

SOMETIMES

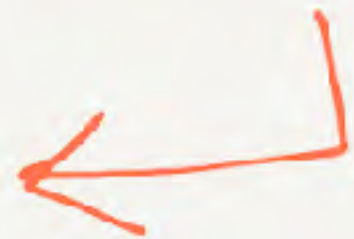
I feel like a

UX PHONEY



Hello, I'm Megan.

this is my nervous smile.



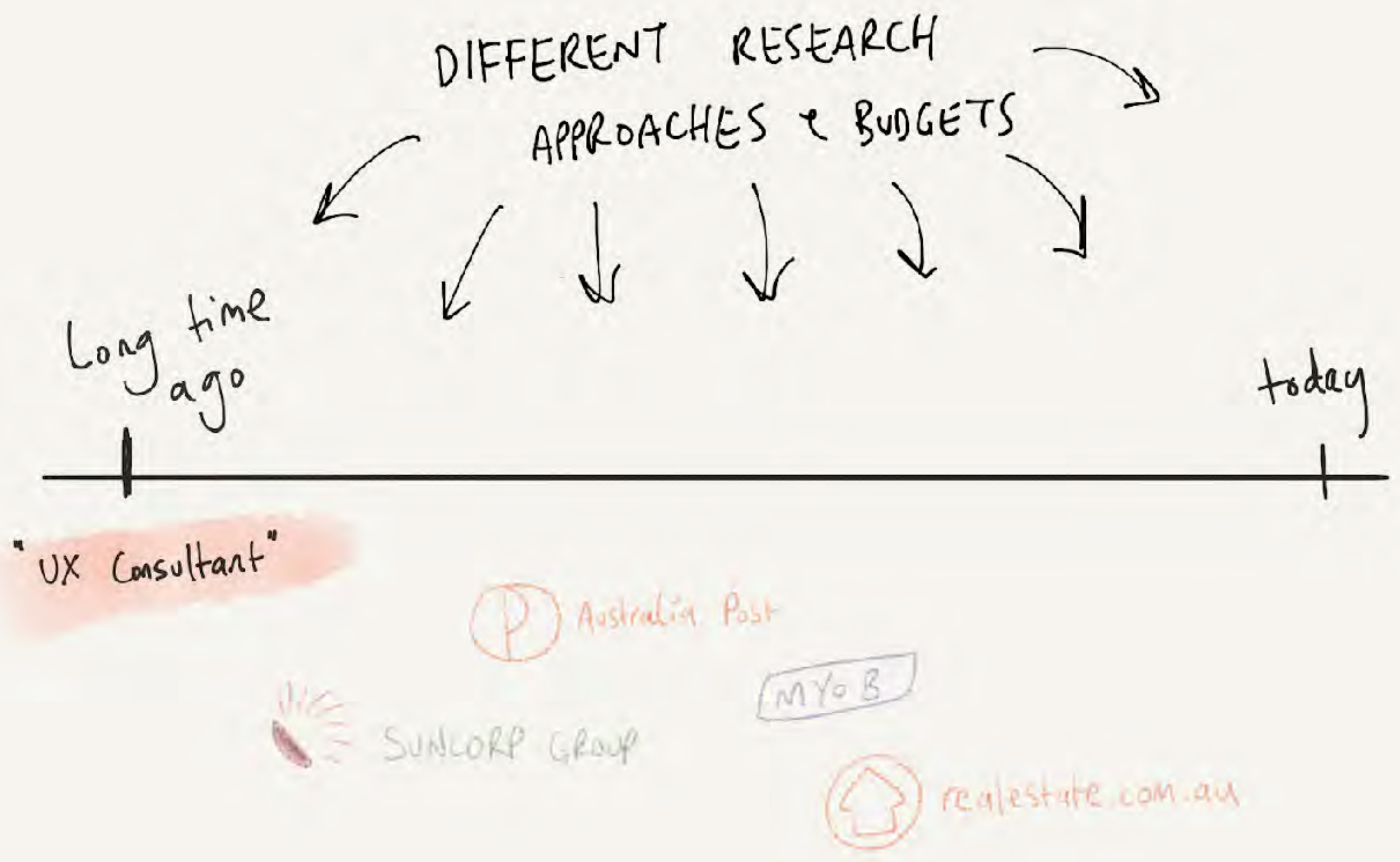
this is a talk that
has been on my mind
for a long time

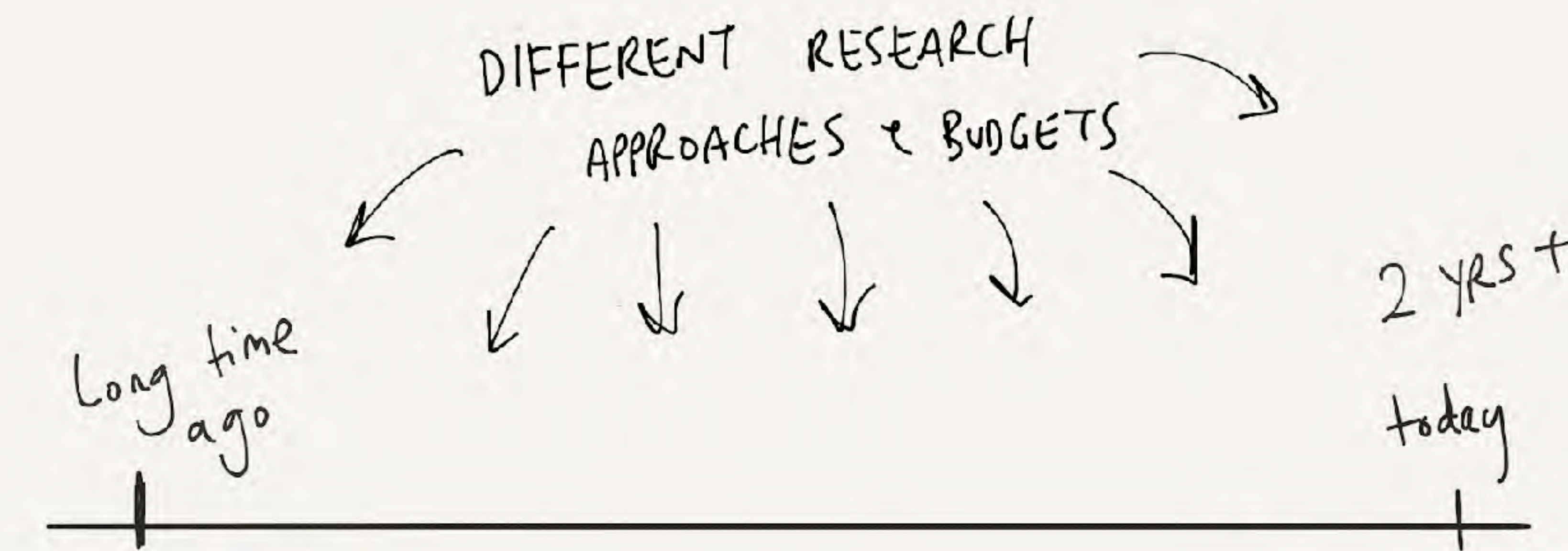
Long time ago



today

"UX Consultant"




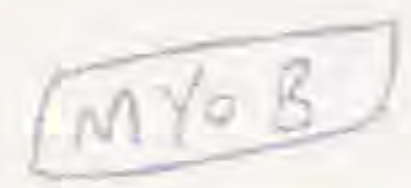


"UX Consultant"

99designs

 Australia Post

 SUNLORP GROUP

 MYOB

 realestate.com.au

I still don't think we've
nailed it.

2 yrs +

today

99designs

... which makes me
feel like a
phoney.

WHY?

Let's take a brief look into the world of UX

(It can be a mysterious craft)

HCI

IXD

XD

user experience

UX

HCD

HX

EXS

UCD

UI

CX

user research

there are quite a few similarities
between agile and ux practices.

value stream mapping ↔ journey maps, service blueprints

quality assurance ↔ user walkthroughs, usability testing

business analysis and product management work

... back to them phoney feels

2

main
drivers



our ux practice

Get out of the
building.

- STEVE BLANK



Loads of our customers*
are overseas, it can be hard
to visit them.

* both 99designs clients and designers.

Some don't feel comfortable talking
to us over video call

or even just a phone call.





We ship daily

(we can't wait for
that stuff!)



We're a small team of full-stack designers — there is NO TIME

BUT!

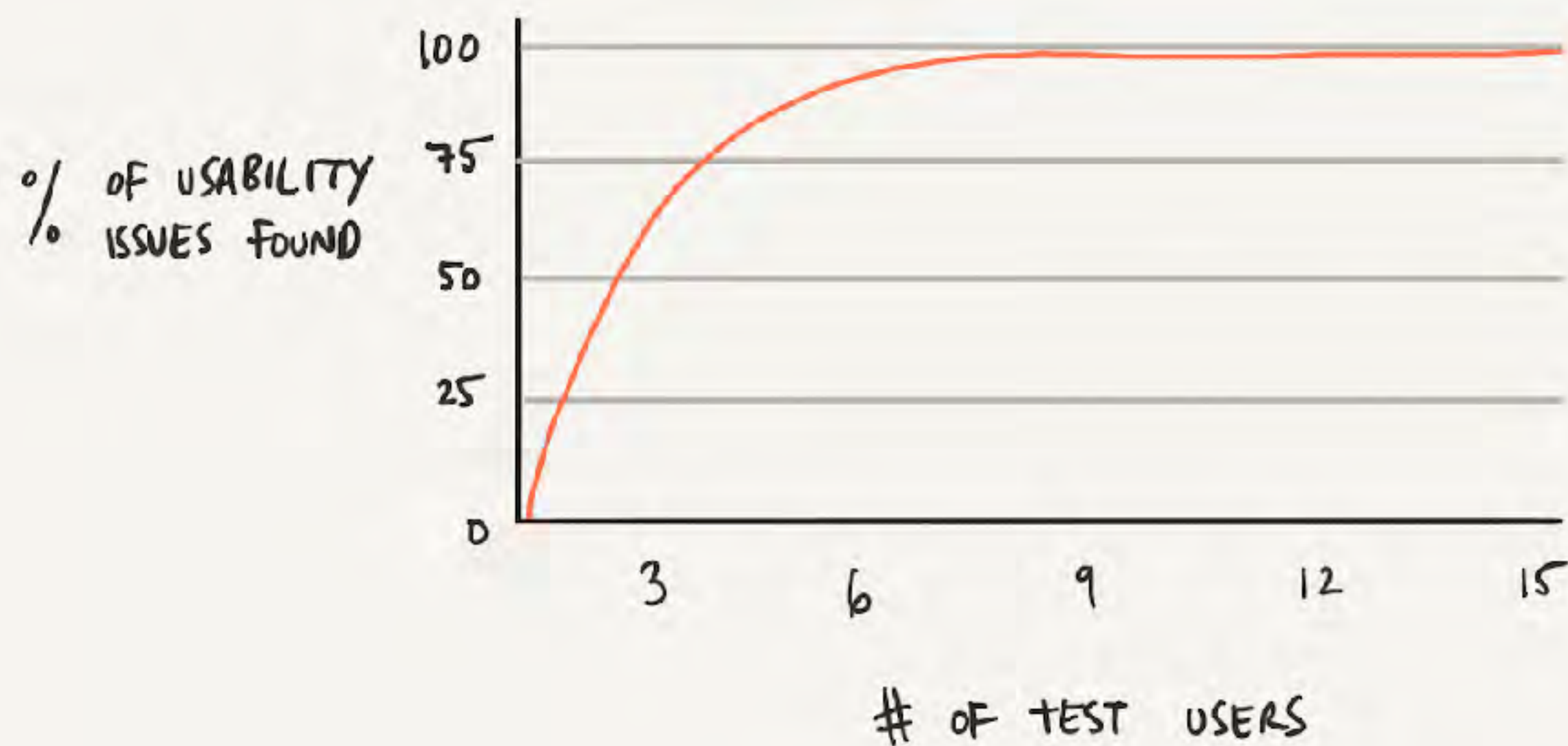
research through slack chats,
video calls, voice calls, survey data,
digital diary studies,
unmoderated usability
testing, A/B testing....

.... the list goes on



BUT WHAT IF I'M NOT
TESTING WITH ENOUGH PEOPLE?

"With five users, you almost always get close to user testing's maximum benefit-cost ratio."
-JAKOB NIELSEN



YES, BUT SOMETIMES SOMETHING CAN
BE BETTER THAN NOTHING... RIGHT?

YES, BUT SOMETIMES SOMETHING CAN
BE BETTER THAN NOTHING... RIGHT?



IF FRAMED CORRECTLY
WE'RE NOT GOING
WILD OVER ONE PERSON'S
OPINION.

So. who am I to say that
what we're doing is wrong?

it kinda works for us!

I'm NOT saying don't follow traditional
UX methods...

I'm just saying do what works
best for your context.

OK.

SO WHY DO I STILL FEEL LIKE A PHONEY?

2

SHHH...

(I'm not actually doing the work!)

I'm leading a team...

AND IT FEELS UNCOMFORTABLE

KNOWING THEY AREN'T DOING THINGS

"BY THE BOOK"



~~CORE CONTRIBUTOR~~

I Have to trust my team
to help achieve our
Shared goal.

MY WAY = ~~ALWAYS RIGHT~~

* really tough when sitting in on research!!


(SOMETIMES) It's probably going to be faster
for me to do the thing.

... but I can't be greedy!



CHILL

THE HELL OUT, MEGAN, FFS!



STOP stressing about being
So strict with ux practices.

RECOGNISE that working in a UX role
gives you a diverse toolkit to
scale up or down.

Agile + UX = GOOD TIMES!

Thank you!

@megandell

99designs