



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...

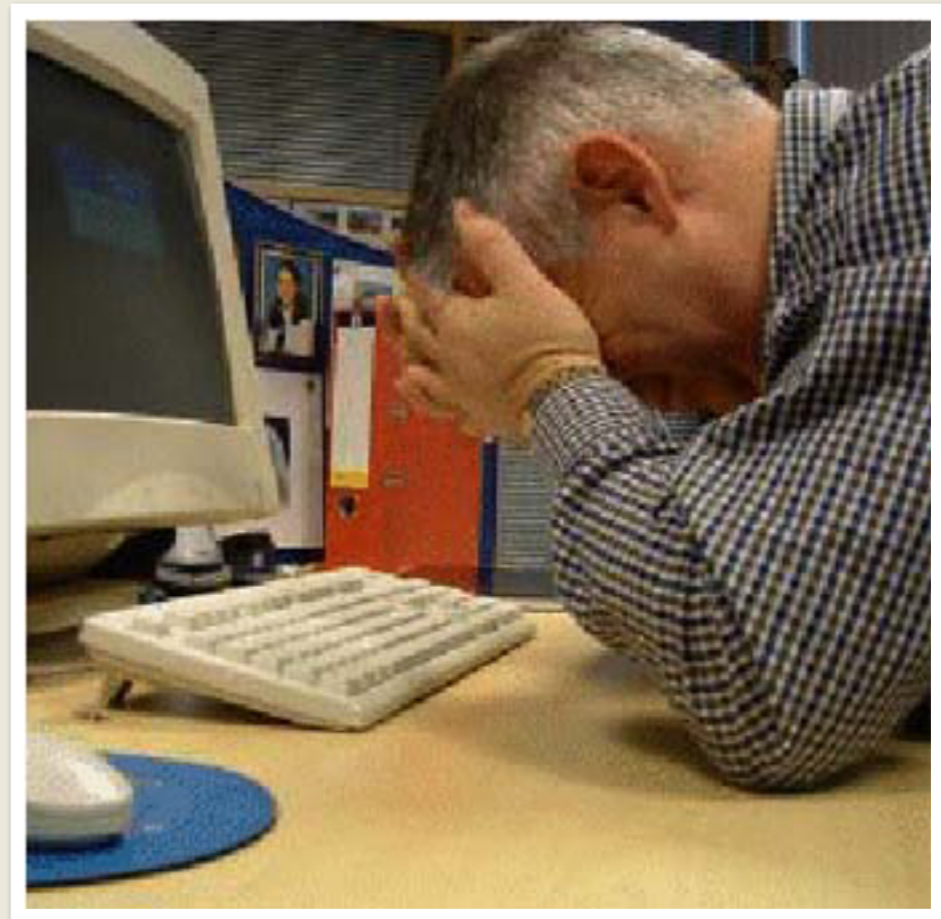
hard to operate...

hard to understand...

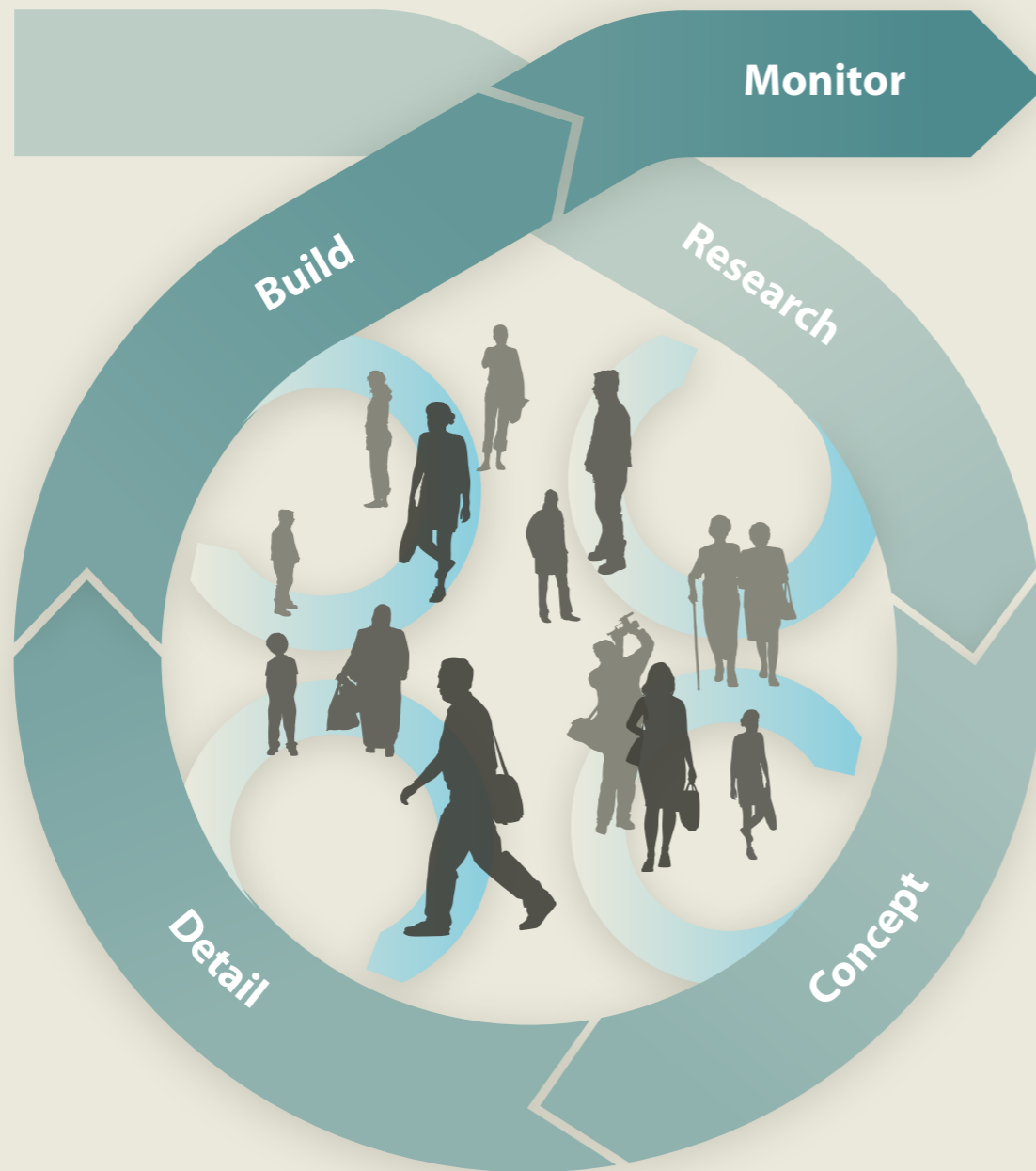
ugly...

doesn't do what you need...

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

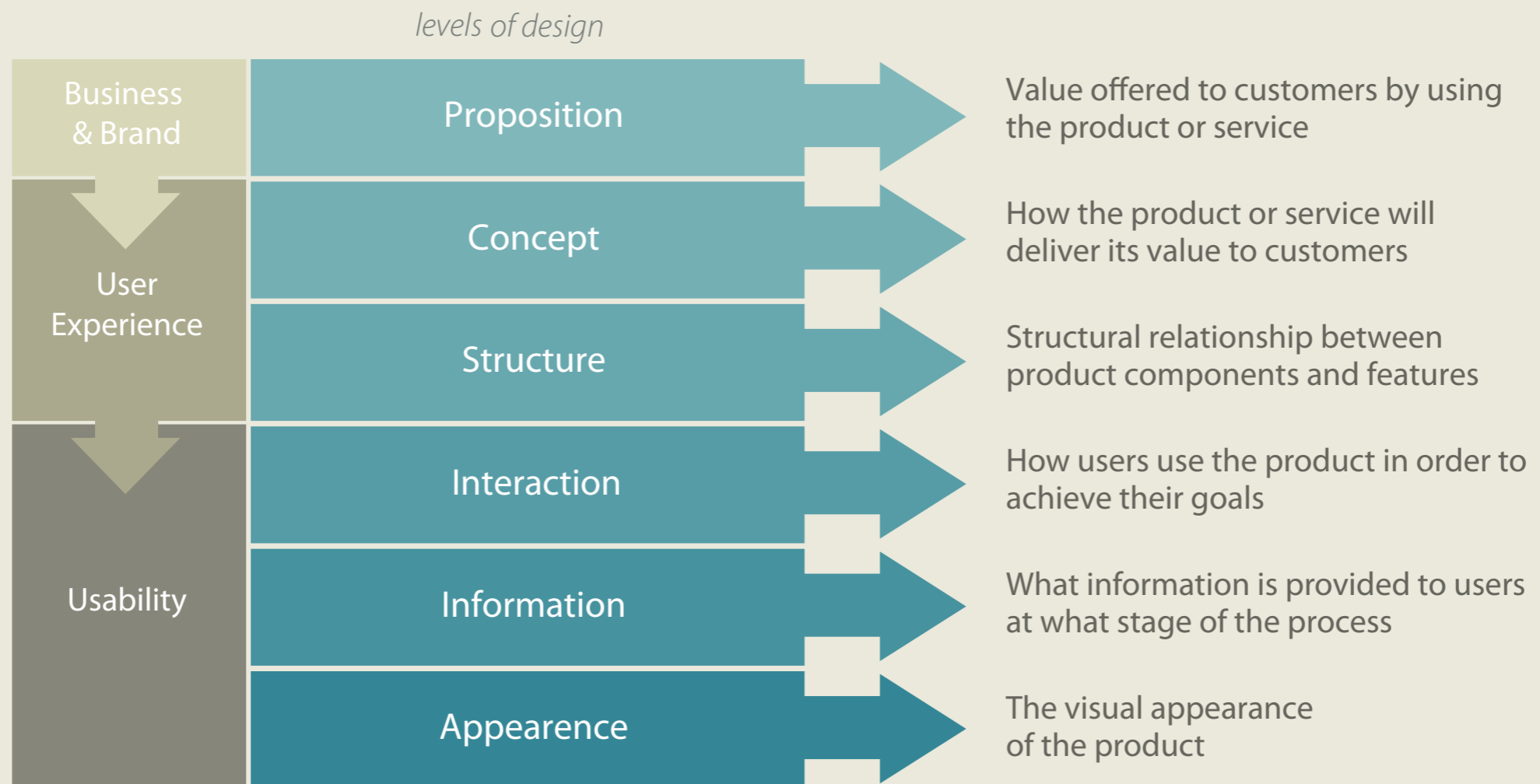


The User-Centred Design Process (UCD)

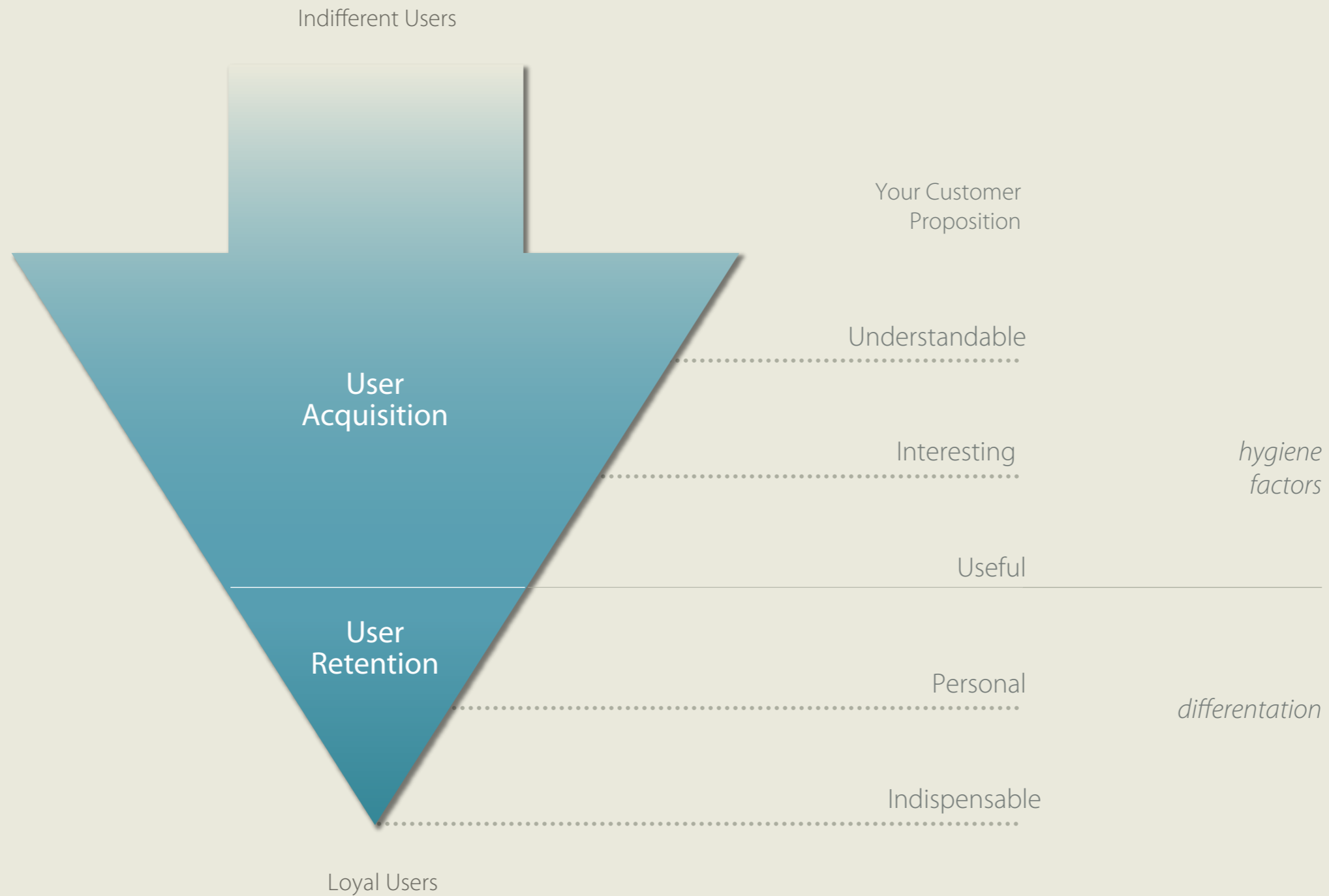


A Design Process which revolves around **Continuous User Input**

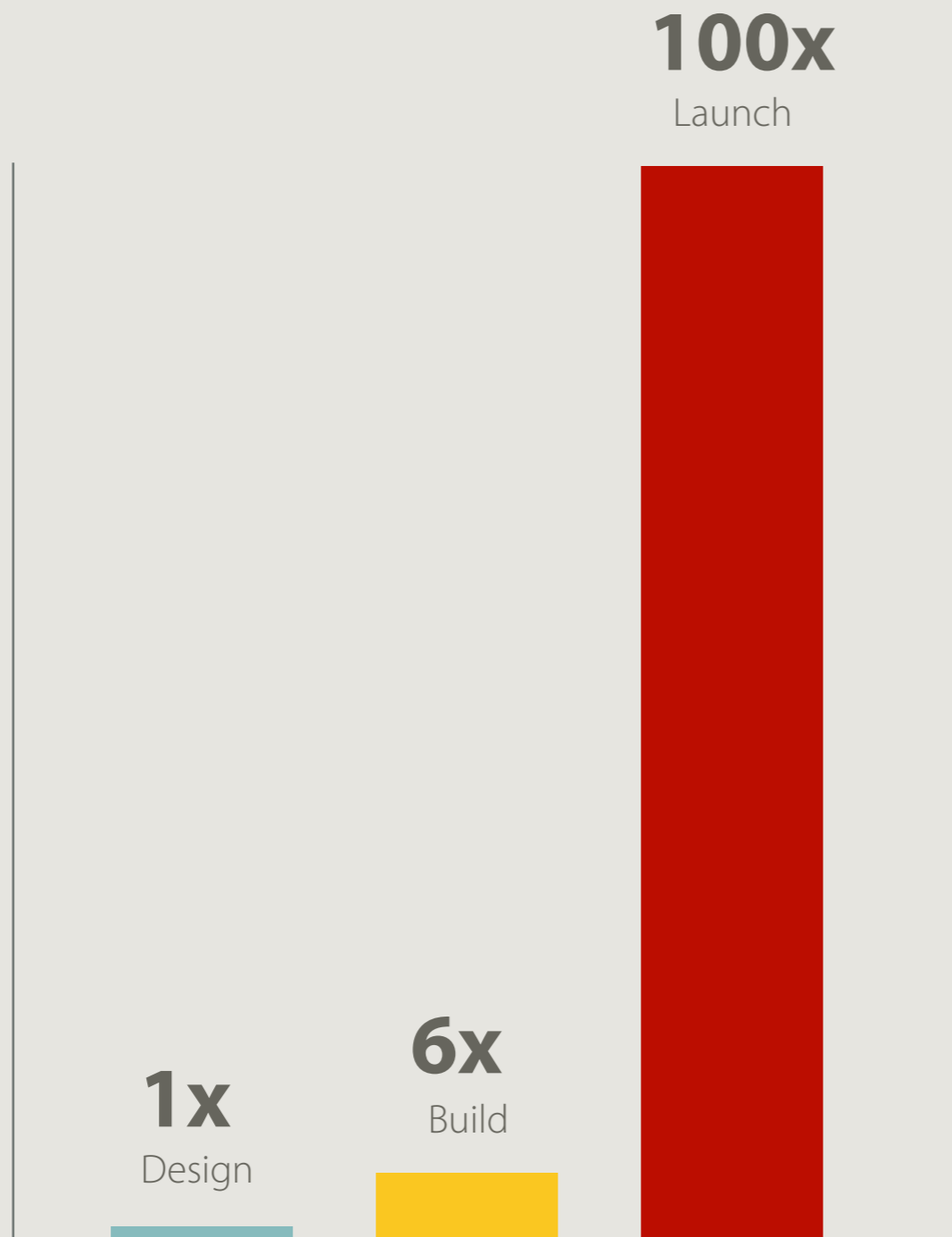
UCD addresses the complete product design lifecycle



UCD reveals what really matters to end-users



User-Centred Design lowers project risks



Validate early because change is expensive!

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

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

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

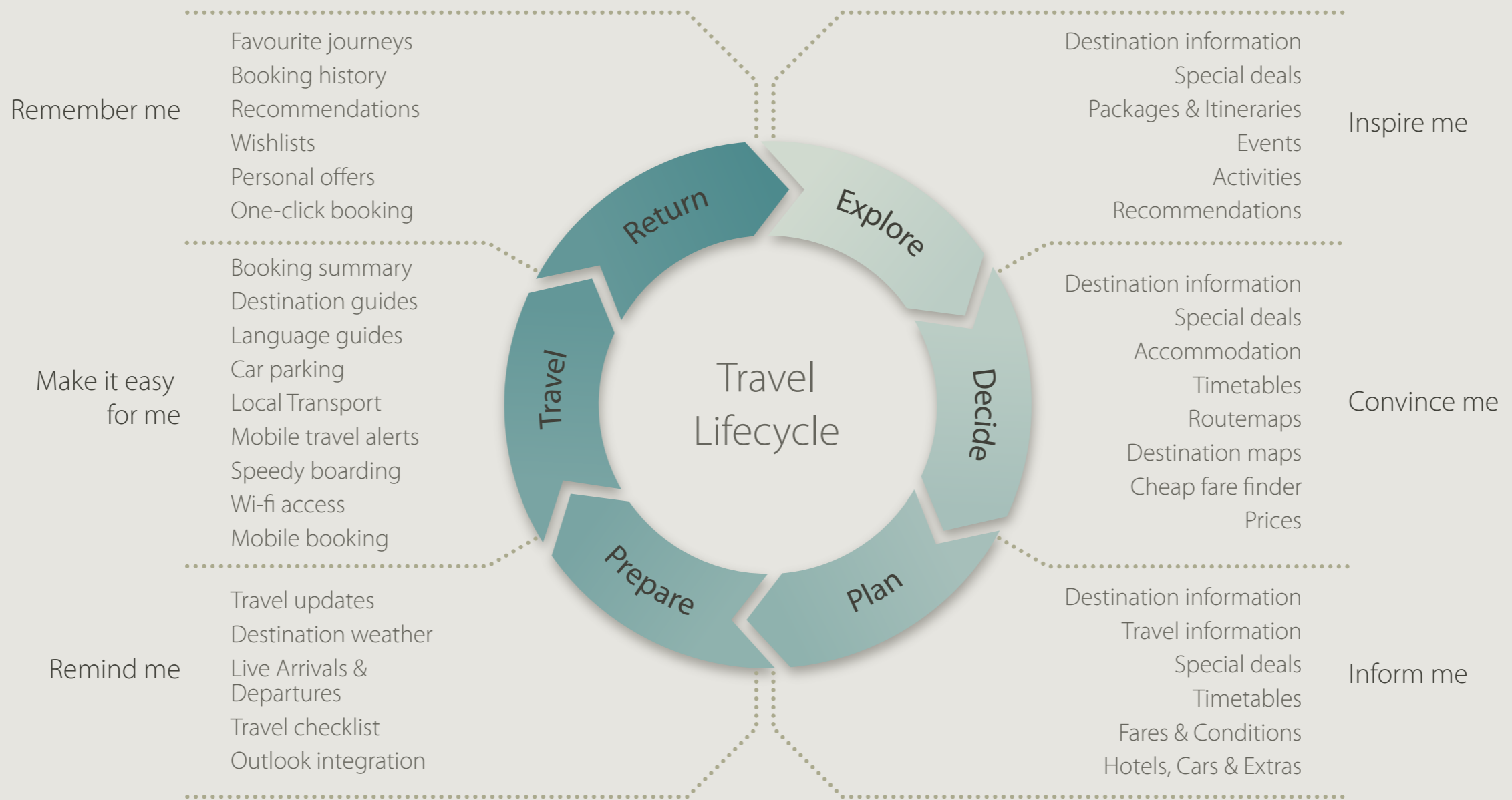


Karl

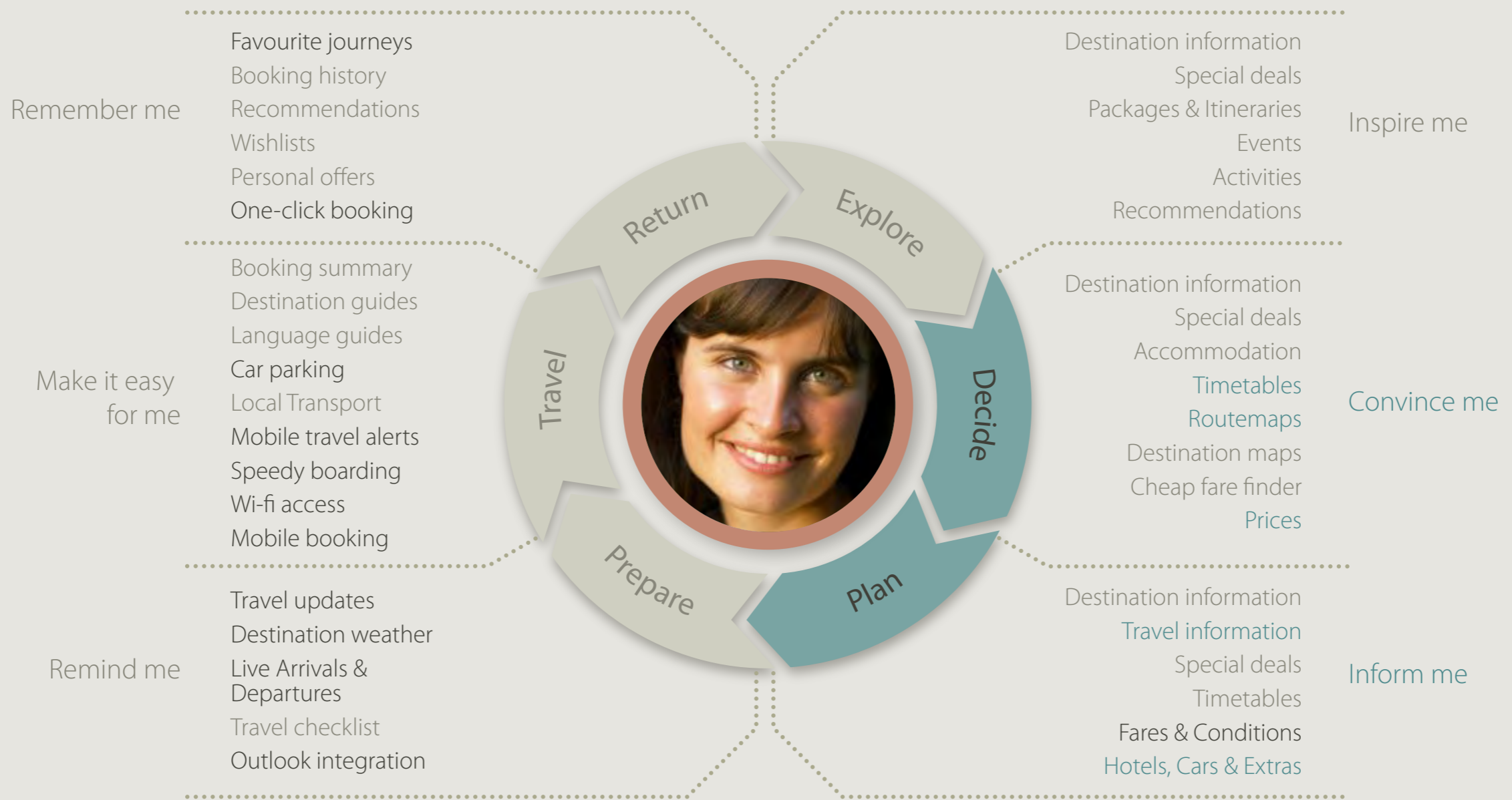
Knows where he wants to go

Doesn't know when he wants to go

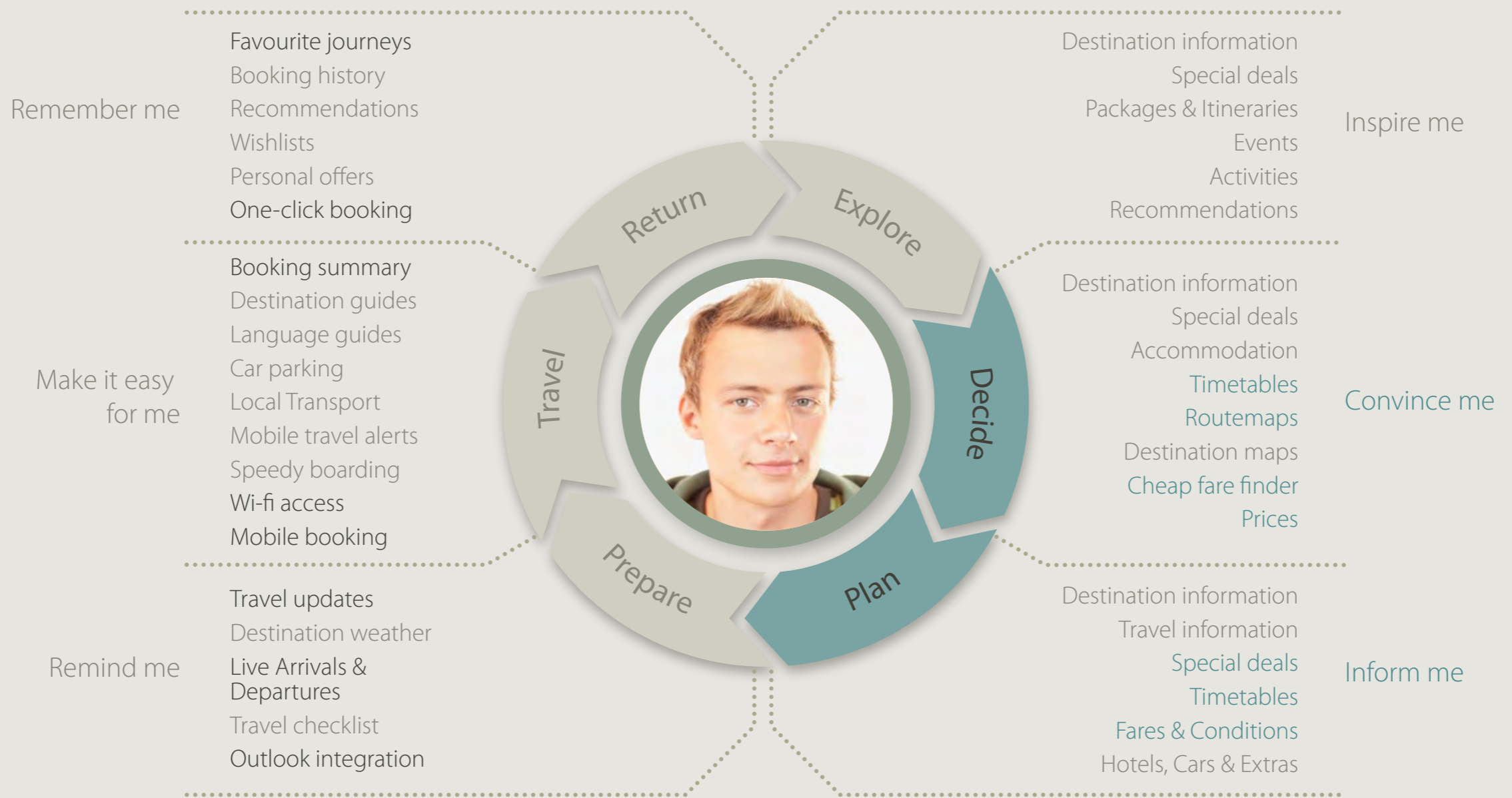
Customers' needs change throughout their journeys



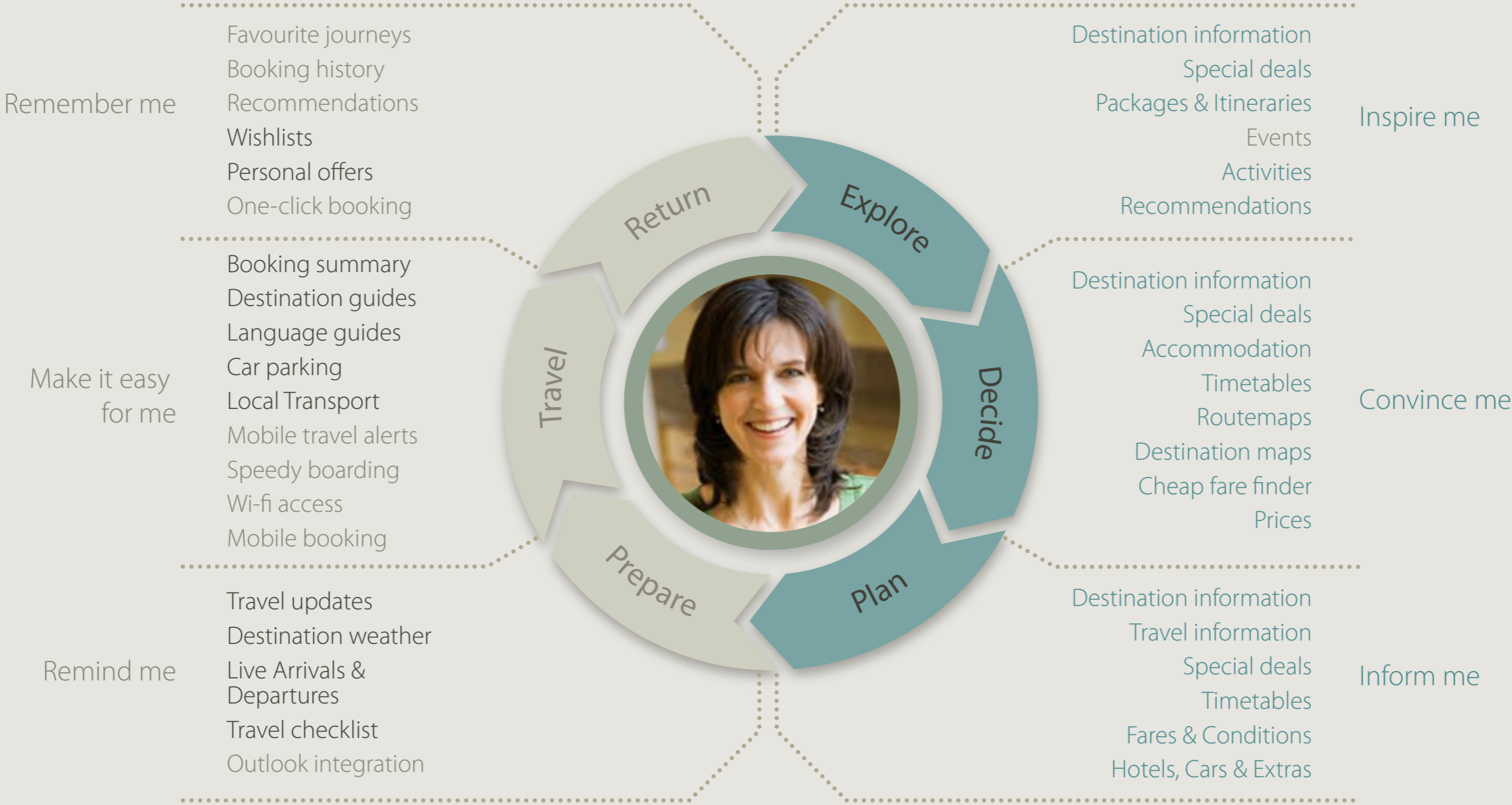
for example: **Maria needs to go to Amsterdam next Thursday...**



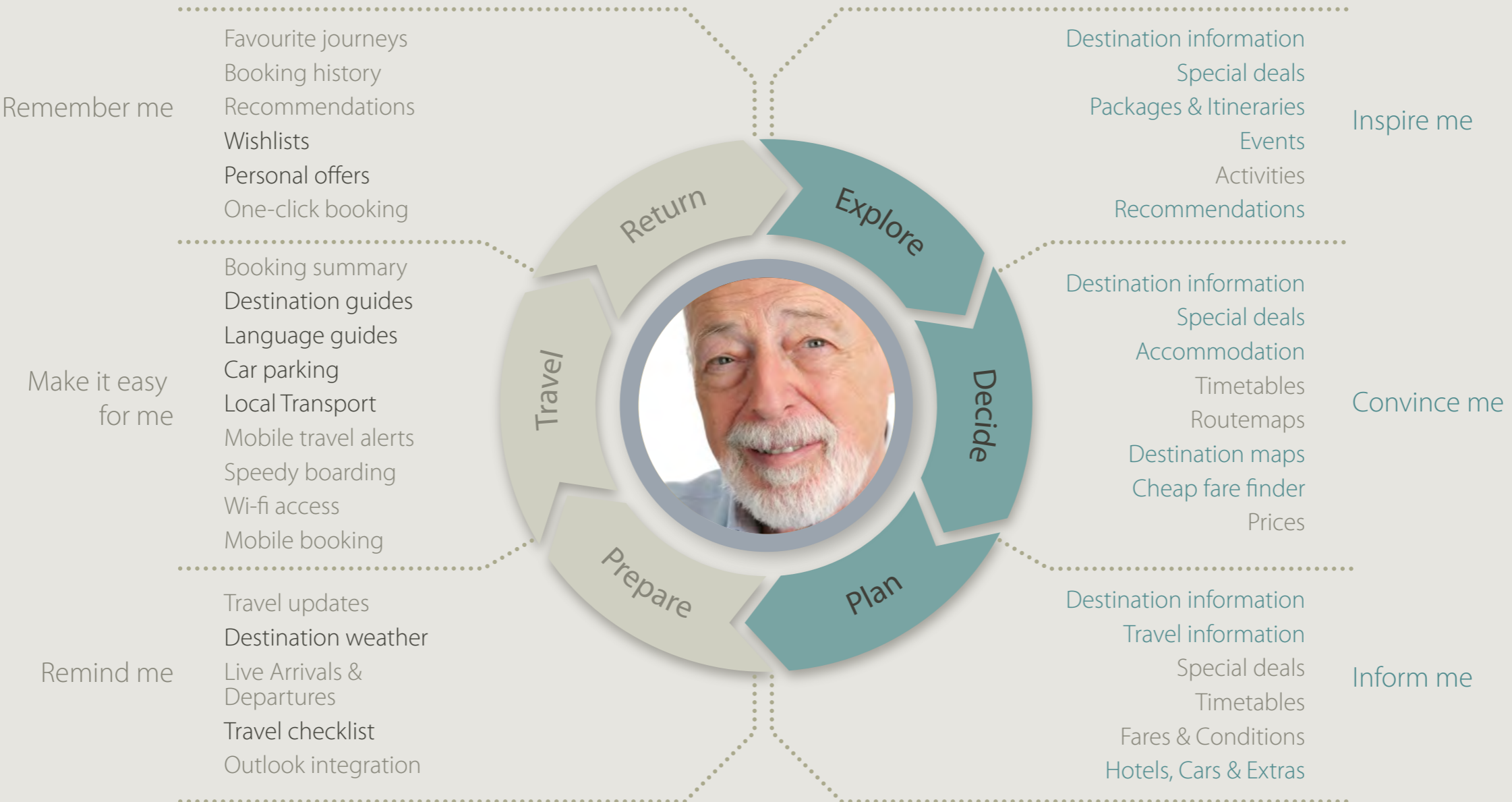
for example: Karl needs to book his flights home in advance



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



for example: Donald wants to find a short break destination

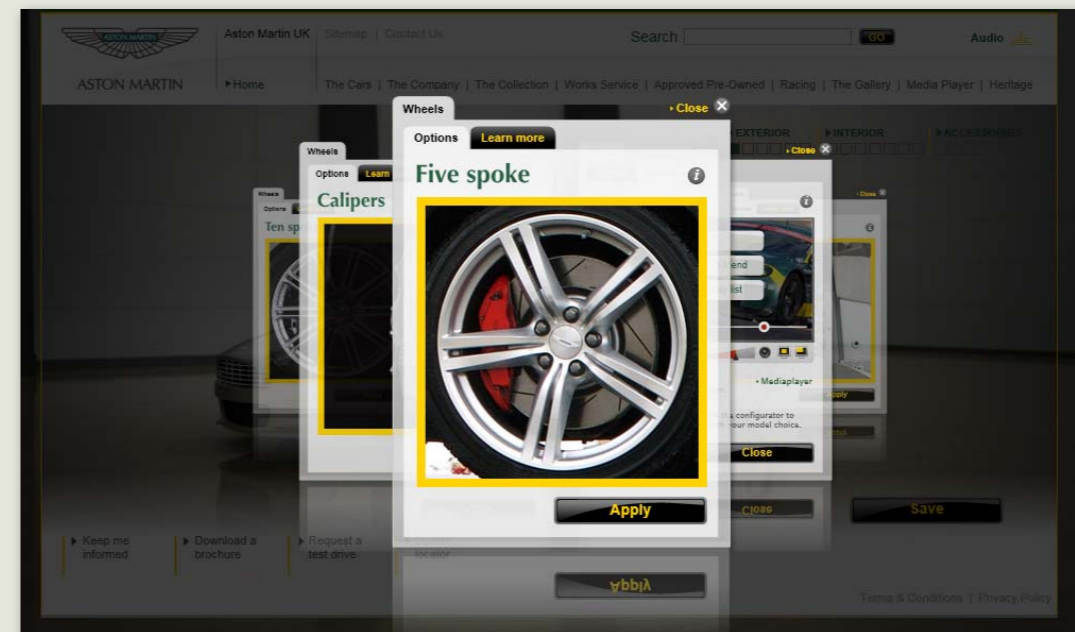
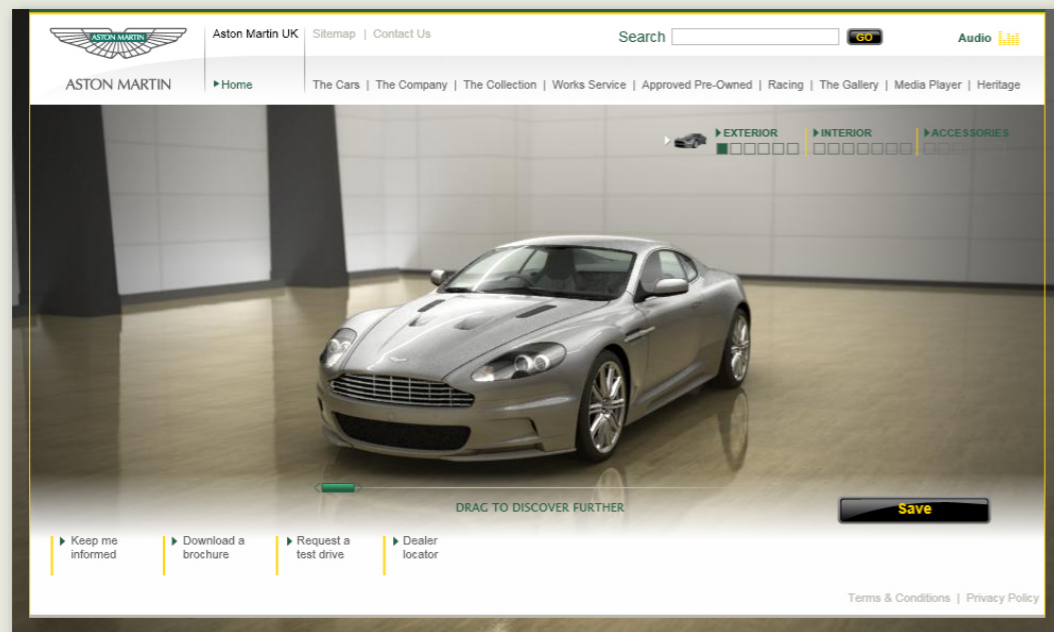


Intro



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



Personas

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.

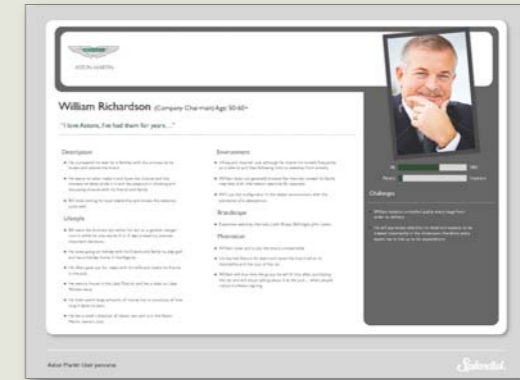



Challenges

- 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





William Richardson (Company Chairman) Age: 50-60
 “I love Aston, I've had them for years...”

Description:

- He is a successful businessman and has a high net worth.
- He is a fan of the brand and has owned several Aston Martin cars.
- He is looking for a new car that is both stylish and practical.

Environment:

- He accesses the internet from his office and at home.
- He is a member of several exclusive clubs and societies.

Brandscape:

- He likes luxury brands like Rolex, Cartier, and Hermès.
- He is a fan of classic cars and has a collection.

Challenges:

- He wants a car that is both stylish and practical.
- He has high expectations for the buying process.



Charles Bowley-Croft (Executive) Age: 30-40
 “I want to own”

Description:

- He is a young professional with a high income.
- He is a fan of the brand and has been looking for a car for years.
- He is looking for a car that is both stylish and practical.

Environment:

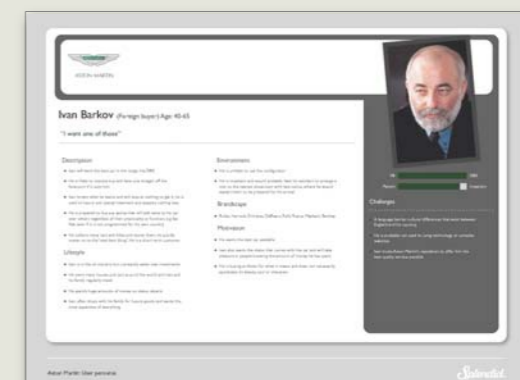
- He accesses the internet from his office and at home.
- He is a member of several exclusive clubs and societies.

Brandscape:

- He likes luxury brands like Rolex, Cartier, and Hermès.
- He is a fan of classic cars and has a collection.

Challenges:

- He wants a car that is both stylish and practical.
- He has high expectations for the buying process.



Ivan Barkov (Foreign Investor) Age: 40-50
 “I want one of these”

Description:

- He is a foreign investor with a high net worth.
- He is a fan of the brand and has been looking for a car for years.
- He is looking for a car that is both stylish and practical.

Environment:

- He accesses the internet from his office and at home.
- He is a member of several exclusive clubs and societies.

Brandscape:

- He likes luxury brands like Rolex, Cartier, and Hermès.
- He is a fan of classic cars and has a collection.

Challenges:

- He wants a car that is both stylish and practical.
- He has high expectations for the buying process.

Concept

HOME | GLOBAL NAVIGATION

AUDIO

Far out cars. versions.

DB9
Luxury Grand Tourer
From £

- ▶ EXPERIENCE
Watch all the latest Video and Save your clips
- ▶ FIND OUT MORE
Learn more with our 5 Point Walk through
- ▶ CONFIGURE CAR
Build your Aston Martin learn about the options

<|> ROTATE

▶ What Kind of Aston Martin are you?

▶ REQUEST A BROCHURE | ▶ KEEP ME INFORMED | ▶ BOOK A TEST DRIVE | ▶ FIND A DEALERSHIP | ▶ CONTACT ME

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VIEWING WINDOW

* Colours shown here are for preview only.
[CONTACT] ASSISTANTS to discuss your colour option
019 256 6600
support@astonmartin.com

ACTION

announced

▶ VIEW VIDEO

▶ View Storage Therapy

▶ View Tickettimes

REMOVE FROM PLAYLIST

EXPORT TO FACEBOOK

SCREENSAVERS

MOBILE MAC PC

SMART MOBILE MAC PC

AUDIO

DB9 Engine Sound

▶ REQUEST A BROCHURE | ▶ KEEP ME INFORMED | ▶ BOOK A TEST DRIVE | ▶ FIND A DEALERSHIP | ▶ CONTACT ME

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Wireframes



Audio 

What kind of Aston Martin are you? [Find out now... >](#)

DB9
Luxury Grand Tourer
Coupe

Volante

[Request a Brochure](#) | [Keep Me Informed](#) | [Book a Test Drive](#) | [Find a Dealership](#) | [Contact Me](#)

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Configure my DB9 Coupe

Back to model selection | [Change Model](#) | [Registration & DB9](#) | [Find Out More](#) | [Dealer's recommendations](#)

Wheels
17" Alloy Wheels - 10 Spoke
Front: 8.5 x 17"
Rear: 9.5 x 17"
Type: Progressive CSB
Front: 235/40 ZR17
Rear: 275/35 ZR17

Request a Brochure | Keep Me Informed | Book a Test Drive | Find a Dealership | Contact Me

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Configure my DB9 Coupe

Manual
Full and detailed car owner's manual provided

Request a Brochure | Keep Me Informed | Book a Test Drive | Find a Dealership | Contact Me

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My Aston Martin

Service history
Service history
Service history

Service history
Service history
Service history

Service history
Service history
Service history

Service history
Service history
Service history

Request a Brochure | Keep Me Informed | Book a Test Drive | Find a Dealership | Contact Me

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Final

The screenshot displays the Aston Martin UK website interface. At the top left is the Aston Martin logo and the text "ASTON MARTIN". To its right, the text "Aston Martin UK" is followed by "Sitemap | Contact Us". A search bar with a "GO" button and an "Audio" icon are also present. Below this, a navigation menu lists: "Home", "The Cars", "The Company", "The Collection", "Works Service", "Approved Pre-Owned", "Racing", "The Gallery", "Media Player", and "Heritage".

The main content area features a large image of a silver Aston Martin DB9 in a virtual showroom. Above the car, there are three tabs: "EXTERIOR", "INTERIOR", and "ACCESSORIES", each with a set of five small square icons. A green double-headed arrow is positioned below the car with the text "DRAG TO DISCOVER FURTHER". A "Save" button is located in the bottom right of the image area.

At the bottom of the page, there are four vertical buttons: "Keep me informed", "Download a brochure", "Request a test drive", and "Dealer locator". In the bottom right corner, there are links for "Terms & Conditions" and "Privacy Policy".