

# UI & Empathy

**Dale Ahn**

# Empathy

Users are people

Understand the person

Watch your Voice & Tone

# User Interface (UI)

Stay out of the way

Be animated

Web accessibility

Empathy is the feeling that  
you **understand and share**  
another person's **experiences**  
**and emotions.**

# Video: The Power of Empathy

<http://youtu.be/1Evwgu369Jw>

Empathy fuels **connection.**

# Empathy

Users are people

Understand the person

Watch your Voice & Tone

“[People] are not just there to use our products; we’re here to build things for them.”

Mark Zuckerberg



# Empathy

Users are people

Understand the person

Watch your Voice & Tone

To help a person understand  
your UI you have to  
**understand the person.**

“A lot of times, people don't know what they want until you show it to them.”

Steve Jobs

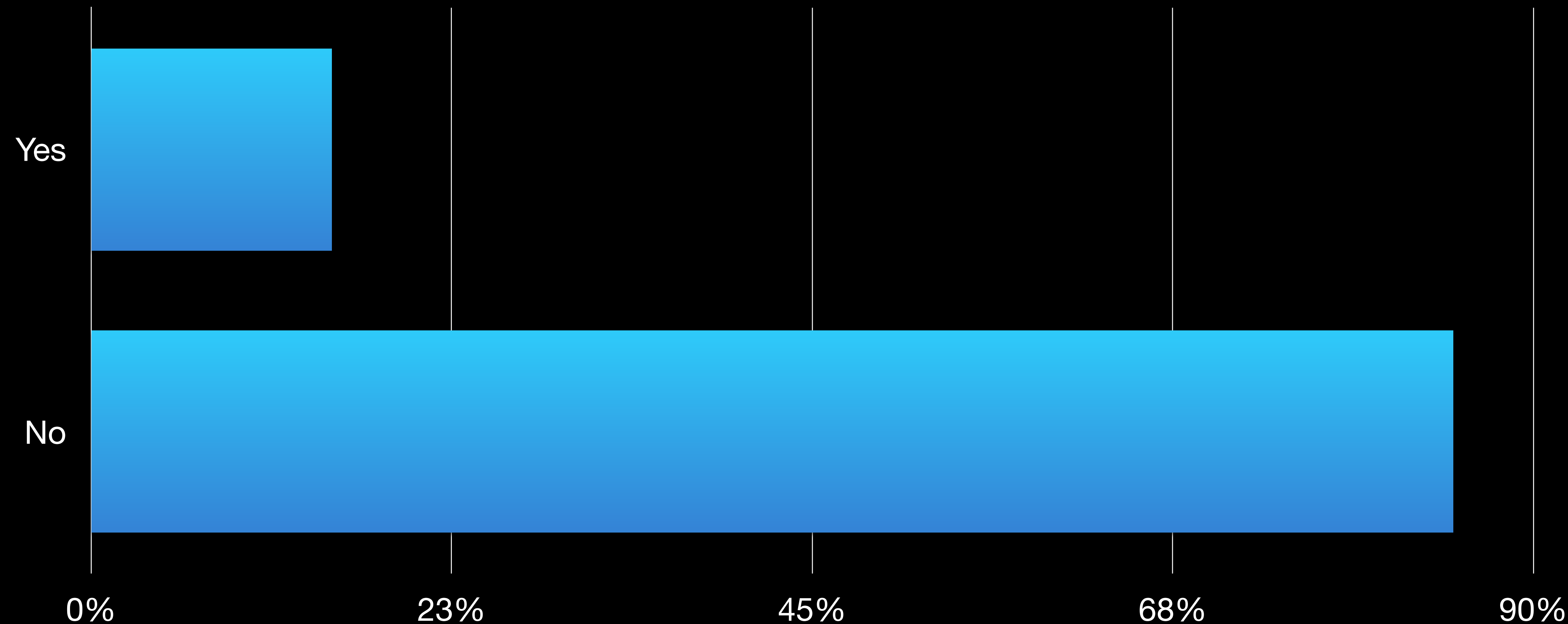
Surveys and interviews.

# Quantitative vs. Qualitative

## **Survey question:**

You are setting up vendor accounts in your General Ledger. Would you upload a profile photo for the vendor?

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Personas are fictitious, specific,  
concrete representations of  
targeted people.





## PETER CHAN

+ 23 years old  
+ studies geography at  
Simon Fraser University

+ lives in Coquitlam  
+ in current fellowship group  
for four years

### GOALS + ASPIRATIONS

#### Goals:

- + to graduate from Simon Fraser University and then spend some time traveling abroad.
- + doing short-term mission trips in Africa or Asia.
- + to make a difference in people's lives, not just locally but also globally.

#### Motivations:

- + watching the positive change in people's lives motivates him to

### LIKES + DISLIKES

#### Likes:

- + values long lasting friendships, meeting new people, and socializing.
- + listens to *Praise 106.5*, a Christian radio station.
- + chinese food and other East-Asian cuisines.
- + playing video games
- + socializing on Facebook

*"My vision is deteriorating... I may have to change glasses even more frequently."*

### DAILY ROUTINES

WEEK  
DAYS



#### socialize

Goes out with friends and fellowship members often and is mindful of people's personal lives.



#### workout

Works out every Thursday at the SFU recreational



#### volunteer

Volunteers at church activities and events.



#### school

Takes Geography courses, natural sciences and history.



Ad-hoc personas are lightweight versions of personas.

Create “I need...” statements  
from the other person’s  
perspective.

**Pastor:**

“I need to be able to see last weekend’s attendance totals.”

**College student:**

“I need to be able to give  
online because I don't have  
a check book.”



## Potential visitor:

“I need to know the church’s address and service times. I’m new to the area.”

Research helps to remove the big problems before designing the problem.

Work quick with wireframes and prototypes. It doesn't have to be perfect, it just needs to convey the concept.



Usability tests will show you  
what people can or cannot  
accomplish with your designs.

# Video: Usability Test

[http://public.videos.s3.amazonaws.com/watermarked/Amz\\_SignMeUp.mp4](http://public.videos.s3.amazonaws.com/watermarked/Amz_SignMeUp.mp4)

An iterative cycle between  
research and design is typical.

# Empathy

Users are people

Understand the person

Watch your Voice & Tone

**Be conversational** and speak  
the person's language.

Your tone should **adapt** to the  
person's likely **feelings**.

Hi... which satellite are you a part of?



Select your satellite



Set Satellite

You wouldn't greet a new person this way at church so why would you do this on your website?



Empathy is not easy.  
It will take practice.



# User Interface (UI)

Stay out of the way

Be animated

Web accessibility

# What is User Interface?

<http://edlea.com/blog/product-ux-ui-cereal/>



# Datacenter

**GUARANTEED**

100% Customer Satisfaction Guarantee

| Product                              |                                      | Price                                |
|--------------------------------------|--------------------------------------|--------------------------------------|
| 100% Customer Satisfaction Guarantee | 100% Customer Satisfaction Guarantee | 100% Customer Satisfaction Guarantee |

**IT'S GOOD TO KNOW**

| Product                              | Price                                | Price                                |
|--------------------------------------|--------------------------------------|--------------------------------------|
| 100% Customer Satisfaction Guarantee | 100% Customer Satisfaction Guarantee | 100% Customer Satisfaction Guarantee |

**Value & More**

| Product                              | Price                                | Price                                |
|--------------------------------------|--------------------------------------|--------------------------------------|
| 100% Customer Satisfaction Guarantee | 100% Customer Satisfaction Guarantee | 100% Customer Satisfaction Guarantee |

**100% Customer Satisfaction Guarantee**

| Product                              | Price                                | Price                                |
|--------------------------------------|--------------------------------------|--------------------------------------|
| 100% Customer Satisfaction Guarantee | 100% Customer Satisfaction Guarantee | 100% Customer Satisfaction Guarantee |



@ed\_lea



# Server



@ed\_lea



# Product



@ed\_lea



# User Experience (UX)



@ed\_lea



User Interface is what a person  
**interacts** with to accomplish  
their **goal**.



# User Interface (UI)



@ed\_lea



# User Interface (UI)



Stay out of the way

Be animated

Web accessibility

Mobile first





Inbox 3



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10



More ▾

More ▼

1-3 of 3 

Oct 6




Oct 4



Sep 24



- ▶ Starred

1-3 of 3 

- ▼ Everything else

1-25 of 9,063 

10:36 am



9:22 am



📧 9:14 am



3:43 am



12:30 am



No conversations selected

You are currently using 3.78 GB (25 %) of your 15 GB. – [Manage](#)



Gmail ▾

☐ ▾

Mark as read

▾

▾

More ▾

COMPOSE

Inbox (2)

Sent Mail

Drafts

Spam

More ▾

▾ Important and unread 1–3 of 3 ▾

☐

Oct 6

☆

☐

Oct 4

☆

☐

Sep 24

☆

▸ Starred 1–3 of 3 ▾

▾ Everything else 1–25 of 9,063 ▾

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10:36 am

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9:22 am

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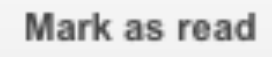
12:30 am

☆

Inbox x


Oct 6 (7 days ago) ☆

Click here to [Reply](#) or [Forward](#)



More ▾

More ▼

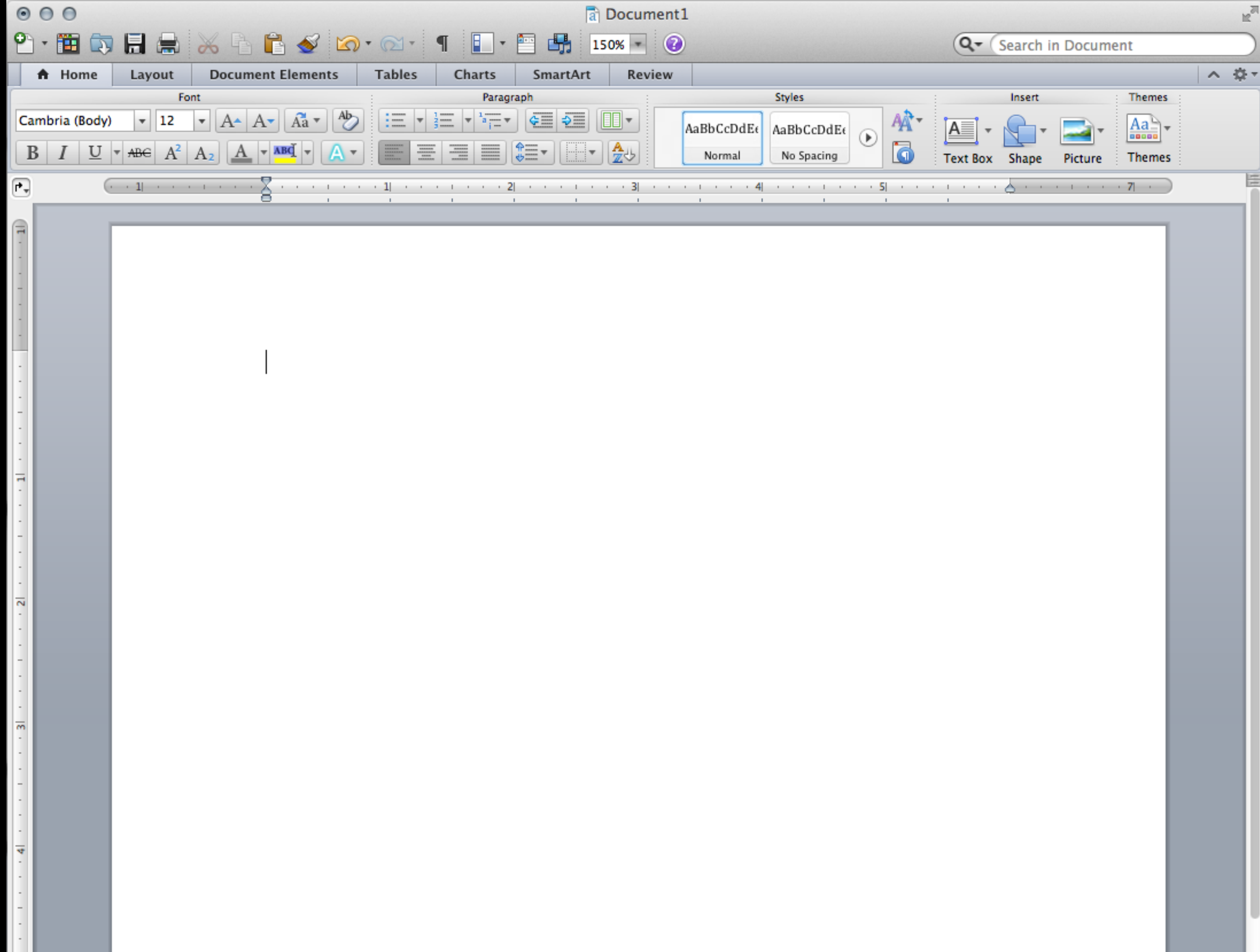
1-3 of 3 1-3 of 3 1-25 of 9,063  

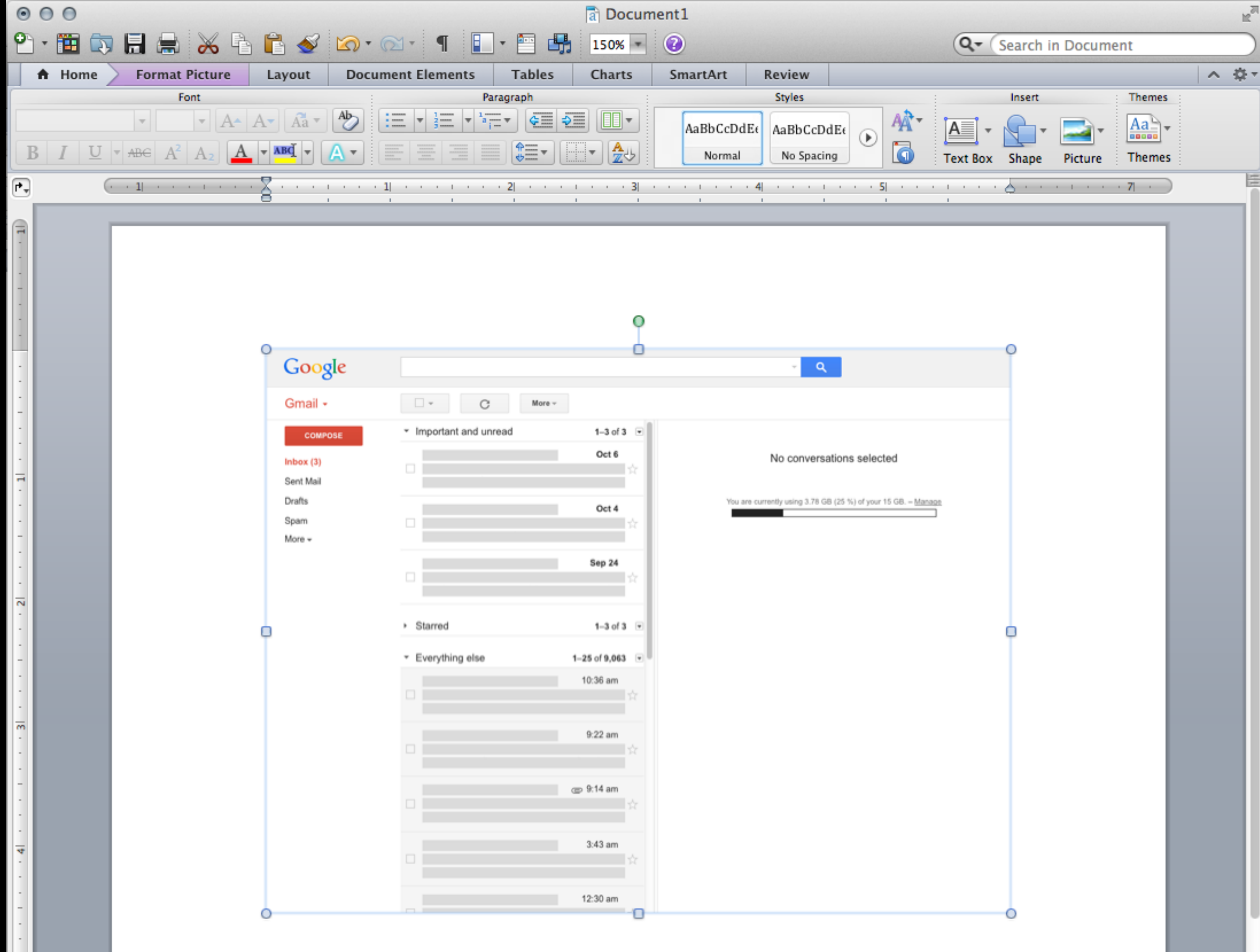
Click here to [Reply](#) or [Forward](#)

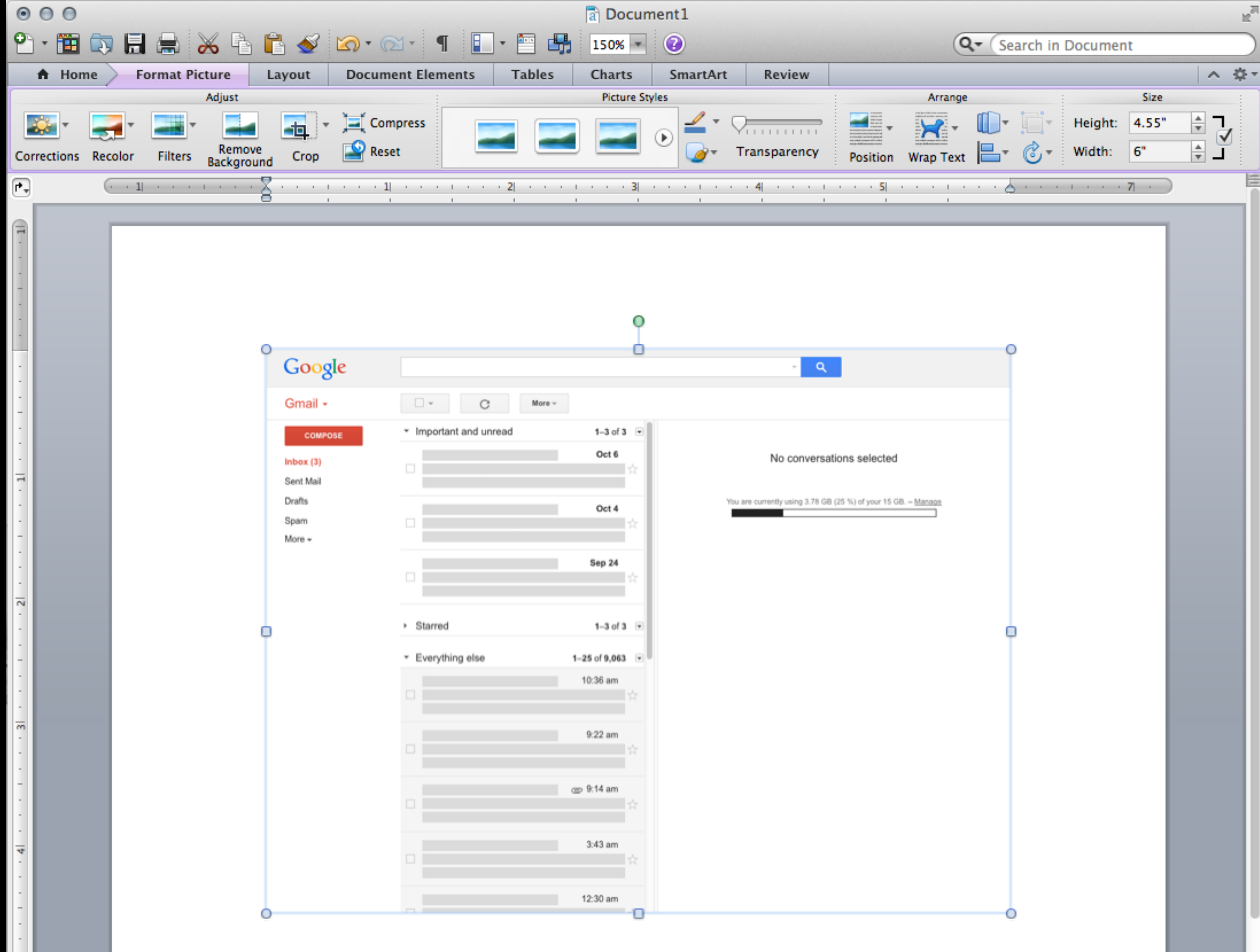


“Everything should be as simple as possible, but not simpler.”

Albert Einstein







Not all products are equal.

Some products by its very nature will look complicated but will work in a way that is still understandable.

# User Interface (UI)

Stay out of the way

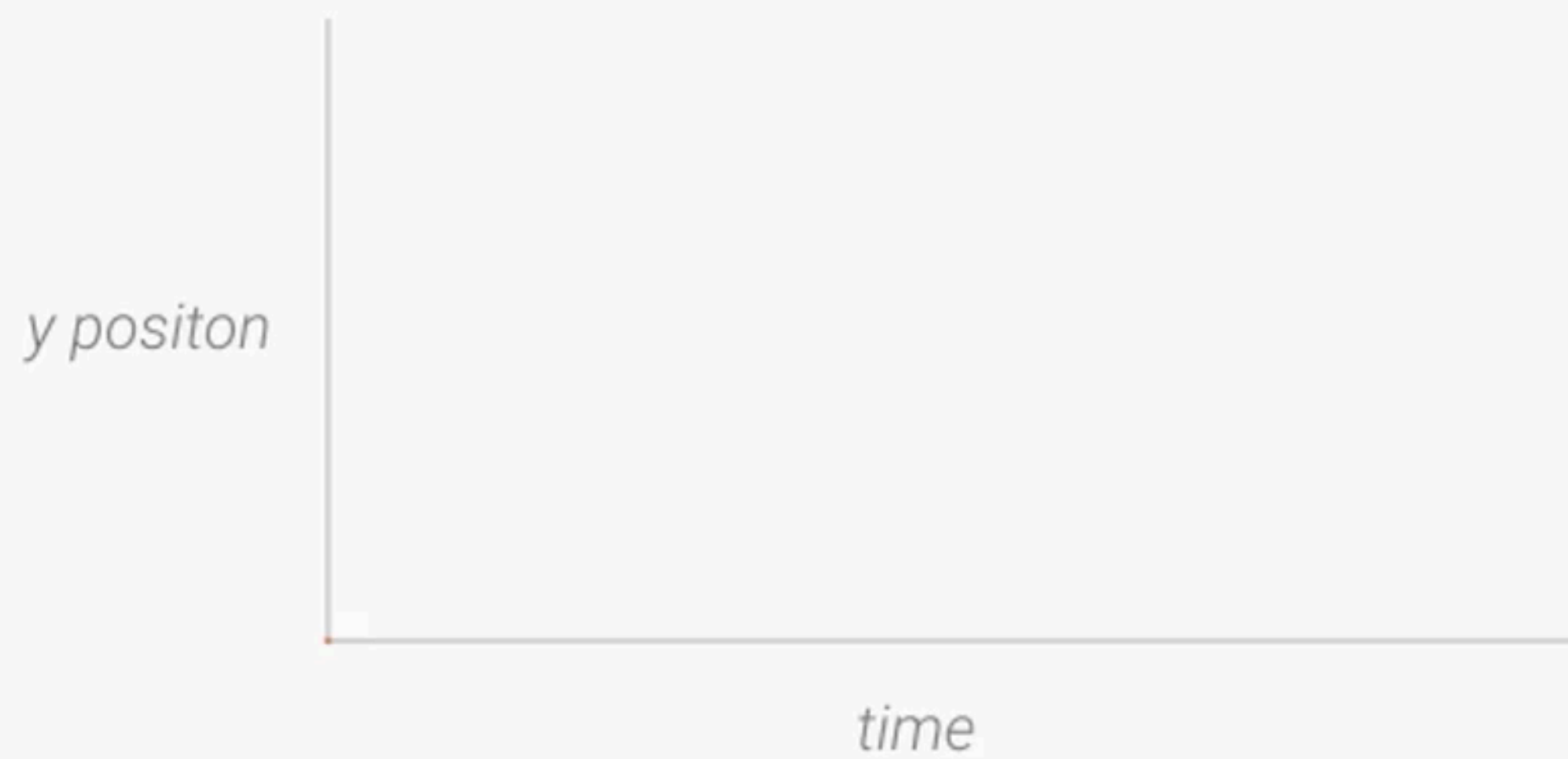
Be animated

Web accessibility

# Authentic Motion

<http://www.google.com/design/spec/animation/authentic-motion.html>





*linear*



*swift out*

# Responsive Interaction

<http://www.google.com/design/spec/animation/responsive-interaction.html>

 WIFI-01

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 WIFI-02

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 WIFI-03

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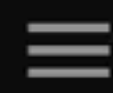
 WIFI-04

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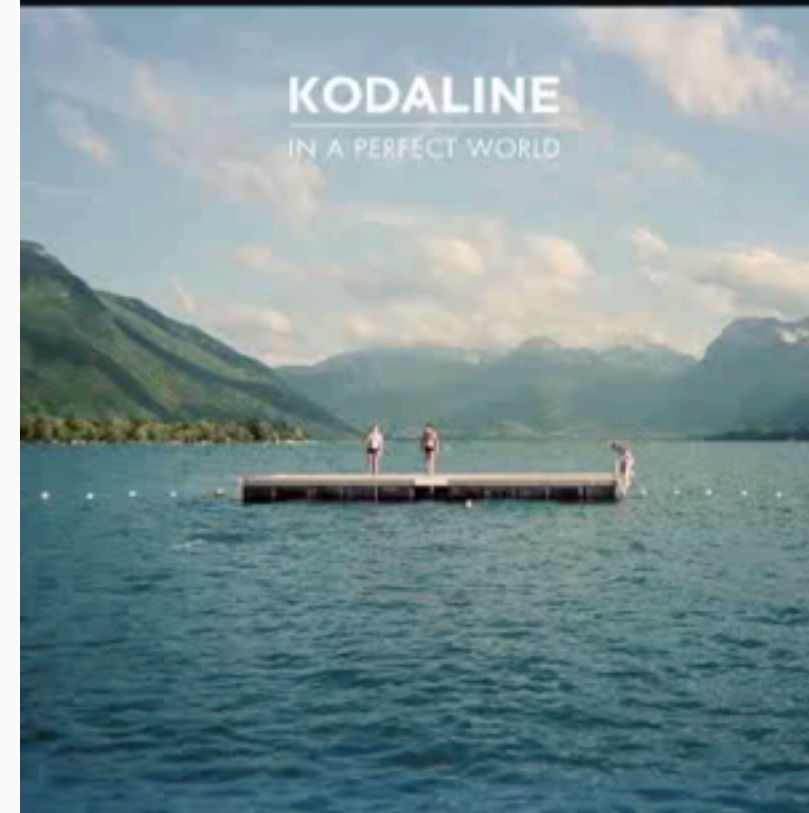
 WIFI-05

# Meaningful Transitions

<http://www.google.com/design/spec/animation/meaningful-transitions.html>



# My Library

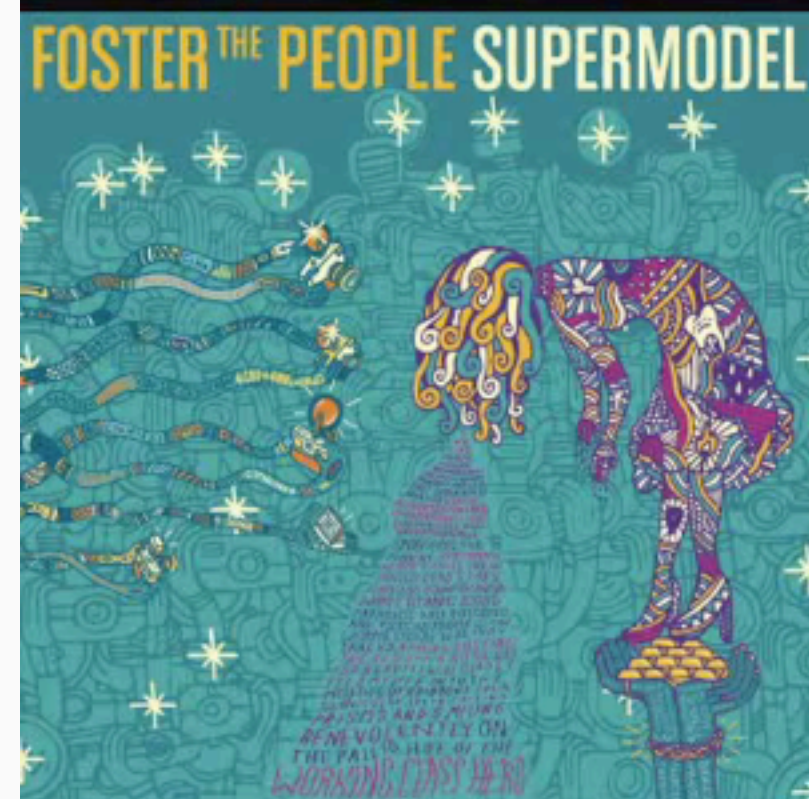


KODALINE  
IN A PERFECT WORLD

In a Perfect W...  
Kodaline



Recently added



FOSTER THE PEOPLE SUPERMODEL

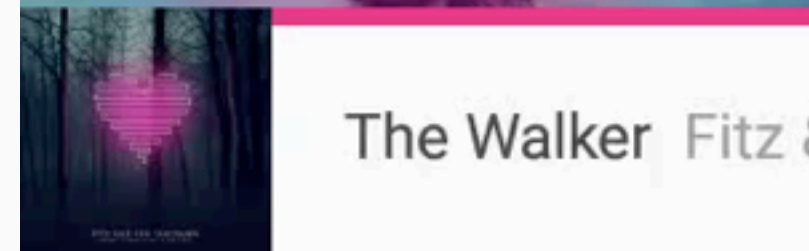
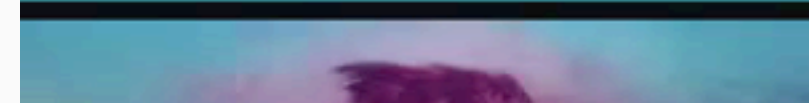
Supermodel  
Foster the People



ELLIE GOULDING

HALCYON DAYS

Halcyon Days  
Ellie Goulding



The Walker Fitz & The Tantrums





tos &gt; Beach



## Files



IMG\_4130.jpg

Jun 5, 2014



IMG\_4131.jpg

Jun 5, 2014



IMG\_4132.jpg

Jun 5, 2014



IMG\_4133.jpg

Jun 5, 2014



IMG\_4134.jpg

Jun 5, 2014



IMG\_4135.jpg

Animations need to serve a functional purpose.

Faster animations give the perception that your product is quicker than it actually is.



**User Interface (UI)**

Stay out of the way

Be animated

**Web accessibility**

The web should be accessible to people with a diverse range of **hearing, movement, sight,** and **cognitive ability.**

As many as 14% of the  
total population might live  
with disabilities.

Your product should be  
**perceivable, operable, and**  
**understandable.**



Content must be **robust** enough  
that it can be interpreted reliably  
with assistive technologies.

# Thank you!

@daleahn

[dale.ahn@acstechnologies.com](mailto:dale.ahn@acstechnologies.com)

# Resources:

## Voice & Tone

<http://www.voiceandtone.com>

## Ad-hoc Personas

<http://adlininc.com/adhoc/>

## Accessibility

<http://www.sitepoint.com/accessible-usable-website/>

<http://www.sitepoint.com/web-accessibility-tools-considerations/>

# Tools:

InVision

<http://www.invisionapp.com>

Sketch

<http://bohemiancoding.com/sketch/>