

How to Create an UX Industry from Scratch

Who am I

- One of the first Estonian UX specialist (10 years ago)
- Background in IT (inc. hardware – 16 years of experience)
- Founder of the Trinidad Consulting
- Lecturer of UX

When we started..

- Few people had heard of usability
- UI design was 100% visual design and it was not made mostly
- Usability was special magical skill of graphical Designer
- No extra activities – Designer „felt“ the experience

Things we did right as a **company**..

No sides — we are
for everyone

Things we did right as a **company**..

Not working —
change fast

Things we did right as an **UX company**..

Started with
visual design

Things we did right as an **UX company**..

Started with
HTML

Things we did right as an **UX company**..

Respecting
developers

Things we did right as an **UX company**..

Science vrs
Business

Things we did right as an **UX company**..

Can't explain =
can't do

Things we did right as an **UX company**..

No surprises and
no to unknown

Things we did right as an **UX company**..

Usability and UX
in our own work

Things we did right for **UX industry**..

Government pain
relief

Things we did right for **UX industry**..

Private
companies pain
relief

Things we did right for **UX industry**..

There is NO
perfect UI

Things we did right for **UX industry**..

World Usability Day

Things we did right for **UX industry**..

Started to do
trainings

Things we did right for **UX industry**..

Everyone can do
UX

Things we did right for **UX industry**..

Free services and
trainings

Now — public sector

- Interaction design is „ordered“
- Interface patterns are not helping
- Usability is evaluated
- Accessibility is required

Now – UX industry

- Still no competition
- First real Master program
- Subjects in other programs
- Not an art activity
- Doesn't happen itself
- No clear understanding of the real business value

Now – Trinidad Consulting

- Founded at the end of 2007
- Currently 18 people
- Expected turnover of 1.3 MEUR in 2013
- Focus on 3 key areas:
 - User Experience (UI Design, Usability, Accessibility and People-Centred Design)
 - Business and System Analysis
 - Software Project Supervision

Now — start up

- Need of UX — but why
- No money
- Lean approach



Now — private sector

- Websites and custom software
- Do not know that it can be ordered
- How to order and what is the benefit
- Fear of research
- A lot at the time — no dedicated teams

Now — ICT company

- No dedicated teams
- Have to do attitude
- Waterfall vrs Agile
- Lean approach
- Some know how to order
- Some understanding of the benefit



Now — daily activities

- User testing
- Prototyping
- Qualitative research
- Storyboarding

Nope, not a bottle, just a magnifying glass



The future

- Benefit is going to be understood
- Gamification
- Accessibility
- Cultural differences
- PET design
- Research based innovation
- Neuro-research

Q & A

Thank You!



Hogle Sarapuu

Chief Experience Officer

Phone: +372 51 577 92

E-mail: hegle.sarapuu@trinidad.ee

Trinidad Consulting OÜ

www.trinidad.ee