



B2B Survival Guide for UX Designers

Speaker

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From Poland 🇵🇱
Living in Oslo 🇳🇴



Ex-Architect 🏠
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UX Designer
in B2B 🧑‍💻

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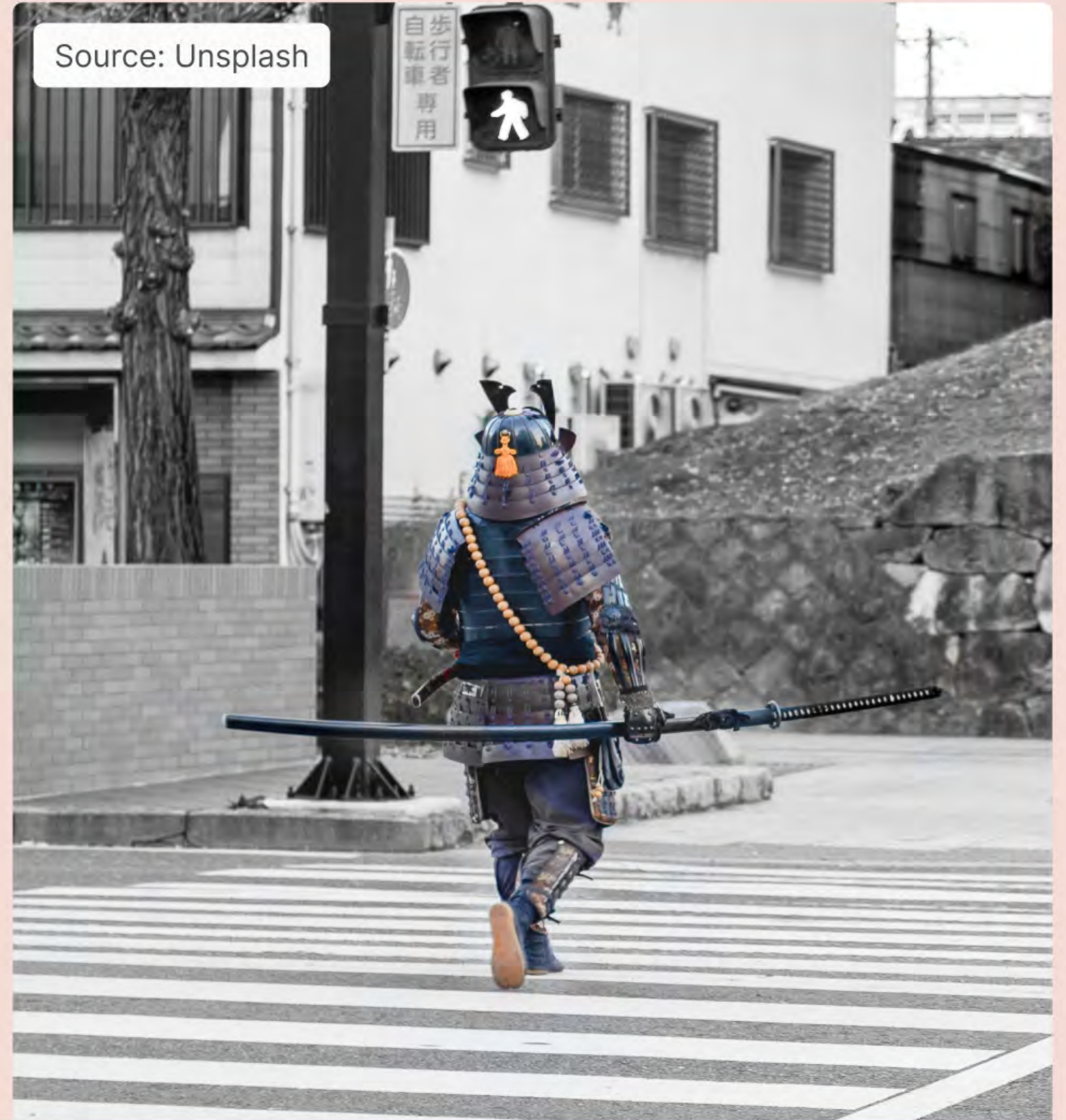
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Currently working
in HSE industry 🌱

UX Mentor

Content Creator
on IG & LI 🧠


Source: Unsplash



01 What employees are doing in B2B corporate organisations?

02 Are there really any challenges for UX Designers in B2B?

03 Don't panick. Here are some tips for surviving in B2B orgs



Employees in B2B corporate organisations

Discussing 

Waiting 


Playing politics 

Customising 

Migrating users 

Checking competitors 

Meeting 

Rewriting code 

Changing roadmap 

What does a UX Designer do?

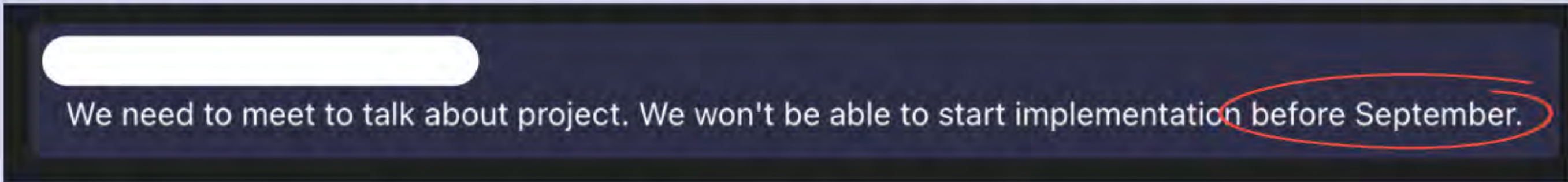
Definitions from Google

- **Make products, services, and technology usable, enjoyable, and accessible for humans**
- **Gather information and insights about target users**

What does a UX Designer do?

Definitions from Google

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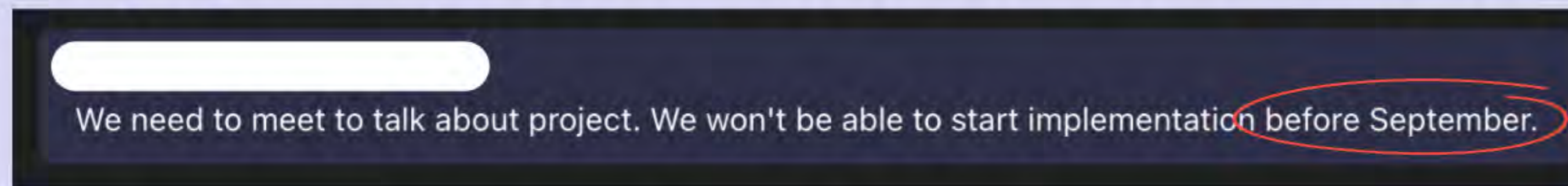
We need to meet to talk about project. We won't be able to start implementation before September.

- **Gather information and insights about target users**

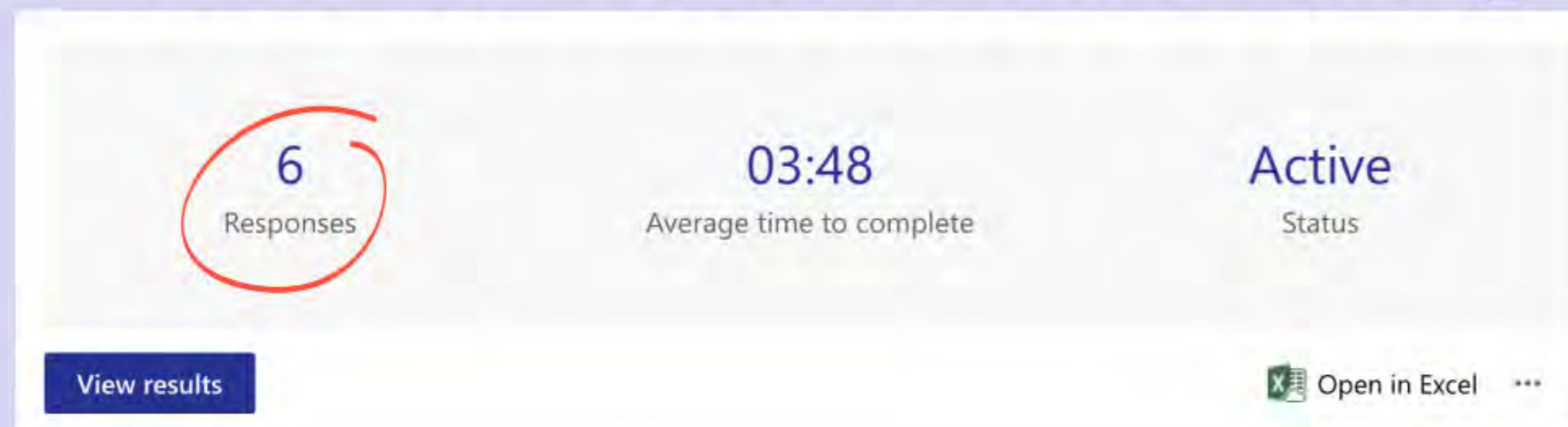
What does a UX Designer do?

Definitions from Google

- **Make products, services, and technology usable, enjoyable, and accessible for humans**



- **Gather information and insights about target users**



**We're hired to solve
users' problems**

So are Product Managers...

Meanwhile sales team is...

Selling the dreams

Our colleagues

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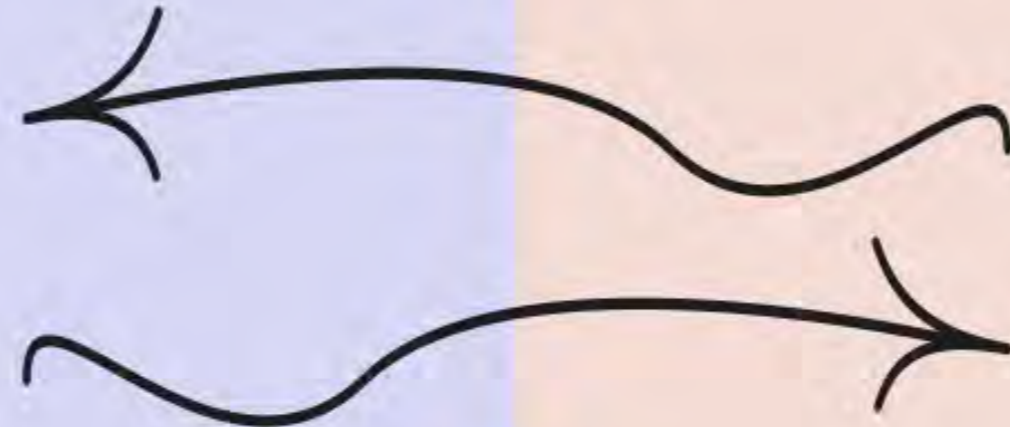
A photograph of construction workers on a high-rise building under construction. The workers are silhouetted against a dark, overcast sky. They are working on a complex network of vertical and horizontal steel rebar. The workers are wearing hard hats and safety harnesses. The overall scene is industrial and dramatic, with a focus on the structural framework of the building.

Business to Business



Business 1

Product's organisation



Business 2

Buyer's organisation



Sales People



Buyers

UX Designers



Users

Sales People

Sell product for lots of money 💰



Buyers

Get product for less money 💰

UX Designers

Solve users' problems



Users

Get tasks done quickly ✅

Sales People

Sell product for lots of money 💰



Buyers

Get product for less money 💰



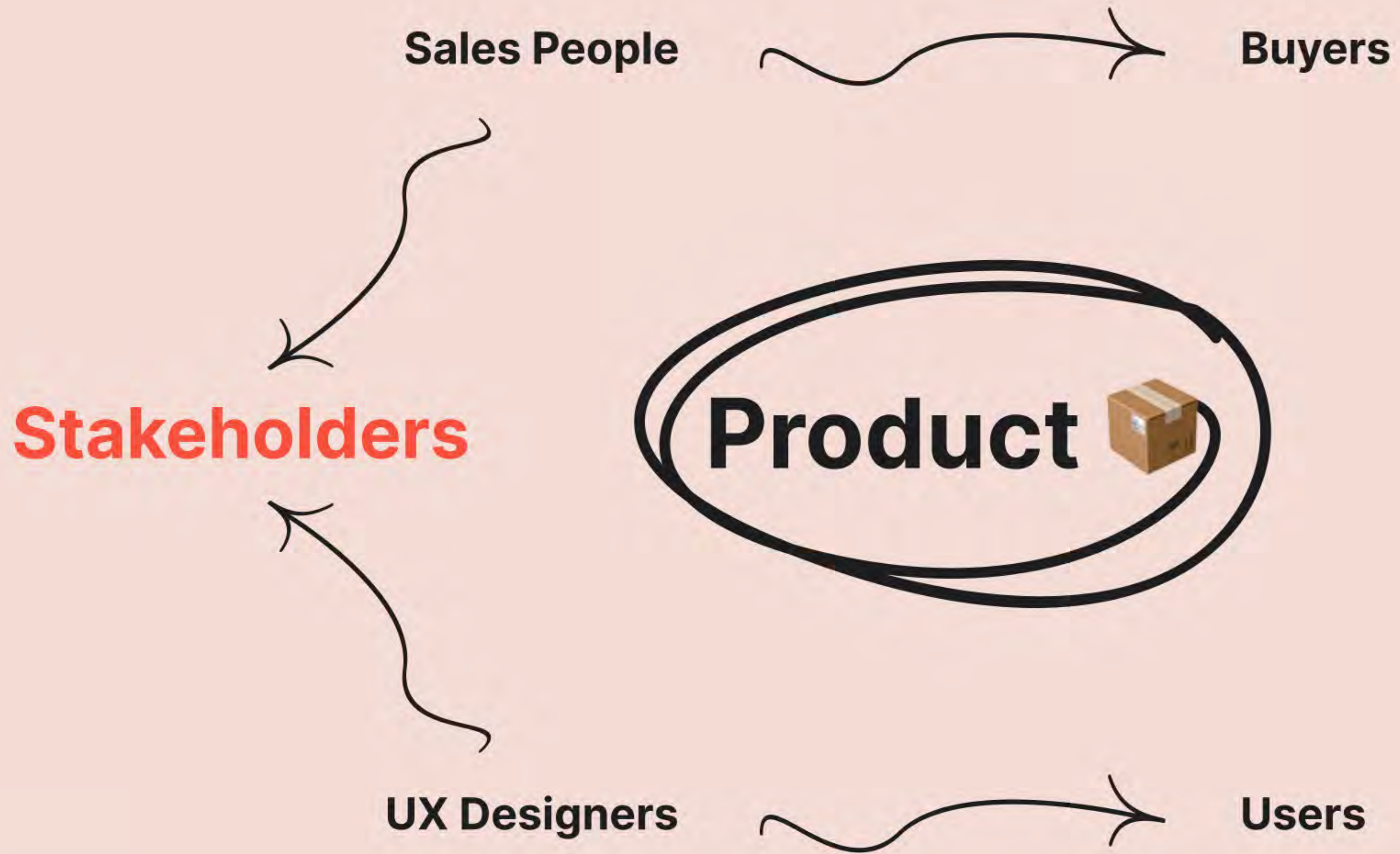
UX Designers

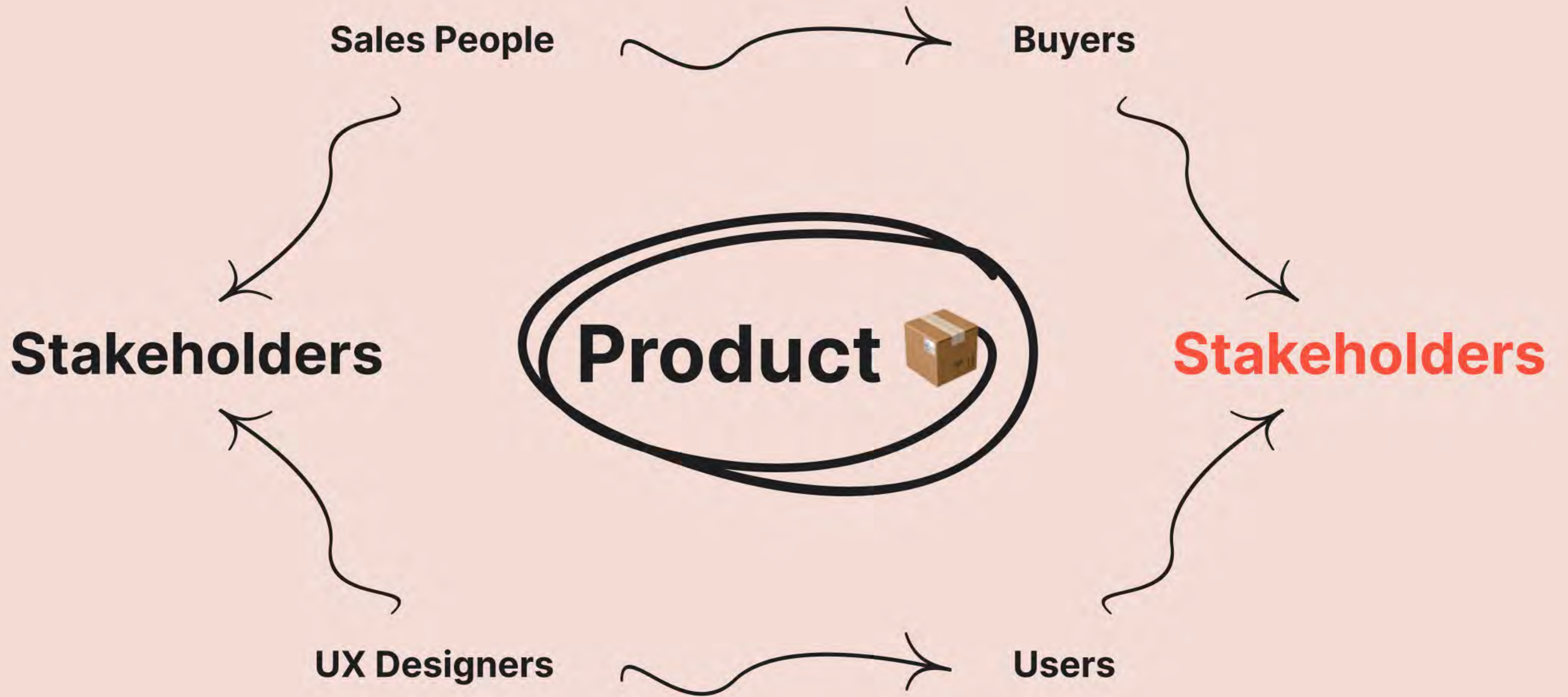
Solve users' problems



Users

Get tasks done quickly ✅





The background of the entire image is a dense, overlapping pattern of US one-dollar bills, rendered in a dark, monochromatic grey tone. The bills are scattered across the frame, showing various parts of the design including the portrait of George Washington, the Treasury seal, and the text 'THE UNITED STATES OF AMERICA' and 'FEDERAL RESERVE NOTE'.

Transactional agreement

Everything needs to look good in Excel...



Challenges in B2B for UX Designers

Developers

VP

Buyers

Product Managers

Users

Experts

Multiple stakeholders 

CEO

Sales

Design Colleagues

Boss

Other Managers (~100)

Source: Unsplash



Multiple Stakeholders

- Slow processes
- Long decision making processes
- Time spent on meetings
- Work in silos 🌴

Various industries

Busy people

Not so many of them

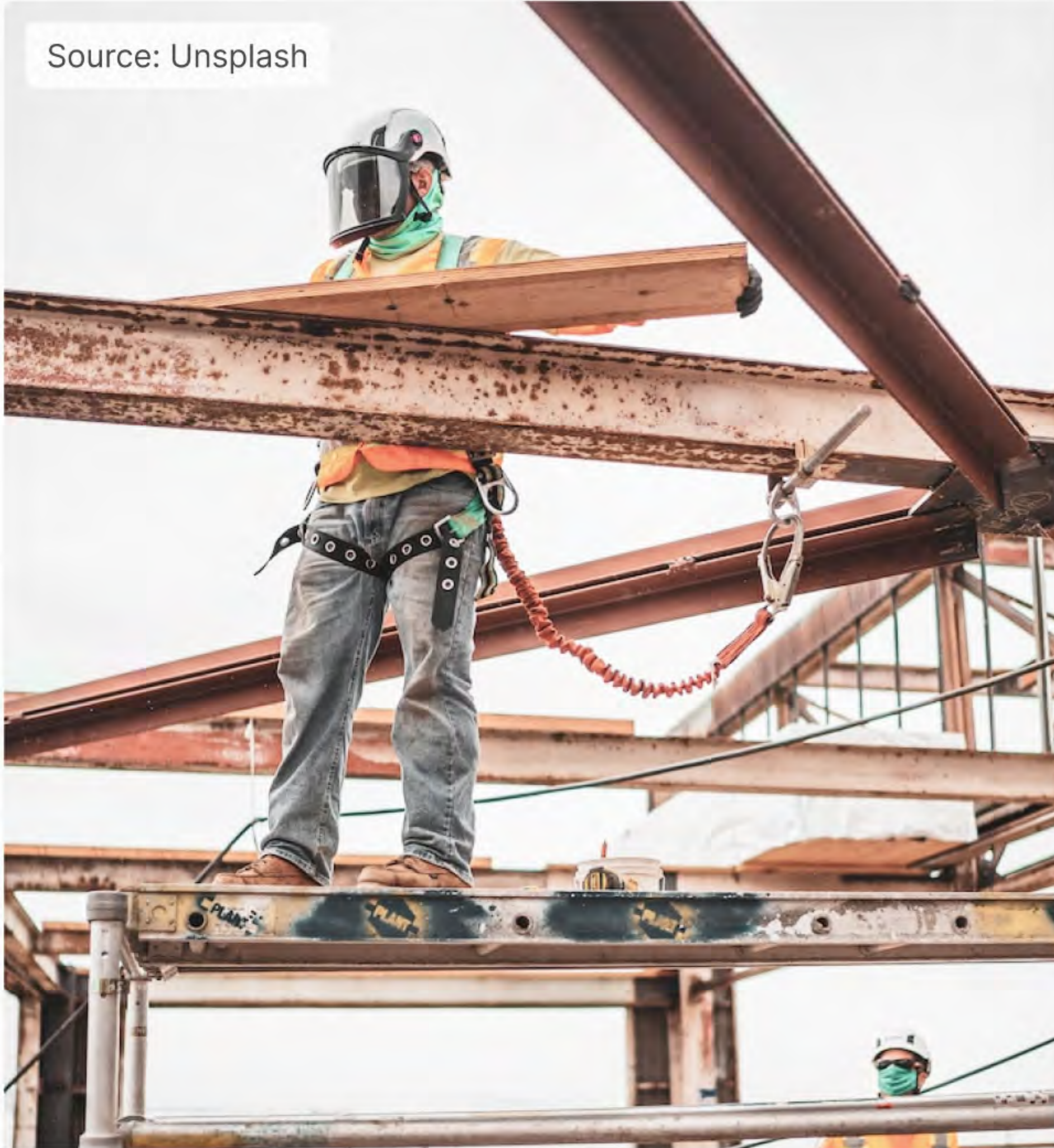
Users at work 

Different tasks

Various user roles

Do job with our products

Source: Unsplash



Users at work

- Limited access to users
- Customisation requirements
- Complex & various workflows
- Data heavy interfaces

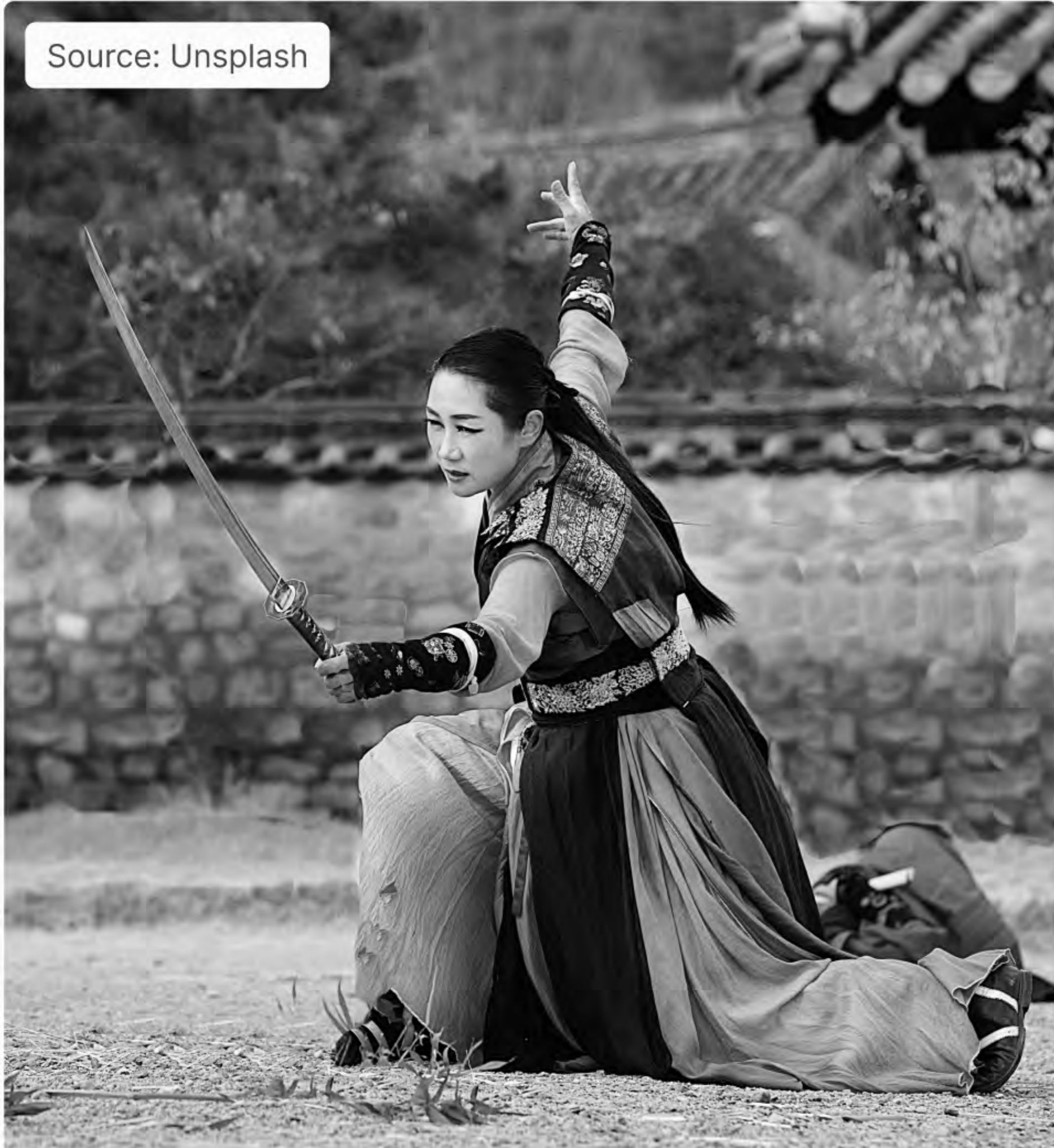


Organisations are living organisms

**Your
Organisation**



Source: Unsplash



UX Designer as a samurai

- You can be focused on craft
- Stakeholders respect UX
- Processes are defined



**Your
Organisation**



Source: Unsplash



No one knows a UX Designer

- You try to help in various areas
- You can be design team of one
- No one calls for you



Users



UX Designers



Product
Managers

Working in silos



Developers



Acquired
Startup

UX Designers

Source: Unsplash



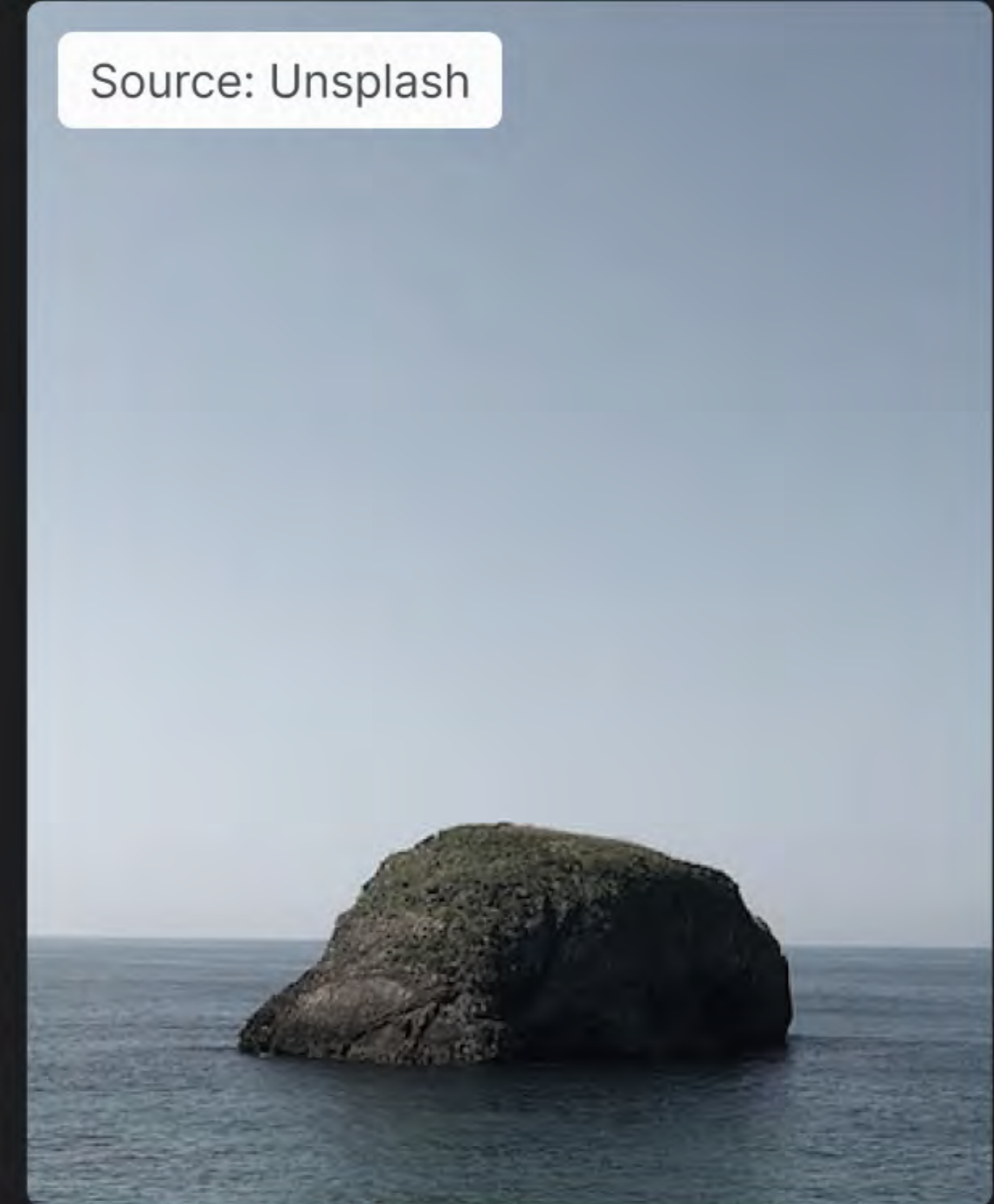
Stakeholders

Source: Unsplash



Users

Source: Unsplash



Source: Unsplash



Silos

- UX is forgotten
- Communication problems
- Lack of ownership

- National Norwegian

- Nordnorsk [no] (Northern Norway)

- Everyone speaks a different language**

- Bodø dialect [no] (Bodø)

- Brønnøy dialect (Brønnøy)

- Helgeland dialect [no] (Helgeland)

- *other dialects*

- Trøndersk (Trøndelag)

- Trondheim dialect (Trondheim)

- Fosen dialect [no] (Fosen)

- Härjedal dialect [sv] (Härjedal)

- Jämtland dialects (Jämtland)

- Meldal dialect (Meldal)

- Tydal dialect [no] (Tydal)

- *other dialects*

- Vestlandsk (Western and Southern Norway)

- West (*Vestlandet*)

- Vestlandsk (Western and Southern Norway)

- West (*Vestlandet*)

- Bergen dialect (Bergen)

- Haugesund dialect [no] (Haugesund)

- Jærsk dialect [no] (Jæren district)

- Karmøy dialect [no] (Karmøy)

- Nordmøre dialects [no] (Nordmøre)

- Kristiansund dialect [no]

- Sunndalsøra dialect [no] (Sunndalsøra)

- Romsdal dialect [no] (Romsdal)

- Sandnes dialect (Sandnes)

- Sogn dialect (Sogn district)

- Sunnmøre dialect [no] (Sunnmøre)

- Stavanger dialect (Stavanger)

- Strilar dialect [no] (Midhordland district)

- South (*Sørlandet*)

What does UX mean for stakeholders?

Everyone speaks their own UX dialect

UX Designer



Stakeholder



Common style

Design System

Visual Design

Solving problems

UI Design

UX can mean



User Journeys

UI Components

NPS score

Increasing revenue

A black and white photograph of a woman in traditional Chinese clothing, including a patterned jacket and a long skirt. She is holding a sword with both hands, one raised high and the other near the hilt. She is looking down and to the left. The background is a rocky, mountainous landscape.

Survival Guide for B2B environments

Source: Unsplash



Learn about biz & people

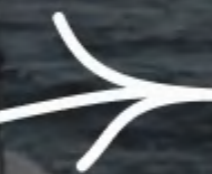
- Understand roles & needs
- Learn what UX means for others
- Build relationships with key people

Do your research

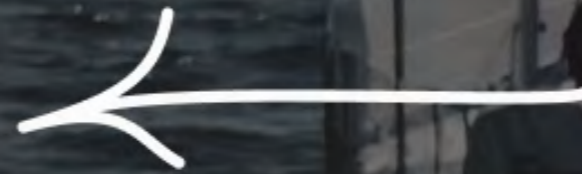
Boat designer



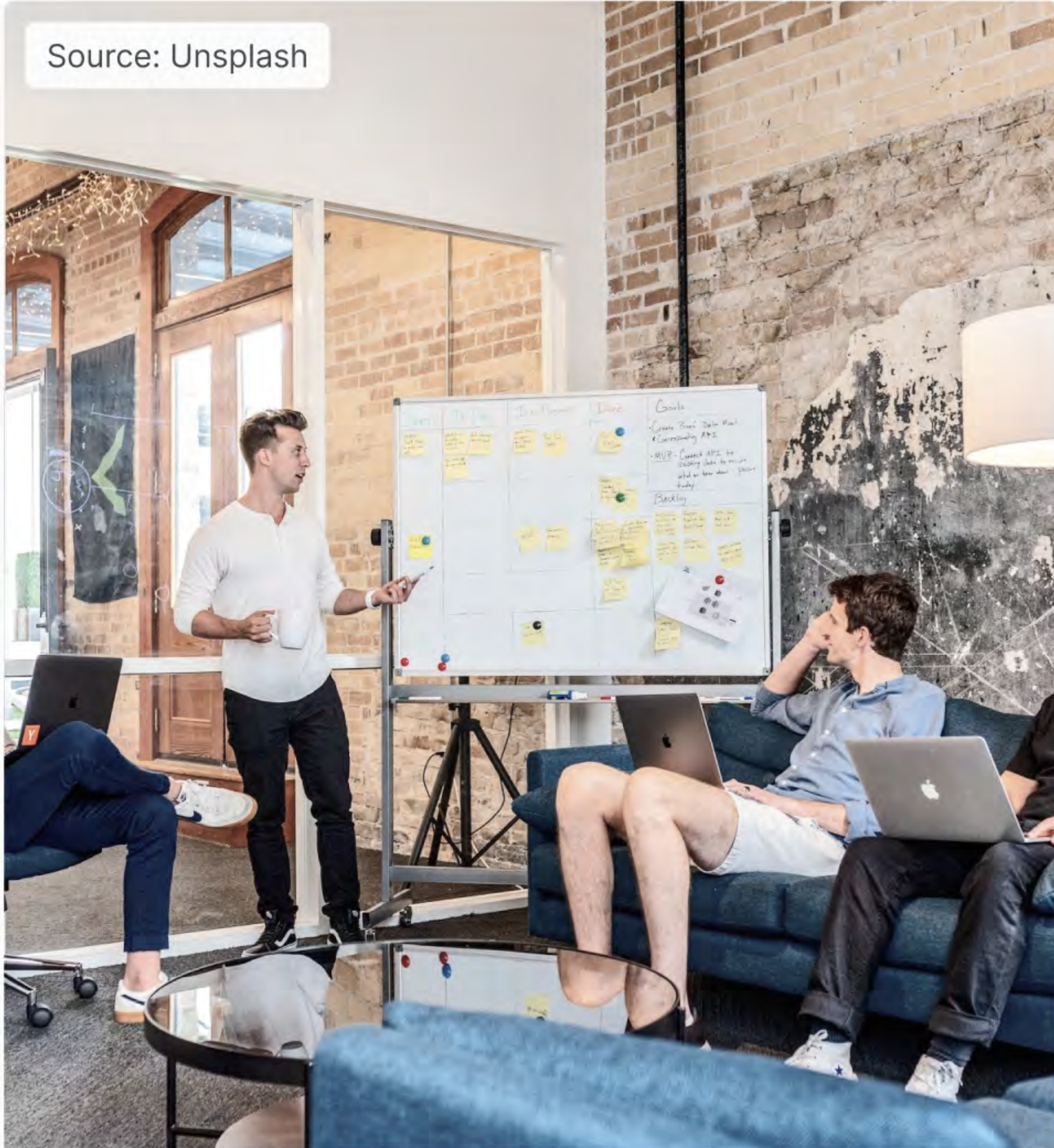
Skipper - the CEO
of the boat



Boat engineer

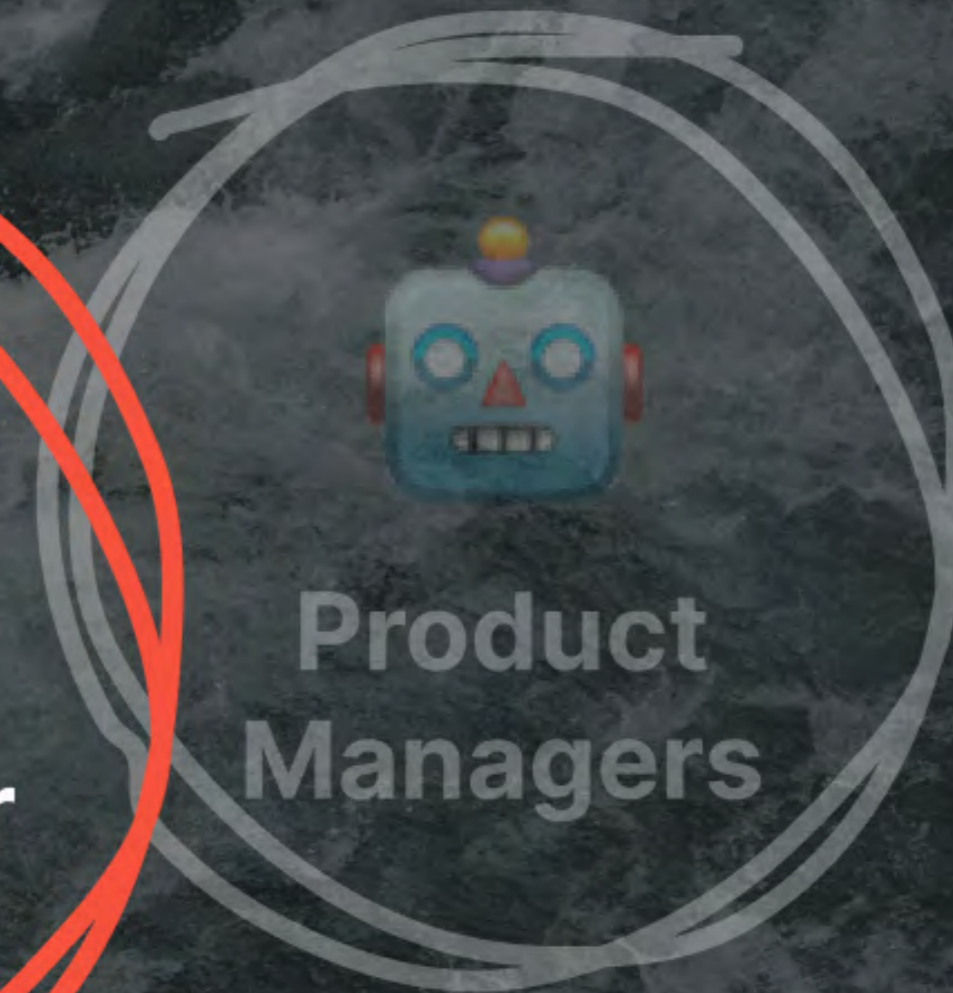


Source: Unsplash

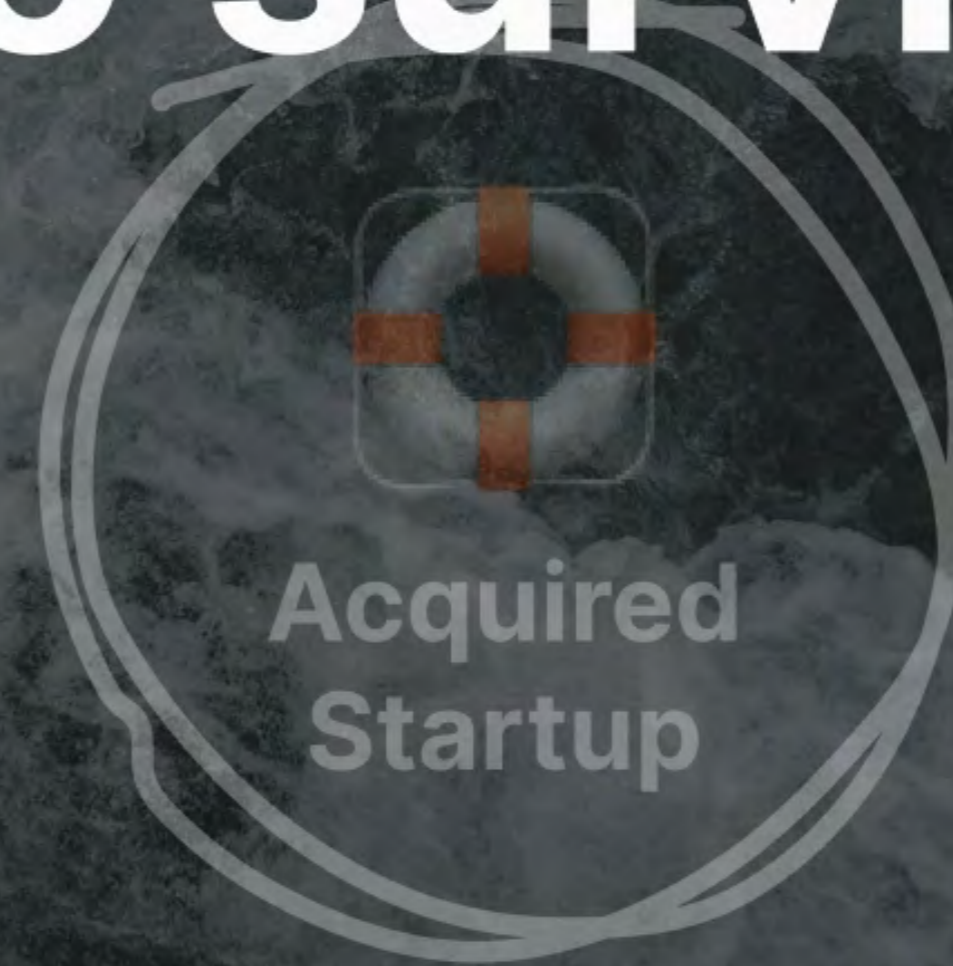
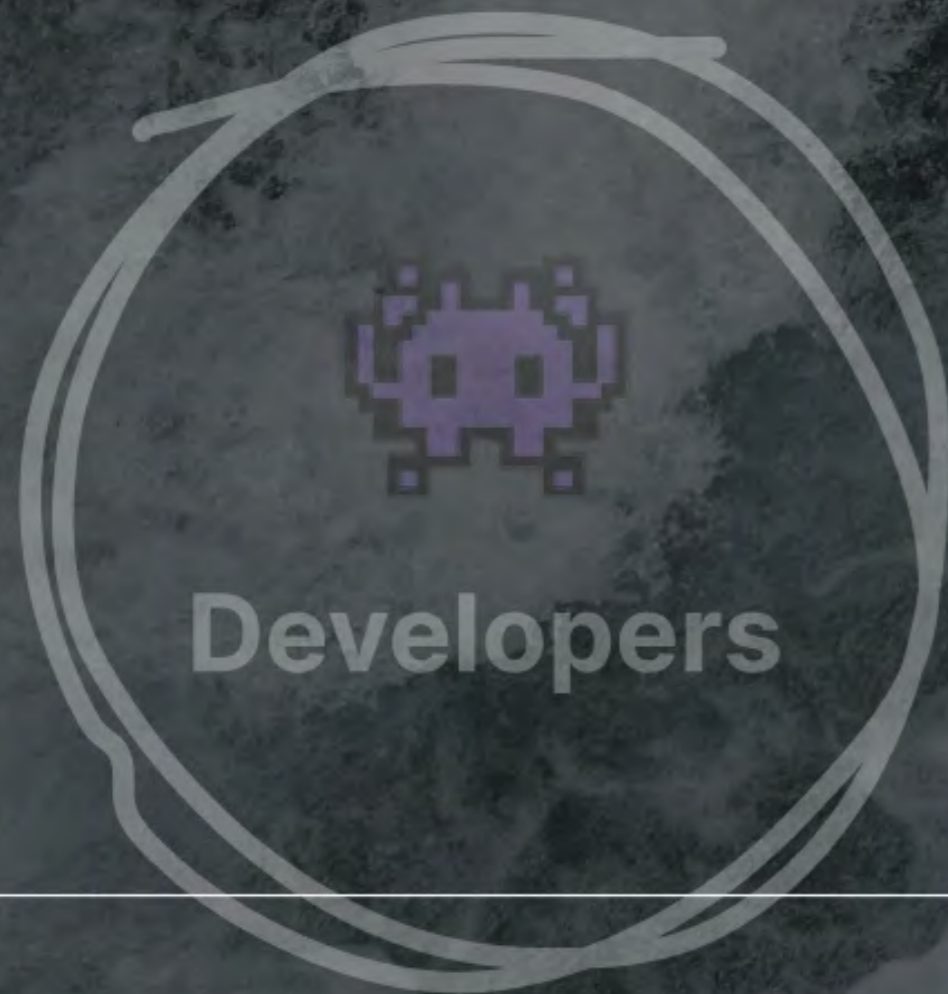


Act as a coach & facilitator

- Go out from your design silos
- Manage up and cross
- Be curious and ask prompting questions



Be proactive to survive



Source: Unsplash



Act as a business designer

- Understand business strategy
- Try to show design ROI
- Use analytical storytelling

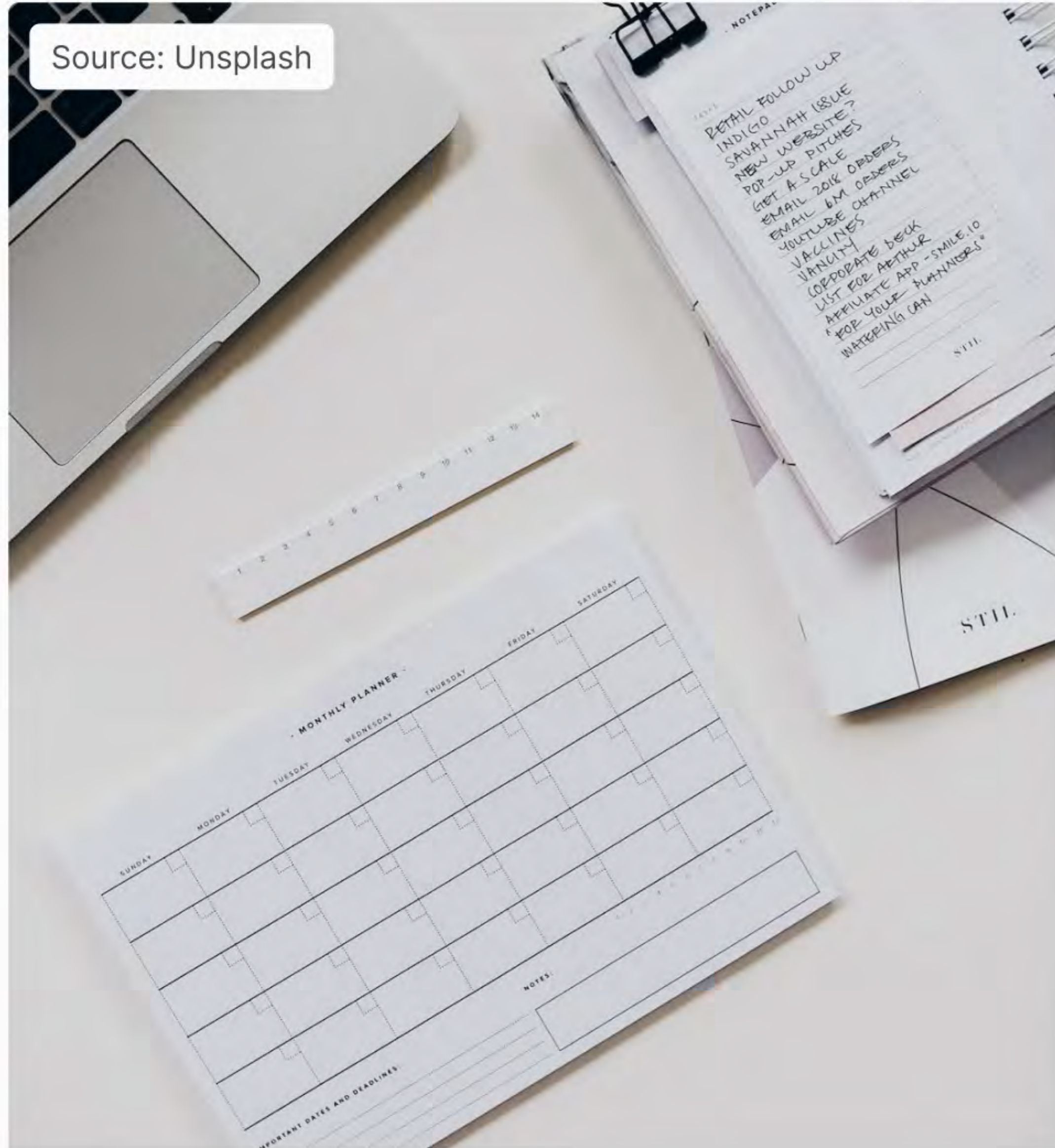
**What is our target audience?
Enterprise, SMBs?**

**How does our product
make money?**

Understand business

**How do we want to win?
Pricing, differentiation?**

Source: Unsplash



Prioritise wisely

- Acknowledge that you can't solve all problems
- Focus on areas where you can make an impact
- Small things in B2B can make a huge difference

~~Project Management~~



Small UX
improvement

Pick right problems to solve

~~Teaching UX~~

~~Product Strategy~~

**“We are all paid to solve problems.
Make sure to pick fun people to solve
problems with.”**

Daniel Coyle

Author of the book “The Culture Code”



**What challenges
do you want to solve?**



Thank you

✉ hello@anetakmiecik.com

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