



CO-DESIGNING WITH USERS

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UX designer at Kistler

Intro

Currently - UX Designer in Kistler

Kistler is the global leader in dynamic measurement technology for measuring **pressure, force, torque and acceleration**.



Automotive Research & Test



Industrial Process Control

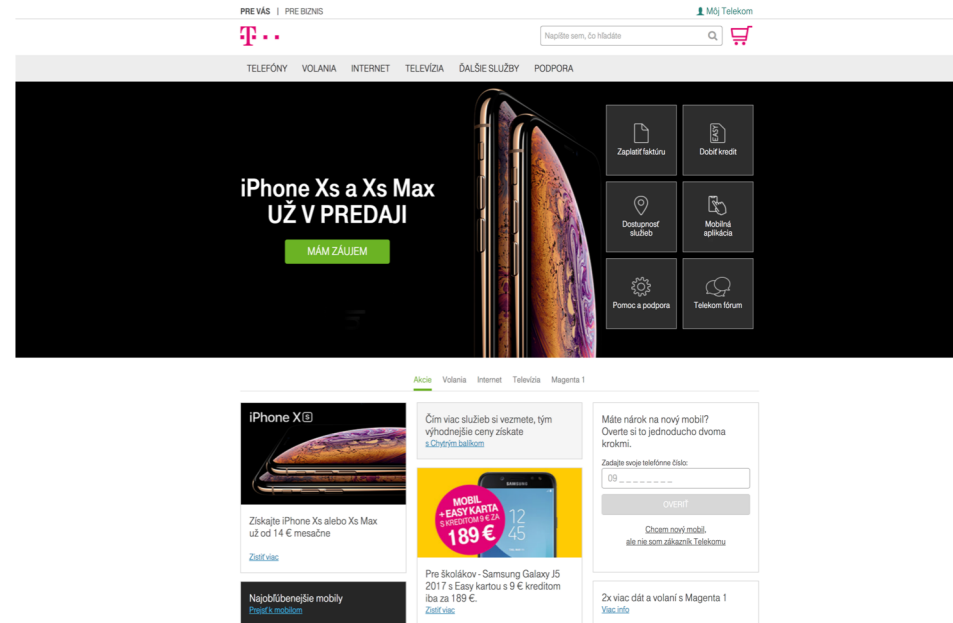


Sensor Technology

KISTLER
measure. analyze. innovate.

Previous - UX Designer at Telekom

Telco operator offers innovative products and services for fixed networks, mobile communications, Internet life and TV entertainment.





Agenda

- Ultra-short intro to Telekom selling strategy
- Case study: Redesigning IA in Telekom
- Case study : When even a small change does matter
- Case study : What we have learnt from forms



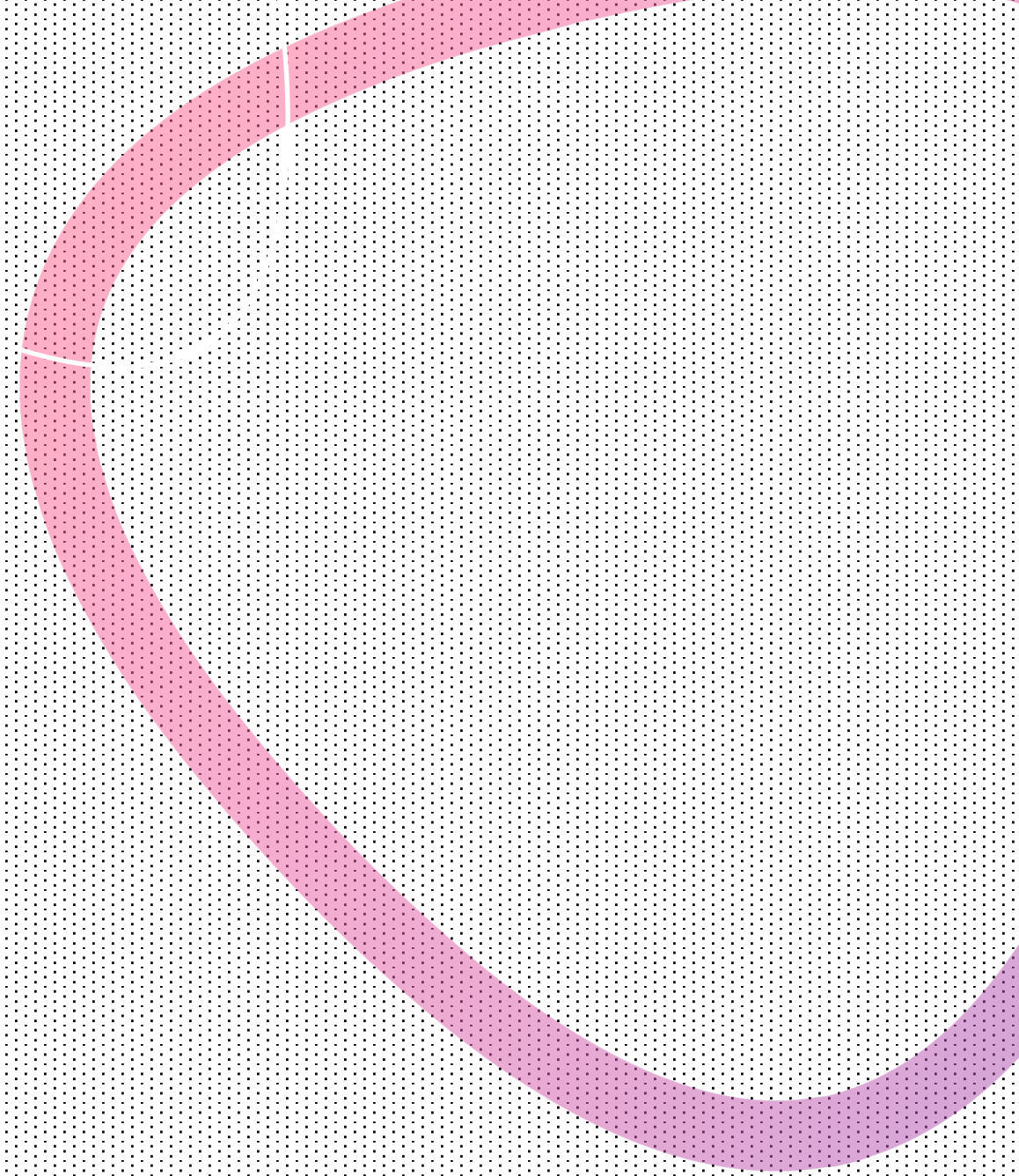
Telekom is not only selling mobile plans and smartphones...

For core products Telekom have two online selling scenarios (both E2E online):

- Mobile – monthly plans and phones
- Fix - for products including internet, television and landlines

Other products and services are selling through forms and CMB - Purchases are subsequently handled by representatives that ask customers for addition information to finish their order (generally used for non-core products or in special cases).

Case study: Redesigning IA in Telekom



What was the
our goal?

- Have more efficient IA
- Have IA with better UX
- Have supporting data for our negotiations with product dept. about naming products

How were we doing that ?

- We used 2 methods: Treejack testing & Card sorting
- We used online tool – optimalworkshop.com
- Tester - Telekom Family Testers & users from Telekom forum
- 80 participants, 14 questions
- Duration of 1 month
- Redesigning's output is the current version on Telekom's website

How interactive questionnaire could look like?

Task 2 of 4[Skip this task](#)

Check to see if you can access mobile broadband from your house.

▼ BananaCom Homepage

Cell Phones & Plans

Home Phone

Internet

Premium Services

My Account

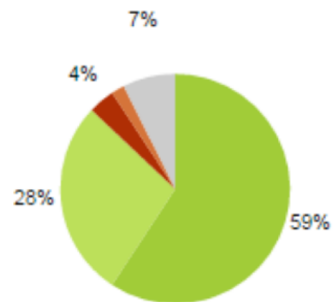
Help & Support

When product is on right place in IA

2

2. Chcete zaplatiť faktúru. Kde by ste na stránke túto možnosť platby hľadali?

✓ Môj Telekom



Success	Direct	32	47	59%	87%
	Indirect	15		28%	
Fail	Direct	2	3	4%	6%
	Indirect	1		2%	
Skip	Direct	4	4	7%	7%
	Indirect	0		0%	

View the Pietree

Success



Directness



Time Taken



8

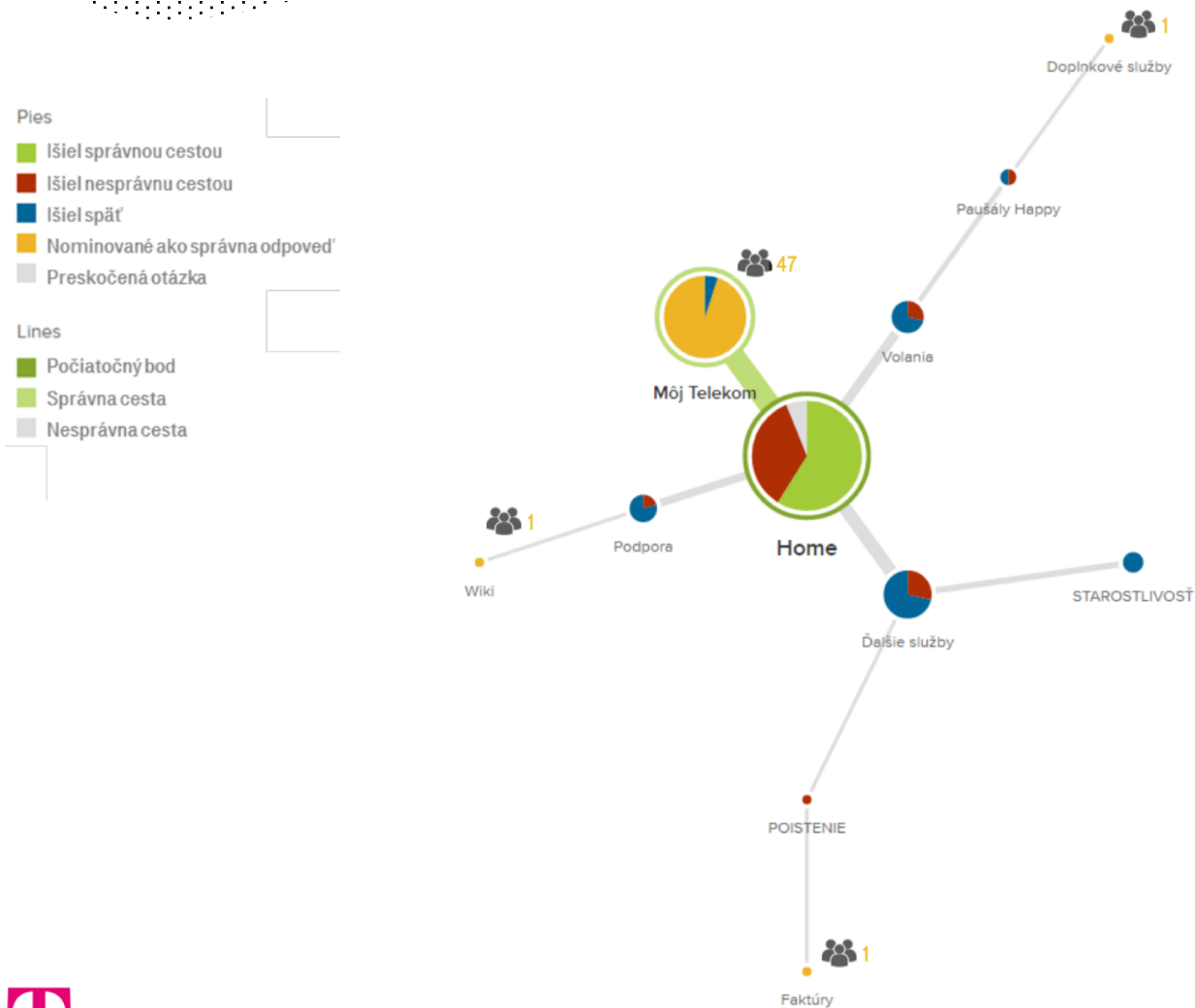
OVERALL



LIFE IS FOR SHARING.

25.02.2015

When product is on right place in IA -chart



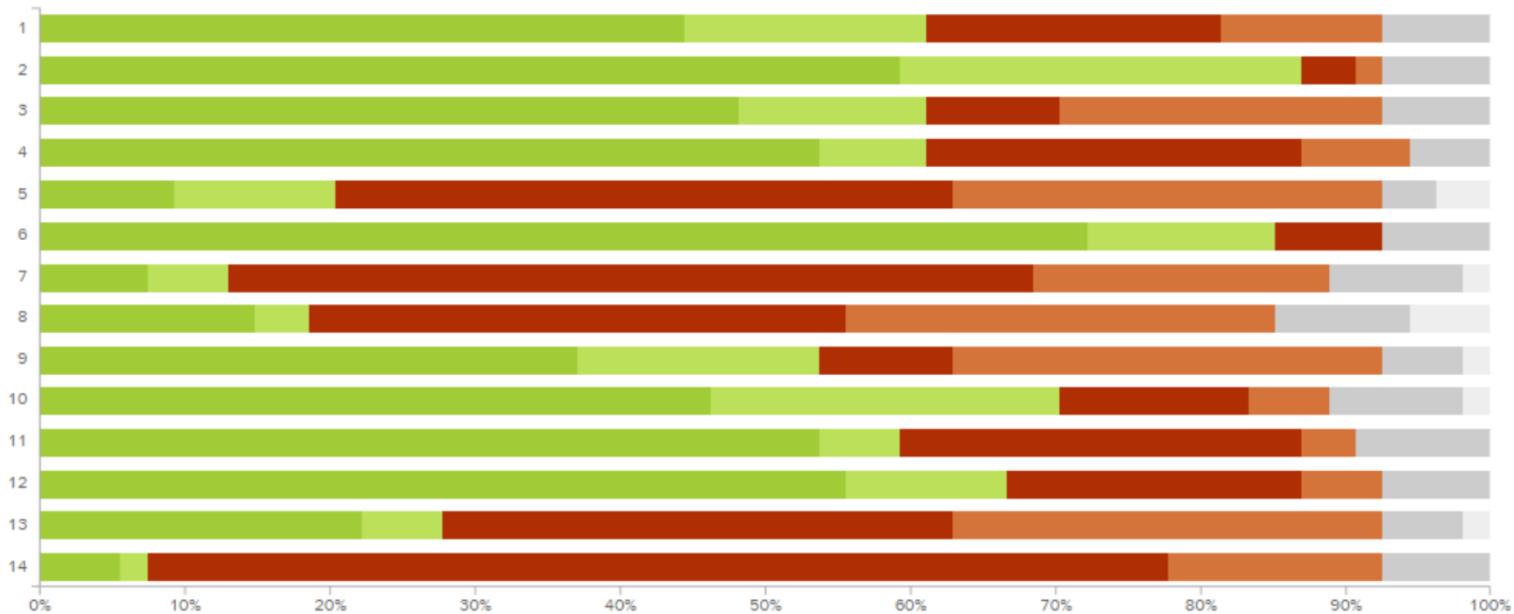
Chcete zaplatiť faktúru. Kde by ste na stránke túto možnosť platby hľadali?		Visited first	Visited during
01	Volania	5%	11%
02	Internet		
03	Televízia		
04	Ďalšie služby	16%	20%
05	Podpora	5%	8%
06	Môj Telekom	43%	64%

■ Správna odpoveď
■ Frekvencované odpovede



Overview

Task



Overall

Success



Directness



Time Taken

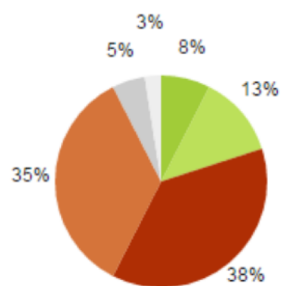


- Direct Success
- Indirect Success
- Direct Failure
- Indirect Failure
- Direct Skip
- Indirect Skip

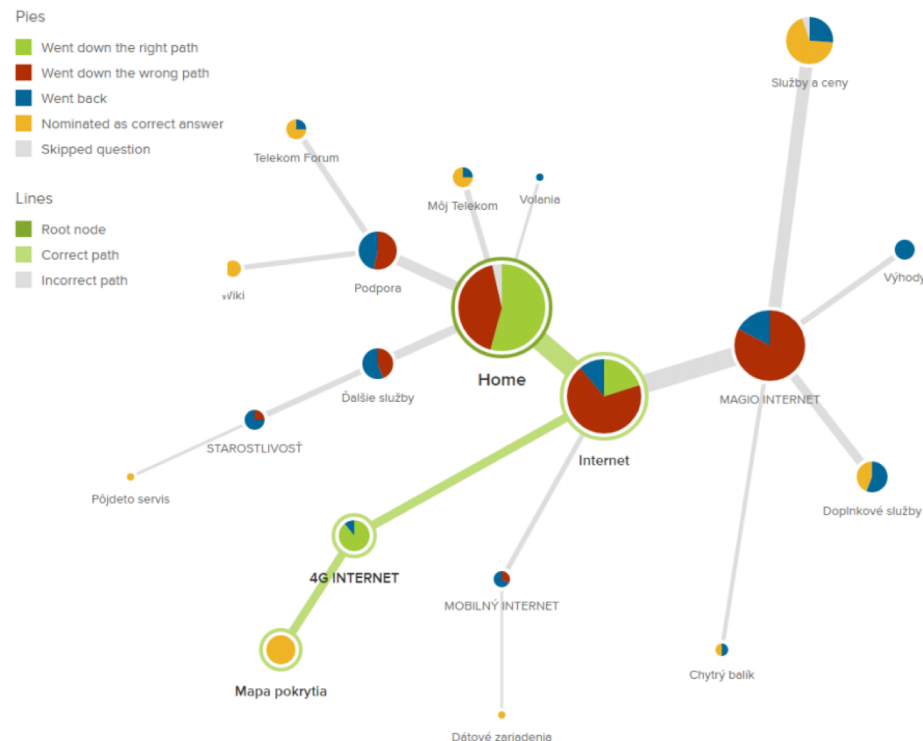
Users couldn't find map of internet coverage

5. Chcete vedieť či je Vaša ulica pokrytá optickým internetom. Kde na stránke by ste túto informáciu hľadali?

Internet > 4G INTERNET > Mapa pokrytia



Success	Direct	3	8	8%	20%
	Indirect	5		13%	
Fail	Direct	15	29	38%	73%
	Indirect	14		35%	
Skip	Direct	2	3	5%	8%
	Indirect	1		3%	



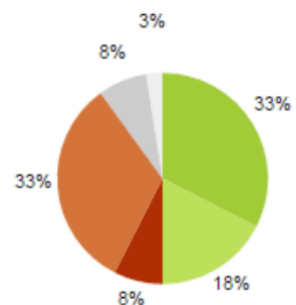
LIFE IS FOR SHARING.

25.02.2015

The longest task for user was find portage to telekom

9. Chcete si preniesť číslo do Telekomu od iného operátora. Kde na stránke by ste prenos uskutočnili?

Volania > Paušály Happy > Prenos čísla



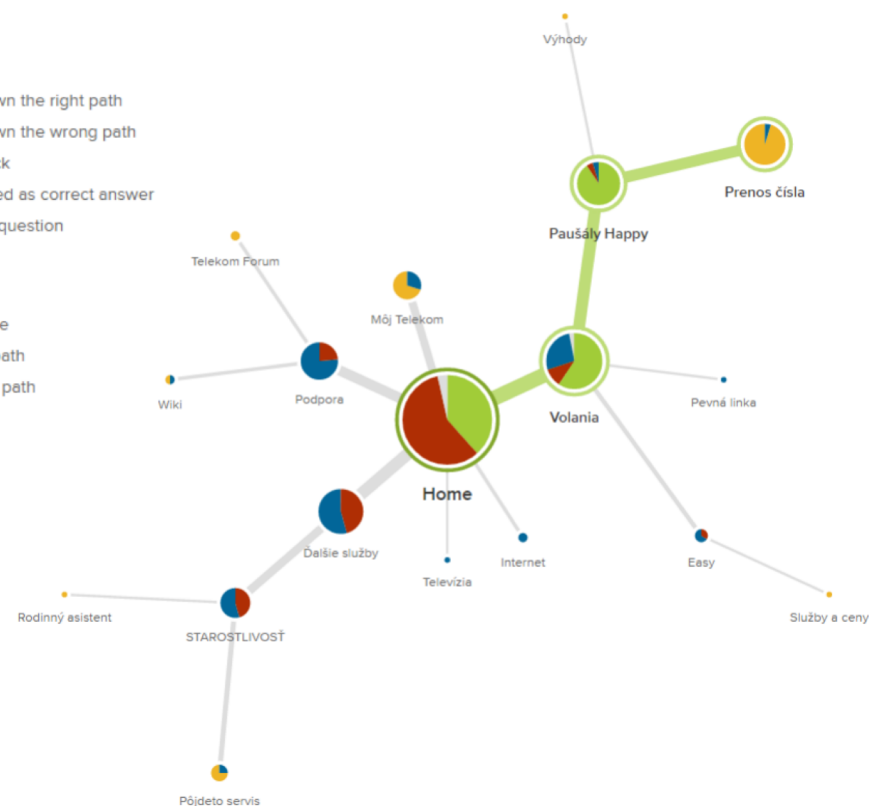
Success	Direct	13	20	33%	50%
	Indirect	7	7	18%	
Fail	Direct	3	16	8%	40%
	Indirect	13	16	33%	
Skip	Direct	3	4	8%	10%
	Indirect	1	1	3%	

Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines

- Root node
- Correct path
- Incorrect path



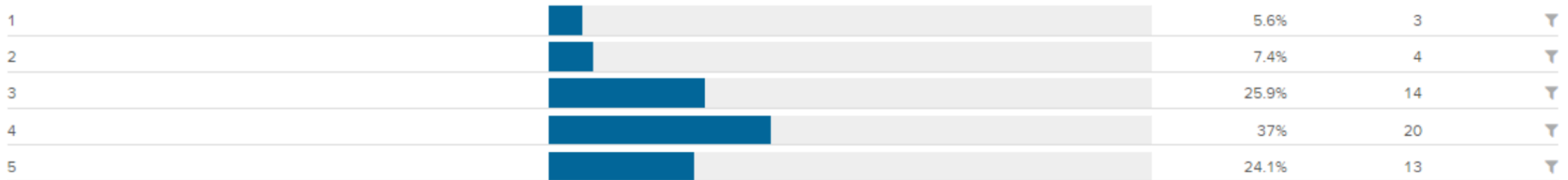
LIFE IS FOR SHARING.

25.02.2015

Small icebreaker on the beginning..

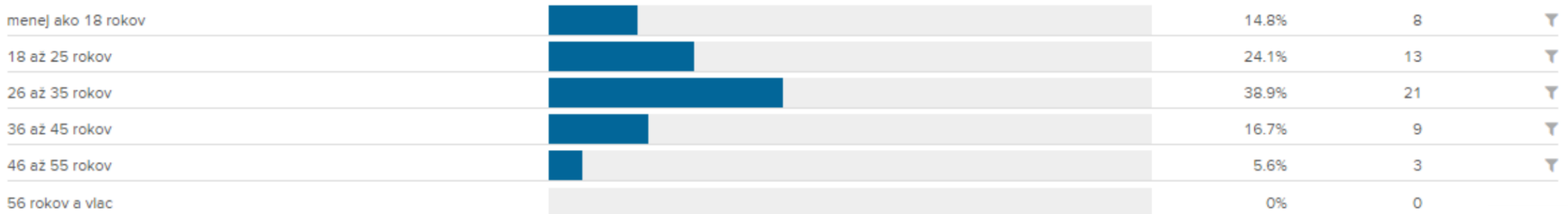
1. Aký ste mali deň? (5 znamená najlepšie)

Multiple choice, single answer (radio select) - required



2. Aký je Váš vek?

Multiple choice, single answer (radio select) - required



Small icebreaker on the beginning..

3. Aký máte vzťah k novinkám?

Multiple choice, single answer (radio select) - required

Musím mať každú novinku ako prvý.	<div><div></div></div>	11.1%	6	⌵
Najprv si prečítam recenzie, až potom uvažujem nad kúpou.	<div><div></div></div>	68.5%	37	⌵
Vymením za nové, až keď staré sa pokazí.	<div><div></div></div>	20.4%	11	⌵

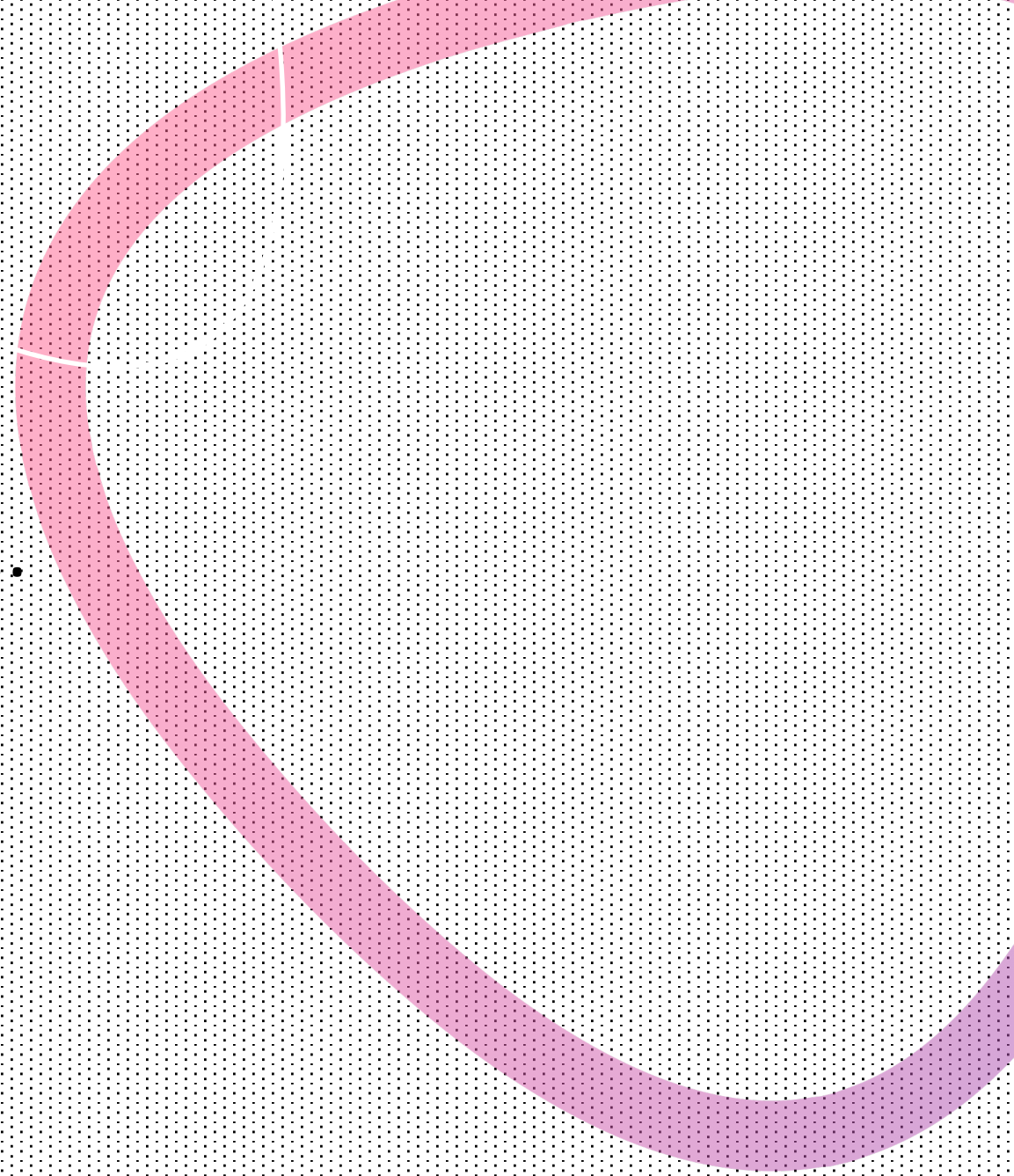
4. Ako často nakupujete cez internet?

Multiple choice, single answer (radio select) - required

Denne	<div><div></div></div>	1.9%	1	⌵
Aspoň raz za týždeň	<div><div></div></div>	18.5%	10	⌵
Aspoň raz za mesiac	<div><div></div></div>	48.1%	26	⌵
Menej často	<div><div></div></div>	29.6%	16	⌵
Nikdy	<div><div></div></div>	1.9%	1	⌵

Case study: When only
small change does matter...

—



When even a small change does matter

ORIGINAL

RADIO BUTTONS

1 Výber služby > 2 Výber zariadenia > 3 Parametre služby > 4 Rekapitulácia a osobné údaje > 5 Objednať

Paušál ÁNO

1 Vyberte spôsob aktivácie paušálu

PREDĹŽIŤ ALEBO ZMENIŤ
EXISTUJÚCI PAUŠÁL


AKTIVOVAŤ NOVÝ PAUŠÁL
S NOVÝM ČÍSLOM

PRENIESTŤ ČÍSLO
OD INÉHO OPERÁTORA

PREJŠŤ Z EASY KARTY
NA PAUŠÁL

2 Máte záujem aj o nový telefón?

- ☒ Mám záujem o nový telefón
- ☐ Nemám záujem o nový telefón

POTREBUJETE POMÓCŤ?  >>

1 Výber služby > 2 Výber zariadenia > 3 Parametre služby > 4 Rekapitulácia a osobné údaje > 5 Objednať

Vyberte spôsob aktivácie paušálu

- ☐ PREDĹŽIŤ ALEBO ZMENIŤ
EXISTUJÚCI PAUŠÁL
- ☐ AKTIVOVAŤ NOVÝ
PAUŠÁL
- ☐ S NOVÝM ČÍSLOM
PRENIESTŤ ČÍSLO
- ☐ OD INÉHO OPERÁTORA
PREJŠŤ Z EASY KARTY
NA PAUŠÁL



2 Máte záujem aj o nový telefón?

- ☒ Mám záujem o nový telefón

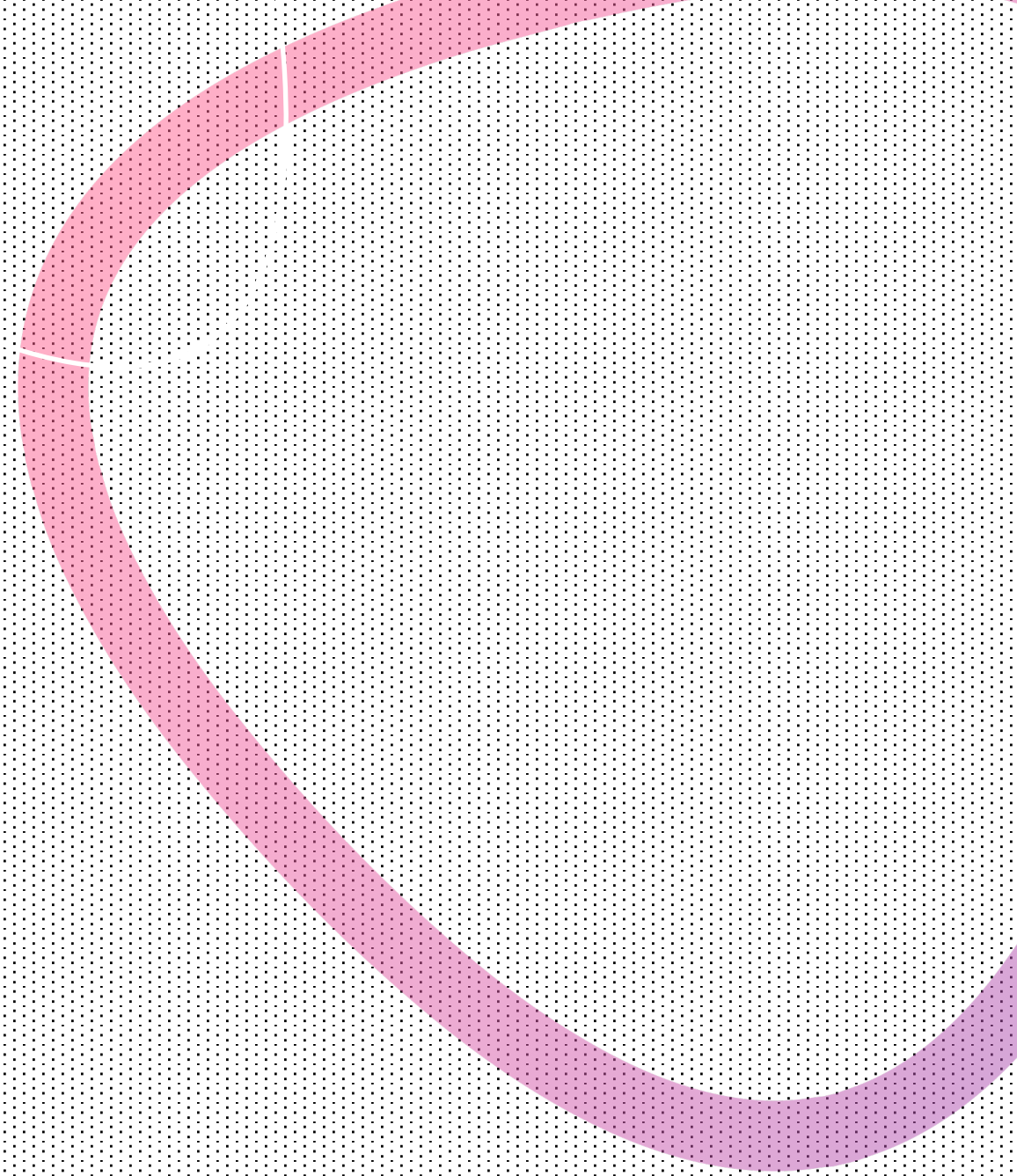
POTREBUJETE POMÓCŤ?



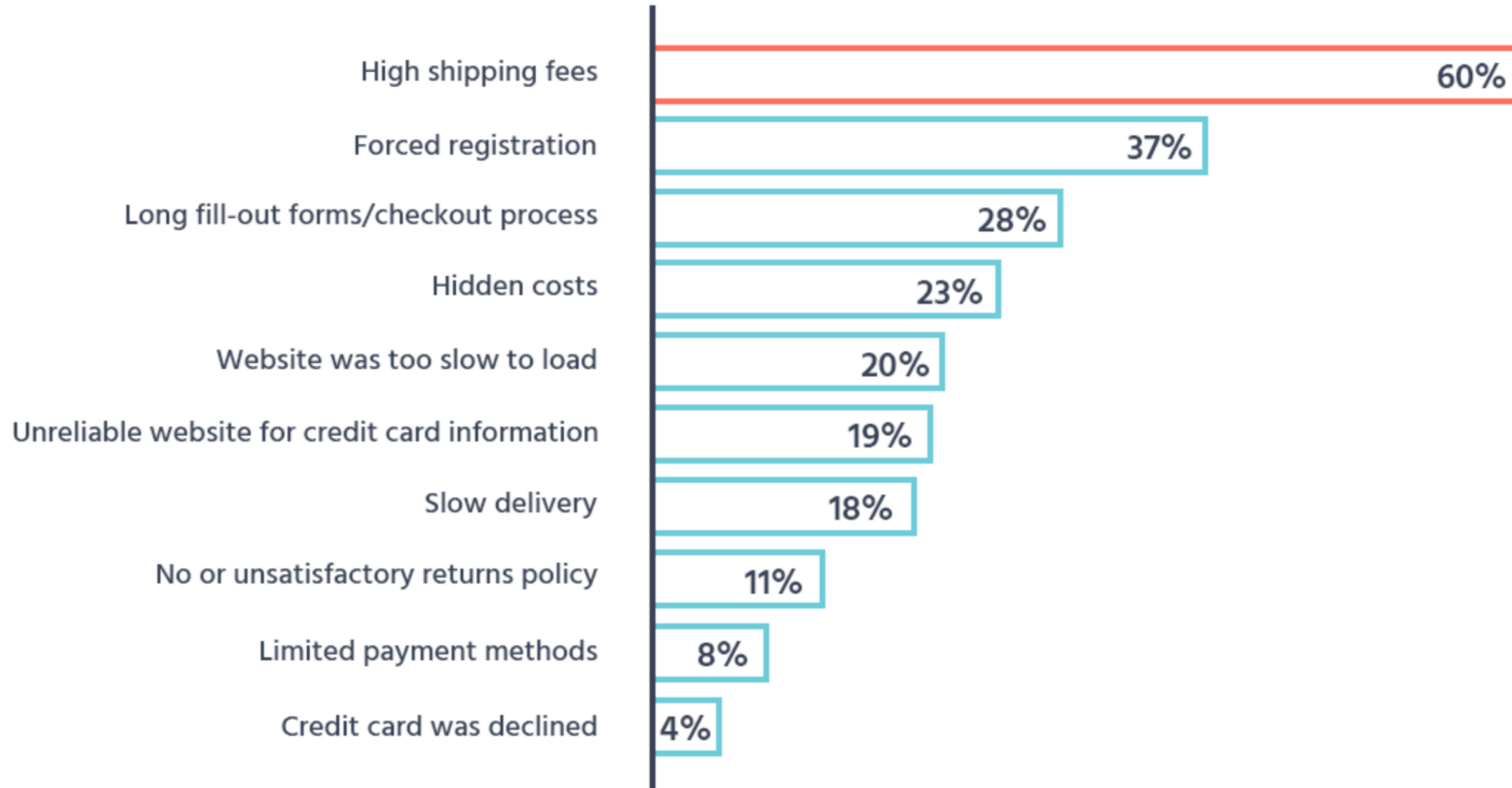
>>

Variant ↑	Improvement	Probability to be Best	Probability to beat baseline	Conversion Rate	
 Original 1,944 sessions	Baseline	28%	Baseline	1.7% — 4.3%	2,8%
 radioButtons 1,955 sessions	-35% to 122%	19% 72%	72%	2.1% — 4.9%	3,3 %

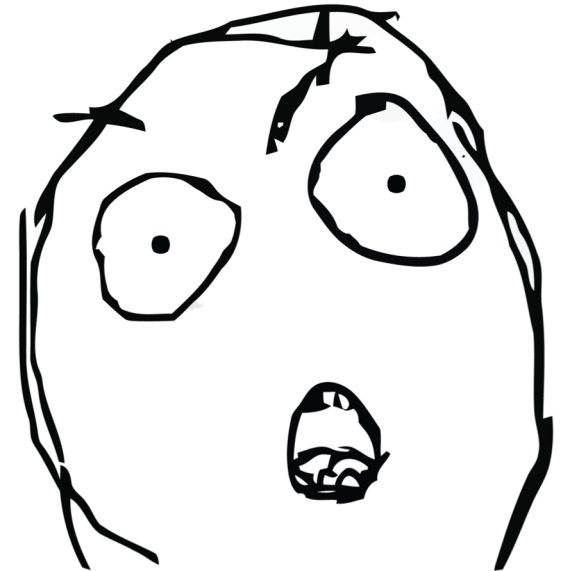
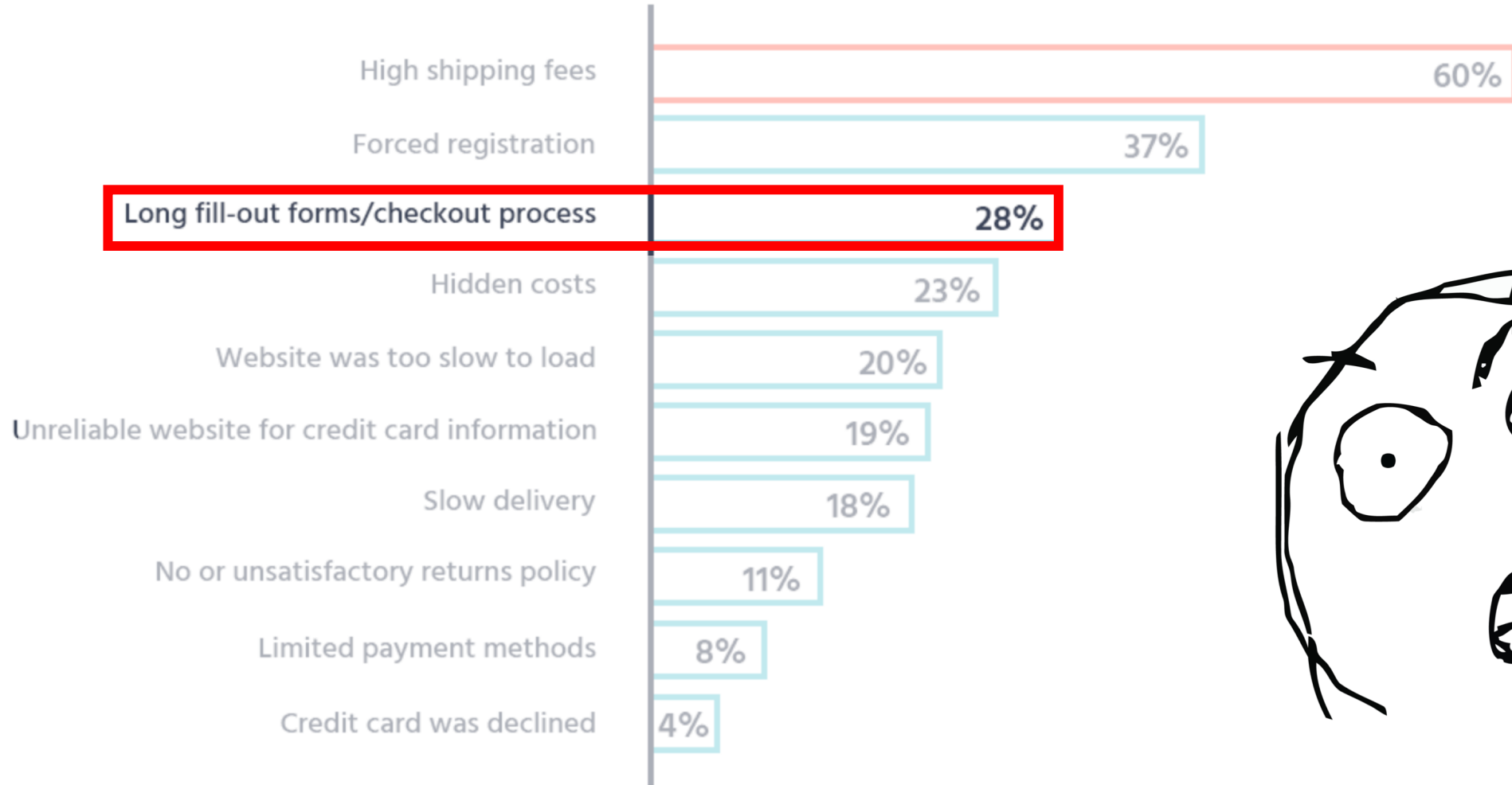
Case study: What we learn from forms



Most frequent reasons of cart abandonment



Most frequent reasons of cart abandonment



Why users don't enjoy filling forms ?

... form is often boring and ugly ...

... filling forms is repetitive ...

... similar to filling taxes – something that you know you should do, but absolutely hate and wish to postpone ...

...It's like depilating your leg...



Task 1: Fight ugliness and make it more pretty



This is that ugly monster...

Predĺženie Mobilného internetu cez web

Zadajte, prosím, tel.číslo, na ktorom vás zastihneme:

**Kontaktné telefónne
číslo:***

Po odoslaní formulára vás budeme kontaktovať telefonicky na uvedenom telefónnom čísle v priebehu 24 hodín.

* Pole označené hviezdikou je povinné.

ODOSLAŤ

...and we completely changed that ugly monster...

[Pre vás](#) ▶ [Internet](#) ▶ [Mobilný internet](#) ▶ Mobilny internet - predzienie

Predĺženie Mobilného internetu Teraz zo zľavou 10 €

Zadajte svoje telefónne číslo a zavoláme Vám späť.

ODOSLAŤ

What do you think - which one of the two forms did users like more?

Ugly monster *or* The new one

... unfortunately, ugly monster was the winner.

OLD VERSION

NEW VERSION

Predĺženie Mobilného internetu cez web

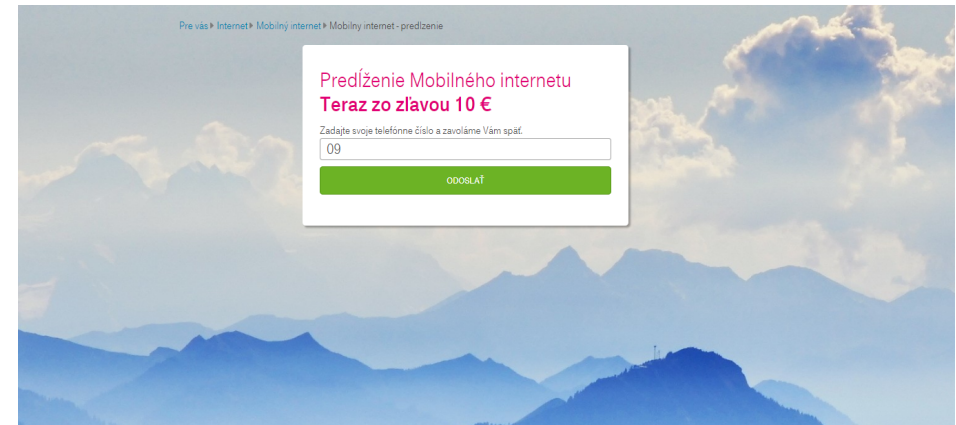
Zadajte, prosím, tel.číslo, na ktorom vás zastihneme:






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Po odoslaní formulára vás budeme kontaktovať telefonicky na uvedenom telefónnom čísle v priebehu 24 hodín.

* Pole označené hviezdíčkou je povinné.

ODOSLAŤ



Variant ↑	Improvement	Probability to be Best	Probability to beat baseline	Conversion Rate
 Original 432 sessions	Baseline	61%	Baseline	0.8% — 3.6% 
 Nova verzia 514 sessions	-69% to 151% 	39%	39%	0.7% — 3.0% 

Task 2: Decrease the number of input fields as much as possible

Decreasing numbers of input fields in new form's design

OLD VERSION

[Pre vás](#) ▶ [Internet](#) ▶ [Magio internet](#) ▶ Mám záujem

Magio Internet M

Máte záujem o **Magio Internet s 10 € zľavou**? Vypĺňte prosím formulár. Zavoláme Vám obratom.

Magio Internet M - 10 €
/mes.



Telefón*

Email*

Meno*

Priezvisko*

S odoslaním tohto formulára súhlasím so [všeobecnými obchodnými podmienkami](#), osobitnými obchodnými podmienkami a [ceníkom](#), ktorý upravuje podmienky poskytovania objednáanej služby a so spracovaním osobných údajov pre potreby uzatvorenia zmluvy podľa § 56 zákona č. 351/2011 Z.z. o elektronických komunikáciách v znení neskorších predpisov spoločnosťou Slovak Telekom a.s. Zároveň súhlasím [s obchodnými podmienkami pre uzatváranie zmlúv s využitím prostriedkov komunikácie na diaľku](#) a so začatím poskytovania služieb za podmienok uvedených v tejto objednávke aj pred uplynutím lehoty 14 dní.

Stránka 1 z 1

ODOSLAŤ

NEW VERSION

[Pre vás](#) ▶ [Internet](#) ▶ [Magio internet](#) ▶ Magio internet M

Magio internet M Teraz s web zľavou 10 €

Zadaňte svoje telefónne číslo a zavoláme Vám späť.

09

ODOSLAŤ

Why it didn't work and what are the lessons learnt?

- Form was too fancy to look serious
- We completely changed the time-proved design pattern (form)
- We underestimated research and overrated expert view
- We skipped our typical ux process and it came right back like boomerang

Telekom UX process:

Stakeholder → UX Designer → Visual Designer → Developer

And in this case:

Stakeholder → Visual Designer → Developer



Don't underestimate co-designing with users and
don't stand your research only on any one expert's
view ... even if it's Yours !