EMPATHY IS NOT ENOUGH: THE POWER OF US

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Early Pandora Engineer

18 years of engineering + design experience
DESIGN
EMPATHY
CONTENT CURATION
ENGINEERING DESIGN
WHY MOST EMPATHY FAILS

- Lack of time to truly understand the user. Trying to mimic the user is not enough.
- Implicit Bias. Listening is not enough.
- Users are not the same. The lowest common denominator is not enough.
Cycling Demographics

- Boomers (seniors aged 55+) represent the fastest growing demographic when it comes to total number of cycling event registrations, growing from 25% of total registrations in 2014 to 31% of total registrations in 2015
PERSONAS

• Personas, or role base user stories, take a different approach

• Focus on what user do, not who they are

• Still do we truly know who they are?
WHO LOVES THEIR BANKING APP?

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WHY SHOULD YOU ALLOW CONTENT CURATION?

• When users place importance on content, and determine its position in the UX, it becomes powerful TO THEM.

• Users can provide feedback about the content in context, App creators receive the feedback in context.

• Start with Analytics.
ENGINEERED DESIGN

- Design powered with code, that reacts to usage
- Design and Engineering collaborate on the app architecture
BURWOOD PORTAL

- Network Administrator View
- Financial Officers View
- View restructures based on usage > “Machine Learning”
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DESIGN + CODE
LOVE AFFAIR

- Designers, fall in love with code
- Engineers, fall in love with design
- Everyone, fall in love with delightful UX