Roles in User Experience

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We'll need to put a team together. Let's talk about the roles we need for a project.

Common Roles in UX

User Researcher

Information Architect

Interaction Designer

Visual/Graphic Designer

Front-End Developer

Project Manager

Roles do not necessarily equate to people

And some things are still
a bit fuzzy

User Researcher

Champion for the user

Day in the Life of a User Researcher

RESPONSIBILITIES

- Conduct user interviews
- Research market data
- Gather findings
- Design studies
- Conduct usability and A/B testing

DELIVERABLES

- User personas
- Usability test results
- Investigative user studies
- Interview results

TOOLS

- Microphones
- Cameras
- Documents
- Paper

“Based on our research, a typical user will…”

User Researcher

Information Architect

The navigator and organizer

Day in the Life of an Information Architect

RESPONSIBILITIES

- Conduct a content inventory
- Card sorting
- Create navigation and hierarchy, including labels
- Create wireframes
- Data modeling
- Create a sitemap

DELIVERABLES

- Content inventory
- Card sorting results
- Wireframes
- Labeling system
- Sitemap

TOOLS

- Paper/whiteboard
- Omnigraffle
- Axure
- MindManager
- XMind
- Treejack
- OptimalSort

“Our content should be organized in a way that helps the user to…”

Information Architect

Interaction Designer

The animator

Day in the Life of an Interaction Designer

RESPONSIBILITIES

- Create storyboards
- Create wireframes and prototypes of key interactions

DELIVERABLES

- Wireframes
- Prototypes

TOOLS

- Paper/whiteboard
- Balsamiq
- InVision
- Omnigraffle
- Patternry
- Sketch
- Axure
- UXPin

“The button should change to dark gray for 500 milliseconds when the user clicks it…”

Interaction Designer

Visual/Graphic Designer

Pixel pusher

Day in the Life of a Visual/Graphic Designer

RESPONSIBILITIES

- Create icons, controls and visual elements for UI
- Utilize different kinds of typography
- Create and apply styles
- Create and enforce brand principles

DELIVERABLES

- Mockups
- Style guide
- Graphic files (PNGs, JPGs, etc.)

TOOLS

- Photoshop
- Illustrator
- Sketch

“That button needs to move a couple pixels to the left...”

Visual/Graphic Designer

Front-End Developer

Coder

Day in the Life of a Front-End Developer

RESPONSIBILITIES

Write code to turn the graphic designer's static design into a working, interactive experience

DELIVERABLES

Working, functional code (e.g., web pages)

TOOLS

HTML

CSS

JavaScript

“The JavaScript code will make the interface transitions smooth…”

Front-End Developer

Project Manager

Holds it all together

Day in the Life of a Project Manager

RESPONSIBILITIES

- Oversee team and project from start to finish
- Communicate with business stakeholders
- Translate between business and UX team
- Manage resources, budget and risks

DELIVERABLES

- Final product
- Project plan
- Status updates
- Various communications

TOOLS

- Project management software
- Documents

“That new feature will extend the delivery deadline by two weeks...”

Project Manager

Summary

User Researcher: Advocates for the user

Information Architect: Organizes and labels information

Interaction Designer: Concerned with how the user interacts with, and is informed by, the system

Summary

Visual/Graphic Designer: Concerned with the aesthetics of the site

Front-End Developer: Translates images to code

Project Manager: Manages the team and project from beginning to end

All of these roles will participate in the UX process at some point.

Do I have volunteers?

Coming up next...