JÉRÔME PELLAND
CEO AND FOUNDER
SENTIERS BORÉALS

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HOW A TRAILBUILDER STARTED TO USE UX DESIGN IN PLANNING?

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CREATING STORIES

ONE TRAIL AT A TIME

Mission Evolution Through UX Introduction
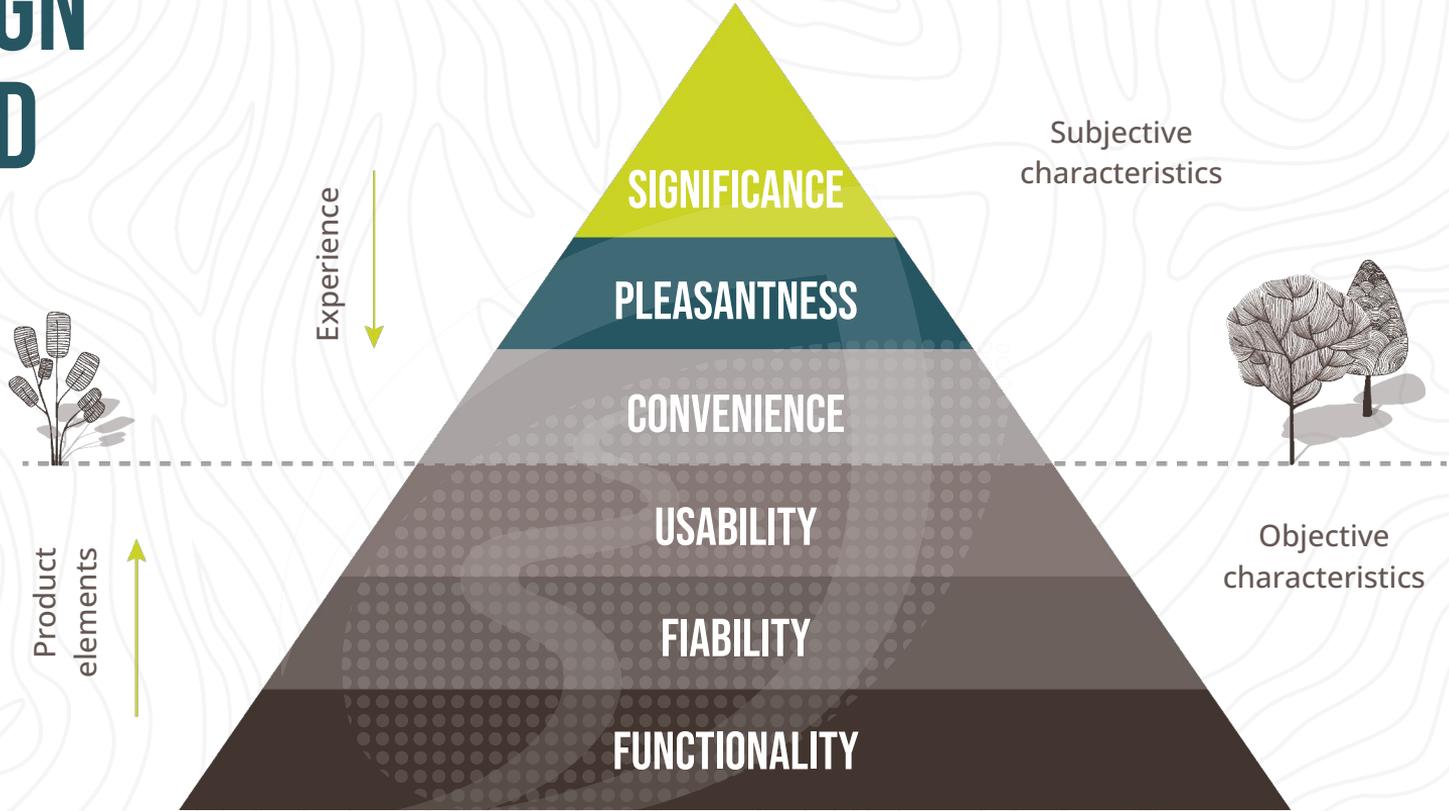
« A USER INTERFACE IS LIKE A JOKE.
IF YOU HAVE TO EXPLAIN IT, IT'S NOT THAT GOOD.»

— MARTIN LEBLANC, CEO @ ICONFINDER

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UX DESIGN PYRAMID

Subjective characteristics

Objective characteristics

Experience

Product elements

- SIGNIFICANCE
- PLEASANTNESS
- CONVENIENCE
- USABILITY
- FIABILITY
- FUNCTIONALITY

UX

IT'S ALL ABOUT THE EXPERIENCE!

It's all about how the **user feels** at **each step** of the process... What will be their last words?

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WHAT'S THE
DIFFERENCE?

AVOID
OBSTACLES

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UNDERSTANDING
(WITH EMPATHY)
CUSTOMERS
EXPECTATIONS

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Lorem ipsum dolor sit amet

AVOID
USAGE DISTORTIONS

PLEASE
USE
SIDEWALK

PLEASE
USE
SIDEWALK

DESIGN
RELEVANT FIXES

UX DESIGN

CREATE A **WOW FACTOR**
DESIGN A MEMORABLE EXPERIENCE

4 REASONS TO CONSIDER WHILE TAKING INTO ACCOUNT THE EMOTIONS EXPERIENCED

1

Emotions are related to lived experience.

2

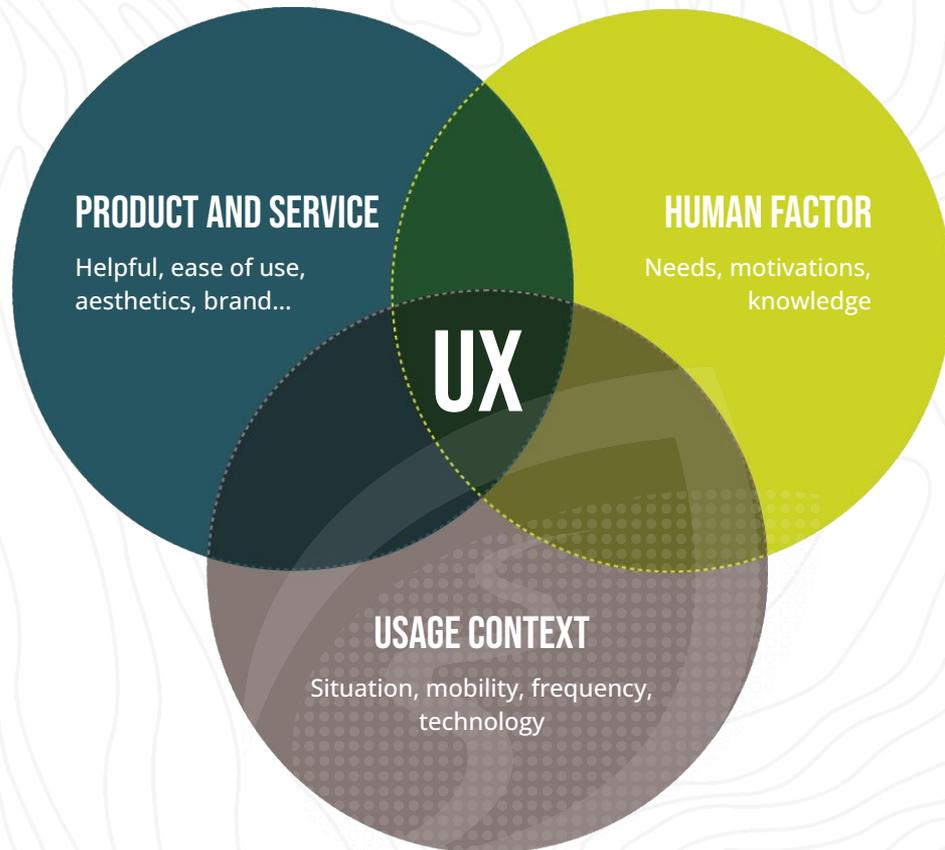They rule our decision-making. The commitment passes by emotions.

3

They command our attention.

4

They convey personalities

UX IS SO MUCH MORE

PRODUCT AND SERVICE
Helpful, ease of use, aesthetics, brand...

HUMAN FACTOR
Needs, motivations, knowledge

UX

USAGE CONTEXT
Situation, mobility, frequency, technology

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WHAT ARE THE RISKS

OF NOT USING UX?

BUSINESS CHALLENGES

1

There is a gap between the intention of companies to offer a great user experience and the application of UX practices.

2

Lack of budget is the main reason for which companies don't perform tests or improve the user experience.

3

Lack of time...
UX activities must start very early in the process, not at the same time as production.

4

Process, silos, etc...

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RISKS OF A PROJECT WITHOUT UX

1. Delivering a product or a service that **isn't adapted.**

2. **Not respecting the best practices** of design

3. **Lost of income ($)** and inability to base product improvement on hard data

4. Deliver a product that **lacks consistency** in the multichannel user experience, disjointed experience and poor perception

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Generally, **the correction effort** costs **30x more** than developing a good feature from the start.

Source: Susan Weinschenk, behaviorism specialist

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« ROI » IS MEASURED BY

FINANCIAL PROFITABILITY

Increase in transaction traffic (sales and market share)

Increased innovation and employee productivity

REDUCTION OF INTERNAL COSTS

Decreased development of maintenance and redesign

Decrease in support, training requirements and operational costs

BRAND REPUTATION

Increased customer satisfaction and trust and loyalty

Reduction of acquisition costs

Enhancement of the brand image

WHAT IS THE COST OF UX IN A PROJECT ?
THE UX FACTOR ISN'T AN EXPENSE, IT'S AN INVESTMENT!

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« QUESTIONS ABOUT WHETHER DESIGN IS NECESSARY OR AFFORDABLE ARE QUITE BESIDE THE POINT: DESIGN IS INEVITABLE. THE ALTERNATIVE TO GOOD DESIGN IS BAD DESIGN, NOT NO DESIGN AT ALL. »

— DOUGLAS MARTIN

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Every **dollar invested** in UX Design generates an output **between 2$ and 100$**.

Source: The American Genius + UX Alliance

Investing a **MINIMUM** in UX:
5% to 10% of the total budget

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THE HUMAN AT THE CENTER OF THE EXPERIENCE

Customer service
Publicity
Brand reputation
Selling process
Price fairness
Product delivery

CX

UX

Conviviality
Information architecture
Interactive design
Visual aspect
User search
User experience

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WHAT CONSUMERS HAVE TO SAY

73%

of consumers say **incompetent customer service** is the number one reason to change their usage pattern and habits.

40%

of consumers say the ease of interacting with customer service is the factor that most influences their ability to purchase again

72%

of e-commerce site visitors leave the site after two minutes if they cannot find what they are looking for!
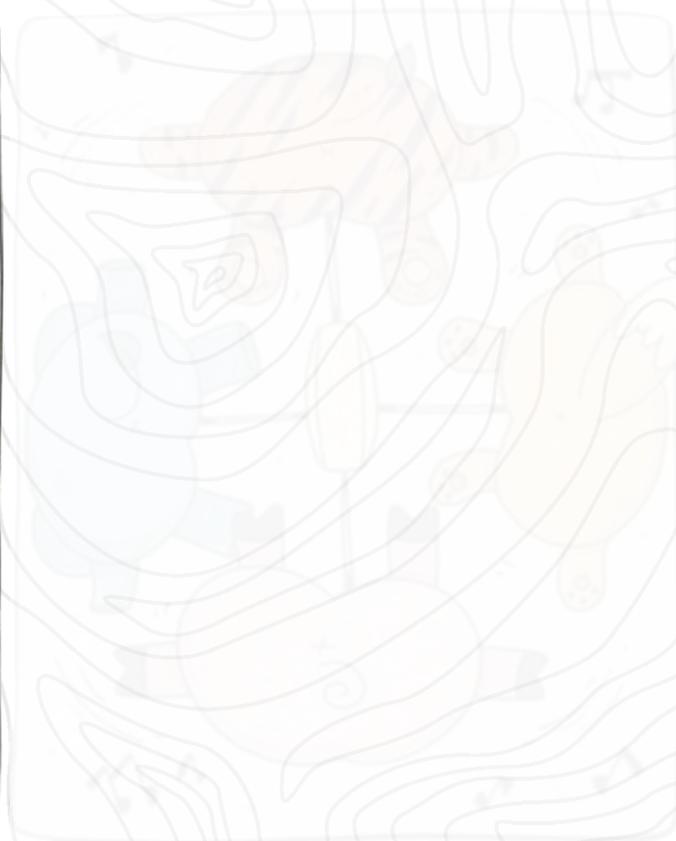
EMPATHY IN DESIGN

« COULD A GREATER MIRACLE TAKE PLACE THAN FOR US TO LOOK THROUGH EACH OTHER'S EYES FOR AN INSTANT? »
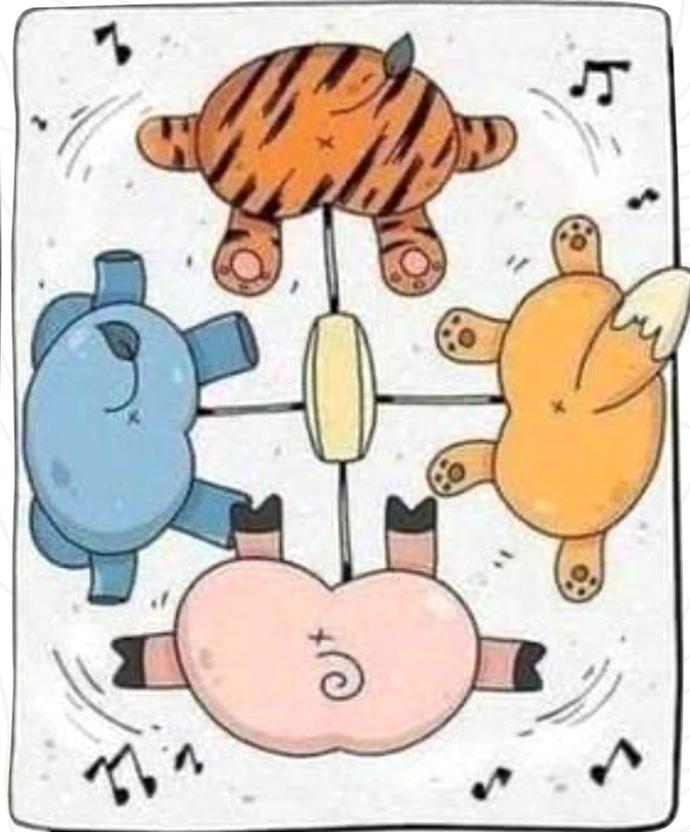
- HENRY DAVID THOREAU

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CLIENTS

USER

CLIENTS

USER

DATA COLLECTION

TWO TYPES OF DATA

Qualitative
Observational findings, emotions and human behaviours

Quantitative
Metrics and actual data

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ANALYTICS (QUANTITATIVE)

User
Data about the user
i.e. Demographics

Technical
Data about the technical aspects
i.e. Travel Time, Distance

EMPATHETIC (QUALITATIVE)

User
Story about the user
i.e. Persona

Technical
Points of friction during the interaction
i.e. User experience Mapping

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DIFFERENCE BETWEEN TOOLS

Quantitative
General perception of an experience
i.e. Survey

Qualitative
Nuance and explanation of feelings
i.e. Ethnographic interview
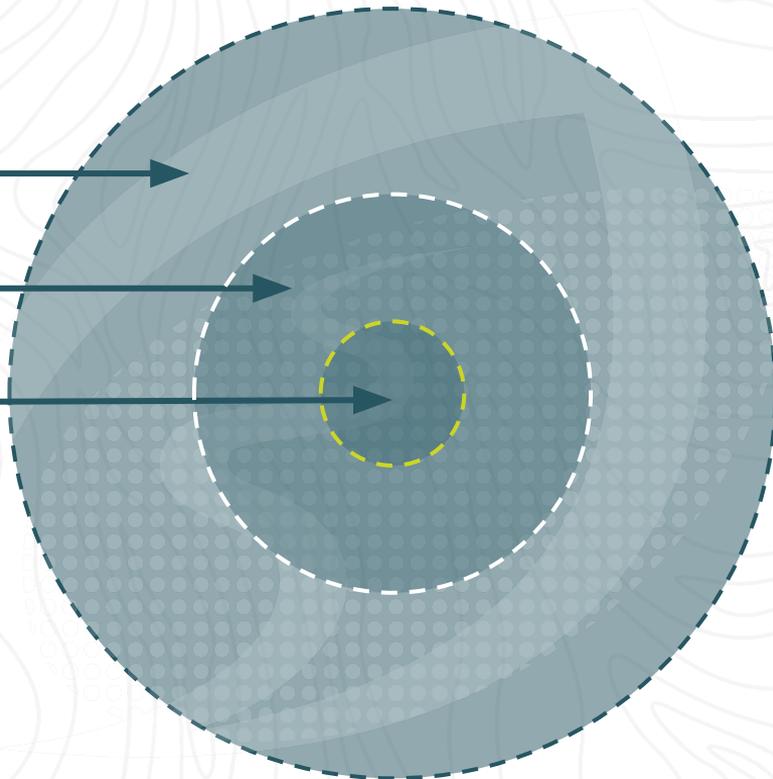
UX DATA FOR EMPATHIC STRATEGIES

DATA AWARE

DATA INFORMED

DATA DRIVEN

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QUALITY OF THE RESULTS

Assumptions are too often based on the client's or designer's judgments and perceptions of a concept. Using experience-based UX data creates a new base of concrete, empathetic, and conscious information about what is important to them.

Creating an **engagement and an emotional attachment** in relation to a brand, a product, an organization…

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ENGAGEMENT 10/10 FAMILIAL

NOM: CAROLINE

ÂGE: 35 ANS

TRAVAIL:
TRADUCTRICE À SON
COMPTE À TEMPS PARTIEL

FAMILLE:
3 ENFANTS DE 6, 8 ET 11 ANS

CITATION

« JUSQU'À MAINTENANT, VOUS AVEZ SURVÉCU À 100% DE VOS PLUS MAUVAISES JOURNÉES. TOUT VA BIEN ALLER. »

MISS SERENDIPITY

MOTIVATION PROFONDE

SANTÉ

PLEINE NATURE

DÉCOUVERTE

ENGAGEMENT DANS SON MILIEU

BIO

Caroline est originaire de Sherbrooke, mais a suivi son conjoint engagé par la mine à Saint-Michel-des-Saints. Elle adore le dynamisme de la communauté et la pleine nature de sa nouvelle situation. Très impliquée auprès des organismes en lien avec les activités des enfants : école, centre nature, sports, bibliothèque, elle est considérée comme une native du coin. Ayant voyagé beaucoup avant d'avoir les enfants, elle partage son goût de l'aventure par des expéditions de camping sauvage en famille.

PERSONNALITÉ

EXTRAVERSION		INTROVERSION
SENSATION		INTUITION
RÉSULTAT		PROCESSUS
JUGEMENT		PERCEPTION

CONTEXTE D'USAGE

Les fins de semaine de Renée sont remplies de randonnées à pied ou à vélo avec les enfants. Elle s'amuse chaque année à organiser une **SORTIE ÉDUCATIVE** pour la famille. Elle utilise également les sentiers pour décompresser entre ses contrats et socialiser avec son amie. Elle aime amener sa visite découvrir la **PLEINE NATURE** du coin.
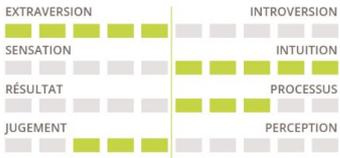
BESOIN ET ATTENTES

Sécurité et accessibilité universelle, salle communautaire pour créer les rencontres dans la communauté, dynamisme éducatif et social, intérêt pour le développement de camp de jour, groupe scout, cours de survie en forêt et collecte de champignon et flore comestible.

SCÉNARIO CRITIQUE ET POINT DE FRICTION

Pas d'accessibilité pour tous les âges/conditions.

DOUBLER LA POPULATION EN 5 ANS

Fait partie du changement, veut développer une communauté inclusive, plus de monde pour avoir du fun.

ACCEPTATION SOCIALE DU PROJET

Ça fait travailler son conjoint, bonnes conditions dans un bon milieu, intéressée, mais pas engagée, demeure informée avec les communications publiques.
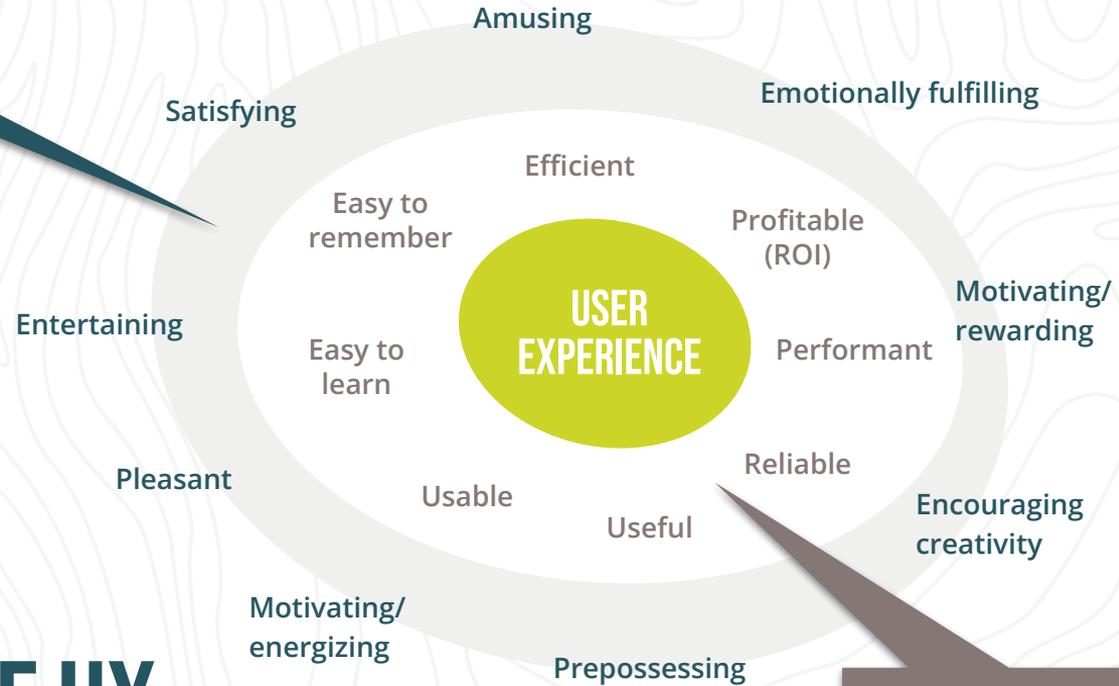
DÉVELOPPEMENT DURABLE

Suit la vague, aime la qualité de sa pleine nature.

USER EXPERIENCE MAP

STEPS	Finding lodging	Social programs			
EMOTIONS					
VERBATIMS	THE CITY IS SECLUDED...	YEAH! IT WILL ENTERTAIN THEM	BLA BLA	BLA BLA	BLA BLA
QUESTIONS		How much more does it cost?			
BENEFITS					
IRRITANTS	Living far away from the soccer field				
OPPORTUNITIES		Finding partners for sports deal			

PERCEPTION

Amusing

Emotionally fulfilling

Satisfying

Efficient

Easy to remember

Profitable (ROI)

Motivating/ rewarding

Entertaining

Easy to learn

USER EXPERIENCE

Performant

Pleasant

Usable

Reliable

Encouraging creativity

Useful

Motivating/ energizing

Prepossessing

PERFORMANCE

MESURE
THE IMPACT OF UX

TRANSVERSAL AND AGILE UX

THE USER
AT THE HEART
OF THE PROCESS

Marketing

Strategy

Product

Engineering
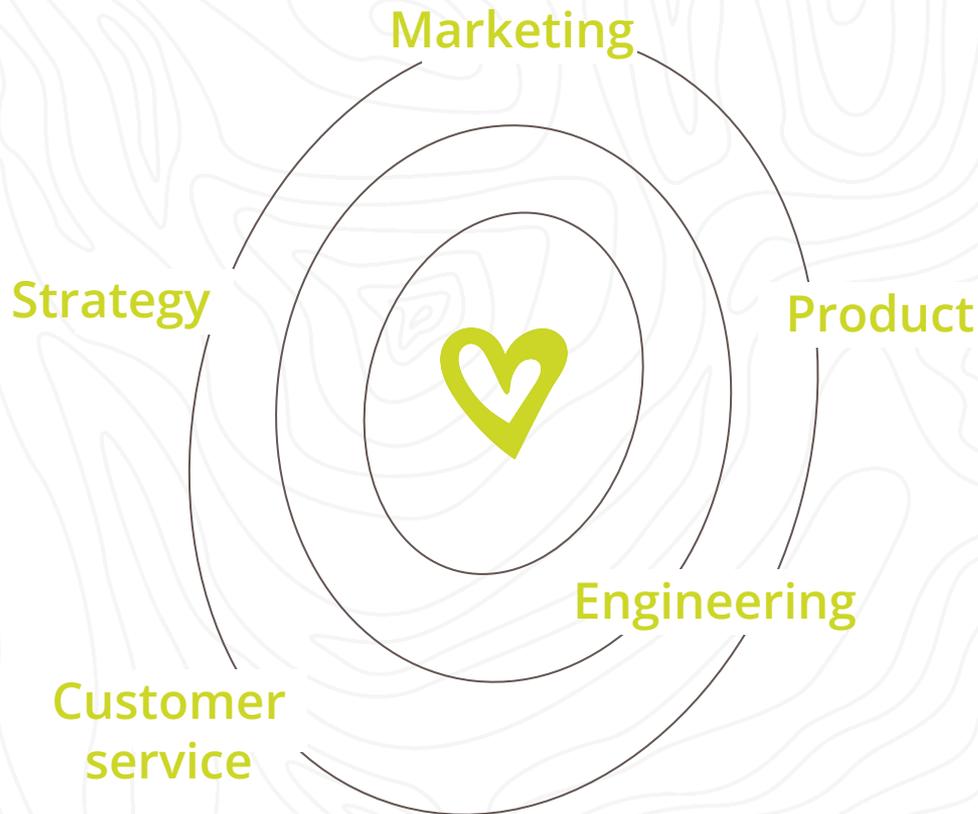
Customer service

UX BENEFITS, HR AND CUSTOMER SERVICE

Happy Collaborator = Better Customer Service

«It is very difficult to provide good service if the employees responsible for it are not happy! **If you make your collaborators happy, they will be more invested and the company will win in the end.** »

- Tony Hsieh

WHEN DO WE START UX DESIGN?

WANT TO LEARN MORE?

Friday, April 21st
One-day Workshop
Inscription required

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