UX IN BUSINESS — IMPROVING YOUR PROCESS

This manifesto was created to advance the level of UX maturity within a company. Designers are often grouped together regardless of their expertise, and companies do not always accept the value of UX design as a discipline. This manifesto highlights aspects of UX that are unique to the field. By incorporating these in the process, the quality of the user experience can be elevated.

A

Good UX results from a deep understanding of the activity and the user

Experiences are heavily dependent on the circumstances that generate them, such as the users' emotion and the time frames of the interaction. As such, good experiences result from empathising with the subtleties that define the experience.

B

Good UX results from a user-focused mindset across the entire organisation

Experiences are influenced by elements beyond the specific interaction with the product/service. This includes indirect results from decisions made by the business, e.g. the company's values and ethics. By making decisions with the user in mind, a more holistic experience emerges.

C

Good UX results from a combination of creating and researching

Design artifacts are used to research the assumptions and intentions of the designers, which are often created iteratively. Only through a combination of creation and evaluation, one can understand the implications of one's design decisions.

D

Good UX values process over the end results

UX is not just about delivering instant results, but also about creating a reliable foundation for something greater. Having a proper foundation increases the momentum of the process and the odds for success.

E

Good UX results from being close to reality

Evaluating UX in a laboratory is not how it should be performed. While this generates valid insights for that context, it is not necessarily representative of real world use, which cannot be holistically captured in a lab setting. Genuine insights should be captured with representative users in a representative setting.

F

Good UX results from an emphasis on creativity

While value can be brought to users through different means, providing the user with a unique experience can help to solve problems they may have, in a way nobody else attempted. Setting yourself apart from other brands is also valuable for the business itself.