

Blueprints

OF SUCCESSFUL PRODUCTS



SOME OF MAN'S BIGGEST BREAKTHROUGHS LOOK SIMPLE ON A PATENT.

Take Edison's bright idea. His concept is distilled to just three figures. You're left wondering how it took modern man so long to connect the dots. Even Watt's complex steam engine looks almost elementary on the patent diagrams. Yet, we all celebrate the work that went into refining the complexities of these innovations for widespread use.

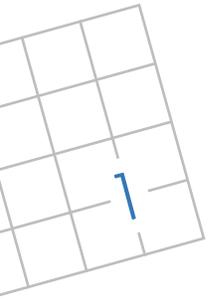
A patent is a final deliverable, polished for the public eye. It's simple and concise, and reveals only what is necessary to communicate its innovation and function. You're not bombarded with the details about how the inventor arrived at the final product - the hours upon hours that went into the seemingly-simple solution diagrammed before you.

The same thing happens with the experience. You don't have to know the physics or engineering that goes into making a light bulb to know that when you flip that switch, the light comes on. Getting to simple is hard. What makes it look so easy?

⋮ *A UX strategy has been put into place to shift the complexity away from the user and onto the product's design and development team.*

The result is that the user can become an expert product user with absolutely no expert knowledge. Let's look at a few products that excel at creating a seamless and effortless user experience--and dissect the features that help to make that experience as simple as possible. With a quick look, you'll have no doubt that UX is the difference between an "okay" product and a brilliant breakthrough. Nothing "pending" about it.





UX and Wine: The Perfect Pairing

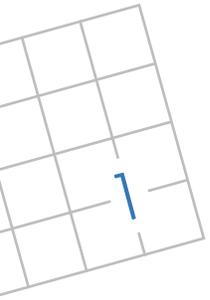
Club W

User experience isn't bound to physical products. It's important when it comes to services too, and one company who knows that well is Club W.

Club W is a monthly wine club that recommends wine to its members based on a taste profile quiz. Armed with a tailored taste profile, they ship new wines directly to their members' doorsteps. This service allows its winos to uncork a variety of wines, and it hits the spot for people who are looking to try something new.

**Here are four UX wins that make
Club W useful, usable, and desirable:**





CLUB W GETS TO KNOW YOU - QUICKLY.

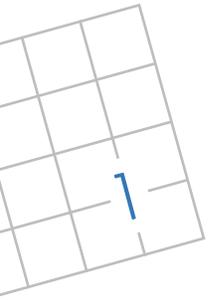
Club W wants to know about you and your taste preferences. How else can they promise that you'll love the wine they ship you? The aforementioned taste profile quiz asks you questions about your palate for various flavors in a way that even a wine novice can answer confidently:

- / *How do you feel about salt?*
- / *Do you like citrus?*
- / *Do you like blackberries, raspberries, and blueberries?*

The quiz is like a good usability test: it doesn't lead the user to answer questions as part of an agenda. Instead, it asks simple and direct questions for the sole purpose of understanding who they're serving and which wines that person will enjoy.

Another usability win? The quiz was short! Taking a five question quiz is easy, and the end result is delightful for the user. Not only does it give users confidence in Club W's selections, but it reduces the decision-making process to a fun, easy, and quick interaction. The fuss-free recommendations make users more likely to take the plunge and fulfill an initial order, which is one of the biggest barriers to entry with a membership or subscription service product.





YOU FEEL LIKE A WINE CONNOISSEUR (AND A HOSTESS WITH THE MOSTEST).

Half of any experience is how you feel as a result of using a product or service. Every Club W shipment comes with educational cards to teach you about each wine. They build your wine vocabulary by using descriptive terminology for flavors that you can begin to associate with the wines you're tasting. They even supply a beautifully-designed recipe card for a meal to pair with each wine, which makes planning a well-rounded dinner party effortless. There's nothing like feeling you've provided something special for your friends and family.

IT'S EASY TO RETURN.

Club W reduces user risk by offering a simple guarantee. If you don't like a bottle that they've sent, you don't have to pay for your next one! And they didn't create this policy hoping no one would take advantage of it. An online chat where members can request a credit for their next bottle is an easy solution that keeps users coming back for more. Essentially, Club W has eliminated all risks associated with becoming a new member.

IT'S EASY TO OPT OUT.

If you've gotten your fill of vino for a while and would like to take some time off from the subscription, Club W makes it very simple to skip a month. This simple opt out feature removes another barrier of adoption by providing flexibility.





USABILITY, UNCORKED.

Before you can show customers how effective your product and experience are, you need to get them to use it. Club W understands the barriers to entry for customers and took the time to let their customers' needs influence the experience design. From the online experience to the presentation of the wine delivery, it's clear that the Club W experience was designed with their users' needs above all else.





The Happiest Users On Earth

Disney MagicBand



Executives at Disney like to keep their innovation processes somewhat secret, presumably so that when they unveil cutting edge technology, it looks effortless. The truth is, Disney has been putting a massive amount of research, thought, and design into taking strategic actions in their parks and preserving the magical experience since its opening in 1971. Enhancing the element of escapism demands a flawless user experience so that they can truly get lost within the imaginary world that Walt Disney has created. To do this, user-centered design must be at the forefront of everything they do. Back in 2008, then president of Walt Disney World Resorts, Meg Crofton, said, "We were looking for pain points. What are the barriers to getting into the experience faster?" Well, they identified the right pain points and created a Disney-exclusive innovation to make their experiences even more magical: the Disney MagicBand.

The MagicBand is a rather unassuming wearable technology given to all guests who stay a Disney Resort hotel. It's a rubber wristband device similar to a Fitbit or a watch, and it packs a powerful user experience, connecting you to a robust system of sensors within Disney parks.

The MagicBand stores all the information about your trip activities and preferences so you can engage in different activities simply by touching your band against sensors across the park. It functions using common radio wave technology and RFID chips. It simplifies a vacation at Walt Disney World Resorts by making all your important information fuss-free and accessible for park-goers.

Here are several usability features that make the MagicBand a successful part the magical experience at Walt Disney World:





IT SAVES SPACE.

One of the biggest perks of the MagicBand is that it lightens your travel load - literally. Just think about all of the different things you have to keep track of while you're on vacation at an amusement park. You've got your hotel room key, park tickets, FastPasses, and of course, you'll want to keep your wallet handy so you can buy a couple keepsakes (and probably some beverages). The Disney MagicBand strips away all the typical inconveniences of a day in a theme park, effectively making the dreaded fashion faux pas of the fanny pack a fond memory of the past.

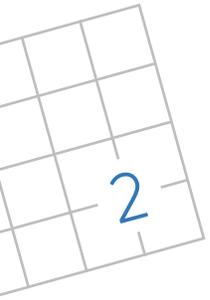
Every piece of documentation you need is stored in the MagicBand. By simply holding your MagicBand up to the sensor, the hassle of physically carrying things around is eliminated, and you won't have to worry about losing anything.

IT SAVES TIME.

When guests sign up for the "Magical Express" the MagicBand removes a major hassle associated with travel from the minute you check your bags at the airport. An extra tag on your luggage marks it for an adventure greater than just the sky. Once you touch down in Orlando, you can forgo the time-sucking stop at the baggage claim, and hop aboard a shuttle. Whether you choose to check into a hotel right away or go straight to the park, your luggage will be waiting for you in your room when you arrive.

Aside from acting as a makeshift bellhop, the MagicBand will save users some serious time inside the parks. Before the trip, users fill out their itinerary and make decisions so that the MagicBand can help guide you through the parks. If you're eager to see the Magic Kingdom but don't want to miss out on Epcot or Hollywood Studios, it details the most effective route through the parks so that you don't waste your time zig-zagging around the massive park layout.





IT CREATES A PERSONALIZED DISNEY EXPERIENCE.

By interacting with the sensors located around the park, employees can see details about users which makes the visit feel like a much more personalized and special experience. Park staff can view basic profile information that allows them to greet guests by name, or appropriately acknowledge occasions like honeymoons or birthdays. The MagicBands can even help waiters and waitresses find where you're sitting and deliver your food right when you sit down. Another perk? If a member of a group gets lost, you can easily pinpoint individual's locations with MagicBand.

IT'S SIMPLE TO OPERATE.

Using the MagicBand comes as second nature to users. While the futuristic tracking and scanning system is something that many users have never encountered, the user-centered design is so well done that even children adults understand how to operate their MagicBands.

To gain access to various attractions, guests simply hold up their wristband and point a Mickey icon to a large, illuminated Mickey sensor. The sensor flashes green to indicate success, and guests continue on their way. Even credit and debit card purchases are streamlined with the MagicBand. Guests' information is retrieved from the wristband, requiring only a PIN entry to complete a purchase.





WITH UXD, YOU DON'T HAVE TO WISH UPON A STAR.

The executives at Disney don't just hope that their experience will please their customers. They've come to understand that putting users first and designing experiences around their goals, needs, and desires is what makes the park magical. Ongoing dedication to their users, research, and attention to detail has allowed Disney to build a vacation experience rivaled by none.



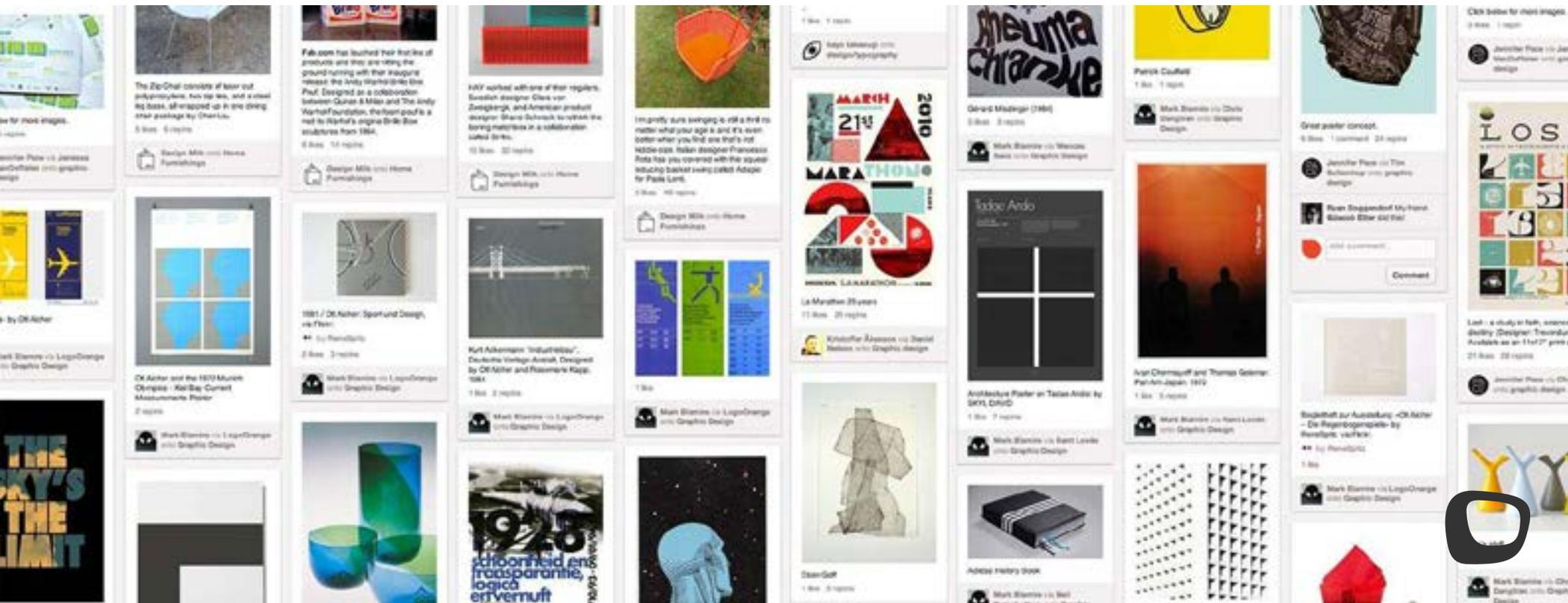


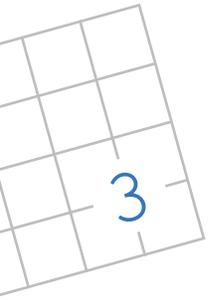
Pinning Down UXD

Pinterest

Pinterest has long been hailed as the DIYer's best friend. For those of you who don't know, Pinterest is a social platform that provides users a way to visually discover, save, share, and organize ideas for everything from recipes to wedding decor. Since its launch in March 2010, Pinterest has provided a way for users to upload, sort, and save information for other users to view and save. CEO Ben Silbermann describes the platform as a "catalog of ideas." Whether you're on your phone or at a computer, Pinterest has effectively created a user experience that allows users to engage in a useful, usable, and desirable experience.

Here is what makes Pinterest a usability success:





IT HELPS YOU STAY ORGANIZED.

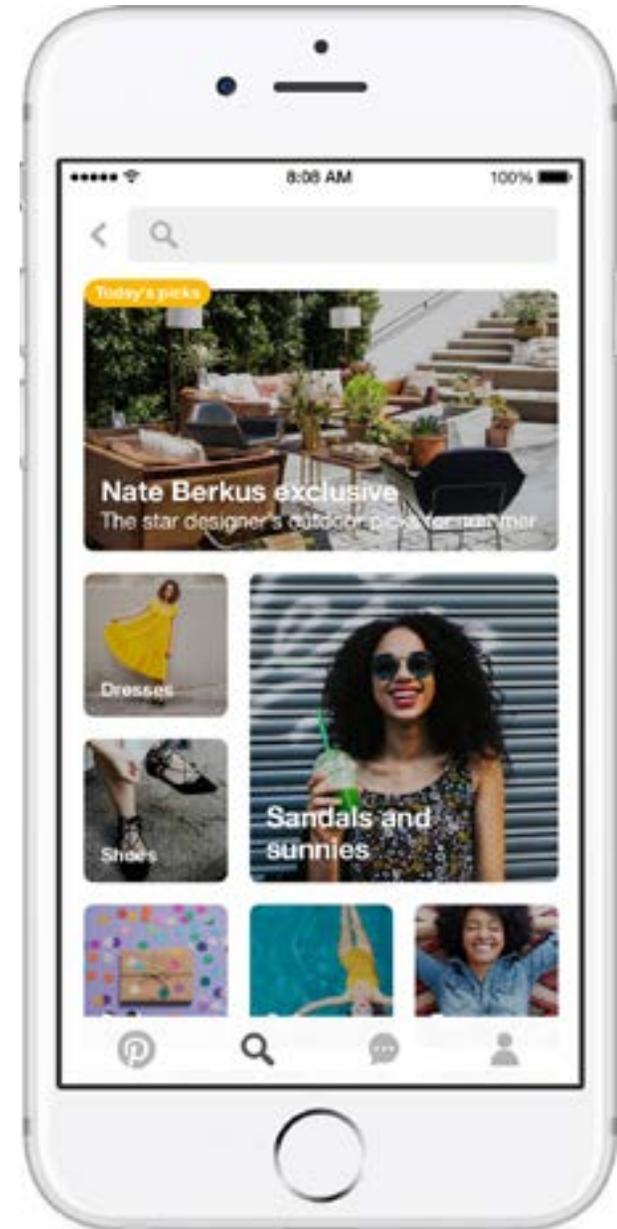
Pinterest's concept of "boards"—essentially folders—keeps our pins neat, tidy, and easily accessible. Boards make it easy to manage pins by category so users can find that "great idea they saw online that one time". Very useful.

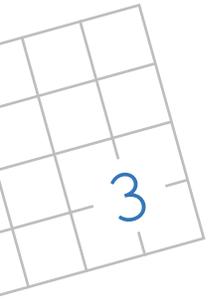
IT ANTICIPATES USER NEEDS.

With the "Picked for You" feature, Pinterest recommends certain content on your home feed. This feature has been engineered to show more content that might interest users based on their past pins. It also displays related pins if you are looking at a single post, and can even suggest boards to follow when users go to save it for later.

Appropriate for a platform grounded in the sharing of ideas, the related pins feature exposes the user to different takes on whatever it is they are viewing. For example, if you're looking at a recipe for traditional miso soup, you might be presented with a more hearty version of the recipe. The system can even find visually-similar pins based on a photo of something the user is interested in!

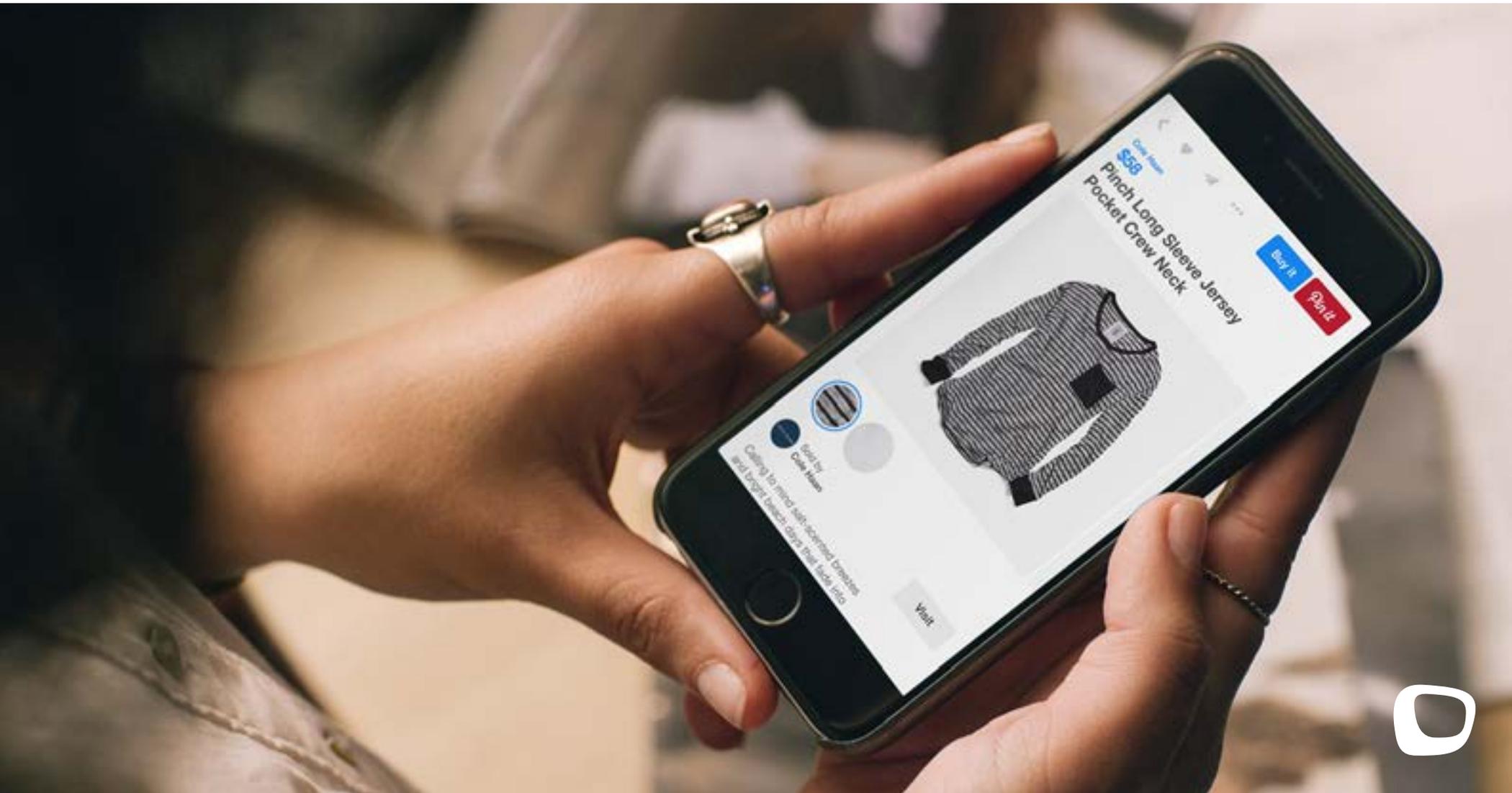
This intelligent predicting feature anticipates the user's next steps, and minimizes work (and effort) for the user. As nice as that is for many, Pinterest understands its users well enough to know that some of them don't want presumptive interjections in their experience. For that reason, they made it easy to opt out of suggestion features in the profile settings.





IT BRINGS BUYING POWER.

A lot of times, users stumble upon something they'd like to purchase. Pinterest has a streamlined process for that too. An easy-to-use shopping cart feature lets users purchase items without ever leaving the Pinterest app.





GET USABILITY ON BOARD.

Pinterest is a great example of how to design an effective user experience: listen to users first-hand, understand their goals and motives for using the product, and cater to them.



GETTING TO SIMPLE IS HARD.

It's easy to look at successful experiences and pinpoint the attributes which make them great. In fact, those attributes seem so obvious that it's tempting to disregard how much research was behind the decision to implement them, and many concept iterations it took to refine them.

The fact of the matter is, very few consumers can articulate what would make a product or service great. Often times, they're not aware of the psychological factors that contribute to satisfaction, and sometimes, they haven't even imagined what's possible. It's up to you to conduct research in a way that 1) can identify users' underlying goals behind using a product or service and 2) reveals the motivation behind those goals. That's what makes for a meaningful product, service, or innovation.

Knowing this, user-centered design is a matter of common sense. Product stakeholders from all industries are constantly faced with the same challenge: understanding the user.

You don't want to let your customers down, and you want your innovation to impact the lives of many through the experience it manifests. Our job is to help you provide experiences that prompt users to think things like, "wow, that was easy," or "I feel really good about myself right now". These are the thoughts top executives strive to evoke for their customers, and they do it by remaining user-focused.

Making the complex simple is difficult. But when you build your product with the users' goals and motivations as the blueprint for its design, you won't go wrong.



IMAGE SOURCES

Club W

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Create A Meaningful Experience.™



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