# Innovation by Design

## Manufacture the COOL user experience

Do you want to transform your products for the next generation of users and platforms? Our "Cool Project"—a multi-year field research effort—reveals what makes technology products compelling. We now understand why users just can't stop talking about how their cool products impact their lives—and create delight.

Our research shows that *joy* is at the core of why users find a product "cool."

- The attributes and experience of a compelling product
- How "cool tools" impact our lives
- The key levers that drive the cool user experience
- How business tools also can be cool

But what creates joy and delight? Our research uncovered the seven Cool Concepts—the core human motivations at the very heart of joy—and how to design products that generate this emotional response. The Cool Concepts create a framework for guiding product design and analyzing your products.

The Wheel of Joy in life organizes the four Cool Concepts that define the way cool products impact our lives.
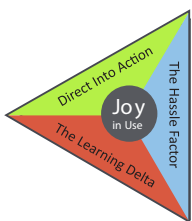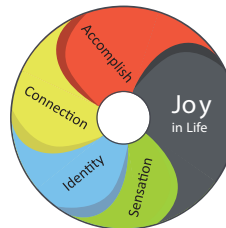
The Triangle of Design organizes the three Cool Concepts that define the way cool products create joy and delight in use.

Armed with the Cool Concepts and their related design principles, we can teach your design teams to design for cool. And with the Cool Metric we can measure product coolness. Let us help you infuse cool into your products.

**What we did:**

- Field studies with 60 consumers (15 to 60 years old) and 30 enterprise workers

- Data synthesis revealing the key factors (The Cool Concepts) underlying what is compelling about people's cool products and how they enhance their life and work

- Surveys of nearly 3000 consumers and enterprise workers worldwide to develop and validate the Cool Metric in partnership with SAP

- Design principles associated with each Cool Concept to drive innovative design thinking

Cool Project

Cool Concepts

Design Principles

+

Cool Metric

incontext
customer centered design
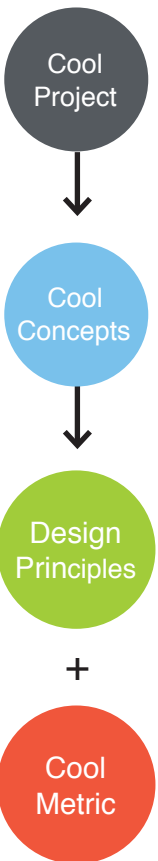
# Let the Cool Concepts drive your product design

Designing for cool means transforming the way product teams design and think. It's not as simple as adding a specific feature or being usable. To manufacture cool, designers need to understand how a target activity fits into the whole of a person's life and generates feelings—not just tasks and functions.

The Wheel of Joy in Life identifies the four factors which help transform life to create joy:

**Accomplishment:** Get all the activities of our life done while on the move. Life accomplishment is more important than simple task accomplishment

**Connection:** Feel connected and maintain our real personal and work relationships—and participate in meaningful communities through frequent interaction

**Identity:** Celebrate and express our unique selves—especially our professional self—through product use

**Sensation:** Delight in stimulation of multiple senses and appropriate use of animation
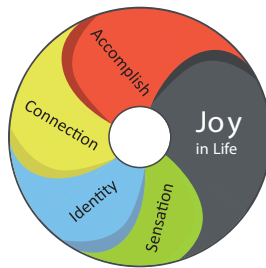
The Triangle of Design identifies the three factors that create joy in product use:

**Direct into action:** Achieve our important intents in moments getting exactly what we expect, like magic

**The Hassle Factor:** Feel relief as new tools eliminate the pain of previous technology—no set up, no complexity, no fuss

**The Learning Delta:** Instant action with no real learning because products build on what people naturally know—touch, voice, gesture
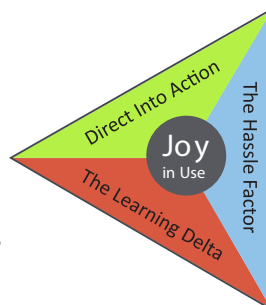
## Design for Joy in Life!

### Put innovation into practice

The Cool Concepts help guide design teams to think about aspects of life and tool use that may have been invisible to them before. Taken together, these factors build upon each other. Designing for one factor alone is not enough. Cool comes from attention to all factors. Armed with this knowledge and the associated design principles you, too, can create a transformative products.

### Put our Cool Concepts to work for you
Transform your thinking and your products.

Contact us
Let us help you design for cool

Phone: 1-978-823-0100

Email: info@incontextdesign.com
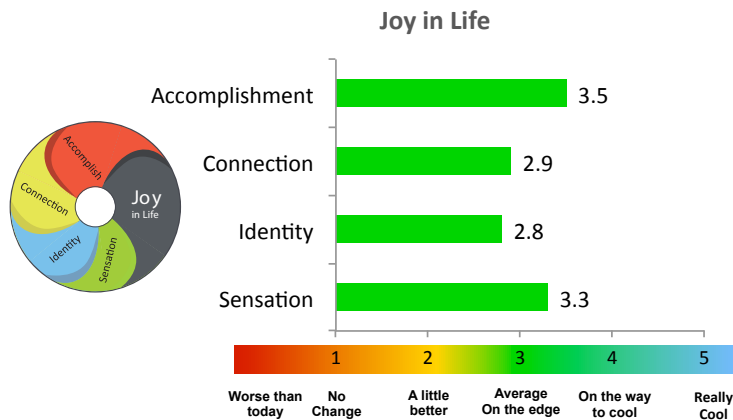
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# The Cool Metric

The Cool Metric is a measurement instrument developed by InContext Design in partnership with SAP. The Cool Metric gives your team a new and different lens through which to view a product's design. The results of the measure help your team understand where a product could better support the Cool Concepts. Our design principles guide redesign for success.
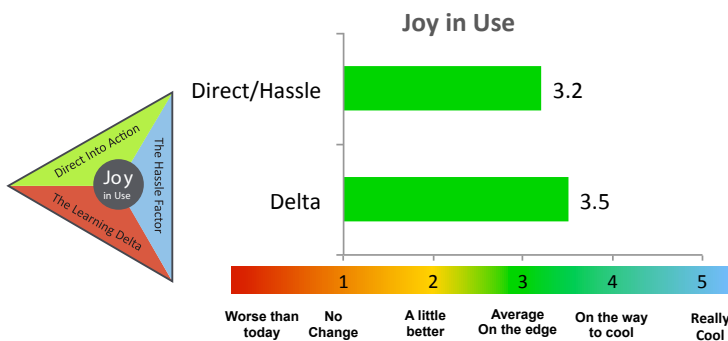
*Let us measure your product, your competitors, and your prototypes to gauge where you stand in creating a cool user experience.*

The Cool Metric provides an indicator for each aspect of Cool and an overall measure of Cool for the product.

Example Result:

**Joy in Life**

| | |
|---|---|
| Accomplishment | 3.5 |
| Connection | 2.9 |
| Identity | 2.8 |
| Sensation | 3.3 |

| | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| | Worse than today | No Change | A little better | Average On the edge | On the way to cool | Really Cool |

This score shows that all factors can be improved. The team should focus on improving Accomplishment as the most important factor and capture lost opportunity in Connection and Identity.

**Joy in Use**

| | |
|---|---|
| Direct/Hassle | 3.2 |
| Delta | 3.5 |

| | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| | Worse than today | No Change | A little better | Average On the edge | On the way to cool | Really Cool |

This score shows weakness in Direct/Hassle which is equal to Accomplishment in importance.

The Cool Metric gives your team guidance on where to focus their efforts. Armed with the associated design principles your team has a clear way forward to product improvement.

## The Cool Metric Services

The Cool Metric may be used for competitive analysis, product evaluation, or prototype evaluation. Whether the product is delivered on the web, through mobile apps, on the desktop, or across all platforms the Cool Metric will tell you how you are doing on your way to coolness.

For any Cool Metric service we **start with a field evaluation of 4-6 customers** using your product or prototype to tune the metric for your product and guide recommendations. Then we conduct an on-line survey, analyze the data, and generate recommendations.

We deliver a **slideshow report** showing how users rated your product, highlighting opportunities for improvement and recommendations. We also provide typical usability feedback for your product. We meet with your team to share the results.

### Market study or competitive analysis: How are you doing?

Selecting a sample of 100-300 people we measure users who own and use your product or we sample users of selected companies.

### New product offering: How is your new product or release being received?

Selecting a sample of 100-200 target customers we create an interactive online experience to acquaint the customer with the product offering. We administer the metric.

### Prototype or product concept evaluations: How good are your new ideas?

When your prototype or concept can be presented online we measure people's reactions in a survey. If the prototype must be evaluated in person we conduct 1-3 rounds of mock-up field interviews with 6-10 people in a round. Your score after each round guides redesign.

# Developing the Cool Metric

The Cool Metric is a measurement instrument developed by InContext Design in partnership with SAP to measure the impact a technology product has on people's lives.

Guided by the Cool Concepts we first identified a set of 79 phrases. **We set out to determine whether the measures were representative, clustered together, and which dimensions most strongly accounted for coolness**. We also needed to reduce the number of phrases so that the metric could be administered in 5-8 minutes.

We conducted two extensive online studies, one in the US, the other outside the US (United Kingdom, Germany, India, and Singapore), to determine the underlying factorial structure and to select the most suitable measures. Our 79 measures were presented in random order. Participants rated their coolest device, and also their coolest business application, via the 79 measures.

We subjected user ratings from the survey to Confirmatory Factor Analysis (CFA). CFA helped us to:

1) Ensure that the emerging factors map to the cool concepts derived from qualitative research;

2) Determine the loadings for each factor, and thus understand the amount of variance accounted for by each factor and hence its importance and

3) Reduce redundancy by eliminating phrases associated with factors with poor loadings.

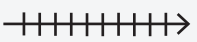A set of 40 phrases were selected as statistically valid for a final version of the Cool Metric.

To assess validity and reliability of the 40 measures, a validation study with 400 participants was conducted with business professionals in Human Resources, Sales, Finance and, Procurement within the USA. **Statistical analysis showed that both the overall measure of Cool and the measure for each Cool Concept on its own were valid**.

Conducted over three years, the measures were tested with almost 900 consumers and over 2,000 business professional participants around the world in various research activities. The measures differentiate between products and work for devices and software alike. The result is a measure of Coolness grounded in data.

## How it works

For those already using a product frequently, the Cool Metric can measure the overall coolness of the product or it can be used for a comparative product analysis. For unfamiliar or prototype products users interact with the product of interest in its current stage of development (concept, storyboard, prototype, working product).

In either case, users complete the 5-minute Cool Measures survey allowing users to compare their experience with the new product against what they are using now. For each measure, the user is shown a statement in the form such as the following example from Accomplishment:

**Worse** No change from what you used before ⊢⊢⊢⊢⊢⊢⊢⊢⊢⊢→ Do what I want/need to anytime/ anywhere

The user selects a point on a sliding scale which reflects how strongly they feel the statement is true, with "Worse" and "No change" on the left side of the scale and the statement in question on the far right.

A cool score is derived from the average Cool measure across participants, applying statistically determined correlation coefficients and weightings. The Cool Metric helps teams understand where a product or concept stands on each of the Cool Concepts—focusing the team on areas that need improvements.

*The overall result is a validated set of statements measuring the cool user experience.*