What is UX/ED/IA?

Why do you want it?

Why do you **need** it?

“Easy is hard”

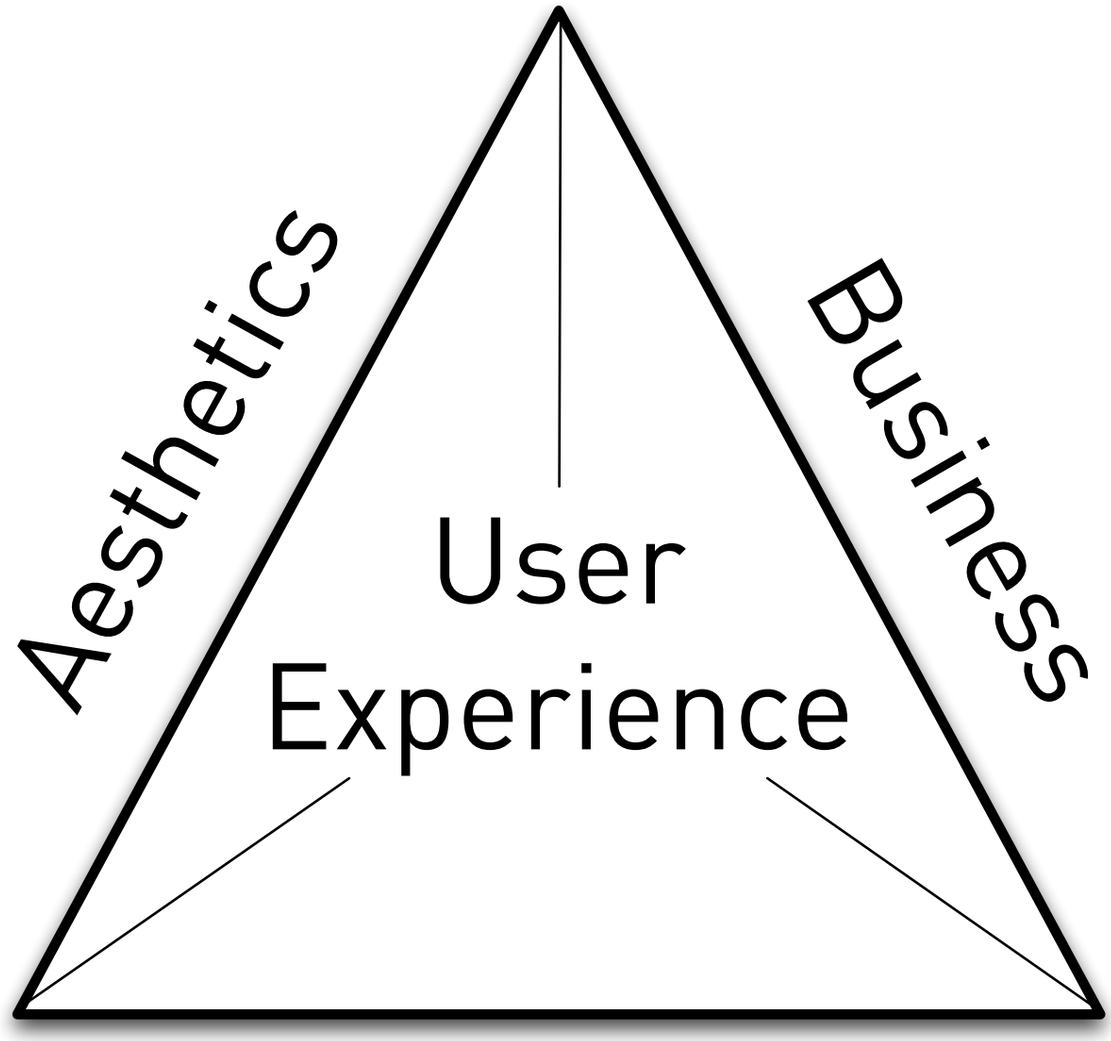
Peter lewis, NY Times

(1)

What we do

UX is usability

UX is usability
usefulness
adaptability
reliability
desirability


Aesthetics
Business
User
Experience
Technical

Our aim

Make an object that the user will love

(2)

What we DO

Research

Interaction design

Contextual enquiry

Page description diagrams

Content inventory

Sitemaps

User research

Heuristic analysis

Form and application design

Wireframes

User flow

Personas

Flowcharts

Usability test plan

Pattern design

Concept model

Competitive analysis

Use cases

UX is not a step in the process

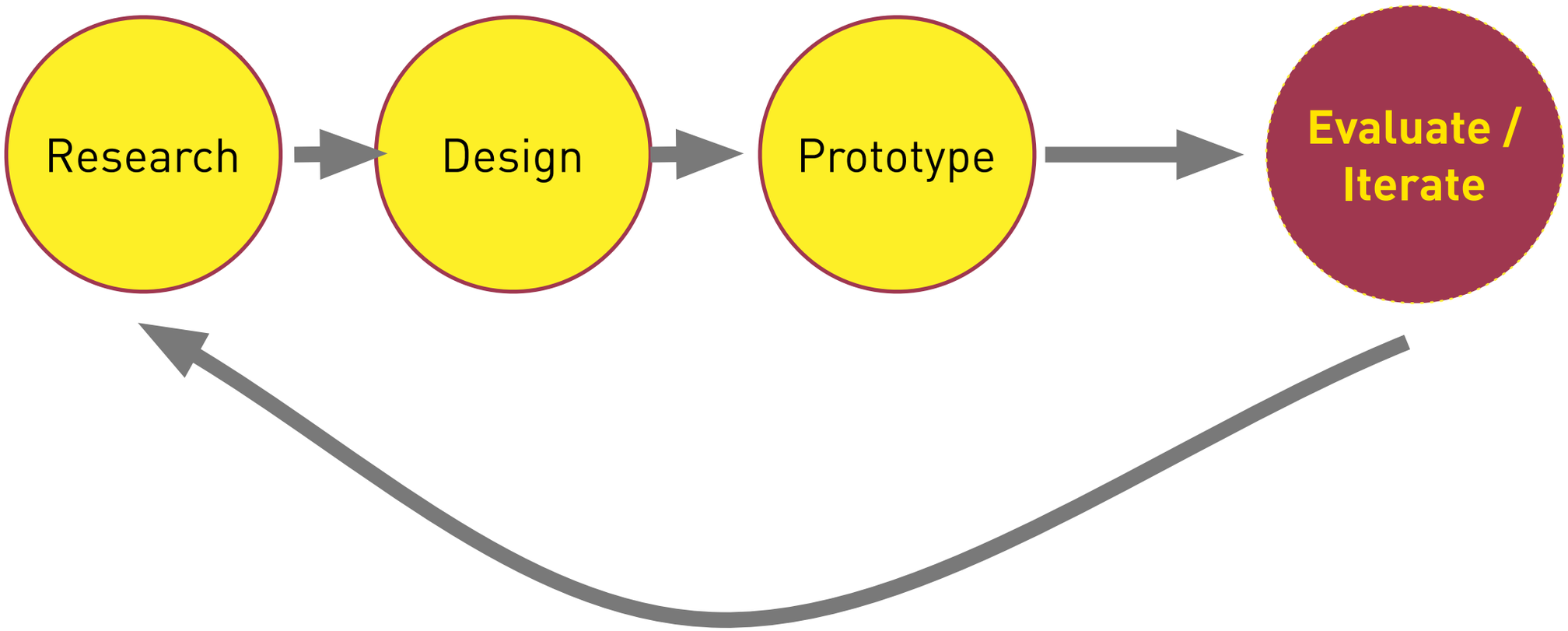
UX is the process

But

UX doesn't have to be a big deal

UX should fit in where it can

using the right tool
for each job


Research
Design
Prototype
Evaluate / Iterate

(3)

CLUB
CLUB
CIRCLE
CIRCLE

Break it down

Research

Heuristic analysis

Contextual enquiry

Usability review

Design

Wireframes

Page description diagrams

Personas & use cases

Prototype

Usability test plans

Paper prototyping

Guerilla testing

Evaluate / iterate

(4)

So

What do we DO?

Good design is
problem solving

How can we help you / help our clients?

1. Get to know the users

2. Craft a user experience strategy

3. Use participatory design

4. Balance context and consistency

5. Details count

(5)

How we can Help make better stuff

Engage UX early

UX suggest which UX tools to use

UX present UX work

UX work be about experience

remember

“People **feel** before they **think**”

Andre Braz

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