

THE STATE OF UX



**CURRENT
AND
FUTURE**



**What is user
experience
to you?**



solving problems

CREATING BETTER EXPERIENCES



—
BEING CURIOUS

—
ASKING QUESTIONS

—
EMPATHY

**Some things
about people**



**People are
storytellers**

**Tell them
stories**



People are lazy

show people a little bit of information

only provide the features that people really need

show examples

provide defaults



**People have
limitations**



**Sometimes
we are all
impaired**

Hearing impaired



A man with glasses is shown in profile, looking down at a smartphone he is holding. He is standing outdoors in a city street, with a very bright, low sun creating a strong glare that obscures his face. The background is blurred, showing city lights and buildings.

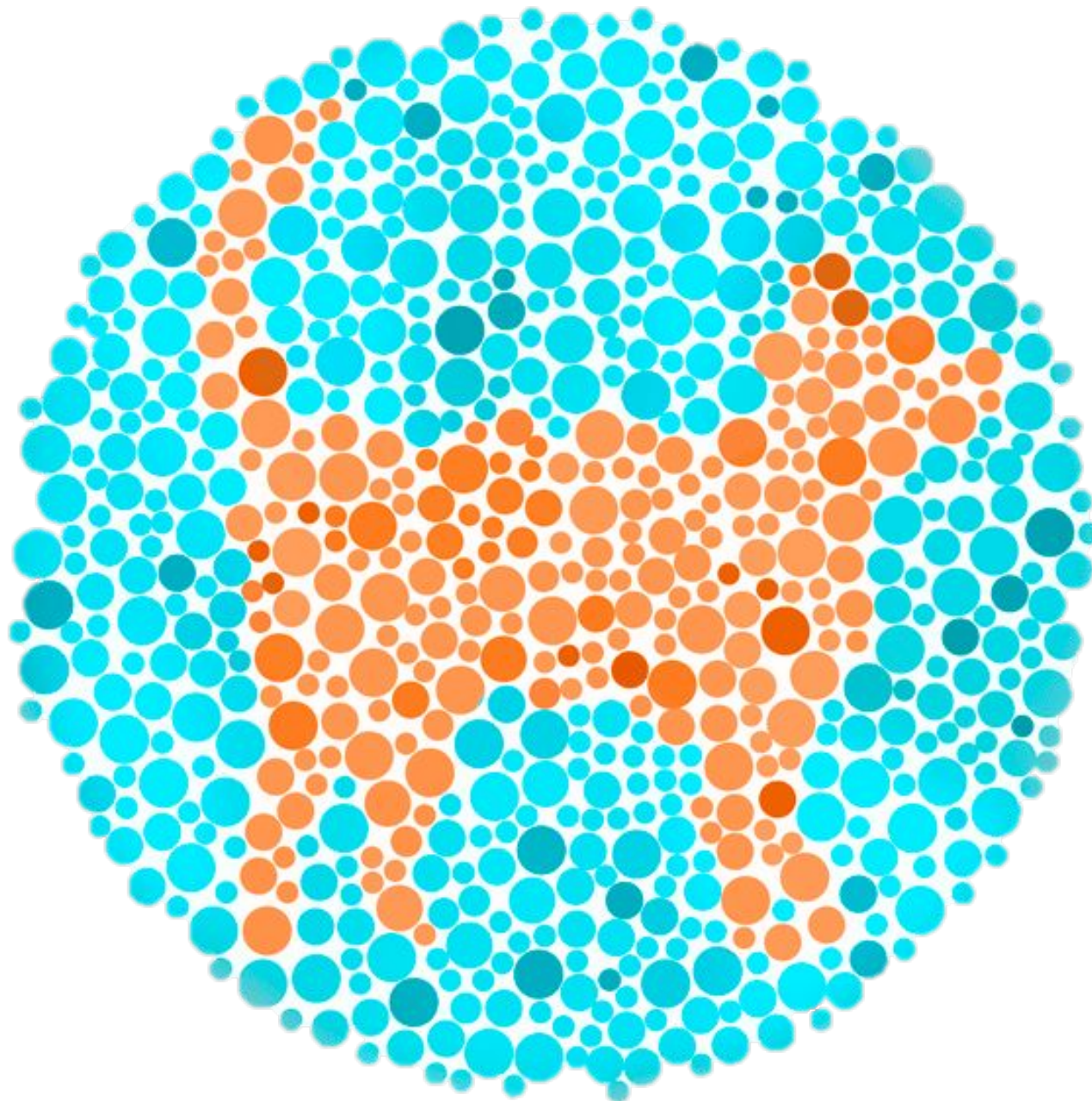
Visually impaired

Intense sun/glare

Not enough sleep

Not having your glasses with you

**Color
blind**



Hearing impaired

Working in loud environments
Listening to loud music

Visually impaired

Glare from the screens on mobile devices or desktop.
Not enough sleep or not having your glasses with you

Color-blind

If your content depends on color-coding for interpretation, it will be lost on displays with limited colors or B&W prints.

Limited dexterity

In cold winter climates, manipulating smartphones and tablets with gloves can be tricky

Physically challenged

Carrying a child pushing a stroller, bike, walker, or rolling luggage prevents the use of stairs and pose a challenge

Mentally challenged

Anyone that has suffered from sleep deprivation, is under the influence of medication, or dealt with short-term memory issues

Illiterate

The moment you step into a store, restaurant, or country where information is displayed in a different language

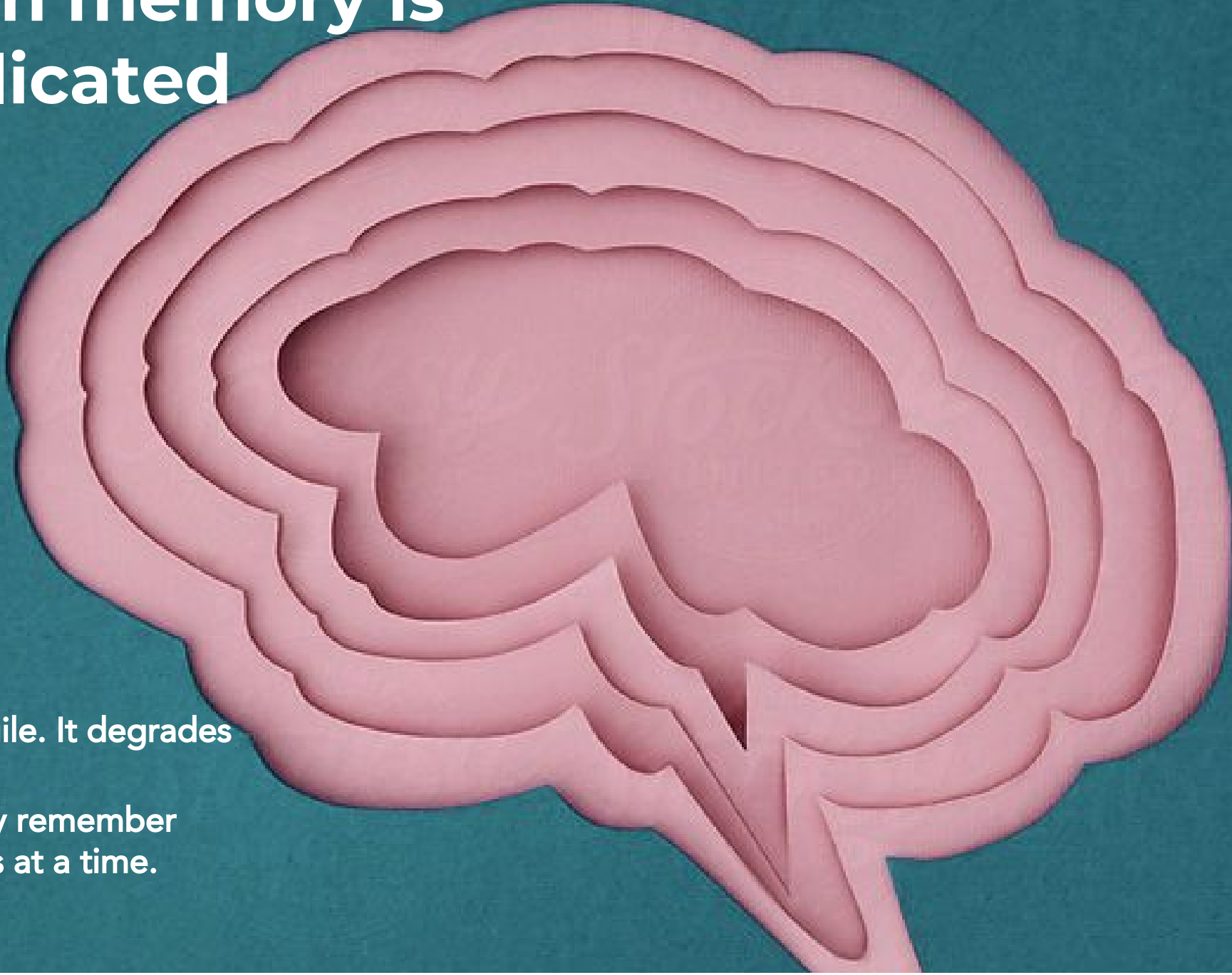
The average human

There is no such thing.

Human memory is complicated

Memory is fragile. It degrades

People can only remember about 3-4 items at a time.



People are Social

We are programmed with our biology to imitate

Laughter bonds people.

People look to others for guidance



People Make Mistakes

Make it easy to undo.

Prevent errors from occurring

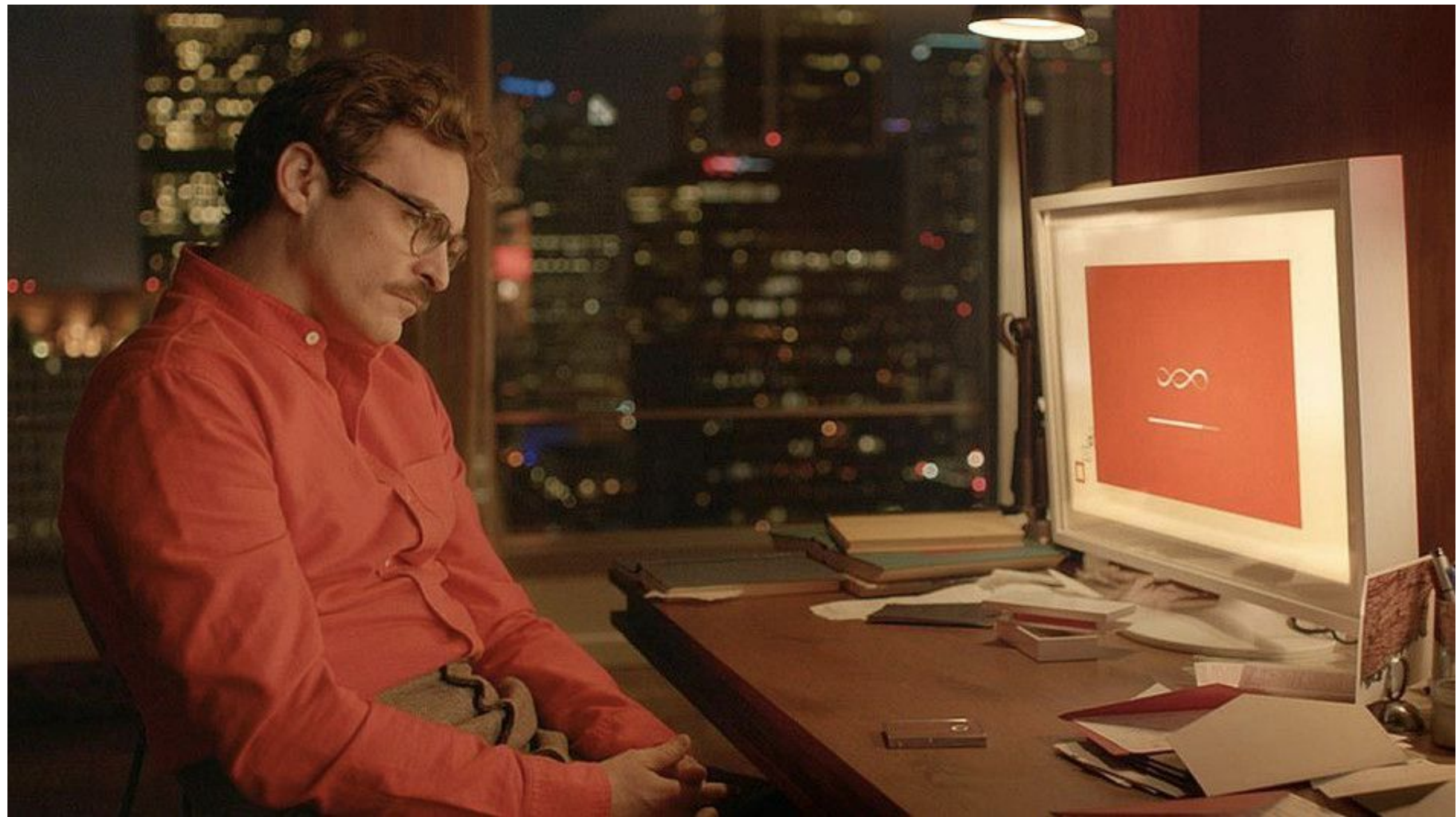
Correct mistakes and let user know that

Break actions in chunks

The UX guy makes errors too, so leave time for testing. Always



**Let's talk about the
future**



Rinko



A woman with dark hair, wearing a blue long-sleeved shirt, is shown from the chest up. She is looking down with a somber expression. The background is dark and indistinct. The overall lighting is low, with a blue tint on her shirt and face.

SHOWTIME

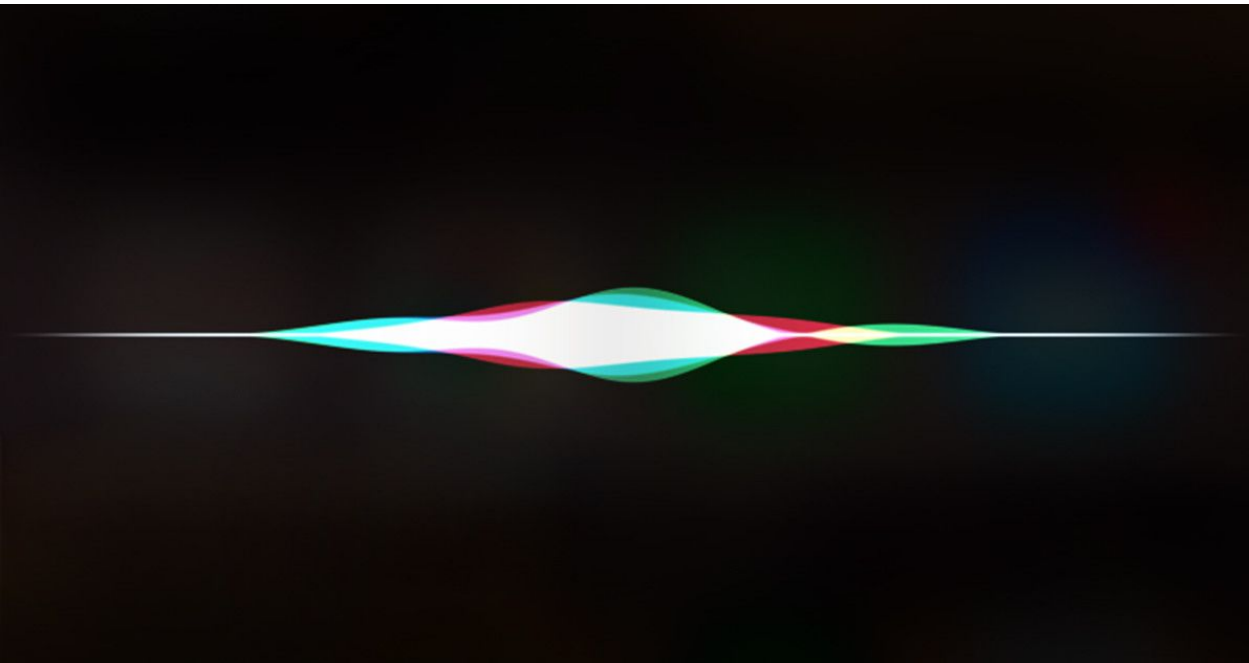
**The
future is
here**



Let's talk about conversation



Hi, how can I help?



**Conversation is the
key to
human-to-human
interactions**



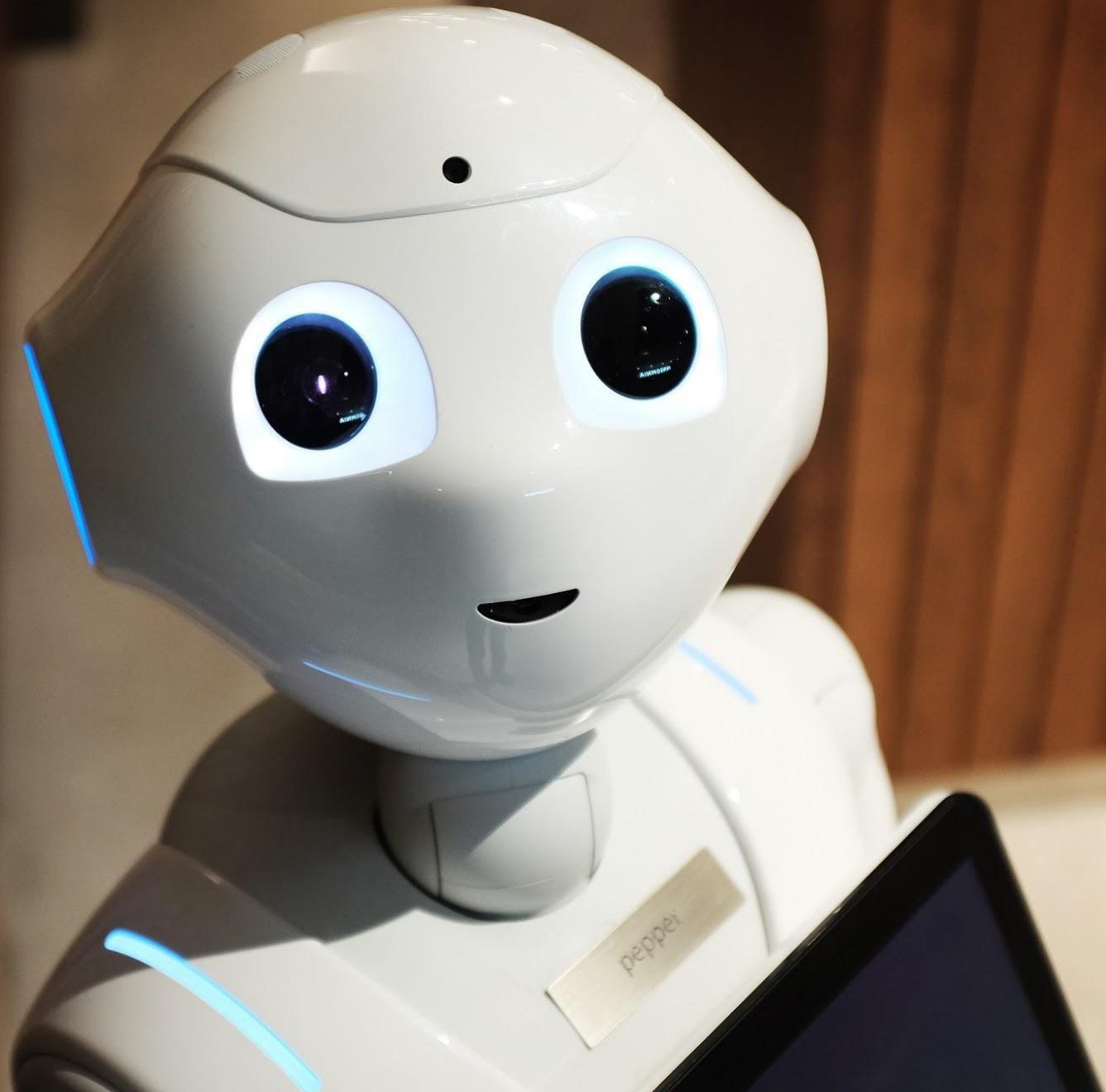


Context

**Personalization
and awareness of the user**

Intelligence

**Humanoid
robots or
not?**



**Let's talk
about
worlds of
endless
possibilities**





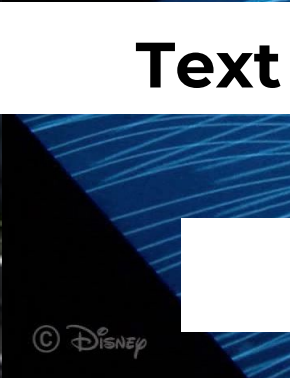
The challenges

**Real world
interaction**

Lack of tactile

Text

Making the user sick



Things to consider when building a VR experience

A young man with short brown hair, wearing a dark blue hoodie over a light blue t-shirt and dark pants, sits cross-legged on a concrete block in a junkyard. Behind him is a rusted, yellowish-brown car. The ground is littered with debris, including a tire and a metal part. The background shows a blue fence and some green trees under a bright sky. The word "transcendence" is overlaid in white text on a black rectangular background.

transcendence

empathy

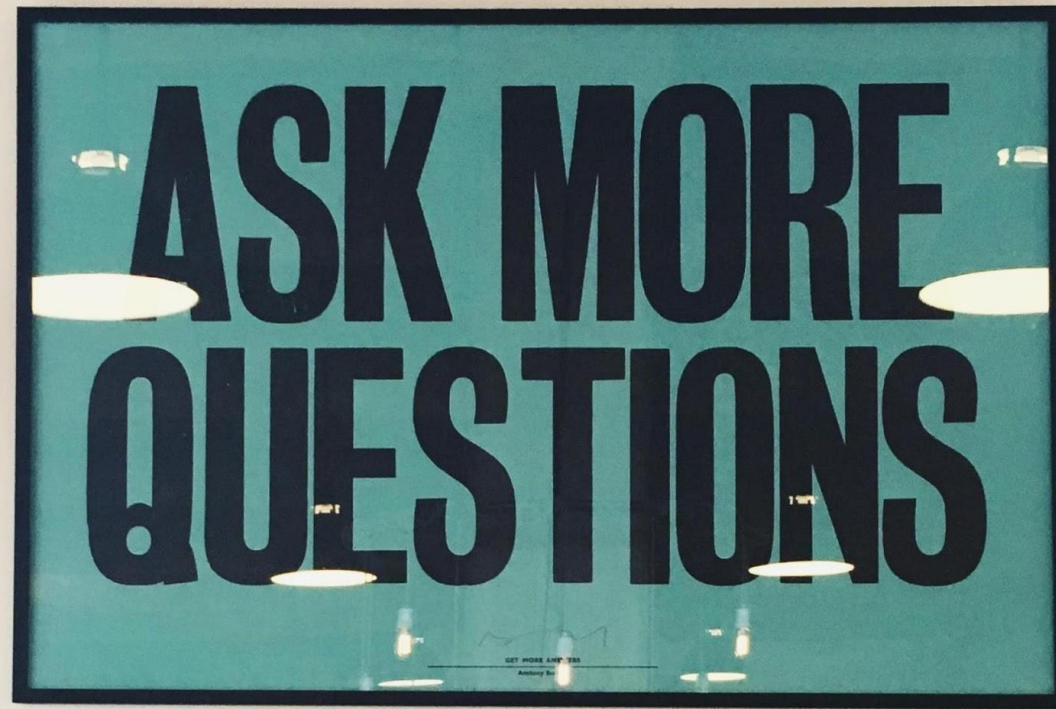
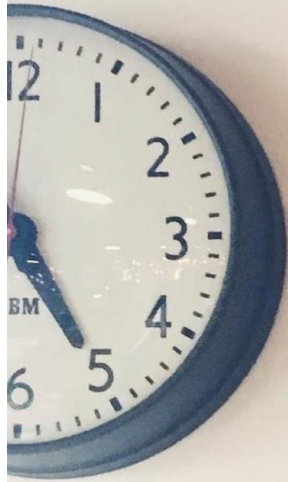
connection

discovery

mastery

creation

transcendence



**CHANGE THE THINGS YOU
DON'T LIKE**



A long-exposure photograph of the interior of Grand Central Terminal in New York City. The image captures a large, busy crowd of people moving through the grand, vaulted space. The architecture features high ceilings, large arched windows, and ornate details. In the background, a balcony with a railing is visible, and a sign above a central entrance reads "TO VANDERBILT AVENUE THE CAMPBELL STREETCAR". On the left, there are several large electronic display boards showing train schedules. A yellow rectangular box is superimposed over the center of the image, containing the text "YOU ARE NOT THE USER" in bold, black, sans-serif capital letters. The overall atmosphere is one of a bustling, historic public space.

YOU ARE NOT THE USER

“Productivity is for robots. What humans are going to be really good at is asking questions, being creative, and experiences.”

KEVIN KELLY

Kevin Kelly (TW: @KEVIN2KELLY, KK.ORG) is “senior maverick” at *Wired* magazine, which he co-founded in 1993. He also co-founded the All Species Foundation, a nonprofit aimed at cataloging and identifying every living species on earth. In his spare time, he writes

...AND THE SCENES
...ended the very fr
...one's picturesque
...“Q5” has
...with organ

...SIT. WALK, WALK
...The Zen mantra i
...when I'm with
...No, no, n
...anything else. I ha
...movie, I am at the
...listen. If I go to
...This is ver
...key” rule. In a wo

THE DEATH COUN
“I actually have
inspired by, and
actuarial tables

A person is captured mid-jump on a dark, grassy hill. The background features a vast landscape with rolling hills and a sky filled with large, white, fluffy clouds. A bright yellow rectangular box is superimposed over the lower part of the image, containing the text 'Thank you' in a bold, black, sans-serif font.

Thank you



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