

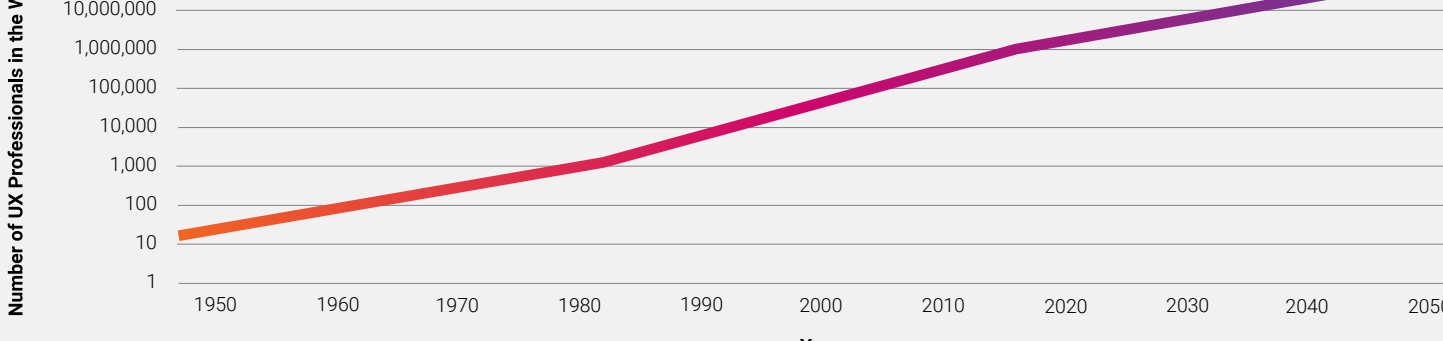


User Experience: Past, Present & Future

When did UX begin? Do companies actually care about design? What do future UX jobs look like? In this infographic, we'll delve into the history of UX, how it has evolved since its inception, and provide the top predictions made by experts and futurists in the field.

The Proliferation of Human-Centered Design

Funding in UX has exploded & companies have drastically increased their UX headcount:



UX Design is More Important Than Ever

How did this happen? What are the underlying factors? Let's look into the past to understand where we are today.

Wave 1: The Beginning of User-Centered Design

🏠 Feng Shui | 4000 BC

Architecture and design are used to represent different values or manifestations – creating an intuitive, meaningful experience.

👤 Ergonomics | 500 BC

This new profession applies theory and data to design, for the purposes of human well-being and optimal performance of systems.

Wave 2: The Transition to Human-Centric Design

🌱 Eli Whitney | 1800s

Design for mass production is introduced to the world through the cotton gin. Human input is now considered crucial and actively encouraged.

👤 Frederick Winslow Taylor | 1900s

This man pioneers the concept of Taylorism, or "Scientific Management," which is a mission to make human labor more efficient.

🚗 Toyota | 1940s

The Andon cord allows for UX in action. Workers now have the agency to halt production to provide feedback or report errors in processes.

👤 Henry Dreyfuss | 1950s

America's most iconic consumer products are born: Hoover vacuum cleaner, tabletop telephone, Royal Typewriter Company's Quiet Deluxe.

🎡 Walt Disney | 1960s

The Imagineers are guided by three principles: know your audience, wear your guest's shoes, communicate with color, shape, form and texture.

Wave 3: The User Experience Revolution

🖨️ Xerox's PARC | 1970s

Xerox's research arm provided function and form that lead to the invention of the ethernet, a prototype to the modern PC, and the mouse.

🏆 Six Sigma | 1980s

Motorola was the first to implement Six Sigma, a set of tools & techniques for business process improvements.

🍏 Donald Norman | 1995

He addresses all aspects of experience with a system: industrial design, graphics, interface, physical interaction, and the manual.

📱 The First iPhone | 2007

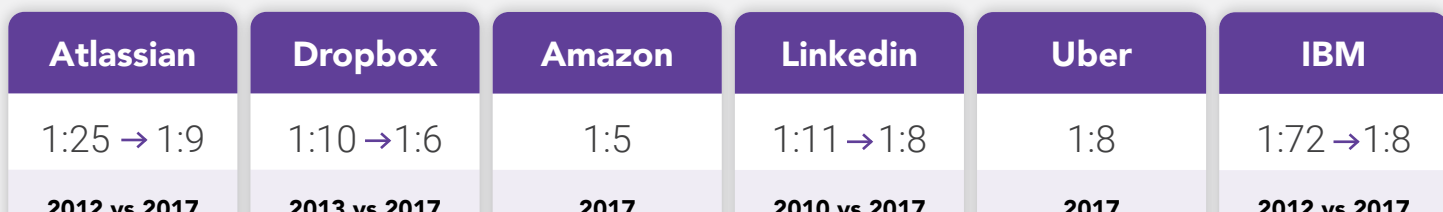
Not only was the first iPhone the most user-friendly phone on the market, but it changed the landscape of mobile devices forever.

Wave 4: The Present

The Design of **Everyday** Things Shifts To the Design of **All** Things

Technology-Driven Design To **Human Centered** Design

Job titles that include "UX" or "User Experience" proliferated rapidly from 2012 to 2017, and are expected to continue increasing at an exponential rate.



The ratio of # of UX Professionals per # of users has decreased dramatically over time.

The Top Predictions

Where are we headed? What does all this mean for the future? Here are the top predictions by UX experts:

New Mediums Like Voice Will Rise

Voice will dominate over screen interfaces. Siri, Cortana and Okay Google are just some of the familiar voice activation technologies you might already be interacting with everyday. Soon, they will become an integral part of all our lives.



Voice-based shopping is expected to jump to **\$40B** by **2022**



60% of smartphone users have used voice search in the past month

Minimalism: Fewer & Fewer Devices

Just as businesses large and small have adopted agile project management techniques, we may find ourselves working and living more efficiently with fewer, yet more connected tools and devices as well.



The average American household has **11** connected devices.



72% of people believe that the digital and internet world will improve life over the next **50** years if kept "under control."

Major Progression Within the Field

As we continue to make achievements in the field, we simultaneously open up new possibilities for expansion. That means new roles in the UX field are emerging:

- Avatar Designer** | Glen Murphy (Android/ Chrome)
- Fusionist** | Asta Roseway (Microsoft)
- Cybernetic Director** | Matias Duarte (Google)
- Organ Designer** | Gadi Amit (New deal design)
- Digital Conductor** | Bill Buxton (Microsoft)
- Interventionist** | Ashlea Powell (IDEO)
- Nanotech Designer** | Carl Bass (Autodesk)
- Ethnographic Designer** | Guy Ligertwood

User Experience: A Two-Part Cycle

- 1. Technological or process-driven breakthrough**
Find a change needed in process or technology for advancement
- 2. Followed by a human-centric design breakthrough**
Make it user friendly or applicable to a specific persona

Patrick Ip
Vice President,
Product Marketing
Fuel Cycle

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