User Experience Utopia

Nick Finck, September 15, 2009

Use #uxutopia when commenting on twitter
Who the f#@k is this dude?
Nick Finck

- Principle & Director of User Experience at Blue Flavor
- Based in Seattle, Washington
- Over 13 years of experience working in the web field
- Projects: Adobe, Cisco, CitiBank, Converse, FDIC, HP, IBM, Intel, Microsoft, Oprah, PBS, Peet’s Coffee
- Former publisher of Digital Web Magazine
What makes a good user experience?
Usable

WellsFargo.com

WaMu.com
Usable

WellsFargo.com

Simplify Tax Time With The Wells Fargo vSafe® Service
Organize copies of your tax documents online in one safe place.

WaMu.com

Coming soon: Even more ways to make banking easier

Learn more +
Findable

Wikipedia.org search

Findability
From Wikipedia, the free encyclopedia

Findability refers to the quality of being locatable or navigable. At the item level, we can evaluate to what degree a particular object is easy to discover or locate. At the system level, we can analyze how well a physical or digital environment supports navigation and retrieval.

Findability is not limited to the World Wide Web. The concept of findability is universal and timeless. However, with a distributed, heterogeneous collection of several billion items, the Web does present unique and important findability challenges.

Findability is not a synonym for information architecture (IA). Information architecture is a discipline concerned with the structural and semantic design of shared information spaces. Findability is a goal of IA, along with usability, desirability, credibility, and accessibility. Many people contribute to the findability of websites and intranets, including writers, designers, and developers.

Peter Morville is most credited to creating the term (Findability).

See also

- Annotation
- Information retrieval
- Knowledge mining
- Knowledge representation
- Semantic web
- Usability
- User interface
- Web indexing

External links

- findability.org: a collection of links to people, software, organizations, and content related to findability
- The age of findability (article)
- Use Old Words When Writing for Findability (article on the findability impact of a site's choice of words)
- Findability.org (article)

Target.com help search

Help Search Results: we were unable to find exact matches for "accessibility". Feel free to search again or visit the Help Homepage.

TOP 5 QUESTIONS
1. What's the status of my order?
2. How do I update my order?
3. What is a 1-Click Ordering?
4. How do I get a gift receipt?
5. How do I return an item?

MANAGE MY ACCOUNT
- Change or cancel an open order
- View all your orders
- Add an item to your cart
- Combine open orders to save on shipping
- Forget your password?
Credible

BestBuy.com

Frys.com
Accessible

Safeway.com

Costco.com

Target Settles Accessibility Lawsuit for $6 Million
Target Settles Accessibility Lawsuit for $6 Million
Desirable

Apple iPhone

Google Android

AdMob Mobile Metrics, February 2009
Ben de Castella, Next Level Ideas, April 12th, 2009
Desirable

Apple iPhone
- 5% of Smartphone Market Share
- 50% of Smartphone Web Traffic
- 72% customer sat

Google Android

AdMob Mobile Metrics, February 2009
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AdMob Mobile Metrics, February 2009
Ben de Castella, Next Level Ideas, April 12th, 2009
Valuable

Jared Spool, UIE, The $300 Million Button, January 14th 2009.
Valuable

Macys.com

$300 Million increase in sales

Zappos.com

Jared Spool, UIE, The $300 Million Button, January 14th 2009.
Where are we headed?
Interface & Devices
Innovation
Device Independent

97bottles.com

iPhone website

yelp.com

Mobile website

iPhone App
Innovation

Pedometer

Nike+
I have completed 2 workouts for a total of 4.95 mi*. My average pace is 14'00" per mi.

2.94 mi
I have completed 2 workouts for a total of 4.95 mi*. My average pace is 14'00" per mi.
Photos courtesy of Yanko Design. Designs by Fiona McAndrew & Conor Fallon
What milestones must we pass?
We need to fail more
Failure is not falling down, failure is not not getting up.
Michael Jordan failed to make his varsity basketball team.

Albert Einstein's teacher described him as "mentally slow".

Walt Disney went bankrupt several times.
Coming together
It is not about us, it is about the users!
Building a future
Education

WaSP INTERact
connecting education and industry

The Information Architecture Institute

OPERA software
Mentor program
...and Books!

- A PROJECT GUIDE TO UX DESIGN
- THE ELEMENTS OF USER EXPERIENCE
- Information Architecture for the World Wide Web
- DON'T MAKE ME THINK
- Building Findable Web Sites: Web Standards, SEO, and Beyond
- CONTENT STRATEGY for the Web
- The User Is Always Right: A Practical Guide to Creating and Using Personas for the Web
- The Design of Everyday Things
Thank you!
Thank you!

Remember, comment on twitter with #uxutopia
Questions?
User Experience Utopia

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