

Experience design mixes business, tech & user needs

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Experience design is essentially the process that is applied to products, both physical and digital, to ensure that users have a meaningful experience when they interact with the product.



User experience (UX) plays a role in deciding customers' loyalty to a brand. A seamless user experience also simplifies the process of defining customer journeys that are most beneficial for a business to succeed.

With growing awareness of UX's significance, businesses are paying more attention to their UX strategy in order to stay relevant in an industry that's full of cut-throat competition.

EXPERT'S ADVICE

This has led UX to be a great career opportunity with ample well-paid positions in the field. A relatively broad term, UX as a career has slightly varying approaches in different organizations.

Organizations have a range of roles defined for the UX process—differentiated by the nature and complexity of the work involved. As a UX designer, one is responsible for bringing together the business, technology, and their users—in order to create ideas that define great user experience. Some organizations also have UX managers who play the role of a UX designer and are also responsible for bringing the ideas to life.

The next role is that of a UX strategist, who is higher in the hierarchy. This role encompasses the competencies of a UX designer as well as strategizing for a product design by working closely with key stakeholders.

It also involves setting processes and methods, in addition to aligning and guiding business, technical, and design teams. Another elementary role in the UX practice is of a UX researcher.

People from psychology and anthropology backgrounds with an in-depth understanding of human behaviour, may opt for this field. This requires hands-on experience in research, competency in identifying the right research methods, as well as in strategizing for and planning a full-fledged UX research.

UX career aspirants must equip themselves with a range of applied skills including UX research, wireframing and prototyping, information architecture, and visual communication among others.

Soft skills like empathy, collaboration, and communication hold equal importance in having a smooth sailing UX career.

There are several establishments worldwide that offer some best in their class professional UX programs. In India, Symbiosis Institute of Design and MIT Institute of Design, Pune are among the most sought-after institutes in the field.

An efficient design over an elaborate one, exploring new possibilities using artificial intelligence, and designers working in collaboration are in the offing.

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