WIAD 2018

LOCAL CONNCECTIONS. GLOBAL IMPACT.

BARCELONA, SPAIN

HOW TO SURVIVE AS A
UX DESIGNER
IN A BIG ORGANIZATION

CONTENTS

ZAIRA
COSTA

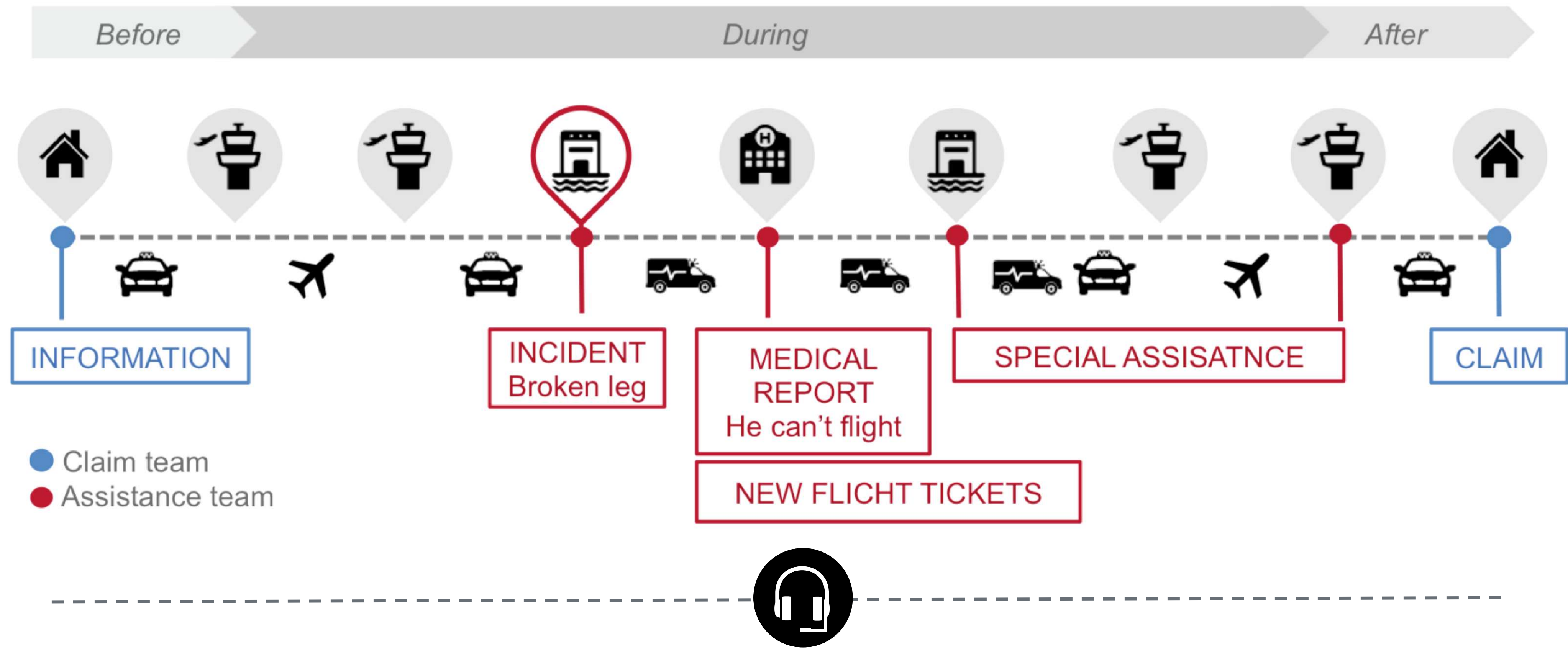@ZAIRA_COSTA

JOURNEY

TRAVELLER

Before | During | After

INFORMATION

INCIDENT
Broken leg

MEDICAL
REPORT
He can't flight

NEW FLICHT TICKETS

SPECIAL ASSISATNCE

CLAIM

● Claim team
● Assistance team

HOW TO <u>SURVIVE</u> AS A UX DESIGNER IN A BIG ORGANIZATION
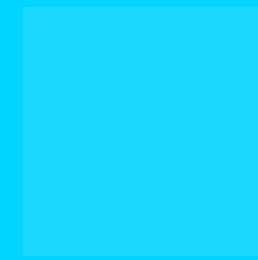
UX / IT

IT DEPARTMENT (TRANSFORMATION PERIOD)

INNOVATION

IT

LEADERS

BUSINESS

PM/PO

ARCH.

TECH.

UX

DIGITAL
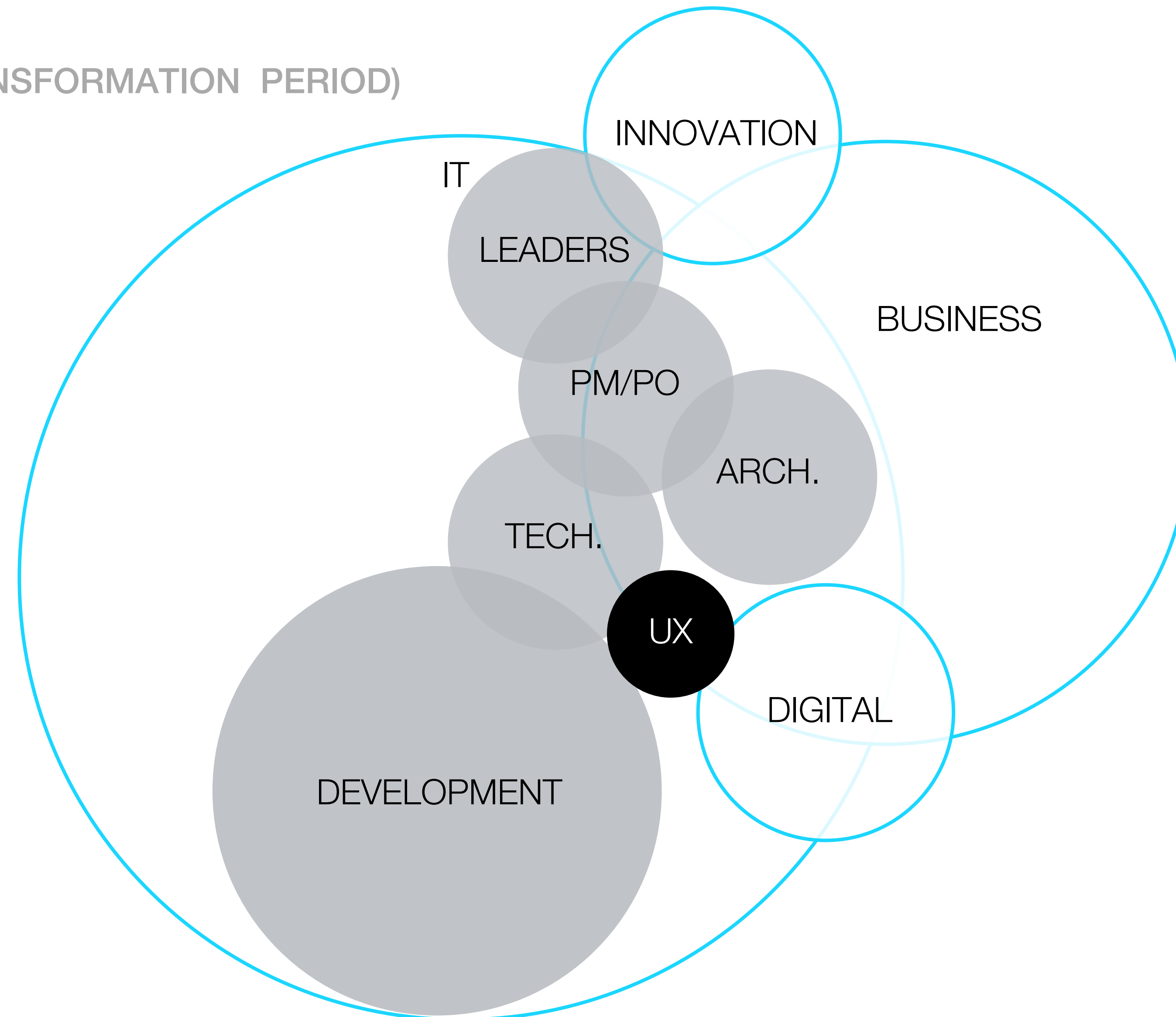
DEVELOPMENT

DEVELOPMENT SUPPORT

Agile · Tools

RESOURCES

Tools · Online trainings · Services

LEARNING

Diversity · Culture · Networking

COMMUNICATION

Misunderstandings · Difficult contact with end customer

BUREACRACY

Limits · Slow process

IT PROCESS

UX is not a priority

There is not budget for research!
I want a fashion design!

~~There is not budget for reserach!~~
~~I want a fashion design!~~
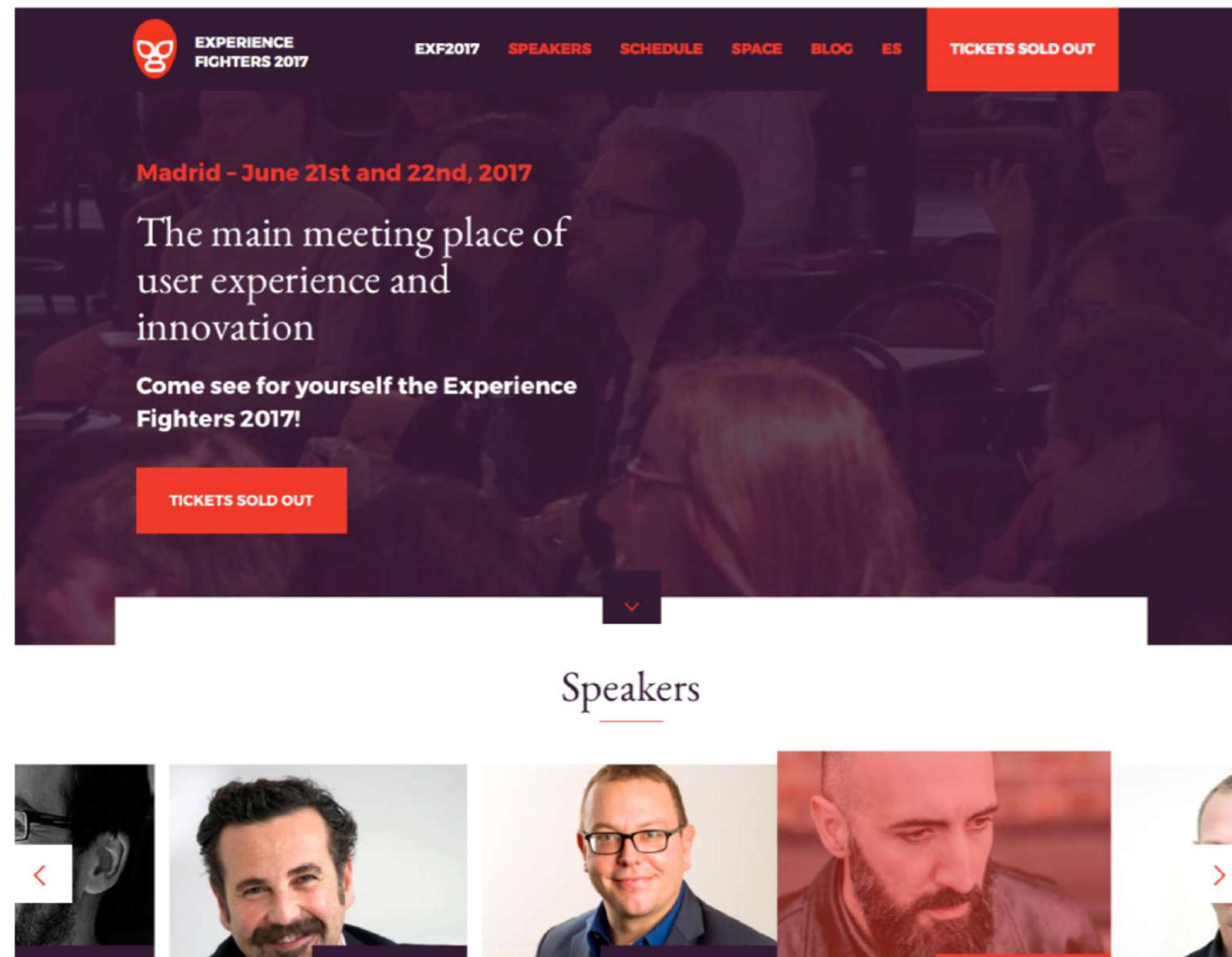
"Design culture in-house is key for a good research"

"Great design is a symptom.
It's a symptom of a culture
that values user centred design."

How can culture be changed?

MAKING DESIGN RELEVANT IN A MASSIVE GLOBAL ORGANIZATION
EXPERIENCE FIGHTERS 2017

UX & INNOVATION MEETING
http://experiencefighters.com/en/

Rob Brown, Head of Marketing, Design & Business Responsible for BBVA

https://www.bbva.com/en/design-relevant-large-organization/

"Our emphasis is on progressing to become an organization in which design is integrated at every area, and where all the employees put the customer first, collaborate with each other and face challenges in a creative way"

ROB BROWN

CONTENTS

FIND SUPPORT

BUILD A BALANCED TEAM
CHOOSE GOOD COLLABORATORS
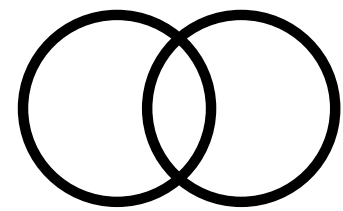EVANGELIZE THE IT LEADERS
FIND A MENTOR OR A UX COACH

ARE YOU ALONE?
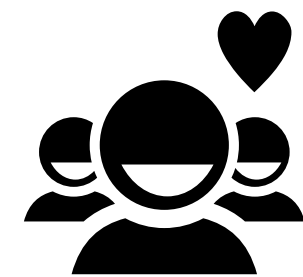
FOLLOW YOUR GOALS AND LOOK FOR A COMMUNITY
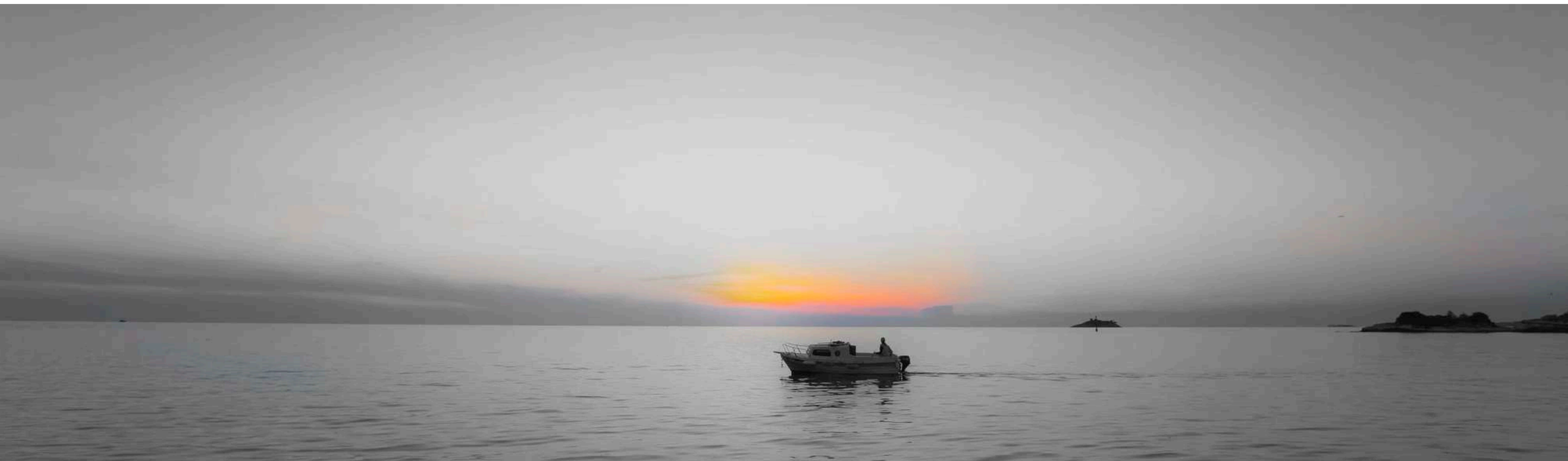
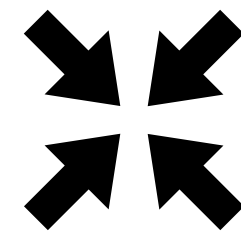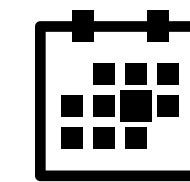"Collaboration becomes
the driving force"

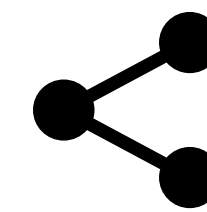# Be collaborative

Find collaborators

Give support
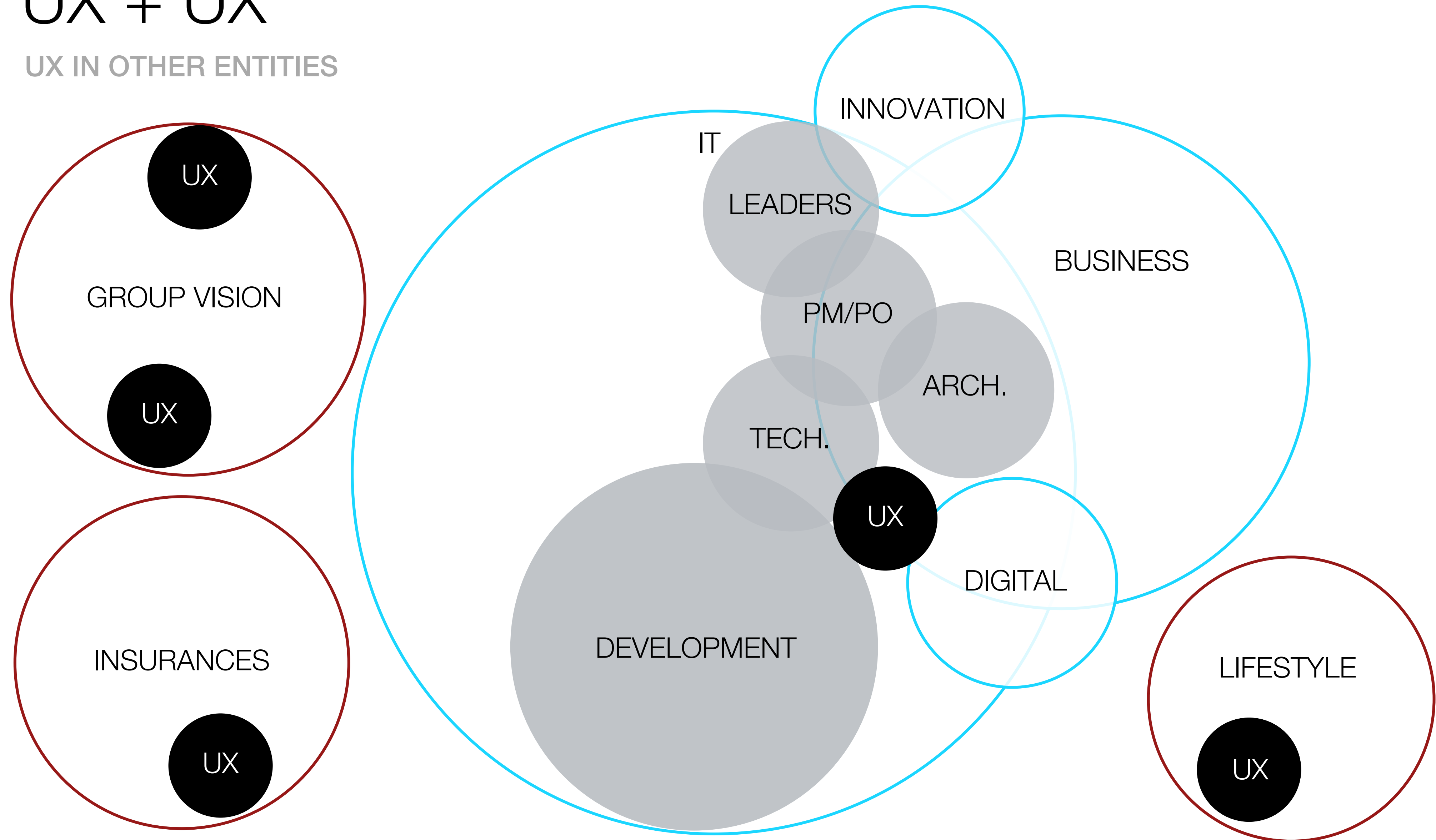
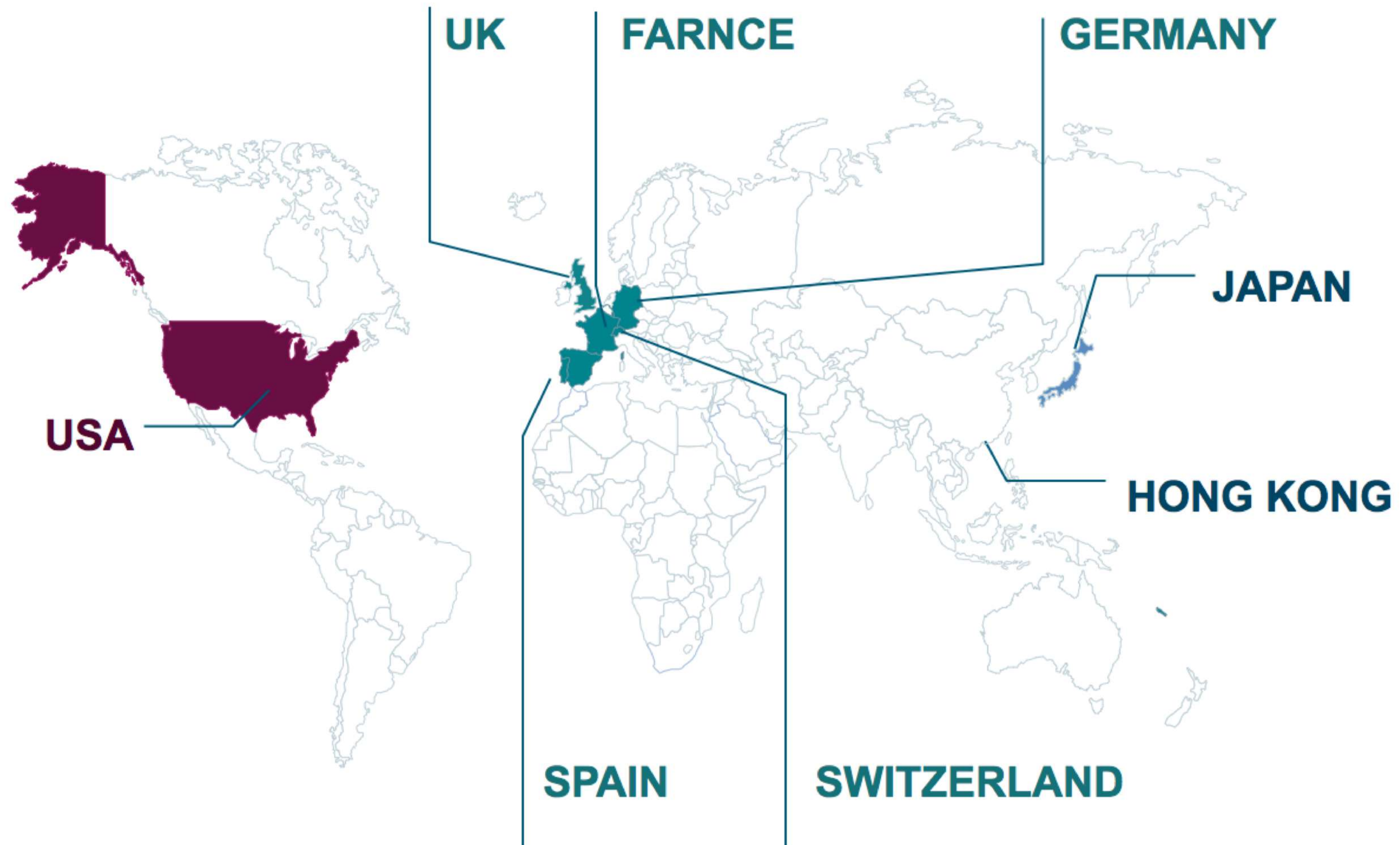Involve people into UX process

Participate in events

Share knowledge

UX + UX

UX IN OTHER ENTITIES

GROUP VISION

UX

UX

INSURANCES

UX

INNOVATION

IT

LEADERS

BUSINESS

PM/PO

ARCH.

TECH.

UX

DIGITAL

DEVELOPMENT

LIFESTYLE

UX

EXAMPLE

DEVELOPMENT SUMMIT #3 AND 1° GLOBAL UX MEETUP

EXAMPLE

1.DISCOVER
Ask, observe, note
down problems

2. DEFINE
Find patterns, cluster

3.DEVELOP
Find solutions,
quick wins

4.DELIVER
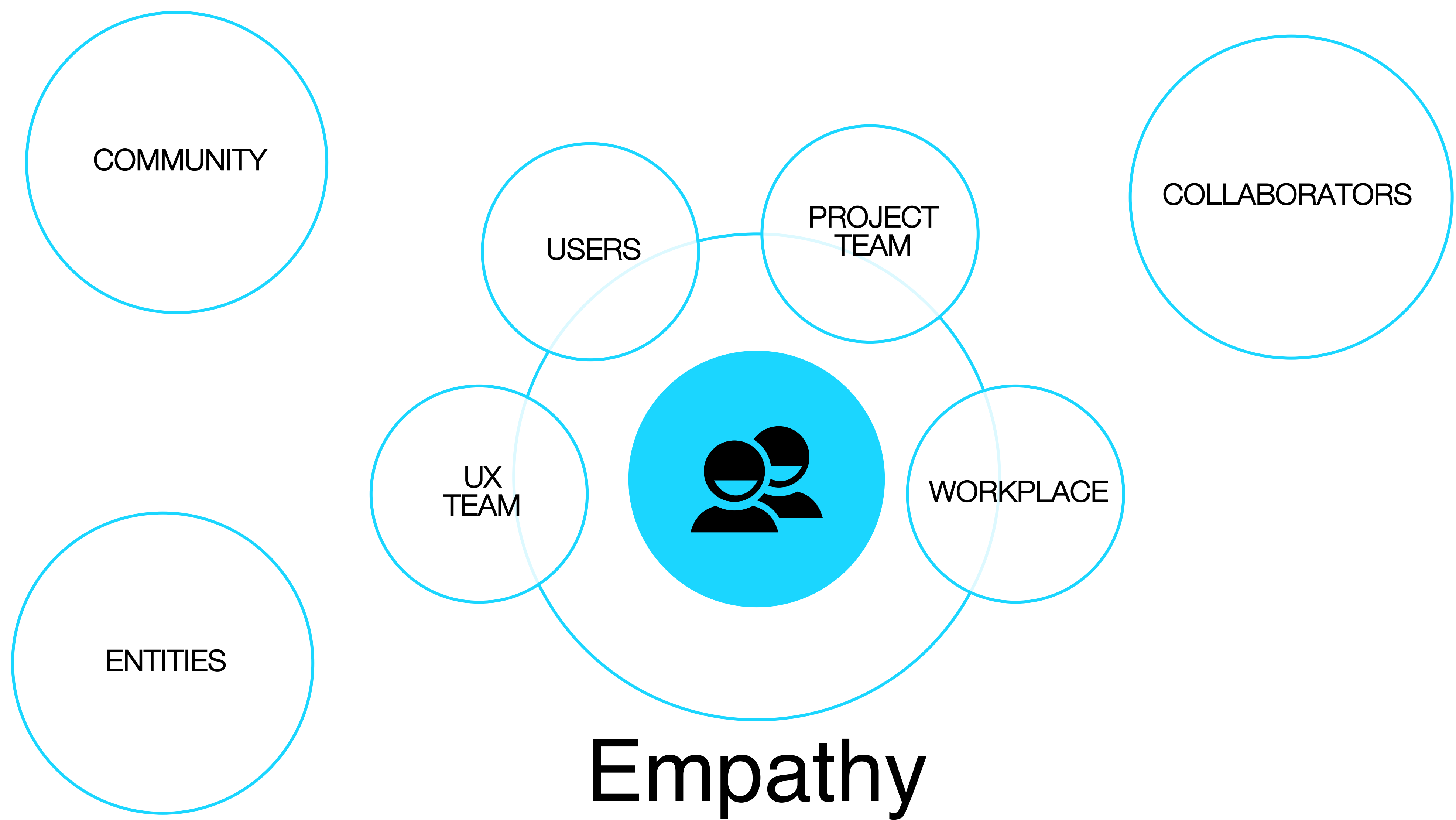Prototype, test
and prototype again

BE COMMUNICATIVE AND EMPATHETIC

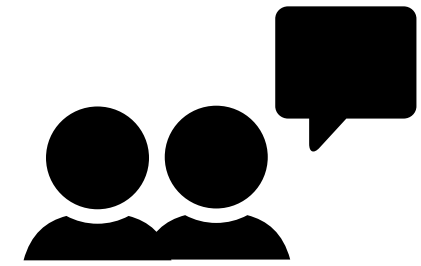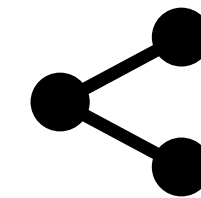SHARE AND BE GOOD IN COMMUNICATIONS TO EVANGELIZE UX IN-HOUSE

COMMUNITY

USERS

PROJECT TEAM

COLLABORATORS

UX TEAM

WORKPLACE

ENTITIES

Empathy

Communication

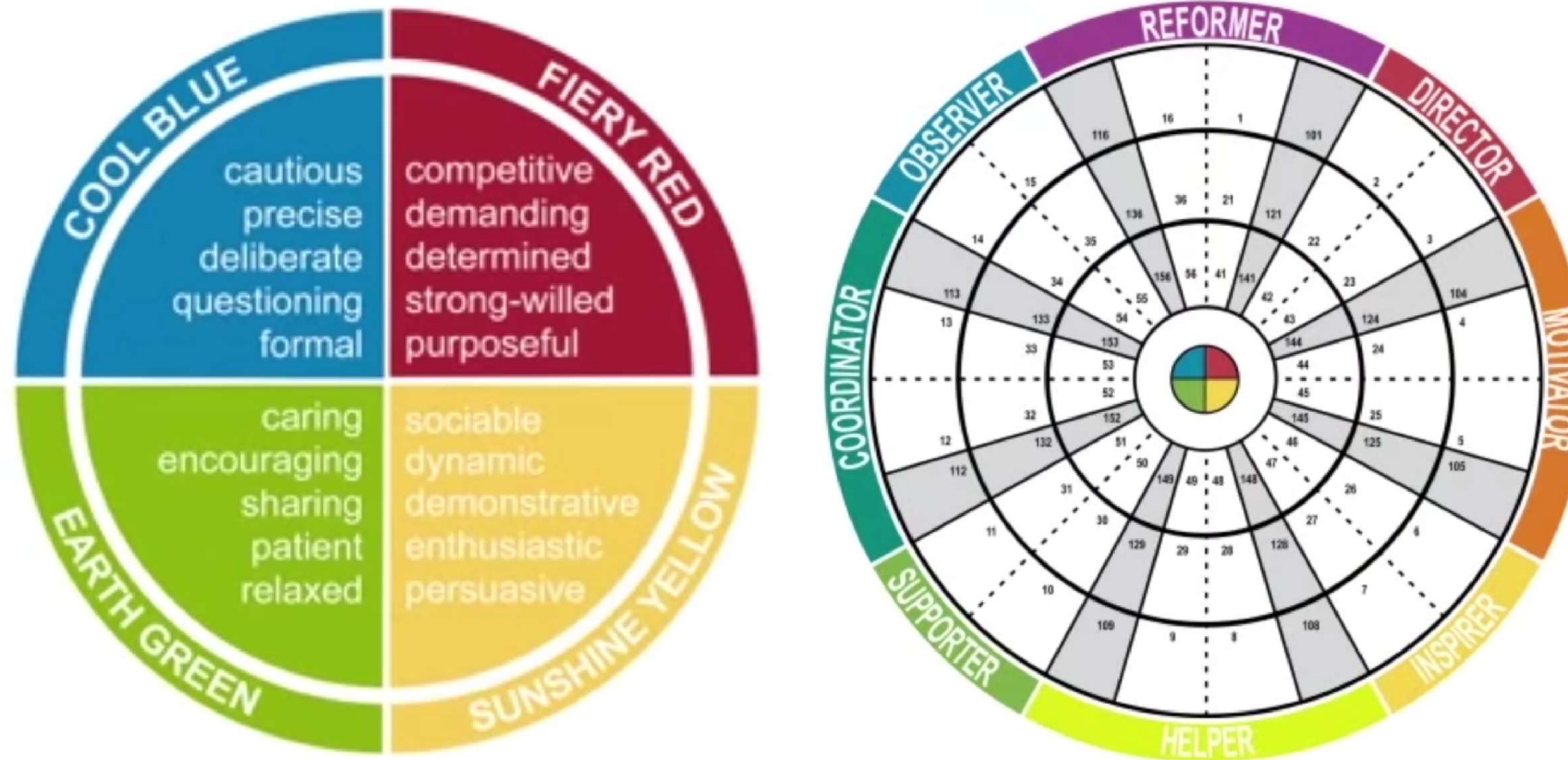| Present ideas | Convince people | Get information | Transmit your passion | Share your work |

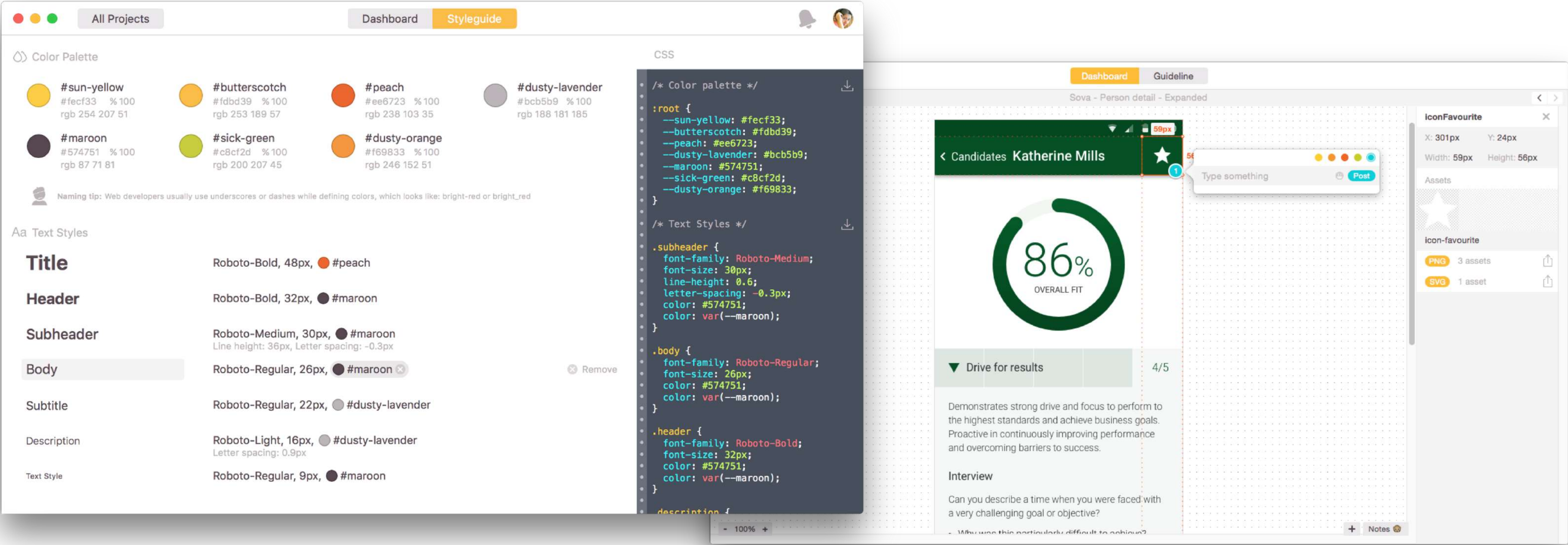# BUILD A BALANCED TEAM

KNOW HOW AND WITH WHO YOU ARE WORKING TO AVOID CONFLICTS

A simple and memorable four colour model to help people understand their style, their strengths and the value they bring to the team: www.insights.com/

BUILD A BALANCED TEAM

KNOW HOW AND WITH WHO YOU ARE WORKING TO AVOID CONFLICTS

A simple and memorable four colour model to help people understand their style, their strengths and the value they bring to the team: www.insights.com/

TOOLS

RESOURCES

RECRUITMENT

- The best freelancers are nearby: https://www.malt.com

- Recruit top startup talent: https://angel.co/recruiting

- Personality of profiles: https://www.colorcode.com, www.insights.com/

USER RESEARCH

UX = USERS
EVALUATE
ITERATIONS
INVOLVE PEOPLE TO EVANGELIZE

UX=USERS
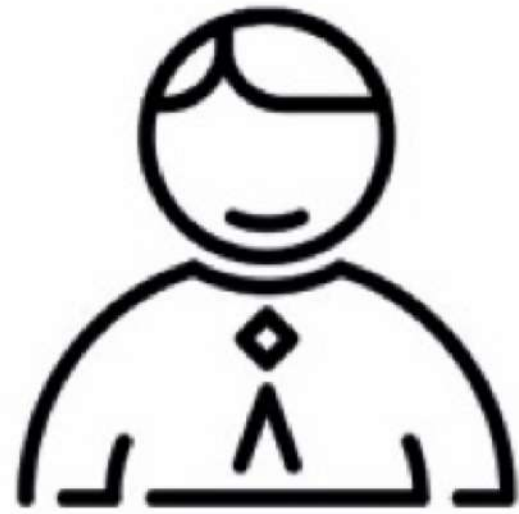
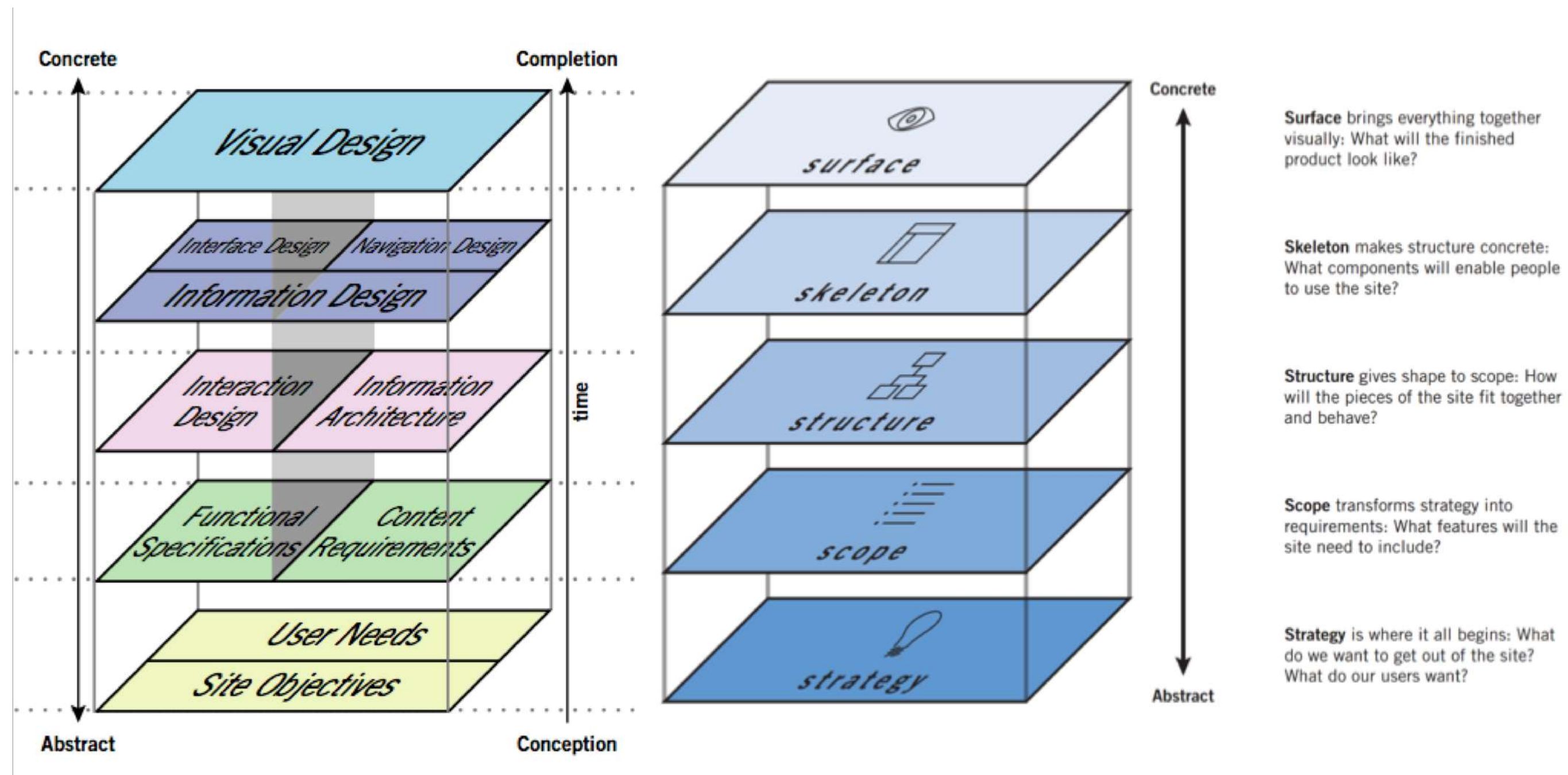To **involve users** throughout a UX design process

To **observe and study users behavior** in order to design based on human factors principles and design best practices
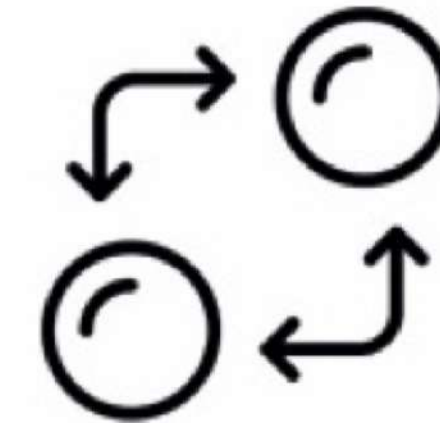
To test the design with them in an **iterative design process**

UX=USERS

JESSE JAMES GARRETT
HTTP://WWW.JJG.NET/ELEMENTS/PDF/ELEMENTS.PDF

EXAMPLE

SMALL OFFER

|	**1** EXPLORE	**2** UNDERSTAND	**3** DEFINE	**4** DESIGN
OBJETIVES	Collect **business requirements.**	Collect **user requirements**, identify opportunities for improvement, group and prioritize them in order to unify and simplify processes.	**Conceptualize a new tool** that matches users' mental model.	Apply the **look & feel** to the validated wireframes in order to provide the best user experience.
TASKS	• Kick off meeting. • Documentation analysis.	• Expert review. • Usability tests of the existing tool.	• New Information Architecture. • New layout.	• Base look & feel definition. • Look & feel application. • Responsive adaptation.
OUTCOMES		• Test report.	• Navigation map. • Set of **15 wireframes.**	• Set of **10 screens with design.** • Style guide specifying responsive behaviour.

EXAMPLE

SMALL OFFER

	W1	W2	W3	W4	W5	W6	W7	W8
EXPLORE	Kick off							
UNDERSTAND		Test & Report						
DEFINE				Wireframes & Test				
DESIGN						10 responsive pages/ style guide		

EXAMPLE

FIELD STUDY, OBSERVATION, SHADOWING, USER TEST
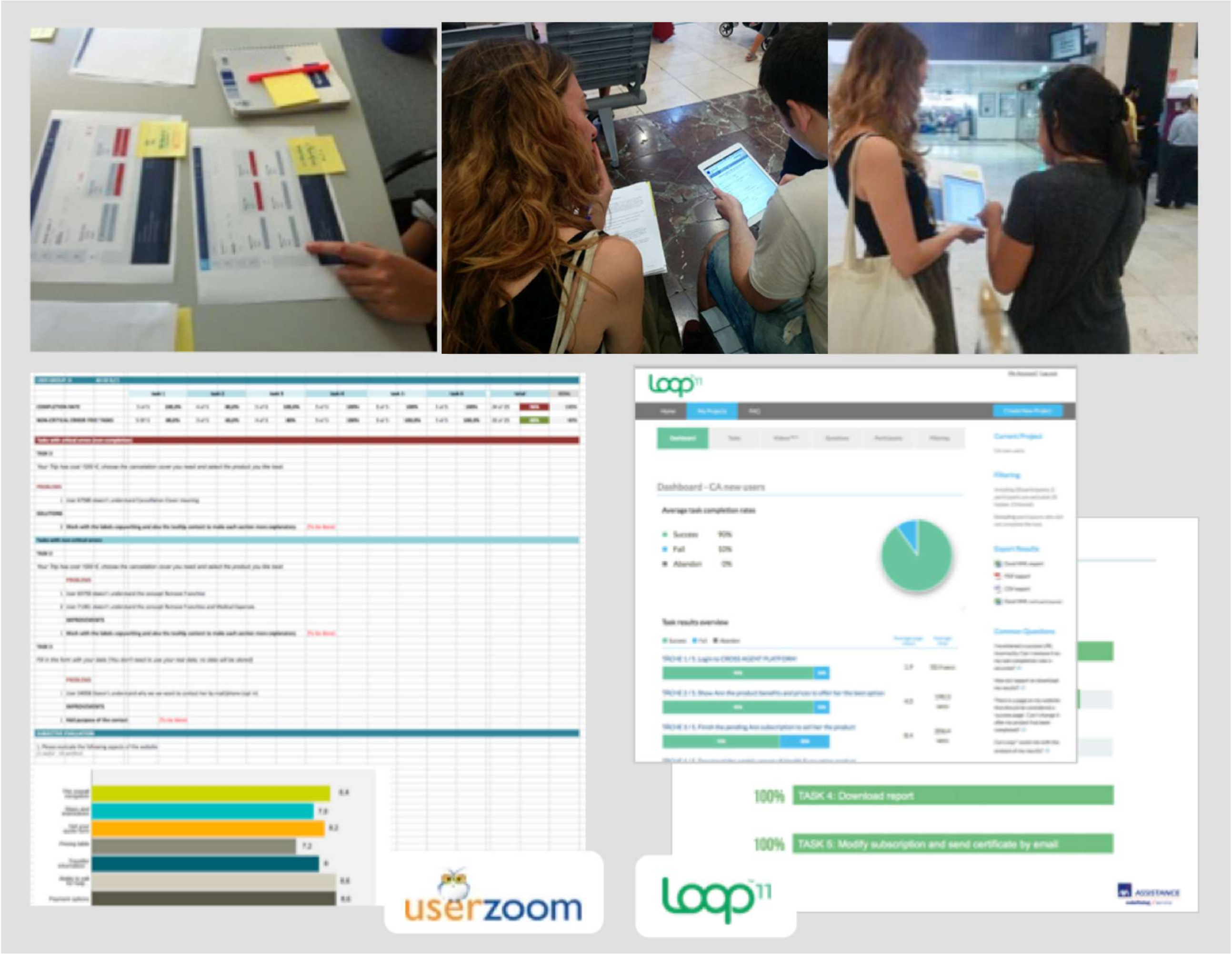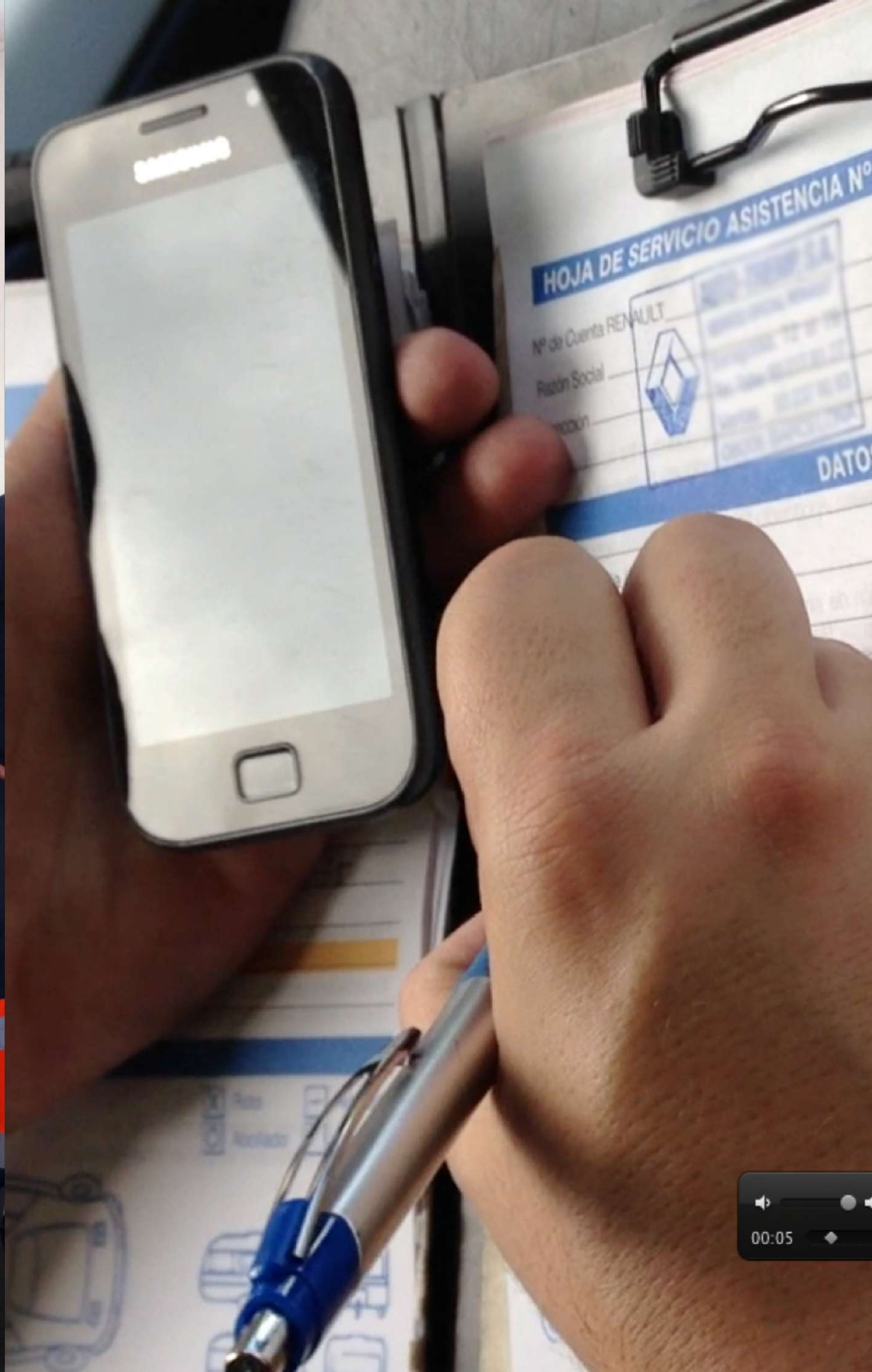
EXAMPLE

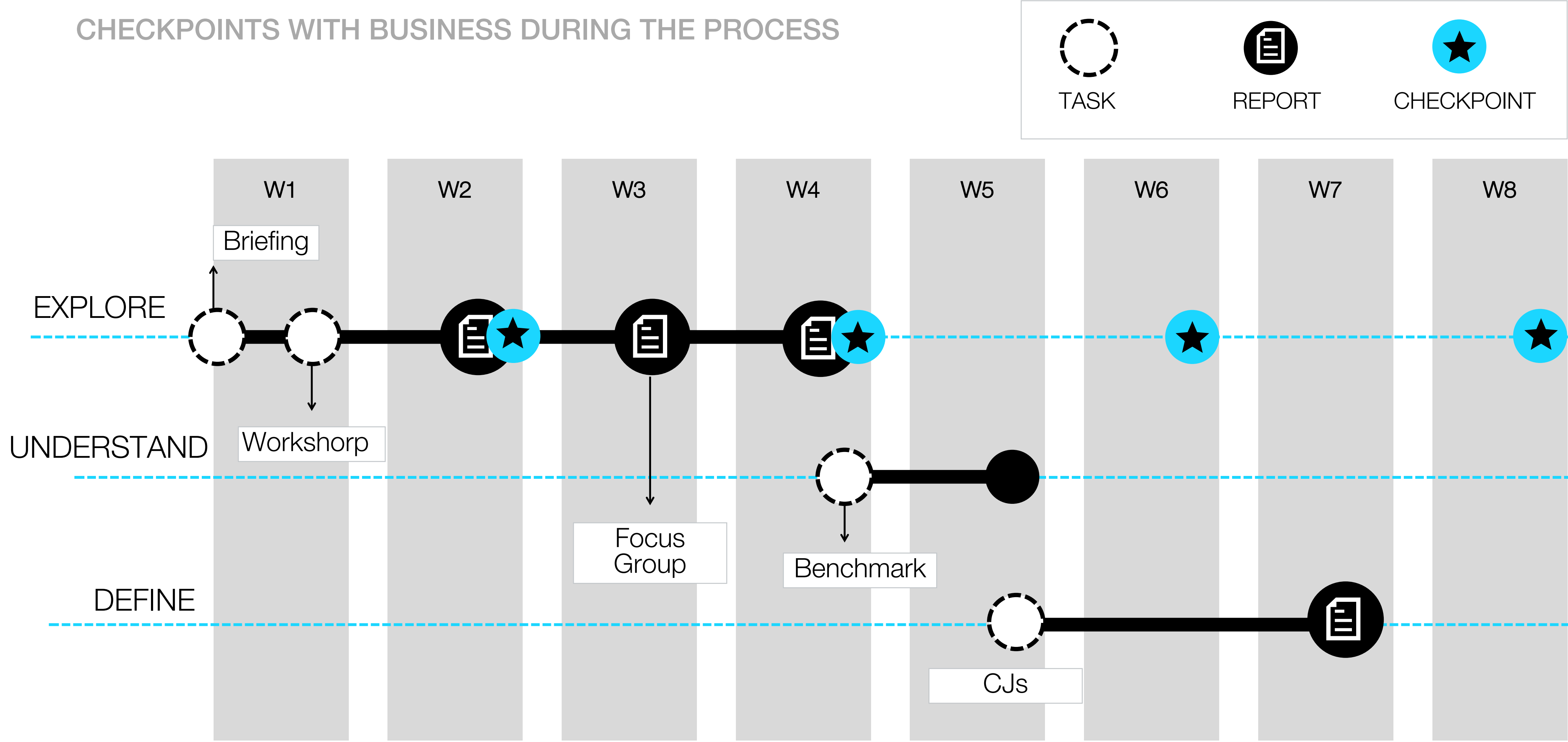FIELD STUDY, OBSERVATION, SHADOWING, USER TEST

IMPROVE BUSINESS RELATIONSHIP

LEARN THE LANGUAGE OF BUSINESS

DEMOSTRATE TRANSPARENCY

COLLABORATION

REVENUE

RESOURCES

BOOKS ABOUT BUSINESS:
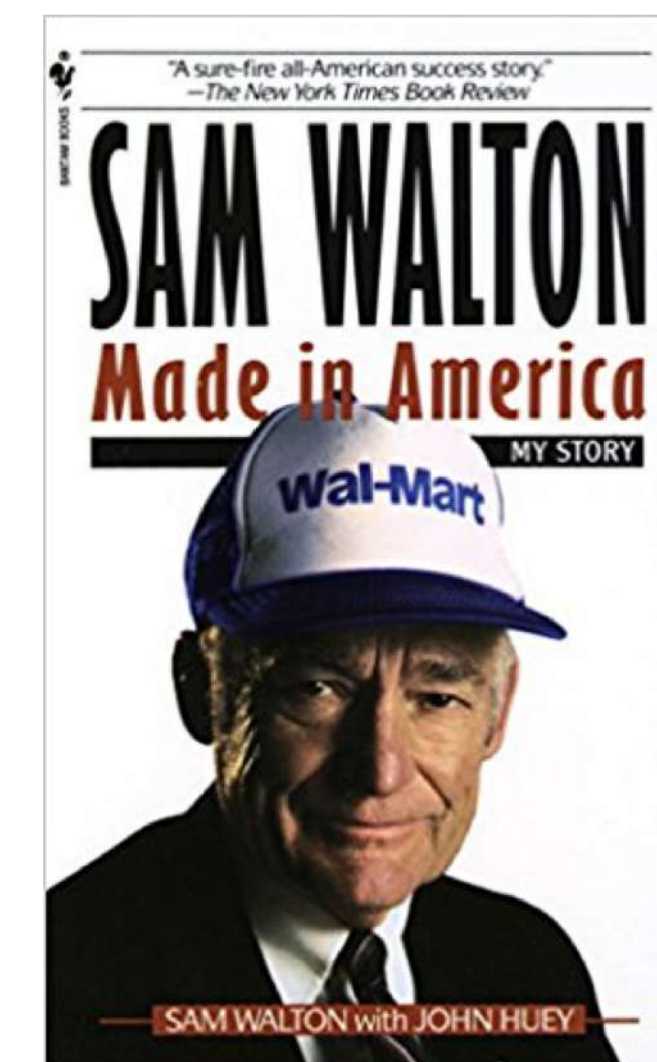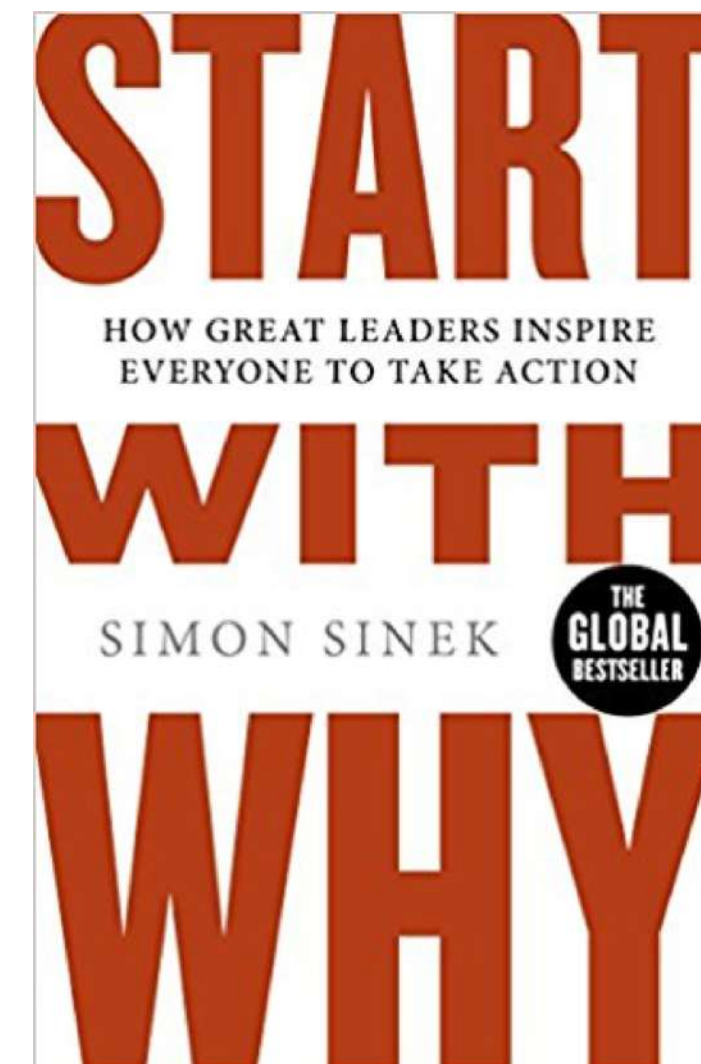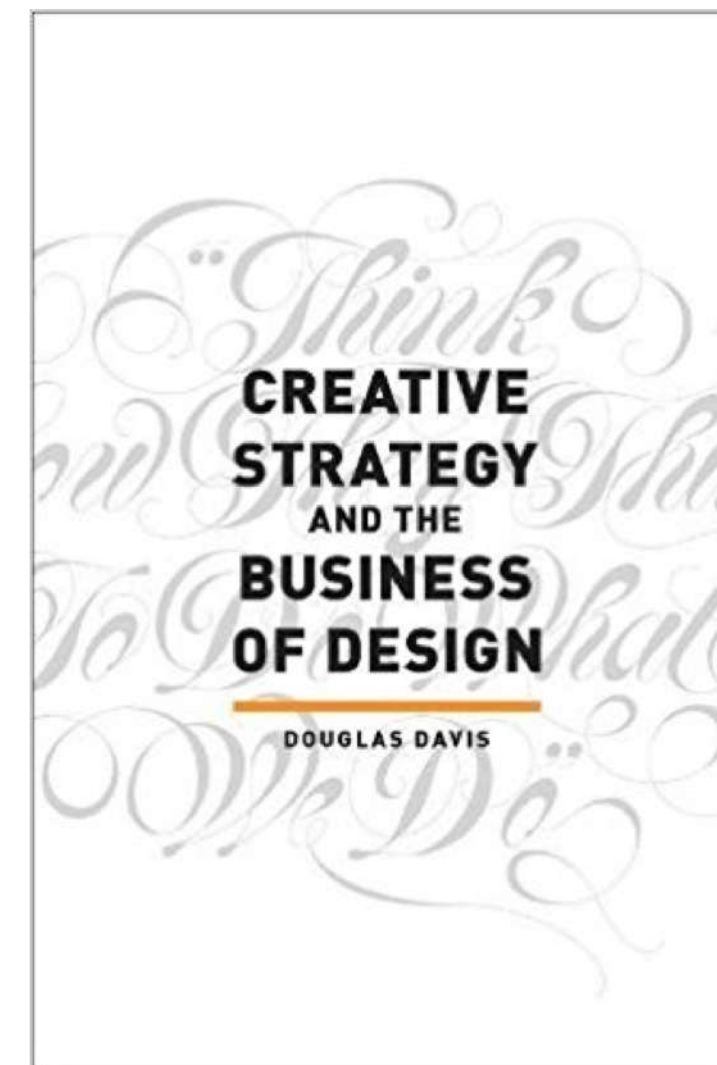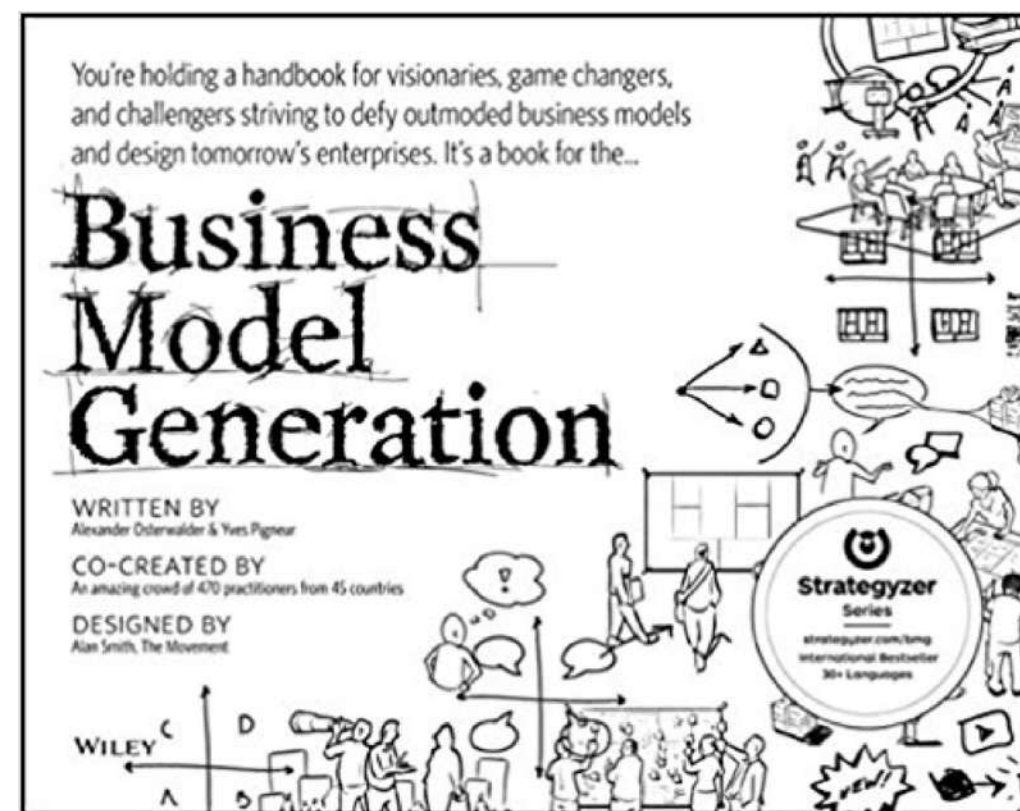
WORK ON YOURSELF

PROACTIVITY

CREATIVITY
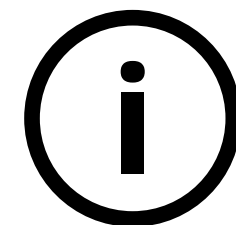
RESILENCE
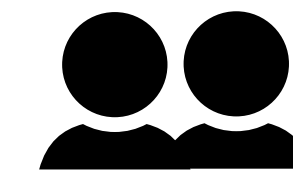
PERSEVERANCE

EMPATHY

Improve
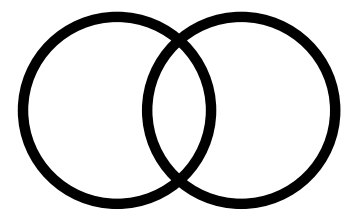
Learn from others	Learn by doing	Ask for feedback	Analyze your successes and failures	Search a mentor or UX coach

EXAMPLE

CHECKPOINTS WITH BUSINESS DURING THE PROCESS

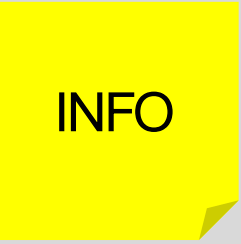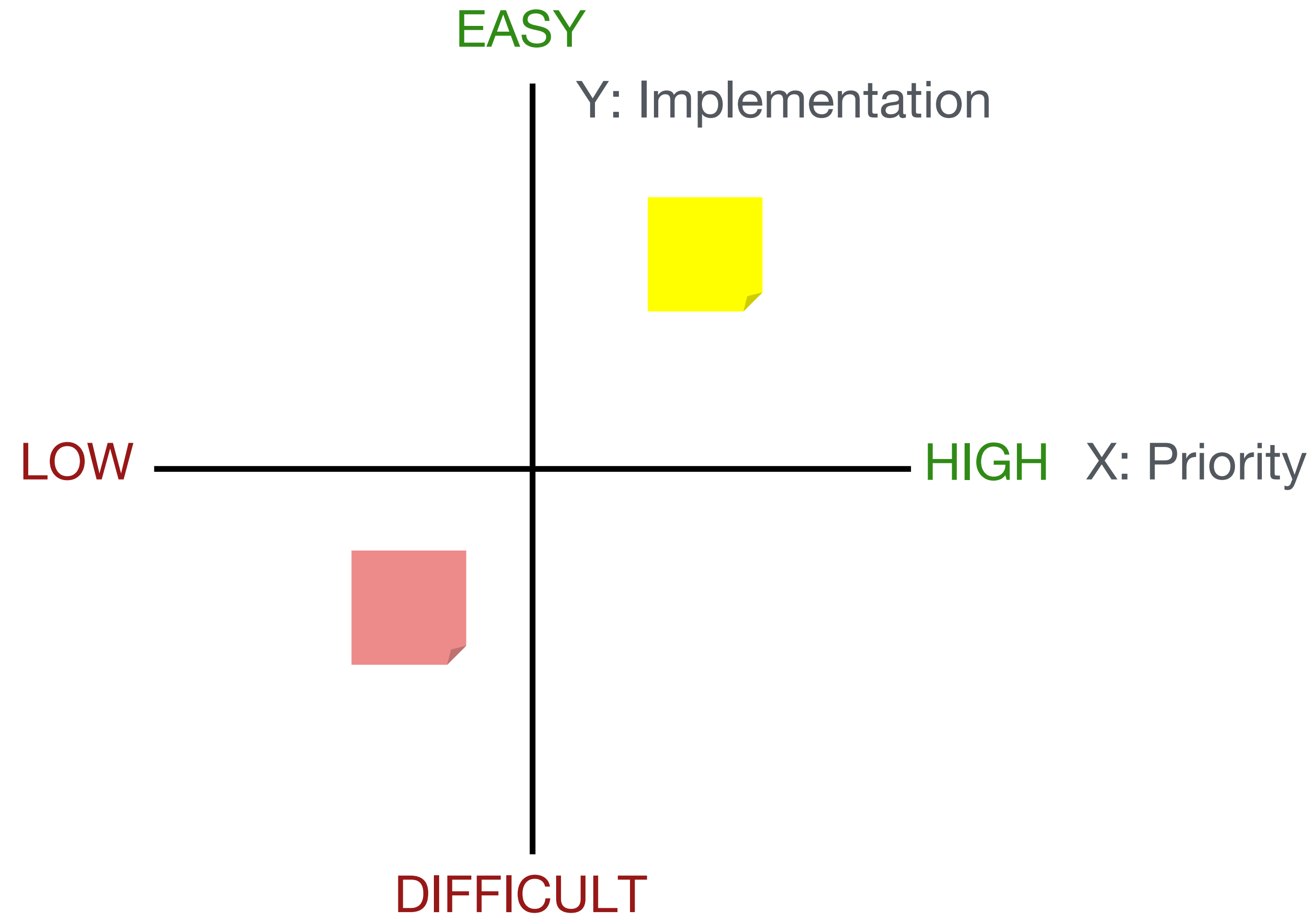|	+ EMOTION	WHY?	- EMOTION	WHY?	NEEDS	SOLUTIONS
0-2 YEARS						
2-4 YAERS	HAPPY	NEW JOINERS	FRUSTATION	LACK OF VISIBILITY	INFO	MONTHLY MEETING
+4 YEARS						

EXAMPLE

WORKSHOP TO ANALYZE NEEDS AND PAIN POINTS TO GET SOLUTIONS

IF WE CREATE

Name the experience of the future.

WE WILL SOLVE

Describe the need, the problem or the opportunity revealed.

TO DO THIS, WE NEED TO

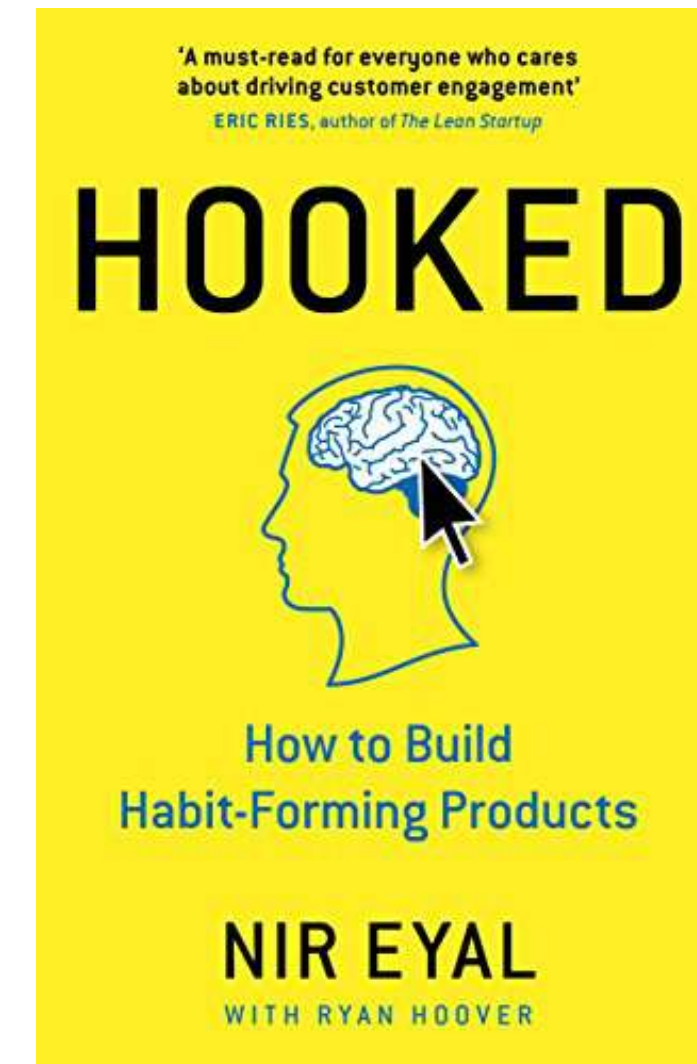Name people, process and technology that are part of the solution.

AS A RESULT

Describe the resulting future-state behaviors and impact (emotions, actions).

RESOURCES

BOOKS ABOUT UX:
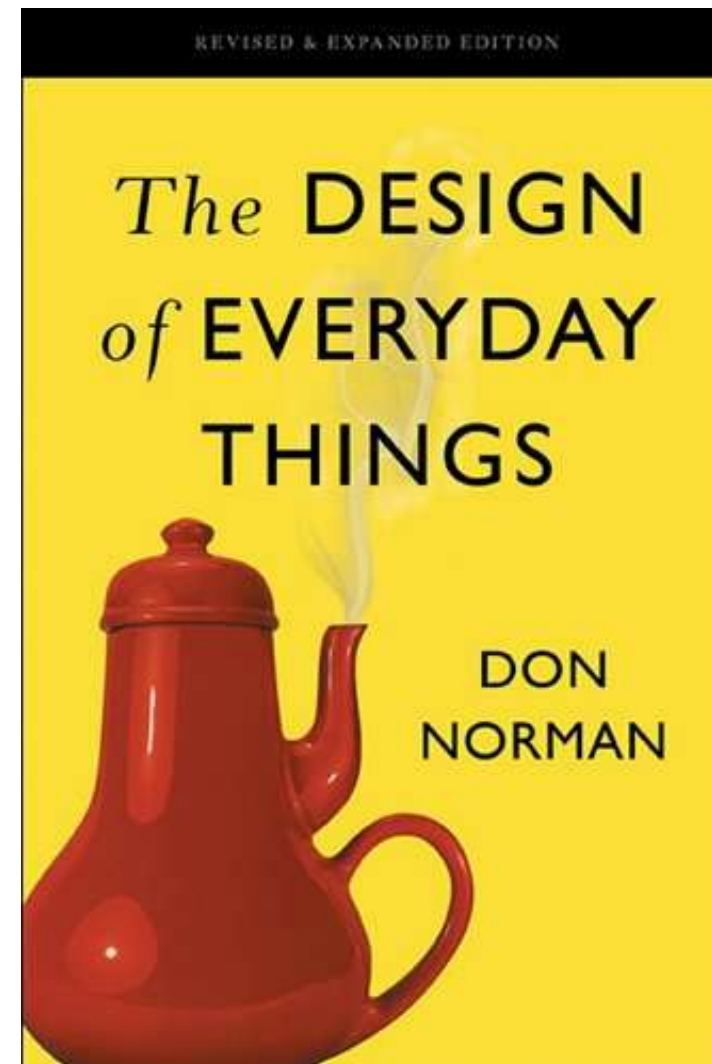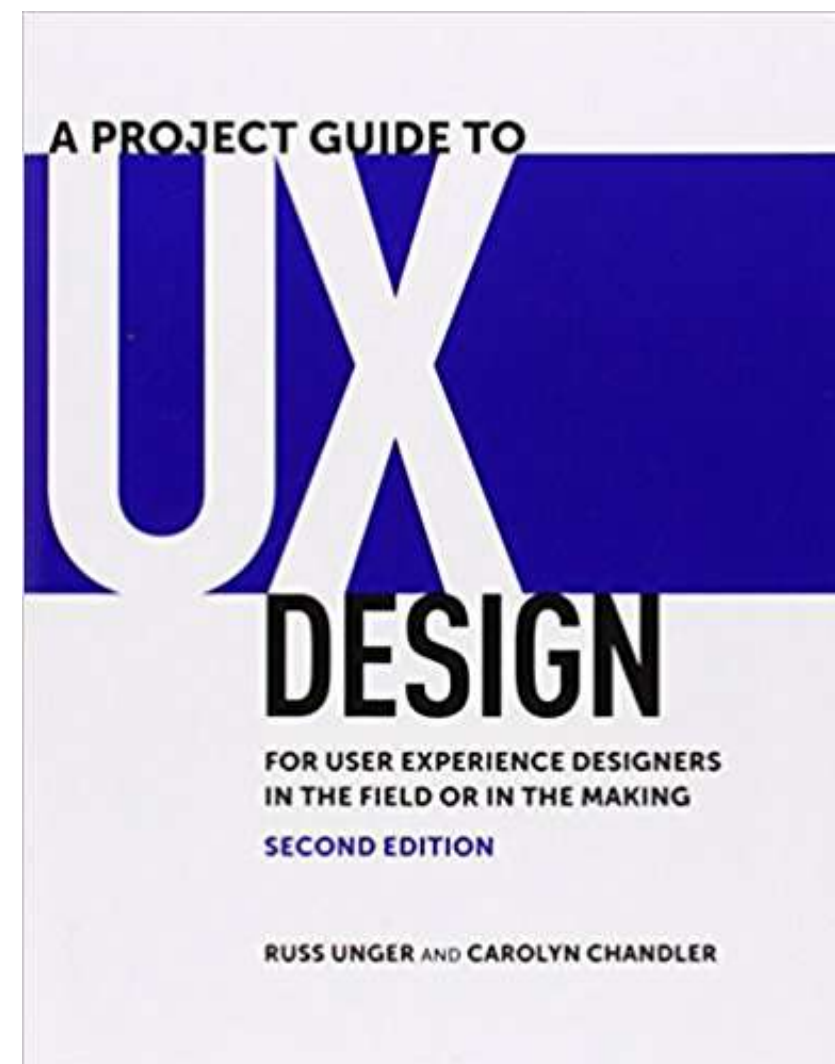
RESOURCES

EASY WAY TO LEARN ABOUT UX:

- https://www.udemy.com

- https://www.nngroup.com/training/

- https://tutsplus.com/

- https://www.udacity.com

- https://www.coursera.org

- https://www.meetup.com/es/find/education/

CONTENTS

01
CONTEXT

02
TIPS

03
CONCLUSION

"Knowledge and skills are essential, but what differentiates excellent from mediocre is their <u>attitude</u>."

VICTOR KÜPPERS

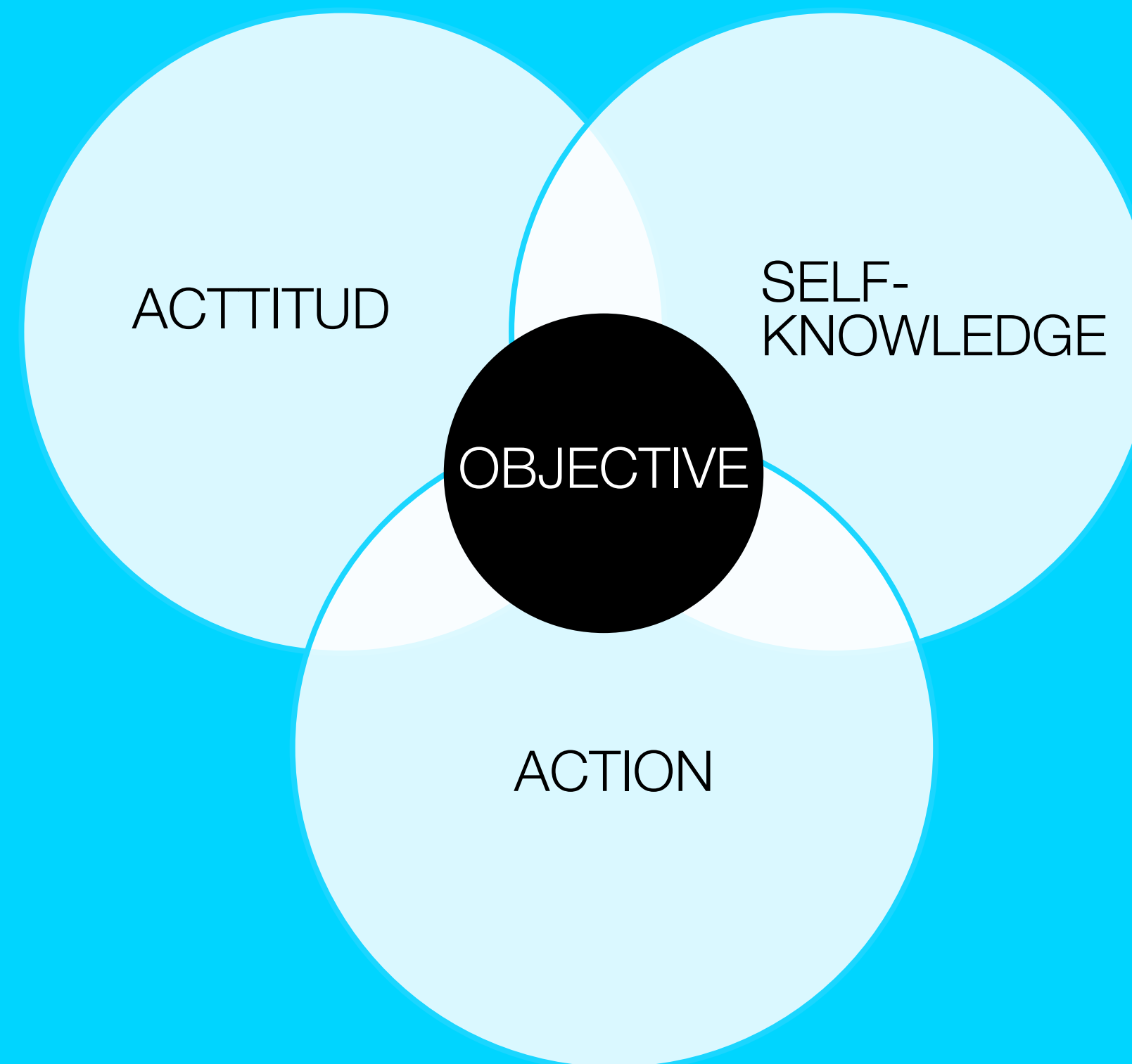Personal validity= (knowledge + abilities) x ATTITUDE

VICTOR KÜPPERS

ACTTITUD

SELF-KNOWLEDGE

OBJECTIVE

ACTION

Every person who decides to take the road to success, whatever the path to this, must use the past to learn, the future to find meaning and the present to act based on well-defined objectives, and with the right attitude. @LLUISSOLDEVILA

What specific problem
are you trying to solve
and what new information
do you need to solve it?

TRAVIS (MEDIUM)

"A problem is an opportunity"

"A problem is an opportunity"

THINK AND DESING
TO SOLVE A PROBLEM

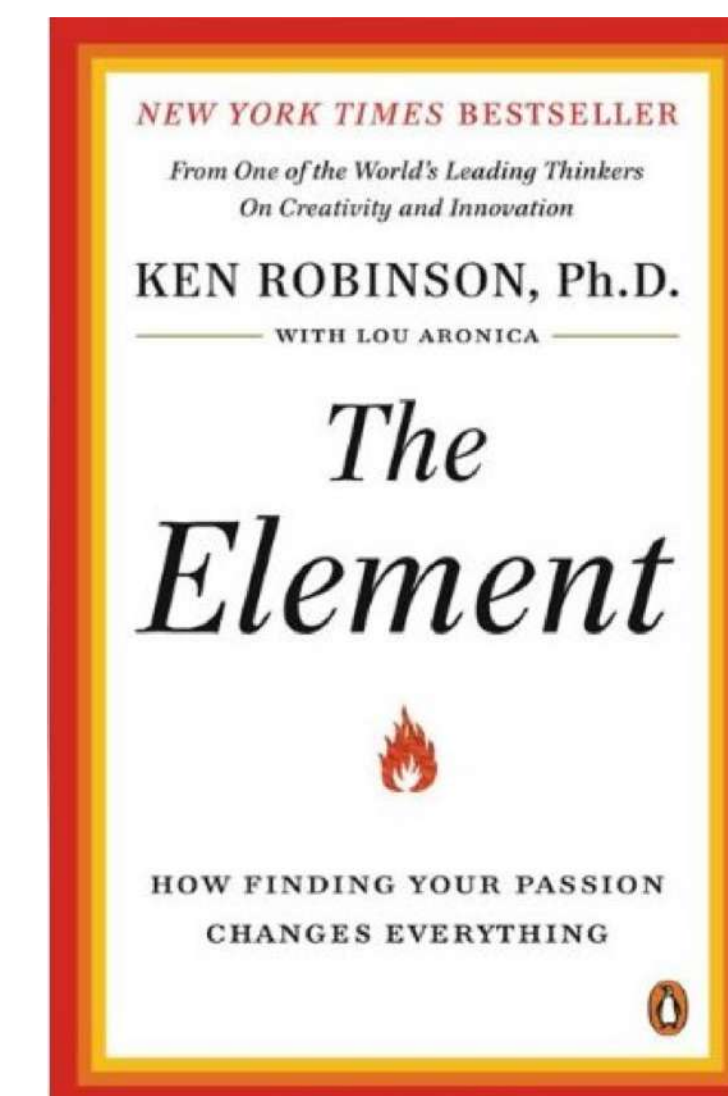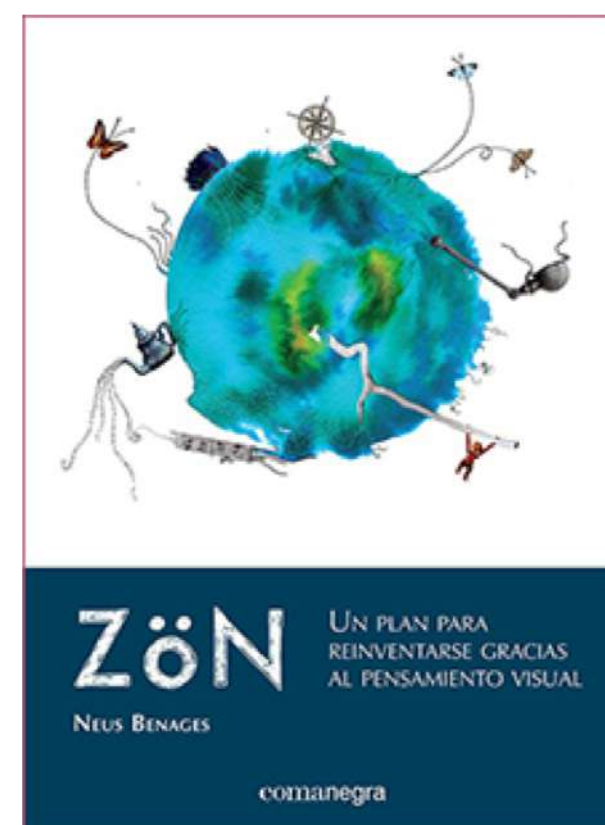# "A wrong try in the beginning can move you to a brilliant idea at a later stage."

"A wrong try in the beginning can move you to a brilliant idea at a later stage."

ITERATE

RESOURCES

BOOKS TO BE FOCUS ON YOUR GOALS AND YOUR PLAN:

RESOURCES

ANALYZE AND IMPROVE

- Evaluate, be aware of and improve your employability: http://guideyourtalent.com/en/

- Find your best place to live, work, and play: https://nomadlist.com/

THANK YOU.

QUESTIONS?

PLEASE CONTACT:

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UX DESIGNER – EXPERIENCE DESIGN
ZAIRA.COSTA@EMAIL.COM I @ZAIRA_COSTA