

👋 Call me “Tomoko”

📍 Based in Tokyo,
grew up in 🇯🇵 🇺🇸 🇳🇱 🇨🇦

😊 Likes 🏖️ 🌊 🍣 🏂



freee





Our Vision 誰もが自由に経営できる社会へ。

**An integrated management platform
that anyone can manage freely.**





Our Mission スモールビジネスを、世界の主役に。

Empower Small Businesses to Take Center Stage.



I was always in BtoB SaaS, but previously



Always in BtoB SaaS, but formally I was...





**Erika Ito &
Sherry Wu**
Product Designers
VMware Tanzu
Labs & EDOCODE



Me





Me



**And
I am a product manager today**

Was UX Design Just a Passing Trend?

Has the trend of UX design and user-centered design ended? Most of us have been taught to listen to the user's voice at some point while learning design. Yet, on a day-to-day basis, the voices of users that you thought were important may not be reflected, or designers may be asked just to make the product look cool, which can sometimes be frustrating. What kind of UX design are we actually engaged in, and what is it that really matters? What is the goal in our career through UX design? Let's explore together what's next in design and how we should engage it.

ABOUT THE SPEAKER →

THE THEME

DESIGN, WHAT'S NEXT?



In an ever-evolving industry such as the design industry, exploring the next frontier is a must. Being aware (or even participating in the creation) of upcoming trends, technologies, tools, and methodologies is fundamental to stay relevant. Exploring and trying to understand what's coming anticipates the needs of a dynamic market but also fuels creative adaptability. And to do so, designers need to ensure that they are equipped with the latest tools and strategies, and that their workspace fosters a landscape where groundbreaking ideas can thrive.

This theme will look into a series of emerging topics and technologies such as extended reality, responsive reality, large language models, spatial design and interactions, realtime 3D, avatar and soundscape design, prompt design and new design processes that use AI. But also topics like prototyping, data visualization, the relation between biomimicry and design, the pros and cons of using algorithms vs organic design, how to design for an established remote workflow, how to move from being a UX/UI designer to becoming a full stack designer.

In an era where staying ahead is synonymous with shaping the landscapes of tomorrow, it's key to explore the new tools and tech of today that will propel the industry forward. Join Design Matters Tokyo 24 and dive into the future of design.

I will talk about three things 🍔.

- 1. Diverse UX needs**
- 2. What kind of UX we are engaged in**
- 3. Pursuing UX and our career**

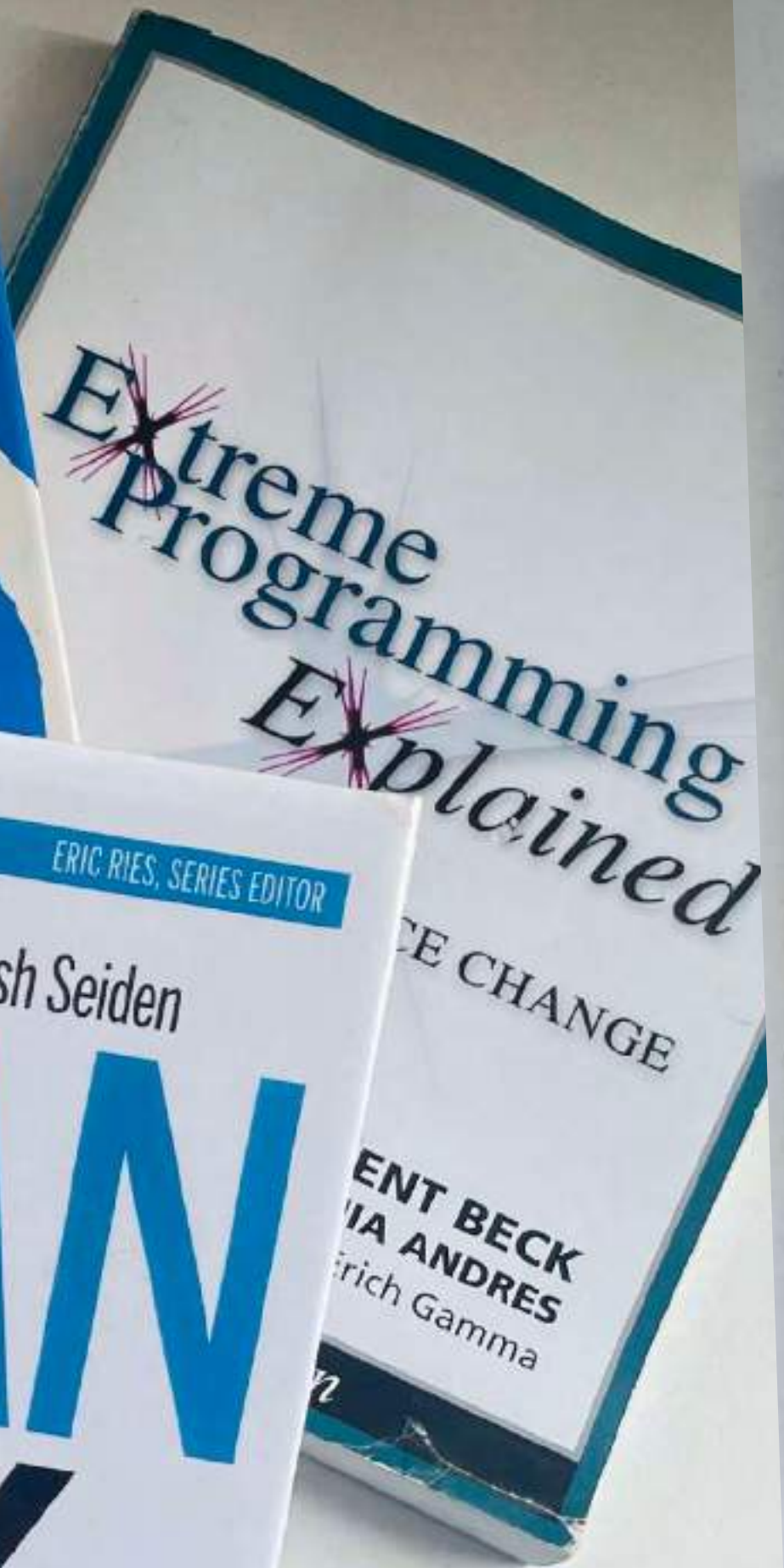
I will talk about three things 🍔.

1. Diverse UX needs

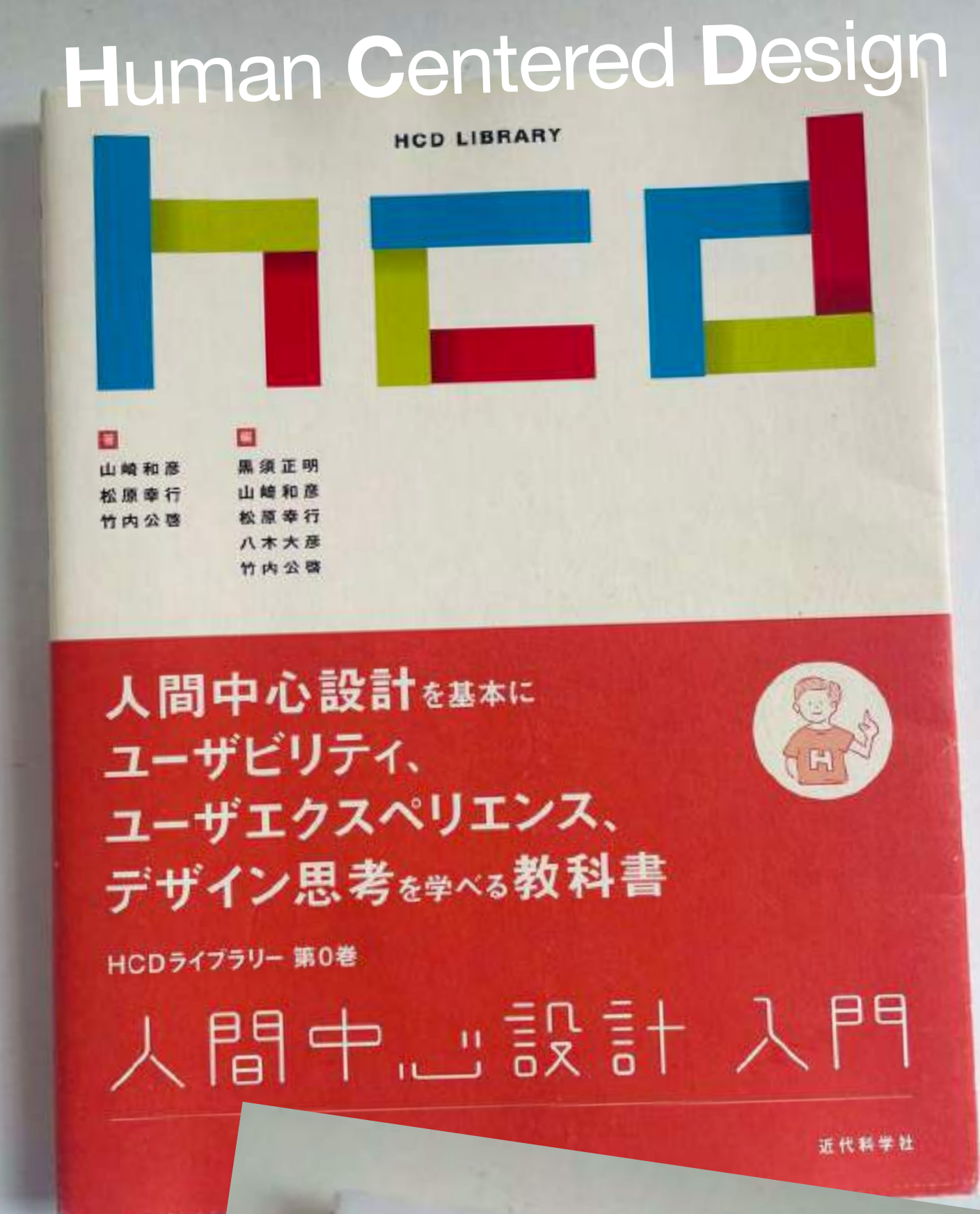
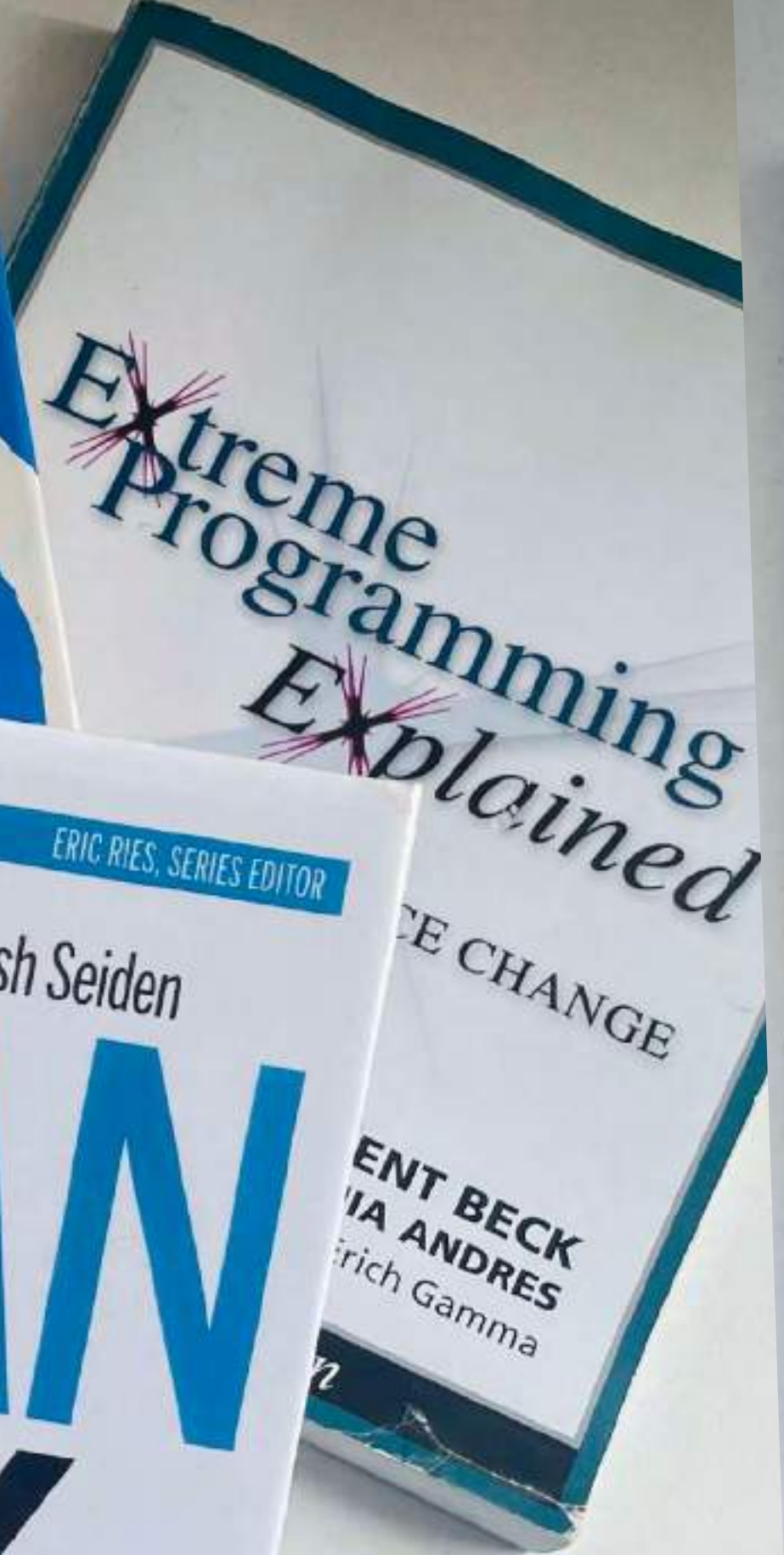
2. What kind of UX we are engaged in

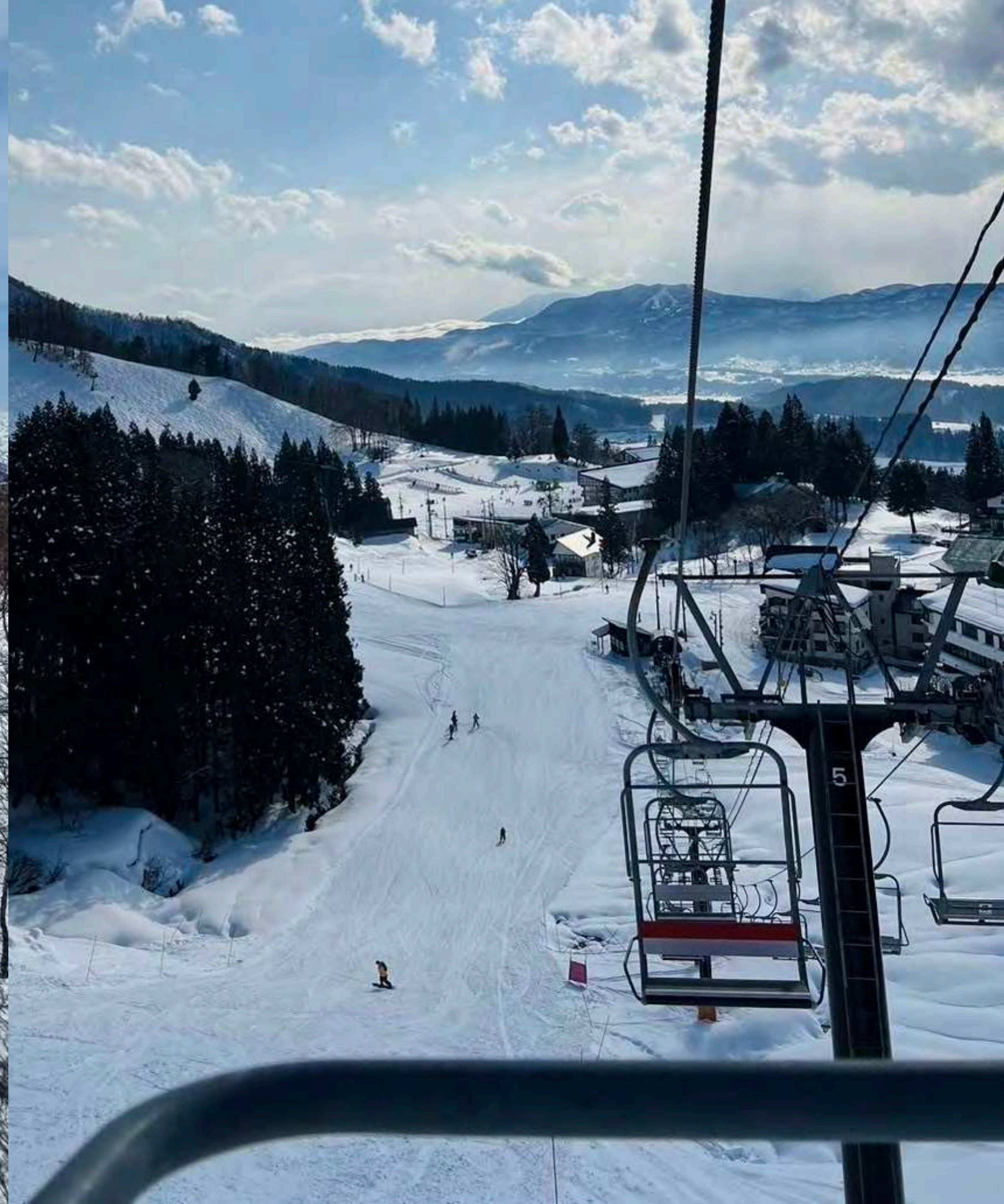
3. Pursuing UX and our career

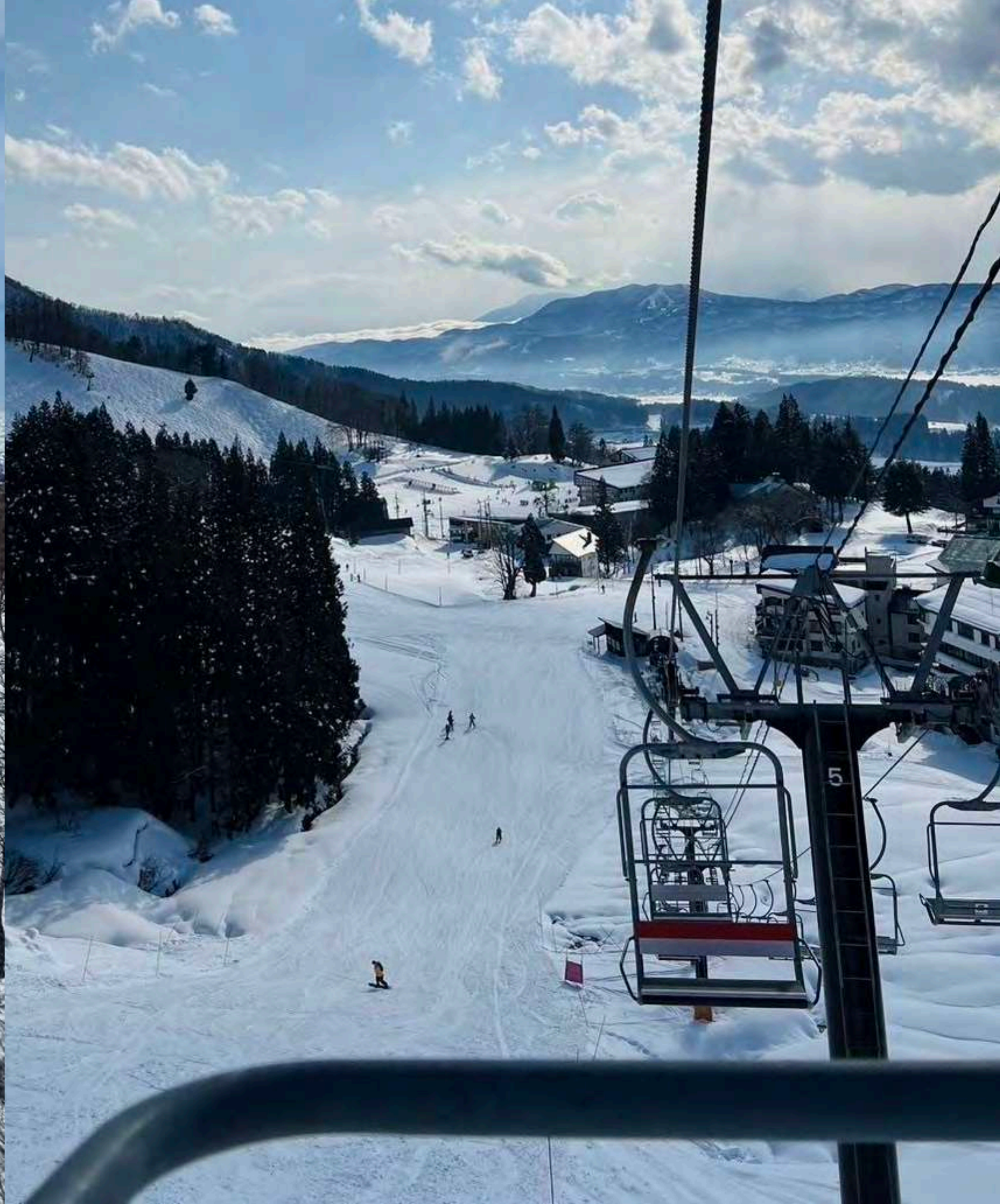
Human Centered Design



Human Centered Design

















Coca-Cola

Share happiness...

Share a Coca-Cola this Christmas



www.coca-cola.com.gh

https://x.com/CocaCola/status/541924023954067456



本日発売

グランド
セット

通常Mサイズの
2倍

すべての
Mセットに
+¥100

※クーポン利用ではご使用になれません。



通常Mサイズの
1.7倍



Coca-Cola



コカ・コーラは
ラグビー日本代表を
応援しています。

日本コカ・コーラはラグビー日本代表のオフィシャルスポンサーです。

https://x.com/McDonaldsJapan/status/986484473033318401

https://www.coca-cola.com/jp/ja/media-center/news-20190704-15

ダイソンのコアテクノロジーを凝縮

ダイソンのコアテクノロジーをスリムな本体に凝縮し、コンパクトなパワフル、かつ操作性に優れたコードレスクリーナーを実現しました。



Dyson HyperdymiumTM(ダイソン ハイパーディミアム)モーター

小型で軽量のモーターが毎分最大100,000回転し、パワフルな吸力を実現します。



小径で強力なサイクロン

8個のサイクロンが98,000Gもの遠心力を生み出し、微細なゴミやホコリを気流から取り除きます。



耐摩耗力の高い製品設計

製品全体でゴミを捕集する設計により、0.3マイクロンもの微細な粒子を99.99%捕らえて逃しません。

掃除機クリーニングを無料で実施中
[詳しく知る](#)

初夏キャンペーン
最大39%OFF
ダイソンのテクノロジーで快適に
5月31日 10:30AMまで

[製品を見る](#)







50代からの知りたい情報満載の女性誌

50代からの
女性誌

No.1

※日本ABC協会発行社レポート
(2019年1月~6月)

ハルメク

h a l m e k



ロングカーデイガン

どうして
毎月知りたい記事が
載っているの？



毎月のインタビューとはがき・アンケートから、

読者の
声を

徹底的に聞いて
作っているから！

読者の皆様が「いま何に困っていて/何に興味を持っているか」を知るために、毎月インタビューを実施。また、読者の皆様からのご意見ハガキやアンケートも編集部で熟読。皆様からのリアルな声を元にかゆいところに手が届くような特集・情報発信につなげています。

編集長からのメッセージ

「ハルメク」なんて雑誌は見たことがないという方、たくさんいらっしゃると思います。それもそのはず、「ハルメク」は書店にはいっさい置かず、読者の皆様のご自宅に直接お届けするスタイルの定期購読誌なんです。



読者の方々と直接つながることで、世代ならではのお悩みやご要望をよーく聞いて、本当に役立つ特集を丁寧に作りあげる—は創刊以来変わらぬ、私たちのこだわりです。「ハルメク」をご購読いただくと、雑誌だけでなく、イベントや旅行、お買い物など、楽しみが広がります。イベントを通じて同世代のお友達ができたり、新しい趣味が見つかったという方もたくさん！



雑誌から広がる
ハルメクの世界に、
ぜひ遊びに
いらしてください。

ハルメク編集長
山岡 朝子



Summary

- There are a wide range of strategies to produce competitive accumulative UX for different markets.
- Strategies depends on each company's character.
- A product's UX is a part of accumulative UX.

I will talk about three things 🍔.

1. Diverse UX needs

2. What kind of UX we are engaged in

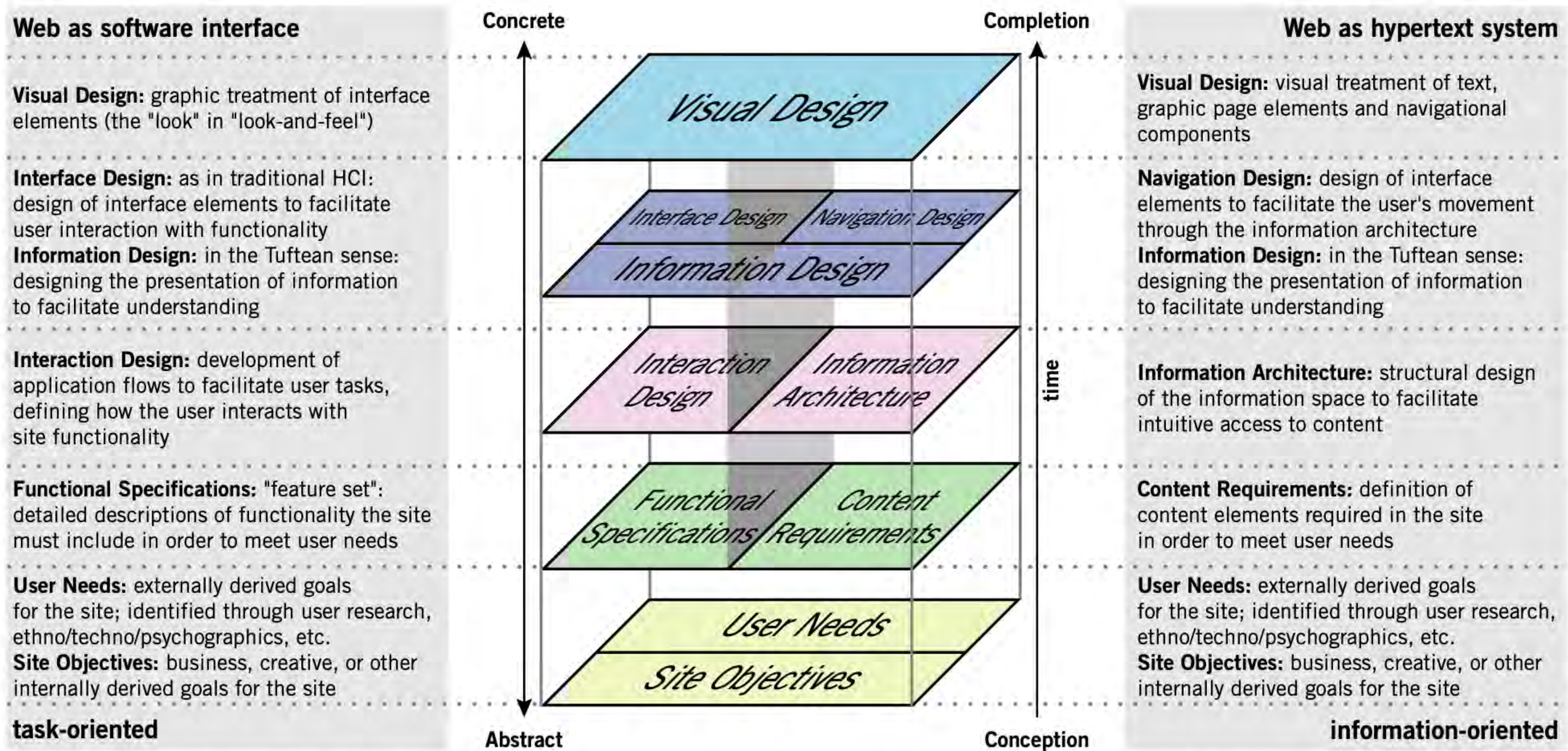
3. Pursuing UX and our career

The Elements of User Experience

Jesse James Garrett
jgg@jgg.net

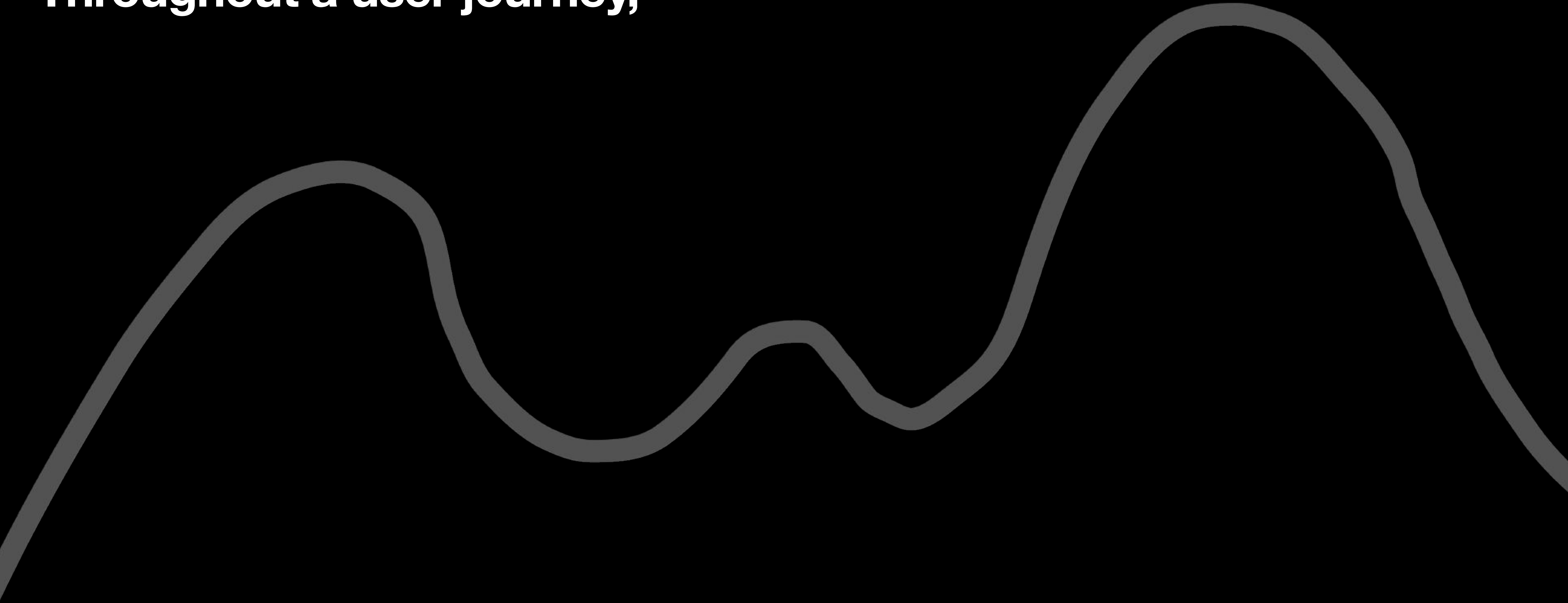
30 March 2000

A basic duality: The Web was originally conceived as a hypertextual information space; but the development of increasingly sophisticated front- and back-end technologies has fostered its use as a remote software interface. This dual nature has led to much confusion, as user experience practitioners have attempted to adapt their terminology to cases beyond the scope of its original application. The goal of this document is to define some of these terms within their appropriate contexts, and to clarify the underlying relationships among these various elements.

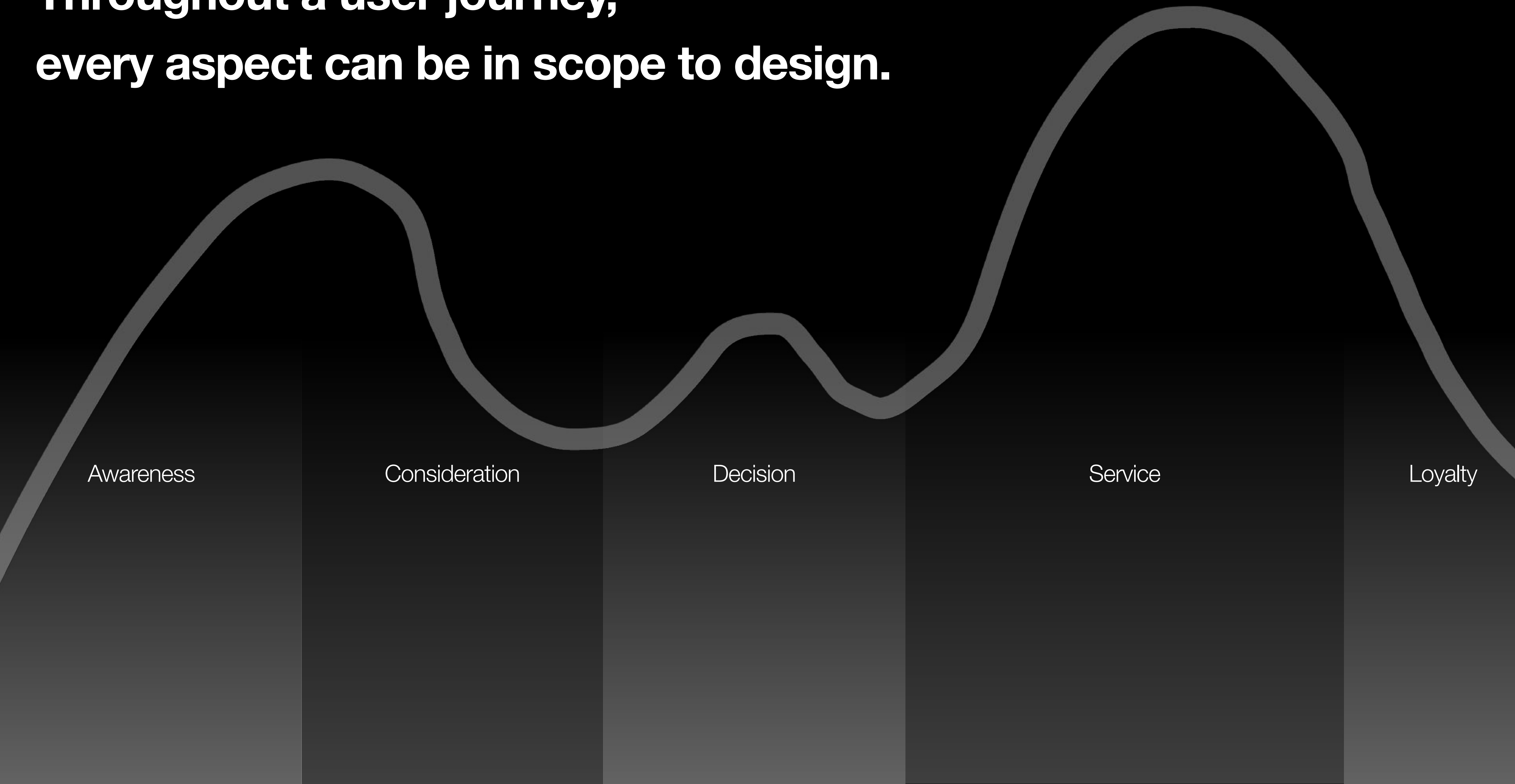


This picture is incomplete: The model outlined here does not account for secondary considerations (such as those arising during technical or content development) that may influence decisions during user experience development. Also, this model does not describe a development process, nor does it define roles within a user experience development team. Rather, it seeks to define the key considerations that go into the development of user experience on the Web today.

Throughout a user journey,



**Throughout a user journey,
every aspect can be in scope to design.**



**Throughout a user journey,
every aspect can be in scope to design.**



Reservation

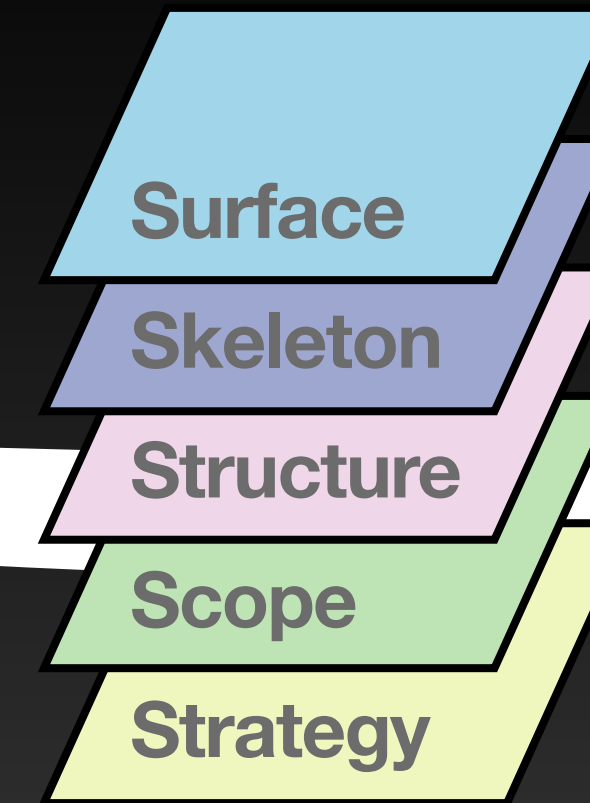
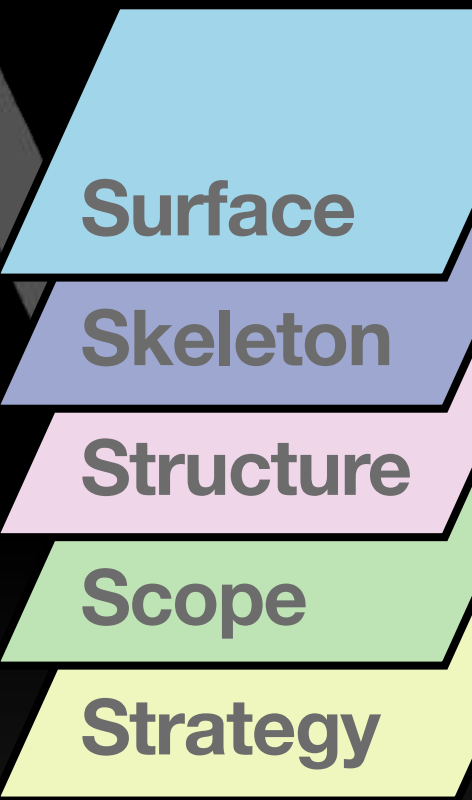
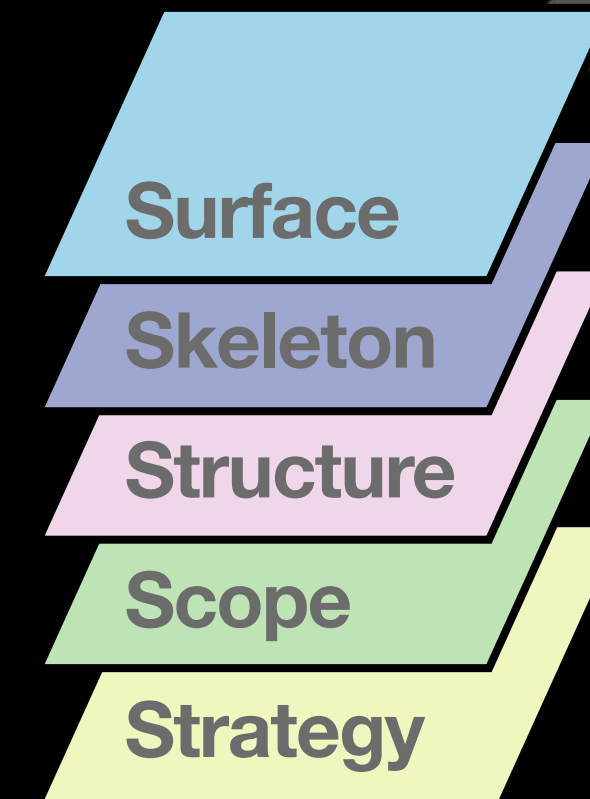
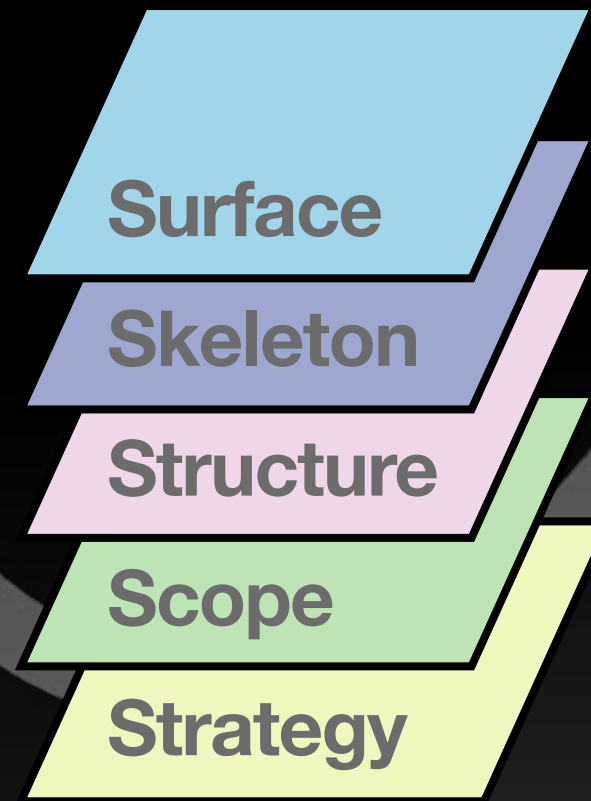
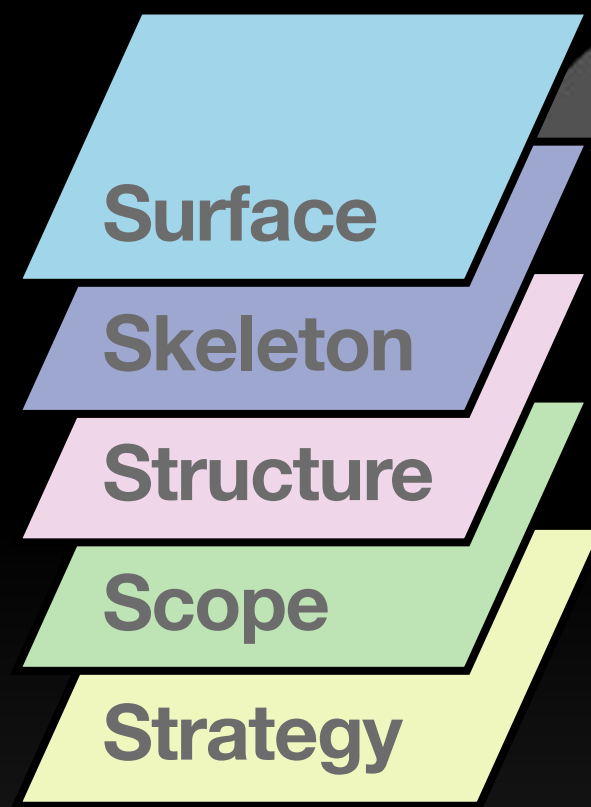
Travel

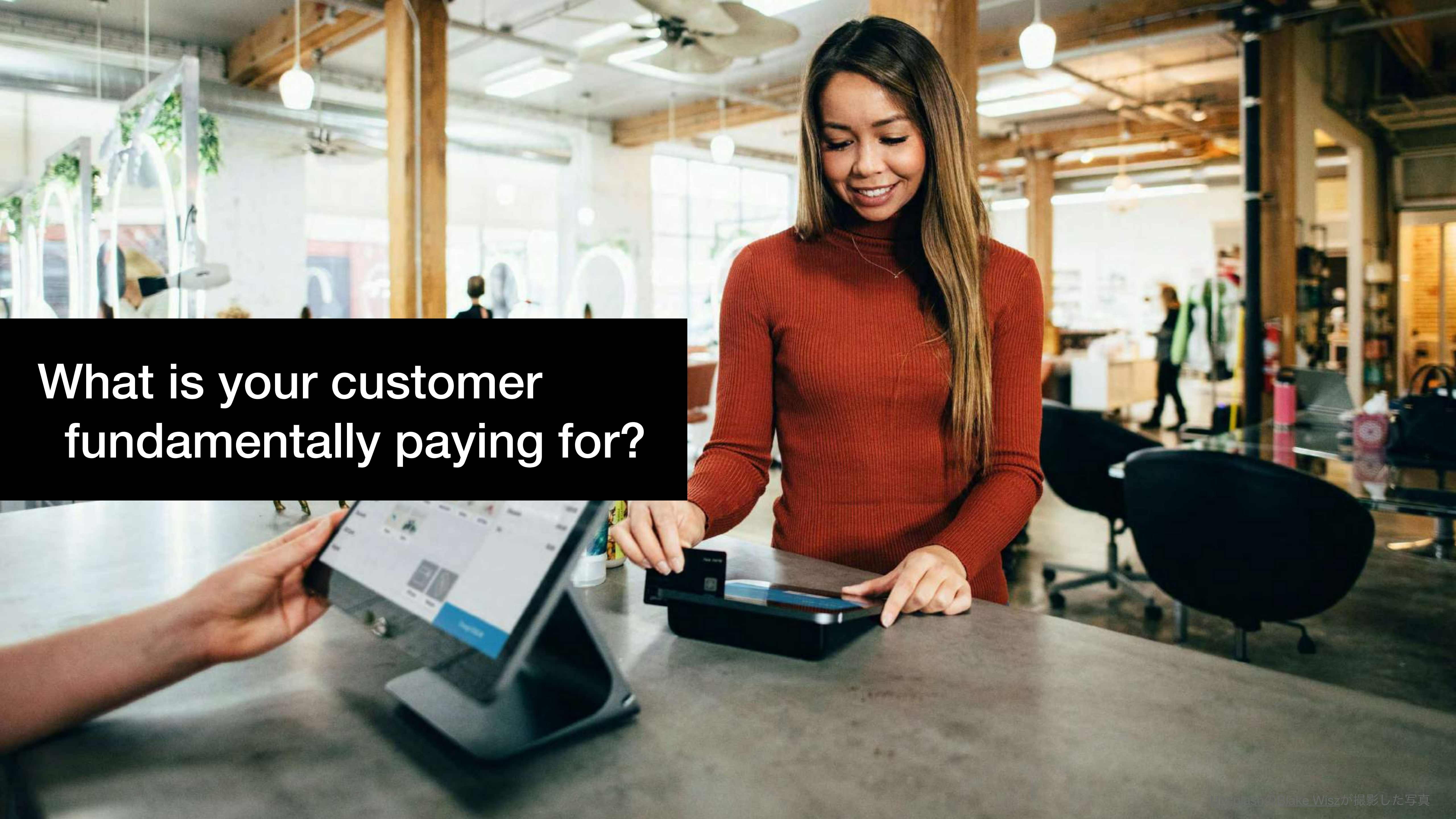
Arrival

Snowboard

Onsen

**Throughout a user journey,
every aspect can be in scope to design.**



A woman with long dark hair, wearing a red turtleneck sweater, is smiling as she uses a payment terminal at a counter. A hand from the left is holding a smartphone over the terminal. The background shows a modern retail store with wooden pillars, large windows, and other people in the distance.

**What is your customer
fundamentally paying for?**







Q.

Which layer of which aspect of your service matters the most to your users?

Surface

Skeleton

Structure

Scope

Strategy

Q.

Who is responsible for each layer of each aspect of your solution?

Q.

Which layer of which aspect of your service matters the most to your users?

Surface

Skeleton

Structure

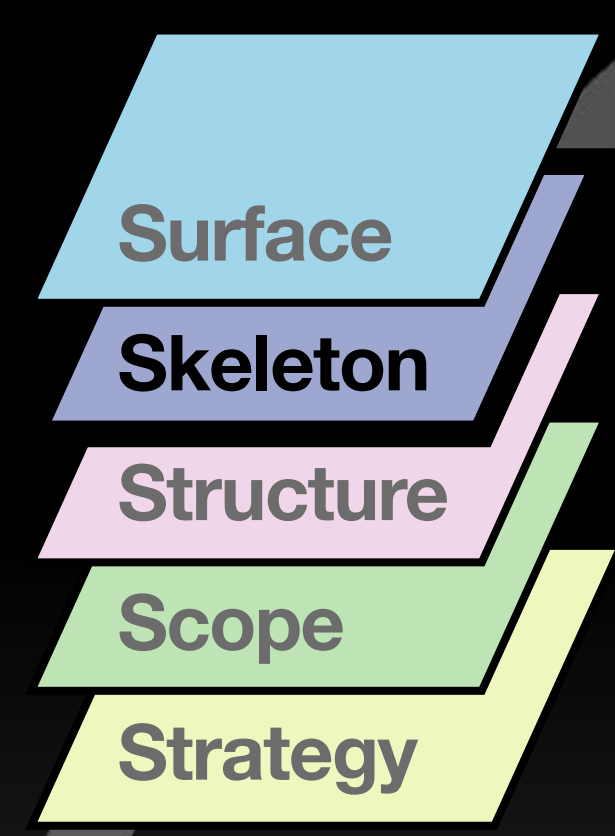
Scope

Strategy

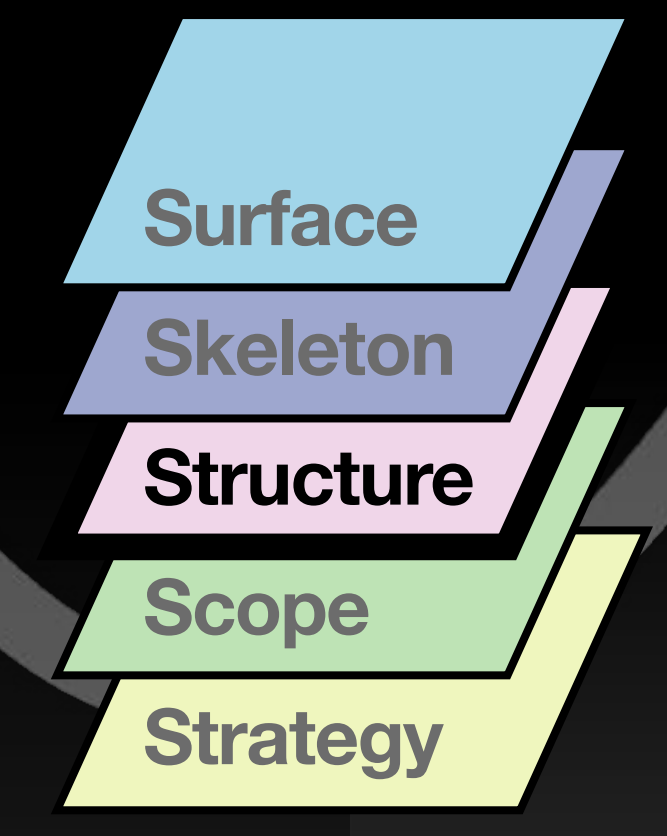
Q.

Who is responsible for each layer of each aspect of your solution?

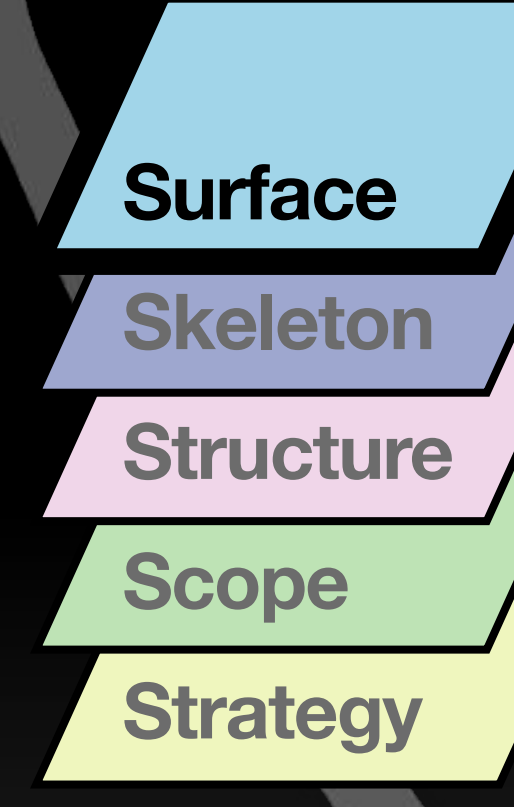
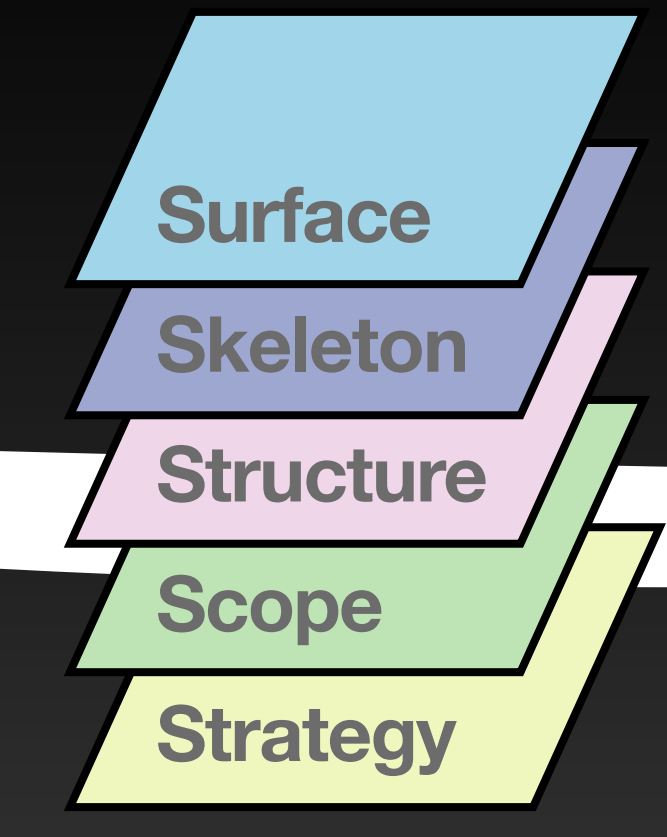
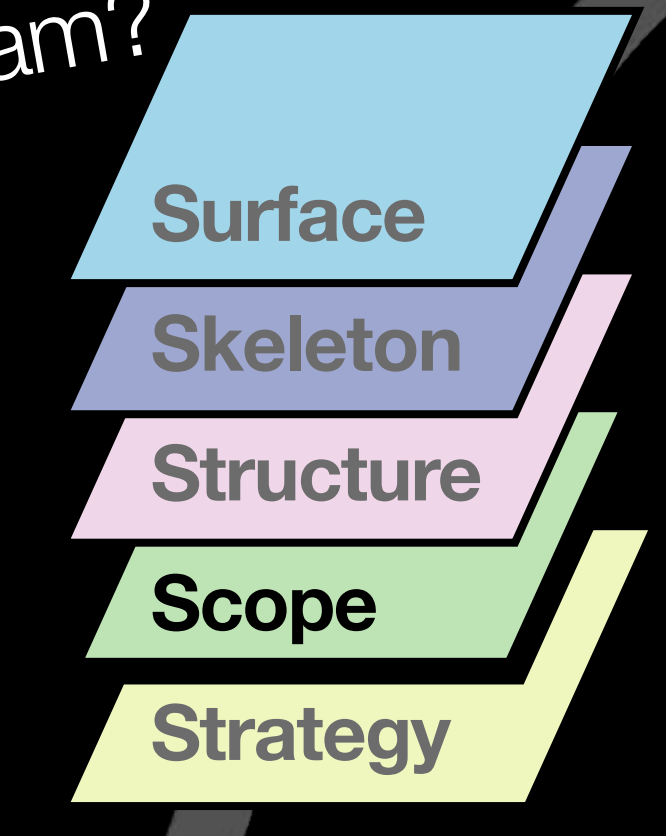
Marketing team?
PMM?
LP? SNS?



Sales team?
Sign up screen?
Customer reviews?



Initial set up?
Trial program?
Customer Success?



Awareness

Consideration

Decision

Service

Loyalty

**When you identify your project priorities
You can identify which areas to challenge**

When you identify your project priorities You can identify which areas to challenge



When you identify your project priorities You can identify which areas to challenge



When you identify your project priorities You can identify which areas to challenge



Summary

- It is important to understand what is the fundamental value users are paying for. (And what value we are paid for.)
- Throughout user journey, the closer it is to customer value, the more impact it has to users.
- Understanding the order in which decisions are made and why, might help you easily understand your project's priority.

I will talk about three things 🍔.

1. Diverse UX needs
2. What kind of UX we are engaged in
- 3. Pursuing UX and our career**

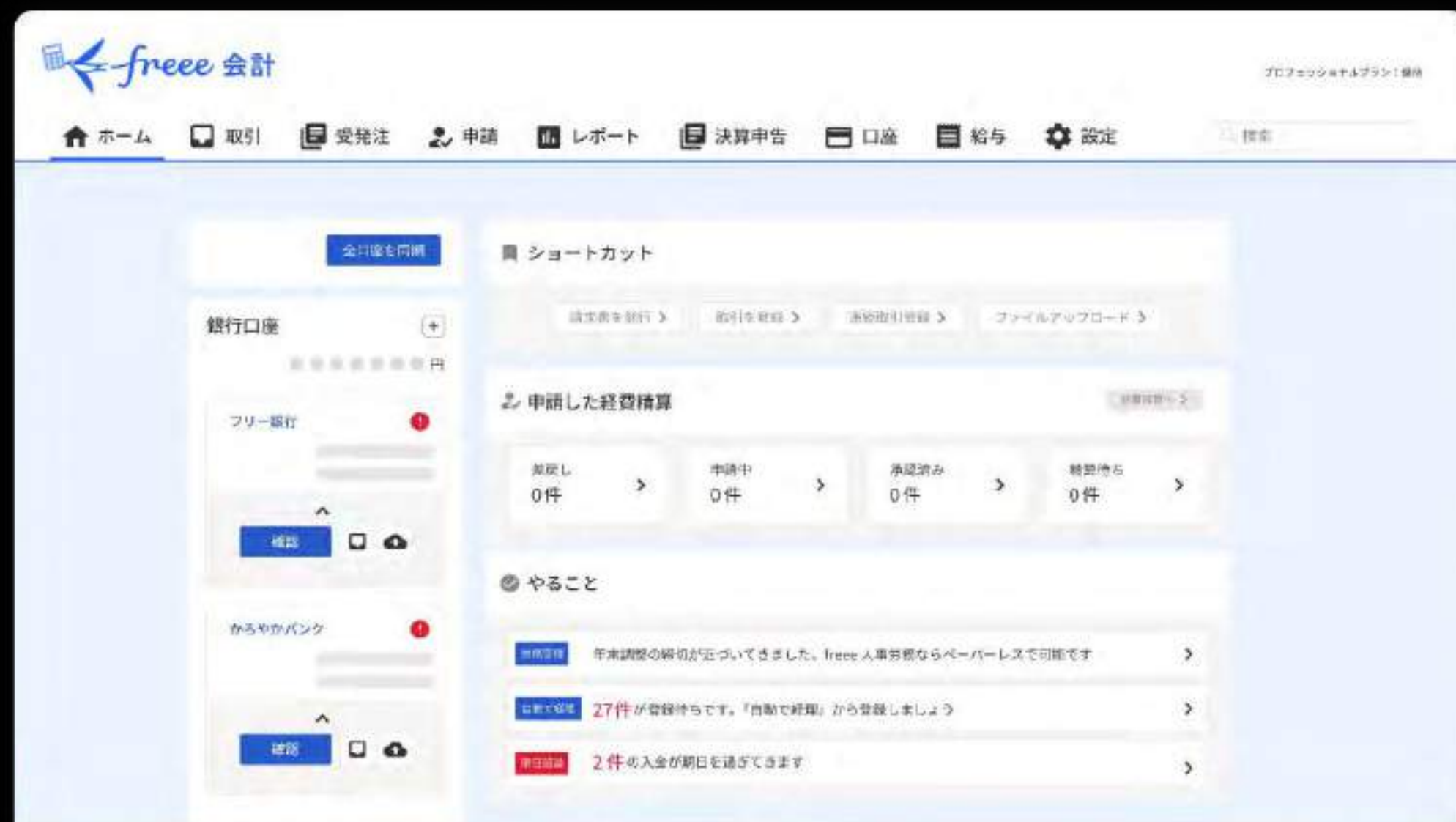


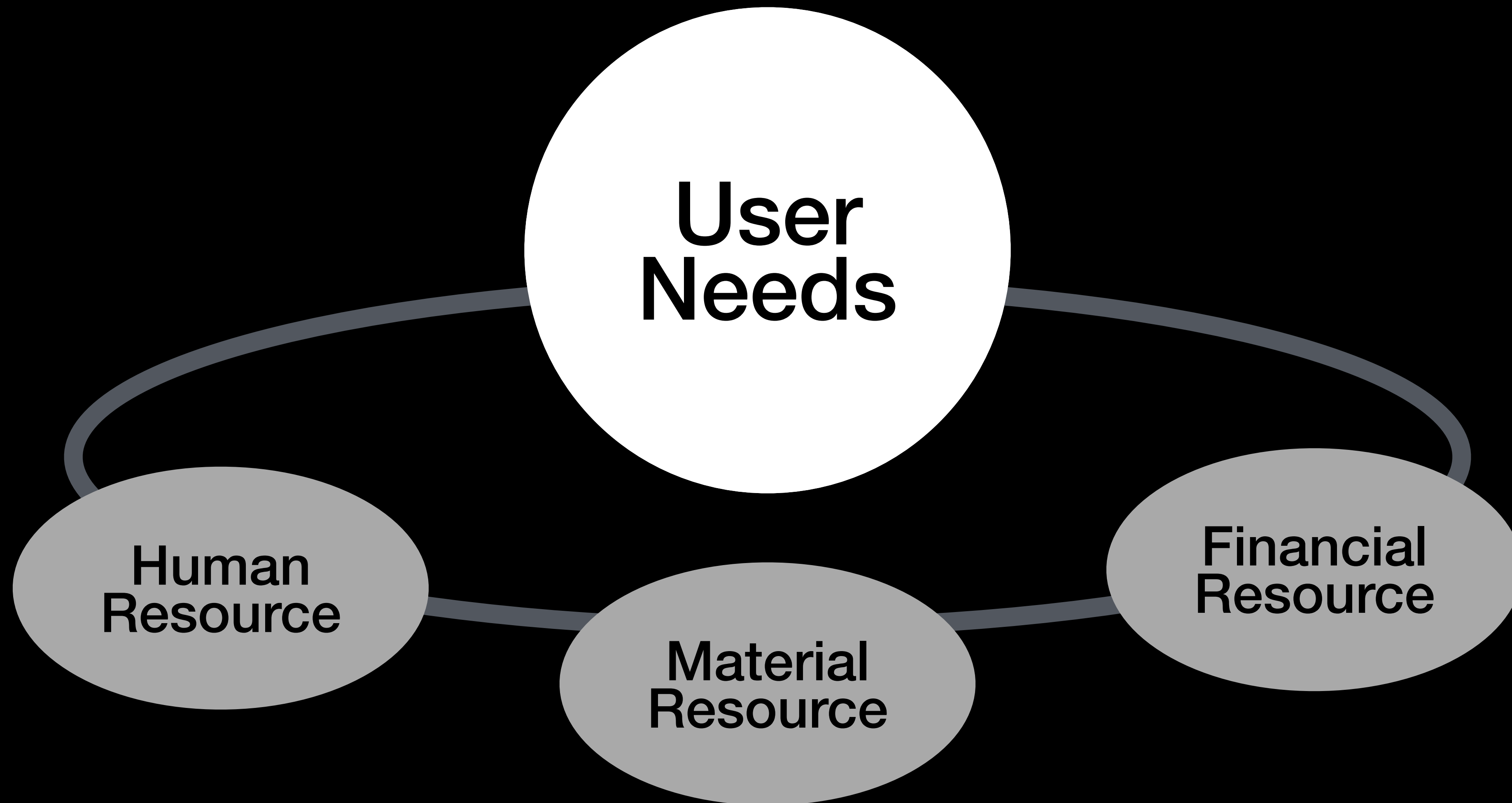
A person stands on a rocky mountain peak, their arms outstretched in a gesture of triumph or freedom. The person is silhouetted against a bright, hazy sky, suggesting a sunrise or sunset. The background features a vast mountain range with some snow patches on the lower slopes. The overall mood is one of achievement and contemplation.

Your priority matters the most.









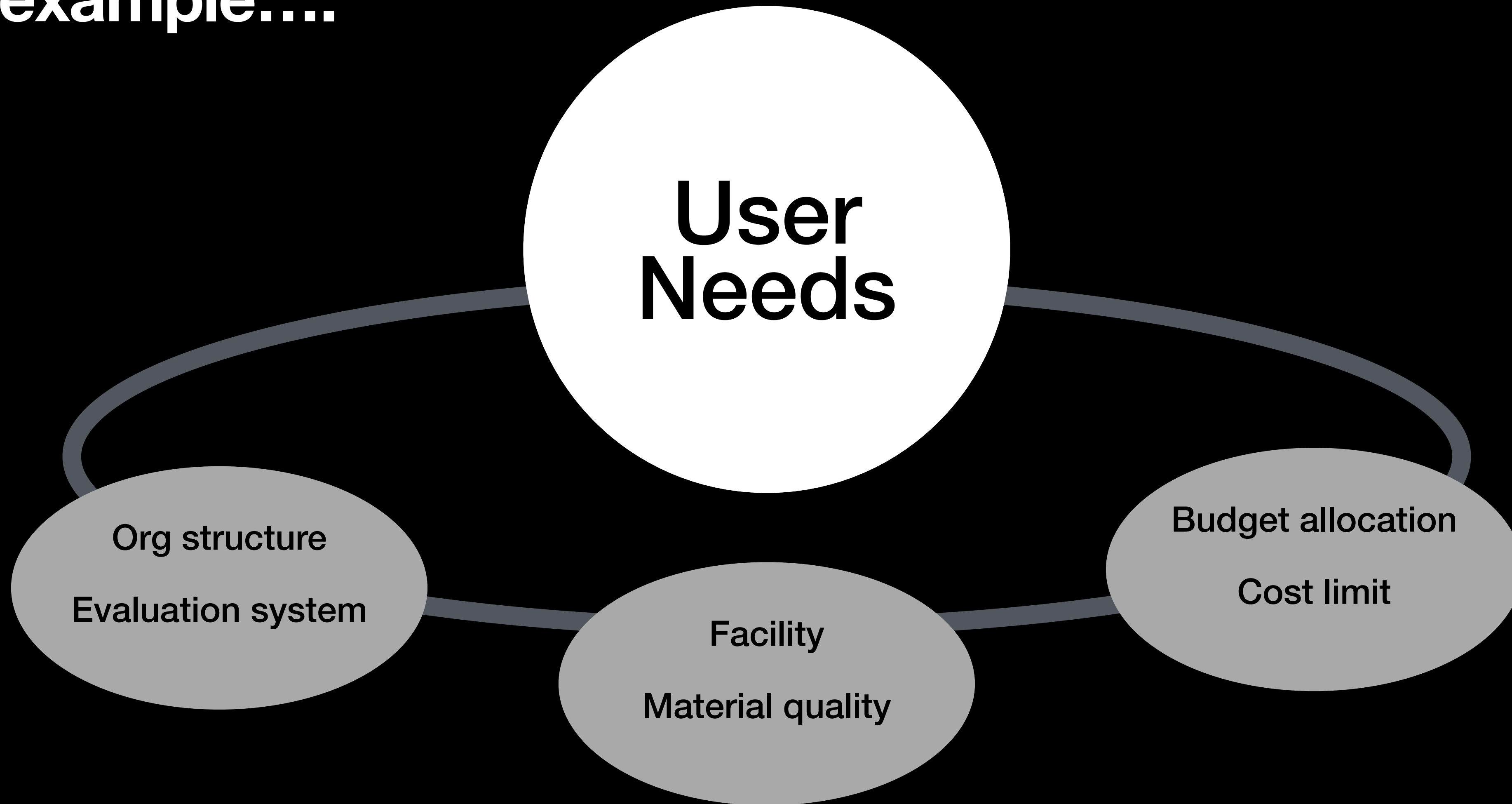
**User
Needs**

**Human
Resource**

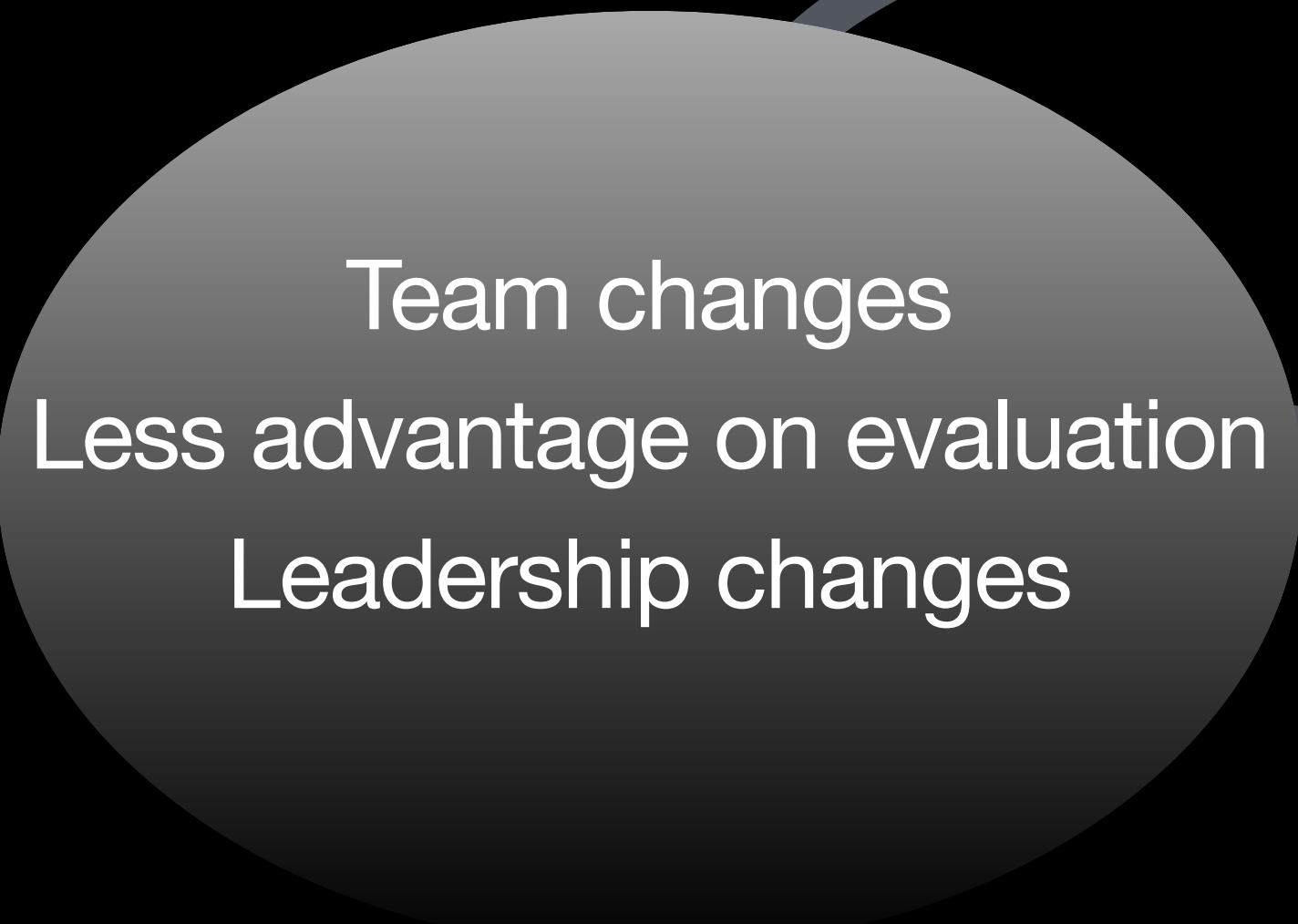
**Material
Resource**

**Financial
Resource**

For example....



For example....



For example....

Team changes

Less advantage on evaluation

Leadership changes



For example.....

**User
Needs**

```
graph TD; A((User Needs)) --- B((Team changes, Less advantage on evaluation, Leadership changes)); A --- C((Location change, Quality conflict with your standard)); A --- D((More for less, Budget flexibility, Timeline updates));
```

Team changes

Less advantage on evaluation

Leadership changes

Location change

Quality conflict with your standard

More for less

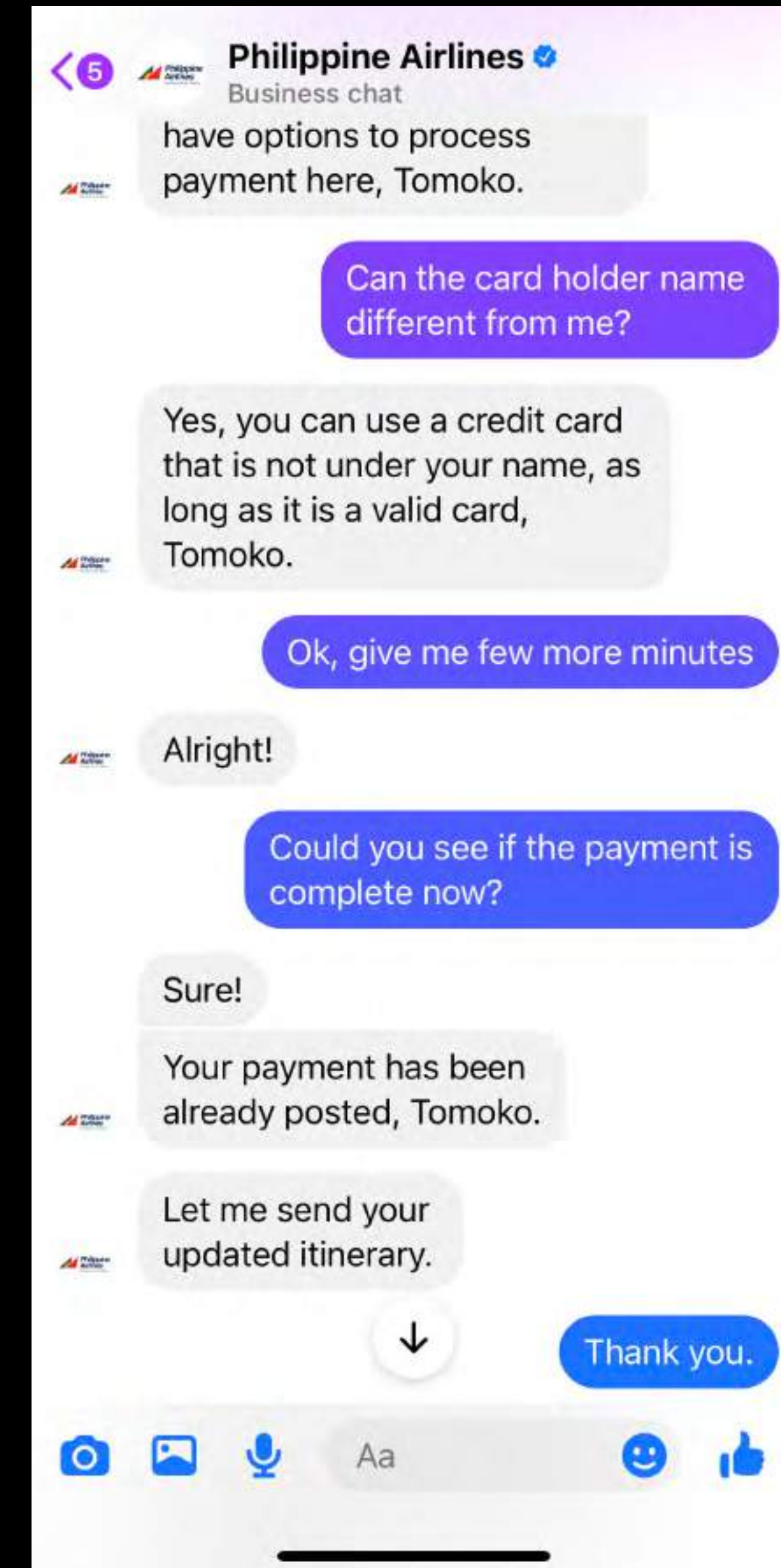
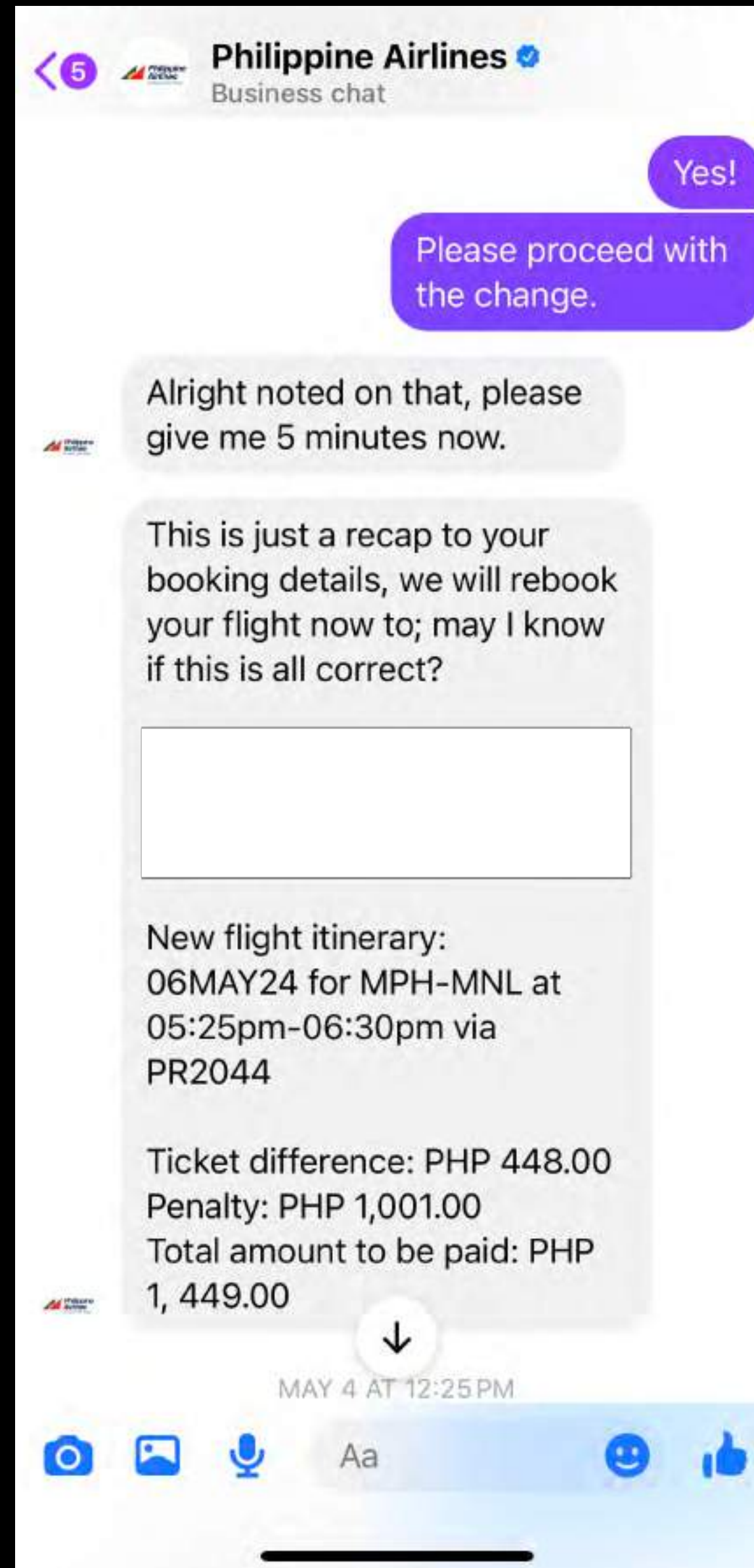
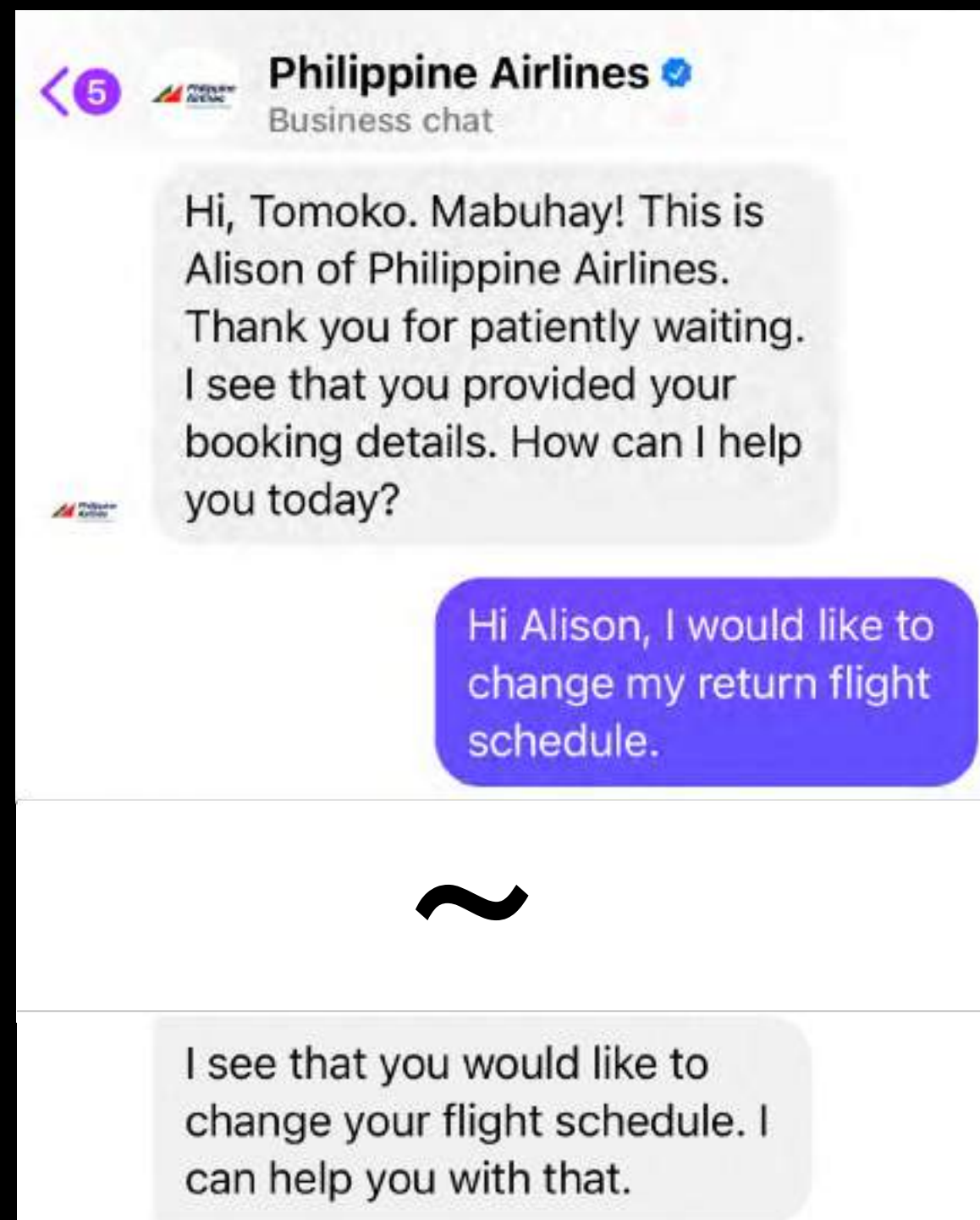
Budget flexibility

Timeline updates

It is about finding the right balance.



Example: My actual flight change on a business chat.



Sign in to your account and see where your Mabuhay Miles can take you. Not yet a member? Enroll now!

SIGN IN

More than just the destination

Earn Mabuhay Miles and other perks with our many routes and promo deals

Return
 One way
 Multi City
 Sign in to book with miles

From Tokyo (Narita) (NRT) To
 Depart 04 Jun 2024 Return 10 Jun 2024

Passengers 1 Passenger Class Economy
 Add promo code

Book your Hotel on PAL Holidays now!
 Important Travel Reminders

Check-In
 Manage
 Flight Status

MYPAL UPGRADE PAL HOLIDAYS DEAR PAL E-CARDS CORPORATE TRIPS



MYPAL UPGRADE

Upgrade your flight and enjoy the best of PAL.

UPGRADE NOW

Lowest Priced Flights to Cebu on Philippine Airlines starting at PHP 864* ALL-IN

From To Cebu (CEB)
 Depart 11 Jun 2024 Return 18 Jun 2024

*ALL-IN fares includes taxes, fees, and surcharges **except** applicable Philippine Travel Tax which at passenger's option can be added separately during or after the booking.

Our Most Searched Flights on PAL to Cebu

From	To	From	To
<input type="text" value="Input origin"/>	<input type="text" value="Cebu (CEB)"/>		
Manila (MNL) to Cebu (CEB) 01 Sep 2024 - 30 Sep 2024	Manila (MNL) to Cebu (CEB) 04 Jul 2024 - 29 Oct 2024	Cagayan De Oro City (CGY) to Cebu (CEB) 14 Aug 2024 - 18 Aug 2024	Cagayan De Oro City (CGY) to Cebu (CEB) 25 Jul 2024 - 28 Jul 2024
From PHP 3,108* Seen: 9 minutes ago Round-trip / Economy	From PHP 2,521* Seen: 23 hrs ago Round-trip / Economy	From PHP 2,437* Seen: 1 hour ago Round-trip / Economy	From PHP 3,154* Seen: 8 hrs ago Round-trip / Economy
<input type="button" value="BOOK NOW"/>	<input type="button" value="BOOK NOW"/>	<input type="button" value="BOOK NOW"/>	<input type="button" value="BOOK NOW"/>
Davao City (DVO) to Cebu (CEB) 26 Aug 2024 - 30 Aug 2024	Davao City (DVO) to Cebu (CEB) 26 Aug 2024 - 23 Sep 2024	Zamboanga City (ZAM) to Cebu (CEB) 15 Jul 2024 - 19 Jul 2024	Tacloban City (TAC) to Cebu (CEB) 01 Aug 2024 - 04 Aug 2024
From PHP 3,468* Seen: 10 hrs ago Round-trip / Economy	From PHP 3,319* Seen: 21 hrs ago Round-trip / Economy	From PHP 4,316* Seen: 1 hour ago Round-trip / Economy	From PHP 3,380* Seen: 14 hrs ago Round-trip / Economy
<input type="button" value="BOOK NOW"/>	<input type="button" value="BOOK NOW"/>	<input type="button" value="BOOK NOW"/>	<input type="button" value="BOOK NOW"/>
Tacloban City (TAC) to Cebu (CEB) 18 Jul 2024 - 01 Aug 2024	Iloilo City (ILO) to Cebu (CEB) 14 Aug 2024 - 19 Aug 2024	Iloilo City (ILO) to Cebu (CEB) 04 Aug 2024 - 08 Aug 2024	Butuan City (BXU) to Cebu (CEB) 16 Aug 2024 - 19 Aug 2024
From PHP 3,780* Seen: 13 hrs ago Round-trip / Economy	From PHP 2,287* Seen: 12 hrs ago Round-trip / Economy	From PHP 2,287* Seen: 1 hour ago Round-trip / Economy	From PHP 2,590* Seen: 3 hrs ago Round-trip / Economy
<input type="button" value="BOOK NOW"/>	<input type="button" value="BOOK NOW"/>	<input type="button" value="BOOK NOW"/>	<input type="button" value="BOOK NOW"/>
Zamboanga City (ZAM) to Cebu (CEB)	Bacolod City (BCD) to Cebu (CEB)	Bacolod City (BCD) to Cebu (CEB)	Legazpi (Daraga) (DRP) to Cebu (CEB)

Sign in to your account and see where your Mabuhay Miles can take you. Not yet a member? Enroll now!

SIGN IN

More than just the destination

Earn Mabuhay Miles and other perks with our many routes and promo deals

Return
 One way
 Multi City
 Sign in to book with miles

From Tokyo (Narita) (NRT) To
 Depart 04 Jun 2024 Return 10 Jun 2024

Passengers: 1 Passenger Class: Economy
 Add promo code

Book your Hotel on PAL Holidays now! →

Important Travel Reminders →

Check-In
 Manage
 Flight Status

MYPAL UPGRADE PAL HOLIDAYS DEAR PAL E-CARDS CORPORATE TRIPS



MYPAL UPGRADE

Upgrade your flight and enjoy the best of PAL.

[UPGRADE NOW](#)

Lowest Priced Flights to Cebu on Philippine Airlines starting at PHP 864* ALL-IN

From To Cebu (CEB)

 Depart 11 Jun 2024

 Return 18 Jun 2024

*ALL-IN fares includes taxes, fees, and surcharges **except** applicable Philippine Travel Tax which at passenger's option can be added separately during or after the booking.

Our Most Searched Flights on PAL to Cebu

From	To	From	To
<input type="text" value="Input origin"/>	<input type="text" value="Cebu (CEB)"/>		
Manila (MNL) to Cebu (CEB) 01 Sep 2024 - 30 Sep 2024	Manila (MNL) to Cebu (CEB) 04 Jul 2024 - 29 Oct 2024	Cagayan De Oro City (CGY) to Cebu (CEB) 14 Aug 2024 - 18 Aug 2024	Cagayan De Oro City (CGY) to Cebu (CEB) 25 Jul 2024 - 28 Jul 2024
From PHP 3,108* Seen: 9 minutes ago Round-trip / Economy	From PHP 2,521* Seen: 23 hrs ago Round-trip / Economy	From PHP 2,437* Seen: 1 hour ago Round-trip / Economy	From PHP 3,154* Seen: 8 hrs ago Round-trip / Economy
<input type="button" value="BOOK NOW"/>	<input type="button" value="BOOK NOW"/>	<input type="button" value="BOOK NOW"/>	<input type="button" value="BOOK NOW"/>
Davao City (DVO) to Cebu (CEB) 26 Aug 2024 - 30 Aug 2024	Davao City (DVO) to Cebu (CEB) 26 Aug 2024 - 23 Sep 2024	Zamboanga City (ZAM) to Cebu (CEB) 15 Jul 2024 - 19 Jul 2024	Tacloban City (TAC) to Cebu (CEB) 01 Aug 2024 - 04 Aug 2024
From PHP 3,468* Seen: 10 hrs ago Round-trip / Economy	From PHP 3,319* Seen: 21 hrs ago Round-trip / Economy	From PHP 4,316* Seen: 1 hour ago Round-trip / Economy	From PHP 3,380* Seen: 14 hrs ago Round-trip / Economy
<input type="button" value="BOOK NOW"/>	<input type="button" value="BOOK NOW"/>	<input type="button" value="BOOK NOW"/>	<input type="button" value="BOOK NOW"/>
Tacloban City (TAC) to Cebu (CEB) 18 Jul 2024 - 01 Aug 2024	Iloilo City (ILO) to Cebu (CEB) 14 Aug 2024 - 19 Aug 2024	Iloilo City (ILO) to Cebu (CEB) 04 Aug 2024 - 08 Aug 2024	Butuan City (BXU) to Cebu (CEB) 16 Aug 2024 - 19 Aug 2024
From PHP 3,780* Seen: 13 hrs ago Round-trip / Economy	From PHP 2,287* Seen: 12 hrs ago Round-trip / Economy	From PHP 2,287* Seen: 1 hour ago Round-trip / Economy	From PHP 2,590* Seen: 3 hrs ago Round-trip / Economy
<input type="button" value="BOOK NOW"/>	<input type="button" value="BOOK NOW"/>	<input type="button" value="BOOK NOW"/>	<input type="button" value="BOOK NOW"/>
Zamboanga City (ZAM) to Cebu (CEB)	Bacolod City (BCD) to Cebu (CEB)	Bacolod City (BCD) to Cebu (CEB)	Legazpi (Daraga) (DRP) to Cebu (CEB)

Summary

- As we pursue UX, user needs will evolve.
- Our strength might not always be in the sweet spot of the user needs you want to face.
- It is about finding the right balance and trades offs.

I will talk about three things 🍔.

1. Diverse UX needs
2. What kind of UX we are engaged in
3. Pursuing UX and our career

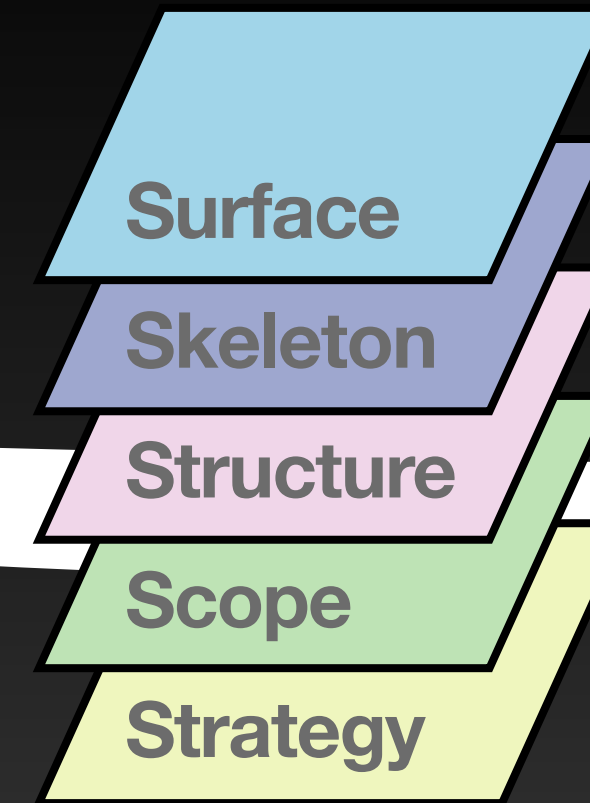
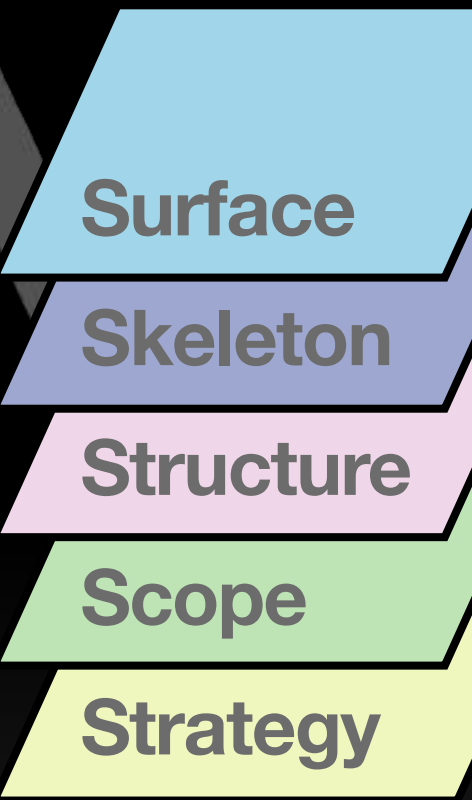
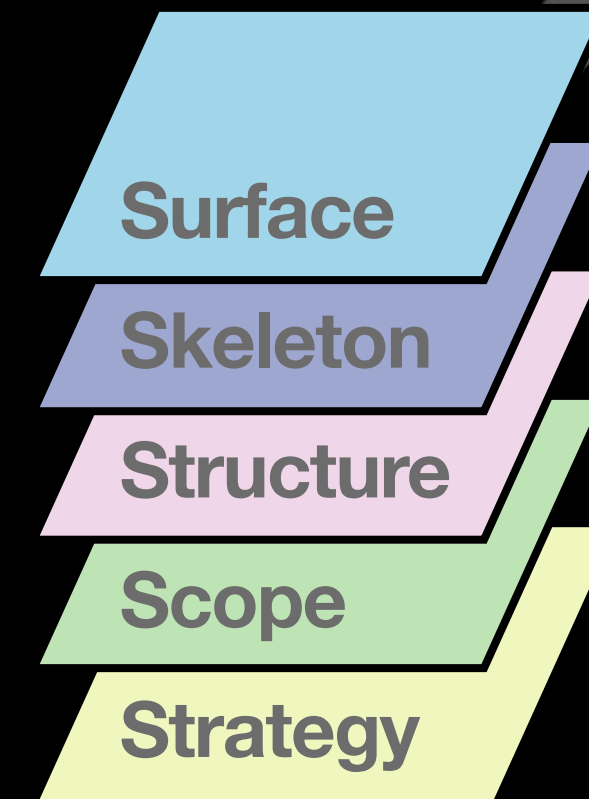
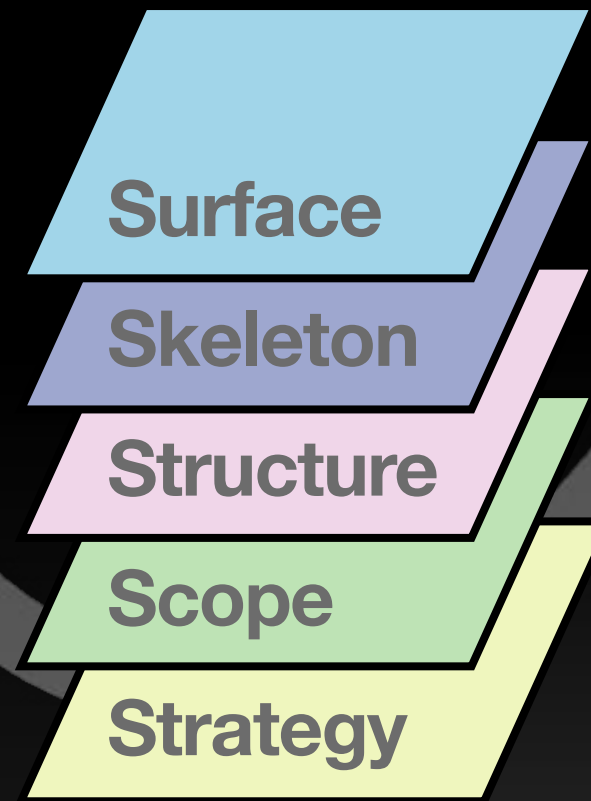
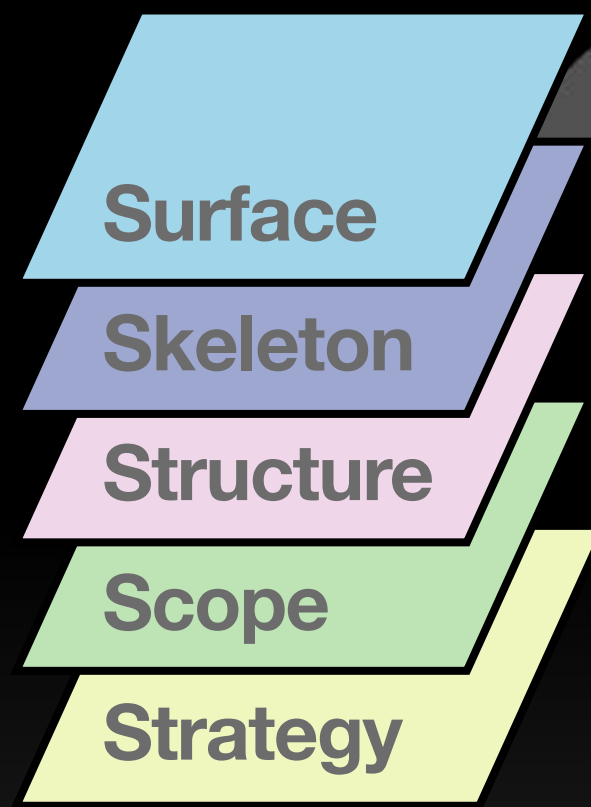
Then....?



1/4

**Which UX design
do “I” want to do?**

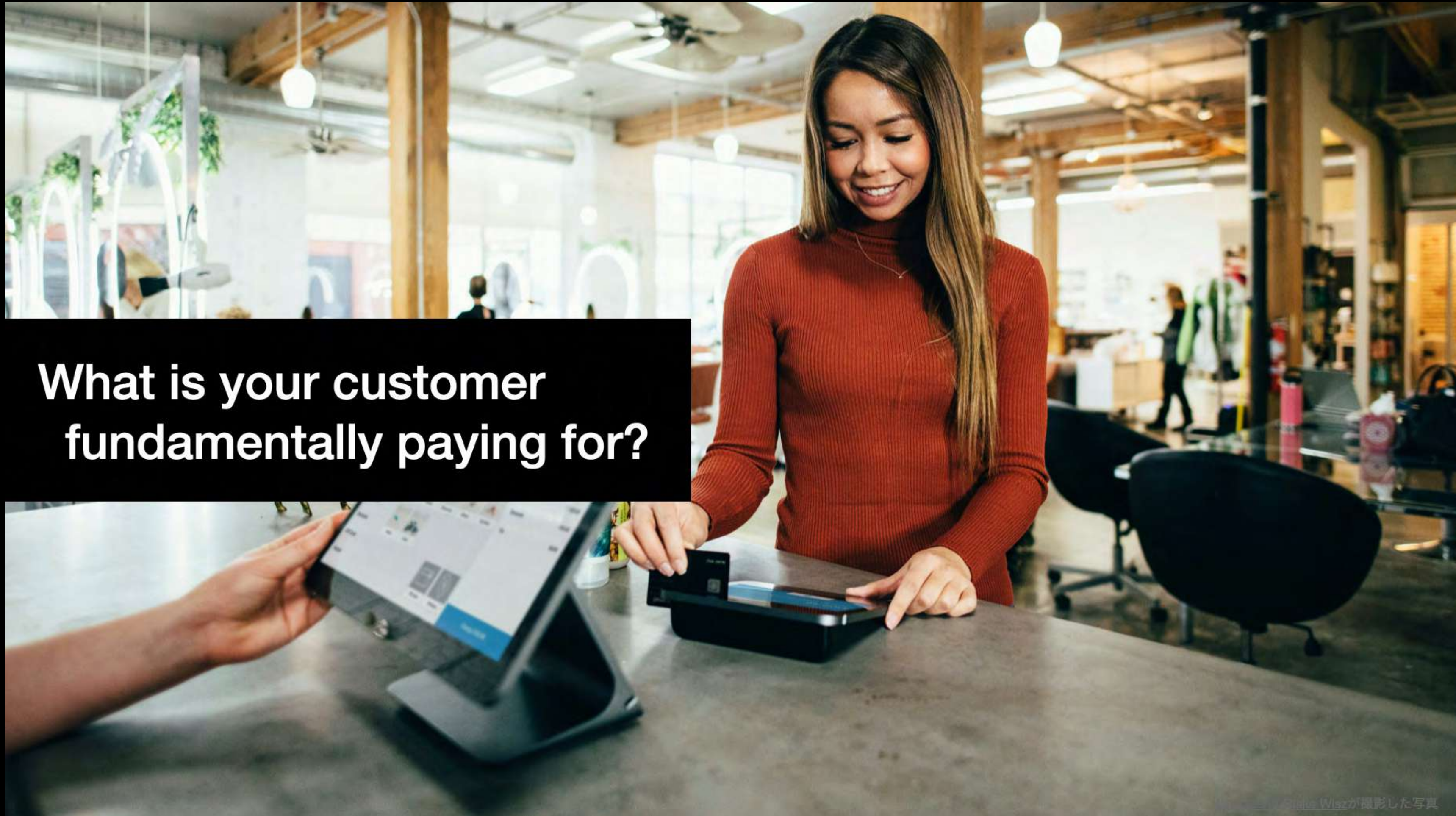
Which aspect and which layer of UX design do I want to do?





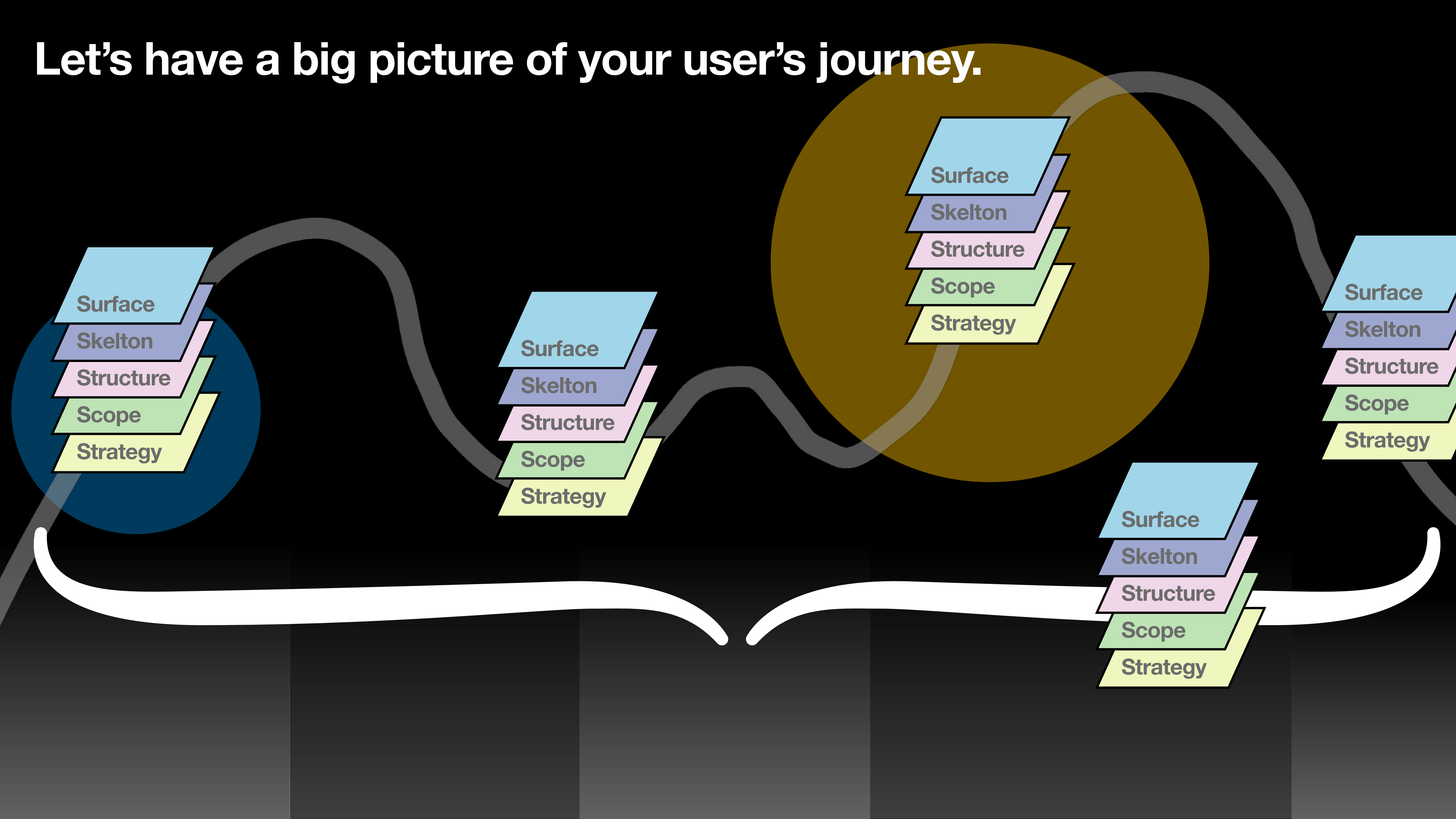
2/4

**Let's see where I am
standing today?**

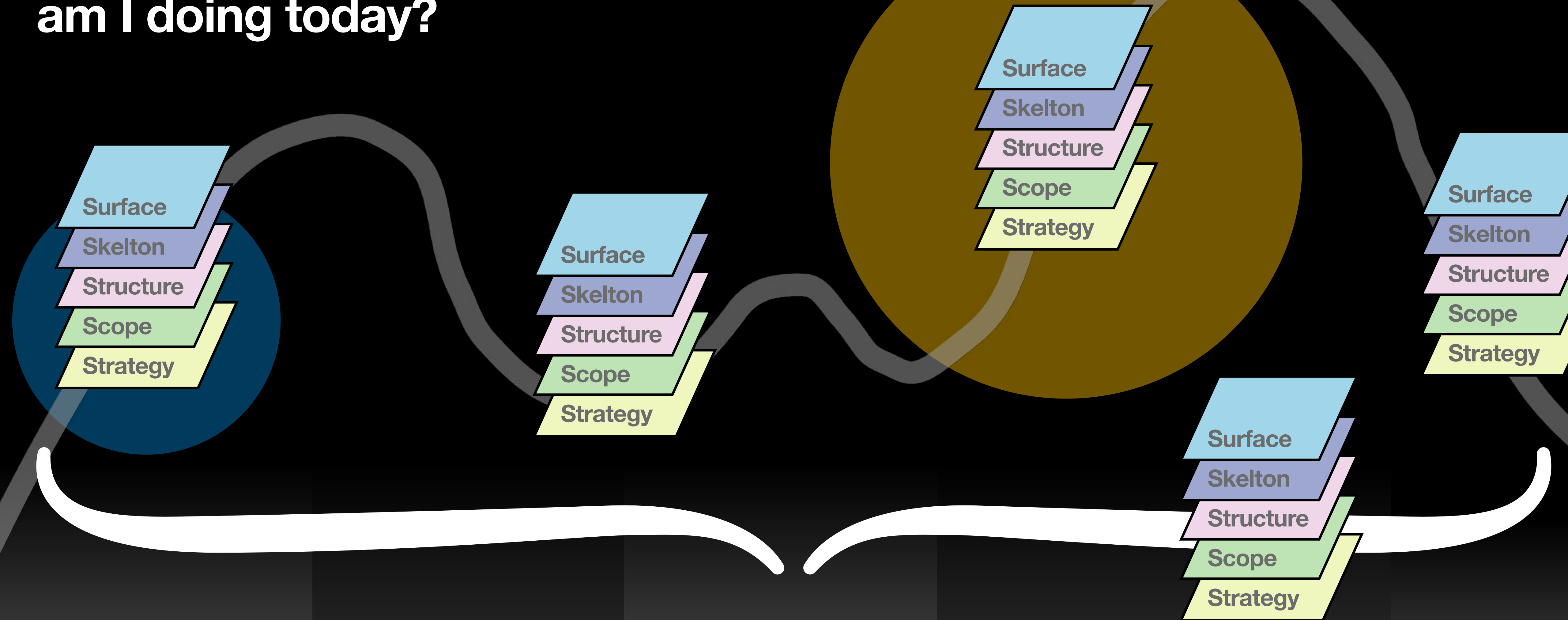


What is your customer fundamentally paying for?

Let's have a big picture of your user's journey.



Which aspect and which layer of UX design am I doing today?





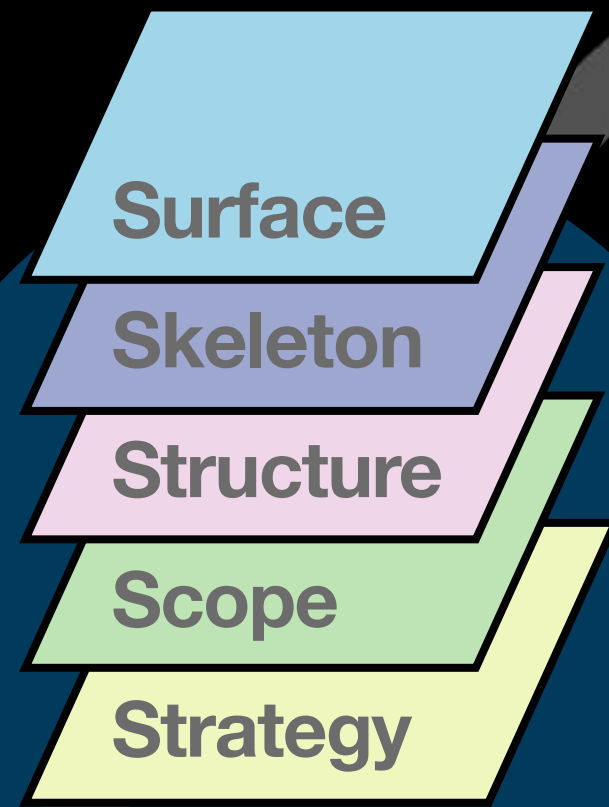
3/4

**Let's take a step
we can take today.**

Marketing team?

PMM?

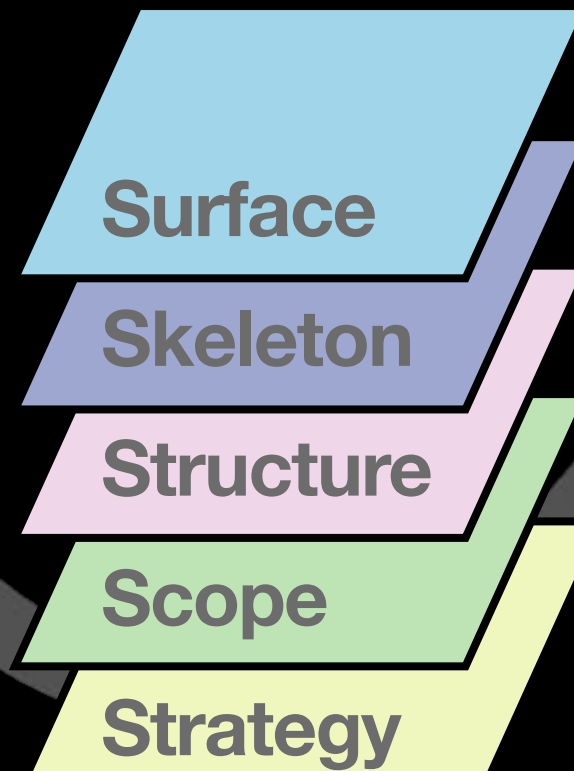
LP? SNS?



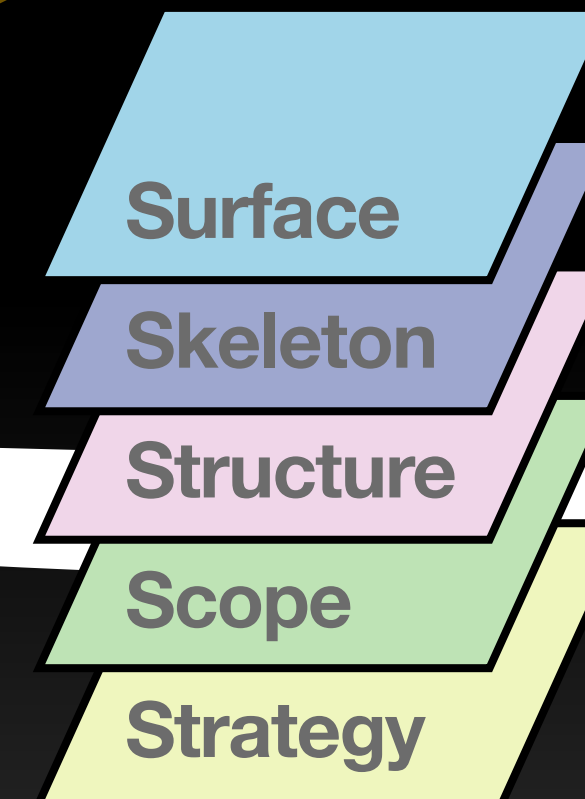
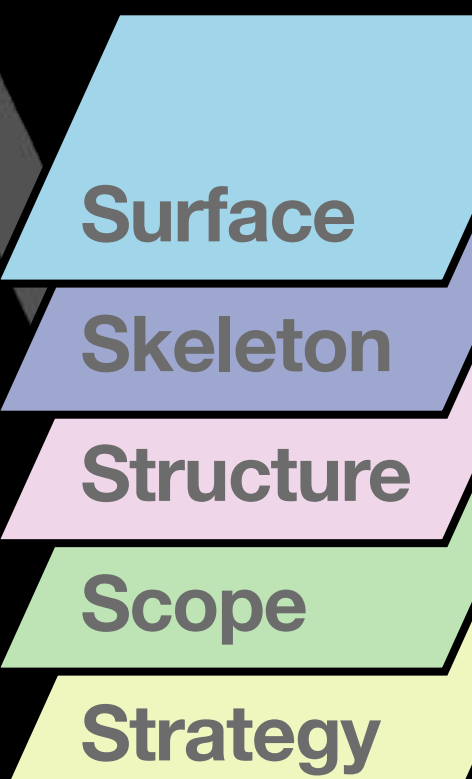
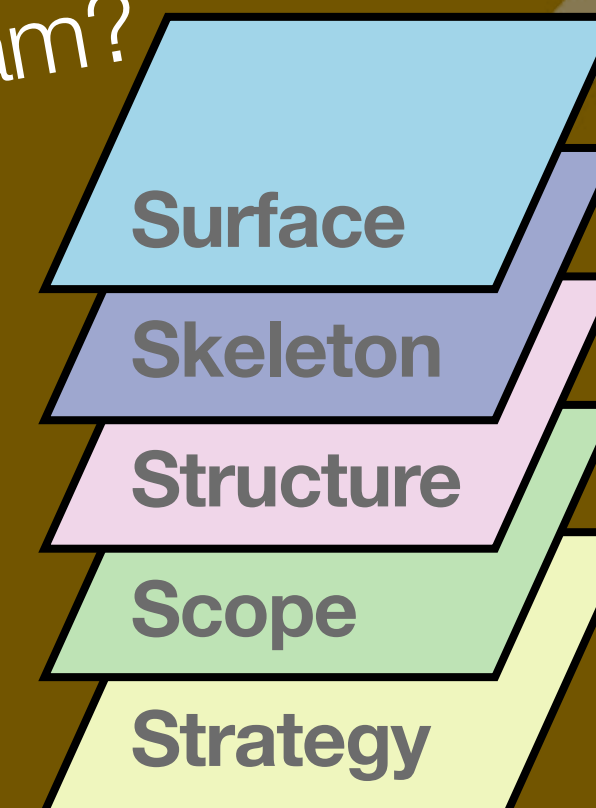
Sales team?

Sign up screen?

Customer reviews?



Initial set up?
Trial program?
Customer Success?



Awareness

Consideration

Decision

Service

Loyalty

I was always in BtoB SaaS, but previously

● Business role in Medical Healthcare
Sales, Business Development, Customer Success & Support

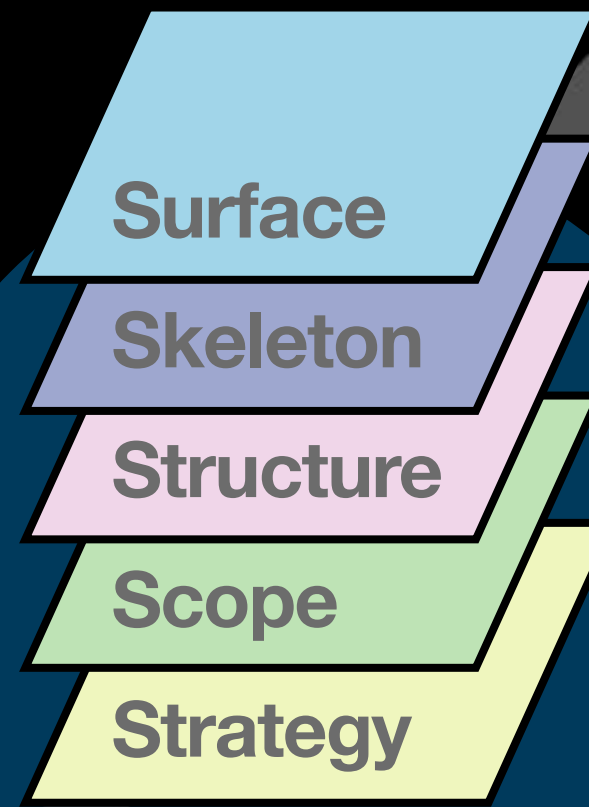
● Designer in Logistics and operation
User Research, UXUI Design, Communication Design

● Product Manager in hospitality
Project Management, Delivery Management

Marketing team?

PMM?

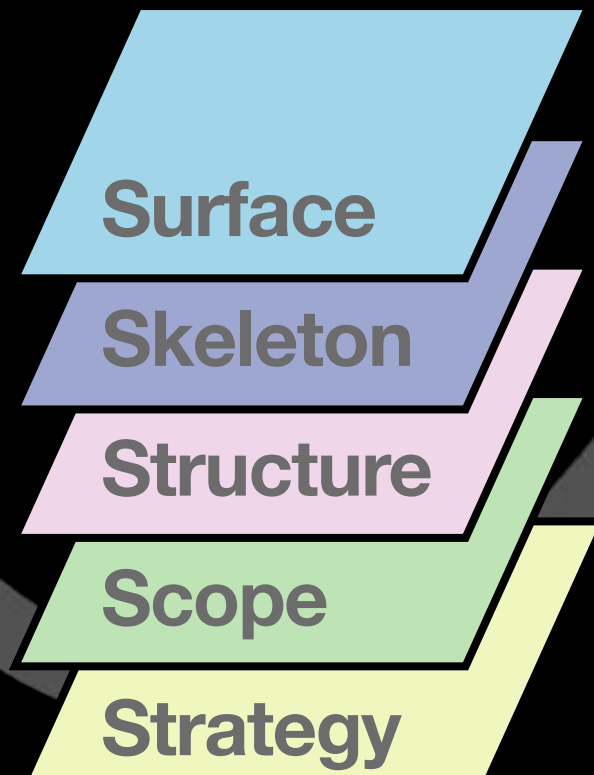
LP? SNS?



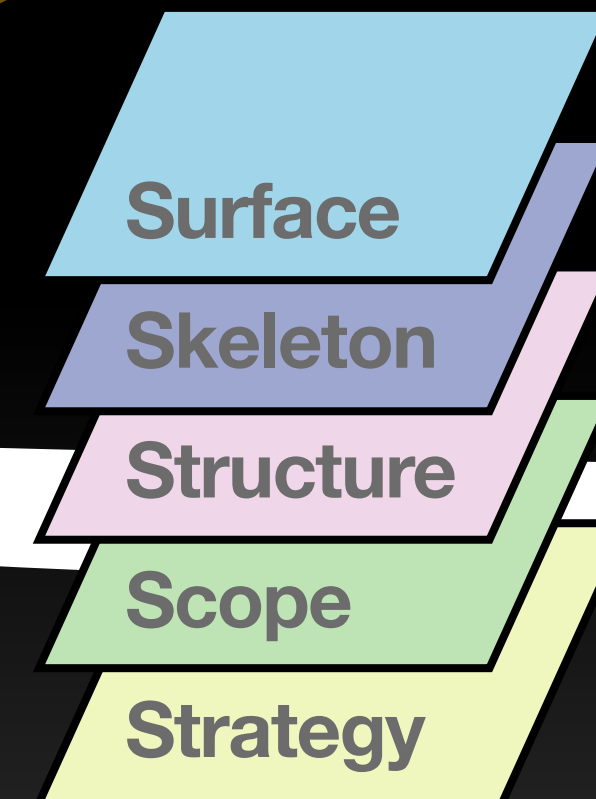
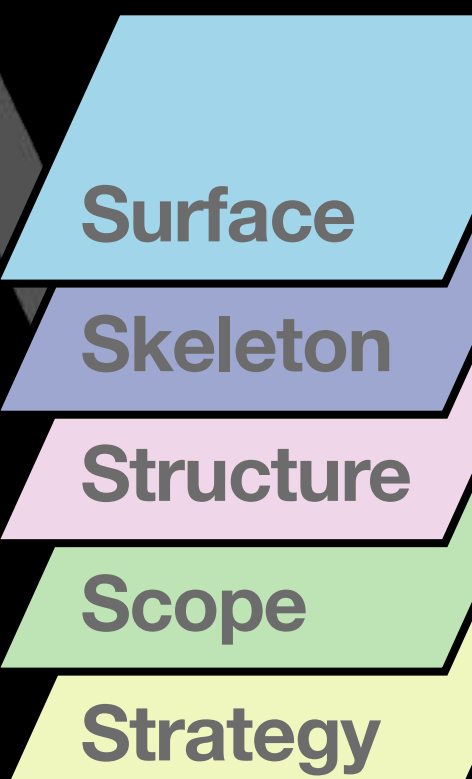
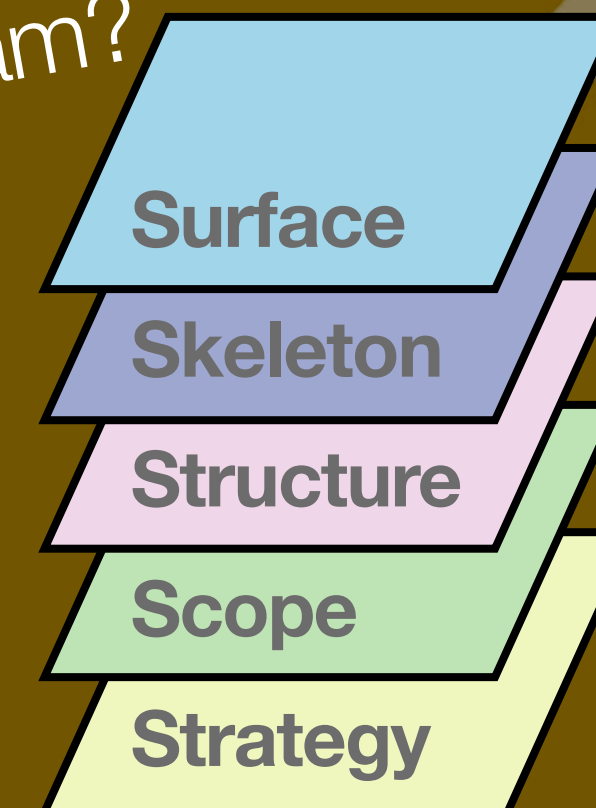
Sales team?

Sign up screen?

Customer reviews?



Initial set up?
Trial program?
Customer Success?



Awareness

Consideration

Decision

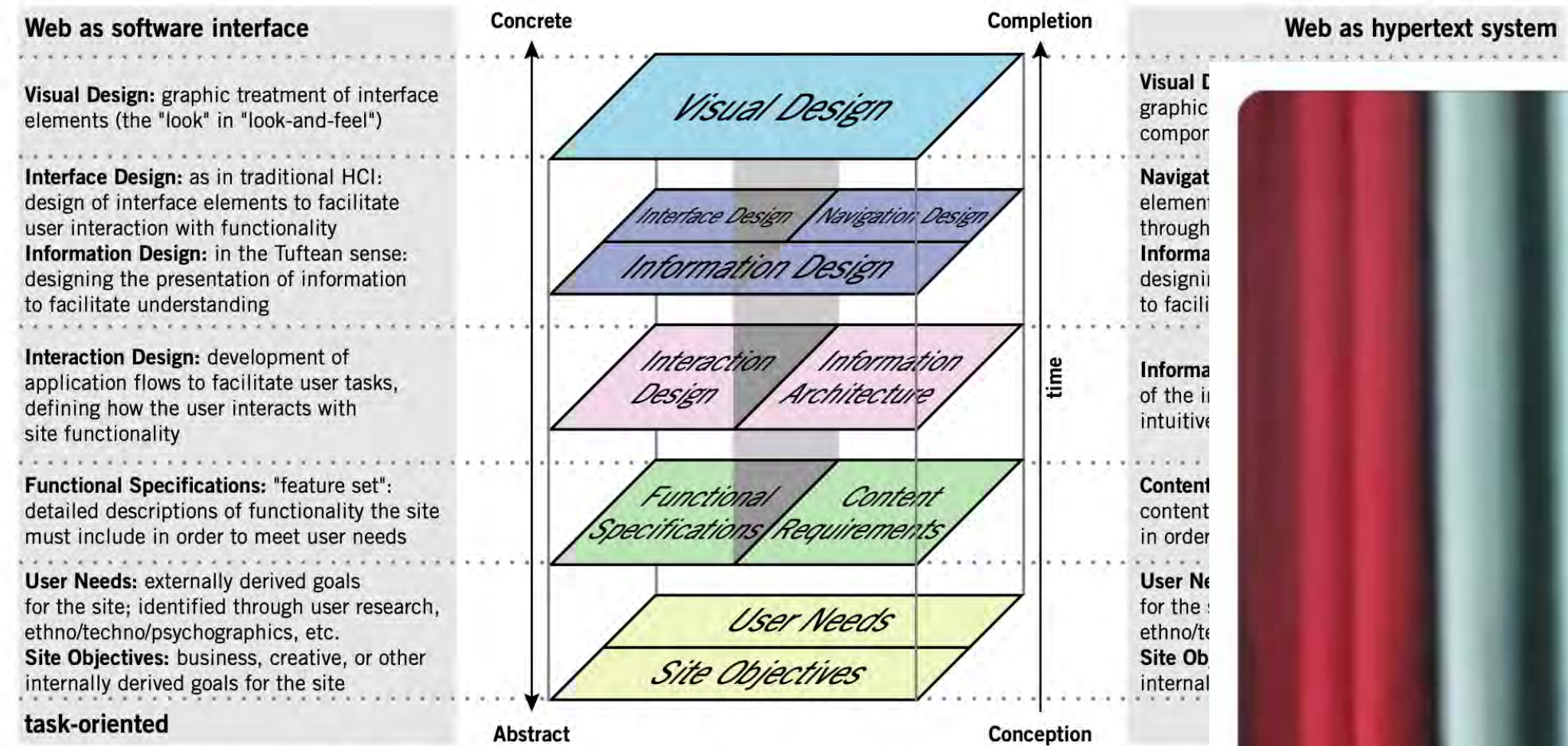
Service

Loyalty

The Elements of User Experience

Jesse James Garrett
 jjg@jig.net
 30 March 2000

A basic duality: The Web was originally conceived as a hypertextual information space; but the development of increasingly sophisticated front- and back-end technologies has fostered its use as a remote software interface. This dual nature has led to much confusion, as user experience practitioners have attempted to adapt their terminology to cases beyond the scope of its original application. The goal of this document is to define some of these terms within their appropriate contexts, and to clarify the underlying relationships among these various elements.



This picture is incomplete: The model outlined here does not account for secondary considerations (such as those arising during technical development) that may influence decisions during user experience development. Also, this model does not describe a development process, nor does it describe the role of the user experience development team. Rather, it seeks to define the key considerations that go into the development of user experience.

© 2000 Jesse James Garrett



Episode 62 - Jesse James Garrett on The Reality and Challenges of Being a Design Leader

**For your next UX design and
what you want to pursue.**



THANK
YOU