

FIRST YEAR IN UX



HEENA TAILOR
UX ARCHITECT AT JOHN LEWIS



AN APPROACH THAT EMPATHISES WITH THE
END USER

“USER EXPERIENCE”
ENCOMPASSES ALL
ASPECTS OF THE END-
USER’S INTERACTION
WITH THE COMPANY,
ITS SERVICES, AND ITS
PRODUCTS

DON NORMAN

VISUAL
DESIGN

BRANDIN
G

PHYSIC
AL

MARKETIN
G

DATA

USABILI
TY

CUSTOME
R

DIGITAL

PRODU
CT

SERVICE

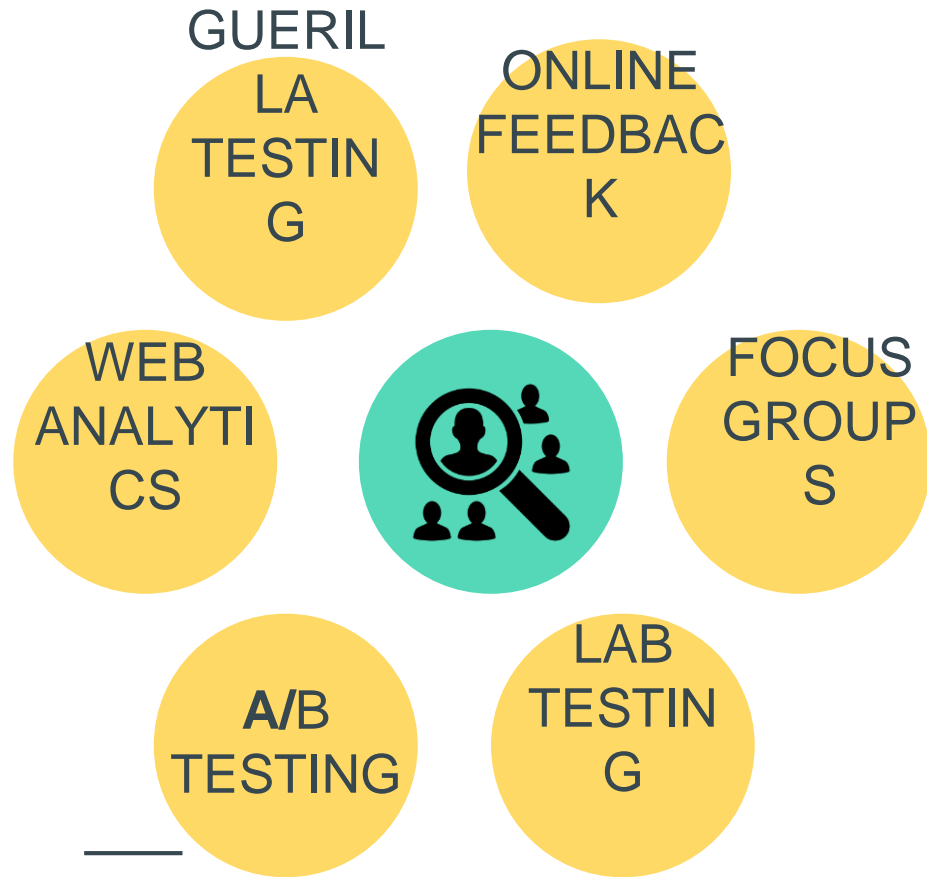
@heentailor

1

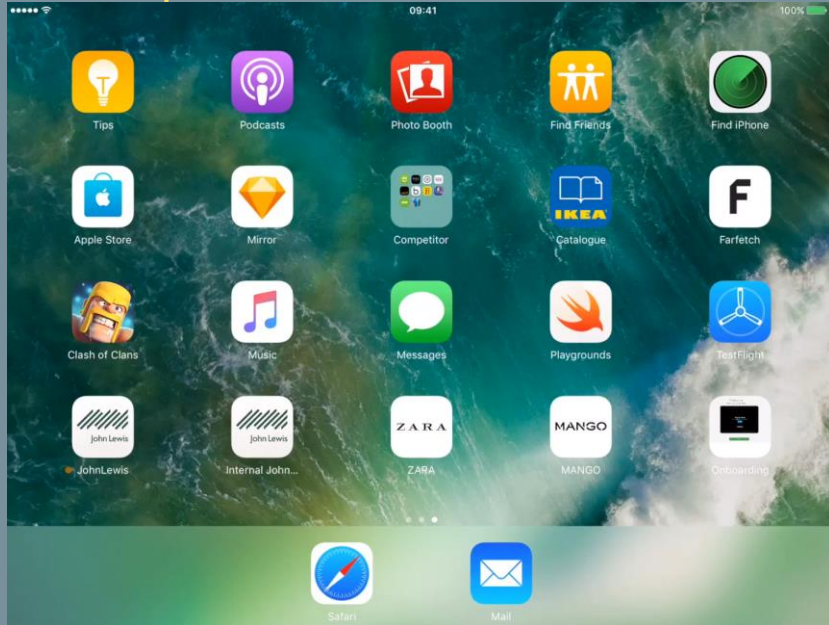
CONTINUOUS
LY **VALIDATE**
YOUR
ASSUMPTION
S

WHEN YOU ASSUME
YOU MAKE AN ASS
OUT OF
ME AND YOU

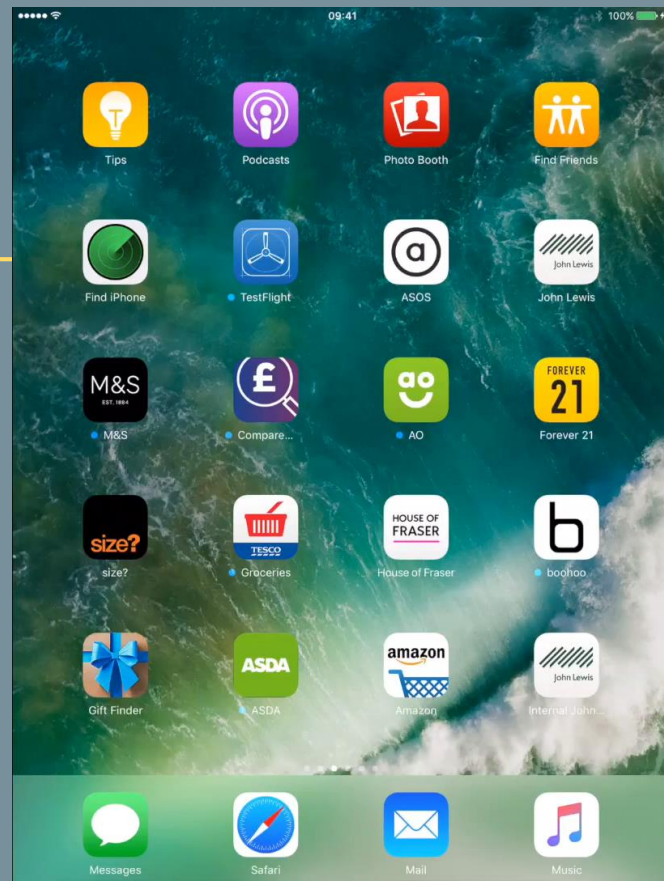
THINK HYPOTHESES AND TEST EARLY



OL

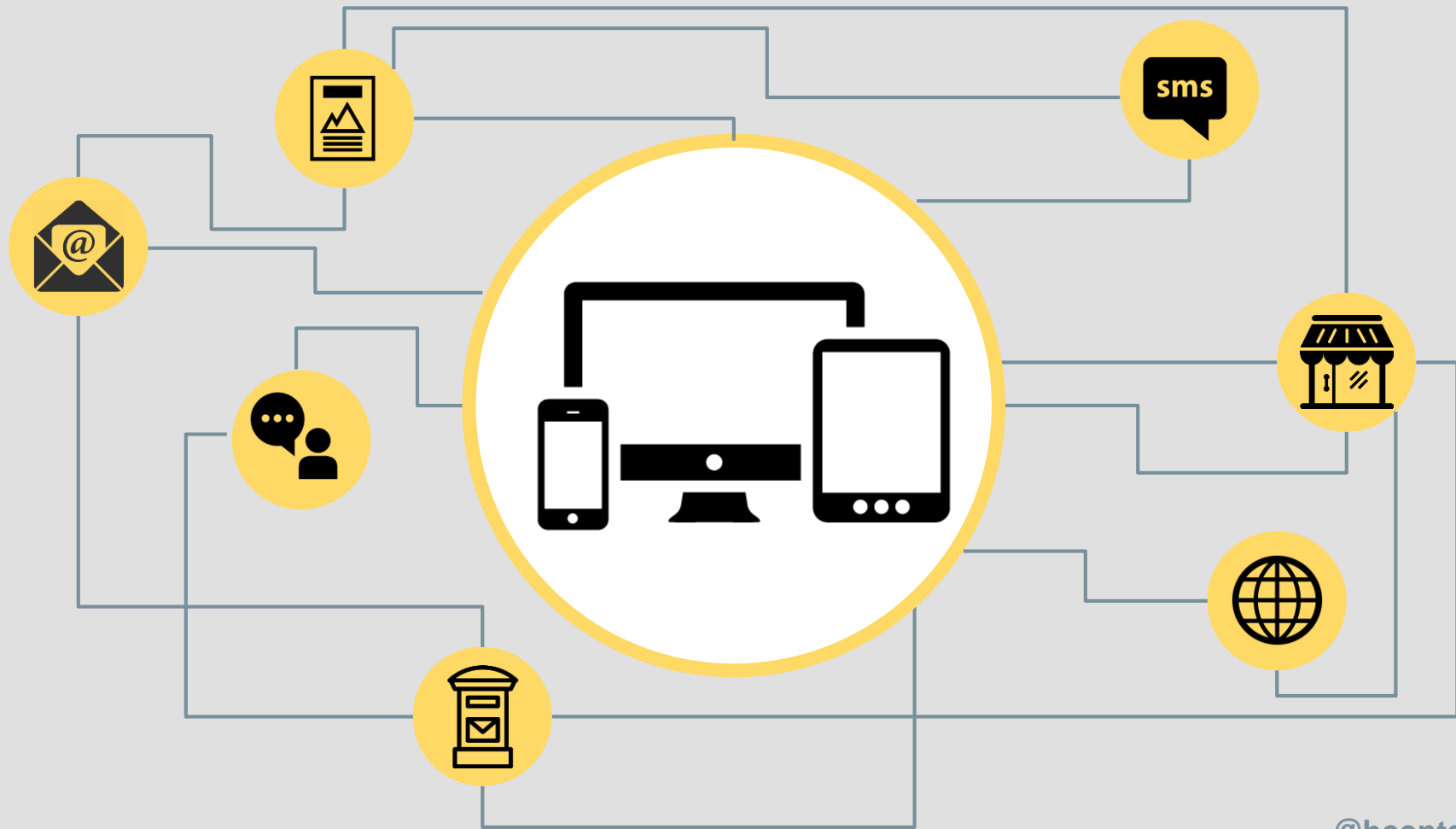


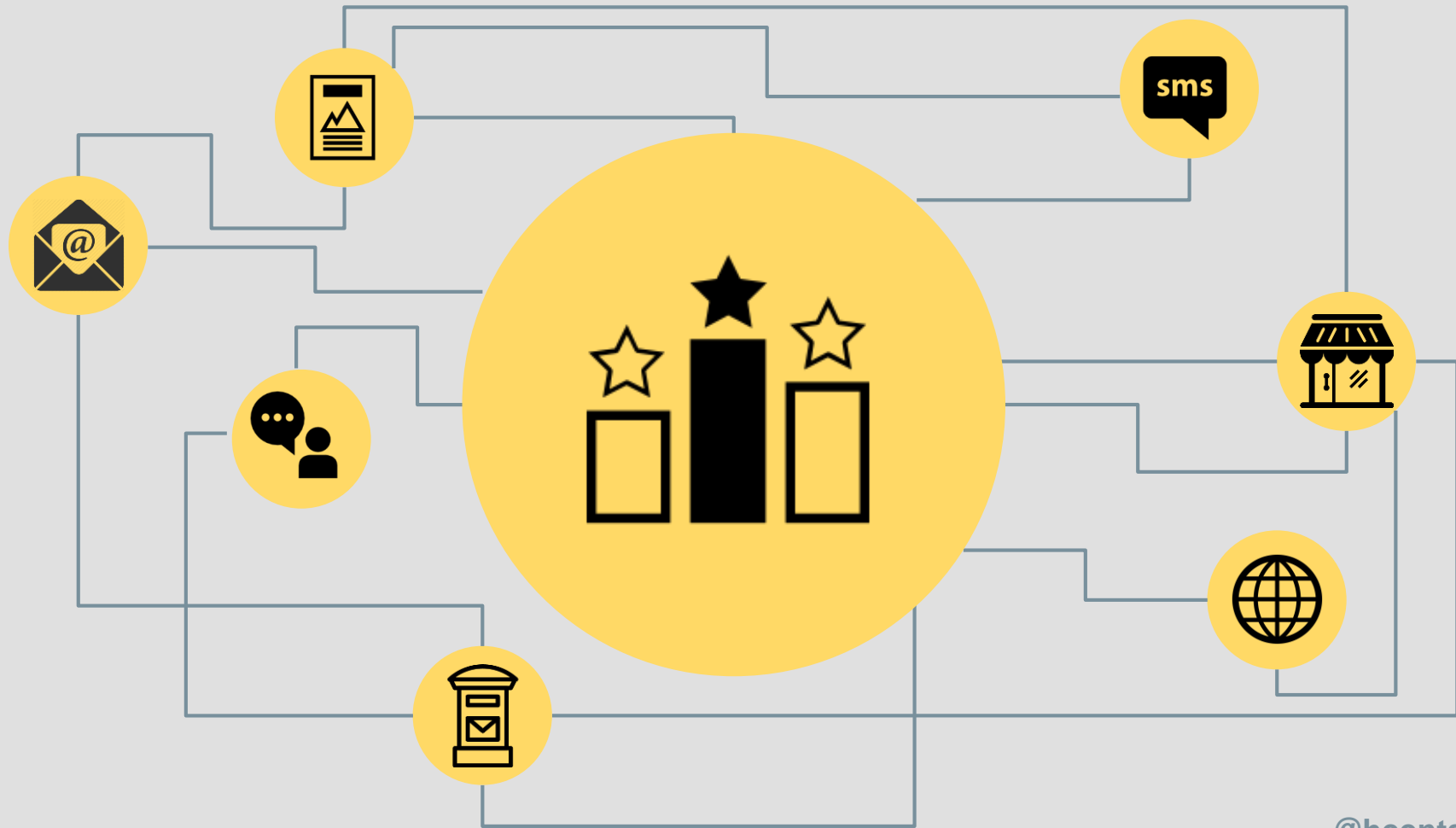
NEW



2

ASK
YOURSELF:
WHAT IS THE
DESIGN
BEYOND THE
DESIGN?







MARKETING



IT



CUSTOMER DATA



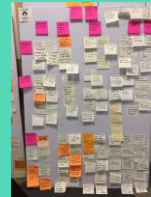
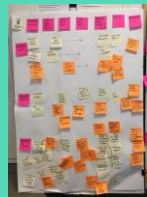
APPS



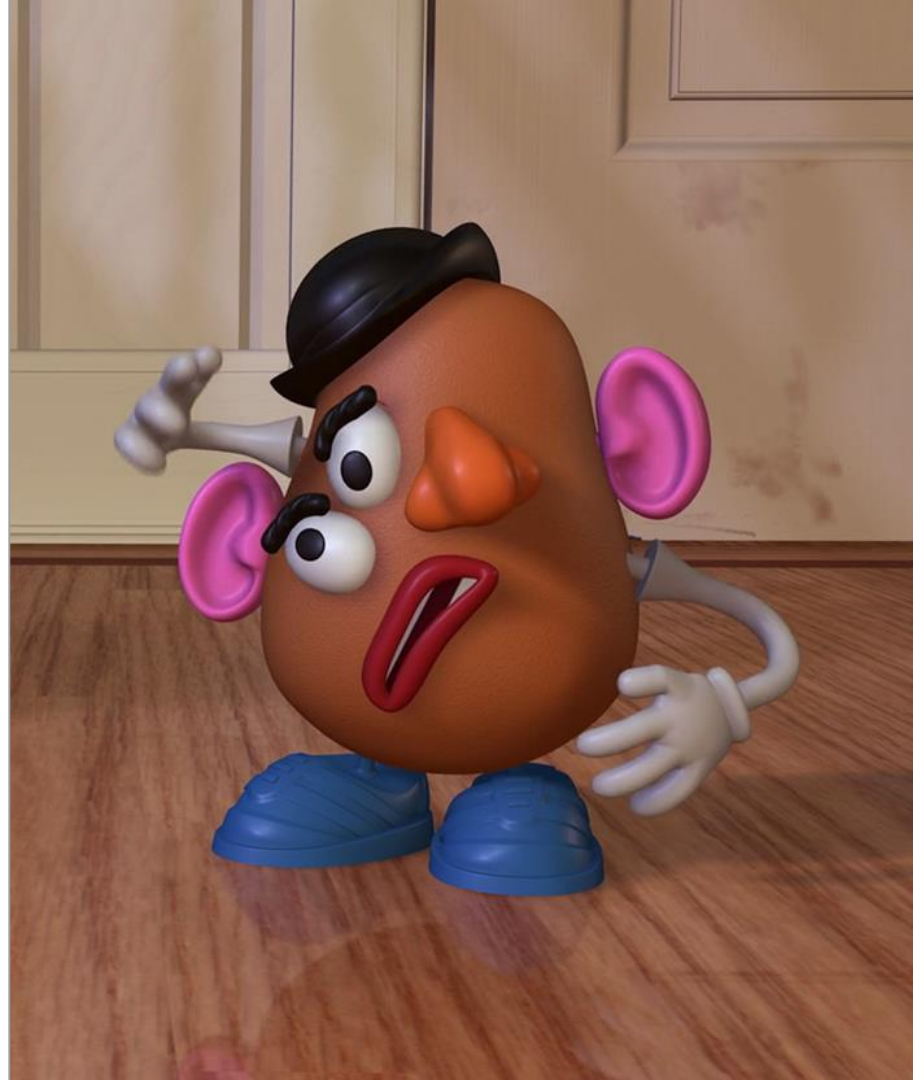
THIRD PARTY
AGENCIES



**HOLLISTIC
VIEW
&
SHARED
UNDERSTANDI
NG OF
CUSTOMER
GOALS**

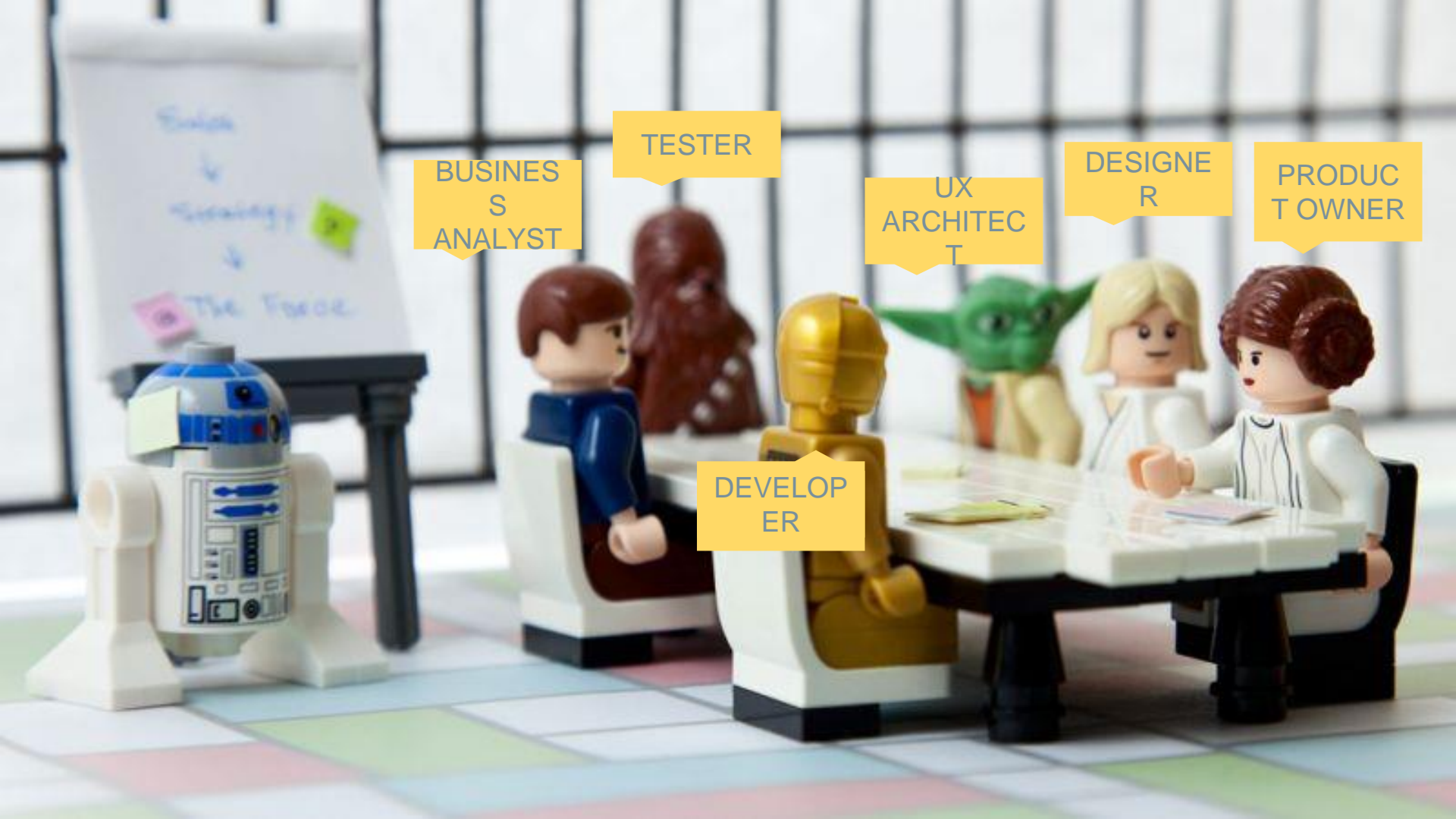


SAME
COMPONENTS,
DIFFERENT
EXPERIENCE



3

SHARE
KNOWLEDGE
ACROSS
DIFFERENT
DISCIPLINES



BUSINESS ANALYST

TESTER

UX ARCHITECT

DESIGNER

PRODUCT OWNER

DEVELOPER

**CUSTOMER NEED: NOTIFY ME
WHEN SOMETHING IS NEW OR
EXPIRING**



**MULTIPLE
SYSTEM
INTERGRATIO
N**

**KICK OFF
SESSION WITH:
PRODUCT
OWNER
DEVELOPERS
UX
MARKETING**

**QUESTIONS?
USE CASES
EFFORT VS
IMPACT
MVP**

**SOLUTION
THAT MEETS
CUSTOMER
GOAL WITHIN
BUSINESS
LIMITATIONS**



4

THINK ABOUT
ACCESSIBILI
TY RIGHT
FROM THE
START

DON'T SOLELY RELY ON COLOUR



tritanomal



dueteranope



protanope



tritanerope



normal dichromat



dichromats



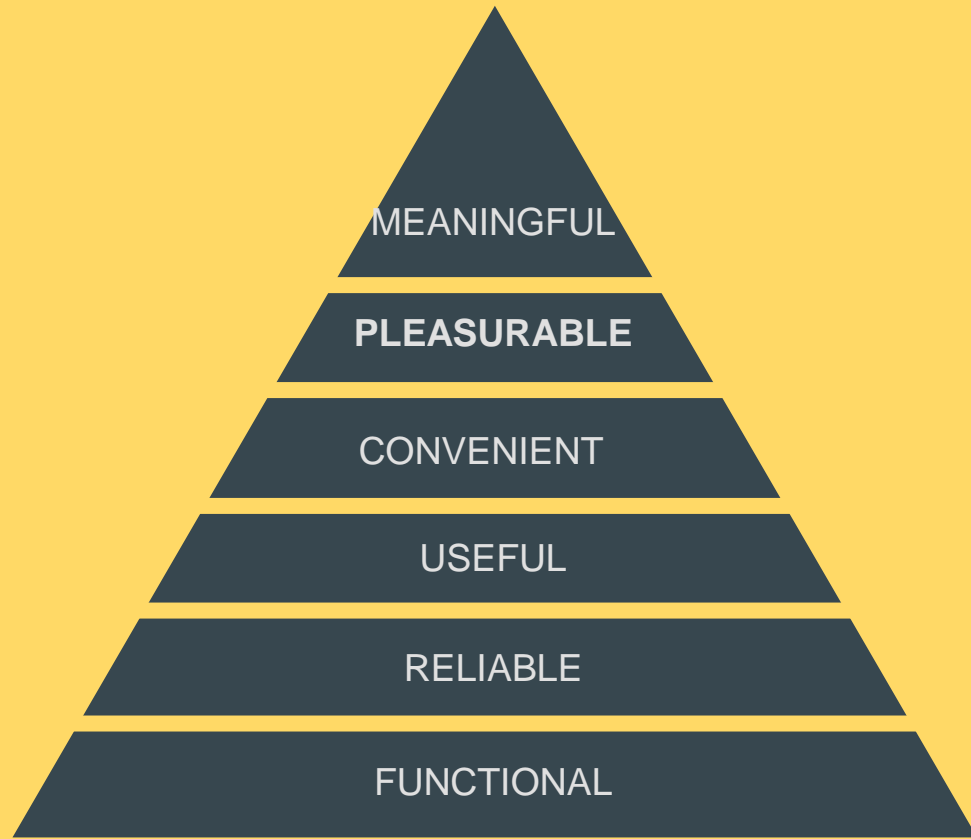
DOES VOICEOVER SUPPORT NAVIGATION?

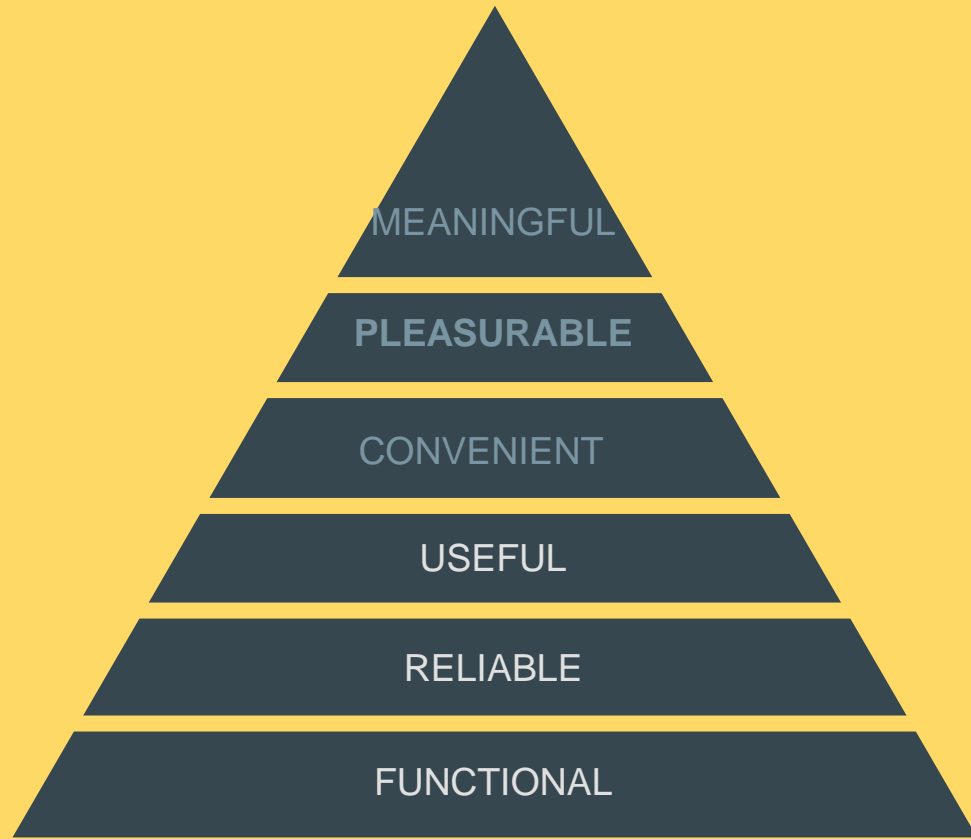




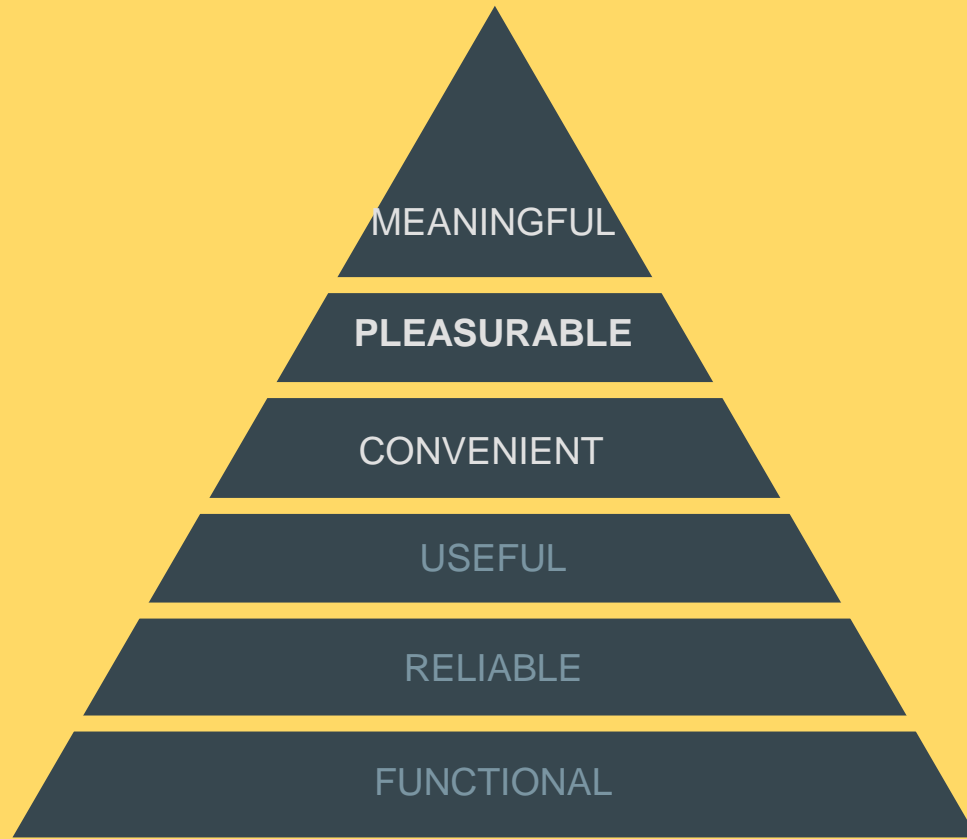
5

MVP? OR IS
IT MINIMUM
VIABLE
EXPERIENCE

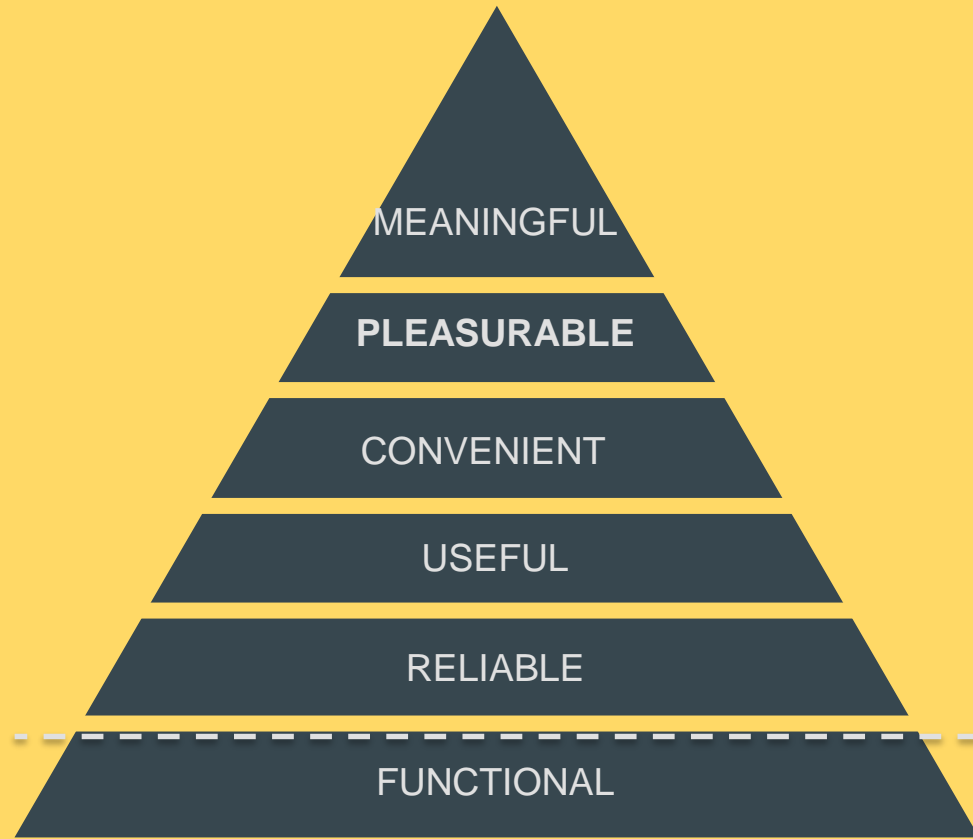


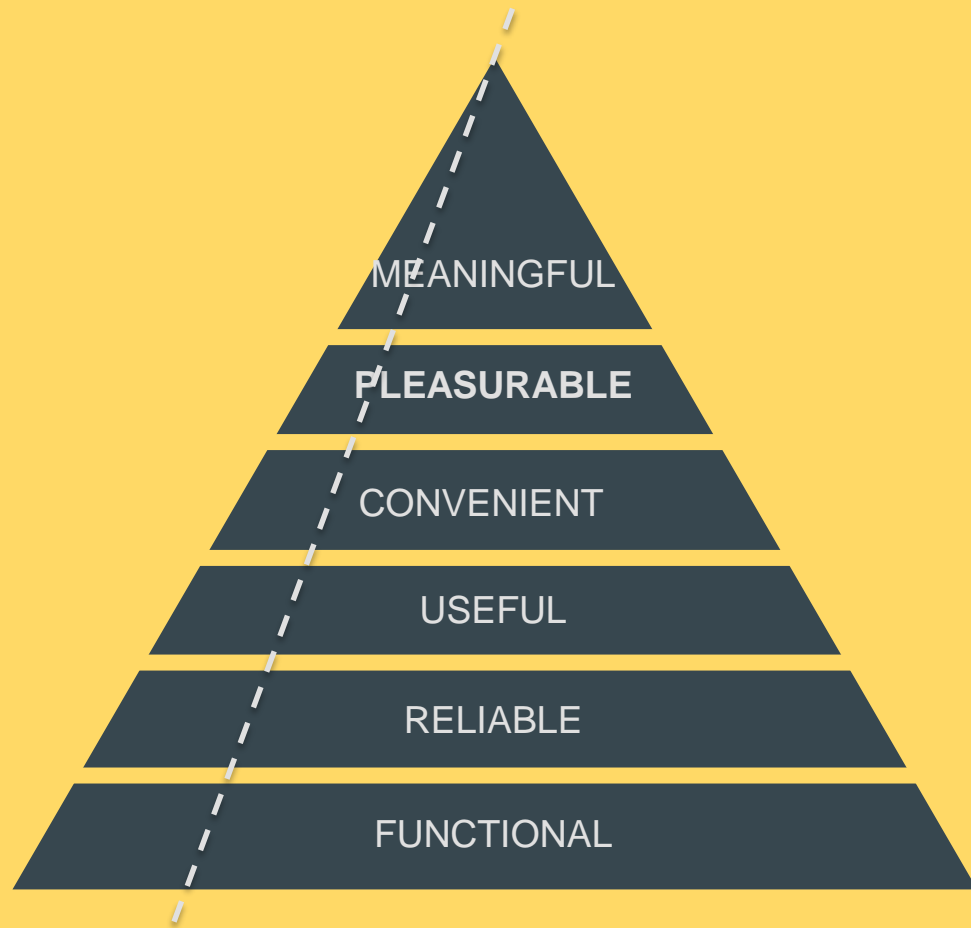


TASK
ORIENTAT
ED



EXPERIEN
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ORIENTAT
ED





6

KEEP ON
LEARNING,
JUST DON'T
STOP

-5 YEARS

TODAY

GROWTH & EXCELERATION IN
KNOWLEDGE

WEALTH OF LEARNING MATERIAL

ONLINE
CLASSES

MEET
UPS

BLOGS/
WEBSITES

MASTERS/
DEGREES



THANK YOU

ANY QUESTIONS?