



the assembly

A ONE NORTH EVENT



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User Agreements

A Foundation for Long-Term UX Strategy

SPEAKER: ZACH SCHLOSS

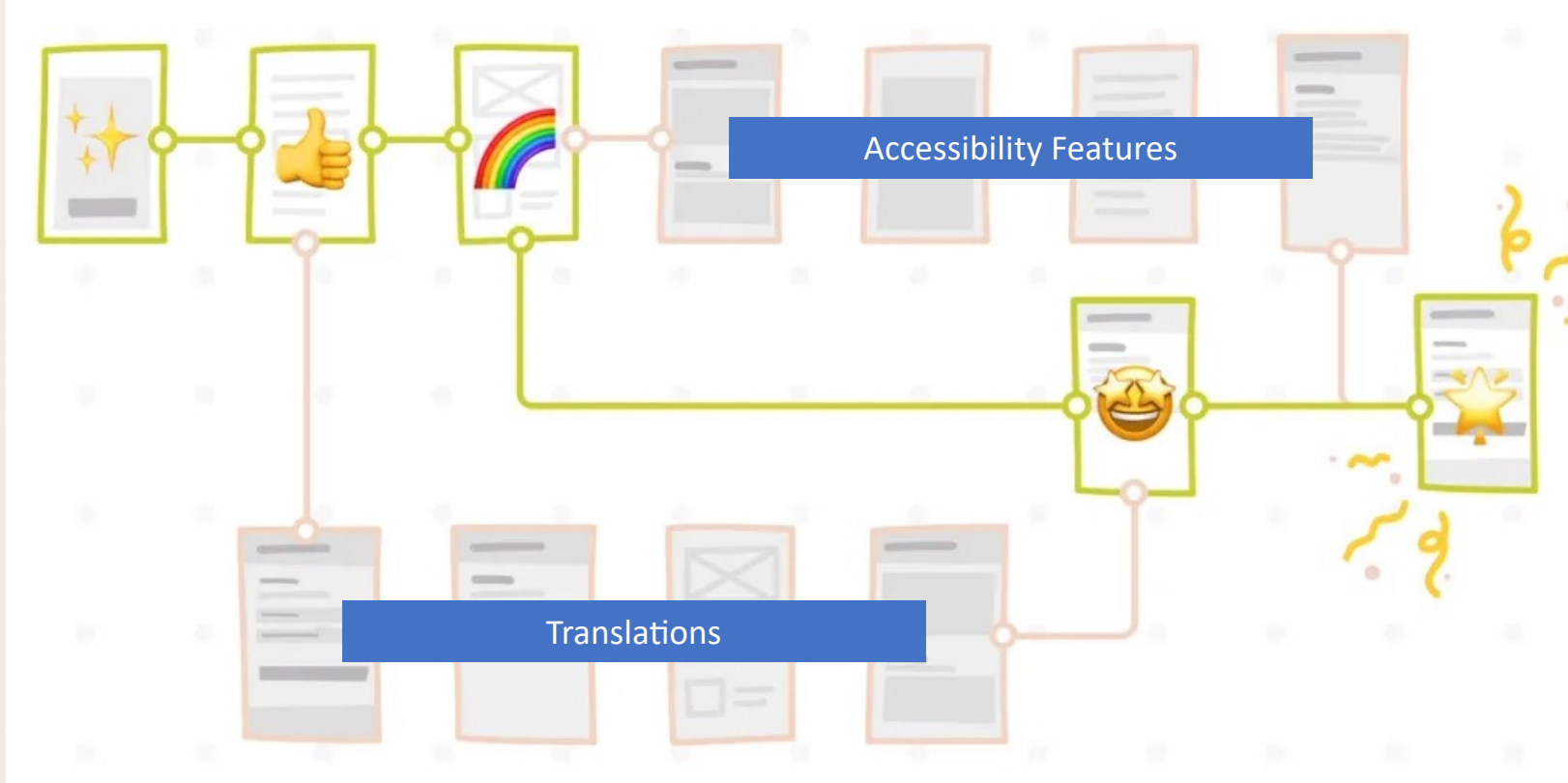
one north A TEKsystems Company



Dropbox Design Medium

‘Lean’ UX Strategy is intended for early-stage, cash-strapped UX efforts, where existing patterns are heavily relied upon.

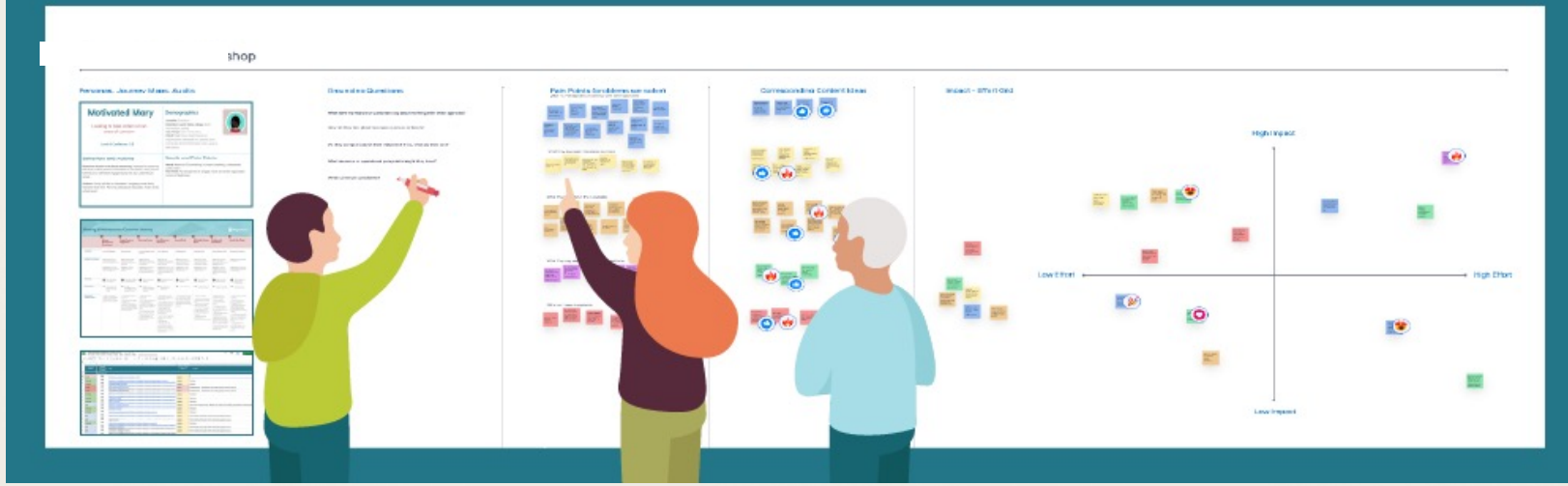




Zeplin Blog

Many lean UX efforts focus on happy path interactions, driven by constraints and blind spots on the project team.

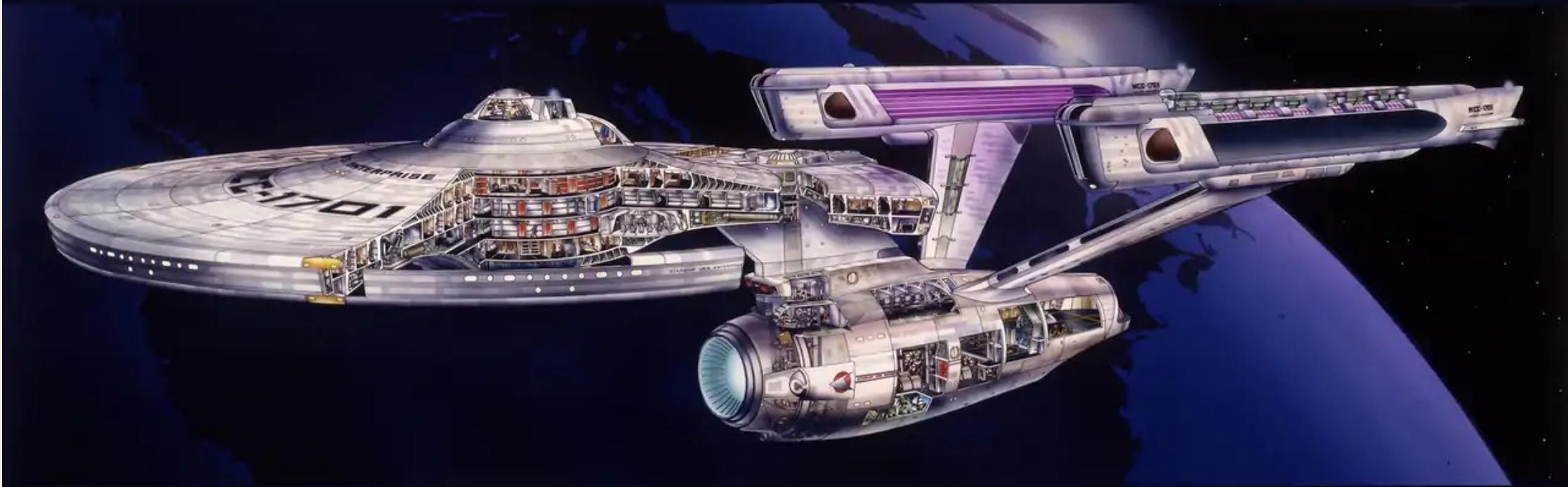




Mighty Bytes

User research helps to illuminate real user needs and pain points and tell stories about the relationship people have with our company, but they're only as good as the project vision, goals, and plan.





David Kimble (1979)

Enterprise-grade user experiences need more, and, after 3 decades on the web, users expect more.





Star Trek Strange New Worlds CBS

How do we continue to explore new worlds; to seek out new life and new civilizations; and boldly go where no one has gone before?





We need to expand our UX foundation

User Agreements





Functional 

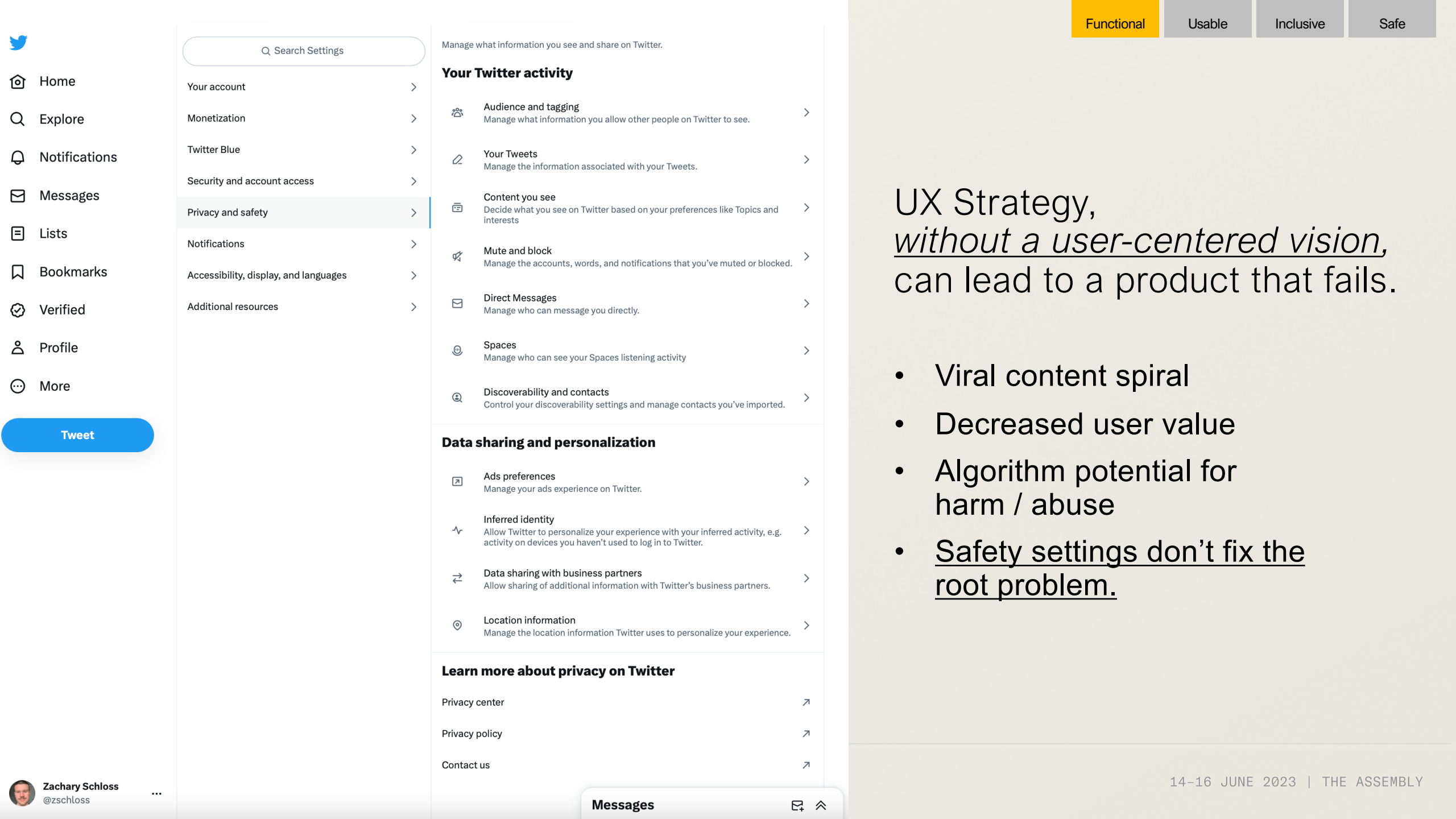


Functional-only strategy fails users

Example: Social Network

Vision	<ul style="list-style-type: none">• Create the most used social network	<ul style="list-style-type: none">• The vision is not specific about how the network helps users.
Goals	<ul style="list-style-type: none">• Increase new users• Increase usage• Increase ad clicks	<ul style="list-style-type: none">• Growth shouldn't trump engagement quality.
Plan	<ul style="list-style-type: none">• Move fast & break things• Leverage user data to personalize content• Leverage network trends to drive engagement	<ul style="list-style-type: none">• Network is too large to 'break shit' when it comes to their user data & privacy.• <u>Virally reactive data has been shown to impact people and society negatively.</u>





UX Strategy, without a user-centered vision, can lead to a product that fails.

- Viral content spiral
- Decreased user value
- Algorithm potential for harm / abuse
- Safety settings don't fix the root problem.

Twitter settings page showing navigation on the left, a search bar, and settings categories: Your Twitter activity, Data sharing and personalization, and Learn more about privacy on Twitter.

Your Twitter activity

- Audience and tagging: Manage what information you allow other people on Twitter to see.
- Your Tweets: Manage the information associated with your Tweets.
- Content you see: Decide what you see on Twitter based on your preferences like Topics and interests.
- Mute and block: Manage the accounts, words, and notifications that you've muted or blocked.
- Direct Messages: Manage who can message you directly.
- Spaces: Manage who can see your Spaces listening activity.
- Discoverability and contacts: Control your discoverability settings and manage contacts you've imported.

Data sharing and personalization

- Ads preferences: Manage your ads experience on Twitter.
- Inferred identity: Allow Twitter to personalize your experience with your inferred activity, e.g. activity on devices you haven't used to log in to Twitter.
- Data sharing with business partners: Allow sharing of additional information with Twitter's business partners.
- Location information: Manage the location information Twitter uses to personalize your experience.

Learn more about privacy on Twitter

- Privacy center
- Privacy policy
- Contact us

Bottom navigation: Home, Explore, Notifications, Messages, Lists, Bookmarks, Verified, Profile, More. A blue 'Tweet' button is also visible.

Bottom right: Messages



The algorithms are facing backlash.

i-D

*Twitter
is dead,
Instagram
is over and
TikTok is toxic*


Enter a new wave of Gen Z platforms that promise users an inoffensive internet. But at what point can a safe haven become an echo chamber?

i-D Magazine

*Social Media Can Be a
'Profound Risk' to Youth,
Surgeon General Warns*

Dr. Vivek Murthy urged immediate action from policymakers, tech companies and parents to safeguard against potential harms.

May 23, 2023



New York Times





UX Strategy should be measured in the **quality** of the experience and **impact** it has.





Usable 



Usable is sustainable, but not equitable.

Example: Cell Phone Hardware

Vision	<ul style="list-style-type: none">• Be the most popular handheld device that's equally easy to use, highly data secure and fashionable	<ul style="list-style-type: none">• The vision starts to incorporate users, but will require more specificity about how to be inclusive and keep users secure.
Goals	<ul style="list-style-type: none">• Create an encrypted device• Uphold high standards for hardware and software design• Be a premium product	<ul style="list-style-type: none">• The goals focus on product quality, but do not highlight how it will meet diverse user needs.
Plan	<ul style="list-style-type: none">• Be incredibly intentional about all aspects of design• Don't ship until it's fool-proof• Instill a culture of user friendliness through expert help and care	<ul style="list-style-type: none">• The plan articulates how the company will ensure they honor user agreements.



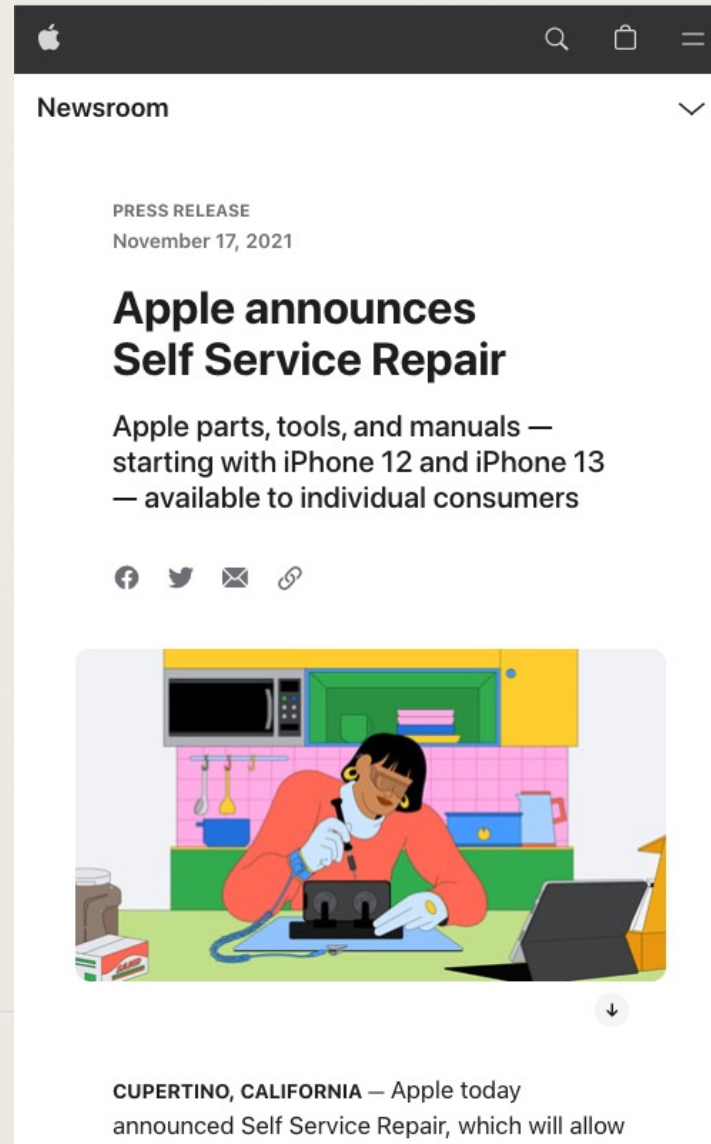
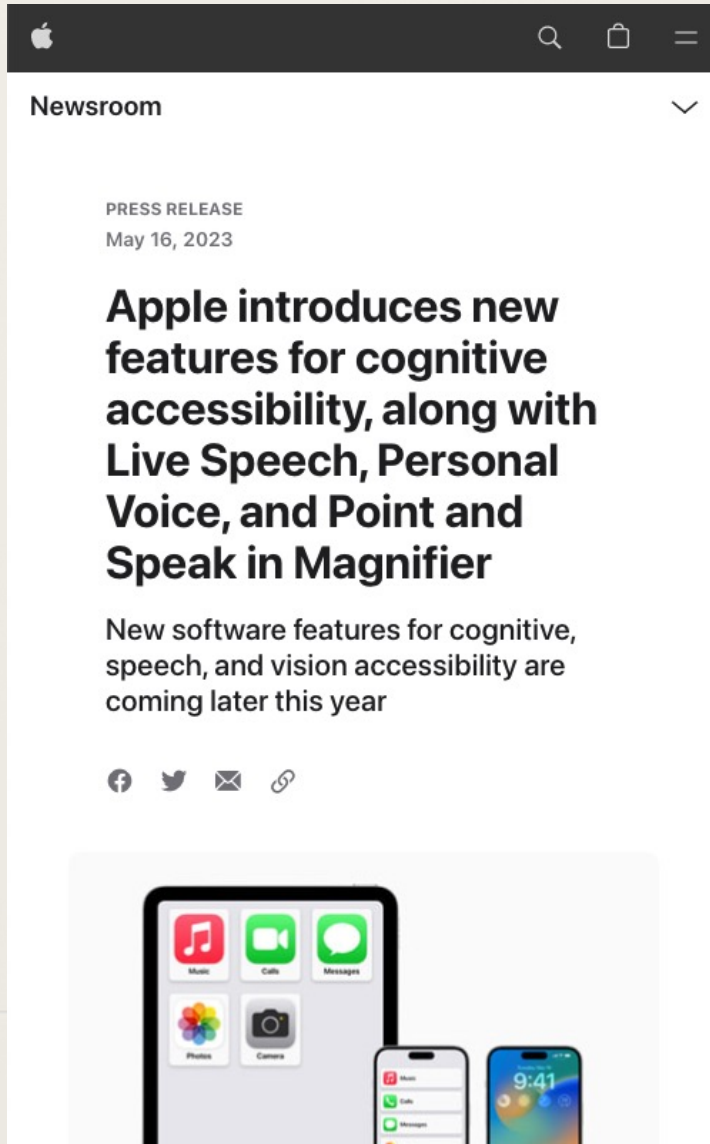


UX Strategy that focuses on the product solution doesn't leave room for alternative modes of experience.

- Sight and touch-oriented
- Many security & privacy features that require understanding & configuration
- It's an impressive device and user experience; but could it be better?



Fortunately, Apple has been iterating.





UX Strategy should be measured in how
it democratizes access to technology.





Inclusive 

“Alexa, speak slower.”

Customers can now adjust the speed of Alexa's speech.



UX Strategy that looks for ways to build features that everyone can benefit from

- Recognizes universal benefit to speech speed
- Speak faster for power users
- Speak slower for people who are hard of hearing
- Speak slower so Alexa doesn't have to repeat herself



UX Strategy that looks for ways to build features that everyone can benefit from

- Recognizes universal benefit mixed reality has over full VR, for all users
- Recognizes full VR can be disorienting, cause motion sickness
- Recognizes objects in the room can be hard to navigate
- Recognizes other people and pets in the room want to interact with you



Key inclusive considerations

- Starts with the project team identifying their gaps and biases
- Utilizes a representative population for people included in the design process and research
- Strives for research that is community-based, trust-oriented, does not 'other' people
- Recognizes intersectionality
- Acknowledges historic and systemic power imbalances and injustices



Designing for inclusion

Inclusive design practices incorporate accessibility and universal design to account for marginalized users.

- Prepare for growth within your team, product and organization, beyond the status quo
- Reflect on biases, past assumptions & groupthink
- Own your mistakes
- Listen actively
- Intervene and take action



The best design creates a better
experience for **everyone.**





Safe 

Earn ▾

Drive

Drive your way – with the Women Rider Preference feature

May 10, 2022 / Australia



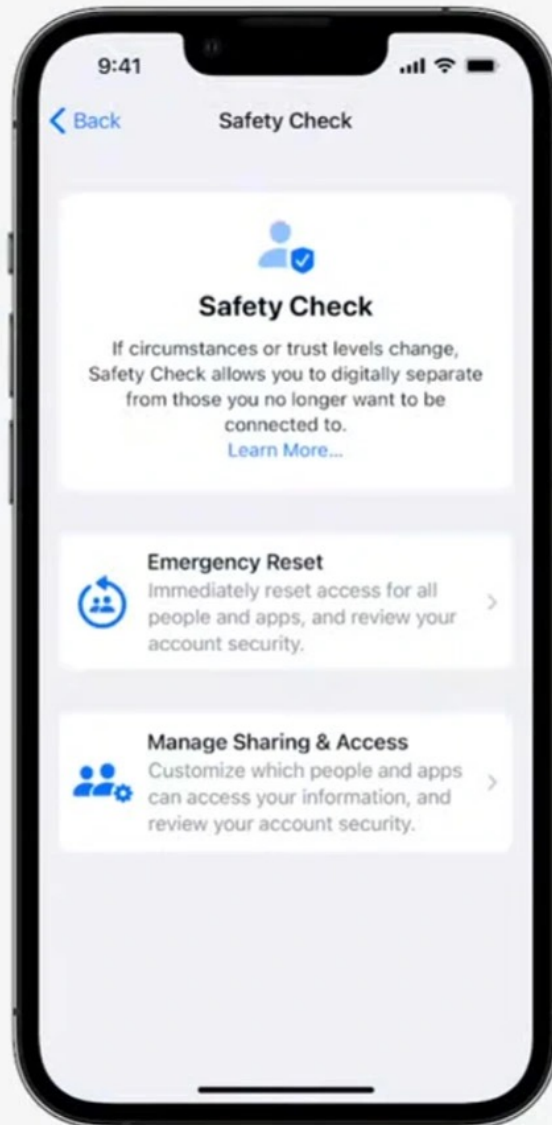
UX Strategy that focuses on the diversity of needs across its user base and designs ways to keep them safe

- Listens to the unique needs of individuals
- Recognizes historical violence against women
- Empowers women to work in a safe environment
- Reduces violence in its business



UX Strategy that focuses on the diversity of needs across its user base and designs ways to keep them safe

- Listens to the needs of individuals
- Recognizes that human factors are key to safety
- Bucks trend over usability
- Reduces accidents caused by its product



UX Strategy that focuses on the diversity of needs across its user base and designs ways to keep them safe

- Listens to the unique needs of individuals
- Recognizes that data sharing needs transparency
- Provides immediate exit
- Reduces harm through its product



Key safety considerations

- Hackers are not the only people using technology for harm.
- We rarely ask “Could someone use this product to harm someone?”
- Regular research and testing methods may not be enough to uncover these issues.
- Consider stress-testing bad day scenarios through safety audits.
- Headline exercise, how might the company's reputation be harmed by a bad actor?
- Include abuse use cases in your user stories.
- Designers are in a unique position to help.

Designing for safety



- Add in speed bumps
- Flag activity that indicates abuse
- Create joint-access account administration
- Create proper customer support
- Design physical fallbacks
- Provide history logs
- Make location sharing reminders frequent and persistent
- Reduce the amount of data you ask for
- Don't assume consent



No single solution will ever be perfect for everyone, but by seeking to **understand where harm occurs**, we can start to address it.





User Agreements are a foundation for long-term success.

Functional
★

Usable
★★

Inclusive
★★★

Safe
★★★★





Where to start?



Inclusive Support

- Gap analysis
- Segmentation research
- Persona review
- Identification of marginalized segments
- User research
- Experience review



Safety Check

- Stress-testing
- Customer feedback review
- Data privacy review
- Review of user control & content
- Experience review



Thank you.

