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UX Design Assessment Essay- Prompt #2

The primary reason I'm looking for a new position is because I am looking for more challenging UX problems to solve. And enterprise software is one of the most challenging and dynamic industries for a UX designer.

I see designing for enterprise software as a way to solve challenges related to logistics, data visualization, information processing, and the usual UX issues of user-centered design and accessibility. These UX solutions would be backed by extensive UX research, and validated by many rounds of user testing. The whole process would require collaborating and coordinating with many other teams, including marketing and IT, to create a final solution that fits the needs of all departments, and the user. This type of multidisciplinary collaboration, along with some opportunities to work independently, is exactly the kind of work environment I'm seeking.

For example, say that the Global Payments virtual card loyalty and reward program interface was going to be updated. I imagine this project beginning by interviewing users of the current interface, finding their major pain points with the current interface, and finding what they like about the current interface. This information could be used to develop personas, task flows, and user journeys to inform the redesign. Then the UX team could begin working on storyboards, sketches, and wireframes, collaborating with other teams to ensure their needs are also being included in the design, and that the design can actually be built by IT. Those low-fidelity designs would be tested with users, until the overall layout and functionality was verified, and then high-fidelity designs were developed in software like InVision or Figma. When the hi-fi clickable prototypes had been tested with users, and all issues resolved, I see the UX team as passing on the design specifications to the development team to build.

So overall, what draws me to enterprise software is the opportunity for more advanced problem-solving and opportunities for more cross-functional collaboration, all with the goal of helping to solve important problems for users.