UX STORIES

THE IDEAS BEHIND SOME OF THE MOST CREATIVE SOLUTIONS TO COMMON PROBLEMS
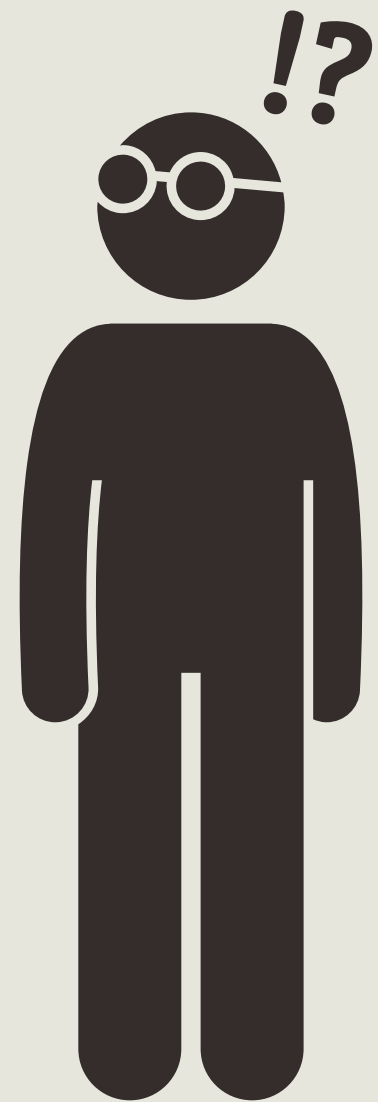
The Challenge:

The elevator is too Slow.
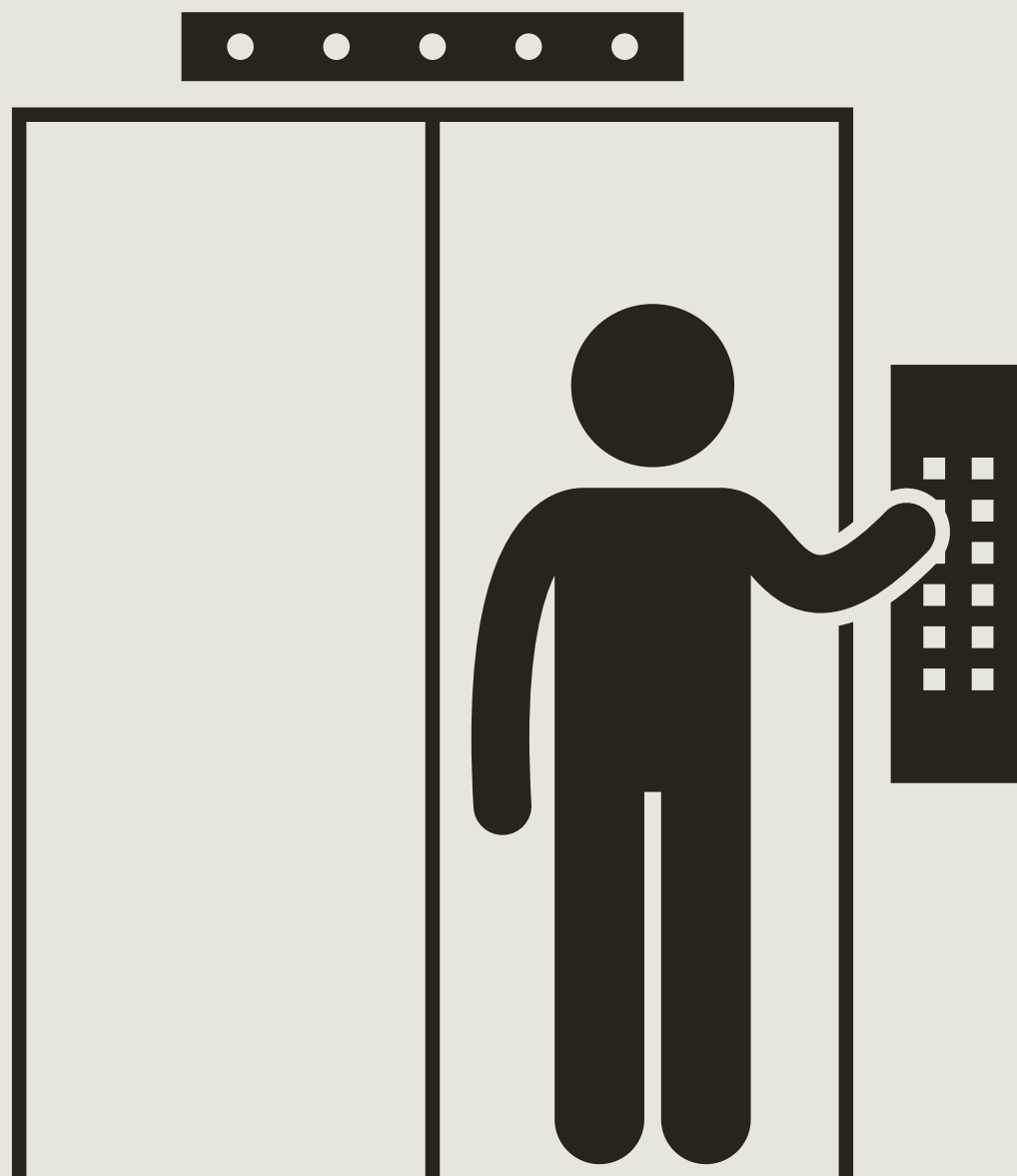
2 The Approach

Building's Solution

Make the elevator faster

1. Install new lifts
2. Upgrade the motors
3. Create new algorithms

!?

Outcome

Legacy system &

Too Expensive.
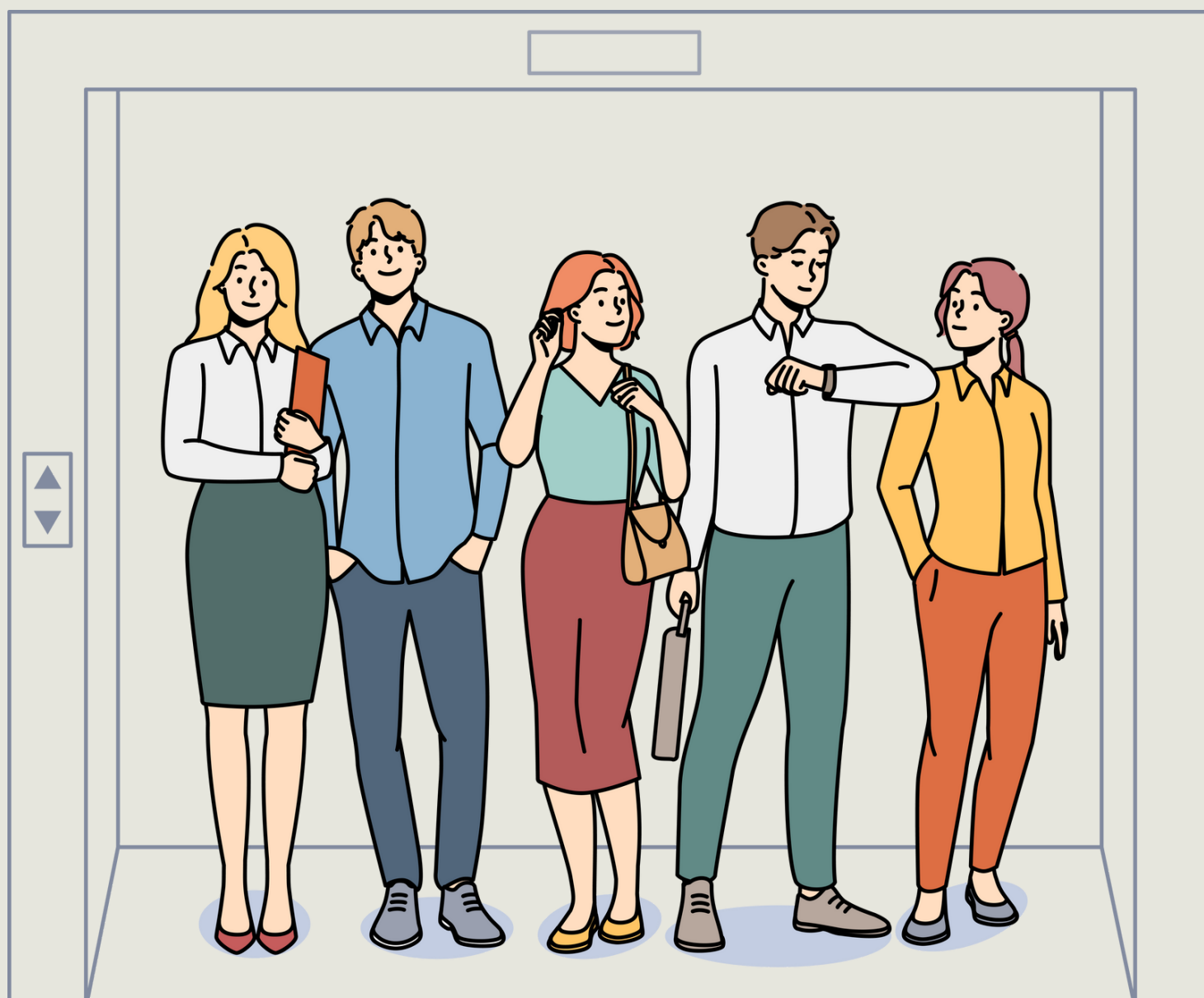
It's the wait that is annoying

So Make the wait feel shorter

Feels Faster

Considered the problem not from a mechanical perspective, but from a human perspective. What if the riders were bored? What if we gave them something to do while waiting?

1. Put up Mirrors
2. Play Music
3. Install hand sanitizers

This approach led the user's minds to be occupied in turn reducing the perceived wait time.

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