

The Change of UX

Has it changed?

The Change of UX

Welcome!

Who we are

The four chapters:

1. UX has a usability problem
2. UX is powerful
3. The journey of UX – where does it come from, where will it go?
4. The power of UX with new technologies

Who we are ...

Who we are..



Maya

- Audio Engineer (Tonmeister)
- Film Post Production
- Customer Service
- UI Planning/Development
- Innovation Management
- UX Management (Studies)
- UX Consultant

Ines

- Information Design
- User Research
- Interaction Design for medical, games, business, industrial
- Different technologies
Web, Mobile, Custom Screens, AR
- UX Consultant

Why?

The four chapters:

1. UX has a usability problem

2. UX is powerful

3. The journey of UX

4. The power of UX with new technologies

1. UX has a usability problem!

The meaning of

EXPERIENCE

(self-awareness, esoteric, psychodelic)

DESIGN

(art, something drawn)

in German-speaking-Countries

Many newcomers to the field have the impression that pretty pixels are what UX design means. This couldn't be further from the truth.

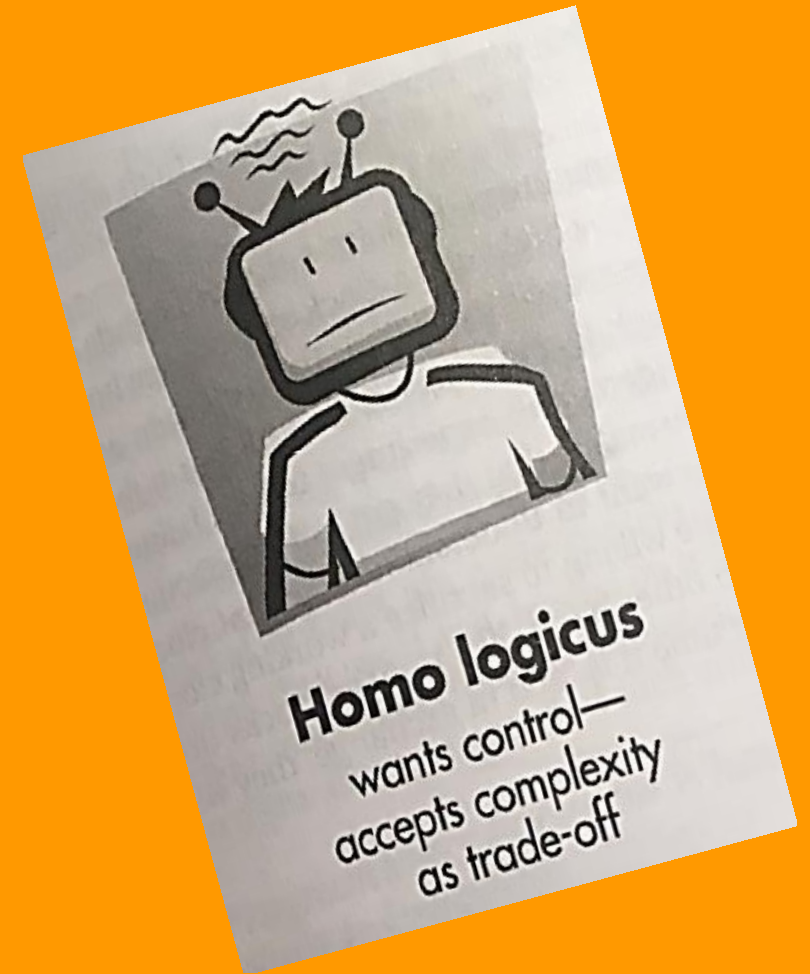
[UX-Trend-Report-2019.pdf](#)

We work differently!

...than most developers (homo logicus).

We use creativity methods and prefer interdisciplinary teams for achieving goals iteratively.

This is hardly imaginable for people who work alone, sitting at their table, within very structured timeframes and fixed hierarchies.

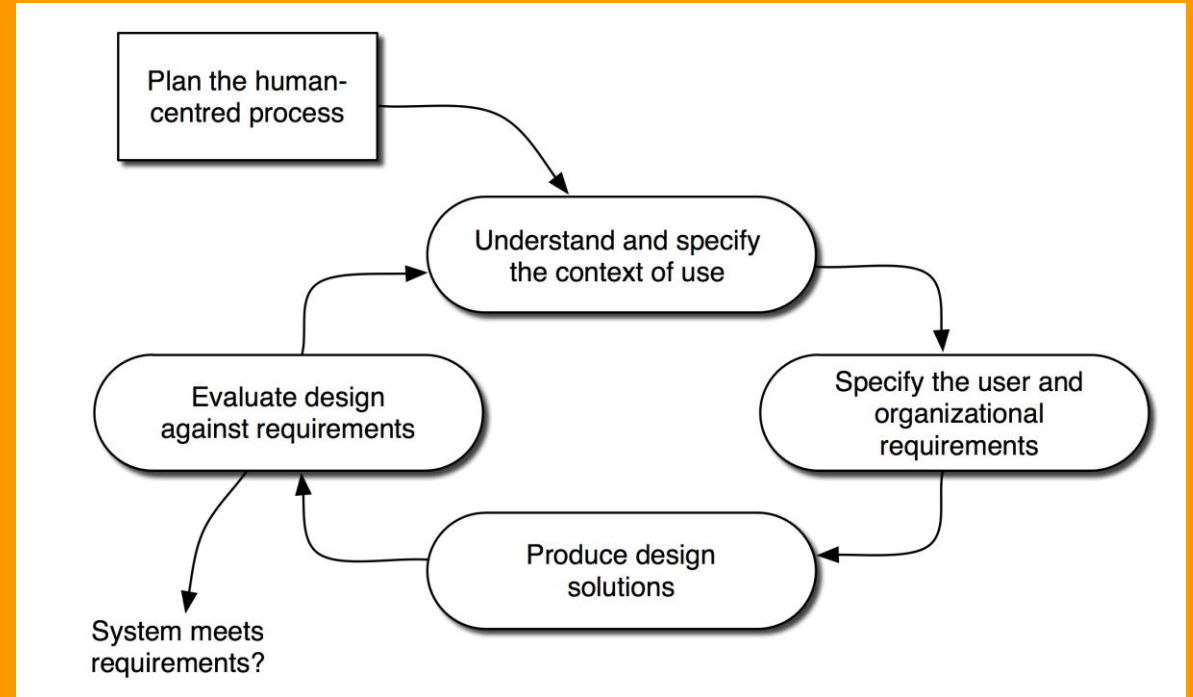


Alan Cooper, The inmates are running the asylum

We want to be scientific!

We are used to speak about our processes and methods.

Our users (clients) get overwhelmed.



We have so many job titles!

It's very hard for companies to get
the right person for its problem.



- Conceptual design
- Usability engineer
- Visual designer
- Web designer
- User researcher
- Interaction designer
- Customer experience manager
- User experience designer
- User experience manager
- Requirement engineer
- Business experience
- Business analyst
- Information architect
- Information designer
- Media designer
- Human experience designer

We are not magical unicorns!

What works in US America doesn't work in Europe.

Magical unicorns belong into movies.

Business and industry need craftsmanship and problemsolving.



Don't use the words „easy, magic, cool“ for describing your work!

2. UX is powerful

Powerful UX is achieved by teamwork

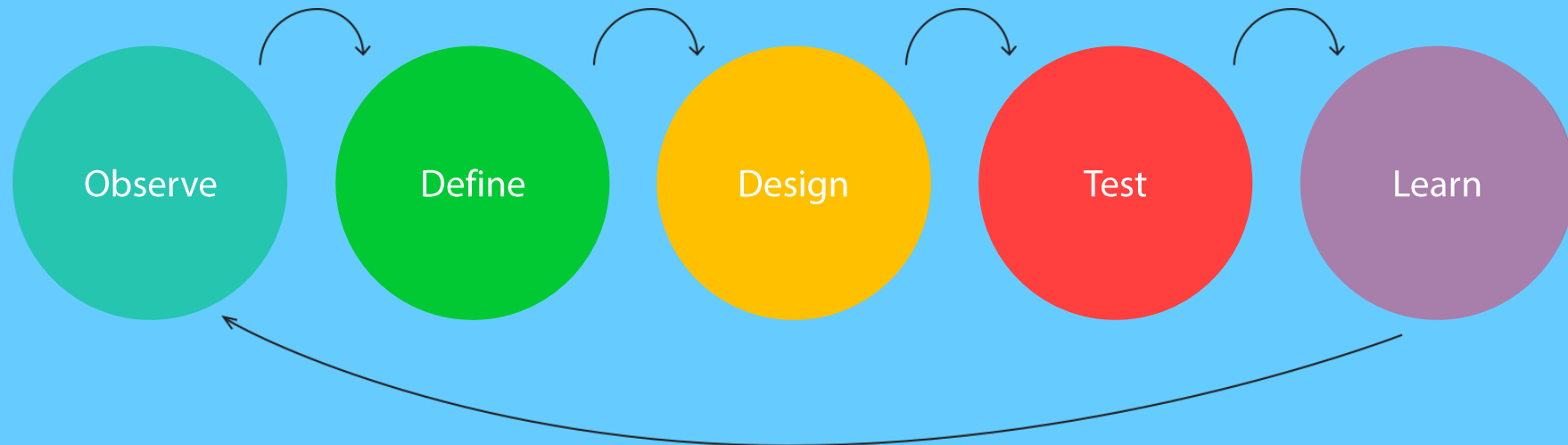
“Interaction designers love to do the tasks that programmers don’t like, like observing and interviewing users, and negotiating with managers. Interaction designers can make sense of human behavior in the same way that a programmer can make sense of a computer’s behavior.”

Alan Cooper, 2008 (<https://medium.com/@MrAlanCooper/how-far-have-we-come-792a80625c94>)

Powerful UX is simple

User Centered Design = Observe / Define / Design / Test / Learn

→ UCD is similar to how young kids explore the world and learn



Powerful UX is demanded from educated users

User and customers did not become more convenient BUT more self-assured and quality conscious

Users expect technology to be supportive, instead of being an obstacle or overly complex



Alan Cooper, 1999, „The inmates are running the asylum...“

How can we (UX community) drive powerful UX?

- Work in teams – don't be a lonewolf
- Train your team in UX – don't remain the only „expert“
- Spread UX knowledge to all directions
 - team – management – customer – end user

3. The journey of UX

Where does the term UX come from?

“I invented the term because I thought human interface and usability were too narrow. I wanted to cover all aspects of the person’s experience with the system including industrial design, graphics, the interface, the physical interaction, and the manual.”

Don Norman 1990

<https://adaptivepath.org/ideas/e000862/>

The History of UX

1940

Human Machine Interaction - 1940

ISO 6385 - 1987
Ergonomic principles in the design of work systems

1980

Customer Experience Design ~1980
Service Design - 1982
Human Computer Interaction - 1983
Interaction Design - 1984

1990

User Experience Design - 1990

Usability Engineering - 1993

ISO 13407 - 1999
1999 Human-centred design processes for interactive systems

ISO 9241-210:2010
Ergonomics of human-system interaction
Part 210: Human-centred design for interactive systems

2019

..?

UX

UX has always been

Requirements Engineering

Process optimization

Drives change

UX becomes more and more

Entertaining

Beautiful

Subtle

Human

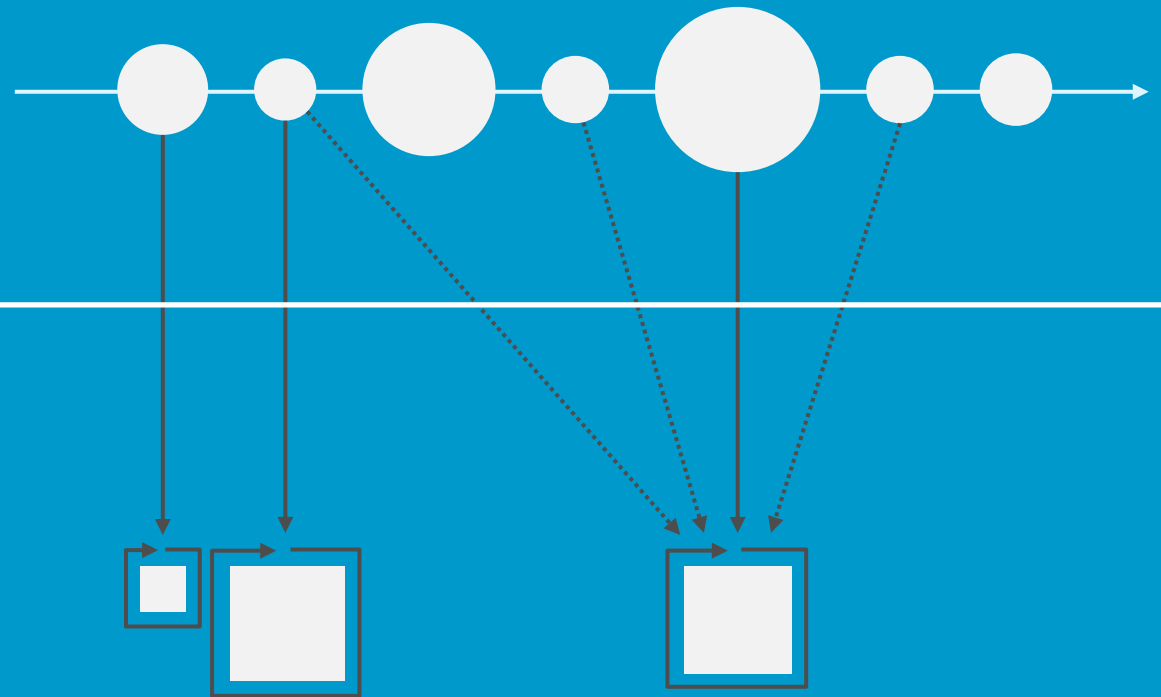
A part of every days life

CX – Will this be the new UX?

Or do we just change the angle of view?

CX

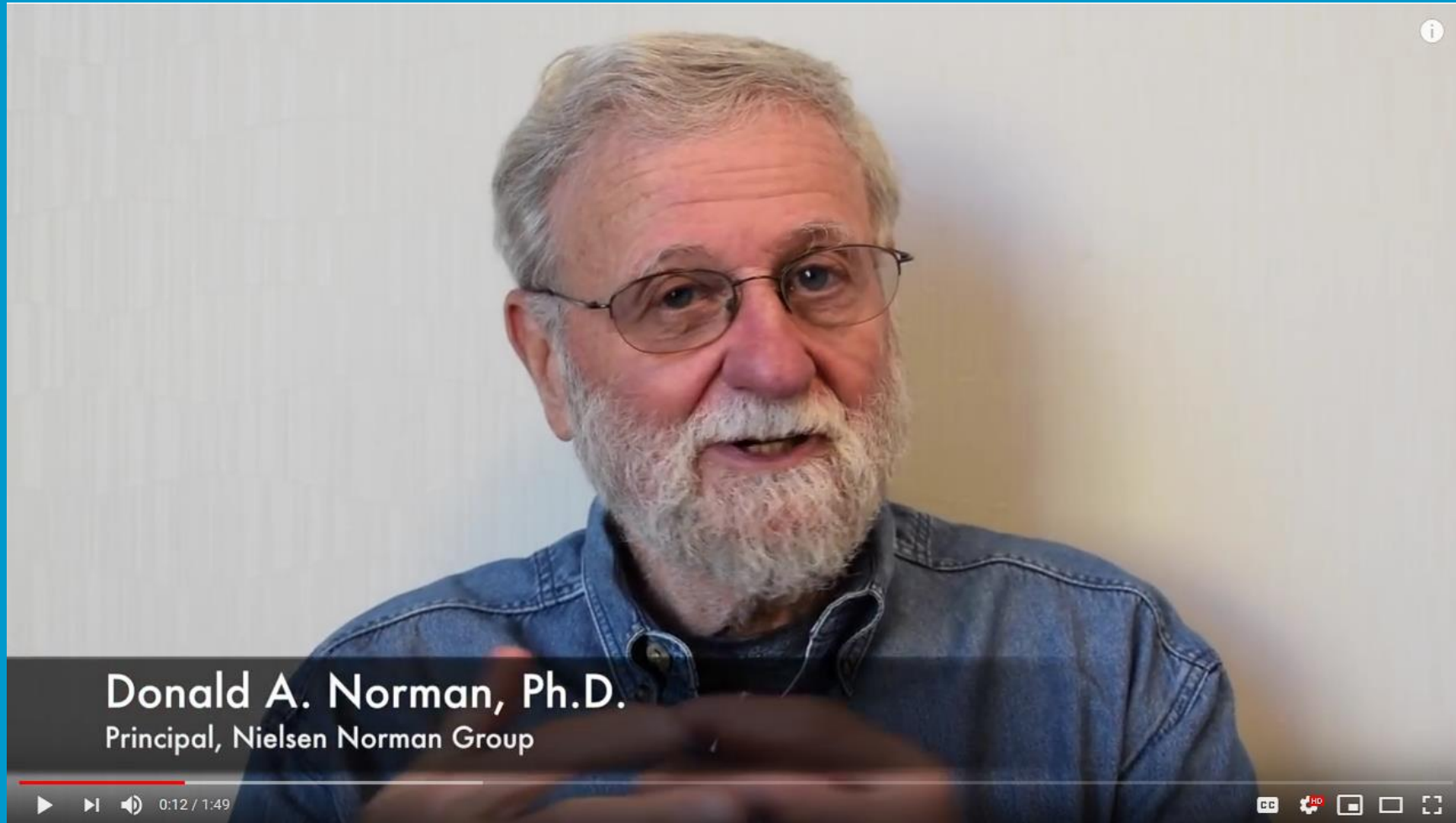
- Relationship between **customer** and a **company**
- Customer Journey shows all touchpoints
- „Which touchpoints do exist? Which one causes problems? “



UX

- Experience of a **user** with a **product**
- User Journey shows the process
- „Which steps do exist? Which one causes problems?“

So – is CX really a new, different discipline?



<https://www.nngroup.com/videos/don-norman-term-ux/>

4. The power of UX with new technologies

The Power of UX in the Future

**UX DESIGNERS will become
CENTRAL in SHAPING SOCIETY**

In the upcoming years, UX design will change dramatically.

This change will not only be driven by new technologies, some of which are not yet predictable, but by our changing lifestyles.

The Power of UX in the Future

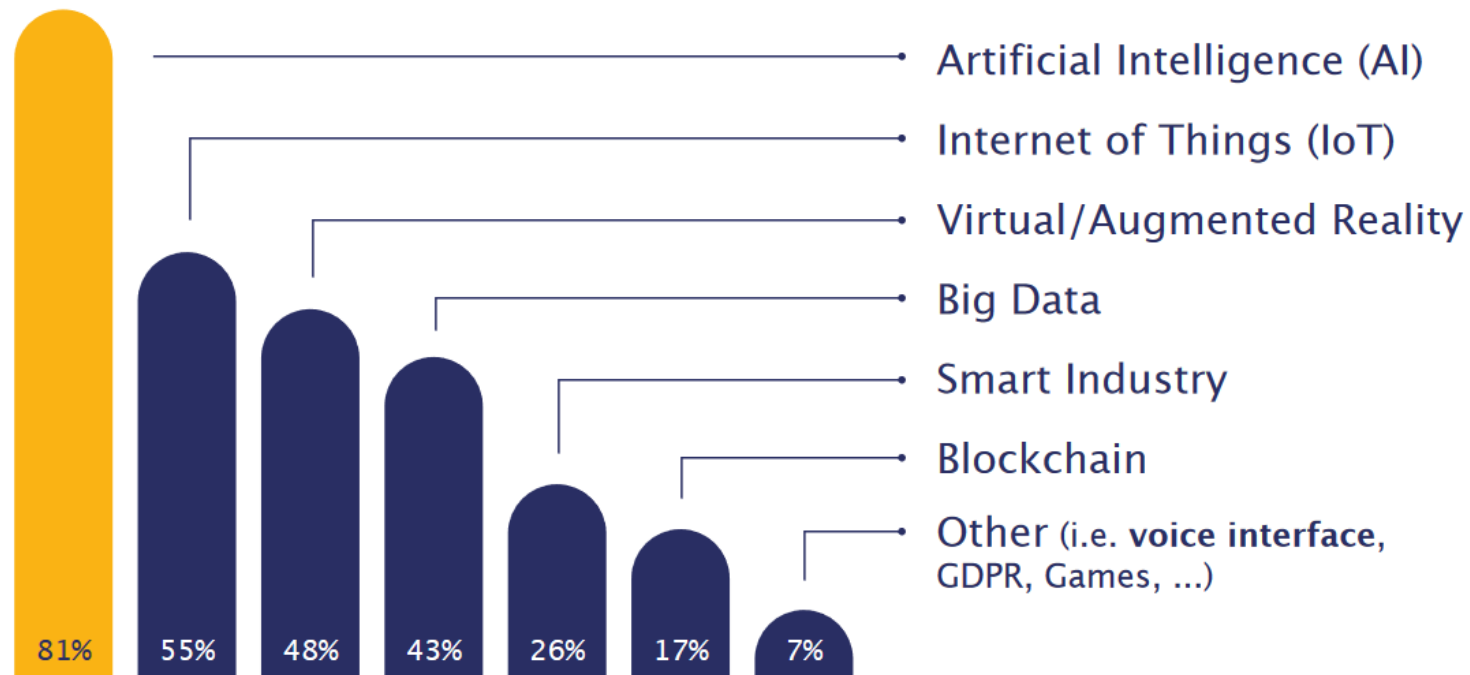
**UX DESIGNERS will become
CENTRAL in SHAPING SOCIETY**

To achieve this goal, UX designers will rely on new technologies as well as disciplines that have not yet been taken into consideration in the field of UX. Psychologists, behavioral scientists, futurologists, linguists and cultural scientists will all have a central part to play in the future development of UX design. This expertise uniting several sciences will not only turn UX into one of the driving forces of the century, it will trigger major changes in society. This way, UX designers will shape all our very lives.

Technology changes UX – do we do UX for tech?

CHANGE OF UX / #Future of UX in General ☰ 13

Which technologies will change UX the most in 2019?



This survey was conducted during the World Usability Congress 2018.

Users just don't care about technology!

Combined technology has the greatest impact for human.



<https://dynamics.microsoft.com/de-ch/mixed-reality/remote-assist/.pdf>

So....

Could we all be just ...

Experience Designer

With a focus at...

[fill the blank with your area of expertise]

Thank you very much for your attention!
Let's start a discussion!



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Sources

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