

ARTICLE 9: IT COMPANY MANAGERS AND UX

Diligently researched UX design produces obvious improvements in conversion rates and profits, meaning it's easy to connect the benefits between a "good" user experience and professional areas like product management, marketing, games design, and e-commerce development. However, identifying the advantages between UX design and the role of an IT Manager may be less explicitly clear. Though these two respective fields deal with opposite sides of a company's general framework, IT managers *can* use user experience data to their professional benefit and to the overall benefit of the business by indirectly incorporating the needs of the user into the systems of the worker.

UX Design and IT Management: What's the difference?

UX Design deals with the specific problems and desires of the consumer, using the detailed analysis of their reactions and emotions while browsing an app or website to enhance the business' interface for future users. IT Managers, meanwhile, are responsible for overseeing an organization's internal information systems and electronic networks [1], updating internal servers, selecting hardware and software systems, and regularly testing the system for glitches so that a company's employees can better do their jobs.

In a nutshell, IT professionals research new technology to improve a company from the inside, while UX professionals use external data to make design improvements that will ultimately have both internal and external effects, particularly on sales.

What do UX and IT have in common?

In a way, IT managers and technicians have to use a similar approach to that of UX managers, only their focus is on providing a good internal "experience" for a company's various employees, rather than for the company's desired and/or acquired consumer demographic. **Like UX designers, IT managers value the intersection of individuals with working software**, responding to problems when they first detect them and incorporating changes into a company's development process when needed. IT managers create and oversee a smoothly functioning online space so that the team of workers can do their jobs and feel supported, regardless of their role within the company [4].

So how can IT Managers use UX Design in the workplace?

IT Directors, Chief Technology Officer, and Software Quality Engineers (among other roles that belong to the IT department) **can all use UX research methods to assess whether or not the business' back-end systems are allowing employees to be as productive as possible**, while also making them feel valued and heard. By gathering employee feedback, running iterations, and testing each internal system regularly, IT professionals can ensure that the technology permits the staff to complete their various tasks punctually and efficiently, without random glitches or inconvenient obstructions throughout their "journey."

Brandon Shauer at Adaptive Path touched on the IT-UX symbiosis articulately, stating, "as software eats the world, [and] as every business becomes more digital ... user experience is becoming the job of everyone in the organization. **You could say every manager, could in some way, be impacting the customer experience**" [3]. While IT managers are not directly tasked with improving the customer experience (nor sales), the general ideals of user experience research can be transferred to the management of a company's in-house computing networks and IT systems.

If you have more questions about the use of UX in today's ever-expanding world of online interfaces, apps, and businesses, take a look at the Checkealos blog for more information on the importance of enhancing the User Experience, whatever your company's ambitions may be.

Sources: [1] <https://www.interaction-design.org/literature/article/usability-a-part-of-the-user-experience>

[2] <https://www.sokanu.com/careers/it-manager/>

[3] <http://adaptivepath.org/ideas/so-what-is-a-ux-manager-now/>

[4] <https://www.careerigniter.com/questions/what-does-an-it-manager-do/>