

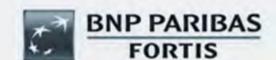
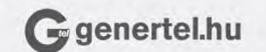
THE SEVEN CARDINAL SINS IN UX

How not to mess up your financial project ?

Dr. András Rung
Owner & Managing Director



OUR CLIENTS



WE ARE NOT YET IN THE PROMISED LAND

- Only buzzwords
- Lack of integration
- No strategy



1. PRIDE

- The risks of partial knowledge
- It is not the ignorant who measures
- International trends are ignored
- Own experiences are overvalued



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HOW TO BE HUMBLE?

- Ongoing training
- Design studio and Lego Serious Play
- Early research with a UX approach
- Extended collection of best practices
- Early involvement of developers

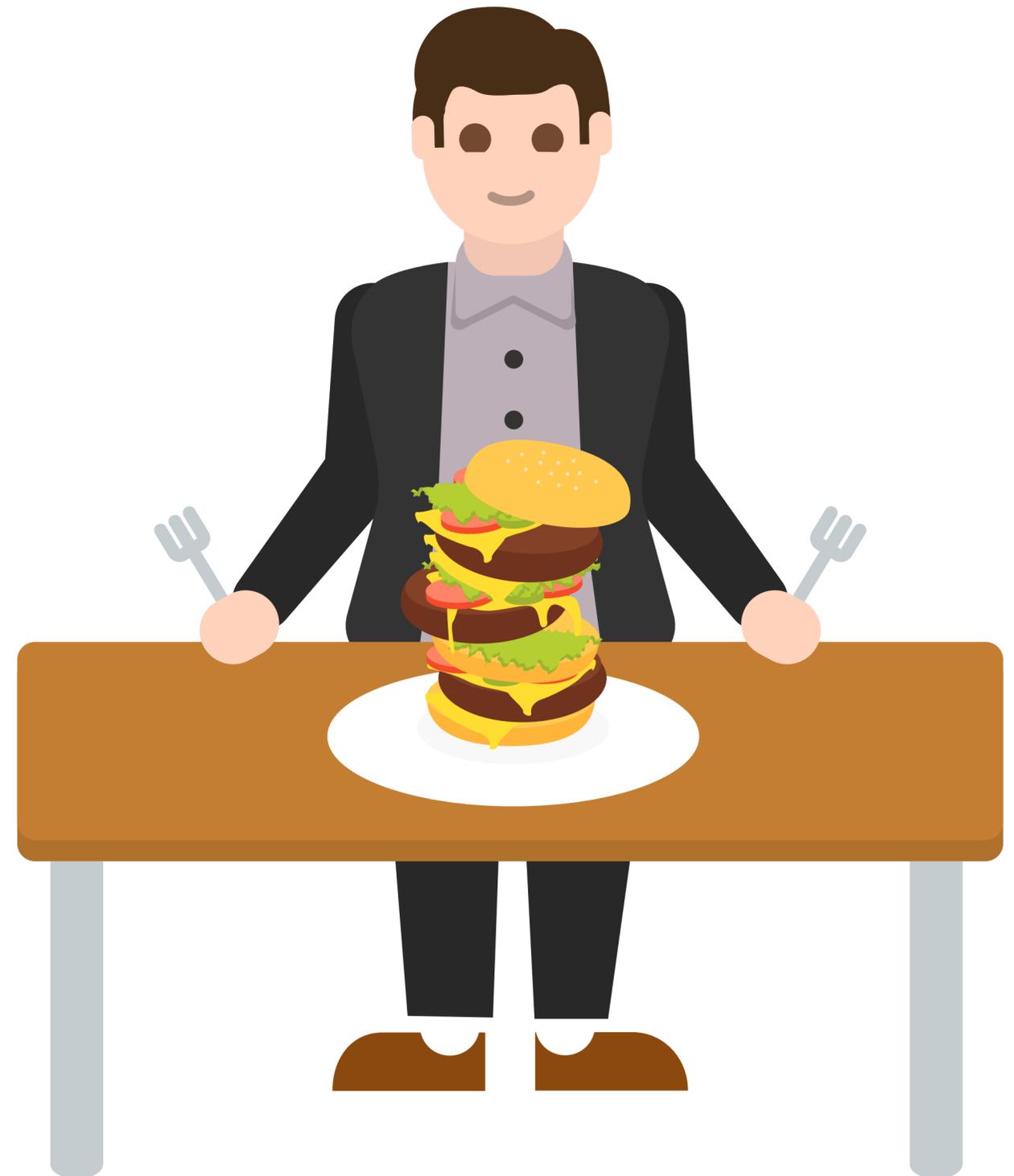


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2. GLUTTONY

- Too much focus on sales
- Accumulation of autotelic functions
- Low budget in the light of ambitions
- Bad timing



HOW TO BE MODERATE?

- Context-sensitive sales
- Functions based on mental models
- Involvement of the entire team in estimating the time required for the project
- Knowledge of the time requirement of UX processes



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3. LUST

- Inconsistency
- Methodological inconsistency
- Development based on baroque specifications



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HOW TO BE SUBDUED?

- Regular reviews
- Elaborated and flexible methodology
- Elimination of ad-hoc changes
- Use of style guides



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4. ENVY

- Competitive intelligence instead of own development
- Unrealistic, desire-based deadlines and KPIs
- Fear of innovation



HOW TO PRACTICE ACCEPTANCE?

- Observe users
- Experience-based design
- Explorative methodology

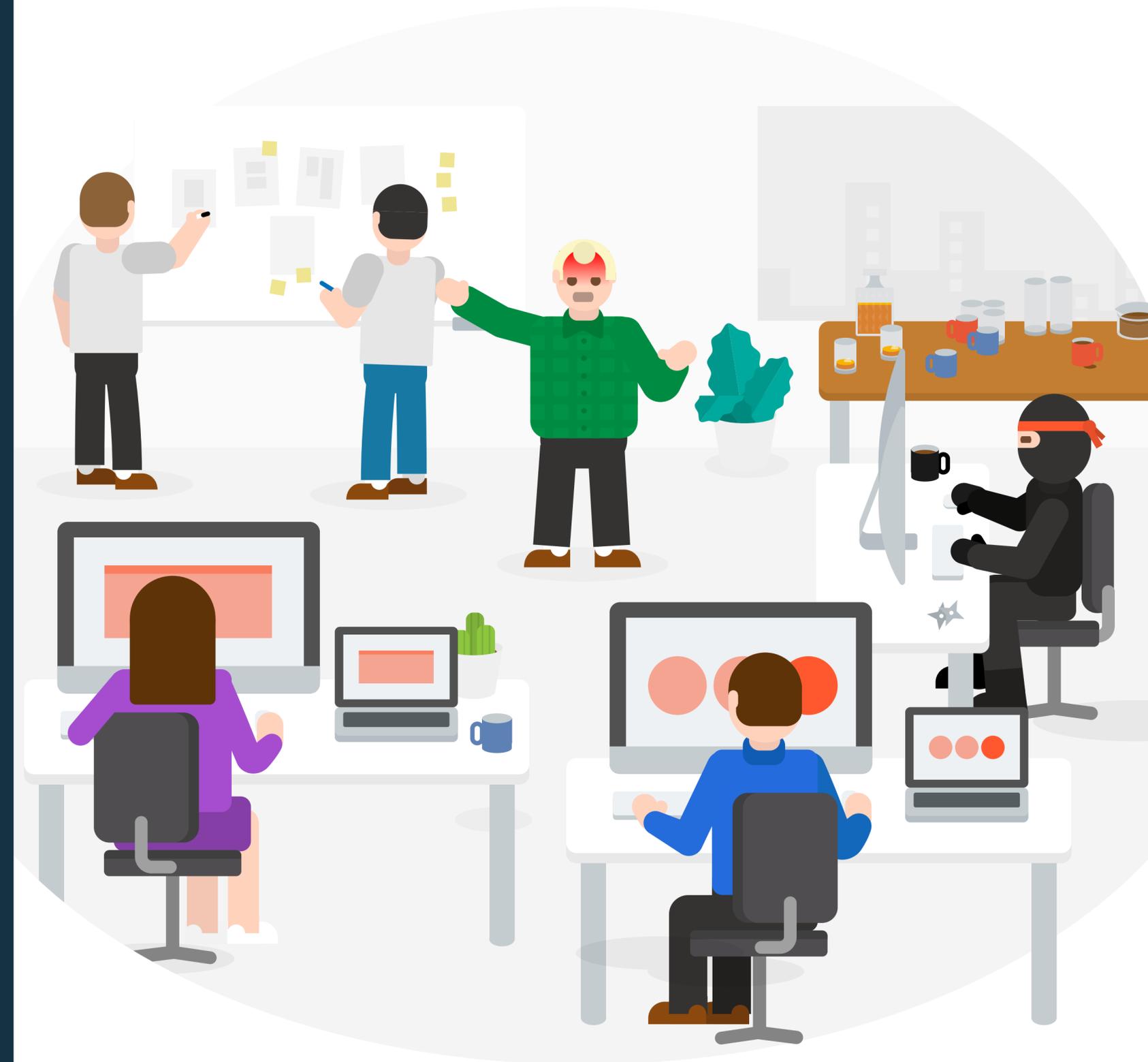


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5. WRATH

- Fragmented set of experiences
- Focus on new customers only
- Long-term use is ignored
- Hectic workflow



HOW TO PREVENT WRATH?

- Service design approach
- Diary-based research
- Research-based personas
- Creative environment



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6. GREED

- There is no testing and research after launch
- Disproportionate teams
- Mistrust of new methodologies
- Internal systems without design
- In-house team with poor expertise



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HOW TO BE EFFICIENT?

- Possible methodologies based on profit
- Small-scale experimenting
- Consciously building an internal team



7. SLOTH

- Working from specifications
- Waiting for miracles
- Weak senior management support



HOW TO DO OUR JOB RIGHT?

- Prepare specifications in parallel with design
- Lean UX approach
- Proper involvement of senior management

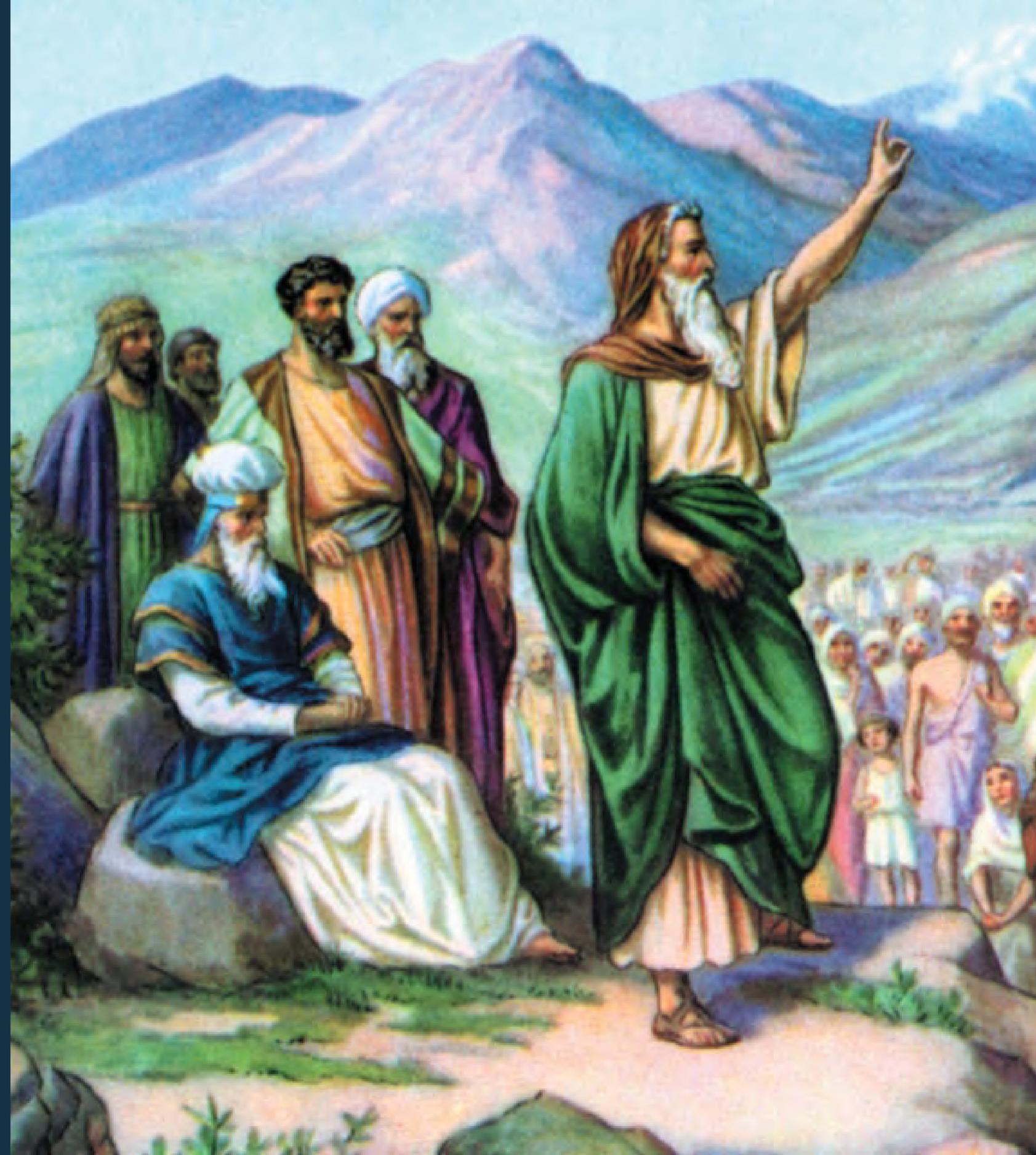


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WHEN WILL WE GET TO THE PROMISED LAND?

- Integrated UX approach
- Strong dedicated team
- Flexible and broad repertoire
- Research-led design



**THANK YOU
FOR YOUR ATTENTION**

DR. ANDRÁS RUNG

+36 30 397 5008

andras.rung@ergomania.eu

ergomania.eu



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