

Crossroads: Intersectional Feminism & User Experience Design



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ColorCoded Workshop

Hi, my name is Radhika!

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Slides & Documents can be found here:

<https://tinyurl.com/ColorCoded-UX>



What is Intersectional Feminism to you?



“The view that [people] experience **oppression** in varying configurations and in varying **degrees of intensity**.

Cultural patterns of oppression are not only interrelated, but are bound together and influenced by the intersectional systems of society.

Examples of this include race, gender, class, ability, and ethnicity.”

- Kimberlee Crenshaw, Law and Civil Rights professor,
coined the term intersectional feminism



How will we solve certain
problems in society?

By looking at them
intersectionally.

User Experience Design

“ Experience design is the design of anything, independent of medium, or across media, with human experience as an explicit outcome, and human engagement as an explicit goal. ”

- Jesse James Garrett

What does UX design entail?

Problem
identification

Persona creation

User Testing

Human-centered
design

Prototyping

Copy writing

Research

Product design

In-person
interviewing

Communication to
stakeholders

Presentations

Sketching

Working with
developers

Empathy building

Usability

Storyboarding

Interface design

Problem solving

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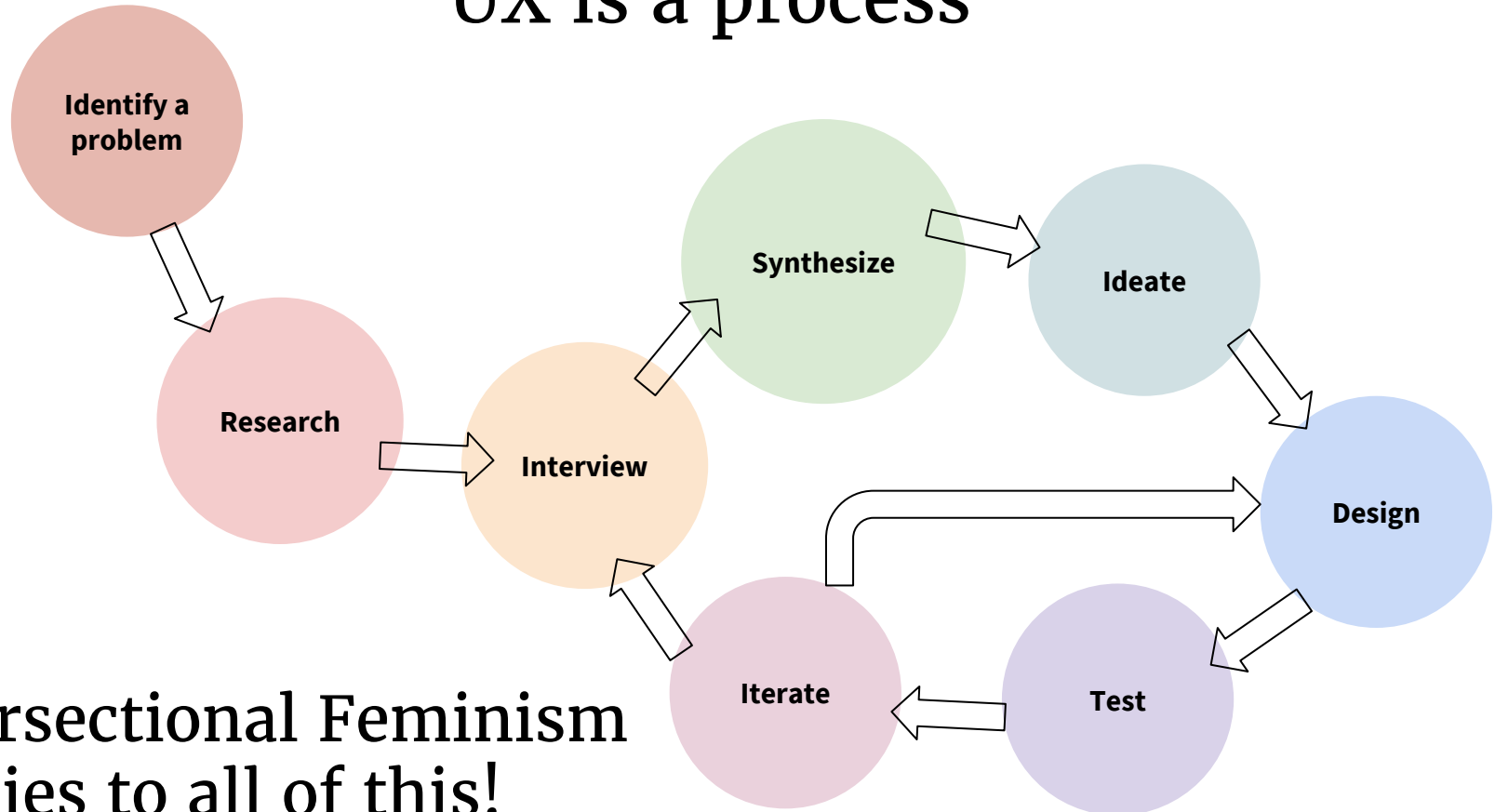
Usability

Storyboarding

Interface design

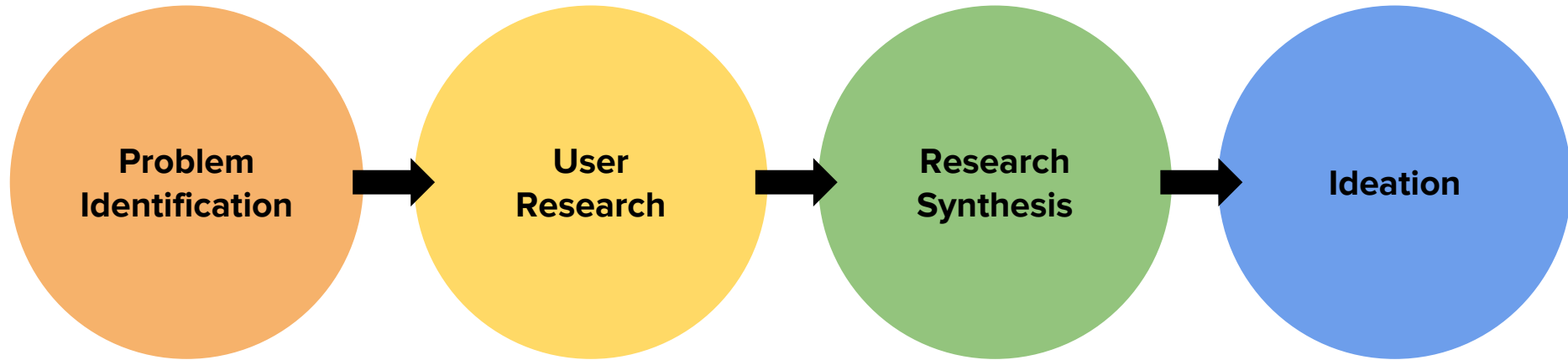
Problem solving

UX is a process



**Intersectional Feminism
applies to all of this!**

Our class process



Problem Identification

Healthy culture in the workplace

Many companies expect their employees to work overtime without compensation. Some companies expect people to work on the weekends. Occasionally, bosses can be oppressive, causing employees to stress out and not find the workplace a comfortable place to be.

Some companies don't care about hiring a diverse workforce, forcing POC and minorities to endure uncomfortable conversations or situations. Sometimes it falls on POC and minorities to do all the work of creating a diverse and equitable work environment, even though it goes outside of their job description.

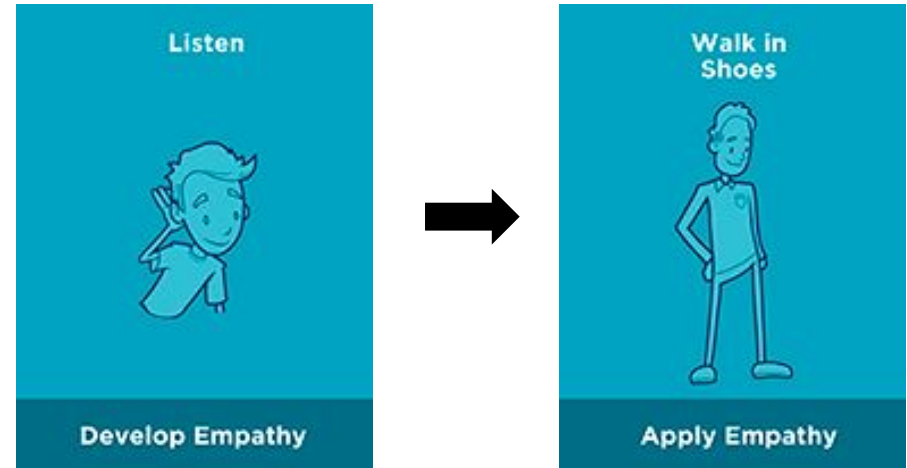
Your job as a UX designer is to create something that helps people improve, manage, or promote a healthy culture in the workplace.

User Research

The Importance of Research & Empathy

“People try to act empathetic ... without first taking time to develop empathy.

This leap is problematic when it comes to your work. You end up with business decisions based on **expectations about how others are reasoning, not based on knowledge.**”



Practicing Empathy

Remove personal bias and listen.

Your job is to understand a user's experience - so you must remove all personal opinions while listening to their experience.

Practice active listening techniques.

Ask things like “Could you explain that further?” “What do you mean by ____?”

Always learn why.

When you learn “why” a user takes a certain action or thinks a certain way, it will help you, the interviewer, get a better understanding of their experience(s) and thought process.

Never make any assumptions.

You are not the user, therefore your assumptions may not be true.

Conducting User Research

User Interviewing = empathy practice

Remember: you are not the user.

As UX designers, it's our responsibility to listen to another person's stories, and to listen to the problems they are experiencing.

Are they experiencing a human-related problem, like miscommunication, racial bias, or sexism? Are they experiencing a technology-based problem, like confusion on a website or a badly designed project tracker?

Once you hear their experiences, you will extract the problems you heard.

Activity 1 : User Interviews

Find a partner, take the next 12 minutes to conduct an interview with them, and switch.

This is an opportunity for you to develop and **practice empathy**, to **build a persona** from the person you are interviewing, and to **identify specific problems** your partner faces and/or has faced.

*Write down a couple direct quotes, which we will use later

Remember: The questions I've outlined are only guidelines, you may stray from the outline and ask your own questions. Always ask why!

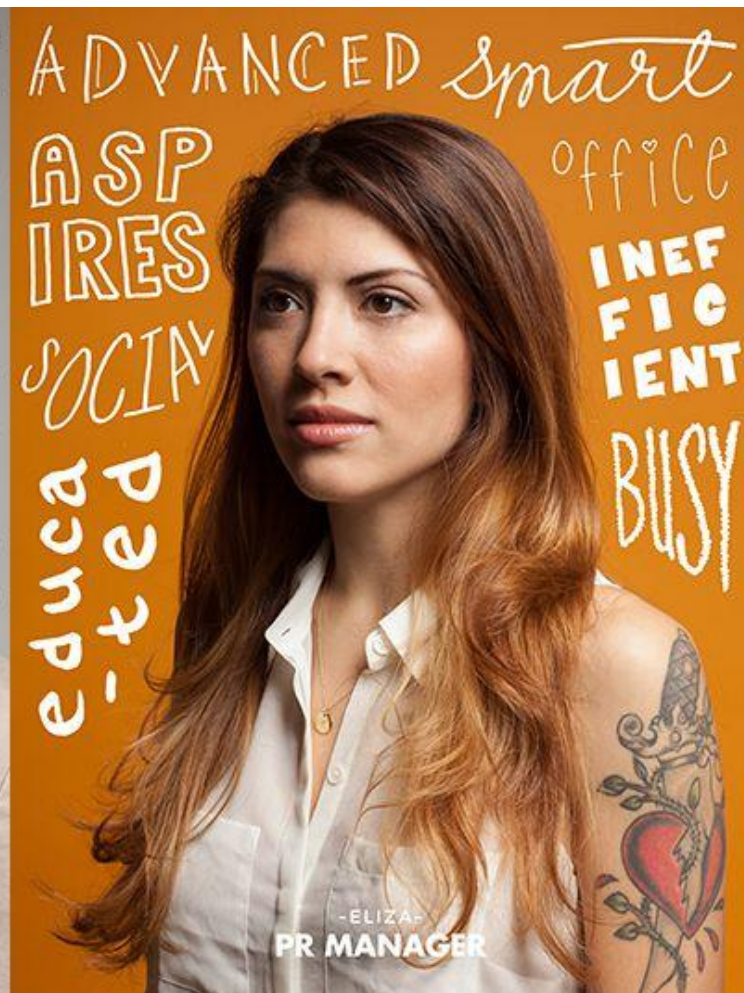
Research Synthesis

Personas

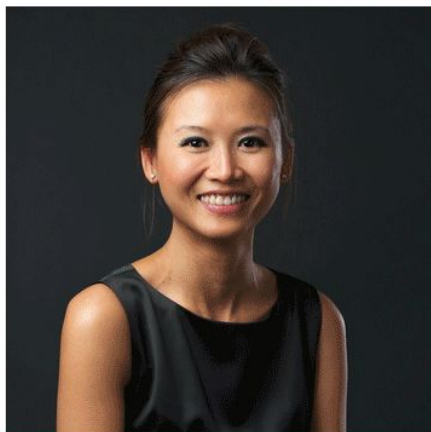
A persona represents a group of people you've interviewed.

Personas aid designers to create different designs for different kinds of people and to design for a specific somebody, rather than a generic everybody.

Personas are not a list of tasks, duties or responsibilities. They are useful to create in order to build empathy, develop focus, make and defend design decisions, and measure effectiveness.



Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

AGE 29

OCCUPATION Regional Director

STATUS Single

LOCATION Portsmouth, NH

TIER Frequent Traveler

ARCHETYPE The Planner

Organized

Practical

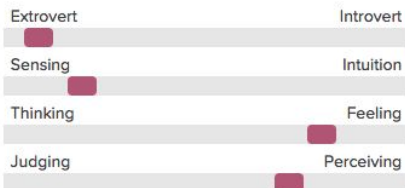
Protective

Hardworking

Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays in the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

Personality



Brands



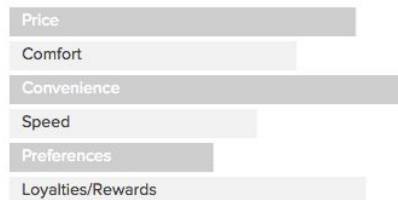
Goals

- To spend less time booking travel
- To maximize her loyalty points and rewards
- To narrow her options when it comes to shop

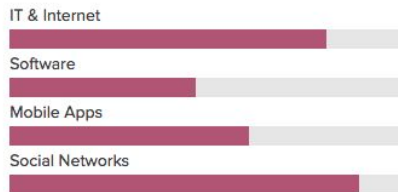
Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech saavy - doesn't like the process

Motivations



Technology



PullQuotes

Interview quotes are helpful to use because:

- Perfect for crafting a narrative around your research
- Very effective in stakeholder presentations
- May be used (with permission) in marketing material
- Can be used on personas to illustrate a specific experience

“I have a pretty outgoing personality, so it’s easy for me to talk to new people and speak up when I have questions. Sometimes I’ve felt like people have tried to take advantage of me by asking me to do grunt work, and I’ve ended up doing it because I didn’t want to seem rude.”

Activity 2: Persona Creation

Now that you've interviewed someone and gathered stories about their experiences, get into groups of 3-4. Take 15 minutes to share your findings, synthesize your research, and create 1-2 personas with the rest of your team.

Tips:

- Is there a way you can combine interviews to become one or two personas?
- Highlight 3 pain points and 3 goals
- Use pullquotes
- Visualize an experience
- Begin to paint a picture of your persona



Share your findings!

Paint a picture of your persona



Problem Solving

Problem Statements & Hypothesis

Now that we've created personas, it's important to revisit the problem statement and change it to be specific to your personas' needs.

Creating problem and hypothesis statements can communicate a clear vision for the work and shift the conversation from outputs (“we will utilize technology to help people in unhealthy work environments”) to outcomes (“we want to increase the amount of sleep people get and decrease the amount of stress they feel at work”).

Problem Statements & Hypothesis Formats

Problem Statement

[Persona name] needs a way to
[user's need], because [insight].

Hypothesis

We believe that [doing this], for
[these people], we will achieve
[this outcome].

We will know this to be true when
we see [this feedback/quantitative
measure/qualitative insight].

Activity 3: Problem & Hypothesis Statements

Problem Statement

[Radhika] needs a way to [connect with other designers within government], because [she feels isolated being the only designer on her team].

Take 5 minutes to create your own problem and hypothesis statement.

Hypothesis

We believe that [by creating a network of government designers that can connect with each other], for [Radhika], we will [help her feel less isolated and give her opportunities to improve her skills].

We will know this to be true when [Radhika meets other government designers and improves her work environment].

The background of the slide is a classic marbled paper pattern, featuring intricate, swirling, and veined textures in various shades of gray, from light to dark. The pattern is organic and fluid, typical of traditional hand-marbled paper used in bookbinding.

Ideating & Sketching

Why is sketching important?

- Your first idea is rarely your best.
- It's fast
- You'll save time altering designs
- It separates concepts from details
- Everyone can do it!



CIRCLE



SQUARE



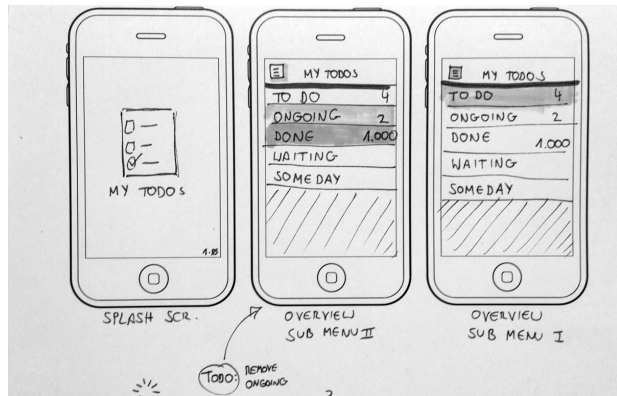
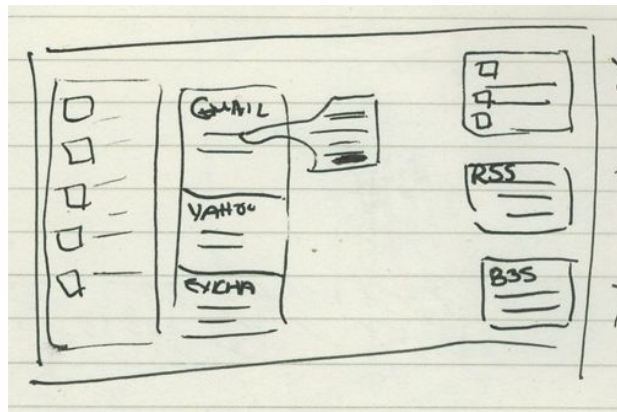
TRIANGLE



LINE

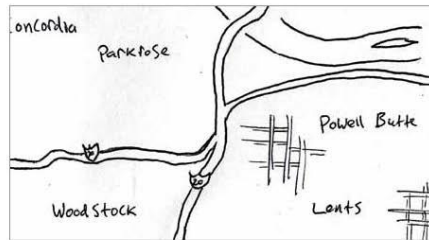


DOT

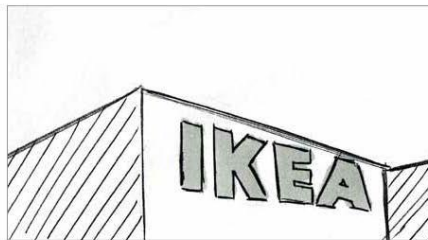


Storyboarding

Storyboarding in UX is a tool which can help you visually predict and explore a user's experience with a product. It can help you to understand how people would flow through the interaction with it over time, giving you a clear sense of how to create a strong narrative.



A map shows driving directions to nearby IKEA.



Susie arrives.



Inside the store, she finds her item by looking it up on the in-store map, by searching within the aisles.



Susie then checks out with secure commerce transaction via her account with IKEA by swiping her mobile device.

Storyboarding Step 1: Start with a plain text and arrows.

Tom lives alone. He's suffering from depression having just lost his job.

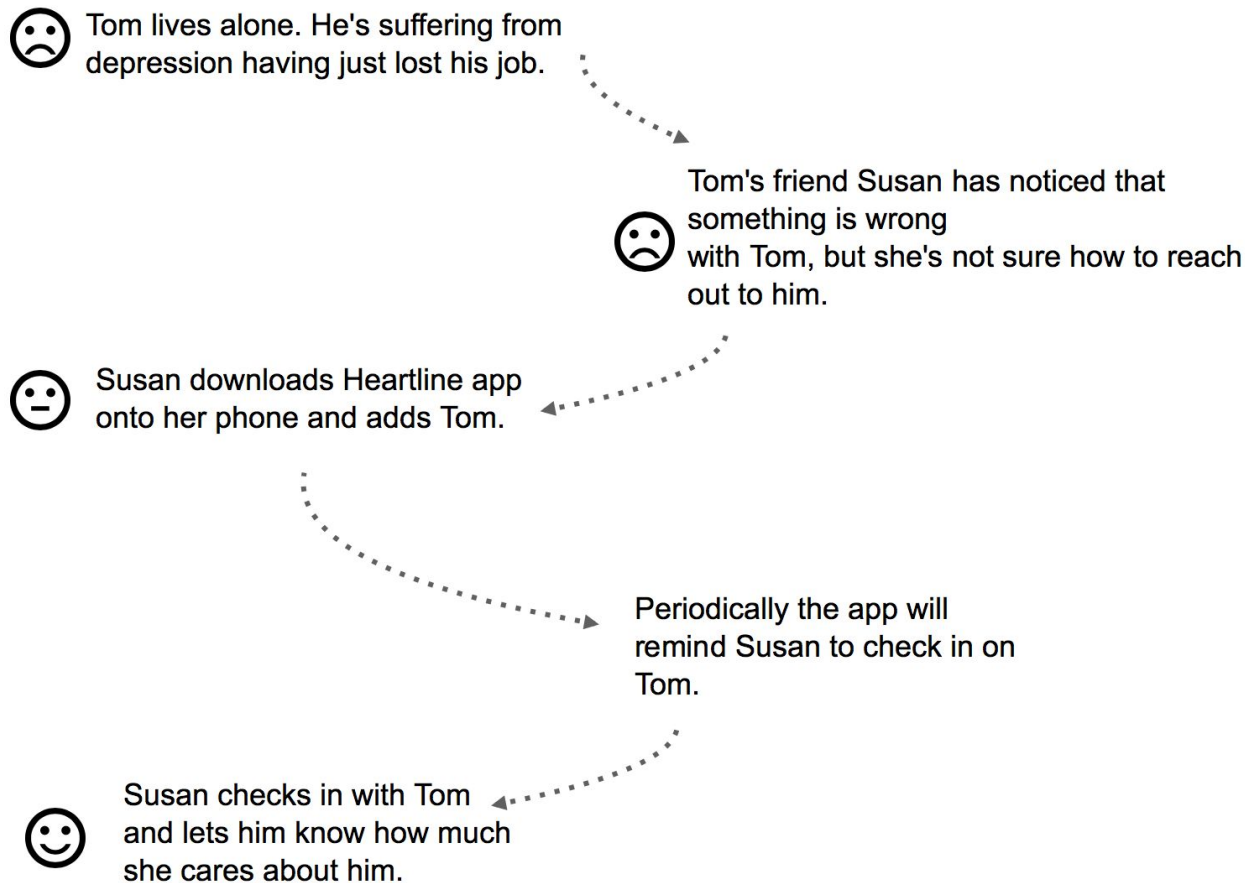
Tom's friend Susan has noticed that something is wrong with Tom, but she's not sure how to reach out to him.

Susan downloads Heartline app onto her phone and adds Tom.

Periodically the app will remind Susan to check in on Tom.

Susan checks in with Tom and lets him know how much she cares about him.

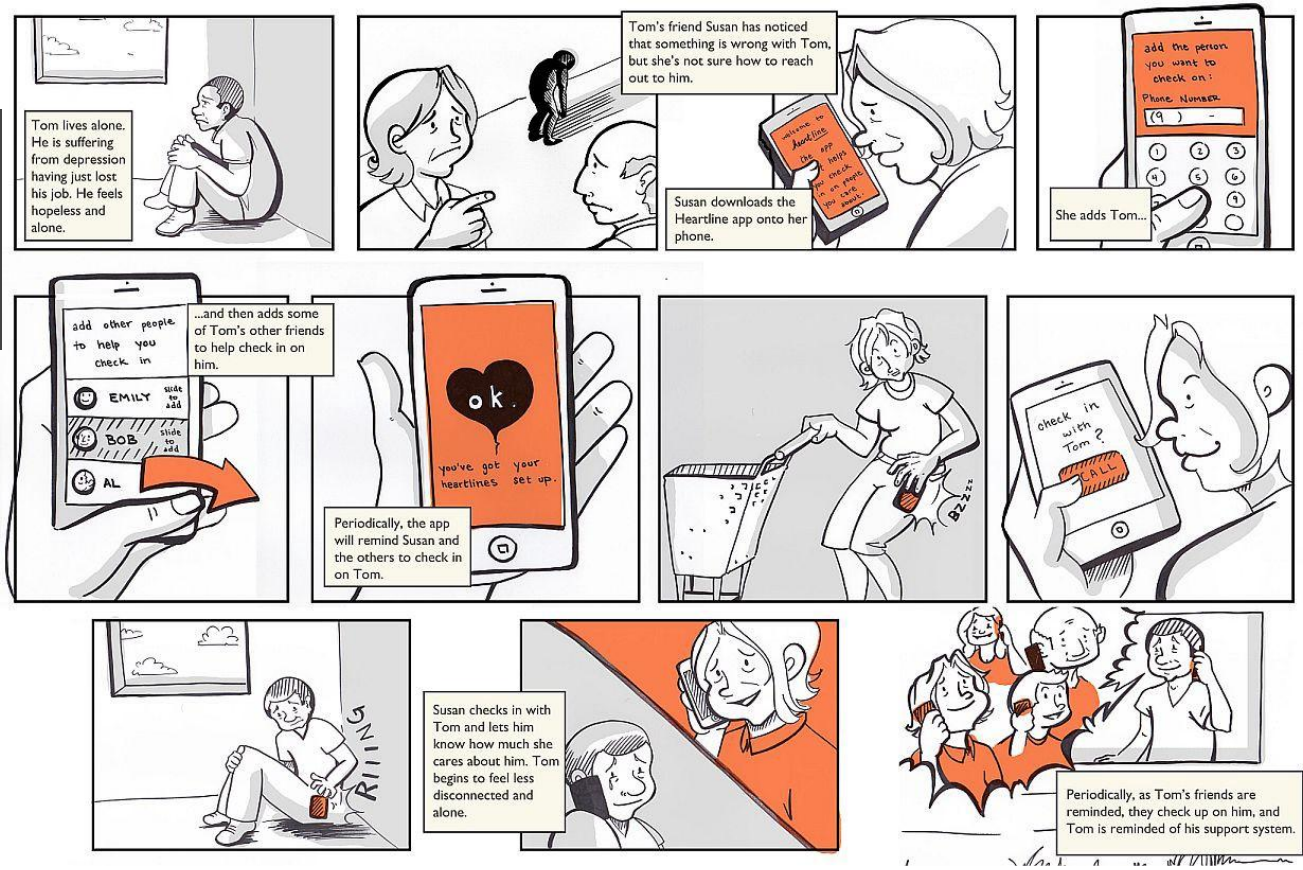
Storyboarding Step 2:
Add emotions to your story.



Storyboarding Step 3:
**Translate each step into
a storyboard frame.**



Storyboarding Process:
Design a clear outcome.



Activity 4: Sketch & Storyboard

Take 15 minutes to use the provided papers to sketch out ideas in a storyboard format.

Remember to keep in mind how your solution can help the persona with the specific problems they have.



Present!

Paint a picture of your persona, your specific problem statement, and your solution!

Digitizing Your Sketches: Wireframing

After sketching, the next phase is to turn your sketches into wireframes that can include more information like button names, headings, and minimal content.

These are useful tools for wireframing/prototyping:

- [Omnigraffle](#)
- [Balsamiq](#)
- [Axure](#)
- [Invision App](#)
- [Sketch](#)
- [Adobe Illustrator](#)
- [Adobe Photoshop](#)
- [Keynote](#)

Usability Testing

Usability testing is a useful exercise to conduct when you need to test the usability of an application and if you want to test your assumptions about how it functions.

You may think an application may be easy to use, but remember, you are not your user, therefore it is important to sit down with real users and watch them go through the application.



How to Conduct Usability Testing

1. Find actual users of the product.
2. Come up with open ended tasks for the user to complete.
3. Sit down with real users and ask them to complete the tasks.
4. Ask the user to think out loud as they complete tasks.
5. As they complete the tasks, ask questions like:
 - a. Why did you click that button?
 - b. How did you know _____ would take you there?
6. Actively watch how they click on things and observe their body language to see any hesitation or confusion.

Additional Resources

UX Design

- [5 Minute Overview of UX](#)
- [What is User Experience Design?](#)
- [Common Myths about UX Design](#)
- [How to Make Personas](#)
- [Nielsen Norman Group Articles](#)

Web & Mobile Design

- [10 Principles of Effective Web Design](#)
- [Web Field Manual](#)
- [US Web Design Standards](#)
- [Designing with Grids](#)
- [Curated List of Mobile Design Patterns](#)
- [Guidelines for Mobile Web Development](#)

Intersectional Feminism

- [Mapping the Margins: Intersectionality, Identity Politics, and Violence Against Women of Color](#)
- [Combahee River Collective Statement](#)
- [Not a Tech Bro, but not a Tech Lady](#)
- [Intersectional Feminist Podcasts](#)

Usability Testing

- [Introduction to Usability](#)
- [Planning a Usability Test](#)
- [Moderating a Usability Test](#)
- [Questions to Ask in Usability Testing](#)

Thank you!



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