

Fresh Results of Humans of UX II.

#humansofUX

Introduction

Who we are

#humansofUX

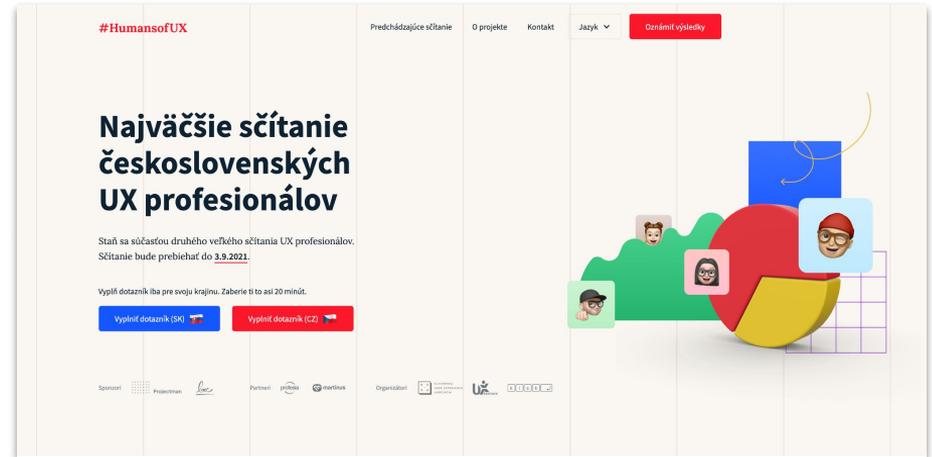
Jitka Bartošová

BoB Marvan



What we did

Qualitative (*this is new part!*) and **quantitative** research on the Czech and Slovak UX design market.



Why we did it

- Our mission is to lead, develop and shape the local UX market.
- We'd like to refresh our data after 4 years.
- We hope that we will figure out some trends.
- And at the end give access to the final results to everybody who can benefit out of it.

For whom

- UX Professionals
 - Designers
 - Researchers
 - Design team leads
 - Managers
- Employers, Agencies
- Recruiters / Human Resources
- HR agencies
- Educational institutions

When we did it

July 29th - September 3rd 2021

(first Humans of UX was November 15th 2016 - January 18th 2017)

How we did it

- With history in mind, for continuity and trends
- With support of KISK on improvements (*e.g. qualitative research*)
- And consultations with survey specialists
- Again with alignment with international surveys (*User experience Careers NNG, The Swedish State of Design, Future of Design Croatia*)
- And with pilots again

What we did

Qualitative research - interviews

(Fall 2020)

CZ

- 8 UX Researchers (2 expats)
- 8 UX Designers (3 expats)
- 3 UX Leads
- 4 aspiring UX professionals

SK

- 3 UX Researchers
- 4 UX Designers (2 expats)
- 1 UX Lead

Quantitative research

(Summer 2021)

Humans of UX survey

- 3 language versions (CZ, SK, EN)
- approximately 80 questions

What we get out of it

Raw numbers

Language	Participants	Completed
CZ	570	63%
SK	307	45%
ENG	16	63%
Total	893	57%

After cleanup

Language	Participants	% of Total
CZ	400	67%
SK	185	31%
ENG	13	2%
Total	598	100%

First Results

Disclaimer

These are very first results

- Surface-level data

Full report coming in January 2022

- More granular data
- Connecting quantitative & qualitative data
- Who's interested, please visit humansofux.com and sign up for a newsletter

What we've figured out

2017 versus now

2021

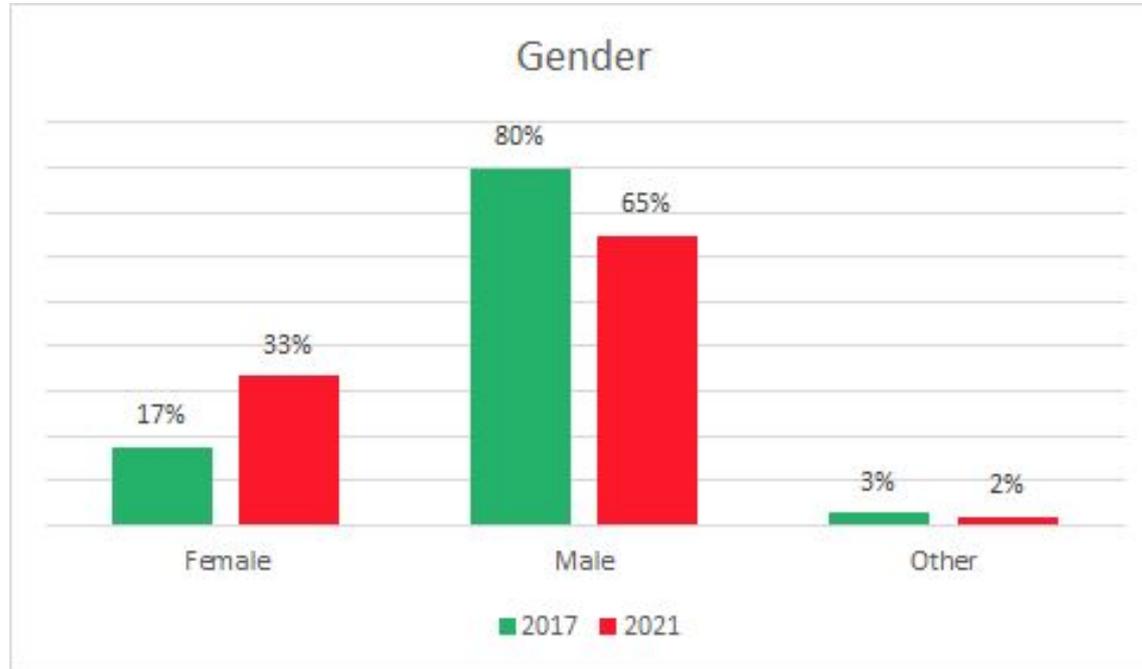
Salary

Bonuses

COVID-19 impact

2017 versus now

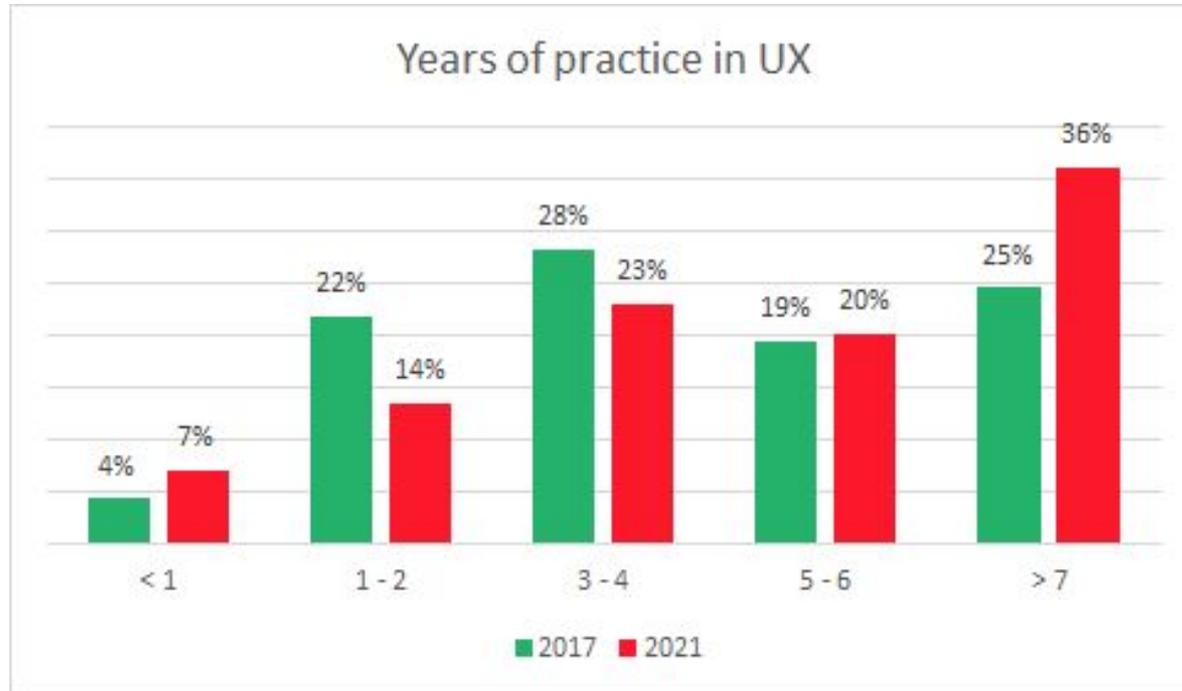
The % of women in UX is increasing



N = 459

N = 456

UX seems to be maturing

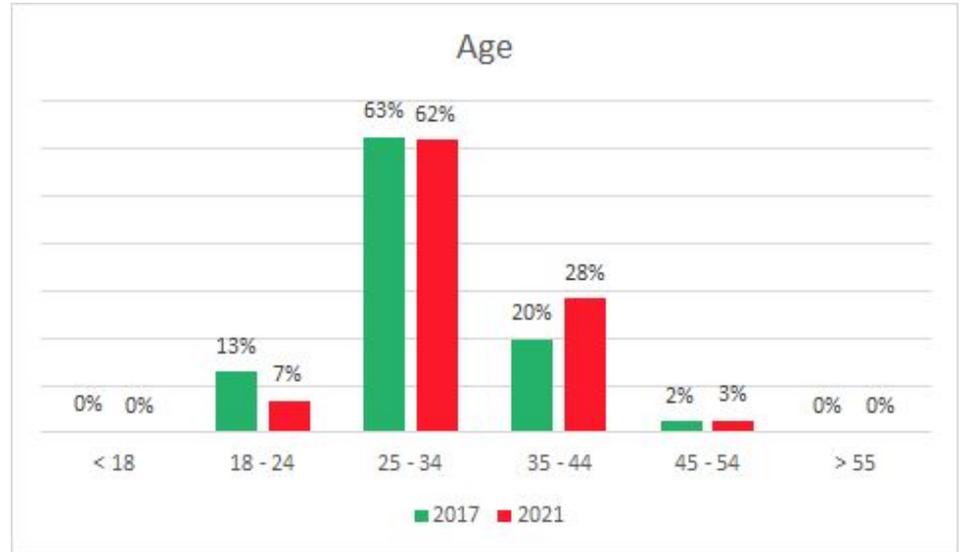


N = 459

N = 598

Ages of UX professionals haven't changed much

- Similar % of group 25-34
- The % of group 35 - 44 increased



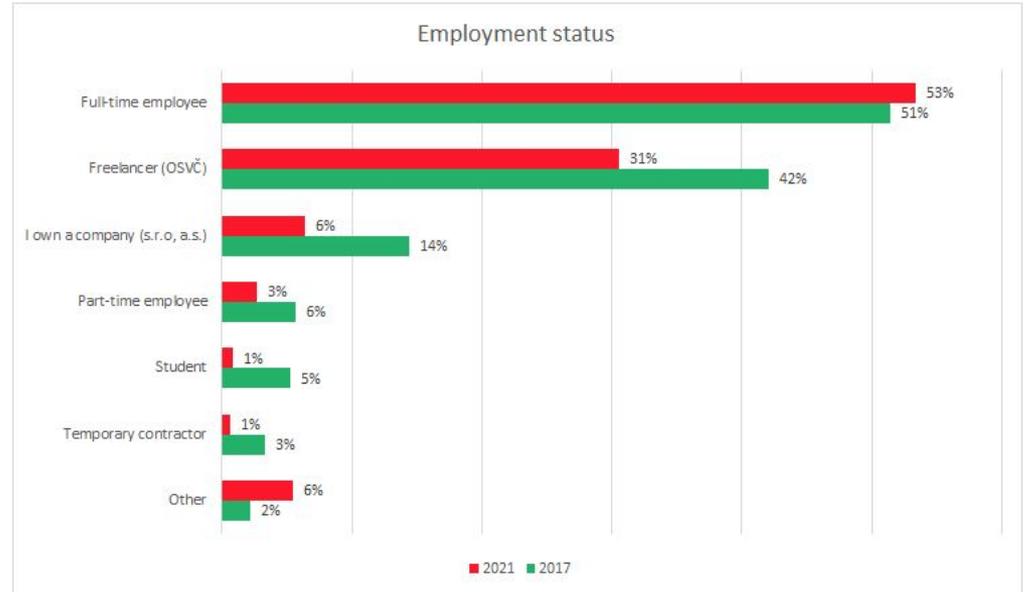
N = 459

N = 456

Employment status

Less UX professionals

- are freelancers
- have their own company

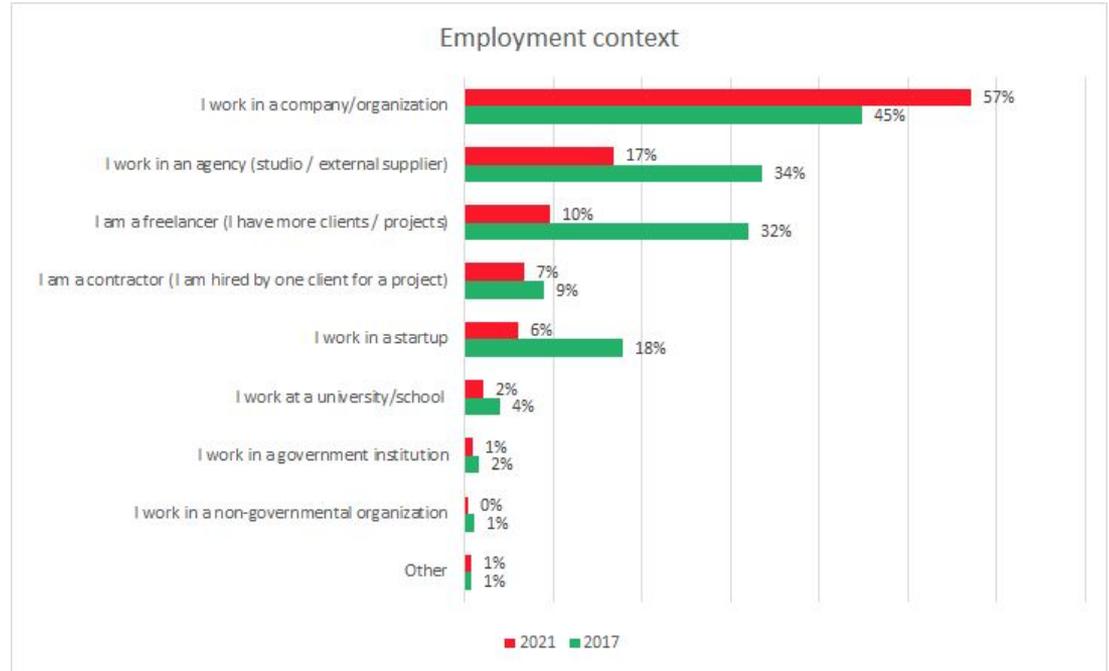


N = 459

N = 598

Employment context

- More UX professionals work in a company setting
- Less in an agency, or a startup



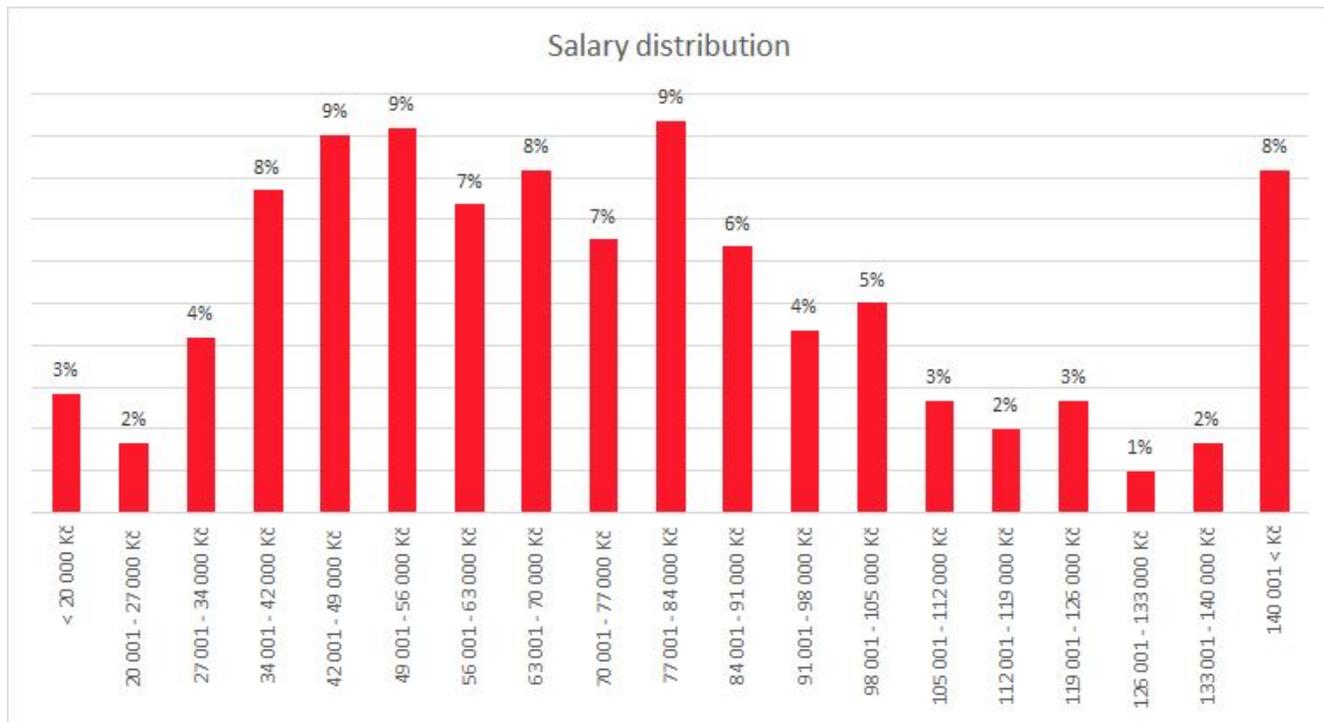
N = 459

N = 598

2021

Salary

Salary distribution

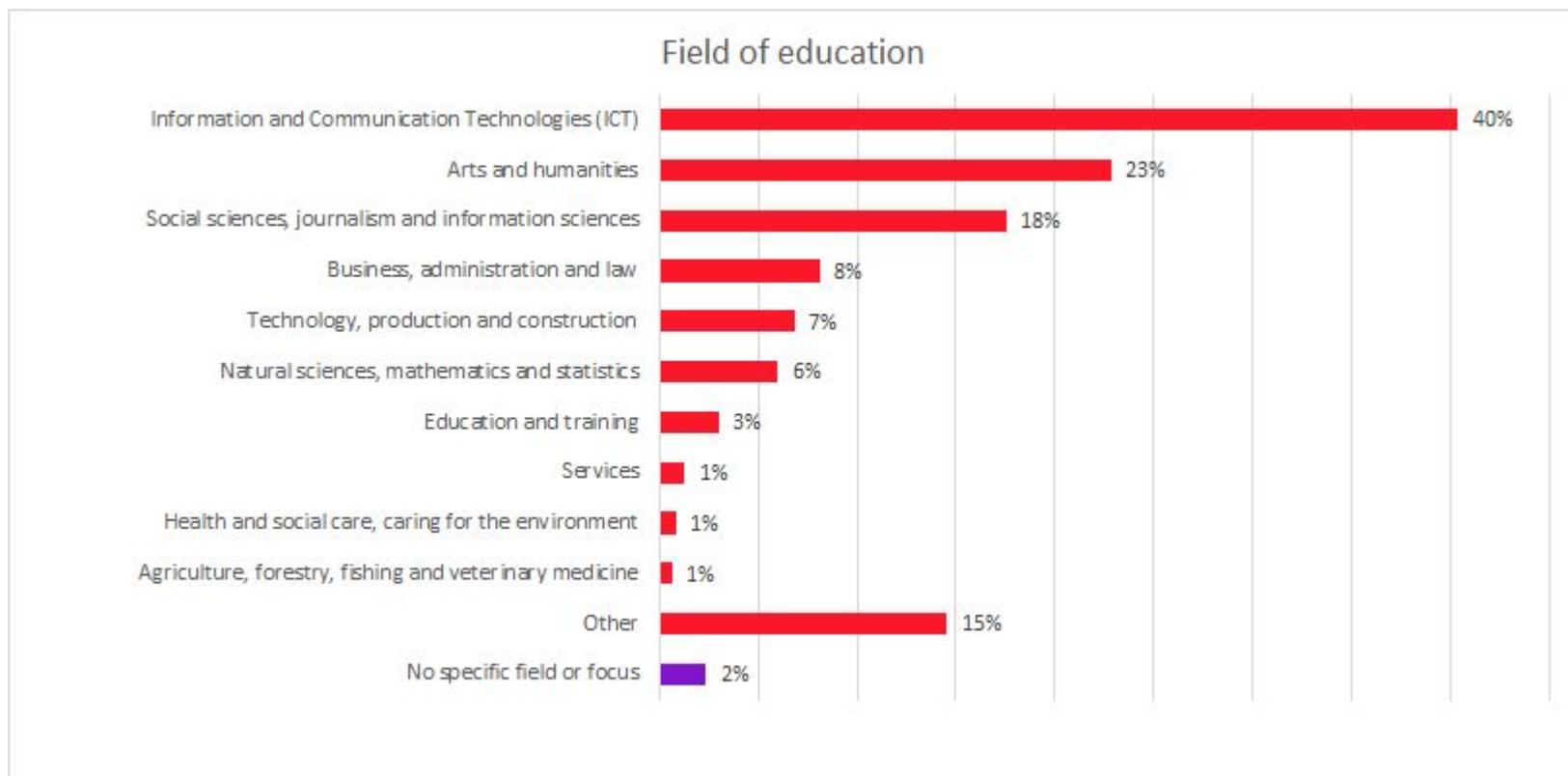


Salaries are complicated

- Simple average or median is not going to tell us much
- We expect many things to influence salary
 - Years of practice in UX
 - Position (Designer, Researcher, Writer etc.)
 - Role (junior, mid-level, senior, manager etc.)
 - Employment status (full-timer, part-timer, contractor etc.)
 - Employment context (company, agency, government, NGO, university)
 - Country (Czechia, Slovakia)
 - Region
 - Company size
 - Gender

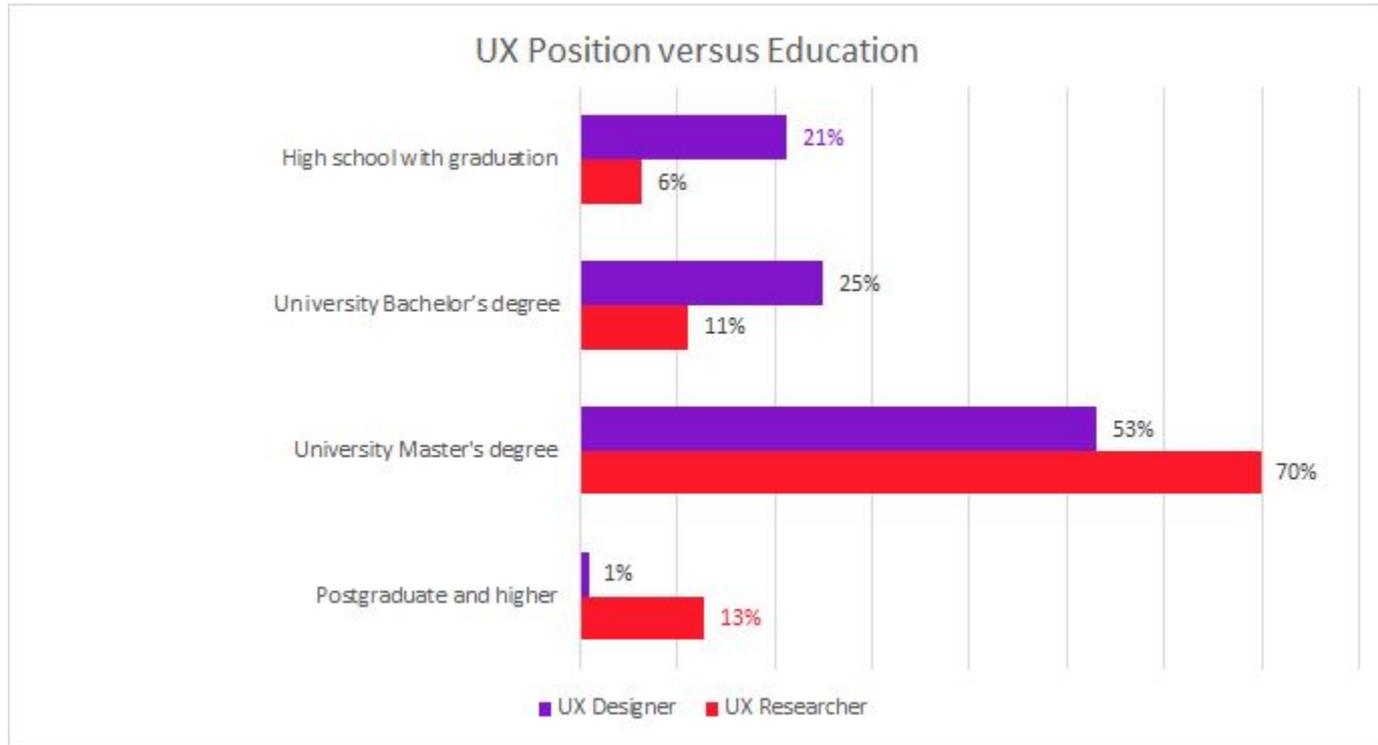
Bonuses

Education background



N = 468

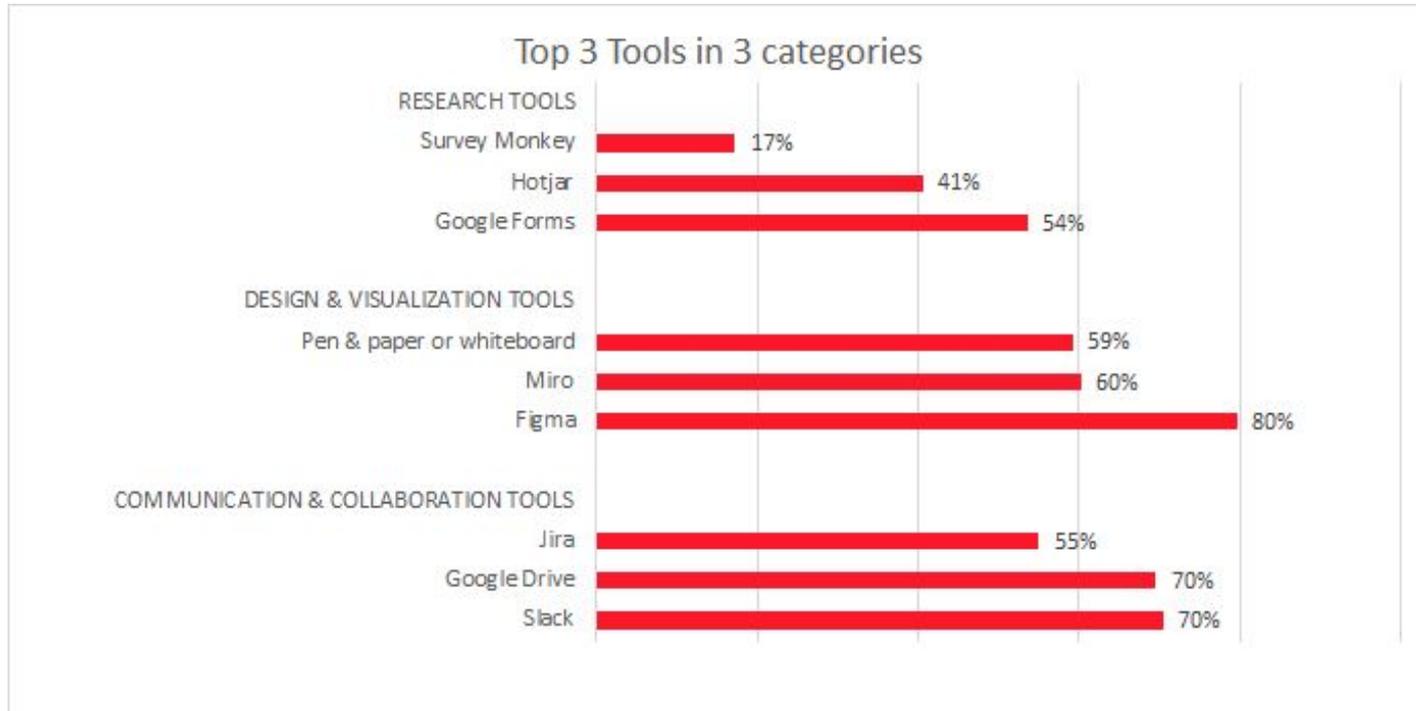
Formal education - Designers versus Researchers



N = 264

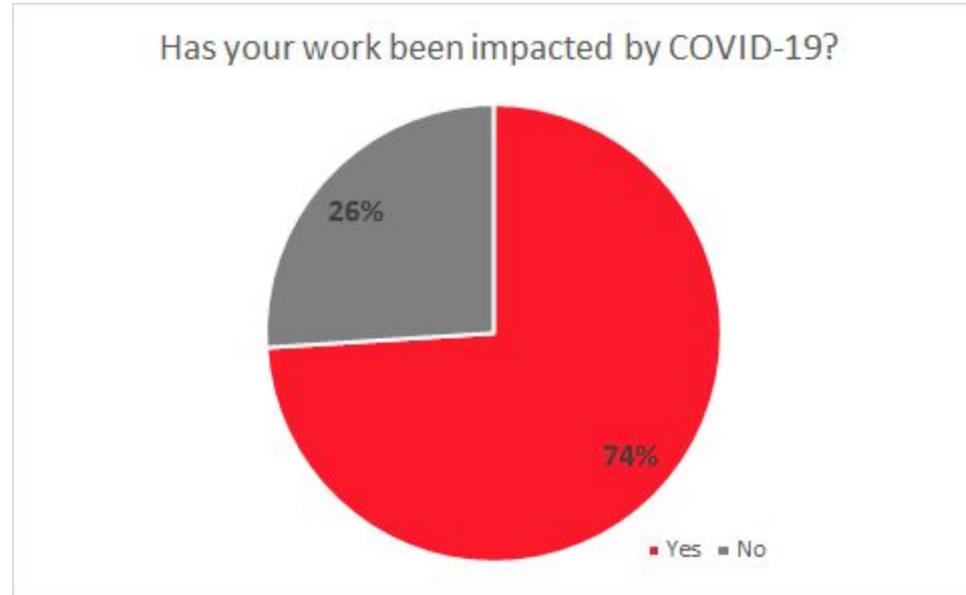
N = 81

Top 3 Tools for Research, Design, and Communication



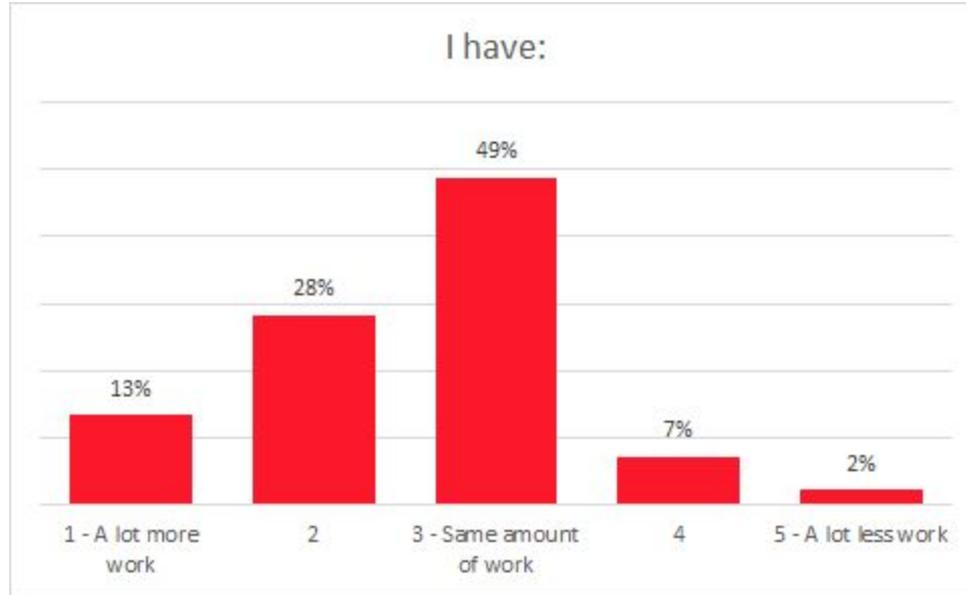
COVID-19 impact

Influence of COVID-19



N = 471

Amount of work



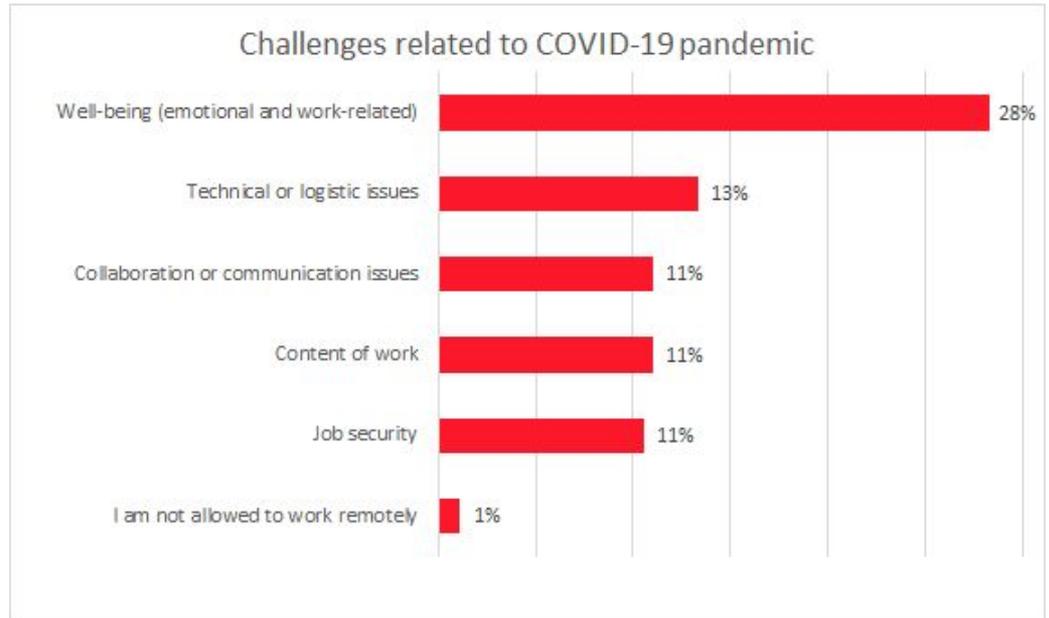
Challenges

Well-being (mental hygiene, work-life balance, productivity, motivation etc.)

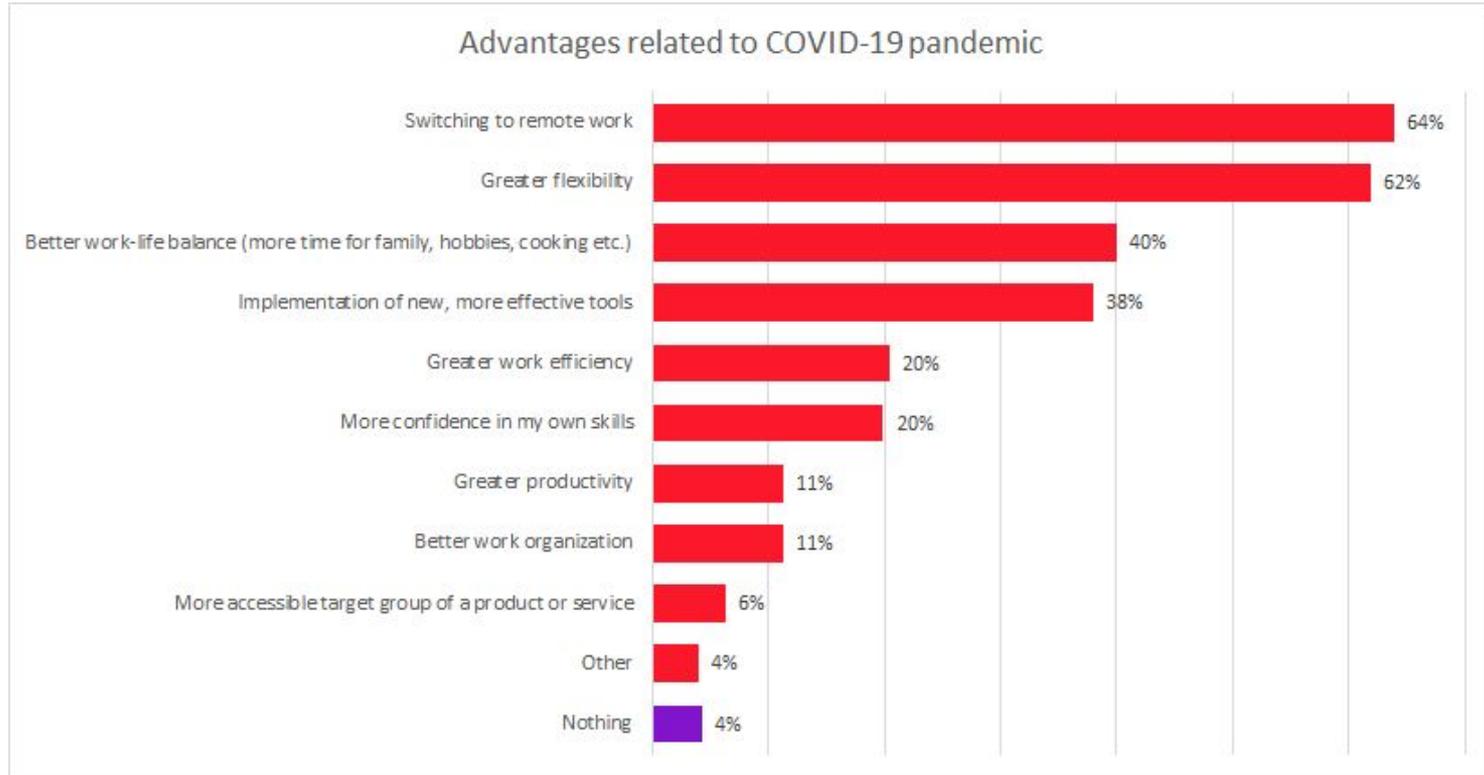
Technical or logistic (travelling, target group, IT and infrastructure)

Collaboration or communication (within the team, networking, supervision, onboarding, work with other teams etc.)

Content of work (reprioritization of projects, interesting projects stopped)

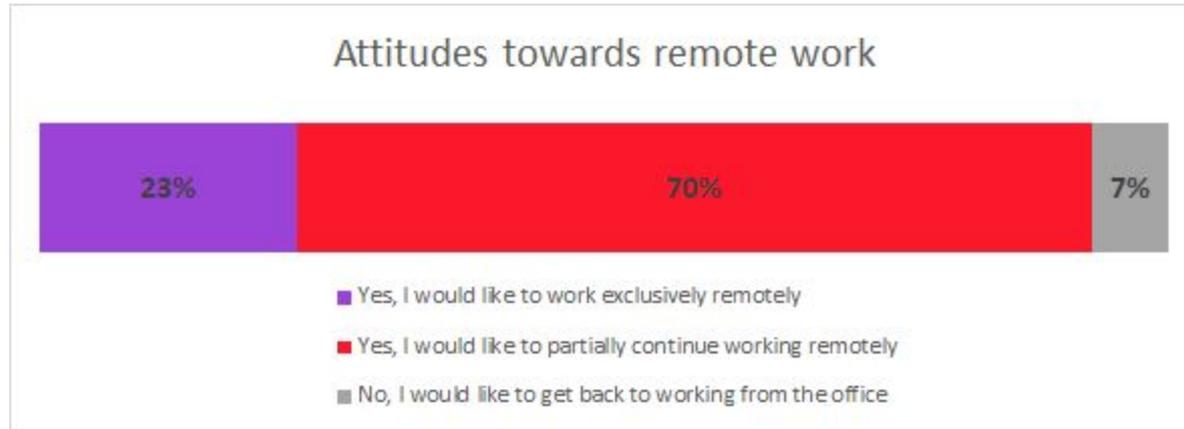


Advantages



N = 347

Working remotely



What are major shifts

- More women in the field
- UX seems to be maturing
- Salaries increased but how?
- Relation of seniority and salary?

The Full report is coming on January 2022

- Current variables more in depth
 - Education
 - Tools...
- Interplay between variables
 - Salary vs. seniority, position, role...
 - UX maturity vs. country, company size...
 - Job changing vs. seniority, position...
- Other variables
 - Methods
 - Skills
 - Trends...
- Qualitative data
 - Insights from 31 interviews
 - Many open questions

Closing

What we did wrong

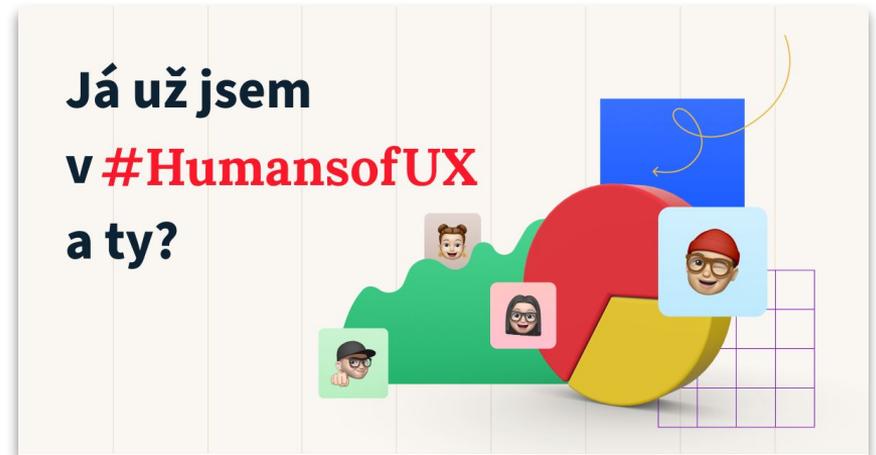
- Length of questionnaire (*not so much longer, but all-in-one*)
- Introduce new tool for survey (Google Docs vs. Survey Monkey)
- Data collection in the summer and only 1 month
(compared to 2 month during first round)
- Mandatory questions - part of analysis

Note on expats

- Insufficient coverage (only 13 filled the survey)
- Expats don't feel included in the UX community (interviews)
- Let's find ways to reach them
 - They may benefit from being included
 - We can learn a lot from them

What we did well

- New qualitative part of research
- Inspiration from international surveys
- Communication campaign



Big THANKS to all our supporters

Sponsors



Partners



Big THANKS to the core team

Michaela Kočiová (SUXA)

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Ladka Zbiejczuk Suchá (KISK)

Ivana Marvanová (AUX)

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Mako Ueda (interviews with expats)

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Lenka Sakálošová

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Eva Ridenourová (CZ)

Monika Mišúnová Šormanová (SK)

The Bridge (EN)

Sign up at
humansofUX.com

for more results later on ;)

#humansofUX @ #WEBEXPO

18:00 - Lucerna Cinema