

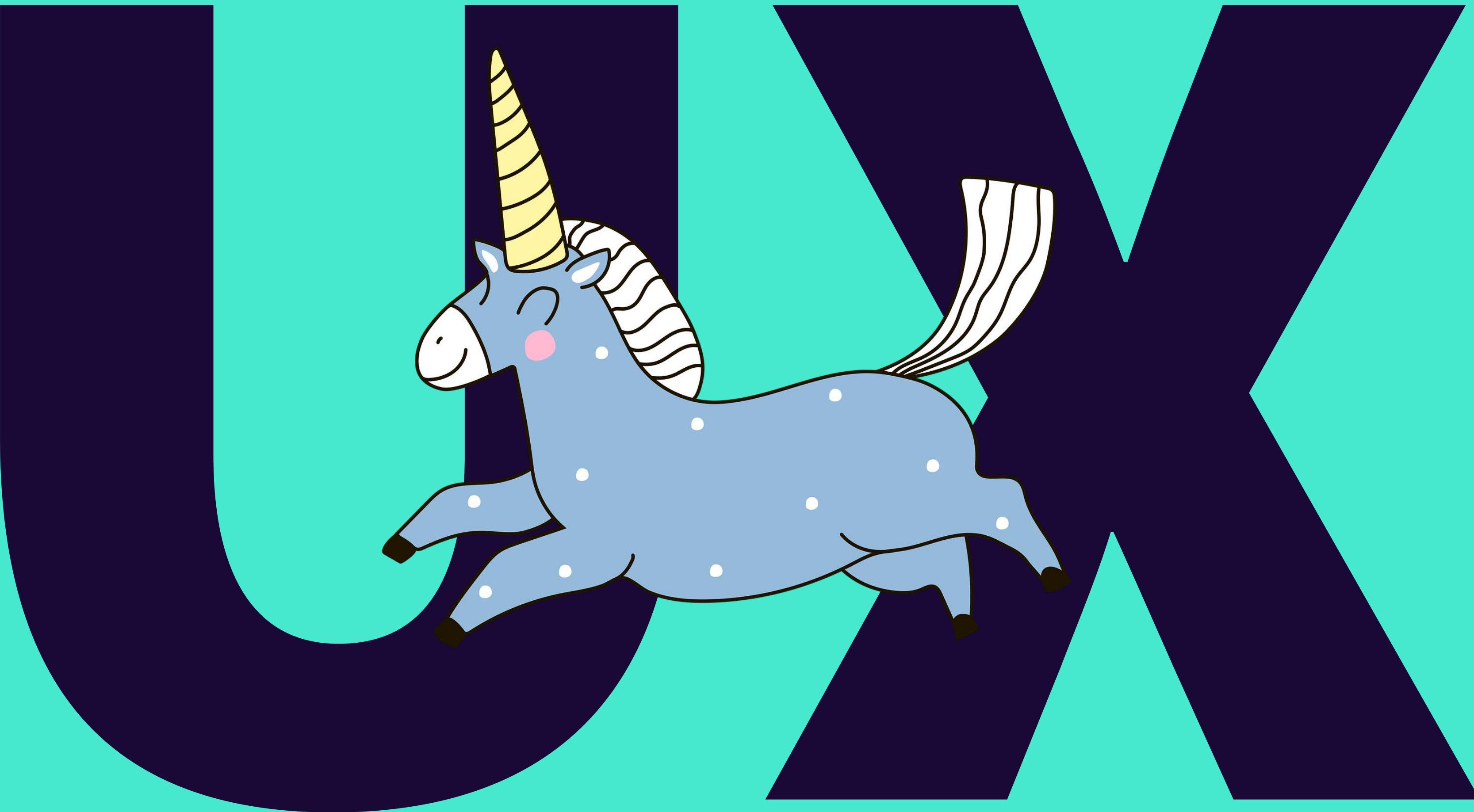
Conf42 mobile

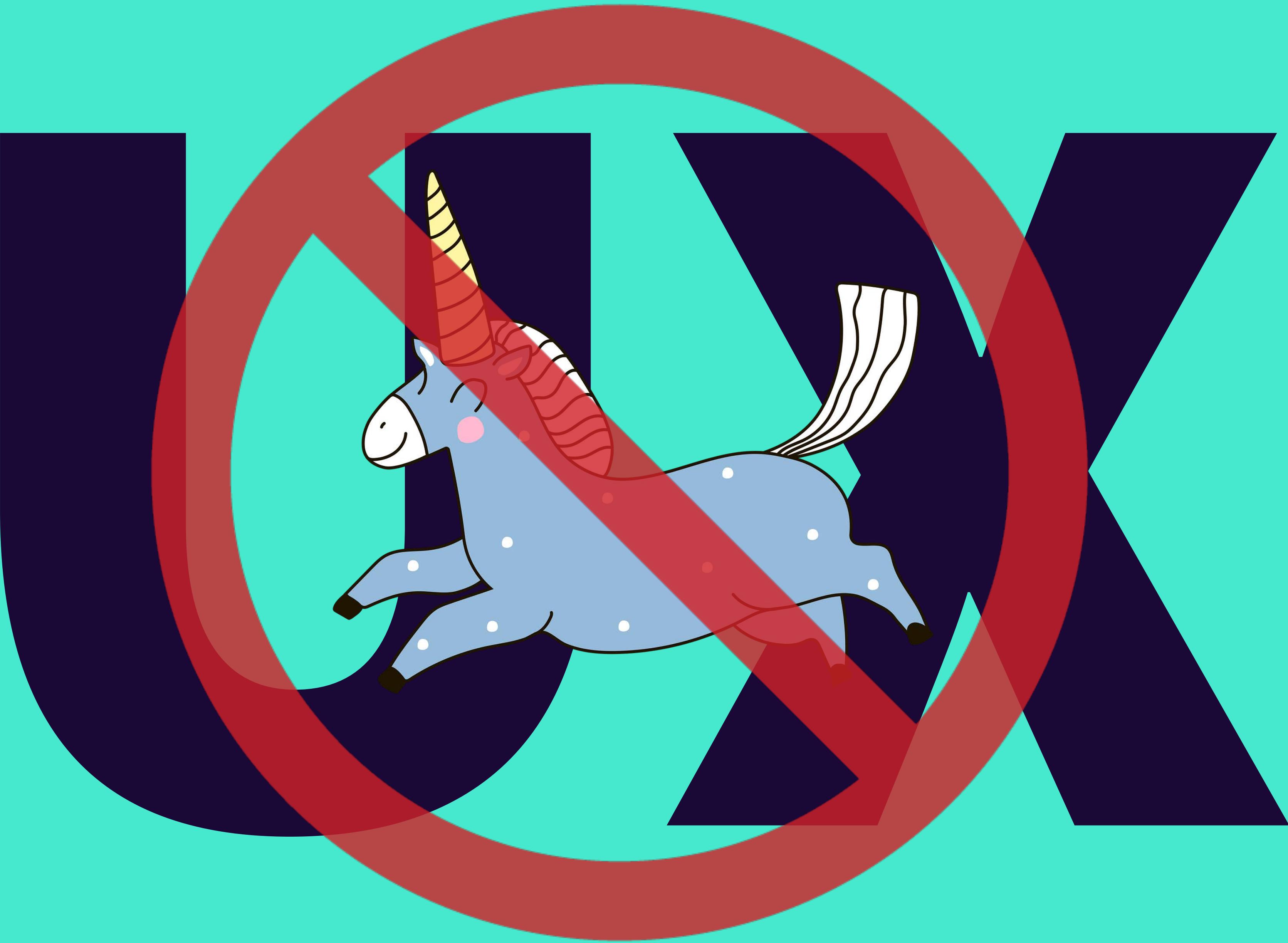
2022



true matter



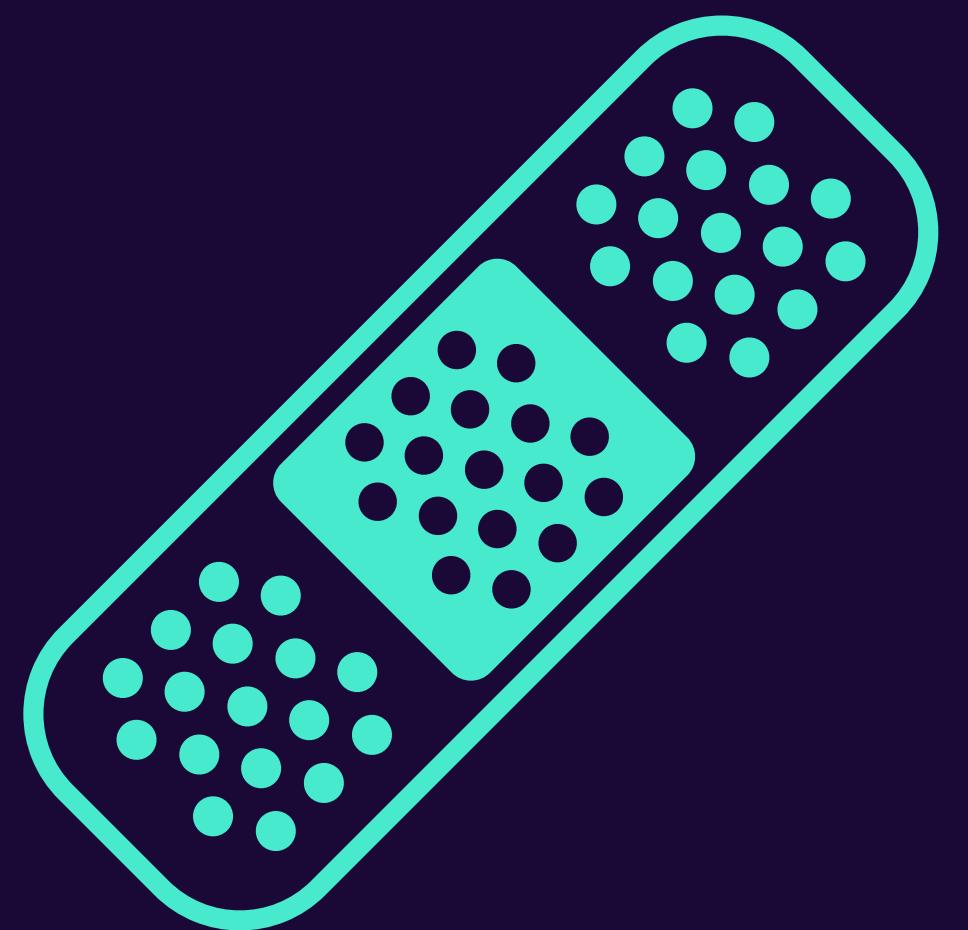




A small illustration of a unicorn with a blue body and a pink horn, standing on a grey and white checkered floor. A ruler is positioned behind the unicorn, pointing towards the text.

UX unicorns
do not exist.

UX is not



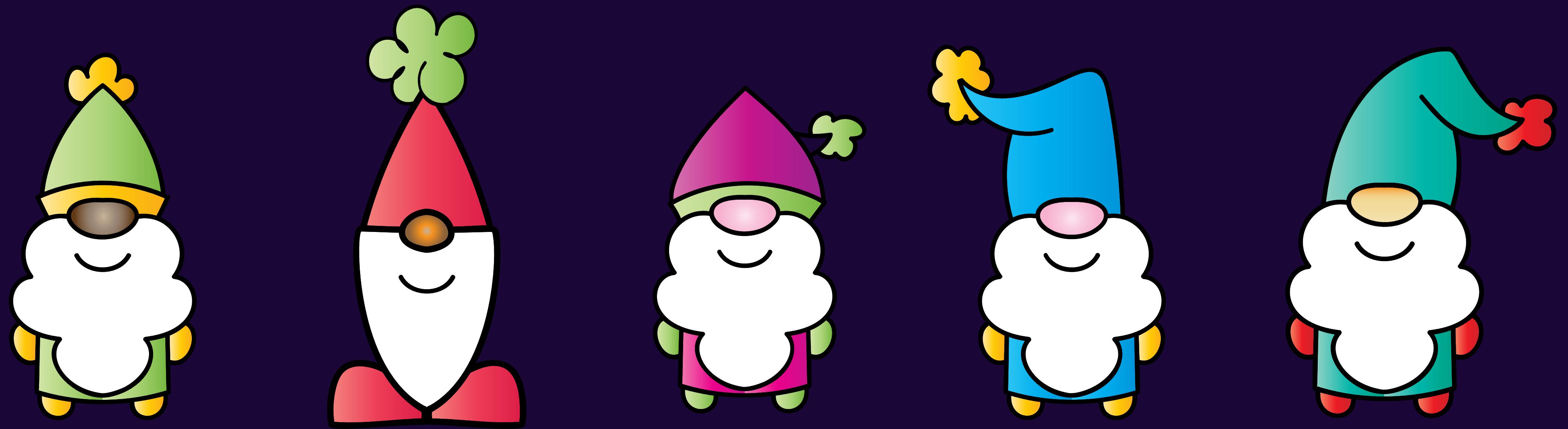


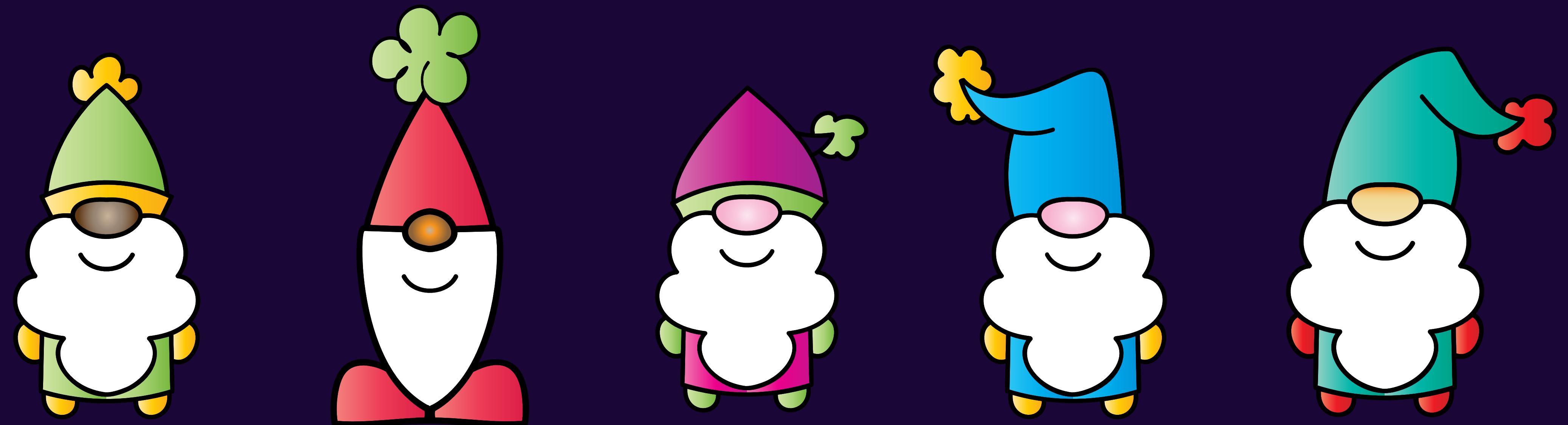












DEVELOPERS

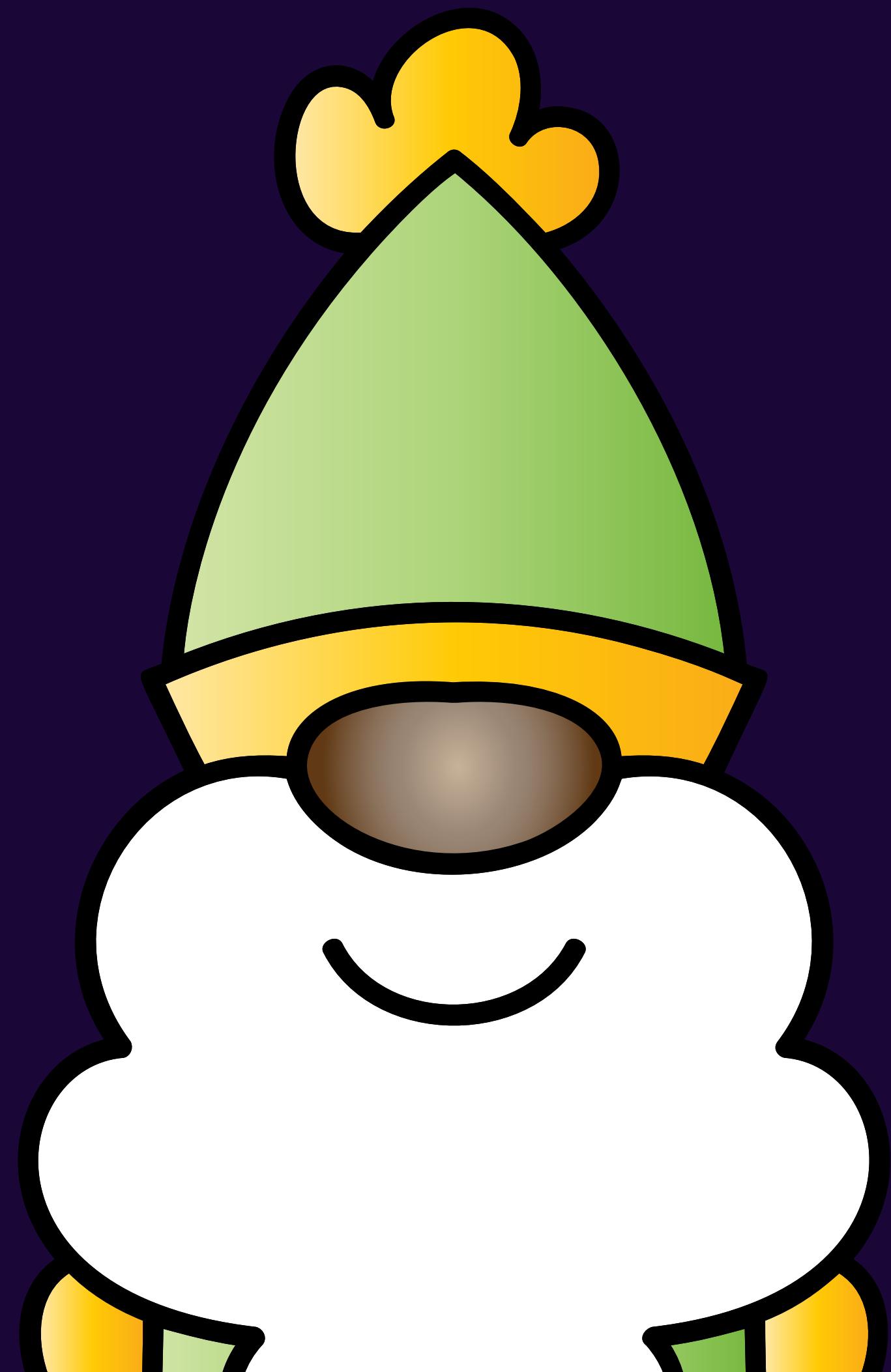
VISUAL
DESIGNERS

CONTENT
STRATEGISTS

USER
RESEARCHERS

INFORMATION
ARCHITECTS

Developers

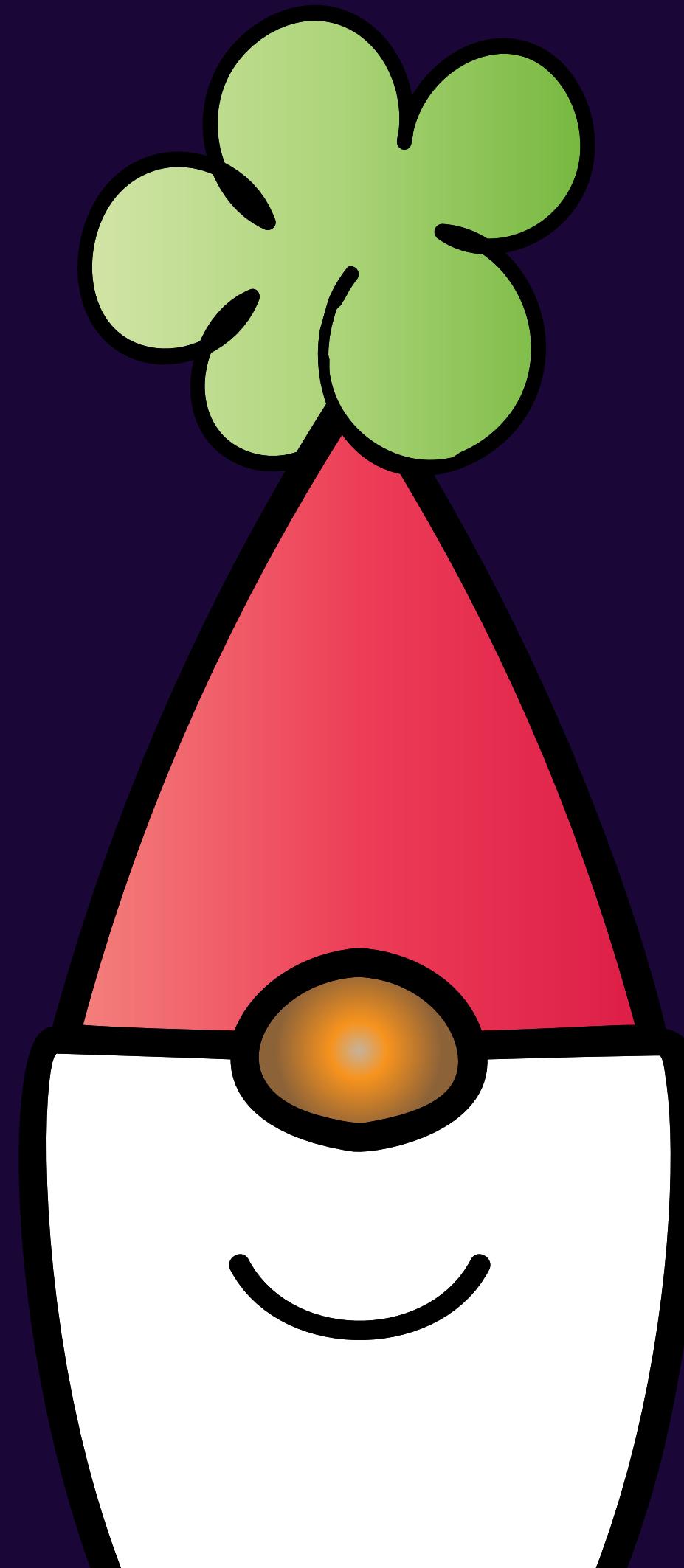


Developers

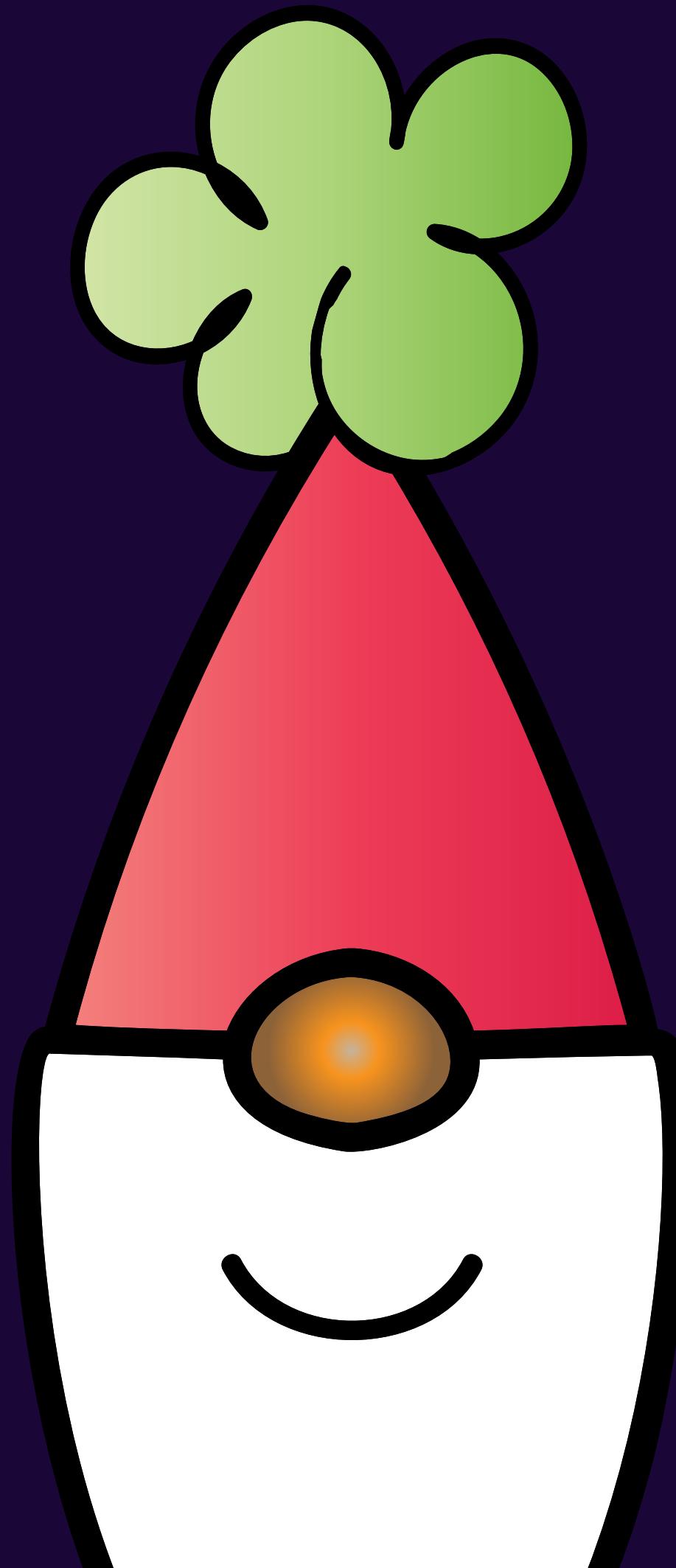


- **Build for Product Users and Use Cases**
- **Guard Against Extra Features and Functions Users Don't Need**
- **Reusable Patterns for Experience Consistency**

Visual Designers

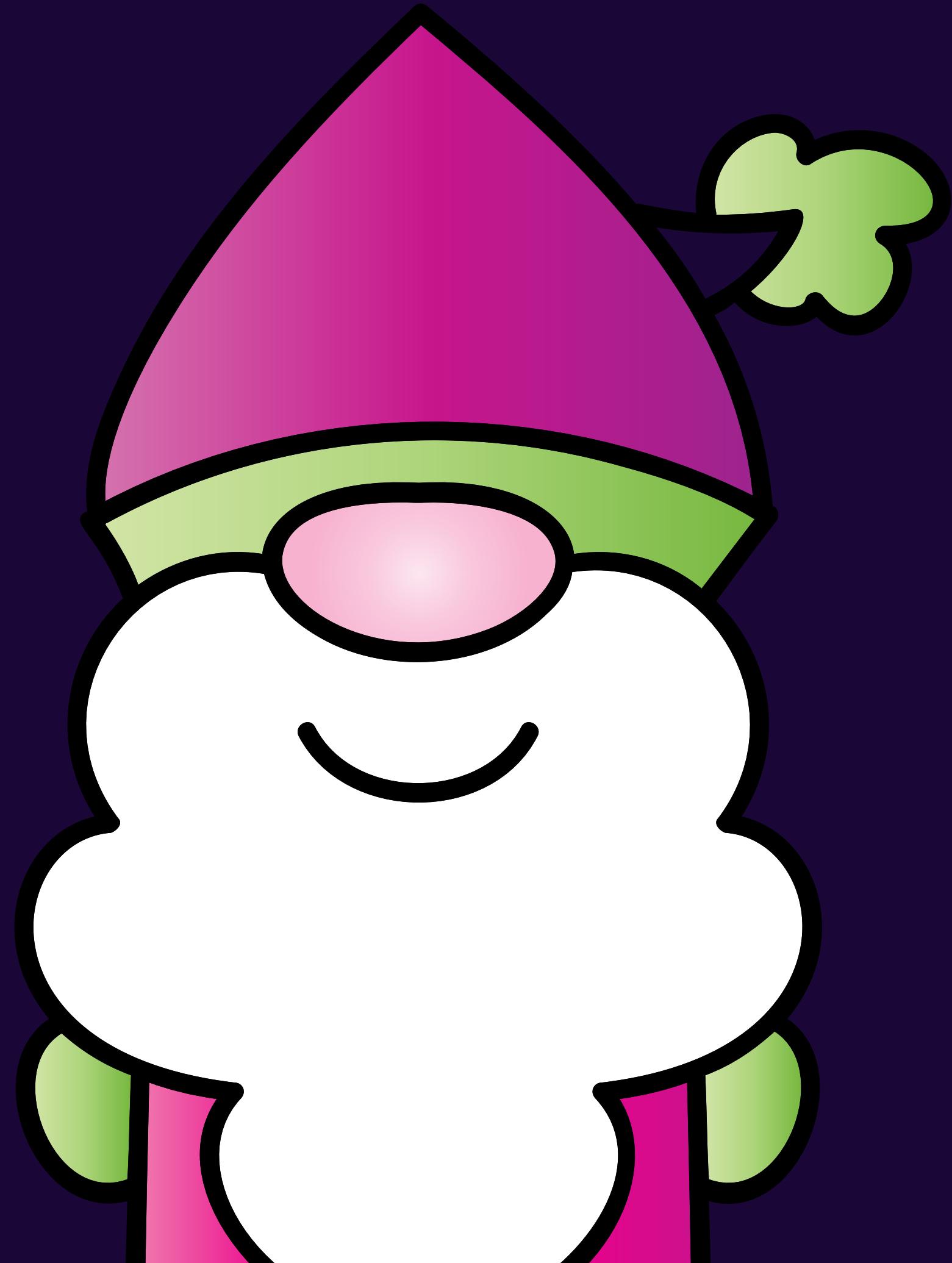


Visual Designers

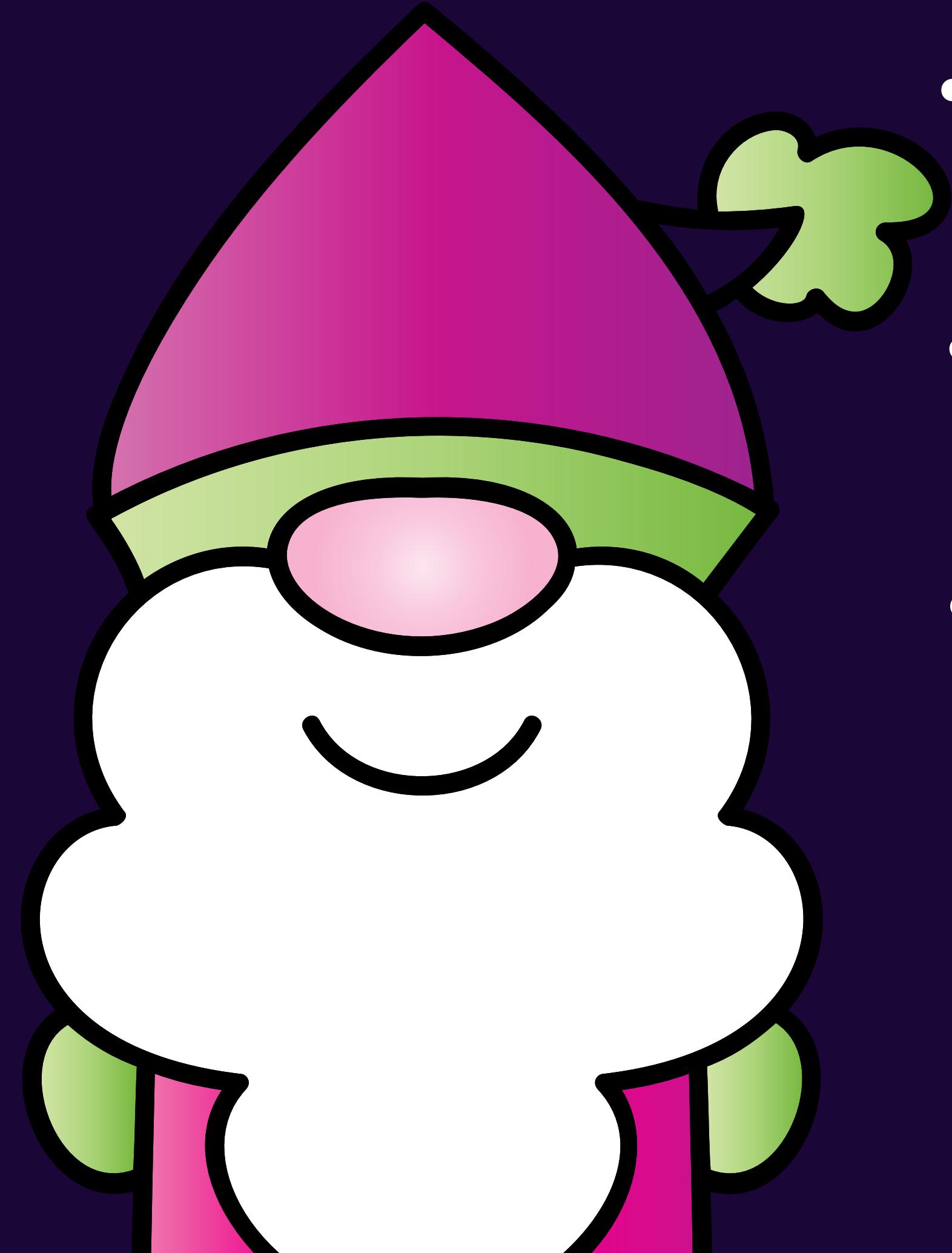


- **Layouts and Styles for How Humans Operate Online**
- **Consider Interactive Behavior As It Relates to Design**
- **Task-Based Design That Communicates How to Use the Interface**

Content Strategists



Content Strategists



- **Presentation of Info/Actions for How Humans Digest Words Online**
- **The Right Words to Guide Users to the Right Task**
- **Reusable Content Patterns That Support Design and Development**

User Researchers

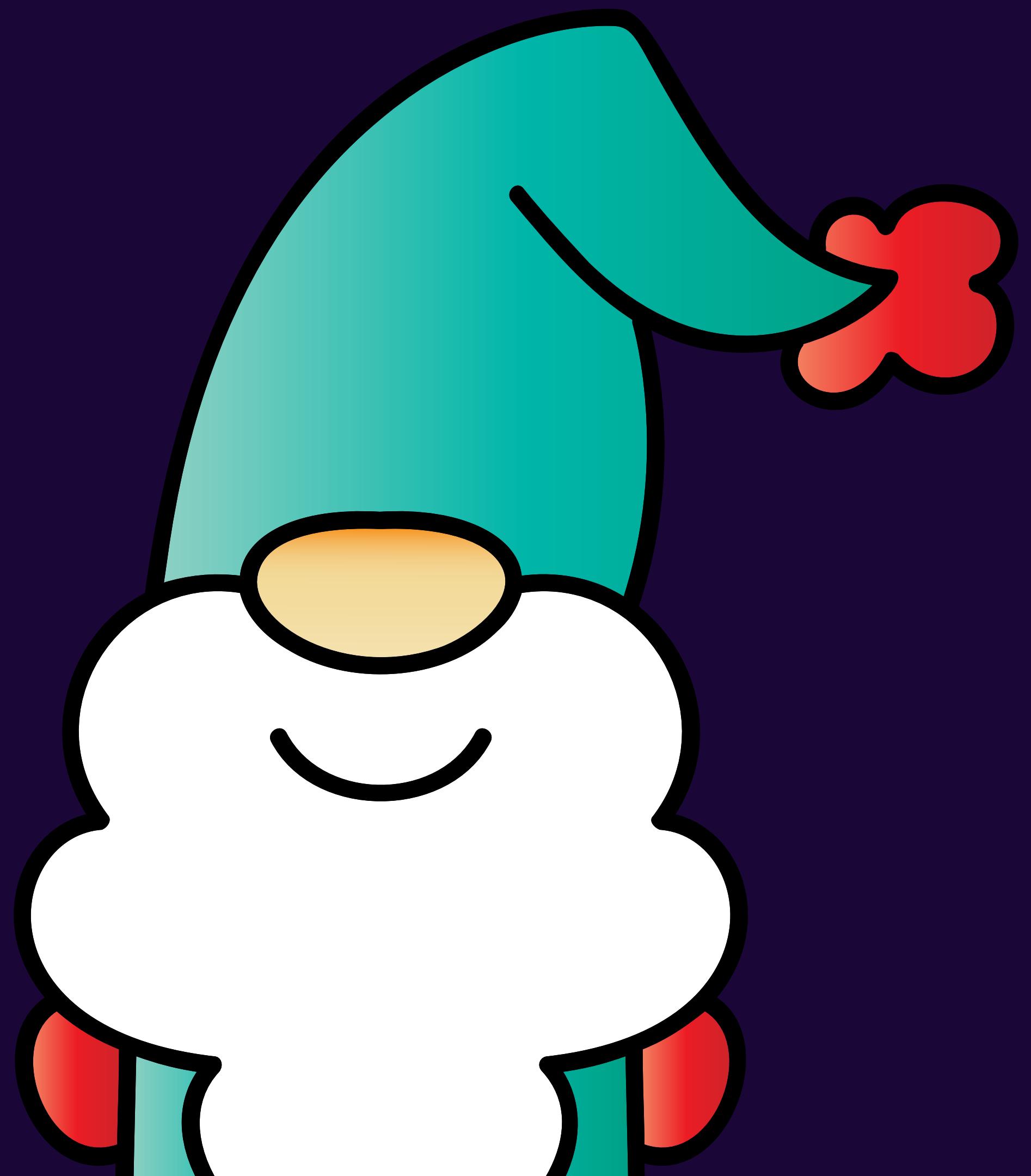


User Researchers

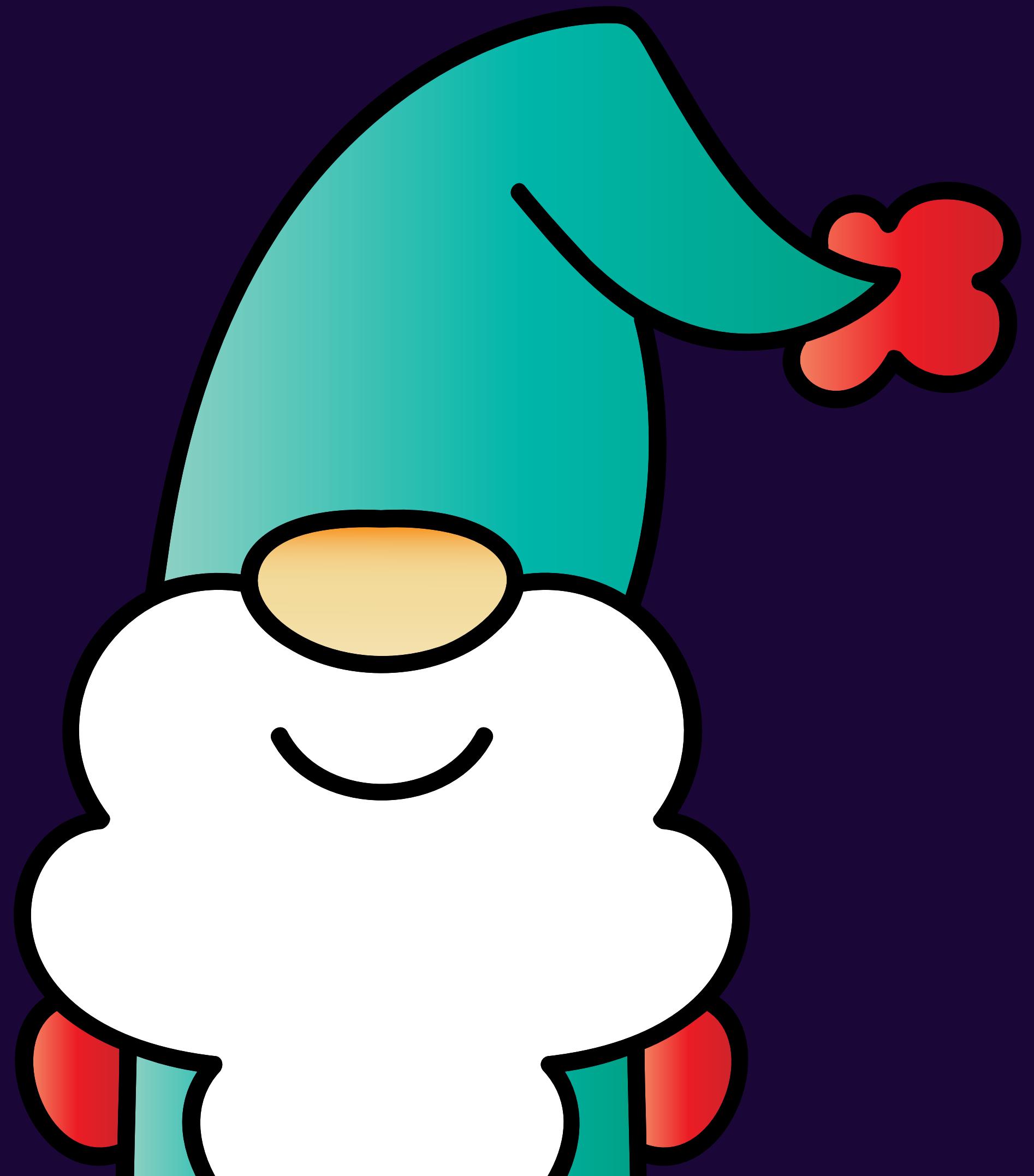


- **Observe Real People Using Products in Real Life**
- **Design and Conduct Activities Leading to Valuable Interactive Input**
- **Use Task-Based Tests to See What Is and Is Not Working**

Information Architects



Information Architects



- **Organizational Structures That Make Sense to Real People**
- **Functional Yet Human-Understandable Interfaces**
- **Technical Requirements Focused on User Interactions**



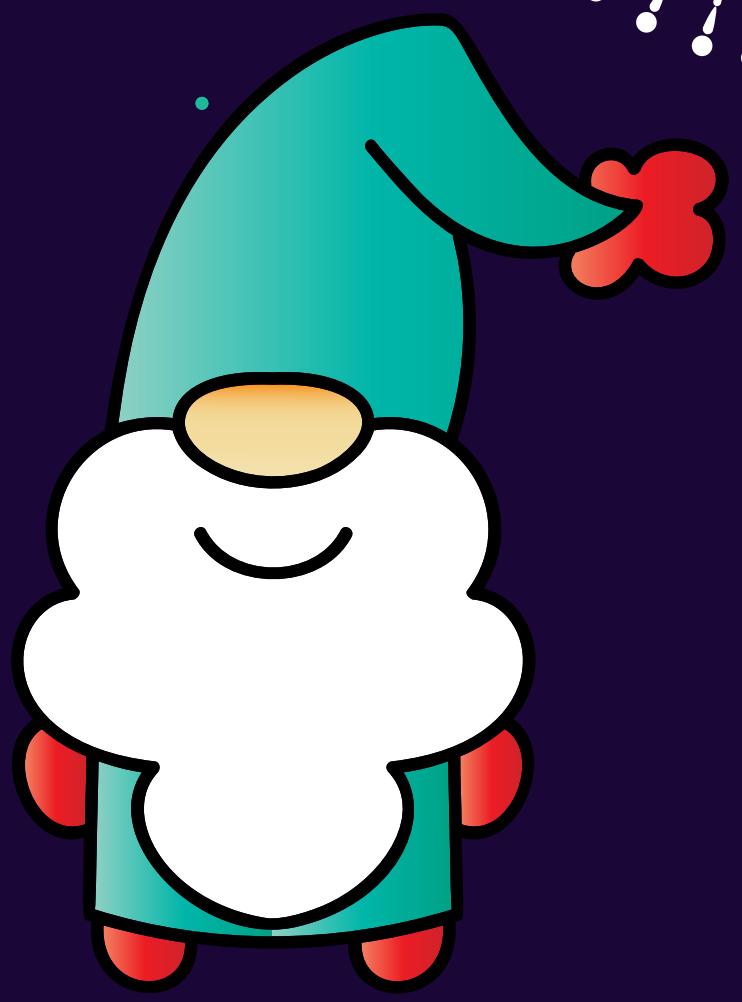
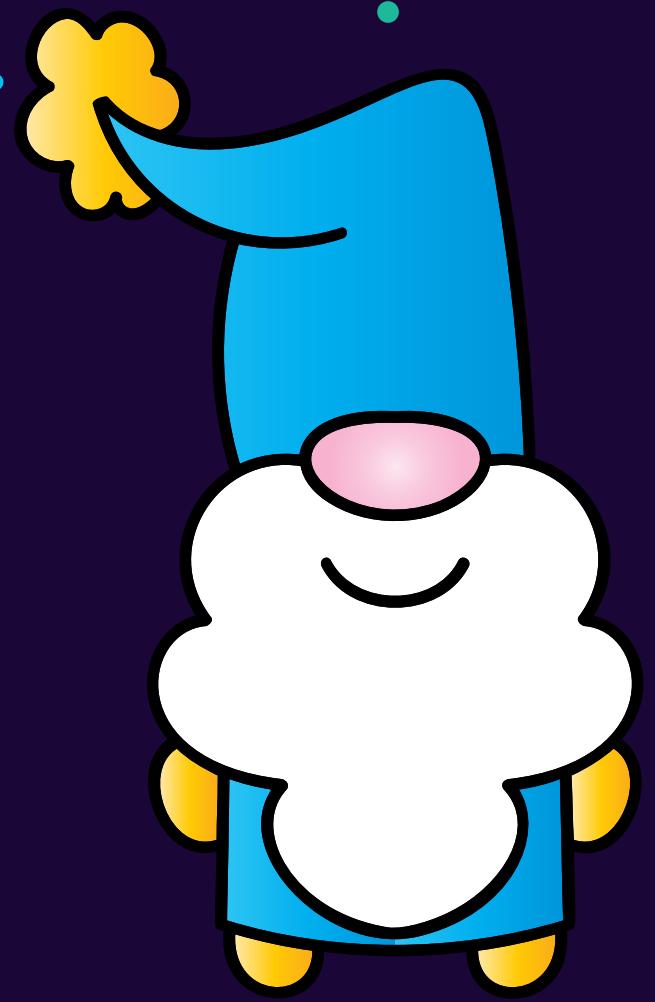
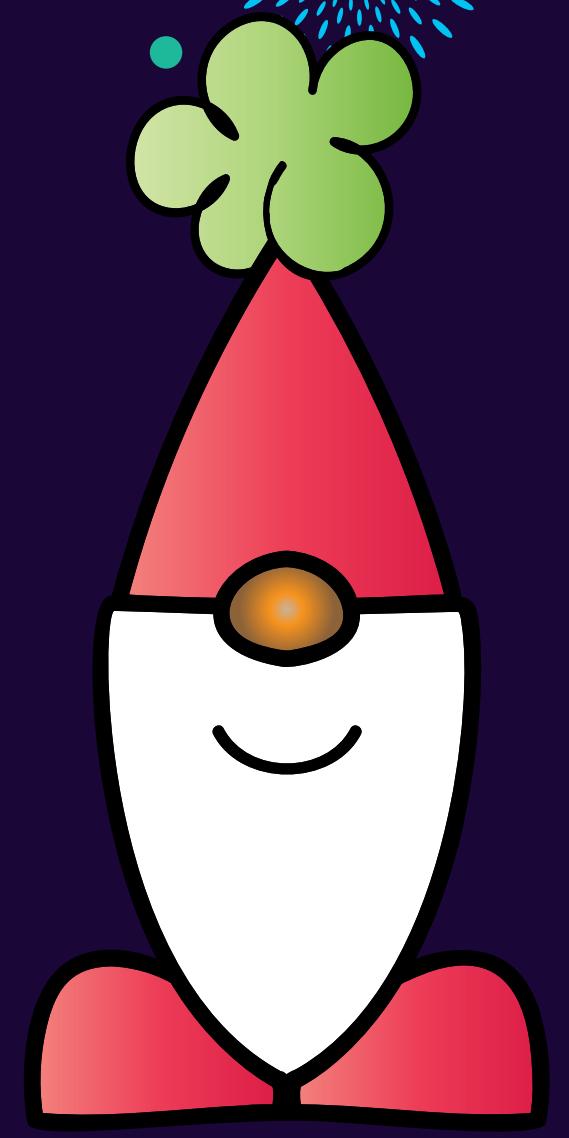
DEVELOPERS

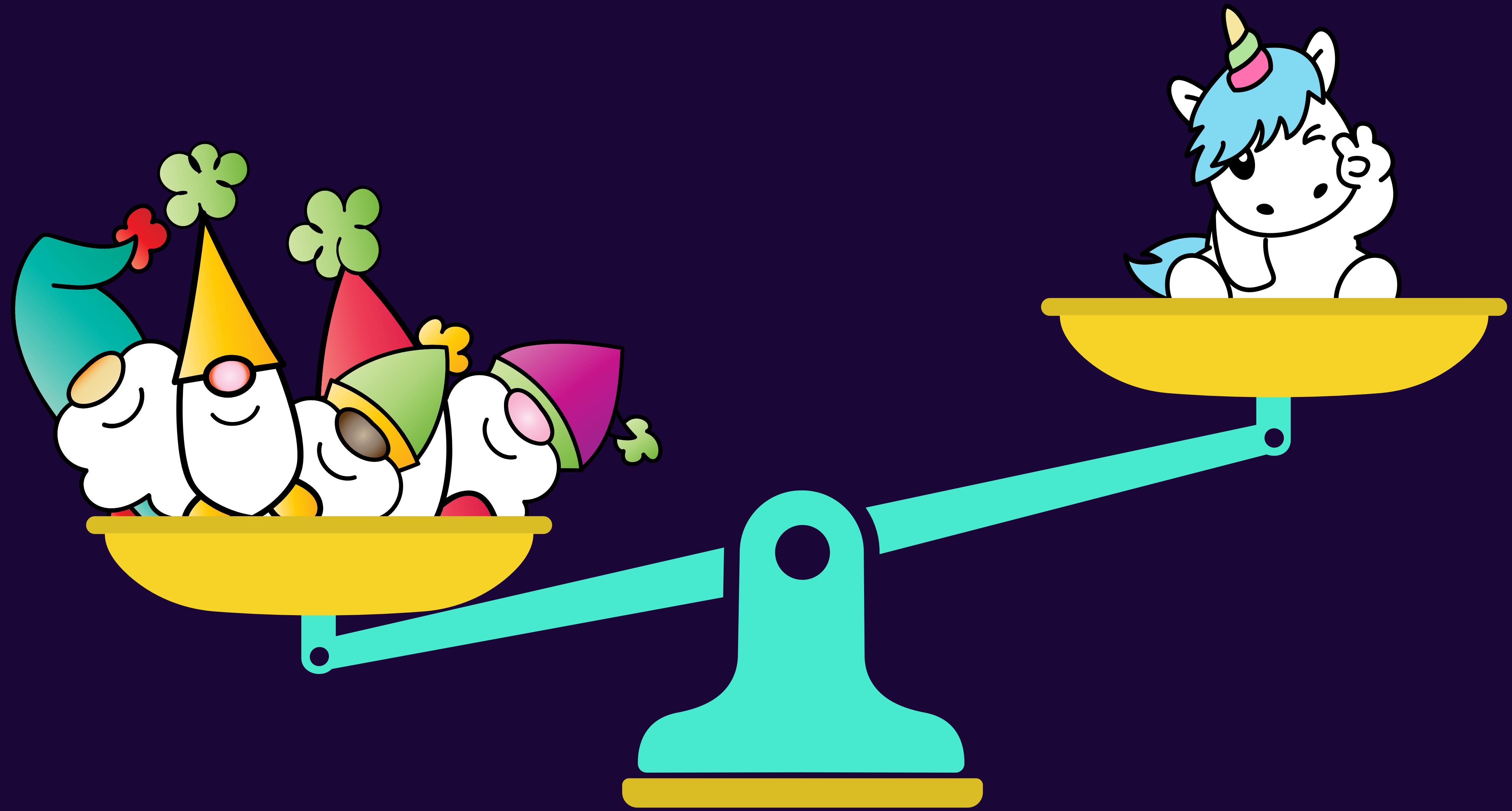
VISUAL
DESIGNERS

CONTENT
STRATEGISTS

USER
RESEARCHERS

INFORMATION
ARCHITECTS









EPIC UPGRADE

JUNE 25.

[KRONOS](#) [e-TRAIN](#) [e-CONNECT](#)
[INTERPRETER](#) [DOWNTIME](#)
[WORK ORDER
ENGINEERING / INFO SRVS](#) [OCCURRENCE](#) [MENUS](#)
[EXPOSURE](#) [LEXICOMP](#) [ALLSCRIPTS](#)
[EAP](#) [UPTODATE](#)
[ISOLATION](#) [EPIC](#) [STUDENTS](#)
[-- Forms, Requisitions, and Quick Links --](#)
[-- Departments --](#)


[HEART & SOLE
WOMEN'S FIVE MILER](#)
Volunteer Registration

[LISTINGS / DIRECTORIES / REFERENCES](#)

[CISCO Phone Setup / VoipNet](#)
[Laboratory Tests and Services Directory](#)
[MSDS - Material Safety Data Sheets or SDS - Safety Data Sheets](#)
[Vaccine Information Statements](#)

* Updated 2/11/16 *



[MEDICAL STAFF](#)

[Call Schedules](#)

[Medical Staff & Affiliated Professional Staff Rosters](#) | [Clinical Privilege Lookup](#)

[Physician Portal](#)

[CLINICAL RESOURCES](#)

[Antibiotic Susceptibility Patterns](#)
[Anticoagulation Tools](#)
[Ebola Resources](#)
[ICD-10](#)
[Mayday Manual Online](#)
[Medical Abbreviations](#)
[Medication Resource Center](#)
[Nutrition Therapy Manual](#)

[Online Research Resource Center](#)

[Visual DX](#)


Lexington Medical Center Policies and Procedures

[Laboratory Policies and Procedures](#)

[Physician Orders](#)



Robotic Surgery Symposium

ROBOTIC SURGERY SYMPOSIUM
FRIDAY, APRIL 15, 2016

Log onto eTrain to Register
or Click Here for More Information

[QUALITY](#)

[2015 Medical Record Review](#)
[Inpatient Fall Prevention Program](#)

REGULATORY

[CMS / NIAHO / STROKE Regulations](#)
[EMTALA](#)
[HIPAA](#)
[What is ISO?](#)
[LMC Performance Improvement Plan](#)

GUEST SERVICES

[Cultural Manual](#)
[Maps](#)
[Press Ganey](#)
[Vial of Life \(My 9-1-1 Program\)](#)
[Wellness Network Patient Channel](#)

[REQUESTS](#)

[Heat \(IS Requests\)](#)
[IS Change Request System](#)
[Pest Control Request](#)
[Radiology Equipment Service Request](#)
[Intermed Work Request](#)


[Instructions / Documentation](#)

[EXPOSURE](#) [LEXICOMP](#) [ALLSCRIPTS](#)
[EAP](#) [UPTODATE](#)
[ISOLATION](#) [EPIC](#) [STUDENTS](#)
[-- Departments --](#)


Saturday, May 14

**LEXINGTON MEDICAL CENTER
GOVERNOR'S CUP**

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(Employee Discount Link)

[HUMAN RESOURCES / EVENTS & PROGRAMS](#)

[Award of Excellence](#)

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[Code of Conduct](#)

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[Employment Verification Service](#)

[Ethics Law](#)

[Health Directions: Schedule](#)

[Hiring Manager](#)

[KRONOS: Timekeeper Information](#)

[LMC Wellness Path](#)

[Newsletters \(Intercom | Stethoscoop\)](#)

[Questions or Concerns](#)

[Scholarships](#)

[APPLICATIONS](#)

[Allscripts EPSI](#)

[Financial Management System](#)

[CareLink \(LMConnect\)](#)

[Citrix Server](#)

[EPIC Downtime - BCA Web](#)

[GE Centricity \(Radiology PACS\)](#)

[HeartLab](#)

[LMConnect Gold Revenue Portal](#)

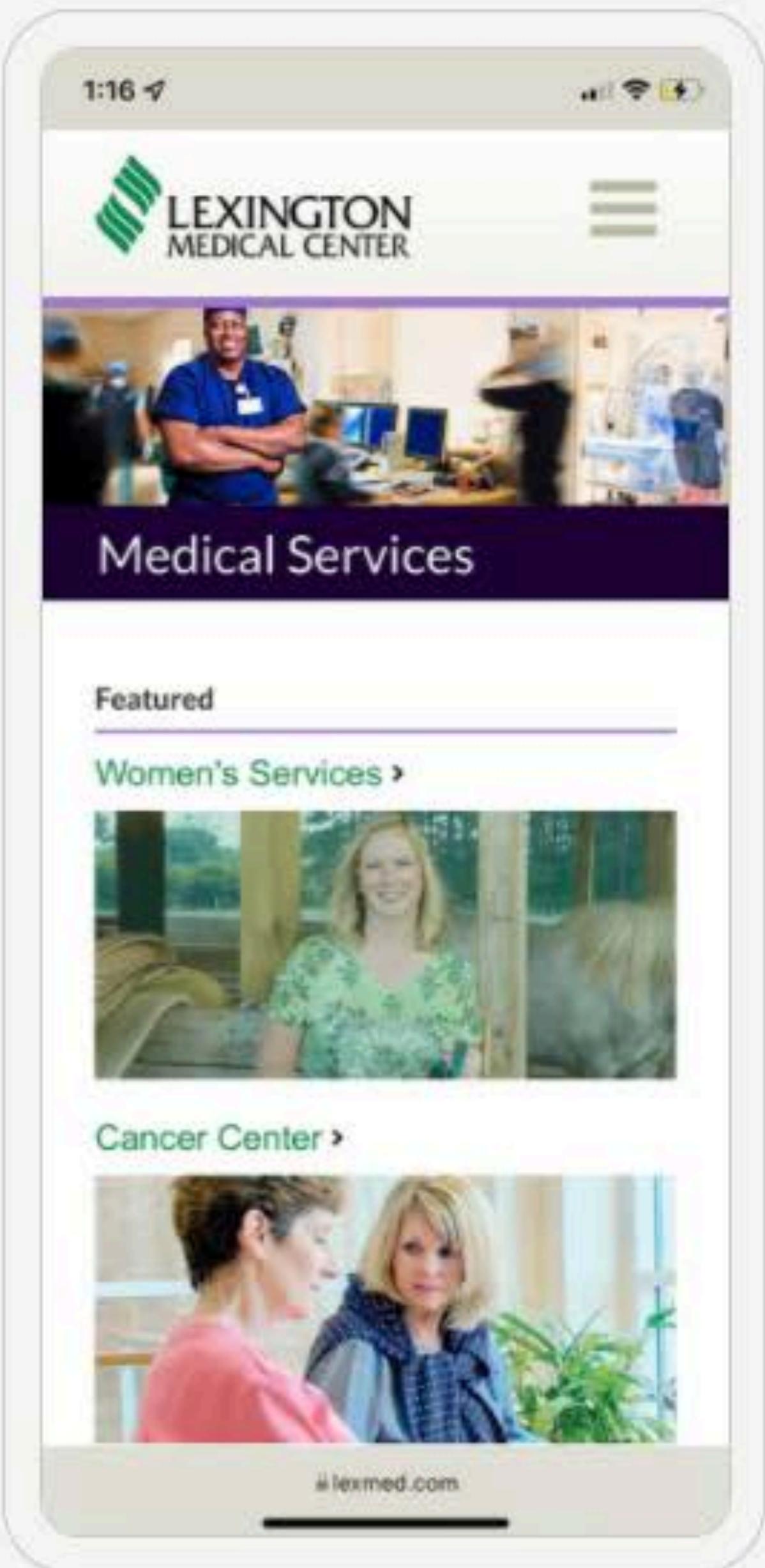
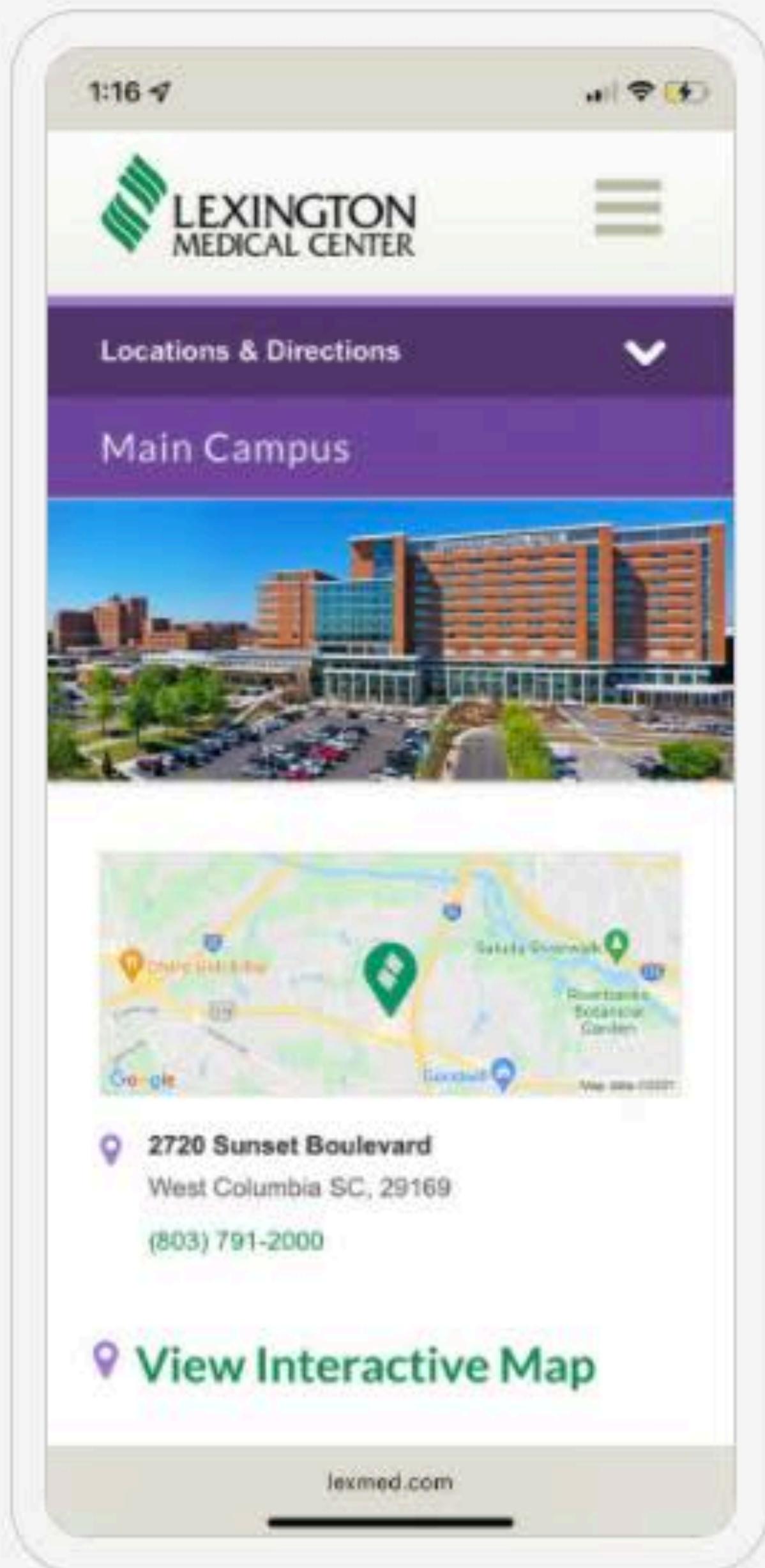
[Medication Resource Center \(Formweb\)](#)

[Pyramis \(EKG\)](#)

Current Dataset Update took place on:

3 14
Month Day Year

**ALARIS
INFUSION
PUMP**



+

45%

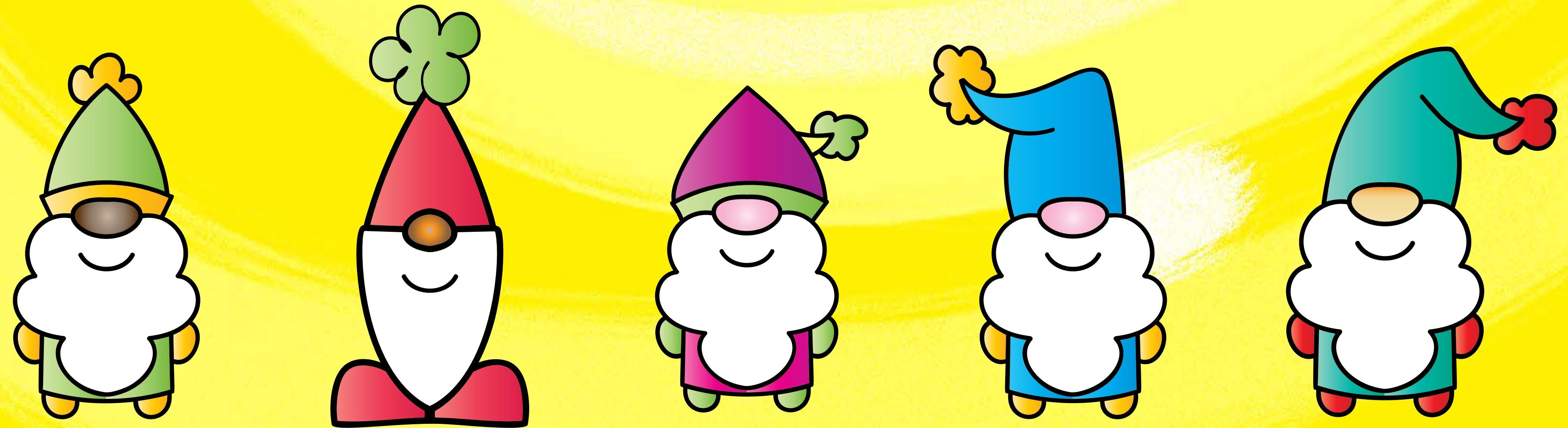
Site Traffic

-
65%

Maintenance

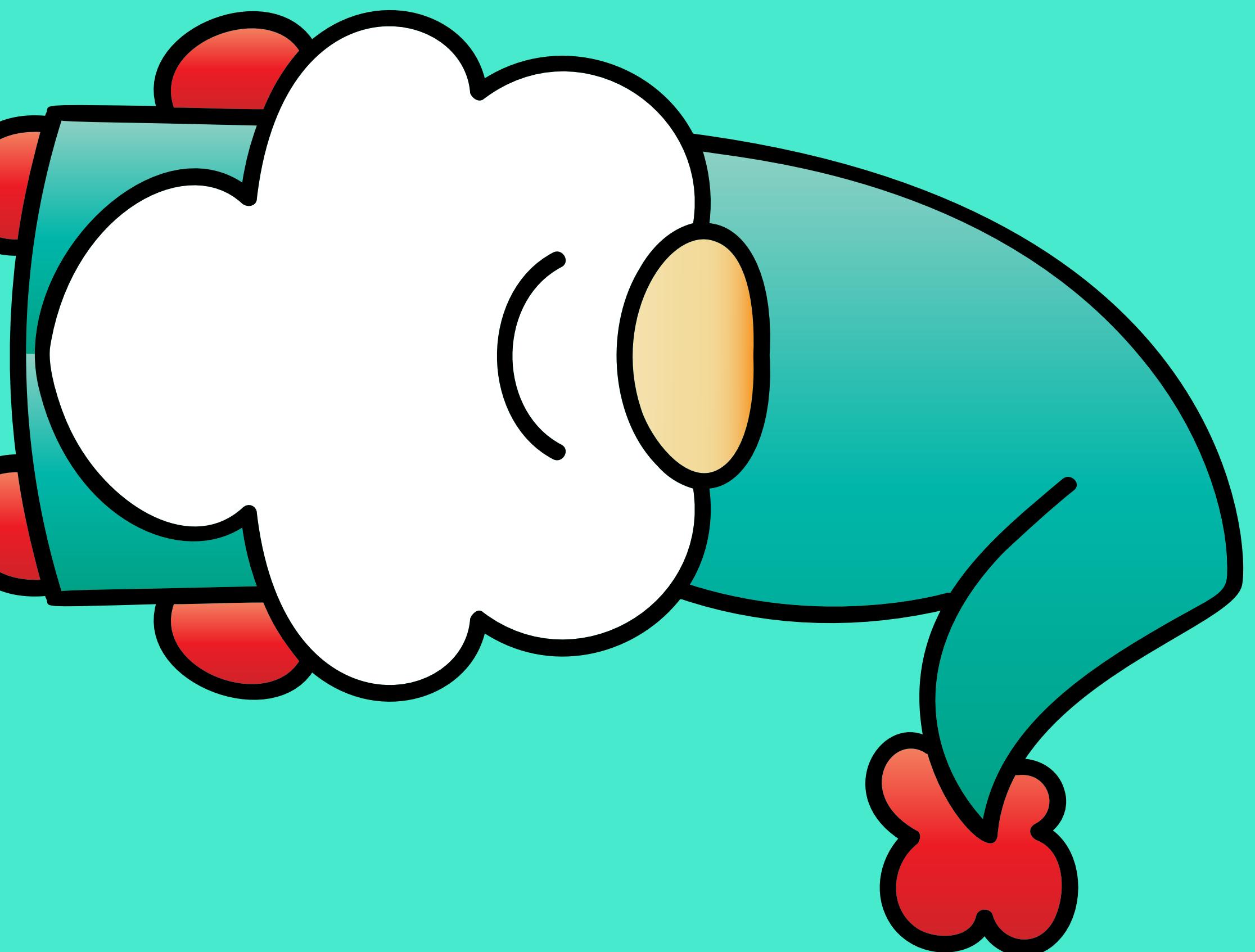
+ 465%

Mobile Use

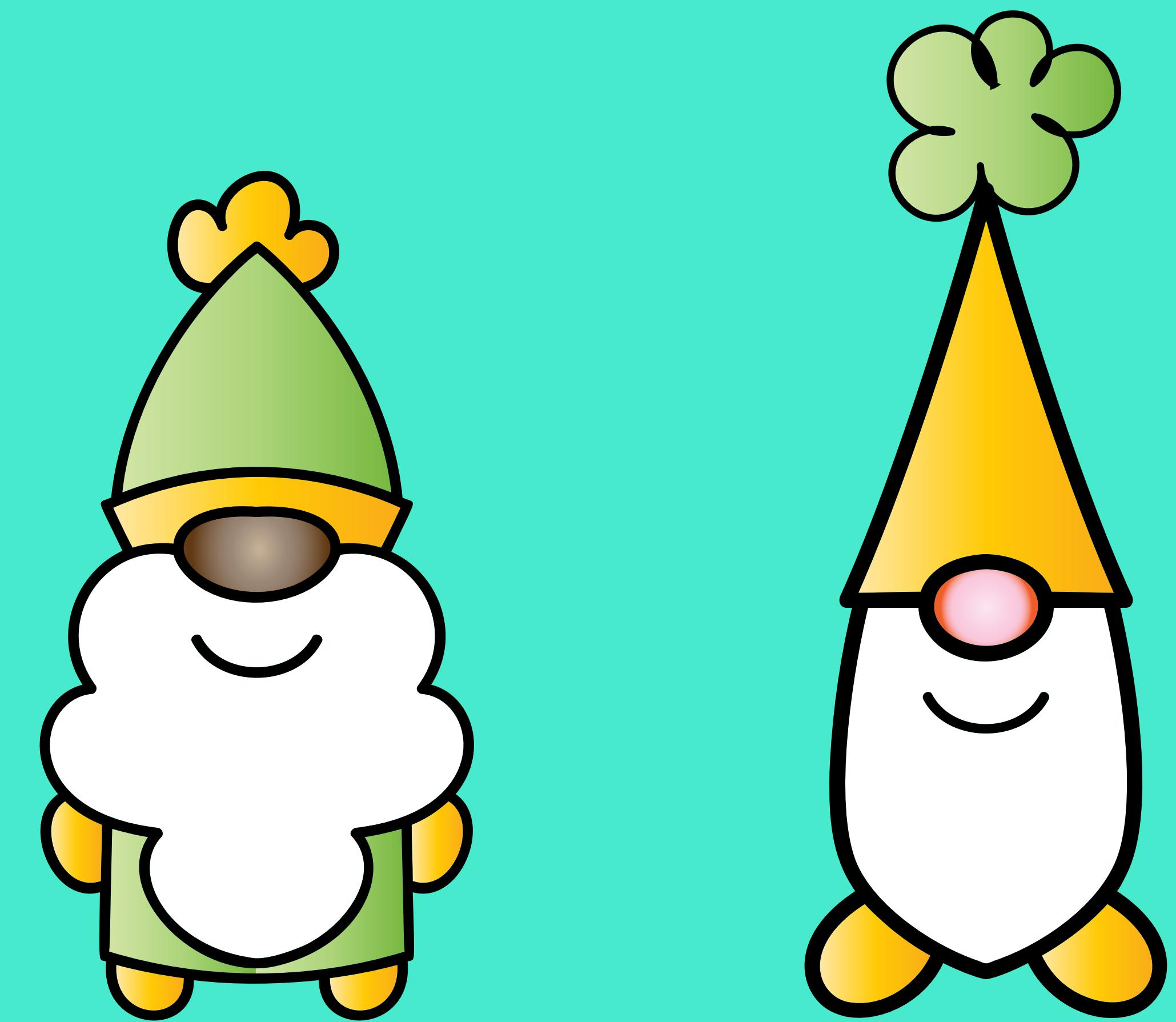








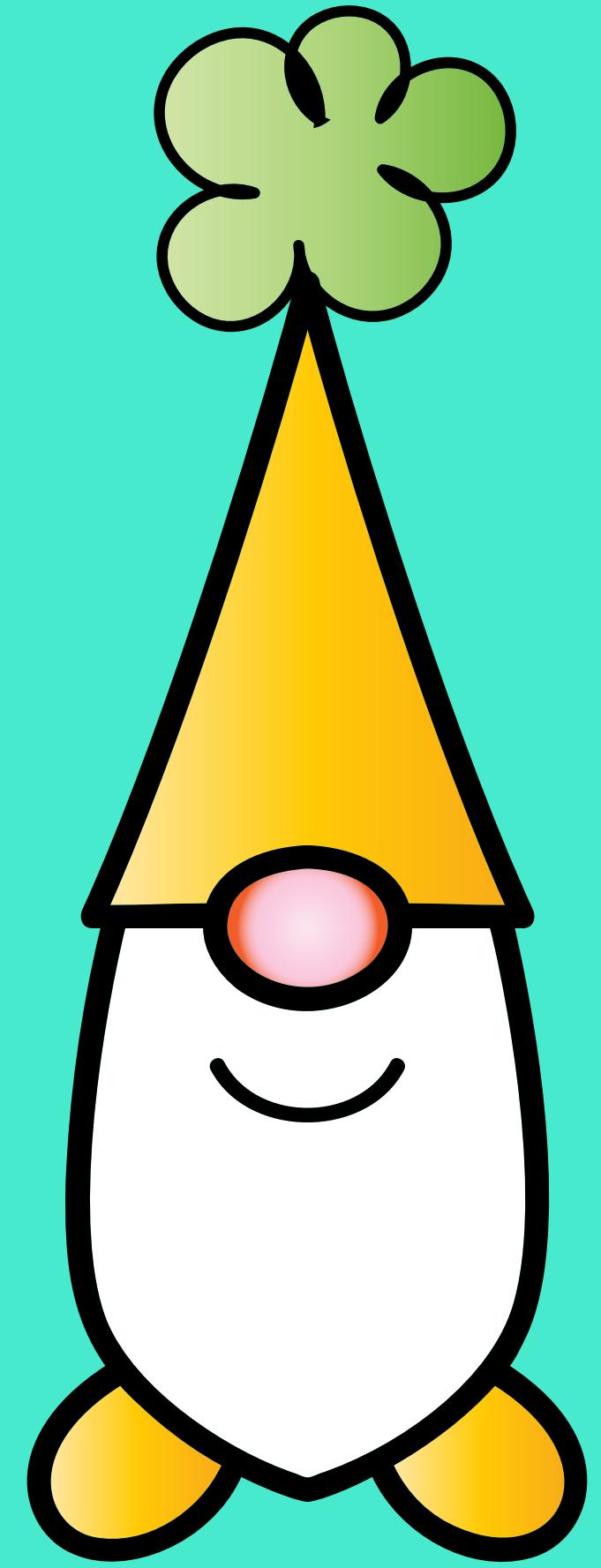
**Identify your
gaps.**



ROMEO



JULIET



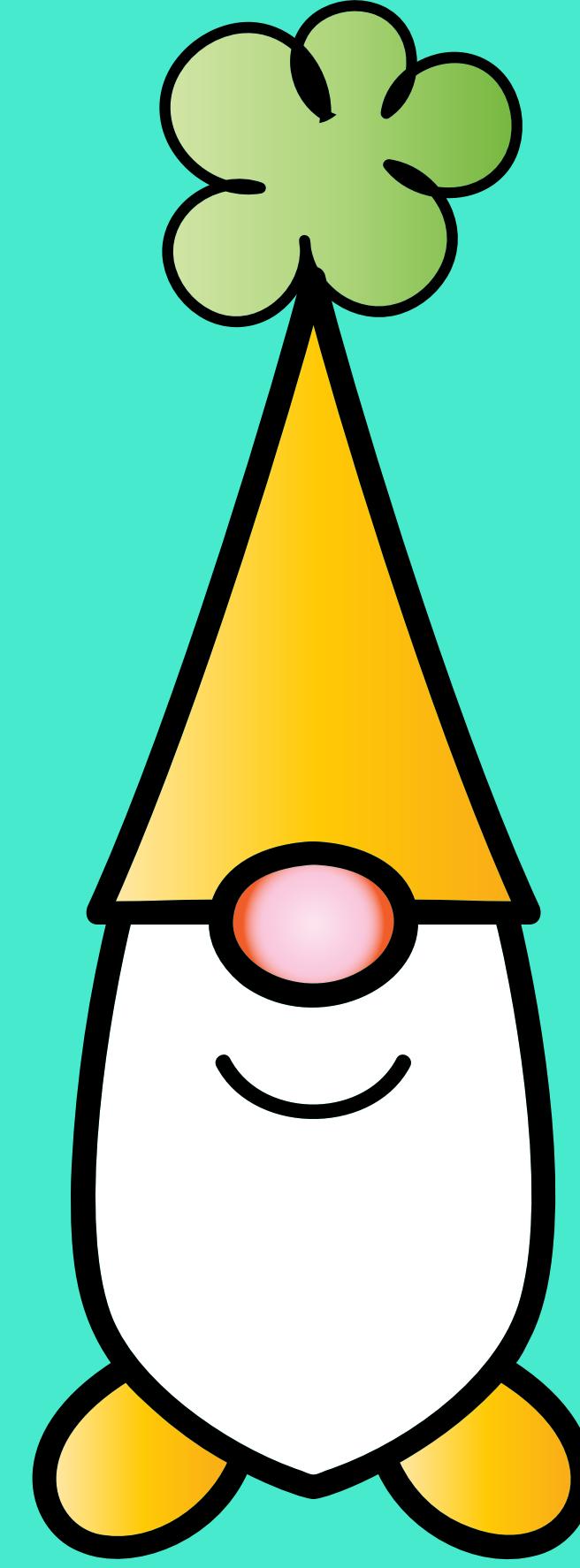
ROMEO

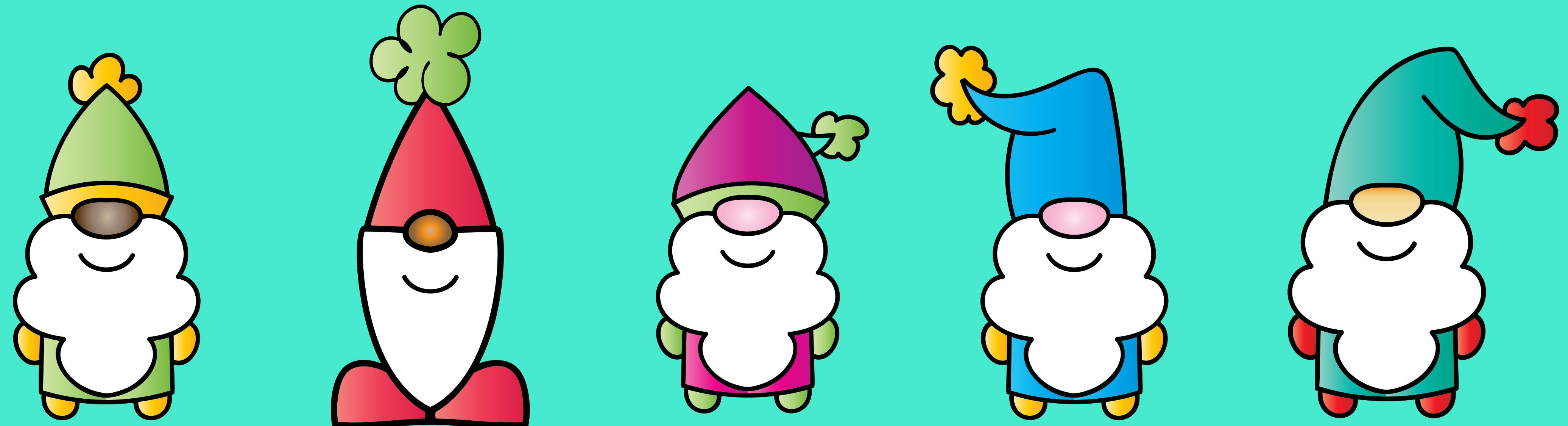
FRONT-END
DEVELOPER



JULIET

BACK-END
DEVELOPER





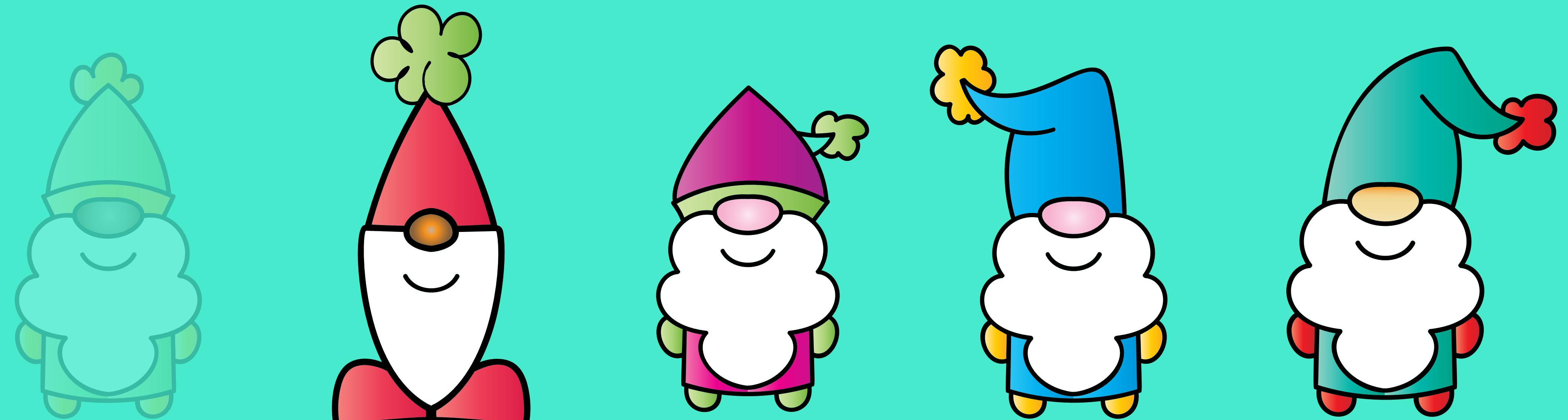
DEVELOPERS

VISUAL
DESIGNERS

CONTENT
STRATEGISTS

USER
RESEARCHERS

INFORMATION
ARCHITECTS



DEVELOPERS

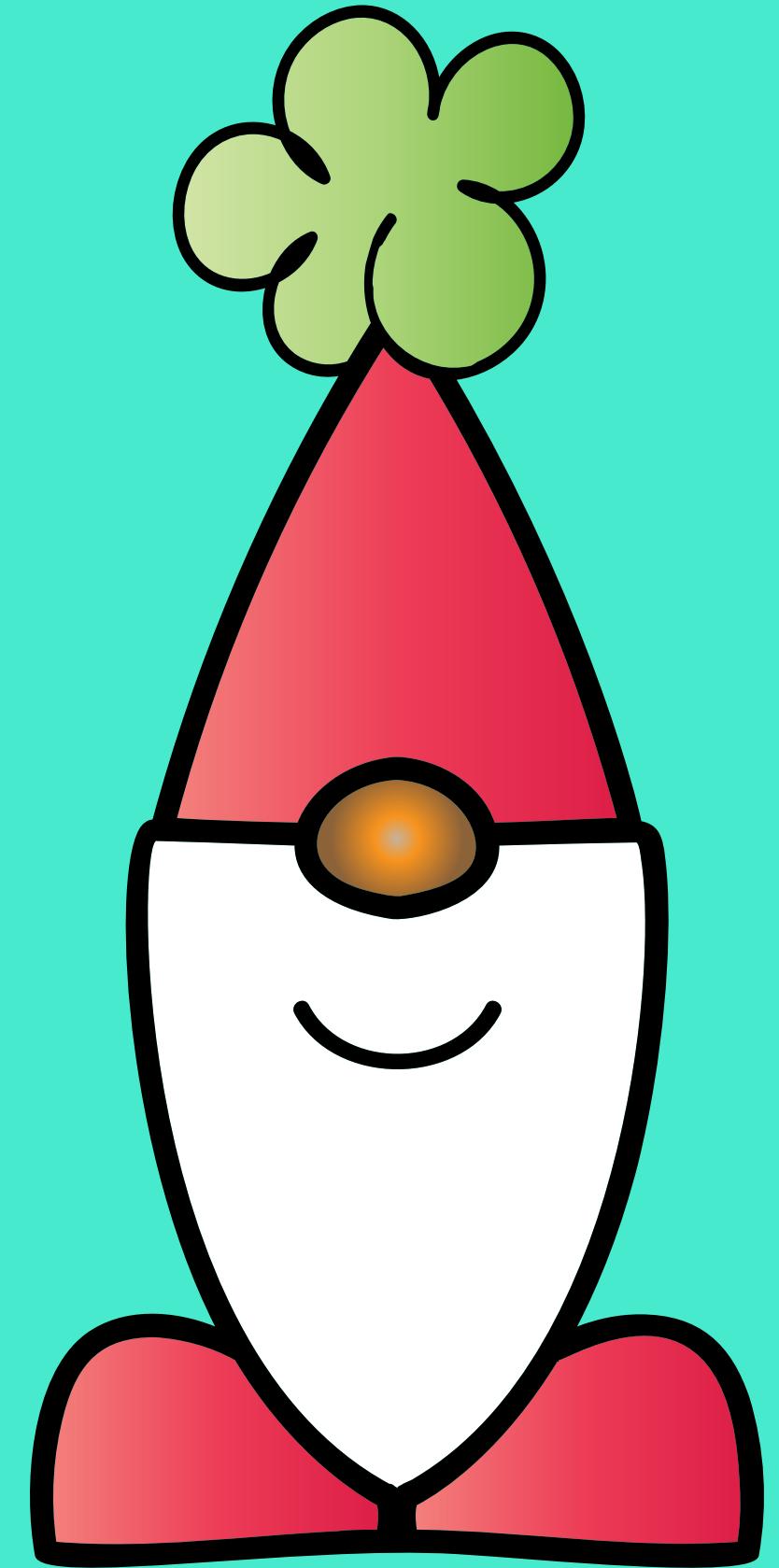
VISUAL
DESIGNERS

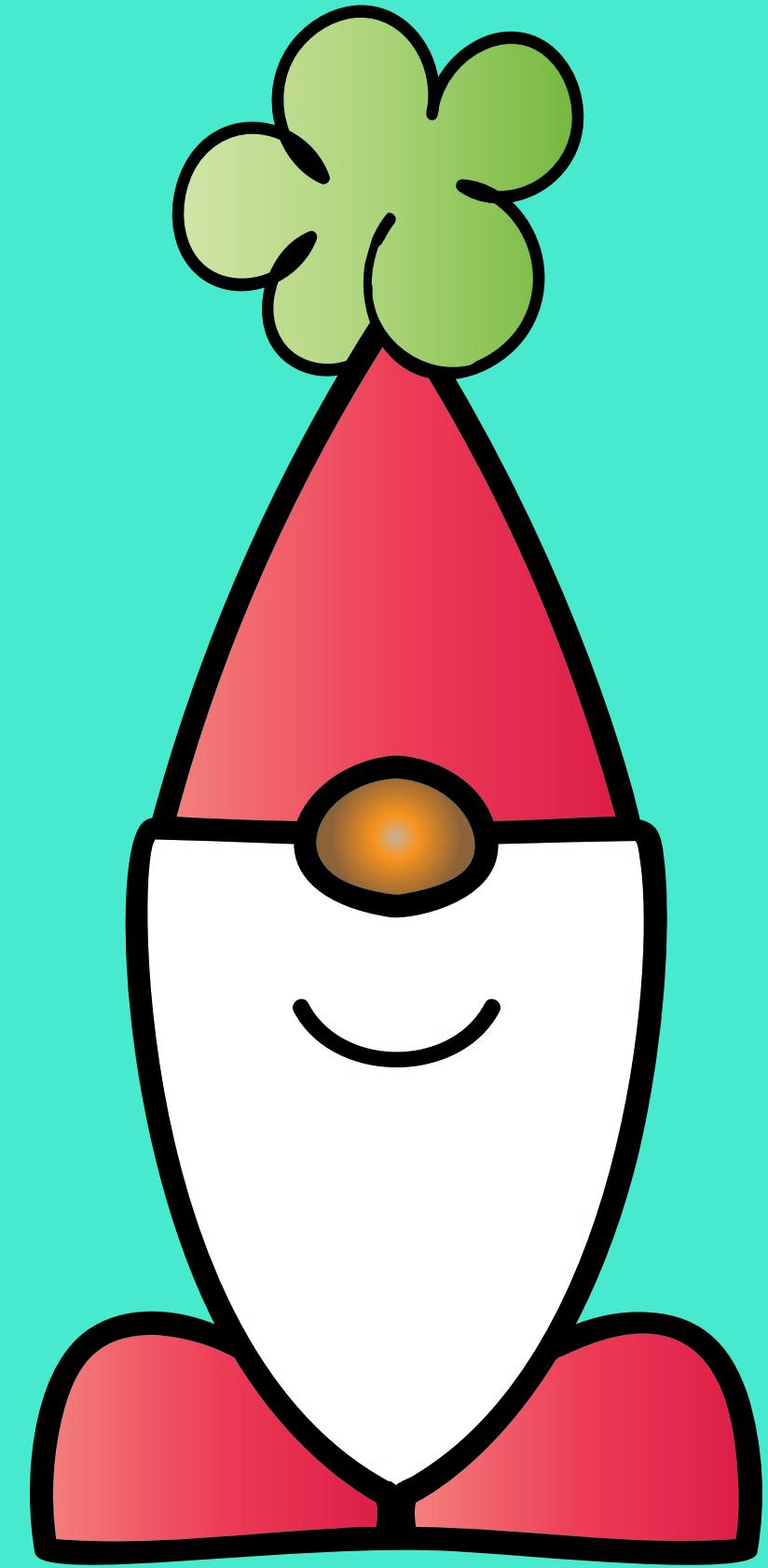
CONTENT
STRATEGISTS

USER
RESEARCHERS

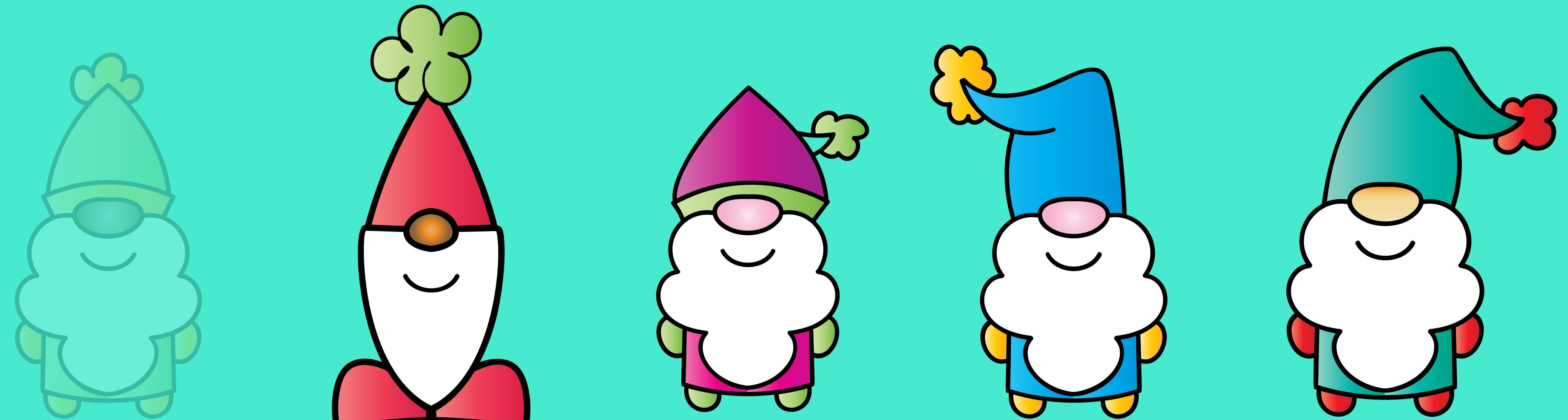
INFORMATION
ARCHITECTS

Untapped potential.





VISUAL
DESIGNER



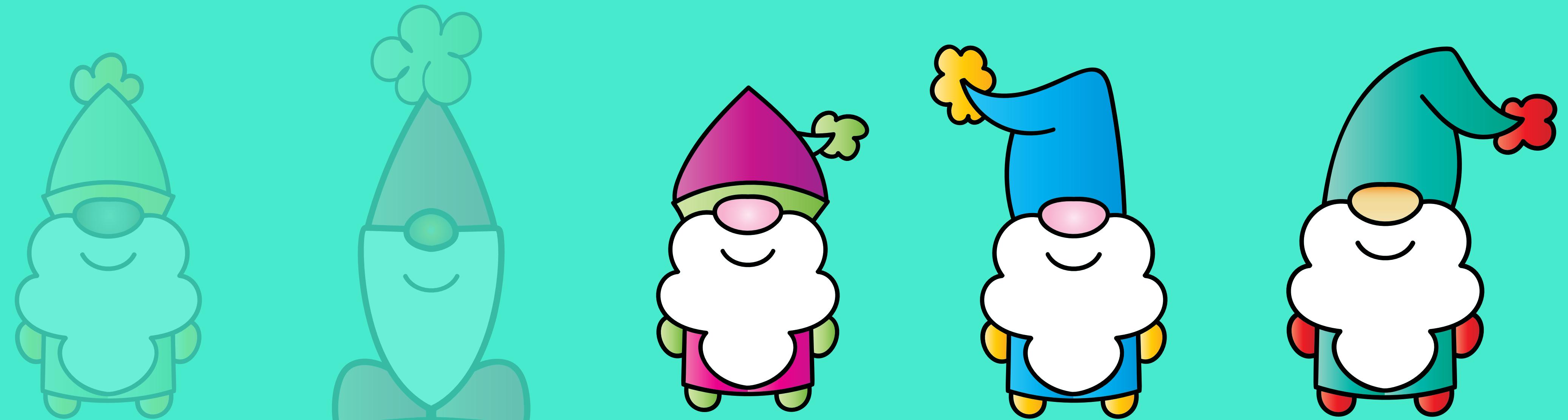
DEVELOPERS

VISUAL
DESIGNERS

CONTENT
STRATEGISTS

USER
RESEARCHERS

INFORMATION
ARCHITECTS



DEVELOPERS

VISUAL
DESIGNERS

CONTENT
STRATEGISTS

USER
RESEARCHERS

INFORMATION
ARCHITECTS

Prioritize
project needs.



DEVELOPERS

VISUAL
DESIGNERS

CONTENT
STRATEGISTS

USER
RESEARCHERS

INFORMATION
ARCHITECTS

Start a Conversation or Project

Name

Email Address

Phone Number (optional)

What are you looking to do? (optional)

- Create or Improve an App, Software Product, or Complex Site
- Evaluate a Digital Experience



CONTENT
STRATEGIST



INFORMATION
ARCHITECT

 Back

Skip

Self-Care

2

I have trouble reaching and manipulating household objects.

Never

Rarely

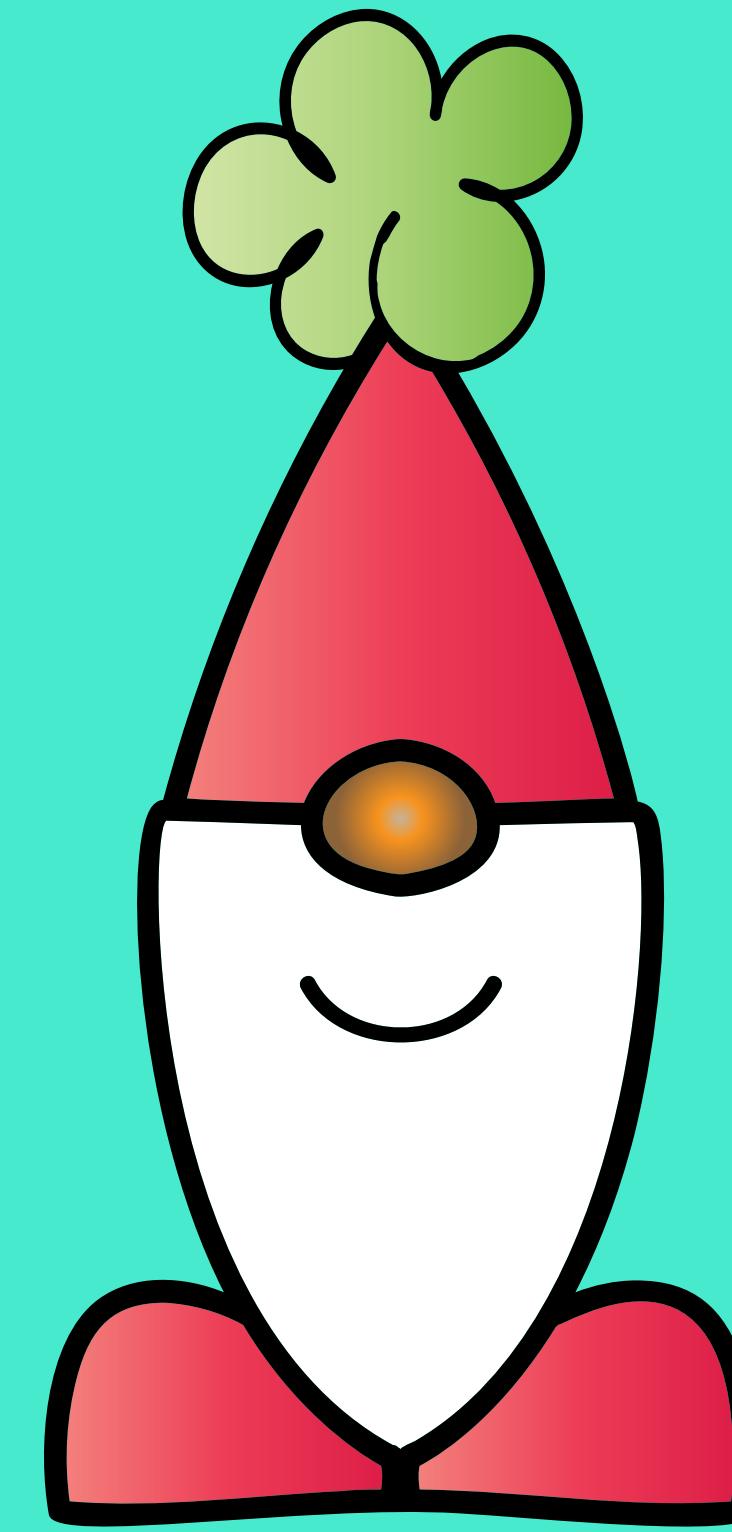
Sometimes

Usually

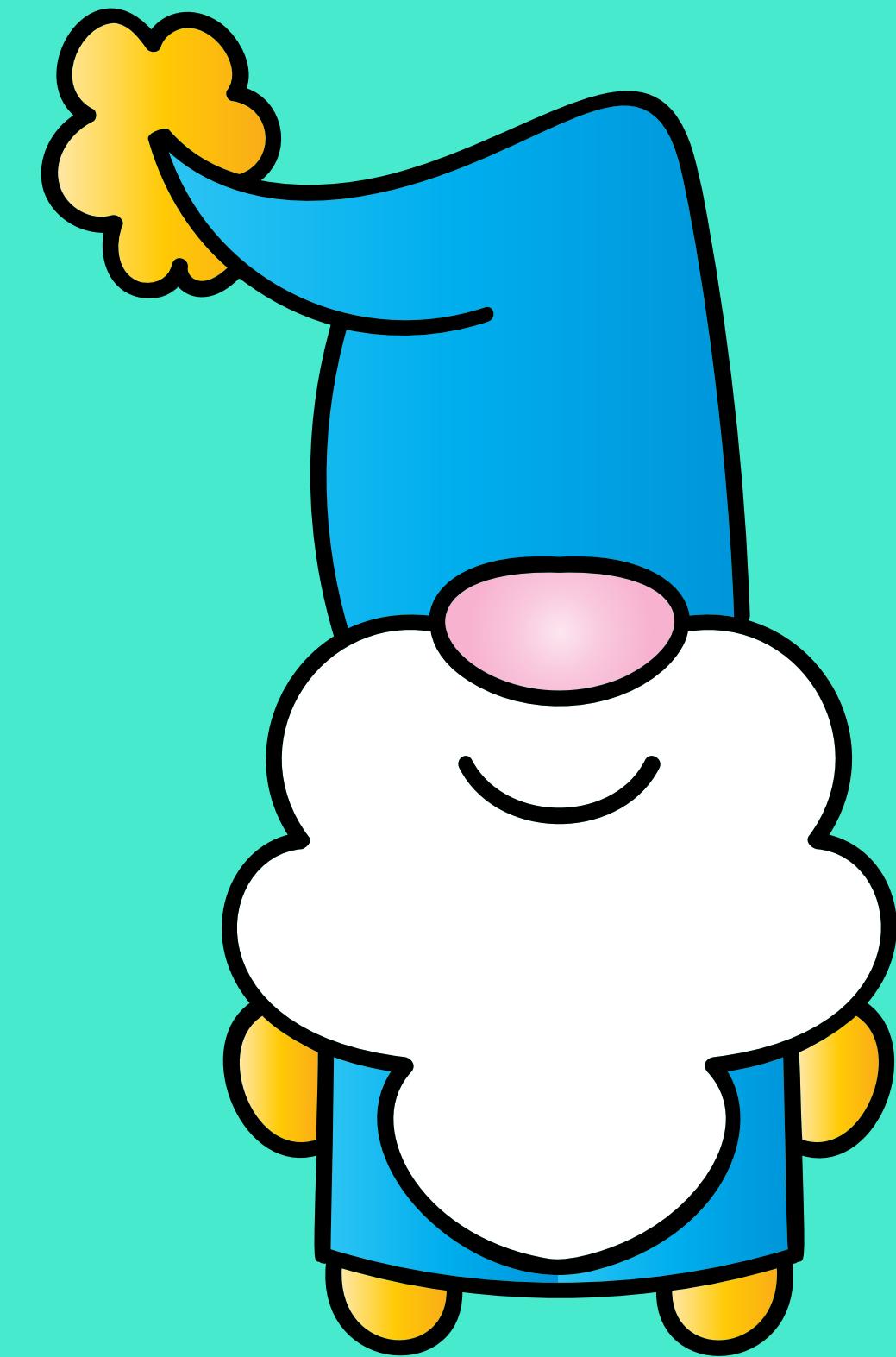
Always



Next

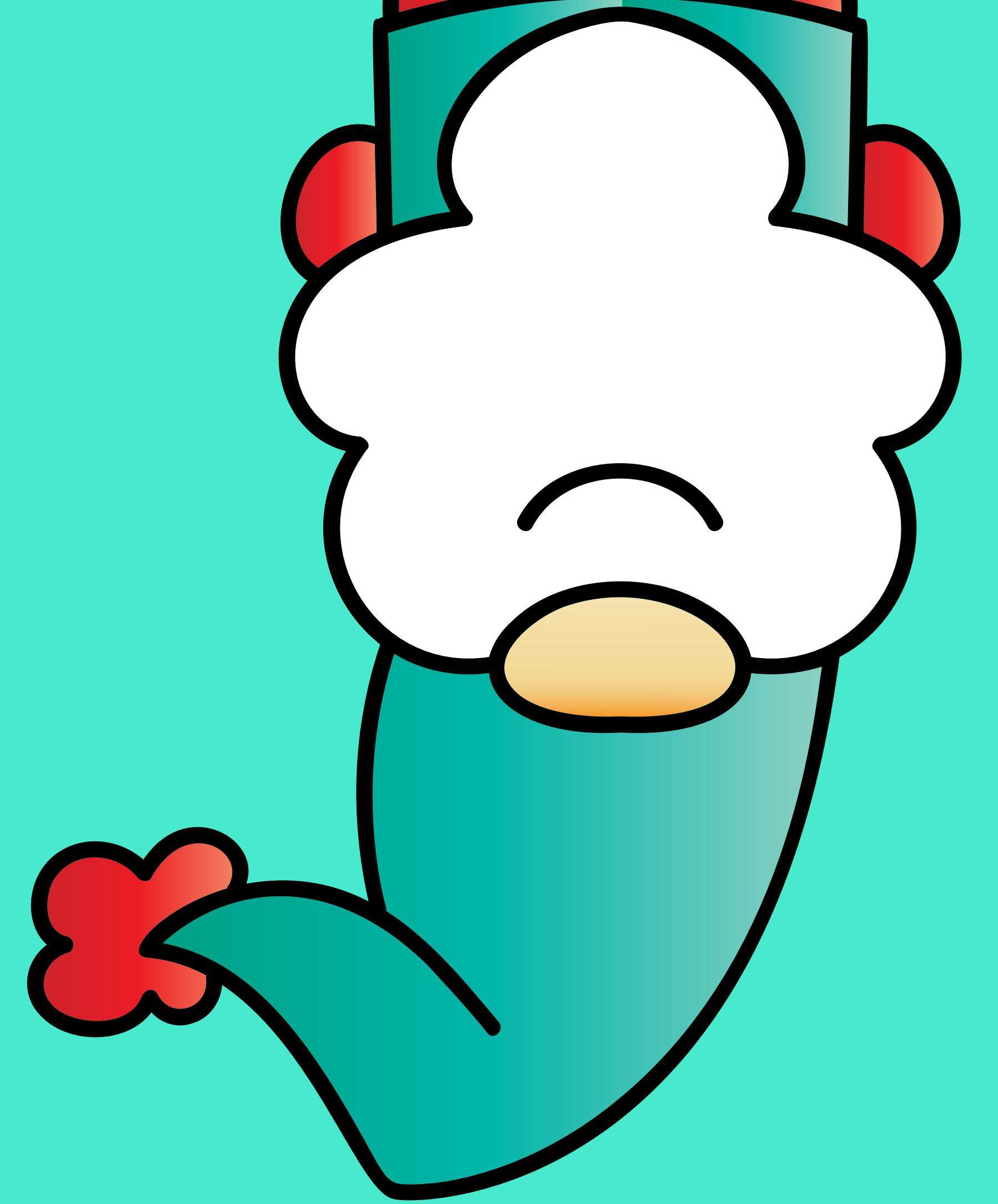


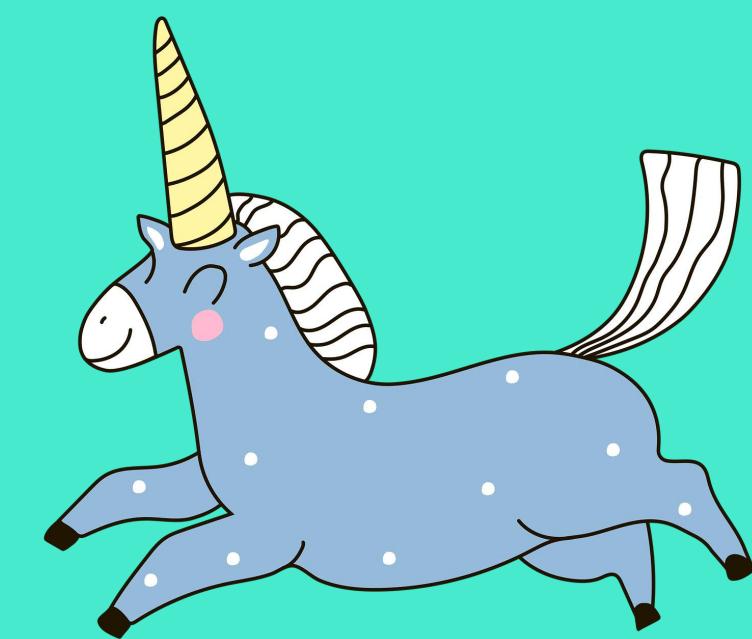
VISUAL
DESIGNER

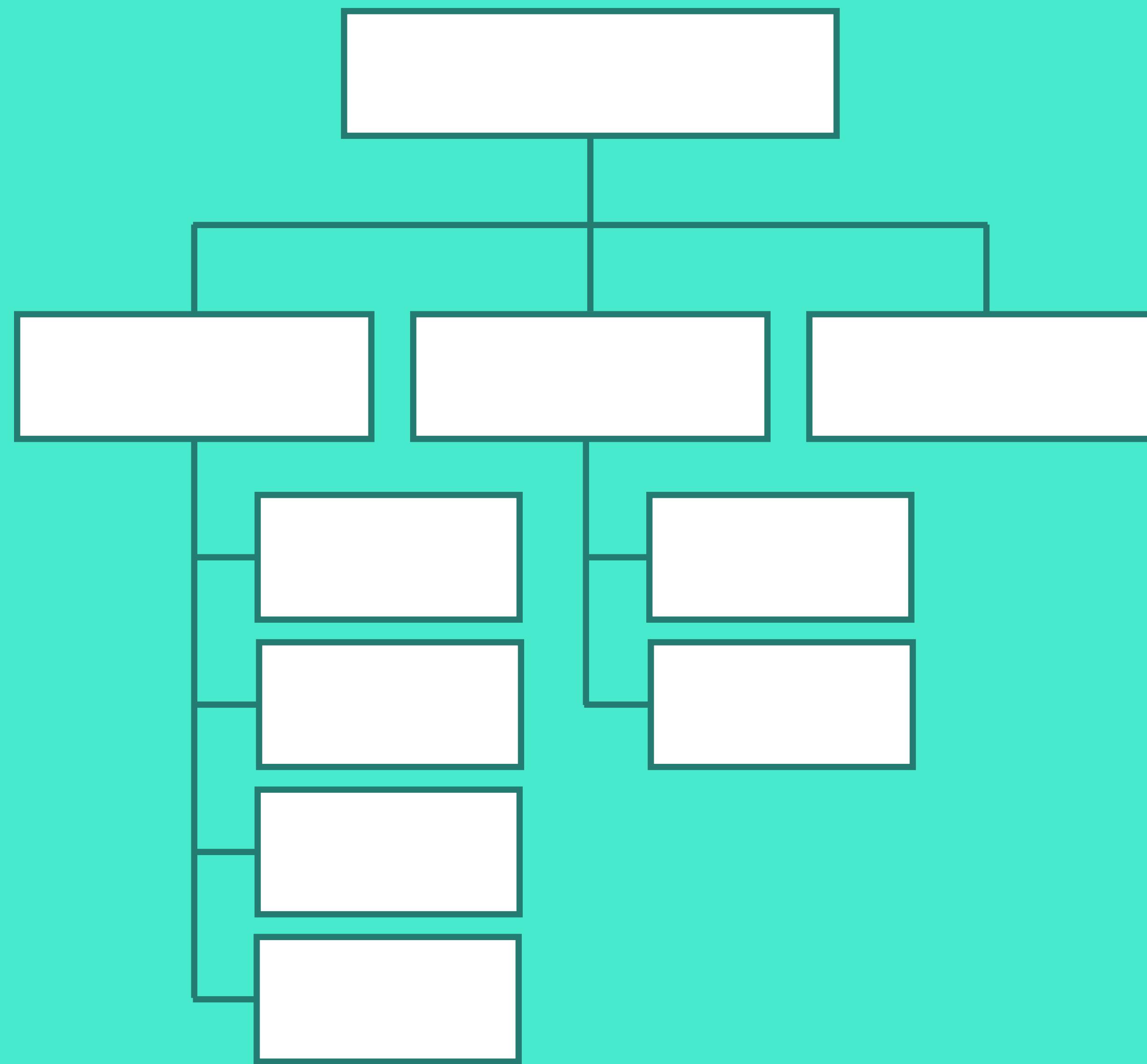


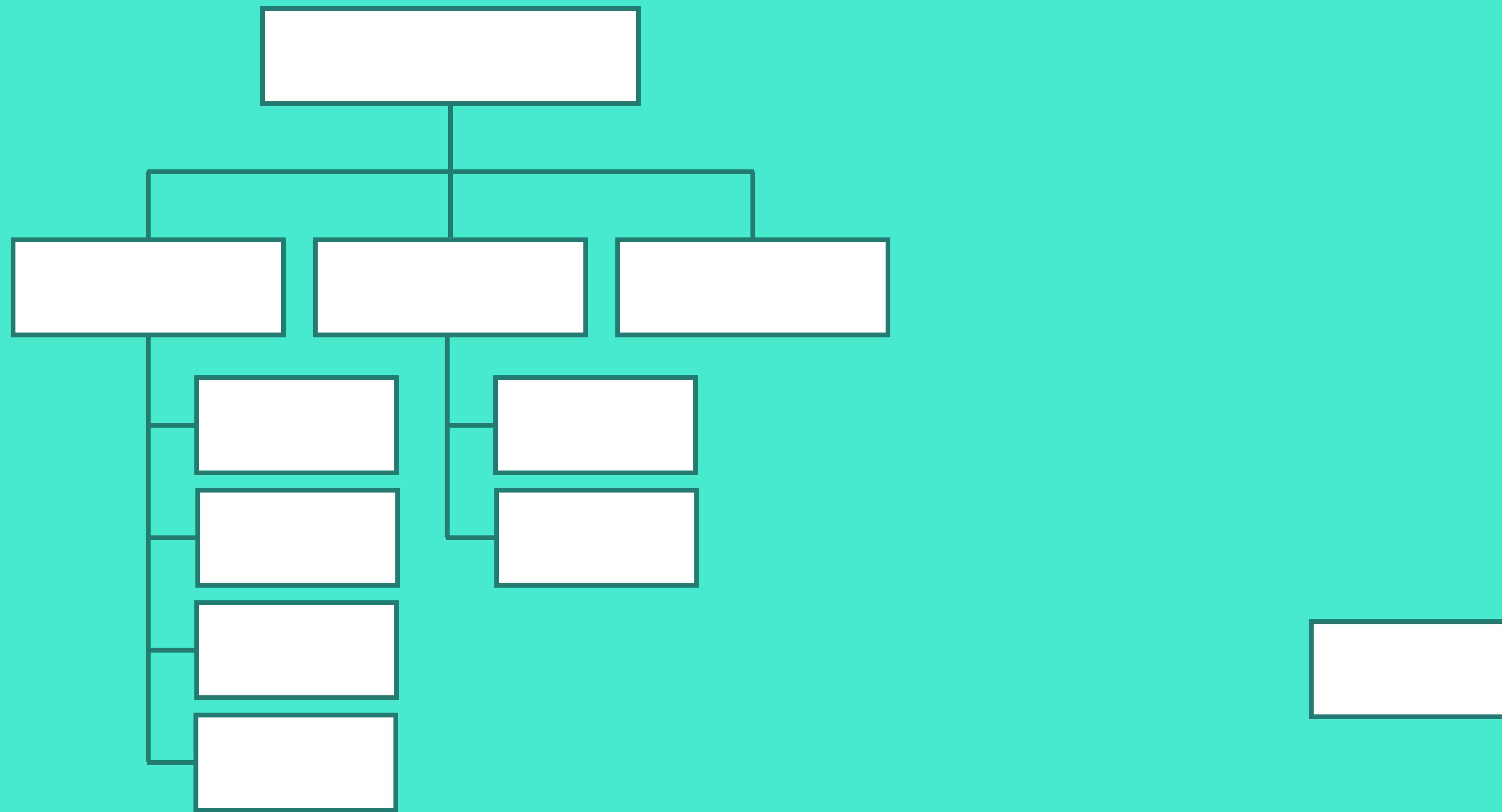
USER
RESEARCHER

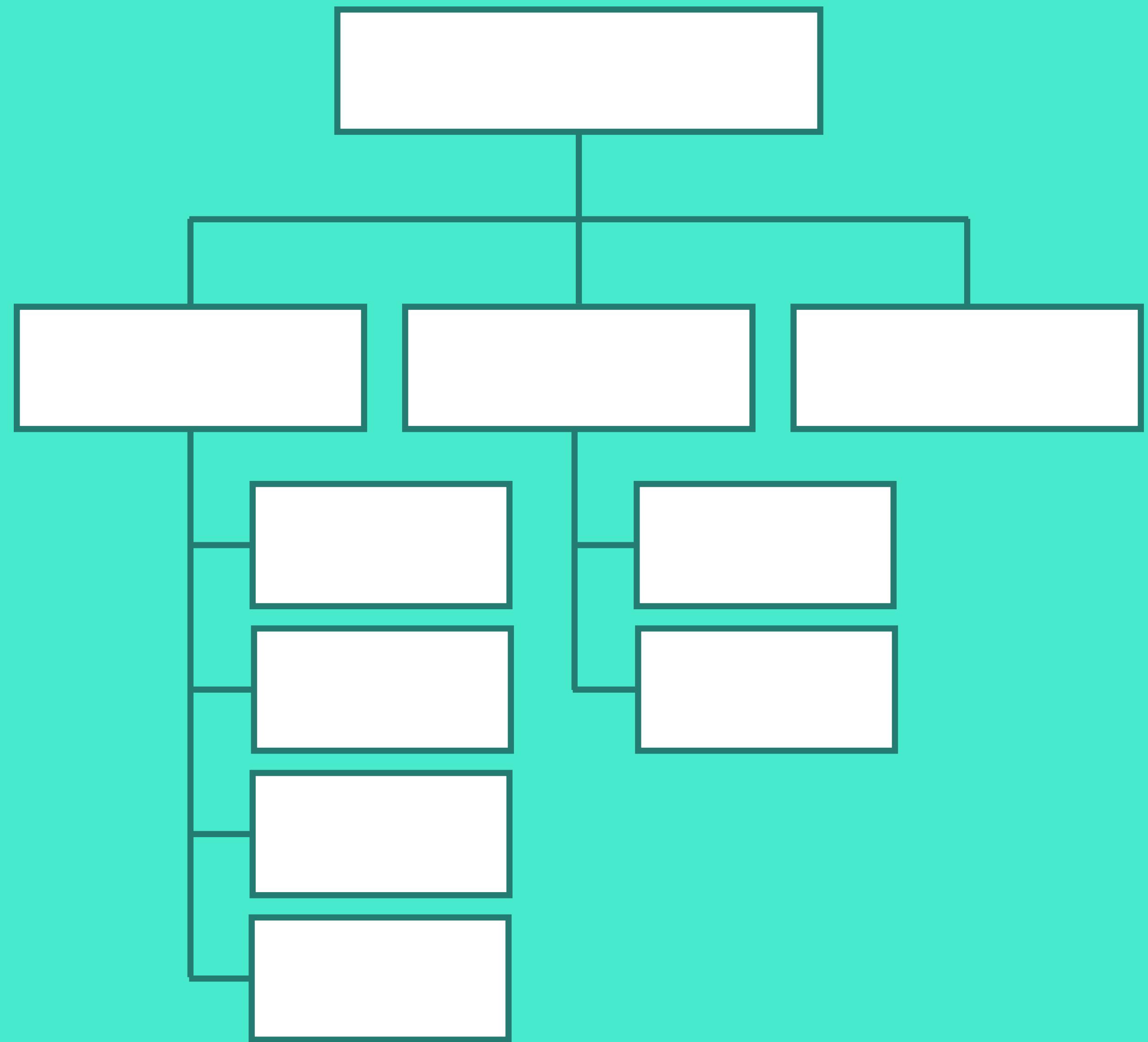
**Support your
new hire.**

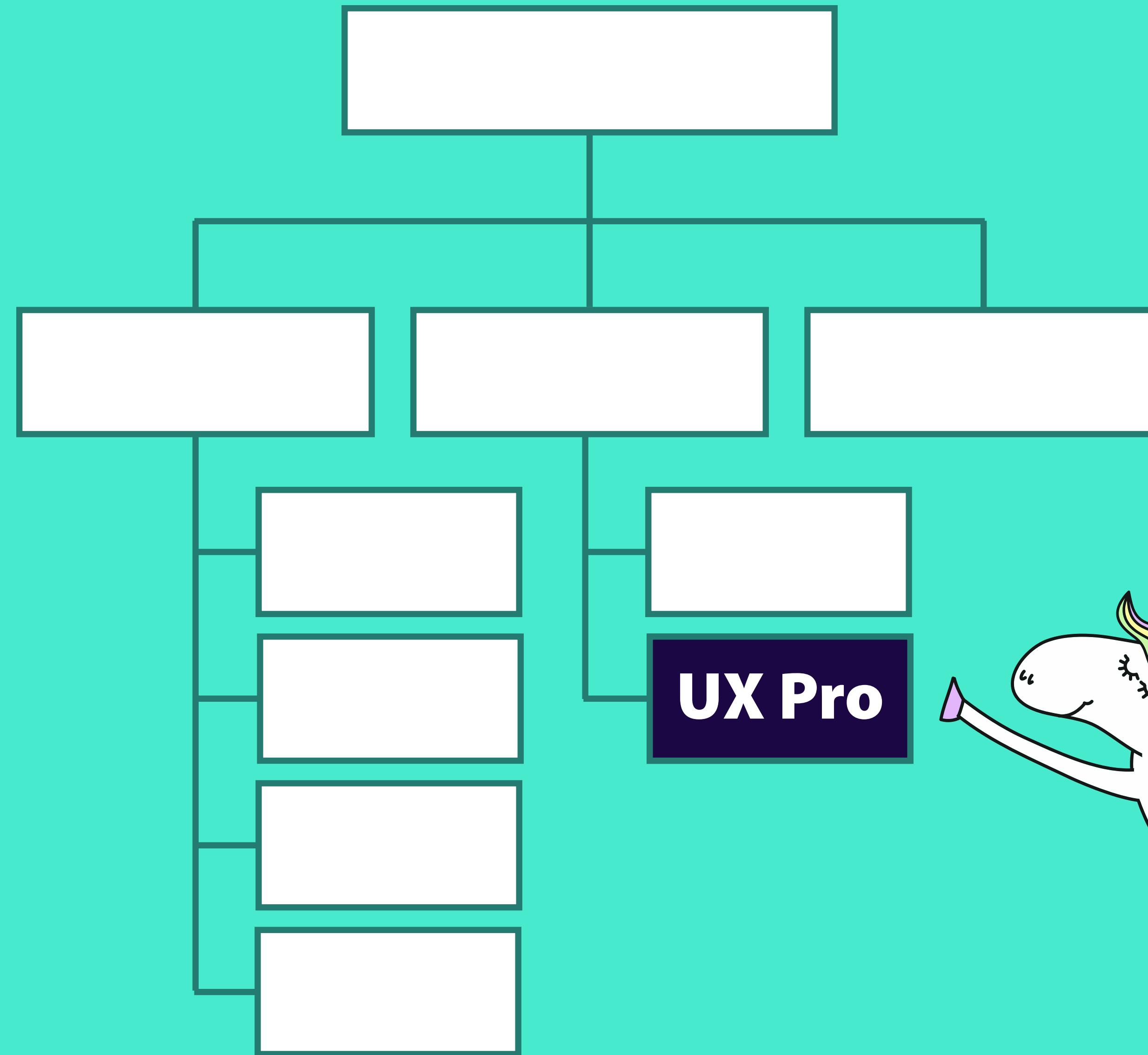








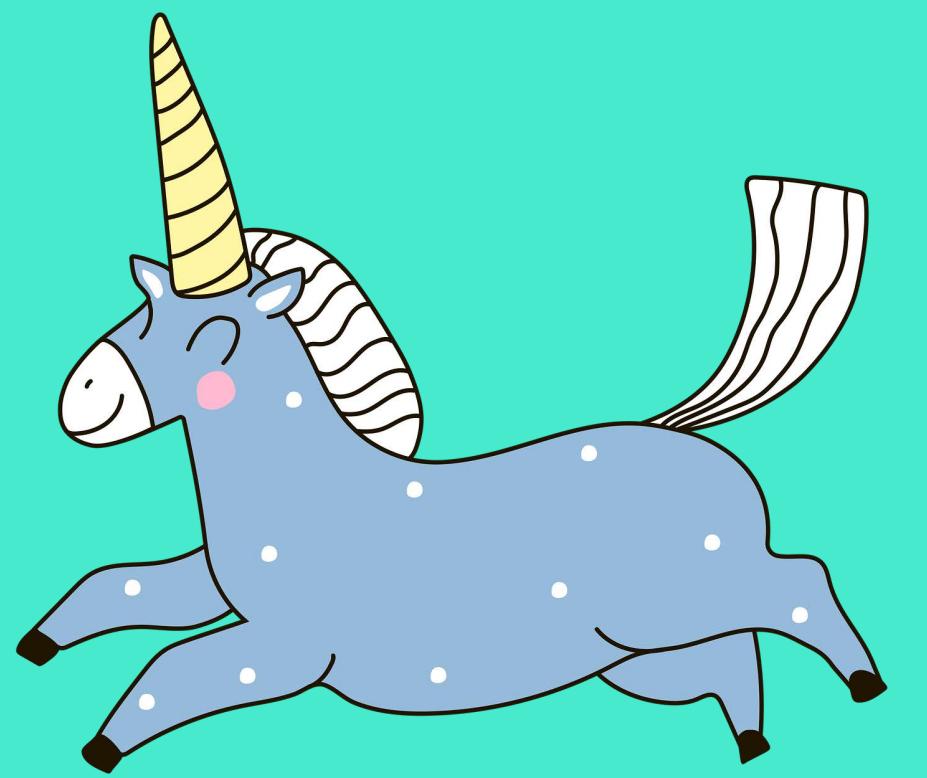






share the ux
know-how.

Be realistic.







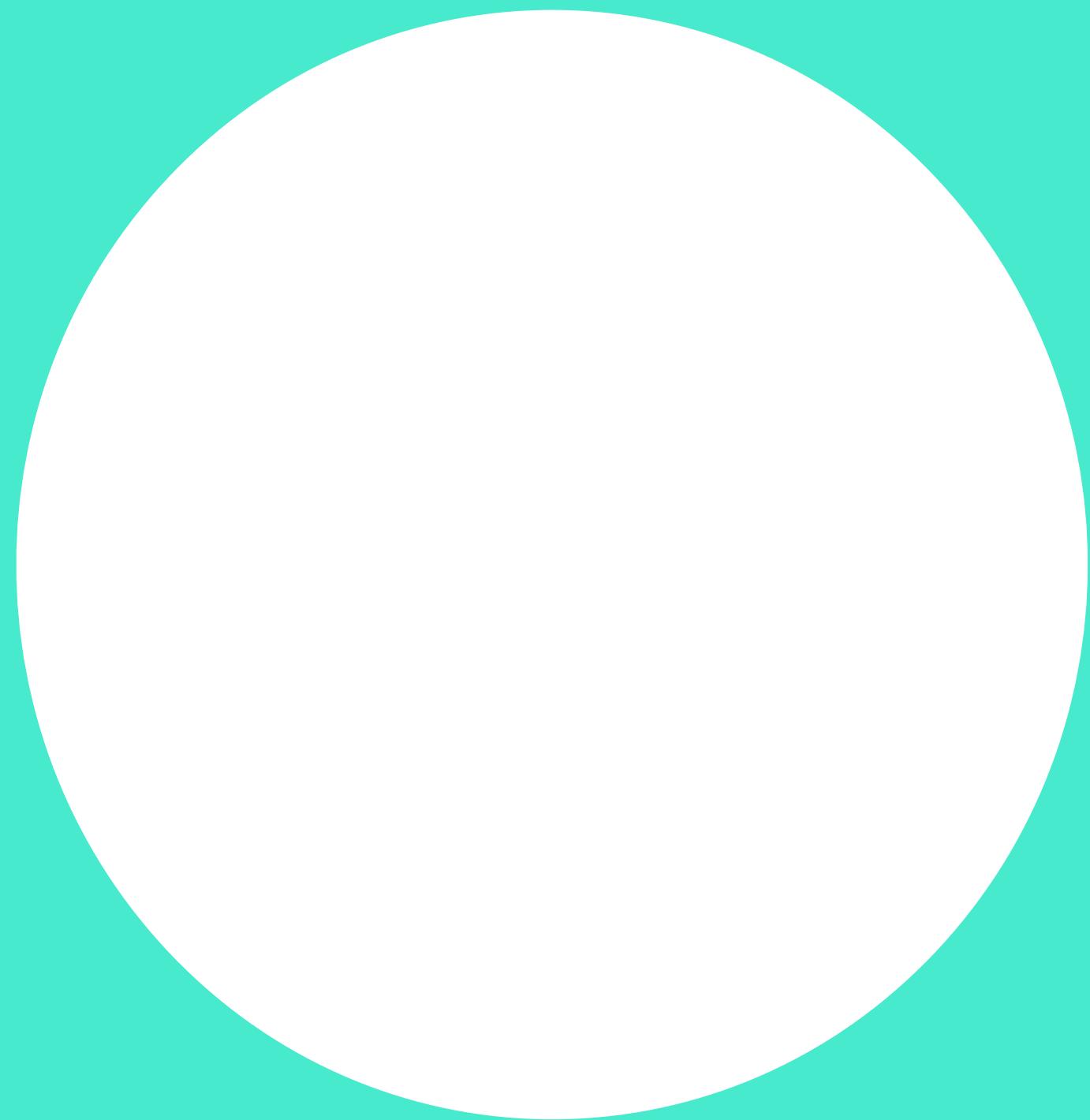
Existing Product Team



**Existing
Product Team**



**Existing
Product Team**

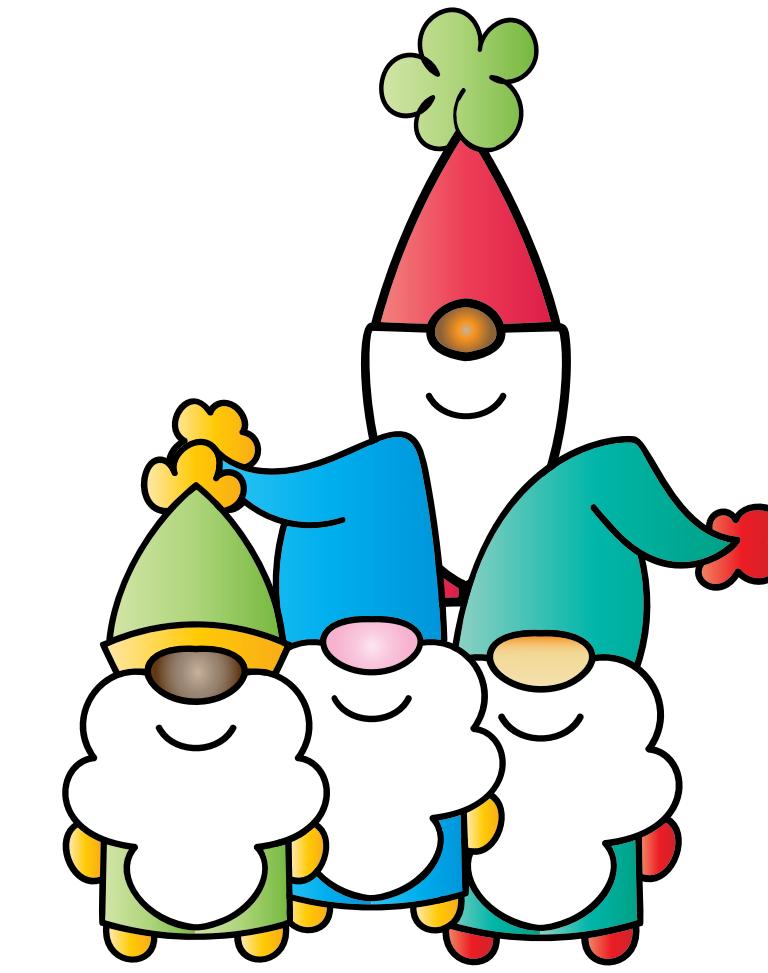




**Existing
Product Team**



This is
progress.



+ 465%

Mobile Use



@JessAndAmen

Identify your gaps.

Identify your gaps.

Prioritize project needs.

Identify your gaps.

Prioritize project needs.

Support your new hire.

Identify your gaps.

Prioritize project needs.

Support your new hire.

Share the ux know-how.

**Hire
another one!**

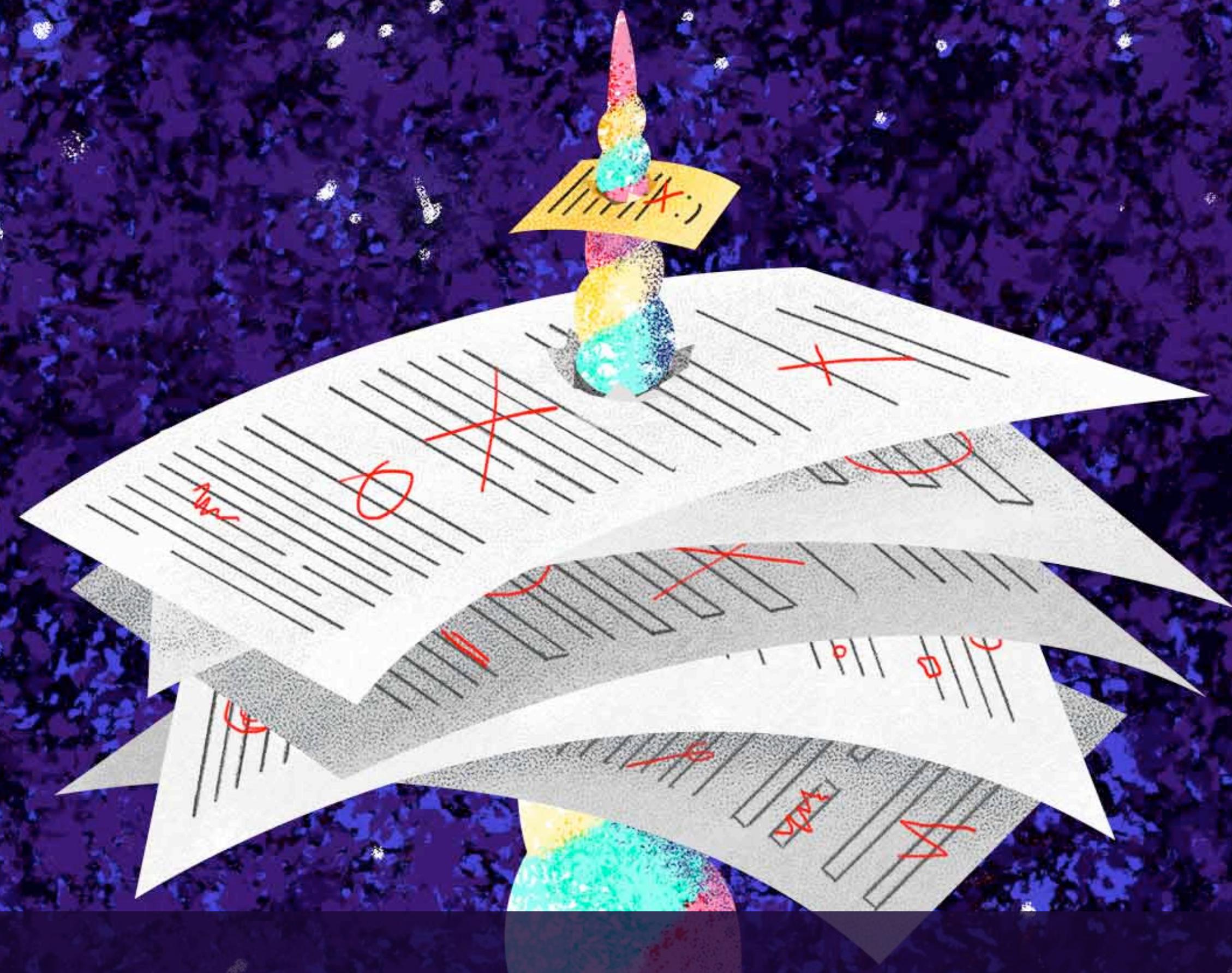




A dark purple background featuring a faint illustration of a unicorn's head and neck. The unicorn has a small horn, a mane, and is holding a ruler and a pencil. There are also some small, scattered white dots.

Further Reading

truemtatter.com/ideas



UX Unicorns Do Not Exist: The Myth of the One-Person Usability Team

A Developer's Guide to Working With UX Pros

true**matter**

truematter.com

jessica.wirt@**truematter**.com

@**JessAndAmen**

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