

UX already has a thriving
practitioner community.
We must address their needs.

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UX practitioners are a critical part of the audience for our work. So this white paper needs to be as practical as it is rigorous.

The UX community talks about “UX design”, although generally they are receptive when I point out that we can design only *what* is experienced and not the experience itself.

To be credible to this community, we must be relevant to it. For example, most UX practitioners I know consider ISO irrelevant to their work (if they even know it addresses UX). And let’s not even mention Wikipedia.

This white paper is our product. Should we not work to give our practitioner users a positive UX? Let’s keep them in focus as we build this paper.

If the practitioners can’t use it, it doesn’t work!

(with apologies to Susan Dray, and thanks for her permission to adapt her line)