

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

Elizabeth Buie, Luminanze Consulting

**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)