

# Why UX is not only the responsibility of the UX'er

By

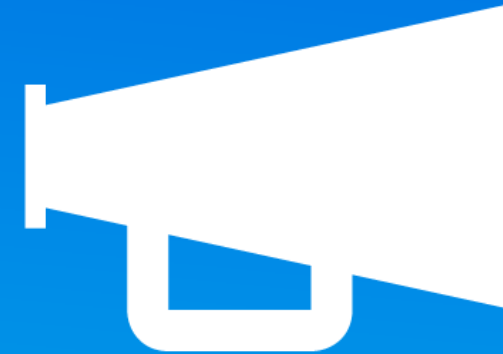
Janne Jul Jensen

twitter @JanneJulJensen  
mail [janne.jul.jensen@lego.com](mailto:janne.jul.jensen@lego.com)

 Join the conversation #gotocph

# goto;

conference



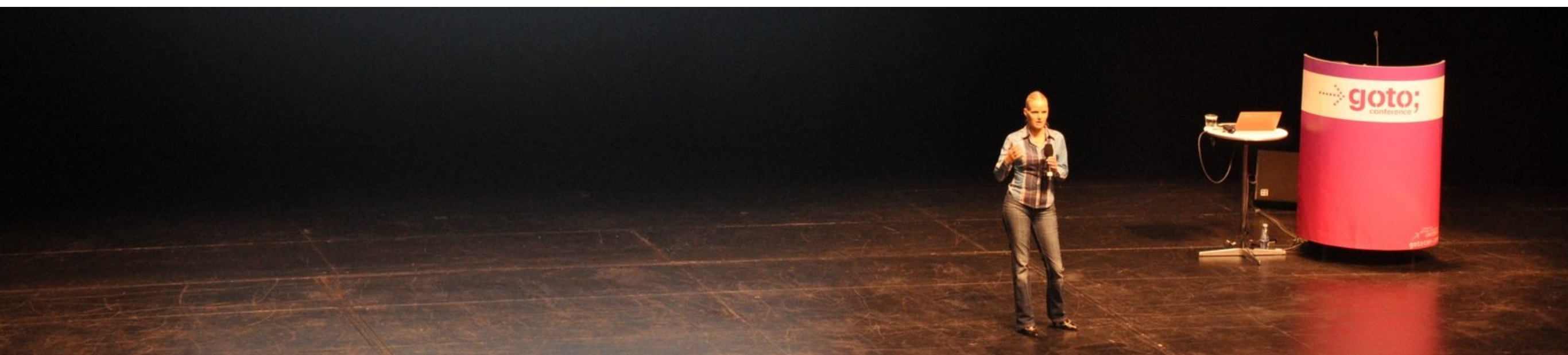
Click 'engage'  
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and ask questions

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**TRIFORK.**  
...think software

# ME

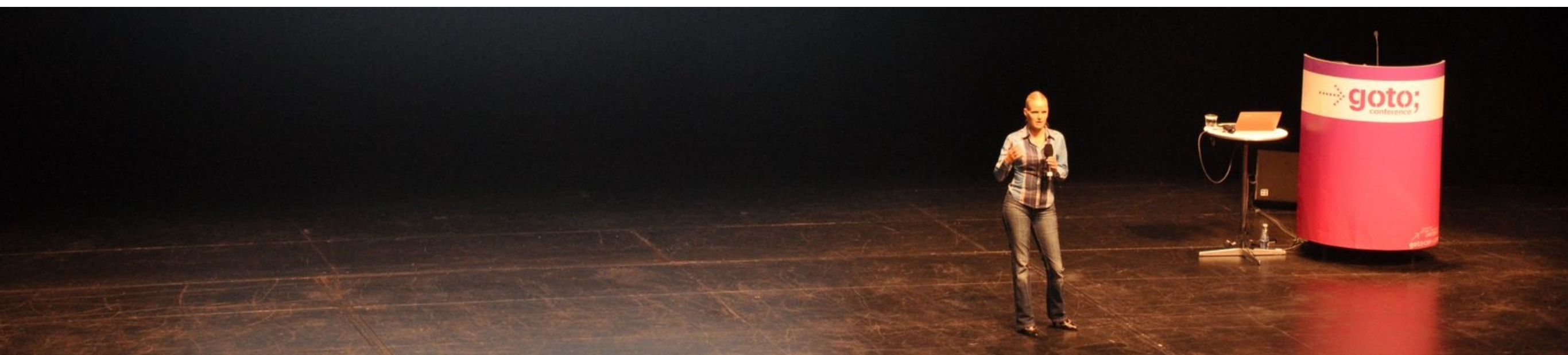
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# ME

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➤ Software engineer

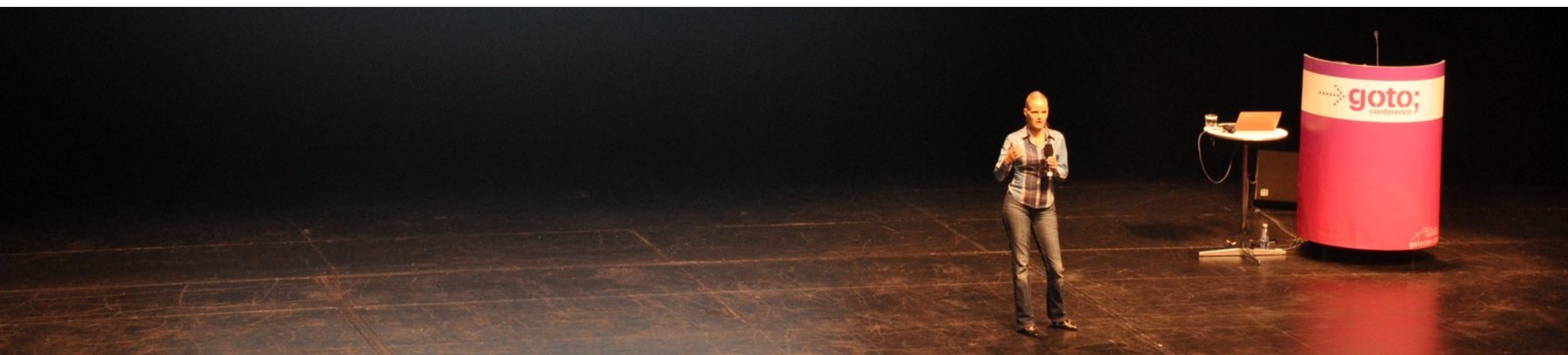




# ME

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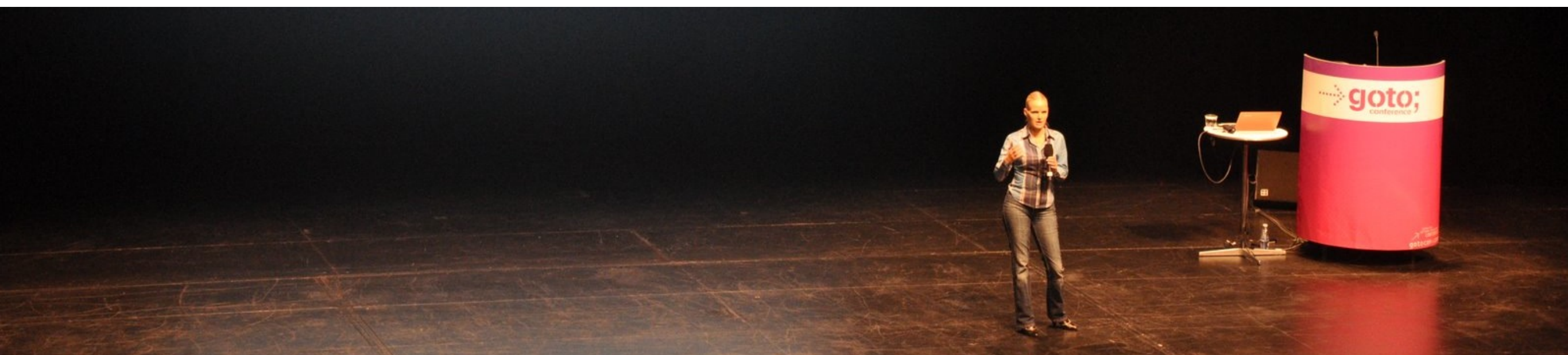
- Software engineer
- Researcher



# ME

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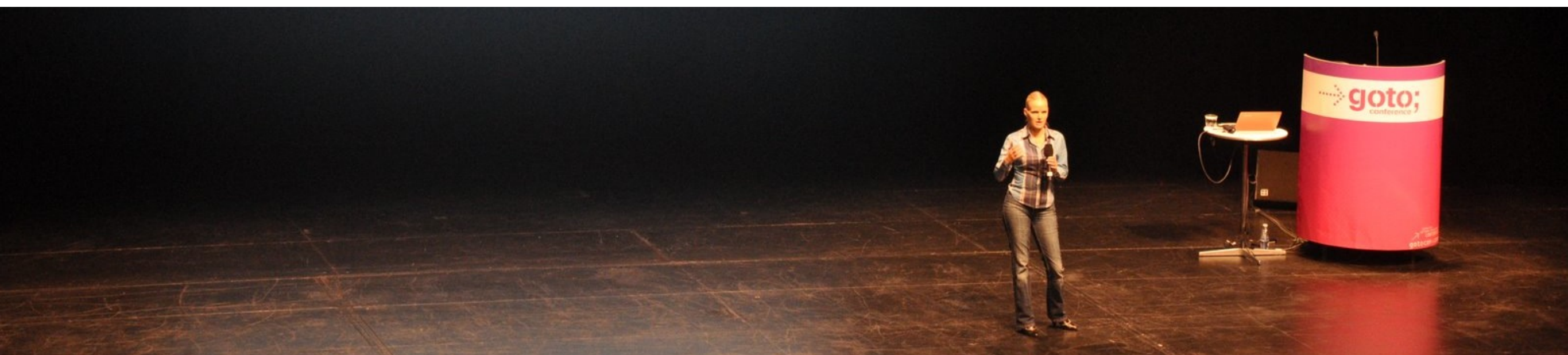
- Software engineer
- Researcher
- Ph.D.



# ME

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- Software engineer
- Researcher
- Ph.D.
- Trifork A/S





# ME

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- Software engineer
- Researcher
- Ph.D.
- Trifork A/S
- LEGO Group



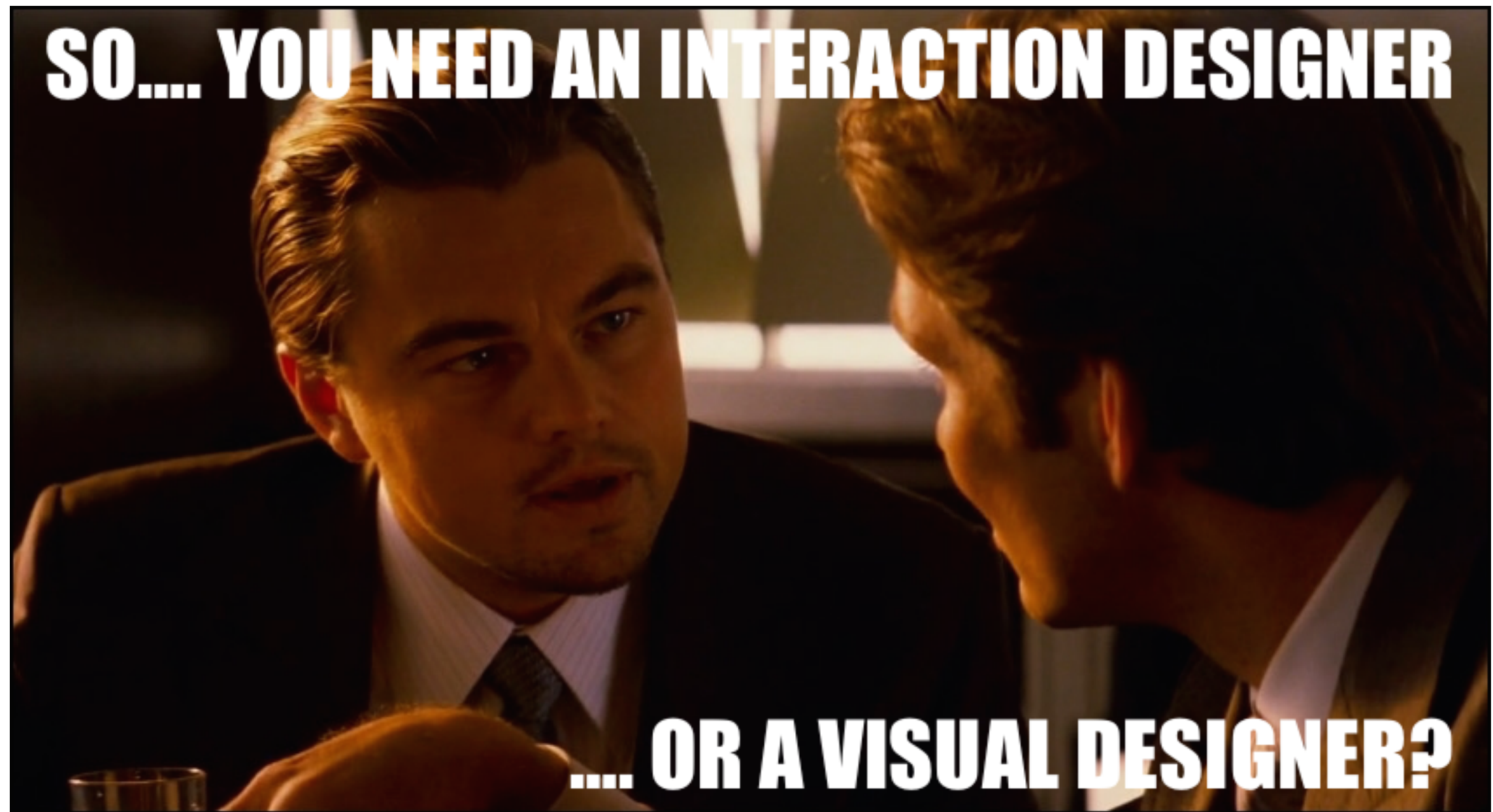
# YOU

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> What do you do?













User Interface Designer

User Experience Architect

Information Architect

User Experience Specialist

Usability Engineer

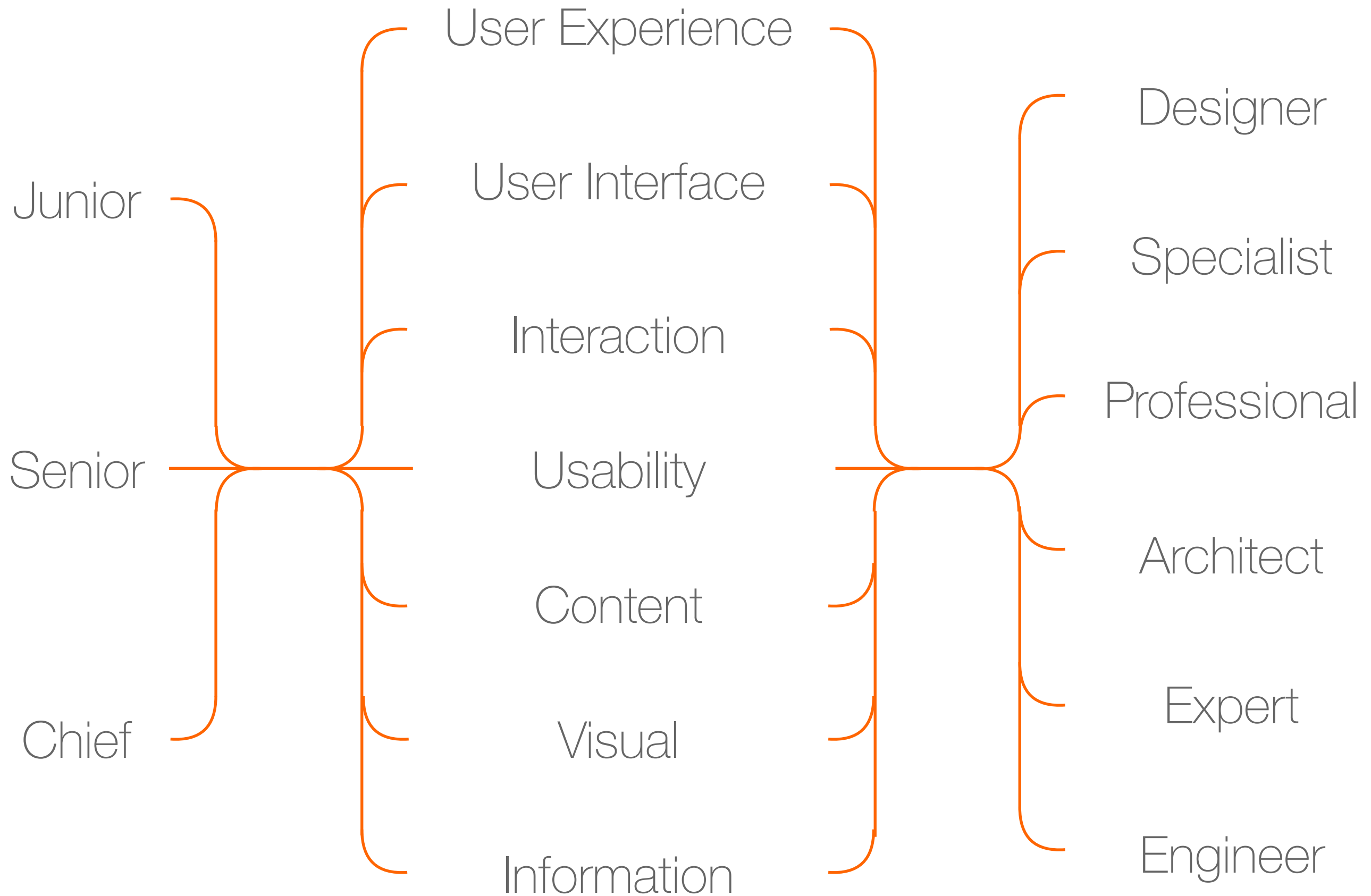
Interaction Designer

User Interface Architect

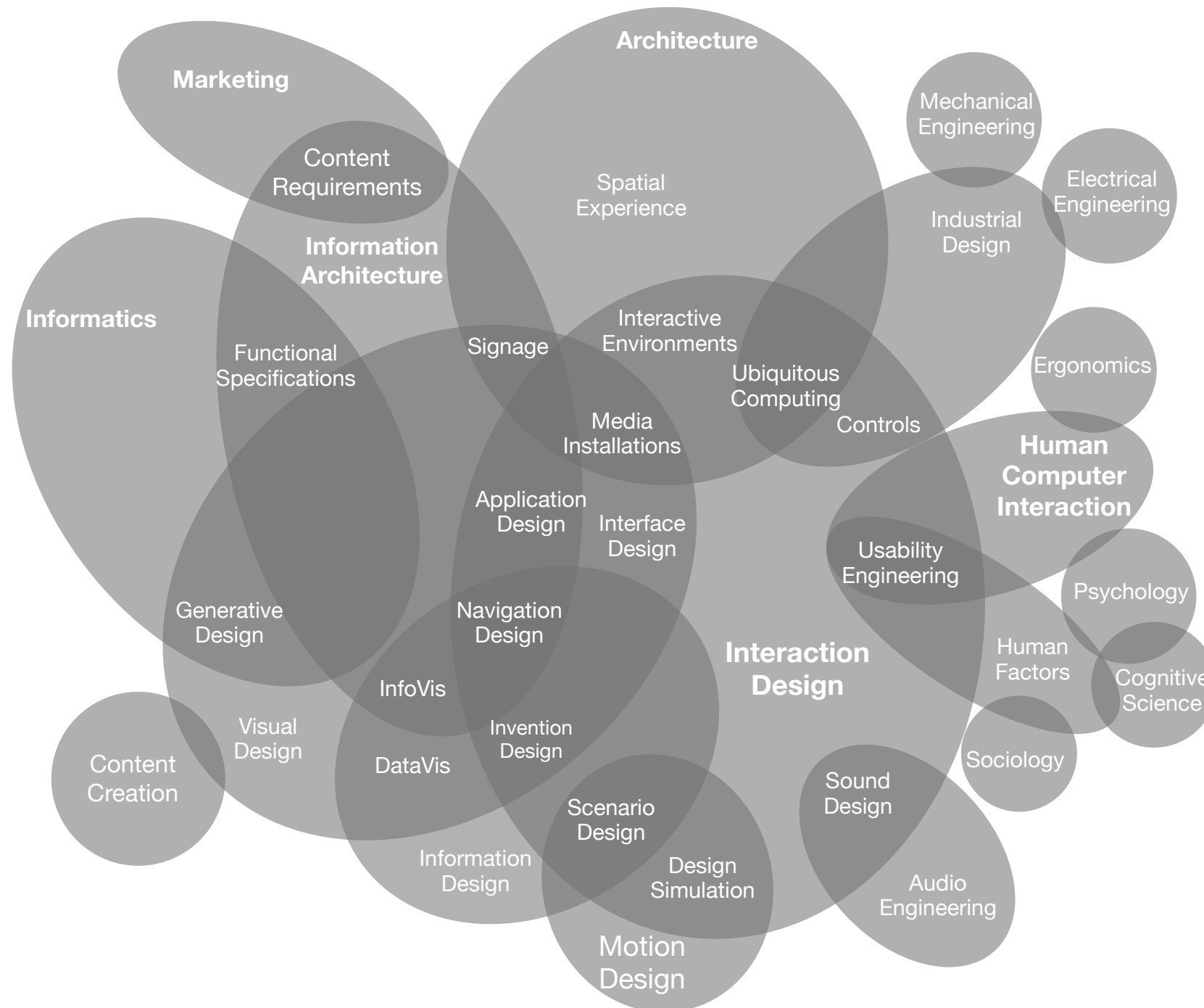
Usability Specialist

User Experience Designer

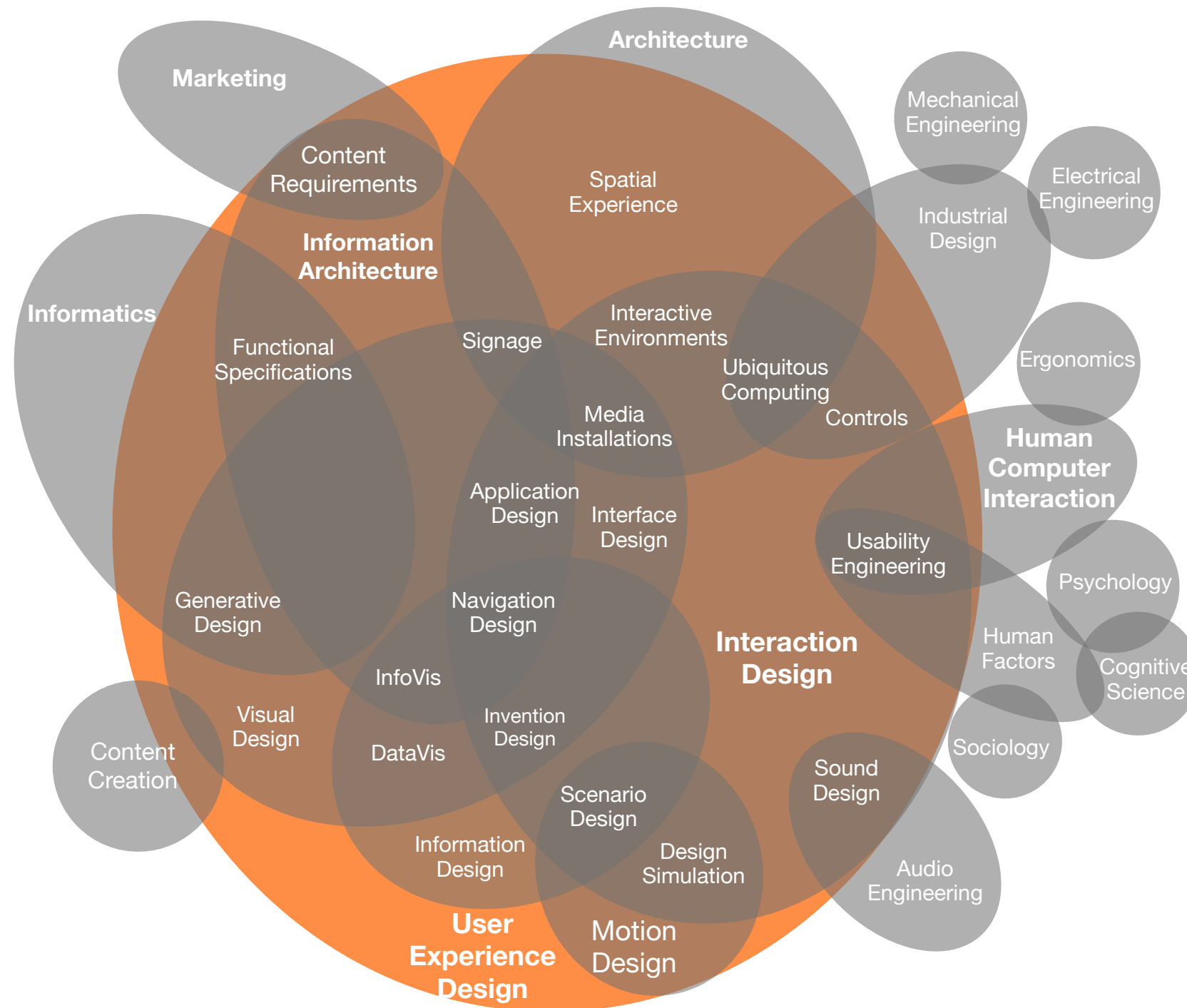




# WHAT IS UX?



# WHAT IS UX?











# PITFALLS

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# PITFALLS

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➤ Too little....

# PITFALLS

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- Too little....
- Too late...

# PITFALLS

---

- Too little....
- Too late...
- Too detached...

# PITFALLS

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- Too little....
- Too late...
- Too detached...
- Too defocused...



# PITFALLS

---

- Too little....
- Too late...
- Too detached...
- Too defocused...
- Too rookie...

# HOW UX WANTS TO BE SEEN

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- > Field Research
- > Face to face interviewing
- > Creation of user tests
- > Gathering and organising statistics
- > Creating personas
- > Product design
- > Feature writing
- > Requirement writing
- > Graphic art
- > Animations
- > Interaction design
- > Navigational design
- > information architecture
- > Usability
- > Prototyping
- > Interface Layout
- > Interface design
- > Visual design
- > Iconography
- > Taxonomy creation
- > Terminology creation
- > Copywriting
- > Presenting and speaking
- > Working tightly with programmers
- > Brainstorm coordination
- > Design culture evangelism

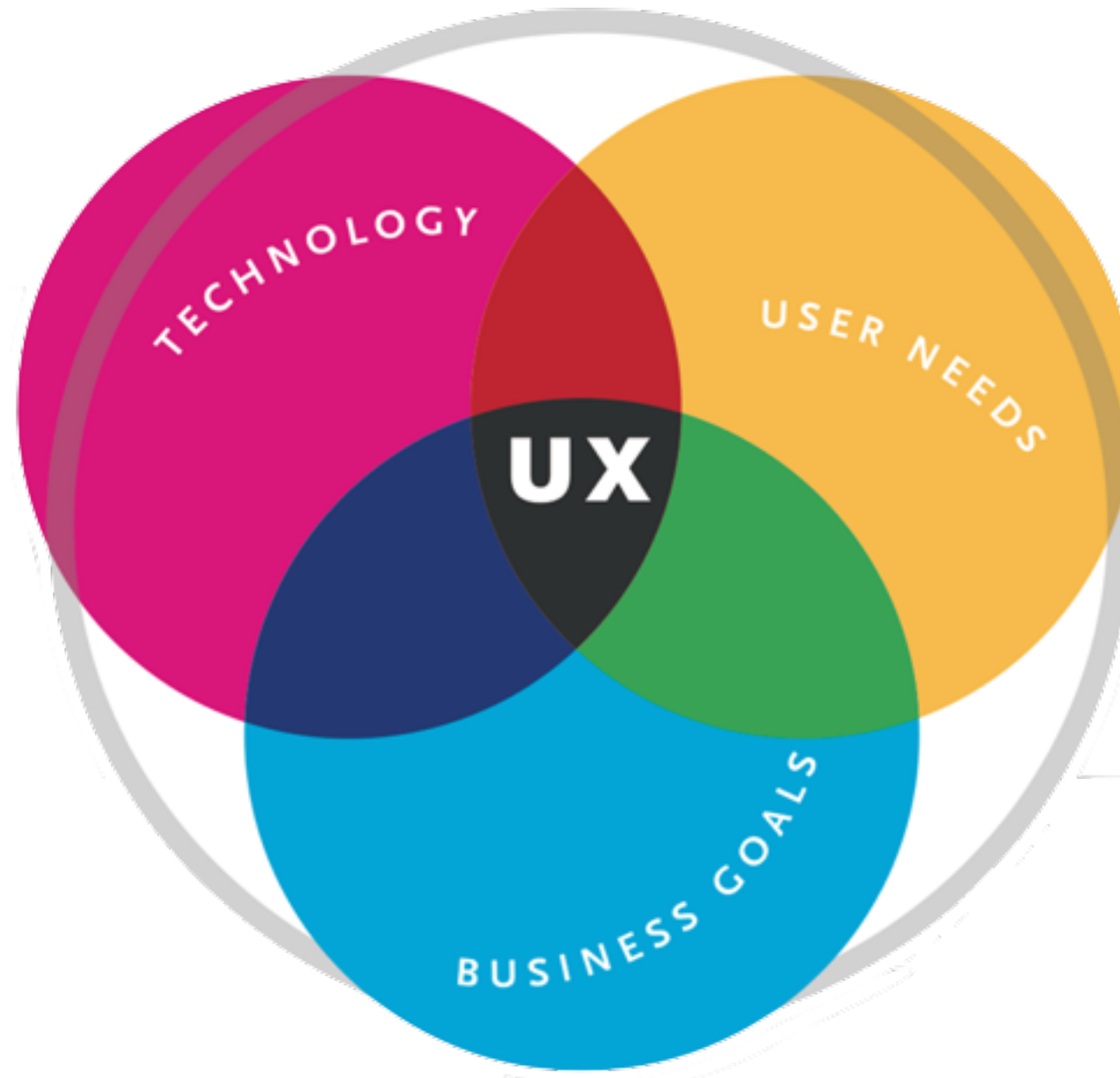
# HOW UX IS TYPICALLY SEEN

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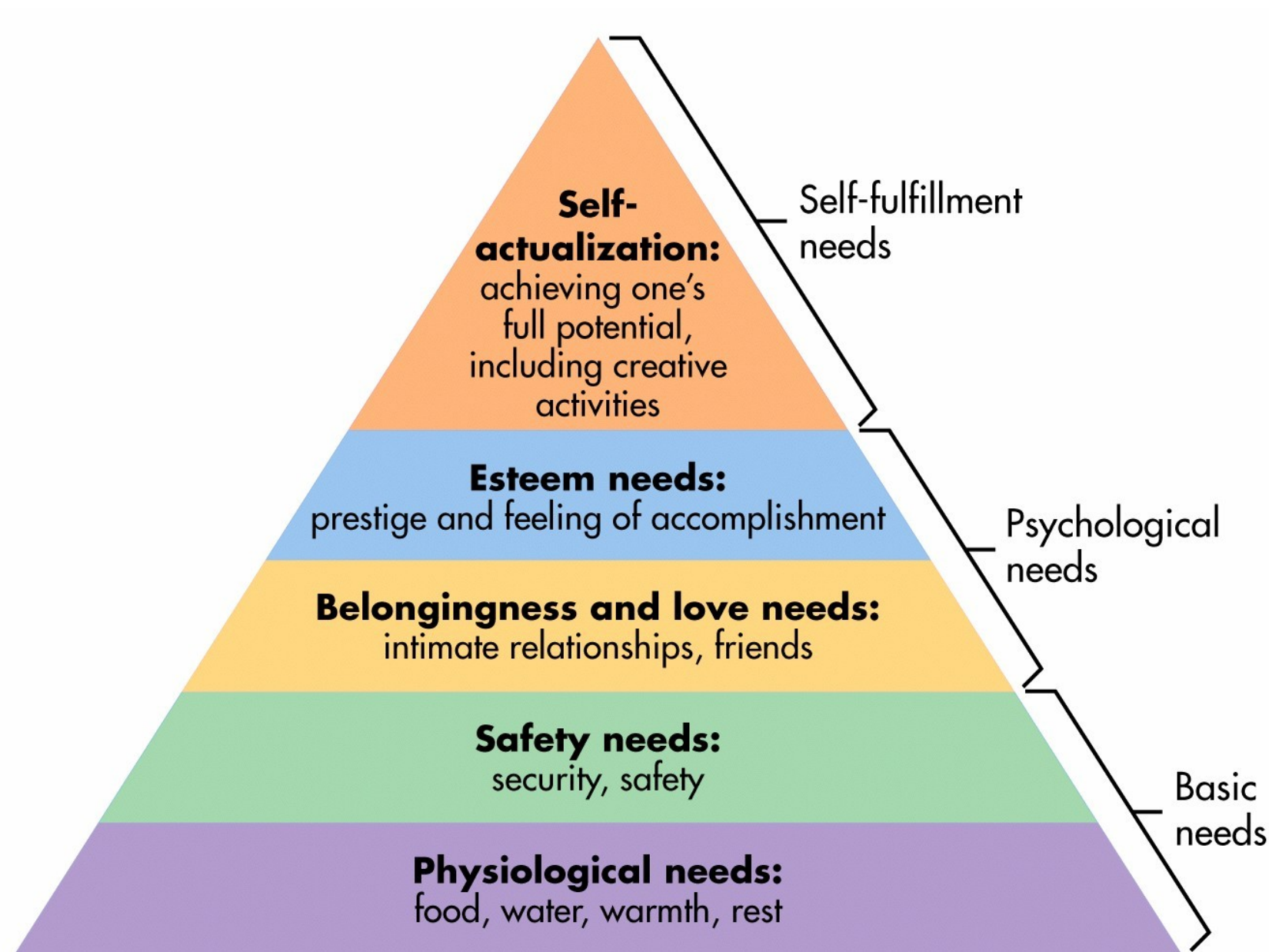
- > Field Research
- > Face to face interviewing
- > Creation of user tests
- > Gathering and organising statistics
- > Creating personas
- > Product design
- > Feature writing
- > Requirement writing
- > Graphic art
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- > Iconography
- > Taxonomy creation
- > Terminology creation
- > Copywriting
- > Presenting and speaking
- > Working tightly with programmers
- > Brainstorm coordination
- > Design culture evangelism

# UX IS NOT A BUBBLE

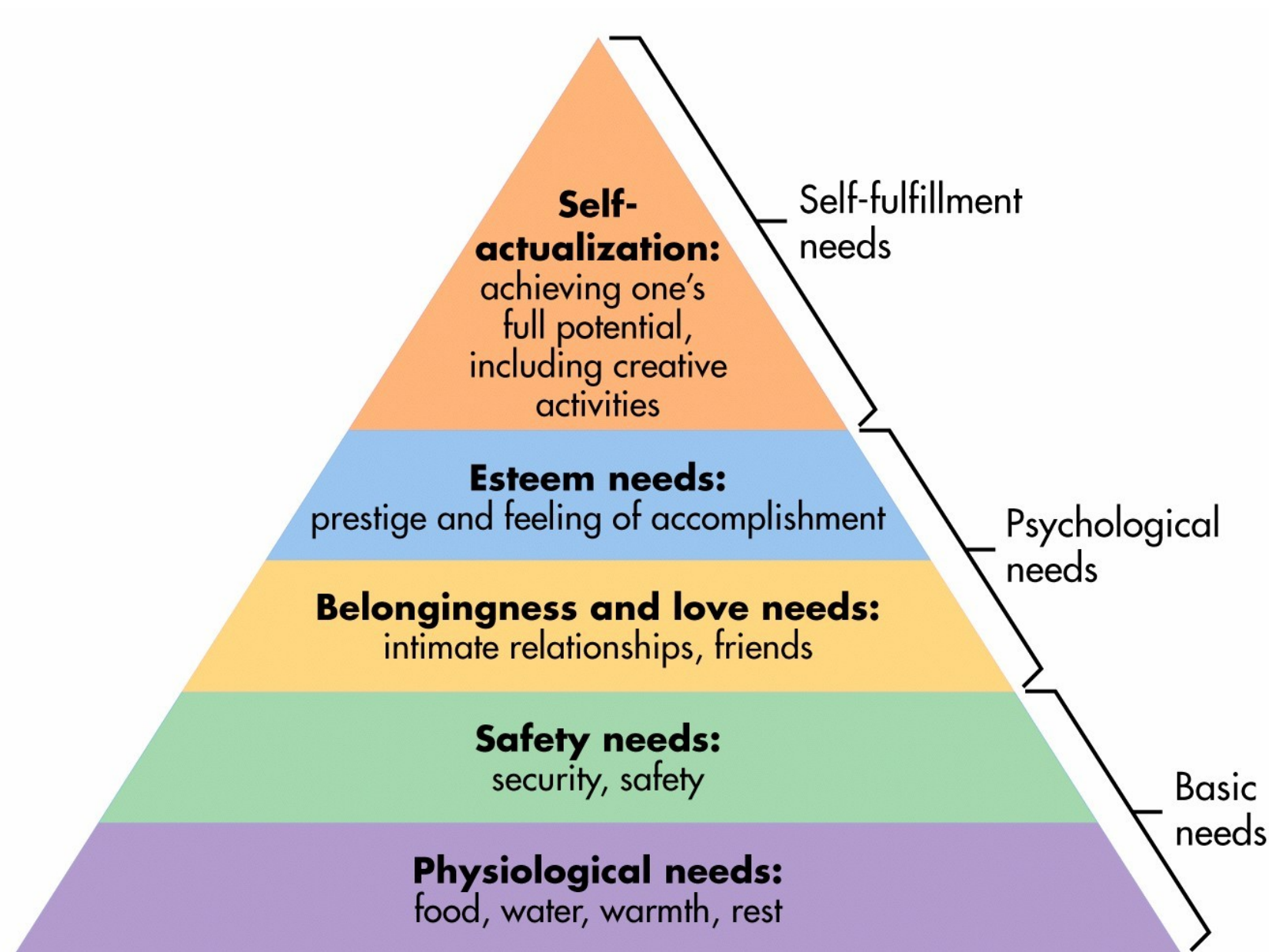
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# MASLOWS HIERARCHY OF NEEDS

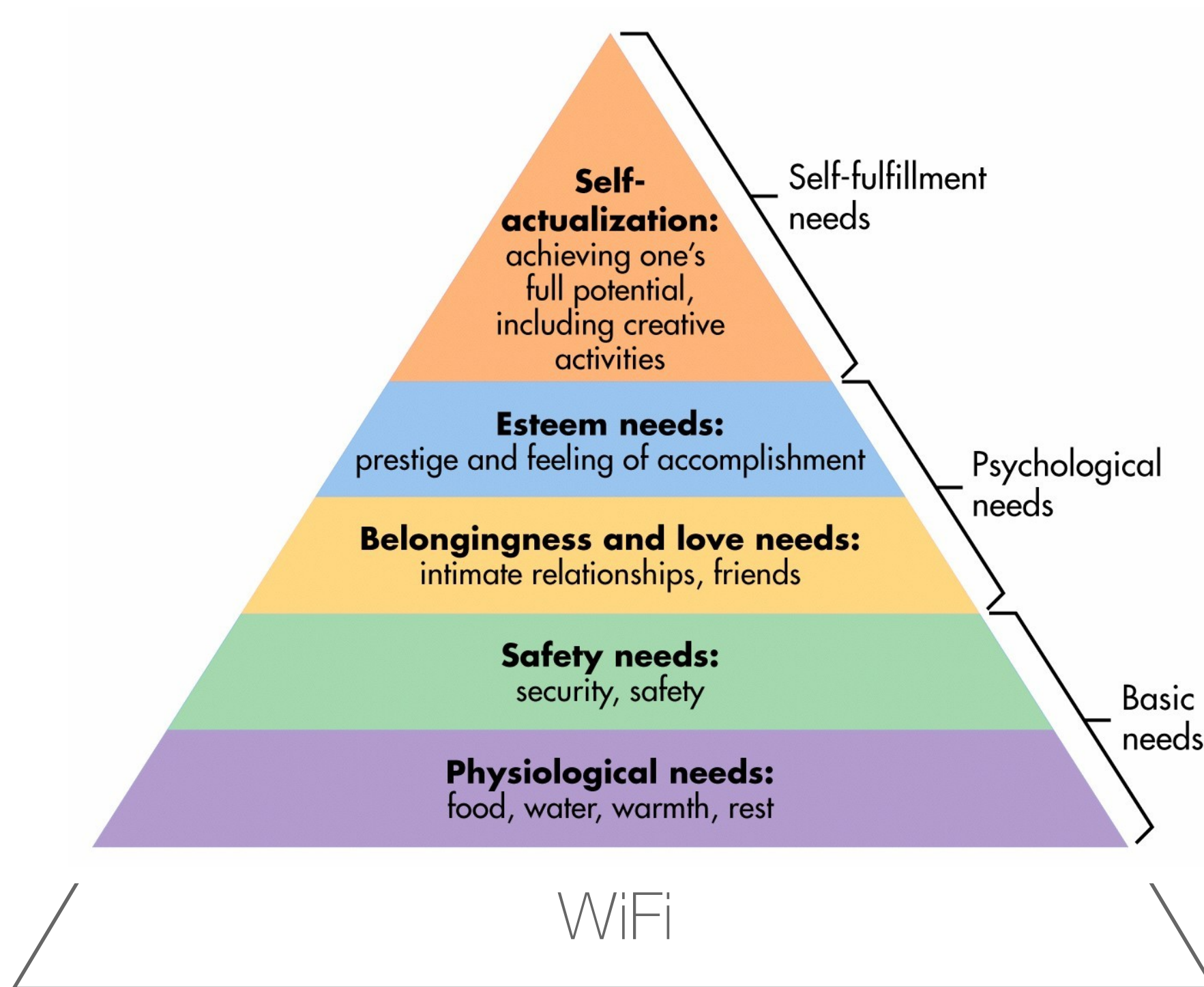


# MASLOWS HIERARCHY OF NEEDS



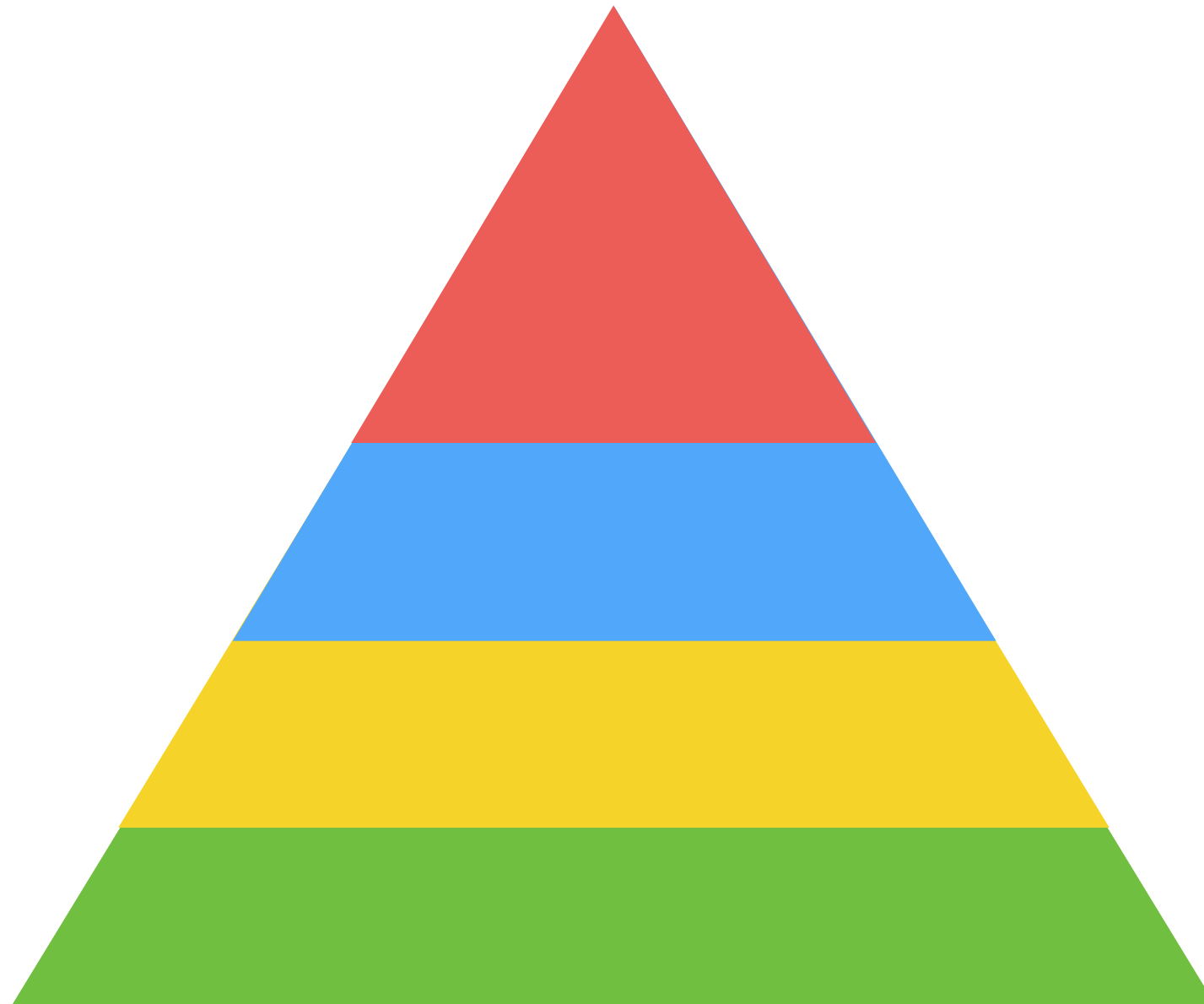


# MASLOWS HIERARCHY OF NEEDS



# IF MASLOW HAD BEEN A USER

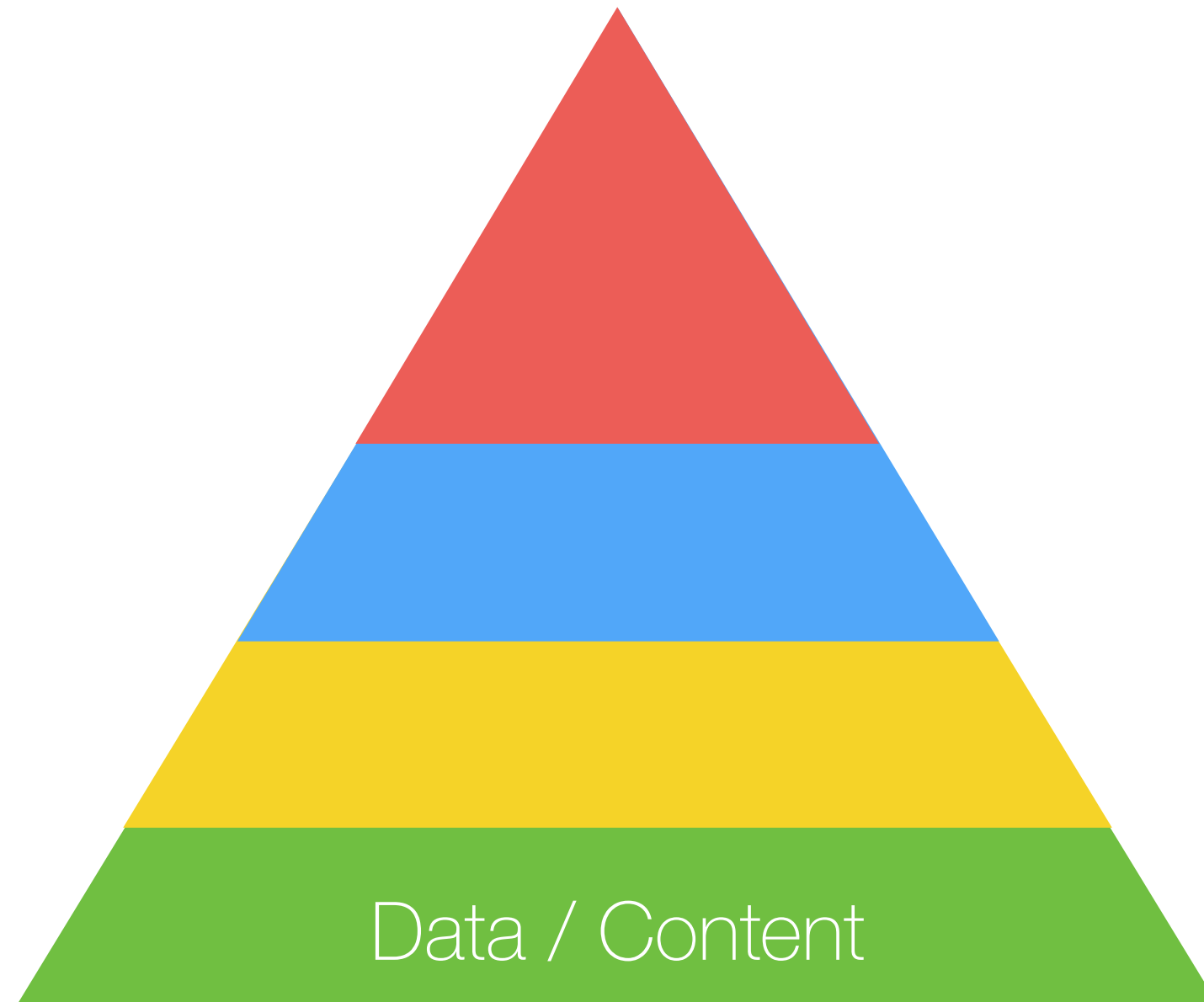
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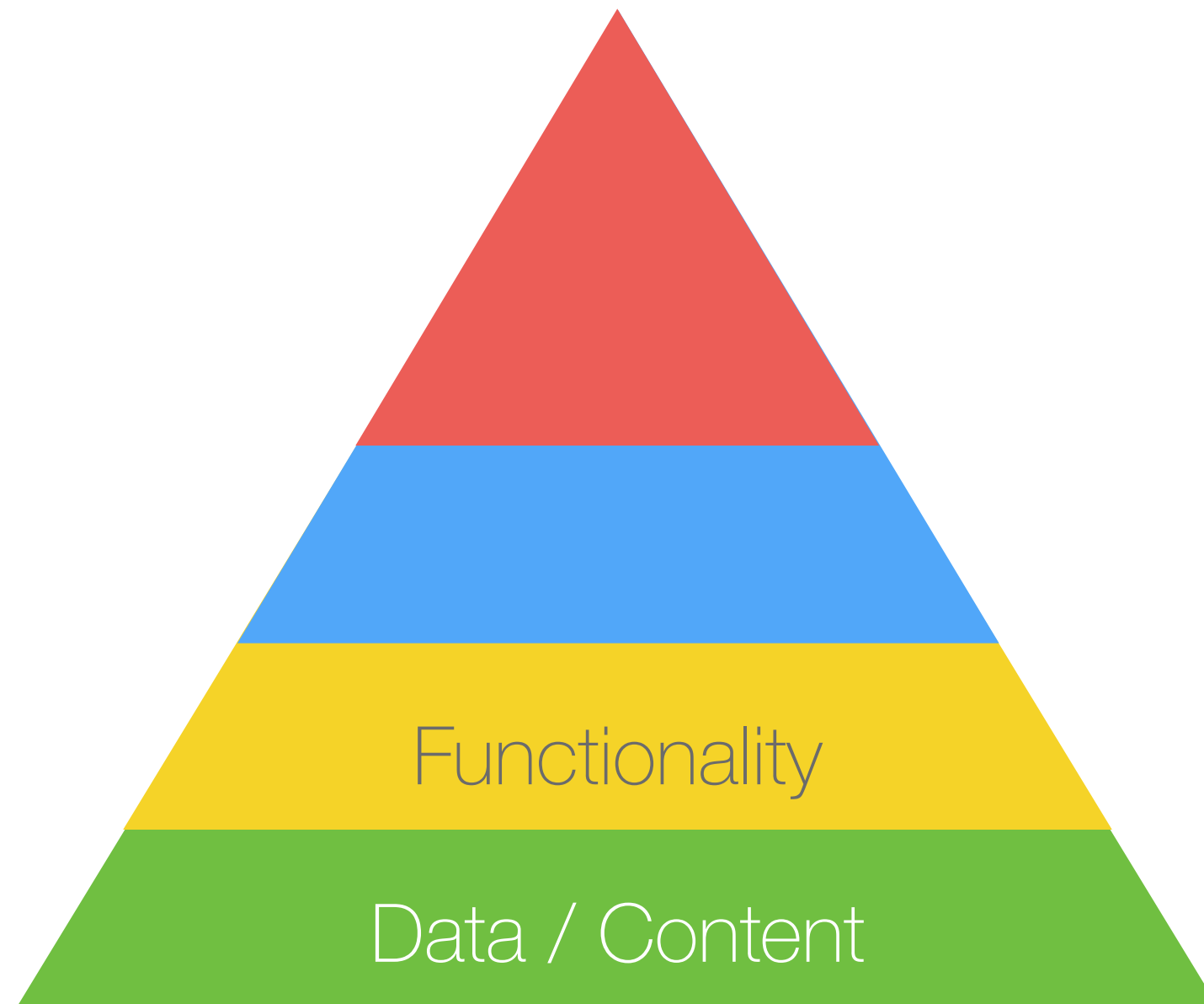
# IF MASLOW HAD BEEN A USER

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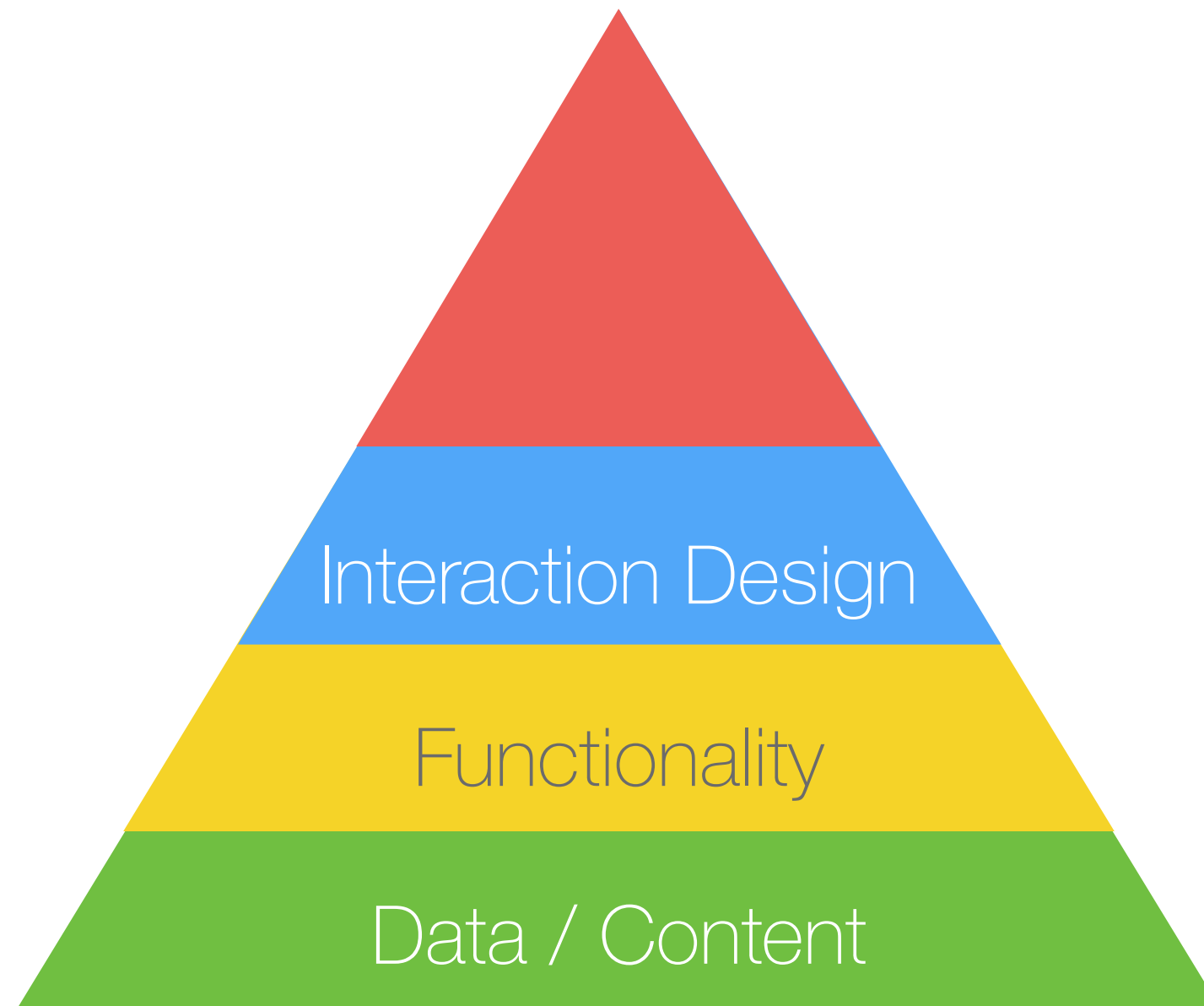
# IF MASLOW HAD BEEN A USER

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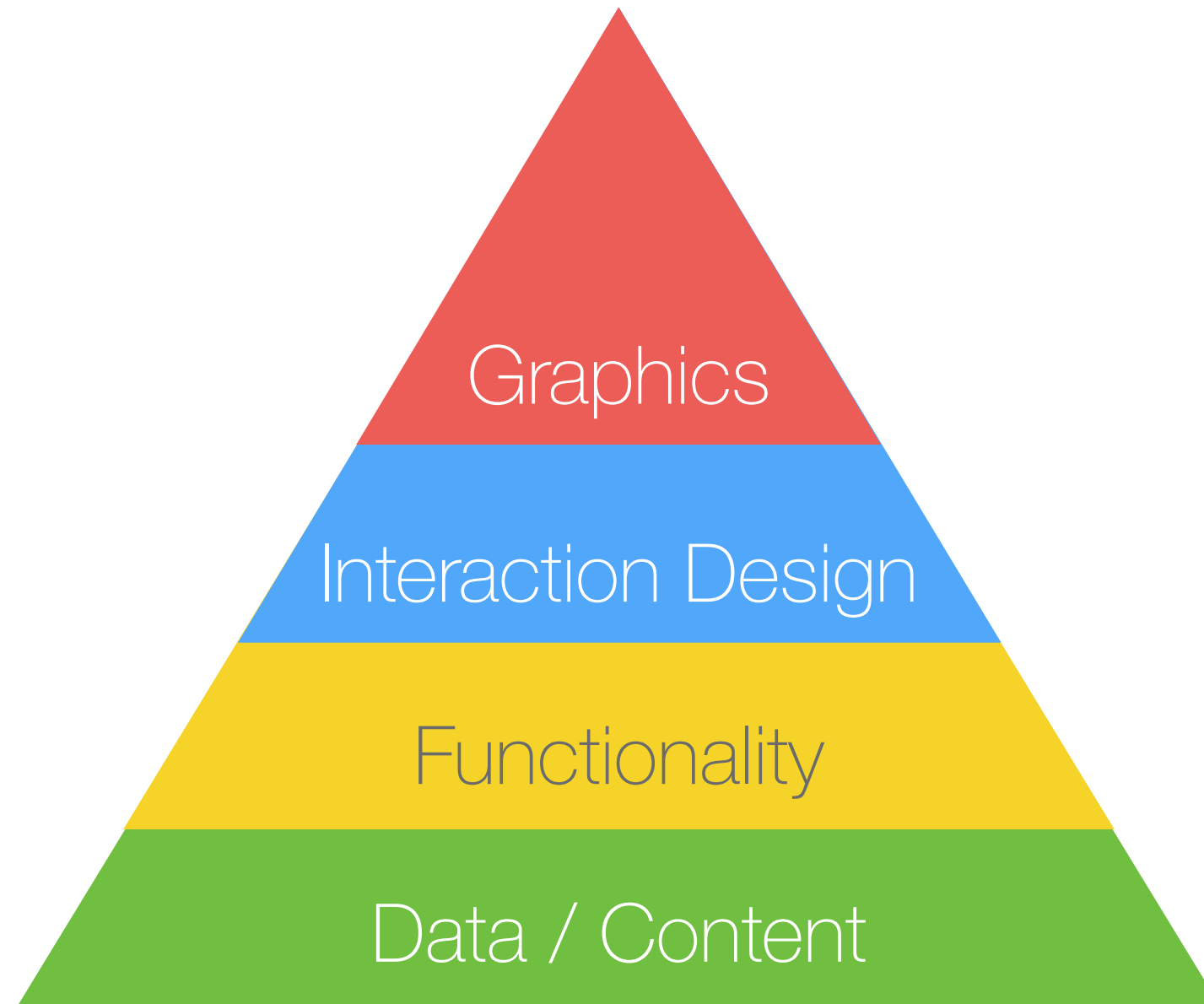
# IF MASLOW HAD BEEN A USER

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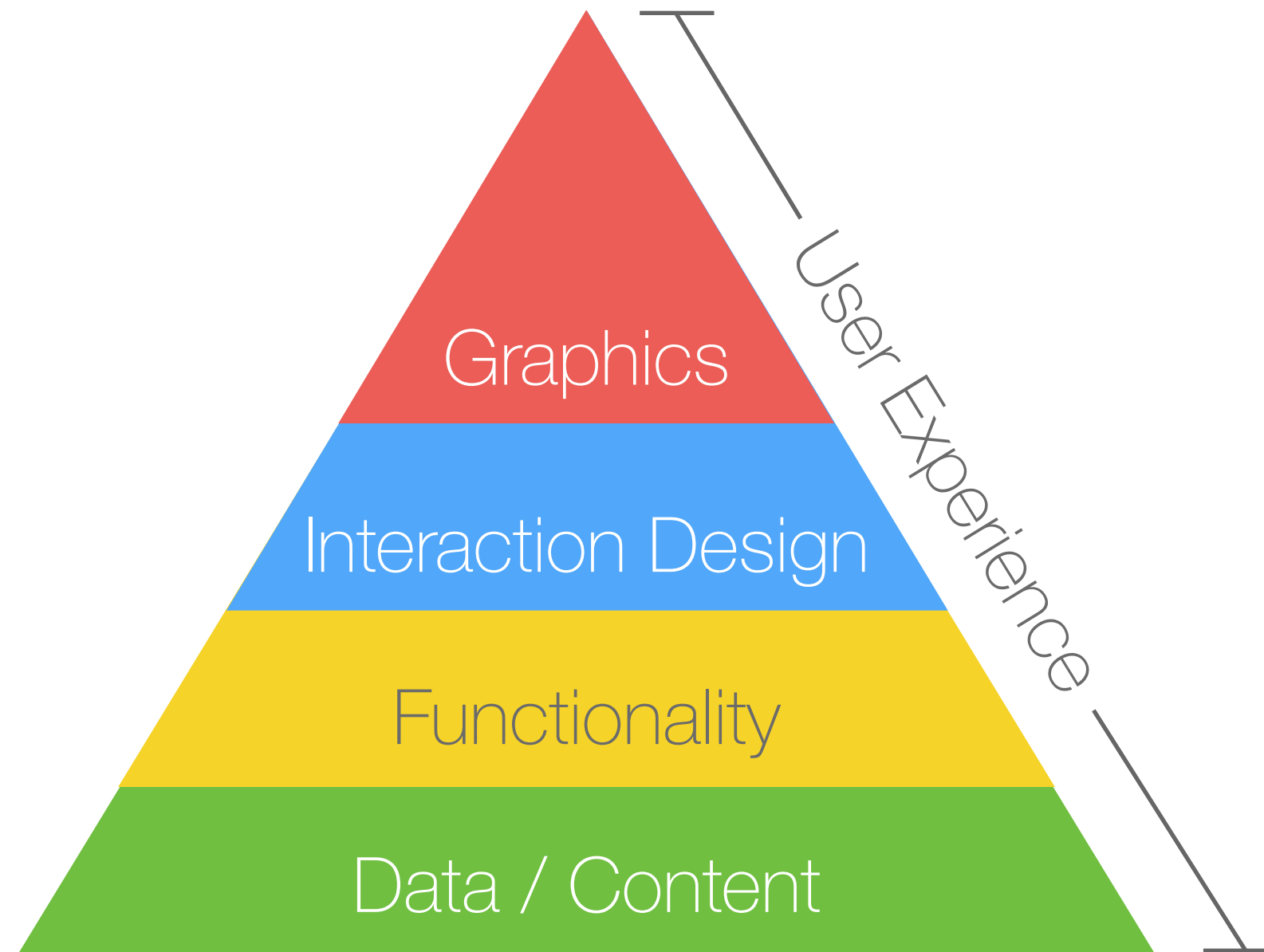
# IF MASLOW HAD BEEN A USER

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# IF MASLOW HAD BEEN A USER

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# STAKEHOLDERS

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# STAKEHOLDERS

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➤ Project Managers

# STAKEHOLDERS

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- Project Managers
- Marketing

# STAKEHOLDERS

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- Project Managers
- Marketing
- Legal

# STAKEHOLDERS

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- Project Managers
- Marketing
- Legal
- Visual



# STAKEHOLDERS

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- Project Managers
- Marketing
- Legal
- Visual
- CXOs

# STAKEHOLDERS

---

- Project Managers
- Marketing
- Legal
- Visual
- CXOs
- Developers

# STAKEHOLDERS

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- Project Managers
- Marketing
- Legal
- Visual
- CXOs
- Developers
- Security

# BECAUSE WE CAN

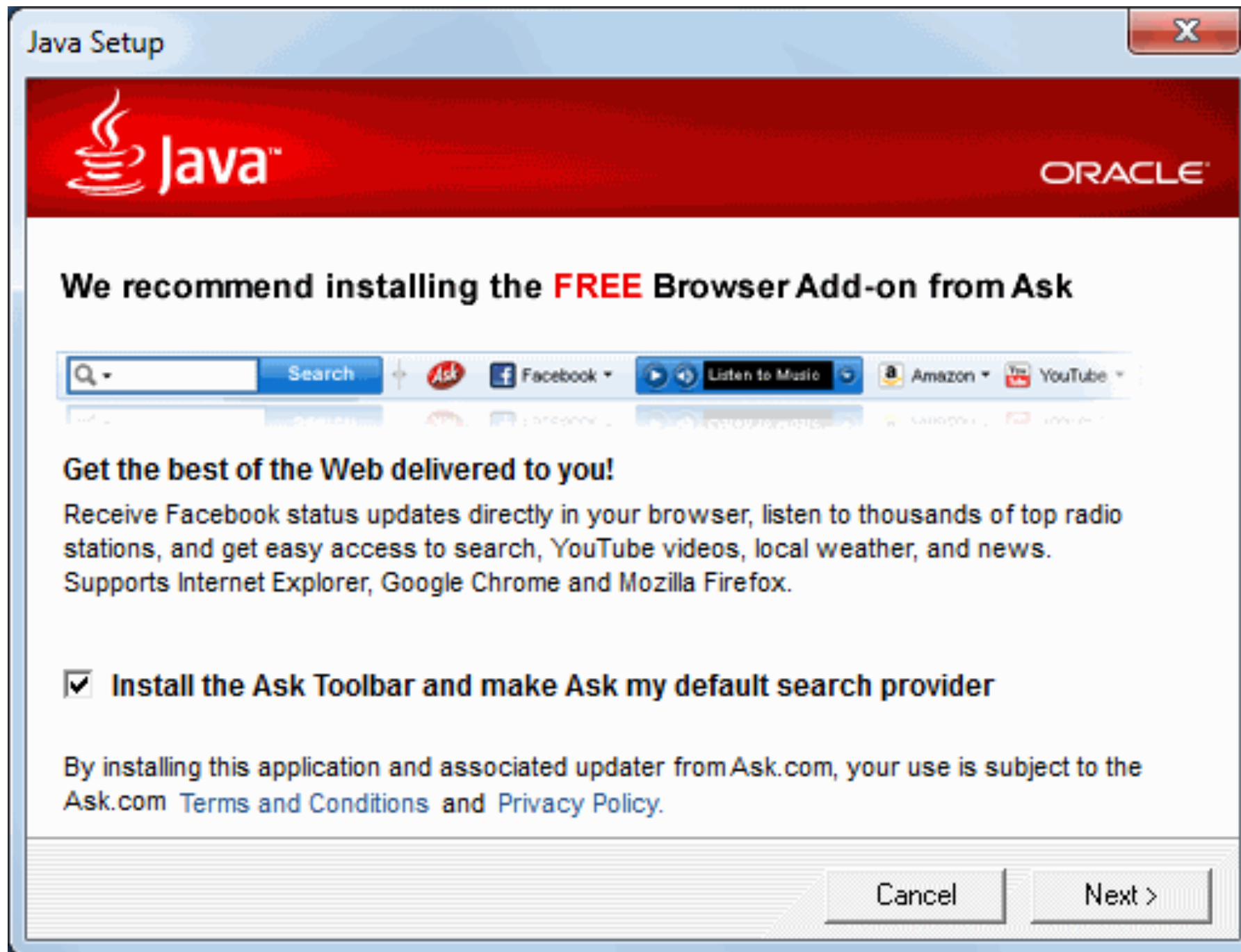
**FILL OUT THE FORM FOR A CHANCE TO WIN!**

Enter your information below to enter the contest.

|   |   |  |  |
|---|---|--|--|
| <b>First name:</b><br><input type="text" value="Ian"/>          | <b>Address:</b><br><input type="text" value="123456789"/> | <b>Province:</b><br><input type="text" value="Ontario"/>                                       | <b>E-mail address:</b><br><input type="text" value="123456789@123.com"/>                         |
| <b>Last name:</b><br><input type="text" value="Everdell"/>      | <b>City:</b><br><input type="text" value="Hamilton"/>     | <b>Profession:</b><br><input type="text" value=""/>  | <b>Confirm e-mail address:</b><br><input type="text" value="123456789@123.com"/>                 |
| <b>Phone number:</b><br><input type="text" value="1234567890"/> | <b>Postal code:</b><br><input type="text" value="12345"/> | <b>Hobby:</b><br><input type="text" value=""/>   | <b>Age:</b><br><input type="text" value="26 - 30 years"/>  |
| <b>Tell us what you drive!</b>                                  | <b>Do you own:</b>  | <b>What do you check most often?</b>   | <b>ARE YOU A CAA MEMBER?</b>   |
| <b>Year:</b><br><input type="text" value="Select..."/>          | <input type="radio"/> A motorcycle?                       | <input type="radio"/> Newspapers   | <input type="radio"/> Yes <input type="radio"/> No   |
| <b>Make:</b><br><input type="text" value="Select..."/>          | <input type="radio"/> A boat?                             | <input type="radio"/> Flyers   | <b>Gender:</b> <input type="radio"/> Man <input type="radio"/> Woman                             |
|   | <input type="radio"/> An RV?                              | <input type="radio"/> Online flyers  | <b>Preferred language:</b> <input checked="" type="radio"/> English <input type="radio"/> French |
|   | <input type="radio"/> A snowmobile?                       | <input type="radio"/> Other  |  |
|   | <input type="radio"/> An ATV?                             |  |  |
|   | <input type="radio"/> Other                               | <input type="radio"/> I have read and understood the <u>Contest Rules and Regulations</u> .    |  |
|   |   | <input type="radio"/> I agree to receive special offers from NAPA Auto Parts and its partners. |  |

**SUBMIT** **CANCEL**

# OH NO, YOU DIDN'T!





# SCARED TO DEATH

|                  |       |                   |       |                     |       |                      |       |
|------------------|-------|-------------------|-------|---------------------|-------|----------------------|-------|
| SheDevils Chicks | 90.86 | Noer's Sharks     | 69.08 | Elvendar Lightnings | 79.64 | Rungoe's Cheeseheads | 87.04 |
| Snow's Bashers   | 41.68 | Don Kleis' Heroes | 52.40 | The Bad Apples      | 78.92 | Zak's Wolves         | 95.46 |

**Janne**  
1-2-0 (5), Streak: W1  
Waiver: 7



**SheDevils Chicks**  
**90.86**

VS

**Snow's Bashers**  
**41.68**



**Terry**  
0-3-0 (8), Streak: L3  
Waiver: 1

Hide Chart ▲

90.86

| QB    | RB-1  | RB-2  | WR-1 | WR-2  | TE   | W/R   | K     | DEF  |
|-------|-------|-------|------|-------|------|-------|-------|------|
| 14.46 | 21.00 | 13.00 | 3.80 | 12.80 | 2.90 | 10.90 | 11.00 | 1.00 |

▲ Hide Chart

41.68

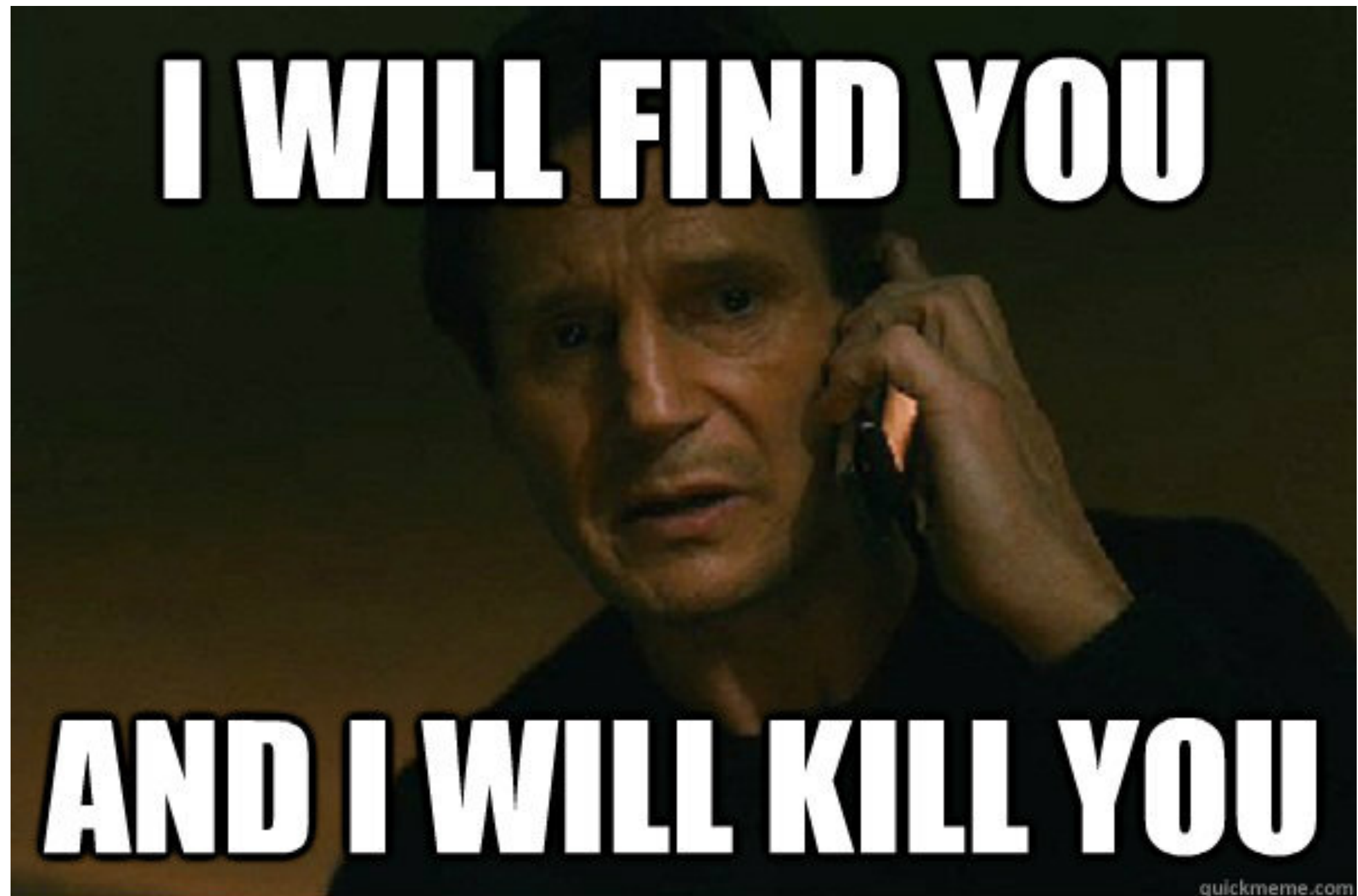
| QB    | RB-1 | RB-2 | WR-1 | WR-2 | TE   | W/R   | K    | DEF   |
|-------|------|------|------|------|------|-------|------|-------|
| 15.98 | 0.00 | 2.20 | 5.40 | 0.00 | 0.00 | 12.10 | 8.00 | -2.00 |



Autoplay Instant Video Highlights: ☒ On ☐ Off

#€%€&/ (€%#"!!#"!#€"!

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# SIGNING OFF YOUR FIRST BORN

## Privacy Policy

*This privacy policy sets out how "[business name]" uses and protects any information that you give "[business name]" when you use this website.*

*"[business name]" is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.*

*"[business name]" may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from [date].*

### What we collect

*We may collect the following information:*

- *name and job title*
- *contact information including email address*
- *demographic information such as postcode, preferences and interests*
- *other information relevant to customer surveys and/or offers*

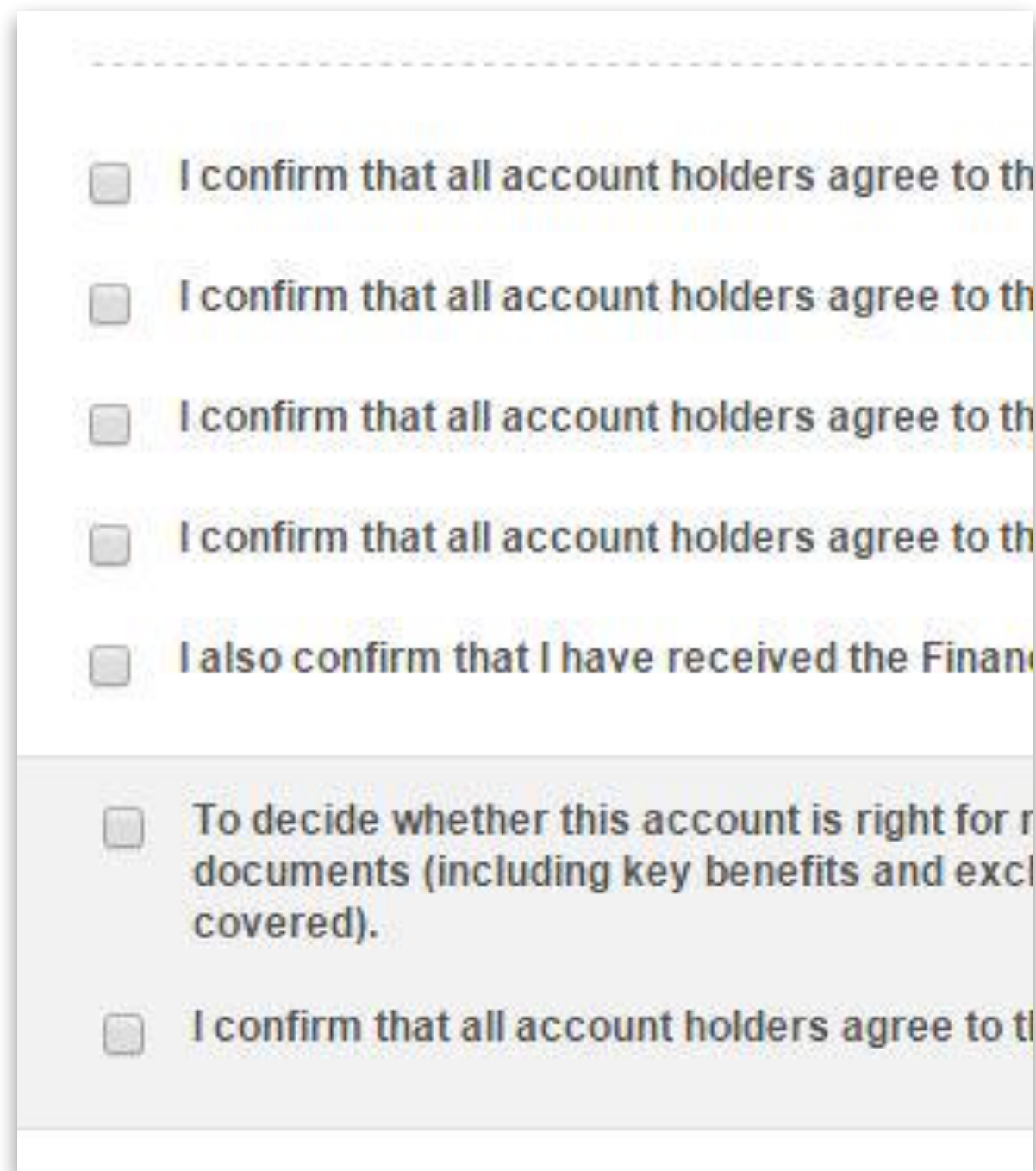
### What we do with the information we gather

*We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:*

- *Internal record keeping.*
- *We may use the information to improve our products and services.*
- *We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.*
- *From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone,*

# “I CONFIRM THAT...”

---



A screenshot of a digital form with a dashed line at the top. It contains seven checkboxes, each followed by a confirmation statement. The first five checkboxes are in a white background, the sixth is in a light grey background, and the seventh is in a white background. The text for each checkbox is as follows:

- ☐ I confirm that all account holders agree to th
- ☐ I confirm that all account holders agree to th
- ☐ I confirm that all account holders agree to th
- ☐ I confirm that all account holders agree to th
- ☐ I also confirm that I have received the Finan
- ☐ To decide whether this account is right for r  
documents (including key benefits and excl  
covered).
- ☐ I confirm that all account holders agree to th

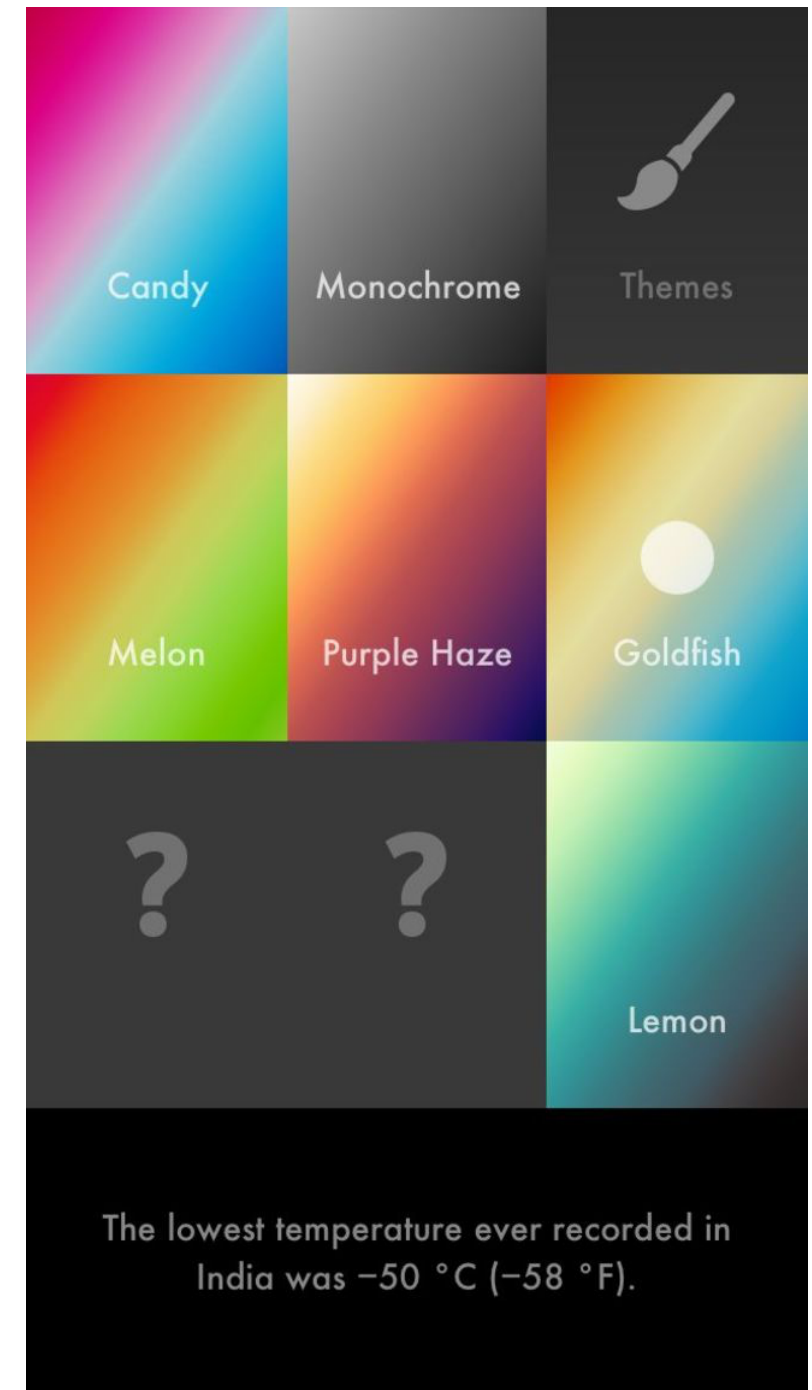
# IT'S ALL ABOUT THE BLING

---





# IT'S ALL ABOUT THE BLING





# ...SAID NO USER EVER

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- How happy PR and marketing are about QR codes
- How little the users care about QR codes
- How many QR codes have been scanned

[heltnormalt.dk/truthfacts](http://heltnormalt.dk/truthfacts)

# SEARCH AND THOU SHALT FIND

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## Nothing Found

Sorry, but nothing matched your search criteria. Please try again with some different keywords.

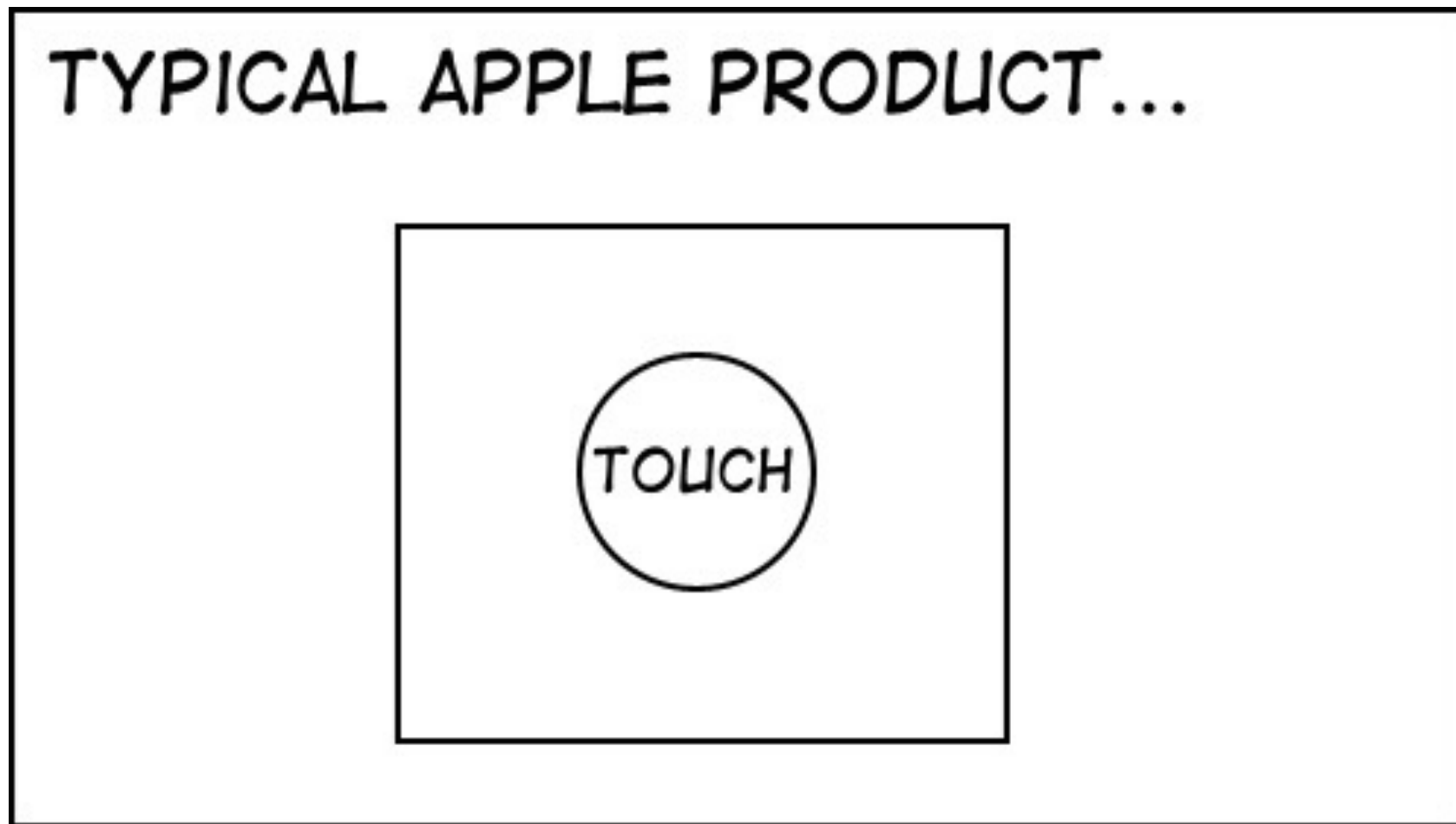
# TICK TOCK....

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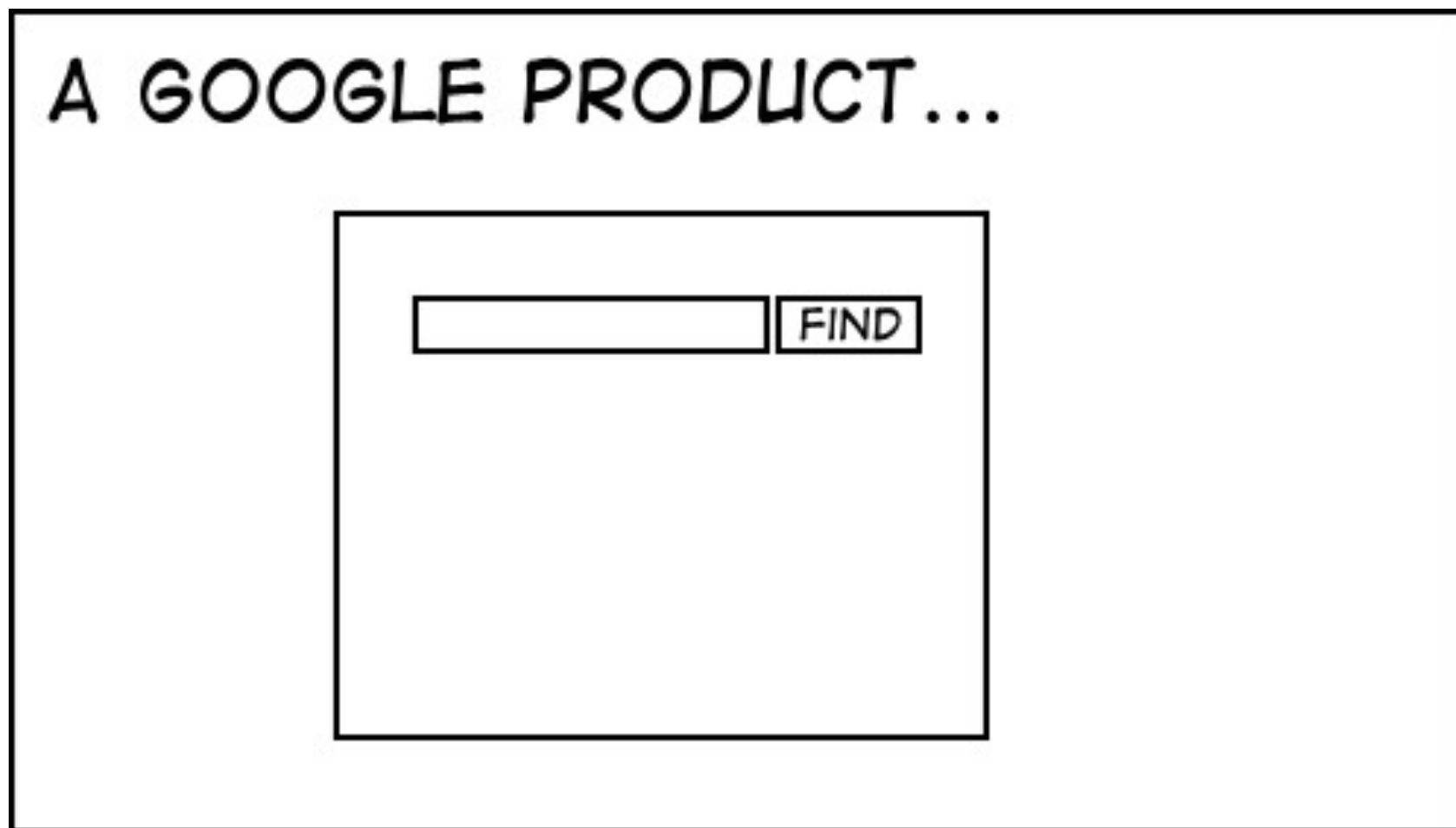
# LESS IS MORE

---



# LESS IS MORE

---



# MORE IS MORE?

**YOUR COMPANY'S APP...**

|             |  |           |   |  |
|-------------|--|-----------|---|--|
| FIRST NAME: | <input type="text"/>   | TYPE CD:  | <input type="text"/>  | <div>4 - K<br/>AA2-<br/>DK9B<br/>KKA?<br/>CN3<br/>AA-9</div> <div>NEW</div> <div>DEL</div> |
| LAST NAME:  | <input type="text"/>   | TQP STAT: | <input type="checkbox"/> <input type="checkbox"/>                 |  |
| SSN:        | <input type="text"/> <input type="text"/> <input type="text"/> | FT/PT:    | <input checked="" type="checkbox"/>                               |  |
| ID:         | <input type="text"/>   | VER:      | <input type="text"/>  |  |
| PHONE 1:    | <input type="text"/> <input type="text"/> <input type="text"/> | CAT CD:   | <input type="text"/>  |  |
| PHONE 2:    | <input type="text"/> <input type="text"/> <input type="text"/> | CITY:     | <input type="text"/>  |  |
| ADDR 1:     | <input type="text"/>   | STATE:    | <input type="text"/>  |  |
| ACCT #:     | <input type="text"/>   | ZIP:      | <input type="text"/>  |  |
|             |  | ORD #:    | <input type="radio"/> <input type="radio"/> <input type="radio"/> |  |

OKAY

APPLY

SAVE

UNDO

HELP

DELETE

EDIT

SELECT

BROWSE

ERRORS



# HOOOOOOOOPS!

---



Password strength: **strong**

**Password must:**

- Have at least one letter
- Have at least one capital letter
- Have at least one number
- Not contain multiple identical consecutive characters
- Not be the same as the account name
- Be at least 8 characters
- Not be a common password
- Not be used in past year

# UX IS THE UX'ERS RESPONSIBILITY...

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# UX IS THE UX'ERS RESPONSIBILITY...

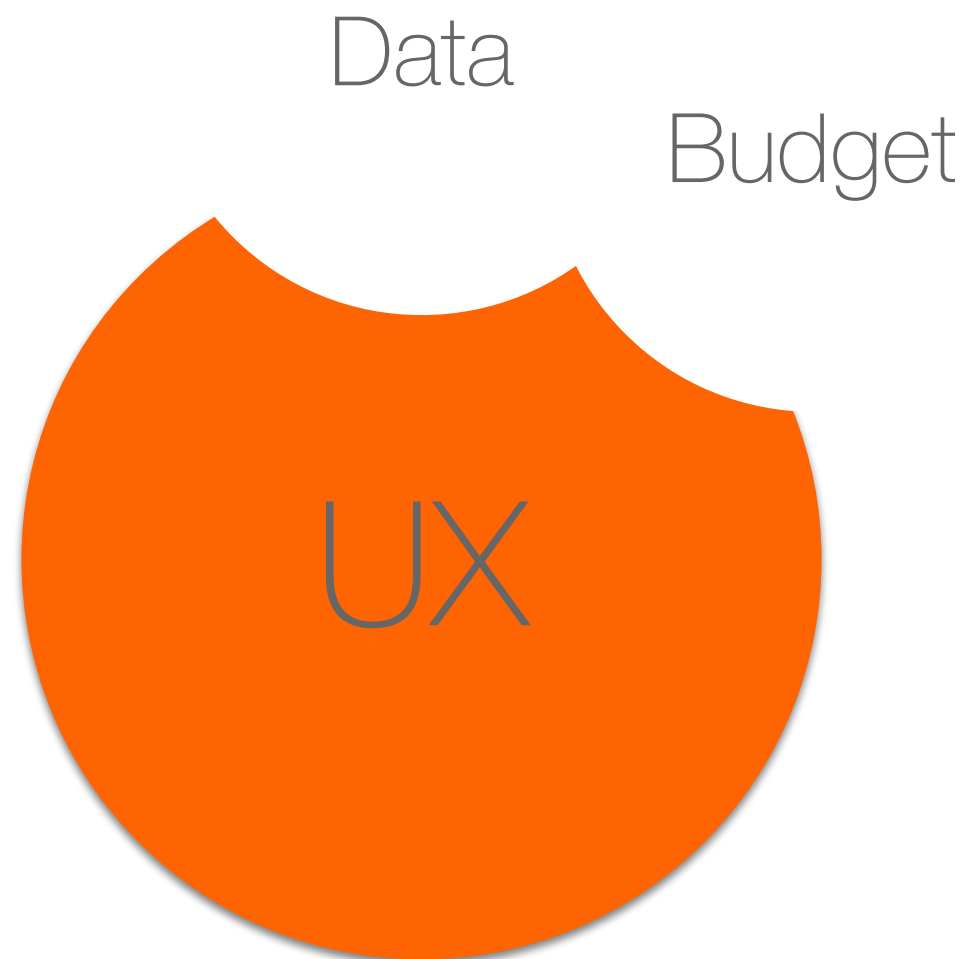
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Data



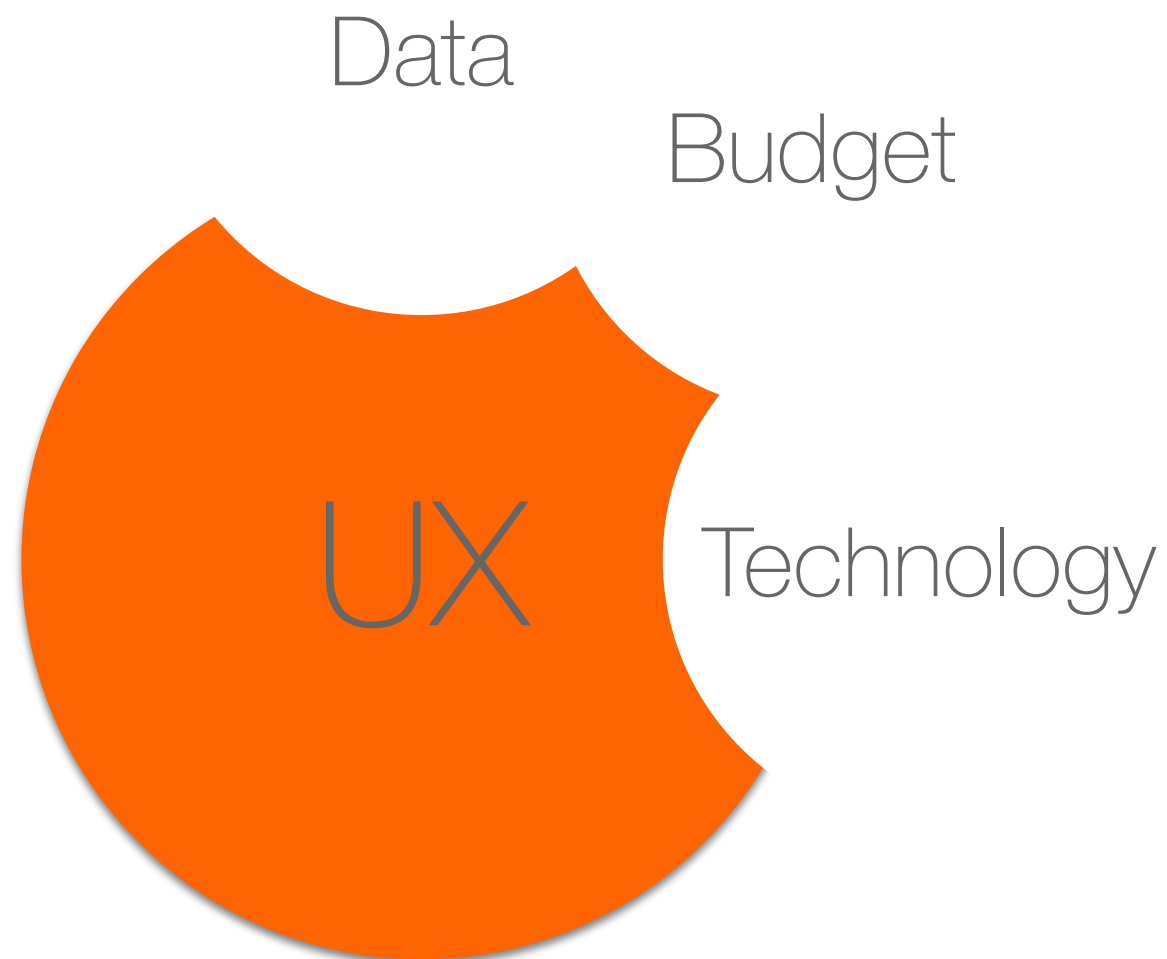
# UX IS THE UX'ERS RESPONSIBILITY...

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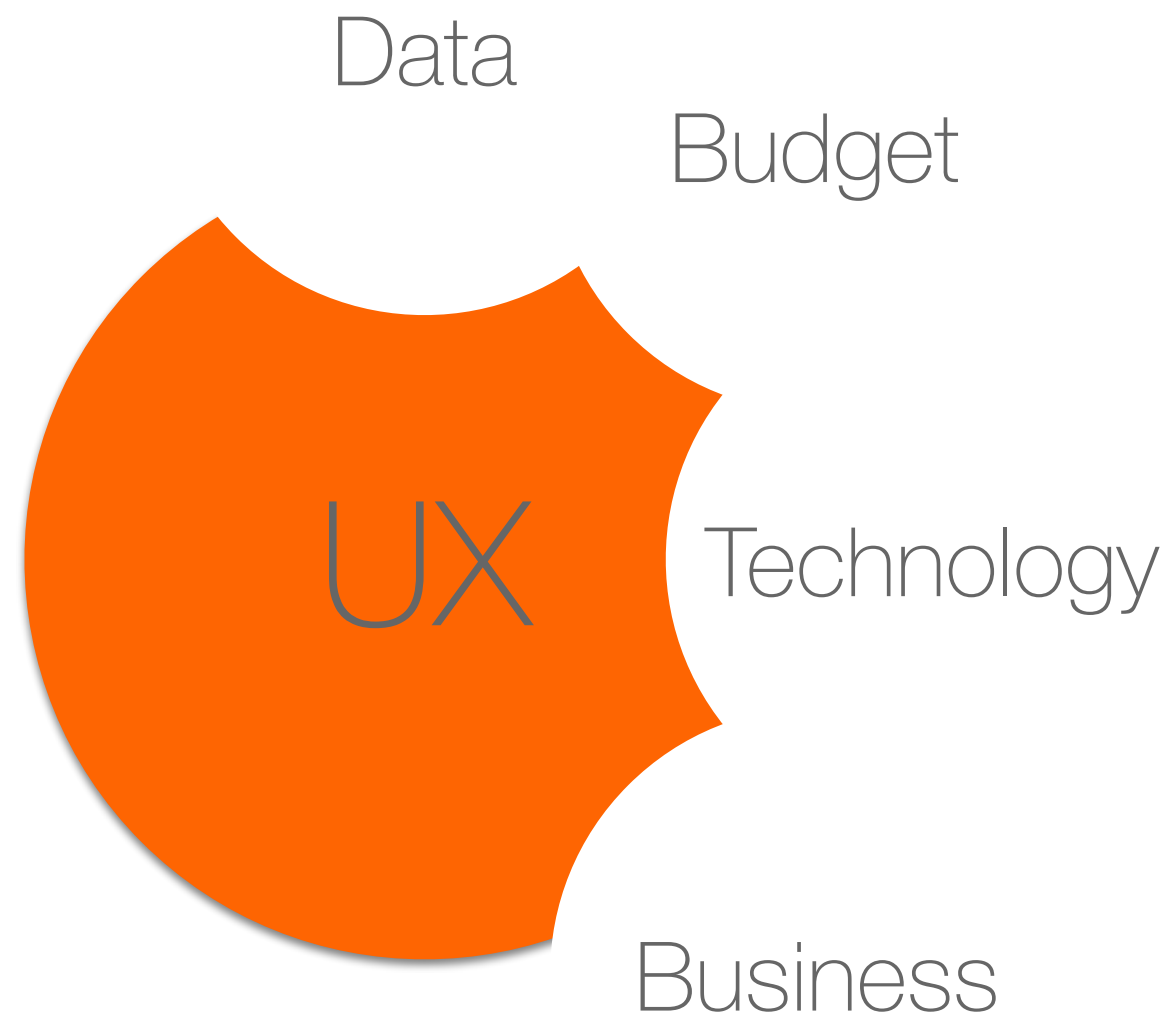
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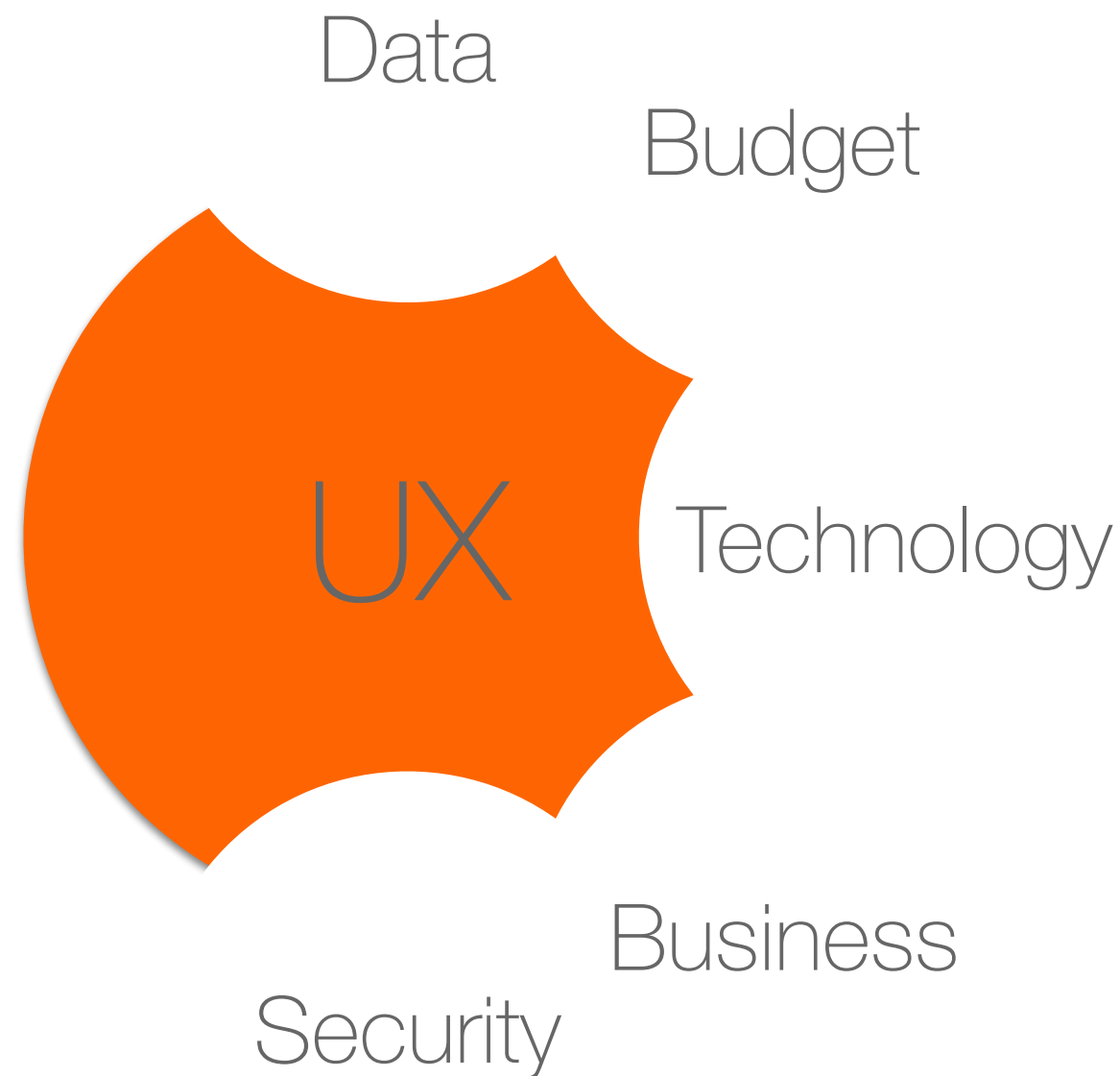
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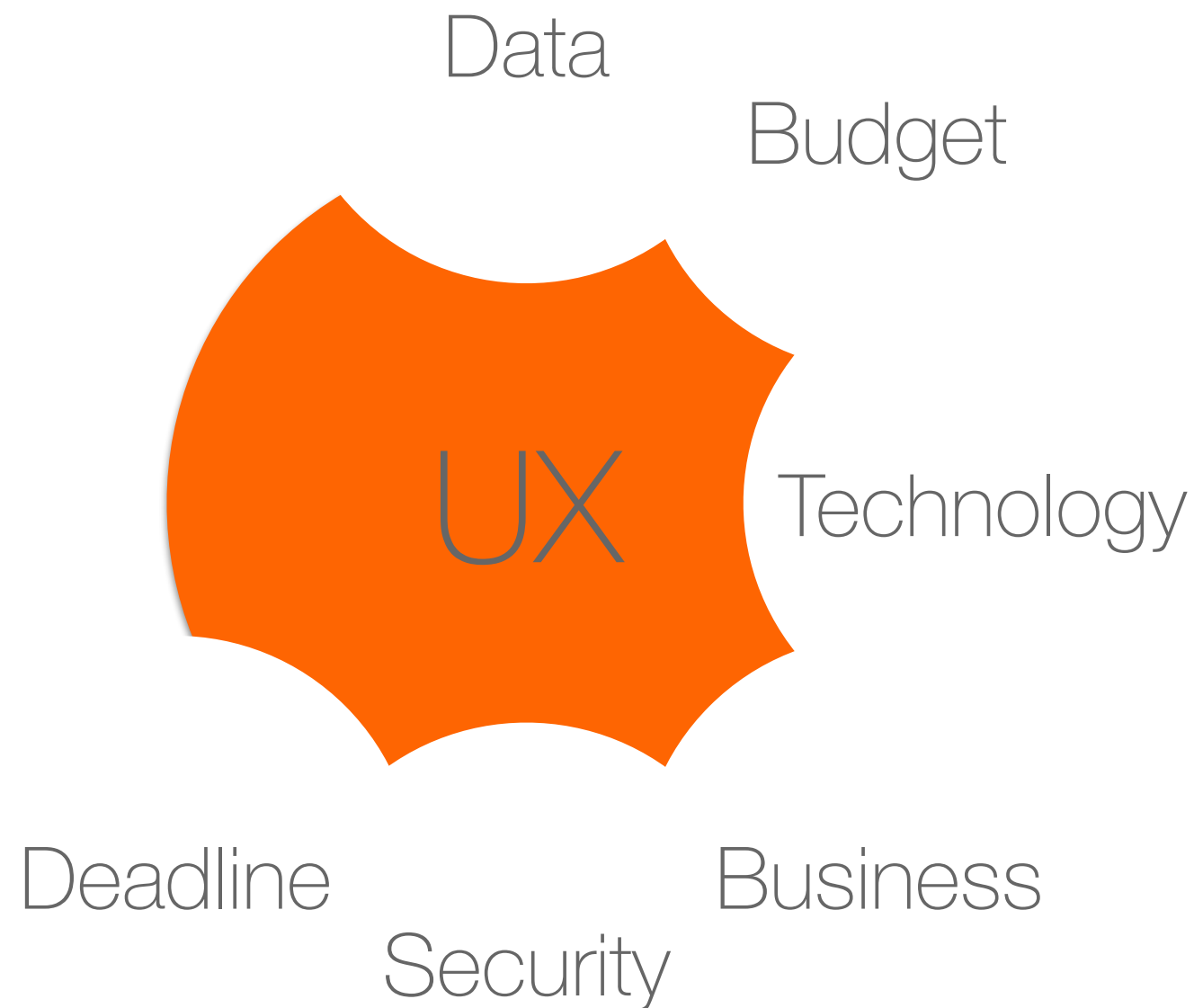
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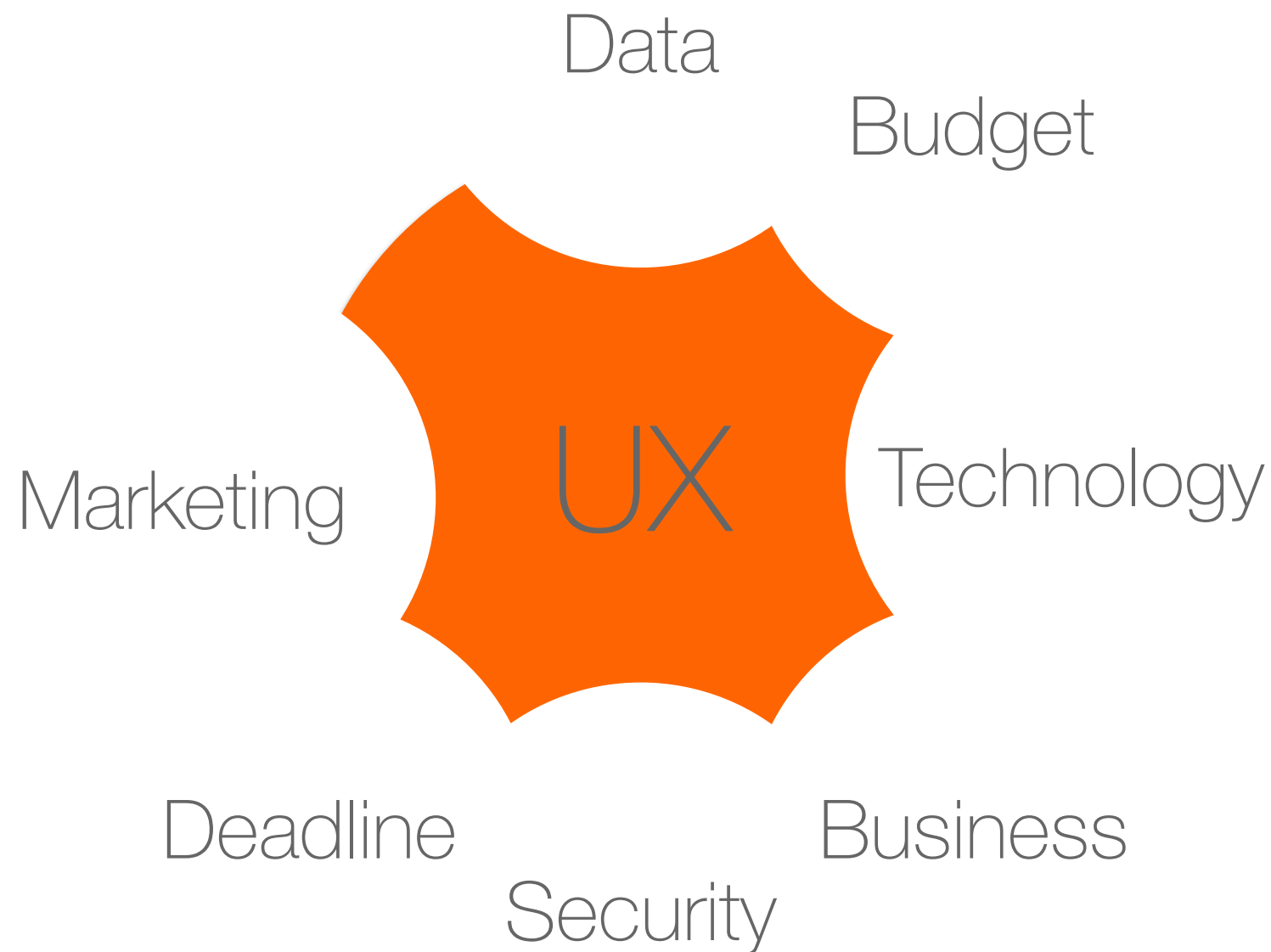
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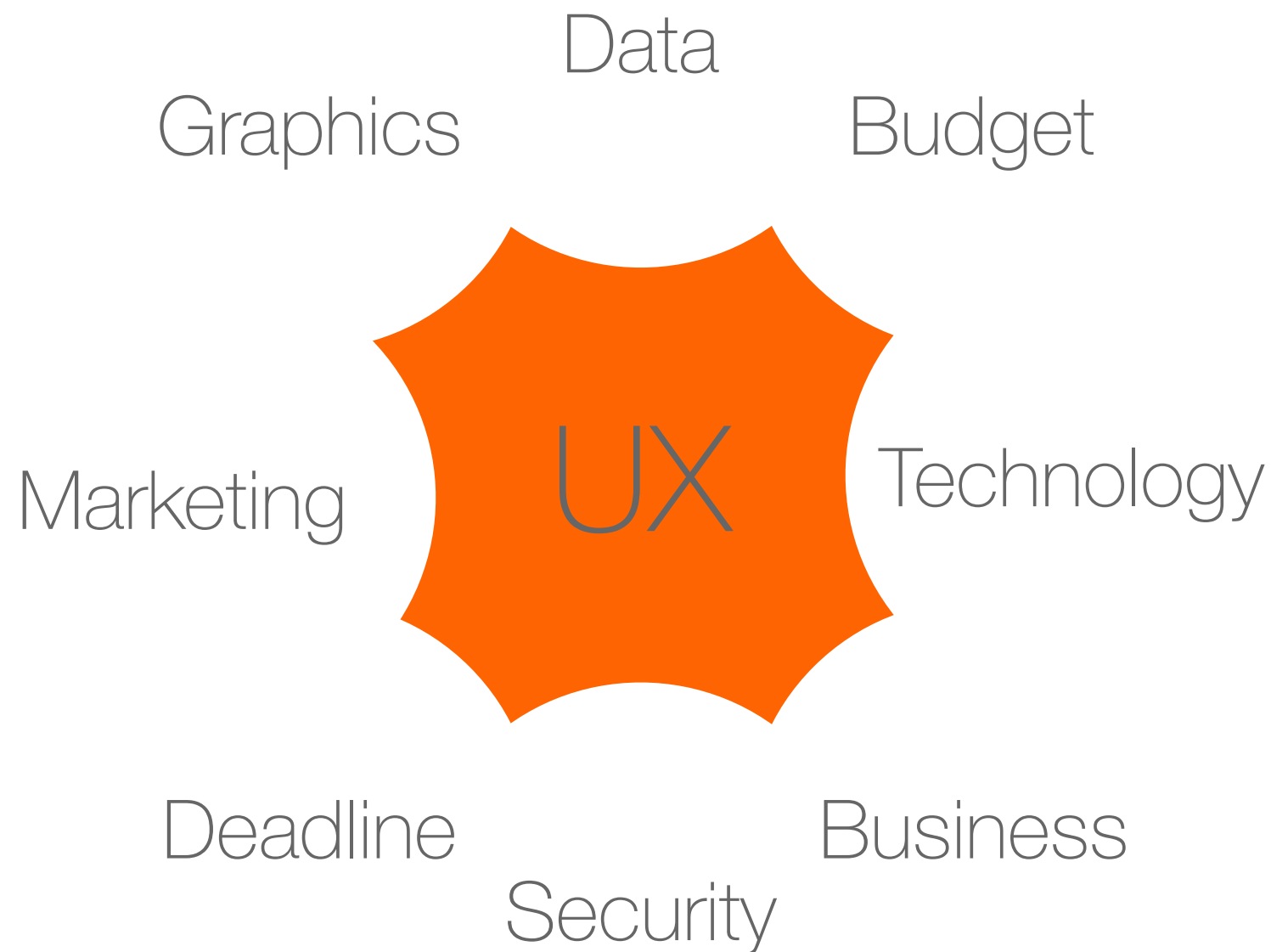
# UX IS THE UX'ERS RESPONSIBILITY...

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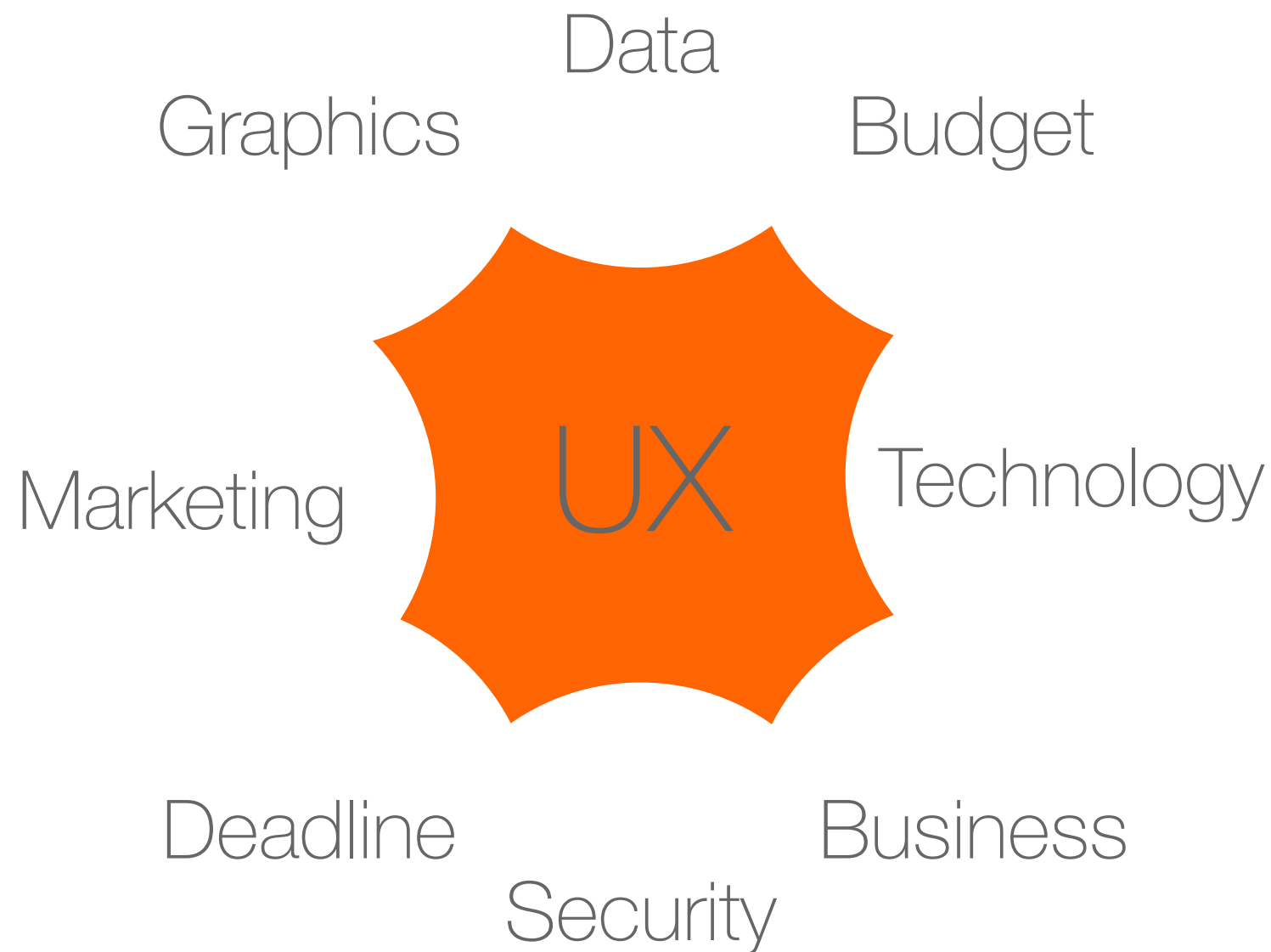
# UX IS THE UX'ERS RESPONSIBILITY...

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# UX IS A TEAM EFFORT!

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A light gray world map serves as the background. Orange circular markers are placed on the map to indicate specific locations: two in the western United States (San Francisco and Seattle), a cluster of eight in Europe (London, Amsterdam, Zurich, Berlin, Krakow, Copenhagen, Aarhus, and Stockholm), and one in Buenos Aires, Argentina.

# Thank you!

## Questions?

Aarhus Copenhagen Zurich Amsterdam Berlin Budapest Buenos Aires Krakow Leeds London San Francisco Seattle Stockholm





Janne Jul Jensen

**janne.jul.jensen@lego.com**

**@JanneJulJensen**

Aarhus Copenhagen Zurich Amsterdam Berlin Budapest Buenos Aires Krakow Leeds London San Francisco Seattle Stockholm



*Please*

**Remember to  
rate this session**

*Thank you!*

 Join the conversation #gotocph