UX Design is dead

Chris Compston

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Why are you saying that!?

This is my perspective

Someone tell me what a UX Designer does...

If… we don’t know… how can anyone else?

What are we actually doing?

Crossover with: Product Owners Analytics & Opt Stakeholders

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“However, you’re the expert...”

Well no... our users tell us what to do

We just know how to ask them

We are
UX Designers

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Break it down:

User Experience Design

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What is design?

Is this catchall holding us back?

Look and feel!?

Look and feel!?
Crayons!?

Look and feel!?
Crayons!?
Make look pretty!?

Look and feel!?
Crayons!?
Make look pretty!?
Jazz it up!?

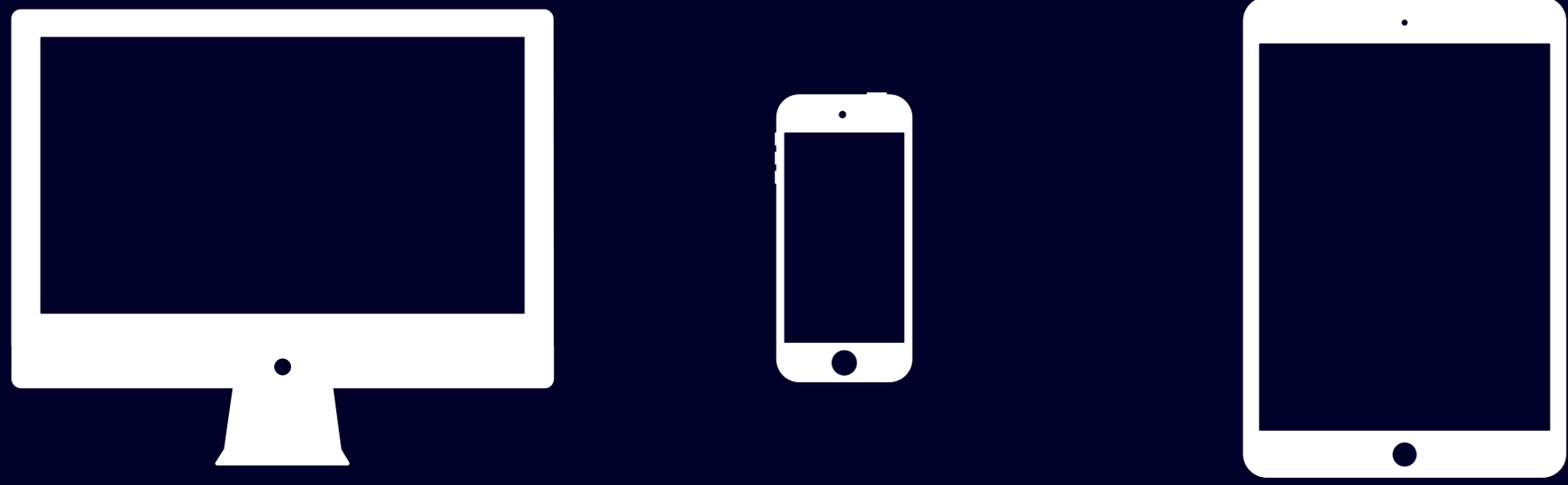
Look and feel!?
Crayons!?
Make look pretty!?
Jazz it up!?
Create posters!?

… is education to blame?

We need to distance ourselves

What are we designing?

What is the product?



Responsive Web

Mobile App

Tablet App

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What is required to build a product?

Information Architecture
Content Strategy
User Research
User Stories
User Journeys
User Interface
Wireframing
Prototyping
Interaction Design
New Functionality
Usability Testing
Visual Design
Content Creation
Front End Development
Back End Development
QA Testing

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What is the UX role here?

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What are we expected to know?

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This is quite degrading

This doesn’t showcase our full abilities

How can we change this?

Internal education

Internal education Communication

Internal education
Communication
Collaboration

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Internal education
Communication
Collaboration
Stakeholder mgmt

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This will only get you so far

What is user experience?

Can you design a user's experience?

We can only manage it

We design products to manage the user's experience

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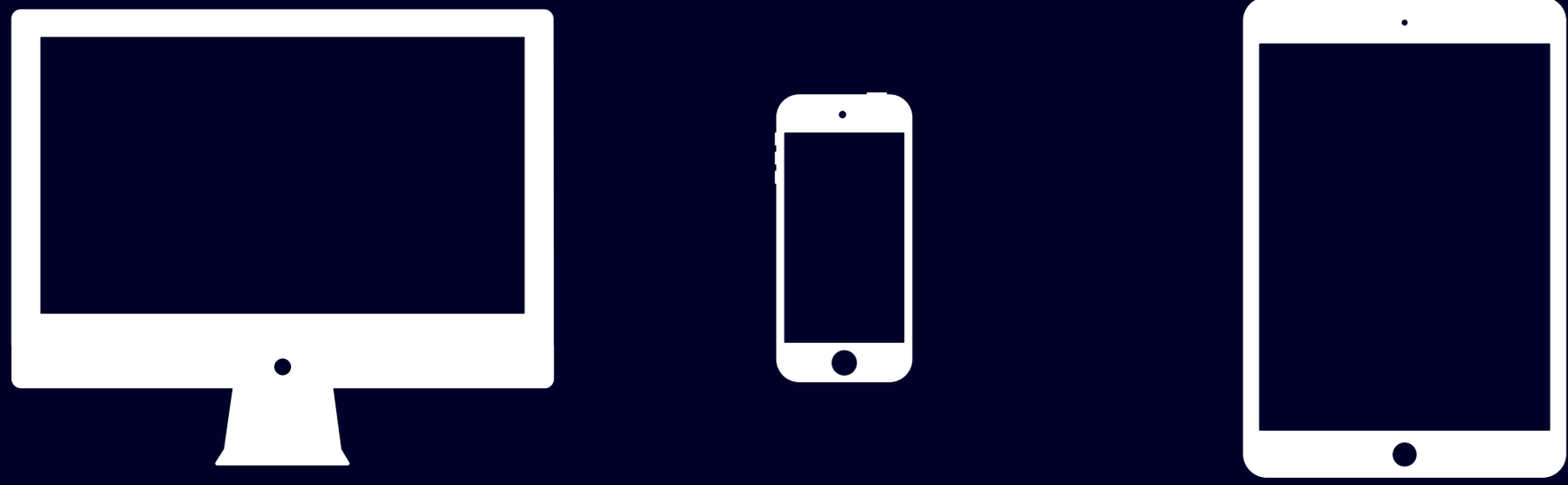

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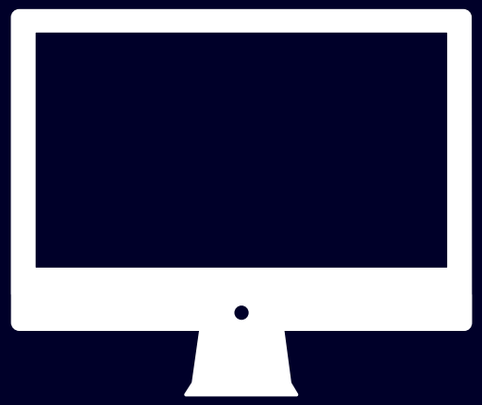
Isolated user experience

Holistic user experience



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Service Centre

Distribution

Social Team

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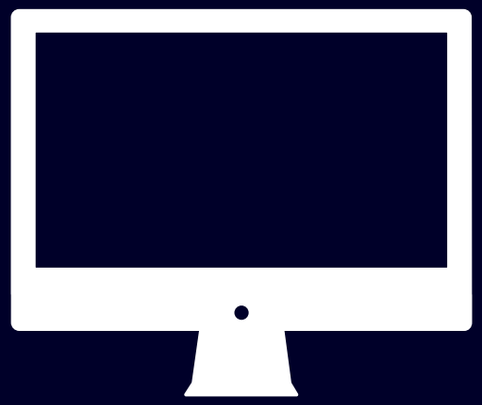
There needs to be a fundamental change



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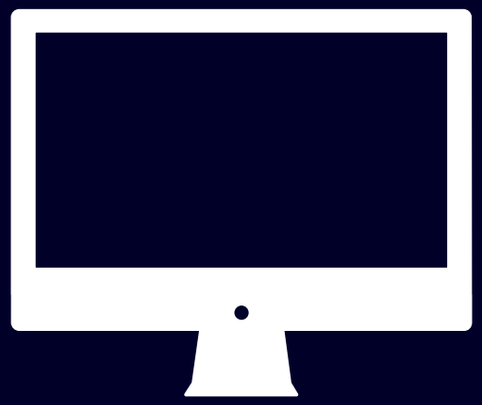
Product Owner



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Product Owner

Mobile App

Product Owner

Tablet App

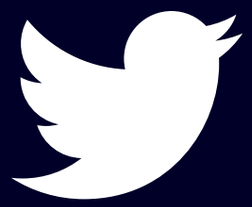
Team Manager

Service Centre

Team Manager

Distribution

Team Manager



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What do POs do?

What do UXs do?

… same things?

Manage a product's user experience

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We have two duplicate roles

Product Owner
UX Designer

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Product Manager
UX Designer

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Product Manager UX

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Manager

UX

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UX Manager

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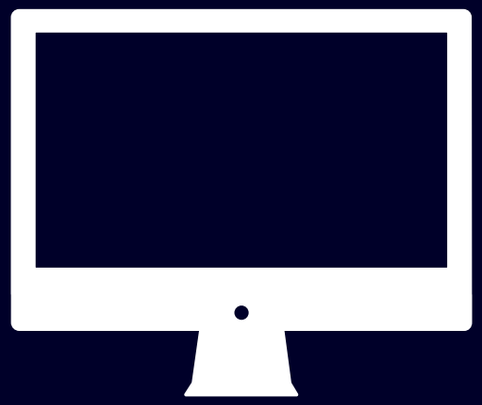
Product Owner



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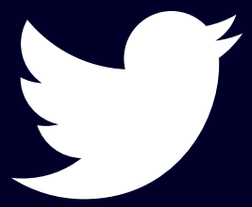

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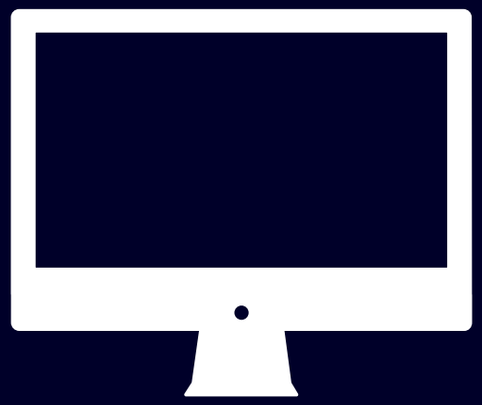

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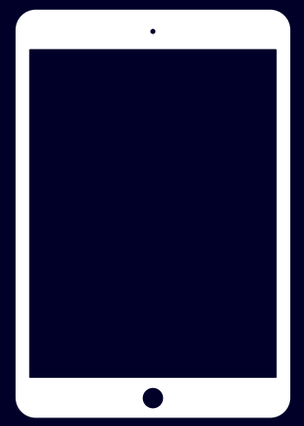
Mobile App

UX Manager



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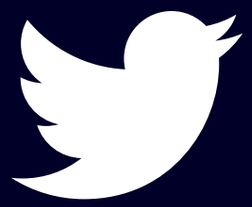

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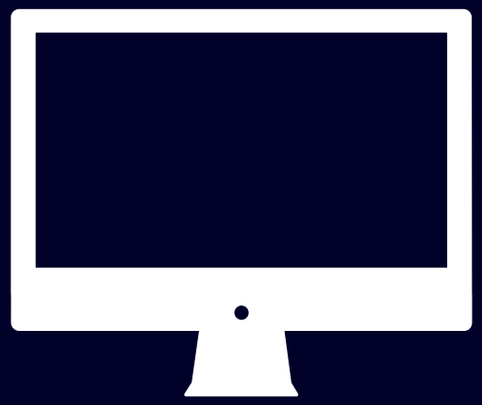

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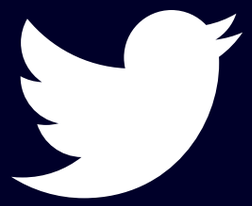

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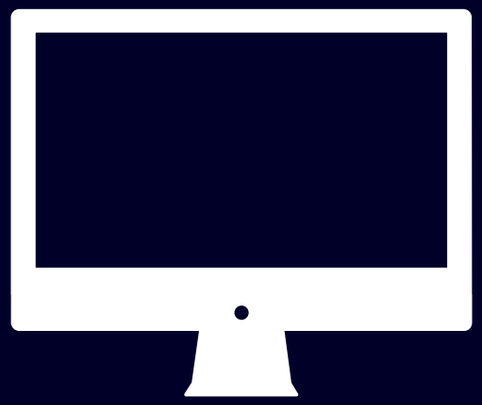
What is the benefit?

UX Manager



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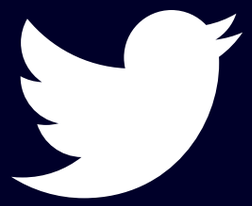

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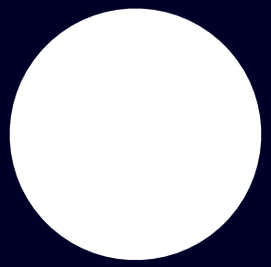
A change in mindset

Don’t be restricted by ‘product’ boundaries

UX Manager



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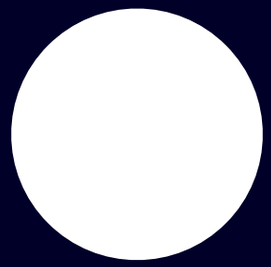

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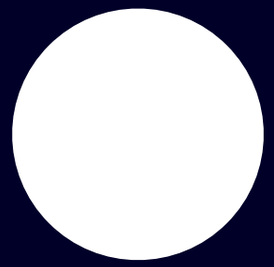

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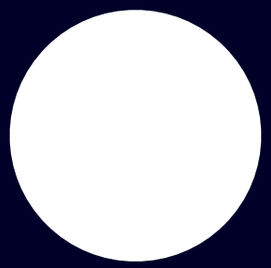

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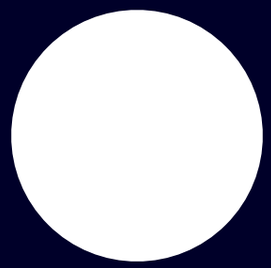

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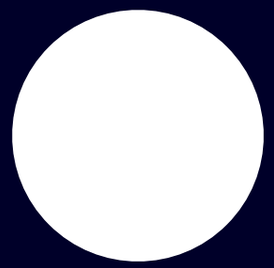

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Think holistically instead of isolated

Holistic user experience is Customer Experience

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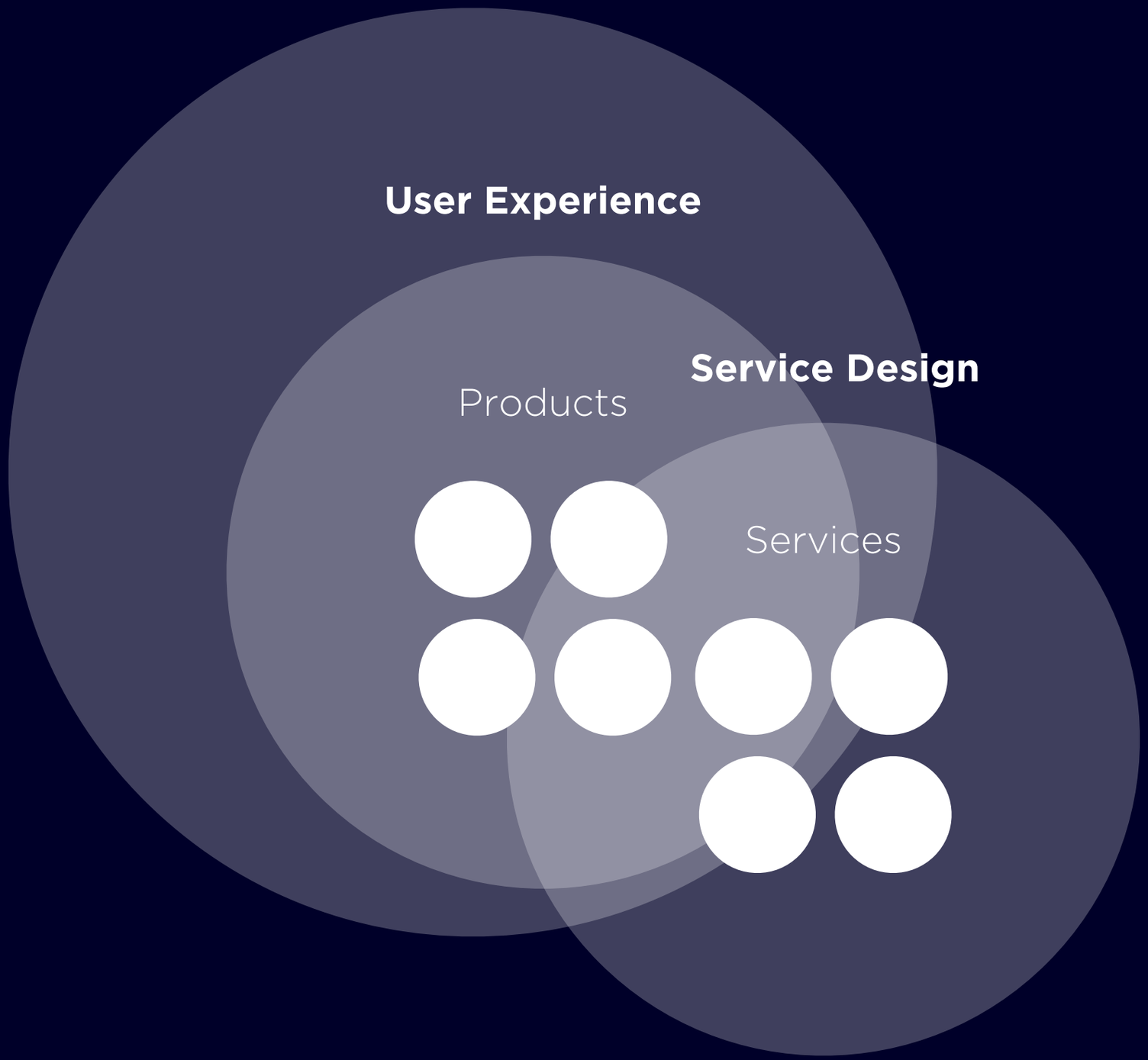

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Do you need new skills?

UX Upskilling

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Backlog mgmt
Stakholder mgmt
Strategy

PO Upskilling

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What about the less experienced?

Junior
UX Designer

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Associate UX Managers

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Associate UXM

Associate UXM

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UX Manager

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Associate UXM

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UX Manager

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Associate UXM

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Customer Experience Manager

UX Manager

Associate UXM

UX Manager

Associate UXM

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What about agency UXs?

I worry for you...

Is your agency agile?

Does the client understand?

Does the agency understand?

Are you comfortable?

Challenge yourself

Think, write, talk

Educate yourself
Educate agency
Educate clients

Have a new view of product

Keep pushing things forward

Evolve your role to the next level

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User Experience Design is dead...

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… long live

User Experience Management

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Qs?

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