



SNS COLLEGE OF TECHNOLOGY

(An Autonomous Institution)

Coimbatore – 35.



DEPARTMENT OF BIOMEDICAL ENGINEERING

UNIT – 2

Design Thinking Process – Empathy

Experience

Product(s)
AND
Context

A user's Experience means more than just a product interface.

It encompasses the whole experience a person will have with a brand and their overall satisfaction with a product.

THERESA NEIL

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So, it is about the human and the technology being people centric. Let us look at the example of a financial institution, for example, a bank right. The user has various touch points with it; you as a banking customer would have various touch points with that financial institution. So, with the monthly statement that comes to you, with the customer website perhaps that you interact with, the call center who you may call for certain questions, you have the branch office of course, with which we frequent a lot, a planning guide that their adviser may have sent to you or given to you and of course, the ATM which many of us use on regular basis which is not on this.

So, these are all the different touch points that together form the interaction or the experience that the user has with this bank. So, let us say you go to the branch and it is this really polished branch and this well-dressed person comes and you know, says how can I help you and really is helpful. And then you go home and you try to make sense out of your monthly statement and you just cannot make any sense out of it, or you call the call center and they are really rude or they aren't able to answer your questions. So, a user's experience means more than just a product interface. It encompasses the whole experience that a person will have with a brand, that brand in this case being the bank, and their overall satisfaction with a product. Because remember, for the user, for the customer whose dealing with all these different touch points, it is all one product; they are not separate products.



So, it is about the product and the context in which it is used. So, it is about the whole experience. Look at these products now that have become a part of our everyday life, in fact, almost like an extension of our bodies- the mobile phone. Look now, not just at the software that you see on the phone, but look at the hand. Look at the hand and how the hand is interacting with the software that is shown, how easy it is based on how the software is designed to make a selection from among the options shown. Because today everybody is designing apps right, with designing the software. But it is not just about the software but also how does the hand interact with it, how easy is it to place an order, how easy is it to make a

selection in this case, right. So, it is not just about the digital app. But it is about the digital and the physical, how that is placed in order such that the person may interact with it in a much more comfortable way.

The People Impact



- average human finger pad 10 x 14 mm
- average fingertip 8-10 mm
- 10mm x 10mm good minimum touch target
- Tap Targets = Fingertip Size = 44 pixels

88 pixels
88 pixels
88 pixels
88 pixels

15mm
10mm

ismag.com/articles/excerpt-from-the-new-book-the-mobile-frontier © User in Design

So, it is about this holistic thinking. So, let us now understand the people impact, through an example that we see every day that we almost take for granted right- the home screen on our mobile phones. But where did this come from. If we look carefully at those eighty-eight pixels, that is a standard that has been defined, this is where it comes from-from the average human finger pad size, the average fingertip size and then, therefore, what makes it a good touch target? So, from the tap target and the finger tip size we come up with this forty-four pixels size which has now become a standard and that is what is used in mobile phones as a de facto standard. But remember that it ties in with this size and the ability to comfortably interact with what is designed and visible on the screen in software.

Design for Size and Touch

Josh Clark

Call Global App
Poor (error prone)

Skype
Good Design

Inaccurate clicks

Jame Appleseed © User in Design

Let us now look at these two examples- this one is Skype and this one is another competing app, comparable app, called global app. Both work equally well, there is no difference in the performance. However, the one in the left was very error prone and, as you can see if you look carefully, it has violated those tap target sizes and therefore, it became very error prone. Whereas, Skype, you know, followed all the conventions. Here is another example and even by looking at it now you can tell that there will be a lot of inaccurate clips because the tap size target has not been confirmed to.