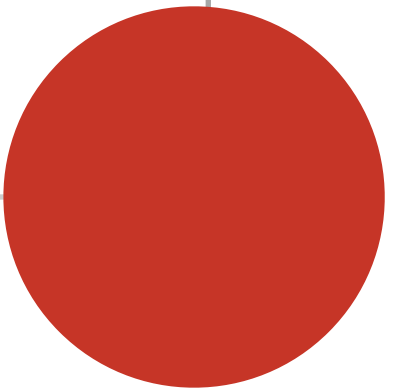


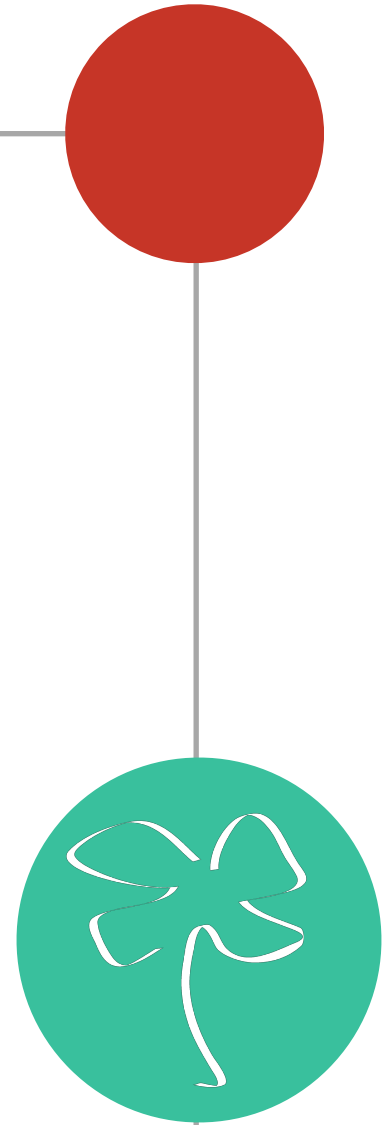
Better UX w/EQ

- Define emotional intelligence
- Learn the 26 traits of emotional intelligence
- Understand ways UX is included at every level of business
- Identify the touch points of your brand
- Learn the difference between UX vs. UI
- Learn to quickly identify what poor UX looks like
- Examine where UX fits into your own creative process
- Learn strategies you can implement immediately when designing products and services

Better UX w/EQ

#LuckyUX





Christina Aldan

@luckygirliegirl

#LuckyUX

OBJECTIVE

- 1 • Define user experience

OBJECTIVE

2• Learn the Difference between UX vs. UI

OBJECTIVE

3• Understand how UX is included at every level of business and why we care

OBJECTIVE

4• Discuss the elements of UX

OBJECTIVE

5• Identify Messages that Kill UX

OBJECTIVE

6• Learn to recognize examples of core values in design

OBJECTIVE

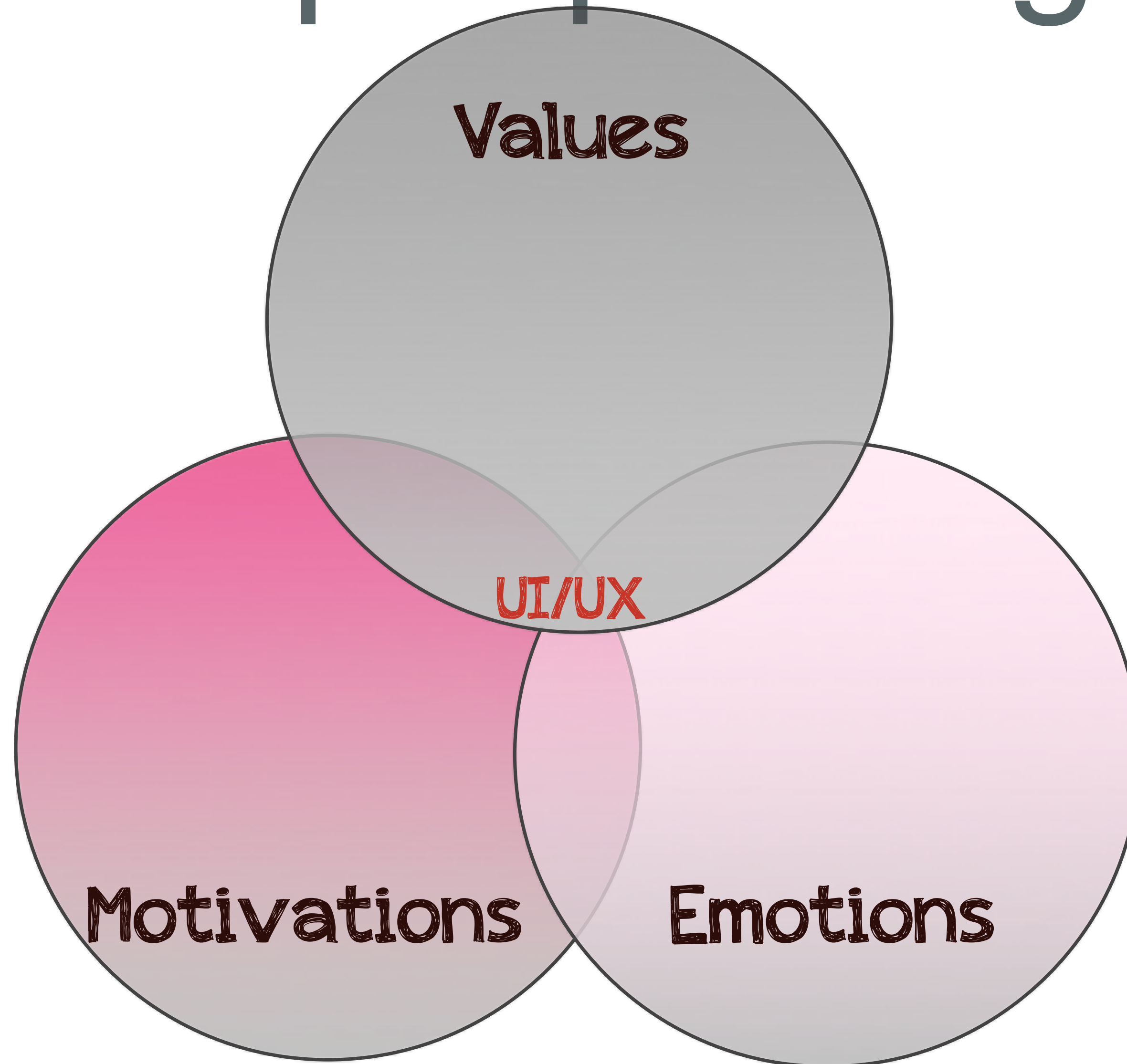
7• Identify touchpoints for clients to engage with your brand

1.

UX Creates Life Experience



Why do people engage?



Why Better UX?



Why Better UX?

- 1. To engage with the user environment more harmoniously

Why Better UX?




2. We accomplish more by
co-creating solutions together

Why Better UX?



3. Good UX helps us understand what our customers value

Why Better UX?



4. It brings more joy and satisfaction to our customer experience



Why Care?

Why does engagement even matter?

Customers who are fully engaged represent a **23% share** of profitability, revenue, and relationship growth compared to the average customer. (Gallup)

Why Care?



Emotional Triggers

Elements of UX

User Interface

Mobile App
Customer Service
Products
Conferences

Overseer

Creative Director
Project Manager
UX Designer



Brand Identity

Business Culture
Core Values
Brand Messaging
Logo Design



Market Research

Focus Groups
A/B Testing
Data Analysis
Surveys



User Experience

Emotional Response
Brand Engagement
Loyal Clients



Elements



Examples of Core Values



Core Values

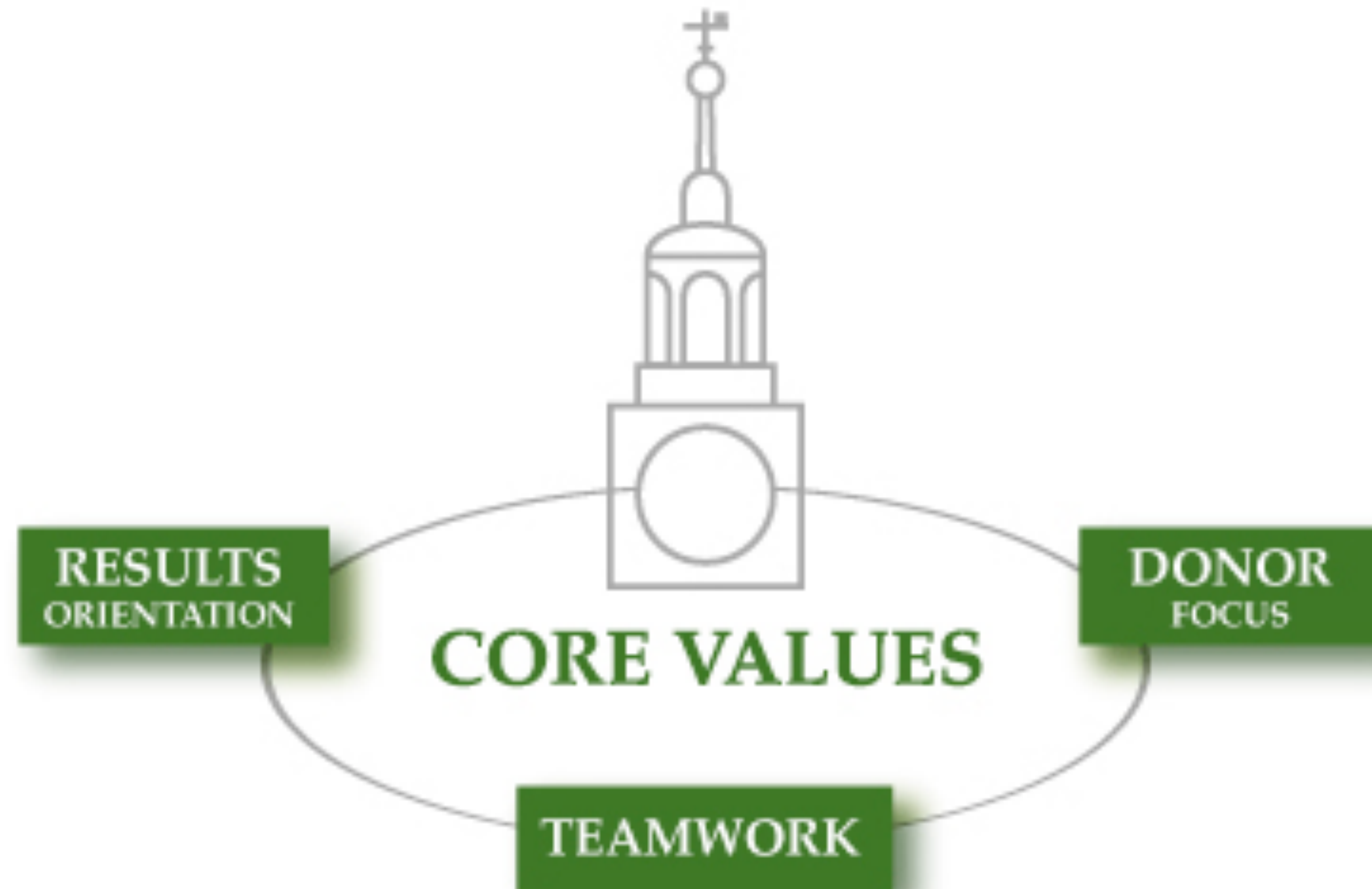


Core Values Questions to Ask

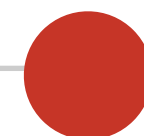
1. Are our core values emitted at every level of product design? Are the client's core values represented?
2. Would they recommend our products/services to others?
3. Do users have to think to use the product or is there a natural path that aligns with their core values, so they already “get it” and inspires them to take an action?



Examples



Src: <http://www.dartmouth.edu/~rpd/images/corechart.jpg>

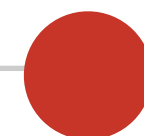


Examples

1. Deliver WOW Through Service
2. Embrace and Drive Change
3. Create Fun and A Little Weirdness
4. Be Adventurous, Creative, and Open-Minded
5. Pursue Growth and Learning
6. Build Open and Honest Relationships With Communication
7. Build a Positive Team and Family Spirit
8. Do More With Less
9. Be Passionate and Determined
10. Be Humble



Src: <http://about.zappos.com/our-unique-culture/zappos-core-values/embrace-and-drive-change>



Examples



Quicken Loans®

At Quicken Loans, 95 percent of employees say their workplace is great.

EMPLOYEE RATINGS

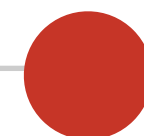


LEGEND

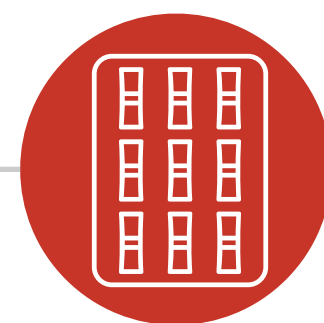
OFTEN OR ALMOST ALWAYS

SOMETIMES

<http://reviews.greatplacetowork.com/quicken-loans>



Consistency

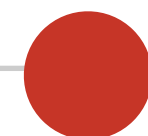


Examples

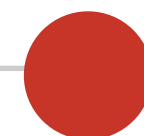
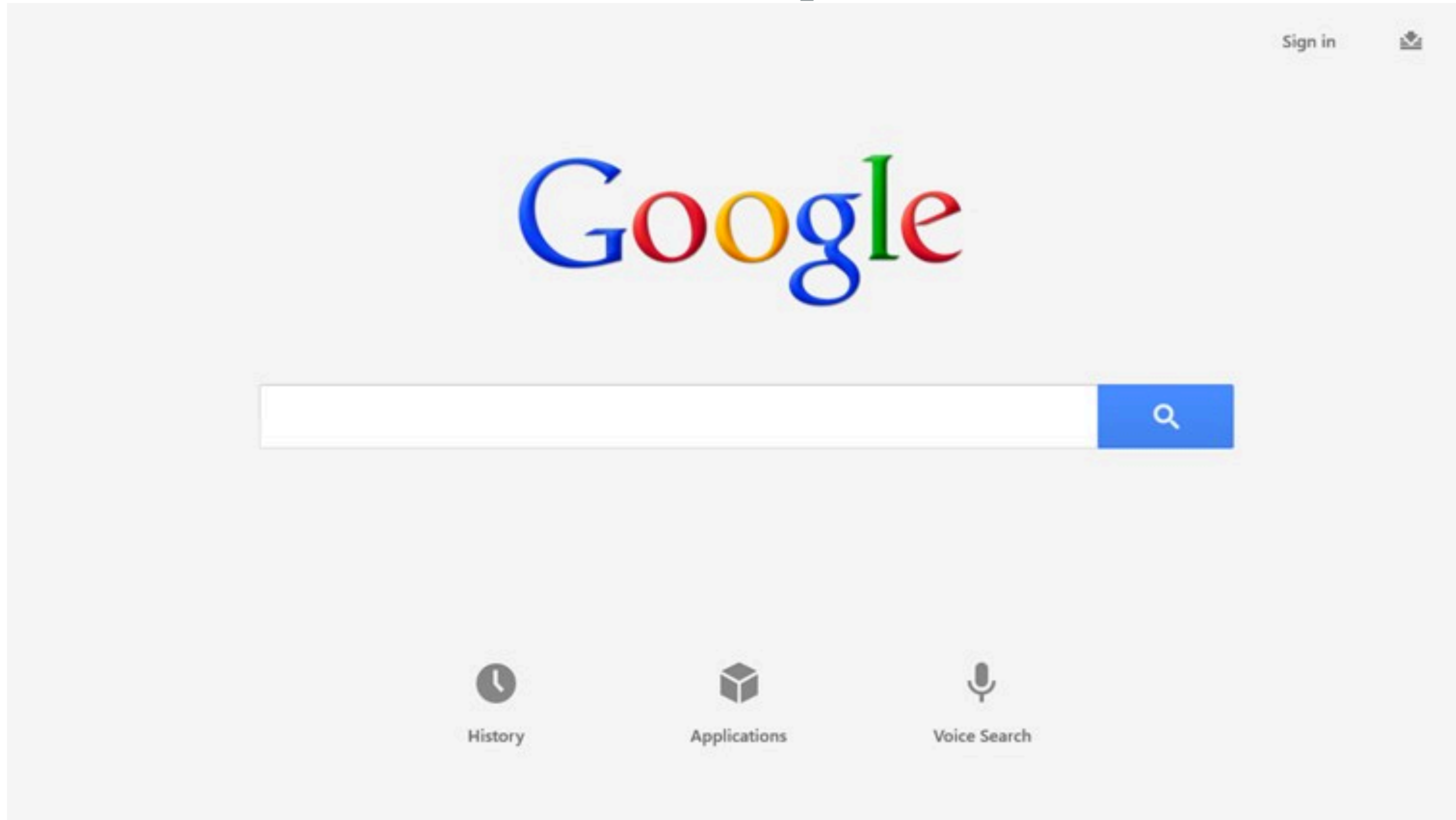
Google

Google Search

I'm Feeling Lucky

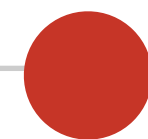


Examples



Examples

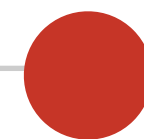
DELL



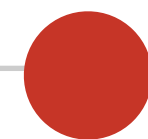
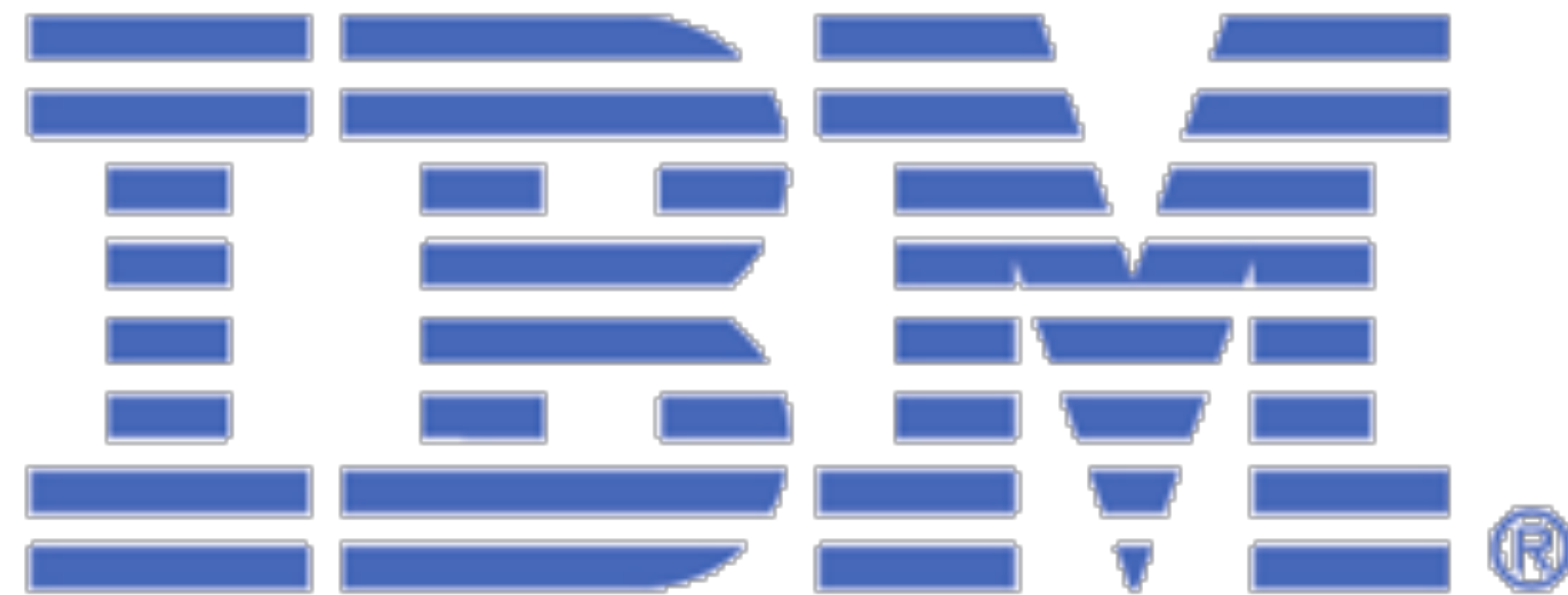
Examples



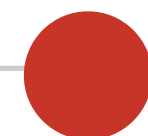
Instituted BYOD Policy in 2012



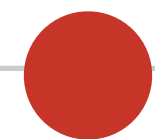
Examples



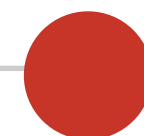
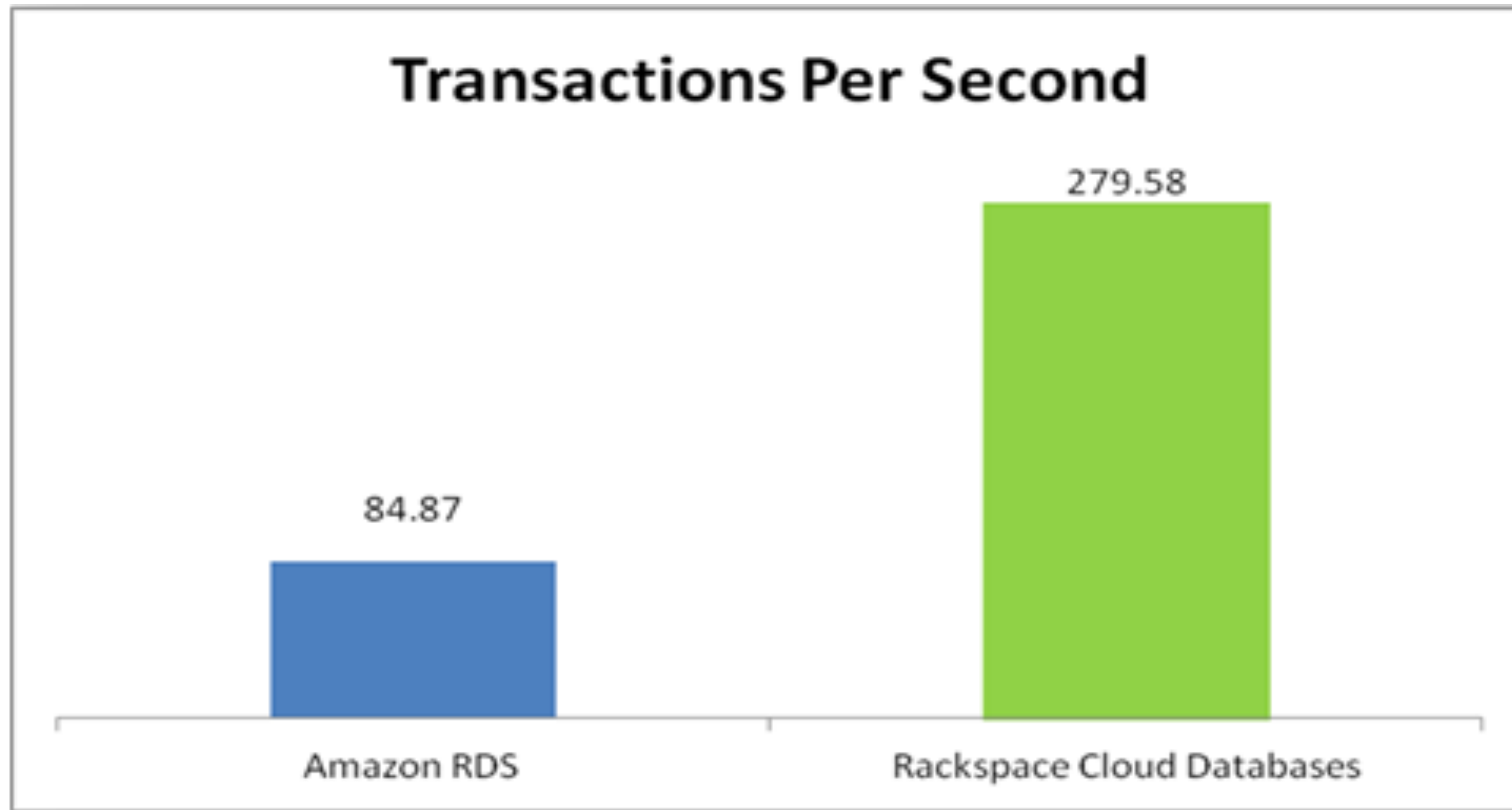
Examples



Examples



Examples



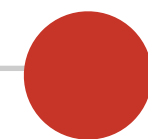
Examples



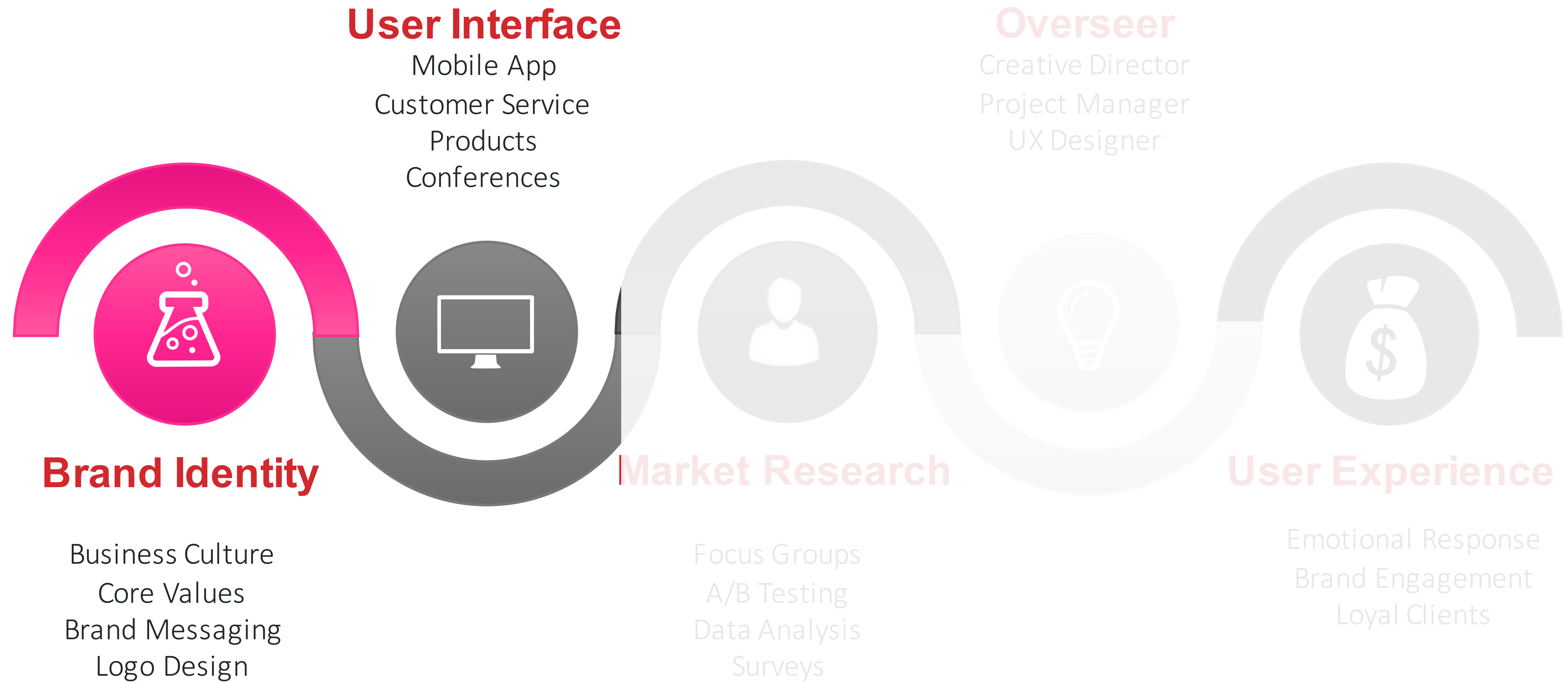
Examples



Src: <http://peopleslab.mslgroup.com/peoplesinsights/wp-content/uploads/2013/10/Zappos-1.jpg>



Elements

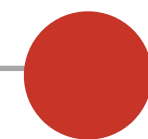


Touchpoints - User Interfaces



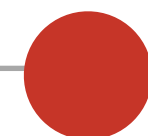
Touchpoints - User Interfaces

Mobile App



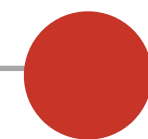
Touchpoints - User Interfaces

Website



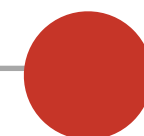
Touchpoints - User Interfaces

Consultations



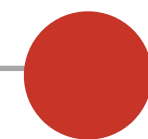
Touchpoints - User Interfaces

Reviews



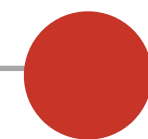
Touchpoints - User Interfaces

Customer Service



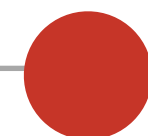
Touchpoints - User Interfaces

Phone Calls



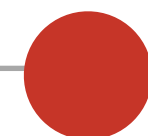
Touchpoints - User Interfaces

Meetings



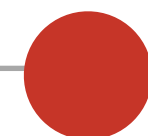
Touchpoints - User Interfaces

Conferences



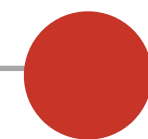
Touchpoints - User Interfaces

Classroom



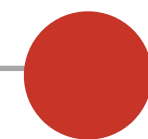
Touchpoints - User Interfaces

Emails



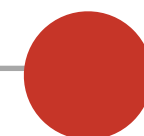
Touchpoints - User Interfaces

TV Ads



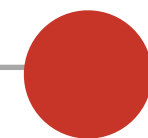
Touchpoints - User Interfaces

SWAG



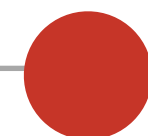
Touchpoints - User Interfaces

Print Ads



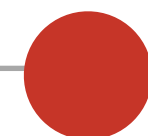
Touchpoints - User Interfaces

Social Media



Touchpoints - User Interfaces

Digital Advertising



Break



OBJECTIVE

8• Learn how habits and emotions influence decision-making

OBJECTIVE

9• Understand how triggers can inspire a reaction

OBJECTIVE

10• Learn ways to incorporate customer feedback into your growth strategy using various metrics

Mind and Body

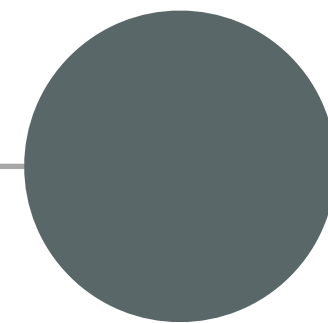
“Rather than being a luxury,
emotions are a very intelligent...”

~Antonio Damásio, Portuguese Neuroscientist



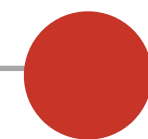
Mind and Body

Thoughts - Bend

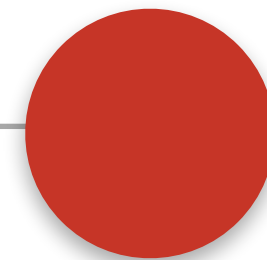
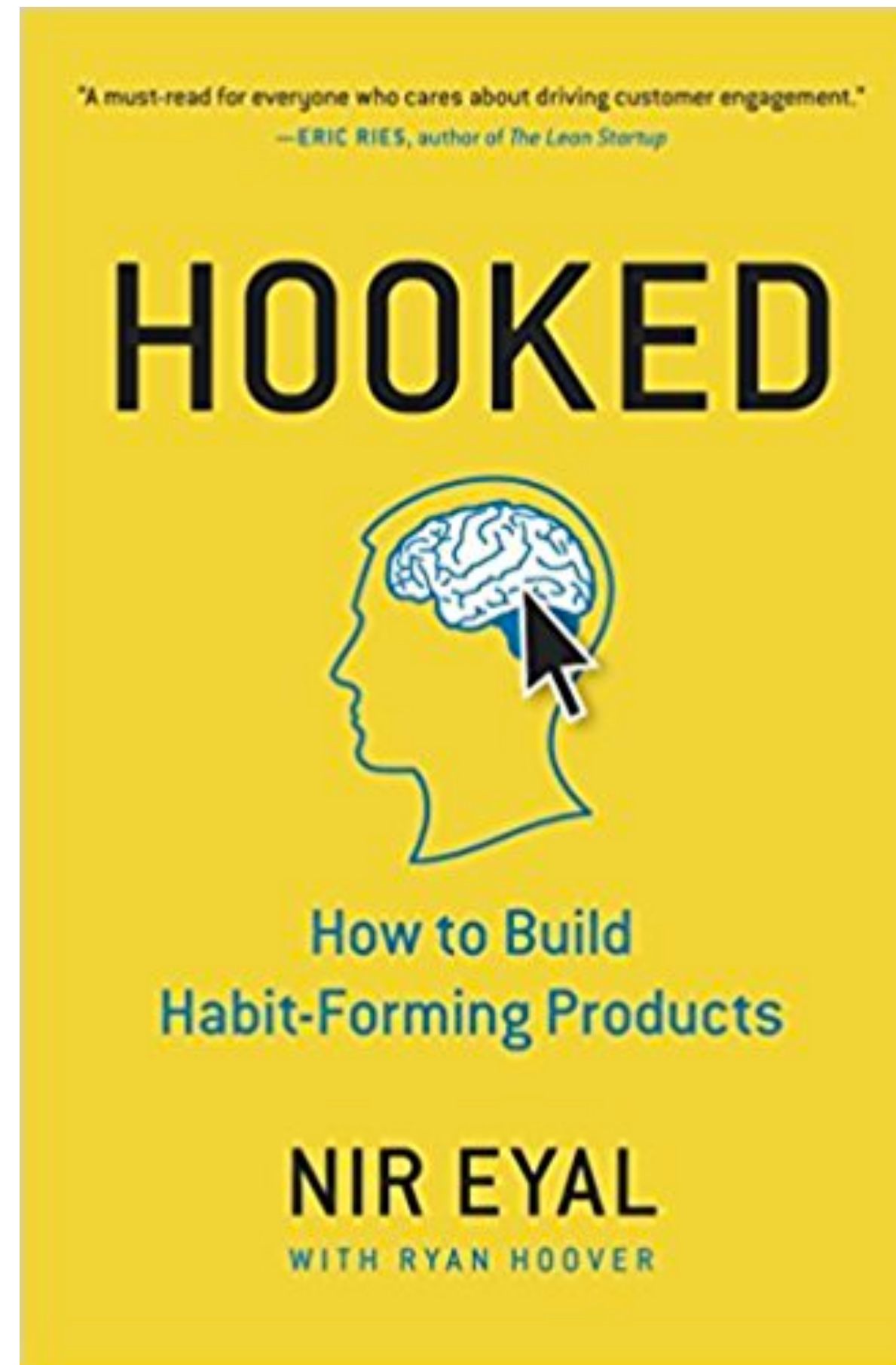


Mind and Body

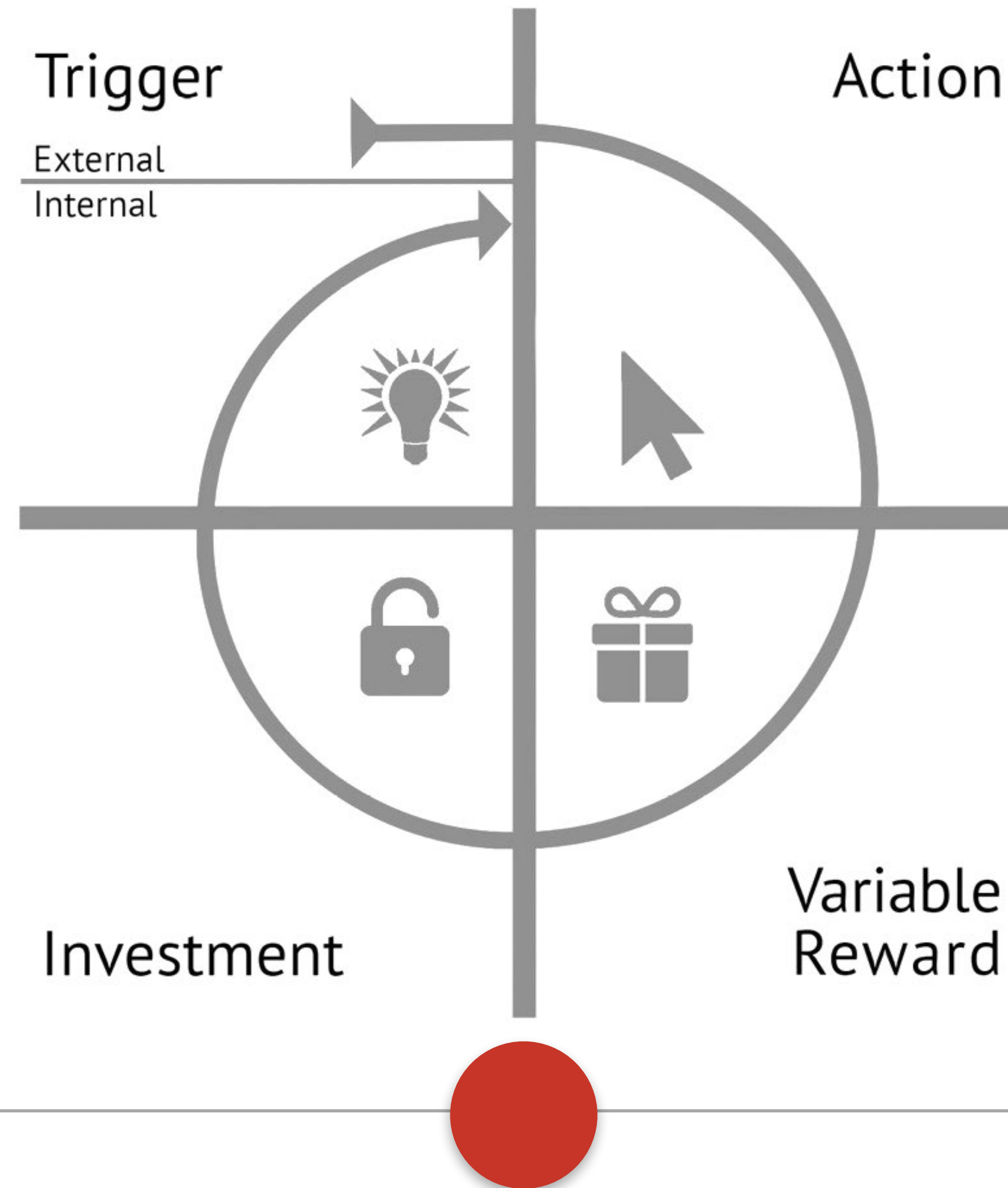
Habits



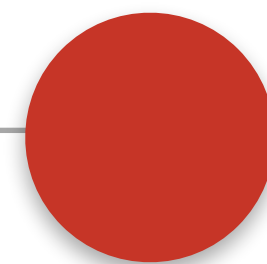
Resources



Resources



Triggers



Triggers

Piqued Interest

Give 'em a Good Reason

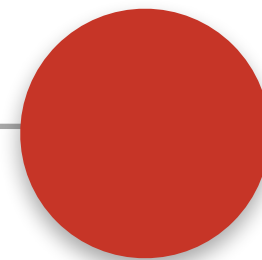
Visual

Sound

Storytellings

Smell

Create Hype



Triggers

Touch

Color

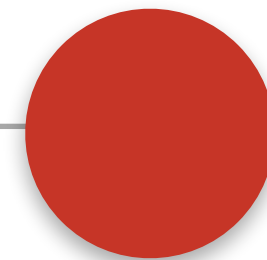
Font - Typography

Social Proof

Asymmetry

Symmetry

Minimalism



Triggers

Taste

News & Updates

Time

Fear of Missing out FOMO

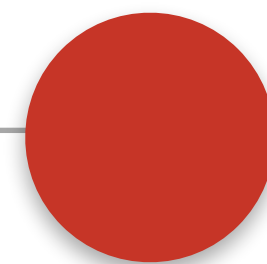
Asking for Help

Showing Vulnerability

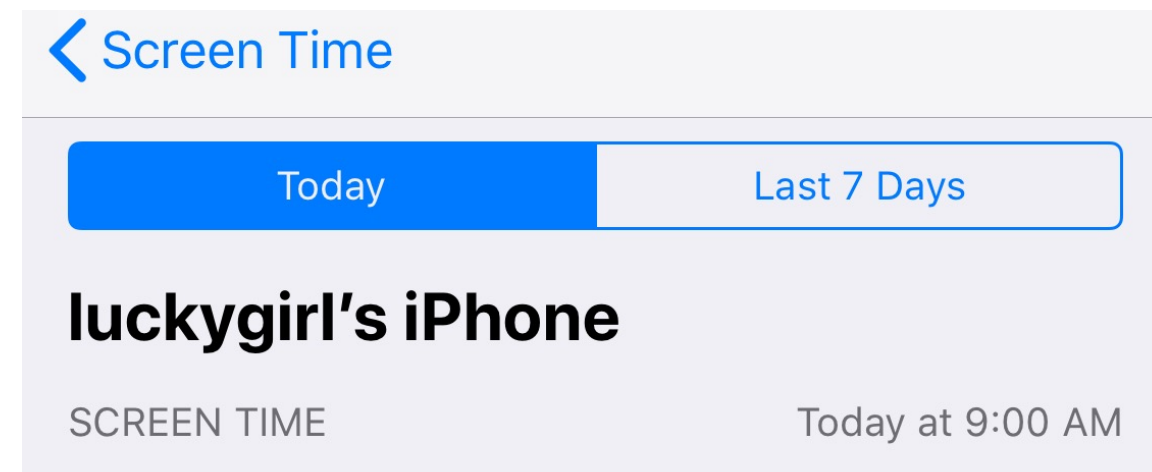
Simple Language

Size

Trust

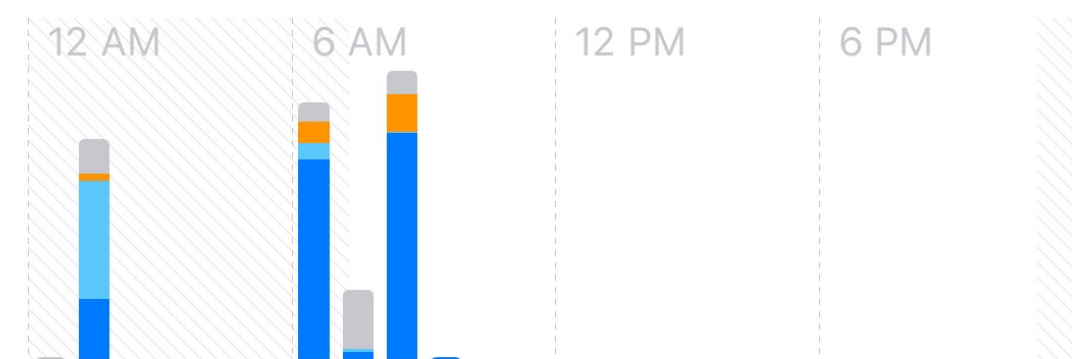


Examples



1h 24m

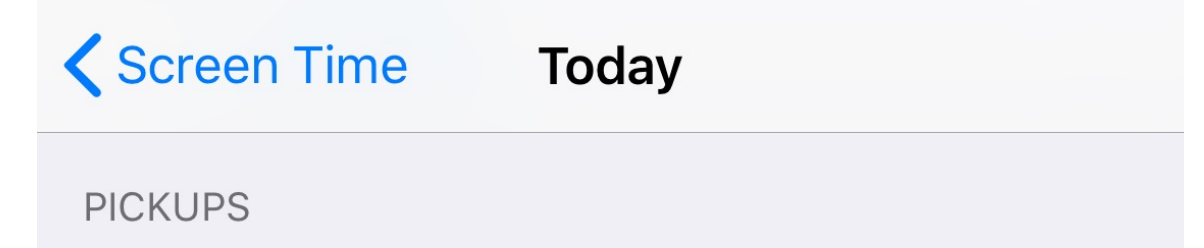
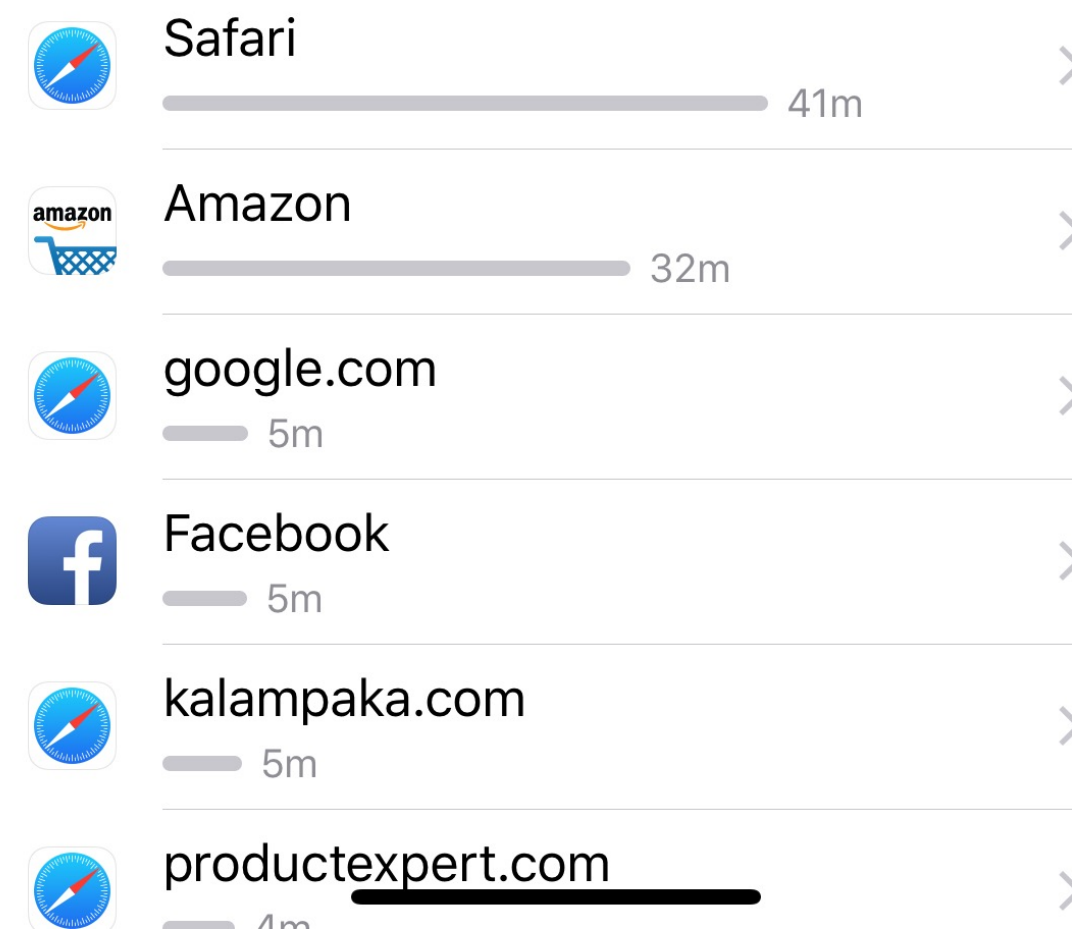
↑ 37m above average



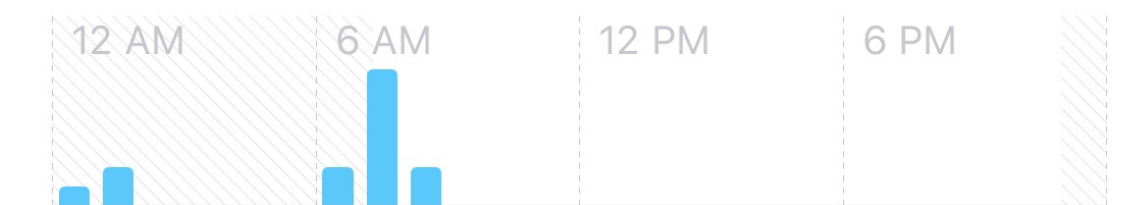
Other 50m Social Networking 13m Reading & Reference 6m

MOST USED

SHOW CATEGORIES



1 per hour



Total Pickups

14

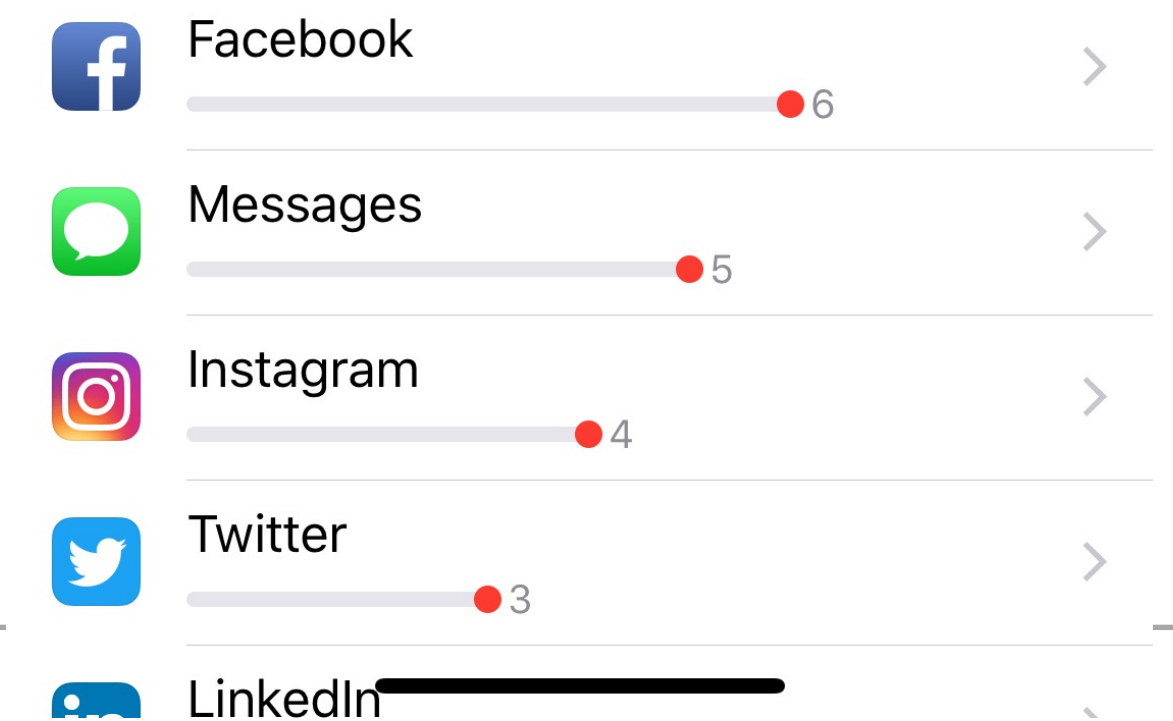
Most Pickups

7 between 7 AM – 8 AM

NOTIFICATIONS

26

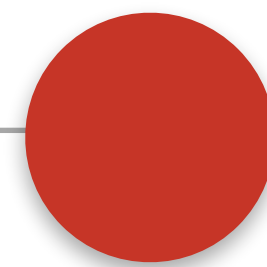
Around 2 per hour



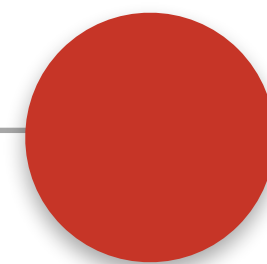
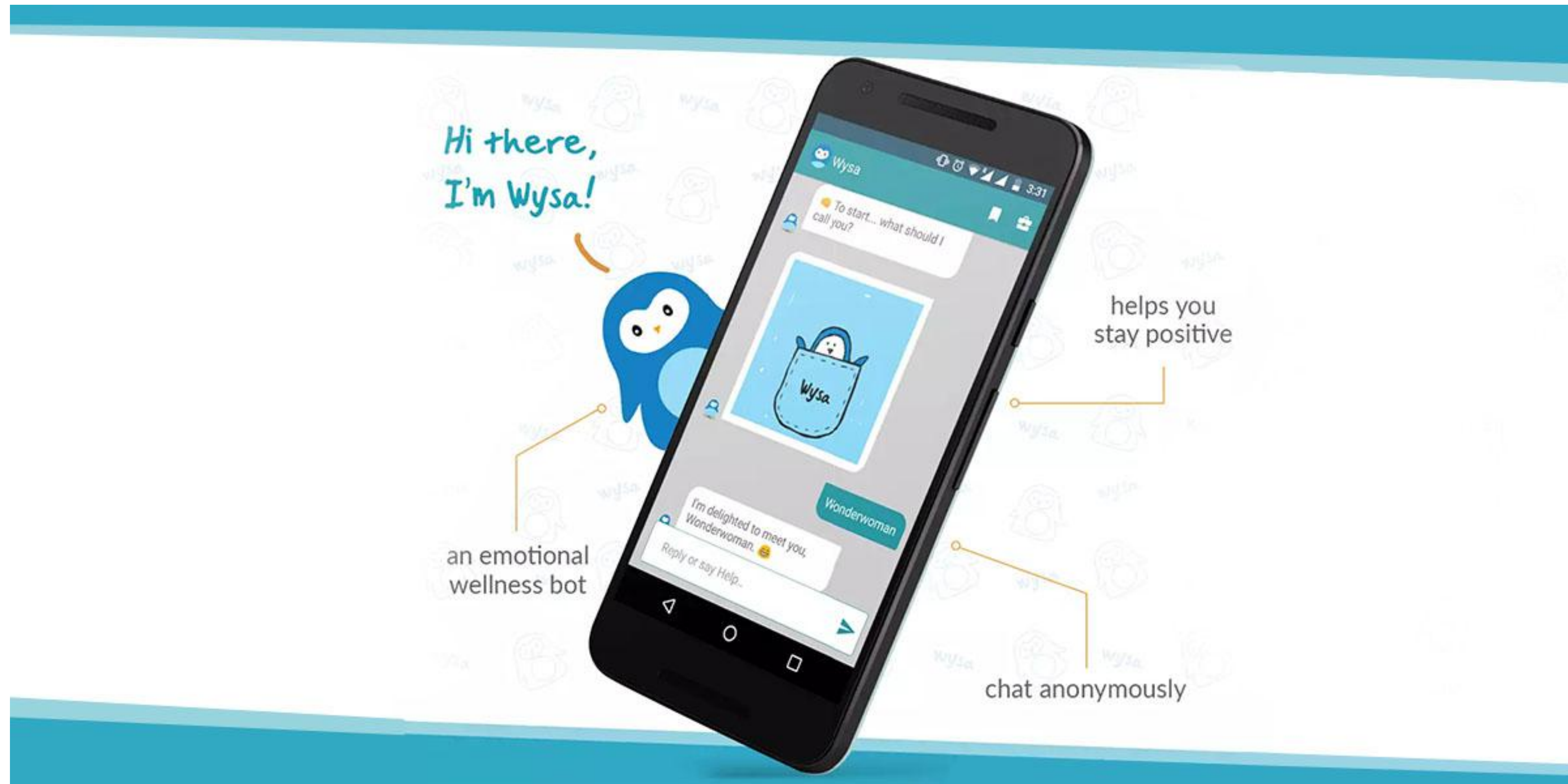
Examples



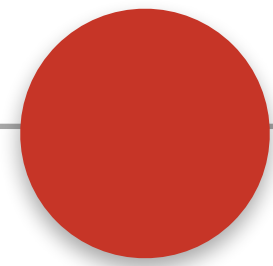
FLEEE
& THANK YOU



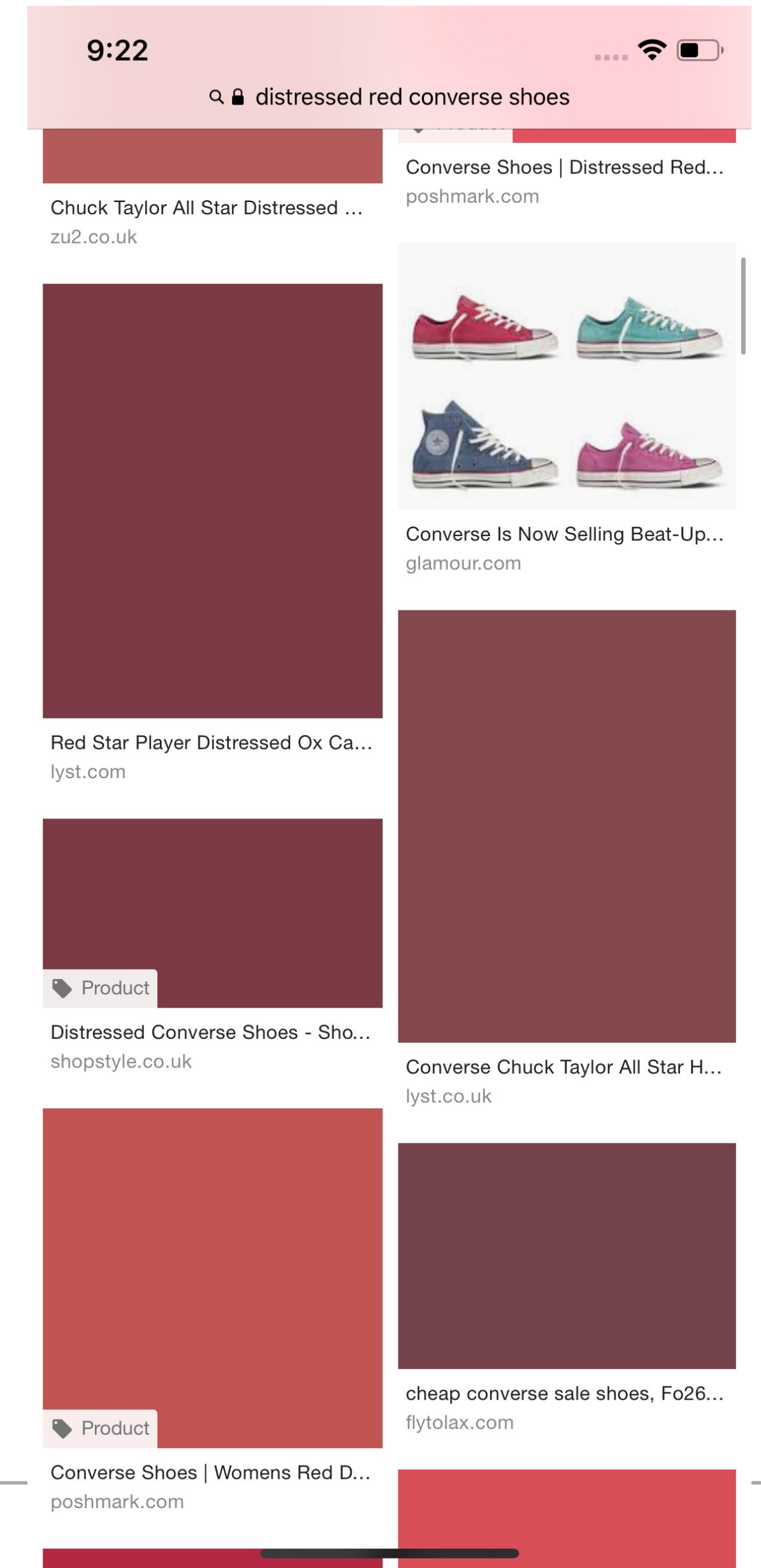
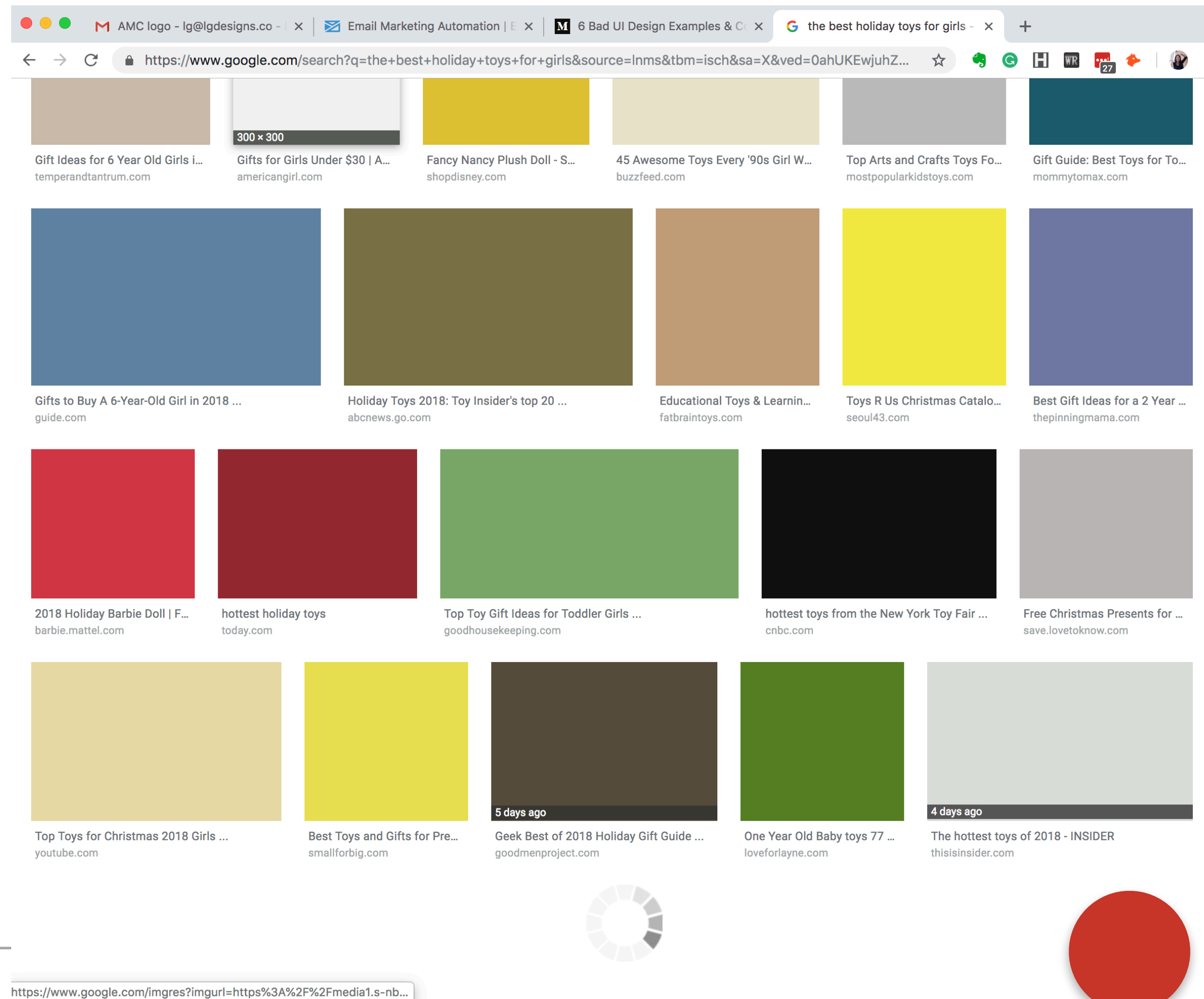
Examples




Examples



Examples



Examples



NEXTGENERATIONTEACHERS.COM

NGSS For Teachers, By Teachers

HOMEOUR JOURNEYSTORYLINESRESOURCESUPDATESABOUT US



HOW CAN SCIENCE HELP BUILD A BETTER ICE PACK?

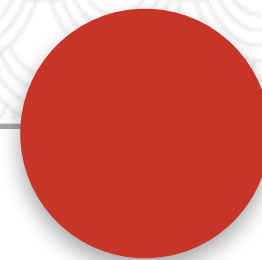
Unit Synopsis: In this unit, students investigate why athletes ice injuries. This leads students to wonder why actual bags of ice are used instead of the instant ice packs found in first aid kits. Students then investigate the chemical reaction occurring within an instant ice pack and work to develop a better design.

Anchoring Phenomenon: First aid care for musculoskeletal injuries using bags of ice instead of instant ice packs containing an endothermic chemical reaction.

UNIT MATERIALS

- [Unit Skeleton](#)
- [Storyline Narrative - Version 2.0](#)
- [Teacher Guides](#)
- [Assessments and Rubrics](#)
- [Student Activity Sheets](#)
- [Projected Images and Handouts](#)
- [Performance Expectations Unpacking](#)





Examples

PERFORMANCE EXPECTATION

MS-PS3-3 Apply scientific principles to design, construct, and test a device that either minimizes or maximizes thermal energy transfer.* **[Clarification Statement: Examples of devices could include an insulated box, a solar cooker, and a Styrofoam cup.] [Assessment Boundary: Assessment does not include calculating the total amount of thermal energy transferred.]**

Disciplinary Core Ideas (DCIs)

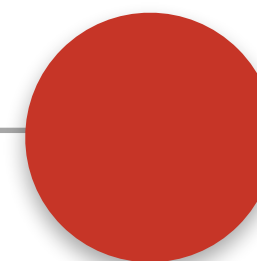
PS3.A: Definitions of Energy

- Temperature is a measure of the average kinetic energy of particles of matter. The relationship between the temperature and the total energy of a system depends on the types, states, and amounts of matter present.

PS3.B: Conservation of Energy and Energy Transfer

- Energy is spontaneously transferred out of hotter regions or objects and into colder ones by the processes of conduction, convection, and radiation.

- Temperature measures energy levels
- Temperature changes do not equal adding “coldness” or “hotness”
- Particles of matter are always in motion
- States of matter are determined by certain characteristics
- Energy moves and is transferred from high to low (hot to cold) until equilibrium
- Different matter types are going to react to energy changes different (water - specific heat)
- All things are made of matter
- Identify heat - thermal energy
- Total change of energy in a system is always equal to the total energy going in or out.



The screenshot shows the Xfinity website homepage. At the top, there is a dark navigation bar with the Xfinity logo and links for Shop, My Account, Support, TV, Email, Sign In, and Comcast Business. Below this is a secondary navigation bar with dropdown menus for Products, Bundles & Deals, Programming, and Customers. The 'Products' dropdown menu is open, showing a list of services: XFINITY TV, XFINITY Internet, XFINITY Voice, XFINITY Home, XFINITY on X1, Verizon Wireless, XFINITY vs. the Competition, and Comcast Business Services. The main content area features a promotional banner for a Triple Play bundle. The banner includes the text '200 more reasons to see for yourself' and 'Step up to the Premier or Complete Triple Play and get up to a \$200 Visa® Prepaid Card.' It displays three service boxes: Internet (up to 50 Mbps), TV (140 Channels), and Voice (Nationwide Calling). The price is listed as \$99/mo for 24 months with a 2-year agreement, plus a \$100 Visa Prepaid Card. A yellow 'Add to cart' button is present, along with a link for 'Pricing & Other Info.' Below the banner, there is a section titled 'What are you shopping for?'.

Products ▾ Bundles & Deals ▾ Programming ▾ Customers ▾


XFINITY TV
XFINITY Internet
XFINITY Voice
XFINITY Home
XFINITY on X1
Verizon Wireless
XFINITY vs. the Competition
Comcast Business Services

200 more reasons to see for yourself
Step up to the Premier or Complete Triple Play and get up to a \$200 Visa® Prepaid Card.

Internet
up to
50
Mbps

TV
140
Channels

Voice
Nationwide
Calling

\$99/mo + 
for 24 months
With 2-year agreement

✓ X1 Entertainment Operating System®
✓ Lock in your rate for 2 years
✓ **\$100** Visa® Prepaid Card

Add to cart
[Pricing & Other Info.](#)

What are you shopping for?

On the main pages, the secondary navigation is presented as a dropdown menu that takes you to subpages.

[Xfinity TV](#)

The screenshot shows the Xfinity TV Go website interface. At the top, there is a dark navigation bar with the Xfinity logo and links for Shop/Upgrade, My Account, and Support. Below this is a secondary navigation bar with the text 'XFINITY TV Go' and three tabs: Watch Online, Watch On TV, and Saved. The 'Watch Online' tab is selected. Below the tabs is a horizontal menu with buttons for TV SHOWS, MOVIES, SPORTS, FAMILY & KIDS, NETWORKS, LIVE TV (with a 'NEW' badge), AWARDS, STREAMPIX, and LATINO. A red circle is drawn over the 'NETWORKS' button.

xfinity Shop/Upgrade My Account Support

XFINITY TV Go Watch Online Watch On TV Saved

TV SHOWS MOVIES SPORTS FAMILY & KIDS NETWORKS LIVE TV **NEW** AWARDS STREAMPIX LATINO



Pacific Northwest X-Ray Inc.

Simply the best!



X-Ray and Radiology? You are at the source! Here you will find hundreds of pages of X-Ray related accessories, parts, supplies, and equipment. Accessories from Lead Aprons to Lead Markers. X-Ray equipment including portables. Not to mention X-Ray parts. Be sure to keep checking back as our web design team is constantly updating the information on the current items and adding new products as they become available.

Search by Product Name, Brand
Name, Stock Number and more!

Go!

Equipment

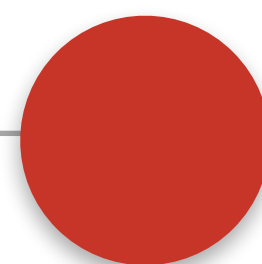
[Darkroom Equipment & Film Processors](#)(15),
[Digital/DICOM/PACS Products](#),
[Medical Equipment/Patient Care Equipment](#)(9),
[Power and Exam Tables](#)(2),
[Portable Radiographic](#)(5),
[Radiation Survey Meters](#)(7),
[Silver Recovery Systems](#)(8),
[Film Viewboxes](#)(29)
[More products/complete listing.....](#)

Accessories

[Cabinetry & Storage](#)(11),
[Cassettes/CR Plate Storage, Transport, Viewing](#)(17),
[Cassette/Film/Surgical/Case Carts](#)(10), [Exam Room Products](#)(18),
[Film Carry Cases, Cassette Holders, Pass Boxes](#)(2),
[Film Caddies, Wall Film Racks, Positioning Foam](#)(11),
[X-Ray Markers](#)(13), [Sandbags, Stools](#)(5), [Table Pads](#),
[Lead Protection Products: Aprons](#)(71),
[Gloves](#)(5), [Mobile Barriers, Windows, Eyewear](#)(4),
[Blockers](#),
[Clear Barriers, Thyroid Collars, Gonad Protection](#),
[Warning Signs, Ultrasound Accessories](#),
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Video



Video



Roboter

Elektronikk



el-ATV

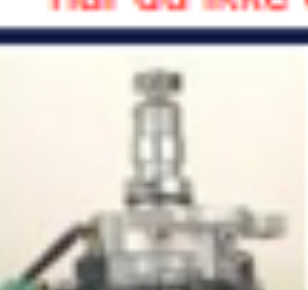
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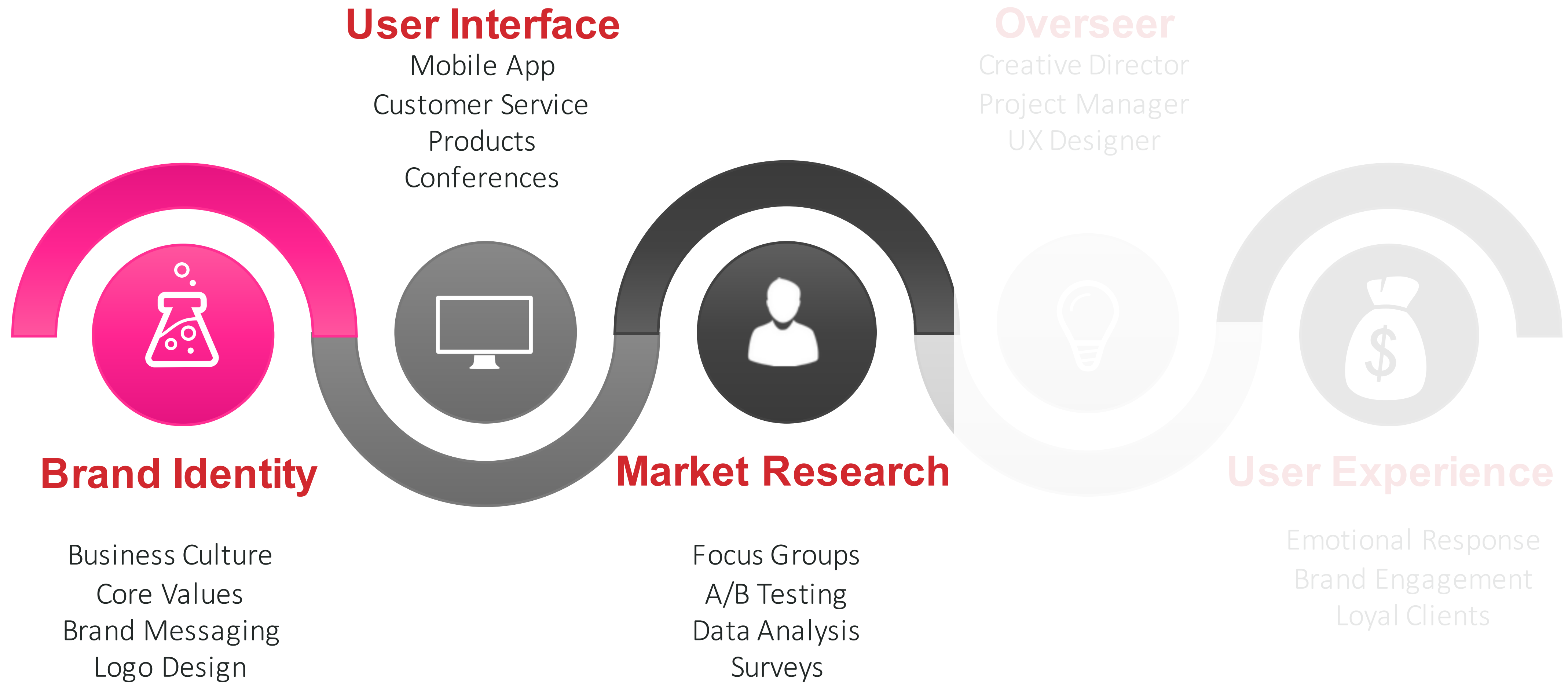
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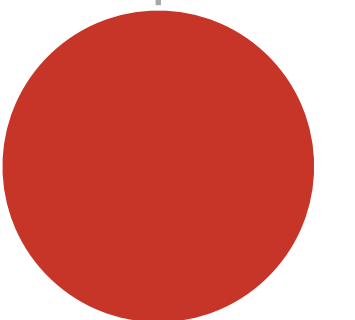
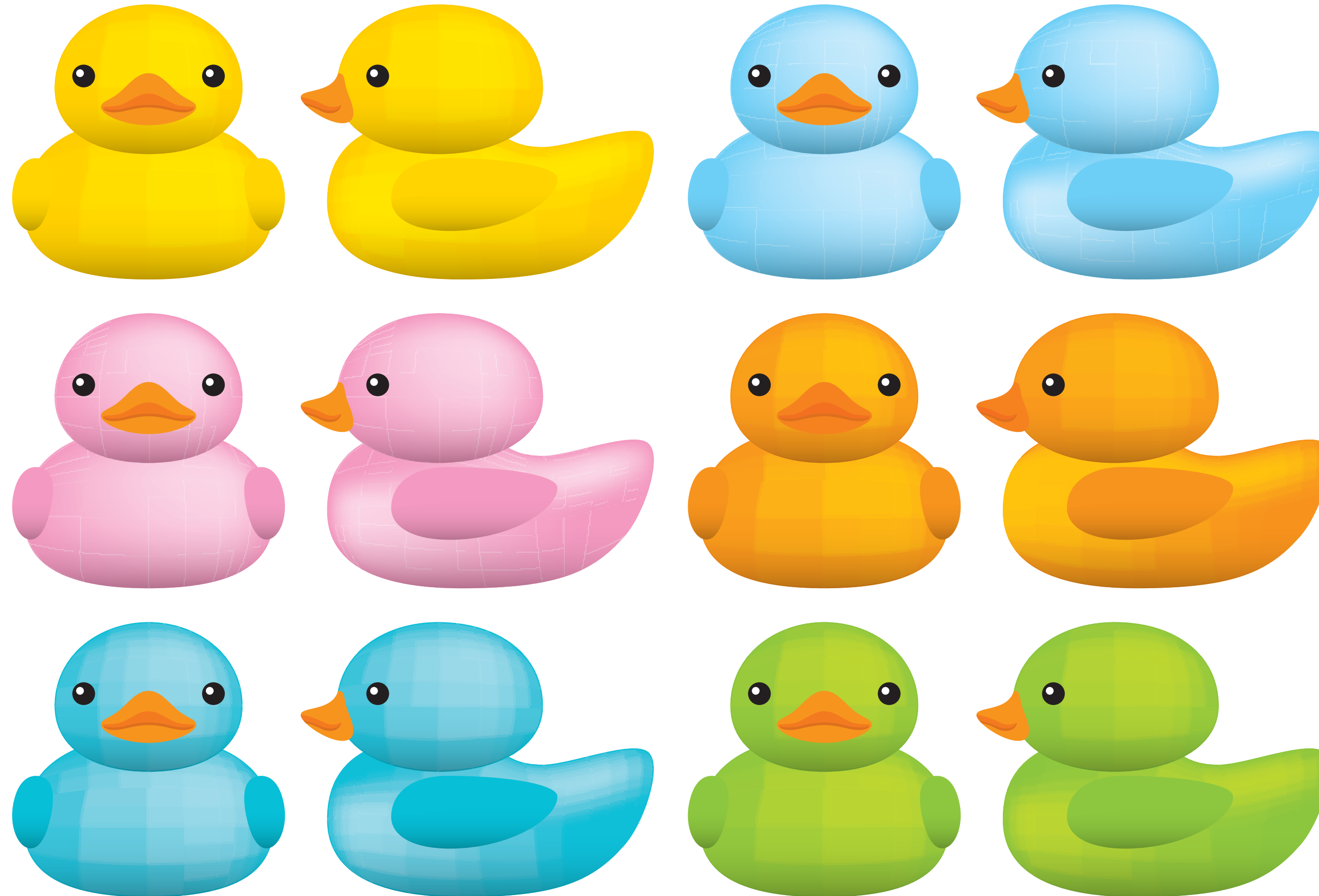
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Elements



Feedback



Resources





Jillian David

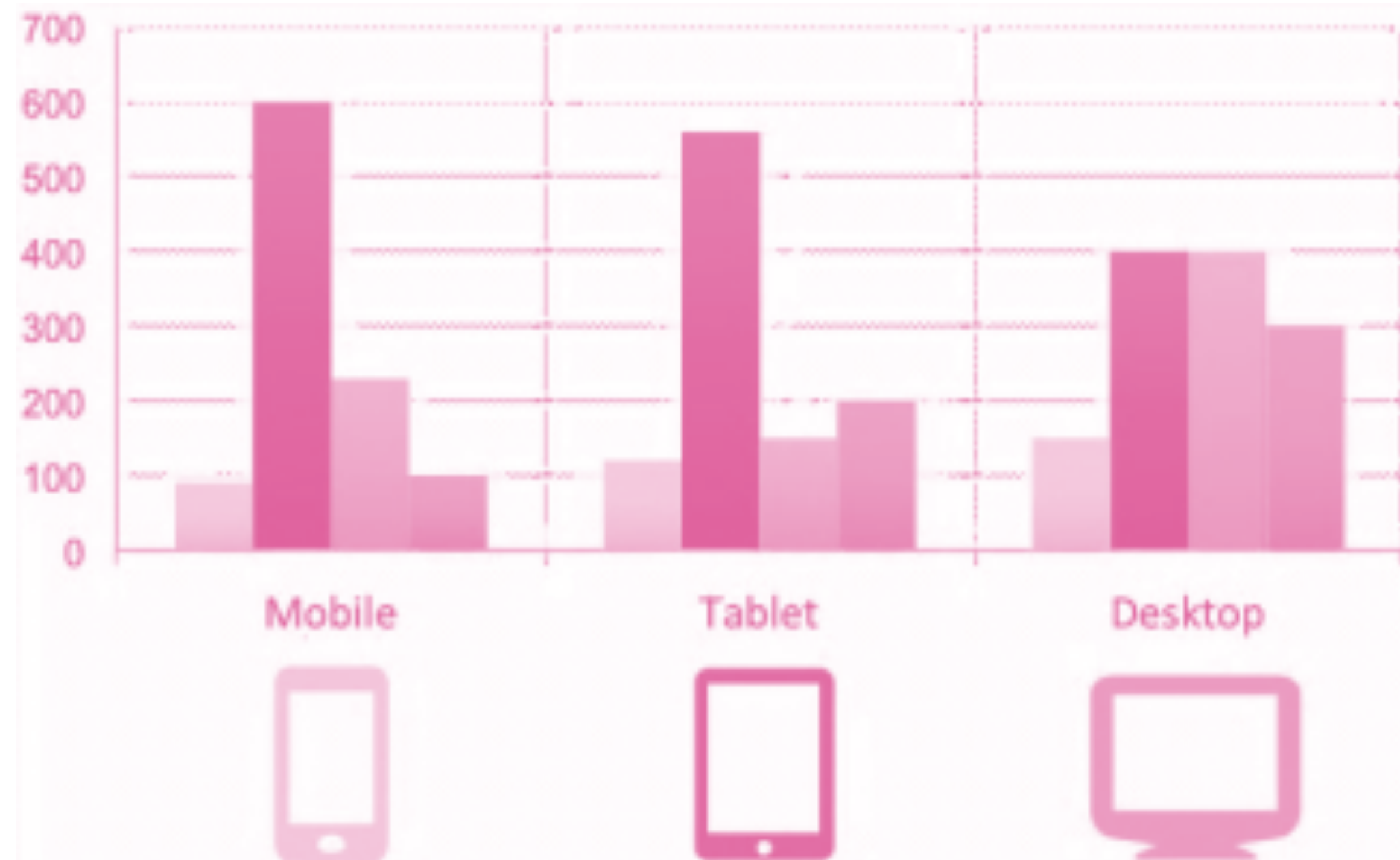
@JillianDavid13

Follow



Focus group. This could have been avoided with 1 focus group (of women).

Examples of Metrics



Examples of Metrics

Surveys



Examples of Metrics

Focus Groups



Examples of Metrics

A/B Testing



Examples of Metrics

Heat Maps



Examples of Metrics

Time Spent Engaged



Examples of Metrics

Interviews



Examples of Metrics

of File Downloads



Examples of Metrics

Internal Website Searches



Examples of Metrics

Google Analytics

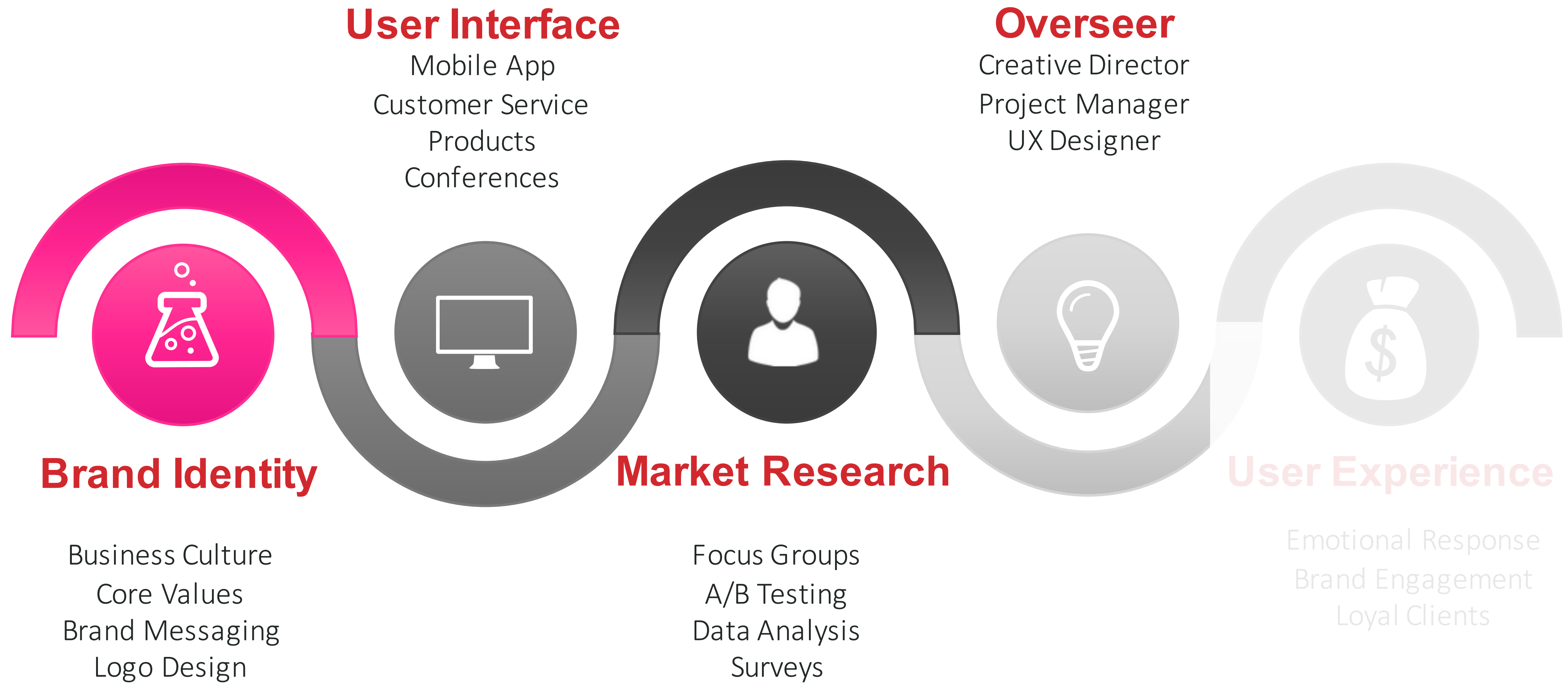


Examples of Metrics

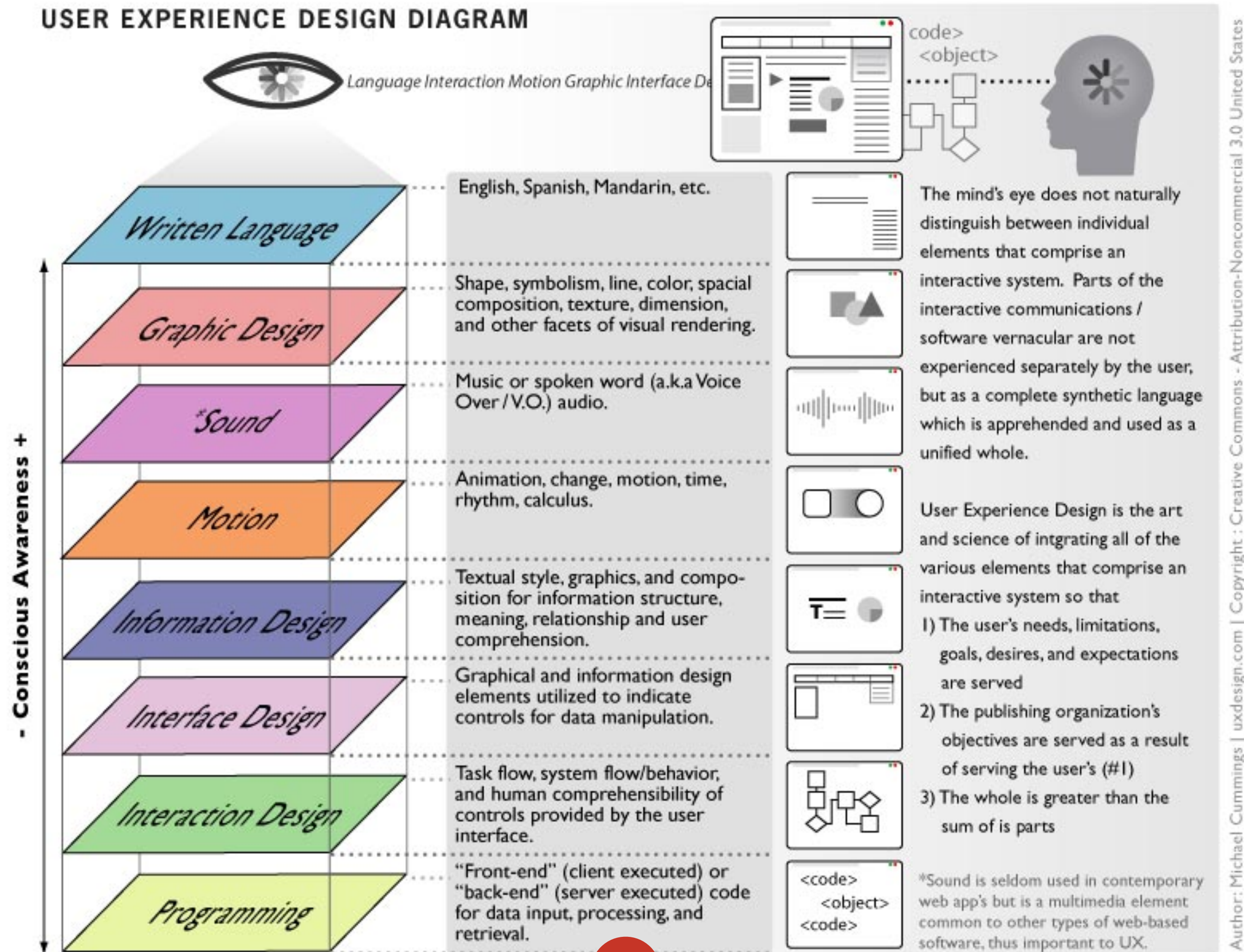
CRM User Behavior



Elements



Overview



Who is Best for the Job?

Creative Directors



Who is Best for the Job?

UX Designers



Who is Best for the Job?

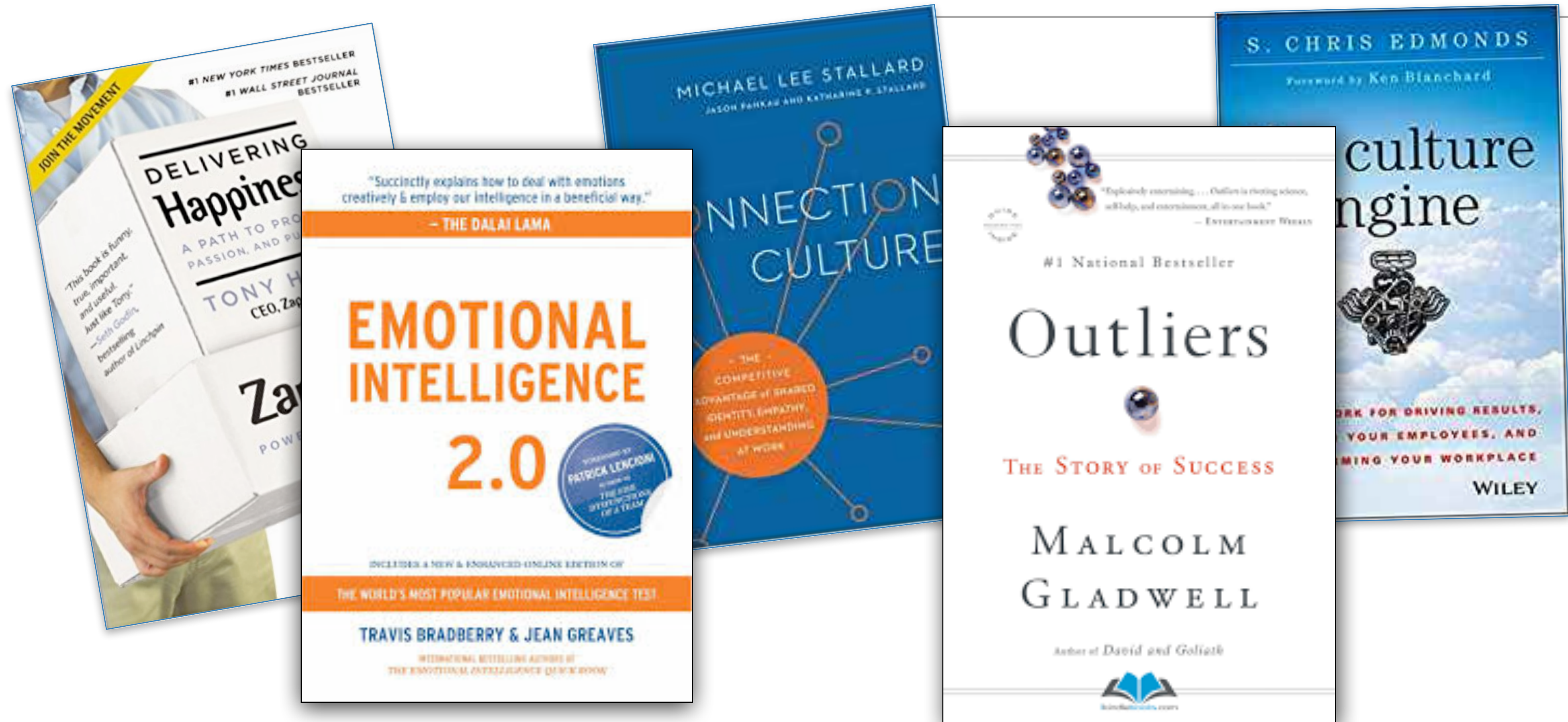
Project Managers



Elements



Resources



OBJECTIVE

11 • Learn how neuroplasticity works

OBJECTIVE

12• Examine how our brains learn and recall best

OBJECTIVE

13• Learn the 4 parts of emotional intelligence

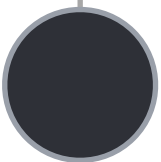
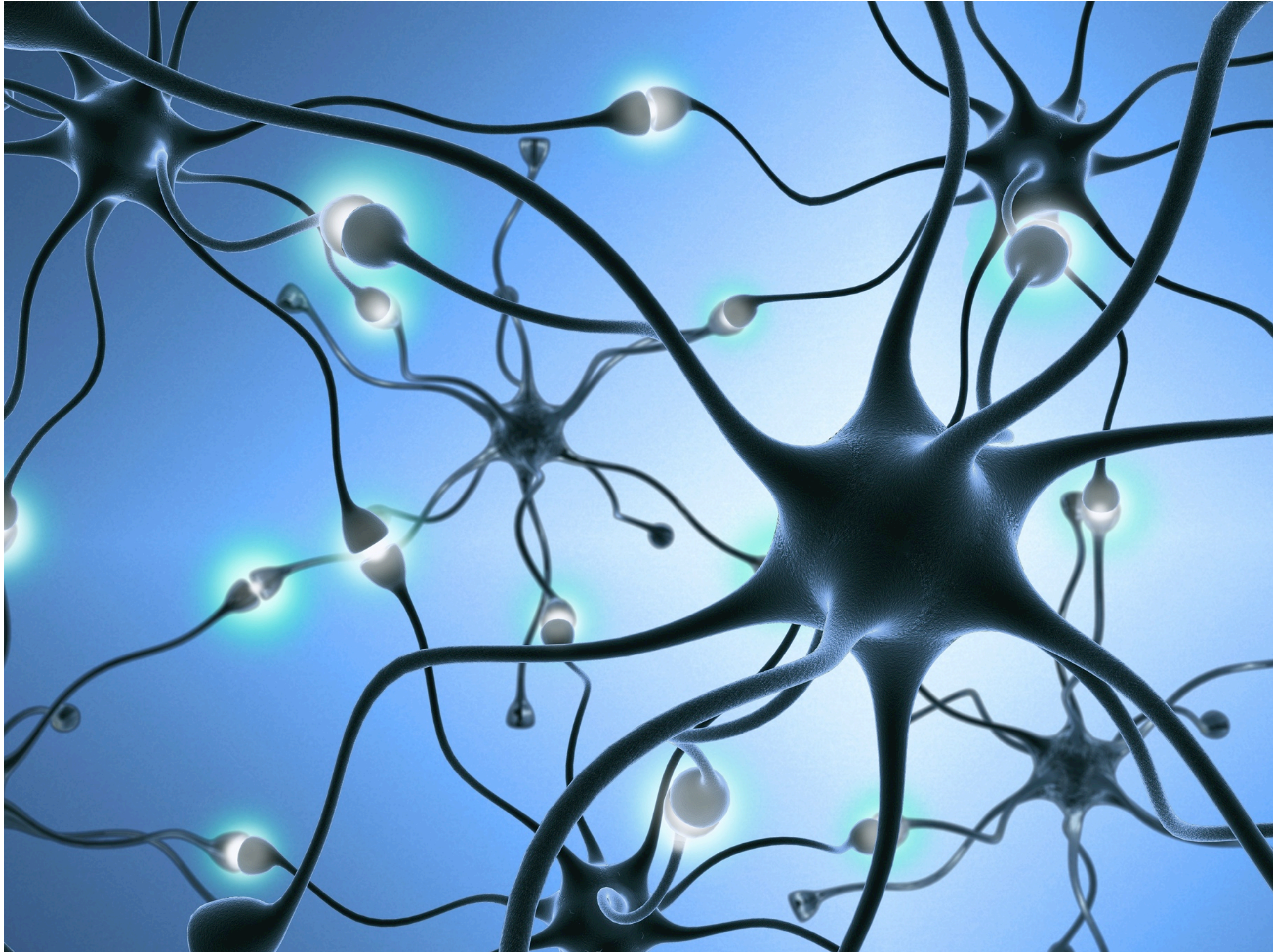
OBJECTIVE

14• Discuss some of the 26 traits of emotional intelligence

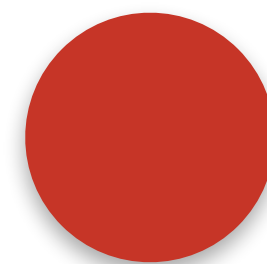
1.

OBJECTIVE

15• Learn how self-awareness helps you get into the mind of your ideal client



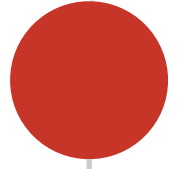
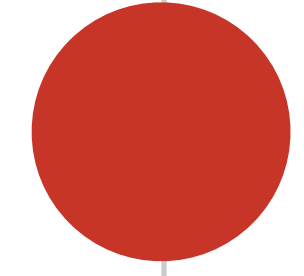
What is Neuroplasticity?

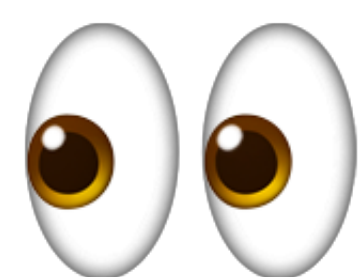
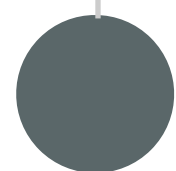


Learning Styles

How do you learn best?





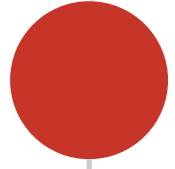
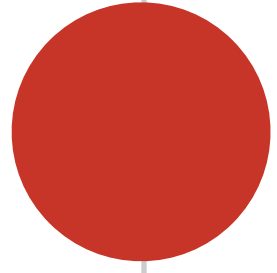


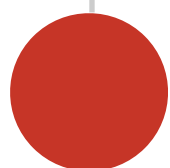
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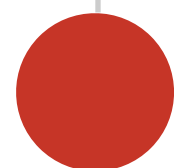


or

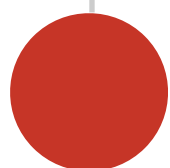


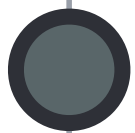




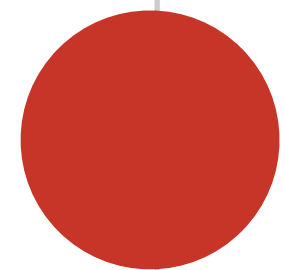
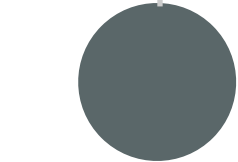


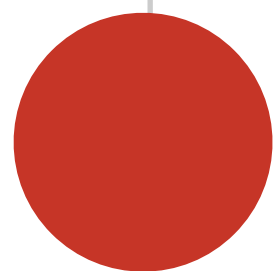
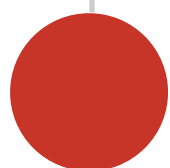
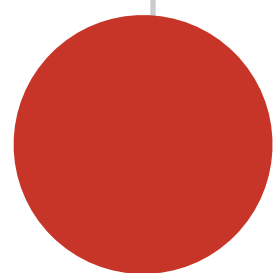
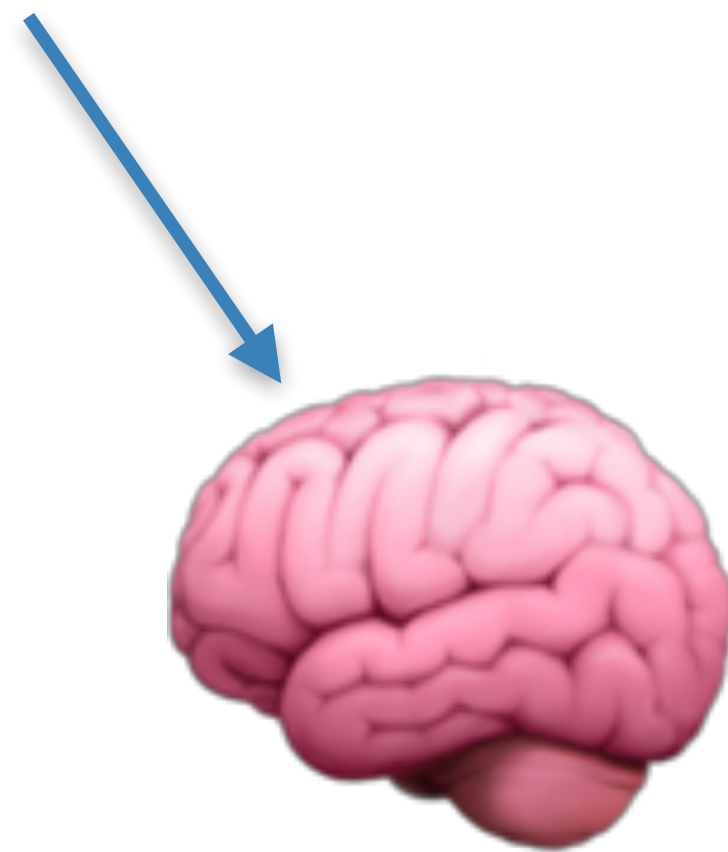
#ouch

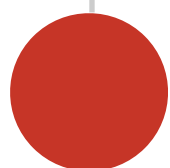


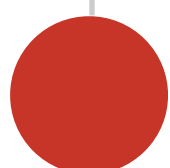
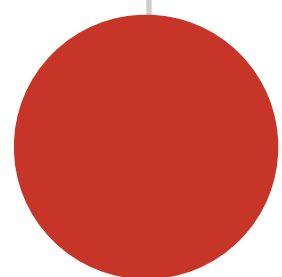












Make it weird



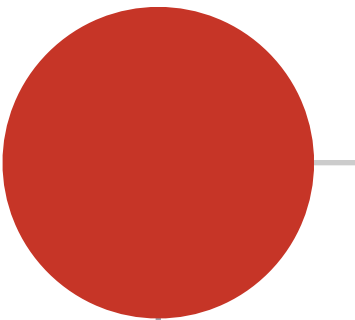
Neuroplasticity

“The self is a perpetually recreated neurobiological state.”

~Antonio Damásio, Portuguese Neuroscientist

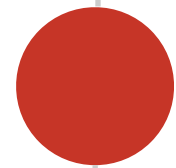


What is Emotional Intelligence?






Manage Your Mindset with Emotional Intelligence (EQ)



26 Traits

Awareness of Self

- 
1. Emotional Self-awareness
 2. Accurate Self-assessment
 3. Personal Power

Management of Self

- 4. Behavioral Self-control
- 5. Integrity
- 6. Innovation & Creativity
- 7. Initiative & Bias for Action
- 8. Achievement Drive
- 9. Realistic Optimism
- 10. Resilience
- 11. Stress Management
- 12. Personal Agility
- 13. Intentionality

Awareness of Others

14. Empathy

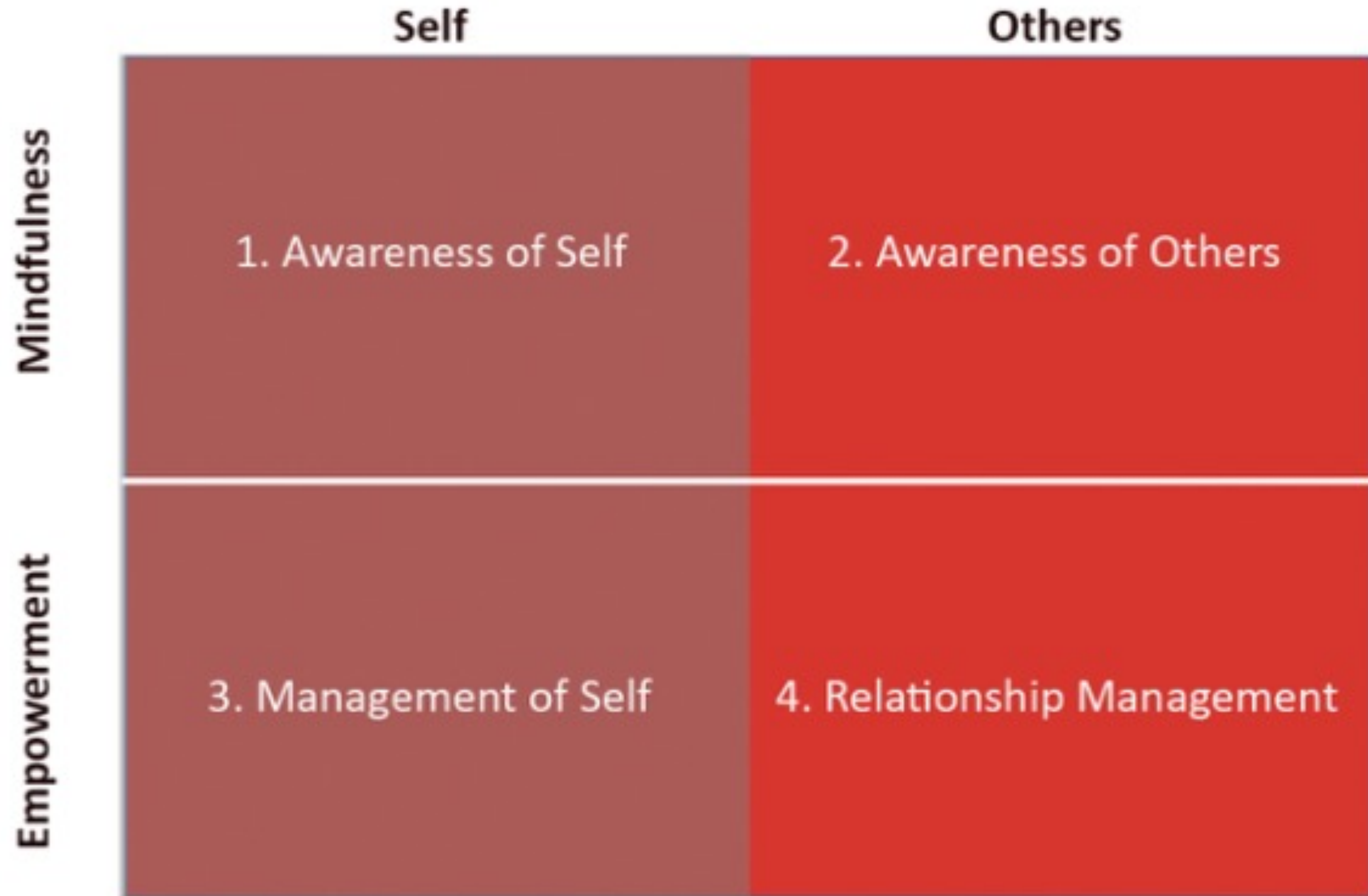
15. Situational Awareness

16. Service Orientation

Management of Others

- 17. Communication
- 18. Interpersonal Effectiveness
- 19. Powerful Influencing Skills
- 20. Conflict Management
- 21. Inspirational Leadership
- 22. Catalyzing Change
- 23. Building Bonds
- 24. Teamwork & Collaboration
- 25. Coaching and Mentoring Others
- 26. Building Trust

Emotional Intelligence



Emotional Intelligence



Emotional Intelligence

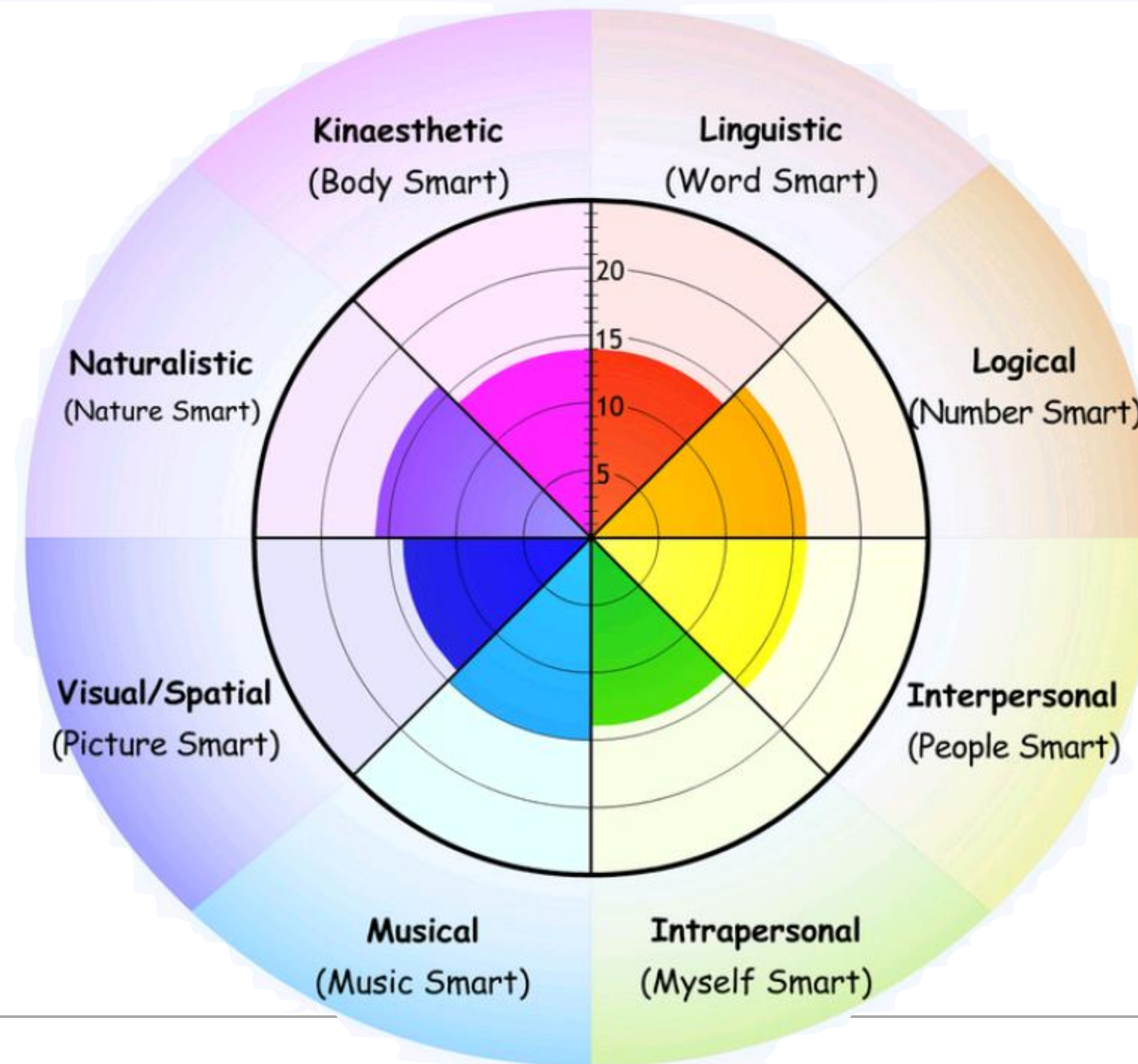


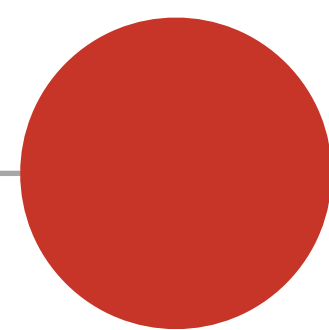
Emotional Intelligence



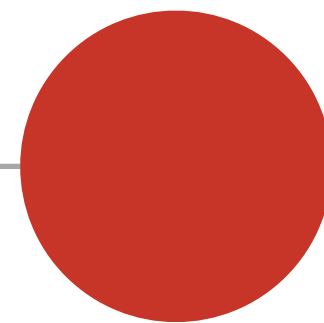
Self-Awareness

Accurate Self-Assessment



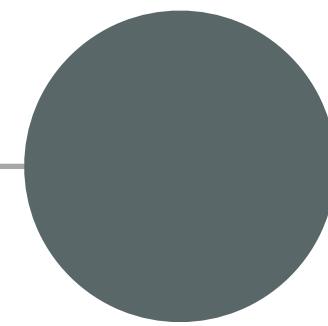


chatty
extroverted
excited
happy
blabbing
quote
stress
rambling
shouting
self-assured
urban
friendly
loquacious
leads
joyful
attitude
elated
business
optimistic
gab
outspoken
irrational
yapping
vitality
gossip
intuition
hip
forward
outgoing
chatterbox
individual
personality
psychology
interpersonal
blabbermouth
babbling
positive
people
daring
happiness
bold
ramble
laughing
chitchat
successful
vibrant
talkative
gossiper
laughter
fearless
cheerful
introvert
concept
chat
talk
interactions
behavior
extrovert
confident



Personality

True Colors



Who Are You? Green

See Self

Superior intellect

98% right

Tough-minded

Efficient, powerful

Original and unique

Rational

Great planner

Calm not emotional

Precise not repetitive

Under control

Able to find flaws objectively

Holding firm to policy

Others See

Intellectual snob

Arrogant

Afraid to open up

Unappreciative,

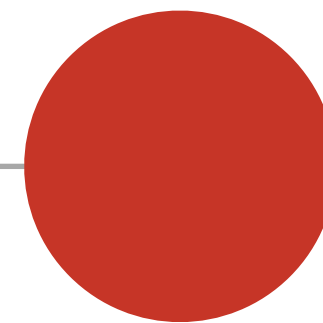
Stingy with praise

Doesn't consider people in plans

Critical, fault-finding

Cool, aloof, unfeeling

Eccentric, weird



Who Are You? Blue

See Self

Warm, caring, compassionate

Likes to please people

Trusting

Romantic

Spiritual

Creative

Idealistic

People person

Willing to work tirelessly for a cause

Unselfish

Empathetic

Wanting harmony

Others See

Overemotional

Groveling, fawning, soft

Too trusting

Mushy

Hopelessly naïve

Too nice

Aloof

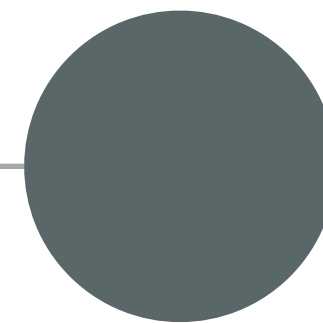
Smothering

Manipulative

Ignores policy, create chaos

Talks too much

Illogical, incomprehensive



Who Are You? Orange

See Self

Fun loving, enjoys life

Spontaneous

Flexible, adaptable

Carefree

Proficient, capable

Hands on person

Practical

Problem solver

Good negotiator

Here and now person

Does many things at once

Eclectic

Others See

Irresponsible

Flaky

Wish-washy

Not serious

Spends time on things they enjoy

Not interested in ideas

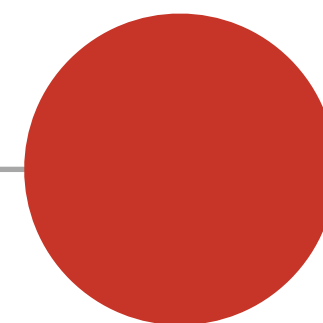
Disobey rules

Manipulative, not to be trusted

Not able to stay on task

Cluttered

Indecisive



Who Are You? Gold

See Self

Stable

Providing security

Dependable

Firm

Always have a view

Efficient

Realistic

Decisive

Executive type

Good planner

Orderly, neat

Punctual, expect same

Others See

Rigid

Controlling, bossy

Dull, boring

Stubborn, pigheaded

Opinionated

System-bound

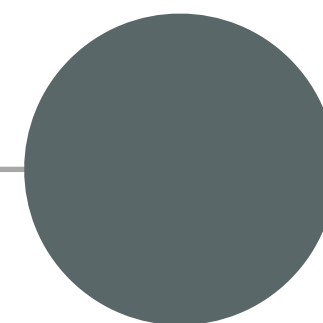
Unimaginative

Limiting flexibility

Uptight

Sets own agenda

Rigid idea of time



Behavioral Self-control

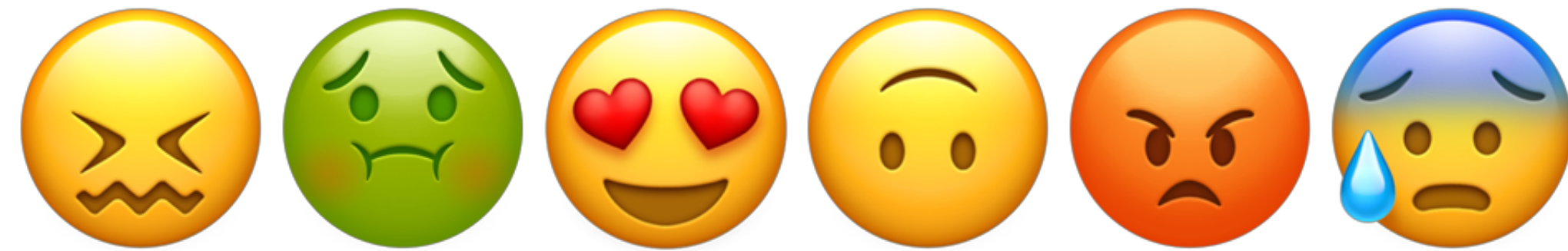


cc: Victoria Nevland - <https://www.flickr.com/photos/79379319@N07>

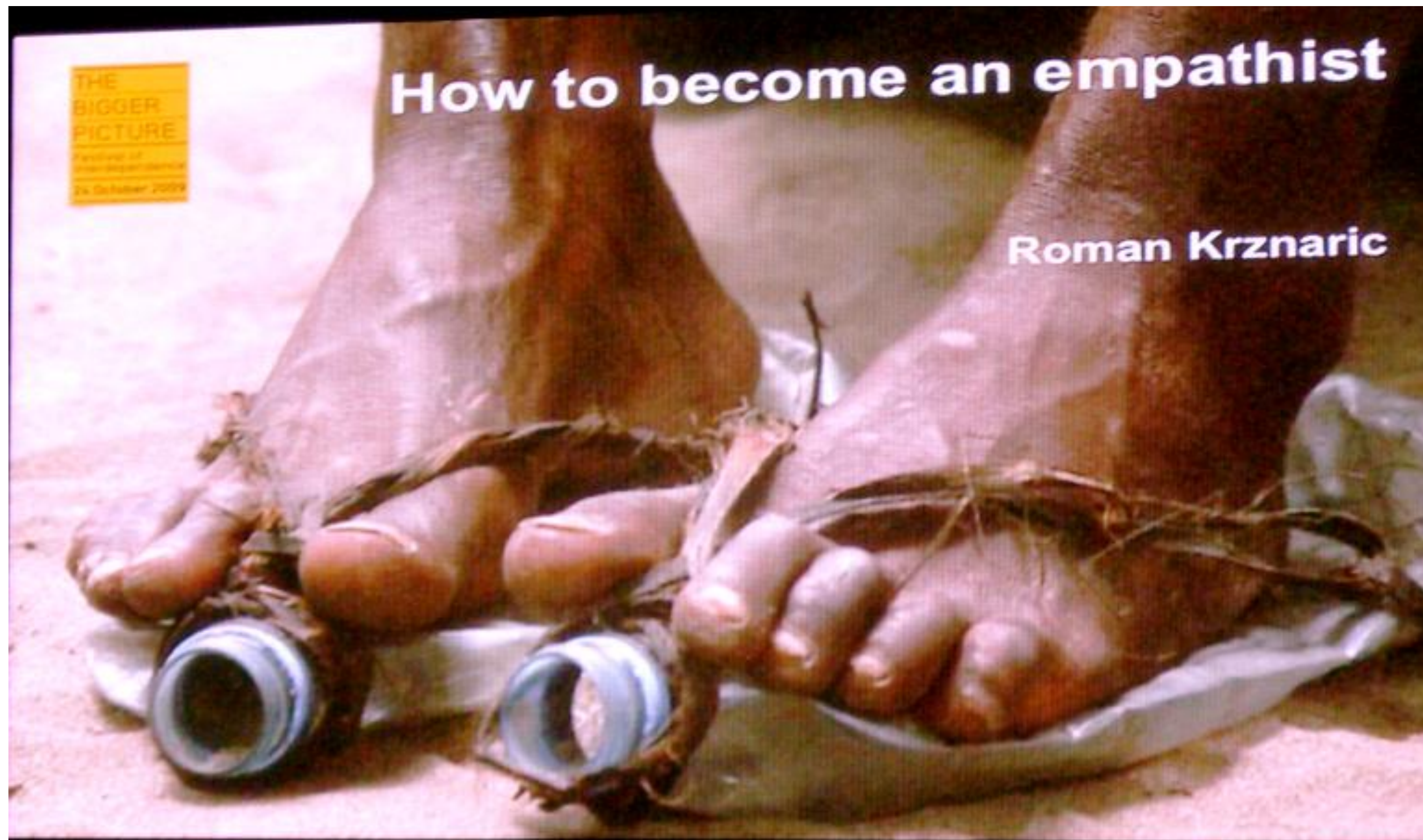
Integrity



Awareness of Others



Empathy



cc: London Permaculture - <https://www.flickr.com/photos/7371031@N08>

Empathy

● “Empathy is walking a mile in somebody else's moccasins. Sympathy is being sorry their feet hurt.”

~Rebecca O'Donnell

Communication



cc: Leonard J Matthews - <https://www.flickr.com/photos/67953162@N00>

Motivation

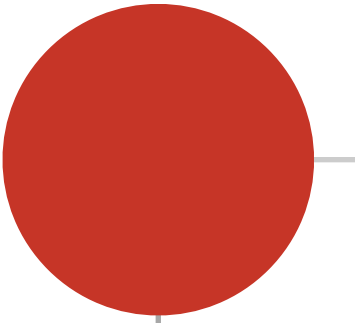


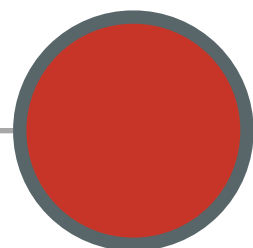
cc: lumaxart - <https://www.flickr.com/photos/22177648@N06>

Mentorship/Coaching



Passion





Examples



The proper way to use the Can Opener! You have been using the can opener all wrong!

672,458 views

1K 143 SHARE SAVE ...



The proper way to use the Can Opener! You have been using the can opener all wrong!

672,458 views

1K 143 SHARE SAVE ...



<https://www.youtube.com/watch?v=mFmIlVIZrQs>

Examples



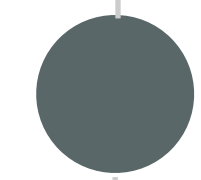
*Cheerbox*TM





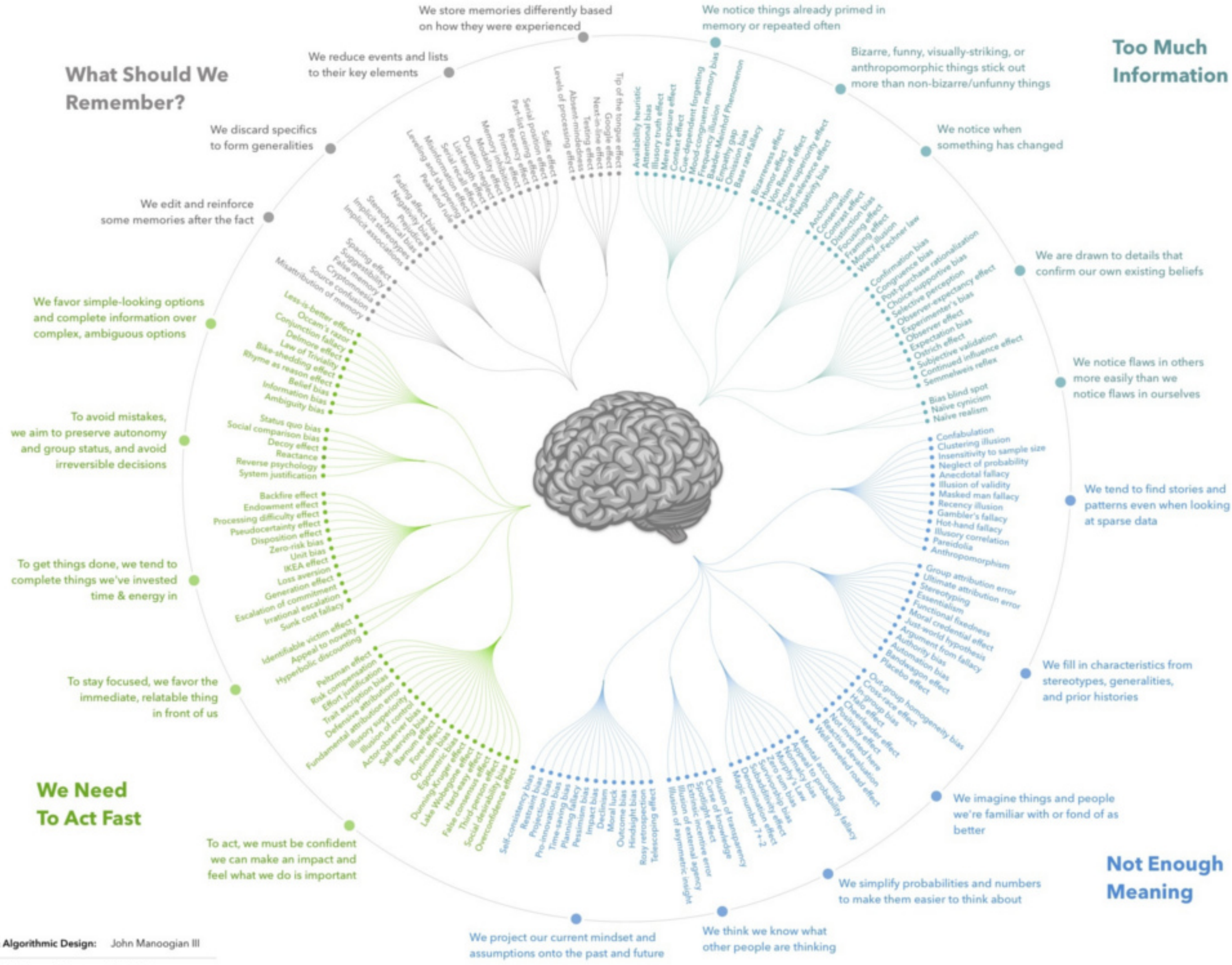
Confirmation Bias

Manage Your Mindset



Shift Your Perspective
Manage Your Mindset

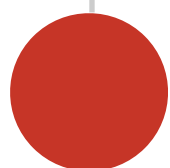
COGNITIVE BIAS CODEX



Visual & Algorithmic Design: John Manoogian III

Concept & Categorization: Buster Benson

List of 188 Cognitive Biases: Wikipedia



Confirmation Bias

What is it?

What is it all about? What is the benefit to the user? Why should they take action?

How do users convert to your goal?

What is the user's motivation to be here in the first place?

How does this make them feel?

How much work does the user have to do to get what they want?

What habits are created if they do this over and over?

What do they expect when they click this?

Are you assuming they know something that they haven't learned yet?

Confirmation Bias

Is this something they want to do again? Why? How often?

Are you thinking of the user's wants and needs, or your own?

How are you rewarding good behavior?

Can they easily engage with our Customer Service Department?

Is this information fact?

Is it rooted in a factual, observable reality or an alternate reality?

Am I willing to consider an alternate perspective? Why or why not?

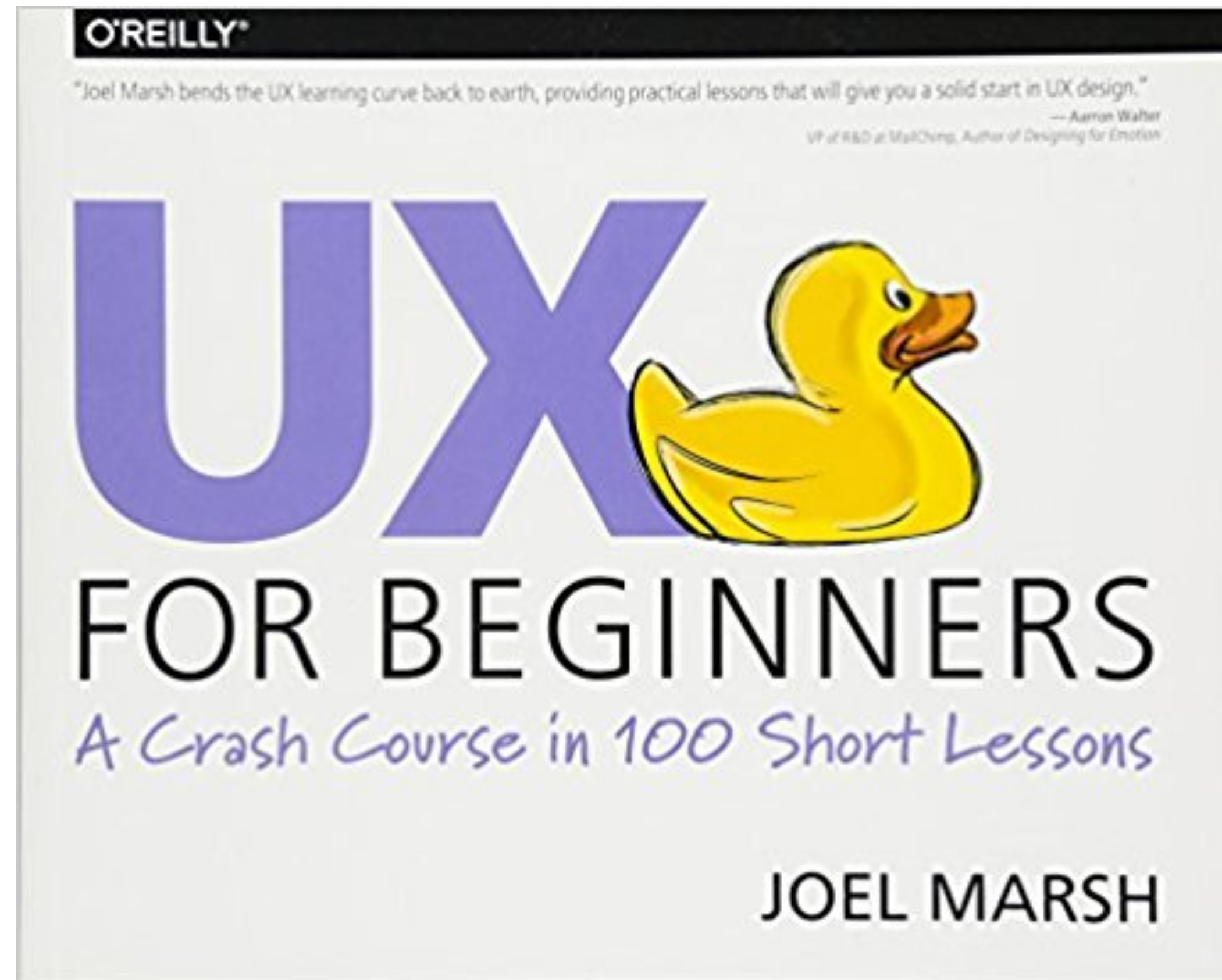
When did I adopt this belief?

There are preventable user mistakes. What are they? How do we find them?

What assumptions am I making?

Resources

“A Crash Course in 100 Short Lessons”



OBJECTIVE

16• Discuss approaches and methodology for UX


OBJECTIVE

17• Learn strategies you can implement immediately when designing products and services and how to put it all together in your own 6-step process



Hack Their Brain

NLP Techniques



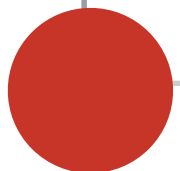
Design Thinking

Hooked

Lean UX for Agile Teams

Creative Process

Putting it all together

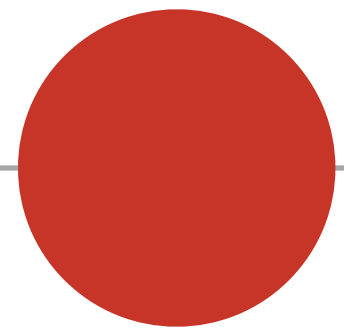


Typical creative process



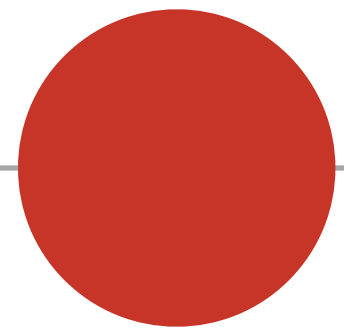


“The state in which people are
so involved...”

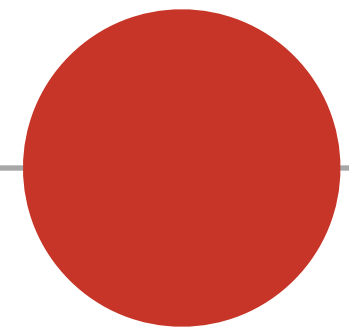


~Mihaly Csikszentmihalyi,
Author of FLOW: The Psychology of
Optimal Experience

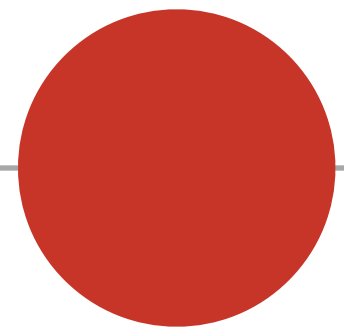
“The pursuit of a goal brings
order in awareness...”



~Mihaly Csikszentmihalyi,
Author of FLOW: The Psychology of
Optimal Experience



Flow is subjective



Being in flow

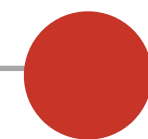
UX Step 1: Research



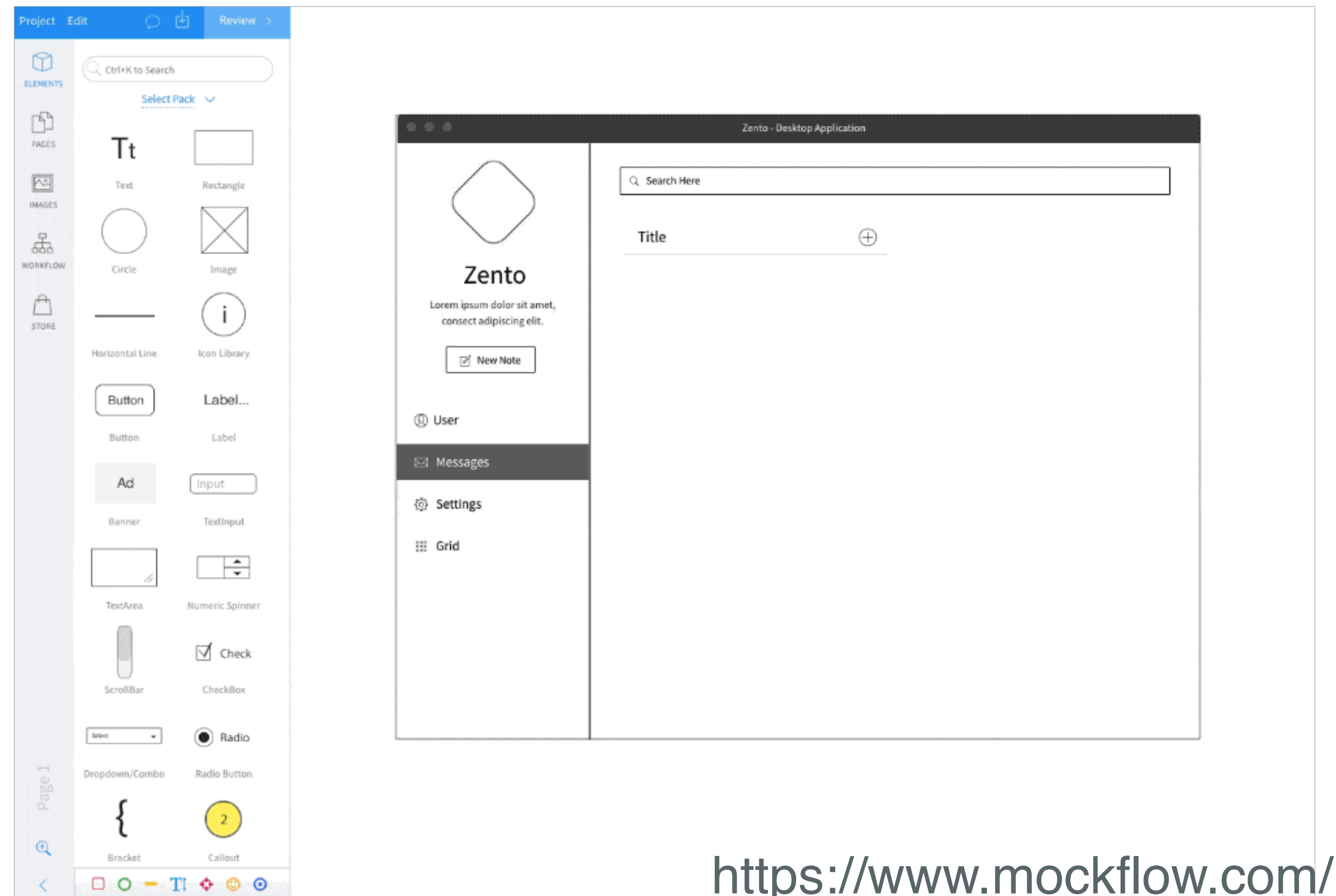
UX Step 2: Solve a Problem



UX Step 3: Make it Profitable

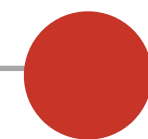


UX Step 4: Design - Mockup

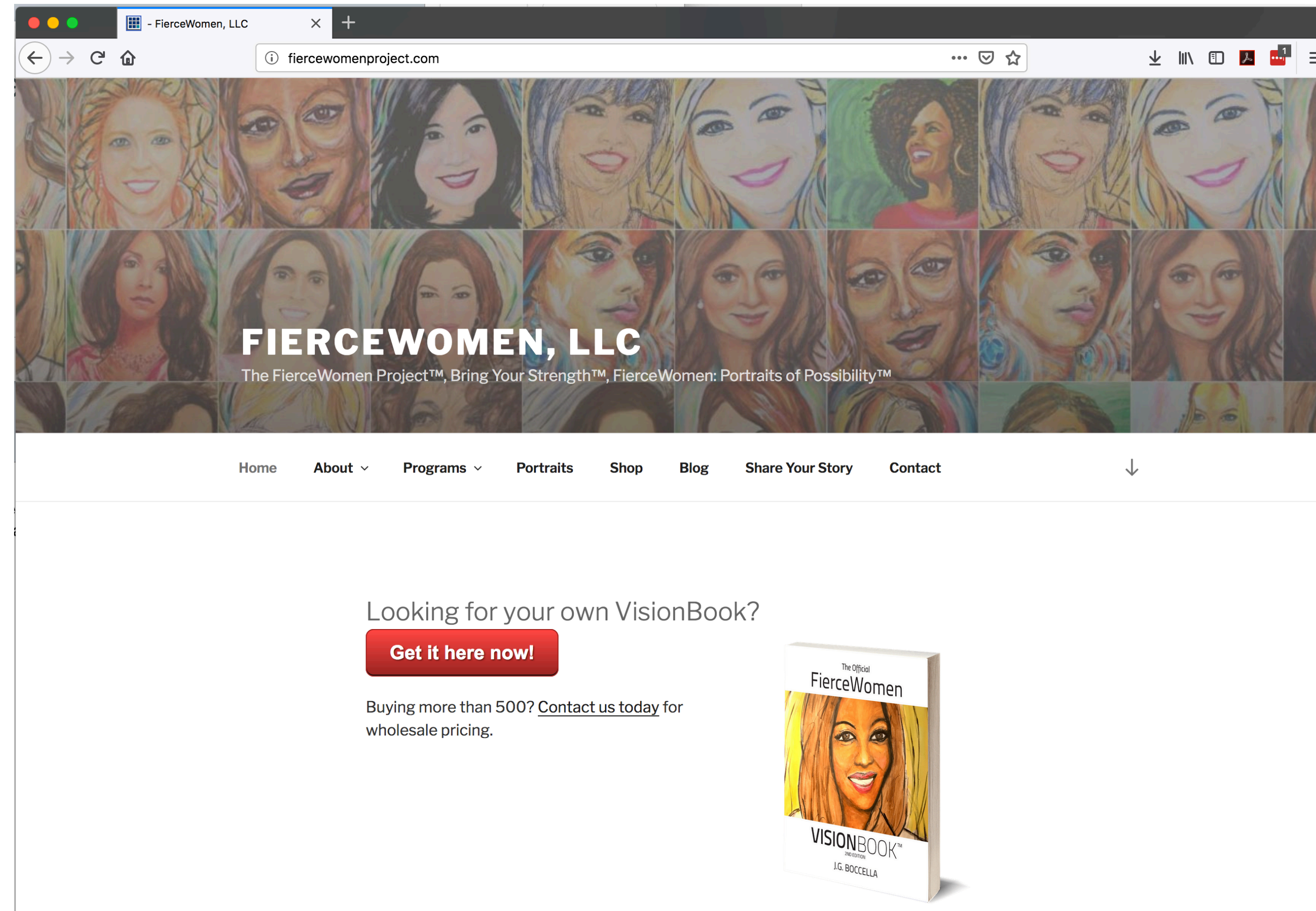


Know the Difference

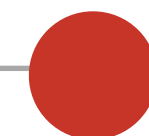
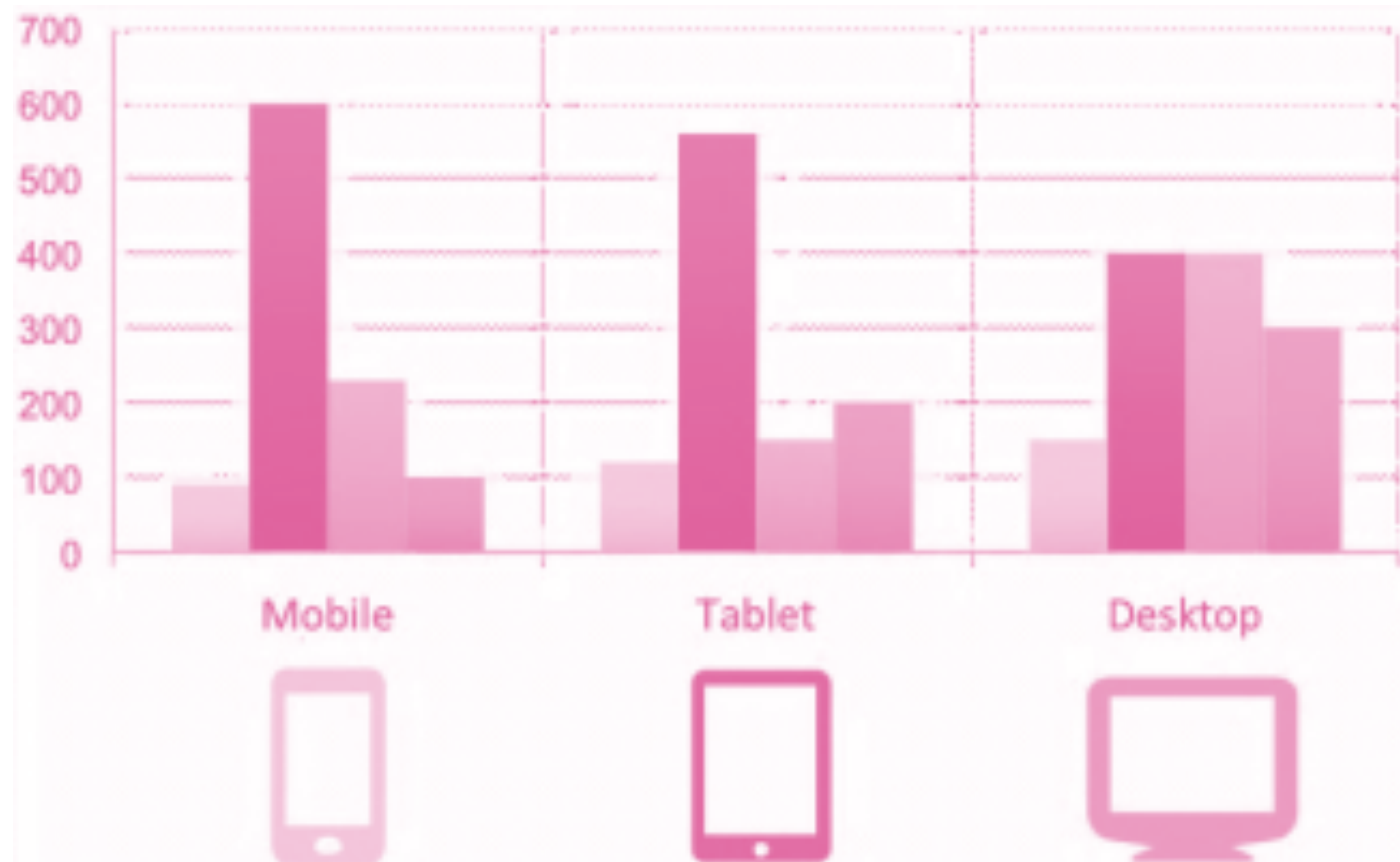
Mockup \neq Prototype \neq MVP



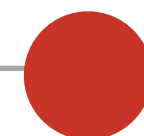
UX Step 5: Build - Prototype > MVP



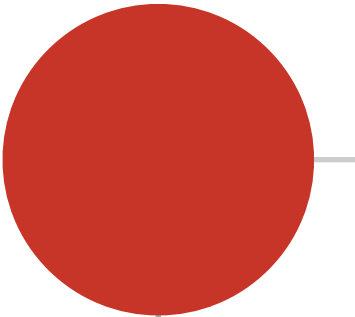
UX Step 6: Measure

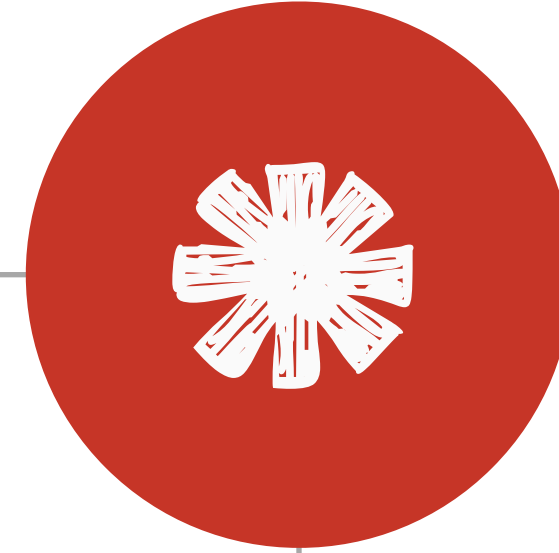


Practice Makes
Perfect!



Let's Get Creative



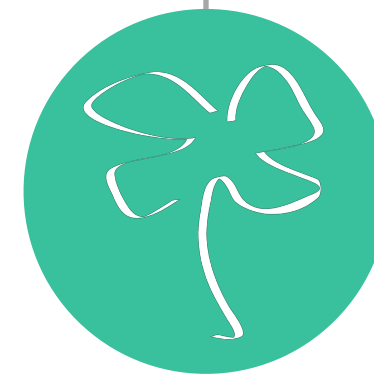


Thank you!



Questions?





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