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UX DESIGN: FOR DEVELOPERS OR NAH?

AGENDA/TO DO/TALKING POINTS/ ...

Why now

How did I get into this

Now we start

Okay, this is the middle

Almost the end

Almost almost the end

Other stuff (**remove before presentation**)

WHY NOW

Adoption of mobile

Differentiation of services

Personalisation of software

Evolution of design principles

Options

Nobody likes wasting time on simple tasks, they are busy trying to pretend to be busy! (unless its procrastination via YouTube and cute ninja turtle baby dinosaurs!)



Customer Experience

HOW DID I GET INTO THIS

(GRADUATE STUDENT LIVIN' IT UP)



HOW DID I GET INTO THIS

(GRADUATE STUDENT LIVIN' IT UP)



HOW DID I GET INTO THIS

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HOW DID I GET INTO THIS

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HOW DID I GET INTO THIS

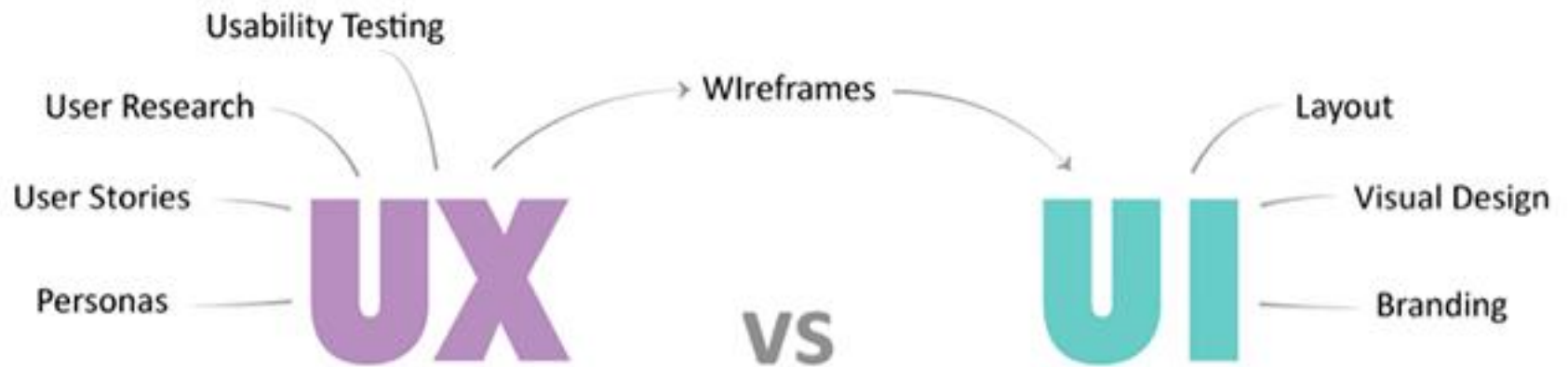
Cutting edge hardcore Front-end developer (XAML + C#) for ARM MS Metro Styled Windows 8 (after 4 months it sucked!)

Check-list background: Technical Server room and Networking (used this approach for the UI=UX): *What design principles?*

Final presentation resulted in a range of emotions: anger, shock, disbelieve, intrigue

So, I got a job in a UX department of the largest middleware vendor in Germany

NOW WE START



UX is the technical study of how users interact with your product/software

NOW WE START CONT...

The three commandments I live by:

1. You are not your users
2. Know thy Users
3. Not all users are the same

1. YOU ARE NOT YOUR USERS

You know your product inside out, well since you thought of it!

You might end up wasting a lot of person-hours only to find that's not what your client wanted.

“Knowing how people will use something is essential” – Donald Norman

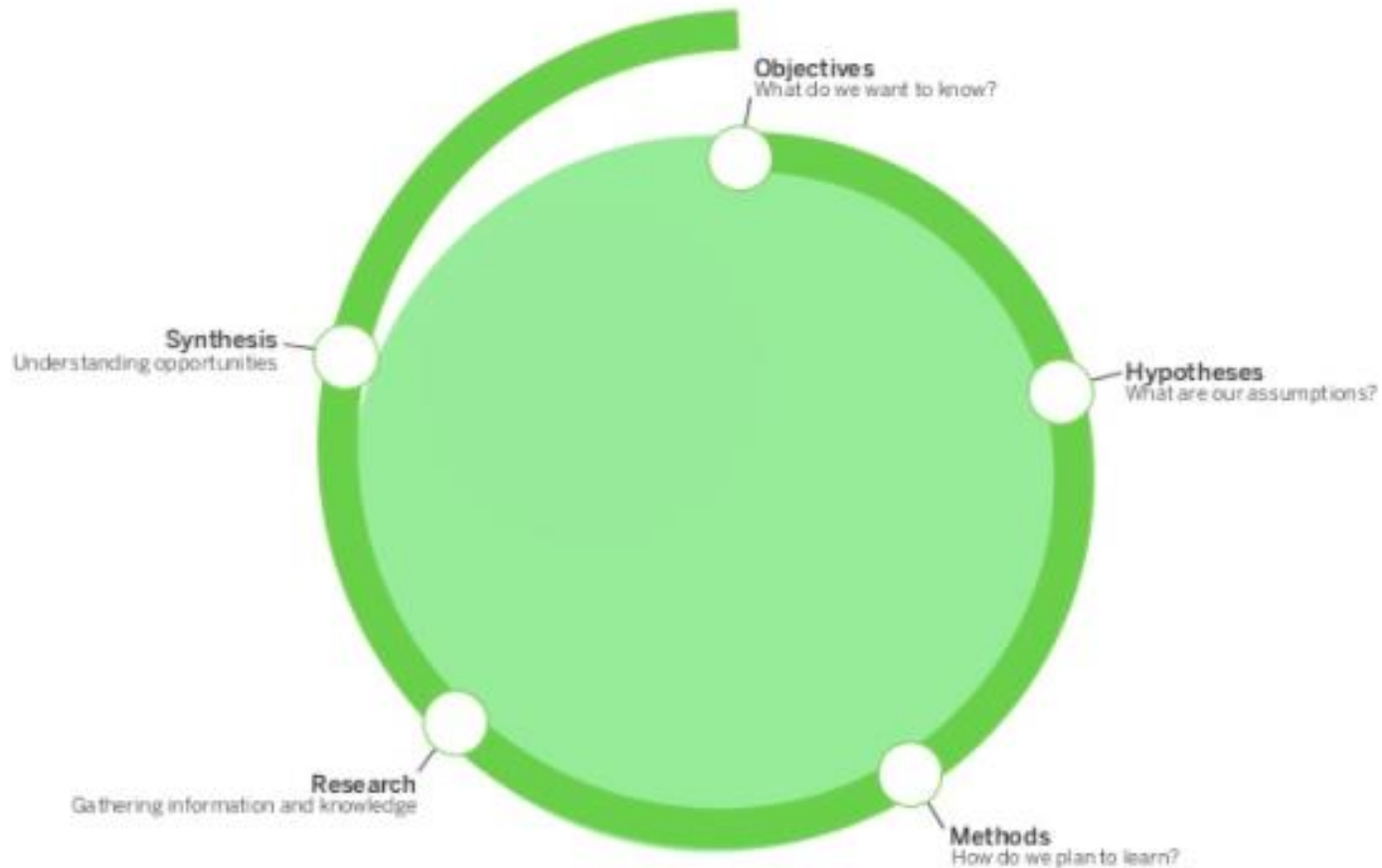
2. KNOW THY USERS

“UX Without Users is NOT UX”

- Nielsen Norman Group

USER
RESEARCH

2. KNOW THY USERS



3. NOT ALL USERS ARE THE SAME

Some know what they want and can tell you

Some know what they want and want you to tell them

Some know what they want but can't tell you

Some want everything

Some don't know what they want but want something

Some don't even want

Some don't want they need

Some don't really want but have #FOMO

OKAY, THIS IS THE MIDDLE

Ohh I still don't want to make things look “pretty”!

- No Need, get a Graphics Designer and a Front-end Developer!
- UX doesn't deal with beautification – Directly!

OKAY, THIS IS THE MIDDLE

Just ask some basic questions before, during and after you are done with your project – but... like, Listen and iterate on design, you won't die!

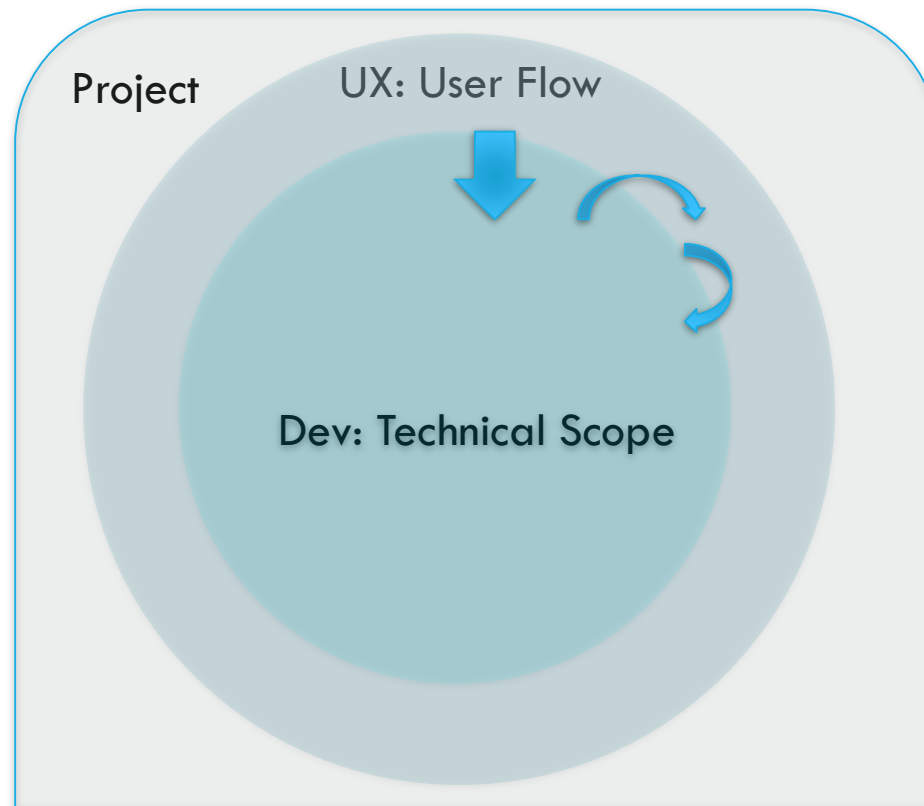
ALMOST THE END

Developers and UX'ers share a common goal

Developer: *"Is the process an **efficient** use of resources"*

UX: *"Is the process **efficient** for the user?"*

ALMOST ALMOST THE END



User flow should define
Technical Scope

REFERENCES

(IF YOU CAN READ THIS AND YOU ARE INTERESTED IN LEARNING MORE ABOUT UX READ THE LIST BELOW 😊)

Designing the Obvious – Robert Hoekman, Jr.

Sketching User Experiences – Bill Buxton

Don't Make me think – Steve Krug

Please also read on Norman Nielsen's work and heuristics evaluation and a bunch of stuff from the uxmag.com



Thank you

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