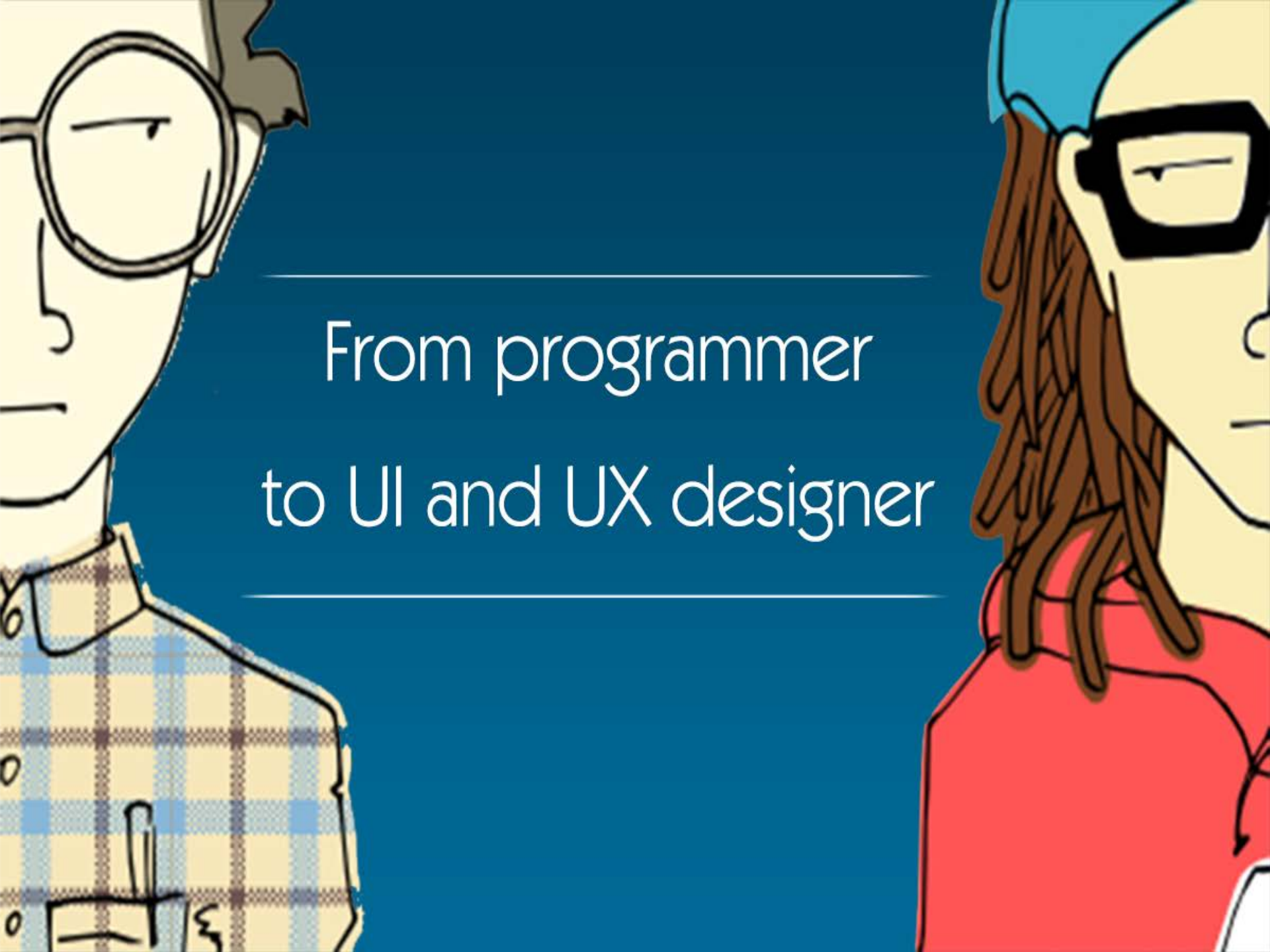

From programmer
to UI and UX designer

Who am I?

Hi, I am Svetlana Margetova.

- Programmer/ Software architect
- Copywriter
- Graphic
- Fan of User Experience Design

Who am I?

Hi, I am Svetlana Margetova.

- Programmer/ Software architect
- Copywriter
- Graphic
- Fan of User Experience Design

SOFTWARE ENGINEERING

How it begins...

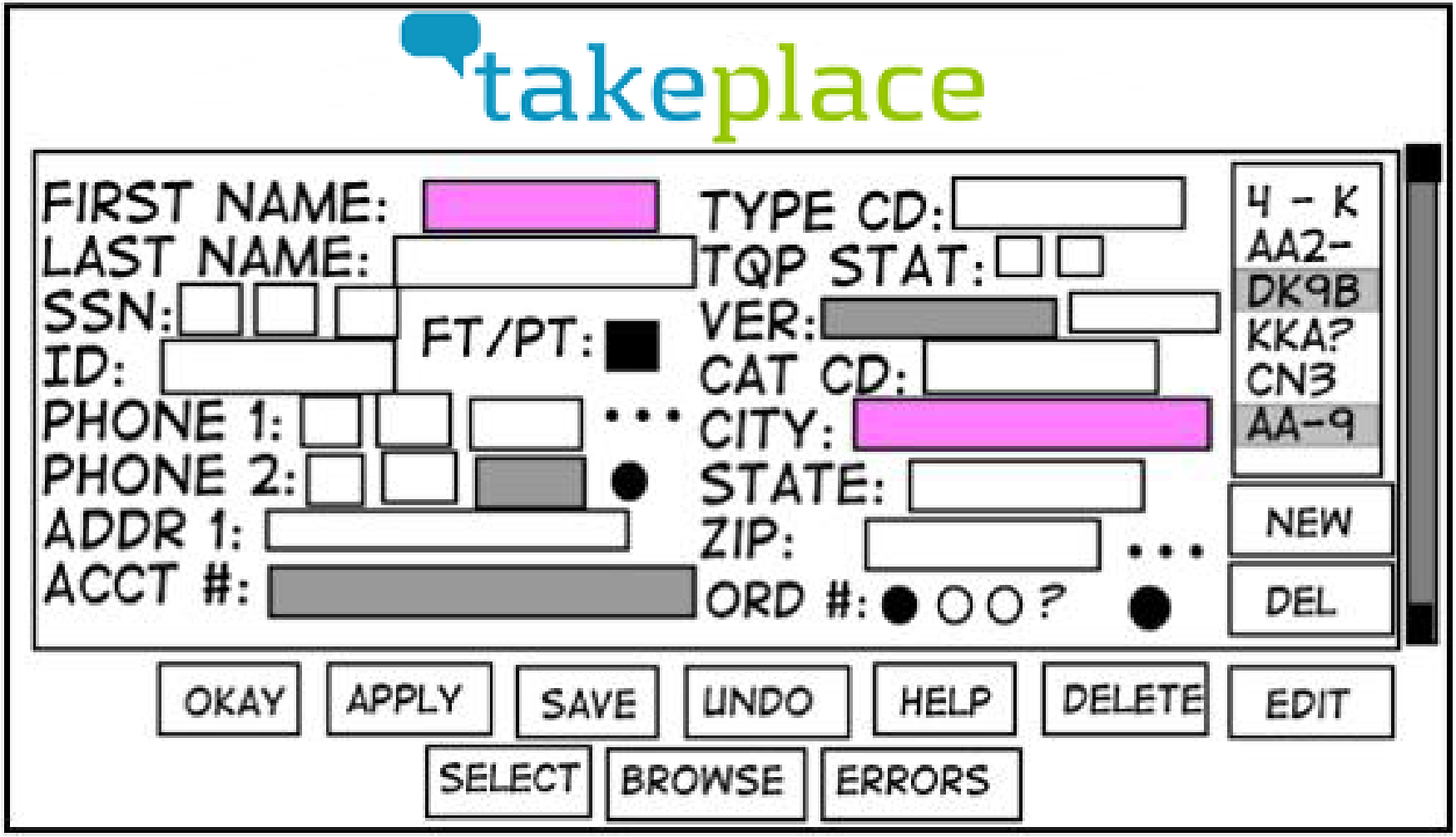
orange™

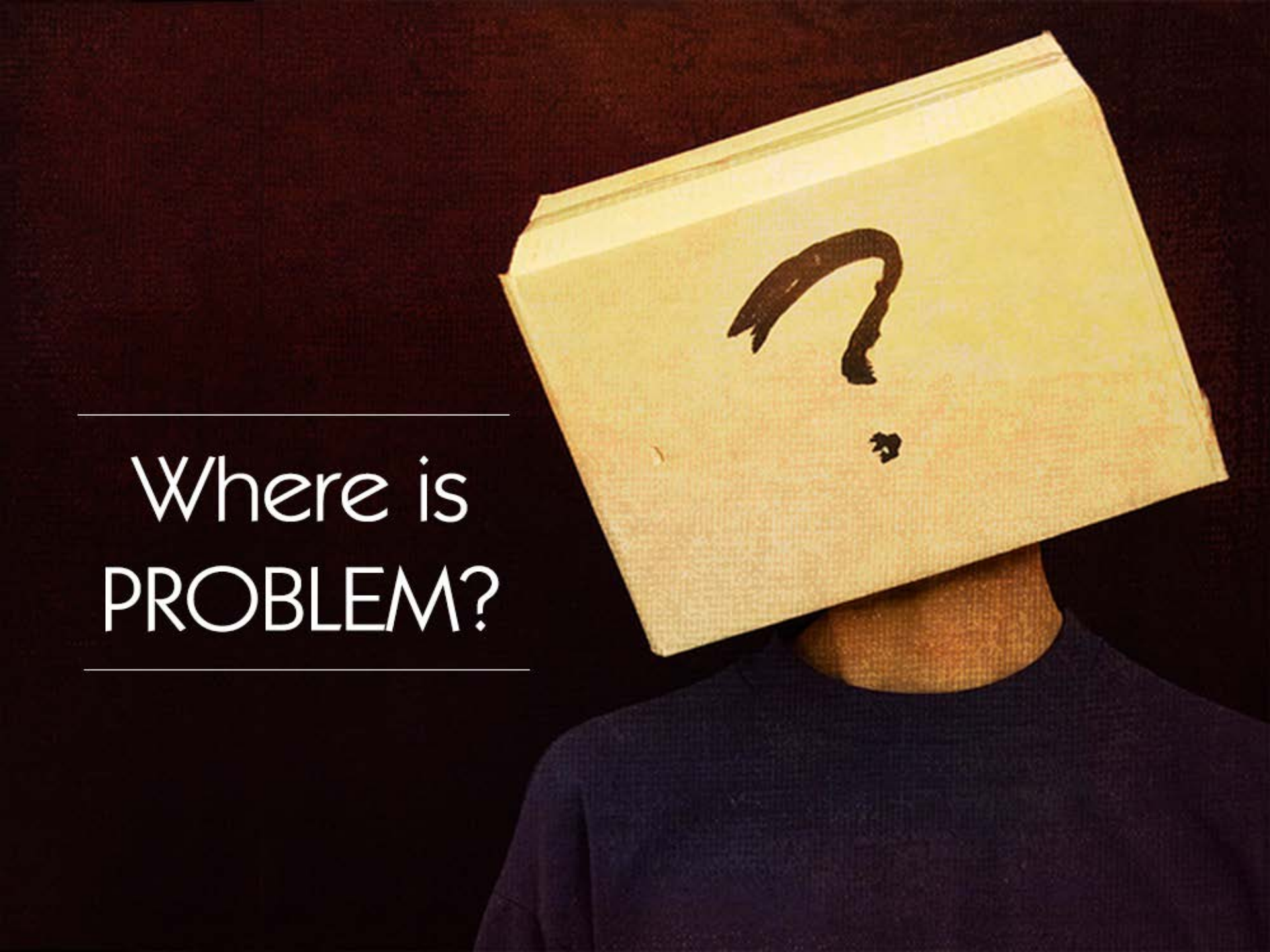
SLOVENSKÁ SPORITEĽŇA
Bližšie k vám

takeplace

EDVENTURE

How it begins...

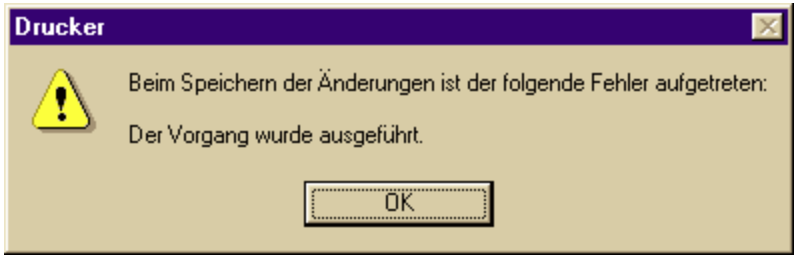



Where is
PROBLEM?

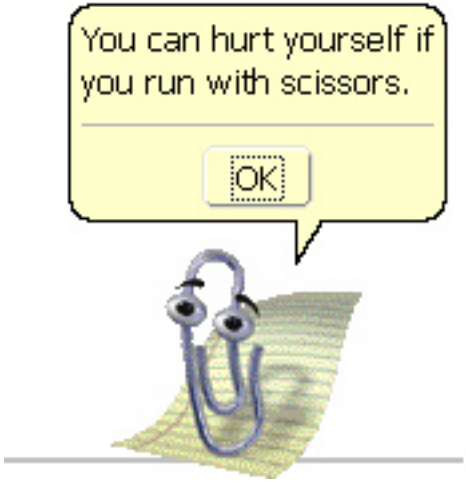
Here...

- Problems

1. Programs have too many functions
   - Sad users
   - Bad orientation
   - Duplicity



Read this message before you start using our program. Then click on the button below



Here...

- Problems

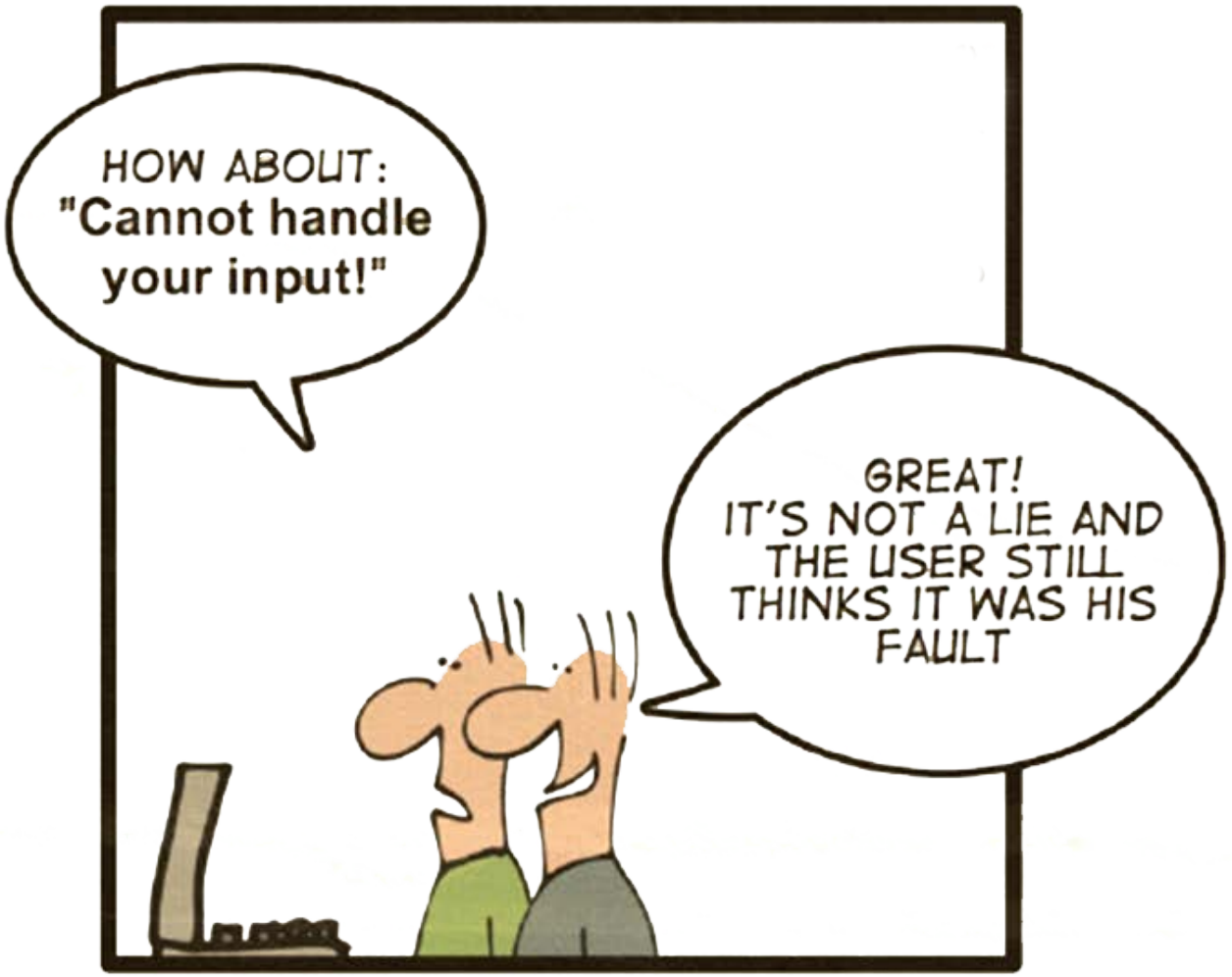
1. Programs have too many functions
   - Sad users
   - Bad orientation
   - Duplicity
2. Don't react on every user feedback
   - Users don't know what they want

User Happiness
Happy User Peak
"Guess I better look at the manual..."
"I Rule!"
"Hey. where the f*** did they put that?!"
"Cool!"
"I'm so glad they added this."
"Now I can't even do the ONE SIMPLE THING I bought this for..."
"Nice, but I wish I could do more..."
"I Suck!"
Number of Features

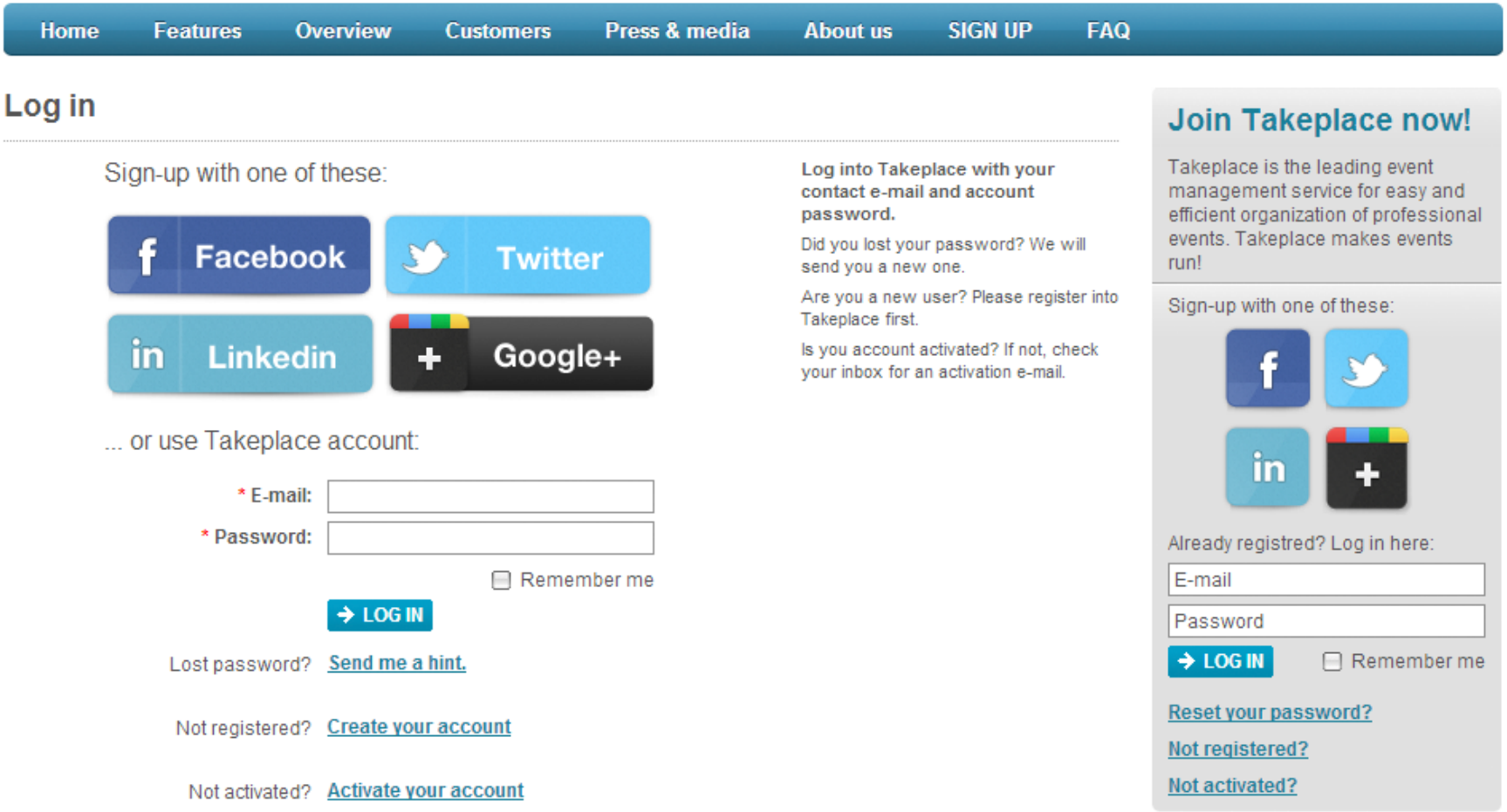
Here...

- Problems

1. Programs have too many functions
   - Sad users
   - Bad orientation
2. Don't react on every user feedback
   - Users don't know what they want
3. Programmers don't think about UI and UX


HOW ABOUT:
"Cannot handle your input!"
GREAT!
IT'S NOT A LIE AND THE USER STILL THINKS IT WAS HIS FAULT

Result is…



Users are confused and they must think SAD USERS

HOW WE CAN CHANGE IT

Who are you?

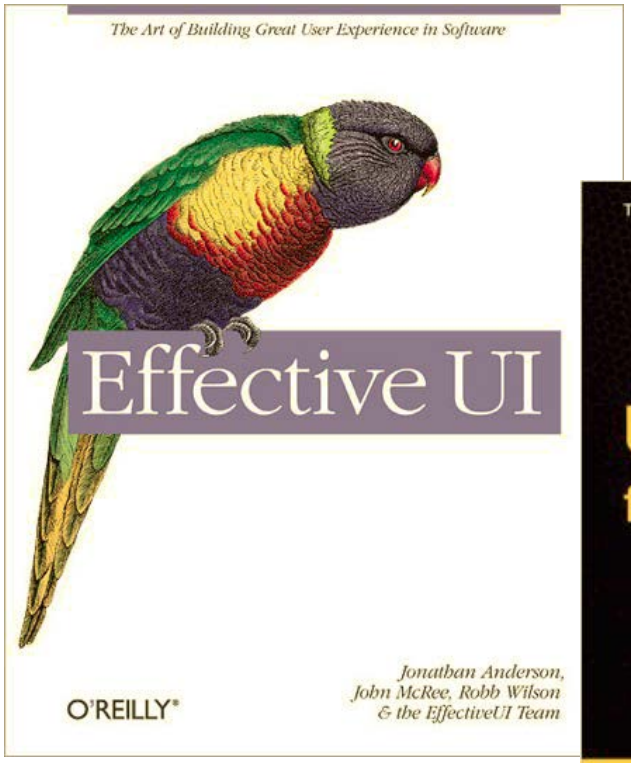
A. Architect
B. Programmer
C. User Experience Designer
D. Other?

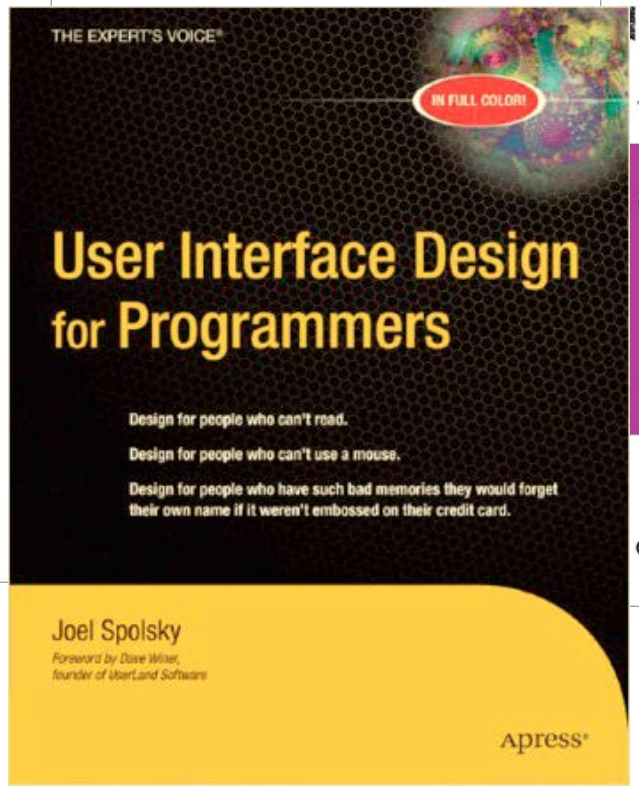
User interface?
Marketing, Psychology, Products, Lean UX

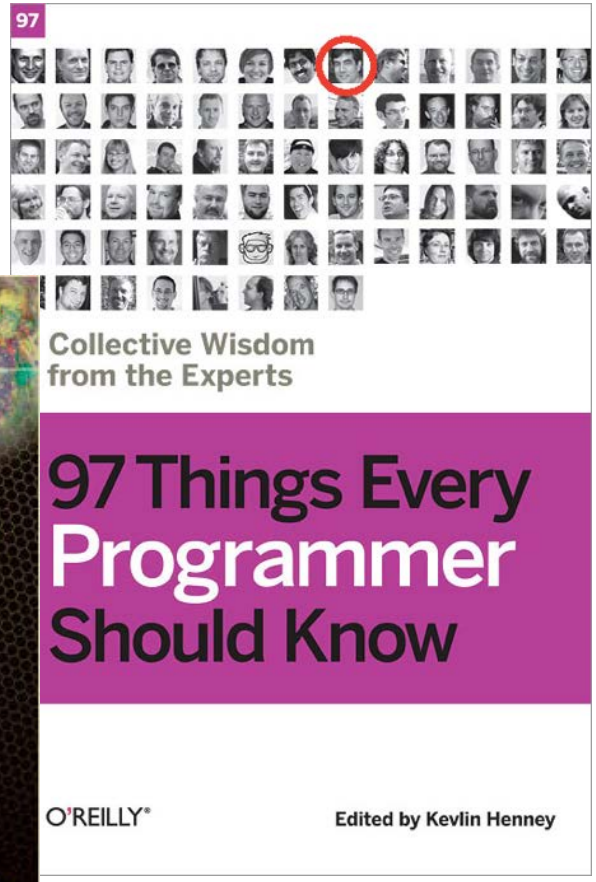
Can be programmer a good UI designer?

Try it

You have been warmed







+ GOOGLE

Left and Right Brain Functions

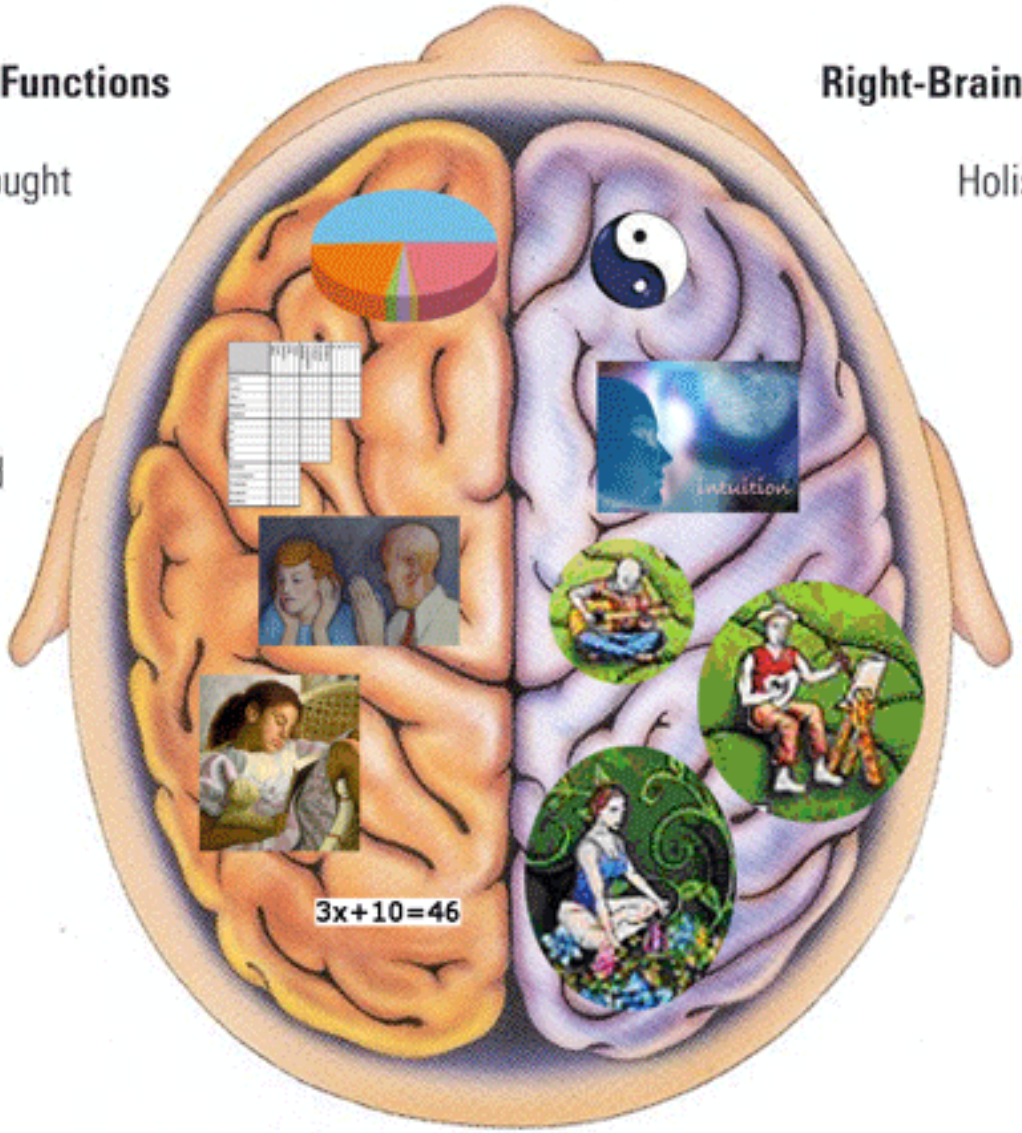
Left-Brain Functions

Analytic thought

Logic

Language

Science and math



Right-Brain Functions

Holistic thought

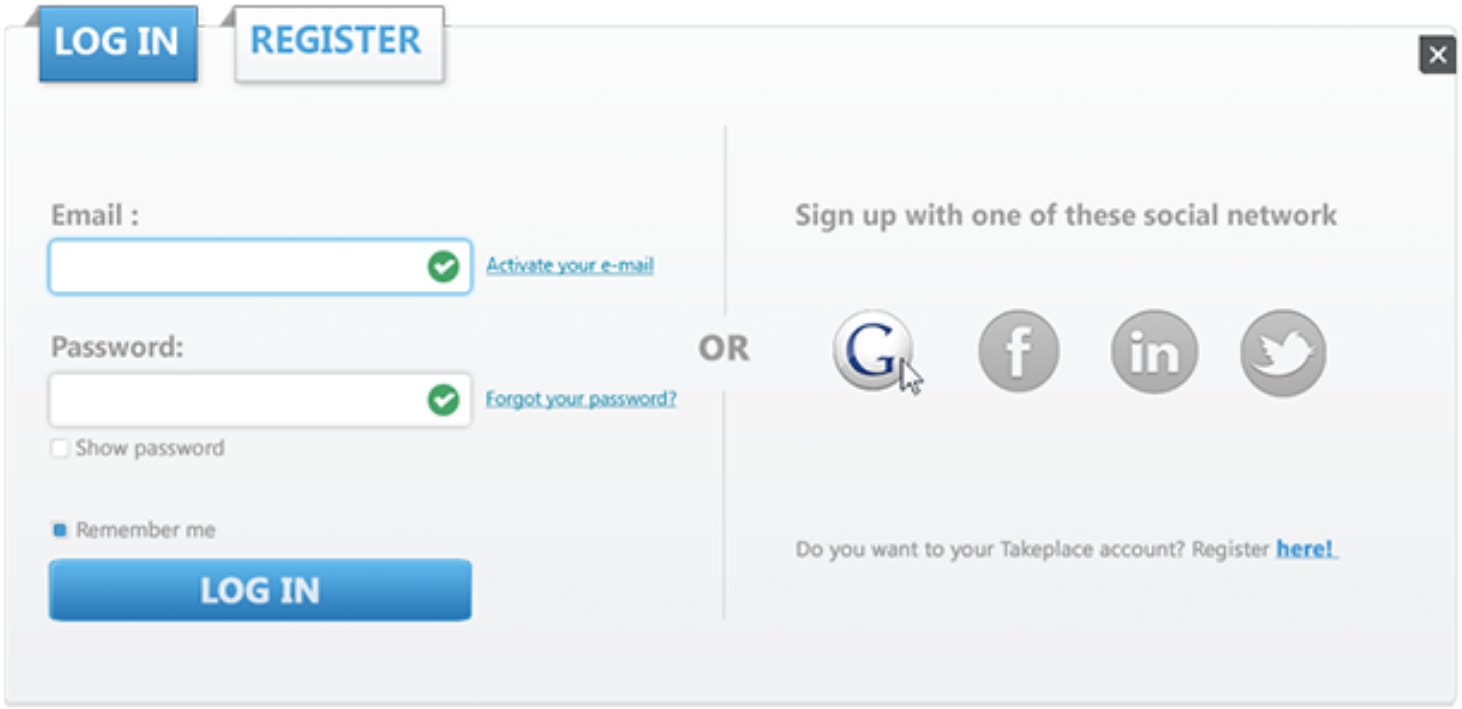
Intuition

Creativity

Art and music

IN WHAT IS THE TRICK?

Make it as simple as possible



Much less time to login as before
HAPPY USERS

Who are you?

A. Architect
B. Programmer
C. User Experience Designer

The answer is not A, B or C.
Right answer is A and B, or A and C.

That ´s just the beginning