



design @ ipm

A close-up, slightly blurred portrait of a person wearing glasses and a grey shirt, looking down.

WHO IS THIS PERSON?

NPM, Inc. [US] | https://www.npmjs.com/package/vue

Nunchaku Pizza Master

npm Enterprise Features Pricing Docs Support

log in or sign up

vue

2.5.16 • Public • Published 4 months ago

Readme 0 Dependencies 6,522 Dependents 229 Versions

install

```
> npm i vue
```

weekly downloads

version license

2.5.16 MIT

open issues pull requests

152 105

homepage repository

github.com

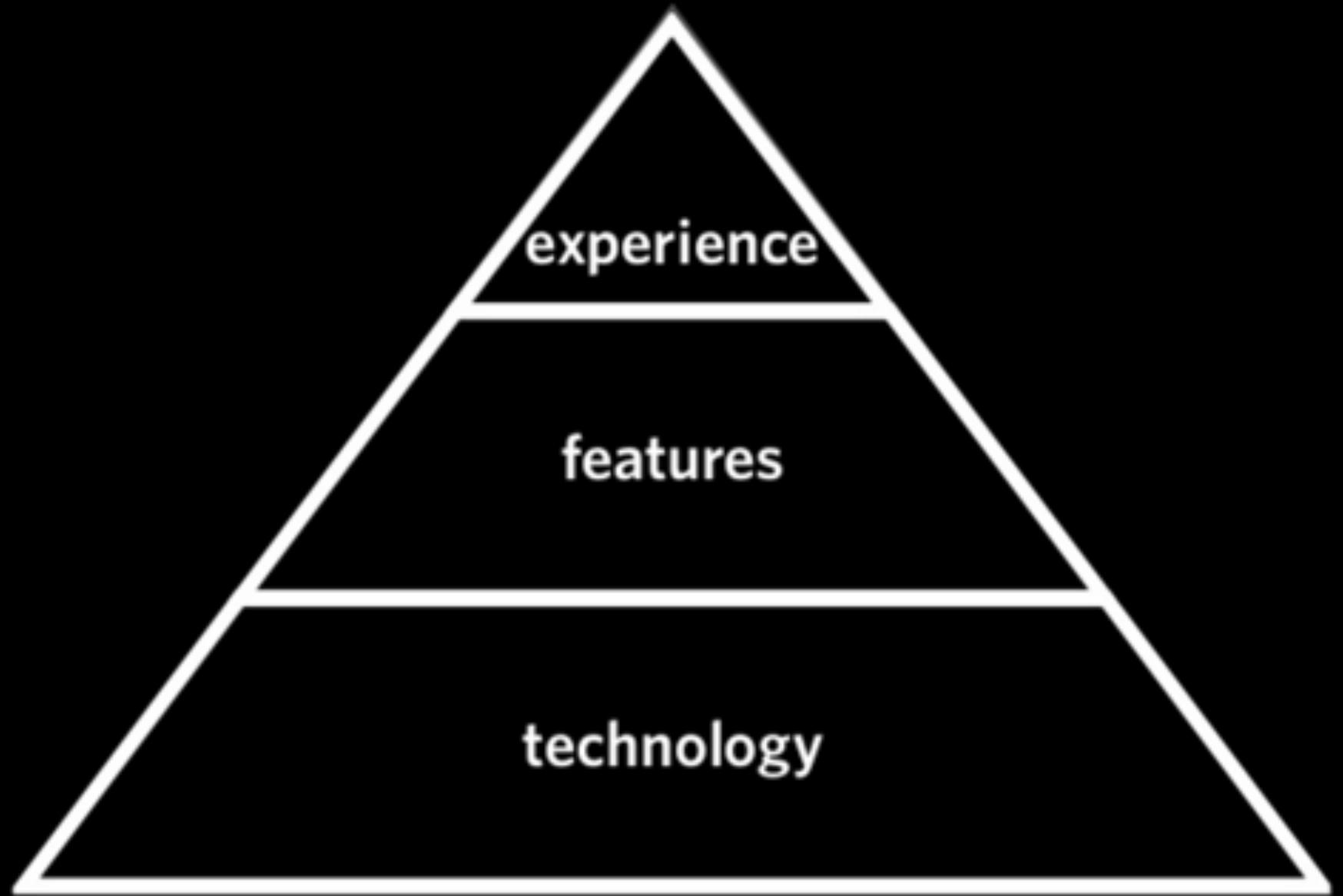
last publish

Supporting Vue.js

Vue.js is an MIT-licensed open source project. It's an independent project with its ongoing development made possible entirely thanks to the support by these awesome [backers](#). If you'd like to join them, please consider:

- Become a backer or sponsor on [Patreon](#).
- Become a backer or sponsor on [Open Collective](#).

GETTING YOUR ORGANIZATION TO PRIORITIZE AND PRACTICE USER EXPERIENCE DESIGN



Peter Merholz - Adaptive Path

TOPICS

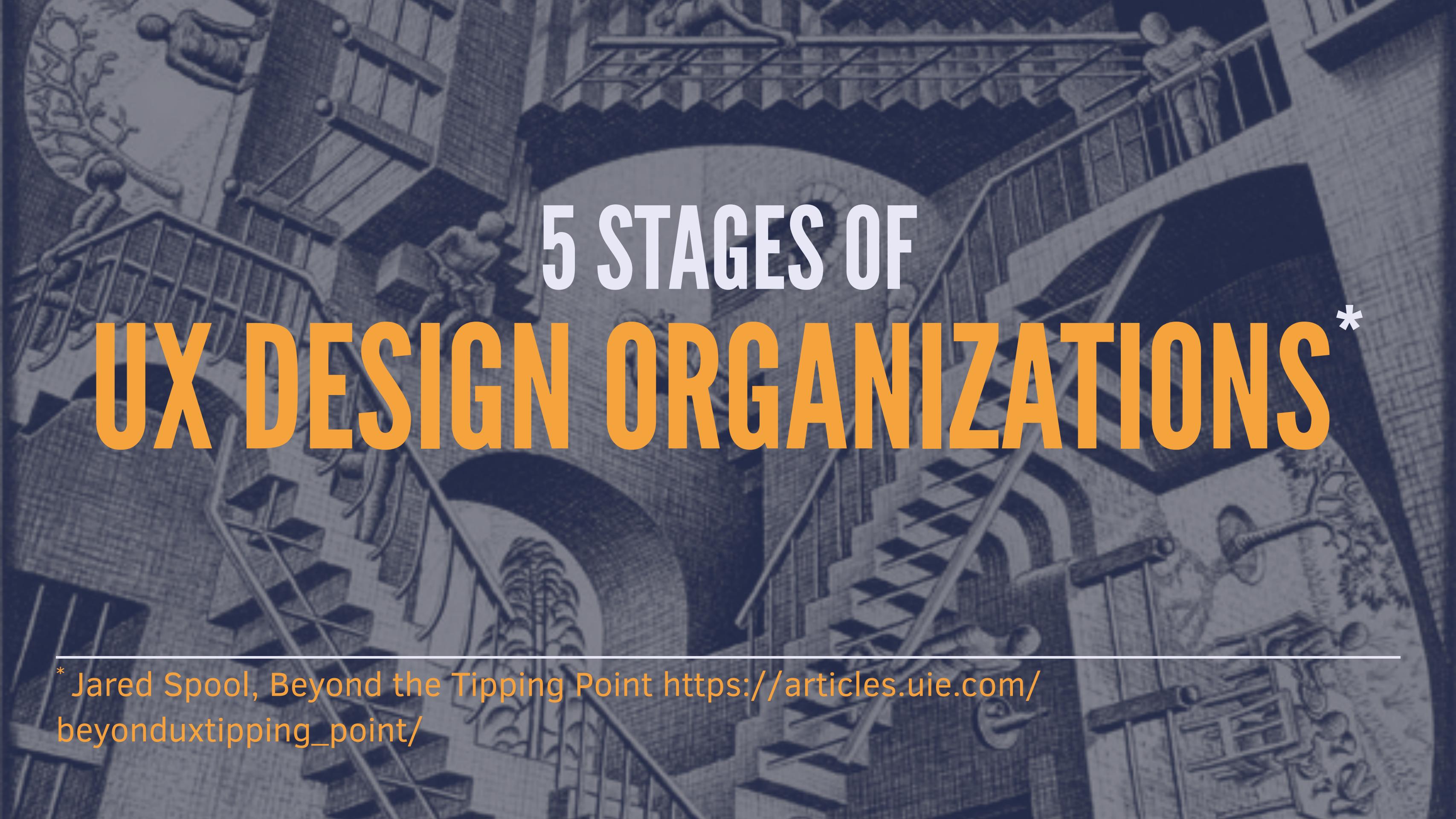
- UX Design Organizations
- User Centered Design
- Engagement
- Constraints
- Context
- Job Stories
- Pain Points
- Styleguides
- Perfectionism

**WHO ACTUALLY DOES
UX DESIGN?**

WHO HAS IMPACT ON THE FINAL PRODUCT?

Pretty much everyone.

BABY STEPS
GET *UX Designer*



5 STAGES OF UX DESIGN ORGANIZATIONS*

* Jared Spool, Beyond the Tipping Point https://articles.uie.com/beyonduxtipping_point/

1 2 3 4 5

DARK AGES NO UX DESIGN

1 2 3 4 5

SPOT UX OCCASIONAL UX PROJECTS

1 2 3 4 5

SERIOUS UX INVESTMENT HIRE A DESIGNER

1 2 3 4 5

EMBEDDED UX DESIGN DEDICATED UX RESOURCES

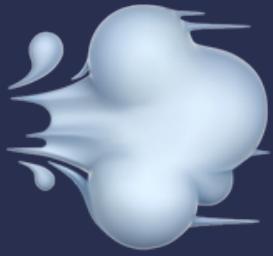
With more **investment** that shows up as more **UX skills** added to the teams, the tolerance for compromising on design reduces. Eventually, a **compromised** design is more of an **exception** than a common occurrence

-JARED SPOOL

1 2 3 4 5

Infused UX DESIGN

EVERYONE UNDERSTANDS GOOD DESIGN



YOU ARE NOW DOING
UX DESIGN

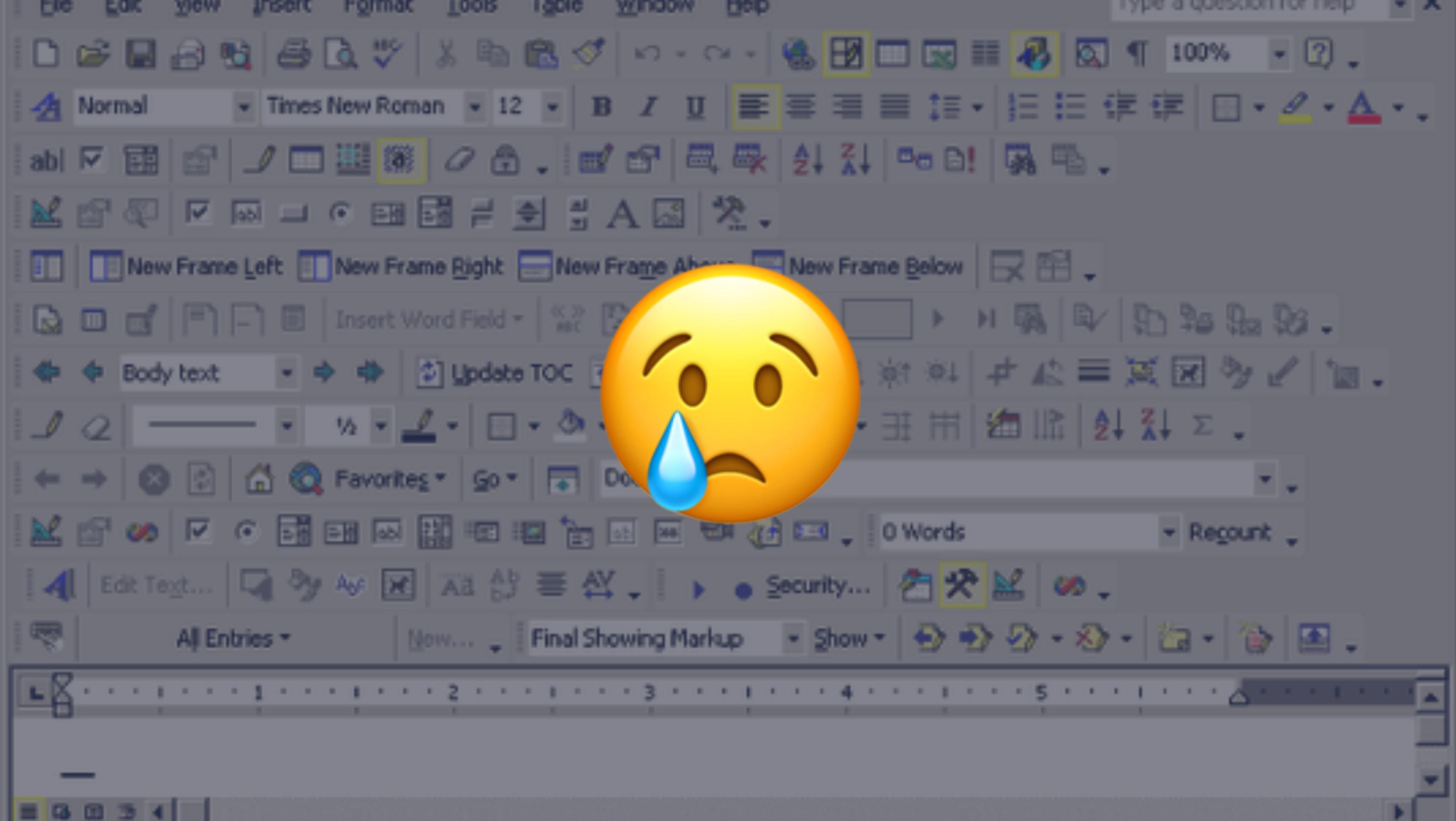
Infused UX TEA



**THINK & WRITE
ABOUT UX**

USERS

I actually care about you



CONTEXT
USERS * BAGGAGE

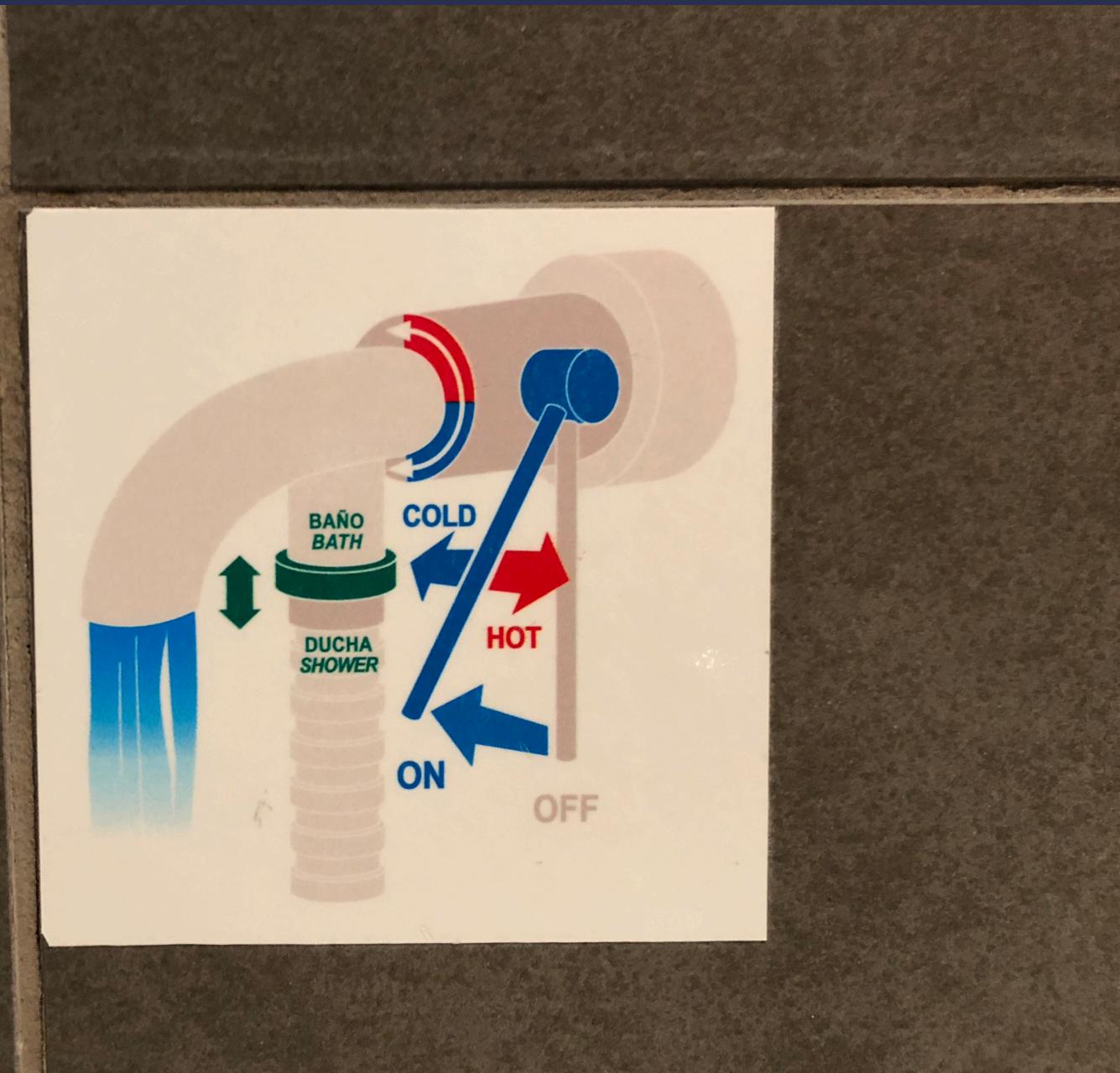
**SELECT THE OPERATION
YOU WANT TO MAKE**

RECHARGE PHONE

CASH DISBURSEMENT

BALANCE INQUIRY

"ENGAGING"
THE GOAL OF UX DESIGN



CONSTRAINTS

USERS * LIMITATIONS

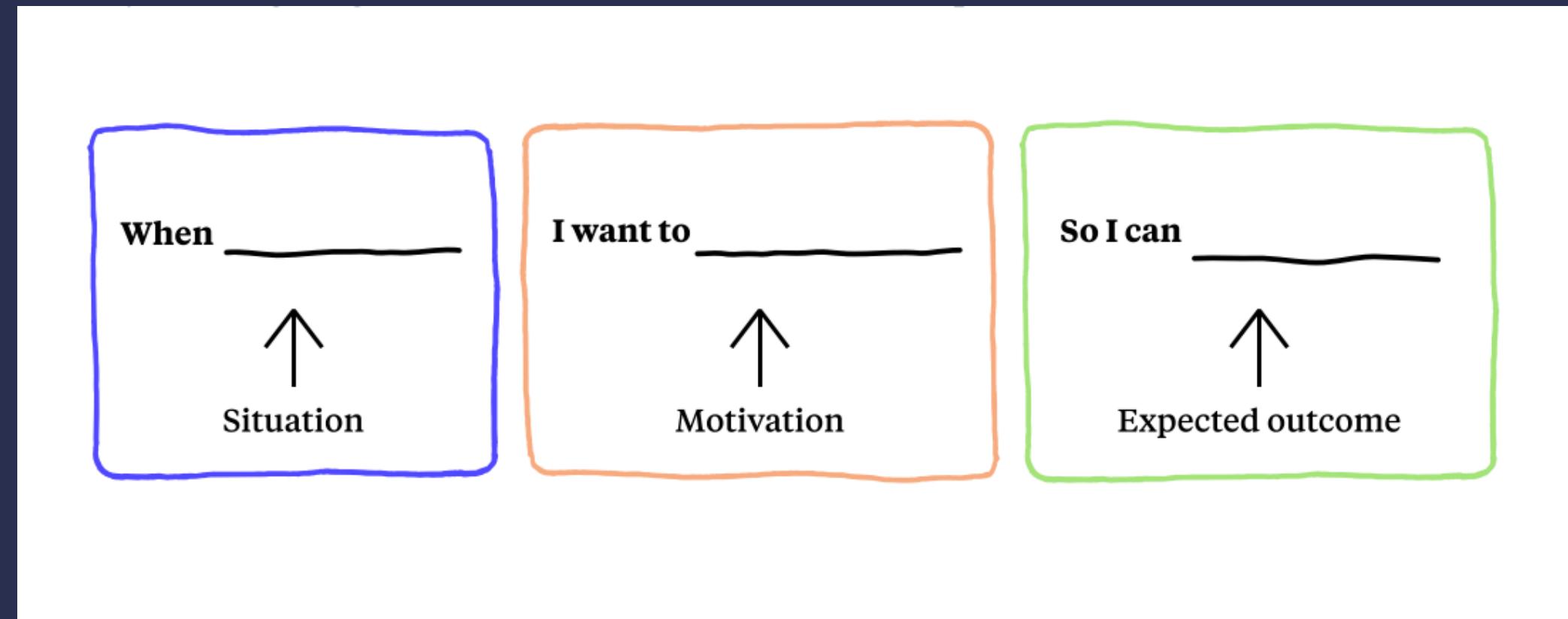
CAN I HAZ TIPS?

I CAN HAZ

A STRATEGY?



WRITE JOB STORIES**



** Intercom on Jobs to Be Done <https://marketing.intercomcdn.com/assets/jtbd/v1/IntercomJobs-to-be-Done.pdf>

≠ USER STORIES

**AS A USER, I WANT TO UPLOAD PHOTOS SO
THAT I CAN SHARE PHOTOS WITH OTHERS**

LOOK FOR PRECEDENCE
A SIMILAR SOLUTION MAY EXIST

PRIORITIZE PAIN POINTS
UX DESIGN ORGS LET YOU DO THIS

USE A STYLEGUIDE
GET IT STARTED ASAP

User Centered Design



**PERFECT IS THE ENEMY OF DONE
TIMEBOX EVERYTHING**



THANK YOU

FOLLOW ME ON TWITTER @GABRRRA

