Four ways to think about the "Next Frontier of UX"

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OhioX User Experience Roundtable
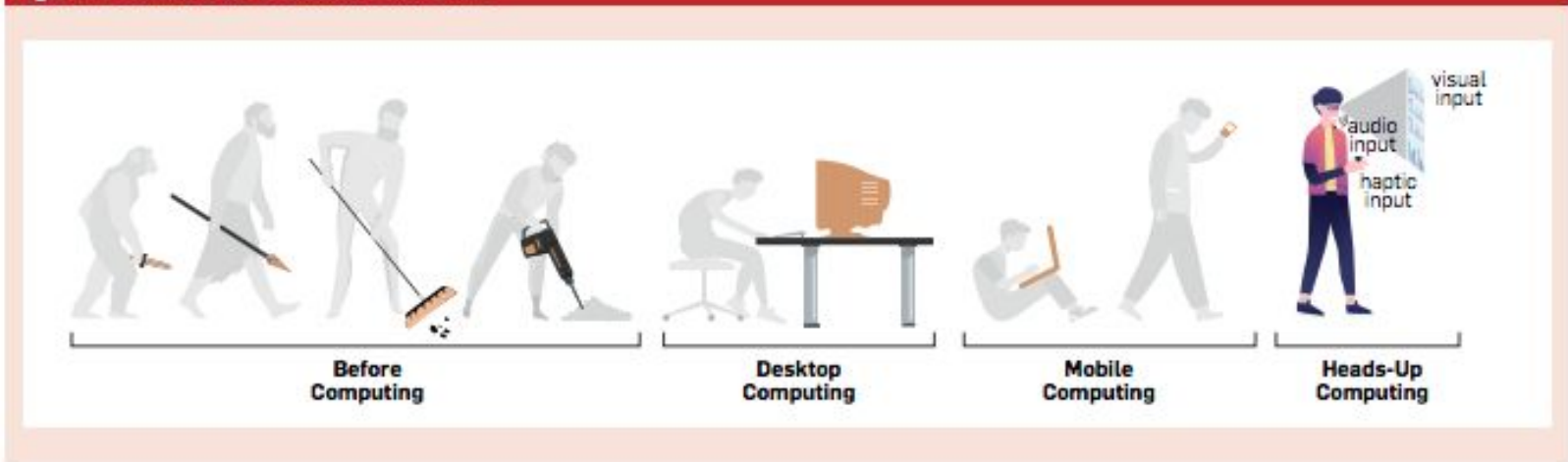### Stratascale, Research Analyst, Digital Experiences

UX as Impressions

What people perceive and remember as a result of interacting with (software-enabled) products and services

AI Frontier: Interactions where people specify the outcome they want vs. perform the steps to produce it

Figure 1. Human's co-evolution with tools.

Before Computing · Desktop Computing · Mobile Computing · Heads-Up Computing

visual input · audio input · haptic input

Source

UX as Activities

Methods, processes, and tools to define, design, and deliver innovative user experiences.
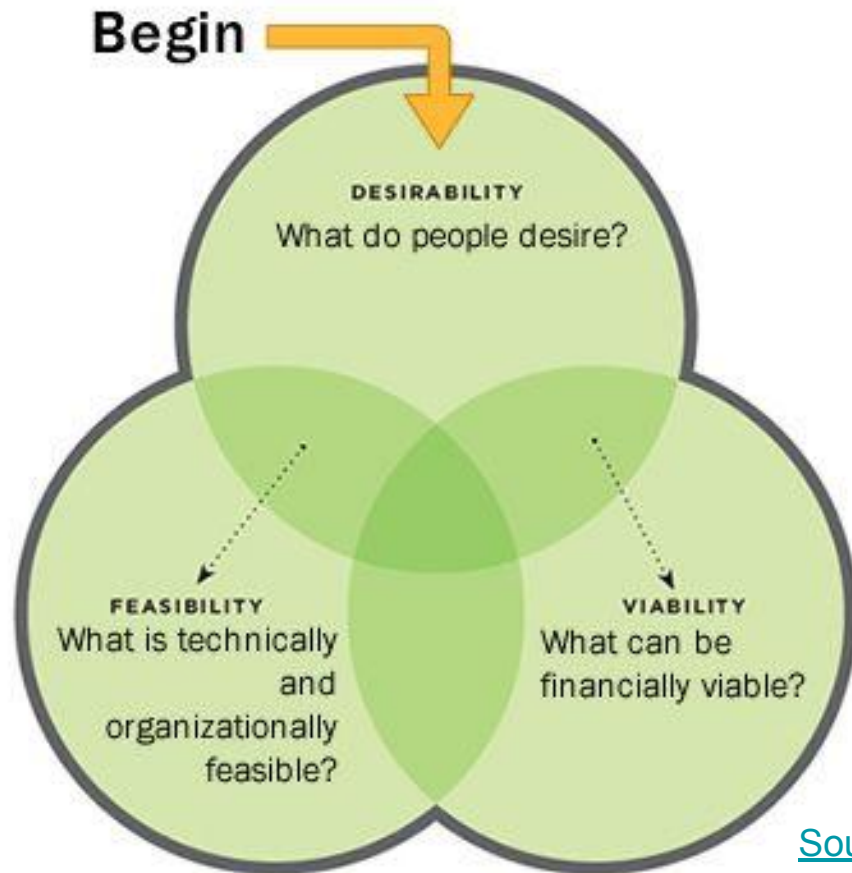
AI Frontier: Automating operational UX tasks while expanding insights from human behavior

UX as Capabilities

Organizational proficiency to manage experiences for customers, employees, suppliers, and other stakeholders.

AI Frontier: Applying AI-based tools to personalize experiences while also orchestrating experiences across contexts (organizational silos)

Begin

DESIRABILITY
What do people desire?

FEASIBILITY
What is technically and organizationally feasible?

VIABILITY
What can be financially viable?
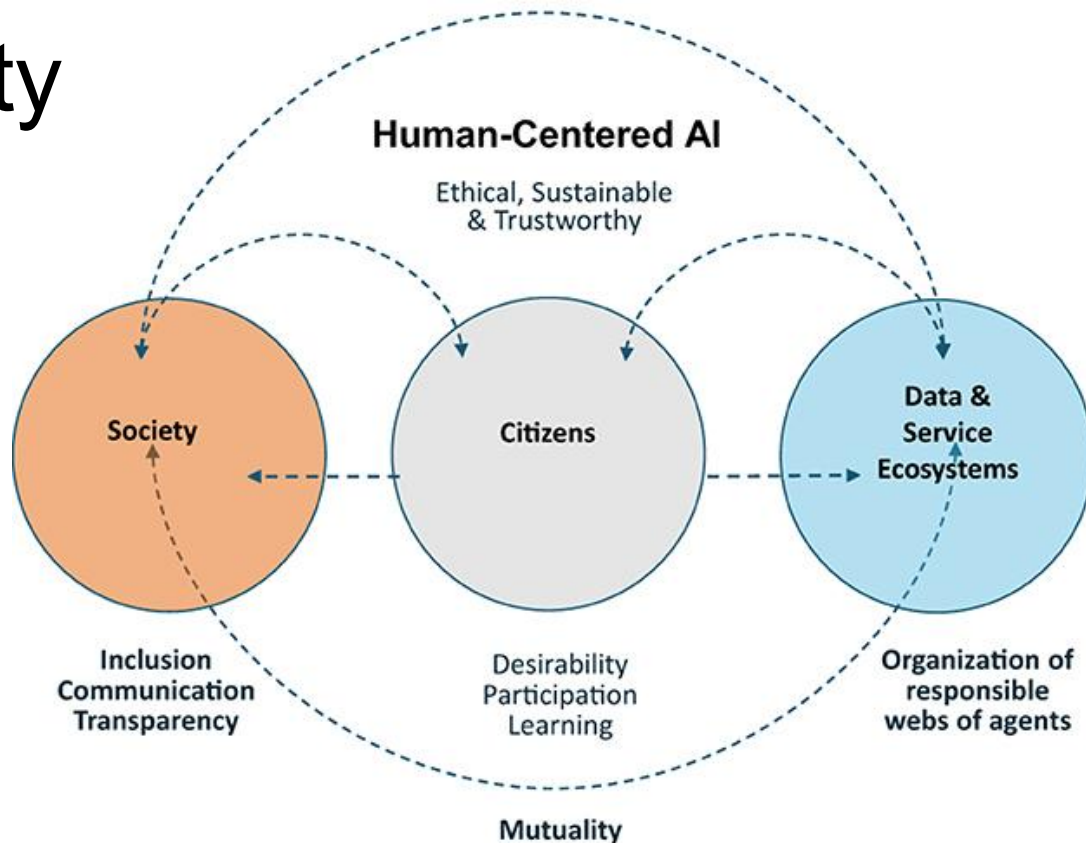
Source

Adapted from IDEO Human Centered Design Toolkit

UX as Community

Communities of interest/ practice and professional institutions where we study, teach, and learn about user experience (impressions, activities, capabilities).

AI Frontier: Cross-disciplinary fields of study to support human-centered AI at a societal level

User Experience as…

Impressions
Users

Activities
Researchers, Designers

Capabilities
Business Leaders, Managers

Communities
Teachers, Learners

Stay Connected

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World Usability Day 2023
Thursday, November 9th
Theme: Collaboration & Cooperation

Save the Date!

worldusabilityday
11-9-23