USER EXPERIENCE IN A BOTTLE:
Getting to “BIG D” using LightningLabs

Heather McIntosh Cassano
Chief Experience Officer, Scholastic
ITHAKA Sustainable Scholarship
Goal:
Deliver the right solution to the right user, at the right time, at the right place.

design (little ‘d’) is drawing pictures to meet functional requirements

Design (big ‘D’) is the process of creating informed design, considering the context of the user’s whole experience
How to Get to BIG D Design

- Objective Testing
- Opinions
How do we make this process easier?
Now that your hair is longer, you need Wella Balsam.

Because Wella Balsam conditions your hair. Keeps it looking healthy and great. Makes it much easier to comb and manage, too. You just slosh it on in the shower after you shampoo. Be sure you get Wella Balsam. Only Wella makes the original Balsam, and it’s great stuff. Wella Balsam.
WASH

RINSE

REPEAT
What are the ingredients of a great UX process?
fast
collaborative
for real users
beautiful
Lightning Lab!
a design challenge
targeted personas
5-10 diverse people
4 days
how it works
Enable teachers to optimize their students’ learning. Help them visualize what is happening within the classroom and act efficiently when needed. Help them manage different types of learning activities, student assessments and school day formats.
day 1: brain prep
what do we know about the problem and our users?
Personas

- A composite user archetype which represent common groups of users and their pain points, common tasks, goals, usage and comfort with technology, and other factors
- Personas are based on market and user research, and developed by researchers
- Personas help us focus designs on specific users who we care about, not ourselves!
the amazing race!
A composite user archetype which represents a cluster of users who exhibit similar behavioral patterns, attitudes, or motivations.

Personas can span demographics.

Personas are based on market and user research.

Personas include the user's pain points, common tasks, goals, usage and comfort with technology, and other factors.
UX Pyramid

**PROMISE:** What do I offer?

**PERSONALITY:** What am I like?

**TONE/EXPRESSION:** How do I present myself?

**GOALS:** What defines me?
A composite user archetype which represents a cluster of users who exhibit similar behavioral patterns, attitudes, or motivations. Personas can span demographics and are based on market and user research. Personas include the user’s pain points, common tasks, goals, usage and comfort with technology, and other factors.

UX Pyramid
Vancouver Teacher Experience

**PROMISE:** What do I offer?

**PERSONALITY:** What am I like?

**TONE/EXPRESSION:** How do I present myself?

**GOALS:** What defines me?
day 2:
prototype. iterate.
the bake-off!
iterate again
final push... (late night at the bar)
day 3:
let’s find out how we did
MY COURSES

READ 180

MATH 180

SYSTEM 44
User feedback - 4 teachers, 5 students

I would prefer that it would be left to each teacher to design rather than be pre-designed.

I could see this as being very helpful because you can see what’s coming up next. It would be nice if it were customizable.

Ideally you could pull up the kids names and their scores. And you could email the results to a specialist or take remedial action.

Giving the teacher a little congratulations for helping a student succeed would be great.

what I don’t understand is this my progress thing?

“I would like this because if I were taking a test and I was afraid that I didn’t do well I could check to see how well I did.”

Avatar edit screen is her “favorite page”

“it’s so magical”

“the next time when I come here will it be finished?”

“I would like this because if I were taking a test and I was afraid that I didn’t do well I could check to see how well I did.”
day 4:
try again
LEARNING MAP

Block 1  Block 2  Block 3  Block 4  Block 5  Block 6  Block 7  Block 8  Block 9

YOU ARE HERE!!!

COMPLETE □ CURRENT BLOCK □
After the Lab...

- Create higher fidelity prototypes and test again...
- Roadmap & resource future work
- Plan the next lab!