

Isabel Almaguer

Understanding Business as a UXer

Meet Isabel

Sr. Data Advisor, Enbridge



Isabel graduated from the University of Houston - Downtown (UHD), with a B.S. in Computer Science, along with two minors, one in Math, the other in Art. After graduating, she worked as a Business Intelligence (BI) Analyst for 4+ years, where she researched solutions, visually communicated data, and collaborated with several stakeholders across departments. The most rewarding aspect of being a BI Analyst was being able to combine both my technical and artistic skills in one.

She made the decision to make a career transition into User Experience (UX) after looking into other career options that existed from her background. This choice was made in large part due to the problem-solving opportunities presented in a UX role. To assist with that transition, she pursued a Master's in Human Computer Interactions at Iowa State University. She now works in the Energy field at Enbridge in their technology and innovation lab as a UX Researcher.


Isabel is passionate about community engagement and demonstrates strong interpersonal skills in her current role as the Seek Advisor of EDGE and an active member for FEMININE at Enbridge.

Outside of work, Isabel serves as the Membership Coordinator for Houston chapter for the The American Institute of Graphic Arts (AIGA), volunteers as a "Big" for Big Brother Big Sister and is a practicing Martial Artist.





Agenda

- Talking Business
 - Strategizing
 - Conclusion
 - QA
- 

Objectives

Equip you with the business acumen needed to driving maximum User Experience Impact

Connect User Experience with revenue and business objectives

Socialize business “talk” in a language that makes sense to your stakeholders

Let's talk Business

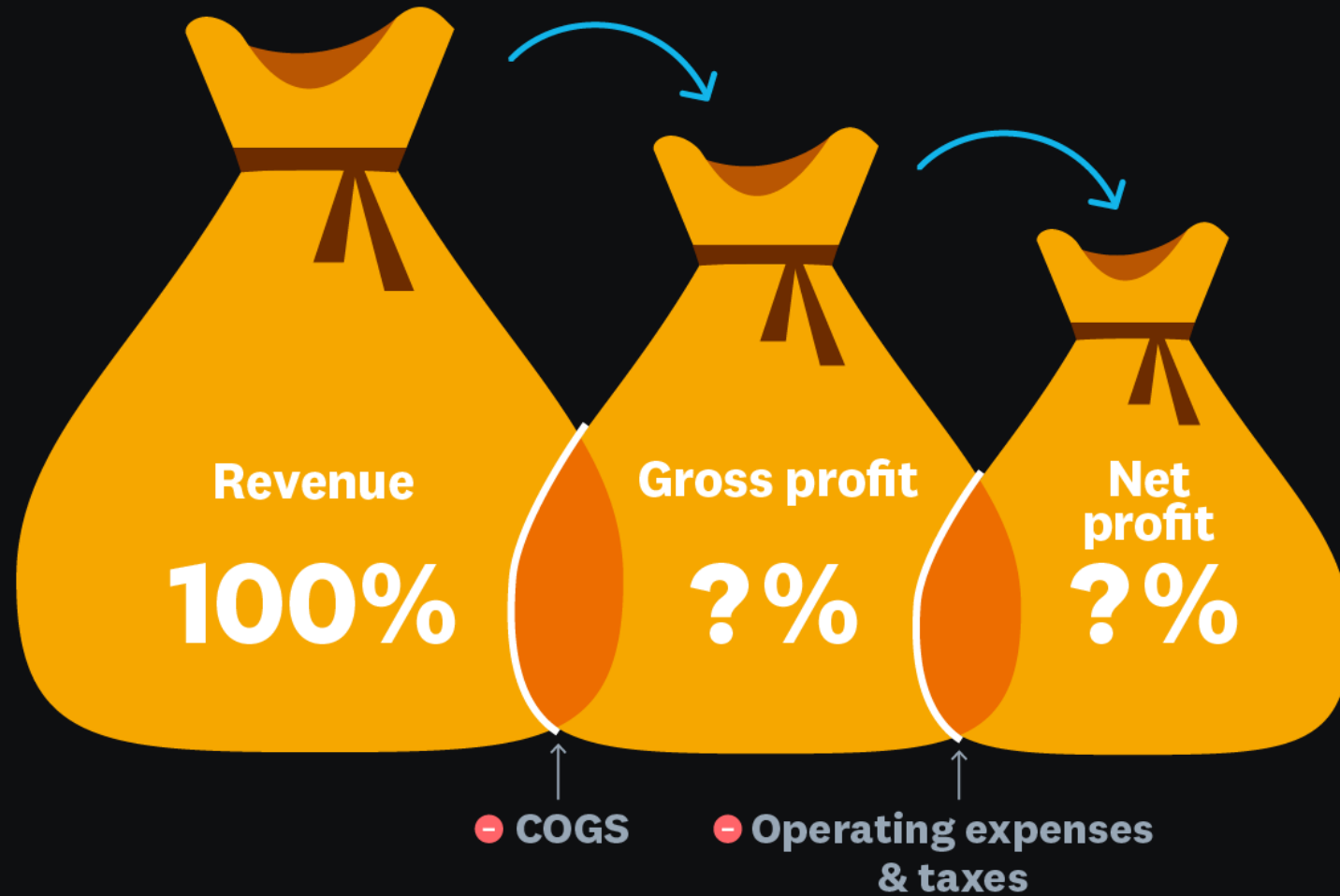
User Experience create value, and value is what is monetized, be it through building trust, or getting a greater market share. Value determines how much a customer is willing to pay for a product or service

But how do we help business understand
that?

First, let's learn to talk the talk – Profit Margins

Profit margin is a common measure of the degree to which a company or a particular business activity makes money.

Profit Margins – Simplified



So now you know about profit, what's next

“

If your organization is revenue driven try using replacing phrases like 'inconsistencies' with 'design debt' to describe the situation. People in revenue hate debt.

Ever found blank faces when you're talking about your work or felt push back when trying to get changes agreed? Perhaps it's the language you're using. Perhaps you can try reframing your point in terms that non-ux team members will respond to.

UX term	Business term
Too much content	Content overhead
UI enhancements	Performance uplift
Better design process	Speed to market
Design control	Clear accountability
UX research	Reducing risk
Split testing	Validating upfront spend
Split test winner	Revenue lifts
Split test loser	Cost saver
Business lead designs	Investment risks
Technical constraints	Performance limiting factors
Old software/hardware	Gap to competitor's resources
Overworked team	Unfocussed resources
Design discovery	Opportunity discovery
Lean UX	Fast paced delivery
Design sprints	Focussed resources
Persuasive design	Conversion improvements
Design ops	Team efficiencies



Martyn Reding
@martynreding



Mentioned this in a few talks recently. Here are some notes I made on translating UX terms in to business terms for greater impact.

The phrases that work will be different in each org, but I would love to hear anyone else's ideas

(cc @sgolubev @yandle)

♥ 40 12:52 PM - Mar 11, 2019

When in doubt

**KEEP IT
SIMPLE.
STUPID.**

Showing the value of UX, Strategically



“

There's a high likelihood there's someone important in your organization who already takes it seriously. They just don't know it yet.

How do you get that *someone* to recognize UX?

Step 1 - Start With Frustrations Caused By Poor Experiences

Step 2 - Identify The Frustration Costs

Step 3 - Find the Person In Charge Of Reducing Those Costs

Step 4 - Ask The New UX Champion To Sponsor A Lean UX Project

Articulate the Impact of UX

Understand business value through user behavior

Show how UX work provides business value

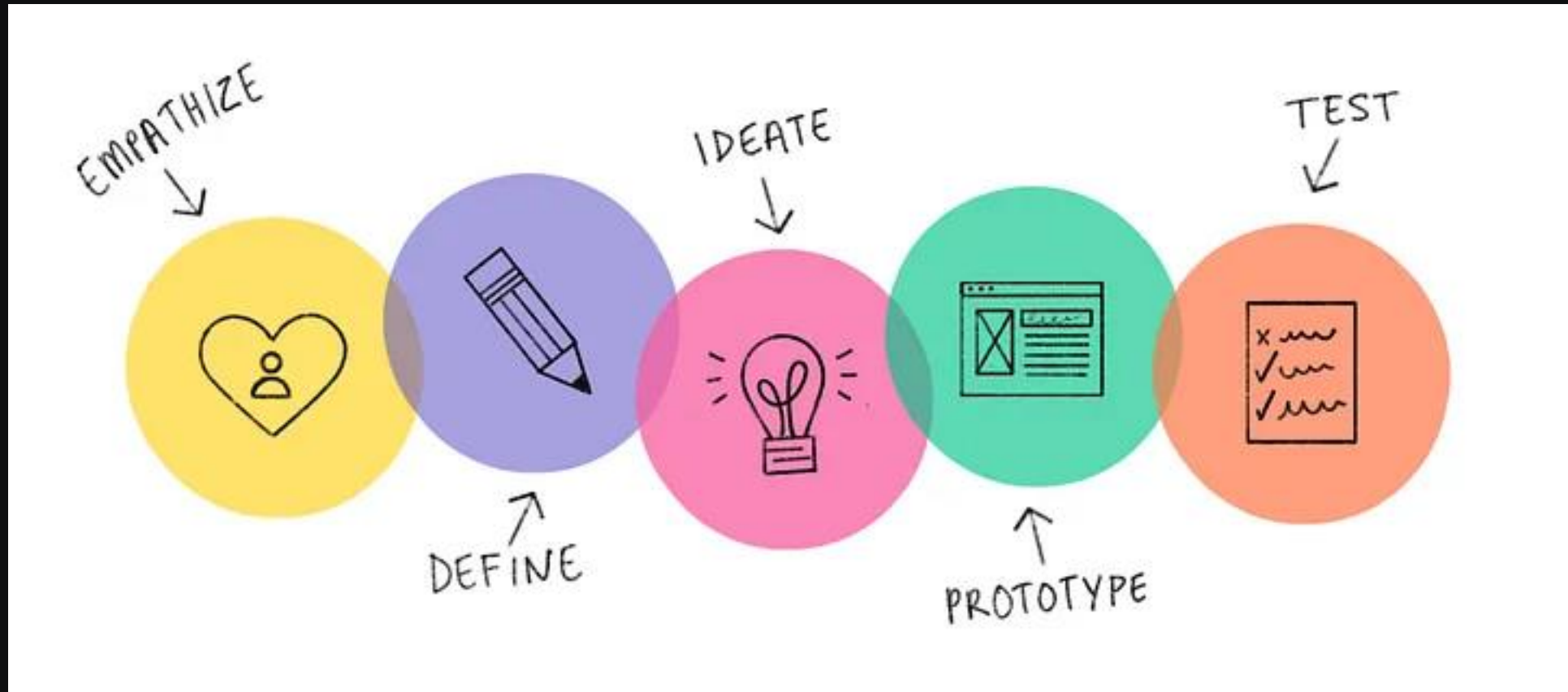
Show what happens when UX is neglected

Articulate anticipated results and opportunities when innovating solutions

Use data to support your statements

Track and measure impact

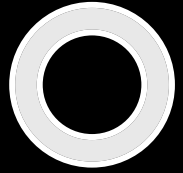
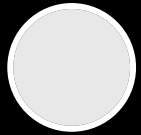
It's just design thinking, where business is your primary user



Conclusion

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The role of UX in business is not just a matter of aesthetics or user convenience; it is a critical component that directly influences business success. As a UXer, I have observed a gap in understanding the tangible impact of UX on business outcomes. By focusing on user behavior, articulating the value of design in business terms, addressing the consequences of neglecting UX, and innovating solutions with clear goals and measurable results, we can bridge this gap.



Let's Connect

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