

IASUMMIT2008

The Business of Experience

Increase Your Influence So You Can Deliver Great Products and Services



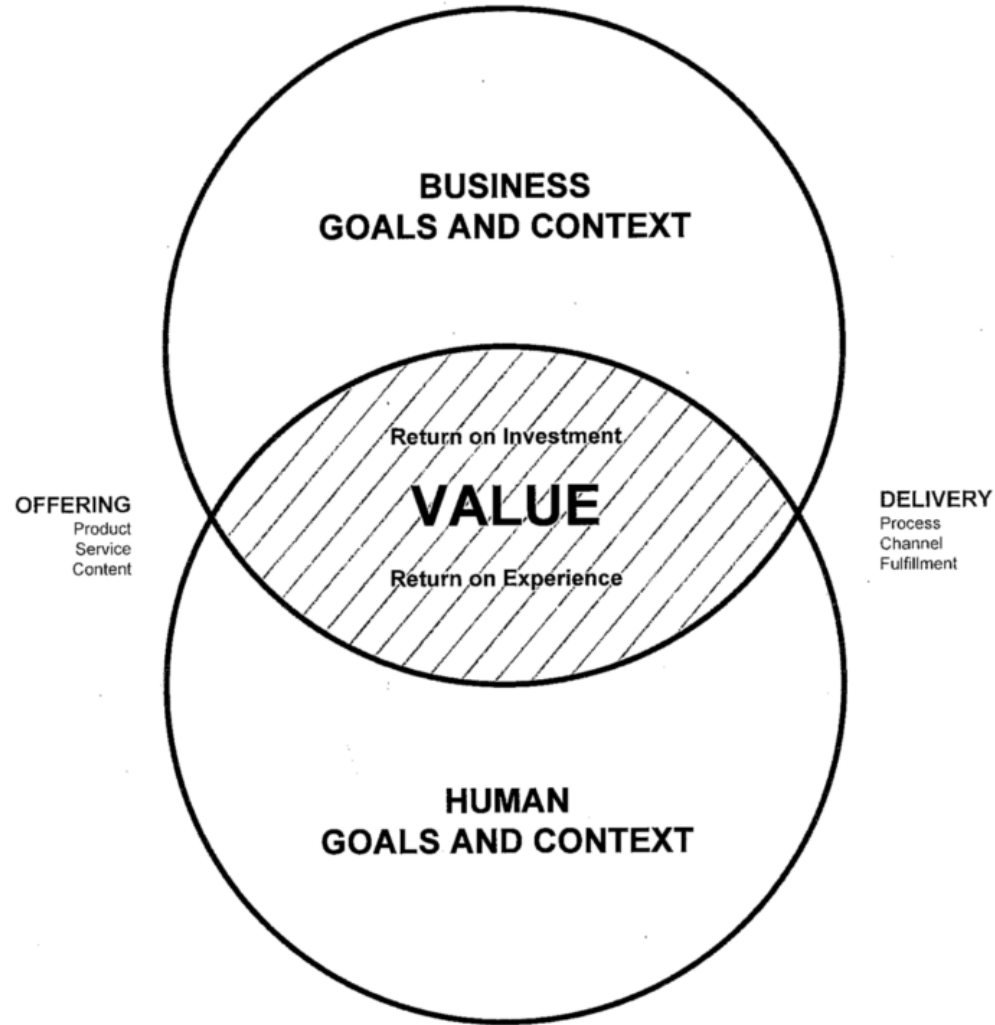
Jesse McMullin and Yvonne Shek, nForm

After this session, practitioners will have a foundation in the business of experience, armed with pragmatic methods and the concepts to guide their activities, communicate value, and increase their influence.

- ビジネス的なプロジェクトの捉え方のお勉強。

The Business of Experience

Increase Your Influence So You Can Deliver Great Products and Services


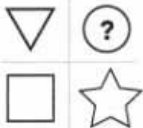
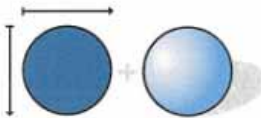




The Business of Experience

Increase Your Influence So You Can Deliver Great Products and Services

A ROUGH DESIGN MATURITY CONTINUUM

DESIGN AS

FRAMING		<p>Design redefines the challenges facing the organization.</p> <p>Framing sets the agenda, outlines the boundaries and axes of interest, and moves design from executing strategy to shaping strategy. Disruptive innovation lives here.</p>
PROBLEM SOLVING		<p>Design finds new opportunities by solving existing problems.</p> <p>Design process generates alternatives within a problem space. Design also narrows down those options to a specific solution.</p>
FUNCTION AND FORM		<p>Design makes things work better.</p> <p>This is the classic practice of design - but it's still commonly limited to incremental improvements through iteration over existing solutions.</p>
STYLE		<p>Design is the gateway to be hip and cool.</p> <p>Design is stylish, but too often is perceived and practiced as a cosmetic afterthought.</p>
NO CONSCIOUS DESIGN		<p>Design value isn't recognized.</p> <p>This attitude fosters design by default - however things come out is fine, because there are more important issues to deal with.</p>

The Business of Experience

Increase Your Influence So You Can Deliver Great Products and Services

Scenario Planning Process

1 What is the Decision?

Identify focal issue
Build from issue into environment
Highlight differences



2 What are the Key Factors?

List key influential factors
What do decision-makers need to know?
How do you judge success or failure?
What considerations shape these outcomes?



3 What are the Driving Forces?

What is inevitable or necessary?
What is unpredictable or a matter of choice?
Markets, new technology, political factors
Economic forces, perception-shaping events
Culture, trends, novelty



4 Rank by Importance & Uncertainty

Rank on basis of two criteria:
- Degree of importance for success of decision
- Degree of uncertainty around factors, forces



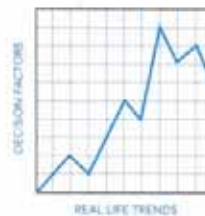
5 Selecting Scenario Logics

Identify crucial uncertainties as axes
Identify winners and losers based on uncertainties
Scenarios based on different outcomes in logics
Capture dynamics of situation
Communicate the point effectively

CHALLENGE & RESPONSE
WINNERS & LOSERS
REVOLUTION & EVOLUTION

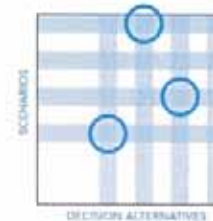
6 Fleshing out Scenarios

Use key influential factors and trends
Weave piece into a narrative
Link probable factors and trends



7 Implications

Assess decision against different scenarios
- What vulnerabilities are revealed?
- What strengths are revealed?
- How could the decision be adapted?



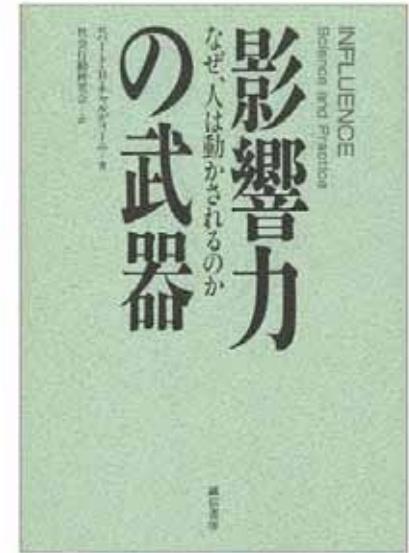
8 Select Leading Indicators

Develop a list of relevant indicators
Assess validity of indicators against actual events



The Business of Experience

Increase Your Influence So You Can Deliver Great Products and Services



UX Management

Developing and growing yourself and a team of user experience professionals



Margaret Hanley, **WTG@UK**

The workshop is made up of four parts

- the development of the team
- the development of the individual
- the development of the manager
- the development and leadership of the UX practice.

- Memberの能力、モチベーションとProjectの状況に応じたアサイン。
 - IAとIDの分離
- Job Descriptionの書き方、Interviewの質問例。
 - Big IA (Top-down) と Small IA (Bottom-up)
- Assessment、Competence Listの例。
 - BBCなどの具体例
 - Seniorへの上昇と専門性の拡大のジレンマ
- UX TeamのProjectへの売り込みの例。
 - Deliverables Sampleの有効活用

Creating career paths for UX professionals



Kristen Johansen, Citrix Online

Creating career paths for UX professionals

Defining Job Families

- **Who do we have?** (Allocation, Skills, Roles, Specialists vs. Generalists)
- **What do we need?** (Identifying Gaps)
- **What do they have in common?** (Grouping)



Information Architect



Visual Designer



Writer/Editor

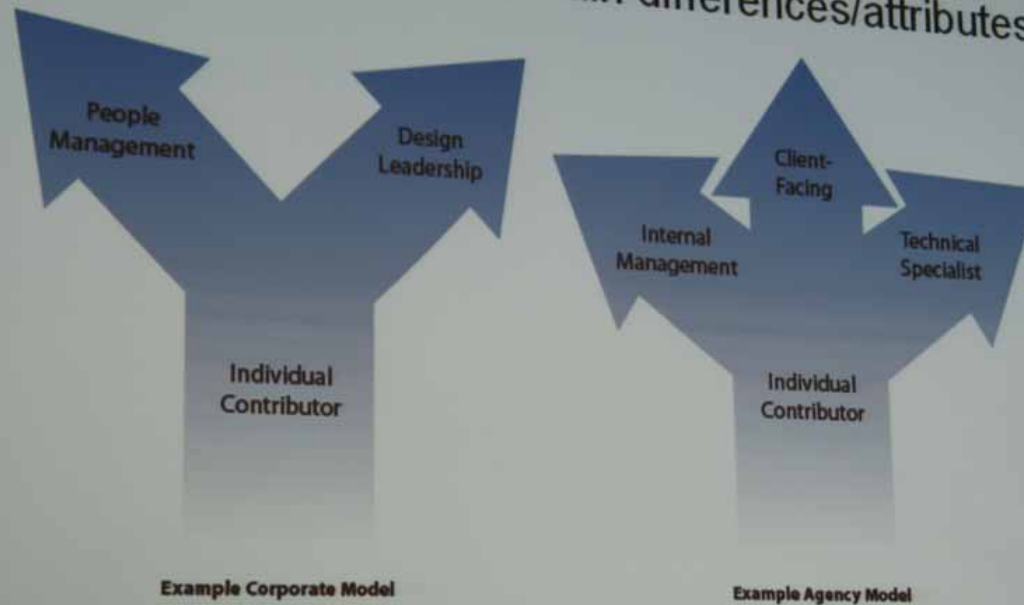


Web Developer

Creating career paths for UX professionals

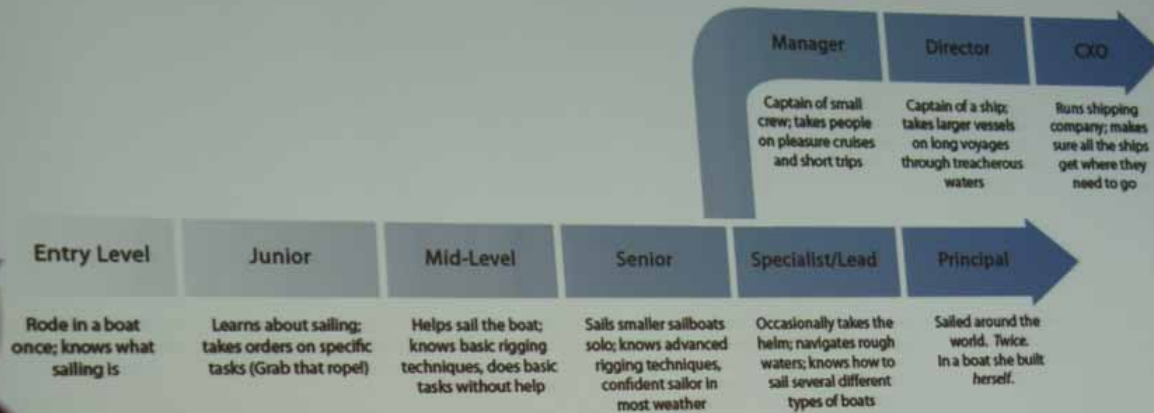
Multiple Tracks

- Differentiate based on main differences/attributes



Creating career paths for UX professionals

Define Levels



How many do you need? It depends!

Creating career paths for UX professionals

The Five Parts of a Job Description

- **Title**
- **Duties** (Responsibilities, Tasks, Deliverables)
- **Requirements** (Experience, Knowledge, Skills)
- **Competencies** (Behaviors)
- **Scope of Influence** (Supervision, Leadership, Interactions, Decision-making)

Creating career paths for UX professionals

Job Description Matrix

	Entry	Junior	Mid-Level	Senior	Lead	Principal
Title						
Responsibilities	Limited or partial		—————>	Multiple concurrent		
Deliverables	Small, defined tasks		—————>	Broad scope, high complexity		
Experience		Limited	—————>	Extensive		
Knowledge	Basic knowledge		—————>	Broad or specialized knowledge		
Supervision		Supervised	—————>	Supervisor		
Leadership	Ability to follow		—————>	Ability to lead		
Interactions		Internal	—————>	External		
Decision-making	Limited autonomy		—————>	Autonomous, high impact		
Competencies	Basic abilities		—————>	Increased soft skills		

Creating career paths for UX professionals

Exercise – SMART Goals

Gina's goals:

- Get better at dealing with clients
- Learn more about running requirements workshops

How would you help Gina to make her goals:

- **S**pecific (Do we both clearly understand what it is?)
- **M**easurable (How will we know if she was successful?)
- **A**ctionable (How will she do it?)
- **R**ealistic (Will she realistically be able to do it?)
- **T**ime-bound (When will she do it?)

| Posters







terns

uture

nd will
ardly found.



Content page design best practices

CONTENT

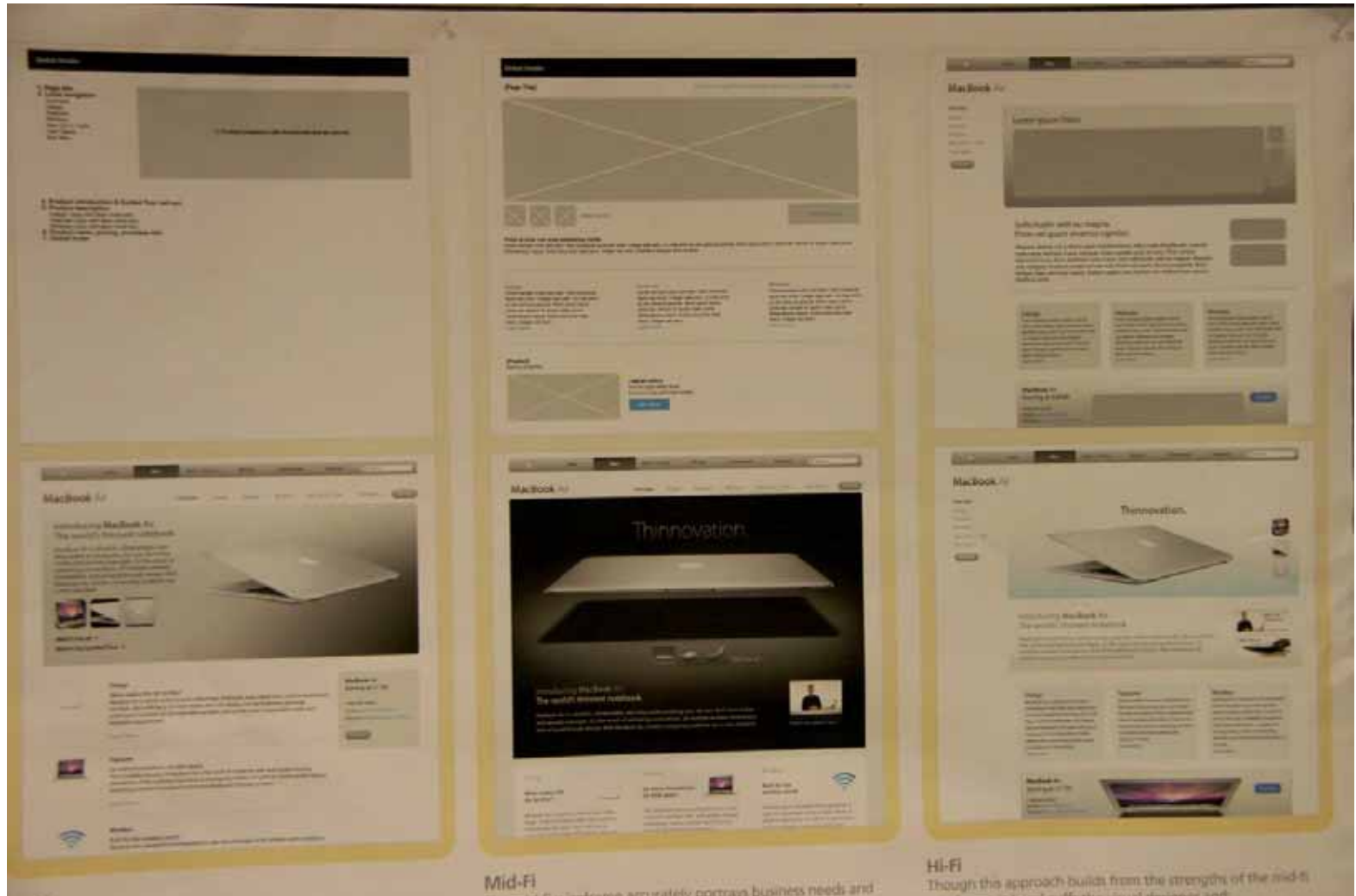
RELATED

CONTEXT



How "HI" is too Hi-Fi?

Keith DuFresne, eightshapes



Extending the Gaming Experience to Conventional UI's



Extending the Gaming Experience to Conventional UI's

John Ferrara
Information Architect,
Vanguard

IA Summit 2008

Paper Mario: The Thousand-Year Door, Nintendo

Extending the Gaming Experience to Conventional UI's

3 Reasons

1. Innovation

- Competition for market share
- Interface design is a differentiator
- We're not exposed to their creative thinking



Extending the Gaming Experience to Conventional UI's

3 Reasons



2. Similarity & Overlap

- Both are HCI
- Games are becoming more Web-like
- The Web is becoming more game-like
- Analogs to problems in application software

Extending the Gaming Experience to Conventional UI's

3 Reasons

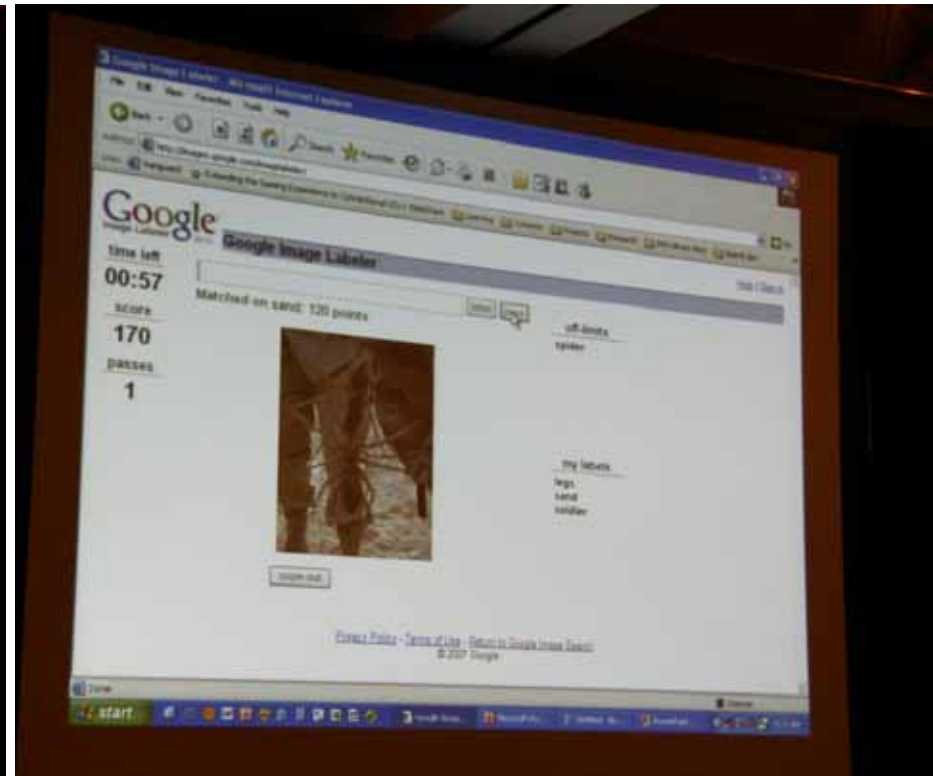
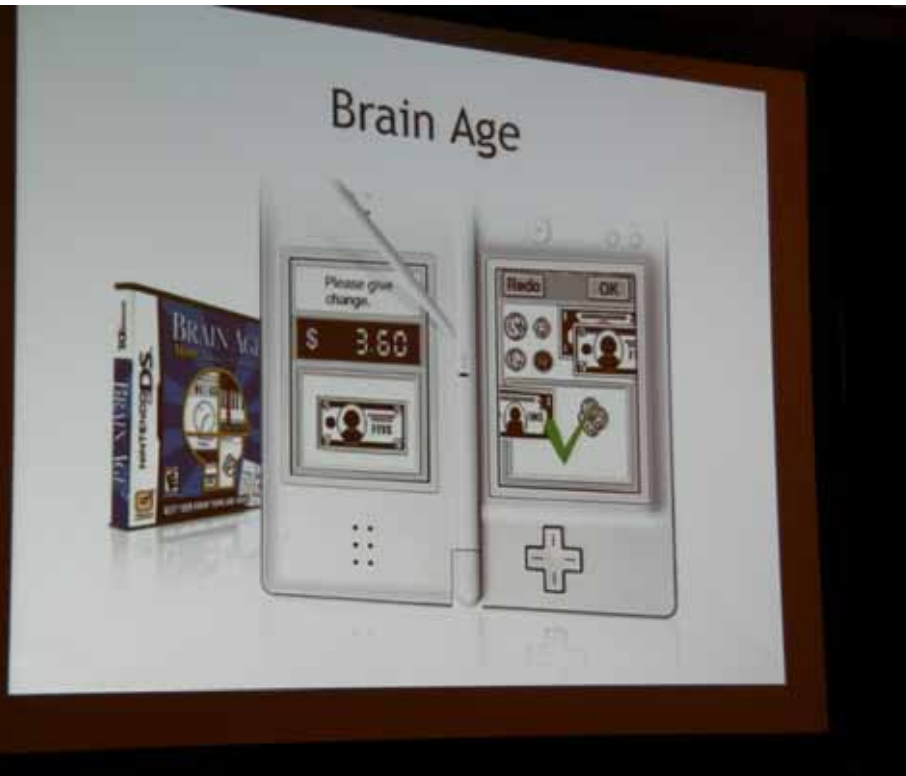
3. Vast popularity

- Played by 63% of US population
- \$18.8 billion in 2007
- 10 million WOW subscribers
- More women, older audiences

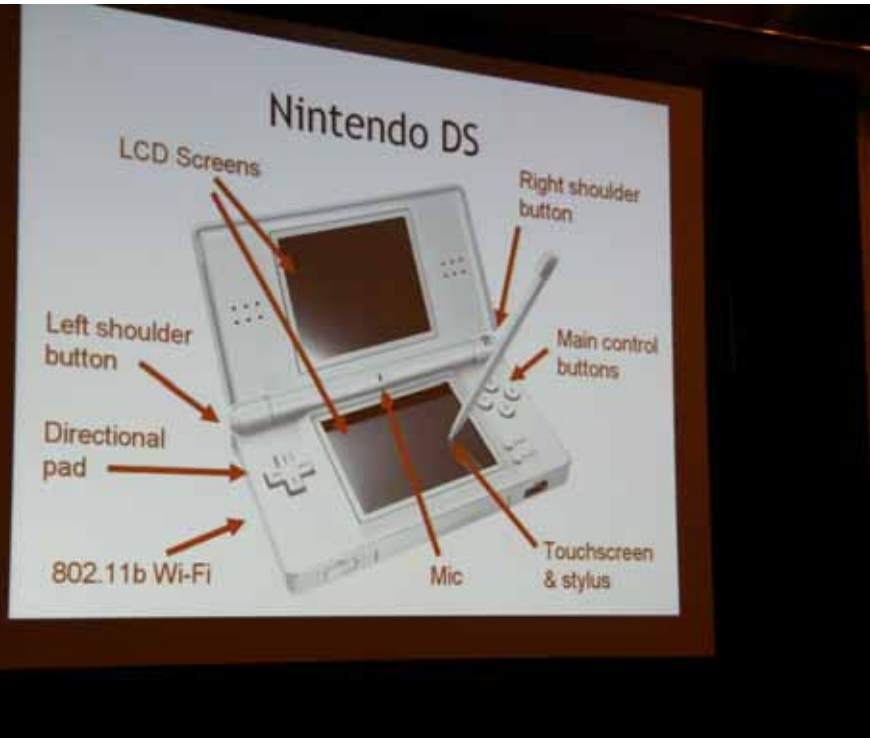


Source: NPD Group,
Blizzard Entertainment

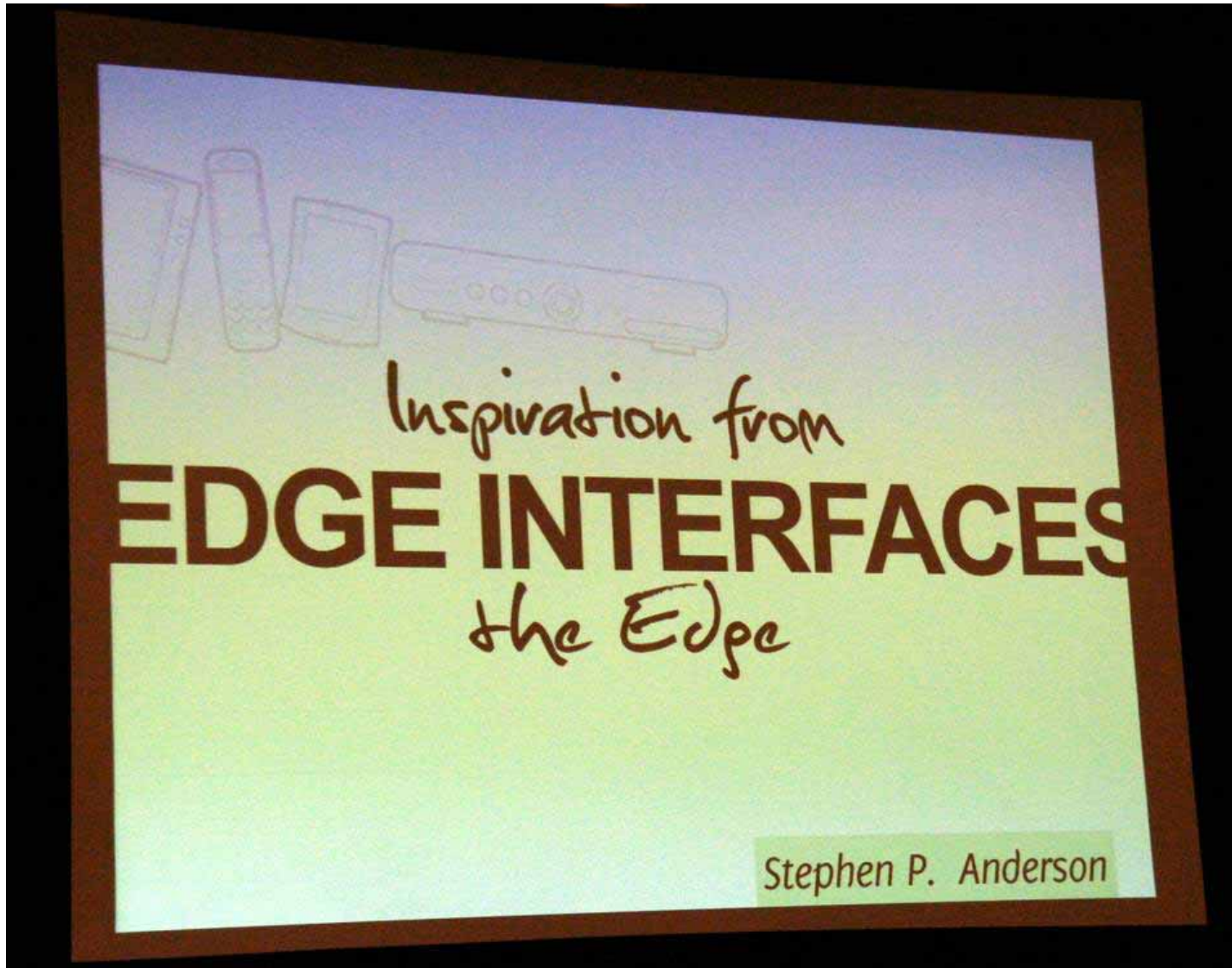
Extending the Gaming Experience to Conventional UI's



Extending the Gaming Experience to Conventional UI's



Inspiration from the Edge



Keynote: Journey to the Center of Design



Jared Spool, User Interface Engineering

Fast forward 25 years and it now seems the foundations of user-centered design are now disintegrating. Notable community members are suggesting UCD practice is burdensome and returns little value. There's a growing sentiment that spending limited resources on **user research** takes away from essential design activities. Previously fundamental techniques, such as **usability testing** and **persona development**, are now regularly under attack. And let's not forget that today's shining stars, such as Google, Facebook, Twitter, and the iPod, came to their success without UCD practices.

| IA Summit 2009



18th-22nd March, 2009

Peabody Hotel in Memphis, Memphis, TN