

# CSS Nite in Ginza, Vol. 38

海外IA最新レポート：

これからのIAが担っていく役割

2009-08-20

hasegawa atsushi - concent, inc.

twitter: #cssnite

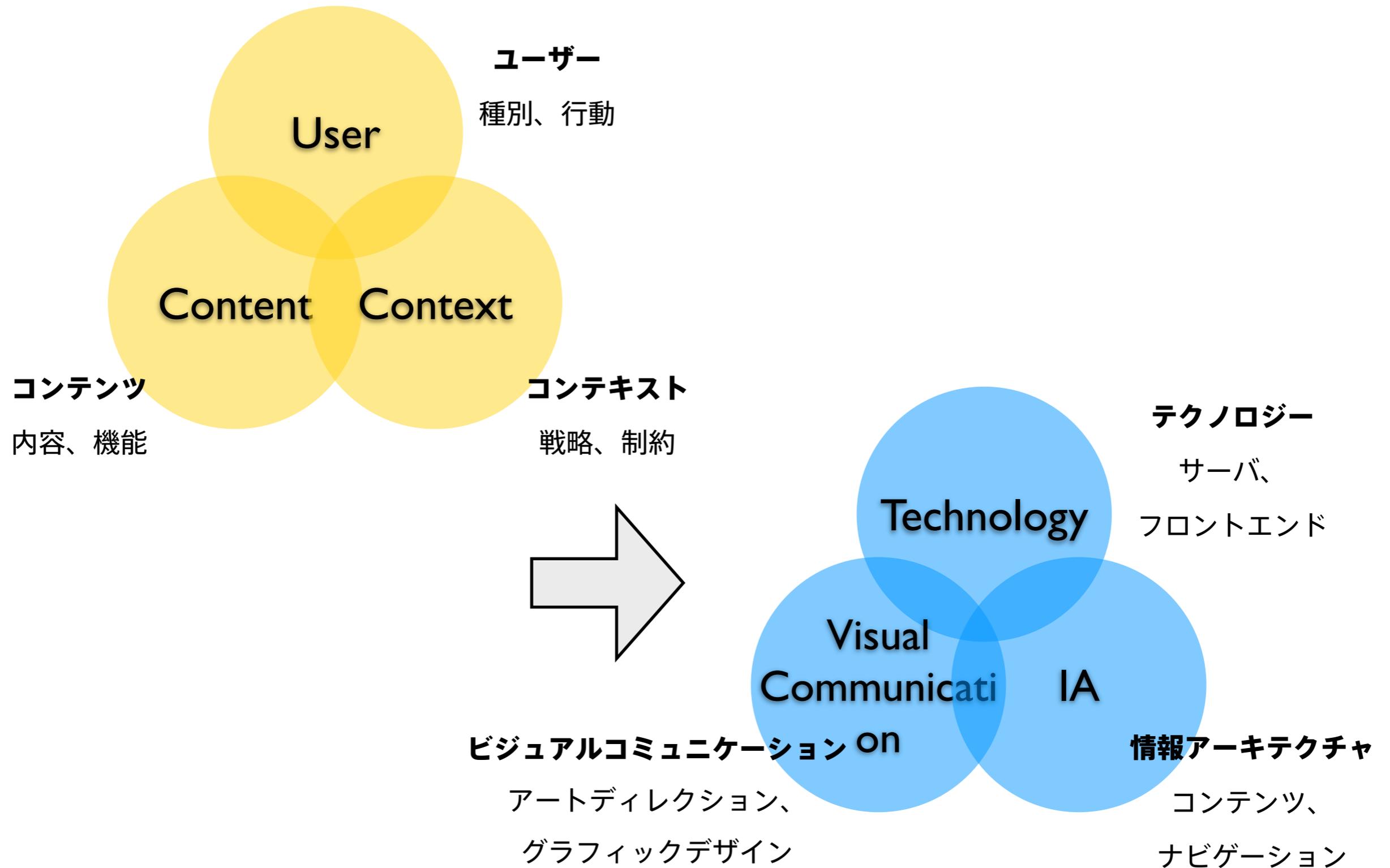
# 本日の流れ

- IA Summitとは
- 企業情報アーキテクチャ (Enterprise IA)
- 納品物フォーマットのトレンド
- Webエコシステム
- IAからUXへ

# hello

- 1973年 山形県生まれ
- インフォメーションアーキテクト
- 素粒子物理学→認知科学→IA
- 2002年コンセント設立、現在に至る
- IA Association Japan (IAAJ) 主宰、  
人間中心設計推進機構 理事、IA Institute、ACM SIGCHI会員

# concent, inc.



# IA Summit

- 年に一回北米で開催される、情報アーキテクチャに関する国際会議
- 世界中からIA、IxD、UXに関わる人々が集合（～500人）  
日本からは08年は2人、09年は4名
- ここからIA Institute（旧AIfIA）が発足
- インハウス：エージェンシー＝50：50  
ビギナーからベテランまで

# IA Summit

- 2日間：チュートリアル（終日／半日）×8本
- 3日間：セッション（45分）×6本×3ライン×3日
- **プロセス・手法**：モバイル、アジャイル、EIAの実践、ナビゲーションの種類、WFのフォーマット、シナリオ／ストーリーブック
- **新しい理論**：ペースレイヤリング、フォークソノミー
- **ケース**：ファセット分類の適用例、ディズニーランド、Amazon
- **コミュニティ**：IAとUX、IAの今後

# 最近のトレンドトピック

- IAとUX : Big IAとLittle IA、UX
- EIA : フェーズドアプローチ、ROI、ブランド、導入手法
- チーム、教育、コミュニティ
- Webエコシステム/LPO/ネット全体のIA
- 納品物フォーマット

# Schedule

Friday, March 20

Friday, March 20				
	Grand Salon A	Grand Salon B	Continental Ballroom	Venetian
8:30 AM	KEYNOTE: Michael Wesch (Continental Ballroom)			
10:00 AM	Morning Tea (Grand Salon D&E North Foyer)			
10:30 AM	<a href="#">You are (Mostly) Here: Digital Space and The Context Problem</a> - Andrew Hinton	<a href="#">Designing for, with &amp; around Advertising</a> - Karen McGrane	<a href="#">Portable Research: Observing Users on the Go</a> - Nate Bolt	
11:15 AM	Break			
11:30 AM	<a href="#">Creating Magic Kingdoms: User Experience lessons from Disney's Imagineers</a> - Michael Atherton	<a href="#">A Fundamental Disruption: Moving Information Architecture into the Hands of Individual Consumers</a> - Peter Sweeney and Robert Barlow-Busch	<a href="#">ROI: Speaking the Language of Business</a> - Eric Reiss	Let's Talk IA & Government! - Adelle Frank (an informal discussion)
12:15 PM	Lunch (Tennessee Exhibit Hall)			
1:45 PM	<a href="#">The Semantic Web: What IAs Need To Know About Web 3.0</a> - Chiara Fox	<a href="#">Designing Rules: The Engine of User Experience</a> - Daniel Brown	<a href="#">A Real Nowhere Man: Managing Remote Teams Remotely</a> - Joe Sokohl	<a href="#">How Do You Describe a Role? A Hands-on Working Session for Writing UX Job Descriptions</a> - Margaret Hanley and Lisa Colvin
2:30 PM	Break			
2:45 PM	<a href="#">Experience Themes: An Element of Story Applied to Design</a> - Cindy Chastain	<a href="#">Design Games for IA</a> - Donna Spencer	<a href="#">Site Redesign: When hell freezes over use a blowtorch</a> - Melissa Matross	Cure for Kids & Oncopedia — Our Experience - Dorothy May
3:30 PM	Afternoon Tea (Grand Salon D&E North Foyer)			
4:00 PM	<a href="#">IA Spy School</a> - Joe Dyer	<a href="#">Evolve or Die</a> - Christina Wodtke, Gene Smith, Russ Unger and Joshua Porter [PANEL]	<a href="#">Motivating Teams</a> - Dorelle Rabinowitz	
4:45 PM	Break			
5:00 PM	<a href="#">The Adoption of Web Standards into Web Design and Development: A Report on a Large Survey</a> - Dave Robins/Sanda Katila	<a href="#">Evolve or Die</a> [PANEL]	<a href="#">Using Enterprise IA to Support Business Strategy: Driving Revenue and Brand Health with Better Information Management</a> - Gary Carlson & Samantha Starmer	
5:45 PM	Posters & Reception (Tennessee Exhibit Hall)			UXNet Leaders Meeting

# Saturday, March 21

Saturday, March 21				
	Grand Salon A	Grand Salon B	Continental Ballroom	Venetian
9:15 AM	<a href="#">Is Interaction Necessary?</a> - Karl Fast	<a href="#">Personas and politics: The discursive construction of the User in IA</a> - Adrienne Massanari	<a href="#">When appeasement is not enough - or how to work within "Government time"</a> - Naomi Norman and Rajen Yadav	IA Practice and Research - Peter Morville
10:00 AM	<b>Morning Tea (Grand Salon D&amp;E North Foyer)</b>			
10:30 AM	<a href="#">Discovering &amp; Mining the Everyday</a> - Richard Ziade	<a href="#">Integrating Effective Prototyping into Your Design Process</a> - Fred Beecher	<a href="#">Strategies for Enabling UX to play a More Strategic Role</a> - Richard Anderson, Craig Peters [WORKING SESSION]	Taxonomy Validation - Dave Cooksey
11:15 AM	<b>Break</b>			
11:30 AM	<a href="#">Be Unique, Wear a Uniform, or Both? Unify Your Deliverables!</a> - Nathan Curtis	<a href="#">User Interfaces with MetaSearch Capabilities</a> - Dick Horst, Dana Douglas and Cory Lebson	<a href="#">Strategies for Enabling UX to play a More Strategic Role</a> - Richard Anderson, Craig Peters [WORKING SESSION]	Reserved for Consortium Presentation
12:15 PM	<b>Lunch (Tennessee Exhibit Hall)</b>			
1:45 PM	<a href="#">Usable, INFLUENTIAL Content: We Can Have It All</a> - Colleen Jones	<a href="#">Revealing Design Treasures from The Amazon</a> - Jared Spool	<a href="#">Turning HiPPOs into Allies</a> - Samantha Starmer	
2:30 PM	<b>Break</b>			
2:45 PM	<a href="#">Selling IA: Heuristic Evaluation for the Pitch Process</a> - Russ Unger	<a href="#">The Facets of Faceting: Models, Semantics and Representation</a> - Kristoffer Dyrkorn and Helle Hoem	<a href="#">Business Centered Design</a> - Christina Wodtke	
3:30 PM	<b>Afternoon Tea (Grand Salon D&amp;E North Foyer)</b>			
4:00 PM	<a href="#">Time to Spit on the Table: Being Functionally Appropriate Using Culturally Inappropriate Tactics</a> - Dan Willis	<a href="#">Darwin Does Design: Measuring and Optimizing the User Experience</a> - Aaron Louie	<a href="#">You're Not Doing It Right</a> - Melissa Matross, Tim Richards, Chris Chandler, Michael Kopcsak [PANEL]	<a href="#">A House Divided Against Itself Cannot Stand: Why Big IAs and Little IAs Will Prevent Us From Holding the 20th Annual Summit</a> - Eric Reiss
4:45 PM	<b>Break</b>			
5:00 PM	<a href="#">IA for the Rest of the World</a> - Miles Rochford *Room Exception: Hernando Desoto Room		<a href="#">You're Not Doing It Right</a> - Melissa Matross, Tim Richards, Chris Chandler, Michael Kopcsak [PANEL]	<a href="#">Designing Social Interfaces: Principles, Best Practices and Patterns for Designing the Social Web</a> - Erin Malone and Christian Crumlish

## Sunday, March 22

Sunday, March 22				
	Grand Salon A	Grand Salon B	Continental Ballroom	Venetian
8:30 AM	<a href="#">Gaming the Design: Using game design techniques</a> - Dominic La Cava and Kellie Rae Carter	<a href="#">Making the Case for Social Networking Communities</a> - Olga Howard	<a href="#">Leading With Insight</a> - Matthew Milan	UX Book Salon with Lou Rosenfeld
9:15 AM	<b>Break</b>			
9:30 AM	<a href="#">Redesigning a Global Site with Remote Research</a> - Chris Farnum [Case Study]	<a href="#">Ubiquitous Information Architecture: Designing for change and for Web 3.0</a> - Chris Thorne	<a href="#">Lessons from the Slime Mold</a> - Kate Rutter	IA Summit 2010: What do YOU want?
10:15 AM	<b>Morning Tea (Grand Salon D&amp;E North Foyer)</b>			
10:45 AM	<a href="#">Art &amp; Science of Seductive Interactions</a> - Stephen Anderson	<a href="#">Innovation Parkour</a> - Matthew Milan and Michael Dila	<a href="#">The Courage to Quit: Starting, Growing and Maintaining Your Own UX Business</a> - Sarah Rice, Whitney Hess, Jenn Anderson and Christopher Fahey [panel]	IA For the Rest of the World - Miles Rochford
11:30 AM	<b>Break</b>			
11:45 AM	<a href="#">UX Health Check</a> - Livia Labate, Austin Govella*	<a href="#">Are Human Beings Becoming Dumb Terminals?</a> - Christine Boese	<a href="#">The Courage to Quit</a> [panel]	<a href="#">Professional IA/UX Organizations - How to start and run a successful local group or chapter</a> - Kyle Soucy and Nasir Barday
12:30 PM	<b>Lunch (Tennessee Exhibit Hall)</b>			
2:00 PM	<a href="#">An Internet Watered Down (How We Can Save the Mobile Web)</a> - John Pettengill	<a href="#">Agile for the rest of us</a> - Anders Ramsay	<a href="#">Evangelizing Yourself: You can't change the world if no one knows your name</a> - Whitney Hess	Everything You Know about Web Design is Wrong: The Discussion - Dan Willis
2:45 PM	<b>Afternoon Tea (Grand Salon D&amp;E North Foyer)</b>			
3:00 PM	CLOSING PLENARY: Jesse James Garrett (Continental Ballroom)			
4:00 PM	<b>5-minute madness - Various (Continental Ballroom)</b>			

THURSDAY, March 19

**1/2 Day AM Seminars (8:30 am - 12:30 pm)**

**Prototyping Rich Interactivity in Axure**

Lori Baker, Fred Beecher

**Modeling Concepts: New Techniques for IA in a Web 2.0 World**

Dan Brown

**1/2 Day PM Seminars (2:00 pm - 6:00 pm)**

**Website Navigation Design: Optimizing the User Experience of Your Website**

James Kalbach

**Skills for Senior IAs: Mastering Difficult Conversations with Clients and Colleagues**

Dan Brown, Chris Detzi

**All Day Seminars (9:00 am - 5:00 pm)**

**Putting Mental Models Into Practice: IA & Gap Analysis**

Indi Young

**Sketchboards and Prototyping: Methods for Rapid Iterative Design**

Todd Zaki Warfel, Leah Buley

**Components! Modular Approaches for User Experience Design & Documentation**

Nathan Curtis

**The Architecture of Social Websites**

Christina Wodtke, Bryce Glass, Christian Crumlish, Joshua Porter

WEDNESDAY, March 18

1/2 Day AM Seminars (8:30 am - 12:30 pm)

Information Archeology

Lorelei Brown, Hallie Wilfert

1/2 Day PM Seminars (2:00 pm - 6:00 pm)

Information Architecture 3.0

Peter Morville

Designing Visually Explicit Information

Stephen Anderson, Travis Isaacs

All Day Seminars (9:00 am - 5:00 pm)

Information Architecture: Theory and Practice

Donna Spencer

Design Patterns: From Interaction to Design to Build

Erin Malone, Christian Crumlish, Lucas Pettinati

Beyond Findability: Reframing IA Practice & Strategy for Turbulent Times

Andrew Hinton, Livia Labate, Matt Milan, Joe Lamantia





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nine

nt.net

atDUX







FIND/BROWSE

COLLABORATE

TS

Design "Feedback for the Internet"

Handwritten notes and diagrams on a piece of paper, including a list of points and a small flowchart.

A hand-drawn diagram or flowchart on a piece of paper, showing a sequence of steps or components.

A hand-drawn diagram or flowchart on a piece of paper, showing a sequence of steps or components.

Activity 4

Hand-drawn diagram or flowchart on a piece of paper, with handwritten text and arrows.

Hand-drawn diagram or flowchart on a piece of paper, showing a sequence of steps or components.

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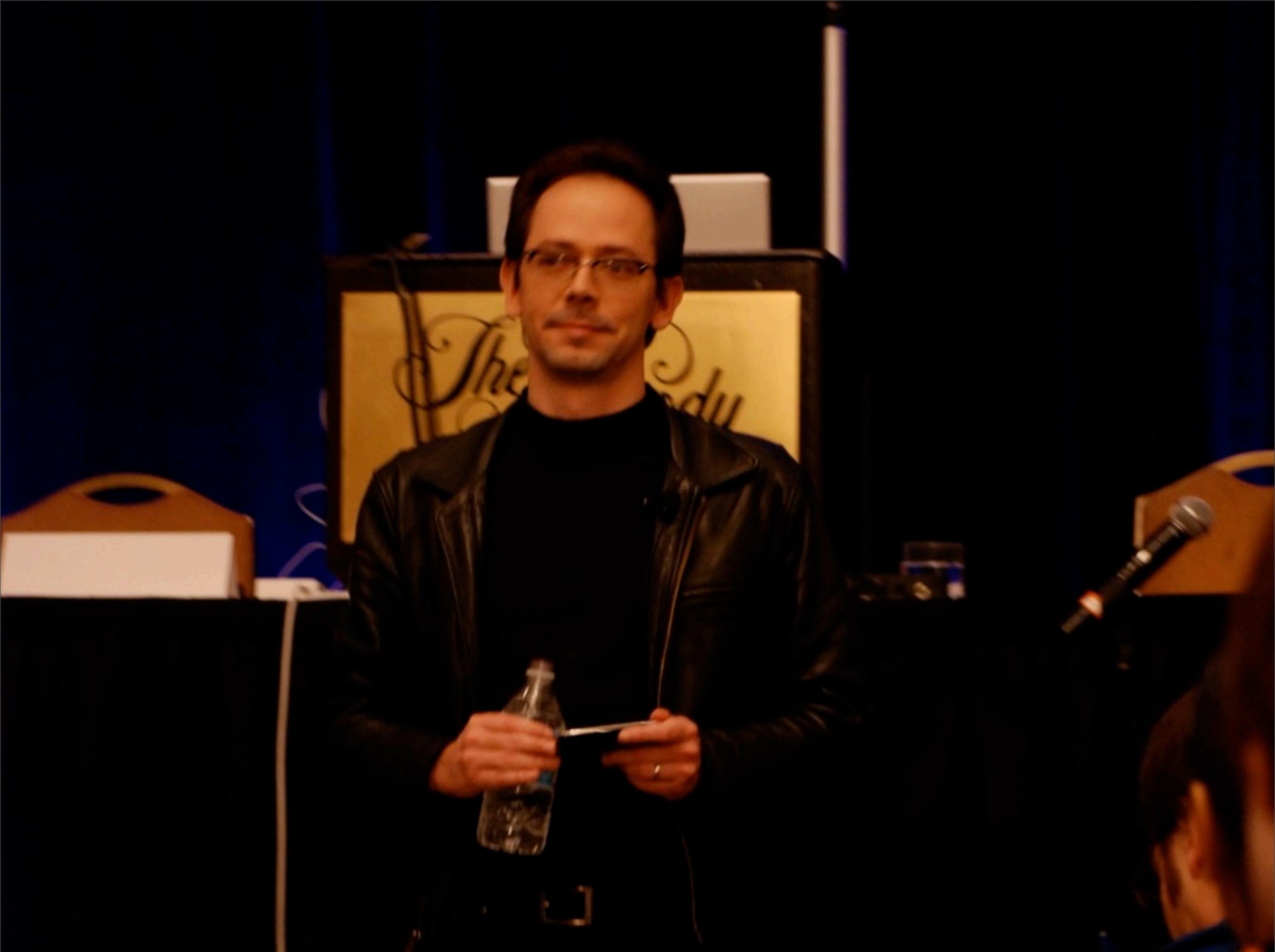
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# IA Summit Redux & IAAJ

- ローカルエリア（各地域）でのIAサミットの再演（報告会）
- 日本でも毎年サミット後に開催（IA Summit Redux Tokyo）
- IA関連イベント（dux、IxDA）等の報告会も実施している
- 9月には、AdaptivePath社のUX Intensive（集中講義）報告会
- 詳しくはIAAJ.orgへ

# 1. エンタープライズ情報アーキテクチャ

- 企業全体で検討すべき情報アーキテクチャ
- ナビゲーション、シソーラス、ストラクチャ、ガイドライン
- トップダウン（全体ルール）とボトムアップ（個別ルール）
- ブランディング、ROI、企業への導入方法
- 事例：Amazon、HotWire、REI

# ROI／効果指標

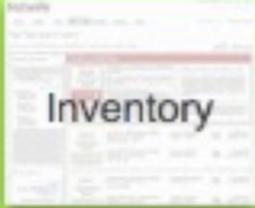
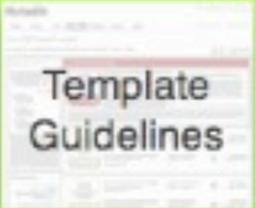
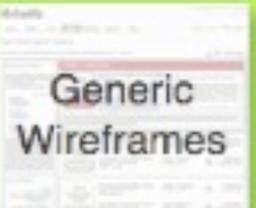
- ROI: Return on Investment
- 「フラストレーションのコスト」 「見つからないコスト」
- 企業／政府・自治体等での指標の違い

# Phased Approach

## SITE IMPACT

PHASE 1 Redesign Air	PHASE 2 Primary Purchase Path	PHASE 2.5 Homepage Updates	PHASE 3 New UX Features	PHASE 4 Thorough Site Redesign	PHASE 5 Key Marketing
					
<b>Templates defined:</b> -Results -Details	<b>Templates defined:</b> -Results -Billing -Details -Shopping Cart	<b>Templates defined:</b> --Homepage	<b>Templates defined:</b> -Content Gateway -Account Dash -Content Detail	<b>Templates defined:</b> -TripStarter -Deals -Image Gateway -Content Detail	<b>Templates defined:</b> -Emails -Homepage -Landing pages
<b>Outcome:</b> ✓ Air Results Redesign ✓ Air Details Refresh ✓ Global Nav Redesign	✓ Billing Redesign ✓ Hotel Results Redesign ✓ Car Results Redesign ✓ Hotel Details Refresh ✓ Car Details Refresh ✓ Local Car (new) -- Confirmation Pages/Emails Refresh -- Shopping Cart (Build a Trip - Phase 1)  <i>Dependencies:</i> --Front-end Dev resources --Billing completion (for Confirmation pages) --New design for purchase path pages (results/billing)	-- Homepage/Landing page & Farefinder Redesign	-- Local Trips Refresh -- Flexible Date Air Refresh -- Application Emails -- My Account Redesign -- Help Center Redesign & New features	-- Deals Refresh (Deal section, Deals Engine, Theme pages, Marketing Landing pages, etc) -- Trip Planning Tools Refresh (TripStarter, Travel Value Index) -- Footer Content Refresh (About Hotwire, Pressroom, Affiliate pages, Careers, etc) -- SEO Refresh (Existing SMILE pages, Canonical URL pages, Interstitials from Search) -- SMILE Local Car (new) -- Yesmail Pages Refresh -- Cruises Refresh (by vendor) -- Auxiliary Refresh (Link to Expedia, Yesmail pages, etc)	-- Homepage/Landing page & Farefinder Redesign -- Email Refresh (All DBM emails, DBM Landing pages) -- Widgets (Trip Watcher, Deals, etc), RSS (new) -- Offline Landing pages (new)

## ORGANIZATIONAL IMPACT

<b>Research</b>	<b>Personas &amp; Segmentation</b>  Segmentation data and deliverables defined regarding: -New vs repeat visitor -Business vs consumer -High vs low value customer -Single product vs multi product	<b>Documentation</b>				
	<b>Inventory</b>		<b>Template Guidelines</b>	<b>Generic Wireframes</b>	<b>Design Templates</b>	

<http://www.slideshare.net/mmatross/site-redesign-when-hell-freezes-over-use-a-blowtorch>

## Cost – Brand

Identified areas where customers were frustrated with the online experience

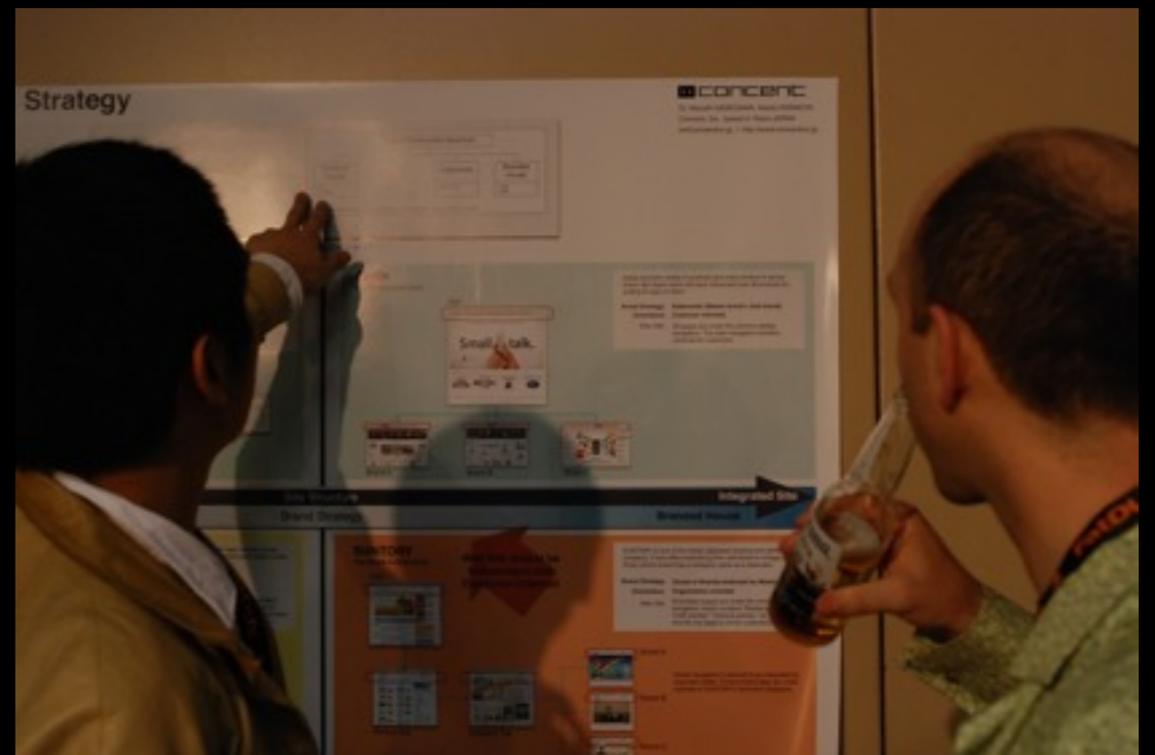
- Frustrating experience finding and comparing products
- Difficulty surfacing REI's expertise

Identified areas where infrastructure was not optimized for REI to get its message and vision out in timely fashion

コストとブランドの関係性

# ブランドとEIA

- 企業ブランド戦略とEIA
- サイト＝ブランドを体験する場
- Branded House (単独ブランド)  
House of Brands (複合ブランド)
- 統合型サイトと独立型サイト



# EIA as Brand Strategy

## SUMMARY

EIA takes a key role to provide brand experience:

1. Customers recognize the organization's "Brand Structure" through the structures of web site structures in an enterprise.
2. Customers recognize the organization's hospitality by its homepage (i.e. the top page of the web site).

Organizations' brand structures, that are based on its brand strategy, make "Brand Relationship Spectrum" (Figure 1).

We have analyzed 4 popular organizations' web sites in Japan by 2 indexes: Brand Strategy and Customer Orientation.

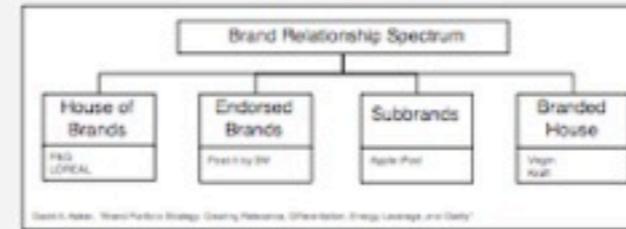


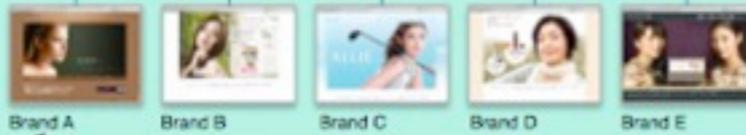
Figure 1.

**Customer-Oriented**  
 Homepage is for customer

## Kanebo COSMETICS

<http://www.kanebo-cosmetics.co.jp/>

TOP



Kanebo COSMETICS is a second largest cosmetic company which operates more than 60 brands in Japan.

**Brand Strategy:** House of Brands endorsed by Master Brand

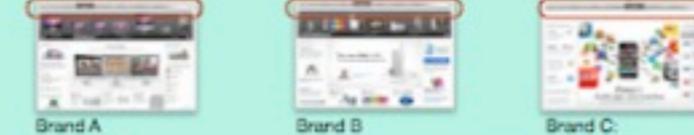
**Orientation:** Customer oriented

**Web Site:** Each brand's site is independent and has a common footer navigation. The top page of the corporate site aims the entrance to its brands.

## Apple

<http://www.apple.com/>

TOP



Apple provides variety of products and every product is strong brand. But Apple brand still have influences over all products by putting its logo on them.

**Brand Strategy:** Subbrands (Master brand + Sub brand)

**Orientation:** Customer oriented.

**Web Site:** All pages are under the common global navigation. The main navigation contains contents for customers.

Independent Sites

House of Brands

Site Structure

Brand Strategy

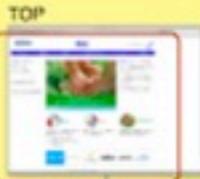
Integrated Site

Branded House

## P&G

<http://p.pg.com/>

Web Site should be Customer-Oriented?



Procter & Gamble operates more than 80 major brand across multiple businesses. Few consumer notice that each brand comes from P&G.

**Brand Strategy:** House of Brands

**Orientation:** Organization oriented.

**Web Site:** Each product's site is basically independent. The top page of the corporate site is not for customers, but for business. And it doesn't have product lineup at the top page.

## SUNTORY

<http://www.sunory.co.jp/>

Web Site should be Independent and Customer-Oriented



SUNTORY is one of the oldest Japanese brewing and distilling company. It now offers everything from soft drinks to vintage wines. Every drink's brand has a company name as a descriptor.

**Brand Strategy:** House of Brands endorsed by Master Brand

**Orientation:** Organization oriented.

**Web Site:** All product pages are under the common global navigation, which contains "Restaurant list", "CSR activity", "Cultural activity", etc. And the top page is not for customers.

Global navigation is seemed to be integrated by corporate matter. Product brand sites are under umbrella of SUNTORY's dominant navigation.

**Organization-Oriented**  
 Homepage is for organization

## 2. 納品物フォーマット

- eight shapes社を中心に納品物フォーマットの議論が行われている
- IA Summitでは納品物コンテストも開催
- 「対象者と納品物」：利用フェーズ×対象者
- モジュールで全体を構成するテンプレート (InDesign)

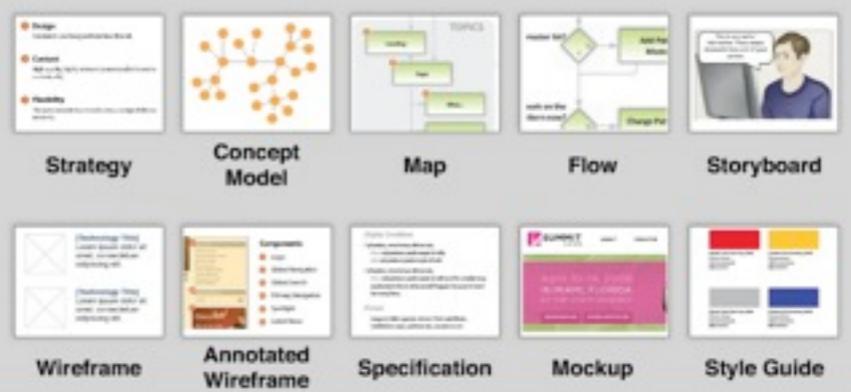
# The Audience

Anyone that consumes deliverables that information architects produce.

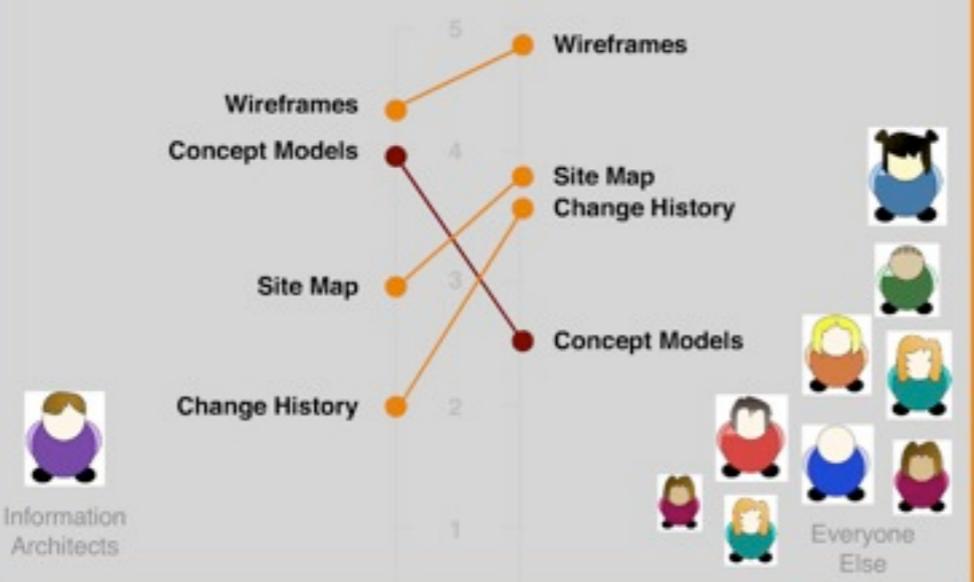


# The Artifacts

Output of our design process that is recorded and used.



# Perceived Artifact Value



# Deliverable Life Cycle



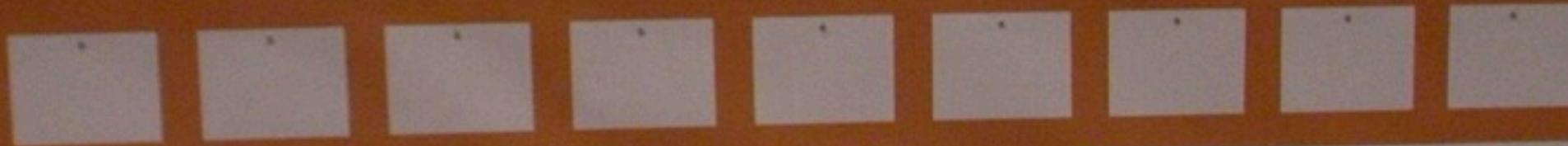
# Audiences & Artifacts

	Executive	Product Mgr	Site Strategist	Visual Designer	HTML/CSS/JS	Developer	QA	Copywriter	Publisher
Strategy	Red	Orange	Orange	Yellow				Yellow	Yellow
Concept Models		Yellow	Yellow						
Maps	Yellow	Orange	Orange	Orange	Yellow	Yellow	Yellow	Yellow	Orange
Flows		Yellow	Orange	Yellow	Yellow	Orange	Orange		Yellow
Storyboard	Orange	Red	Orange		Yellow	Yellow	Yellow		Yellow
Wireframe		Orange	Orange	Red	Yellow	Yellow	Yellow	Yellow	Yellow
Annotated Wireframe		Yellow	Orange	Orange	Orange	Orange	Orange	Orange	Orange
Specification			Orange	Yellow	Yellow	Red	Red	Red	Red
Mockup	Red	Orange	Yellow		Red	Orange	Orange	Yellow	
Style Guide			Yellow		Red	Orange	Yellow		

© Nathan Curtis

# Instant Deliverable Mix

Cook up your own deliverable in less than 3 minutes!



## Find your ingredients in the Page Pattern Library:

METADATA	STRATEGY	RESEARCH	STORYBOARDS	WIREFRAMES	VISUAL DESIGN

### Create Your Own Recipe

Recipes use page patterns to pre-define structure by page or Outline view but use it repeatedly adding whatever special ingredients...

Even better, saving your own recipes in deliverables allowed customers get started. That way, inspiration...

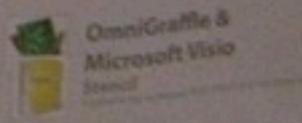
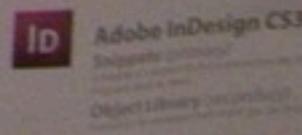
### Truly Instant? Use Recipe

Automate deliverable production by starting points via a combination...

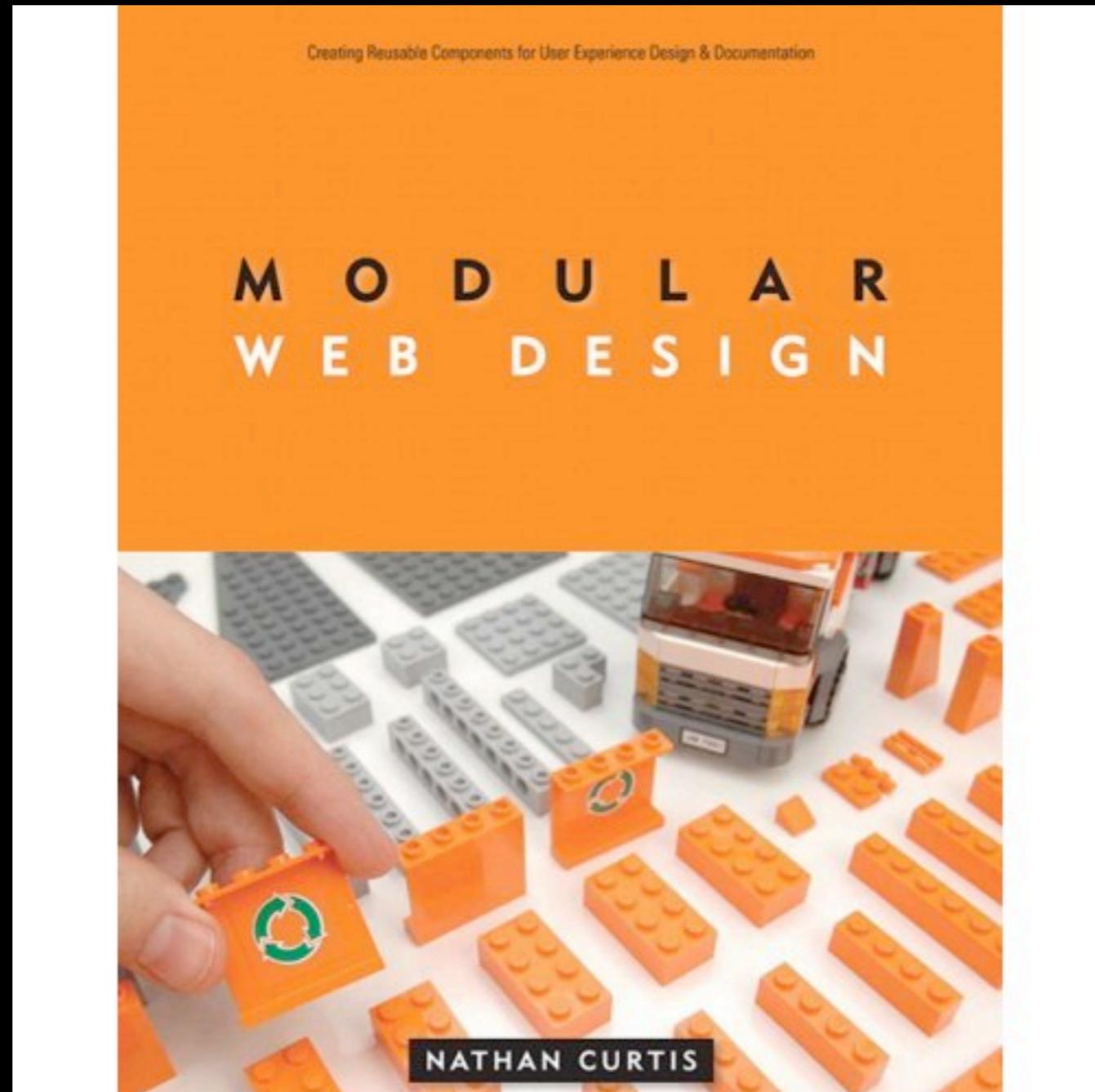
XML  
+  
Script

### Software Capabilities

Page patterns can be utilized in many information architecture software tools. Simply drag a pattern onto a page begin authoring content and patterns become you use repeated on the tool.



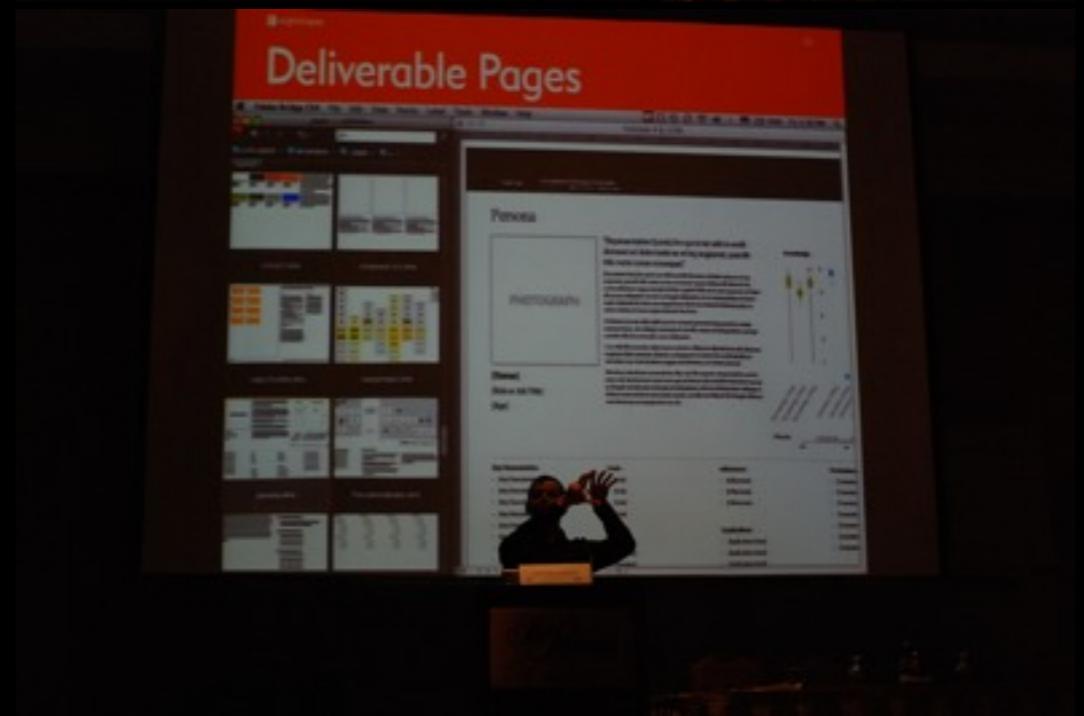
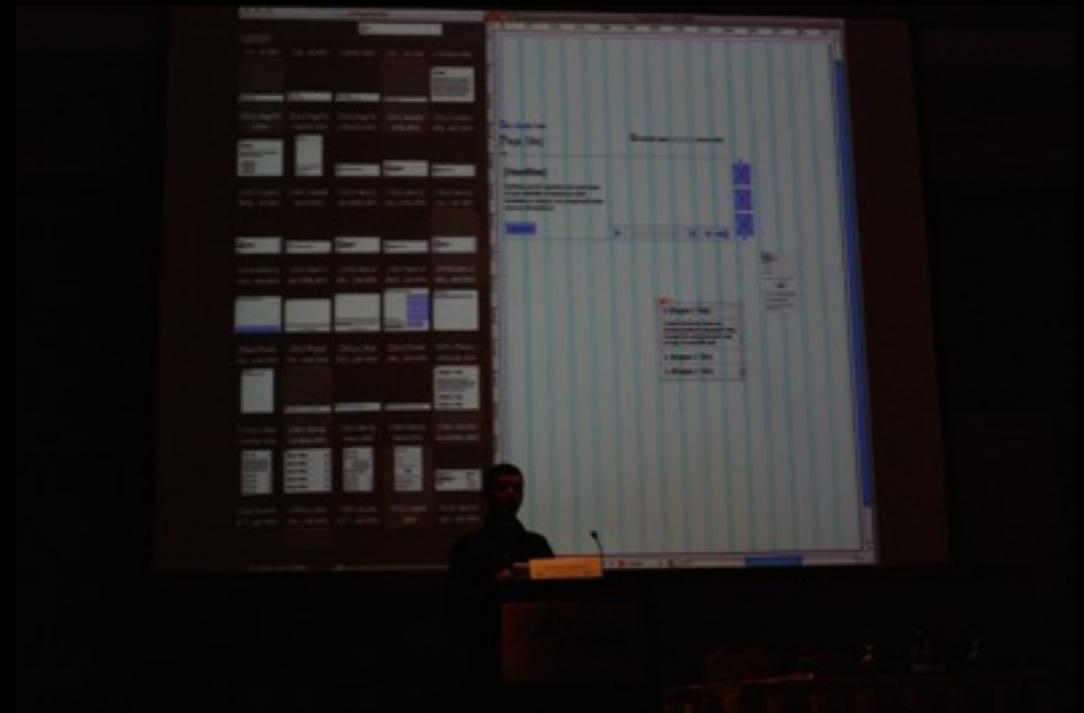
# MODULAR WEB DESIGN



# Unify Your Deliverables:

## Nathan Curtis @ 8 shapes

- InDesignに集約させたWebプロジェクトドキュメントのテンプレート
- 戦略～ユーザー分析～WFまで
- クロスプラットフォーム、ベクターグラフィクス、モジュール化、などがInDesignの理由

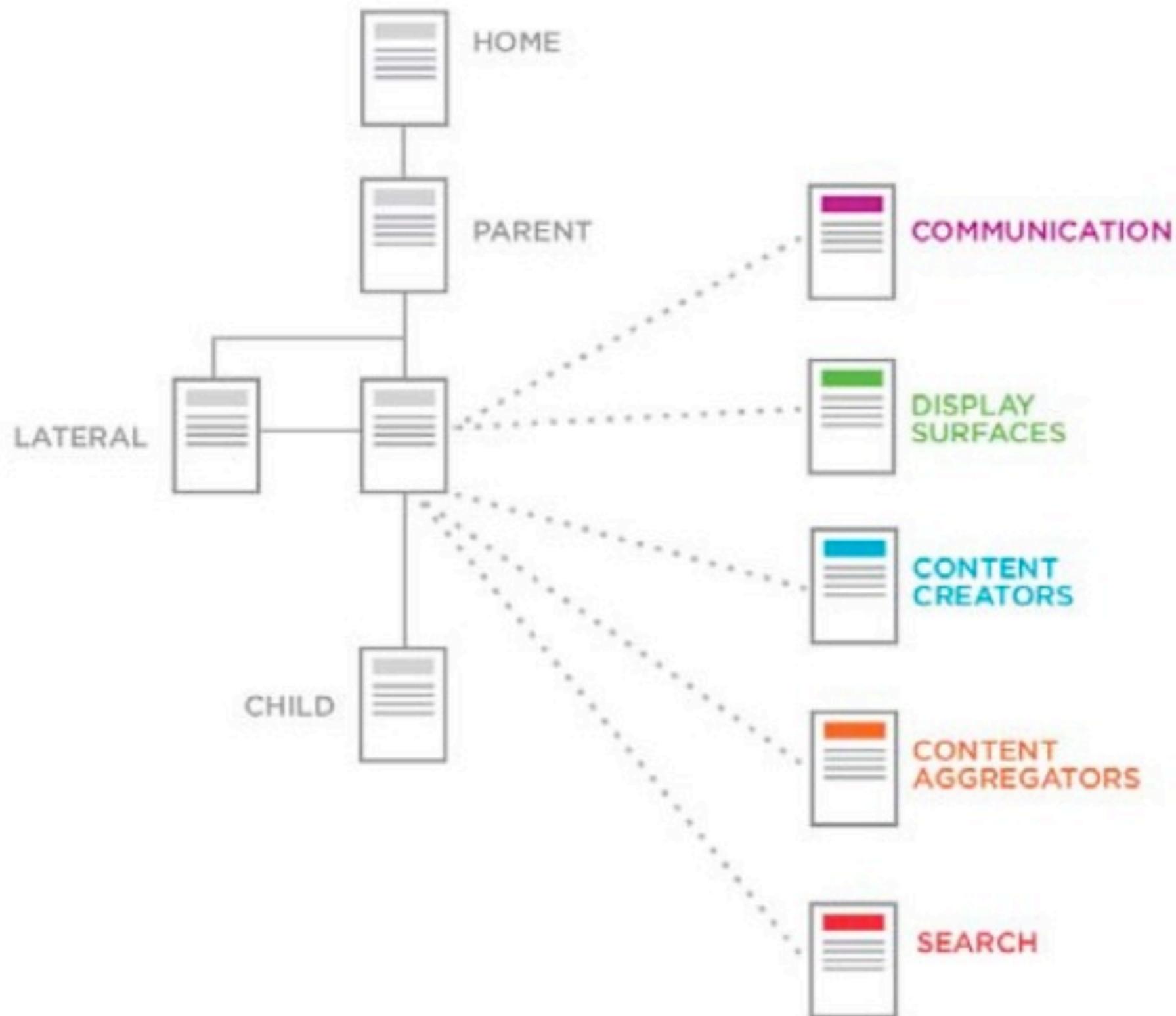


# 3. Web生態系（エコシステム）

- ネット全体を一つの生態系を考える
- サイトへの流入経路は、ストラクチャをたどる経路だけではない
- これらの訪問経路を考慮したページデザイン
- CONTEXT、RELATED、CONTENT

## Site Hierarchy

## Web Ecosystem



Thanks to Tom Chi for the types!

**CONTEXT**

**RELATED**

**Recent Form Design Articles:**

09.19.2007 Web Form Design: Fairmont Hotels

09.07.2007 Interview: 1 Designer, 5 Questions

09.05.2007 Web Form Design: Range

09.03.2007 Event & Discount Code: User Interface 12

More form design articles

**Primary & Secondary Actions in Web Forms**

By Luke Wroblewski & Etire

In recent months, I've been working on refining the design recommendations in my upcoming book, *Web Form Design: Best Practices*, through actual usage data. To that end, I've had the pleasure of working with London-based usability firm Etire on several eye-tracking and usability studies focused on specific aspects of Web form design. One of these tests focused on the distinction between primary and secondary actions.

**Primary & Secondary Actions**

A typical Web form usually enables several "final" actions. Actions like "Submit", "Save", or "Continue" are intended to enable form completion - the primary goal of just about anyone who has started filling in a form. Because they enable the most important action on the form (completion), they are often referred to as primary actions.

**TYPICAL WEB FORM**

**Personal Information**

First Name

Last Name

**Contact Information**

Address

City

County

Post Code

Country

|

PRIMARY ACTION

SECONDARY ACTION

**CONTENT**

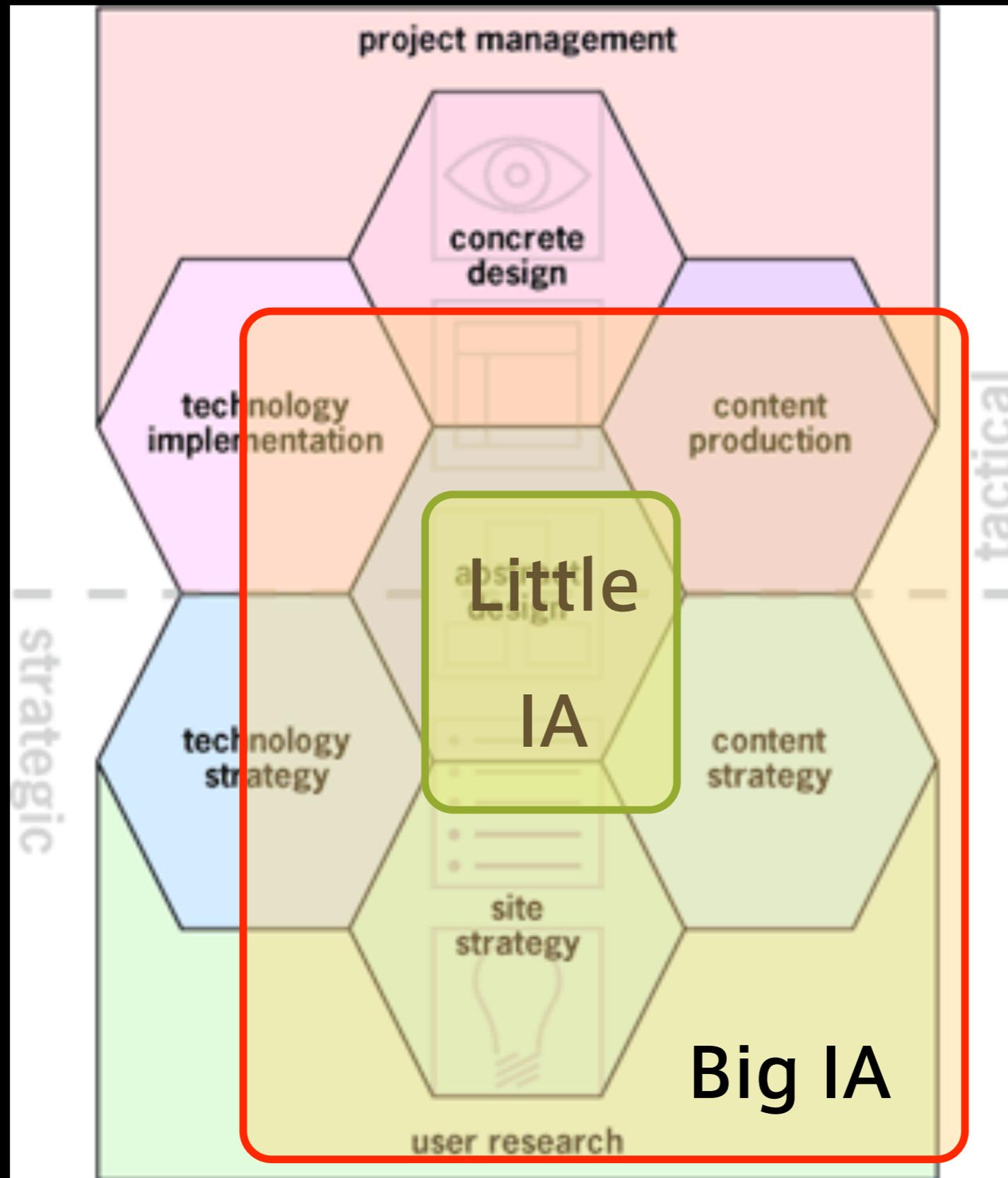
Secondary actions, on the other hand, tend to be less utilized and most often allow people to retract the data they've entered. Options like "Cancel", "Reset", or "Go Back" represent secondary actions that are counter to most people's primary goal of completing the form they started.

Because secondary actions can have negative consequences, especially when used unintentionally, I've often argued they should be absent from forms. Imagine filling in a long form online only to hit the "Reset" button and have all your data erased.

That said there are situations where secondary actions make sense ("Save for later", "Export", etc.). In these conditions, the best practice I've advocated has been to visually distinguish primary and secondary actions so people have a clear path illuminating their primary goal: completing a form.

# 4. IAからUXへ

- Big IAとLittle IA
- IAとIxD  
(IA InstituteとIxD Association)
- UX (User Experience)



# IxD (Interaction Design)

- “インタラクティブなプロダクトやサービスの構造とふるまい”
- IxDの職務領域

ユーザー  
調査

ユーザー  
モデル/  
ペルソナ

シナリオ  
/  
要件定義

フレーム  
ワーク

UI/  
画面  
デザイン

# ユーザーエクスペリエンス (User Experience : UX)

1. 混乱や面倒なしで顧客の的確なニーズを満たす事
2. 所有する楽しさ、使用する楽しさを生み出す『簡潔さと優雅さ』

<http://www.nngroup.com/about/userexperience.html>

→ 使いやすさと楽しさ

# HCDプロセス：ISO13407

## 1. HCDの必要性の特定



## 2. 利用の状況の把握と明示

- フィールド調査
- 文脈的調査

## 3. ユーザーと組織の 要求事項の明示

- ペルソナ／シナリオ法

## 4. 設計による解決案の作成

- プロトタイピング
- デザインパターン\*

要求を  
満たす！

## 5. 要求事項に対する 設計の評価

- ユーザーテスト
- ヒューリスティック評価

# The Memphis Plenary

<http://www.jjg.net/ia/memphis/>

- “There are no information architects.  
There are no interaction designers.  
There are only, and only ever have been,  
user experience designers.”
- みんなまとめて、  
「ユーザーエクスペリエンスデザイナー (UXD) 」  
でいいんじゃない？

See you in CSS Nite LP7



[concentinc.jp/](http://concentinc.jp/)