Design Thinking

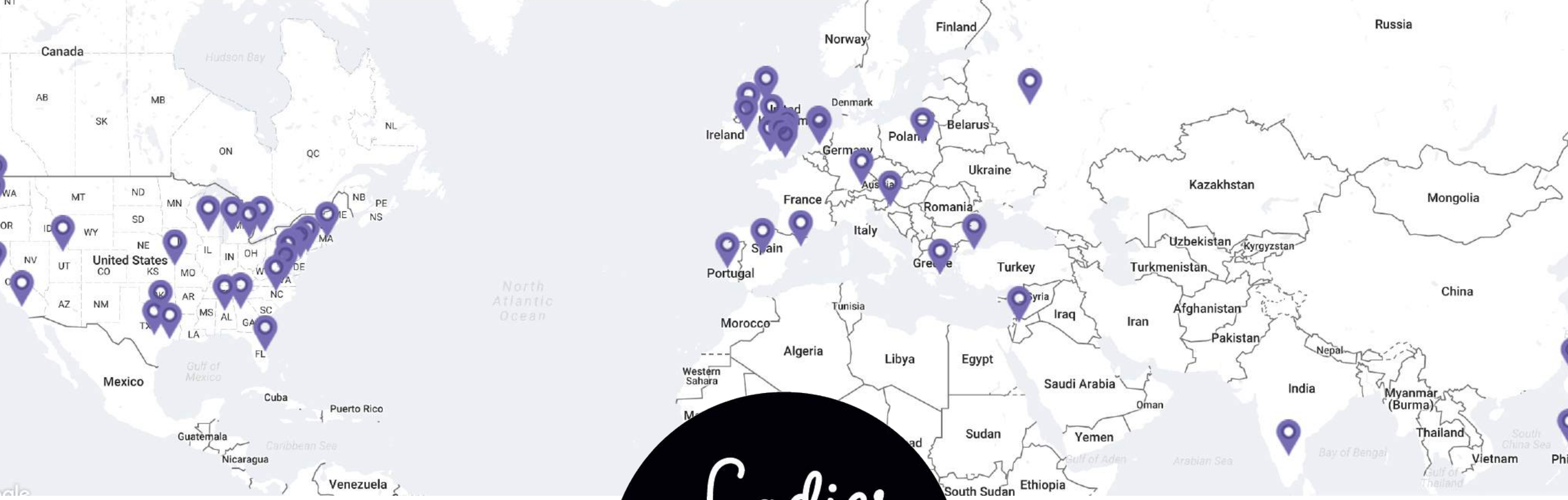
The secret sauce to growing our niche group to the largest women in tech community in The Netherlands

@jennyshen
#CodemoBLN
October 2017

Jenny Shen

toptal

Ladies that UX™



Ladies that UX™

A welcoming and collaborative community of women, that aim to push the boundaries and promote **women in UX**.

WINNER OF .NET GRASSROOTS EVENT OF THE YEAR 2015

LadiesThatUX-AMS
@LadiesThatUXAMS

Following

Calling all UX ladies in #Amsterdam! Let's support each other, push boundaries and promote women in #UX. Join at

Ladies that UX Amsterdam
Built with Typeform, the FREE online form builder that lets you create beautiful, mobile-friendly online forms, surveys & much more. Try it out now!
jennyshen.typeform.com

10:54 AM - 17 Jun 2015

5 Retweets **10** Likes

5 10

Tweet your reply

Pauline

Oct 8th

Jenny Shen 10:28 PM
Hi Pauline! I started a meetup group called Ladies that UX Amsterdam. Feel free to join if you're interested! :)
http://www.meetup.com/Ladies-that-UX-Amsterdam-Meetup/

Nadia Udalova

Jun 19th

Jenny Shen 10:37 PM
Sent from **Amsterdam UX**

Hi Nadia!

I'm reaching out because I see that you're a UX practitioner in Amsterdam. I'm setting up a local group called Ladies That UX here in Amsterdam. What we want to do is to encourage the UX and women in tech scene, and foster a cozy and positive environment for female UX practitioners. We're active in more than 20 cities around the globe. You can read more on: http://www.ladiesthatux.com/

So here I'd like to invite you to join us! If you accept, I can add you to the slack group if you fill this Typeform.
http://bit.ly/ladiesuxams

I'd also love it if you could follow us on Twitter at https://twitter.com/LadiesThatUXAMS, and invite your female UX friends to join us (by sending them the above link).

Thanks a lot and hope to see you around. :)

Anouschka Scholten

Jun 19th

Jenny Shen 10:38 PM
Sent from **Amsterdam UX**

Hi Anouschka!

I'm reaching out because I see that you're a UX practitioner in the Netherlands. I'm setting up a local group called Ladies That UX here in Amsterdam. What we want to do is to encourage the UX and women in tech scene, and foster a cozy and positive environment for female UX practitioners. We're active in more than 20 cities around the globe. You can read more on: http://www.ladiesthatux.com/

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com/LadiesThatUXAMS, and invite your
us (by sending them the above link).

Thanks a lot and hope to see you around

Caseysimone Cooper
Brand + Innovation Strategy

6/14/2015

Hi Caseysimone!

We met a while ago at a UX meetup in Amsterdam. I'm reaching out because I'm setting up a local group called Ladies That UX. What we want to do is to encourage the UX and women in tech scene, and foster a cozy and positive environment for female UX practitioners. We're active in more than 20 cities around the globe. You can read more on: http://www.ladiesthatux.com/

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Any ideas, suggestions or comments are very welcome!

Carol Liao
UX / UI Designer

So here I'd like to invite you to join us! If you accept
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I'd also love it if you could follow us on Twitter at
https://twitter.com/LadiesThatUXAMS, and invite
friends to join us (by sending them the above link).

Any ideas, suggestions or comments are very welcome!

Best,
Jenny

12:02 AM

6/21/2015

Cool thanks for the invite! I just signed up.

11:07 AM

@jennyshen

Ladies that UX Amsterdam Oct 2015

Ladies that UX Amsterdam today

Meets frequently

Invite | Tools | Manage

Our group | Meetups | Members | Photos | Discussions

What we're about

Public Group

Ladies that UX creates a space for women in UX and tech scene of all levels to engage and talk about their experiences, both positive and negative, and get the support and inspiration that they are looking for.

We run different get-togethers: sometimes with a speaker or a theme, sometimes we will just eat, drink, and see where the conversation goes. The one thing we can guarantee is that you won't feel pressured to present.

Read more

Members

See 1,389 members

Past Meetups

See Meetups

Schedule a Meetup

[Visual Thinking workshop] Draw to express complex ideas & convince stakeholders

Thursday, August 24, 2017
6:30 PM
Capgemini

@jennyshen

Meets frequently

Invite | Tools | Manage

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Thursday, August 24, 2017
6:30 PM
Capgemini

@jennyshen

1400
Members

30
New members pw

325
active members pm

4
co-organisers

11
volunteers

1+
city in NL

Challenges of organising a community

👥 Not growing; people stop joining; community stalls

🏆 Not able to standing out; competition with similar communities

💸 Not able to monetise or sustain the community

⏱️ Not having enough people/time to organise

Design Thinking

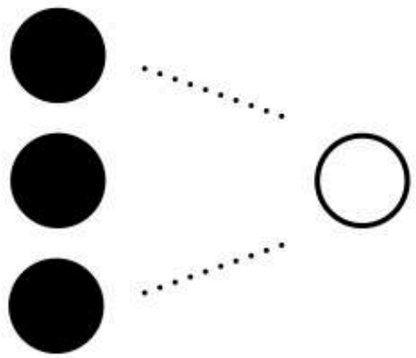
IS NOT just sticky notes

Design Thinking is a method of meeting humans' needs and desires in a technologically feasible and strategically viable way.

Tim Brown, CEO and president of IDEO

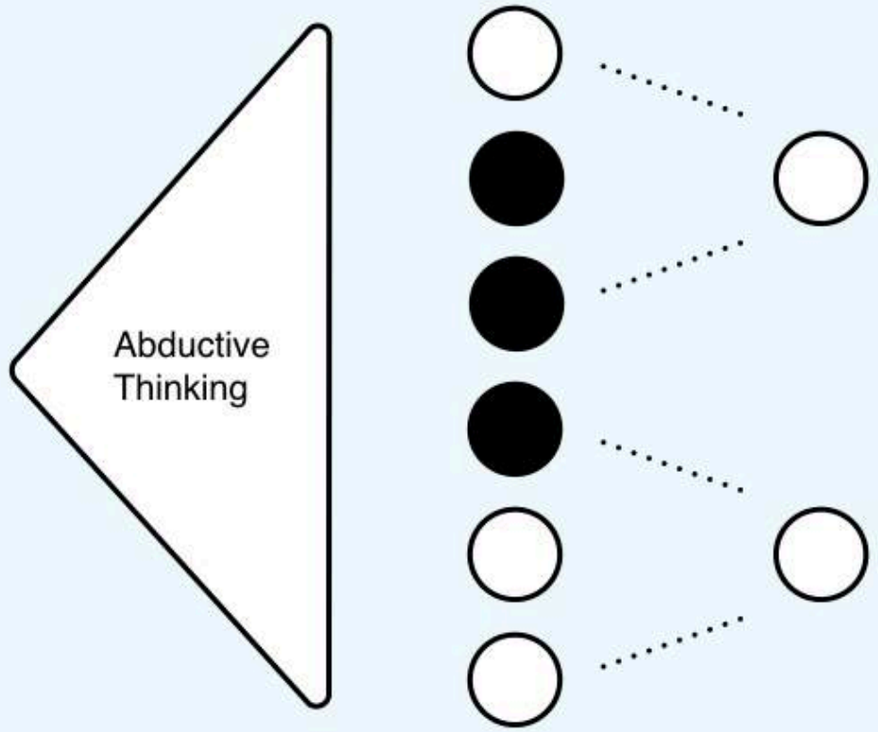
Business thinking

Problem Solution



Design Thinking

Understand Problem Solution



@jennyshen

> *Humans need to find a product delightful in order to develop a desire to purchase and to own it.*

Bert Brautigam, Writer at TheNextWeb

> *Humans need to find a community delightful in order to develop a desire to join, participate and contribute.*

APPLYING Design Thinking

#1

"What do users want?"

#betterthanpizza

How could we make sponsorship info appealing & easily digestible?

Why Sponsor Ladies that UX Amsterdam?

Sponsoring Ladies that UX gives your brand the chance to get in at the beginning of something very special and help a grassroots community grow.

We will work with you to determine how we can best promote your brand during the event. We want you to be able to truly connect with the attendees, so they get to know you and your company.

This is the per
that cares abo
it's going. If yo
diversity, inte
for you.

By partnering with us you show your support for women in tech, female speakers and most importantly UX practitioners learning and sharing.

Ladies that UX
and counting.
and your bran

Who Are We?

Ladies that UX Amsterdam has over **1100** members and we are growing by the day!

Why Ladies that UX?

Ladies that UX is an informal get-together of talented and intelligent women. The focus is not about networking or finding the next great job (although you may find one by speaking to some of the attendees). This isn't about showcasing your product. This is about building relationships, both professional and personal, with other women in the UX community and finding the support and encouragement you need over snacks and drinks.

Who will be here?

Potential job titles of attendees include:

- UX Designer
- Information Architect
- Interaction Designer
- UI Designer
- Head of UX
- Visual Designer
- Usability Analyst
- Director of UX
- Service Designer
- VP of Design
- Junior UX Designer
- UX Consultant
- Front-end Developer
- Design Student

Happy n

> Great initiative. Great people. Great talks. Just exactly what was missing in the industry! Thank you for what you are doing!

Olga

> Really love this meetup group with its open-mi
> and enthusiastic members and organizers! Eve
> meetup feels empowering and is a joy to visit, k
> up the good work!

Anous

> Always great and relevant topics with speakers from across the UX sector. This group is enthusiastic and very welcoming! Join us!

Carmen

> Very nice group of people, enthusiastic hosts and regularly interesting talks.

Maaike

@jennyshen

#2

Empathy for users

Target Users

I need to be a UX designer
to join LTUX meetups…

FAQ:

I'm a man, can I still join?

Yes, in our presentation meetups we welcome all genders. However, in events where there's a space limit, we make the events ladies only or have limited seats for men.

I don't work in UX, but interested to learn about UX, can I still join?

Yes of course! We welcome anyone with an interest in UX. You may be surprised to find that about half of our members do not have 'UX' in their job title, rather product owner, developer, marketing, business etc.

@jennyshen

#3

Ask your users

1 → Your UX level is... *

A Beginner

B Intermediate

C Senior

D Wizard

2 → You prefer our meetups in the UX level of... *

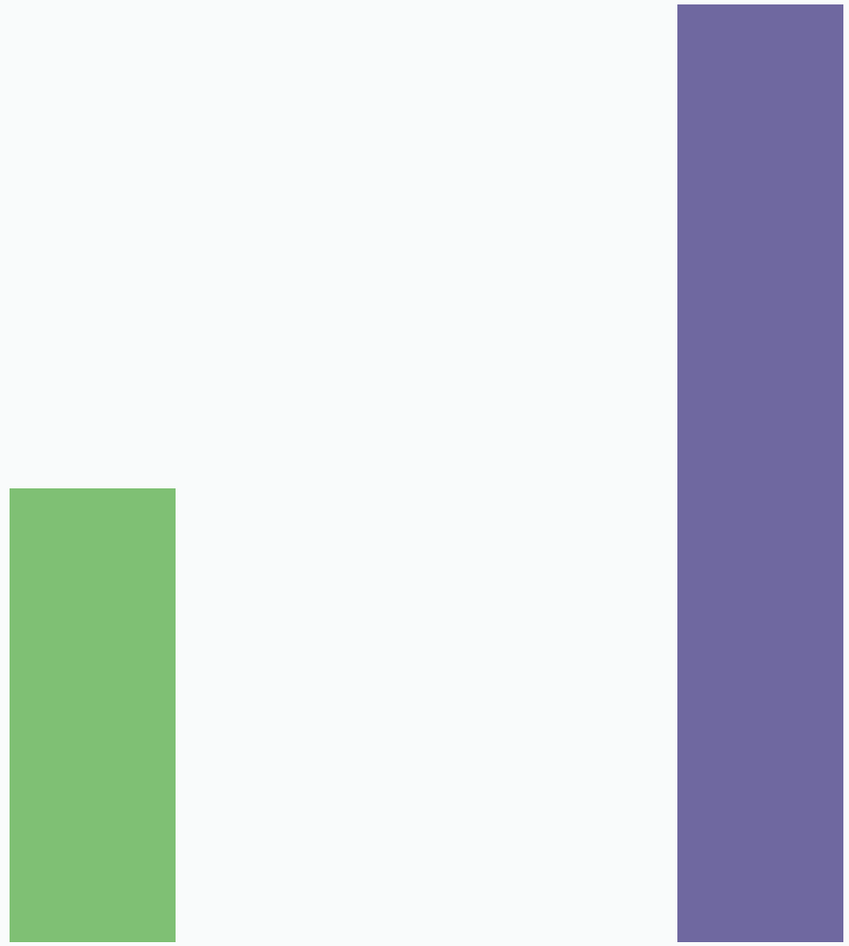
A Beginner

B Intermediate

C Senior

#4

Measure data



Wednesdays

Thursdays

#5

Know your USPs

friendly & welcoming

*It's such a **friendly** and open minded community. But it's not just that, the level of **kindness** in this Meetup group is as high as the complexity and professionalism of the subject they talk. —Ewa*

*Asides from valuable content, the event is always well-organised, the **atmosphere is always welcoming** and people are good. —Rachael*

***Very nice atmosphere**, **friendly** and well organized, these ladies know how to do it, super recommended. —Mirko*

Don't be afraid

to pick a niche

Don't be afraid

to be different

@jennyshen

#6

Teamwork

Vaiva *Roxanne* *Nadia* *Jenny*

Put yourselves

in users' shoes

@jennyshen

Danke!

Jenny Shen @jennyshen

jenny@jennyshen.com / amsterdam@ladiesthatux.com