user experience designing, and it also can be very facile to completely forget about your audience. However, such

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misunderstanding often results in poor user experiences, as the history demonstrates us.

Customers want everything to be personalized to their needs, all whilst being able to reach their objective in no time. For instance, have a look at the consoles released in the mid-90s (e.g. 3D0 Jaguar, CD-I, etc.). These devices failed to accomplish their purposed simply because they misjudged the demographics, and no gamer has pleasant memories about these consoles. That's why they representa good example of UX process failure.

2. Too Catchy of a Presentation

You need to think about your presentation. If it is overly attractive and blinky, then chances are it won't make a good impression on the users. Customers indeed appreciate good aesthetics, but if you overdesign a product label or interface, there's a high chance for your audience to get frustrated using it. A good example in this regard is Google Wave, which was nowadays replaced by the enhanced Google Docs. Google Wave was basically a revolutionary product and web protocol, but due to its high complexity, almost nobody understood how to use it. People don't like to feel average, and if they're made to feel this way, then there's a high chance that the results on your side won't be the one you hoped for.

3. Updates are Made Too Often

Are you making chances or upgrading your interface too often? From time to time, changes can be a good thing. However, if they're done too often then customers will most likely deem them as unnecessary and focus on finding a better alternative. If you create a product and force the user to update it every other day or once in a week, you'll soon find out that most of your customers will be gone. Undoubtedly, some sense of durability and reliability is required within any product that you create. Maybe you remember the times when soda companies started to release around 50 unique varieties of a specific beverage.

Customers did not know which to choose, and their profits went down like never before.

Of course there are other possibilities and symptoms related to the possible UX process failures. In this regard, if you don't know where the problem is, your best solution would be to consult with another UX professional who can make you more detailed and personal suggestions related to the reasons of your performance lowering. There is definitely no harm in outside input.

In addition, technology can be a great asset in making your user experiences more friendly and targeted. For instance, an online guidance system like WalkMe can easily enhance the UX processes that you create, and help you achieve better results in a quicker time.

Chapter 6: How To Reduce Churn Rates With The Aid of Quality UX

Lowering churn rates, surrounding products or services, is among the first goal of established firms. Attrition rates are ineluctable to some level, as some customers become attracted by novelty or by short term economic process. As a result, they'll abandon your product or service once the novelty expires, or once they begin to see it as an expense once cash gets tight. Some businesses don't understand that attrition may be directly related to user experience. As a result, the simplest way to combat attrition is via improved, positive user experience.

The fastest way to irritate a user is to style a web site that has an improper or unusable interface. To begin your quest to reduce churn, you should begin at the highest point of the web site's main navigation panel. Make certain that your navigation is easy to follow and tidy without unnecessary content. Positioning of typical web site components ought to be predictable and simple to complete. Navigation, search boxes, social sharing buttons and logos need to be positioned in predictable places. If a user hits your web site and fails to notice these basic components, then he'll undoubtedly leave.

Bad forms frequently cause high bounce rates. You should always style your forms to be fast and simple to complete, without too much information. Like navigation, make labels that are clear and simple to follow and use certain typing colors to highlight user interaction. This can be a great asset in improving your UX, and reducing bounce rates conjointly by keeping the user engaged.

Let's take a state of affairs in the software package concerning user experience. Once a new software package comes out, or a software package is released introducing an imaginative new feature that competitors don't have, it will see speedy migration and adoption out of the gate. However, in the case in which the user experience isn't accepted well by the user over time, or is passed the novelty of the new options or practicality, a drag can arise. Alternative companies can eventually adopt the options or practicality you have introduced; however, they'll seemingly polish their user experience against the flaws of your design. Once this happens, users may migrate to other services that match your practicality. With that, being proactive concerning your UX, and sprucing existing practicality and options to be as solid as they can will reduce attrition across the board.

Chapter 7: Four Steps to Maintain User Trust on Your Site

Now that you've handled churn and attrition, you can gain the power to maintain trust in your visitors. Regardless whether or not you run an e-commerce application or business that works with personal info, your site should dispel all insecurities that the user might have in regard to your business being a conversion funnel. But, what method can you use to achieve this? Next, we're going to detail four necessary steps in maintaining a trustworthy user experience.

1. Get to Grasp Your Users

It's necessary to know your users' goals, as not all of them are identical. Establish the objectives for those users and the way they relate to your own business goals. Does your business need a lot of sales, sign-ups or subscribers? Once you have the goals narrowed down from each business and user, keep it in your philosophy to maintain a UX flow that should meet their desires.

2. Keep Your Pages Compelling and Ideally Long Enough to Share Your Story

A user would possibly arrive on your landing page from a supply like a banner ad or similar means. Therefore, providing enough detail and making a style that boasts trust is highly necessary. Remember the goals you've established on the user side - your style ought to inspire them to maneuver them with ease through a certain page. Navigation has always been an important element in a webpage, but you must also take into account your users' necessities. Here are some key points to consider in this regard:

- Relay the key advantages of your service or product on the landing page. Such process implies a definite headline, bullet points, subheadings, and also customer testimonials.

- Design a transparent and alluring call-to-action statement eliciting the required response.

- Don't fill the user with an excessive amount of info, as this could easily scare him away. In this regard you should reduce the quantity of fields required for the sign-up process.

3. Optimize the Checkout Page

Allowing users to feel more secure by inserting style parts and call-to-actions that are clear and compelling can outline a clear line of trust that stands between your business and the user. Take care to form a definite headline on the checkout page and supply a list of sections below which feature similar call-to-actions. To start with, let your users grasp that they're in safe hands and are coated by client protection. A little banner can do some justice. I mean, it's laborious enough for online patrons to feel a way of trust once involving customers' credit cards into a buying deal.

3. Taking Your User Experience to a New, Significant Level

A nicely designed page follows the requirements of its users just as a complex puzzle gets solved. Turning your guests into paid customers may be totally different field, though navigating and keeping them around for long enough can be even trickier. The all-time bottom line is: you would like to make your users feel appreciated. On the other hand, if you don't care about your guests, why would they bother concerning you? Here are some interesting key points to follow when building a report with your users:

- Do you present yourself to new customers and permit them to get in touch with you anytime they have queries related to your service?

- Do you approach them once in a while to check how they're doing and to ascertain whether or not they're creating the foremost of your web site or app?

- Do you convey loyalty every year?

Some people strongly suggest enforcing usability tests to get to know your users' objections, wherever they're obtaining stuck, and wherever you'll improve in style. Usability tests can be done with tools such as KissMetrics, Crazy Egg, or Clicktale, and they will assist you in taking successive step to successful net style. This way you'll not only feature the best designed website, but at the end of the day you'll also notice users sticking around as a result of them feeling appreciated. In addition, you'll boost the speed and functionality of your web site. An intuitive and innovative user experience tailored to your visitors' goals, at the side of a seamless client expertise, is the way in which you enable your users to approach your web page with trust.

About WalkMe

WalkMe directly guides, engages and drives users to action, enhancing the online user experience on a website or software.

The WalkMe enterprise-class guidance and engagement platform provides UX managers with an indispensable tool to improve conversion rates, promote new and advanced features, increase long-term user value and reduce attrition and churn. Through a wide range of guidance and engagement capabilities, UX managers can provide users with a user experience that is simple, intuitive and personalized, one that increases user satisfaction, loyalty and productivity.

Through a series of interactive tip balloons overlaid on the screen, tasks are broken down into short, step-by-step guided instructions, which help users act, react and progress during

their online experience. As a result, UX managers can feel assured their users will be able to focus on what they want to do on the site, and free from the confusion of how to do them. WalkMe enables you to provide a more user-friendly online experience that users will truly appreciate.