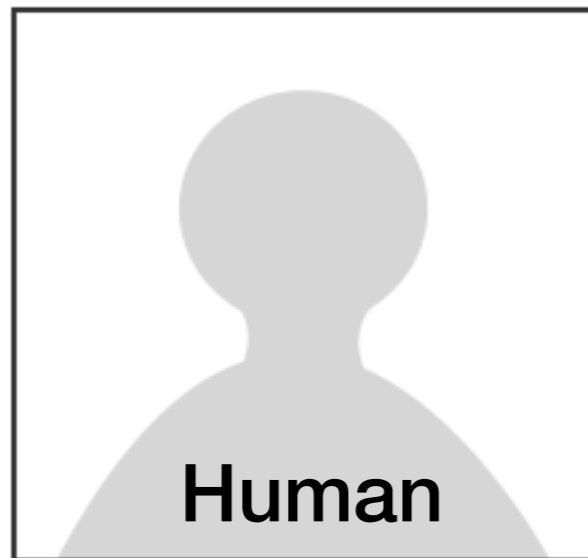


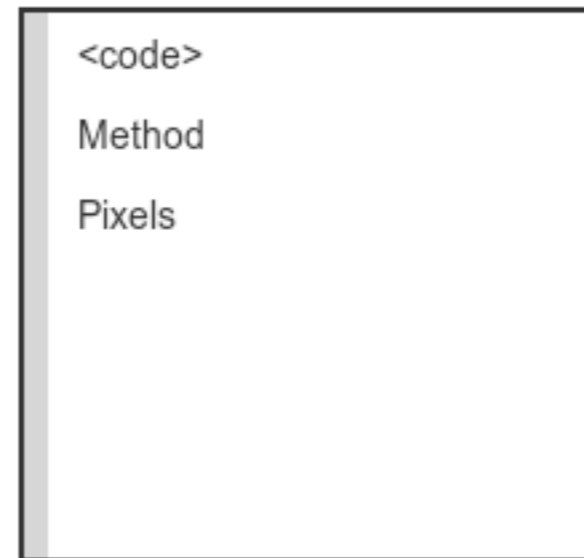
huddle™

UX matters to humans

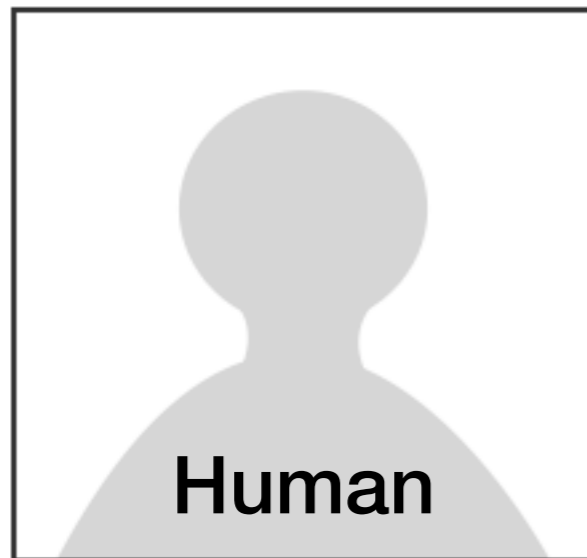
Yes



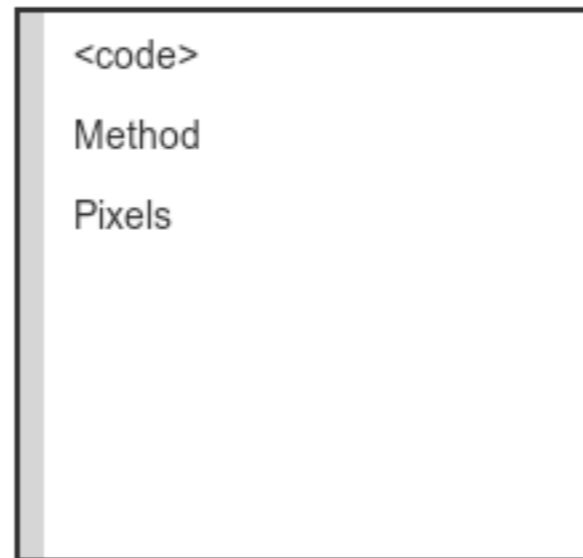
No



Yes



No



No

Roles
(professional or user)

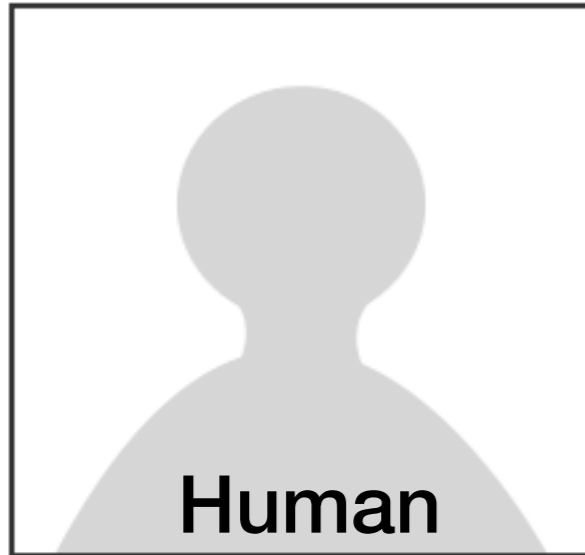
Titles

UX this, UX that

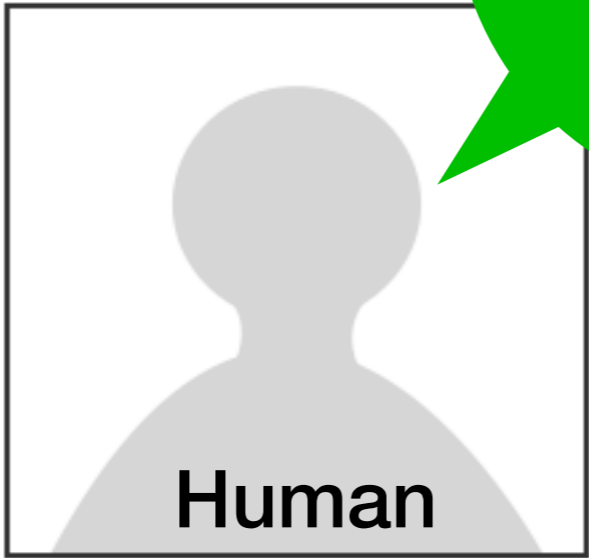
Buzz-wording

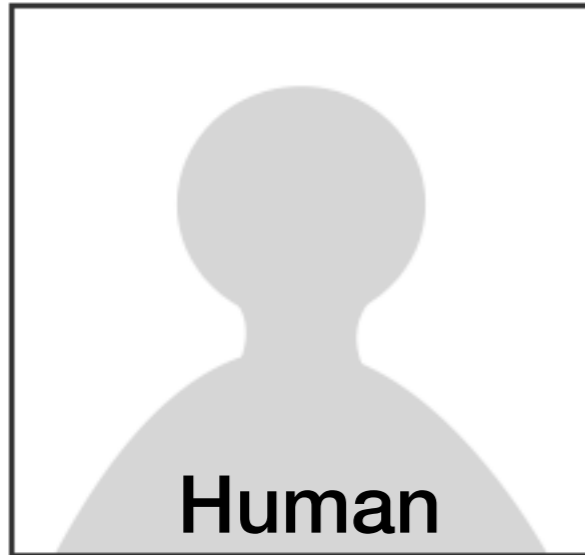
Designing for UX.

Designing for UX.
Everyone plays a part.



- 1. We want things to work.**
- 2. We want to do the right thing.**
- 3. We make mistakes.**





- 1. We want things to work.**
2. We want to do the right thing.
3. We make mistakes.

Does it work?

The red onion test!

**You are cooking dinner.
The recipe calls for a red onion.
You don't have one.**

Let's go to the store...



**That was easy.
Great store!**



cups & plates
paper towels
bath tissue

CLUB PRICE

8

shampoo
pain relief

WAX

99

cat food
pet supplies
dog food

CLUB PRICE

cleaning suppl
air freshener
stationery

love
you
babel!

bear
hugs!

love
you
babel!

Club
Price





cups & plates
paper towels
bath tissue

CLUB PRICE

8

shampoo
pain relief

WAX

99

cat food
pet supplies
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CLUB PRICE

cleaning suppl
air freshener
stationery

love
you
babel!

Club
Price

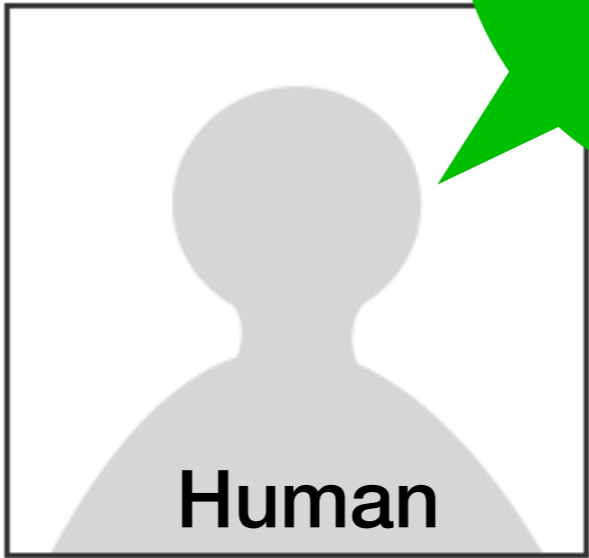
Good for humans.



Not so good.



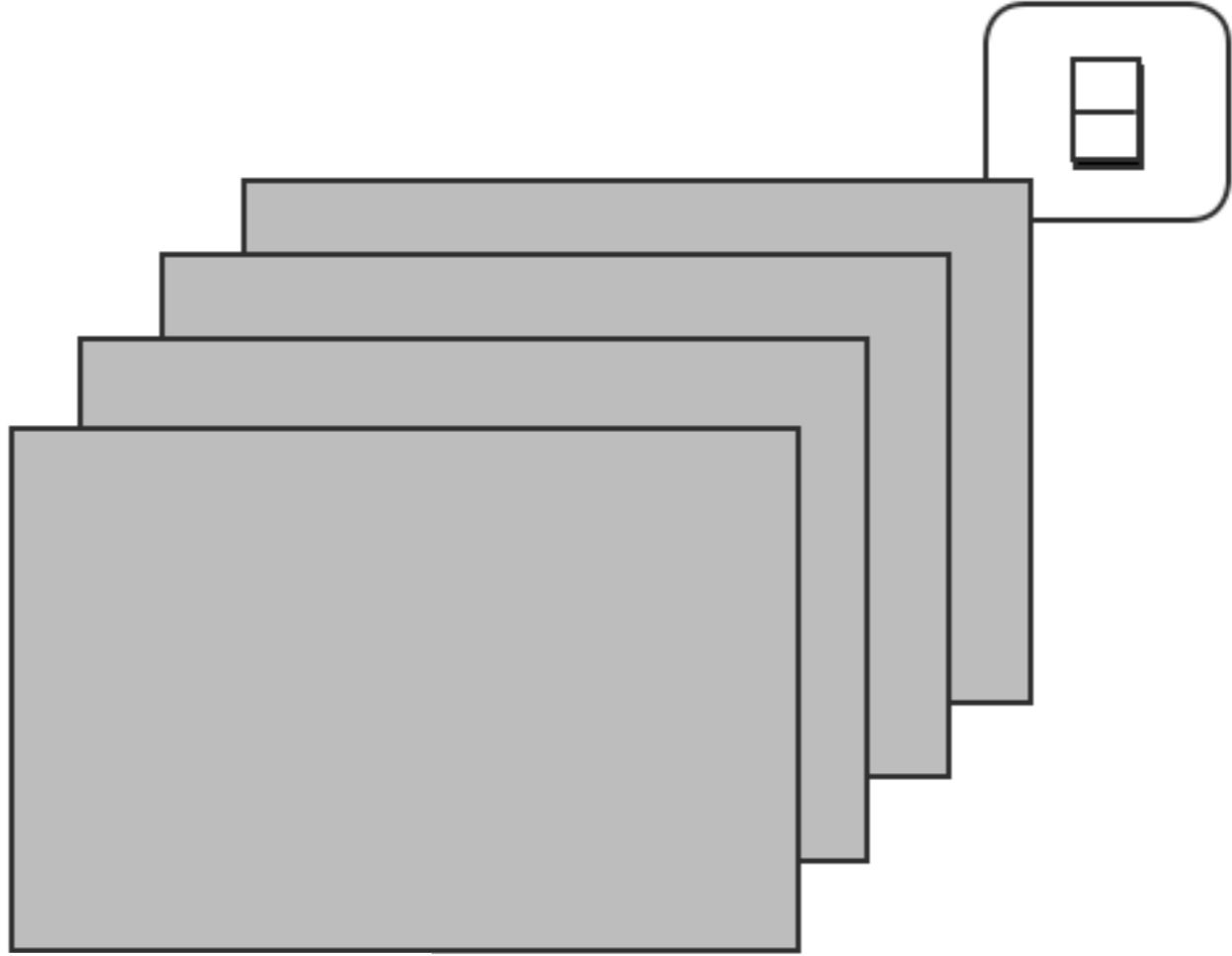
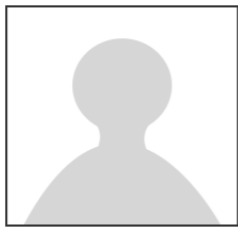
**Your app or site needs to
pass the red onion test.**



**Light switch by the door.
(Where I expect it to be...)**

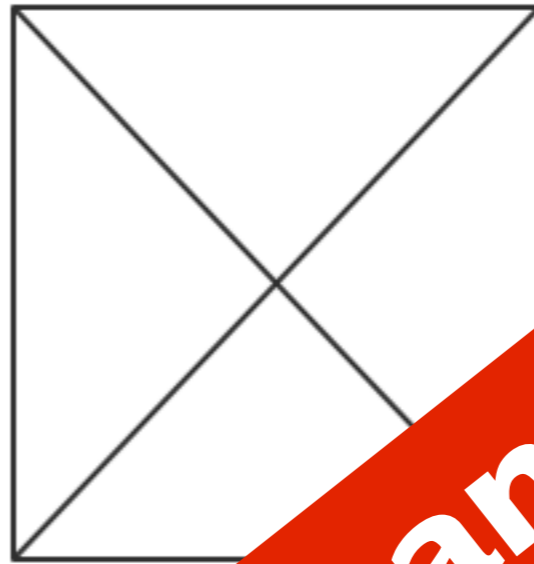
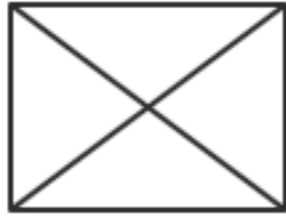
It worked!

**What if the architect did the
same thing as the grocery store?**

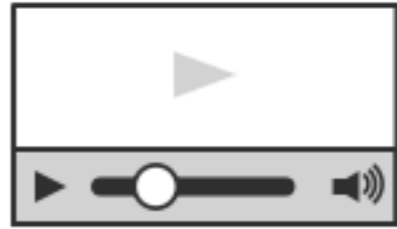


CRAZY!

**Apps and sites should be like
the light switch by the door.**



Button



Button



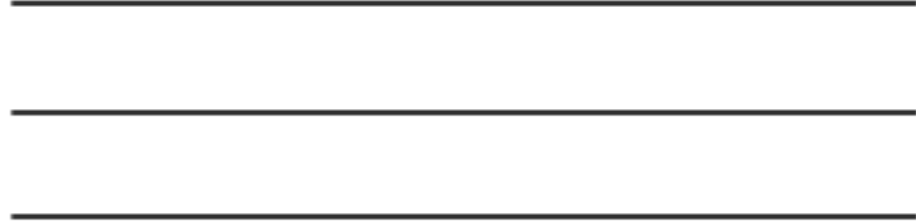
Button



Button

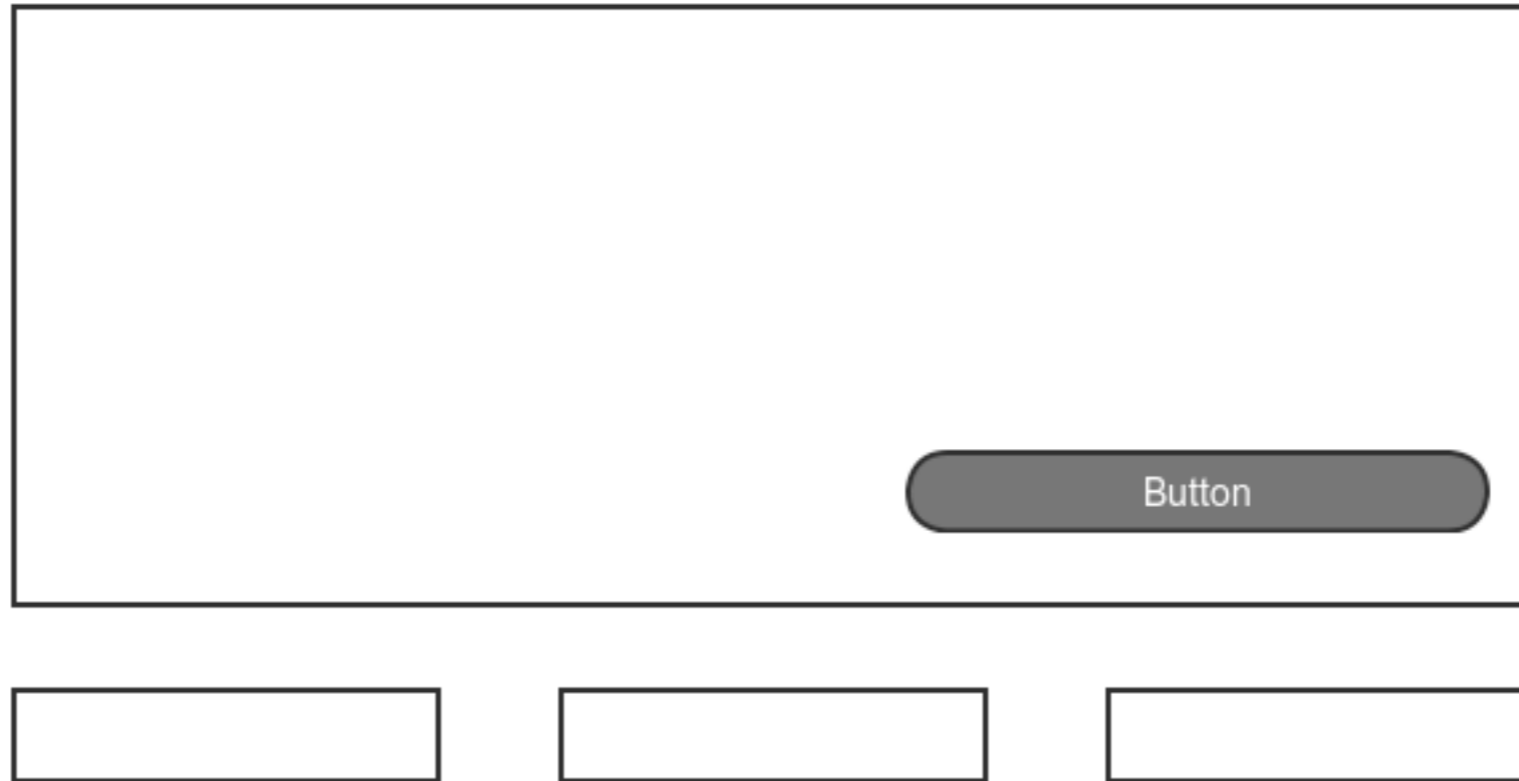


Button



Button

Not for humans

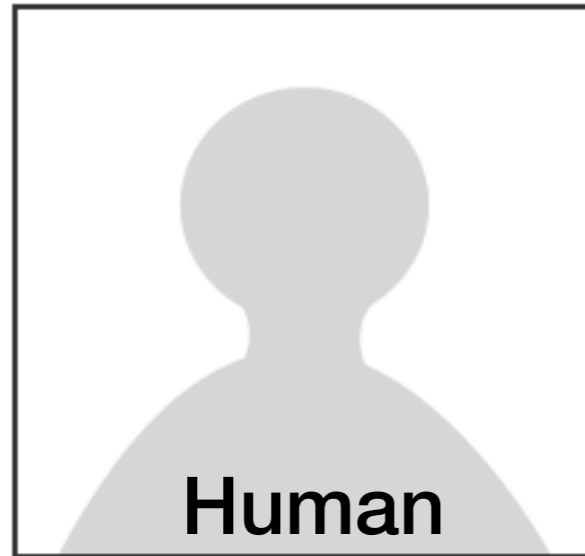


Approved for humans

750%

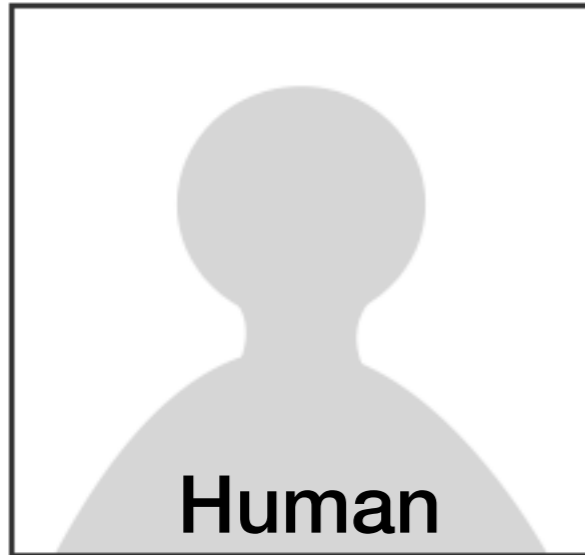
increase in sales

We're



1. We want things to work.

Make it work



1. We want things to work.
- 2. We want to do the right thing.**
3. We make mistakes.

Buy a PDF magazine

Buy a PDF magazine

First name

Last name

Street number

Street address

Floor

Post code

Town

County

Country (150+ countries and territories)

Phone number

Email address

It's not working

I did the right thing!

First name

Last name

Street number

Street address

Floor

Post code

Town

County

Country (150+ countries and territories)

Phone number

Email address

**It's not
working!**

150+ countries and territories



Countries they sell to: 1

I did the right thing!

First name

Last name

Street number

Street address

Floor

Post code

Town

County

Country (150+ countries and territories)

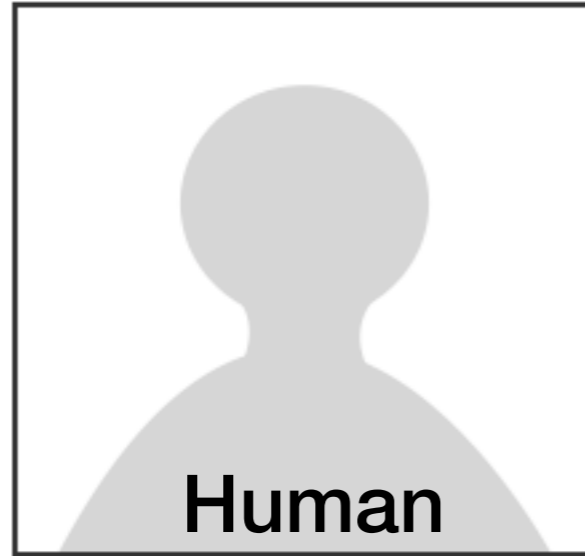
Phone number

Email address

One?

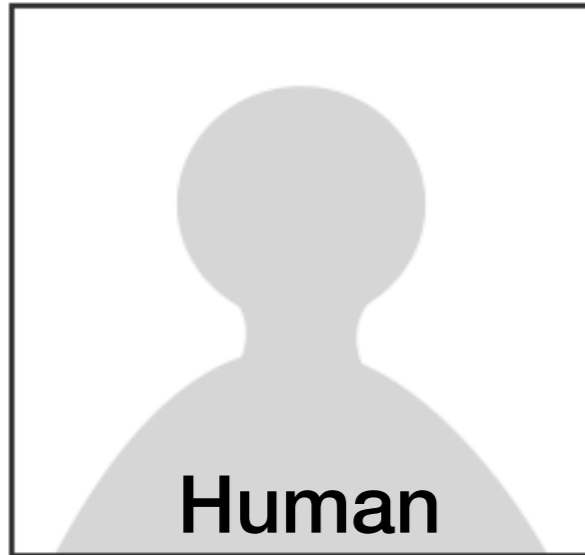
WTF!

We're



2. We want to do the right thing.

Support that human desire

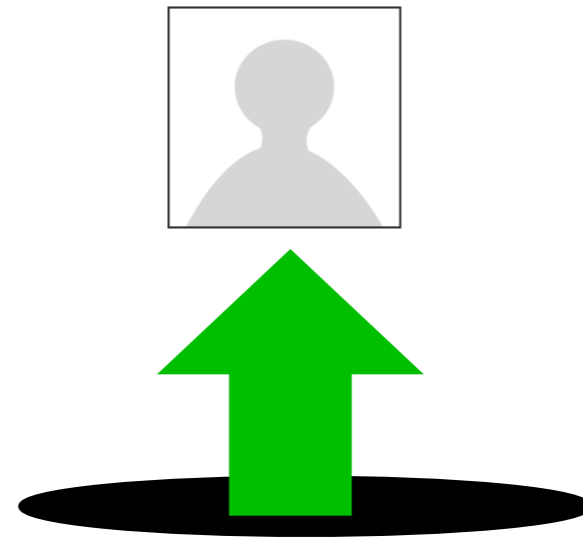


1. We want things to work.
2. We want to do the right thing.
- 3. We make mistakes.**

Help humans avoid mistakes



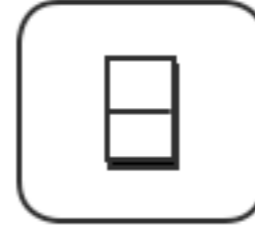
Help humans recover from mistakes



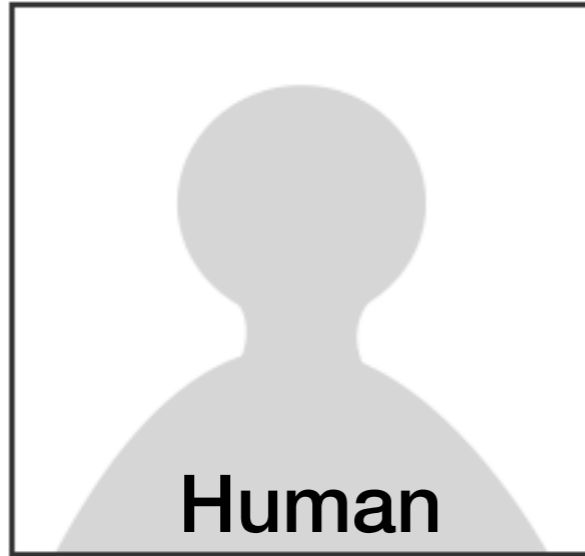
**People are not stupid. No one RTFM.
Clear and simple wins.**



Simple is never stupid.



We're



3. We make mistakes.

Be helpful

Designing for UX.

Designing for humans.

Your next steps

- Look at your current project. Identify how you can
Make it work
Support that do-the-right-thing human desire
Be helpful
- Use your list as a blue print for your next project
- Learn new things, bring people in to help you do better.
Grow, evolve. That's a very human thing to do.

I'm @orvet

I'll tweet the slide URL

THANK YOU!