

Making Sense of UX and Design in the Enterprise

UX and Design Simplified



Keith Harvey

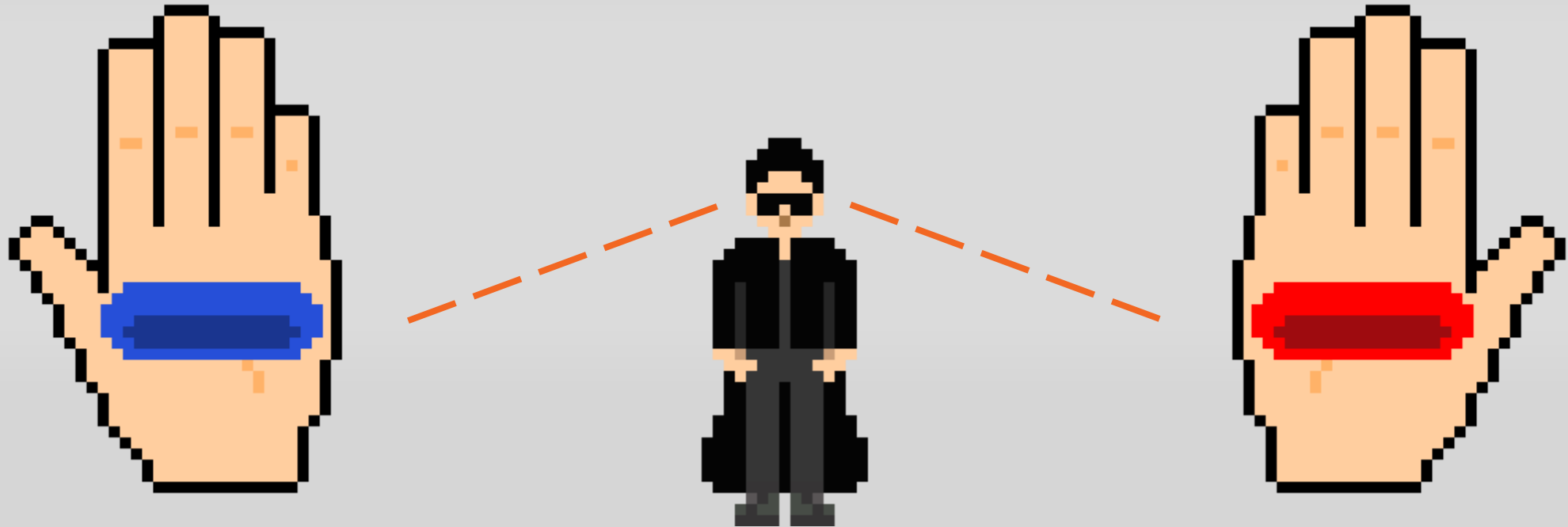
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Making Sense of UX and Design in the Enterprise

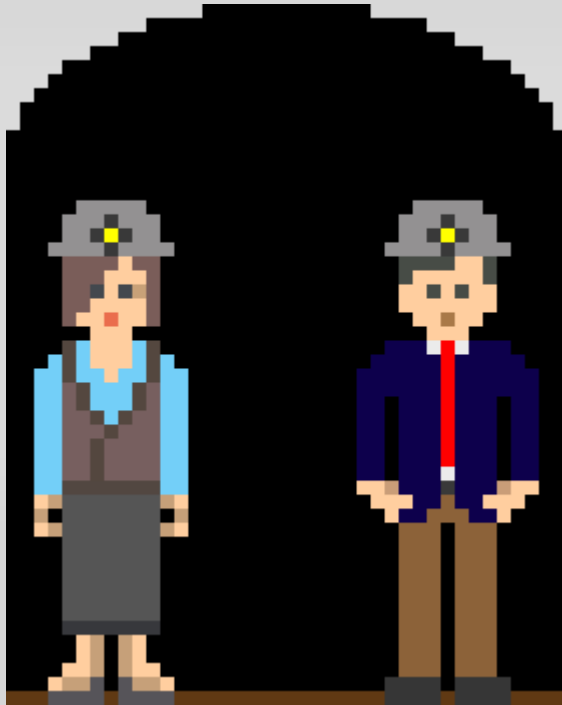
UX and Design Simplified



A New Reality



Three Simple Parts



- What we can observe
- Our desired result
- The deeper meaning

What We Can Observe

“How a person feels about interacting with something.”



User Experience Is...

“How an **employee** feels
about interacting with our
timecard application.”

User Experience Is...

“How a customer feels about interacting with us on the phone.”

User Experience Is...

“How a patient feels about interacting with our front desk.”

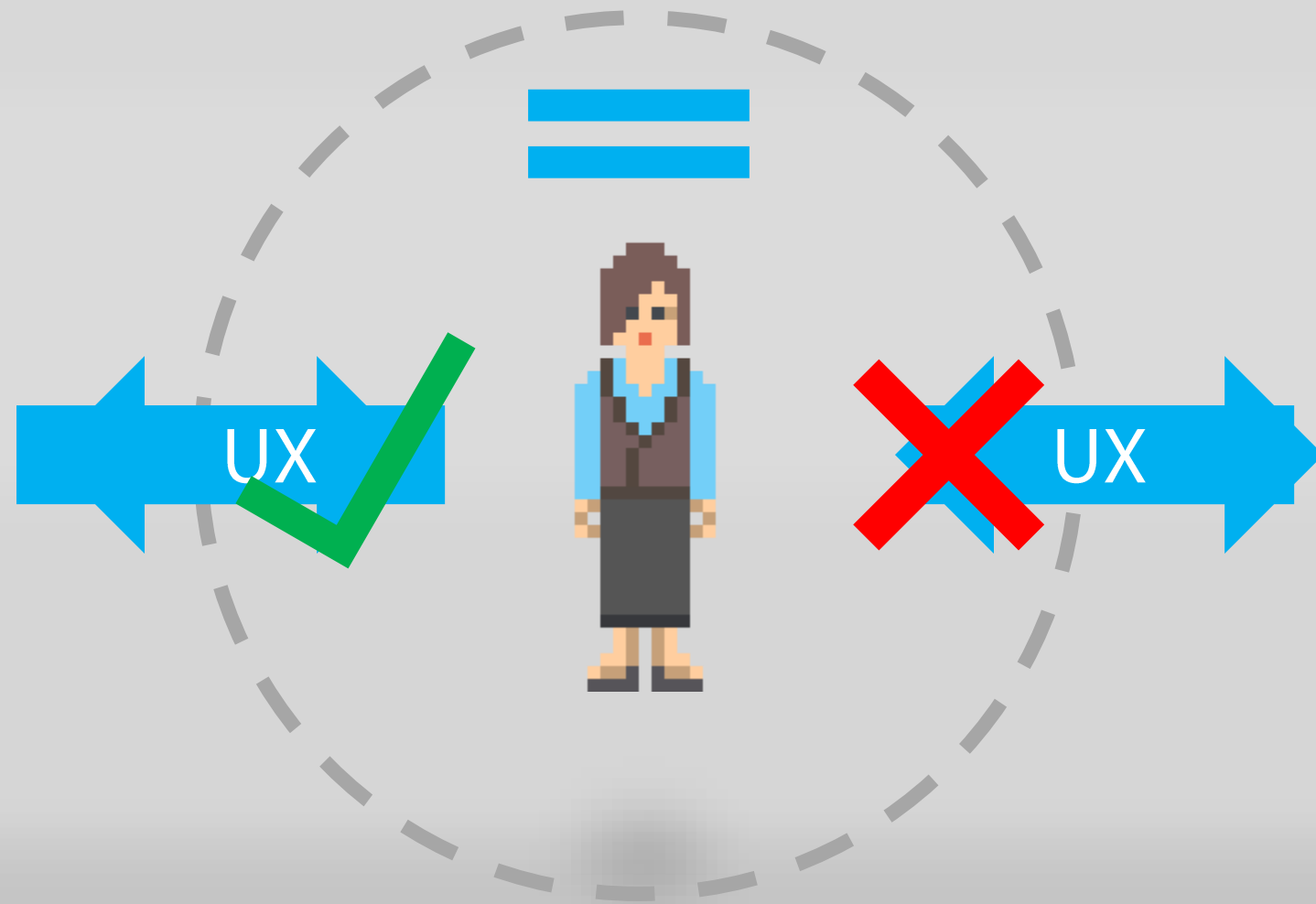
User Experience Is...

“How a **client** feels about
interacting with a
marketing email.”

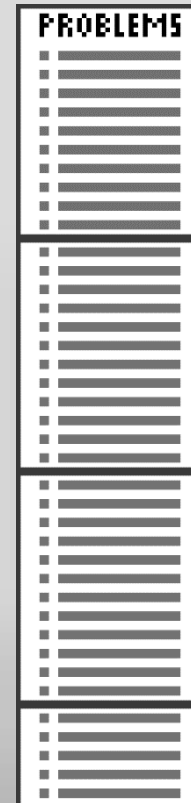
What We Can Observe

“How a person feels about interacting with something.”

We're Surrounded



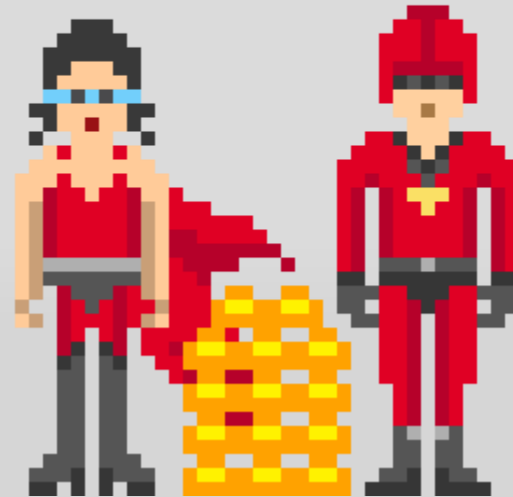
Problems...



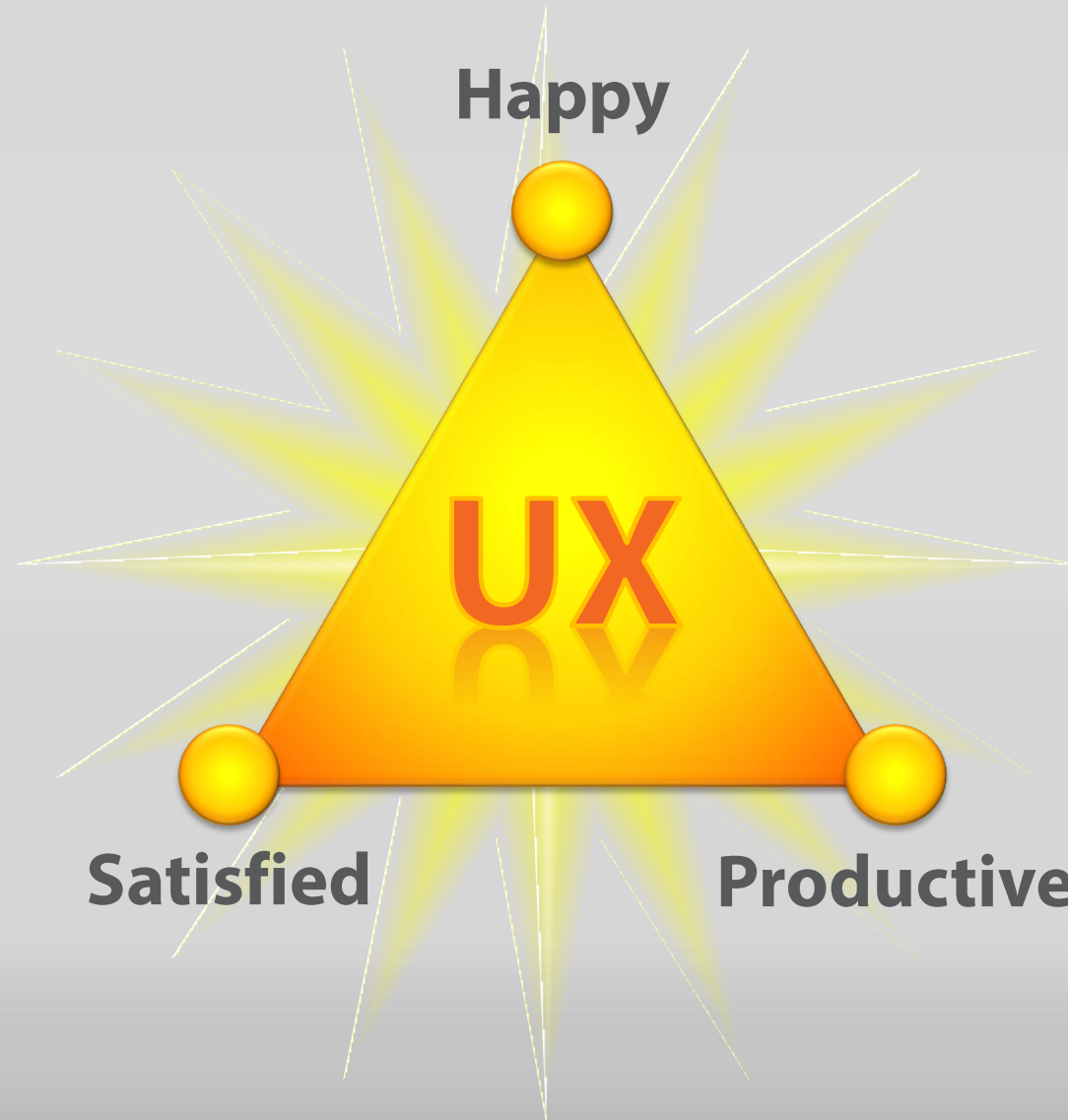
What We Can Observe

“How a person feels about interacting with something.”

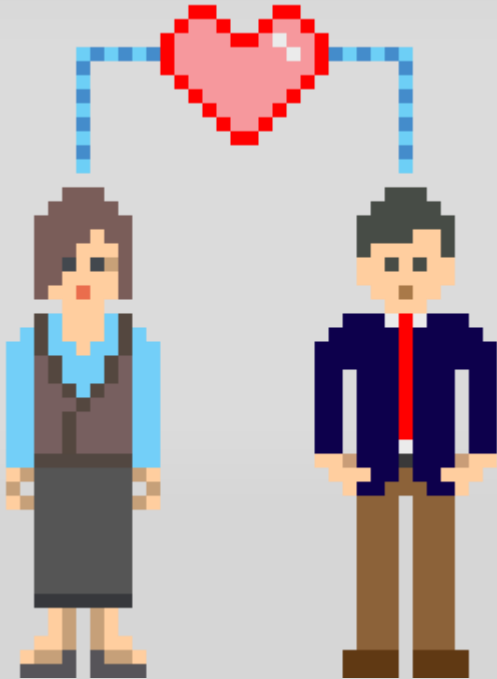
Our Desired Result



Our Desired Result

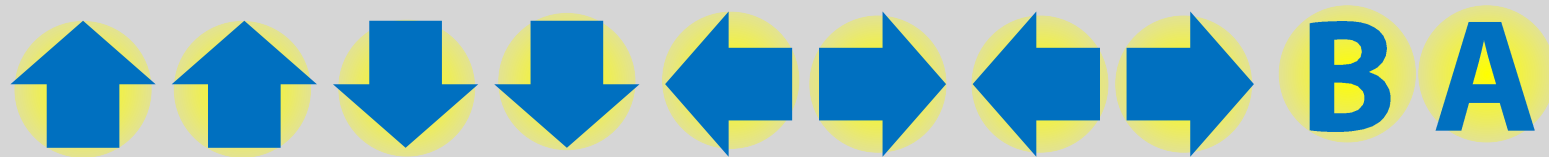
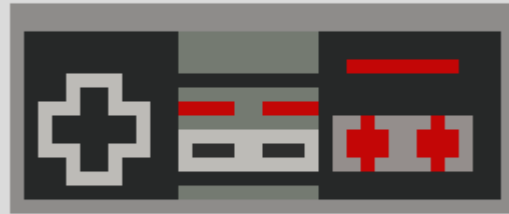


Our Desired Result

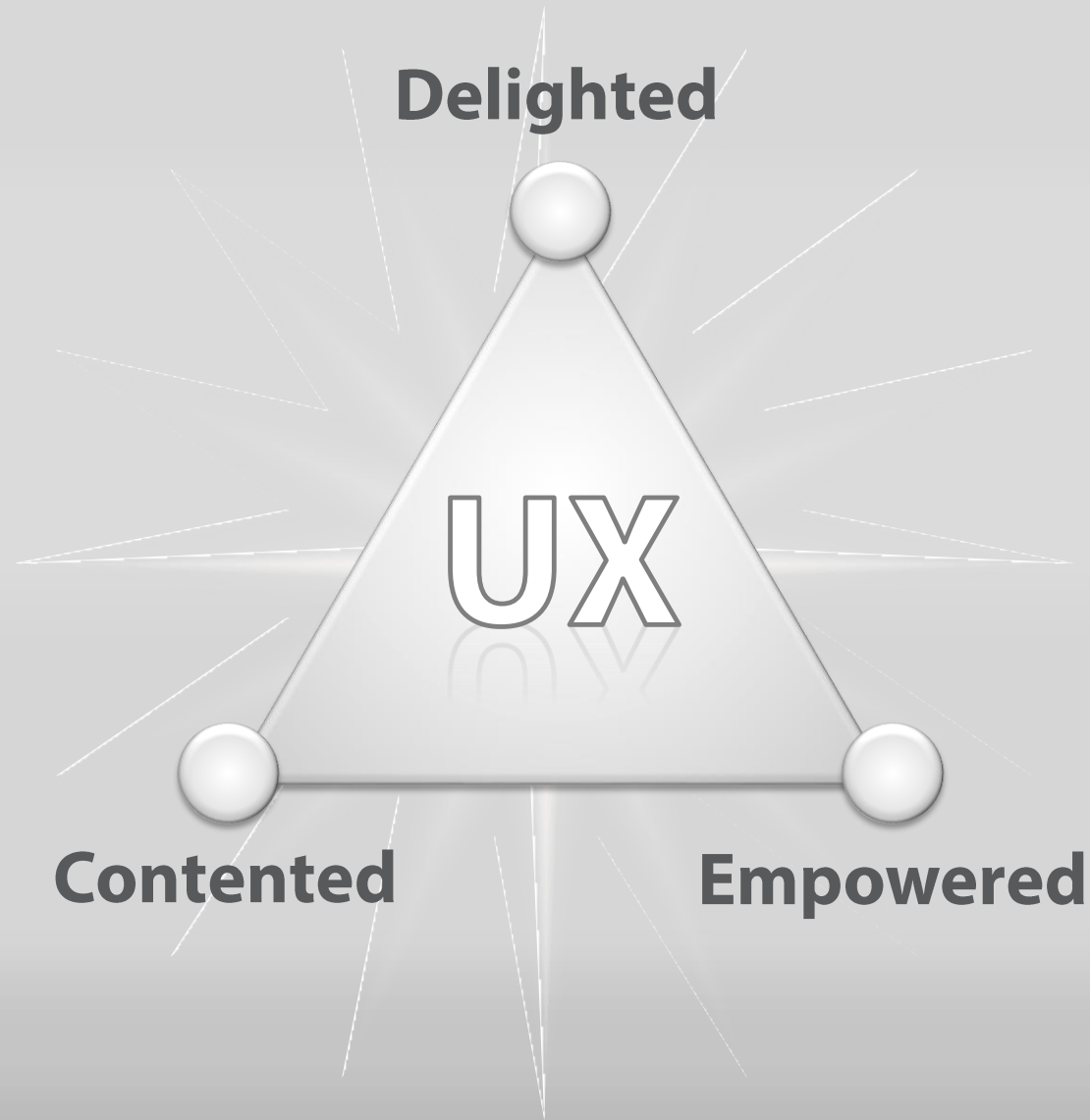


- Happy
 - Good news travels
 - Makes things easier
- Satisfied
 - Increased loyalty
 - Reduced support
 - Ideas vs. complaints
- Productive
 - Most valuable proponents

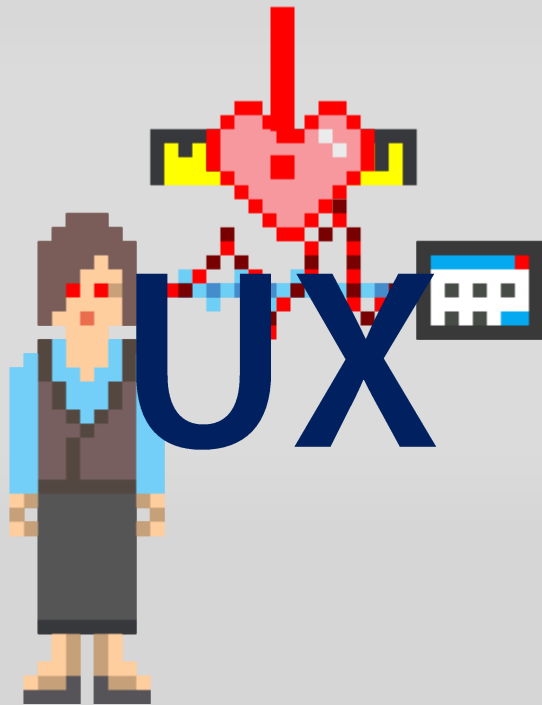
Getting to Great



Our Ultimate Result

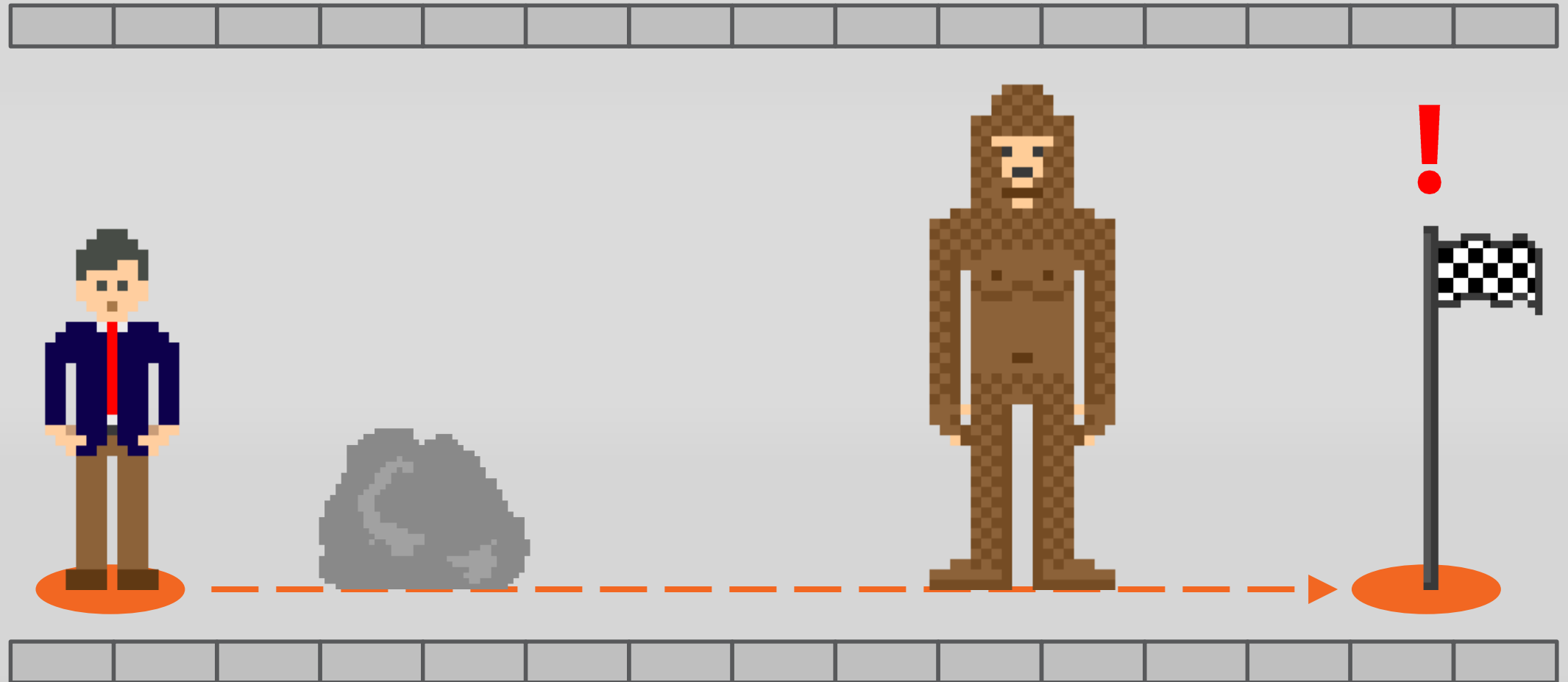


The Deeper Meaning

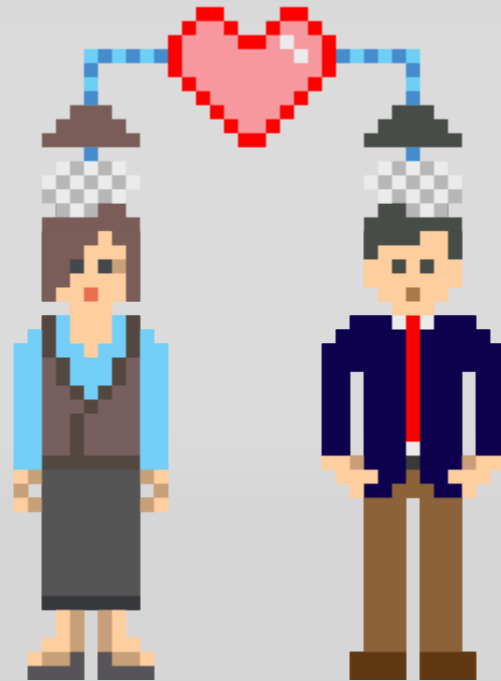


“The measure of
friction between a
user and their goal.”

Goals




Friction

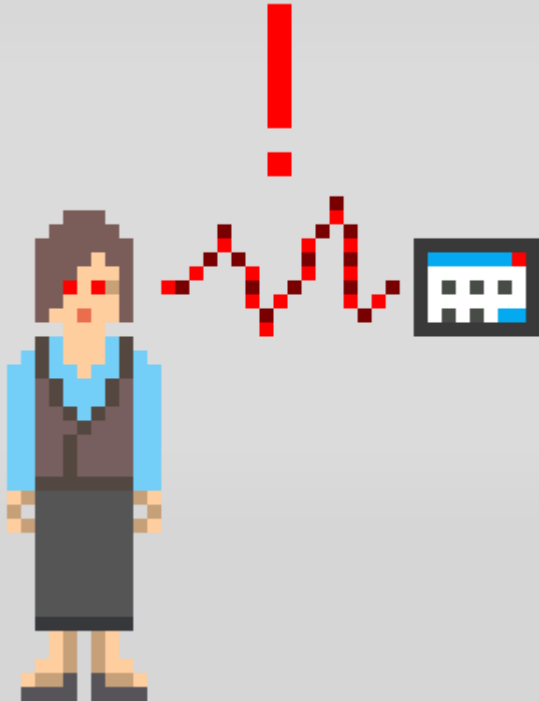


Friction

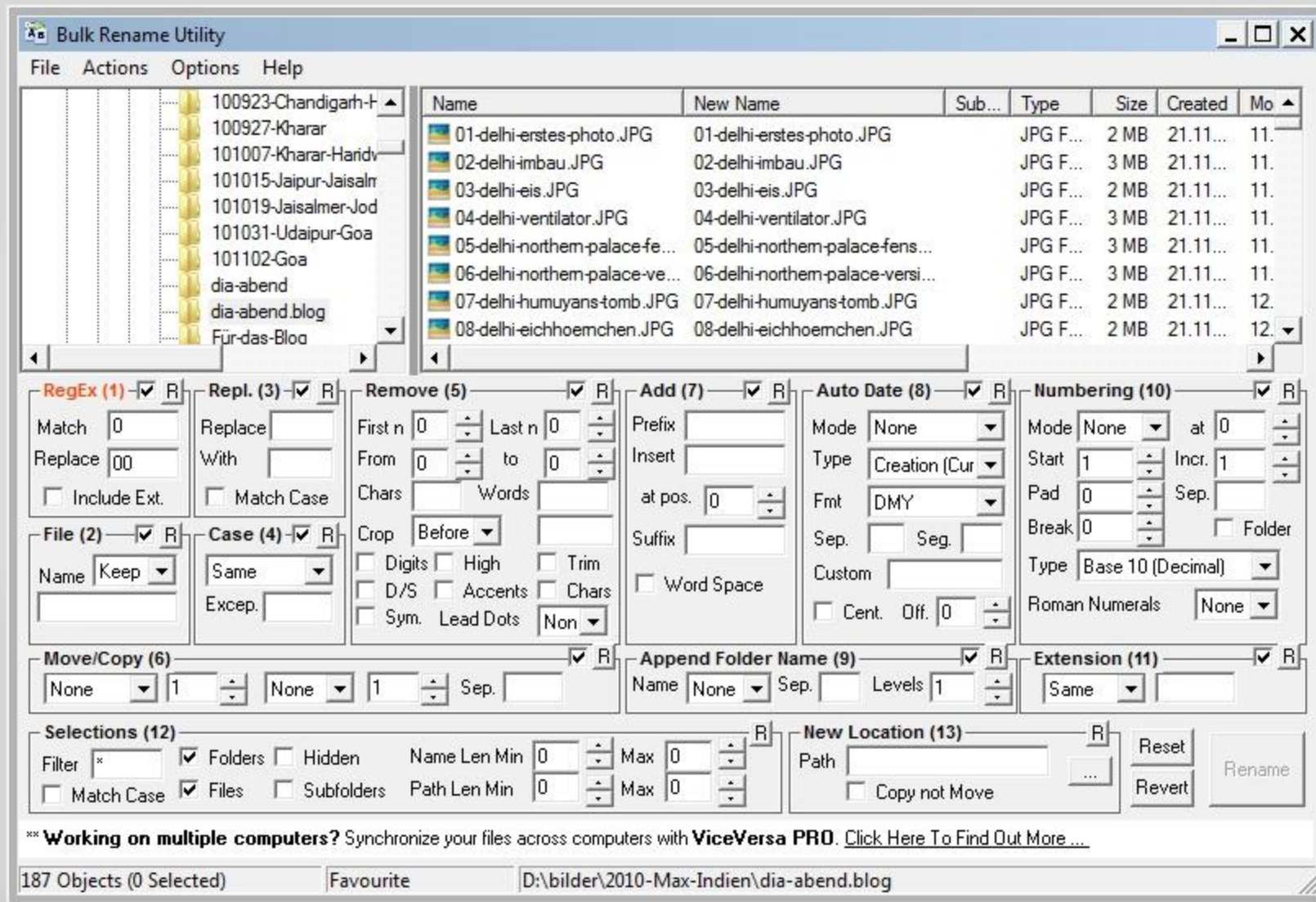


-  Cognitive
 - Making the brain work needlessly
- Emotional
 - Eliciting negative emotions
- Physical
 - Interrupting the physical flow

Cognitive Friction



- Conscious
 - Think
 - Remember
 - Decide
- Subconscious
 - Visual Processing



Design



Design Is...

“The practice of proactive problem solving.”

Elements of Design



- User Centered
- User?
- Goals / Tasks?
- Context?
- Points of Friction?

Review



UX & DESIGN

Review

- We're surrounded by user experiences
- How a person feels about interacting with something
- Happy, Satisfied, Productive
- The measure of friction between a user and their goal
- Cognitive, Emotional, Physical
- The practice of proactive problem solving