

20

*inspiring  
quotes  
about*

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UX & DESIGN

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**LEFT UNCHECKED, TECHNOLOGY TURNS PEOPLE INTO PROXIES. THAT'S WHY IT'S SO CRUCIAL THAT WE INTEGRATE EMPATHY AND COMPASSION INTO THE DESIGN PROCESS.**

**WHITNEY HESS  
@WHITNEYHESS  
WHITNEYHESS.COM**

**“YOU’RE ALMOST  
ALWAYS WRONG  
ABOUT YOUR USERS.**

**MANIK RATHEE  
@MANIKRATHEE  
MANIKRATHEE.COM**



**WRONG  
WAY**

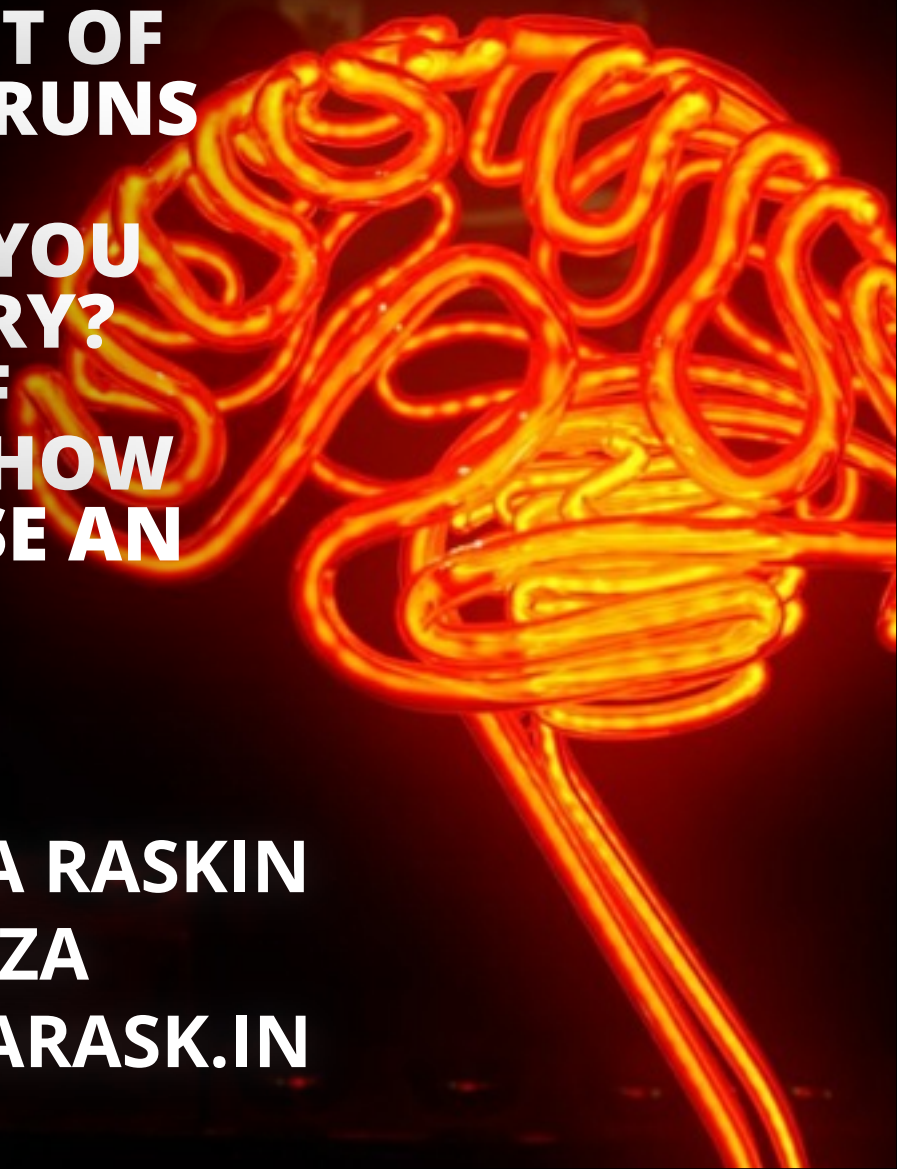


**MAKING WORK THAT'S FUN AND QUIRKY IS MY GOAL, BUT THAT DOESN'T MEAN I HAVE TO SACRIFICE MY PROFESSIONALISM TO GET THERE.**

**KYLE STEED  
@KYLESTEED  
KYLESTEED.COM**

**“YOU ARE DESIGNING FOR PEOPLE;  
YOU NEED TO BE WELL VERSED IN  
THE ABILITIES AND FRAILTIES OF  
THE HUMAN MIND. THERE ARE  
FUNDAMENTAL TRUTHS ABOUT OF  
WHAT WE ARE CAPABLE THAT RUNS  
DEEPER THAN CULTURE AND  
LANGUAGE. HOW MUCH CAN YOU  
STORE IN SHORT-TERM MEMORY?  
WHAT ARE THE PROPERTIES OF  
YOUR LOCUS OF ATTENTION? HOW  
LONG DOES IT TAKE TO CHOOSE AN  
ITEM IN AN ORDERED LIST?”**


**AZA RASKIN  
@AZA  
AZARASK.IN**





**“USERS ARE NOT ALWAYS LOGICAL, AT LEAST NOT ON THE SURFACE. TO BE A GREAT DESIGNER YOU NEED TO LOOK A LITTLE DEEPER INTO HOW PEOPLE THINK AND ACT.”**

**PAUL BOAG  
@BOAGWORLD  
[HTTP://BOAGWORLD.COM](http://boagworld.com)**



**“ IN ORDER FOR OTHERS TO BUY INTO UX THINKING, WE NEED TO MAKE IT CLEAR HOW OUR WORK PROVIDES VALUE TO OTHERS. DON'T MAKE YOUR COWORKERS AND CLIENTS GUESS HOW YOU CAN HELP THEM REACH THEIR OWN GOALS, SHOW THEM DIRECTLY.**

**CATRIONA CORNETT  
@INSPIREUX  
INSPIREUX.COM/**

““

**DESIGN CAN BE ART. DESIGN CAN BE  
AESTHETICS. DESIGN IS SO SIMPLE,  
THAT'S WHY IT IS SO COMPLICATED.**

**PAUL RAND**



**GETTING IN THE WAY OF A SPEEDING FREIGHT TRAIN USUALLY DOESN'T END WELL. IT TAKES A LOT OF EFFORT TO SHIFT THE COURSE OF SOMETHING WITH THAT MUCH MOMENTUM. RATHER THAN FORCING PEOPLE TO DIVERT THEIR ATTENTION FROM THEIR PRIMARY TASK, COME TO WHERE THEY ARE.**

**LUKE WROBLEWSKI  
@LUKEW  
LUKEW.COM**



**“ IF YOU DON'T TALK TO  
YOUR CUSTOMERS,  
HOW WILL YOU KNOW  
HOW TO TALK TO YOUR  
CUSTOMERS?”**

**WILL EVANS  
@semanticwill  
tlclabs.co**



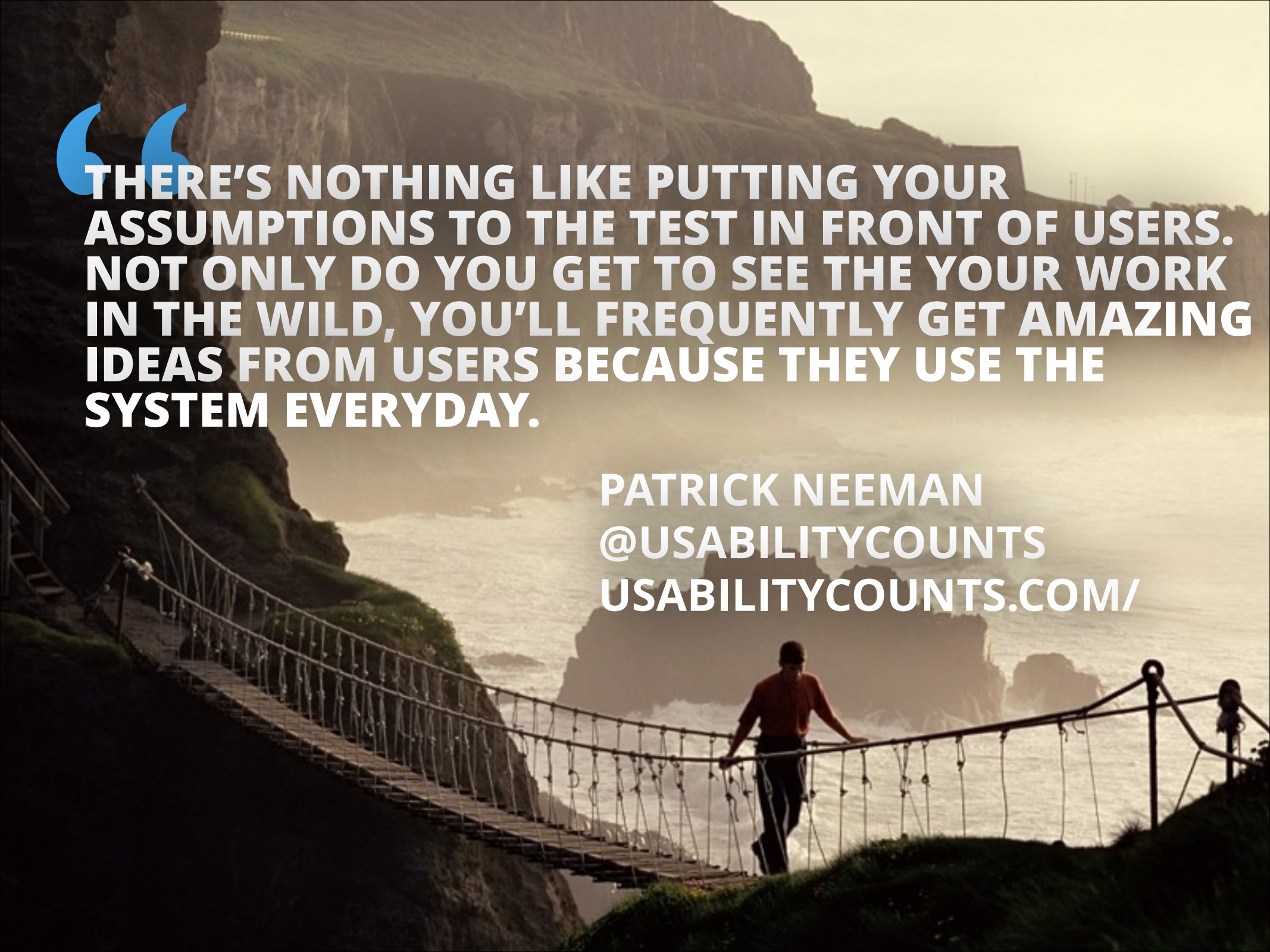


**WHEN I DESIGN, I WORK VERY HARD TO MAKE THE INTERFACE EXPERIENCE FEEL LIKE THERE'S A HUMAN ON THE OTHER END, NOT A COMPUTER.**

**AARRON WALTER  
@AARRON  
AARRONWALTER.COM**


“  
**A DESIGNER KNOWS HE HAS ACHIEVED  
PERFECTION NOT WHEN THERE IS  
NOTHING LEFT TO ADD, BUT WHEN  
THERE IS NOTHING LEFT TO TAKE AWAY.**

**ANTOINE DE SAINT-EXUPERY**

A person in a red shirt and dark pants is walking across a suspension bridge. The bridge is made of wooden planks and metal cables, stretching across a body of water. In the background, there is a large, rugged cliff face under a hazy sky. The scene is lit with warm, golden light, suggesting sunrise or sunset.

**“THERE’S NOTHING LIKE PUTTING YOUR ASSUMPTIONS TO THE TEST IN FRONT OF USERS. NOT ONLY DO YOU GET TO SEE THE YOUR WORK IN THE WILD, YOU’LL FREQUENTLY GET AMAZING IDEAS FROM USERS BECAUSE THEY USE THE SYSTEM EVERYDAY.**

**PATRICK NEEMAN  
@USABILITYCOUNTS  
USABILITYCOUNTS.COM/**

A large iceberg floats in the ocean under a blue sky with light clouds. The visible tip of the iceberg is small compared to the much larger, submerged part below the waterline, illustrating the concept of hidden needs or requirements.

**“MATURE DESIGNERS DON'T ALLOW THEMSELVES TO GROW SO PREOCCUPIED WITH VISUALS AND PERSONAL ESTHETIC PREFERENCES THAT THEY FORGO GREATER NEEDS. THEY ACCEPT THAT THEIR UNIQUE VISION NEEDS TO TAKE A BACK-SEAT TO BROADER ORGANIZATIONAL DEMANDS, BRAND IDENTITY SYSTEMS, AND OTHER PRE-DETERMINED REQUIREMENTS THAT NEED TO BE MAINTAINED.**

**ERIC KARJALUOTO**

**@KARJ**

**ERICKARJALUOTO.COM**

A close-up photograph of a hand holding a black pencil, actively drawing a sketch of a car on a piece of white paper. The sketch is in progress, with some areas highlighted in yellow and others in grey. The background is a soft, out-of-focus light grey.

**“**VERY OFTEN DESIGN IS THE MOST IMMEDIATE WAY OF DEFINING WHAT PRODUCTS BECOME IN PEOPLE'S MINDS.

**JOHNNY IVE**

**“ A GREAT USER INTERFACE IS SO SEAMLESS THAT WE DON'T EVEN THINK ABOUT IT ... BUT A POOR USER EXPERIENCE TENDS TO MAKE US FRUSTRATED, IMPATIENT, EVEN ANGRY - AND WE INHERENTLY REMEMBER THAT NEGATIVE EXPERIENCE FOR A LONGER TIME.**

**JUSTIN MIFSUD  
@JUSTINMIFSUD  
USABILITYGEEK.COM**







“**UI IS THE SADDLE,  
THE STIRRUPS,  
AND THE REIGNS.  
UX IS THE FEELING  
YOU GET BEING  
ABLE TO RIDE THE  
HORSE, AND ROPE  
YOUR CATTLE.**

**DAIN MILLER  
@\_DAIN**

**“WHEN THERE’S THAT BALANCE  
BETWEEN FUNCTIONALITY AND  
EMOTION, THE TWO AMPLIFY EACH  
OTHER AND THE RESULT IS REALLY  
POWERFUL. I’M ALWAYS TRYING TO  
GET THERE WHEN I’M DESIGNING.**

**MIKE MATAS  
@MIKE\_MATAS  
MIKEMATAS.COM**



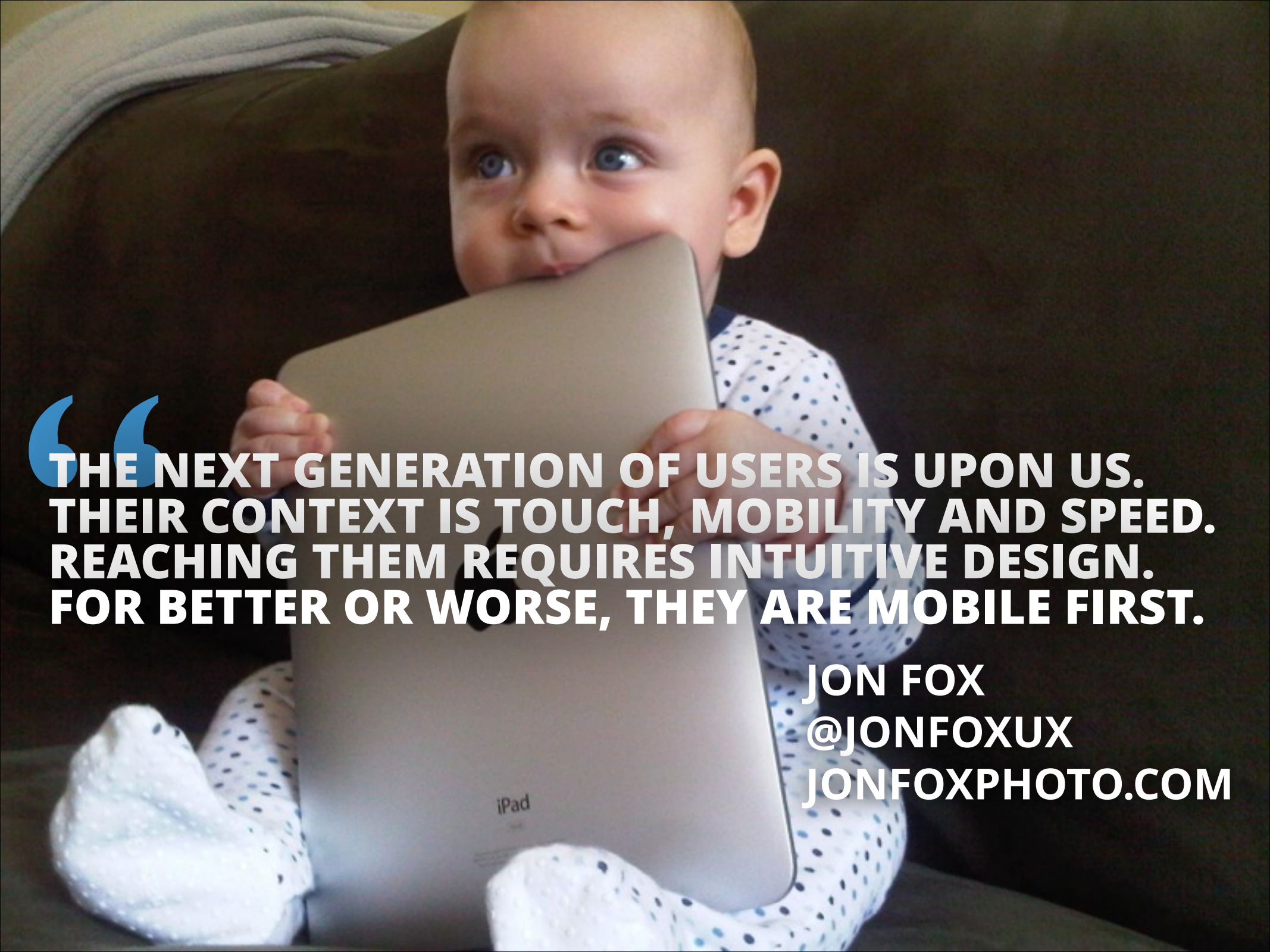
**“THE ABILITY TO PICK UP A GADGET AND DO THINGS WITHOUT OVERTHINKING HOW IT WORKS IS NOT ONLY A GOOD THING, IT'S WHAT BUYERS HAVE COME TO EXPECT.**

**JAMES KENDRICK  
@JKENDRICK**



**GOOD UX IS CULTURAL. IF YOU WANT TO HIRE A FREELANCER TO 'DO UX' , IT'S LIKE PUTTING A PLASTER ON GANGRENOUS LEG.**

**LEISA REICHEL  
@LEISA  
DISAMBIGUITY.COM**



**“THE NEXT GENERATION OF USERS IS UPON US. THEIR CONTEXT IS TOUCH, MOBILITY AND SPEED. REACHING THEM REQUIRES INTUITIVE DESIGN. FOR BETTER OR WORSE, THEY ARE MOBILE FIRST.**

**JON FOX  
@JONFOXUX  
JONFOXPHOTO.COM**

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