

Make Informed Design Decisions By Understanding Your Audience

Lucijan Blagonić
@lblagonic

Drupal Camp Zagreb
Croatia, 2017.

ABOUT ME

- Lucijan is a designer from Zagreb, Croatia
- Specialized in building design systems & style guides
- Thinking about usability, accessibility and performance
- ABBA fan & gamer

**Starting New Projects
And Doing Our Best Not To End Up
Solving The Wrong Problems**

ASKING QUESTIONS

- How it looks?
- How it works?
- How it performs?
- How it feels?

Knock Knock.
Who's There?
A Carousel!

WE ARE...

— Eager to try new things

WE ARE...

- Eager to try new things
- Guided by past experience

WE ARE...

- Eager to try new things
- Guided by past experience
- Problem solver

We Are Solving Problems

We Are Solving User's Problems

Define Problems And Clear Goals

CLIENTS + PROFESSIONALS

- Healthy communication and mutual understanding

CLIENTS + PROFESSIONALS

- Healthy communication and mutual understanding
- Clients define goals

CLIENTS + PROFESSIONALS

- Healthy communication and mutual understanding
- Clients define goals
- Professionals define the process

CLIENTS + PROFESSIONALS

- Healthy communication and mutual understanding
- Clients define goals
- Professionals define the process
- Leave egos at the door

What Do We Need To Learn

LEARN ABOUT

— Project and stakeholders

LEARN ABOUT

- Project and stakeholders
- Site visitors

LEARN ABOUT

- Project and stakeholders
- Site visitors
- User interactions

LEARN ABOUT

- Project and stakeholders
- Site visitors
- User interactions
- **Acting on data**

Start With Following
Simple Techniques

Project Questionnaires

PROJECT QUESTIONNAIRES

— Before the project starts

PROJECT QUESTIONNAIRES

- Before the project starts
- Easy to prepare (template)

Introduction Questionnaire

You don't have to answer all these questions, but these questions are not necessarily optional. Some might be interesting to think about if you have time.

AUDIENCES

Who do you feel are your site's audiences?

What are the demographics of these audiences?

How comfortable with technology is this audience?

Who is currently visiting the site? What makes them visit?

Who else is competing for their attention?

OUTCOMES

What do you want to persuade your audience to do?

What assumptions do you make concerning your audience is of a certain socioeconomic group or your organization?

What drives your business, and how does your audience fit in?

¹ <http://alistapart.com/article/audiences-outcomes->

What metrics do you want to keep track of?

COMPANY VOICE

What is your company's ultimate mission? (No real-world one-sentence answer to "Why do you exist?")

What message do you need to get across?

What is the company's voice and personality?

What has worked in the past? What hasn't worked? What blocks?

What attributes does your company have that make it nationally known, "Our company employs four people in the field."

What topics can we take advantage of? Example: there government rebates we can promote?

What topics are off limits?

METHODS

How do you currently communicate with your audience (copies of your past materials?)

Who creates the content?

How does your audience prefer to communicate?

What other functionality will you need?

CONTENT MANAGEMENT

What is the current content workflow?

Who currently creates content?

Who will write it in the future?

Who approves content?

What stumbling blocks are in place that make it difficult for the content to get published?

Who in the company connects with customers most naturally?

PROJECT QUESTIONNAIRES

- Before the project starts
- Easy to prepare (template)
- Deeper insight into clients

PROJECT QUESTIONNAIRES

- Before the project starts
- Easy to prepare (template)
- Deeper insight into clients
- Content for the site

PROJECT QUESTIONNAIRES

- Before the project starts
- Easy to prepare (template)
- Deeper insight into clients
- Content for the site
- Define goals

Learn About Your Visitors

BASIC INFORMATION

— Audience

BASIC INFORMATION

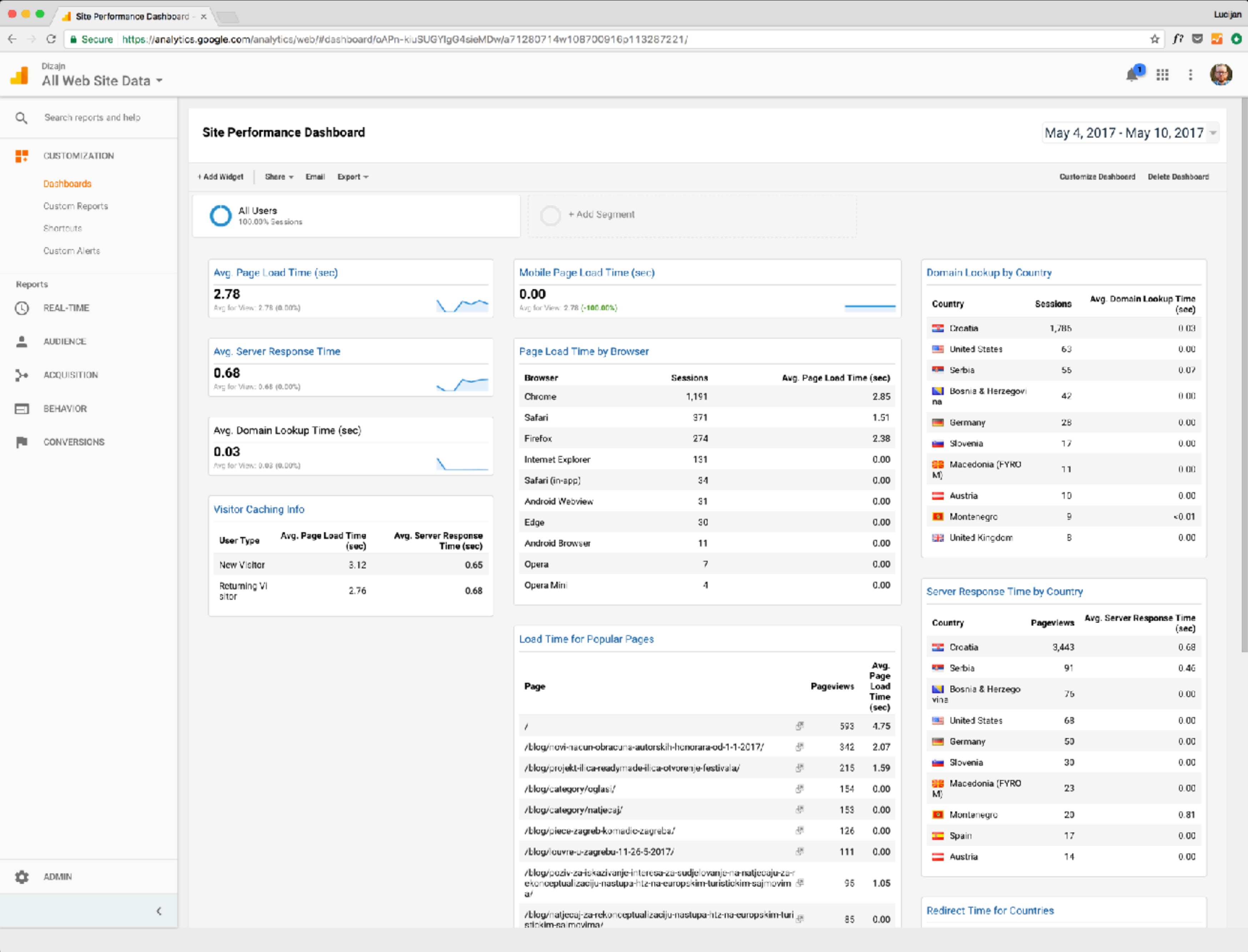
- Audience
- Technology

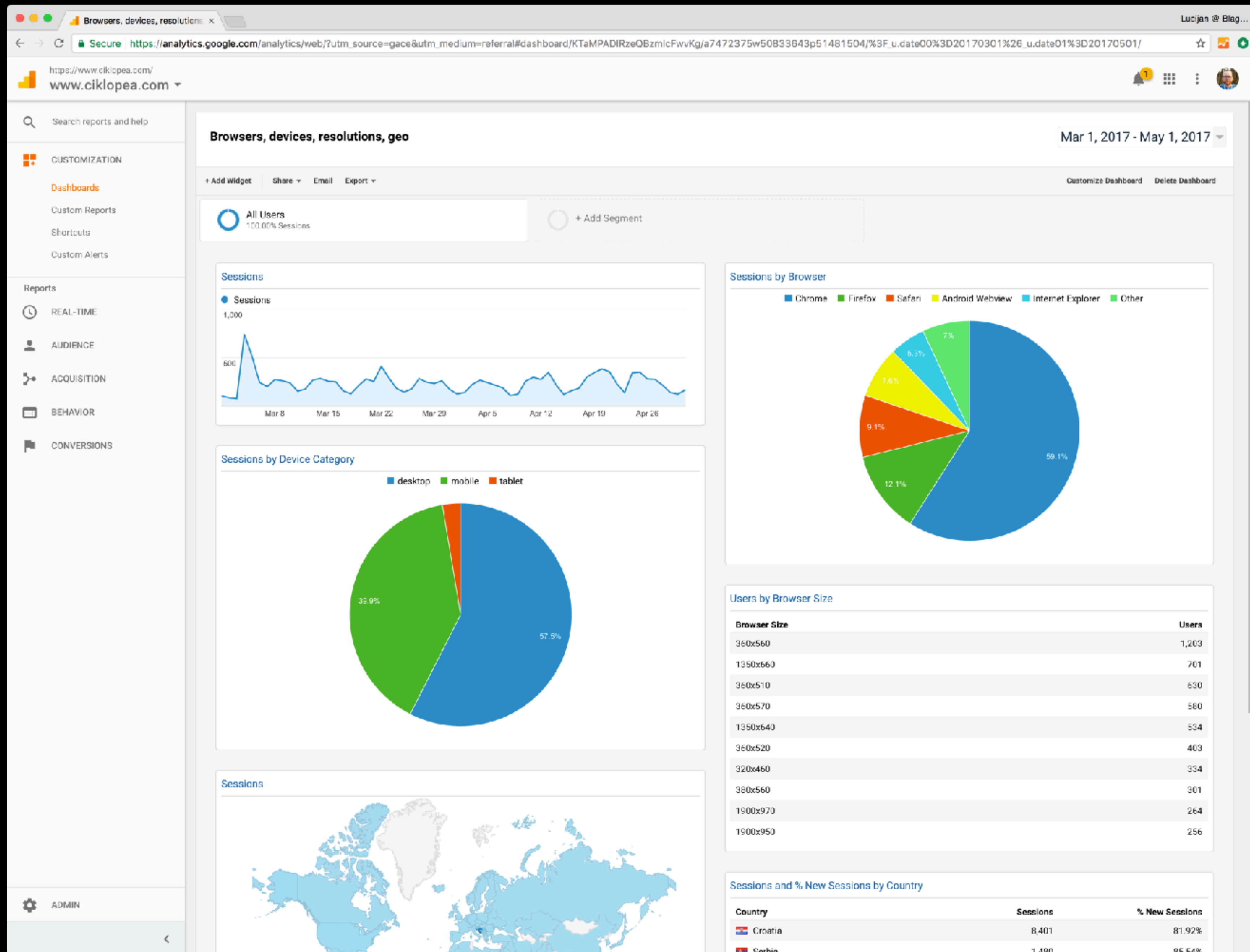
BASIC INFORMATION

- Audience
- Technology
- Mobile

BASIC INFORMATION

- Audience
- Technology
- Mobile
- **Dashboard**






Learn About Their Interactions

HEAT MAPS

— Easy to set up

english  slovenščina

CIKLOPEA

Individual approach.
Customized solutions.

Client Area Login

Translator Login

Enter search term

Home

Services

Language

Industries

Quality

CSR

About Us

Blog

Media

Award-Winning Language Solutions Partner

If you believe efficient communication is the way towards market success, you have come to the right place.

- Translation
- Localization
- Consulting

Ciklopea's team has been responding to our requests for years and they are continuously striving to deliver more. Their working atmosphere is clearly respectful, equally to clients, customers and their team members.



Josipa Bosnar
Mettler Toledo

News & Announcements

08.06.2016 — News

[Ciklopea at 21st Summer University in Tuzla](#)

17.05.2016 — News

[Ciklopea Summer School 2016](#)

26.04.2016 — News

[Project Optimization with Memsources \(Video\)](#)



TECHNOLOGY



CORPORATE & LEGAL



LIFE SCIENCES



MACHINES & TOOLS



TRANSCREATION

CIKLOPEA

Rebranding: Grow with Ciklopea

[Watch our latest video](#)

CIKLOPEA

Individual approach.
Customized solutions.

ENGLISH

english

srpski

hrvatski

slovenščina

Award-Winning Language Solutions Partner

If you believe efficient communication is the way towards market success, you have come to the right place.

- Translation
- Localization
- Consulting

Ciklopea's team has been responding to our requests for years and they are continuously striving to deliver more. Their working atmosphere is clearly respectful, equally to clients, customers and their team members.



Josipa Bosnar
Mettler Toledo



TECHNOLOGY



CORPORATE & LEGAL



LIFE SCIENCES



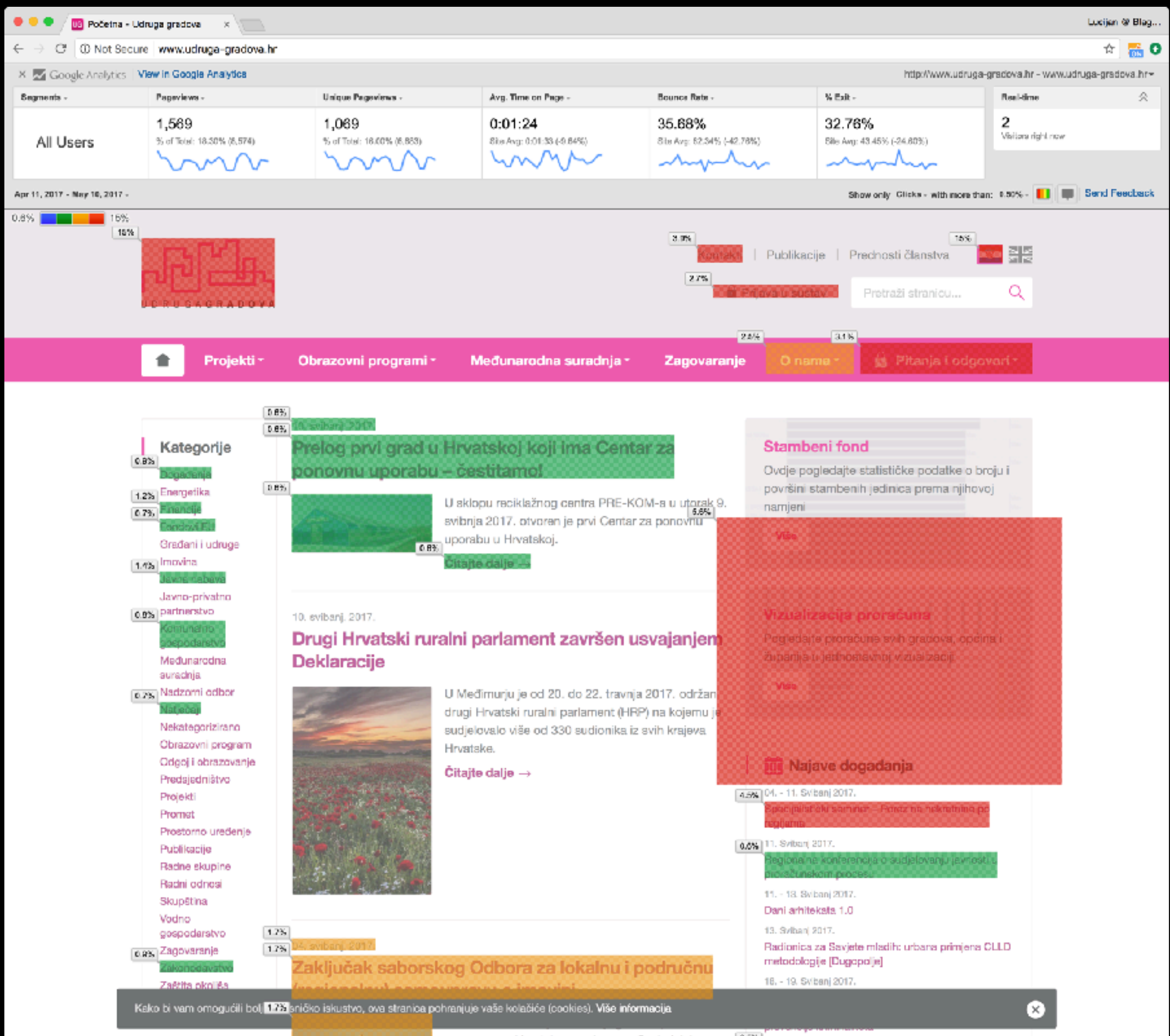
MACHINES & TOOLS



TRANSCREATION

CIKLOPEA

Rebranding: Grow with Ciklopea



HEAT MAPS

- Easy to set up
- Provide fast feedback

CODE
To The Future

FOR SCHOOL DISTRICTS

FOR PARENTS

ABOUT US

CONTACT


SIGN IN

Preparing Students for High-Demand Jobs with Computer Science Solutions

Code To The Future is America's first Comprehensive Solution for Computer Science Immersion — we make schools more fun while preparing kids for the future. Raise your enrollment and join an elite network of innovative districts.

Play Introduction Video


Contact Us



Solutions for School Districts

Over 90% of parents indicate that they want more Computer Science Education opportunities for their children, yet only 6% of Superintendents perceive this demand. **Set your district apart.**

How Districts Can Apply



Services for Parents

Our methods **integrate both Programming and Game Design**, giving students a well-rounded understanding of how to utilize technology to create. This is a **paradigm shift for kids**, transitioning them from being just players to being creators.

Learn More About Classes & Camps

CODE
To The Future

About Us

Code To The Future is the **Leader for Computer Science Immersion**. Having been **highlighted by the White House** for helping start America's first elementary Computer Science Magnet Schools, Code To The Future provides the **premier Solution for Districts and Families**.

Learn More About Us

About Us
Leadership
Media
Jobs
Contact

For School Districts

CS Immersion Schools

After-School Programs

Summer Camps

For Parents

Find Classes

Your email address

Subscribe to our mailing list and remain up-to-date with updates from Code To The Future.

2019 - 2016 © Code To The Future

Return to Top

CODE
To The Future

FOR SCHOOL DISTRICTS

FOR PARENTS

ABOUT US

CONTACT


SIGN IN

Preparing Students for High-Demand Jobs with Computer Science Solutions

Code To The Future is America's first Comprehensive Solution for Computer Science Immersion — we make schools more fun while preparing kids for the future. Raise your enrollment and join an elite network of innovative districts.

Play Introduction Video


Contact Us



Solutions for School Districts

Over 90% of parents indicate that they want more Computer Science Education opportunities for their children, yet only 6% of Superintendents perceive this demand. **Set your district apart.**

How Districts Can Apply



Services for Parents

Our methods **integrate both Programming and Game Design**, giving students a well-rounded understanding of how to utilize technology to create. This is a **paradigm shift for kids**, transitioning them from being just players to being creators.

Learn More About Classes & Camps

CODE
To The Future

About Us

Code To The Future is the **Leader for Computer Science Immersion**. Having been **highlighted by the White House** for helping start America's first elementary Computer Science Magnet Schools, Code To The Future provides the **premier Solution for Districts and Families**.

Learn More About Us

About Us
Leadership
Media
Jobs
Contact

For School Districts

CS Immersion Schools

After-School Programs

Summer Camps

For Parents

Find Classes

Your email address

Subscribe to our mailing list and remain up-to-date with updates from Code To The Future.

2019 - 2016 © Code To The Future

Return to Top

CODE
To The Future


MENU

Preparing Students for High-Demand Jobs with Computer Science Solutions

Code To The Future is America's first Comprehensive Solution for Computer Science Immersion — we make schools more fun while preparing kids for the future. Raise your enrollment and join an elite network of innovative districts.

Play Introduction Video


Contact Us



Solutions for School Districts

Over 90% of parents indicate that they want more Computer Science Education opportunities for their children, yet only 6% of Superintendents perceive this demand. **Set your district apart.**

How Districts Can Apply



Services for Parents

Our methods **integrate both Programming and Game Design**, giving students a well-rounded understanding of how to utilize technology to create. This is a **paradigm shift for kids**, transitioning them from being just players to being creators.

Learn More About Classes & Camps

CODE
To The Future

About Us

Code To The Future is the **Leader for Computer Science Immersion**. Having been **highlighted by the White House** for helping start America's first elementary Computer Science Magnet Schools, Code To The Future provides the **premier Solution for Districts and Families**.

Learn More About Us

About Us

For School Districts

For Parents

Your email address

Subscribe to our mailing list and remain up-to-date with updates from Code To The Future.

Return to Top

2019 - 2016 © Code To The Future

CODE
To The Future


MENU

Preparing Students for High-Demand Jobs with Computer Science Solutions

Code To The Future is America's first Comprehensive Solution for Computer Science Immersion — we make schools more fun while preparing kids for the future. Raise your enrollment and join an elite network of innovative districts.

Play Introduction Video


Contact Us



Solutions for School Districts

Over 90% of parents indicate that they want more Computer Science Education opportunities for their children, yet only 6% of Superintendents perceive this demand. **Set your district apart.**

How Districts Can Apply



Services for Parents

Our methods **integrate both Programming and Game Design**, giving students a well-rounded understanding of how to utilize technology to create. This is a **paradigm shift for kids**, transitioning them from being just players to being creators.

Learn More About Classes & Camps

CODE
To The Future

About Us

Code To The Future is the **Leader for Computer Science Immersion**. Having been **highlighted by the White House** for helping start America's first elementary Computer Science Magnet Schools, Code To The Future provides the **premier Solution for Districts and Families**.

Learn More About Us

About Us

For School Districts

For Parents

Your email address

Subscribe to our mailing list and remain up-to-date with updates from Code To The Future.

Return to Top

2019 - 2016 © Code To The Future

HEAT MAPS

- Easy to set up
- Provide fast feedback
- Visually appealing

User Research And Testing

USER TESTING

— Local and remote

PayPal: Summary

UsabilityTestResults.com

Gmail

Translation | Localization

Secure | https://www.ciklopea.com

Recording 00:35 Next

What is your first impression of this web page? What is this page for?

english hrvatski srpski slovenščina

Client Area Login

Enter search term

Profile

Services

Languages

Industries

Quality

CSR

Careers

Blog

Contact

Award-Winning Language Solutions Partner

If you believe efficient communication is the way towards market success, you have come to the right place.

Translation

Localization

Consulting

Ciklopea frequently helps us with translation and content preparation from foreign to regional languages. We like working with them because they are fast and efficient, and they also recommend problem-solving solutions that speed up processes.

3M

Ana Perković
3M (East) AG Branch office

By continuing to visit this site you agree to our use of cookies. Learn more

CLOSE

0:36 / 3:33

1x

5/9/2017

USER TESTING

- Local and remote
- Participants

USER TESTING

- Local and remote
- Participants
- Create a testing script

USER TESTING

- Local and remote
- Participants
- Create a testing script
- Take notes and learn from it

Testing Gutenberg Editor Prototype

Blocks

Lucijan


Securehttps://wordpress.github.io/gutenberg/tinymce-per-block/

123

BlockHtmlPreview

1.0 Is The Loneliest Number

I imagine prior to the launch of the iPod, or the iPhone, there were teams saying the same thing: the copy + paste guys are *so close* to being ready and we know Walt Mossberg is going to ding us for this so let's just not ship to the manufacturers in China for just a few more weeks... The Apple teams were probably embarrassed. But **if you're not embarrassed when you ship your first version you waited too long.**



A beautiful thing about Apple is how quickly they obsolete their own products. I imagine this also makes the discipline of getting things out there easier. Like I mentioned before, the longer it's been since the last release the more pressure there is, but if you know that if your bit of code doesn't make this version but there's the +0.1 coming out in 6 weeks, then it's not that bad. It's like flights from San Francisco to LA, if you miss one you know there's another one an hour later so it's not a big deal. Amazon has done a fantastic job of this with the Kindle as well, with a new model every year.

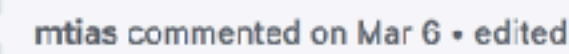
Real artists ship.

GUTENBERG EXAMPLE

- Prepare a testing script

[New issue](#)

Closed mtias opened this issue on Mar 6 · 18 comments

Contributor + 

All technical prototypes need to accomplish the following:

- Use `post-content.js` data.
- Infer blocks from content structure.
- Should follow design of UI prototype and [mockups for blocks](#).
- Have “selected”, “writing”, and “hover” states.
 - Selected state shows all controls.
 - Writing state fades out UI.
 - Hover state shows block outline and move-arrows.
- Moving a block should select the block.
- Moving a block should scroll the window to focus on the block.
- Implement block type switcher that works for text/heading/quote.
- Implement block level attributes for text, image, and quote.
- Implement insert-block menu toggled by the (+).
- Any new line outside of blocks should show the (+) and if you start writing should default to text block.
- Insert-block menu should allow to insert any of the post-content blocks.
- When a block is at the top or bottom and they cannot be moved further, the corresponding arrow should be grayed out.
- Integrate basic API for defining a block markup and inferring block data from it.

Text

- Should support alignment options at block level.
- Should support TinyMCE formatting.
- Enter creates new text block.

Heading

- Should show band with different headings.

Image

No one assigned

Labels

Task

Technical Prototype

Projects

Technical in Prototypes

Milestone

No milestone

Notifications

 Subscribe

You're not receiving notifications from this thread.

9 participants



Core Editor - User Testing - Google Docs

Securehttps://docs.google.com/document/d/1_vUVn1k6JfSbl2VII-QorHZCazVhfJA0mU6N3yNAEKQ/edit#heading=h.mhr285830gyn

Lucijan

Core Editor - User Testing

FileEditViewInsertFormatToolsTableAdd-onsHelp

Last edit was made on March 17 by anonymous

CommentsShare

100%Heading 2Arial16BILUAA

Editing

Processes to test

General

- Hypothesis: Do people understand it is built up using blocks

Editing existing content

Heading

- Edit the heading to "1.0 Is The Starting Number"
- Change the heading to a subheading
- Move the subheading down below the image
- Add a new page heading at the top "Numbers"

Text

- Make the name Walt Mossberg in the first paragraph bold
- Separate the paragraph into two after the ellipsis (...).
- Link the word Apple to the "<http://www.apple.com>"
- Center align the paragraph

Image

- Add the caption for the first image with the content "Snow mountains"
- Align the first image to the right
- Make the second image full width
- Remove the caption for the second image

Quote

- You want to change the quote to your favourite Steve Jobs quote, "It's more fun to be a pirate than to join the Navy."
- The date for the Steve Jobs quote is now wrong. It should be 1982.
- You want to update the quote attribution link to "https://en.wikiquote.org/wiki/Steve_Jobs"
- You want to change how the quote is presented. Change it to the alternate quote style.
- You don't just want to share quotes by Steve Jobs. Create a new quote block with the quote: "Your most unhappy customers are your greatest source of learning" from Bill Gates in 1999.
- You decide that you don't want this block to be a quote any more. Change this block to a normal paragraph of text.

GUTENBERG EXAMPLE

- Prepare a testing script
- Prepare the testing environment (Screencast + Form)

User testing - Google Forms

Lucijan

Securehttps://docs.google.com/forms/d/1u49AaQpYDsdZfNW-LPoormcaZ4d1bi8PCAf5IRbP2NY/edit

←User testing

SEND

QUESTIONSRESPONSES19

Section 1 of 19

Gutenberg Editor Testing Script

1) Open the Gutenberg editor prototype <https://wordpress.github.io/gutenberg/tinymce-per-block/>
2) Activate a screen recording app (and share the recording afterwards) or write text comments.

After section 1Continue to next section

Section 2 of 19

1. You want to edit the heading to “1.0 Is The Starting Number”

Description (optional)

1.1 Briefly describe how you would do it?

Description (optional)

1.2 Perform the task

Description (optional)

1.3 What was the experience like?

Bad

12345

Good

Editor Blocks Demo (Single Tinymce Single)

Secure https://wordpress.github.io/gutenberg/tinymce-single/


123

H H1 H2 H3 H4 H5 H6

B I S

1.0 Is The Loneliest Number

I imagine prior to the launch of the iPod, or the iPhone, there were teams saying the same thing: the copy + paste guys are so close to being ready and we know Walt Mossberg is going to ding us for this so let's just not ship to the manufacturers in China for just a few more weeks... The Apple teams were probably embarrassed. But **if you're not embarrassed when you ship your first version you waited too long.**



A beautiful thing about Apple is how quickly they obsolete their own products. I imagine this also makes the discipline of getting things out there easier. Like I mentioned before, the longer it's been since the last release the more pressure there is, but if you know that if your bit of code doesn't make this version but there's the +0.1 coming out in 6 weeks, then it's not that bad. It's like flights from San Francisco to LA, if you miss one you know there's another one an hour later so it's not a big deal. Amazon has done a fantastic job of this with the Kindle as well, with a new model every year.

Real artists ship.

User testing heading

1. You want to edit the heading to "1.0 Is The Starting Number"

1.1 Briefly describe how you would do it?

1.2 Perform the task

1.3 What was the experience like?

1 2 3 4 5

Bad ☐ ☐ ☐ ☐ ☐ Good

1.4 Any comments on this task?

Your answer

BACK

NEXT

Never submit passwords through Google Forms.

This form was created inside of Johan Falk. Report Abuse - Terms of Service - Additional Terms

Google Forms

GUTENBERG EXAMPLE

- Prepare a testing script
- Prepare the testing environment (Screencast + Form)
- Find volunteers and do several sessions

GUTENBERG EXAMPLE

- Prepare a testing script
- Prepare the testing environment (Screencast + Form)
- Find volunteers and do several sessions
- Take notes and share with others

Some results from user testing x

Lucijan

Securehttps://make.wordpress.org/design/2017/03/30/some-results-from-user-testing-the-prototype-gutenberg-core-editor/

WordPress.ORG

Search WordPress.org

ShowcaseThemesPluginsMobileSupportGet InvolvedAboutBlogHosting

Download WordPress

Howdy, Lucijan Blagonic

Make WordPress Design

Calls for DesignHandbook

Welcome to the WordPress Design Group!

This is the official blog for the WordPress open source project's design and UI. Follow along and/or participate as we post about what we're currently working on, meetings, and big picture items. Glad to have you!

Weekly Design Meetings

We meet every Thursday at 20:00 UTC in the #design channel in Slack.

Tammie Lister

4:17 pm on March 30, 2017

Some results from user testing the prototype Gutenberg Core Editor

During WordCamp London contributor day, Martin Lugton (@martinlugton), Johan Falk (@j-falk) and Lucijan Blagonic (@lucijanblagonic) created a user testing script to test the features of the Gutenberg editor. This is a guest post from them of their findings.

Issues observed:

- When an image is aligned left or right just above the heading, the heading block encompasses the image block. Could probably be corrected with adding CSS to clear the floated element?
- Adding links when no text is selected creates a link with no text. Maybe force the user to select something?
- Dragging and dropping of blocks. In prototype 3, the user can drag and drop blocks. But this is only allowed if a user clicks on the left- or right-hand border of the block. Could we allow users to click and drag a block from its top or bottom border as well? Could we allow users to click and drag a block, just by clicking somewhere in its body?
- Adding new block at the top of the page. Do we want to allow and facilitate this?
- When adding new blocks, the user clicked on the HTML link instead of Paragraph. Could we rearrange the links in a more meaningful way? (Headings, Paragraphs, Images, Embed, Quote and HTML (last)).

Share this:

Press This

Twitter

Facebook

Reddit

Email

Search ...

Email Updates

Enter your email address to subscribe to this blog and receive notifications of new posts by email.

Join 1,898 other subscribers

Email Address

Subscribe

Recent Updates

Recent Comments

My @Mentions

No Replies

My Posts

Help write the usability scripts for alpha testing of gutenberg

11:57 am on May 4, 2017

Comment on User Testing the Gutenberg Editor

1:02 am on May 3, 2017

User testing (Responses) - Google Sheets

Securehttps://docs.google.com/spreadsheets/d/18mdAwF1oPu-y7q3dkAyEbcyYlWx8MgbtydzbCFuaxUY/edit#gid=285253552

User testing (Responses)

FileEditViewInsertFormatDataToolsAdd-onsHelp

View only

Share

	A	B	C	D	E	F	G	H	I	J
1	Timestamp	1.3 What was the experience?	2.3 What was the experience?	3.3 What was the experience?	4.3 What was the experience?	5.3 What was the experience?	6.3 What was the experience?	7.3 What was the experience?	8.3 What was the experience?	9.3 What was the experience?
2	3/17/2017 12:59:41	5	5	5	4	5	5	5	5	
3	3/17/2017 15:38:17	5	5	5	4	5	3	5	5	
4	3/22/2017 18:08:47									
5	3/22/2017 18:10:47									
6	3/26/2017 17:45:13									
7	4/7/2017 12:09:12	4	5	4	1	5	4	3	5	
8	4/7/2017 13:55:18	5	4	4	2	5	3			
9	4/7/2017 14:18:33	5	5	4	2	5	3	5	5	
10	4/13/2017 10:19:28	5	2	1	1	5	5	4	5	
11	4/13/2017 11:01:55	5	5	3	1	5	5	5	5	
12	4/13/2017 11:20:43	5	3	3	5	5	5	5	5	
13	4/13/2017 11:51:43	5	2	5	5	5	5	4	5	
14	4/13/2017 12:29:52	5	5	5	4	5	5	5	5	
15	4/13/2017 13:00:42	5	2	3	4	5	5	4	5	
16	4/13/2017 13:29:27	5	5	4	3	5	5	4	5	
17	4/13/2017 13:52:59									
18	4/23/2017 6:28:01									
19	5/1/2017 3:02:31	5	4	5	3	5	5	4	5	
20	5/10/2017 13:41:14									
21										
22										
23										
24										
25										
26										
27										
28										
29										
30										
31										
32										
33										
34										
35										
36										
37										
38										
39										
40										
41										
42										
43										
44										

Form Responses 1

Actionable Takeaways

DON'T FORGET

- Gather data and test assumptions early on

DON'T FORGET

- Gather data and test assumptions early on
- Follow patterns but don't be afraid to question them

DON'T FORGET

- Gather data and test assumptions early on
- Follow patterns but don't be afraid to question them
- Be careful when making choices based on the competition

DON'T FORGET

- Gather data and test assumptions early on
- Follow patterns but don't be afraid to question them
- Be careful when making choices based on the competition
- Not everything is an optimization problem

DON'T FORGET

- Gather data and test assumptions early on
- Follow patterns but don't be afraid to question them
- Be careful when making choices based on the competition
- Not everything is an optimization problem
- Set goals before you start

DON'T FORGET

- Gather data and test assumptions early on
- Follow patterns but don't be afraid to question them
- Be careful when making choices based on the competition
- Not everything is an optimization problem
- Set goals before you start
- Be nice to your users

We Make Websites
For Real People

Make Decisions That
Respect Your Audience

Thank You!

Questions?

Lucijan Blagonić
lucijan@blagonic.com
@lblagonic

Drupal Camp Zagreb
Croatia, 2017.

RESOURCES

- Google Docs, docs.google.com (Docs, Spreadsheets, Forms)
- HotJar, hotjar.com (Heat maps and more)
- Peek, peek.usertesting.com (Free user testing)
- Google Analytics, analytics.google.com + Chrome Plugin (Page Analytics)
- StatCounter, gs.statcounter.com (Public stats)
- PageSpeed Insights, developers.google.com/speed/pagespeed/insights/
- WebPageTest, webpagetest.org (Performance)
- Tenon, tenon.io (Accessibility)
- Can I use, caniuse.com (Browser support)
- A List A Part Article: Audiences, Outcomes, and Determining User Needs
alistapart.com/article/audiences-outcomes-and-determining-user-needs