

Tamara Adlin

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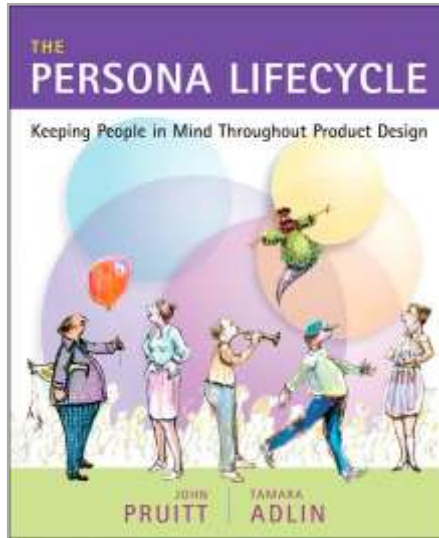
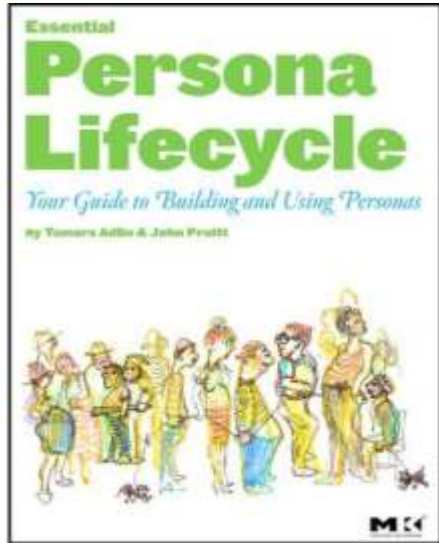
Practical Ways to Inject User-Focus into Your Product Development Strategy

A stylized, handwritten signature of the word "Adlin" in black ink, positioned centrally below the main title. The signature is fluid and cursive, with a prominent horizontal stroke across the top of the letters.

I'm a UX

(User Experience)

person who has
been doing this
for ... a while.



UX makes or breaks your business.

- Everyone thinks they are user-centered.
- **“Real” UX work takes a lot of time and money.**
- Everyone depends on data to make decisions.

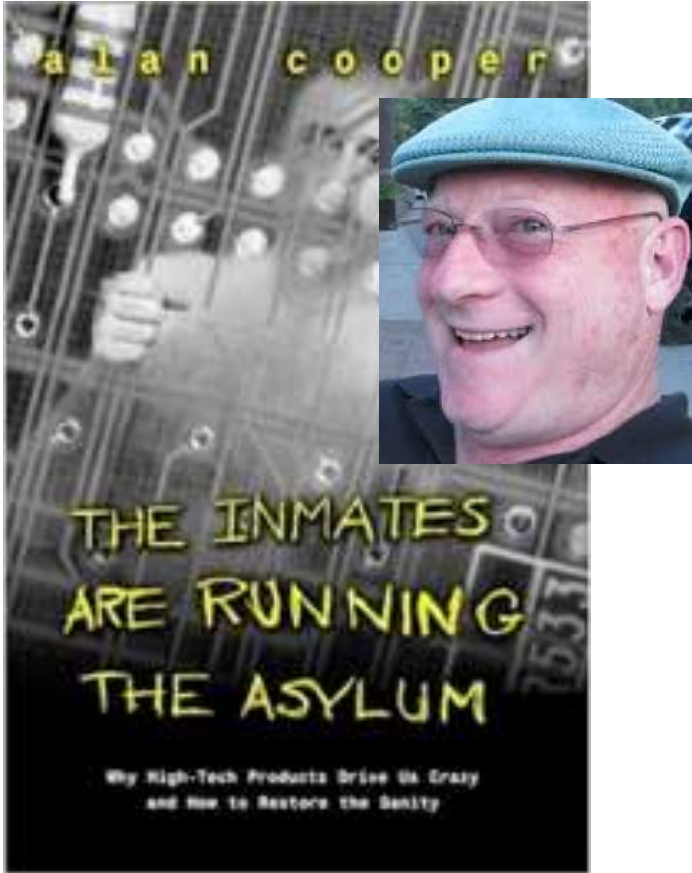
Most companies drift away from basic user-centrism
and users drift away from their products.

We are not good at this.

- Who are your users?
- What motivates them?
- What are their problems?
- What are you offering that no one else is?
- Why should they care?



Oh no...PERSONAS? Again? Really?



Sams-Pearson, 1999

- You've all heard of personas
- You're probably rolling your eyes.
- Personas are the right idea. They didn't work because we did them wrong.
- Traditional personas make data digestible.
- Alignment personas align executives around business goals and user wants and needs.

You can create
Alignment Personas.

They will give you
magical x-ray vision.



Xray Vision by Che Rellom.

Proof that personas are a good idea: Rolly Suitcases.

- Gerd is a senior captain flying long-distance flights.
- Francine is a new flight attendant flying California routes.
- Bob Businessguy is exactly who you think he is.
- Gerd and Francine are quite different:
 - Demographically
 - Psychographically
 - Etc.
- Their wants and needs are almost identical:
 - 2 days worth of clothing, max.
 - Ability to stack multiple bags
 - Move easily through airports
 - ~~Stash under seat in front of them.~~ ← there isn't one!



Gerd



Francine



Bob
Businessguy

Focus on one =
solve for real wants and needs (nail it!)



<https://invention.si.edu/roll-aboard>

People love products that 'nail it.'



Delighted Gerd!

Happy Millions.



<https://invention.si.edu/roll-aboard>

We talk about users like this:

- ...Gen Y and Gen Z users...
- One-in-five U.S. adults say they often get news via social media...
- Traditionalists, who use traditional media sources...
Integrators, who identify a traditional medium as their main news source...
Net-Newsters, who point to the web as their main source ...
- Mobile-First Viewers: This segment of consumers is ...
- Gauging digital audience for the entire newspaper industry...
- ...geared towards the interests and needs of the more educated...

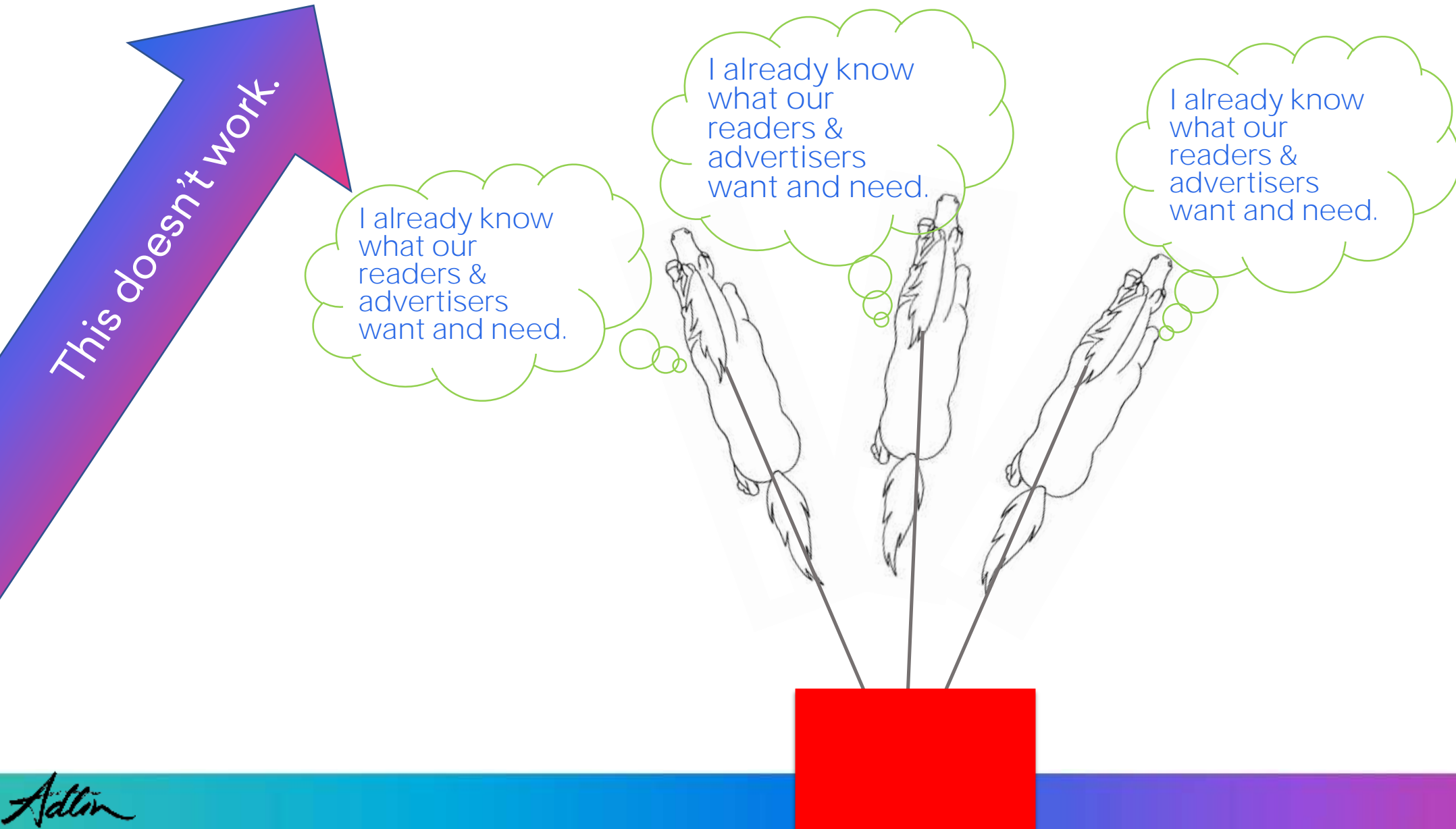
This is no way to get to Gerd.

- ...Gen Y and Gen Z users...
- One-in-five U.S. adults say they often get news via social media...
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Integrators, who identify a traditional medium as their main news source...
Net-Newsters, who point to the web as their main source
- Mobile-First Viewers: This segment of consumers is ...
- Gauging digital audience for the entire newspaper industry...
- ...geared towards the interests of the

Sad Gerd.



“So let’s go get data and make our Gerd.”



What you see when you look at executives.

We know exactly what
we're doing all the time.



<http://www.davidjsoler.com/do-you-have-a-power-team-part-1/photodune-661647-group-of-smiling-executives-during-meeting-m/>



PHOTOGRAPH BY RICHARD FLEISCHMAN FOR LAND O LAKES INC.

What I see when I look at executives.



Our goals are A, B, C.

Our board meeting is coming up.

I don't know our goals and it's too late to ask.

Innovate! Innovate! Innovate!

Our shareholders need value.

Our shareholders need to shut up.

I might adopt a cat.

Golf?

We need to crush competitors.

I can list our KPIs right now.

Joe is an idiot.

If we change priorities one more time, I'm going to lose my shit.

Our goals are X, Y, Z.

I need to get that MVP launched.

Executives have to convince *themselves* **that there's a Gerd.**



<http://www.davidjsoler.com/do-you-have-a-power-team-part-1/photodune-661647-group-of-smiling-executives-during-meeting-m/>



PHOTOGRAPH BY RICHARD FLEISCHMAN FOR LAND O LAKES INC.

Let's try it: you're a user too!



ADWEEK®

Our 'users'...

AdAge

Which of the following best describes your business?

✓ AGENCY: Advertising/Full-Service

AGENCY: Digital

AGENCY: Event/Experiential

AGENCY: Graphic Design

AGENCY: Healthcare Marketing

Which of the following best describes your job function?

✓ Account Management

Administrative

Analytics

Audience Development/Circulation

Which of the following best describes your job level/seniority?

✓ Chief Marketing Officer

Chief Executive Officer

Chief Digital Officer

Chief Innovation Officer

Other C-level

Board/Owner/Chairman/President

Managing Director/General Manager

What is your primary*
business at your
location?

✓

Advertising Agency

Other Agencies/Consultancies

Ad Tech/Marketing Tech

Media

Automotive

Consumer Packaged Goods

Electronics & Information Technology

Entertainment

What is your primary job*
function?

✓

Account Management, Client Services Director/Manager

Ad Agency Director

Ad Agency Senior Manager/Manager

Advertising Director/Manager

Brand/Product Marketing Director/Manager

Creative Director

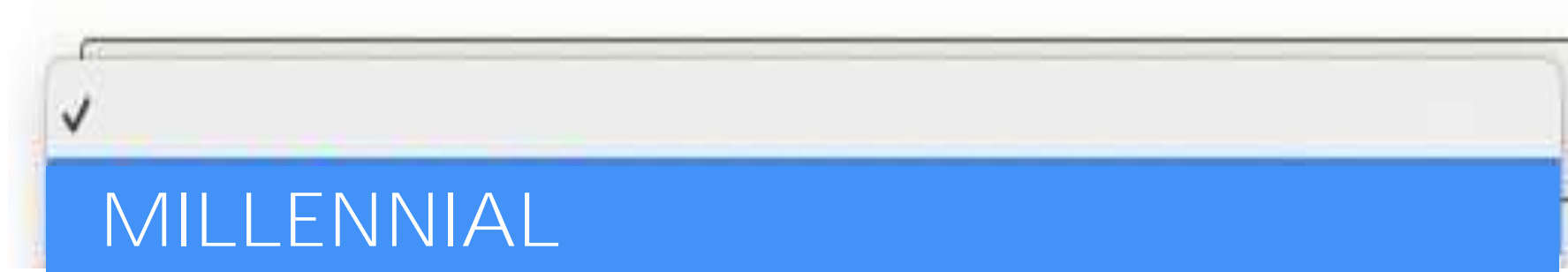
Creative/Production

C-Suite (includes General or Corporate Management)

What is your title?

The only thing missing:

Please please PLEASE tell us you're a:

A screenshot of a web form. At the top, there are several small, faint icons. Below them is the text "Please please PLEASE tell us you're a:". Underneath this text is a dropdown menu. The dropdown menu is open, showing a list of options. The first option, "MILLENNIAL", is highlighted in blue. A checkmark icon is visible on the left side of the dropdown menu.



Our 'users'...

AdAge

Already a subscriber? [Sign in](#)

- ☒ Adweek Pro Digital + Print
- ☐ Adweek Pro Digital

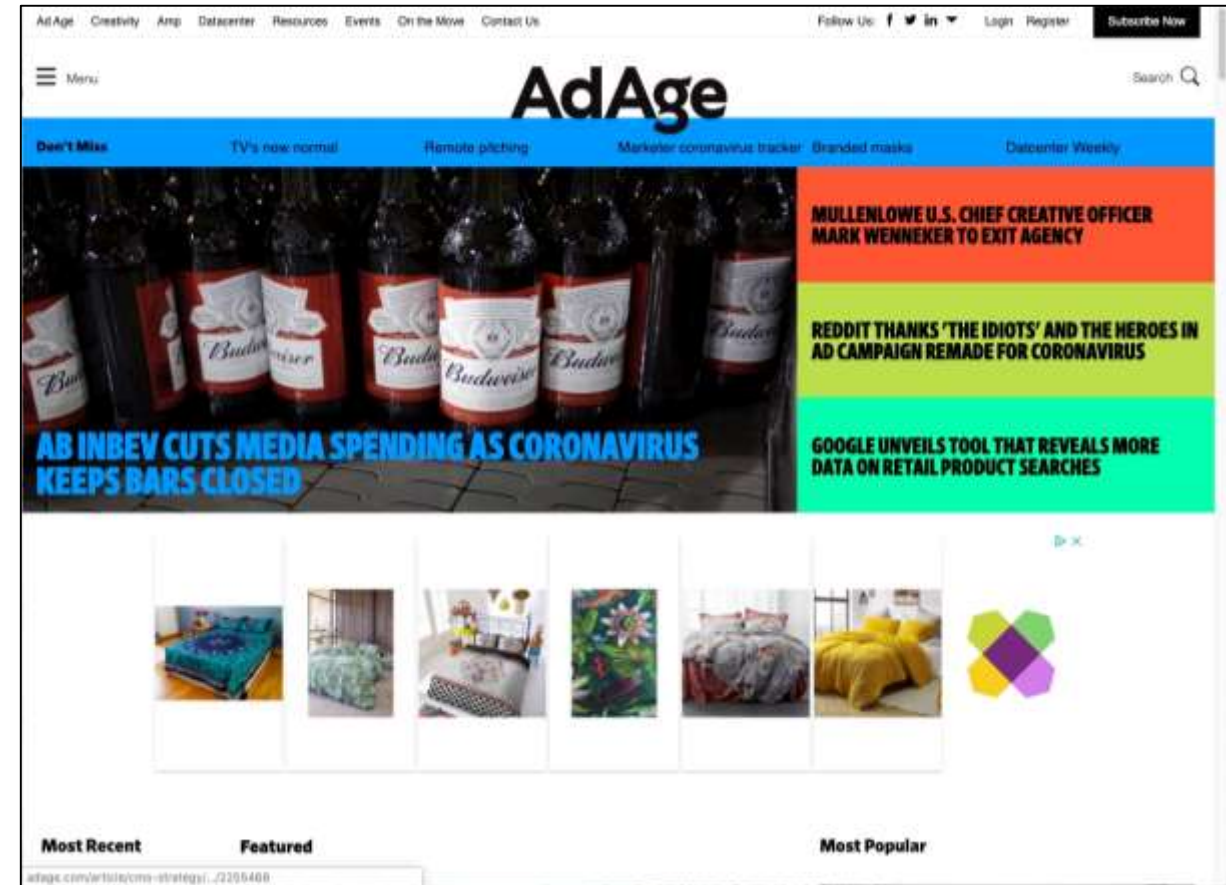
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Same 'users.' Different experiences.



A different question

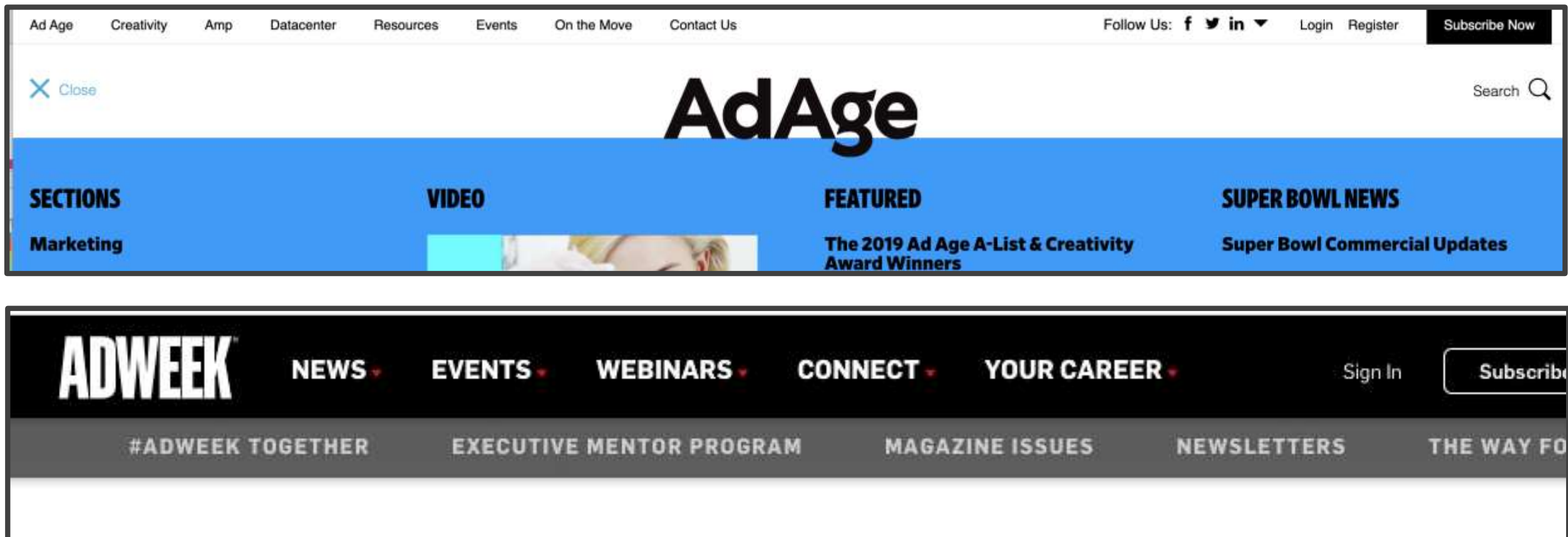
ADWEEK[®]

AdAge

What do you **want** and **need**
from these publications
in your own words?



A whole new perspective...



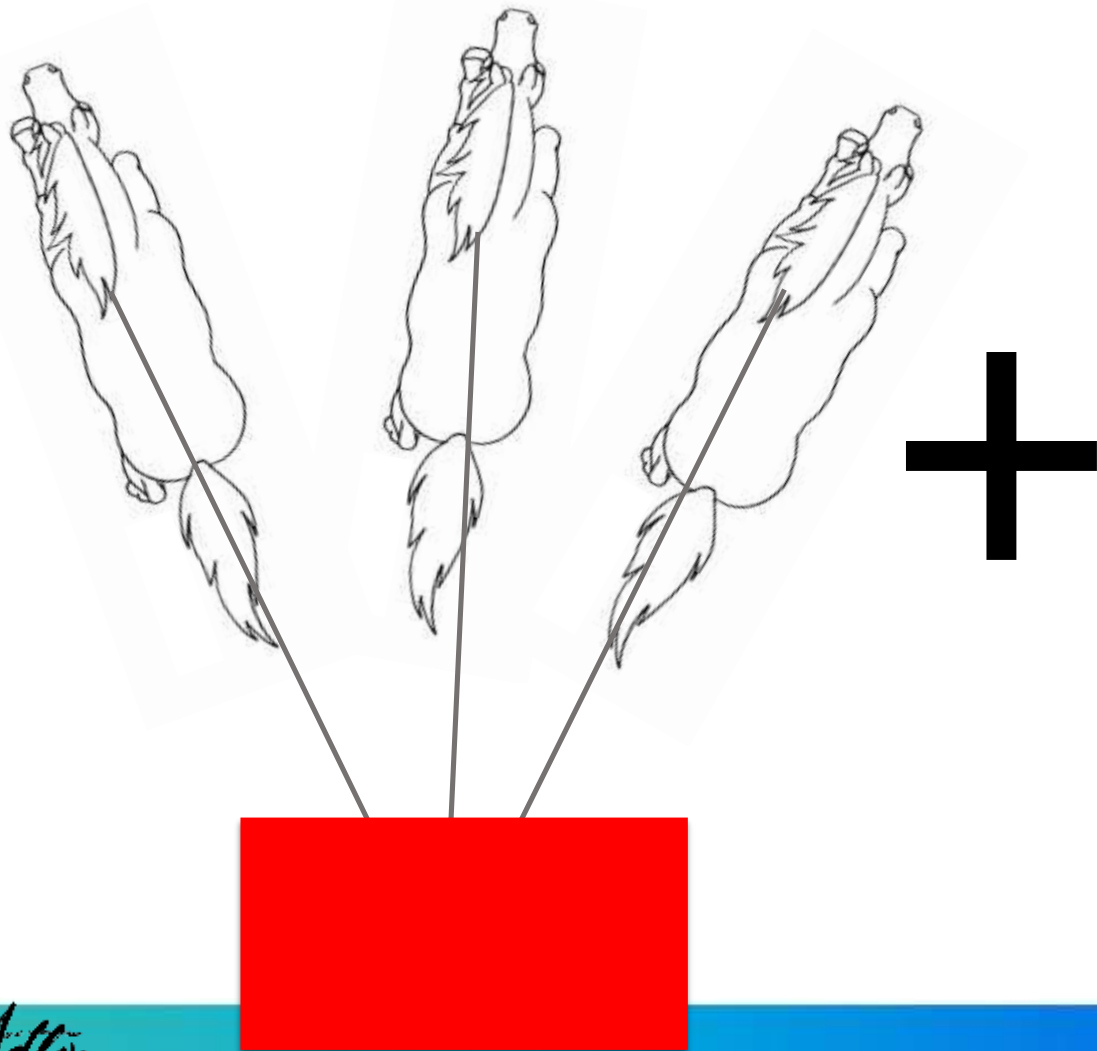
Adlon

We're used to thinking about users.

We can learn to think like users.

The obvious next questions:
which users and *how do they think?*

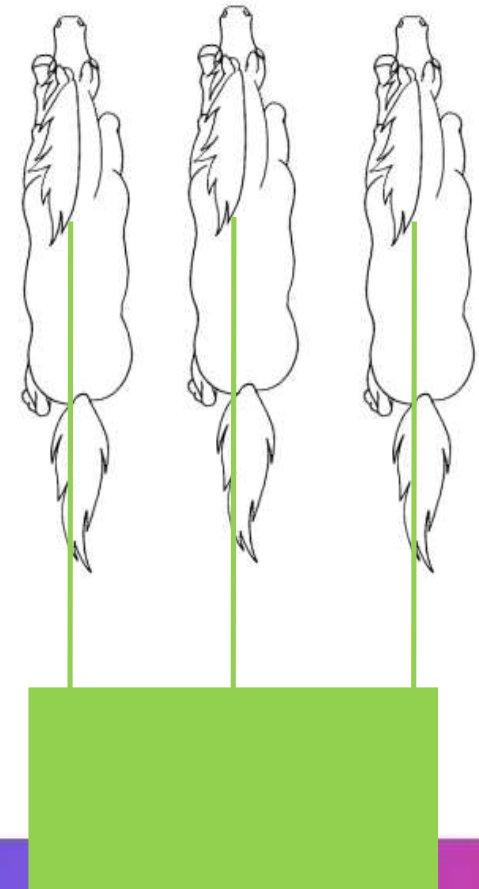
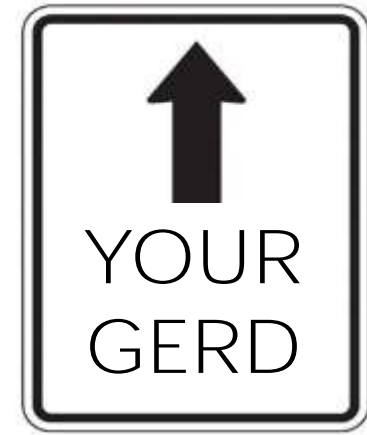
How to get to Gerd in 5 Conversations



1. Business goals mad libs
2. Who is at the front door and why
3. “I want...” & “I need...”
4. Differences-that-make-a-difference
5. Prioritization

Alignment Personas

1. Business goals mad libs
2. Who is at the front door and why
3. “I want...” & “I need...”
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1. Business Goals Mad Libs



- What does success look like from a business perspective?
- What numbers will tell us if we have succeeded?



What numbers will change if we succeed?
By how much?

Increase / Decrease _____ by / to _____ within _____ .
IMPORTANT METRIC AMOUNT TIME PERIOD

#

%

Time



What are your important metrics?

- Increase visitors who subscribe by 20% within first 5 visits
- Increase time on site by 50% within 6 months of redesign
- Increase ads from new advertisers by 10% within 6 months of redesign
- Decrease subscription cancellations by 150% within 6 months of redesign



What are your relative priorities?

- 2 Increase visitors who subscribe by 20% within first 5 visits
- 4 Increase time on site by 50% within 6 months of redesign
- 3 Increase ads from new advertisers by 10% within 6 months of redesign
- 1 Decrease subscription cancellations by 150% within 6 months of redesign

2. Who is at your door and why are they there?

Think of yourself as a building.

Who are these people?



Our everyday words-for-users

Creatives
Agencies
Ad execs
Readers
Decision-makers
Disruptors
Subscribers
Marketers
Analysts
Mobile users
Unrecognized users
Advertisers
Trend-watchers



Yellow stickies

Person +
activity,
action,
or problem

Agency Exec
who wants a
five-minute
overview of
everything.

New-grad
graphic
designer who
wants a job in
advertising.

Creative
director
looking for
inspiration.

Journalist
who wants to
write an
article on
new media
trends.

Marketer
looking for a
new job.

Subscriber
who reads
our X section
every day.

Brand rep
trying to
decide if it's
worth buying
ads with us.

Mid level
person
looking for
career dev
resources /
training.

PR pro
looking for
ideas on how
to handle
challenges of
COVID.

After 20 minutes...

we can finally see
Houston, we have a problem.



3. “I want...” & “I need...”

Agency Exec
who wants a
five-minute
overview of
everything.

I need
to stay up to date with all the
latest in my field, but I don't want
to spend my whole day doing it.”

I want
to start thinking
about & working
towards a new job.”

Marketer
looking for a
new job.



This part is hard.

I need a quick overview of all the news.	I want to stay up to date on everything related to <x>.	I need info on a very specific or timely topic.	I want to build my career.	I want inspiration.	I need to decide if it's worth spending my ad \$ with you.
Agency Exec who wants a five-minute overview of everything.	Subscriber who reads our X section every day.	PR pro looking for ideas on how to handle challenges of COVID.	Newly-graduated graphic designer who wants a job in advertising.	Creative director looking for inspiration.	Brand rep trying to decide if it's worth buying ads with us.
		Journalist who wants to write an article on new media trends.	Marketer looking for a new job.		
			Mid level person looking for career dev resources / training.		

1. Introduction
2. Background
3. Objectives
4. Methodology
5. Results
6. Discussion
7. Conclusion
8. References

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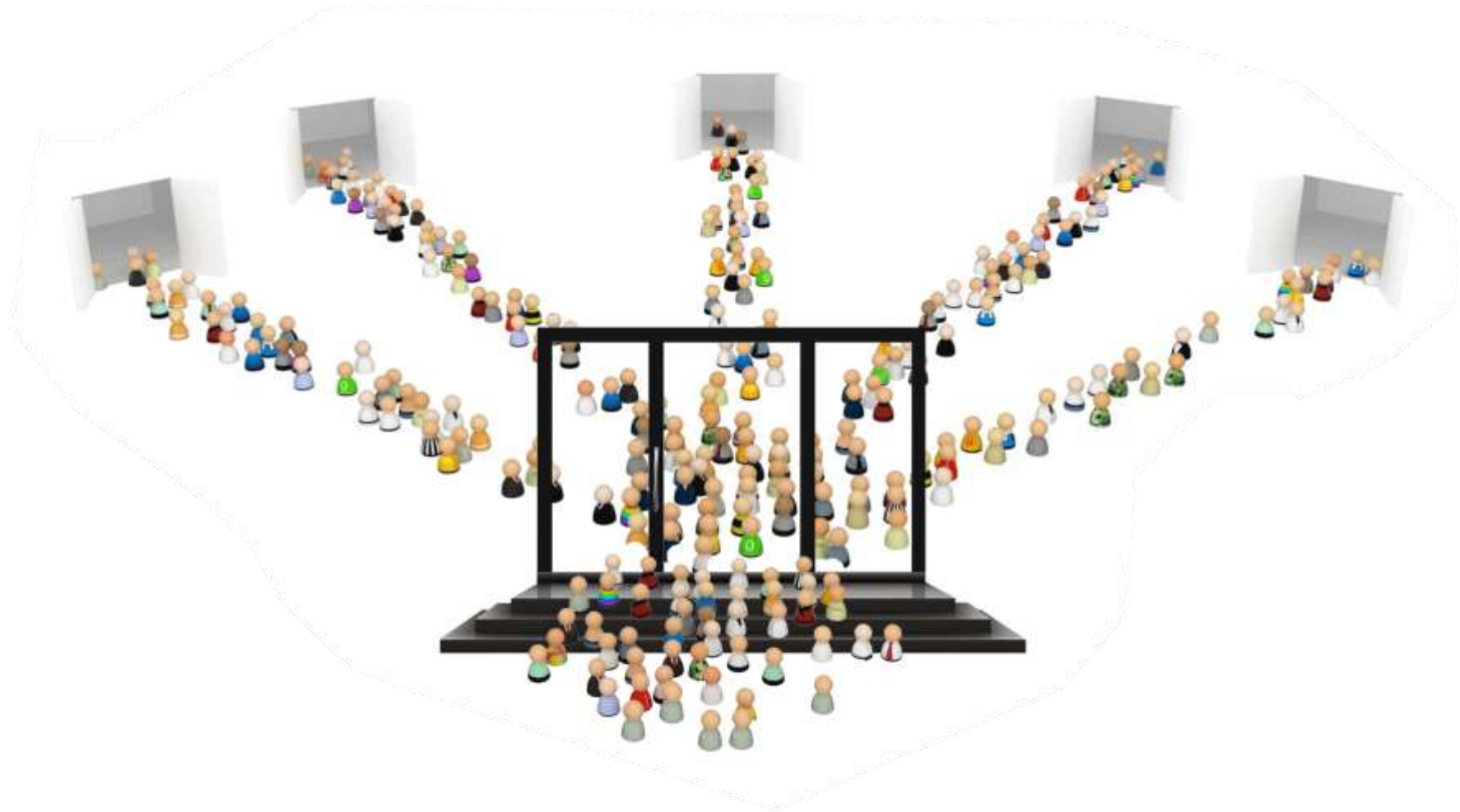
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4. Differences that make a difference



CONCIERGE



It's all about motivations.

I need a quick overview of all the news.

I need to know when important things are happening

I want to know which topics I should be spending more time on

Overview-Seeker

I want inspiration.

I need insights into what my competitors are doing.

Inspiration-Seeker

I want to build my career.

I want to network

I need to build my skillset

I need a new job

Career Focused

I need to keep my finger on the pulse of my industry

I need to know when important things are happening

I want to hear about trends as they are happening

Trend-Seeker

I need to be an expert on <x>.

I want to stay up to date on everything related to <x>.

I need info on a very specific or timely topic.

I need insights into what my competitors are doing.

Deep-Diver



+ Names + Faces = Alignment Personas

Carly Career



Trey Trendhunter



Dana DeepDive



Quinn QuickHit



Ian InspoSeeker



5. Priorities Redux

We need to:

Decrease **subscription cancellations** by **1 50%** within **6 months of redesign**

If we don't make _____ ridiculously happy, we'll fail.

Quinn QuickHit



Ian InspoSeeker



Carly Career



Trey Trendhunter



Dana DeepDive



Personas + Priorities = Alignment

Quinn QuickHit



17

Ian InspoSeeker



13

Carly Career



5

Trey Trendhunter



30

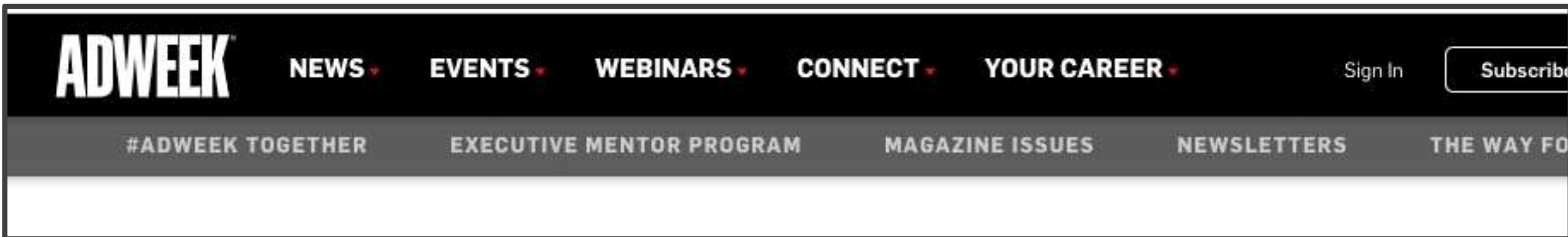
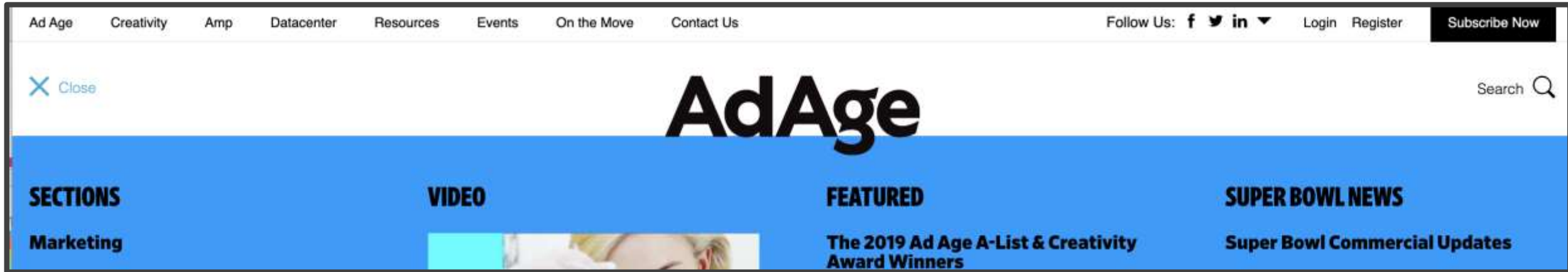
Dana DeepDive

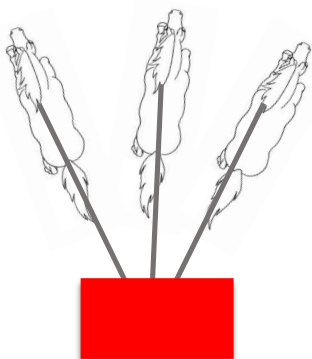


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If we don't make Dana and Trey ridiculously happy, we'll fail.

Do either of these **nail it** for Dana? Trey?





Five (hard) conversations.

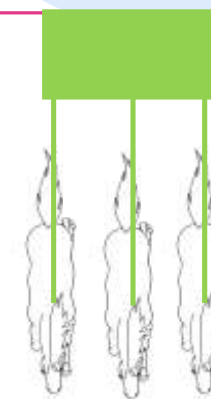
Business
Goals

Who is at
the door &
why are
they there?

"I want..."
"I need..."

Differences
that make a
difference

Prioritized
personas



We're used to thinking about users.

1 2 3 4 5

Magic happens when everyone
thinks like users.

Alignment in 5 Conversations

It's hard.

It's do-able.

You'll get lasting results.

X-ray vision is cool.

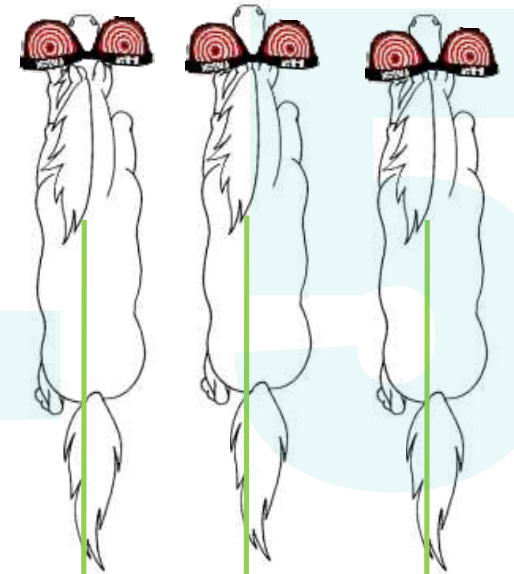
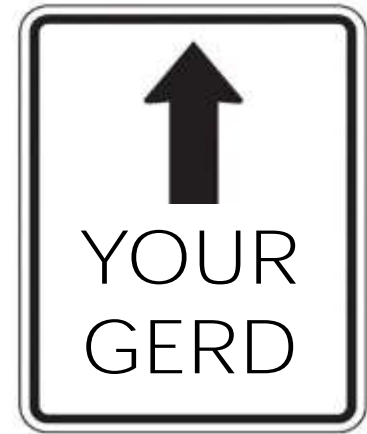


Try it and let me know how it goes!

Tamara Adlin

www.adlininc.com

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CLEAR GOALS