



"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



REAL LIFE EXAMPLES



REAL LIFE EXAMPLES



BACK TO APPLE

Macbook Air showing great software

TURNS OUT I WAS
WRONG

Question



Save file /Users/jonathandicarlo/two-weeks.txt?

No For All

Save All Buffers

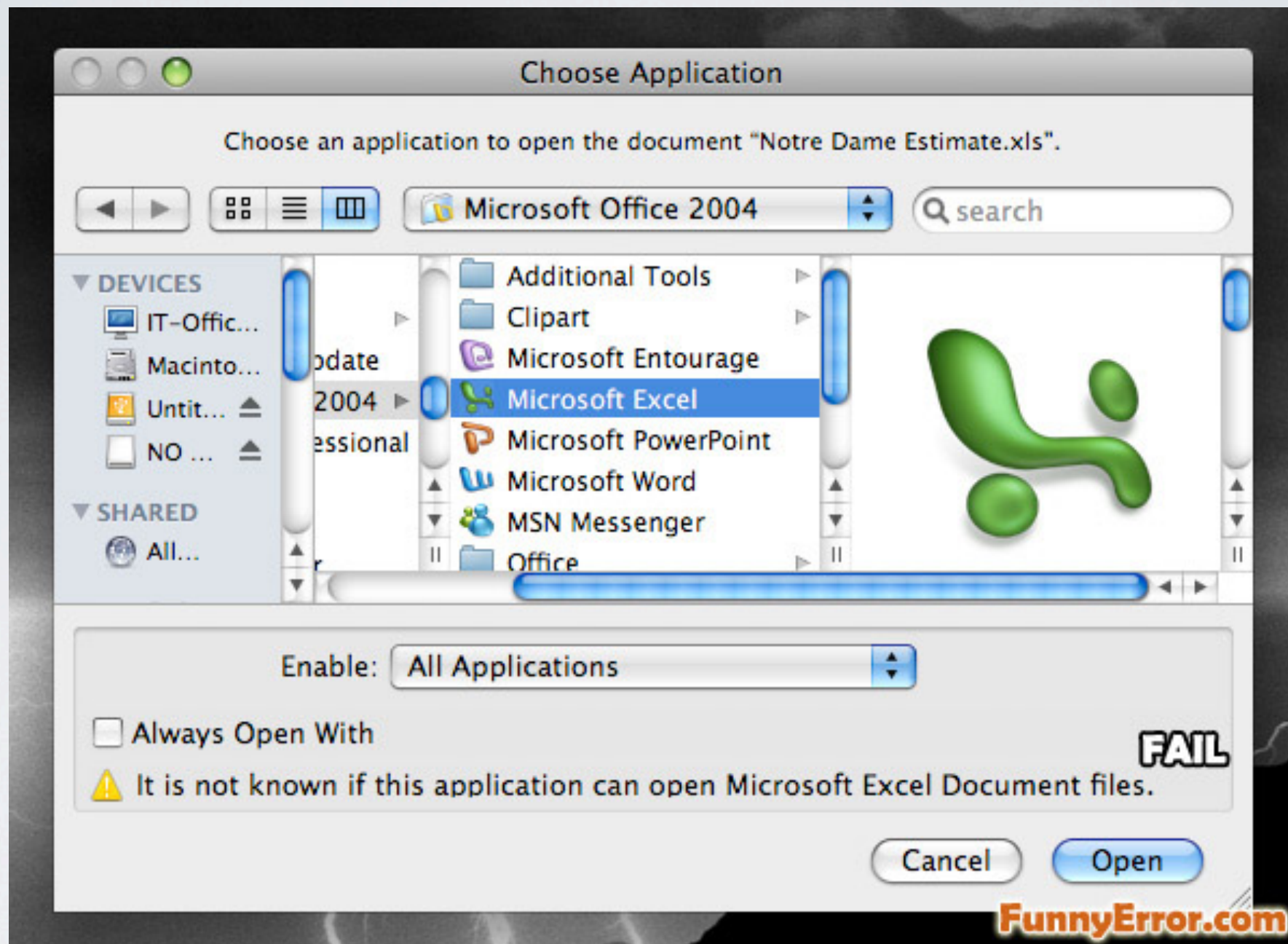
Save This But No More

View Changes In This Buffer

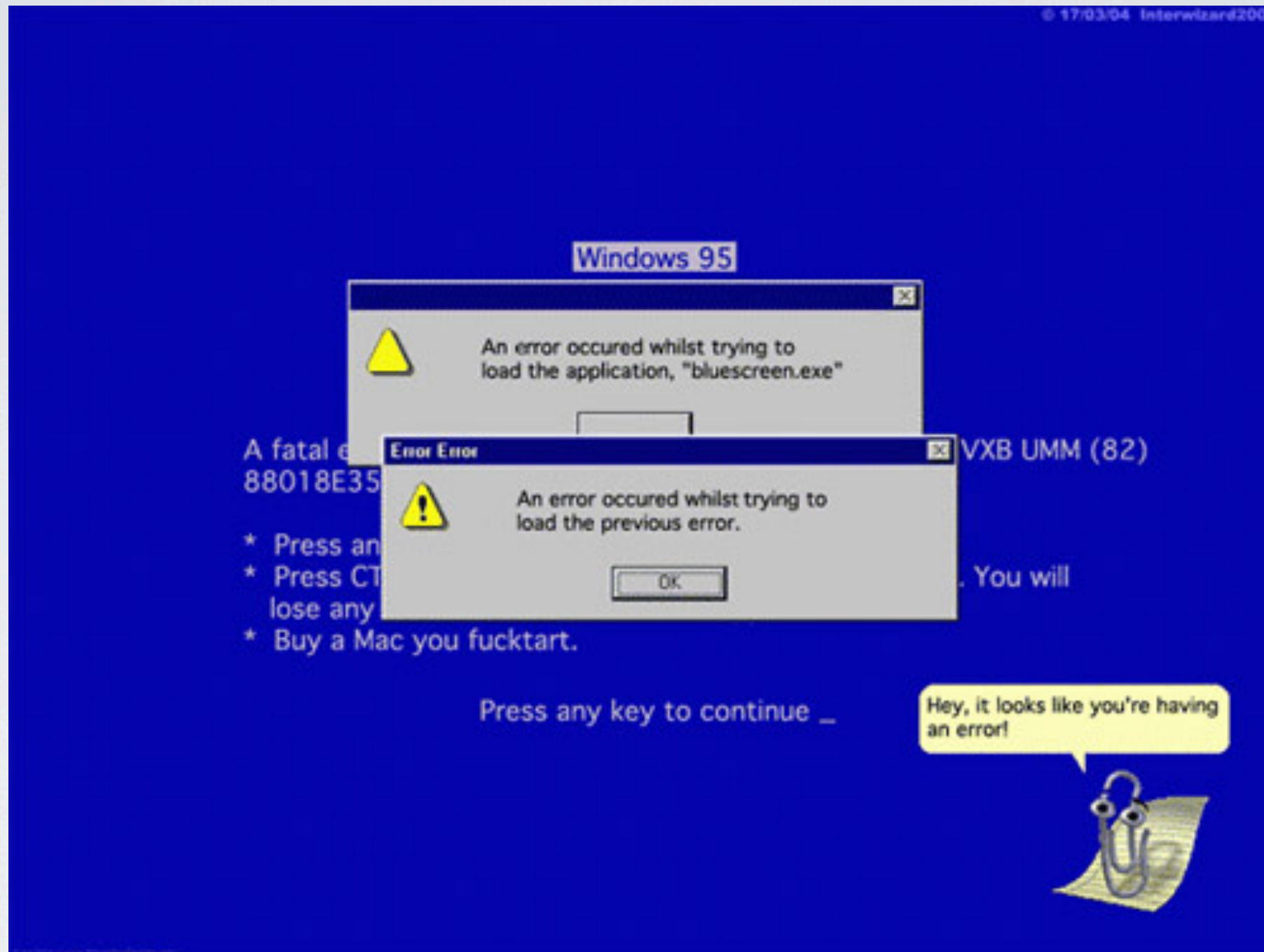
View This Buffer

No

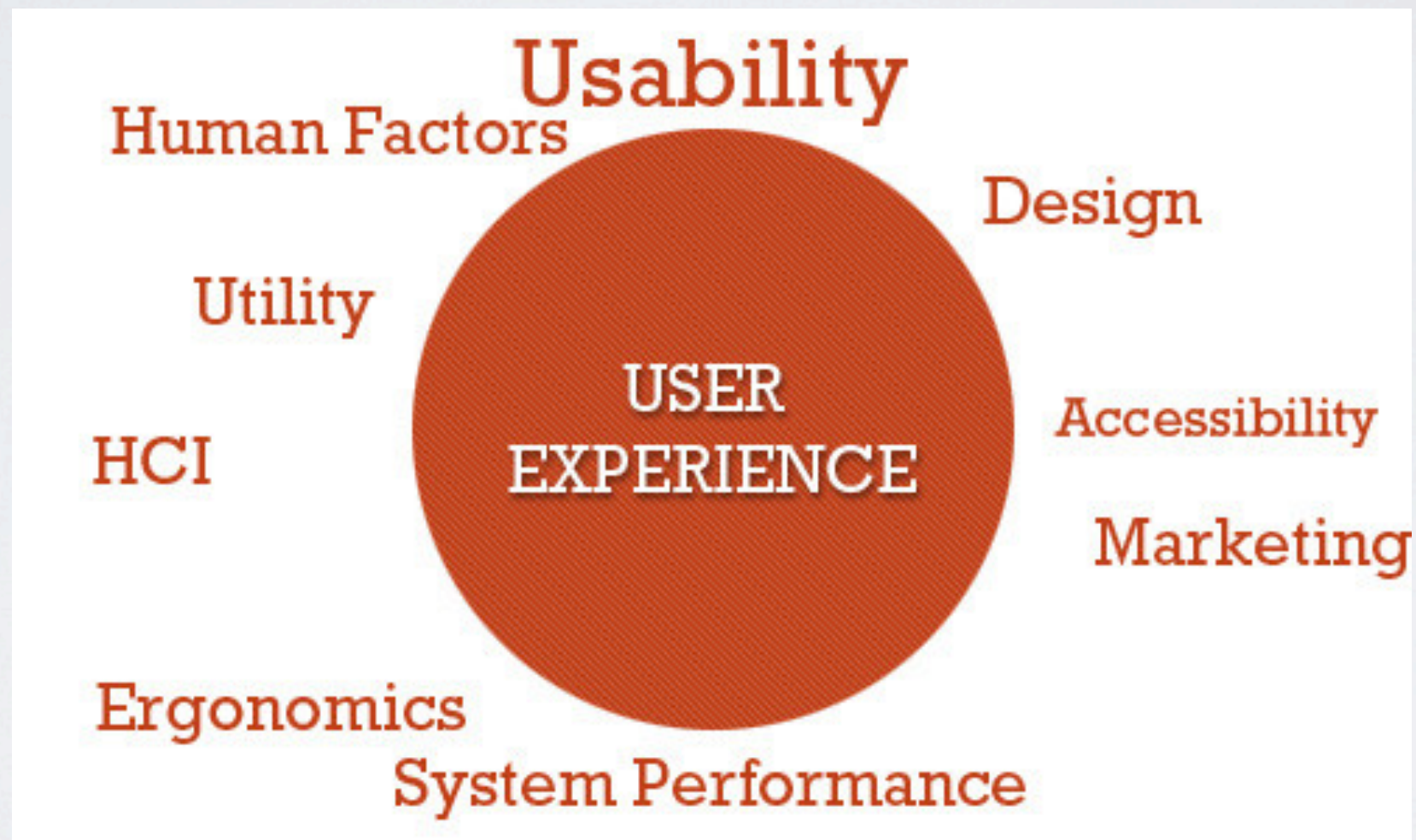
Yes



Let's not forget the BSoD - Death



USER EXPERIENCE

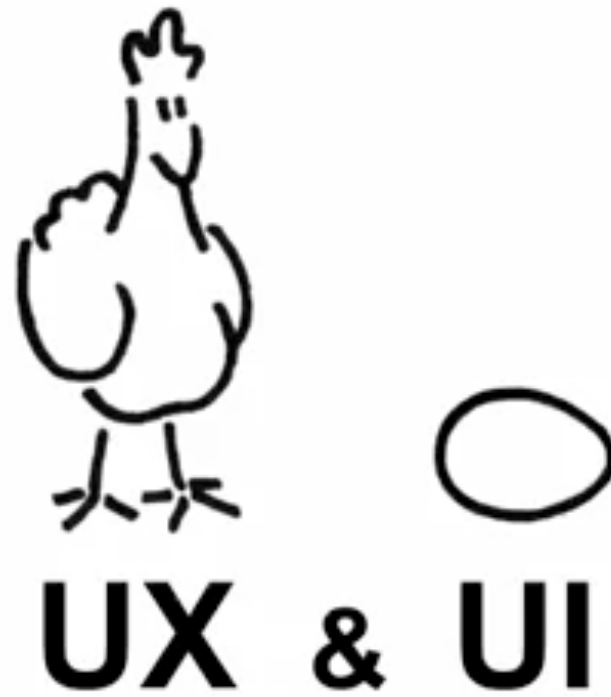


USER EXPERIENCE

Honeycomb



UX VS UI



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Delight

HOUSTON, WHY IS IT SO
HARD?

|

Interaction with a machine is hard

✕
Communication Barriers:

Oral Cues

Visuals

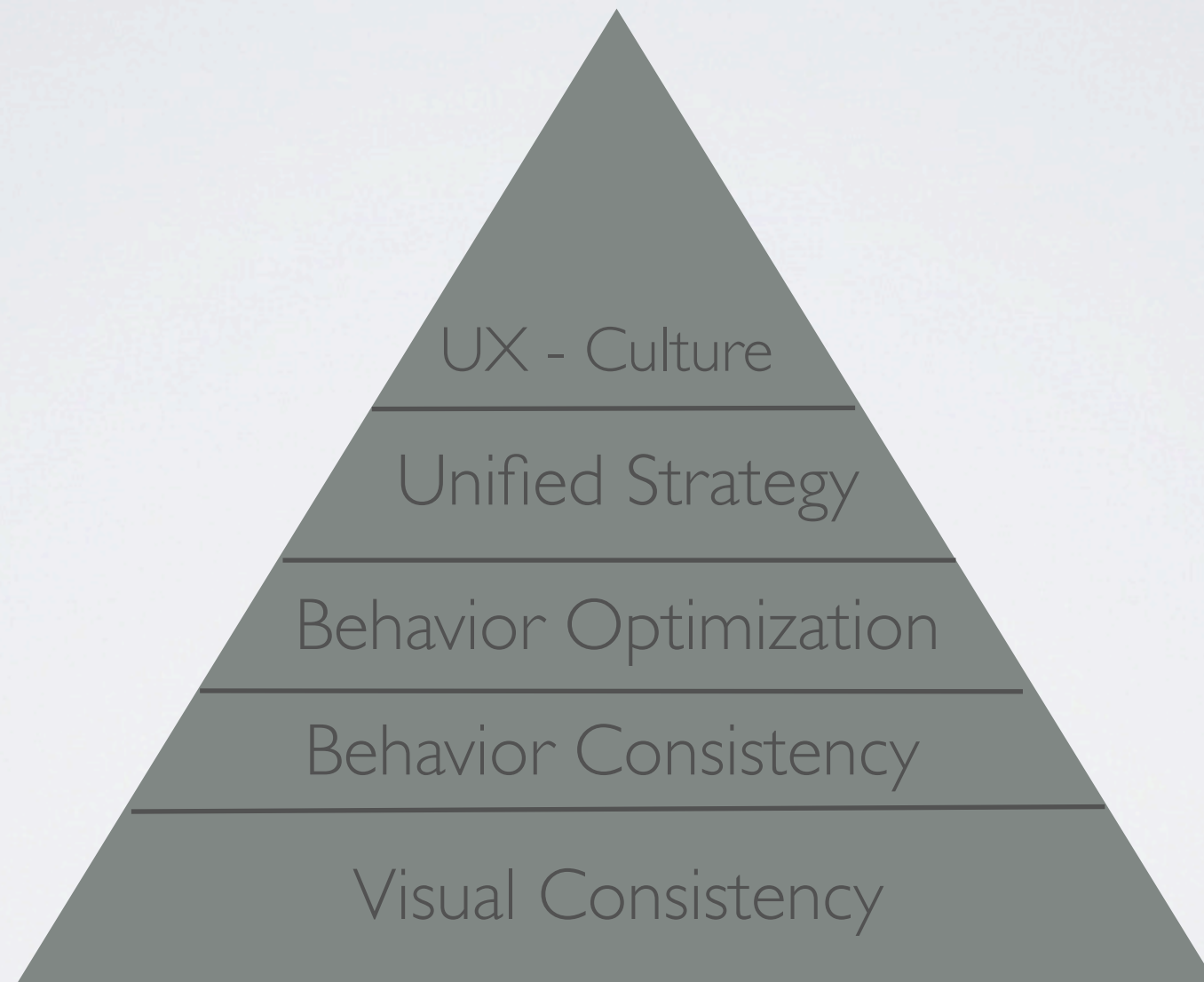
Human Factor is lost
///

II

SURFACE

- Flat
- Temporary
- Breadcrumbish

OPTIMIZATION



RESEARCH

- Usability Testing
- Study the Masters

BUILD FOR

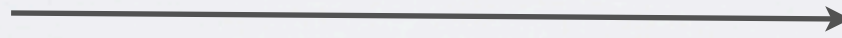
- Simplicity
- Intuition
- Emotion

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