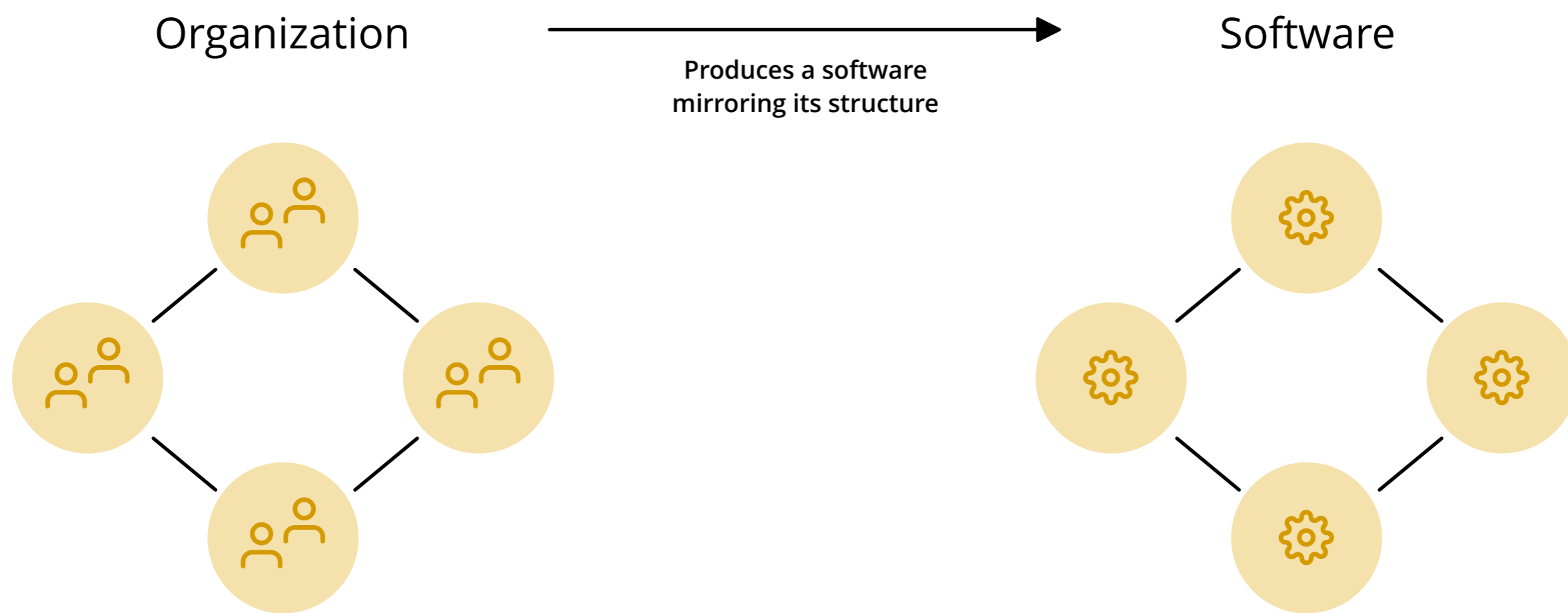


Organizations tend to produce designs which are copies of the communication structures of these organizations.



How does it apply to User Experience?

Organizations often produce web sites with a content and structure which mirrors the internal concerns of the organization rather than the needs of the users of the site.

Simple example

User-centric form

Contact Us

Name

E-mail

Message

submit

Organization-centric form

Contact Us

First Name Last Name

E-mail Phone

Address

ZIP Country

Message

Terms and conditions

Agree with terms and conditions
 Receive news

submit