

Why OWIs Are Actually UX Designers

RESOURCES:

MY UX + CONTENT STRATEGY

LIBRARY: [HTTPS://BIT.LY/2YXU2VI](https://bit.ly/2YXU2VI)

UX METHODS:

[HTTPS://BIT.LY/3JQKMZF](https://bit.ly/3JQKMZF)

MY ARTICLE ON TEACHING

USABILITY TESTING:

[HTTPS://BIT.LY/3HU11X1](https://bit.ly/3HU11X1)

GIUSEPPE GETTO

[HTTP://GUISEPPEGETTO.COM](http://giuseppegetto.com)

OWIS ENGAGE IN MANY OF THE SAME PRACTICES AS UX DESIGNERS

They research, plan, design, iterate, and then try again. Below are some methods that UXers use that might help OWIs with their work.

OWI Define course goals	UX Preliminary research Resource: https://bit.ly/32TG9ZI
Design course + tech	Prototyping Resource: https://bit.ly/34WGbml
Run course	Usability testing Resource: https://bit.ly/2GmpdUi
Revise and repeat	Maintenance Resource: https://bit.ly/3bj0Ilg

OWIS ARE UXERS!