**Digital Marketing**

**Speaker Assignment Worksheet**

**Date \_\_\_\_\_9-9-18\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Speaker Name \_\_**Amanda Morrow**\_\_\_\_ Title \_fundamentals of user experience**

**Company \_\_\_\_\_\_\_bitmethod\_\_\_\_\_ Topic \_\_user experience\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Use this worksheet to take notes during the guest speaker’s presentation. A typed version is due by the start of class on the class period immediately following the guest speaker’s presentation.

**List and describe 5 major points shared by the speaker (5 points)**

*Minimum of 100 total words*

1. There’s no one definition of User Experience
2. Good user experience is about things being easy and good design
3. Strategy, scope, structure, skeleton, surface
4. Testing with others is key
5. Guide them, don’t confuse them, give feedback, set them up for success, be human

**Describe the most interesting or surprising thing(s) you learned about this topic and compare it to what you previous thought or knew about it. (5 points)**

*Minimum of 75 total words*

Each person’s definition of UX is different from the next person and can vary vastly. Personally ive always had a single way of looking at what UX is

**Describe how you could or would apply what you learned in a digital marketing role (eg. self-employment, for a firm or in an agency) (5 points)**

*Minimum of 75 total words*

Keep in mind what others want in a good website rather than simply my own and using proper phases and structuring to give customers the best experience

**Ask at least one question of the speaker. Include your question and the answer in your report (+2).**