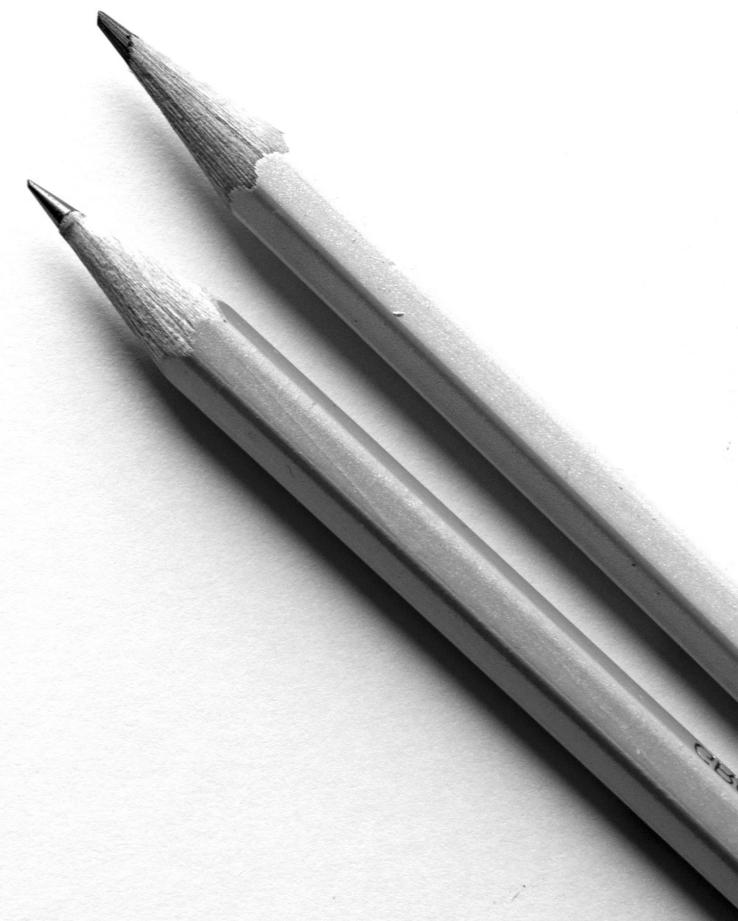


AN OVERVIEW

USER EXPERIENCE





YOU AND I MAKE
SOFTWARE FOR

REAL PEOPLE



CALL TAKER DISPATCHER SUPERVISOR

**WHAT IS THE VALUE
TO THE PERSON?**

DISPATCH TEAM MEMBER

HOW IS VALUE DETERMINED?

**WHAT DOES A
PERSON NEED TO DO?**

HOW IS VALUE DETERMINED?

**WHAT DOES A
PERSON NEED TO DO?**

THEIR JOB.

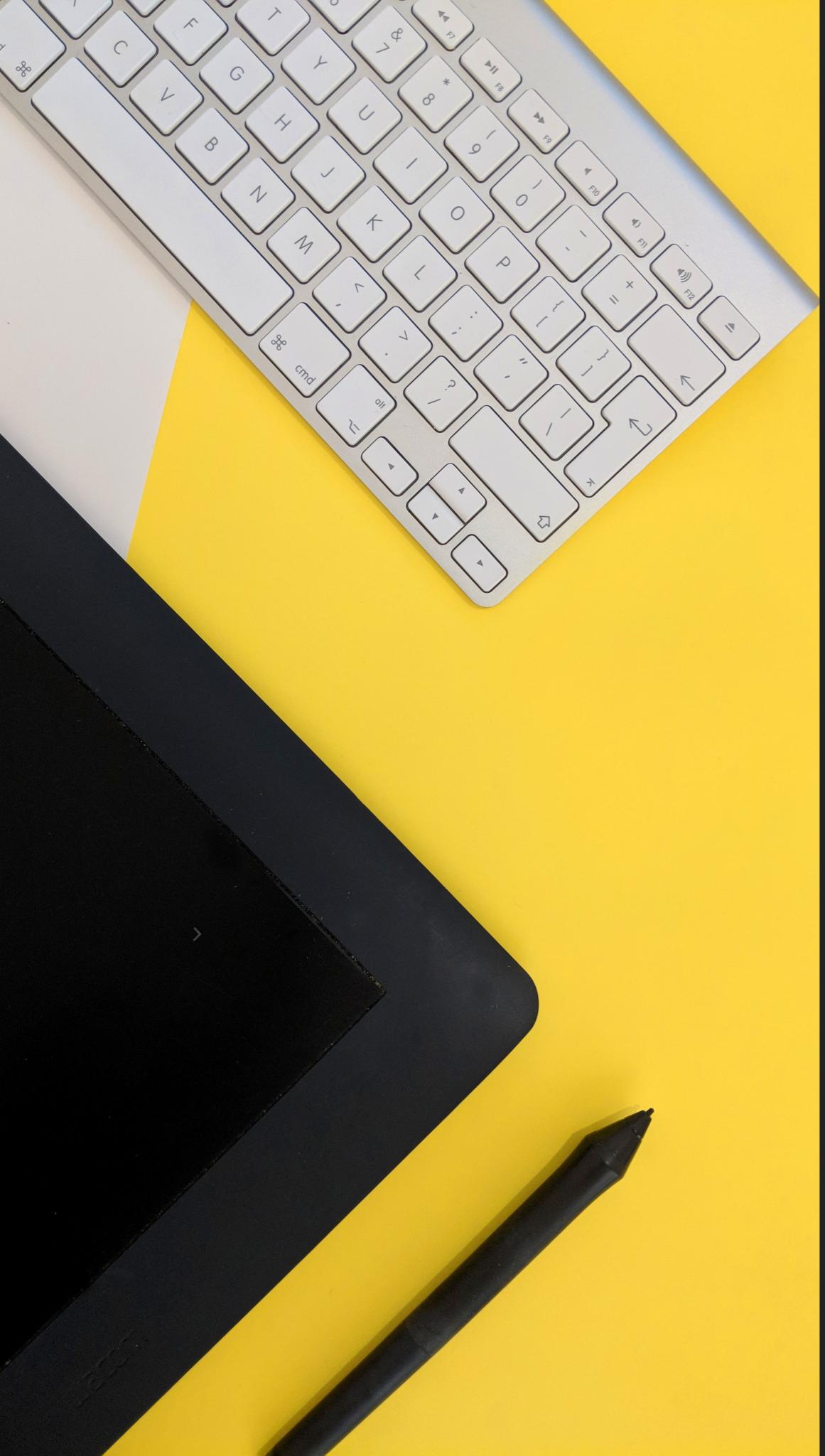
**WHAT DOES A
PERSON NEED TO DO?**

**A JOB IS A SET
OF TASKS.**

**IDENTIFY TASKS PEOPLE NEED TO DO...
ENABLE THEM TO DO
THOSE TASKS.**

HOW DO WE DISCOVER TASKS?

- ▶ Market research
- ▶ User interviews
- ▶ Task analysis



THE USER EXPERIENCE ROLE ON OUR TEAM

- ▶ **Research & Testing** (task identification & data)
- ▶ **User/system flows** (demonstrating the best way to move through a system)
- ▶ **Basic wireframes** (content layout)
- ▶ **Information architecture** (organization of content in the system)
- ▶ **Copy writing** (saying the right thing at the right time)
- ▶ **User interface design** (pushing pixels)
- ▶ **Consultation** (answering any user questions that may arise)



WHEN DO I INCLUDE UX?

AT EVERY SINGLE STAGE
OF DEVELOPMENT

**IF A PERSON WILL BE AFFECTED BY WHAT
YOU'RE DOING,
NO MATTER HOW BIG OR SMALL,**

UX MUST BE INVOLVED



REMEMBER: YOU AND I
MAKE SOFTWARE FOR

REAL PEOPLE

DO SOMETHING GREAT