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A night photograph of a city street. In the foreground, there's a blurred view of a bus stop or a similar structure. In the background, a large billboard stands prominently. The billboard features the text "In design we trust" in a large, sans-serif font. The scene is lit by streetlights and other ambient city lights, creating a bokeh effect with many small, out-of-focus light spots.

In  
design  
we  
trust

# User Experience Design

MCR Digital

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## Who are we.



**Mike**



**Jack**



**Luke**

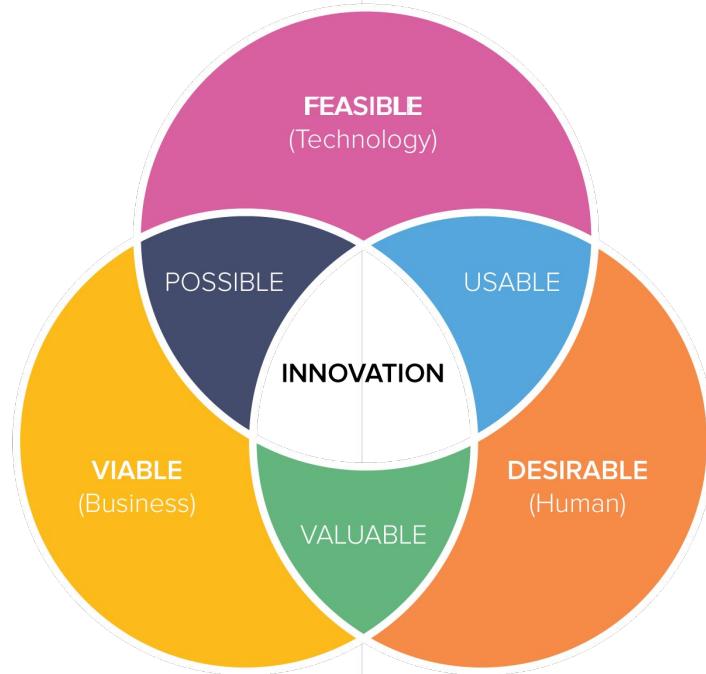


**Nat**

“

**Anyone can approach the world like a designer. Creativity isn't the capacity to draw or compose or sculpt, but a way of understanding the world.**

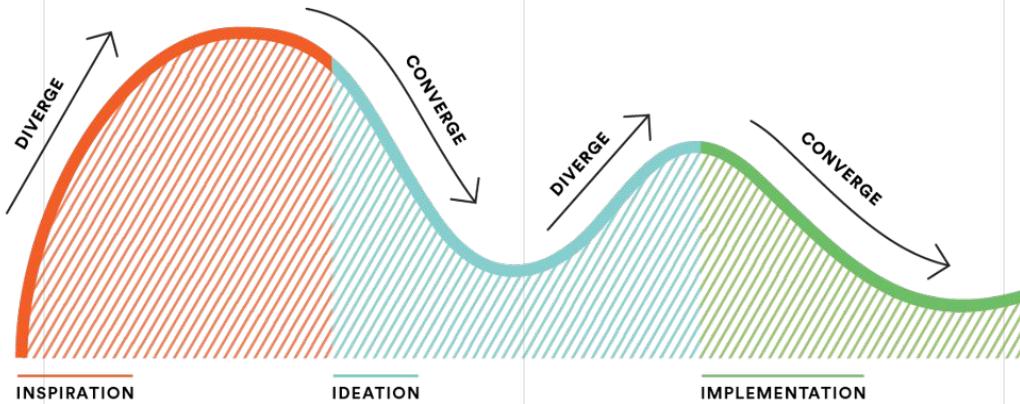
**David Kelley, IDEO**



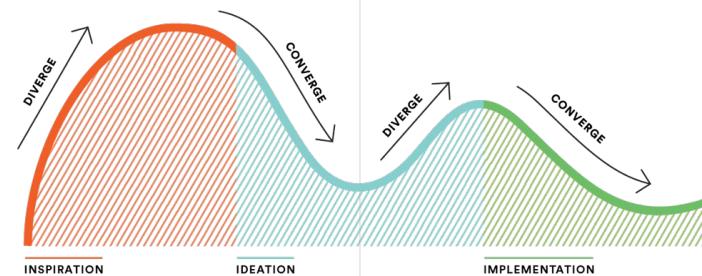


**User Experience Design (UX) is**

**The process design teams use  
to create products and services  
that provide meaningful and  
relevant experiences to users. It  
places humans at the centre of  
the design process.**



# Inspiration.

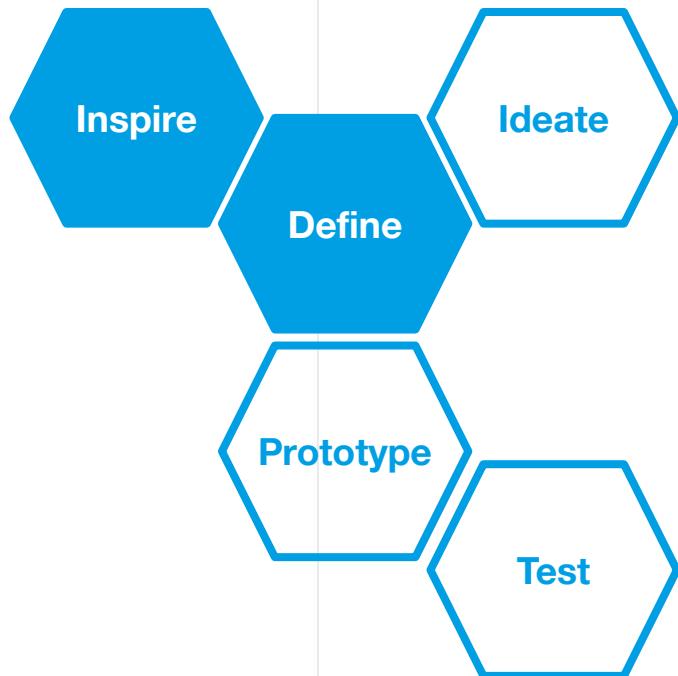


“

**People don't want to buy a  
quarter-inch drill. They want a  
quarter-inch hole!**

Theodore Levitt

## User Research



**Understand the people  
we are designing for.**

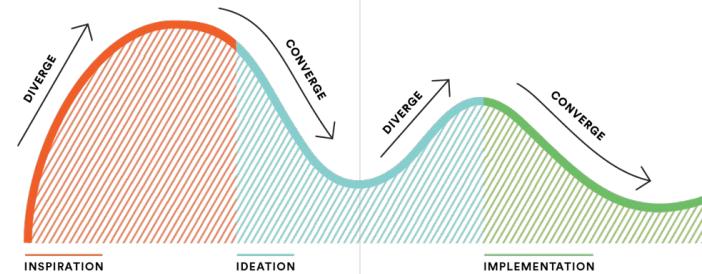
**Discover their problems.**

**Design to solve these  
problems.**

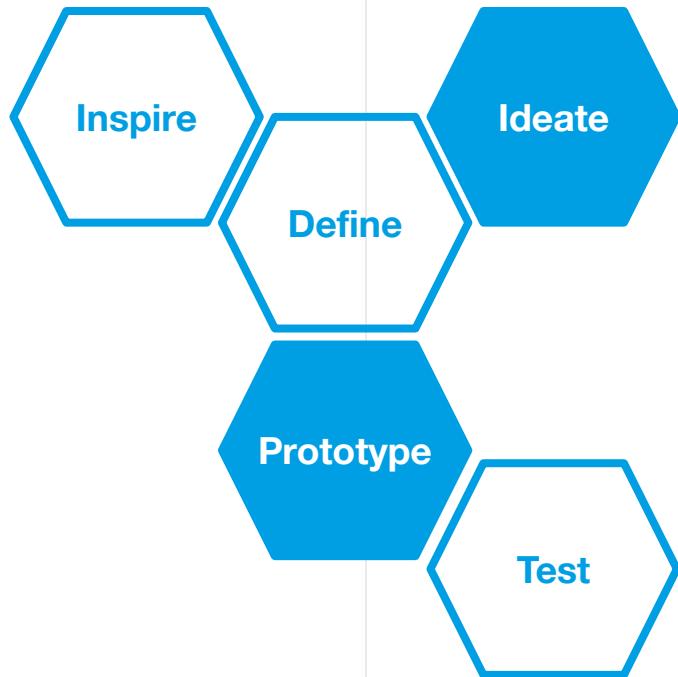
## User Research



# Ideation.



## Ideation

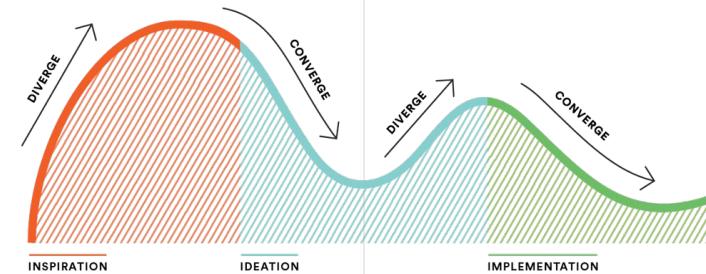


Share.

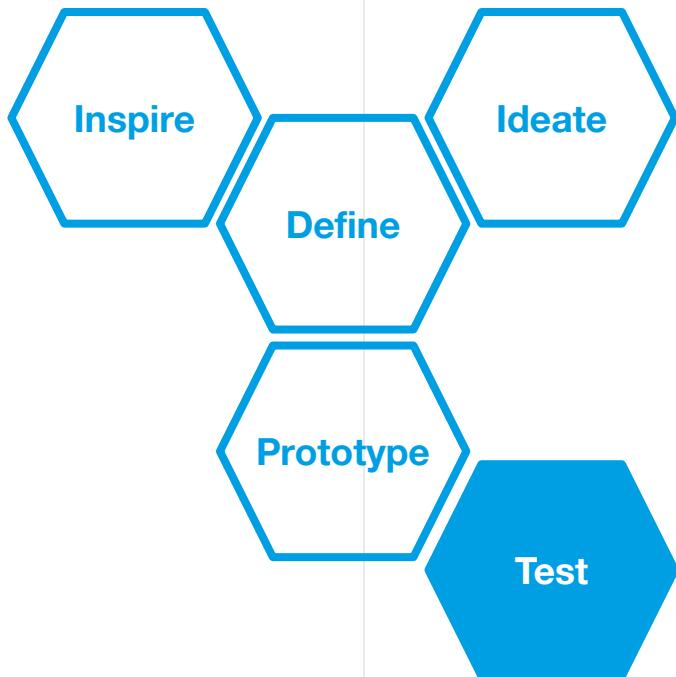
Ideate.

Prototype.

# Implementation.



## Testing



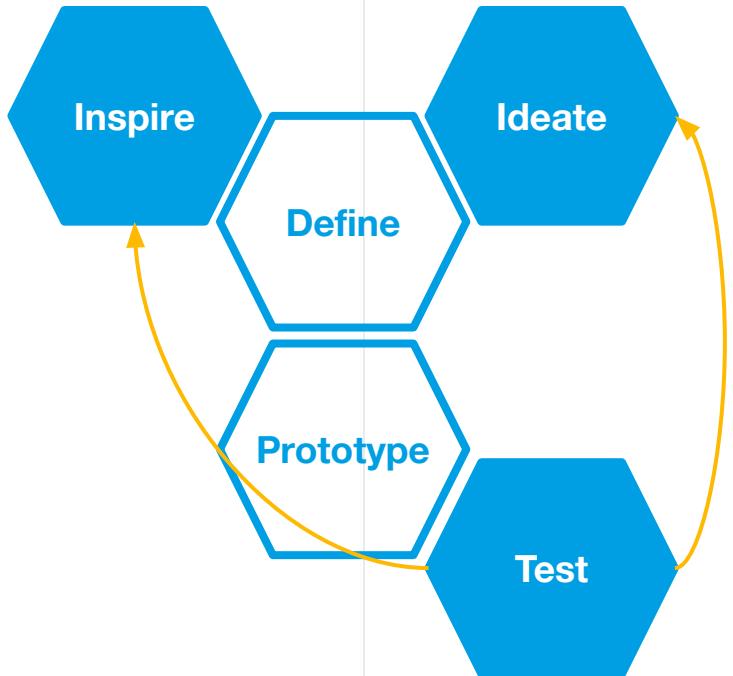
Time to get your **great idea** out and  
into the world!

Whether you're trying **change a community's behavior** or **increase the adoption of a service** there's **always something to look for.**

Determine the ways that you'll **measure progress** and **achieve success** in your solution.

**Everything** is tested.

## Iterate



**Testing, getting feedback, and iterating** will give you a stronger solution before you launch to a wide audience.

**Don't worry!**

**Even the best get  
it wrong.**





Let's Take a  
Chill Pill.

# UX Workshop.



**Grab a pack...**



**Pencil**

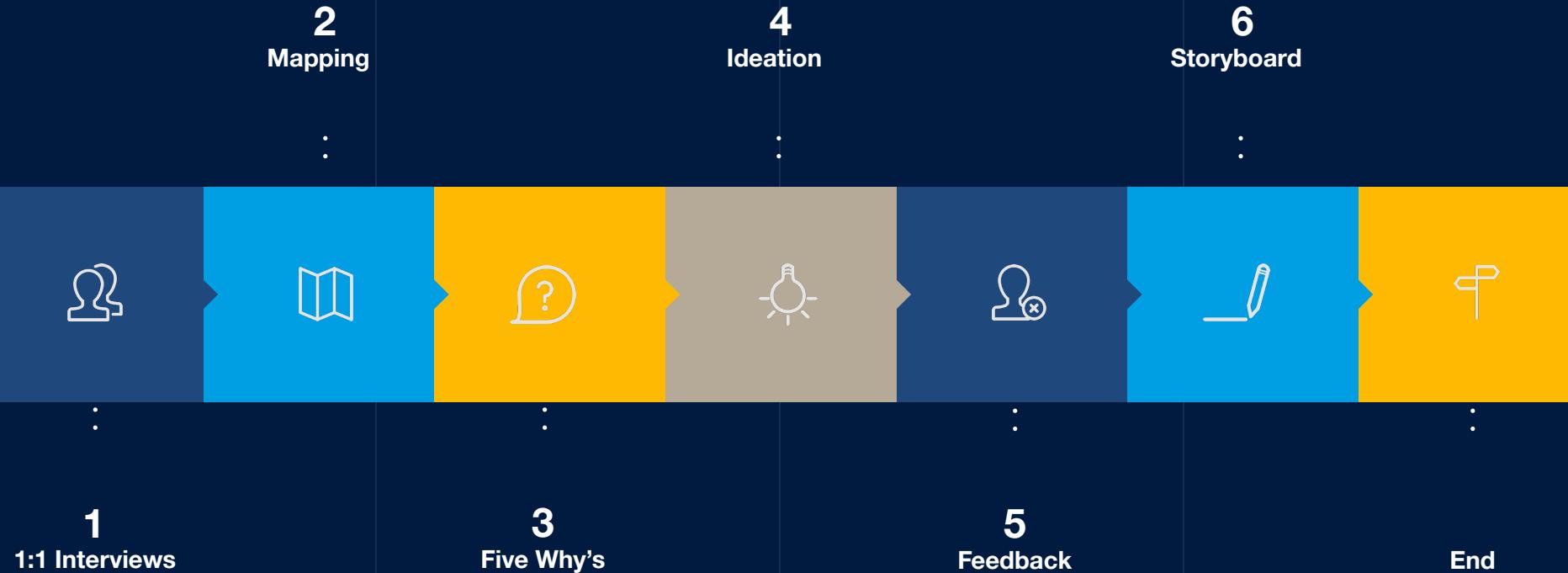
**Drawing Pen**

**Writing Paper**

**Post It Notes**

**Journey Map Template**

**Storyboard Template**



In taking a design thinking approach you will

**Improve the life of  
somebody else in  
this room.**

By ...

Designing their  
morning  
commute.

01

# Interview.

Buddy Up

Describe your morning commute  
from waking up to arriving at work

Swap

You have 3 minutes each

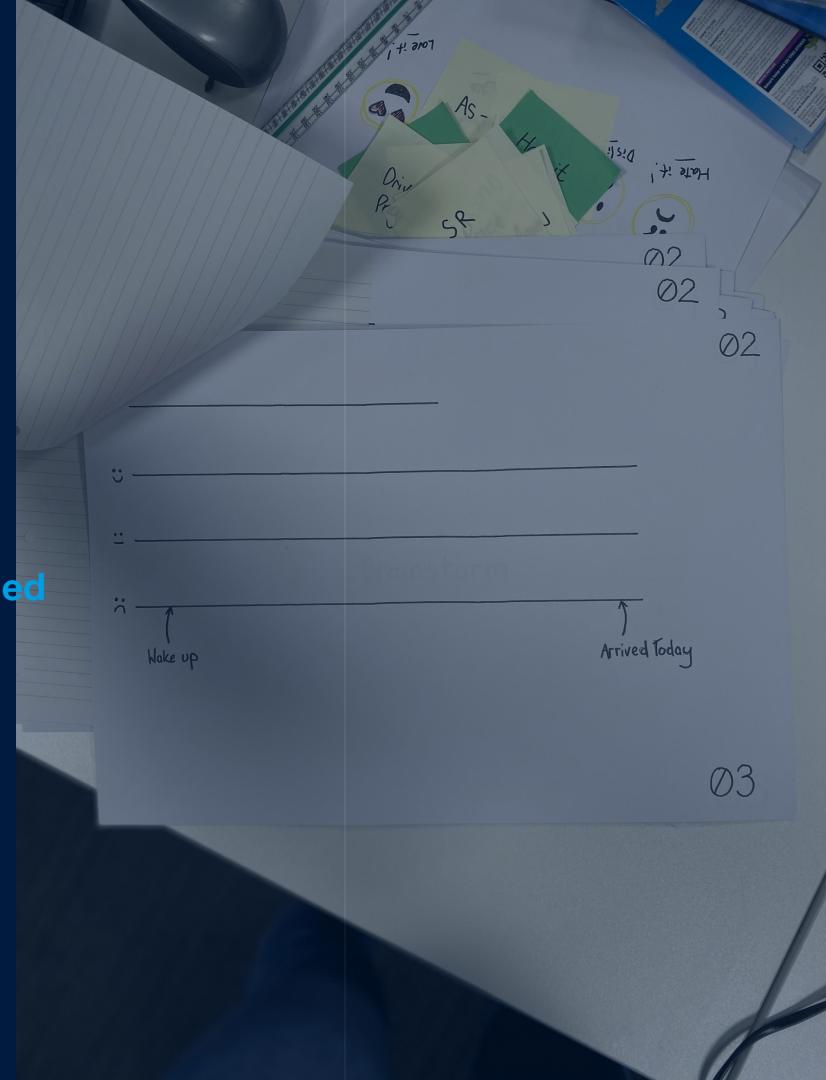
02

# Map.

Using the template provided

Map the key stages of  
your buddies journey

You have 5 minutes



03

03

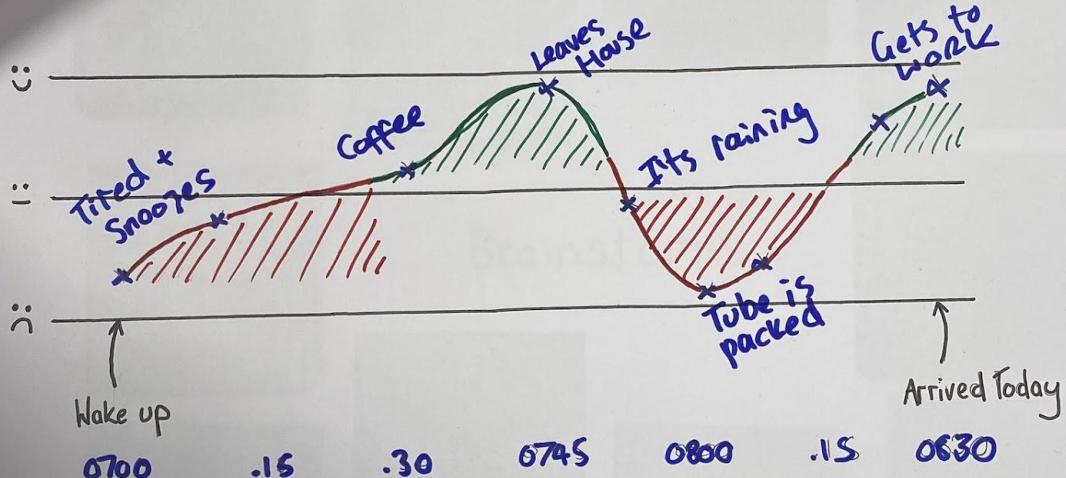
# Understand.

**At each problematic stage of your buddies journey, uncover the root cause and feelings behind this**

**Use the “five whys” technique**

**You have 3 minutes each**

## Luke's journey to work



- Went to bed late
- Still dark outside

- Didn't check weather
- Quickest walk to station
- Did not have free time
- Rush hour on tube

03

04

# Ideate.

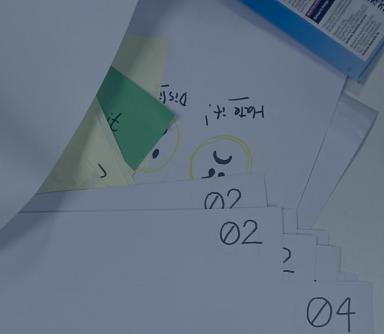
Brainstorm ideas for improving your  
buddies morning commute

Go wild! With ideas

You have 5 minutes

Brainstorm

05



05

# Test.

Share your ideas and get feedback  
from your buddy

You have 8 minutes

Wake up earlier

Do yoga at 6am to relax

Get a later tube

Eat break at work

Don't get the tube

Walk from home

Walk to work

Cycle to work

Get the bus

Get a taxi

Brainstorm

05

..

05



Lets Take  
Another  
Chill Pill.

06

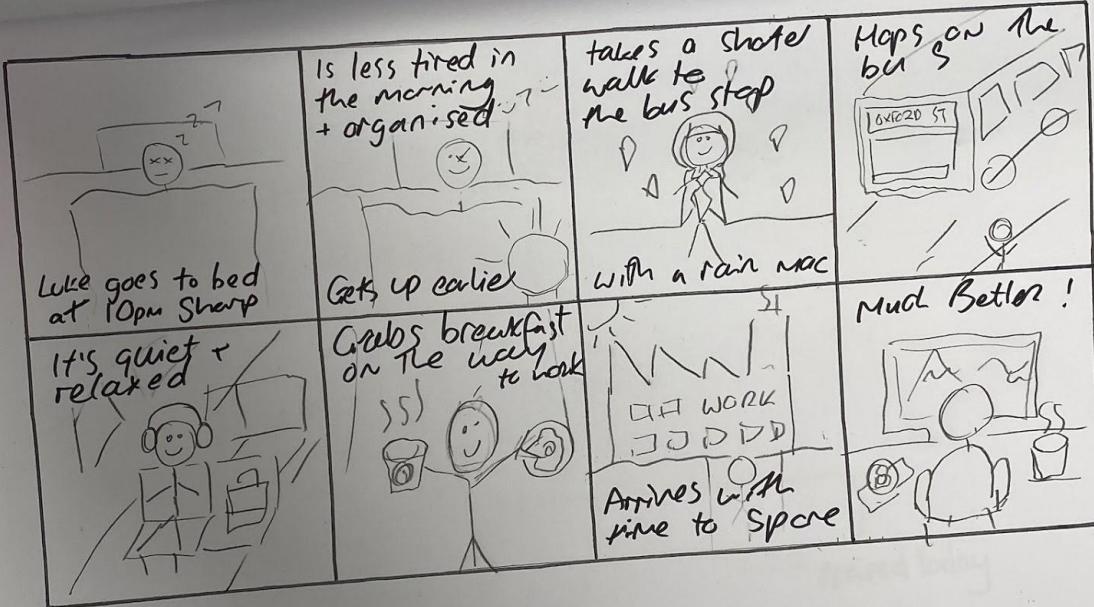
# Storyboard.

Draw out your grand concept for improving your buddies morning commute on a storyboard

You have 10 minutes



06



07

# Curveball.

Micro-sustainability challenge  
“How might we...”

Put into practice your skills:

- Understand
- Define
- Ideate
- Prototype
- Test

## Further resources

<https://www.designkit.org/>

<https://www.designbetter.co/books>

<https://www.interaction-design.org/>

<https://lawsوفux.com/>

# Thank You

