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TALK 1 : UX/DX - WHAT YOU NEED TO KNOW

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1.0 INTRODUCTION

User experience design has revolutionised the entirety of the design process for many designers, companies and corporations. Connecting the user to the product by highlighting the areas people are most attracted to and exploiting this during the design process. User experience(UX) is one of the crucial things in developing a system. User experience refers to the experience when users interact with a tool, website, app or some other system. It is also considered what user experience when using the products that developer design or corporate the idea. The result of this experience will produce results like a list of what the user's comments either good or bad and reasons for them.

However, developer experience(DX) matters for the same reasons with UX. Developer experience is the equivalent to User Experience when the user of the software or system is a developer. Developer experience refers to the experience by developers that have been using the company's products. The developers might use extra tools or software for their product development review. The developers have the right to act with different personas and situations. In order to fulfill the requirements, the company must have good communication, authentic and open and lastly great documentation.

User experience is important because it tries to fulfill the user's needs from every single aspect. Other than that, it aims to provide positive experiences that keep a user loyal using the product continuously for a long period of time. When the users continue using an application or a product that possesses good user experience, it would eventually achieve what the designer wants the users to get from using the respective item. On the other hand, Developer Experience(DX) is significant because it can affect the usage and adoption of your digital product. There is an idea in developer experience which is to keep the tool more versatile and elegant, the easier and faster it is to use, thus making more developers who wish to use it.

2.0 TALK SUMMARY

The talk is about “What You Need To Know” regarding user experience and developer experience when they use our product. We have to know what they don't like and what they feel comfortable with. User experience is important because **it attempts to meet the needs of the user**. Its goal is to create positive interactions that encourage users to stick with a product or brand. Furthermore, defining consumer experiences on your product that are most conducive to business success is possible with a meaningful user interface. Other than that, we also learn that **users want quick responses** when they use any technology. For example, when scanning qr code with my sejahtera we have to be quick if not the line will be long because of us. Besides that, when we are in an online shopping website that has sales, we want to checkout quickly so that the item will not be sold out. That's why we need to have 4g and 5g speed running smoothly in our country. Once we reach 5g, we can **achieve new technology** in medication, autonomous driving and more.

Next point is that users want a **clear and uncluttered** interface. If their website is lacking, people may choose not to do business with you. Would you like users to remain on your site? Then a specification is taken. Concentrate user interest on a clear and uncluttered page. What we need to know now is what is UX's real definition. Basically UX refers to the experience when users interact with a tool, website, app, or some other system. UX also means that the **user experiences when they use our product**. Other than that DX means the developer experience or its **refer to the experience of the developer** when they use our tools or software for their product development. The reason we need to know their experience is because each **person has a different personality** and skills.

From the talk, we also got to know what are the **good UX or DX design criteria**. The first basic good criteria of a ux/dx is **functional or useful**. UX design is totally centered around tackling the clients' issues, which makes ease of use of the plan perhaps the most significant client experience plan standards. Regardless of how stylishly satisfying your work might be, it will not evoke an emotional response from the client except if it is safe and easy to use. Next, An

undeniably significant guideline from among the UX plan rudiments is designing with **accessibility** in mind. In a straightforward words, a designer's obligation is to ensure that his plan is usable for however many individuals as could be expected under the circumstances. This implies that your design should be open to individuals with handicaps as well. Besides, **astounding navigation** is quite possibly the main parts of site ease of use. Straightforward HTML or JavaScript menus will in general work better and are fundamental structure blocks for stage and program autonomous UX design. It is similarly imperative to guarantee the smooth flow of navigation. Furthermore, to give the most ideal user experience on a site, **credibility** is a vital mainstay of long haul achievement. Practically speaking, this way to save the guest from the terrible experience of perusing many pages just to ensure your item or administration is important. The footer segment is ideal for educating the guest about individuals and contacts behind the site. Validity is similarly significant on valuing pages. There are numerous approaches to address costs in an extensive manner.

There are 5 processes of designing UX. First is **Research**. This stage of the design process is really focused on you to explore but also better understand in merging yourself into the business, industry and also the customer pain point. Some of the activities that you will be engaged in within this process is setting up KPI and business outcomes. Every single UX project is tied to business outcomes. Businesses are investing money into designers to help them crop experiences that customers will pay for. Next, we have **Planning**. In the planning phase, there are 3 common activities that will be most likely to be engaged in. Creating user stories is a process for you to clearly outline all the user and customer needs which will be sorted and sold through features on the product. High-level user flow is a diagram to show all the different paths and journeys that a customer will go through on a very visual outline. Creating a sitemap is the last step in the planning process. Furthermore, we have a **Conceptualize** process. In this process, the designer will most likely be creating a preliminary sketch. One of the common approaches is to grab a notebook and pen and start scribbling down some ideas that you have for the experience and also the interface as well. Moreover, we have the **Designing** process. You want to make sure you have a designed system that looks very polished and it's market ready. You also want to focus on the accessibility of the design. Making sure that the colours are accessible on all digital devices. And the last process is the **Analysis** process. In the analysis process, you always

need to know the result and the outcome that you have produced are meeting those business outcomes that you have outlined in the Research process earlier.

Furthermore the talk also explains **how to do user research**. There are four ways to do so in general. Firstly, companies have to **make surveys** through their users and customers. For example, we can see that youtube makes a survey through the youtube video advertisement. Other than that, youtube also provides a comment section for the user to complain or tell what they like and dislike. From that youtube can improve their quality and make the user loyal to their company. Next, companies can do some research and **observe their competitors** which produce similar products. So with this move we can compare ours and other's company products to beat them. Not to mention, developers can do **interviews on their users** during one to one session. For example, a bank management team can ask the user how the system goes during the bank transaction and do they have good experience with the bank website interface. For good measure, interviewers have to let the user criticize the website to obtain the main problem of the services. The last way to do research on users is **analytics**, in which we measure how long the user stays on the website and how many people use the website.

Last but not least is **how to test user experience** and developer experience of our product. Companies can run **usability tests** which try to get your friend to try or get users to try out your prototype. Then, seek for complaint and feedback so that you can identify the problem and quickly do some improvement. If this way is slower than you think, the talk recommends **forming a focus group** and asking them to use your prototype. This group of people will discuss your prototype and they will figure out what they like or dislike with it. Over and above that, do a **session recording** which means that you have to record when the user is testing your prototype. This is much better because you can watch over and over again how the testing process was.

3.0 CONCLUSION

In conclusion, as one of the participants, we received the talk positively and appreciated the practical examples provided by both powerful panels. We could see, the main point that has been emphasized in this talk was the importance of UX and DX. From the talk, we could conclude that DX will be increasingly addressed in digital product alignments and strategies, as developers are increasingly considered to be a major player in the business, and often decision-makers. However, UX also seems important because it tries to fulfill the user's needs. It aims to provide positive experiences that keep users loyal to the product or brand. Additionally, a meaningful user experience allows you to define customer journeys on your website that are most conducive to business success.

To sum up the point, UX and DX have their own special relationship where improving DX can pave the way to better UX. Improved DX somehow gave the developers a better understanding of how the software can be implemented and customized so that they can provide a better UX for their users. The developers also knew about the different features and options available to them and how to make the most of them.

Thus, this talk somehow gave a better understanding on UX DX and taught us several ways on how to test user experience, how to do user research etc. We opined for such a program should be held in the future since it opens our eyes to real world experience.

4.0 REFLECTION

4.1 NUR ALEEYA SYAKILA'S REFLECTION

From the talk I learnt a lot especially about how important it is to have a good UX DX. Since UX Development generally focuses around the clients' fulfillment and delight, it assumes a significant part in the business' prosperity. From a business' perspective, it is fundamental to stress on the clients' fulfillment to construct the brand worth and notoriety of the business. With IT being the serious field, the need of UX configuration administration to catch the buyers' eye and income from the organization's items is very critical.

4.2 AZRIANA'S REFLECTION

For my point of view, I now know that user experience and development experience is very important for us to improve our product quality or any flaws in the product. UX is essential since it attempts to meet the requirements of the consumers. The importance of User Experience (UX) cannot be overestimated when it comes to the website, since a site which is difficult to use, is weak or badly constructed and makes visitors leave and, at the same time, also degrades the status of the associated brand. On a wider scale, (UX) is vital, because the objective is to meet the user's needs completely and then provide continuously good interactions, thus keeping the user loyal to the company or service. Other than that, there are trillions of different types of persona in this world so companies must take the best way to improve their product based on those people. Lastly, there are certain things that we have to bear in mind which is Fuels dynamic feedback. Seek feedback frequently to help to change course more quickly. Next is website developers have to get comfortable being wrong. You must go to unforgettable territory in order to create new ideas. Nobody likes to be mistaken. But it's extremely difficult for us as developers to be correct all the time. Being a designer means being wrong as we push away a bunch of those on the road to a brilliant solution.

4.3 NOR HAFIYZHA'S REFLECTION

From this talk, I liked the point where Mr Kanapathy emphasized the importance of UX and DX where these two features have been used widely on apps, digital contents and so on. He also gave some UI examples on food reservation apps where we also had some discussion on the student and gave a bunch of ideas to improve the application where. Besides, he also emphasized where UX DX applied such as documentation, user interface, and packaging. Next, I learned how to design a product with good UX and DX where Miss Yap Keng Lai emphasizes 4 ways which are usability testing, card sorting and etc. Overall, I do really enjoy this talk since I once made a web based system and I somehow could apply all the information and knowledge in the future.

4.4 NUR HADIRAH MUNAWARAH'S REFLECTION

What I have learned in this talk is that user's review is very important in improving a product. They also emphasised the definition of user experience (UX) and developers experience (DX), criteria of good UX and DX, application of them, the processes, how to test the product and how do the user make research. Thus, all of this knowledge will improve the company to make their product great and perfect. In future, this talk can be applied in the real world of many new developers out there whereas they want to develop a new product. This ux or dx will clarify their vision on how to build their product.

4.5 ALVIN'S REFLECTION

I personally appreciate UTM for making talk happened because I truly learned a lot of things from the speaker. First things first, the speaker pointed out the importance of UX which is commonly known as user experience, DX or developer experience, making all of us need to take these 2 factors into consideration when designing an app or even a website. The speaker further explained about the few steps of carrying out the UX/DX process. He ensured all of us need not to forget every single detail of the steps mentioned in the talk because these simple details are all it takes to succeed in the process.

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