The Next Frontiers in User Experience

User experience as impressions, activities, organizational capabilities, and communities intersected with

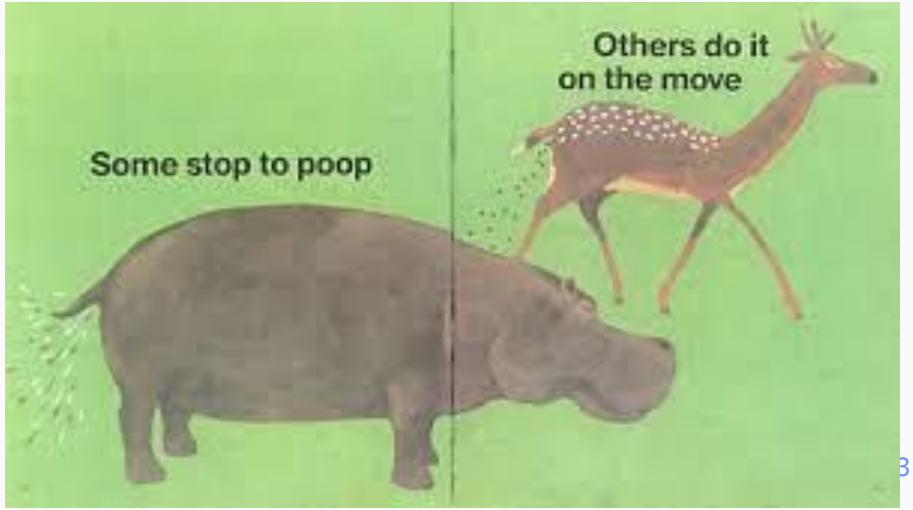
“Emerging” technology such as AI, virtual reality, cloud computing + your favorites

Four Aspects of “User Experience”

- **UX as Impressions** people get while Interacting with Systems
  - “I had a great **user experience** filing my taxes with TurboTax.”
- **UX as Activities** to Define, Design & Deliver great experiences
  - “What **UX process** are we using for this project? Design sprints? JTBD? Participatory design?”
- **UX as Organizational Capabilities**
  - “Our **UX team** needs more funding so we can hire an information architect to help us on the new digital transformation initiatives.”
- **UX as Communities**, Disciplines & Fields of Study
  - “Which **UX conference** should I go to? I want to learn how to do generative design research.”

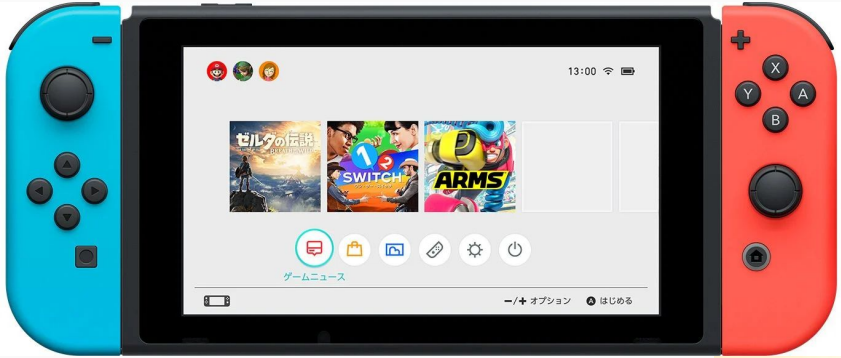
EVERYONE POOPS

By Taro Gomi



People use technology.
Everyone has user experiences.

User interface: the buttons, controls & menus you interact with directly



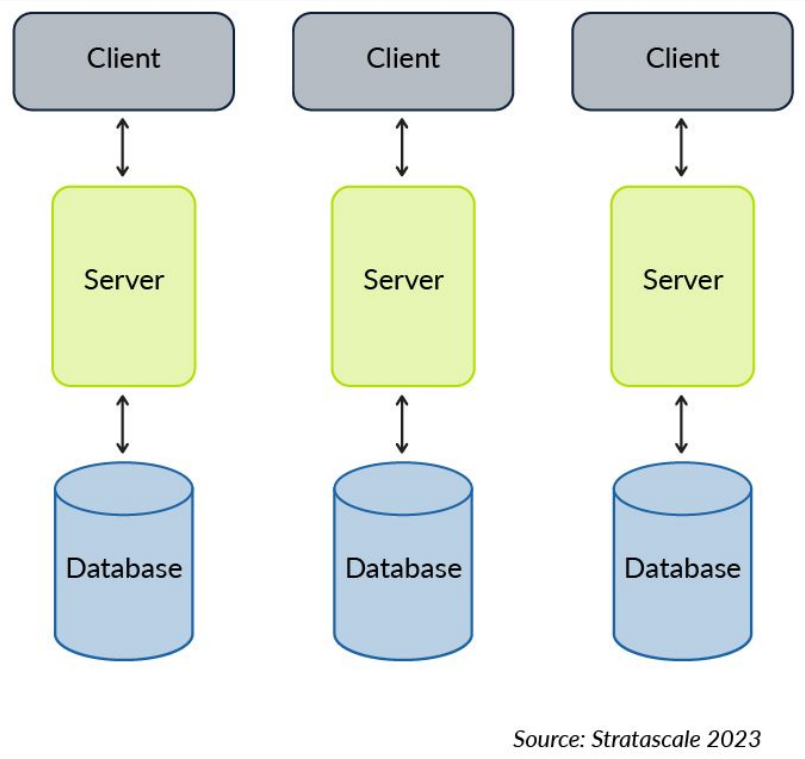
User experience: the context, content, expectations, etc. that determine what you DO & how you FEEL

New Study Ranks Animal Crossing: New Horizons As Most Relaxing Game, Surprising No One

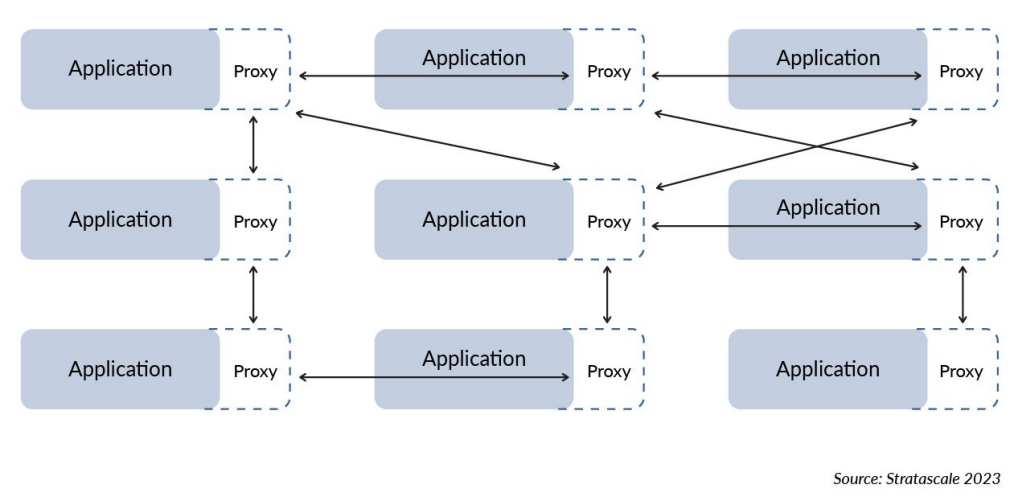
Here are the top ten

Cloud Computing (IT infrastructure)

Fixing the back end so better front ends are possible



Source: Stratascale 2023

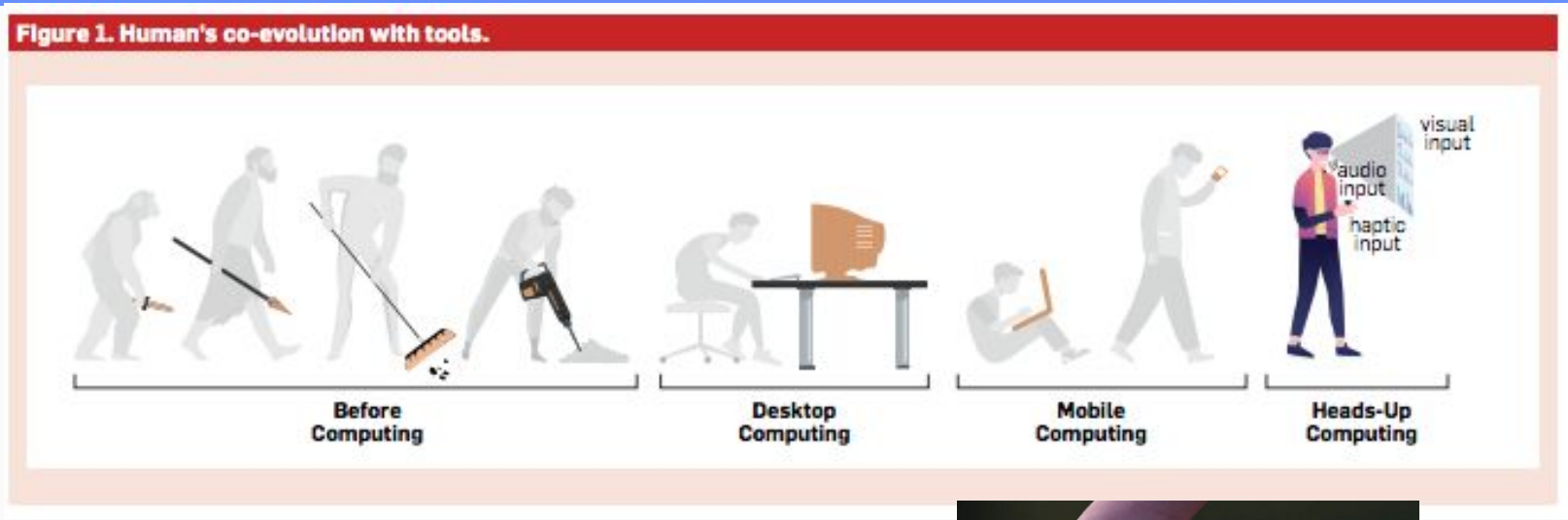


Source: Stratascale 2023

Source

Virtual & Augmented Reality

A more natural way to interact with physical & virtual spaces



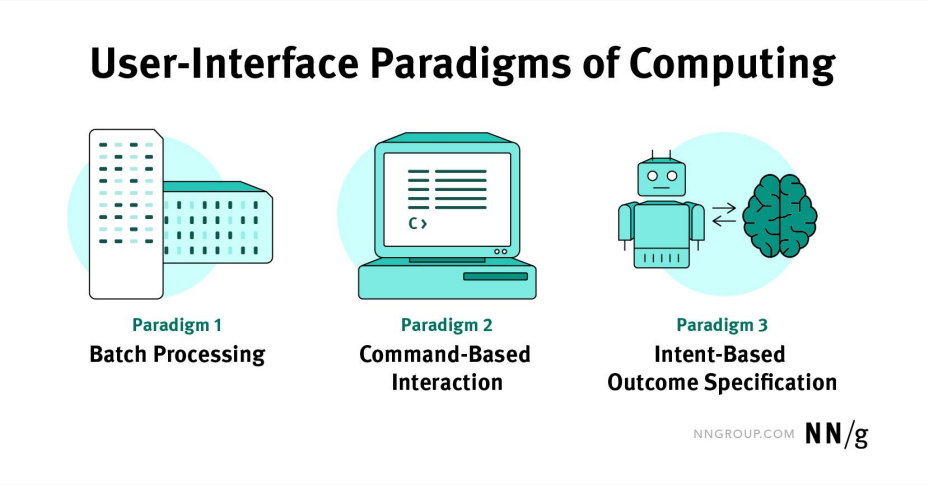
Source

1989

2023

AI (augmented intelligence)

Specify the outcome vs. perform the steps to produce it

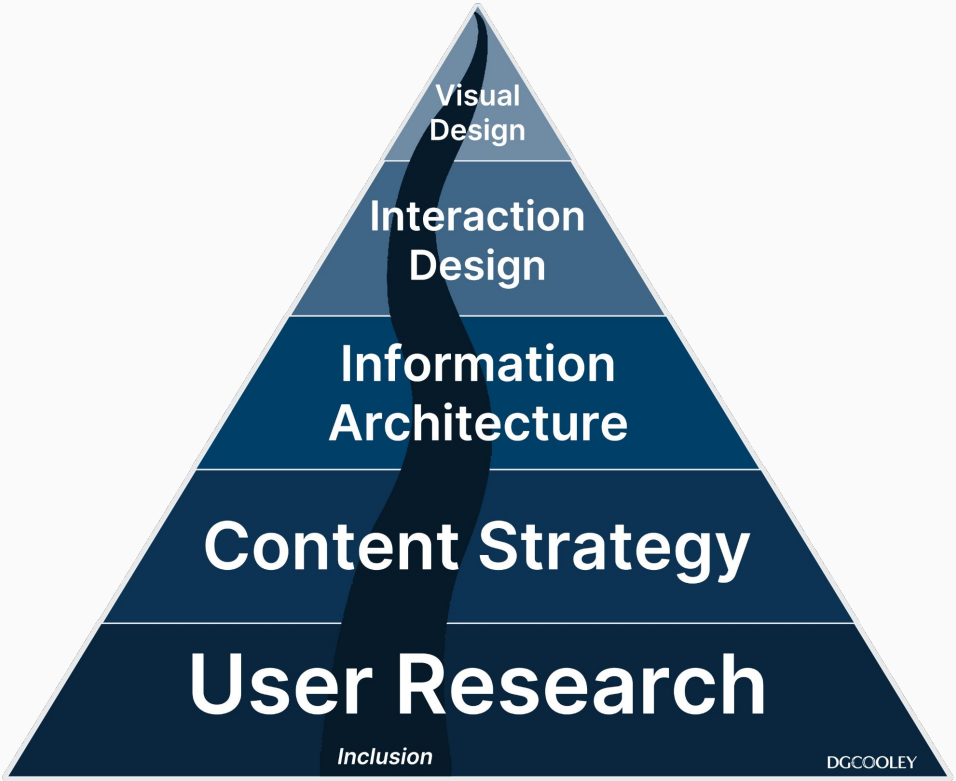


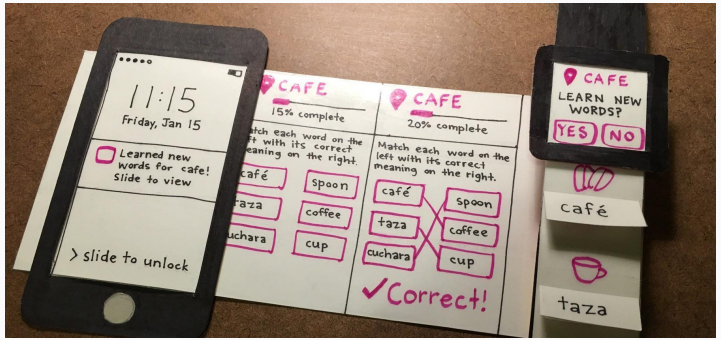
Source

Make me a drawing suitable for the cover of a pulp science-fiction magazine, showing a cowboy in a space suit on an airless planet with two red moons in the heavens.

User Experience Activities

Defining, designing and delivering good experiences is part art and part science.





Source

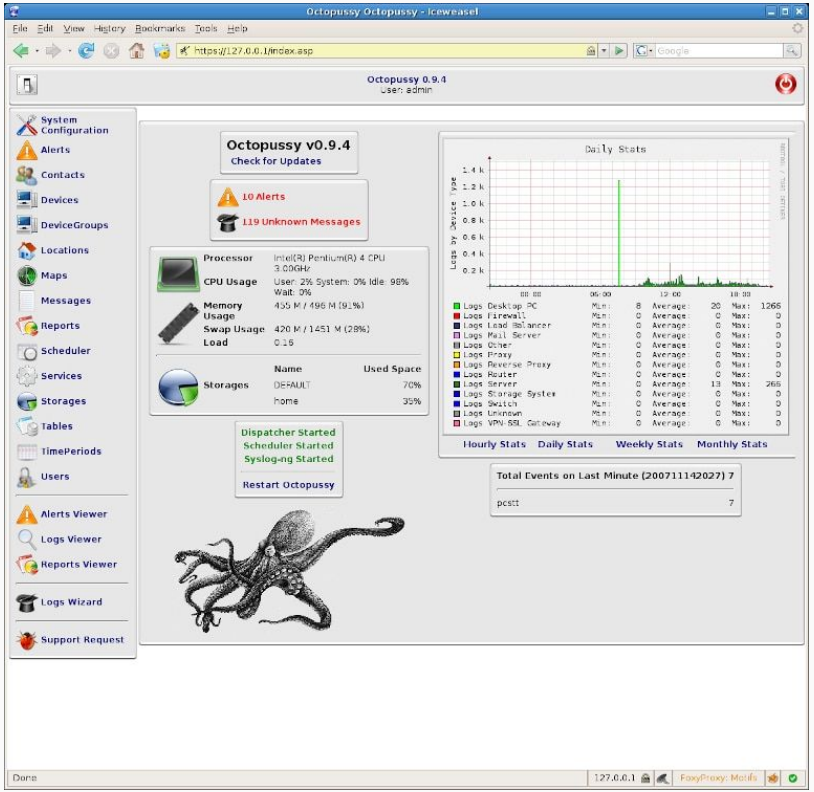
IT Infrastructure, Cloud Computing

Evaluate DevOps tools & vendors based on ease-of-use

Ease of Use and Learning Curve

The usability of the tools is critical. DevOps tools should empower your teams, not create additional complexity. A steep learning curve can slow down adoption and hinder productivity. Prioritize tools that are intuitive and well-documented.

Source



Virtual & Augmented Reality

Testing usability (of content) with users

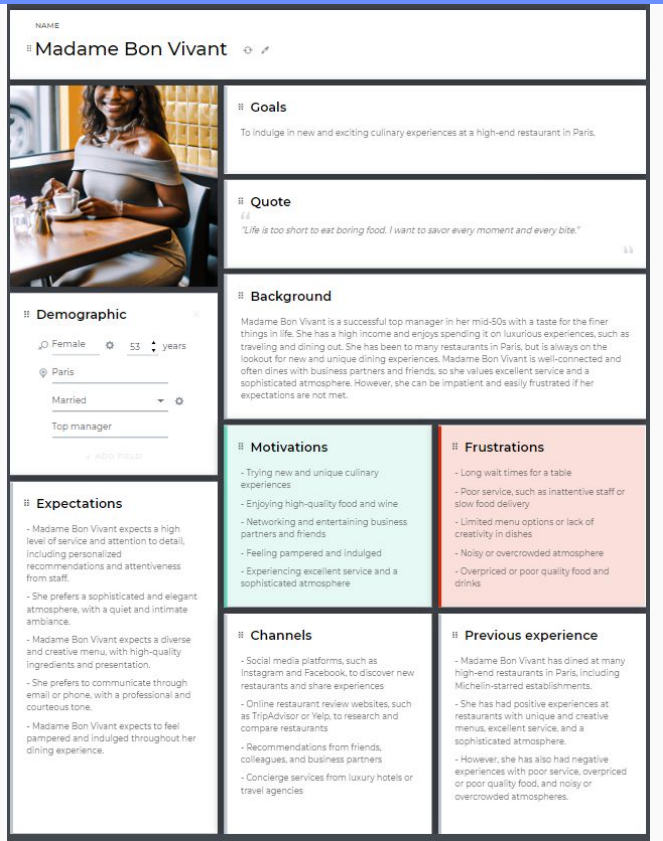
Source

AI (augmented intelligence)

Automate operational UX tasks, stimulate creativity

- Writing and editing, generating summaries
- Ideation and brainstorming, explore concepts
- Research and analysis, generating interview questions
- Content creation, draft documents like research plans
- Communication and collaboration, prepare for workshops

Source



Organizational Capabilities

Managing customer, employee, and other experiences

Conceptual Levels for Design Organizations

10,000 ft

The Big Picture

Integrated view of company's entire offering, brand personality traits, business strategy

1,000 ft

Strategy

Requirements, briefs, desired results, connecting product and business value, planning, vision, campaign concepts

100 ft

Structure

Flows, service blueprints, wireframes, wayfinding, navigation, brand standards and guidelines, visual language

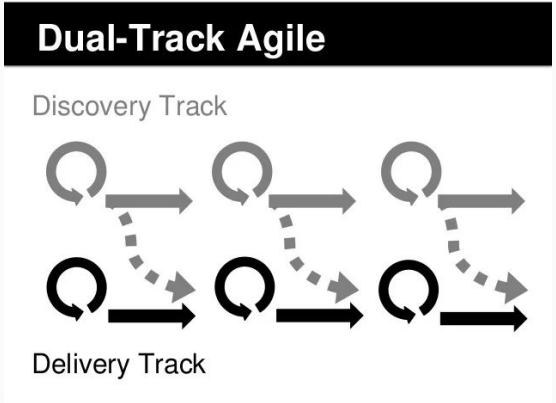
10 ft

Surface

Typography, color, layout, interface design, spacing, animation, transitions

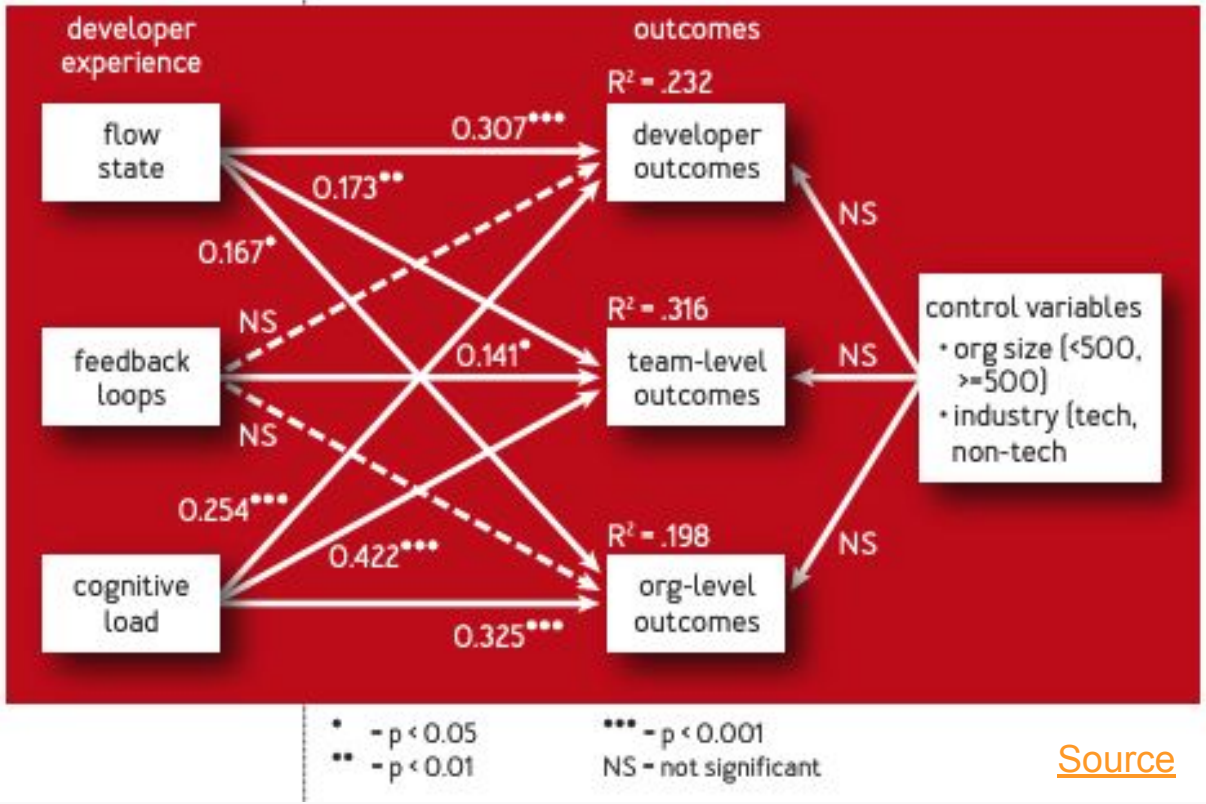
1 ft

Source



IT Infrastructure

IT teams designing experiences for IT teams



Source

Flow: Being in the zone

Feedback: Approving changes

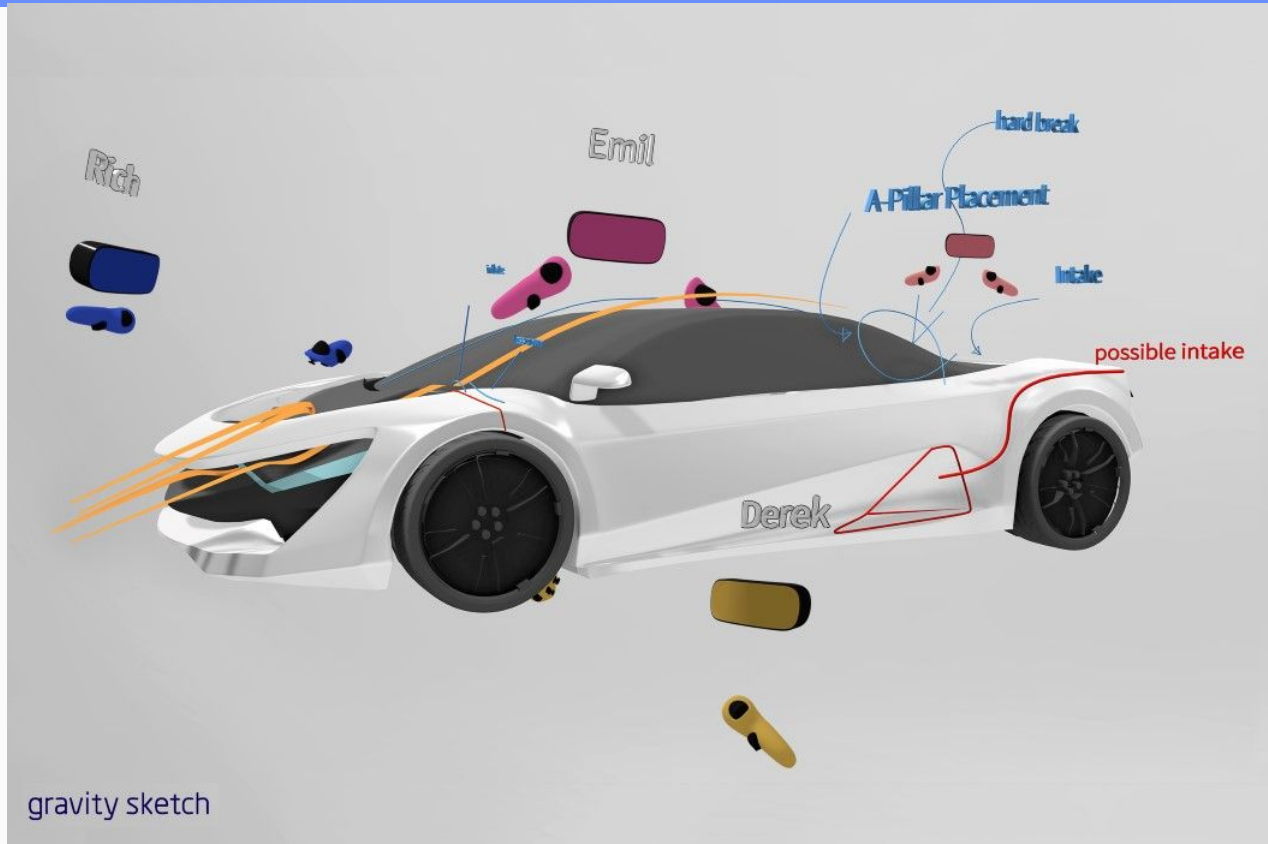
Load: Intuitive tools

Virtual Reality

Using VR to change the way designers collaborate

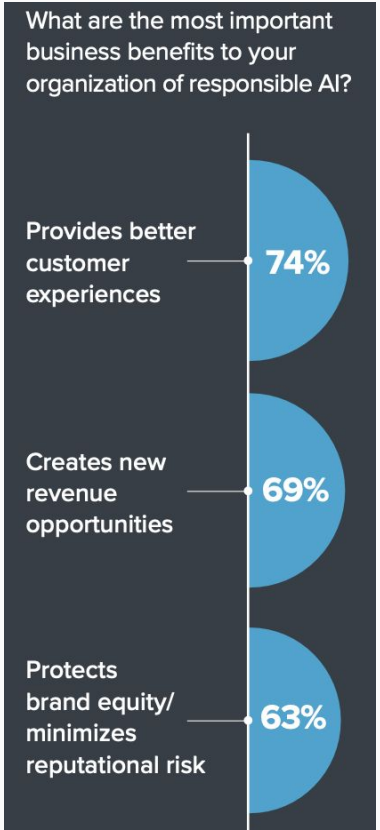
Create and collaborate in one virtual space

Sketch ideas, build models, and review designs in a collaborative virtual studio, joinable from VR or desktop. Talk through design decisions in real-time and leave targeted feedback directly on the model with sketching and text tools.

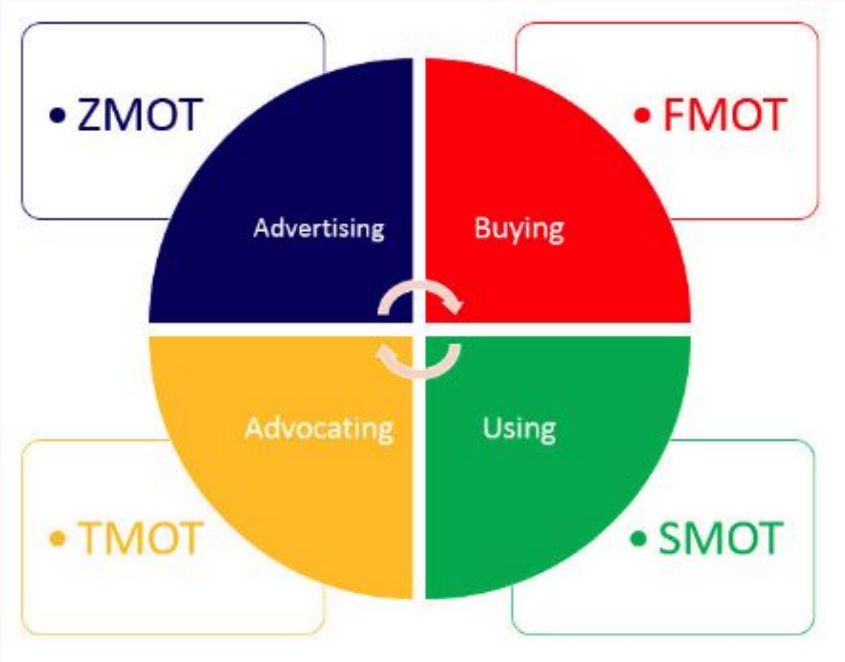


AI

Automated personalized experiences & new “Moment of truth”



Source



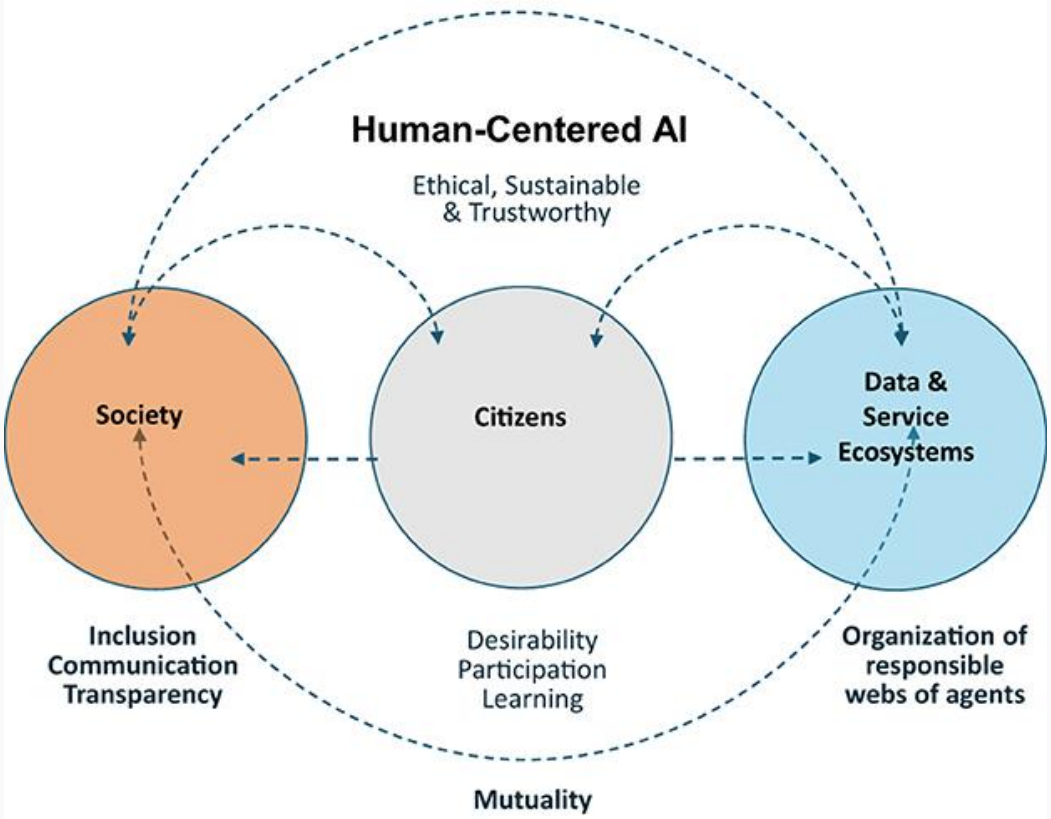
Prompted Moment of Truth

We're entering a new phase of marketing and retail where a solitary AI-generated response holds the power to significantly influence a consumer's purchase decision

Source

UX Communities

Cross-disciplinary fields to design AI at a societal level



Source

	IT	VR	AI
Impressions Users	Fix back end	Natural gestures	Specify outcomes
Activities Researchers, Designers	Usable tools	Usable spaces	Augmented design
Capabilities Business Leaders, Managers	Efficient workflows	Collaboration	Business disruption
Communities Teachers, Learners	Multi-disciplinary		

Thanks!

Keith Instone
instone@dexterityux.com

Slides:
https://dexterityux.com/ux-frontiers-at-twp/

Design disciplines explained.
Visual Designer: Why don't the faucets match?
User Interface Designer: How do I control the temperature?
User Experience Designer: Why are we making people walk across a tile floor with wet hands?
COVALENT
Design + Technology | workwithcovalent.com