

② User Experience- Focus on User
and all else will 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

Commerce

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 users; 20% time - spend on their passion / not related to primary work areas;

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

↳ more of a Dev. idea than User Need.

UX team's support only for those ideas that mature

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

→ Life of a User Journey

→ Fixed Fridays

- New Googlers → Nooglers
- Life of a user Training + Tech Training
- user Centred 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.kit)

- ③ 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 once/month
- i. Variable period for any blogger

- A/B Testing with random users
- "gather lots of data in short time"

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

Web Analytics — what's happening But not why
Quant. Analysis Qualitative

? contextual factors that drive user behavior
↓
In depth process with a recounted part to understand the why.

→ (3) How we work:- Rapid Web Development Cycle
→ Desktop s/w → Annual update
→ Internet → updates more easy

→ agile testing - Guinness Usability Testing
→ "limited # (uses) hijacked from Google Calendar @ short notice

→ live instant managing b/w Moderators and observers during lab testing.
↳ redesign within a single session possible.

→ (4) How we work:- Global Audience.

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

(X) UX teams — localisation (110n)
internl Engg (118n) team

→ France selects — local variations of credit card (vs) ✓ Germany — Debit card ✓

Manchester ← UK ?
vs

HH → Germany — Hamburg.

→ globally diverse UX team with local awareness

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