

You're Doing UX
Unconsciously 🙄, Now
Let's Make It Conscious 🕒
and Intentional 💪 !

Maurice Hayward
@du_poulet_frit

First Encounters with UX



“20% of people have a disability, so accessibility is a *MUST* even for internal apps.” - Chris Demars @saltnburnem from

Focusing On Focus

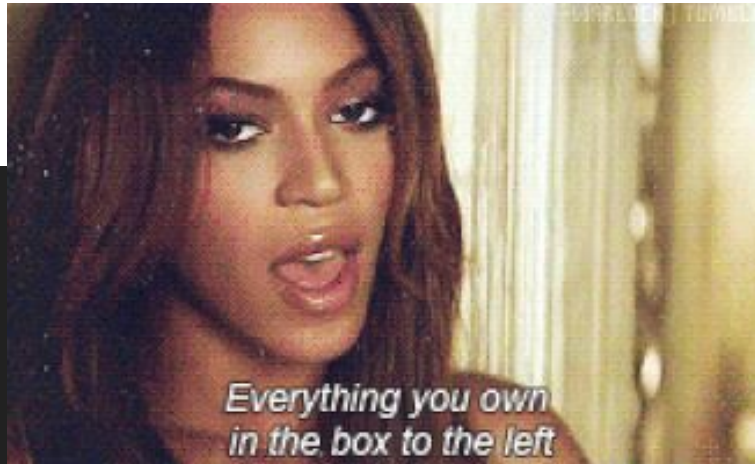
Sidenote: Beyonce.com Debacle

Lawsuit: Beyoncé's website violates blind fans' rights of accommodation

CELEBRITY NEWS

| January 10, 2019

The Atlanta Voice



“UX debt is technical debt.”

- John Athayde @boboroshi from UX for
Developers

“UX is EVERYONE’S problem”

- John Athayde @boboroshi from UX for Developers

**“Accessibility makes life
better for EVERYONE”**

- Aisha Blake @AishaBlake from Web
Accessibility: How to Be an A11y



Author of Image: **Cecilia Bleasdale**. Source:
<https://www.independent.co.uk/news/weird-news/white-and-gold-or-blue-and-black-the-dress-has-confused-the-internet-but-science-has-the-answer-10074228.html>



The actual colors of this dress are blue and black but many people see it as white and gold

Author of Image: **Cecilia Bleasdale**. Source:

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♪ I may be young, but I'm ready. ♪

The Team



Business
Analyst (BA)



Quality
Assurance
Analyst (QA)



Developer (DEV)

Manager



Manager: You know you
already been doing some UX,
right?

Me: *Wait!!! What!*

I Was Already Doing UX?



Manager: When you worked on making the application responsive, you were doing UX

Me: *** Mindblown ***





Responsive Design

When **YOU** make decisions
based on users, you **ARE** doing
UX!

Making UX Intentional

- A Team Effort



Business Analyst
(BA)

Make Interactions Consistent

Submit

Submit



Business Analyst
(BA)

User-friendly
wording for error
messages and
tooltips



Business Analyst
(BA)

User-friendly
wording for error
messages and
tooltips

```
org.apache.solr.common.Solr  
Exception: Error during  
request authentication
```



Business Analyst
(BA)

User-friendly
wording for error
messages and
tooltips

Unable to Retrieve Product
Info : Solr Server Error



Developer (DEV)

Only show
Important
information



Developer (DEV)

Make content
concise

 CART - 2 ITEMS



Developer (DEV)

Make content
concise





Developer #2 (Me!!)

Show relevant
information
ASAP

Show relevant information ASAP

Product

Show relevant information ASAP

Product → Inventory

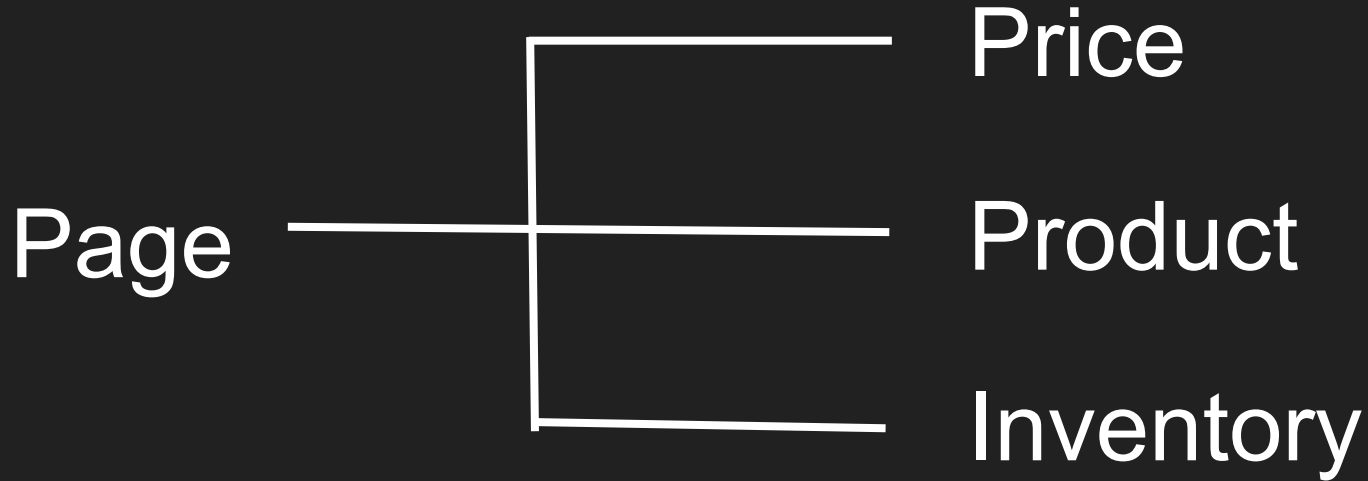
Show relevant information ASAP

Product → Inventory → Price

Show relevant information ASAP

Product → Inventory → Price → Page

Show relevant information ASAP





Quality Assurance
Analyst (QA)

Log UX issues
in the QA
records



Quality Assurance
Analyst (QA)

Test UX in QA tests

Be Empathetic

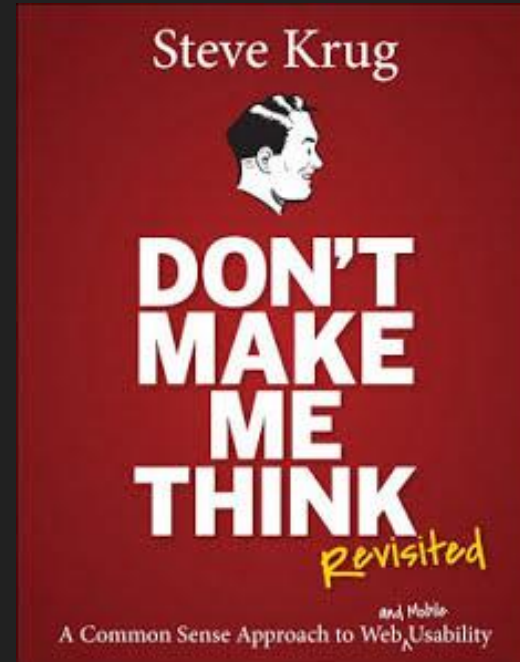
EVERYONE shapes the UX



G.O.A.T. Resources



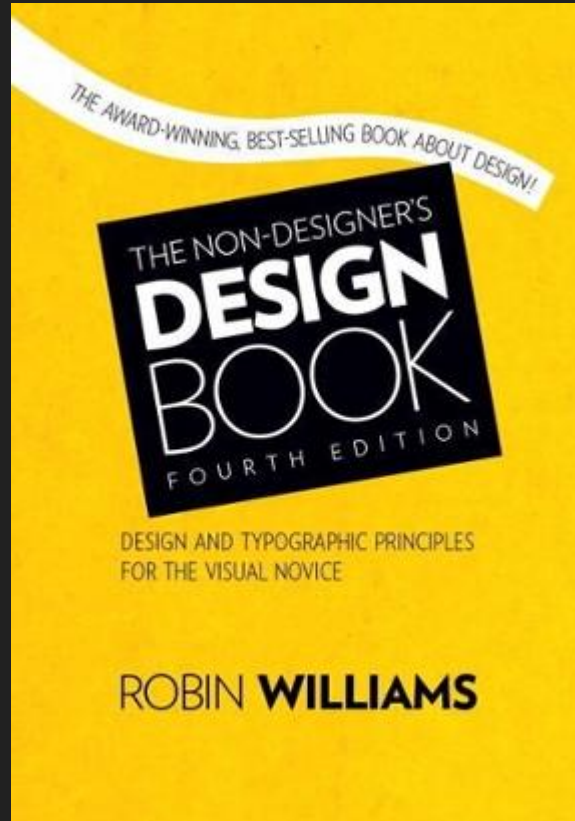
Don't Make Me Think: A Common Sense Approach to Web Usability by Steve Krug



Mozilla Developer Network (MDN) Web Docs



Non-Designers Design Book by Robin Williams





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