

# Building a sustainable UX culture

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We just do what client wants.

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I only do UX because my competition  
does.

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I've invested so much in UX and have no results, projects are taking longer and now the IT department is pissed off.

Results are not what we expected.



# Results

# Better sales

**Better sales**  
satisfaction

**Better sales**  
satisfaction  
feeling

# Quality + Reach

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# UX Culture

Shared values within certain community.



**Shared values** within certain community.

# Lets get practical

# Tips for UX specialists

and what managers should managers ask from them.

**#1** Deliver results. ASAP.

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#1 Deliver results. ASAP.

#2 Learn to negotiate.

# Tips for UX specialists

and what managers should managers ask from them.

#1 Deliver results. ASAP.

#2 Learn to negotiate.

#3 Don't lay blame.

# Tips for agencies

and what managers should expect.

**#1** Educate your clients.

# Tips for agencies

and what managers should expect.

#1 Educate your clients.

#2 Tailor your services.

# Tips for agencies

and what managers should expect.

#1 Educate your clients.

#2 Tailor your services.

#3 Quality not quantity.



# Tips for managers

ie. what managers should do.

**#1** Think of UX as a long-term investment.

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**#2** Beware of "UX Seal of Approval".

# Tips for managers

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**#1** Think of UX as a long-term investment.

**#2** Beware of "UX Seal of Approval".

**#3** Learn UX Maturity Model, know where you are and take it one step at a time.

Thank you