

# USER EXPERIENCE DESIGN AT ULTIMATE SOFTWARE

## WHAT IS USER EXPERIENCE?

Also known simply as UX, user experience is often mistaken for how visually appealing an application looks. However, it's much more than that.

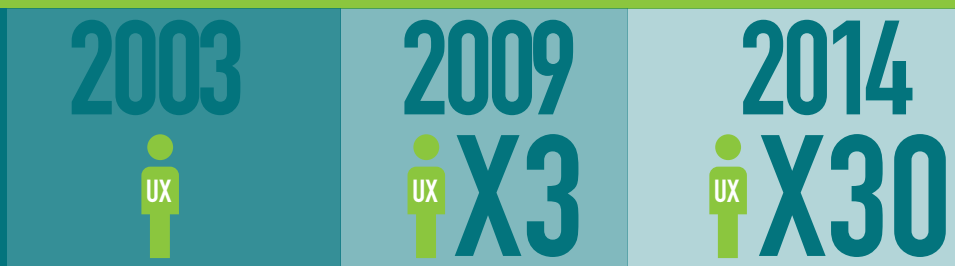


UX is a careful mixture of art and science, rooted in design-engineering disciplines, and built with a focus on using objective metrics from real end-users throughout the design process.



Ultimate is transforming the UltiPro experience through the use of contemporary design principles that support person-centered experiences and simplify and improve work for all employees.

## ULTIMATE'S UX TEAM



With over **250** years of experience combined, the team includes:

- UX Designers (UXDs)
- Usability Engineers (UEs)
- Ethnographers
- Technical UX Designers (Tech UXDs)
- Visual Designers (VizDs)

## USER RESEARCH ACTIVITIES

To ensure UltiPro delivers simple, effective, and enjoyable experiences, Ultimate is bringing cutting-edge science and state-of-the-art usability engineering techniques into the design process.

-  USABILITY TESTING
-  EYE-TRACKING TECHNOLOGY
-  CUSTOMER AND NON-CUSTOMER INTERVIEWS
-  CARD SORTING EXERCISES
-  COGNITIVE WALKTHROUGHS
-  REPERTORY GRID STUDIES
-  ETHNOGRAPHY



## A NEW CLASS OF NEXT-GENERATION USER EXPERIENCES

Ultimate is designing modern, consumer-focused, and mobile-friendly interactions and visual designs