国际体验设计大会
INTERNATIONAL CONFERENCE OF
EXPERIENCE DESIGN 2015

IXDC

重新定义用户体验

REDEFINE USER EXPERIENCE

体验设计
从捕获用户开始

Microsoft ASG OCAS Design Studio
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Senior UX Designer @ Microsoft OFFICE

[Previous jobs]
UX Designer @ Panasonic 2001-2004
Usability Expert @ Siemens 2004-2006
Senior UX Manager @ Motorola 2006-2010, 2011-2012
Senior UX Manager @ Lenovo 2012-2014

Bing Zhu 朱一冰

微软Office 高级设计师

bing Search it

A question

How you start to engage with a product?

Office 365: IW Direct Sign Up

Previous solution:

- IW cannot sign up for his/her own
- Admin needs to subscribe for the whole org

Current solution:

- IW can sign up for his/her own
- Admin can take over later the management of the whole
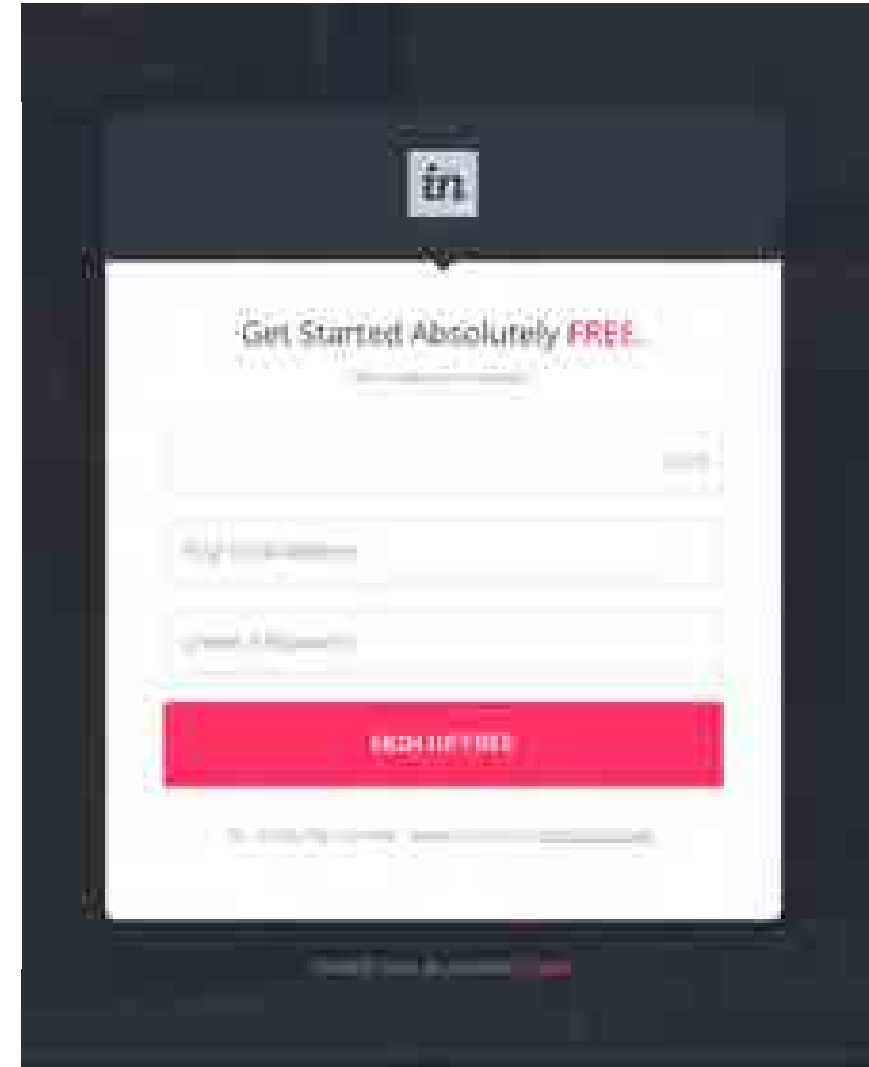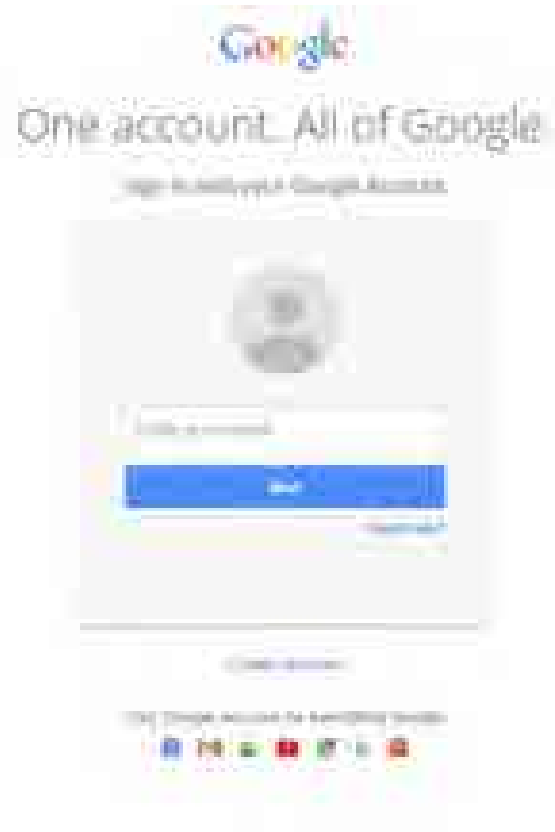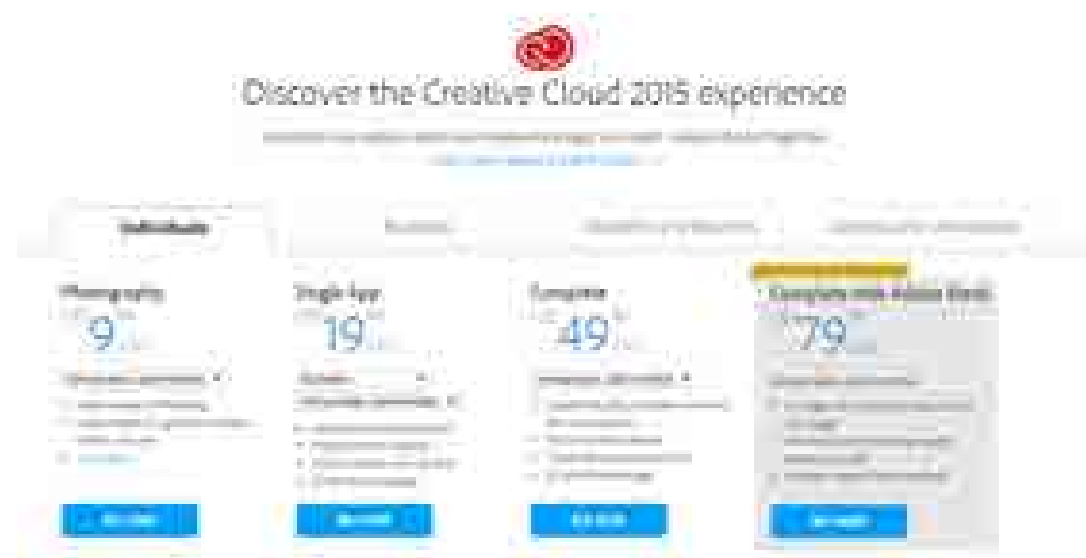
这个例子上回商量的是你拿到前面

Before

"In old days, user consume technology just like consume a physical commodity."

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Now

"Now days, interaction between products and consumers has been fundamentally changed."

Build Product experience → Build Service experience

The world has changed

- Business model : from one time purchase to subscription and freemium

- From transaction to lifetime value

- Products model : from integrated applications to clear positioned app with services and platform- e.g: Dropbox

- Single channel- Multiple channel

- Acquisition via marketing—acquisition via social network

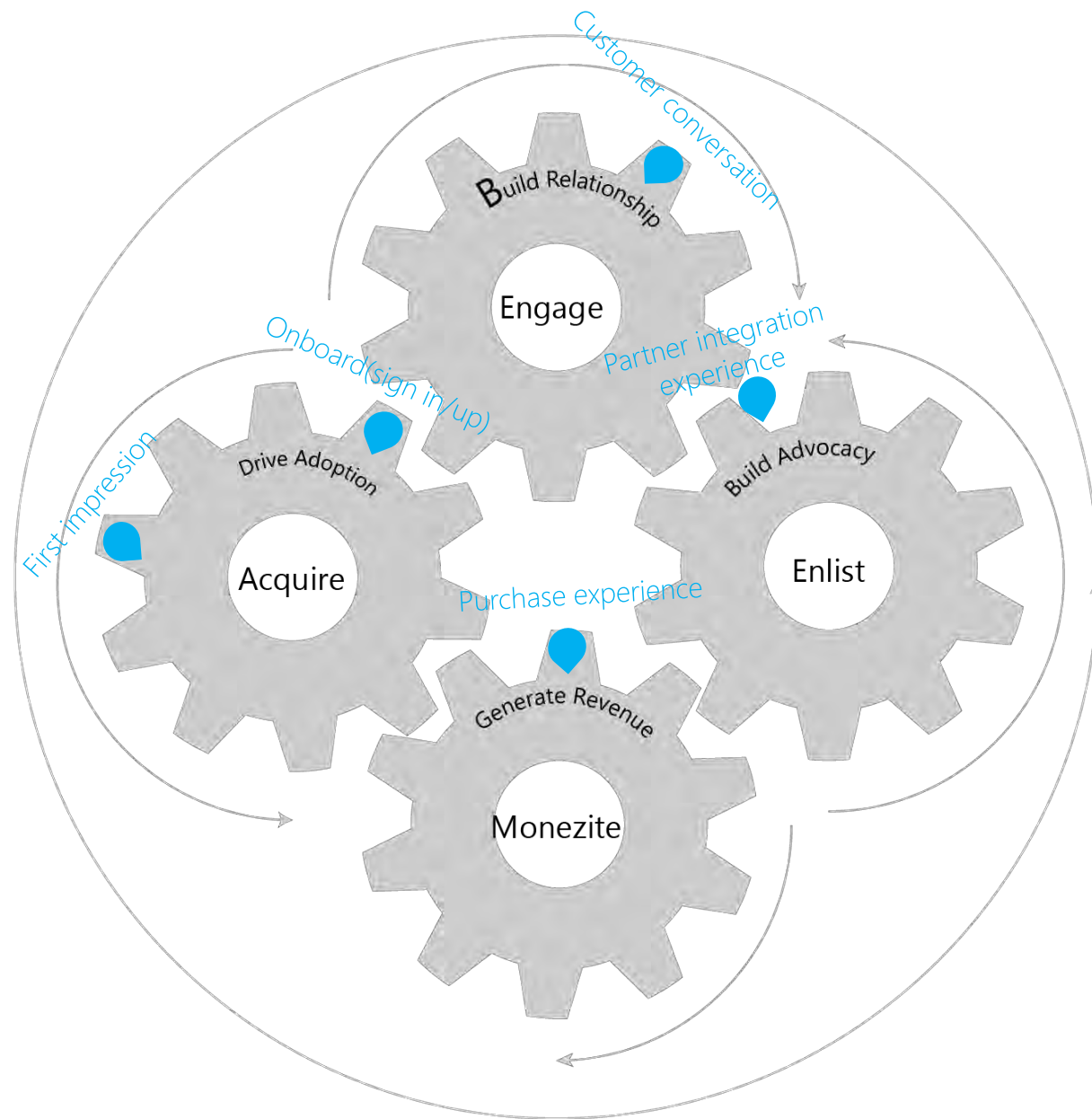# How about experience strategy?
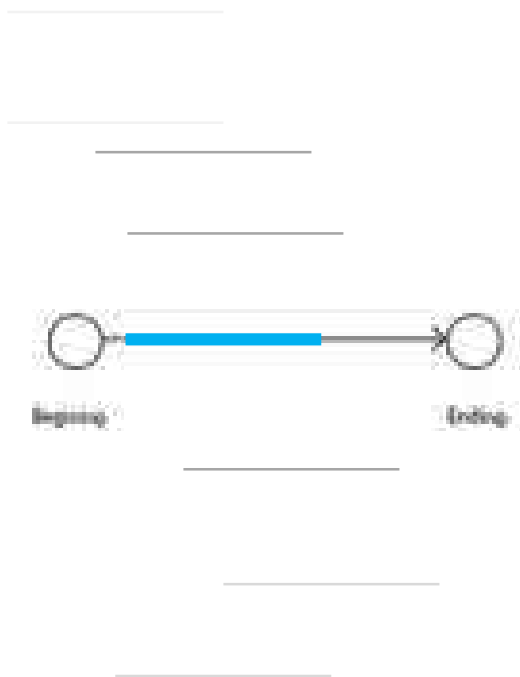
Perfect Customer Lifecycle
from Geoffrey Moore
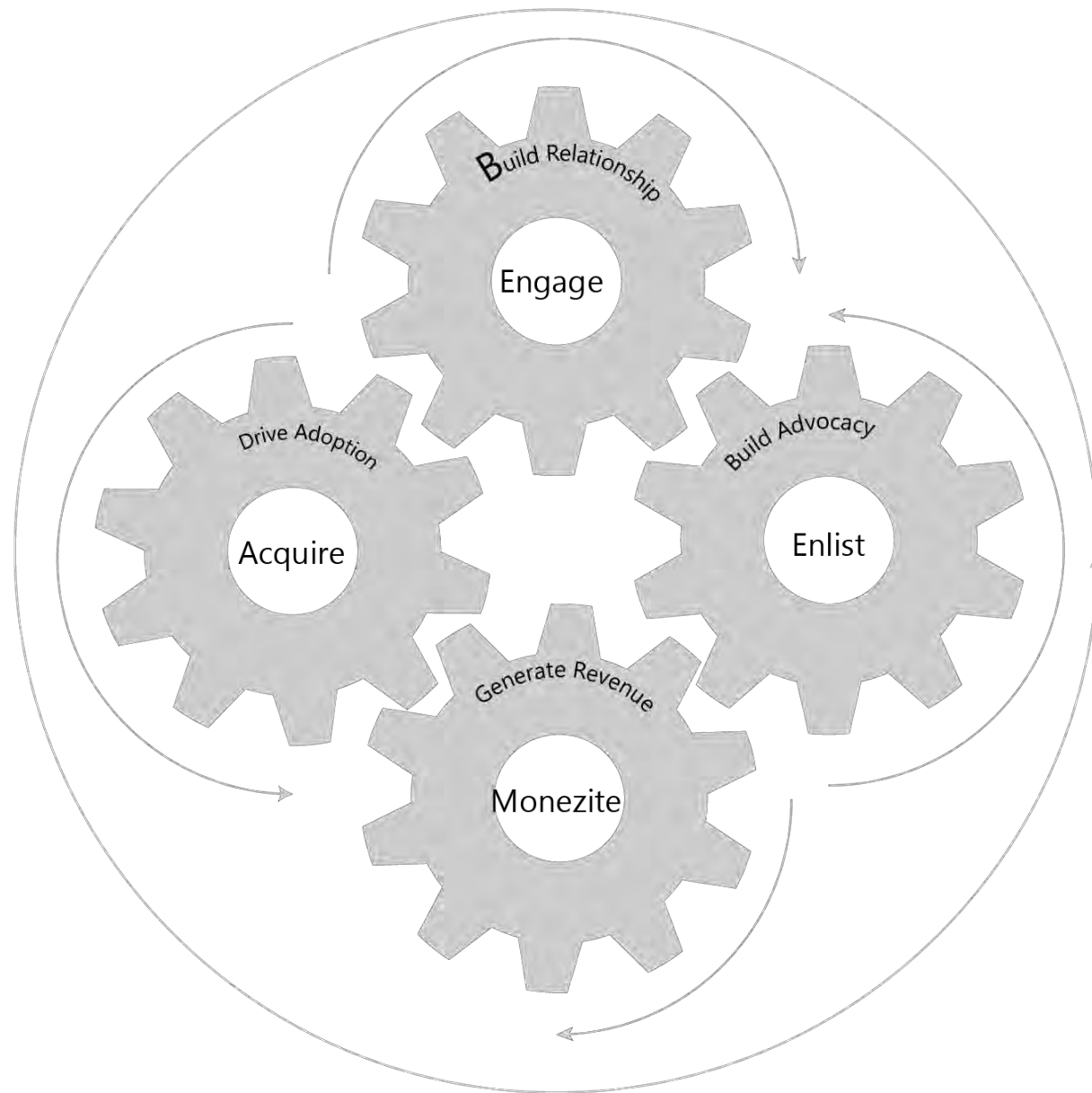
- First impression

  Pre-sale

- Onboard experience

  Sign in   Sign up

  Set up   FTR

- Customer conversation

  Customer connection
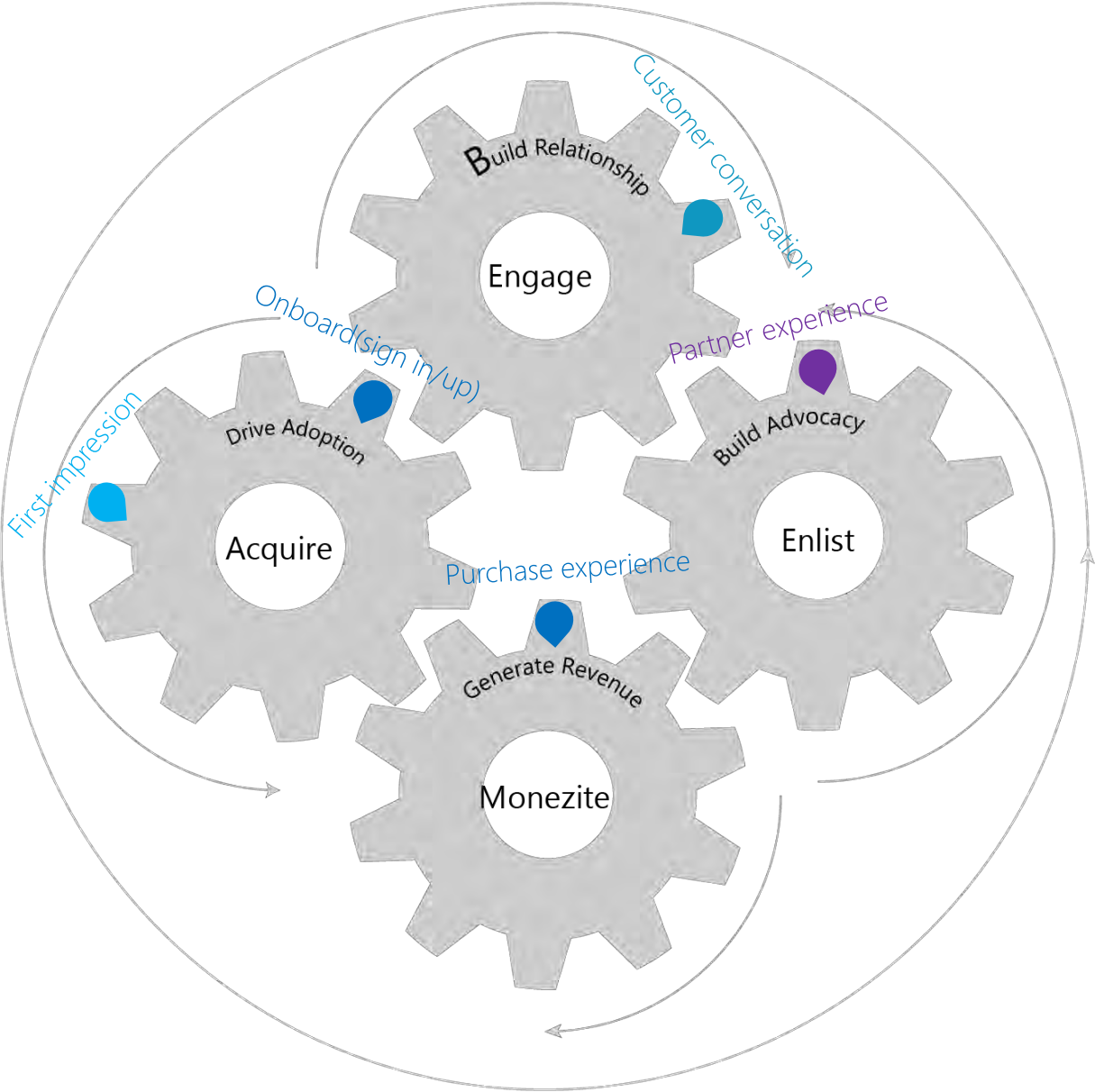
- Partner integration

  Social network

- Purchase

  Buy

Each core UX touch point plays different role

1. Starter
2. lubrication
3. turbo
3. glue

First impression

Onboard(sign in up)

Customer conversion

Engage

Build relationship

Partner experience

Acquire

Drive adoption

Purchase experience

Enlist

Build advocacy

Monazite

Generate revenue
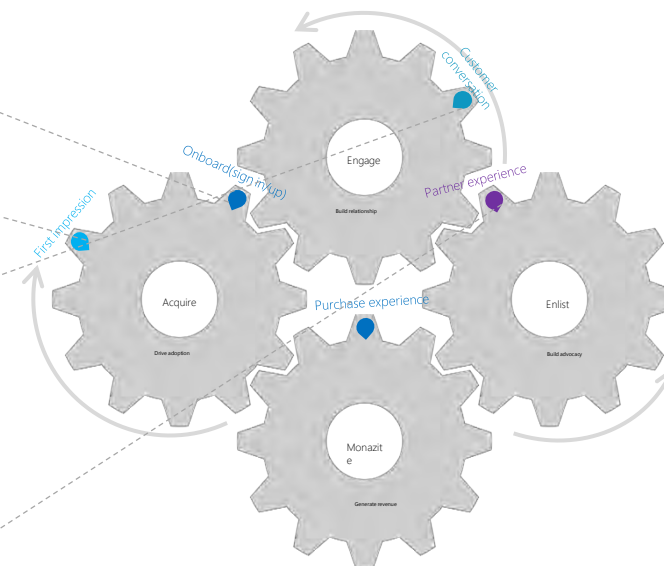
Case study: Office 365

Demo and key point
TBA
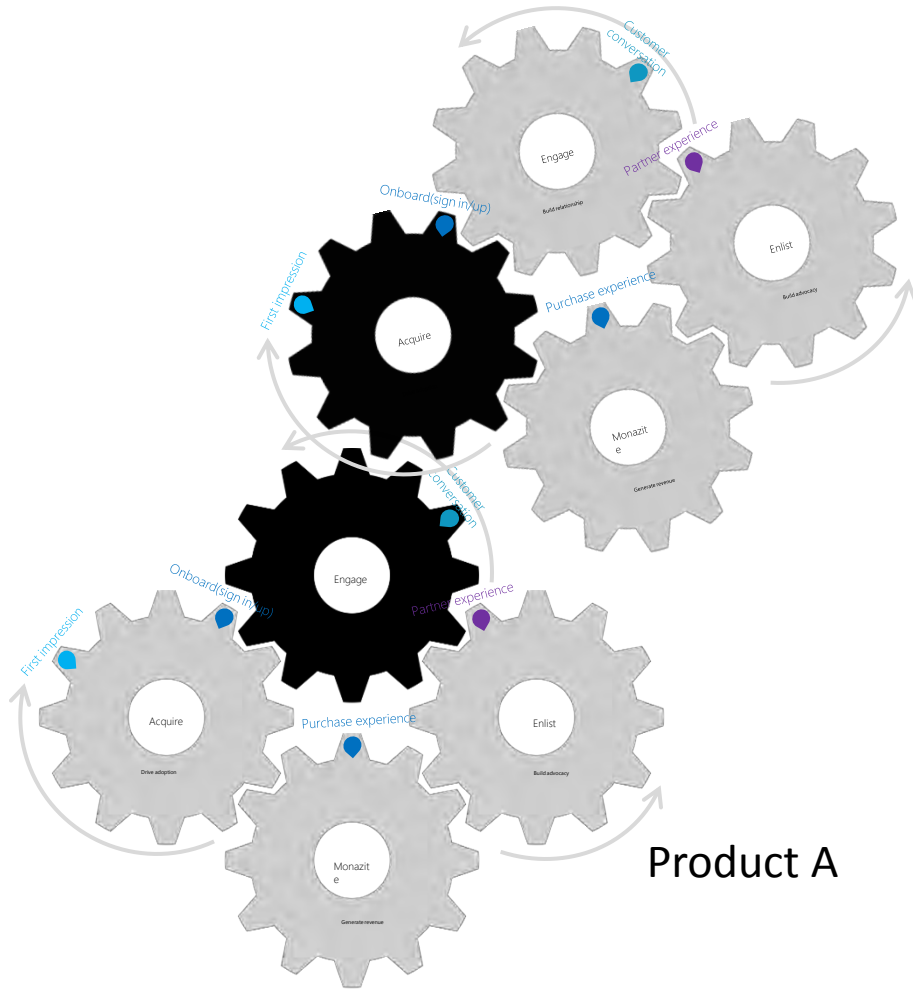
Product B

Product A

Sometime, engagement of one feature/product could be leveraged to acquire or onboard new feature/product.

Summary: Implementing the Four Gears

- Engage
  - Experiment with right customer connection surface or pattern to increase interaction, "dwell time" and number of return visits

- Acquire + Engage
  - Discover which sites and mechanisms or partners send you the highest volume of repeat customers

- Enlist + Acquire + Engage
  - Discover which customers are evangelizing your offering and do everything you can to empower them

- Monetize + Enlist + Acquire + Engage
  - Introduce monetization gently to minimize the impact on the other three gears

Exercise
How Would You Attack Your Slowest Gear?

- Pick a product where the strategy is to gain viral adoption

- What is your slowest gear today?

- How would you go about speeding up that gear?

- Propose some concrete, specific design change

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About users- understand your user in a lifecycle
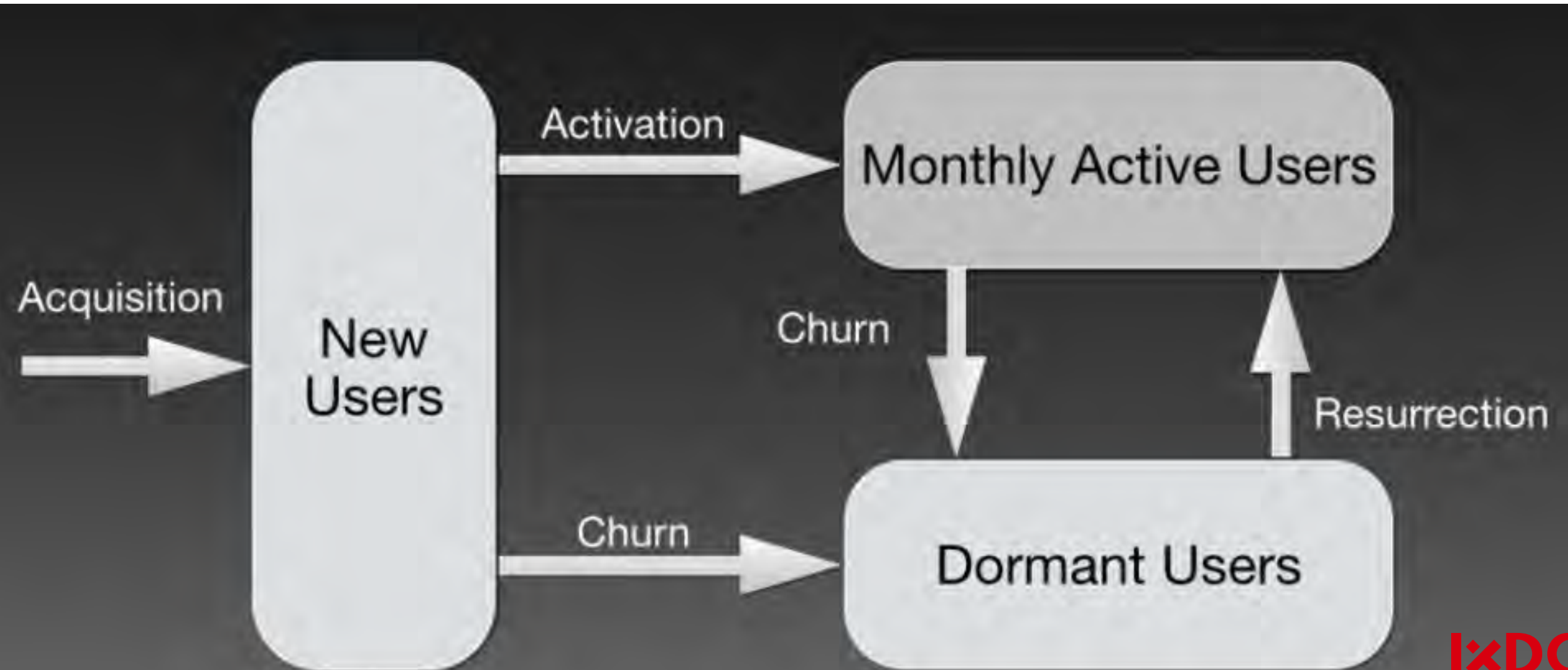
About users- understand your user in a lifecycle

Example: User Segments

- Core: Active multiple times a week
- Casual: Active ~1 a week
- Marginal: Active <1 a week
- New: Joined in the past 28 days
- Dormant: Not active for 30 days
- Resurrected: Was dormant, but became a
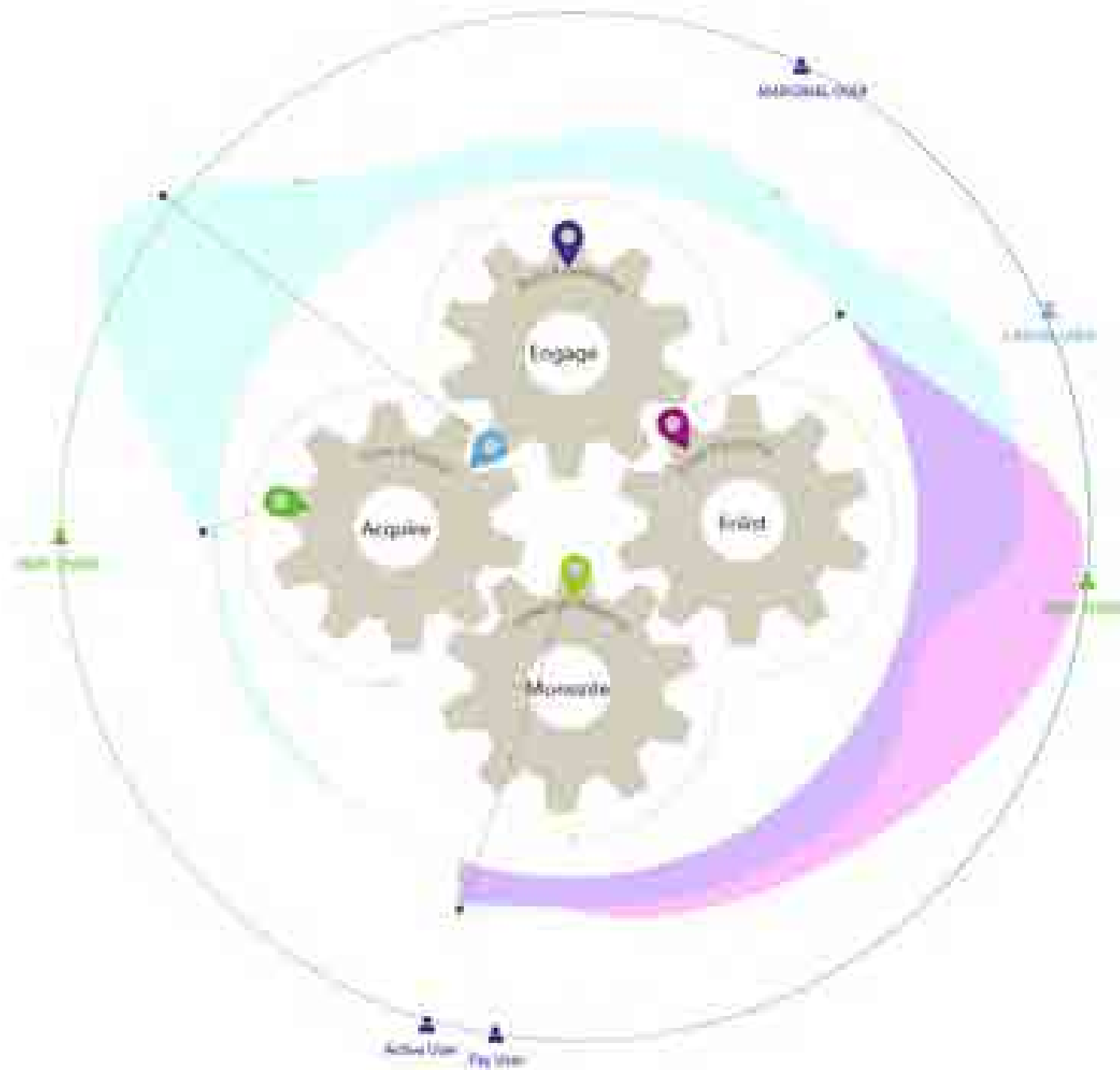
8 Golden Rules

8 Golden Rules

1. Make the service socialized
2. Give incentive
3. Find the best timing for user's actions
4. Utilize existing resource
5. Offer frictionless on-board experience
6. Connect to the real world
7. Build emotional communication
8. Make the cross-channel experience seamless

1 Make the service socialized

Sales models

Pyramid sales:

Traditional sales	Vs	Pyramid Sales

Traditional sales
- Manufacturer reaches buyers directly

- Buyers are independently to each other

- Growth of sales rely on continuous marketing investment

Pyramid Sales
- Manufacturer reaches seed buyers. Seed buyers reach more buyers

- Take advantage of buyer's social network

- Growth of sales rely on healthy 'pyramid ratio'

Viral adoption

Viral adoption:
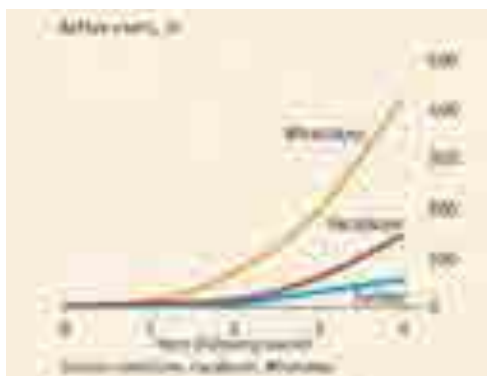
Traditional Model	Vs	Viral Model
• Service provider reaches users directly		• Service provider reaches seed users. Seed users reach more users
• Users are independently to each other		• Take advantage of user's social network
• Growth of user population rely on continuous marketing investment		• Growth of users rely on healthy 'viral coefficient'

Make the service socialized

$$Custs(t) = Custs(0) * \frac{K^{(t/ct+1)} - 1}{K - 1}$$

Custs(t): User amount after a certain period
Custs(0): Initial user amount
t: Time
ct: Cycle time
K: Virality Coefficient

Important:

- Virality Coefficient > 1
- Cycle time as short as possible

Make the service socialized

- Footer, signature (e.g. Hotmail, Outlook)
- Social network integration (e.g. Evernote+Facebook)
- Enable collaboration use cases (e.g. Dropbox request file)
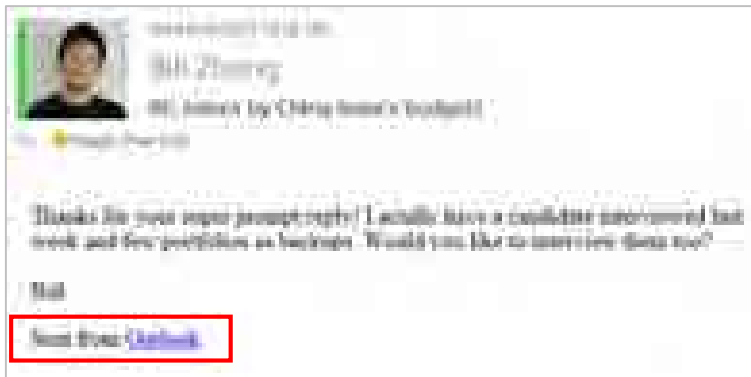
Make the service socialized

- Enable collaboration use cases (e.g. Dropbox request file)

2 Give incentive

User's behavior lifecycle

Influence other users

Know → Try → Use → Broadcast
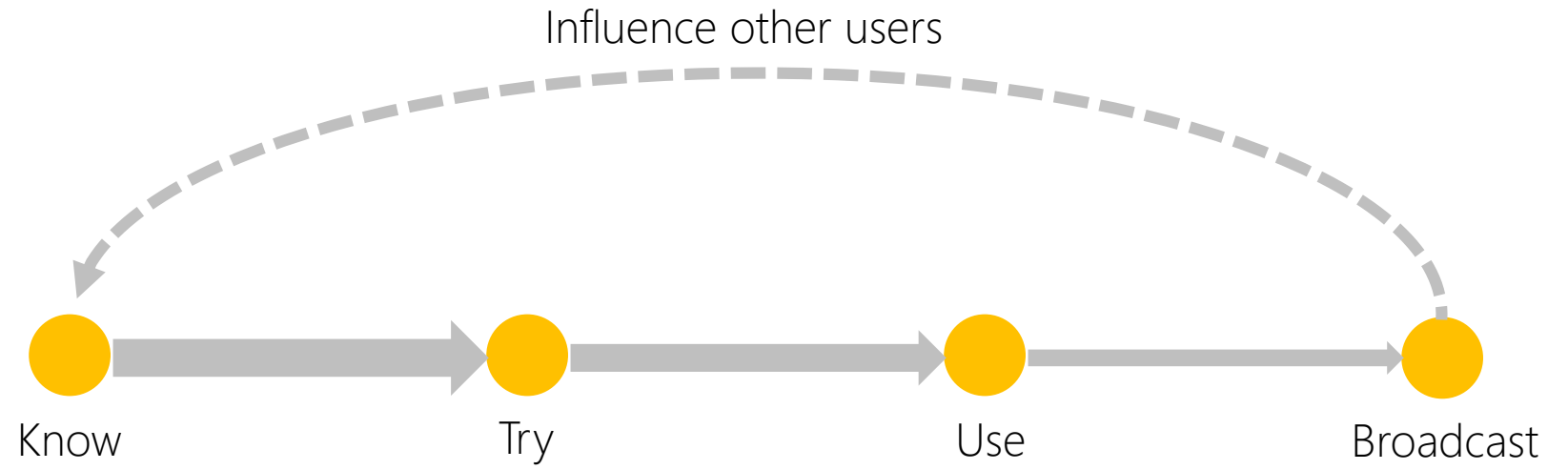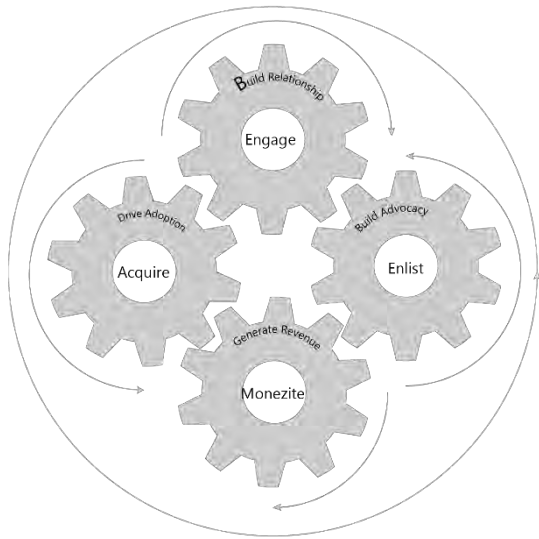
We want:

- Minimize loss of users in each stage.
- Maximize amount of new users influenced by each existing user
- Speed up this cycle

How to minimize user loss in each stage?

Influence other users

Know → Try → Use → Broadcast
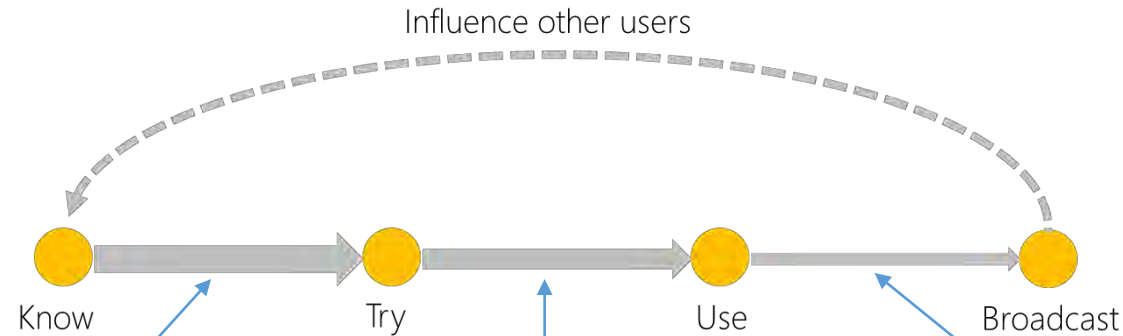
- "I understand the value of the product at a glance."
  e.g. apple's intro website

- "It is a pleasant experience of trying to use it."
- "I get to know it is exactly what I need."

- "I can't give up using it as that will cost me too much."
  e.g. accounts already known by friends/collaborators; lots of data/contents stored in our cloud...

Another important thing: Incentive

Influence other users

Know → Try → Use → Broadcast

?
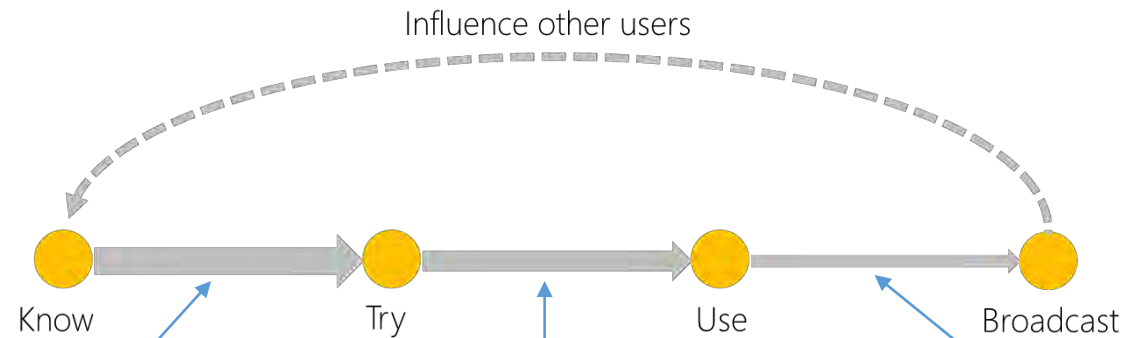
Incentive !

Material incentive

- Wechat 'red pack'
- "Golden Egg"
- Video chat with sexy girls
- Free minutes of skype call if sign up
- Download APP to get higher speed access
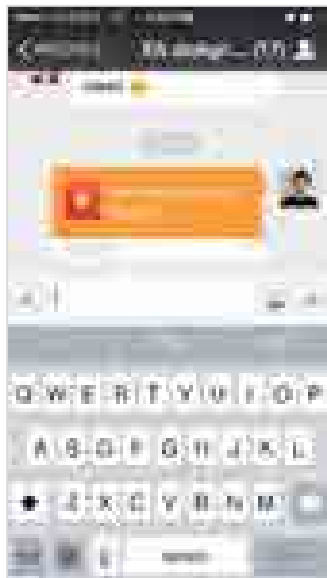
Emotional incentive

- HaoDaiFu:

3 Find the best timing for user's actions

Unfortunately, two thresholds we have to set:

Influence other users

Know → Try → Use → Broadcast

Sign up

Pay
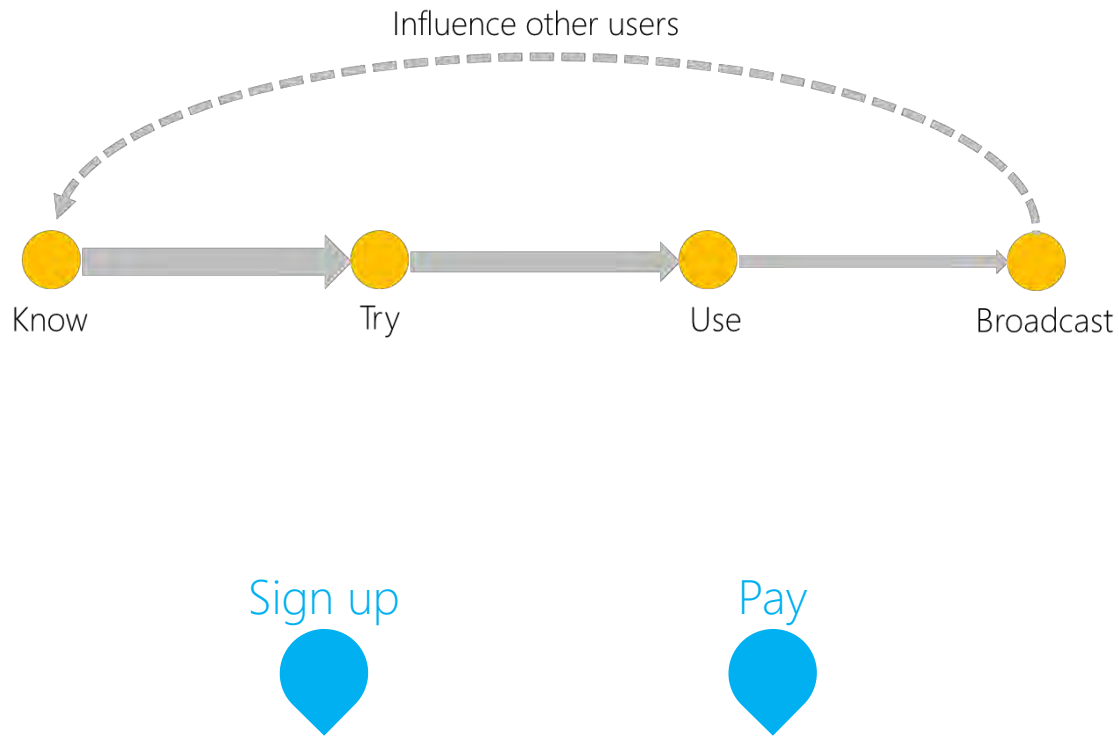
Approaches:

- Minimize the effort cost for user to complete these actions

  e.g. sign up with SNS account, phone number…

- Give enough incentives to motivate user

  e.g. Wechat encouraged users to sign up their band account by the idea of spring festival Hongbao
  e.g. Modao motivate users to sign up by allowing them protecting their design prototypes with password

- Find best timing for these actions

What are the best positions of the thresholds?

Influence other users

Sign up + Pay

Know — Try — Use — Broadcast

Influence other users

Sign up — Pay

Know — Try — Use — Broadcast

Influence other users

Sign up + Pay

Know — Try — Use — Broadcast
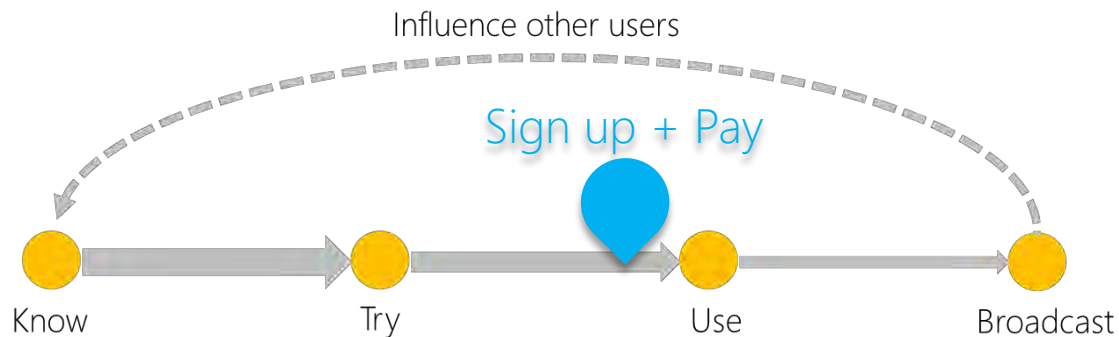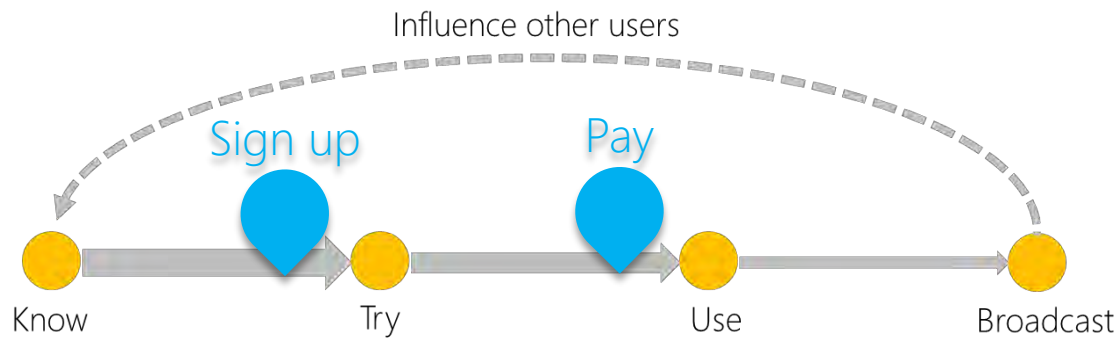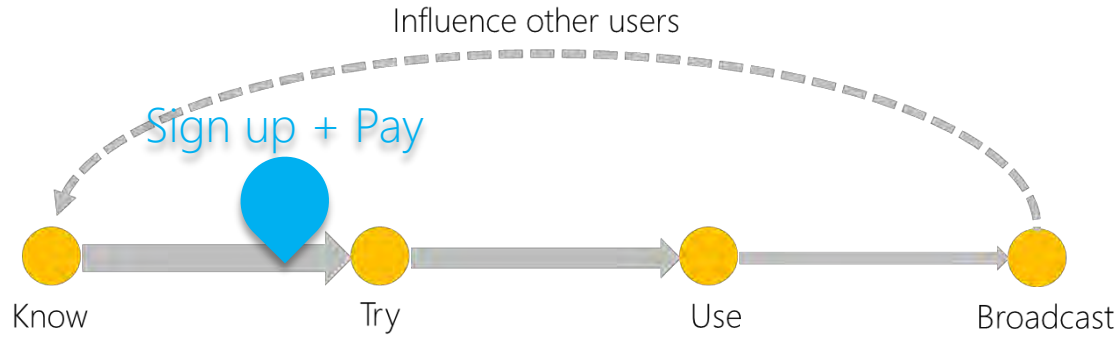
Criteria could be:

Which model can help on minimizing user loss and speeding up the cycle?

Quip mobile APP: Start using without account

Office 365 China EDU: Lesson Learned

Background:

- Target users: K12 teachers, students, parents
- Scenarios: communication, collaboration, sharing
- A product to bridge the gap of school's scenarios Vs Office365's generic experience
- Cross-platform solution
- Mobile client is based on Wechat enterprise account

Office 365 China EDU: Lesson Learned

Two thresholds for adoption:

- Follow Wechat enterprise account
- Bind(sign in) Office 365 account

Original design:

| followed Wechat account | → | Bind Office 365 account | → | Receive notifications | → | Read messages |

Office 365 China EDU: Lesson Learned

Data Telemetry findings from pilot school:

- Significant amount of prospective users quit before the second threshold (Office365 account binding)

Amount of users

100% ---------- Users being reached

84% Users successfully followed Wechat account

42% Users successfully bind Office365 account

UX flow
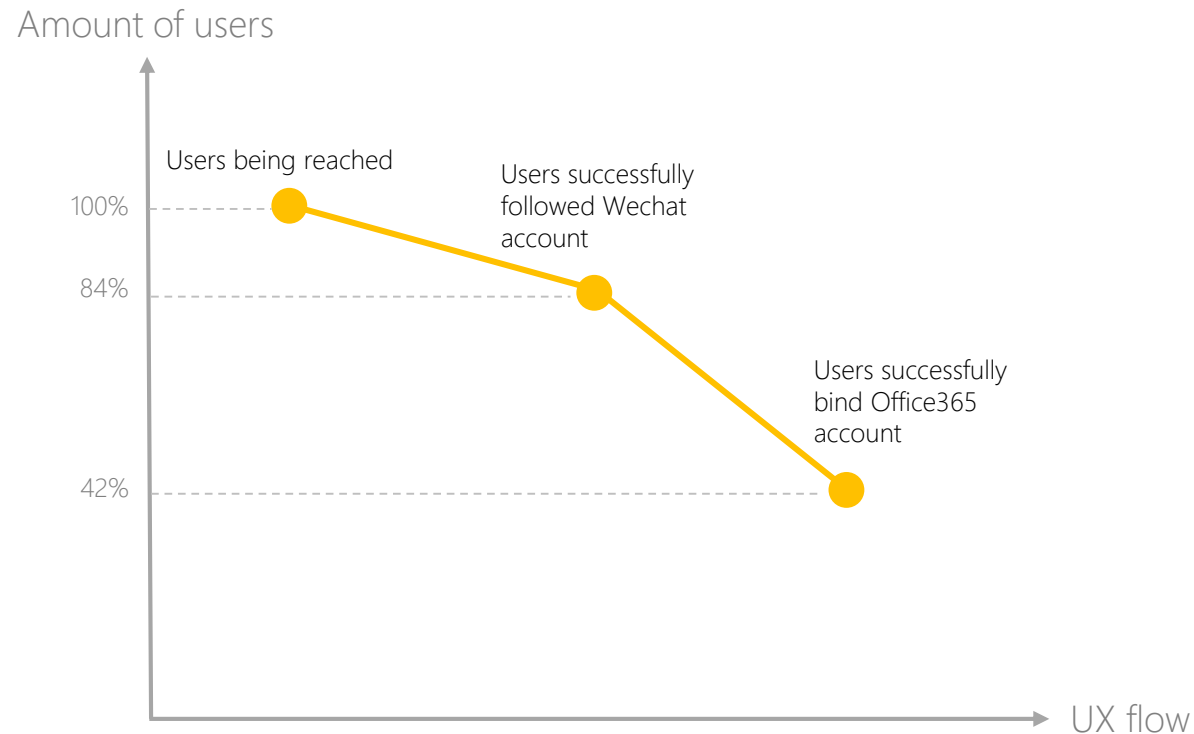
Office 365 China EDU: Lesson Learned

Revised design:

User's Emotion Curve

Willingness of exploration

Then ask user to complete a bothering task

Turn up the willingness by a trigger

UX flow
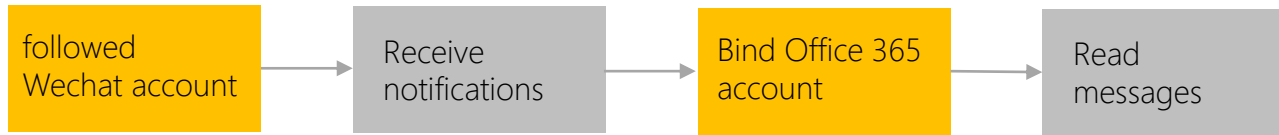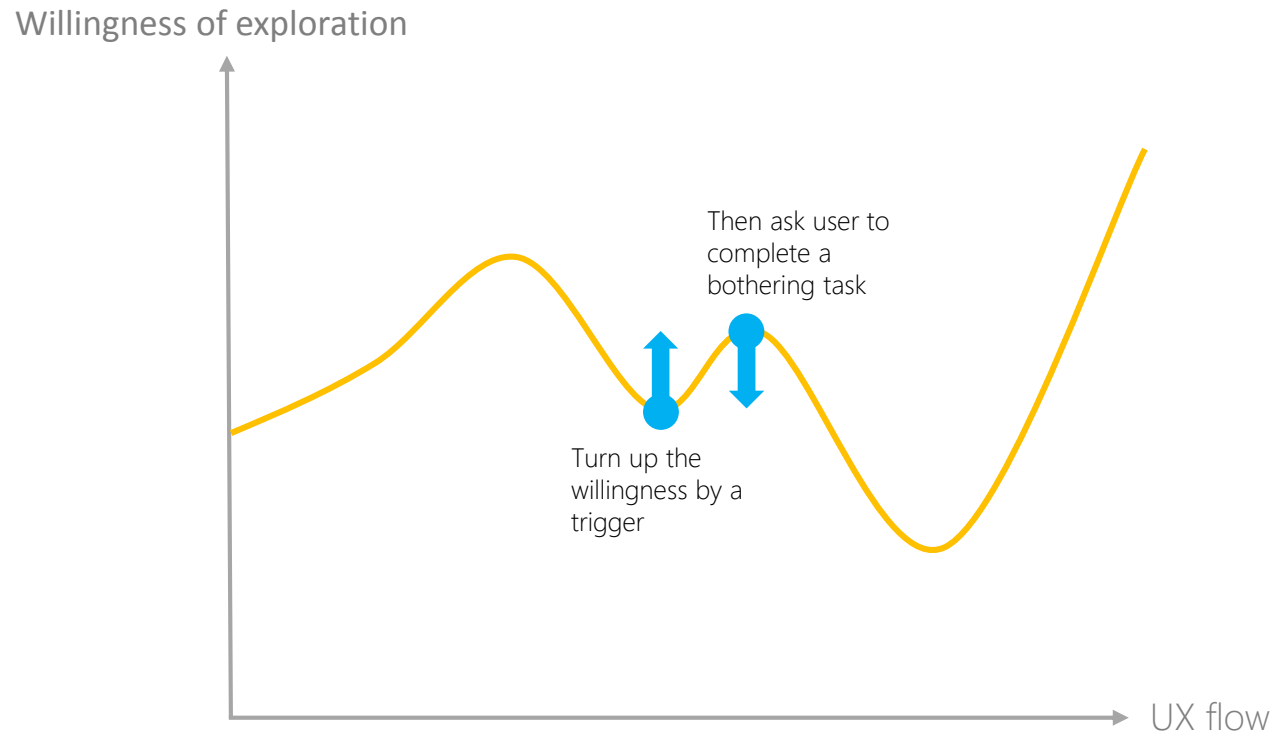
Impact factor of going up:

- Find a useful feature
- Experience a friendly interaction
- Be given an incentive
- Need to complete a task
- ...

Impact factor of going down:

- Sign up, sign in
- Payment
- Experience bad usability
- ...

How to speed up the cycle?

Influence other users

Know → Try → Use → Broadcast
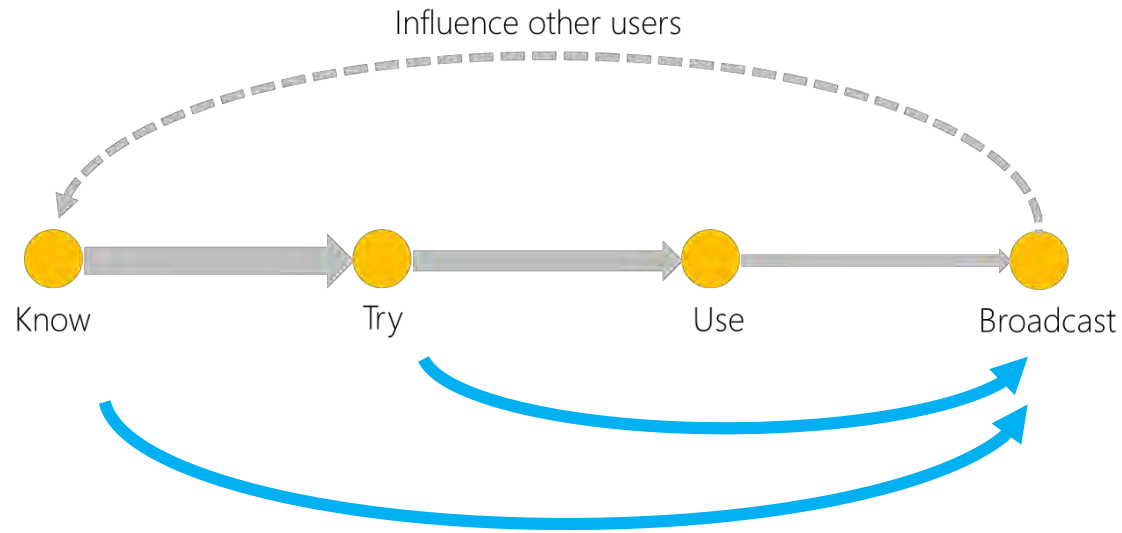
Approach:

- Set some incentives to encourage users start share/broadcast even before they sign up or pay

  e.g. To get free trial period, invite 3 friends

Quip: Invite friends when on-board

Slack: Start from joining or creating a team

4 Utilize existing resource

Existing Resource:

Contents	Social Connections	Entry Points

Contents
- Notes
- Photos/videos
- Emails
- ……

Social Connections
- Phone contacts
- Facebook connections
- Wechat friends
- MoMo contacts
- ……

Entry Points
- Existing APPs
- Wechat
- Email
- SMS
- Physical world
- ……

Never start from zero!

Utilize existing contents

- Quip: Invite to forward existing emails to Quip

Utilize existing social contents

- WeChat: Lookup phone contacts
- Tinder: Leverage existing Facebook network

Utilize existing entry points

- Wechat-to-OneNote
- QR code scanning

5 Offer frictionless on-board experience

Offer frictionless on-board experience

- Start from minimal input
- Straightforward and simple flow
- Highlight cool things
- Tailored experience for new users

Start from minimal input

- Signing up starts with only email address (Instagram)
- Sign up by SNS account
- Username auto suggestion (Twitter)
- Magic link (Slack)
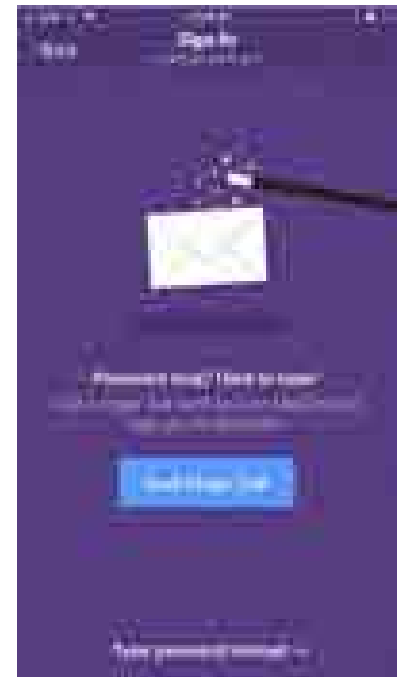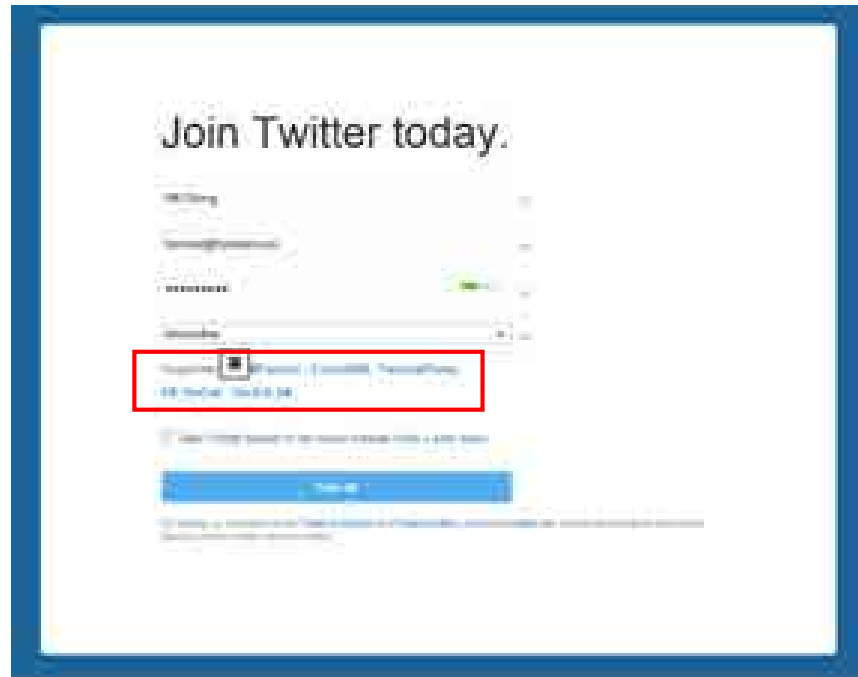
Straightforward and simple flow

- Clear navigation
- Show sign-up by default rather than sign-in
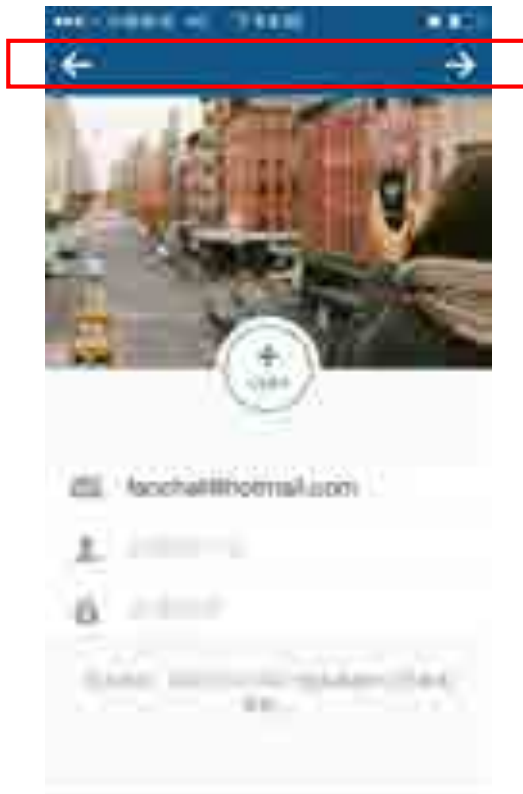
Highlight cool things

- Friendly tips (Quip)

Tailored experience for new users

- Filtered initial contents according to user's browser history (Twitter)
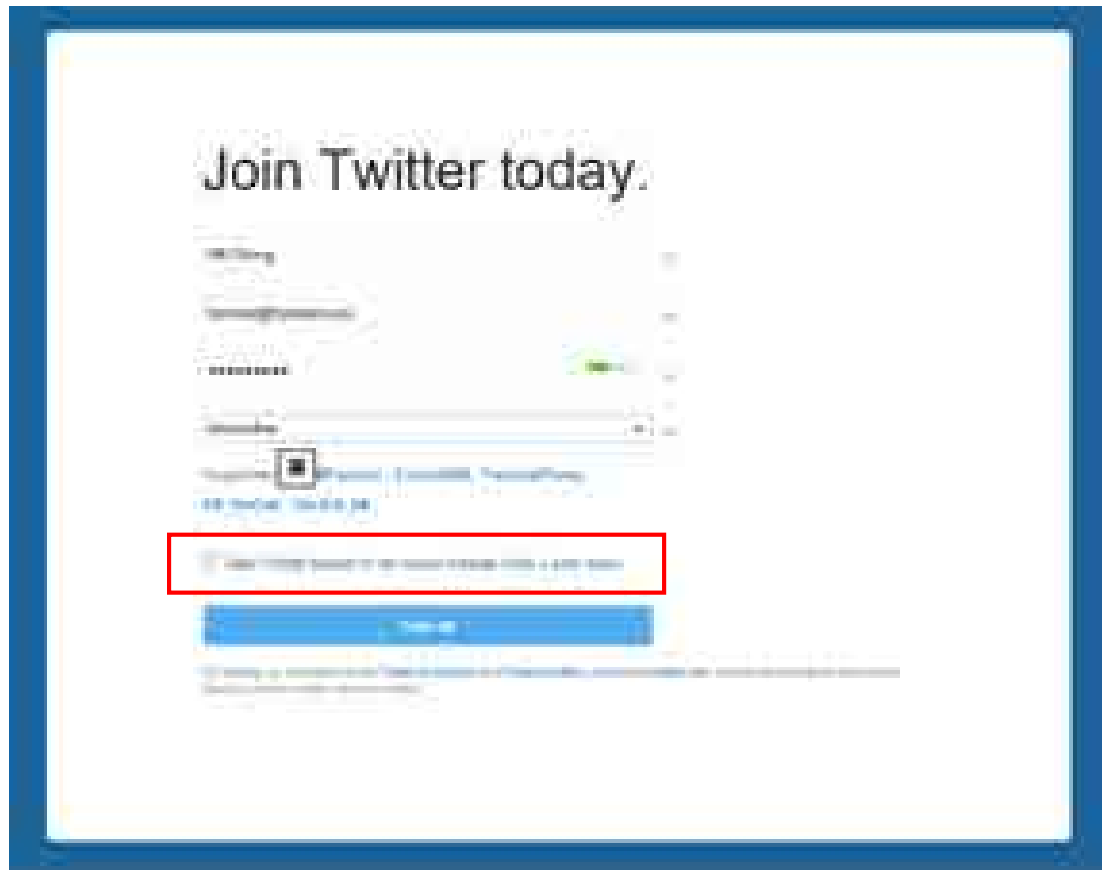
6 Connect to the real world

Real world Vs Internet world

	Real world	Internet world
Social connection	Stable	Relatively random
Trust	Higher	Lower
Emotion	Higher	Lower
Needs	Inherent	Nice to have
......	......	......

Connect to the real world

- Use real world identity
- Make influence by activities of real world people
- Take advantage of real world channels

Use real world identity

- Sign up by real name (Facebook)
- Sign up with phone number (Wechat)

Make influence by activities of real world people

- Show neighbors' activities (NextDoor)
- "Big V" (Weibo)
- Emails from people who look valuable (YouShi)

Take advantage of real world channels

- QR code scanning
- Send physical post card (NextDoor)

7 Build emotional communication

China EDU: Different wording of SMS

Build Emotional Communication

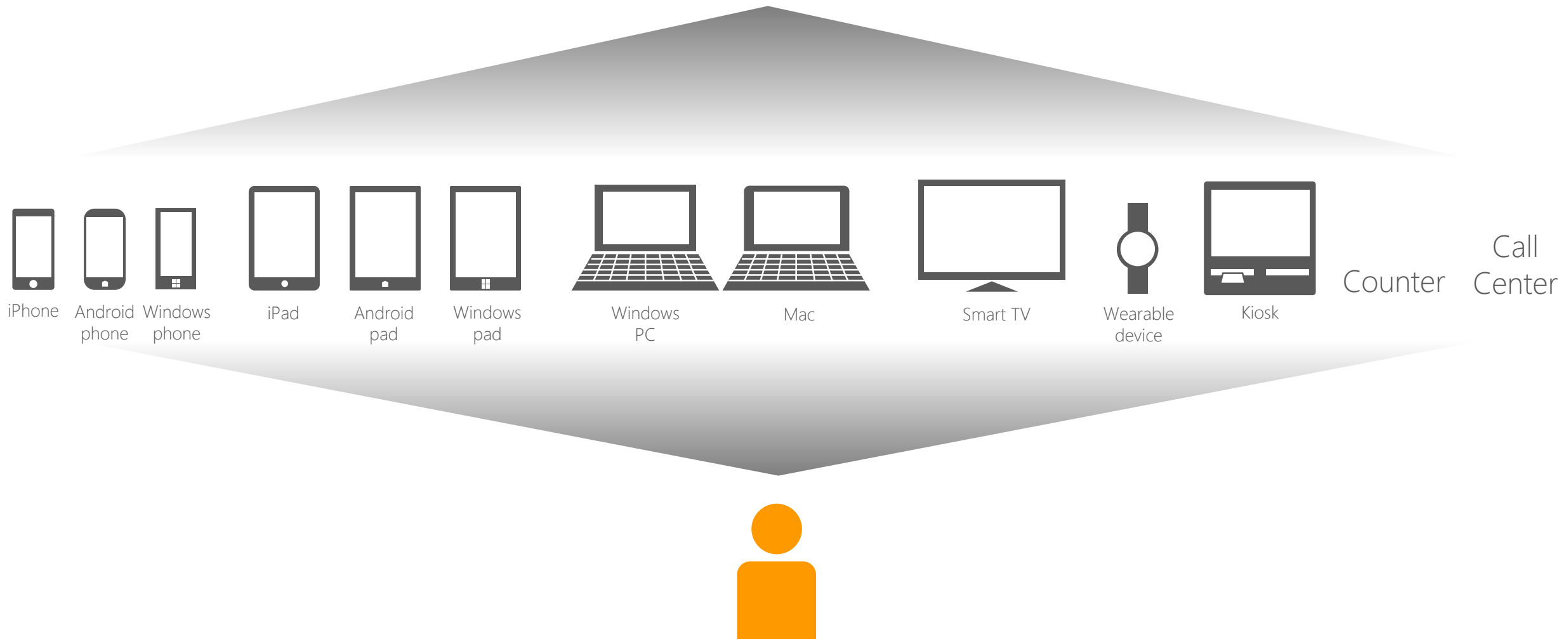- Use 1:1 voice, show your sincerity

8 Make the cross-channel experience seamless

Multiple channels

one service

iPhone Android phone Windows phone iPad Android pad Windows pad Windows PC Mac Smart TV Wearable device Kiosk Counter Call Center

Multiple channels

- Online / Offline
- Different devices (Phone, PC, watch...)
- Web / App

Why cross-channels?

- User's need

- Business need:
  - Provide users better experience (e.g. PC->mobile->watch)
  - Dominate users' more time
  - Let more features reach users (e.g. mobile->PC)
  - From acquiring user to keeping user (e.g. mobile ->PC)

Office Online

Office App Clients

Interactive Session: Web Vs App

What are the pros & cons of Web/App?

Web Vs App

Web	App
+ Easy access	− Download/install effort
+ Cross-devices	− Device specific
+ Quick iteration	− Slow iteration
+ Seamless cross-site experience	− Limitation on cross-app experience
− Comprised usability	+ Good usability
− Low loyalty	+ High loyalty

Goal

Web

App

- Better usability
- Higher loyalty
- More features

- Flexible access
- Higher loyalty
- More features
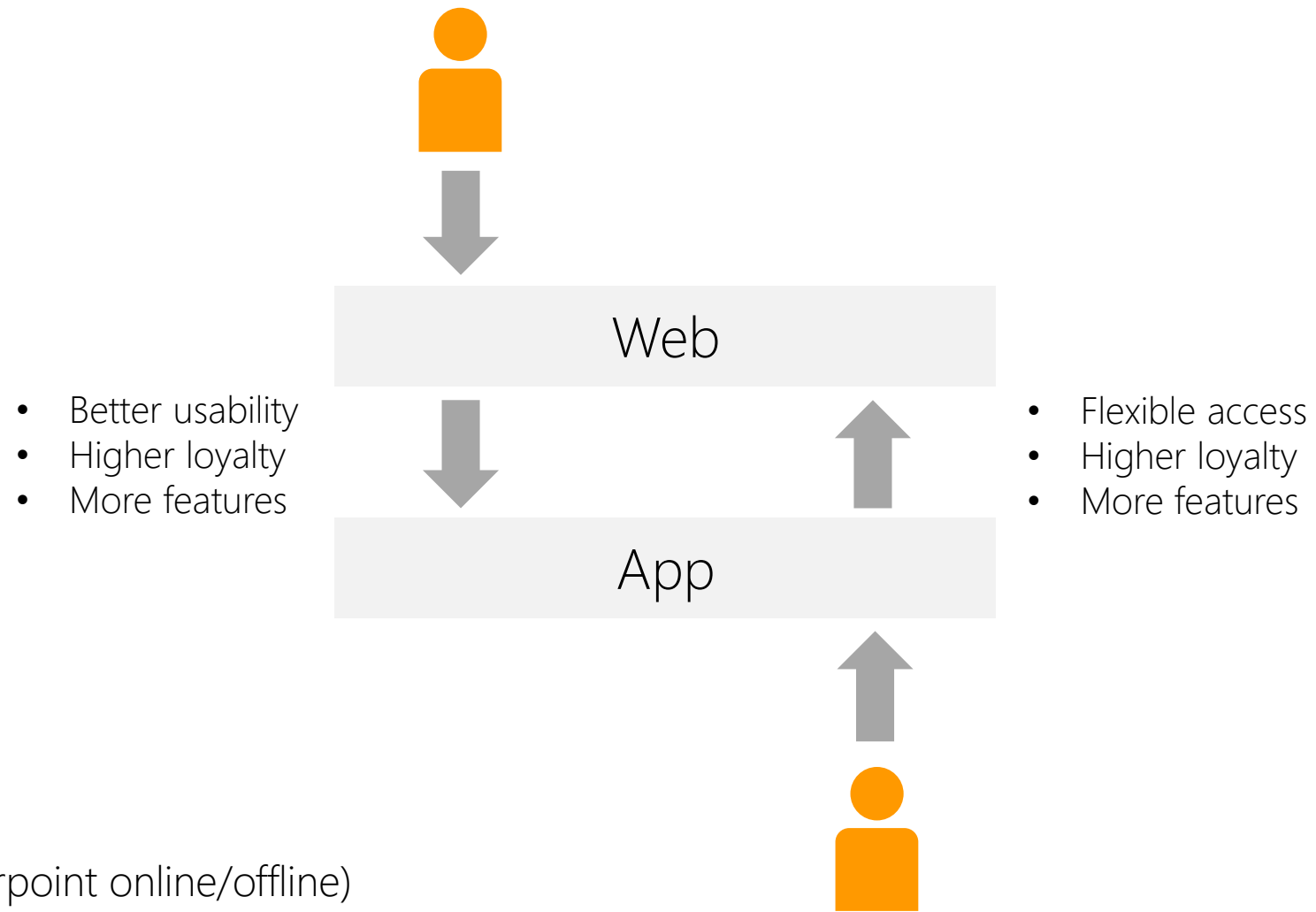
(Case sharing: Powerpoint online/offline)

Design seamless transition: find proper touch points
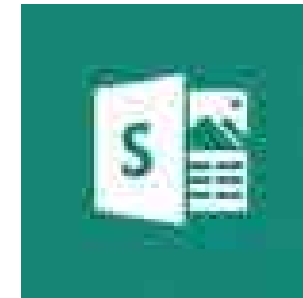
Design Game

Design Game

Time: 30mins
Task: Propose solution of a whole user experience lifecycle for Sway
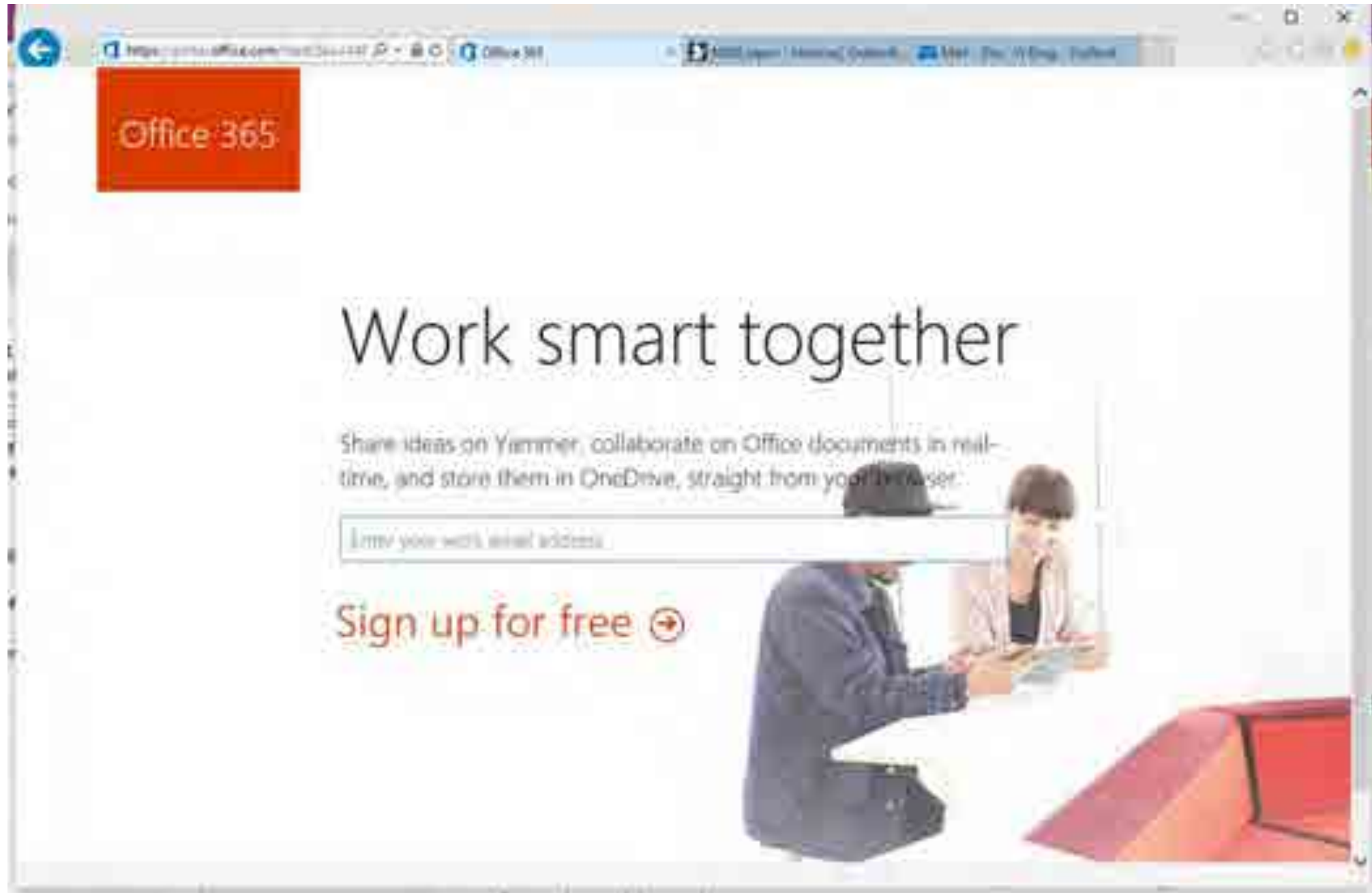Output: Storyboard of a user's end-to-end journey

Example of storyboard

https://sway.com/

Examples:

Office 365
new sign up
case share

Step 1
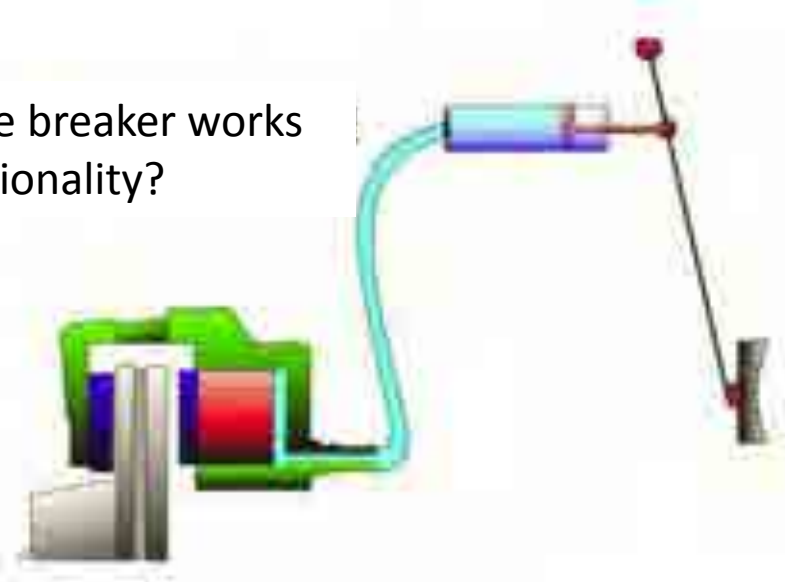Sign in

Step 2
Set up

Step 3
First feature introduction

Step 4

3. Identity and context

There always a gap between how you design your product with how user perceive your product?

How the breaker works in functionality?

How user think how it works?

Step on to stop

What's Office in real – (Product model)

Office clients apps
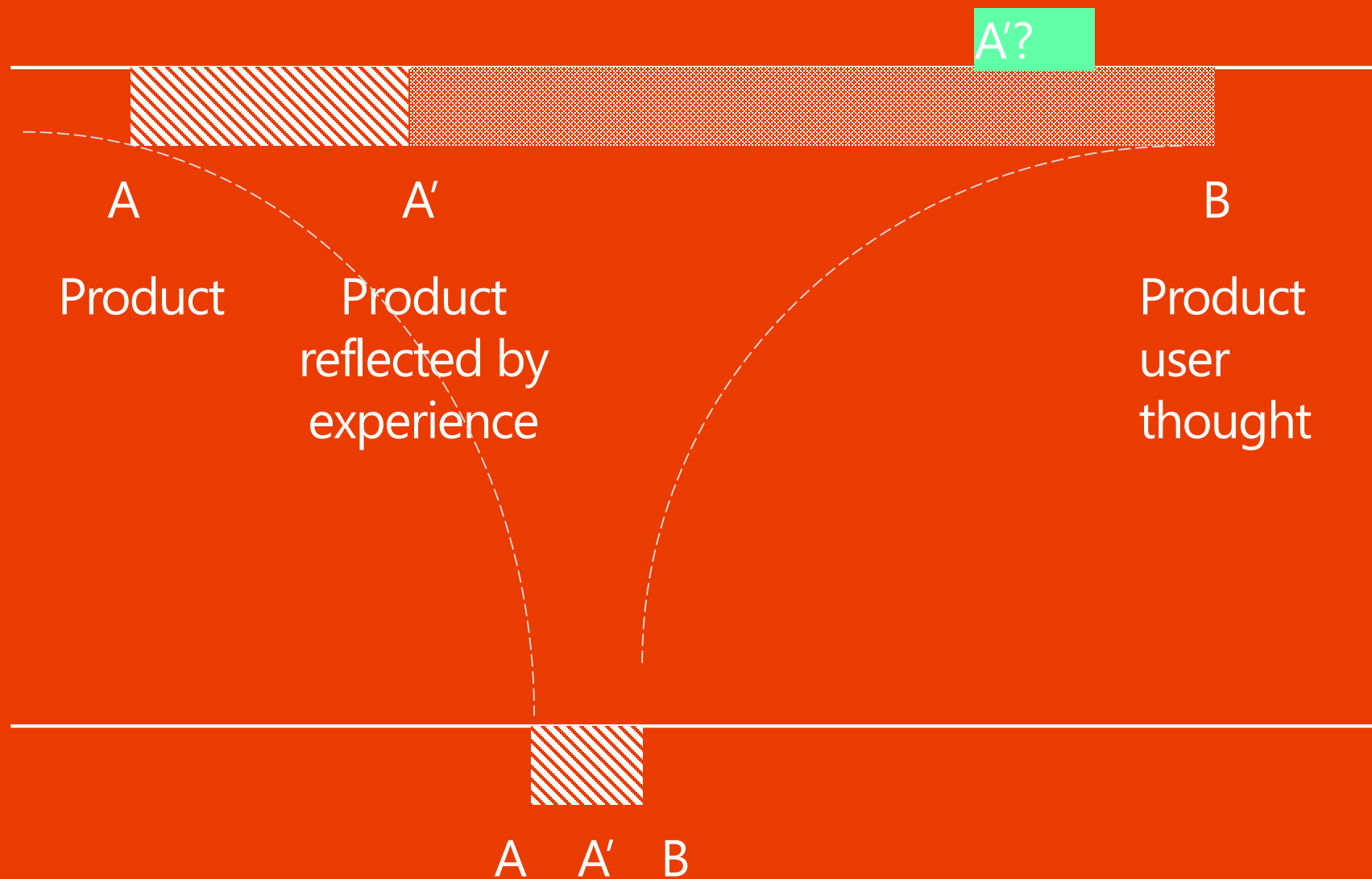Value Office online apps like Delve and survey
Cross suite services like PAW, Modern group, office now
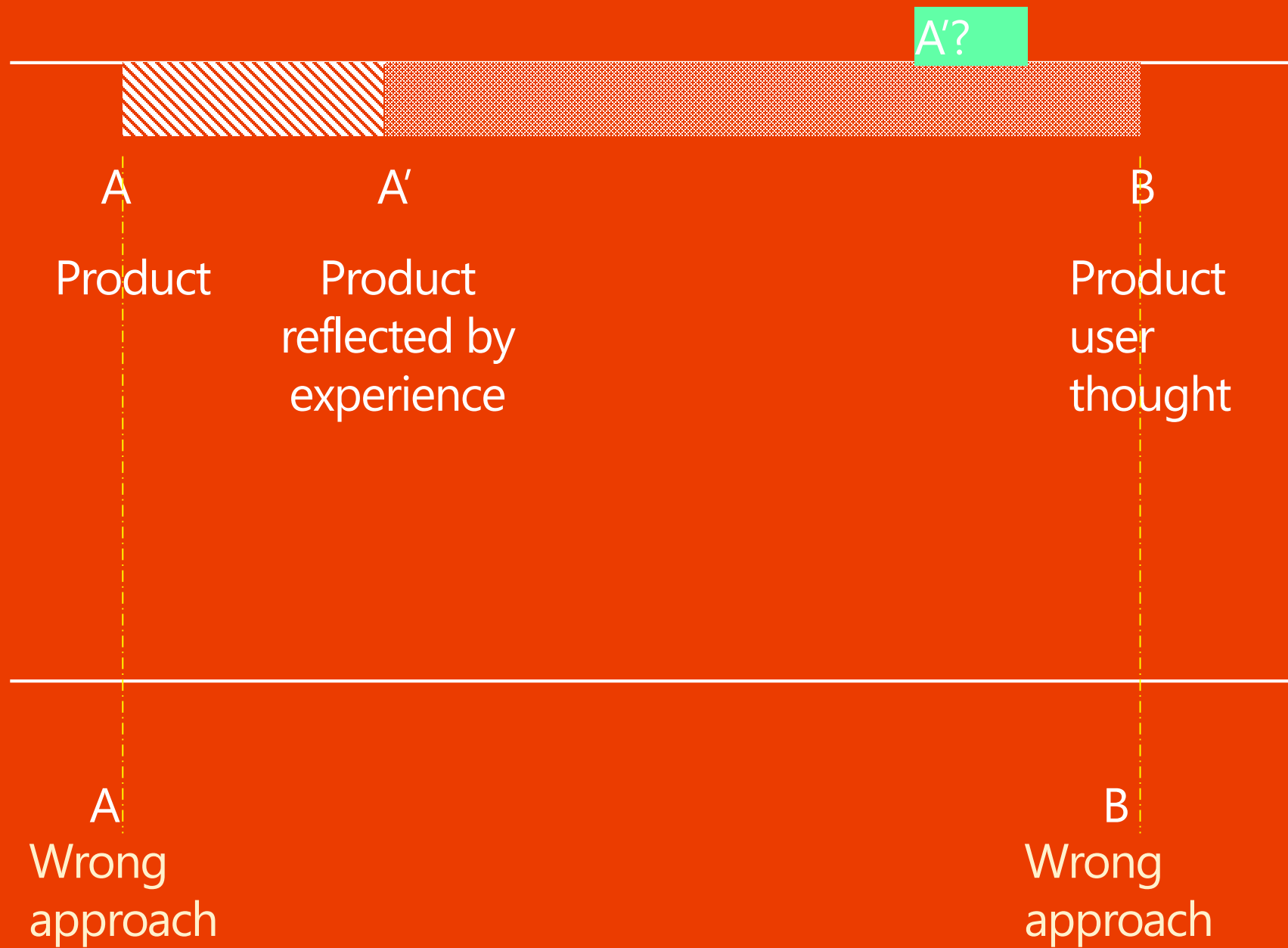Mobile apps including Universal apps and ios , android

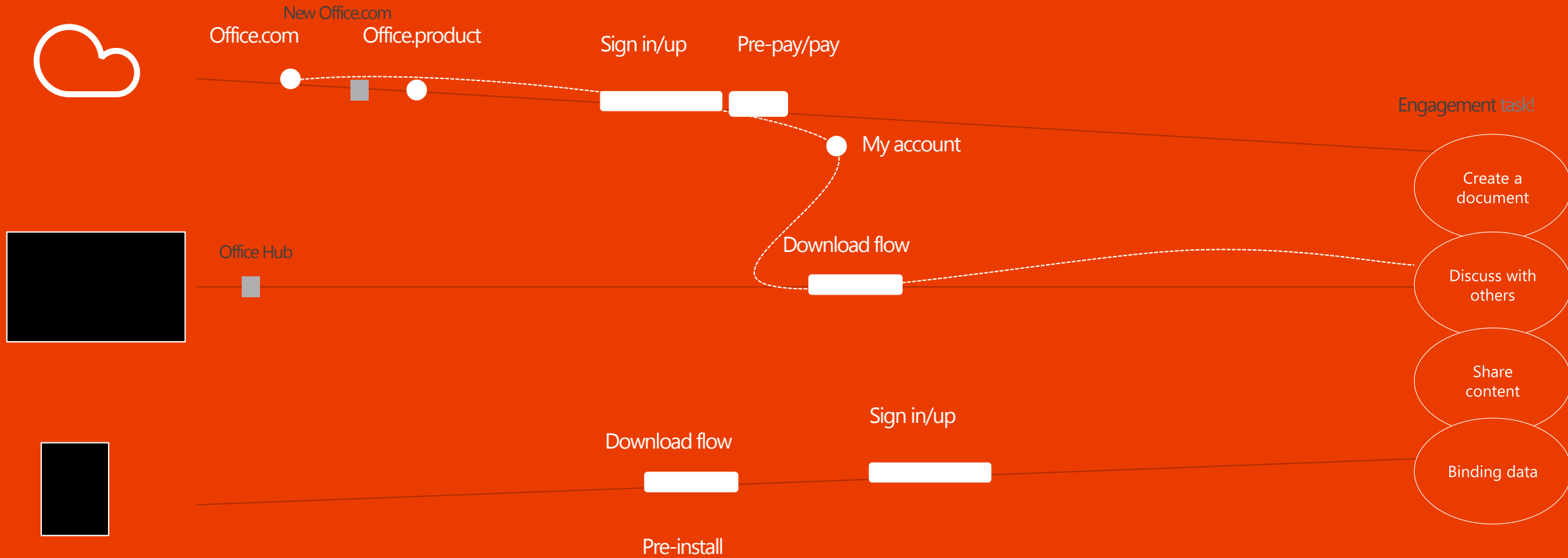## What's Office in user perception -(User mental model)

WPX on clients
? Need deep research here

A'?

A

Product

A'

Product
reflected by
experience

B

Product
user
thought

A A' B

New Office.com

Office.com   Office.product   Sign in/up   Pre-pay/pay

Engagement task!

My account

Create a document

Office Hub

Discuss with others

Download flow

Share content

Download flow   Sign in/up

Binding data

Pre-install

Thank You

Bing

yibzhu@microsoft.com

bizhong@microsoft.com

Perfect Customer Lifecycle
from Geoffrey Moore

Engage
Build relationship

Acquire
Drive adoption

Enlist
Build advocacy

Monazite
Generate revenue
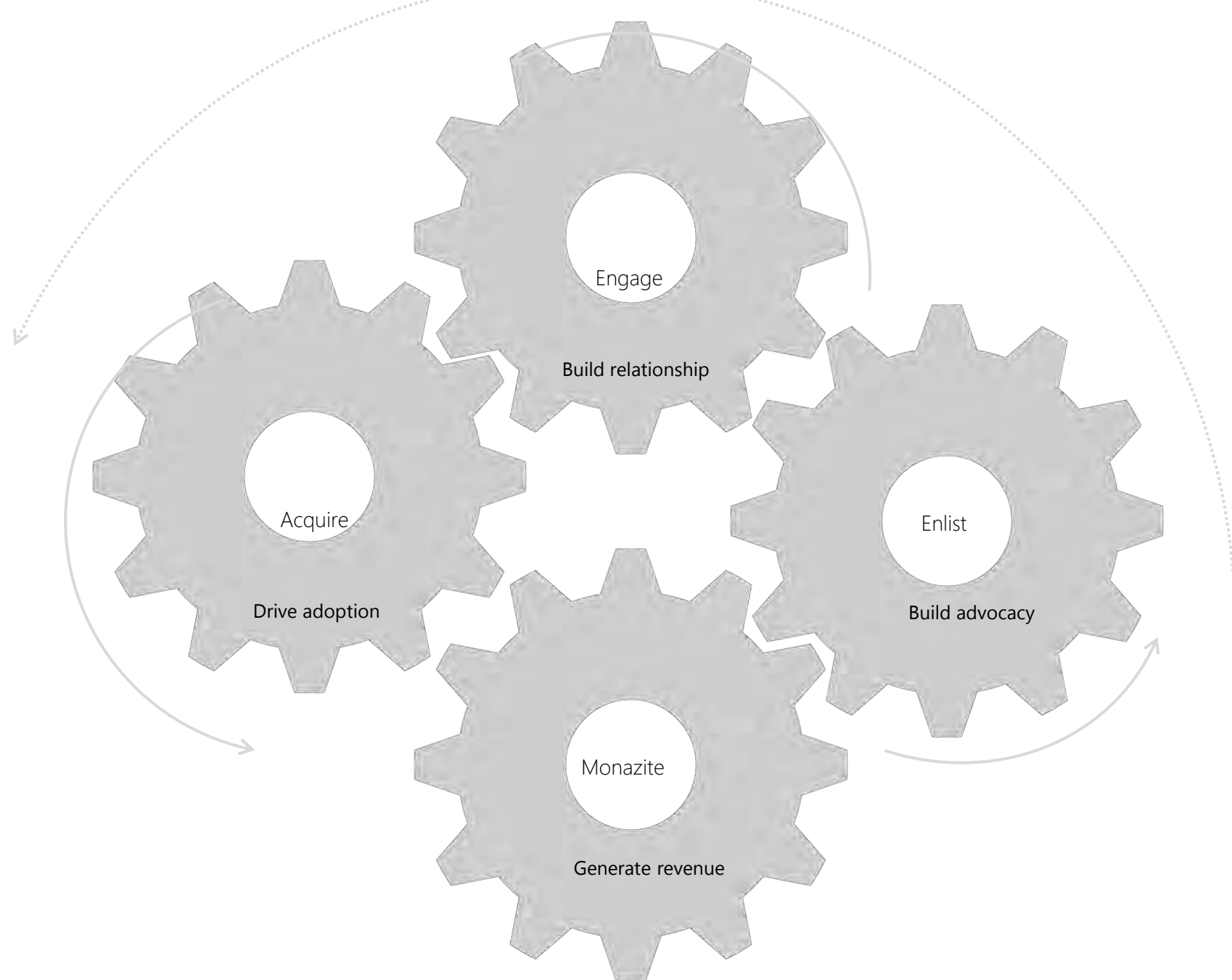
Geoffrey Moore's " Perfect customer lifecycle"

IXDC
国际体验设计协会

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产品设计与创新——北京
10月：领军人才班
国际用户体验领军人才班——各地巡回
11月：大会
2015国际设计思维大会——深圳
国际考察
服务设计之旅——西班牙
12月：大会
2015国际产品经理大会——杭州
01月：国际考察
创新设计之旅——美国