

Sphera UX



Sphera Design Team



Edward

Edward joined the Sphera family in July 2018 and authored the style guide for Sphera Cloud and defined the overall UX framework and vision for the company moving forward. He has over a decade of UX experience with the bulk being in enterprise level marketing software with a short stint in the worlds of non-profit CRM and video games.



[Redacted]
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With the acquisition, he joined Sphera and designed the new Design System. He has over 10 years' experience across the UX and launched different products in his career, putting the user in the center and strive to create innovative solutions.

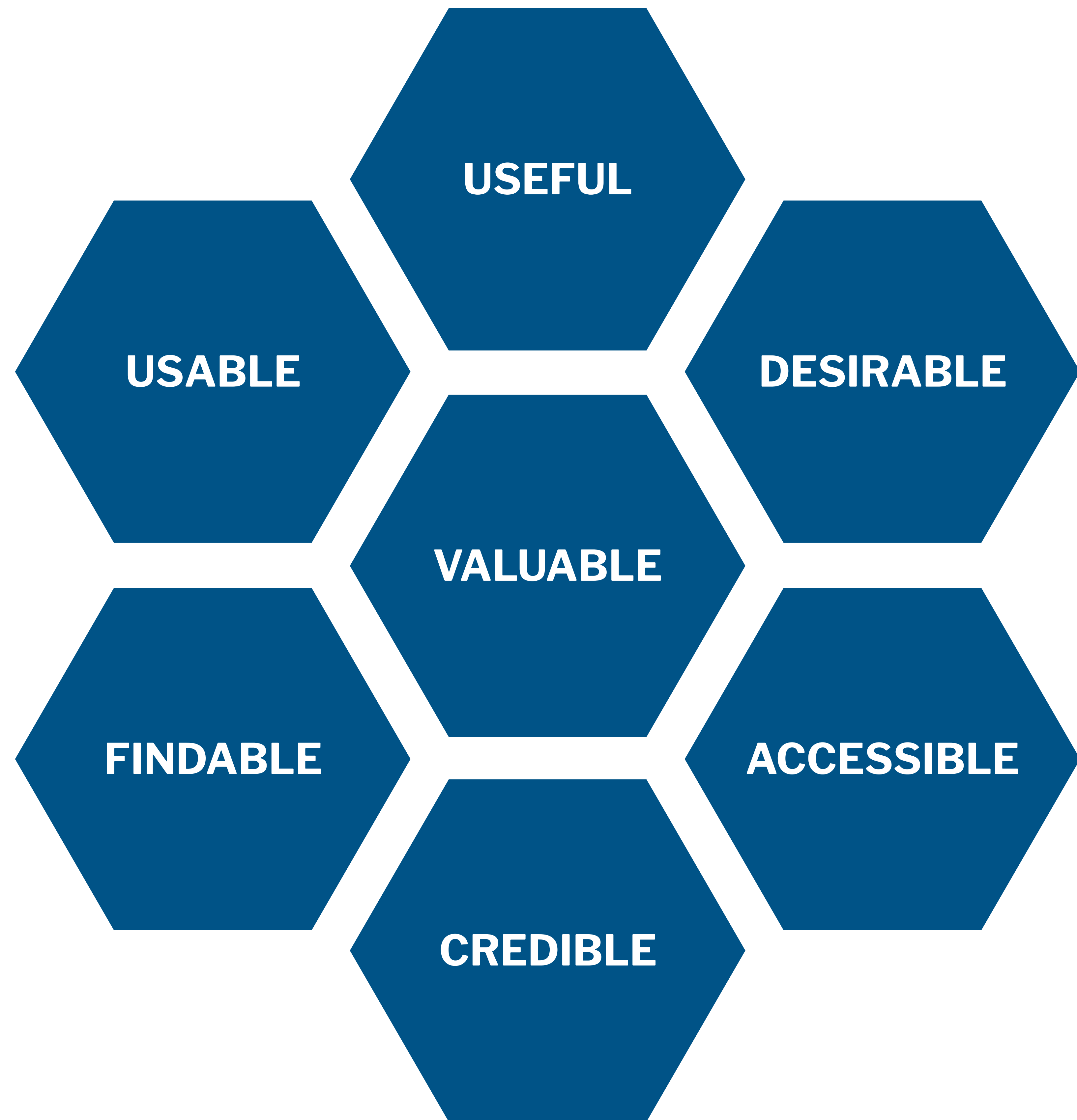


[Redacted]. With over five years in the tech industry, and currently supporting the SpheraCloud team, she combines her experience in UI/UX design, data visualization, software engineering, and process design to make complex ideas understandable, intuitive, and modern for the end user.



[Redacted] latest addition to the Sphera UX team, and has worked in fields from automotive navigation systems to b2b marketing SaaS with a focus on information architecture and design operations.

What is User Experience?



User experience is the overall experience of a person using a product, especially in terms of how easy or pleasing it is to use.

A user centered design process and culture benefits the company by creating products that are easier to sell and support in addition to providing consistency and reducing decision fatigue.

UX, as a discipline, comprises interaction design (IxD), visual design (VxD), and user research.

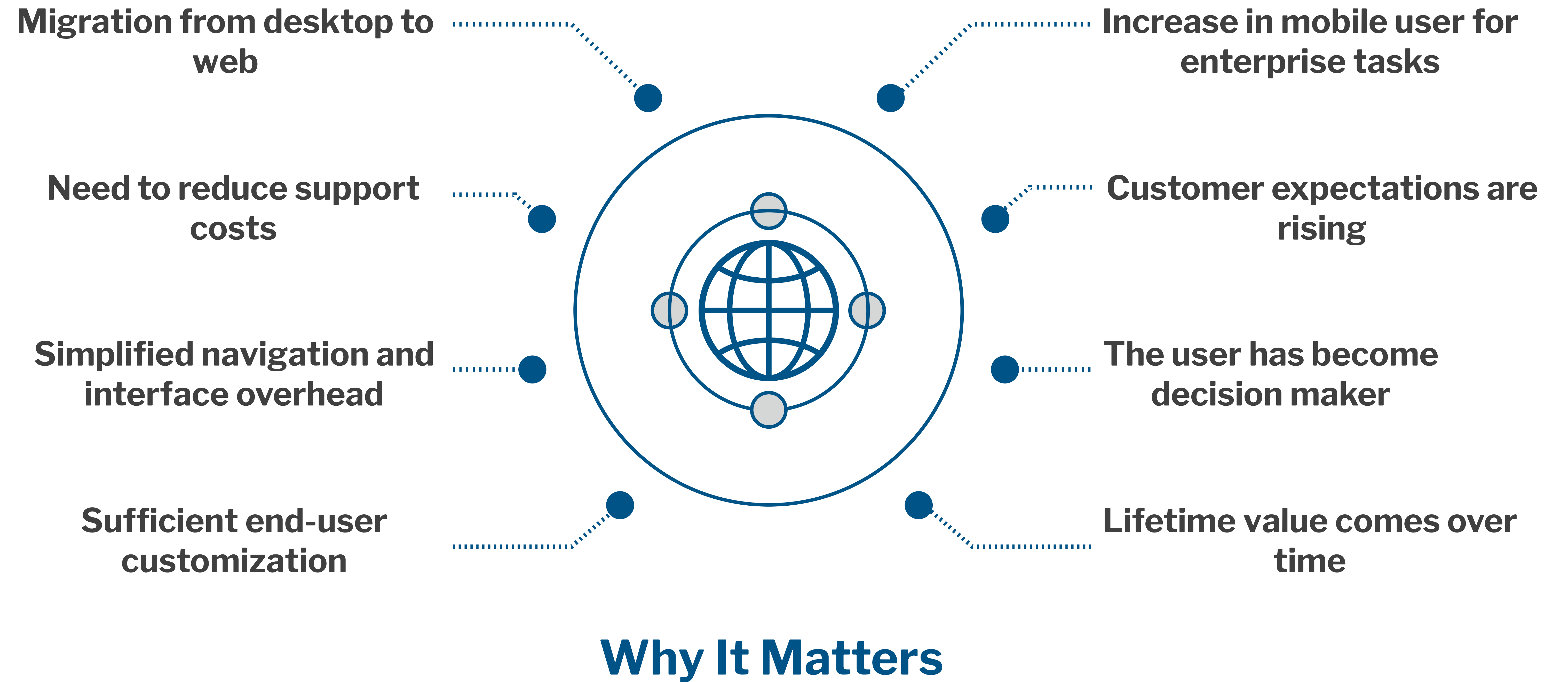
User Experience Honeycomb

http://semanticstudios.com/user_experience_design/

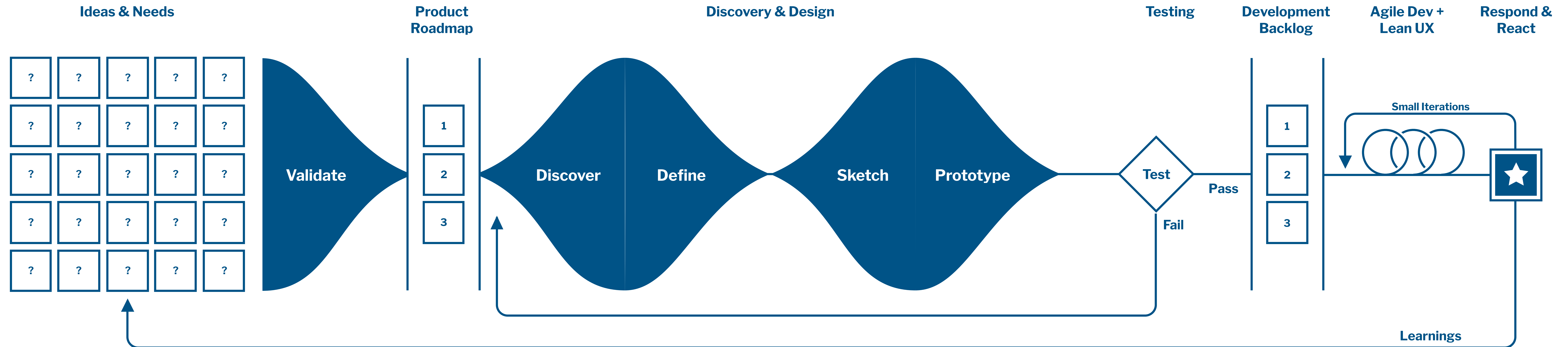
UX & Enterprise

Enterprise software could be boring, messy, inscrutable, rife with absurd levels of hair-splitting complexity and teeth-grinding confusion, sold to penny-conscious buyers who don't use the product, while "end users" are conscripted to use it, with dull training.

Enterprise UX is all about framing the problem and seeing the opportunity and seeing where to tap multitudes of potential to transform a dreary software encounter into something rewarding, like a delightful consumer app or futuristic concept car.



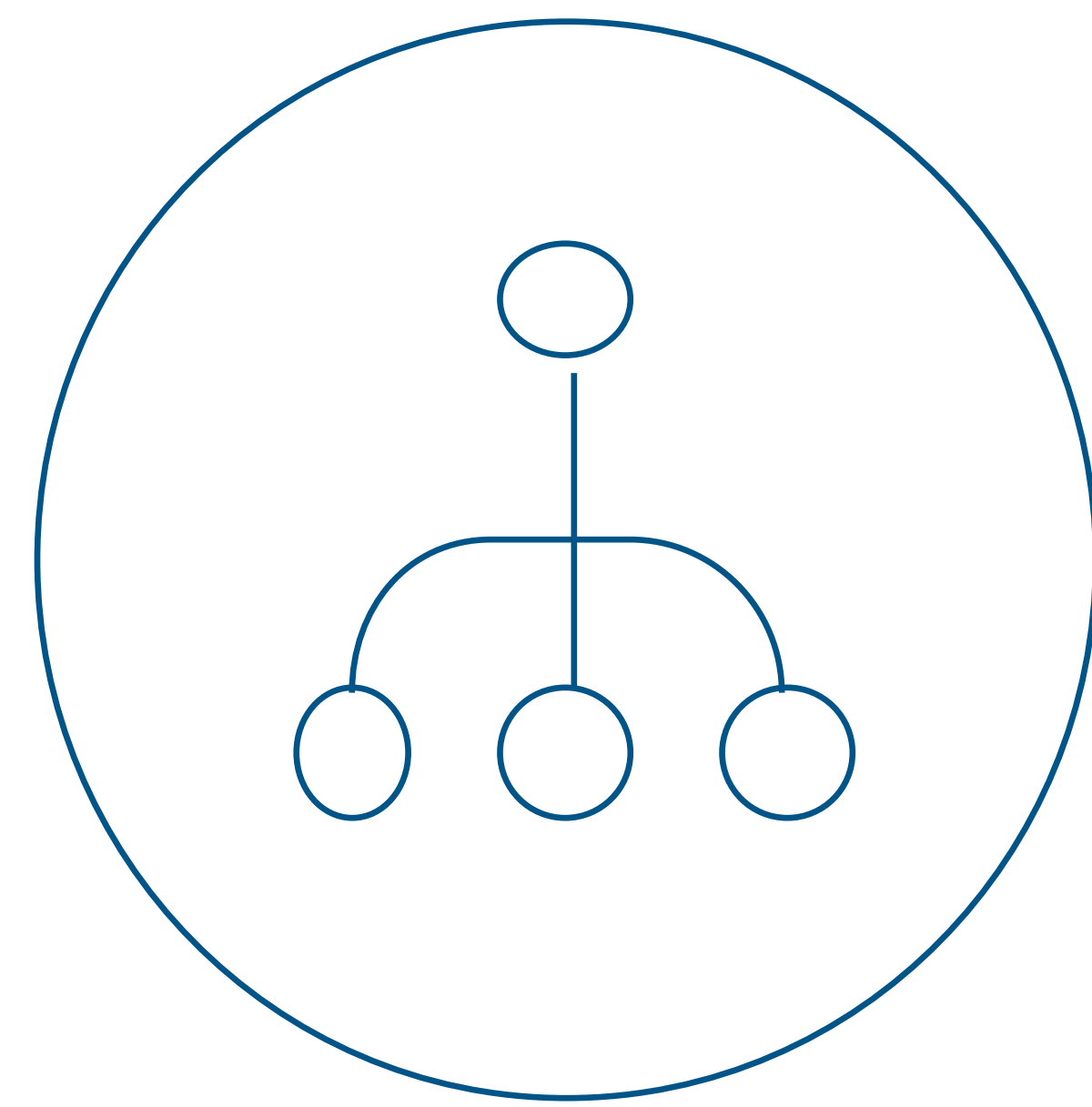
The Design Process



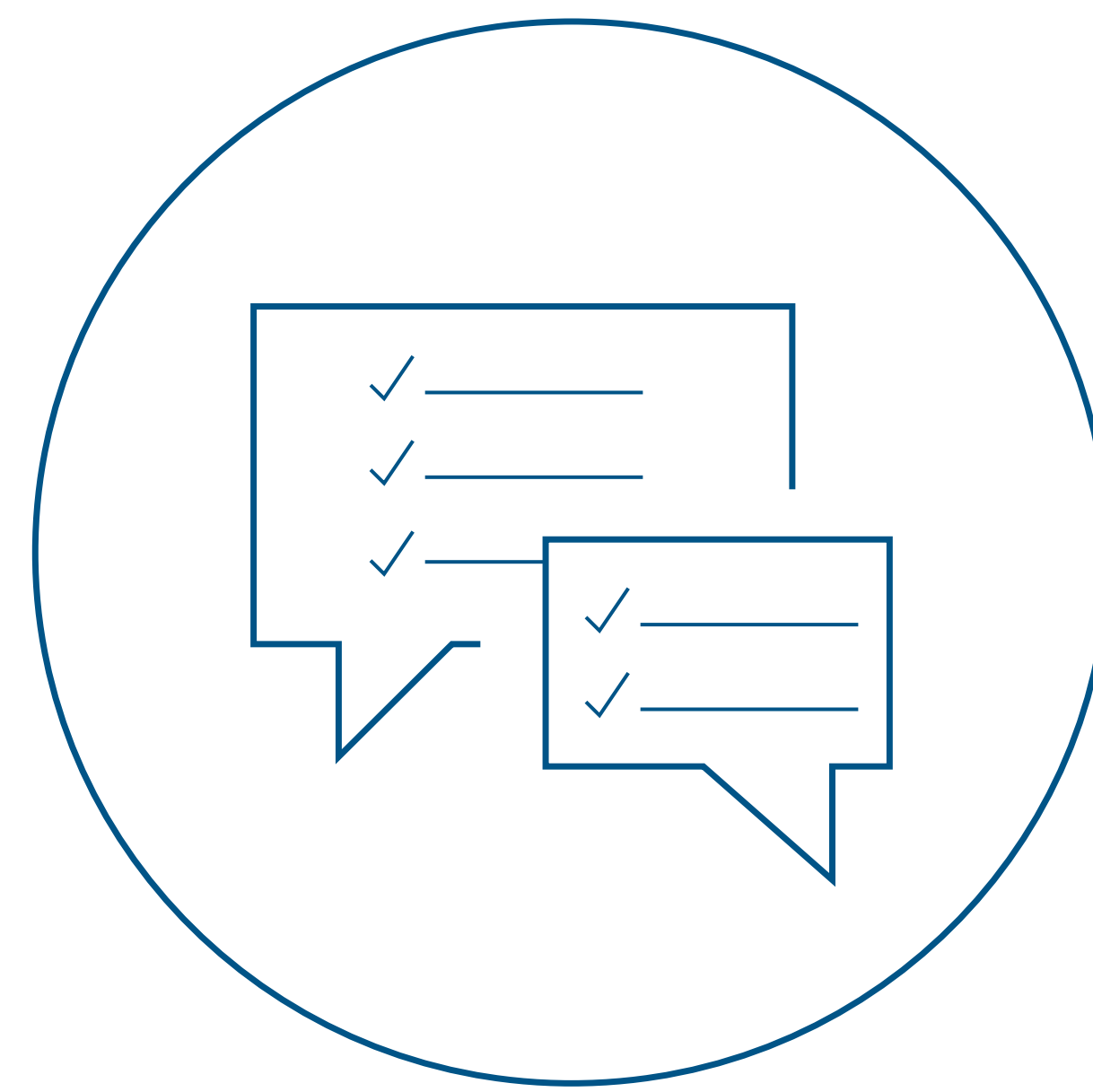
Creating and following a consistent process from idea inception to delivery helps to ensure that customer needs are being met in an effective manner. With three primary sections, **idea validation**, **design validation**, and **delivery**, the process attempts to bring transparency and predictability to the product life-cycle

Flexible Engagements & Agile Design

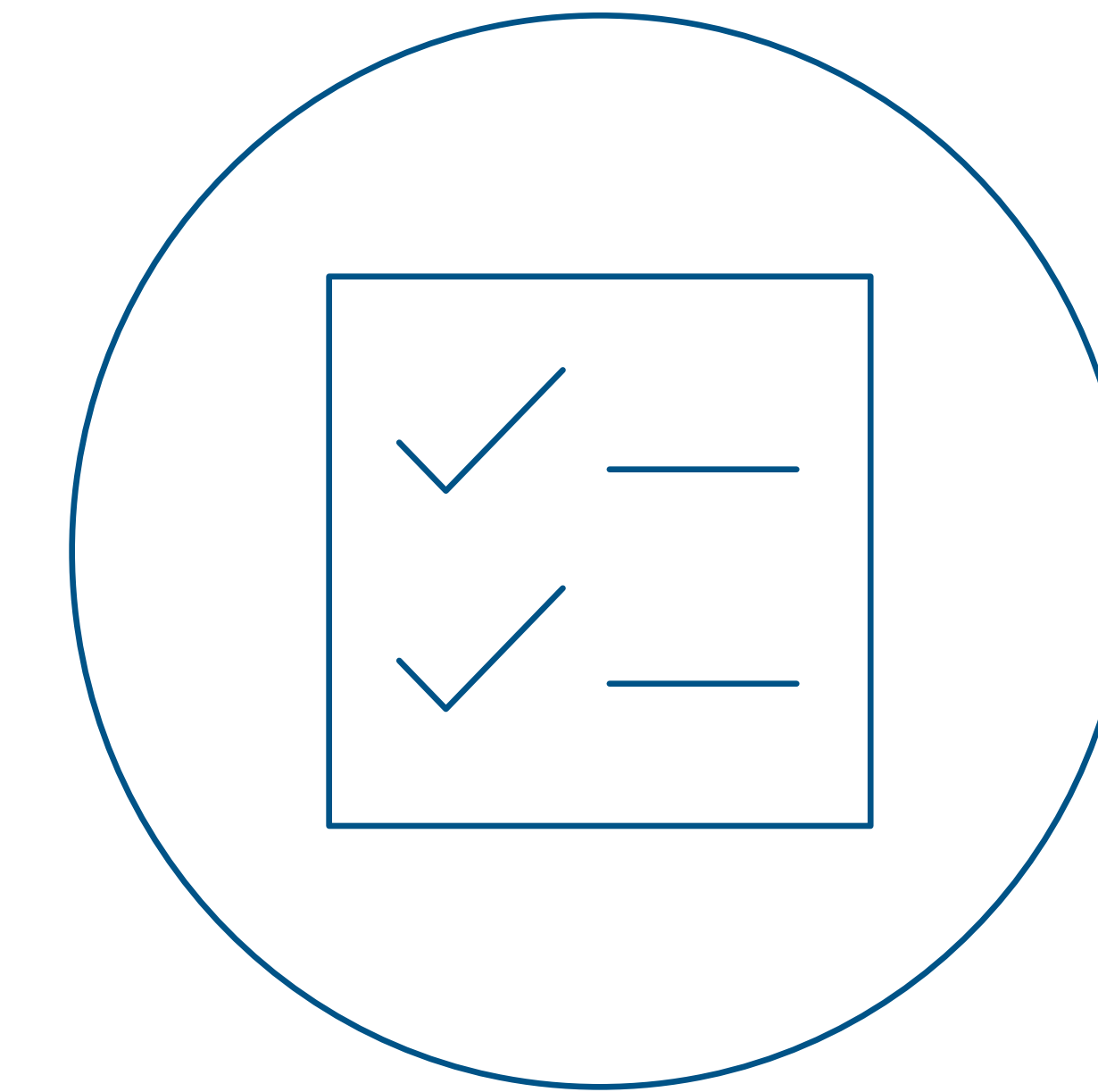
By working within an flexible and agile framework, design can better integrate with product teams to support the delivery process.



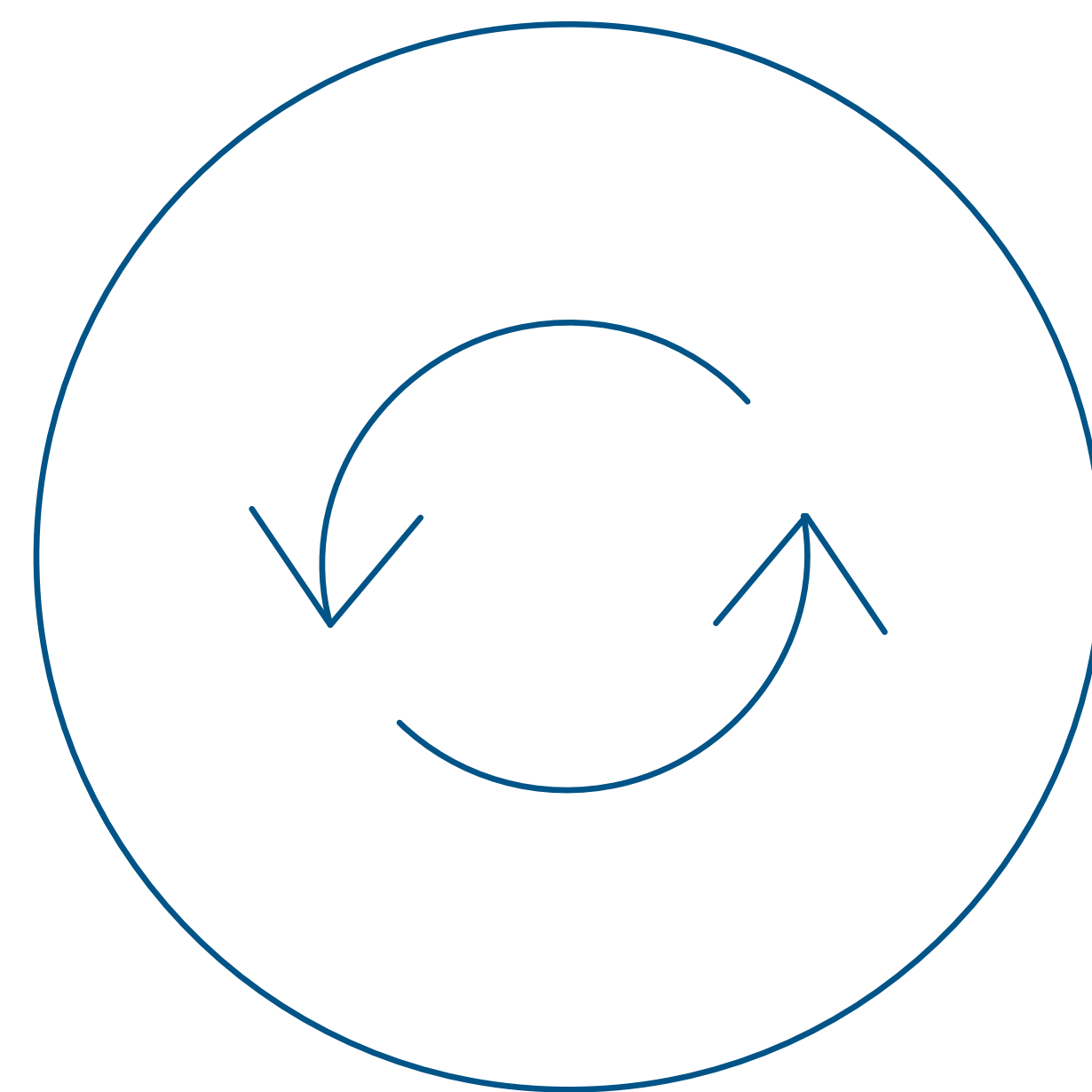
Different engagement plan sizes to meet project scopes



Design sprint rituals to plan and share work



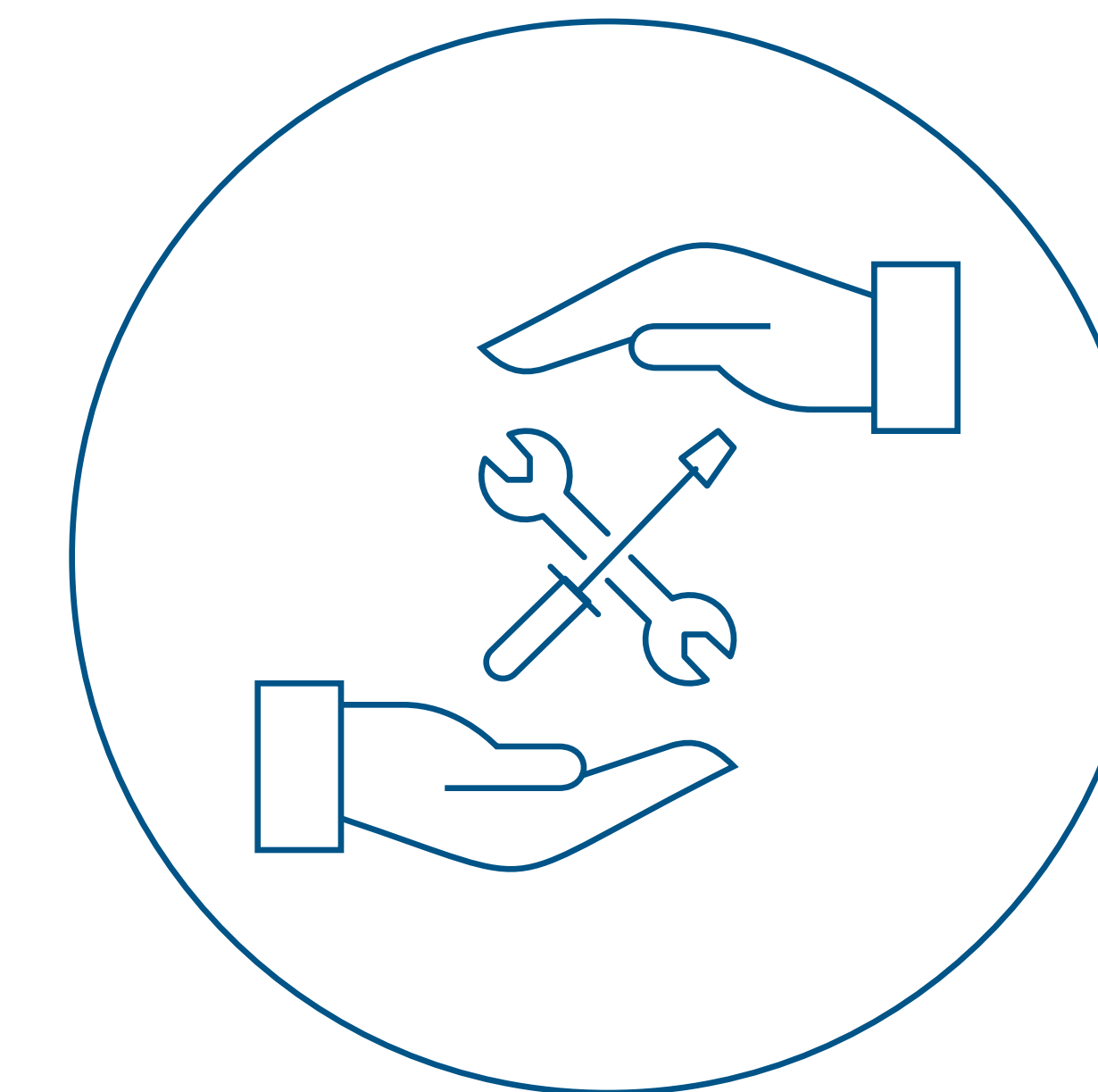
Multiple concurrent work streams



Two week sprints to match development



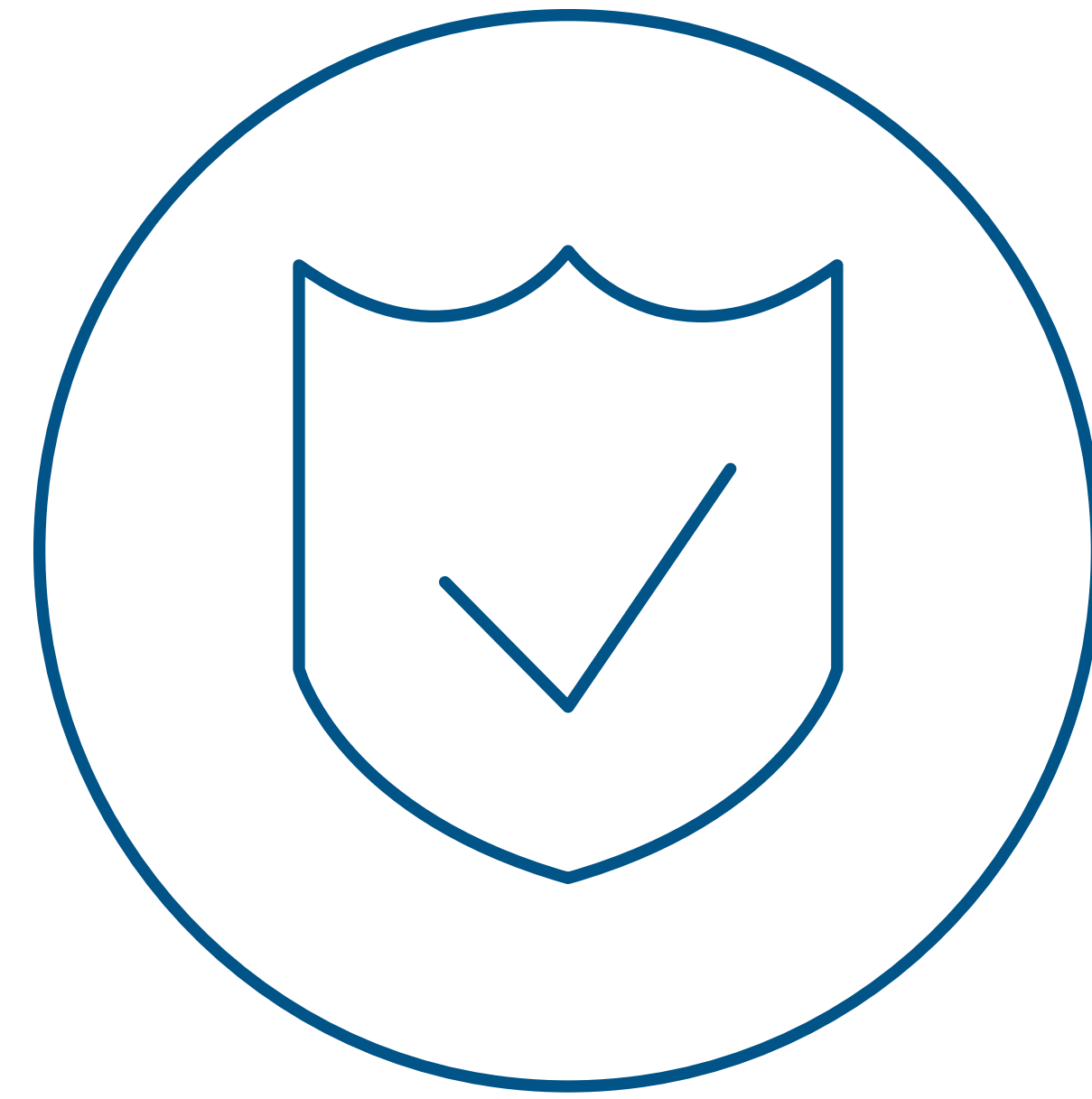
Agile boards for tracking requests, requirements, and capacity



Participate in other teams' rituals and boards

Impact of Design

QA

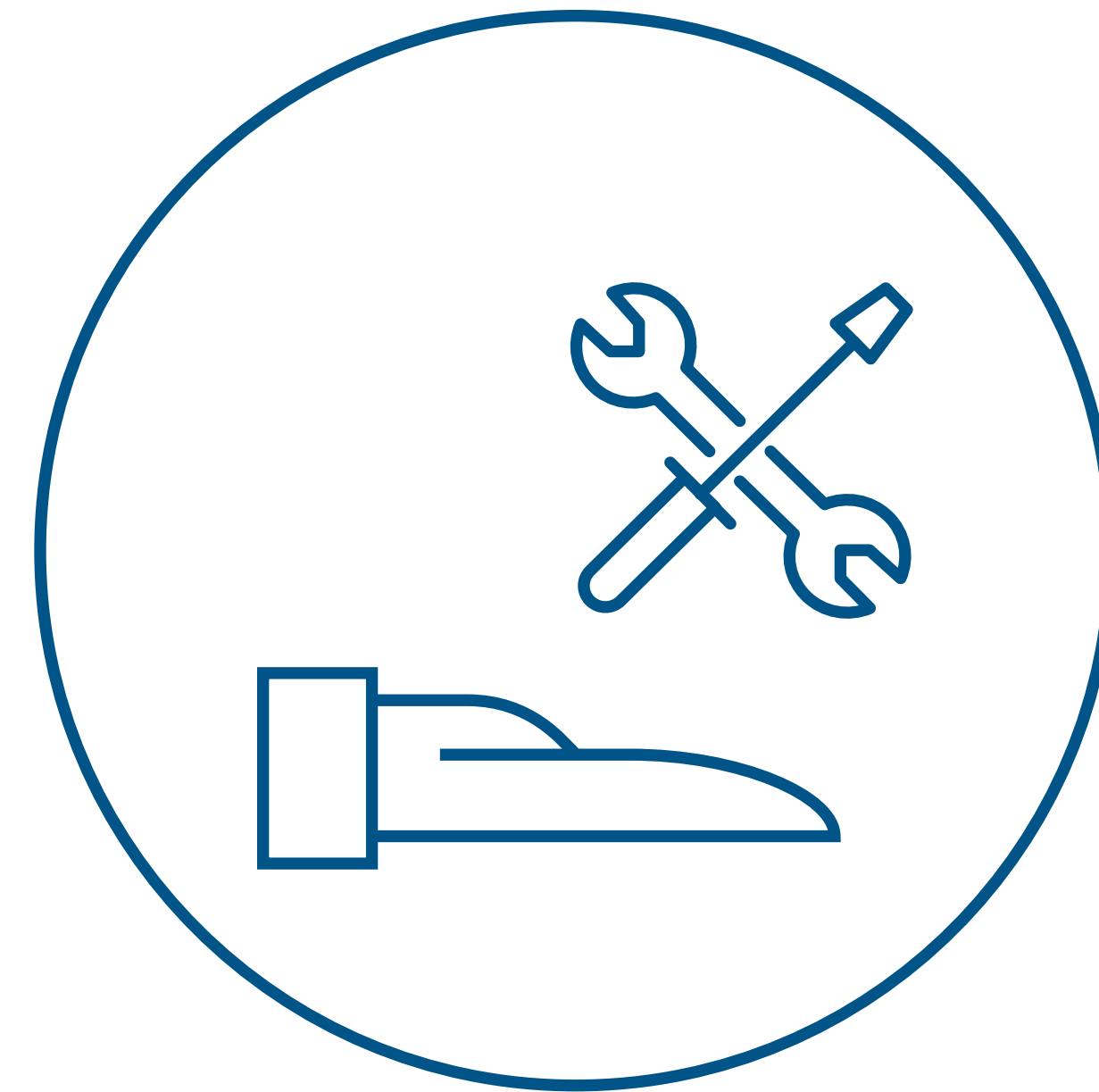


Product teams rely on QA to ensure that we're meeting standards and requirements.

The design process can help QA by:

- Finding and addressing issues during design and dev reviews before release
- Utilizing standardized designs to reduce new test creation
- Ensuring QA is involved early in the process to identify testing concerns

Customer Success



Customer success provides a vital link between our end users and the product team, funneling feedback, good and bad, into the pipeline.

The design process can help customer success by:

- Creating an easy to use product that accommodates customers' needs
- Providing a consistent user experience so that system behavior / functions are predictable to experienced users
- Advocating for the needs of users throughout the design process to ensure their feedback is being heard

ELT



The ELT and other company leadership sets the course for us to follow, identifying priorities and opportunities.

The design process can help The ELT by:

- Working with product management and marketing to validate product fit
- Providing user feedback to help determine product roadmap

Impact of Design

Development

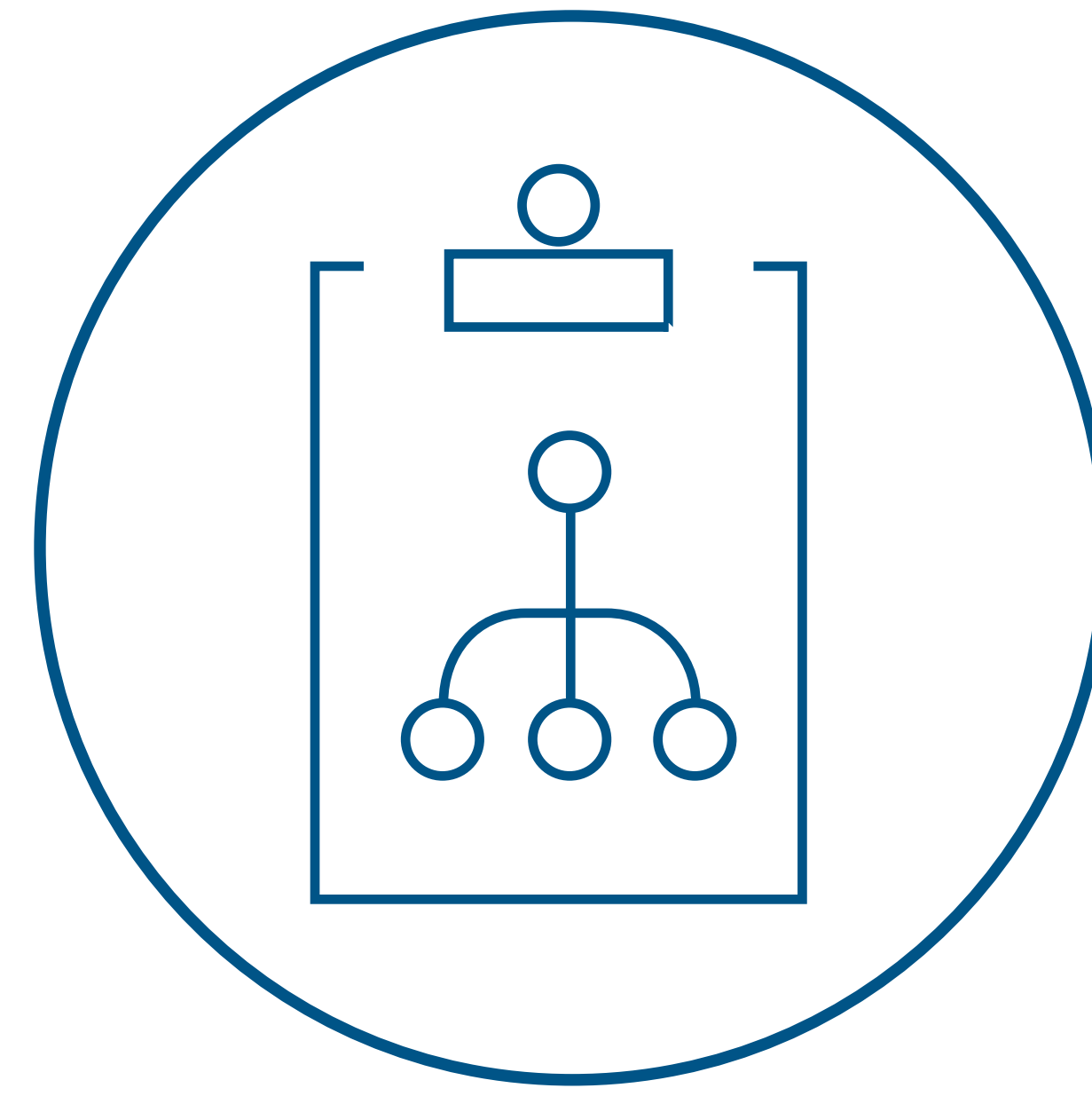


Developers bring products to life and are vital partners to the design team.

The design process can help developers by:

- Providing clear documentation of expected product behavior
- Reducing rework by validating proposed solutions before development begins
- Creating consistent design patterns to enable front end code standardization
- Ensuring that technical concerns are addressed early in the design process

Product Management



Product managers help to organize the inherent chaos of designing and delivering a product.

- Helping to validate feature requests/proposals
- Verifying hypotheses through user testing
- Improving delivery times by instituting and utilizing standardized design patterns
- Decreasing blockers/downtime by ensuring assets are ready for team

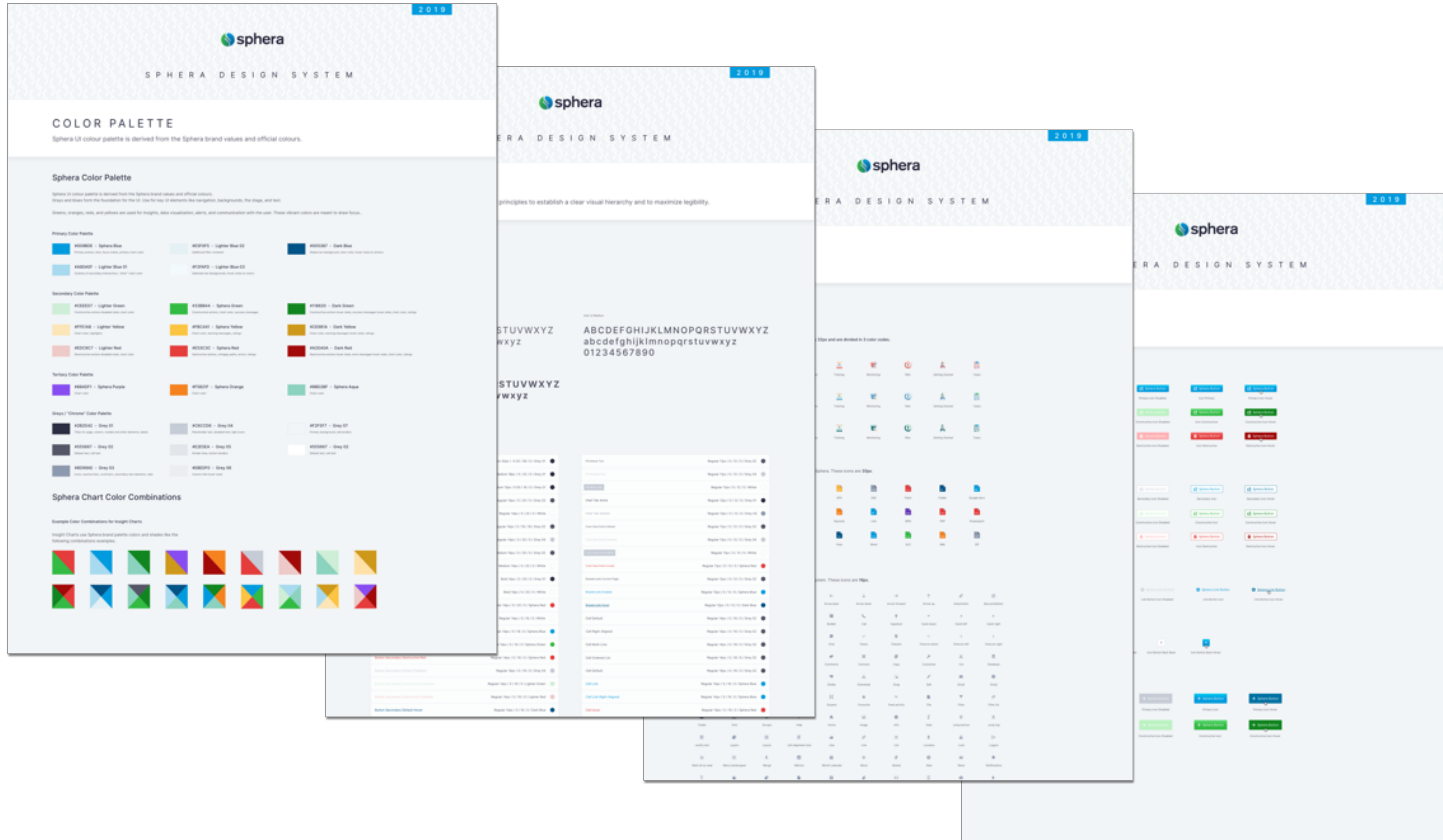
Sales & Marketing



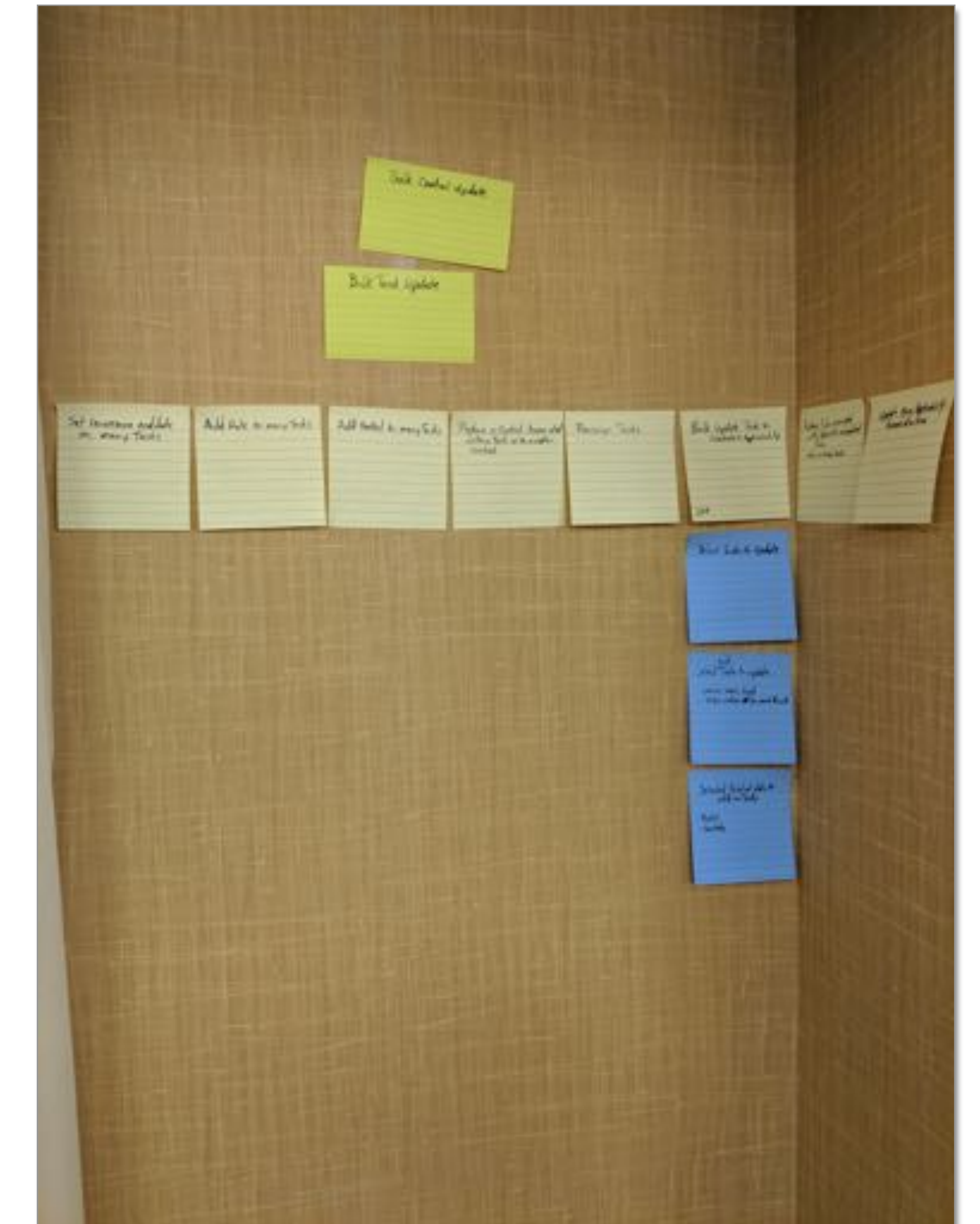
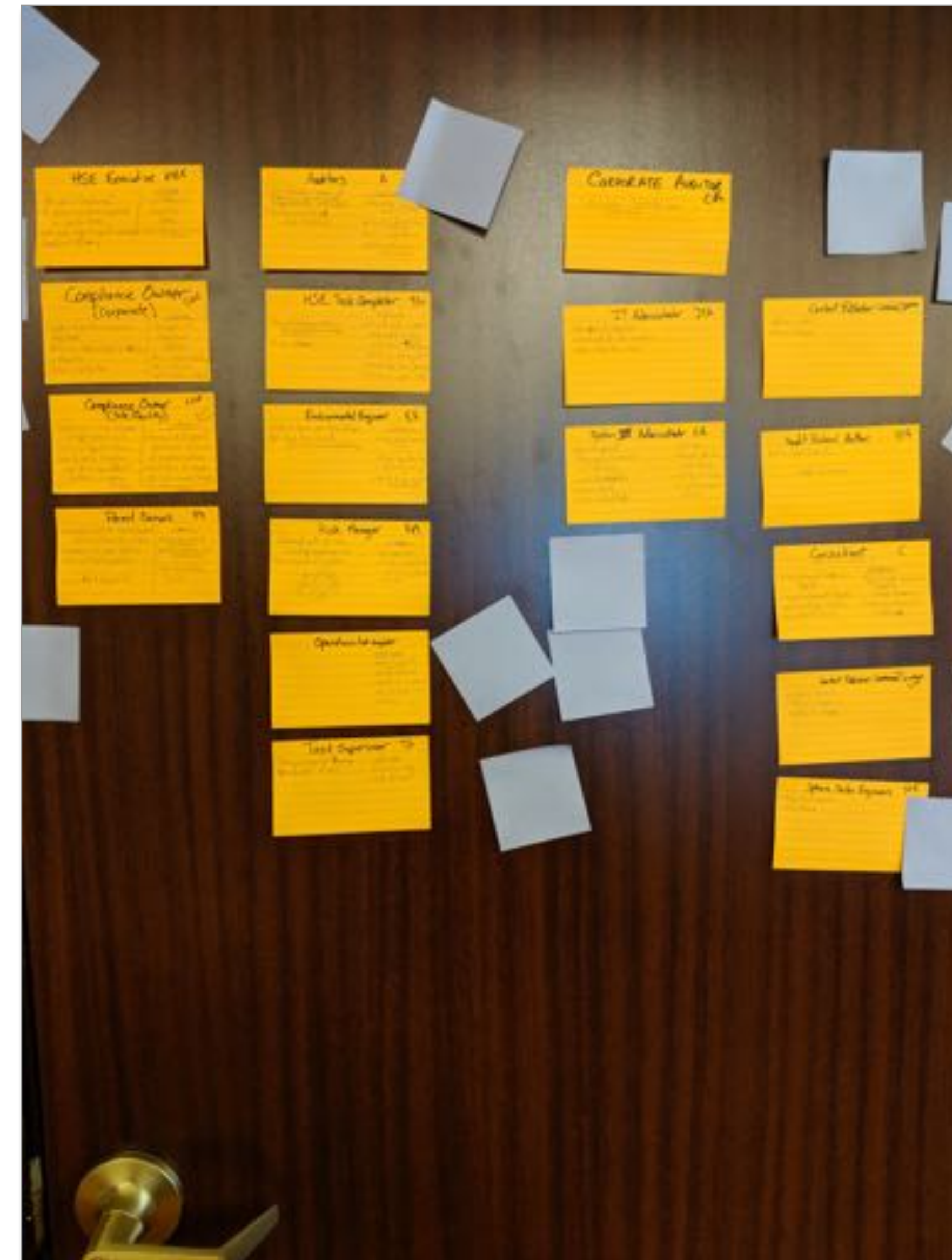
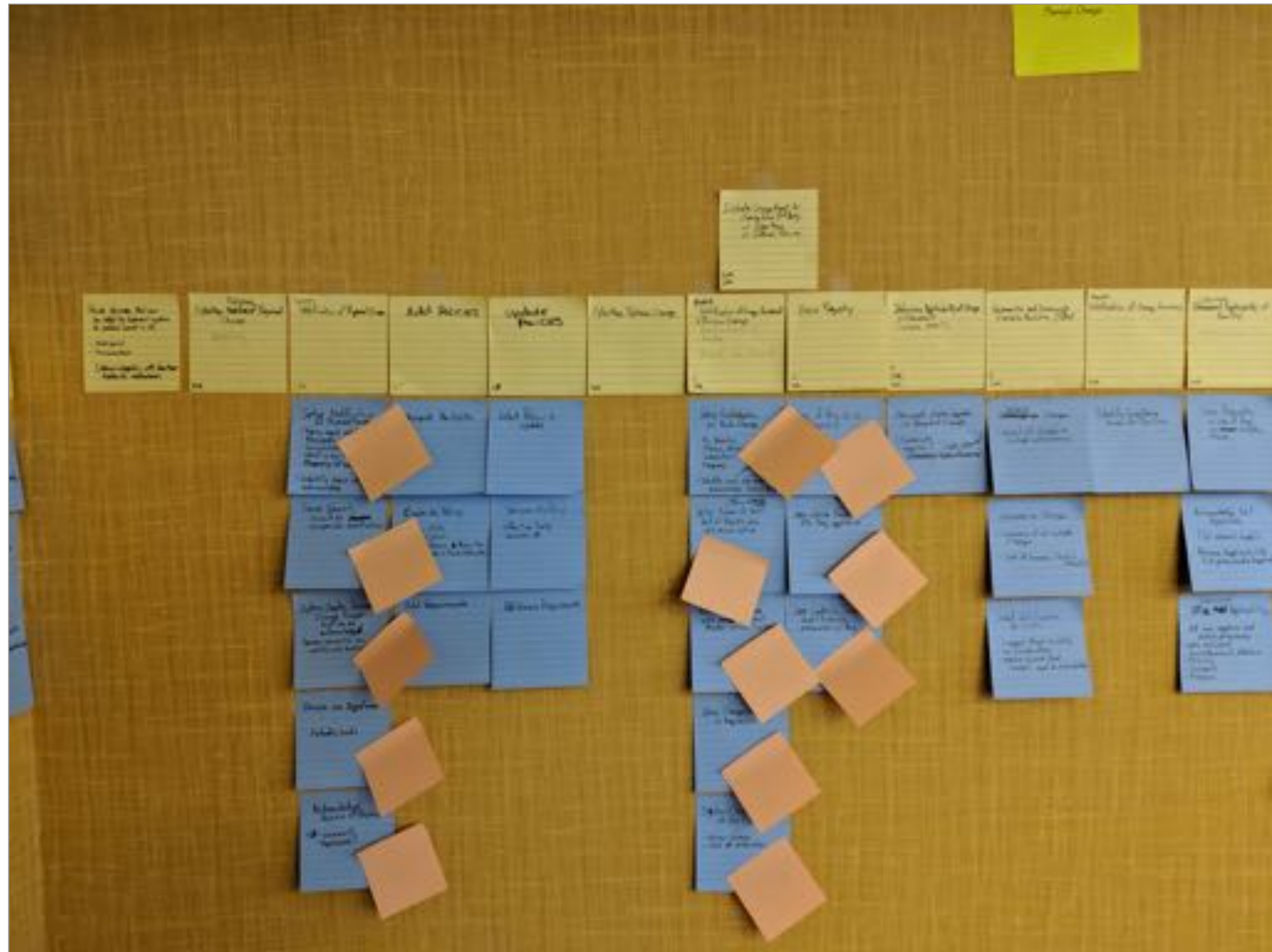
Having the best design or cleanest code doesn't matter if no one is using the product. Sales and marketing keep the lights on for the rest of us.

- Creating a consistent look and feel to the product
- Delivering an easy to use product for customers
- Ensuring customer (and potential customer) feedback is included in the delivery process
- Responding to feature requests to address market opportunities
- Sharing customer feedback / use cases as additional sales resources

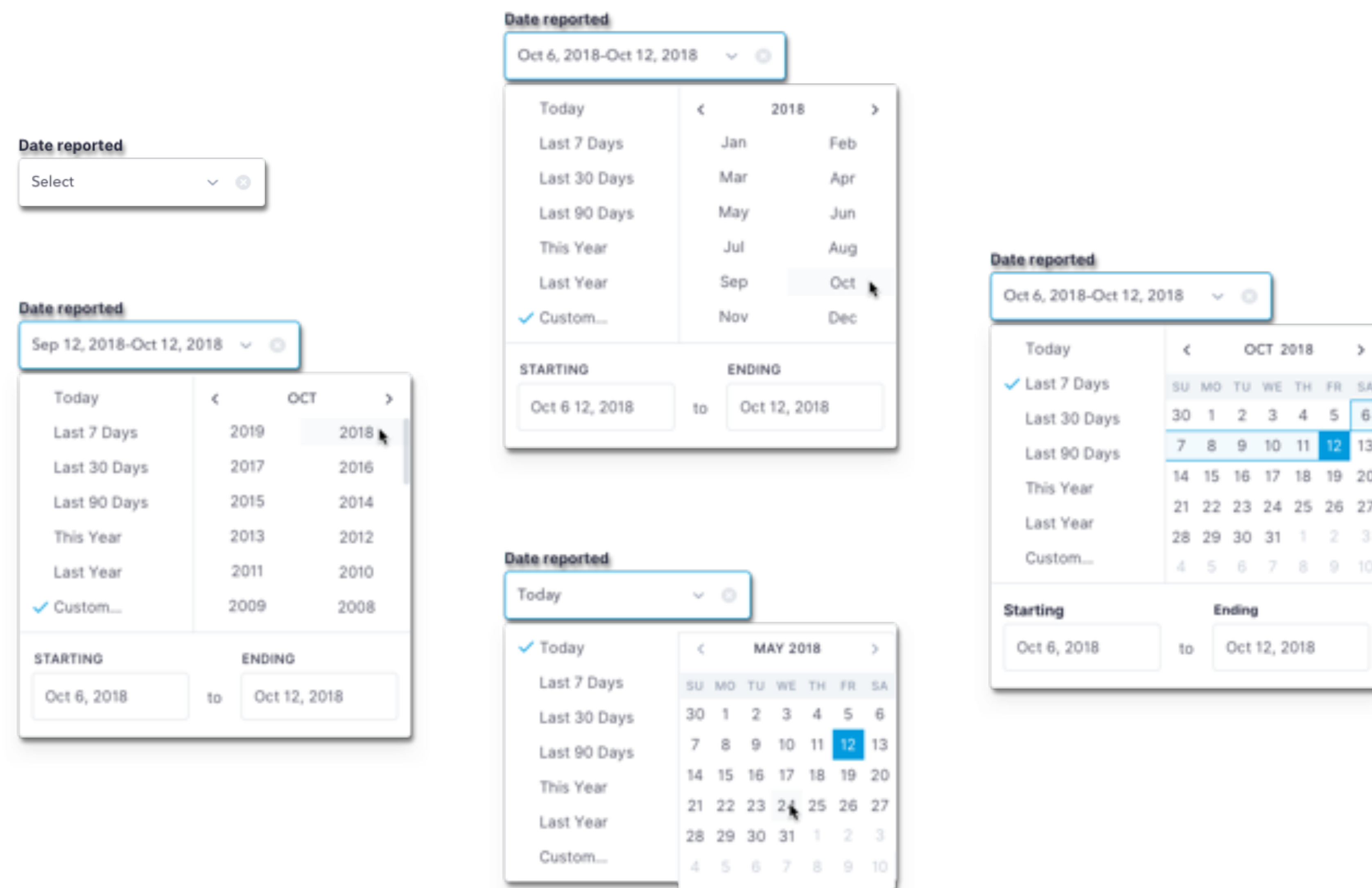
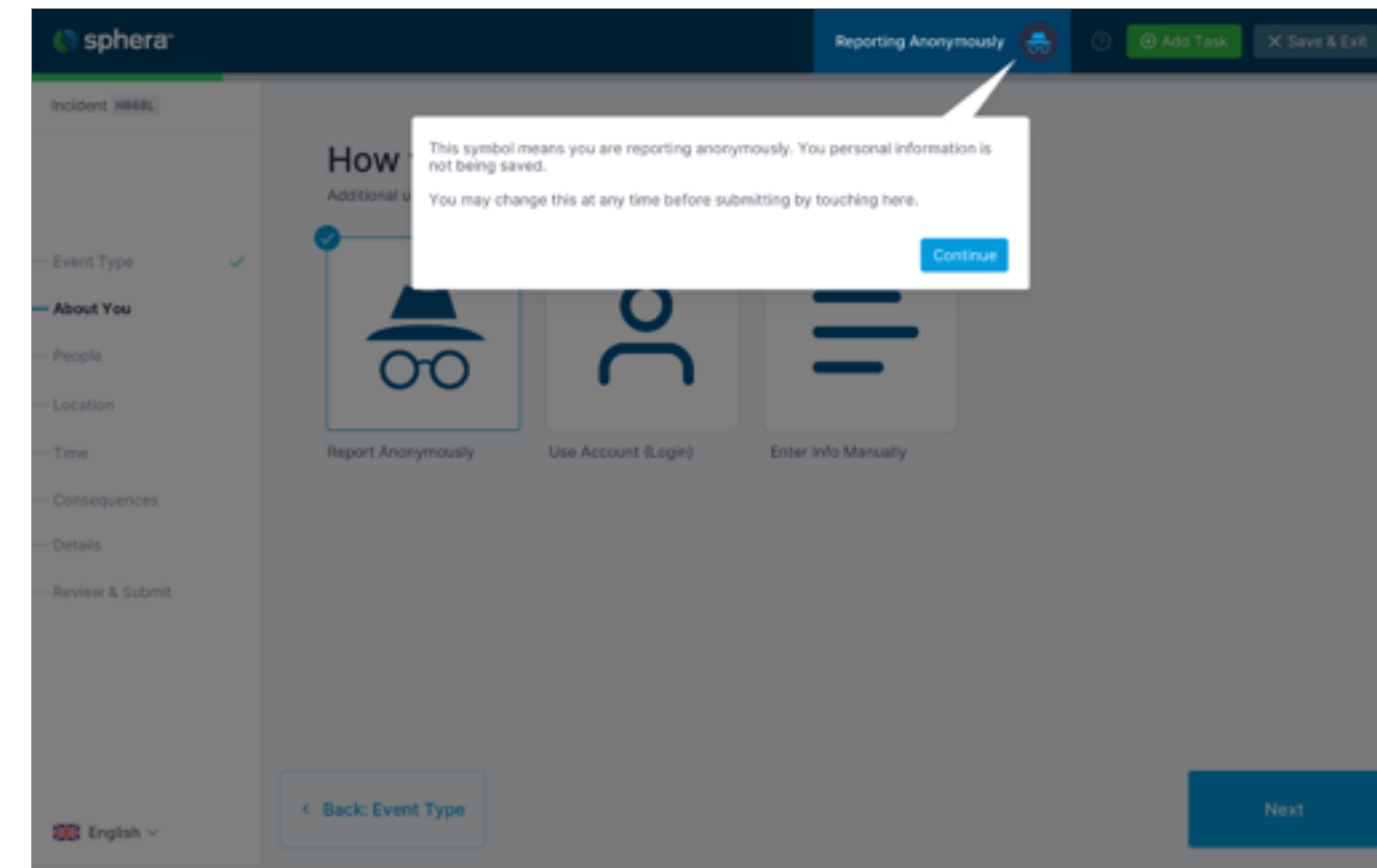
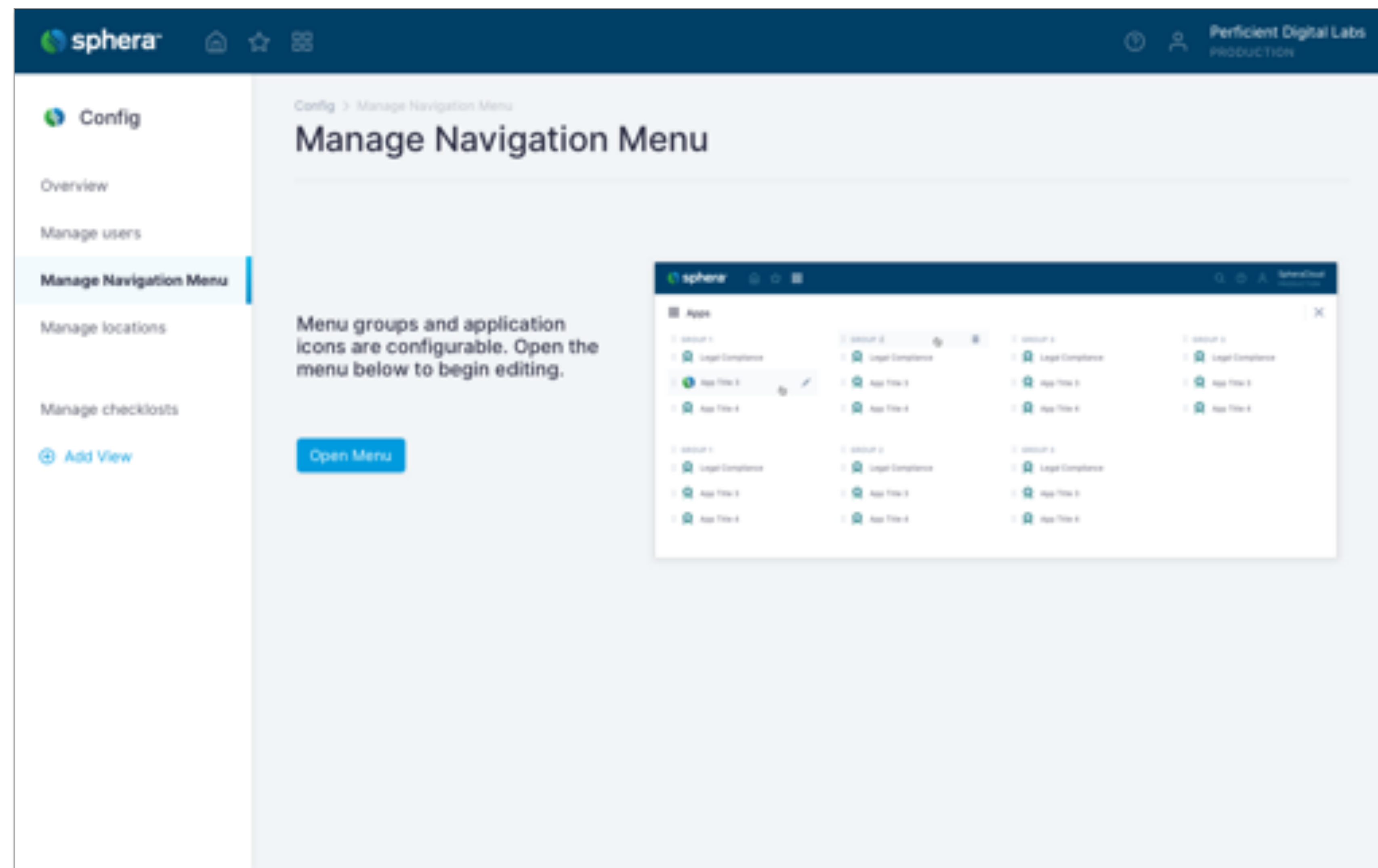
Current Work - Design System Update



Current Work



Current Work - UI3 and Project Support

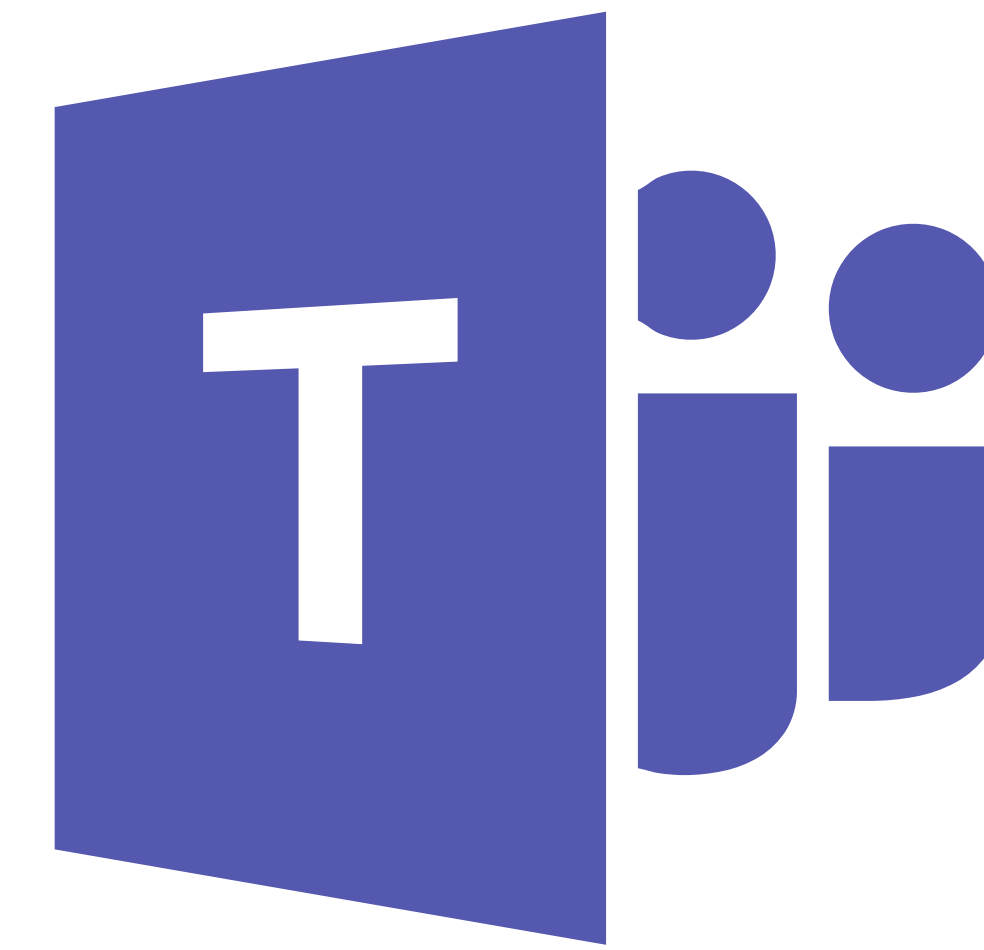


How to Reach Us


We're here to help. To reach us regarding open issues that are not defined or scoped yet, like:

- Clarification on questions/topics
- Discussions on existing ideas
- Suggestions on new features

Please use →



Microsoft Teams

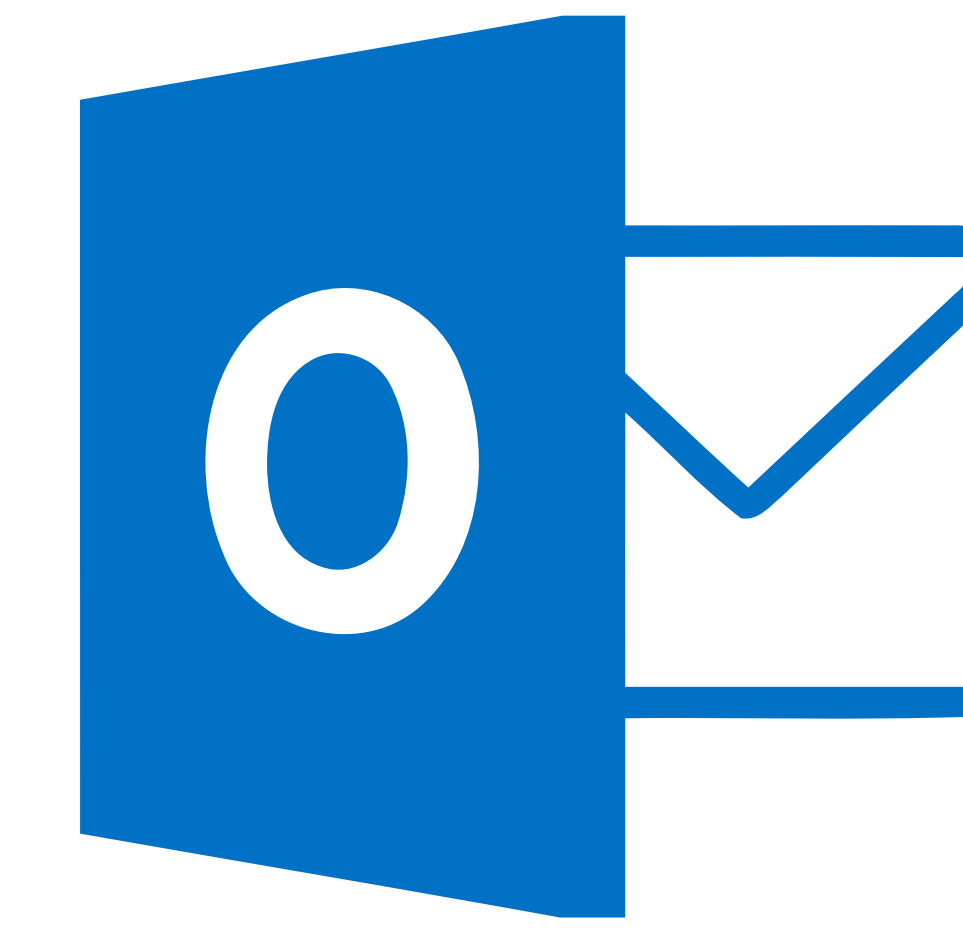
 **Microsoft Teams**

User > [REDACTED]


User > Edward Vitralis

User > [REDACTED]

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Microsoft Outlook

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Questions?