

# Employees are users too!

Marine Barbaroux - CW – 23rd of Jan

Who am I?



User Experience Designer at Arm

*CUG co-organiser, CW SIG champion*

*Mentor, Artist, Illustrator, and generally part of the team.*

@miss\_embe



Application (or software) that a business would use to **assist the organization** in solving enterprise **problems**. It usually refers to a software platform that is **too large and too complex** for individual or small business use.

*([www.webopedia.com](http://www.webopedia.com))*



Why does it matter?

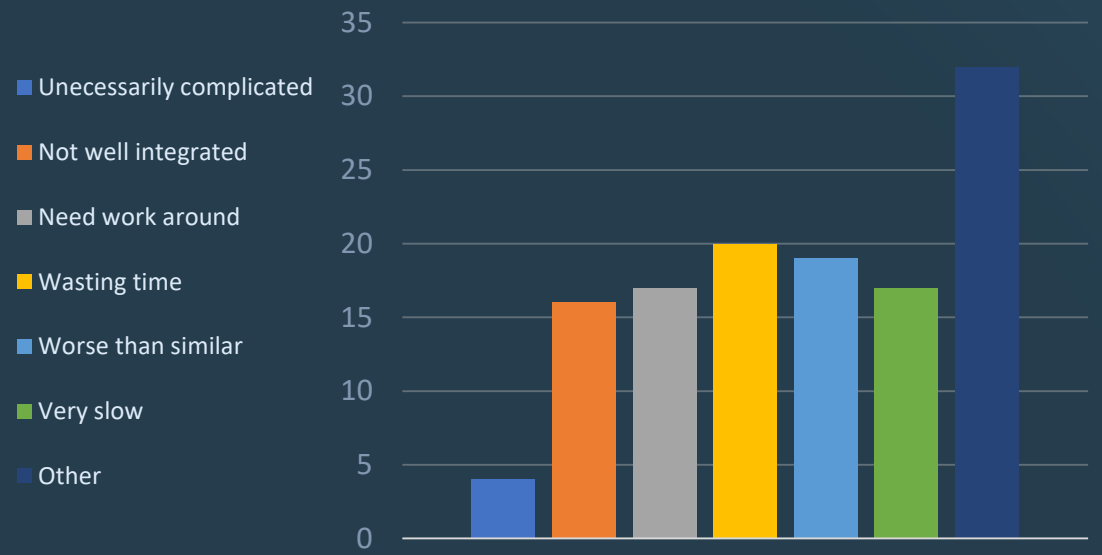
Employees *are* people.

(And most of them have computers at home and in their pockets)

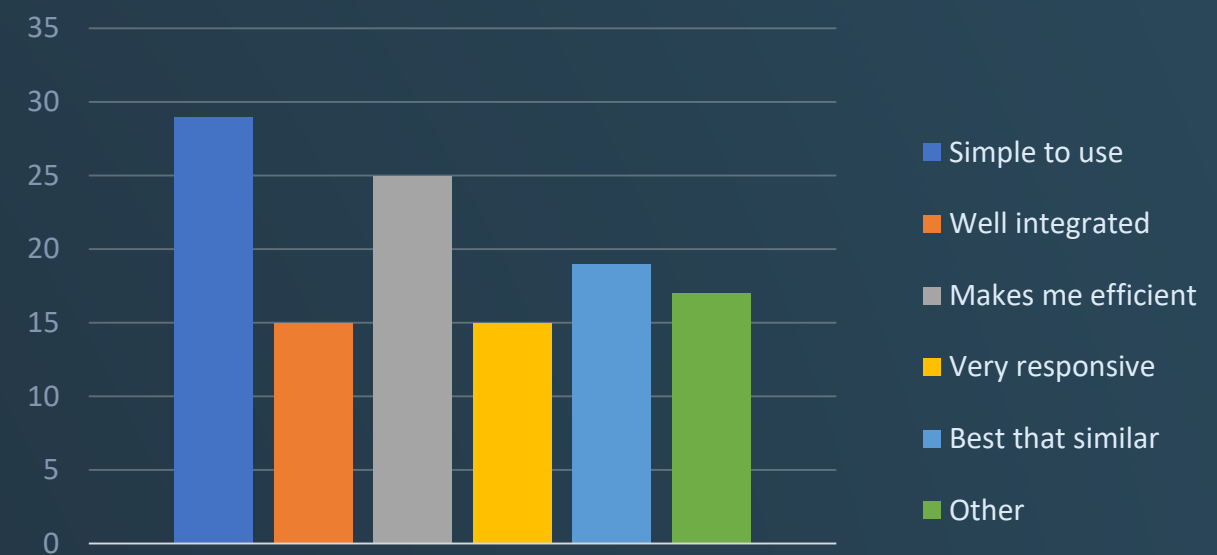
# Show of Hands



## WORSE



## BEST



- Not very important
- Important
- Critical: couldn't do job without



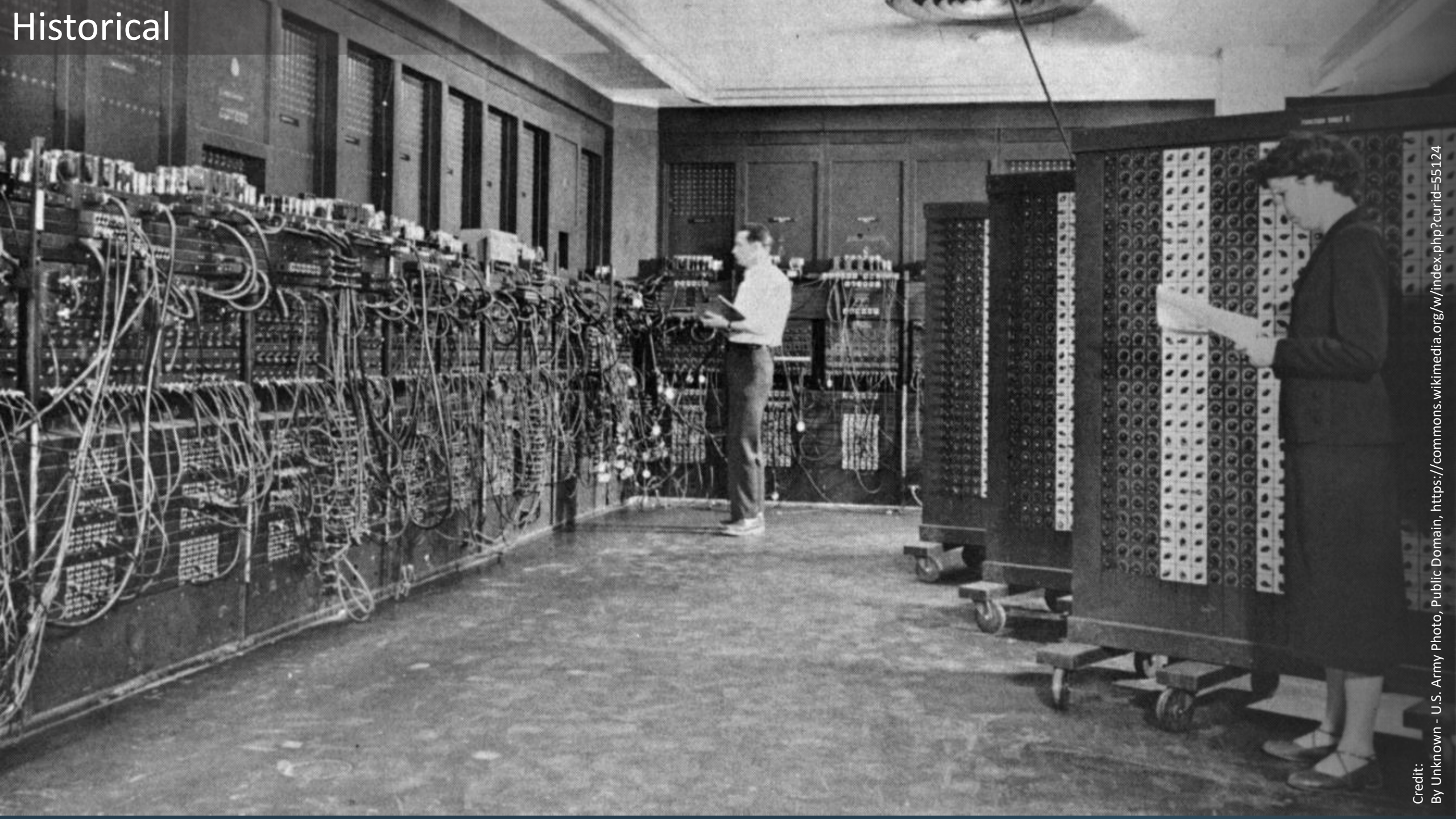
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People MUST use a piece of software that makes them feel inefficient.



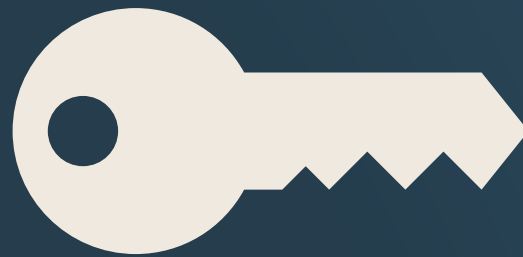
Historical



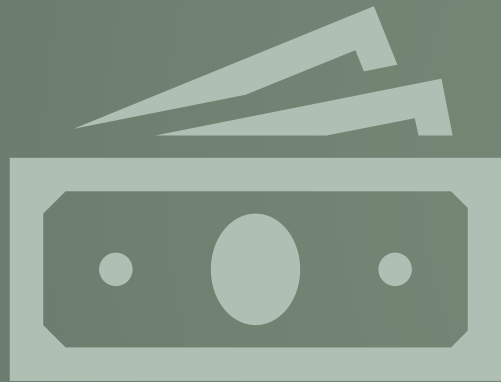
Credit: By Unknown - U.S. Army Photo, Public Domain, <https://commons.wikimedia.org/w/index.php?curid=55124>



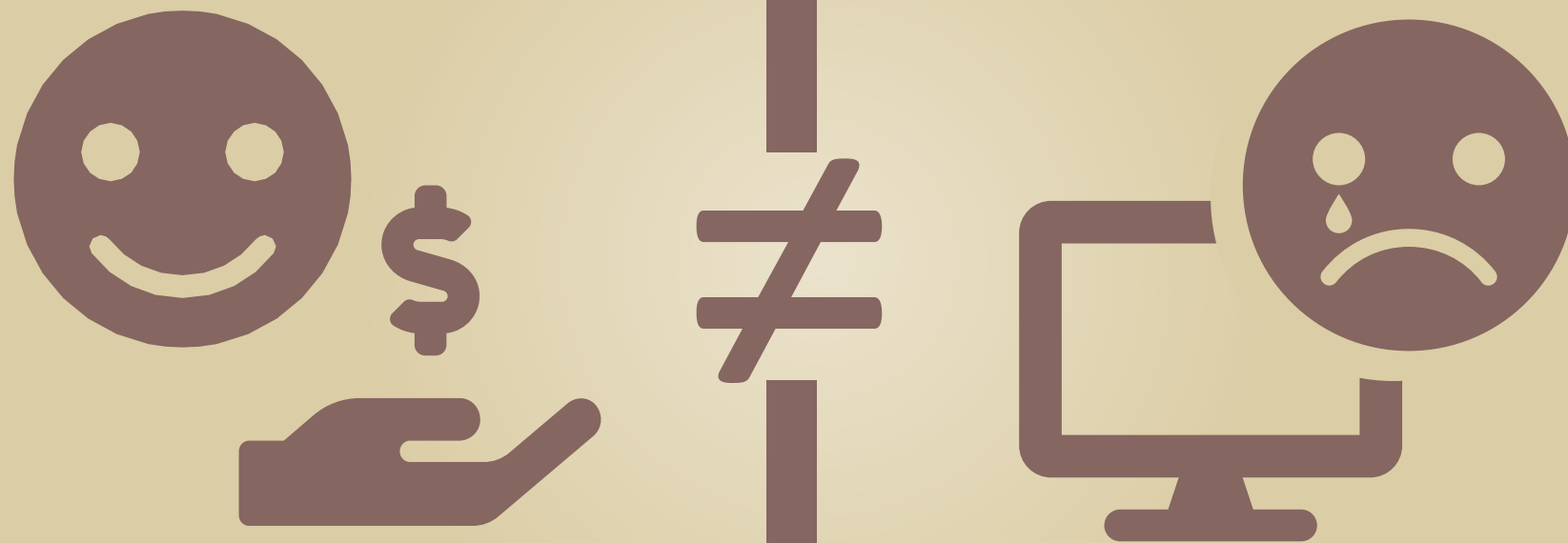
# Security issues



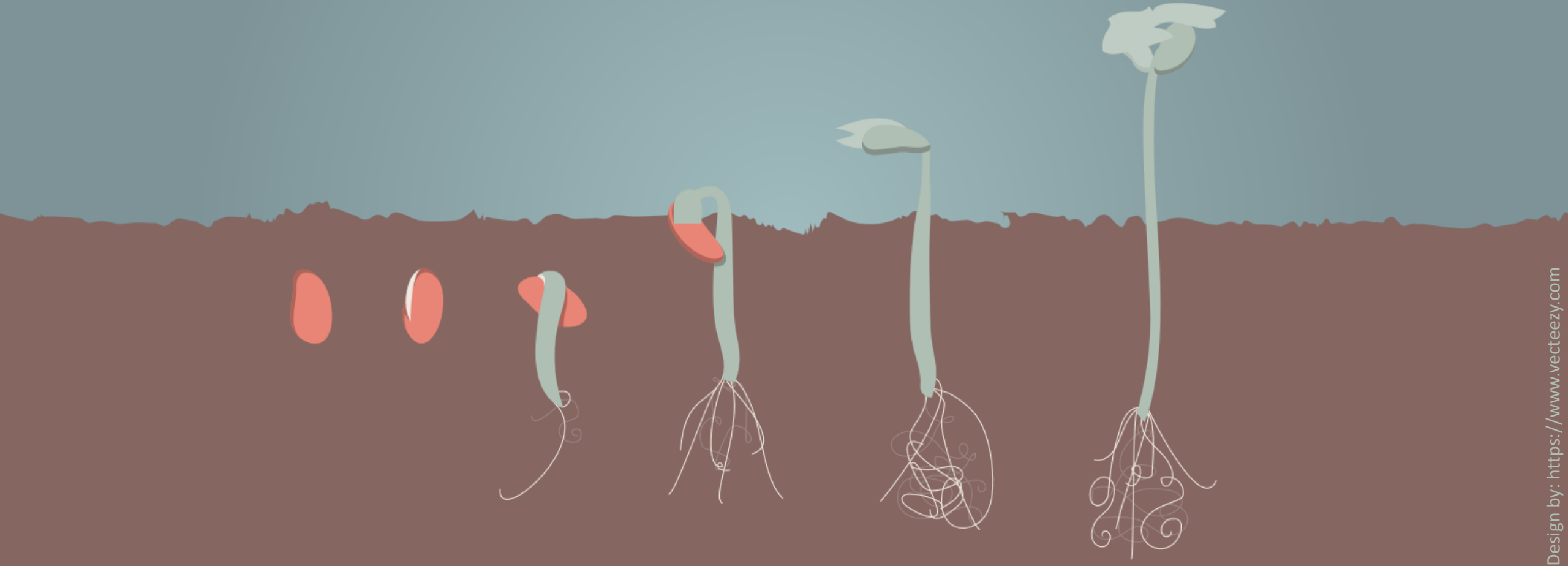
# Cost



# The «customer» isn't the «user»



It's evolving...



So why is it still so difficult?





We have and can to do better!



Ideas:



Thanks

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