

COMMUNICATING
THE BENEFITS OF

~UX~

TO EVERYONE WHO
NEEDS TO HEAR IT

@ned_potter
#uxlibs

OVERVIEW

The whole communications lifecycle
of a UX project... In around 55 minutes.

Each table is a project
team. I'll provide the
details; you provide the
comms. The winner is:
User Experience itself...

Part 1: The Pitch

Part 2: The Recruitment

Part 3: The Findings

Part 4: The Legacy



~Part 1~

THE PITCH

What are the biggest
challenges around
communication in UX?

Andy: For me it's communicating that UX should be everyone's responsibility and isn't a protected specialist project-based task but a mindset and a way of working.

Larissa: Still scratching my head how to get from communicating UX to colleagues to getting them into action. I get them interested, even enthusiastic but it they are still lacking the final step of actually doing.

Sarah: I think collaborating with colleagues inside our own institutions, given time constraints and capacities, is particularly hard.

When you're trying to persuade people to do something they weren't going to do anyway, what helps?



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shhhh





You've been asked to undertake some UX research into how people study in the library. In particular you're keen to find out:

- Is your library's policy of 'booking required' for all spaces still working?
- Do your students even know the rules around food, drink and noise in the library?

Activity: 7 minutes

PART A) Who are you collaborating with?

Which other teams, or departments, or staff, do you want to get involved with this project?

PART B) And how are persuading them to give you their time?

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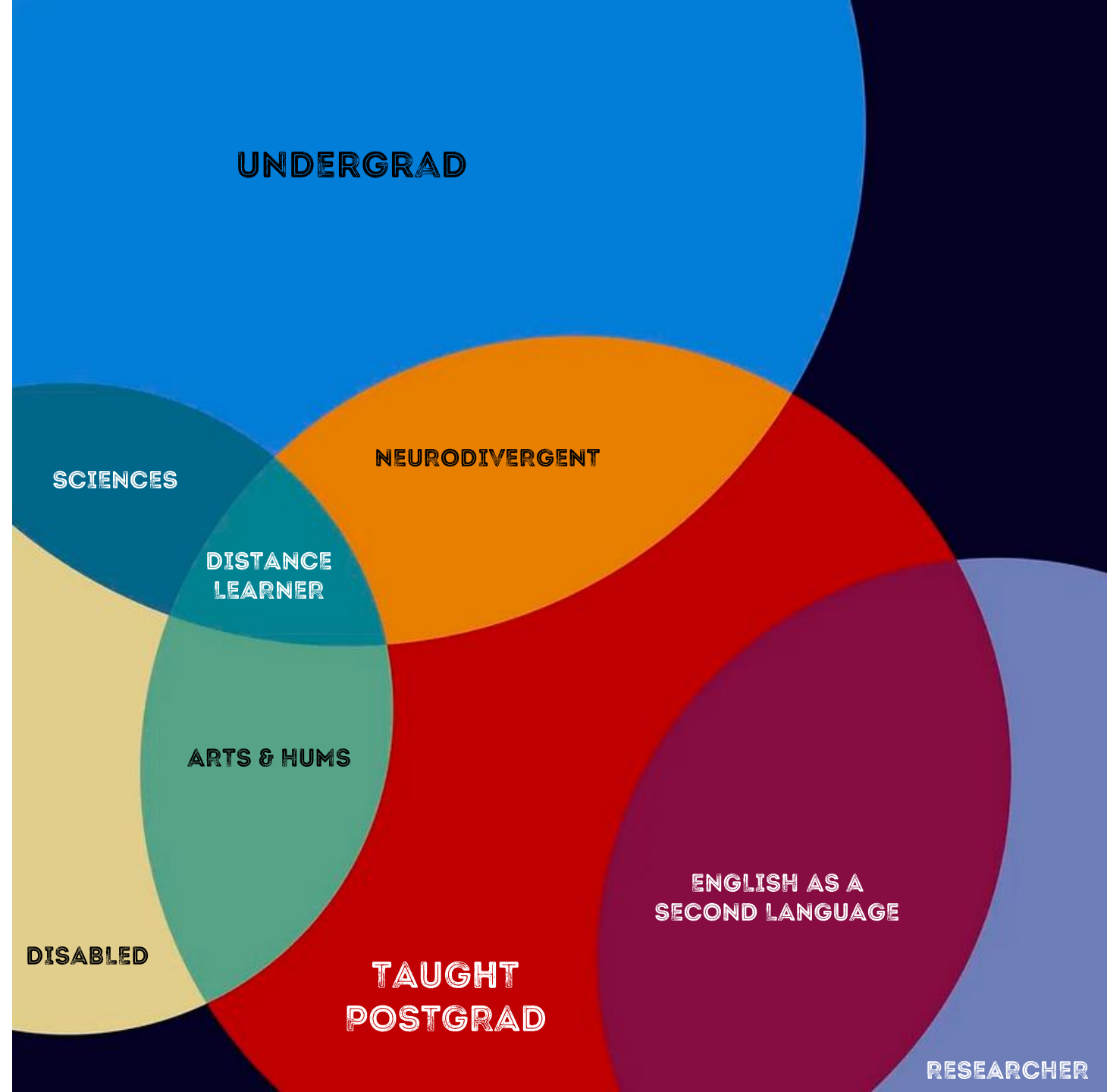
~Part 2~

RECRUITMENT

To recruit participants
on a first-come, first-
served basis is a huge
wasted opportunity.

Recruit for diversity.

(It doesn't need to be a
statistically representative
cross-section, it just needs
to be a cross section!
Just get people from as
many different groups
as you can.)





Twitter is
good for PGs



Societies are an
excellent way of
ensuring a diverse
application



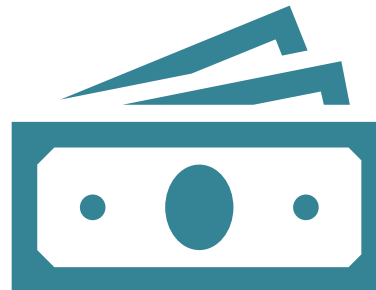
Insta is
fantastic for
UGs



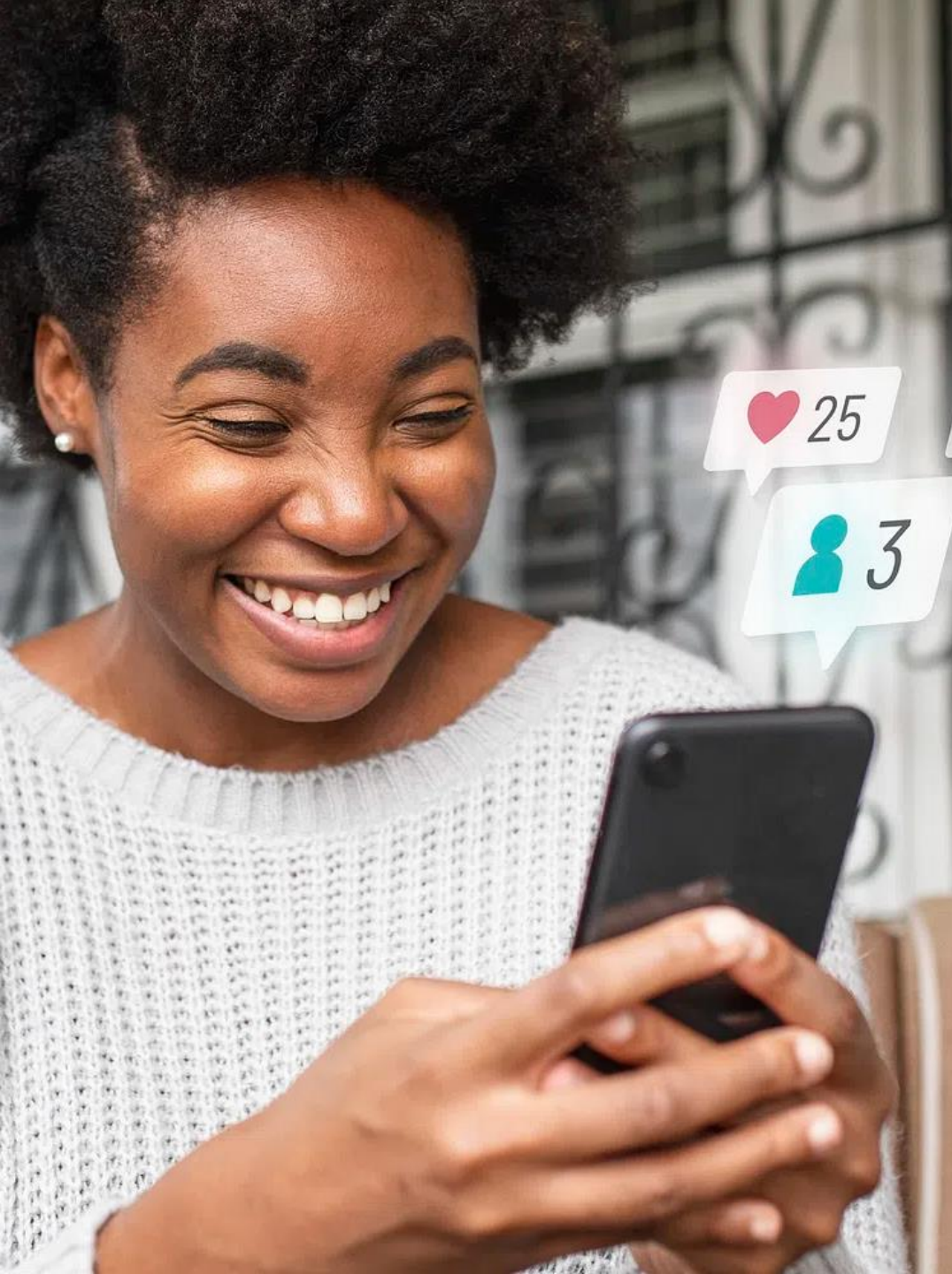
Direct approaches
are great when
you get a
recommendation



Flyers are really
important to get
non-social users



Incentives.
Anything else?



It's time to recruit participants for your fieldwork. You'll be aiming for **15** people to semi-structured interview, and advertising via:

- Instagram
- Twitter
- Flyers
- (Anything else you think will be useful)

Activity: 7 minutes

Write your tweets.

Write your Insta
Stories.

Create your flyer.

(I'd strongly advise
you to split up to
achieve this; 7 minutes
is not long!)

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~Part 3~

THE FINDINGS

What are the biggest
challenges around
communication in UX?

Alison: Presenting ideas to get management buy-in is a common problem

Larissa: Communicating results and recommendations at the right level to the right people

Pretty much everyone: It's easy to get permission to do the fieldwork, harder to get permission to make design changes

- Is your library's policy of 'booking required' for all spaces still working?
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- Is your library's policy of 'booking required' for all spaces still working?

The policy is no longer fit for purpose. Many students are ignoring the bookings policy entirely, and those that still use it are getting increasingly cross at people always being in their seats.

"EVERYONE knows that no one is going to ask if you've booked a seat/ so students don't book." - Participant 1

"The biggest problem with the booking system is people sitting in the wrong seats/going over their booked time and feeling too awkward to ask them to move and so end up sitting in a different seat anyway" - Participant 5.

"I love having the option to book and knowing where I'm going to be sitting before I get there. Really helps to plan, focus and feel calm!" - Participant 8.

- Do your students even know the rules around food, drink and noise in the library?

- Is your library's policy of 'booking required' for all spaces still working?

- Do your students even know the rules around food, drink and noise in the library?

The policy around food, drink and noise is not widely understood. Furthermore students don't even read the signs around the library because there's so many of them they just become background noise to ignore.

"For noise I think I know what the expectations are. For food I'm not sure." - Participant 11

"Honestly I don't see [the signs]. There's paper everywhere and it's just... sorry!" - Participant 5.

"Do you know I've seen them but I don't think I've ever LOOKED at them" – Participant 14 on a Touchstone Tour, pointing at some massive library signs.



You are proposing:

A blended approach to Study Space bookings. Some floors will still be bookable; most will not. [Free]

Simplifying the rules. 3 zones (Silent, Quiet, Loud) with scaling permissions around food. [Free]

Replacing the signage with new, simpler physical and digital signage. [£7k]

**1. Everything
we're doing is
to improve the
student
experience.**



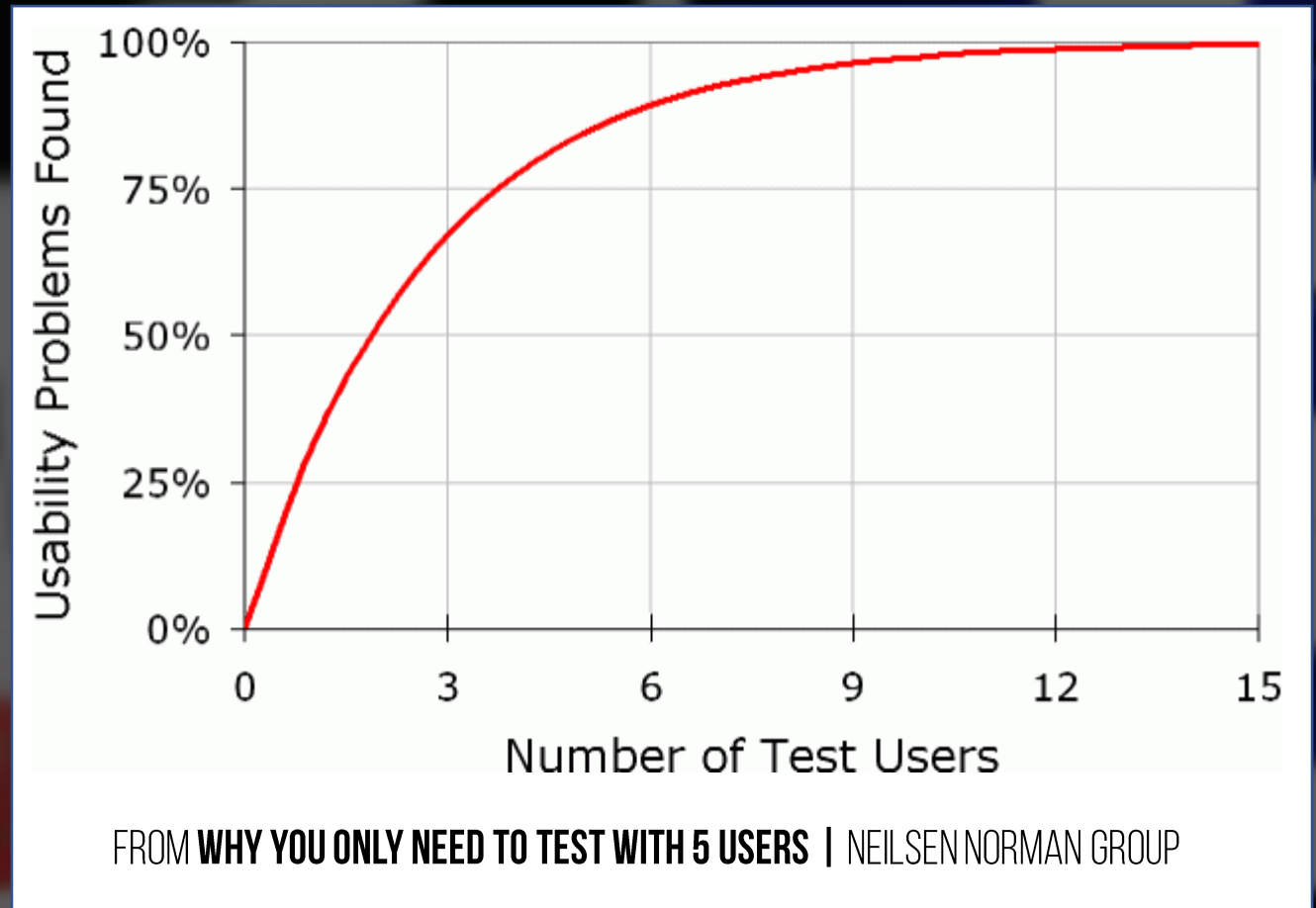
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Support the existing aims, speak the language. What's in your library strategy? Show how these changes help that happen.

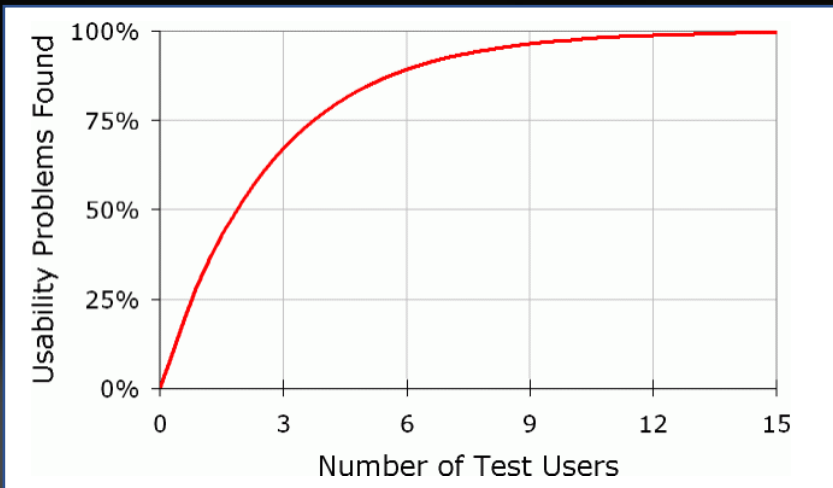


2. It's evidence based. And 15 people IS enough evidence...

“Testing with one user is 100% better than none” – Steve Krug



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“Plus: this is a prototype. We’ll make the zone / policy changes on a trial basis, massively increasing the number of people who can give us feedback.”

No. Users	Minimum % Found	Mean % Found
5	55	85.55
10	82	94.686
15	90	97.050
20	95	98.4
30	97	99.0
40	98	99.6
50	98	100

Faulkner (2003, p. 381)

FROM **BEYOND THE FIVE-USER ASSUMPTION: BENEFITS OF INCREASED SAMPLE SIZES IN USABILITY TESTING** | FAULKNER, 2003

3. “Narrative is imperative” – Dr Arun Verma

“It’s so cold I can’t work for more than an hour or two. I have to go home and come back. I’m writing my dissertation and it’s so stressful.”

First-person is essential for good narrative. ‘Students say they want X’ is not emotive at all; direct quotes form a deeper connection.

Solution – problem is not a great story arc. Problem – solution is better.

Stories often follow a three act structure – keep in mind UX often catalyses change that should have happened already. So position it as the middle act of a story that is already in progress, with the final act being the design changes and happier users.

4. Cite a competitor! “And of course, [other department, or Uni, or library, or pertinent comparator of any kind] are already doing this.”

This works in two ways: firstly it reassures them that you're not doing anything wild and outlandish, without precedent. Secondly it CAN spark a little competitiveness...

5. Remember your collaborators from part 1 (The Pitch)? Invoke them!

Directors like collaboration and often hear gripes about it when it isn't working, so your cool idea that helps loads of different teams out is a welcome change from that...

6. Empathise.
Being a manager is hard because you have more to do than there is time to do it in.

A confrontational approach can be useful sometimes. But confrontational approaches very rarely work with senior managers. Think about being a director, all that you have to juggle. Good UX is all about empathy; be empathetic to your bosses too.

@BlakistonR
REBECCA BLAKISTON



How you 'chunk' information is important. Different groups need a different level of detail.

Rebecca uses the framing of 'bite, snack, meal' which is really helpful.

Staff on the ground often feel left out of the loop, they may want a whole **meal** of info about your findings and changes. Senior managers are so busy, they may only want a **bite**. The managers who can approve your spend are often in the middle – time-pressed but need some detail to release the funds: a **snack** can work well.

Activity: 6 minutes

Choose the stakeholders you'll be presenting your findings and recommendations to.

Assign each a category of bite, snack or meal!

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~Part 4~

THE LEGACY

What are the biggest
challenges around
communication in UX?

Alison: We can forget to feed back the changes we make to users.

Ange: It's really difficult to get the process [of UX] embedded, head to tail, in the institution. It's still seen as a niche, occasional project rather than a mindset. This disjoin causes most of the adoption and action problems I see.



- 1. Tell the participants before you tell the world.**
2. Then tell the world.
3. Don't wait to be asked! Report success to management proactively.
4. Show how you used UX to prevent bad choices as well as make good ones
5. Frame what you did it in terms of benefits, not features.
6. It's important UX gets the credit but isn't the focus. Sell by doing.



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IN SUMMARY

Use all the **empathy** skills you've developed doing UX, to pitch and report back on UX. Tailor your messages and make people feel valued. The Why must precede the How.

UX is the *feature*, improved services (leading to happier users leading to better feedback leading to improved reputation leading to MORE engagement and subsequent feedback) is the **benefit**.

THANK YOU
FOR COMING!

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Details of the real study space project this was based on:

bit.ly/YorkUXStudySpace

Tips on communicating in UX, from the 2023 UXLibs yearbook:

bit.ly/GettingUXDone

IMAGES FROM:
RAWPIXEL, GRATISGRAPHY & PEXELS

