

UX Lunch & Learn

Effective Ways to Delight Users



The Product Experience Podcast

Effective ways to delight users



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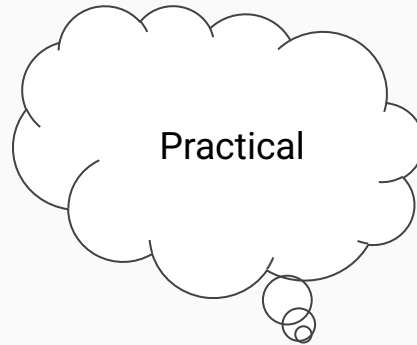
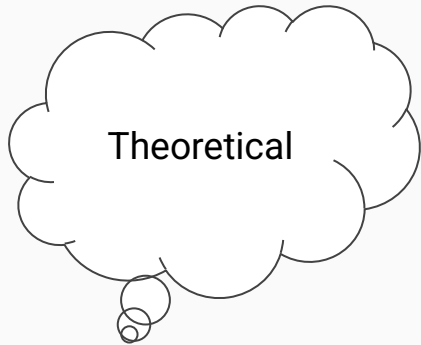
Objective:

Discuss how designers can influence the implementation of delight on the product roadmap

Defining Delight

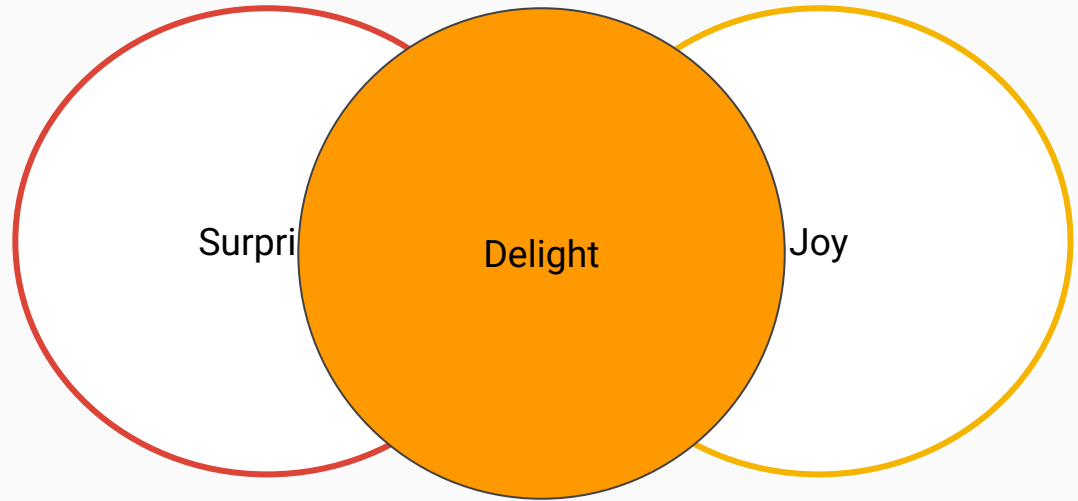
What is delight?

- Customer delight is a way for companies to create lasting competitive landscape.
- Two ways to describe delight:

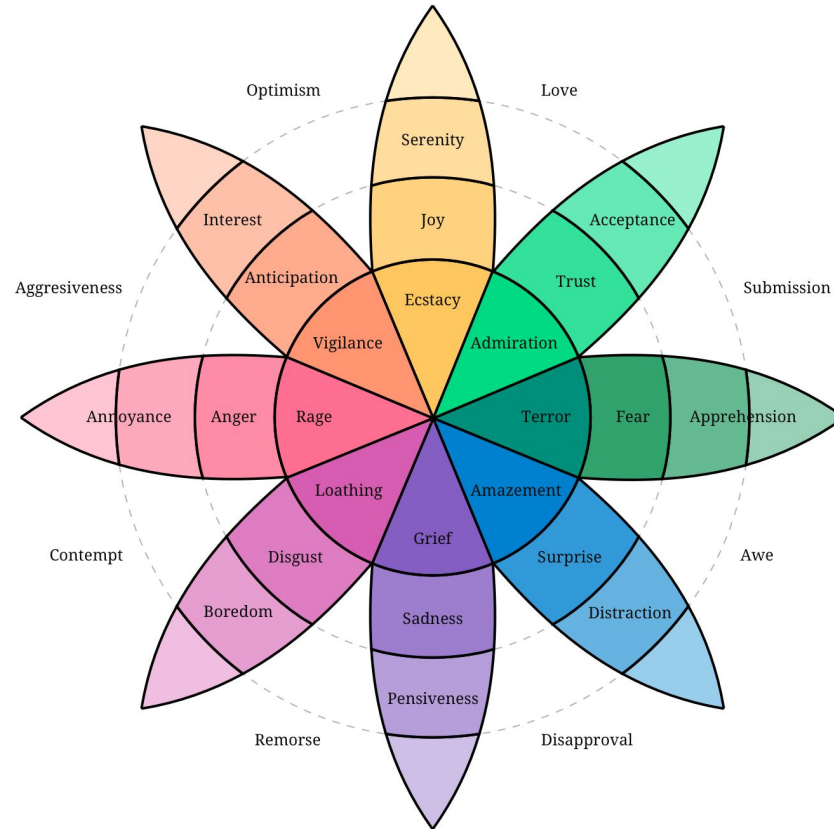


The Theory Behind Delight

Plutchik's Framework
(theory of emotion)



Plutchik's Wheel of Emotion



Primary Dyads



joy trust

love

trust fear

submission

fear surprise

alarm

surprise sadness

disappointment

sadness disgust

remorse

disgust anger

contempt

anger anticipation

aggression

anticipation joy

optimism

Secondary Dyads



joy fear

guilt

trust surprise

curiosity

fear sadness

despair

surprise disgust

unbelief

sadness anger

envy

disgust anticipation

cynicism

anger joy

pride

anticipation trust

hope

Tertiary Dyads



joy surprise

delight

trust sadness

sentimentality

fear disgust

shame

surprise anger

outrage

sadness anticipation

pessimism

disgust joy

morbidness

anger trust

dominance

anticipation fear

anxiety

Opposite Dyads



joy sadness

bittersweetness

trust disgust

ambivalence

fear anger

frozenness

surprise anticipation

confusion

A More Practical Approach

- Users know that humans are behind the product
- They feel helped as they use the product
- Feeling helped creates an emotional connection

How People Feel About Delight

- Nice interactions? Nice UI?
- Two types of delight:

A red-outlined speech bubble with rounded corners and a small tail pointing downwards and to the left.

Surface Delight

A yellow-outlined speech bubble with rounded corners and a small tail pointing downwards and to the left.

Deep Delight

How People Feel About Delight

Surface Delight

- Nice UI
- Thoughtful reminders
- Personalization
- Needs a place on the roadmap
- But only valuable when functionality is met

Deep Delight

- Acts like an assistant
- Knows what you will need
- Anticipates frustration
- More holistic
- Happens when all users needs are met: functionality, reliability, usability, and pleasurability

Delight in Discovery

Delight - Focused Discovery

- Avoid getting in a problem → solution mindset
- Delight is more than satisfaction
- Establish a positive emotional connection

Identify Emotional Motivators

Emotional Motivators

- User interviews / surveys
- What makes makes them feel joy, surprise, satisfaction?

Emotional Demotivators

- User interviews / surveys
- Easier to identify
- What makes the user annoyed, frustrated, sad, angry?
- Identify the demotivator and come up with solutions that will swing emotional connection in opposite direction

Delight on the Roadmap

Balancing Delight

- Squeeze in delightful features
- Avoid a backlog of only technical improvements
- Aim for a min of **10% of delight** on roadmap

Deciding What Should Be Prioritized

- Biggest emotional demotivators
- Look for opportunities to produce emotional motivation

Measuring Delight

Google's HEART framework



	Goals	Signals	Metrics
Happiness	Users find the app easy , helpful & fun to use	<ul style="list-style-type: none">• Leaving a playstore rating & review• Sharing feedback on surveys	<ul style="list-style-type: none">• TPS/NPS• 5 star review on Playstore• Feedback rating
Engagement	Users enjoy app content & keep engaging with it	Time spent on the app increases	<ul style="list-style-type: none">• Session time per user• Conversion rate• Visits/ users
Adoption	New users derive value in the product	<ul style="list-style-type: none">• Increased App Installs• Increased Sign ups• Increased logins	<ul style="list-style-type: none">• App Install Rate• New Users %• No. of logins / DAU
Retention	Users flock back to the app to achieve their goal	<ul style="list-style-type: none">• Growth in Active users• Growth in Repeat ratio	<ul style="list-style-type: none">• Repeat Users %• DAU , WAU , MAU
Task Success	Users finish their goal successfully & easily	Increase in No. of successfull tasks	<ul style="list-style-type: none">• Error Rate %• Drop Off %• ANR Rate %

Advantages and Disadvantages

CSAT

Measures customer satisfaction

Advantages:

- ⊕ Very detailed
- ⊕ Versatile
- ⊕ Focused on specific interactions with your brand

Disadvantages:

- ⊖ Low response rate if unhappy
- ⊖ Measures happiness, not loyalty

VS

NPS

Measures customer loyalty

Advantages:

- ⊕ Helps identify people who would refer customers your business
- ⊕ Strong indicator of long-term happiness
- ⊕ Focused on overall experience with your brand

Disadvantages:

- ⊖ Needs additional analysis

Happiness Tracking Survey (HaTS)

- A mix of NPS and CSAT
- Designed to track:
 - overall satisfaction
 - likelihood to recommend
 - perceived frustrations
 - attitudes towards common product attributes

Thank you for offering your feedback on [product].
Understanding your experiences and opinions helps [company] make this product better for you and other users.

Overall, how satisfied or dissatisfied are you with [product]?

Extremely dissatisfied	Moderately dissatisfied	Slightly dissatisfied	Neither satisfied nor dissatisfied	Slightly satisfied	Moderately satisfied	Extremely satisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How likely are you to recommend [product] to a friend or colleague?

Definitely would not	1	2	3	4	Might or might not	6	7	8	9	Definitely would
0	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	10

(Optional)
What, if anything, do you find frustrating or unappealing about [product]?
What new capabilities would you like to see for [product]?

(Optional)
What do you like best about [product]?

How satisfied or dissatisfied are you with [product] in the following areas?

	Extremely dissatisfied	Moderately dissatisfied	Slightly dissatisfied	Neither satisfied nor dissatisfied	Slightly satisfied	Moderately satisfied	Extremely satisfied
Ease of use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical reliability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Features & capabilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visual appeal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In the last month, which of the following tasks have you *tried* to accomplish with [product]?
Select all that apply:

☐ [task #2]

☐ [task #6]

☐ [task #1]

☐ [task #4]

☐ [task #3]

☐ [task #5]

How satisfied or dissatisfied are you with doing the following tasks in [product]:

	Extremely dissatisfied	Moderately dissatisfied	Slightly dissatisfied	Neither satisfied nor dissatisfied	Slightly satisfied	Moderately satisfied	Extremely satisfied
[task #2]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[task #1]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[task #3]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How many [weeks/months] ago did you start using [product]?
Enter a number below:

In the last [weeks/months], on about how many days have you used [product]?
Enter a number below:

Why measure perception over time?

HABITUATION (PSYCHOLOGY)

Habituation is the decreased response that occurs as a result of repeated exposure to a stimulus.

DEFINITIONS

"Habituation can be defined simply as a decrement in the behavioral response during repeated presentations of the same stimulus."
(Levitan & Kaczmarek, 2002)

"Habituation is defined as the reduction in response to a repeatedly performed movement."
(Minor & Poe, 2010)

EXAMPLES

- **Perfume smells:** Wearing a perfume or cologne every day for several weeks to the point that you no longer notice it at all.
- **Noisy neighbors:** Being able to tune-out the noisy neighbors in your dorm because you are so engrossed in studying.



We need to:

- measure specific interactions
- measure the impact of these specific interactions on the overall brand perception
- measure continuously over time

What can we do *tomorrow*?

Include **delight** as a pillar in our strategy!