HOW TO SURVIVE AS A UX DESIGNER IN A BIG ORGANIZATION
CONTENTS

01
CONTEXT

02
TIPS

03
CONCLUSION
JOURNEY TRAVELLER

Before

During

INCIDENT
Broken leg

MEDICAL REPORT
He can’t flight

SPECIAL ASSISTANCE

NEW FLIGHT TICKETS

After

INFORMATION

Claim team
Assistance team
HOW TO **SURVIVE** AS A UX DESIGNER IN A BIG ORGANIZATION
UX / IT

IT DEPARTMENT (TRANSFORMATION PERIOD)
DEVELOPMENT SUPPORT
- Agile
- Tools

RESOURCES
- Tools
- Online trainings
- Services

LEARNING
- Diversity
- Culture
- Networking

COMMUNICATION
- Misunderstandings
- Difficult contact with end customer

BUREAUCRACY
- 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 research!
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.”

DAVID TRAVIS (MEDIUM)
How can culture be changed?
MAKING DESIGN RELEVANT IN A MASSIVE GLOBAL ORGANIZATION

EXPERIENCE FIGHTERS 2017

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

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
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
- INSURANCES
- LIFESTYLE
- INNOVATION
- BUSINESS
- IT
- LEADERS
- PM/PO
- ARCH.
- TECH.
- DIGITAL
- DEVELOPMENT
EXAMPLE

DEVELOPMENT SUMMIT #3 AND 1º GLOBAL UX MEETUP
EXAMPLE

DEVELOPMENT SUMMIT #3 AND 1º GLOBAL UX MEETUP

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

Ask, observe, note down problems
Find patterns, cluster
Find solutions, quick wins
Prototype, test and prototype again
BE COMMUNICATIVE AND EMPATHETIC

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

- Users
- Project Team
- UX Team
- Workplace
- Collaborators
- Community
- Entities
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/
RESOURCES

RECRUITMENT

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

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

UX = USERS
EVALUATE
ITERATIONS
INVOLVE PEOPLE TO EVANGELIZE
UX = USERS

FIELD STUDY, OBSERVATION, SHADOWING, USER TEST

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
FIELD STUDY, OBSERVATION, SHADOWING, USER TEST

JESSE JAMES GARRETT
HTTP://WWW.JJG.NET/ELEMENTS/PDF/ELEMENTS.PDF
### Example: Small Offer

<table>
<thead>
<tr>
<th>TASKS</th>
<th>EXPLORE</th>
<th>UNDERSTAND</th>
<th>DEFINE</th>
<th>DESIGN</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Collect <strong>business requirements.</strong></td>
<td>Collect <strong>user requirements</strong>, identify opportunities for improvement, group and prioritize them in order to unify and simplify processes.</td>
<td><strong>Conceptualize a new tool</strong> that matches users’ mental model.</td>
<td>Apply the <strong>look &amp; feel</strong> to the validated wireframes in order to provide the best user experience.</td>
</tr>
<tr>
<td>OUTCOMES</td>
<td><strong>Kick off meeting.</strong></td>
<td><strong>Expert review.</strong></td>
<td><strong>New Information Architecture.</strong></td>
<td><strong>Base look &amp; feel definition.</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Documentation analysis.</strong></td>
<td><strong>Usability tests of the existing tool.</strong></td>
<td><strong>New layout.</strong></td>
<td><strong>Look &amp; feel application.</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>Responsive adaptation.</strong></td>
</tr>
</tbody>
</table>

| OUTCOMES | **Test report.** | **Navigation map.** | **Set of 10 screens with design.** | **Style guide specifying responsive behaviour.** |
|          | **Set of 15 wireframes.** | | | |
## EXAMPLE

**SMALL OFFER**

<table>
<thead>
<tr>
<th></th>
<th>W1</th>
<th>W2</th>
<th>W3</th>
<th>W4</th>
<th>W5</th>
<th>W6</th>
<th>W7</th>
<th>W8</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EXPLORE</strong></td>
<td>Kick off</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>UNDERSTAND</strong></td>
<td></td>
<td>Test &amp; Report</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DEFINE</strong></td>
<td></td>
<td></td>
<td>Wireframes &amp; Test</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DESIGN</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10 responsive pages/ style guide</td>
</tr>
</tbody>
</table>
EXAMPLE
FIELD STUDY, OBSERVATION, SHADOWING, USER TEST
EXAMPLE FIELD STUDY, OBSERVATION AND SHADOWING
EXAMPLE
FIELD STUDY, OBSERVATION, SHADOWING, USER TEST
IMPROVE BUSINESS RELATIONSHIP
LEARN THE LANGUAGE OF BUSINESS
DEMONSTRATE
TRANSPARENCY
COLLABORATION
REVENUE
EXAMPLE

CHECKPOINTS WITH BUSINESS DURING THE PROCESS

EXPLORE

W1

Briefing

W2

Workshop

UNDERSTAND

W3

Focus Group

W4

Benchmark

DEFINE

W5

CJs

W6

W7

W8

TASK

REPORT

CHECKPOINT
RESOURCES

BOOKS ABOUT BUSINESS:
WORK ON YOURSELF
PROACTIVITY
CREATIVITY
RESILIENCE
PERSEVERANCE
EMPATHY
Improve

1. Learn from others
2. Learn by doing
3. Ask for feedback
4. Analyze your successes and failures
5. Search a mentor or UX coach
## Example

### Checkpoints with Business during the Process

<table>
<thead>
<tr>
<th>0-2 Years</th>
<th>2-4 Years</th>
<th>+4 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ Emotion</td>
<td>HAPPY</td>
<td></td>
</tr>
<tr>
<td>Why?</td>
<td>NEW JOINERS</td>
<td>LACK OF VISIBILITY</td>
</tr>
<tr>
<td>- Emotion</td>
<td>FRUSTRATION</td>
<td>INFO</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MONTHLY MEETING</td>
</tr>
</tbody>
</table>
EXAMPLE
WORKSHOP TO ANALYZE NEEDS AND PAIN POINTS TO GET SOLUTIONS

X: Priority
Y: Implementation

LOW       HIGH
DIFFICULT  EASY
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:

- A Project Guide to UX Design
- Made to Stick
- The Design of Everyday Things
- Hooked: How to Build Habit-Forming Products
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/
“Knowledge and skills are essential, but what differentiates excellent from mediocre is their attitude.”

VICTOR KÜPPERS
Personal validity = (knowledge + abilities) x ATTITUDE

VICTOR KÜPPERS
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 DESIGN 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:
ZAIRA COSTA
UX DESIGNER – EXPERIENCE DESIGN
ZAIRA.COSTA@EMAIL.COM | @ZAIRA_COSTA