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

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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

No sides — we are for everyone

Not working — change fast

Started with visual design

Started with HTML

Respecting developers

Sience vrs Business

Can't explain = can't do

No suprises and no to unknown

Usability and UX in our own work

Government pain relief

Private companies pain relief

There is NO perfect UI

World Usability Day

Started to do trainings

Everyone can do UX

Free services and trainings

Now — public sector

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

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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

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2013

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

2013



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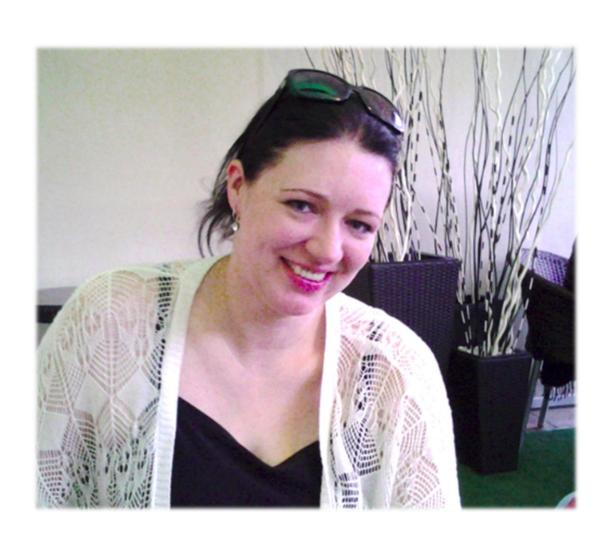
The future

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

Q&A

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Thank You!



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