

The Power of Moments

Leverage Seven Proof Points to Improve the User Experience of Your Product or Service

Workshop Proposal

Daniel Walsh



Our Shared Purpose For Today's Workshop

Enable you to concisely explain what a user experience is

Know how to use the seven Proof Points to evaluate the UX of a product or service

Be able to use the UX Proof Points to deliver more compelling products or services

1/2 Day Workshop Outline

Introductions

Defining a User Experience

User Experience Proof Points

Evaluation Exercise

- In teams of five to ten people, select a product or service to evaluate from the list provided (e.g. Nest, Keurig, Uber)
- Use each of the seven UX Proof Points to evaluate the product against the competition

Improvement Exercise

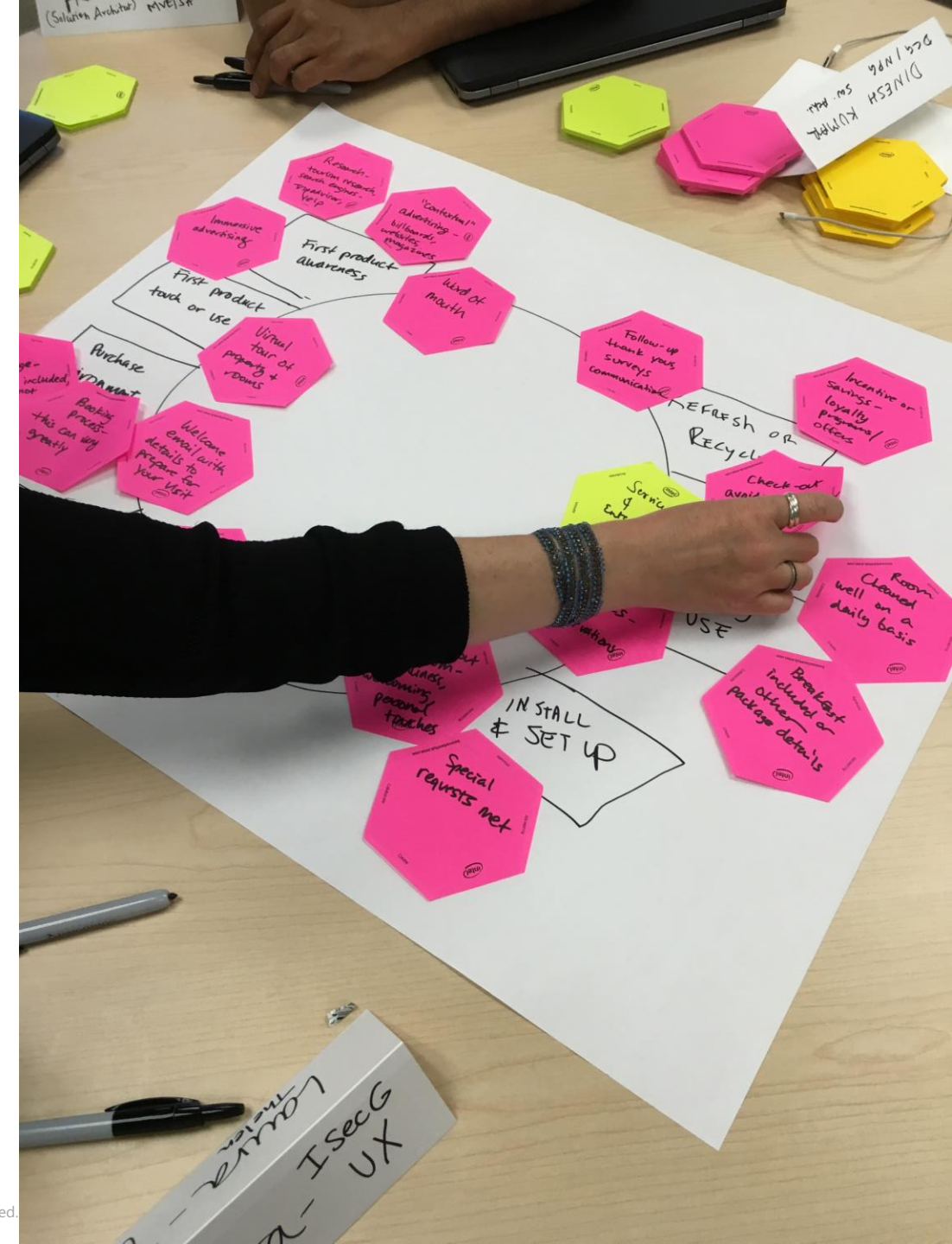
- Select a UX Proof Point to improve
- As individuals, brainstorm three to five ideas for "How might we..."
- Affinity group and vote on the top ideas

Exercise debrief

Summary

Q&A

Next Steps



What Does “User Experience” Mean?

Take a moment to think about how you would define user experience

Share your definition

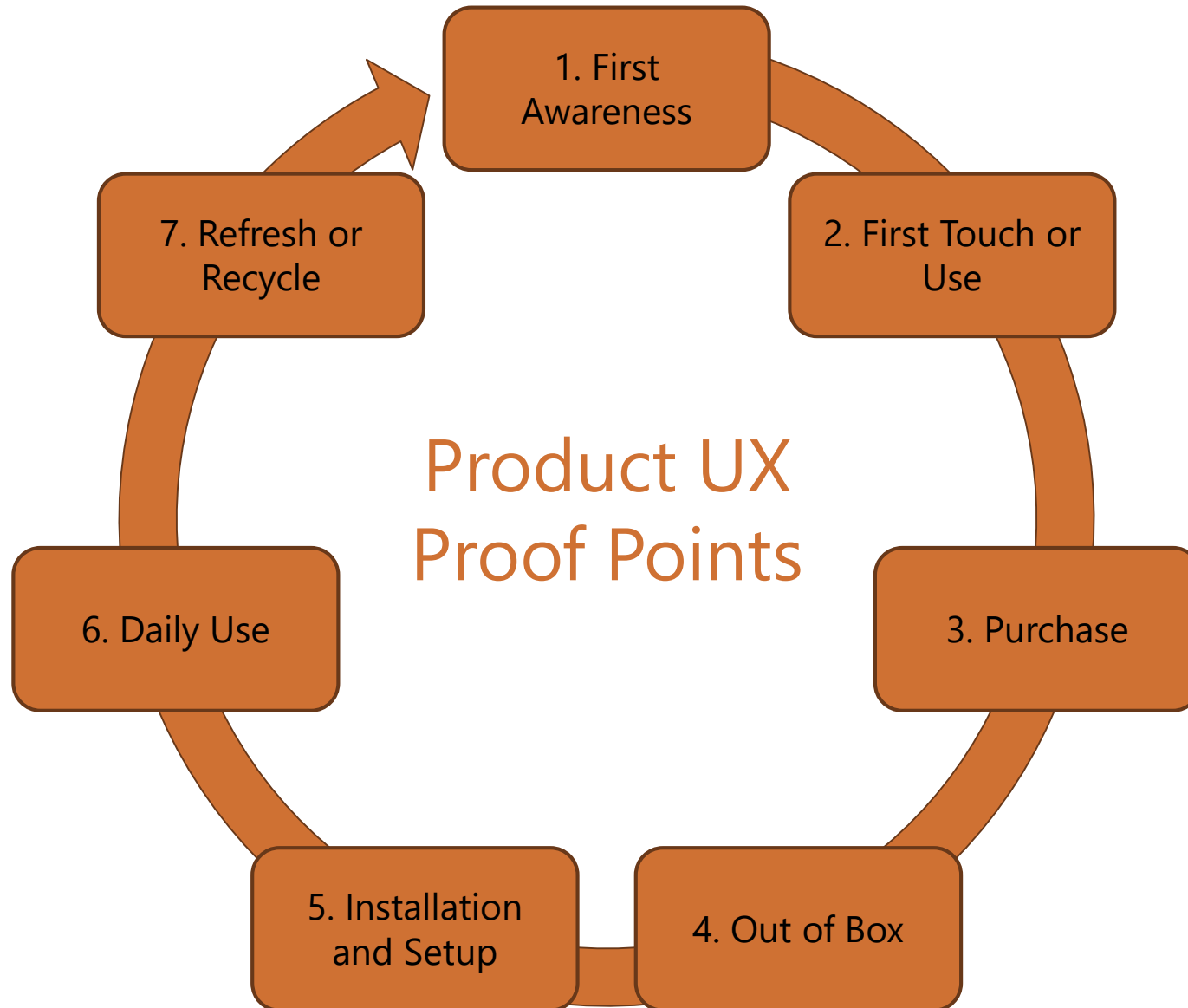


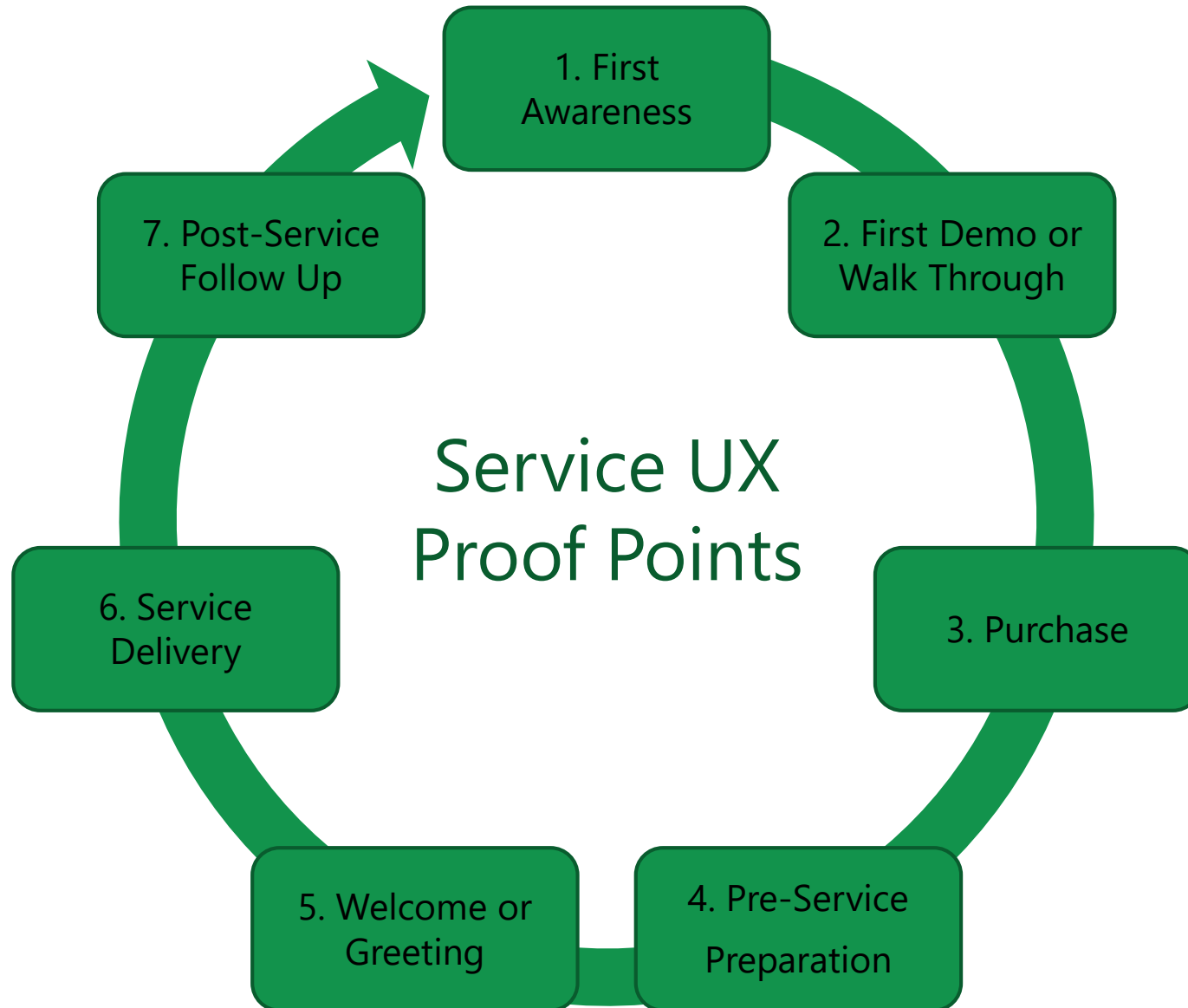
User experience is defined as the thoughts, attitudes, emotions, and perceptions of an individual before, during, and after use of a system.*

User experience Proof Points are a set of key moments or inflection points that can either make or break the user experience.

- Believed to have evolved from P&G Moments of Truth
- Moment of truth is the moment when a user interacts with a brand, product, or service to form or change an impression about that particular brand, product or service
- A.G. Lafley Chairman, President & CEO of Procter & Gamble coined two Moments of Truth in 2005

*Reference: Similar to definition found in international standard on ergonomics of human system interaction, ISO 9241-210





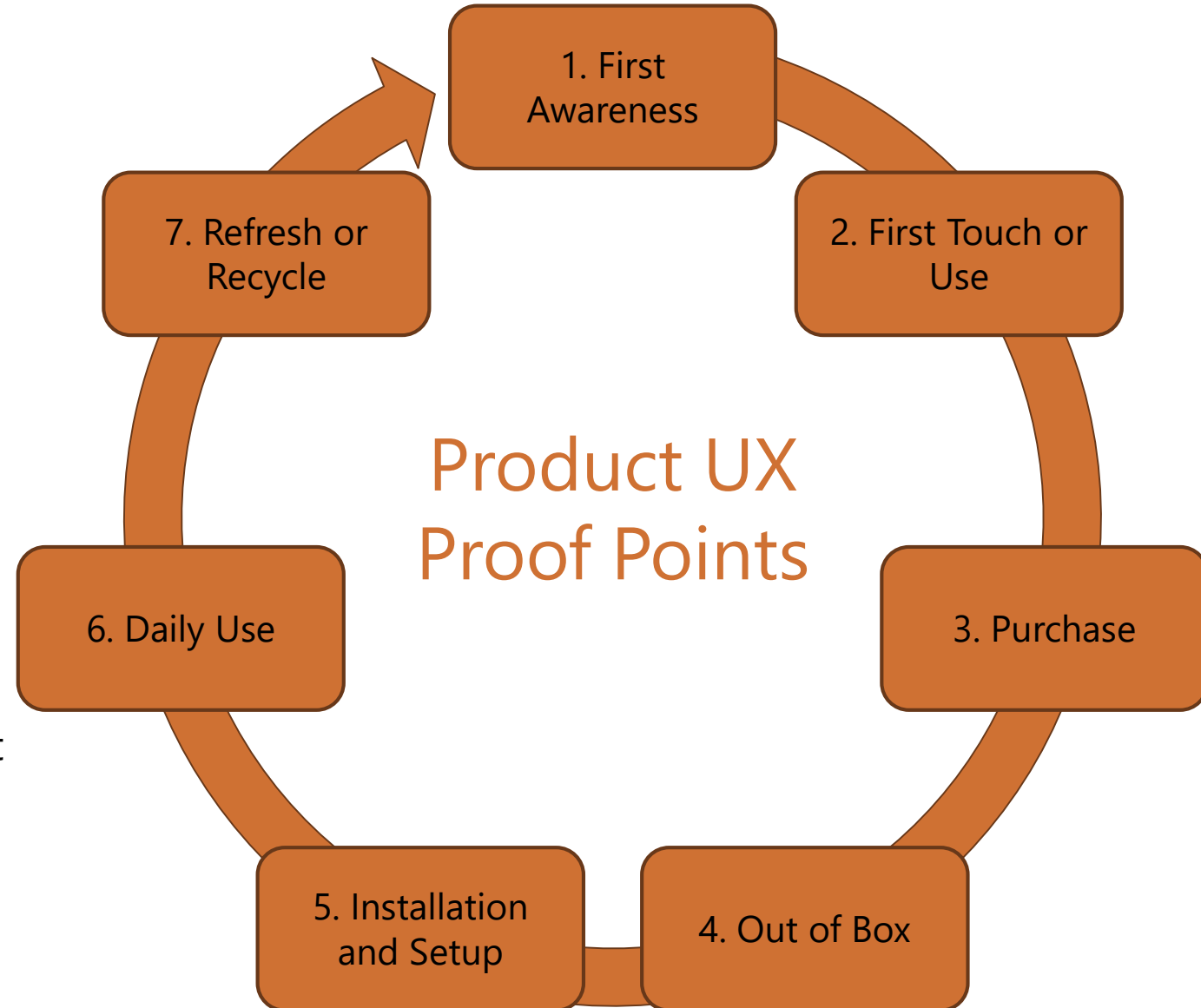
Evaluation Exercise

As a team, select a product or service to evaluate from the following options

- Products: Roku box, IKEA Sit-stand Desk, Apple Watch, Keurig Coffee Maker
- Services: Uber, Agile Alliance 2018, PayPal, Spotify

Use each of the seven UX Proof Points to evaluate the product against the competition using “Fist-of-Five” where zero is a horrible experience and five is amazing

What is the team’s consensus on the worst and best UX Proof Point?

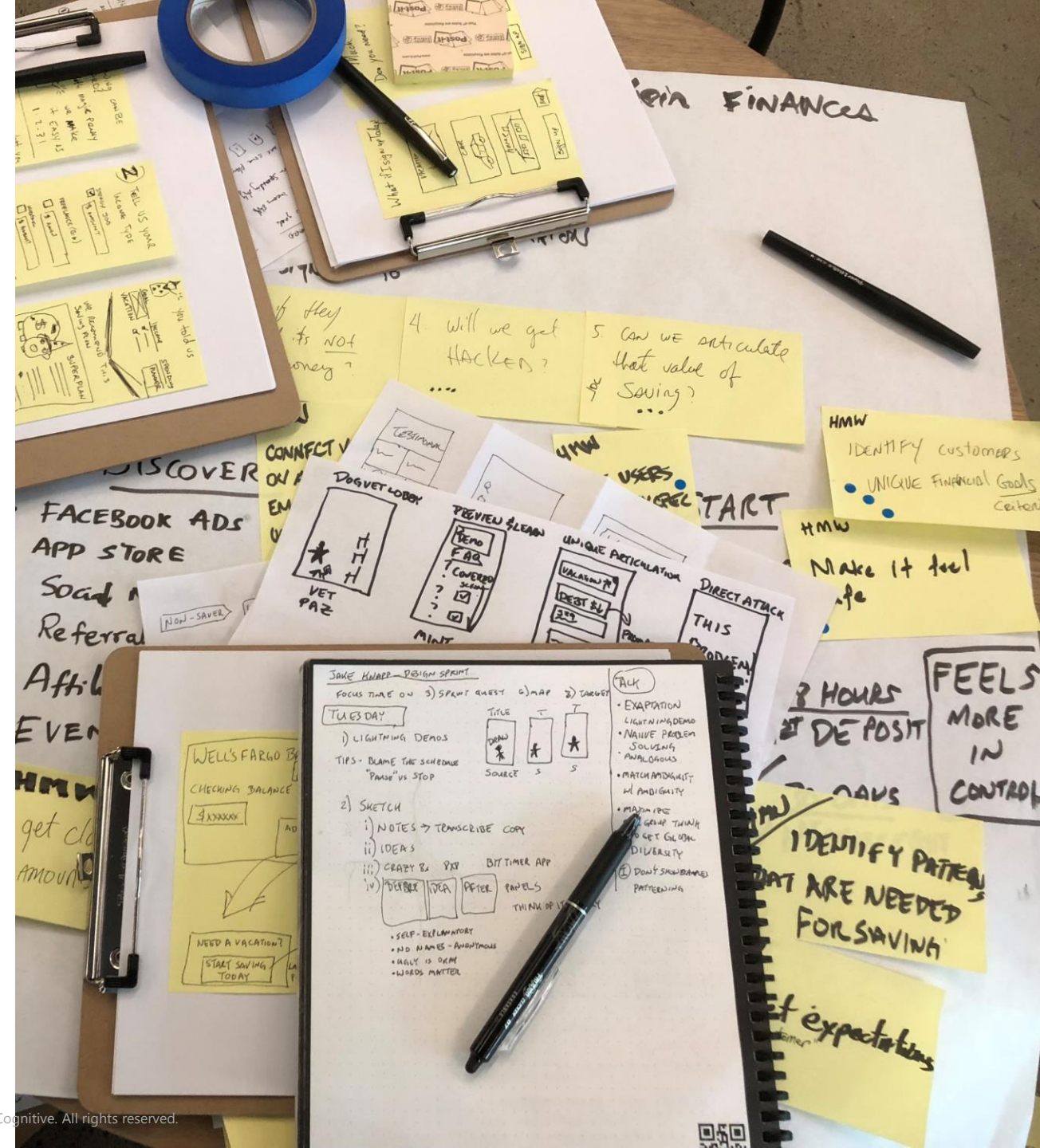


Improvement Exercise

As a team, select a UX Proof Point to improve from the prior exercise with a low score – something that needs to be improved

As individuals, brainstorm three to five ideas for "How might we..." improve the product or service to score higher on the UX Proof Point selected

As a team, affinity cluster the ideas and dot vote to determine the team's top ideas



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Q&A

Feel free to follow up with us at



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Backup

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Agile Alliance Conference 2018

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Other Options

Customers

Buyers

Users

End Users

Content Ideas:

- Customers vs users vs buyers
 - Definition of UX
 - How to use UX Proof Points as part of a strategic discussion on where to invest development efforts
- <https://www.amazon.com/Power-Moments-Certain-Experiences-Extraordinary-ebook/dp/B06ZY5STD6>

References

Koen, Billy Vaughn. [Discussion of the Method: Conducting the Engineer's Approach to Problem Solving](#). 2003.

Heath, Chip and Dan. The Power of Moments. 2017.

Moments of Truth by [Jan Carlzon](#)