



What is UX?

"In all situations where bad design decisions were made, people lacked some information that would have helped them make the right decision."

- Jared Spool

What is UX?

"Reducing a product's definition to a list of features and functions ignores the real opportunity—orchestrating technological capability to serve human needs and goals."

- Alan Cooper

What is UX?

The term “User Experience” was popularized by **Don Norman**, who coined the term User Experience Architect as his job title at Apple in the 1990’s.



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Norman's 1988 book *The Design Of Everyday Things* posits that although people blame themselves when technology fails,



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the fault lies in the lack of **intuitive guidance** that should be present in design.



What is UX?

Norman cofounded the Nielsen Norman Group (nngroup.com) with fellow usability expert **Jakob Nielsen** in 1998.



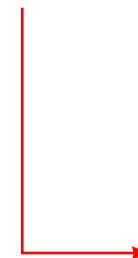
nngroup.com

What
UX
is not.

— UX IS NOT UI —

HOW UX IS TYPICALLY SEEN

- Field research
- Face to face interviewing
- Creation of user tests
- Gathering and organizing statistics
- Creating personas
- Product design
- Feature writing
- Requirement writing
- Graphic arts
- Interaction design
- Information architecture
- Usability
- Prototyping
- Interface layout
- **Interface design**
- **Visual design**
- Taxonomy creation
- Terminology creation
- Copywriting
- Presenting and speaking
- Working tightly with programmers
- Brainstorm coordination
- Design culture evangelism



What UX is not.

— UX IS NOT UI —

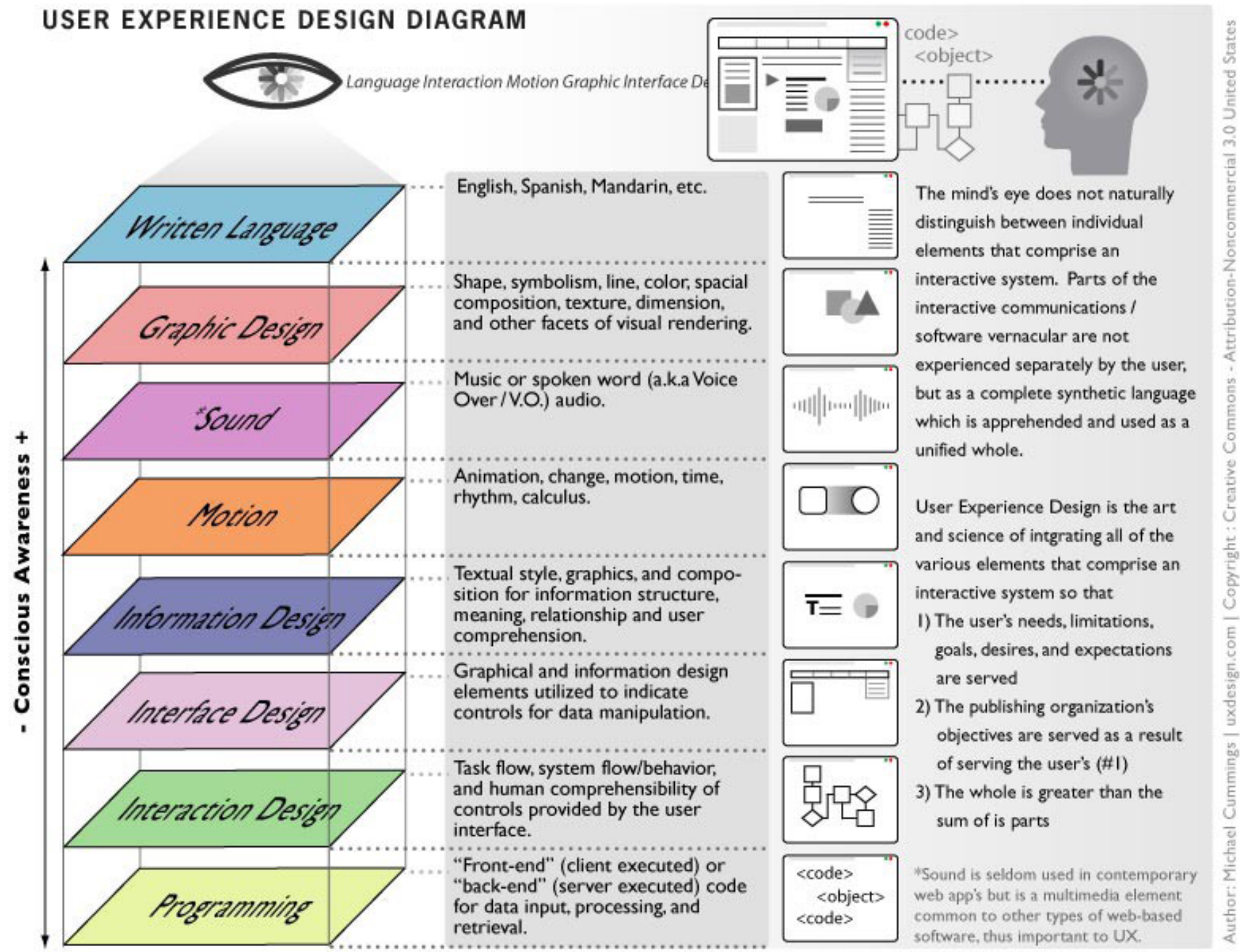
HOW UX WANTS TO BE SEEN

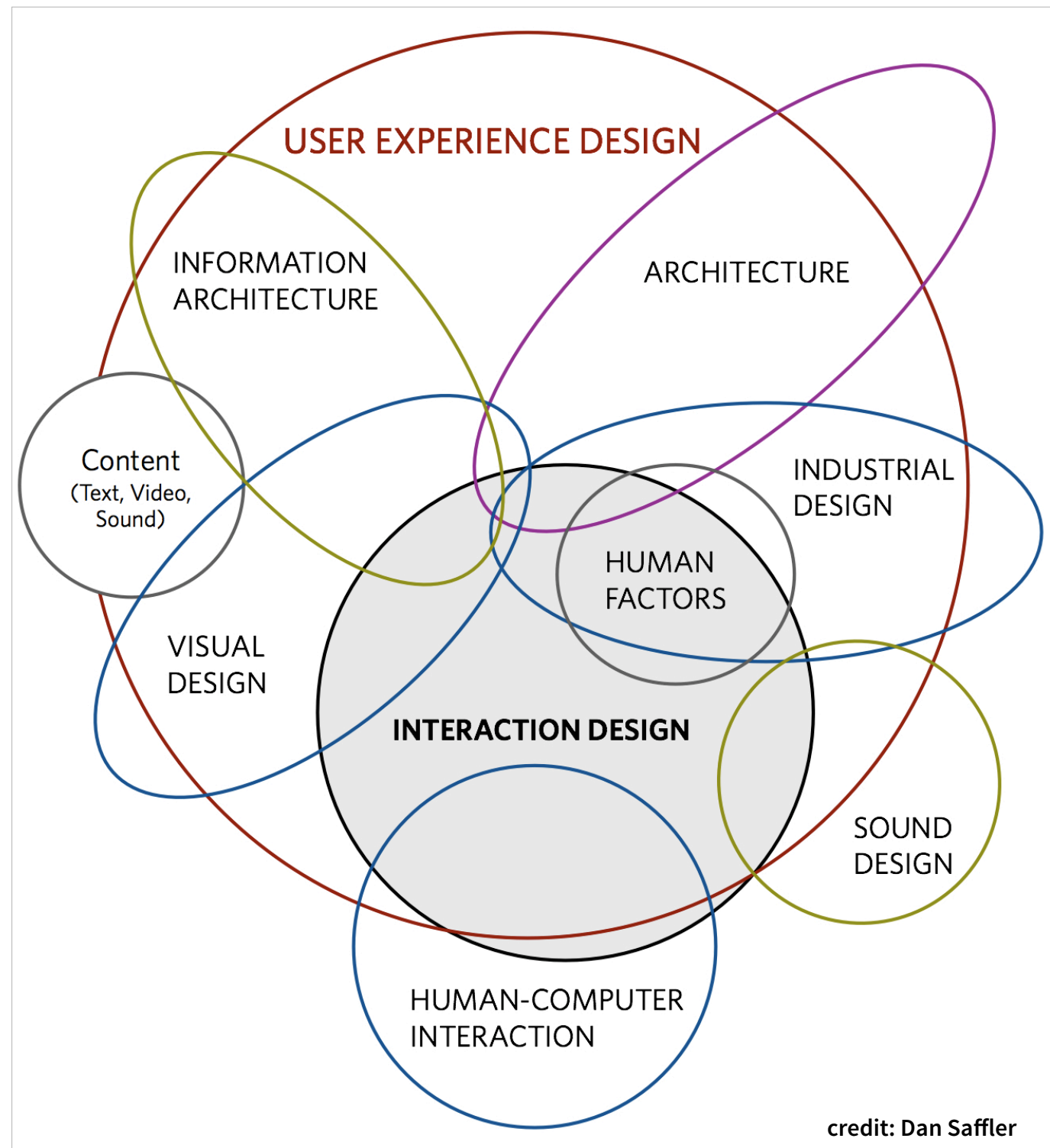
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USER EXPERIENCE DESIGN DIAGRAM





What is UX?

What do these have in common?

What people problem are we solving?

How do we know it's a real problem?

And how will we know if we've solved it?

What is UX?

How Teams work together

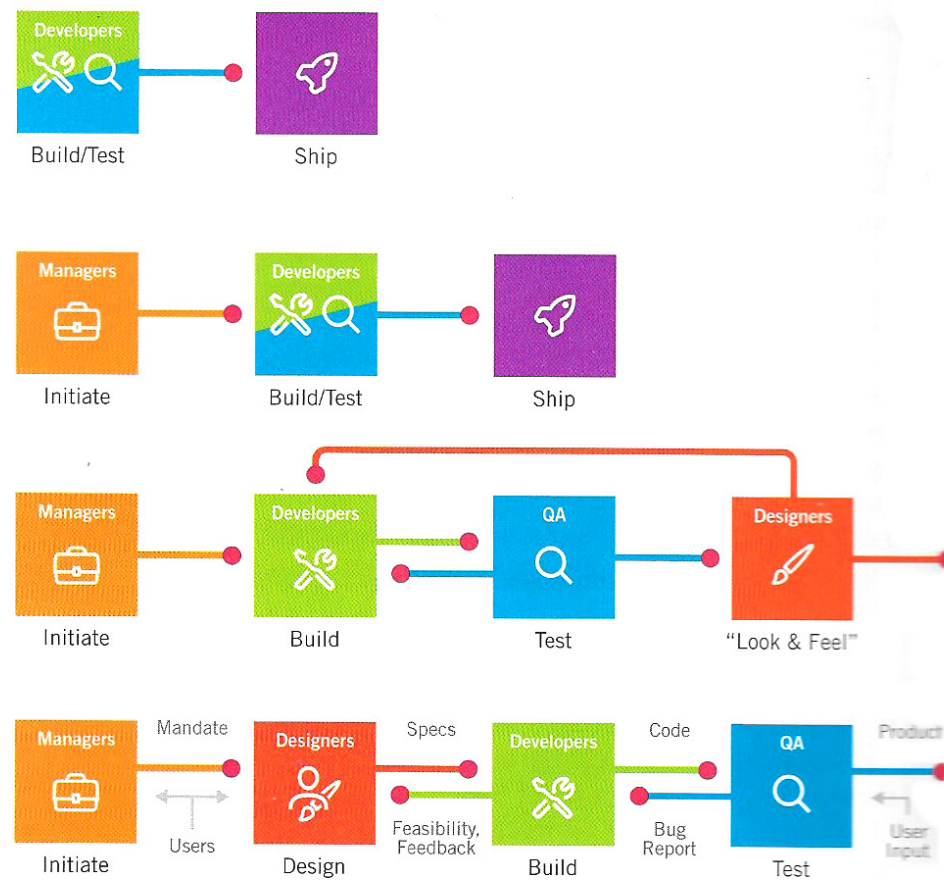
Agile, Agile-ish, Waterfall, formal or informal we all work in teams

The UX process is not the same as the SCRUM

Rumored to be a mantra at Facebook

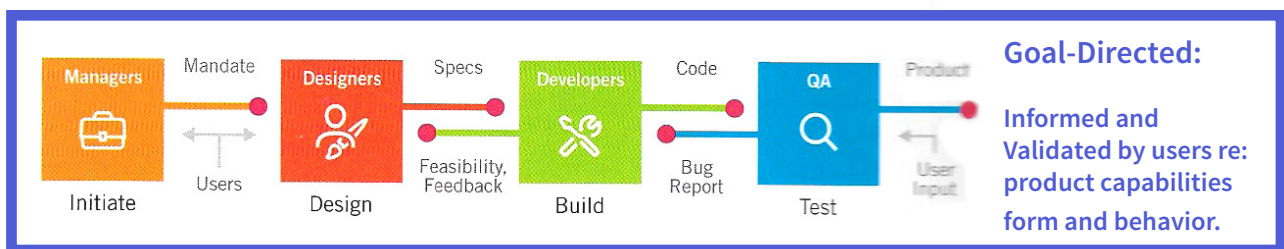
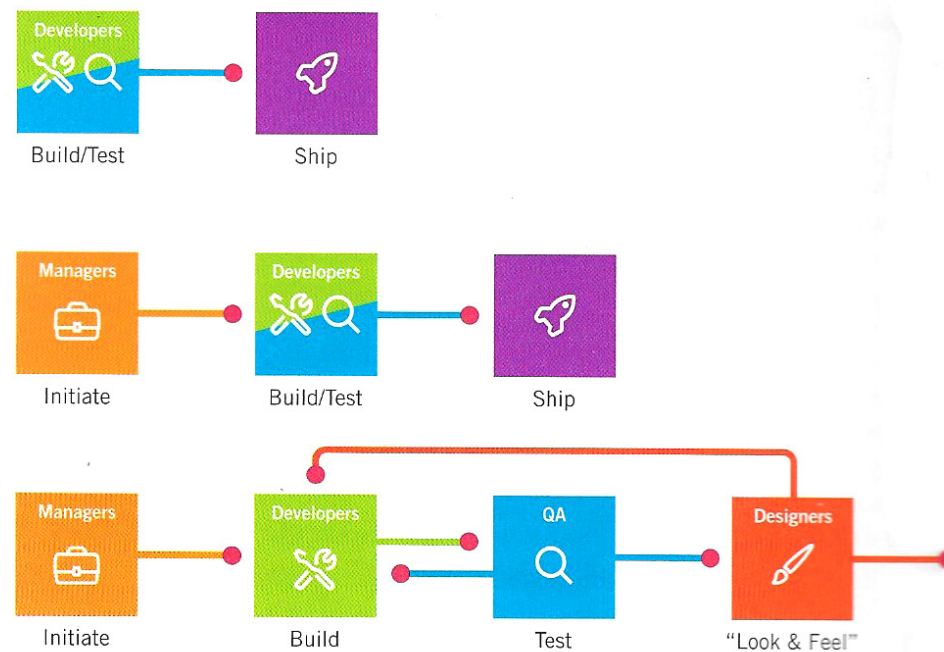
The role of UX in software evolution

from About Face: The Essentials of Interaction Design, Alan Cooper (and others)



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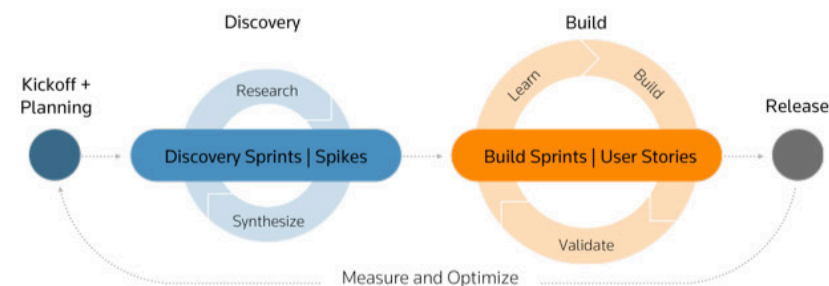
https://www.youtube.com/watch?time_continue=1024&v=zuoetzIusHGs

Requirements-driven product definition is a sure-fire way to get 100% of the wrong product launched.

WORK WITHIN EXISTING TEAM PROCESS

Transitioning from Waterfall to Agile and Lean UX often requires Hybrid solutions.

The diagram below shows our initial approach to MVP releases.



The role of UX in software evolution

Requirements-driven product definition is a sure-fire way to get 100% of the wrong product launched.

- Jeff Gothelf



Interviewing as Active Listeners

It takes time and repeated practice.

Use context—be where the interaction happens

Avoid a template list of questions

Be an apprentice, not an expert

Use both open- and closed-ended questions

Interviewing as Active Listeners

Focus on goals first, tasks second

Don't ask or expect the user to become the designer

Avoid talking technology

Encourage storytelling

Ask for show-and-tell

Avoid leading questions