Dichotomy and Bifurcation
Problems

- Designers have perhaps co-opted psychology without the background
- Design-led non user-centric design
- UX teams without any UX researchers
- More people are doing UX, but less UX is done
- Shortage of researchers and mentors
- Design without research is at the expense of good products and the users themselves
Psychology and UX – Research & Design

- Can one create user-centered design without user research?
- Do small test samples obviate the need for rigorous, clinical testing?
- How can we create a symbiotic relationship between scientists and designers?
Can one create user-centered design without users?
Do small test samples obviate the need for rigorous testing?

5 \neq 100 \ ?
Aaaaaaaarrrrgggghhh!!!

More questions...
How can we create a symbiotic relationship between psychologists and designers?
UX if done right...

- Based on psychological research methods that rely on valid, scientific research
- Research informs personas/design
- Balance between Art and Science
- UX research should be valued as much as marketing research
Extra Special Thanks To...

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References


References

