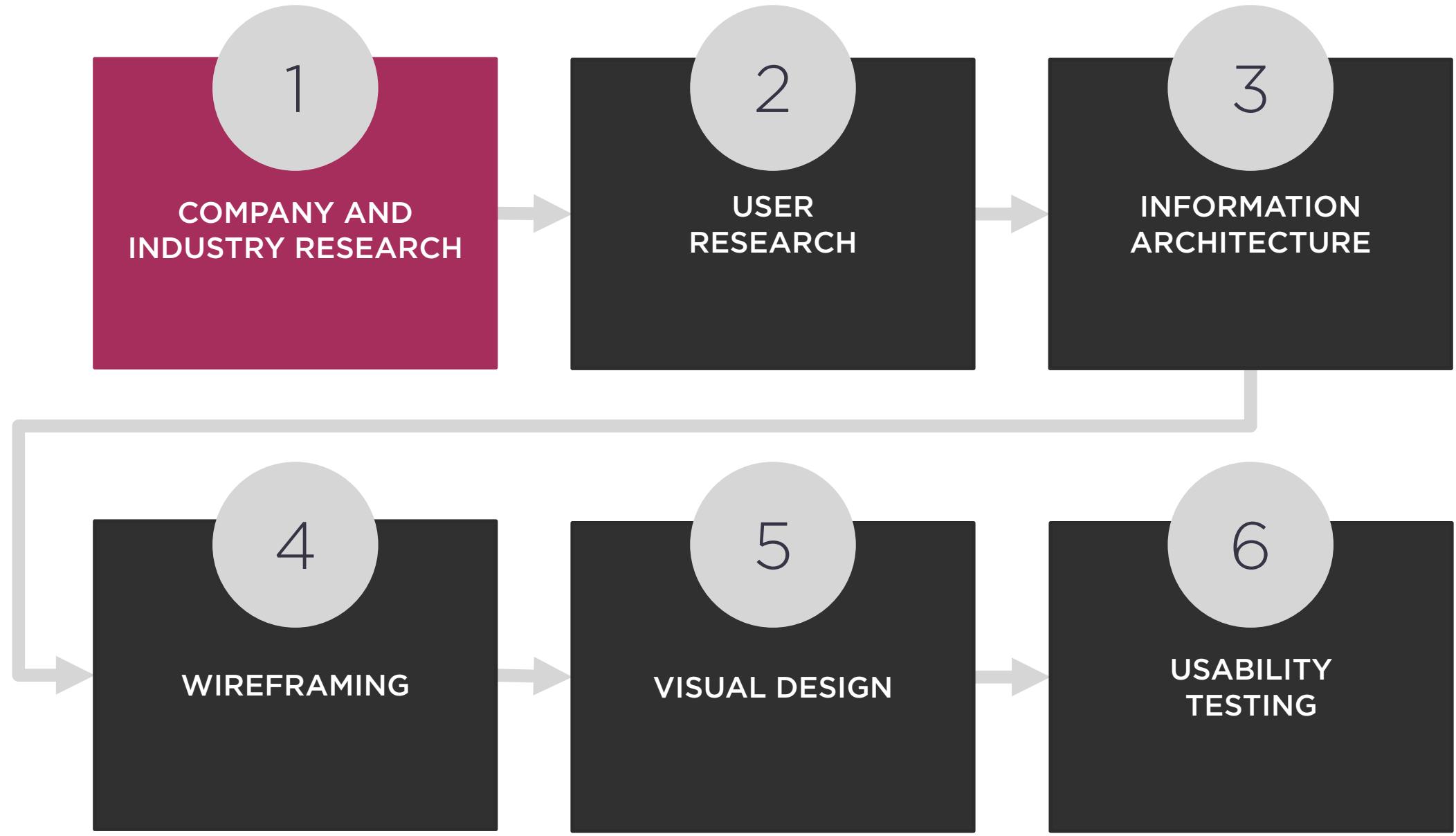


The UX Process: Company and Industry Research



Amber Israelsen
DEVELOPER, AUTHOR, TRAINER
www.amberisraelsen.com





WIRED BRAIN COFFEE





Brand

Represents the intellectual and emotional associations that people make with a company, product, or person. Brand is something that actually lies within each of us.





How about
some examples?



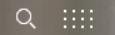
Coca-Cola



“A positive user experience has a direct correlation to positive brand perception.”

Steve Baty





BANG & OLUFSEN



BEOSOUND 1

FREEDOM OF CHOICE

EXPLORE

BANG & OLUFSEN





BESTSELLERS

SoundLink Color Bluetooth® speaker II

SoundTouch 10 wireless speaker

QuietComfort 35 wireless headphones

Wave system IV

Questions to Help with Brand Identity

What is your business about?

Who are your customers?

What problem do you solve?

**Is there a unique story behind your
business?**

**What are five adjectives or phrases that
describe your desired brand?**





We'll need to sit
down with the
marketing team to
ask those questions.

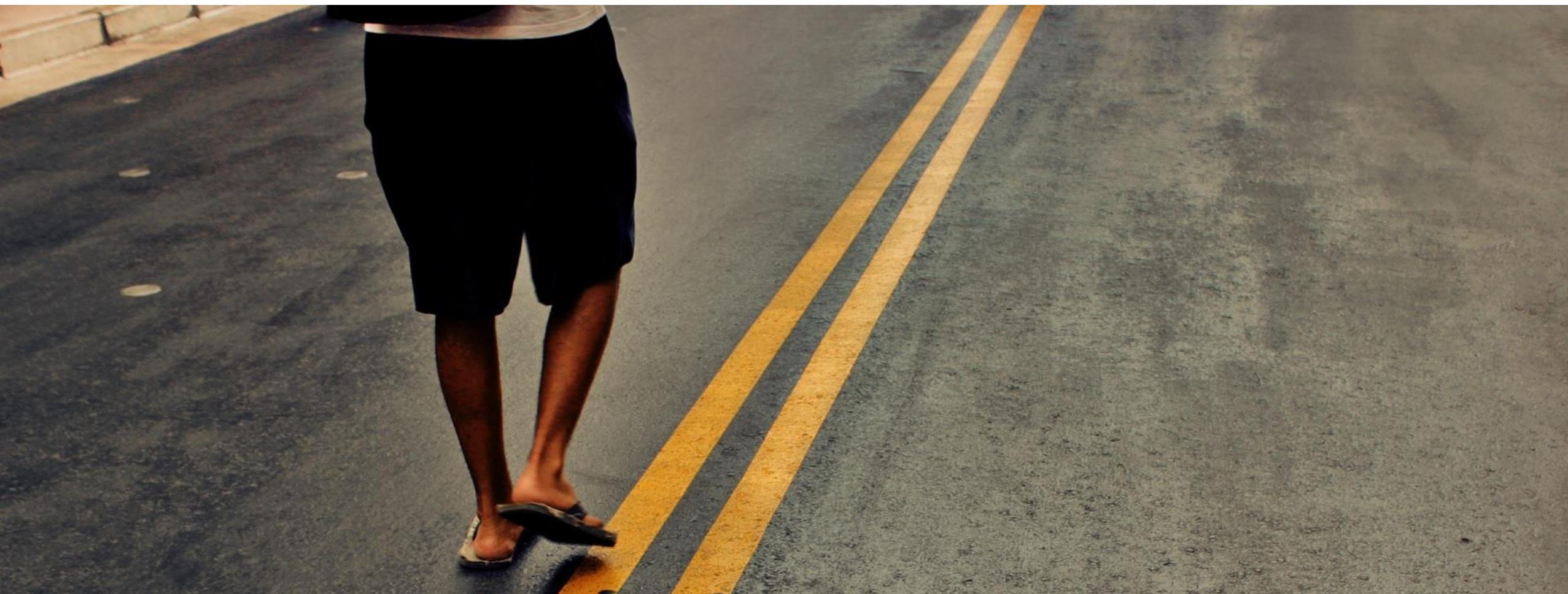


Culture

The beliefs and behaviors that determine how a company's employees and management interact and handle business transactions. Often implied, not expressly defined.









A stylized illustration of an open envelope. The envelope is light pink with a dark red outline. It is open at the top, revealing a white interior where a letter is placed. The letter has a dark red border and contains the following text:

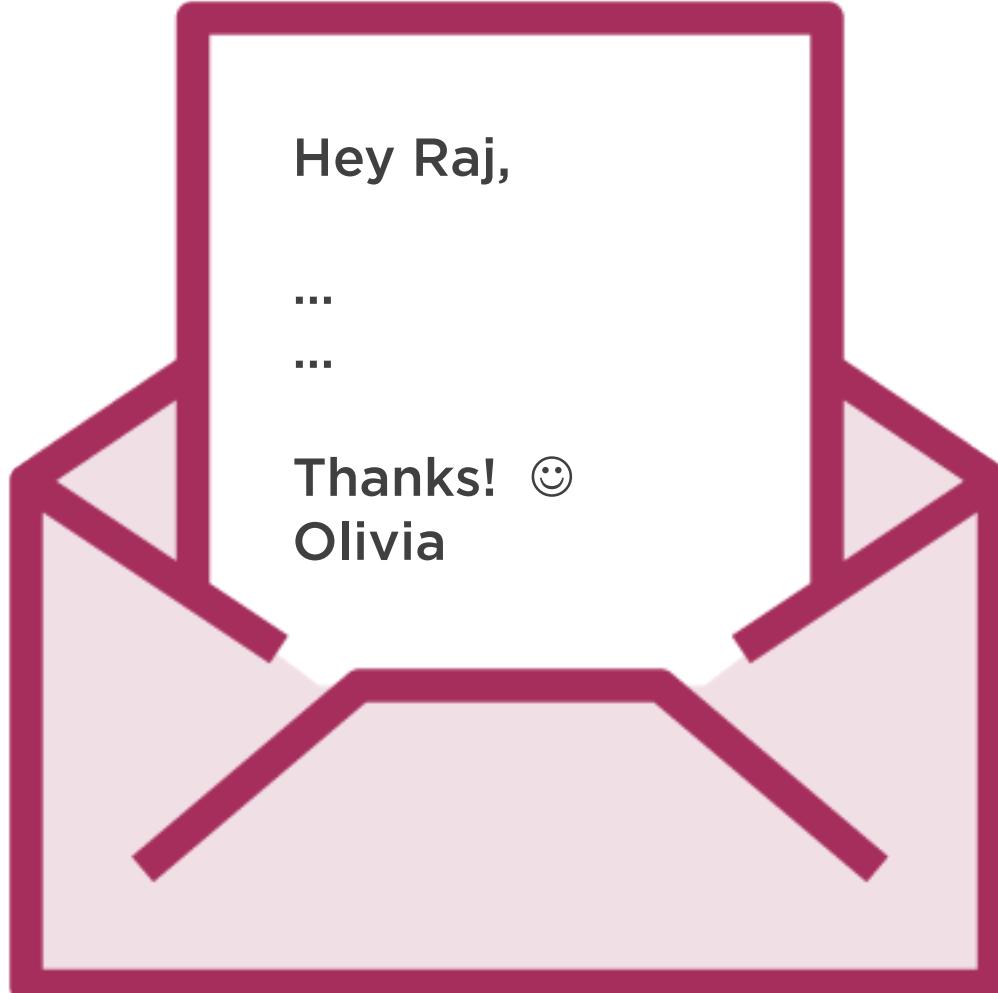
Dear Raj,

...

...

Best regards,
Olivia





Hey Raj,

...

...

Thanks! 😊
Olivia





Questions to Help With Culture

How do employees act at work?

**What are common behaviors
(both good and bad)?**

**What does this job/company mean to
employees?**

**Would employees go somewhere else
if they could?**



WIRED BRAIN COFFEE

Industry
News

Reputation

Competitors

How
Business is
Run

Brand

Culture



Reputation

Collective judgments of a company based on assessments of financial, social and environmental impacts.





“It takes 20 years to build a reputation and 5 minutes to ruin it.
If you think about that, you’ll do things differently.”

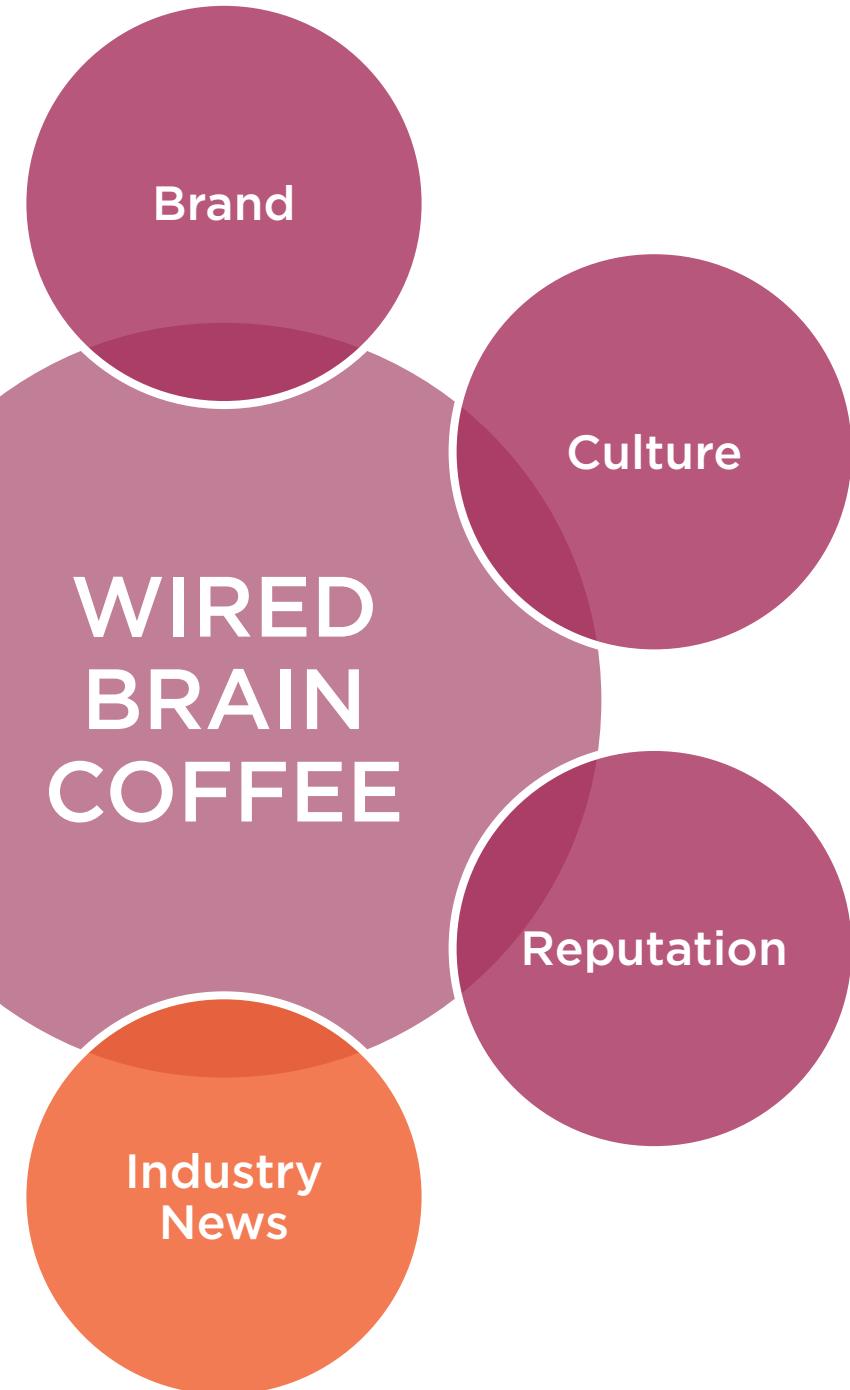
Warren Buffet



10 Components of Company Reputation

- Ethical
- Employees/workplace
- Financial performance
- Leadership
- Management
- Social responsibility
- Customer focus
- Quality
- Reliability
- Emotional appeal







Let's see a few other resources for finding that information.

Log In

MarketWatch

February 2, 2017 6:56 PM EST

New York London Tokyo After Closed Closed

DOW -6.03 NASDAQ -6.45 S&P 500 +1.30
19,884.91 -0.03% 5,636.20 -0.11% 2,280.85 +0.06%

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6:43p Hanesbrands outlook downbeat as results miss
6:34p Watch the Super Bowl commercials here and get your Sunday back — you're welcome
6:31p Uber CEO Travis Kalanick quits Trump advisory

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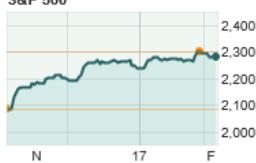
Industries

Latest Industry News

Hanesbrands outlook downbeat as results miss
Hanesbrands Inc. HBI gave downbeat projections for the current year following worse-than-anticipated results in the latest period. Shares, down 24% over the past 12 months, fell 10% to \$20.50 after hours. Founded in 1901, Hanesbrands was spun off in 2006 from Sara Lee Corp. and includes such brands as Hanes, Champion, Playtex, Maidenform and Abanderado.

14 min ago

S&P 500



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AN ACCELERATOR FOR
BUSINESS SUCCESS.**



ZEBRA

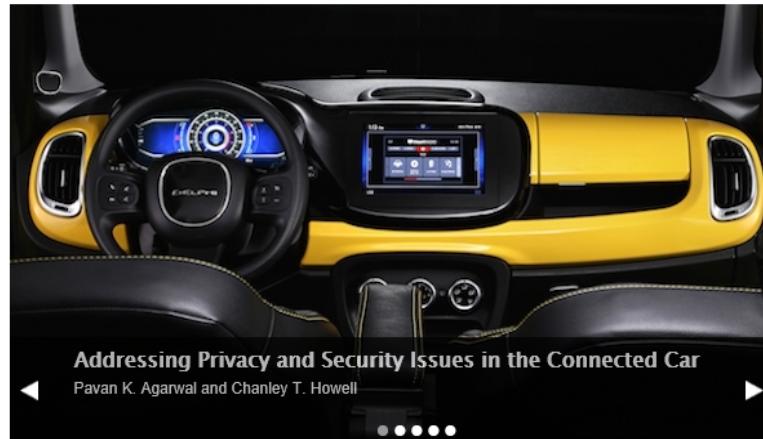
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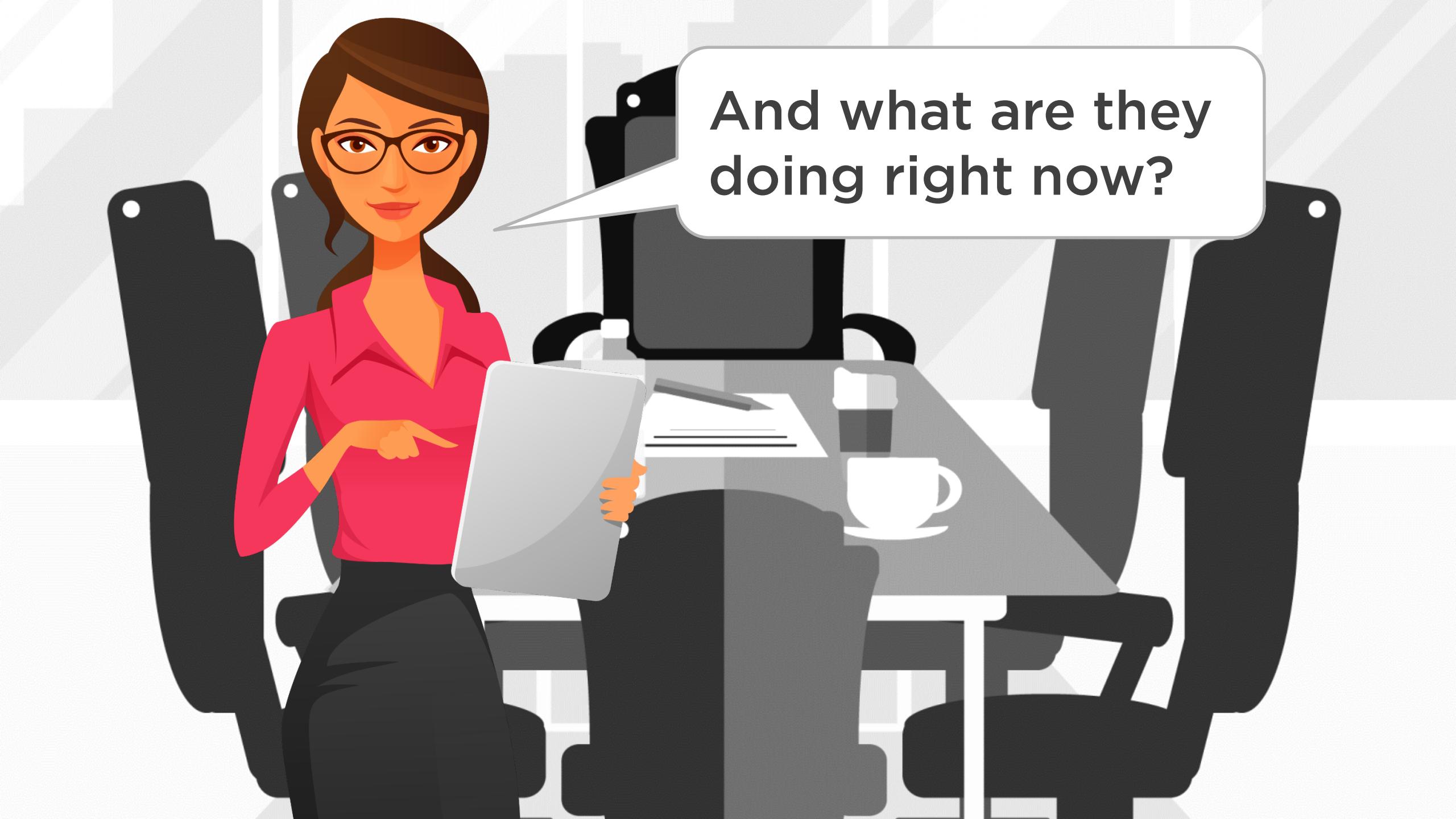
**GREATER VISIBILITY. IT'S
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Who are our
competitors?



And what are they
doing right now?

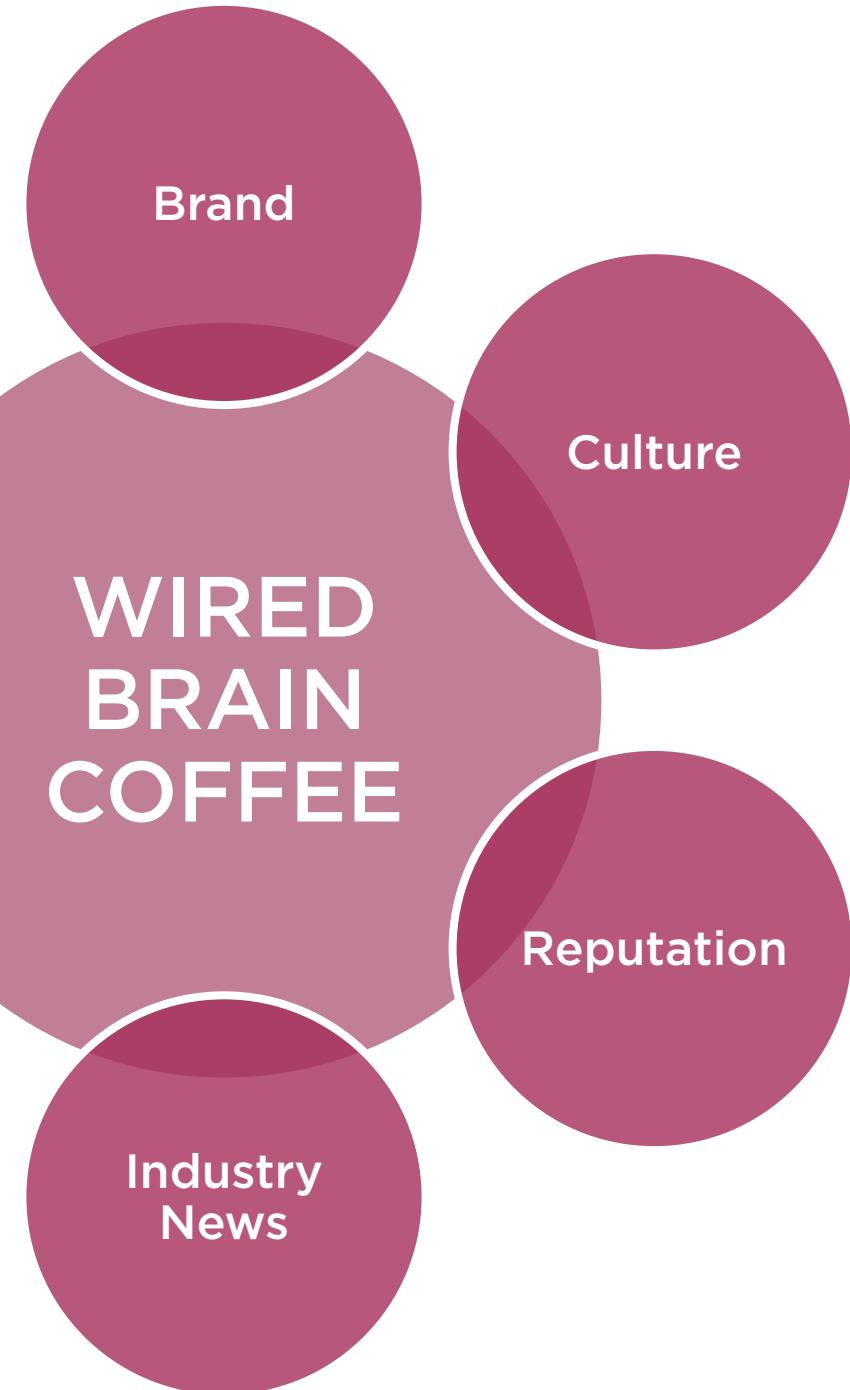
Questions to Ask About Competitors

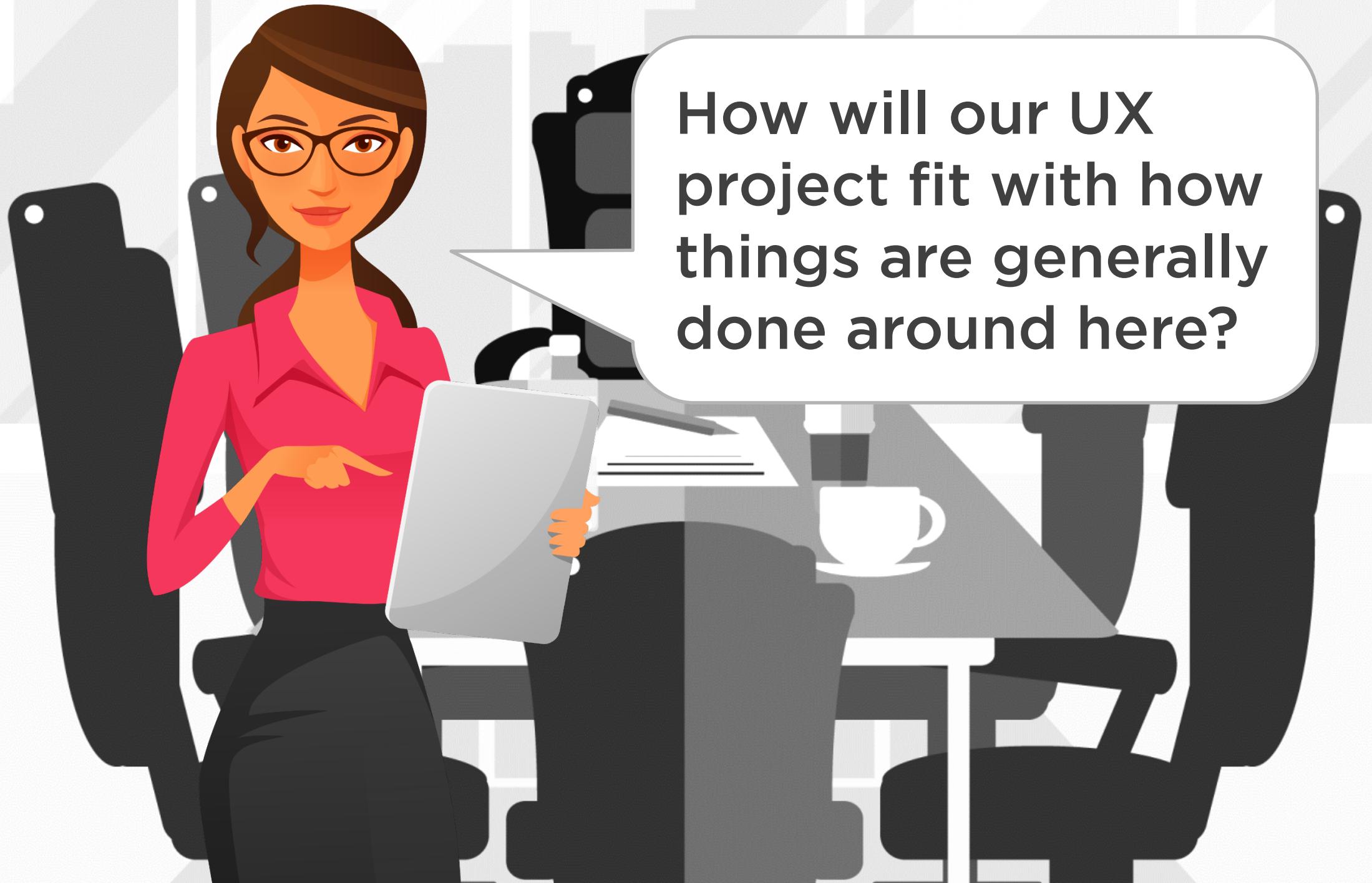
**Who are our three main competitors
(direct or indirect)?**

**How do we set ourselves apart from our
competitors?**

**What do we like and dislike about their
brand and experience?**







How will our UX
project fit with how
things are generally
done around here?



Can we get buy-in
from stakeholders?

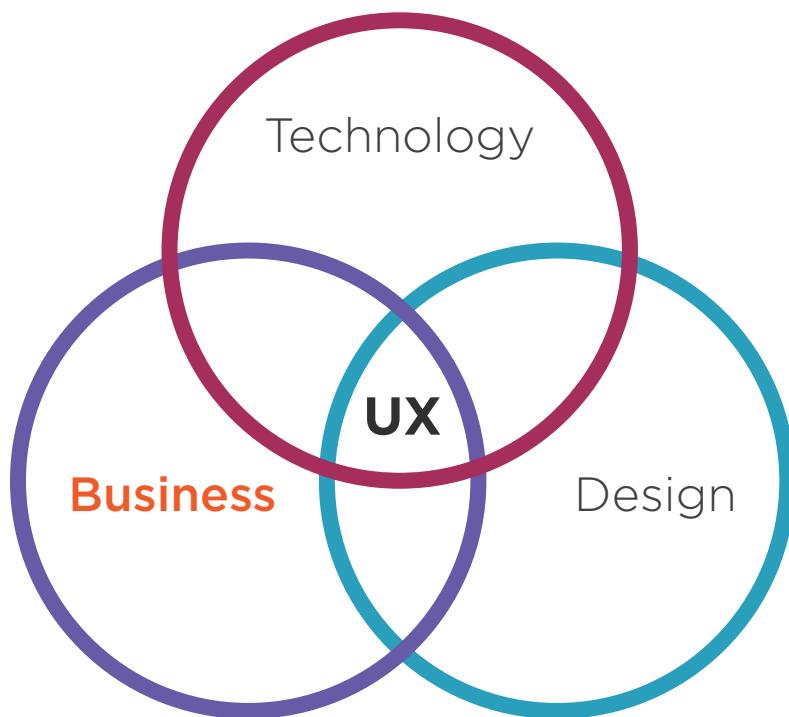


Are we competing
with other priorities
and initiatives?

A cartoon illustration of a woman with brown hair and glasses, wearing a pink blouse, sitting at a desk and pointing at a laptop screen. Behind her are several large, dark, abstract shapes resembling puzzle pieces or geometric cutouts.

**Will our proposed
solution jive with
what the rest of the
company is doing?**

The Three Pillars of UX



Summary



There's a lot to think about in terms of company and industry

- Brand
- Culture
- Reputation
- Industry news
- Competitors
- How business is run



Coming up next...

