② User Experience - Focus on user and all else would follow

→ Experience of the UX team @ Google.

(i) Bottom up Ideas culture
(ii) data driven engineering approach
(iii) fast, highly iterative web dev cycle
(iv) global product perspective of design for multiple countries.

→ UX team aligns with
- Search
- Commute

Applications

→ skills in Interaction Design, visual Design, user research, Web development, tech writing
→ located @ multiple places

① B/U ideas :- great ideas can come from anyone; 20% time - spend on their passion /not related to primary work area;

→ Google News, Google Trends, → 20% time o/p

↳ more of a Dev. idea than User Need.

UX teams support only for those ideas that mature

" Engineers with Empathy to Users, to draw from lives of our users"

→ Life of a User Trinity

→ Field Fridays

→ New Googlers → Nooglers
  Life of a user   Training + Tech Training   →(

  → user Centered Design, useful res. methods

→ Field Friday — attend studies to connect
  with everyday problems / user delight.

→ Internal Design Standards can be adopted
  wherever
  UX team maintains a knowledge base [ux kb]

Data Driven App:
  → Server perf monitored via metrics / dashboard
  → Web Analytics — important research method
? products are being used
  ? is working ^ not working

→ growth in # (users) active
        → usage ↓ during a time period
          (7 days)

actuals :- Sev. times / day To one / month

     ∴ Variable period for any blogger

→ A/B testy with random users
"gather lot, of data in short time"

→ let exp run for a while to get both
initial + settled effect.

web Analytics- whats Happening But not why
want. Analysis   Qualitative
? Contextual factors that drive user behaviour
    ⇓ In depth process with a recruited
ut   land like why

→ ③ How we work:- Rapid Web Development cycle
→ Desktop s/w → Annual update
→ Internet → updates more early

→ agile testing - Guerilla Usability Testing
→ "limited #(Uses) hijacked from Google Cafeteria
@ Short notice

→ live instant managing b/w Moderator and
observer during lab testing.
→ redesign within a single session possible.

→ ④ How we work:- Global Audience.

→ challenge of localization @ layer scale
→ most products dep on local content
(maps, search, ...)
∴ Global UX challenges (study) that are unig

(x̄) UX teams — localization (l10n)
internln Engg (i18n) teams

→ finance sector — local variations ↓.
credit card (US) ✓ Germany — Debit card

Manchester { UK ?
               US

HH → Germany — Hamburg.

→ globally diverse UX team with local
awareness