



# *What do your customers need and want from you?*



Kelly Ann McKercher, human-centred design specialist



Me

*@designspoke*





TVNZ



Fisher & Paykel  
HEALTHCARE



MINISTRY OF  
SOCIAL DEVELOPMENT  
*Te Manatū Whakahiato Ora*



*What?*

*Why?*

*How?*

*Opportunities*



*What?*

*Why?*

*How?*

*Opportunities*

***World class*** companies  
do not compete on price, services,  
products, technology, or features.

They compete on ***experience.***

World-class experiences  
come from ***user insight*** and  
***human-centred design.***



## ***Human Centred Designs...***

---

Are based on users, tasks, environments

---

Involve users throughout

---

Are tested with users

---

Are iterated based on user insight

---

Consider the whole experience

---

Are designed in multidisciplinary teams





Experiences

---

Interactions

---

Touch points

---

Processes

---

Systems





Experiences

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Interactions

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Touch points

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Processes

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Systems

Spaces

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Services

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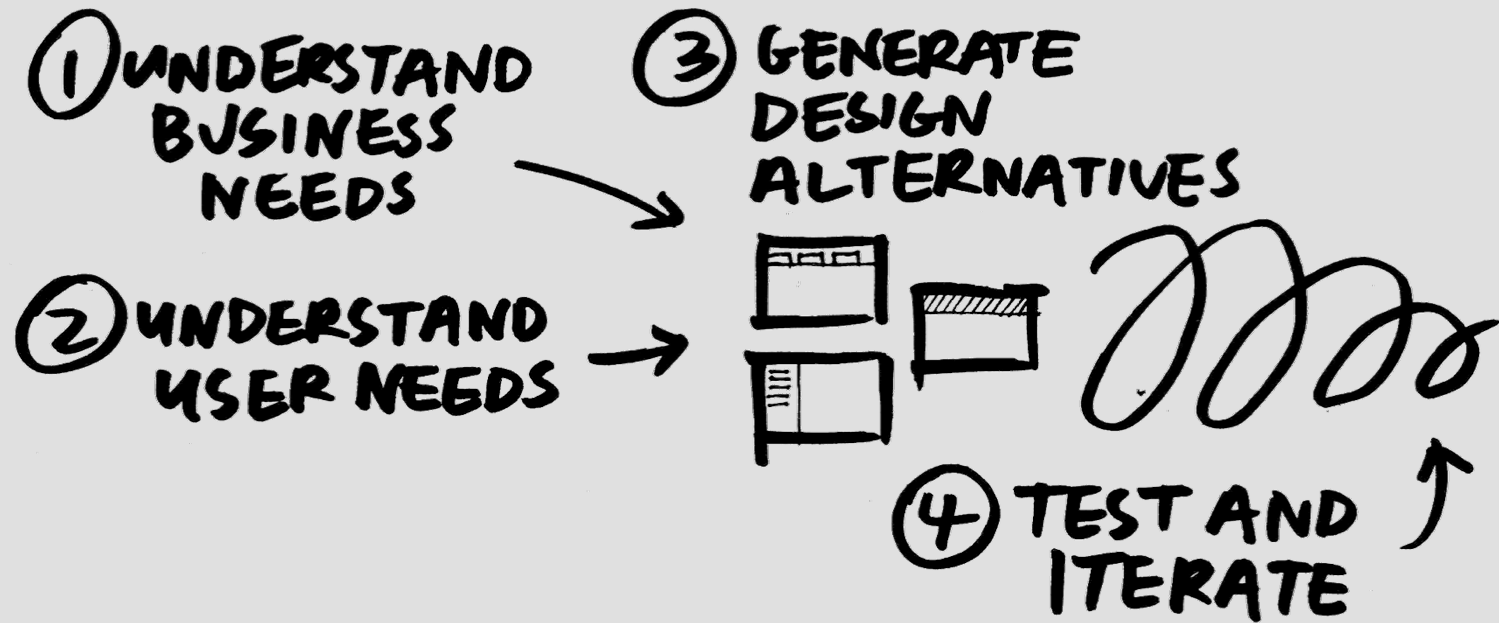
Products

---

Systems



# *Human Experiences*



*What?*

*Why?*

*How?*

*Opportunities*



***Customers*** spend between **7-22%**  
**more** with companies they believe  
provide ***excellent customer***  
***service***

Source: American Express Global Customer Service Barometer, May 2011

64% of shoppers have ***bought***  
***from a competitor immediately***  
***after poor service.***

Oracle's 2012 CX Index Report

Useful

---

Usable

---

Satisfying\*

\*Delightful



***Preference***

---

***Performance***

---

***Loyalty***

---

***Advocacy***

We waited  
30 min  
NO SERVICE

*What?*

*Why?*

*How?*

*Opportunities*



***Write down  
everything you  
know about your  
customers***

4 minutes to self-brainstorm

***Motivations?***

---

***Needs?***

---

***Goals?***

---

***Beliefs?***

① UNDERSTAND  
BUSINESS  
NEEDS

③ GENERATE  
DESIGN  
ALTERNATIVES

② UNDERSTAND  
USER NEEDS →



④ TEST AND  
ITERATE ↗





***Interviews***





*“I used my  
welcome letter  
to start a fire”*

An Insurance Customer



**Interviews**



***“Tell me about the last  
time you visited our  
website...”***



***“Tell me about the  
experience of buying a  
domain name...”***



*Why? Why? Why? Why? Why?*

*Why? Why? Why? Why? Why?*

*Why? Why? Why? Why? Why?*

*Why? Why? Why? Why? Why?*

*Why? Why? **Why?** Why? Why?*

*Why? Why? Why? Why? Why?*

*Why? Why? Why? Why? Why?*

*Why? Why? Why? Why? Why?*







***Usability testing***





***“They clearly don’t  
know what I’m  
looking for”***

Usability test participant



***Usability testing***

[FAQ](#)[About Us](#)[Our Customers](#)[Get Paid to Test!](#)[Blog](#)[1-800-903-9493](#)

The fastest way to get feedback

[CREATE ACCOUNT](#)[SIGN IN](#)[How it Works](#)[Features](#)[Mobile Testing](#)[Enterprise Services](#)

# User research results in 1 hour

Get **videos of real people** speaking their thoughts as they use your website or mobile app.

[Create an Account](#)

Video tour: Watch visitors use your site or mobile app

## How it Works



***Usability testing***

2. We recruit participants

3. You get results *in 1 hour*





,



***Contextual enquiry***

## Discussion



## Industry News

Discussions: 6,444 Messages: 61,212 Sub-Forums: 2

Latest: Spam in the name of GoDaddy  
David Walker, Yesterday at 8:59 PM

## Domain Name Discussion

Discussions: 35,506 Messages: 521,659 Sub-Forums: 3

Latest: Sedo Negotiation tactics help/ad...  
chickenfillet, 17 minutes ago

## gTLD Discussion

Discussions: 8,757 Messages: 116,448 Sub-Forums: 3

Latest: .ninja - It's official because it ha...  
defaultuser, Yesterday at 11:54 PM

## ccTLD Discussion

Discussions: 10,713 Messages: 149,198 Sub-Forums: 5

Latest: Your latest .tv registration or ac...  
Jason.tv, Yesterday at 4:25 PM

## ★ Introductions

Discussions: 7,321 Messages: 83,513

Latest: Hi  
vivaldi, Yesterday at 4:50 PM

## Domain Beginners

Discussions: 8,470 Messages: 64,216

Latest: GoDaddy Premier listings commis...  
Nerevar, Today at 3:19 AM

## Parking and Traffic Monetization

Discussions: 5,093 Messages: 74,294

Latest: Spike in parked traffic  
Riddles, Yesterday at 4:41 PM

## Business and Marketing

Discussions: 7,757 Messages: 52,708 Sub-Forums: 5

Latest: How to get 1k visitor within 30 d...  
Christopherdave, Today at 12:52 AM

## Development Discussion

Latest: Help With The Decision for Logo

Sedo Negotiation tactics...  
chickenfillet replied 17 minuenduring.co - unstable.co -..  
Adam h replied 21 minutes a\$2 each, price fixed, .COM  
domains...  
DorianGray replied 21 minuEmails to End Users: L  
vs. Short

Longer and ... 2

Very short e... 12

## Popular This Week

Moniker, should I stay or sho  
borgdrone7 posted, Replies:Sedo gets a facelift  
TheFifty9Sound posted, ReplHow Good are Afternic...  
urljunky posted, Replies: 23Sedo Negotiation tactics...  
ruy001 posted, Replies: 15



# User research that moves

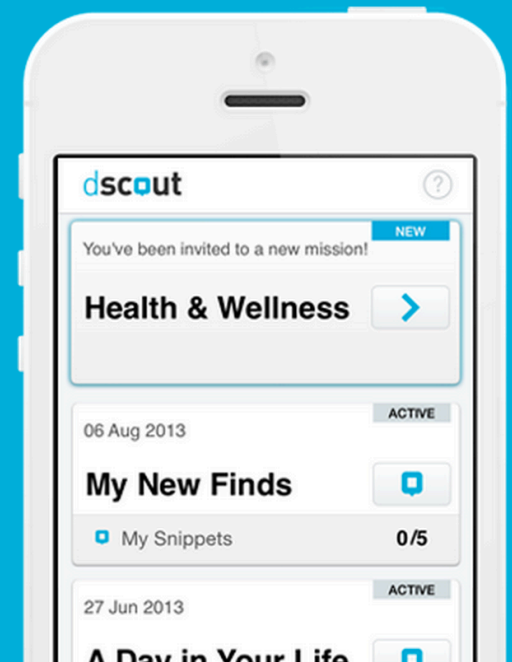
Join hundreds of organizations that use dscout to understand the people they interact with.

Want to research on dscout?

sign up now

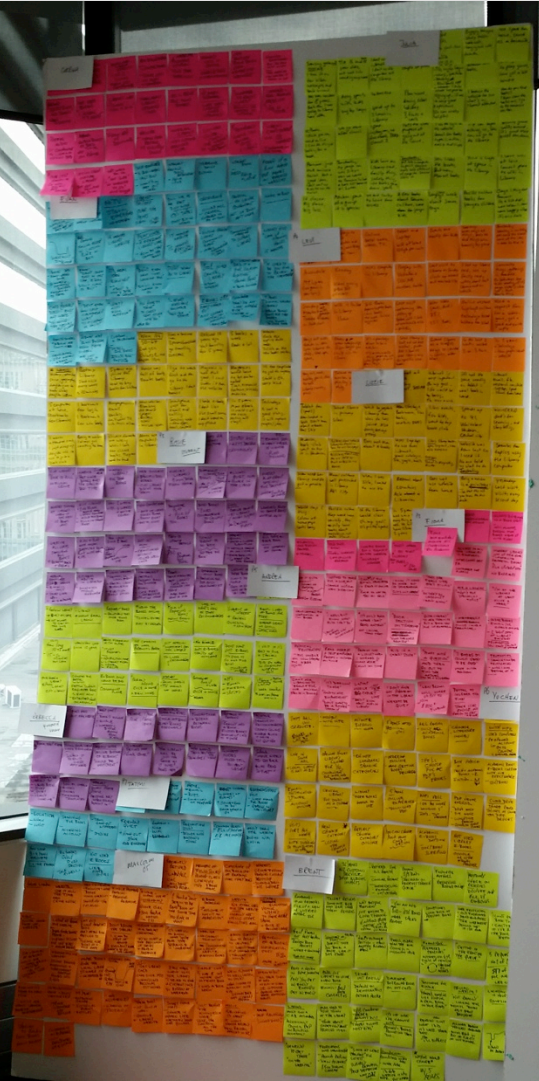
Want to get rewarded for your opinion?

become a scout



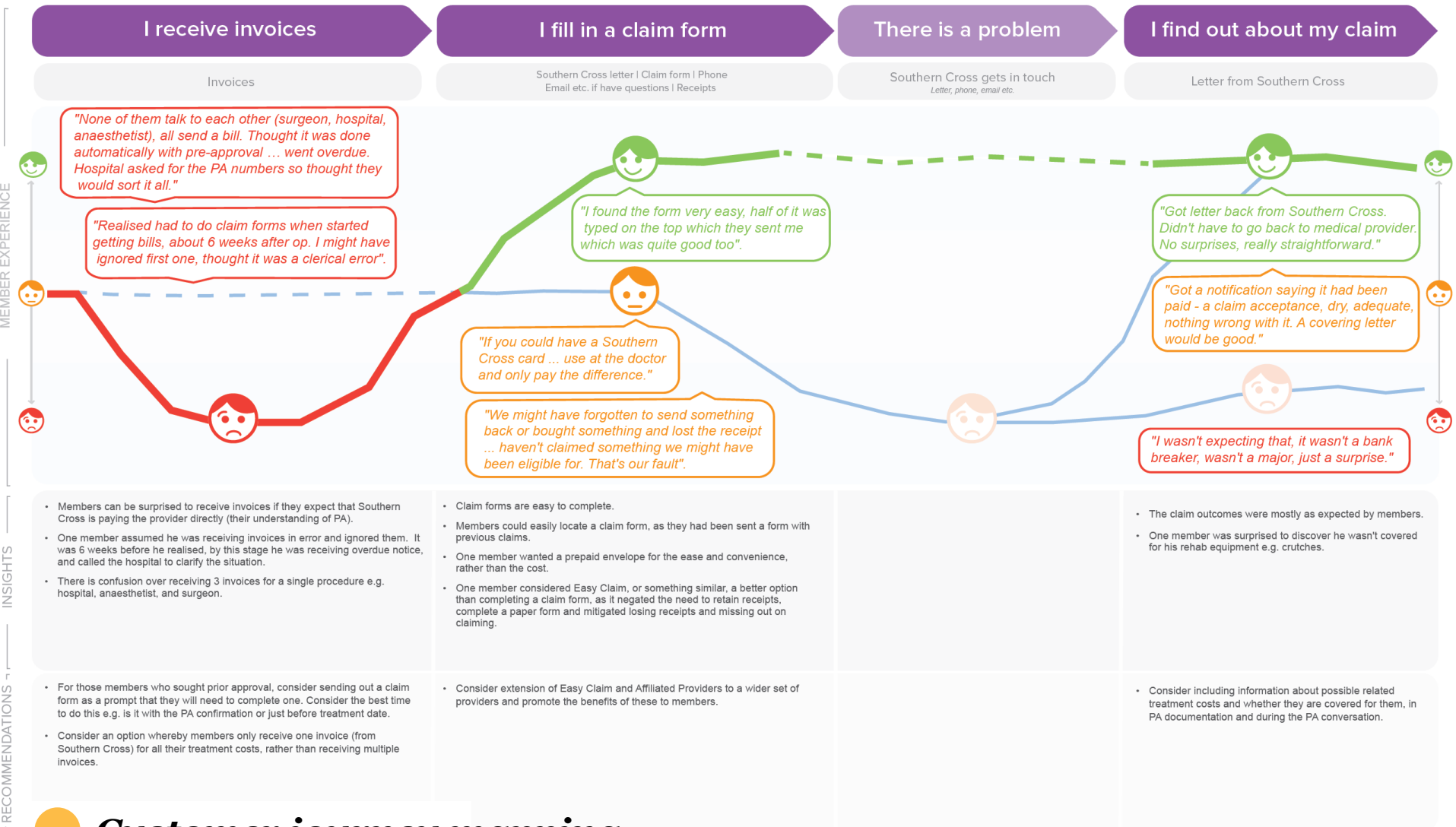
**Contextual enquiry**

***What do I do with  
the research?***



# Fee for service

## The Member Journey



## Customer journey mapping

# Fee for service

## The Member Journey



### I receive invoices

Invoices

"None of them talk to each other (surgeon, hospital, anaesthetist), all send a bill. Thought it was done automatically with pre-approval ... went overdue. Hospital asked for the PA numbers so thought they would sort it all."

"Realised had to do claim forms when started getting bills, about 6 weeks after op. I might have ignored first one, thought it was a clerical error".

### I fill in a claim form

Southern Cross letter | Claim form | Phone  
Email etc. if have questions | Receipts

"I found the form very easy, half of it was typed on the top which they sent me which was quite good too".

"If you could have a Southern Cross card ... use at the doctor and only pay the difference."

"We might have forgotten to send something back or bought something and lost the receipt ... haven't claimed something we might have been eligible for. That's our fault".

### There is a problem

Southern Cross gets in touch  
Letter, phone, email etc.

### I find out about my claim

Letter from Southern Cross

"Got letter back from Southern Cross. Didn't have to go back to medical provider. No surprises, really straightforward."

"Got a notification saying it had been paid - a claim acceptance, dry, adequate, nothing wrong with it. A covering letter would be good."

"I wasn't expecting that, it wasn't a bank breaker, wasn't a major, just a surprise."

- Members can be surprised to receive invoices if they expect that Southern Cross is paying the provider directly (their understanding of PA).
- One member assumed he was receiving invoices in error and ignored them. It was 6 weeks before he realised, by this stage he was receiving overdue notice, and called the hospital to clarify the situation.
- There is confusion over receiving 3 invoices for a single procedure e.g. hospital, anaesthetist, and surgeon.

- Claim forms are easy to complete.
- Members could easily locate a claim form, as they had been sent a form with previous claims.
- One member wanted a prepaid envelope for the ease and convenience, rather than the cost.
- One member considered Easy Claim, or something similar, a better option than completing a claim form, as it negated the need to retain receipts, complete a paper form and mitigated losing receipts and missing out on claiming.

- For those members who sought prior approval, consider sending out a claim form as a prompt that they will need to complete one. Consider the best time to do this e.g. is it with the PA confirmation or just before treatment date.
- Consider an option whereby members only receive one invoice (from Southern Cross) for all their treatment costs, rather than receiving multiple invoices.

- Consider extension of Easy Claim and Affiliated Providers to a wider set of providers and promote the benefits of these to members.

- The claim outcomes were mostly as expected by members.
- One member was surprised to discover he wasn't covered for his rehab equipment e.g. crutches.

- Consider including information about possible related treatment costs and whether they are covered for them, in PA documentation and during the PA conversation.

## Customer journey mapping



### Backstory:

Chris and Kate are keen to enjoy themselves and their freedom now that the kids have left home. They have been talking with their travel agent friend and New Zealand has been recommended as a destination that they can see on their tour of the Pacific. They are looking forward to seeing some of the beautiful scenery and also meeting the local people, who they have heard are friendly and down to earth. They have also been recommended to hire a motorhome as it is the best way to have freedom to see most of what New Zealand has to offer without being tied to dates and times.

### Type of holiday:

- Discover / relax

### Likes:

Recommendations from trusted friends, reviews online.

**Dislikes:** Too much planning. Don't want to know too much before they go as they prefer to discover as they go together.

"I'm a little flexible. I need to know where I am going, I need to know about the hotel before hand. I don't necessarily follow an itinerary after that. I like to follow the local flavor. I don't want everything to be scripted."

### Key tasks:

- Which motorhome company is best to go with?
- Will a motorhome suit us? And is it really cheaper than a motel?
- Can we hire a motorhome at the airport and hit the road straight away?

before driving on NZ roads?

Auckland when we fly in?

Auckland?



## Personas

Who What Why How Where

# Coasting Chris and Cate

Travelling with: Partner

Planning preference:  
Semi-structured

Age: 45 - 55

Knowledge of NZ: Med

Stage of planning: Booking

Travel style: Go it alone and day tour

Travel experience: Experienced

Research preference: Relies on facts, reviews

Length of stay: Long trip of a lifetime

Accommodation: Mid-range hotel, motorhome

"I don't have to worry about my schedule now my kids are at university. We used to go somewhere where it was something for everyone to do. Now I can go anywhere anytime."



***Encourage design for real people with real needs***

***Stand-in when real users aren't available***

***Qualitative not quantitative***

*Who are they?*

*What are their beliefs? Motivations?  
Goals? Needs? Dream?*

*Why do they buy domain names?*

*Why don't they buy domain names?*

*What are the barriers to getting a  
domain name?*

*Why do/don't they buy from us?*

*What is their attitude toward  
technology?*

*Experiences and  
characteristics?*

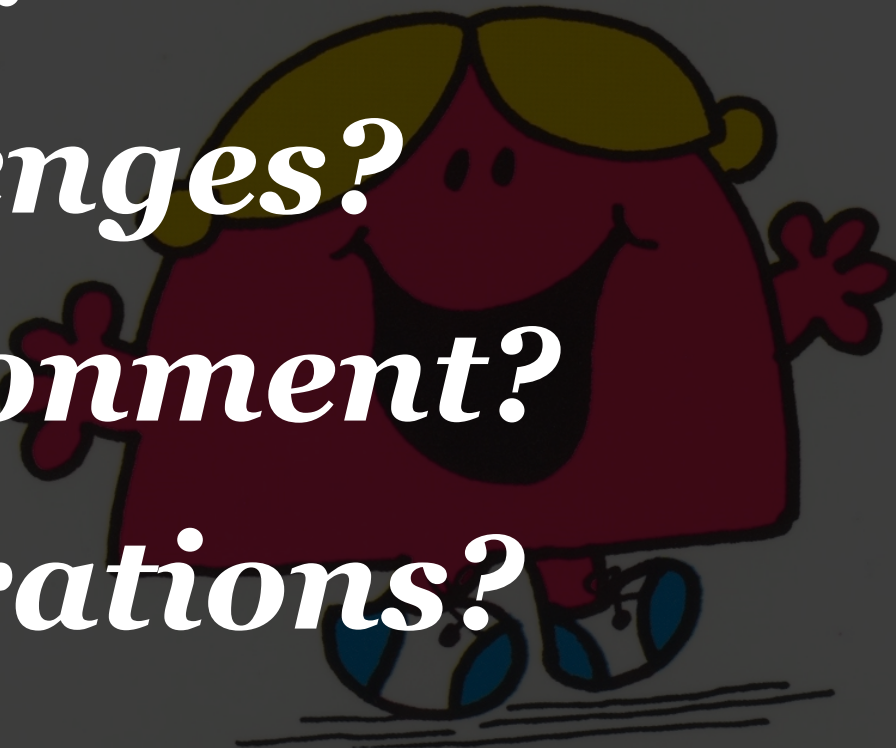
*Needs?*

*Challenges?*

*Environment?*

*Frustrations?*

*by Roger Hargreaves*



***Write down  
everything you  
know about your  
customers***

4 minutes to self-brainstorm



**www.ARNGREN.net**



**27389**

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(Fra 07.11.2004)

< Frithjof i sin Fly-Bil

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**Mercedes AMG**  
m/ Gummi-Hjul  
kr. **3998,-**



By  
2-s  
kr.

**23 Butikker**

**Teknologi & Gadgets**

**Index**

**el-retur**



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[Angreskjema klikk her.](#)

**- Forbruker Elektronikk**

**- Batterier & Ladere, etc.**

**- Elektriske-Kjøretøy**

**- EI-ATV**

**- Disko-Lys**

**- Rakett-Fly**

**- Roboter**



**el-retur**

[Video](#)



**EI-Kjøretøy ; T-Truck**  
fra kr. **119.998,-**

**Avatar-G**

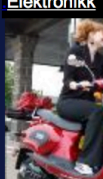
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**Nyhet !**

kr. **299,-**

**Elektronikk**



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Fra kr. **9.9**

**- Bil**

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## RC-Drone med Kamera



**Walkere**  
QR X350  
og GoPro kamere-holder  
fra kr. **1.598,-** med GPS

## Forbruker Elektronikk



Ingen  
alders-grense  
**Nyhet !**  
**Elektrisk-scooter**  
**PEDALS**  
Uten skilter. **7998,-**

**44 Språk-Talende**

**Oversetter**

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## EI-ATV til

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fra kr. **3998,-**

**Mercedes AMG**

m/ Gummi-Hjul

kr. **3998,-**

**EI-ATV**

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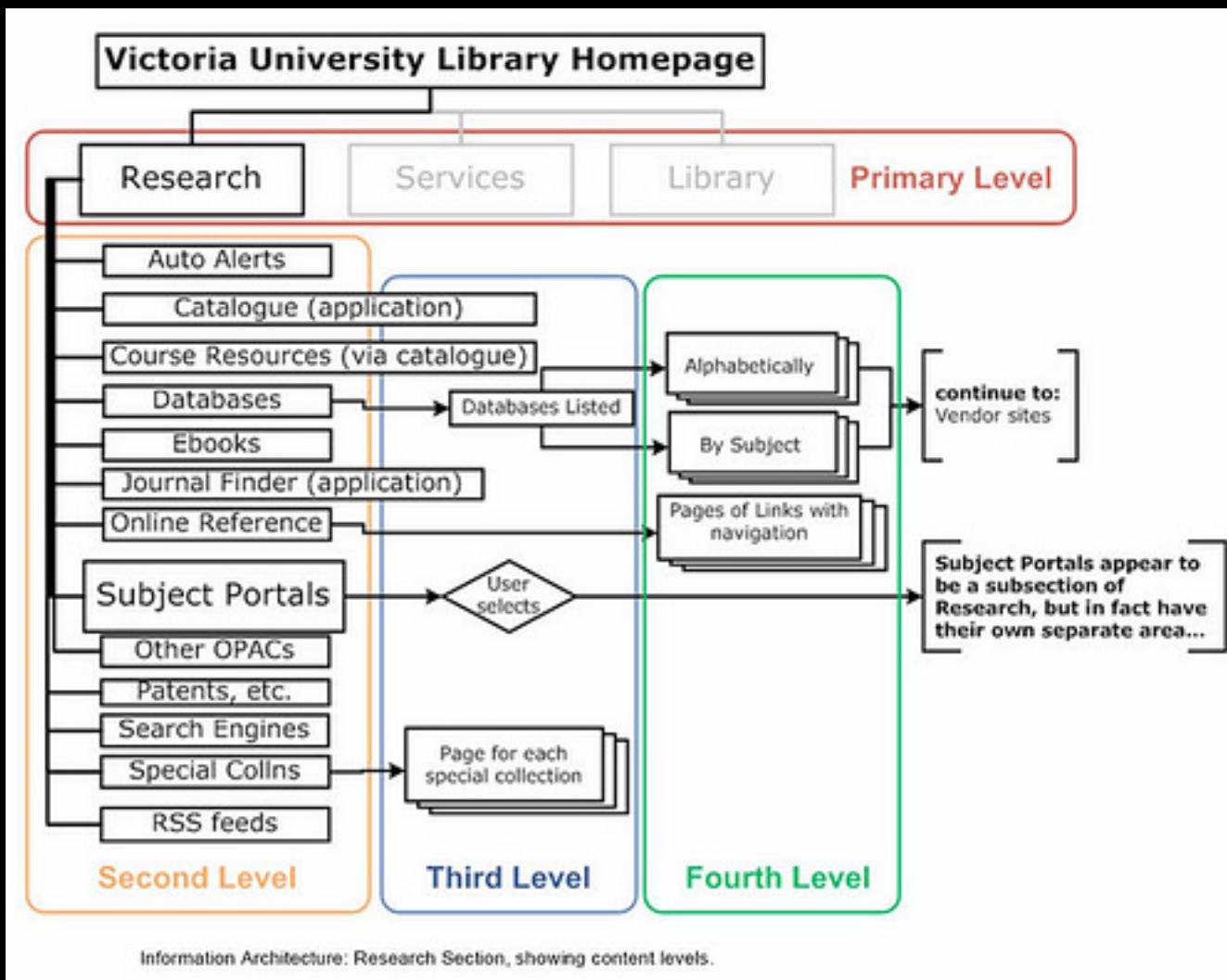
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## Task 1 of 4

[Skip this task](#)

You're about to move house and want to transfer your phone and internet to the new address. How would you do that?

BananaCom Homepage

▼ Cell Phones & Plans

Handsets

Monthly plans

Pay as you go plans

Internet on your cell phone

Accessories





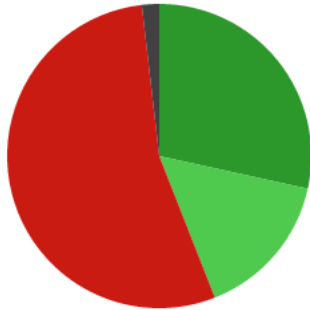
3

OVERALL

## Task 1

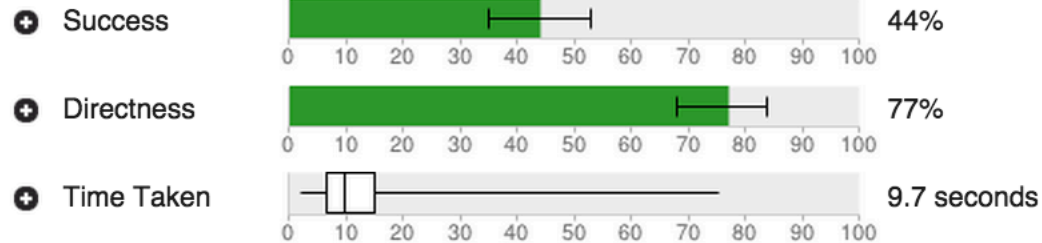
Suppose that you're not a BananaCom customer - find the lowest cost home broadband subscription

Internet → Home internet plans (DSL)



Direct Success	31	28%
Indirect Success	17	16%
Failure	59	54%
Skip	2	2%

 [View the Pietree for this task](#)



Click the + to learn more about a specific score

8

OVERALL

## Task 2

Your son has just bought a smartphone, and you want him to keep it safe. Where would you look to buy a protective case?

Plans → Accessories



Direct Success	77	71%
----------------	----	-----



**IA design**





15%



*IA design*





***Talking to users***

***= discovering latent needs***

***= innovation***





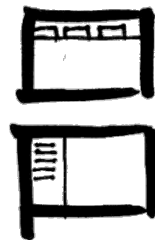
**\$500 million**



① UNDERSTAND  
BUSINESS  
NEEDS

② UNDERSTAND  
USER NEEDS

③ GENERATE  
DESIGN  
ALTERNATIVES



④ TEST AND  
ITERATE









## Account Overview

+ Add a connection

Connection 1: 021 123 4567

Customer ..... Jo Bloggs [view profile](#)  
 Plan ..... TALKER 60 [view plan details](#)  
 Phone ..... Nokia 1680 [view phone details](#)  
 Add-ons ..... 2 BestMates [view your add-ons](#)

## Activity since your last bill

[view all activity](#)

New activity **\$10.00**

Calls [view new calls](#) \$5.00

TXTs [view new TXTs](#) \$1.00

Data [view new data](#) \$4.00

The above charges will be included on your next bill, due...



Remaining amounts

☒ 23 Anytime minutes  
 of 60 included in your TALKER 60 plan

☒ 200 TXTs  
 of 1000 included in your TALKER 60 plan

☒ 17 MB of Data  
 of 100 MB included in your TALKER 60 plan

## Bills and Payments

Your bills [view all bills](#)

Your Payments [view all payments](#)

Billing Period	Monthly Change	Full Details	Amount of bill	Amount Received	Payment Status	Attachment
----------------	----------------	--------------	----------------	-----------------	----------------	------------

Current total due

this includes \$2.00 outstanding from last bill

**\$49.00**

[Pay Now](#)

18 June 2009	to	17 July 2009	↑ \$2.00	<a href="#">View online</a>	\$47.00	Due...	Due...	X	<a href="#">Download PDF</a>
18 May 2009	to	17 June 2009	↓ \$4.00	<a href="#">View online</a>	\$45.00	\$43.00	Part payment \$43.00 Outstanding \$2.00	⚠	<a href="#">Download PDF</a>
18 April 2009	to	17 May 2009	↓ \$4.00	<a href="#">View online</a>	\$49.00	\$49.00	Paid 21 May 2009 11:27am	✓	<a href="#">Download PDF</a>
18 March 2009	to	17 April 2009	↑ \$11.00	<a href="#">View online</a>	\$53.00	\$53.00	Paid 21 April 2009 3:06pm	✓	<a href="#">Download PDF</a>
18 February 2009	to	17 March 2009	↓ \$3.00	<a href="#">View online</a>	\$42.00	\$42.00	Paid 21 March 2009 10:12am	✓	<a href="#">Download PDF</a>

**Prototyping**



## *Human Centred Designs...*

Are based on users, tasks, environments

Involve users throughout

Are tested with users

Are iterated based on user insight

Consider the whole experience

Are designed in multidisciplinary teams





### Task 1 of 4

You're currently paying for cell phone credit as you go. Work out if a monthly plan would better suit your needs.



# BananaCom

Bananas about telecommunications

[Cell Phones and Plans](#) | [Home Phone](#) | [Internet](#) | [Premium Services](#) | [My Account](#) | [Help and Support](#) 

[Handsets](#) | [Monthly plans](#) | [Pay as you go](#) | [Accessories](#) | [Hot Deals](#) | [3G Broadband](#)

We've got plans suited to everyone. Use our wizard to work out which one is right for you.

Which Plan  
Is right for me?



Our 3G coverage stretches far and wide.  
[Check out our coverage map](#)

Find the handset you need:

Most Popular Phones

- [Nokia 3310](#)
- [Nokia X6](#)
- [Motorola Motofone F3](#)
- [Nokia E71](#)

Newest Phones

- [Motorola Droid X](#)
- [HTC Evo 4G](#)
- [Palm Pixi Plus](#)
- [Nokia N900](#)

Monthly Plans

- [Banana100](#)
- [Banana250](#)
- [Banana500](#)
- [BananaFlex](#)

Pay as you go

- [BananaSkint](#)
- [YellowTalk](#)
- [Go-tassium!](#)

## Hot Deals!



# NEW ZEALAND 100% PURE

The official tourism portal for New Zealand

You are here: [Home](#) > [Destinations](#)

## Destinations

New Zealand is situated in the South Pacific ocean, between the Tasman Sea and the South Pacific Ocean, roughly north-south with mountain ranges down much of the North Island and the South Island, with a third smaller island in between. It is a beautiful, uncrowded country. It has a diverse multi-cultural population.

### Main regions of New Zealand: > [Go to](#)



☒ Domestic flight times



☐ Drive times



### Overview of destinations

#### Scenic highlights

[Islands](#)

[Coastal Highlights](#)

[Parks and Reserves](#)

[Scenic Views](#)

[Natural Phenomena](#)

#### National parks

#### Lord of the Rings film locations

### North Island Regions

[Northland](#)

[Auckland](#)

[Coromandel](#)

[Waikato](#)

[Rotorua](#)

[Bay of Plenty](#)

[Taranaki](#)

[Lake Taupo](#)

[Hawkes bay](#)

[Manawatu](#)

[Wellington](#)

### South Island Regions

[Marlborough](#)

[West Coast](#)

[Christchurch](#)

[Waitaki](#)

[Dunedin - Otago](#)

[Lake Wanaka](#)

[Queenstown](#)

[Central Otago](#)

[Fiordland](#)

[Southland](#)

### National Parks:



If you want to discover the natural soul of New Zealand, there are no better places to go than the spectacular National Parks. The National Parks are the real gems of this country, preserving the natural heritage, the forests, the wildlife and the landscapes, close to – and in some cases, exactly – as it was before man was there.

#### North Island

[Egmont](#)

[Te Urewera](#)

[Tongariro](#)

[Whanganui](#)

#### South Island

[Abel Tasman](#)

[Arthur's Pass](#)

[Fiordland](#)

[Mount Cook / Aoraki](#)

[Nelson Lakes](#)

[Dunedin - Otago](#)

[Kahurangi](#)

[Mount Aspiring](#)

[Paparoa](#)



**Prototyping**

*What?*

*Why?*

*How?*

*Opportunities*

This Room Is Equipped With  
Edison Electric Light.

Do not attempt to light with  
match. Simply turn key  
on wall by the door.

The use of Electricity for lighting is in no way harmful  
to health, nor does it affect the soundness of sleep.



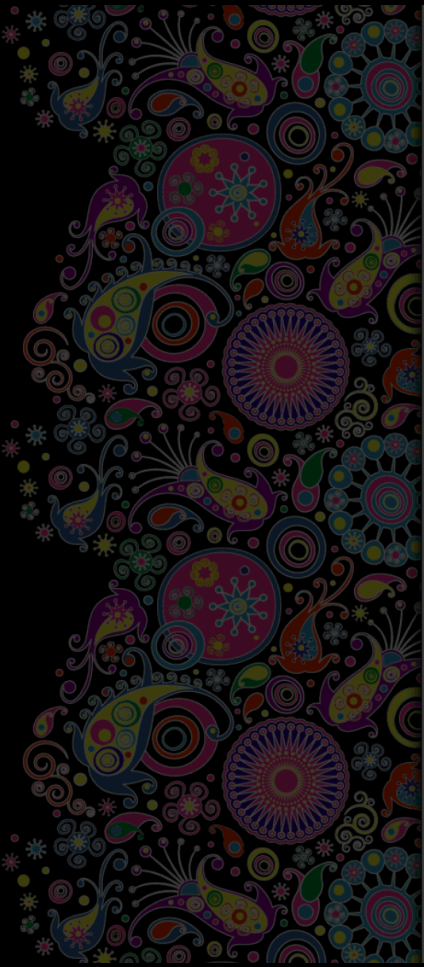
***Nervous about?***

***Unsure of?***

***Confused by?***



***How might you  
support future  
users to get  
online?***



**CAR LEASING**  
Want a cheap new lease car?  
Start HERE!



My cheapest leasing deals!

Click to close

**ABARTH CAR LEASING**

- 500
- 500 Convertible
- 595
- 595 Convertible
- Punto Evo

**ALFA ROMEO LEASE CARS**

- Giulietta
- Mito

**AUDI LEASING**

- A1
- A3
- A3 Saloon
- A4 Allroad
- A4 Avant
- A4 Saloon
- A5 Cabriolet
- A5 Coupe

Note: I live inside this website Monday to Friday 9am-6pm, to give you the very best service and make your experience a happy one! - I am Ling, accept no substitutes



UK CONTRACT HIRE CARS FROM LING VALENTINE

You can't tweet me! ... In 2014 I'll rent over £75 million of cars (at 1500+ cars)

**CAR LEASING - CONTRACT HIRE - LEASE CARS**

- Home
- Cars and Vans
- How It Works
- Price Lists
- About Ling
- Customers
- Fun Stuff
- Quote/Order

Business Customer Pricing Personal Customer Pricing The Best FAQs in the World!

NEW SEXY! 500000 full rep here

ukbudget2014: News NIBBLE VIDEO: ... #Disefio #M-Ojos ...

Search Cars Here

- Intro Film
- News
- Blog
- Contact
- Play Quiz
- Privacy Policy

Google Visitors

**"JUST CLICK!"**

You can't find ... Apply for a CAR QUOTE

Richard Farleigh ... amazed by Ling's complete lack of nervous acumen."

annatayne - "I ... e turrr'ed me

Deborah Meaden "Harrumph! I'm out!"

**UK WARNING: Customers reporting many other internet prices are hiding true lease costs! BEWARE DODGY COMPANIES SELLING HIGH INITIAL RENTAL "6+" LEASES**

VIZ Ling is OFFICIAL VIZ ethnic business ambassador!

PLAYSTATION CRASH BANDICOTT

CHEAP INSURANCE

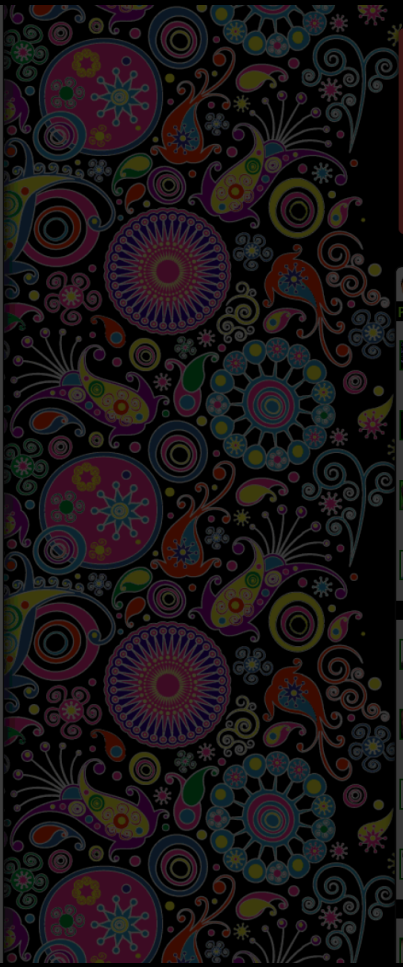
Google Spider Food

View LIVE visitors: 11 online

Hi! I am Ling from Dragons' Den. I lease cheap new cars!

UPDATE... The latest car I've added is a Skoda ... Estate Sdr 1968cc Diesel At £273.59 inc VAT

Best car deal



Close (X)

THE BEST FAQ: IN THE WORLD!

Props/Quotes

- Offline Wai
- Offline Randall
- Offline Yajun
- Offline Ling V

Admin

- Offline Guy
- Offline Holl
- Offline Jon
- Offline Adrian

AfterSales

- Offline Ling V

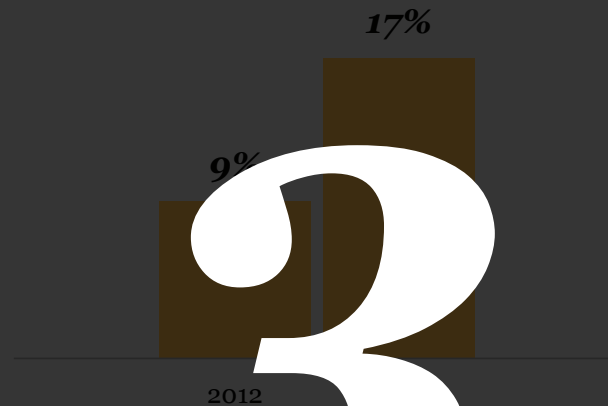
*Usability*

*Accessibility*

*User experience*



***How might you  
support best  
practice?***



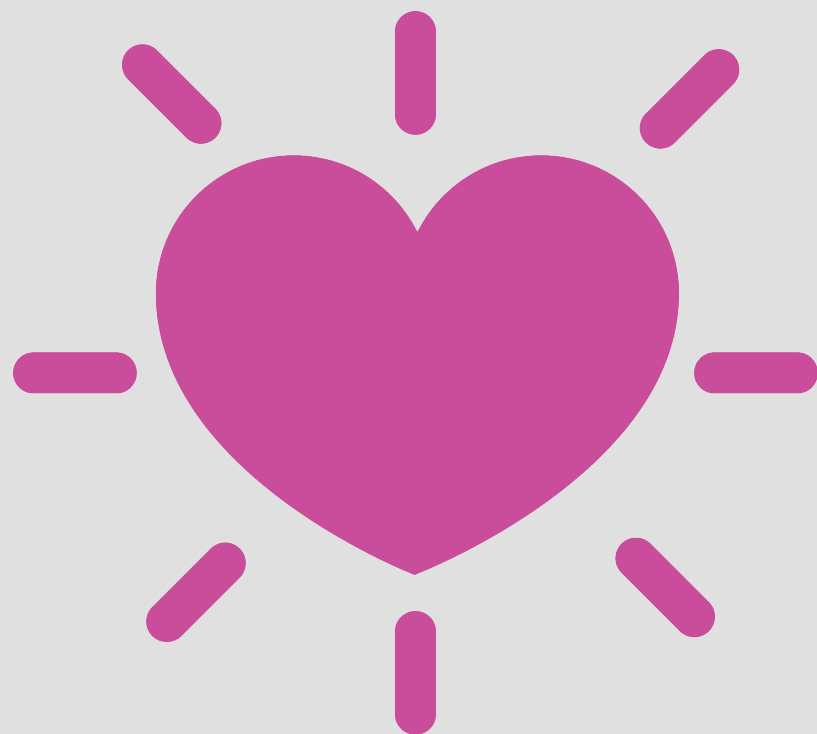
In 2013, 17% of New Zealanders made a purchase from a mobile device in the last seven days, ***almost double*** the 9% who did so in 2012

Google's Mobile Earth



***How might you  
optimise the  
mobile  
experience?***

*In summary*



***No matter how well you  
know your customers, you  
cannot speak for them***

***What 1 thing will  
you do to involve  
your users?***



# *Thanks!*

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@designspoke

