

Journey to User Experience Researcher

Yuli Dewi - UER Grab

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System Analyst - Educational Technology BINUS Creates



UX Researcher - Bukalapak



UX Researcher - Bukalapak



UX Researcher - Grab

Yuli Dewi

Graduated from SoCS BINUS 2014

Specialization Software Engineer

Working experience:

- System Analyst at **Educational Technology**
- UX Researcher at **Bukalapak**
- UX Researcher at **Grab**

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Yuli Dewi

Yuli Dewi
UX Researcher at Grab
Grab • Universitas Bina Nusantara (Binus)
Singapore • 500+

Hi there! Thank you for going through detail my profile.
In short brief, I love to research on human behavior...

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Private to you

101 Who viewed your profile	172 Post views	113 Search appearances
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Career advice hub

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yulidewi

Yuli Dewi
Try to understand why I do what I do
 #ydblacknwhite
www.linkedin.com/in/yulidewi/
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New Shanghai Class SG's

Roles in User Experience Field

UX Designer

Interaction Designer

Visual Designer

Information Architecture

Content Strategist

User Experience Research

Many more...



Process to **learn about our users** and **validate** the product whether is suit or not for our users.

Why we need user research?

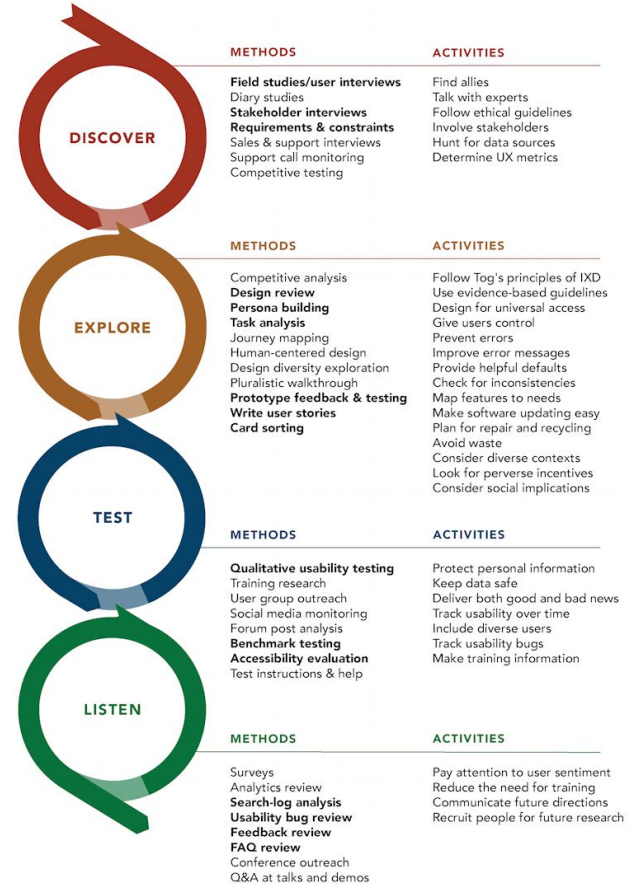
To be able create a successful products or services we need to understand **WHY**.

By **involving users** in the process makes our products or services better.

How to do User Research?

1. Which product stage are you in?
2. Define what you want to know from your user.
3. Choose user research methods to answer your questions.

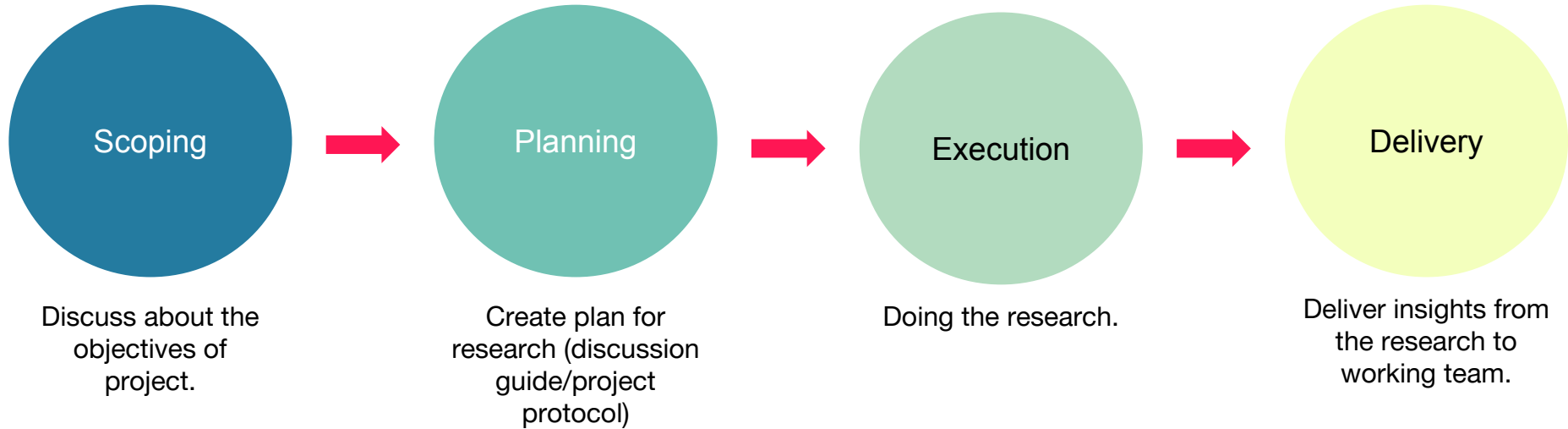
UX ACTIVITIES IN THE PRODUCT & SERVICE DESIGN CYCLE



Bold methods are some of the most commonly used.

NNGROUP.COM NN/g

UX Research Process in Grab



Let's start implement User Experience Process

1. Find a problem
2. Try to research why that problem is happened
3. Solutions workshop
4. Build prototype
5. Testing prototype
6. Build the real solutions

How to learn more about UX?

1. Free source to reading articles from Nielsen Norman and medium

The screenshot shows the Nielsen Norman Group website. At the top left is the logo "NN/g Nielsen Norman Group" with the tagline "World Leaders in Research-Based User Experience". A search bar is located at the top right. Below the logo is a navigation menu with links for Home, Articles, Training & Events, Consulting, Reports, and About NN/g. On the left side, there is a "Topics" section with links for E-commerce, Intranets, Mobile & Tablet, User Testing, Web Usability, Writing for the Web, and See all topics. Below that is a "Recent Articles" section with links for Five Mistakes in Designing Mobile Push Notifications, Filling the Silence with Digital Noise, Design Guidelines for Input Steppers, UX Debt: How to Identify, Prioritize, and Fix, and Design Guidelines for Input Steppers. The main content area features an article titled "User Experience Career Advice: How to Learn UX and Get a Job" by Jakob Nielsen and Susan Farrell, dated January 12, 2014. The article includes a summary: "Summary: Across a thousand UX professionals we found high job satisfaction and extreme diversity in terms of hugely varying educational background, 210 job titles, and wide-ranging work roles and activities." Below the summary, there is a paragraph starting with "When we teach user experience courses, one of the most frequently asked questions is, 'how do I get a user experience career?'"

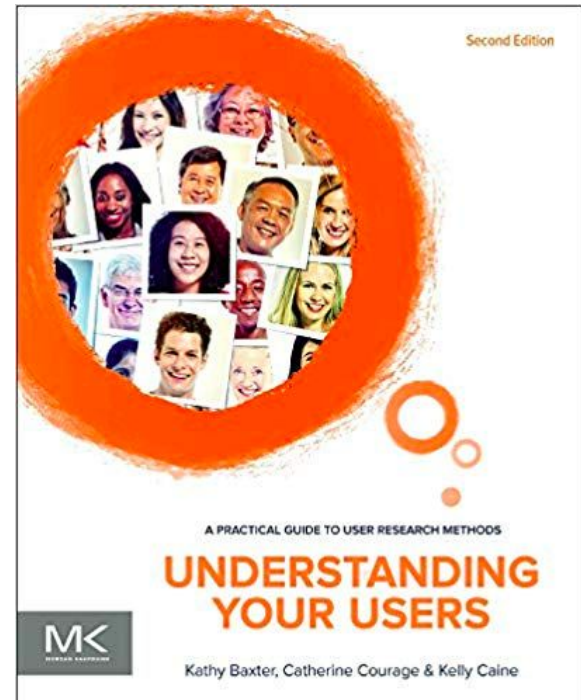
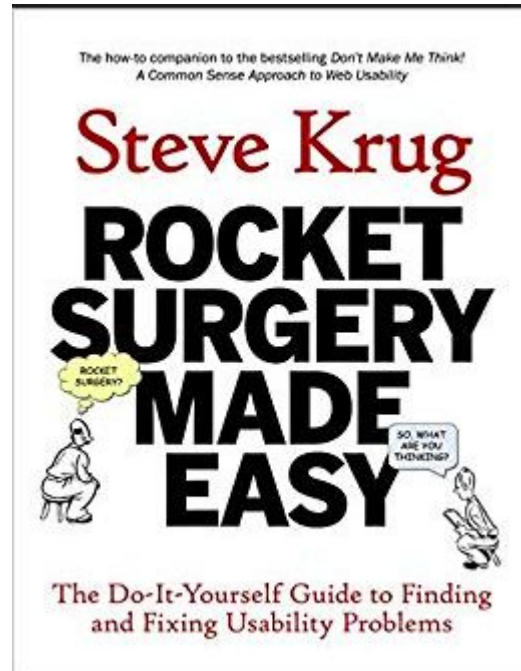
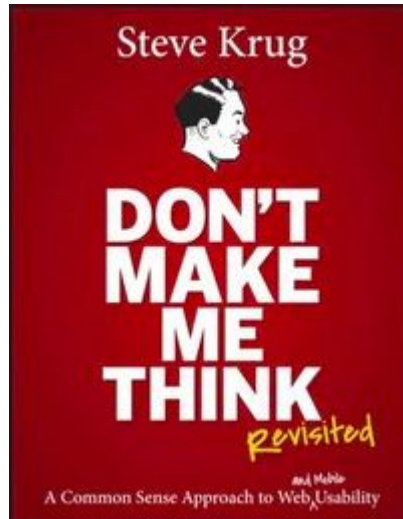
<https://www.nngroup.com/>

The screenshot shows the Medium website homepage. At the top is the Medium logo and a navigation menu with links for HOME, THE NEW NEW, CULTURE, TECH, STARTUPS, SELF, POLITICS, DESIGN, HEALTH, POPULAR, COLLECTIONS, and MORE. A search bar and an "Upgrade" button are also visible. The main content area features several article cards. The first card is titled "The Battle for Amazon HQ2 Was a Con" by Scott Galloway, dated Nov 20. The second card is titled "Resist Google's Attempts to Turn You Into a Robot" by Orin Hargraves, dated Nov 13. The third card is titled "Your Brain Is Wired to Suck the Joy Out of Good News" by Livie Campbell, dated Nov 14. The fourth card is titled "Amazon's Merciless Assault on Brands" by Andrew Essex, dated Nov 20. Below the article cards, there is a section titled "BASED ON YOUR READING HISTORY" with two articles: "How to Achieve Your Most Important Career Goals in a Fraction of the Usual Time" by Rafael Sarandese, dated Oct 24, and "Why I Won't Upgrade My Phone Until It Can Turn into a Magic Pony" by Jessica Powell, dated Nov 15. At the bottom right, there is a section titled "Popular on Medium" with an article titled "Why CBD Oil is My Sleep Aid of Choice" by Hayley MacMillen, dated Nov 19.

<https://medium.com/>

How to learn more about UX?

2. Read books, here are recommendation for starter.



How to get into UX field?

Prepare yourself with **basic knowledge of UX** (can start from reading that 3 books or read from Nielsen Norman website pick popular articles)

Start seeking **internship program**. Don't afraid to apply to unicorn startup (why unicorn startup? Because unicorn startup is big and the phase is fast, it's good for you because you can learn a lot in the short time).

Update your portfolio and use "**LinkedIn**" as a resource to marketing yourself and learn from other people.

Q&A

