

# Breakthrough and Stability-Investigation on the Current Situation of the User Experience Industry under the Impact of the Epidemic

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**Abstract:** In our country, the user experience industry is still in its infancy, and studying the status quo of the industry is particularly important for the future development of the industry. The scale of the user experience industry has not yet been quantified, and it is still in the stage of fuzzy estimation. It is impossible to accurately display the dynamics of the industry's economic development. When trying to support industrial policies, capital commitments, and external cooperation, there is a lack of support for internal data. Therefore, this article conducts research on the current situation of the user experience industry under the influence of the epidemic, and has a general understanding of the relevant theories of user experience on the basis of relevant literature materials, and then uses the questionnaire survey method to investigate the current situation of the user experience industry. The survey results show that Internet design accounts for the majority of recruited positions, accounting for 70%. Then, the salary trend of the user experience industry is showing a continuous growth trend. Practitioners still pay more attention to salary and benefits in choosing a job.

## 1. Introductions

The concept of user experience design is the "user-centered design" proposed in the 1990s [1-2]. From a macro level analysis, user experience is to create an effective product and service system that meets user needs [3-4]. From a micro-level analysis, user experience design is a complete and complex design, including services, product development, activities and other elements. Therefore, the user experience is maintained through interior design, product design, graphic design, architectural design, service strategy, etc[5-6]. In the process of designing user experience, researchers analyze user behaviors, methods and other factors from users' daily life to understand the needs, as well as the user's emotions and experiences in the process of using services and products, which need to be revealed, gain experience and innovate for design provide new ideas [7-8].

Regarding the research on the user experience industry, some researchers have proposed that the so-called user experience has many meanings. Generally, people understand it as the experience generated by the user in the process of using a certain product. This experience includes a series of subjective psychology such as senses, cognition, emotions, etc. In our country, the development process of the user experience industry is also an epoch-oriented process. With the penetration of Internet technology and the development of the digital economy, the distribution of companies in the user experience industry is stable, mainly Internet companies, and in the digital life and digital economy new technologies shows a growing trend [9]. Some researchers have also suggested that the epidemic has promoted the rapid development of the digital economy and created job demands for Internet companies. In recent years, user experience design has developed rapidly in the Internet field, and related studies have emerged one after another, and various Internet companies have begun to advertise the importance of user experience [10]. In summary, there are still relatively few research results on the user experience industry.

This article studies the current status of the user experience industry under the influence of the

epidemic, summarizes the types of user experience on the basis of relevant literature data, then analyzes the distribution of the user experience industry, and then investigates the current status of the user experience industry through a questionnaire survey, draw relevant conclusions through the survey results.

## **2. User Experience Research**

### **2.1 User Experience**

(1) Sensory experience: An audio-visual experience that emphasizes comfort and is presented to users. It is usually displayed in the form of color, sound, image, text content, website layout, etc [11].

(2) Interactive user experience: The interface provides a user experience in the process of using and communicating on the network, emphasizing interactive functions. Interactive experience is to experience through the processes of browsing, clicking, inputting, and outputting [12].

(3) Emotional user experience: Emphasize psychological perception and provide users with psychological experience. Allow users to recognize and express their inner feelings through the website. This shows that user experience is more effective, and emotional experience is the spread of word of mouth, which can form a high degree of emotional cognition effect.

### **2.2 User Experience Industry**

From the perspective of job distribution in the industry, jobs related to industry user experience cover almost all aspects of people's daily lives. For example: Interaction design, visual design and product placement are mainly for Internet companies (excluding digital entertainment); brand design is common in companies in the field of advertising and e-commerce; in emerging industries of the digital economy, such as artificial intelligence and e-commerce, Internet of Things, etc. Technology-growth jobs are also more common.

## **3. Research on the Status Quo of the User Experience Industry under the Influence of Circumstances**

### **3.1 Survey Object**

Phase 1: We interviewed 17 professionals/students/interns, including qualitative interviews, 8 university design teachers, 2 corporate design experts, 7 design students, and experts within 2 years of graduation.

Phase 2: In the survey, we participated in a quantitative survey. A total of 2586 students and 312 students participated in the user experience survey. Job positions include visual design, interaction design, user research, brand design, industrial design, project management, product, game design, creativity/design, brand/product operation, technology development, etc. Interviewees include Tencent, Alibaba, ByteDance, Baidu, Meituan, NetEase, Didi, Huawei, Ping An, JD, Suning.com, China Telecom, China Mobile, Ctrip, 58.com, Guangzhou Automobile, Xiaopeng Motors, More than 1,200 small and medium-sized enterprises such as Weilai, Gree, Midea, iFlytek, Ubisoft, and Chuangji Technology. The students interviewed came from more than 100 universities including Guangzhou Academy of Fine Arts, Guangdong University of Technology, Shenzhen University, Dongji University, Hunan University, Sichuan Academy of Fine Arts, Tsinghua University, Nanjing University of the Arts, Zhejiang.

Stage 3: Analyze big data of recruitment information. The data source is the major recruitment websites of China's top 500 companies and China's top 500 companies in September 2020 open recruitment data big data, a total of more than 260,000.

### **3.2 Questionnaire Distribution**

This questionnaire survey is an online questionnaire survey. The questionnaire distribution is mainly divided into two processes. The first phase is the issuance of the questionnaire, and the

second phase is the recovery of the questionnaire. Since the questionnaire is distributed online, it takes a long time to collect the questionnaire. It was set up for about 10 days.

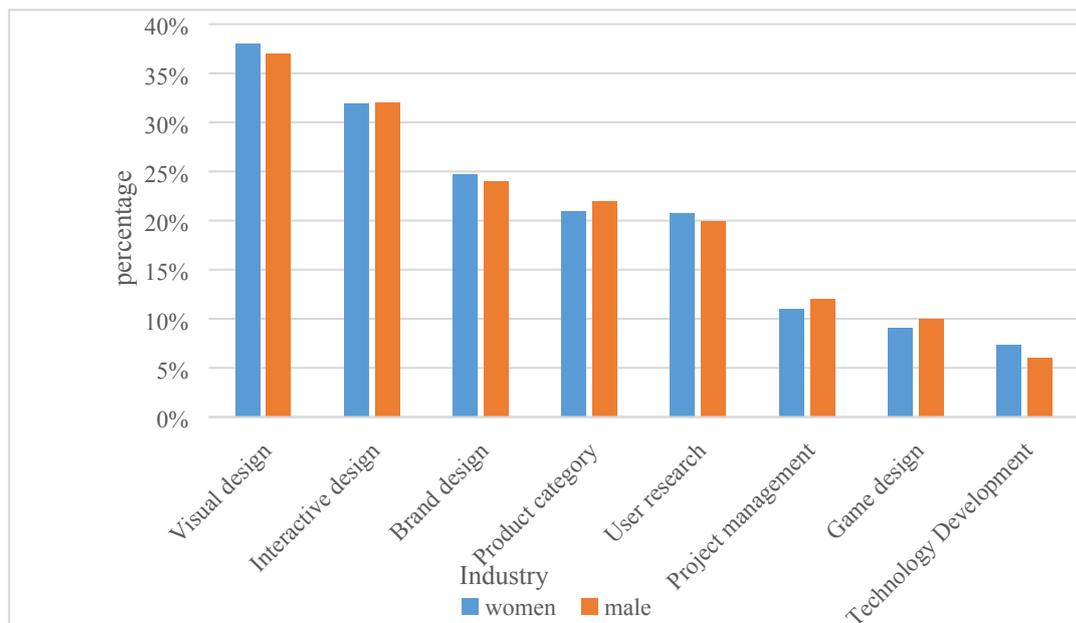
#### 4. Analysis of Survey Results

##### 4.1 Industry Job Composition and Characteristics

This paper analyzes the current status of the user experience industry through questionnaire surveys, and sorts out data on the composition and characteristics of industry positions. The relevant results are shown in Table 1:

**Table 1.** Industry job composition and characteristics

	Women	Male
Visual design	38%	37%
Interactive design	31.9%	32%
Brand design	24.7%	24%
Product category	21.0%	22%
User research	20.8%	20%
Project management	11.0%	12%
Game design	9.1%	10%
Technology Development	7.4%	6%



**Figure 1.** Industry job composition and characteristics

It can be seen from Figure 1 that among the design-related positions currently employed, Internet new design is the main focus, and the number of recruitments accounts for about 70% of the entire industry. "Visual Design" (38.0%), "Interaction Design" (31.9%), "Brand Design" (24.7%), "Product" (21.0%), "User Research" (20.8%), etc. Generally speaking, there is more design work and less technical development work. These data, to a certain extent, reflect the gradual penetration of user experience into people's daily lives. The increasing demand for multiple consumer experiences (users) has promoted the development of the user experience industry. "User experience" expands the job distribution of the industry, accelerates the continuous growth of the industry, and forms a complementary and virtuous circle promotion relationship between users and enterprises, professions and industries.

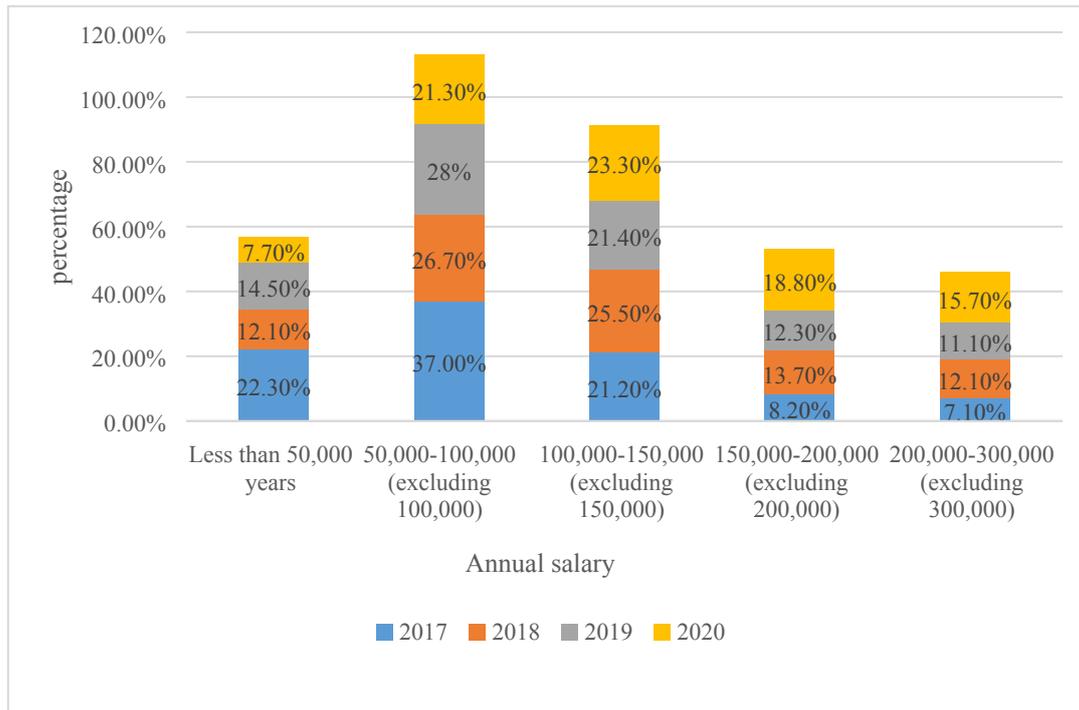
##### 4.2 Salary Distribution

This paper analyzes the current situation of the user experience industry through questionnaire

surveys, and sorts out the data about the current situation of practitioners' income in recent years. The relevant results are shown in Table 2:

**Table 2.** Salary distribution

	2017	2018	2019	2020
Less than 50,000 years	22.3%	12.1%	14.5%	7.7%
50,000-100,000 (excluding 100,000)	37.0%	26.7%	28%	21.3%
100,000-150,000 (excluding 150,000)	21.2%	25.5%	21.4%	23.3%
150,000-200,000 (excluding 200,000)	8.2%	13.7%	12.3%	18.8%
200,000-300,000 (excluding 300,000)	7.1%	12.1%	11.1%	15.7%



**Figure 2.** Salary distribution

It can be seen from Figure 2 that the wage trend in the user experience industry continues to grow, but the growth slows down. Professional income is mainly distributed between 50,000 to 200,000 per year. On the whole, wage income has continued to grow in recent years. The proportion of the population with an annual salary of 150,000 or more increased by 11.3% compared with 2019, and the growth rate of more than 10% is the lowest in 6 years. In addition, 40% of employees' salaries were the same as the previous year, 4.3% of employees' salary increases had a negative increase, and more and more SME experts have achieved negative growth in the field of creative advertising. This shows that the impact of the epidemic has had a significant impact on the user experience industry. In addition, the income gap between professionals is gradually widening. 45.7% of people with an annual salary of more than 500,000 have a salary increase of 10%. This is significantly higher than individuals with an annual salary of less than 500,000. On the contrary, it is a big difference for people with an annual salary of less than 50,000. The 10% wage growth rate is very small, most of which have not changed or are increasing but decreasing, forming a phenomenon of high wages and high wages, and low wages and low wages.

### 4.3 Practitioners' Future Career Trends

This paper analyzes the current situation of the user experience industry through questionnaire surveys, and collects data on factors affecting job selection. The relevant results are shown in Table 3:

**Table 3.** Practitioners' future career trends

	Women	Male
Salary and benefits	52%	53%
Career development space	44%	45%
Have excellent or experienced superiors	39%	38%
Company/Project Prospect	36%	38%

It can be seen from Table 3 that salary and benefits are still the most important factor for practitioners to change jobs. Practitioners who are willing to change jobs, when choosing the next job, the most important "salary and benefits" accounted for 53.0% of the respondents, followed by factors related to career development, such as "career development space" (44.5%), "good or experienced superiors" (38%), "company/project prospects" (39%).

#### 4.4 Talent Countermeasures that Enterprises Should Adopt

##### (1) Seek "breakthrough" with practitioners

1) Refinement of job functions. By analyzing the phenomenon of the high average education level of practitioners and the diversification of educational backgrounds, it can be seen that under the catalysis of the epidemic, the market has gradually differentiated and the user experience industry has accelerated development, making its positions gradually refined, and the functions of each position are practitioners' requirements for professional abilities have increased significantly, and they need to have more dimensional and diversified comprehensive capabilities.

In order to better adapt to market development and meet the needs of users, when setting up positions and arranging employees, companies should not only consider making the best use of their talents, giving full play to the characteristics of each employee, employing their strengths and avoiding their weaknesses; it is necessary to clarify the functions of each post, so that the relevant posts and their functions are required to be strengthened, and not to be added, instead of blindly reducing and controlling the cost of human resources. In addition, companies should also take into account employee training and focus on the improvement of employee capabilities to improve work efficiency, and ultimately achieve a qualitative leap, so that the company and employees can achieve a two-way value and win-win situation.

2) Scientific planning to open up project prospects. During the survey and interview, many practitioners said that they were vague about their job responsibilities and goals, but they were merely duplicating mechanically and could not find a direction. It can be seen that "company prospects" and "career development space" greatly influence the choices of practitioners. The first measure that companies should take is to improve the internal user experience functions and management system, establish an independent work department, and develop into a corporate strategy. Among them, the organization of management is particularly important. Career selection factors dominated by "excellent or experienced superiors" account for a considerable proportion and are on the rise. Therefore, the formation of an excellent leadership team is the first step in corporate human resource planning.

Secondly, we must formulate a clear and inspiring company vision. This vision must be based on reality, not a pie in the sky. When people have needs and see goals that can be met, they will become a positive internal drive. So as to promote the achievement of goals. Specific practices require companies to form a good internal communication mechanism so that employees' true ideas and expectations can be expressed and communicated. A timely grasp of this information will help the effectiveness of departmental and even corporate management and the formulation of reasonable strategic plans. In the new direction, we will seek new breakthroughs to "get to the next level".

##### (2) "Seek stability" side by side with practitioners

1) Focus on building its own platform. In the Internet era, brand competition is the competition of enterprises and is the core of enterprises. Therefore, achieving brand differentiation is the ultimate priority of enterprises. At present, our country's technology has developed to a certain level, and the simple stacking of product functions can no longer make a big difference. Enterprises

should timely transfer their strategic goals to user experience research, explore new connections between products and users, and establish a good brand image. Improve brand recognition, create brand differentiation, and enhance corporate competitiveness. While striving to become the favored object of the practitioners, at the same time, we will ensure our steady and upward development.

2) Positive incentives meet practical guarantees. Incentives refer to companies applying some material stimuli, sometimes including mental stimuli, to stimulate employees' motivation to work, and make employees more confident and hopeful to move toward the goals the company wants. The survey shows that salary and benefits are the most important factor for practitioners. Especially in the economic recession after the epidemic, companies should strengthen employee confidence and ensure employees' wage levels without reducing wages, not for the best temporary benefits, sacrifice the interests of employees.

According to Maslow's hierarchy of needs theory, people have requirements for safety (including requirements for stability, order, etc), as well as the need to be respected. According to the survey, different years of employment affect the trend of job selection. Practitioners within 1 year of employment pay more attention to career development, that is, the need for safety; practitioners within 3 to 5 years pay more attention to work support, such as "the degree of importance and the right to speak", that is the need for respect. Therefore, companies should effectively formulate a scientific and sound promotion mechanism to meet the needs of practitioners at different stages.

## 5. Conclusions

The research of this paper is mainly based on the practitioner's perspective to see the current configuration of the user experience industry, and then based on this, make a reasonable talent plan from the perspective of the enterprise. The survey found that our country's current human resource management in the user experience industry is still lacking, the talent policy has not yet established a mature system, and even many companies do not yet have an independent user experience department, which has led to a decline in the satisfaction of practitioners and industry confidence, which has seriously affected the industry. The development of the industry, the increasingly important user experience development needs and insufficient industry human resources are in stark contradiction. In the face of the severe blow of the epidemic, the consumption transformation after the epidemic, and the shift in career choices of practitioners in the user experience industry, how companies should seek new breakthroughs while maintaining stability is the main problem that this article wants to analyze and solve based on the research report data.

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