ICTE3002 / ICTE5001
Human Computer Interfaces

Introduction

Computing
Curtin University

Job ad - PWC UX Designer Lead

(Source: LinkedIn 10 Jan 2022 and https://www.adzuna.com.au/details/2591380272)

- We are looking for a **Senior UX Lead** to lead a discovery project to understand what work settings and related technology are needed to enhance productivity, engagement, collaboration and effectiveness in a hybrid office/home/client working model.

- **Role and responsibilities:**
  Ensure that all activities are led from an **inclusive**, **human centred design** perspective, first describing **client experience vision**, **business goals** and **success factors** that meet **business strategy** and then defining **functionality**, **navigation**, and **interaction models** that enable an **engaging** and **effective user experience**.

- Create **UX deliverables: personas, user journeys, prototypes, 'light' functional specifications (where necessary), site maps, flows, site audits**, etc.
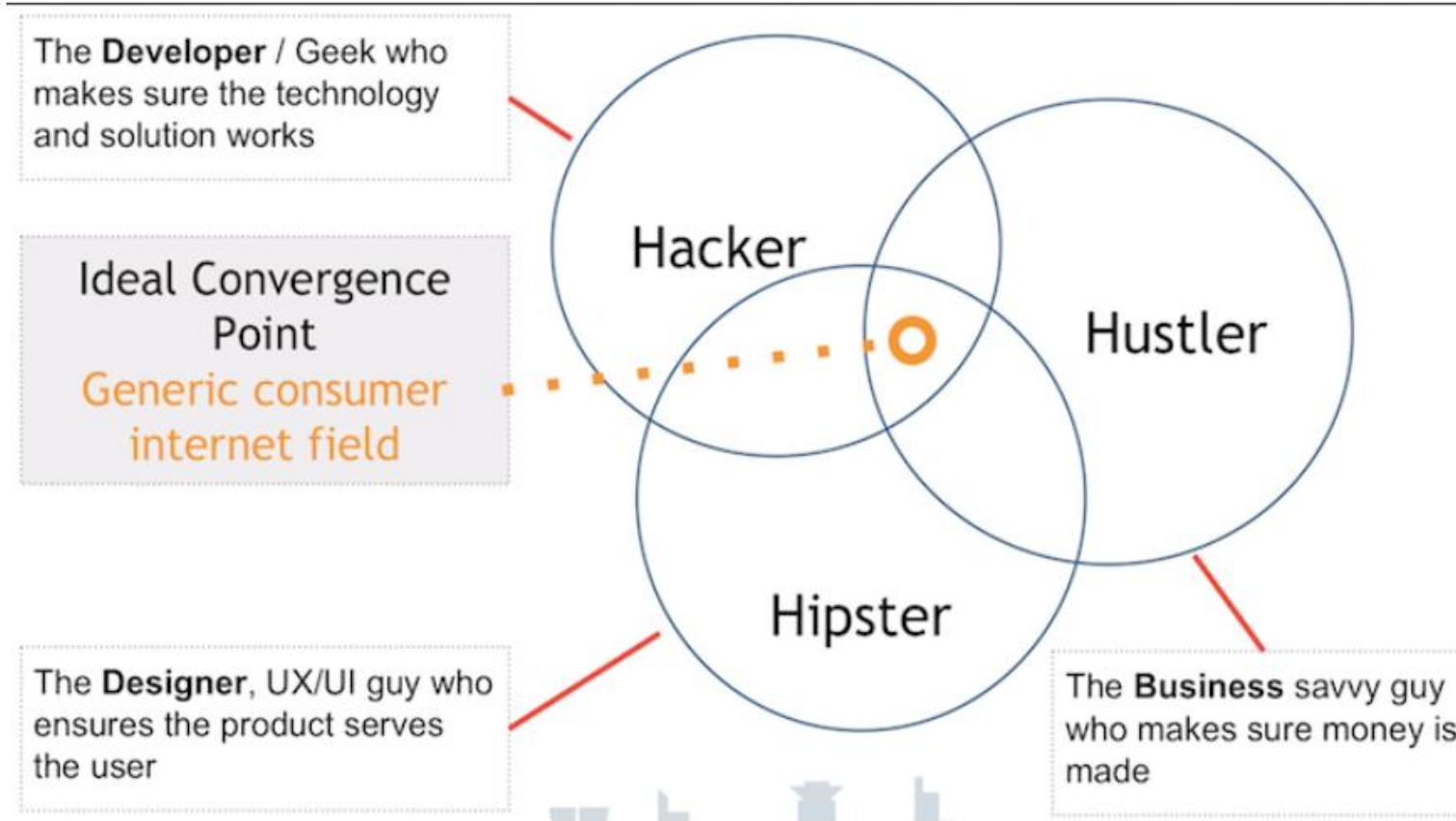
Job ad - PWC UX Designer Lead

(LinkedIn 10 Jan 2022)

About you

You have 10+ years of experience in leading the UX of **large scale websites and applications**. You will have the ability to drive **design thinking** and **agile UX approaches** to enable **lighter, faster, more effective experiences**. You will have strong knowledge of **service design, process design** and **agile-driven activities**, and design of the related program structure. Skills include **research plan design, discovery activities** like **interviews, surveys, content audits, prioritisation, personas, customer journey**s, **information design, prototyping, usability testing and roadmap development**.
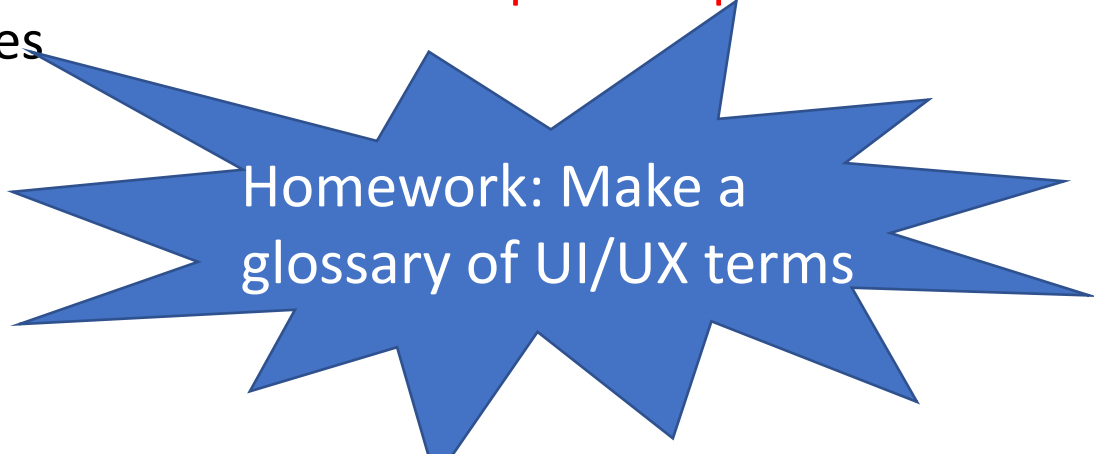
Balanced Teams

Source: Marvin Liao

The **Developer** / Geek who makes sure the technology and solution works

Ideal Convergence Point
Generic consumer internet field

Hacker

Hustler

Hipster

The **Designer**, UX/UI guy who ensures the product serves the user

The **Business** savvy guy who makes sure money is made

Keywords (from PWC UX job ad)

- UI
- User experience
- User-centric
- Design Thinking
- User journey
- Survey
- Interviews
- Websites
- Mobile apps
- Applications

- Agile UX approaches
- Lighter faster, more effective experiences
- Service design
- Process design
- Agile-driven activities
- Research plan design
- Discovery activities
- Interviews
- Content audits

- Prioritisation
- Personas
- Customer journeys
- Information design
- Prototyping
- Usability testing
- Roadmap development

Homework: Make a glossary of UI/UX terms

- **Women's Mentorship Mobile App ~UXDI**
  https://blog.prototypr.io/women-and-women-first-womens-mentorship-mobile-app-uxdi-a1c74bb16ec6

- The art of copywriting:

  https://buffer.com/resources/the-art-of-copywriting/

Design Thinking

- User-centric design
- User studies, surveys

Big UX trends for 2022

- Source: https://online.rmit.edu.au/blog/big-ux-trends-2022

1. Dark mode
2. The Metaverse
3. 3D animations
4. Freelance potential
5. Large screen design
6. Keeping it simple

Miro and Figma Demo

- https://miro.com/app/board/uXjVOWPLicc=/

- https://www.figma.com/file/VEnuWtycqHilyoJ5pVRBmC/Untitled?node-id=0%3A1

Extra homework

- Check out the MERN web stack