

who

should be **responsible** for

user experience?



hello

I'm **Andreea Popescu**.

I'm a curious and empathetic **UX Designer** & **UX mentor** at Ascom & Stefanini.

I'm passionate about neuroscience, nature photography, reading, and hiking.

@andreea_popescu on Twitter and Medium.

agenda

- introduction
- process
- empathy
- reponsability

introduction

history

4000 BC: feng shui and the importance of space.



500 BC: Hippocrates described how a surgeon's workplace should be set up.



1940s: Toyota factory workers on the assembly line gave feedback to improve the process.



Early 1900s: Frederick Winslow Taylor and optimising the relationship between humans and their tools.



1966: Walt Disney: wear your guest's shoes, communicate with colour, shape, form and texture.



1984: the original Macintosh was released - Apple's first mass-market PC featuring a graphical UI and mouse.



2019+: history in the making



1995: Don Norman gives User Experience Design a name.



“I invented the term because I thought human interface and usability were too narrow: I wanted to cover all aspects of the person’s experience with a system, including industrial design, graphics, the interface, the physical interaction, and the manual.”

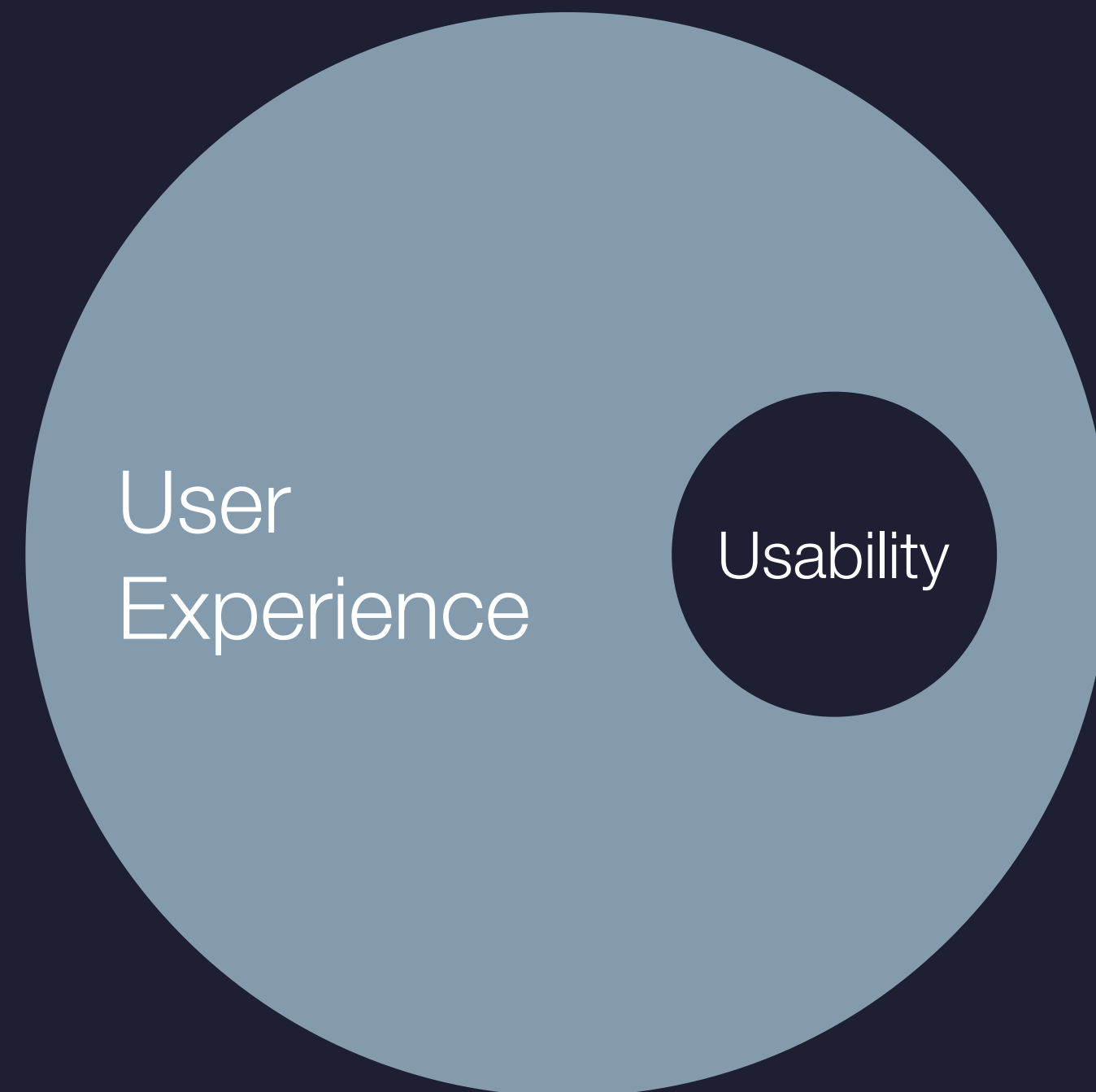
Don Norman, NNGroup

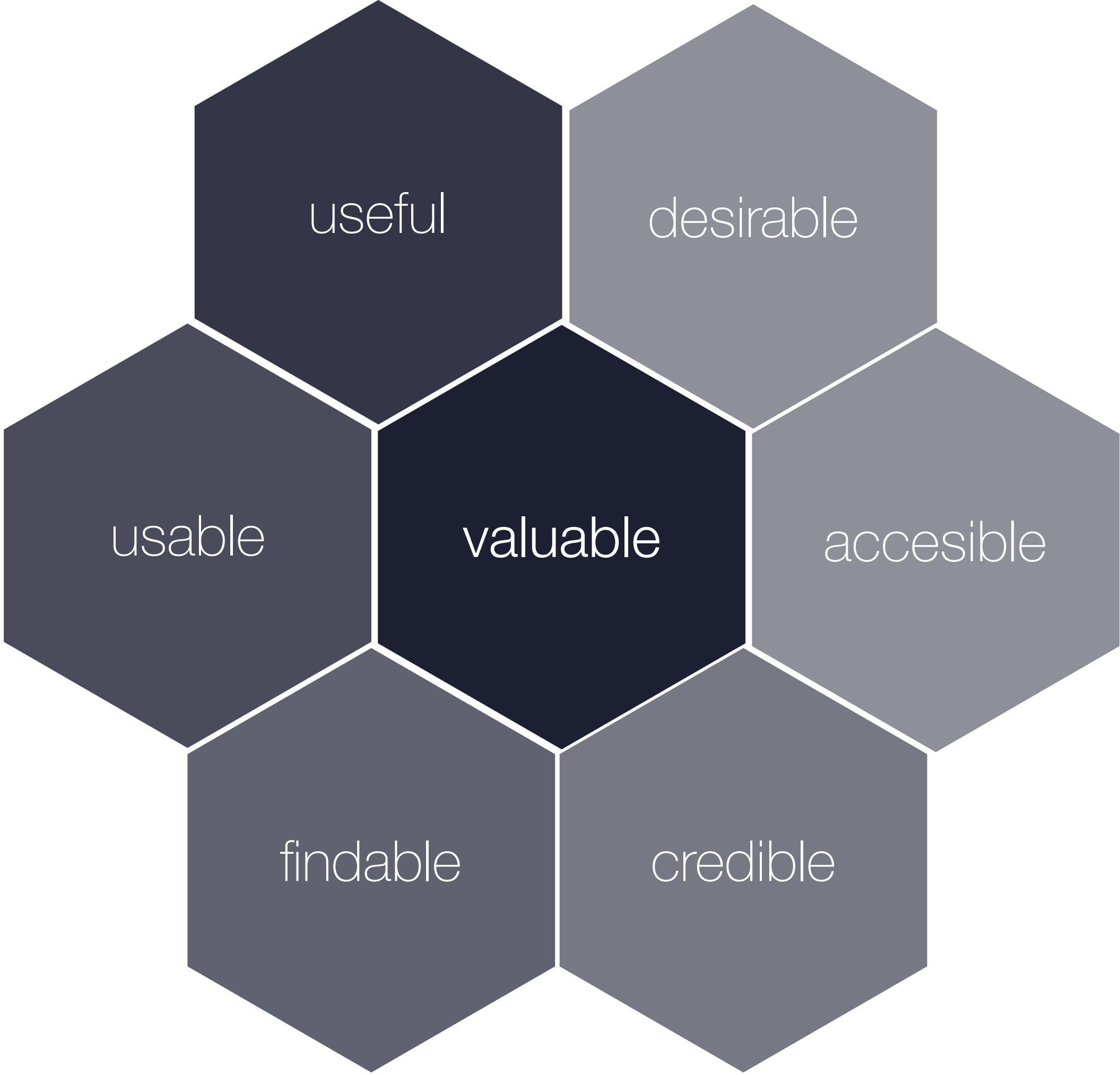
what?

“**UX** focuses on having a deep understanding of users, what they need, what they value, their abilities, and also their limitations.”

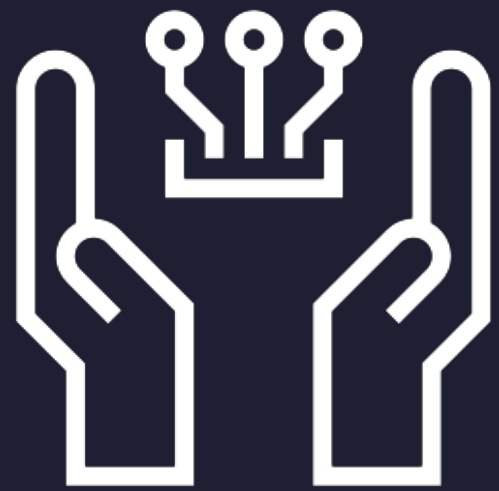
(usability.gov)

User
Experience \neq Usability





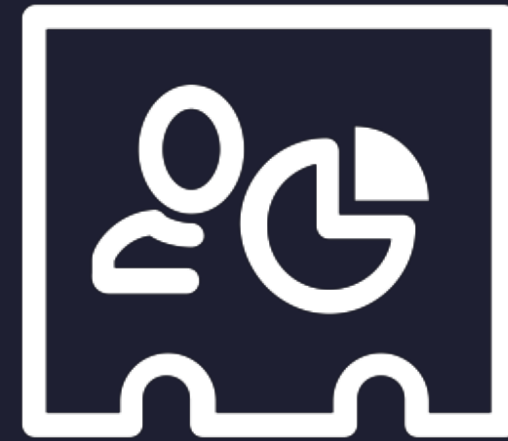
process



1 Understand



2 Research



3 Analyse



4 Design



5 Validate



Understand

- **stakeholders interviews:** insights about their goals;
- **create value proposition:** maps out the key aspects of the product;
- **concept sketching:** early mockup to reflect the idea of the product;
- **project kick-off meeting:** key players together to set proper expectations both for the team and stakeholders.



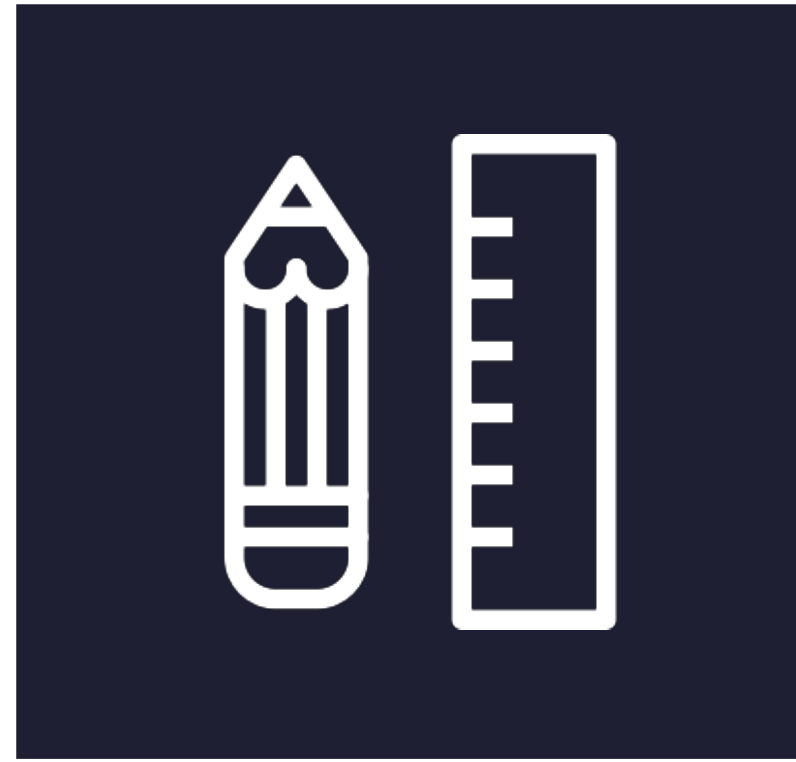
Research

- user research (interviews, shadowing, ethnographic studies, surveys etc.): good understanding of the users;
- **consulting research materials:** statistics, analysis, reports, testimonials;
- **competitive research:** a comprehensive analysis of competitor products, and existing features in a comparable way.



Analyse

- **user profiles:** a collection of data from analytics about representative users;
- **personas:** “a precise description of our user and what he wishes to accomplish.” (Alan Cooper, 1999, p.123);
- **customer journey:** a visual representation of customer's interaction with your product, service or organization.
- **empathy map:** a visual collaborative tool that can help the team to better and deep understand what the end-user wants and needs.



Design

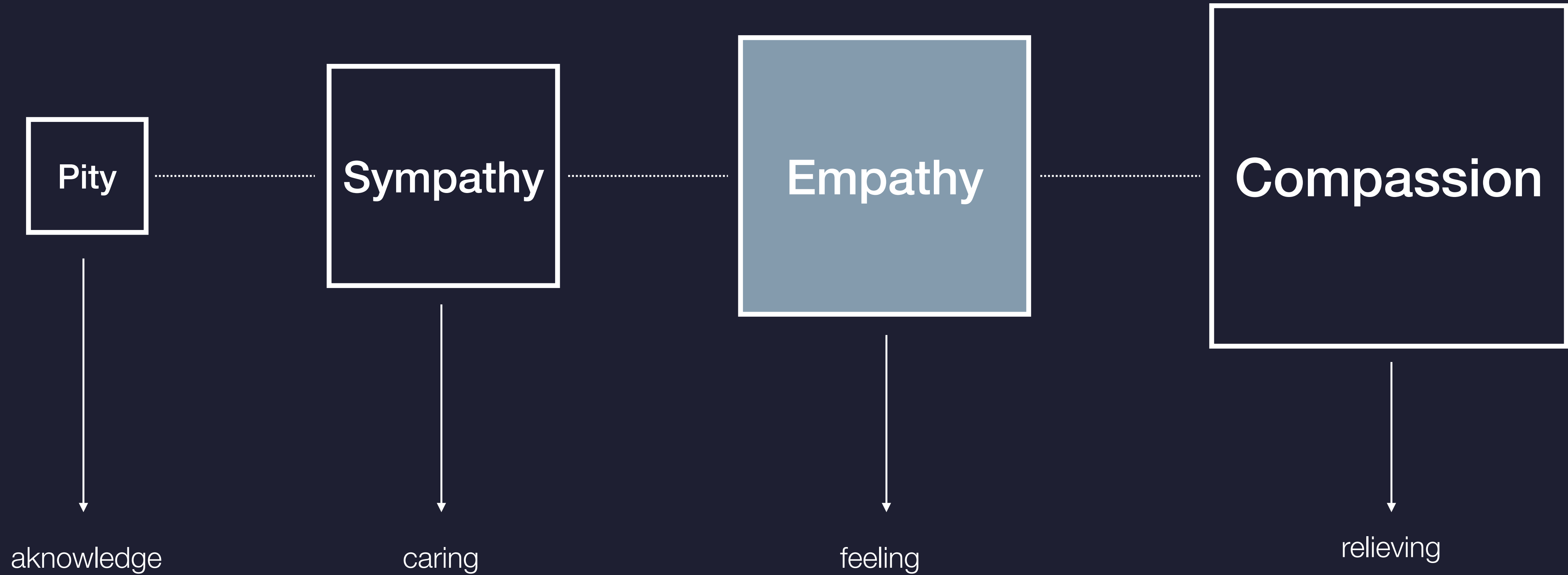
- **sketching:** hand-drawing;
- **wireframes:** a visual guide that represents the page structure;
- **prototypes:** a simulation of the product, commonly using clickable wireframes.



Validate

- **usability testing:** is the practice of testing how easy a design is to use on a group of representative users. It is often conducted repeatedly, from early development until product release.

empathy



“**Empathy** is at the heart of design. Without the understanding of what others see, feel, and experience, design is a pointless task.”

Tim Brown, Ideo

responsability

e.g.: *As a developer, I want to review a clean code, so that I will do my job easier and I will not be pissed off.*

... so, UX is not just in software or hardware, is everywhere, and we are all responsible for it.

thank you :)