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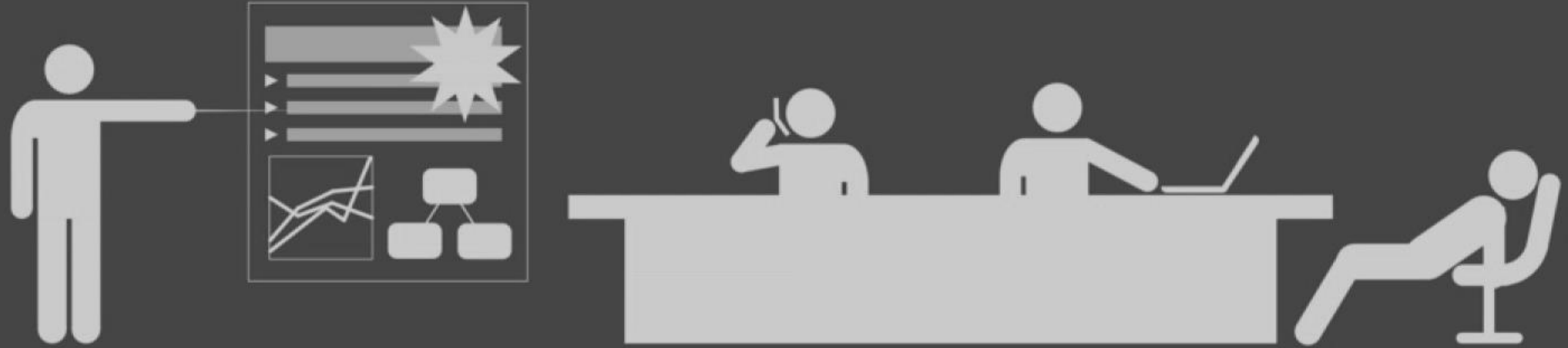
They're coming for us with pitchforks:
Unwelcome changes in digital products



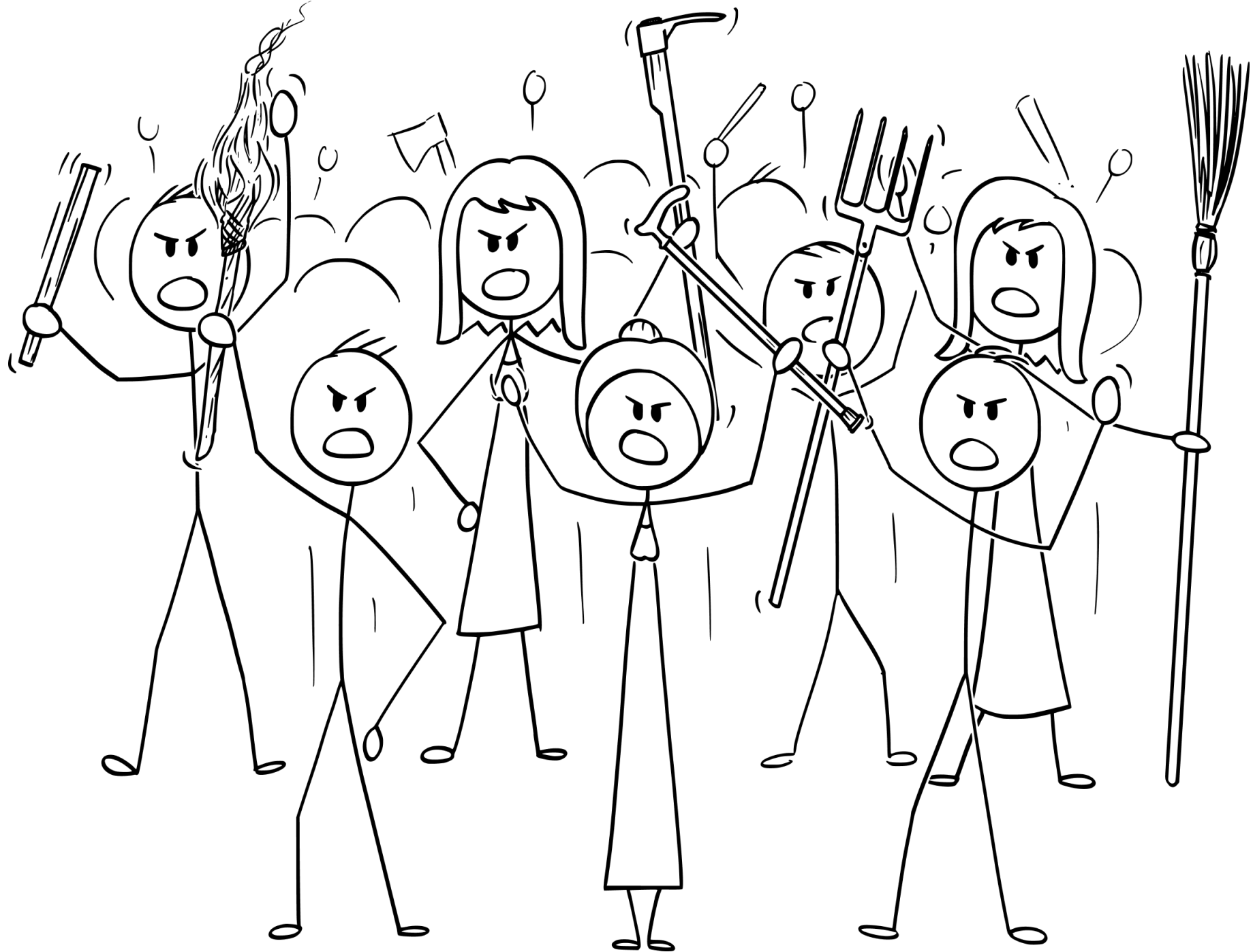
By: Iain Lowe
October 20, 2022

Have you ever *redesigned* a website or digital product, released it with confidence that it was going to be met with acclaim, only to experience a *backlash from your user base*? Well, many experienced UX designers have. This talk will share anecdotes and insights about unwelcome change in digital products - why they happen, and how they can be avoided. Attendees are *encouraged to share their own anecdotes and insights as well*.

every time you make a powerpoint



edward tufte kills a kitten





CNET Your guide to a better future

Culture

Facebook users hate redesign. Lather, rinse, repeat?

The social network has historically waved off user complaints over redesigned features with the attitude of "they'll get used to it." It's worked in the past. But it might not this time.

 **Caroline McCarthy** 
March 19, 2009 2:56 p.m. PT

2 min read 

TC

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Security


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Apps







Events

It Wasn't Broke, But Pinterest Fixed It. Now Users Hate It.

Jordan Crook @jordanrcrook / 11:31 AM EDT • March 21, 2012  Comment



 Published in GV Library


 GV    
Apr 23, 2012 · 6 min read ·  Listen




Change aversion: why users hate what you launched (and what to do about it)

by [Aaron Sedley](#)

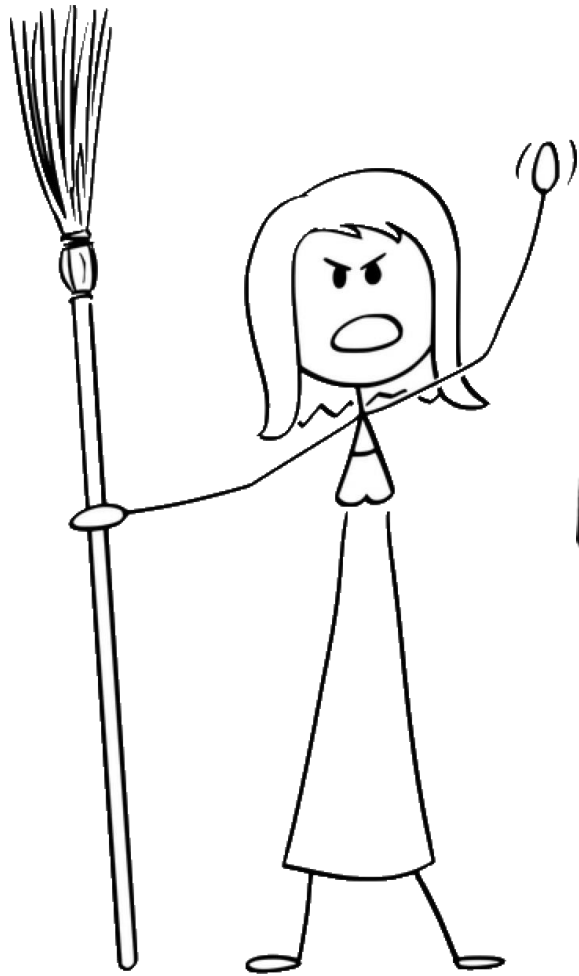
UX Psychology

Why do people hate redesigns?

 **Dr Maria Panagiotidi**
Oct 28, 2021

 1  

I loved your last website! This new site is hard to navigate. Why fix something that wasn't broken? I hope you get enough complaints that you change it back!



RADICAL CANDOR



Tell us about your online experience

Although we review all feedback, we do not respond to all feedback.

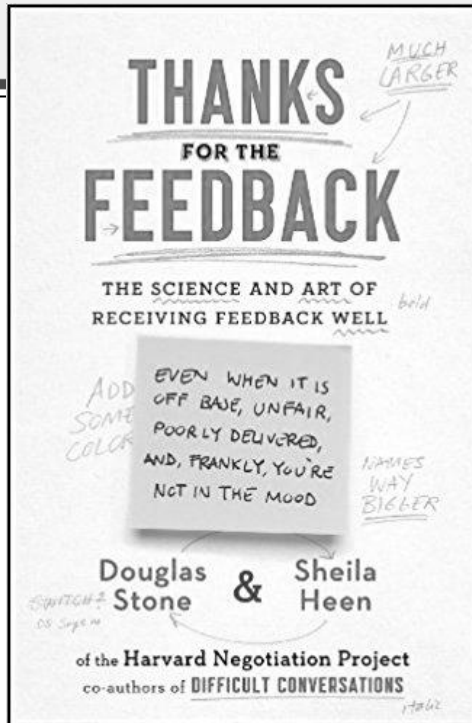
Please Select a Category ▾

Submit

Contact the library directly

Questions regarding your library account?

General inquiries



Share Your Feedback

How would you rate today's RBC Online Banking experience?



What could we do to make your experience better? *(optional)*

For your safety, please don't share any personal information, like account numbers or passwords.

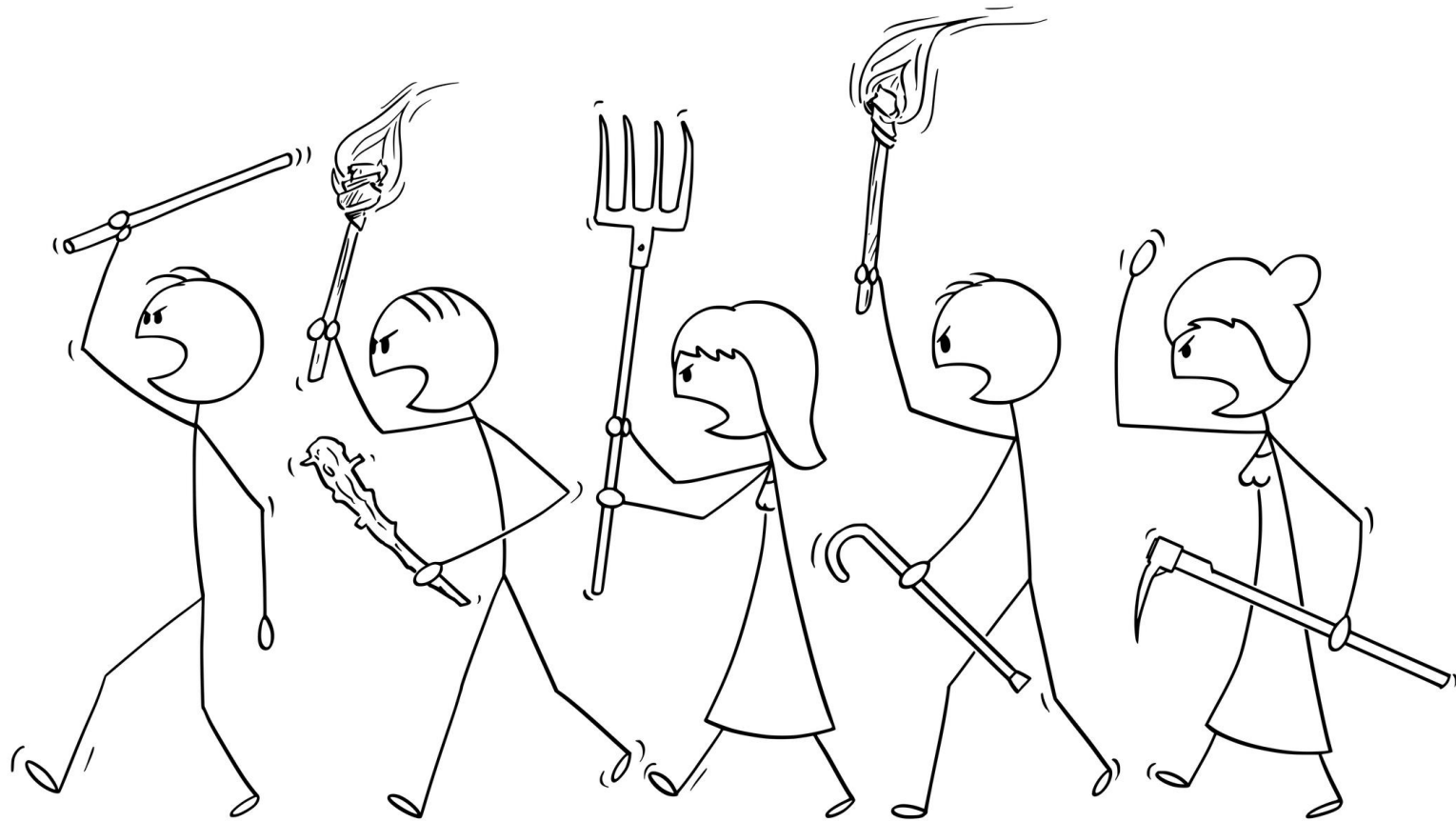
0/1000

Unfortunately, we can't reply to feedback. Please visit [Customer Service](#) for help.

Submit

“

Fantastic online experience! I haven't visited a public library in ages and was pleasantly surprised when I signed up for an account at the Mission Bay branch. The ease of the online experience is even more fantastic. Great site!



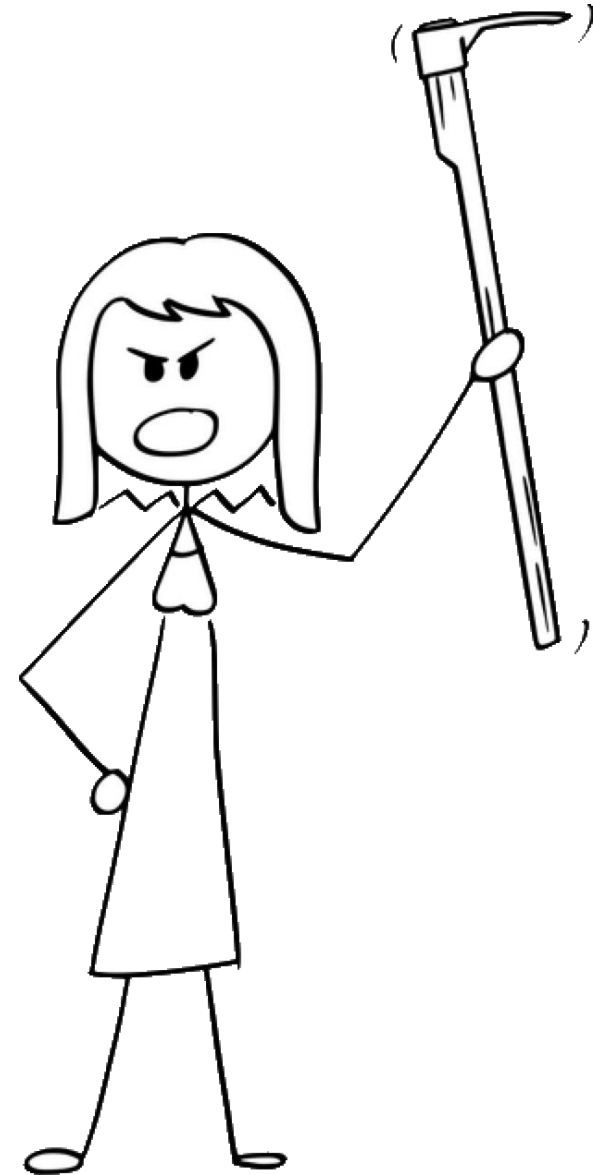
“ Very bad web site, it sucks. Don't know where to check my account and don't know where to log out. The IT people who created it should be fired.

The last best experience that anyone has
anywhere becomes the minimum
expectation for the experience they want
everywhere

Bridget van Kranlingen, IBM

Don't mess with experts

What happens when you try to upgrade or modernize specialized software to make it easier to understand and use?



Visual Consistency

Readability

Accessibility

Navigation

Interaction
Consistency

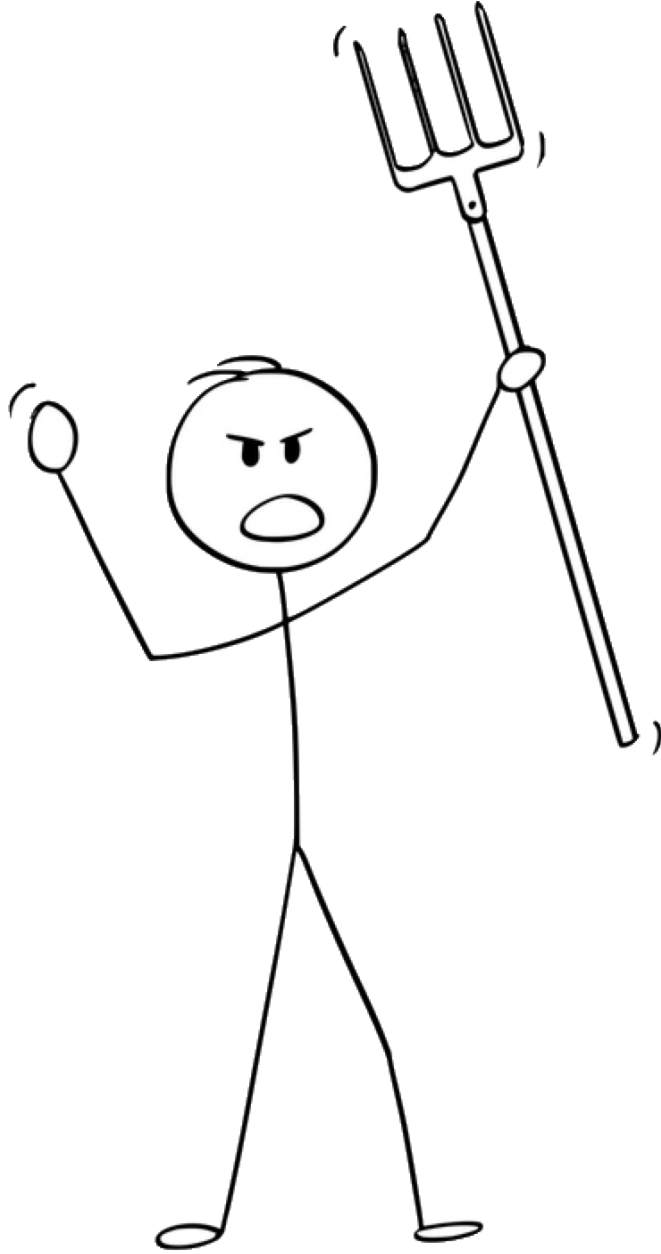
Aesthetic standards



Customer_Success_Team 10:11am

Hi @design & @product. Client X has received the new update and they aren't happy about it.

They would like us to revert the feature for them.



Is this the will of the people?


What happens when clients log into their online banking and encounter something completely new?

in Search

Home My Network Jobs Messaging Notifications Me Work Learning

New RBC Online Banking UI Not User-Friendly

Published on January 15, 2016

 **June Li**
 Founder & CEO, ClickInsight - Digital Analytics Consulting

10 articles [+ Follow](#)


RBC just launched a new **online banking** user interface (UI). RBC appears to be trying to serve up a one-size-fits-all-devices responsive UI design as well as increasing upsell of additional products. It's a major fail for me.


Now, I realize all change takes getting used to. Well, I don't like to have to scroll when I didn't have to before, and having to scroll up and down repeatedly to see summaries and details.

My top 3 beefs:


1. The summary at the top is useless. Individual account status is what matters if you have


<https://www.linkedin.com/pulse/new-rbc-online-banking-ui-user-friendly-june-li>

 JordanBowness retweeted


 **EricoTherault**
 Jan 14, 6:13am via Twitter for iPhone
 the new @RBC online banking app & website seems more like a maze than a place to keep track of my #banking. #RoyalBank #RBC


4 retweets · 6 likes

 JordanBowness retweeted


 **go_for_soda**
 Jan 14, 9:12am via Twitter for iPhone
 this new @RBC online banking website is fn horrible. don't (try to) fix what ain't broken. makes me want to switch banks. #rbc


3 retweets · 7 likes

 bilboitw retweeted


 **LizBizy**
 1:00pm via Twitter for iPhone
 @RBC your online banking and mobile app is awful! So hard to read and not intuitive at all, please revert back

1 retweet · 1 like


 BenRich67738910 retweeted

 **ManaalFarooqi**
 Jan 14, 12:55pm via Twitter Web Client
 You know you're an old man on the inside when you call @RBC to complain about their new online banking layout. It's absolutely terrible.

3 retweets · 5 likes

 **LizBizy**
 1:00pm via Twitter for iPhone
 @RBC your online banking and mobile app is awful! So hard to read and not intuitive at all, please revert back

1 retweet · 1 like

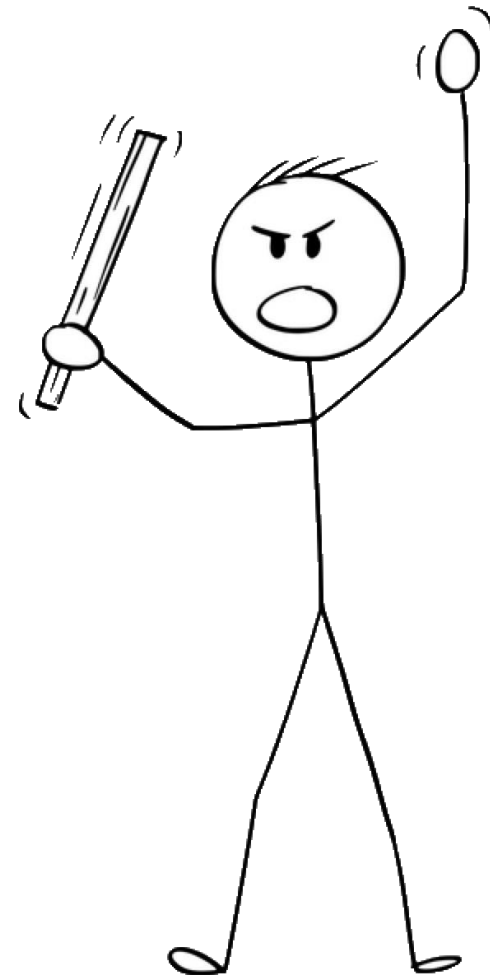


A MANIFESTO OF CONSUMER RIGHTS

1. The *right to safety*, to be protected from hazardous goods.
2. The *right to information*, the right not to be misled by lack of information or manipulated misinformation.
3. The *right to basic services, fair prices, and choice*—to have access to a variety of products and services and, where monopolies do exist, a minimum guaranteed quality at reasonable prices.
4. The *right to representation, to be consulted and to participate in decisions affecting consumers.*
5. The *right to be heard*, to have access to an ombudsman, to channels for complaint, and to fair and speedy compensation procedures.
6. The *right to consumer education*, lifelong consumer education from the viewpoint of users themselves.
7. Finally, and of increasing importance, the *right to a healthy and safe environment.**

Change Is

But what can we do to ease the burden of change on our users?



If it ain't broke, don't fix it

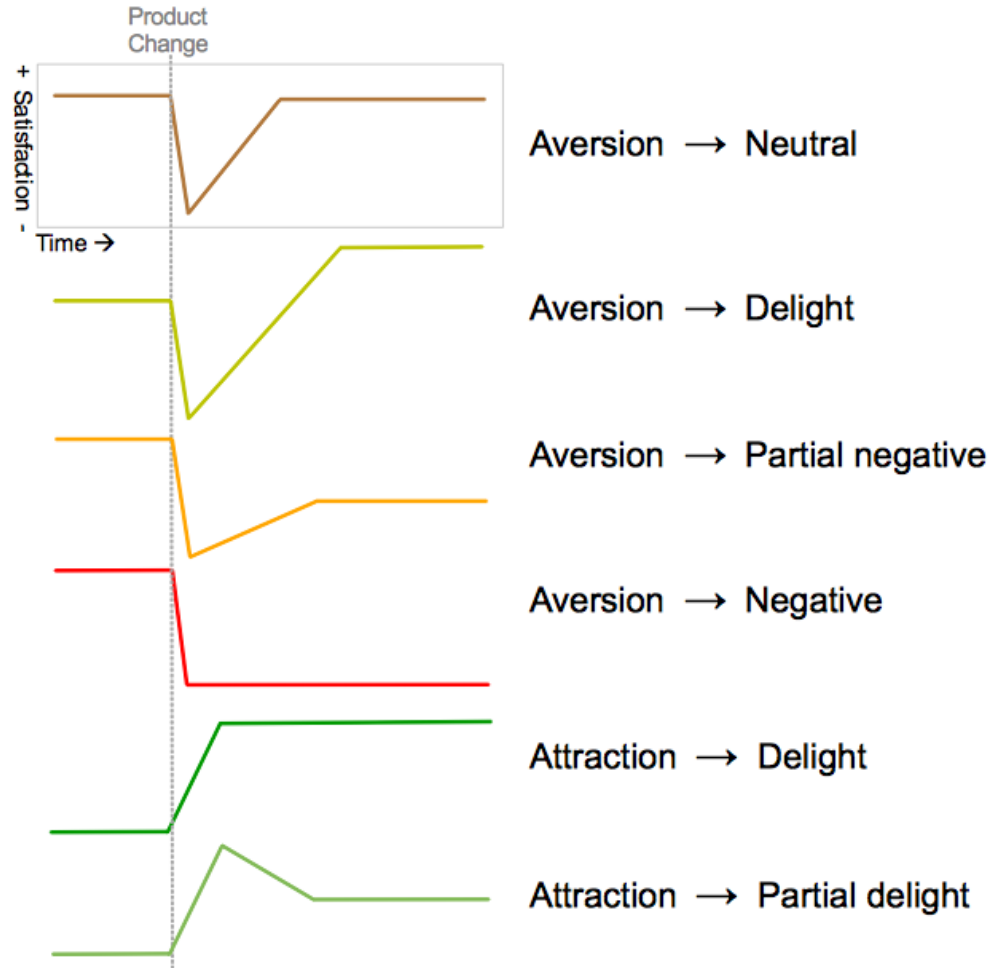
Waste of money

Change for change's sake

You haven't solved any of *my* problems or added new value for *me*

You didn't consult me or ask me

Change Aversion (and Attraction) Patterns



Especially in times of change, users' attitudes may be a more sensitive barometer of experience than their behaviors. While a confusing launch may not cause mass abandonment or even a usage drop, it nonetheless writes a chapter in users' relationships with your product, influencing their attitudes and trust thereafter.

DESIGN
PRINCIPLE

Users make commensurate effort if the rewards justify it.

DESIGN
PRINCIPLE

Imagine users as very intelligent but very busy.

The experts say...

Warn users about the changes

Communicate the nature and value of the changes

Allow users to opt-in to changes

Let users toggle between old and new versions

More user research

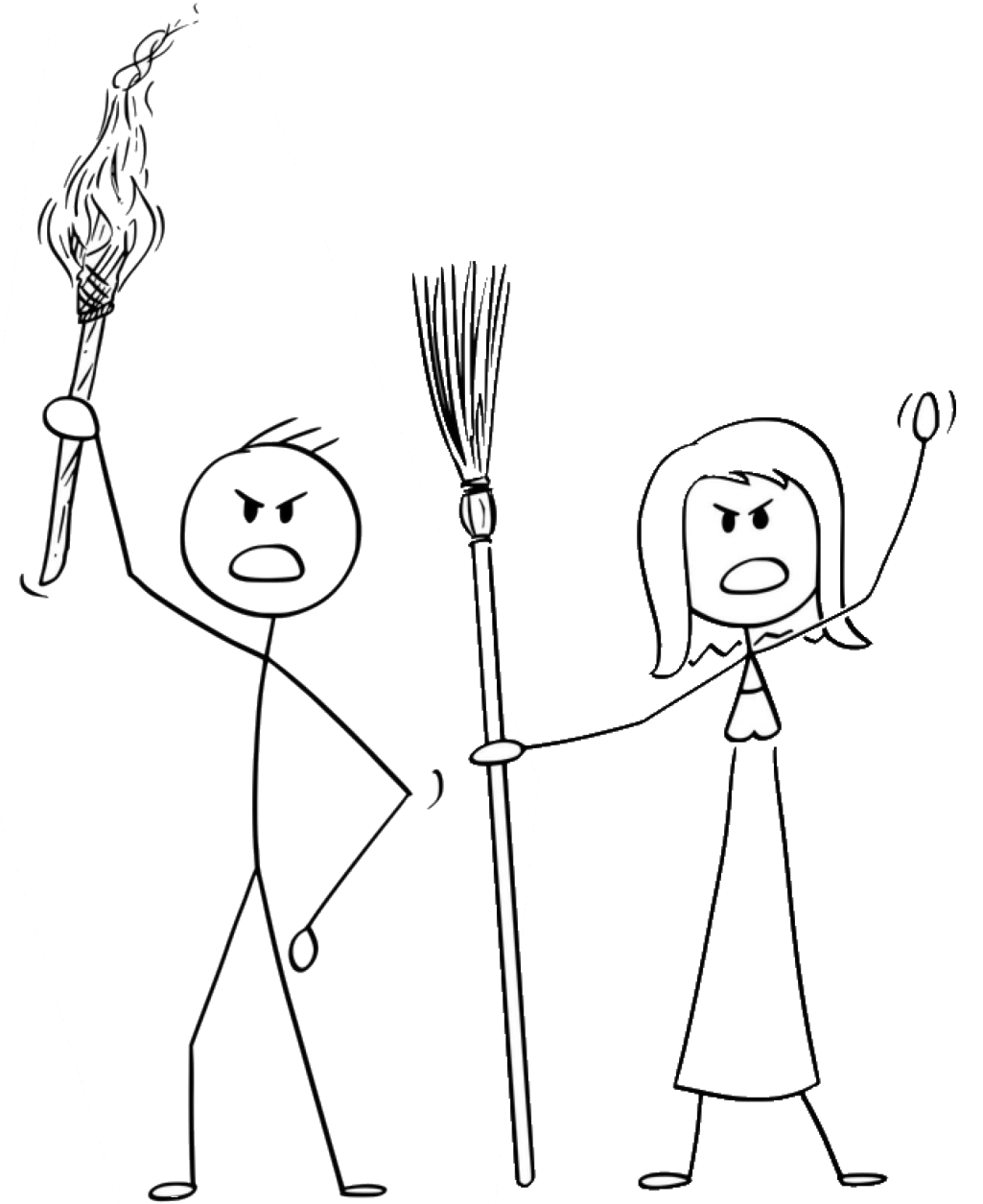
Small incremental changes

Wait to see if the impact is temporary or not

Passionate Patrons

What happens when you try to modernize the user experience of public library online catalogs?

(hint, it's not the books that get burned)



2016

- 17,618 Compliments
- 14,336 Complaints
- 9,293 Suggestions for Features and Improvements

“ sucks

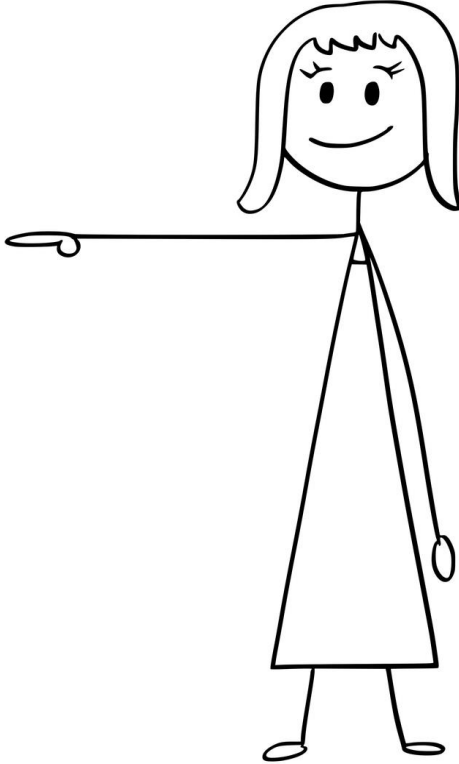
“ You suck

“ My nephew could have made this way better. Waste of money

Case study anyone?

The screenshot shows the 'My Public Library' website interface. At the top, there is a search bar with the text 'Find books, music, movies, and more.' and a 'Search' button. Below the search bar, there are navigation tabs for 'Home', 'My SPL', and 'Explore'. The main content area is titled 'MY BORROWING' and includes sub-tabs for 'Checked Out', 'Holds', 'Fines', 'Recently Returned', and 'Library Messages'. The 'Holds' tab is active, displaying a list of holds for the user. On the left side, there is a sidebar with 'My SPL borrowing' statistics: 'Checked Out (Renew)' with 'Total Items' at 0, 'Holds' with 'Available Now' at 2 and 'All holds' at 4, 'Fines' at \$0, and 'Other'.

Item	Author	Location	Status	Hold Expires in
Feet of Clay	By Pratchett, Terry (Book - 1997) Placed: Jan 30, 2015	Central Library	Ready for pickup	Feb 07, 2015
Reaper Man	By Pratchett, Terry (Book - 2002) Placed: Jan 30, 2015	Central Library	Ready for pickup	Feb 07, 2015
Quiet	The Power of Introverts in A World That Can't Stop Talking By Cain, Susan (Book - 2012) Position: 69 on 75 copies Placed: Jan 30, 2015	Central Library	Not ready for pickup	Expires: Nov 06, 2015
We Were Liars	By Lockhart, E. (Book - 2014)	Central Library	Not ready for pickup	



De-risk the redesign of a highly used (7 million + users) mission critical user experience

Logged in as summer_demo My Settings Help Log Out

My Public Library Find books, music, movies, and more.

Keyword Search Advanced Search

Home My SPL Explore

MY BORROWING Checked Out Holds Fines Recently Returned Library Messages

My SPL borrowing.

Checked Out (Renew)
Total items 0

Holds
Available Now 2
All holds 4

Fines
Fines \$0

Other

Holds

Active Suspended Expired Cancelled

Select: [items 1-4 of 4, none.](#) Sort by: Hold position

Cancel Suspend

	Feet of Clay By Pratchett, Terry (Book - 1997) Placed: Jan 30, 2015	Location: Central Library Status: Ready for pickup Hold Expires in: Feb 07, 2015
	Reaper Man By Pratchett, Terry (Book - 2002) Placed: Jan 30, 2015	Location: Central Library Status: Ready for pickup Hold Expires in: Feb 07, 2015
	Quiet The Power of Introverts in A World That Can't Stop Talking By Cain, Susan (Book - 2012) Position: 69 on 75 copies Placed: Jan 30, 2015	Location: Central Library Status: Not ready for pickup Expires: Nov 06, 2015
	We Were Liars By Lockhart, E. (Book - 2014)	Location: Central Library Status: Not ready for pickup

Validation Test - "First Click"

English Help

My Public Library Keyword Search
 Advanced Search

Home My SPL Explore

My Borrowing at... SPL

Checked Out 6

Manage Holds: **Active** | Suspended Single-click holds is OFF

Sort By: Hold position

1-6 of 6 items Suspend Holds Cancel Holds

	Cooking The Quintessential Art By This, Hervé Book - 2008 Placed: Feb 11, 2015 Expires: Nov 18, 2015	Not ready for pickup Position: 1 on 1 copy Central Library Suspend Cancel Hold
	Travel By Yokoyama, Yuichi Book - 2008 Placed: Feb 11, 2015 Expires: Nov 18, 2015	Not ready for pickup Position: 1 on 2 copies Central Library Suspend Cancel Hold
	A Week at the Airport By De Botton, Alain Book - 2010 Placed: Feb 11, 2015 Expires: Nov 18, 2015	Not ready for pickup Position: 1 on 7 copies Central Library Suspend Cancel Hold
	Wabi Sabi The Japanese Art of Impermanence By Juniper, Andrew Book - 2003 1st ed Placed: Feb 11, 2015 Expires: Nov 18, 2015	Not ready for pickup Position: 2 on 3 copies Central Library Suspend Cancel Hold
	The Great Gatsby By Fitzgerald, F. Scott Book - 2000 75th anniversary ed. Placed: Feb 11, 2015 Expires: Nov 18, 2015	Not ready for pickup Position: 9 on 47 copies Central Library Suspend Cancel Hold
	The Goldfinch By Tartt, Donna Large Print - 2013 Large print edition Placed: Feb 11, 2015 Expires: Nov 18, 2015	Not ready for pickup Position: 22 on 32 copies Central Library Suspend Cancel Hold

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Sort By: Hold position

1-6 of 6 items Suspend Holds Cancel Holds

	Cooking The Quintessential Art By This, Hervé Book - 2008 Placed: Feb 11, 2015 Expires: Nov 18, 2015	Not ready for pickup Position: 1 on 1 copy Central Library Suspend Cancel Hold
	Travel By Yokoyama, Yuichi Book - 2008 Placed: Feb 11, 2015 Expires: Nov 18, 2015	Not ready for pickup Position: 1 on 2 copies Central Library Suspend Cancel Hold
	A Week at the Airport By De Botton, Alain	Not ready for pickup Position: 1 on 7 copies Central Library Suspend Cancel Hold

Validation Test - “First Click”

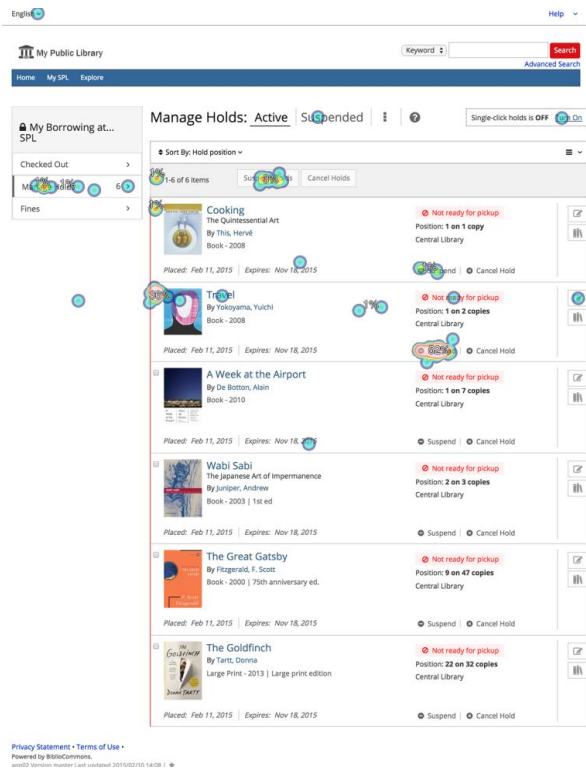
The screenshot shows the 'Manage Holds' interface for a library. The page title is 'Manage Holds: Active | Suspended'. The 'Single-click holds is OFF' toggle is set to 'On'. The page displays a list of 6 items, with the first four visible. Each item has a 'Suspend' button highlighted with a blue circle. The items are:

Book Title	Author	Position	Actions
Cooking: The Quincentennial Art	By This, Hervé	Position: 1 on 1 copy	Suspend, Cancel Hold
Travel	By Yokoyama, Yuichi	Position: 1 on 2 copies	Suspend, Cancel Hold
A Week at the Airport	By De Botton, Alain	Position: 1 on 7 copies	Suspend, Cancel Hold
Wabi Sabi: The Japanese Art of Impermanence	By Juniper, Andrew	Position: 2 on 3 copies	Suspend, Cancel Hold
The Great Gatsby	By Fitzgerald, F. Scott	Position: 9 on 47 copies	Suspend, Cancel Hold
The Goldfinch	By Tartt, Donna	Position: 22 on 32 copies	Suspend, Cancel Hold

5 Tasks like:

“You are going on vacation and need to suspend some of your upcoming holds. Where would you click to do that?”

Validation Test - "First Click"



393 people participated and

338 (86%) of those people completed all 5 tasks

Validation Test - “First Click”

“too many buttons all saying the same thing in different ways”

“It took me a while to notice there was a separate list for suspended holds”.

“I really like the new icons allowing one-click cancel and suspend of holds (if that isn't new, then the old interface didn't make it obvious).”.

Moderated User Test

12 Participants

1 hour sessions over remote screen sharing

Live demo server

We asked them to: “Walk us through how you normally work with your checked out and holds”

Moderated User Test

10 women, 2 men

1 TechMaster, 1 TechSavvy, 10 TechTimid

1 Master Borrower, 1 Frequent Borrower, 10
Occasional

Navigation, concepts, accomplishing tasks

Moderated User Test

“This to me is simple, focused, direct...I like it”

“I want as much information as reasonably possible”

“I can't even visualize how that works...either pause or suspend.
What happens to my book?”

“That to me seems clunky...I would think that if I click cancel it
should just cancel it”

“That would be like you're holding my hand too much”

Opt-in Live Beta Test



NAVIGATION [Checked Out](#) [Holds](#) [Fines](#)

We are redesigning the Borrowing Pages. Would you like to preview the new design? [No Thanks](#) [Yes, I'll preview it](#)

▼ My JCL borrowing.

Checked Out (Renew)

Holds

Single-Click Holds is **ON**  [Turn OFF](#) 

Active | Suspended

Opt-in Live Beta Test



1 Week Later:

11,390

Feedback responses

Opt-in Live Beta Test

“I love it! It is very clear and easy to read. I like the feature that let's you know how many days are left for the pick up, very handy, indeed!”

“I like that you provide the number of days remaining until the due date - very helpful!”

“NOPE.
NOPE NOPE NOPE NOPE
NOPE.”

Opt-in Live Beta Test

Preliminary findings:

- Lexicon: do customers relate to our words? Pause vs. Suspend
- We missed a feature - on order titles were missing
- Navigational cues were not found
- Colors / aesthetics - not 'colorful enough', 'stark'
- Days remaining vs. full dates - split on preference

Broad Conclusions

- Interesting split between people who feel that they want 'all the data' so that they could manipulate it and people who appreciated that we were trying to provide them with just what they needed at the time
- ***Breaking habits is challenging.*** There's ***strong resistance to change*** and ***well worn paths are more comfortable than discovering new ones***
- Library patrons are eager to share their opinion and seem to feel deep ownership of the experience

↑ 24 I really, really hate Bibliocommons. And no, it's not because I reflexively dislike change - I dislike poor site design. (self.Librarles)
↓ submitted 6 years ago * by [deleted]

[deleted]

Fair is fair: I initially disliked your new format, but have noticed over time that you've made improvements that greatly simplify the on-line borrowing experience.

Example: Particularly like the information block for items checked out - the layout is crystal clear. The hold system is also somehow simpler. Or maybe I'm such a dunderhead that I gradually (or unwittingly) got the hang of it through some warped default progression.

It wouldn't be the first time. But if this turns out that you have been upgrading/tweaking all along: Thank you. Things are good on this site. You've done a nice job.

- KCLS Patron

Thank you.

ilowlife@gmail.com

Referenced websites

- June Li – LinkedIn post regarding RBC redesign (2016)
 - <https://www.linkedin.com/pulse/new-rbc-online-banking-ui-user-friendly-june-li/>
- Google Ventures Change Aversion article
 - <https://library.gv.com/change-aversion-why-users-hate-what-you-launched-and-what-to-do-about-it-2fb94ce65766>
- UX Psychology substack, plus linked references
 - <https://uxpsychology.substack.com/p/why-do-people-hate-redesigns>