User Experience

How to Thrive (Not Just Survive) in the Industry
Good morning!

INTRODUCTION
Who Are We

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Today's Schedule

10:30 – 12:00 – Presentation and open discussion

12:00 – 1:00 – Lunch

1:00 – 4:00 – Group activity
  • 1:00 – 1:30 – Activity orientation
  • 1:30 – 2:00 – Initial Discovery Phase
  • 2:00 – 2:30 – Design sprint 1
  • 2:30 – 3:00 – Design sprint 2
  • 3:00 – 3:30 – Design sprint 3
  • 3:30 – 4:00 – Group activity recap
    • Every group gets ~5-10 minutes to present and discuss their solution and learnings from the activity
A quick recap

WHAT IS USER EXPERIENCE (UX)?
What is UX? – More Than Just Pretty Pictures

https://uxpa.org/resources/about-ux
What is UX? - A Cyclical Process

Strategy
Research
Design
Ex. Journey mapping
The things we do

GETTING IN AND STAYING IN THE UX INDUSTRY
### Main Skillsets in UX

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<th>Information Architecture</th>
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<td>Hierarchies, taxonomies and folksonomies</td>
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<td>Angular, React, etc.</td>
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<td>Native applications</td>
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<td>iOS, Android, etc.</td>
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<td>Looking ahead: inclusive design</td>
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Types of Entry Points and Career Paths in UX

- Typical roles and titles for a UX professional
  - UX Designer
  - Information Architect
  - Product Designer
  - Visual Designer
  - Graphic Designer
  - UI Designer
  - Content Writer
  - UX/Business Analyst
  - UX Researcher
  - UI Developer
  - Accessibility Analyst

- Other “roles”
  - The “hybrid”
  - UX Strategist
  - Product Owner
  - Analytics Expert
Tips for Working in the UX Industry

• Selling your story with your resume and work samples
  • Storytelling is a key skill for advancement in the industry

• Understanding the UX literacy of the company

• Knowing your stakeholders and users
  • How do you negotiate with key people?

• Working within a delivery structure
  • Waterfall
  • Agile

• Always learning and growing
  • Culture of “why?”

• Having empathy

• Advocate with passion, act with respect and humility
WHERE WE CAME FROM AND WHERE WE’RE GOING

Career examples discussion
What’s UX about

ADDITIONAL SLIDES
What is User Experience? - A Pyramid Metaphor

Simplified UX pyramid based on Maslow’s Hierarchy of Needs
What is User Experience? - Actually Bigger Than Just a Pyramid Metaphor

Peter Morville, UX “honeycomb”
http://semanticstudios.com/user_experience_design/

Holger Maassen, UX “whirlpool”
http://boxesandarrows.com/ux-design-planning-not-one-man-show/
Putting it into practice

GROUP ACTIVITY
Design Problem

The Olympics are here! Let’s assume instead that Toronto had won this year’s Winter Olympic Games and your digital application company has been commissioned to come up with the official Olympic mobile app.

• What core features do you believe should be in said app?
• Consider your audience to be both the local populace and international travelers to the Games.
• Your product owner is a member of the Olympic committee and has their own specific wants for the app.
• You will brainstorm ideas, narrow them down into a deliverable backlog, decide on your minimum viable product (MVP), and then execute your MVP in 3 design sprints.
• Your deliverables will be the process flows and low-fidelity wireframes
• You can use the chart paper, coloured sticky notes and blank foolscap in any way for all the features you wish to include in your application.
In your initial discovery phase of 30 minutes, you will collectively try to understand the problem at hand and brainstorm a list of features you wish to include in your blue-sky vision of your design solution.

In the last ~10 minutes of discovery, your team (including the product owner but excluding the scrum master), will dot-vote (3 per voter) on the features you believe should be included in your design.

- We will explain the dot vote process further

The team will then collectively draw their MVP line (with the product owner being the primary driver for this), and attempt to deliver MVP in the next 1.5 hours.

- This list of features is your backlog
Design Sprint Structure

You will have 3 x 30-minute design sprints, each with roughly the following structure:

• **0-5 minutes** – decide which groups of team members are working on (or continuing work on) what features
  • To be facilitated by the scrum master
  • Suggestion: 2-3 team members assigned to a feature

• **5-20 minutes** – detailed requirements, process flows and sketching, wireframe creation
  • Ask questions of your product owner, propose ideas to him/her, etc.

• **20-30 minutes** – product owner review of the sprint deliverables for each feature
  • The product owner gives the final say on whether a feature is considered “done”, or ready for delivery
Example Sprint Execution Pattern

- Each pair/trio of team members work together on a separate feature and deliver successive iterations of that feature until the product owner is satisfied.
  - Start with a process flow, then low-fidelity wireframe sketches, and so on.
- An example set of delivery goals for each design sprint could be:
  - Design sprint 1 – complete end-to-end happy path process flow for a feature
  - Design sprint 2 – high-level wireframe sketch of key sections of the end-to-end flow
  - Design sprint 3 – more detailed wireframes for each portion of the end-to-end flow
- Keep in mind that the design sprint as a whole is only 30 minutes long, and you need to have a review of all the delivered work (i.e. process flows and/or wireframes) for each feature worked on at the end of each sprint with the product owner.
- Teams must secure agreement from the product owner that a feature is DONE before they can select another feature from the backlog to start work on.
What did we learn?

RETROSPECTIVE