



user • experience • research

Who are we?

Jonathan

Integration of Media Arts, Cognitive Science, CS
Sociocultural Anthropology

I'm a Design Anthropologist

Rehan

Integration of Arts and Technology
Architecture, Design, HCII, CS

I'm a Designer



How the customer explained it



How the project leader understood it



How the engineer designed it



How the programmer wrote it



How the sales executive described it



How the project was documented



What operations installed



How the customer was billed



How the helpdesk supported it



What the customer really needed

“Good design is not about what medium you’re working in. It’s about thinking hard about what you want to do and what you have to work with before you start.”

-Susan Kare

user•experience•research

shouldn't design for yourself

Software

User

Dogs

Owner (second-hand)

user•experience•research

Walking down hallway

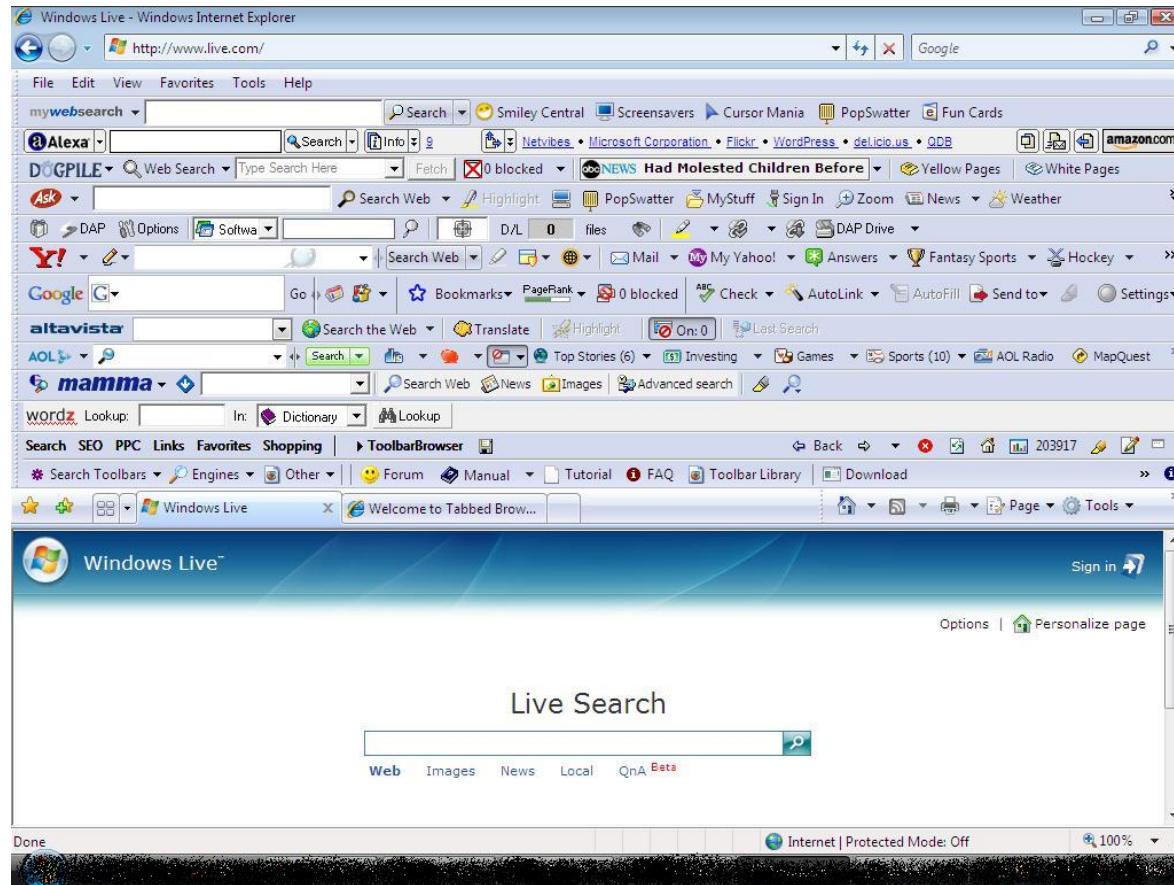
Reading a book

Experience

Driving a car

Using a microwave

Let's talk about the digital world...



apple.com

Store Mac iPad iPhone Watch Music Support

WATCH

The Watch is here.



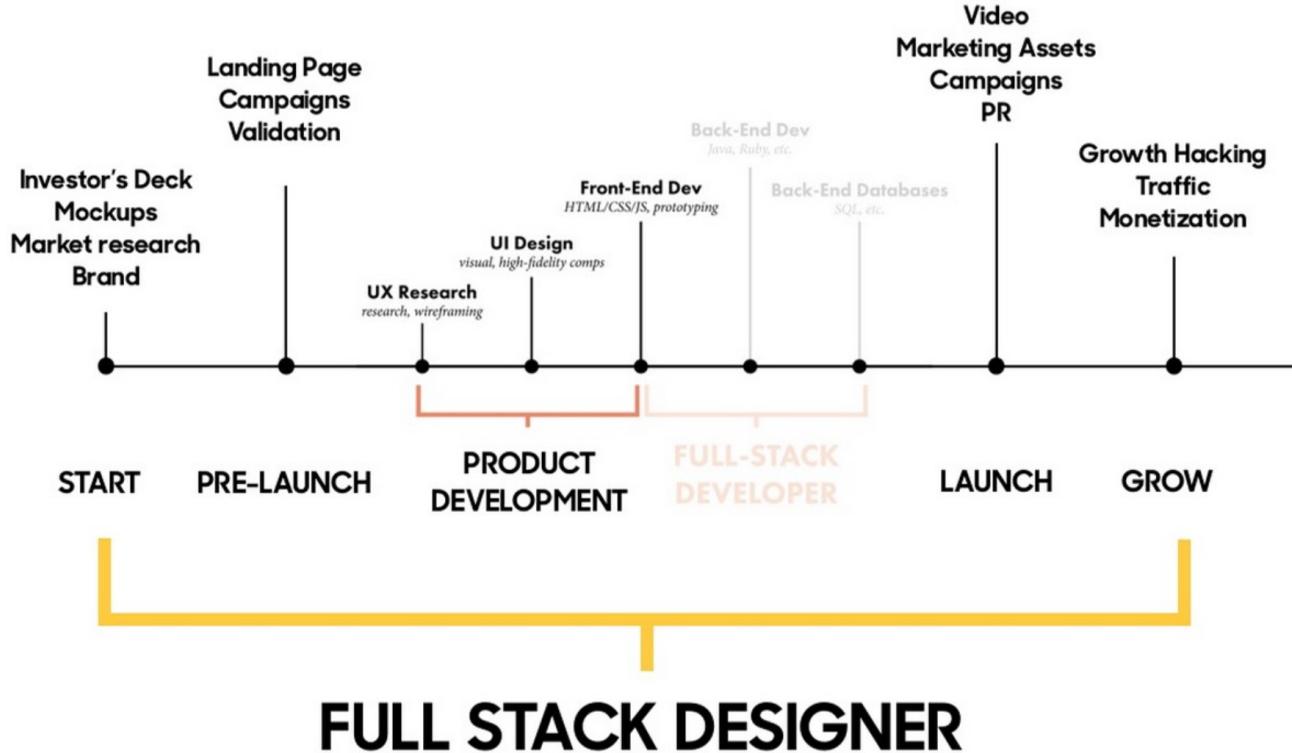
...



Who designs these experiences?

more than just web designers

idea of a “Full Stack Designer”



Visual Designer

UX Researcher

Graphic Designer

UI Designer

User Researcher

Design Researcher

Experience Designer

Roles

UX Designer

Communication Designer

Creative Technologist

Product Designer

Elitist Designer

Industrial Designer

Multifaceted
Interdisciplinary

UX Designer

A brain diagram where the word "UX Designer" is written in the center. Four curved lines extend from the top, right, bottom, and left edges of the text, each pointing to one of four descriptive boxes arranged in a diamond shape around the central text.

- Communication Design (Artist)
- Technical (High-Low Level)
- Research (Analytics)
- Marketing (Your Philosophy)

Constraints



blog.cliffano.com

Design an Experience

Design a Spaceship control panel

constraints: only buttons

on,off,thrusters: top, left right, bottom, front, back
self destruct

••••• Verizon

9:53 AM



Cancel

Pay

Request

Send

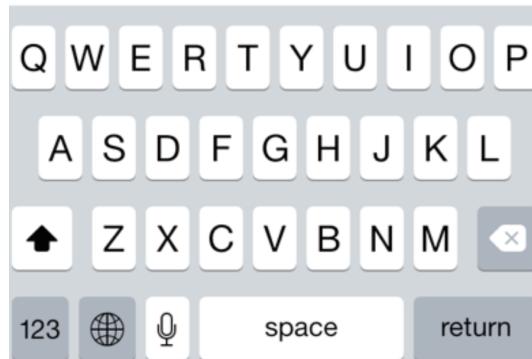
To: Jeff Hilnbrand, Sarah Ransohoff,

|

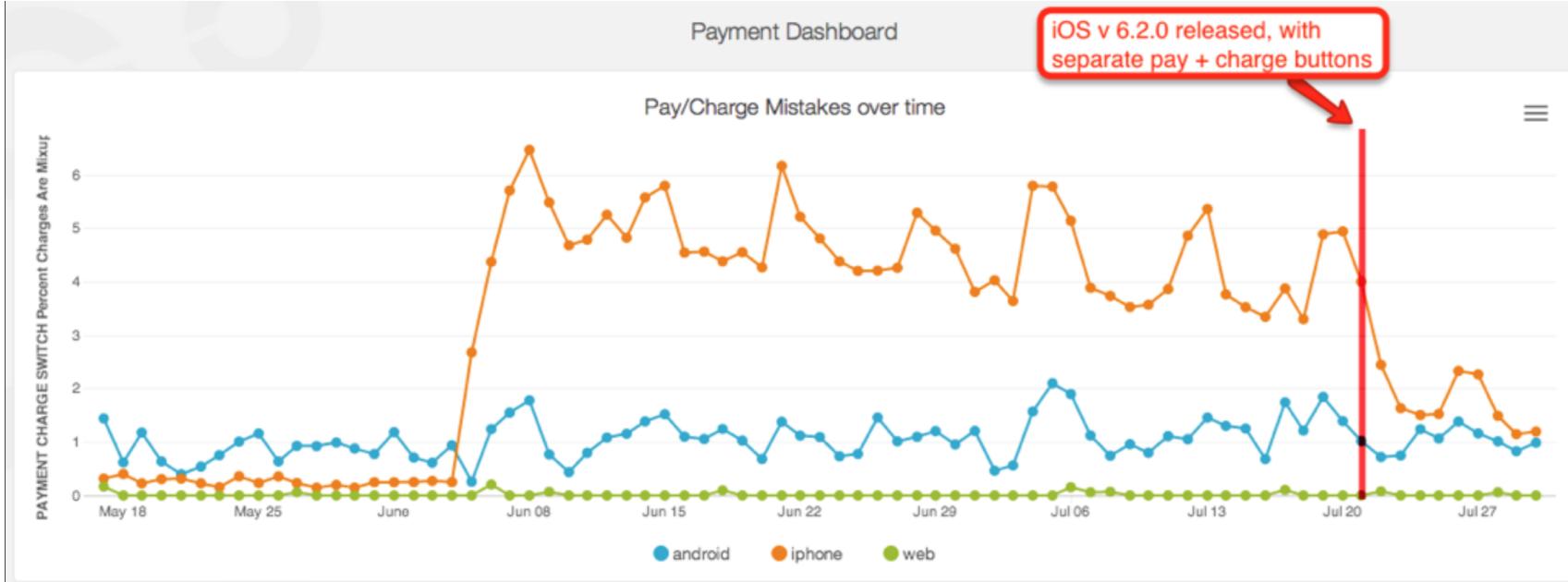
Amount: \$2.00

per person

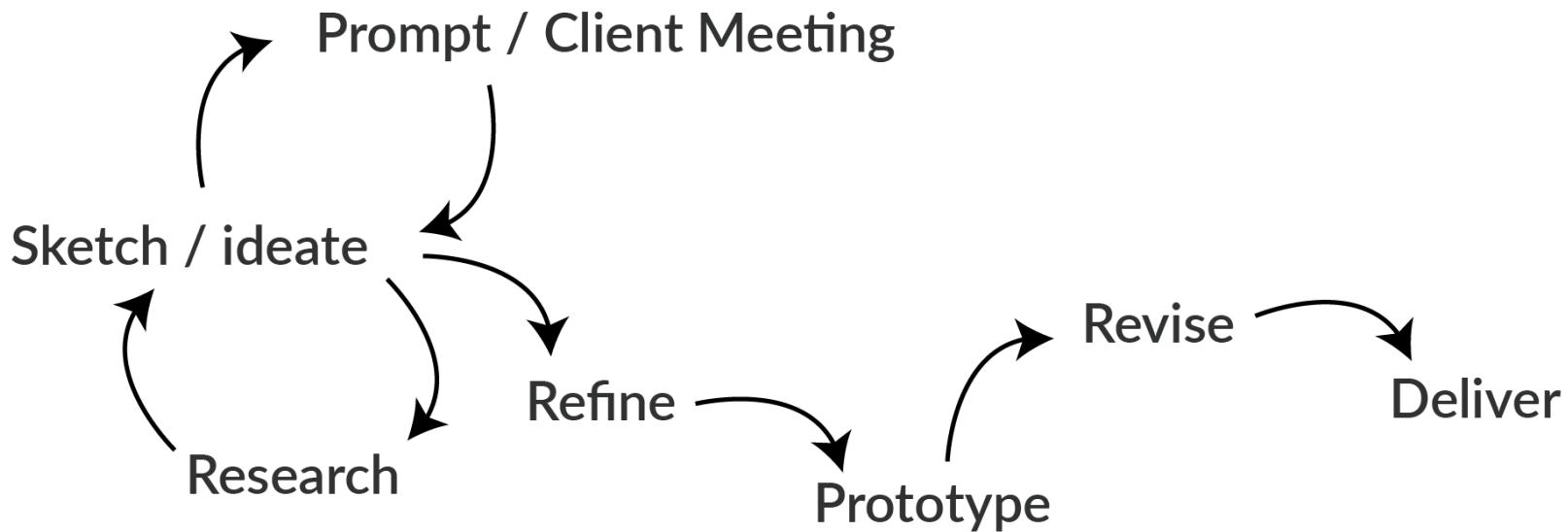
Multipay!

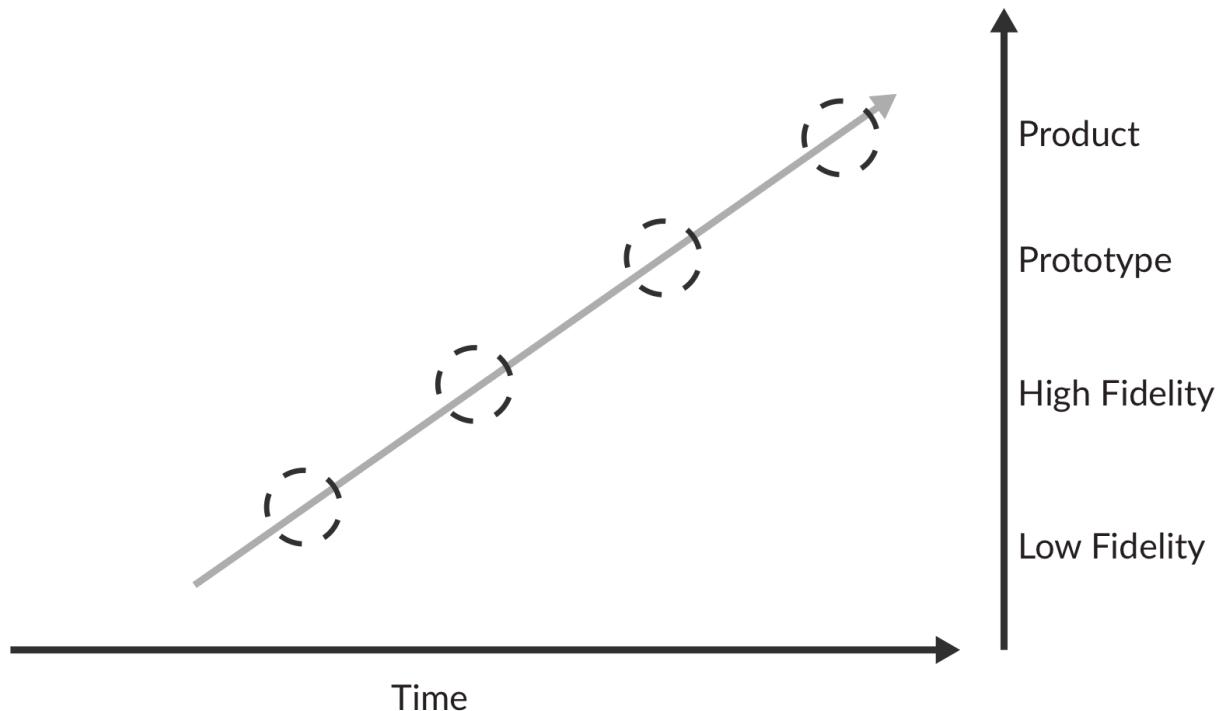


iOS v 6.2.0 released, with
separate pay + charge buttons

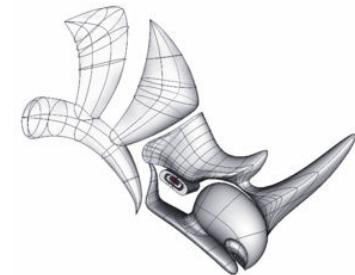


at the end of the day design
needs to be **seamless**





Tools



Inspiration



Becoming a Designer

Be curious

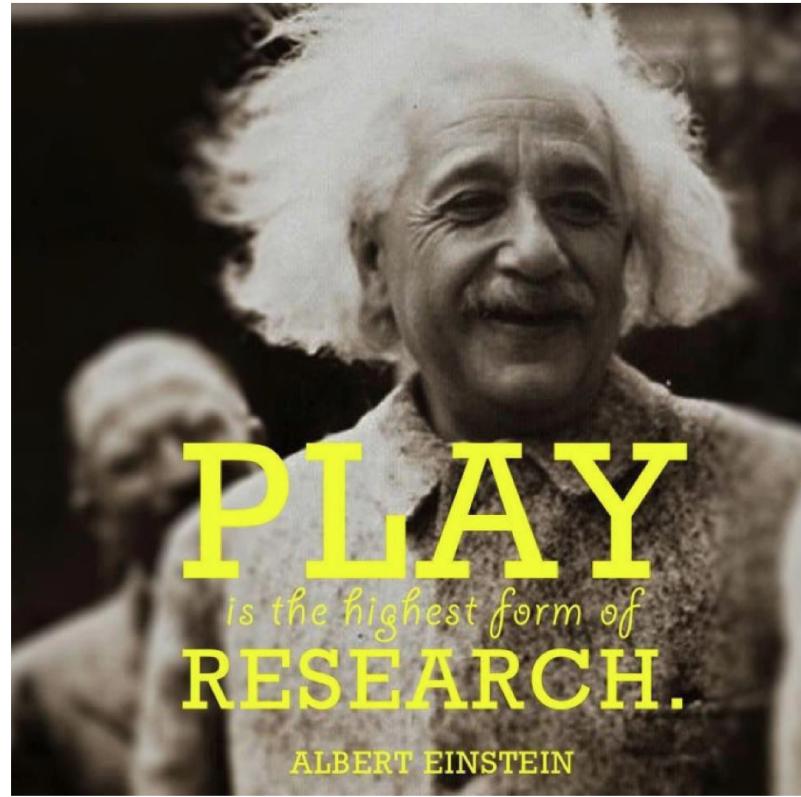
Design everything

Design more things

Seek out projects

Take classes

Read about design



commonsenseux.com