

DESIGNING THE ONLINE USER EXPERIENCE

What AA can learn from User Experience Design

“SELFISHNESS—SELF-CENTEREDNESS! THAT, WE THINK, IS THE ROOT OF OUR TROUBLES.”

‘ALCOHOLICS ANONYMOUS’ – AA’S TEXTBOOK

.....ALSO THE ROOT OF A
POORLY DESIGNED ONLINE
USER EXPERIENCE

- **COGNITIVE SCIENCE**
- **PSYCHOLOGY**
- **PRINCIPLES OF DESIGN**
- **ENGINEERING**
- **LIKES & DISLIKES**
- **PERSONAL OPINIONS**

**WAS THE USER ABLE TO FIND _____
UNDER _____ CONDITIONS IN LESS
THAN _____ SEC. WITHOUT SEEKING
HELP?**

DID THEY ENJOY THE EXPERIENCE?

DID THEY RETURN?

I LIKE/DON'T LIKE _____

I THINK IT SHOULD/SHOULDN'T _____

I LIKE _____ MORE.

I DON'T THINK THEY WILL LIKE _____.

I WANT/DON'T WANT _____

DO YOU LIKE _____? WHAT DO YOU

THINK? LET'S TAKE A VOTE...

UX DESIGNERS:

- Never design for self
- Establish a target user, or
- Document our assumptions & biases
- User experience starts with thought
- Include 'learnability'
- Establish measurable goals
- Don't make user think or do;
that's your job
- Test and iterate constantly

'TAKE AWAYS' FOR AA:

- Usability ≠ Preference
- Define the user (80/20)
- Document assumptions & biases
- Context matters!
- Design in 'learnability'
- Establish measurable goals
- Don't make user do for you what
you are unwilling to do for yourself
- Test and iterate until goals met