

How to Win Friends and Influence Design

A guide for UX writers

Presented by Yossi Nachemi

Thanks for attending today. Here are the key points we covered:

- Winning friends
 - Establishing yourself professionally is the best way to position yourself to influence design
 - Influencing design
 - Well, this is just like what it sounds
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REMEMBER - have sympathy for your designers, writers, and researchers. Every role has challenges.

The 10 rules to win friends and influence design:

- 1. Be an expert for your product**
 - Use it, use it, use it! Understand what your user experiences by experiencing it yourself.
- 2. Know your user**
 - Who is your user and why are they using your product?
- 3. Be there in the beginning**
 - The earlier you can start a project, the more time you have to think about the best experience for your user.
- 4. Praise good UX/design**
 - Be honest and specific, but don't force it.
- 5. Admit when you're wrong**
 - It creates sympathy and shows that you're flexible in your thinking.
- 6. Understand the flow and goals**
 - Focus your feedback on the projects' goals to be effective.
- 7. Ask questions as your user**
 - How does the user accomplish his/her goal here? What do they understand?
Don't ask questions that put the focus on you or the designer, for example:
"Why did **you** make this design choice?"
- 8. Make sure copy and design work together**
 - If someone scans the page, what will they understand?
- 9. Use the test to take the test**
 - Use existing UX patterns in your product as a solution to current challenges.
- 10. Be gracious**
 - Treat coworkers with respect regardless of the outcome

Questions? Email or ping me - yossinachemi@gmail.com