

Integrated UX Design – A practical approach

Maria Reyf
UX/UI Designer, AT&T



HVTECHFESTIVAL
Technology Driven Economic Development

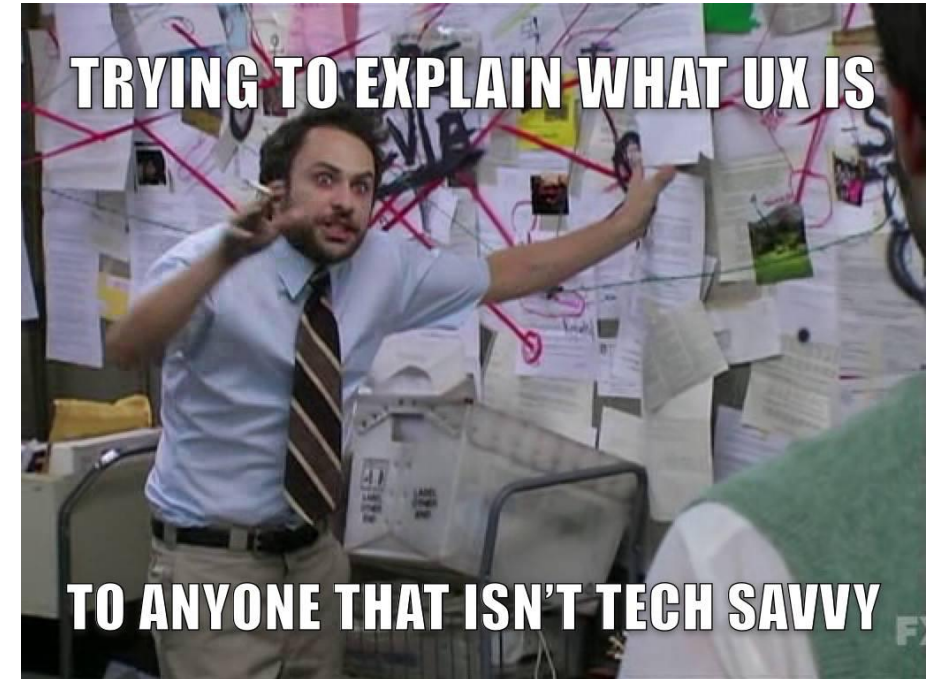
What is UX

- There are many definitions of User Experience

Google:

“The overall experience of a person using a product such as a website or computer application, especially in terms of how easy or pleasing it is to use.”

- Definitions of UX evolve around the user and his experience
- Applied UX process:



Collection of **tasks and processes** that are geared towards creating a pleasing and easy to use product, website or software

Image source: <https://www.facebook.com/uxmemes/photos/a.211868506220490/211868462887161/?type=1&theater>



HVTECHFEST

2019

Every process in IT is a UX process

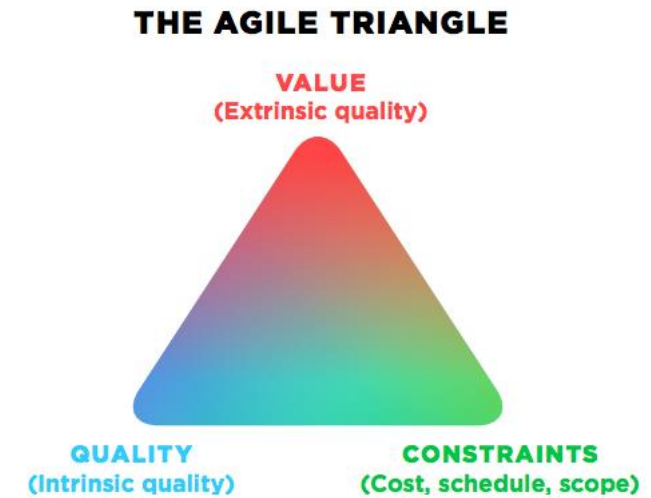
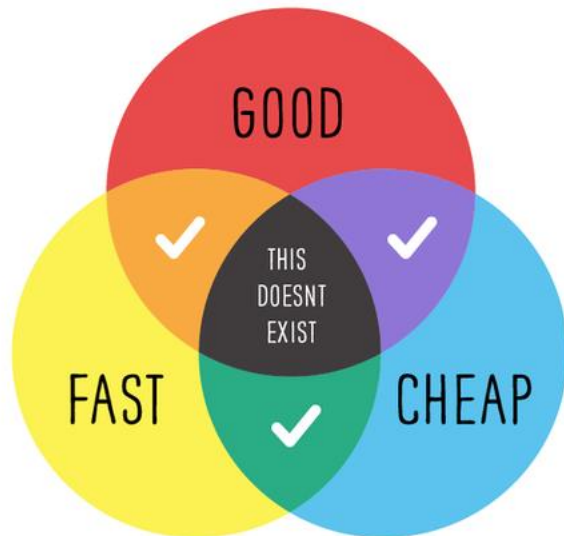
Why everybody needs UX

- Main goal of a successful UX process is to solve the **Problem** of the **Client** in a way, that is pleasing to the **User** and doable by the **Development team** in a given timeframe.
 - Therefore -every UX process evolves around the main stakeholders:
Users - Client - Development team
 - And starts with
Identifying a **Problem**
- IF you are dealing with these variables in your job or business – if feels like trying to please everyone.
- UX process can help! – Focus on what's important to your user.



Why please everyone?

Because 'Pick any two' no longer applies



Focus on Value instead!

Image source: https://medium.com/@devsociety_/good-cheap-fast-pick-two-and-how-ngos-can-play-the-triangle-like-a-pro-20d1380884a8, <https://dzone.com/articles/who-owns-quality-in-agile>



HVTECHFEST

2019

Empathy as corner stone of a UX process

Design Thinking hype

- You heard about Design Thinking and Empathy
- How can you apply Empathy to any part of the IT process.



Image source: <http://ru.memegenerator.net/instance/52922656/whats-your-problem-joe-pesci-you-were-serious-about-dat>



HVTECHFEST

2019

Identify the problem

- Common Concept:
 - UX problems are user centric
- However:
 - Problem originates with the Client
- Client can be:

Business owner (small –
mid size Business)



Business department,
Product owner
(corporation)



It department
(technical need for a
feature, need UI)



Stand alone
professional (Resume
page, Lawyer,



Anybody else



HVTECHFEST

2019

Find the right problem

- Problem Statements can include
 - redesign
 - new business , new website
 - lost access to website bad reviews, bad reputation on social media
 - need to add features
 - system development cycle
 - Anything else

Solutions are not always what they seem
e.g. designing a web site is not always what's needed, even if
this is the ask



But what about the User

- User is often not represented in the process
- No matter your role in the process – you can do UX
- Be the users advocate !
- Learn about the users:
 - Learn about users
 - In client interview – ask if you can interview the clients
 - Do your own interviews
 - Ask friends, relatives, coworkers how they use similar application
 - Create rough, informal user personas



Image source: <https://www.imdb.com/title/tt0103241/mediaviewer/rm4125041152>



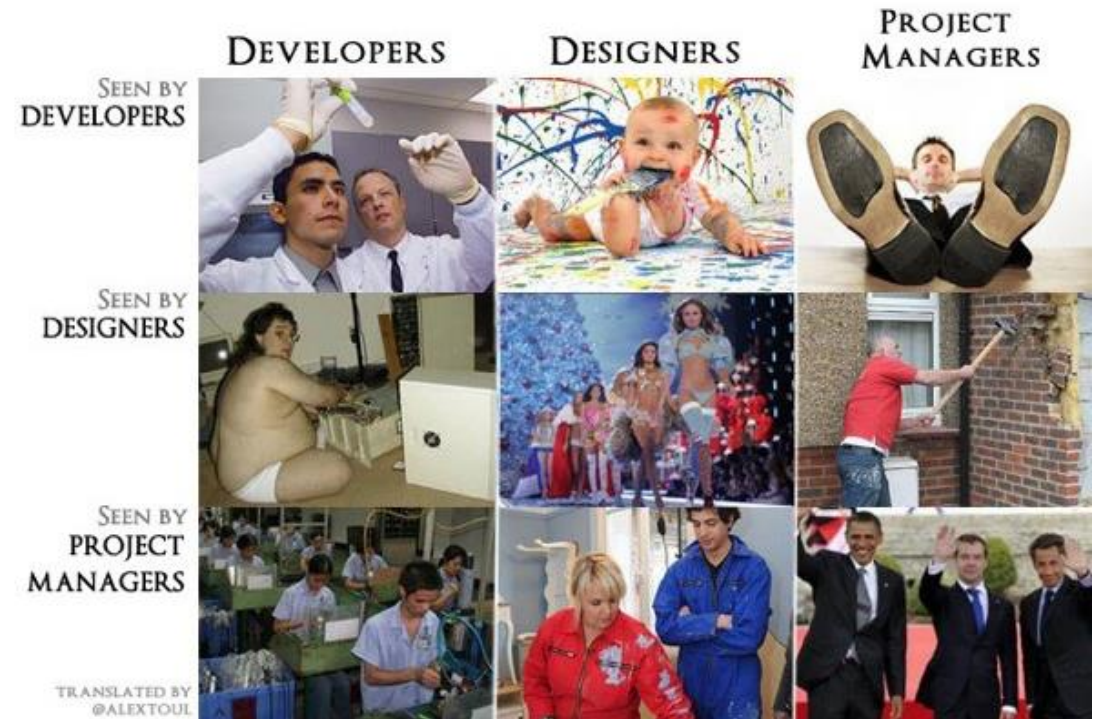
HVTECHFEST

2019

Why consider development

I am a designer, why learn about Development?

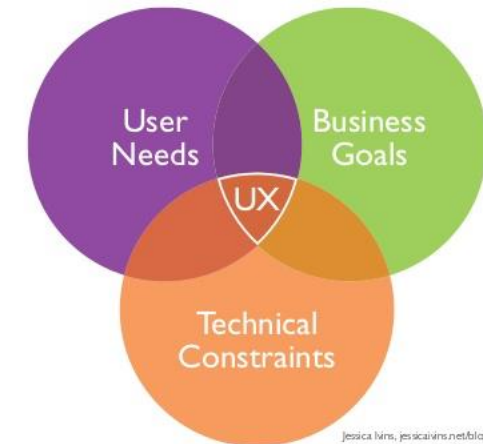
- Developers are your users too!
 - They consume the design documents you produce
 - Your documents must consider ease of use for development team
- Your problem solution needs to be 'doable'
 - If you suggest designs that please the user and client but can't be 'done' on time and budget – everybody gets frustrated!



So what about wireframes?

- Myth:
UX designers only make wireframes
 - As you can see anybody can be a Client or a User
 - Development teams need to understand intended behavior
 - Business owners need visual cues
 - Custom problems require custom solutions
 - Problems solved by any means necessary
 - a luxury brand wants a more appealing image – sophisticated UI design more important than user flow

UX, the Sweet Spot!



Questions?

mariareyf@yahoo.com

