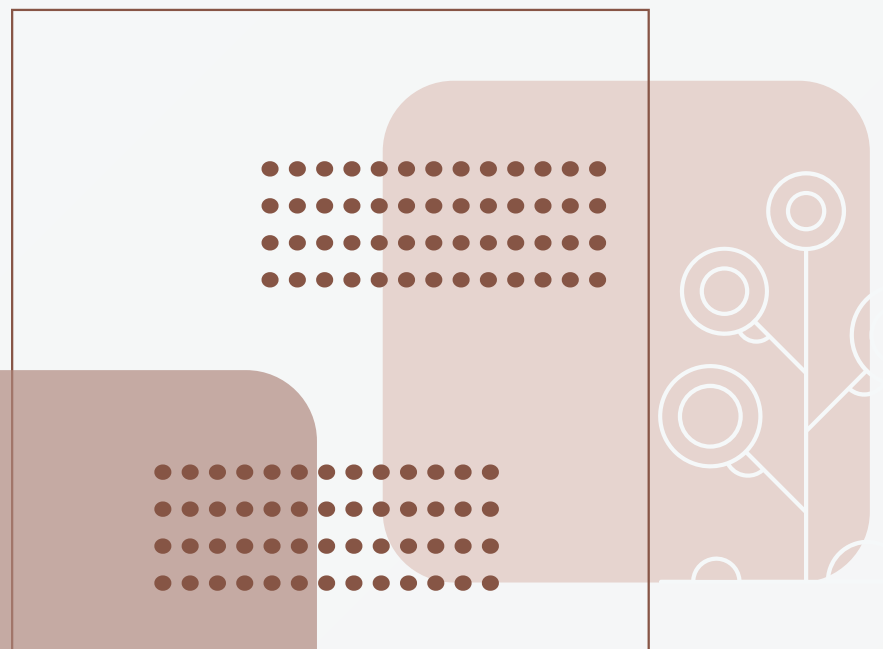


RESEARCH: STATE OF UX IN GREECE

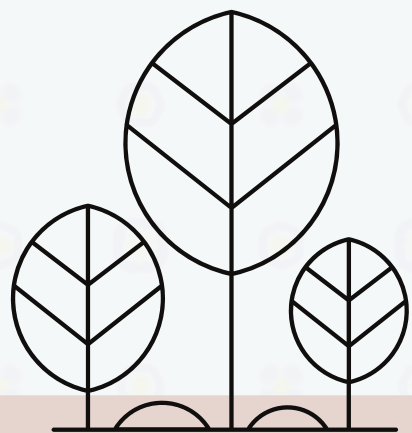
THESIS PRESENTATION

Christina Kontzinou



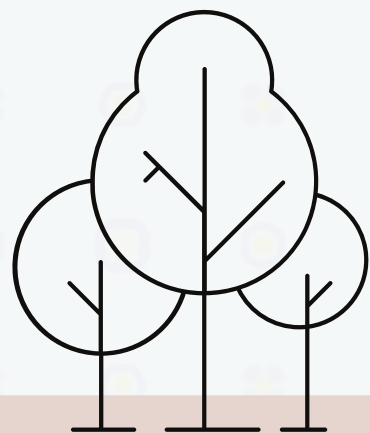
EXPLORING UX IN GREECE

- The **State of UX professionals, academics, and researchers** in Greece
- The **Importance** of our Research
- **Methodology** of the Research
- **Questionnaire (Design Thinking strategy)**
- Alignment with my professional ambitions in UX and a step toward understanding the field in Greece.



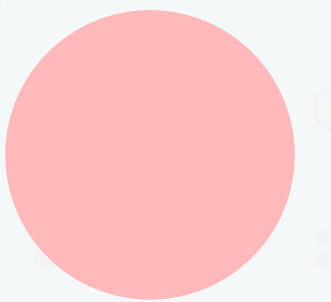
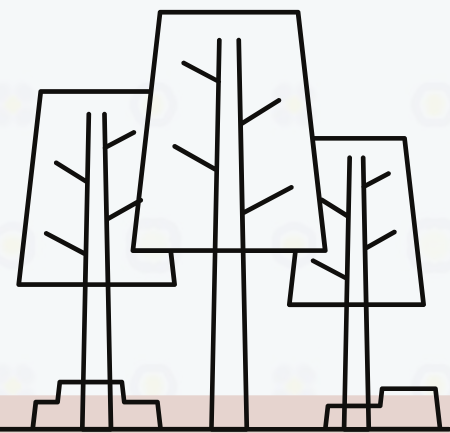
TOPIC AND RESEARCH OBJECTIVES

- **Topic:** *Mapping the State of the Greek Community of Professionals , Academics and Researchers in the Field of User Experience (UX)*
- **Research Objectives:**
 - Identify key **challenges** and **obstacles** faced by UX professionals in Greece.
 - Explore **methodologies** and **tools** currently used by Greek UX professionals.
 - Uncover growth **opportunities** for the UX field in Greece and suggest **actionable recommendations**.

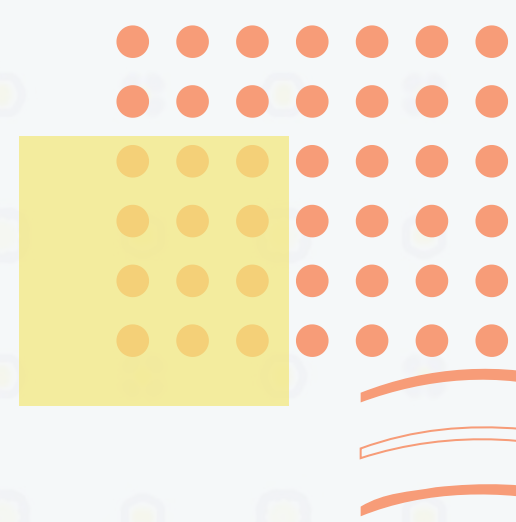


IMPORTANCE OF THIS RESEARCH

- Academic and Practical Significance.
- Creating a Framework.
- Strengthening the Greek UX Community.
- Bridging Theory and Practice.



PREVIOUS STUDIES



#	Paper (Title)	Published by	Publication Date	Location(s) of Participants	Respondents	Key themes	Number of Questions	Research method(s)	Fields included	Result - Conclusions	Extra Content
7.	The State of UX Research	UXPA Journal	2022	USA, UK, Europe	300+ professionals	Trends in UX, agile workflows	25	Surveys, interviews	UX, project management	UX research is integral but undervalued in agile environments.	Emerging tools and methods for remote UX research.
8.	Conducting User Interviews, Usability Testing, and Surveys	Nielsen Norman group NN/g	2022	Global	Not specified	User research methods, best practices	Guidance-focused, not a survey	Guideline analysis, case studies	UX, research methodology	Well-conducted user interviews and usability tests lead to actionable insights.	Checklist for conducting effective usability studies.
9.	Remote UX Research in Unpredictable Times: Takeaways from Early Pandemic Practices	Journal of User Experience, Issue 1, Vol. 19	2023	Turkey	13	Remote work and how UX research and design teams responded to uncertainty by customizing their methods.	Not specified	Interviews	UX researchers, UX Designers, UX strategists, Customer Experience Team Manager, Customer Experience Team Researcher, UX Consultant/ Founder, Director	UX research methods adopted solutions for conducting user research, proving that remote practices can yield reliable insights.	Tips for Usability Practitioners
10.	Usability Challenges in Mixed Reality	UXmatters	2023	USA, Europe	Not specified	Mixed-reality usability, cognitive load	15 tasks per test	Lab usability tests, task analysis	UX, cognitive science	Clear navigation and contextual cues enhance MR usability.	Recommendations for MR designers.
11.	Research Trends in Voice UX Design	Nielsen Norman group NN/g	2023	USA, Europe	150	Voice usability, conversational design	10 usability tasks	Usability testing, scenario-based research	UX, linguistics	Adaptive designs improve user satisfaction with voice interfaces.	Accessibility considerations for voice systems.

RESEARCH METHODOLOGY

- **Questionnaire:** via Google Forms for **quantitative** data collection.
- **Target Group:** UX professionals working in Greece or abroad.
- **Interviews:** Individual and/or group interviews for **qualitative** data collection.
- **Goal:** Compare findings with international research and create a comprehensive picture of UX in Greece.



RESEARCH METHODOLOGY

Questionnaire sections:

1. Demographics
2. Studies
3. Company/Organization
4. Work Environment
5. Recognition & Remuneration
6. Learning, Seminars, Resources
7. UX Methods
8. Tools



Εργασιακό Περιβάλλον

Σε αυτή την ενότητα σκοπός είναι να αντιληφθούμε την αντιμετώπιση και τη συμπεριληψη των UX εργαζομένων από τους συναδέλφους τους και τα υπόλοιπα τμήματα στην εκάστοτε εταιρεία/οργανισμό.

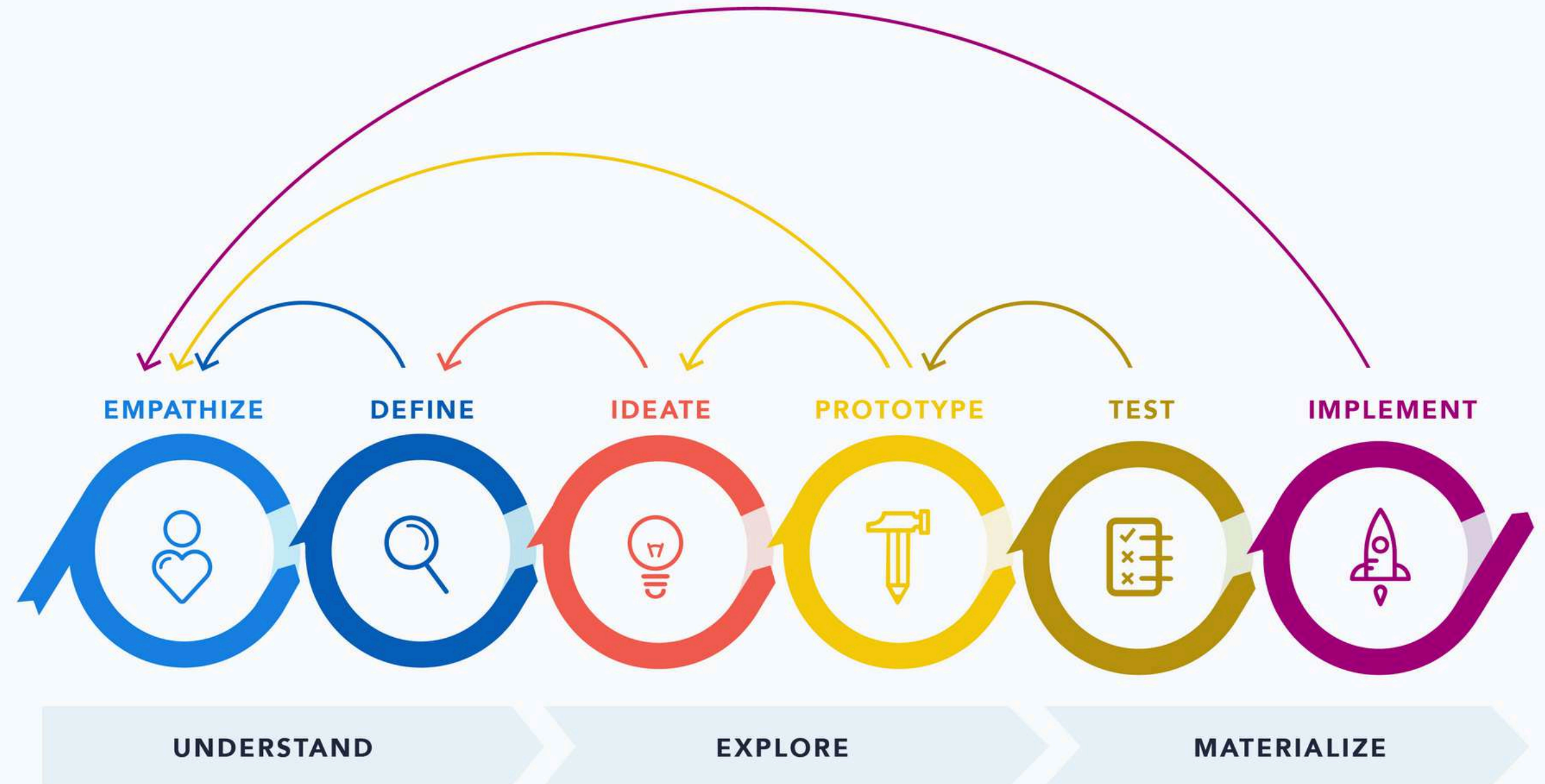
Ποιες από τις παρακάτω αρμοδιότητες αναλαμβάνετε; *

- Έρευνα Χρηστών (User Research)
- Δημιουργία πρωτοτύπων (Prototyping)
- Σχεδιασμός διαδραστικών διεπαφών (Interaction Design)
- Ανάλυση δεδομένων χρηστών (User Analytics)
- Συγγραφή περιεχομένου UX (UX Writing)
- Usability Testing
- Παρουσιάσεις σε stakeholders
- Συνεργασία με προγραμματιστές (Developers)
- Άλλο: _____

QUESTIONNAIRE

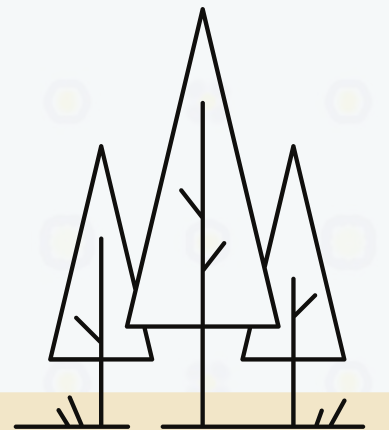
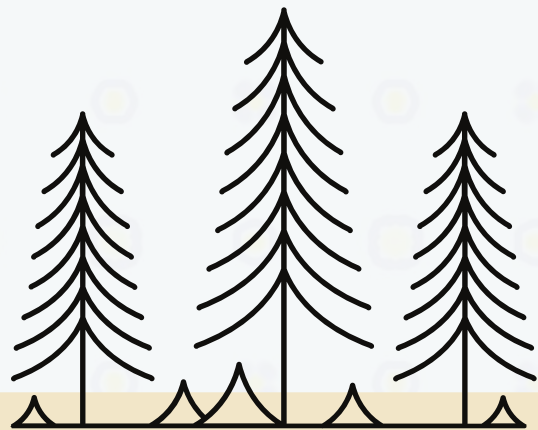
Questionnaire Design: Methods categorized by Design Thinking strategy from NN/g.

- **Understand:** Empathize and Define.
- **Explore:** Ideate and Prototype.
- **Materialize:** Prototyping potential solutions and strategies for improvement.

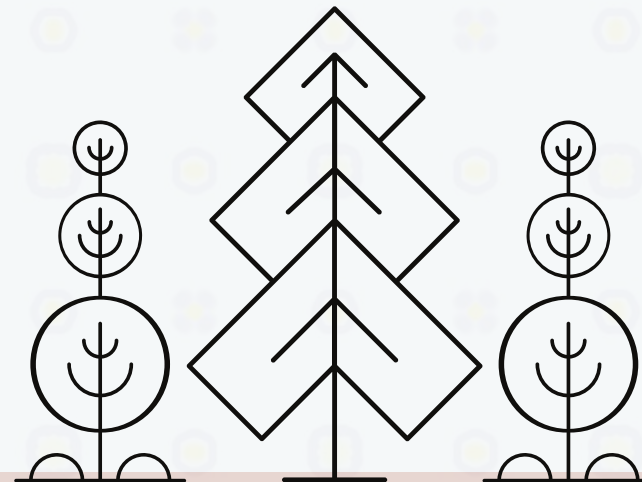


NEXT STEPS & PROSPECTS

- **Distribute Questionnaire:** Collect data from UX professionals in Greece and abroad.
- **Conduct Interviews:** Plan and execute individual and/or group interviews (round table) for qualitative insights.
- **Data Analysis:** Synthesize all data for comprehensive findings.
- **Compare Results:** Compare to international studies to identify similarities/differences.
- **Share Findings:** Publish results to benefit the Greek UX community and stakeholders.
- **Future Applications:** Explore how findings can support professional development, education, and industry growth.



THANK YOU



Christina Kontzinou | University of the Aegean | 2024

DISCUSSION & QUESTIONS

