

User Experience

Persona
Empathy
User Journey
User Interview
Hooked
Kano Model

How to comment?

Beautiful



Yeah!

Not good,
Difficult to read



We use font size
32 ?!?

Difficult to read yellow text
on green background



OK, we will change
text color



USER

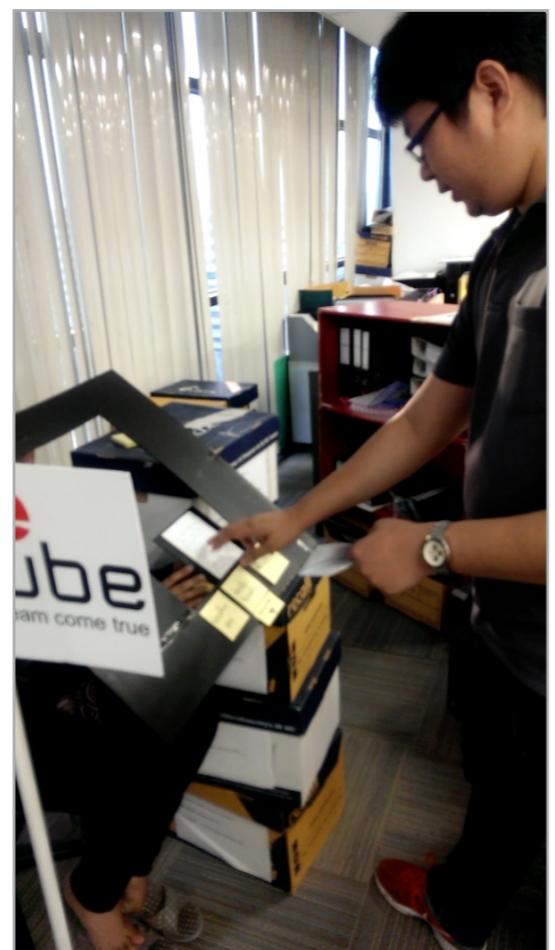


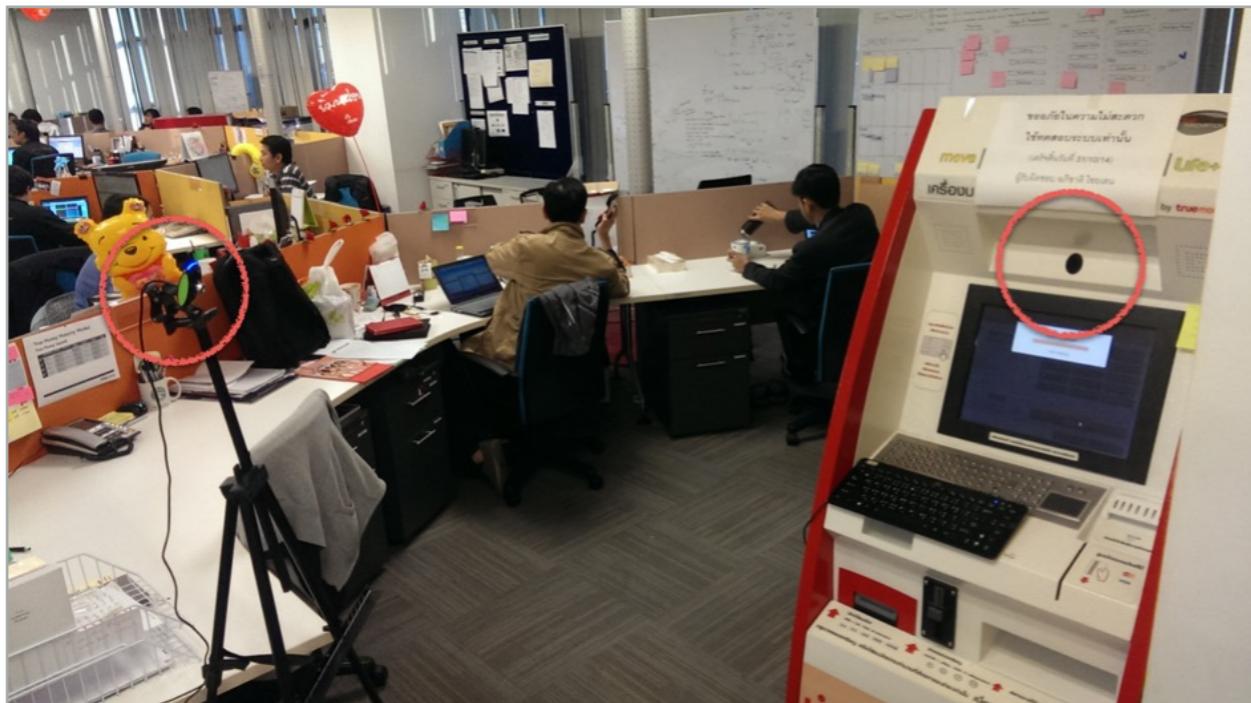
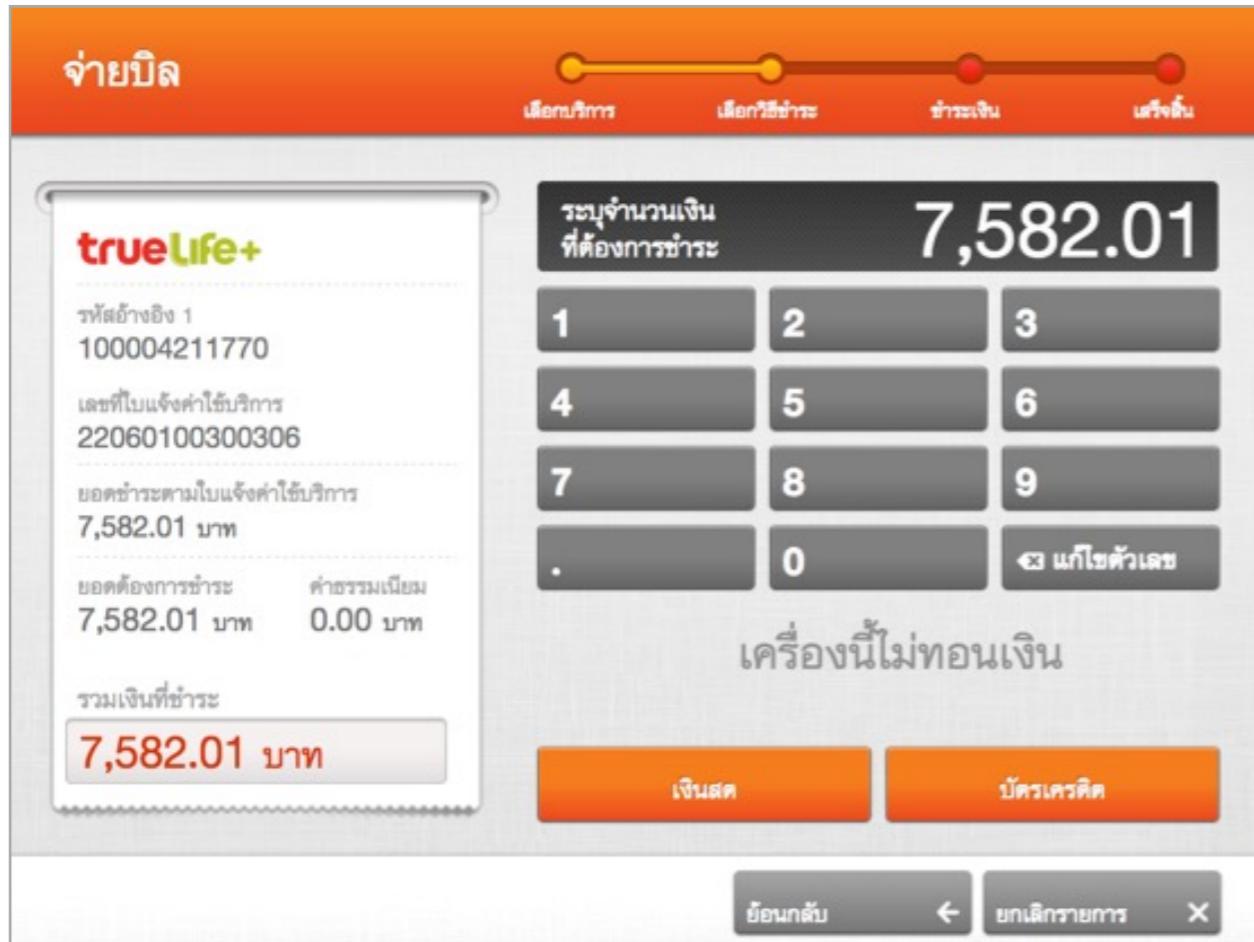
SHOP STAFF



LIGHTFOG









Wongnai



QueQ



Eatigo



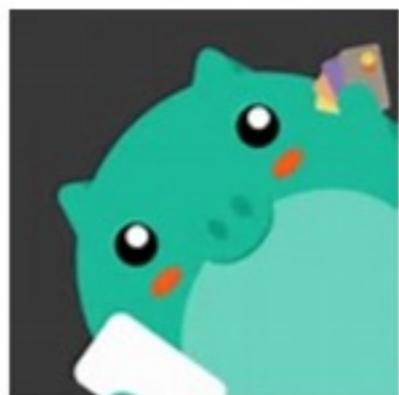
Booking.com



Kooup



TripAdvisor



Piggipo



Kaidee



Joox Music



Pinterest



Aliexpress



Swarm



EWG
Healthy
living



Super Hero Workshop

Interviewee

ผู้ให้สัมภาษณ์

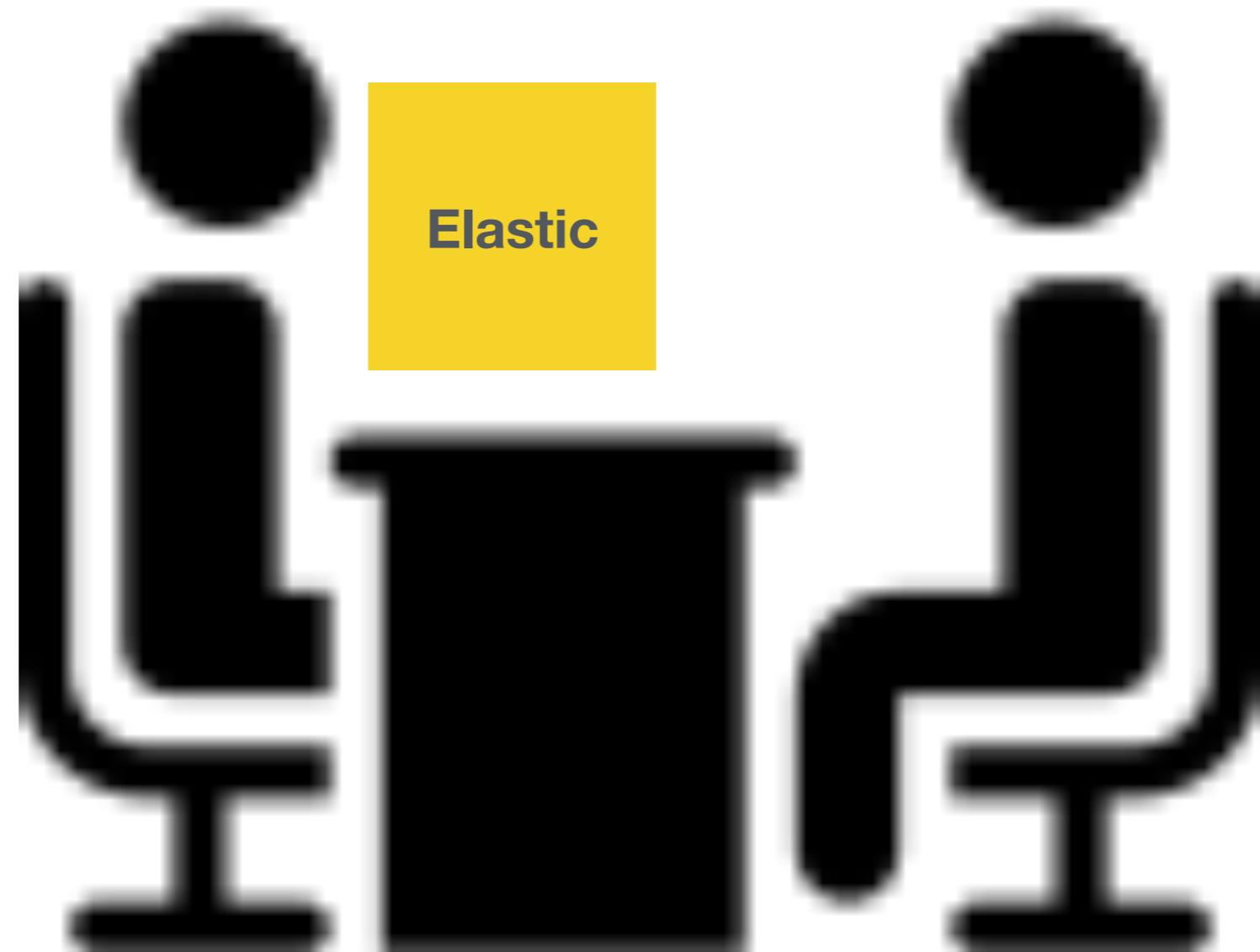


Interviewer

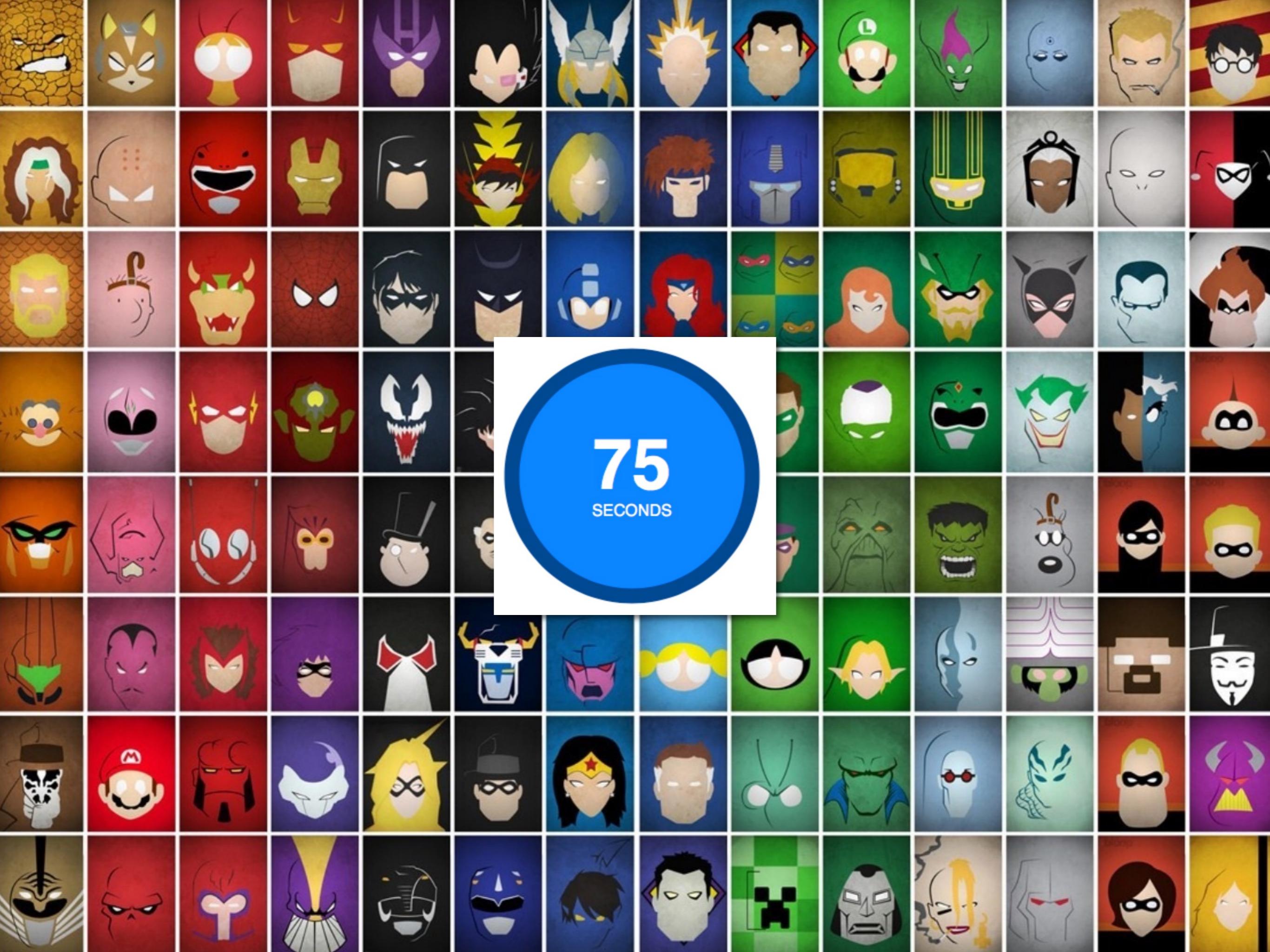
ผู้สัมภาษณ์

Write “Super hero” you want to be

on post it, and hide them from your friend.

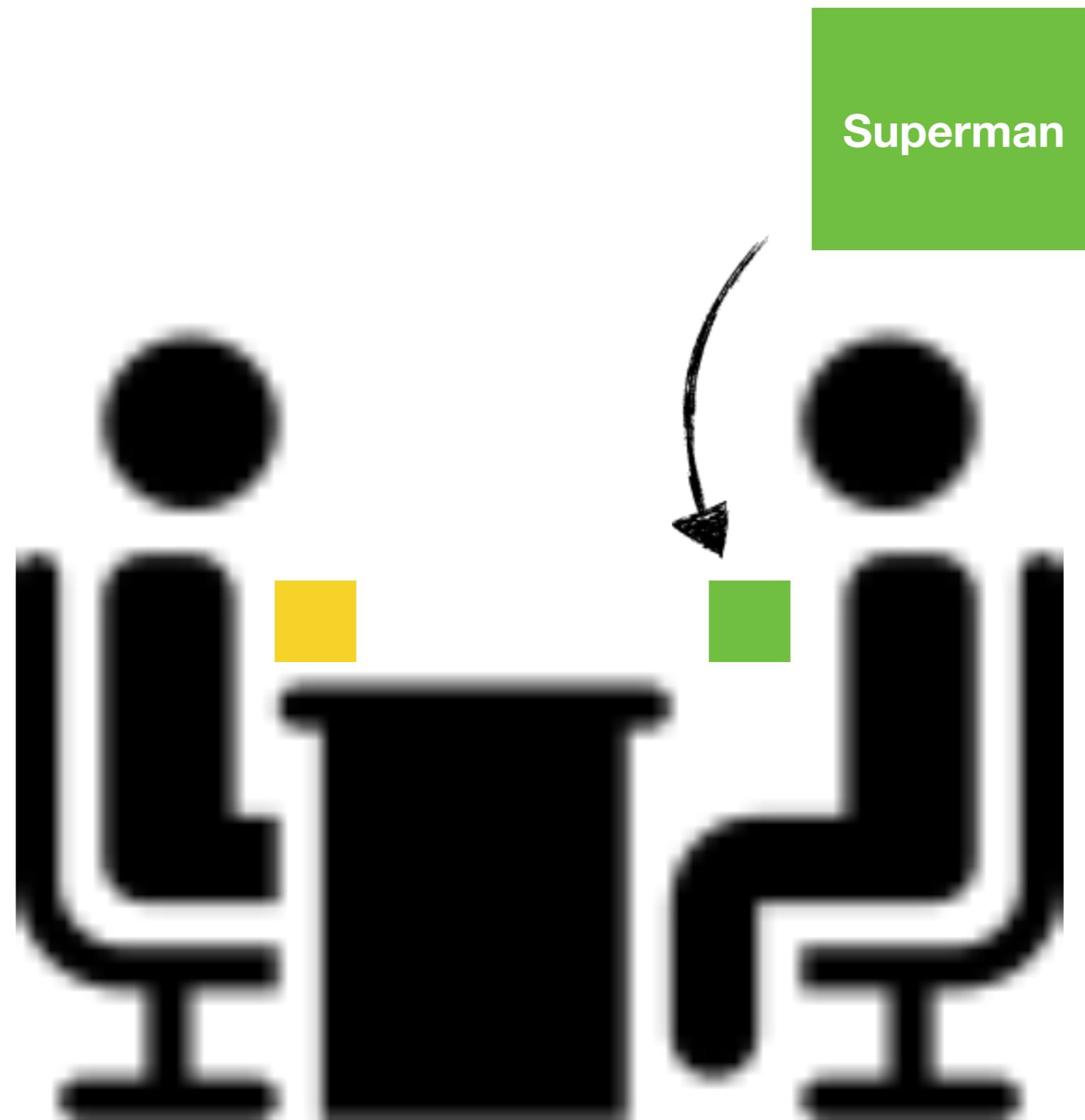






75
SECONDS

Interview your friend,
to find super hero they **should** be.



ผู้ใช้อยากเป็น

Elastic

ผู้ใช้ควรเป็น

Superman

Software
ที่ผู้ใช้อยากได้

Software
แก้ปัญหาให้ผู้ใช้ได้

What is UX ?



Begin with User



the Psychology of Color



Office

Blue: Most productive color.

what colors
to paint your
home & why.



Bedroom

Green: Tranquility and Health.



Girl's Room

Pink: Calming, Warm.



Kitchen

Yellow: Increases metabolism
brightens room, gives you energy.



Living Room

Lavender: Calms the nerves,
allows relaxation.



Dining Room

Red: Encourages Appetite.

What is UX ?



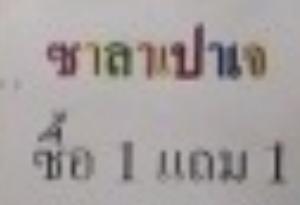
eXperience





A
Cafe

Age	Mean	SD	N	%
first trimester	14.91	4.07	26	-
second	16.71	3.60	26	-
third	17.71	3.60	26	-
total	16.22	3.60	78	-
male	16.22	3.60	39	-
female	16.22	3.60	39	-
white	16.22	3.60	39	-
black	16.22	3.60	39	-
Asian	16.22	3.60	39	-
Hispanic	16.22	3.60	39	-
other race	16.22	3.60	39	-
other	16.22	3.60	39	-







Not about how its “**Taste**”
It’s Experience

JIRA Dashboards Projects Issues Agile Create Issue Quick Search

Dev Tools Marketing - All Teams

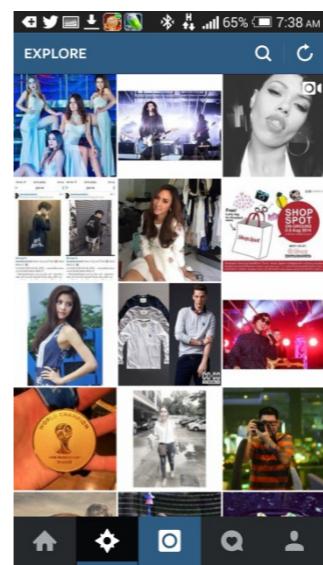
86 To Do 11 In Progress

- WTF-8104** Add FE/Crucible cross sell to JIRA post-download page
- WTF-8062** Add 2000+ tier pricing to Stash pricing page
- WTF-8044** Larger "play" button for hero video on WAC/software-
- WTF-7952** Images for new Stash Product tour
- WTF-7916** Image Treatment for WAC/Stash/JIRA Integration
- WTF-7019** Bitbucket to Stash Landing Page

Developer Tools Marketing / DEVMKT-759

JIRA customer segmentation for Stash x-sell

Development Create Branch



All the Things Why People Us Photojojo! Photojojo! Photojojo!

The Crankerator

Power for your camera phone, a little exercise for your arms

\$60.00 Add to Cart In Stock!

Order in the next 1hr 57m 30s and it Ships Today! (Shipping options ▾)

We ship Worldwide!

30 Second Checkout

Like 812 Tweet 113 Pin It 406

The Crankerator

The Crankerator is a device designed to provide power for your camera phone while also providing a little exercise for your arms. It features a handle and a cable that connects to your phone. The price is \$60.00, and it is currently in stock. You can order it before 1hr 57m 30s and it will ship today. The device is available worldwide. It has a 30-second checkout process and includes social sharing links for Facebook, Twitter, and Pinterest.

Not about how its “**Easy**”

It's Experience

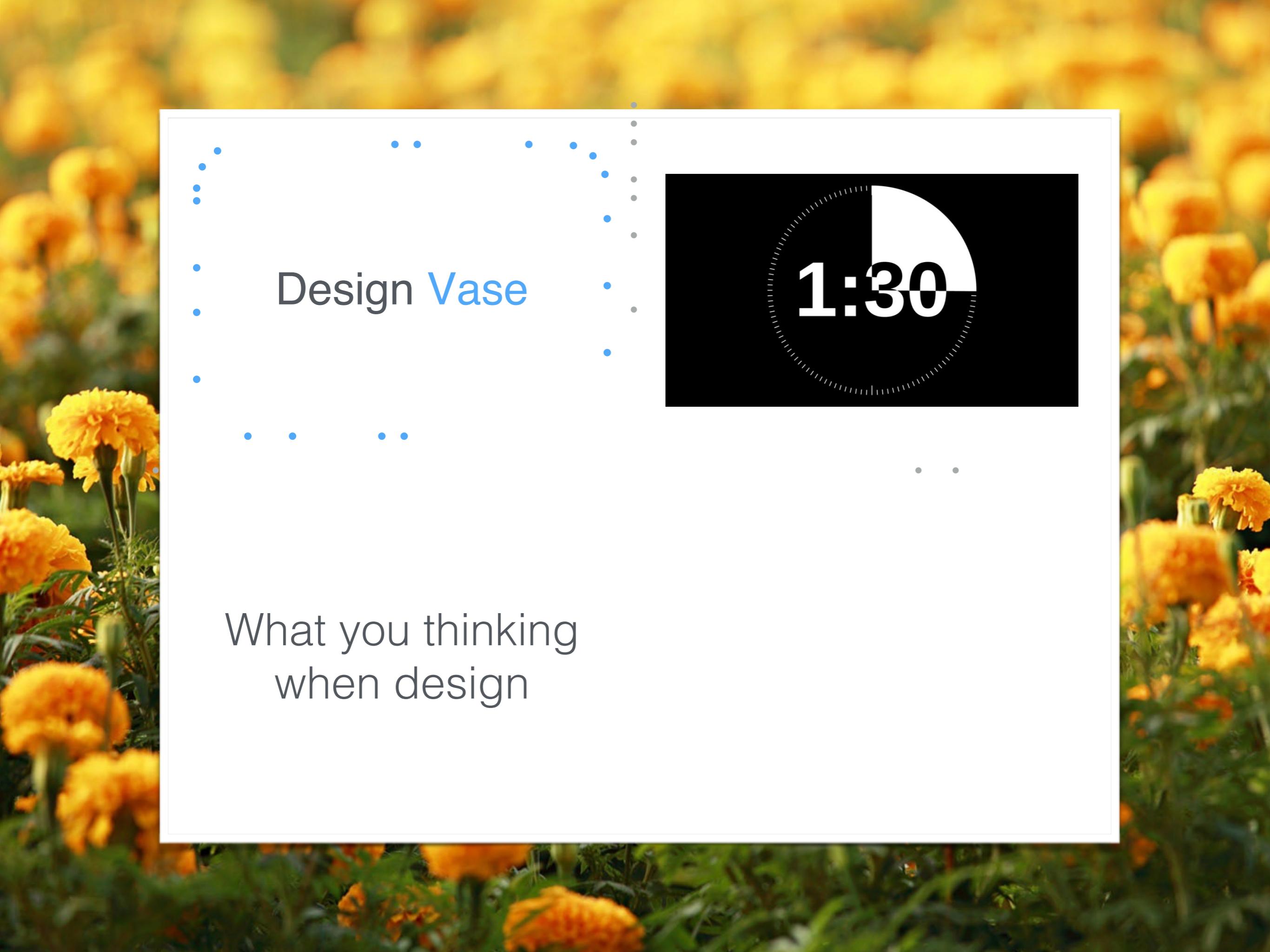
This is UX

A dense field of marigold flowers, with many bright yellow flowers in the foreground and a blurred background of more flowers.

Flower workshop

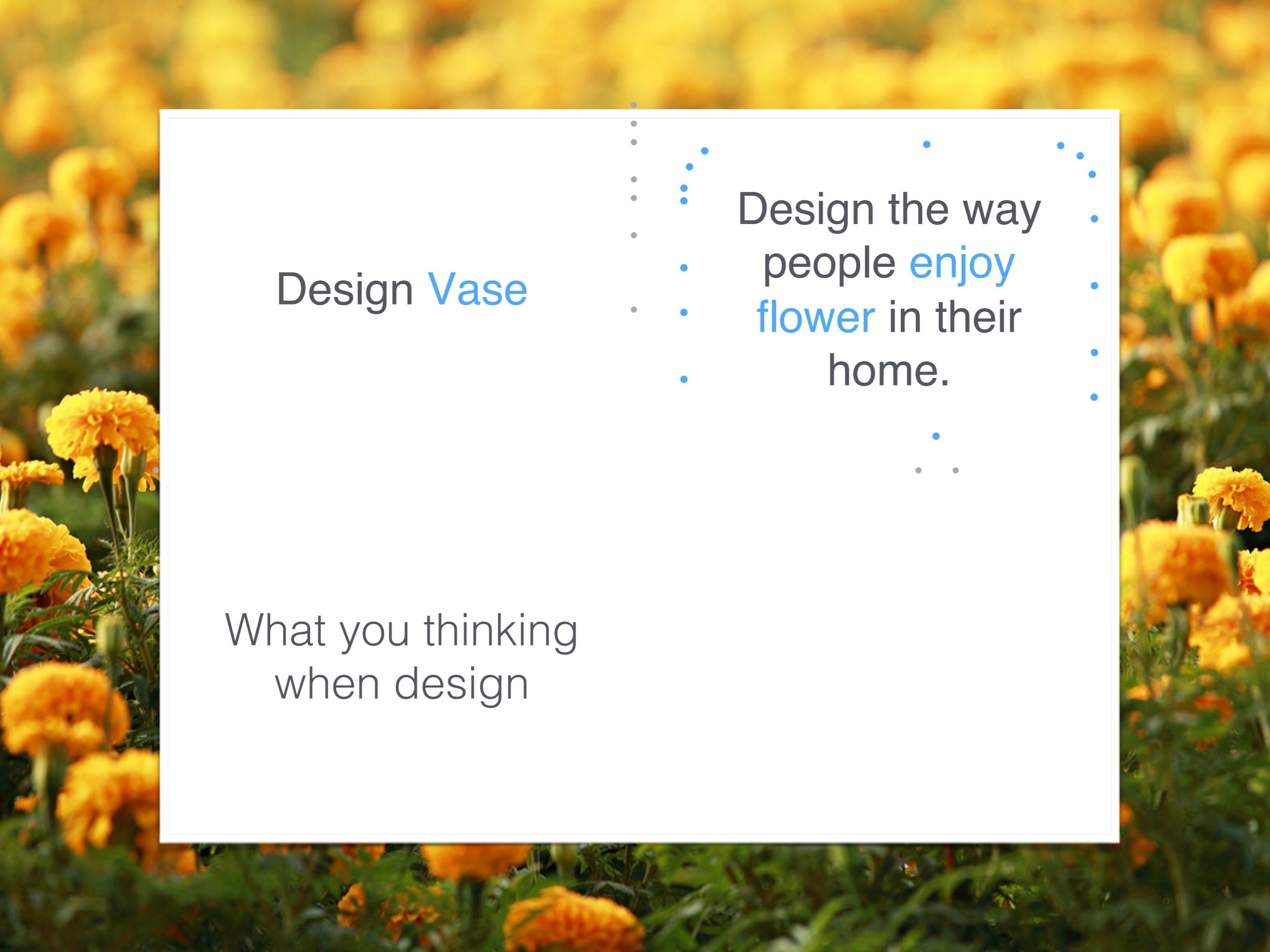


Design Vase



Design Vase

What you thinking
when design

The background of the slide features a dense field of vibrant yellow marigold flowers with green stems and leaves. The flowers are in sharp focus in the foreground, while the background is softly blurred.

Design Vase

What you thinking
when design

Design the way
people **enjoy**
flower in their
home.



What you thinking
when design

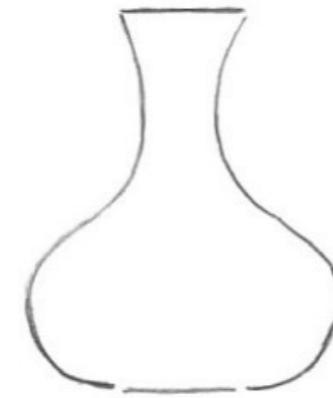
Design the way
people **enjoy**
flower in their
home.



What you thinking
when design

Design the way
people **enjoy**
flower in their
home.

What you thinking
when design



Product

Design a [vase](#)



Experience

Design the way
people [enjoy](#) flower
in your home



FOURSQUARE

Product

mobile app for
local **search** and
discovery service

Experience

tools that give
enjoyment of each
location to user



Instagram

Product

mobile app for share
photo and Video on
variety of social
networking

Experience

mobile app that provide
“feeling easy” when user
edit photo before share

Design with Product



Girl



Dark house



Mystery



“Ghost house”



Dog



Children



A little bit fun

Design with Experience



Girl



Dark house



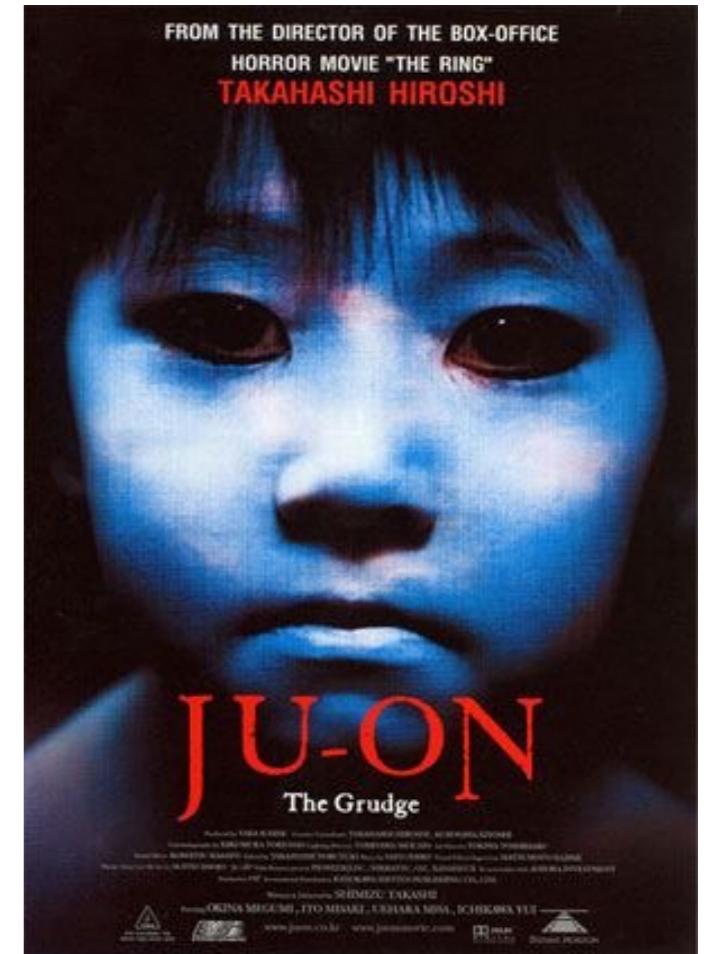
Mystery



Dog



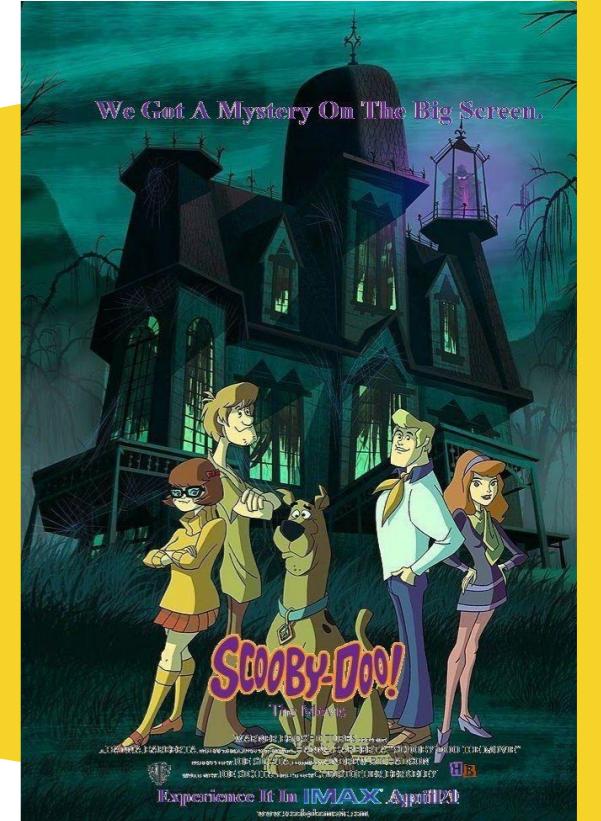
Children



A little bit fun

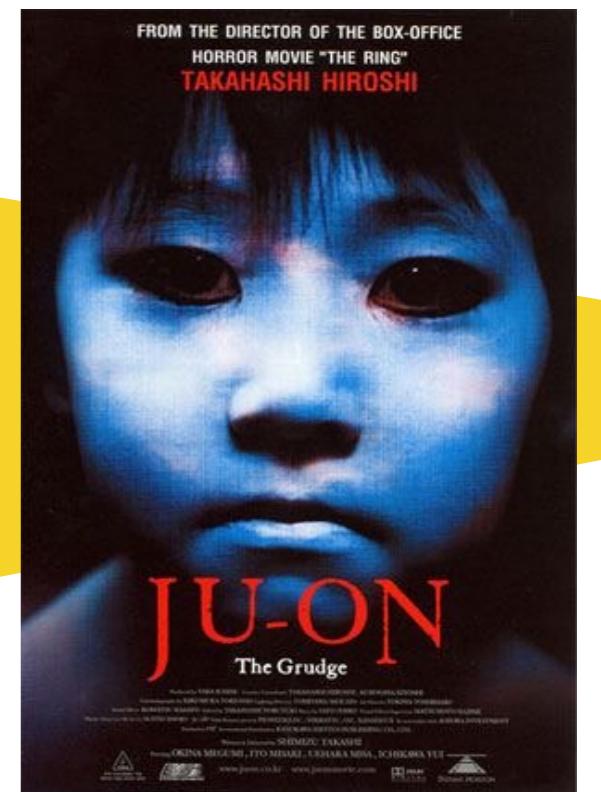
Design with
Product

“Ghost house”



Design with
Experience

“Feel horror”





Christmas



Clock Tower



Thai Culture



Fashion + Thai + Silk

amazing
THAILAND

Q&A