

# Leverage Seven Proof Points to Improve the User Experience of Your Product or Service

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# Our Shared Purpose For Today's Session

Enable you to concisely explain what a user experience is

Know how to use the seven Proof Points to evaluate the UX of a product or service

Be able to use the UX Proof Points to deliver more compelling products or services

## What Do We Mean By “User Experience”?

Customers, Buyers, Users, End Users

How you would define “user experience” ?



## What Do We Mean By “User Experience”?

**User experience** is defined as the thoughts, attitudes, emotions, and perceptions of an individual before, during, and after use of a system.\*

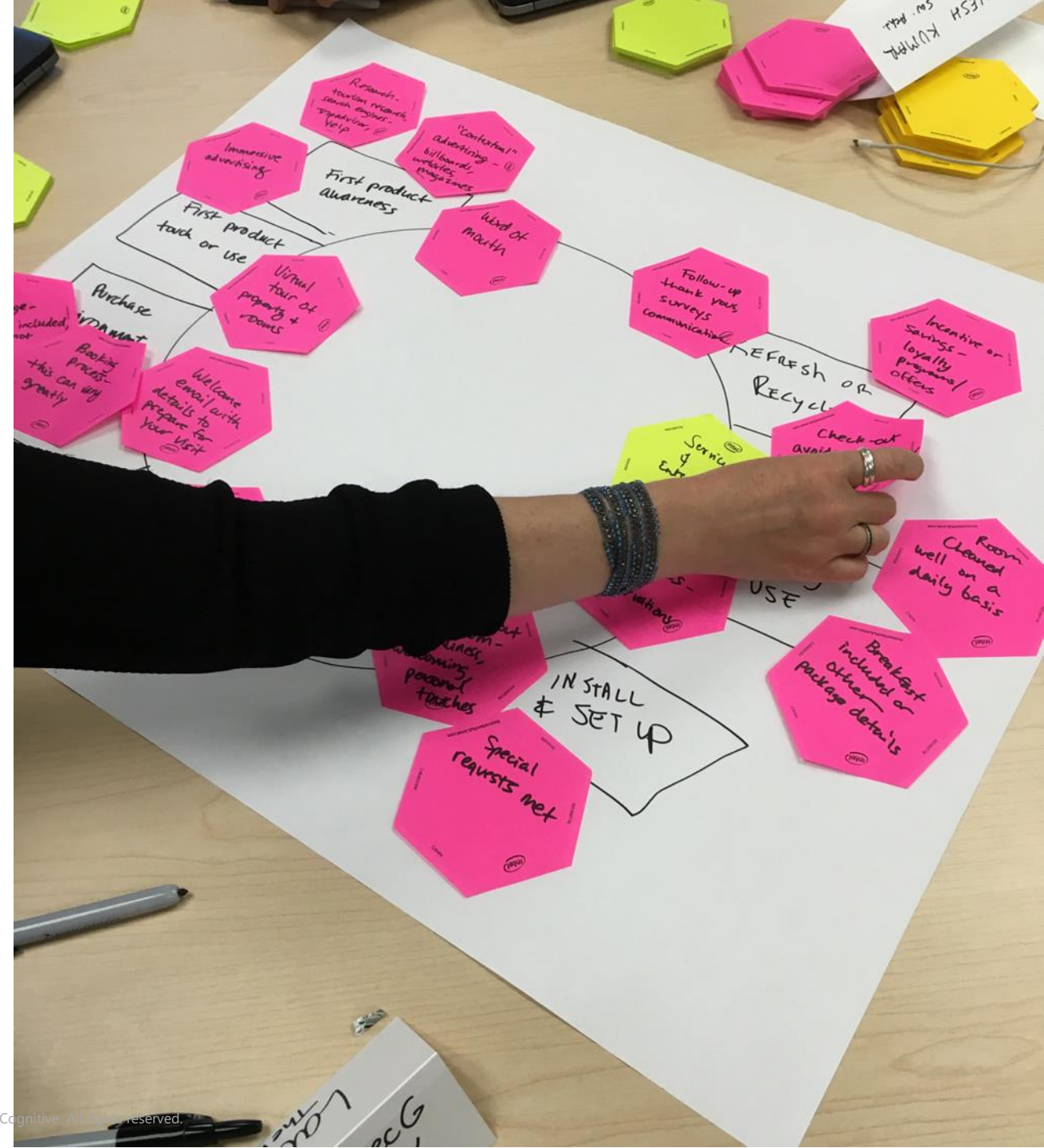


\*Reference: Similar to definition found in international standard on ergonomics of human system interaction, ISO 9241-210

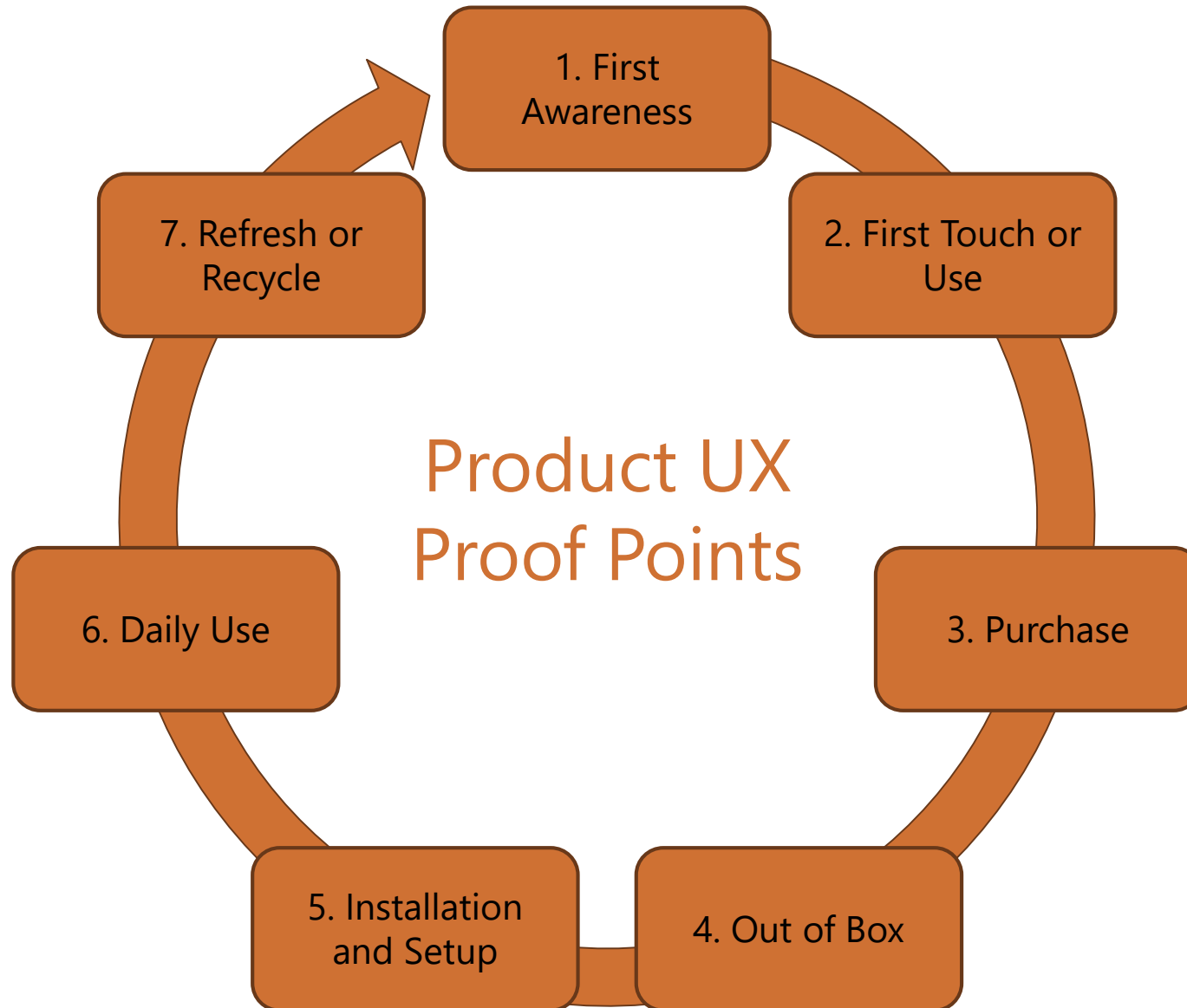
**User experience Proof Points** are a set of key moments or inflection points that can either make or break the user experience.

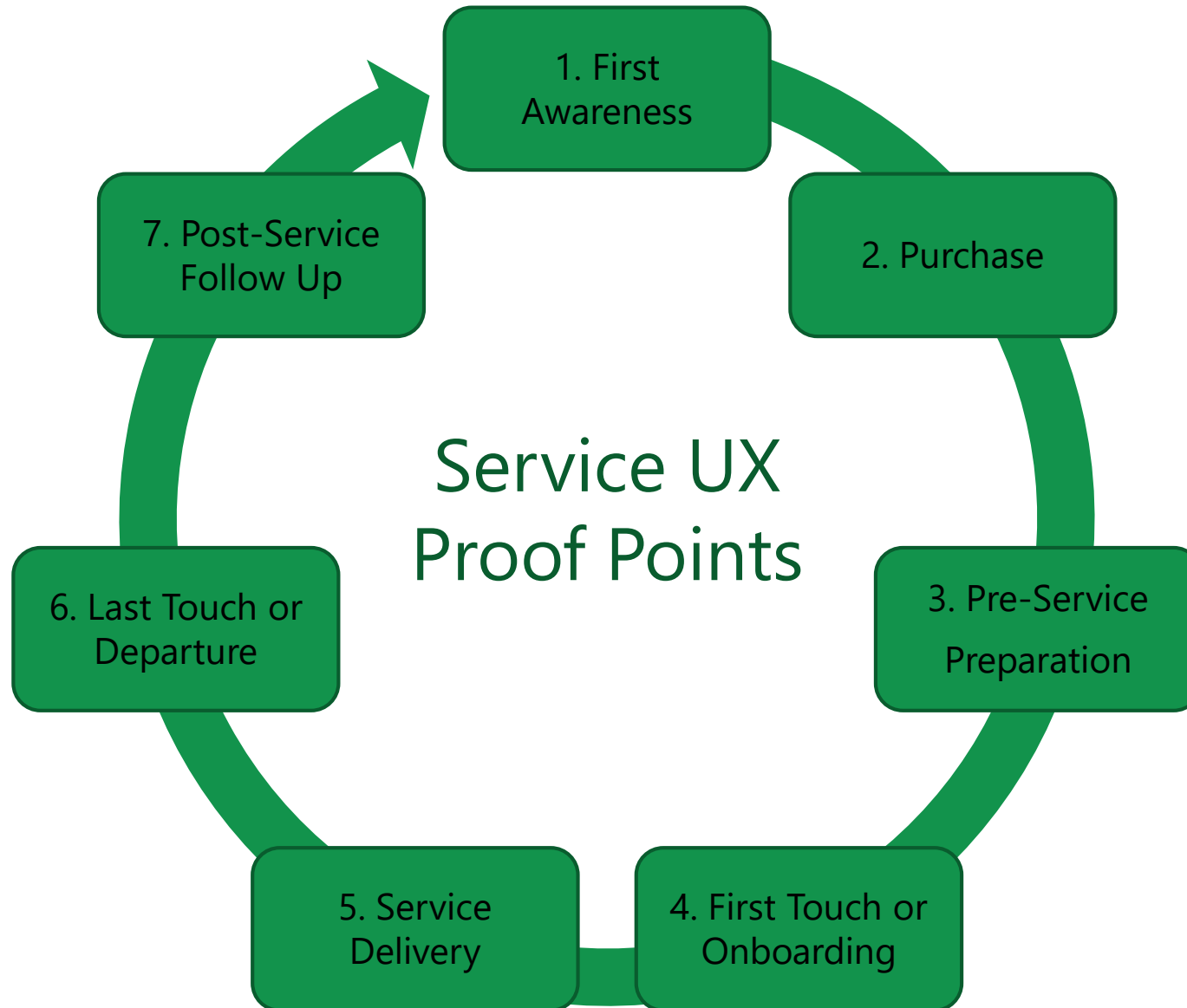
UX Proof Points may have been inspired by Procter & Gamble Moments of Truth<sup>1</sup>

A **moment of truth**<sup>2</sup> is the moment when a user interacts with a brand, product, or service to form or change an impression about that particular brand, product or service



1. Reference: A.G. Lafley Chairman, President & CEO of Procter & Gamble coined two Moments of Truth in 20052  
2. Moment of Truth was introduced in the 1980s by Jan Carlzon





# References

Carlzon, Jon. [Moments of Truth](#). 1989.

Grundy ,Terry. "[Understanding Moments of Truth: The Key Link to Improve Patient Satisfaction](#)," Press Ganey.

Hyken, Shep. "[The New Moment Of Truth In Business](#)," Forbes, 2016.

[Zero Moment of Truth \(ZMOT\) Handbook](#) and [think with Google ZMOT website](#)

IBM Design Language: Six universal experiences <https://www.ibm.com/design/language/experience>

Heath, Chip and Dan. [The Power of Moments](#). 2017.

*Relationship Marketing and Customer Relationship Management* by Annekie Brink & Adele Berndt



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## Q&A

Feel free to follow up with us at



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<http://bit.ly/walshslides>

# 1/2 Day Workshop Outline

Introductions

Defining a User Experience

User Experience Proof Points

Evaluation Exercise

- In teams of five to ten people, select a product or service to evaluate from the list provided (e.g. Nest, Keurig, Uber)
- Use each of the seven UX Proof Points to evaluate the product against the competition

Improvement Exercise

- Select a UX Proof Point to improve
- As individuals, brainstorm three to five ideas for "How might we..."
- Affinity group and vote on the top ideas

Exercise debrief

Summary Q&A

Next Steps

