

Getting Started in UX Design

WHAT DO USER EXPERIENCE DESIGNERS DO?



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Overview

Problems UX designers solve

What is **Skill** most useful?

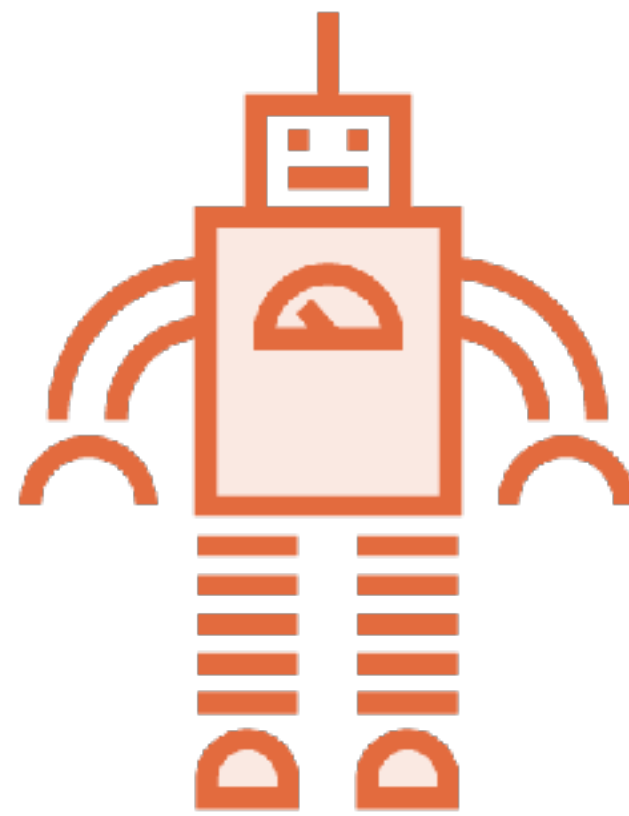
What **Process** it have?

Types of **Deliverables** for you?

How to get started

What specialized UX
designers are there?

Example of Poor UX Design



Automated System

You have to get through me first!



Customer Service

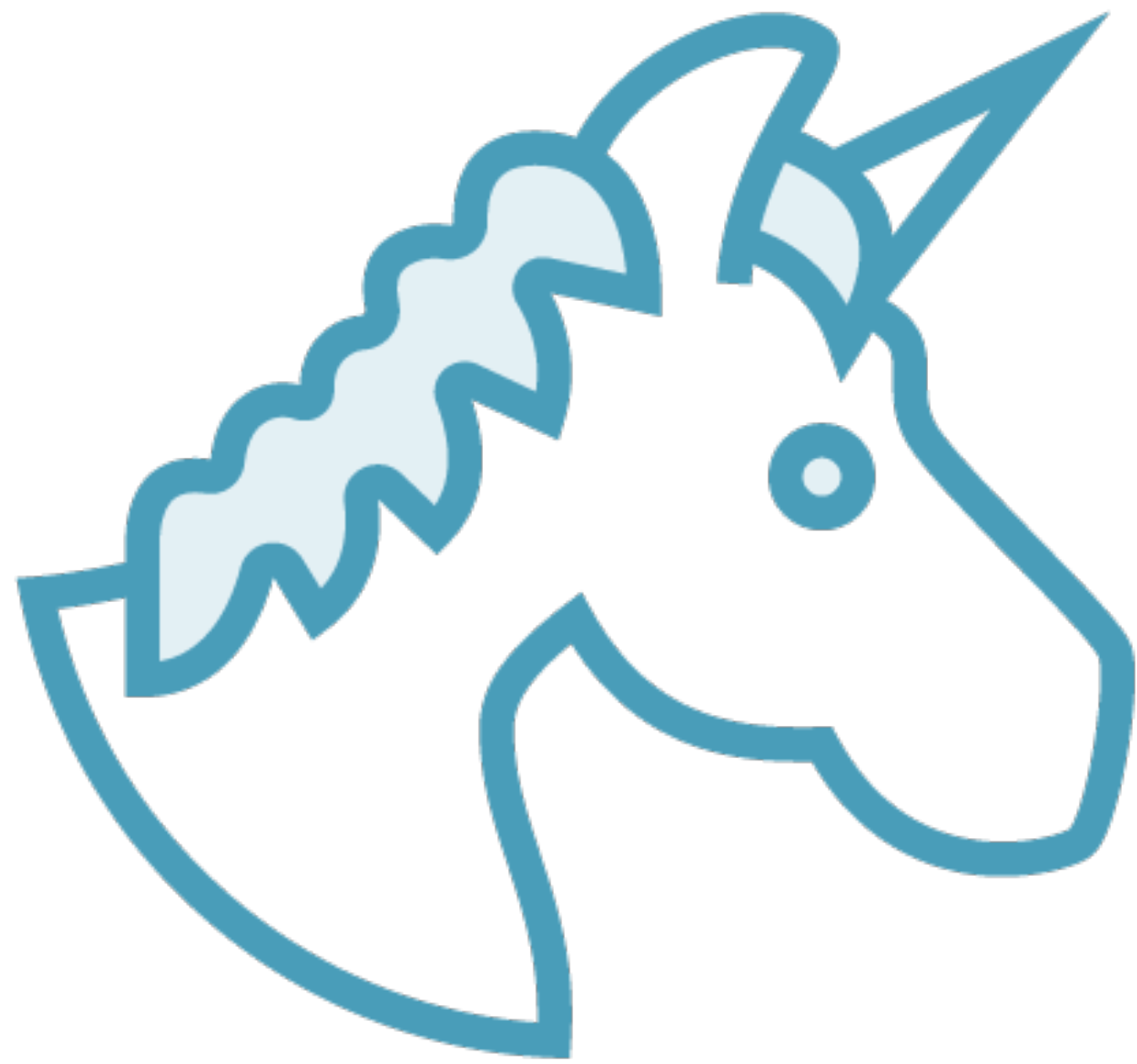
Who are you again?
It's everywhere you want to be!



Unhappy Customer

There has to be a better way...

A Little UX Dust Oughta Do It



Single point of identification

Objective: available
App details
Reduce authentication burden
Maintain ID throughout the call
on customers

Moves the burden away from the customer

UX Design Skills



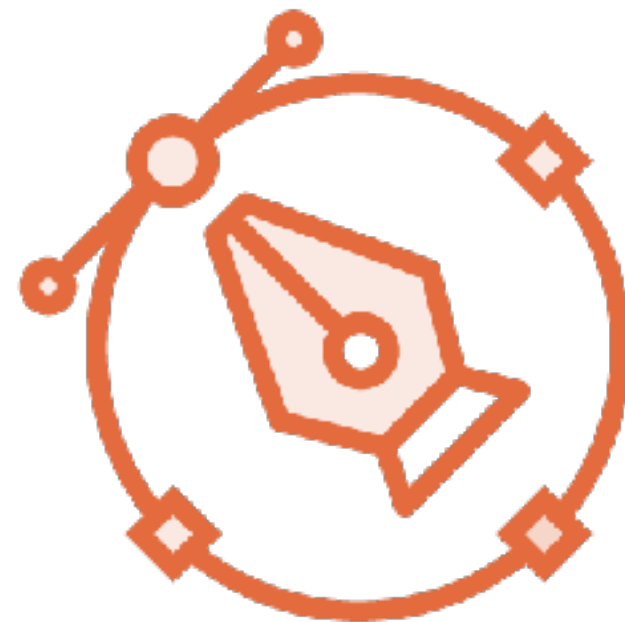
Strategic Thinking



Leadership



Research

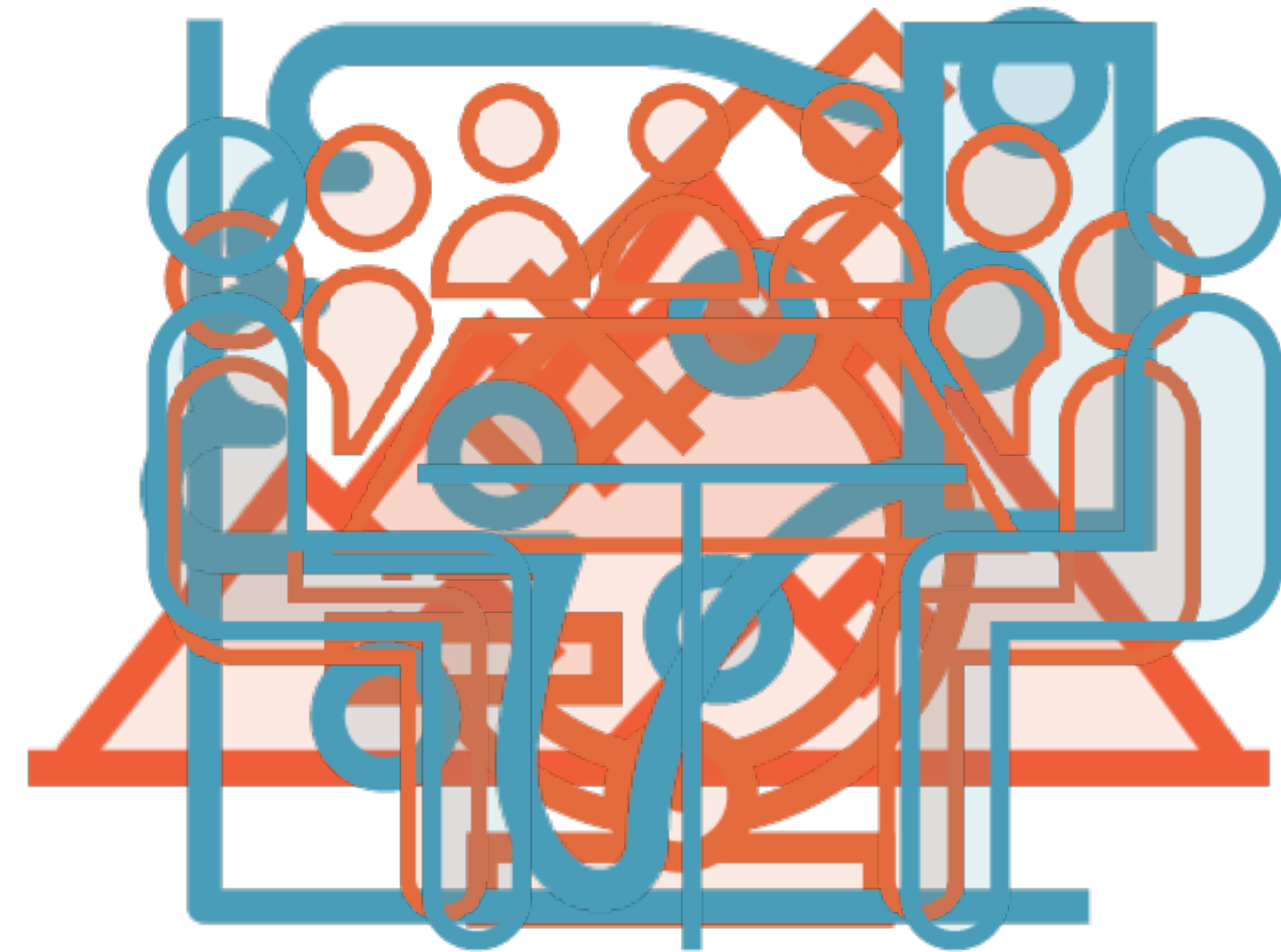


Design



Development

Challenges You'll Face as UX Designer



“Do what you can, with what you have, where you are.”

Theodore Roosevelt



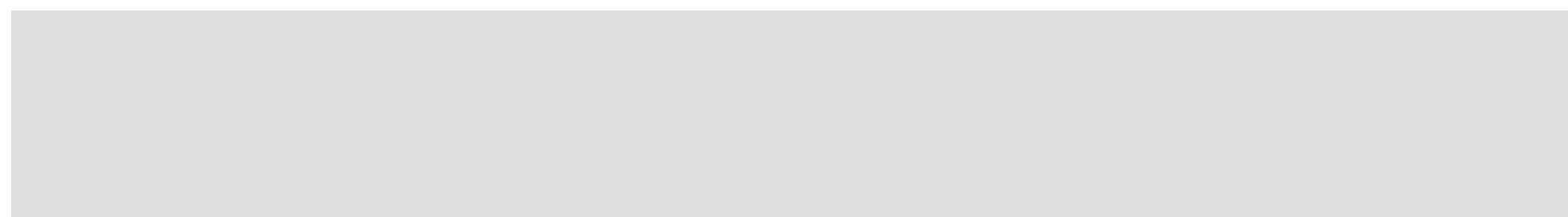
Always
Be
Learning

Seems Like a Lot?



Made up Statistic

Happy People Doing Other Things



42%



Happy UX Designers



99%

Summary

What we've learned

- UX designers are the voice of the customer
- based on a collection of skills
- It's a challenging role that demands continual learning and improvement