



UX

SKETCHNOTES

50+ visual notes of some of the most inspiring
UX, design, and technology talks in the world



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UX Mastery

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Prologue

I visited my parents in Adelaide last summer.

In between lounging on the couch and gorging on my mother's home cooking, I explored the cupboard in my old bedroom. I discovered boxes of '80s Lego sets (complete with instructions, woo hoo!), my old Apple II+ computer (64K RAM, yeah!), and several boxes of exercise books from my time at school.

Leafing through these exercise books, it dawned on me: *I've always created sketchnotes*. My written notes from class were visually rich, complete with elaborate illustrations, decorative containers, headings set in different typefaces, and attempts to represent my teacher's bullet points as summary diagrams. Thinking visually comes naturally to me—perhaps it did for you once, too. And yet, possibly like yourself, I ignored my visual literacy for a long time.

Over the past few years I've been fortunate enough to attend a ton of conferences about UX (User Experience) and web design. I began taking visual notes at these conferences and posting them online ... and people took notice. Fast forward a few years, and my sketchnotes have opened doors I'd never thought possible: they've earned me paid illustration, animation, and graphic facilitation contracts; they've been featured in books; I've been asked to teach workshops about sketchnoting; and the sketch aesthetic has become synonymous with the UX Mastery brand.

This collection of over 50 sketchnotes includes talks from some of my heroes in the UX world as well as a selection of other presentations to mix things up a bit. From my first clumsy scrawls through to polished illustrations, I hope you can enjoy them, learn from their content and their anatomy, and use them as inspiration for your own sketchnotes.

Sketch on!

Matthew Magain
February 2015

List of Events

- › *Problogger Training Event 2012*
- › *Product Bash Sydney 2012*
- › *UX Australia 2010*
- › *Web Directions South 2011*
- › *Web Directions South 2013*
- › *UX Indonesia 2014*
- › *Hargraves Institute Innovation Summit 2013*
- › *Leaders in Software and Art 2013*
- › *Web Directions Code 2013*
- › *UX Australia 2013*
- › *UX Australia 2014*
- › *Random Sketches & Illustrations*

About UX Mastery

Founded by Matthew Magain and Luke Chambers, **UX Mastery** is an online resource for aspiring user experience designers.

What began in 2012 as a list of recommended books for anyone interested in learning about user experience design has since grown to include a handful of popular ebooks, a (not particularly) regular podcast and webinar series, a (much more) regular email newsletter, and the most welcoming and helpful UX community online, period.

Matt and Luke also deliver full-day UX workshops from a quirky coworking space in Melbourne, at events throughout Australia and South-East Asia, or at your office. If you're interested in attending one of these workshops, check out our [training schedule](#).

To find out what all the fuss is about, follow us on [Twitter](#), or subscribe to our [email newsletter](#).



Overcoming Obstacles & Road Blocks • Darren Rowse & Guests

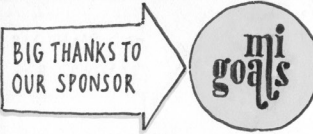
ProBlogger Training Event • Gold Coast, August 2013

A friend of mine works with Darren Rowse from ProBlogger. He asked if I could make “one of those sketch thingies” for him to give to Darren as a Christmas gift. I didn’t attend this keynote session from the ProBlogger training event that Darren hosted, but he provided me with an audio recording of the presentation, which I used to create the illustration. Because it was created after the fact, I put a little more effort into the caricatures and other details, which was handy, as capturing a likeness is tough!

PRODUCT BASH

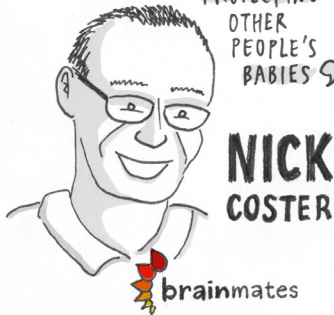
SYDNEY • NOV 13, 2012

VISUAL NOTES BY: **uxmastery**
MATTHEW MAGAIN .com



ENTREPRENEURS ARE FREE TO CREATE & KILL THEIR OWN IDEAS

PRODUCT MANAGERS ARE USUALLY TASKED WITH PROTECTING OTHER PEOPLE'S BABIES



NICK COSTER

PROCESS IS USEFUL! ENTREPRENEURS ARE USUALLY NOT VERY DISCIPLINED PEOPLE.

IF YOU'RE THE PIMPLE ON THE BACKSIDE OF AN ORGANISATION IT CAN BE A VERY DIFFICULT DECISION TO KILL THE BABY.



EVERY FAILED PRODUCT HAD AN AWESOME SPREADSHEET.



SIMON CARISS

PageUp People

WHAT FAILURES TOOK A LONG TIME TO IDENTIFY?



ANALYTICS IS HARD!

FAILURES OFTEN COME FROM PARTNERING WITH THE WRONG PEOPLE OR ORGANISATION.



IT WOULD BE GREAT TO CHANGE LAWS TO ENCOURAGE INVESTMENT IN LOCAL IDEAS.



NICK GONIOS

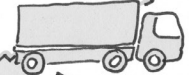
[SMOOTH] DESIGN VENTURES

WHAT CAN ENTREPRENEURS LEARN FROM PRODUCT MANAGEMENT?

LIMIT THE SCORE CREEP!

IF YOU'RE NOT A USER OF YOUR PRODUCT IN THE EARLY STAGES, AND UNDERSTANDING THE USER STORIES, YOU'RE PROBABLY IN TROUBLE

THE NSW GOVERNMENT PUSH OUT A TRUCKLOAD OF DATA



BUT IF IT'S NOT RELATED TO THE NEW, IT WON'T GET UP.



MIKE CANNON-BROOKES

Atlassian

Is There a Place for Entrepreneurship in Product Management?

Product Bash • Sydney, November 2012

The lovely folks from Brainmates (a product management training and consulting company) asked me to sketchnote their end-of-year event—a panel discussion featuring a collection of entrepreneurs and product managers. The “skyscraper” layout served me well as a way to capture different comments from each of the panelists, and there were plenty of opportunities for injecting some creative imagery!



Anton Sher, Rod Farmer, Dan Naumann, Sally Bieleny, Dan Szuc & Joe Sokohl
UX Australia • Sydney, August 2010

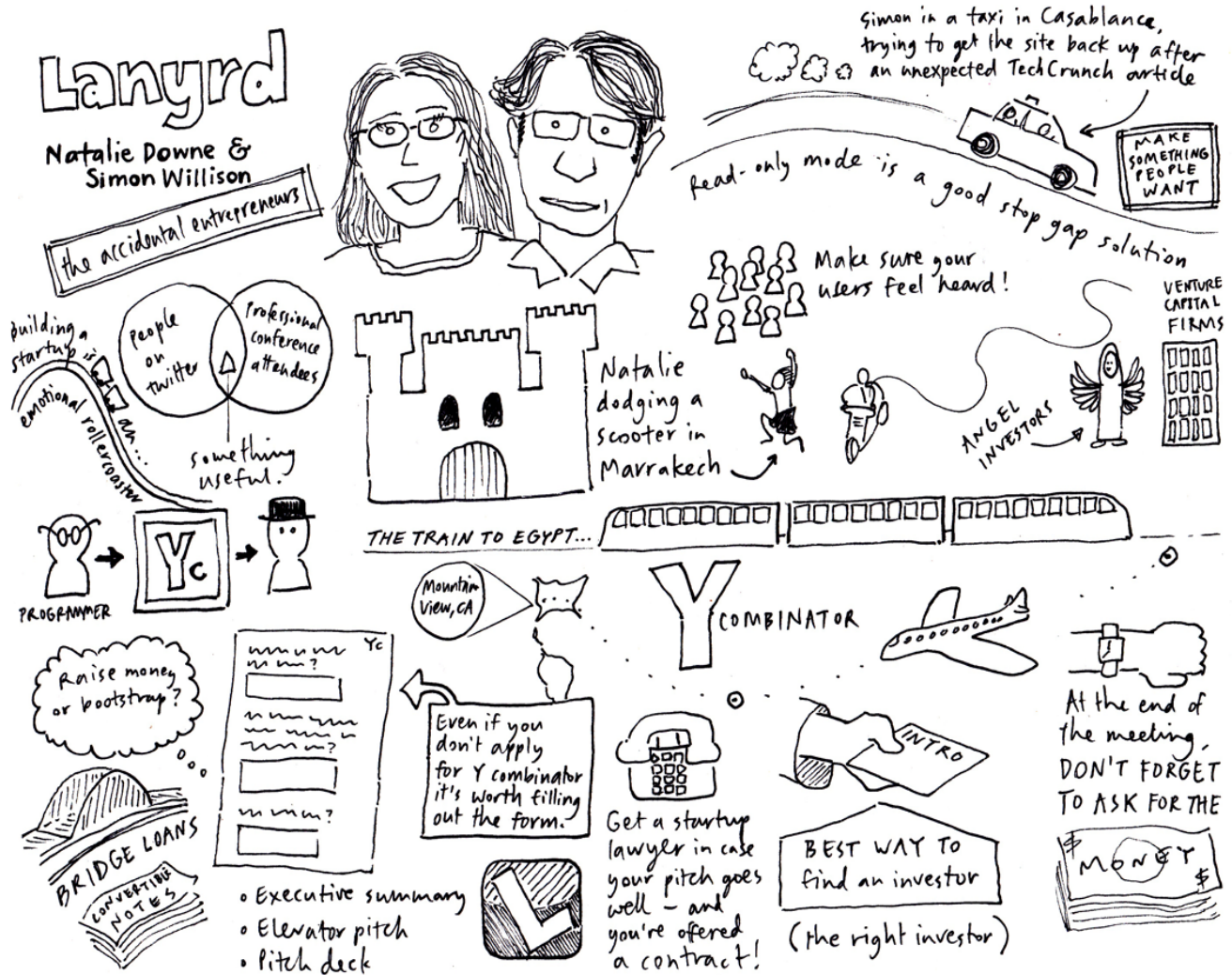
I was a bit hesitatnt about including this collection of sketches—these were among the first conference sketchnotes that I ever created. I cringe a little when I look back at them now: there's very little whitespace (because they were crammed onto a small page), no shading, and no real layout/structure to speak of. I suppose they're quirky! I feel like I've learned a lot since these days though.



We Are the Makers of Things • Hannah Donovan

Web Directions South • Sydney, October 2011

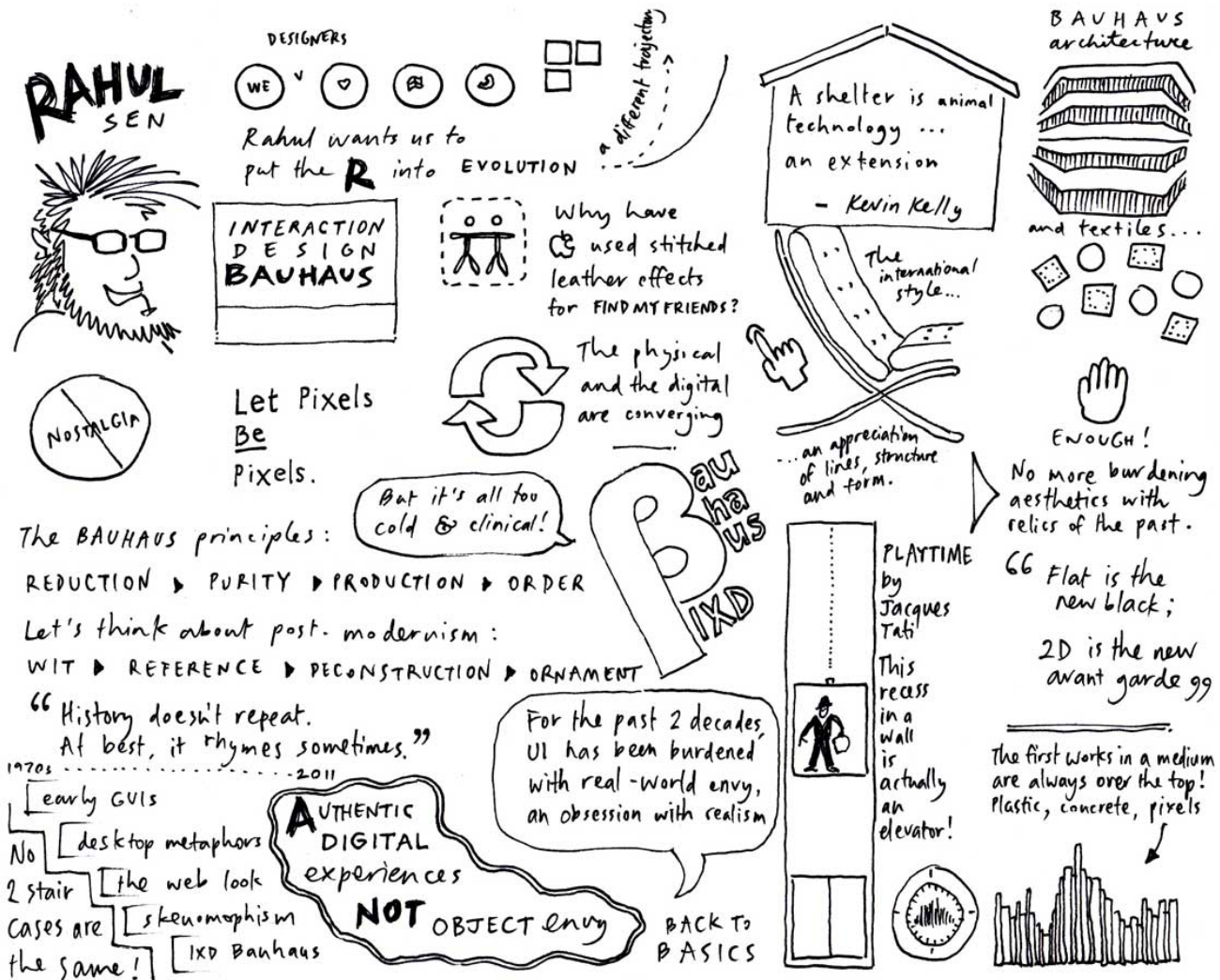
I remember being so entranced by the content of Hannah's talk that I forgot I wanted to sketch it, and so my notes ended up being quite rushed. I still managed to capture the gist, plus a few fun images.



Lanyrd: The Accidental Entrepreneurs • Natalie Downe & Simon Willison

Web Directions South • Sydney, October 2011

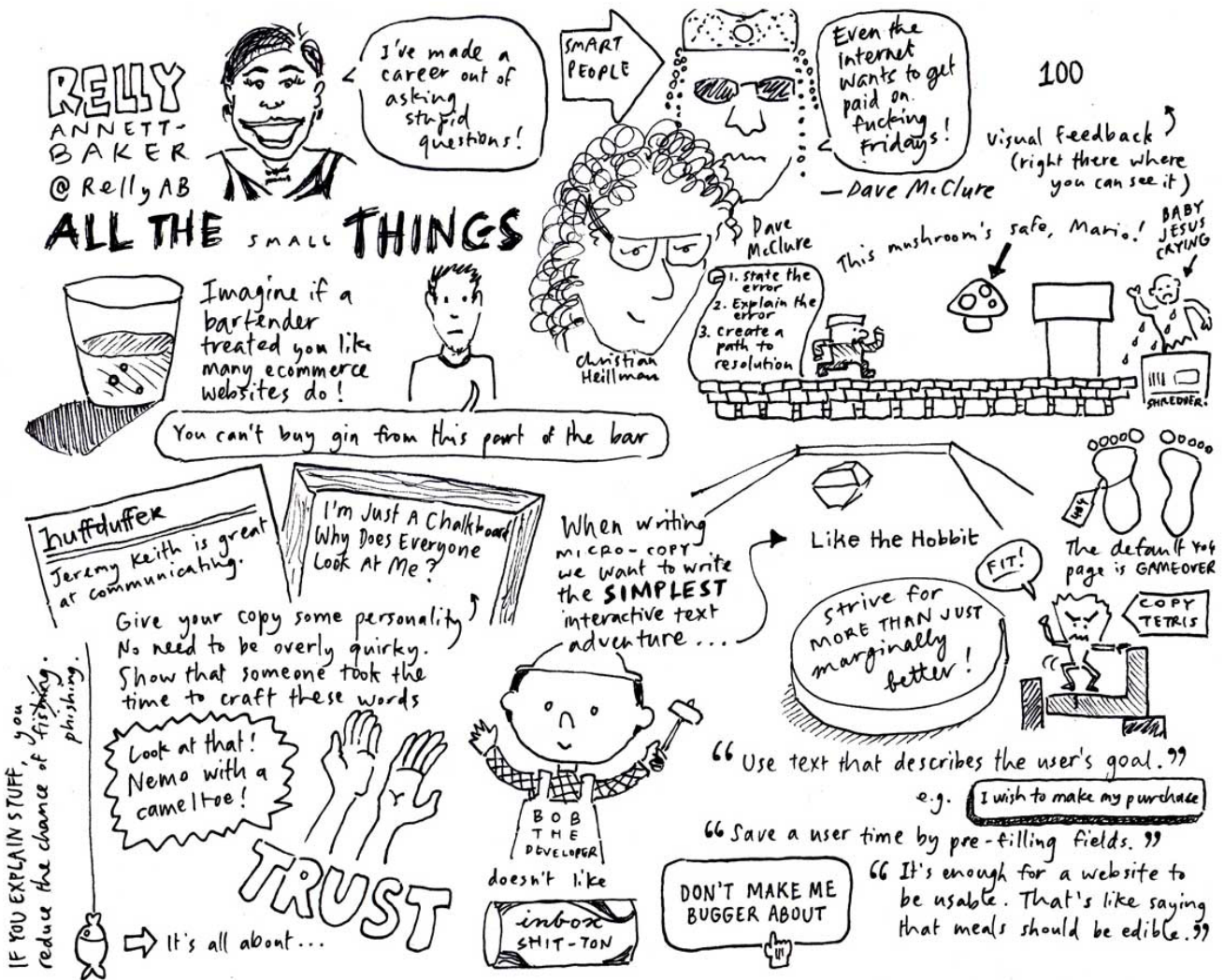
Natalie and Simon relayed the heart-warming story of how the mobile app they built while travelling across Europe evolved into a Y-combinator success story. There was plenty of metaphor and easy imagery to translate their tale into a visual map.



Interaction Design Bauhaus • Rahul Sen

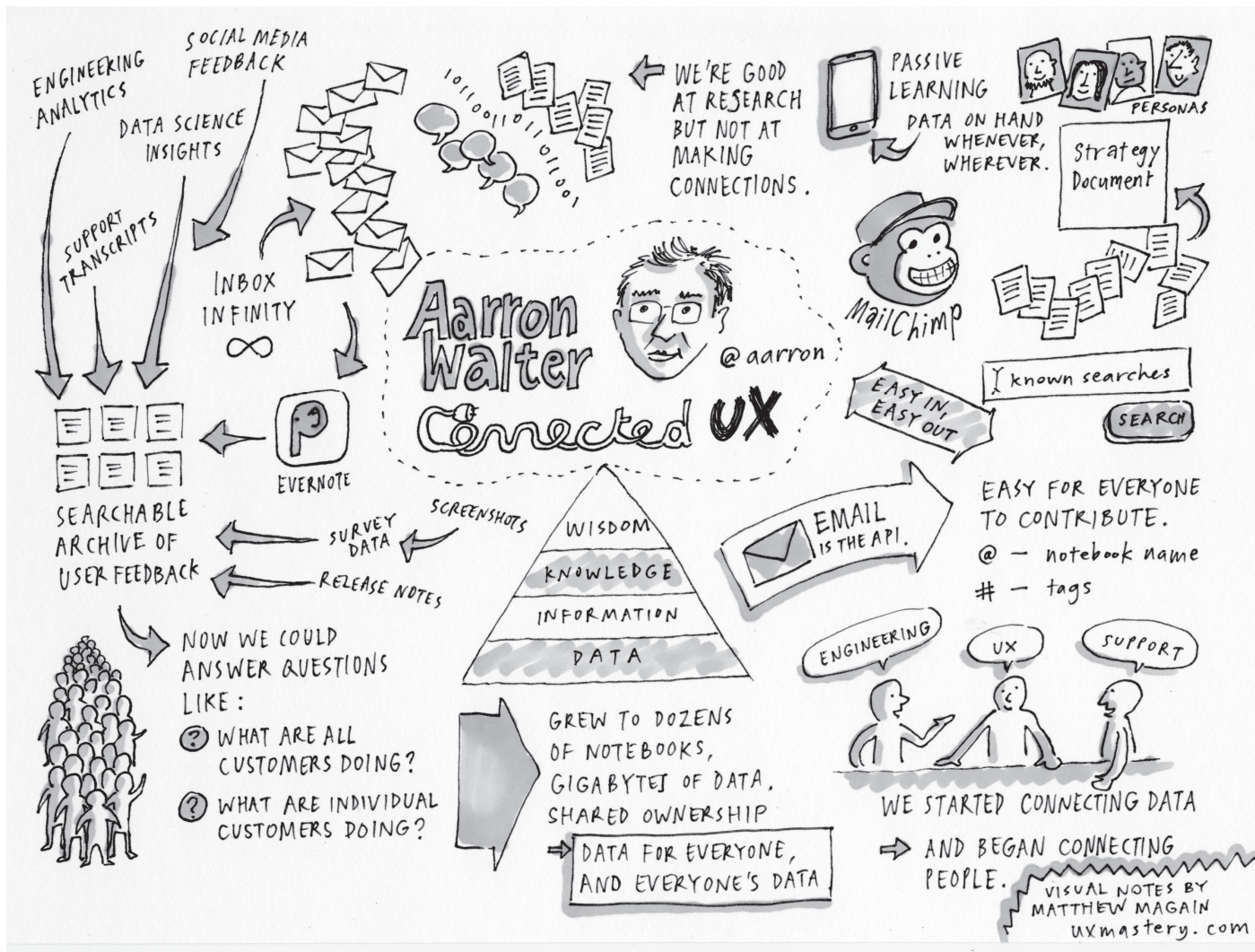
Web Directions South • Sydney, October 2011

I'll be honest: I almost walked out of this talk, as the presenter's introduction was really slow. However, once I started sketching, I found myself being forced to focus, and started to make more sense of the content (and revelled in the curation and capturing of what I heard). I'm glad I stuck around!



All the Small Things • Relly Annett-Baker
Web Directions South • Sydney, October 2011

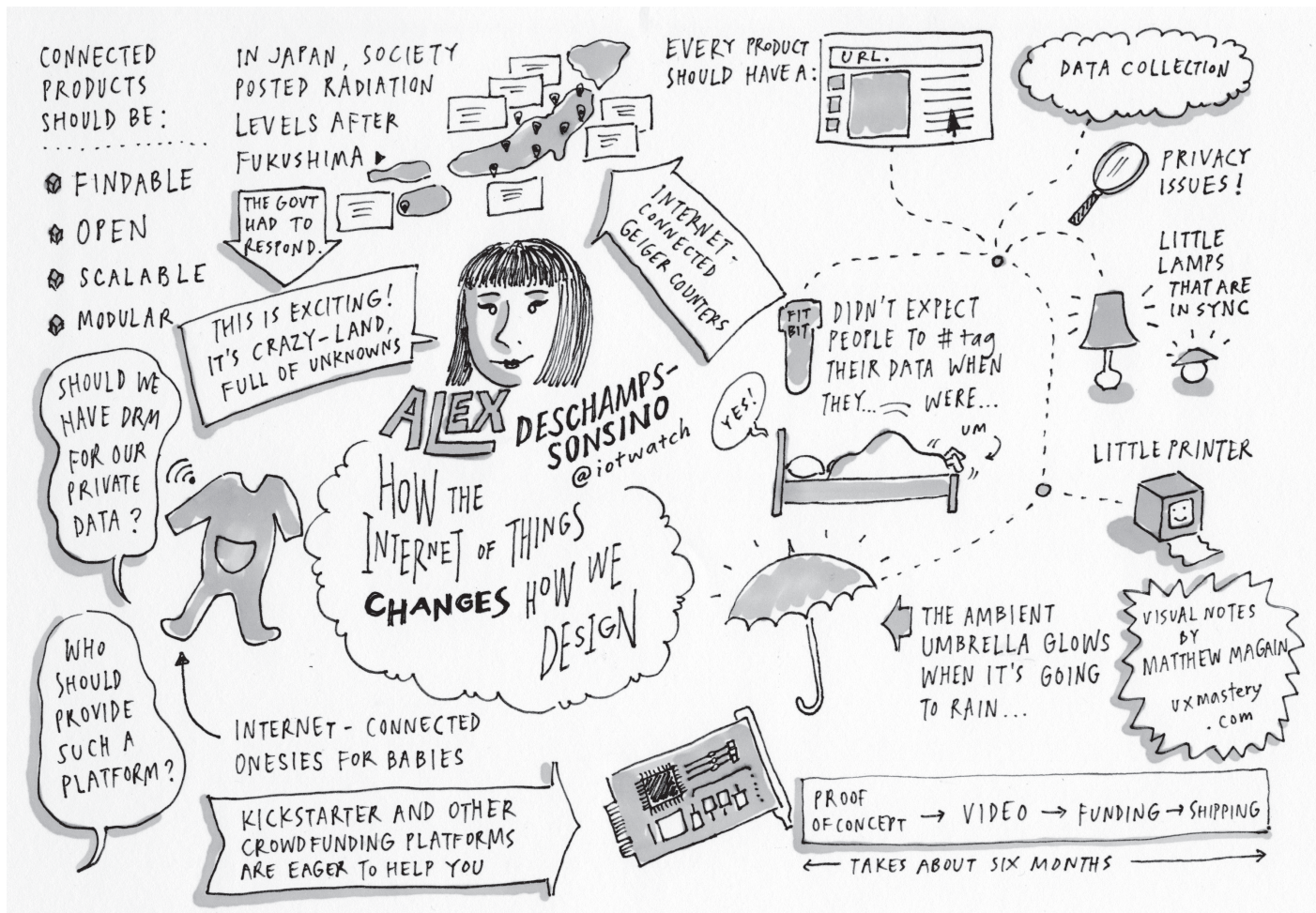
Relly is one of the most engaging speakers you'll ever witness, partly due to the sheer energy and enthusiasm she exerts on stage but also because she deftly blends humour with f-bombs to make a uniquely entertaining, educational experience. Great content makes for an easy sketch.



Connected UX • Aaron Walter

Web Directions South • Sydney, October 2013

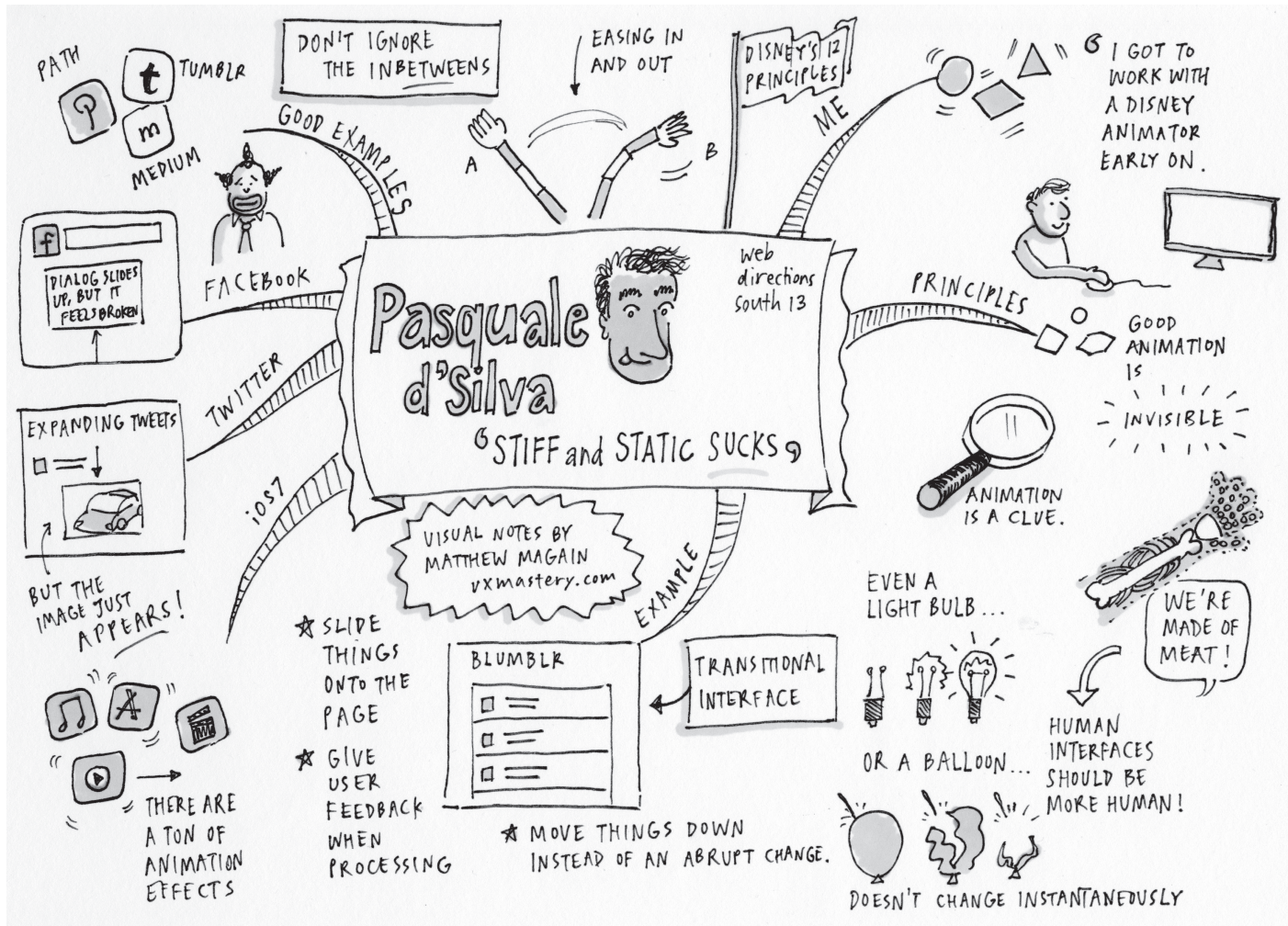
Aaron's talk came at a particularly serendipitous time for us at UX Mastery; we were trying to find a better way to collate user feedback and have it shape our ebook content strategy. While we haven't implemented everything Aaron's team do at MailChimp, I had a vested interest in paying attention, and creating this sketch helped me do just that!



How the Internet of Things Changes How We Design • Alex Deschamps-Sonsino

Web Directions South • Sydney, October 2013

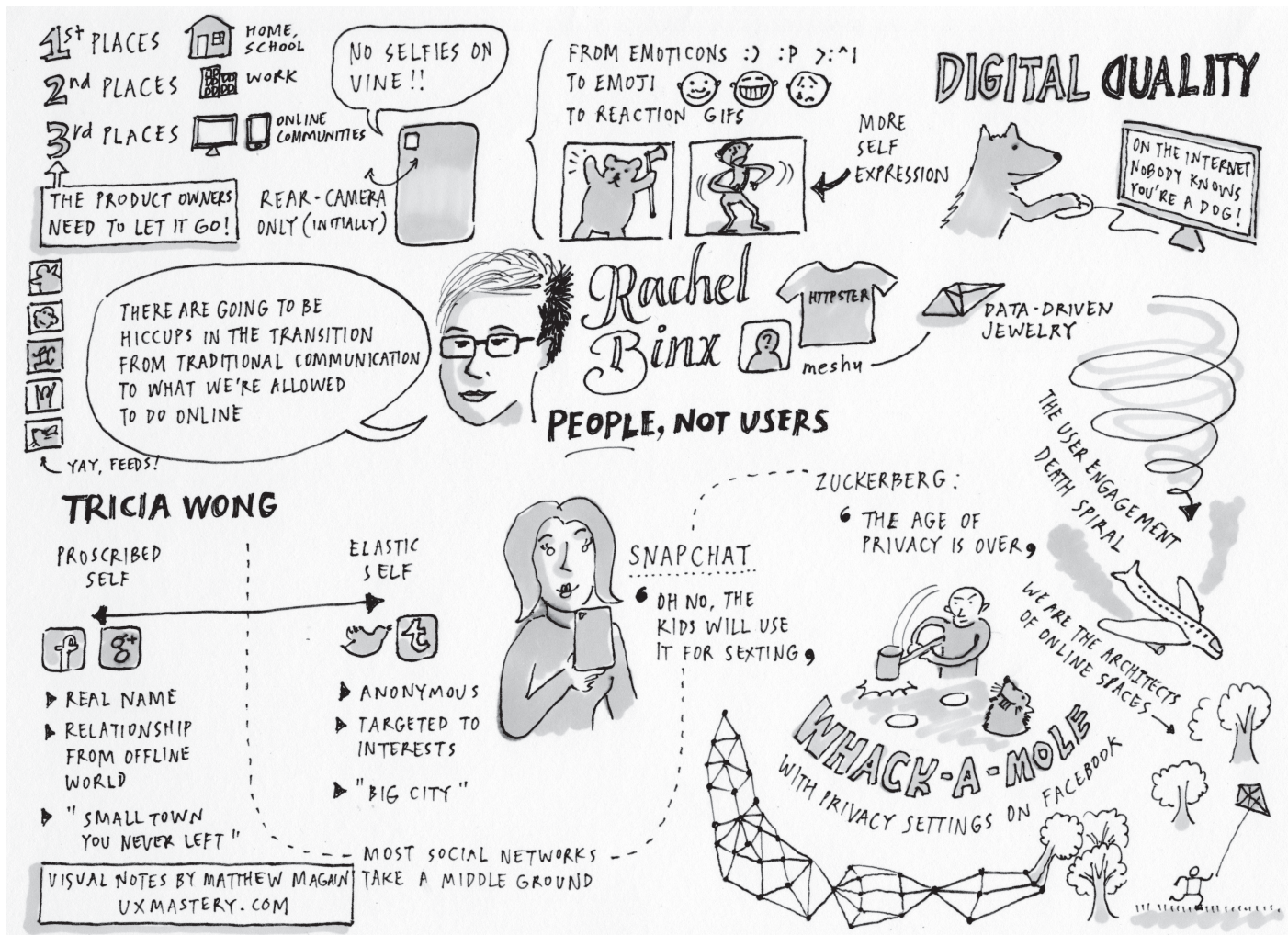
Alex's talk was more than just another "Internet of things" presentation. This talk really inspired me to get my hardware geek on: to go hack together bits and bobs and create a prototype of a physical product and to then build a crowdfunding campaign aimed at raising the money to turn it into a mass-produced object. Now, if only I could find that perfect idea ...



Stiff and Static Sucks • Pasquale d'Silva

Web Directions South • Sydney, October 2013

This talk was my favourite of the entire 2013 Web Directions South conference because of the way that Pasquale opened my eyes to the "in between" spaces that I'd never really considered as a traditional designer of static web pages. Pasquale's mini faux case studies provided a perfect insight into the world of how to create animated transitions that mimic real life, and the differences that they can make.



People, Not Users • Rachel Binx

Web Directions South • Sydney, October 2013

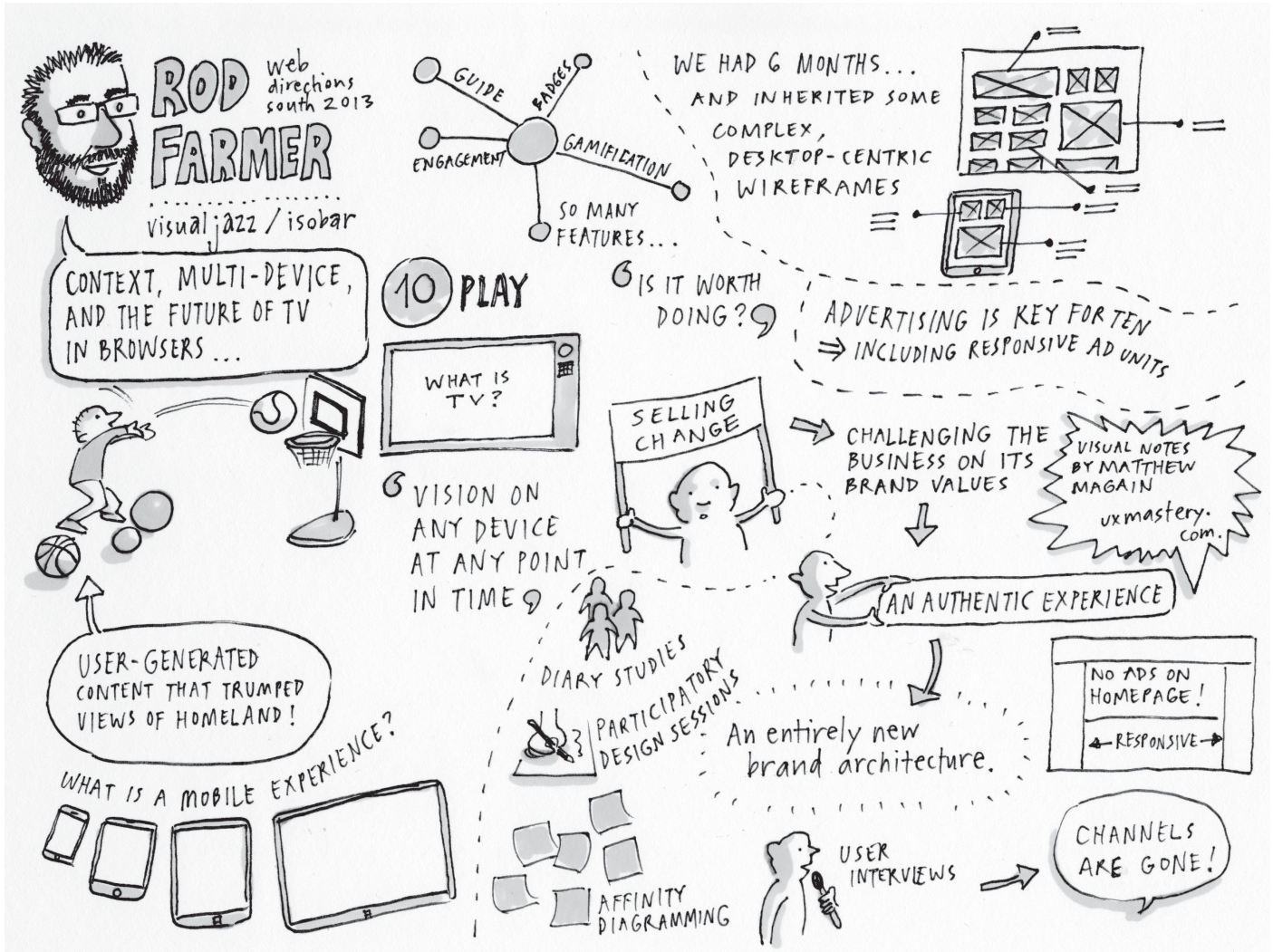
Rachel's talk was the opening keynote of the conference, and she opened our eyes to the world we have in store for us. In an era of almost complete lack of privacy, Rachel captured with astounding accuracy the nature of identity that we all seek, and are often lacking; and empowered us by spelling out the options for reclaiming our sense of self online.



Creating Good Content for an Imperfect Web • Relly Annett-Baker

Web Directions South • Sydney, October 2013

I planted myself firmly in the front row to give myself the best shot at capturing visual notes that did Relly's presentation justice. True to form, she combined sound advice with quirky humour to deliver the goods, while also raising awareness for the need to create adaptable, structured content.



Context, Multi-Device, and the Future of TV Browsers • Rod Farmer

Web Directions South • Sydney, October 2013

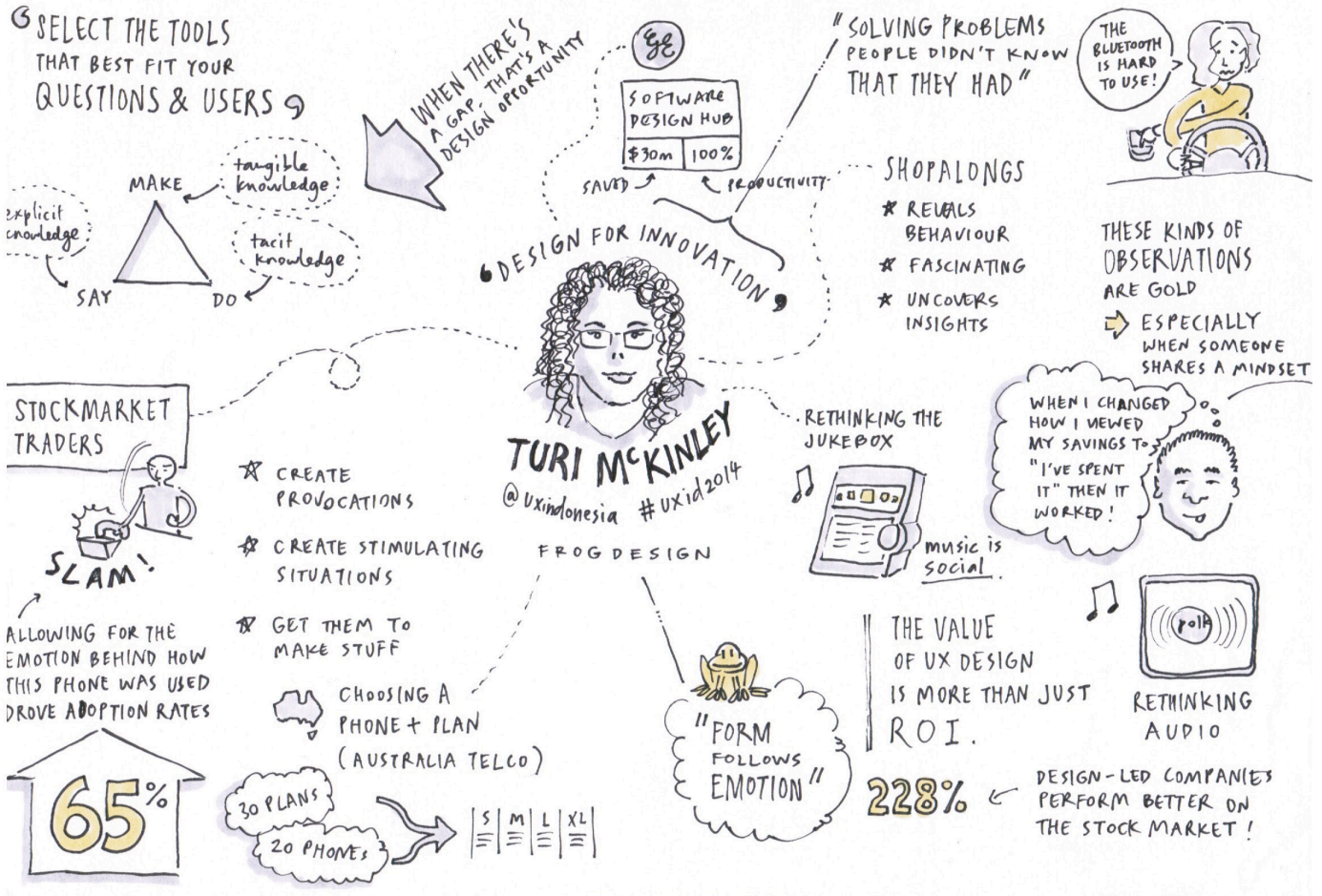
Rod's case study of the 10play design and launch was a unique insight into an ambitious, multi-channel digital project. Clients who commission projects of this size rarely give permission to share the process followed or the learnings that came out of research, so it was terrific to see the design history behind such a high profile project.



Nerd, Know Thyself • Heather Gold

Web Directions South • Sydney, October 2013

Before this talk began I had no idea how difficult it would become to sketch. Heather's closing keynote was entirely improvised; she fed off punters, took tangents to share personal stories, and posed more questions about life, love and the universe than answers. Because of the abstract nature of the content, I chose to keep this sketchnote purely visual. And you know what? I think it kinda works.



Design for Innovation • Turi McKinley

UX Indonesia • Jakarta, September 2014

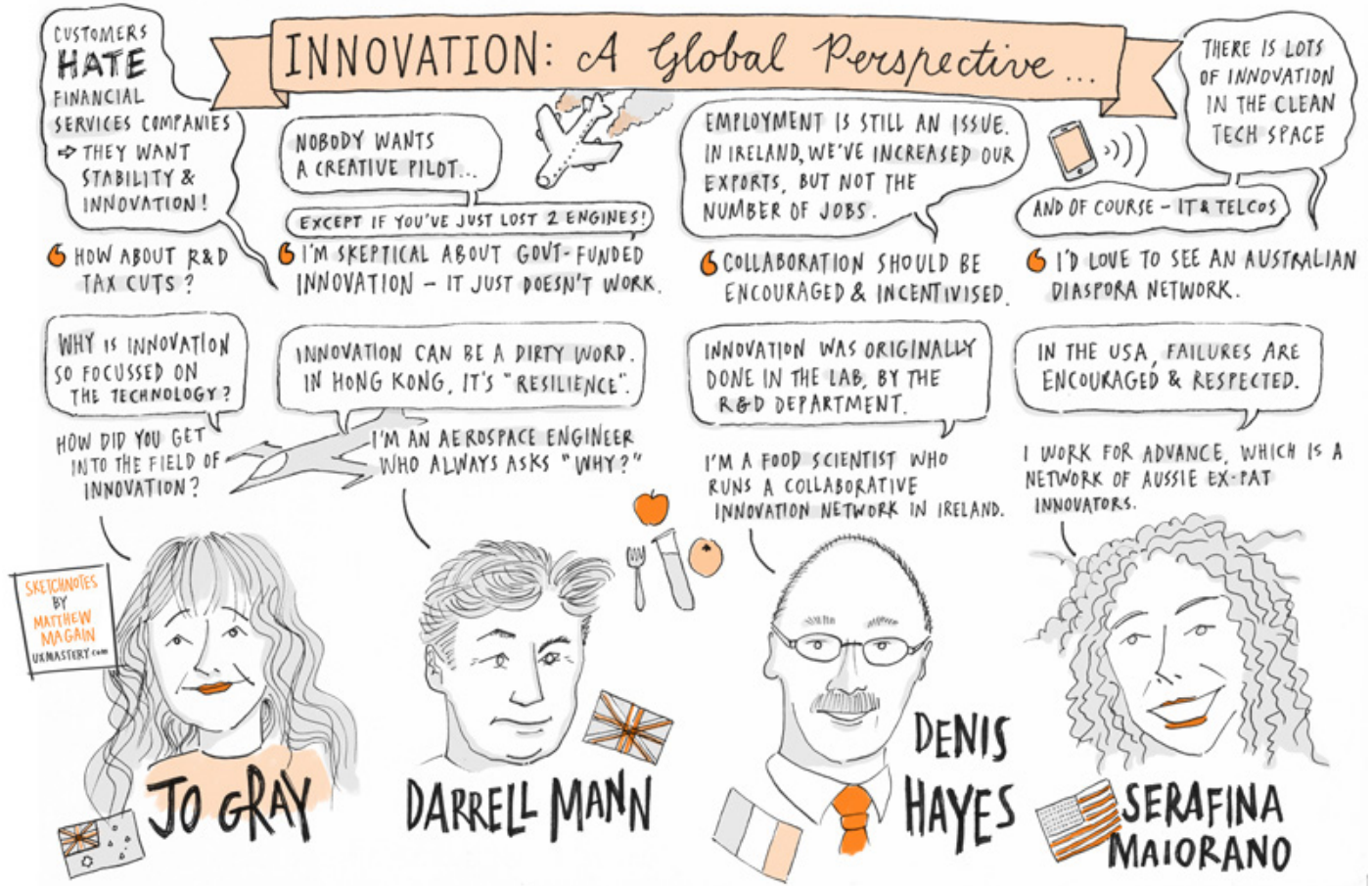
I was pretty excited about meeting someone from the well-regarded design firm Frog Design. Turi's presentation exceeded my expectations because it included the one thing that many presentations lack: data from case studies. The figures she was able to use to back up her assertions about the ROI of design were both fascinating and convincing, and made for a relatively easy sketch.



Designing a Healthier & Smarter Life • Dan Szuc & Josephine Wong

UX Indonesia • Jakarta, September 2014

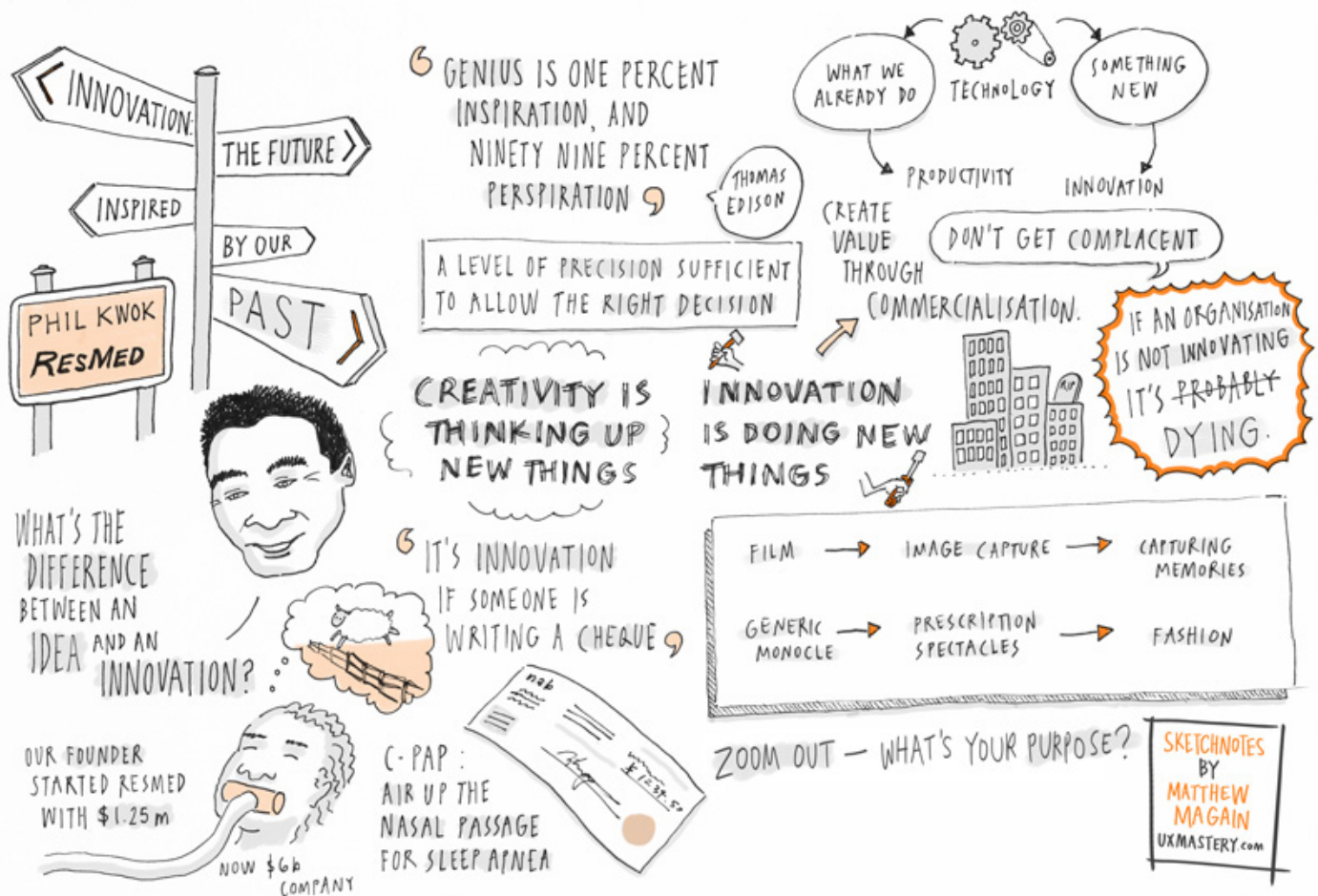
If you've ever seen Dan speak at a conference (he gets around) you'll know that he leverages his theatre background to full effect. When backed up by his passionate partner in crime, Josephine, the audience is sure to enjoy a presentation full of heart, humour, and solid advice. This talk about choosing the work we do and how we structure ourselves to be happy, achieved just that.



Innovation: A Global Perspective • Jo Gray and guests

Hargraves Institute Innovation Summit • Sydney, April 2013

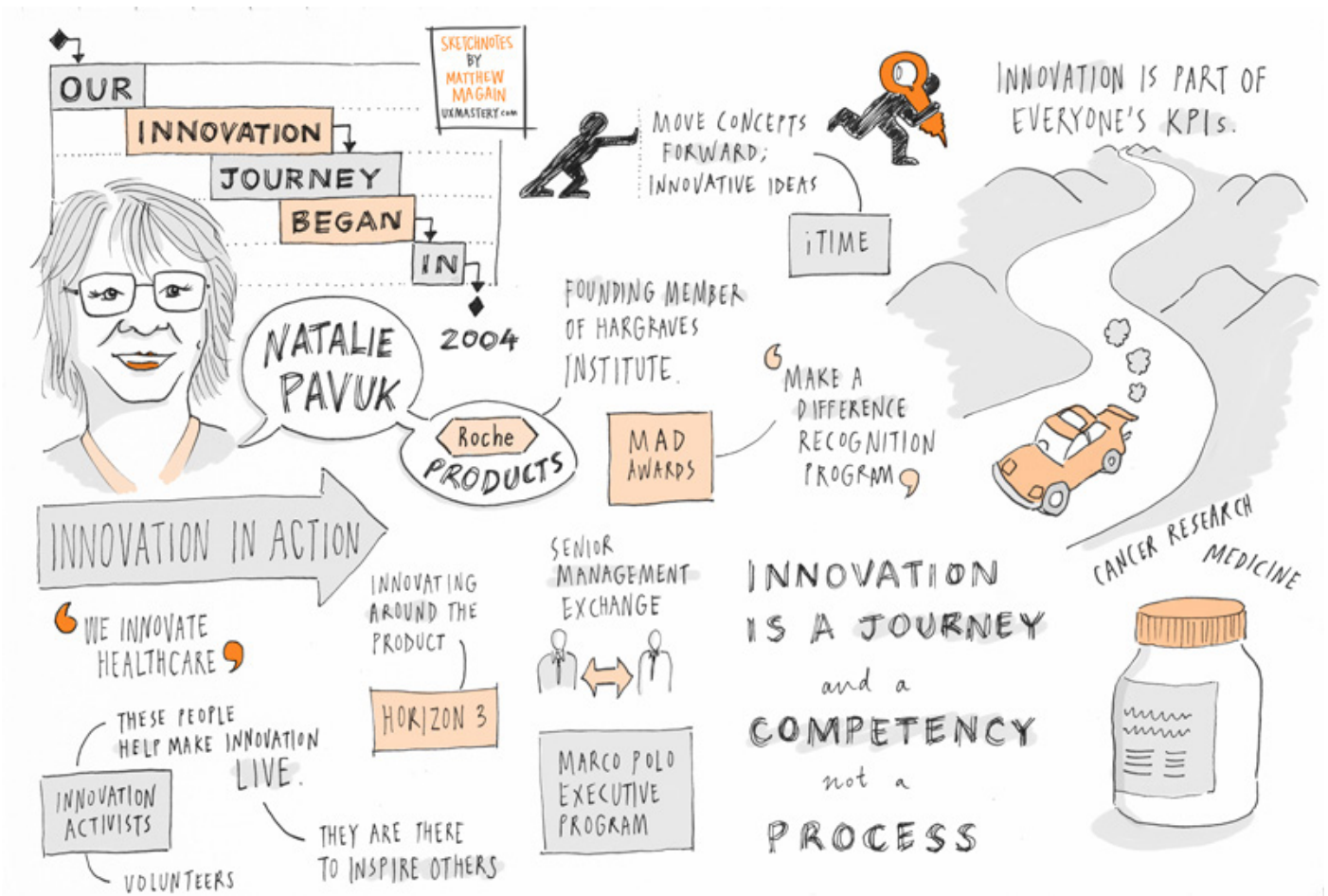
The Hargraves Institute is a membership-based organisation for members to share and discuss approaches to encouraging and harnessing innovation within their organisation. The closing panel at their annual conference featured an international array of specialists from Australia, Ireland, the UK and the USA.



Innovation: The Future Inspired by Our Past • Phil Kwok

Hargraves Institute Innovation Summit • Sydney, April 2013

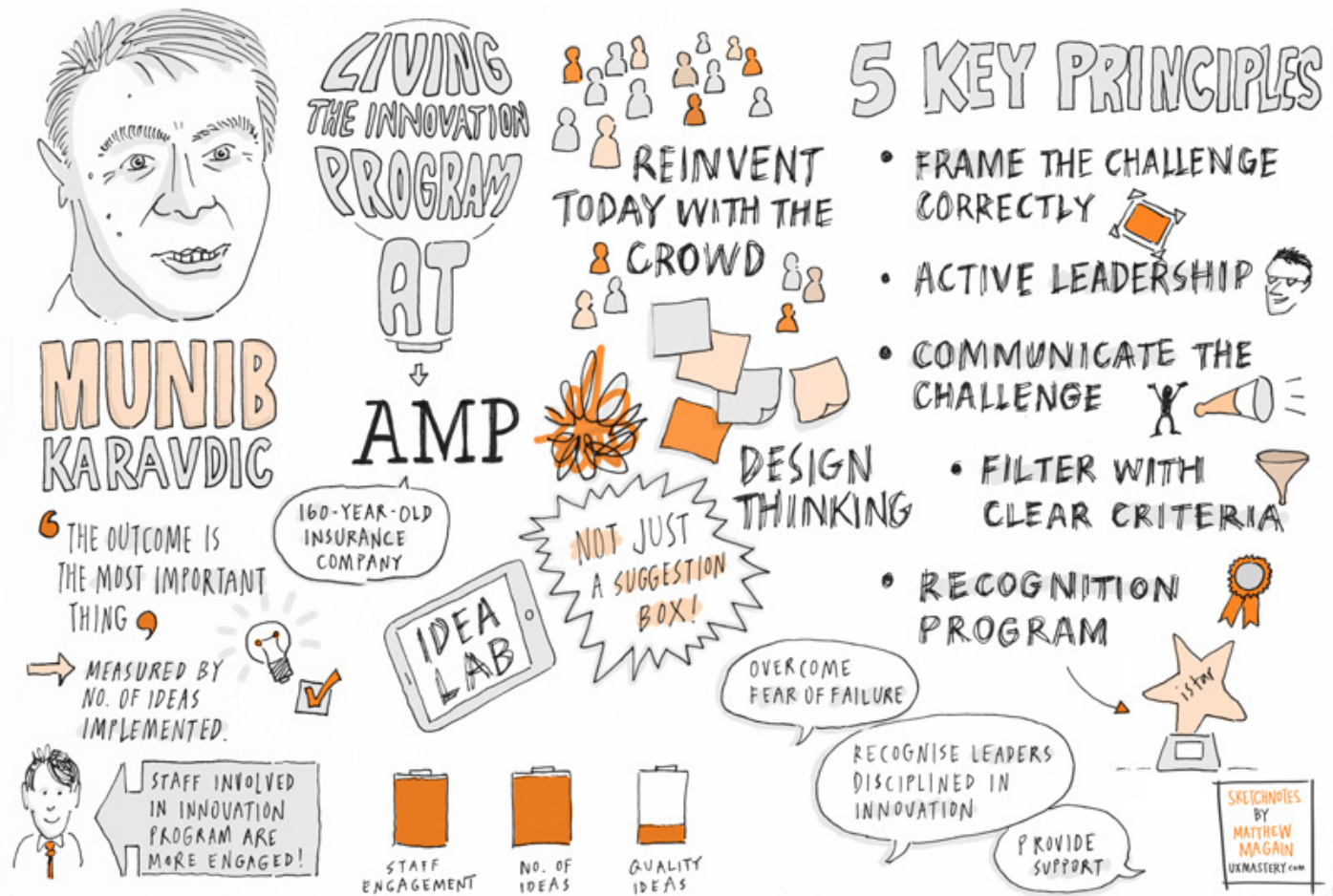
In this presentation, Phil Kwok explained how his team at ResMed continually innovate through understanding their users and their pain points, being given permission to fail, and understanding their greater purpose. It was inspiring stuff from a company that is making a real difference to people's lives. I used a fairly fluid layout, just letting my notes flow in a random path as they came to me.



Innovation in Action • Natalie Pavuk

Hargraves Institute Innovation Summit • Sydney, April 2013

For this talk, Natalie Pavuk from Roche Products talked us through her organisation's journey to establish a culture of continual innovation in the healthcare space, which includes assigning "innovation activists," recognizing and rewarding employees who contribute ideas that evolve into new products, and baking innovation-related activities into the KPIs of all employees.



Living the Innovation Program at AMP • Munib Karavdic

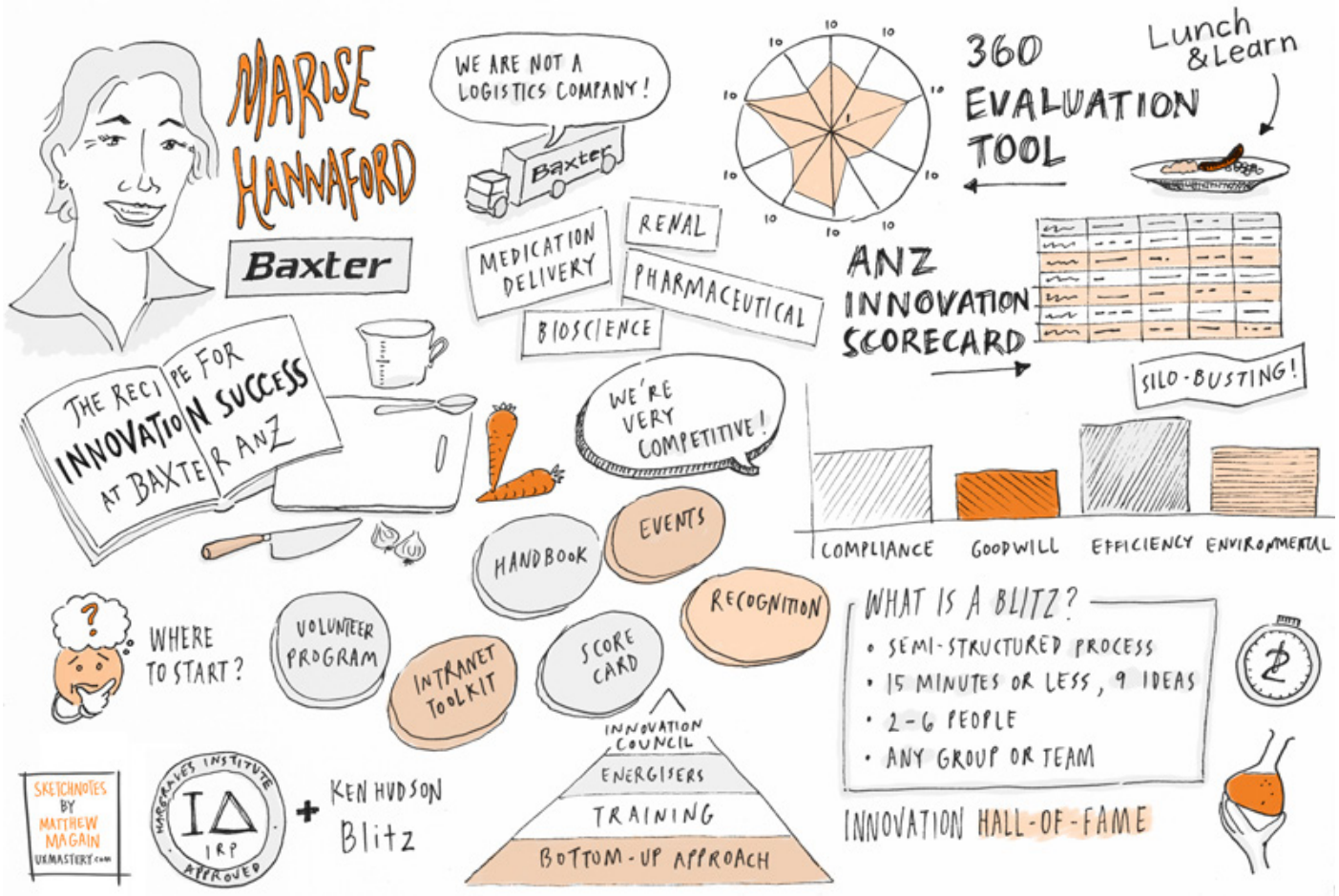
Hargraves Institute Innovation Summit • Sydney, April 2013

AMP have taken a very structured approach to how they encourage innovation within their organisation. Munib's talk highlighted some programs they attempted and then revised once it was clear they weren't working. Instilling a culture of innovation took trial and error, and resulted in their five key principles, which I captured as a simple, bulleted list in my notes.



How a Million-Dollar Accounting Firm Invested in Design Thinking • Maureen Thurston Hargraves Institute Innovation Summit • Sydney, April 2013

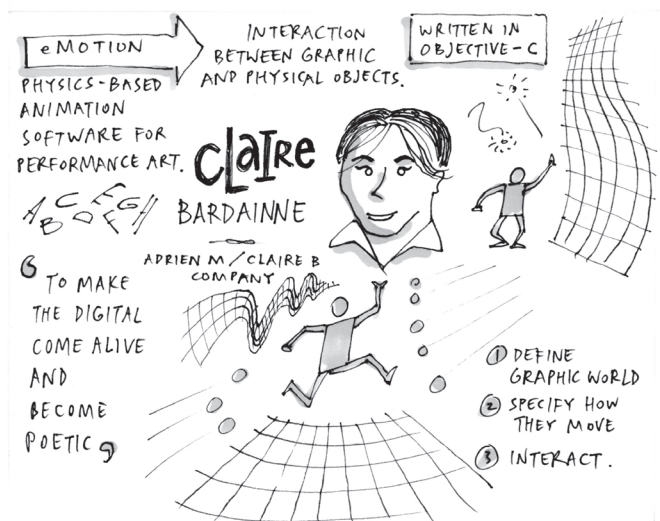
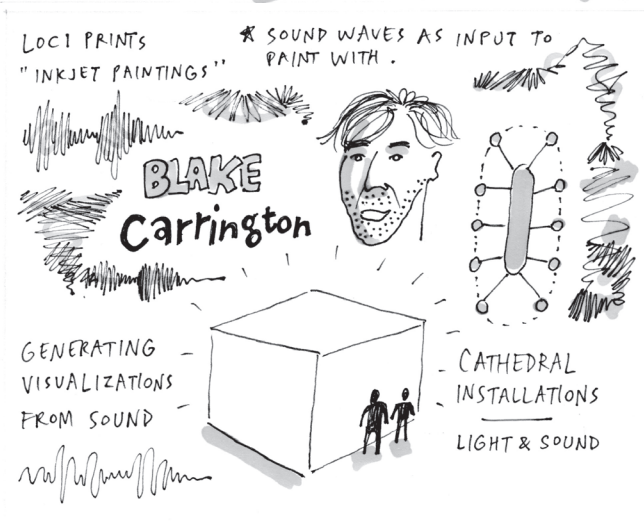
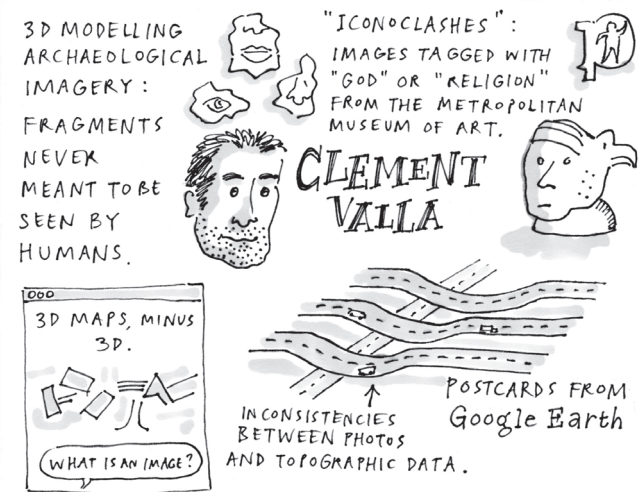
Maureen's self-appointed task at Deloitte was not a trivial one. She set about effecting change by deliberately pitting groups with radically different backgrounds (MBAs and designers) against each other, to see what learnings would result for everyone. While it certainly ruffled some feathers, the premise was a fascinating one, and the outcomes weren't just positive; they fundamentally changed the culture of the organisation. As a designer, I felt a certain responsibility to do this sketch justice!



The Recipe for Innovation Success at Baxter ANZ • Marise Hannaford

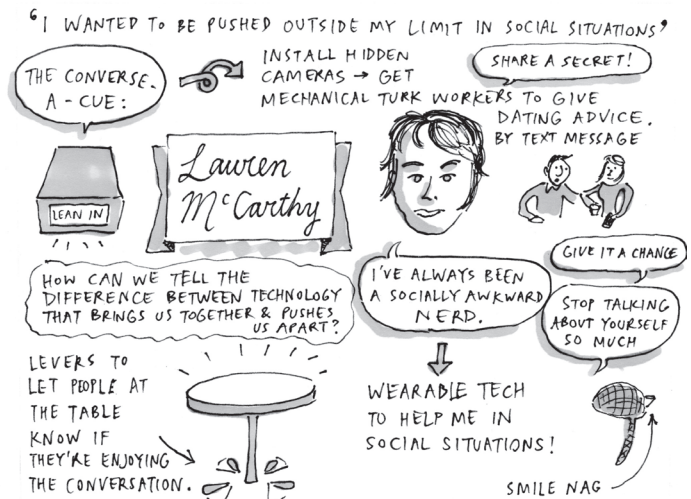
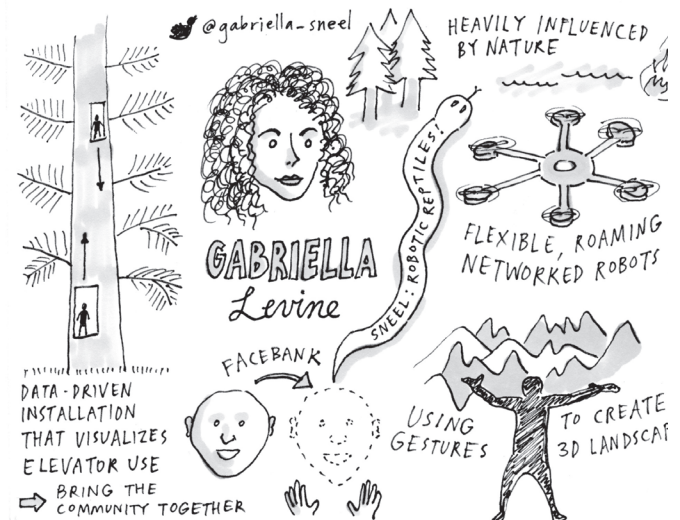
Hargraves Institute Innovation Summit • Sydney, April 2013

Marise's slide was ripe with visual charts, tables and diagrams, and as a result I was naturally inclined to pull much of this imagery into my sketchnote. I tried to build on the 'recipe' metaphor that I began the sketch with, but found it difficult to extend beyond an initial decorative headline. I opted for accuracy and completeness over being too clever!



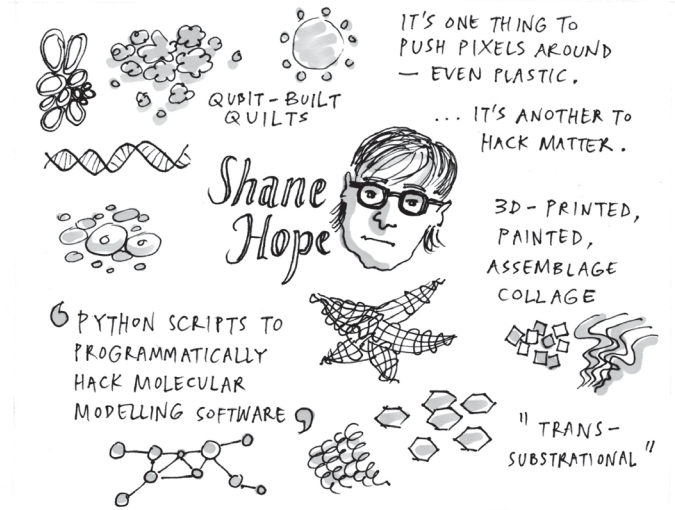
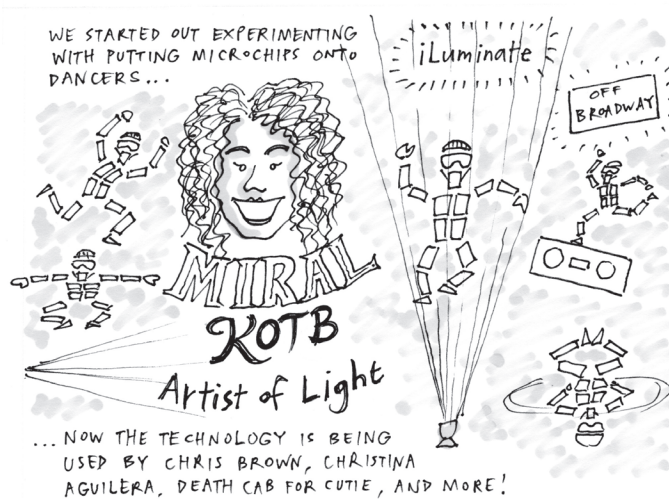
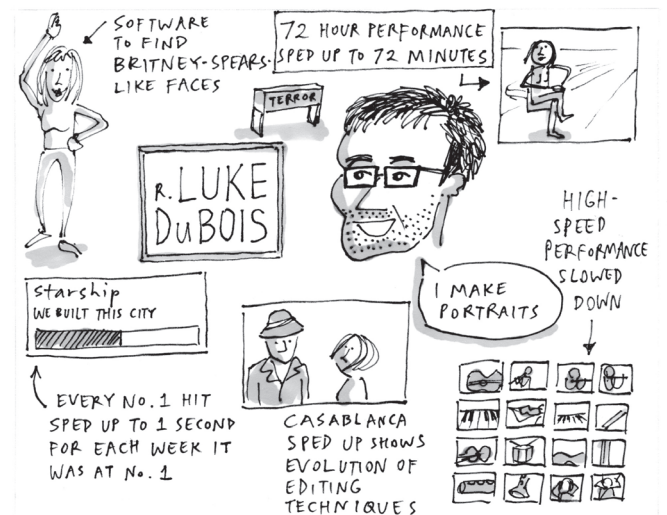
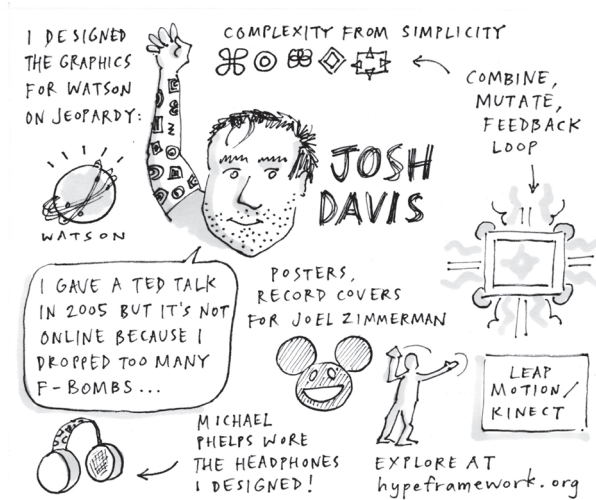
Lightning Talks: Alessandro Ludovico, Celement Valla, Blake Carrington & Claire Bardainne Leaders In Software and Art conference • New York City, November 2013

The LISA conference explores the intersection of art and design, and the presentations by these talented artist/programmers were a truly mind-boggling collection of ingenious projects, curious endeavours and groundbreaking digital experiments that generate more questions than answers. As a UX designer I found these kinds of experiments inspiring, which made sketching them even more fun!



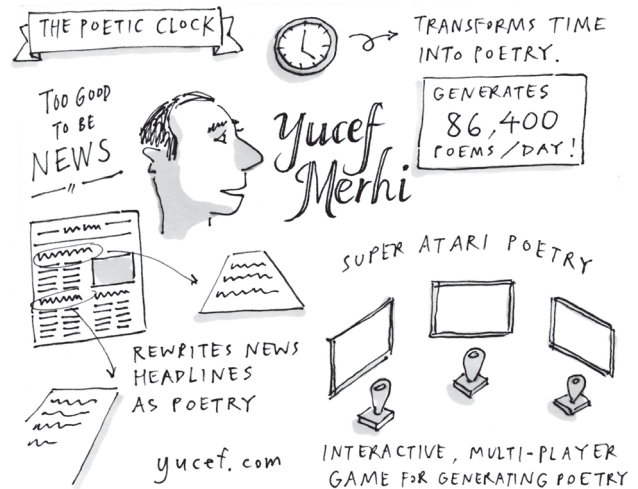
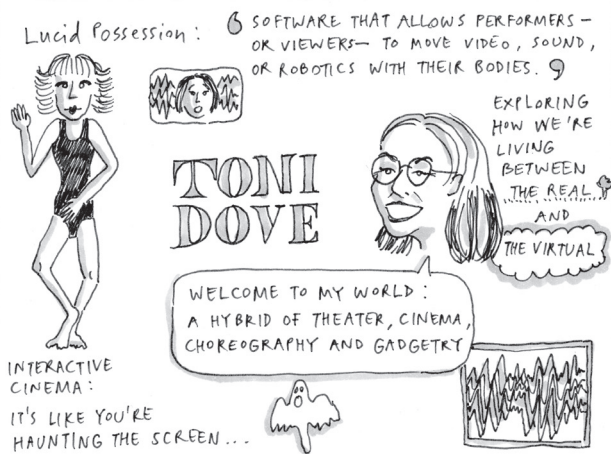
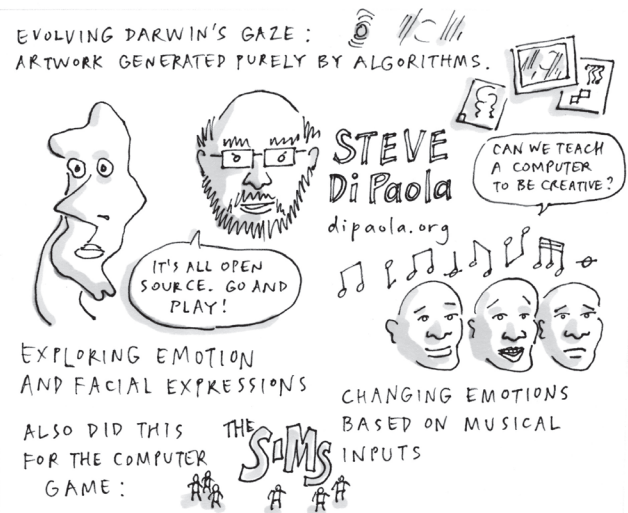
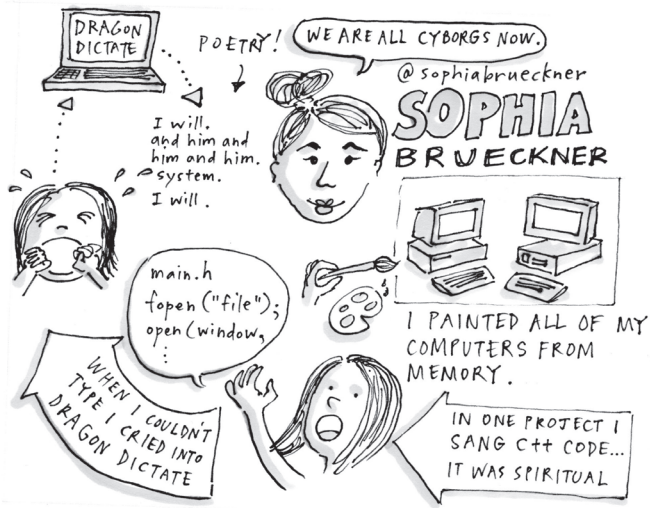
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Lightning Talks: Elisa Giardina Papa, Gabriella Levine, Jake Lee-High & Lauren McCarthy
 Leaders In Software and Art conference • New York City, November 2013



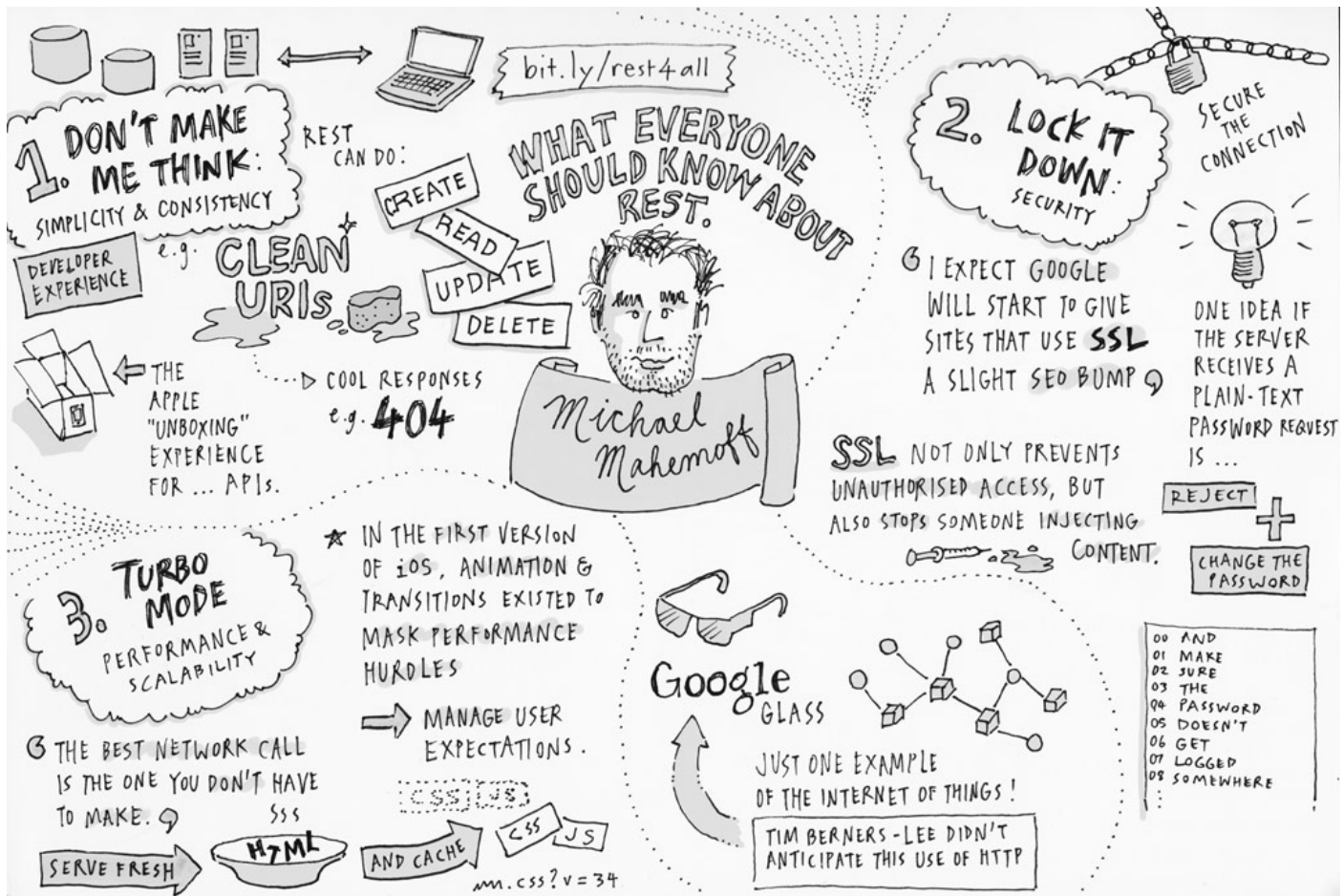
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Lightning Talks: Josh Davis, R. Luke Dubois, Miral Kotb & Shane Hope
 Leaders In Software and Art conference • New York City, November 2013



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Lightning Talks: Sophia Brueckner, Steve Di Paola, Toni Dove & Yucef Merhi
Leaders In Software and Art conference • New York City, November 2013



What Everyone Should Know about REST • Michael Mahemoff

Web Directions Code • Melbourne, May 2013

I started my life as a programmer, but I'll confess that many of the talks at this conference were too geeky for me! Michael's talk about Representations State Transfer (REST), however, made a lot of sense as it highlighted just how important it is for your web app to use a URL structure that is usable and intuitive. I had some fun with techy imagery on this one.

UX AUSTRALIA 2013 DAN SAFFER



@odannyboy

microinteractions

"The details are in the design."

"DESIGN ISN'T ONLY ABOUT SOLVING WICKED PROBLEMS"



PATRON X'S IPHONE WENT OFF IN AVERY HALL

WHAT SHOULD THE RINGER SETTING BE? (IT WAS OFF!)

microinteractions

ARE CONTAINED PRODUCT MOMENTS

VISUAL NOTES BY : ux mastery
MATTHEW MAGAIN : .com

KEYNOTE PRESENTATION



BREVILLE

A BIT MORE

I DO SOMETHING



TRIGGER



RULES



FEEDBACK



LOOPS & MODES

POOR FREDDY!
(Mailchimp)



LOOK AT THIS GLASSHOLE!

EXAMPLES...

TURNING ON. SUGGESTIVE TEXT
CONNECTING. TOOLTIPS. CHIMES.
YOU'VE GOT MAIL!

WHAT'S THE DIFFERENCE
BETWEEN A MICROINTERACTION
AND A FEATURE?

THE DIFFERENCE BETWEEN A
PRODUCT YOU LOVE, AND ONE
THAT YOU TOLERATE.

"SIGNATURE
MOMENT"



THEY DO ONE THING
AND ONE THING
ONLY



ANDROID v1:
THE MICROINTERACTIONS
WERE A LITTLE WONKY.

THEY GOT BETTER
AND ADOPTION SOARED.

FOURSAVARE
Thanks for
joining us
2 years ago!

SAT: "OKGLASS."
OR: TOUCH THE FRAME
OR: DO THE HEAD NOD.



INSTAPAPER
PROMPTS TO
LOCK ORIENTATION



PRINCIPLES

BRING THE DATA FORWARD

USE THE RULES TO TIE THE
ECOSYSTEM TOGETHER
(AND PREVENT HUMAN
ERROR)

DON'T START FROM ZERO.
SMART DEFAULTS

USE THE OVERLOOKED

SPEAK HUMAN

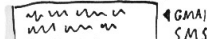
USE LONG LOOPS



Play/pause
across
platforms

PROCESS ORDER

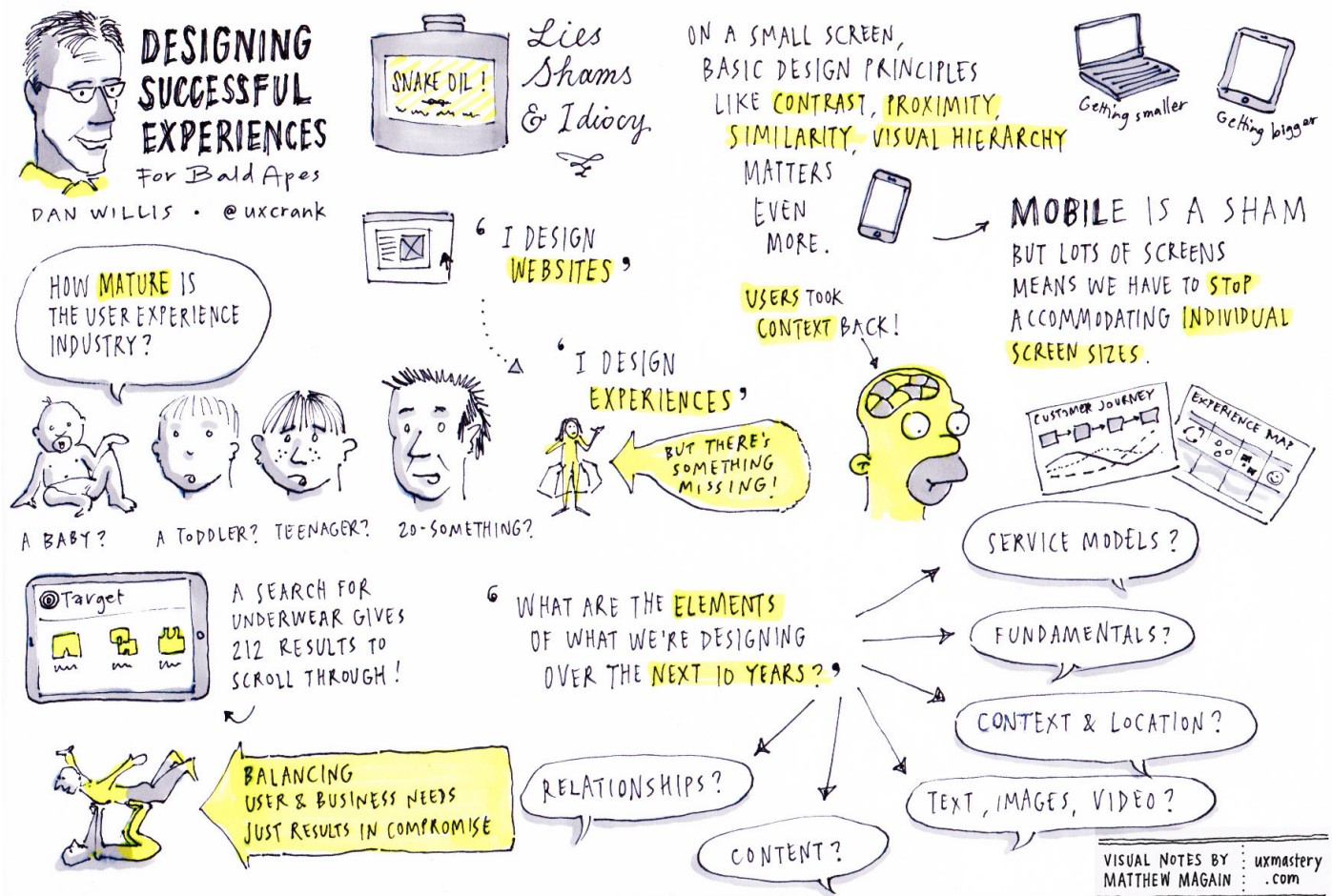
TEXT LIMIT Really?



Microinteractions • Dan Saffer

UX Australia • Melbourne, August 2013

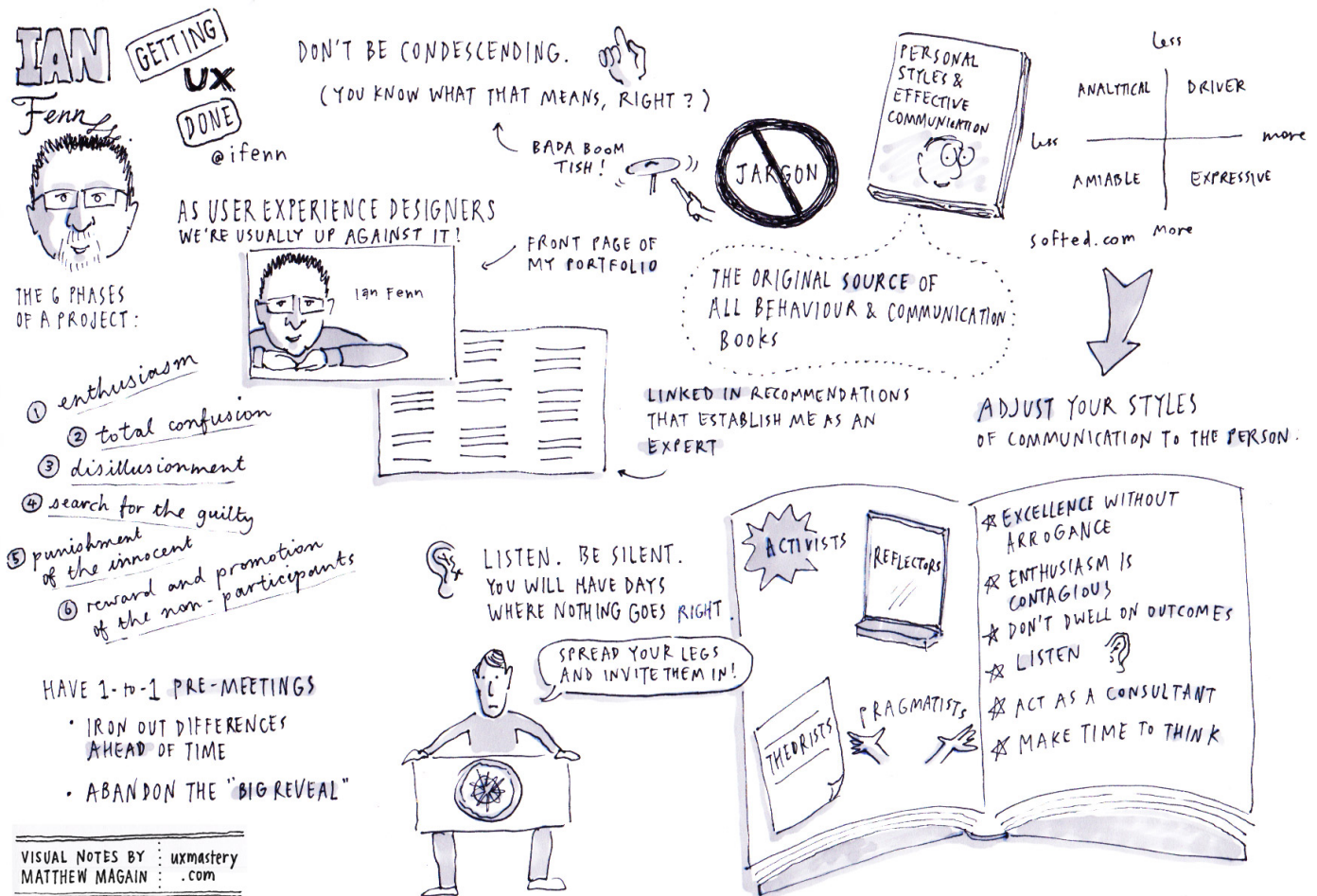
This presentation was littered with amusing anecdotes of when the microinteractions of a digital product made (or broke) the user's experience. From mobile phones ringing during orchestral performances to unexplored territory in wearable technology, Dan's talk had it all. My biggest challenge in capturing it was deciding what to leave out.



Designing Successful Experiences for Bald Apes • Dan Willis

UX Australia • Melbourne, August 2013

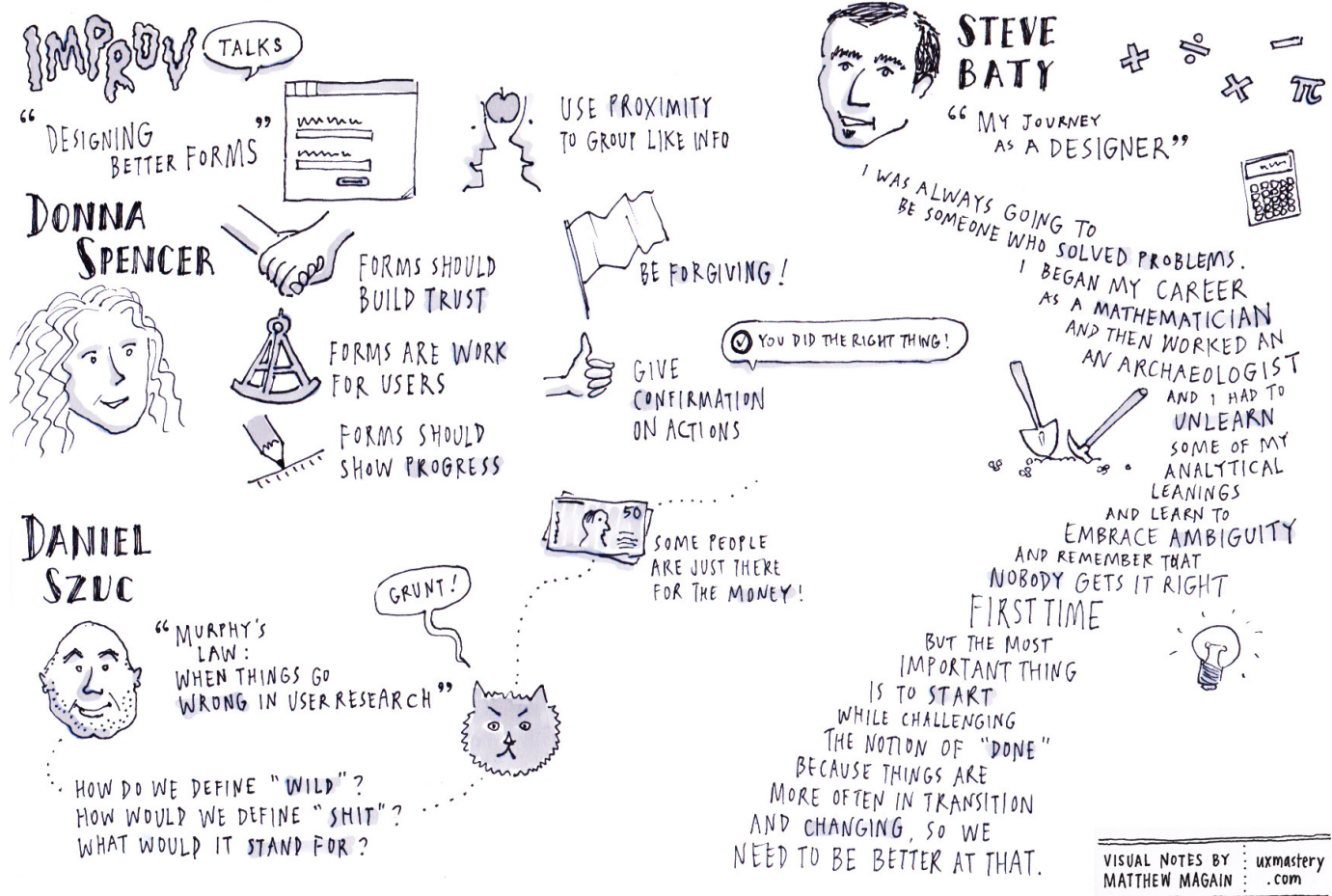
Dan's talk was a refreshing take on the importance of sticking to one's principles, even when operating in an enterprise environment where the precedent for compromise may have been paved years prior to your project. Both reflective and forward-looking, his presentation took the audience on a journey and inspired us all to revisit why it is that we do what we do. I'm quite proud of the degree that this sketchnoting managed to capture that sentiment.



Getting UX Done • Ian Fenn

UX Australia • Melbourne, August 2013

Ian's talk was a very practical guide to creating a portfolio that markets you as a UX practitioner. The idea of using a paper portfolio as a container for information only came to me later in the presentation, otherwise I might have taken more advantage of this as a visual device!



Improv Talks • Donna Spencer, Dan Szuc & Steve Baty

UX Australia • Melbourne, August 2013

The Improv Talks at UX Australia were an experiment that involved speakers presenting alongside an (often nonsensical) slide deck that advanced automatically, whether they were ready for the next slide or not. Some presenters tackled this challenge by mostly ignoring the slides, while others demonstrated a remarkable ability to ad lib and make connections to each slide while weaving a common thread. My sketchnotes reflected these varying degrees of cohesion!

JEFF
GOTHELF

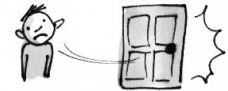


BETTER PRODUCT
DEFINITION WITH
LEAN UX &
DESIGN THINKING

@jboogie

AT TheLadders, WE SPENT 9 MONTHS &
50 PEOPLE'S EFFORT TO CHANGE DIRECTION
- personal assistant
for finding a job ...

6 MONTHS LATER,
WE SHUT IT DOWN.



@neo_innovation

PLANCAST



5 months
of work,
effort &
design ...

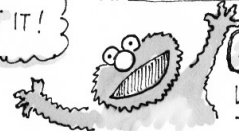
REQUIREMENTS = ASSUMPTIONS

WE KNOW → WE BELIEVE
LET'S BUILD IT → LET'S TEST IT!

MITIGATE RISK BY
not building things
THAT PEOPLE DON'T WANT

Sesame Street

LOW-FIDELITY MOCKUPS
→ no code written



NOBODY CLICKED
THE BUTTON!

ONLY TO DISCOVER
THAT NOBODY HAD
ANY PLANS TO SHARE

AND COULDN'T INVITE
PEOPLE TO THE EVENTS!



FOCUS ON OUTCOMES, NOT VANITY METRICS

twodo.us

COUPLES ASSIGN
TASKS TO EACH OTHER
(via email)

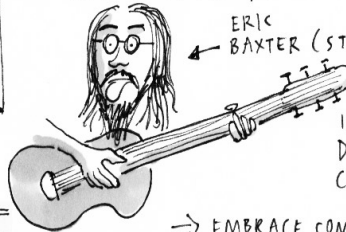
WE BUILT IN DELIGHT
TO THE EMAILS



KENT BECK

PRODUCT ROADMAPS SHOULD BE
LISTS OF QUESTIONS, NOT LISTS OF FEATURES

ERIC
BAXTER (STEELY DAN,
THE DOOBIE
BROTHERS)
IS NOW A
DEFENSE
CONSULTANT!



⇒ EMBRACE COMPETENCIES, NOT ROLES



BUY
JEFF'S
Book

DESIGN
THINKING

CAN HELP STOP
PRODUCT MANAGERS
FROM CRYSTAL BALL
GAZING



... and there's
also ...

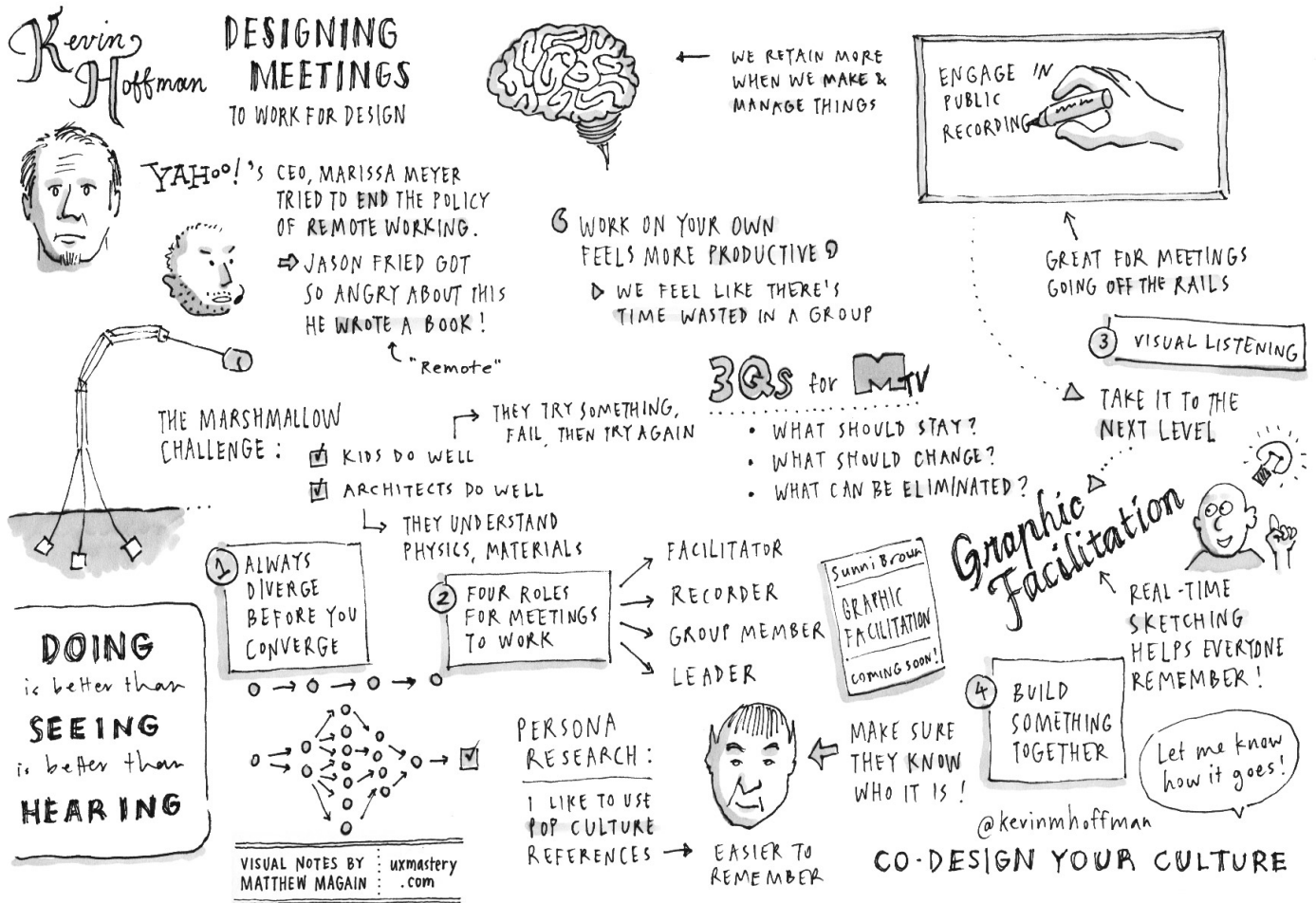


VISUAL NOTES BY : ux mastery
MATTHEW MAGAIN : .com

Better Product Definition with Lean UX & Design Thinking • Jeff Gothelf

UX Australia • Melbourne, August 2013

I'd read Jeff's *Lean UX* book prior to witnessing him give this presentation, so I had an insight into the kind of material that I'd be capturing. While this isn't going to be the case for most sketchnotes, I do think it gave me an advantage in that I didn't need to spend any time comprehending the material; I was just listening to it, organising it, and capturing it, all the while nodding and affirming my own understanding of the subject matter.



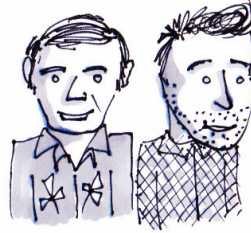
Designing Meetings to Work for Design • Kevin Hoffman

UX Australia • Melbourne, August 2013

It was clear from the moment Kevin opened his mouth that he'd given this presentation before. Not because he came across as jaded or anything; far from it. His confidence and surety was masterful, and the entire talk was a fantastic reminder of the ways that we can make meetings more engaging, useful and efficient. It was great to see graphic facilitation get a mention!

Matt & Rob
MORPHETT McLELLAN

HOW TO RUN AN EFFECTIVE CULTURAL PROBE



PARTICIPANTS
COMMITTED TO 30 MIN/DAY

CHALLENGES

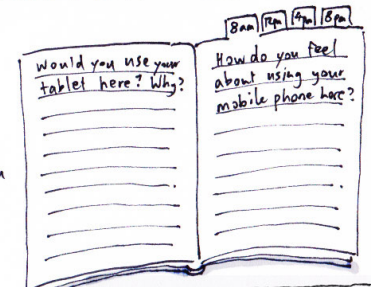
- ① CONVINCING MANAGEMENT TO LET YOU DO ONE.
⇒ REGULAR FEEDBACK, PART OF A GREATER PIECE



- ② COMPLETION RATE

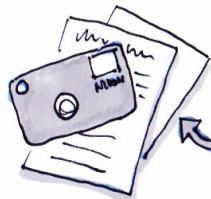
- ⇒ MAKE AWESOME DIARIES
- ⇒ LOOK THEM IN THE EYE
- ⇒ CALL THEM WHEN YOU SAY YOU'LL CALL THEM

- ③ TRANSLATING RESULTS INTO DESIGNS
⇒ PUT IT ALL ON THE WALL, LOOK AT SIDE-BY-SIDE COMPARISONS
AFFINITY DIAGRAMMING!



VISUAL NOTES BY : ux mastery
MATTHEW MAGAIN : .com

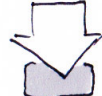
DEVICES + CONTEXT + TASKS



CULTURAL PROBE TOOLKIT

RECRUITING WAS KEY!

- WE PAID \$175-300
- TARGETED "DIGITAL NATIVES"
- BRIEFED EVERYONE TOGETHER, IN PERSON



GET A TEMPLATE FROM amberdew.com.au



LESSONS

DON'T GET TOO SMART WITH TECHNOLOGY

ALLOW A FULL DAY FOR PRODUCTION OF DIARIES

DON'T CHEAP OUT ON CAMERAS

BALANCE NEEDS WITH VARIETY



DLD-SKool

How to Run an Effective Cultural Probe • Matt Morphett & Rob McLellan
UX Australia • Melbourne, August 2013

Before this talk, a cultural probe sounded to me like some kind of invasive medical procedure. Matt and Rob explained that this is not the case; that it is actually an invaluable tool for gaining behavioural data from your product's user base. There were plenty of visual cues throughout the talk to use in my sketchnote, so I took these as gifts and replicated them liberally throughout.

MILES
ROCHFORD

Google
ADSENSE



FROM
FAITH-BASED
TO
EVIDENCE-BASED
DESIGN



@21five

FAITH

They're gonna love it!

this worked on another project.

I'm right, they're wrong!

Why?

What?

Where?

When?

Does it kill creativity?

How is it flawed?

EVIDENCE

It's one of many constraints.

Responsive design:
screen-size →
What kind of person?

Many design & coding decisions are alike

Engineering as craft

Statistical
Testimonial
Anecdotal
Inadmissible

Is it design-ready?
aka actionable.

DATA

Data isn't automatically insightful or useful

It can be unintentionally misleading

Patterns can be hard to find.

can drive you in the wrong direction

Treat it with some R-E-S-P-E-C-T!

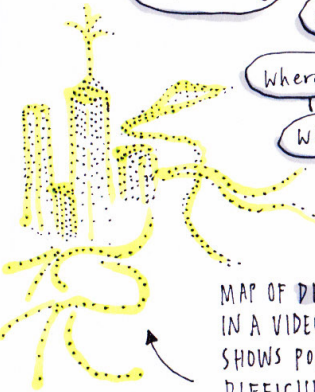
INFLUENCE

Abandon your ivory tower.

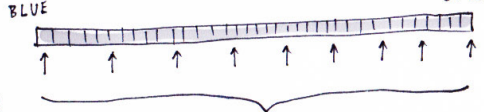
HOW TO DEAL WITH A DATA-DRIVEN GRENADE BEING LOBBED YOUR WAY:

- ▶ REQUEST MORE DATA
- ▶ KNOW YOUR DATA WELL

Google has gotten better at embracing design.



MAP OF DEATHS IN A VIDEO GAME SHOWS POINTS THAT ARE DIFFICULT... AND MAPS THE TERRAIN (AND LOOKS COOL!)



41 SHADES OF BLUE: TESTED
▶ DESIGN DIPLOMACY

USE PERSONAS TO ADDRESS ISSUES

From Faith-Based to Evidence-Based Design • Miles Rochford

UX Australia • Melbourne, August 2013

I remember feeling pretty tired when I sketched this talk, and my visual vocabulary was a little drained from paying attention and sketching all day. As a result, I got lazy and resorted to free association of key points as I heard them, creating structure simply by drawing containers around each phrase and linking them together with line and colour. I'm okay with knowing that not every sketch is going to be a perfectly metaphor-rich work of art! I still captured the main points, and a handful of images mean the sketch is still interesting to the eye.

CHRIS PATON



@vivant

jaro

GAMIFIED CROWD-FUNDING

OUR BILLION-DOLLAR BABY:
FROM GREED TO GOOD

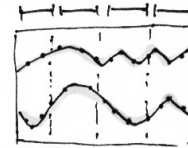
@chrsptn

WE'RE AN AGENCY WHO
MAKES OUR OWN PRODUCTS

VISUAL NOTES BY : ux mastery
MATTHEW MAGAIN : .com



BEGAN AS A
GAMBLING
PLATFORM



WE CREATED AN
EXPERIENCE MAP
OF OUR USERS'
JOURNEY



FELT ETHICALLY...
QUESTIONABLE,
AND GEOGRAPHICALLY
LIMITED



SIMON JOINED OUR
TEAM; CONVINCED
US TO SLOW DOWN



WE WERE AGILE!
(GET A GOOD SCRUM
MASTER!)



TURNED INTO A CHARITY.
"IF YOU HAD \$1 BILLION,
HOW WOULD YOU GIVE IT
AWAY?"



WE TRIALLED
RUNNING IT
AS A TV SHOW
EVENT IN LONDON

Player A vs. Player B



ONCE WE GOT SOME
USER FEEDBACK ON
THE GAME, WE HAD
A LIST OF THINGS TO
WORK ON.



WE GOT STUCK INTO
A CYCLE OF REDESIGNING
OUR HOMEPAGE 10 TIMES

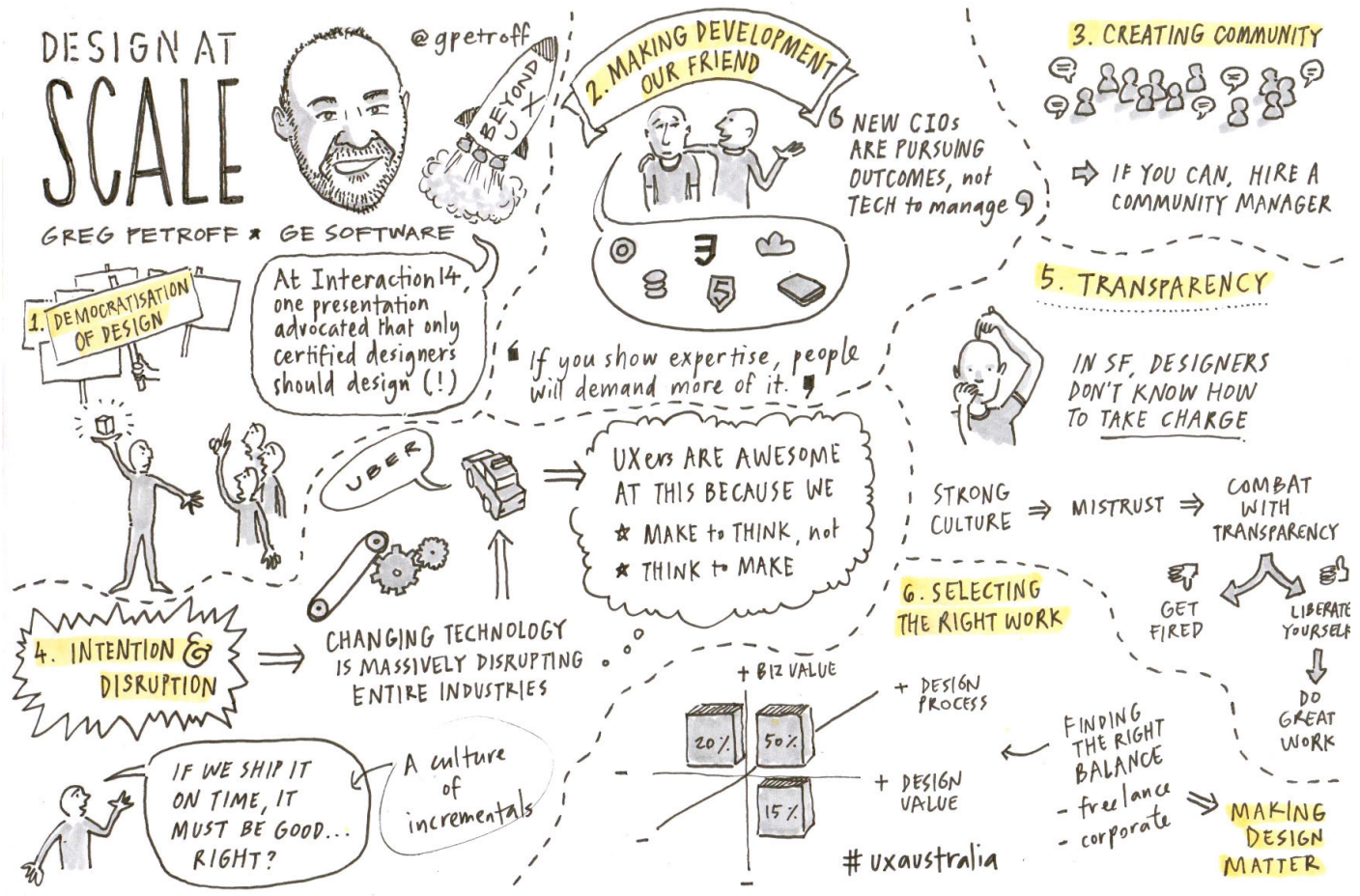


WE'RE IN BETA
NOW, HOPE TO
RAISE \$1 bn
EVERY YEAR

Our Billion-Dollar Baby: From Greed to Good • Chris Paton

UX Australia • Melbourne, August 2013

One of the reasons I try and make it to the UX Australia conference every year is because there are so many case studies presented. I enjoy seeing how other practitioners operate, the problems they've faced, and how they have navigated those challenges. I chose a winding path layout for Chris's talk, which allowed me to begin with his smiling face, meander across the page, and end in the bottom right.



Design at Scale • Greg Petroff

UX Australia • Sydney, August 2014

Greg's talk had a very clear structure (he mentioned at the start that he would be covering six main areas), so dissecting the page into six segments made sense. I could have arranged these containers to be of roughly equal size and shape, but I opted to let the sketch for each take a fluid form, and draw in the dotted line dividers afterwards. It meant I didn't have to cram pictures into spaces for which there was not enough room, and—to me, at least—it looks more visually interesting.

STEPHEN COX

THE
NEUROANTHROPOLOGY
OF "US"



WHO CAN
WE
BLAME?

WE'RE BECOMING
MORE SELFISH.

BABY
BOOMERS

YOUNG
PEOPLE

KIM
KARDASHIAN

30%

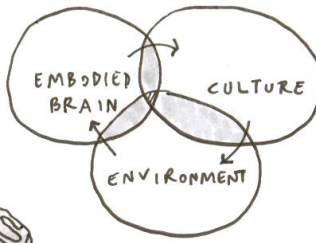
OF TIME IS
SPENT AT WORK

⇒ HOW CAN WE
WORK BETTER?
BE BETTER?
CONTRIBUTE BETTER?



westpac

6 AS UXERS, WE NEED TO
THINK BEYOND THE TASK 9



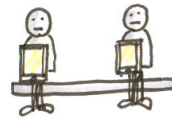
NEUROANTHROPOLOGY
CAN SAVE US!

OUR BRAINS ARE
CONSTANTLY
CHANGING



★ WE KNOW WHO
WE WORK FOR

SYDNEY RAIL
BEHAVIOUR STUDY



2004 → 2014
MOBILE DEVICES HAVE
CHANGED BEHAVIOUR

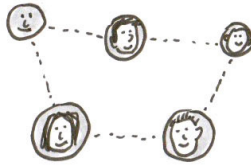
PERSONAS

COLLABORATION

NEW WAYS
OF WORKING

66 US 99

WE ARE ALL CONNECTED



WASON
SELECTION
TASK

PERSONAS

COLLABORATION

NEW WAYS
OF WORKING

66 US 99

WE ARE ALL CONNECTED



GARY
BARBER SMALL
RAN A CASE STUDY :
⇒ USING THE INTERNET

FRONTAL
LOBE
WENT CRAZY



VISUAL NOTES
BY MATTHEW
MAGAIN
@mattymcg
@uxmastery

WE CAN CHANGE
THE SELFISH
TREND!

#uxaustralia

The Neuroanthropology Of "Us" • Stephen Cox

UX Australia • Sydney, August 2014

Stephen's talk was the perfect blend of intellectual, humorous, and heart-warming. It was also well-structured, which means that mapping it onto the page was relatively easy for me. There were a couple of diagrams that I pinched at the start (tip: use your camera phone if there's a chance the slide won't be on screen for long enough to transcribe) but I also had the opportunity to introduce my own imagery later, once my brain had processed the content!



BEN TOLLADY

@tollady

BEN ROWE

@benhyphenrowe

thirst studios

SURFACE DELIGHT
↳ FAPES OVER TIME

VISCERAL

DEEPER DELIGHT:

≡ INVISIBLE

≡ HELPING USERS FLOW



DON NORMAN

DANA CHISNELL

first date
visceral
fleeting
product. focussed

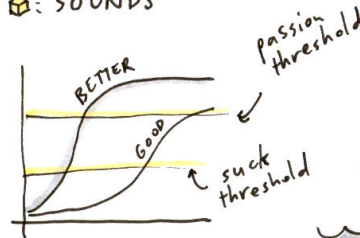
relationship
invisible
long-term
user-focussed

≡ MICROCOPY

≡ ANIMATION / PARALLAX

≡ TRANSITIONS / INTERACTIONS

≡ SOUNDS



KATHY SIERRA:
HELP USERS KICK ASS

SURFACE
DELIGHT

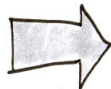
DEEP
DELIGHT

DELIGHT is not GAMIFICATION



PEOPLE DON'T BUY PRODUCTS,
THEY BUY BETTER VERSIONS
OF THEMSELVES

VISUAL NOTES BY @mattymcg
@uxmastery #uxaustralia



DELIGHT IS BOTH
ART & SCIENCE



HATE PUTTING
ON PANTS?

Can You Wireframe Delightful? • Ben Tollady & Ben Rowe

UX Australia • Sydney, August 2014

This presentation was only 20 minutes long, but well-structured and full of takeaways and quotes that were relatively straightforward to visualise so I had no problem in filling the page quickly. While the presenters didn't explicitly answer the question posed by the title of their talk, they did embark on a thoughtful reflection upon what it means to create delight. The learnings that they shared from that journey made for a great presentation.

THE CADENCE

OF GREAT EXPERIENCES



MICHELLE BERRYMAN
@thinkinc

6 TIME IS IMPORTANT,
BUT WE DON'T REALLY



TALK ABOUT IT.

WE UNDERSTAND
FOUR SEASONS

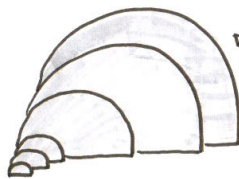


#uxaustralia

WE USED TO TEACH
CADENCE
IN HOME ECONOMICS
IN THE 60s!

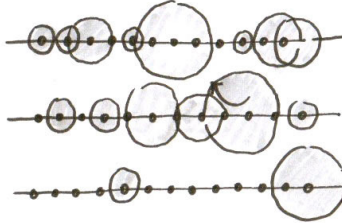
BUY YOUR GROCERIES
ON SATURDAYS!

WE SHOULD THINK
ABOUT LAYERS
OF CADENCE



DAYS
MONTHS
YEARS
DECADES

MODELLING THE CADENCE



HOW TO
DESIGN
CADENCE?

USER RESEARCH
IDENTITY
DESIGN THE WHOLE SYSTEM



I'M A CREATURE OF
HABIT → I RUN ON:

* TUESDAYS
* THURSDAYS
* SATURDAYS



LARRY PAGE'S
TOOTHPASTE
TEST

* DO THEY USE
IT 2X/DAY?
* DOES IT
MAKE THEIR
LIFE BETTER?

150+ TIMES/DAY
WE DON'T
DISCRIMINATE
BETWEEN SCREENS
TO CHECK EMAIL
AND PERFORM
OTHER TASKS

WE MOLD CLAY INTO A POT,
BUT IT IS THE EMPTINESS INSIDE
THAT MAKES THE VESSEL USEFUL



@micberryman

VISUAL NOTES BY
MATTHEW MAGAIN
@mattymcg @uxmastery

The Cadence of Great Experiences • Michelle Berryman UX Australia • Sydney, August 2014

Michelle's talk about cadence was filled with wonderful diagrams that communicated the concept of cadence in a digital product in ways that I hadn't seen before. So, while I included some of my own imagery, I did lean heavily on transposing a couple of these diagrams. I'm glad I did; I still find these diagrams conjure new ways of thinking about user experience design.



Epic Fail: Takeaways from the War Stories Project • Steve Portigal

UX Australia • Sydney, August 2014

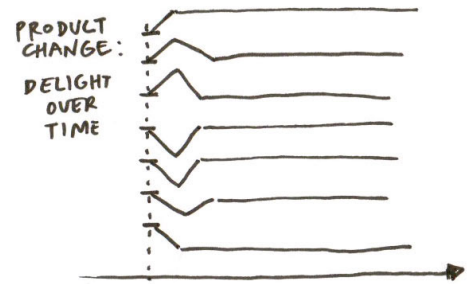
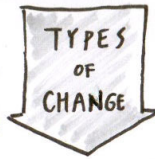
Steve's talk was completely absent of slides, so I couldn't use graphs, diagrams or imagery as inspiration for this sketch. While it was difficult, it was ultimately helpful being forced to apply more thought to what I was listening to in order to create my own imagery. Copying visuals from a presenter's slides can become a crutch!

HENDRIK
MUELLER
@hendrik82

UX RESEARCHER
Google
SYDNEY
#uxaustralia



CHANGE AVERSION

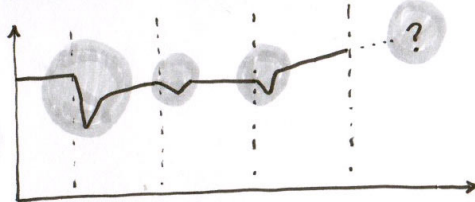
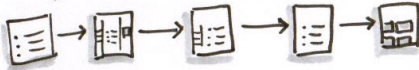


A STATE OF
* anxiety
* discomfort
RESULTING FROM
A CHANGE

LOW RISK ↑
HIGH RISK ↓

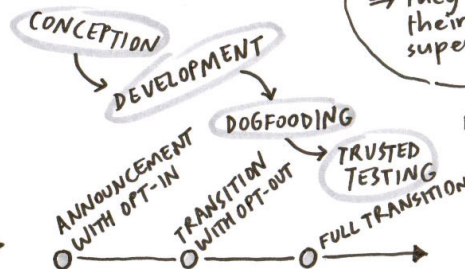
INFRASTRUCTURE
FUNCTIONALITY
BUSINESS
USER INTERFACE

Google Docs → Google Drive



PRIME USERS
FOR THE CHANGE.

PROMOTE BENEFITS
OF THE CHANGE



TRAINING VIDEOS
HELP THE TRANSITION

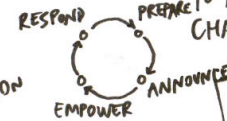
VISUAL NOTES BY
Matthew Magain
@mattymcg
@uxmastery

II

People have
to relearn
⇒ they lose
their
superpowers



YOU CAN USE
SURVEYS
TO MEASURE
CHANGE AVERSION

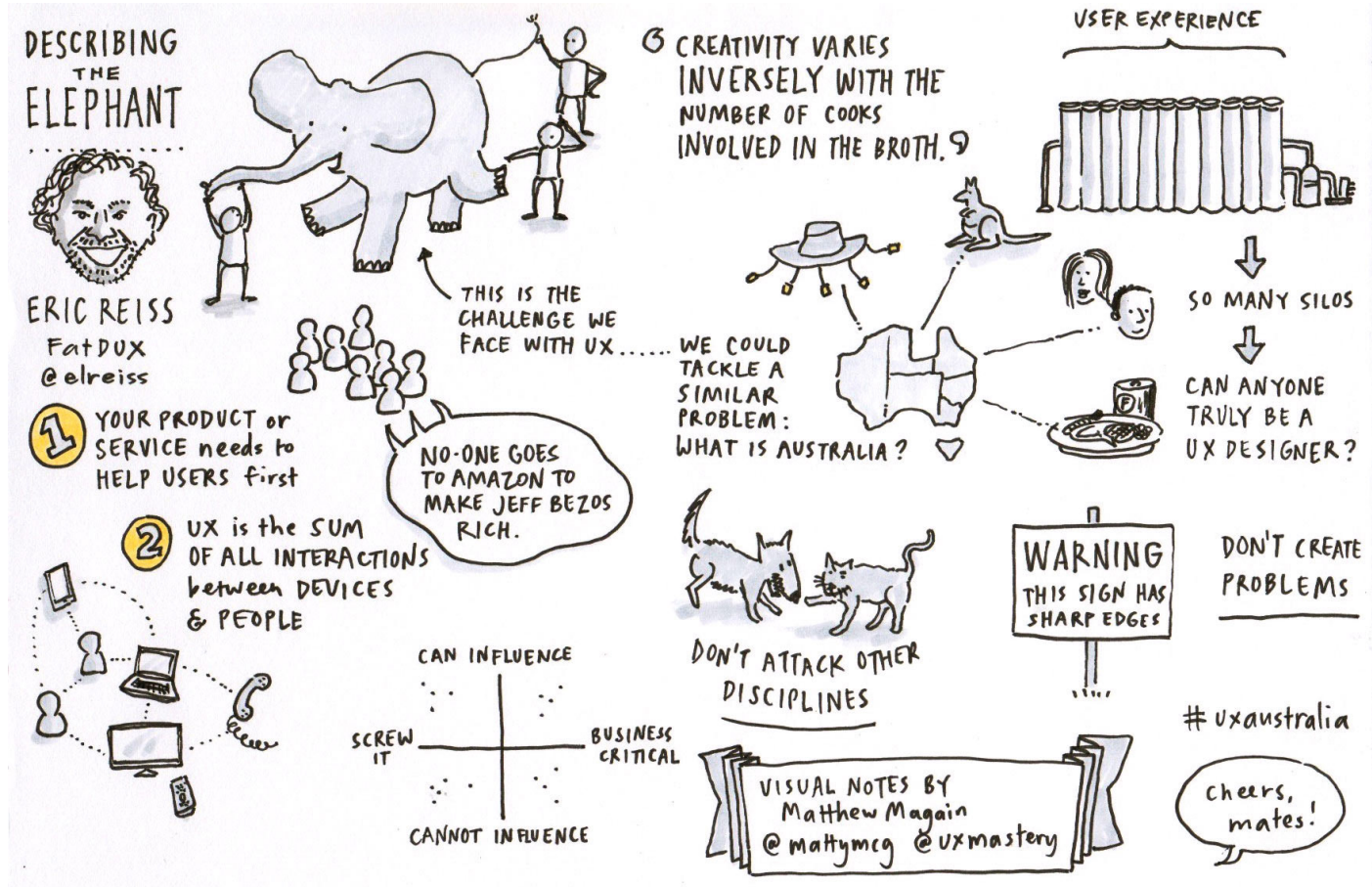


+ ATTITUDES
(eg. social
media)
+ USAGE



Change Aversion • Hendrik Müller UX Australia • Sydney, August 2014

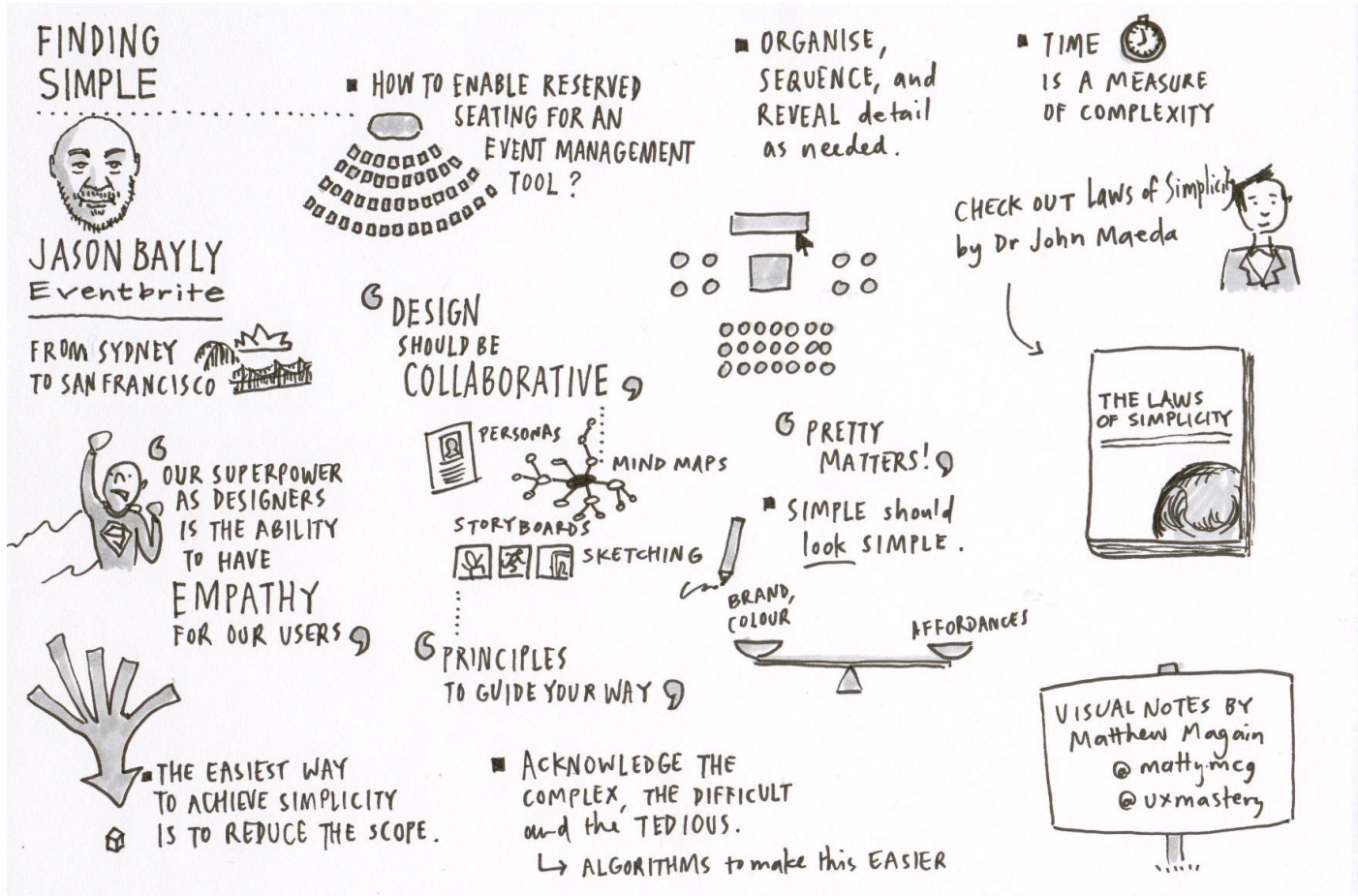
Hendrik's talk was a fascinating insight into how Google manages design. An oft-levelled criticism of the technology giant is that they are too reliant upon data to make good design decisions, but this presentation shed light on how Google's data drives their understanding of user behaviour to degrees that were previously considered unfathomable. Looking back over this sketch, I can still recall feeling Inspired, scared and fascinated, all at the same time.



Describing the Elephant • Eric Reiss

UX Australia • Sydney, August 2014

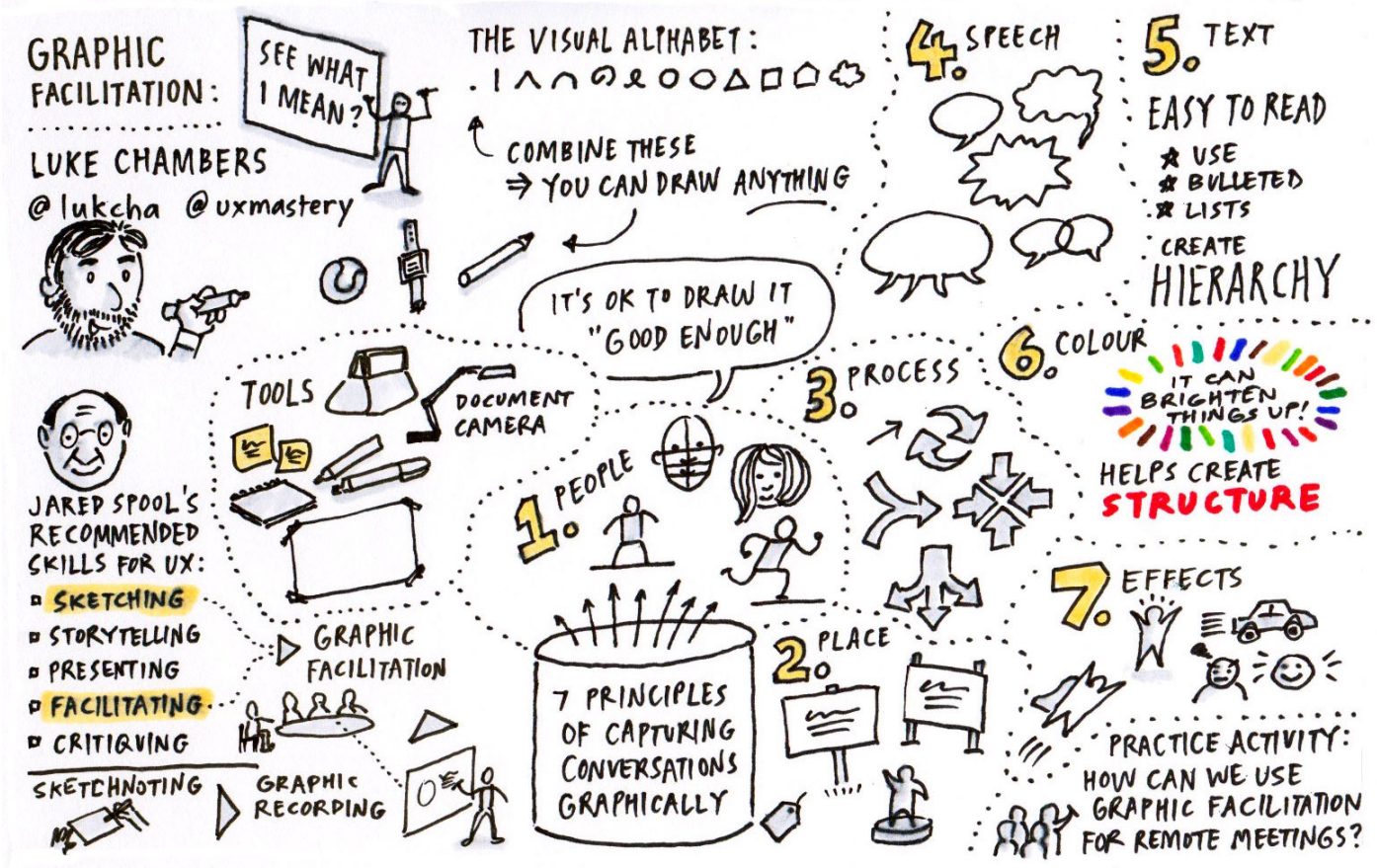
Eric is something of a showman, and his talk was peppered with cabaret, humour, and tangents. So much so that at one point I was immersed in the theatre of it all and actually forgot that I was supposed to be sketching; a credit to the presenter's skill in holding attention. Luckily I managed to work through the buffer of what I'd absorbed, speed up, and fill the page with tidbits of advice for UX practitioners, and other related imagery.



Finding Simple • Jason Bayly

UX Australia • Sydney, August 2014

Jason's story of "local Aussie lad makes it big in Silicon Valley" was a great story, full of practical takeaways and quoteable nuggets of design wisdom. I loved that his entire talk centred around one specific design problem, delving into the details of this single challenge while still reinforcing universal design principles.



Graphic Facilitation: See What I Mean? • Luke Chambers

UX Australia • Sydney, August 2014

This sketch of Luke's hands-on session about graphic facilitation was unique in that we alternated projection of my live sketching (via a document camera hovering over my notepad) and Luke's Keynote slides and activities onto the screen throughout the session. It was a very "meta" way of presenting this information, but also entirely appropriate, given the subject matter!

NOVA

FRANKLIN
meld studios

.....

GREAT LISTENERS:

- ★ smile
- ★ look you in the eye
- ★ nod and say "yeah!"

POOR LISTENERS:

- ★ don't make eye contact
- ★ give abrupt responses
- ★ don't inquire further
- ★ look at their phone
- ★ interrupt

30-90 days

IT TAKES THIS LONG TO FORM A HABIT.

WHAT I LEARNED ABOUT USER INTERVIEW TECHNIQUES FROM RADIO INTERVIEWS

10 MINUTE TALKS

- 1 DO RESEARCH BEFORE, BUT NOT TOO MUCH
- 2 CLARIFY, CLARIFY, THEN CLARIFY AGAIN
- 3 LISTEN ATTENTIVELY
 - repeat information back to them
 - use their name
- 4 ASK QUESTIONS AT THE RIGHT LEVEL
- 5 WRITE DOWN YOUR FAVOURITE MOMENTS
 - helps to prevent multiple interviews blurring into one.

Kimberley Crofts @krcita

#uxaustralia

LEAN IN, don't LEAN BACK

HOW TO BE A GREAT LISTENER

THIS PERSON HAS SOMETHING REALLY IMPORTANT TO SAY!

TRY THIS TRICK and...

MAGIC WILL HAPPEN!

TRY THIS ON THE NEXT 2 PEOPLE YOU TALK TO!

THE NO-ASSHOLE RULE

⚡ SHOCK A DESIGNER

🐱 SHOW KITTENS

CHANGE TO ANGRYTAR →

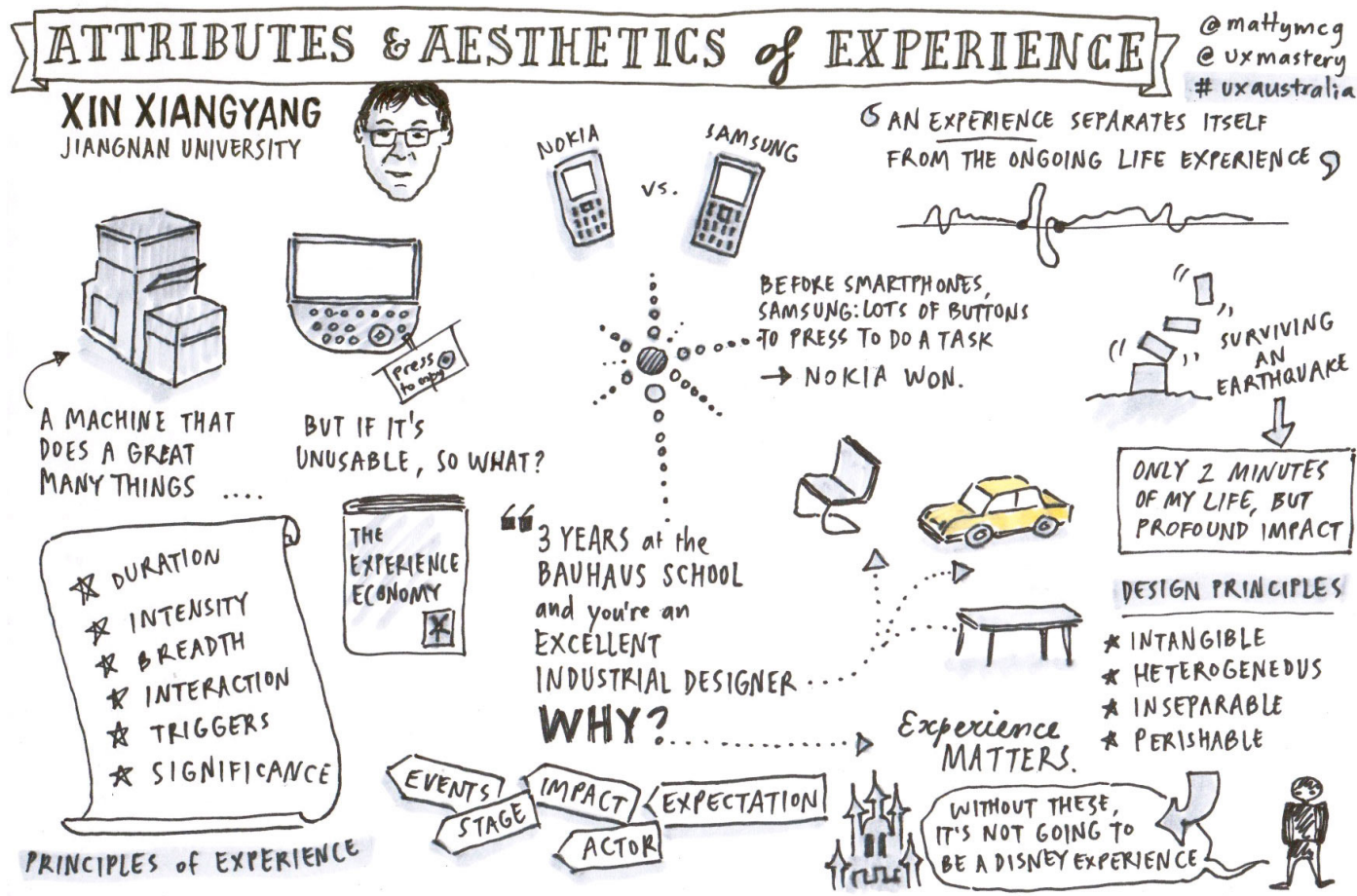
VISUAL NOTES BY
Matthew Magain
@mattymcg
@uxmastery

JAY ROGERS
Atlassian | JIRA

Lightning talks: Nova Franklin, Kimberley Crofts & Jay Rogers

UX Australia • Sydney, August 2014

Capturing a ten-minute 'lightning talk' is a unique challenge in that there's almost no downtime. It's all about being completely focussed, capturing what I can, and if I'm able to massage the content into some form of hierarchical structure, then I consider it a bonus. Dividing the page ahead of time helps me, as it's usually impossible to fill an A4 or US Letter-sized page in only 10 minutes.



Attributes & Aesthetics of Experience • Xin Xiangyang

UX Australia • Sydney, August 2014

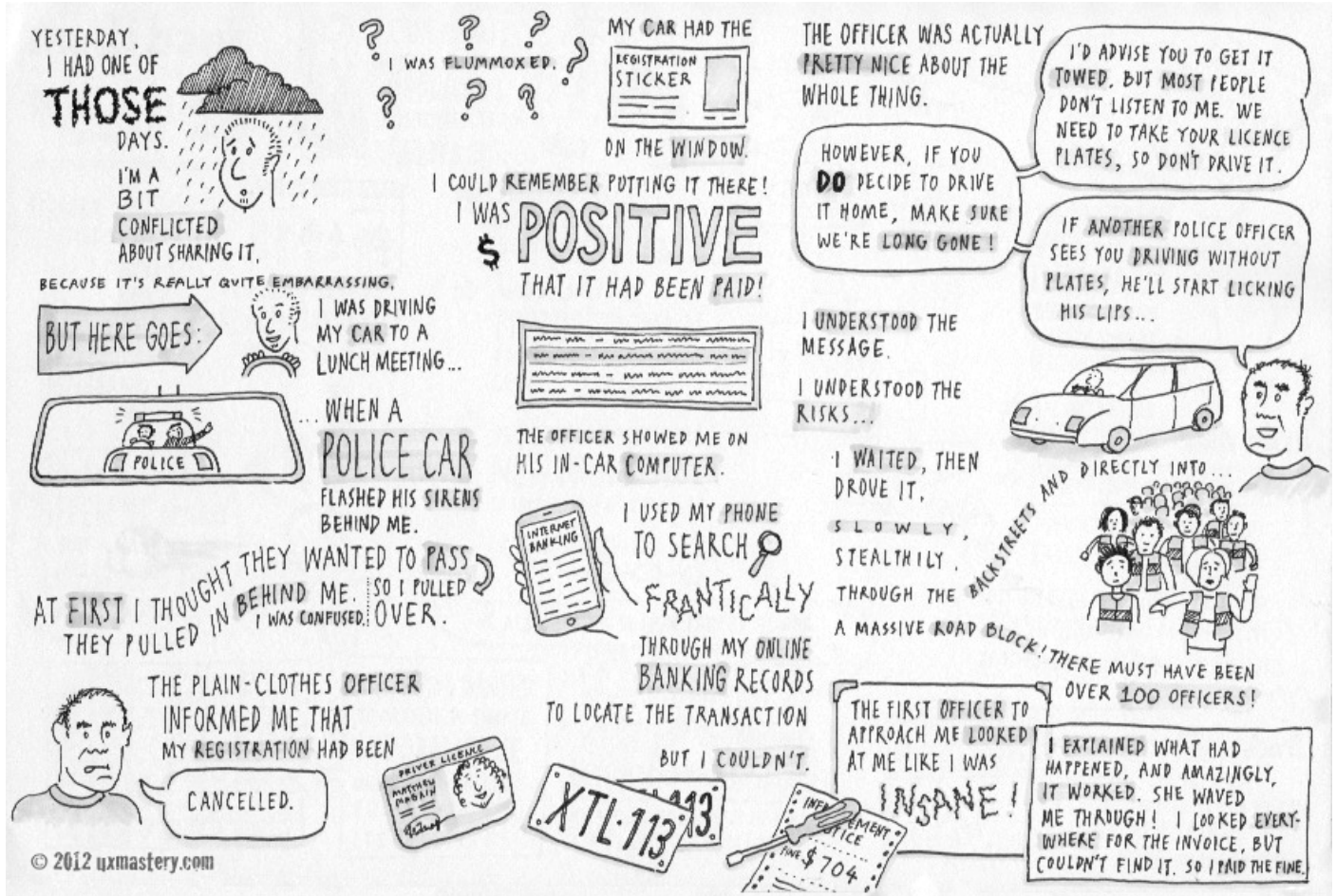
This was a particularly challenging sketch for me to create, partly because of my difficulty understanding Xin's accent, but also because I wasn't able to discern any obvious structure to the talk (this may have been cultural). As a result, the tangents in his stories made it difficult to fit the content into a predetermined layout, so I opted to simply capture snippets that made sense to me, spilling them out to fill the page. In the end, it still kind-of works!



Hospital-bed Sketch

Melbourne, November 2012

Sketchnotes aren't just for conferences or work meetings! A few years ago I had a lump taken out of my thyroid, and while waiting to enter theatre I wanted to capture some of the trepidation and thoughts that were going through my head. This sketch is what came out. The operation went smoothly, and the nursing staff liked my sketchnote so much that I sold three copies of my children's book *Charlie Weatherburn and the Flying Machine* as a result. If I'd sold another 157 copies, they might have paid for the operation!



One of Those Days

Melbourne, December 2012

I have a pretty good track record as a tax-paying, law-abiding citizen, but it would seem that on this occasion I neglected to pay my driver's license (I honestly thought I had, but clearly I had not). It came back to bite me, and the only positive thing I could think to do with the experience was to create a sketch to commemorate it!



Grossly Informative

Melbourne, October 2011

This sketch was made after I participated in a social experiment called Grossly Informative. Twelve people from different backgrounds and who didn't know each other were brought together to prepare and eat a meal. Deliberate questions were posed to explore the dynamics of the group, and the nature of the conversations that resulted (think The Last Supper) were fascinating.



Further reading

Interested in learning more about sketchnoting?

- First, check out Matt's article, [Sketchnoting 101: How To Create Awesome Visual Notes](#)
- Mike Rohde's book, [The Sketchnote Handbook](#), is the definitive guide to the topic. He's also published a follow-up, called [The Sketchnote Workbook](#). Unsurprisingly, it's also awesome.
- Post your sketches to the [sketchnote group on Flickr](#) to receive helpful critique, encouragement, or general feedback
- If you're ready to move from small-scale to large-scale, Brandy Agerbeck's book [The Graphic Facilitator's Guide](#) comes highly recommended.