

UX DESIGN IN THE REAL WORLD

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OUTLINE

- The Classroom vs. The Work World
 - UX Stories From the Real World
 - Soft Skills for UX Designers

UX

in the
REAL
WORLD

THE CLASSROOM VS. THE WORK WORLD

Forget everything you know (kind of)

CLASSROOM:

The process is dictated

WORK WORLD:

The result is dictated

CLASSROOM:

The design is the deliverable

WORK WORLD:

The finished product is the deliverable

CLASSROOM:

Build something new (or redesign something)

WORK WORLD:

Add features to an existing product

CLASSROOM:

Come up with the best user experience
possible.

WORK WORLD:

Make money for the company.

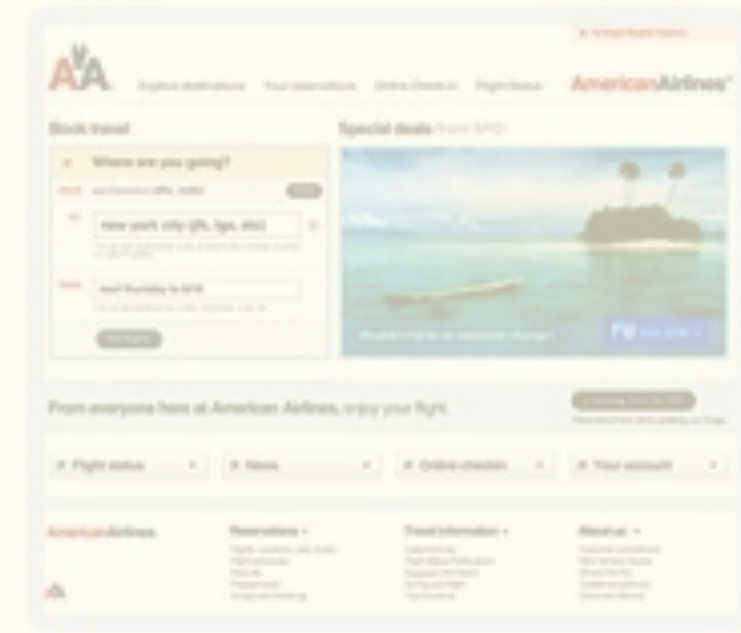
UX STORIES FROM THE REAL WORLD

Dear **American**Airlines,

I redesigned your website's front page, and I'd like to get your opinion.

I'm a user interface designer. I travel sometimes. Recently, I had the horrific displeasure of booking a flight on your website, aa.com. The experience was so bad that I vowed never to fly your airline again. But before we part ways, I have some questions and a few suggestions for you.

DEAR AMERICAN AIRLINES...



"Recently I had the horrific displeasure of booking a flight on your website...

"Fire your entire design team, if you have one. Hire an outside design firm ... as quickly as possible. Your in-house team is obviously incapable of building a good experience."

DEAR DUSTIN CURTIS,

I saw your blog post titled “Dear American Airlines,” and I thought I’d drop a line. Sorry for the length of this email, but let me sum up the gist of what I’ve written below: You’re right. You’re so very right. And yet...

DEAR DUSTIN CURTIS...

"The group running AA.com consists of at least 200 people spread out amongst many different groups, [each] with their own vested interests...

"Simply doing a home page redesign is a piece of cake... doing the design isn't the hard part, and I think that's what a lot of outsiders don't really get."

How I expected to spend my time

How I actually spent my time

- Coming up with a great design
- Handing it off

- Coming up with a great design
- Getting it built

MY EXPERIENCE



YOUR ABILITY TO BE THOUGHTFUL ABOUT A PROBLEM
AND ARTICULATE ANY SOLUTION IS MORE
IMPORTANT THAN YOUR ABILITY TO DESIGN THE
PERFECT SOLUTION EVERY TIME.

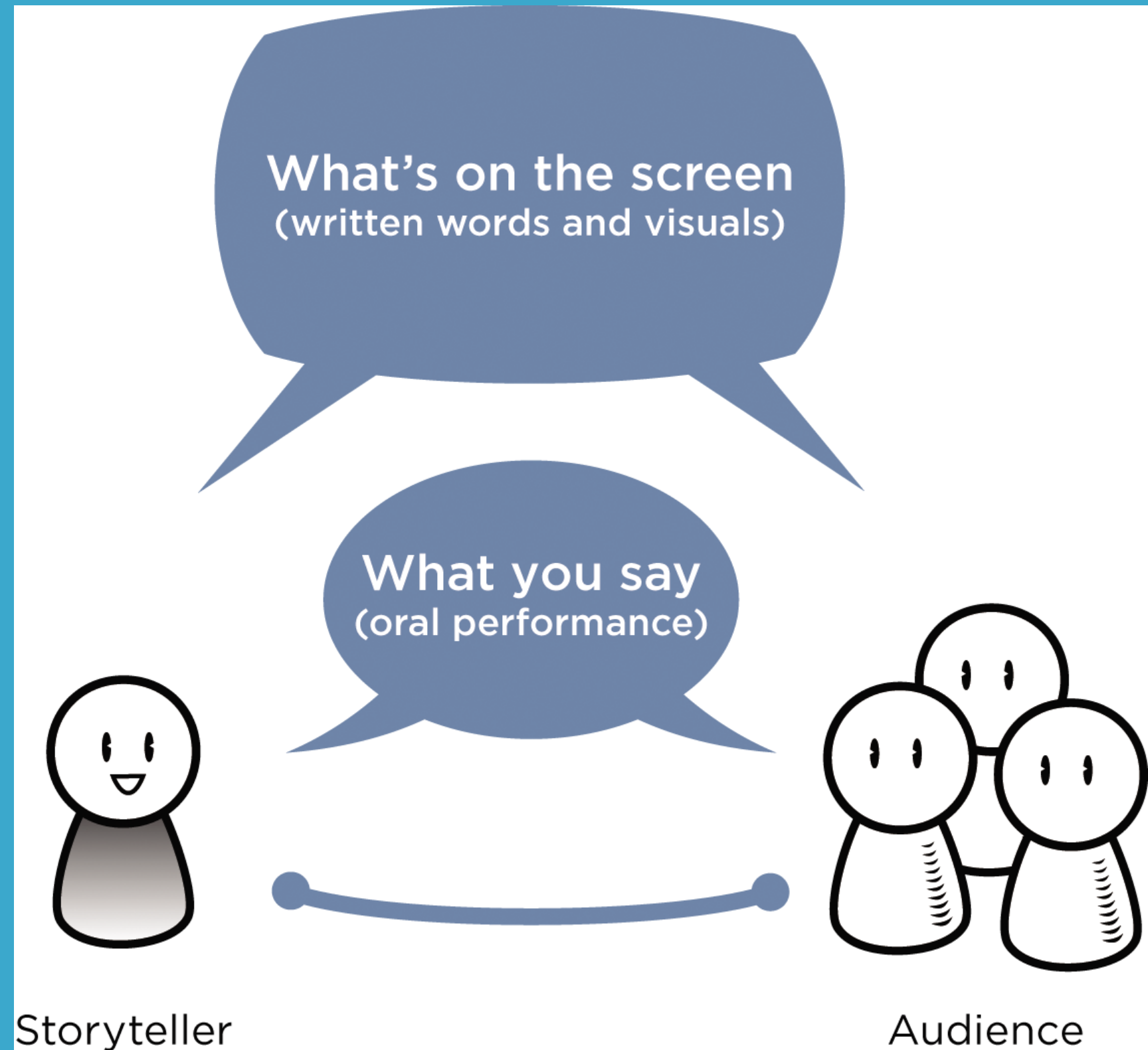
— Tom Greever

SOFT SKILLS FOR UX DESIGNERS

BUILD RELATIONSHIPS

NEGOTIATION AND COMPROMISE

STORYTELLING



THE MEASURE OF SUCCESS FOR A UX
DESIGNER IS HOW MUCH OF YOUR
WORK ENDS UP IN THE FINAL
PRODUCT.

THANK YOU!