

User Testing

**THIS**  
The Human Insight Summit

# Human-centered commerce

**Karsten Baker**

Senior Director, Dell Digital Design

**David B. Schlosser**

Senior Manager, UX Strategy 2024



# Overview

Human-centered design isn't about design

---

Learn. Build. Measure.

---

Dell's journey to digital-first, design-led business

---

Transition away from marcom-driven approach

---

Purposeful, responsive, accessible motion design

---

3D/AR content

---

DellUXe longitudinal quality assessment

---

Q & A



# A conversation with Dell Technologies



**Karsten Baker**

Senior Director, Dell Digital Design



**David B. Schlosser**

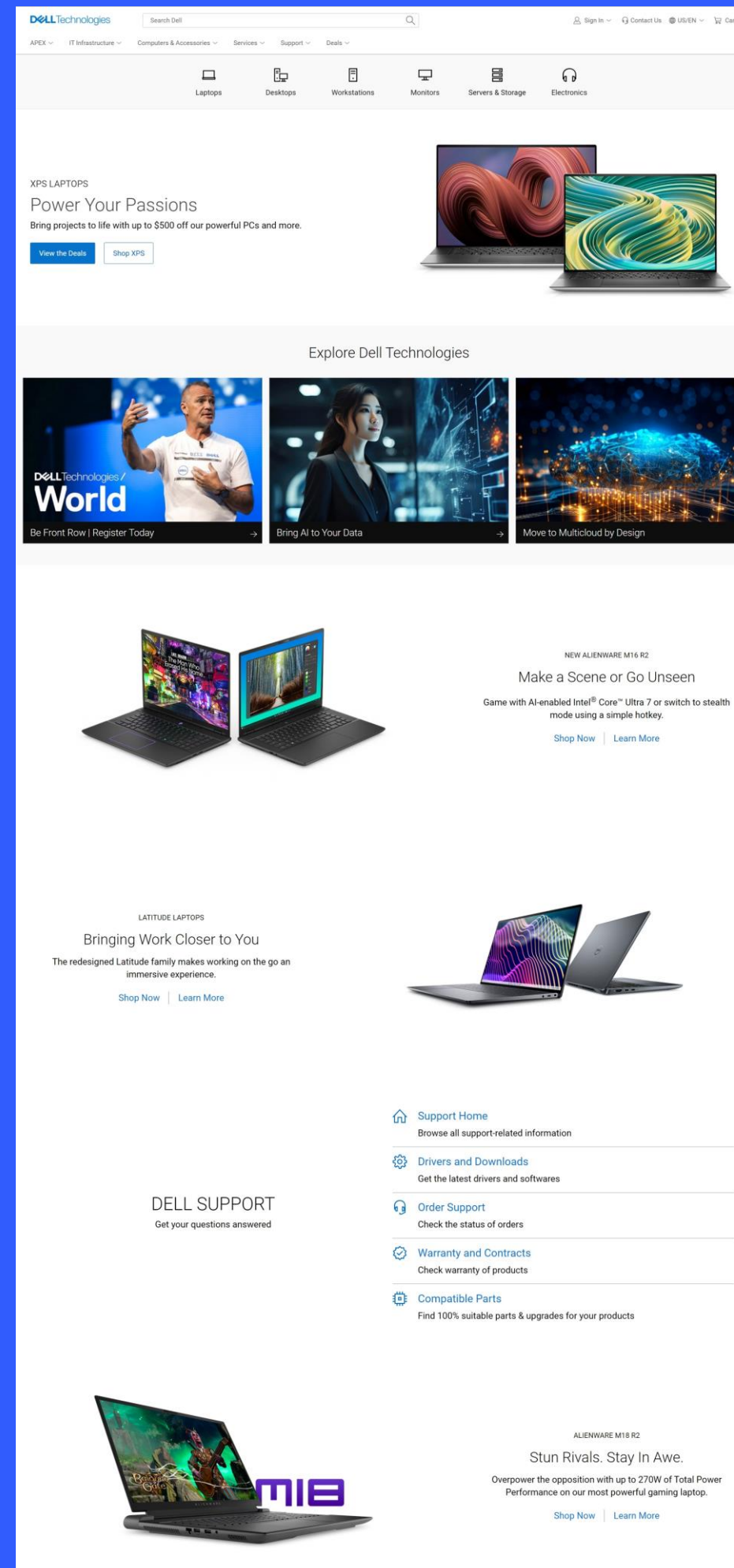
Senior Manager, UX Strategy



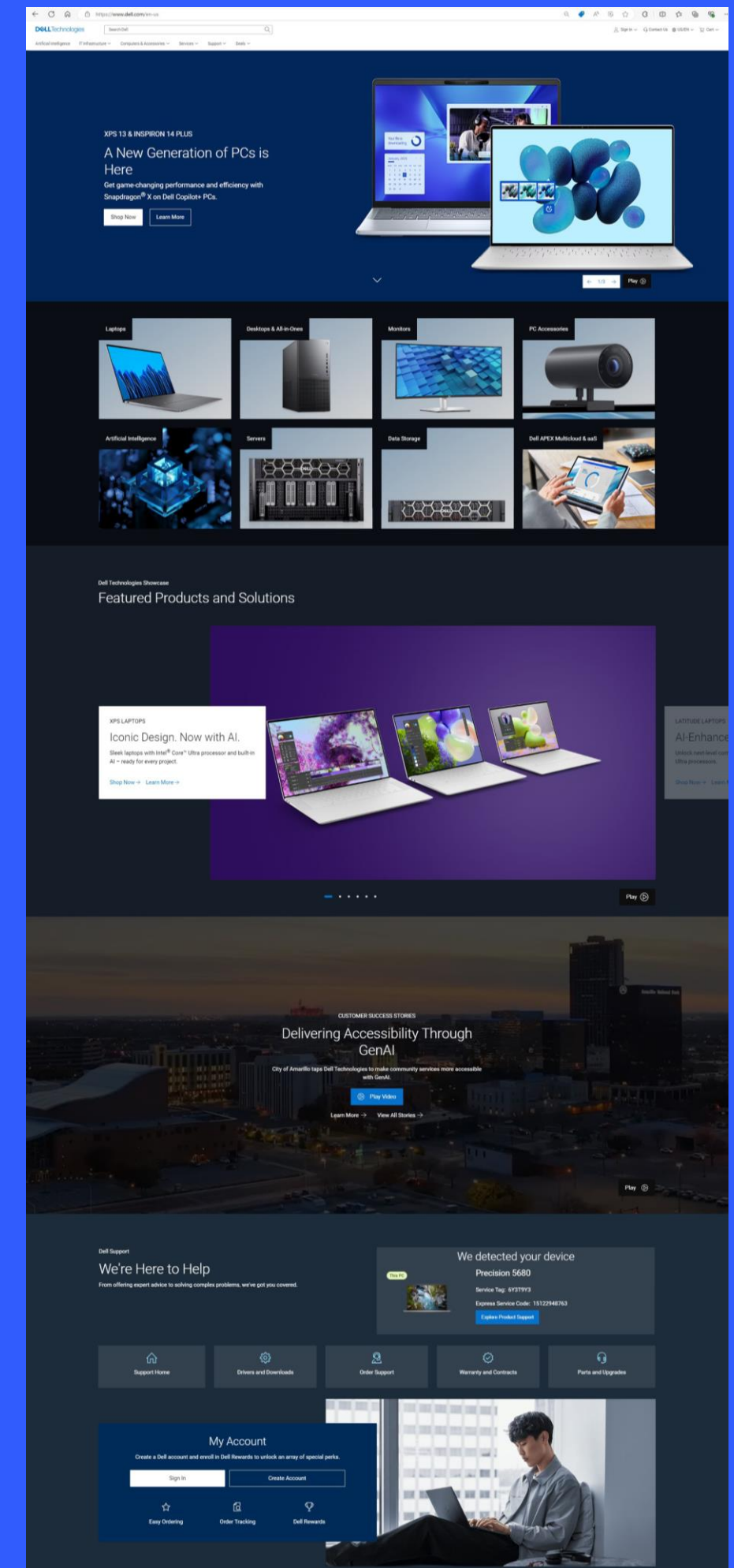
# Human-centered design isn't about design

It's about humans, and how we design solutions to their real-world problems.

Old Dell.com Homepage

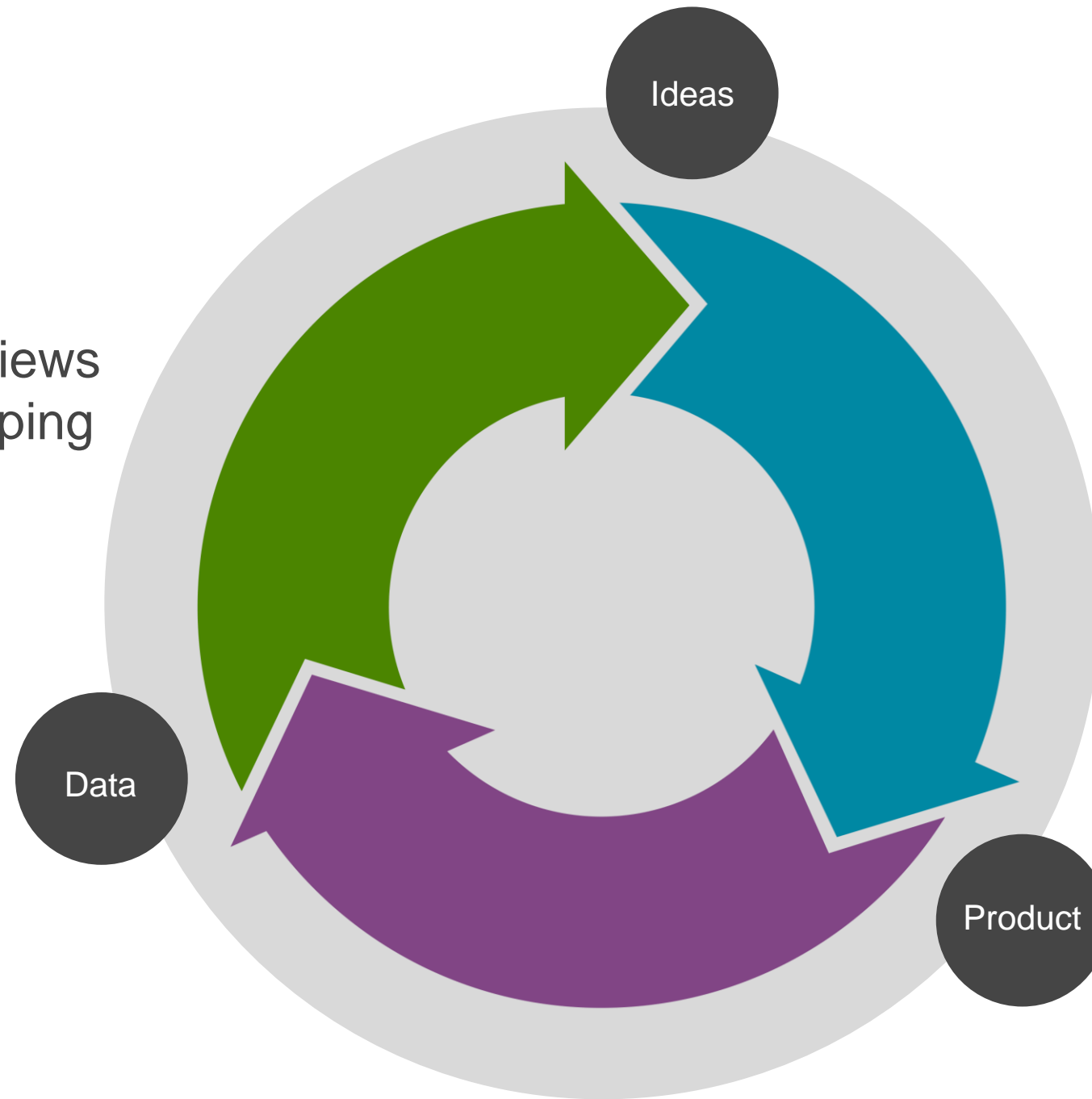


New Dell.com Homepage



# Learn

Stakeholder interviews  
Value stream mapping  
User interviews  
Journey mapping  
DellUXe



# Build

Insight synthesis  
Process flows  
Wireframes  
Prototypes

# Measure

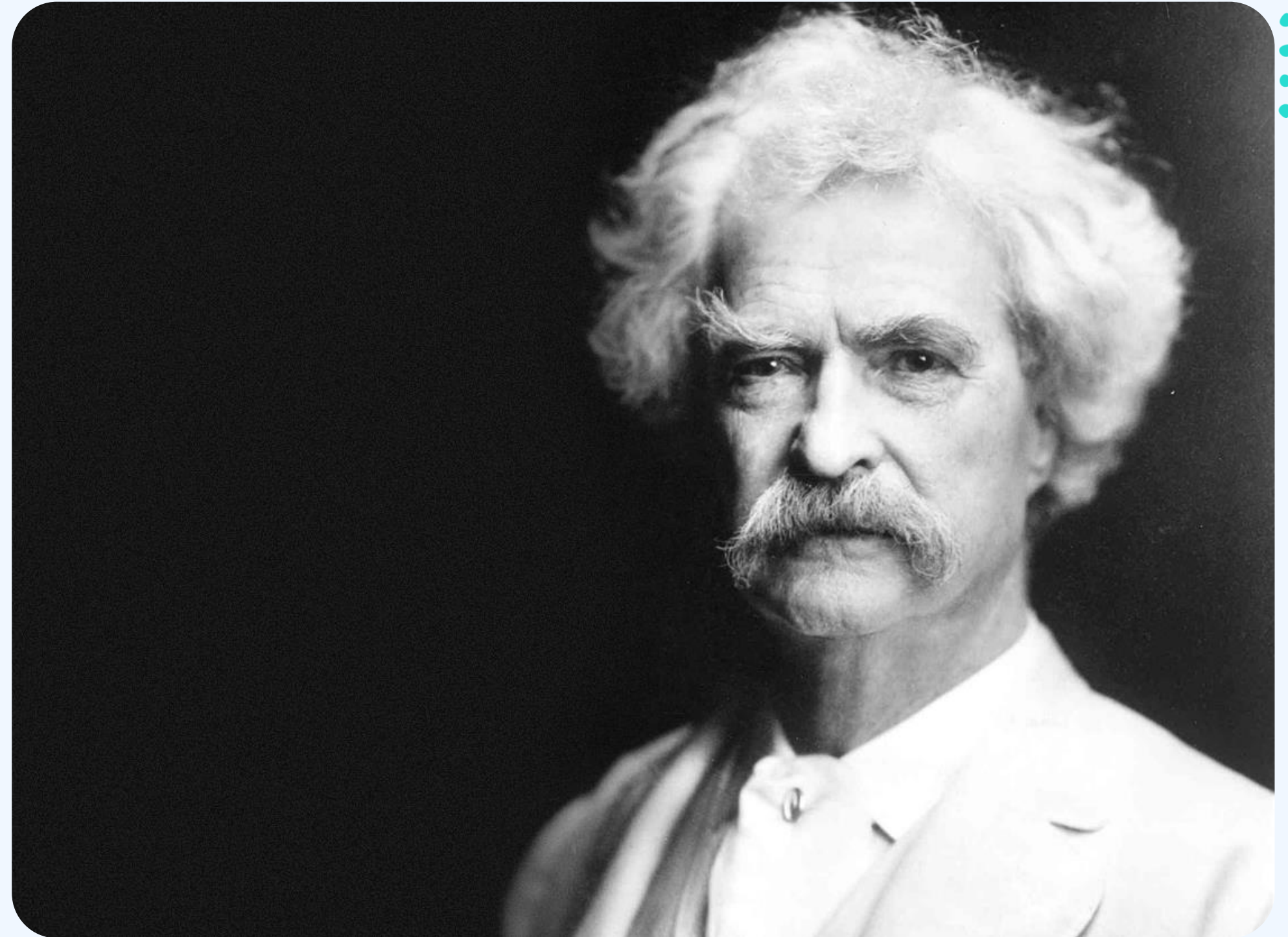
User testing  
A/B testing  
CSAT  
DellUXe



“

I didn't have time  
to write you a short  
letter, so I wrote you  
a long one.”

Mark Twain





**Clear**

Jargon-free offers context

**Concise**

Economical, frontloaded

**Useful**

Directs next actions



# Bringing Dell along on the journey to a digital-first, design-led business

From user feedback, we are considering whether we can improve the user experience by taking away some of the choices we ask users to make.

## Old Experience

**Latitude 3540 Laptop**  
 \$2,507.99  
 Arrives by Friday, Dec 16

Choose your base configuration

- Processor: 13th Gen Intel® Core™ i5-1320U (12 MB cache, 10 cores, 12 threads, up to 4.40 GHz Turbo) Selected + \$100.00
- Operating System: Windows 11 Pro, English, Brazilian Portuguese, French, Spanish Selected
- Video Card: Intel® Iris® Xe Graphics Selected
- Memory: 8 GB, 1 x 8 GB, DDR4, 3200 MT/s Selected + \$49.00
- Storage: 256 GB, M.2 2230, PCIe NVMe, SSD, Class 35 Selected + \$89.00
- Display: 15.6", FHD 1920x1080, 60Hz, WVA/IPS, Non-Touch, Anti-Glare, 250 nit, NTSC 45%, FHD Camera, WLAN Selected + \$99.00
- Camera: FHD/IR Camera, Temporal Noise Reduction, Camera Shutter, Mic Selected + \$40.00
- Systems Management: Intel vPro Management Disabled Selected
- Primary Battery: 3 Cell, 42 Wh, ExpressCharge™, ExpressCharge™ Boost capable Selected + \$60.00
- Power Supply: 65W AC rugged adapter, 4.5mm barrel, E4 Selected + \$30.00

## New Experience

**Latitude 7440 Laptop**  
 \$1,299.99  
 Arrives by Jun 10

Select a model

- Core
- Ultralight
- 2-in-1

Select a prebuilt configuration

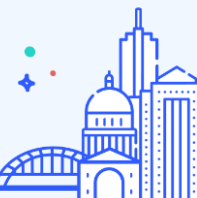
- \$1,299.99 (Save \$230.00): 13th Gen Intel® Core™ i5-1355U, Windows 11 Home, Intel Iris® Xe Graphics, 16 GB RAM, 256 GB SSD, 14.0" FHD+, Non-touch Display. Arrives by Jun 14 for 78661.
- \$1,799.99: 13th Gen Intel® Core™ i7-1355U vPro®, Windows 11 Pro, Intel Iris® Xe Graphics, 32 GB RAM, 512 GB SSD, 14.0" FHD+, Non-touch Display. Arrives by Jun 14 for 78661.
- \$2,019.99: 13th Gen Intel® Core™ i7-1365U vPro®, Windows 11 Pro, Intel Iris® Xe Graphics, 64 GB RAM, 512 GB SSD, 14.0" FHD+, Non-touch Display. Arrives by Jun 14 for 78661.

Custom Order  
 Starting at \$1,299.99  
 Choose from all available specs to build a custom computer.

Features & Design

Operating system  
 Available with Windows 11.

*\*Features shown in video may not be available on all products. Please refer to product details page for specific product features.  
 \*Image is for illustrative purposes. Actual touchpad has four haptic sensors.*





# Transition away from marcom-driven approach

We approach our users from the perspective of understanding what they need and matching our solutions to their problems.

## Original Experience

## Alternatives Tested

LOB	Original Category Page headers	Alternative A	Alternative B	Alternative C	Alternative D	Alternative E
XPS	Unleash your creativity	Crafted for unlimited creativity	Premium features for unlimited creativity	Unlimited creativity. Premium craftsmanship.	For creators & creativity	Superior PCs for unlimited creativity
Inspiron	Connect to your world	Designed for everyday computing	Essential computing for everyday digital connectivity	Everyday computing for everyone	For everyday access	Great PCs for everyday computing
Latitude	Most intelligent & secure business PCs	Designed for enterprise collaboration and productivity	Intelligent performance for anywhere, anytime business	Intelligent business PCs	For business performance & collaboration	Great PCs for enterprise collaboration and productivity
Vostro	Built for small business	Designed for growing small businesses	Essential computing for small business	Built to grow your small business	For small business productivity	Great PCs for growing small businesses
Alienware	Become a legend	Engineered for immersive gaming	Legendary performance for epic gaming	Legendary gaming experiences	For immersive gaming experiences	Superior PCs for immersive gaming
G Series	Elevate your game	Designed for essential gaming	Essential computing for elevated gaming	All the essentials for gaming	For essential gaming performance	Great PCs for essential gaming
Precision	Best performance and reliability	Engineered for reliable, professional performance	Superior performance and reliability for professional applications	Powerful, reliable professional computers	For professional applications	Outstanding PCs for reliable, professional performance
Rugged	Ultimate field productivity	Forged for extreme environments	Rough and ready productivity for tough environments	Portable PCs for extreme environments	For field productivity	Specialized devices for extreme environments
Education Chromebook	Learning without limits	Built to last for students	Durable web-connected PCs for students	Durable design for students' demanding use	For engaged learning	Good PCs for students
Latitude Chromebook	Power your cloud workforce	Built for the secure, cloud-native workplace	Secure internet-connected PCs for the front-line workforce	Internet-connected PCs for workforce productivity	For cloud native workplaces	Good PCs for the secure, cloud-native workplace



# Transition away from marcom-driven approach

LOB	Original Category Page headers	Alternative A	Alternative B	Alternative C	Alternative D	Alternative E
XPS	Unleash your creativity	Crafted for unlimited creativity	Premium features for unlimited creativity	Unlimited creativity. Premium craftsmanship.	For creators & creativity	Superior PCs for unlimited creativity
Inspiron	Connect to your world	Designed for everyday computing	Essential computing for everyday digital connectivity	Everyday computing for everyone	For everyday access	Great PCs for everyday computing



# Marcom headlines usability research

The screenshot shows the Dell website's 'Laptop Computers & 2-in-1 PCs' page. A red rounded rectangle highlights the browser's address bar and navigation icons. A blue arrow points from the top-left decorative graphic to the search bar. A blue arrow points from the top-right decorative graphic to the 'Call or Chat' button. A blue arrow points from the top-left decorative graphic to the 'Filter Results' section. A blue arrow points from the top-right decorative graphic to the 'XPS Laptops & 2-in-1s' section. A blue arrow points from the top-left decorative graphic to the 'UserTesting Browser Recorder' notification. A blue arrow points from the top-right decorative graphic to the 'UserTesting Browser Recorder' notification. A blue arrow points from the top-left decorative graphic to the 'UserTesting Browser Recorder' notification. A blue arrow points from the top-right decorative graphic to the 'UserTesting Browser Recorder' notification.

ut-assets.com/3c0da7fe-7bb1-471d-9cd3-9642d884e045/index.html

Search Dell.com

Cart Sign In

21:15

Up to 40% off selected laptops. Ends Thursday, October 14, 2021. Conditions apply. Windows 11 systems available now. Shop Deals | Click to Chat or Call 0800-941-121

New Zealand > Products > Laptop Computers & 2-in-1 PCs

Windows | Get to know Windows 11 Pro

Intel® Core™ Processors Compare

## Laptop Computers & 2-in-1 PCs

Shop the best laptops & notebooks from Dell. See top laptop deals today.

Call or Chat

Filter Results

Product Line

- Inspiron (74)
- Vostro (44)
- XPS (46)
- Latitude (57)

### XPS Laptops & 2-in-1s

For creators & creativity

UserTesting Browser Recorder is sharing your screen. Stop sharing Hide



# Purposeful animation

## Goal

To create purposeful, premium web experiences using existing assets and motion design principles.

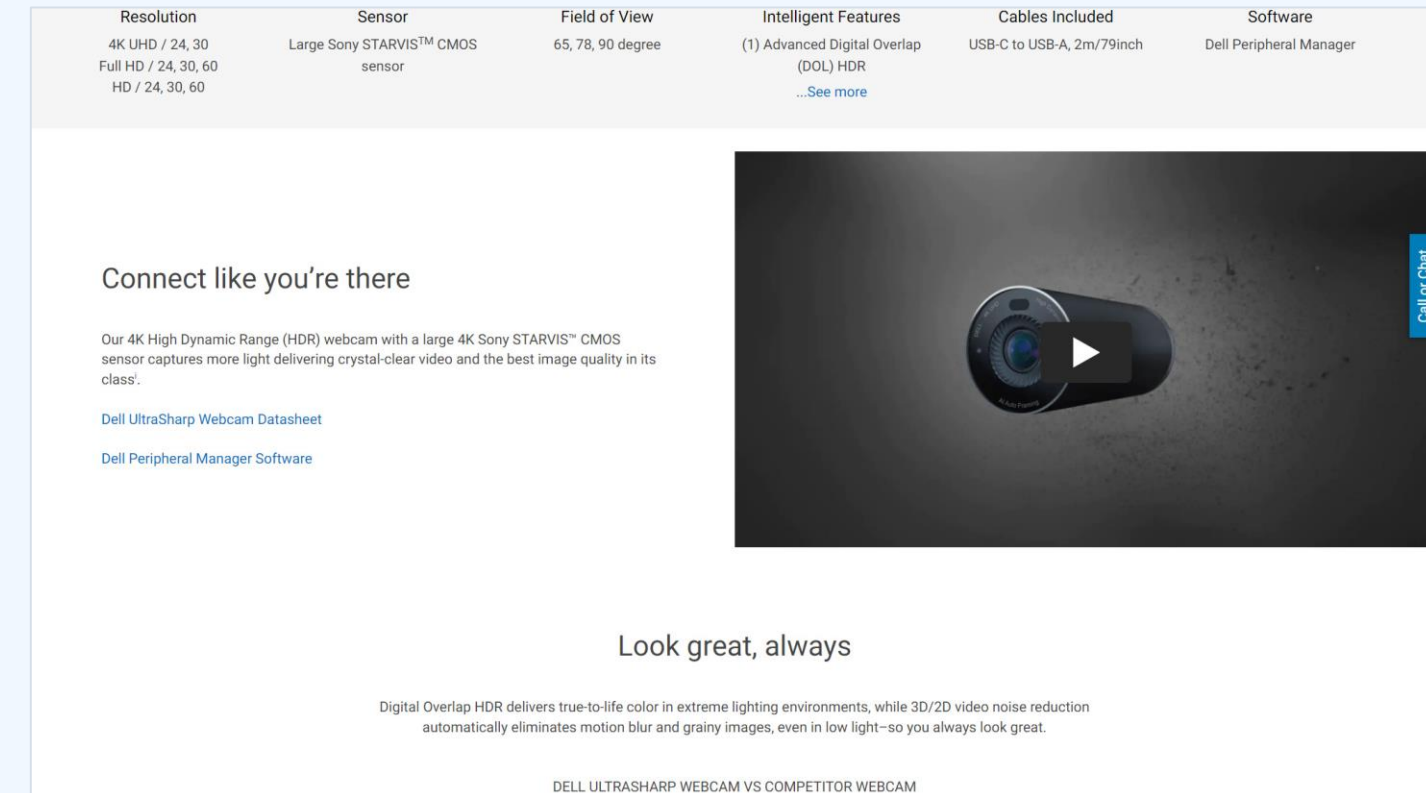
## “Show, don’t tell.”

To demonstrate product features with engaging, dynamic content while utilizing copy as a supporting element.

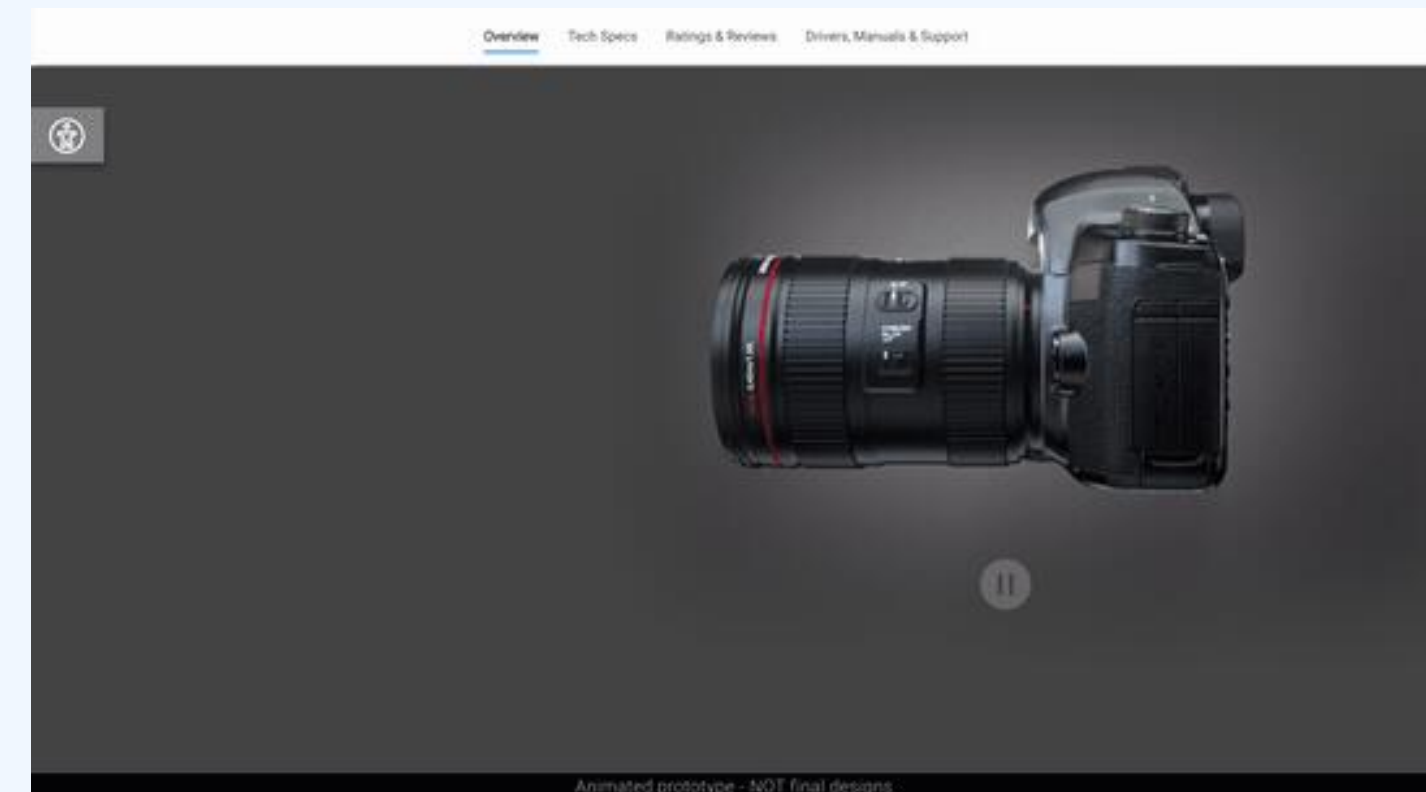
## Accessibility

To give users the ability to easily turn off all animations, so only a static experience will be displayed.

## Before



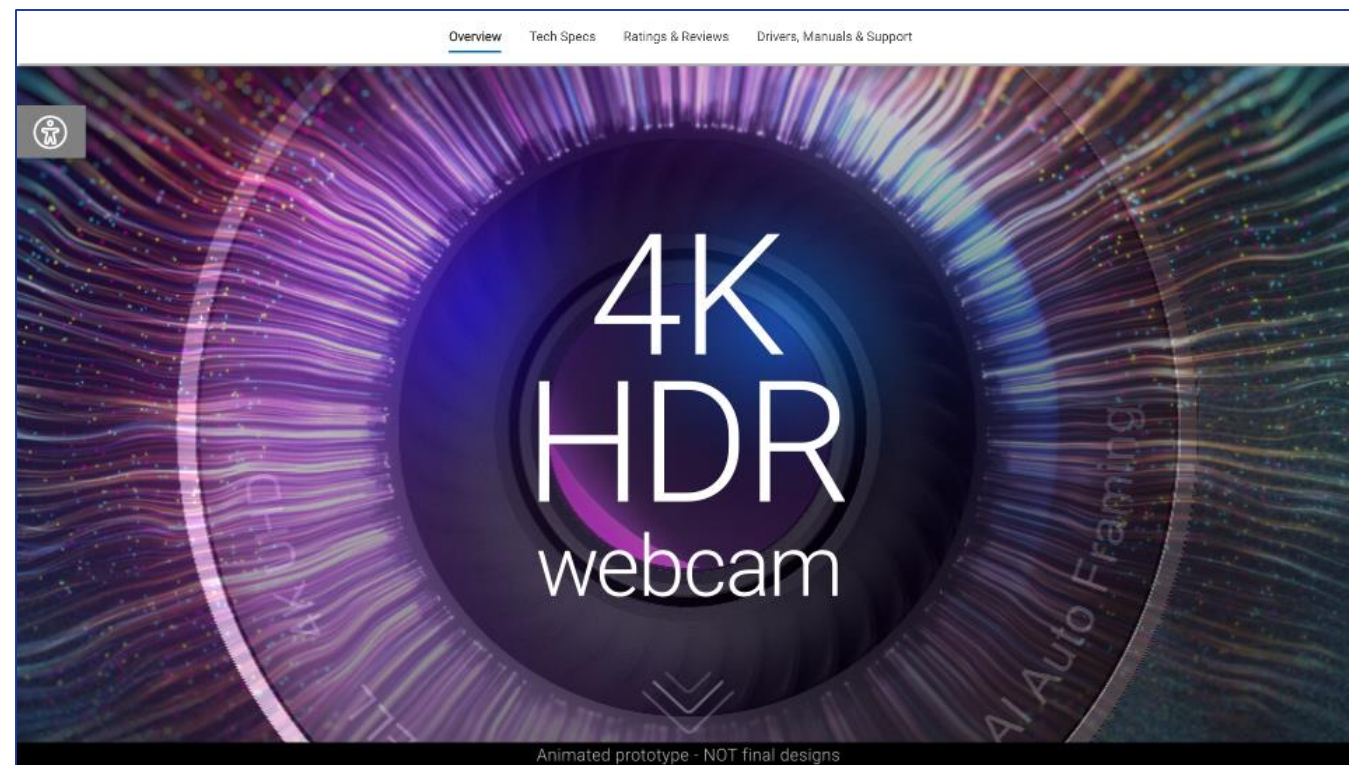
## After



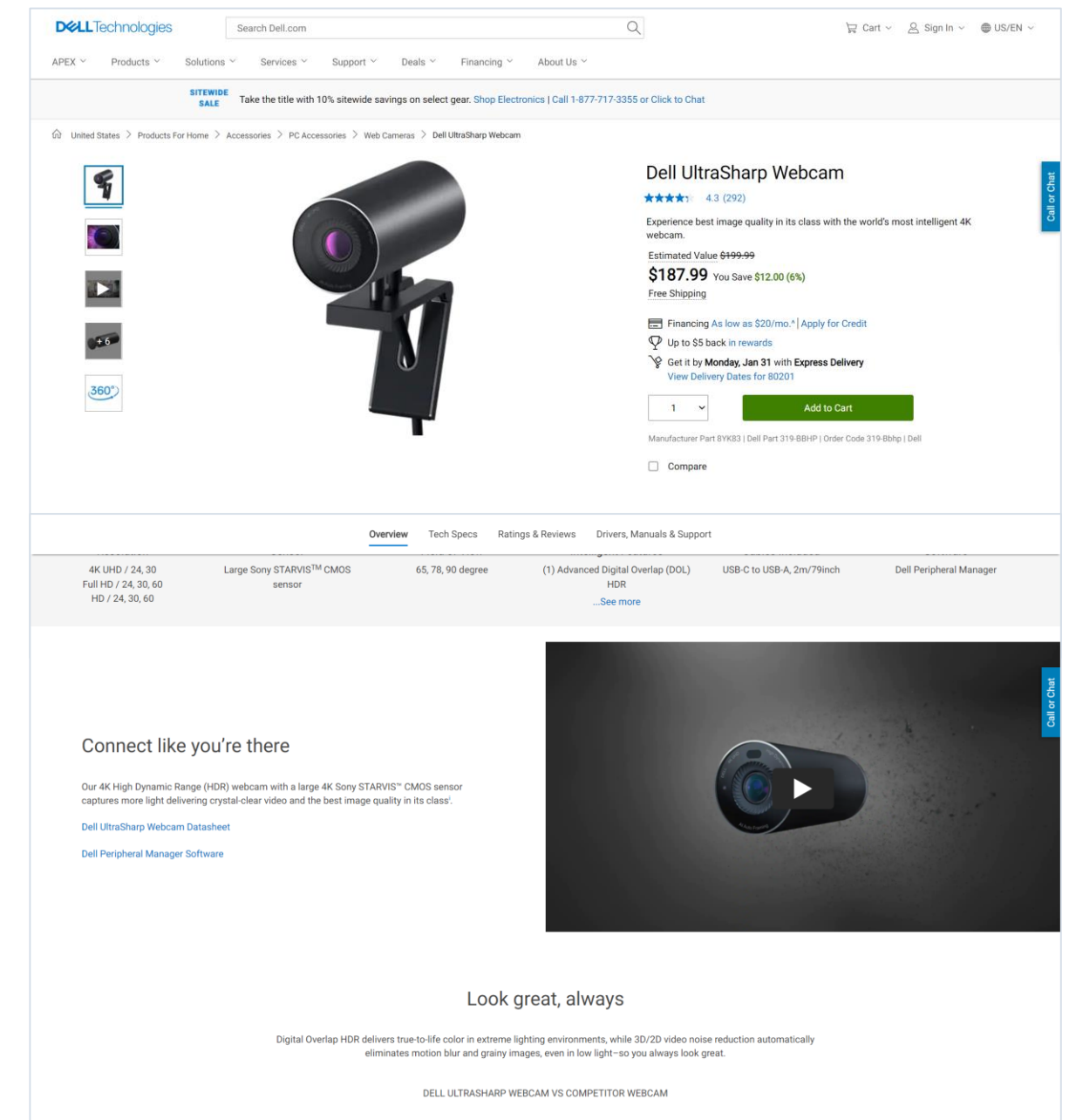
# Responsive and accessible animations

# Current PDP Experience

## Desktop



## Mobile



# New PDP experience

Dell Technologies

Search Dell.com



Cart

Sign In

US/EN

Products

Solutions

Services

Support

Deals

Financing

**DAYS OF DEALS**

Powerful tech to step up creativity, now up to 40% off. [View the Deals](#) | [Call 1-877-717-3355](#) or [Click to Chat](#)

United States > Products For Home > Accessories > PC Accessories > Web Cameras > Dell UltraSharp Webcam



## Dell UltraSharp Webcam

★★★★☆ 4.2 (226)

Experience best image quality in its class with the world's most intelligent 4K webcam.

**\$199.99**

Free Shipping

Financing As low as \$20/mo.^ | [Apply for Credit](#)

Up to \$5 back in rewards

Get it by **Tomorrow, Wednesday, Dec 15** with **Express Delivery**  
[View Delivery Dates for 80201](#)

1

Add to Cart

Manufacturer Part 8YK83 | Dell Part 319-BBHP | Order Code 319-Bbhp | Dell

Compare

Call or Chat

Animated prototype - NOT final designs



# 3D/AR content

**330+**

3D models produced across all segments (YTD)

**140+**

3D viewers live on Dell.com

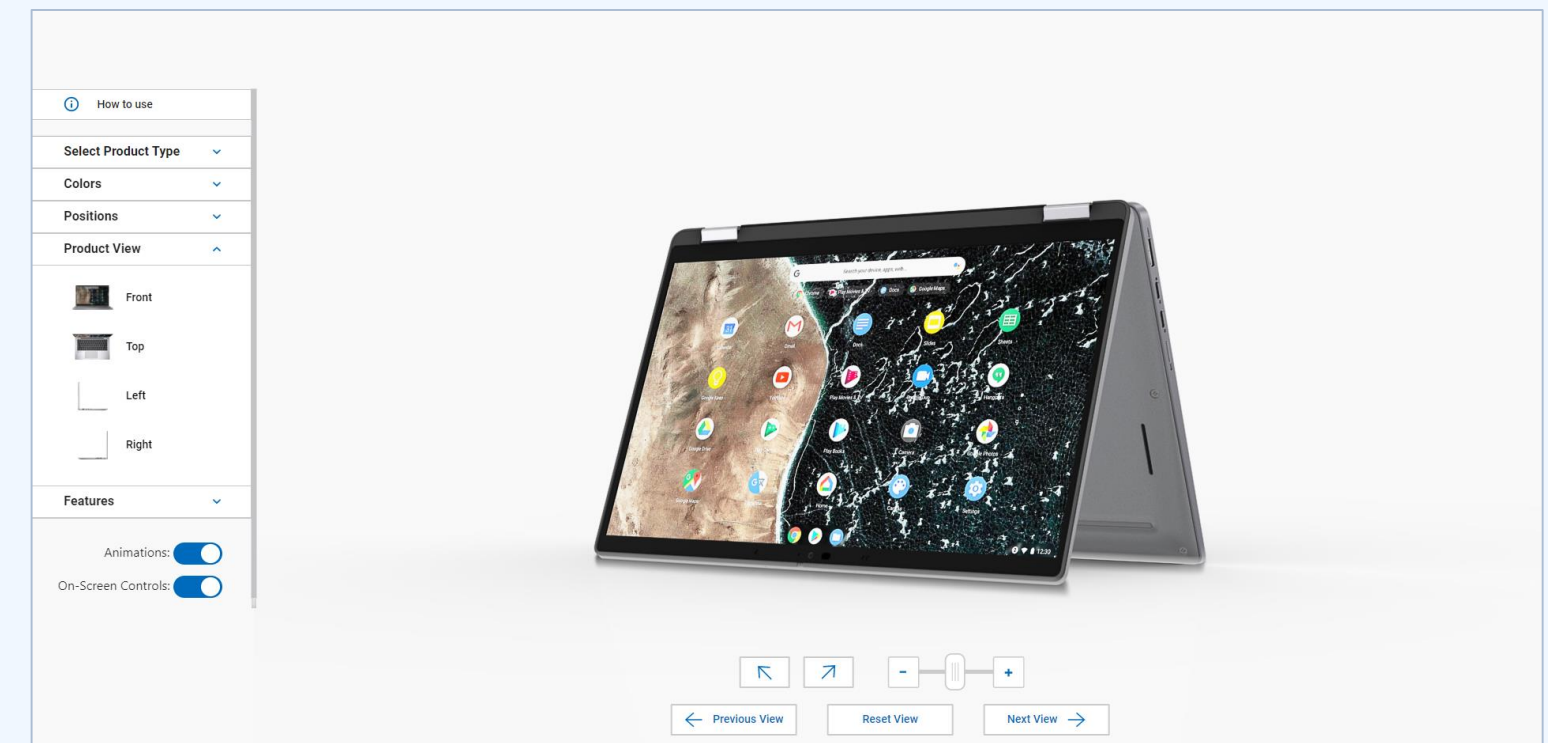
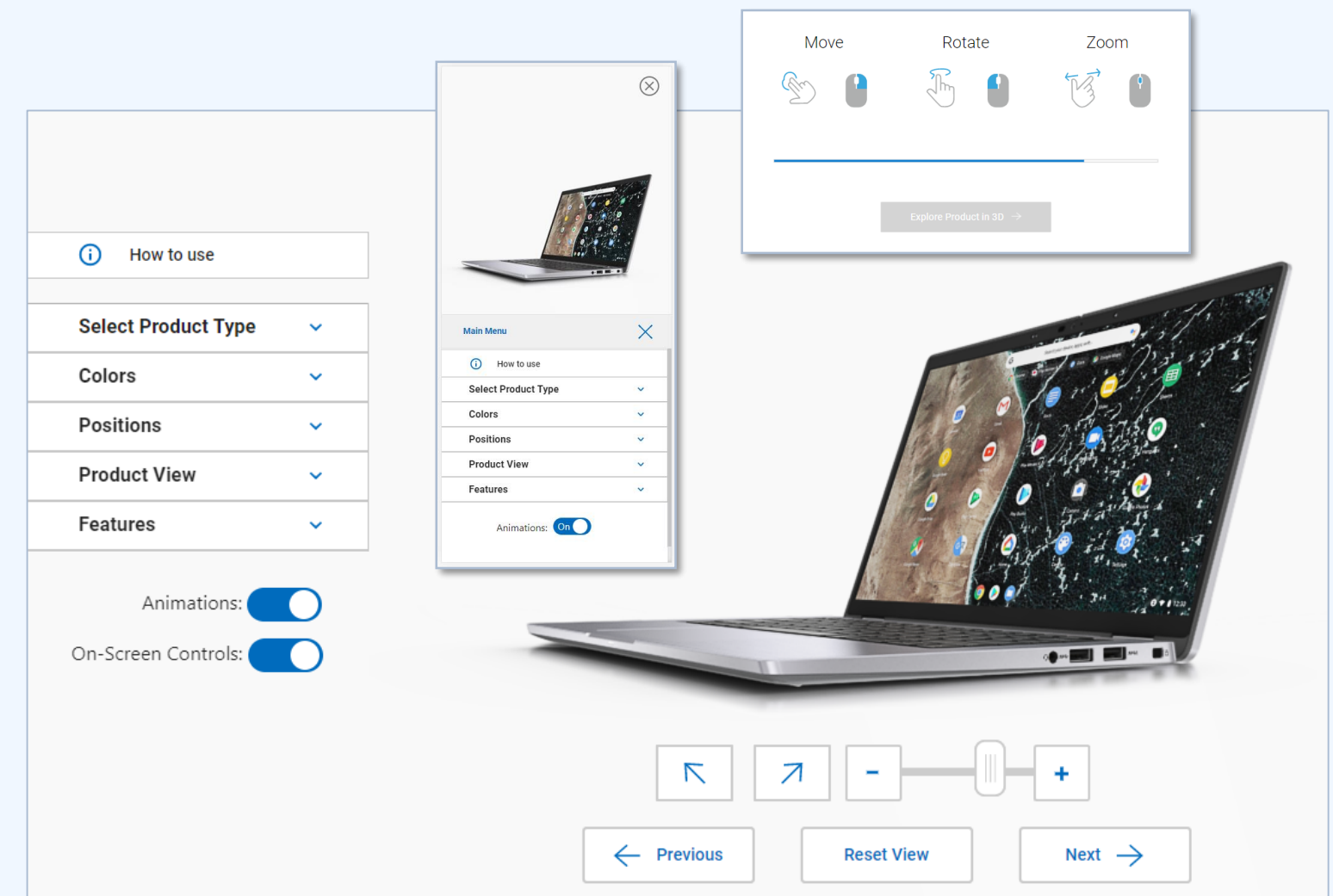
**Media gallery usability testing** found it to be the most preferred media type.

**3D viewer usability testing** found it to be a visually stunning and innovative tool that exceeded customer expectations.

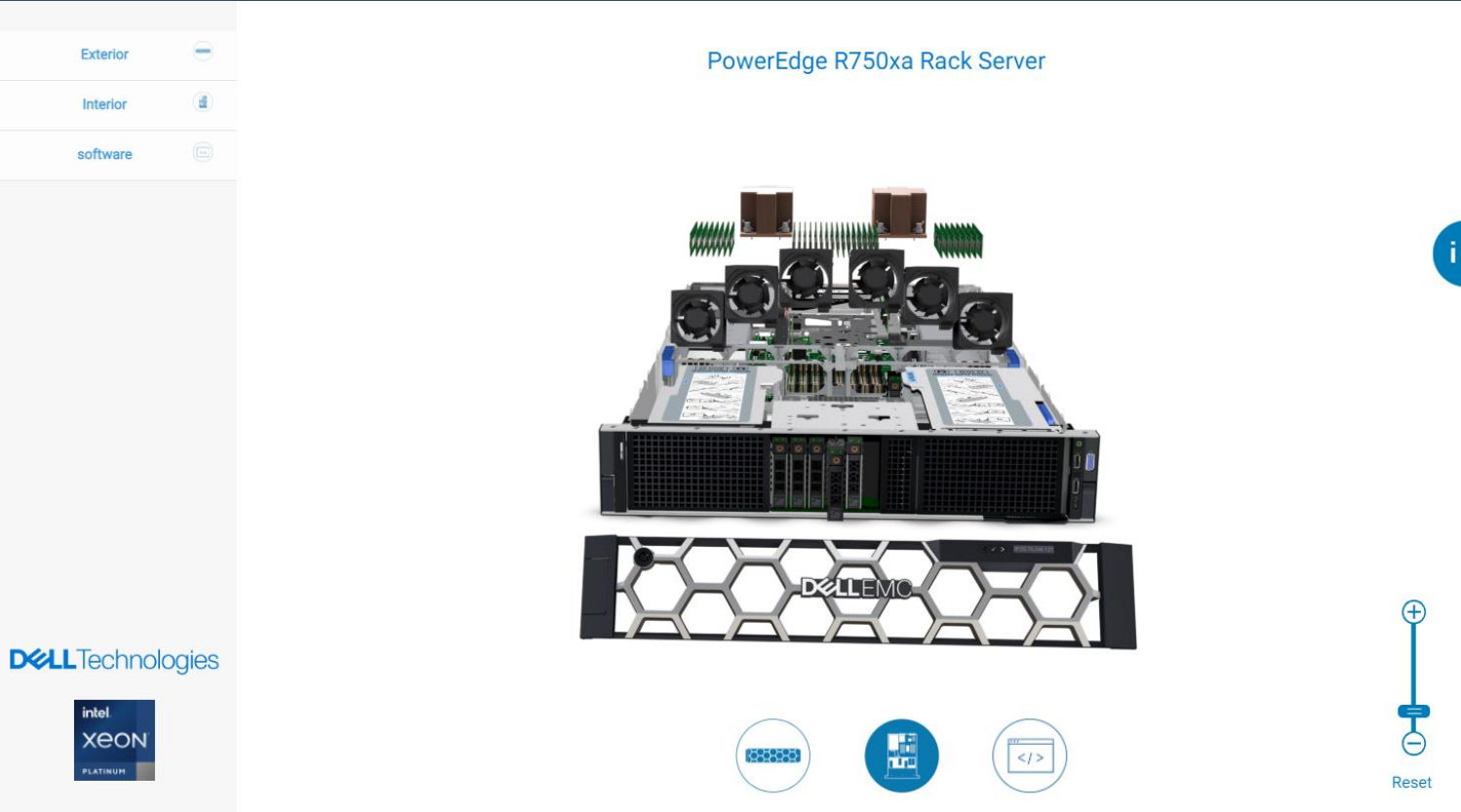
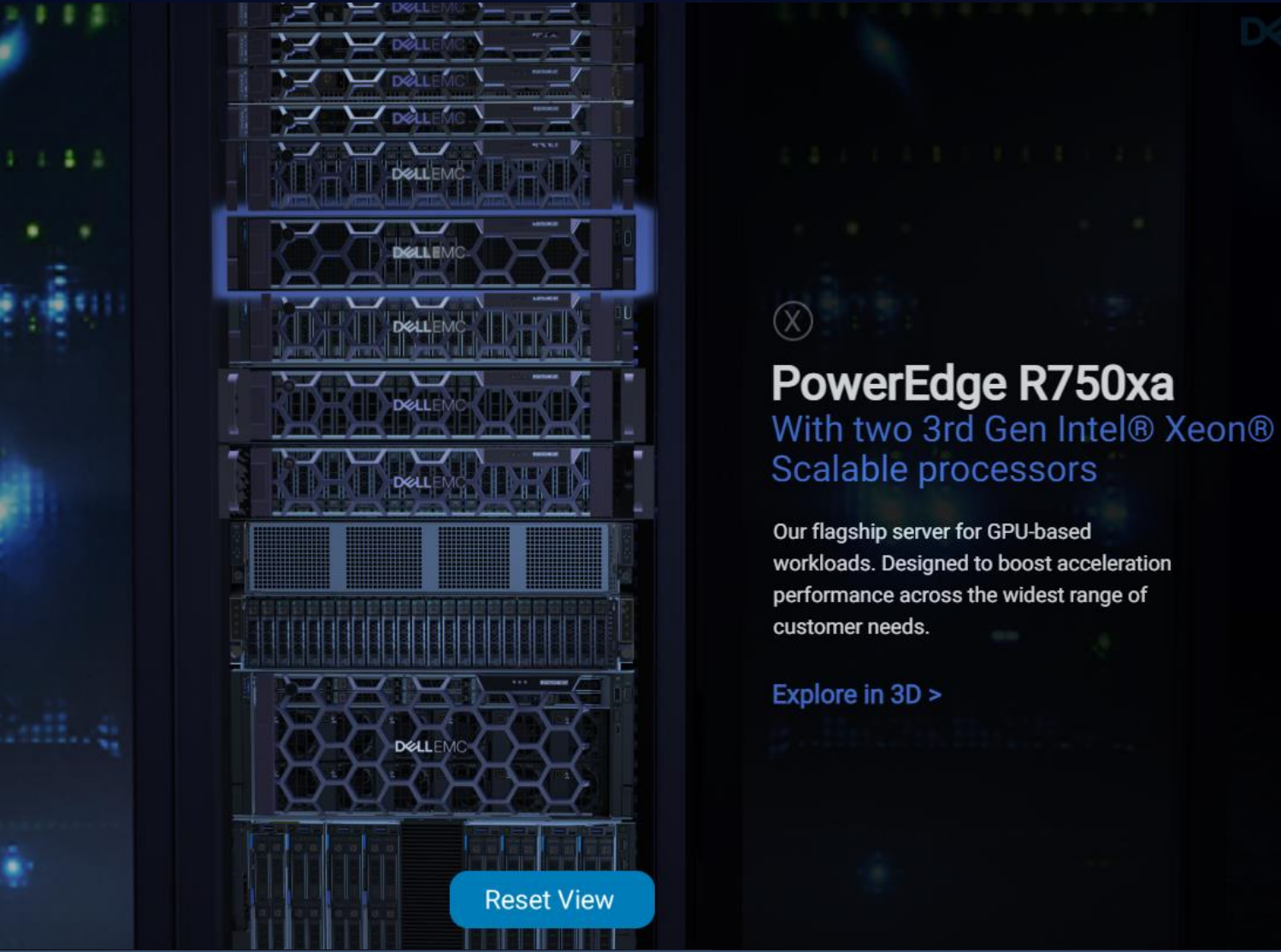
## Real-world results:

**Engagement:** Double-digit increase on desktop, and near double-digit on mobile.

**A/B testing:** When compared to video, it had lower exit rates and higher conversion with new customers



# PowerEdge virtual rack



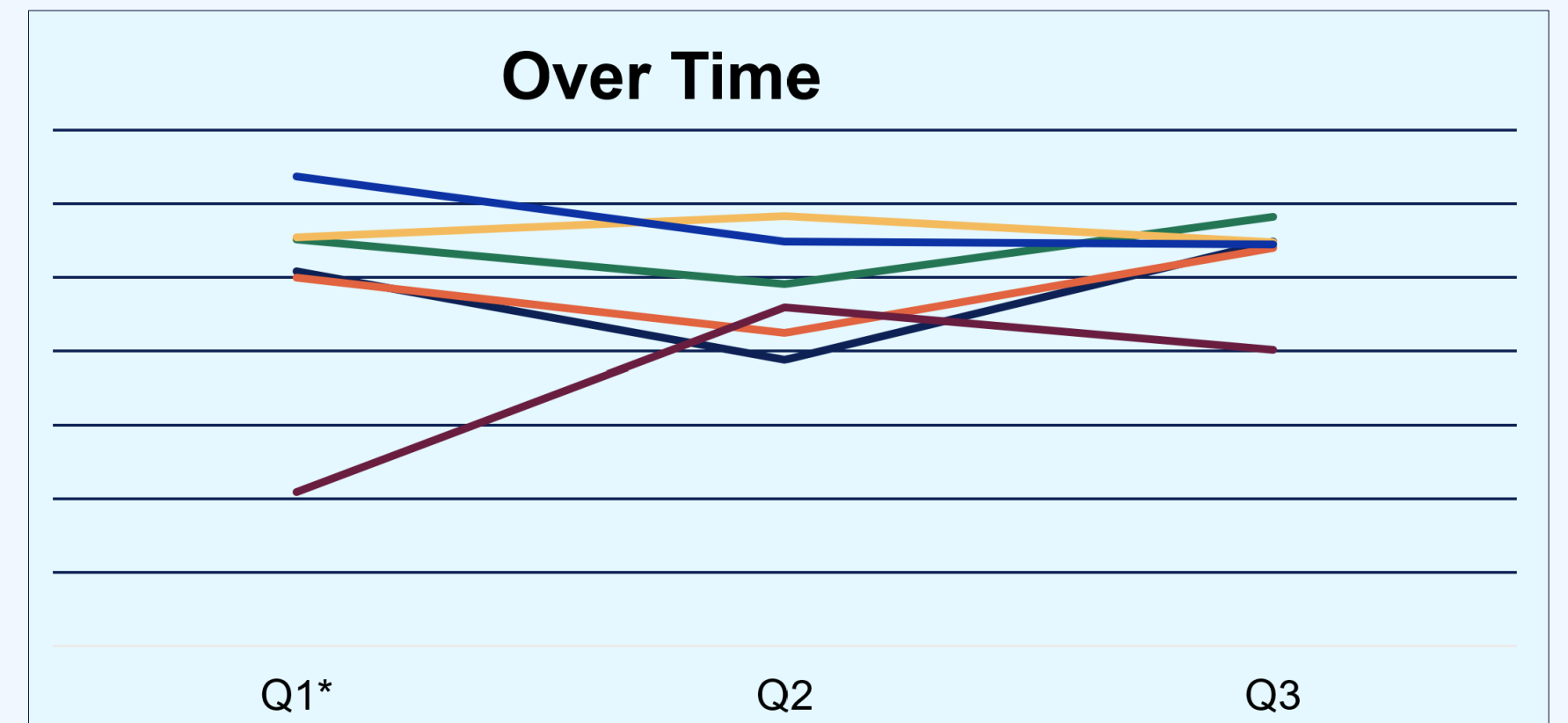


# DellUXe

## Dell User eXperience evaluation

- Assess the quality of Dell's digital experiences longitudinally
- Demonstrate accountability for continuous improvement
- Prove the ROI of design in the language of business stakeholders

Less margin of error 84.45	<b>DellUXe</b> 87.25	Plus margin of error 90.05
<b>NPS before</b>	<b>Dell</b>	<b>NPS after</b>
P D		D P
<b>32</b> 53% 21%		15% 67% <b>52</b>
80.66 Less margin of error	<b>83.61</b> <b>CSAT</b>	86.56 Plus margin of error



# Longitudinal qualitative research: DellUXe

Chrome File Edit View History Bookmarks Profiles Tab Window Help Fri Mar 15 4:31 PM

app.usertesting.com/blank Computers, Monitors & Tech

app.usertesting.com/blank Relaunch to update

Imported From IE Suggested Sites Amazon Facebook Pura Dallas | Salsa... female outdoor wo... https://www.count... Best Hibachi Stea... Healthy Dinners in... All Bookmarks

**User Testing**

Please proceed with the test tasks, leaving this window open. You may be directed to other websites later in the test.

**Step 1 of 15**

Imagine you wanted to buy a new Dell laptop from the Dell.com website. Proceed to shop for a laptop online, however you normally would, making sure to eventually arrive on the Dell website. Once you've identified a product that you would be interested in, add it to your cart, and follow the prompts until you are asked to enter payment information. Talk out loud during the process, pointing out anything that is difficult or helpful as you go.

Next Step

01:51

UserTesting Browser Recorder is sharing your screen. Stop sharing Hide



# Summary

## Human- centered commerce

Learn about who you are designing for.  
Synthesize that information into meaningful insights.

Approach users by understanding their needs and matching your solutions to their problems.

Learn. Build. Measure. Find a process that leads to tangible outcomes.



User Testing

**THIS**  
The Human Insight Summit

# Thank you.

**Stay in touch!**

[Karsten.Baker@Dell.com](mailto:Karsten.Baker@Dell.com)

[David.Schlosser@Dell.com](mailto:David.Schlosser@Dell.com)

