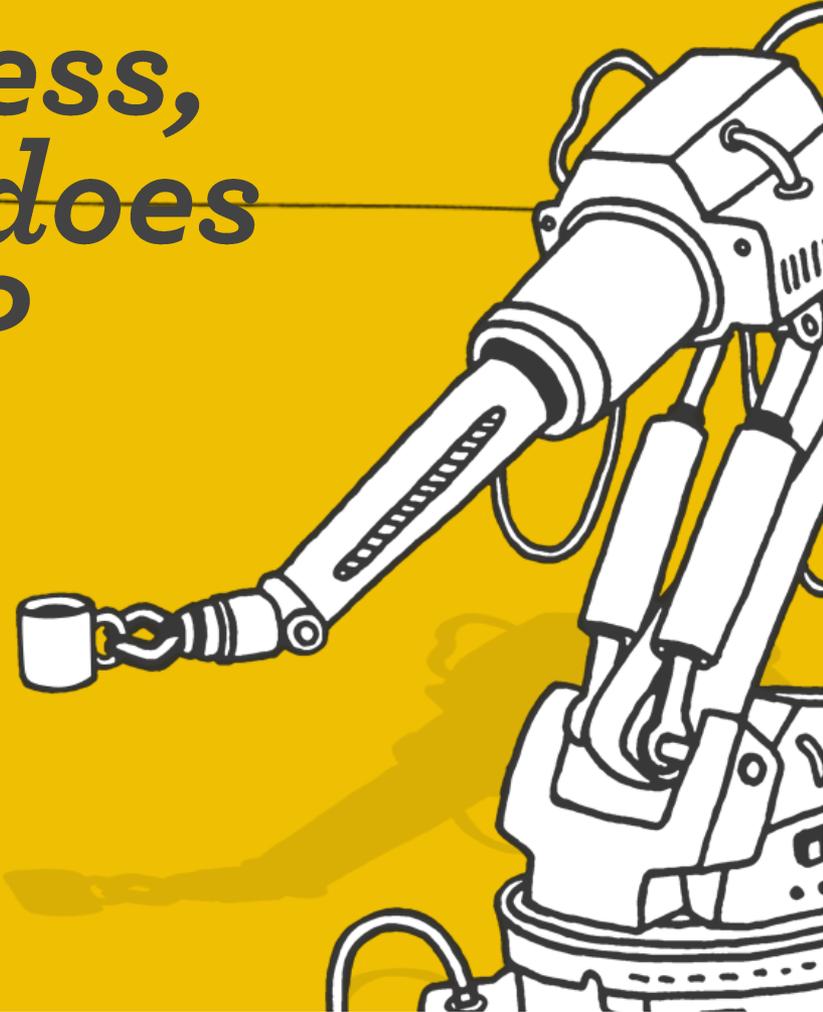
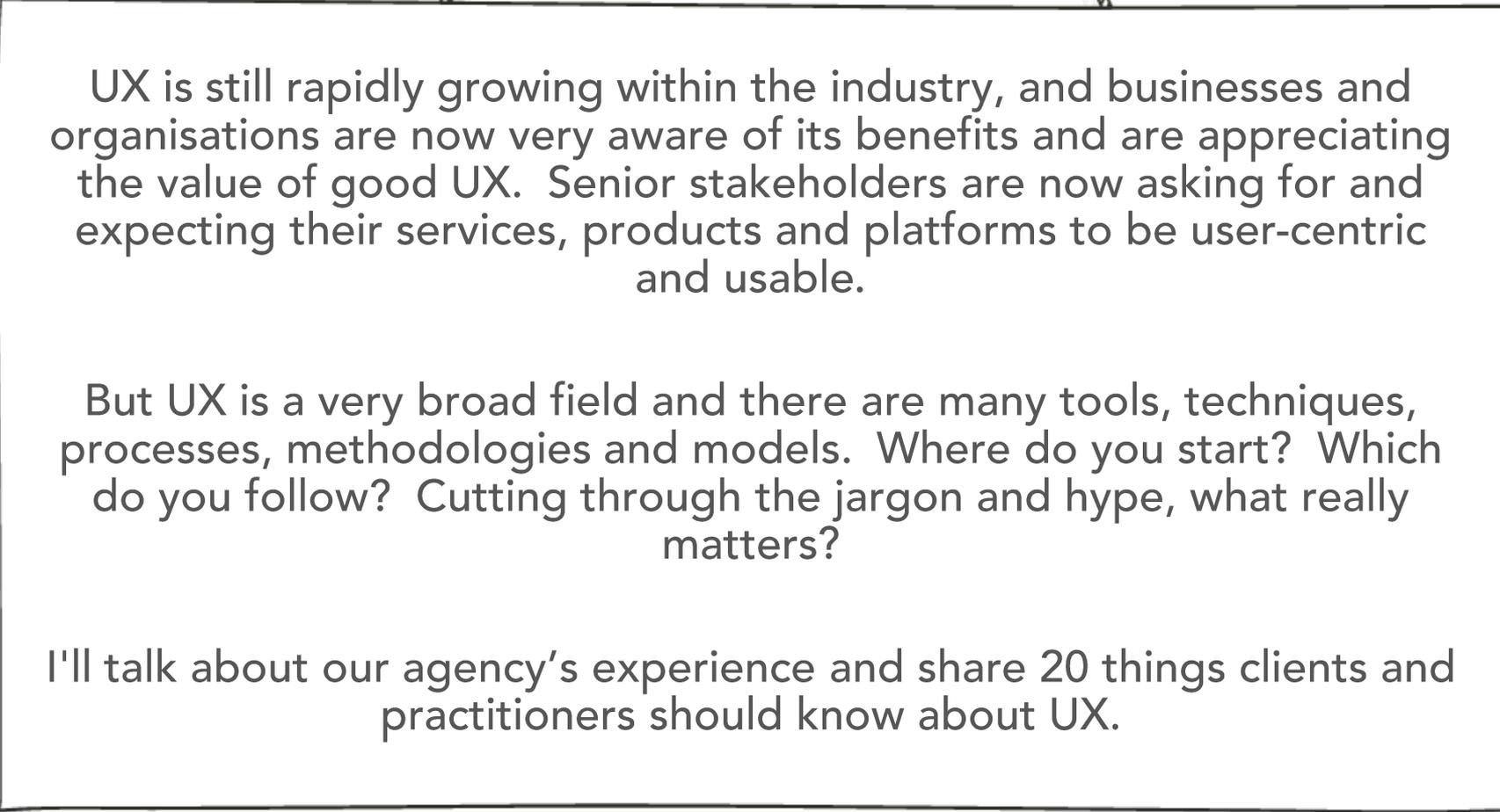


Strategy, process, frameworks – does it even matter?

20 things you should know about UX





UX is still rapidly growing within the industry, and businesses and organisations are now very aware of its benefits and are appreciating the value of good UX. Senior stakeholders are now asking for and expecting their services, products and platforms to be user-centric and usable.

But UX is a very broad field and there are many tools, techniques, processes, methodologies and models. Where do you start? Which do you follow? Cutting through the jargon and hype, what really matters?

I'll talk about our agency's experience and share 20 things clients and practitioners should know about UX.

Why this talk?



Why 20 things?





The bit about me



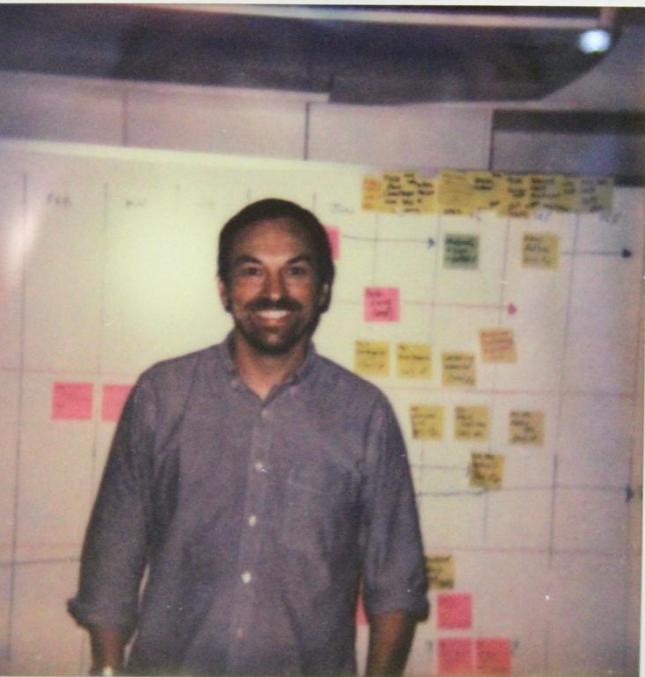
Mareth Evans
SEO Executive



Tim Peel
Development Director



Adam
Prendagas DE



Tony Foggett
Founder & Director



Louis Georgiou
Founder & Director



Wini Tse
Founder & Director

I'm Louis Georgiou





We're from Manchester



70 + full time staff

Waterstone's. What's your story?

The competition

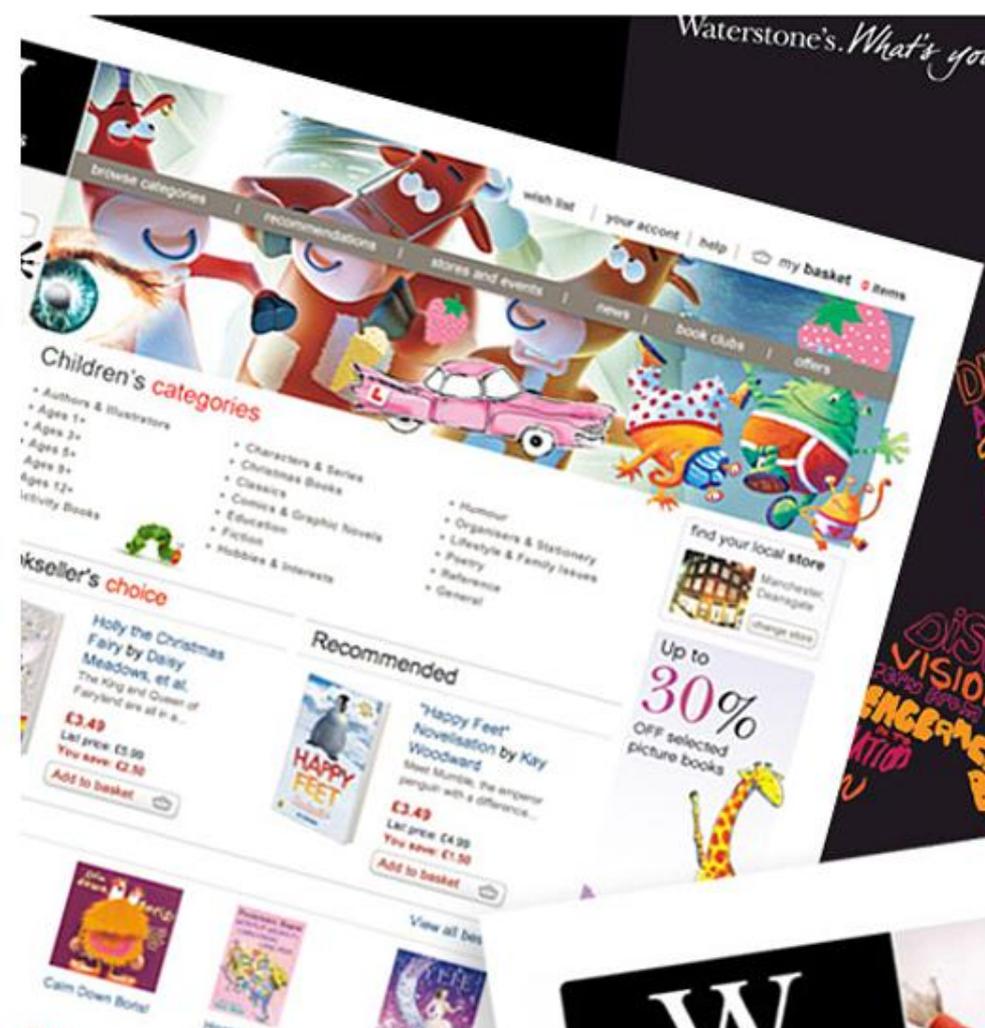
1,542

short stories have been

We asked some of our favourite authors to write a short story on the back of one piece of card, you can read them

Now you can too and win the chance to have your story included in a postcard book with these authors

Write your short story



We're a Marketing & Technology Agency

Get ideas...
Collect schemes & imagery

Crown Trends
Inspiration from our experts.

Crown stencils
See our collection at the stencil library.

more..

Use our photo gallery to get colour inspiration for your rooms.

Aged White
Feature wall

Cashmere®
Other walls

Aged White
Trim areas

Aged White
Ceiling

Product details
See detail & track info



Save Scheme



Request Samples



Crems & Neutrals

Yellows & Oranges

Greens

Blues & Greys

Reds & Pinks

With Design & Build at our core

Photos



Across devices and platforms



Managing search & media



Running digital campaigns

First 



hmv.com


national union of students

 berghaus[®]

W
Waterstone's

At your side.
brother[®]

MCARTHURGLEN
DESIGNER OUTLETS

 Oxfam

MATALAN
ONLINE SHOP

Chester
ZOO
IT'S REAL!

benefit
SAN FRANCISCO

Guardian Media Group
gmg


CROWN
PAINTS

Busch
GARDENS.
TAMPA BAY

BBC

BEAVERBROOKS



HUGGIES



GREENPEACE



ORIGINAL SOURCE



pdsa
for pets in need of vets

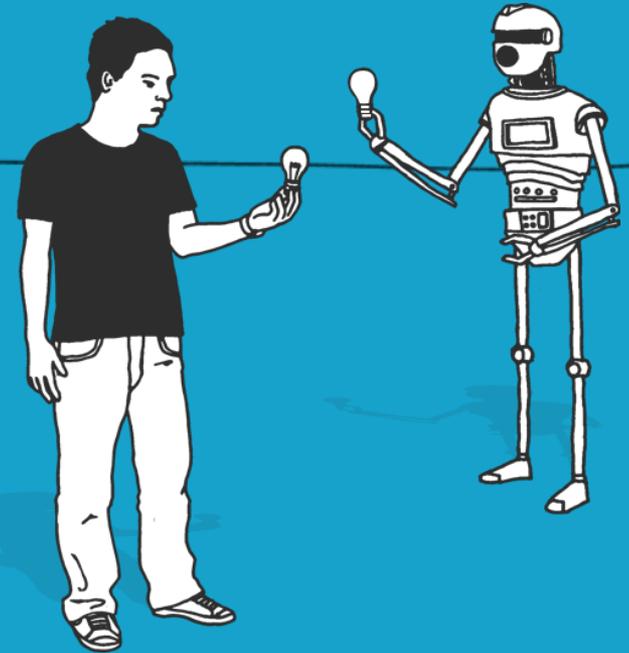


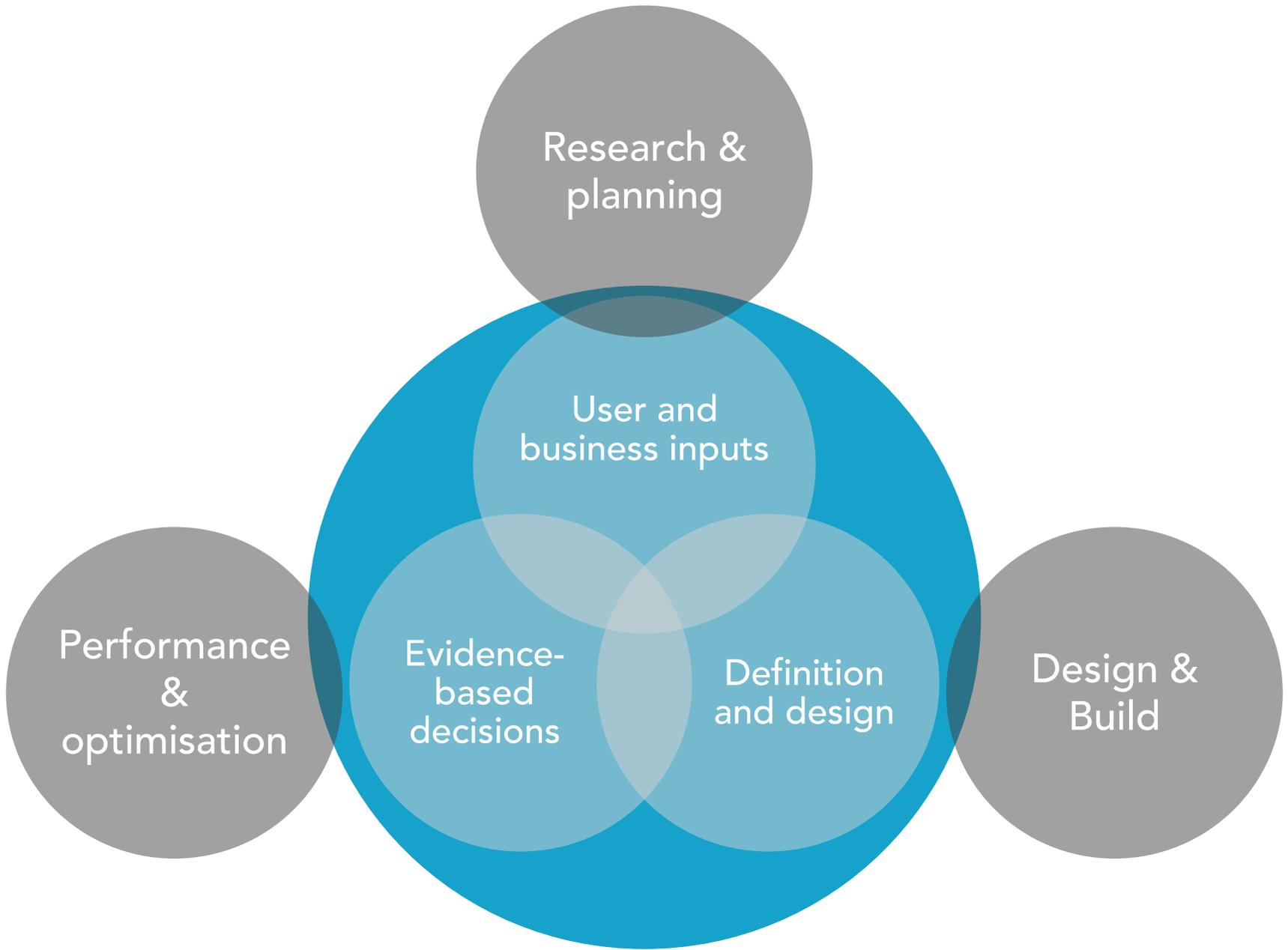
Kotex.



Context

What do we mean by UX, process, frameworks?





Research &
planning

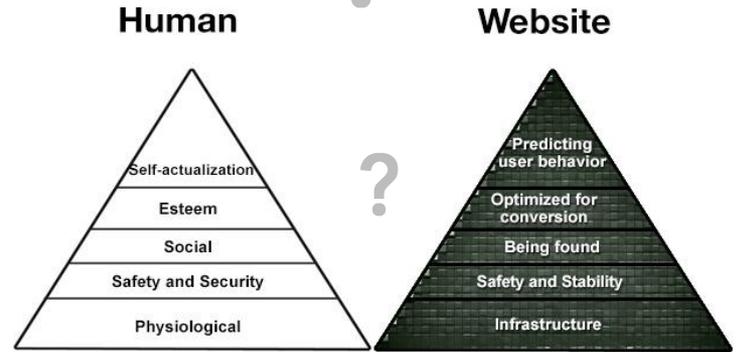
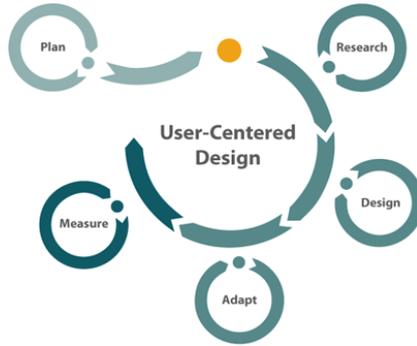
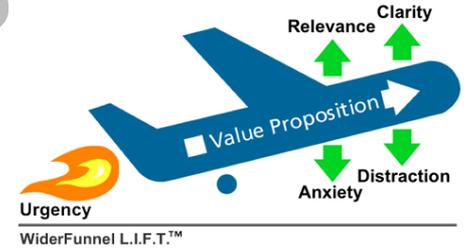
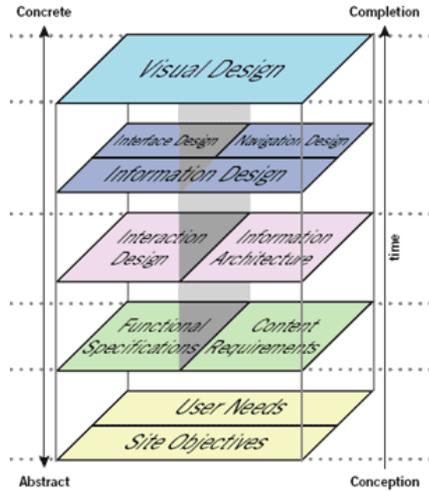
User and
business inputs

Evidence-
based
decisions

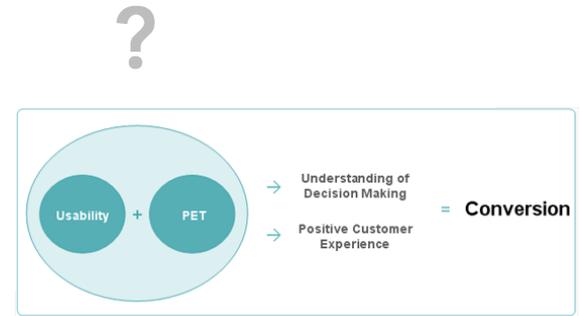
Definition
and design

Performance
&
optimisation

Design &
Build



	GREEN	BLUE	PURPLE	GREY	BLACK
	Initiate new behavior	Reinitiate familiar behavior	Increase behavior intensity	Decrease behavior intensity	Stop existing behavior
DOT One time behavior	GREEN DOT Do a new behavior one time	BLUE DOT Do familiar behavior one time	PURPLE DOT Increase behavior one time	GREY DOT Decrease behavior one time	BLACK DOT Stop behavior one time
SPAN Has a duration	GREEN SPAN Do behavior for a period of time	BLUE SPAN Maintain behavior for a period of time	PURPLE SPAN Increase behavior for a period of time	GREY SPAN Decrease behavior for a period of time	BLACK SPAN Stop behavior for a period of time
PATH Lasting change	GREEN PATH Do new behavior from now on	BLUE PATH Maintain behavior from now on	PURPLE PATH Increase behavior from now on	GREY PATH Decrease behavior from now on	BLACK PATH Stop behavior from now on



My 20 UX insights...

In no particular order



1

The importance of team.
UX is one part of the overall
success.

2

Value a second opinion. Lessons from pair programming

3

Clients, get involved.
Share your knowledge and
work with your team.
Lessons from Scrum.

4

UX practitioners don't know everything.

It's alright to say "I don't know, we need to test that"



5

Hit the streets

Observation can inspire ideas, it's not just about usability

5

Why not?

It's arguably more important
to know why not, than why.

6

People over-estimate their
needs.

Sometimes don't do what
your audience tells you.

7

Keep UCD simple.
Learn from people, design
for people, validate with
people.

8

Adapt Agile to suit.
Begin with a holistic view,
piece-meal design can be
patchy and not thought
through.

9

At least 20% of your budget
should be spent on UX.

Plan time and money on the
UX fundamentals.

10

Use the available tools to help you.

AB and MVT testing, analytics, screen recording, click/heat maps etc.





Test in the real world.
CRO, analytics and iteration
may be all you need (?)

12

Sometimes you just need to
start again.

Don't get silod into the
wrong corner and be too
afraid to change.

13

Invest in thinking, not glossy documentation.

Don't forget the real value is in the end product.

Another lesson from Scrum.

14

Don't create artefacts unless
you plan to use them in the
end product.

It's great to strategize, as
long as it has a purpose.

15

The visual design impacts usability and experience. UX is not separate to design and does not stop at wireframes.

It's not just about usability,
neuromarketing works.
Use what we know about
people – persuasion,
emotion and trust.

17

Sometimes it's important to
break with convention.

If UX is only based on what
you ask and what you are
told, you'll never delight or
surprise.

It's no good without results.

Always have a plan and metrics to work towards.

Establish your conversion funnels and goals.

Responsive design is not a
silver bullet.

What will provide the best
optimised experience and
which will perform best?

You are never done.
Things change constantly so
test, learn and adapt,
indefinitely.

So, does it all matter?

“I don't know, we need to
test that”

Thank you

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[@louisgeorgiou](https://twitter.com/louisgeorgiou)

