

User Experience for All

Martin Casey



UX isn't about winning
awards

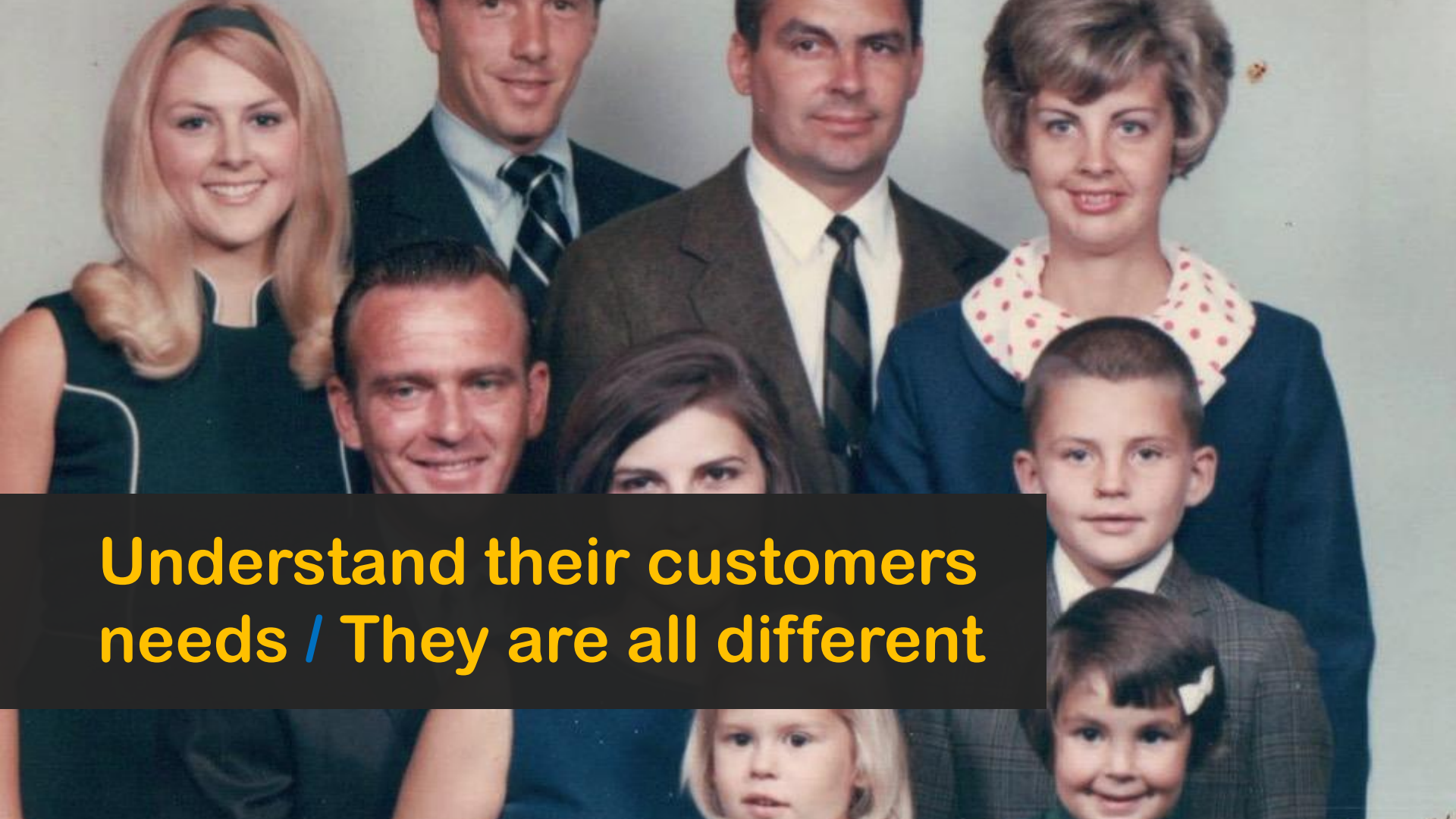




There is no one size fits all /
Keep these principles in mind



**Understand your client's
needs / Listen and learn**



**Understand their customers
needs / They are all different**



**Research, analyse and audit
the business and its peers**



**Prototype / Create scenarios
and iterate quickly**



**Test with real customers /
Learn from the experience**



**Test across all devices /
The experience is different**



**UX is organic / Don't force the
process**

A photograph of a large truck, possibly a military transport or a heavy-duty cargo vehicle, completely covered by a massive, dense pile of people and their belongings. The people, many wearing head coverings and colorful clothing, are stacked high on top of the truck, reaching up to the sky. Various items, including bicycles, bags, and other personal effects, are visible protruding from the pile. The truck is driving on a dry, dusty road in a desert-like environment under a clear blue sky. A dark grey rectangular box is overlaid on the middle of the image, containing yellow text.

**Extremes / There is always a
design solution**



Standards / Bring in external specialists to validate work

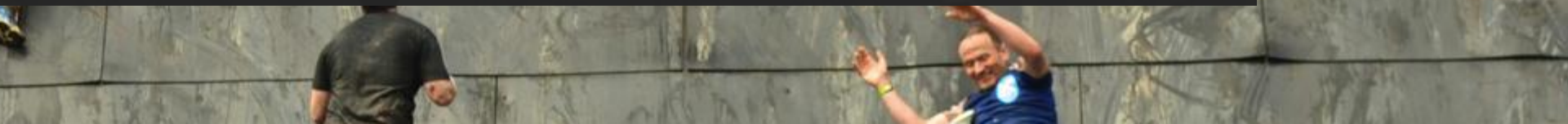


The chart displays several data series (blue and green lines) plotted against a time axis from 14:04 to 14:20. Most series remain near the bottom of the chart, with a few showing a sharp increase starting around 14:11, peaking at approximately 14:15, and then declining. The peak values for these series are roughly 80-90% of the chart's vertical scale. The text 'Measure / Continually improve the product experience' is overlaid on the chart area.

**Measure / Continually improve
the product experience**



**Teamwork / Collaboration builds
success and momentum**



THANK YOU

martin@arekibo.com
[@martinjcasy](#)