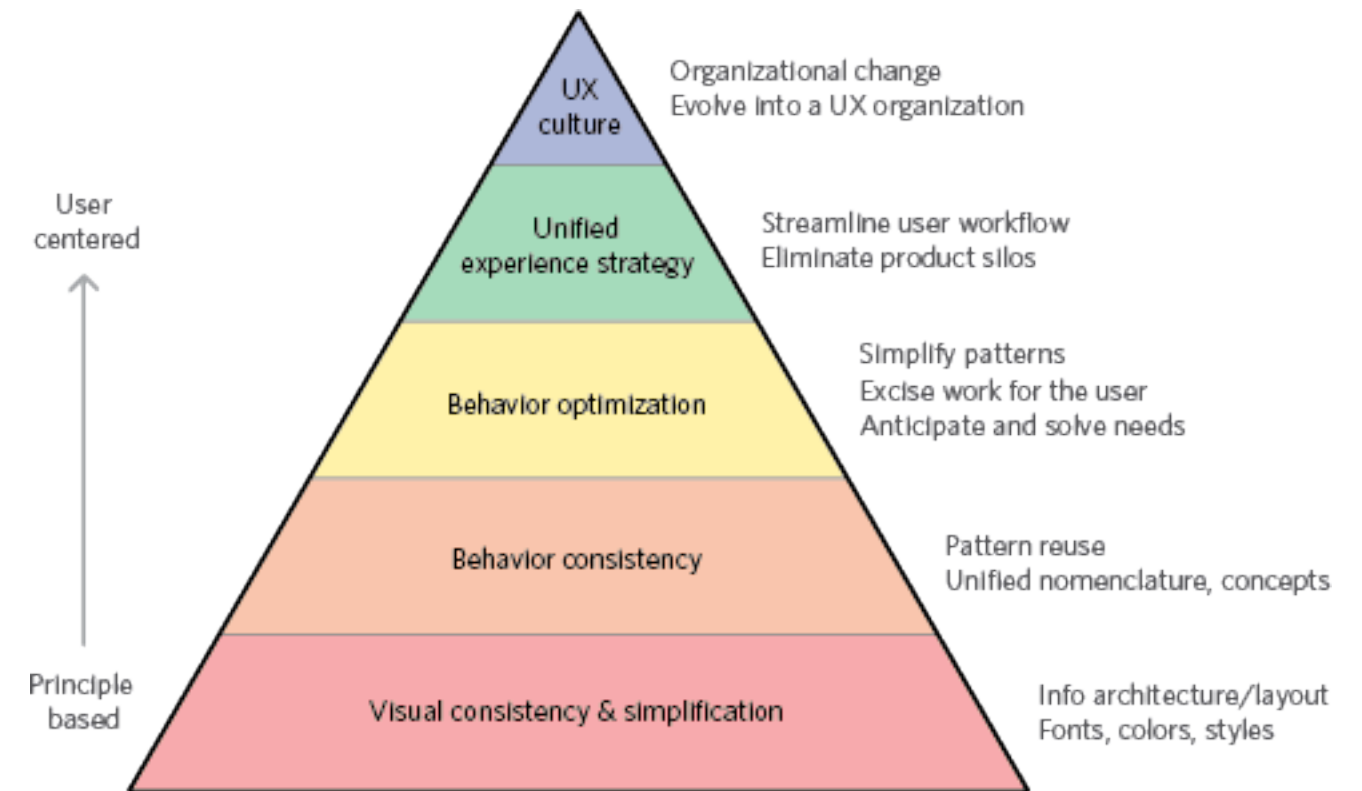


The Hierarchy of Effort

Many large successful companies end up in a situation where they must maintain dozens of applications in their product portfolios. These huge suites are the result of mergers, acquisitions, different sets of user needs, legacy services and contracts, and the inefficiencies that naturally develop in huge organizations.

Sometimes the reasons for so many different product lines are legitimate; other times, the wide set of offerings doesn't serve anyone's needs particularly well. Users will often struggle to learn a suite of related products because of major differences in how they look and operate.

Users will often struggle to learn a suite of related products because of major differences in how they look and operate.



The hierarchy of effort to fix a broken user experience

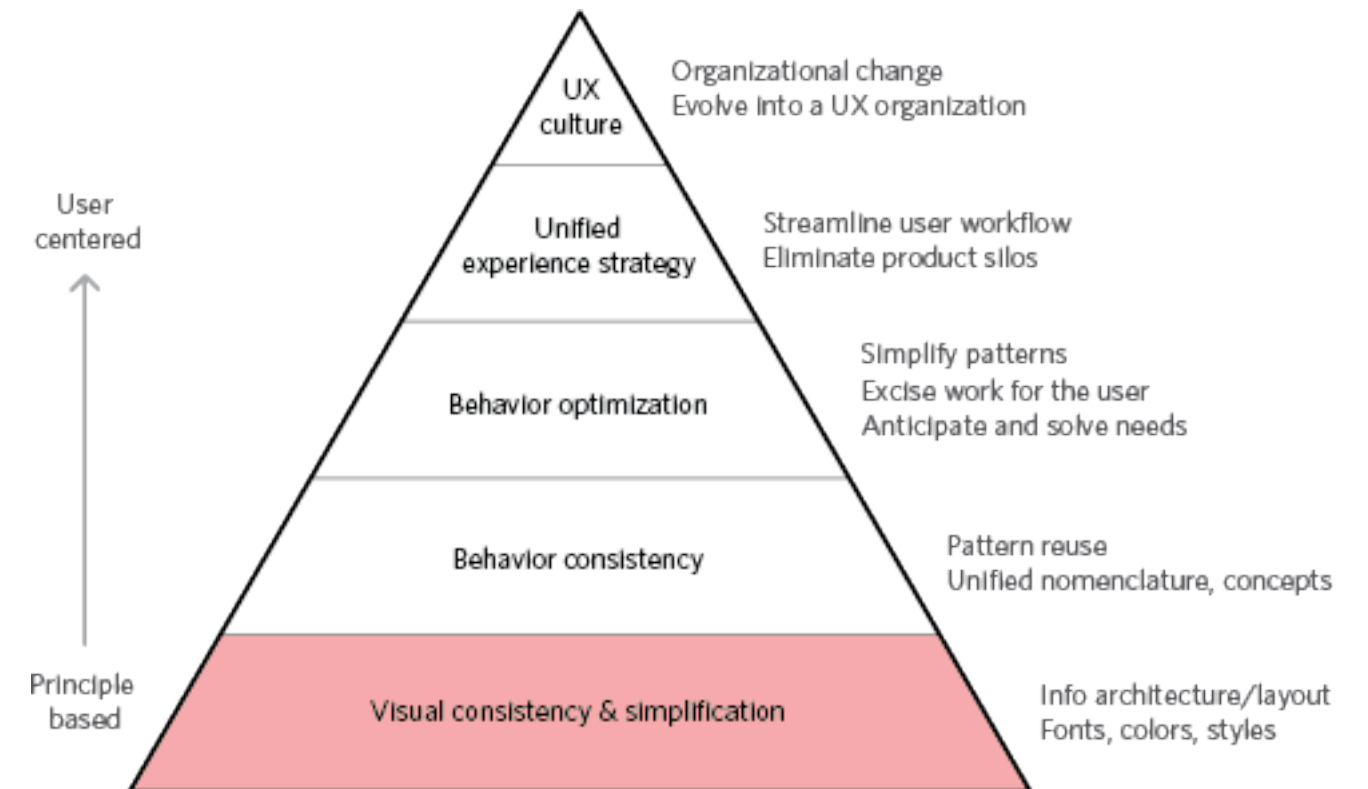
Visual Consistency & Simplification

The lowest amount of effort required is at the bottom of the pyramid. Sure, it's lipstick on a pig, but simply taking a consistent visual approach will help to bring many different products under a shared brand experience.

This is the foundation.

It won't improve a poorly designed interaction, but it could dramatically increase the appearance of unity to the end user. Products that have a consistent visual language will clearly convey their membership in a single portfolio. The benefit of improving the visual system first is that changing or adjusting the skin of an application is much easier than changing things such as behavior, which will require rethinking and recoding fundamental aspects of the application.

Simplify and excise unnecessary information, unifying the information architecture, and adopting standard fonts, colors, icons and controls are all relatively low-effort ways to improve existing products



Fixing a Broken UX

Aesthetics

Tool Tips

SAMPLE Report Totals: Show only totals per report						
Expense Report No.	Expense Report Status	User Name	Report - Transaction Amount	Report - Amount Due to Employee	Batch No.	...
6	PAID	Chen, Cathy	57.85	0	8	
15	PAID	Field, Frederic	257.53	-257.53	8	
35	PAID	Ellison, Ethan	65.86	65.86	9	
Summarize one line per report						

Don't see the results you're looking for? Try these search tips:

- Add country to your search address
- Add city or ZIP/postal code to your search address
- Search by location or place
- Select a larger search radius in the 'Search within' drop-down menu
- If there are more than 10 results, scroll to the bottom of the list and click the next page of results.

[Print this report](#)

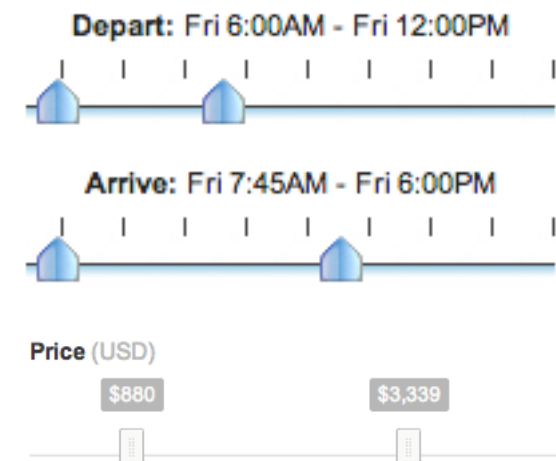
Checkboxes

	DATE	NUM	DESCRIPTION
<input checked="" type="checkbox"/> SFO	<input checked="" type="checkbox"/> 12/10/12	705	test
<input checked="" type="checkbox"/> OAK	<input checked="" type="checkbox"/> 11/22/12	995	New Report
<input checked="" type="checkbox"/> SJC	<input checked="" type="checkbox"/> 10/25/12	990	New Report created - T4

Icons



Sliders



Spinners



Carasouel UI





Menus

Search Near ☒ Airport ☐ Address

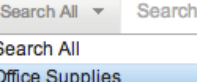
Portland, OR, |

Search for more airports ▶

Near  

My Locations

My Home, 638 Hans Ave, Mountain View, C...



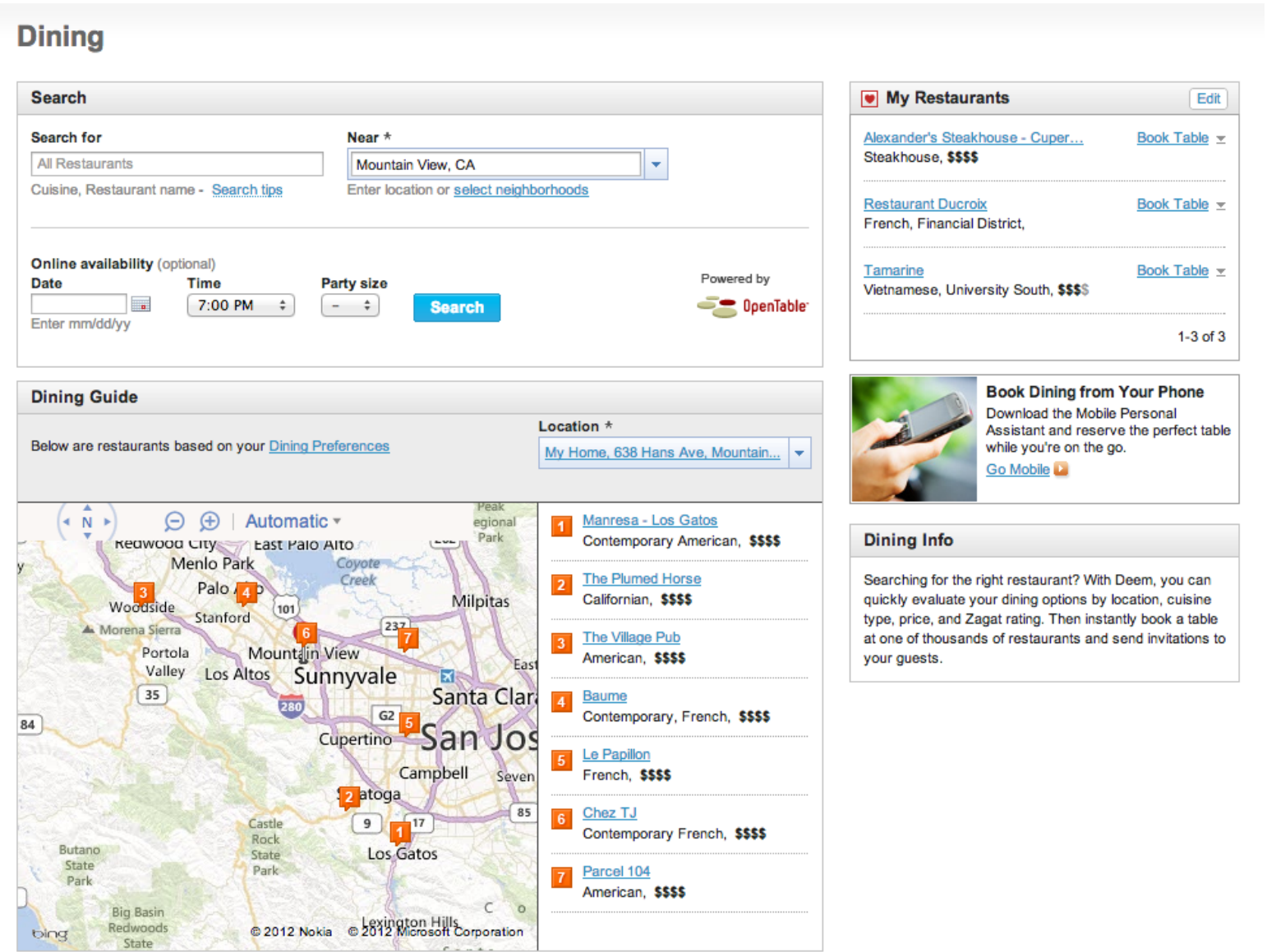
Search All ▼ Search by keyword or product number

- Search All
- Office Supplies
- Office Furniture
- Computers and Peripherals
- Industrial Supplies
- Building and Construction
- Industrial Electrical
- Safety and Security
- Restaurant and Kitchen Supplies
- Cleaning and Janitorial
- More Categories

- Pending Approval Reports (100)** ▼
 - Unsubmitted Reports (407)
 - Pending Approval Reports (100)**
 - Approved – Payment Requested Reports (45)
 - Denied Reports (97)
 - Finalized Reports (251)

Aesthetics

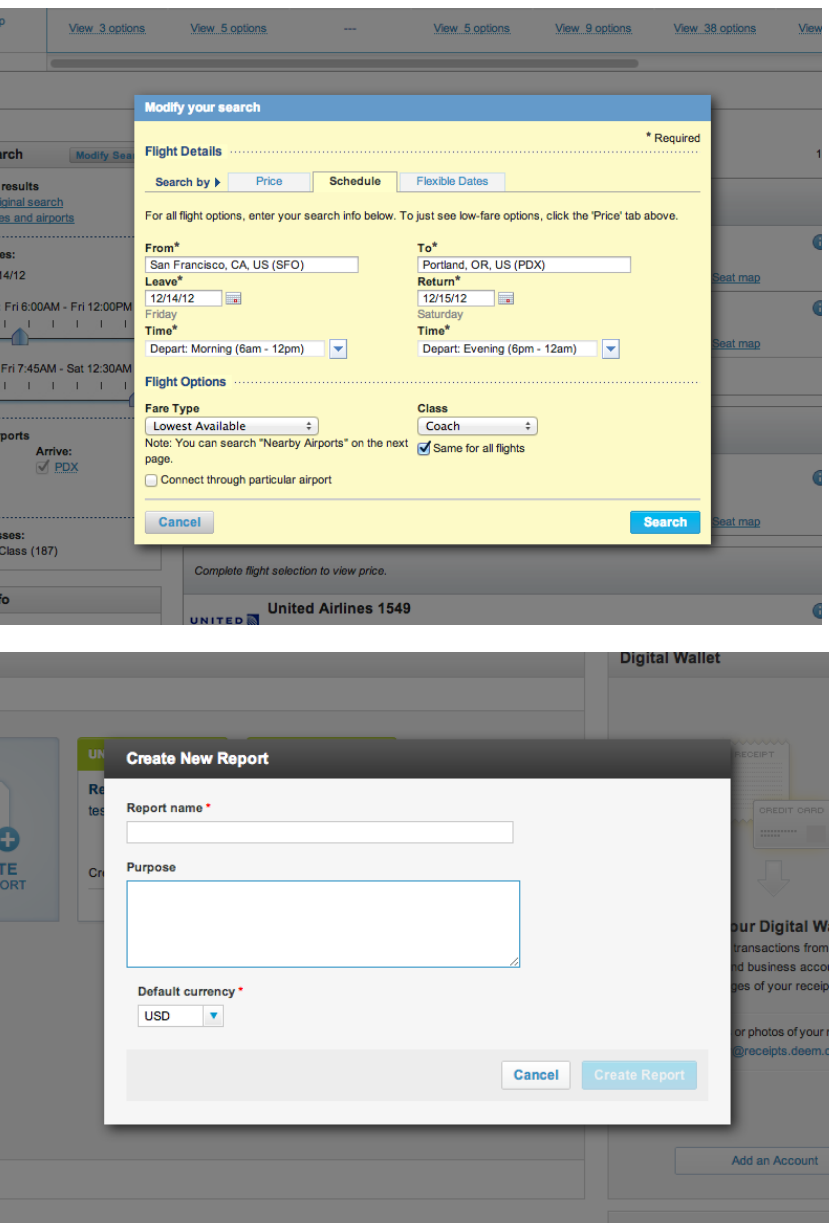
Orange buttons and Blue



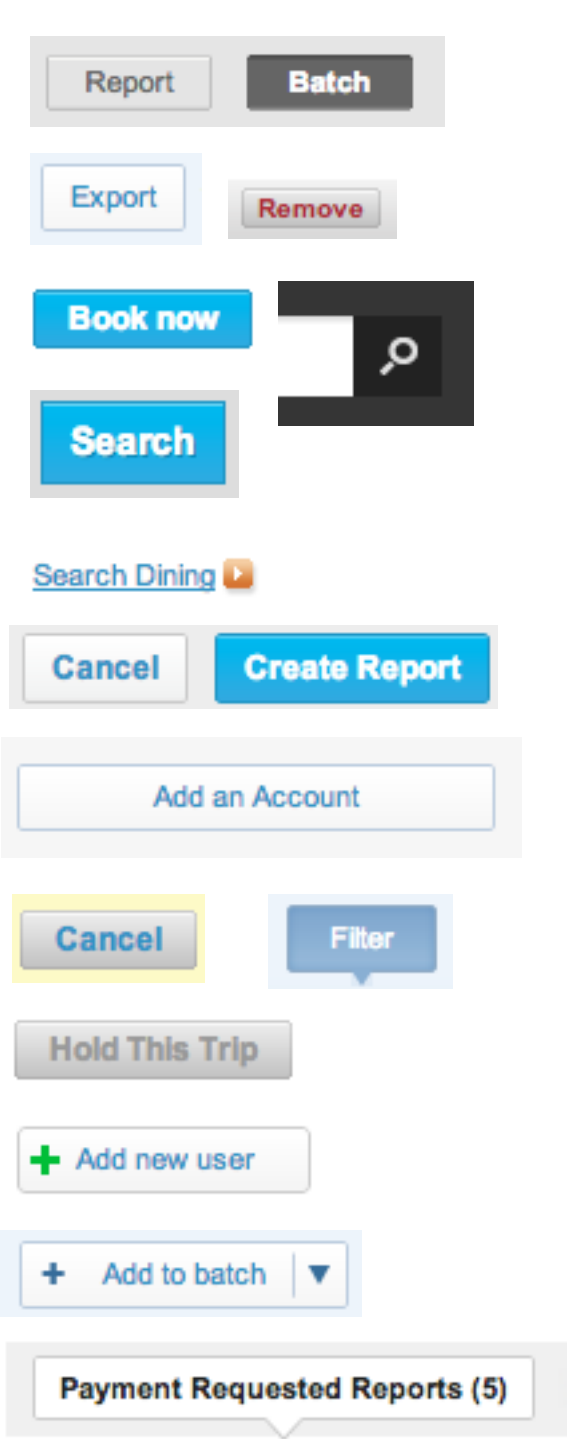
Badges



Modals & UI placement



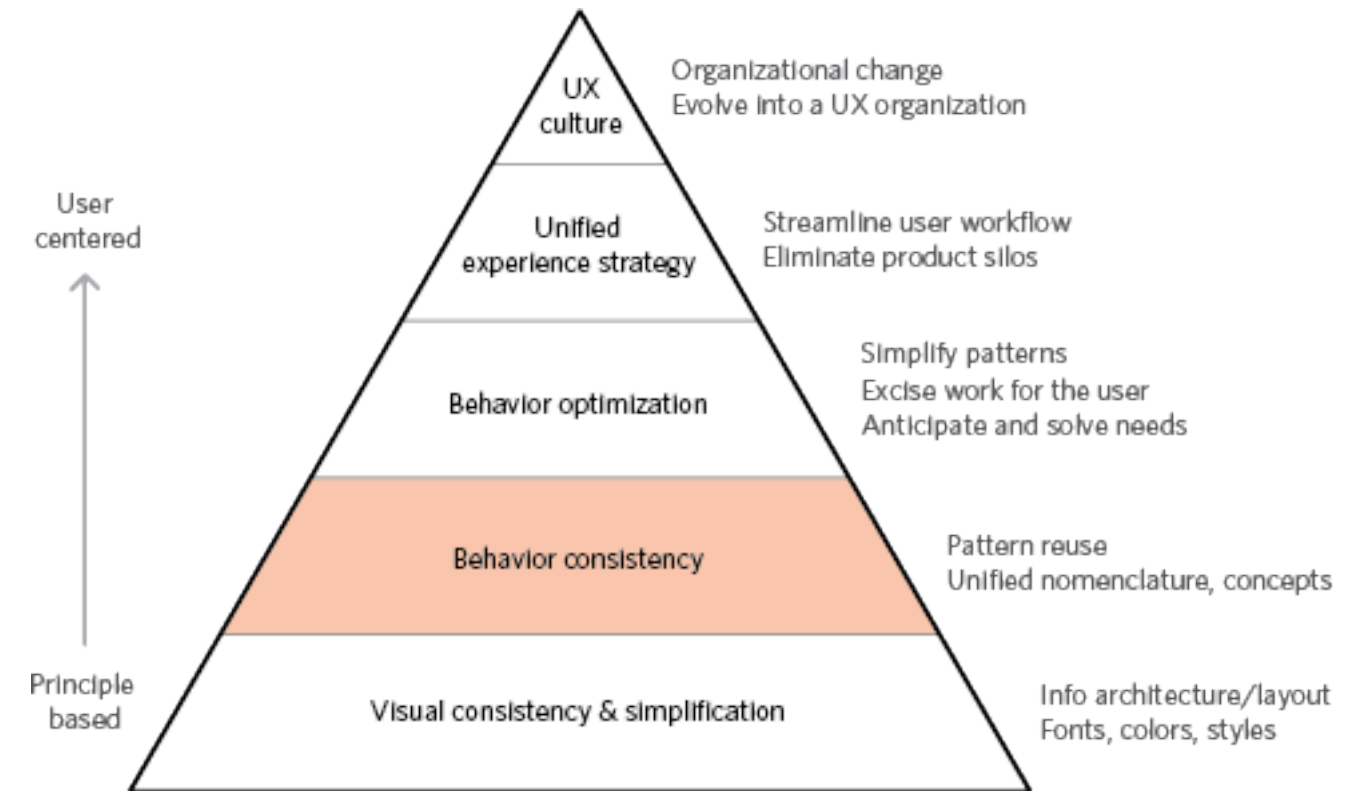
Buttons



Behavoiral Consistency

Disciplined reuse of patterns instead of applying patterns ad hoc from a grab bag of widgets, and unifying the nomenclature and conceptual frameworks. This work entails at the very least replacing widgets in some applications. It usually also entails a decent amount of coding and testing to ensure that the revisions contribute to a consistent experience. Maintaining a shared approach and understanding will require more coordination between development groups.

Behavioral consistency makes it easier for the end user to learn a tool and then to transfer those skills when picking up related tools.



Behavoiral Inconsistency

Sign In

San Francisco

Join

Sign In

Email:

Password:

Forgot your password?

Sign In

337 Days

13 Hours

11 Minutes

34 Seconds

See Details

deem@work™

Sign In

Email Address

Password

Sign In

Forgot your password?

Haven't registered your business?

Get started for free →

deem@work™

Email

tim.taylor@deem.com

Password

Hide Password

ON

Sign In

Sign In Help

deem | offers

Deem Network

Sign In

Email:

Your email address

Password:

Your password

Login

Forgot your password? [Reset Password](#)

deemground™

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Home | Our Company | News | Events | Tech Support | Contact Us | Affiliate-Connect | Sign In

Sign-in

ProviderConnect Sign-in

UserID:

Password:

Submit

Forgot your password?

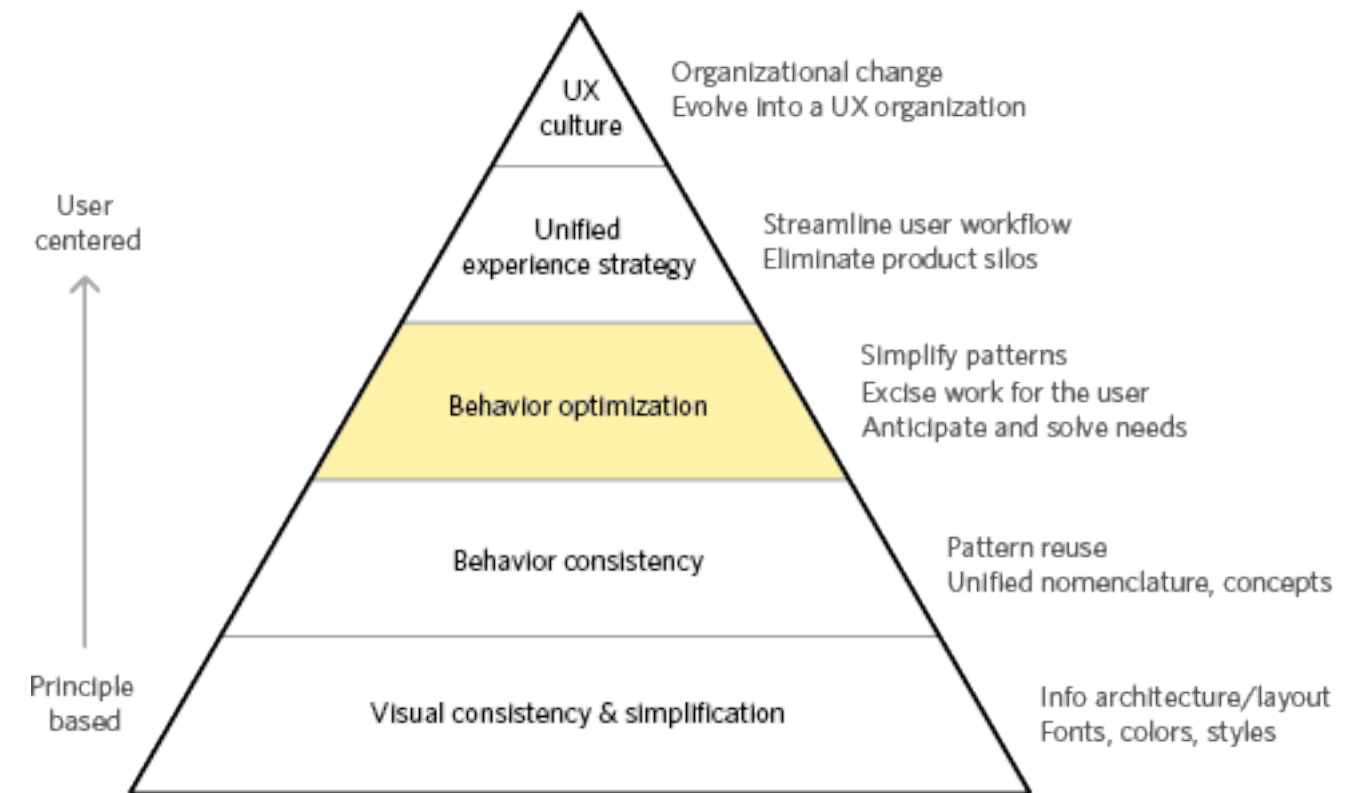
Behavoiral Optimization

This step reworks the products even further. It means evaluating the current products against the user's needs and goals and looking for ways to eliminate work and to simplify the patterns.

Any work that's performed is captured in such a way that users aren't asked to perform the same task twice. Smart defaults are captured and leveraged to make tasks flow more quickly. Where possible, shift computing work to computers, and judgements to humans. Mine data to see broader patterns and opportunities that allow the system to anticipate and meet needs before they become issues.

This is where we do everything we can to make each application the best it can be. It takes a lot of work, with new interactions introduced and much code rewritten. A considerable investment of time and effort is required.

An optimized experience enables users to perform their tasks with less or more effective work.



Behavoiral Optimization

Deem Purchase Checkout

Checkout

Name your order

Shipping

Contact Name*

Required*

First Middle, Last, Jr.

Company

☐ Residential

Address*

100 Main Street

Suite 1

Orders cannot be shipped to PO Boxes.

City*

San Francisco

State*

California

ZIP Code*

94501

Email*

username@domain.com

Phone Number*

Order

List Price

\$379.00

Savings

-\$52.54 (14%)

Subtotal

\$326.46

Shipping & Handling

\$10.00

Tax

TBD*

Total

\$336.46**

Submit Order

Back To Cart

*Sales tax, when applicable, will be calculated by the supplier(s) and added upon final processing.

**Estimated amount

For assistance, please call 877-240-8180 or email cneedhelp@deem.com

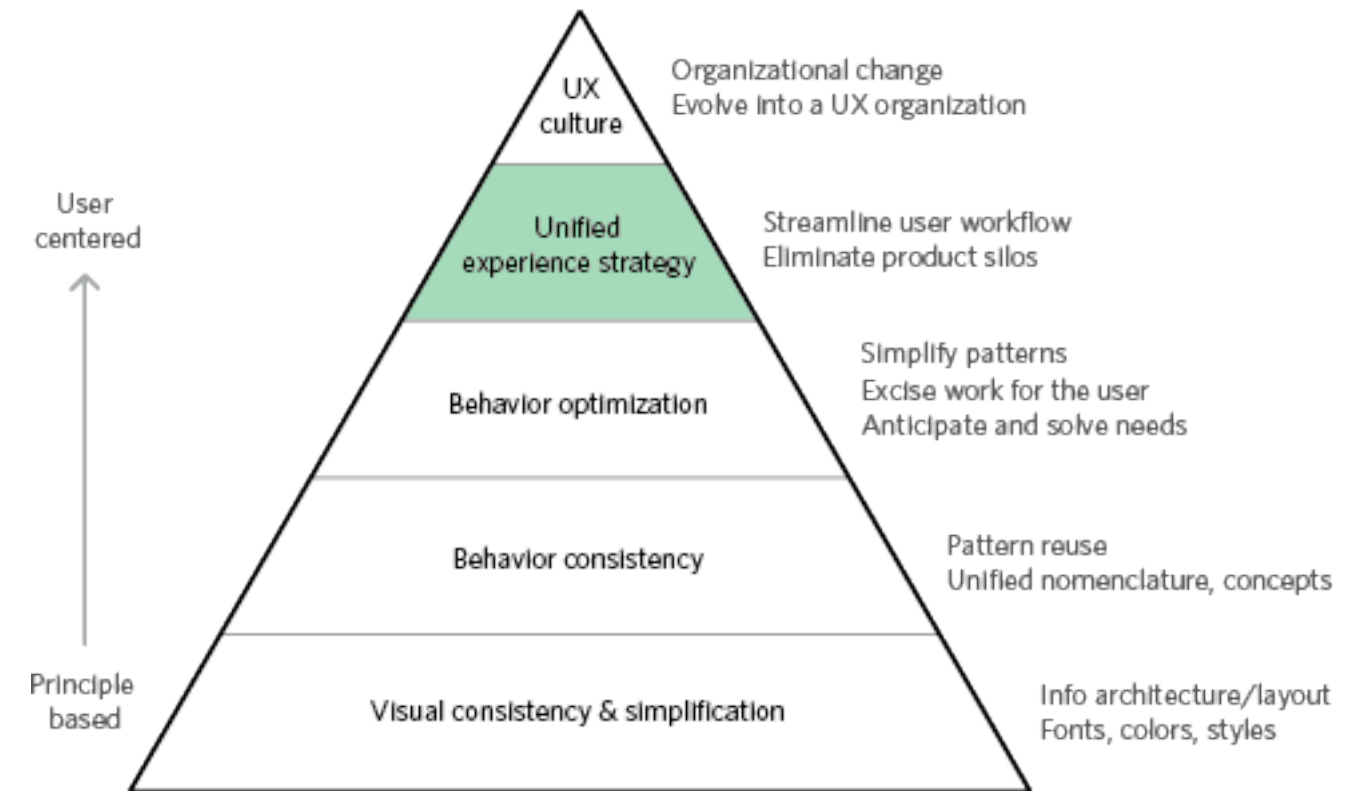
This is our most tested and validated check out/transaction flow. Its needs to be applied to:

Travel, Shipping, Offers, Airport Parking applications. All other future applications that require transactions should also adopt this pattern.

Unified Experience Strategy

The point of this iteration is to rethink how the suite works together. This often means rethinking product strategy. Designing a unified experience requires looking at the big picture, reevaluating the internal product silos in the organization, and reconsidering the ideal workflow for individuals and between roles. It could lead to collapsing multiple products into one, bridging gaps with new products, eliminating redundancies in capabilities or refocusing the service.

The real beneficiary of this kind of effort is the end user, because this product strategy is user-centered.



UX Culture

All of the prior steps were aimed at fixing a broken user experience. By following them as an iterative path, it becomes possible to greatly improve a severely broken user experience.

The way to avoid having to repeat this cycle in a few years is to transform the organization itself. Software and services are conceived and developed in a particular organizational culture, and this has a profound effect on the products. Products coming out of an engineering-oriented organization bear the unmistakable focus on technology; services with a focus on sales deeply communicate this; and products that come out of organizations with a UX bent cannot avoid their focus on a good user experience.

A shift in organizational culture takes the most effort and the longest time, but it results in the largest, most pervasive and most coherent shift — not just for the organization and its products, but for those who use them.

