



# The Rules of UX



**Michael Salamon**

[michael@secretdesignshop.com](mailto:michael@secretdesignshop.com)

(303) 475-2784

[michaelsalamon.com](http://michaelsalamon.com)

@michaelsalamon

**SECRET**  
DESIGN SHOP

UX



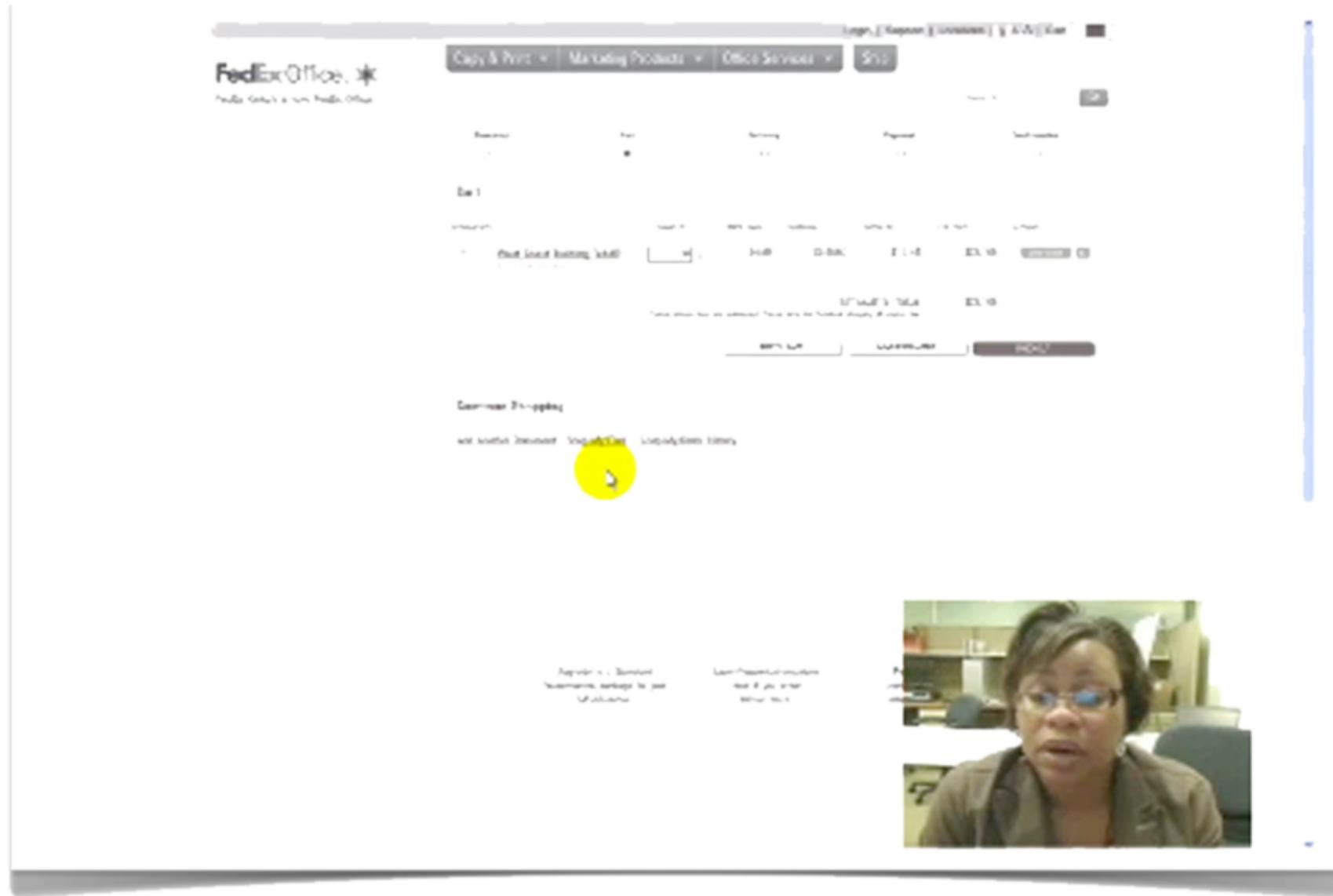


HELVETICA

User Experience is not black magic.

User Experience can be measured.

## Measured



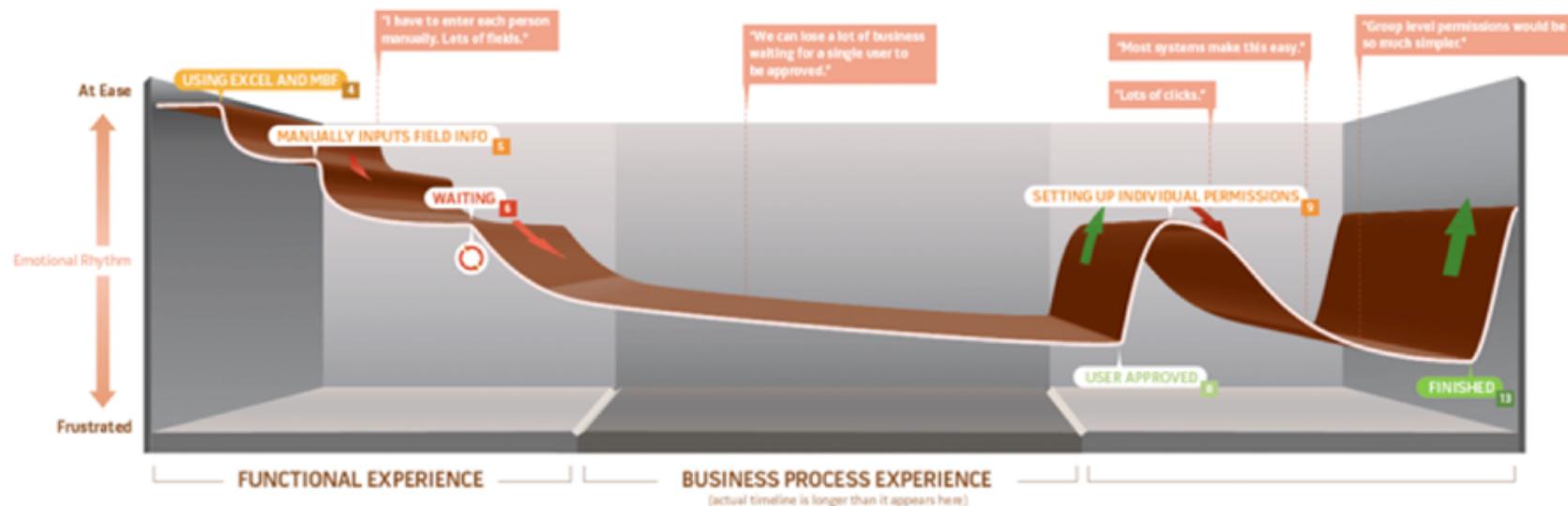
User Experience can be quantified.

# Quantified



## Scenario 10: Administrating

Eric receives an email from HR requesting account setup for a new engineer who is joining the company.



## STEPS

- 1 Receives an email from HR with an attached spreadsheet containing the new engineer's personal information, and departmental information.
- 2 To get the ball rolling, Eric logs into MBF and navigates to Access Administrator.
- 3 Eric opens the Request New Account page of Access Administrator.
- 4 Eric opens the spreadsheet in Excel and begins toggling back and forth between Excel and MBF to enter in the information.
- 5 He manually enters the users personal information into the Request New Account form. "Lots of checkboxes; lots of user data."
- 6 He waits for Boeing approval...
- 7 In the mean time, Eric also creates an account for this engineer in several other systems including ADLS, their SAP, internal IPC, and document management systems
- 8 Eric gets notice that the new user has been approved.
- 9 Eric begins by assigning the standard permissions settings to the new user.
- 10 He opens a spreadsheet showing a table of MBF applications along the rows and different groups within the organization in the columns.
- 11 He locates the column [department] that the engineer belongs to and uses that as a guideline to grant access to the various applications the new engineer will need in MBF.
- 12 He clicks all the necessary checkboxes. There are many of them.
- 13 He saves the information and logs out.

User Experience is a discipline.

# The Spectrum of User Experience



# WHAT CAN I DO?



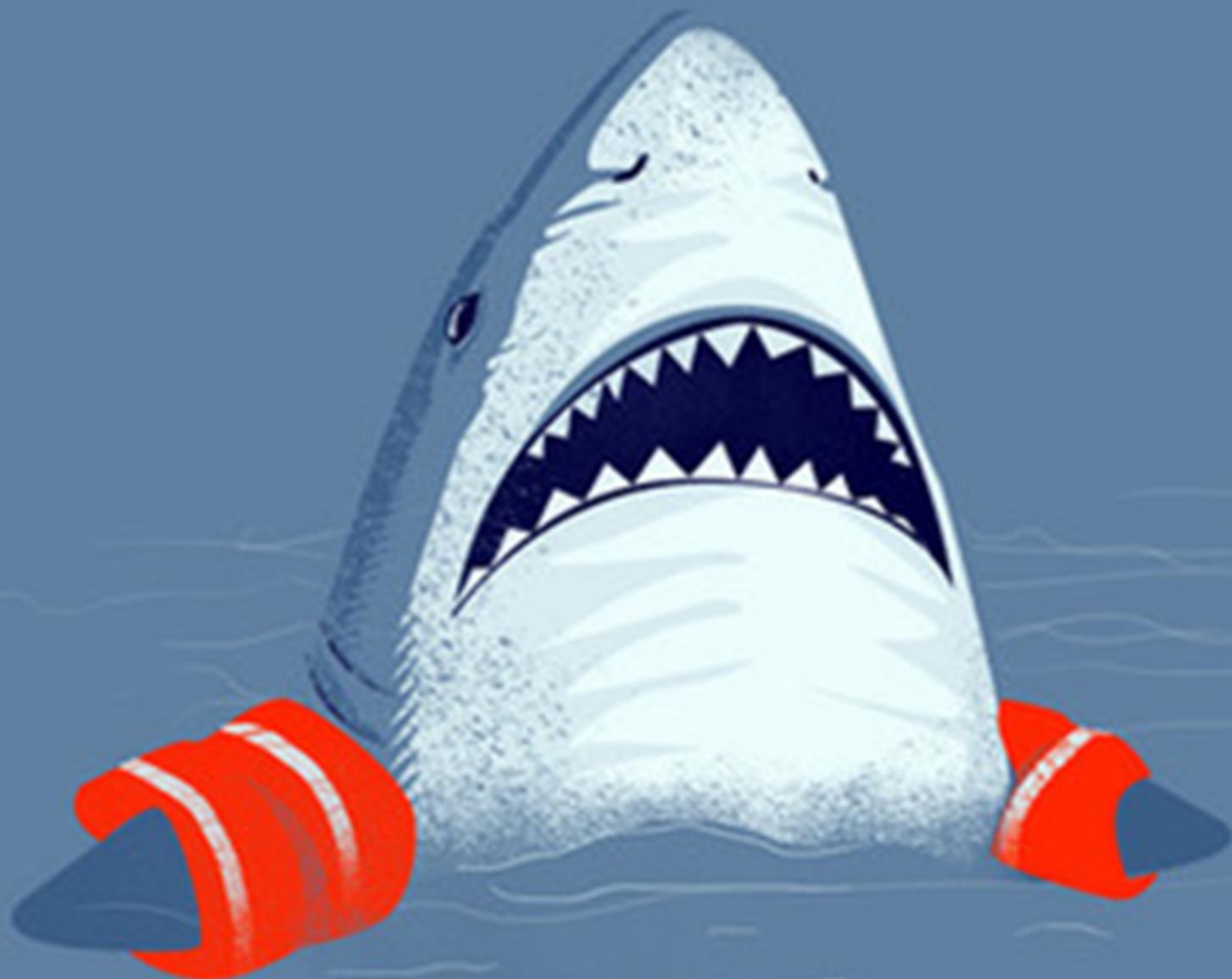
TO COMBAT  
~~COMMUNISM~~  
BAD UX



RELAX  
*and*  
RECOGNIZE

You are  
**NOT**  
the user.

# USER EMPATHY



# Rules of UX

There is no formula for a successful experience.  
If there was we could build robots to do it for us.  
Having said that there are a few guidelines  
by which to consider when designing.

# EMPATHY

Do you have empathy for your customer?  
Can you put yourself in their shoes, as they  
interact with your experience?

# CONTEXT

Can you clearly articulate how this feature or product will be used in the context of their everyday experience?

## CONTENT

Do you know what your customer is trying to accomplish with your feature or product?  
Let them do that as simply as possible.

# CONSTRAINTS

What kind of experience are you constrained within? Identifying the boundaries early is critical when designing and developing great experiences.

# OPPORTUNITIES

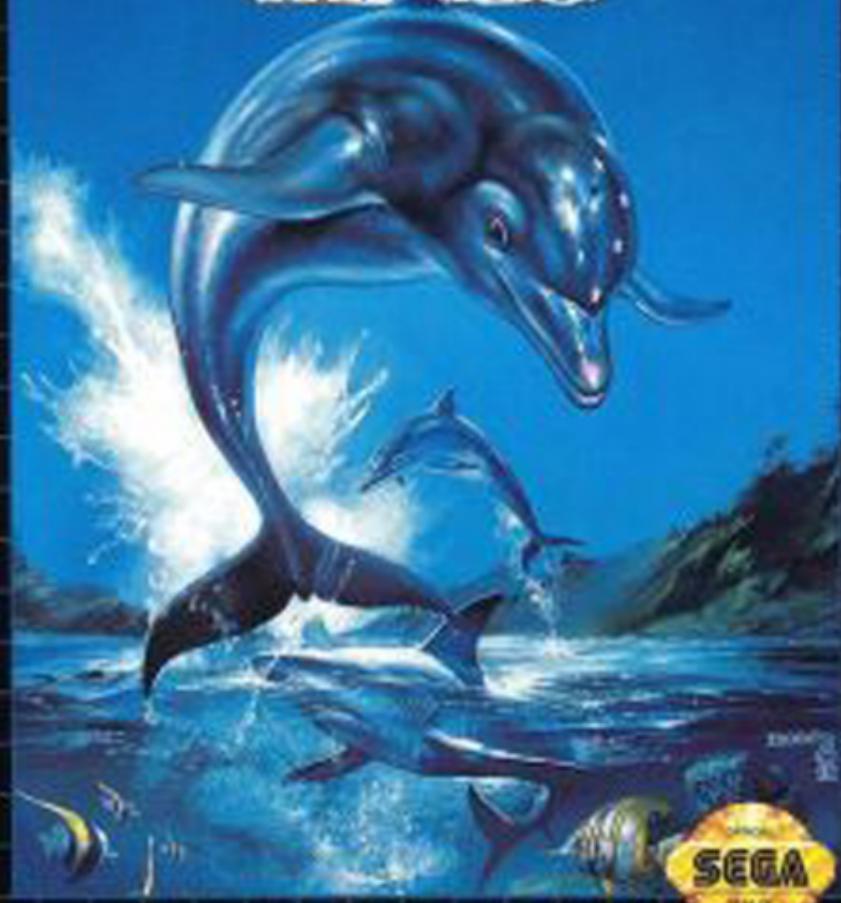
What types of input and interaction are available? Ensure you are identifying all the potential opportunities of the delivery device.

Rules of UX

E.C.C.C.O.

SYSTEM

**SEGA  
GENESIS**  
VIDEO GAME



# ECCO THE DOLPHIN

# “Whatever.”

Metaphysical yoo-hex mumbo-jumbo. I need tactical things I can do when I get back to my desk. I need to ‘immediately improve the experience my users have with my product.’

“Like, get a new  
perspective, man.”

Ask your Mother-in-Law to perform task-based  
tests in your experience without assistance.

“Change up the  
scenery, already.”

Find an existing experience-parallel **OUTSIDE**  
of your industry or vertical.

“Recognize and embrace established patterns.”

OMG! You **DID NOT** just invent a new way to pick a calendar date. Go innovate elsewhere.

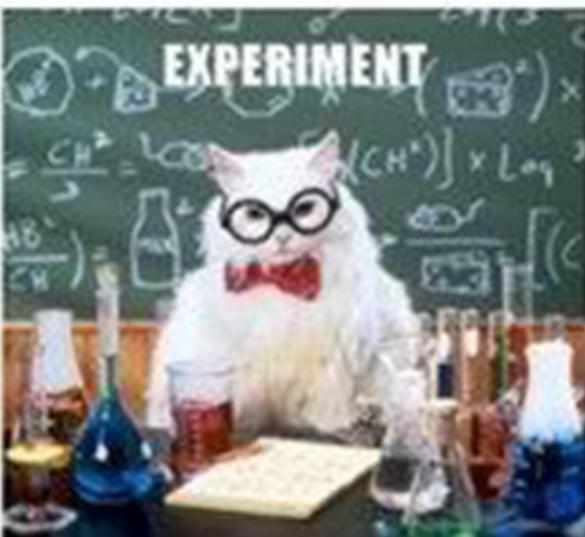
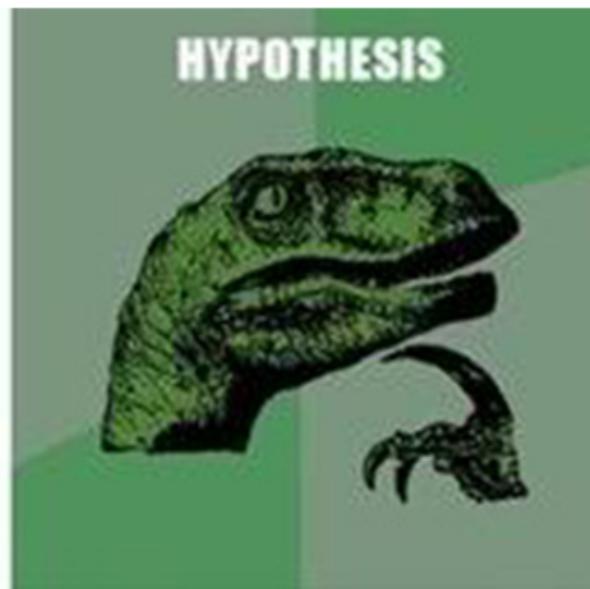
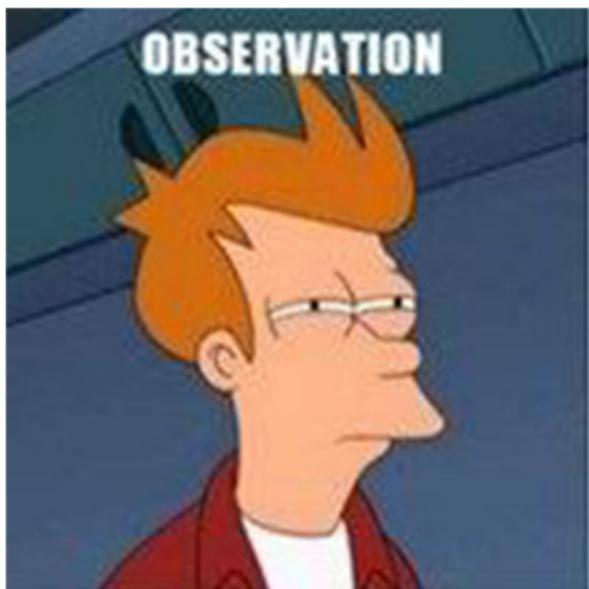
“Know thyself.”

You can't be a tourist. You have to use and know your product front-to-back, inside-out.

# “Define the problem.”

Three little words on a slide belittle what is actually the hardest thing you will have to do.

# Meme Method to the Madness



User Experience isn't about  
making art.

User Experience is simply about  
problem solving.

NEVER EVER use Comic Sans.

# K. THX. BYE.



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