About Flow

Leading **User-Centred Design** consultancy.

Pioneers of User-Centred Design (UCD).

42 people and growing. Based in Clerkenwell, London.

Independent. Founded in 1997. 2006 turnover £3M

All consultancy staff are **research** and interaction **design** specialists; with backgrounds in design, behavioural sciences or human-computer interaction.

About Splendid

Splendid is an **ideas-led design** agency.

24 people and growing. Based in central London.

Independent. Founded in 2003. 2006 turnover £1.5m.

All design staff are **interactive specialists**; with backgrounds in brand development, creative design and interactive technologies.

What is User Experience?

User Experience is, arguably, the most important aspect of the design of a product or service.

If a product or service is...

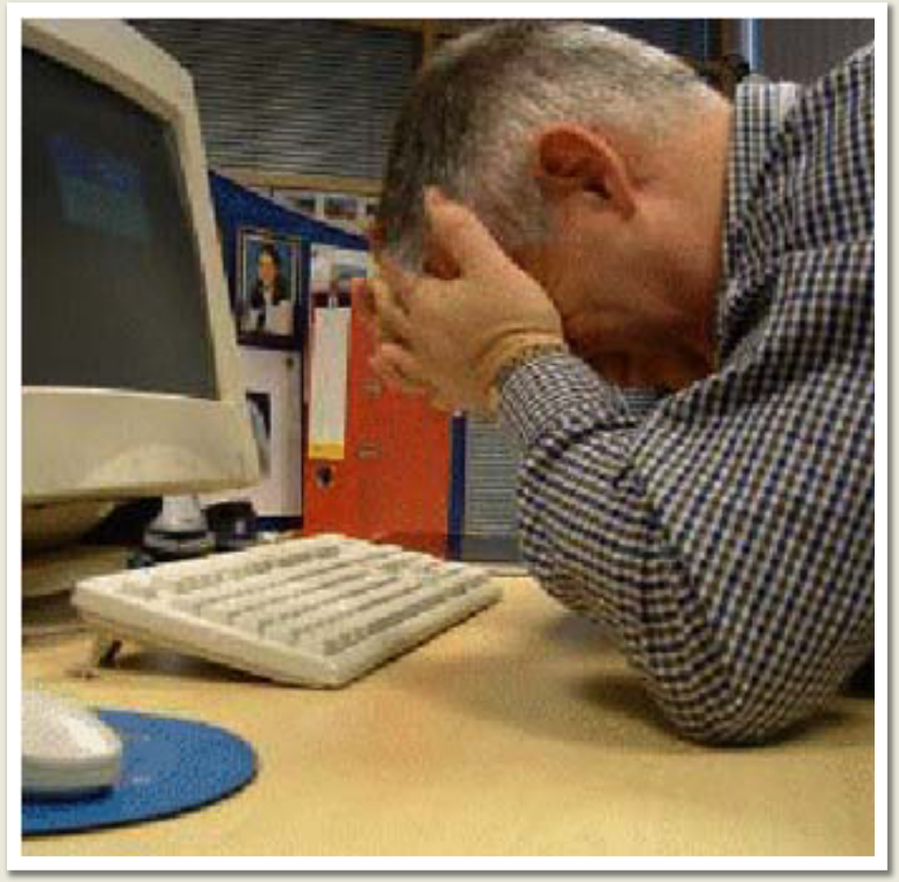
buggy…

hard to operate…

hard to understand…

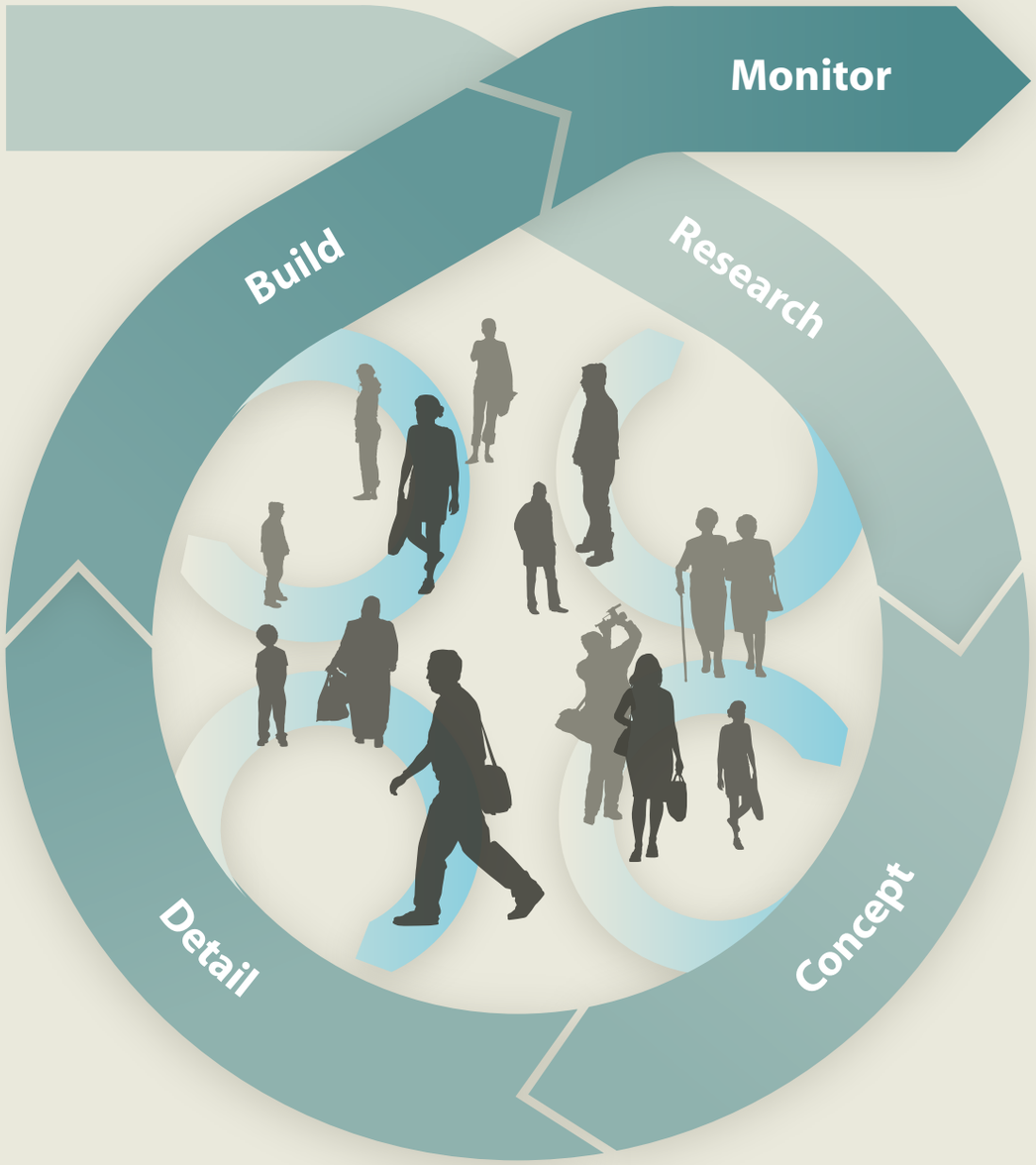
ugly…

doesn't do what you need…



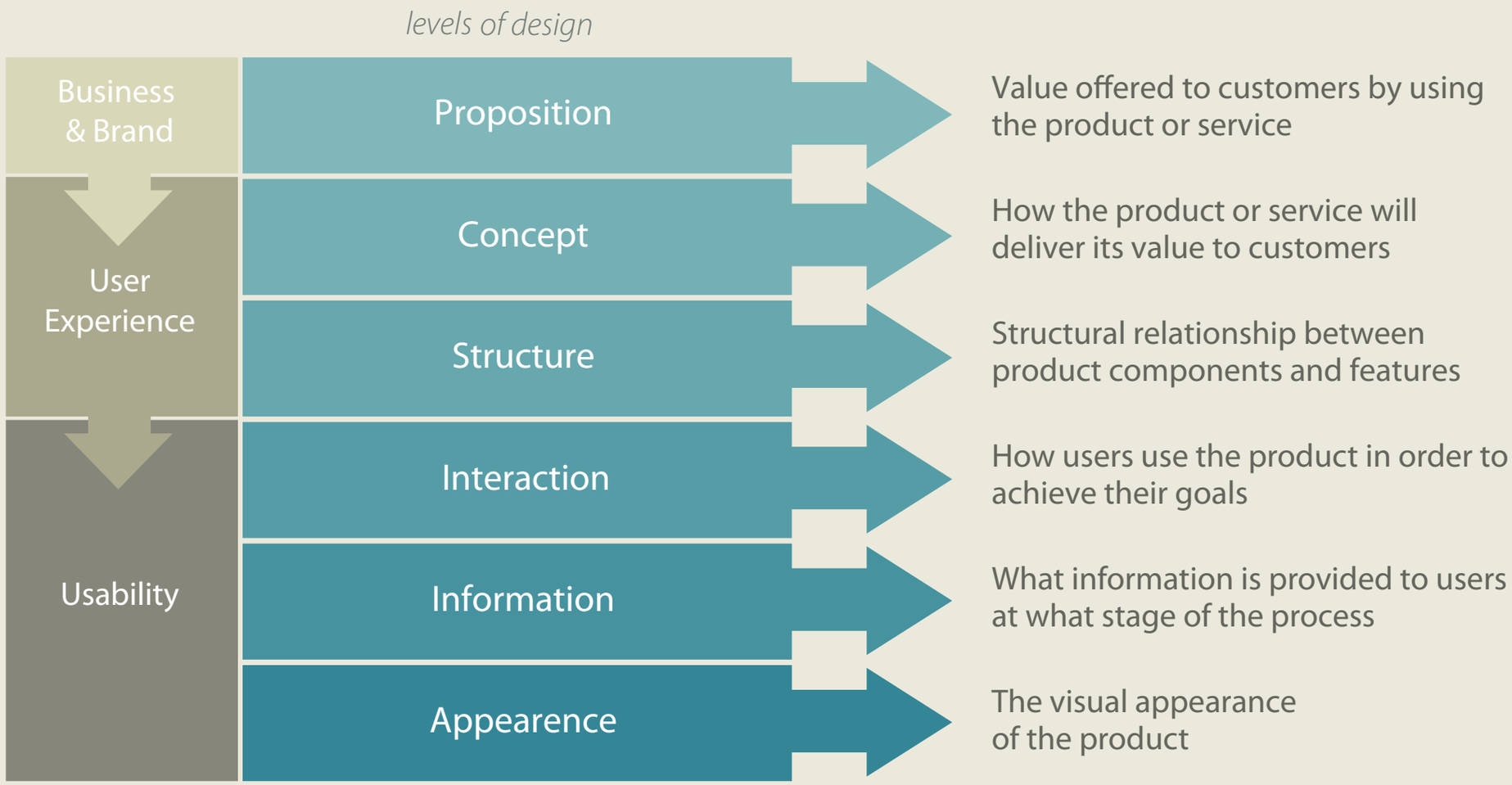
then the user experience it offers is negative, and you won't be inclined to use it.

The User-Centred Design Process (UCD)

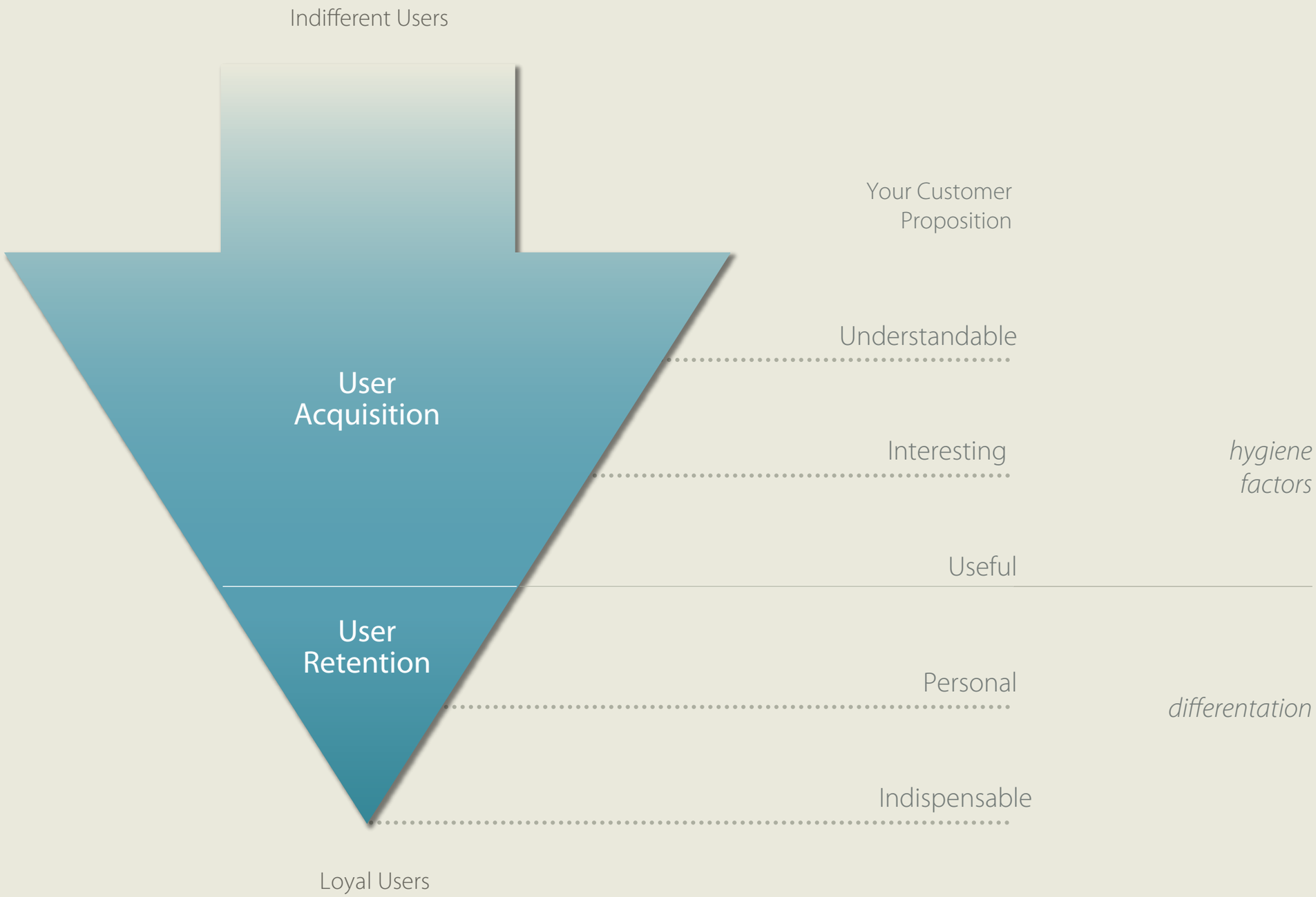


A Design Process which revolves around Continuous User Input

UCD addresses the complete product design lifecycle

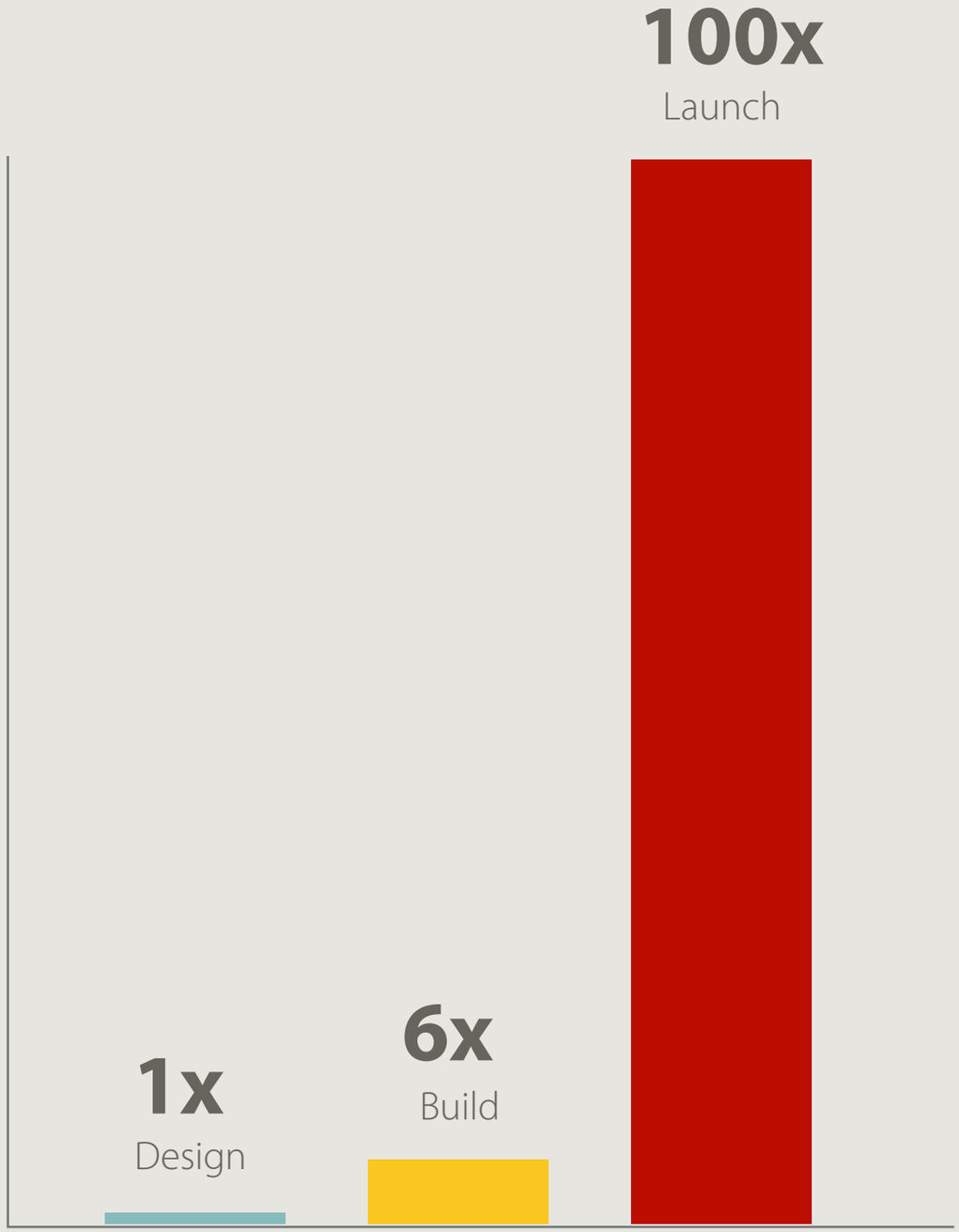


UCD reveals what really matters to end-users



Flow Interactive

User-Centred Design lowers project risks



Roger Pressman, Software Engineering: A Practitioner's Approach, McGraw-Hill

Validate early because change is expensive!

The benefits of following a UCD process

Following a UCD process enables you to:

- Provide more satisfying and effective customer experiences
- Dramatically reduce project risks by validating decisions along the way
- Have confidence that what you implement will be a success

In addition, the research provides:

- Fresh insights into the specific needs of your customers in different contexts
- Identify opportunities for innovation
- Further understanding of how and where to join up key aspects of the experience you provide your customers throughout the entire customer lifecycle

easyJet 2.0 proof of concept

design background

Flow Interactive & Splendid

We begin with easyJet's customers...

Donald

63

Short city break

Donald goes on about 4 short breaks a year as well as one longer holiday. He's interested in art and architecture and is looking for a short break for his wife's 60th birthday.

Maria

32

Business traveller

Maria works for a textile design company. Maria travels regularly with work to Amsterdam.

She needs to book a flight there for next week.

Laura

42

Family Holiday

Laura and her family go away during the school holidays - usually to a beach destination in Europe.

Laura is looking for a place to go this summer.

Karl

25

Repeat single destination

Karl is a foreign student. His family live near Basel and he goes to visit them several times a year. He likes to book his flight well in advance when it's cheap.

We begin with easyJet's customers

Donald

Not sure where he wants to go

Doesn't know exactly when he wants to go

Maria

Knows where she wants to go

Knows when she wants to go

Laura

Not sure where she wants to go

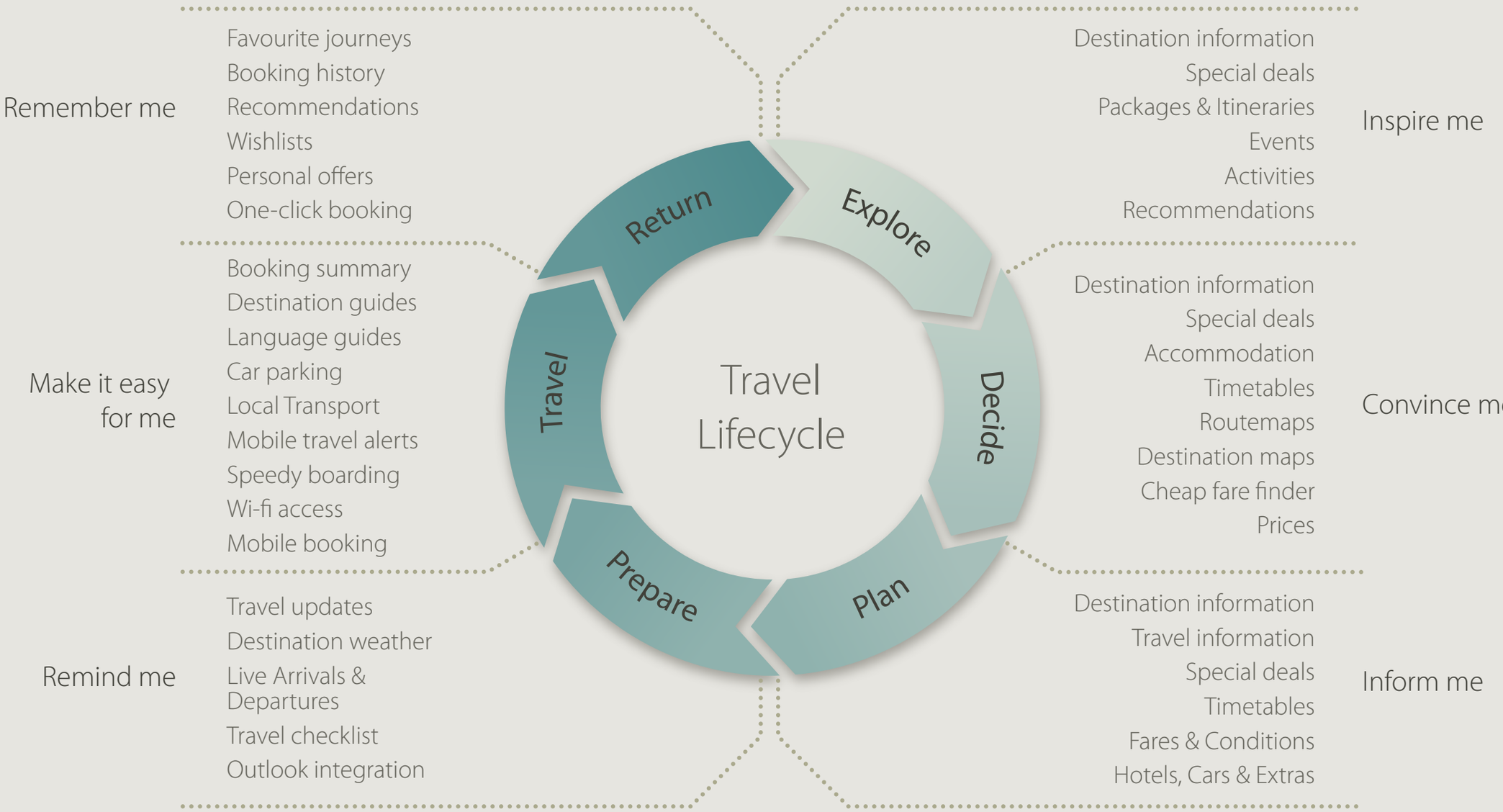
Knows when she wants to go

Karl

Knows where he wants to go

Doesn't know when he wants to go

Customers' needs change throughout their journeys



for example: Maria needs to go to Amsterdam next Thursday...

Remember me
- Favourite journeys
- Booking history
- Recommendations
- Wishlists
- Personal offers
- One-click booking

Inspire me
- Destination information
- Special deals
- Packages & Itineraries
- Events
- Activities
- Recommendations

Make it easy for me
- Booking summary
- Destination guides
- Language guides
- Car parking
- Local Transport
- Mobile travel alerts
- Speedy boarding
- Wi-fi access
- Mobile booking

Convince me
- Destination information
- Special deals
- Accommodation
- Timetables
- Routemaps
- Destination maps
- Cheap fare finder
- Prices

Remind me
- Travel updates
- Destination weather
- Live Arrivals & Departures
- Travel checklist
- Outlook integration

Inform me
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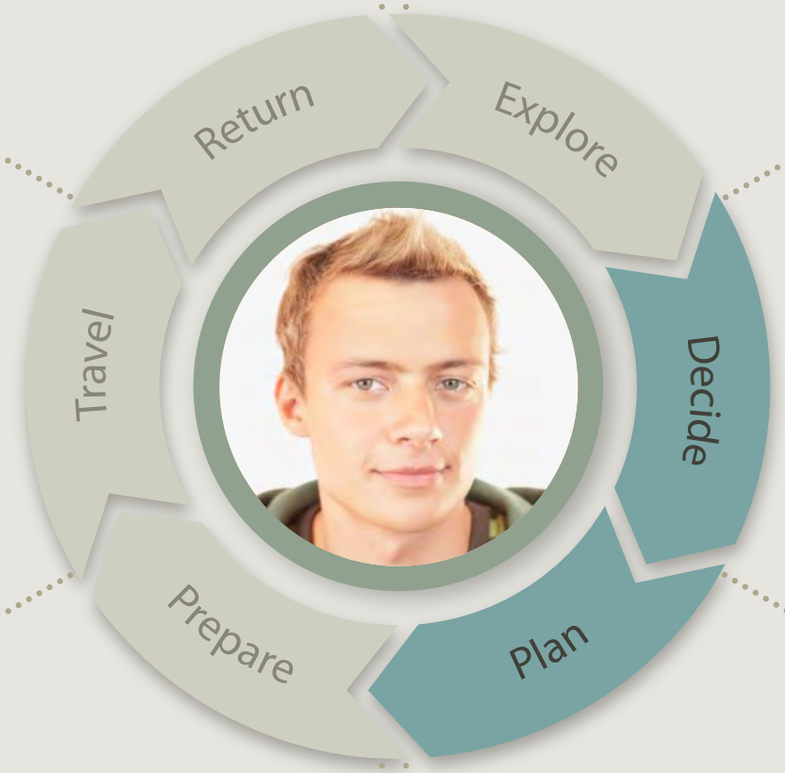
- Fares & Conditions
- Hotels, Cars & Extras

for example: Karl needs to book his flights home in advance



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for example: Laura is planning the family's summer holiday...

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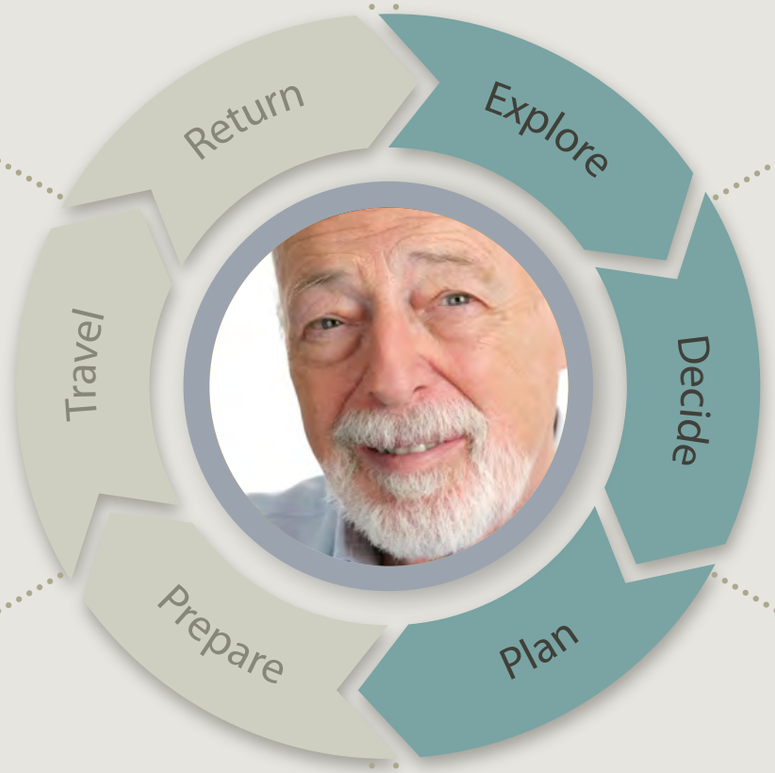
for example: Donald wants to find a short break destination



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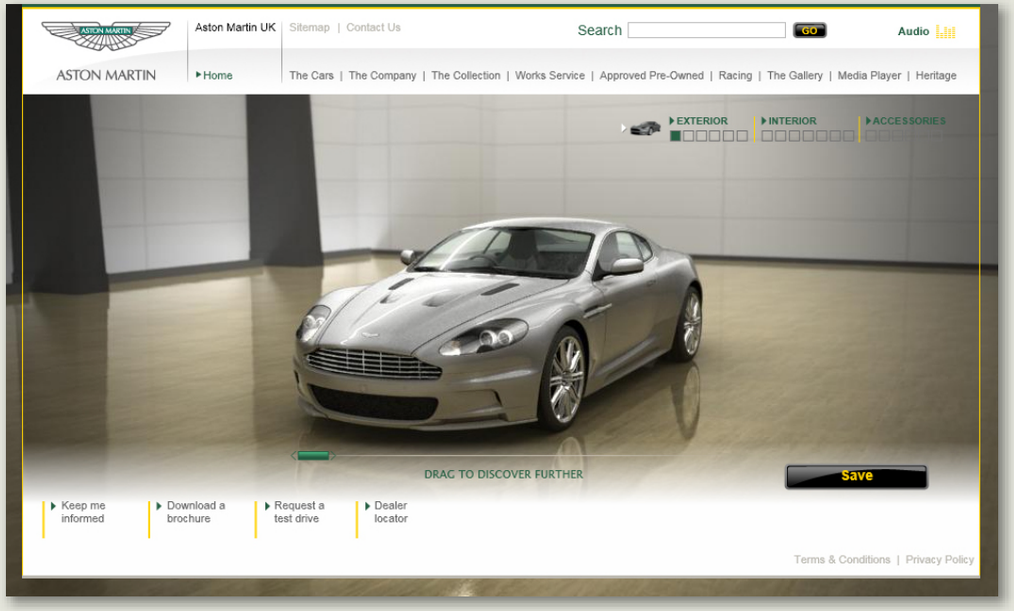
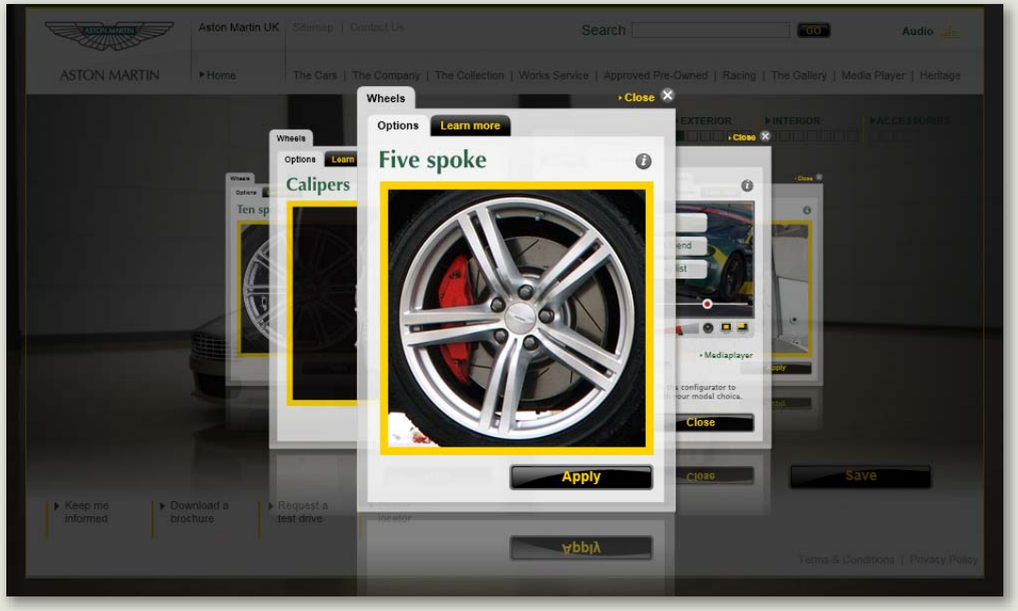
Intro

Splendid have been working with Aston Martin and Microsoft to create a truly 360 degree user experience, from the internet right through to the in-car experience. One thing ties all this work together is our user centred design approach and a shared desire to create the best product for their customers.

ASTON MARTIN





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Personas

ASTON MARTIN

Paula Thornton (The MD) Age: 40-50

"I have worked hard for this and I want my ideal Aston Martin"

Description

- Paula is quite understated, honest, down to earth and is interested in other people's opinions.
- She wants to tailor make her Aston, and she is prepared to wait and will love the experience, she is looking forward to the factory visit.
- She is an astute business woman, and is in the know about the brand as she has been a fan for years, therefore she will become an expert of the car and all areas of the brand.

Lifestyle

- Hard working, full time M.D who works 6 days a week on Sunday she spends time with her young family
- Her interests include: going to the gym, taking her family out and loves going out with her children and husband for meals.
- She is a big spender but only buys quality, with the principle of "it will last for years".
- She likes motor sport and tennis and tries to find time to go to F1 races at least once a year.
- She always looks smart but likes traditional, conservative clothes and is not particularly interested in Brands.

Environment

- Paula accesses the internet from home and at work when she has spare time; she will enjoy using the configurator; appreciate its design and will want to show her friends and family her choices.

Brandscape

- Selfridges, Cambridge Audio, Marks and Spencer food, Origins Make-up, Apple, Jaeger, Joseph, Russell and Bromley, Mulberry, Crabtree and Evelyn.

Motivation

- She wants an Aston for its high quality, and traditional English Heritage.
- She has aspired to one for years and appreciates its sound, performance and soul.
- She has waited to get one for years but will want it as soon as possible, but will love the buying process as she has admired the brand since she was young
- She will not want to be rushed through the process, every part should be a pleasure.

V8 — DBS

Patient — Impatient

Challenges

- Explicitly trusts the brand and its services
- She has very high expectations after such long term admiration,
- She wants the process to be special and everything she had hoped, her high expectations need to be fulfilled to provoke her potential life-time loyalty to the brand.

Aston Martin: User personas

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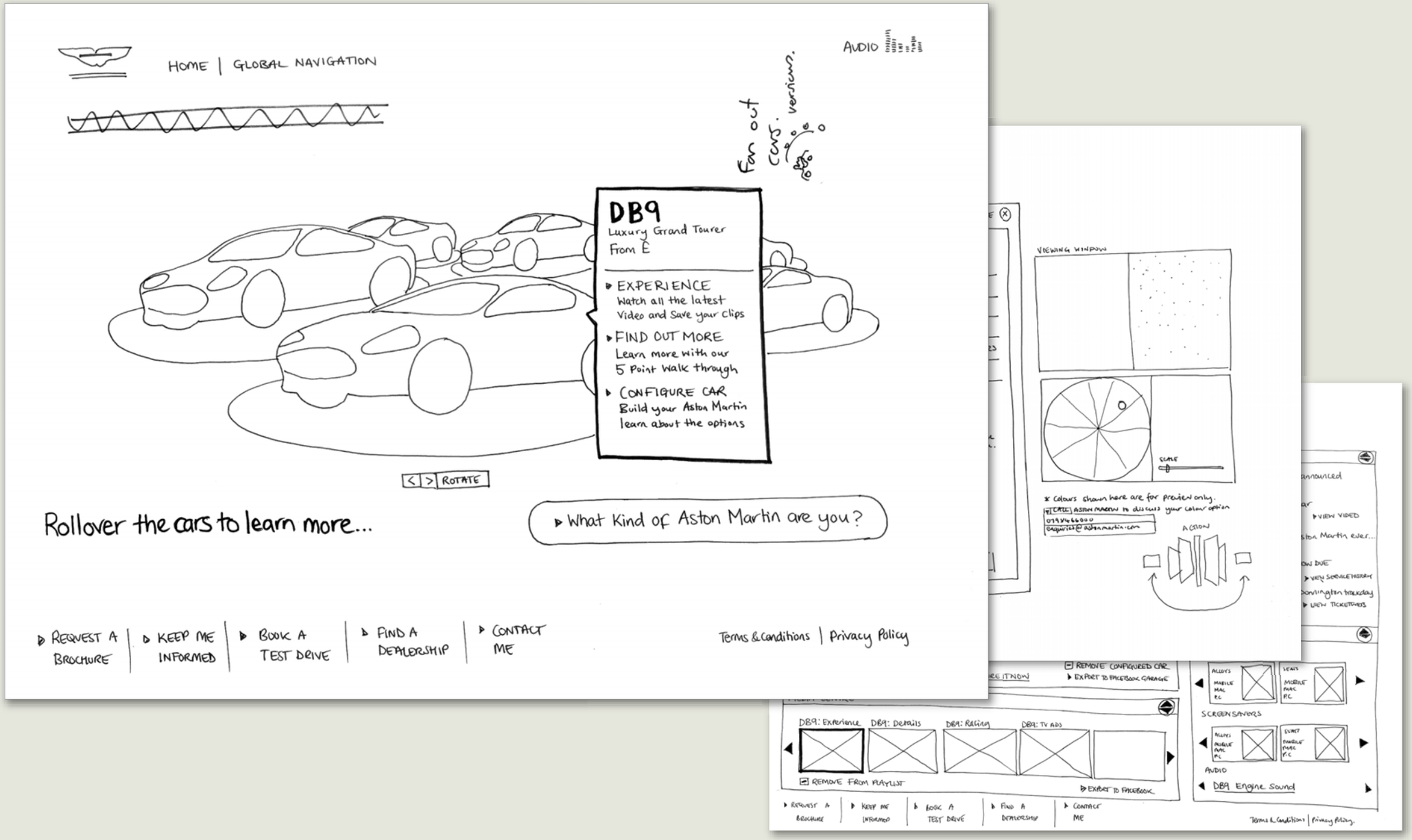
Concept



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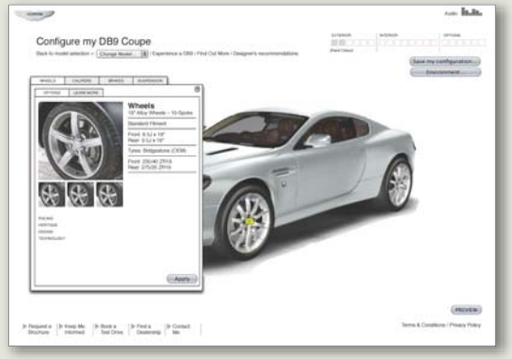
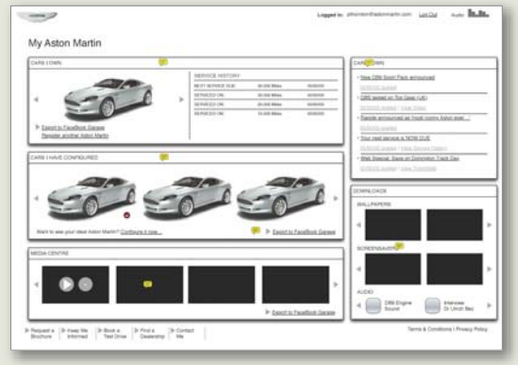
Wireframes





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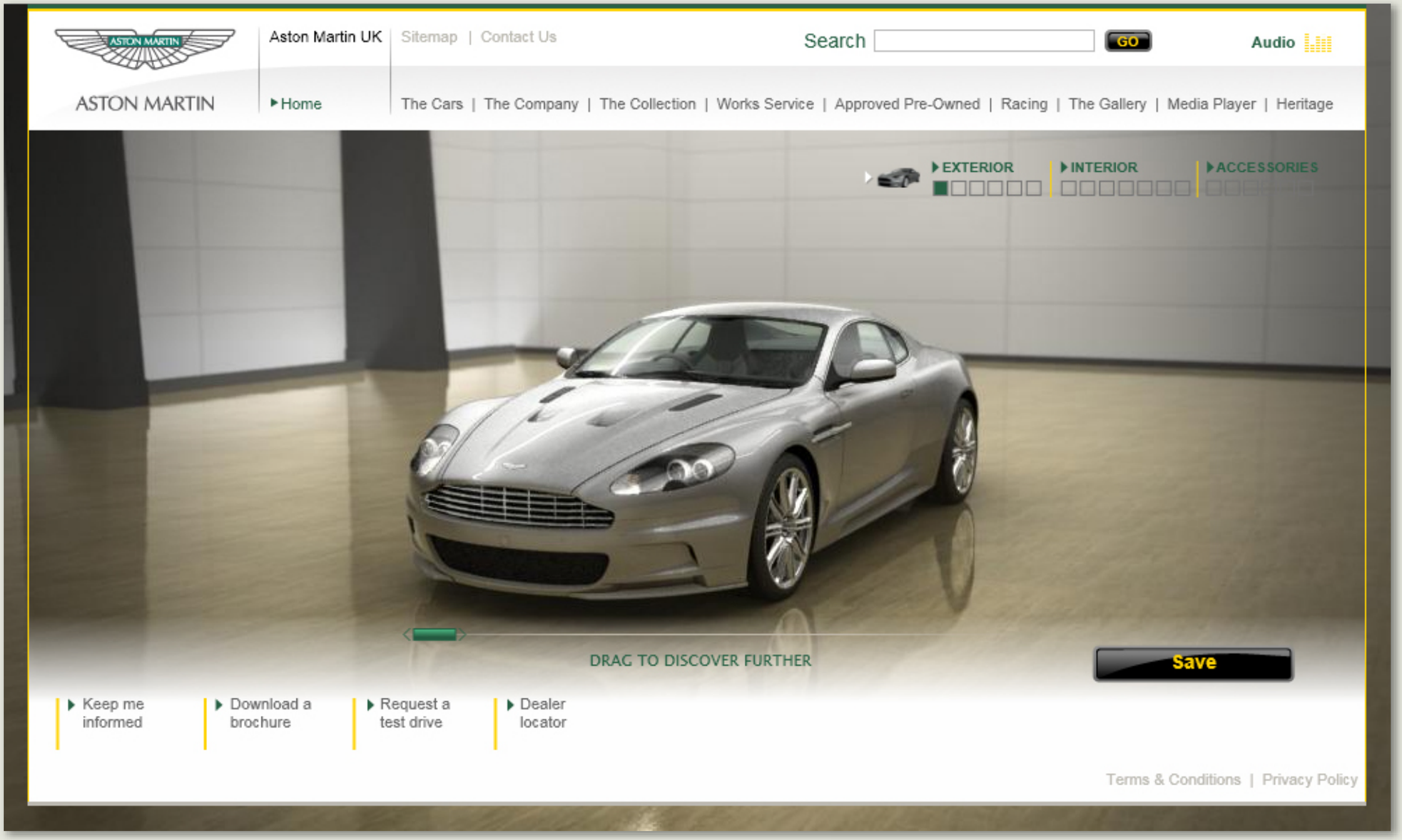
Final



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