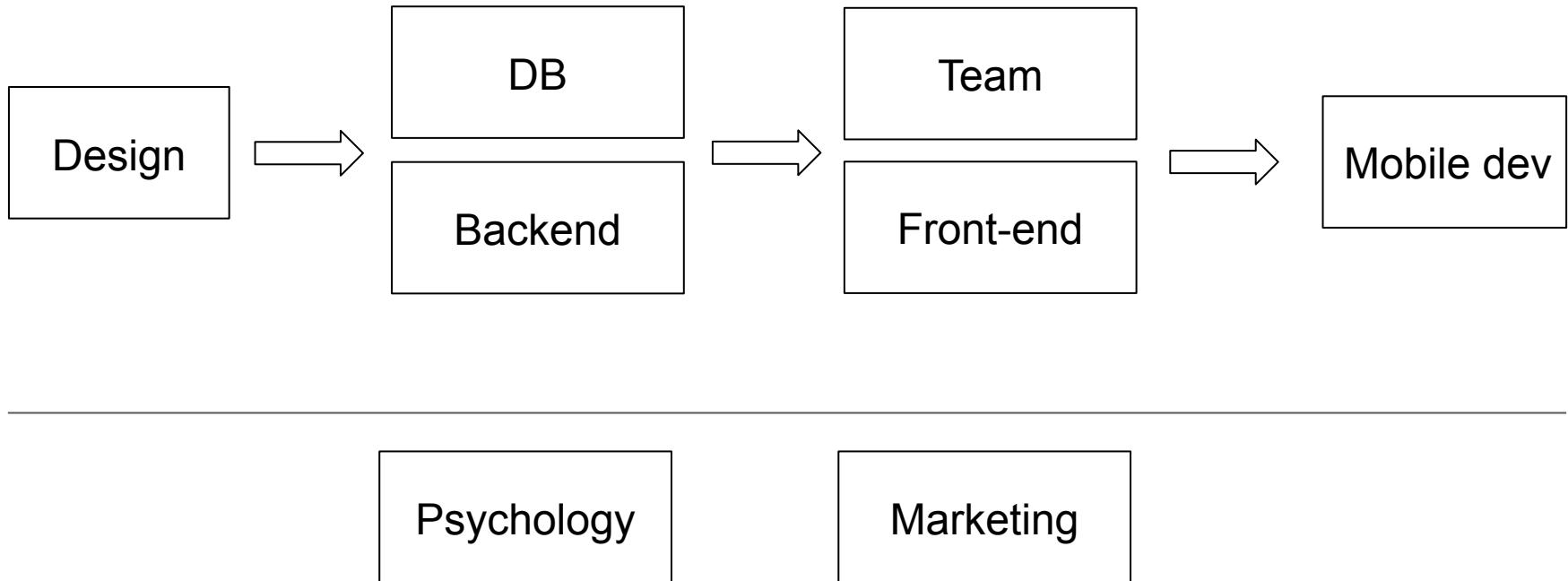


# Our sins against UX

Noemi Rozpara

# What am I doing here?



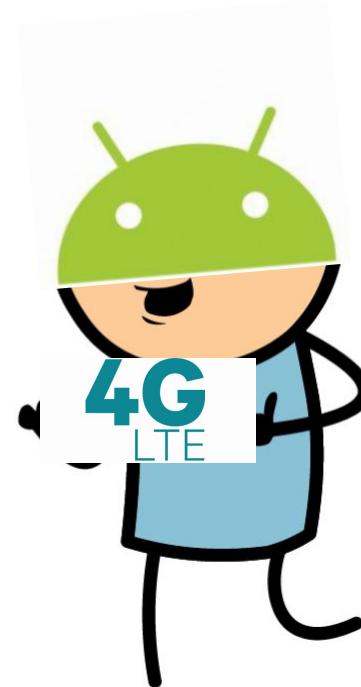
# Once upon a time there was Skycash

The image displays two side-by-side screenshots of the Skycash mobile application interface.

**Screenshot 1 (Left):** The main screen of the Skycash app. At the top, it says "Witaj w skycash". Below that, a message states "Dostęp do Rachunku SkyCash został ograniczony. Zweryfikuj konto!" with a "Zacznij" button. The central balance is shown as "1,21 PLN" under "Twoje Konto". There are three buttons at the bottom: "Wypłata z bankomatu", "Zrób przelew", and "Twoje karty płatnicze". Below these are two rows of icons: "MOBIPARKING", "KOMUNIKACJA MIEJSKA", and "KINO" in the top row; and "BILETY AUTOBUSOWE", "PKP INTERCITY", and "KOŁEJE REGIONALNE" in the bottom row. A "ZAPLANUJ PODRÓŻ" button is also present.

**Screenshot 2 (Right):** A search or filter screen. It has tabs for "Jednorazow", "Okresowe", and "Kontrola". The "Bilet sieciowy" tab is selected. It shows fields for "Liczba osób z taryfą normalną" (0) and "Liczba osób z taryfą ulgową" (0), each with a plus and minus button. Below these is a dropdown for "Rodzaj zniżki" showing "Studenci do 26 lat oraz doktoranci do 35 lat (51%)". A green "Szukaj" button is at the bottom. Below this is a section titled "Wybrany przewoźnik:" showing "Koleje Śląskie" with its logo, and a green "Zmień" button.

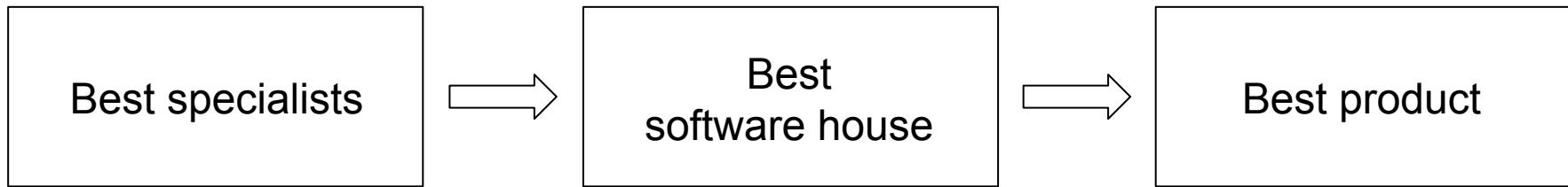
# Good UI = good UX?



# Key questions

1. How programmers, designers and customers can get along?
2. Why our front-end should be like an airport?
3. Who the heck needs UX?
4. How to be always right!

# Money must be made



# It's not easy anymore

SEO

Testing

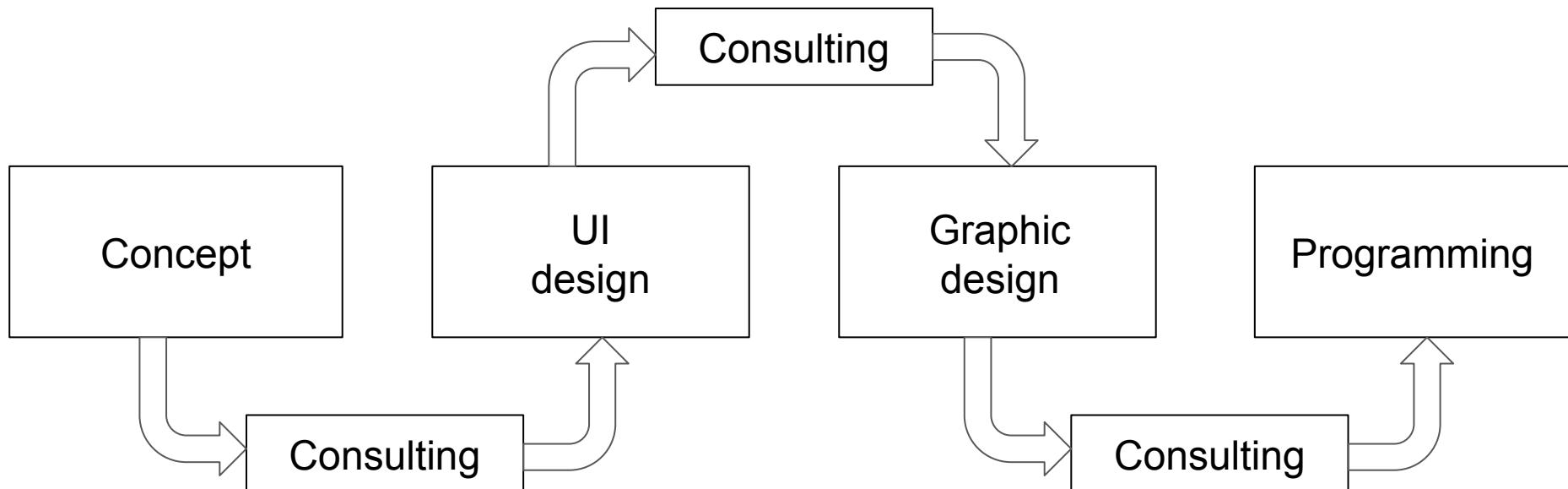
Agile Coaching

Consulting

UI / UX Design

Business Analysis

# Stable system?



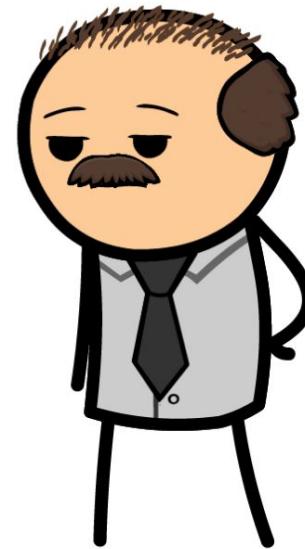
But something is wrong here...



Light Bobs Inc.

# Mr Bob

“Come on, it works...”





weird

## navigation

weird

## navigatio

weird

## navigation

## secondary

## navigation

## secondary

## navigation

secondary

## navigation

## secondary

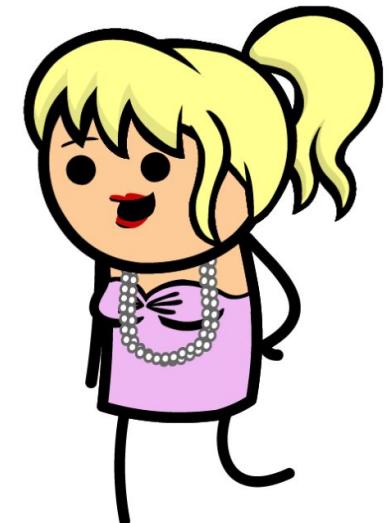
## navigation

# Totally not readable banner



# Ms Linda

“Buy now!” - that’s it!”



# Light Bobs - THE BEST lamps you can ever find!!!



Sale! Sale!



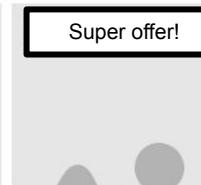
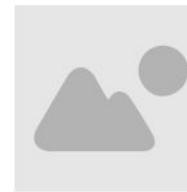
## Buy our lamps NOW!

**GO TO THE  
STORE**

**10 / 10 CUSTOMERS  
RECOMMENDS**

**Buy now!**

Super offer!



# Noah, the designer

“Less Is More”





SIGN WITH FANCY FONT



# Joe, the programmer

“It’s not a Christmas tree”





Navigation

Navigation

Navigation

Navigation

## Light Bobs - Company with good Light



seo phrase seo phrase seo phrase seo phrase seo  
phrase seo phrase seo phrase seo phrase seo phrase seo  
phrase seo phrase seo phrase seo phrase seo phrase seo  
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Link

seo phrase seo phrase seo phrase seo phrase seo  
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Link

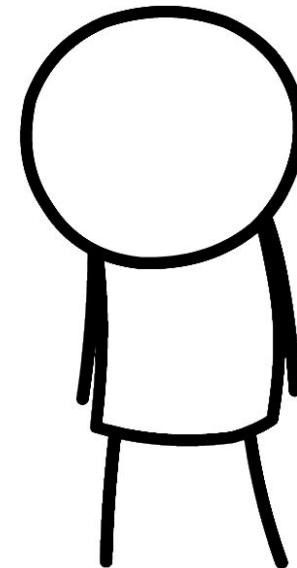


Holistic view is the key

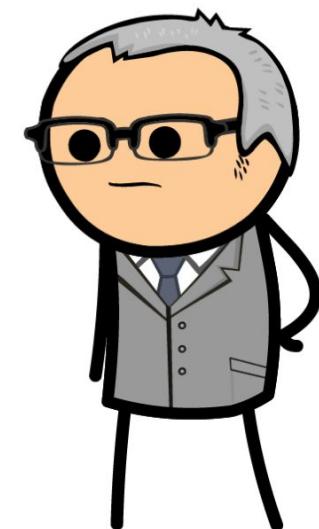
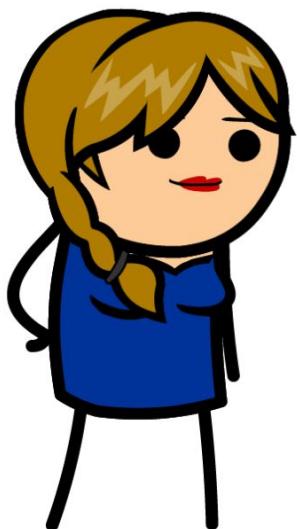
# Key question

Who is our real customer?

**What does he need?**



As much people, the much needs



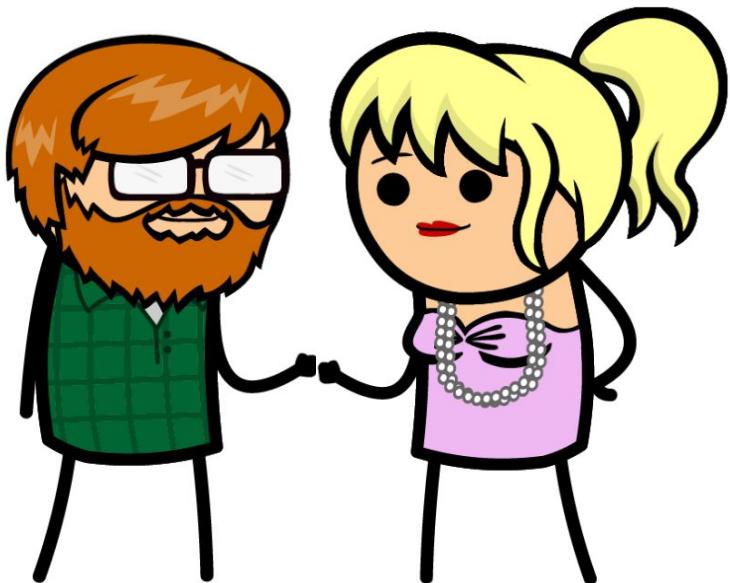
# Noah

“Contrast, labels  
and bigger font”



# Joe and Linda

“Content and appearance  
are equally important”



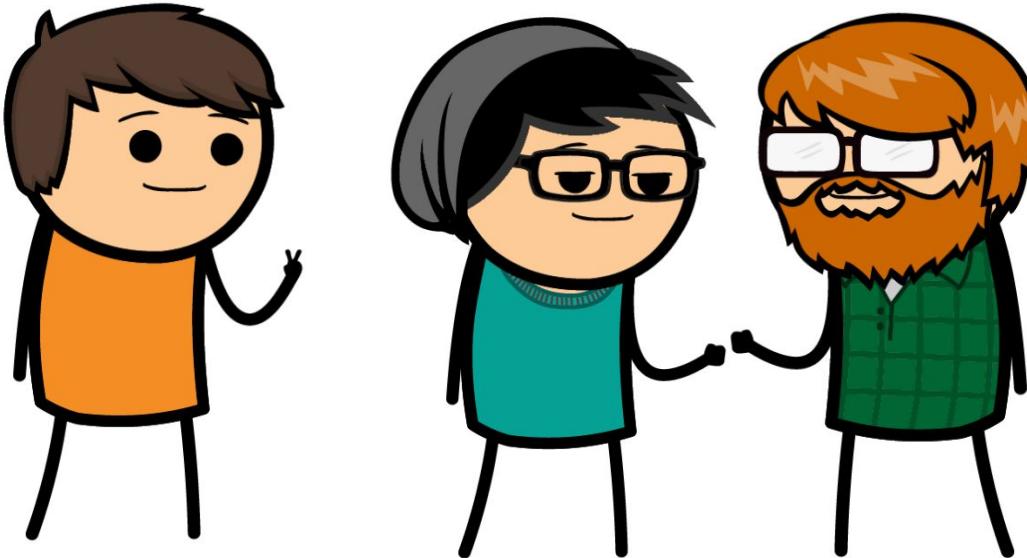
# Bob

“Good assortment is not  
the only factor”



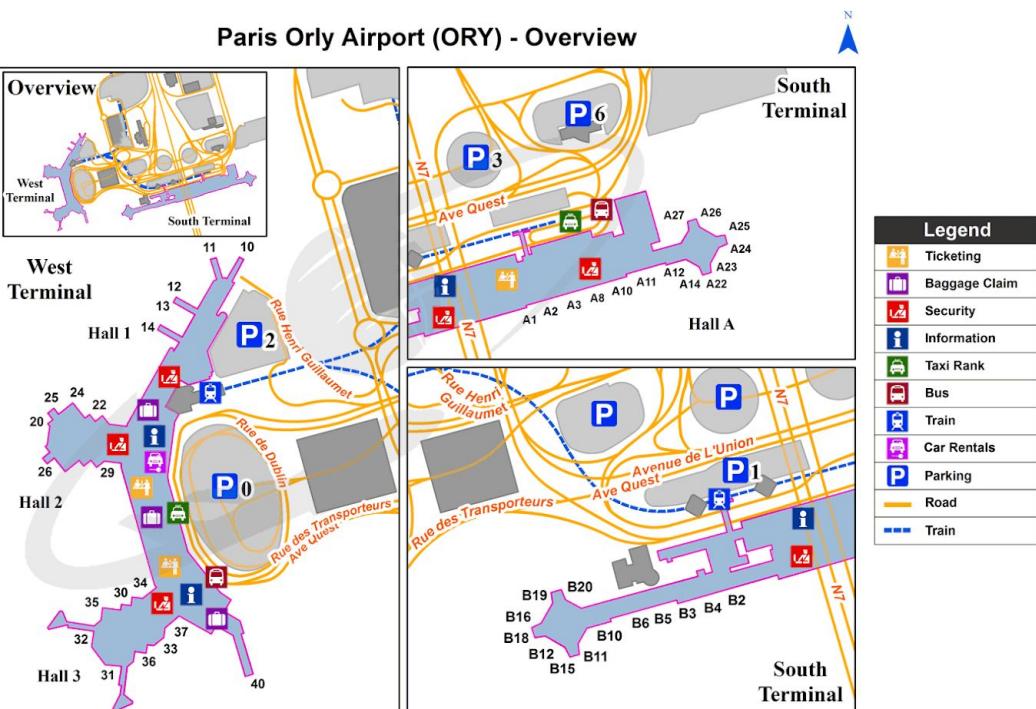
Lived happily ever after

# User's needs as priority - problem solved

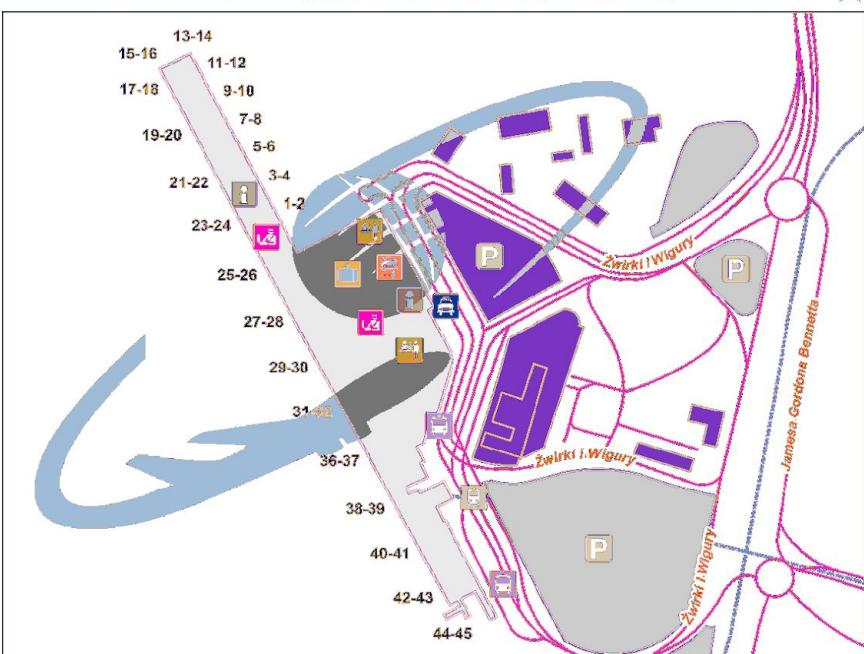


But how to show it in product?

# Always the same scheme ...



**Warsaw Frederic Chopin International Airport (WAW) - Overview**



... doesn't mean the same look



# Interface like an airport

- |                    |               |
|--------------------|---------------|
| 1. Hall            | 1. About      |
| 2. Checkout        | 2. Offer      |
| 3. Luggage control | 3. References |
| 4. ...             | 4. ...        |
| 5. Boarding        | 5. Contact    |

If not funny UI, then how?

# Show initiative

## Potwierdź i zapłać

Metoda płatności:



VISA ....0269

Wykorzystaj kupon

Jak chcesz opłacić tę podróż?



Zapłać w całości

933,70  
zł



Plać mniej z góry

466,85  
zł teraz

Pozostała część (466,85 zł) zostanie pobrana 22 lip. Brak dodatkowych opłat. Dowiedz się więcej



Podziel się kosztami ze znajomymi

Po prostu zapłać swoją część i wyślij swojej grupie link do łatwej płatności. Twój grupa ma 3 dni na uregulowanie płatności. Dowiedz się więcej

Za  
każdą  
osobę  
233,43  
zł

(-) Podziel na 4 sposobyws (+)

4 gości

31 lip 2018 → 3 sie 2018

269,03 zł x 3 dni ⓘ 807,08 zł

Oplata Serwisowa ⓘ 126,62 zł

Łącznie 933,70 zł

Placisz (PLN) 233,41 zł

Placi każdy z pozostałych 3 gości 233,43 zł

Pokaż, jak to działa

Podane opłaty zawierają obowiązujące kursy wymiany.



Elastyczne — bezpłatne  
anulowanie

Anuluj rezerwację w ciągu 48 godzin  
od jej dokonania i uzyskaj pełen zwrot  
kosztów. Więcej szczegółów

“Share your costs  
with friends”



## Zapłata mogła dotyczyć kilku rezerwacji

Zauważaliśmy, że wysłano kilka prośb o rezerwację na Airbnb dla tego samego terminu. **Może nastąpić pobranie za kilka rezerwacji, jeśli wszyscy gospodarze zaakceptują Twoje prośby.**

Jeśli nie zamierzasz zatrzymać się we wszystkich tych ofertach, anuluj prośby, z których nie chcesz skorzystać. Gospodarze będą mieli 24 godziny, by odpowiedzieć na Twoją prośbę nim ta wygaśnie. Jeśli tak się stanie, możesz wysłać nową prośbę.

Anuluj prośbę

---

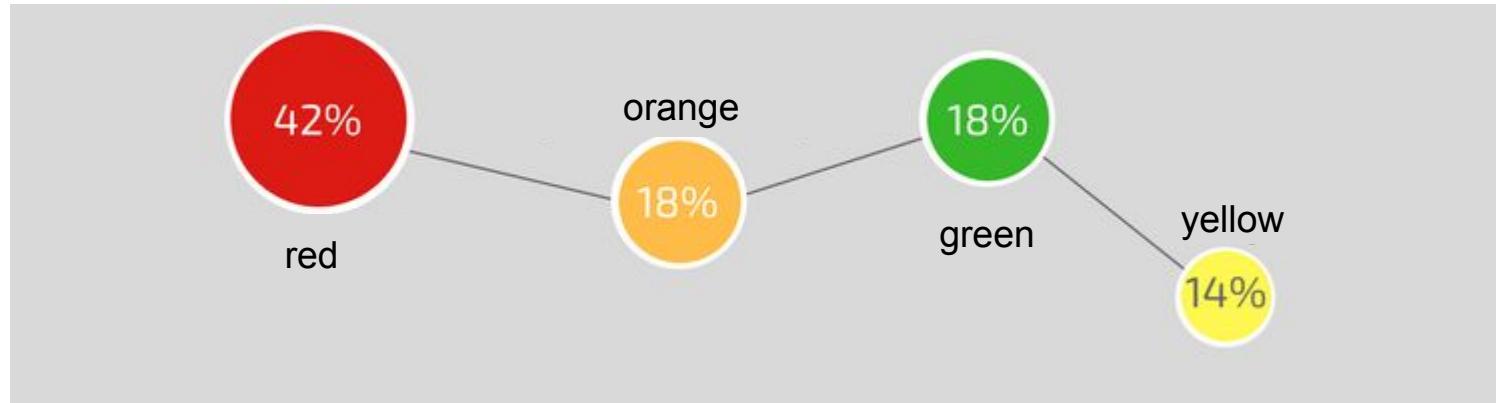
### Często zadawane pytania

[Jak mam anulować prośbę o rezerwację?](#)

[Jak mogę sprawdzić status mojej rezerwacji?](#)

“Payment could concern many reservations”

# Ergonomy is still cool



Don't overgrow form over the content

# KREAKORS ON GREAT WEBSTAES

BOLDEN

=  
MENU

Don't forget about specific needs

# KREKASOOS ON GREAT WEBSITES

BOLDEN



MENU

# WCAG, WAI-ARIA and other clever words

<div>

<div>

<div>

<div>

<div>

<div>

<div>

<div>

Ask yourself

# Developer!

Do you put **all effort you can**, but  
in a **reasonable** way?



# Designer!

Is your inspiration **reliable**?



# Google knows best

“Min. 48x48px” ~Google Accessible Styles

LG G7 (2018) - 563 ppi - 48px = 2.16mm

Xiaomi Mi 8 - 402 ppi - 48px = 3.03mm

# Google knows best x2

≡ MENU    Q

awwwards.

REGISTER / LOG IN    SUBMIT YOUR SITE!

Filter By    AWARDS ▾    BUSINESS & CORPORATE ▾    TAGS ▾    TECHNOLOGIES ▾    COLORS ▾    COUNTRIES ▾    ⚙ RESET FILTERS    ⋮

Examples Of Well Designed Business/ Corporate Websites [Read more](#)    1947 results for 'Business/ Corporate Websites'

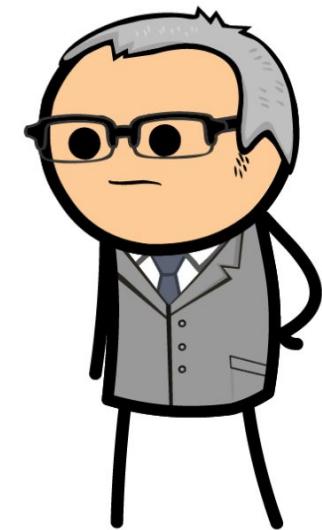
Design in Silicon Valley  
From United States    November 12, 2018  
BY BAUNFIRE    HM DEV SOTD

Signature Element  
From Italy    November 08, 2018  
BY BASILICO    HM DEV SOTD

Euro Decor  
From Russia    November 07, 2018  
BY OKKAPI    HM

# Manager!

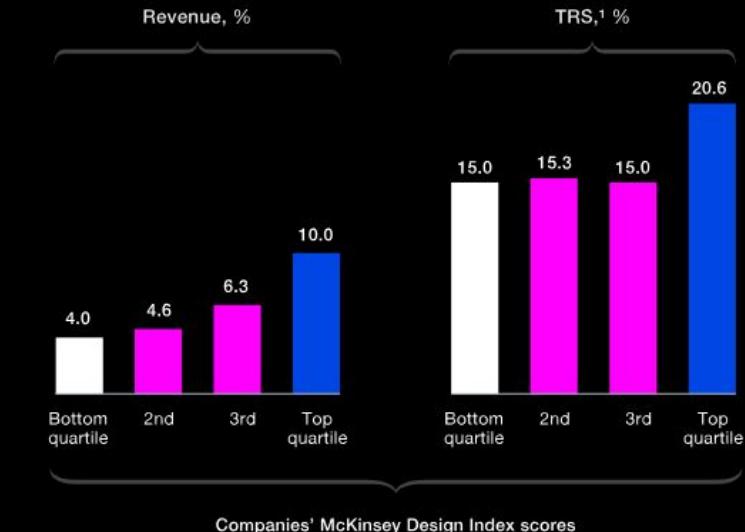
Do you think in **assertive**  
and **perspective** way?



# McKinsey Design Index

1. Analytic design measurement
2. Not splitting digital from physical product
3. Multifunctional teams
4. Testing, self development

Higher McKinsey Design Index scores correlated with higher revenue growth and, for the top quartile, higher returns to shareholders.



<sup>1</sup>Total returns to shareholders.

Be always right!

# A/B testing - the more people the better

This screenshot shows a standard product listing page for the Vancouver 2010 Olympic Store. It features a search bar, a 'Last Minute Gifts' button, and a navigation menu with categories like Clothing, Mascots, Accessories, Collectibles, and Gift Ideas. A banner at the top offers free shipping over \$100 with code 'VANSHIP9'.

## Vancouver 2010 Jackets

**A**

- Mascot Pins
- Mascot Accessories
- Mascot Collectibles
- Mascot Pins

### Collectibles

- Jewellery by Birks
- Pins
- Cards
- VG Caps
- Paralympic Merchandise
- Abriginal Products
- Souvenir Books, Guides and Posters
- Torch Relay
- Winter Games Noisemakers
- Pin Club
- Coca-Cola Products

### Clothing

- Shirts
- Sweaters/Hoodies
- Jackets
- Hats
- Hats
- Canadian Olympic Team
- Abriginal Products
- Paralympic Merchandise
- Towels
- Scanners and Ties
- Nike Olympic Apparel
- Balieve Apparel

### Accessories

- For Your Home
- Bags
- For The Office
- Mobile Devices
- For Your Pet
- Travel
- Kayaks and Canoels



This screenshot shows a product listing page for Vancouver 2010 Jackets, similar to the one above. It includes a sidebar on the right titled 'Most Popular Products' featuring several jacket items with their names and prices.

## Vancouver 2010 Jackets

**B**

- Vancouver 2010 Men's Kermans Track Jacket



\$280.00  
IN STOCK

\$134.00  
IN STOCK

\$145.00  
IN STOCK



\$134.00  
IN STOCK

\$145.00  
IN STOCK

**C**

- Vancouver 2010 Women's Kermans Track Jacket



\$134.00  
IN STOCK

\$145.00  
IN STOCK

**D**

- Vancouver 2010 Women's Kermans Track Jacket



\$134.00  
IN STOCK

\$145.00  
IN STOCK

**E**

- Vancouver 2010 Women's Kermans Track Jacket



\$134.00  
IN STOCK

\$145.00  
IN STOCK

### SHOP WITH CONFIDENCE

Shipping Policy

Return Policy

Easy Returns & Exchanges

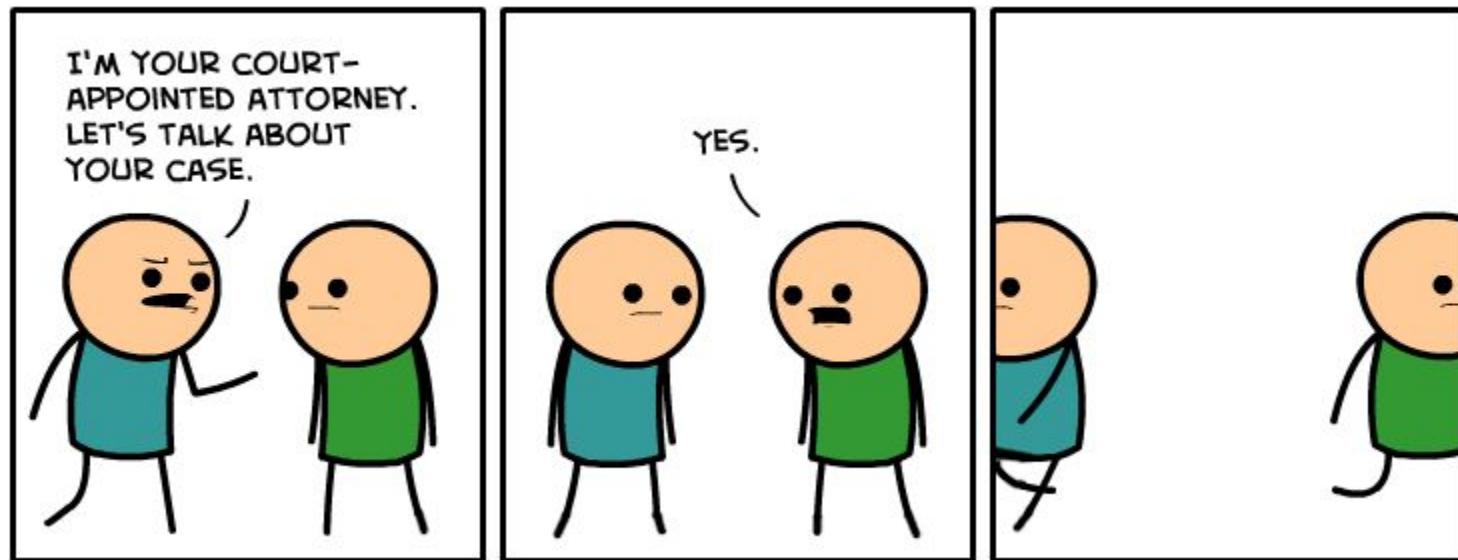
Best 1st Return Policy

Customer Support

# Scenario testing - 5 people = 95% of problems

- ☰ TASK What is your first impression of this web page? What is this page for? Who is the target audience? Browse around for 1-2 minutes providing your feedback. ✎
- ☰ TASK Find a black skirt, medium size up to \$50. ✎
- ☰ RATING How easy was to find it? ✎

# Simple conversation



Application without context doesn't make sense

# Remember!

1. Every stage of product delivery has impact on final UX
2. Communication > telling the other department is guilty
3. Fitting the product to the needs creates its value

# Thank you!



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