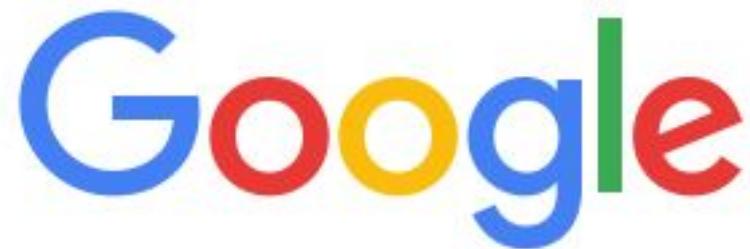




**So, do you wanna be a **unicorn**?**

Introduction to User Experience

Jordan Aiko Deja  
Director  
User Experience Philippines (UXPH)



cramming professor meme

Google Search

I'm Feeling Lucky

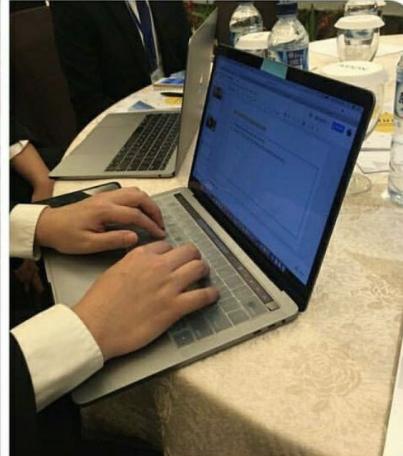
Google offered in: [Filipino](#) [Cebuano](#)



Blaise Cruz  
@finelined\_

▼

If you think you're good at cramming,  
my prof makes his slides and prepares  
his presentation for an international  
conference IN THE CONFERENCE  
ITSELF



# Hi, I'm Jordan!

@jrdndj



instagram



twitter



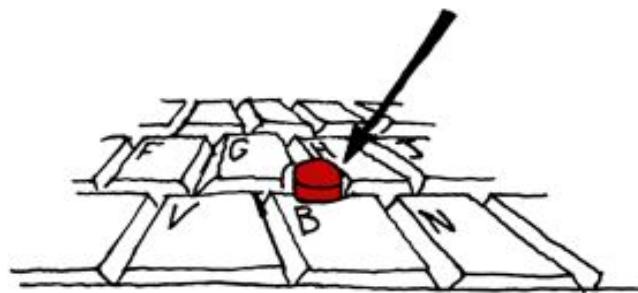
github



MAKE GIFS AT GIFOUP.COM

the two types of people listening to this lecture

# HOW TO REFER TO THE POINTER THING ON LAPTOP KEYBOARDS:



FORMAL ← TONE OF CONVERSATION → INFORMAL

TRACKPOINT™- STYLE POINTER	NUB	NIPPLE MOUSE	CLIT MOUSE
-------------------------------	-----	-----------------	---------------



HUMANS DONT LIKE BREAKING THE  
PATTERN

# CONSISTENCY IS A PATTERN

breaking patterns make things  
harder

ON HUMANS AND LONG THINGS

# LONGER IS NOT ALWAYS HARDER IF THERE ARE PATTERNS

It is not all the time that long is ayt. It is not all the time  
short is better.

## CONTACT US

If you would like to get ahold of us,  
please fill in the form below...

**Salutation** (optional)

Mr.

**First and Last Name**

**Company or Organization** (optional)

**Email Address**

**Phone Number** (optional)

1 (  )  -

**Fax Number** (optional)

1 (  )  -

**Subject or Topic**

Technical support

**Comments or Questions**

**Newsletter** (optional)

Yes, I would like to receive a  
monthly newsletter about deals and  
offers!

## CONTACT US

If you would like to get ahold of us,  
please fill in the form below...

**Name**

**Email Address**

**Comments or Questions**

**Knowing how your  
users think is  
important when we  
design systems**

Copyrighted Material

Steve Krug



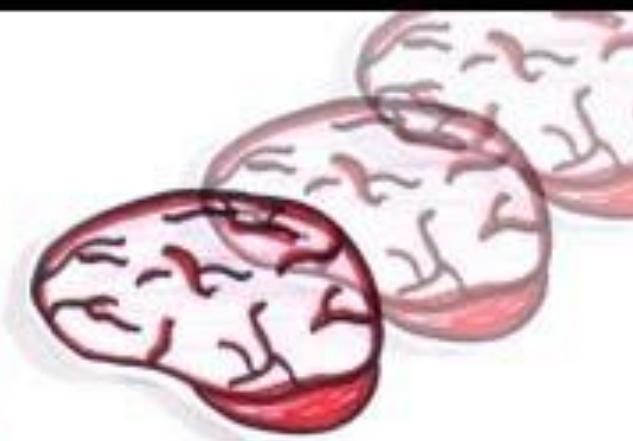
# DON'T MAKE ME THINK

revisited

and Mobile

A Common Sense Approach to Web Usability

# BRAIN TRICKS



# **UX&UI**

**Let's remove the 'U', what  
do we have left?**

# **UX&UI**

**Experiences  
Interfaces**

**Let's remove the 'U', what  
do we have left?**

# UX & HCI

Let's look at the first words  
shall we?

# UX & HCI

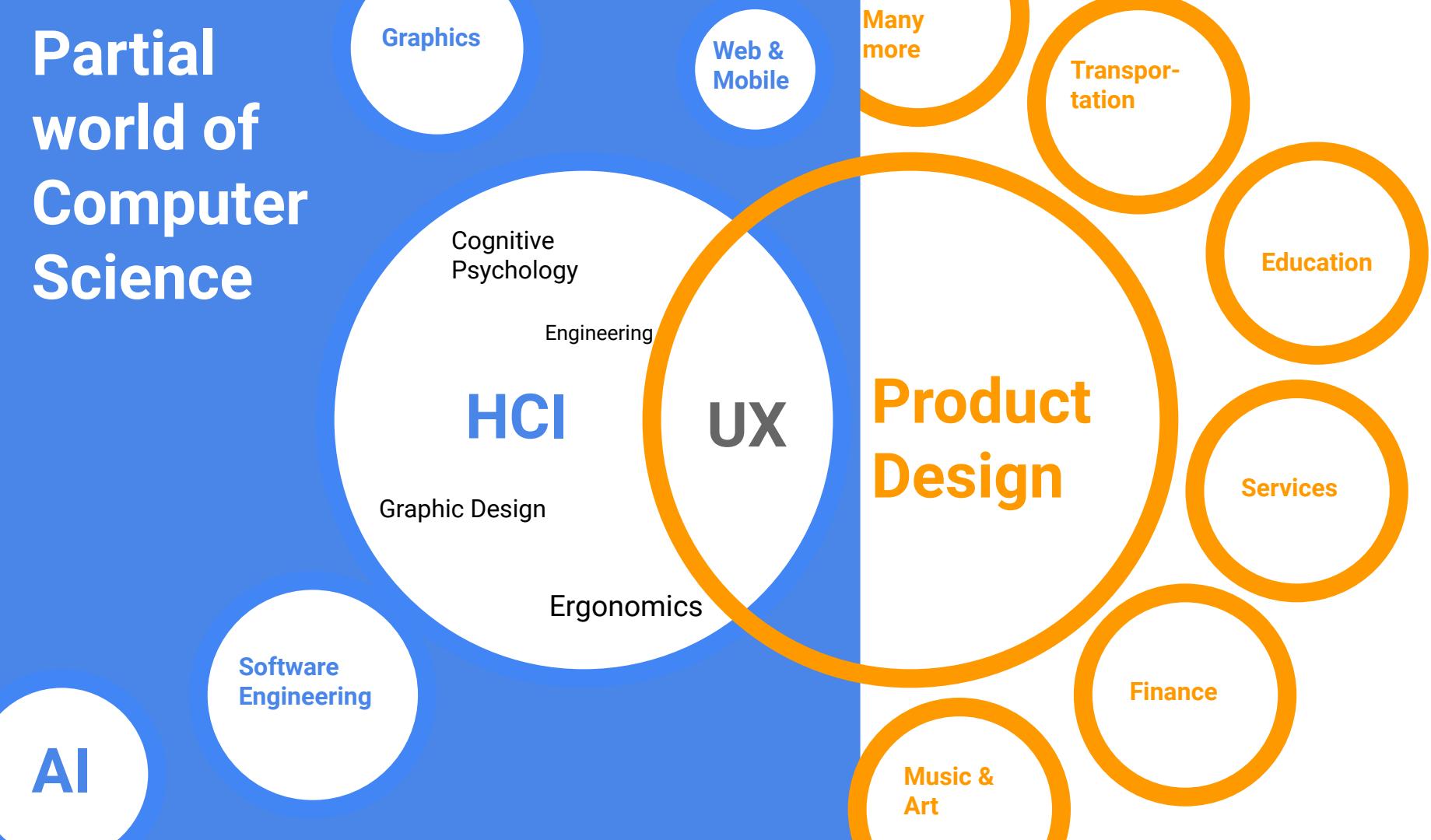
User Experience  
Human Computer  
Interaction

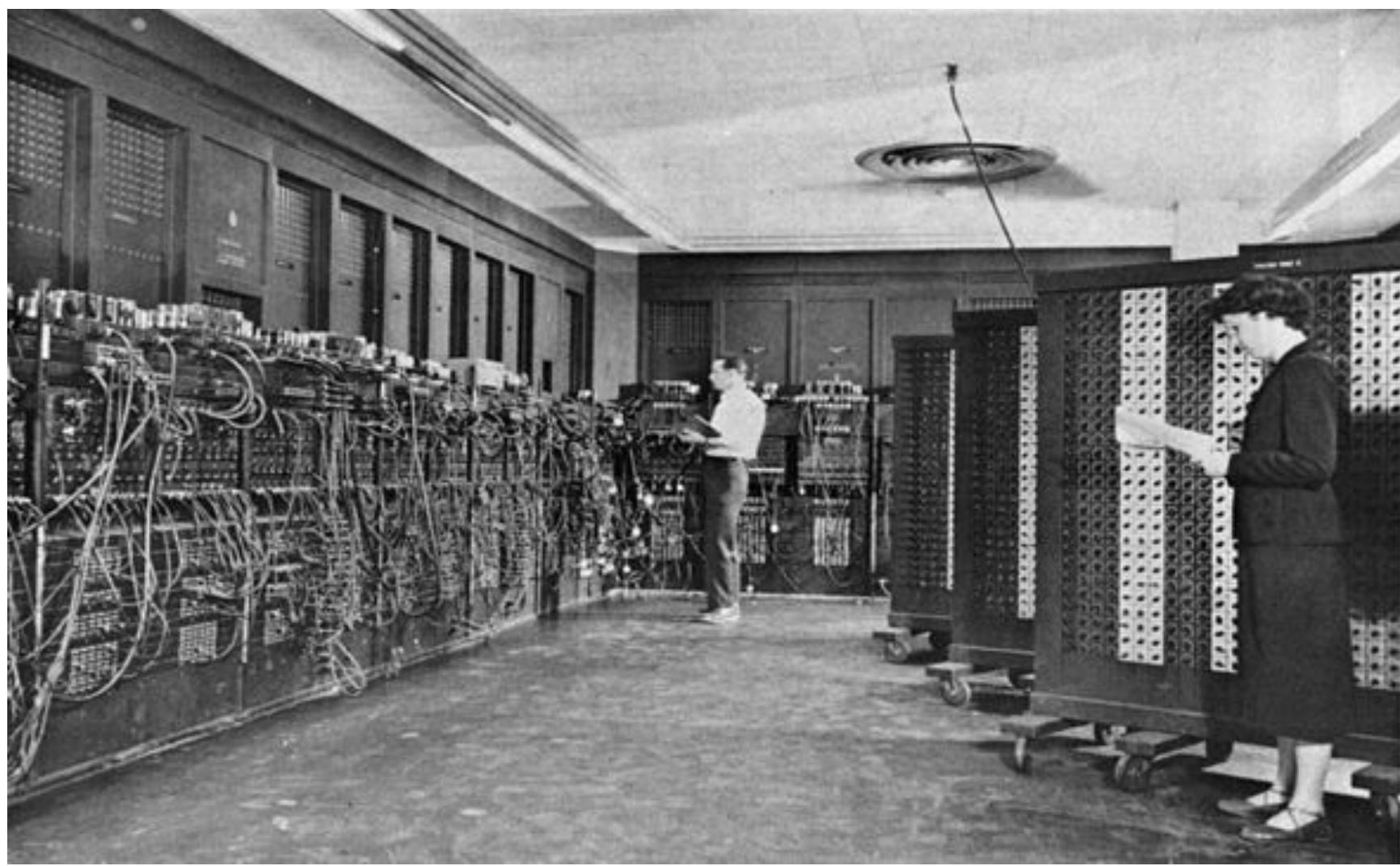
Let's look at the first words  
shall we?

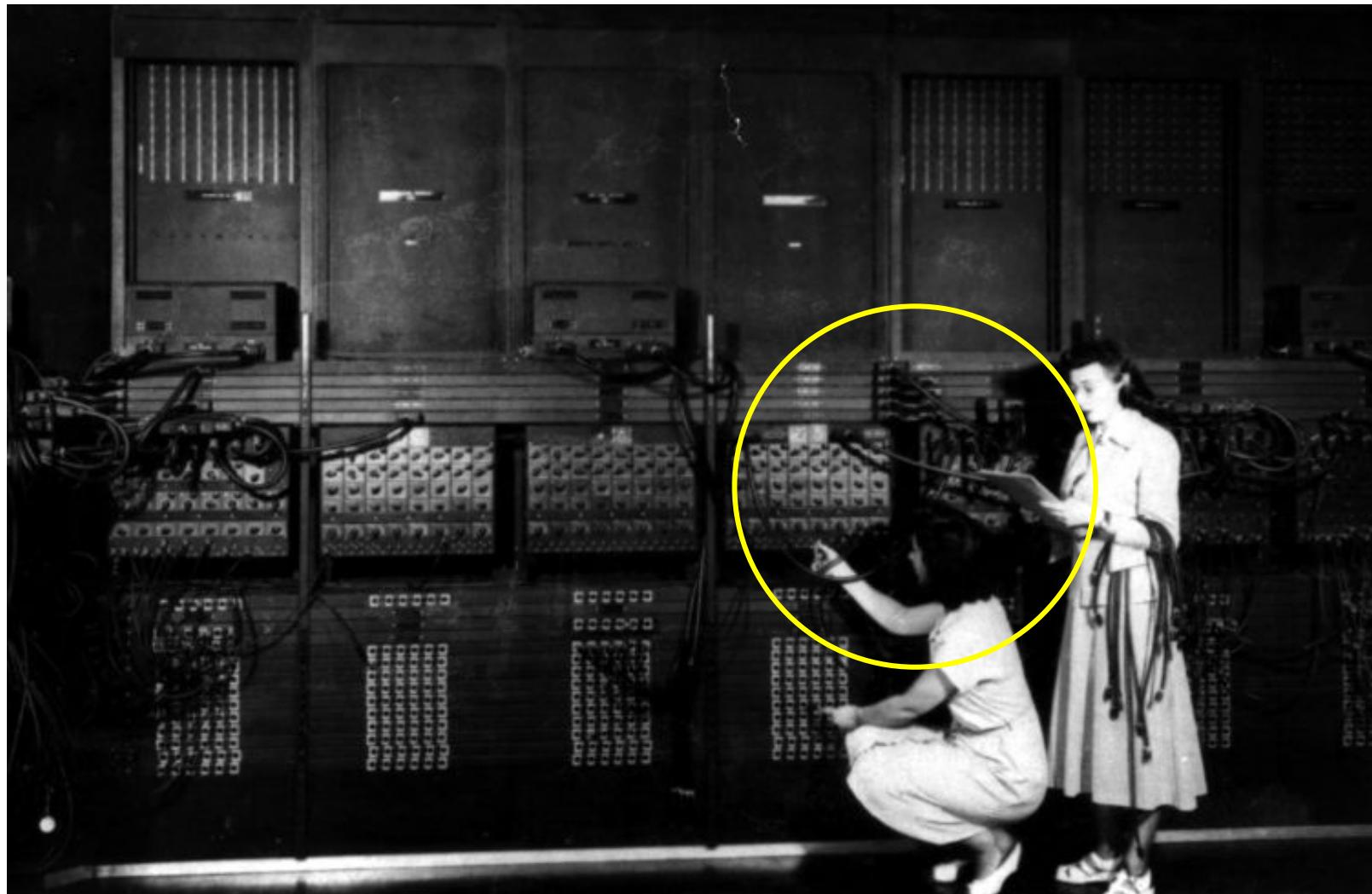
# UXareas

**Experience Design**  
**Interaction Design**  
**User Research**  
**Visual Design**  
**Information Architecture**  
**Service Design**  
**Product Design**

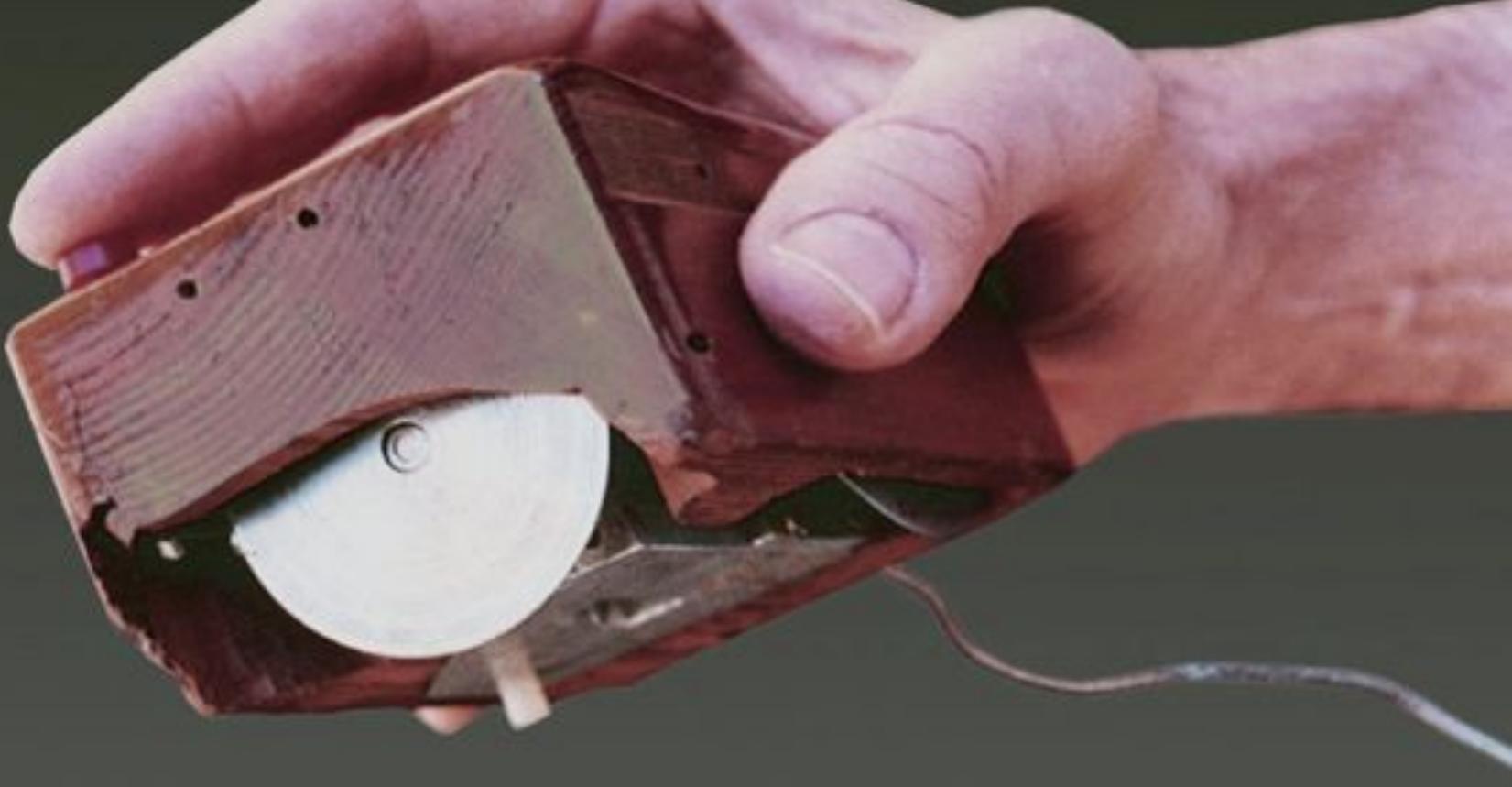
# Partial world of Computer Science



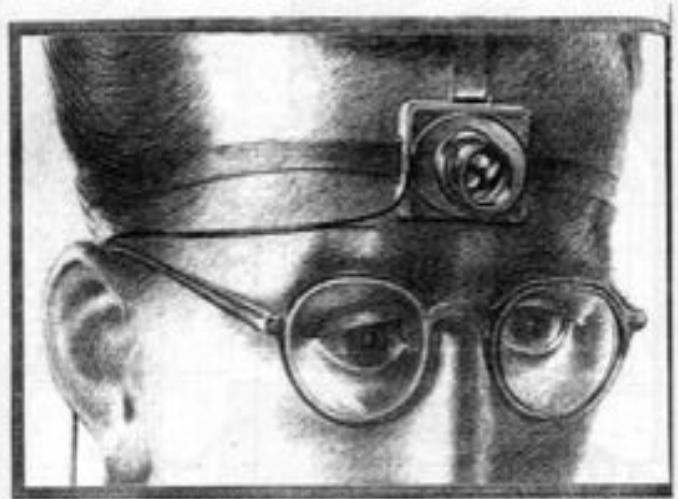




**Demo of the first  
mouse: 1968**



# USING THE COMPUTER



**How he envisioned it**



**How it really started**



**How it turned out to be**

# Usability

*easy to learn, easy to use*

also: fun, well being, collective efficacy, aesthetic tension, enhanced creativity,  
flow, support for human development, and others



# Usability vs Usefulness

*easy to learn, easy to use*

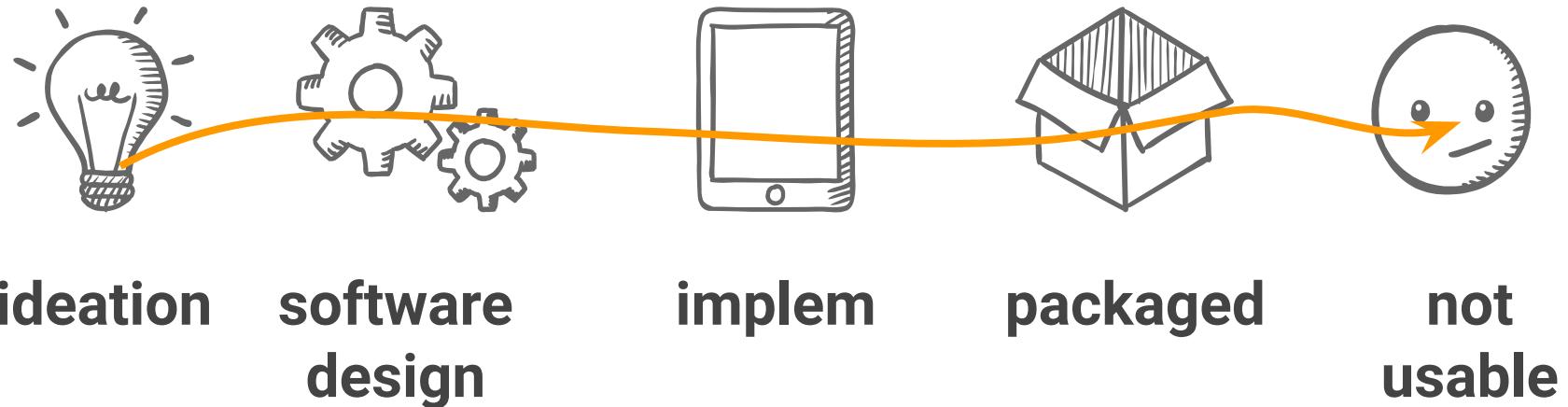
“This umbrella is made of concrete cement. No drop of rain or beam of light can pass thru... but is it usable?”

Vox

QWIK-EX  
**PULL**  
DOOR SERVICE  
1-800-220-0000  
www.qwikel.com



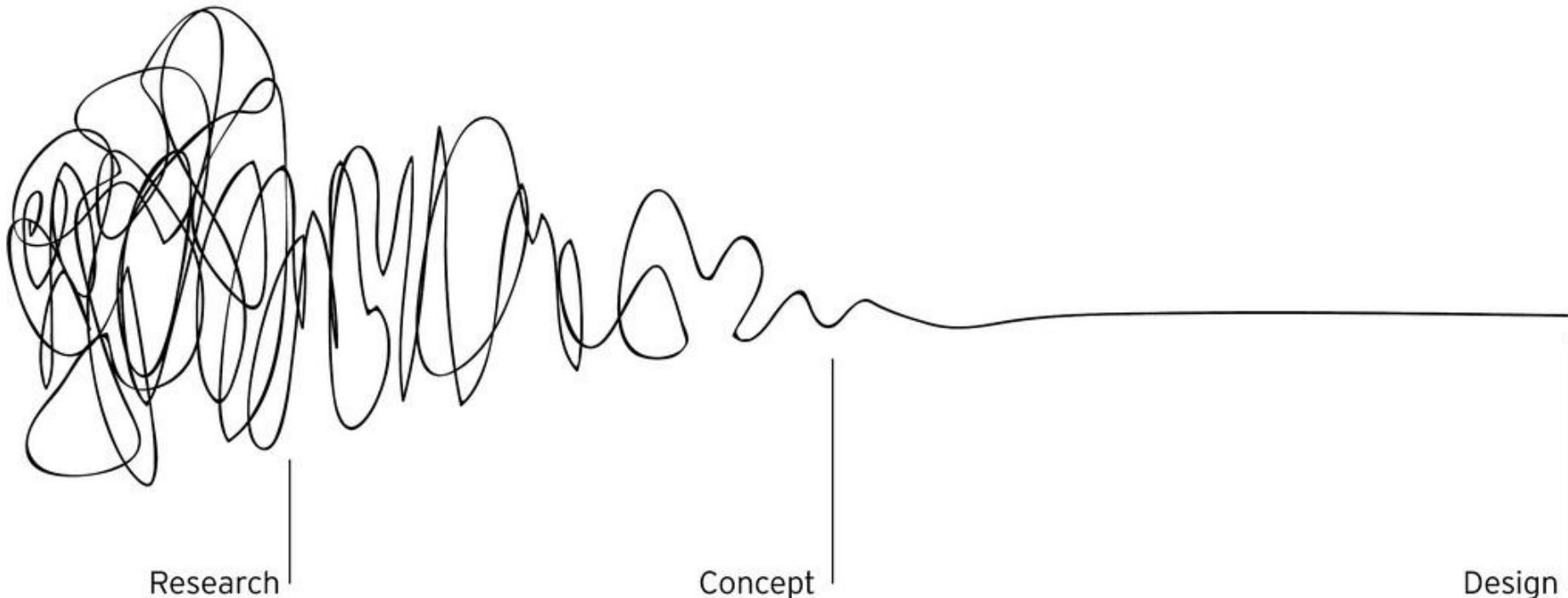
# the typical design journey of a digital product



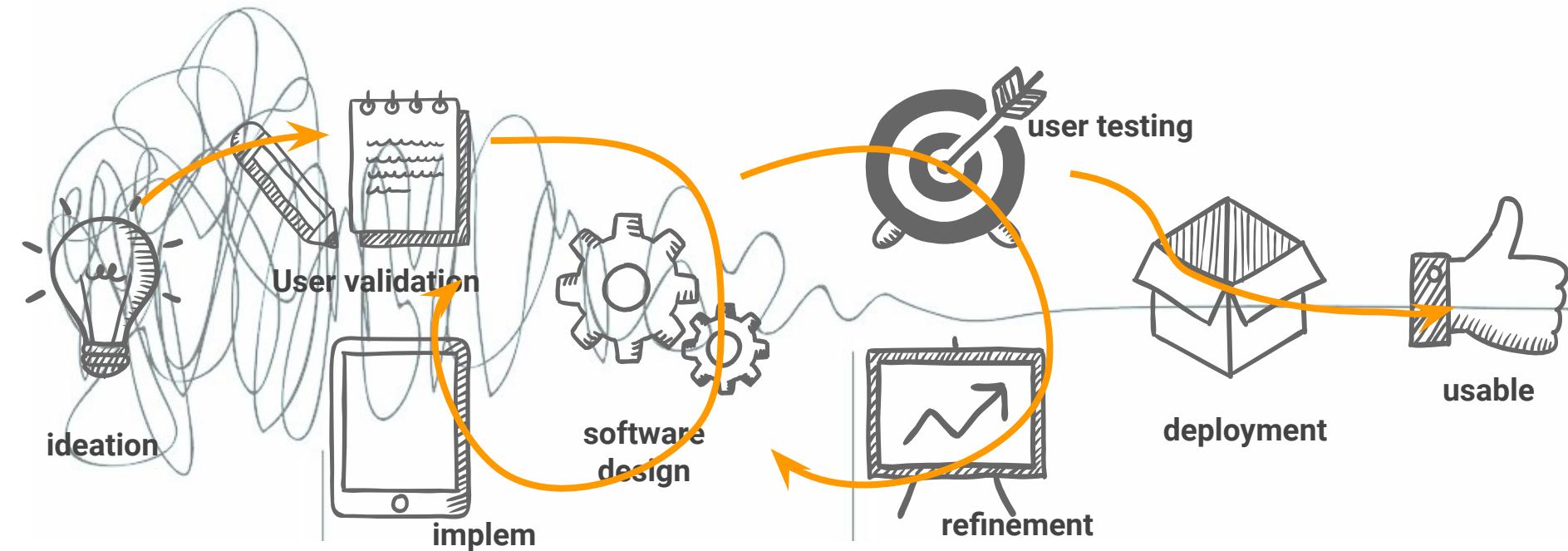
# UX Squiggle

Uncertainty / patterns / insights

Clarity / Focus



# “UX Squiggle” in Product Design



EMPATHIZE



IDEATE



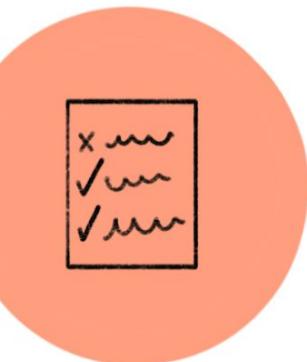
DEFINE

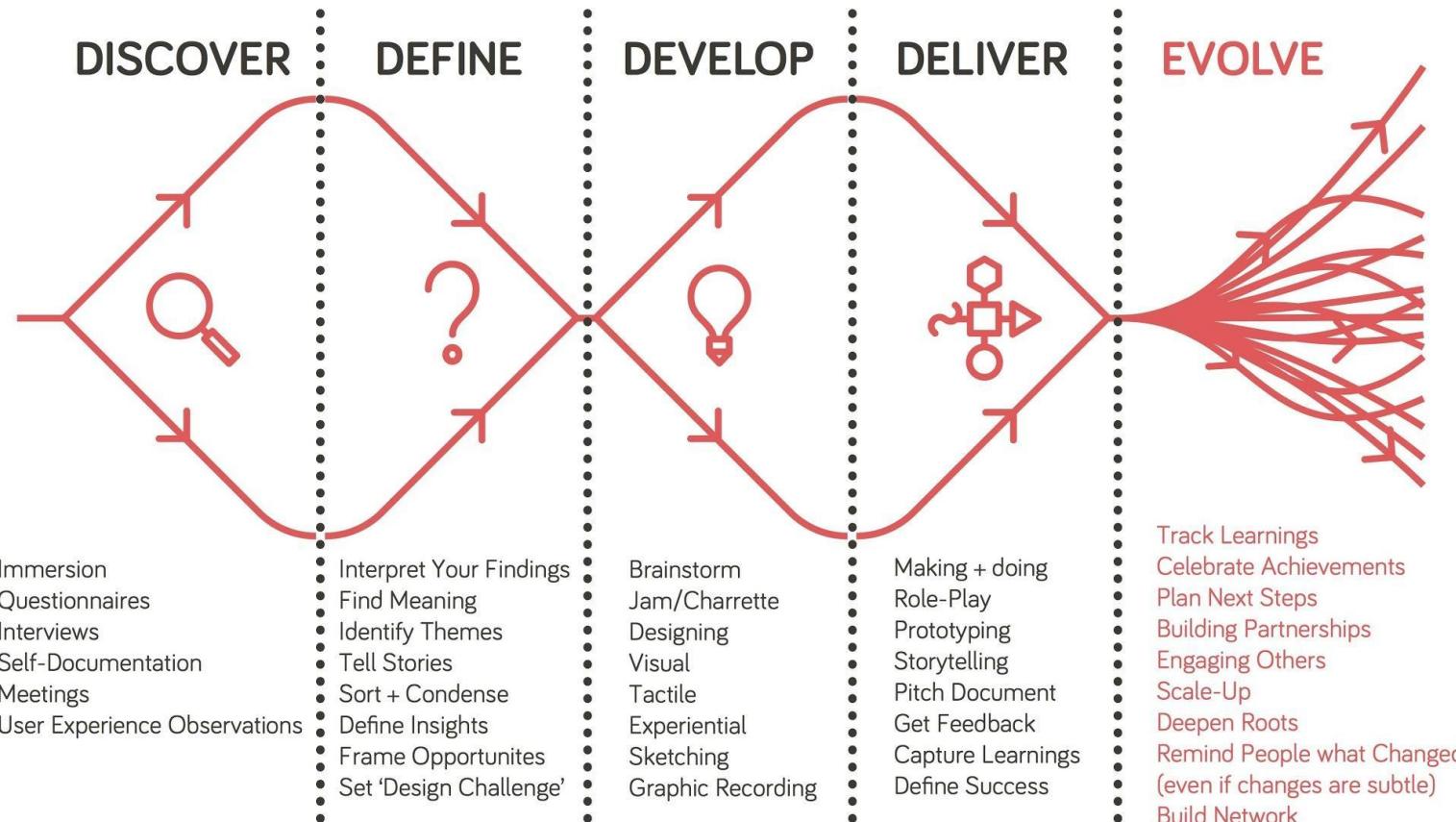


PROTOTYPE



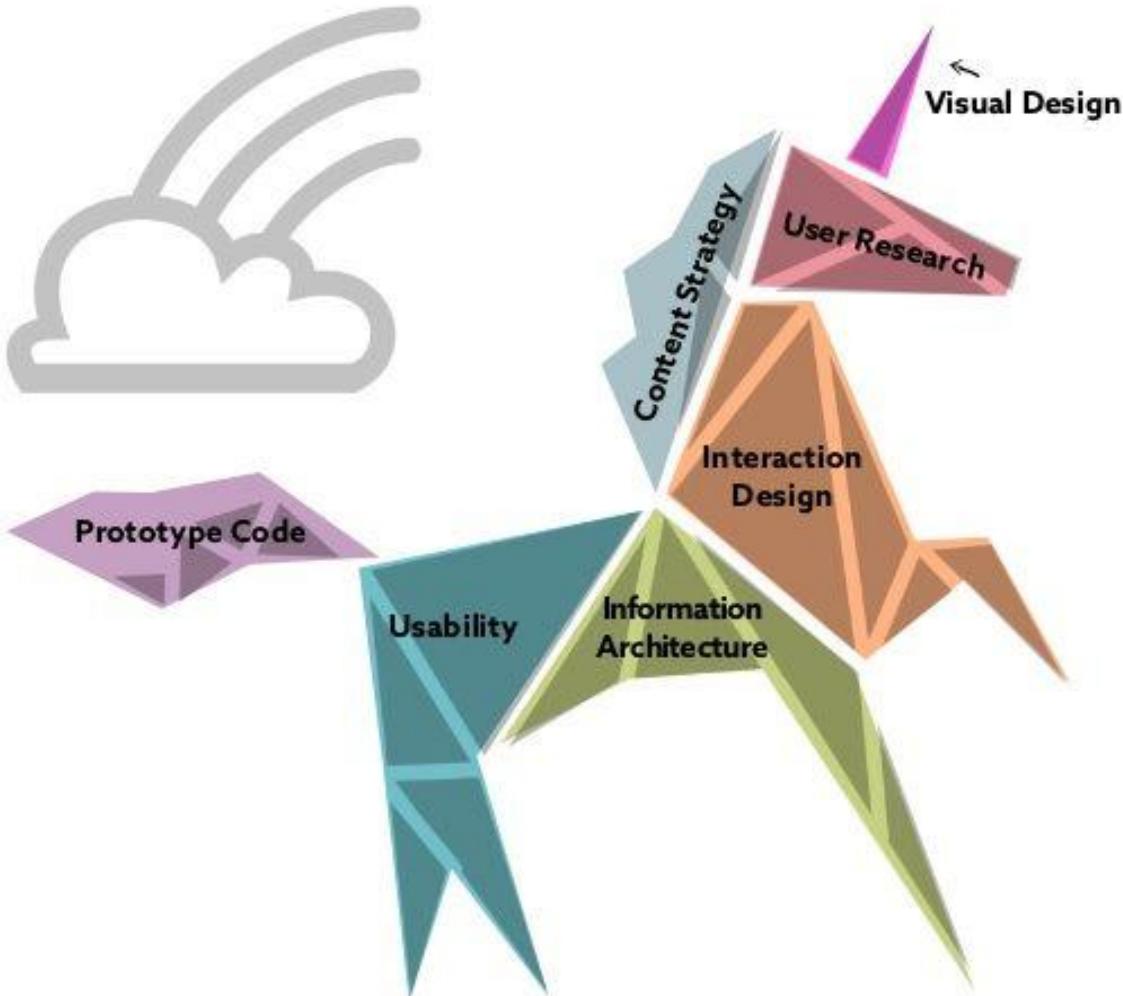
TEST



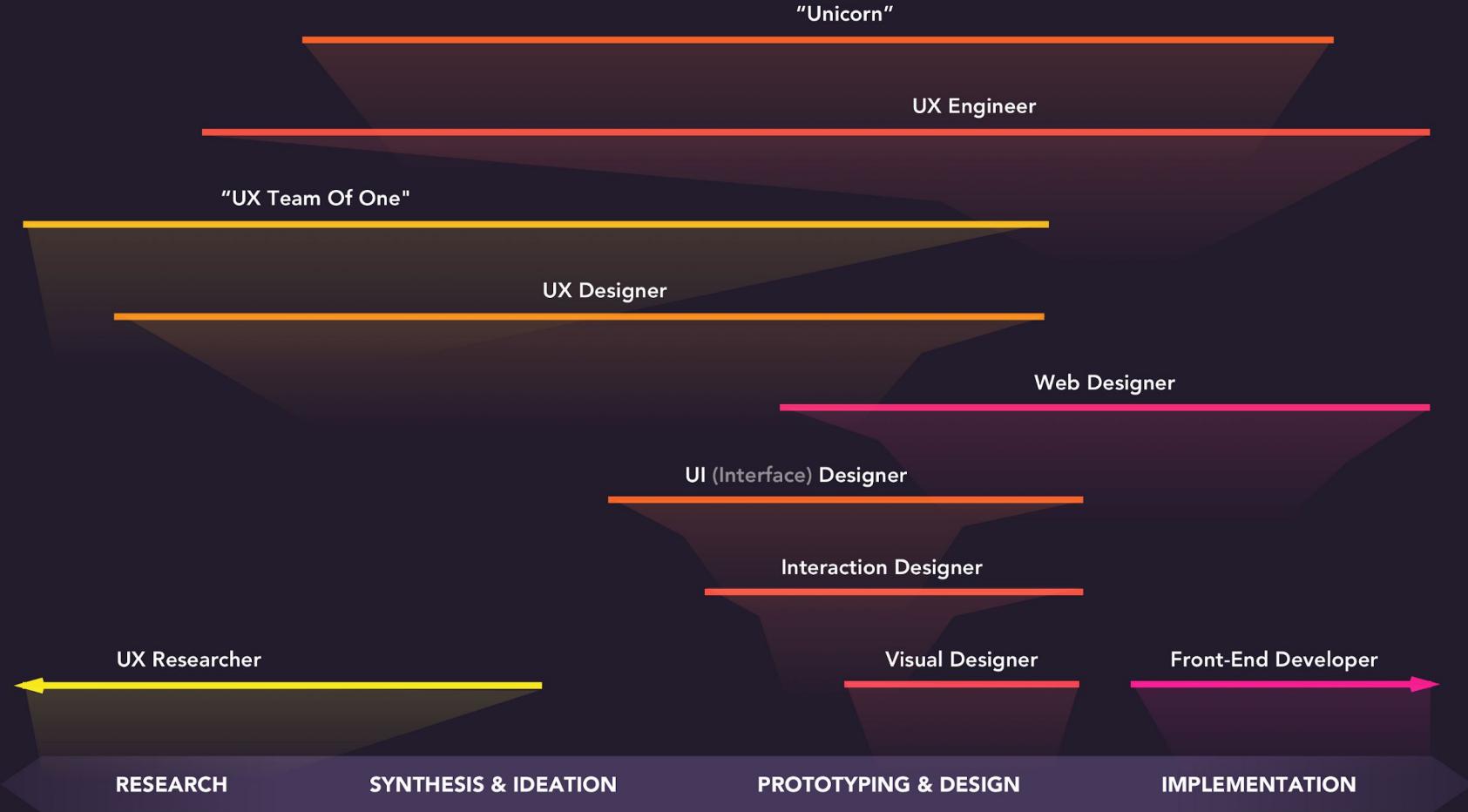




Wait, so why **unicorn**?

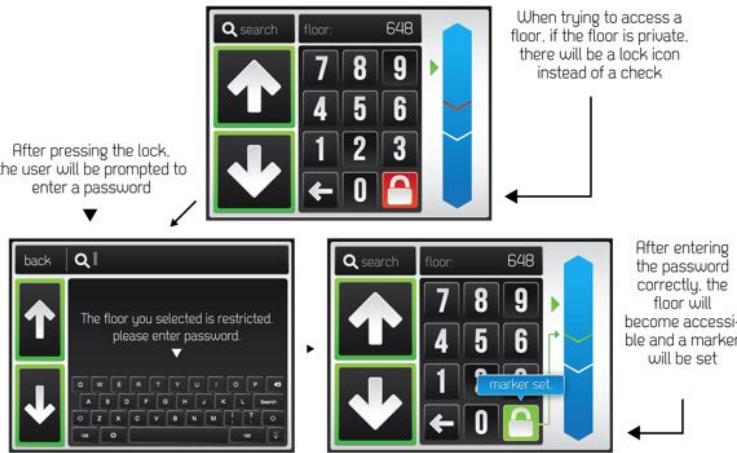


In UX there's  
a creature  
called the UX  
Unicorn

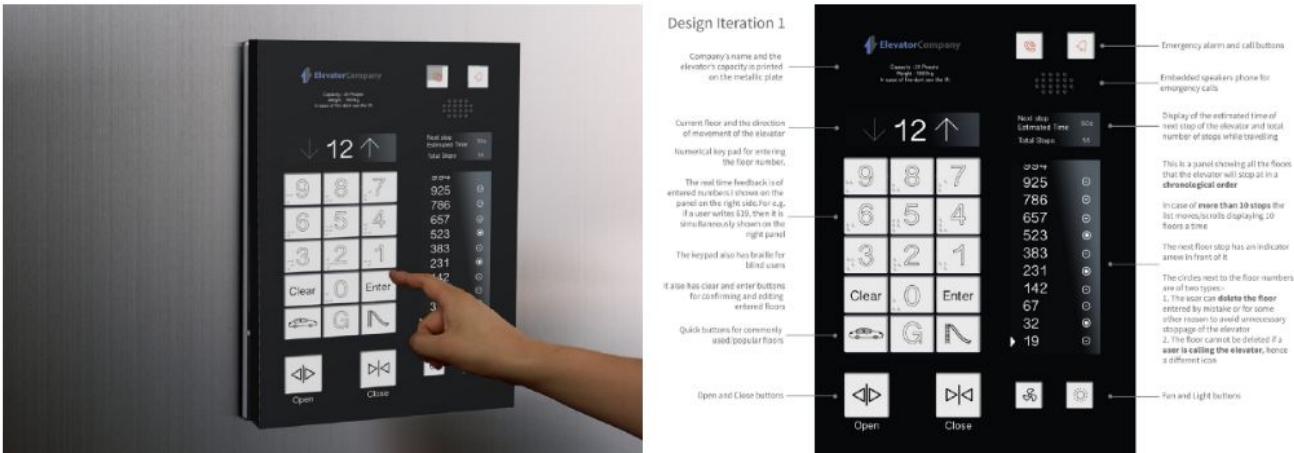




# ACCESSING A PRIVATE FLOOR



Images by Jherin Miller





## Design Iteration 2

Company's name and the elevator's capacity is printed on the metallic plate

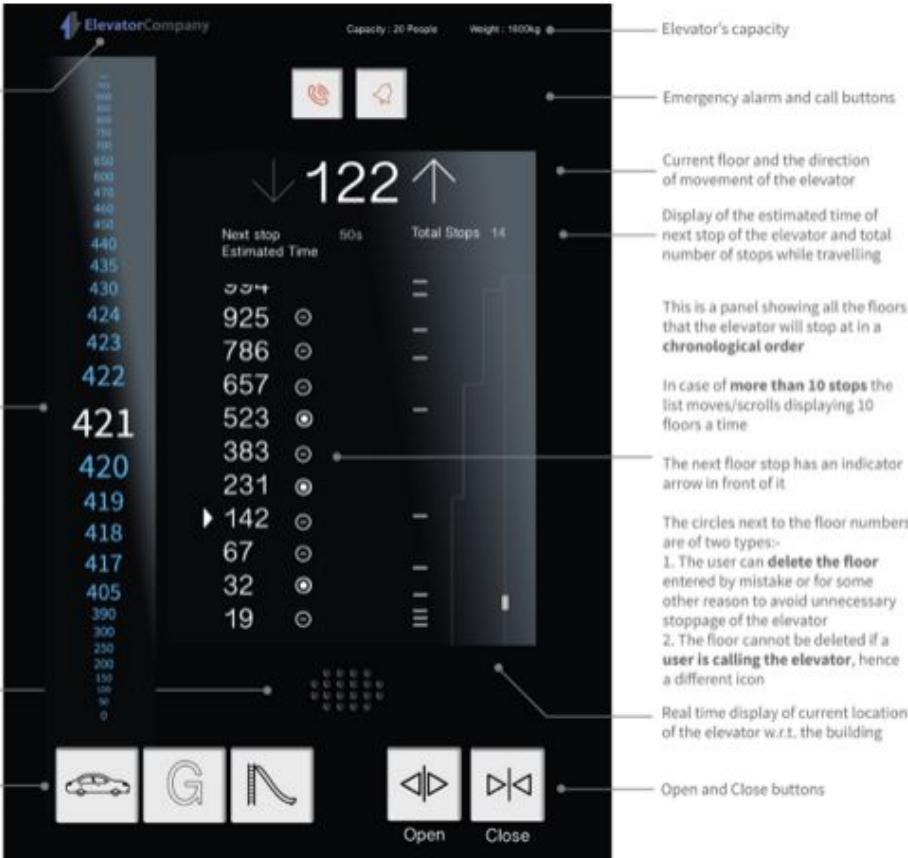
All the floors are displayed in the form of a touch screen scroll list

The user can select his floor by long pressing the chosen floor (displayed in white, always appear in the given area)

For precision, five floors both up and down the highlighted floor are shown.

Embedded speakers phone for emergency calls

Quick buttons for commonly used/popular floors



Images by Aayush Jain

## System Architecture

Elevator Exterior



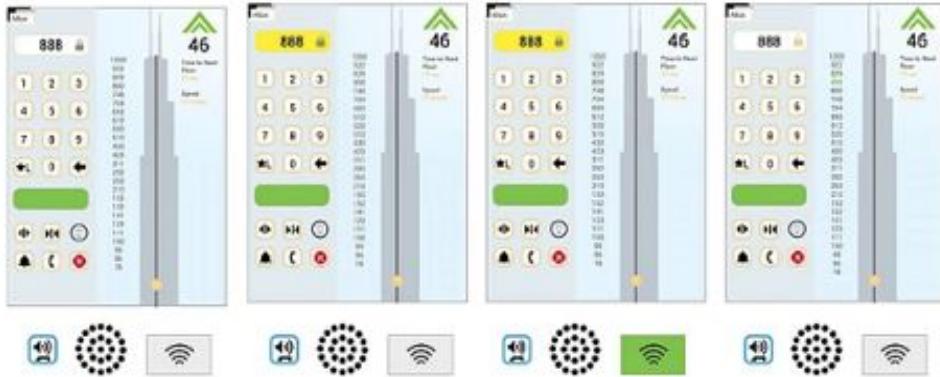
- Tower Directory
- Elevator Call Panel
- Elevator Location Panel

Elevator Interior



- Television
- Elevator Floor Select Panel
- Audio Assistance
- NFC Reader

## Activate Secure Floor



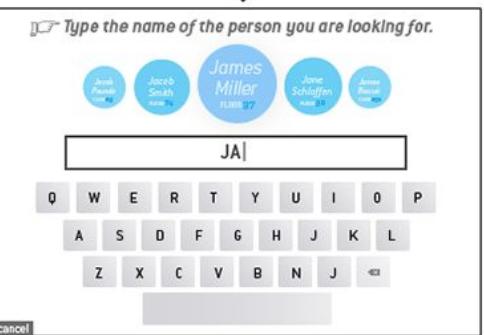
## Using NFC Panel



Images by Kristine Yuen



'bubbles' pop up as names from the building directory are recognized



alternate typing option  
keeps interface consistency  
but insures user choice.



”

*There is no right answer.*

**GOOGLE WAS LOOKING  
FOR PEOPLE WHO HAD  
PERSPECTIVES; THOSE  
WHO ASKED QUESTIONS  
FIRST.**

*Those who failed had what we call presumptive reflex*





# specific UX methods for a usable product



Participatory  
design



User  
inspection



eye  
tracking



A/B  
Testing



Customer  
feedback



field studies

And many  
more...

# Didn't we mention a usable, sustainable product?



solves a  
problem



is a usable  
product



profitable,  
provides  
opportunities

# Didn't we mention a usable, sustainable product?



solves a  
problem



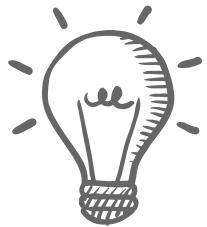
is a usable  
product



does not kill  
jobs

profitable,  
provides  
opportunities

# What should be the journey towards a usable, sustainable product?



solves a  
problem

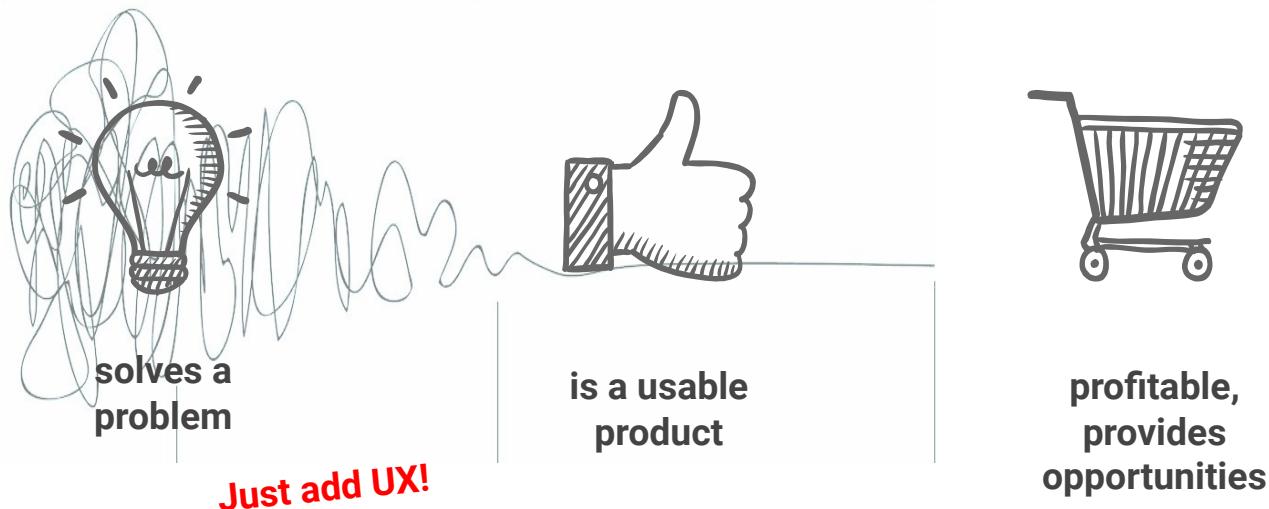


is a usable  
product

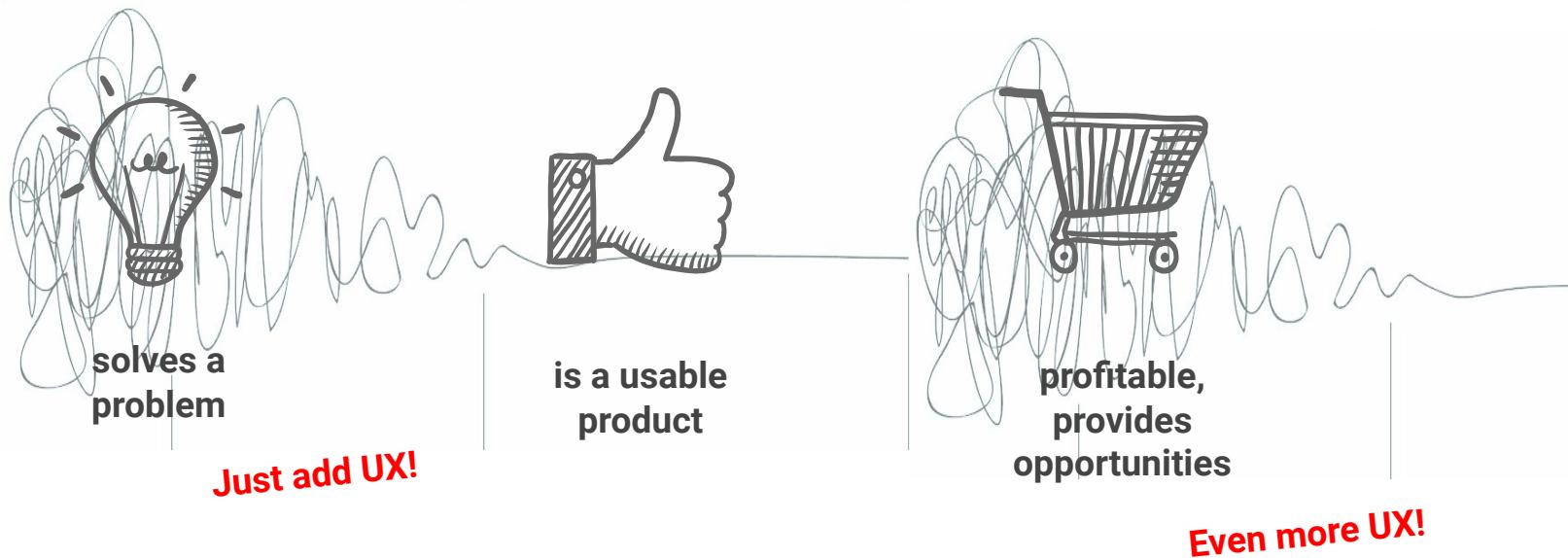


profitable,  
provides  
opportunities

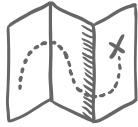
# What should be the journey towards a usable, sustainable product?



# What should be the journey towards a usable, sustainable product?



# +specific UX methods for a sustainable product



Journey  
mapping



Service  
blueprint



personas



business  
origami

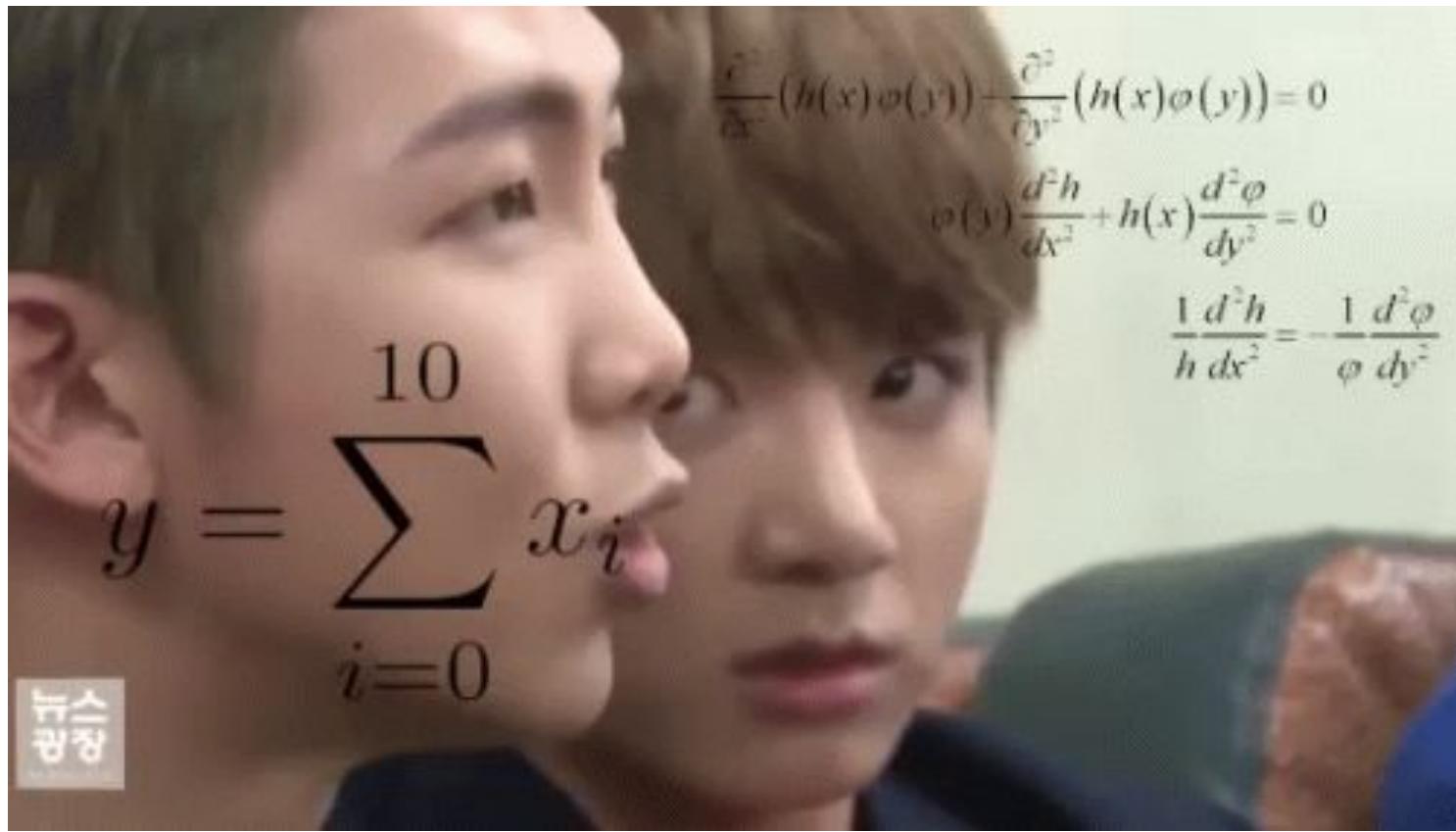


AIDA  
Storyboarding



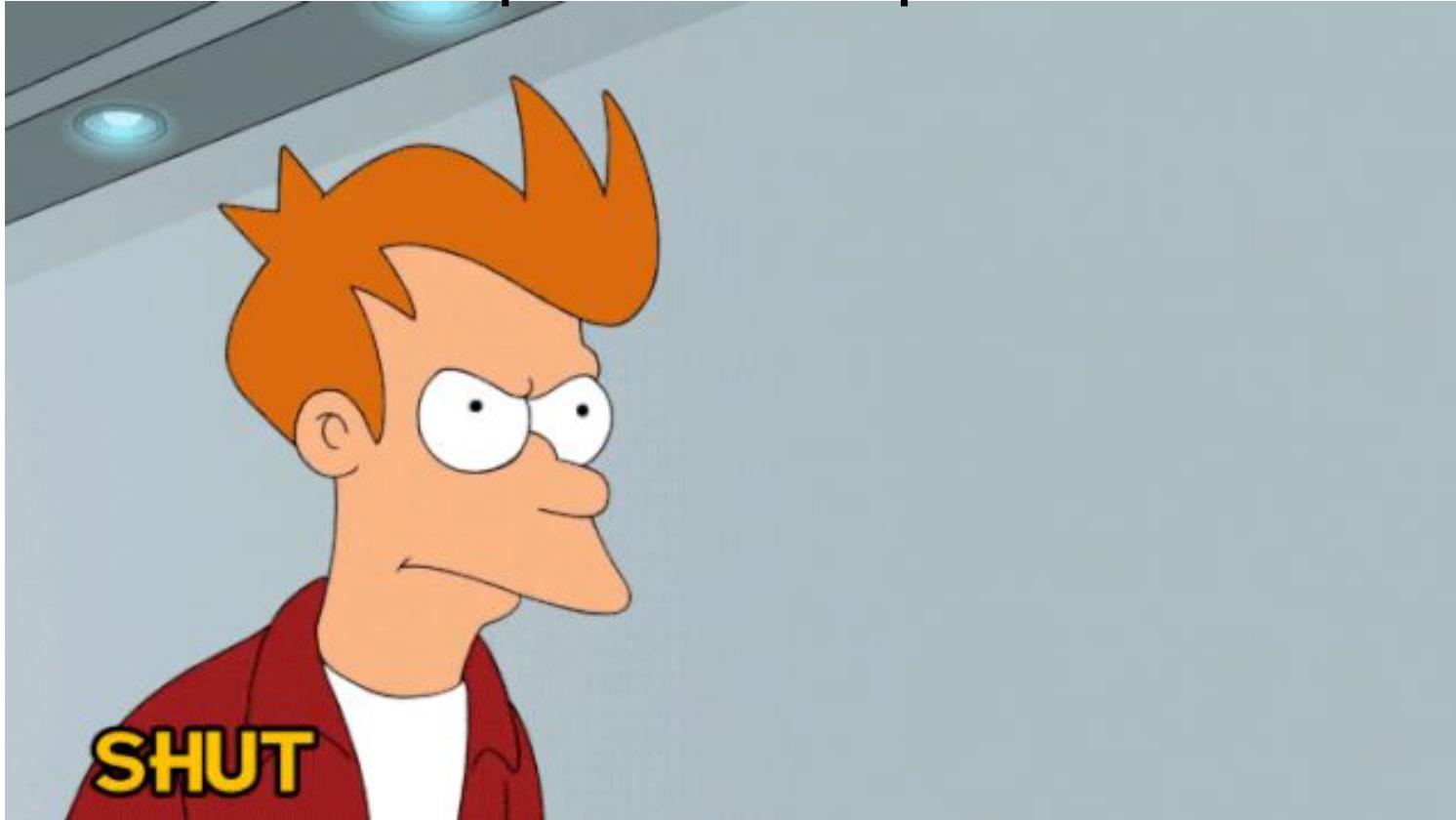
User empathy  
and value  
proposition

And many  
more...



Me thinking if this will even work in real life?

Is there an example of such product? If so then...



**Draco: animating  
drawings using kinetic  
motions**

[https://www.youtube.com/watch?v=l84YK1\\_ytks&list=PLI81bJ6jBktwh0BrSYn2prx9WQ7GnJDPK&index=3](https://www.youtube.com/watch?v=l84YK1_ytks&list=PLI81bJ6jBktwh0BrSYn2prx9WQ7GnJDPK&index=3)



# **MyoSL: a usable gesture-based Filipino Sign Language interpreter**



SCEPTRE (Paudyal et. Al, 2016)





**DeepDive: combining  
marketing  
and science using  
brainwaves and AI**

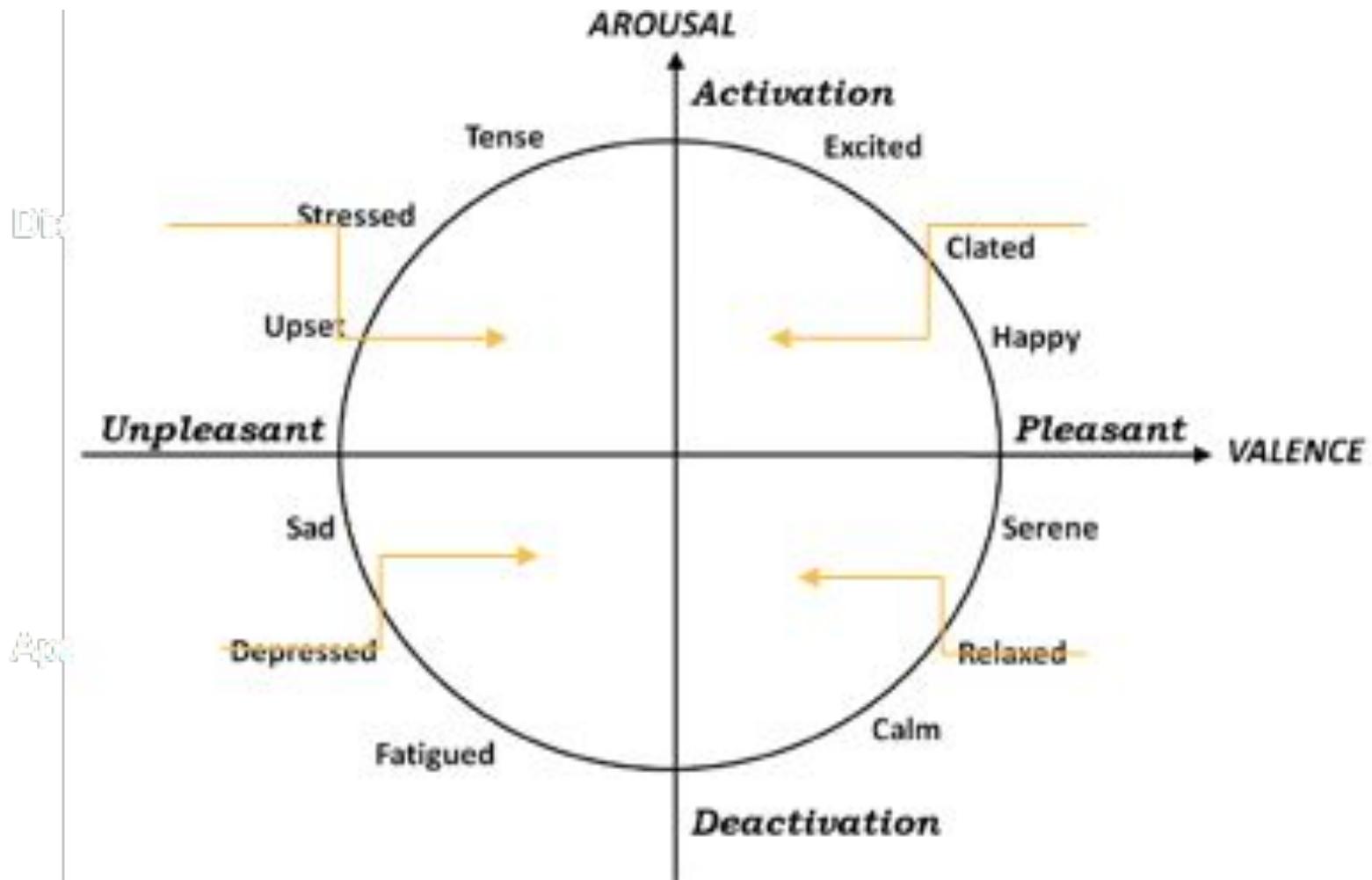
in partnership  
with

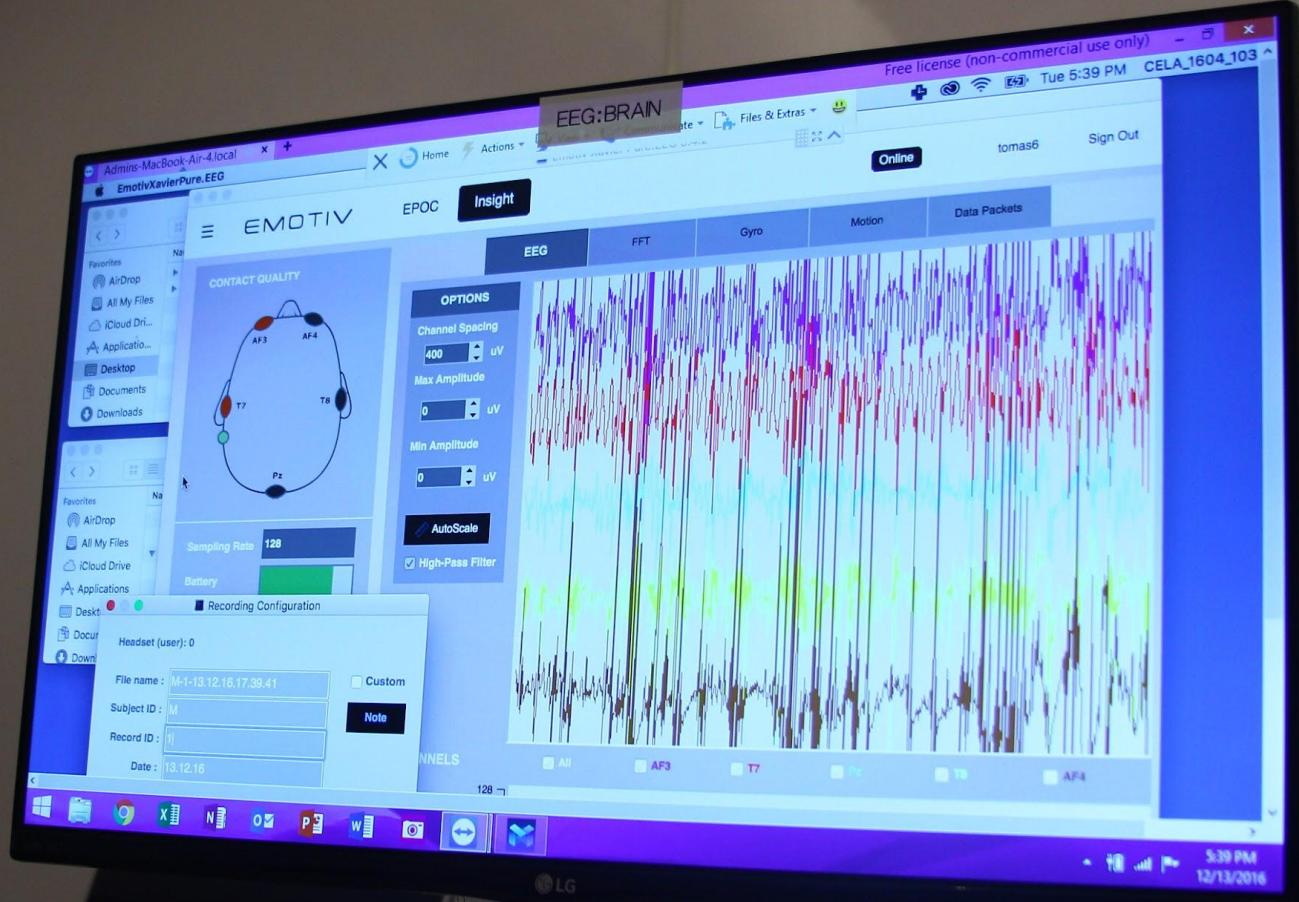


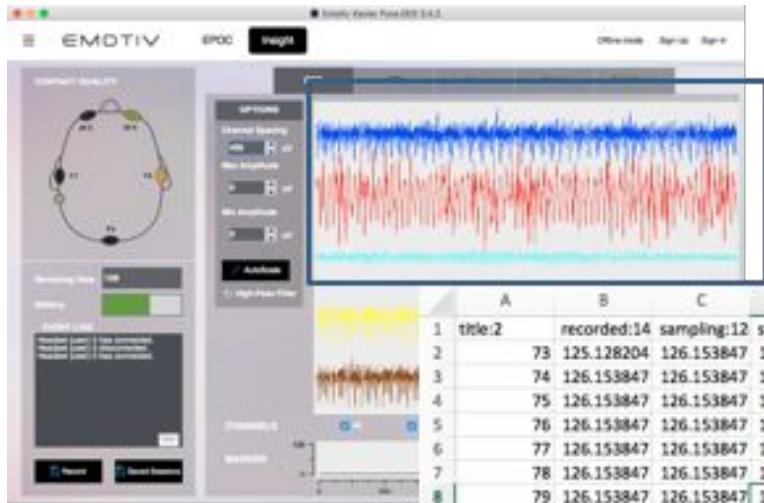
**N U W O R K S**  
**I N T E R A C T I V E**











Raw visualization of EEG signals

Raw data outputs of EEG Signals

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	title:2	recorded:14	sampling:12	subject:16	labels:COUN	chan:12	units:emotiv							
2	73	125.128204	126.153847	127.179482	56.9230766	145.128204	118.974358	70.2564087	153.846146	167.179489	27873	869.230774		
3	74	126.153847	126.153847	127.179482	57.9487152	143.07692	120	70.2564087	152.820511	168.205124	27873	877.435852		
4	75	126.153847	126.153847	127.179482	56.9230766	145.128204	118.974358	69.2307663	153.846146	168.205124	27873	885.128174		
5	76	126.153847	126.153847	127.179482	56.9230766	146.153839	118.974358	70.2564087	156.92308	169.230759	27873	893.333313		
6	77	126.153847	126.153847	127.179482	57.9487152	144.102554	118.974358	70.2564087	156.92308	169.230759	27873	901.025635		
7	78	126.153847	126.153847	127.179482	56.9230766	145.128204	118.974358	70.2564087	150.256409	168.205124	27873	908.717957		
8	79	126.153847	126.153847	127.179482	56.9230766	143.07692	120	69.2307663	154.871796	168.205124	27873	916.923035		
9	80	126.153847	126.153847	127.179482	55.8974342	145.128204	118.974358	69.2307663	151.794861	168.205124	27873	924.615356		
10	81	126.153847	126.153847	127.179482	55.8974342	144.102554	118.974358	70.2564087	157.948715	168.205124	27873	932.307678		
11	82	126.153847	126.153847	127.179482	56.9230766	144.102554	118.974358	70.2564087	157.948715	168.205124	27873	940.512817		
12	83	126.153847	126.153847	127.179482	55.8974342	146.153839	118.974358	69.2307663	160	167.179489	27873	948.205078		
13	84	126.153847	126.153847	127.179482	55.8974342	146.153839	118.974358	70.2564087	152.820511	169.230759	27873	955.8974		
14	85	126.153847	126.153847	126.153847	56.9230766	145.128204	120	67.1794891	151.794861	169.230759	27873	964.102539		
15	86	126.153847	126.153847	126.153847	55.8974342	145.128204	118.974358	70.2564087	152.820511	168.205124	27873	971.794861		
16	87	126.153847	126.153847	126.153847	54.88717918	145.128204	120	70.2564087	152.820511	168.205124	27873	980		
17	88	126.153847	126.153847	126.153847	55.8974342	143.07692	120	69.2307663	152.820511	168.205124	27873	987.692261		
18	89	126.153847	126.153847	126.153847	55.8974342	144.102554	120	69.2307663	153.846146	168.205124	27873	995.384583		
19	90	126.153847	126.153847	126.153847	56.9230766	143.07692	120	69.2307663	152.820511	169.230759	27874	3.58974361		
20	91	126.153847	126.153847	126.153847	56.9230766	144.102554	118.974358	69.2307663	152.820511	169.230759	27874	11.2820511		
21	92	126.153847	126.153847	126.153847	57.9487152	143.07692	118.974358	70.2564087	153.846146	168.205124	27874	18.9743576		
22	93	126.153847	125.128204	126.153847	57.9487152	145.128204	118.974358	69.2307663	152.820511	168.205124	27874	27.1794872		
23	94	126.153847	126.153847	126.153847	57.9487152	144.102554	118.974358	69.2307663	150.769226	169.230759	27874	34.8717957		
24	95	126.153847	126.153847	126.153847	57.9487152	143.07692	118.974358	70.2564087	152.820511	169.230759	27874	43.5641073		



## 26 GIRLS

P6 DC@COOL Rcong @2:38  
DC:ATW@V2 FDS GSR FLAT  
arousal increase @ "dandruff"  
valence drop @V2 (5s)

P7 DC@V1 ATW RNEV 1's  
@negative valence  
@parts not liked  
AXEV GSR  
glutamin  
attract dirt V3  
unstopable V3  
motorcycle V3

P8 DC@TW  
definite relieved @ clean  
DC@V2  
PD@dirt V3

V10 DC@ATW V1 AR  
almost flat/jagged  
several artifacts?

↑↑ DC ATW@V2  
+spiking segment HEM NGR  
PE@V2 +char background  
peaks later  
min sweat dirt @V2

↑↑ DC ATW@V2  
RGR No GR  
PE@motor ACM



# Sample scene analysis: Bike scene

Avg. Valence: 1.024 (high)

Avg. arousal: 0.512 (high)

Affect: Possible  
Excitement

Pocket recommendation:  
**keep**

Notes: confirms interest  
for bicycles

EEG values display 30%  
spike of values on arousal  
for the next 3 seconds  
from this scene



SRC TC: 01:18:27:03

A001C034\_161201\_R212.mov

# Sample scene analysis: Enrique dance

Avg valence: 1.01 (high)

Avg arousal: 0.481 (low)

Affect: Definite Calm

Pocket recommendation:  
**don't**

Notes: EEG values 2 seconds before and 2 seconds after hardly changed (also for most selected scenes from 15s videos)



SRC TC: 02:01:18:08

A002C001\_161202\_R212.mov

# Sample scene analysis: scalp scene

Avg. Valence: 0.998 (low)

Avg. Arousal: 0.5101  
(high)

Affect: Probable Disgust

Pocket recommendation:  
**keep**

Notes:

Some participants  
remembered dandruff on  
this scene even there was  
none as this was offline.



SRC TC: 01:04:46:11

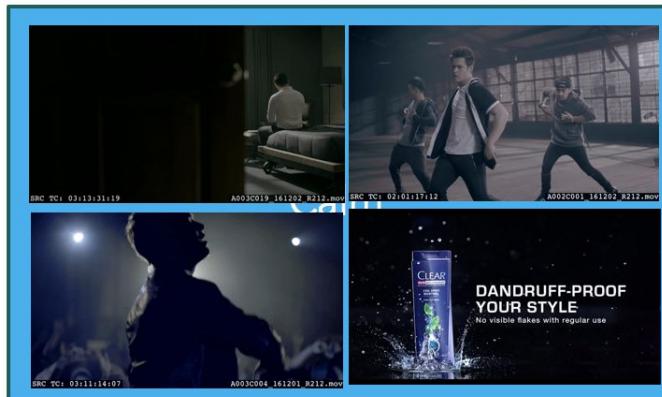
A001C006\_161202\_R212.mov

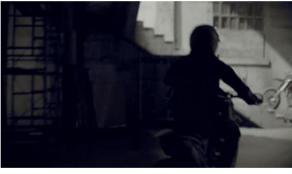
Bedroom



# Arousal

Valence





In collaboration with NuWorks Interactive Labs



**UNSTOPPABLE**  
**DANDRUFF-FREE FRESHNESS**

no visible flakes with regular use



The Future

No visible hair loss with regular use

**Humans come  
first when  
designing  
products**

**first take away**

**second take away**

**Products are  
usable not if  
we change the  
interface but if  
we improve  
the experience  
it offers**

**third take away**

**Applying UX  
goes a long  
way in making  
a product  
usable and  
sustainable.**



Planes **dont** flap their wings to fly, but  
birds **dont** take off from trees either...

A car can **run faster** than a  
cheetah but it can **never climb**  
a tree..





**So, do you wanna be a **unicorn**?**

Introduction to User Experience

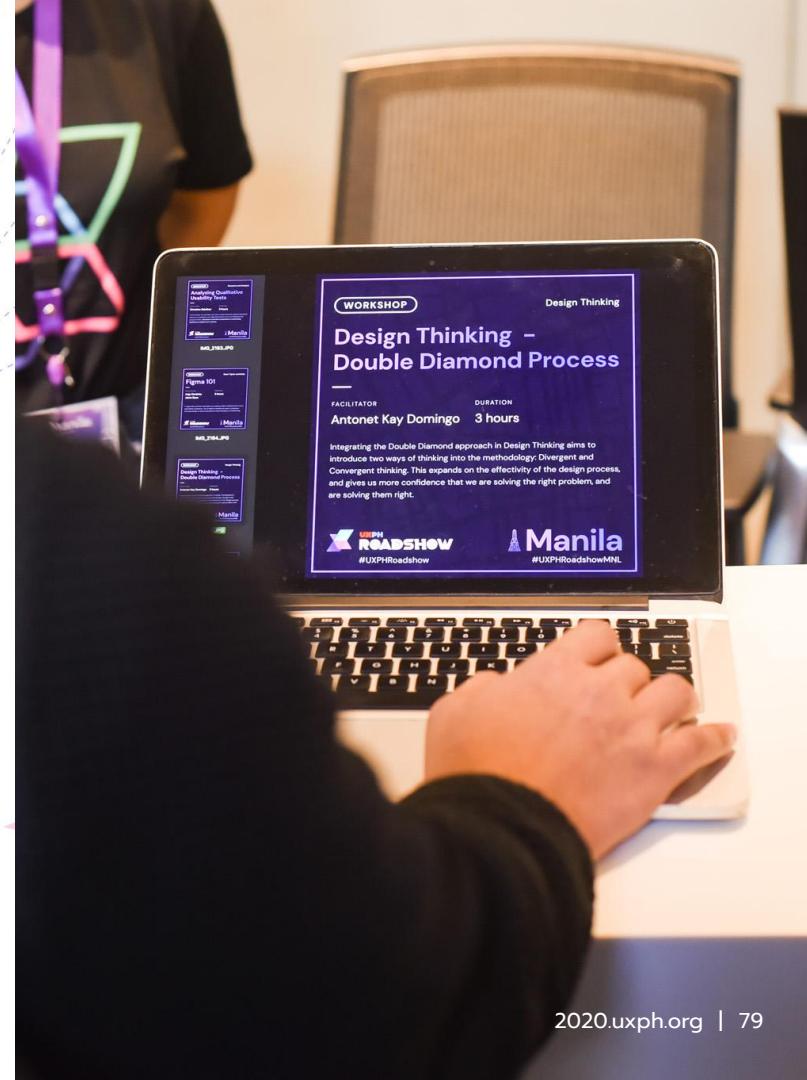
Jordan Aiko Deja  
Director  
User Experience Philippines (UXPH)

# Why is UX such a big deal?

The most successful companies today emphasize the importance of good **UX** (**User Experience**) and design thinking. It is **essential** to incorporate it throughout your services and products to maintain brand loyalty and stay competitive in any market—especially those with a technological focus.

As UX Design practice is still in its nascent stages within the Philippines, more and more companies are investing in the growth of their teams and processes to stay competitive. There's a huge demand for top talent from all over the world, **but not enough quality supply**.

**UXPH** is leading the charge when it comes to cultivating stronger design mindsets and practices within the Philippines' UX community.



# UXPH in 2019

Through its annual conferences and community events, UXPH has brought together **thousands of students, designers, and professionals** from all over the Philippines and the Southeast Asian region.

In 2019, UXPH organized over **12 community events** and **3 conferences** throughout the Philippines, bringing in a total of **30 speakers, 22 talks, 14 workshops, 25 organizations, and 1,000 event attendees**.

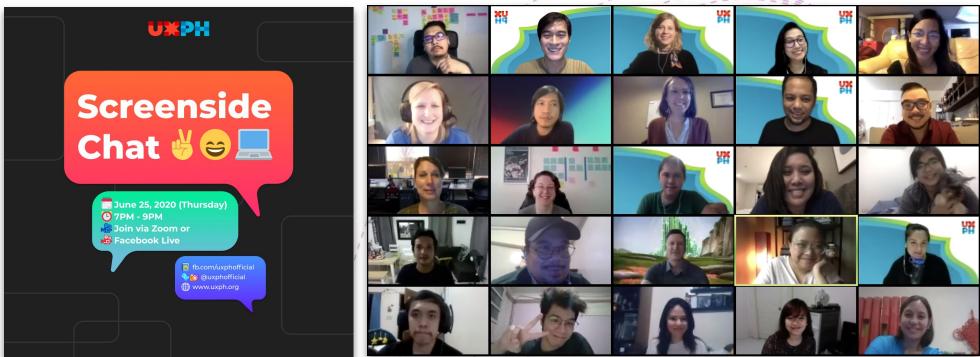
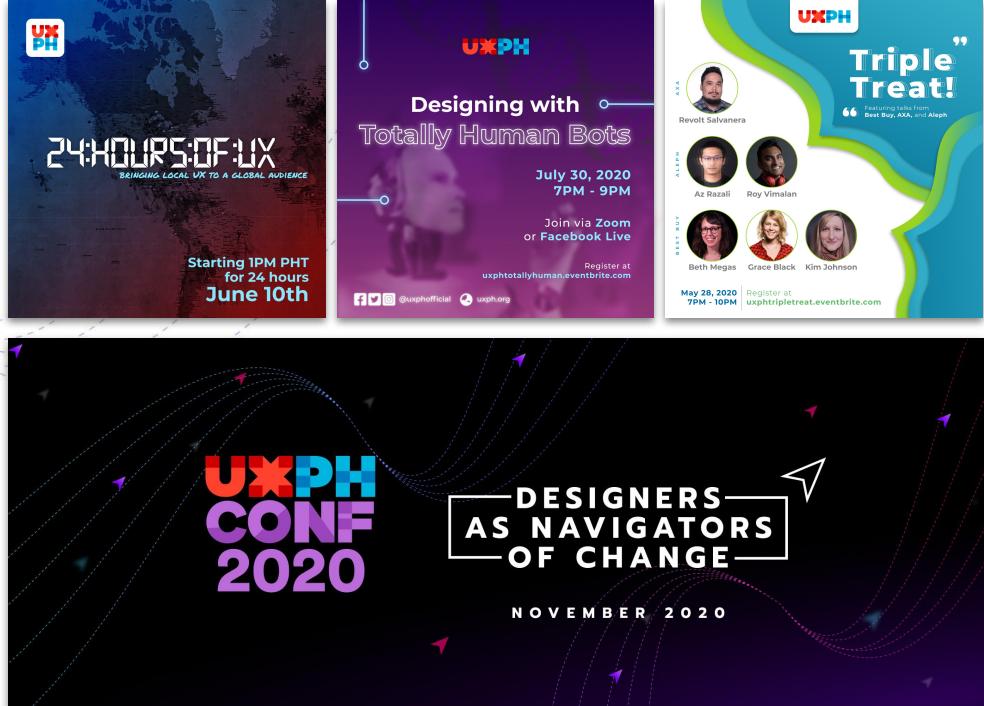


# UXPH in 2020

This year, we remained engaged with our community through the difficult changes of the pandemic. To date, we have organized over **10 community events**, bringing in a total of over **10 organizations, 15 speakers**, and **500 attendees**.

**UXPH CONF 2020: Designers as Navigators of Change** will be filled with over **20 talks** and **workshops**. The event alone aims to bring in at around **25 speakers** from over **10 countries** and at least **500+ attendees**.

We currently have **20 organizations** on board and counting, and we invite you to join them in supporting our community.





I was very pleased to get a better understanding of the metrics that we've been using for years. I believe I was able to get context and an understanding of their purpose and usage that is definitely beneficial for me and for the company.

- Tofie T.

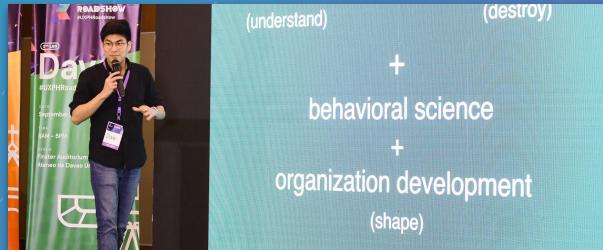
I've learned a lot that I can apply to my work. most especially in being an Advocate of Customer Centric Culture, how to measure your design and a lot more. The Speakers are all good! I'm pretty much sure that I will attend again.

- Arlealyn D.



The talk was very informative, impactful and covers a wide variety of fields. Very relatable to everyone engaged in the workfield, or even among students like us who envisions to be active participants in creating a more design-driven community of this and future generation's workforce.

- Melannie G.



Today I learned that design is not just about making things prettier. It's about making things easier for everyone. Culture-centric approach enables designers to push the boundary of design from creating something useful into creating something that will add value to the lives of people.

With this in mind, we get to have a very important role in this world as designers. We get to change the world, pixel by pixel.

- Joshua S.



# About UXPH



**UXPH (User Experience Philippines)** is a non-profit organization that hosts the largest community of designers, enthusiasts, and creative problem-solvers in the Philippines. Since 2012, we have been cultivating a more mature, design-driven Philippines through collaboration and continuous community engagement.

With over 5,000 local and international members and a team full of highly motivated volunteers, UXPH has 6 major initiatives, each geared at different segments in the Philippines. **Income generated by our initiatives goes toward sustaining and scaling the impact of our programs** and **members**.

Our initiatives rely heavily on the support of the community and private institutions as we provide more outlets and opportunities to develop the skills and knowledge of Filipino students and professionals.

By supporting UXPH, your organization is not only showcasing its brand to the greater UX community, but is also **investing in the growth and education of Filipino students** and **professionals**, as well as **better design practices** within the Philippines and in Southeast Asian Region.

# UXPH Community Values



## Accessibility

We aim to make all of our initiatives as accessible as possible. We design with remote members and PWD's in mind, both online and offline.



## Diversity

We are not exclusive to the Philippines. We have members and partners from all over the world and aim to connect with more as we grow.



## Inclusivity and Safety

Our community is a safe space for all who wish to participate; we do not discriminate on any grounds and encourage open dialog, communication, and constructive criticism.



## Collaboration

We work with volunteers and organizations who want to contribute to the growth of the Filipino UX community and the local tech landscape.

I'm a shy person to be honest, and I had hesitations at first on going to UXPH events because I don't know anyone yet. But I think the talks and conferences are interesting, so I still end up going and I learn a lot from these events! But the best thing about my decision to go, is usually the people I got to meet who shares the same passion, which is UX <3

- Jenny R.



Please continue evangelizing UX! I learned so much from this event. <3 Kudos to the amazing speakers and the equally awesome event organizers!

- Bennie F.

Most information to learn about UX Design can be found online, but the events by UXPH has given a lot of us a chance to see the grind behind the scenes; this has given me a better perspective of the whole

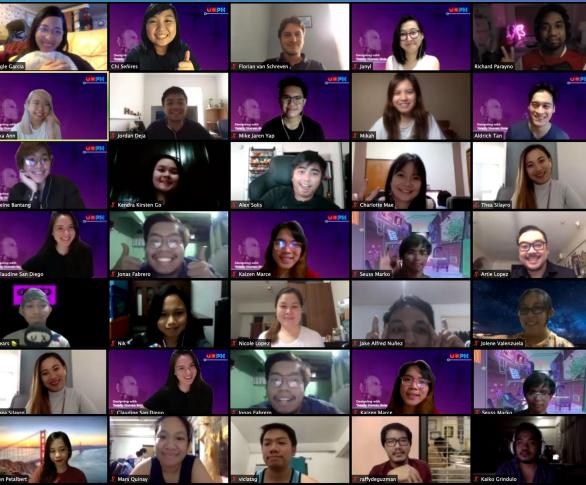
UX industry.

- Felicia M.



One important thing that I learned from this year's event, is that in order for a UX Designer to be effective, empathy should be a driving factor to your decision-making process, and having empathy means breaking your own mental model, so you should be much more open to every social and cultural possibilities of uniqueness, and be an effective advocate of change.

- Dann R.



I love the community most of all! And how it's a community that highly values learning and growth and understanding one another.

UXPH began my journey into applying Figma into product design and UXPH through its events and initiatives also led me to meet and get to know people I look up to and admire and inspire me to continue to grow in the field without making me feel small for just having started.

- Sherry G.

# UXPH Programs



## Community Development

UXPH organizes **free monthly events for the community** featuring local and international speakers based on industry trends and needs.



## Student Development

UXPH helps **design students** gain **knowledge and practical skills** as they enter the job market. The program includes **mentorship, resume, interview, and portfolio development**, and **internships**.



## Annual Conferences

UXPH organizes annual conferences with **thousands of attendees over the past 5 years**. In 2019 alone, UXPH organized 3 conferences across the Philippines.



## Academic Development

UXPH works with **academic organizations** to help **educators** gain knowledge and practical skills for their own curriculums. The program includes **design workshops, webinars, and curriculum design training**.



## Industry Research

UXPH conducts **research on trends and behaviors of the Philippine design industry**. This data is used to further the growth of our programs and the rest of the community.



## Professional Development

UXPH will offer **paid boot camps** and **workshops** starting 2021 to **professionals** looking to hone and sharpen their skills, and to companies looking to train their teams towards proper design excellence.

# The UXPH Network

Through the years, UXPH has built a strong network of members and partners all over the world.

We work with those who want to contribute to the growth of the UX community throughout the Philippines.



## 5,000+ Members

UXPH is the largest community of UX designers in the Philippines. There are **thousands of active members online and offline.**



## 150+ Companies

UXPH's member base comes from over **150 local and international companies**, many of whom are very active in our community.



## 10+ Countries

Our member base spans across **South East Asia, USA, Canada, and parts of Europe** as well.

# Past UXPH CONF Sponsors

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**ING** The ING logo consists of the word "ING" in a bold, blue, sans-serif font next to a golden lion rampant.



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# The Organizing Team

UXPH is run by a team of **extremely passionate** and **talented volunteers** and professionals who want to help raise the standard of design practices across The Philippines through collaboration and sharing.

We envision a society where products and services are mindfully designed, contributing to a more mature, design-driven Philippines.

**All proceeds go towards maintaining our operation costs and scaling our community initiatives.**

For more information on the organizing team and its advisors, please visit [uxph.org/team](http://uxph.org/team).





**Let's talk!**

**Jordan Deja**

Director

[www.uxph.org](http://www.uxph.org)