

THE WAYS OF UX

A SHORT REPORT

In august 2016 we created a survey with Google Forms.

We have reached 80 respondents, mainly Slovenian ux-ers and engineers and asked them to answer a couple of questions on UX in their team / organisation.

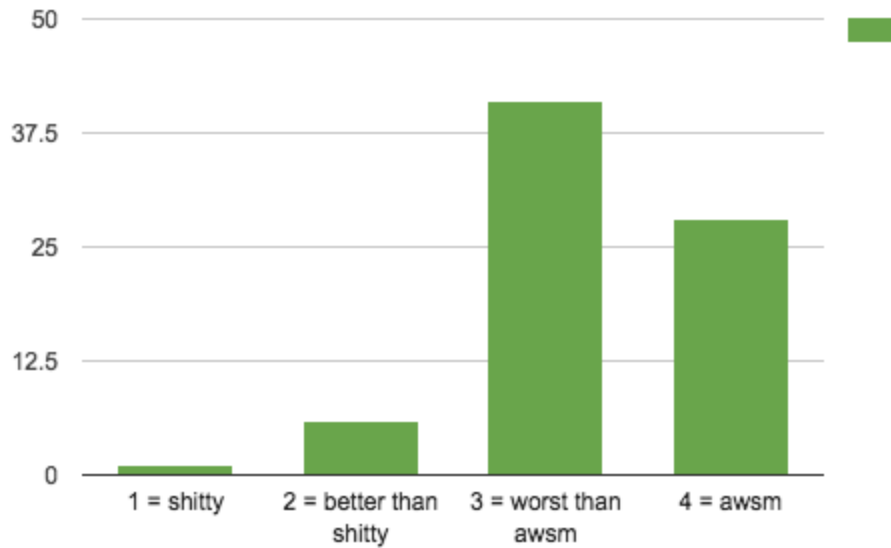
Here are the results: A couple of nice charts and comments.

Mitja Mavsar, mitja@mavsar.si

Nik Lorbeg, niknix@gmail.com

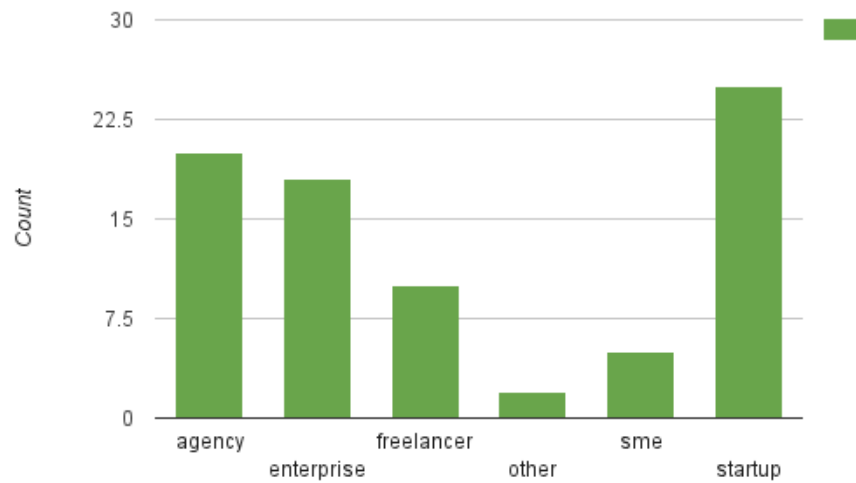
How are you today?

Hooray! Seems like people who answered to this survey are quite jolly.



What organisation you work for?

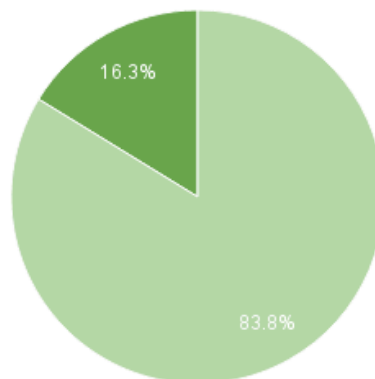
Startups.



Your role in the organization

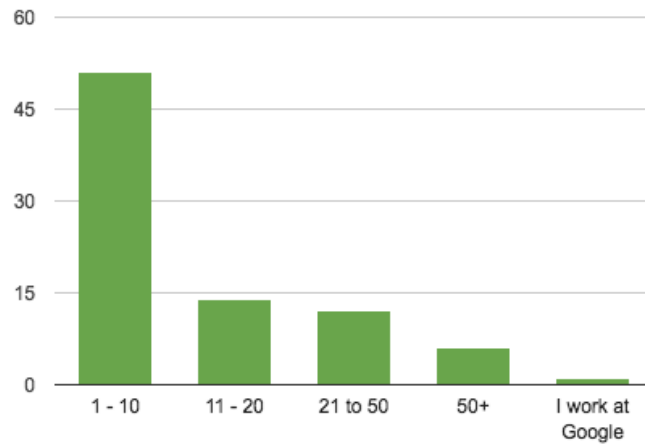
The survey was targeted to engineering and ux community

● people who do other stuff ● true uxers

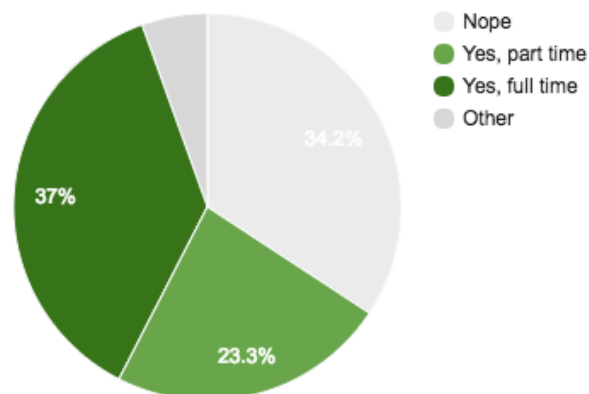


What is your team size

One guy made it to Google and thinks “I work at Google” gives us a hint of his **team** size.



Is there a UX designer on that team?



Describe an ideal UX designer

1. FUNNY AND BIZZARE ANSWERS

Never met one. No such thing. Backend developer + front-end developer + designer + buyer&seller = UX designer. A feeling for technically-oriented programs for business use (not only flower- power-gluten-free apps). Mićo. Someone who knows how to do basic declarative language (html, xml, xaml) and can work on the same code-base as a developer (but only ux and maybe some basic graphic manipulations). This question is too non-specific. Knows everything. ;) Huh... me... Loud.

2. USEFUL ANSWERS

Does user research, knows the business, talks to the designer and programmer and creates a solution that is useful to the user and is not a shit storm to design/develop. Someone who understands the product. Good research, design and analytic skills. Understands customers needs and flow, analytical, but creative. Fully understands users, their behavior and designs things that have great conversion rate and are enjoyable to use. Someone who fuses functionality with usability and intuition. Knowledgeable about design best practices, makes informed design decisions that are backed up by data, UX research, business goals and design expertise.

Oh, and the ideal UX designer does that every freaking week, because they understand that creating a good UX is a never-ending process.

Human being. An honest all rounder. Patient. Gets stuff done, the team and clients like him for his great approach and knowledge, can present difficult concepts without special lingo. Open-minded, educated. They put U in the UX. A problem solver with a touch for people. Team player, practical, goal oriented, loves the users. Someone who understands the needs of people and the needs of company and come up with the best solution for both sides. Someone who correctly understands the position of the user vs. product.

Problem solver. Hands-on. Always close to developers. Designer that is aware that everything must result in the bottom line.

Technical. Has to be tech savvy to set up tests. Somone that knows what is actually doable. Not just to show presentations and self serving numbers and discoveries. Should also understand some basic coding and design principles.

I'd be happy enough if he/she would make a few iterations with the actual user.

The whole company.

Knows engineering and soft skills. He is a good designer, with a lot of knowledge in human behaviour (psychology). Understands the initial business case/motivation, but validates and shapes it with user feedback towards creating a solution, that is relevant to the user and client's business strategy. Not being a smart ass. Good sense of what is possible when creating UX. The one that keeps ux consistent and is always improving. T-shaped individual who can talk to developers, designers, understand the business requirements and translate it to scrum stories if needed. Apart being a designer, he has to have some html,css, javascript knowledge. User centric person. Knows how web technologies work apart from all the "standard" UX stuff. Knows how to communicate research results and support developers inside scrum teams (wireframes, prototypes, task prioritisation etc...).

Front end designer with ux knowledge. The one that makes great wireframes. Innovative.intuitive.analytical.good observer. One that does not promote itself as the god of designers. Innovative, can predict user interaction. Knows his stuff. it is a part of everyone in the org. His job would be to make help topics, tutorials disappear. Basically, understands what it means to be a human these days, cares about making our lives easier and tries to implement this everywhere on a daily basis.

Responsible for user research, UX strategy, Information architecture, Visual design, Interaction design, Collaborating and guiding other teams towards creative solutions. Can make research, flows, wf's and design. Relaxed, user oriented, consistent and quality oriented. knowing his users, knowing its product, understanding 'stupidity' ;).

A real-life 8hr a day person. "Well versed in product, tech and user thinking. Has rich history of cross-industry and cross-platform knowledge of IxD. Knows how to creatively come up with collaborative ways of designing interactions, including users and stakeholders. Is capable of delivering, presenting to client and clearly explain design decisions. Requests needed inputs and proposes design methods, is patient when these are poor, but confident and clear in what is efficient and - ultimately - refuses to work when it isn't.

Can deliver working design documentation. Can work well with developers coming up with prototypes and the end product. Can understand and debate on the value of UX both when it is investment worthwhile and when not. Keeps a broad perspective of the product or service, functions as a kind of moderator/medium between the development, design, and management.

Can you recall any bad experience with UX designers? What was the problem?

Yes, they are awful! Didn't test their assumptions. Didn't adapt their UX to the specific niche. Communication. Neznanje. As a programmer -> not defining all the possible states that the user can find themselves (ie screen for not being connected to the internet, server problems, long loading times etc.). For the moment not one bad experience, thank god for that. They don't have any knowledge. They read the wrong books and had bad understanding of the real subject. They hadn't any proper experience. Ego.

Undecisiveness. Vglavnem manjko UX oblikovalca. Probably being only designers and not UXers. Sometimes he is very aggressive, kicking bean bags for no reason. We've had a girl who did not go out of the house :) Fussing about details and not getting things done. Yes, their knowledge base only on their opinion. Not thinking as a ux but as an art/ui guy.

Not respecting business decisions. Putting too much weight on the process, not being rational. Yes. UX designer didn't understand what we are trying to do and due to size of the project was getting confused all the time. Lack of empathy. Not engaged enough. They check results way too late. Honestly, most of the so called ux experts in this country are fucking lazy wannabes.

Salabajzerizem sindrom. In one case one UX guy was very narrow focused and wouldn't understand the specifics of the industry and sales process. Yes. Too little knowledge and experience, with way too much conflict in defending the presented work to (senior) colleagues, because the person is UX and should be believed *just* because of the title, not actual work performance. Not understanding the problem and lack of empathy.

Too much ego (UX genius complex). Being a smart ass, when not needed. Detachment from project (or professionalism, whatever you call it). Unsufficient knowledge of backend so idea was hard to implement.

Every design you get you should have a doubt in it. This will surface few problems out every time. Cocky, arrogant bastards believing in the hype and the ux religion. Not being able to understand technical limits of his design.

Not understanding users. Just another employee working with assumptions. Overlooking detail, changing his mind a lot, reworking things that are done, over complicating. Senior mobile UX designer who doesn't know a thing about mobile stuff. Their ego They weren't uxers perse They made a platform which we were forced to use and it had many UX flaws. (can't go in to detail here).

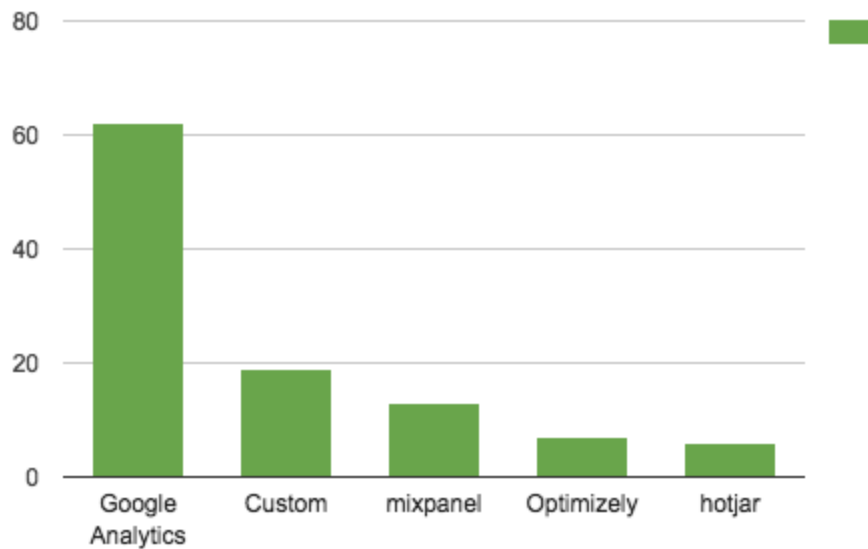
When we tried to reason with them to change it just a little bit or to make it more understandable to our costumers they would never listen or admit it had any flaws in the first place. What bothered me

the most I think was the unwillingness to sit down with the users, see where they had UX issues and try to fix them, instead they relied solely on what they thought was right. Lack of interaction knowledge and new frontiers in design, very defensive with their solutions, lack of listening skills. Too little time, too much work. I always Do things in the last second.

Personal opinion and feeling over experience and common trends. Too little testing time. Lack of broad business understanding. "not demanding and being clear on inputs; ideas driven and not process driven; arrogance and pride disallow for collaboration; shallow in understanding the product; not giving a f*** about what really happens out there, who users are and what happens really."

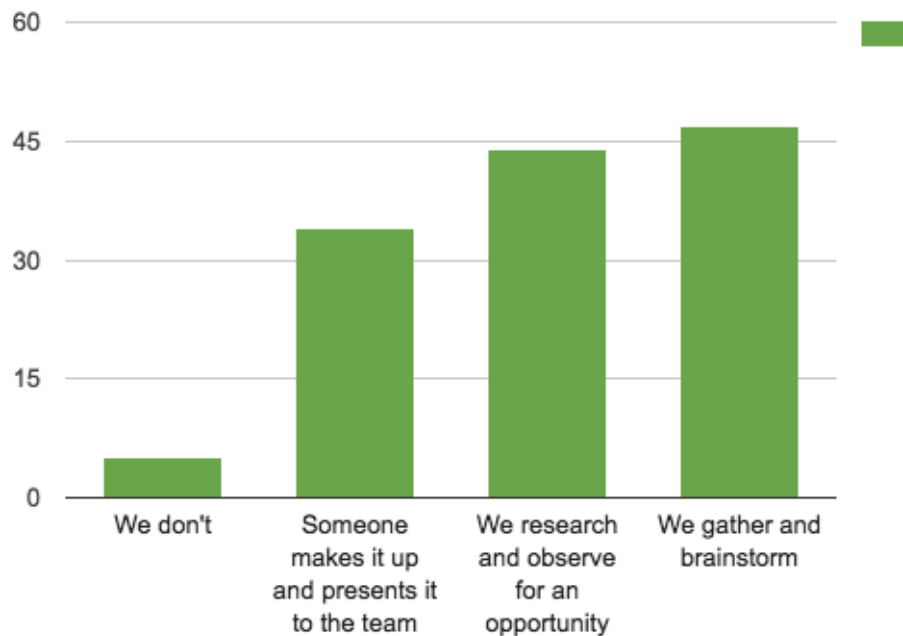
How do you track data?

Chart is showing the most popular ones, but people also use Adobe Omniture, Fabric, Intercom, iTunes connect, longparsers, mouseflow, Neo4j, Pardot, Ranktrackr, Salesforce



BEWARE! 5% of people out there DO NOT TRACK DATA AT ALL!!! AAAAA!

How do you generate new product ideas?



People who answered OTHER told us the following:

CEO does it for us. All hail...

Corporate idea contribution system Ok, we get this from the customers.

Smoke a doobie, good brain then.

Good ideas come through numerous iterations, it's a result of a collective effort.

User research.

It comes up during a conversation while we hang out.

Support team. user interviews.

We bother each other endlessly, until idea gets polished in couple of months.

What is your favorite book/website about UX?

BOOKS:

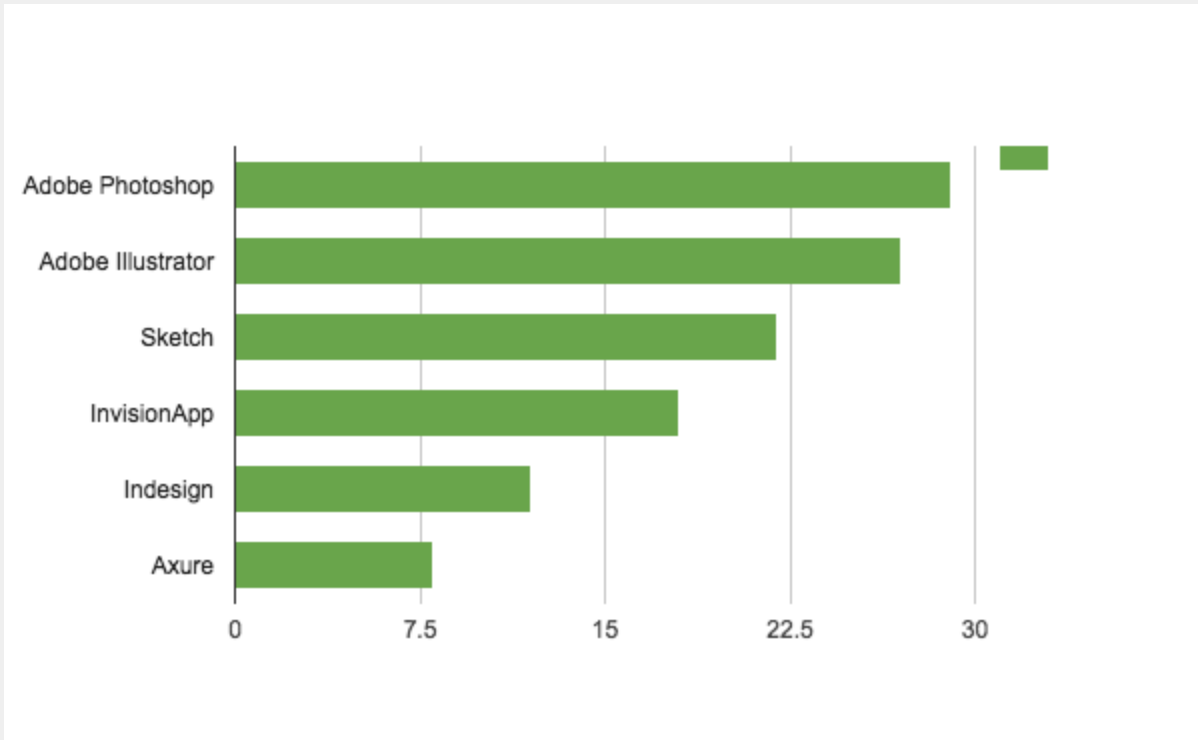
Don't make me think
Design of everyday things
Measuring the User Experience
Creative Confidence
Speculative everything
Smart Cities
designing interactions
Designing with the mind in mind
Emotional design
J.J. Garrett - The Elements of UX
Justifying UX
Mayhew Bias
Observing the ux
Undercover uxd
UX the world
Sketching User Experience
100 things designers need to know about people

SITES:

UXpin.com
uxmag.com
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ux.stackexchange.com
ideo.org
littlebigdetails.com
nngroup.com
dtelepathy.com
blog.usabilla.com
alistapart.com
Tom chi's recent e-course
UX Slovenia FB group
Yammer Time! - newsletter
Brad Frost
Bret Victor
CityLab - because urbanism is kinda UX
Fluxx Studio Notes on Medium

Which software do you use for wireframing, prototyping and design?

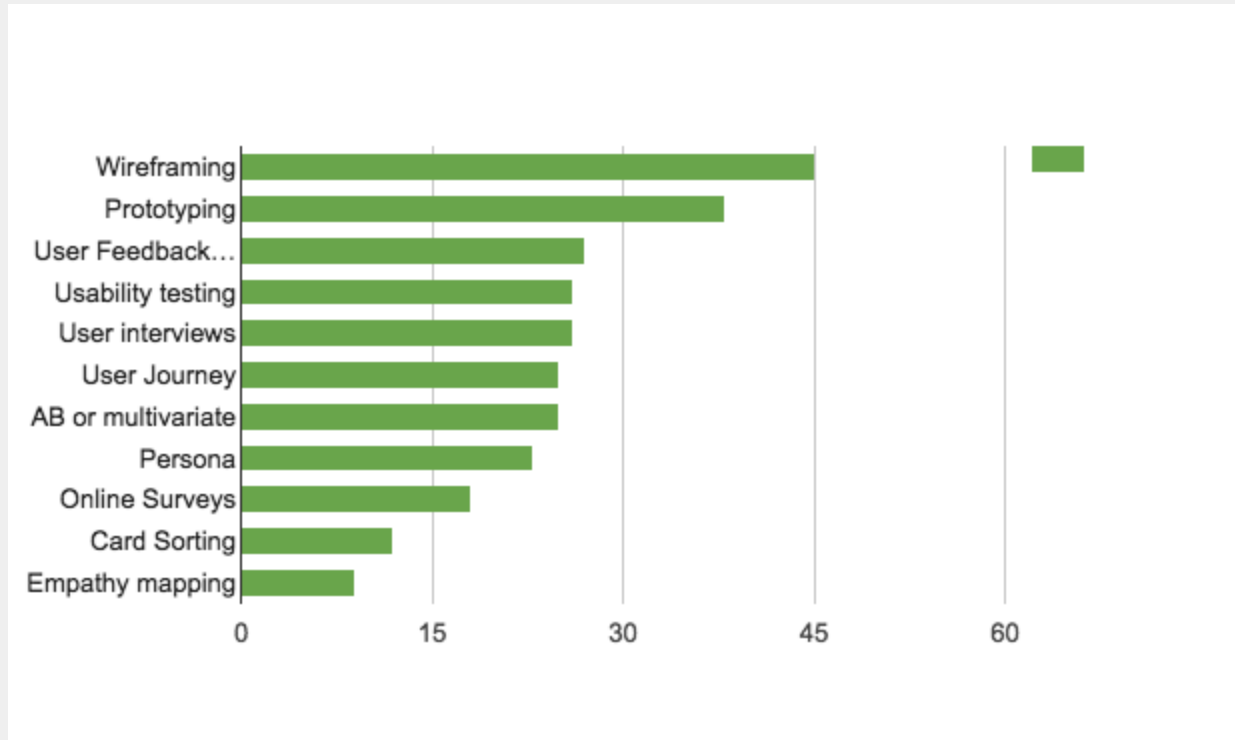
Smartasses have added: brains, whiteboard, paper and pen.. but we'll ignore them won't we? :



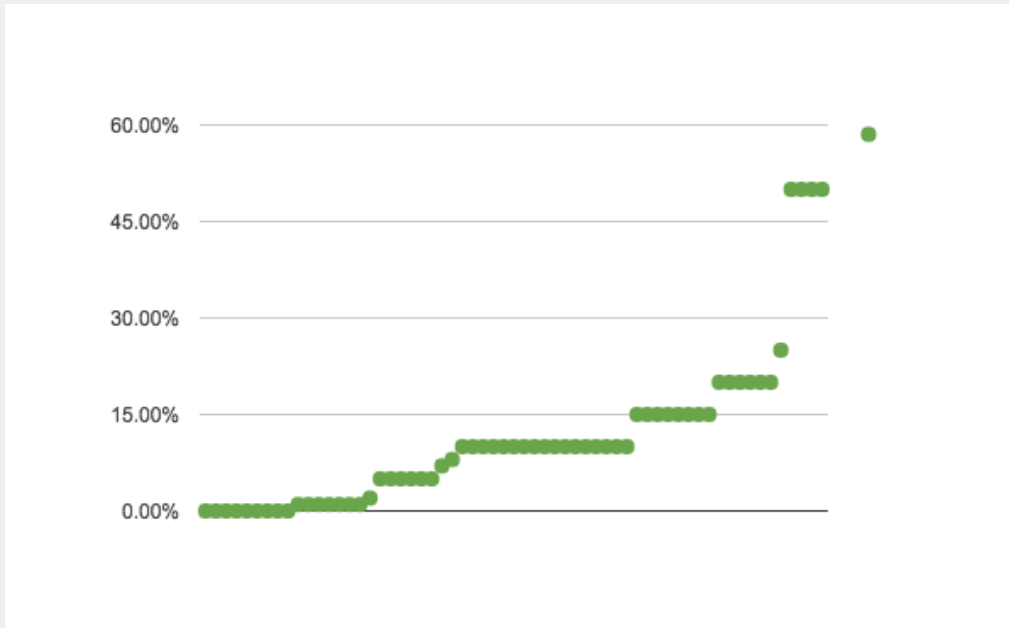
Some people mentioned Quartz Composer, Xcode, Adobe AE, Blend, Principle, DHTML, Webflow, Balsamiq, Fireworks, Zeplin, UXpin, Pencil and Corel. Yes. COREL IS ALIVE!!



Which UX tools have you or your team used in the past 6 months?

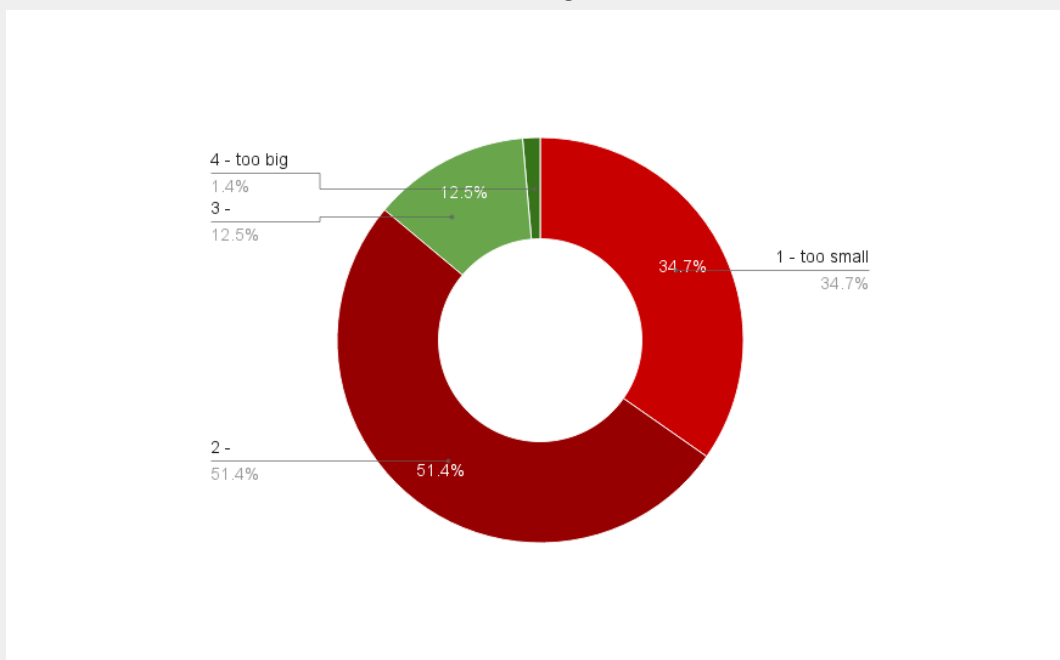


What % of your product budget is spent on user experience?



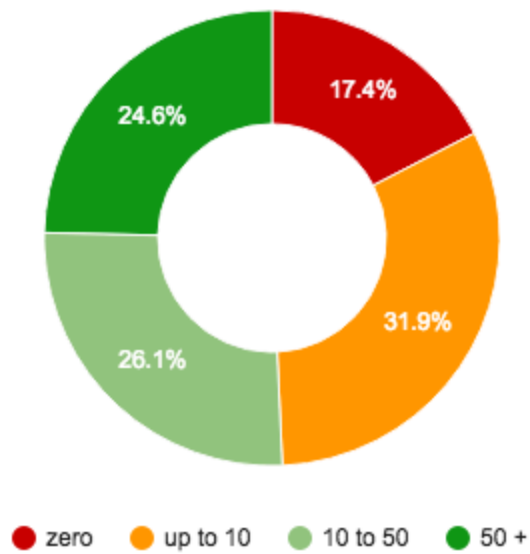
That percentage is in my opinion ...

86% of participants think that budget for UX is small or too small.



How many users have you interviewed or user tested in the last 6 months?

17.4 % of the products out there are built in peace and quiet, without any user interference! ;)



...AND THEN EVERYBODY DIED.

VIA 9GAG.COM

THE END

