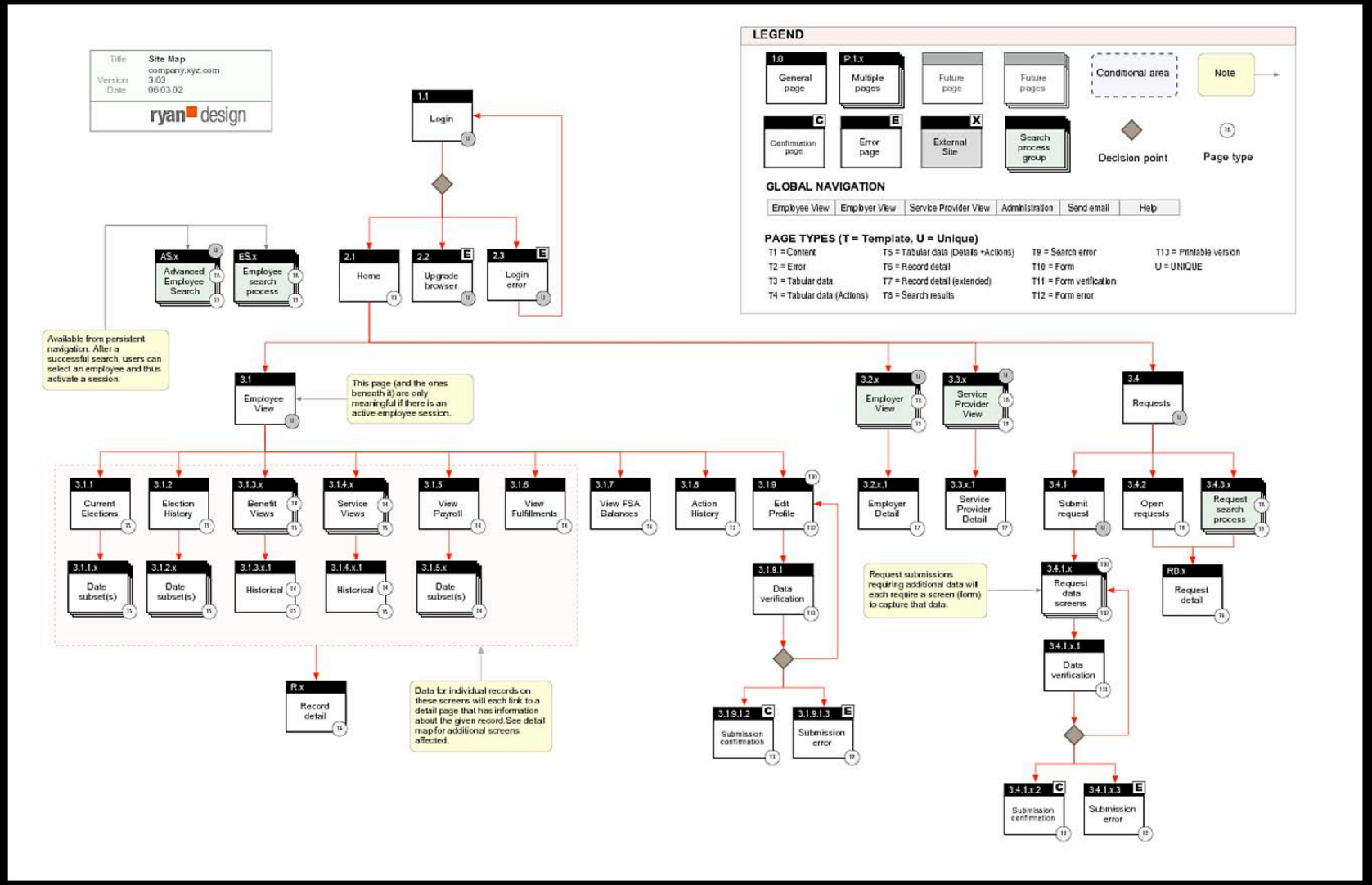
The Need For

Emotional Intelligence in UX

Darren Hood, MSUXD
March 2018

About Me

UX



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information architecture

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wireframing

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prototyping

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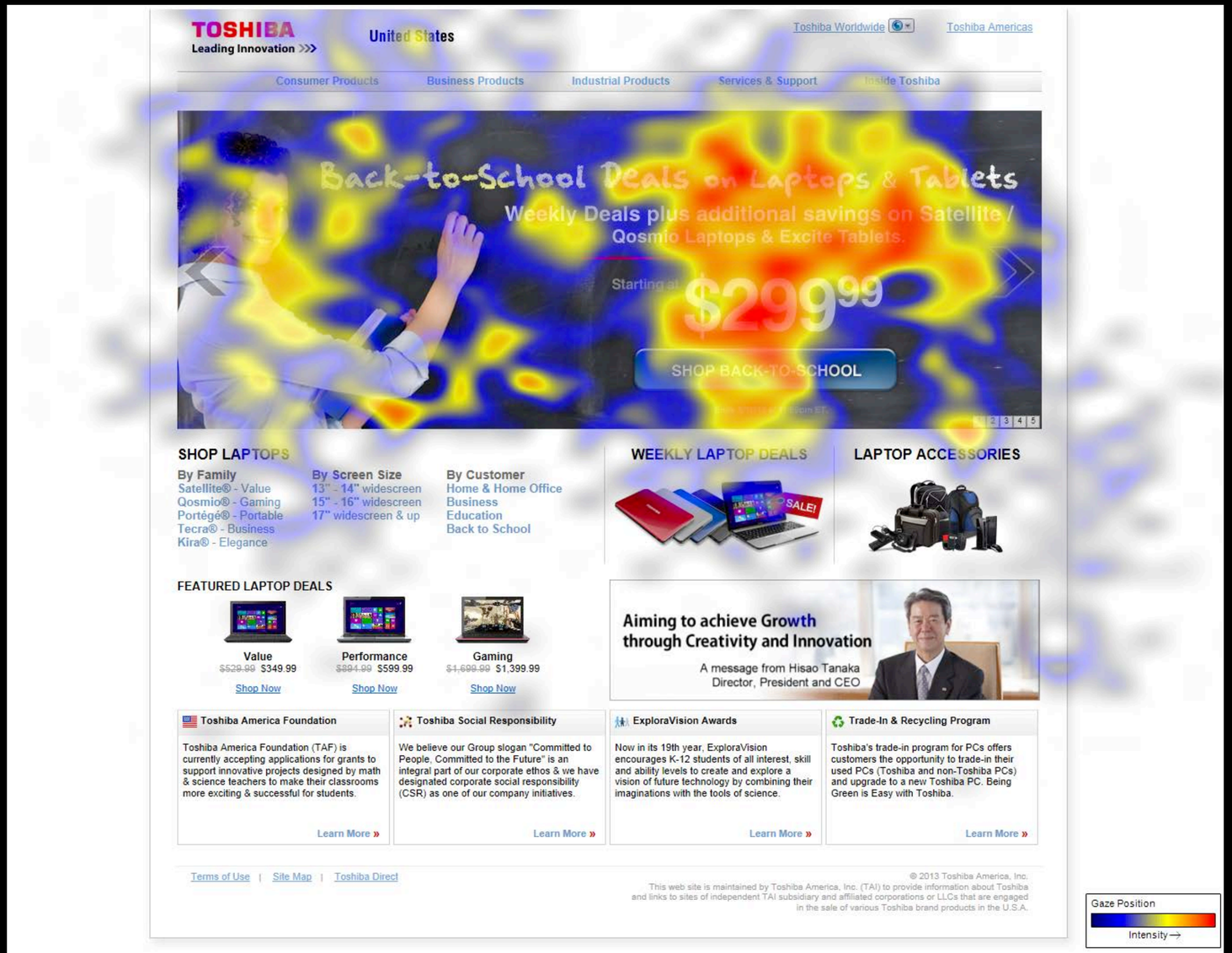
personas



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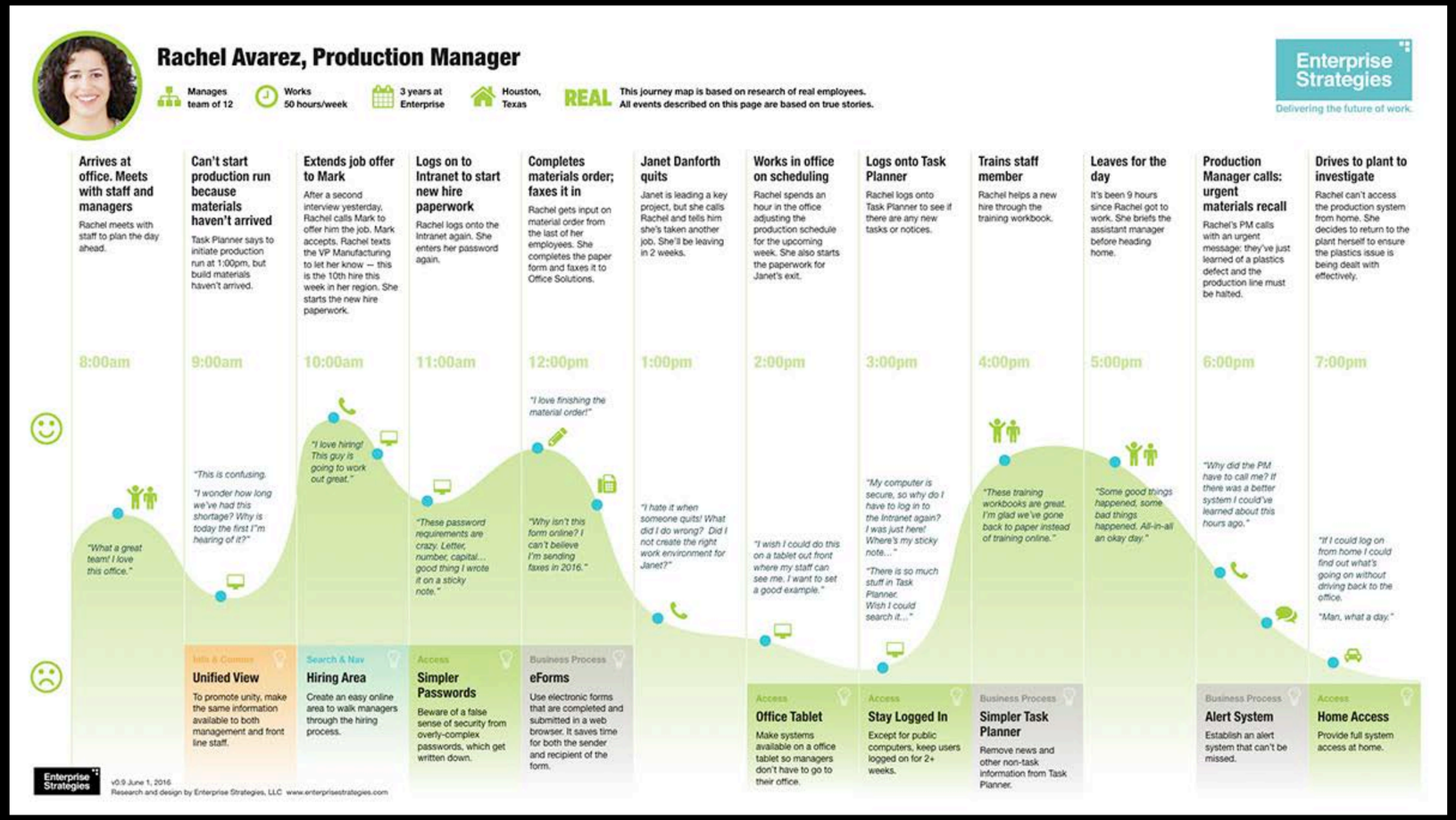
heatmaps & eyetracking



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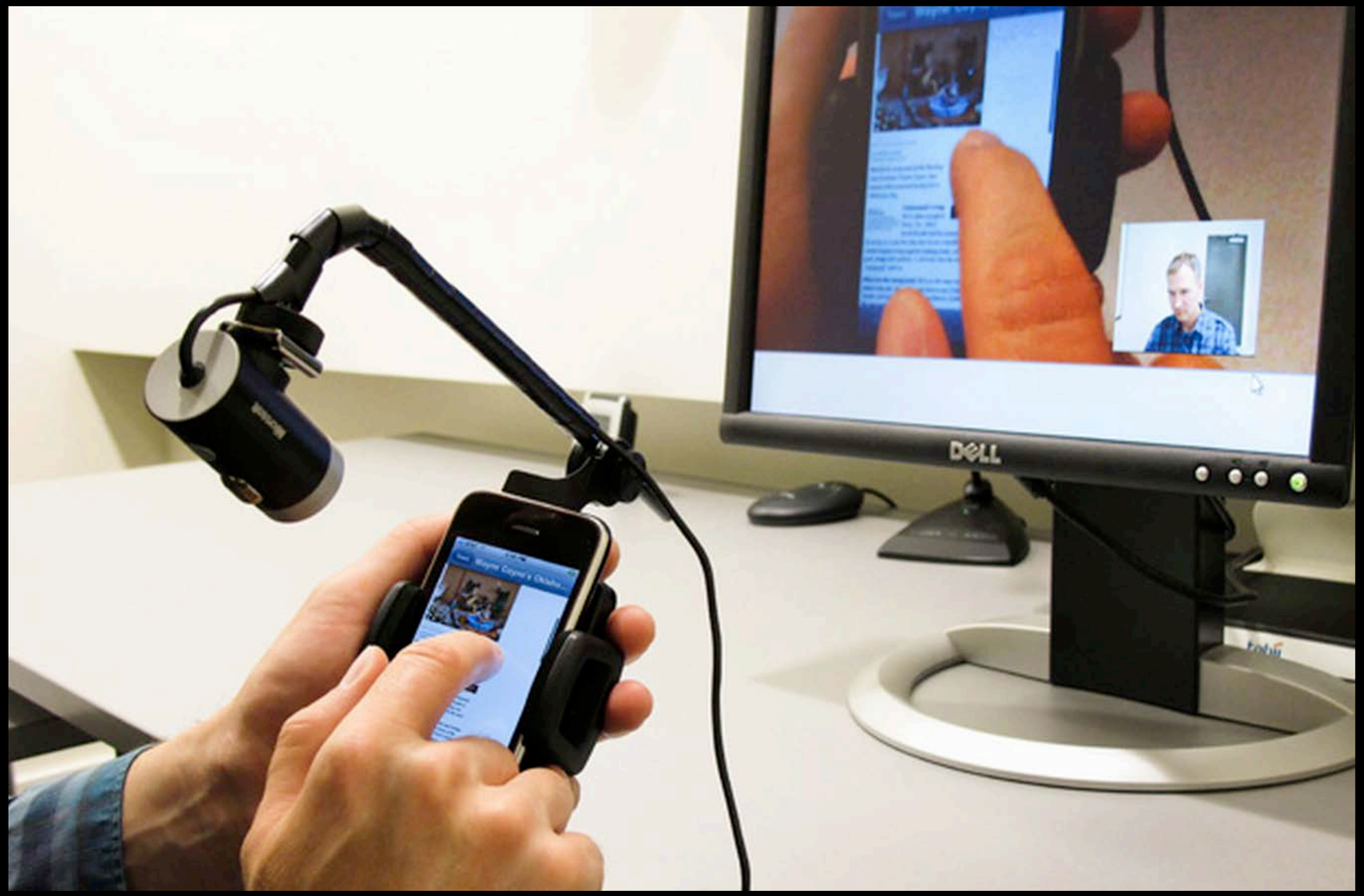
journey maps



usability testing

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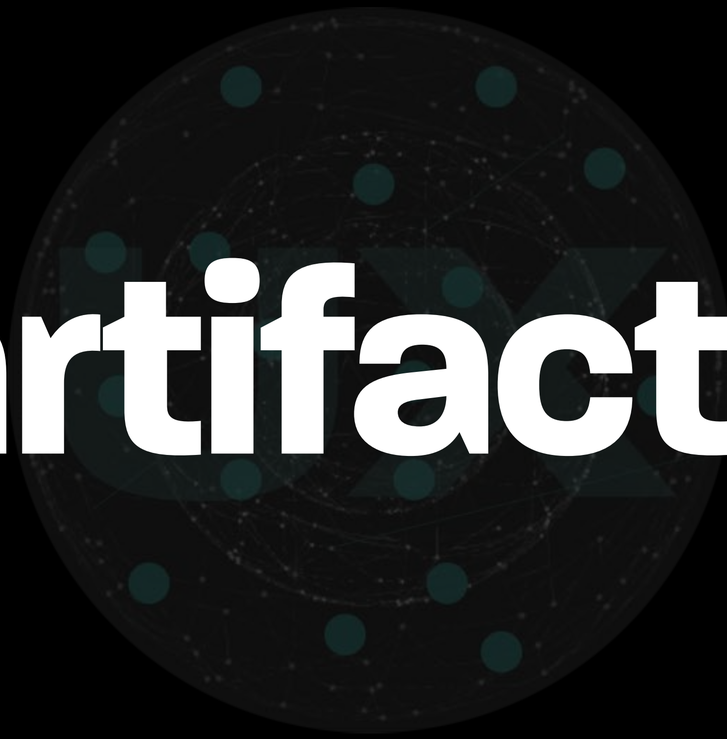
HTTP://I0.WP.COM/AJSMART.COM/WP-CONTENT/UPLOADS/2017/03/SPRINTSTORIES-UN.PNG

design sprints

deliverables


artifacts

methodologies

Faceted Search
Suggestive Search
Nomenclature
Information Foraging
Wayfinding
Taxonomies
Information Management
Site Maps
Pattern Libraries
Wireframes
Task Flows

Information Architecture

Persuasive Design
Findability
Scenarios
Fitts' Law
Personas
Navigation
Copywriting
Semiotics
Information Visualization
Metadata
Information Scents

Design Thinking
Storyboarding
Journey Mapping
UX Strategy
Typography
Interactive Voice Response (IVR)
Content Strategy
Cognitive Load

E-Commerce
Iconography
Aesthetics
Gestalt Theory
Contrast
Spatial Memory
Prototyping
Mockups
Style Guides

Interface & Interaction Design

Visual Design
Color Psychology
Responsive Design
Mobile Design
Adaptive Design
Human-Computer Interaction
Tactile Interaction
Visual Communication

Brand Experience (BX)
Customer Experience (CX)
Interactive TV
Lean UX
Vendor Management
Email Marketing
Agile Methodologies
Risk Mitigation
Iterative Design
Emotional Design Impact
Innovation
Statistics

Analytics
Online Advertising
Instructional Design
Emotional Intelligence
Blended Learning
Ergonomics
Client Management
Internet of Things
Pictorial Realism
Cognitive Psychology
Mental Models
Design Sprints

Autonomy
Error Recovery
Accessibility
Scannability
Readability
Common Convention
Consistency
Cognition
System/Real World Match
Intuition
Efficiency

Heuristics/Usability

Recognition
Clarity
Minimalism
Learnability
Simplicity
Delight
Ease of Use
Transparency
Affordances

Sound Design
Augmented Reality
Virtual Reality
Empathy
Key Performance Indicators
Gamification
Content Inventory
Annoyances

Eyetracking
Affinity Diagramming
Guerilla Research
Focus Group Moderation
Survey Design
Ethnography
Qualitative Research
Qualitative Research
Diary Studies
Needs Analysis
Task Analysis
Interviewing

Research

First Click Testing
Heat Maps
Data Synthesis
Data Analysis
Competitive Analysis
Remote Testing
Contextual Inquiry
Field Studies
Intercept Surveys
Multivariate testing
Mixed Method Research
Card Sorting

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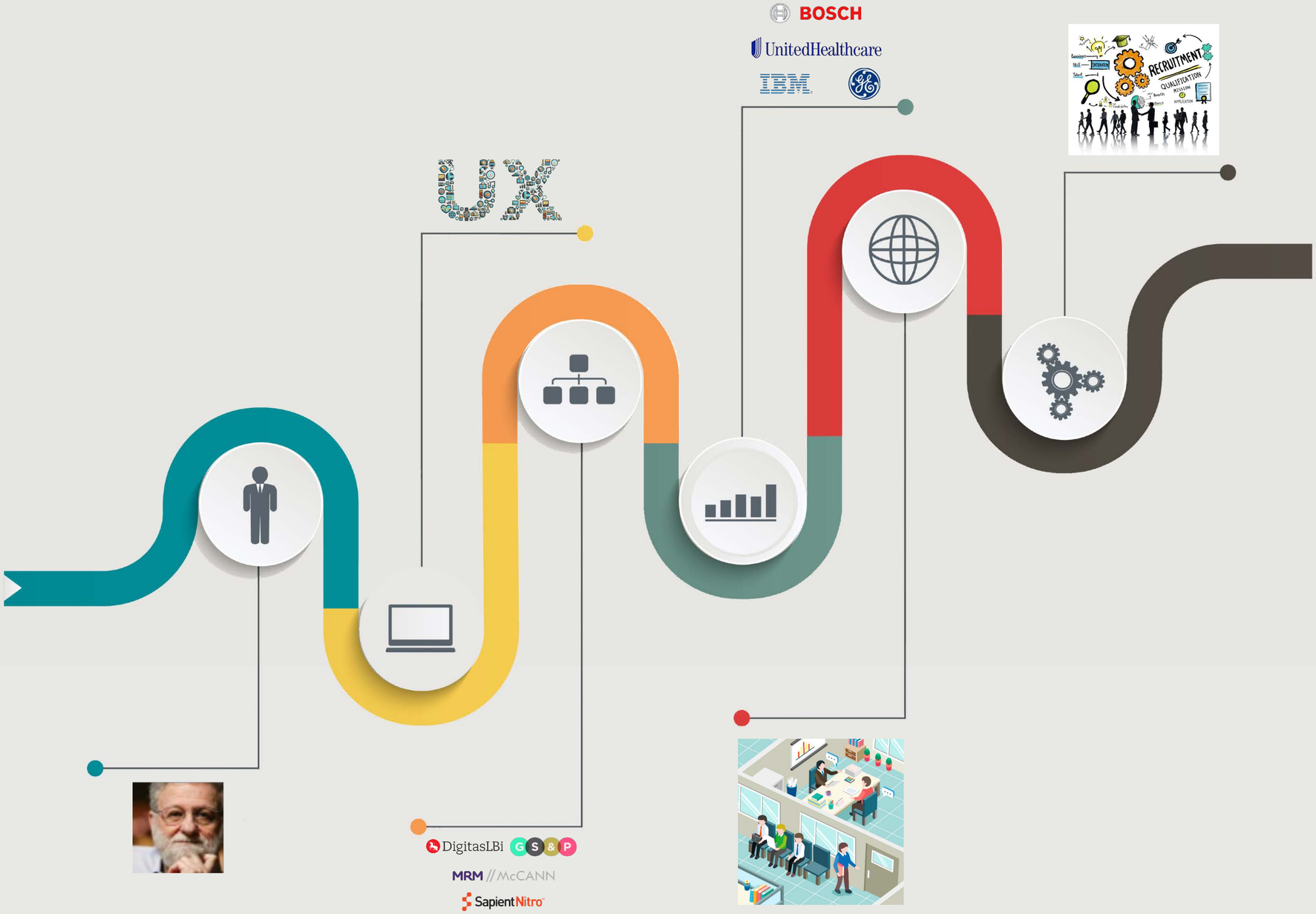
soft skills

emotional intelligence

VALUE PROPOSITION

?


BOSCH
UnitedHealthcare
IBM
UX
RECRUITMENT
QUALIFICATION
DigitasLBi
G S & P
MRM // McCANN
SapientNitro

Author of the New York Times and Wall Street Journal Bestseller
Emotional Intelligence
DANIEL GOLEMAN
"A thoughtfully written, persuasive account explaining emotional intelligence and why it can be crucial to your career." —USA Today
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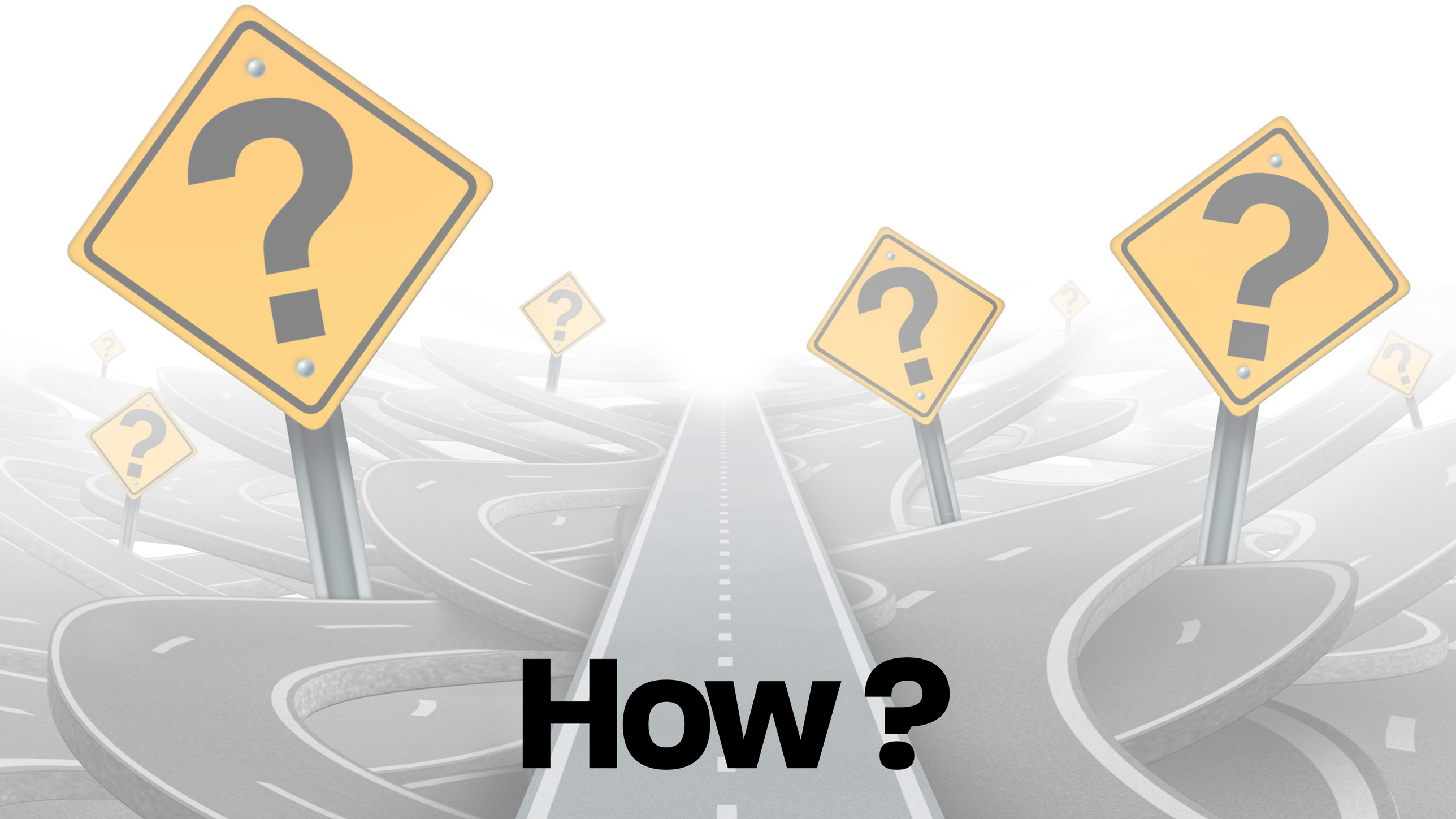
ADELE B. LYNN

Emotional Intelligence

An Overview

- **Self-awareness and self-control**
  The ability to fully understand oneself and to use that information to manage emotions productively.
- **Empathy**
  The ability to understand the perspectives of others.
- **Social expertness**
  The ability to build genuine relationships and bonds and to express caring, concern, and conflict in healthy ways.
- **Personal influence**
  The ability to positively lead and inspire others, as well as one’s self.
- **Mastery of purpose and vision at work**
  The ability to bring authenticity to one's life and live out one's intentions and values.

~ Adele B. Lynn


How ?

scenario 1

scenario 1

of persuasion and evangelism

- Sam’s company has been losing competitive advantage due to not having a suitable mobile experience for its clients.
- To expedite the process, the company acquires a start-up that already has a solution that just needs to be improved in order to be ready for prime time with its user base.
- Stakeholders are in a hurry to “get something out there” and aren’t concerned about ease of use. They approach Sam and the UX team with a request to “just make it pretty.”

scenario 1

of persuasion and evangelism

- In addition to recognizing the need to assist with the initiative, Sam also realizes this is a great opportunity to evangelize and educate stakeholders about UX — without adding bloat to the timeline and making sure to provide value.
- Sam and the UX team collaborate to evaluate the current application's usability.
- Results from a heuristic evaluation and application of the company's style guide to the newly-acquired resource are presented.
- The presentation begins with insights about the strategy applied to the effort.
- The presentation also includes brief, capsulized explanations of the reasons behind the design recommendations.

scenario 2

scenario 2

overcoming order taker syndrome

- Kelly provides user experience support for a major project where there's an awareness among stakeholders of the need to redesign the organization's site. There are three members on the UX team.

- Three of the five stakeholders have not been communicating with the team and have been holding separate meetings with the express purpose of redesigning the site's look and feel in hopes of gaining favor with executives.

- Kelly has attempted to meet with stakeholders several times in an attempt to understand requirements for the initiative, but they have been in avoidance mode.

- The "covert" designs are presented during a formal team meeting. From a UX perspective, there's heavy cognitive load, extremely confusing information architecture, problematic contrast, and several dead ends.

- The design is given to Kelly with orders to create wireframes and hand off to the development team.

scenario 2

overcoming order taker syndrome

- While Kelly's attempts to gain a greater understanding of the initiative have met resistance, Kelly has deferred to the need for collaboration.
- Kelly understands that the absence of requirements can be averted by translating the designs submitted by the "rogue" stakeholders (i.e., an attempt to confirm requirements can be gleaned from what was presented).
- Kelly declines to provide input during the session and requests a few days to assess the direction and submit formal feedback and recommendations where appropriate.
- Upon receipt of the presentation, to expedite the response time, Kelly partners with a UX team member to perform a task analysis on the current site, cross-reference with the proposed new design, and conduct a heuristic analysis in conjunction with the proposed direction.
- The UX team also seeks to confirm requirements derived from the "covert" efforts are confirmed
- Kelly conducts a meeting with all stakeholders, where efforts from the stakeholders are acknowledged. Findings and recommendations are presented.

Assessment

Personal intelligence is reflected by understanding self and knowing who you are. Such people evaluate others more accurately and therefore make more allowances for others' foibles; they are better at acknowledging their own limitations, too. Those who are talented at this reasoning power make better guesses about how people are likely to behave. And they have a generally good idea about how their acquaintances, colleagues, and friends perceive them—they know their own reputation.

— Psychology Today

Access the MindTools EQ assessment

Discussion Time

Overlooked Emotional Intelligence Traits

Overlooked Emotional Intelligence Traits

curiosity

an innate tendency to delve into what one does not know

Overlooked Emotional Intelligence Traits

idealism

the willingness to engage in speculation to help establish new boundaries

Overlooked Emotional Intelligence Traits

pragmatism

the focus on being practical and maintaining a commitment to what actually works

Overlooked Emotional Intelligence Traits

adaptability

morphing in accordance with conditions, circumstances, and requirements fostering optimal attitude and performance

Overlooked Emotional Intelligence Traits

resilience

the ability to rebound quickly from disappointments, distractions, or uncomfortable factors, being committed to progress

Overlooked Emotional Intelligence Traits

friendliness

having a strong sense of cordiality and the ability to engage successfully with others comfortably and without duress

Overlooked Emotional Intelligence Traits

neutrality

having a maturity level void of bias and/or the ability to suppress bias, preconceived notions, and preferences

Overlooked Emotional Intelligence Traits

perception

a strong sense of awareness, sensitivity, and comprehension of the states and factors associated with people or things

Overlooked Emotional Intelligence Traits

arbitration

the ability to accurately identify priorities and negotiate viably mutual agreements for users and businesses

EQ Red Flags

EQ Red Flags

hypercritical	fear	detrimental ambition
denial	deflection	stubbornness
trolling	inferiority	incivility

closing
snippets

UX is about.... people.

Major benefits of emotional intelligence

Fosters ongoing improvement of our personal UX maturity level.

Helps us to manage and navigate UX spaces successfully.

Equips us to bring optimal value, beyond the world of deliverables.

Helps establish a difference between yourself and UX poseurs and retrofits.

Helps reduce the chances the discipline will be trivialized.

Emotional Intelligence Factoids

Emotional intelligence (EQ) allows us to better connect with the people around us in nurturing and productive ways.

~ Kevin Moore

Emotional Intelligence Factoids

It takes emotional intelligence and on-the-job experience to recognize ***them*** (problem interviewees during user research) and respond appropriately.

~ Mia Northrop

Emotional Intelligence Factoids

People with higher EQs make an average of $29,000 more than those with lower EQs.

~ Travis Bradberry

Emotional Intelligence Factoids

Improving emotional intelligence can be done at any stage of life.... regardless of intellect.

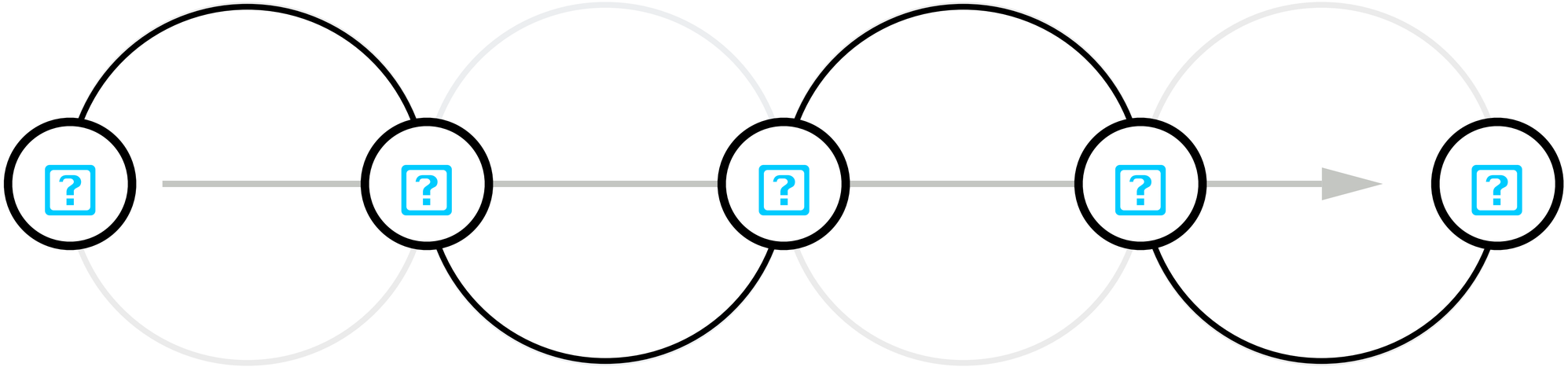
~ Kevin Moore

Emotional Intelligence Factoids

In the world of UX, there's nothing more damaging than person who knows the methods.... but lacks emotional intelligence.

~ Darren Hood

Achieving Emotional Intelligence (Areas of Interest)



Know & Control Yourself

Understand & Support Others

Build Genuine Relationships

Lead & Inspire Others

Master Your Path

References

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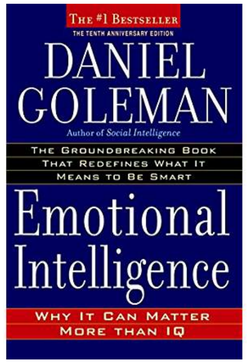
Books


The #1 Bestseller
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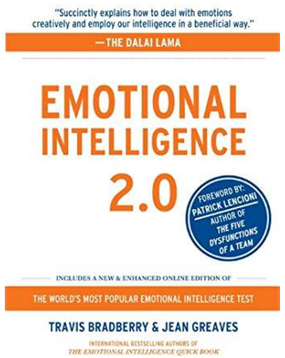
Author of Social Intelligence
The Groundbreaking Book That Redefines What It Means to Be Smart
Emotional Intelligence
Why It Can Matter More than IQ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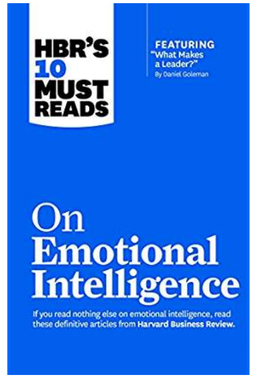
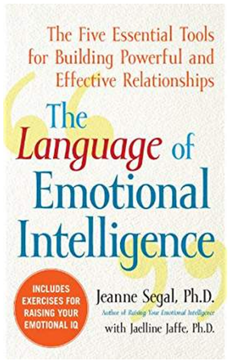
International bestselling authors of The Emotional Intelligence Quick Book


HBR's 10 Must Reads
Featuring "What Makes a Leader?" By Daniel Goleman
On Emotional Intelligence
If you read nothing else on emotional intelligence, read these definitive articles from Harvard Business Review.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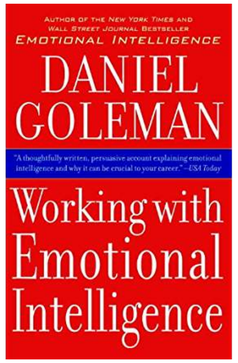
Author of the New York Times and Wall Street Journal bestseller
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Daniel Goleman
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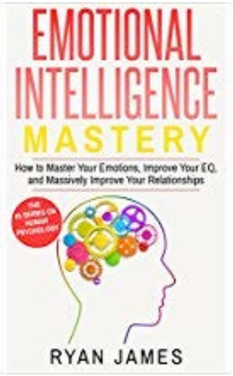
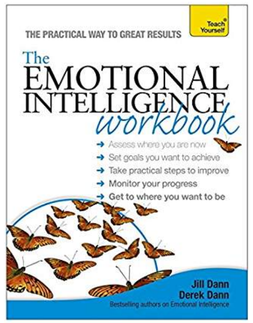
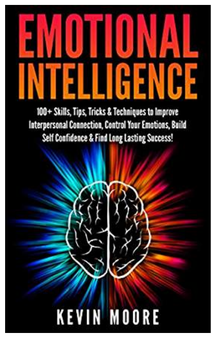

Emotional Intelligence Mastery
How to Master Your Emotions, Improve Your EQ, and Massively Improve Your Relationships
Ryan James


The Practical Way to Great Results
Teach Yourself
The Emotional Intelligence workbook
Assess where you are now
Set goals you want to achieve
Take practical steps to improve
Monitor your progress
Get to where you want to be
Jill Dann
Derek Dann
Bestselling authors on Emotional Intelligence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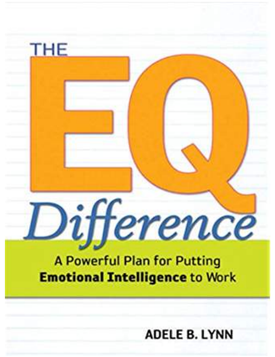
Kevin Moore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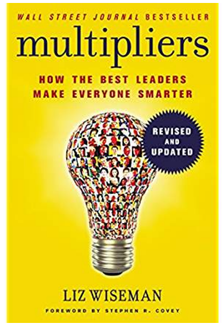
Wall Street Journal bestseller
multipliers
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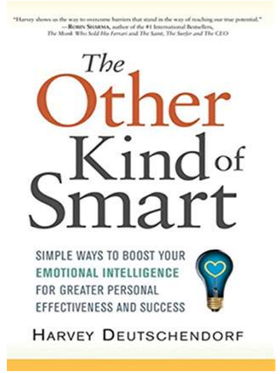
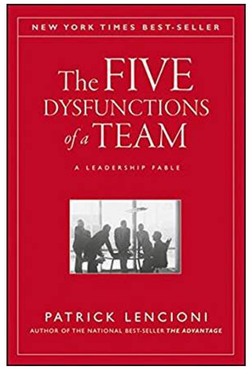
Revised and Updated
Liz Wiseman
Foreword by Stephen R. Covey


The Other Kind of Smart
Simple Ways to Boost Your Emotional Intelligence for Greater Personal Effectiveness and Success
Harvey Deutschendorf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