

BOSCH UX TOOLBOX

Welcome to a place, where ideas lead to something big.
Welcome to Bosch.

CUSTOMER JOURNEY MAP

PERSONA



SCENARIO

GOALS AND EXPECTATIONS

- ...
- ...
- ...

Phase 1

Phase 2

Phase 3

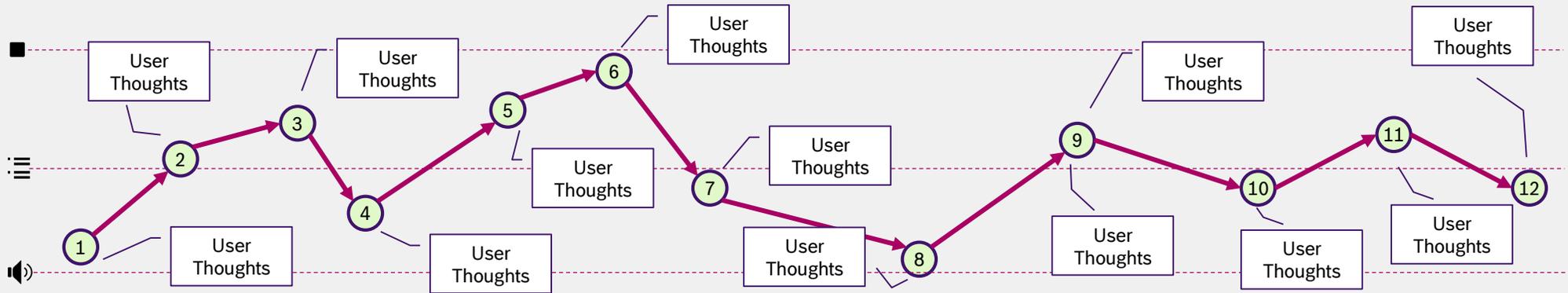
Phase 4

- 1. User action
- 2. User action
- 2. User action
- 4. User action

- 5. User action
- 6. User action
- 7. User action

- 8. User action
- 9. User action

- 10. User action
- 11. User action
- 12. User action



OPPORTUNITIES

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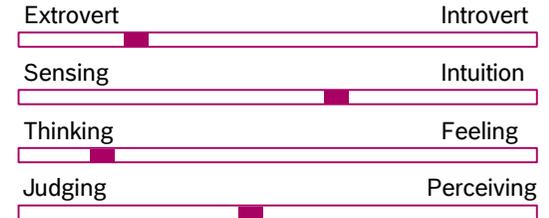
PERSONA NAME



BIO

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PERSONALITY



"Some nice quotes from the user representing the persona"

- Age ...
- Occupation ...
- Status ...
- Location ...
- Archetype ...

BASIC INFO

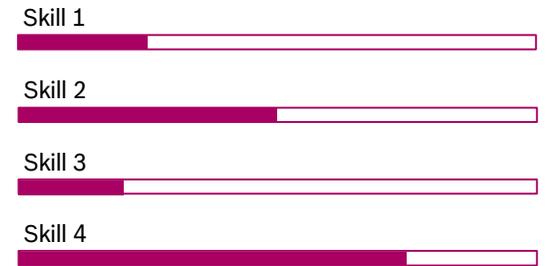
(DEMOGRAPHICS, ARCHETYPE, MOTIVATION)

GOALS

- Goal 1
- Goal 2
- Goal 3
- ...

FRUSTRATIONS

- Frustration 1
- Frustration 1
- Frustration 1
- ...



OTHERS

(TECHNOLOGY, BRANDS, CONTACTS WITH, COMMUNICATION CHANNELS, ...)

EMPATHY MAP

(See: <https://www.nngroup.com/articles/empathy-mapping/>)

SAYS

The Says quadrant contains what the user says out loud in an interview or some other usability study. Ideally, it contains verbatim and direct quotes from research.

THINKS

The Thinks quadrant captures what the user is thinking throughout the experience. Ask yourself (from the qualitative research gathered): what occupies the user's thoughts? What matters to the user? It is possible to have the same content in both Says and Thinks. However, pay special attention to what users think, but may not be willing to vocalize. Try to understand why they are reluctant to share — are they unsure, self-conscious, polite, or afraid to tell others something?



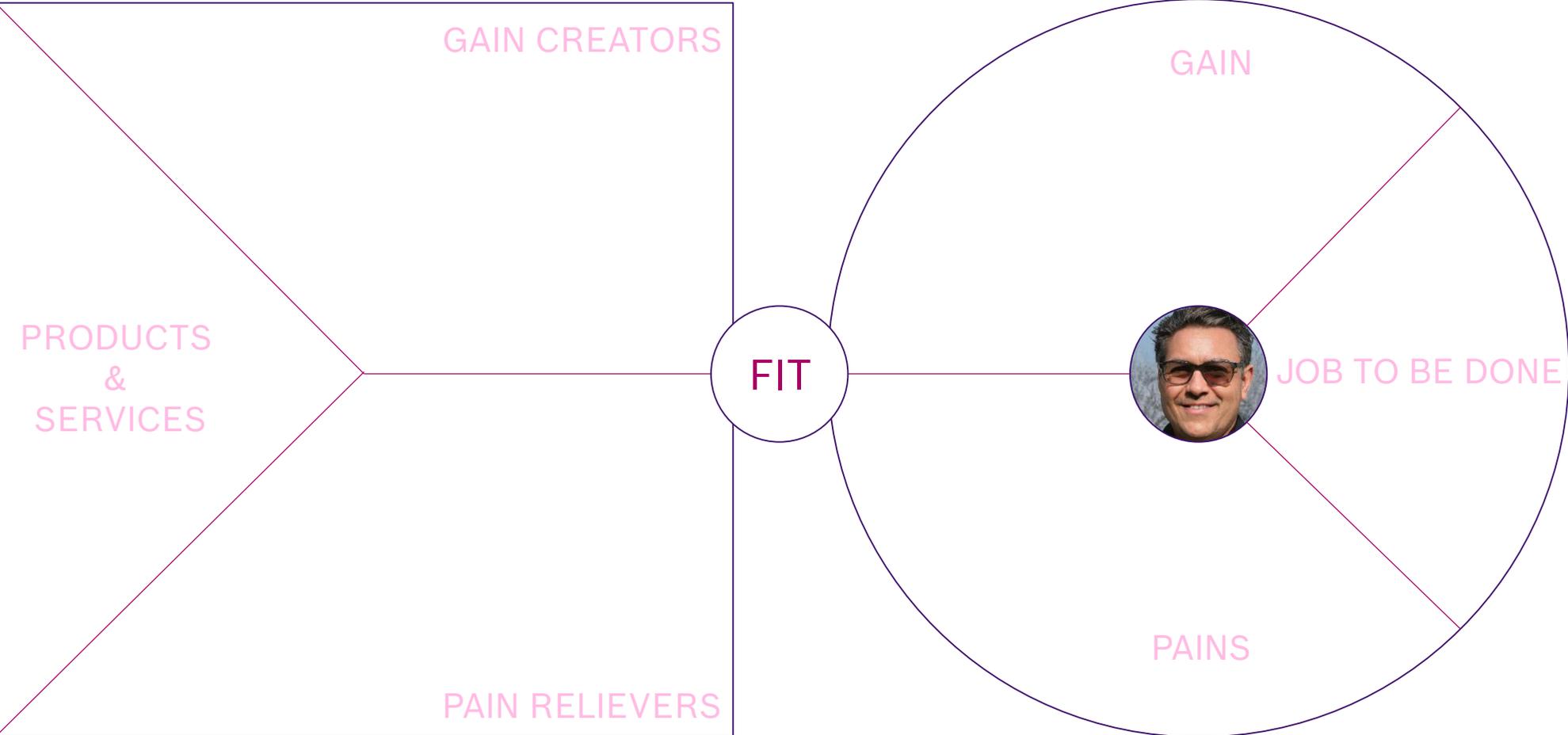
The Feels quadrant is the user's emotional state, often represented as an adjective plus a short sentence for context. Ask yourself: what worries the user? What does the user get excited about? How does the user feel about the experience?

DOES

The Does quadrant encloses the actions the user takes. From the research, what does the user physically do? How does the user go about doing it?

FEELS

VALUE PROPOSITION CANVAS



HEART FRAMEWORK

(See: <https://www.interaction-design.org/literature/article/google-s-heart-framework-for-measuring-ux>)



	GOAL	SIGNALS	METRICS
HAPPINESS Measure of attitude or satisfaction of using the product	<i>Example: Users feel that the product is reliable and always fulfills their demands seamlessly</i>	<i>Example: User surveys, performance monitoring</i>	<ul style="list-style-type: none"> - Satisfaction level - Downtime hours per month - Average responstime
ENGAGEMENT How much user interacts with a product without external triggers	<i>Example: Users use the product intensively and regularly</i>	<i>Example: Time spent on product, intensity of use from analytics</i>	<ul style="list-style-type: none"> - Number of shares - Number of content viewed
ADOPTION How much new users are using the product over a defined period of time			
RETENTION How much user stay and continue using the product			
TASK SUCCESS Measure of time spent by the users on performing tasks in the product			

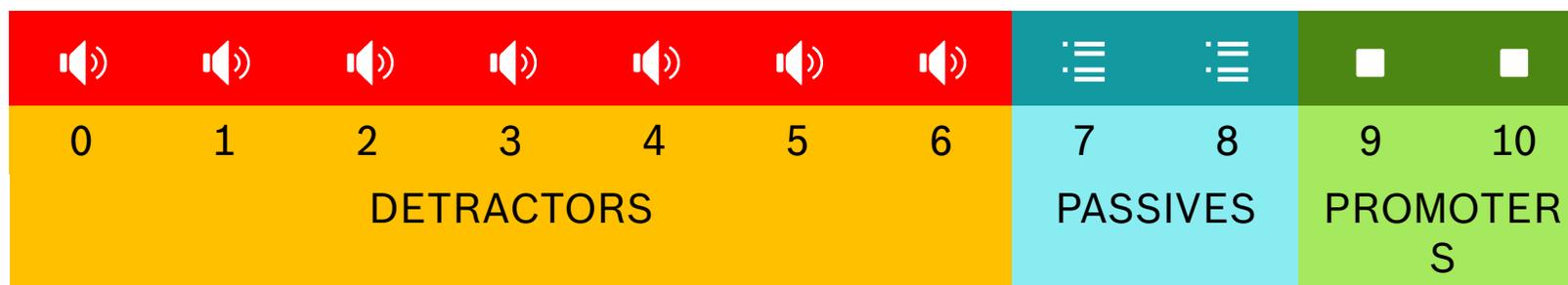
AARRR FRAMEWORK

(See: <https://medium.com/@ms.mbalke/aarr-framework-metrics-that-let-your-startup-sound-like-a-pirate-ship-e91d4082994b>)

	QUESTIONS	GOAL	METRICS
ACQUISITION	Where are our users / Customers coming from?	<i>Profiling of the users, user groups should be clear and known</i>	<i>Entry survey results, answers from registration forms</i>
ACTIVATION	How good is the user's / customer's first experience?	<i>Users should be quickly satisfied with what product offers</i>	<i>App store downloads/reviews Account registrations, Signups</i>
RETENTION	How many of your customers are you retaining and why are you losing the others?	<i>Users should regularly use the product</i>	<i>Returning users/Churn rate</i>
REFERRAL	How can you turn your customers into your advocates?	<i>Convert users to be our marketers (self-marketing product)</i>	<i>Number of news subscribers, shares, users in referral programs, members of incentive programs</i>
REVENUE	How can you increase revenue?	<i>Bring value to the customer and increase revenue</i>	<i>Conversion rates Committed shopping carts</i>



NET PROMOTER SCORE



$$\text{NPS} = \text{😊 \%} - \text{😞 \%}$$

ELEVATOR PITCH

FOR [target customer / user group], **WHO**
HAS [customer need / expectation], [product
name] **IS A** [market category] **THAT** [one key
benefit]. **UNLIKE** [competition], **THE**
PRODUCT [unique differentiator].

INTERVIEW TYPES

	Interview	Contextual inquiry	Participatory observation
Duration	30 – 60 minutes	5-20 minutes	Sky is the limit 😊
Target	Get in-depth knowledge of particular user. Explore all his pains and frustrations.	Get rough knowledge of small user group while they are performing they daily activities	Long term observations of what user/group does and how.
Great for	Detailing specific user group/persona	Capturing context of use for particular user group	Capturing behavioral aspects and reactions in high detail
Drawbacks	Time consuming	Might be context specific	Time consuming

CONTENT STRATEGY CHEAT SHEET

Content is anything that communicates or transfers meaningful information to a person

Content strategy brings right **content** to the right user at the right **time** and **context**. It ensures that delivered content is **accurate**, **up-to-date** and **engaging**.

Content strategy touches

- Marketing
- Content management
- Information architecture
- User experience

Identify users, goals and motivations

- Interview stakeholders
- Identify business vision, goals and measures
- Develop personas
- Develop empathy maps

Analyze and structure

- Establish qualitative/quantitative content audits
- Develop content models for different types of content
- Develop customer journey maps
- Develop information architecture and prototypes

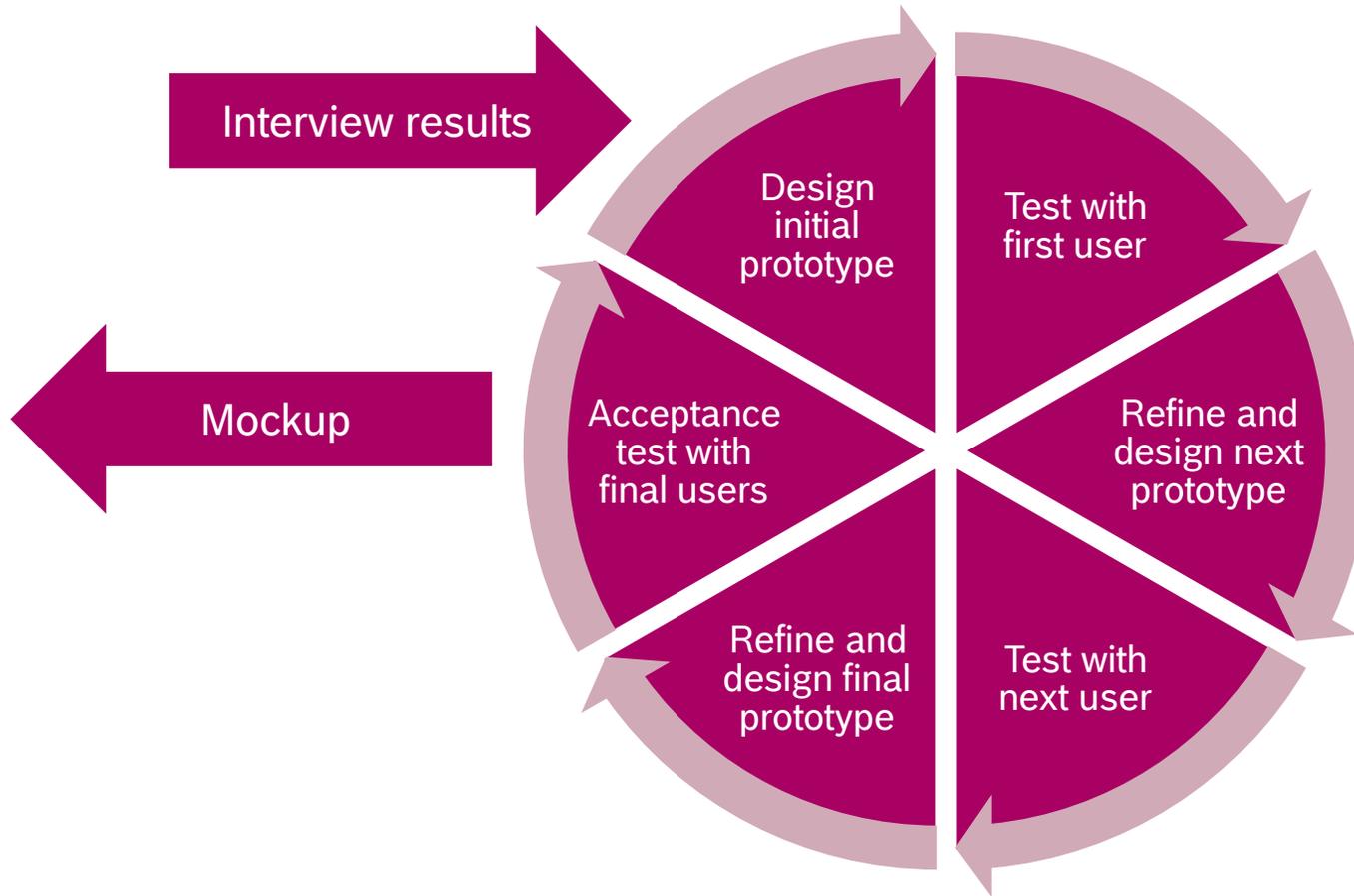
Define content guidelines and standards

- Develop guidelines based on company standards
- Develop style guidelines
- Develop templates
- Define content creation and management governance model

Manage and measure

- Establish organization and governance structure
- Train content contributors
- Ensure leadership and management engagement
- Establish metrics for measuring success

PROTOTYPING + USABILITY TESTS



- 3-5 Users
- 3-5 Simple tasks
- 30 minutes per session
- 1 "computer" facilitator
- 1 guiding facilitator
- 1 observer
- Encourage thinking aloud
- Prepare Error, Under construction, Loading screens
- Don't help the user, ask what he would do
- Note user thoughts

UX REVIEW HEURISTICS

(see: <https://www.nngroup.com/articles/ten-usability-heuristics/>)

Heuristic	Description
Visibility of system status	The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.
Match between system and the real world	The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.
User control and freedom	Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.
Consistency and standards	Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.
Error prevention	Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.
Recognition rather than recall	Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.
Flexibility and efficiency of use	Accelerators—unseen by the novice user—may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.
Aesthetic and minimalist design	Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.
Help users recognize, diagnose, and recover from errors	Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.
Help and documentation	Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.