Thursday Learning Hour

User Experience

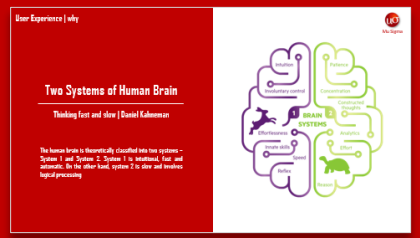
Kishore A

23rd July 2020

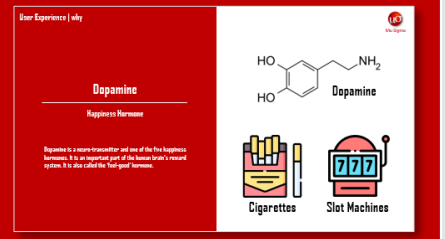
Mu Sigma

WHAT

WHY



HOW



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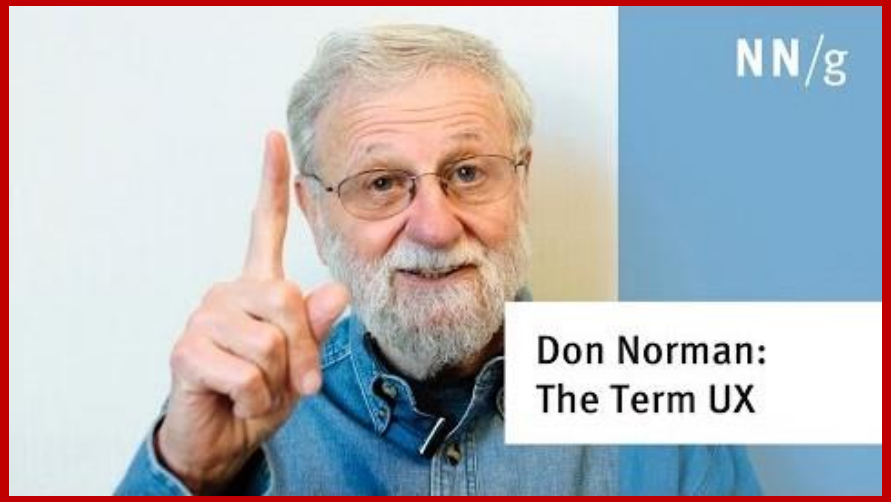
User Experience

What do you think User Experience is?



Don Norman

More than features, providing experiences through interfaces

- Random one

Building an user centric interface to maximise the KPIs

- Random two

Customizing the interface according to the users, so that its usage becomes easy and comfortable

- Random three

UX is not about comforting users
It is about designing their experiences and thereby their actions

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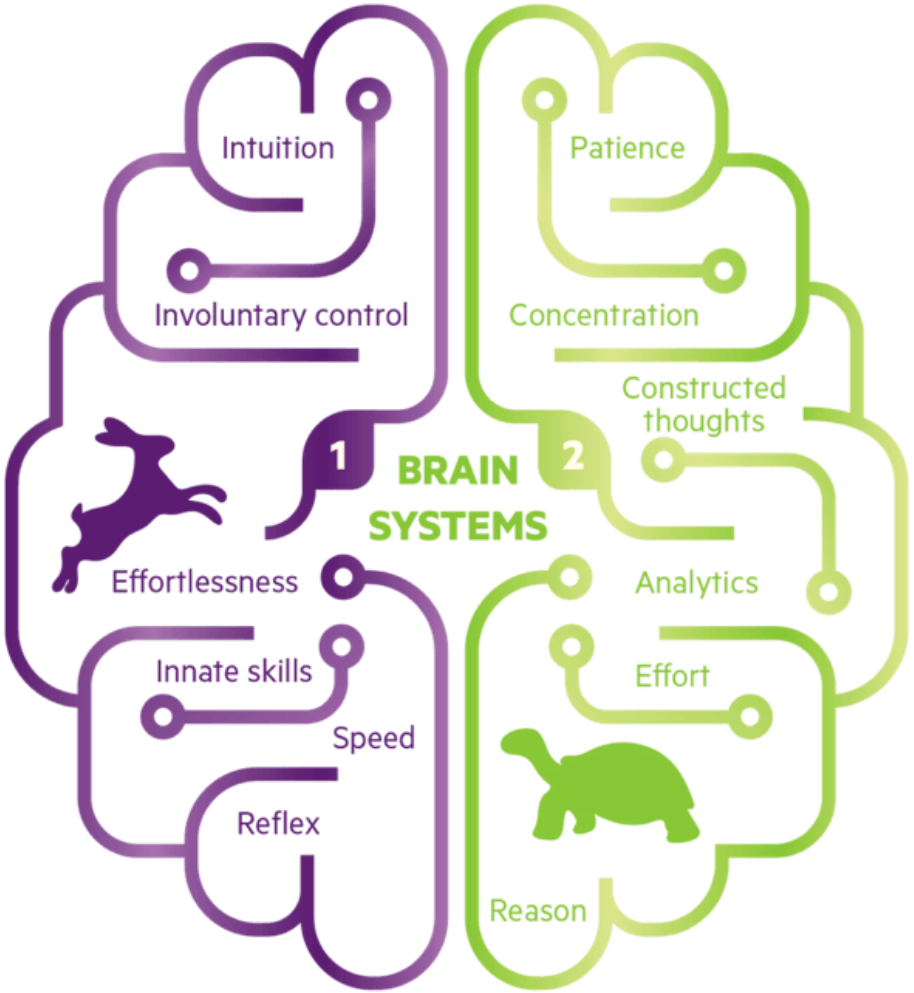
Two Systems of Human Brain

Thinking fast and slow | Daniel Kahneman

The human brain is theoretically classified into two systems – System 1 and System 2. System 1 is intuitional, fast and automatic. On the other hand, system 2 is slow and involves logical processing



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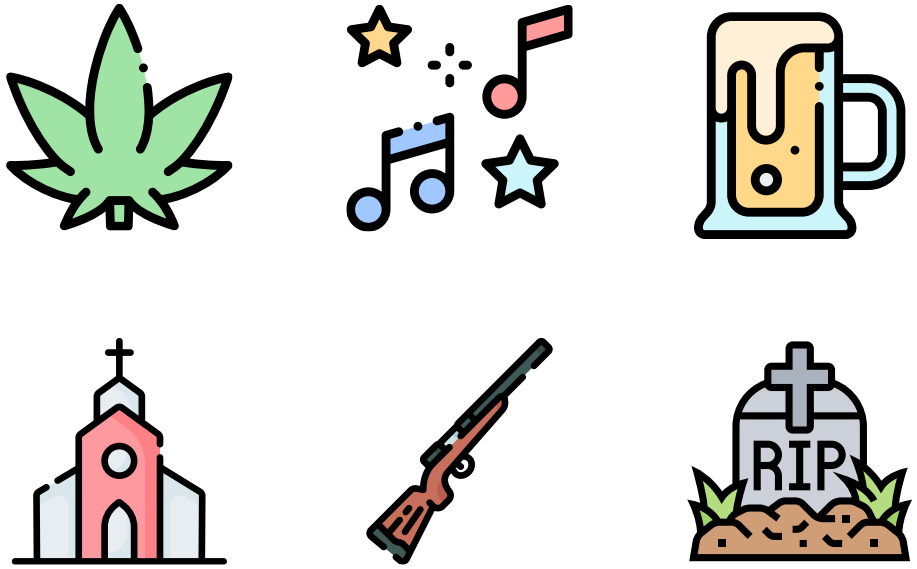
The interesting case of 1990s

The beginning

Anything that's fed consciously into brain, is easy to compare, analyse and then take a decision on it, whether to accept or reject. On other hand, anything that's fed unconsciously will remain in you brain and will come out as intuition or instincts



2 Years Later

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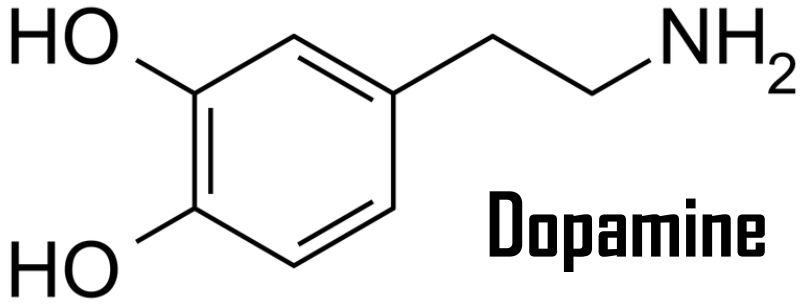
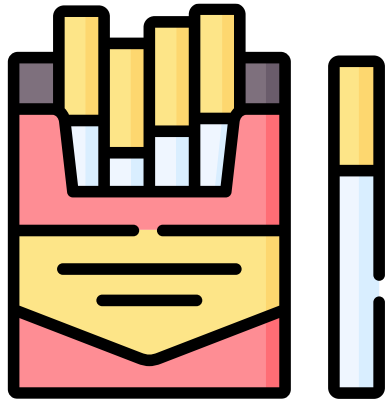
Dopamine

Happiness Hormone

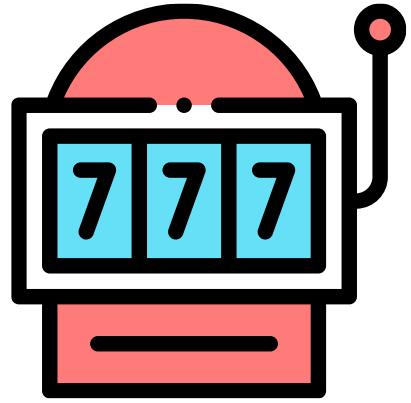
Dopamine is a neuro-transmitter and one of the five happiness hormones. It is an important part of the human brain's reward system. It is also called the 'feel-good' hormone.



Dopamine



Cigarettes



Slot Machines

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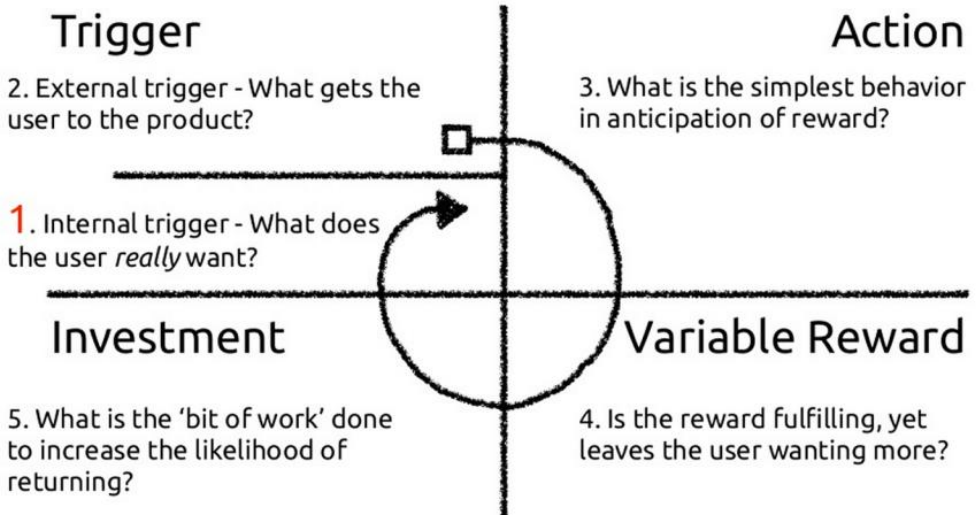
The Hook model

A behavioural model by Nir Eyal

Hook's model helps in achieving a habitual behaviour with the help of a looping cycle. This looping cycle consists of four phases – Trigger, Action, Investment and Variable Reward



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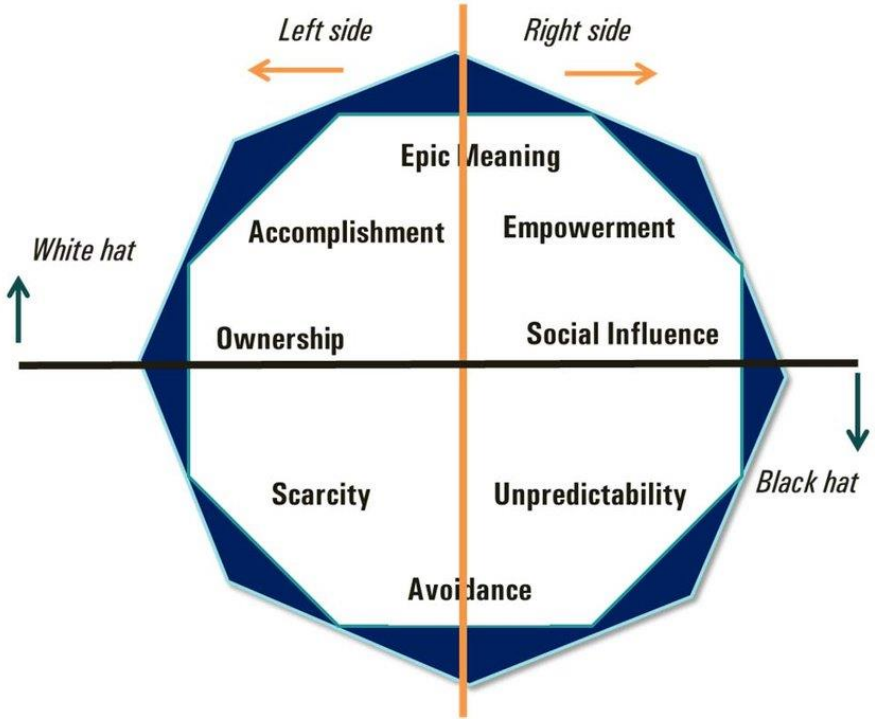
Octalysis Framework

Gamification model by Yu-Kai Chou

Octalysis framework highlight the driving forces that motivate us or trigger us to make a decision or perform a action. The framework posits eight core drives that pose a reason behind any behaviour



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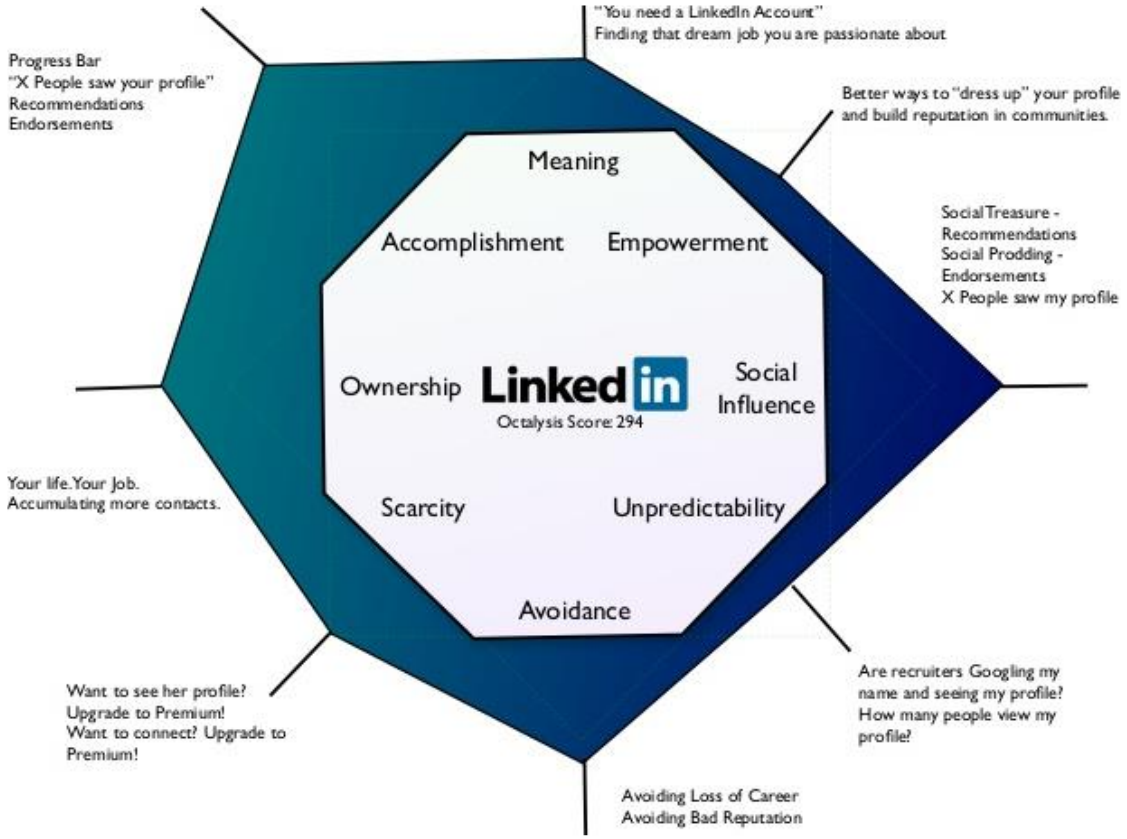
Octalysis Framework

Gamification model by Yu-Kai Chou

Several applications can be classified based on Octalysis framework. There are 2D and 3D Octalysis frameworks for better applications. Several corporates are initiating workplace gamification and customer gamification. Loyalty programs is one such step.



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The interesting case of 1990s

The end

Priming is a phenomenon whereby exposure to one stimulus influences a response to a subsequent stimulus, without conscious guidance or intention. In other words the technique of biasing someone unconsciously is called Priming.

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Human ~~User~~ Experience

Kishore A

Thank You !

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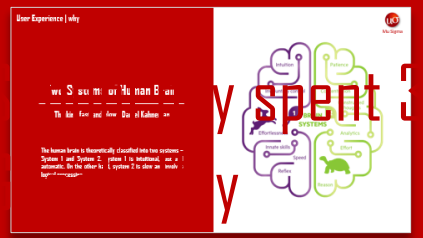

HOW