

The UX Gold Rush

Do you have what it takes?



Pavitra S. Tandon

UX Designer, Ryanair



@PavitraST . #UXGoldRush



/pavitrast/

Giphys from giphy.com

UX tomorrow

Dom

1. **9 years in the industry**, worked at Fortune 500 & startup companies; still learning & growing
2. Specializations in **UX & Data Visualization**, courses in Big Data Analysis
3. **Compliment** on a daily basis, especially those who look worried/tensed - make them smile
4. **Volunteer** at old age homes, cancer hospitals, vet clinics & social services
5. **Still in love** with puppies & kittens. I suppose always will be

Career gold rushes through history...

1880
MBA

... became most popular in 1908 when Harvard Business School established the first "official" MBA program

EVERYBODY
wants to do an MBA

1996
Web designer

Microsoft released its first browser that let designers design complex sites in HTML & CSS

EVERYBODY
wanted to be a Web designer

2007
UX designer

Steve Jobs unveiled the iPhone which revolutionised mobile interactions and technological advancements. It's been 10 years but even today...

EVERYBODY
wants to be a UX designer

- This status symbolism is prevalent even today -

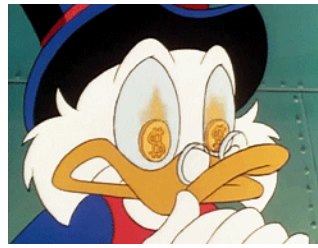
Why the rush?



Global adoption, new buzzword
across tech companies



Everybody wants a
piece of this pie



Powerful transformational
effects across businesses &
industries



Respected & commands
top notch salaries




Still relatively new



Perceived low barrier to entry,
Not a specialized field yet

“UX Design is experience engineering. The next wave of economic growth is going to be fueled by the trillion[∞] dollar experience economy. UXers will design & drive those experiences.

❖ Pavitra S. Tandon

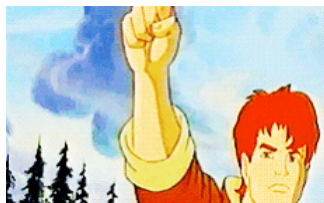
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Traits of a *jhakaas* UXer

[Awesome]



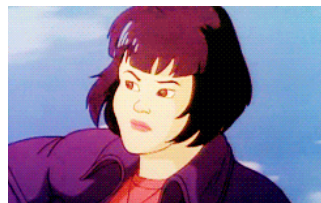
Empathetic



Unbiased



Critical



Passionate



Curious

Traits of a *bakwaas* UXer

[Horrible/bad/nonsense]



Egoistic



Makes decisions
on a whim



Releases without
validation



Follows orders
without question

*“Focusing on only business needs might take a turn towards dark UX; focus only on user needs may not make the company any money. **Balance** is key.”*

❖ Pavitra S. Tandon

🐦 @PavitraST . #UXGoldRush

“Someday, I will version update the world”

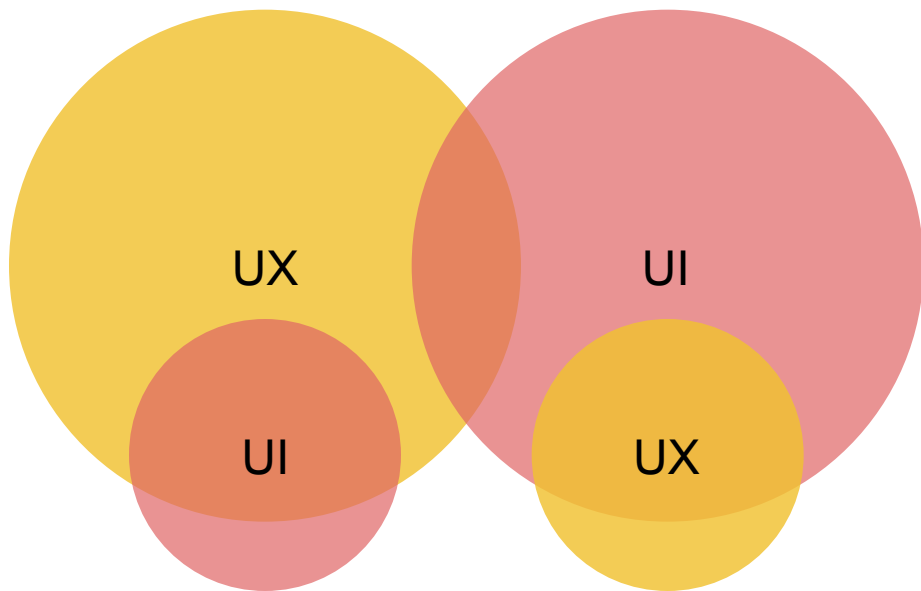


As UX designers check builds everyday, **everyday** we version update the world - one tiny step at a time

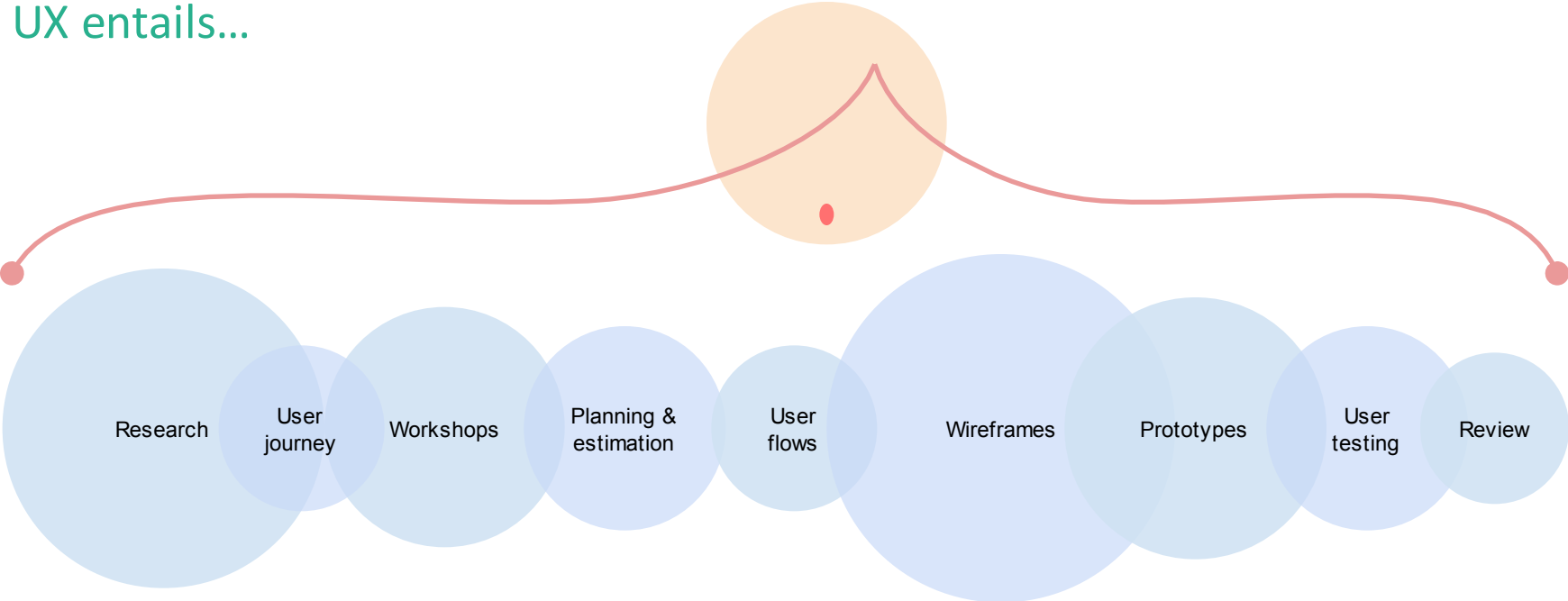
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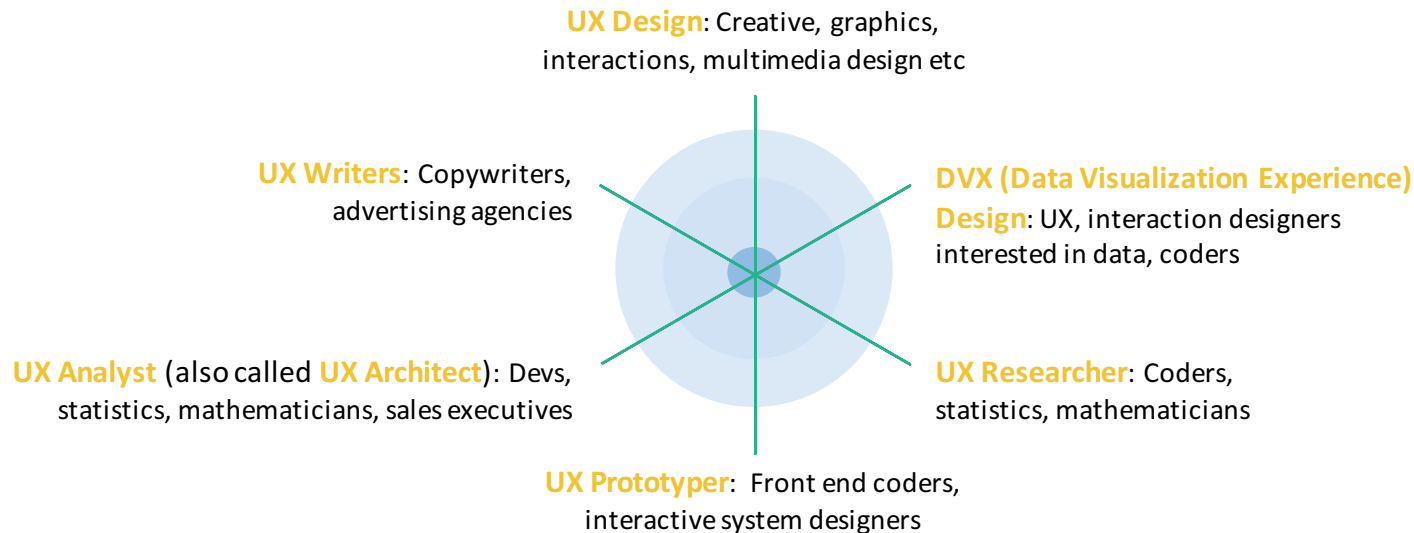
UX/UI hiring



UX entails...



UX careers



Pretty much every industry

Courses: HFI, nn/g group, Human behaviours & psychology, Big Data & Analytics



*“Do not try to become a unicorn. UX is a specialization.
Play to your strengths, interests & education.
Learn to ask the hard questions.”*

 @PavitraST . #UXGoldRush

Unicorn emoji from BlackWire Designs

UX tomorrow

The elusive UX culture

Dictionary

elusive

elusive
/iˈluːsɪv/

adjective

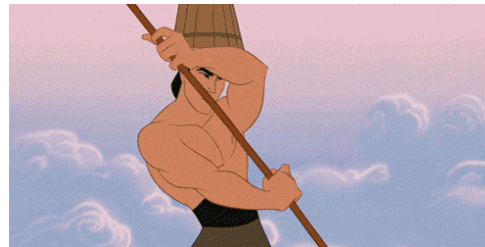
difficult to find, catch, or achieve.
"success will become ever more elusive"
synonyms: difficult to catch/find, difficult to track down; [More](#)

- **difficult to remember.**
"the elusive thought he had had moments before"

Translations, word origin, and more definitions



Know your audience
& industry



Follow UX work process, provide
realistic timeline estimates



Involve developers & testers
early in the design process




Build libraries and guidelines
separate from UI guidelines

Design Thinking at IBM

IBM Design Thinking ☰

The Loop drives us >

Understand the present and envision the future in a continuous cycle of observing, reflecting, and making.






Observe >
Immerse yourself in the real world.

Reflect >
Come together and look within.

Make >
Give concrete form to abstract ideas.

The Principles guide us

See problems and solutions as an ongoing conversation.

- 
A focus on user outcomes >
Drive business by helping users achieve their goals.
- 
Restless reinvention >
Stay essential by treating everything as a prototype.
- 
Diverse empowered teams >
Move faster by empowering diverse teams to act.

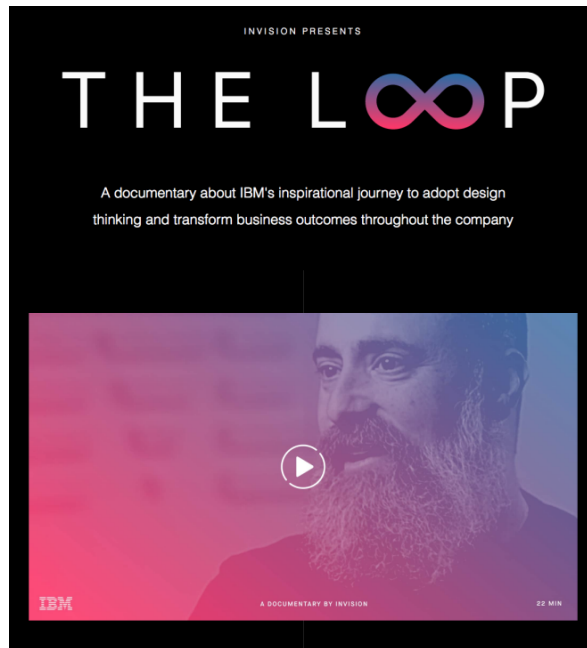
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☹
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↑

Design Thinking at IBM



The complete documentary (22 mins)
invisionapp.com/enterprise/ibm-design-thinking



Challenges

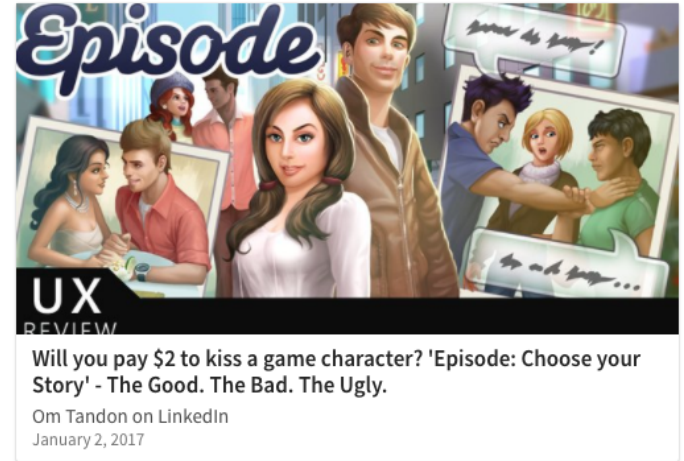
1. Making people understand **what UX is**
2. **Changing focus** from opinion based to user centred approach
3. To ensure **user testing results** are taken seriously
4. Ensuring **review sessions** do not turn into a vicious circle

“As a UXer, don’t always test for success. Test also for failure, to disapprove concepts or solutions that may not be in the best interest of the user or the business.”

❖ Pavitra S. Tandon

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UX sensitivity



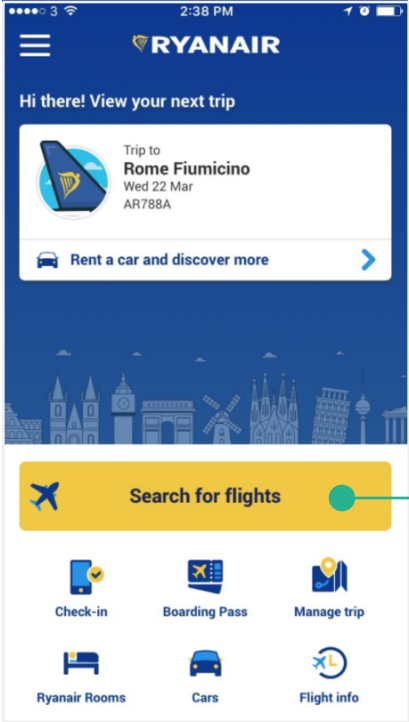
[linkedin.com/pulse/you-pay-2-kiss-game-character-episode-choose-your-story-om-tandon/](https://www.linkedin.com/pulse/you-pay-2-kiss-game-character-episode-choose-your-story-om-tandon/)

“Part of UX is myth busting and having to challenge what people take for granted. Our biggest strength is rising above our own biases.”

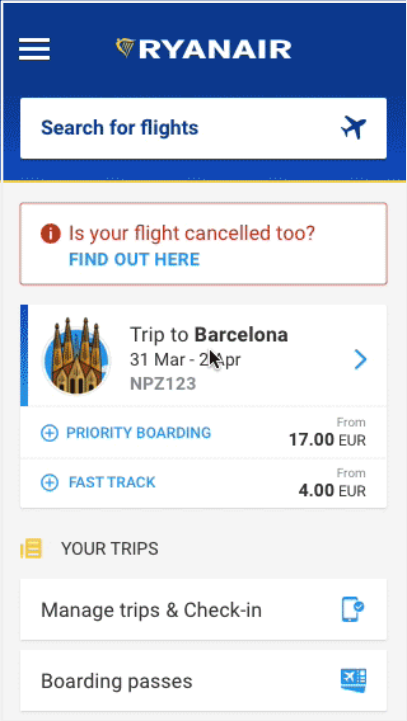
❖ Om Tandon

 @Omatterix

Redesigning the homepage




36%



Search flights: 39.7%

Always be switched on



User Generated Content Platform's **UX** Recommendation

LinkedIn's explosive growth through next-gen user generated content creation
Pavitra S. Tandon on LinkedIn
July 20, 2016

A deep look at UX of Europe's hottest food delivery Startups!

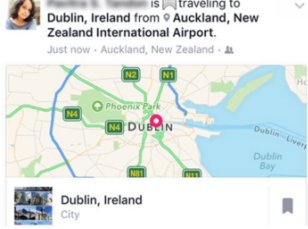


VS



DELIVEROO **JUST EAT**

UX Comparison: Deliveroo vs Just Eat!
Om Tandon on LinkedIn
May 14, 2016



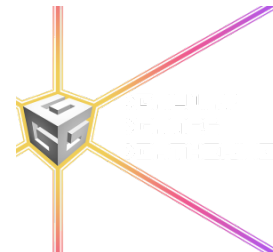
is traveling to Dublin, Ireland from Auckland, New Zealand International Airport.
Just now · Auckland, New Zealand · 🌐

Dublin, Ireland City

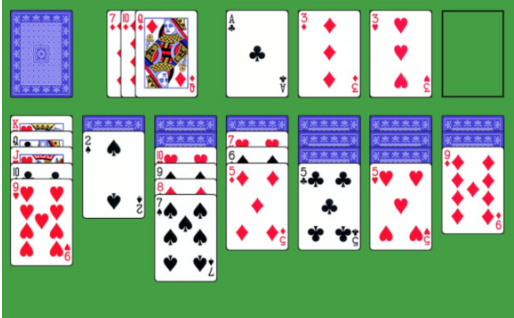
Improving Facebook's UX: A travellers take
Pavitra S. Tandon on LinkedIn
April 23, 2016



GDC



Play strategic games



Mentor others

Be inspired and inspire others to be the best version of a UXer.



“Good information architecture makes users less alienated & suppressed by technology. It simultaneously increases human satisfaction & your company’s profits. Very few jobs allow you to do both at the same time, so enjoy.”

❖ Dr. Jakob Nielsen

🐦 @NNGroup . #nngux

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