

READING MINDS LIKE A UX DESIGNER

Victoria Lorenz | ICM 512 Week 5

What is a POV Statement?



An Introduction

- Similar to problem statements
 - **Problem statement:** _(task)_ is a challenge for _(user)_ because _(reason)_.
 - **POV statement:** users who _(adjective)_ need _(something)_ because (reason)_.
- Frames problem around the user
- Helps define the problem and set parameters
- Makes finding a solution meaningful and actionable

App Introductions



Spotify

4.8/5 stars (96%)

23 Million ratings

#1 charted for music



The Weather Channel

4.7/5 stars (94%)

3.4 Million ratings

#2 charted for weather



Microsoft Outlook

4.8/5 stars (96%)

4.9 Million ratings

#2 charted for productivity

Spotify

Overview

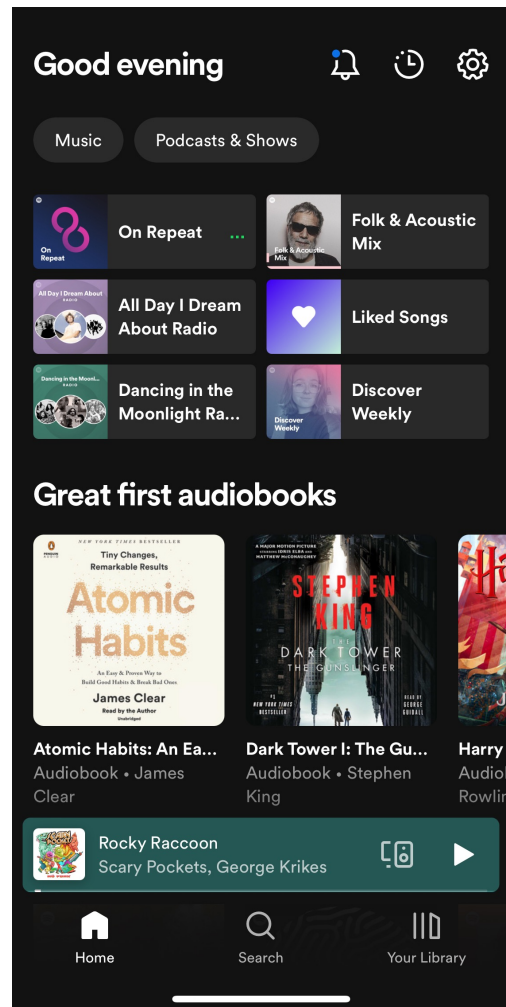
- Streaming service available via app or web player
- Hosts music and podcasts
- Free accounts and paid subscriptions available
- Listeners can transfer their session seamlessly across devices
- Social aspect allows users to have friends and followers
 - Can see what your friends are listening to (available only on desktop app)



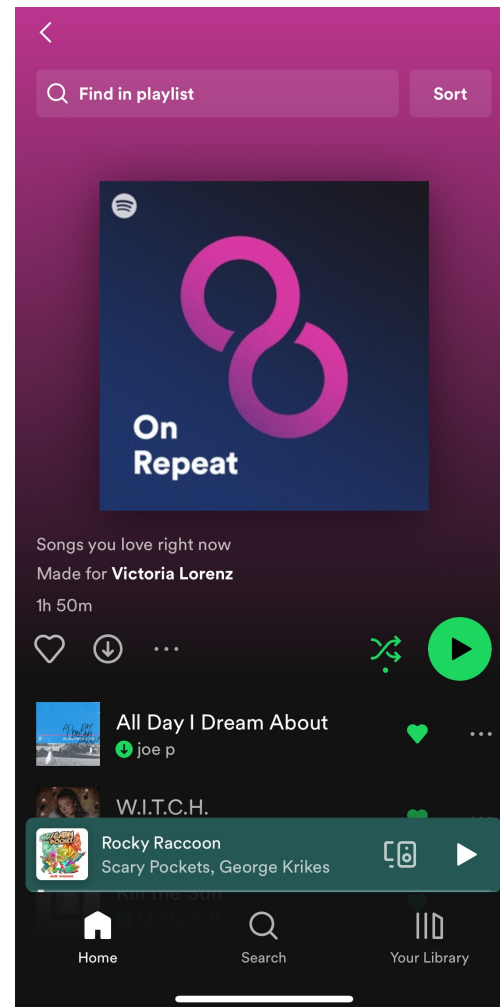
Spotify

Primary screens

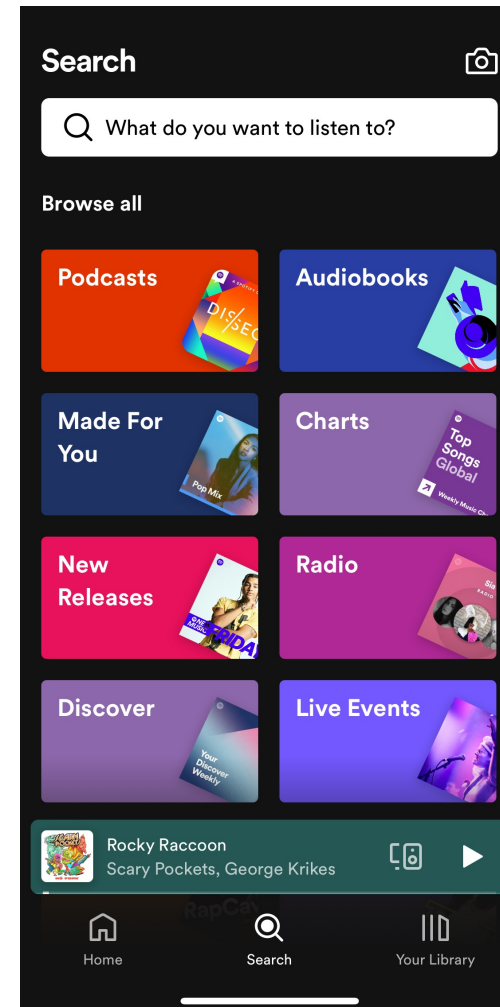
Home



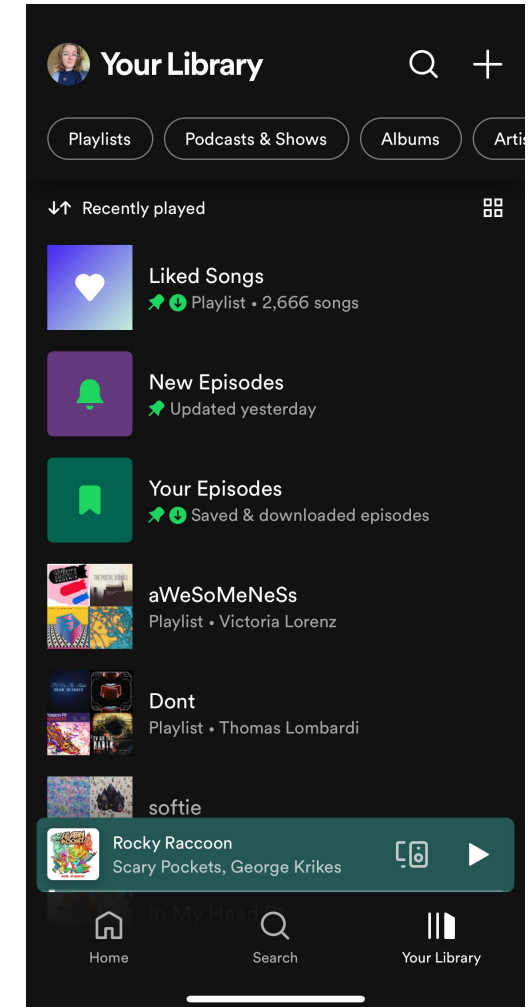
Playlist



Search



My Library



Spotify

Positive reviews



F YouTube

Mon

★★★★★

Tulerdurdenftw

I used to watch music videos on YouTube Premium. I will be converting to a Spotify premium account. Playlist management and the ability to switch between devices is unbeatable!

- Found Spotify more favorable than YouTube, a common competitor
- Stopped paying for YouTube Premium (more expensive than Spotify)

Subscriber for years! LOVE IT!

Mon

★★★★★

Kmarie496

I really love Spotify! It's been my go to music app for years. I use it all the time. The option to make playlists available offline is great for traveling or snowboarding.

Also I can follow all my favorite artists, and Spotify makes really cool personalized playlists just for me!

I've discovered so many songs I love from Spotify and my collection has grown so much over the years!

This is more than just a listening to music app, Spotify helps you grow your music library and find new music to love and listen to all the time 💕

Thanks Spotify ✨

- Longtime user
- Spotify goes above and beyond making music available to stream

Forever a Spotify Stan!

Sun

★★★★★

Lipstickloveee

I love Spotify! It gives you recommendations, concerts based on your playlist and even gives you a playlist at the end of the year mixing all of your playlist or most listened to songs! These are perks on top of the basic needs they meet. They are A1! Thanks Spotify!

- Suggests live events to attend based on listening
- Personalized playlist released at the end of the year summarizing your listening habits

Spotify

Negative reviews



Don't pay artist or play the song
you want to hear

Mon

★☆☆☆☆

the cheese teas

Spotify is the worst streaming service....
The only reason to download Spotify is to
watch joe rogan they should just call it the
joe rogan experience app cause that's all
it's good for as a musician I can say I only
received fractions of a penny from Spotify
and when I send people my song it doesn't
play the song it just plays a random playlist
of drake garbage it's frustrating cause it's
apps like this that killed the music industry
thanks Spotify for being trash

- Upset about the influence of streaming on the music industry and the way their music is grouped in app

i hate this app with a passion

Sun

★☆☆☆☆

Syd the person

i downloaded spotify because i heard all
positive things about it and thought it was
genuinely a good app i was wrong. first of
all i dont know if theres something wrong
with my spotify or something but it will not
let ME pick what i want to listen to it picks
for me. for example i wanted to listen
through my liked songs and instead it
played a song that wasn't even on that
playlist. second of all there are only 6 skips
per hour like bro what if i really didn't
wanna hear a song right then and im out of
skips well i guess it would be to bad for
me. this wouldn't be this bad of and issue
but like i said earlier it doesn't let me pick
what i want to listen to. also there is a ad
after every song. this ruins the vibe of
listening to music. to be honest it is only a
good app if you have the premium version

- Disappointed in listening restrictions of free version

Latest update is trash

Mon

★☆☆☆☆

who/nose

The Home Screen is unusable. Total
garbage design. You want me to scroll like
On Instagram and filter between music and
books? Everything looks the same so you
gotta read to see what's recommended.
Lol Whyyyy

- Dislikes scrolling through suggested content and finds music and books are too difficult to distinguish from each other

Spotify

Suggestive reviews



Overcomplicating software

★★★★★

Sat

radouu 😞

Spotify updates aren't even updates, they're downdates. Every single update Spotify makes the app more complicated and hard to use for no reason. Did they remove every single important button in the Spotify app?!

- Changes with critical buttons are taking away from the user experience
- The interface becomes increasingly confusing with each update as features change rapidly and seemingly without reason

Stop suggesting ASMR in music playlists

★★★★★

Fri

KelsiLS96

There was like two weeks where I was able to block ASMR from infiltrating my "suggested" playlists, but for some reason the feature was removed. Bring it back. All of the autogenerated playlists the app makes for me are completely unlistenable and ruined from how much ASMR is put on the playlist compared to music. How does ASMR even end up categorized with 2010s pop music? It doesn't make any sense at all

- Wants more choice over the kinds of tracks that appear in playlists generated by Spotify
- Many tracks are categorized confusingly or incorrectly

Unwanted podcasts shown on home page

★★★★★

Sun

Colt45exploda

There are podcasts on my home page that I have not listened to and there is no way to delete them or remove them. Y'all need to update your app to where we aren't given unwanted podcasts and a way to remove them from our Home Screen. If not I'll be deleting my account and membership.

- Desire for greater customization of content on home page
- Wants user-defined customization rather than algorithm-defined

Spotify



POV statement #1

- **Users who** do not have premium accounts **need** more control over their experience **because** the restriction of features like the order of songs and ability to skip takes away from the inherently personal experience.
 - Music is extremely personal for most people so not having control is frustrating
 - Such restriction upset users who do not pay for accounts, making them resent Spotify and less likely to purchase premium

Spotify

POV statement #2



- **Users who** enjoy discovering new music **need** more control in the algorithm **because** their specific interests which are not reflected in listening data are not accounted for.
 - Many users have specific preferences which cannot be predicted by an algorithm or by their listening data, but they have no way of influencing what is automatically recommended
 - Different users have varying levels of interest in discovering new things but there is no way to express this. For example, some only want to find new music, some only want to find new podcasts, and some are open to both

The Weather Channel



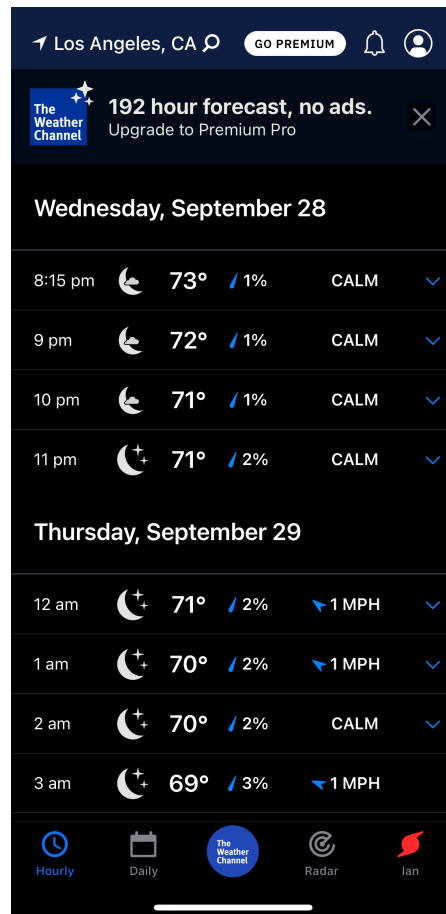
Overview

- App that provides hourly, daily, and weekly weather information
- Free account and paid subscription available
- Storm tracking and 24-hour radar
- Realtime alerts for events like rain and excess heat and cold

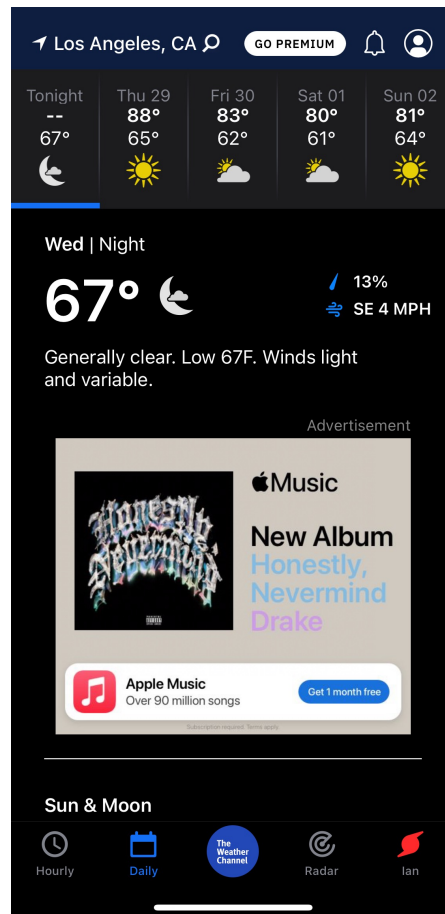
The Weather Channel

Primary screens

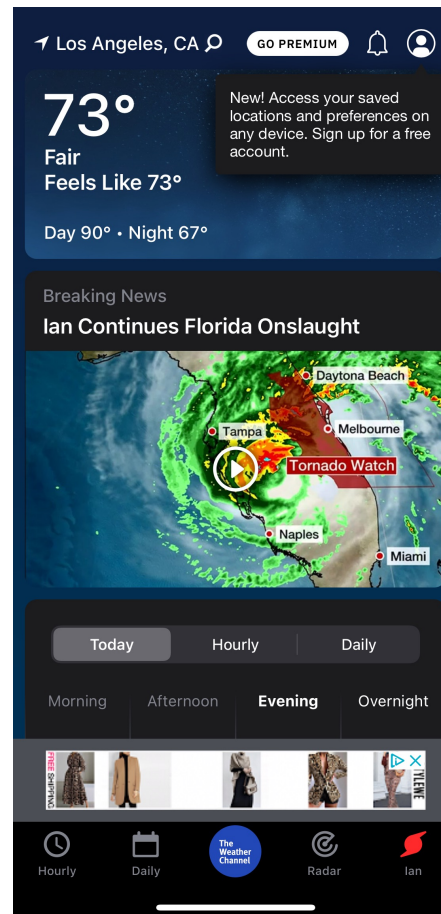
Hourly



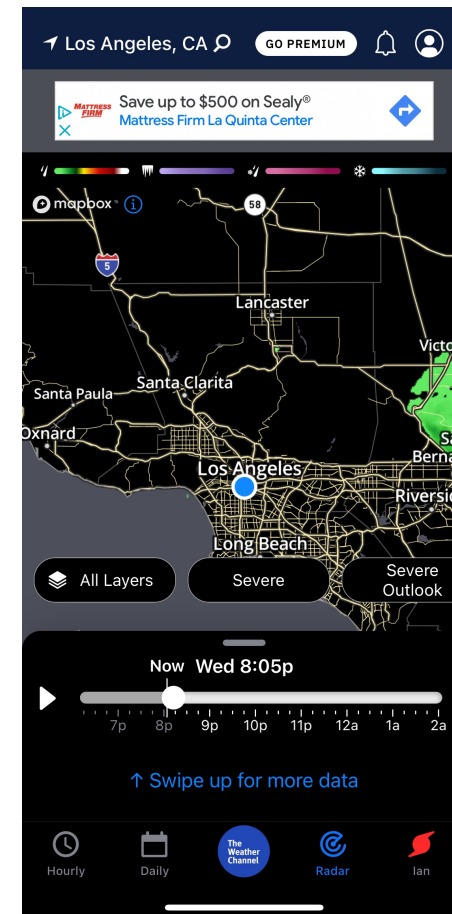
Daily



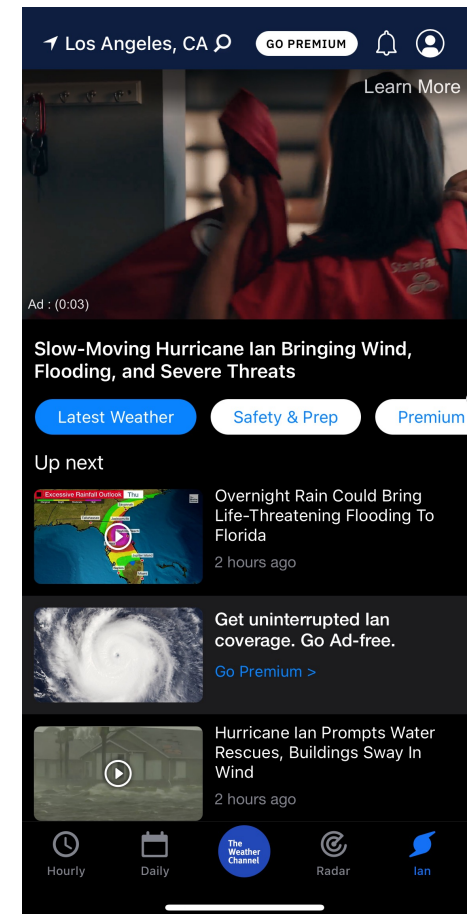
Home



Radar



Hurricane



The Weather Channel



Positive reviews

The best app for weather

Sep 14

★★★★★

justintime80

I've tried pretty much all weather apps there are to try and I come back to this one every time it's by far the best weather app on an mobile device pan Zamm. The radar feature is awesome honestly I wouldn't change a thing about it and if I were anyone this is the one I would have they have update thunderstorms are accurate and they don't missJustin Time 80

- User has tried competing apps and finds this to be most effective
- Enjoys accuracy and features like the radar

Weather channel

Sun

★★★★★

Bl Angus

The weather channel is more accurate than not. As as part time farmer I have relied on the forecast for future activities. My children refer to this as my cartoon channel since it is always on. I guess some of us never really grow up! Could not do without the channel!

- Relies on the forecast from the app for farming
- Watches the channel on TV in addition to using the app and finds both useful

Weather Channel

Tue

★★★★★

ShalleyH.

I depend on the Weather Channel app daily. Not only can I follow my local weather, but I can also view weather reports for my family in various cities. I appreciate the weather alerts and can stay on top of what is happening around the world. You provide a valuable service to us and appreciate that we can still view it free.

- Can easily check the weather in locations of friends and family
- Appreciates the high quality of the free version

The Weather Channel



Negative reviews

Updates Ruined This App

Mon

★☆☆☆☆

Werz16

I used to love this app. When I ran the app, the weather report was right on my screen. Now it automatically scrolls to the bottom of my screen out of site. Instead of weather I get to look at a full screen ad. I can live with ads, but not to the extreme this app is using. Update to the paid version? Why? This company has already shown me they are unreliable. Don't waste your money.

- User no longer likes app because too many ads are taking precedence over the primary content
- Expects ads with a free service but not to such an extreme degree

What happened?

Tue

★☆☆☆☆

SarBear54

This app used to be the best! Now it freezes and crashes several times while using it. Have to exit and restart several times for it to work.

- User used to like the app but now has problems with it crashing regularly
- Constantly needing to exit and relaunch

Disapprove of their approach

Tue

★☆☆☆☆

lipnsden

Very poor taste to have 30 second ads on their videos during a disaster like hurricane Ian as it approaches the west coast of Florida. It's very frustrating that this app is banking off of a disaster like this when people are desperate for information. It's also frustrating that on every video you have to sit through another 30 second ad.

- Safety concern about 30 second ads on videos with hurricane information
- Feeling frustrated with the careless placement in life-threatening situations

The Weather Channel



Suggestive reviews

Is this the weather or ad stream?

Sun

★☆☆☆☆

Triclortreat

I've read quite a few reviews, and well I agree. This app used to be an awesome reliable weather app, way better than the default apple weather app. But these darn adds have gotten out of hand. There's nothing worse than trying to see the radar about a particularly dangerous storm that rolling over your head and you can't see the radar or read the warning statement because of an ad pop up. It's a sad day when something that used to be great and seemed to actually want to you know report the weather stopped caring about users well-being during tornado weather or any type of inclement weather for that matter.

- App has declined recently
- Feels like the developers don't care about the wellbeing of users

Used to be a great app!

Tue

★☆☆☆☆

Mikey789864008

Now it's more hassle than it's worth. It crashes every time I try to open it, requiring a second try. When it does open it takes forever to load, and now there are way more ads. I just need basic weather forecast/radar capability....no bells and whistles.

- Overcomplicated when only a few core features are needed
- Updates have taken away from functionality

Broken

Mon

★☆☆☆☆

UpdateSucks727394

Anytime I'm done using the app and close it, the next time I choose to open it it will freeze until it either crashes or I force it to close out completely. Running the app on iPhone 13 Pro Max and iOS 16.0.2. This problem has persisted for several months. This use to be my go to weather app. I'm dropping it for the native Apple Weather app. From stability issues, to constant ads, and them also asking constantly for me to pay for premium, it's time to move on. It's 2022, it shouldn't take this much time and effort to see what the temperature outside is going to be.

- Takes too much effort to see the temperature
- Reverting to Apple Weather (iPhone default)

Reading Minds like a UX Designer

The Weather Channel



POV statement #1

- **Users who** want to see the weather **need** an app that is reliable **because** the weather dictates many decisions from clothing to daily plans.
 - Many users want to access basic features like temperature and rain prediction but cannot because the app crashes
 - Checking the weather should only take a moment but users are being forced to work for it because of the excessive number of ads and poor placement

The Weather Channel



POV statement #2

- **Users who** are in dangerous weather areas **need** the latest updates **because** their health and wellbeing depend on staying informed.
 - Users in areas like Florida which is prone to tornados need to know the prognosis of the storm so they can plan accordingly
 - Although 30 seconds may seem like an appropriate time for an ad, it is extremely frustrating to users who need to make important decisions such as evacuating their homes
 - Ads preceding hurricane updates are particularly frustrating because there are already a lot of ads spread throughout the app

Microsoft Outlook



Overview

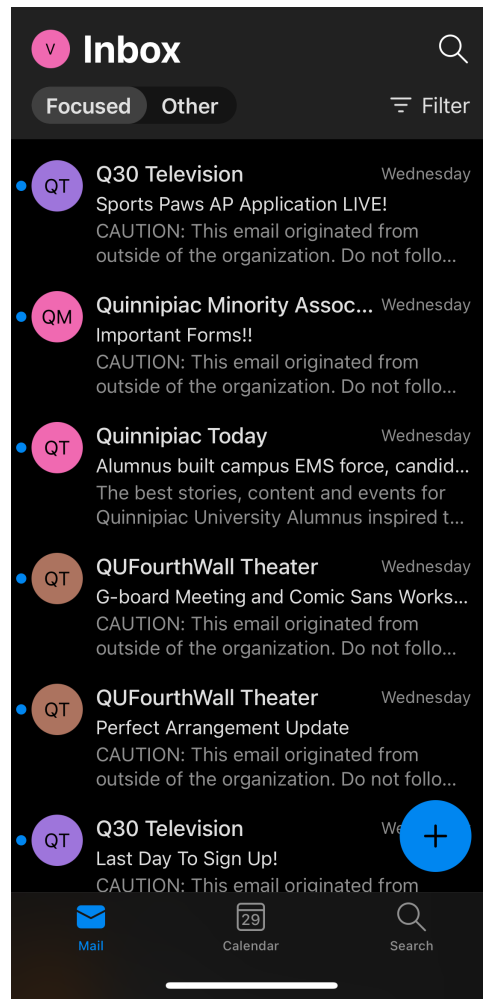
- Send and receive emails
 - Including attachments
- See calendar
- Create and respond to calendar invites
- Access Outlook contacts

Microsoft Outlook

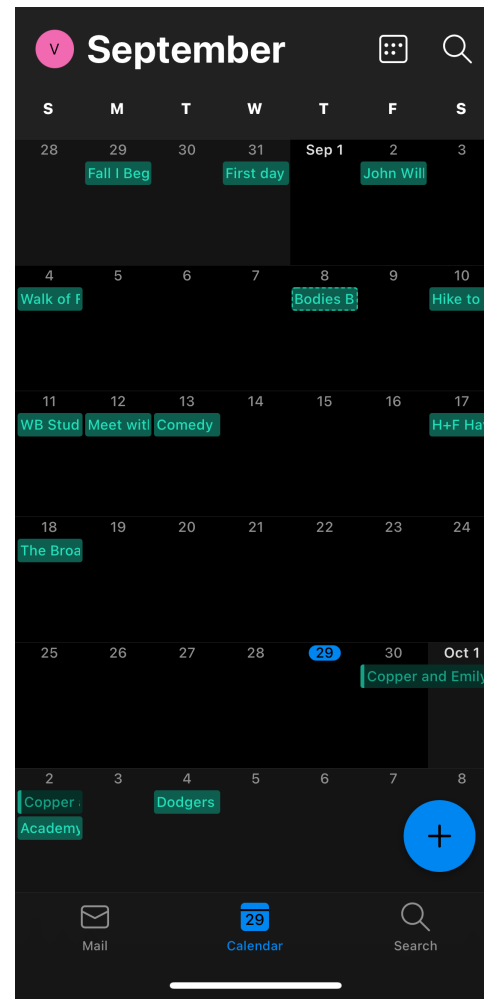
Primary screens



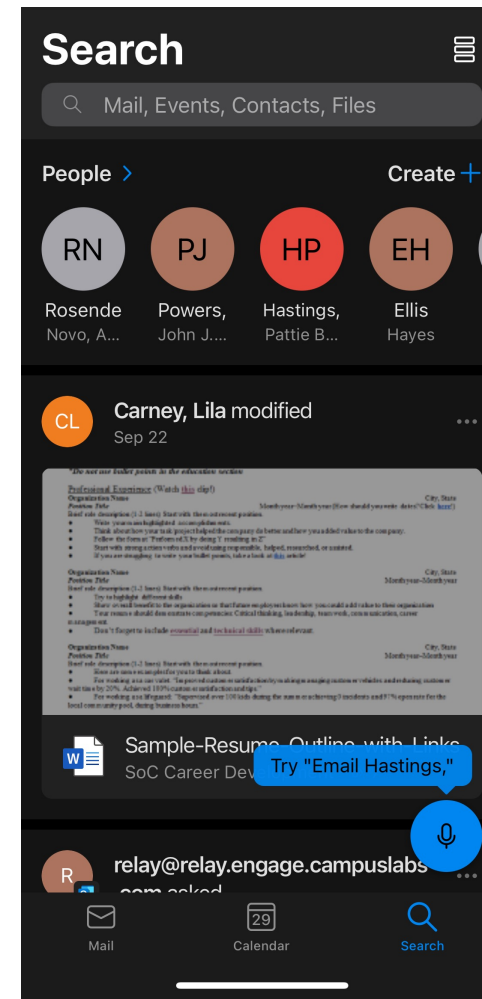
Home / Inbox



Calendar



Search



Reading Minds like a UX Designer

Microsoft Outlook



Positive reviews

This is more than just working from home

Sep 21

★★★★★

Nebraska 16

Working from home is nothing compared to this. This app allows you to reply to calendar requests check your email flagged items. Reply to email all without taking your hands off of the wheel. Your eyes are still on the road and working from your car is perfectly safe. At least working from my car seems to be. I have written this review while I'm driving on my morning commute.

- Extremely easy to use
- Works well (perhaps too well) handsfree / while in the car

Perfect!

★★★★★

Wed

hfjehdhdnsj

I love having all of my work, school, and personal accounts in one place. The connectivity with the rest of Office365 is also highly attractive. All in all, 5/5!

- Easy to connect multiple different accounts
- Works well with other aspects of the Office suite

On top for a reason

Tue

★★★★★

LegDropSuplex

Outlook is a lot like a diet: if you know how to use it, it will work amazingly well.

Most issues users have boil down to a lack of information and not any sort of functionality issue with the software itself.

Outlook does everything, you just have to learn how!

- Highly effective especially if you know how to use it
- Most often user error rather than software

Microsoft Outlook



Negative reviews

Latest update keeps crashing

Wed

★☆☆☆☆

HS in FW

With the latest update all my emails were coming as conversation view even though it was toggled off. I thought maybe I needed to toggle it back on and off - but the app crashed and now crashes each time I load it. I've erased and reinstalled the app multiple times, cleared the browser cache, turned off the phone, etc and no luck.

- Emails are being displayed as conversations
- Turning off conversations causes app to crash

Very frustrated

Wed

★☆☆☆☆

JimkVT

I never had problems with this app until the last couple weeks. Now I go to my inbox and open an email that had an attachment sent with it. The paperclip shows on the list in my inbox, but when I open the email the attachments aren't shown and I can't find them. I have some documents I need to use today and they aren't accessible. I also use the app for three email accounts and lately it is in the habit of randomly signing me out of one, two, or all three accounts and making me sign back in. That is pissing me off and I'm ready to ditch Outlook altogether at this point. I haven't had luck trying to get any support so maybe someone will reply here.

- Attachments aren't being displayed
- Accounts are signed out of at random

Move the calendar button back to the right side

Tue

★☆☆☆☆

Nikhil

What a dumb and pointless change, to move the calendar button to the side from the middle. People access the calendar tab much more frequently than the search function. Why would you make such an idiotic change without providing the personal preference...

- Button for calendar view was moved
- Search does not need such high priority

Microsoft Outlook



Suggestive reviews

Can't go down the list of email

Sep 8

★☆☆☆☆

bkwinters

It keeps suddenly scrolling to the top of the list when I tap on a particular message. So I can't easily go down the list. I have to start at the top each time. Very poor functionality. Poor experience. Do the developers actually use this product. It probably is a design to force seeing the new Ad at the top of the list.

- Scrolling is frequently forced back to top
- New ad placement is interfering with ability to scroll through emails

Worst spam filter ever and they have made it worse with update

Sep 19

★☆☆☆☆

SuperShoeDiva

Outlook does a piss poor job of managing and reporting junk mail. Go elsewhere unless you like lots of spam.

You get a spam message and you click on the three dots in the upper right in the message and "report a concern" choose Spam and the message stays in your inbox, so you choose the larger three dots above the message and choose Block Sender and confirm and the message is STILL IN YOUR INBOX, only after selecting Junk-mail which you have to double confirm is the message removed from your inbox! And DO NOT USE outlook as your forwarding address for duckmail because all of those messages will go into your junk mail folder.

- Junk/spam filter is ineffective
- Too many steps to send messages to spam

More backups

Sep 21

★★★★★

mfoadirector

If outlook had an easier way to backup the password. I lost/forgot mine and the steps to get back in had me pulling my hair out. I understand security of the account but there should be an easier way to get in. Everyone is so busy and have multiple accounts. Just a thought!! Otherwise it is very user friendly and reliable.

- Security features make it too difficult to save or backup passwords
- User is too busy to spend time resetting passwords

Microsoft Outlook



POV statement #1

- **Users who** want to see their emails **need** to quickly and easily access their inbox **because** it is important for their workflow and personal life.
 - Accessing inbox requires signing in or staying signed in from a previous session, scrolling with ease, and the ability to switch accounts without having to fully sign out of one
 - It is easier to access important information in the inbox when spam messages are sorted accordingly

Microsoft Outlook



POV statement #2

- Users who are in a hurry or on-the-go need a straightforward way to access their email and calendar because they don't have time to spend learning new frills.
 - Many users use the app while in the car or walking so they need to be able to navigate through the app with minimal effort and attention
 - Changing the basics (such as how emails are displayed or where the calendar is located) forces users to re-learn the app, temporarily reducing its effectiveness