Towards Distinctive User Experiences

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Aalto University
Founded in 2010 by merging 3 universities in Helsinki capital area:

Helsinki School of Economics + Helsinki University of Technology + University of Art and Design Helsinki = Aalto University

Since 1911  Since 1908  Since 1871  Since 2010
Virpi Roto – Research for industry needs

Unda Oy
Principal Scientist
Nokia Research Center
1993-1995
MSc. Computer science
University of Helsinki

1995-2006
PhD, UX of Web Browsing on Mobile Phones
Helsinki University of Technology (now Aalto)
Tampere University of Technology
Visiting researcher

2006-2010
Research Fellow
Aalto University, Department of Design

Industry-driven research projects

My stance

Focus on UX design rather than evaluation
UX is inside a person, not in the product
Service design, customer touchpoint perspective
Main messages

UX as a differentiator

Take brand experience as a starting point for UX design

The best outcome of experience design: brand love

Core question of UX design

Where do the best experiences come from?
User Interface?

UX design = UI design?

UX design of an alarm clock
UX design of an alarm clock

Rethink the whole concept

Waking up experience
Message #1

UX as a differentiator rather than a hygiene factor

Technology-driven or X-driven

The best possible experience
No matter which technology
Xgoals

Set experience goals for design
5 kinds of sources for defining UX goals

& Information Technology (in press, 2015).

1. Vision

Designer’s deep thought
Trends watch
2. Opportunities of new technology

New interaction technologies

3. Understanding the user’s world

Ethnography
User research
4. Theory

Basic human needs
Personal values

5. Brand

UX in line with the brand
Company identity
Branded experience

Hole in HCI research

HCI hates Marketing

Conflict between usability and advertising

In experience design we must collaborate
Message #2

Take brand experience seriously in UX design

Case Nokia

UX evaluation measures for all company products
Pragmatic & Hedonic
Nokia UX elements

Utility
Usability
Social value
Enjoyment

But what happened

Focus remained on pragmatic
Brand promise was forgotten
Connecting people

Social networking services
Car navigator connecting family
Cruises for singles

Loved brands are experiential

Connecting people
Think Different
Just do it
Experiential brand

“The ultimate driving machine” – BMW 1975
“Sheer driving pleasure” – BMW 2006

ICT brand slogans

High performance. Delivered.
...and You’re Done
We make IT happen
Brand image

Image in people’s mind

Images are visual

How to clarify company image?
Think about a brand you know well
Just enjoy

Image data collection
Visual collage, drawing
Stories, experiential terms
Rational vs. Emotional

Professional
Reliable
Efficient

Clinical
Hard covered turtle
Hard-working woman

Brand identity

Every company has a unique brand identity
Stems from internal culture
UX in touchpoints

Service design perspective to UX
Interfaces between company and customers
Company-wide Xgoals

Similar experiences in all touchpoints
Unified brand experience

Case Fastems

Factory automation in B2B industry
Bottom-up definition of company-wide Xgoals
Fastems culture

We support each other: No one will be left alone
We do whatever it takes to get our job done
We have the courage to be open and honest
We learn from our mistakes

We communicate efficiently, safely and kindly
We share our thoughts and doings
We seek solutions together
We give encouraging feedback in order to succeed together

Backbone
Sharing = caring

We do our best and seek perfection – step by step
We are prepared, and finish our work on time
We praise simplicity
Our customers are in our team

Water is water. Rock is rock

Fastems Xgoals

**FLEXIBILITY** for DIFFERENCE
Dynamic, Adaptable, Customer-focus, Teamwork

**RELIABILITY** for TRUST
Punctual, Reliable, Long-term, Transparent

**IMPRESSIVENESS** for WOW!
Being visible, often heard, Clear, Consistent, Quality, Efficiency, Safety

**PROFESSIONALISM** for PROUDNESS
High performance, Service, Quality, Expertise, Priding on their work
**Xgoal + Touchpoint**

*Take an Xgoal and a touchpoint, ideate
Flexibility + product = extendable, personalizable*

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**User needs vs. brand experience**

*Brand experience stems from internal culture*
Passionate design

Innovations grow from passion
Give more responsibility for designers

Kyrö Distillery Company
Authentic brand

IN RYE WE TRUST
Human-centered brand building

Developers’ stories about a product
Concepts for employee brand building

Humane brand

Authenticity, not faking
Resonates with target audience
Message #3

The best outcome of experience design: brand love

Main messages

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