



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

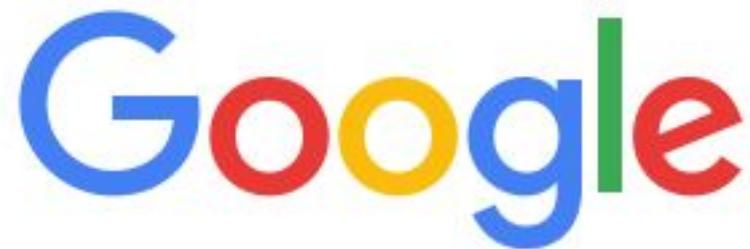
by **Jordan Deja**

EDGE : FEU Alabang ACM Chapter | 05 18 2019 | @jrdndj



MAKE GIFS AT GFSOUP.COM

the two types of people listening to my talk...



cramming professor meme

[Google Search](#)

[I'm Feeling Lucky](#)

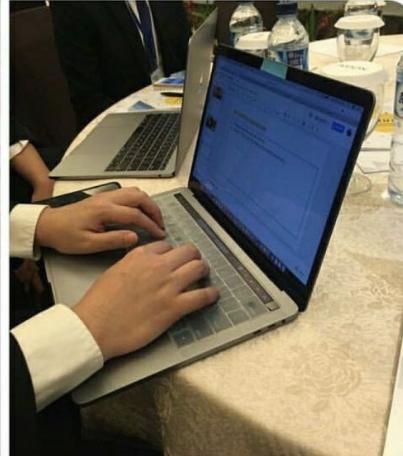
Google offered in: [Filipino](#) [Cebuano](#)

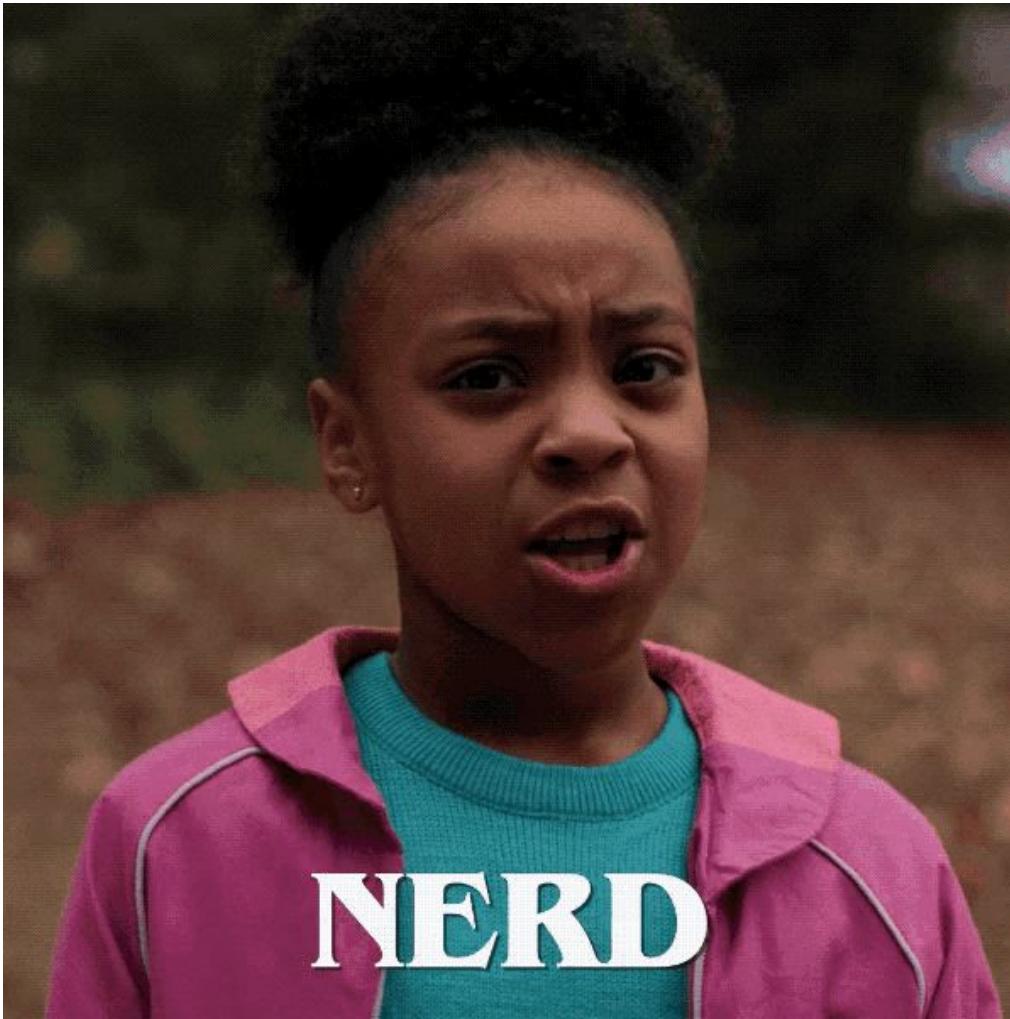


Blaise Cruz
@finelined_

▼

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





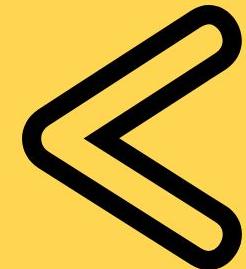
NERD

Lets begin with an activity:

STAND UP!

GRAB A PARTNER!

FACE YOUR
PARTNER!



1 - 2

1 - 2 - 3



HUMANS DONT LIKE BREAKING THE
PATTERN

CONSISTENCY IS A PATTERN

breaking patterns make things
harder

1 - 2 - 3 - 4

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.

1 - CLAP - 3

JUMP - CLAP - 3

JUMP - CLAP -



#throwback



Nov 29 2007: typical day as a college junior



July 03 2008: Internship at Accenture



April 25, 2009: College Grad



May 27 2009: jobless



July 01, 2009: Hired, first job @ HP

MY JOB @ HP



What I think I do

**When there's so much work
to do**



What my relatives think I do



Nov 25, 2009: Game Room played PS2 all day



Copyright 2009 by Ronnel Go

Dec 5, 2009: Won National Award



May 02 2010: Longboard accident



June 2010: I started teaching in High School



High School all over again



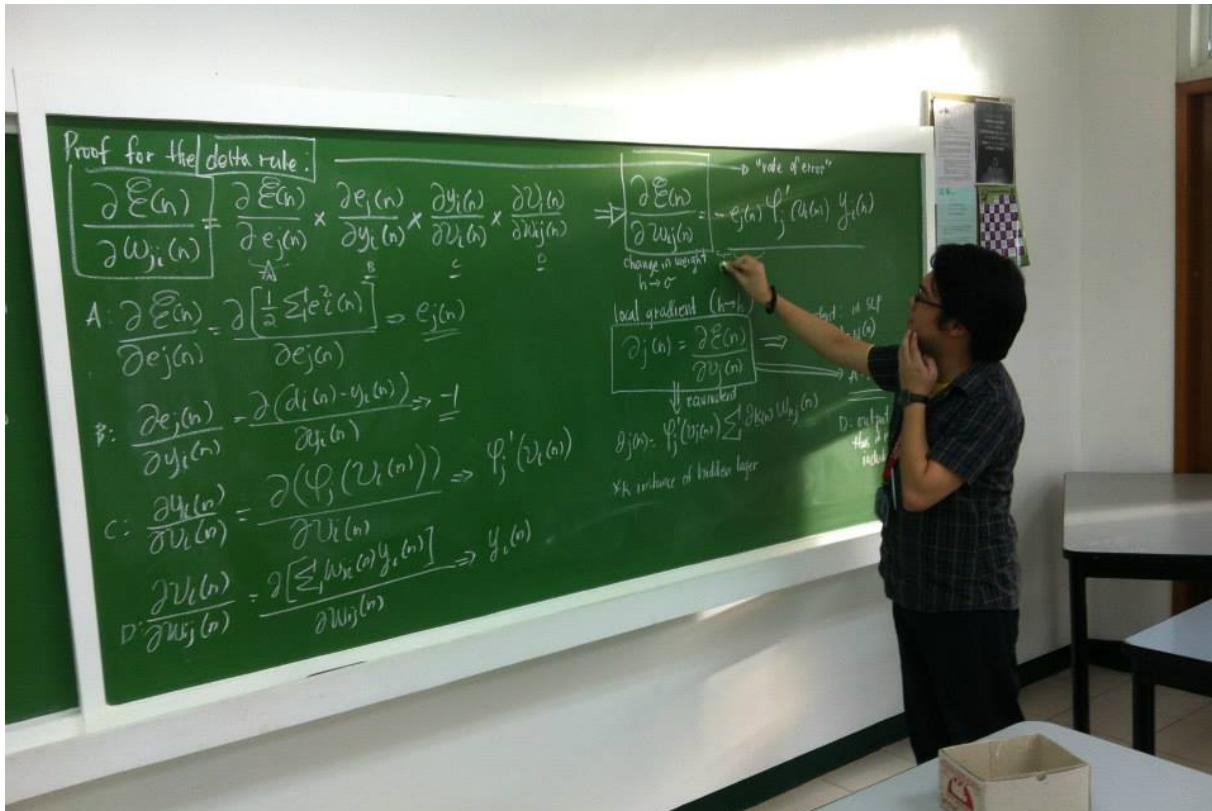
June 2011: Started teaching college @ MCL



Signature pose



College Grad is like Hogwarts



tEaChInG cOmPutEr sCiEnCe



Apr 2015: I joined Senti AI as its COO



2015: University Teaching @ UST



Aug 2015: “find the prof”



TheLaSallian
Photo by Haniel Uy

Oct 2015: graduated from Masters



Mar 2016: published my master's thesis



July 2016: expanded my speaking career



Aug 2016: began my research projects





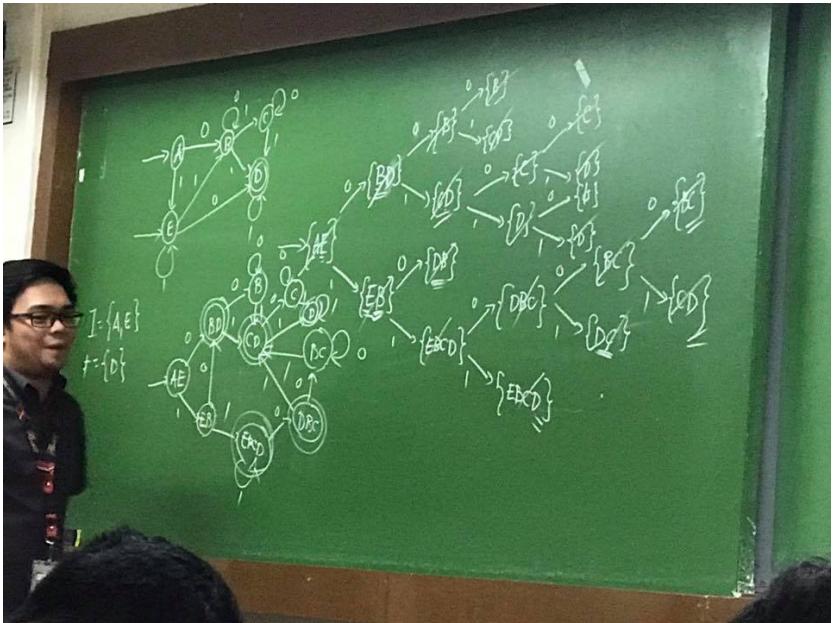
Chi Señires
@ChiSenires

10/10 best slide ever #UXPH2017



2017: speaker at
UXPH

What I think Im teaching vs What my students see



2017: I was still teaching



2017: became
active as a Tech
Community
Volunteer



2017: sometimes you share the stage with famous people



March 2018: CHIUXID with Google Experts



Apr 2018: Cagayan Digital Summit (DimSum)



May 2018:
organized a
conference
UXPH



2018: HCI
International Las
Vegas with my
thesis teams



August 2018: Internship at Osaka University



World
Interaction
Design Day

IxD x Kalibr

September 2018: World
Interaction Design Day
Speaker



Oct 2018: NASA Space Apps
Mentor



Dec 2018: Became part of the PH Tech Community Leads

C celebrates its 11th edition with the theme

GING TECHNOLOGIES

PPING BOUNDLESS POSSIBILITIES

February 1-3

The VIP Hotel • Cag



Feb 2019: QITC @
Cagayan de Oro



Characteristics of Business Plan Technological Feasibility Evaluation Form
Commercial Viability Assessment Form
Proposed Title: Part II
Under: February 20, 2018

Instructions: Evaluate the characteristics of business plan using criteria for assessing, analyzing, rating and ranking the proposed project. The other basic principles of evaluation are: objectivity, consistency, relevance, and reliability.

A. The Opportunity

1. State of the problem or need and the benefits of the problem or need to the technology

2. State of potential market or demand for the products or services of the technology

3. Level of market saturation (its level of market saturation and its prospects as per the possible development)

Sub-criteria:

B. The Innovation

1. Appropriateness of the technology (in terms of relevance, fit, fit / gap)

2. Competitive advantage unique-value proposition over competing technologies (in terms of costprice, investment, etc.)

Competitive advantage unique-value proposition over competing technologies (in terms of features, value, impact, etc.):

Criteria

Rating Scale

1. Not Very Competitive
2. Not Competitive
3. Somewhat Competitive/Fair
4. Technically Competitive
5. Very Technically Competitive

Remarks

Rating Scale

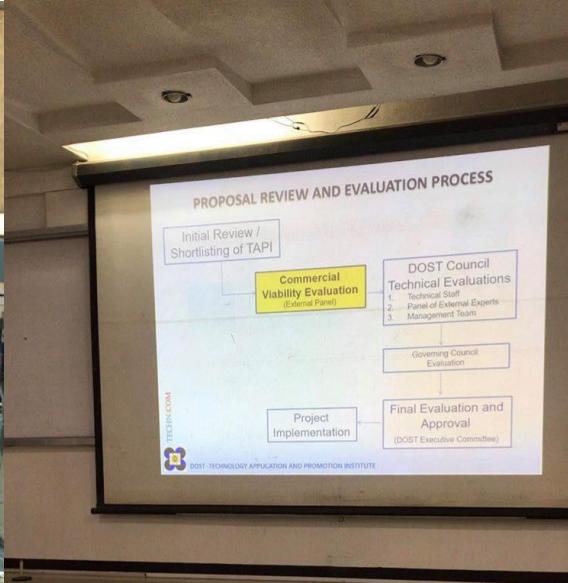
1. Not Applicable
2. Inapplicable
3. Somewhat Applicable
4. Applicable
5. Very Applicable

Remarks

Page 1 of 2

815

This image shows a completed "Characteristics of Business Plan Technological Feasibility Evaluation Form" and "Commercial Viability Assessment Form". The form includes sections for opportunity, innovation, and criteria, with a rating scale from 1 to 5. A large handwritten number "815" is prominently displayed across the bottom of the forms.



Feb 2019: Became a DOST Consultant for the approval of grants for startups and projects



Apr 2019: Paper presentations at CHIUXID



so even if my job title is: **Assistant Professor**

there are so many hats that I wear:

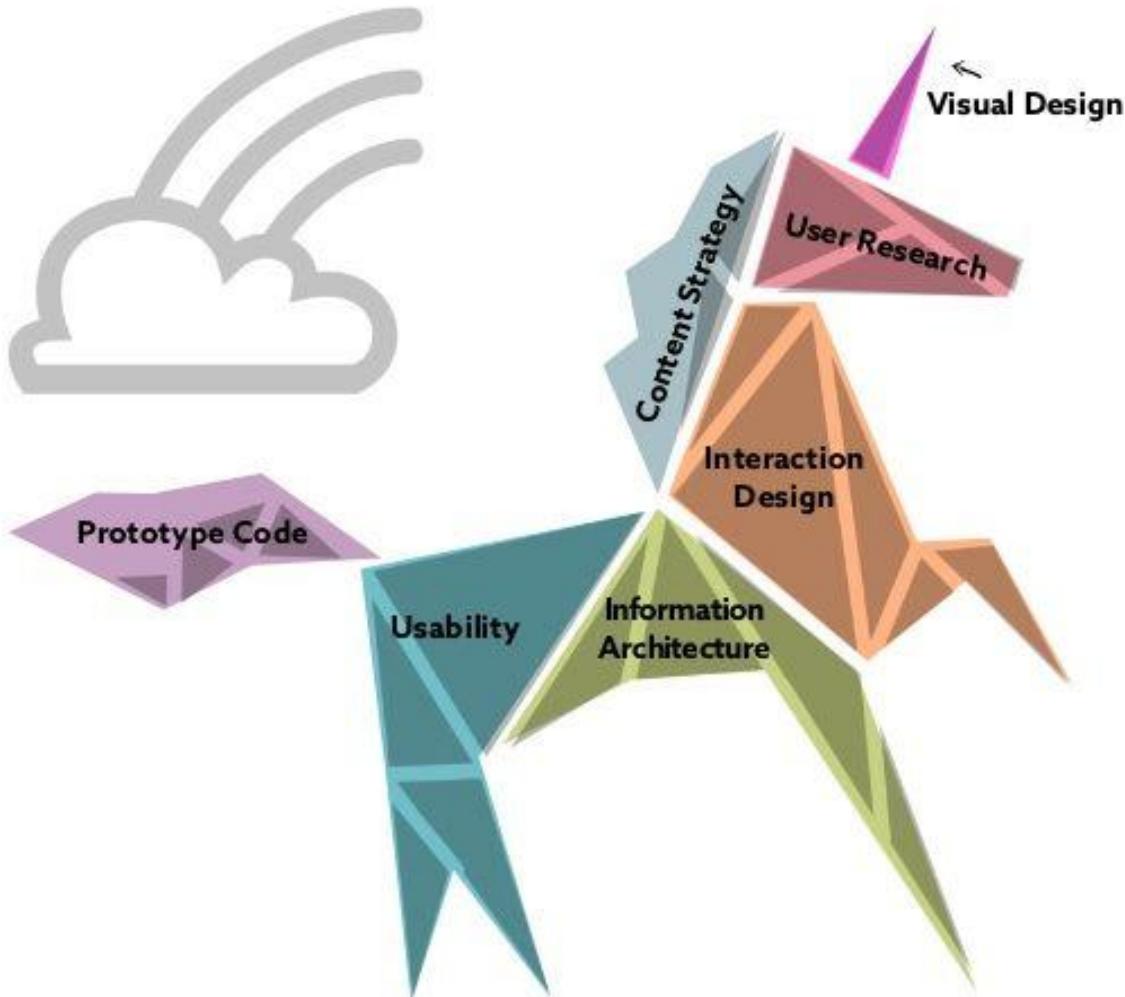
- Teacher
- Thesis Adviser
- Practicum Coordinator
- Tech Community Leader
- UX Professional
- AI Researcher
- Research Lab Head
- Industry Consultant
- Speaker
- Startup Mentor
- Workshop Facilitator
- Government Consultant
- SIGCHI Chapter Co-Founder
- Professional Org Officer

**yet some people also
call/treat me as:**

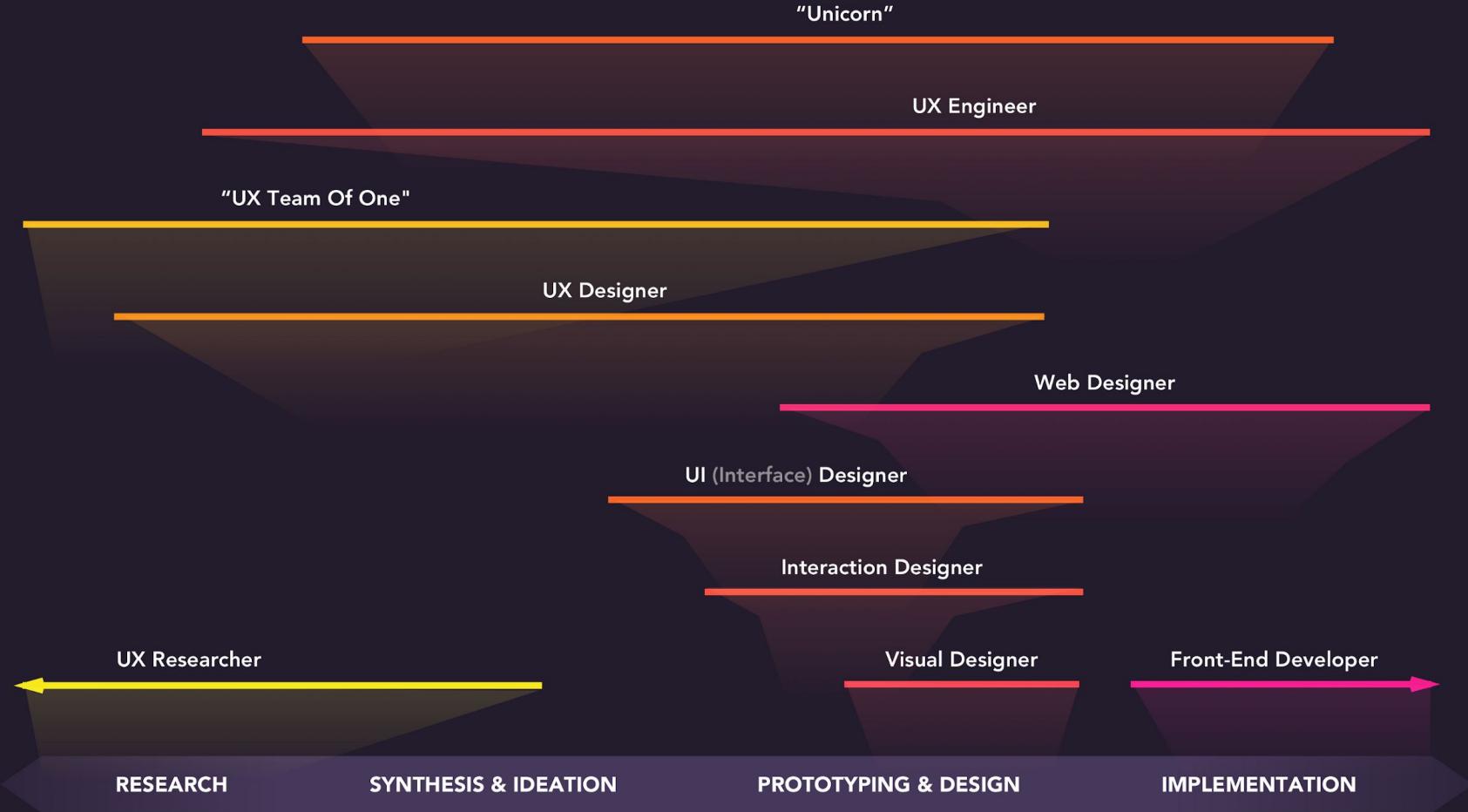
- Data scientist
- Boss
- UX Lord
- Design LODI
- Life coach
- Personal mentor
- Influencer
- A meme
- And many others...



Wait, so why **unicorn**?



In UX there's
a creature
called the UX
Unicorn



**So.. How does
one become a
“unicorn”?**

Be

lettershaped

employees

Base Knowledge/Skills

D
e
p
t
h

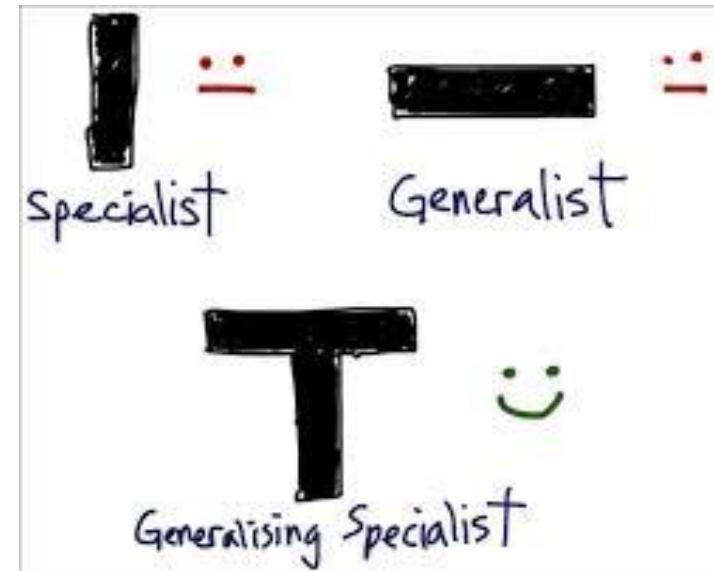
I-Shaped Person

D
e
p
t
h

T-Shaped Person

Base Knowledge/Skills

Dash-Shaped Person

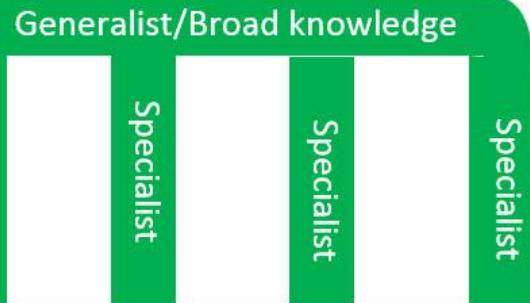
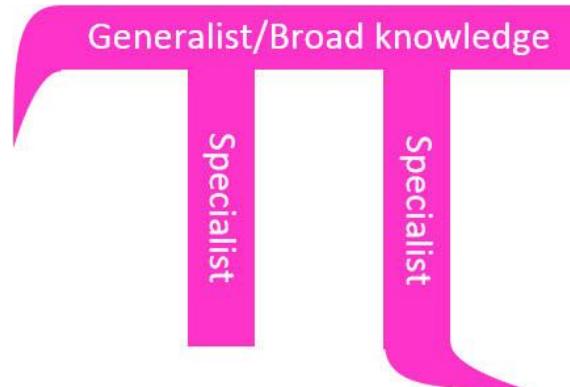


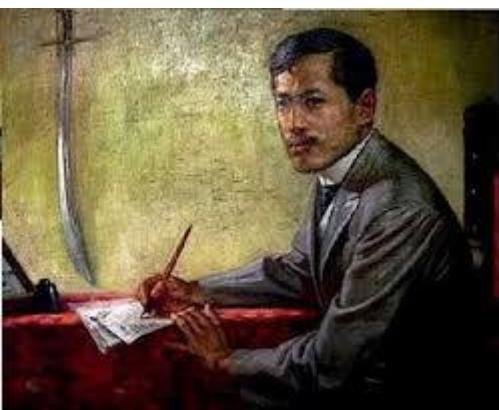
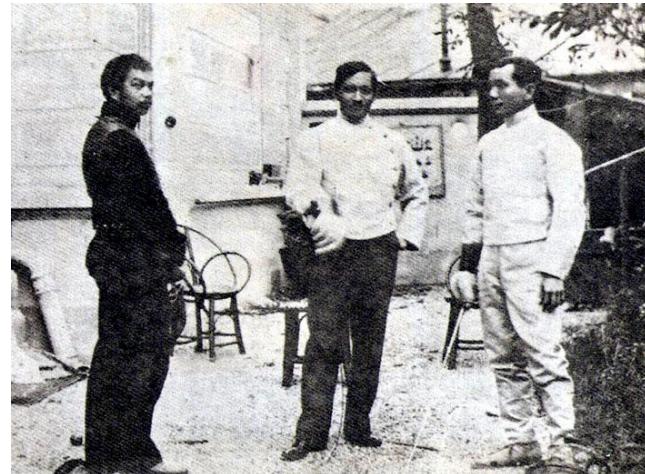
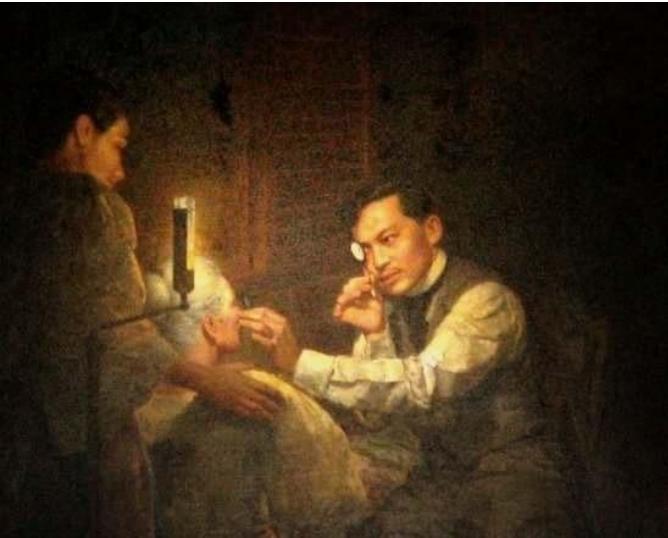
M

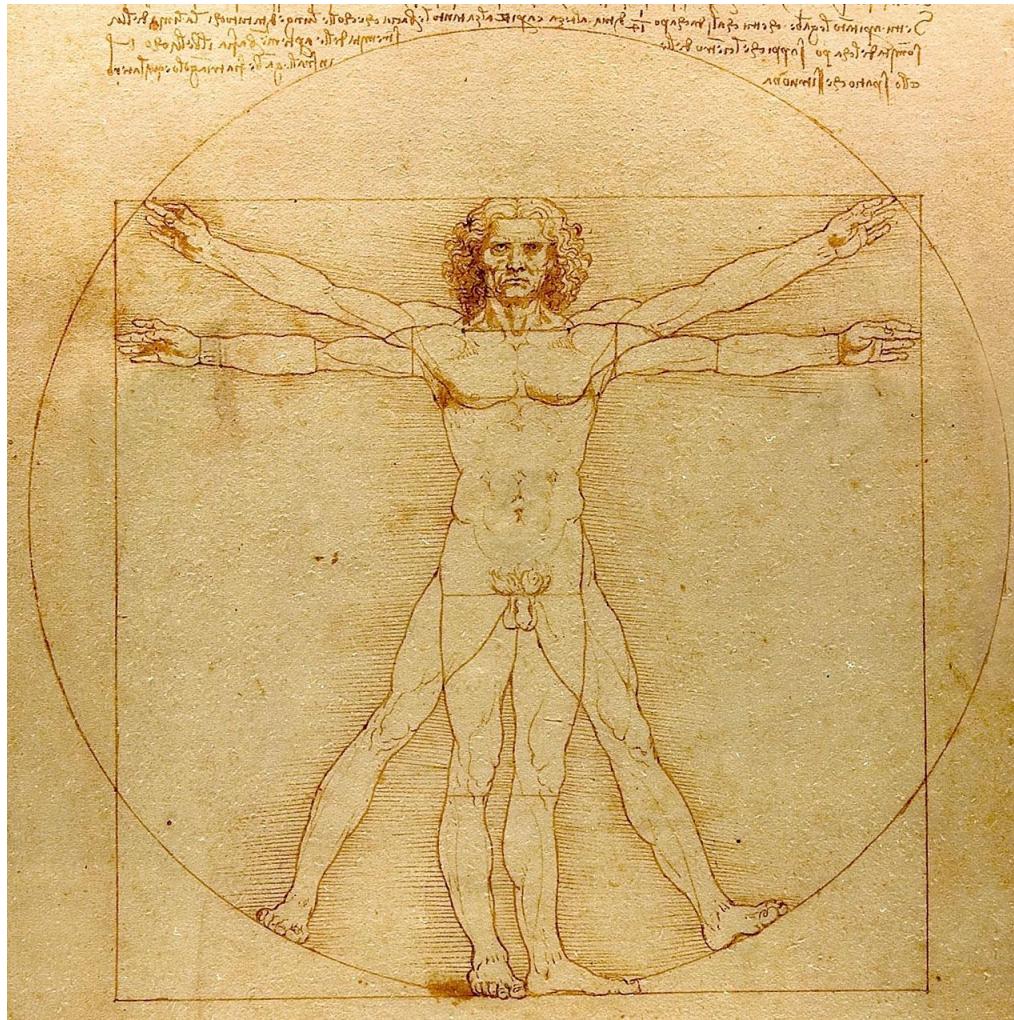


E

expertise
experience
execution
exploration

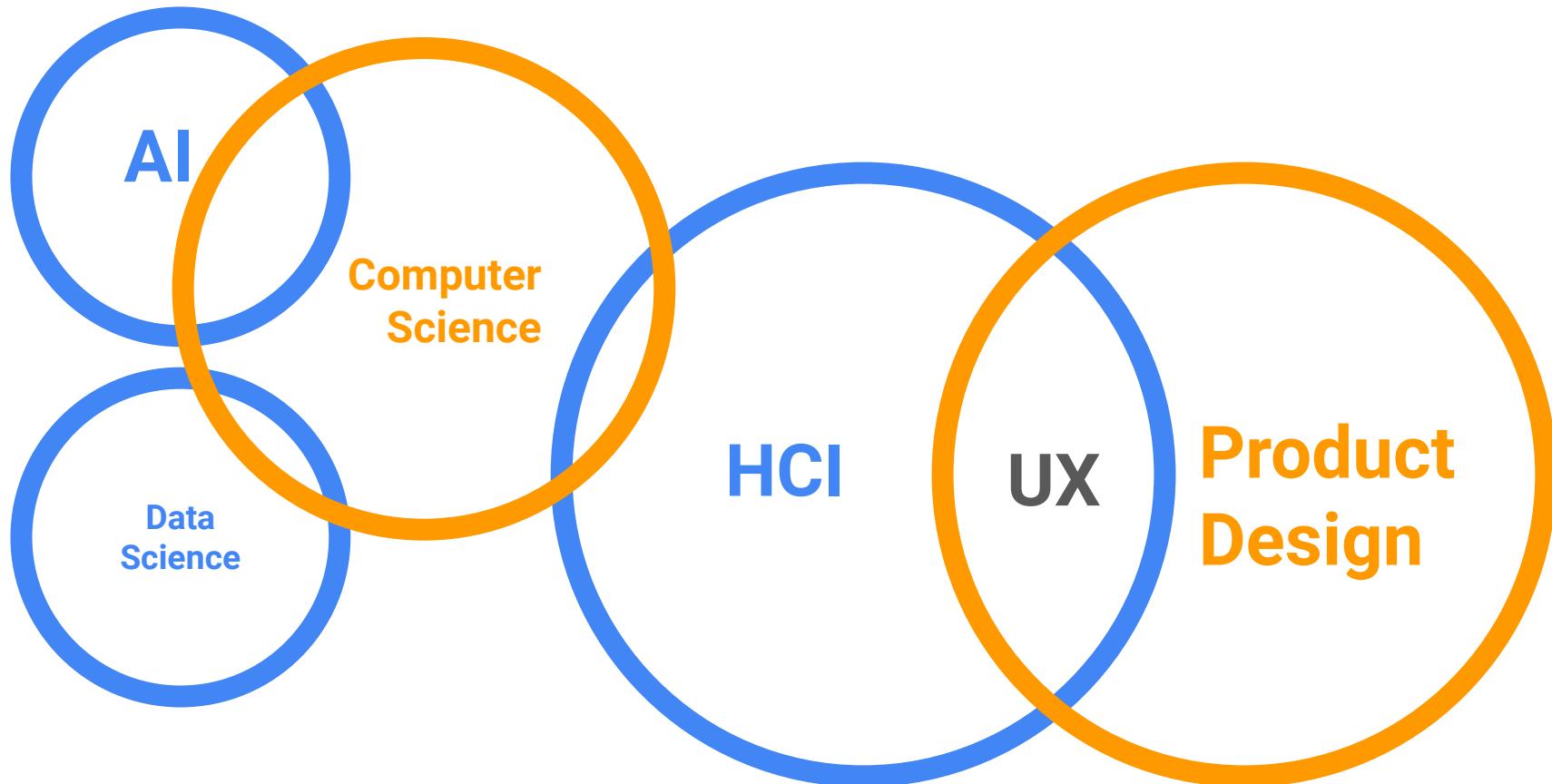


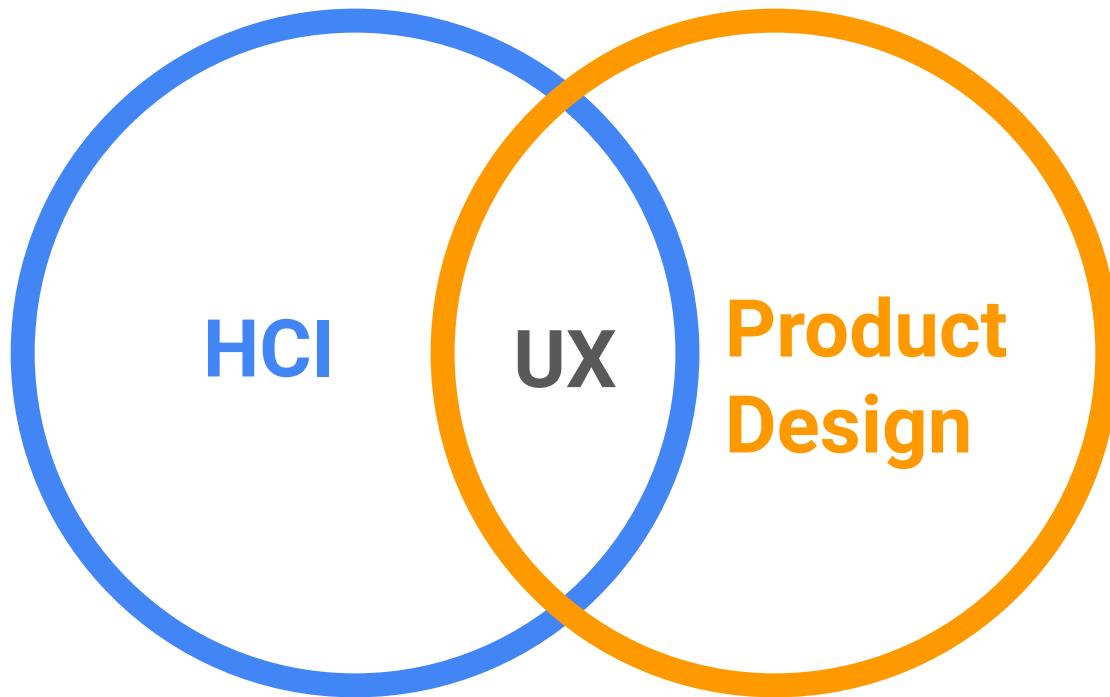




**I'm neither a
unicorn, nor a
renaissance
man or a
modern Rizal..**

But I do try to
keep a plethora
of skills





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

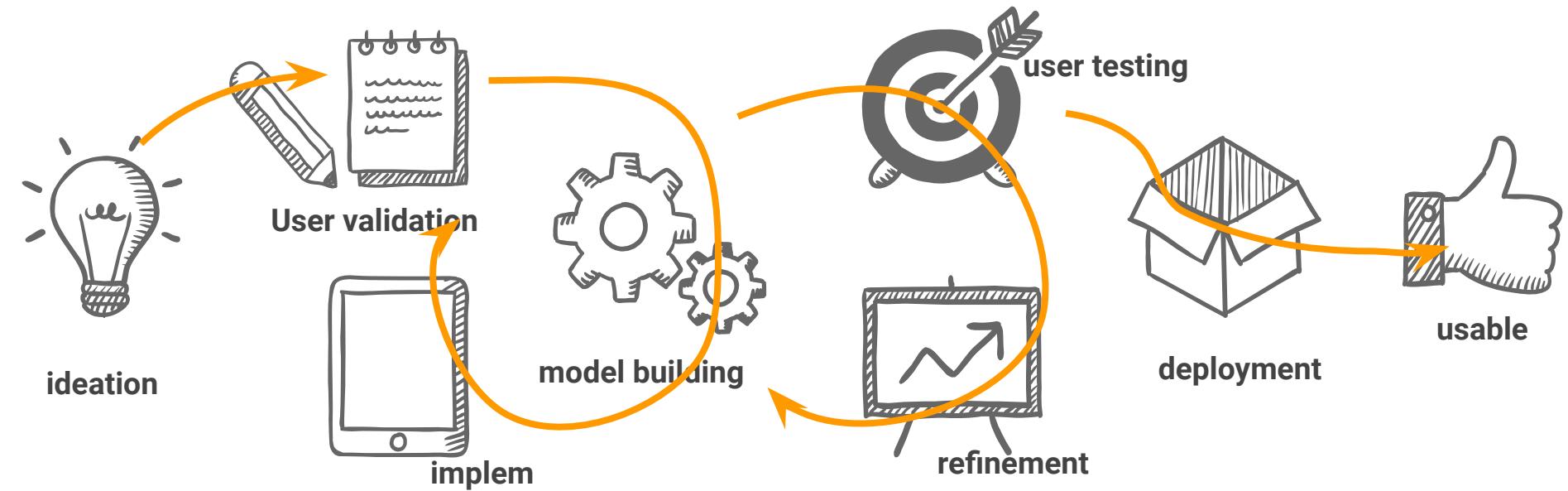
User Experience
Human Computer
Interaction

Let's look at the first words
shall we?

UXareas

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

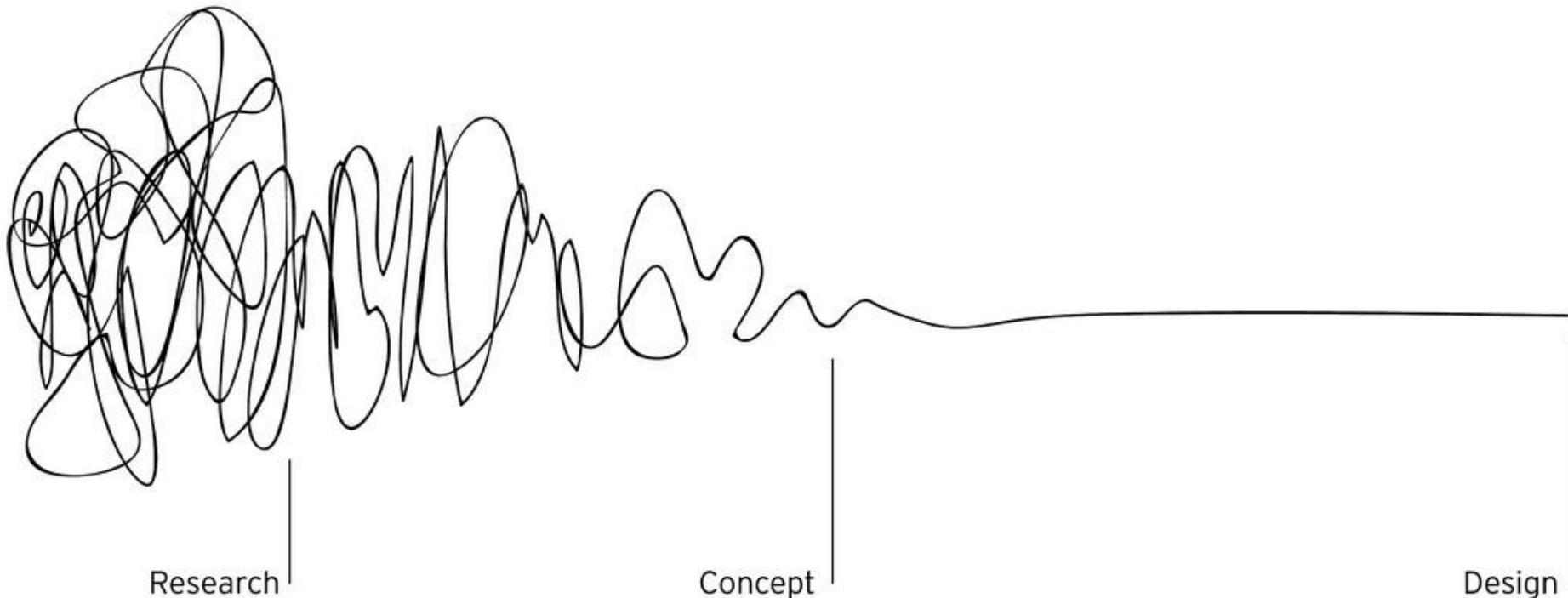
the standard journey of tasks that I do in general



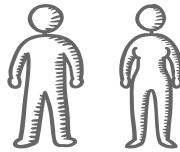
UX Squiggle

Uncertainty / patterns / insights

Clarity / Focus



what I do in any of the jobs that I work on



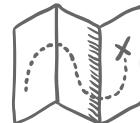
Participatory
design



eye
tracking



Customer
feedback



Journey
mapping



Service
blueprint



personas



User
inspection



A/B
Testing



field studies



business
origami



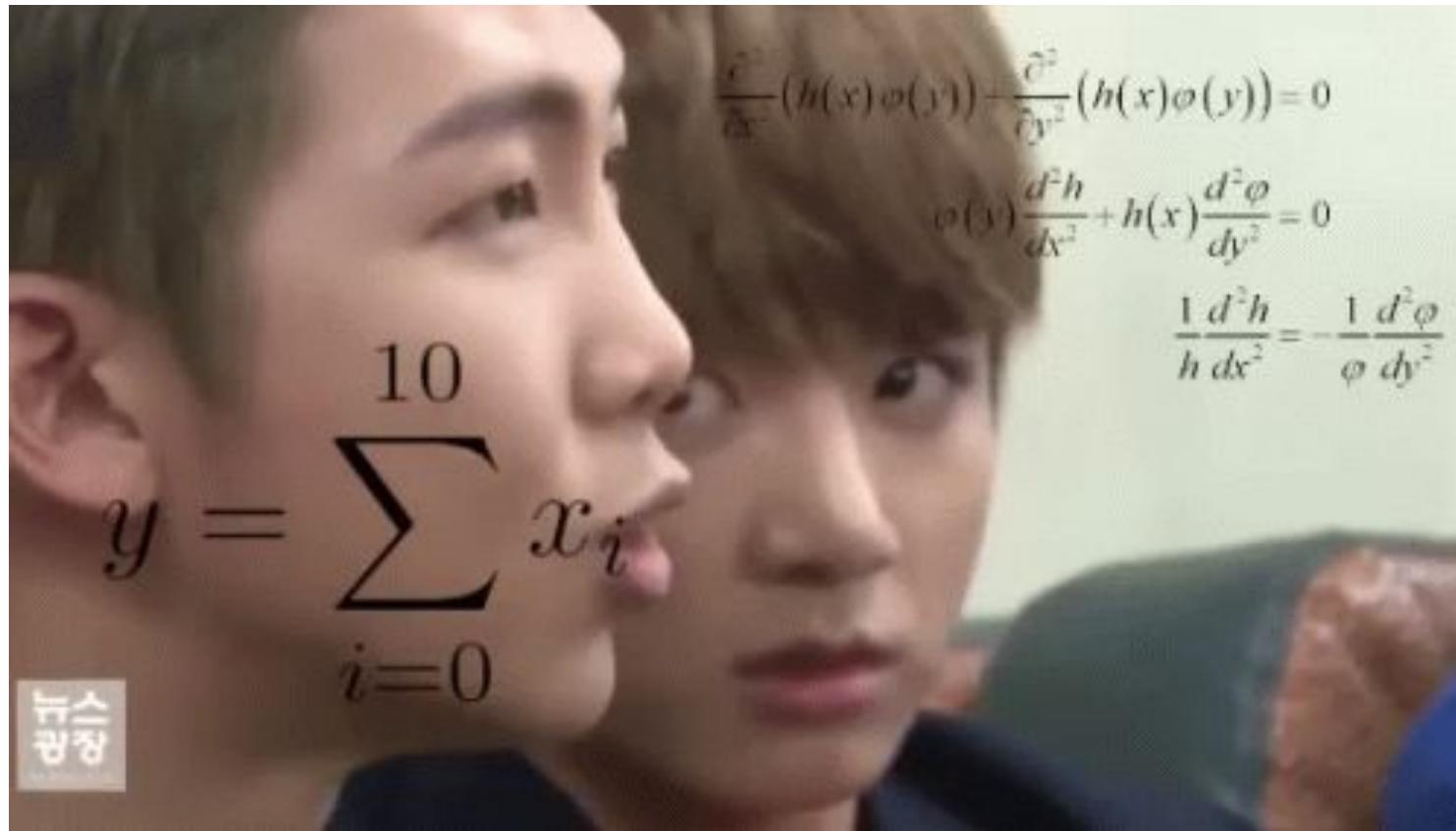
AIDA
Storyboarding



User empathy
and value
proposition

And many
more...

We always integrate AI and UX in the projects we do so there's a lot of thinking, computing, planning...



**And regardless, we
always try
to solve real problems
in any project that we
work on**

Phase 1: Understand users and design guidelines



Phase 3: Verify design guidelines and assess usability



Phase 2: Design and develop solutions







If you're lucky, you can profit from these projects...







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

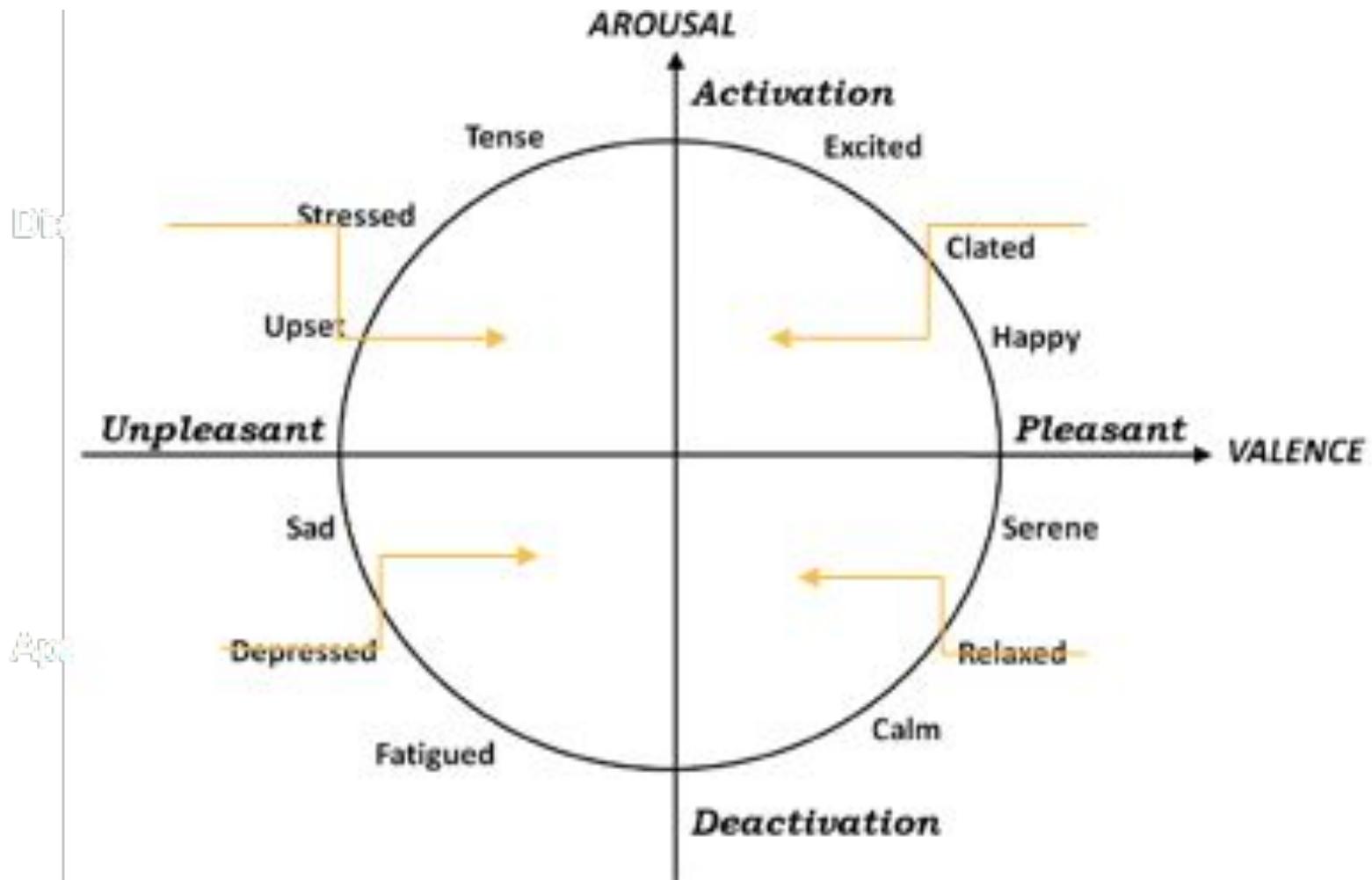
in partnership
with

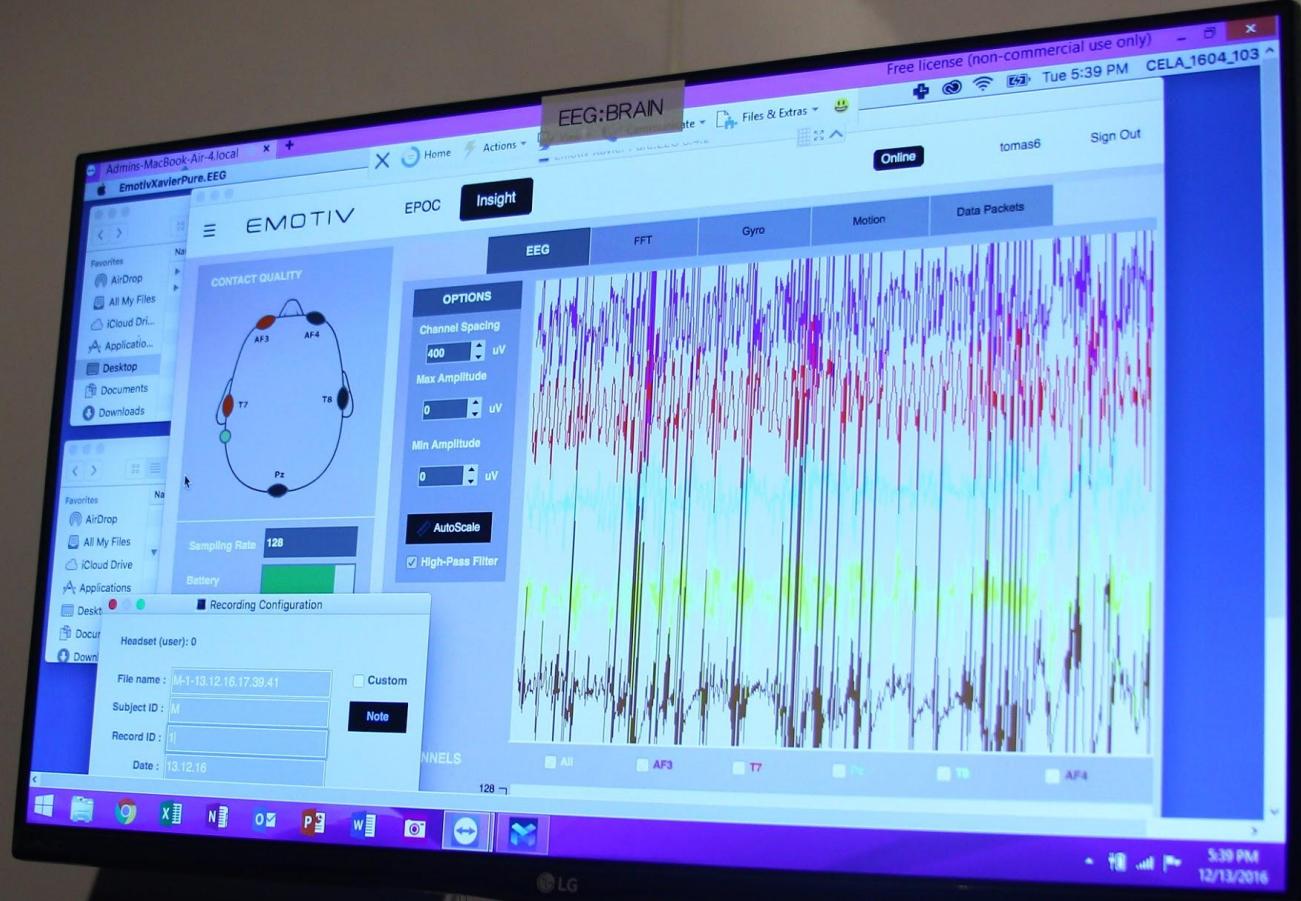


N U W O R K S
I N T E R A C T I V E









BIG findings

DC - whole code
DE - public contract
DO - private design

Are all the way
DO - no repeat (in certain zones)

GOF findings

Sp - speed
Dr - dropped
St - sturdy

5 - it's great
3 - it's unstoppable

P1 DC ATW TDS @ DASH ⚡ ND.GSR

P2 DC ATW RNR & RNSR
PLAN
ND.GSR

ND.GSR
FBN

P3 DC ATW RREL (4.7-10 min)
* PD AE correct
only early GSR

P4 PD AE @scd RREL @ h:10
already GSR
NO GSR

P5 & PD NEW ATW
AE & DC ADG first
unstoppable

ADG
adhesive
GSR
GSR
GSR

ZGIRLS

P6 DC ATW RNR GSR GSR
DC.MARVEL PGS
BROWN NURSE'S DREAM
VALKIRYIE (SS)

P7 ROBVI ATW RNEV's
Stronger values
GSR
GSR

P8 DC ATW RREL
already GSR
NO GSR
GSR
GSR
GSR
GSR
GSR

P9 DC ATW PGS
off the sheet
GSR
GSR
GSR
GSR
GSR

P10 DC ATW RNR
strongest
GSR
GSR

P11 DC ATW RNR
strongest
GSR
GSR
GSR
GSR
GSR

P12 DC ATW
DASH
ND.GSR

P13 DC ATW
DASH
ND.GSR

P14 DC ATW
DASH
ND.GSR

P15 DC ATW
DASH
ND.GSR

P16 DC ATW
DASH
ND.GSR

26 GIRLS

P6 DC@COOL Rcong @2:38
DC:ATW@V2 FDIS
valence increase @ "dandruff"
valence drop @ V2 (5s)

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

p9 DC@TW
definite relieved @ clean
DC@V2
PD@dirt V3

110 DC@ATW V1
almost flat/jagged
AF

↑11 DC ATW@V2
+ going sigmoid HEM Kicker
PE@V6 + clear background
predict what
to do next dirt @ V2



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:

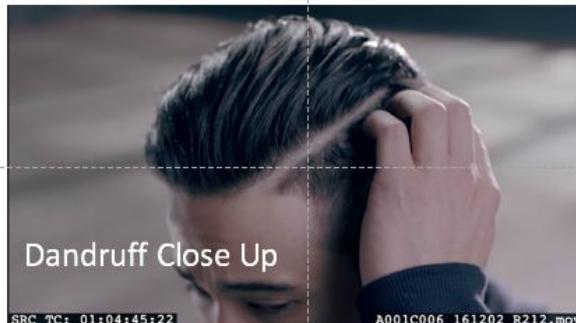
Some participants
remembered dandruff on
this scene even there was
none as this was offline.



SRC TC: 01:04:46:11

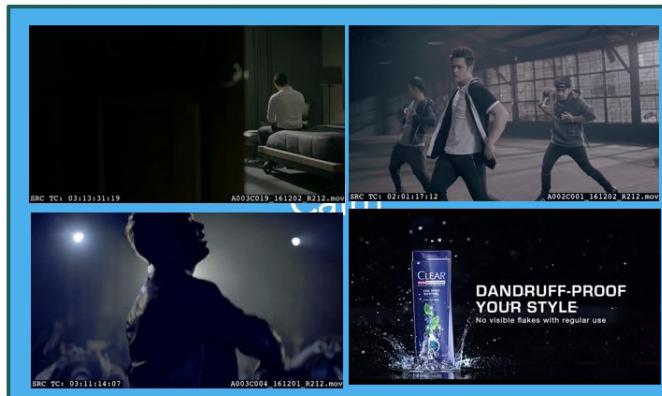
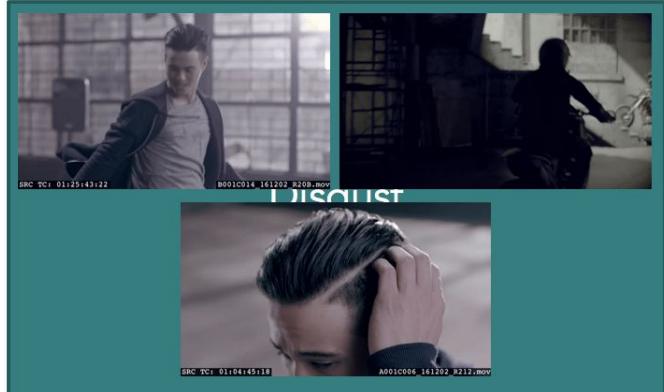
A001C006_161202_R212.mov

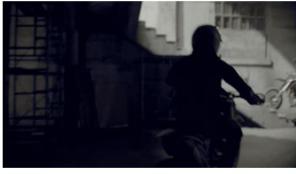
Bedroom



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





**And dont forget to
have fun in the
process**





Perfectly balanced...



...As all things should be

**Some final takeaways
from this presentation**

**If you dream
big enough,
even if you
don't achieve
your dreams,
whatever you
reach would
still be
big
enough.**

**Work hard. We
get dark ages
and bright
days. You only
become
better. When
you're down,
only way to go
but up.**

Keep learning.
Never quit no
matter what.



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..





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