

Designing a functional user experience for **neuroscientists**

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Agenda

01. Who we are.
02. The challenge.
03. The process.
04. Learn to fly.
05. Team strategy.
06. Wrapping up.

Ilaria Gatti, Lead UX / Freelance

“If the whole team knows, loves and applies
design thinking, there is a very good
chance of success”



NERD



FREELANCE



BAKER



Alberto Minelli, Senior UX at Tribal Worldwide London

“If you think good design is expensive, you should look at the cost of **bad design.**”



GEEK



ITALIAN

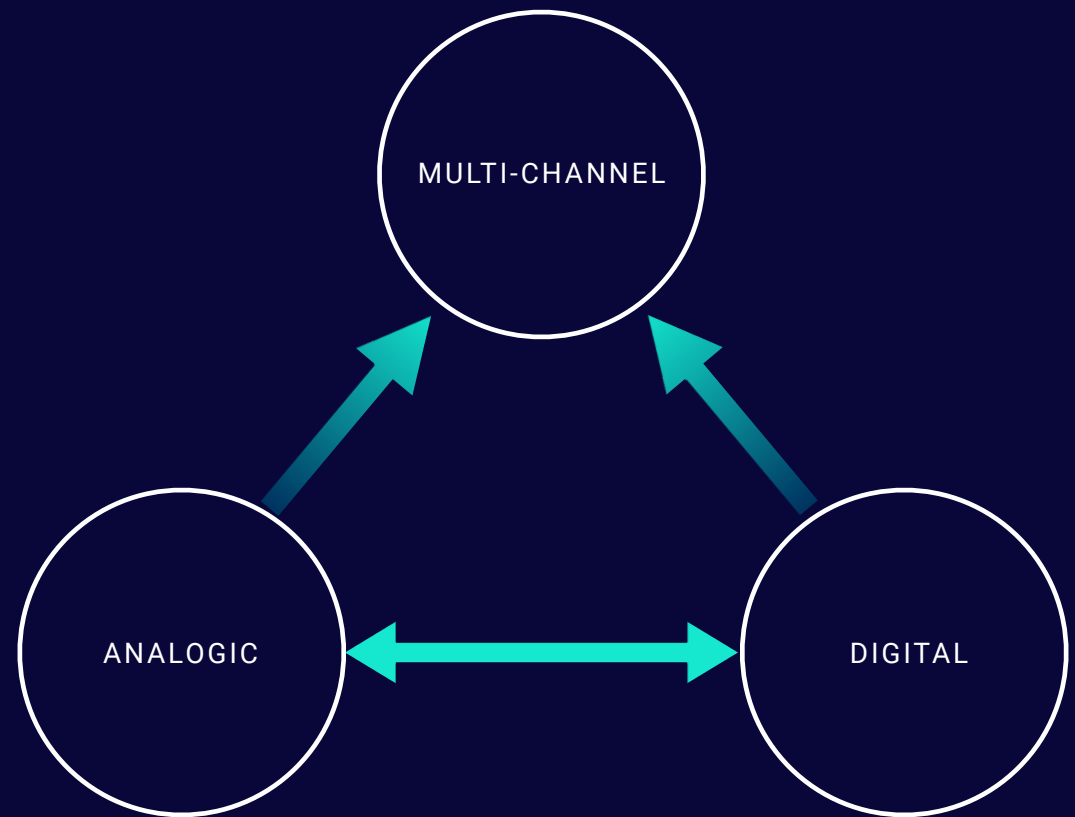


JEDI

These are exciting times for **healthcare**

Like banking and finance did a few years ago, **healthcare is transitioning between systems of work and processes.**

Although, there are complex challenges preventing it or making it harder such as compliancy, privacy of the data and technology constraints.



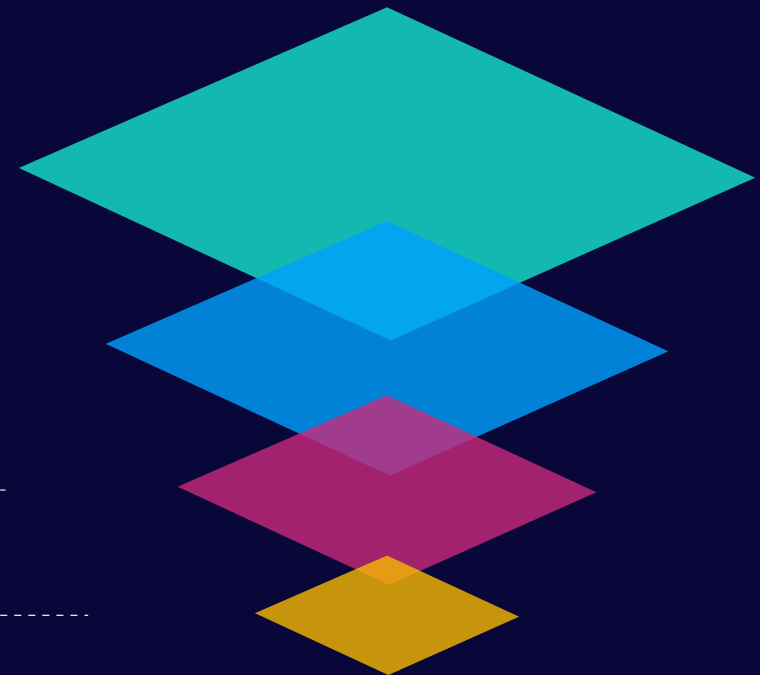
The challenge is to create **elegant simplicity** in exponentially complex ecosystems.

Political, economic, cultural,
technological ecosystem

Business ecosystem

Multi-channel ecosystem

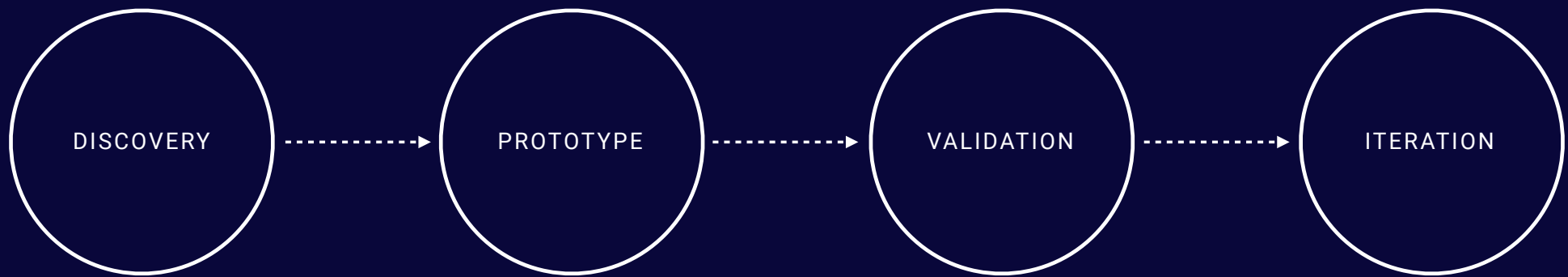
Single touchpoint



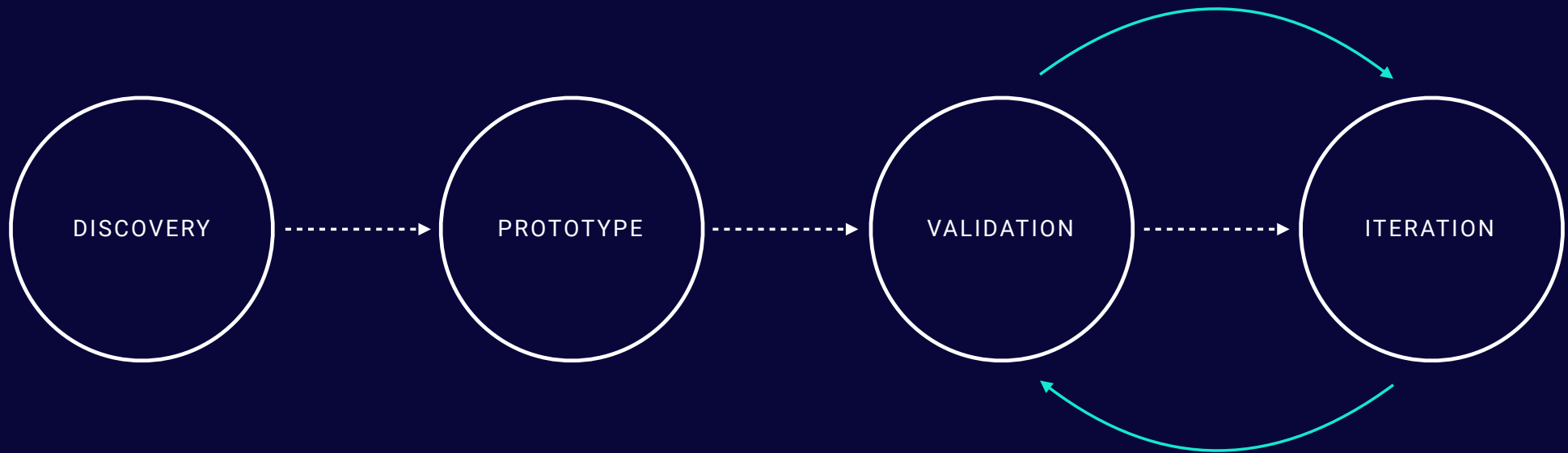
Digital transformation needs **specific figures** to help companies into transitioning from a traditional to an innovative approach.

We, **UX specialists** are among them.

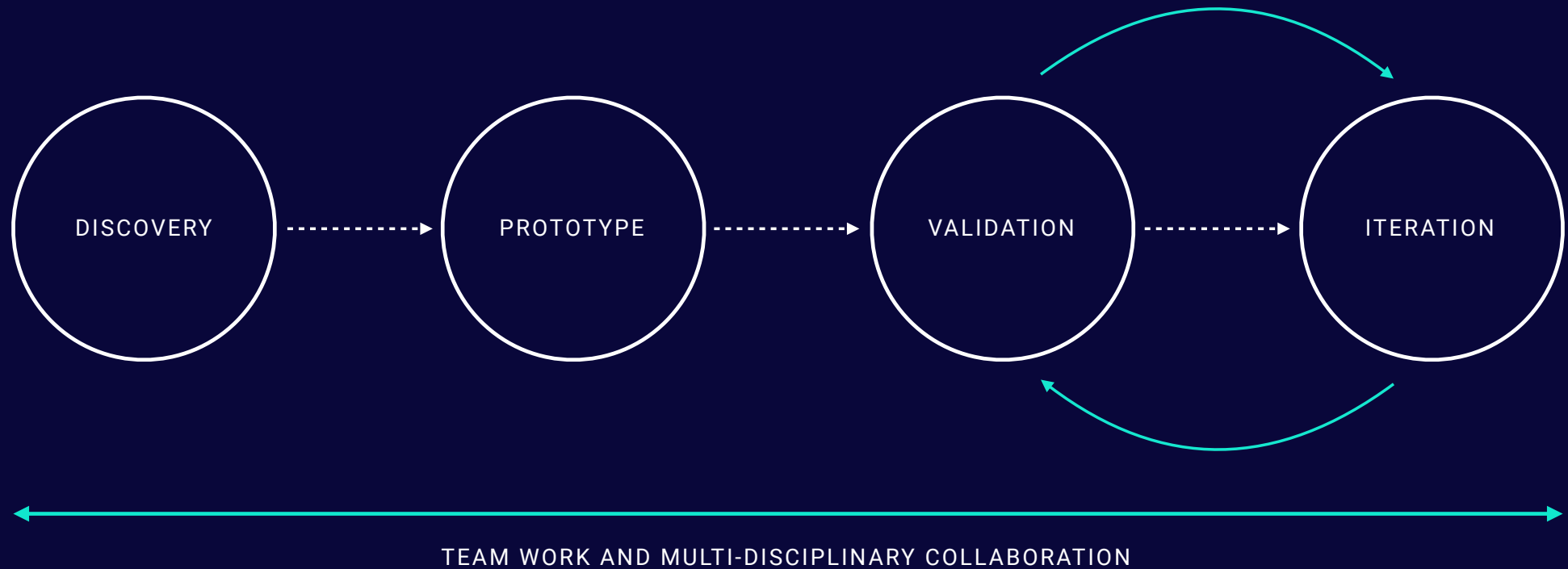
🔄 The importance of having a process.



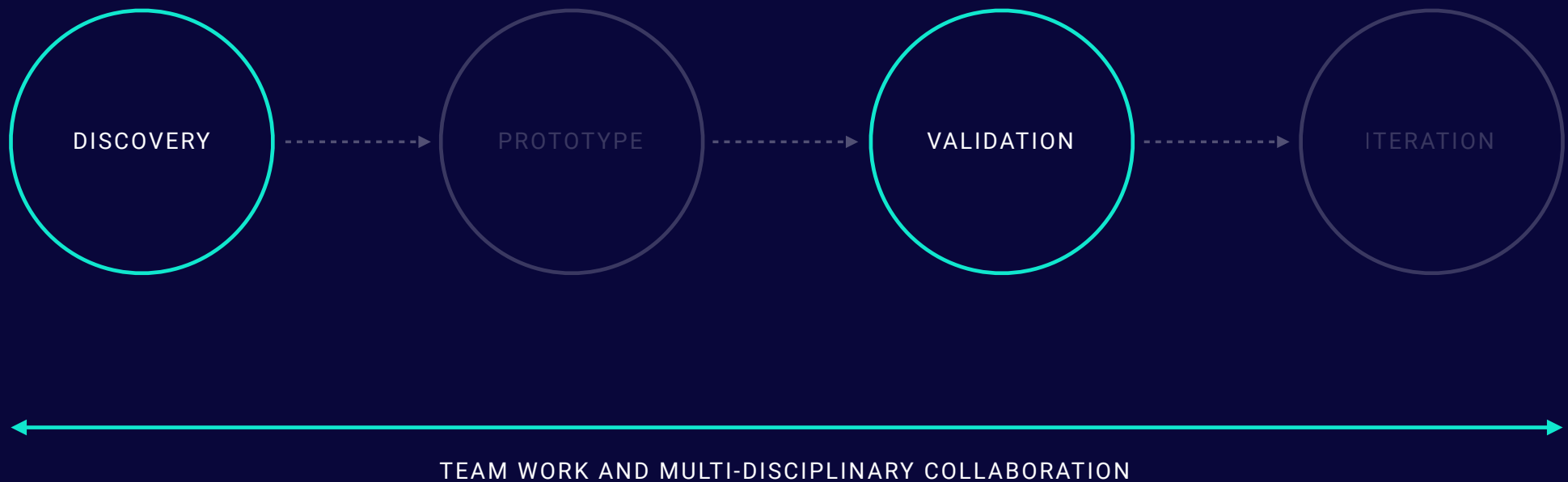
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Let's talk about the **activities** we've found more insightful and rewarding.

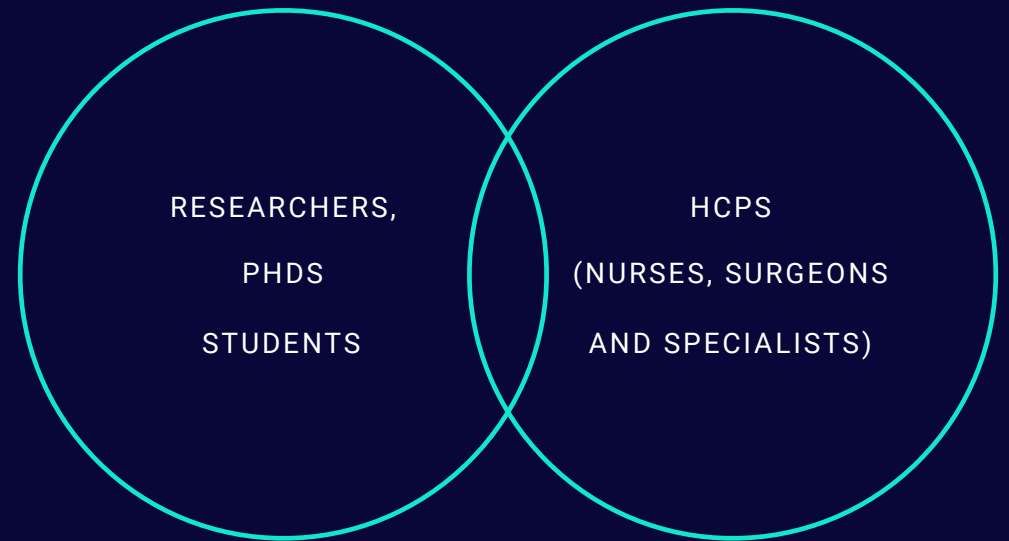




Out of the comfort zone

During the past three years we both worked on different projects involving various clients and markets.

Elsevier, JnJ institute and **Biogen** were different because they required a huge step out of the comfort zone, to investigate needs and requirements for astrophysics, surgeons, neuroscientists.



At first
we knew **nothing**.

(and it's ok to admit it)



Learn to fly

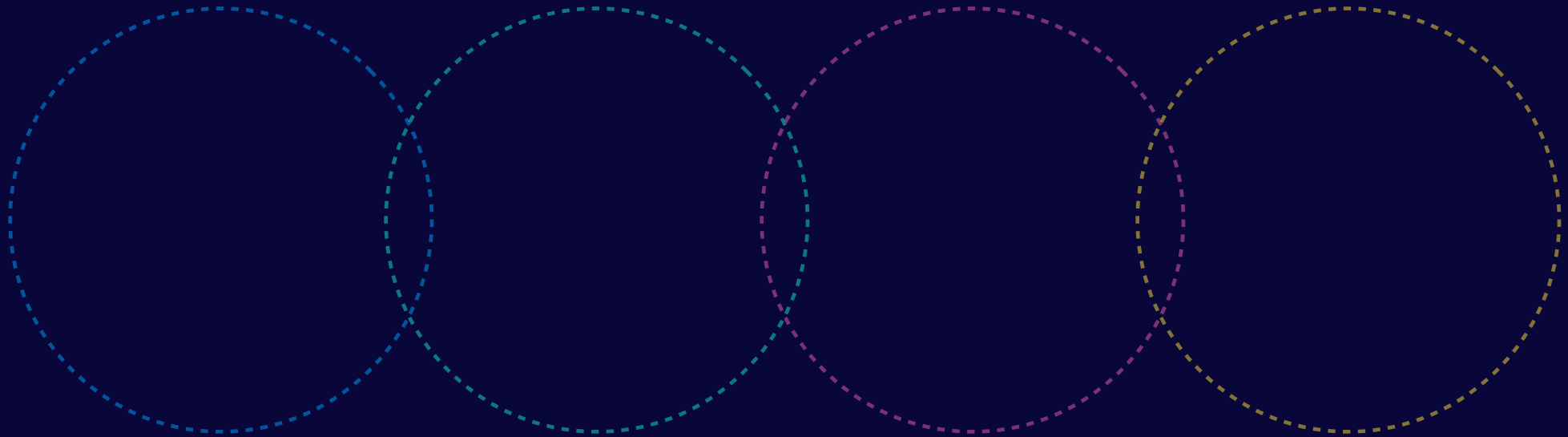
- baby steps

When we don't know our audience at all, it's common to slip into a state of anxiety and be paralysed by the responsibility of designing the unknown.

To gain the needed information it's good to just admit to yourself you need to learn more, taking the necessary time to run a discovery phase.

Running a **discovery phase** is the best way to invest UX time during the first weeks on a new project.

Discovery activities



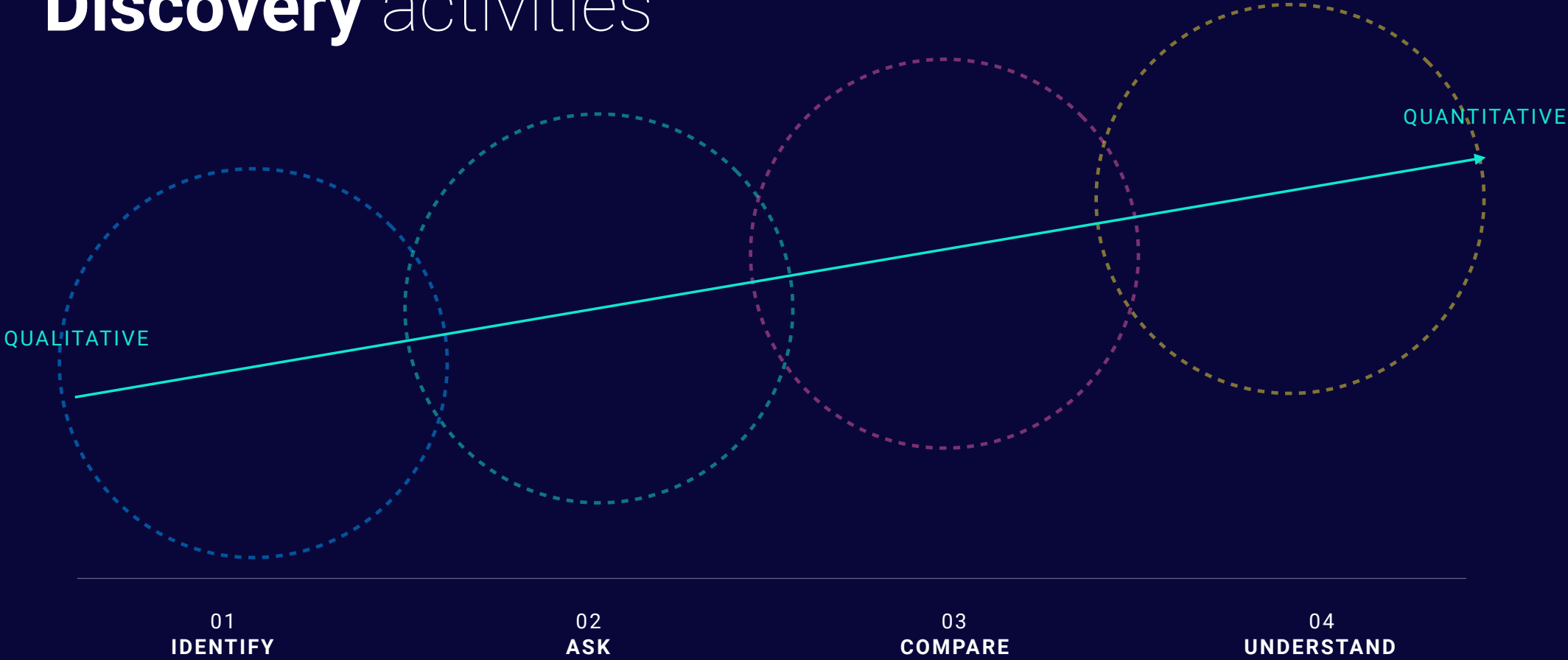
01
IDENTIFY

02
ASK

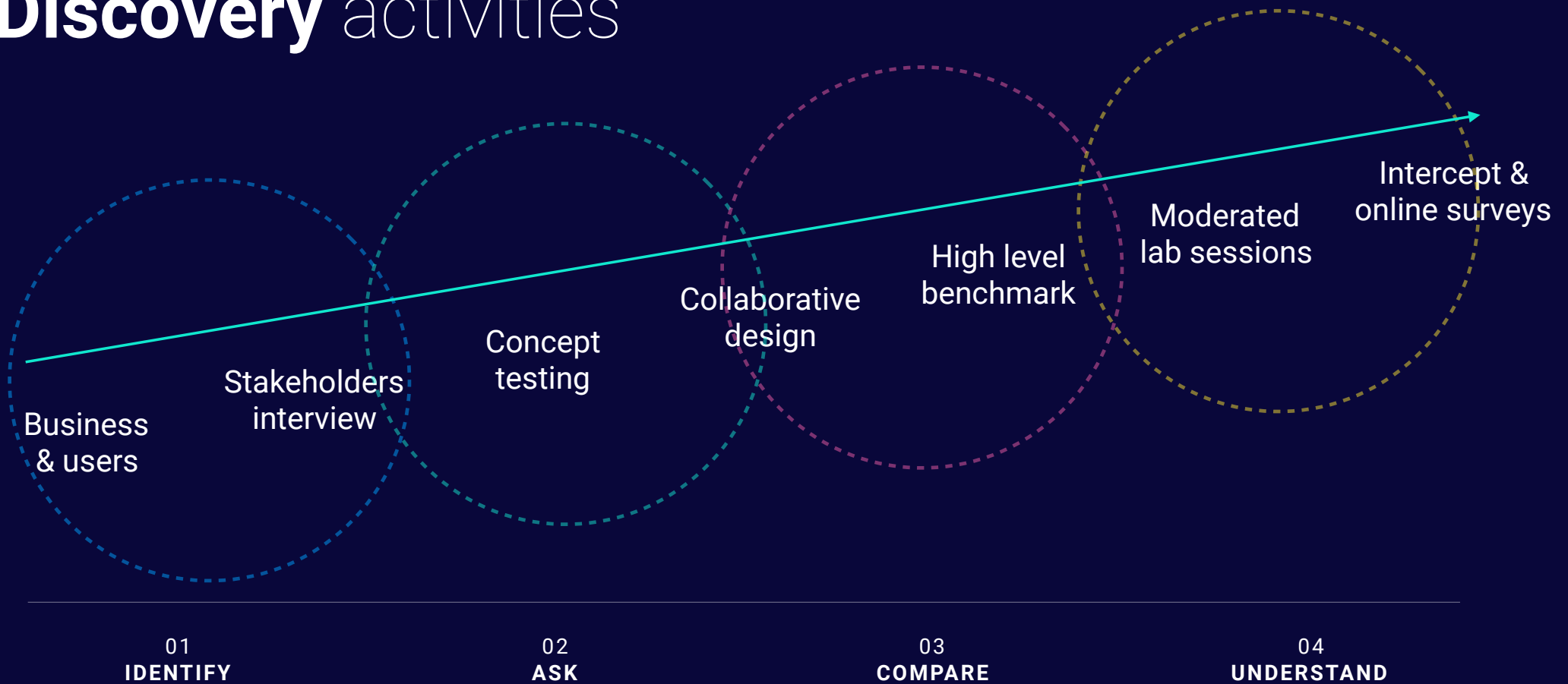
03
COMPARE

04
UNDERSTAND

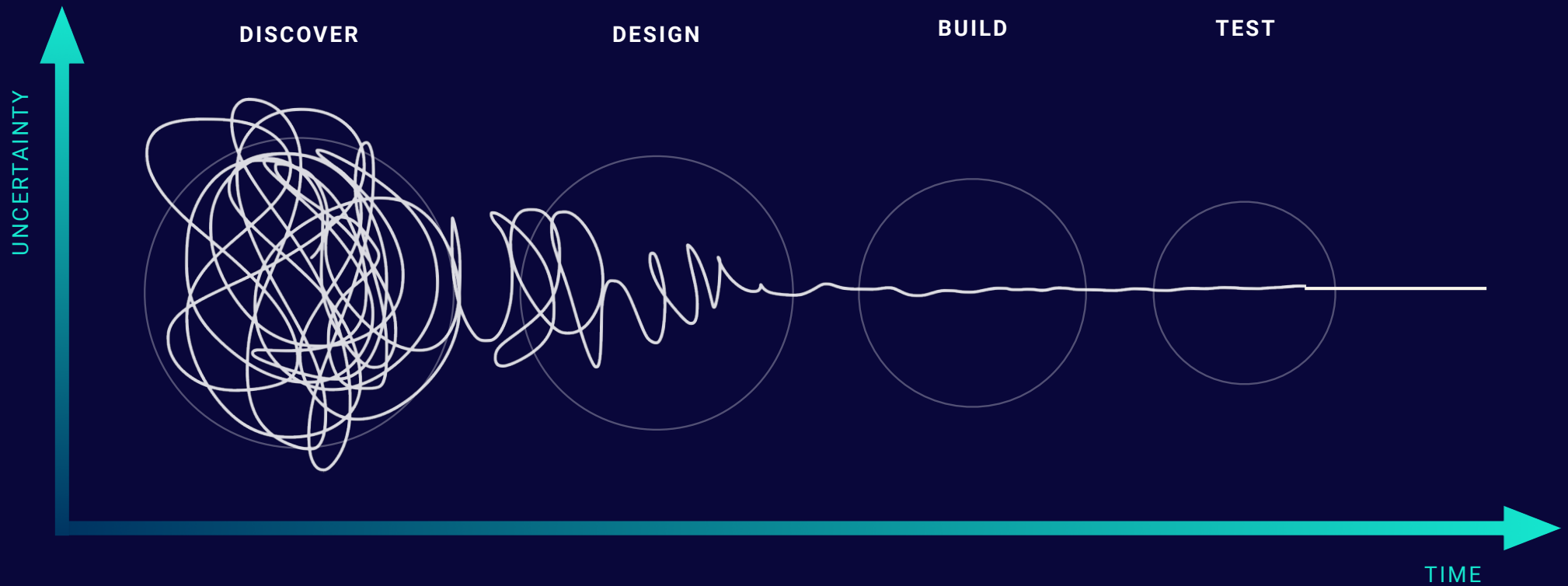
Discovery activities



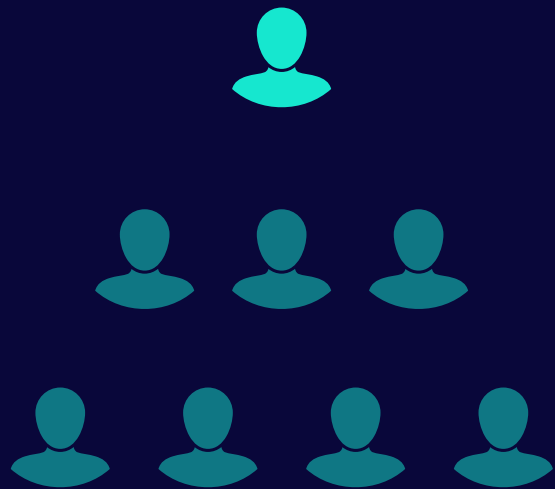
Discovery activities



Checkin-in with **ground control**

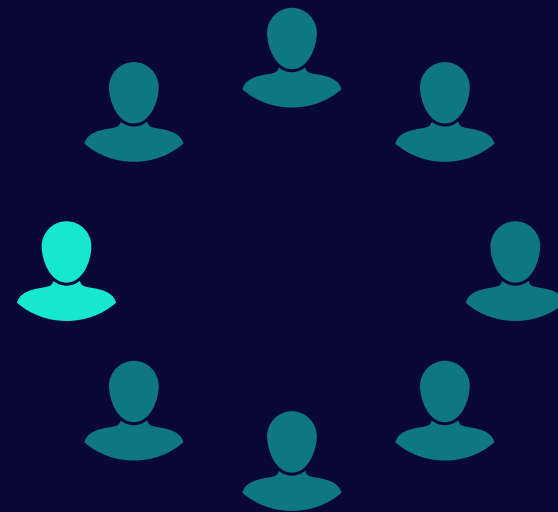


Waterfall



MANAGED BY
PROJECT MANAGER/TEAM LEAD

Agile

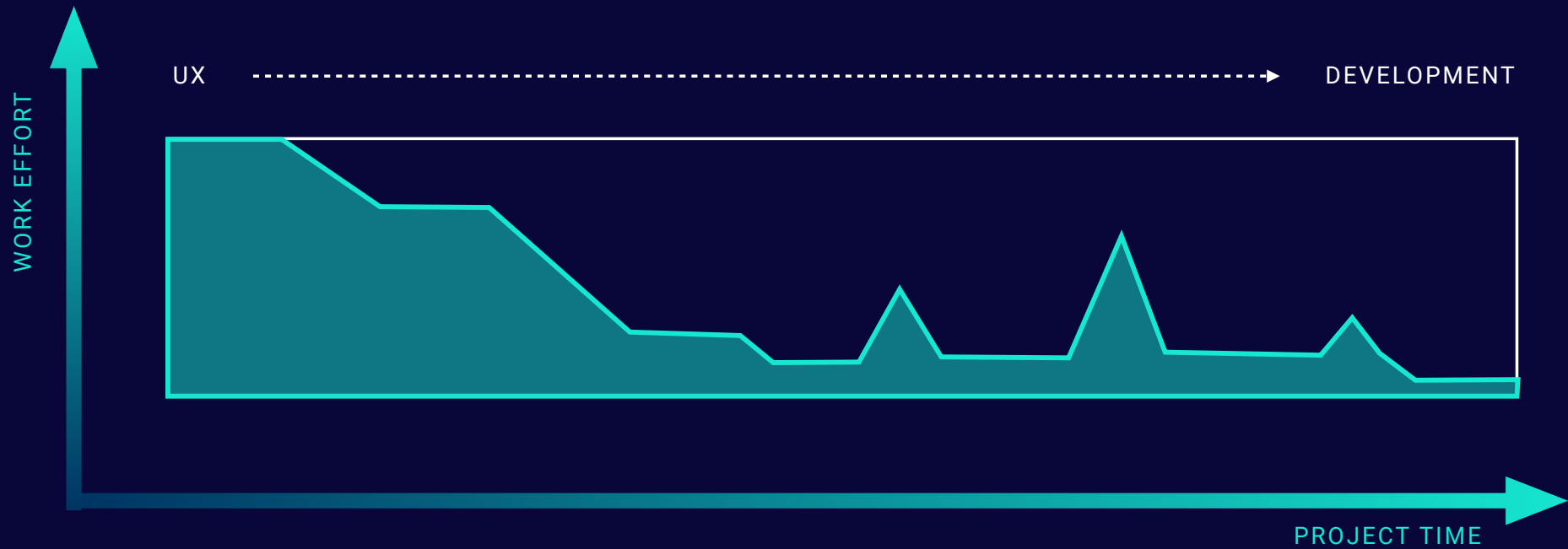


A **FACILITATOR** EASING THE WORKFLOW
IN CROSS-FUNCTIONAL TEAMS

Waterfall approach



Agile framework



LIKE PIRATES

Teamwork dynamics make a huge difference. A healthy team embraces challenges, disagreements and failures like **comrades**. We are in this together.

Complementary **methodologies**

Design
thinking

+

Lean UX
process

+

Agile
framework

01. EXPLORE THE
PROJECT

02. BUILD THE
RIGHT THINGS

03. BUILD THE
THING RIGHT

Useful tools

RESEARCH

Lookback
Optimizely
Usabilia
Usability hub
Stark plugin

DESIGN

Sketch
Axure
After Effects

TEST

InVision
Silverback 3
One Note

COMMUNICATIONS

Slack
Keynote /
Power Point
Google
spreadsheet
Google Docs

LAST TIP

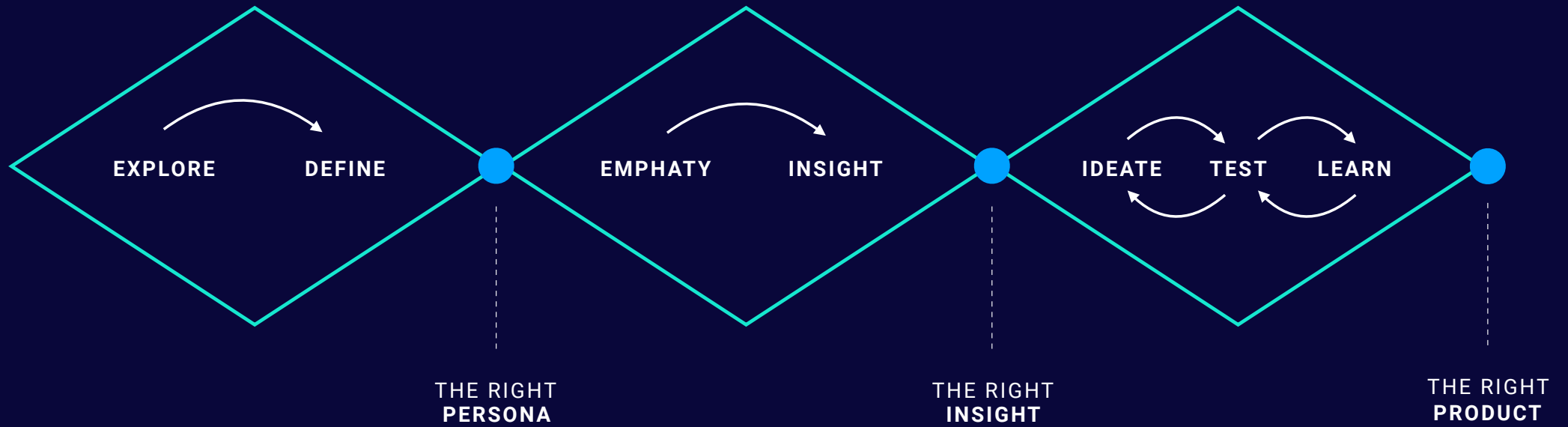
Include users and stakeholders in the **creative process**: you will create a product that will achieve both your client's and their audience needs.

LAST TIP

01. IDENTIFY YOUR USER

02. UNDERSTAND YOUR USER'S NEEDS

03. CO-CREATE WITH YOUR USERS



THANK YOU

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