

An Alien Goes UX Meetup

How to overcome the user obsession problem

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Intersection Group**



Chapter 1

The customer obsession problem

Definition

“**User experience design** is the process design teams use to create products that provide meaningful and relevant experiences to users.”

www.interaction-design.org



ChatGPT, is user experience design widely adopted?

“User experience design had become increasingly prevalent and important in various industries, especially in the digital and technology sectors. It was widely adopted and recognized as a key discipline for designing products, websites, and applications that provide a positive user experience.”





**Focussing on the customer
helps us to create the right
products...**

**...and make money, of
course!**



ChatGPT, what criticism is there of UX design?

“The UX discipline neglects other aspects of design, such as technical feasibility, economic profitability or social responsibility. UX focuses mainly on the usage phase of the product or service, without considering the impacts on other phases of the realisation.”



People **love the experience**
of a unicorn!

But what if we can't **deliver**
flying unicorns with a magic
horn?

What if abusing horses by
transforming them into
unicorns is not what **we**
want?



Chapter 2

Three facets to overcome the customer obsession problem

Why is Amazon so successful?



Why is Amazon so successful?

Experimentation

Effective UX

Service design

Efficient
organisation

Disruptive Business
Model Innovations

Information
architecture

Clear vision

Powerful brand

Optimised operational
processes

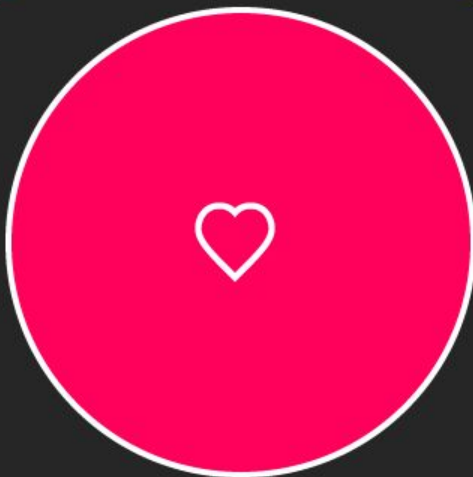
Customer
orientation

Leadership

Adaptive microservice
architecture

Cloud





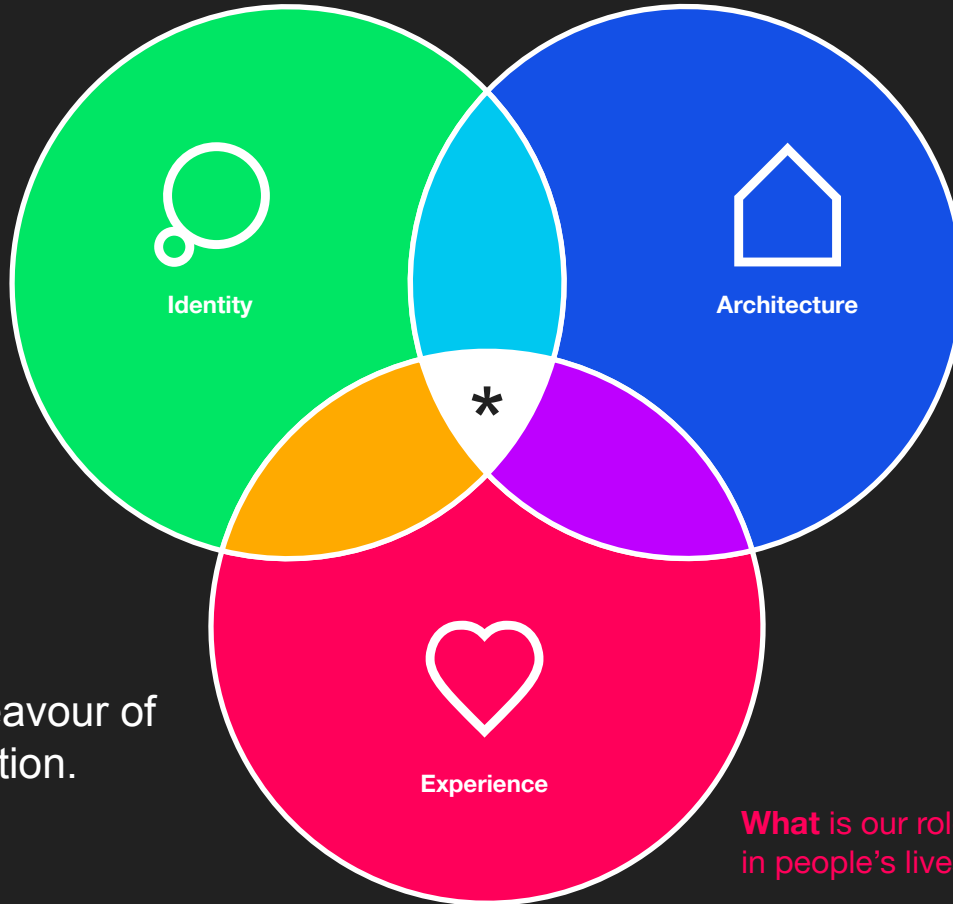
Identity

Architecture

Experience

Enterprise Design Facets

Why do we exist, who are we, what matters to us?

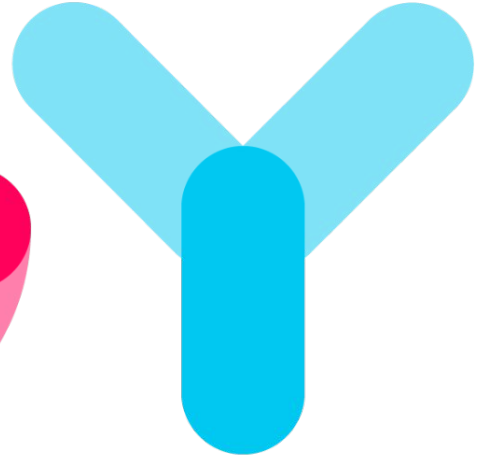
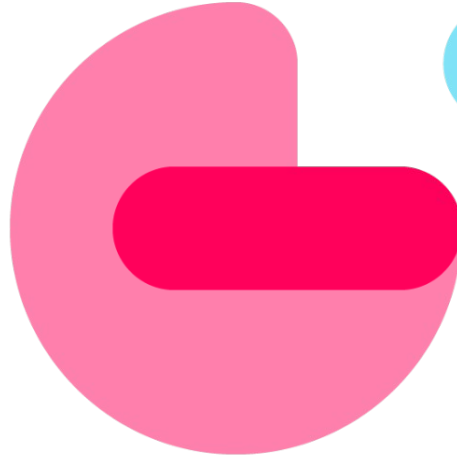
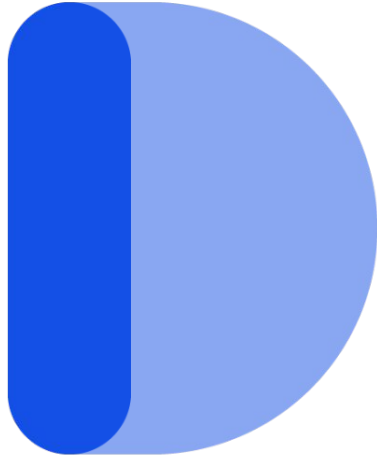
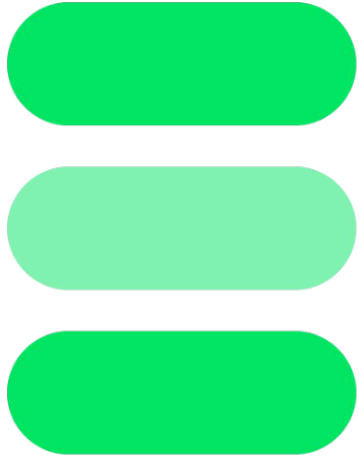


How are we operating and what are we capable of achieving?

*) An enterprise is an endeavour of people with a shared ambition.

What is our role in people's lives?





www.enterprise.design

Chapter 3

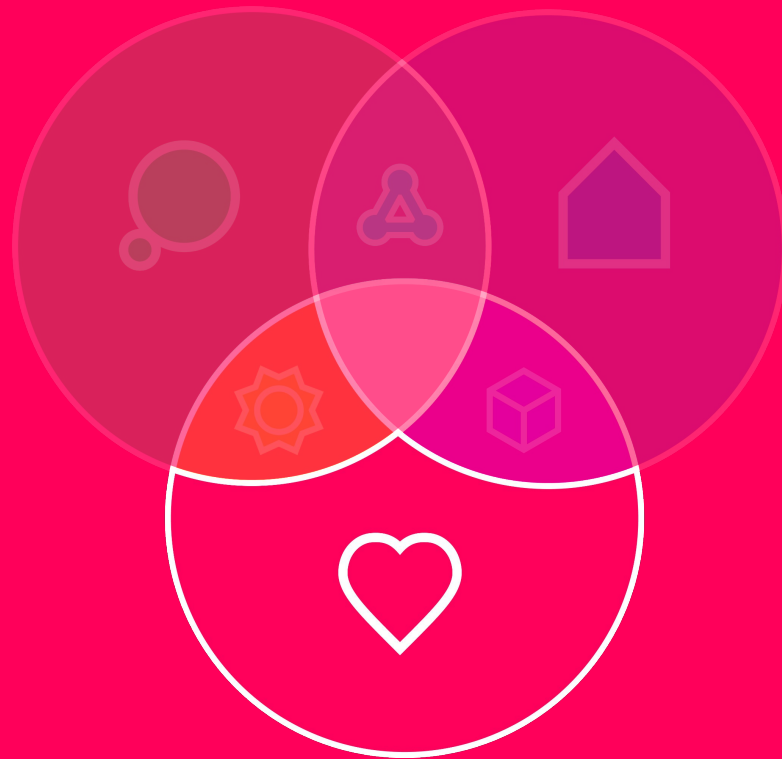
The Experience Facet in EDGY

♥ Experience

What is our role in people's lives?

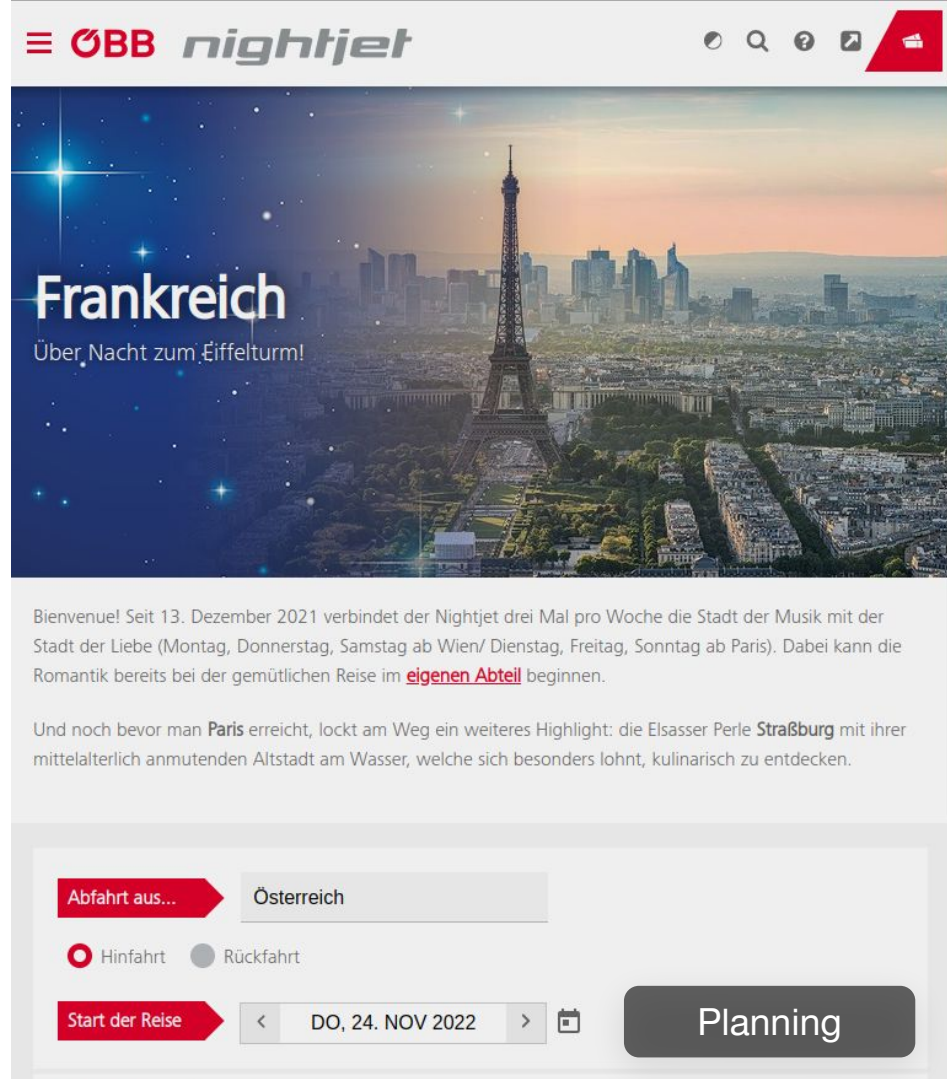
What value do we create for people?

Where and when do people interact with us?



♥ Experience

The impact through interactions the enterprise has on people and their lives.



The screenshot shows the ÖBB Nightjet website interface. At the top, the ÖBB logo and 'nightjet' brand name are visible. The main header features a night view of the Eiffel Tower in Paris with the text 'Frankreich' and 'Über Nacht zum Eiffelturm!'. Below this, a text block describes the service: 'Bienvenue! Seit 13. Dezember 2021 verbindet der Nightjet drei Mal pro Woche die Stadt der Musik mit der Stadt der Liebe (Montag, Donnerstag, Samstag ab Wien/ Dienstag, Freitag, Sonntag ab Paris). Dabei kann die Romantik bereits bei der gemütlichen Reise im **eigenen Abteil** beginnen.' A second paragraph mentions the stop in Strasbourg: 'Und noch bevor man **Paris** erreicht, lockt am Weg ein weiteres Highlight: die Elsasser Perle **Straßburg** mit ihrer mittelalterlich anmutenden Altstadt am Wasser, welche sich besonders lohnt, kulinarisch zu entdecken.' At the bottom, there is a search bar with 'Abfahrt aus...' set to 'Österreich', a radio button selection for 'Hinfahrt' (selected) and 'Rückfahrt', and a date selector for 'Start der Reise' set to 'DO, 24. NOV 2022'. A 'Planning' button is located in the bottom right corner.

ÖBB nightjet

Frankreich

Über Nacht zum Eiffelturm!

Bienvenue! Seit 13. Dezember 2021 verbindet der Nightjet drei Mal pro Woche die Stadt der Musik mit der Stadt der Liebe (Montag, Donnerstag, Samstag ab Wien/ Dienstag, Freitag, Sonntag ab Paris). Dabei kann die Romantik bereits bei der gemütlichen Reise im **eigenen Abteil** beginnen.

Und noch bevor man **Paris** erreicht, lockt am Weg ein weiteres Highlight: die Elsasser Perle **Straßburg** mit ihrer mittelalterlich anmutenden Altstadt am Wasser, welche sich besonders lohnt, kulinarisch zu entdecken.

Abfahrt aus... Österreich

Hinfahrt Rückfahrt

Start der Reise < DO, 24. NOV 2022 > 📅

Planning

♥ Experience

The impact through interactions the enterprise has on people and their lives.



Travel Information

♥ Experience

The impact through interactions the enterprise has on people and their lives.



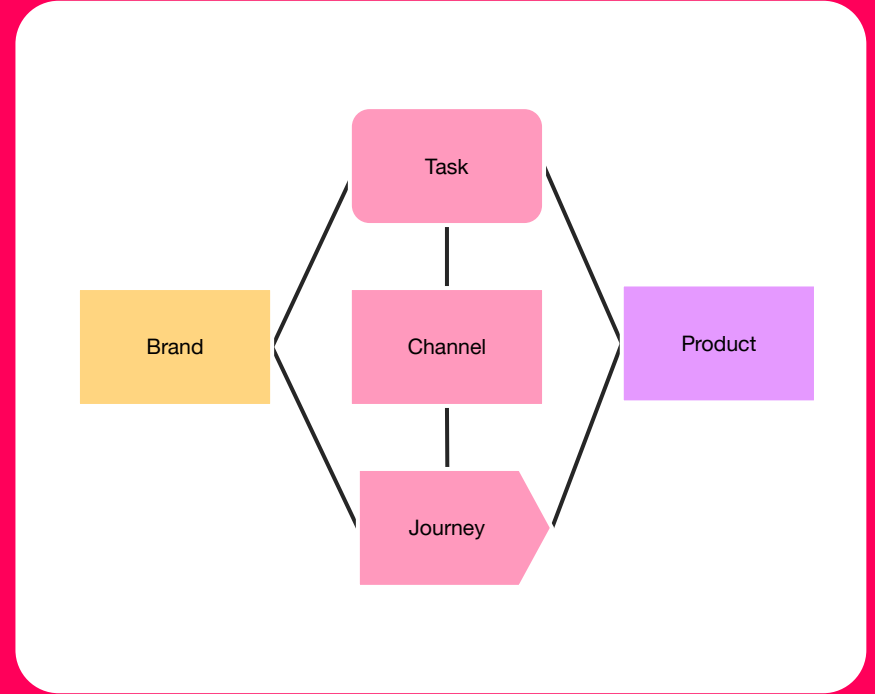
Travel

♥ Experience

What **Tasks** can we help people accomplish?

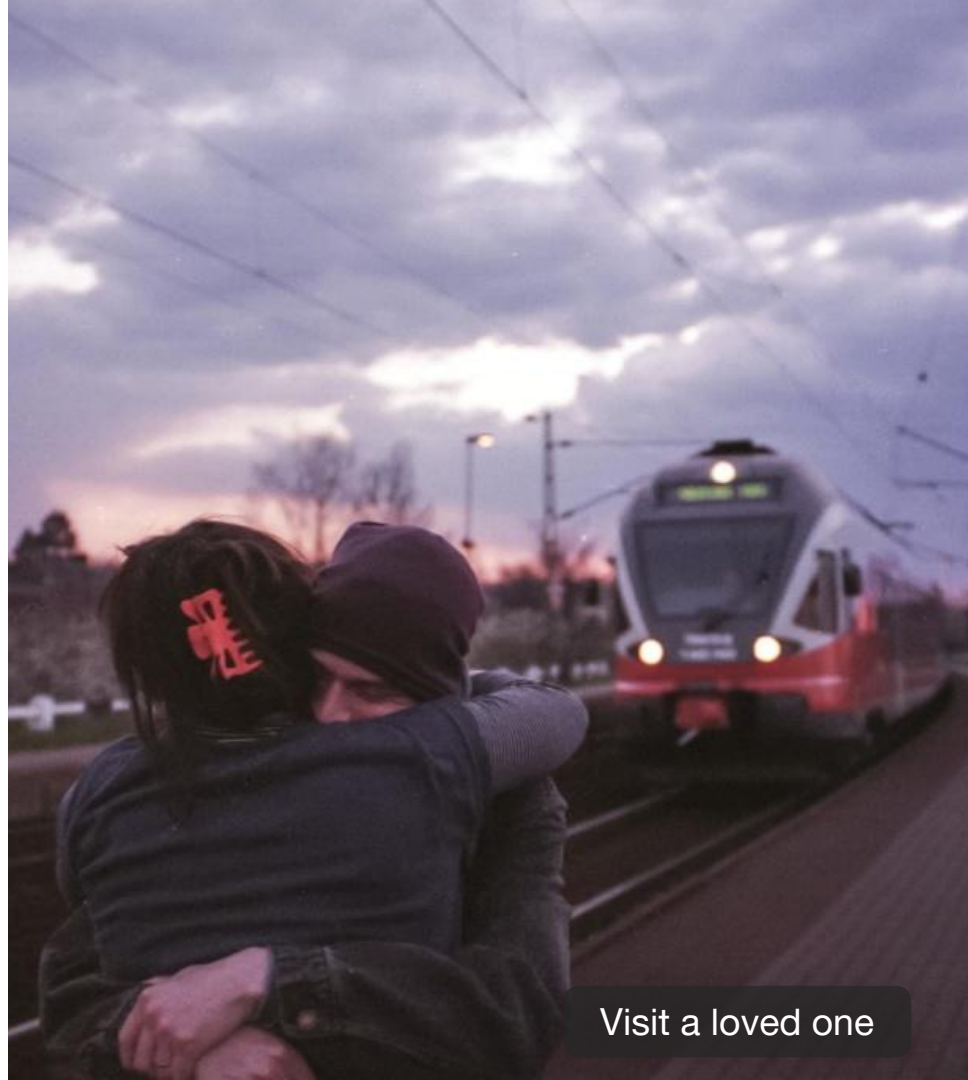
What **Journeys** do people experience over time?

What **Channels** do people choose to interact with us?



○ Task

What people want to achieve and get done (with our help).



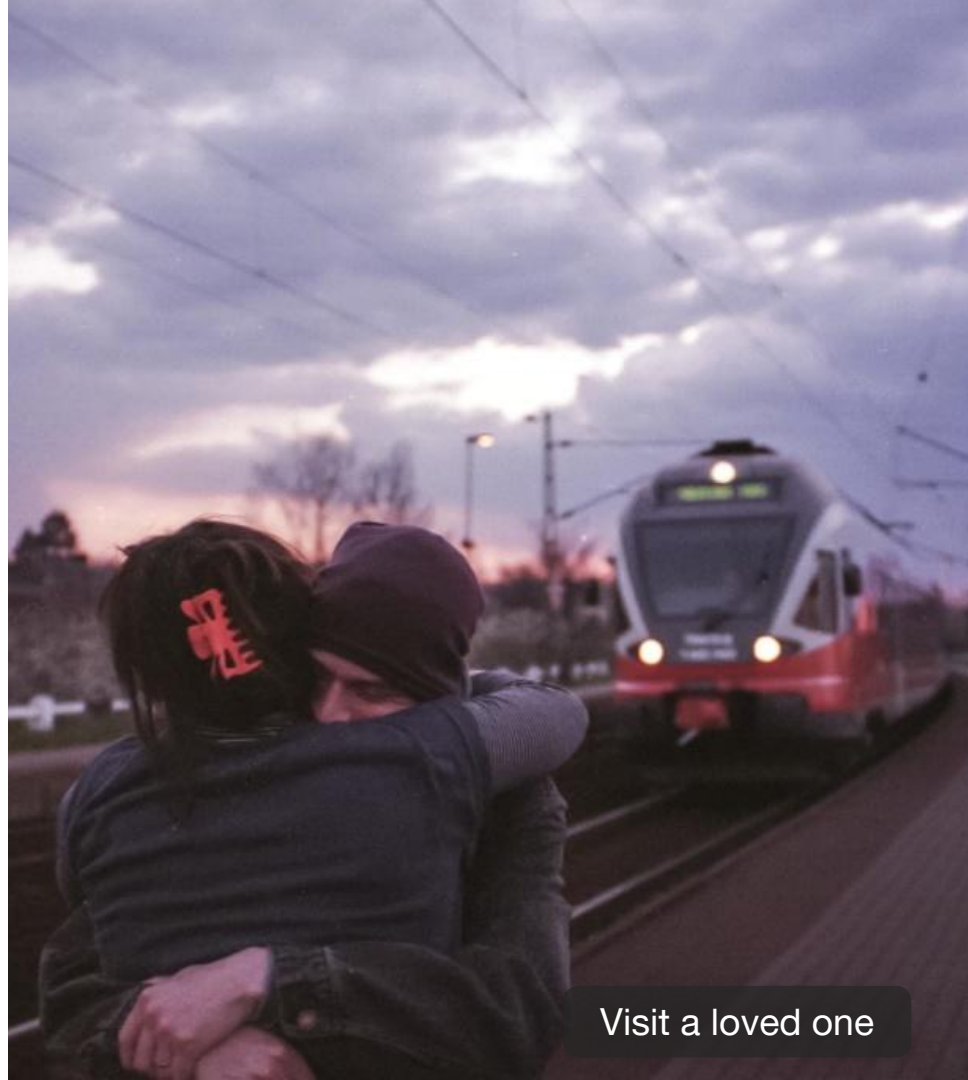
Visit a loved one

○ Task

A task is something a person wants to get done.

It's an expression of people's needs and intent.

Enterprises appear in people's experiences and help with certain tasks.



Visit a loved one

♥ Top Task Identification

- Collect tasks
- Consolidate the task list to 50-80 tasks
- Run a survey with minimum 300 customers, present tasks in a random order:
 - **“When (*context*), what matters the most to you? Select up to 5.**
- Add category questions for suspected segments (location, group, role, age, ...)
- Analyze data per segment

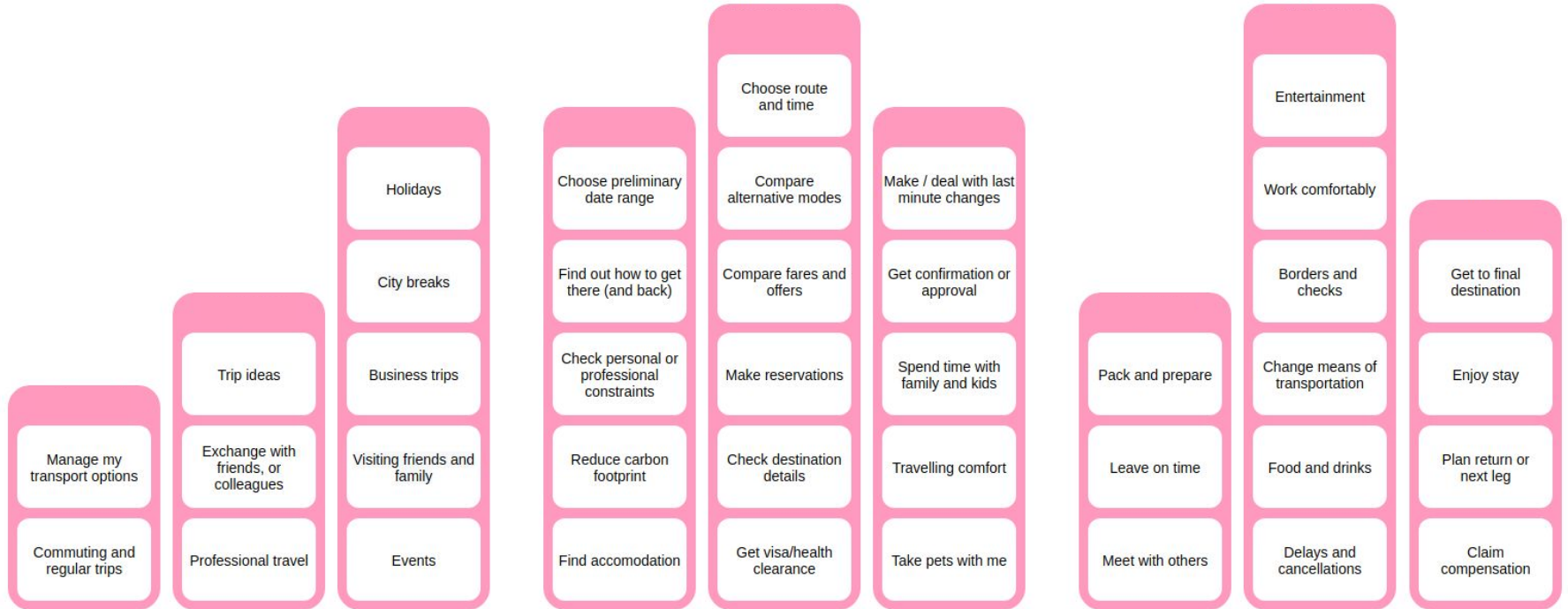


TOP TASKS

A how-to guide

GERRY MCGOVERN

♥ Task board



Journey

What people go through in their lives (and when interacting with us).



Boarding the train

□ Channel

The way people engage and interact with our enterprise.

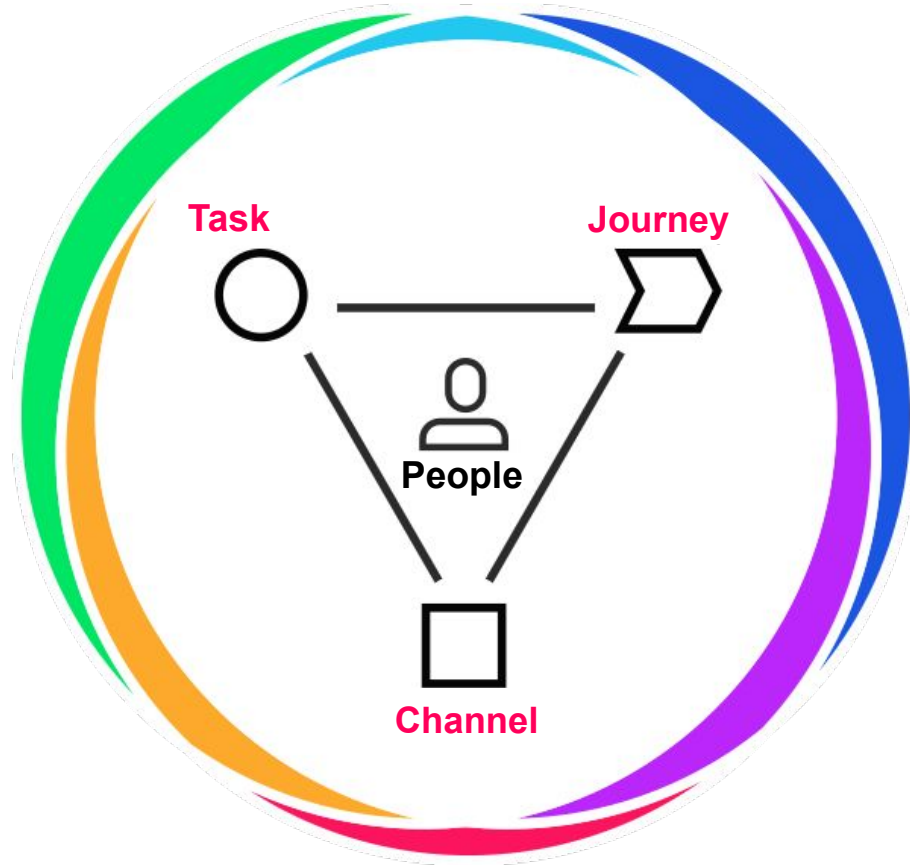


Ticket counter

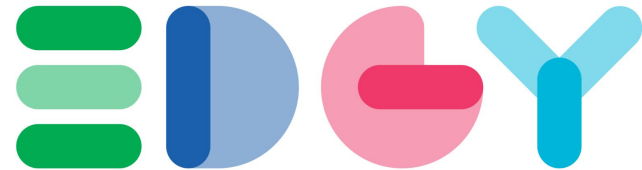
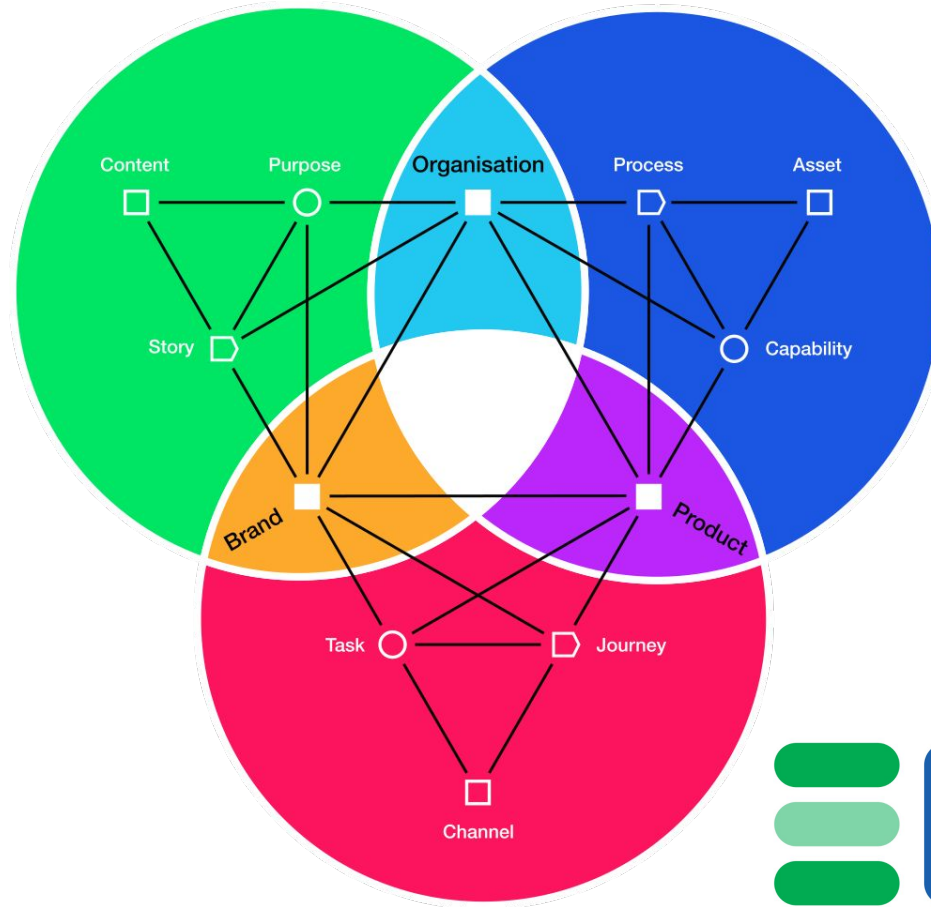
Chapter 4

Experience in the context of the whole Enterprise

Four Base Elements



Nine Facet, Three Intersection Elements



Product

What we make, offer and deliver for people's benefit.



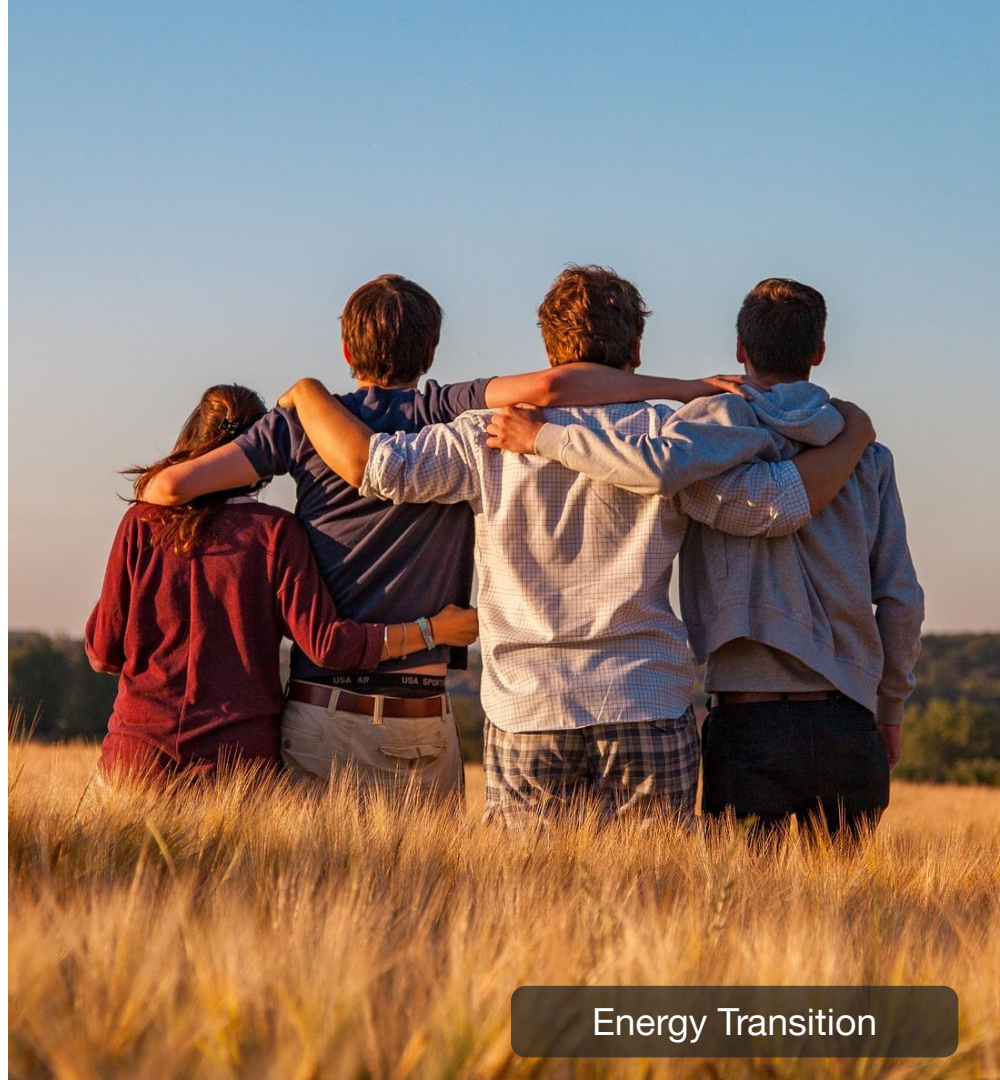
Identity

What if abusing horses by transforming them into unicorns is not what **we** want?



○ Purpose

A reason why an enterprise exists and what people pursue and believe in.



Energy Transition

Purpose Map



Architecture

What if we can't **deliver**
flying unicorns with a magic
horn?



○ Capability

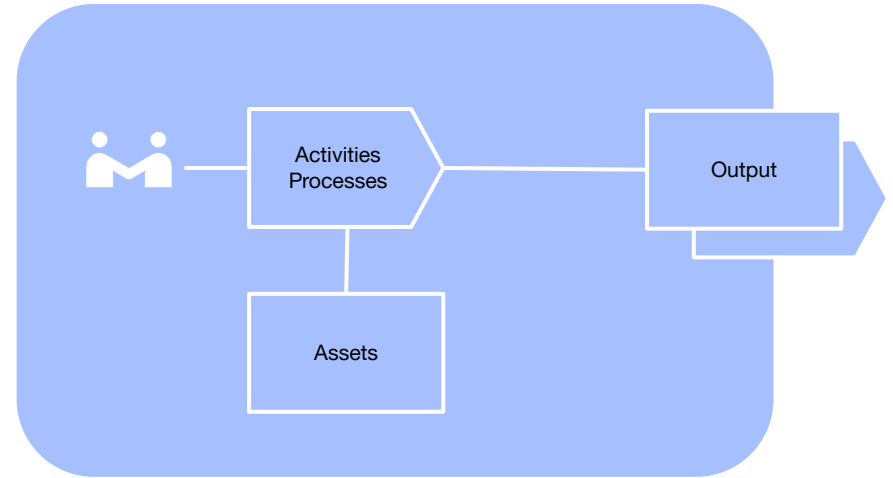
What we are able to do by orchestrating people and assets.



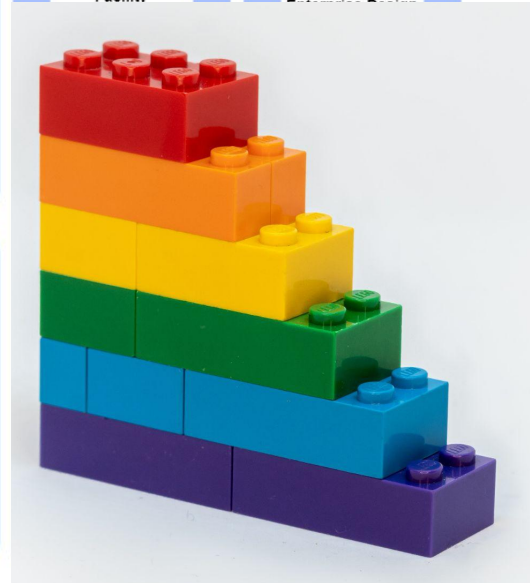
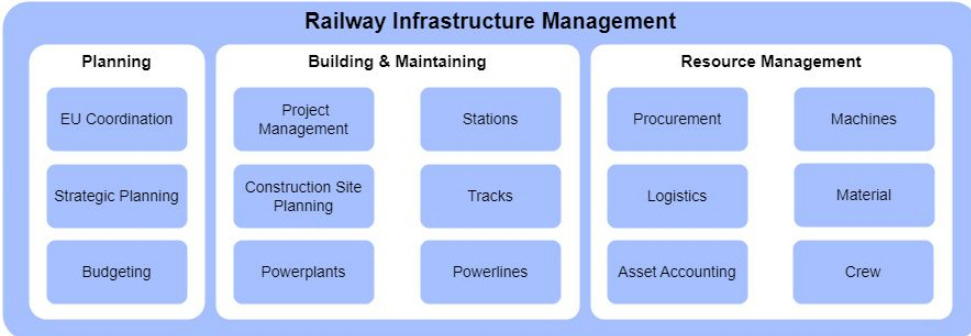
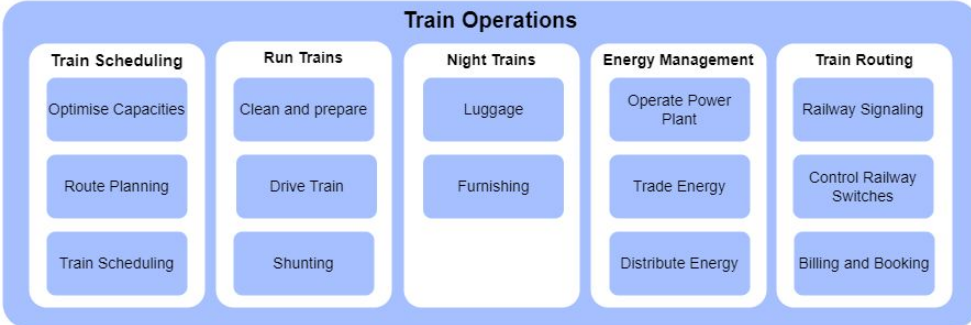
Drive Train

○ Capability

What we are able to do by orchestrating people and assets.

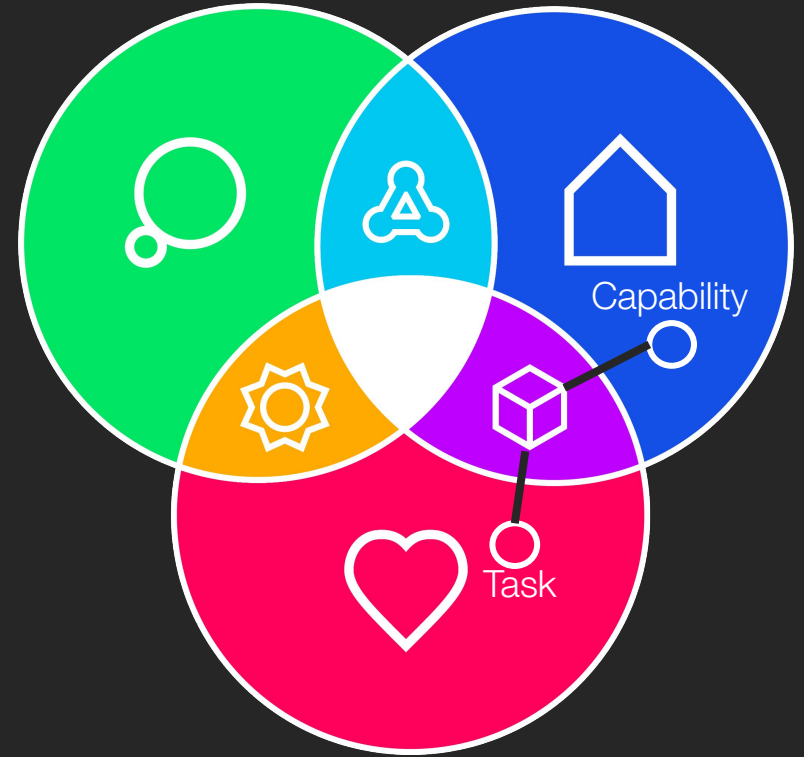


○ Capabilities - the business components of the enterprise

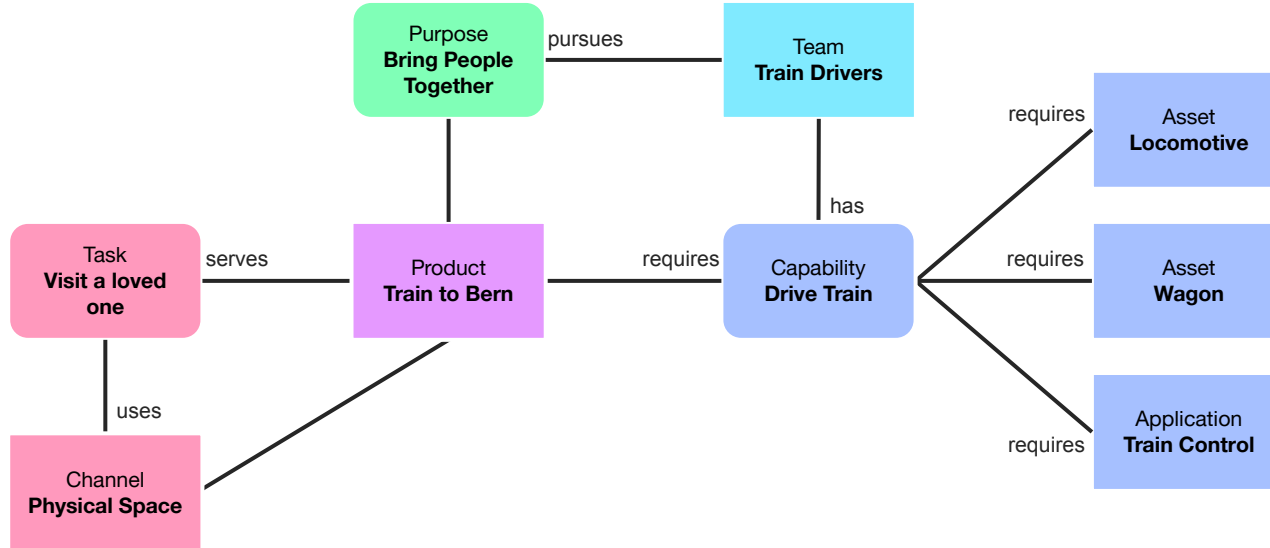


Enterprise Design Facets

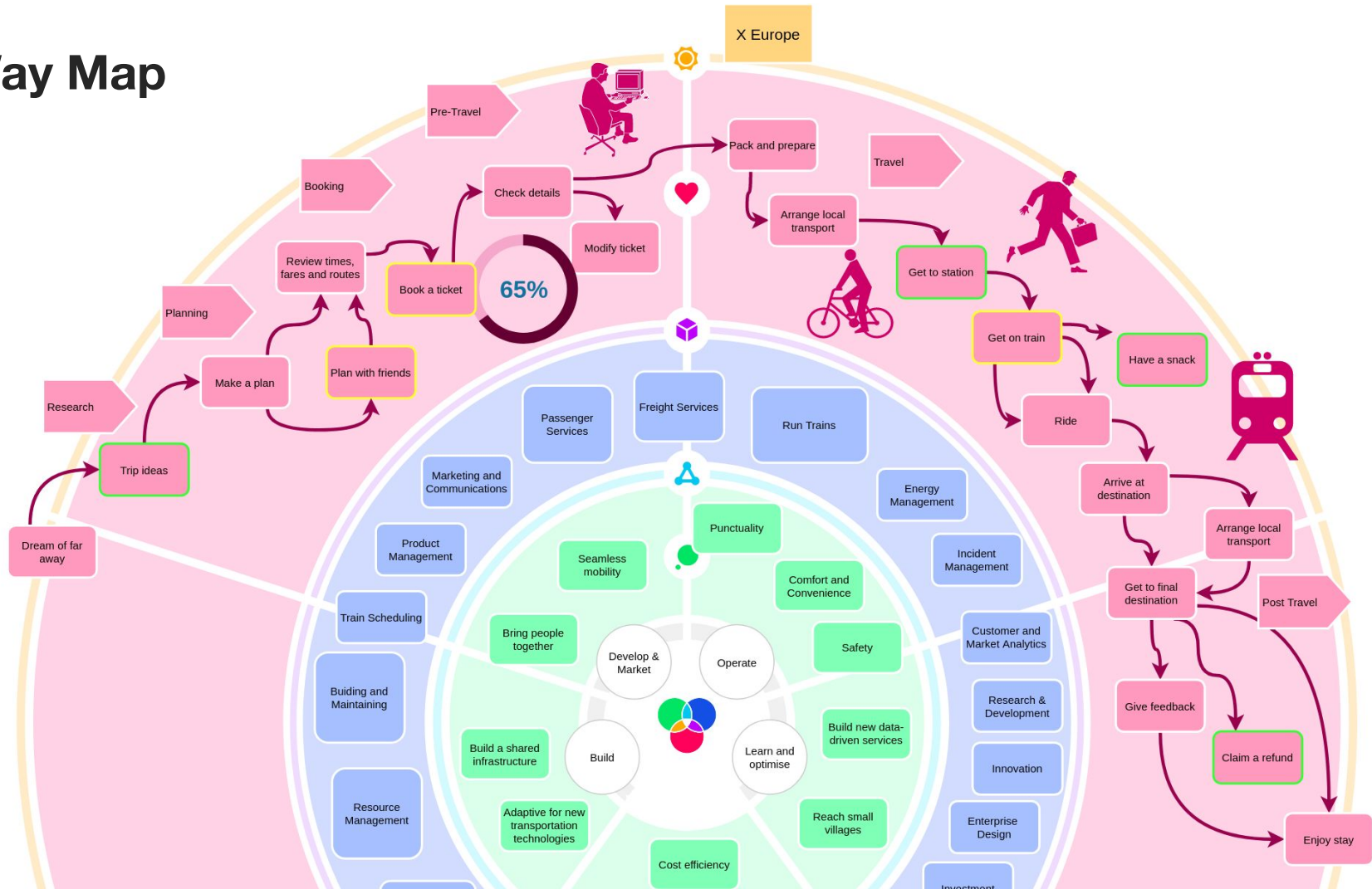
Identity
Architecture
Experience



Connecting Experience with the Enterprise



Milky Way Map

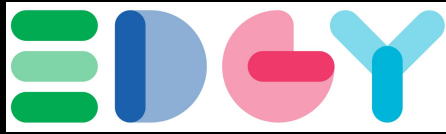




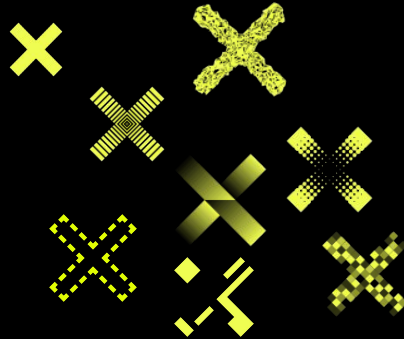
INTERSECTION GROUP

We help people create better enterprises.

Intersection Group is a **Non Profit Association**

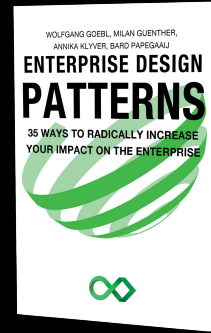


A set of connected Open Source tools for your Enterprise Design practice



Community and Events

Events for a global community of thinkers and practitioners



Learning and Knowledge

Publications, content, courses and digital tools with our partners



Thank you!



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