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
CATCHING FIRE
SUZANNE
REVOLUCIONARIA
Che
La Flecha Negra
DE LA TIERRA A LA LUNA

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

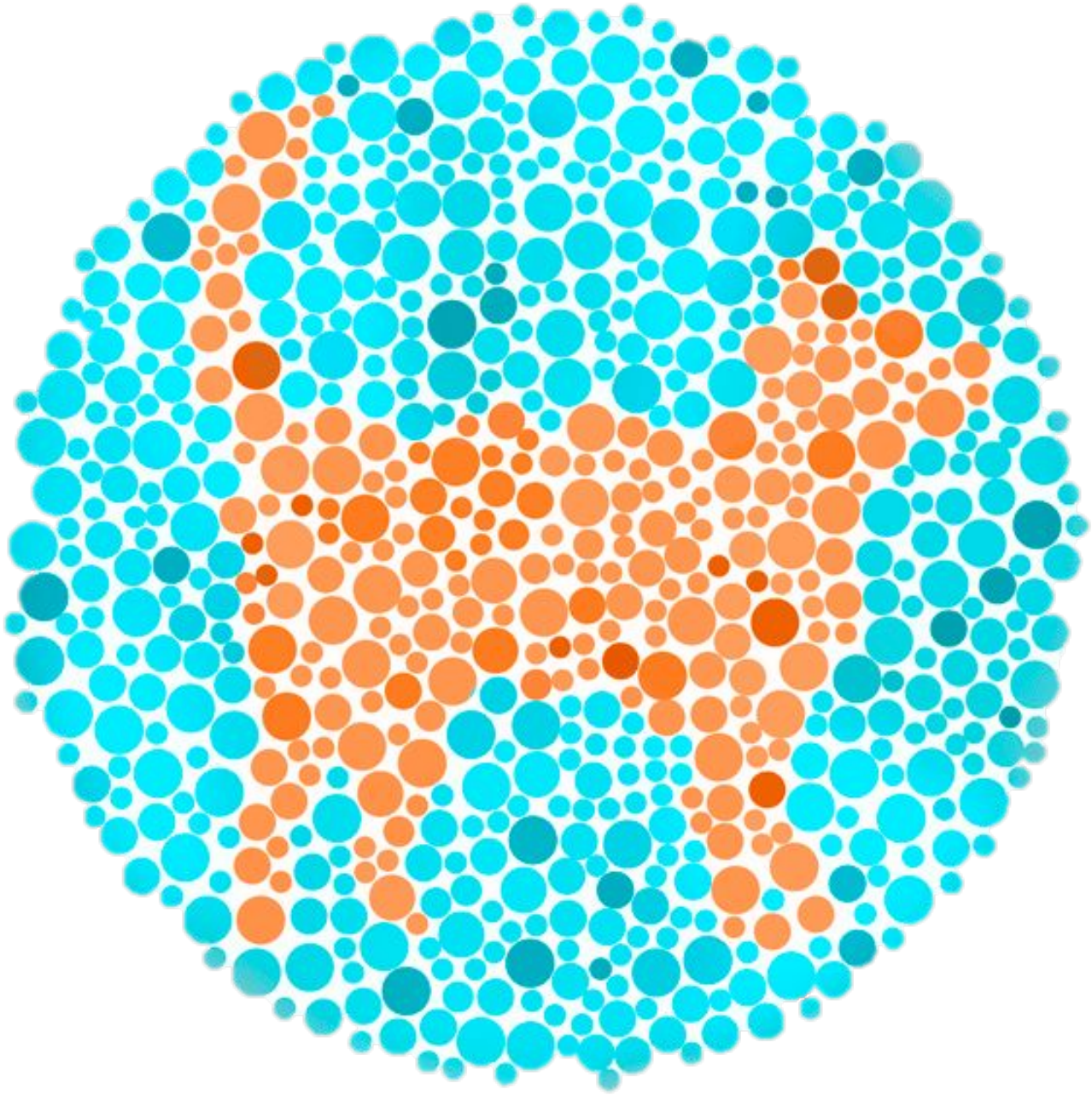
Visually impaired

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

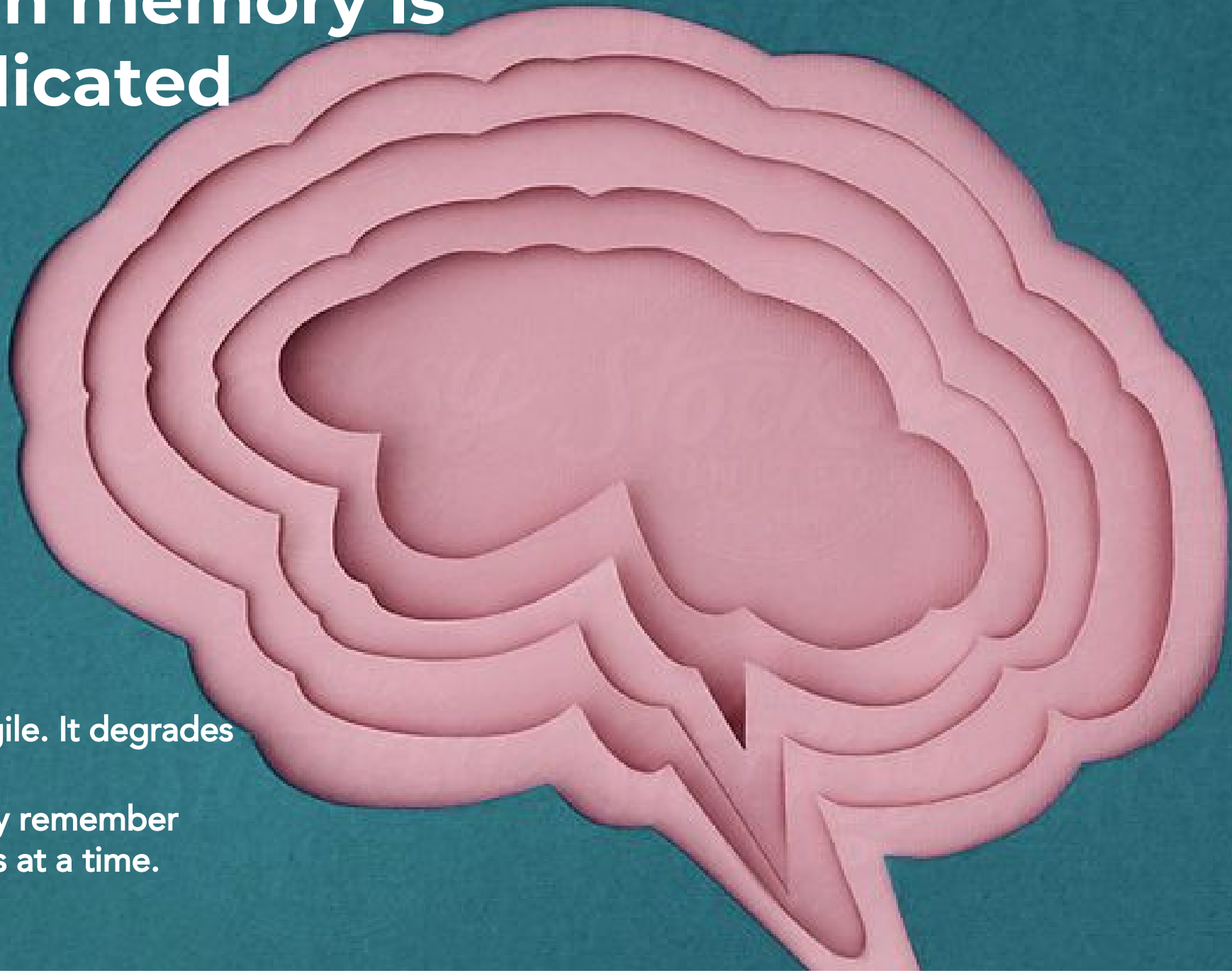
Illiterate

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.

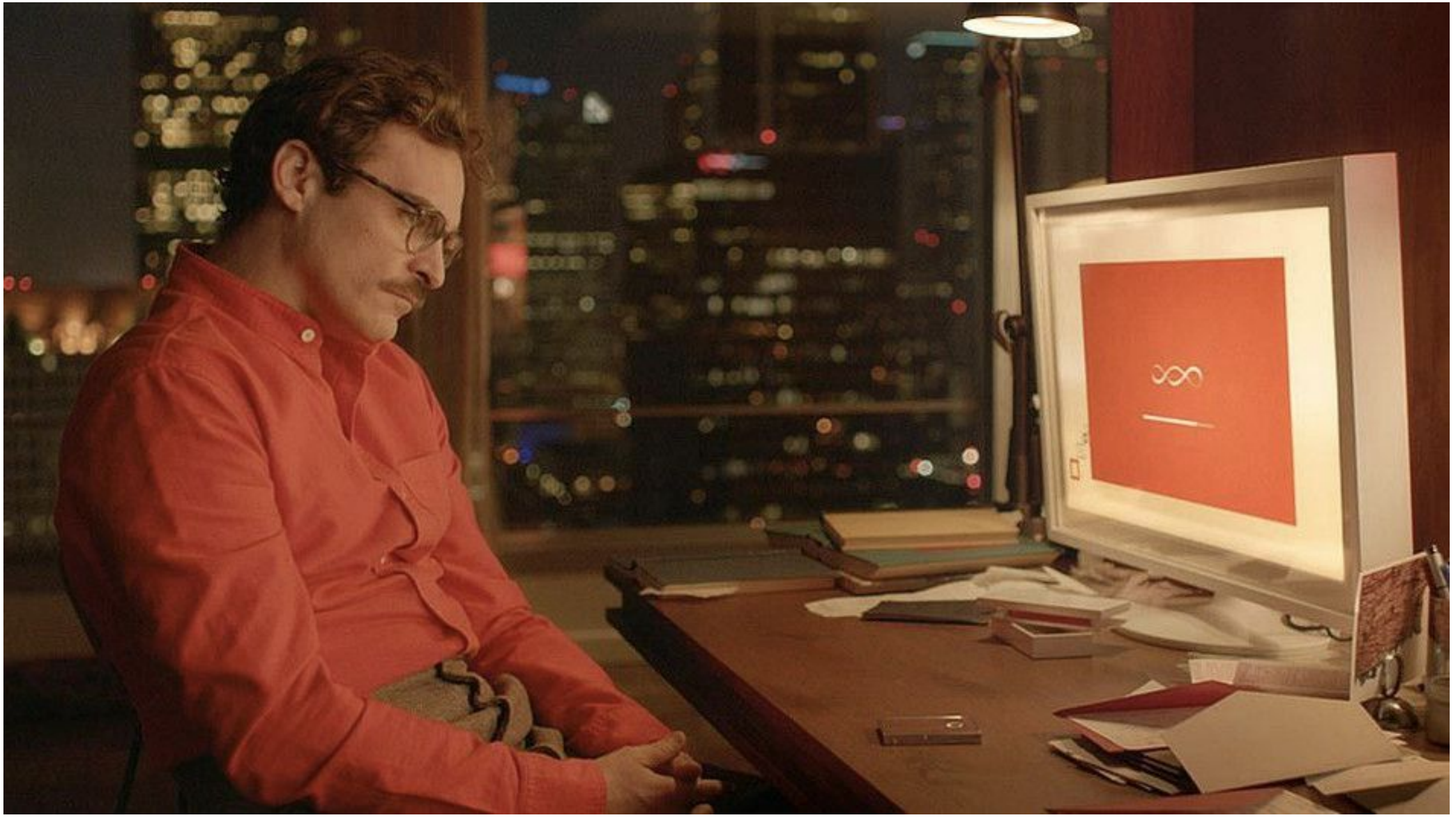
Prevent errors from occurring

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

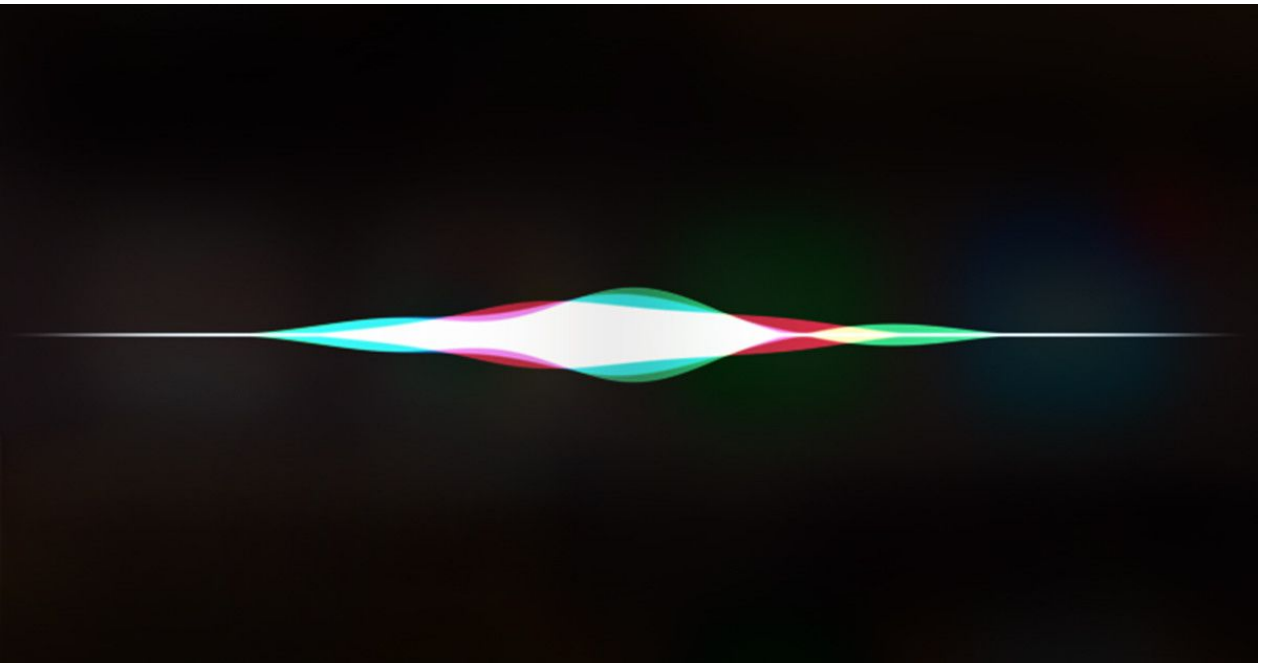


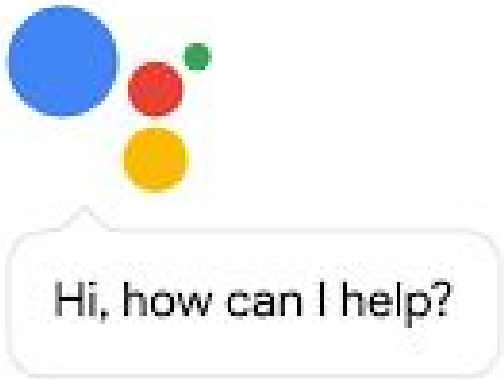
Rinko

SHOWTIME

The future is here

Let’s talk about conversation





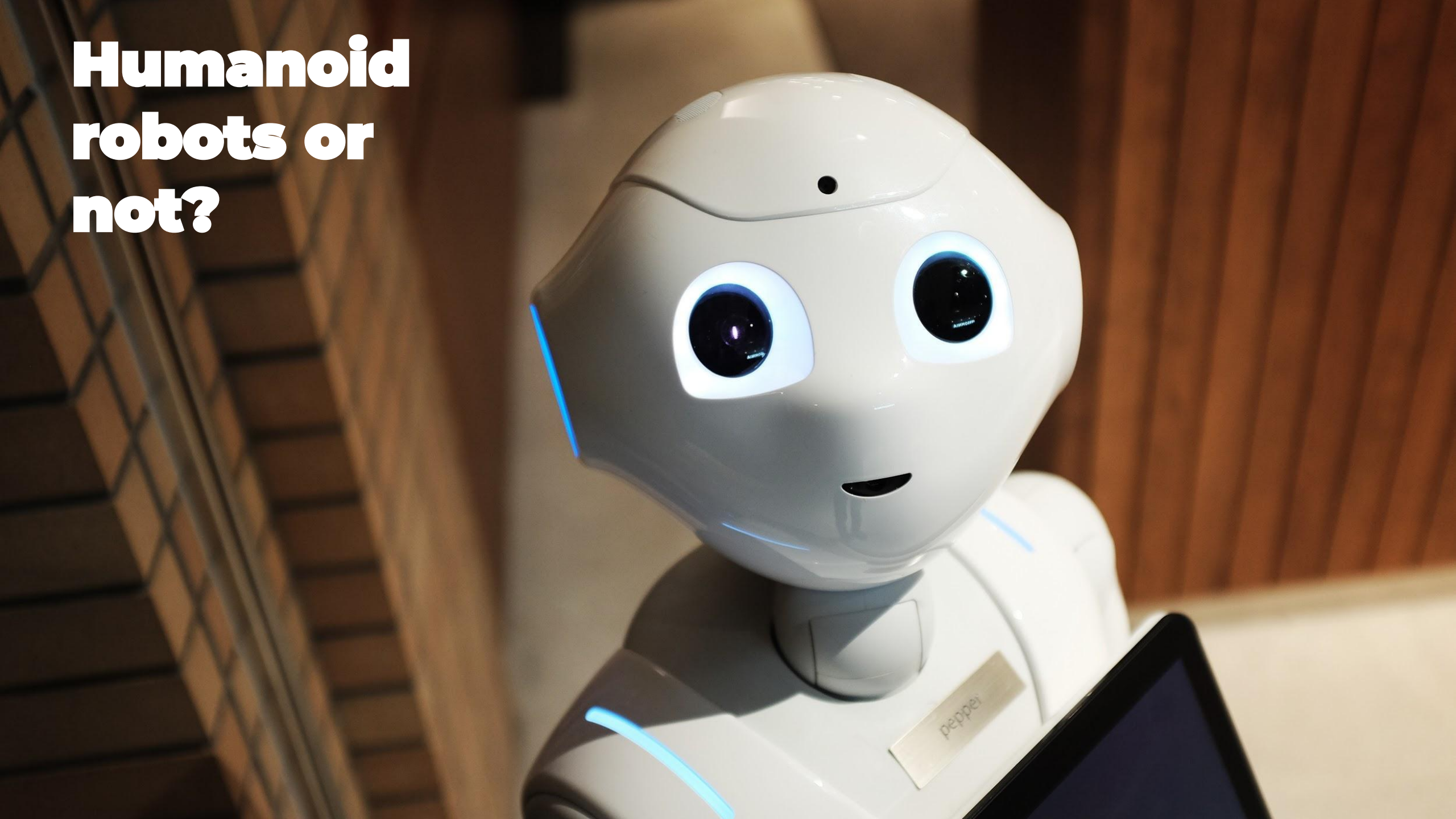
Conversation is the key to human-to-human interactions

Context

Personalization
and awareness of the user

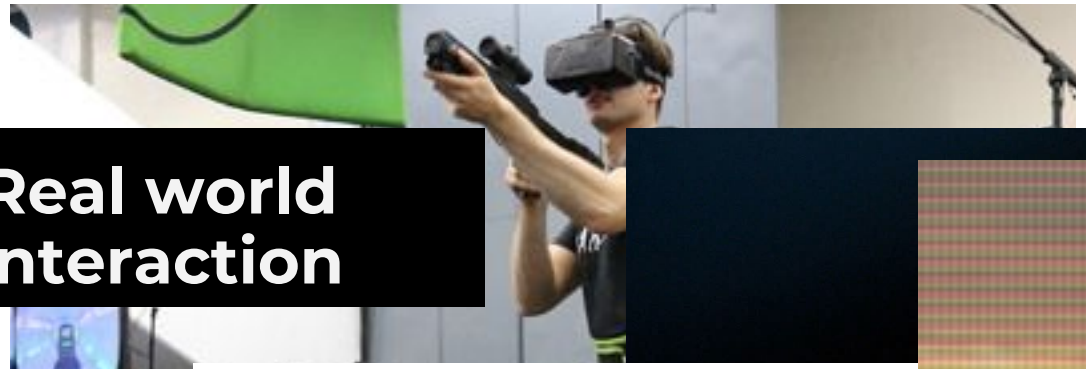
Intelligence

Humanoid robots or not?

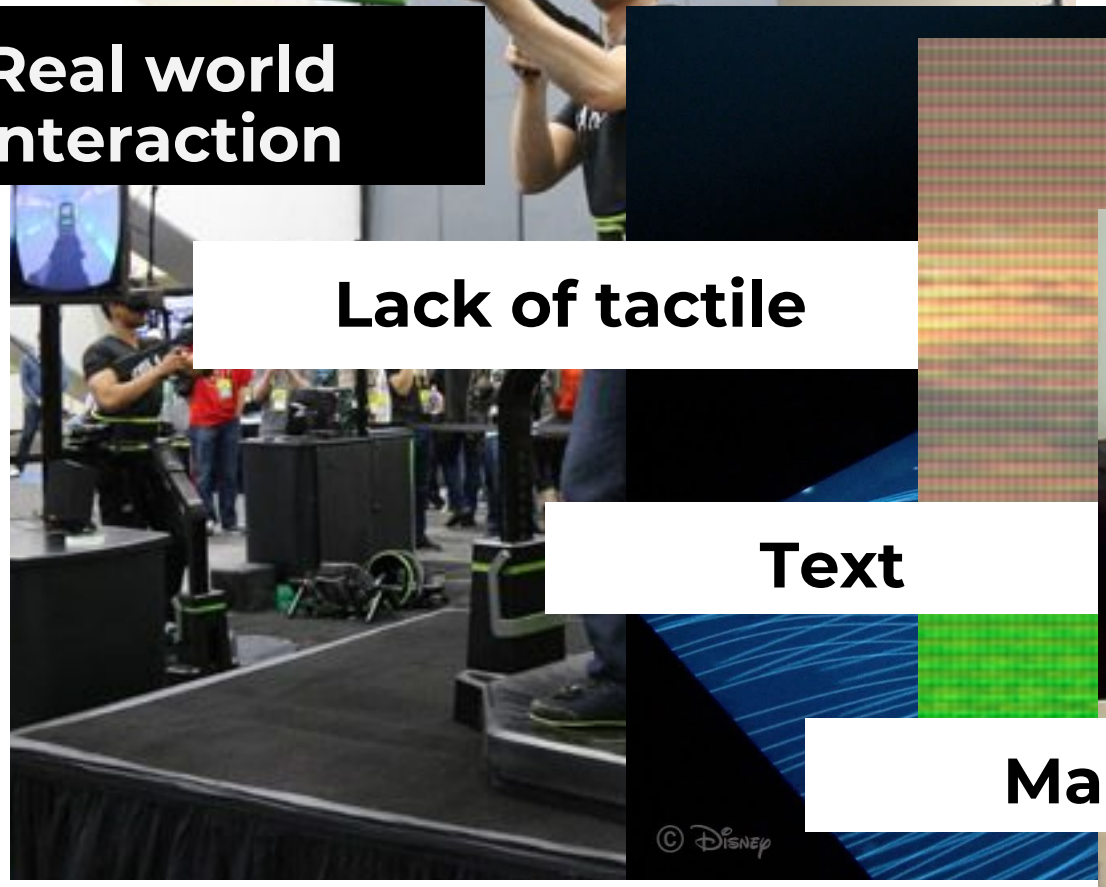


Let’s talk about worlds of endless possibilities

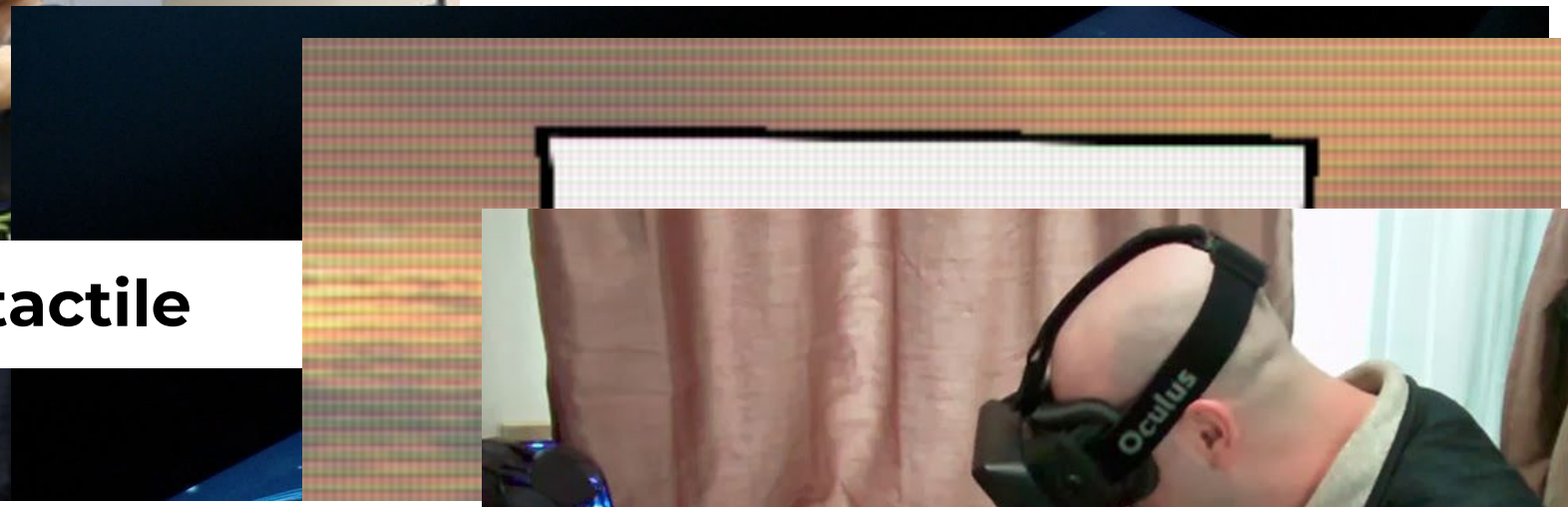
The challenges



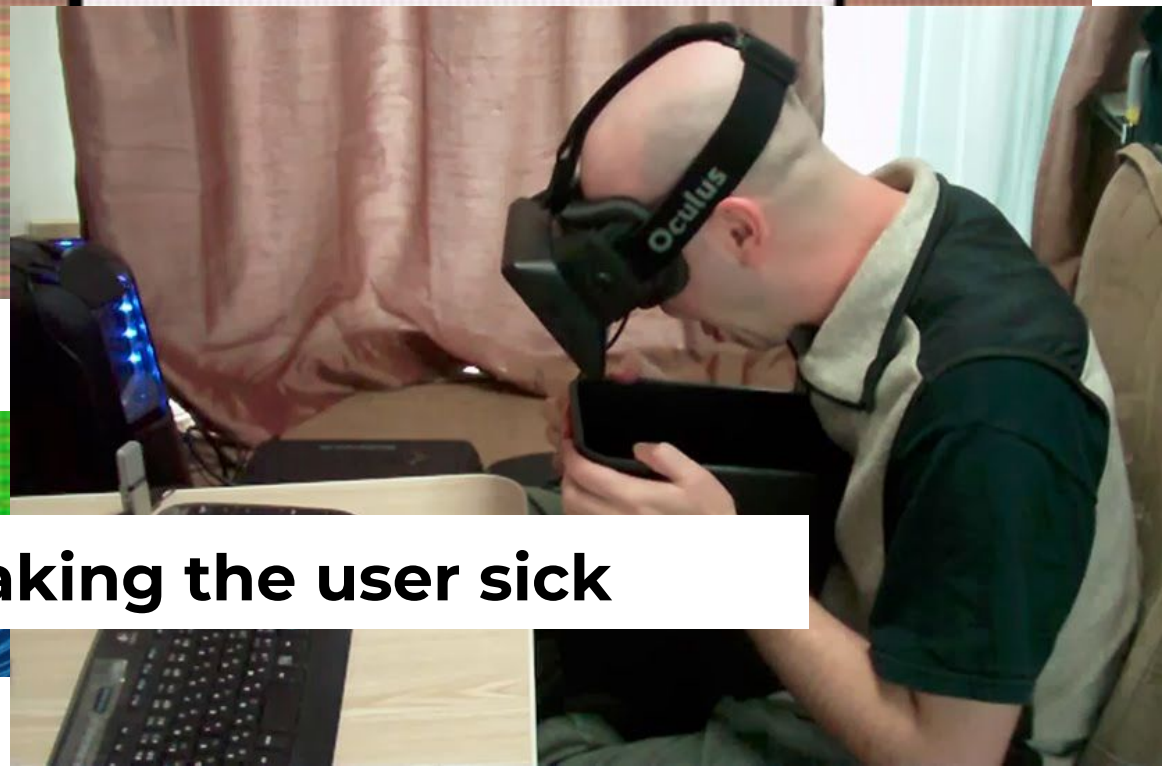
Real world interaction



Lack of tactile



Text



Making the user sick

Things to consider when building a VR experience

empathy

connection

discovery

mastery

creation

transcendence

ASK MORE QUESTIONS
CHANGE THE THINGS YOU DON'T LIKE

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

Thank you

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