



user • **experience** • research

**Who are we?**

# Jonathan

Integration of Media Arts, Cognitive Science, CS  
Sociocultural Anthropology

I'm a Design Anthropologist

# Rehan

Integration of Arts and Technology  
Architecture, Design, HCII, CS

I'm a Designer



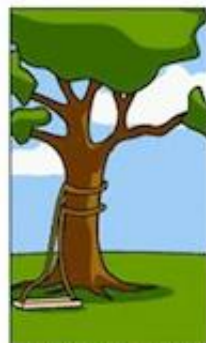
How the customer explained it



How the project leader understood it



How the engineer designed it



How the programmer wrote it



How the sales executive described it



How the project was documented



What operations installed



How the customer was billed



How the helpdesk supported it



What the customer really needed

“Good design is not about what medium you’re working in. It’s about thinking hard about what you want to do and what you have to work with before you start.”

-Susan Kare

user•experience•research

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shouldn't design for yourself

Software

**User**

Dogs

Owner (second-hand)



user•experience•research

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Walking down hallway

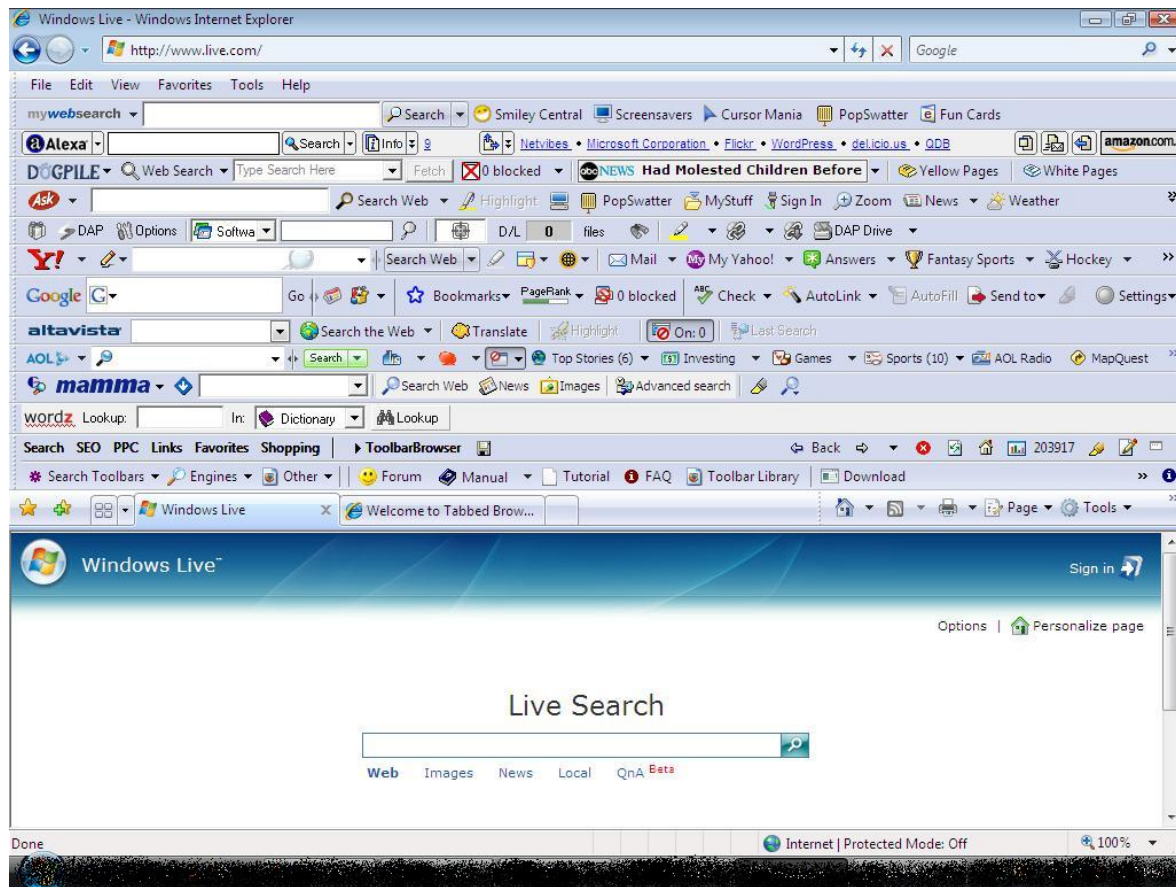
Reading a book

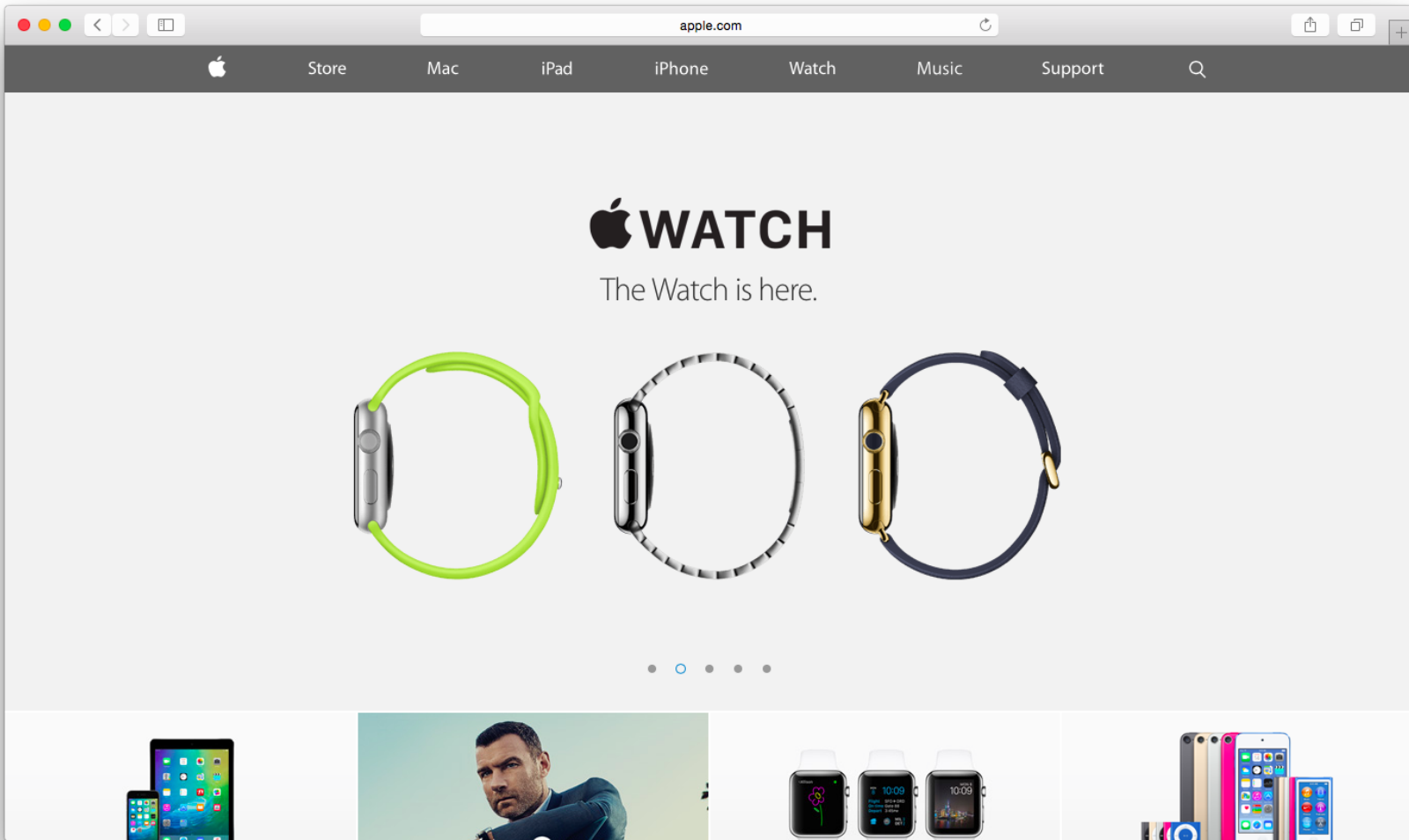
# Experience

Using a microwave

Driving a car

**Let's talk about the digital world...**

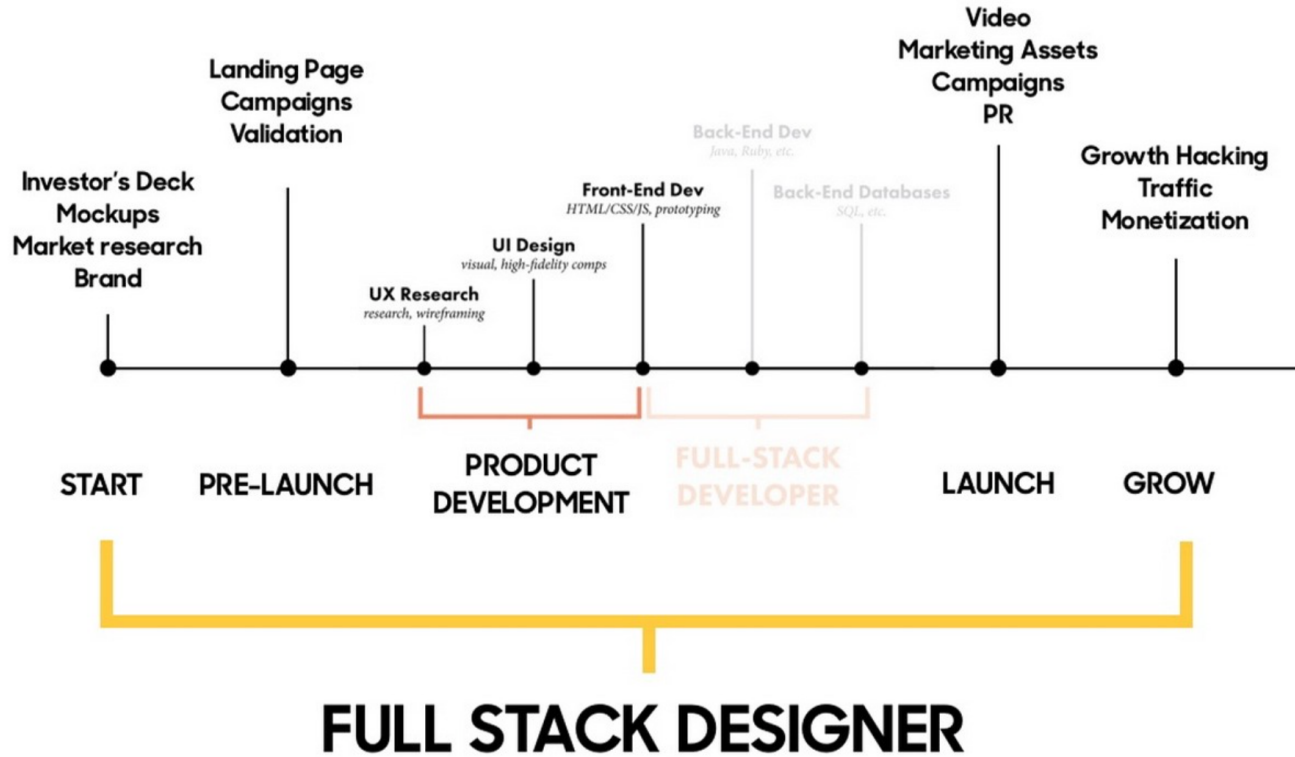




# Who designs these experiences?

more than just web designers

idea of a “Full Stack Designer”



# Roles

Visual Designer

UX Researcher

Graphic Designer

UI Designer

User Researcher

Design Researcher

Experience Designer

Industrial Designer

UX Designer

Creative Technologist

Communication Designer

Product Designer

Elitist Designer



Multifaceted  
Interdisciplinary

# UX Designer

Communication Design (Artist)

Technical (High-Low Level)

Research (Analytics)

Marketing (Your Philosophy)

# Constraints



blog.cliffano.com

# Design an Experience

Design a Spaceship control panel

constraints: only buttons

on,off,thrusters: top, left right, bottom, front, back  
self destruct

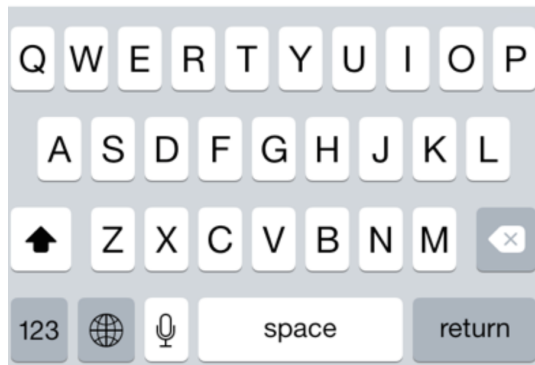
●●●○ Verizon 9:53 AM 🔍 🔋

Cancel Pay Request Send

To: Jeff Hilnbrand, Sarah Ransohoff,  
|

Amount: \$2.00 per person

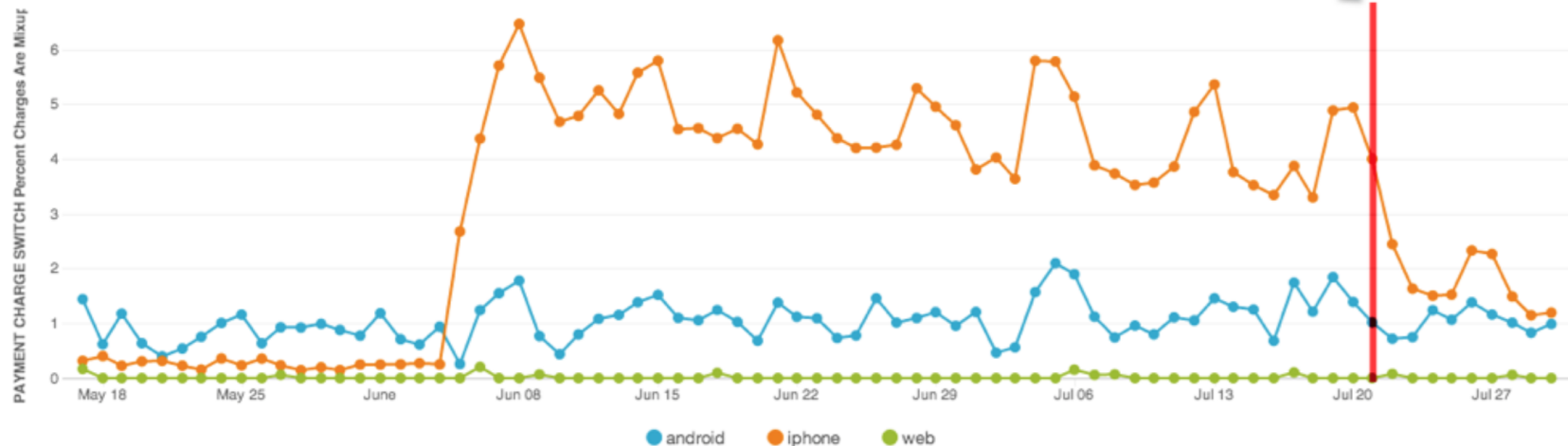
Multipay!



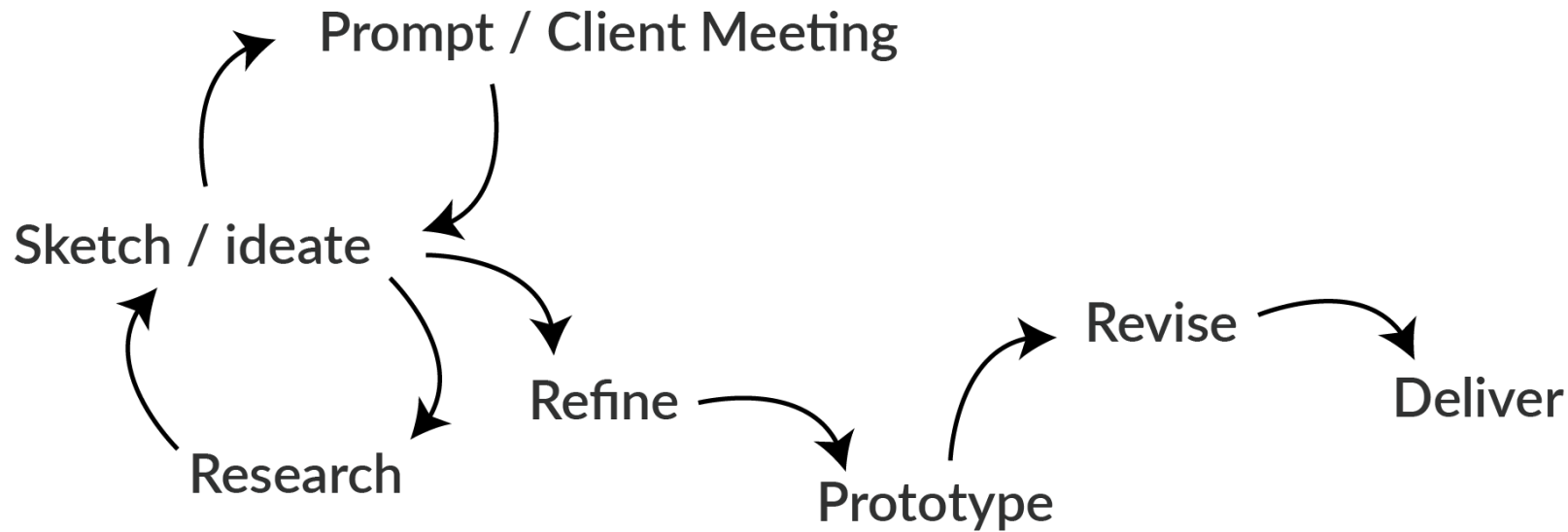
## Payment Dashboard

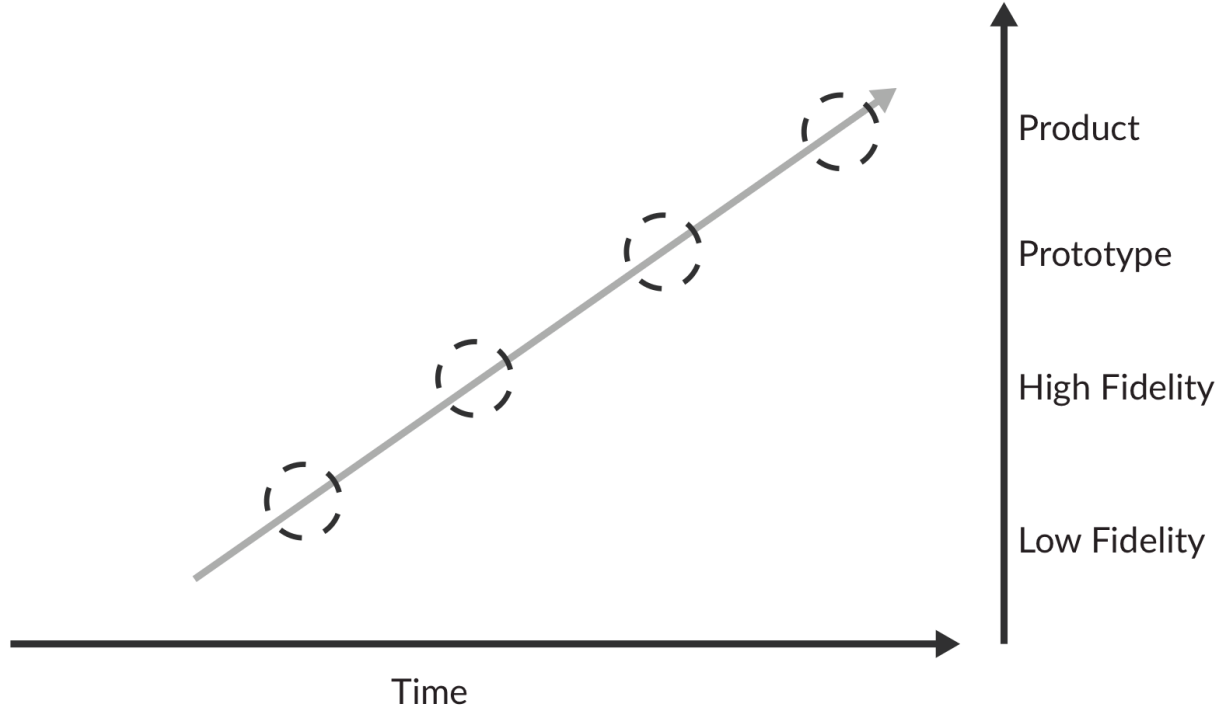
iOS v 6.2.0 released, with  
separate pay + charge buttons

Pay/Charge Mistakes over time



at the end of the day design  
needs to be **seamless**







# Tools



# Inspiration



# Becoming a Designer

Be curious

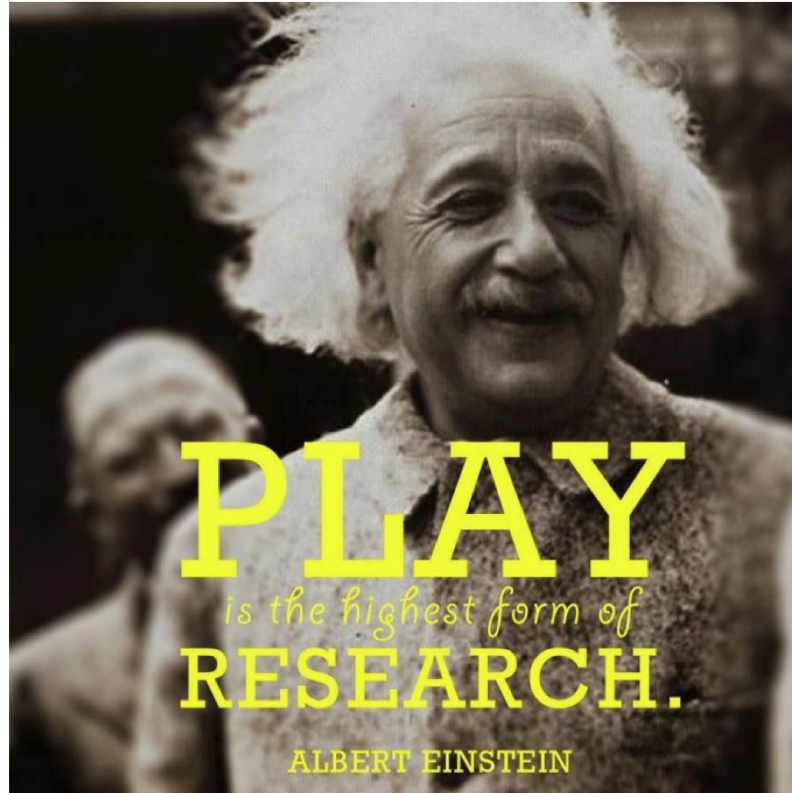
Design everything

Design more things

Seek out projects

Take classes

Read about design



[commonsenseux.com](http://commonsenseux.com)