

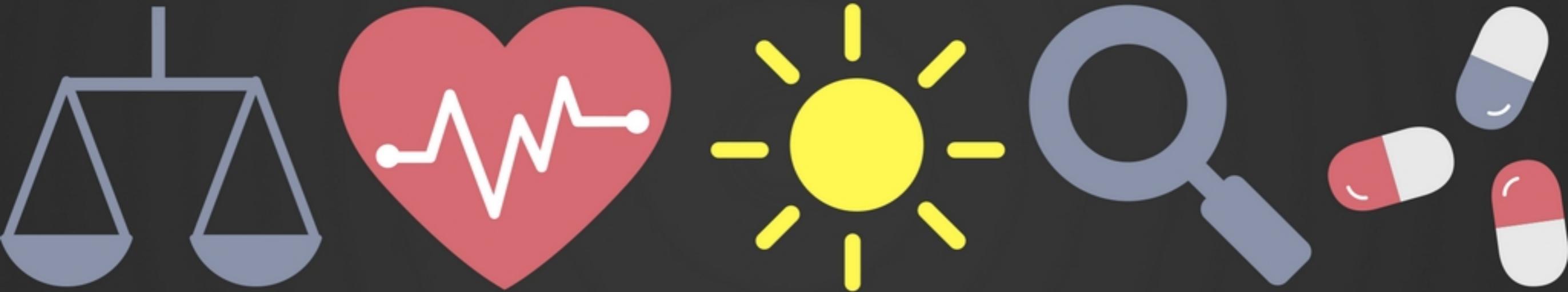
UX DESIGN MANIFESTO

- är det möjligt?



Zayera Khan

Finns det gemensamma riktlinjer och principer som vi kan enas kring?



Kan dessa inkludera etik, moral utifrån humana principer, men även hållbarhet och politik?

www.menti.com

ange koden

81 86 66

Manifesto (noun)

- A public declaration of intentions, opinions, objectives, or motives, as one issued by a government, sovereign or organisation.

<http://www.dictionary.com/browse/manifesto>

<https://backspace.com/notes/2009/07/design-manifestos.php>

<http://geoffmcdonald.com/famous-manifestos/>

Manifesto for service and product design (1)

- **We focus on our user's needs** => We understand their emotions, feelings and aspirations rather than making assumptions on what they want.
- **We add value and not features** => Every piece of functionality we add to the system should add value for our users.
- **We test and iterate** => We are aware that our solutions are assumptions unless they are tested with real users. We test assumptions, learn and improve our ideas.
- **We learn from failure** => We encourage failure, embrace setbacks, and allow to make mistakes. We learn, iterate and grow from them.
- **We are obvious** => The experiences we craft are obvious, transparent and inevitable. We go the extra mile to make the experience feel like the only way it could have been.
- **We are consistent** => We are consistent with our designs, the language we use on interfaces, our code and our data. We understand that consistency will make our design better, easier to use, and practically invisible.
- **We make it usable and attractive** => We care about how our solutions look and feel. We make our work pleasant to look at and a delight to interact with.

Manifesto for service and product design (2)

- **We make it accessible and inclusive** => Everything we build should be accessible, responsive and inclusive. We sacrifice elegance over inclusiveness, readability and legibility.
- **We imbue ownership** => We imbue ownership with reliability, clear privacy and control. We design experiences for the right type of ownership.
- **We design with data** => We embrace data-driven decision-making. We make sure analytics are built-in and always on.
- **We collaborate** => We tackle problems together. We listen, we understand and we encourage rather than force solutions. We learn from each other and understand the value of what we are building.
- **We make it shareable and reusable** => If we have found a way of doing something that works, we share it whenever we can instead of reinventing the wheel every time.
- **We acknowledge that design never stops** => Design is an ongoing imperative. We listen to user feedbacks and make data-driven decisions to refine and improve our product.

Lean UX Manifesto

- **Early customer validation** over releasing products with unknown end-user value
- **Collaborative design** over designing on an island
- **Solving user problems** over designing the next “cool” feature
- **Measuring KPIs** over undefined success metrics
- **Applying appropriate tools** over following a rigid plan
- **Nimble design** over heavy wireframes, comps or specs

Manifesto for Agile Software Development

We are uncovering better ways of developing software by doing it and helping others do it.

Through this work we have come to value:

Individuals and interactions over processes and tools
Working software over comprehensive documentation
Customer collaboration over contract negotiation
Responding to change over following a plan

That is, while there is value in the items on the right, we value the items on the left more.

Ten Principles for Good Design / Dieter Rams (1)

- **Good design is innovative.**

The possibilities for innovation are not, by any means, exhausted. Technological development is always offering new opportunities for innovative design. But innovative design always develops in tandem with innovative technology, and can never be an end in itself.

- **Good design makes a product useful.**

A product is bought to be used. It has to satisfy certain criteria, not only functional, but also psychological and aesthetic. Good design emphasises the usefulness of a product whilst disregarding anything that could possibly detract from it.

- **Good design is aesthetic.**

The aesthetic quality of a product is integral to its usefulness because products we use every day affect our person and our well-being. But only well-executed objects can be beautiful.

- **Good design makes a product understandable.**

It clarifies the product's structure. Better still, it can make the product talk. At best, it is self-explanatory.

- **Good design is unobtrusive.**

Products fulfilling a purpose are like tools. They are neither decorative objects nor works of art. Their design should therefore be both neutral and restrained, to leave room for the user's self-expression.

Ten Principles for Good Design / Dieter Rams (2)

- **Good design is honest.**

It does not make a product more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept.

- **Good design is long-lasting.**

It avoids being fashionable and therefore never appears antiquated. Unlike fashionable design, it lasts many years – even in today's throwaway society.

- **Good design is thorough down to the last detail.**

Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect towards the consumer.

- **Good design is environmentally friendly.**

Design makes an important contribution to the preservation of the environment. It conserves resources and minimises physical and visual pollution throughout the lifecycle of the product.

- **Good design is as little design as possible.**

Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials. Back to purity, back to simplicity.

The User Experience Design Manifesto / Austin Govella

- **Organizations—Not Designers—Design Everything.**

Just as your best thinker improves everything, that one person in your organization who doesn't understand the user experience creates a drag on every product or service you produce. To create better experiences, you have to create better organizations. You have to improve your organization's design literacy. You have to improve the design literacy of everyone in the group.

- **Common Barriers Stop The Design Of Better Experiences.**

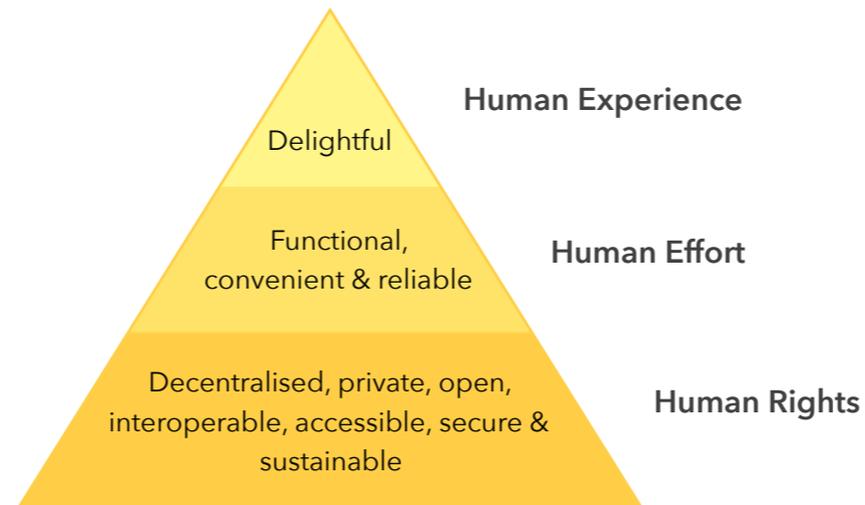
These barriers — value, focus, time, memory, talent, process, and improvement — represent the distance between you and the balanced teams your organization needs to create better experiences. Sometimes these cultural barriers are codified into your organization's process. Sometimes they exist as hidden assumptions in your team member's minds. But you can overcome all of them to improve your organization's design literacy.

- **Better Organizations To Enable Better Design.**

Your design activities don't change. Change how you work with your team. Change how you work, so your goal is always a better organization instead of a better product. Change how you accomplish the design, so that you are always improving your team's design literacy.

Ethical Design

Respect



Human Rights

Technology that respects human rights is decentralised, peer-to-peer, zero-knowledge, end-to-end encrypted, free and open source, interoperable, accessible, and sustainable.

It respects and protects your civil liberties, reduces inequality, and benefits democracy.



Human Effort

Technology that respects human effort is functional, convenient, and reliable.

It is thoughtful and accommodating; not arrogant or demanding. It understands that you might be distracted or differently-abled. It respects the limited time you have on this planet.



Human Experience

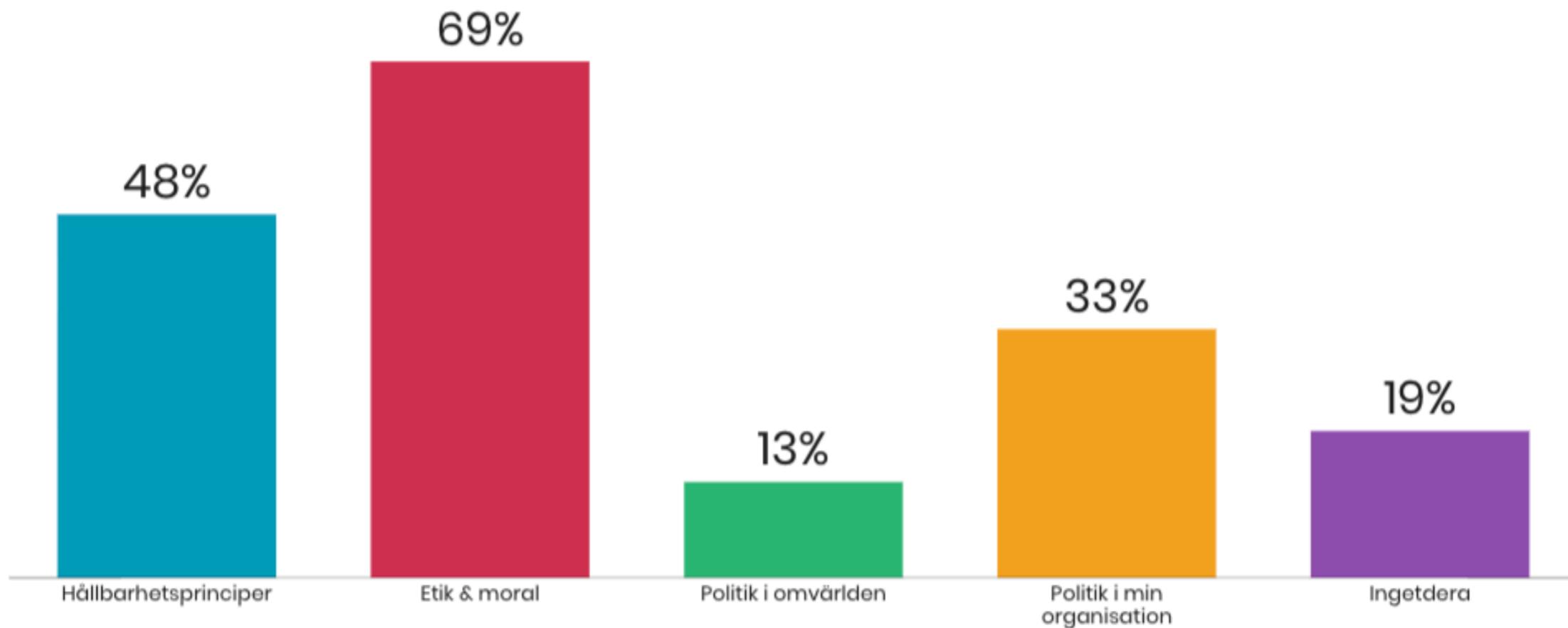
Technology that respects human experience is beautiful, magical, and delightful.

It just works. It's intuitive. It's invisible. It recedes into background of your life. It gives you joy. It empowers you with superpowers. It puts a smile on your face and makes your life better.

Mentimeter resultat

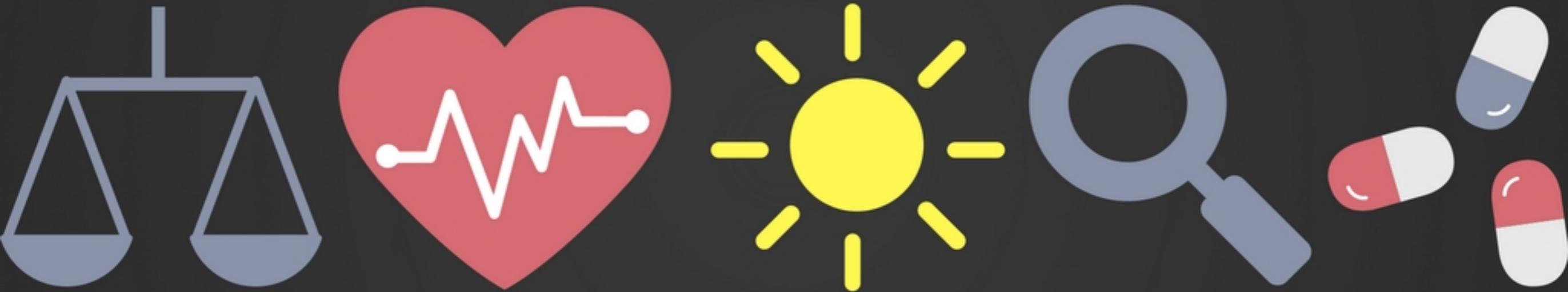
Tänker du på följande vid designbeslut

Mentimeter



118

ABSOLUT men vi gör det som individuellt men inte kollektivt i organisationer eller föreningar.



Etik, moral tillsammans med humana principer, hållbarhet och politik bör alltid ingå i diskursen!

UX DESIGN MANIFESTO

= > dags att komma överens!

