

User Experience Day Advances in UX Research & Practice

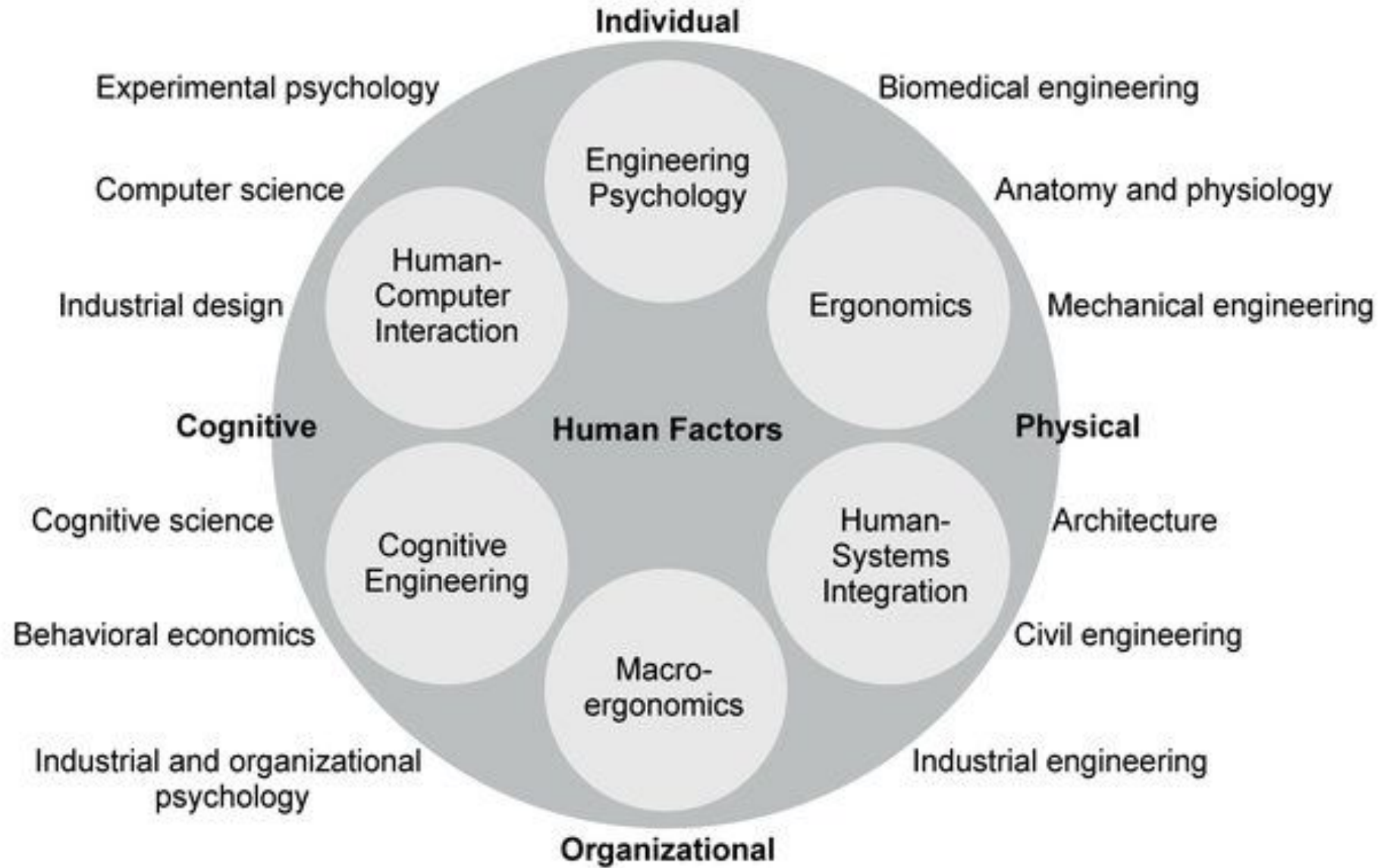
Practitioner Panel

Keith Instone, Andrew Morgan, Danielle Cooley, Duane Degler, Stacy Surla



Advances in UX Research & Practice

- A panel of User Experience practitioners will discuss trends (such as AI) that affect UX research and practice.
- We will frame our conversations around advances in:
 - Types of experiences people have when interacting with technology
 - Methods, processes, and tools we use to define, design, and deliver great experiences
 - Organizational capabilities to manage customer, employee, and other user experiences
 - Communities of interest/practice and professional institutions where we study, teach, and learn UX



Source: [*Designing for People: an Introduction to Human Factors Engineering*](#), by John D. Lee, Christopher D. Wickens, Yili Liu, and Linda Ng Boyle.



Keith Instone
Facilitator



Andrew Morgan
Young Punk



Danielle Cooley
Factoid Machine



Duane Degler
Idea Prospector



Stacy Merrill Surla
Non-linear Thinker



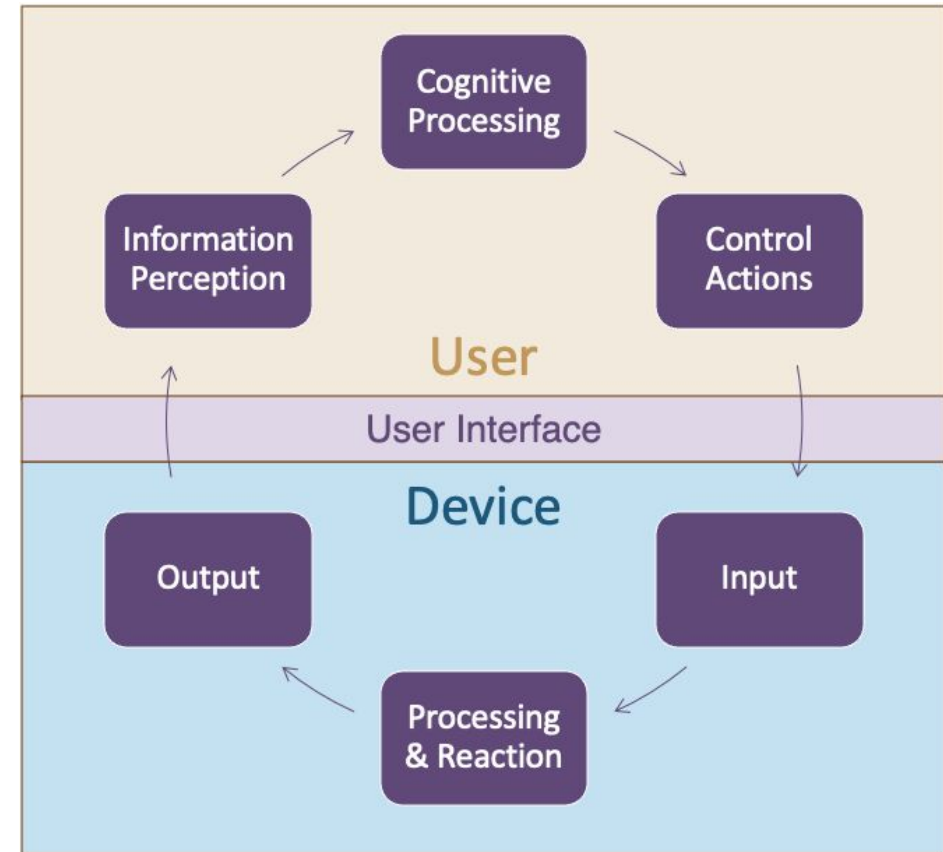
Four Aspects of “User Experience”

- **UX as Impressions** people get while Interacting with Systems
 - “I had a great **user experience** filing my taxes with TurboTax.”
- **UX as Activities** to Define, Design & Deliver great experiences
 - “What **UX process** are we using for this project? Design sprints? JTBD? Participatory design?”
- **UX as Organizational Capabilities**
 - “Our **UX team** needs more funding so we can hire an information architect to help us on the new digital transformation initiatives.”
- **UX as Communities, Disciplines & Fields of Study**
 - “Which **UX conference** should I go to? I want to learn how to do generative design research.”



UX as Impressions

- What technology advances are driving innovative experiences for your users?
- What basic user interface patterns are your users still struggling with?

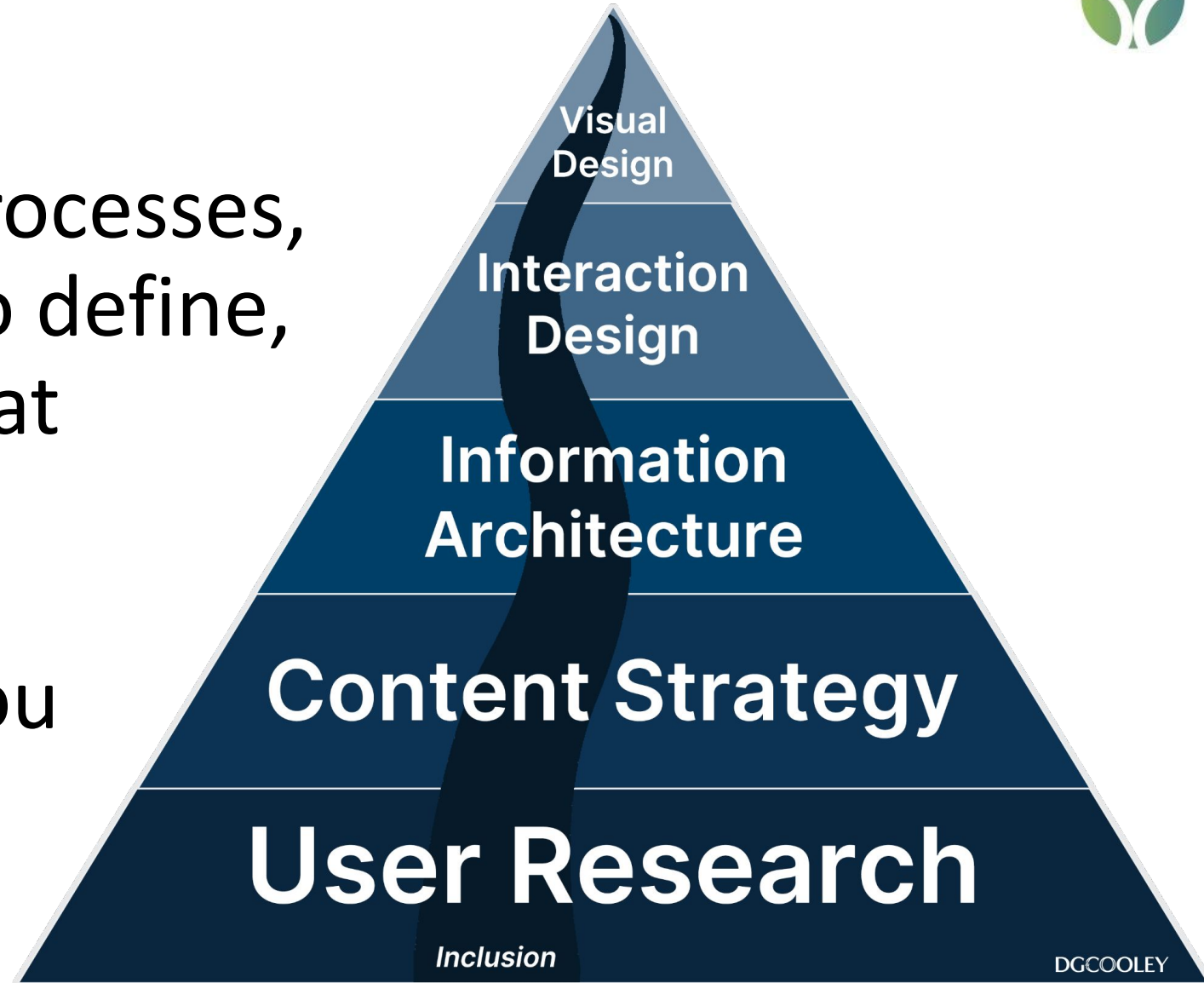


Source: [Human Factors and Medical Devices, FDA](#).



UX as Activities

- What new methods, processes, and tools do you use to define, design, and deliver great experiences?
- What challenges are you seeing?



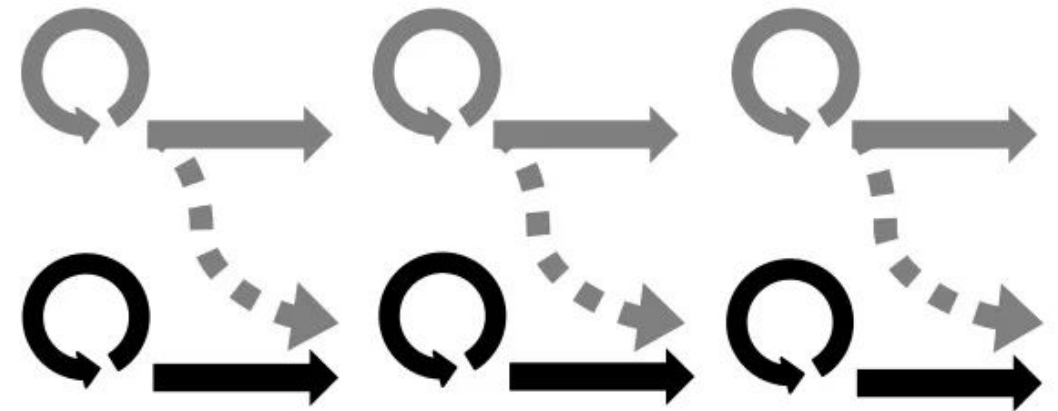


UX as Capabilities

- How are UX teams becoming more strategic in how they work?
- What management trends are you seeing?

Dual-Track Agile

Discovery Track



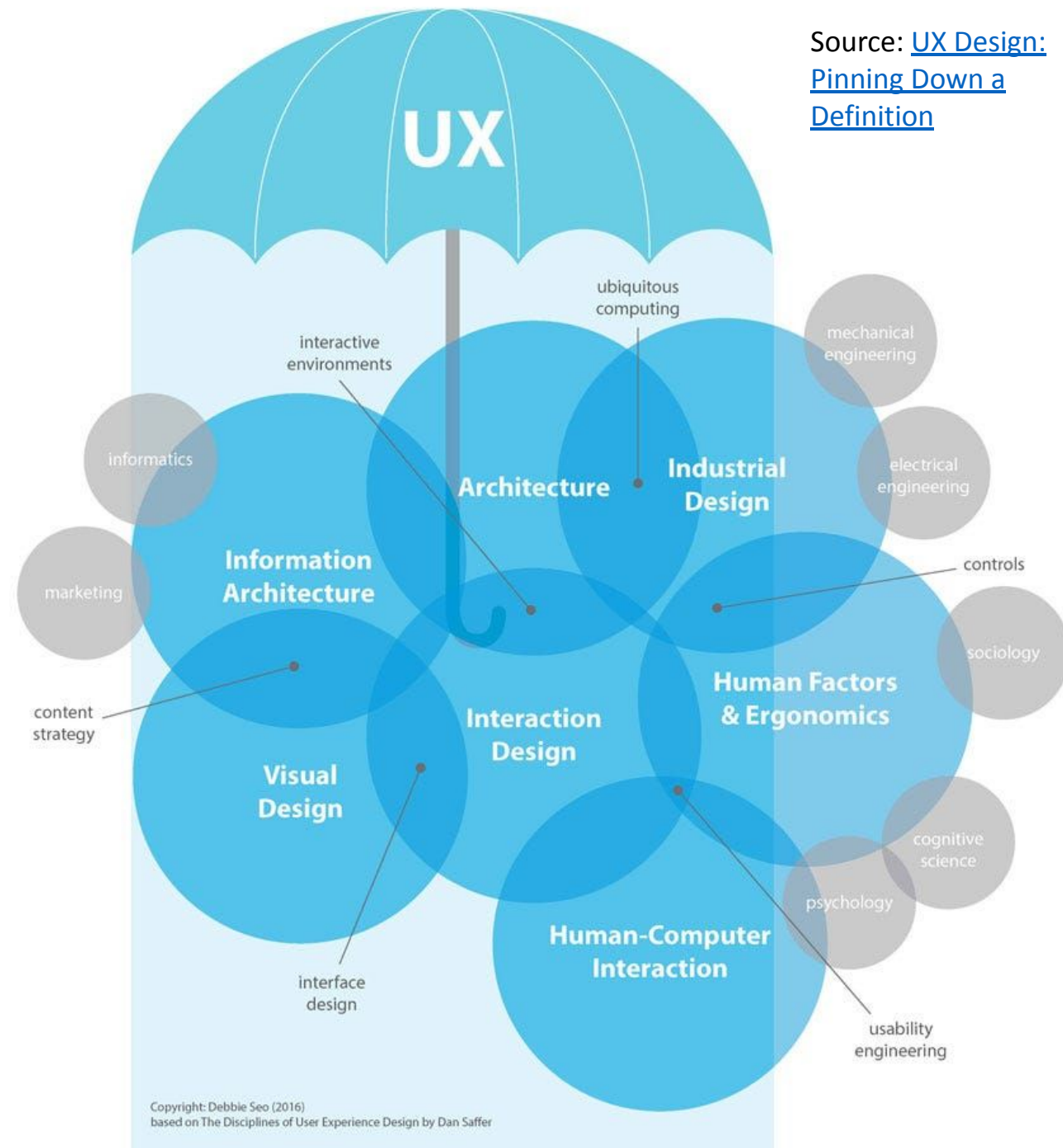
Delivery Track

Source: [Andrea Neuhoff, Midwest UX 2014](#)

UX as Communities

- What should UX as a discipline (both in academia and in industry) be doing to advance our profession?
- What other communities should we collaborate with?

Source: [UX Design: Pinning Down a Definition](#)



Resolution Levels

We need different tools to see and solve problems at different resolutions



INTERFACE LEVEL

Websites, Applications, Channels, Programs

Approach

User centered design
Interaction design
Agile development

Tools

User research
Information architecture



ORGANIZATION LEVEL

Services or programs that run across Departments

Approach

Service design
Integrated teams

Tools

Customer journey mapping
Design systems



ECOSYSTEM LEVEL

National, State, Local Governments, Commercial Companies

Approach

Governance
Approaches must emerge

Tools

Centers of Excellence
Persuasion
Tools must emerge

Stacy Surla

based on Jared Spool, Optimizing Your Organization to Produce Better Designs, IA Summit,

2019

Open Discussion

What questions and comments do you have?

What advances are you experiencing? What “retreats”?

What challenges do you see? What solutions do we need?

What can HFES do? What collaborations do we need?

What is the best drink to continue the conversation?





Thank you!



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