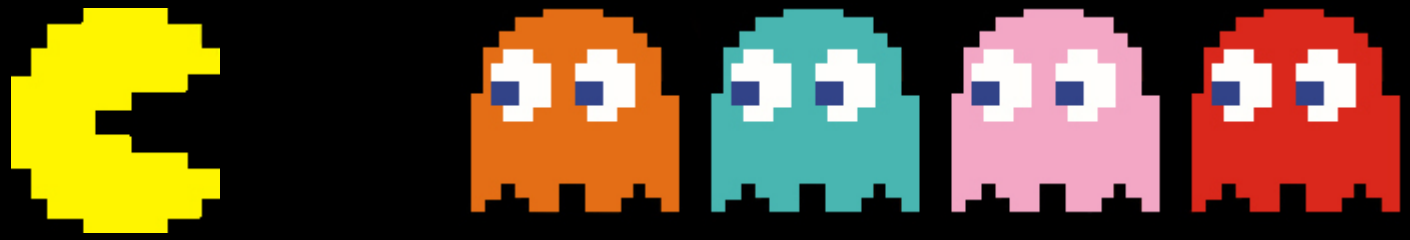


CULTURE EATS THE DESIGN PROCESS FOR BREAKFAST

@carlbarrow @HullUni_Library

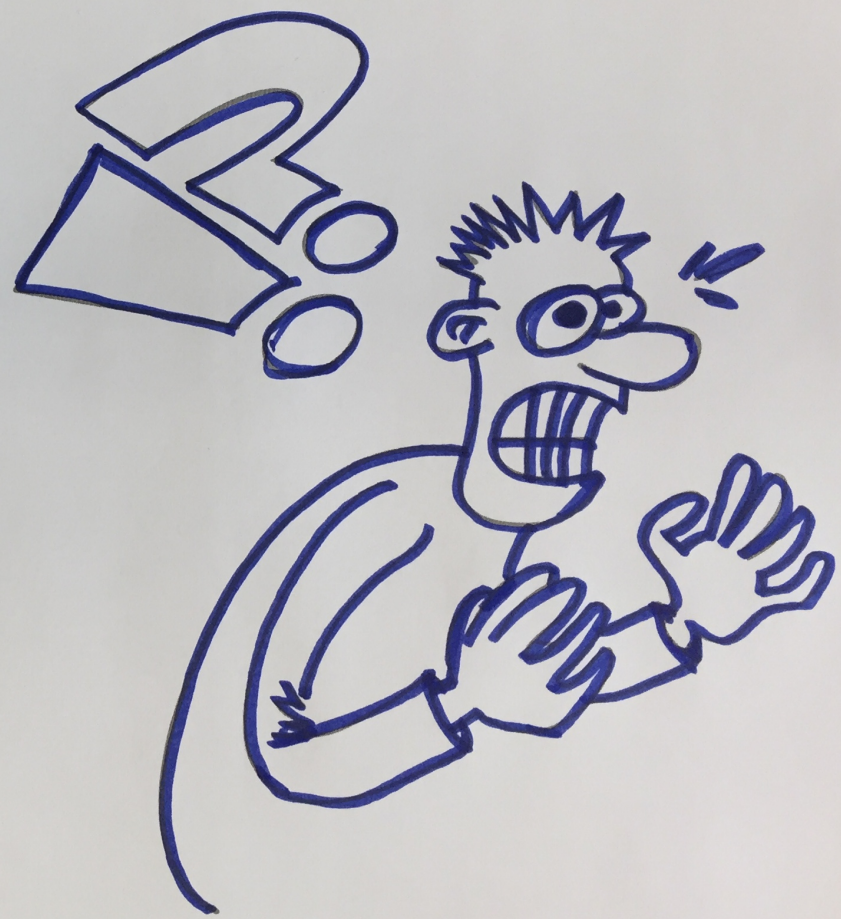
UXLIBS COMMUNITY

Collaborated on a huge cross section of UX research

Image: pixabay

Frustration and
Disappointment

UX not being embedded



TIME TO REFLECT

Communication
Feedback
Visibility
Prototypes

Image: pixabay

The design process

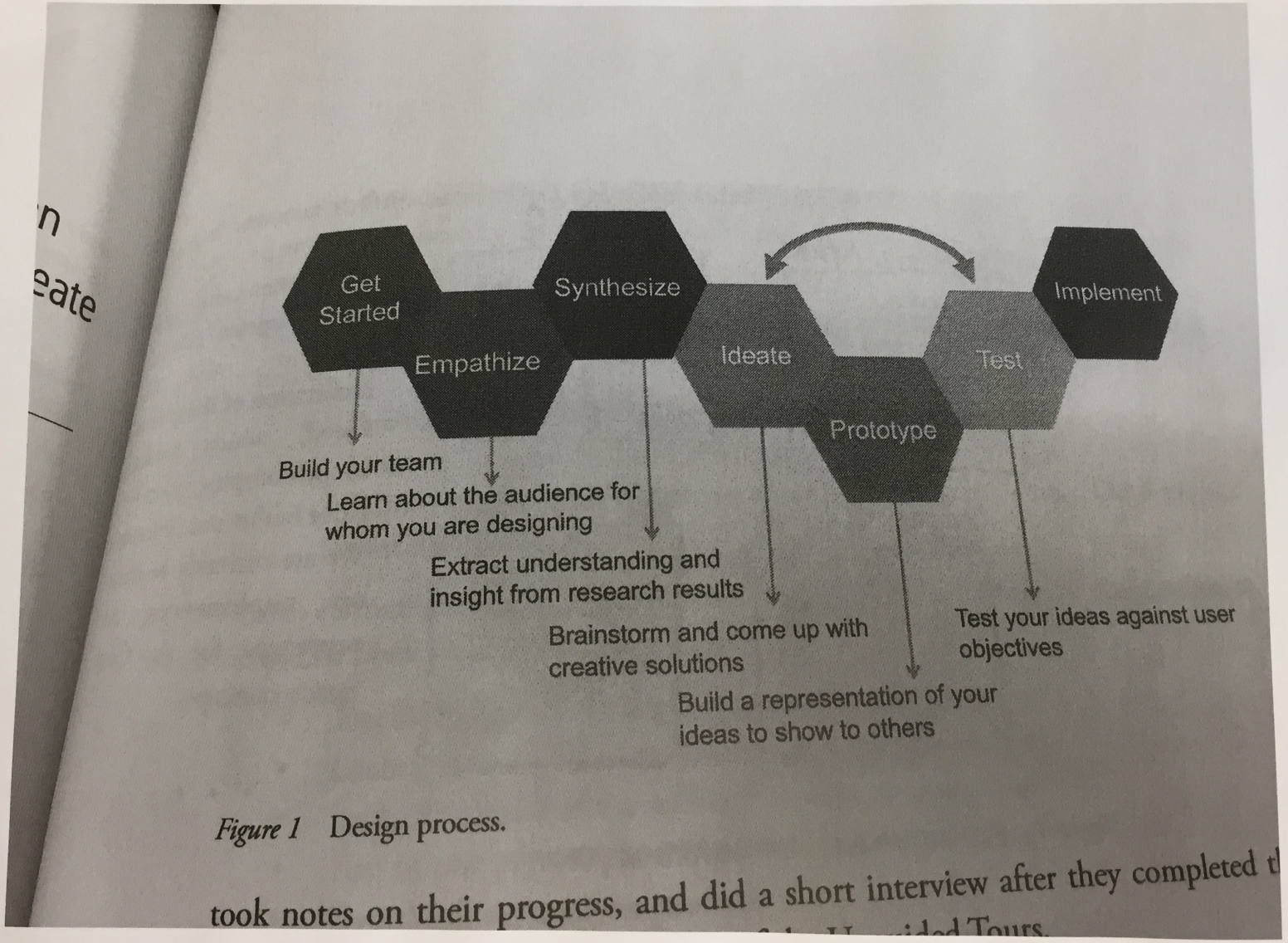


Figure 1 Design process.

took notes on their progress, and did a short interview after they completed t

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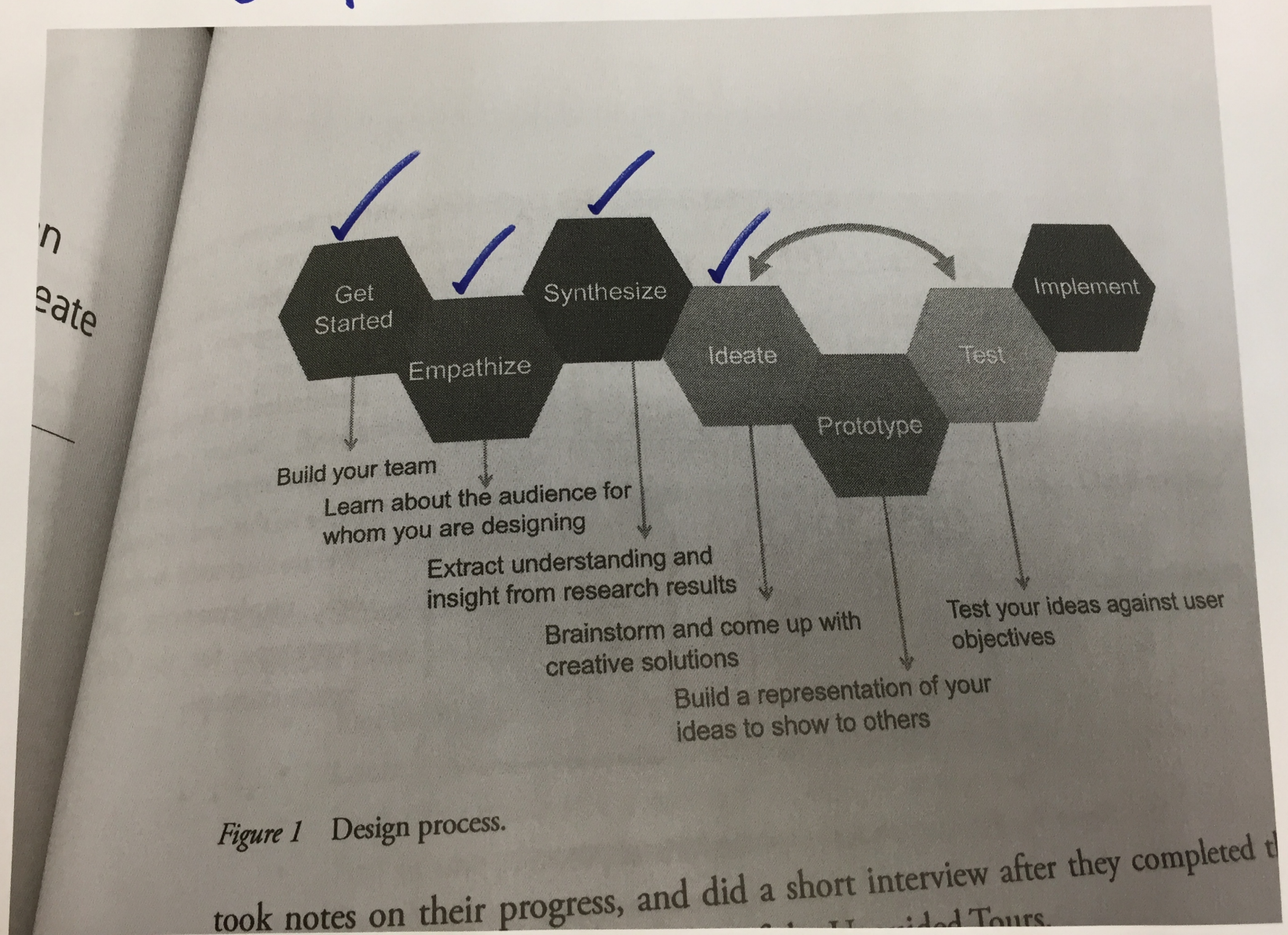
The design process



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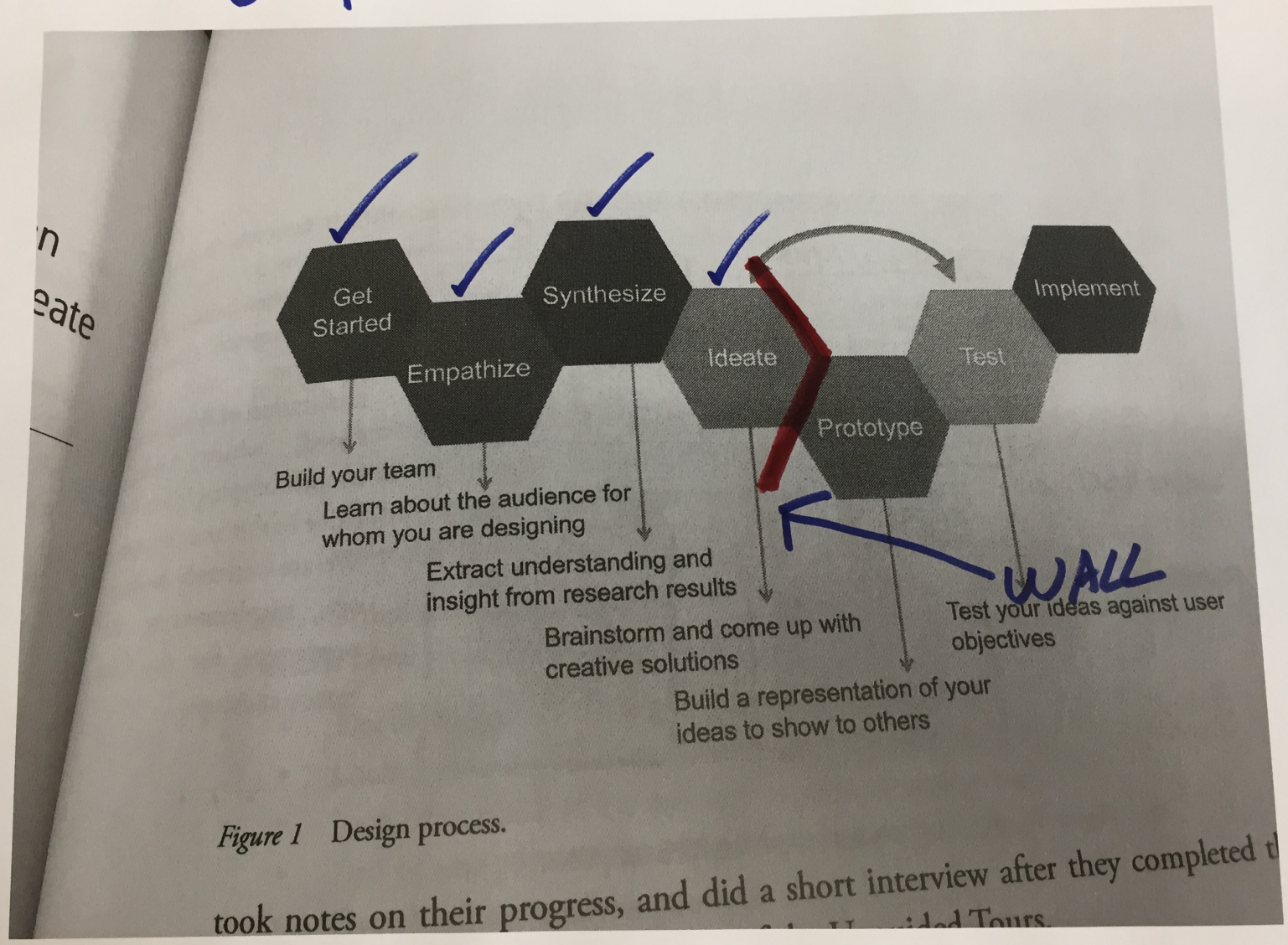

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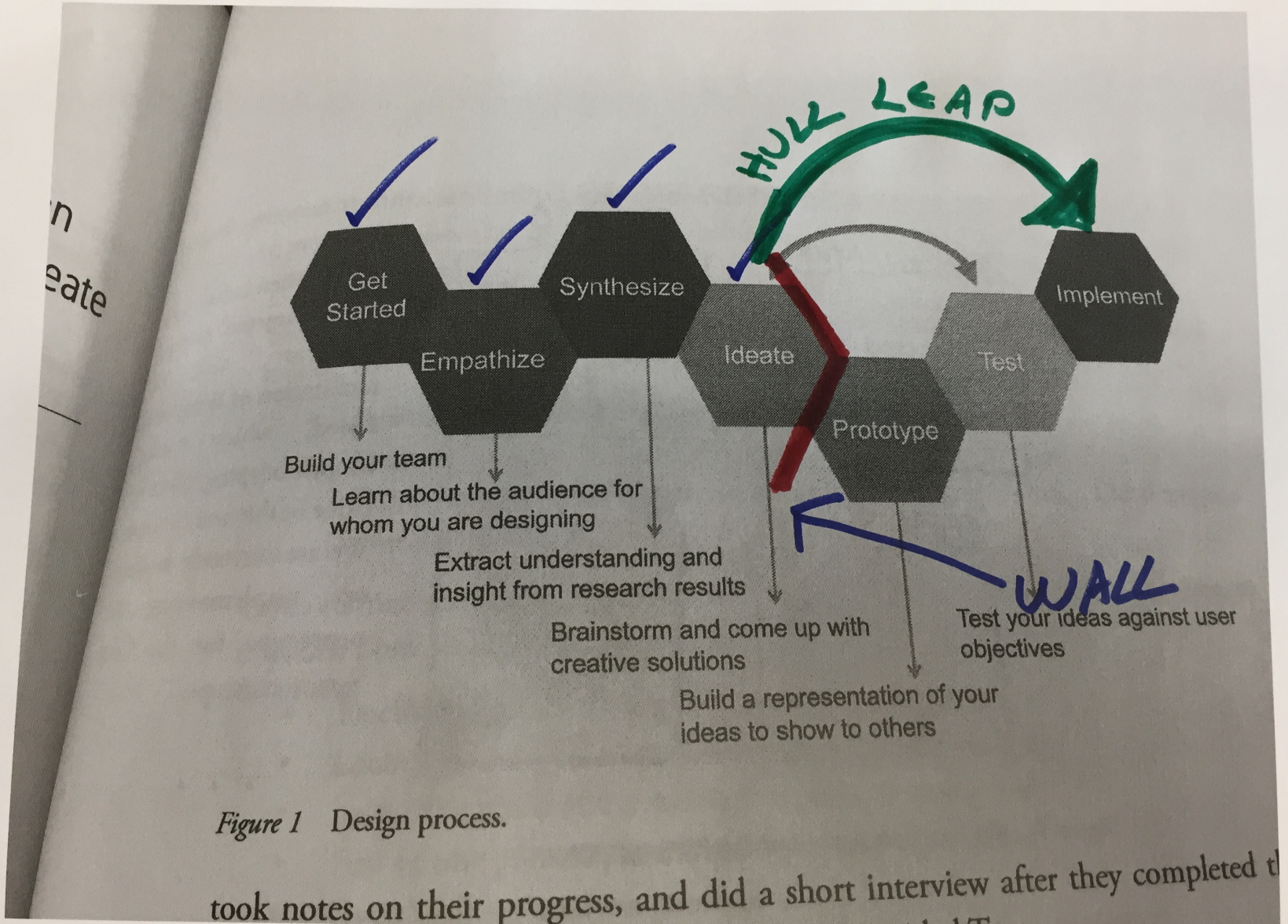

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MAKING LEAPS

Raising expectations and delivering perfection

PROTOTYPE & TEST

The most important elements of the design process.

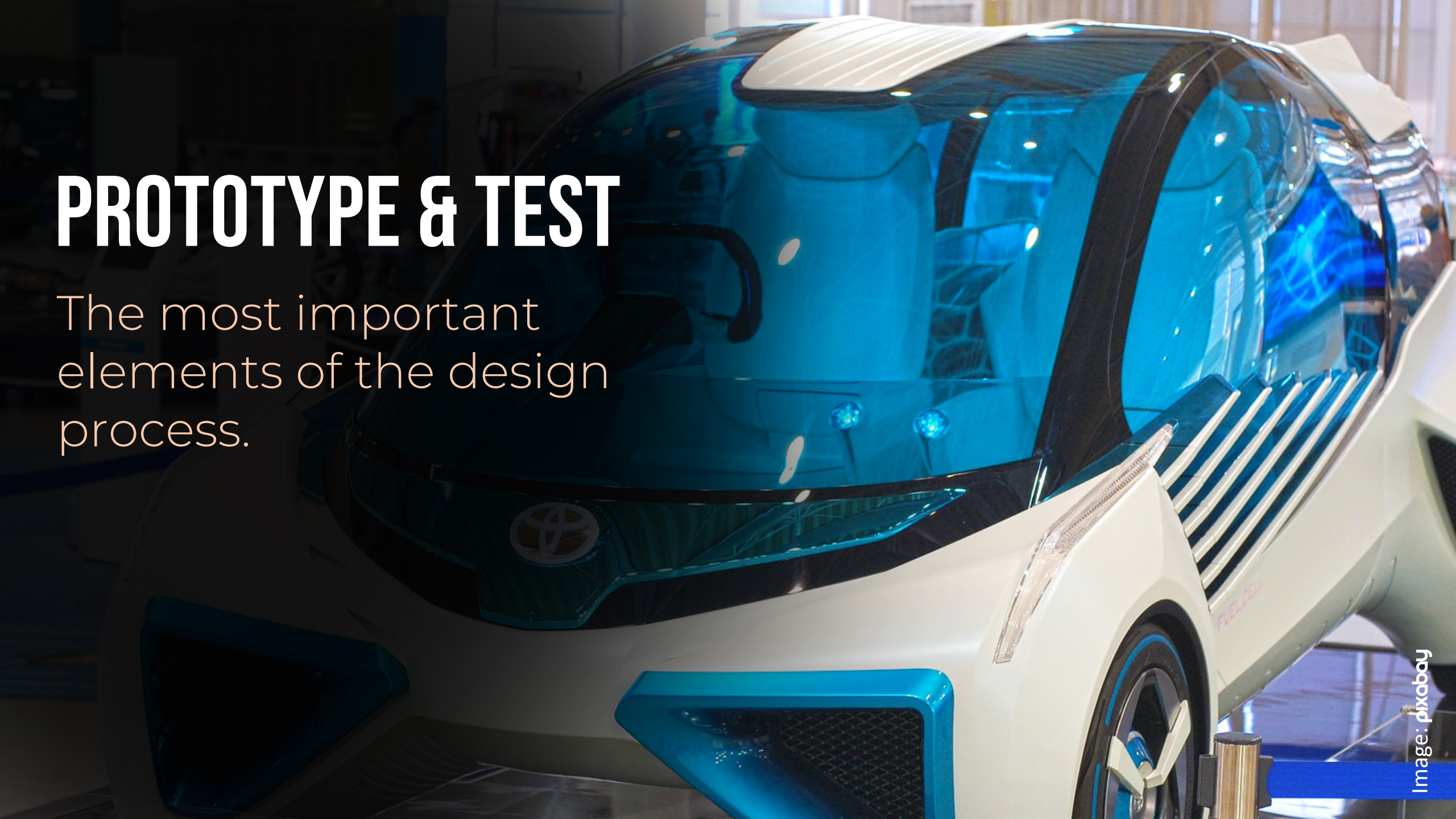


Image: pixabay

WHY DO WE MAKE LEAPS OR HIT WALLS?

Don’t feel empowered?
Fear of failure?
Lack of support?
Fear of being blamed?
Fear of being shouted at?

Image: pixabay

CULTURE

Maybe I work in a broken culture

Image: pixabay

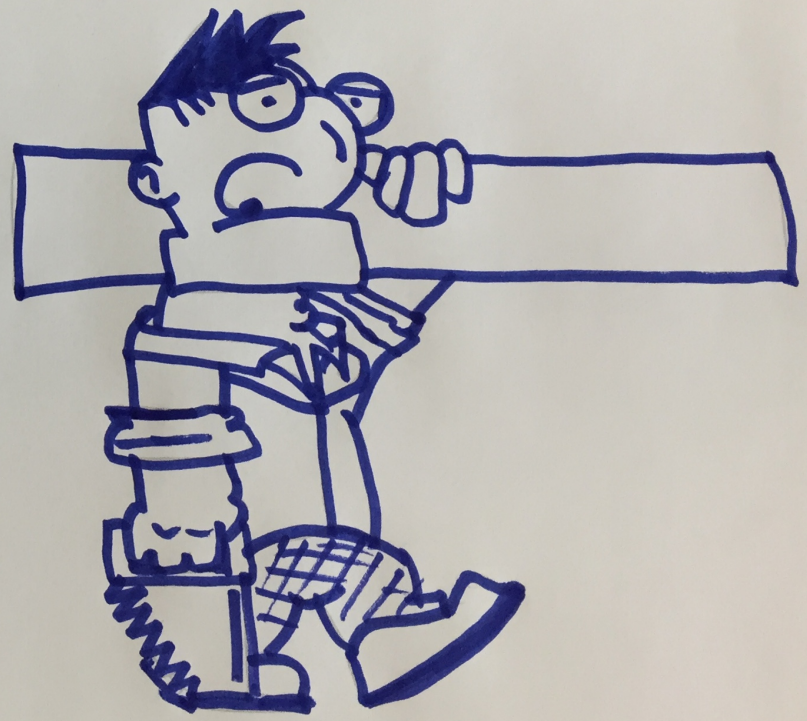
HISTORY, LEGACY AND LEARN BEHAVIOURS

Have a huge impact

Image: pixabay

Building better Leaders, Teams and Culture

Trust
Communication
Leadership and Management
Behaviours
Being part of something



Building better Leaders, Teams and Culture

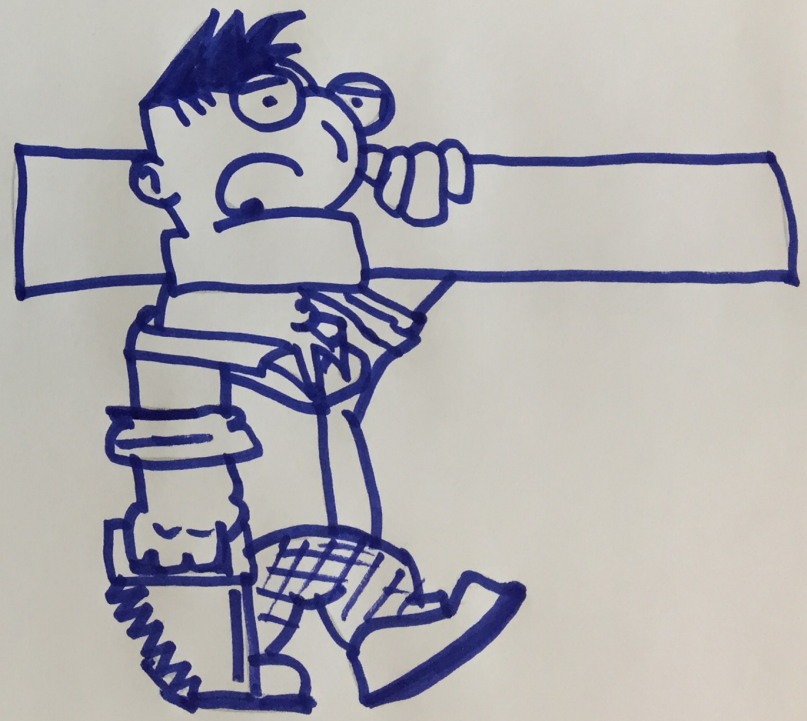
Trust

Communication

Leadership and Management

Behaviours

Being part of something



USING UX TO UNDERSTAND AND TRANSFORM CULTURE

Interviews with all staff
Story telling
Data download
Affinity mapping
How Might We?
6-8-5
How, Now, WOW!

Image: pixabay

QUICK WINS AND LONGER TERM GOALS

Change to dress code
Changes to sickness reporting
All projects managed like BBLTC
Working practices groups established

Image: pixabay

SO WHAT ABOUT EMBEDDING THE DESIGN PROCESS?

WHERE DOES THAT LEAVE ME?

Working in a culture where the design process can happen with 2 UX project on going

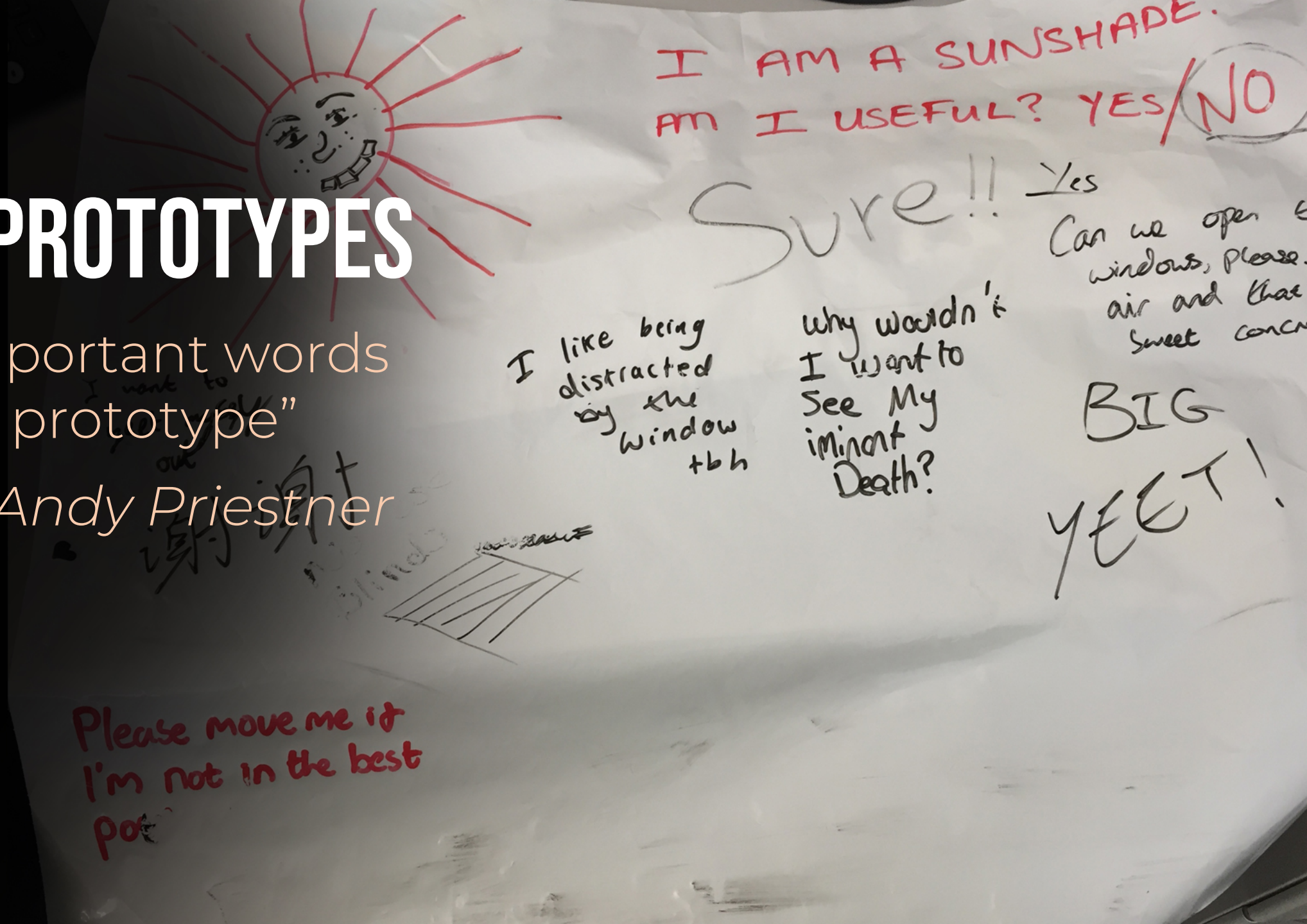
LIVE WITH THE DATA

...and let others read
and interact with it

LOW-FI PROTOTYPES

4 most important words
"It's only a prototype"

-Andy Priestner



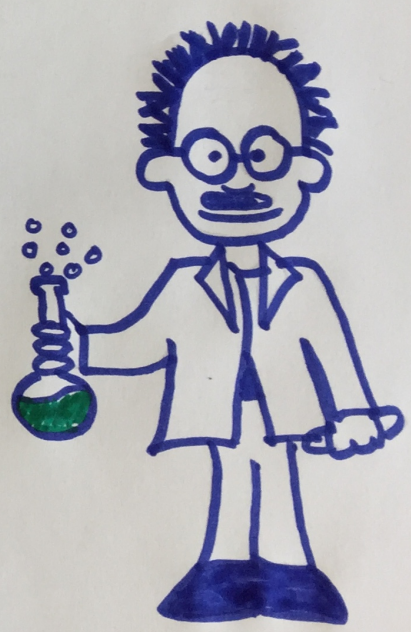
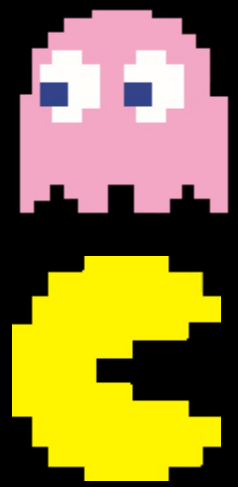
BACK TO VIDEO GAMES

Pong

BACK TO VIDEO GAMES

Fortnite

This session wasn't perfect

Did it need to be?
Do you think any less of me?

Perfect isn't always best!
Prototyping, testing and learning is!