"SOME PEOPLE THINK DESIGN MEANS HOW IT LOOKS. [...] BUT IT’S REALLY HOW IT WORKS. TO DESIGN SOMETHING REALLY WELL, YOU HAVE TO GET IT. IT TAKES A PASSIONATE COMMITMENT TO REALLY THOROUGHLY UNDERSTAND SOMETHING. MOST PEOPLE DON’T TAKE THE TIME TO DO THAT."

STEVE JOBS
YOUR APP SUCKS, TOTALLY USELESS! FIX THE USER EXPERIENCE. WASTED MONEY AND TIME! BURN IN HELL

AVERAGE ★☆☆☆☆
: (}
HOUSTON, WE HAVE A PROBLEM
THEN YOU BETTER FIX IT
SEARCH FOR DELIGHT

Why you need a User Experience Designer
Look for examples of bad User Experience to improve
REAL LIFE EXAMPLES

FAIL
WHY ARE THERE PULL HANDLES ON A PUSH DOOR?
REAL LIFE EXAMPLES
REAL LIFE EXAMPLES
BACK TO APPLE

Macbook Air showing great software
TURNS OUT I WAS WRONG
Save file /Users/jonathandicarlo/two-weeks.txt?

- No For All
- Save All Buffers
- Save This But No More
- View Changes In This Buffer
- View This Buffer
- No
- Yes
Choose an application to open the document "Notre Dame Estimate.xls".

Enable: All Applications

Always Open With

⚠️ It is not known if this application can open Microsoft Excel Document files.
Let’s not forget the BSoD - Death
USER EXPERIENCE
USER EXPERIENCE
Honeycomb

useful
usable
desirable
valuable
findable
accessible
credible
UX VS UI
Delight
HOUSTON, WHY IS IT SO HARD?
Interaction with a machine is hard
SURFACE

• Flat
• Temporary
• Breadcrumbish
OPTIMIZATION

- UX - Culture
- Unified Strategy
- Behavior Optimization
- Behavior Consistency
- Visual Consistency
RESEARCH

• Usability Testing
• Study the Masters
BUILD FOR

• Simplicity
• Intuition
• Emotion
WHY YOU NEED A UXD?

? Questionmarks everywhere ?
EVOLUTION

Age of Features → Age of User Experience
STEVO, WE HAVE A SOLUTION
FUN TIME
THANKS FOR HAVING ME