What is **UX**?

And why is it essential to Open Source?

Who am **I**?

Cassidy James Blaede
UX Architect

- Cofounder of elementary (OS) (elementary.io)
- Front-end developer at System76 (system76.com)

What is **UX**?

What it is, why it's essential to open source, how to ingrain it into your products

How do we **define** UX?

Textbook

UX "encompasses all aspects of the end-user's interaction with the company, its services, and its products."

—Nielson/Norman

Textbook

"The What, When, Where, Why, and How someone uses a product. As well as Who that person is."

—Matthew Magain

In my words:

"Why someone loves, hates, or is indifferent to your product."

—Me

What UX is **Not**

(though it might contain a bit of)

UX is not **Art**

Created just to evoke an emotion;
Just like, someone's opinion, man.

UX is not **Veneer**

Added on later; just for looks.

UX is not **UI**

Just how the app looks;
Theme, widget styles, icons.

Textbook

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—Nielson/Norman

UX is not **UI**

Just how the app looks;
Theme, widget styles, icons.

UX is not **Usability**

Just how "easy" something is;
Solely function over form.

craigslist

search craigslist

search

event calendar

M	T	W	T	F	S	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

help, faq, abuse, legal

avoid scams & fraud

personal safety tips

terms of use

privacy policy

system status

about craigslist

craigslist is hiring in sf

craigslist open source

craigslist blog

best-of-craigslist

craigslist TV

"craigslist joe"

craig connects

denver w

english ▼

community

activities
artists
childcare
classes
events
general
groups

local news
lost+found
musicians
pets
politics
rideshare
volunteers

personals

strictly platonic
women seek women
women seeking men
men seeking women
men seeking men
misc romance
casual encounters
missed connections
rants and raves

discussion forums

apple	help	photo
arts	history	p.o.c.
atheist	housing	politics
autos	jobs	psych
beauty	jokes	queer
bikes	kink	recover
celebs	legal	religion
comp	linux	romance
crafts	m4m	science
diet	manners	spirit
divorce	marriage	sports
dying	media	tax
eco	money	travel
educ	motocy	tv
feedbk	music	vegan
film	nonprofit	w4w
fitness	open	wed
fixit	outdoor	wine
food	over 50	women
frugal	parent	words
gaming	pets	writing
garden	philos	yoga
haiku		

housing

apts / housing
housing swap
housing wanted
office / commercial
parking / storage
real estate for sale
rooms / shared
rooms wanted
sublets / temporary
vacation rentals

for sale

antiques	farm+garden
appliances	free
arts+crafts	furniture
atv/utv/sno	garage sale
auto parts	general
baby+kid	heavy equip
barter	household
beauty+hlth	jewelry
bikes	materials
boats	motorcycles
books	music instr
business	photo+video
cars+trucks	rvs+camp
cds/dvd/vhs	sporting
cell phones	tickets
clothes+acc	tools
collectibles	toys+games
computers	video gaming
electronics	wanted

services

automotive	legal
beauty	lessons
computer	marine
creative	pet
cycle	real estate
event	skill'd trade
farm+garden	sm biz ads
financial	therapeutic
household	travel/vac
labor/move	write/ed/tr8

jobs

accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
food / bev / hosp
general labor
government
human resources
internet engineers
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev
salon / spa / fitness
security
skilled trade / craft
software / qa / dba
systems / network
technical support
transport
tv / film / video
web / info design
writing / editing
[ETC]
[part-time]

gigs

computer	event
creative	labor
crew	talent
domestic	writing

resumes

UX is not **Accessibility**

Ease-of-use for impairments; optimization for low mobility, blindness, etc.

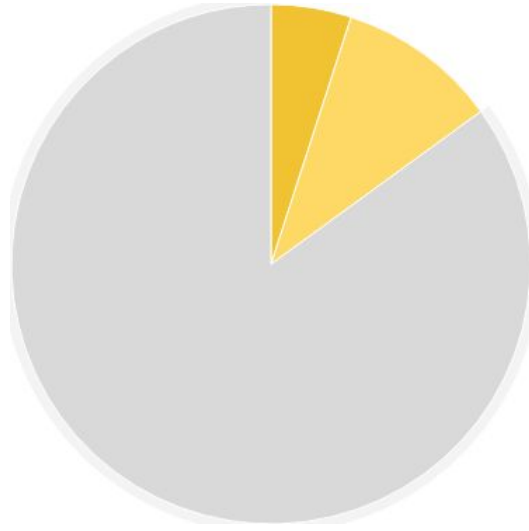# What is UX **in practice**?

In Practice: **Enterprise**

"We're not looking for a strong UX,
it just needs to work."

$1,200/employee training[1] instead of UX

5-15% of projects scrapped due to poor UX[2]

[1]https://www.td.org/Publications/Magazines/TD/TD-Archive/2014/11/2014-State-of-the-Industry-Report-Spending-on-Employee-Training-Remains-a-Priority
[2]http://spectrum.ieee.org/computing/software/why-software-fails

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In Practice: Startups

UX-first, especially to gain adoption

Business strategy is part of the UX

Beyond: to social media, support, ads, etc.

In Practice: **Open Source**

Scratches my itch; "I understand it, good enough!"

Forcing users to make design decisions

Building without a UX architect

Zander the **Architect**

Zander the **Architect** :

historical renovations ::
UX designers : products

Zander the **Architect**

Without him, they're screwed.

Zander the **Architect**

We need **UX Architects**.

What UX **Should Be**

UX should be **the "Why"**

Not just the "what" of a design,
but the "why."

Reasoning behind the UI

UX should be **Strategy**

All the way back to goals and stakeholders

Simplicity, usability, desire

UX should be **Pervasive**

Always thinking of the users

Involved at every step

Why is **UX** essential to **Open Source**?

Compete with **Closed Source** software

Doesn't always cost a lot

Open Source is more agile

Trade ideas with the community

Be **Accessible** to All

Lower the barrier to entry

Create cleaner UI, docs, and translations

Get out of the way!

Improve your **Codebase**

Focused UX = less UI = less code

Less to break

More time to implement features

What is **UX**?

And why is it essential to Open Source?

Ingrain UX into an Open Source project

UX Architect(s) at the **Leadership** level

They ensure UX is pervasive strategy

Success with elementary, GNOME, others

Hire UX people early

Remember Zander! You need an architect.

Just as important as paying developers

Treat **UX issues** as **bugs**

Just as critical as a segfault!

Need thorough solutions, not ugly hacks

Treat **UX issues** as **bugs**

"If a feature is too hard to use, in the eyes of the user, the feature is broken or doesn't exist at all."

—Daniel Foré

Treat **UX issues** as **bugs**

Just as critical as a segfault!

Need thorough solutions, not ugly hacks

Think **UX-first**

Work your way backwards to the tech

Central tenet of creating a positive UX

Continue to do UX tasks

UX is not a one-time consideration

Always be designing

What is **UX**?

Why someone loves, hates, or is indifferent to your product.

Why is it essential to Open Source?

Compete with closed source, be accessible to all, improve your codebase.

How do you ingrain UX into an Open Source project?

UX people in leadership, hire UX people early, treat UX issues as bugs, think UX-first, continue to perform UX tasks

Thank you!

Q & A