The Fracturing of the Experience Movement

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in the beginning...
our journey...

1980
the design of everything

our identity was then shaped by a slow thirty-year focus on the narrow confines of product design

UX

2018
the gradual re-emergence of the design of everything
the design of everything
every touch-point with the user ... the total user experience
we’ve arrived!

- we have the respect of the development community and business leaders
- we apply our principles and practices more widely in previously unimaginable ways
- the number of practitioners continues to explode
- salaries will continue to increase forever....
- we can now sit back and enjoy the fruits of a more than three-decade effort
or can we?
our success has not gone unnoticed...

at the same time we have been demonstrating and promoting the value of our work, others have noticed and they want a piece of the action and in some cases complete control of the experience...
the fracturing of the experience movement

- customer experience
- experience of place and community
- patient experience
- retail experience
- service design
- play and game design
- design thinking
it’s no longer a matter of if, it’s a matter of when…

…okay, it’s already happening

• experience design graduate programs are emerging intent on educating a new class of design and research professionals
• the next generation of designers and researchers are considering this shift
• consulting practices and large business services groups are thinking in these terms – they see the broader opportunities
• human resource groups are inquiring
reject complacency...
names matter: is it time to lose the “U” from UX?

• names define and shape how others view us and what we do
• is the “user” descriptor confining and restrictive?
• consider “design thinking;” where would that movement be today if they called it “user thinking”?
• should we consider a gradual migration to “experience design”?
• If we don’t do it, will someone else?
if it’s not broke, don’t fix it argument…

... counter argument:
 disrupt or be disrupted
consider also, the changing face of product design...

- internet of things
- machine learning
- cognitive computing
- conversational user interface
- the nature of our work is changing and in some cases going away
- product strategy is growing in importance
is our profession the only one who will suffer from this fracturing?

consider the politics of product management

while competition in any organization can be positive, it also creates a struggle for resources, power and control

will the user/customer suffer in this conflict?
the principles and practices of experience design apply broadly to all we design and create. It is a way of thinking: a problem-solving approach focused on people, the activities supported, and the physical as well as social environment.

with a deep understanding of each of these variables, we are capable of adding value and enhancing the experience of all that we create, at every stage of the journey.
moving forward...

at this moment, it is not an all or nothing commitment

not everyone will embrace a name change; some will embrace components of the expanded view of the discipline and others will continue to practice UX as we know it today

this change will not happen overnight but the time to respond to this transformation is upon us
questions