

How to design a “NASA product of the year,, and our learnings out of it

LESSONS LEARNED

- | Ask the 5 key questions for your project start
- | Define a contextual map in 4 steps
- | Innovate touchpoints with three concrete questions
- | Define a pattern in 5 steps
- | Prove how a single UX step works with visualisation tools

UX errors can kill people!
Safety and documentation cannot be separated.

LESSONS LEARNED

- | Engineer PQA constructs in user documentation
- | Describe cognitive linking and apply it
- | Identify four critical user emotions
- | Apply a cognitive rule to measure sentence length
- | Describe the minimum guarantee a good UX design can offer

Designing Experiences Through Story

LESSONS LEARNED

- | Use a story to add emotional connection to your UX experience
- | Use a narrative flow to guide and organize ideas with drama and emotional resonance
- | Use stories with subtext to optimize impact (memory triggers)
- | Describe universal human experience and how they focus the emotional elements common for all
- | Applying story can impact more than a simple case study

The Top 3 Problems in UX Design and how to solve them.

LESSONS LEARNED

- | How to scale design in large teams and for complex problems
- | How to remove confusion and uncertainty from the role of design
- | How to help designers achieve their maximum potential