THE USER IS NOT LIKE ME

USER EXPERIENCE AT BLOOMBERG

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A FRAMEWORK TO THINK ABOUT DESIGN

Human

Interaction

“System”
DEFINITION OF USER EXPERIENCE

Usability, learnability, efficiency, satisfaction, ...
(User experience)

Reliability, stability, speed, ...
(Software engineering)

Help, support, ...
(Customer service, Sales)

Awareness, branding, messaging, ...
(Marketing)

Market requirements, differentiation, ...
(Business)
A BRIEF HISTORY OF UX
TAYLORISM – SCIENTIFIC MANAGEMENT (1911)

- Moving away from “some people are born to do certain crafts” to training

- “In the past the [innate ability] has been first; in the future, the system must be first”
Engineers build systems, users are trained to conform
“tipping point where the technological advances had finally outpaced the ability of people to adapt and compensate to poor designs”
Motivated soldiers not detecting enemy positions on radars
EXPERIENCED PILOTS WERE...

Retracting landing gear after landing

Ejecting in the middle of an air battle
PARADIGM SHIFT

- Seminal works like grouping controls by function rather than type
- Designing the system to fit humans instead of the other way round
- Birth of Human Factors and Ergonomics

Col. Paul Fitts
Cpt. Richard Jones
Lt. Alphonse Chapanis
PERSONAL COMPUTING / HCI (1978-88)

Xerox Star (1977)  

Apple Lisa (1981)
USER EXPERIENCE TODAY
Bloomberg's communication platform supports over 215 million message exchanges globally and over 22 million instant messages each day.

Bloomberg has over 2.8 million user profiles, available only to Bloomberg customers.

Bloomberg provides clients live customer support 24/7.

Bloomberg supports 11 local-language versions including Simplified & Traditional Chinese, English, French, German, Italian, Japanese, Korean, Portuguese, Spanish and Russian.

Bloomberg has over 3,000 technologists in NYC & London creating our software.
We consume data feeds from more primary providers than anyone in the world.

Transactional/Exchange Network
- 350+ exchanges
- 4,000+ contributor feeds
- 3,000+ FIX connections

~45 BILLION TICKS DAILY
https://player.vimeo.com/video/118938655?title=0&byline=0&portrait=0
USER EXPERIENCE TEAM

- Interaction Design + Research
- Visual Design
- Prototyping
- Usability Evaluation

UX Team
Financial Products
UX DESIGN CYCLE AT BLOOMBERG

Analyze
- Understand User Work and Needs

Design
- Create Interaction Design Concepts

Evaluate
- Verify and Refine Design with Users

Prototype
- Realize Design Alternatives

Release

USER
USER RESEARCH

KNOW THY USER
“Know thy user, and you are not thy user.”
Empathy: the capacity to recognize feelings that are being experienced by another.
BARRIERS TO USER EMPATHY

- Personal Bias
- Religious Debates
- Design by Committee
- Ivory Tower Design
- Genius (aka “Steve Jobs”) Design
- Elastic User
- Tight deadlines
- No Target Market
THE UX DESIGNER PARADOX

WHAT WE DREAM UP AT KICKOFF

- Titanium-plated nose cone
- Commemorative custom artwork
- Titanium fins
- Nickel-plated rivets
- Long range supersonic antenna
- One way mirror viewport
- Plutonium-fueled twin side boosters

WHAT WE SETTLE FOR AT LAUNCH

- Nose cone
- Antenna
- Single booster
- Fins

WHAT THE USER NEEDS

- Bike
- Ramp
USER RESEARCH METHODS – NOTABLE EXAMPLES

• Cognitive Walkthrough
• Heuristic Evaluation
• Expert Review
• Focus Group
• Contextual Inquiry
• Interview
• Survey
• Diary Study
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CONTEXTUAL INQUIRY

• Interviewees interviewed in their context, when doing their tasks, with very little interference.

• Data gathered during interviews with little or no analysis (raw data).
Let’s Make
Peanut Butter & Jelly Sandwiches