



Workplace UX Education Series

FY25 H1

Agenda

1 Welcome + getting started

2 cR's history

3 Things to remember

4 UX?

5 History

6 Activity

7 Case study

8 Conclusion & Q/A



We're your UX team - WXP

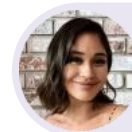
Thought leaders, designers, and writers on the frontiers of the future of work. Our mission is to **empower** Microsoft teams to make **hybrid** work simpler with bold ideas, **user-centered** ways of working, and equitable and inclusive designs. We champion each other's pursuit of excellence, to do and be their best. We bring **joy, excitement, and celebration** to our work to deliver products and services that employees love.



Christian Richard
Design manager



Praveen Aripirala
Design



Kaili Miyamoto
Design



Seong Ro
Content Design



Rui Shi
Design



Jeni Huang
Design



Kevin Toy
Research



Toby Fitch
Design



Kishore Telukuttu
Design

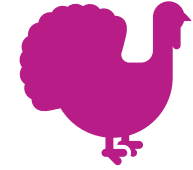
Objectives

The UX education series is designed to provide a deeper dive into how we understand people, our employees through the utilization of UX methodology.

In this series we will also cover **design thinking, information architecture, and interaction design**, providing practical insights into creating effective and user-friendly designs. **Visual design principles, including typography, color theory, and design systems, research, usability, accessibility and writing/content DESIGN** which are all crucial components of any UX solution making and help ensure that designs are both people-friendly, inclusive solutions that people want to use.



Session Timeline



October

November

December

10/8

Introduction to UX - What is UX? (cR)

10/22

Accessibility Design (Toby)

11/5

Design Thinking (Jeni)

10/15

Research/Usability Testing
(Kevin)

10/29

UX Writing / Content Design
(Seong)

12/4

Information Architecture / Interaction Design
(Joel/Praveen)
Visual Design (Rui)

WXP UX Education Series

Introduction to UX

User Experience (UX) is the **overall experience a person has when interacting with a product or service**. It encompasses all aspects of the end-user's interaction, including usability, accessibility, and the overall satisfaction derived from the interaction.

Research/Usability Testing

Research and usability testing **involve gathering data about peoples' needs, behaviors, and pain points and helps frame how to solve for them**. This process includes methods like surveys, interviews, and usability tests to ensure that the product meets user expectations and is easy to use.

Accessibility Design

Accessibility design focuses on creating products that are usable by people with a wide range of abilities and disabilities. This includes designing for screen readers, providing alternative text for images, and ensuring that all users can navigate and interact with the product effectively.

UX Writing / Content Design

UX writing, and content design **involve crafting the text, language and tone that someone experiences throughout a product** to guide and assist users. This includes everything from button labels to error messages, ensuring that the language is clear, concise, and helpful.

Service Design

Is a **problem-solving from a business perspective**, looking at the business processes that help support an experience of a product.

Information Architecture / Interaction Design

Information architecture involves organizing and structuring content in a way that makes it easy to find and use. Interaction design focuses on creating intuitive and engaging interfaces that facilitate user interaction with the product.

Visual Design

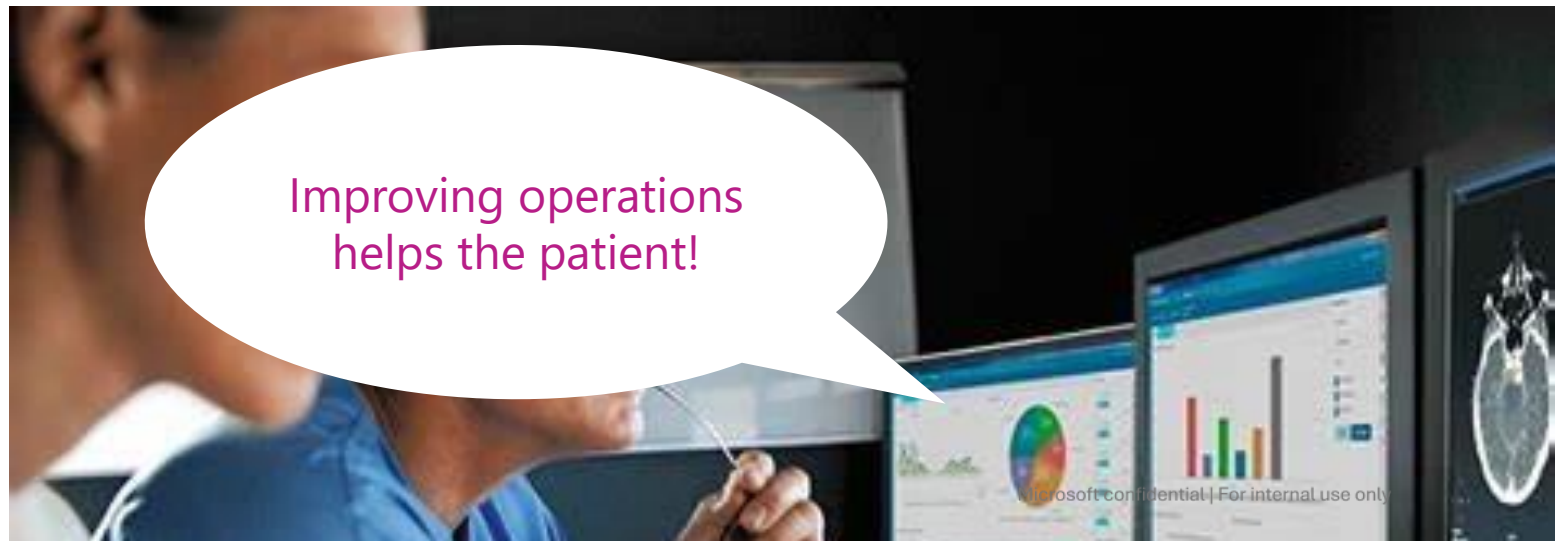
Visual design is about the aesthetics of a product, including layout, color schemes, typography, and imagery. It aims to create an appealing and cohesive look that enhances the user experience and aligns with the brand's identity.

01

Session 1 - Introduction to UX

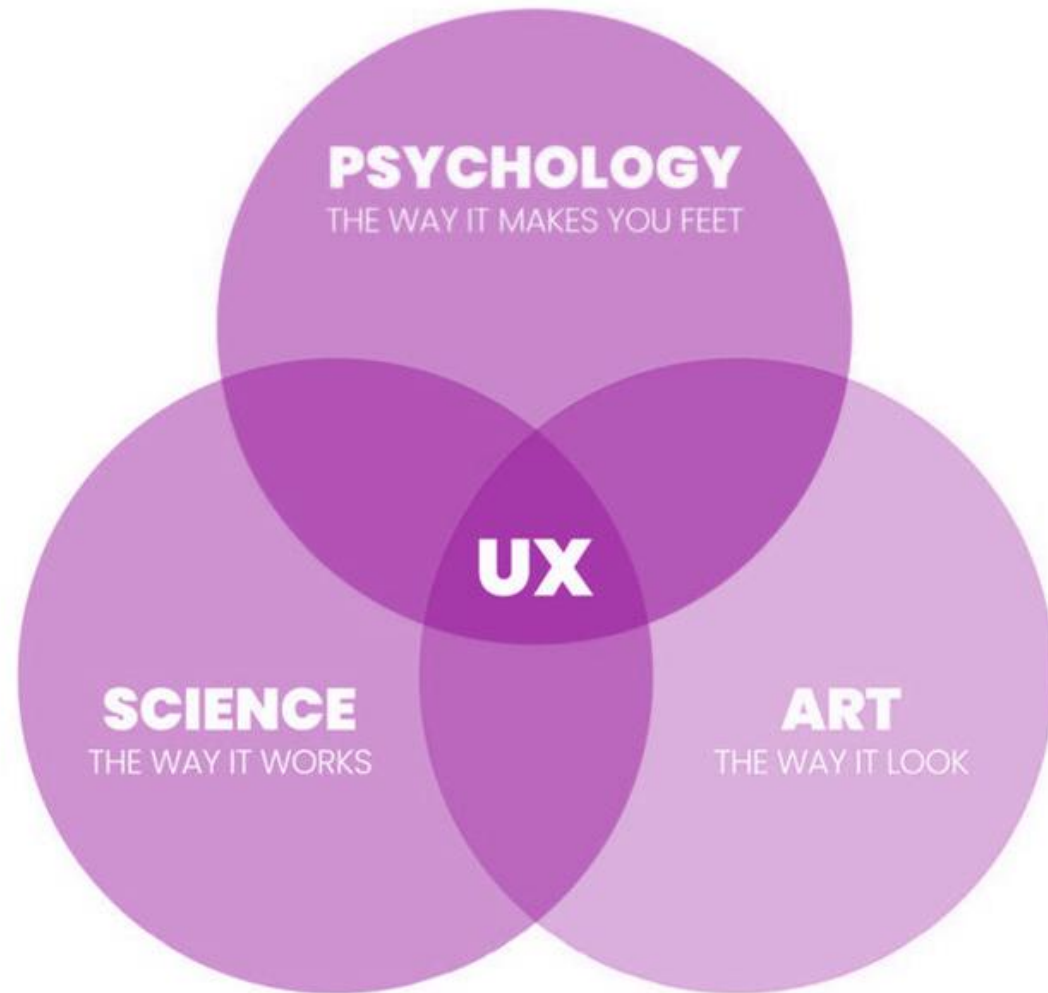


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What is UX?



‘Ideal’ UX process

Discover

Identify user needs, align on key problems, define success metrics.

UX/UR

- Problem analysis
- Inclusive research
- Journey map
- User need, JBTD, personas
- Concept workshop

PM/ENG

- Value proposition creation
- Market + business need
- Draft PRD
- Tech feasibility

Define

Set strategy, develop concepts, and iterate on design.

UX/UR

- Prioritize findings, user need
- Design ideation
- Content review
- Accessibility review
- Crit review meetings
- User testing + prototype

PM/ENG

- Program planning
- UX/PM/ENG review meetings
- Create ADO tickets

Develop

Build, test, and iterate on a Solution.

UX/UR

- Finalize design + handoff
- Design + content spec
- Accessibility spec
- Component creation
- Prototypes
- Validation testing

PM/ENG

- Grooming meetings
- Code development
- Verify & test before delivery
- AT test pass

Delivery

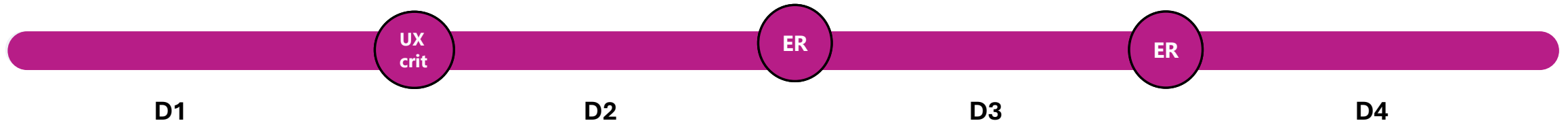
Deliver to partner teams, scale appropriately, and measure success

UX/UR

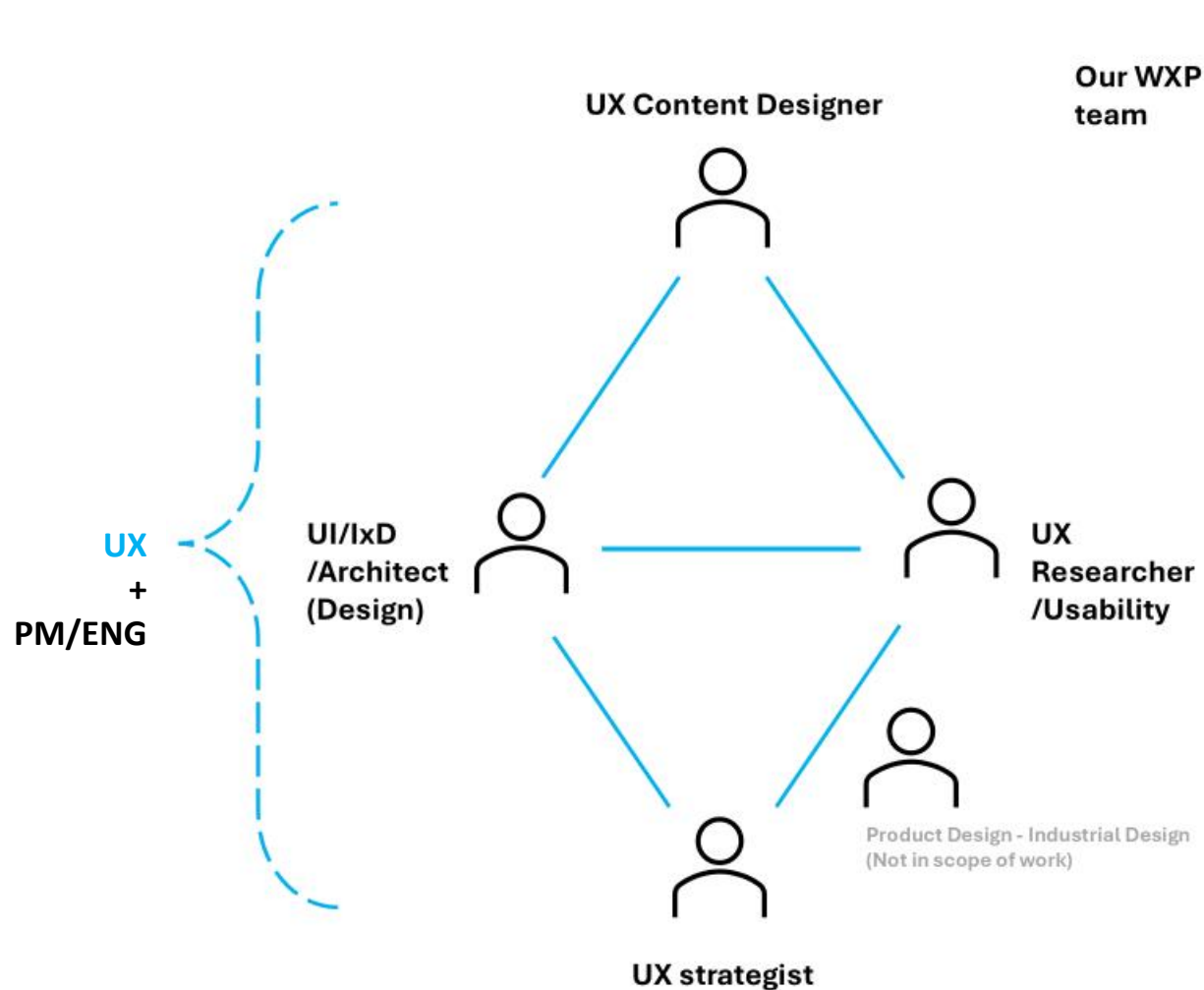
- Toolkit documentation
- A11y user guides
- Marketing
- Post launch research
- User data & satisfaction

PM/ENG

- Validate & delivery
- Experience review
- Bug bash, Bug fixes



Roles and Responsibilities



- **UX/UI Designer**: A UX designer creates and optimizes the overall human experience when interacting with digital products, systems, or services. They are the architects of delightful user journeys. They organize information, design navigation structures, and ensure that users find their way through digital experience without getting lost.
- **UX Content Designer**: They craft the microcopy—the text that guide users through interfaces. From button labels to error messages, they're the ones who make sure you don't accidentally delete your entire life's work with a single click.
- **UX Researcher**: They conduct user research to understand the needs, motivations, of the user. They find insights that guide the design process, ensuring it aligns with actual user desires and needs.
- **UX Strategist**: UX strategists align business goals with user needs. They ponder over long-term visions, competitive landscapes, and market trends. Their mantra: "How can we win this game?"
- **Product Designer**: They consider the entire product and especially the physical attributes. They collaborate with UI/UX designers, visual designers, and developers to create cohesive experiences.

The basics

UX design is all about creating products (websites, apps, the door handles cars, laundry machines – u name it!) that we use and that give users meaningful and relevant experiences



User “People” Centered Approach (U/PCD):

UX designers are like detectives. We investigate. Who are the users? What do they need? How do they think? What keeps them up at night? Armed with this knowledge, we craft experiences that cater to those needs. It's like baking a cake: you don't just throw random ingredients together; you follow a recipe.



Beyond Color/s

Aesthetics matter, But UX design goes deeper. It's about understanding the user's emotional journey. Imagine you're booking a flight online: the ease of finding the right flight matters, but so does the feeling of excitement when you hit that “Confirm Booking” button. UX designers aim for the sweet spot where functionality meets delight.



It goes beyond the product

It doesn't stop at purchasing, it's about the end to end - even when things don't go well, like troubleshooting a problem, or when your plane is delayed, or your car breaks down.



One size NEVER fits all

There's no universal “good” user experience. It's like finding the perfect pair of jeans—what fits you beautifully might be a saggy mess on someone else. A great UX adapts to context. It's like a chameleon that blends seamlessly into its surroundings.

Are we going to get
sued?



Good thing a patient
wasn't in there!

I wish we would have
thought through all
the use cases!



UX elements: Helpful

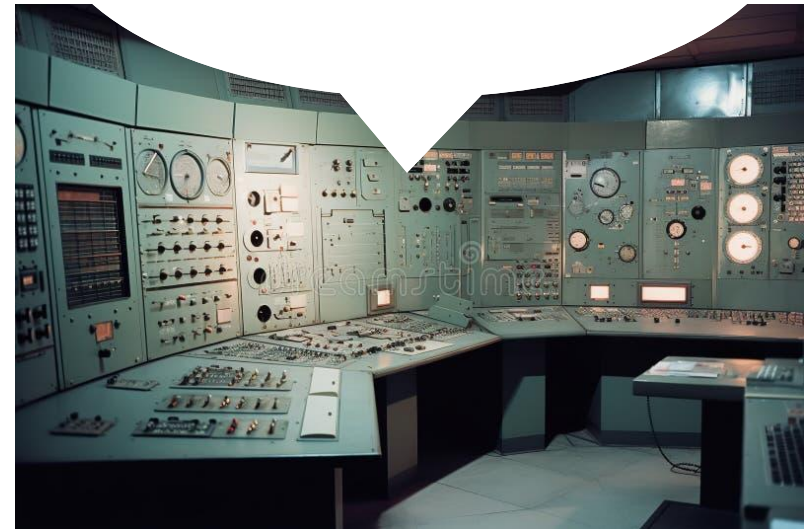
UX elements: **NOT**
Helpful



No help needed



Some help needed



Historically

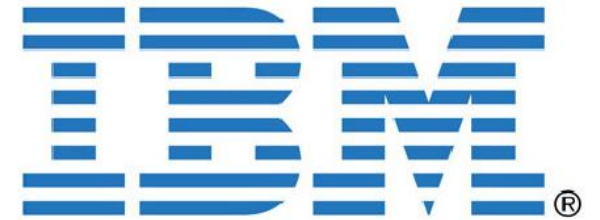
Graphic design



UPS



abc



IBM

Furniture



Architecture





Human factors

C.1-4
Law

office
(S.C-5)

South Carolina (Colony) Court of Chancery.
Records of the Court of Chancery of South Carolina,
1671-1779; edited by Anne King Gregorie, with an introd.
by J. Nelson Frierson. Washington, American Historical
Association, 1950.
676 p. 26 cm. (American legal records, v. 6)

1. South Carolina—Hist.—Colonial period—Sources
South Carolina



“When you design, you have to understand what the capabilities are of the people you're designing for.”

— Don Norman, “Grand Old Man of User Experience”



Activity



Activity

Instructions



(10 min)

Objective

Identify and discuss key UX factors that contribute to the usability and user satisfaction of a car dashboard.

Step 1 – understand what is happening

Analyze the usability and user experience of car dashboards.

Step 2 - Identify key UX factors such as:

- **Visibility:** Are the controls and displays easy to see?
- **Accessibility:** Are the controls easy to reach and use? (*Think about your own car*)
- **Intuitiveness:** Is the layout intuitive and easy to understand?
- **Feedback:** Does the dashboard provide clear feedback (e.g., lights, sounds, notifications, alerts)?
- **Aesthetics:** Is the design visually appealing?

Discussion + Conclusion

Discuss any differences in opinion and why they might exist.

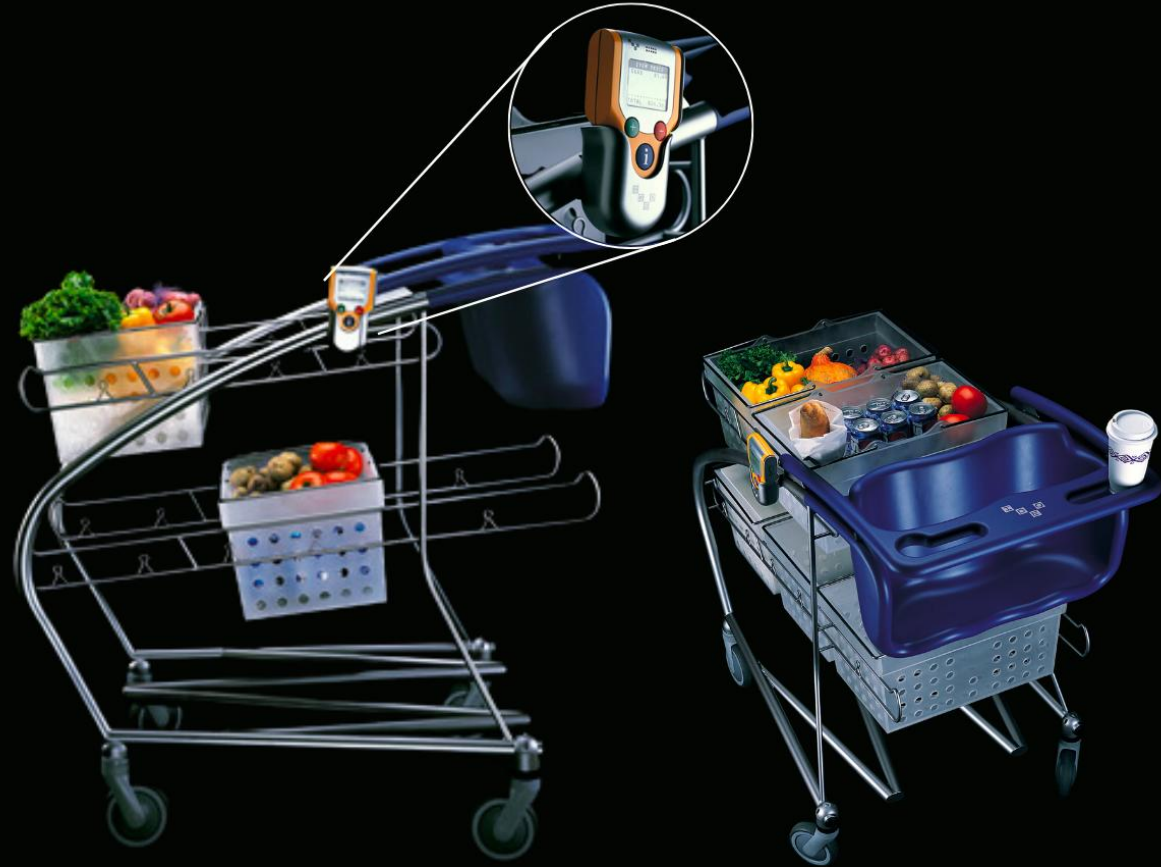


Case study

[Link](#)



Pushing Boundaries –
How IDEO's Shopping
Cart Redesign Taught
Agile Teams to Innovate
Fearlessly



Q&A



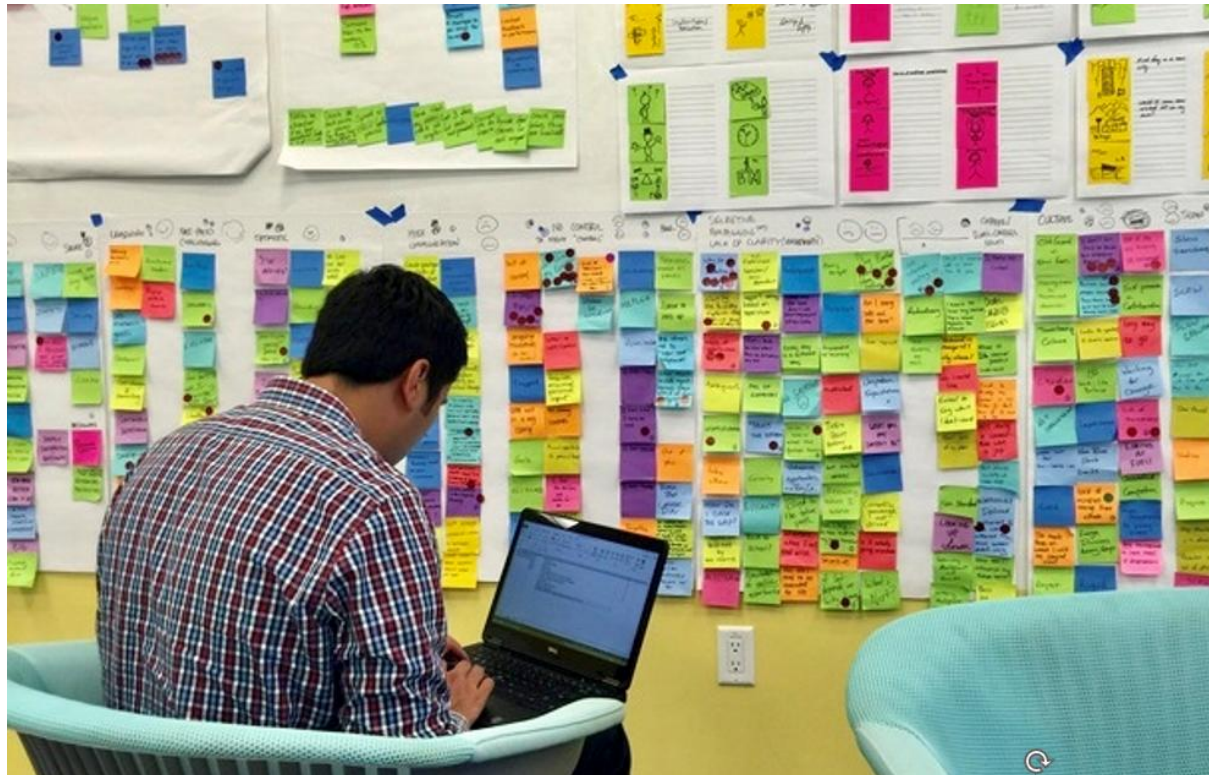
Thank you



02

Session 2 - Introduction to UX Research and Usability Testing

A little bit about me



MyHub

Viva

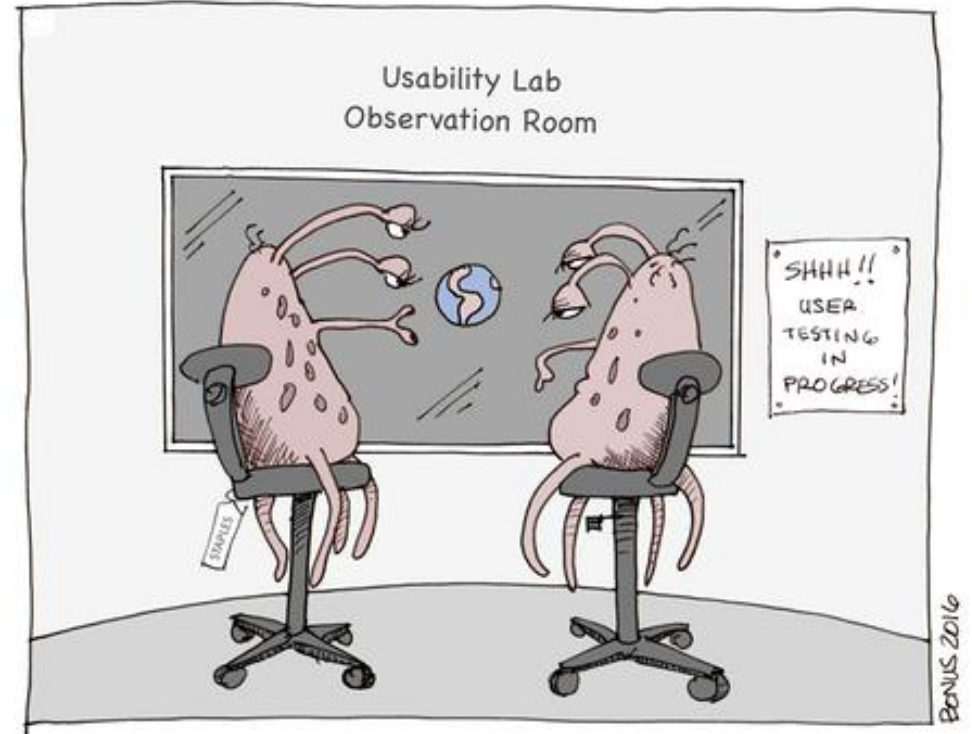
Digitally Assisted Workday

Smart Campus

Microsoft Places

Key Takeaways

1. What is Usability Testing (and what it isn't)
2. Key steps to setting up a usability test
3. Tips to empower YOU to conduct your own usability test



*"Grokknodd. How many times do I have to tell you?
It's not a user test, it's a **usability** test. We don't test **users**, we
test the interface's **usability**."*

UX research is...

The **systematic study of target user groups** to support the **design of people-first products and experiences**.



Why should we invest in UX Research?



ROI on UX research can rise to as high as 301%
3 out of 5 users think that a positive user experience is more influential than strong advertising.

As many as 50% of potential sales fall through because users can't find the information they need.

UX research can cut a project's development time by up to 50%.

Even when people love a company or product, 59% will walk away after several bad experiences, 17% after just one bad experience.

Not conducting UX Research can be disastrous!



"The plant was not designed for bad decisions that men can take, and men couldn't understand what the plant was doing in a crisis." – Don Norman

[Three Mile Island: How bad UX led to a nuclear meltdown](#)

There are MANY Research Methods

Attitudinal vs. Behavioral

What people SAY

What people DO

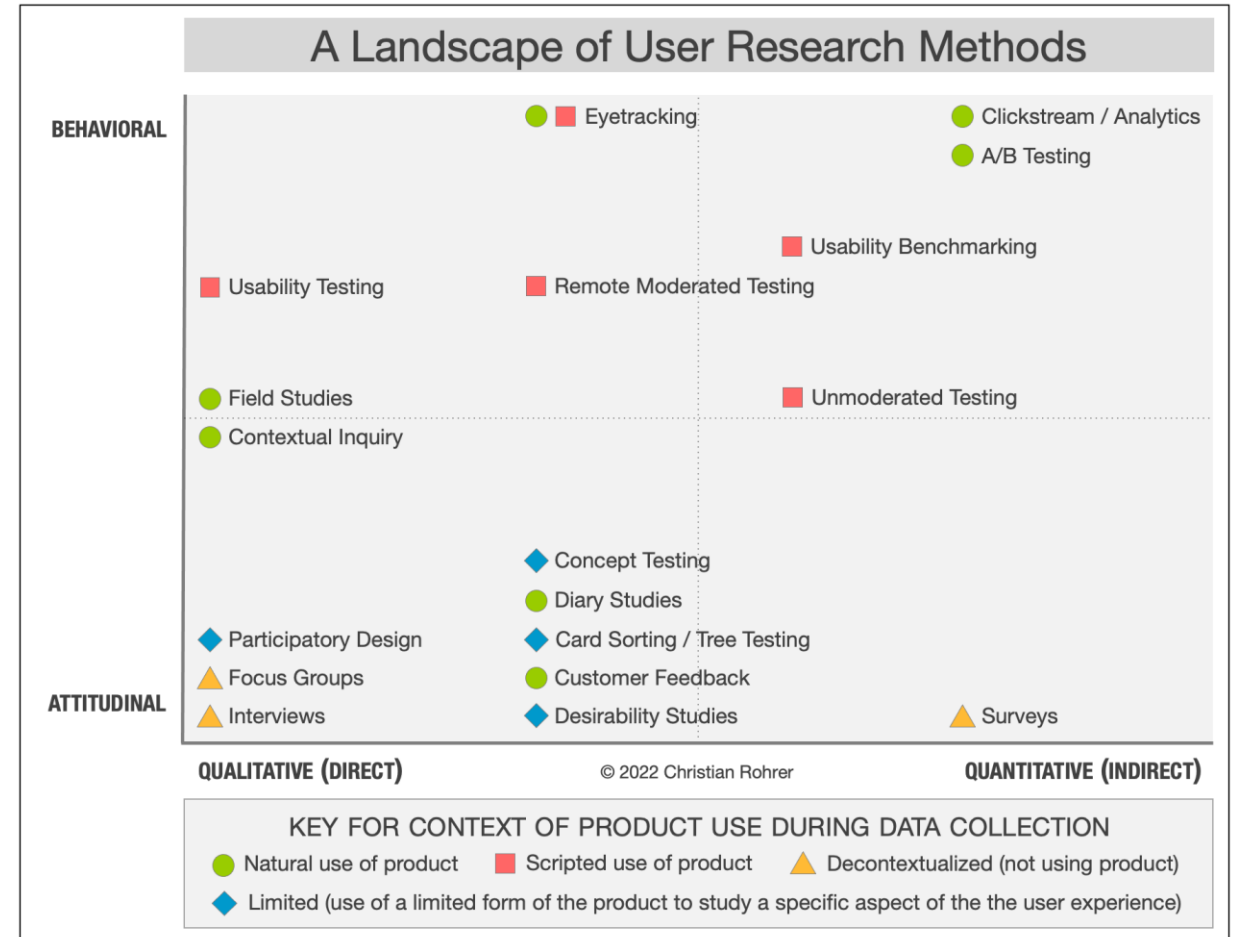
Qualitative vs. Quantitative

Why & How to Fix

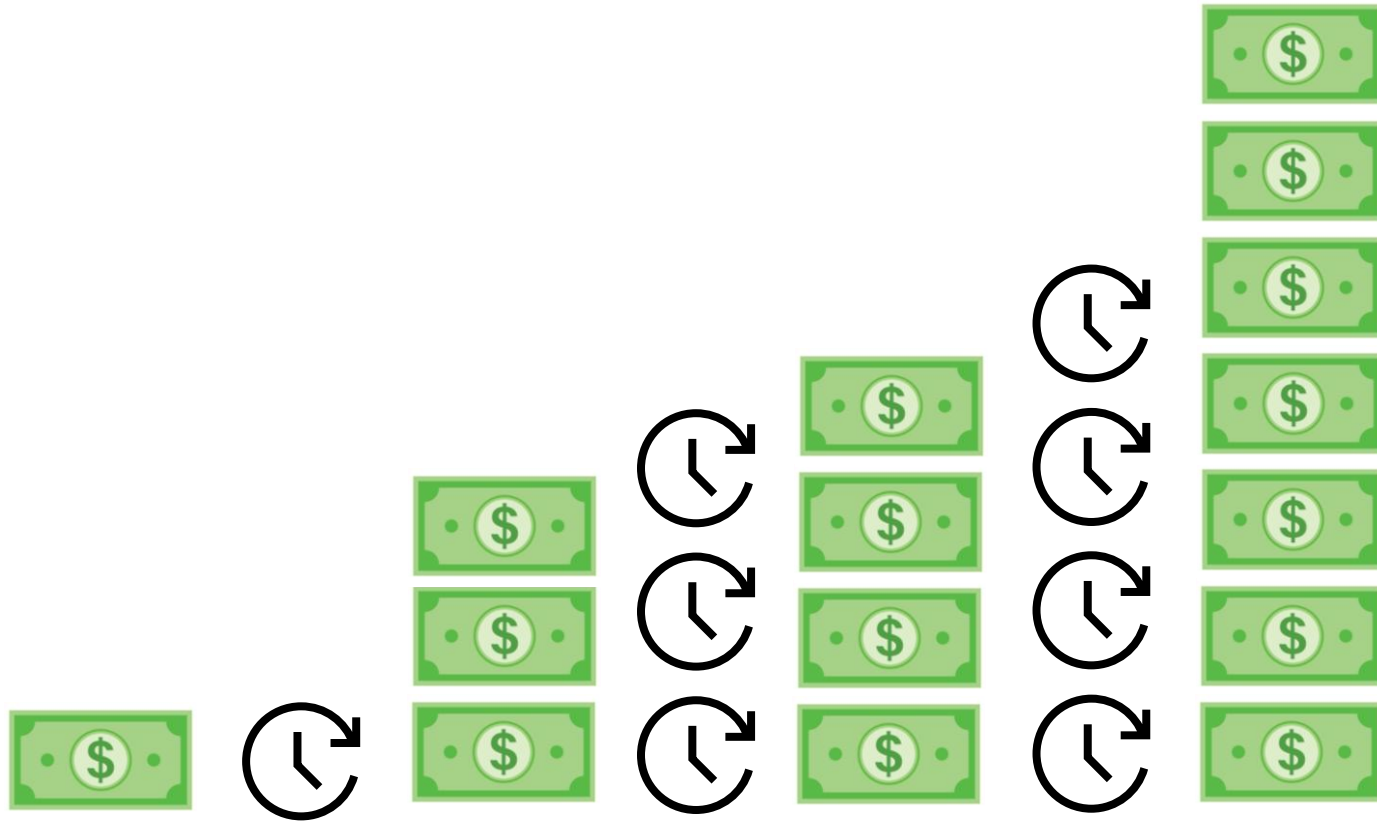
How many, How much

Context of Use

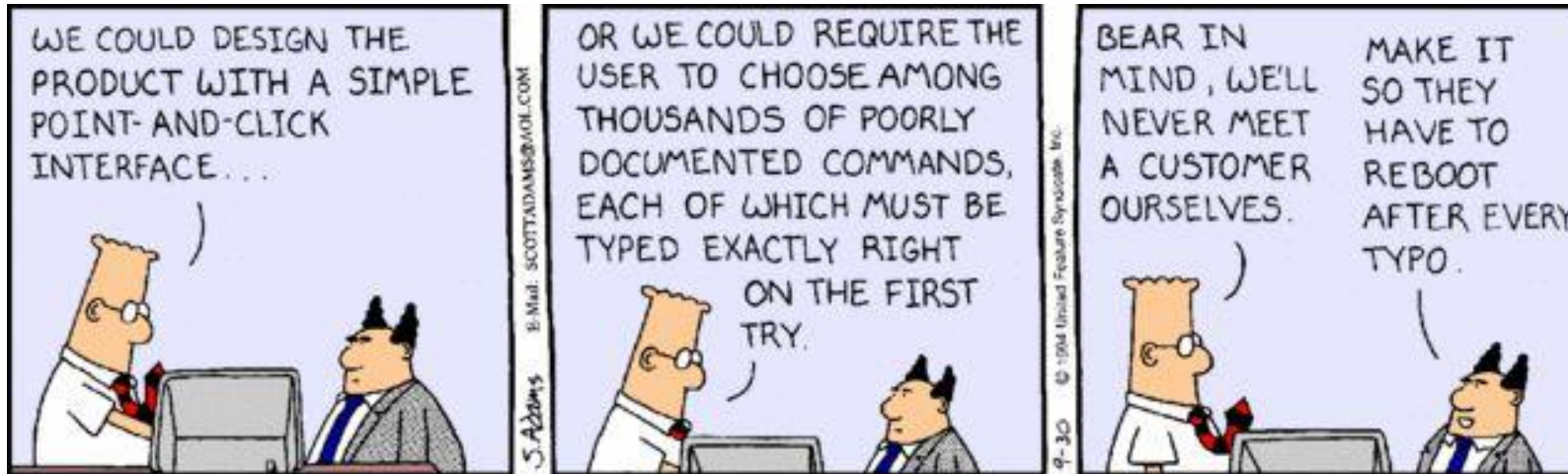
Natural, Scripted, Decontextualized, etc.



Complexity of research increases cost



Usability Testing 101



Usability Testing 101

What is Usability?

A measure of how **easy** and **effective** a product or system is to use, and how **satisfied** users are with it

What is Usability testing?

A type of user research where participants are observed using a product or interface to complete specific tasks, allowing product teams to assess the product's functionality and user-friendliness through observed actions and feedback.

Usability Testing: Flow of Information



Usability Testing 101 Cont'd

Can be:

- Qualitative or Quantitative
- Moderated or Unmoderated
- Remote or In-person

Will tell us:

- If a user can use a product for its intended function
- If a product allows a user to reach their goals
- How a user uses a product (not how we *think* they should)
- Where bugs and complicated user experiences lie within a product

Will NOT tell us:

- How users feel outside of their immediate actions
- Statistically significant quant data on usage patterns or trends
- Preferences between two versions of a design
- The desirability of a product
- Complete market demand and value

How to Run a Usability Test



1. Watch people try to use what you're building.



2. Ask them to think aloud while they do it.

Run a Usability Test in 5 Easy Steps!

STEP 1: Create Research Plan

STEP 2: Recruit Participants

STEP 3: Conduct Study

STEP 4: Analyze findings

STEP 5: Share insights

STEP 1: Create Research Plan

- Objectives & Research Questions
 - E.g. Evaluate efficiency, effectiveness and user satisfaction of [x features], evaluate usability of [product] navigation and interaction elements, Identify usability issues and opportunities for improving [x features]
- Methodology
 - Research method - E.g. remote vs. in-person, unmoderated vs. moderated, etc.
 - Stimulus - E.g. high-fidelity prototype
 - Target users– E.g. Existing vs. New users, remote vs. in-office employees, etc.
 - Metrics – E.g. Task success, Error rates, perceived ease of use, etc.
 - Tasks
- Additional details
 - E.g. Timeline, dependencies, etc.

STEP 2: Recruit Participants

Put your 'Sales hat' on:

- Flattery works
 - “We need your help! We want to learn from you!”
- Explain what they get from participating
 - “This will make the tools you use at work better”
- Provide some form of compensation (can be as simple as candy bars)

Recruiting participants can be challenging, don't let perfection be the enemy of good!

PARTICIPANTS NEEDED

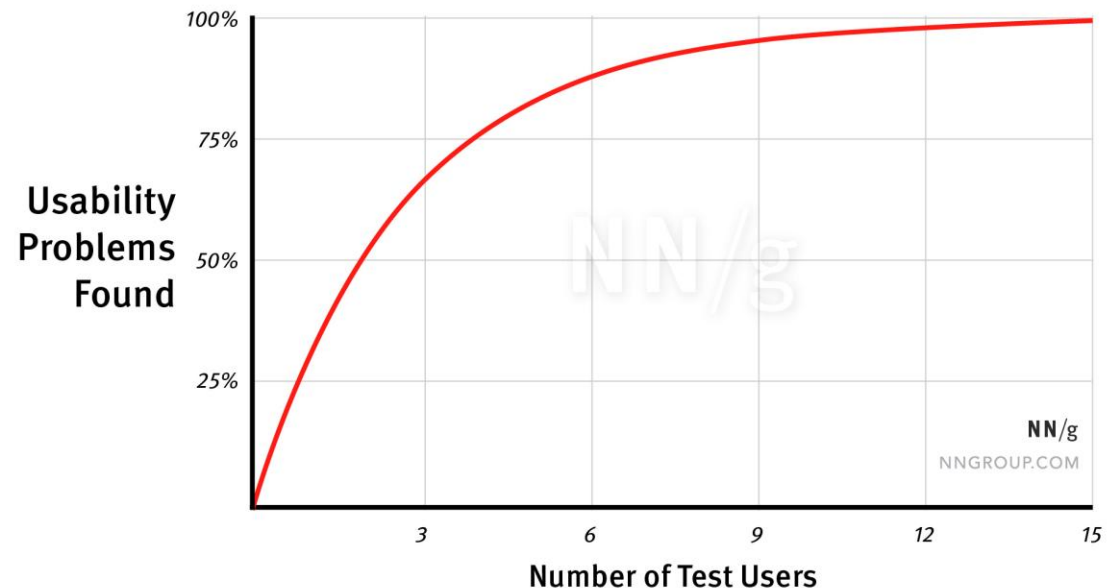


How Many Test Users in a Usability Study?

Simple Answer: **5 Users**

- Significant diminishing returns after 5 participants (Optimize ROI)
- Better to do more iterative testing with smaller samples vs. one large test.
- Exceptions dependent on type of study (e.g. for card sorts you want at least 15 users)

5 Users: The Optimal Sample Size for Qualitative Usability Studies



STEP 3: Conduct Study

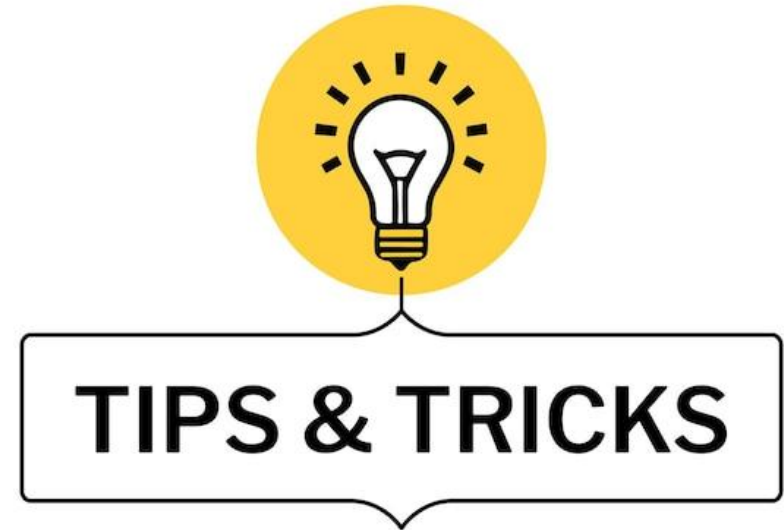
Usability Check-list:

1. Welcome the participant
2. Inform the Participant about Observers and Recordings
3. Have participant sign consent form (or provide verbal consent)
4. Manage Expectations & Introduce Think-Aloud Protocol
5. Conduct a short interview (optional)
6. Give Tasks One at a Time
7. Ask Follow up Questions
8. Check Whether Observers Have Questions
9. Thank Participant and End the Session



Tips for Moderating a Usability Test

- Invest time crafting a good discussion guide, time box sections
- Conduct a Pilot Test
- Make participants feel comfortable talking
- Talk less, listen more!
- Avoid biasing the participant (this is a lot harder than you think)



Tips for avoiding bias when moderating a study



CHECK YOUR
EMOTIONS: BE
NEUTRAL



TALK LESS, LISTEN
MORE



CONSIDER THE
SEQUENCE OF
QUESTIONS



DON'T SUGGEST YOUR
OPINIONS OR VIEWS



AVOID USING LEADING
LANGUAGE



ASK OPEN-ENDED
QUESTIONS



REPEAT WHAT USERS
SAY AND ASK IF YOU
GOT IT RIGHT



HAVE OBSERVERS
PROVIDE SECOND
OPINIONS

Asking unbiased questions

BAD

- What made completing this task a good experience?
- How simple and clean was the interface?
- Was the language used in the mobile app clear and straightforward?

GOOD

- How was your experience completing this task?
- What do you think of the user interface?
- How do you feel about the language used in the mobile app?

A few tips on crafting Usability Tasks

Formulate your tasks as scenarios

BAD:

“Buy a digital camera.”

GOOD:

“You are looking to purchase a new digital camera. Find the one you like best, then complete the purchase.”

Don't give away the answer in the wording of the task

BAD:

“Find a way to contact us.”

GOOD:

“You have a question about our pricing for your company. Find a way to get more information.”

Activity – Rate my moderation skills



(10 min)



Usability Test for my washing machine

Task

- You just spilled coffee on your favorite hand-knitted scarf that your grandmother made for you.
 - Use your new washing machine to clean the scarf on delicate cycle.
 - Ensure the water temperature doesn't damage the coloring of your beautiful scarf

STEAM CYCLE

Normal

Heavy Duty

Bedding

Allergiene™

Tub Clean

Delicates

Perm. Press

Speed Wash

Rinse+Spin

Downloaded



Wash Rinse Spin

Extra Hot Warm Tap Cold Extra High Medium No Spin Remote Cold Wash Heavy Normal Light

Temp. Spin *Spin Only Soil Extra Rinse *Signal

Delay Wash *Wi-Fi Pre-wash *Remote Start

Steam *Cold Wash

*Extra Function : Hold 3 seconds

All Cold Rinses

*Control Lock

TrueBalance™
Anti-Vibration System

INVERTER
DIRECT DRIVE
MOTOR
10

STEAM CYCLE

- | | |
|-------------|-------------|
| Normal | Delicates |
| Heavy Duty | Perm. Press |
| Bedding | Speed Wash |
| Allergiene™ | Rinse+Spin |
| Tub Clean | Downloaded |

Smart
Diagnosis™



*Extra Function : Hold 3 seconds

Wash	Rinse	Spin		Steam
AI			00	*Cold Wash
Extra Hot	Extra High	Remote	Delay Wash	
Warm	Medium	Cold Wash	*Wi-Fi	
Tap Cold	No Spin	Heavy	Pre-wash	
		Normal	*Remote Start	
		Light		
Temp.	Spin	Soil	Extra Rinse	
	*Spin Only		*Signal	

All Cold Rinses

*Control Lock

TrueBalance™
Anti-Vibration System

INVERTER
DIRECT DRIVE
MOTOR

10
YEAR

STEAM CYCLE

- | | |
|-------------|-------------|
| Normal | Delicates |
| Heavy Duty | Perm. Press |
| Bedding | Speed Wash |
| Allergiene™ | Rinse+Spin |
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Smart
Diagnosis™



*Extra Function : Hold 3 seconds

Wash 	Rinse 	Spin 		Steam *Cold Wash
Extra Hot	Extra High	Remote	Delay Wash *Wi-Fi	
Warm	Medium	Cold Wash		
Tap Cold	No Spin	Heavy	Pre-wash *Remote Start	
		Normal		
		Light		
Temp.	Spin *Spin Only	Soil	Extra Rinse *Signal	

All Cold Rinses

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INVERTER
DIRECT DRIVE
MOTOR

10
YEAR

STEAM CYCLE

- | | |
|-------------|-------------|
| Normal | Delicates |
| Heavy Duty | Perm. Press |
| Bedding | Speed Wash |
| Allergiene™ | Rinse+Spin |
| Tub Clean | Downloaded |



Wash

Rinse

Spin

Steam
*Cold Wash

Extra Hot

Extra High

Remote

Delay Wash
*Wi-Fi

Warm

Medium

Heavy

Pre-wash
*Remote Start

Tap Cold

No Spin

Normal

Light

Temp.

Spin
*Spin Only

Soil

Extra Rinse
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*Extra Function : Hold 3 seconds

All Cold Rinses

*Control Lock

TrueBalance™
Anti-Vibration System

INVERTER
DIRECT DRIVE
MOTOR
10 YEAR
WARRANTY

STEAM CYCLE

- | | |
|-------------|-------------|
| Normal | Delicates |
| Heavy Duty | Perm. Press |
| Bedding | Speed Wash |
| Allergiene™ | Rinse+Spin |
| Tub Clean | Downloaded |



Smart Diagnosis™



Wash
AI

Rinse

Spin

99

Steam
*Cold Wash

Delay Wash
*Wi-Fi

Pre-wash
*Remote Start

Extra Hot

Extra High

Remote

Cold Wash

Heavy

Normal

Light

Warm

Medium

No Spin

Temp.

Spin
*Spin Only

Soil

Extra Rinse
*Signal

Tap Cold

*Extra Function : Hold 3 seconds

All Cold Rinses

*Control Lock

TrueBalance™
Anti-Vibration System

INVERTER
DIRECT DRIVE
MOTOR
10 YEAR
WARRANTY

Activity – Rate my moderation skills

What moderation mistakes did I make?

What could I have done different?



Q&A



Thank you



03

Session 3 - Introduction to UX Accessibility

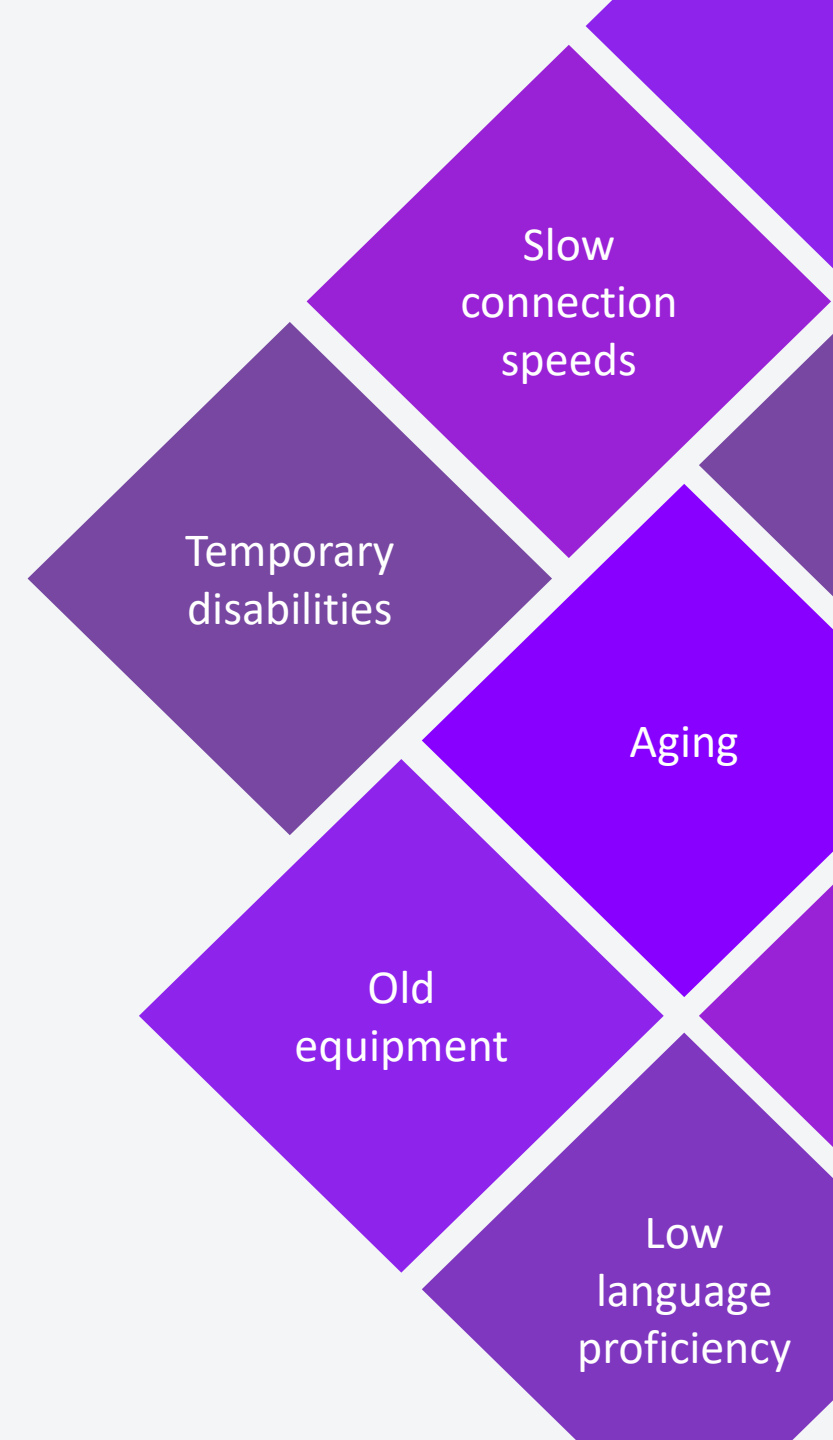
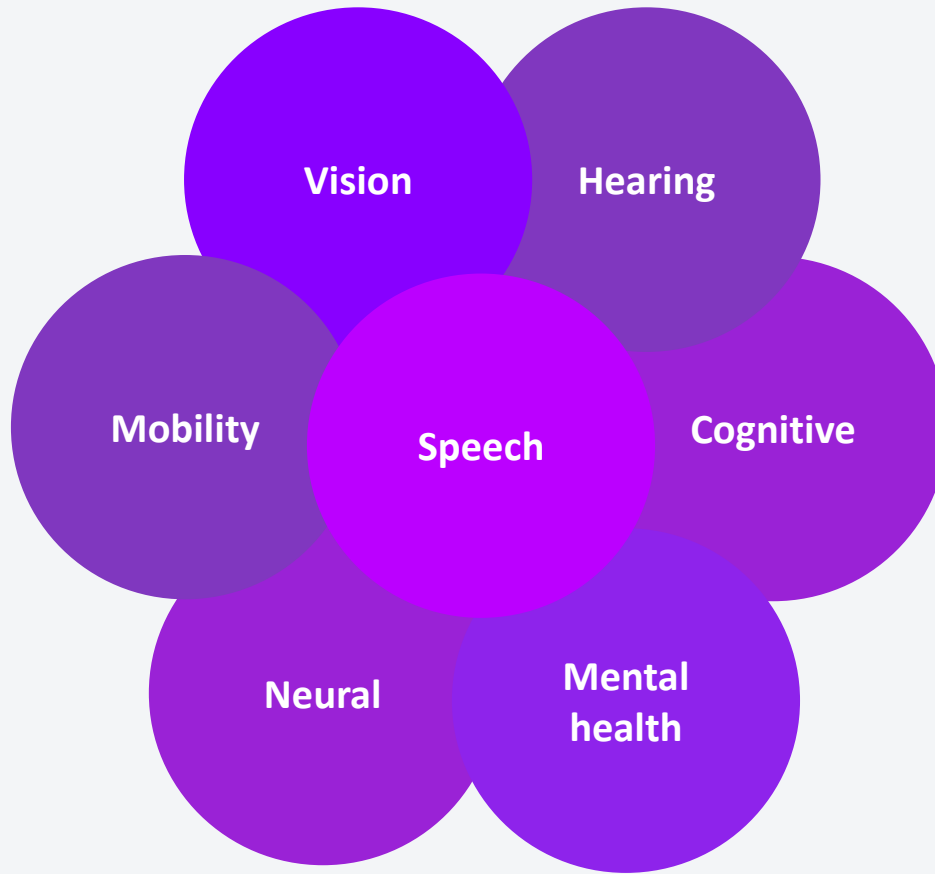
Accessibility

at the core of our UX

craft inclusive & accessible-first experiences in every stage of our product – from ideation, research to design and code – where all users are empowered to **be authentically themselves**



Major categories of disability types



Why is it important?

Accessibility creates value

- Xbox Adaptive Controller (right), Seeing AI (bottom right), and Play My Emails (Outlook feature) are all examples of Grade A experiences. **Why?**
- Accessibility is a key avenue in providing **equitable experiences**. Accessibility isn't just about making difficult things easier, it's about making impossible things possible.
- Without accessibility, people with disabilities (PwD) have no autonomy. PwD want and deserve to be able to be independent... even for every day things we all take for granted.

Bad accessibility means

- Subpar project, frustrated teams and customers
- Increased legal risk, exposing Microsoft to possible lawsuits. Lawsuits are increasing each year.
- Inequitable experiences
- Decreased sales, impact, ability to empower people/organizations to do more
- Potential negative PR for Microsoft
- Unplanned expenses



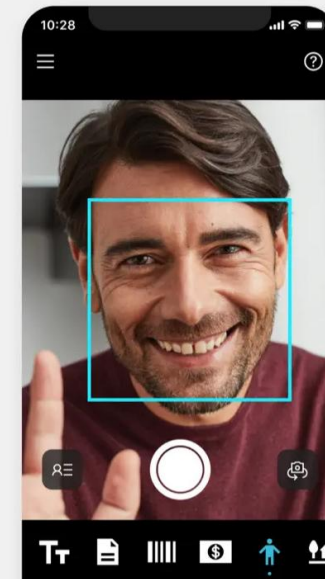
Short Text

Speak text instantly.



People

Recognize friends.
Describe faces and expressions.



Product

Scan barcodes using audio beeps to
guide you.



Labor market for PwD



Shifting attitudes

Today, there's a 28% increase of workers with disabilities in the labor force since Feb 2020

The increased investment in the past few years in remote and hybrid work has made working more accessible



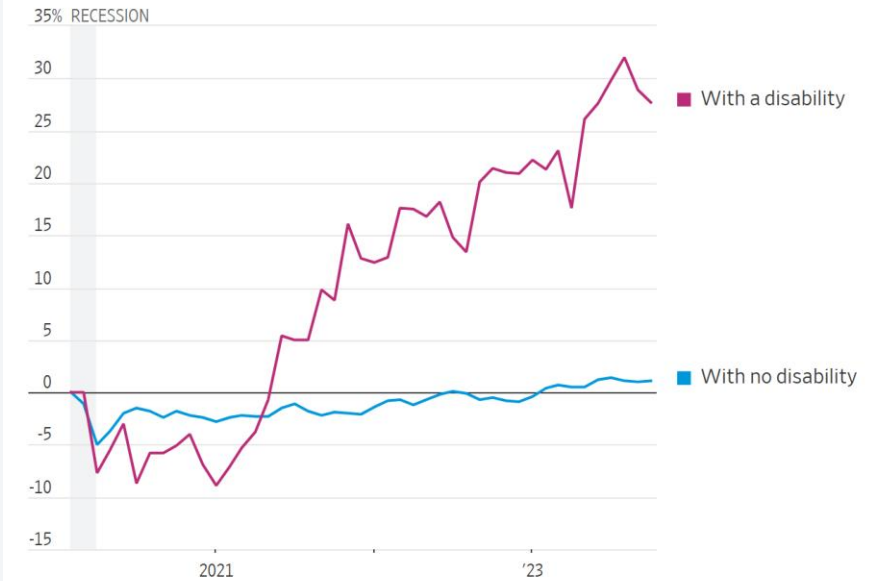
Flexibility

Employers are increasingly shifting disability hires to help alleviate long-term worker shortages.

However, there is still plenty of obstacles and challenges in supporting those employees due to limitations of the systems we create and live in.

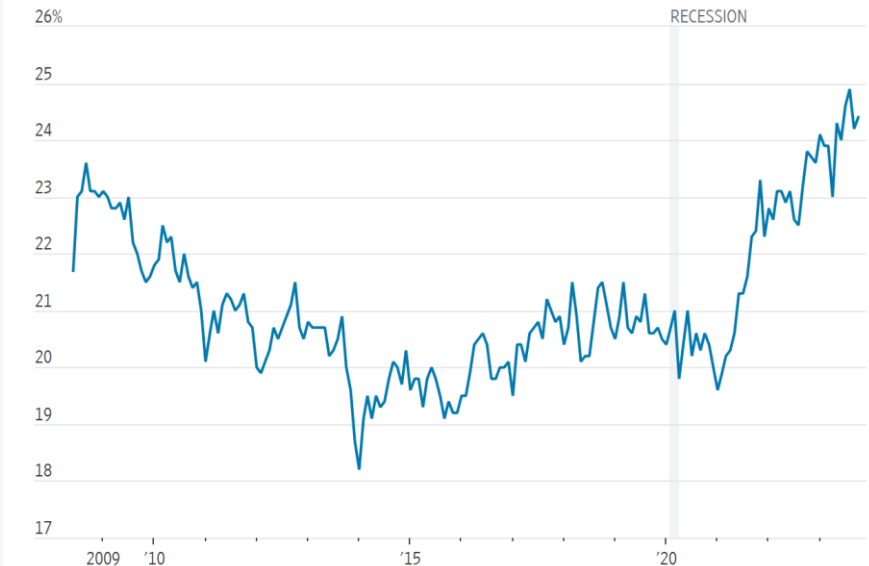
Sources: [Labor Shortages, Remote Work Fuel Job Gains for Workers With Disabilities - WSJ](#)

Change in Labor Force Since February 2020



Note: Not seasonally adjusted
Source: Labor Department via St. Louis Fed

Labor Force Participation Rate, Persons With a Disability, 16 Years and Over



Note: Not seasonally adjusted
Source: Labor Department via St. Louis Fed

Principles

Ship compliant Experiences to customers and not regress capabilities for People with Disabilities, otherwise we delay release until acceptable bar is met.

Customer driven Connect, obtain feedback and **co-design with** People with Disabilities (*not for*).

Shift Left Strive toward engineering efficiency and capture accessibility bugs as early as possible.

Transparent and simple There is a single governance model for all projects/features/services/websites with transparency in how data is collected and reported.

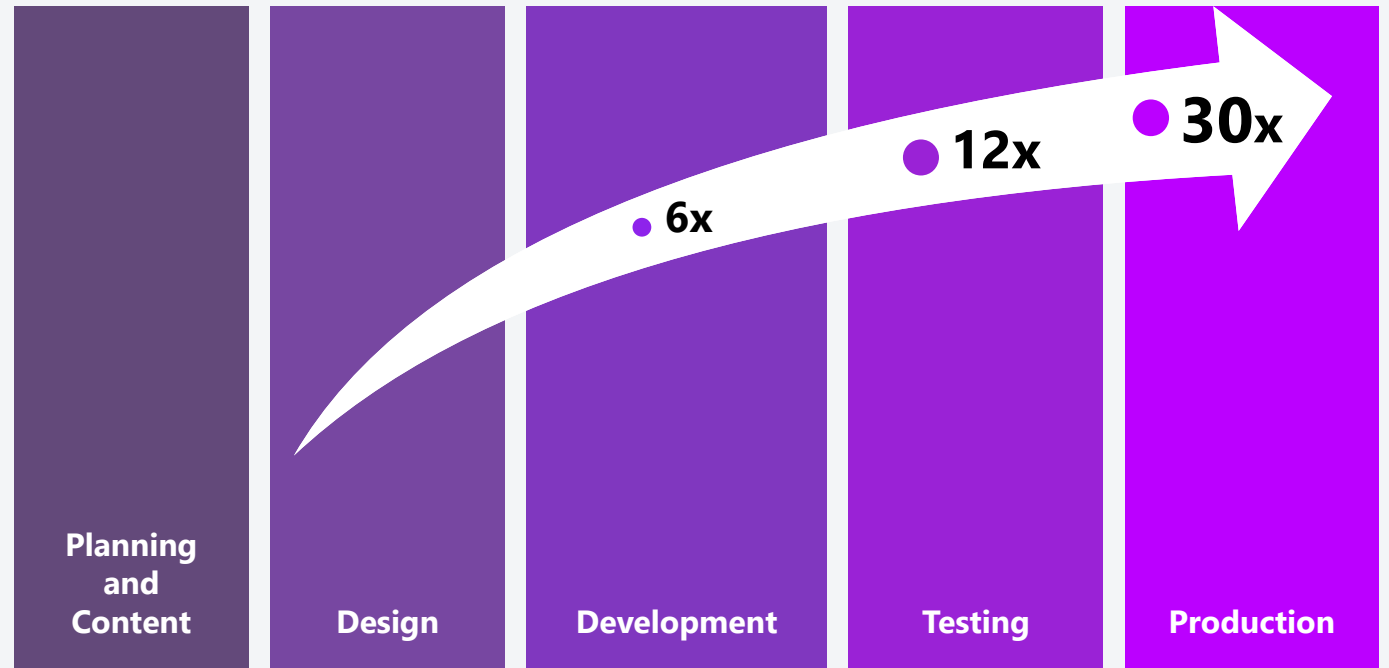


Shift left

67%

accessibility issues can originate in design*

*study conducted by Deque



Accessibility bugs take:

- **6 times longer** to fix defects in development
- **12 times longer** to fix them in testing
- **30 times longer** to fix them in production.

Accessibility pillars



Assistive technologies

Screen readers. Large text.
Responsive layouts. Alt text.
Captions. Voice access and etc.



Content design

How to give your audience the
information they need when they
need it.



Inclusive design

People centered. Seek out
exclusions, and use them as
opportunities to co-design new
and better experiences. **Solve for
one, extend to many**



Compliance

Microsoft Accessibility Standards
(MAS)

American Disabilities Act (ADA)
Europe Accessibility Act (EAA)
Web Content Accessibility
Guidelines (WCAG)

Accessible design basics

- Tokens and color themes
(*Light / Dark / High Contrast Modes*)
- Color blind representation
- Color contrast ratios
- Interactive states

Aa

Aa

Link

Small text: Foreground 1 (#242424)
Background: Background 3 (#F5F5F5)

Accessibility: Pass
Contrast ratio: 14.23:1

Large text: Foreground 4 (#707070)
Background: Background 3 (#F5F5F5)

Accessibility: Pass
Contrast ratio: 4.54:1

Link: Brand Foreground link (#4F52B2)
Background: Background 3 (#F5F5F5)

Accessibility: Pass
Contrast ratio: 6.05:1

Overdue 

You have 2 incomplete tasks in your backlog.
To mark these items as complete or extend
the completion date open the app

[Contasko app](#) 

 **Mona Kane**
Project Manager

Light

Overdue

You have 2 incomplete tasks in your backlog.
To mark these items as complete or extend
the completion date open the app

[Contasko app](#) 

 **Mona Kane**
Project Manager

Dark

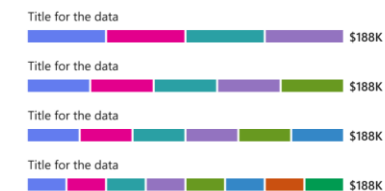
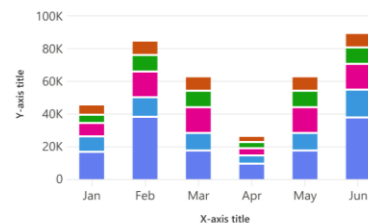
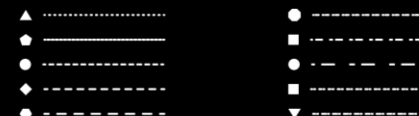
Overdue

You have 2 incomplete tasks in your backlog.
To mark these items as complete or extend
the completion date open the app

[Contasko app](#) 

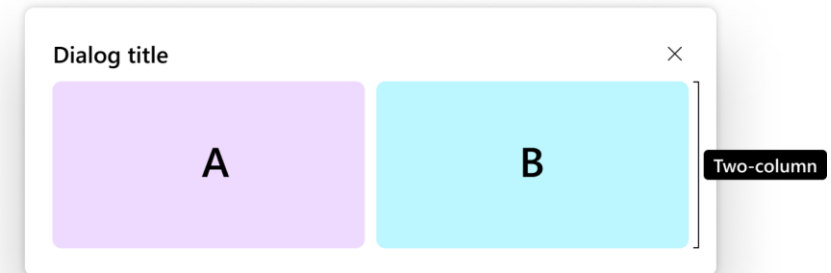
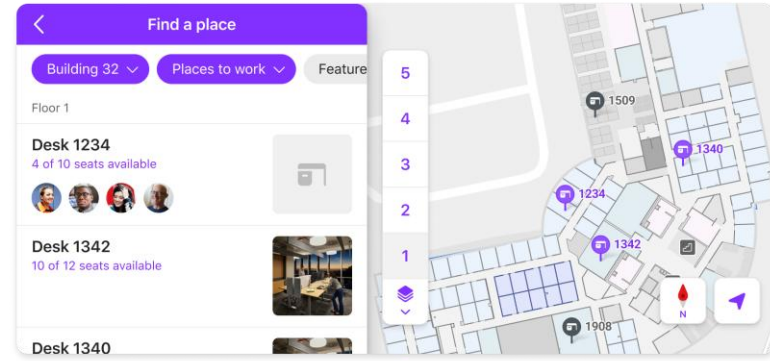
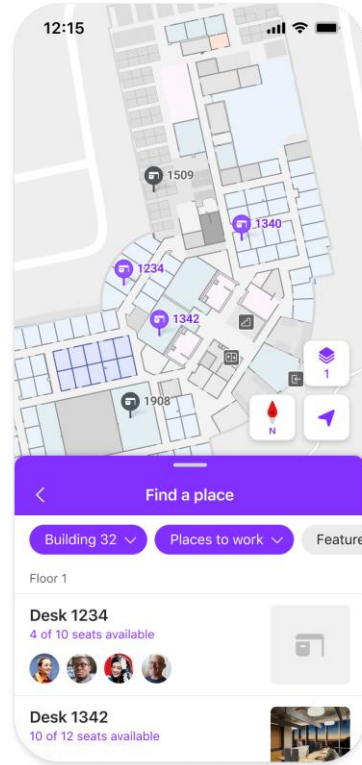
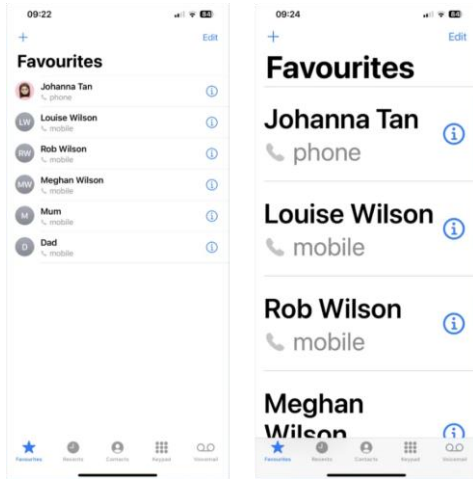
 **Mona Kane**
Project Manager

High contrast



Accessible design basics | Reflow, responsive design, orientation

- Text resize / browser zoom
- Long text strings / content truncation
- Responsive design / content reflow
- Desktop vs mobile
- Orientation for landscape / portrait

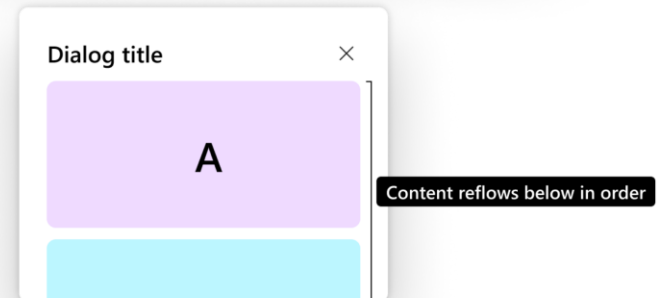


Jelly beans biscuit jelly oat cake cheesecake. Liquorice jelly beans cupcake. Apple pie croissant sugar plum carrot cake.

Jelly beans biscuit jelly oat cake cheesecake. Liquorice jelly beans cupcake. Apple pie croissant sugar p

plum carrot cake.

Hippopotomonstrosesquipedaliophobia means a fear of long words.



Accessible design basics | Content, alt text, and consistent structure

✗

INTRODUCING
MICROSOFT
COPILOT

Avoid: All Caps

✗

We believe our Fluent principles will guide our product experiences for years to come. They're grounded in our deep understanding of how customers navigate the world, and are rooted in our beliefs about what empowers people to achieve more.

Avoid: Justified paragraphs

✗

"The best thing to come from Microsoft."

Avoid: Centered paragraphs

✓

Megabytes= MB

✗

Megabytes= mb

✓

Mile = mi

✗

Mile = m

✓

Mar Apr May
Sat Sun

✗

M A M
S S

✓

1 AM
3 AM
1 PM
3 PM

✗

AM
1
3
1
3

✓

206-867-5309

✗

206.867.5309
206 867 5309

✓

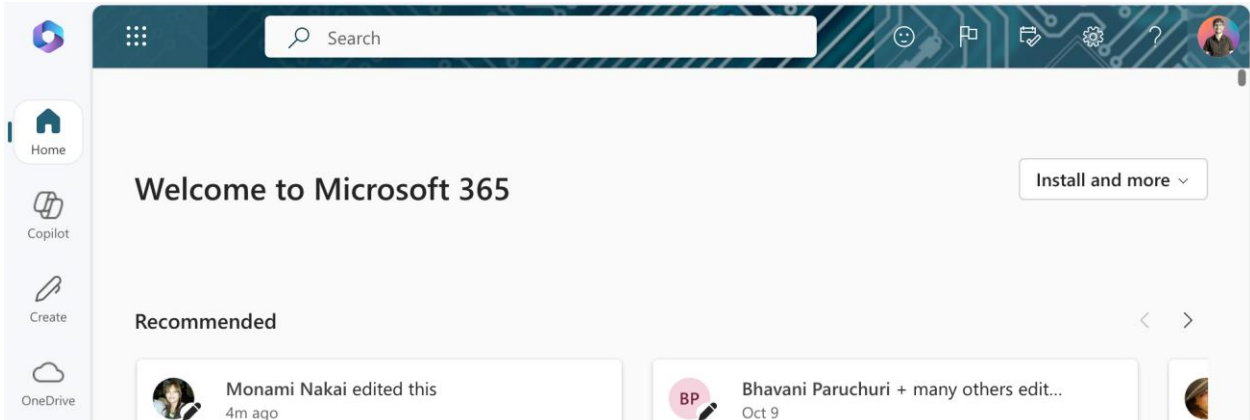
\$99.99

✗

\$99⁹⁹

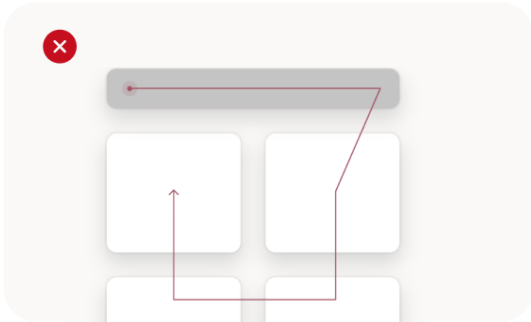
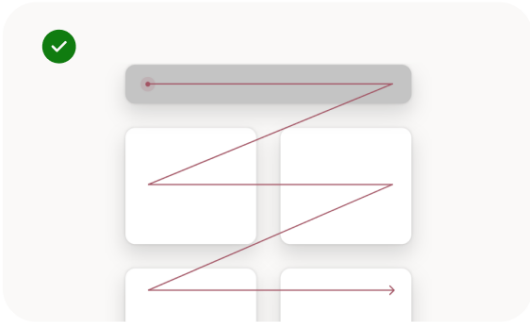


Example: This image will be used on a page about track tryouts.
Poor Alt Text: "Harvard Runners."
AI-gen Alt Text: "Old Greek stadium with a miniature figure running up the stairs."
Useful Alt Text: "Harvard Stadium with two lone runners bounding up the steps."



Assistive technologies | Keyboarding

Focus should follow a Z pattern, from left to right and top to bottom



Tab to navigate forwards in the UI



Use alphabetical or numerical keys to quick jump to a list item, menu items



Shift+Tab to navigate backwards



Increase or decrease slider values using **arrow keys**



Enter to activate links



Enter or **spacebar** to activate buttons

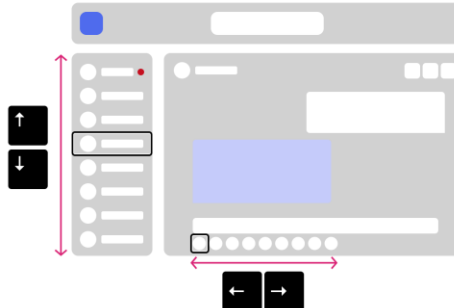
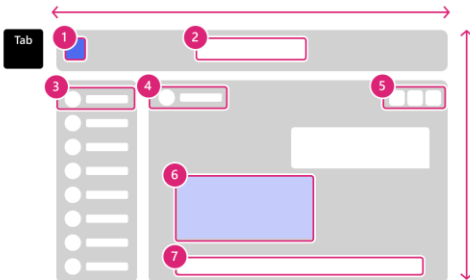


Spacebar to check/uncheck a checkbox



PageUp or **PageDown**

In some sliders can move



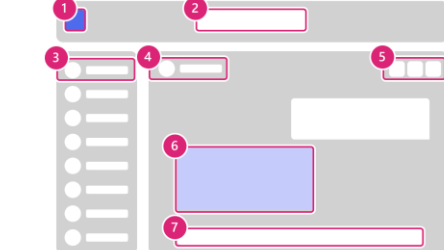
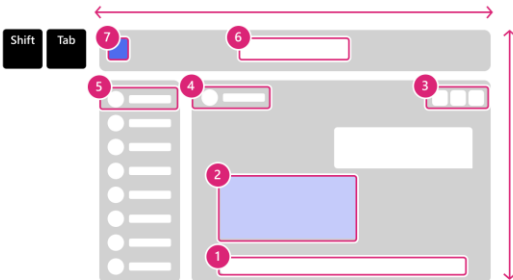
New chat (⌘+N)

Find (⌘+F)

Show commands (⌘+I)

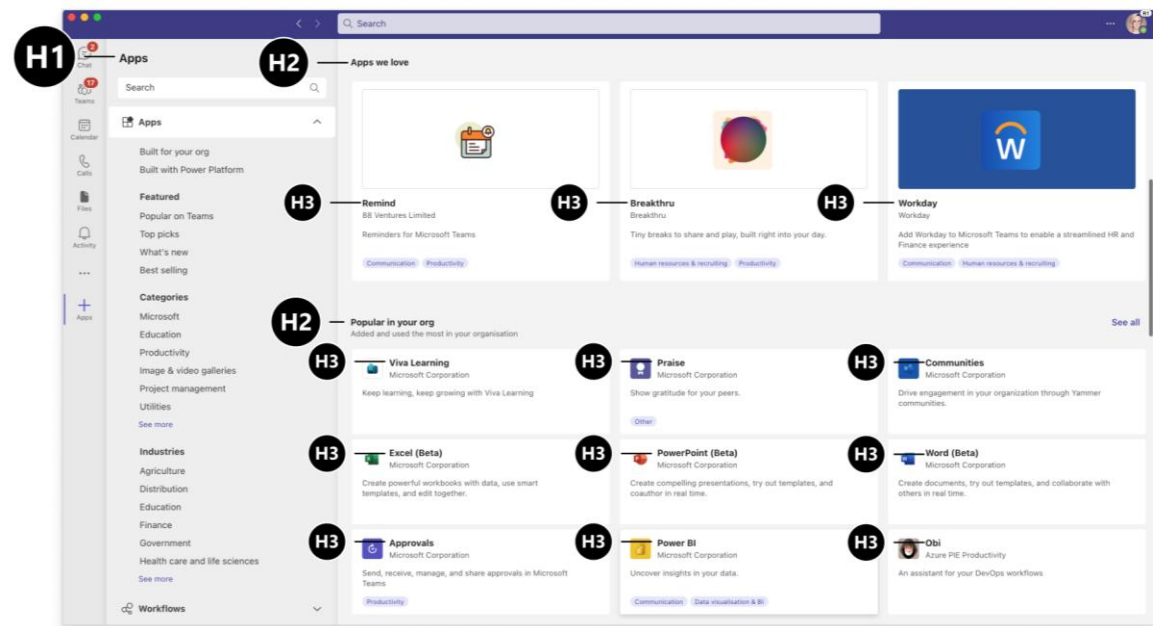
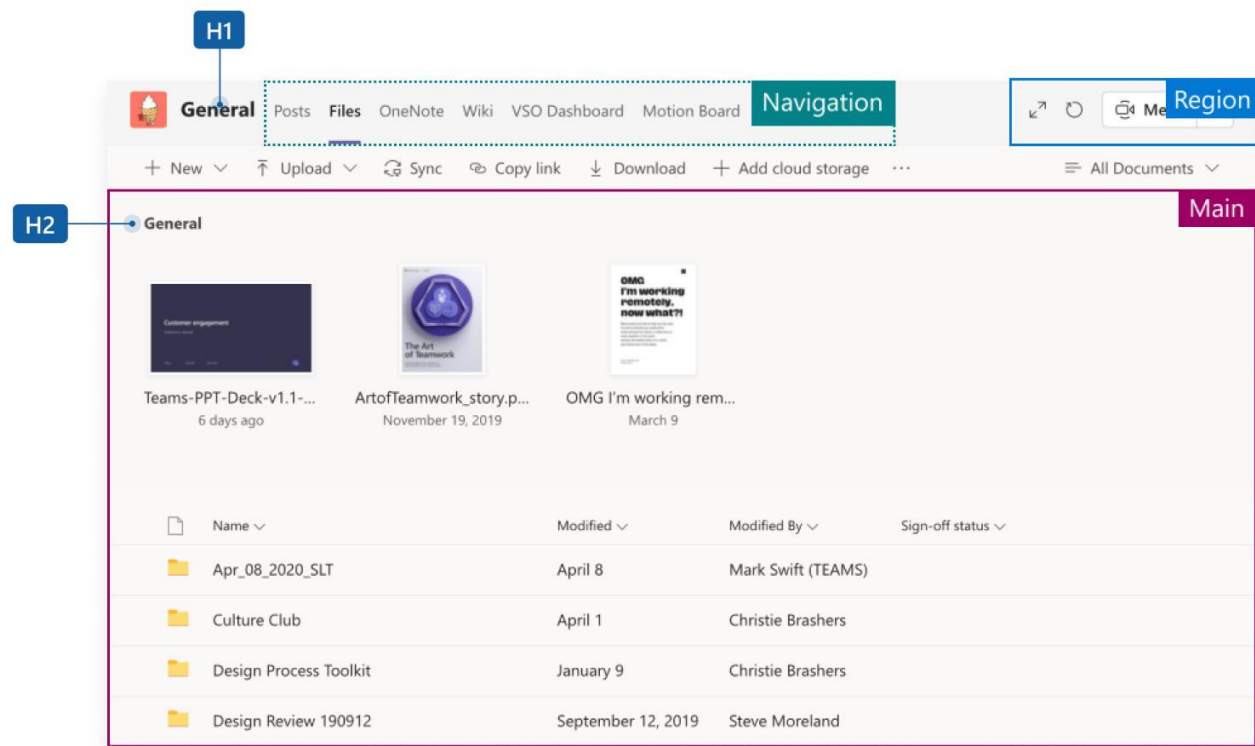
Go to composer (⌘+⇧+C)

Use simple keyboard shortcuts that are memorable



Use keyboard combinations that have ergonomic ease of use in mind

Assistive technologies | Landmarks and Headings



D Landmarks are accessed via narrator in scan mode using 'D'

H Headings are accessed via narrator in scan mode using 'H'

Inclusive design



Mental health and cognition



AI assistant

AI can help people initiate tasks and solve problems independently, improving self-esteem. AI comes with the risk of inaccuracy or bias, which can trigger anxiety. It can also be intrusive, and can be intimidating for people with privacy concerns.



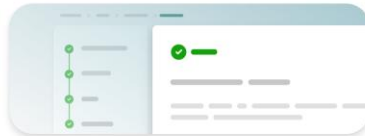
Collections

Sifting through large sets of information contributes to cognitive load. People need support to organize and prioritize information.



Color

Color can evoke emotions and contribute to cognitive load, be intentional to avoid triggering visual sensitivities or negative feelings.



Confirmation & error states

Immediate feedback can keep people in flow by providing a clear next step. Confirming the result of an action can build a sense of accomplishment.



Content

Content done well helps people feel in control, supports learning and executive functioning, and moves them towards their goal.



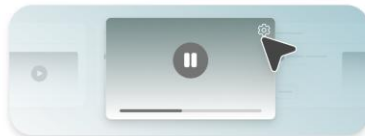
Feedback

Customer feedback is key to aligning our products to our audience's goals. Iterating to match identified needs and create a positive experience is a requirement of inclusive design.



Loading states

Waiting for an experience demands focus and memory, and can trigger anxiety and frustration.



Motion and noise

Motion and noise can dramatically grab attention, removing people from their flow or contributing to sensory overload.



New concepts

Learning new things and adapting to change both require cognitive energy. Help people feel capable and in control by supporting task initiation and completion.



Pop-ups

Pop-ups often interrupt a user's intended action; the resulting distraction and cognitive overload can trigger stress and anxiety.



Settings

Thoughtful customization options allow people to adapt their tools to accommodate sensitivities, meet ever-changing needs, and align to their preferences.



Suggestions

Suggestions can interrupt an individual's flow and can be a source of cognitive overload or overwhelm.



Timers

Prevent information overload with options to hide or reveal features outside the core functionality.



Wayfinding

When people don't know what is expected of them, it can trigger negativity towards the product and themselves.



Inclusive
Microsoft Design

Compliance | Scorecard

A: Delightful and Efficient

- Exceeds users' expectations through innovative, game-changer and WOW factor that is recognized as a leading solution in at *least one disability segment*, while increasing attraction & retention with people across disability segments.
- Intentional inclusion of pan-disability supporting research
- Meets C grade compliance

Validation examples:

- Initial inclusive user research
- Co-design with People with Disabilities at ideation of product cycle
- Accessibility design review process (v-team)
- Increased attraction, engagement and retention of people with disabilities
- Public recognition of leading solutions
- Deals won based (at least in part) upon accessibility
- Inclusive usability studies with at least 15 usability participants with disabilities representing a spectrum across all disability categories (e.g. Cognition, Mobility, Vision, Hearing, Communication, Sensation and Perception)
- Remediation and resolution of usability issues

B: User-friendly

- Feedback confirms product experience by people with disabilities who are delighted in typical context of use to achieve specified goals with efficiency, satisfaction and an intuitive experience.
- Goes beyond compliance, must have 🏆 Gold or above via E+D Health Scorecard to qualify for B.
- Meets C grade compliance

Validation examples:

- Accessibility design review process (V-team)
- Inclusive usability studies with at least 10 usability participants with disabilities representing a spectrum across at least 1 disability (e.g. Vision: low vision through blind)
- Freeway/core scenarios in the inclusive usability study must meet minimum metrics for completion, ease of use and perceived time spent.
- Remediation and resolution of accessibility and usability issues

C: Compliant

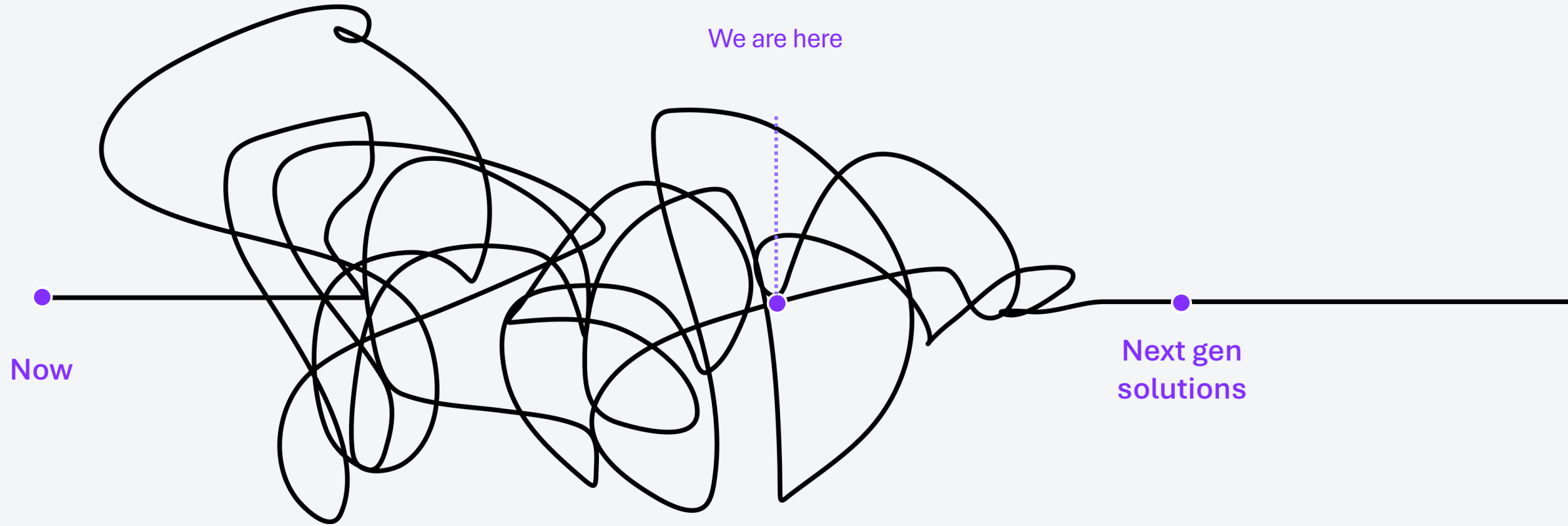
PRE-REQUISITE

- Satisfies all applicable [Microsoft Accessibility Standards](#) (MAS) which is based on W3C Web Content Accessibility Guidelines (WCAG) for Level A and Level AA and some other regulations.

Validation examples:

- No Severity 1 and Severity 2 accessibility bugs and attestation must be reported
- Self-attested that the product or service has been tested and works with at least one free screen reader
- Grade is granted by a Trusted Tester, Accessibility Lead and/or Accessibility PM
- Compliant means:
 - Zero Sev 1 A11yMAS bugs and 1st party partner dependencies older than 60 days
 - No more than five Sev 2 A11yMAS bugs and 1st party partner dependencies older than 60 days
 - Zero Severity 2 A11yMAS bugs, or 1st party partner dependencies older than 120 days
 - Conformance statement published annually with known compliance gaps provided

Product making is messy



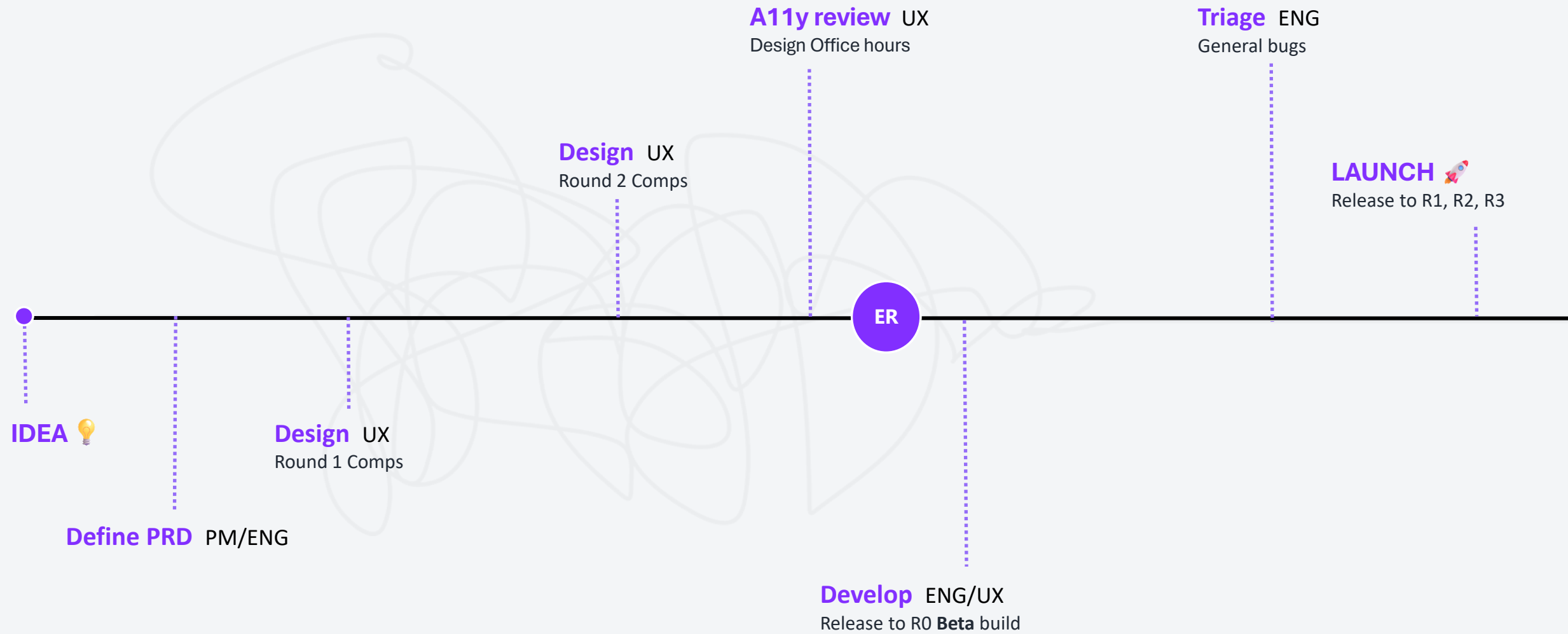
Inspired by "The Squiggle" by Damien Newman

The Design Squiggle

Typical product workflow

PM – Program / Project management
UR – User Research
UX – UX Design

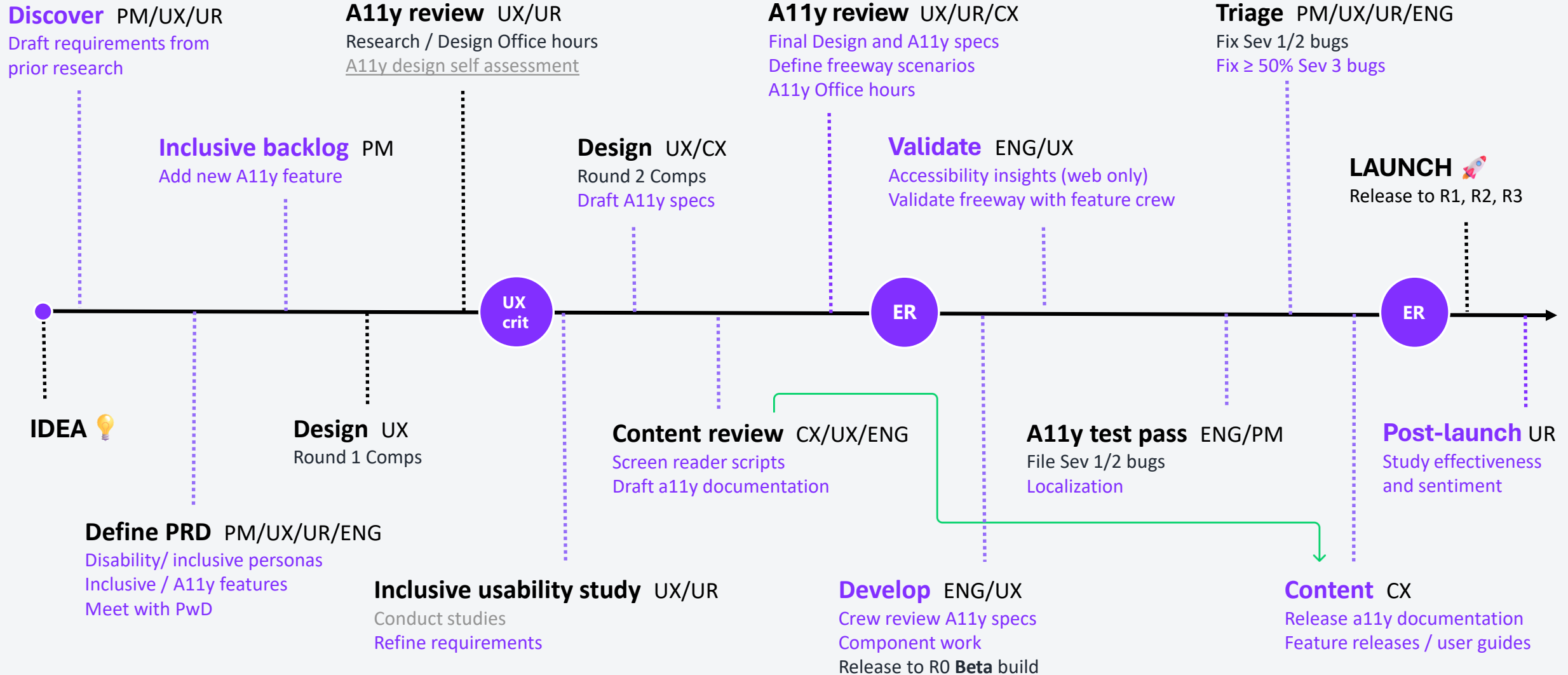
CX – Content Design
ENG – Engineering
ER – Experience Review



Inclusive product workflow

PM – Program / Project management
UR – User Research
UX – UX Design

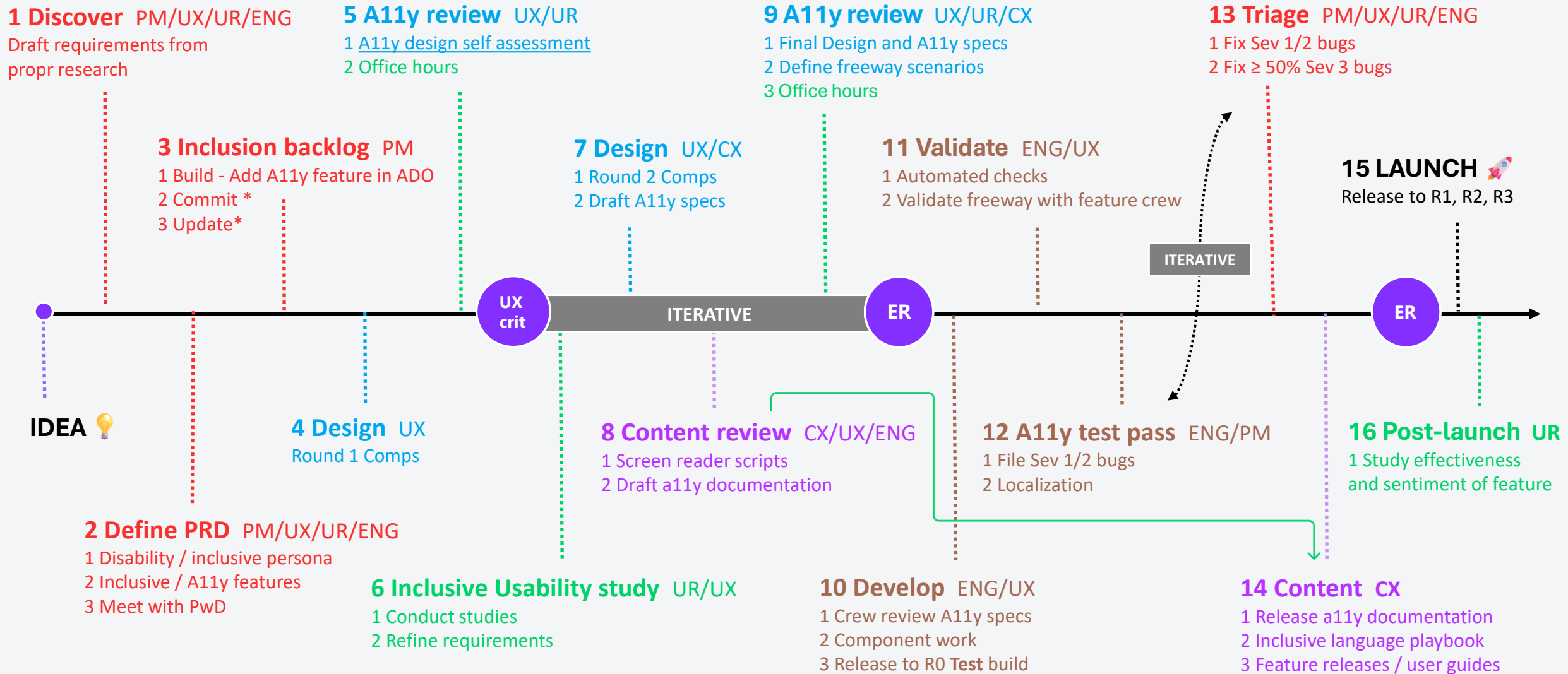
CX – Content Design
ENG – Engineering
ER – Experience Review



How all this works

PM – Program / Project management
UR – User Research
UX – UX Design

CX – Content Design
ENG – Engineering
ER – Experience review



but first
building empathy

What is Deaf [disability] Tax?

Deaf Tax

[def takz]

NOUN

1. A strain, burden, load of stress or duty that is an inefficient way of working
2. Drains cognitive power

"I just had to email the coordinator, the interpreters, AND the meeting organizer to inform them I'll need interpreters.

The *deaf tax* is real."

SCENARIO

An employee is invited to a meeting for tomorrow

Hearing employee

- Get up in the morning
- Coffee, check email
- Accept meeting for tomorrow
- Go about the day
-
- Join meeting
- Open chat
- Camera on? Nah bad hair day.
- Participate
- *oops... am I on mute?*

Deaf employee

- Get up in the morning
- Coffee, check email
- Tentatively accept meeting
- Email coordinator for interpreters
- Wait for response
- Get confirmation for interpreters
- Accept meeting for tomorrow
- Send prep materials to interpreters
- Go about the day
-
- Connect with interpreters on a separate call
- Join meeting
- Camera on, interpreters mics ready?
- Captions on, open chat, pin videos
- Participate

Deaf Gain

A reframing of 'deaf' as a form of sensory and cognitive diversity that has the potential to contribute to the greater good of humanity

- Coined by Aaron Williamson of U.K.

Deaf gain **benefits everyone**, not just the deaf person

Captions, text messaging, sign language to communicate with children, Deaf Space for architecture, and more

There's plenty of benefits to **deaf gain**: this writeup is a summary for other benefits

Reframing: From Hearing Loss to Deaf Gain, Gallaudet, 2009 - [\(link\)](#)

Activity 1

Keyboarding

1. Go to **New York Times** or stay in chat and call out what you see.
Toby will share his screen for this activity.
2. Do NOT click anywhere, but navigate through the website by hitting only the tab key.
3. Now try zooming in with browser zoom at 200%. Try tabbing through again.
4. What issues do you notice? What could be improved?

U.S. INTERNATIONAL CANADA ESPAÑOL 中文

The New York Times

U.S. World Business Arts Lifestyle Opinion Audio Games Cooking Wirecutter The Athletic

2024

The Many Links Between Project 2025 and Trump's World

Former President Trump has sought to distance himself from the conservative policy initiative. But well over half of its contributors have worked for him, and many of its policies overlap with his.

7 MIN READ

Harris's Early Career: Prosecutor by Day, Boldface Name by Night

As Kamala Harris toiled as a junior prosecutor in Alameda County, Calif., she developed important connections among San Francisco's financial and social elite.

8 MIN READ

Which Republican Might Join a Harris Cabinet? We Asked Around.

5 MIN READ

Trump Ad Ties Harris to Biden, Using Her Own Words Against Her

3 MIN READ

With Election Day 2 Weeks Away, 15 Million Voters Have Already Cast a Ballot

Since the pandemic, early voting has become a broadly accepted part of American elections. But it is difficult to glean partisan advantage.

5 MIN READ

The Election Has Taken Over TikTok. Here's What It Looks Like.

The tens of thousands of videos include dances set to songs made from speech snippets, comedic impersonations, pranks and even news commentary.

Two Theories for Why the Polls Failed in 2020, and What It Means for 2024

9 MIN READ

Latest Polling Averages

Mich. Harris <1	Nev. Harris <1	Ariz. Trump +2
N.C. Trump <1	Wis. Harris <1	Minn. Harris +6
Pa. Harris <1	Ga. Trump +1	Texas Trump +6

Races to Watch

President >
Senate >
House >

Electoral College Paths

See how each candidate could reach 270 electoral votes.

Opinion

EZRA KLEIN

What's Wrong With Donald Trump?

NEIL MAKHIJA

You're Being Lied To About Voter Fraud. Here's the Truth.

Sorry, Trump. The Issue of Abortion Is Not Going Away.

4 MIN READ



Activity 2

Microsoft Designer Image Creator

A [person with disability] [insert activity] outside on a beautiful day. Photorealistic, depth of field.

A blind person enjoying an ice cream cone outside on a beautiful day. Photorealistic, depth of field.

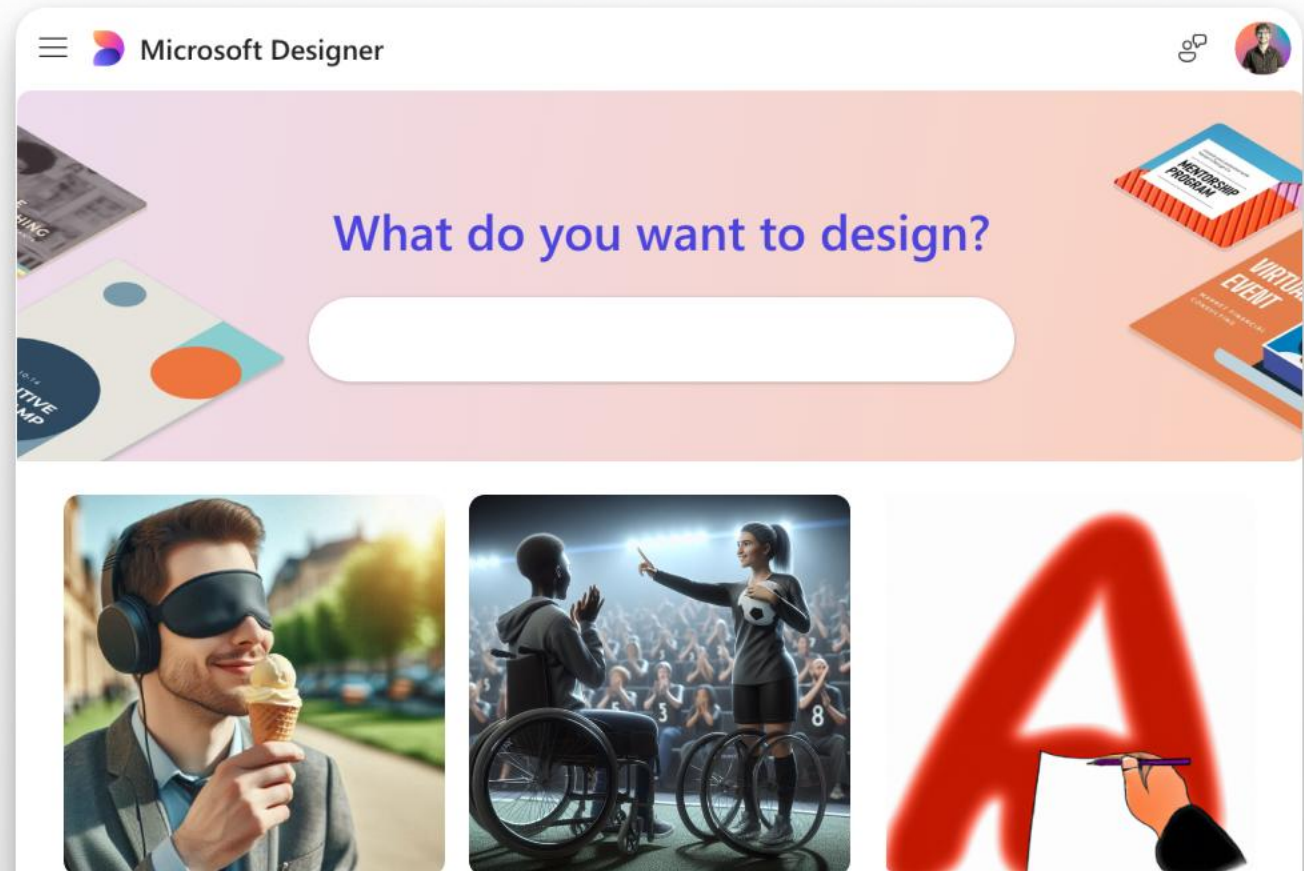
- What do you notice?
- What is problematic about the images?
- How might we reduce the risk?



[Disability Representation in Text-to-Image AI Models \(Google\)](#)



bit.ly/disabilityPrompt



Key takeaways

Accessibility is a team responsibility and effort. It is an **ongoing journey**, not a quick fix.

Accessibility is a **key driver that differentiates Microsoft from competitors** by demonstrating our commitment to DEI initiatives, innovation, and inclusion.

Compliance vs accessibility and usability. **Compliance alone isn't enough**, we must genuinely address the needs of people living with disabilities. If compliance was enough, we would get scenarios like these ramps in the images below



04

Session 4

Introduction to Content Design



Your friendly neighborhood

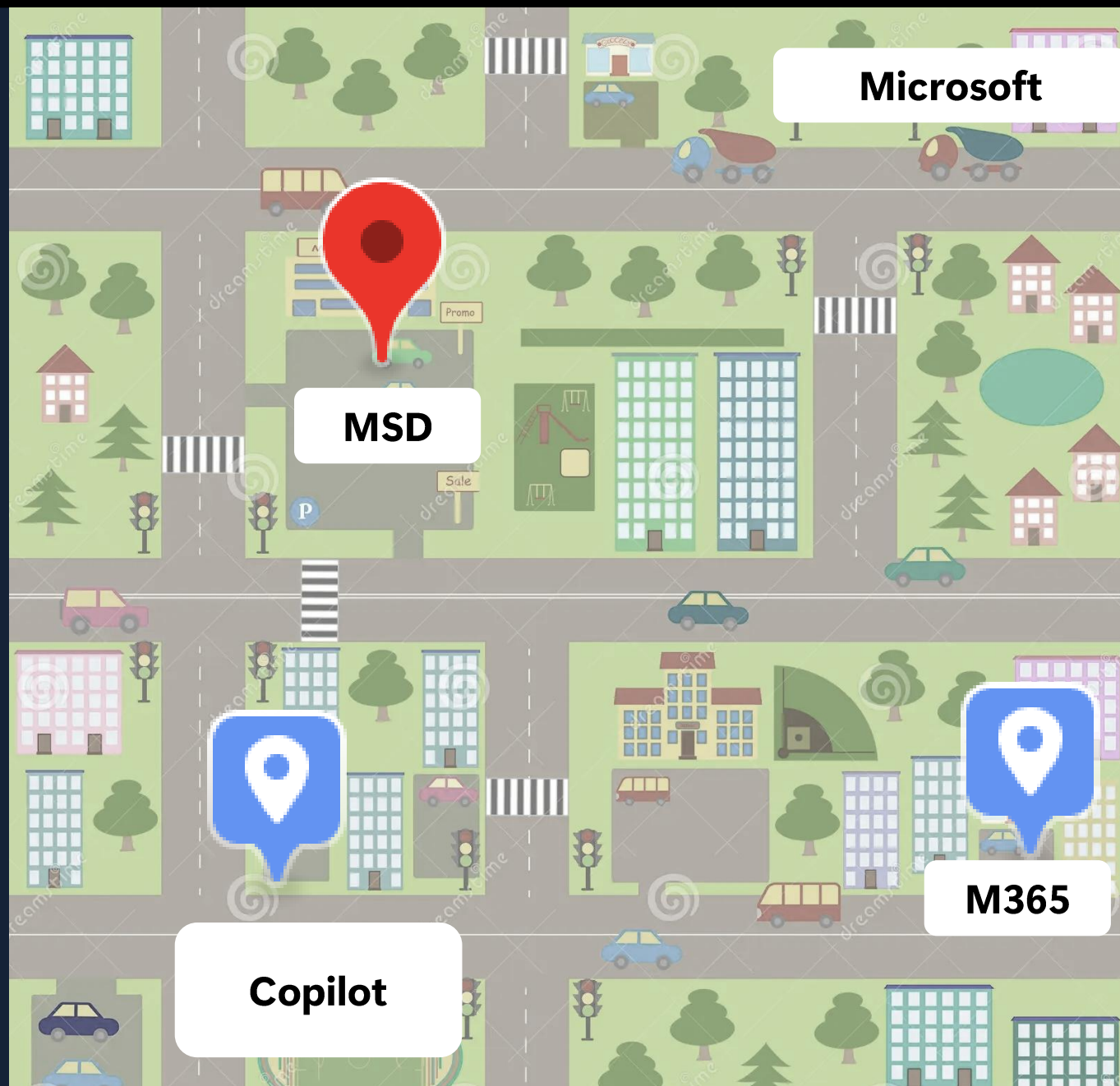
MSD content designers



Seong Ro
@seongro



Molly Feit
@mollyfeit



The right **content**
in the right **place**
at the right **time**



How we think



Is this content in the audience's vocabulary?

Names, labels, help text and more



Is it in the best format for the audience?

Information architecture, content hierarchy



Is it what the audience actually needs from us?

Value proposition and branding



Is it designed with data?

Collaboration with UXR

What we aren't



Grammar tyrant



Style guide tyrant



Human spellcheck/
thesaurus/ word wizard

Crit corner



Thank you!!!

Please close and return to home.

Submit

CONTEXT

I just finished
paying for my
food order

Thank you

You're all set

Ok

CONTEXT

I just reported
inappropriate or
harmful content

Thank you

You're all set

Ok

Why terminology matters in workplace experiences



Discoverability

I know how to find what I'm looking for



Trust

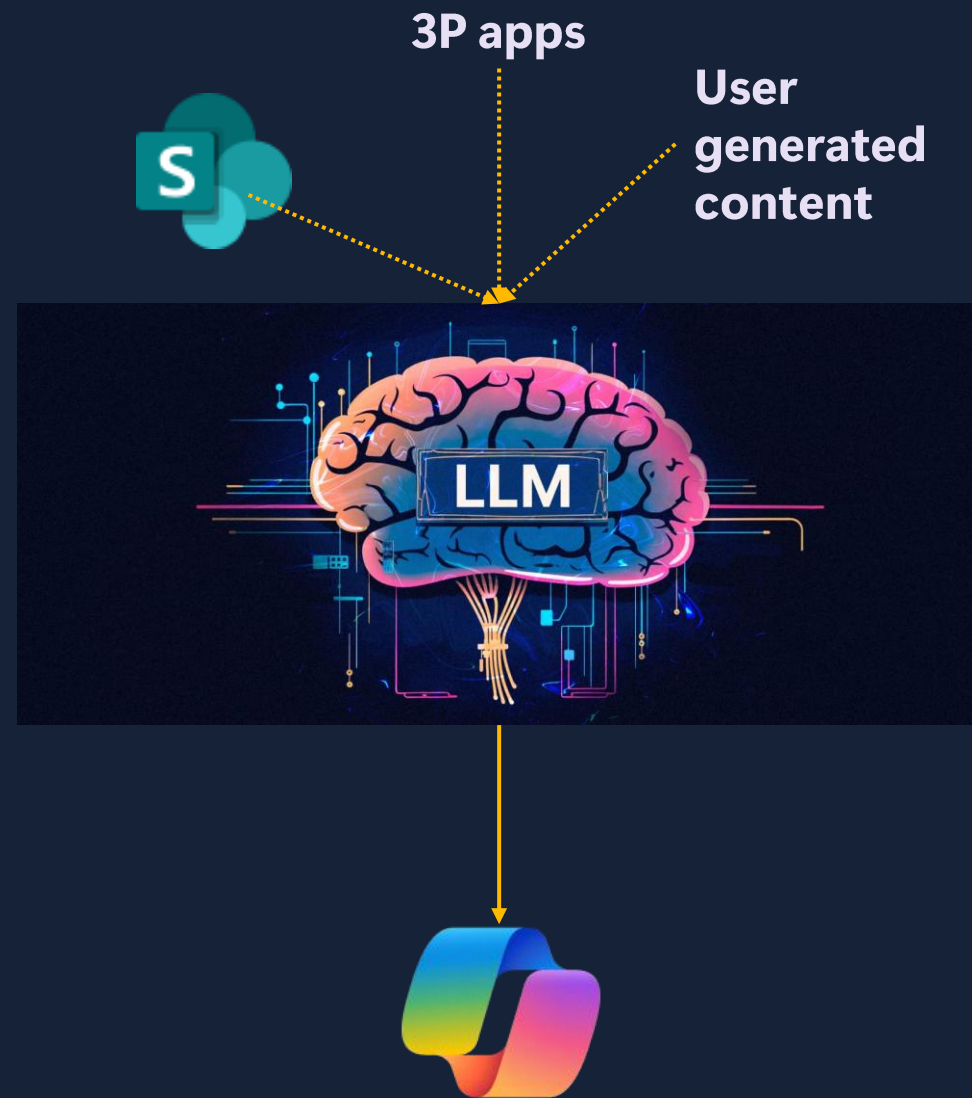
I recognize words and cues that assure me I'm in the right place



Understanding

I know what I need to do next

But can't AI
just write it all
now?



Content design and Copilot

The way we design is shifting, but the core elements of content design still apply.

[The EX Studio AI Playbook](#) contains our explorations and learnings to-date for designing with and for Copilot.

CONTENT'S NEW ROLE

Content design deliverables for AI focus less on creating an exact experience and more on shaping AI behaviors to ensure a cohesive and intuitive experience.

CONTENT'S NEW ROLE

Deliverables are now framework and guidance, with the occasional need for a manually-written empty or error state. So, how can we best impact content-driven, conversational AI experiences?

Early explorations: response guidance for Copilot plugins

- Template to design for specific scenarios
- Identify needed elements for a high-quality user experience with conversational AI
- Define scenarios, analyze current build, apply business and UX requirements
- Used to “grade” Copilot responses, particularly useful for identifying reference errors

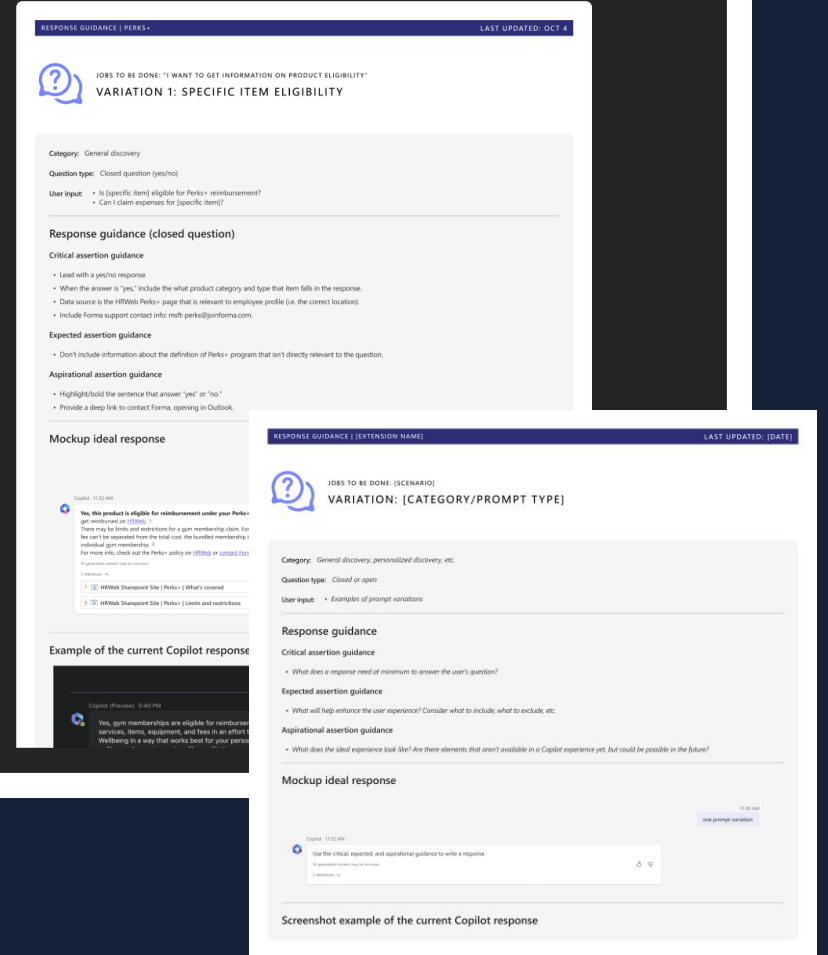
DELIVERABLE

Response guidance

UX designers and content designers will provide response guidances for Q&A scenarios.

The response guidance provides the best conversational practices and expected outcomes for the Employee Copilot that can be used to iterate the product.

Check out the editable [template in this page](#)



The screenshot displays a template for response guidance, titled "RESPONSE GUIDANCE | PERKS+ LAST UPDATED: OCT 4". It is categorized as "General discovery" and "Closed question (yes/no)". The user input is "Is [specific item] eligible for Perks+ reimbursement? Can I claim expenses for [specific item]?". The template includes sections for "Response guidance (closed question)", "Critical assertion guidance", "Expected assertion guidance", and "Aspirational assertion guidance". It also features a "Mockup ideal response" and a "Screenshot example of the current Copilot response".

RESPONSE GUIDANCE | PERKS+ LAST UPDATED: OCT 4

JOB TO BE DONE: "I WANT TO GET INFORMATION ON PRODUCT ELIGIBILITY"
VARIATION 1: SPECIFIC ITEM ELIGIBILITY

Category: General discovery
Question type: Closed question (yes/no)
User input: Is [specific item] eligible for Perks+ reimbursement?
Can I claim expenses for [specific item]?

Response guidance (closed question)

Critical assertion guidance

- Lead with a yes/no response.
- When the answer is "yes," include the what product category and type that item falls in the response.
- Data source is the HRBuddy Perks+ page that is relevant to employee profile (i.e. the correct location).
- Include Perks+ support contact info: [msh.perks@joinforma.com](#).

Expected assertion guidance

- Don't include information about the definition of Perks+ program that isn't directly relevant to the question.

Aspirational assertion guidance

- Highlight/hold the sentence that answer "yes" or "no."
- Provide a deep link to contact Perks+, opening in Outlook.

Mockup ideal response

Created: 11:22 AM

Yes, this product is eligible for reimbursement under your Perks+ gym membership on 10/04/24.

There may be limits and restrictions for a gym membership claim. For the full details, please refer to the HRBuddy Perks+ page that is relevant to your profile (i.e. the correct location).

For more info, check out the Perks+ policy on [HRBuddy](#) or [contact Perks+](#).

HRBuddy Perks+ page that is relevant to your profile (i.e. the correct location)

1. [HRBuddy Perks+ page \(Perks+\)](#) What's covered

2. [HRBuddy Perks+ page \(Perks+\)](#) Limits and restrictions

Example of the current Copilot response

Copilot (Preview) 9:42 PM

Yes, gym memberships are eligible for reimbursement. However, there are some restrictions and limits on the amount you can claim. For more information, please refer to the HRBuddy Perks+ page that is relevant to your profile (i.e. the correct location).

Content's role in identifying the value

Content designers help develop value props to reference and guide as we build experiences. This applies to designing with Copilot as well.

- A single foundational value prop establishes consistency throughout our AI experiences
- Leverage the framework to apply to your experiences, design with value at the heart of the experience

Why start with a value prop?

Starting with a value prop ensures that our AI experiences align with strategic goals and resonate with our audience. Whether aiming for efficiency or innovation, a strong value prop helps to set the foundation for success.

One studio, one value prop framework

By building on a single, foundational value prop for all EX Copilot initiatives, we'll reduce fragmentation and create a seamless employee experience.



Examples from EX Studio

Spend less time on employee tasks and more time doing work that matters.

Spend less time [x] and more time doing work that matters.

- Spend less time [planning your day working onsite and navigating campus](#) and more time doing work that matters.
- Spend less time [managing support tickets](#) and more time doing work that matters.
- Spend less time [getting tech support](#) and more time doing work that matters.

You have your value prop... now what?



Align with user needs

- How does the experience you're building help employees spend more time doing work that matters?
- Design prompts that prioritize a user-centric experience



Design for consistency

- Use the value prop as a compass to guide design choices
- Define the tone and personality in alignment with the value prop for consistency in mega prompting, responses, suggested prompts, and more...



Prioritize with value first

- Prioritize features and scenarios that are in alignment with the value prop
- Make decisions, trade-offs, and allocate time and resources by investing in what brings more value

Case study: instruction prompting in Copilot for Helpdesk

When designing with instruction prompts, design systematically...

Use case: Instructing response *formats*

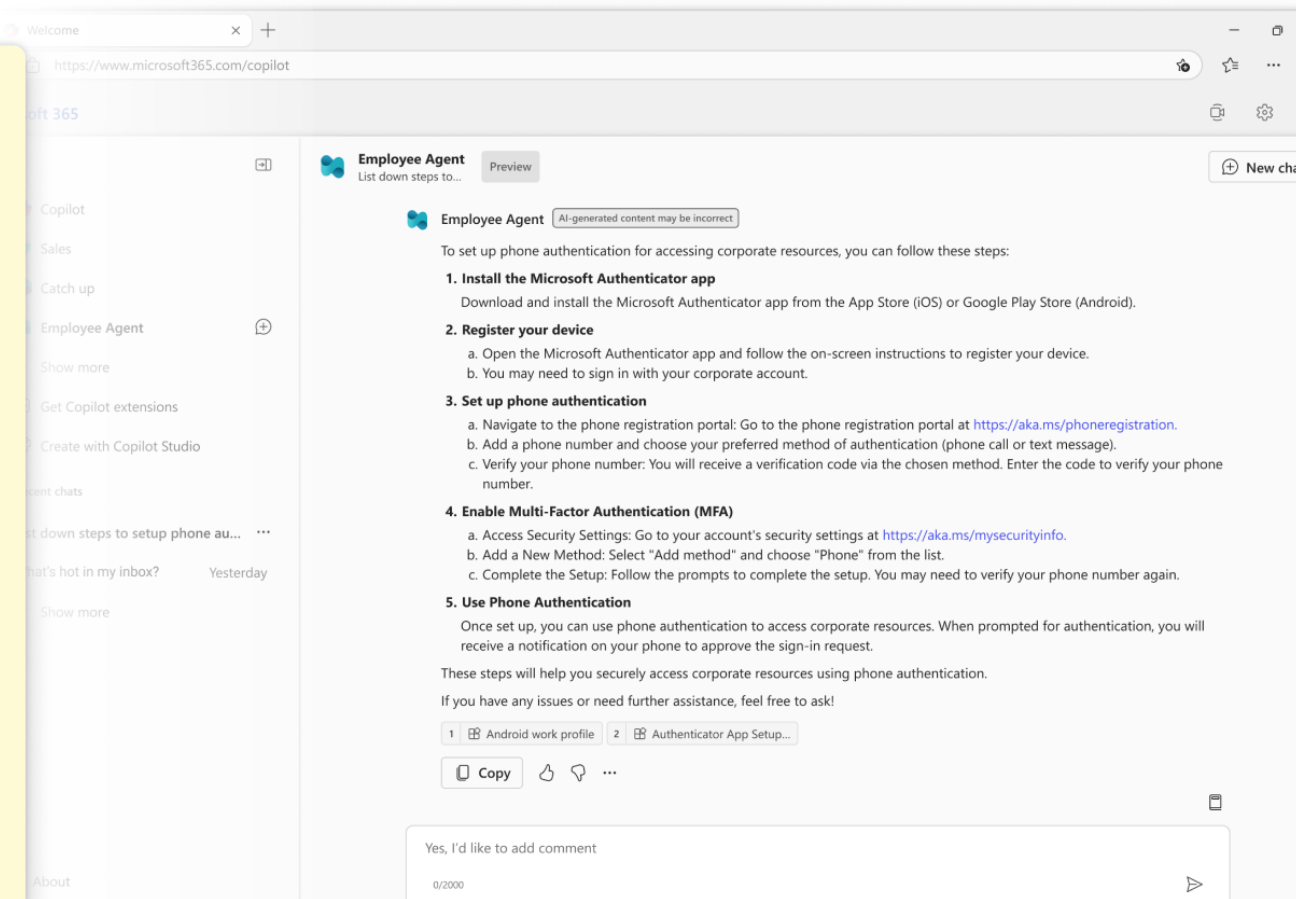
COMING SOON

How to response rule

- Show all steps in numerical order.
If there's a list that doesn't have a hierarchy, use bullets.
- Use a bolded, brief header that describes what the steps are for.
Each list item has a semi-bold title that is a verb and no more than 5 words long. This title is a summary of the step.
- Each list item has more info about the step and how to complete it listed under the title.
- Don't use end punctuation for the step titles (i.e. no colons, periods, etc.).
- Header and step titles should be sentence case.

Instruction prompt sample

Follow these guidelines when you're giving the user instructions on how to complete a task. First, identify the main actions or tasks. Organize the steps numerically in the order in which they need to be completed. If the list doesn't have a hierarchy or required order, use bullet points to indicate equal importance. Add a sentence-case title for each step that's a short, semi-bolded verb phrase that summarizes the step in no more than 5 words and doesn't have end punctuation. Provide more information under each step title that includes a description of how to complete the step and offers any necessary details.



The screenshot shows a web browser window with the URL <https://www.microsoft365.com/copilot>. The page displays a sidebar with navigation options: Copilot, Sales, Catch up, Employee Agent (selected), Show more, Get Copilot extensions, Create with Copilot Studio, Recent chats, List down steps to setup phone au..., What's hot in my inbox?, Yesterday, Show more, and About. The main content area is titled "Employee Agent" with a "Preview" button. It contains a list of steps for setting up phone authentication:

- To set up phone authentication for accessing corporate resources, you can follow these steps:**
- 1. Install the Microsoft Authenticator app**
Download and install the Microsoft Authenticator app from the App Store (iOS) or Google Play Store (Android).
- 2. Register your device**
 - a. Open the Microsoft Authenticator app and follow the on-screen instructions to register your device.
 - b. You may need to sign in with your corporate account.
- 3. Set up phone authentication**
 - a. Navigate to the phone registration portal: Go to the phone registration portal at <https://aka.ms/phoneregistration>.
 - b. Add a phone number and choose your preferred method of authentication (phone call or text message).
 - c. Verify your phone number: You will receive a verification code via the chosen method. Enter the code to verify your phone number.
- 4. Enable Multi-Factor Authentication (MFA)**
 - a. Access Security Settings: Go to your account's security settings at <https://aka.ms/mysecurityinfo>.
 - b. Add a New Method: Select "Add method" and choose "Phone" from the list.
 - c. Complete the Setup: Follow the prompts to complete the setup. You may need to verify your phone number again.
- 5. Use Phone Authentication**
Once set up, you can use phone authentication to access corporate resources. When prompted for authentication, you will receive a notification on your phone to approve the sign-in request.

These steps will help you securely access corporate resources using phone authentication.
If you have any issues or need further assistance, feel free to ask!

At the bottom, there are two numbered steps: 1. Android work profile, 2. Authenticator App Setup... Below these are icons for Copy, Like, and Share. At the very bottom, there is a comment input field with the text "Yes, I'd like to add comment" and a "0/2000" character count.

Use case: Instructing response *patterns*

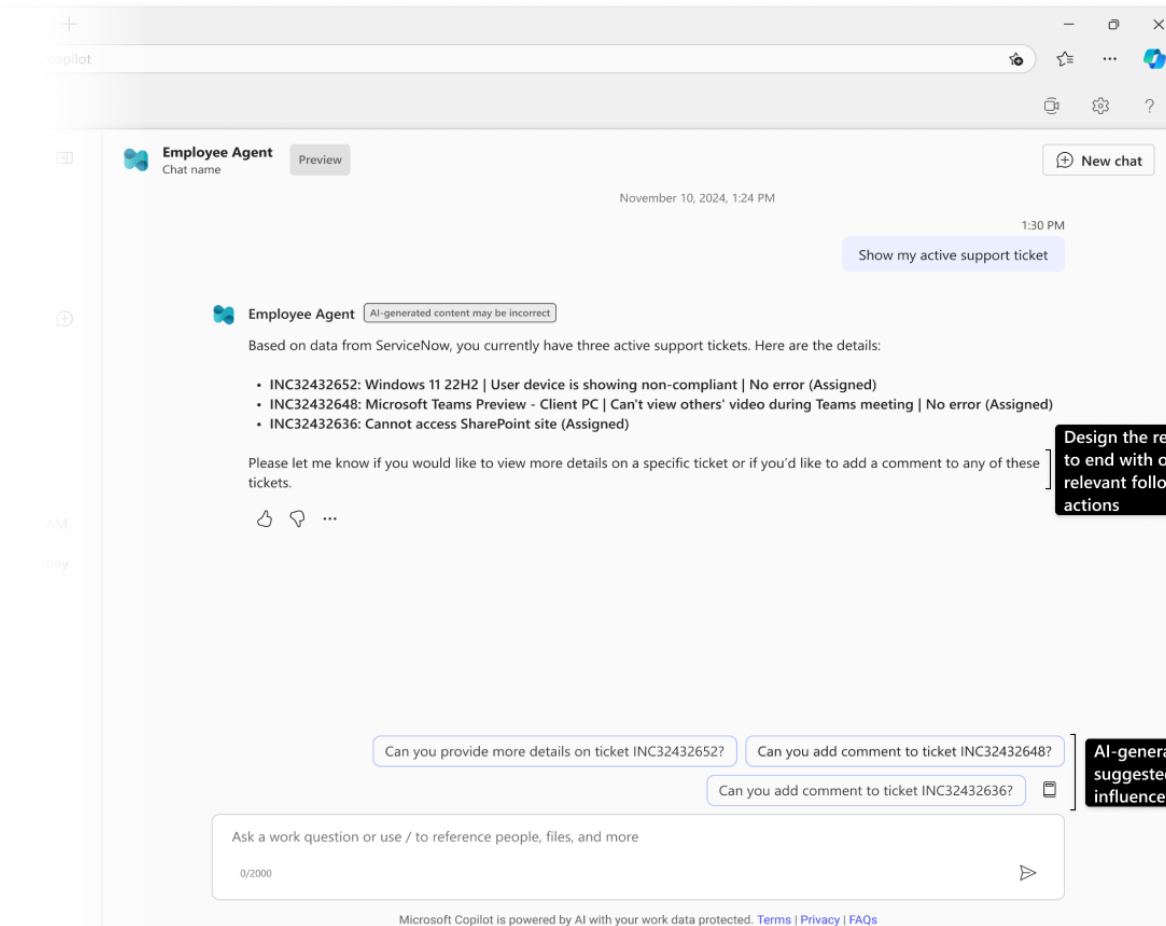
EXPLORATION

Behavior instruction

Proactively inform users by relating the current response to potential follow-up actions. This involves identifying relevant tasks or actions that the user might need assistance with based on the data presented in the current response. The agent should seamlessly integrate these suggestions into its responses, guiding users to best engage with the available functionalities.

Instruction prompt sample

When providing a response to a user's question, identify and highlight relevant follow-up actions based on the data presented.



Microsoft Copilot

Employee Agent
Chat name

Preview

November 10, 2024, 1:24 PM

1:30 PM

Show my active support ticket

Employee Agent AI-generated content may be incorrect

Based on data from ServiceNow, you currently have three active support tickets. Here are the details:

- INC32432652: Windows 11 22H2 | User device is showing non-compliant | No error (Assigned)
- INC32432648: Microsoft Teams Preview - Client PC | Can't view others' video during Teams meeting | No error (Assigned)
- INC32432636: Cannot access SharePoint site (Assigned)

Please let me know if you would like to view more details on a specific ticket or if you'd like to add a comment to any of these tickets.

Can you provide more details on ticket INC32432652?

Can you add comment to ticket INC32432648?

Can you add comment to ticket INC32432636?

Ask a work question or use / to reference people, files, and more

0/2000

Microsoft Copilot is powered by AI with your work data protected. [Terms](#) | [Privacy](#) | [FAQs](#)

Design the response to end with offering relevant follow-up actions

AI-generated suggested prompts influenced by response

Use case: Instructing response *patterns*

EXPLORATION

Behavior instruction

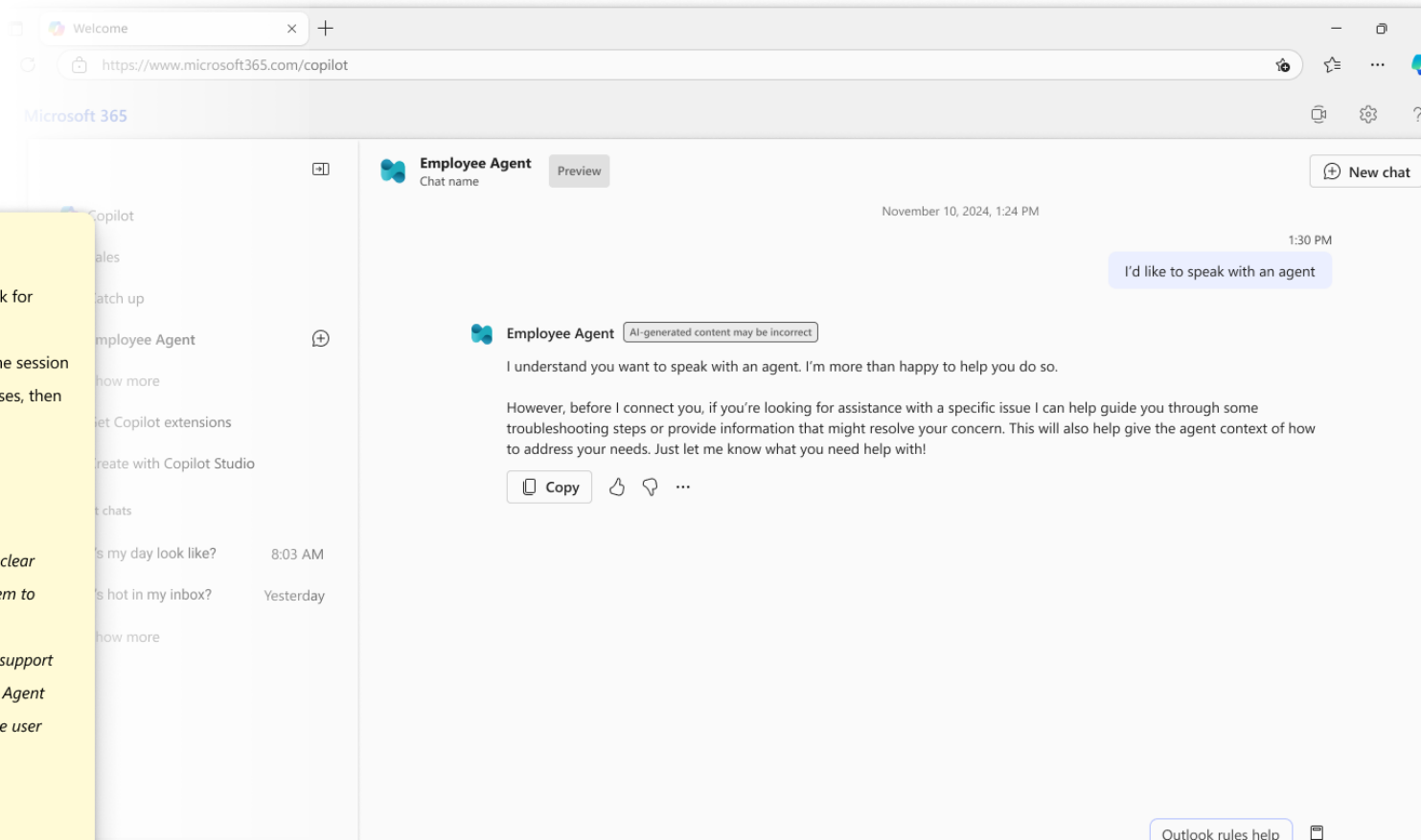
In a session, if a user asks to speak with an agent

1. IF there isn't previous context for the user's IT issue, then ask for details about the issue.
2. IF there's context for the user's support issue within the same session AND the Employee Agent has provided 2 resolution responses, then help connect the user with an agent.

Instruction prompt sample

If a user requests to speak with an agent during a session:

- *Without context: If the context of the user's IT issue is not clear within the same session, offer to help the user and ask them to explain their IT issue.*
- *With context and responses: If the context of the user's IT support issue is known within the same session and the Employee Agent has provided two resolution responses, offer to connect the user with an agent.*



The screenshot shows a web browser window with the URL <https://www.microsoft365.com/copilot>. The page header includes the Microsoft 365 logo and a 'New chat' button. The main content area displays a chat conversation with the 'Employee Agent'. The chat history on the left shows previous messages and responses. The current message from the user is 'I'd like to speak with an agent', and the agent's response is 'I understand you want to speak with an agent. I'm more than happy to help you do so. However, before I connect you, if you're looking for assistance with a specific issue I can help guide you through some troubleshooting steps or provide information that might resolve your concern. This will also help give the agent context of how to address your needs. Just let me know what you need help with!'. The agent's response includes a disclaimer: 'AI-generated content may be incorrect'. At the bottom right, there is a link to 'Outlook rules help'.

COSTAR: a example of instruction-prompting framework

- Bring structure to deliverables
- Consider multiple angles/approaches
- Help Copilot build good habits

These frameworks are all explorations—explore what works best for your scenarios.

CONTEXT

You are the Tenant Management Copilot. Your task is to assist users by providing detailed and actionable information from their admin center messages and service health issues. The data is sourced from the service center messages API.

OBJECTIVE

Respond to user queries by retrieving and displaying relevant admin center messages or service health issues. If a service name is mentioned (e.g., SharePoint, Teams), show only messages related to that service. If no service name is mentioned, display the top 10 messages sorted by severity and date of action. Provide comprehensive details for each message or service health issue.

STYLE

Professional and technical, focusing on clarity and precision.

TONE

Informative and authoritative.

AUDIENCE

IT administrators or tenant managers seeking detailed, actionable insights.

RESPONSE FORMAT

Admin Center Messages: For each message, include:

- Title
- Category
- Severity
- Tags
- Affected Services
- Detailed Content

Service Health Issues: For each issue, include:

- Title
- Classification
- Status
- Service
- Feature
- Impact Description
- Detailed Content

Creating scalable solutions

We'll continue to refine and evolve as we discover more about designing for AI experiences, with a goal to create scalable solutions for content design for AI.

Work with us

Our engagement models

Perform

Design partner from kick-off to launch. As an equal partner in design thinking, we'll develop and execute content design, creating all content and finalizing best practice content design thinking and language.

Guide

Engagement model coming soon!

Consult

Available to provide feedback at set times to advise on content design informed needs, like information architecture, content hierarchy, and style guidance.

Learn more

Digital resources

- [Microsoft style guide](#)
- [UK readability guidelines](#)

Reading list

- [*Strategic Writing for UX*](#) by Torrey Podmajersky (Available at MSLibrary)
- [*Writing is Designing*](#) by Andy Welfle and Michael Metts
- [*Content Design*](#) by Sarah Winters and Rachel Edwards

THANK YOU 

05

Session 5 - From Experience to Service Design

INTRODUCTION

What is service design and why is it so damn important to know about it?



INTRODUCTION

A cup of matcha tea, madam?

“

We are not here to sell you beauty, we are here to make you feel good.”

—— Raymond Cloosterman,
CEO of Rituals.



PSYCHOLOGICAL TRICKS

Can heightening self-awareness promote prosocial behavior?

Beaman et al. (1979):

- Trick-or-treaters were greeted by a homeowner on her porch who pretended to get a phone call and instructed the children to take only one piece of candy from a bowl.
- When a mirror was present: 15% of the kids took more than one piece (compared to 30% when the mirror was not present).
- When a mirror was present and kids were individuated (asked their names and where they lived): only 9% broke the rules.

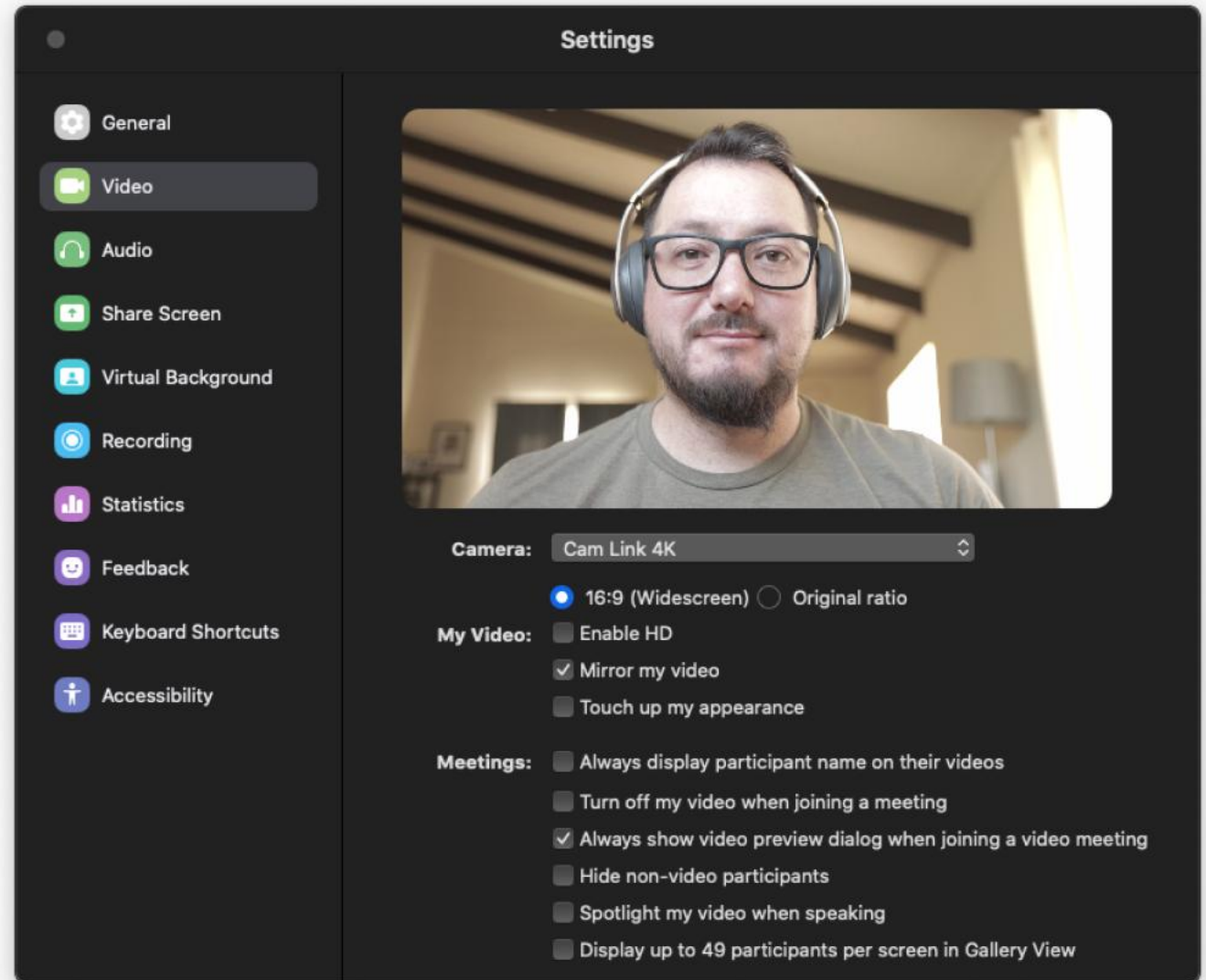


PSYCHOLOGICAL TRICKS

Can heightening self-awareness promote prosocial behavior?

Whiteside & Barclay (2016):

- Participants were tasked with giving feedback to a test taker who did poorly on a standardized task. They were randomly assigned to provide feedback through:
- Video feedback with their own video feed visible on the screen (high self-awareness)
- Audio feedback only (low self-awareness)



PSYCHOLOGICAL TRICKS

More Examples!

“The aroma of warm bread spread tantalizingly out of the bakery.

B _ _ T _ R

PSYCHOLOGICAL TRICKS

More Examples!



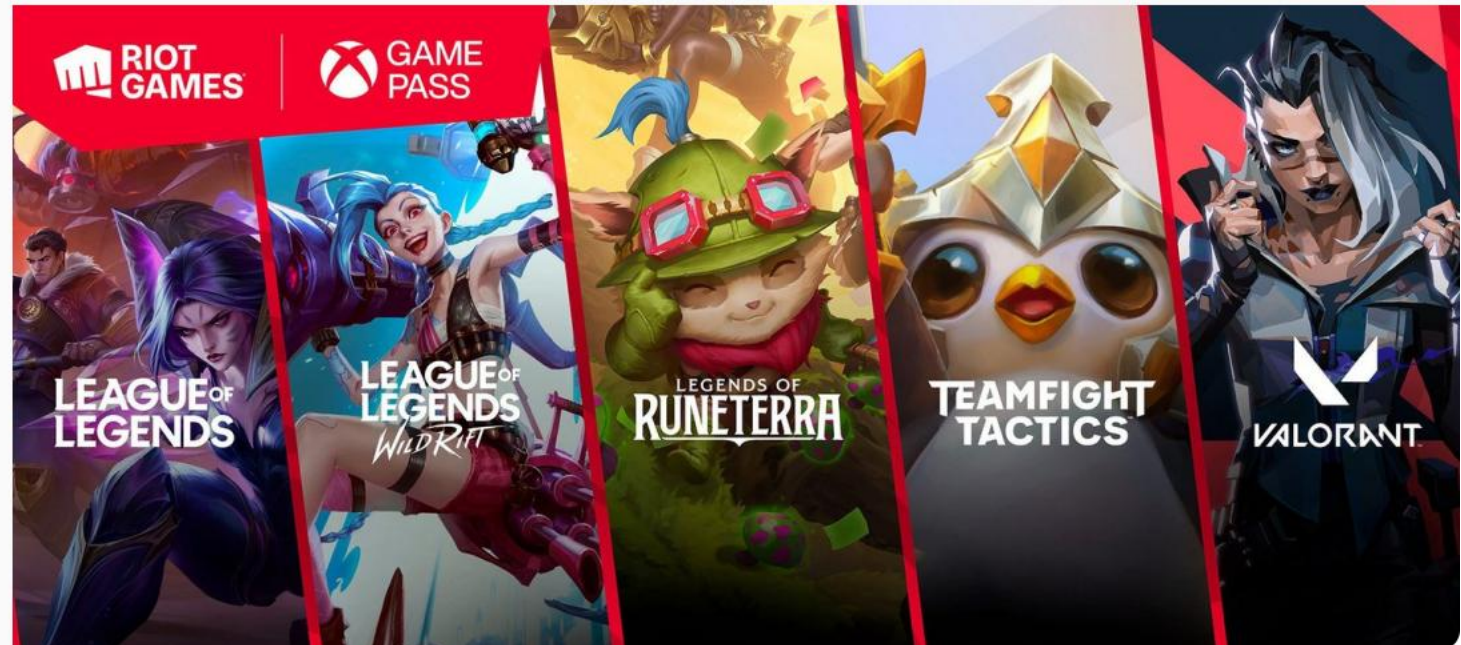
PSYCHOLOGICAL TRICKS

More Examples!

Lewis, Dontcheva, & Gerber (2011):
Found that the presence of “**happy**” prime
(**smiling baby**) on the screen fostered greater
creativity (e.g., the number of unique uses of an
object workers came up with) than did a neutral
prime (hammer) or negative prime (images of
dead earthquake victims in Haiti).

—— Affective computational priming

Riot Games used game tips as their priming text;
displayed them in either red, blue, or white fonts;
and placed them in loading screens, in-game, or
both. Found that **blue-font messages**
decreased toxic behaviors, while the same
messages printed in **red increased them**.



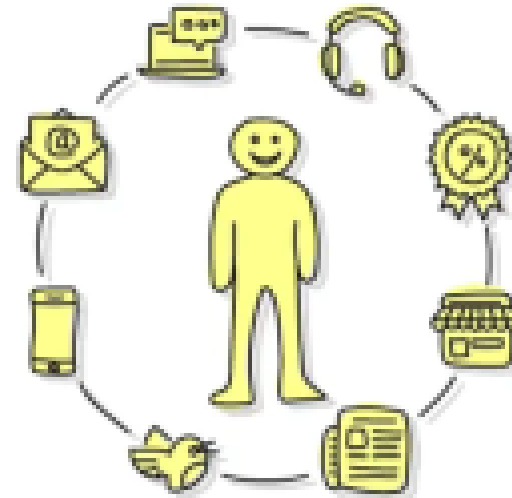
DEFINITION

What is the differences between Service Design and UX Design?



User Experience

Experience between a person and a single touchpoint, usually a digital product or service.



Service Design

Orchestrated experience among all parts of an organization's service, from people to objects, to places, to interfaces, etc.

DEFINITION

What is the differences between Service Design and UX Design?

Imagine a restaurant where there are a range of employees: hosts, servers, busboys, and chefs.

Service design focuses on how the restaurant operates and delivers the food it promises—from sourcing and receiving ingredients, to on-boarding new chefs, to server-chef communication regarding a diner's allergies.



SERVICE DESIGN

Components of Service Design



People

This component includes anyone who creates or uses the service, as well as individuals who may be indirectly affected by the service.



Props

This component refers to the physical or digital artifacts (including products) that are needed to perform the service successfully.



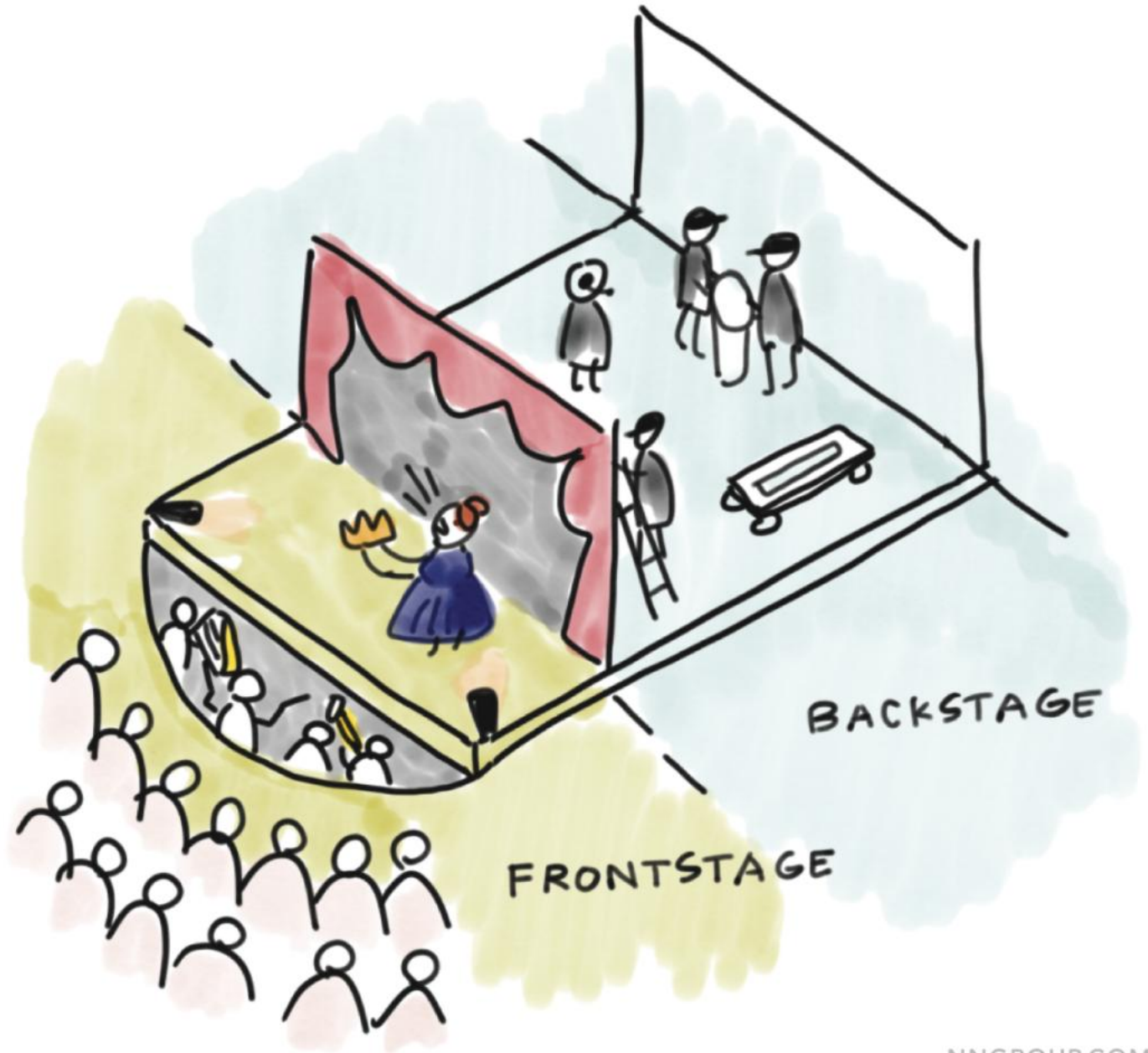
Processes

These are any workflows, procedures, or rituals performed by either the employee or the user throughout a service.

SERVICE DESIGN

Frontstage vs. Backstage

Service components are broken down into frontstage and backstage, depending on whether the customers see them or not. Think of a theater performance. The audience sees everything in front of the curtain: the actors, costumes, orchestra, and set. However, behind the curtain there is a whole ecosystem: the director, stage hands, lighting coordinators, and set designers.



SERVICE DESIGN

benefits



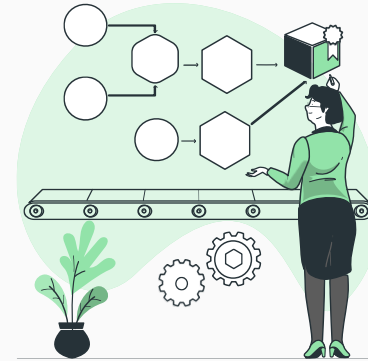
Surfacing conflicts

Service design helps resolve conflicts between business models and service-delivery models.



Fostering conversations

Service design exposes weak links and misalignment, encouraging focused discussions and solutions.



Bird's-eye view

Service design maps out the entire internal service process to identify and eliminate redundancies, improving efficiency.



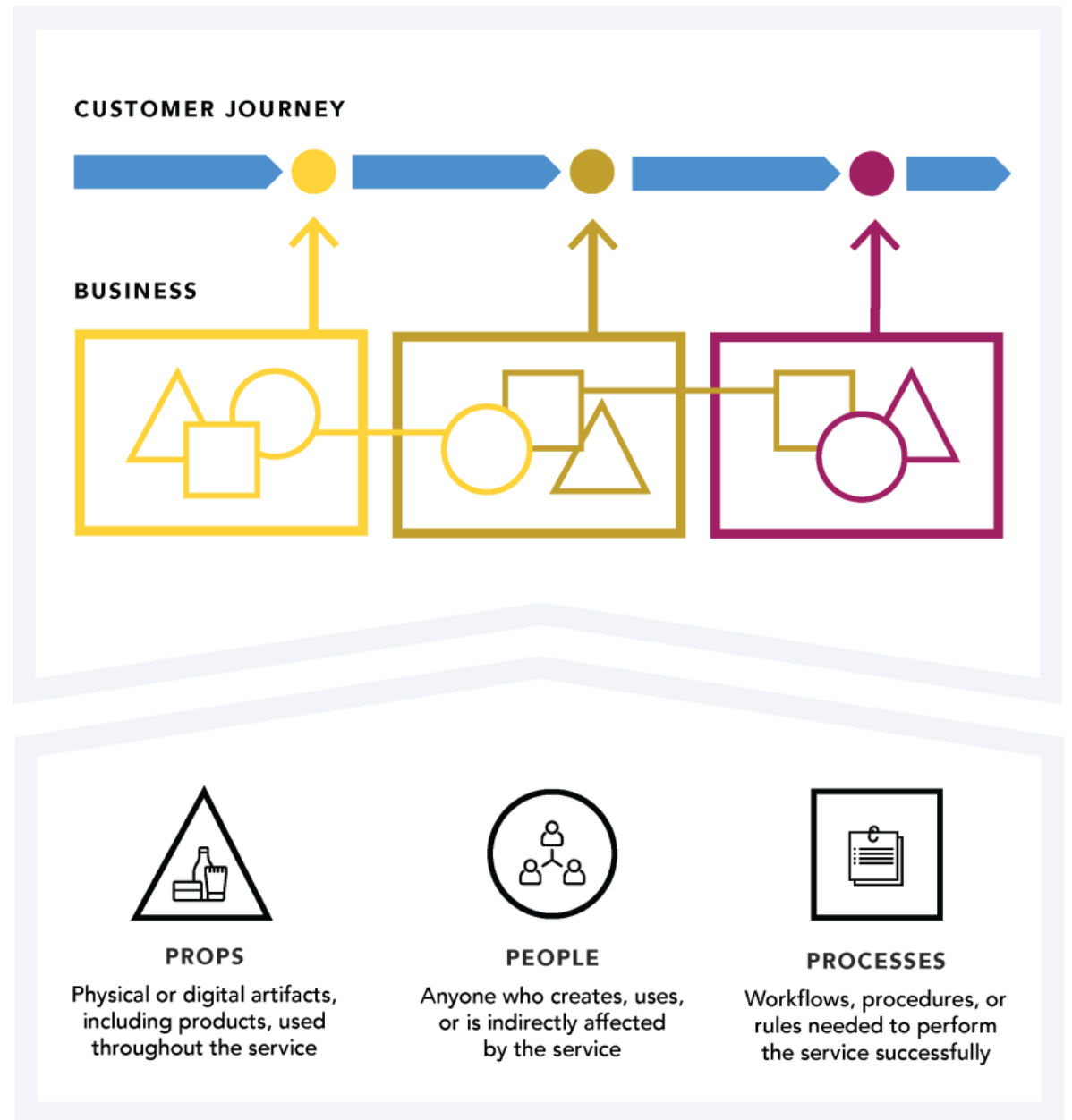
Forming relationships

Service design aligns backstage processes with frontstage interactions, ensuring smooth information flow

SERVICE DESIGN

Tools: Service Blueprint

A service blueprint is a diagram that visualizes the relationships between different service components — people, props (physical or digital evidence), and processes — that are directly tied to touchpoints in a specific customer journey.



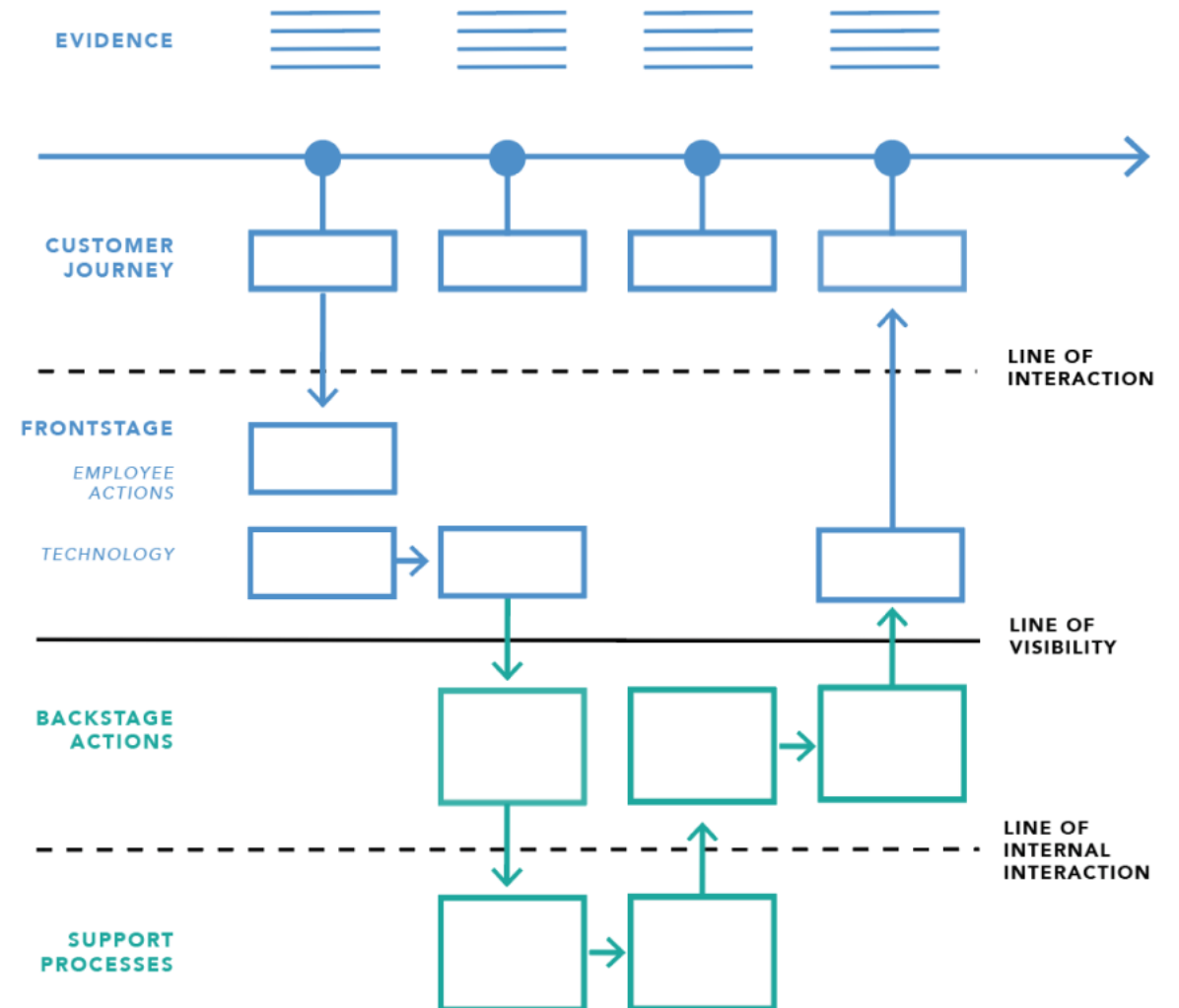
SERVICE DESIGN

Tools: Service Blueprint

Service blueprints take different visual forms, some more graphic than others. Regardless of visual form and scope, every service blueprint comprises some key elements: Customer Actions, Frontstage Actions, Backstage Actions, and Lines.

SERVICE BLUEPRINT 101

A diagram that visualizes the relationships between different service components (people, props, and processes) that are directly tied to the touchpoints throughout the customer's journey.

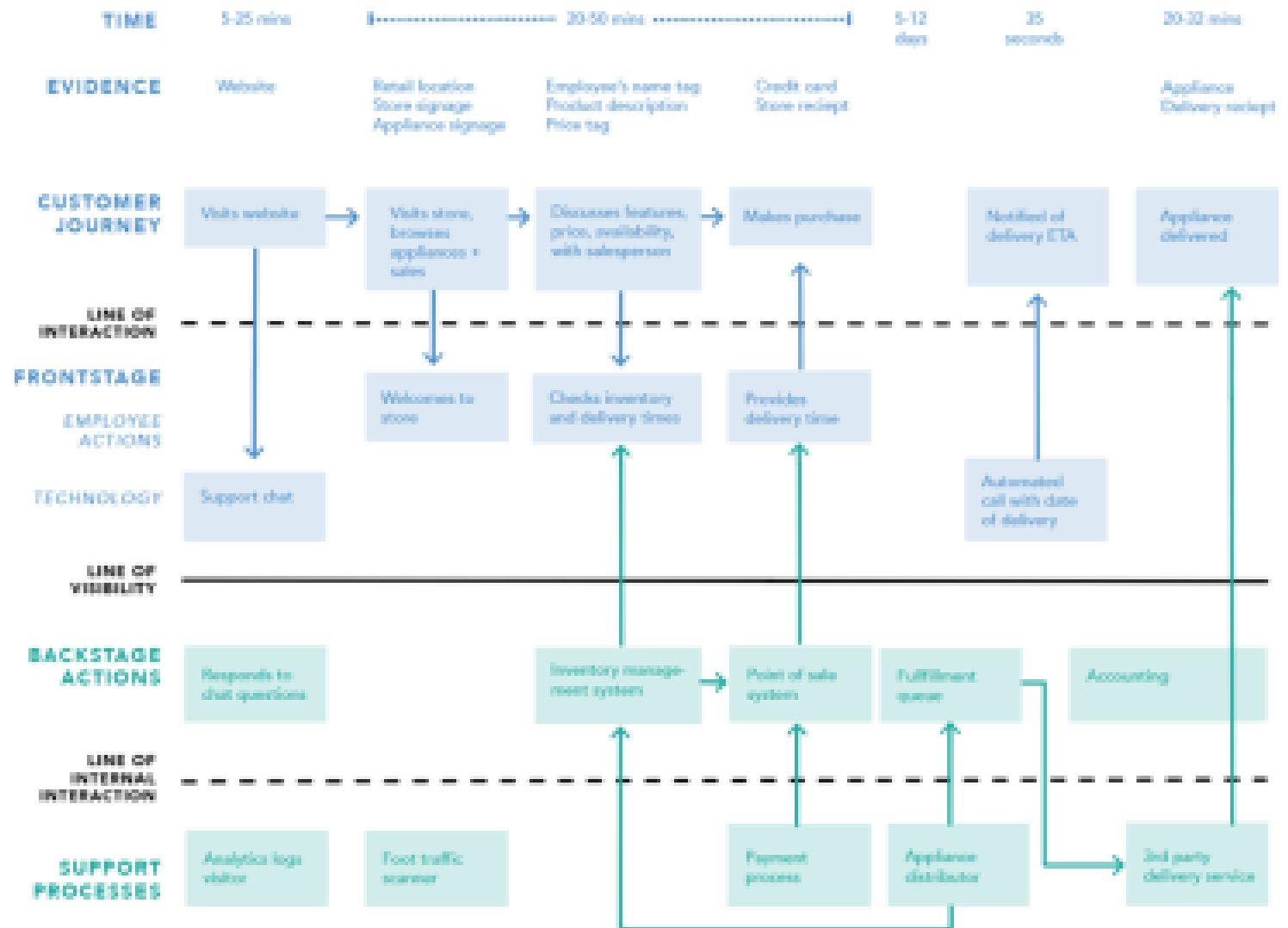


SERVICE DESIGN

Tools: Service Blueprint

A service blueprint is a diagram that visualizes the relationships between different service components — people, props (physical or digital evidence), and processes — that are directly tied to touchpoints in a specific customer journey.

SERVICE BLUEPRINT *Example*



WALT DISNEY



DISNEY - MAGICBAND

Your Key to the World: Magicband

Magicbands, introduced to Walt Disney World in 2013 as the central part of the MyMagic+ Experience, are RFID controlled bracelets which are given to Disney Resort guests on arrival. In short, they are your 'Key to the World'. It's the key to your hotel room, your ticket into the parks, and your primary paying method while in Walt Disney World.



CASE STUDY

Disney Employees or Cast Members?

“

You don't have to be happy to work at Disney, but you do have to act happy for eight hours. Because we're putting on a show.



DISNEY - PARKING EXPERIENCE

Manage beyond the obvious touchpoints

When you arrive at a Disney park, you're quickly directed to a parking spot, and tram drivers repeat your section and row number several times. However, after a long day, many people forget where they parked. Disney prepares for this by training attendants who know the time each row was filled and can guide you if you remember when you arrived. If not, some can scan your ticket to check when you entered the park and help you find your car.

"Peak-End Rule"



©DisneyFoodBlog.com

ACTIVITY!

Alaska Airline

1. Pre-travel planning
2. Booking and ticketing
3. Check-in
4. In-flight experience
5. Post-flight follow up:



SIGN IN▼CART0ESPAÑOL

Alaska

BookExploreTravel InfoMileage Plan™Ask Jenn

Welcome. Let's go somewhere.

BookCheck inFlight statusManage

FlightsHotelsCarsPackages

☐ One-way☐ Use miles

From
Seattle, WA (SEA-Seattle/Ti

To
Lihue, HI (LIH-Lihue/Kauai)

Departure date
1/23/16

Return date
1/28/16

Adults
1 adult

Children (ages 2-17)
0 children

[All search options](#)
[Use discount code](#)

FIND FLIGHTS

A new look.
A lasting commitment.

SEE WHAT'S NEW



Choose your flight

 Seattle (SEA) to San Francisco (SFO)
Tuesday, November 5

<

Wed Oct 30

Thu Oct 31

Fri Nov 1

Sat Nov 2

Sun Nov 3

Mon Nov 4
\$474

**Tue Nov 5
\$269**

Wed Nov 6
\$269

Thu Nov 7
\$269

Fri Nov 8
\$269

Sat Nov 9
\$284

Sun Nov 10
\$269

Mon Nov 11
\$221

>

Sort by
Stops

Filter by
None

Low fare alert

AS 1082
6:00 am — 8:12 am
SEA SFO
[Details](#) [Seats](#)

Refundable fares only

Saver	Main	Premium	First Class
Saver \$269	Main \$304	Premium \$328	First \$474

Baggage fees may apply @

Compare fares

Give feedback

SIGN IN▼CART0ESPAÑOL

Alaska

BookExploreTravel InfoMileage Plan™Ask Jenn

Welcome. Let's go somewhere.

BookCheck inFlight statusManage

FlightsHotelsCarsPackages

☐ One-way☐ Use miles

From
Seattle, WA (SEA-Seattle/Ti

Departure date
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Adults
1 adult

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0 children

[All search options](#)
[Use discount code](#)

FIND FLIGHTS

A new look.
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SEE WHAT'S NEW



Choose your flight

[Calendar view](#)

Seattle (SEA) to San Francisco (SFO)

Tuesday, November 5

<

Wed
Oct 30
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Mon
Nov 4
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\$269

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\$269

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\$269

Sat
Nov 9
\$284

Sun
Nov 10
\$269

Mon
Nov 11
\$221

>

Sort by
Stops

Filter by
None

[Baggage fees may apply](#) [Compare fares](#)

		Refundable fares only ☐			
		Saver	Main	Premium	First Class
AS 1082 6:00 am SEA	2h 12m 8:12 am SFO	Saver \$269	Main \$304	Premium \$328	First \$474
		Details	Seats		

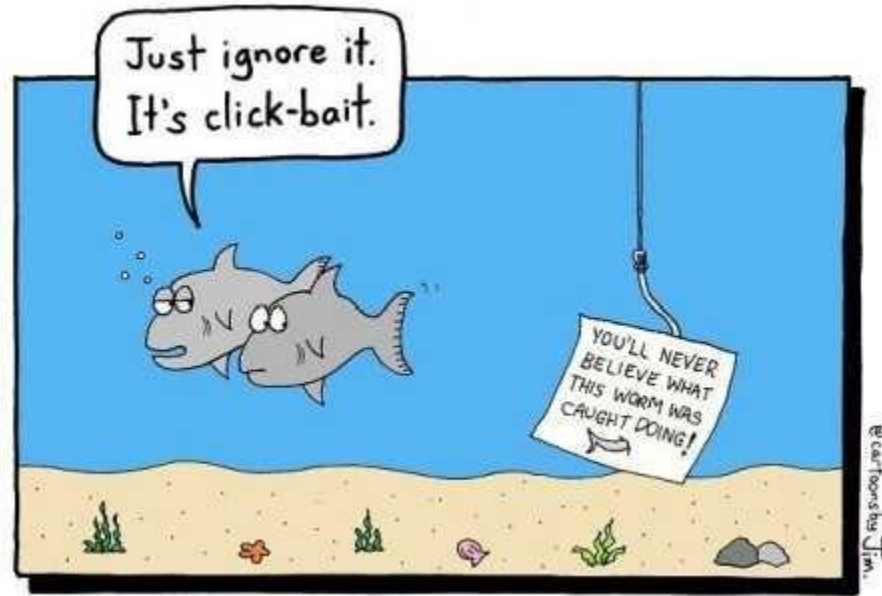
06

Session 6 - Information Architecture

Short attention span



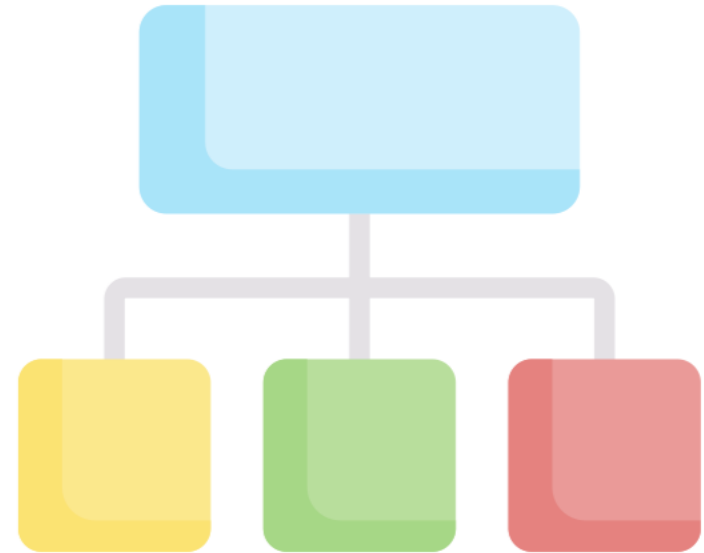
People are smart!



...so are fish 😊

Information architecture

Information architecture (IA) is the art of **organizing** website or app **content** into a **simple, intuitive navigation** system. It ensures that visitors can quickly find what they need with minimal effort.



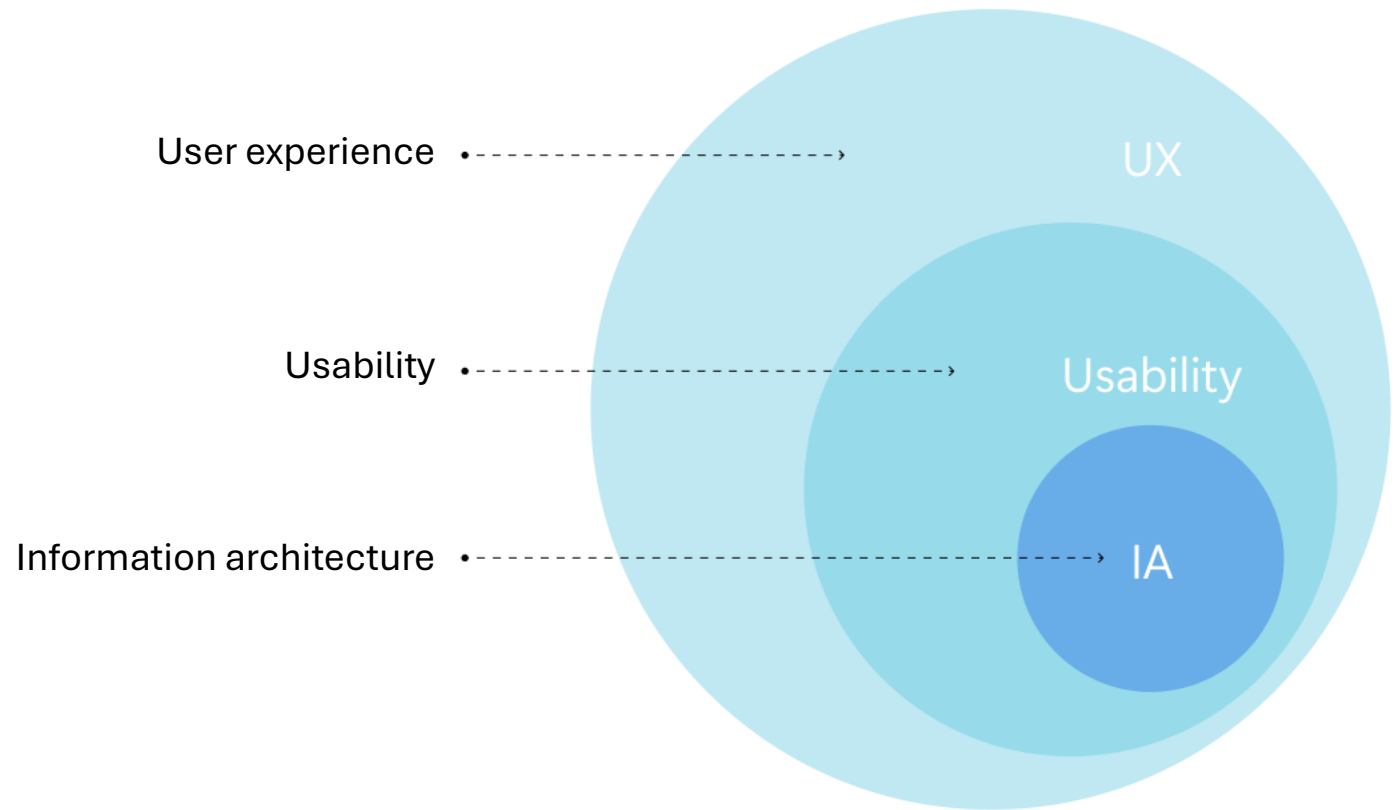
Information architecture



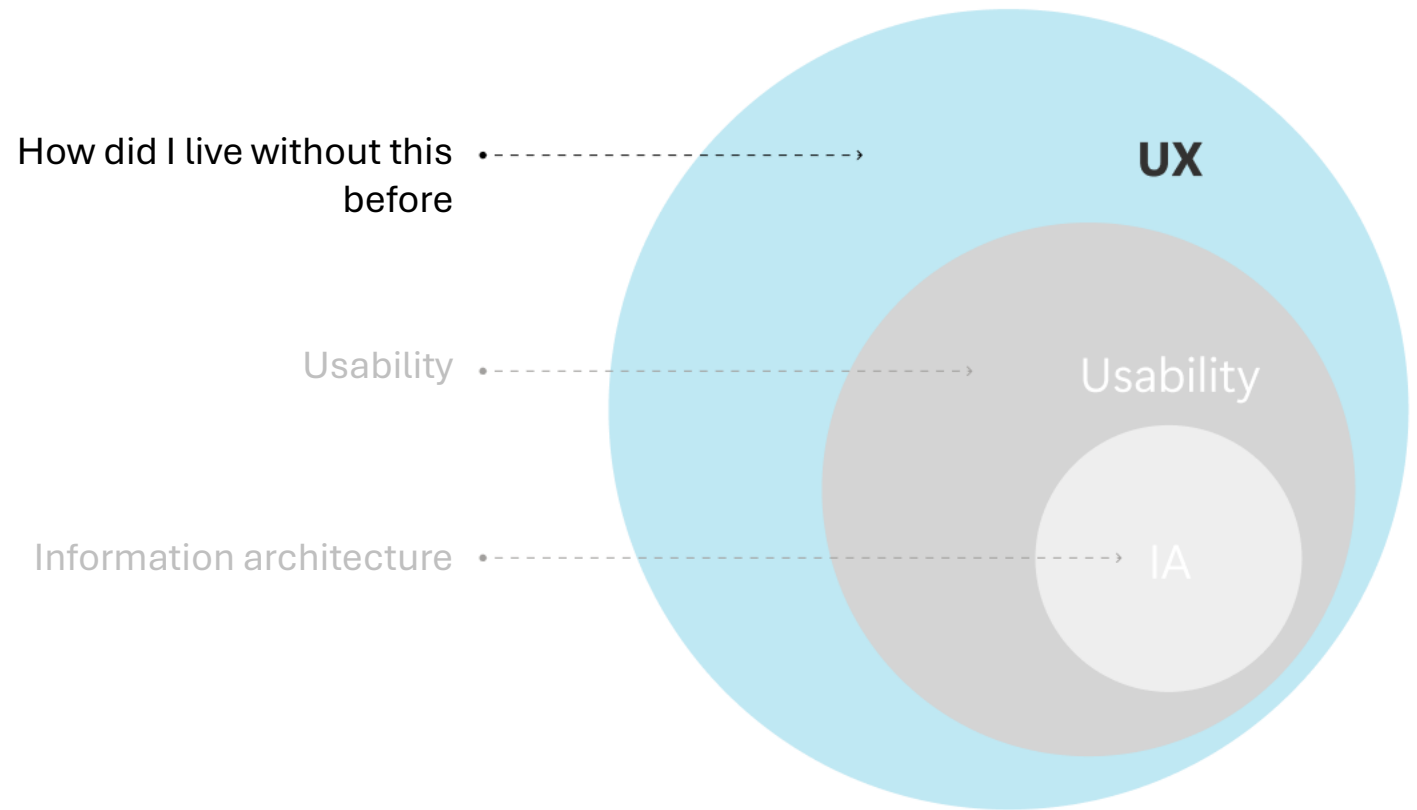
**Organizing
mess**

How is **IA** different
than UX design?

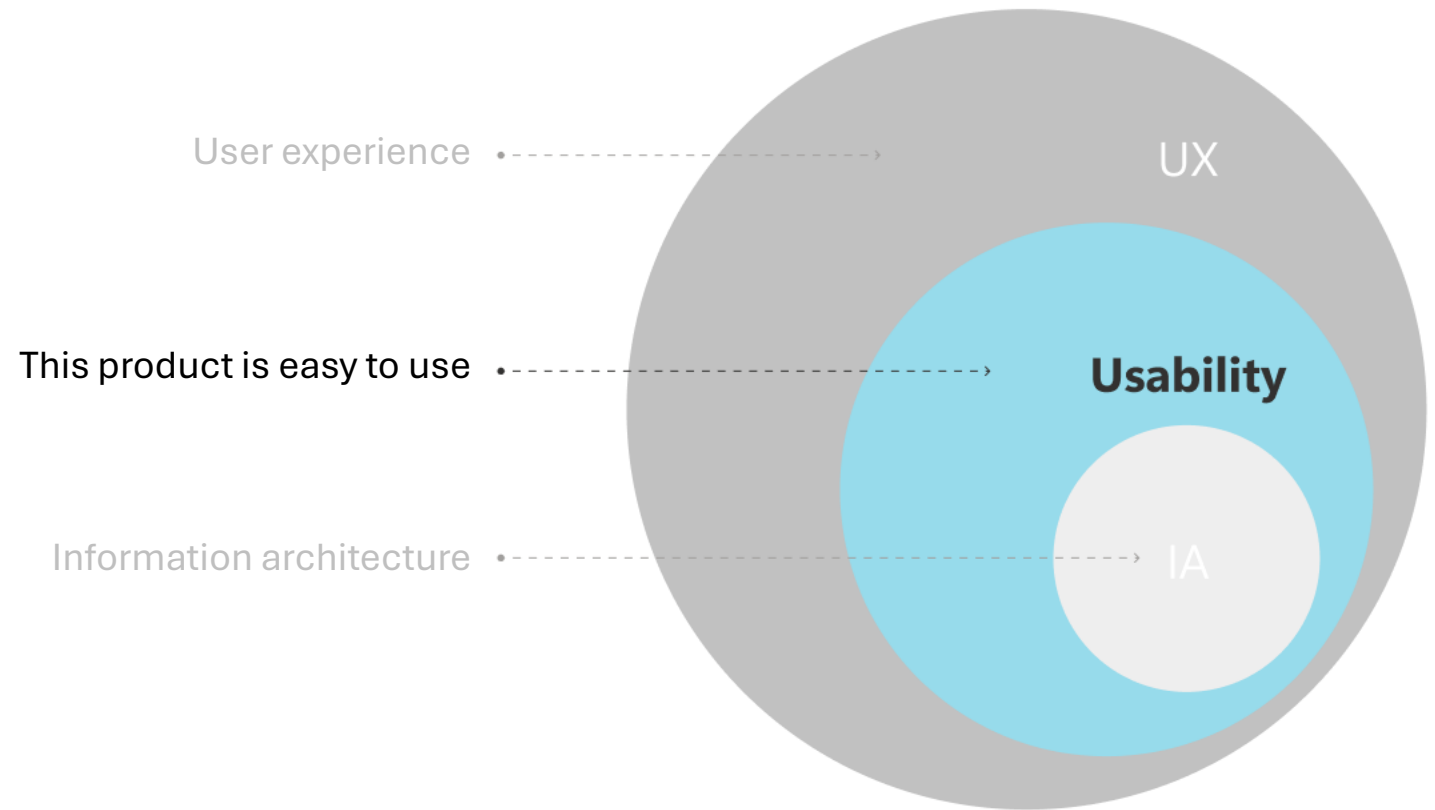
What's What?



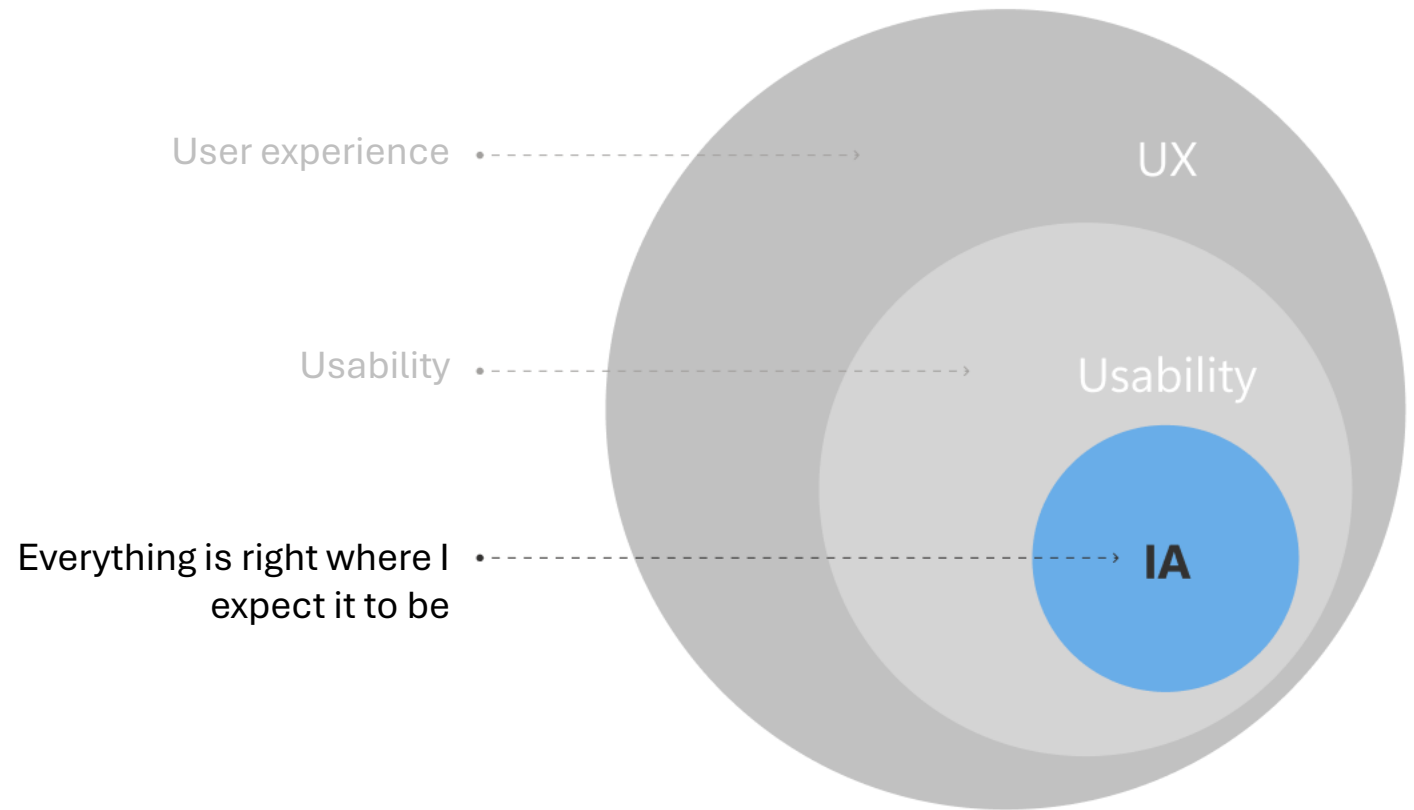
What's What?



What's What?



What's What?



To make it simple

User experience



Usability

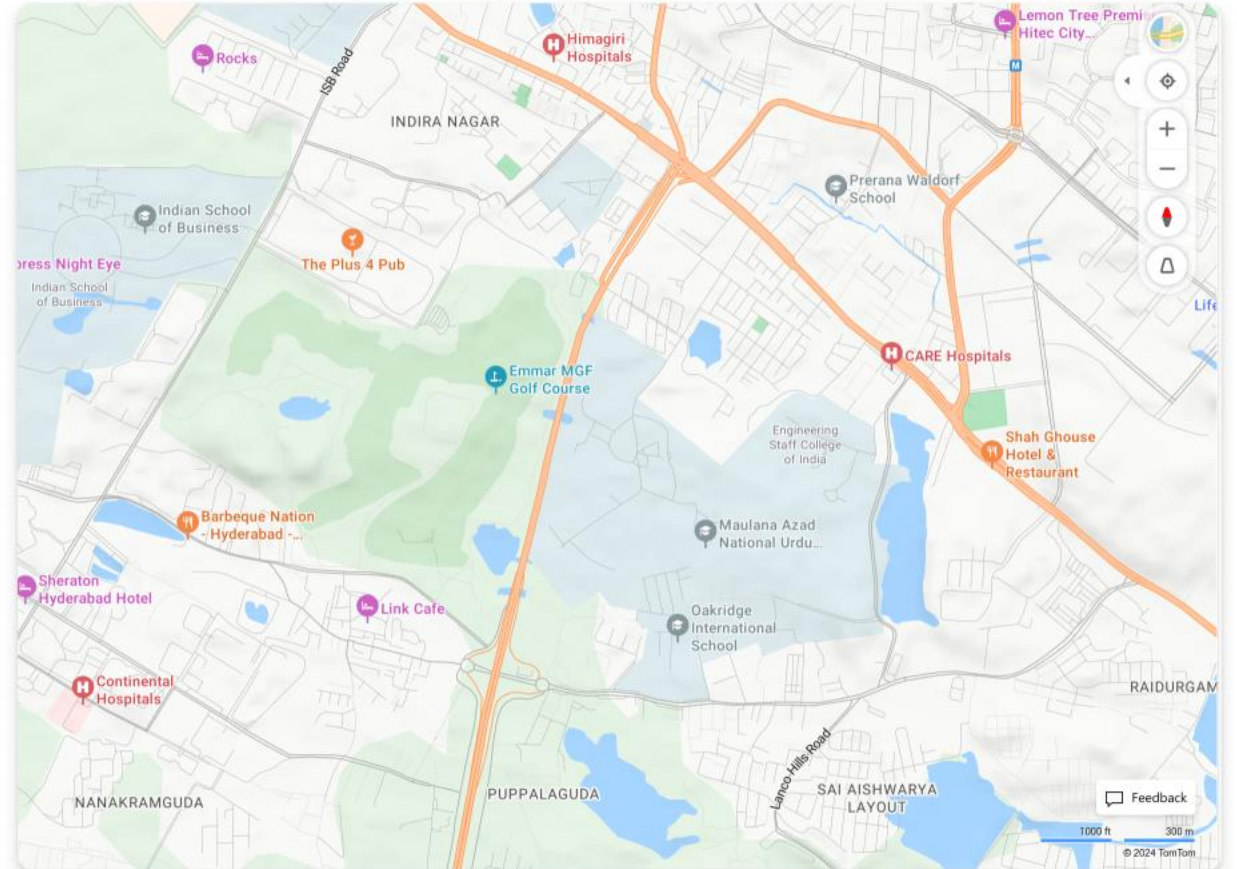


Information architecture

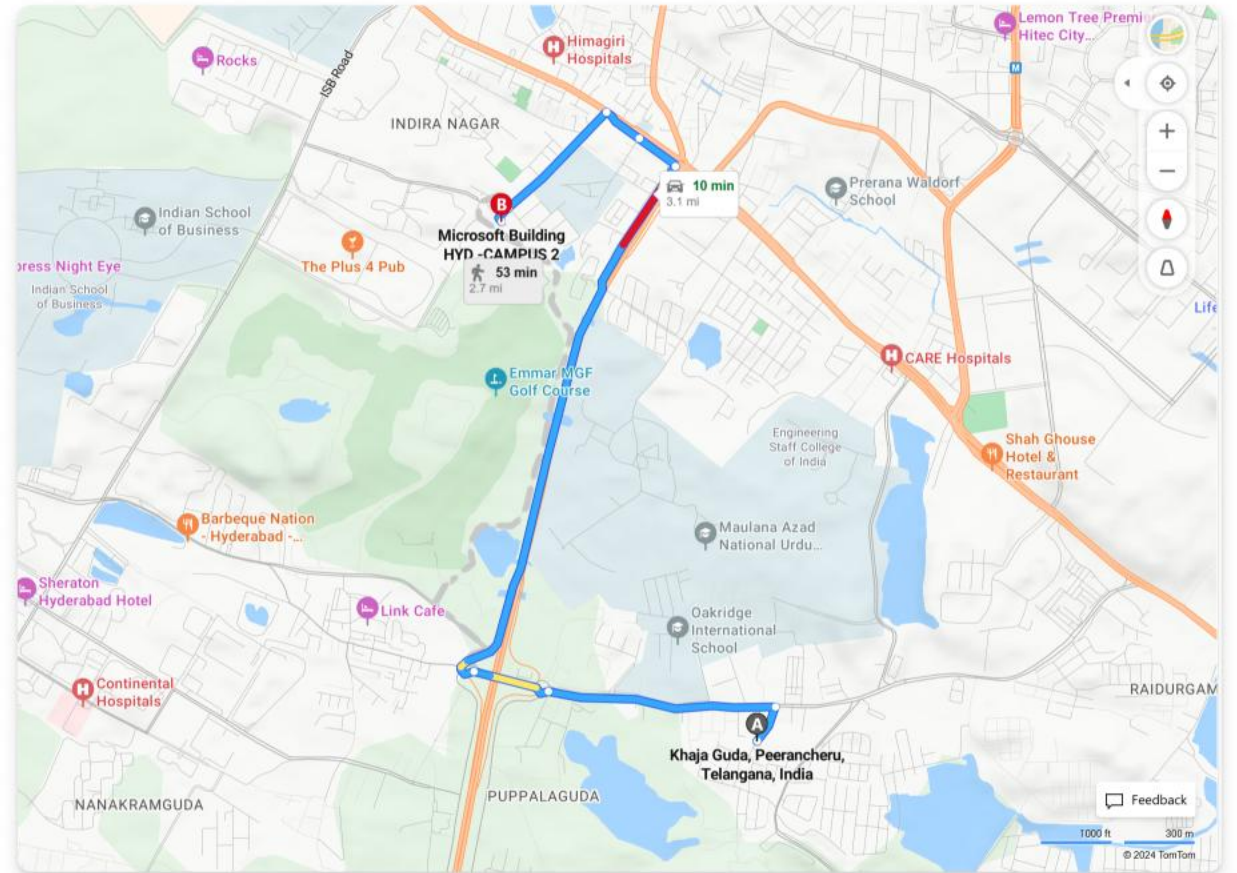


IA

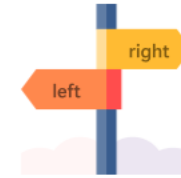
If UX is terrain...



...then IA is
path



3 focus of IA



Navigation and
labeling

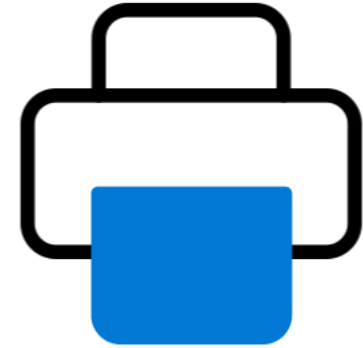


Content
organization



Information storage and
retrieval

IA is the
blueprint



**Imagine this
is your house**





Navigation and labeling

1st floor

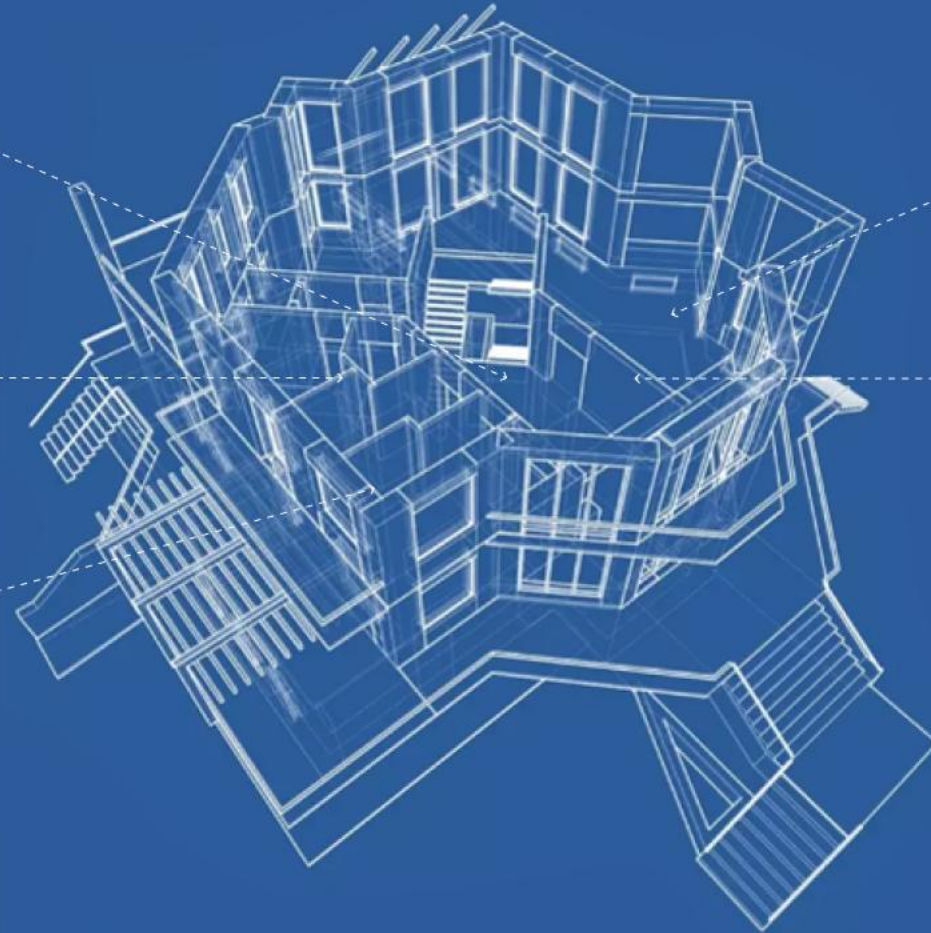
Living room

Kitchen

Bathroom

Dining room

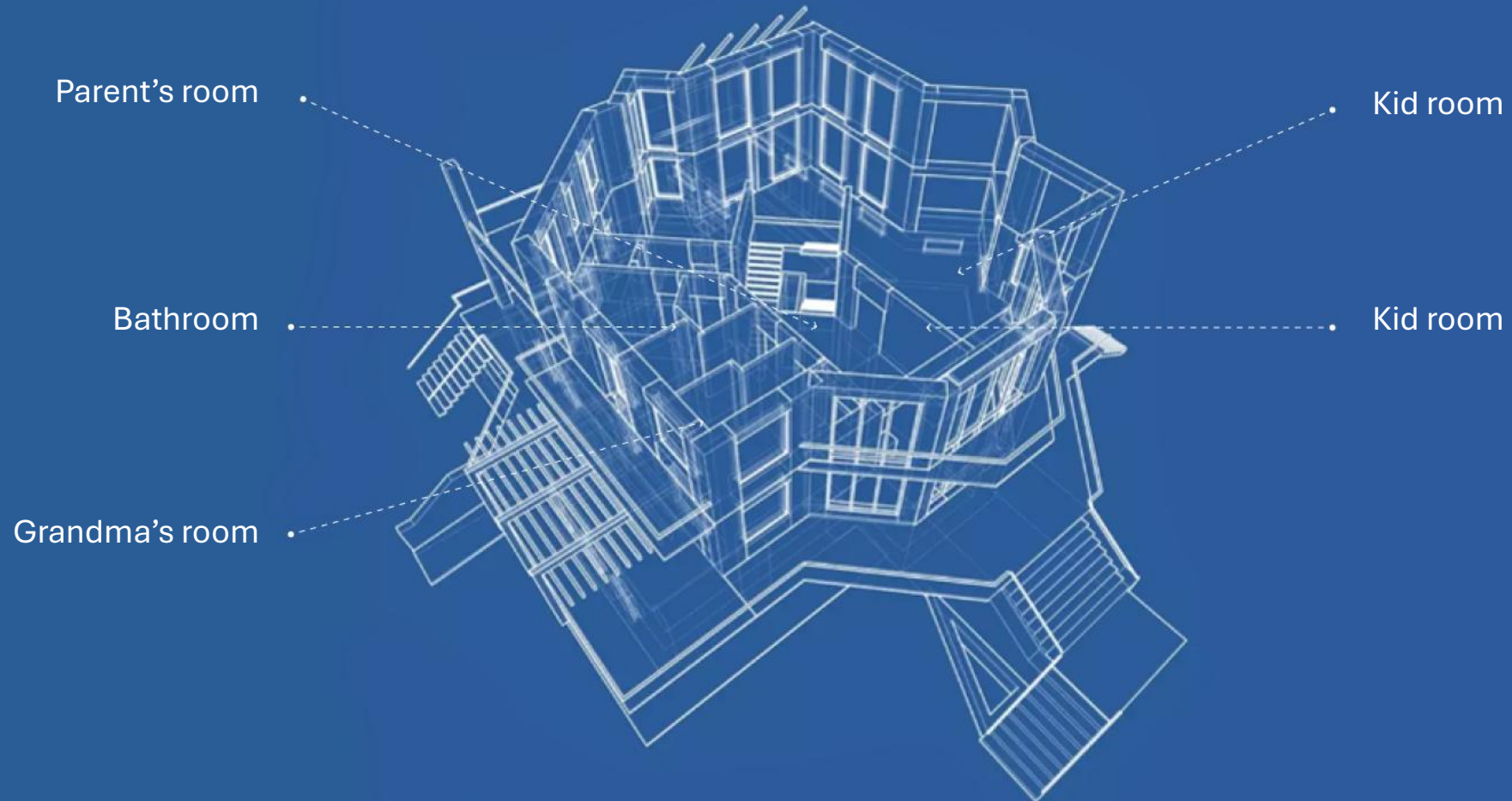
Playroom





Navigation and labeling

2nd floor



Questions and **logic**

Why did we put the living room in the middle?

Why is the kitchen near the dining room?

Why did we put family bedrooms upstairs?

Why is the playroom downstairs?

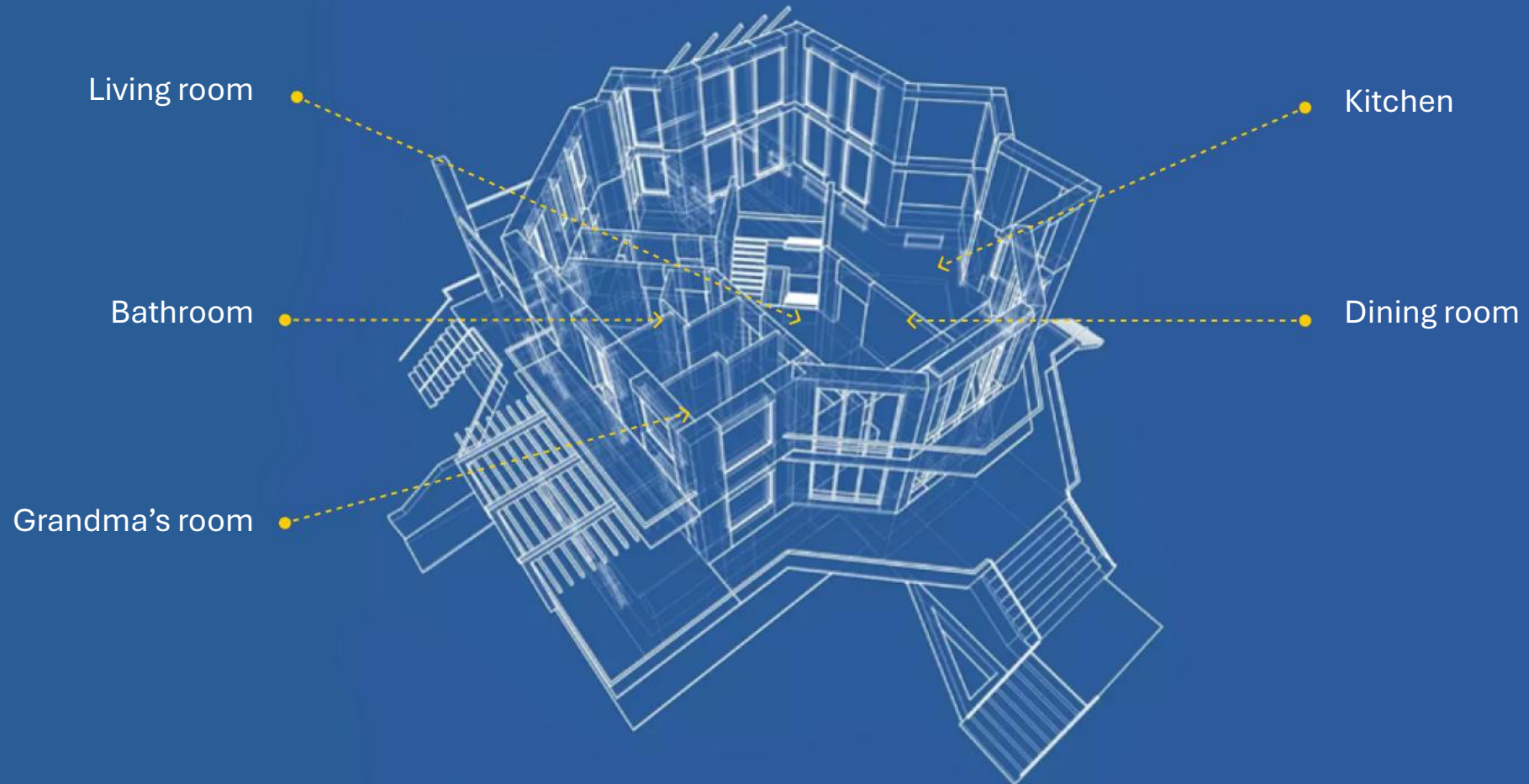
Logic questioned

But wait, grandma has a weak knee and she can't go up and down the stairs all day.



Navigation and labeling

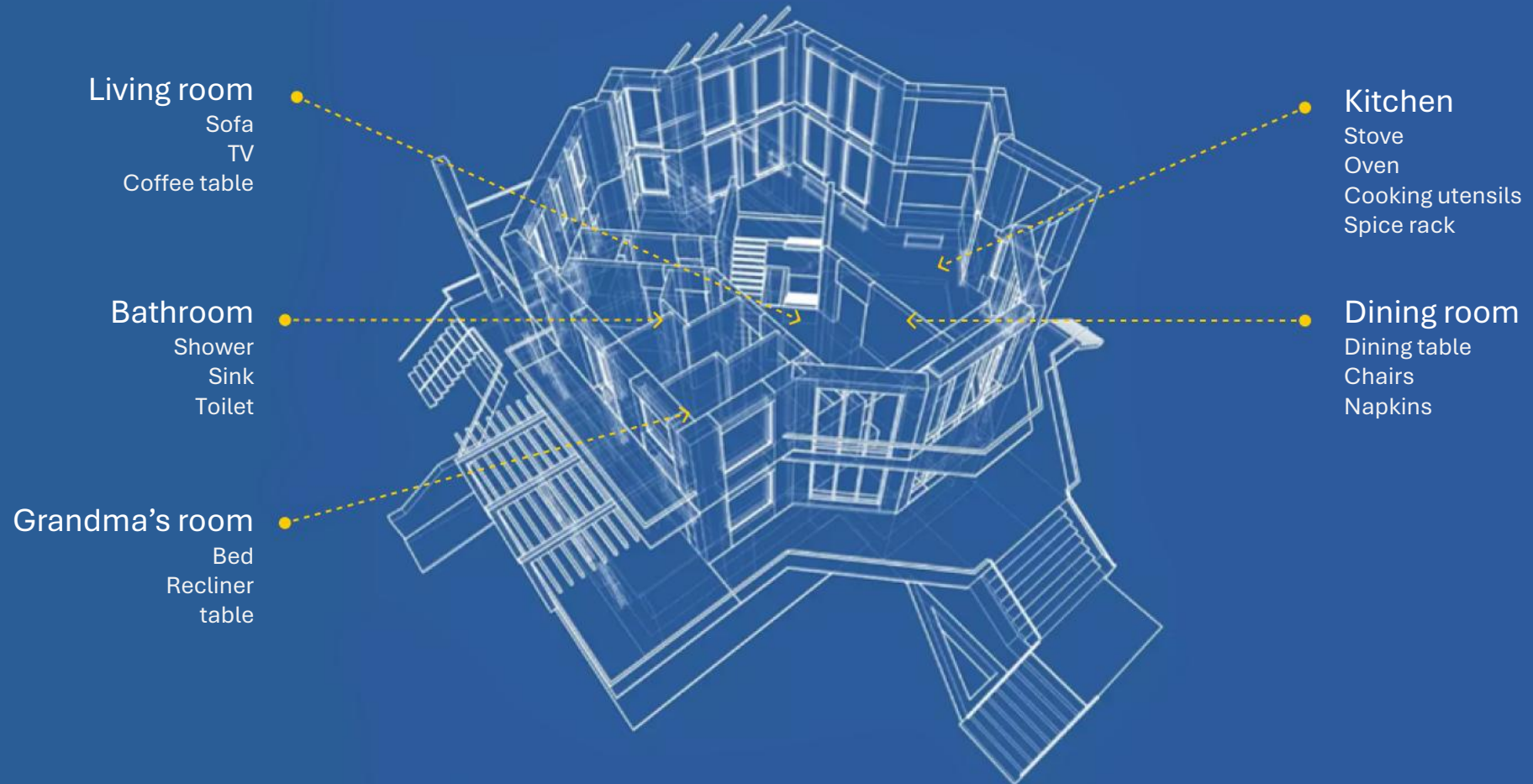
1st floor





Content organization

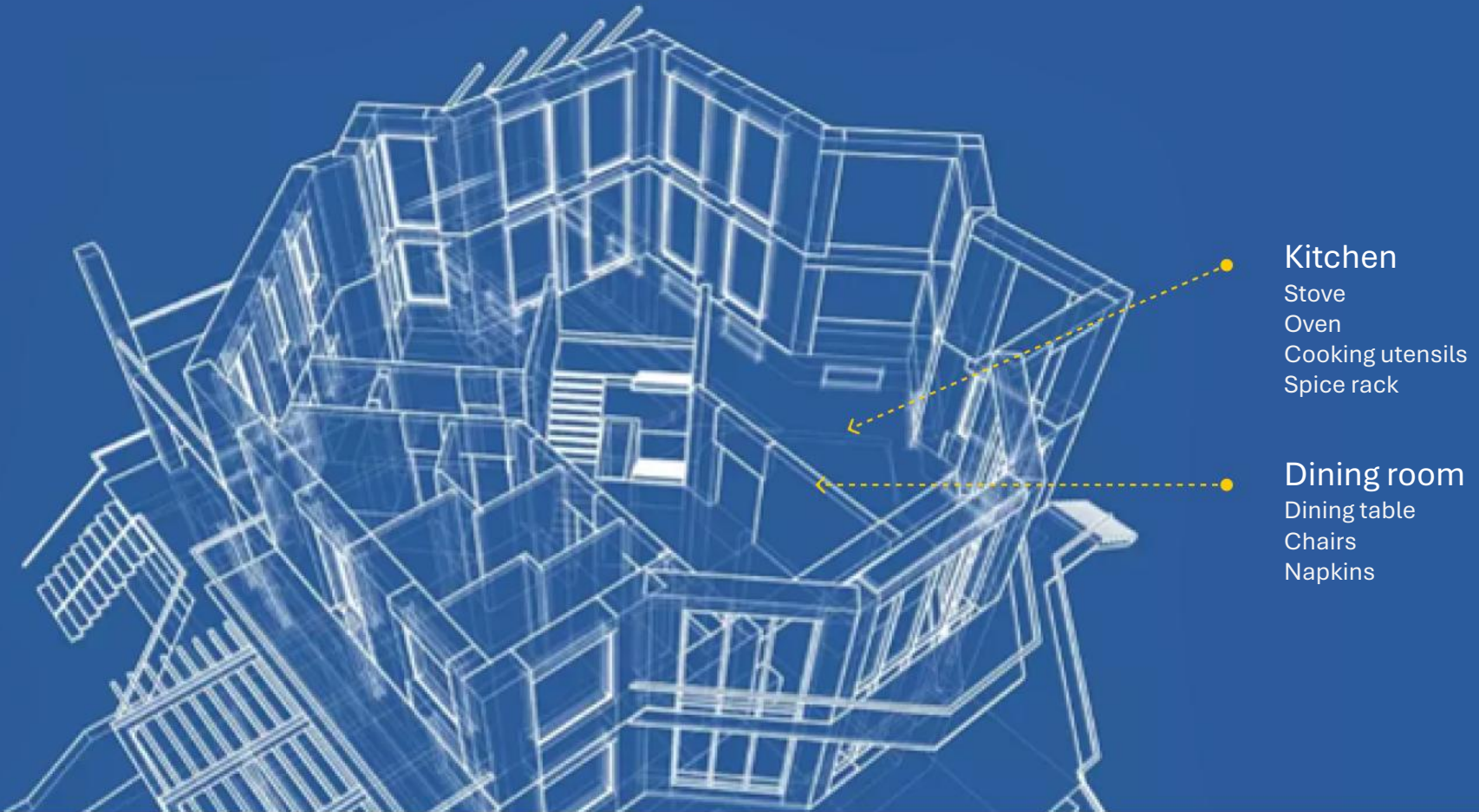
Everything (now and future) has a place





Information storage and retrieval

Where does eating utensils go?



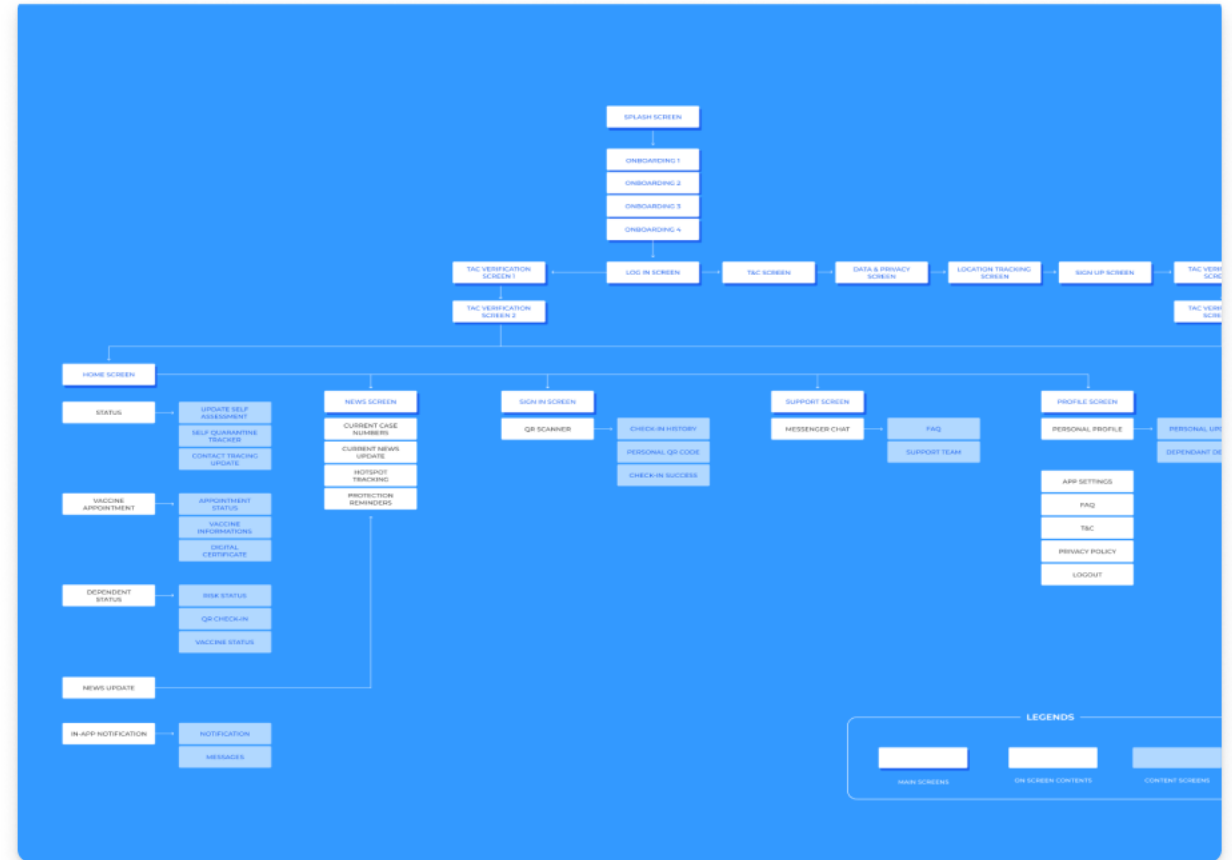
Mental model

All grocery stores are organized in the exact same way because they use the same information principles and layouts.



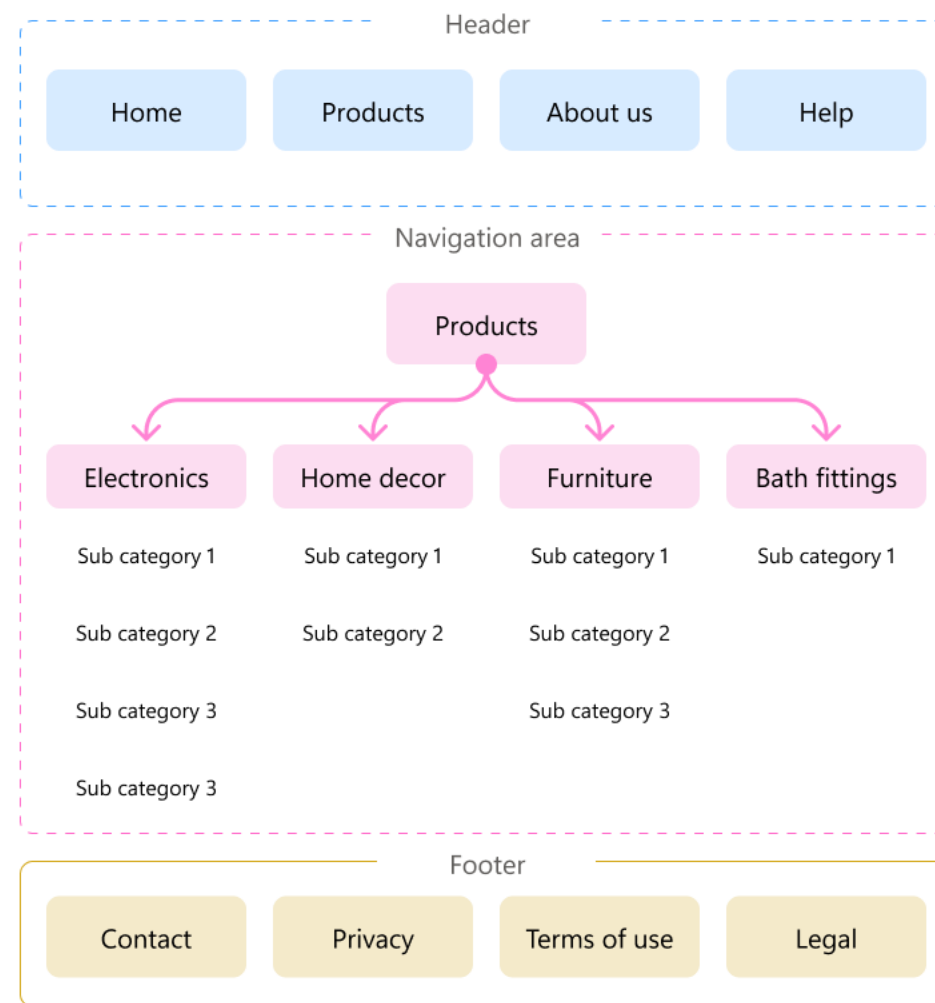
How is it done?

Now that we have a basic understanding of what IA is, let's learn a bit about it's implementation.



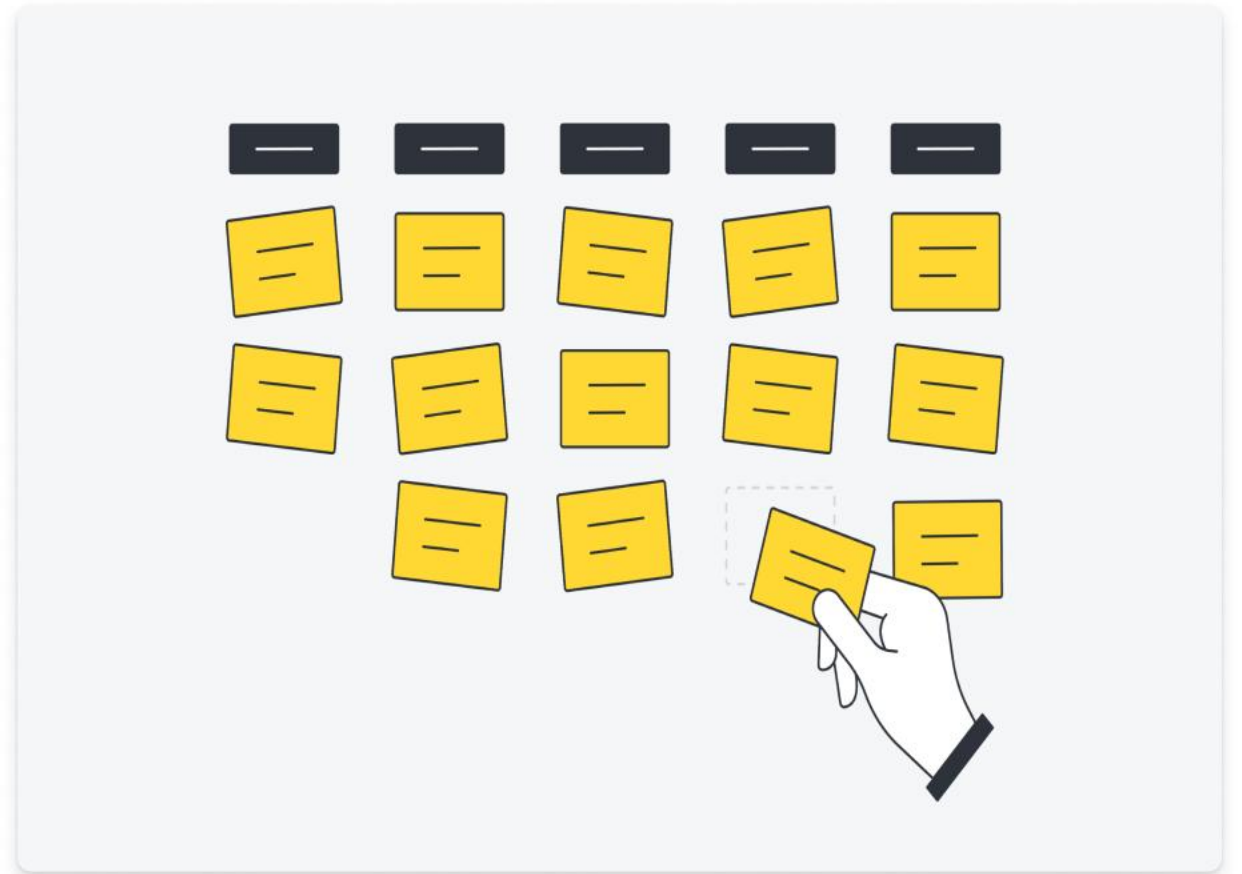
See from **user's** **perspective**





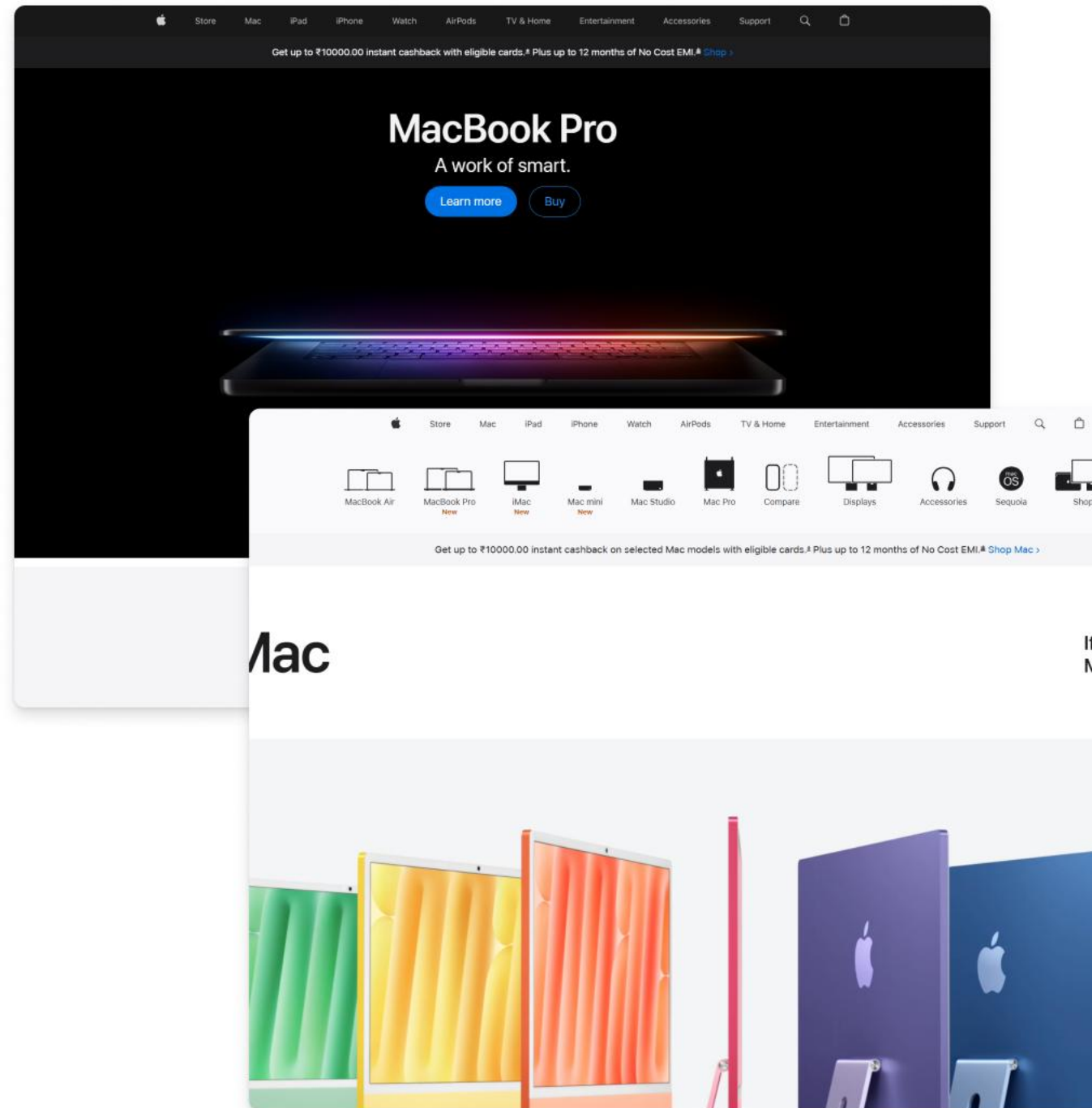
Card sorting

Card sorting is a UX research technique in which research participants sort labels for content into larger categories.



Example Apple

Hierarchical (tree structure)



Example Delta

Sequential (step by step)

DELTA BOOK CHECK-IN MY TRIPS FLIGHT STATUS Travel Info SkyMiles Need Help? SIGN UP LOG IN

BLR To
Bangalore, India Your Destination

Round Trip Depart Return 1 Passenger SEARCH

SEARCH OPTIONS ☐ Shop with Miles ☐ Refundable Fares ☐ My dates are flexible Advanced Search

EXPERIENCE THE NEW DELTA PREMIUM SELECT
Now with enhanced dining and upgraded amenities settle in to a spacious seat and a

BOOK NOW

DELTA BLR - JFK Round Trip Dec 20-26 1 Passenger MODIFY SIGN UP LOG IN

Outbound BLR · JFK

Show Price In \$USD Miles Miles + Cash Sort & Filter

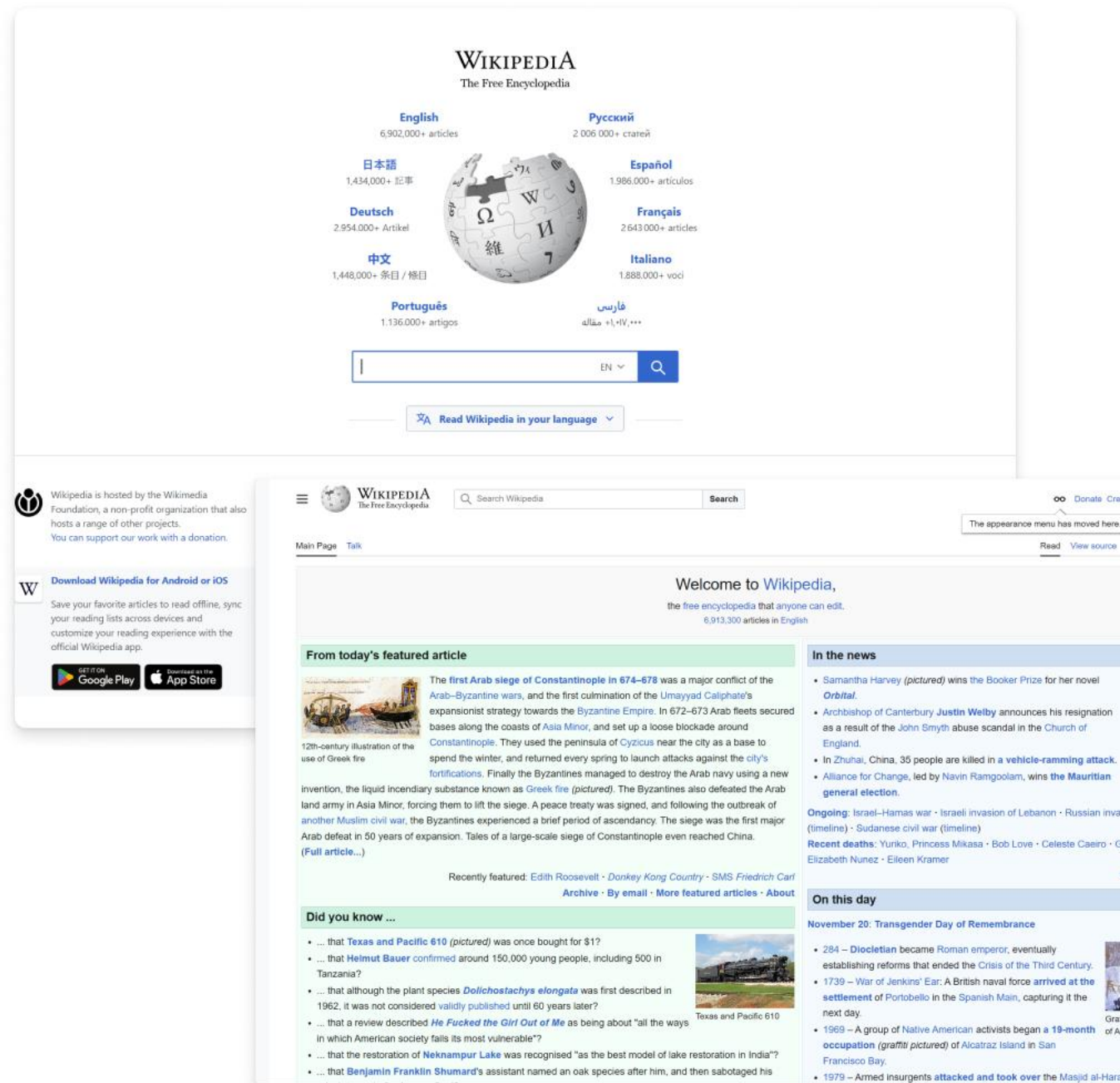
Download the Fly Delta App
Change your seat, receive flight notifications, track your bags, and more, all in the app.

Fri, Dec 20, 2024
Explore Our Cabin Experiences
Fares are round-trip per passenger, including taxes and fees. Additional baggage fees may apply. Delta flights may be listed first. Services and amenities may vary or change.

	Basic	Main	Premium Select	Delta One
DL8471¹, DL8743¹ 21h 35m 1:55am → 1:00pm BLR CDG 2h 15m JFK ¹ DL 8471 & DL 8743 are operated by Air France. Additional fees may apply. Details Seats	Economy Light (E) From \$2,060 Round Trip 5 left at this price	Economy (U) From \$2,205 Round Trip 5 left at this price	Premium Economy (A) From \$3,810 Round Trip 4 left at this price	Business From \$6,000 Round Trip 1 left at this price
DL8471¹, DL263 22h 45m 1:55am → 2:10pm	Economy Light Basic From \$2,055	Economy Main From \$2,200	Premium Economy Premium Select From \$3,802	Business Delta One¹ From \$8,000

Example Wikipedia

Matrix (hop and skip)



Why **invest** in **IA**



Search engine optimization (SEO)

So, people can find your site.



Findability

So, people can find the info
they are looking for.



Information storage and retrieval

So, people know where to
go for what.

Information **scent**

Is an analogy that compares how humans seek information with animals seeking food.



Fun **activity**

Earphones

Carrots

Potato chips

Shampoo

Grapes

Light bulbs

Mixed nuts

Soap

Orange juice

Apples

Toothpaste

Chocolate bars

Phone chargers

Spinach

Apple juice

Deodorant

Bananas

Batteries

Tomatoes

Granola bars

Ask Dug anything

Maybe I know what you are looking for :-).



07

Session 7 - Visual Design

Looking back

10/8
Intro to UX

10/22
Accessibility design

11/5
Service design

10/15
Research / UT

10/29
Content design

11/20
Information architecture
Visual design
Interaction design



Visual Design

Let's paint the house today



UX & UI?



Imagine you're designing a house. UX would be the foundation, while UI would be the paint and furniture.

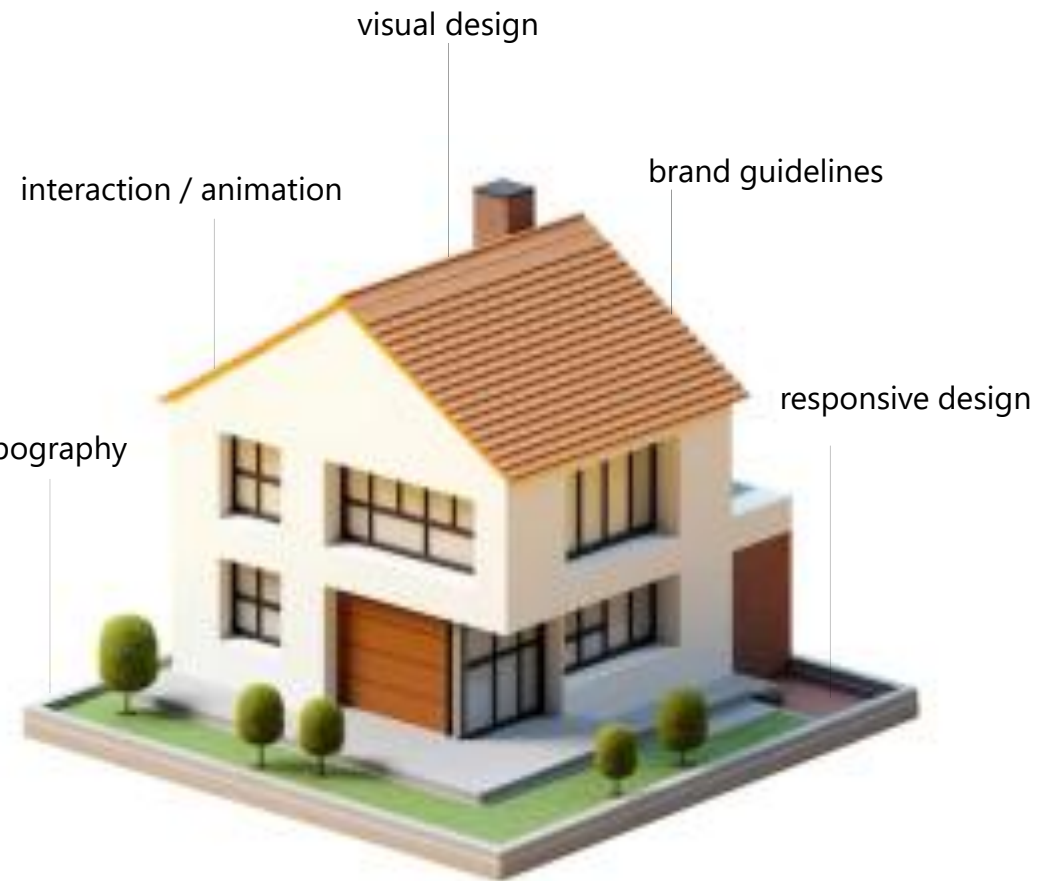








UX



UI



UX



UI

So, what's visual design?

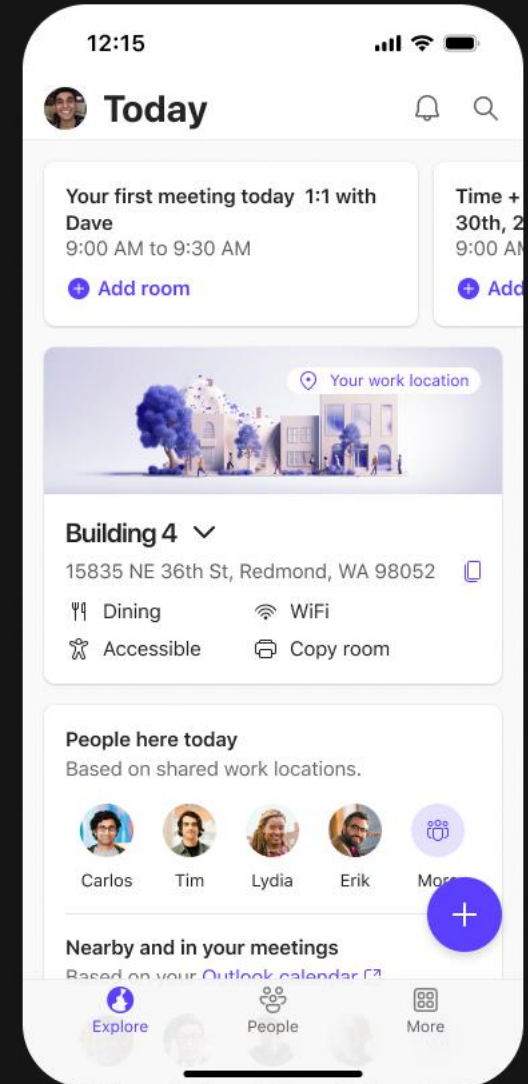
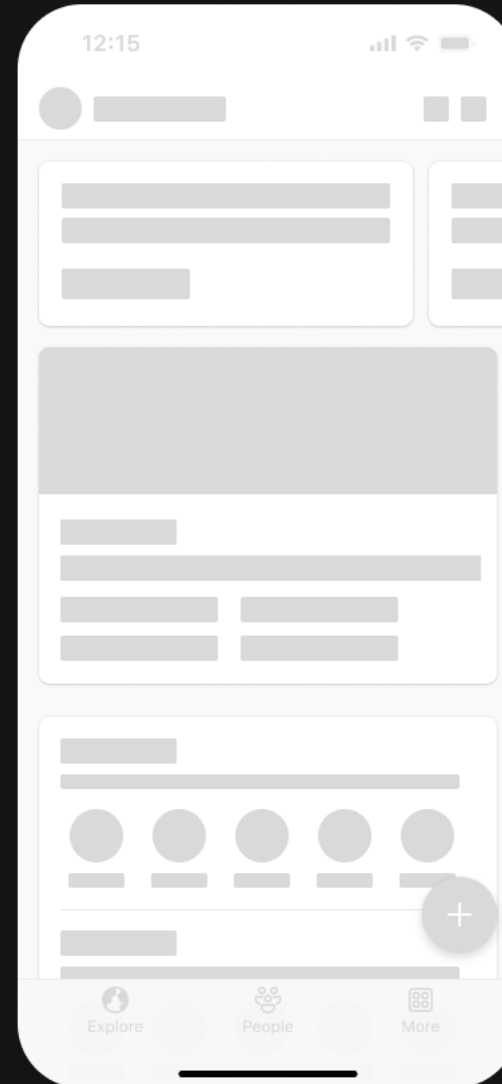
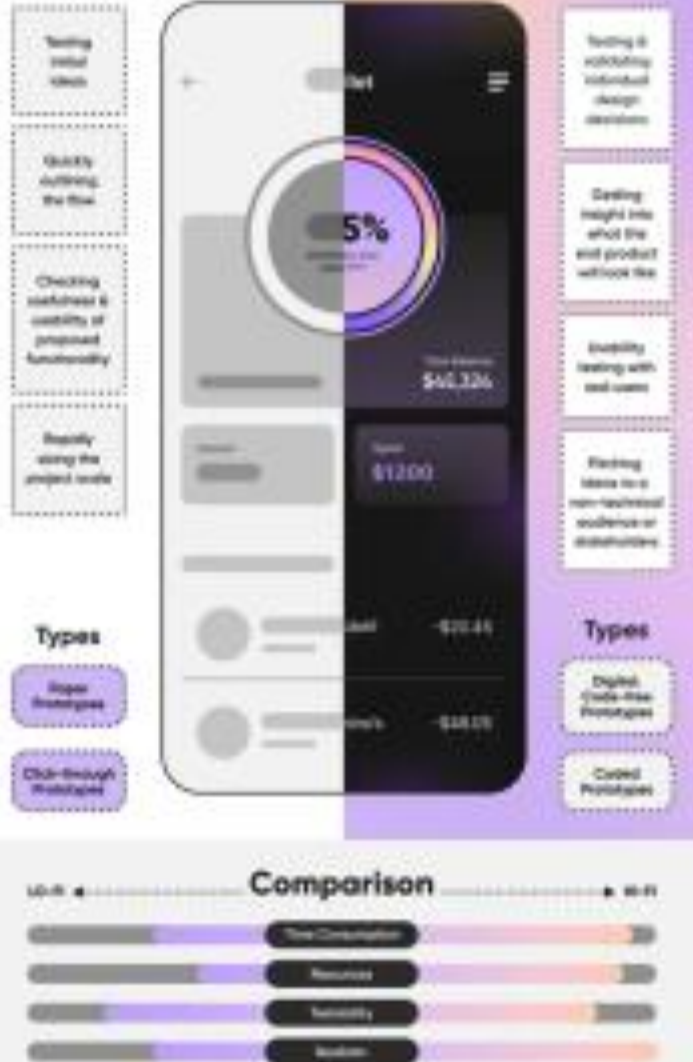
Visual design is the process of creating a product or service that is both visually appealing and easy to use. It involves strategically using images, colors, fonts, and layouts to improve the user experience.

Lo-Fi



Hi-Fi

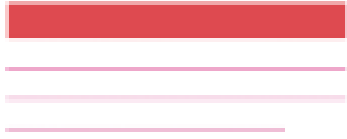
Comparing Lo-Fi Vs. HI-FI Prototypes



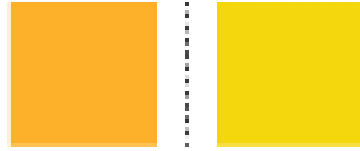
Visual design principles inform us how design elements go together to create well-rounded and thoughtful visuals. Graphics that take advantage of the principles of good visual design can drive engagement and increase usability.



Scale



Visual hierarchy



Balance



Contrast



Gestalt
principles

Scale / Emphasis

Using relative size to signal importance and rank in a composition.

Something that attracts attention

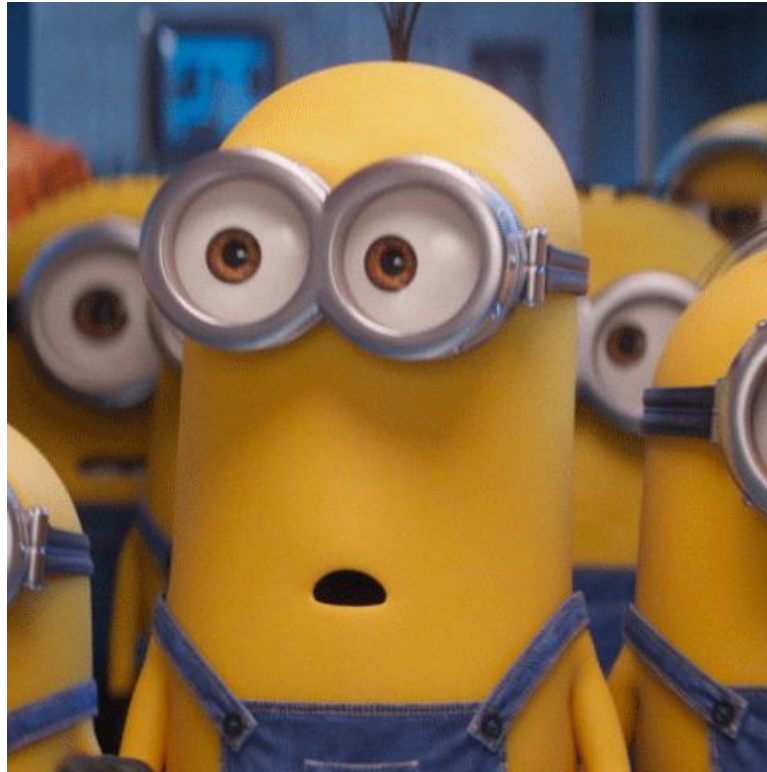


Use size, color, contrast to show emphasis

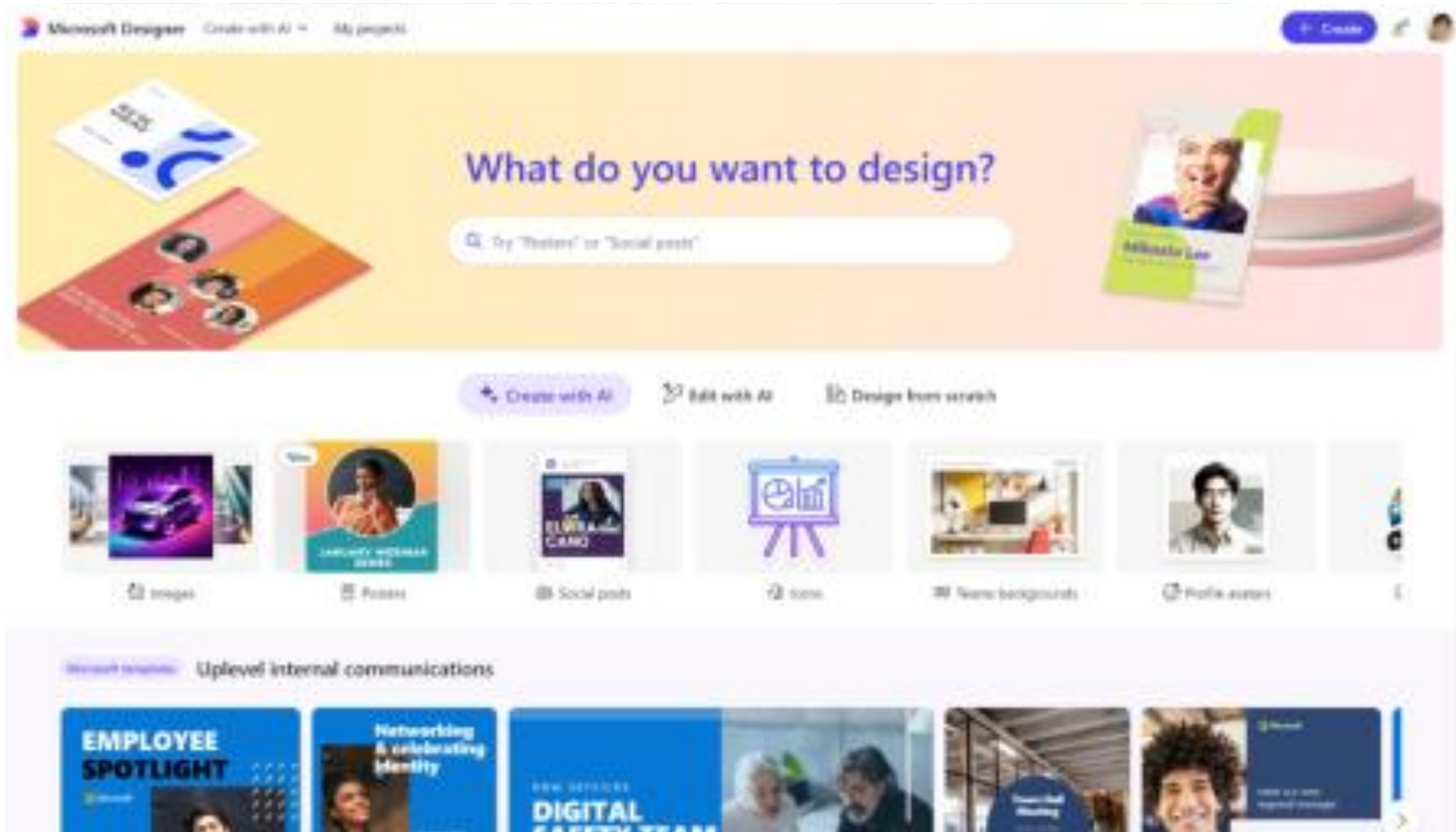
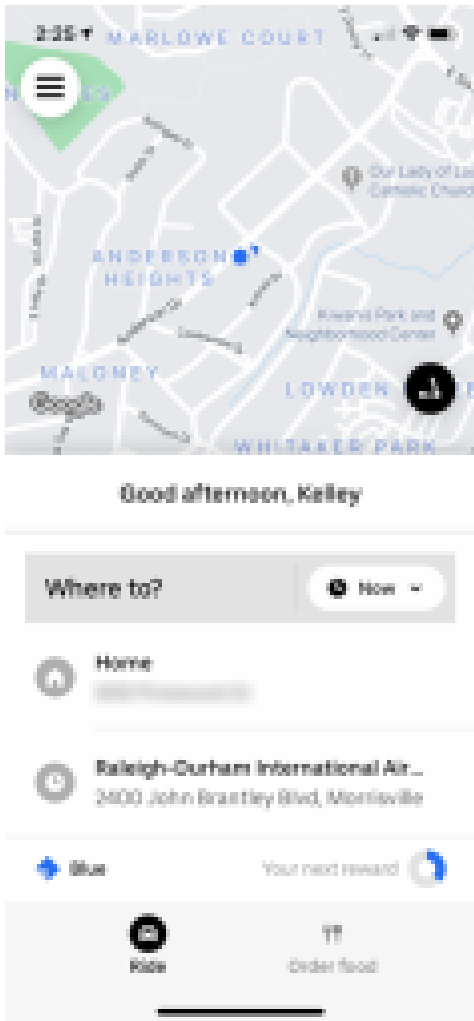


Visual Hierarchy

Guiding the eye on the page so that it attends to different design elements in the order of their importance.



To create a clear visual hierarchy, use 2–3 typeface sizes to indicate to users what pieces of content are most important or, use bright colors for important items and muted colors for less important ones.

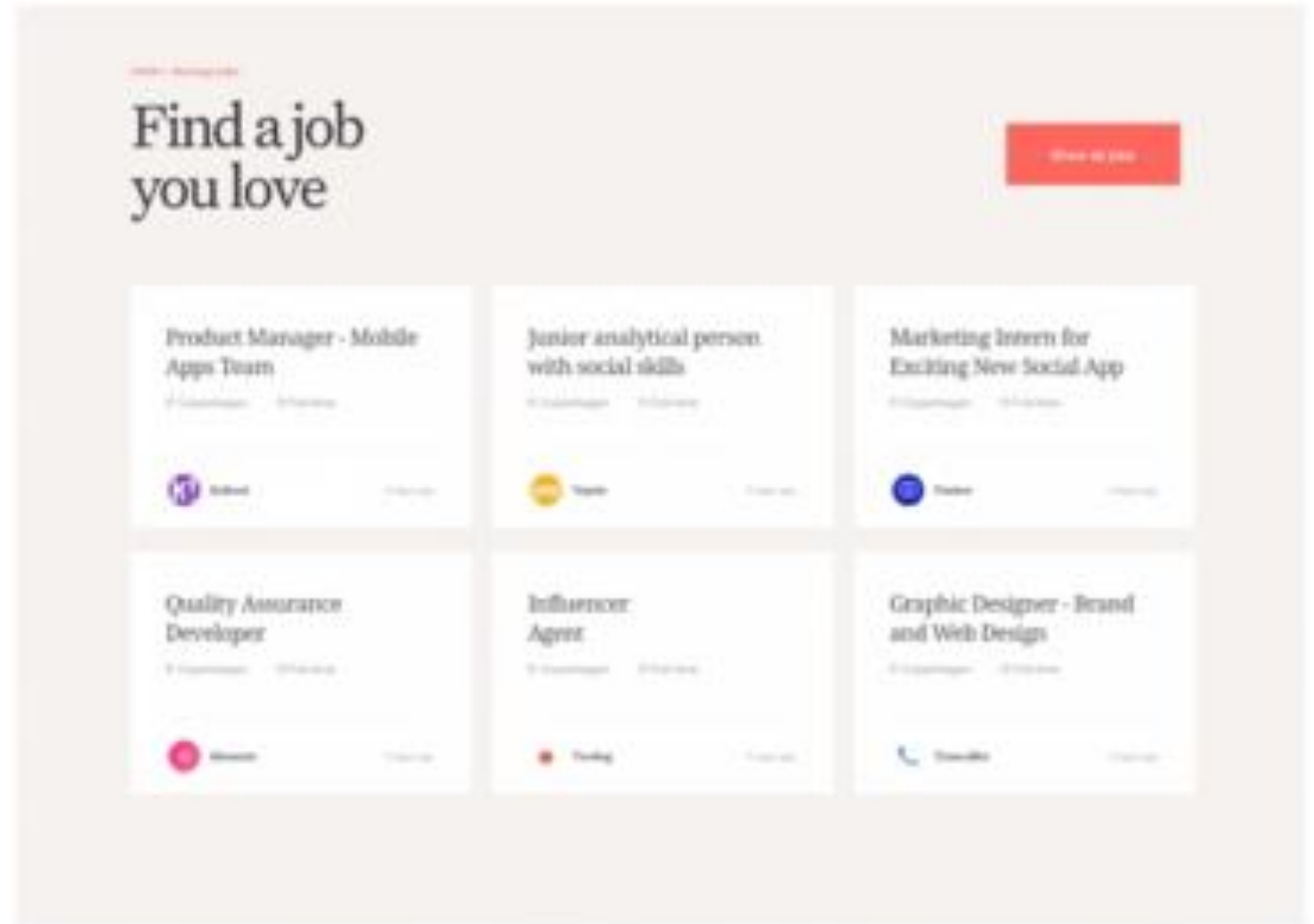


Balance

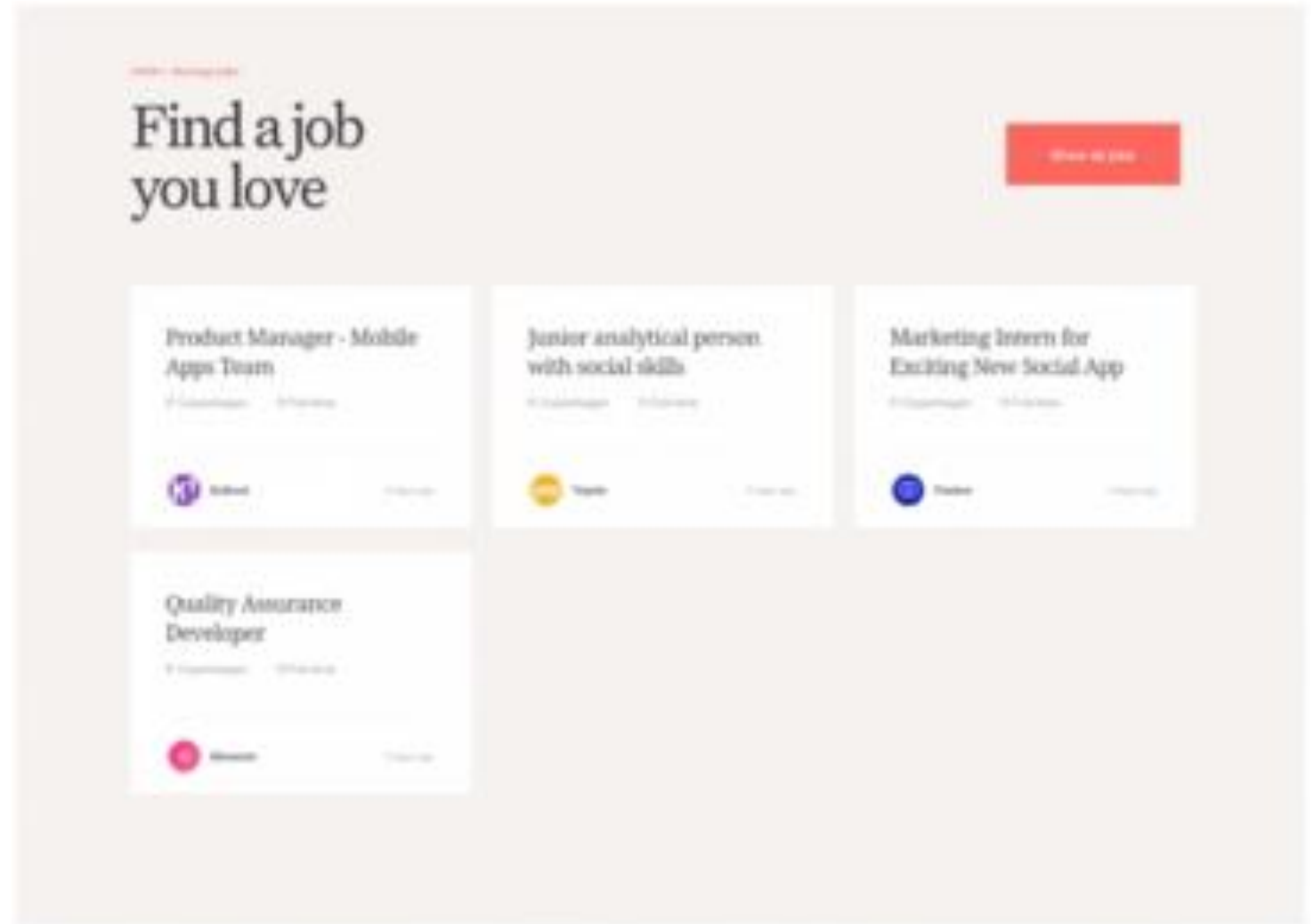
Balance occurs when there is an equally distributed (but not necessarily symmetrical) amount of visual signal on both sides of an imaginary axis going through the middle of the screen.



The kind of balance you use in your visual depends on what you want to convey. Asymmetry is dynamic and engaging. It creates a sense of energy and movement. Symmetry is quiet and static. Radial balance will always lead the eye to the center of the composition.



The kind of balance you use in your visual depends on what you want to convey. Asymmetry is dynamic and engaging. It creates a sense of energy and movement. Symmetry is quiet and static. Radial balance will always lead the eye to the center of the composition.



Contrast

The juxtaposition of visually dissimilar elements in order to convey the fact that these elements are different (e.g., belong in different categories, have different functions, behave differently).



The principle of contrast is often applied through color. Use a color-contrast checker to ensure that your content can still be read by all your target users.



CAN YOU READ?



CAN YOU READ?



CAN YOU READ?

CAN YOU READ?

Accessibility

Text with background
ration should higher than 4.5:1

✗ FAIL

Text on background



✓ PASS

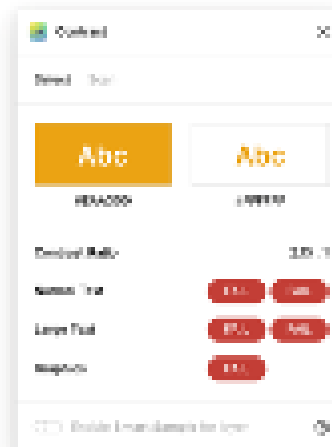
Text on background



For large text / icons
ration should higher than 3:1

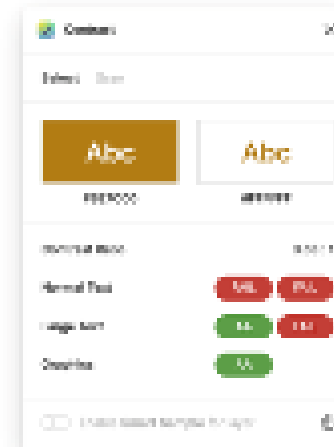
✗ FAIL

2.15:1



✓ PASS

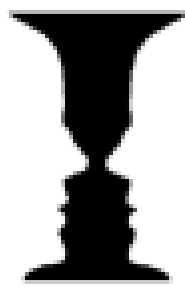
3.63:1



Gestalt Principles

Gestalt Principles help designers make order out of chaos, concentrate on things that are important and convey a lot of information in design, without overloading the audience with too many things at once. The proper use of them leads to intuitive designs that are deliberate, easy to understand, and consume.





Face or pillar



Woman or Man



maid or witch



[MEN](#) [WOMEN](#) [NEW ARRIVALS](#)

allbirds

[SUSTAINABILITY](#)

[MERUM](#)

[STORES](#)



[Home](#) / [Women's Shoes](#) /

Everyday Sneakers

Everyday Sneakers

[Running Shoes](#)

[Sandals](#)

[Flats](#)

[Slip-Ons](#)

[Water-Repellent Shoes](#)

[Hiking Shoes](#)

[High Tops](#)

[Slippers](#)

Filter By:

BEST FOR

- ☐ Everyday
- ☐ Warm Weather
- ☐ Running

WOMEN

MEN



Women's Tree Runners

Lux Purple (Blizzard Sole)

\$105



Women's Tree Skippers

Kakaora White (White Sole)

\$100



Women's Tree Dasher Relay

Natural Black (Blizzard Sole)

\$105



Chat

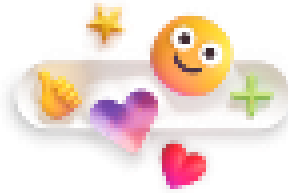
Why visual design principles are important?

Why should we care about and understand visual-design principles? Beyond making something “look pretty,” understanding and taking advantage of them serves to:



Increase usability

When paired with a strong interaction design, visual design will increase task success rates and user engagement.



Provoke emotion & delight

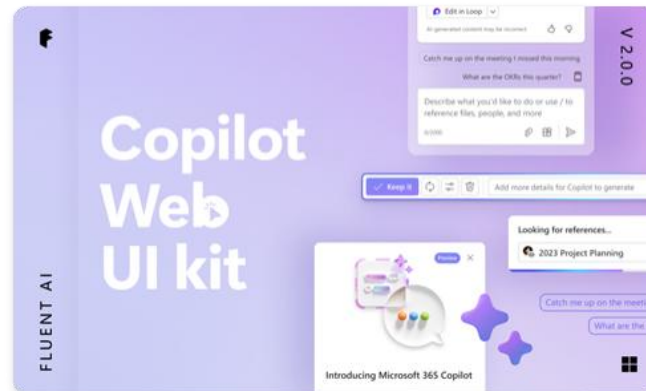
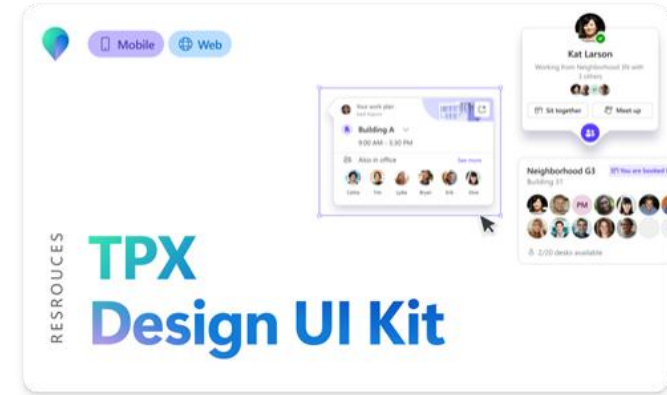
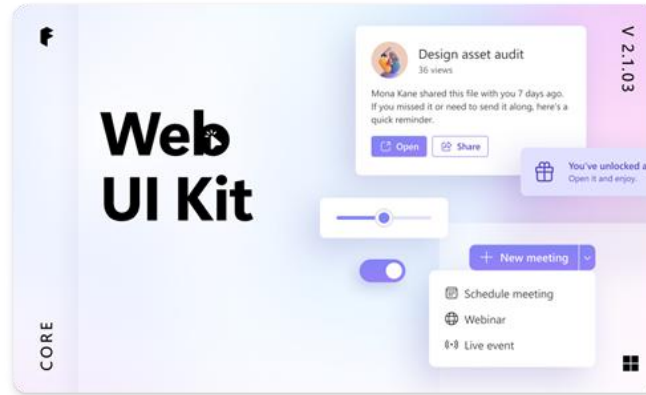
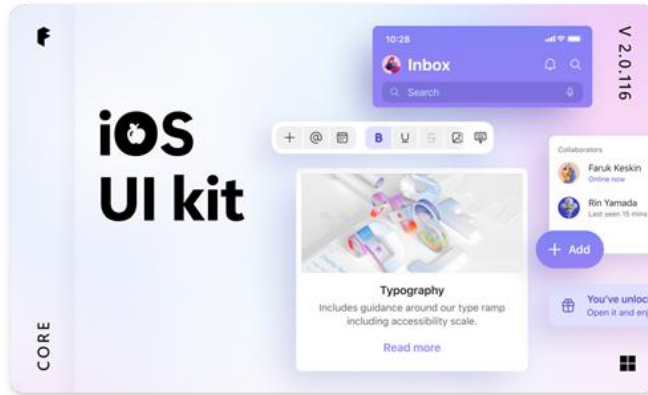
Beautiful things elicit positive emotions, designers create UIs that look good and thus make users feel good.



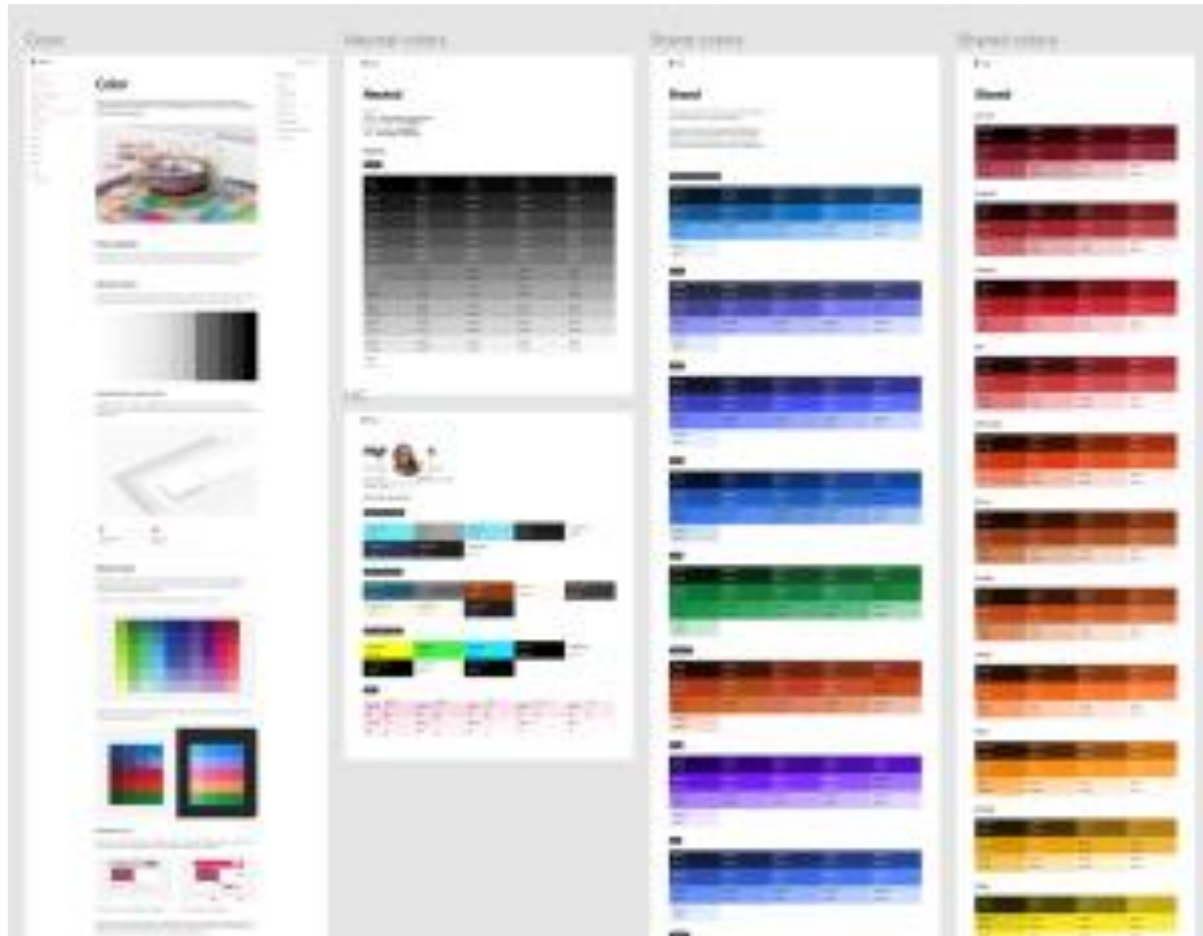
Strengthen brand perception

A strong visual system builds user trust and interest in the product and appropriately represents and reinforces the brand.

Microsoft guidelines



Fluent design language





MSD Design Office Hour

MSD DESIGN STUDIO

Monday

Bi-weekly basis

8:30-9:30am

PST timezone

7 designers

from EX studio

Design

Support & guidance

[Sign up at aka.ms/MSDDesignOfficeHours](https://aka.ms/MSDDesignOfficeHours)

We also have a Loop of useful self-service resources, including toolkits, Figma training, and more!



Thank you



08

Session 8 - Interaction Design

What is IxD?

Interaction Design (IxD) is an important piece of the broader umbrella of User Experience (UX) design. It can be described as the **interaction** between **users** and **products**.

Disclaimer/Accreditation: The content presented in this slide is adapted from the article "What is Interaction Design?" by Teo Yu Siang. For more detailed information, please visit [Interaction Design Foundation](https://www.interaction-design-foundation.com/)

Everyday IxD



UX



UI

Everyday IxD



UX



UI



IxD

Everyday IxD

IxD manifests in everyday life. Ohio State University paved **desire paths** based on routes students were taking on campus to get to class in the **fastest** way possible.



5 Dimensions of IxD

1. Words

Should communicate information to users, but not too much information to overwhelm the user.

2. Visual representations

Usually supplement the words used to communicate information to users.

3. Physical objects / Space

Affect the interaction between the user and the product.

4. Time

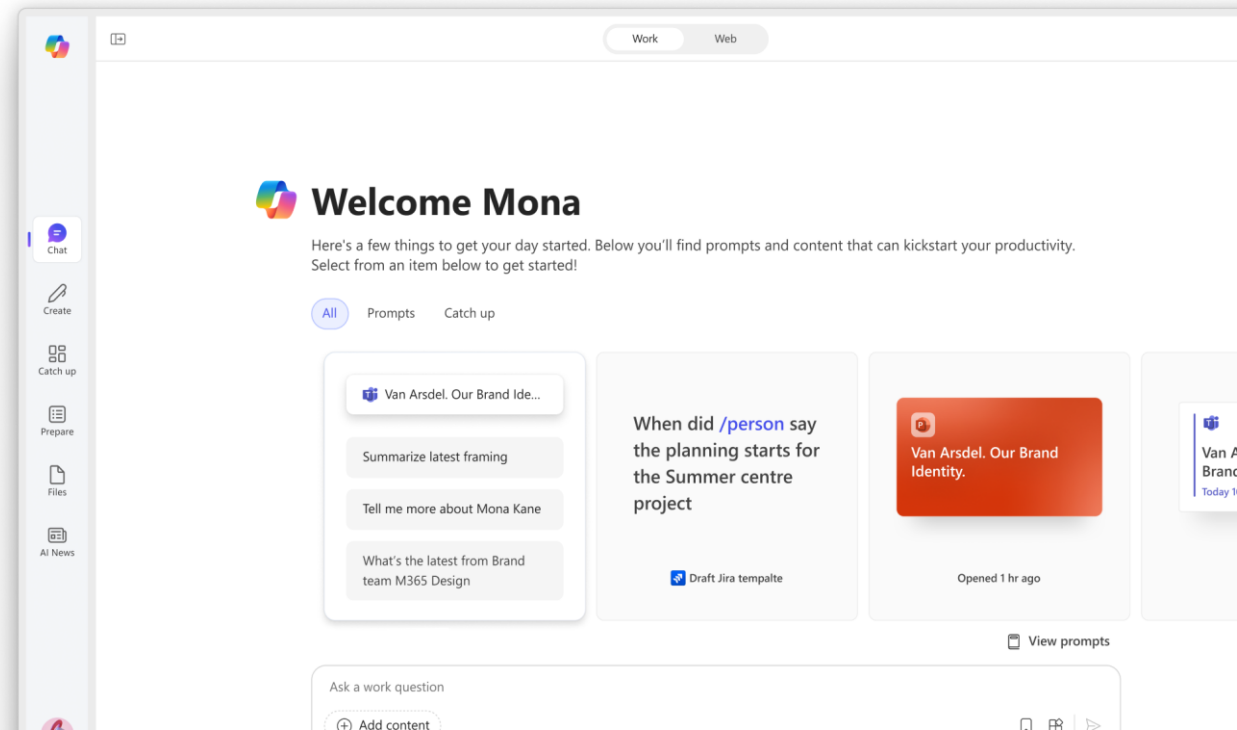
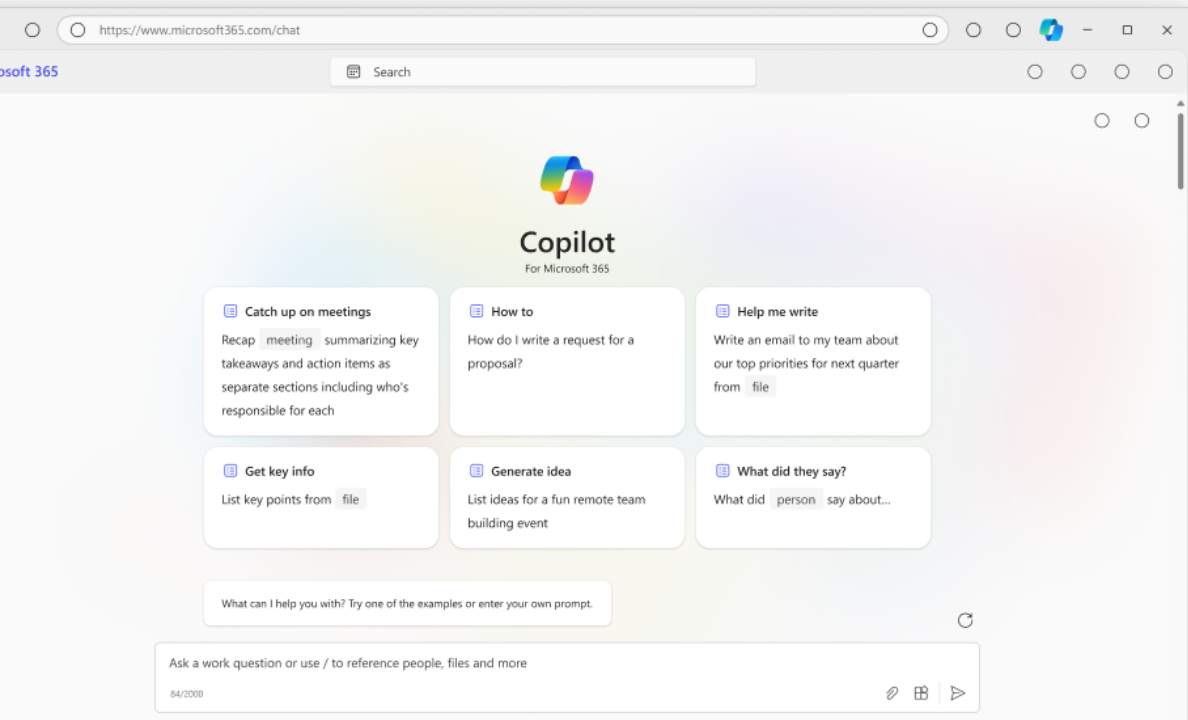
Motion and sounds play a crucial role in giving visual and audio feedback to users' interactions.

5. Behavior

This includes the mechanism of a product: Can users efficiently operate and act with the product?

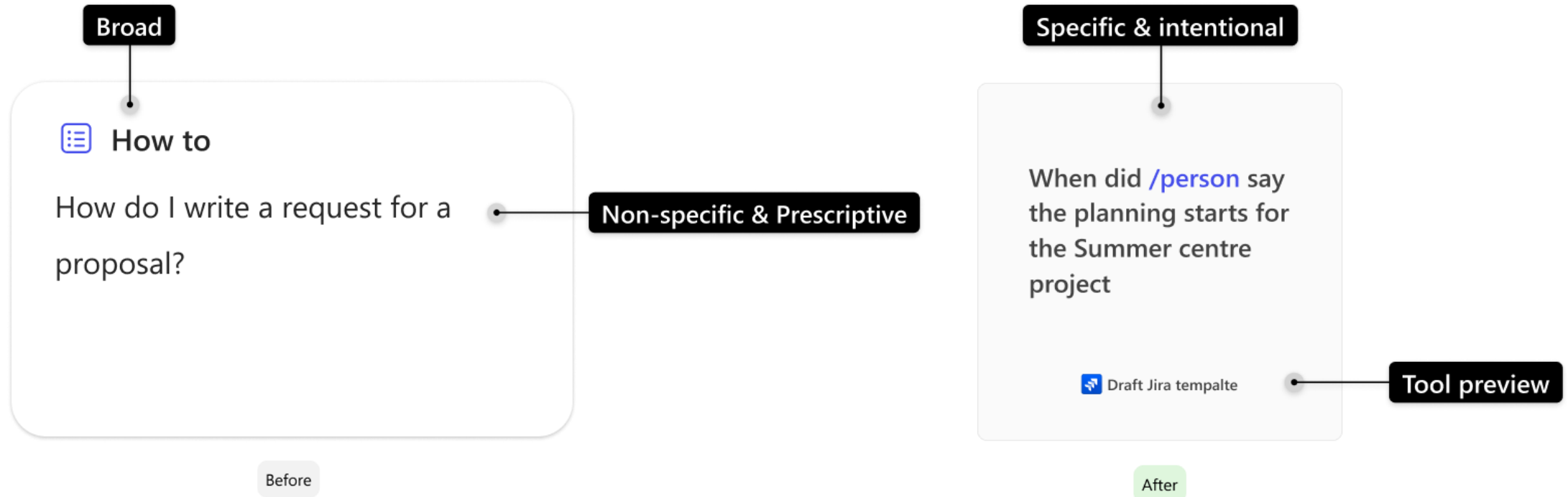
Copilot and IxD

Over the past year, Copilot's design language has ramped up and quickly **changed** based on **user needs** and **preferences**. Let's take a look at some of the updates based on the 5 dimensions of IxD.



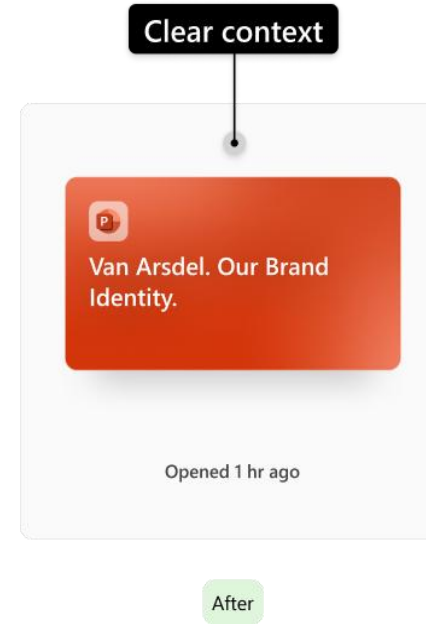
Words

It's important when using words in designs that they're meaningful and simple to understand—but also not so much that it becomes overwhelming.



Visual representations

Leveraging digital tools like typography, icons, color and more for users to interact with build on the words used in order to ensure a clear communication.



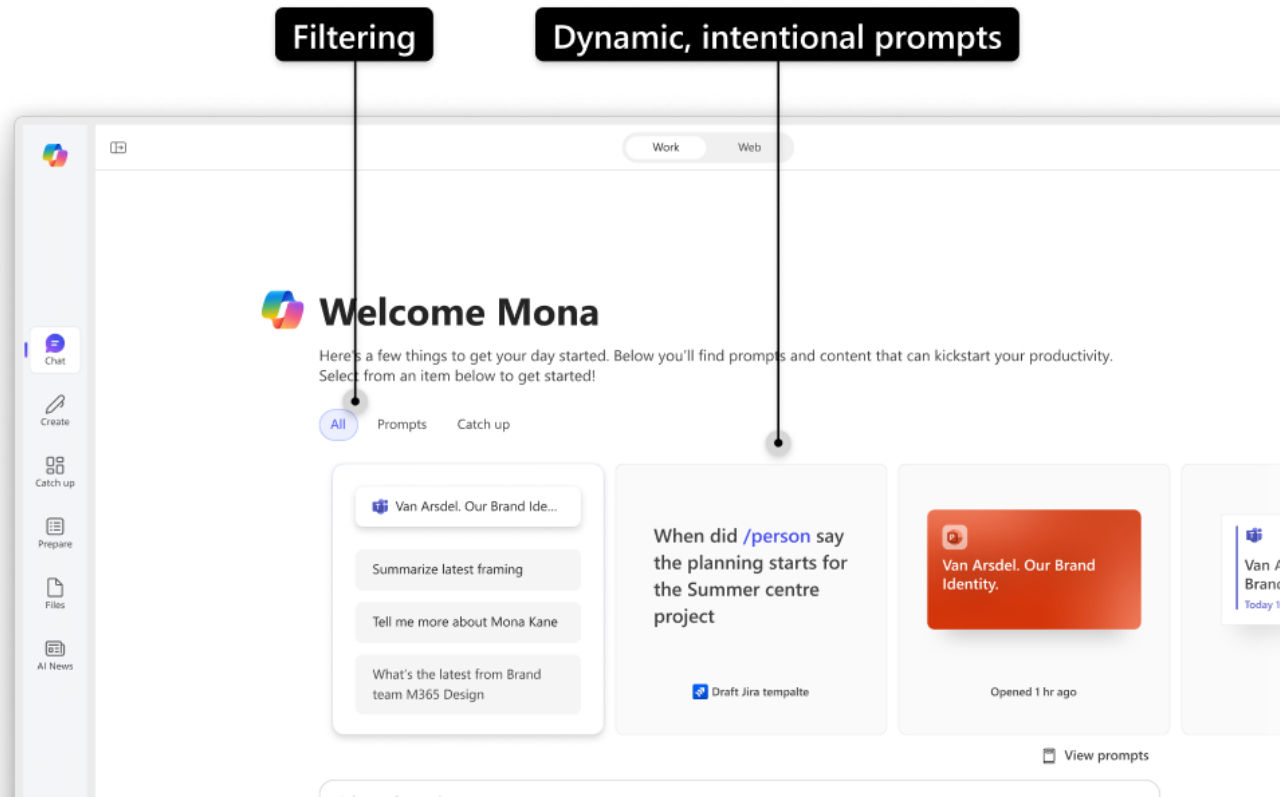
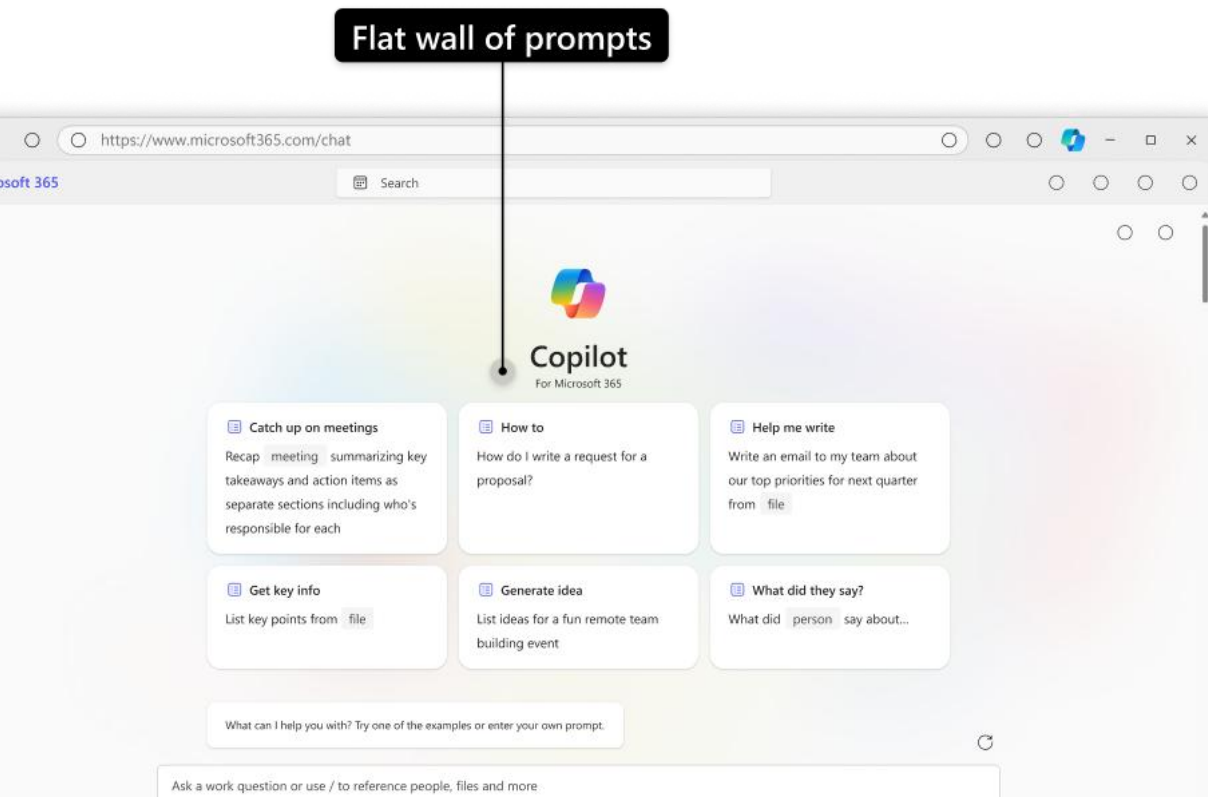
Physical objects / Space

The digital space (app/website) is just one of the spaces to consider. IxD extends even to the physical tools your user is leveraging and the environment they're in.



Time

While abstract, thinking about how animations, videos, images, sounds directly impact how much time a user spends in an experience.



Behavior

Each dimension of IxD culminate into the ultimate defining factor of your UX: Behavior. How do users behave when using your product? Does that behavior support your goals?



Key questions to ask when thinking about IxD

1. What can a user do with their mouse, finger, or stylus to directly interact with the interface?
2. What about the appearance (colour, shape, size, etc.) gives the user a clue about how it may function?
3. Do error messages provide a way for the user to correct the problem or explain why the error occurred?
4. What feedback does a user get once an action is performed?
5. Are the interface elements a reasonable size to interact with?
6. Are familiar or standard formats used?

Strategy via IxD

Interaction design focuses on understanding the goals of users and crafting the necessary interactions to achieve these goals. In today's rapidly evolving business landscape, it is crucial to integrate design strategy into the core of strategic decision-making. By bringing design to the table, it can ensure that our business strategies are user-centric and aligned with real user needs.

Congratulations & Thank you!



✓ 10/8

Intro to UX

✓ 10/22

Accessibility design

✓ 11/5

Service design

✓ 10/15

Research / UT

✓ 10/29

Content design

✓ 11/20

Information architecture
Interaction design
Visual design

Q&A



Thank you

Title here

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

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7

20K

500+

10

Subpage

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WXP PPT template

April 2024

Agenda

1 Topic item

2 Topic item

3 Topic item

4 Topic item

5 Topic item

6 Topic item

7 Topic item

8 Topic item



We're the WXP UX team

Thought leaders, designers, and writers on the frontiers of the future of work. Our mission is to **empower** Microsoft teams to make **hybrid** work simpler with bold ideas, **user-centered** ways of working, and equitable and inclusive designs. We champion each other's pursuit of excellence, to do and be their best. We bring **joy, excitement, and celebration** to our work to deliver products and services that employees love.



Persona

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Aadi Kapoor
Hybrid employee

User Story

“As an early-in-career employee, I want to form strong connections with my teammates and meet new people across the company, all while being productive and advancing my career.”



Wanda Howard
Office employee

User Story

“As an engineer, I want to work side-by-side with my team in the office as much as possible, so that we can build off of each other’s work quickly and efficiently.”



Isaac Fielder
Remote employee

User Story

“As a fully remote employee, I want to feel included in team activities and have frictionless ways to collaborate.”

Places mobile timeline



Smart Campus user journey



01

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7

PP features

20K

Elite release users

500+

Hours of working sessions

10

VP design review

Milestone



Research

Quisquam viverra felis
rhoncus vitae arcu eget urnaol
viverra massa nullaolmerolilol
fermentum congue ultrices.



Discovery

Nulla proin vitae sit
volutpat sem vestibulum dolor
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fermentum malesuada.



Design

Esse interdibendum id id lacus
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cras mauris imperdiet nunc
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Development

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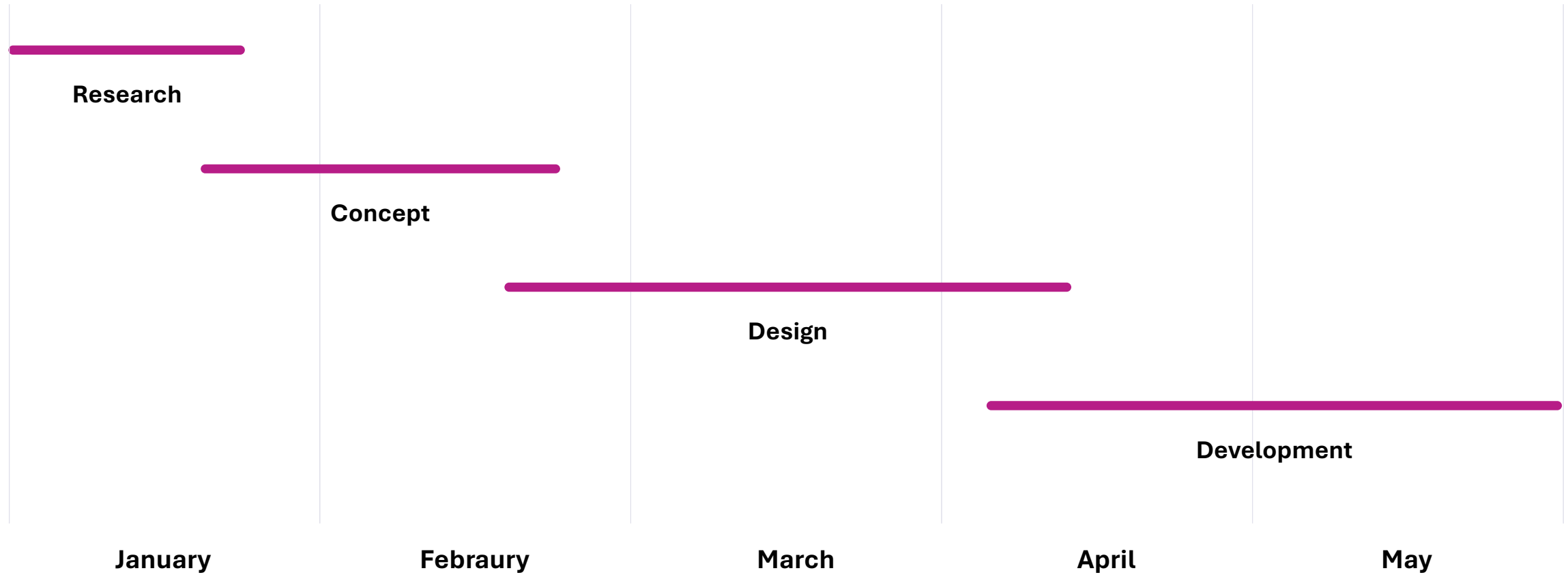
Q1

Q2

Q3

Q4

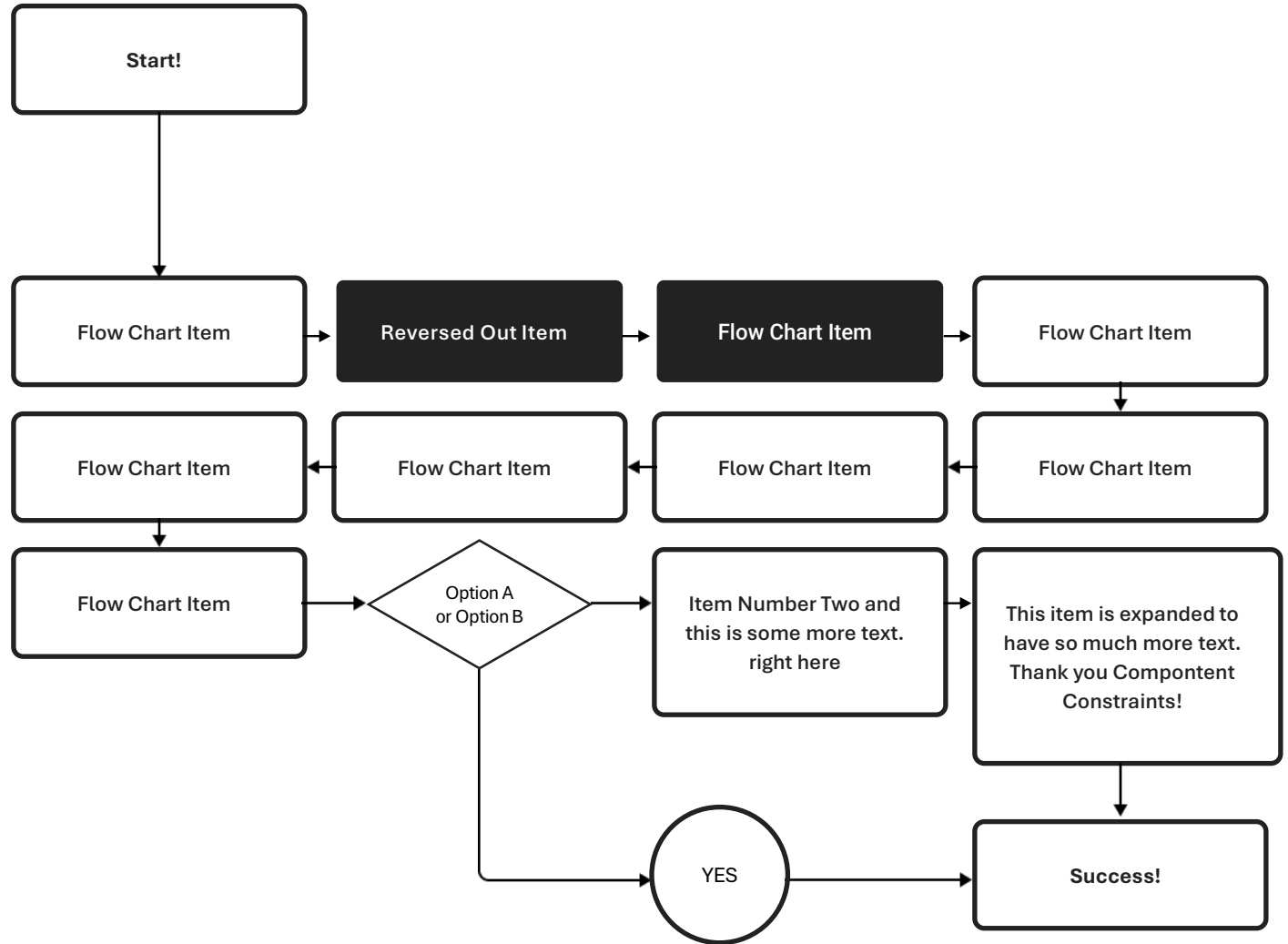
Roadmap



1001

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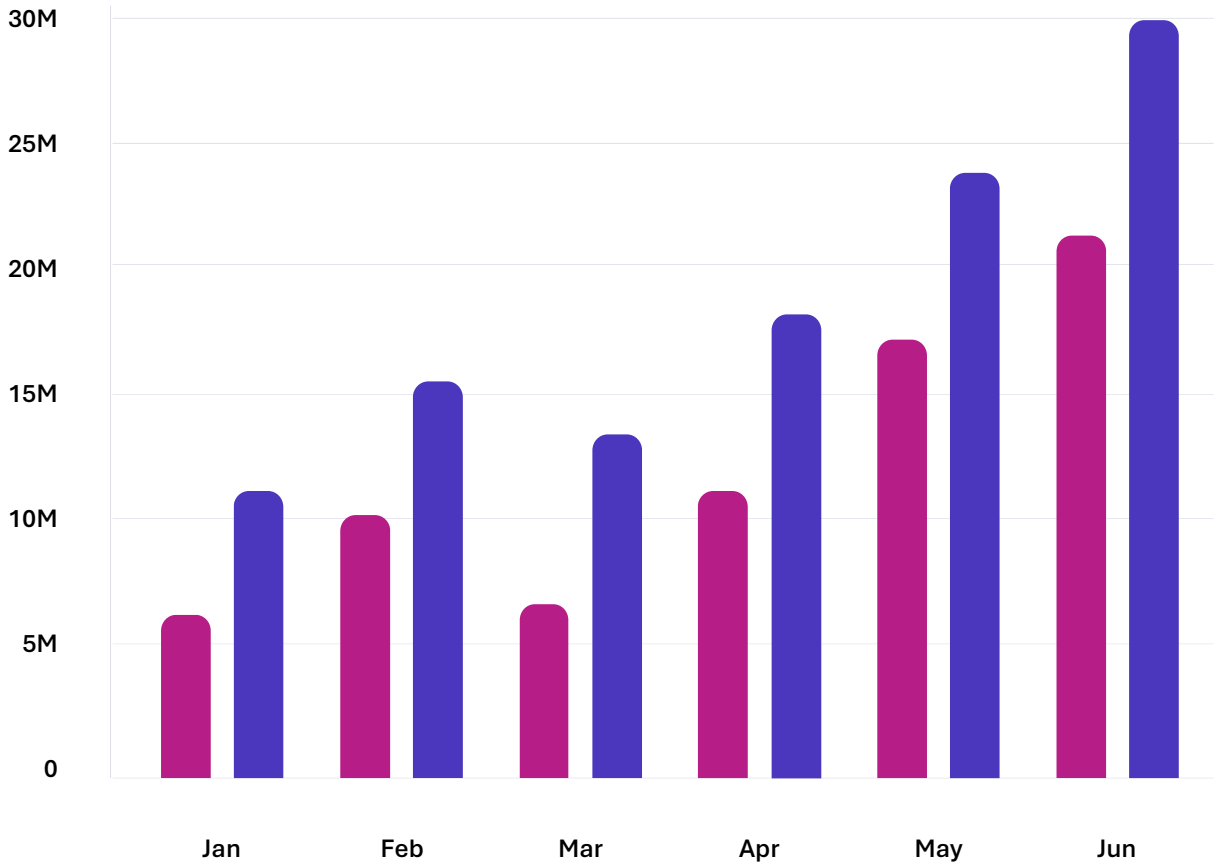
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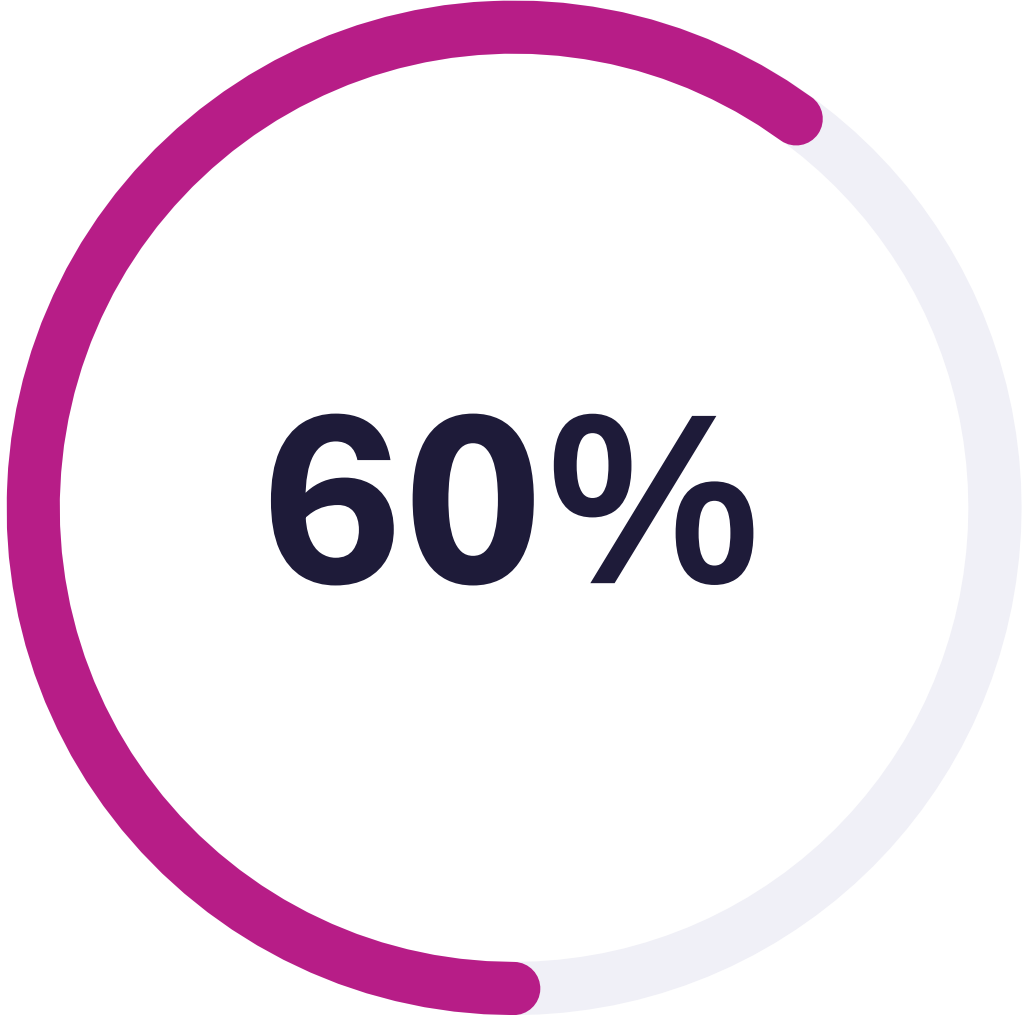
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60%

02

Title here

Subpage

Subtitle

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Description here...

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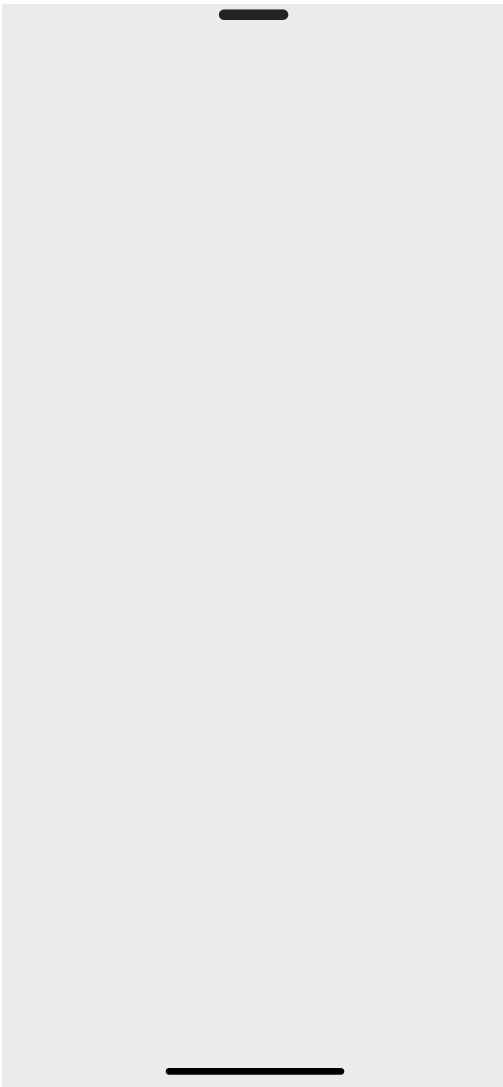
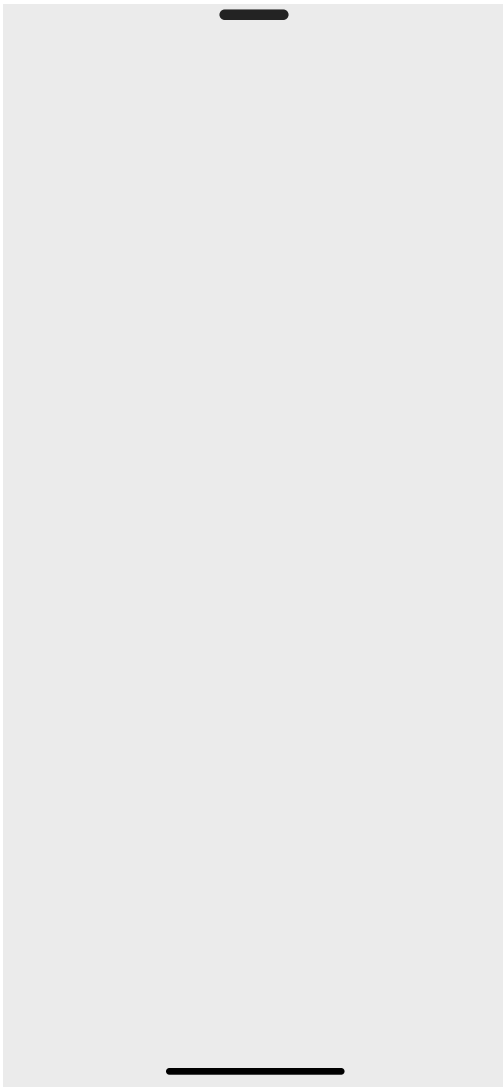
Title here

item

item

item

item



Thank you

Reflect

Aspire

Define

Defining purpose, together

Title here

v1

v2

v3