

bcs

The
Chartered
Institute
for IT

SIGiST Summer Conference

Building User-Centric Products: You are Not Your Customer



Emily O'Connor

About Me

Aphantasic
(I have Aphantasia)

Project Enabler

Context Switching
Queen

Automation Engineer
(Playwright & Cypress)

Question Asking
Expert

Facilitator

Extrovert

People Manager

Consultant



Flutter™

audacia

J.P.Morgan

CHASE

sky bet

sky poker

sky lotto

sky vegas

sky bingo

NORTHERN

NIHR

Parkdean
Resorts

STERIS

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So, *who is the customer?*



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Just your average, Jo?



Jessica

- ▶ 38 years old
- ▶ Associate's Degree

Household Stats

- ▶ 3 people
- ▶ \$74,580



Sarah

- ▶ 40 years old
- ▶ BTEC National

Household Stats

- ▶ 2 People
- ▶ £69,802



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Just your average, Joe?



Joe (Dev)

- ▶ 30 years old
- ▶ Undergrad Degree

Household Stats

- ▶ 1.3 people
- ▶ £48,492



Becky (TE)

- ▶ 34 years old
- ▶ Masters Degree

Household Stats

- ▶ 1 Person
- ▶ £38,165



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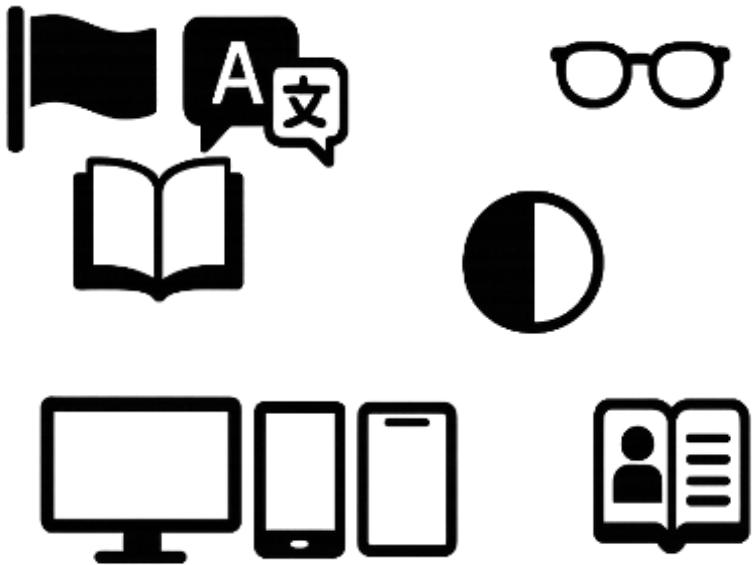
Building User-Centric Products: You are Not Your Customer

Your assumptions
get implemented



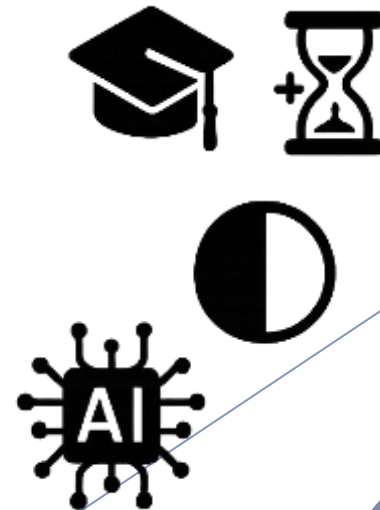
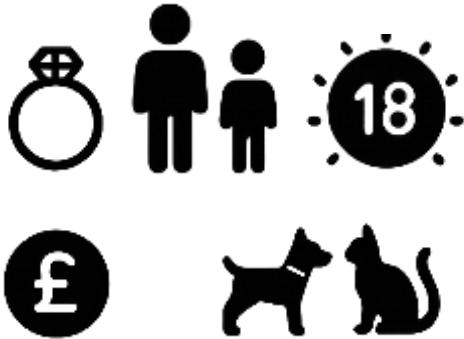
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Known assumptions in your test plan



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Subconscious Bias & Hidden Assumptions



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Look at it from my point of view
Oh.



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Home Office

Blue Walls

**Bearded Man
Light Skin**

Sat

Using a Laptop



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Dev-eloping the Plan



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The development teams share a lot of information

Often sharing a common perspective of the problem

But, that *could* be wrong?



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What's the requirement?

Show a chip for each language the user might choose to learn.

The chips will...

1. Be listed under the “want to learn” heading
2. Be a rounded rectangle, with uniform padding
3. Contain the name of the language (in the user's language)
4. Contain the flag of the country where that language is spoken
5. Deselect if another choice is made
6. Be a single-select button that activates the CTA



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Babbel


Falou

Duolingo

←

My languages


I speak...


 British English >


I want to learn


 Spanish

 German

 Italian

 French


 Portuguese


 Swedish


 Turkish


 Dutch


⌚


 What language would you like to learn?


 English


 French


 Spanish


 Italian

 Japanese


 Chinese


 Korean


 German


 Russian


←


 What would you like to learn?


 Spanish


 French


 German

 Italian

 Japanese

 Chinese

 Russian

 Korean

CONTINUE



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←


Why do you want to learn Russian?






Select as many motivations as you'd like.

- ☐ Communicate with partner
- ☐ Live abroad or plan to
- ☐ Brain training or for fun
- ☐ Family, friends, or community
- ☐ Travel
- ☐ School or an exam
- ☐ Career or business
- ☐ Other


Next








○

 Nice! And how will French change your life?

-  Travel abroad
-  Advance in my career
-  Study in a good college
-  Discover new cultures
-  Talk to family and friends

←

 Why are you learning Irish?

-  Support my education
-  Connect with people
-  Spend time productively
-  Boost my career
-  Prepare for travel
-  Just for fun
-  Other

CONTINUE



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All of that to say...

Can you **empathise** with your average user?

The people building systems **aren't often the target users**

My **inability to picture the solution**, allows me to ask questions

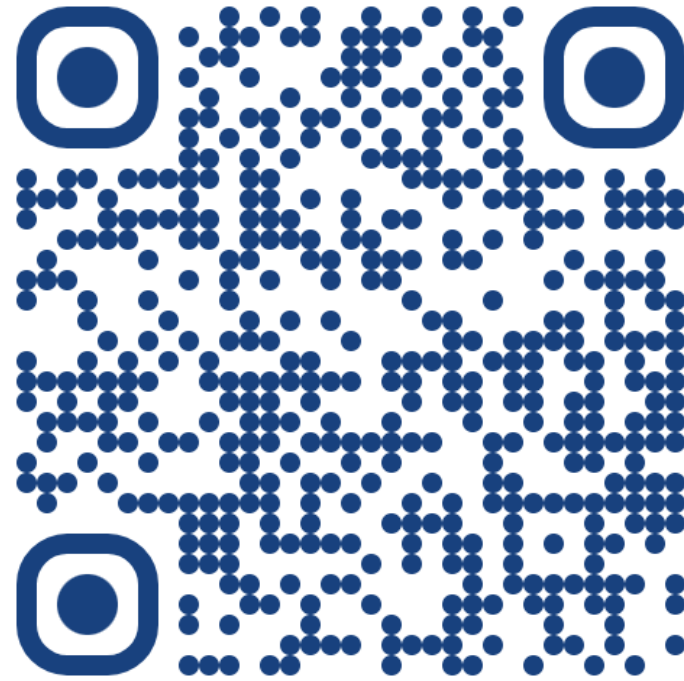
Is your system **accessible** to its users?

Don't rush to build **your assumptions**



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Keep in touch!



Emily O'Connor