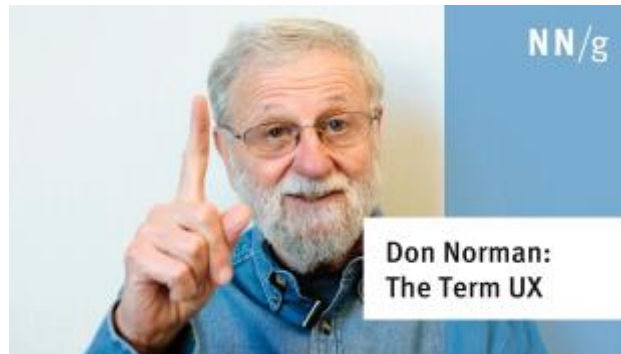




# Defining the User-Experience and Its History

*The user-experience is becoming increasingly a topic of discussion within the IT & Tech domain. This Micro-event is focused on **defining what we mean by "the user-experience", questioning whether this trend is indeed "new", examining what role the user-experience plays outside of the IT or tech domains, and discussing methods to plan for a refined user-experience.** This micro-event **encourages discussion that will challenge pre-conceived notions** around the user-experience to include its level of importance in projects and deliverables. It also would like to encourage others to share their experiences so that all members can learn from each other and discuss the various methods and different industries in which project managers may plan for the user-experience.*

## The History of User Experience (UX) Design



There is no agreed upon "history" of User Experience Design

1919: Bauhaus is born - Walter Gropius

### "Form Follows Function"

**1950s: Multiple texts on design theory are published**

1954: Designing for People - Henry Dreyfuss (Industrial Designer)

1954: Fitt's Law - Paul Fitts publishes an article in the Journal of Experimental Psychology detailing the time it takes to move from one target to another based on size and distance

1955: The Principles of Product Design - Dieter Rams

1956: Millers law is published by George Miller in Psychological Review Journal Article detailing that humans have trouble keeping more than five to nine items in working memory

1985: Both the Mac Operating System (OS) and Windows OS are both introduced.

Both of which incorporate a graphical user interface rather than solely a command-line based interface.

Don Norman "Coined" the term while at Apple in 1993

## User-Experience Design, Industrial Design, Product Design... **Whats the difference?**



Jake Deakin: "My Transition from Industrial Design to User Experience Design"

- **Physical vs. digital... Tangible vs intangible**
  - . However, the most obvious difference between the two disciplines is that **industrial design addresses tangible products** and **UX primarily focuses on intangible products.**
- **Tools**
  - While working in industrial design I spent most my time in Solidworks, 3DSMax, Keyshot and the Adobe Suite. However, in UX my tools of choice are Sketch, Invision and Principle.

- **Manufacturing vs Development... Perfection vs Imperfection**
  - **Manufacturing requires perfection, without perfection the product will not work** as intended. **In development** you face the problem that **perfection never ships** (get's released to the public), it gets stuck in an endless loop of always being improved. **Unfortunately, the only one way to successfully ship a product is to ship imperfect product** (something I didn't want to accept).

The **goal of UX design** in business is to “**improve customer satisfaction** and loyalty through the utility, ease of use, and pleasure provided in the interaction **with a product.**”  
-Article in the Oxford Journal Interacting with Computers (Note: could not verify original source)

Does a User-Experience always exist?



1 - For a lot of companies like Apple, Amazon, Microsoft... the user-experience is a major component of the product.



2 - What is the User-Experience for SRAM? Does it exist or is it all focused on developing the product?

## Methods and Tools for Planning the User Experience



*A user story is an informal, general explanation of a software feature written from the perspective of the end user. Its purpose is to articulate how a software feature will provide value to the customer.*

As who, I want what  
so that why

3 - User stories are a few sentences in simple language that outline the desired outcome. They don't go into detail. Requirements are added later, once agreed upon by the team.

**User journey mapping:** A user journey map (also known as a customer journey map) is a diagram that visually illustrates the user flow or path to accomplish a goal.

**5 Why's Analysis:** The primary goal of the technique is to determine the root cause of a defect or problem by repeating the question "Why?" five times. The answer to the fifth why should reveal the root cause of the problem. [2]

**\*\*Often used in website design\*\***

**MANY MANY** other techniques, methods, and tools

## Defining our user-experience



What do we mean when we say:

**"The User Experience"**

Should the term User-Experience only focus on describing intangible products?

**How important is the user-experience?**

Is it more important than managing cost?

Is the-user experience the same as functionality?

**Can you think of some projects or industries outside of the IT/Tech space in which the "user-experience" may be a critical component?**

## Conclusion

**I believe** the user-experience does not just apply to the design of intangible products such as those found in the tech/IT industries. Rather **the user-experience should refer to the full "experience" that the customer or end-user perceives when utilizing the product.** Project and Product Managers should account for this when introducing new products. It doesn't matter how "user-friendly" or "good" the software is if it is introduced to the audience in a poor manner. Furthermore, **while the user-experience is very important** and can often serve as a major differentiator, in **some cases it may not be the most important and must be balanced with cost, quality, and other factors.** By defining the desired user-experience at the beginning of a project, "project managers" can share the vision that the team should be working towards as the "end-state".

## References

- [Medium.com "My transition from Industrial Design to UX Design"](#)
- [Dorve.com "User Experience History 100 years of Wonder"](#)
- [Ustesting.com- What is UX design? 15 User experience experts weigh in](#)
- [Qualtrics.com- How to design a customer experience strategy](#)

Thank you!