



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

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SOFTWARE ENGINEERING

How it begins...

The logo consists of the word "orange" in white lowercase letters on a solid orange rectangular background. A small "TM" trademark symbol is positioned at the top right of the word.

orangeTM

The logo is on a light blue rectangular background. It features the text "SLOVENSKÁ" and "SPORITEĽŇA" in blue uppercase letters, with a red stylized "S" icon to the right of "SLOVENSKÁ". Below this, the phrase "Bližšie k vám" is written in a smaller blue font.

SLOVENSKÁ 
SPORITEĽŇA
Bližšie k vám


The logo features a blue speech bubble icon to the left of the word "takeplace". The word "take" is in blue and "place" is in green, both in lowercase letters.

takeplace

The logo consists of the word "EDVENTURE" in a bold, serif font. The "ED" is in orange, and the rest of the word "VENTURE" is in dark grey.

EDVENTURE

How it begins...



FIRST NAME:	<input type="text"/>	TYPE CD:	<input type="text"/>	<div>4 - K AA2- DK9B KKA? CN3 AA-9</div>
LAST NAME:	<input type="text"/>	TQP STAT:	<input type="checkbox"/> <input type="checkbox"/>	
SSN:	<input type="text"/> <input type="text"/> <input type="text"/>	VER:	<input type="text"/> <input type="text"/>	
ID:	<input type="text"/>	FT/PT:	<input checked="" type="checkbox"/> <input type="checkbox"/>	
PHONE 1:	<input type="text"/> <input type="text"/> <input type="text"/> ...	CAT CD:	<input type="text"/>	
PHONE 2:	<input type="text"/> <input type="text"/> <input type="text"/> ●	CITY:	<input type="text"/>	
ADDR 1:	<input type="text"/>	STATE:	<input type="text"/>	NEW
ACCT #:	<input type="text"/>	ZIP:	<input type="text"/> ...	DEL
		ORD #:	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> ? <input checked="" type="radio"/>	

OKAY

APPLY

SAVE

UNDO

HELP

DELETE

EDIT

SELECT

BROWSE

ERRORS

Where is
PROBLEM?

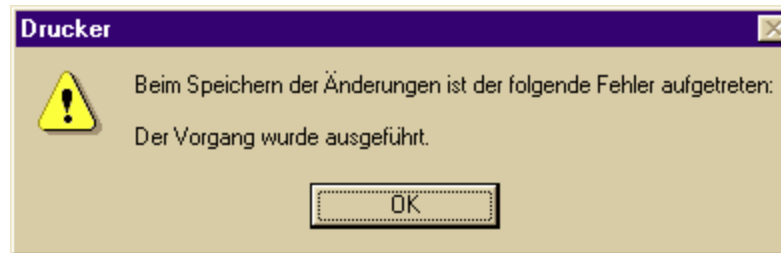


Here...

- 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

You can hurt yourself if you run with scissors.

OK



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

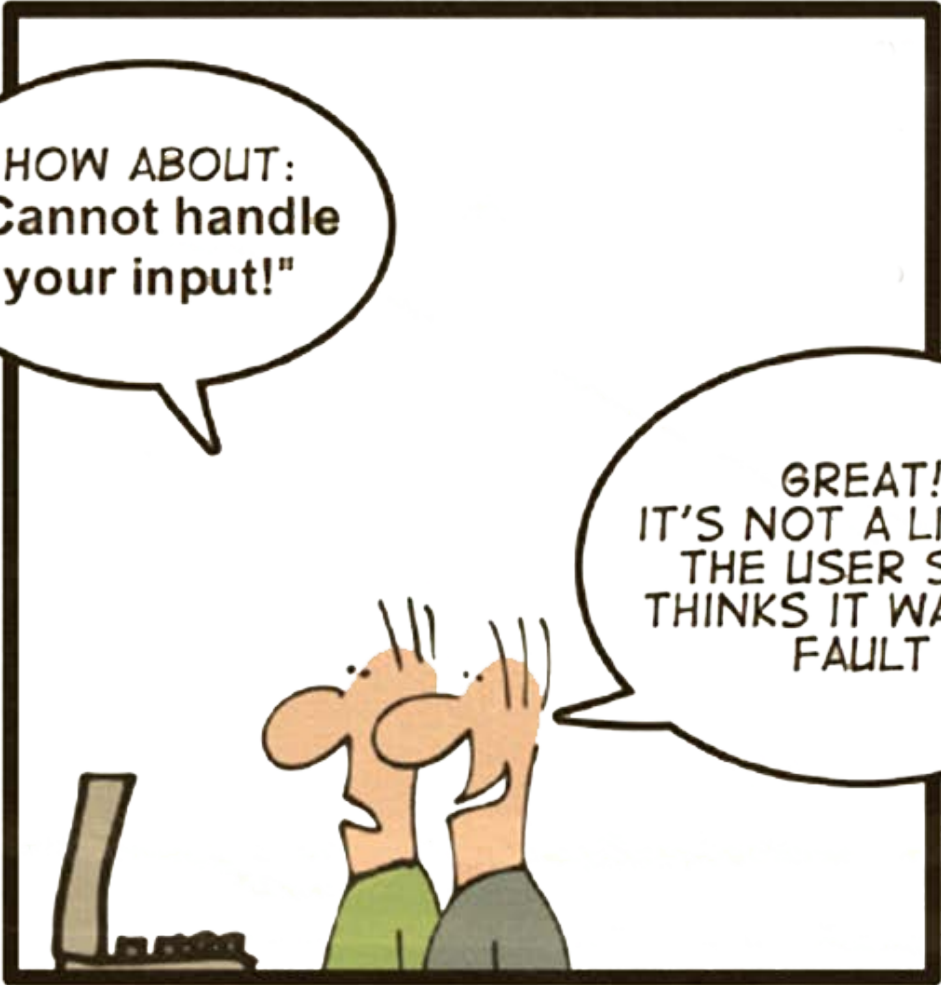


Number of Features

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...

Home Features Overview Customers Press & media About us SIGN UP FAQ

Log in

Sign-up with one of these:



... or use Takeplace account:

* E-mail:

* Password:

☐ Remember me

[→ LOG IN](#)

Lost password? [Send me a hint.](#)

Not registered? [Create your account](#)

Not activated? [Activate your account](#)

Log into Takeplace with your contact e-mail and account password.

Did you lost your password? We will send you a new one.

Are you a new user? Please register into Takeplace first.

Is you account activated? If not, check your inbox for an activation e-mail.

Join Takeplace now!

Takeplace is the leading event management service for easy and efficient organization of professional events. Takeplace makes events run!

Sign-up with one of these:



Already registred? Log in here:

E-mail:

Password:

[→ LOG IN](#) ☐ Remember me

[Reset your password?](#)

[Not registered?](#)

[Not activated?](#)

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

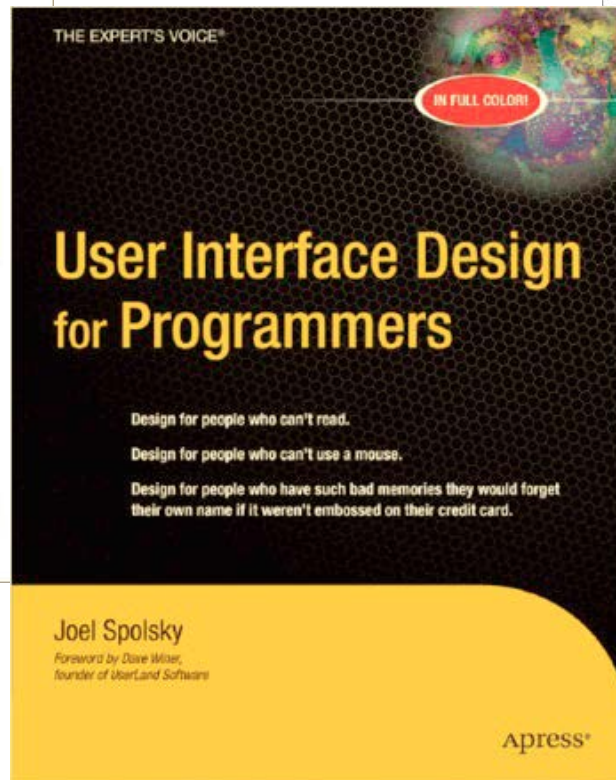
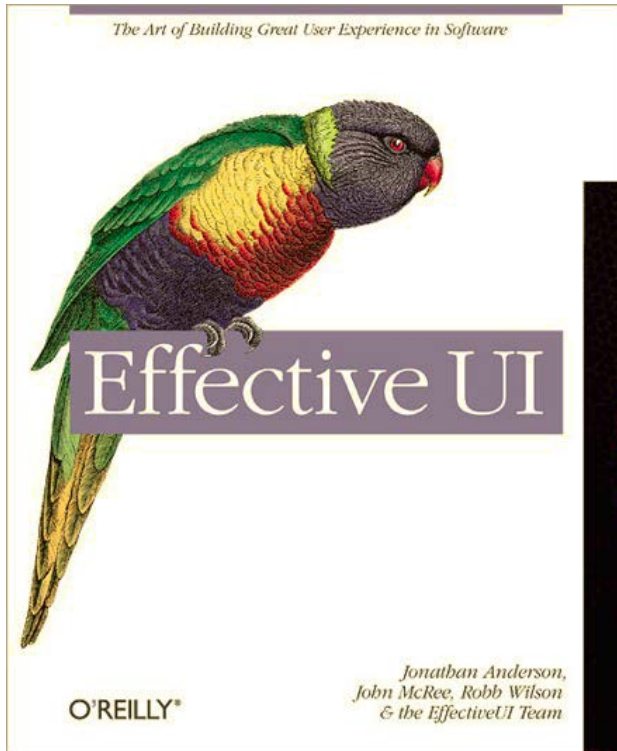


Can be programmer a good UI designer?

Try it



You have been warmed



+ GOOGLE

Left and Right Brain Functions

Left-Brain Functions

Analytic thought

Logic

Language

Science and
math



$$3x + 10 = 46$$

Right-Brain Functions

Holistic thought

Intuition

Creativity

Art and
music





IN WHAT IS THE TRICK?



Make it as simple as possible

LOG IN **REGISTER**

Email :  [Activate your e-mail](#)

Password:  [Forgot your password?](#)





☐ Show password

☒ Remember me

LOG IN

OR

Sign up with one of these social network

Do you want to your Takeplace account? Register [here!](#)

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

