

MIRAN GRUJIC

**WHO DROPPED
AND MADE YOU THE VOICE FOR ALL USERS!**

 new target



MIRAN GRUJIC – JUNKANT

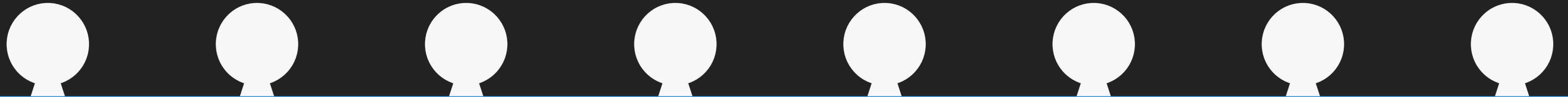
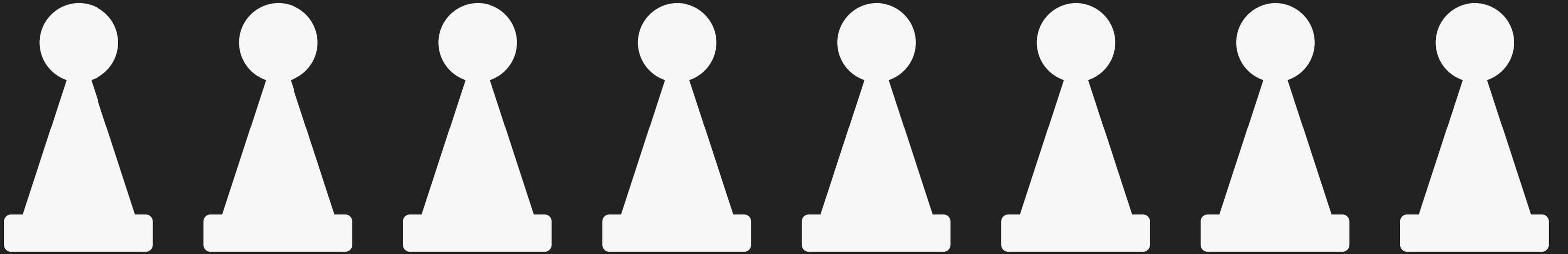
USER EXPERIENCE

- ▶ Governments
- ▶ Non-Profits
- ▶ Associations
- ▶ Etc

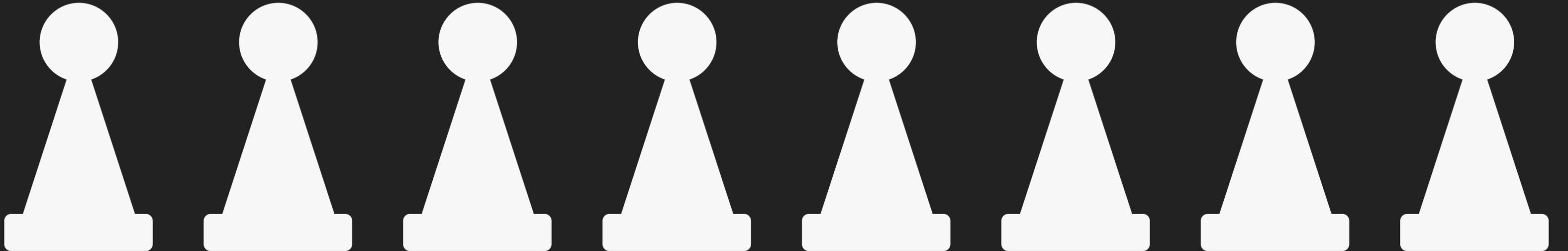


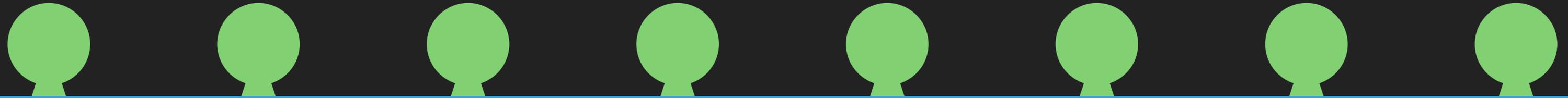
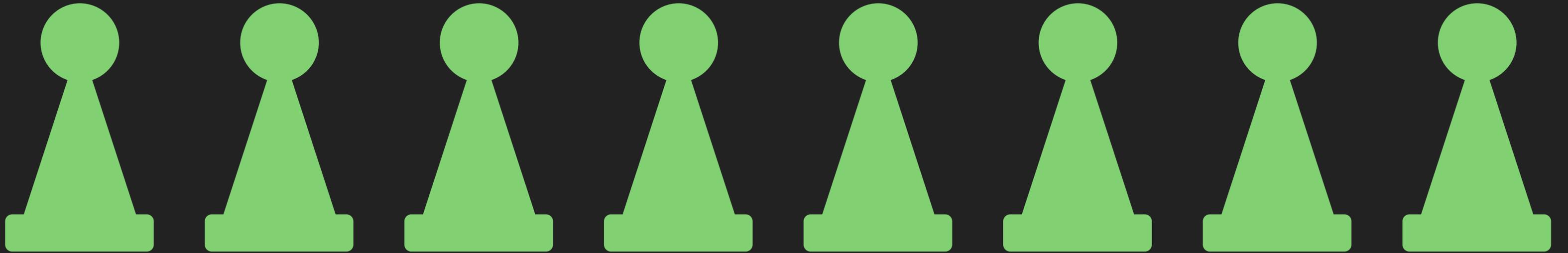
WE ARE GOING TO EXPLORE
THEORIES AND THOUGHTS

WARNING!

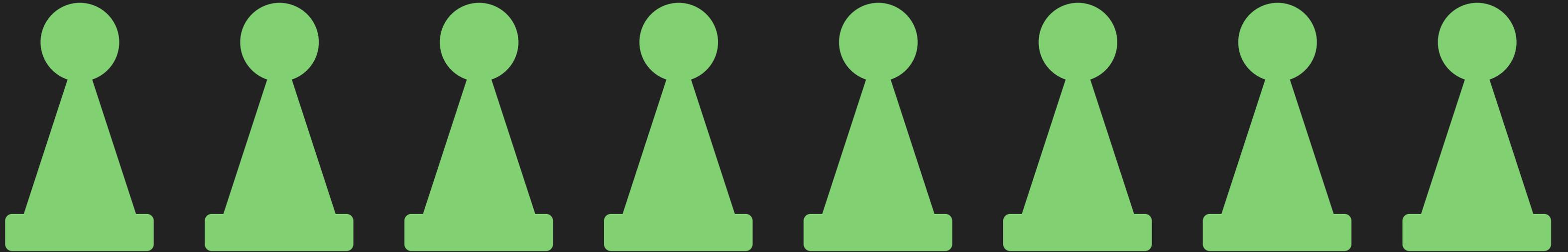


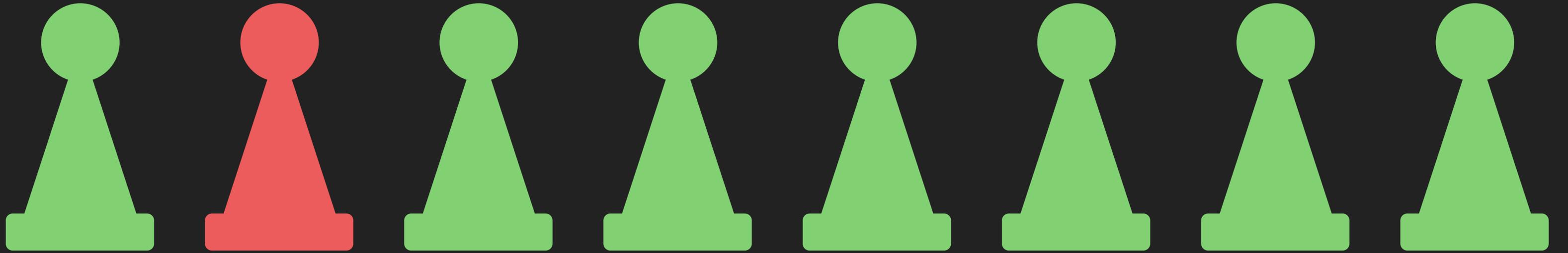
NEW USERS



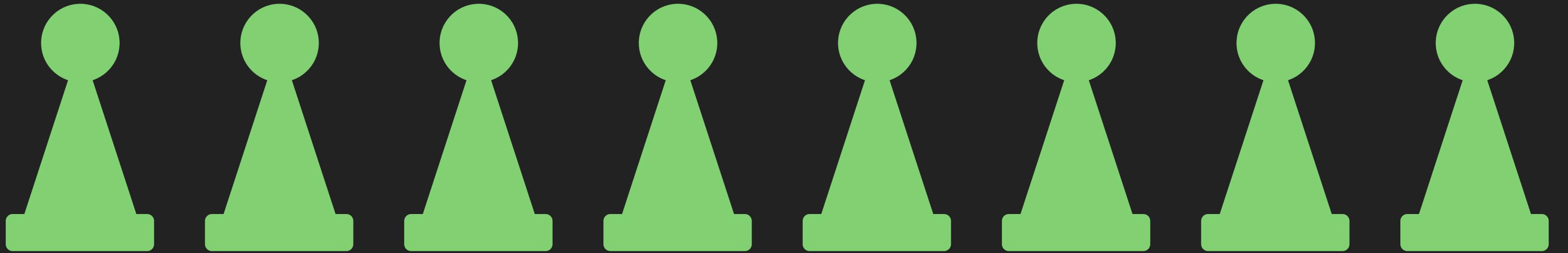


HAPPY USERS

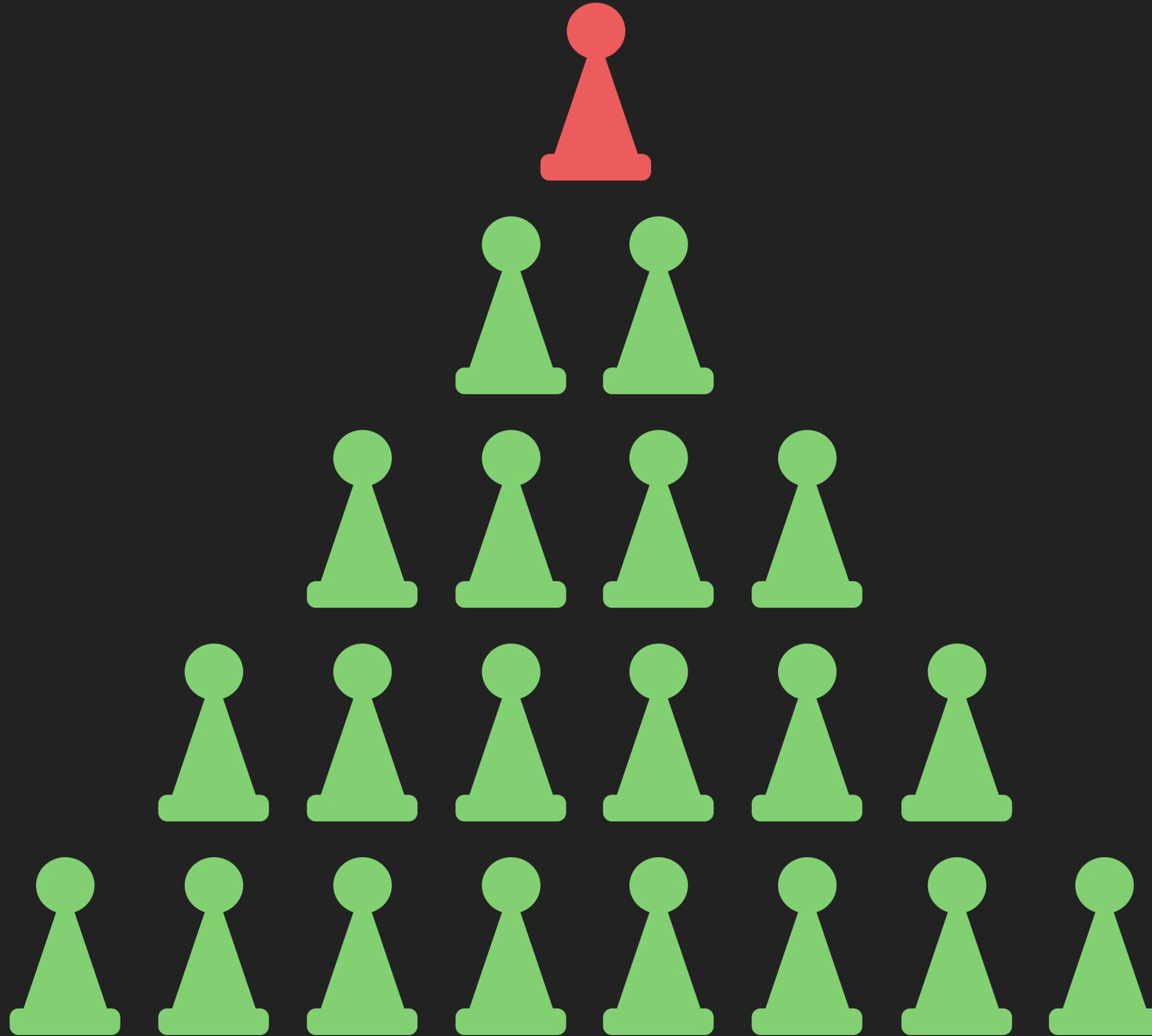




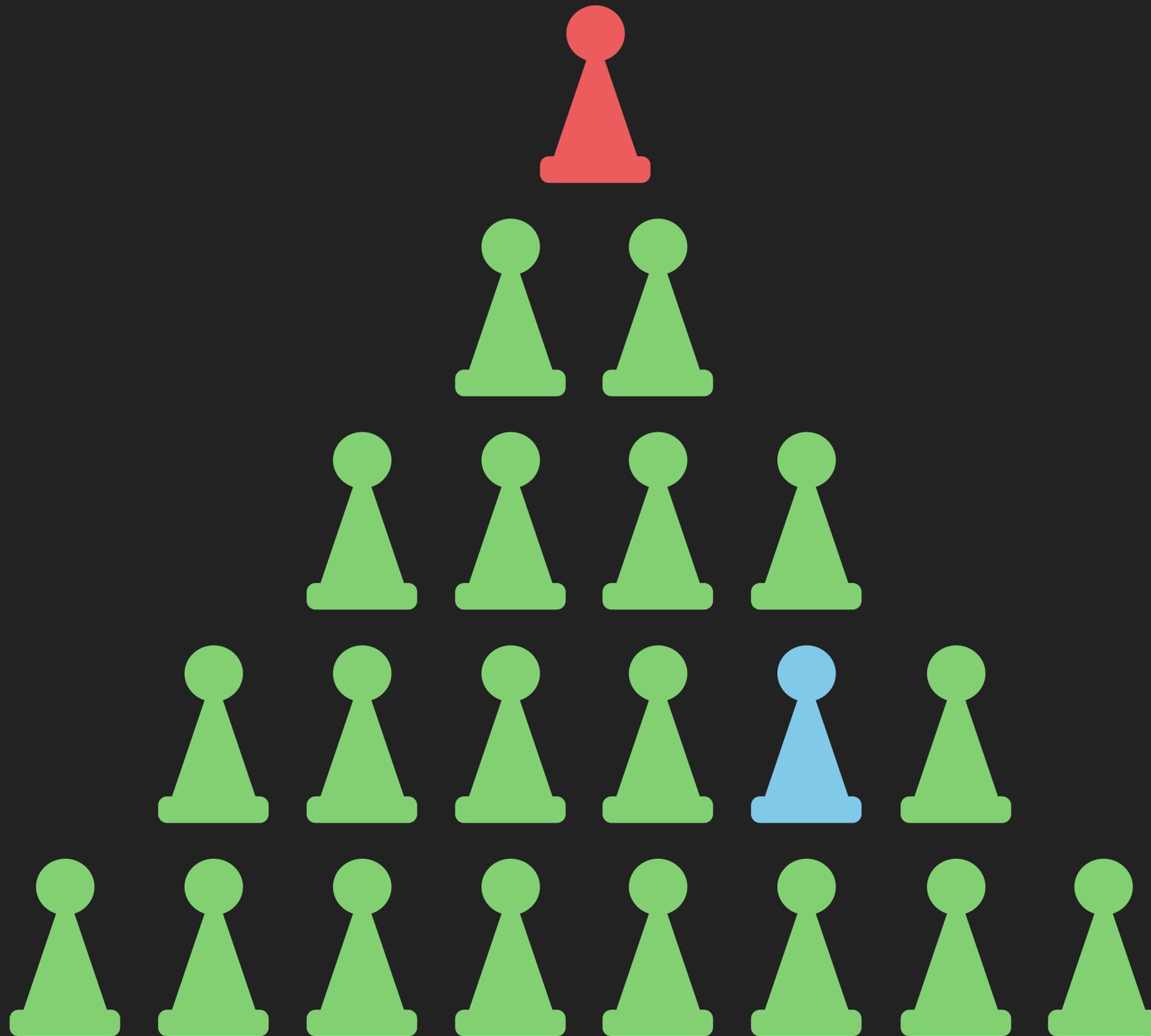
NOT HAPPY AT ALL!!!



ORG HIERARCHY

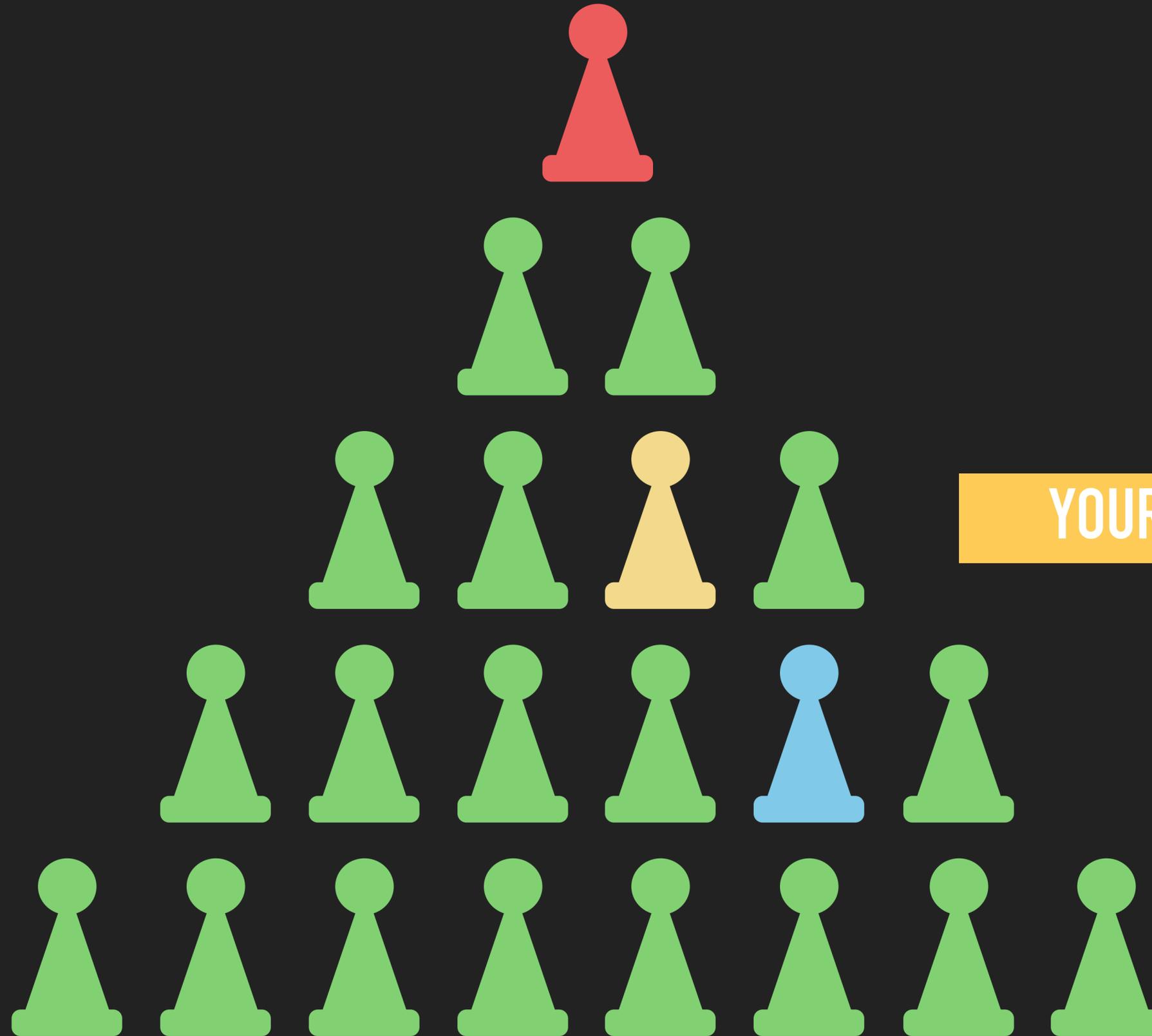


ORG HIERARCHY



YOU ARE HERE

ORG HIERARCHY

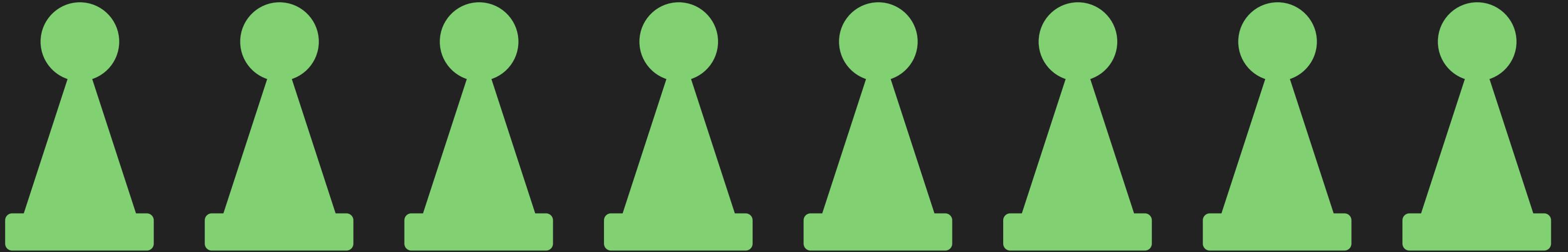


YOUR BOSS OR MANAGER

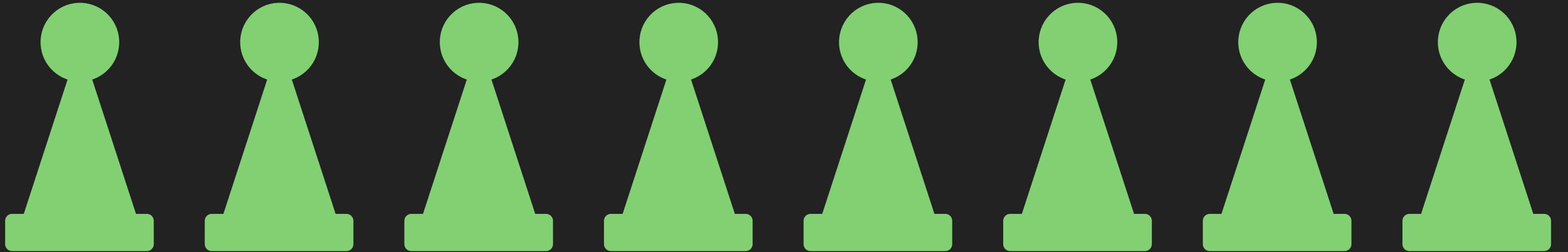
FIRST INSTINCT

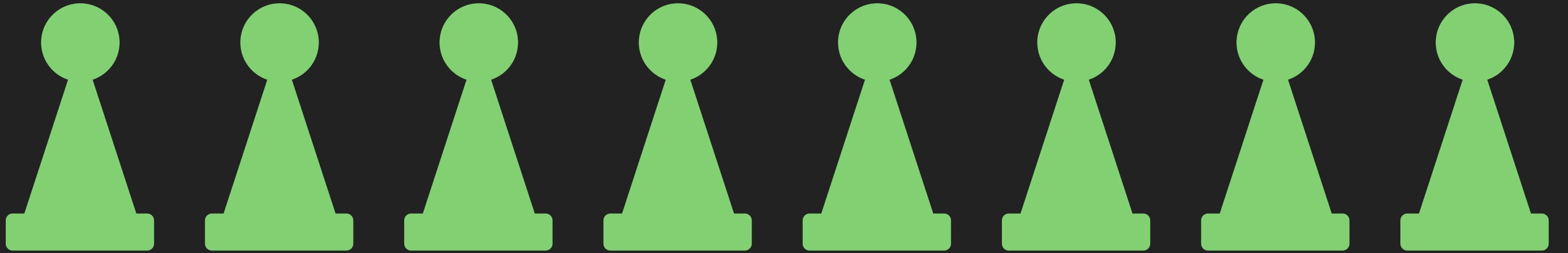
- ▶ React!
- ▶ The problem becomes a top priority.
- ▶ Fix the problem right away!

WHAT ABOUT THE OTHER USERS?



WE FIXED THE PROBLEM!





DID WE CREATE MORE PROBLEMS FOR NON-VOCAL USERS?





PROCESS + CREATIVE + TECH

TRIANGLES!



PROCESS

- ▶ User Experience
- ▶ Research
- ▶ Journey Map



CREATIVE

- ▶ Brainstorm
- ▶ Sketches
- ▶ Style Tiles



TECHNOLOGY

- ▶ Content Management System
- ▶ Apache vs Nginx
- ▶ Native vs Web

USER INTERFACE

- ▶ Combine research with creativity to define the final UI for our users
- ▶ Concept presentation and justification



DESIGN FEASIBILITY

- ▶ Is the final design achievable with the chosen technology?
- ▶ Iterate the design based on team feedback
- ▶ Build sites and apps faster by identifying hurdles early on

OPTIMAL TECHNOLOGY

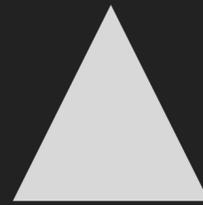
- ▶ Why did we choose Drupal over other CMS?
- ▶ Are we theming the site with CSS or SCSS?
- ▶ Competitive analysis of each technology



UX SWADDLE

- ▶ Each team brings a unique perspective to the process
- ▶ Promote teams to work closely together on projects instead of on their own
- ▶ Faster decision making

**THE USER
STAKEHOLDER**





PLEASE REMEMBER TO

DOCUMENT

EVERYTHING



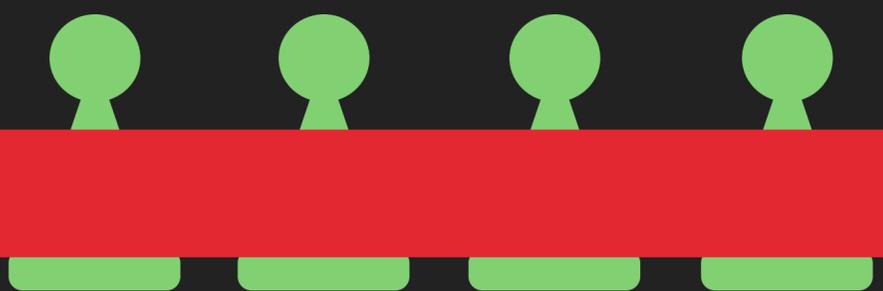
WHO IS OUR TARGET AUDIENCE?



WHY DID WE CHOOSE DRUPAL?



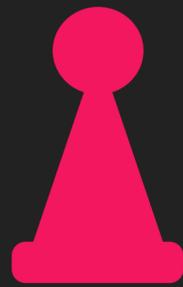
DO WE HAVE A PATTERN LIBRARY?



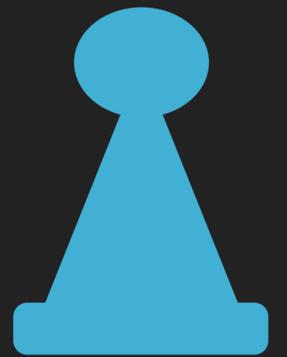
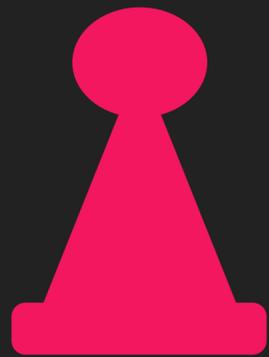
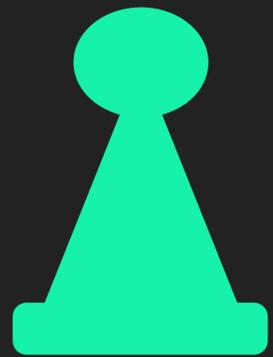
CAN WE CHANGE THE SITE COLORS?



THE STRATEGY IS TO HAVE IT IN WRITING AND NOT RELY ON MEMORIES



THANKS!





#HIREMIRAN

QUESTIONS?