



# User Experience in Practice

THE BEST-RUN BUSINESSES RUN SAP 

This is the second of a six part presentation on User Experience in Practice. In this selection, an example of card sorting will be given by utilizing the SAP Enterprise Portal tab layout design.

1. **Preface to User Experience**
2. **User Research**
3. **User Interface / Navigation**
4. **User Acceptance Testing**
5. **Branding**
6. **Communication**

***Contextual inquiry* uncovers who customers really are and how they work on a day-to-day basis. The cross-functional design team conducts one-on-one field interviews with customers in their workplace to discover what matters in their work.**

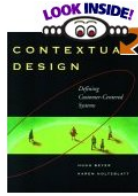
**Team members observe people as they work and inquire into actions as they unfold to understand their motivations and strategy. The interviewer and customer, through discussion, develop a shared interpretation of the work.**

People's work is complex and full of detail. It's also intangible - there's no good way to write down or talk about work practice

Question: Was anyone involved in such inquiry in a past project?

## History of Contextual Design

**In 1997, Holtzblatt and Beyer collaborated on the strategy for integrated case tools developed steps and techniques of Contextual Design.**



**Although contextual design was developed to help companies in designing new product, we find some of the methods applicable also in implementation projects of enterprise portals and large scale websites.**

To order the book:

[http://www.amazon.com/exec/obidos/tg/detail/-/1558604111/ref=sib\\_rdr\\_dp/103-2002815-2258238?\\_encoding=UTF8&no=283155&me=ATVPDKIKX0DER&st=books](http://www.amazon.com/exec/obidos/tg/detail/-/1558604111/ref=sib_rdr_dp/103-2002815-2258238?_encoding=UTF8&no=283155&me=ATVPDKIKX0DER&st=books)

### Data gathering

- Watch the user work in his environment
  - ◆ Daily routines
  - ◆ Interactions
  - ◆ Tools
  - ◆ Artifacts
- Understand:
  - ◆ What?
  - ◆ Why?
- Take notes!

### Data interpretation - team sessions

- Tell the story of the interview
- Make models

*Work models* capture the work of individuals and organizations in diagrams. Five models provide different perspectives on how work is done:

***Flow model*** captures communication and coordination

***Cultural model*** captures culture and policy,

***Sequence model*** shows the detailed steps performed to accomplish a task

***Physical model*** shows the physical environment as it supports the work

***Artifact model*** shows how artifacts are used and structured in doing the work.

## Key Concepts of Contextual Inquiry

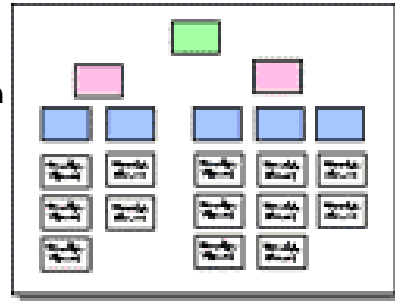
- **Context:** Collect data in the context of people's work
  - ◆ Go to your user's workplace, talk to your users while they work
  - ◆ Walk real cases, ask for work artifacts and concrete examples of past activity
  
- **Partnership:** Work with users as partners in inquiry
  - ◆ Help users articulate their work practice
  - ◆ Let them lead, be an apprentice
  
- **Interpretation:** Uncover the meaning and implications of action and language
  - ◆ Create a shared understanding
  - ◆ Draw out the implications and let them guide the interview
  
- **Focus:** Listen and probe from a clear intention
  - ◆ Know your purpose and guide the interview from it
  - ◆ Do not use a prewritten list of questions
  - ◆ Challenge your assumptions

### Consolidation of qualitative data

- Shows the scope of the problem
- Reveals common issues across all users
- Provides a structure to understand the detail
- Reveals holes in the data for further inquiry

### A bottom up process

- Sort into related clusters
- Label clusters without losing information
- Use the voice of the user
- Identify super categories



Affinity = Attraction, Closeness

## Consolidate the Issues – The Affinity Diagram

Data and layout massage

...

Reports for meetings and managers must be good looking



Figure provided by InContext Enterprises

I produce reports that have a good graphical layout

I want to get rid of all unrelated data

User types in data into Excel to create charts for his up-coming meeting

User types in selected data from paper into Excel and arranges them nicely

Secretary uses Word template to create good looking itinerary for her boss

User cuts/pastes totals from report into Power Point slide

*For more detail on Contextual Design see [www.incent.com](http://www.incent.com)*



**Testing is an important part of any systems development.**

**It is generally accepted that the sooner problems are found, the less it costs to fix them. So it's important to test and iterate a design early, before anyone gets invested in the design and before spending time writing code.**

**The simpler your testing process, the more iterations you can do to work out the detailed design with your users.**



Develop rough mockups of the system using Post-its to represent windows, dialog boxes, buttons, and menus. The design team tests these prototypes with users in their workplace, replaying real work events in the proposed system. When the user discovers problems, they and the designers redesign the prototype together to fit their needs.

Paper prototypes support continuous iteration of the new system, keeping it true to the user needs. Refining the design with users gives designers a customer-centered way to resolve disagreements and work out the next layer of requirements. The team uses several paper prototype sessions to improve the system and drive detailed user interface design.

# Exercise: Affinity

**Divide into groups**

**We are testing the concept for an IT Admin workset.**

**In your group divide the cards into logical areas.**

**Give each area a title (write on a sticky note)**

**If there is any missing feature / functionality please write it on another sticky note.**



**List of cards given to each group:**  
Maintenance of Logon Groups within system  
Maintenance of Logon service file  
Global rollout of new software downloads  
End user support for Logon problems



Requesting new installations from SAP  
Maintaining and archiving all installation data



Market research  
Developing internal IT-concepts



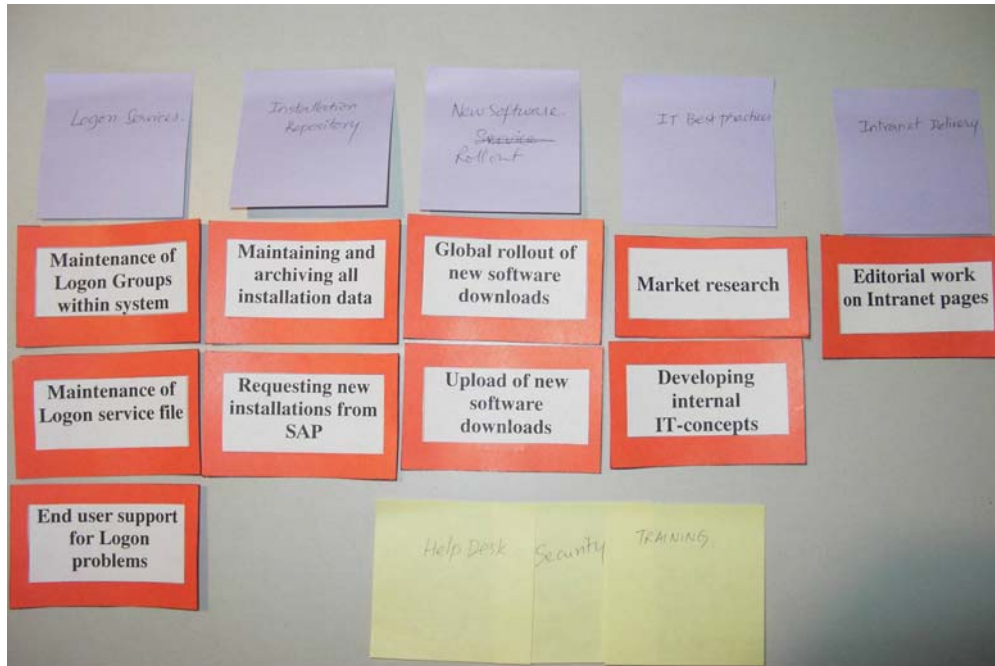
Upload of new software downloads  
Editorial work on Intranet pages

**The following 5 slides show digital pictures from a card sorting exercise done in an SAP workshop. The groups consisted of U.S. portal consultants. Each group was given identical cards and asked to divide them into subcategories as they saw fit.**

**Note the diversity in the:**

- 1. Order and sequence of each card**
- 2. Number of subsets under the top tab**
- 3. Titles defined for each area.**

## Cards Sorting Example 1



## Cards Sorting Example 2

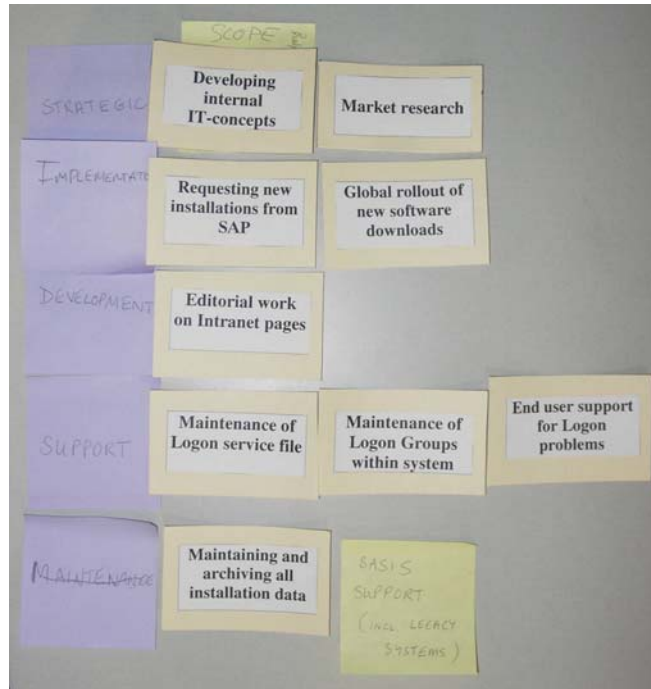


## Cards Sorting Example 3





## Cards Sorting Example 4



## Cards Sorting Example 5



**User research is a must for the creation of a useful product.**

**Observe people as they work and inquire into their actions.  
Do not assume that you understand why they are doing  
particular tasks.**