

# IA Summit 2009

Expanding Our Horizons

2009/4/17

Naoko KAWACHI, Takashi SAKAMOTO,  
Atsushi HASEGAWA

# 概要

- Peabody Hotel@Memphis, TN
- March 18-19: Workshop
  - on 19, Welcome Reception
- March 20-22: Conference
  - on 20, Reception & Posters

# 概要

- 参加者は400人くらい（去年は700人）
- IA（Information Architect、Information Architecture）、UXなんたら
- 参加費用：\$725 (IAI Memberは\$600)
- Twitterおおはやり (#ias09)
- 講演内容は、Slideshare、Podcastingで公開



メンフィス



# Welcome Reception

Welcome Reception



# Welcome Reception

Welcome Reception



Welcome Reception

Welcome Reception



# Welcome Reception

Welcome Reception

Vegas

Camera

Transcription

Your address book

The

The slide features a background image of the Vegas Eiffel Tower at night. In the foreground, a workflow is depicted: a camera icon on the left, a blue arrow pointing to a transcription icon (hands on a typewriter) in the center, and another blue arrow pointing to an address book icon on the right. The text 'Camera', 'Transcription', and 'Your address book' is positioned below their respective icons. The word 'Vegas' is written at the top left of the slide. A man in a suit and glasses is visible in the bottom right corner, holding a glass and standing behind a podium with a sign that partially reads 'The'.

# 講演の様





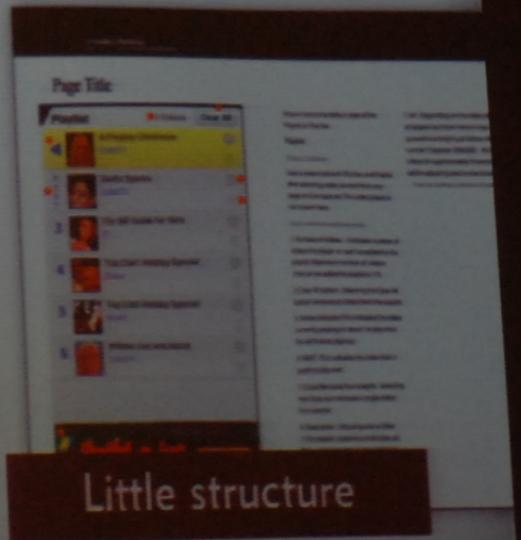
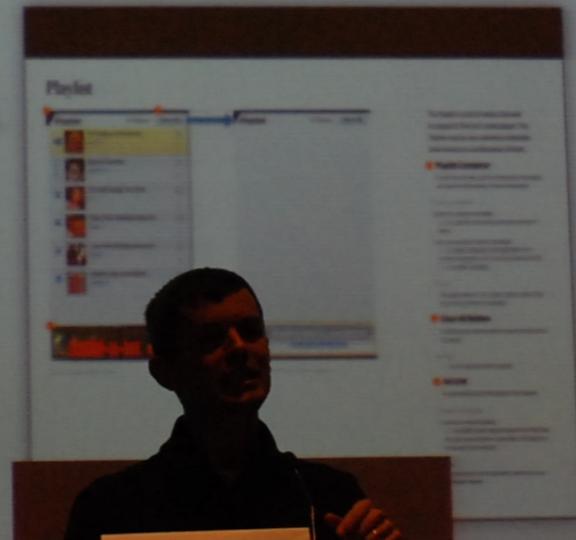
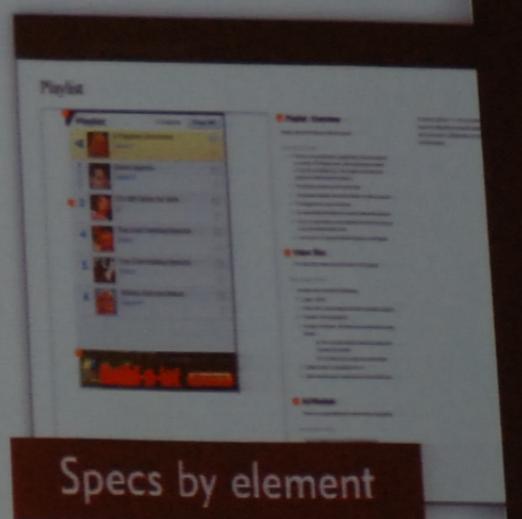
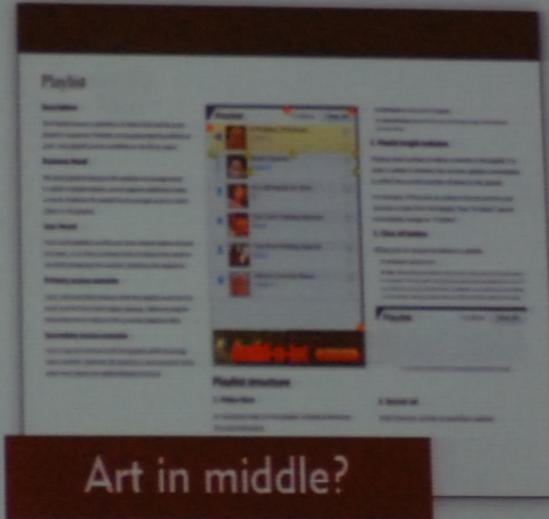
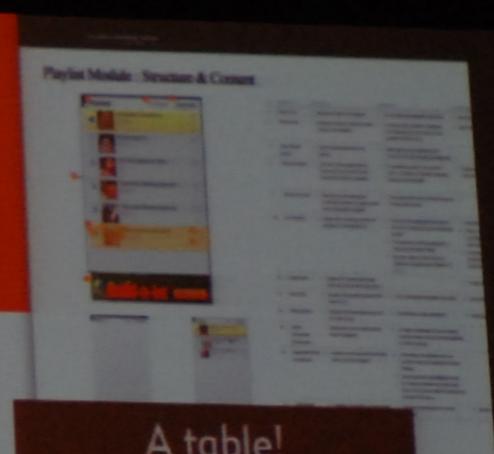
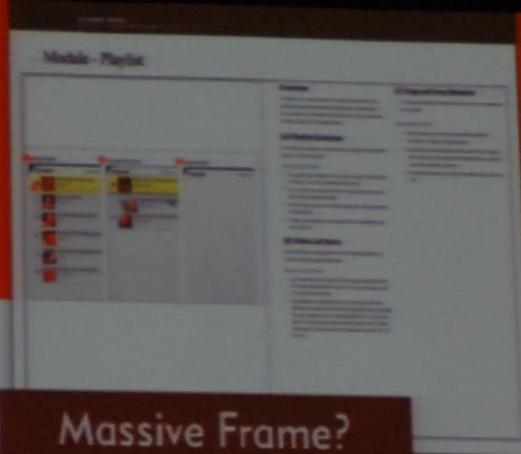
# Homework

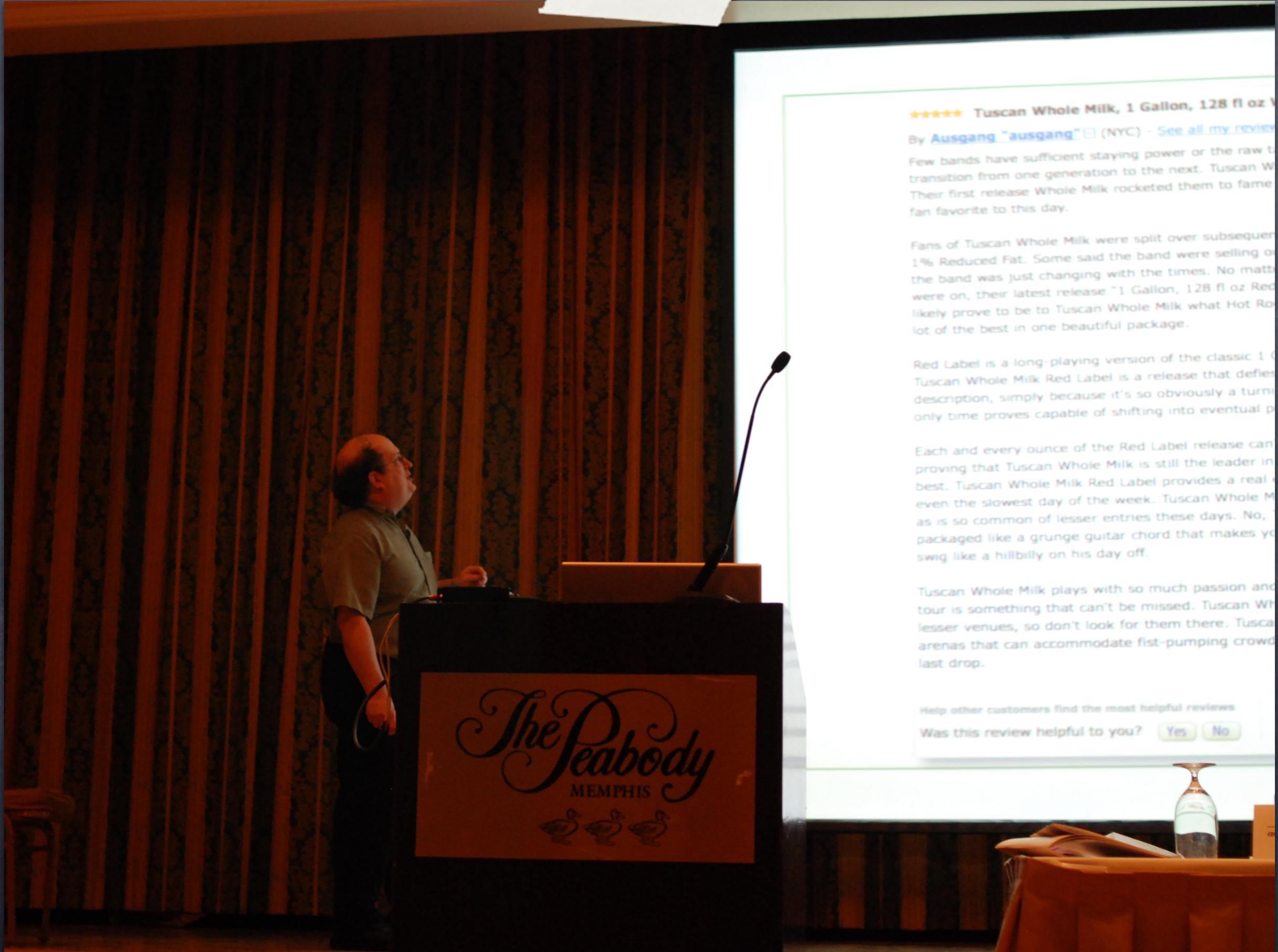
Assignment:  
Annotate three screenshots  
provided, using 1-2  
deliverable pages.

Results:  
Wildly different layouts,  
editorial style, details, and  
assumed audiences.

For our unfortunate readers,  
it's empathy time.

But there's hope!





★★★★★ Tuscan Whole Milk, 1 Gallon, 128 fl oz V

By Ausgang "ausgang" (NYC) - [See all my reviews](#)

Few bands have sufficient staying power or the raw transition from one generation to the next. Tuscan Whole Milk. Their first release Whole Milk rocketed them to fame. fan favorite to this day.

Fans of Tuscan Whole Milk were split over subsequent 1% Reduced Fat. Some said the band were selling out, the band was just changing with the times. No matter what, their latest release "1 Gallon, 128 fl oz Red Label" is likely to prove to be the best Tuscan Whole Milk what Hot Rod lot of the best in one beautiful package.

Red Label is a long-playing version of the classic 1 Gallon. Tuscan Whole Milk Red Label is a release that defies description, simply because it's so obviously a turn of only time proves capable of shifting into eventual p

Each and every ounce of the Red Label release can be proving that Tuscan Whole Milk is still the leader in the best. Tuscan Whole Milk Red Label provides a real even the slowest day of the week. Tuscan Whole Milk as is so common of lesser entries these days. No, packaged like a grunge guitar chord that makes you swig like a hillbilly on his day off.

Tuscan Whole Milk plays with so much passion and tour is something that can't be missed. Tuscan Whole Milk lesser venues, so don't look for them there. Tuscan Whole Milk arenas that can accommodate fist-pumping crowd last drop.

Help other customers find the most helpful reviews  
Was this review helpful to you?

The Peabody  
MEMPHIS





聴衆の様子



坂本くん



質問の様子



Kalbach氏と長谷川



Morning Tea

Morning Tea



Tea Break

Tea Break

 **SUMMIT**  
2009

# Wall of Deliverables

## To Submit a Deliverable

It's easy!

1. Print out your deliverable on paper no larger than 11"x17", staple multiple sheets together, and bring it to a Wall volunteer.
2. Complete a numbered Wall Submission sheet to describe your deliverable.

Submit early! Submissions are eligible for votes immediately!

## To Vote

Please vote only once using a ballot provided to you by a Wall volunteer. Vote through Saturday's final session break, with winners to be announced during Sunday's lunch.

## Prizes

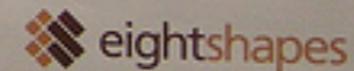
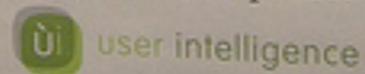
Popular Vote



## Judge's Vote

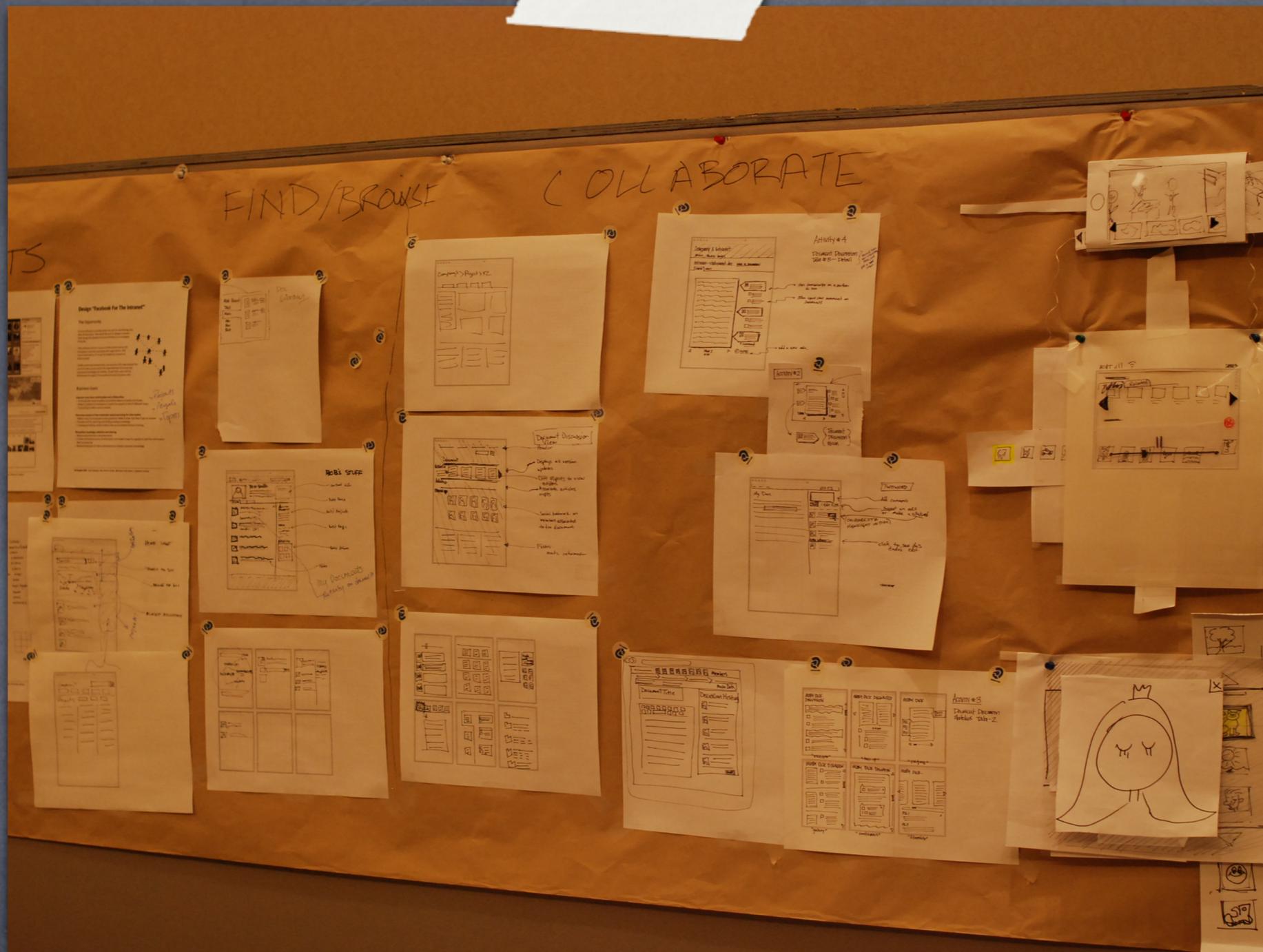


Thanks to our sponsors:



# Tea Break

Tea Break



# 納品物ポスター



Lunch

Lunch

# FRIDAY LUNCH TOPICS

Limited table seating  
First come, first serve

1. Axure : How to best plan/prepare a project? Fred Beecher/  
Lori Baker
2. UX Teams of One : Share success stories, tips, etc. Leah Buley
3. Content Management : What are your experiences? Margaret Hanley
4. 1<sup>st</sup>-time attendees/New IA's : Let's talk! Boon Sheridan
5. UX Practice Development : How can we measure success? Austin  
Govella
6. Research : How can we get creative about finding out about our users?  
Hallie Willett
7. <sup>UX</sup>Business : How to make friends & influence stakeholders Joe Dyer
8. Content Strategy : What is it? Kristina Halvorson
9. IA for Advertising-Supported Sites : How can we maximize revenue?  
Karen McGrath
- 10: Economy : How can IA's prove their value in an uncertain,  
world? Samantha Starmer

ランチのトピック



# 本の販売



ホテル

# This is my First Summit

by Naoko

- Very welcome mood

歓迎ムードでいっぱい

- Everyone is friendly

みんなフレンドリー

- Not only about organizing information

情報の体系化といった話ばかりではない

- Not so conceptualistic

それほど概念的すぎるわけでもない

- Starts early in the morning everyday

毎朝早い

# 総評：長谷川

- 基礎はだいぶ普及している印象
- 「IA（とIAコミュニティ）の存在意義」的なディスカッションが多かった  
→ JJGのクロージングプレナリー
- コミュニティをどうする、ビジネスとどう折り合いをつける、といった話が多かった

# Sessions: Day 1

- KEYNOTE
- Designing for, with & around Advertising (by Karen McGrane)
- Creating Magic Kingdoms: User Experience lessons from Disney's Imagineers (by Michael Atherton)
- Designing Rules: The Engine of User Experience (by Daniel Brown)
- Site Redesign: When hell freezes over use a blowtorch (by Melissa Matross)
- Motivating Teams (by Dorelle Robinowitz)
- Using Enterprise IA to Support Business Strategy: Driving Revenue and Brand Health with Better Information Management (by Gary Carlson & amantha Starmer)
- POSTERS & RECEPTION

# Keynote: Michel Wesch @ KSU

## Mediated Cultures

- “Whatever”の歴史 → いまは“Meh”
- The medium shapes the message
- コミュニケーションが「自己認識」を作る



MICHAEL WEBER



# You are (Mostly) Here

Andrew Hinton

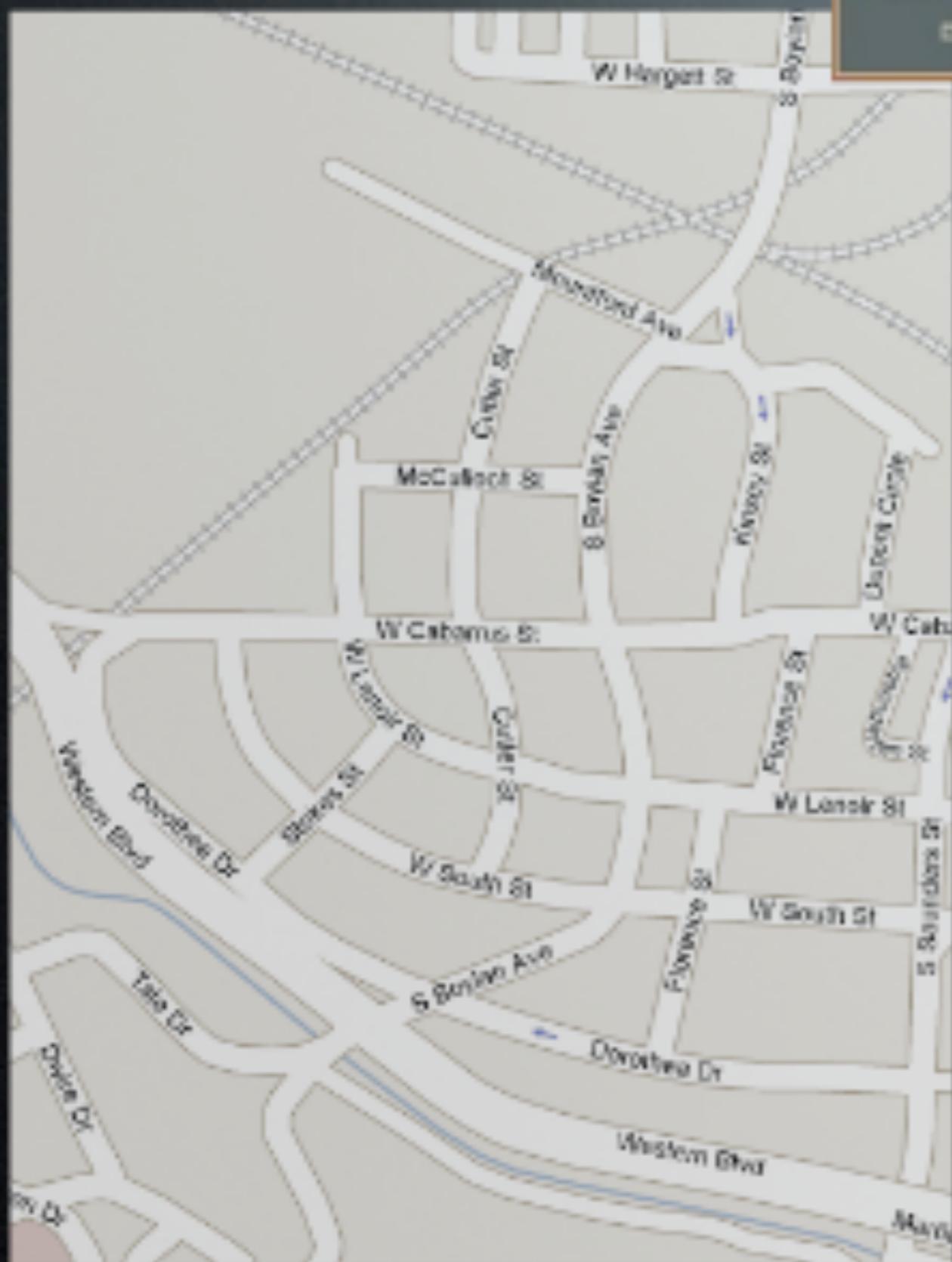


<http://www.slideshare.net/andrewhinton/thecontextproblem-presentation>

# Map (Language)

HISTORIC  
"BOYLAN HEIGHTS"  
ESTABLISHED 1937

# Territory (Context)



# MUD (Multi-User Domain)

@dig

```
{} Start here!  
{}dig/teleport  
meetingroom=meetingroom;meetingroom:me:in:  
lobby;lobby:look:0:0:0:0:0  
{}desc here=The meeting room is granite,  
and is large enough for about 200 people.  
{}000 here=0  
{}desc lobby=The exit has two doors and  
leads into the lobby.  
{}succ lobby=You have left the meeting  
room.  
{}0000 lobby=has entered.  
{}0drop lobby=has left.  
move out  
{}desc meetingroom=The meeting room  
entrance has two doors.  
{}succ meetingroom=Now in the Meeting Room  
{}0000 meetingroom=has left for the  
meeting room.  
{}0drop meetingroom=has entered the  
meeting room.  
move meetingroom
```

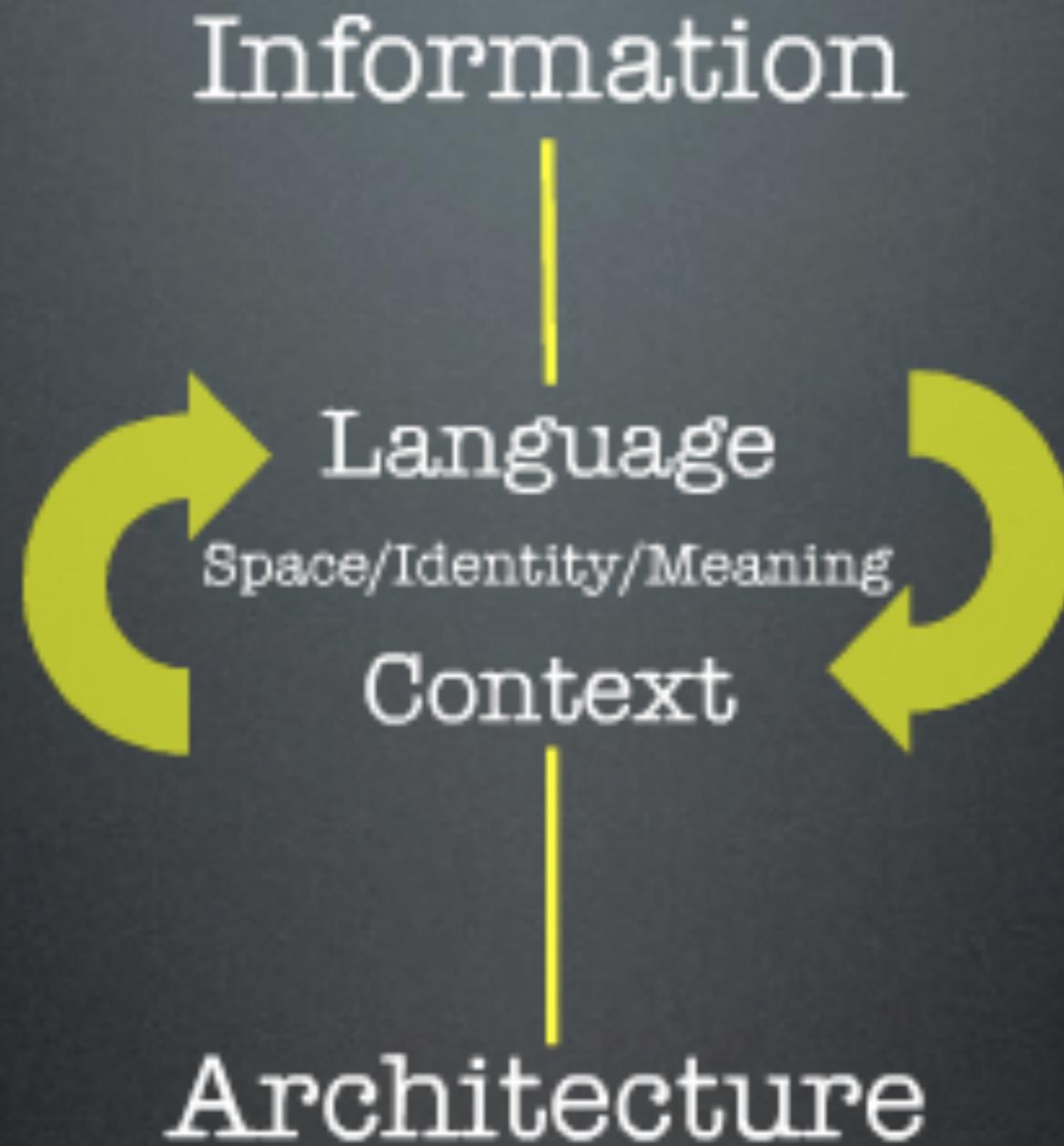
```
Terminal — telnet — 80x24  
[Paul] Version : FluffOC v0.11 on port 4242.  
Welcome to Discworld: the stuff of which dreams are made.
```

```
Silently, slowly and  
great area surveying  
Standing on K'Tuin's  
side: the colossal wa  
magic. Reflects the  
unobtrusive is possib  
n - Print this screen  
d - Display your char  
R - Request a tempo  
u - Show list of str  
l - Show list of th  
P - Utilities  
F - Finger someone  
U - New character  
E - Guest character  
fi, enter you' rurre  
your cursor!
```



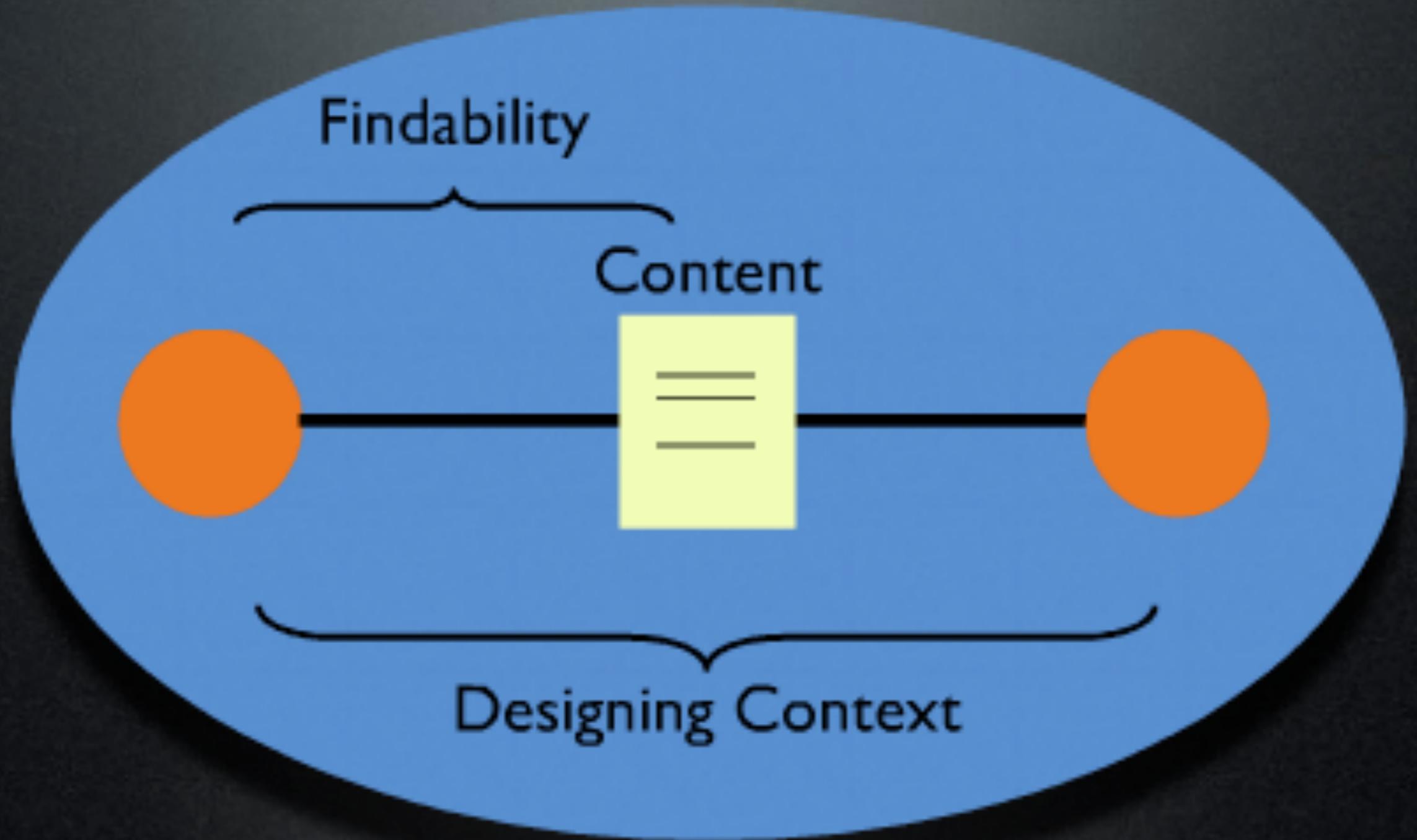
Language

Context



言語とコンテクストを常に相互に考える

IAはFindability部分しか見えていない



全体のContextをもっと考える

# You are (Mostly) Here: Andrew Hinton

Context  $\leftrightarrow$  Language

Territory (領地)  $\leftrightarrow$  Map (地図)

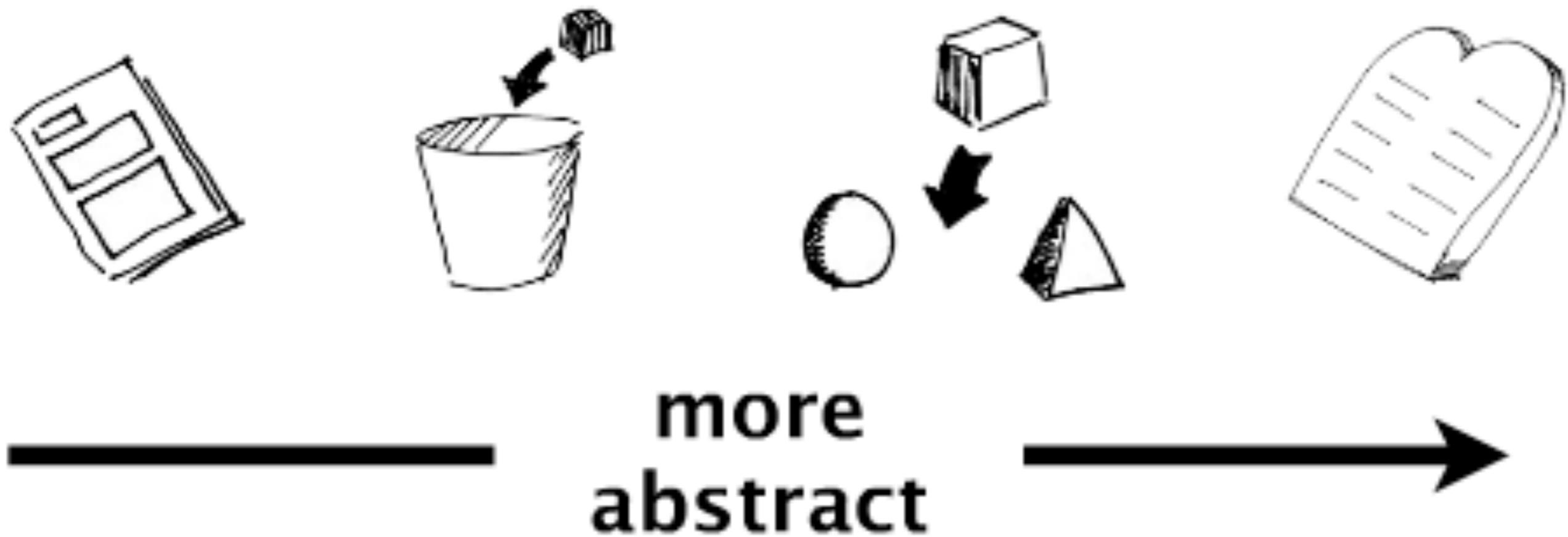
- もともとは、Context  $\rightarrow$  Map
- オンライン化が進み、Map  $\rightarrow$  Context  
となる状況が生まれている

# Designing Rules

Daniel Brown



<http://www.slideshare.net/brownorama/designing-rules-ia-summit-2009>



Content Rules : コンテンツルール

Navigation Rules : ナビゲーションルール

Business Rules : ビジネスルール

形にしていく過程に、これらのルールが必要

# COOK'S ILLUSTRATED

SEND US OUR  
NEW DETAILS

SEARCH

RECIPES

EQUIPMENT REVIEWS

TASTE TESTS

HOW TO COOK

VIDEOS

# Contents Rules

Action : 行動

Scope : 範囲

Filter : フィルター

Quantity : 量

Format : 形式

Default : 初期設定

Online Member Sign Up  
Online Gift Membership  
Magazine Subscriptions  
Magazine Gift Subscription



Read Current Issue  
Browse Archived Issues

MEMBERSHIP LOGIN

Email

Twitter

Forgot Your Password?

LOGIN

START A 15-DAY  
FREE TRIAL ONLINE  
Membership

START NOW

Bulletin Board  
Free Newsletter  
Explore Our Site

Entertaining  
in Cooks Illustrated  
13  
Entertaining



## Roasted Chicken with Herb Butter

Roast a whole chicken for a simple and delicious dinner. We use a herb butter to keep the skin moist and the meat juicy. [Read More](#)

CHICKEN WITH NOODLES

RECIPES

### Poached Salmon

Poaching rarely lives up to its promise to produce silky, delicately flavored fish. We set out to eliminate chalky, tasteless poached salmon for good. [Read More](#)

Read More

EQUIPMENT REVIEWS

### Best Buy Spatulas

Next-generation slotted spatulas use rice with bamboo, rather than zinc or too rigid, waxy, cheap, or uncomfortable to hold. Do any deliver a better tool? [Read More](#)

Read More

TASTE TESTS

### Best Buy Supermarket Parmesan

Do aging time, raw milk, and salt content really matter? We brought eight supermarket brands to see whether good Parmesan can be made anywhere. [Read More](#)

Read More

HOW TO COOK

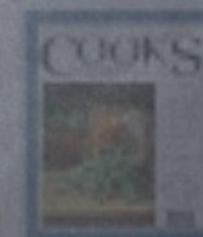
## The Test Kitchen Favorite RECIPES THAT WORK

In our test kitchen, we make recipes over and over to make sure they work as intended at the best possible chance. We get kitchen equipment and ingredients through the same channels, testing and so on, with reliable results to help you stop worrying. [Read More](#)

SEE ALSO: [WHAT'S HOT](#)

FREE TRIAL ISSUE  
Get a FREE TRIAL ISSUE of  
Cook's Illustrated—ONLINE  
now and get a FREE GIFT.

START NOW OR [PAID UP](#)



HOW TO COOK

### Salmon Primer

With more species of wild and farmed salmon available these days, we decided to see what distinguishes one from the rest. [Read More](#)

Read More

also inside

in September

MP3 players

- Best MP3 players
- MP3 player buying guide
- MP3 player finder
- MP3 player accessories
- Best headphones
- Headphone buying guide
- See all MP3 player reviews

TOP PRODUCTS FROM TOP BRANDS

- Best products
- Sony products
- Samsung
- Real products
- AT&T products

and reviewed 15 discontinued MP3 players

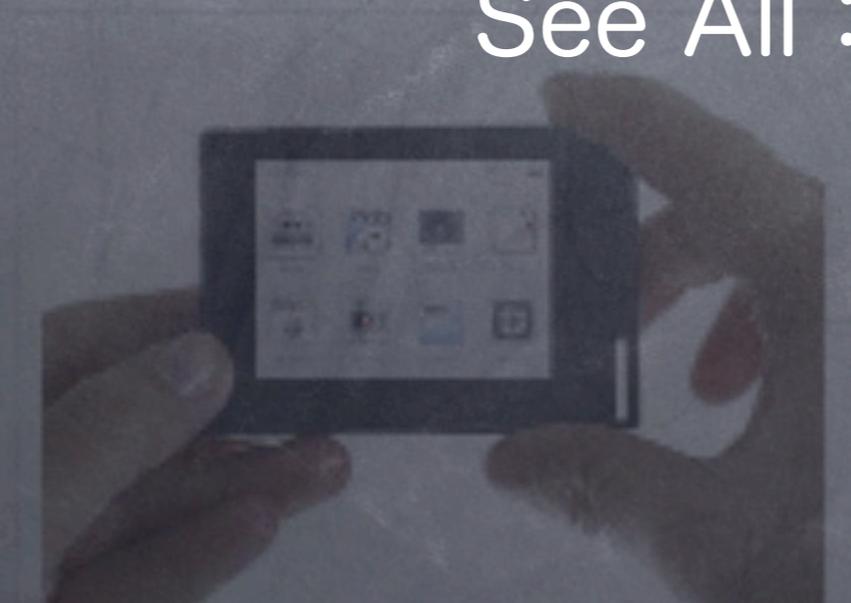
MP3 players

Reviews of the latest MP3 players

Find an MP3 player

price	manufacturer	Other
• \$20 - \$50 (208)	• Creative Labs Inc. (33)	• Portable
• \$51 - \$100 (276)	• Sony	• Creative
• \$101 - \$200 (152)	• Gateway	• Creative
• \$201 - \$300 (64)	• Gateway	• Creative
• More than \$300 (61)	• SanDisk Corp. (57)	• Samsung

Latest MP3 player reviews and advice



hands-on

If you remember the original Damin D2 from 2007, then the D2+ isn't going to seem like much of a shocker. But if you're into high-end sound quality and long battery life, then the D2+ is worth a closer look.

MP3 player video reviews

Same line

MP3 player video reviews

Philips GoGear Spark  
In the world of budget MP3 players, the Philips GoGear Spark is a diamond in the rough, offering an attractive...

See all videos >

GET CNET ON THE GO.

Get the best of CNET on your iPhone

# Navigation Rules

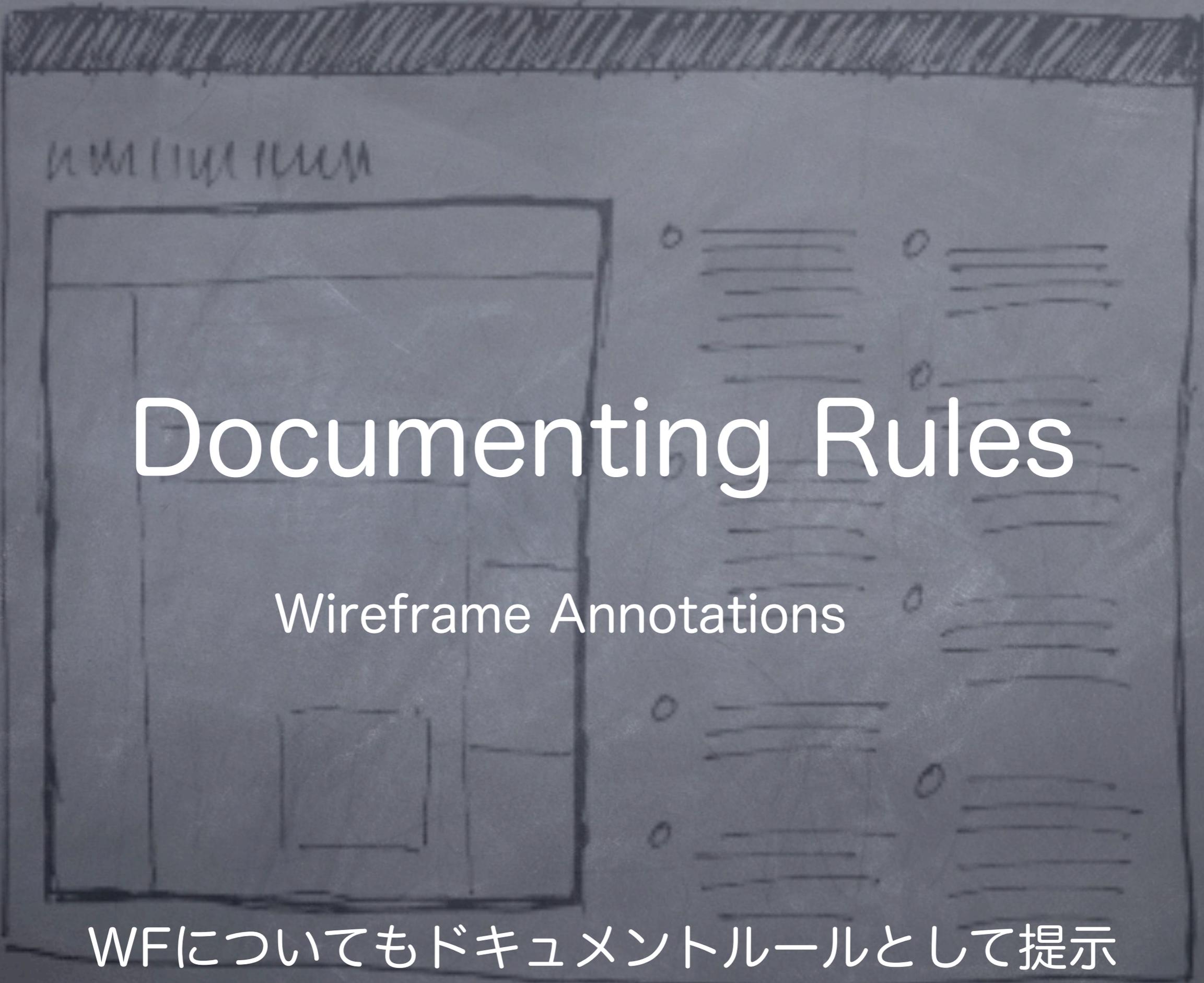
Facets : ファセット

Options : 選択

Range : 範囲

Effect : 効果

See All : 全体表示

A hand-drawn wireframe diagram on a dark background. The diagram consists of a large rectangle with a smaller rectangle inside it. The inner rectangle is divided into several sections by lines. To the right of the main rectangle, there are several horizontal lines, some with small circles next to them, representing annotations or data points. The overall style is that of a rough sketch or prototype.

# Documenting Rules

Wireframe Annotations

WFについてもドキュメントルールとして提示

# Wireframe Annotations » Prose

u m l i u t l u m m

If the customer's state is nexus, show sales tax.

41

# Wireframe Annotations » Table

u m l i u t l u m m

Area	Content Type	Quantity	Criteria
1	Article	3-5	Latest
2	Comments	3	Most Useful

43

# Wireframe Annotations » Pseudo-code

u m l i u t l u m m

**Display Conditions**

- IF state=nexus
- THEN display tax

42

# Wireframe Content

u m l i u t l u m m

**Latest Articles**

- [Article Headline] • [Pub Date]  
[Summary (160 chars)]  
[more...](#)
- [Article Headline] • [Pub Date]  
[Summary (160 chars)]  
[more...](#)
- [Article Headline] • [Pub Date]  
[Summary (160 chars)]  
[more...](#)

44

# Good Rulesとは

User-Centered : ユーザー中心設計

Unambiguous : 明確

Feasible : 実行可能

Specified Responsible : 責任がある

Comprehensive : 理解できる

Gracafally Degradeable : 礼儀正しい

# Designing for, with & around Advertising

by Karen McGrane

- USでの広告産業は \$219.9 billion の市場
- ユーザーの視聴時間は、従来の広告（79%）よりネットの方が長い（21%）にも関わらず、広告費は、従来広告（93%）に対し、ネットは少ない（7%）
- 主なWeb2.0的なサービスのビジネスモデルは、広告。

Print Dollars  
Internet Nickels

- 広告は排除できないものだから、両立するようなIAを。
- より良いAdクリエイティブができるよう、ネットにもっと予算を。

# ROI and the business value of IA:

Eric Reiss

- ROIで語る必要がある：価値は相対的
- 「フラストレーションのコスト」
- 「みつからないコスト」



# Design Games for IA

Donna Spencer



# Metadataを使うゲーム

たとえば、これはなんて言う？

## なぜゲームか

- ・プロジェクトでいつもできるゲーム
- ・ゲームにすることにより楽しみながらできる

## ゲームの進め方

- ・ものにはさまざまな言い方があるのですべて言う
- ・いろいろな角度から表現し、すべて書き記す
- ・それらの共通項を見いだして整理していく



# Instructions - Design a home page

## Outcome

The outcome of this activity is to design the ideal home page for you, based on what you need most from this website.

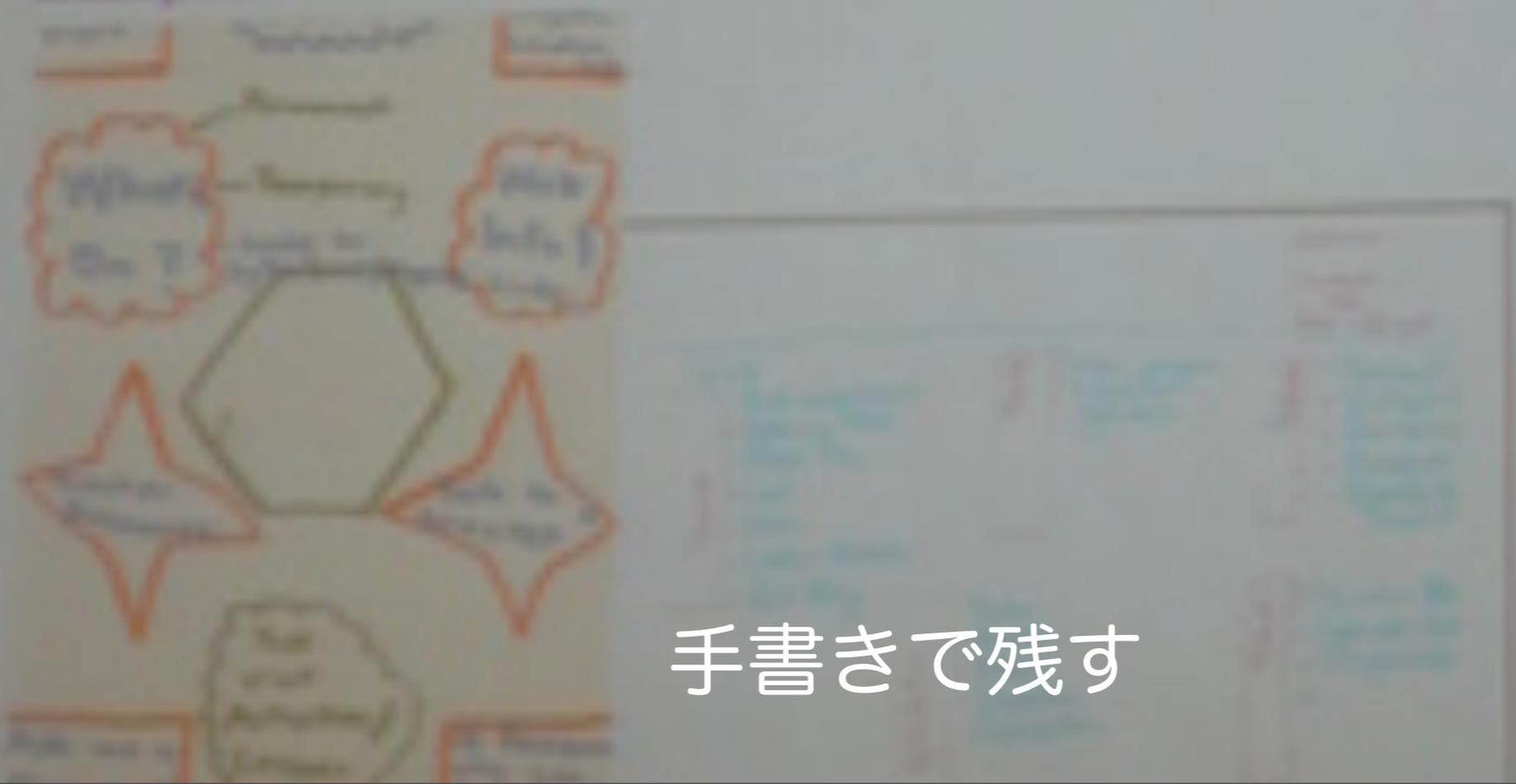
You don't have to create a beautiful graphic design, or even anything that looks like a finished home page. But you do have to identify the key elements you think should be on the home page, and their relative importance.

## What to do

In your team:

- Identify all the things you would like to see on the home page
- Discuss which are most important and why
- Sketch (individually or as a group) a home page that represents these ideas - this can be printed, or done in words.

## Examples



手書きで残す

card sorting

# Card sorting

カードソーティングをすることにより俯瞰できる



## Card Sorting

### DESIGNING USABLE CATEGORIES

A book in progress by **Donna Spencer**. Publisher: [Rosenfeld Media](#). Anticipated publication date: 2009

Card sorting helps us understand how people think about content and categories. Armed with this knowledge, we can group information so that people can better find and understand it.

In this book, Donna describes how to plan and run a card sort, then analyse the results and apply the outcomes to your project.

Why should you buy this book?

- You'll be able to gain the basics quickly and get sorting straight away
- Your designs will be better and you'll have more confidence in the outcomes by including card sorting in your projects
- Even if you have conducted a card sort before, the book will contain plenty of extra tips to make the most of the results

「Card Sorting」書籍が販売されます

# ● Creating Magic Kingdoms: User Experience Lessons from Disney's Imagineers

by Mike Atherton

- ディズニーには、イマジニア (Imagine+Engineer) と呼ばれる、ディズニーリゾート内のユーザーエクスペリエンスに責任を負っている専門職がある。
- ディズニーのイマジニアから学べる9つの教訓

# Creating Magic Kingdoms: User Experience Lessons from Disney's Imagineers

by Mike Atherton

- キーワードは「Emotional Engagement」



# Creating Magic Kingdoms: User Experience Lessons from Disney's Imagineers

by Mike Atherton

- ディズニーのイマジニアから学べる9つの教訓

## Lesson 1

If you can dream, you can do it

成功は夢見ることから

## Lesson 2

Get them excited

興奮させるような体験を

# Creating Magic Kingdoms: User Experience Lessons from Disney's Imagineers

by Mike Atherton

- ディズニーのイマジニアから学べる9つの教訓

## Lesson 3

### Build a creative culture

クリエイティブが尊重される文化を築く

# Creating Magic Kingdoms: User Experience Lessons from Disney's Imagineers

by Mike Atherton

- ディズニーのイマジニアから学べる9つの教訓

## Lesson 4

### Tell stories

ストーリーで伝える

## Lesson 5

### Never break the spell

魔法がとけないように

# Creating Magic Kingdoms: User Experience Lessons from Disney's Imagineers

by Mike Atherton

- ディズニーのイマジニアから学べる9つの教訓

## Lesson 6

### Have attitude

(お金ではなくクオリティを) 追求する姿勢を持つ

## Lesson 7

### Play your own game

自分のものとして捉える

# Creating Magic Kingdoms: User Experience Lessons from Disney's Imagineers

by Mike Atherton

- ディズニーのイマジニアから学べる9つの教訓

## Lesson 8

### Accept change

変化を受け入れる

## Lesson 9

### Look to the future

未来を見据える

# Creating Magic Kingdoms: User Experience Lessons from Disney's Imagineers

by Mike Atherton

人々が恋に落ちるような  
そんなエクスペリエンスを創造しましょう。

functional specs & **emotional specs**

機能的な仕様とエモーショナルな仕様

quality + consistency + excitement

クオリティと一貫性と興奮を呼び起こすもの

**moving seamlessly**

継ぎ目なく行き来できる体験を

# Evolve or Die: Gene Smith, Russ Unger, Joshua Porter, Christina Wodtke

- Little IA と Big IA (=UX)
- Q: シニアIAがBig IAで、ジュニアIAがLittle IAなの? → A: そういうわけではない
- Q: WFで困っています  
→ A: WFはコミュニケーションツールです

# Evolve or Die

Christina Wodtke, Gene Smith, Russ Unger, Joshua Potner [PANEL]



# Site Redesign: Melissa Matross @ Hotwire

- どうやってサイトを向上させるか
  - フェーズアプローチ
  - 「リスク」を念頭に入れる
- リフレッシュ vs. リデザイン

# Phased Approach

## SITE IMPACT

### PHASE 1 Redesign Air



**Templates defined:**  
-Results  
-Details

**Outcome:**

- ✓ Air Results Redesign
- ✓ Air Details Refresh
- ✓ Global Nav Redesign

### PHASE 2 Primary Purchase Path



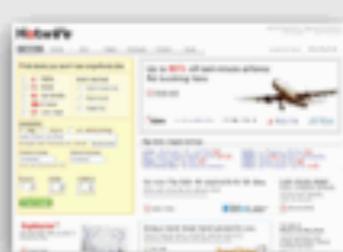
**Templates defined:**  
-Results -Billing  
-Details -Shopping Cart

- ✓ 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)

**Dependencies:**

- Front-end Dev resources
- Billing completion (for Confirmation pages)
- New design for purchase path pages (results/billing)

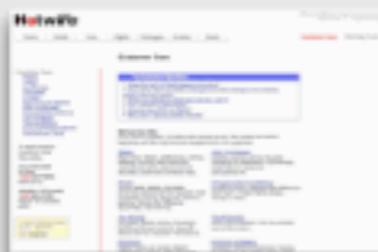
### PHASE 2.5 Homepage Updates



**Templates defined:**  
--Homepage

- Homepage/Landing page & Farefinder Redesign

### PHASE 3 New UX Features



**Templates defined:**  
-Content Gateway -Account Dash  
-Content Detail

- Local Trips Refresh
- Flexible Date Air Refresh
- Application Emails
- My Account Redesign
- Help Center Redesign & New features

### PHASE 4 Thorough Site Redesign



**Templates defined:** -TripStarter  
-Deals -Image Gateway  
-Content Detail

- 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)

### PHASE 5 Key Marketing



**Templates defined:**  
-Homepage -Emails  
-Landing pages

- 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

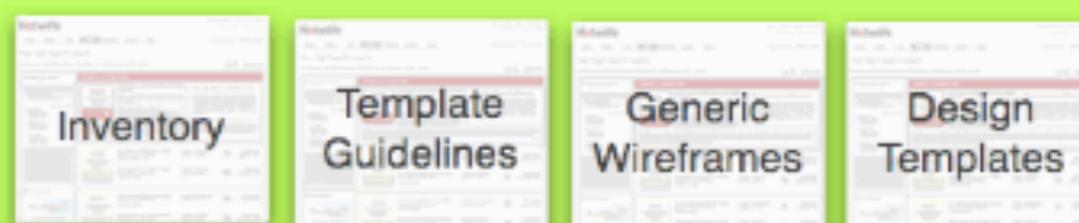
### Research



### Personas & Segmentation

Segmentation data and deliverables defined regarding:  
-New vs repeat visitor  
-Business vs consumer  
-High vs low value customer  
-Single product vs multi product

### Documentation



# ● Motivating Teams: Inspiring People To Do Great Work

by Dorelle Rabinowitz

## モチベーションが下がる要因

- ・ 自信を持ってない
- ・ 期待されていることが不明確
- ・ パフォーマンスに対しての評価がない
- ・ 双方向のコミュニケーションが不足
- ・ 目標設定やチャレンジが不足

● Motivating Teams:  
Inspiring People To Do Great Work

by Dorelle Rabinowitz

人々がその職場を去る理由No. 1

Their Manger is jerk

(管理者がむかつく)

# ● Motivating Teams: Inspiring People To Do Great Work

by Dorelle Rabinowitz

解決のためには、役割によって職責が違うことを理解する

Manager	仕事が終わるよう助ける
Lead	批評、論評する
Team	人任せにしないで自分で実務
Stakeholder	みなで同じ土俵にあがる
Client	タスクや優先順位を決めたり委譲したりする
Group/Company	障害を取り除く

# Using Enterprise IA to Support Business Strategy

Gary Carlson, Samantha Starmer



 SEARCH

[Shopping Cart](#) | [Log In](#) or [Register](#)

[Store Locator](#) | 1-800-426-4840

REI.COM

REI-OUTLET.COM

REI ADVENTURES

EXPERT ADVICE

GIFT REGISTRY

FIND OUT

STEWARDSHIP

[Camping & Hiking](#) [Climbing](#) [Cycling](#) [Fitness](#) [Paddling](#) [Snowsports](#) [Travel](#) [Men's](#) [Women's](#) [Kids'](#) [Shoes & Boots](#) [Brands](#) [All Categories](#)

### Clothing and Footwear

- [Kids' Clothing](#)
- [Men's Clothing](#)
- [Shoes and Boots](#)
- [Women's Clothing](#)

### Gear Shops

- [Camping & Hiking](#)
- [Climbing](#)
- [Cycling](#)
- [Fitness](#)
- [Outdoor Lifestyle](#)
- [Paddling](#)
- [Travel](#)

### Snow Shops

- [Alpine Skiing](#)
- [Cross-Country Skiing](#)
- [Telemark and Randonee](#)
- [Snowboarding](#)
- [Snowshoeing](#)

### Top Gear Categories

- [Backpacks](#)
- [Bikes](#)
- [Books, Maps and DVDs](#)
- [Car Racks](#)

## CAN AWARD-WINNING GEAR MAKE THE OUTDOORS EVEN GREATER?

Find out. See what new gear won top honors for adding more moxie to muscle-powered adventures.

▶ [SHOP ALL AWARD-WINNING GEAR](#)

- ▶ [BACKPACKER MAGAZINE AWARD WINNERS](#)
- ▶ [NATIONAL GEOGRAPHIC ADVENTURE MAGAZINE AWARD WINNERS](#)
- ▶ [OUTSIDE MAGAZINE AWARD WINNERS](#)



### REI Members! Free REI Reusable Shopping Bag\*

Use your member dividend by 4/26 and we'll add a free REI reusable shopping bag to your order! [\\*Details and exclusions.](#) **Not yet an REI member?** [Join today](#) and get a free REI reusable shopping bag!



Columbia

**Free Shipping!** With Columbia Sportswear Your entire order ships free through 4/30 when you buy any



**Choose Eco-Conscious Gear and Clothing** Leave a lighter footprint on your next adventure. [Shop our](#)

# Business case

Problem/Opportunity : 問題・機会

Cost : コスト

Solution : 解決策

Approach : 方法

ビジネスではこのようなことが一般的

## 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

# Final Advice

1- Follow the money

# Check List

2- Follow the money

3- Follow the money

## Checklist:

ROI : 投資利益率

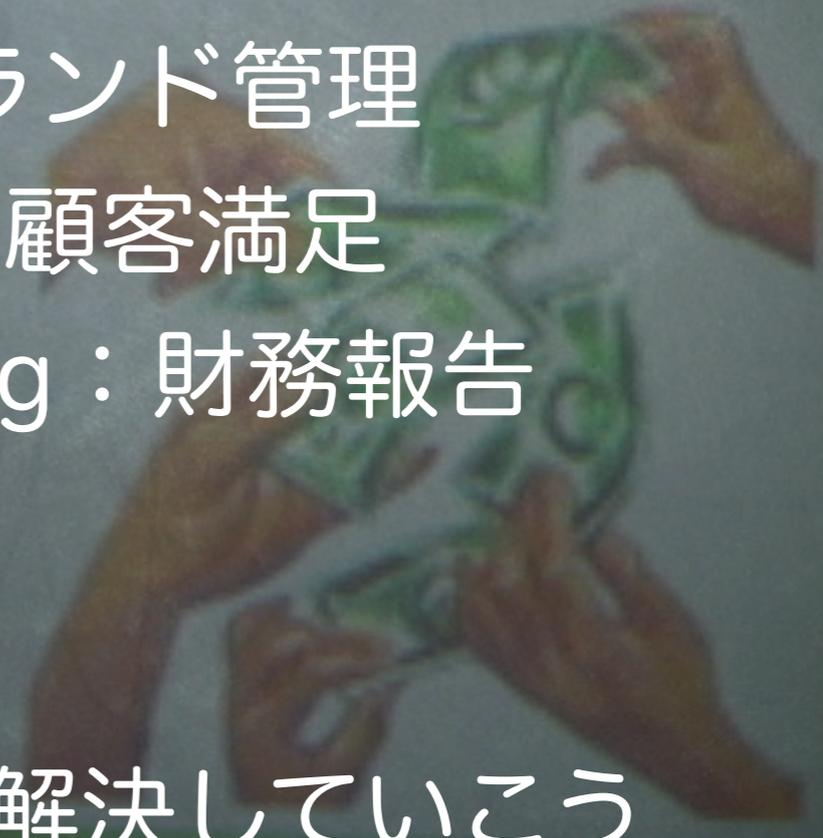
Legal Requirements : 合法

Brand management : ブランド管理

Customer Satisfaction : 顧客満足

Business/Financial reporting : 財務報告

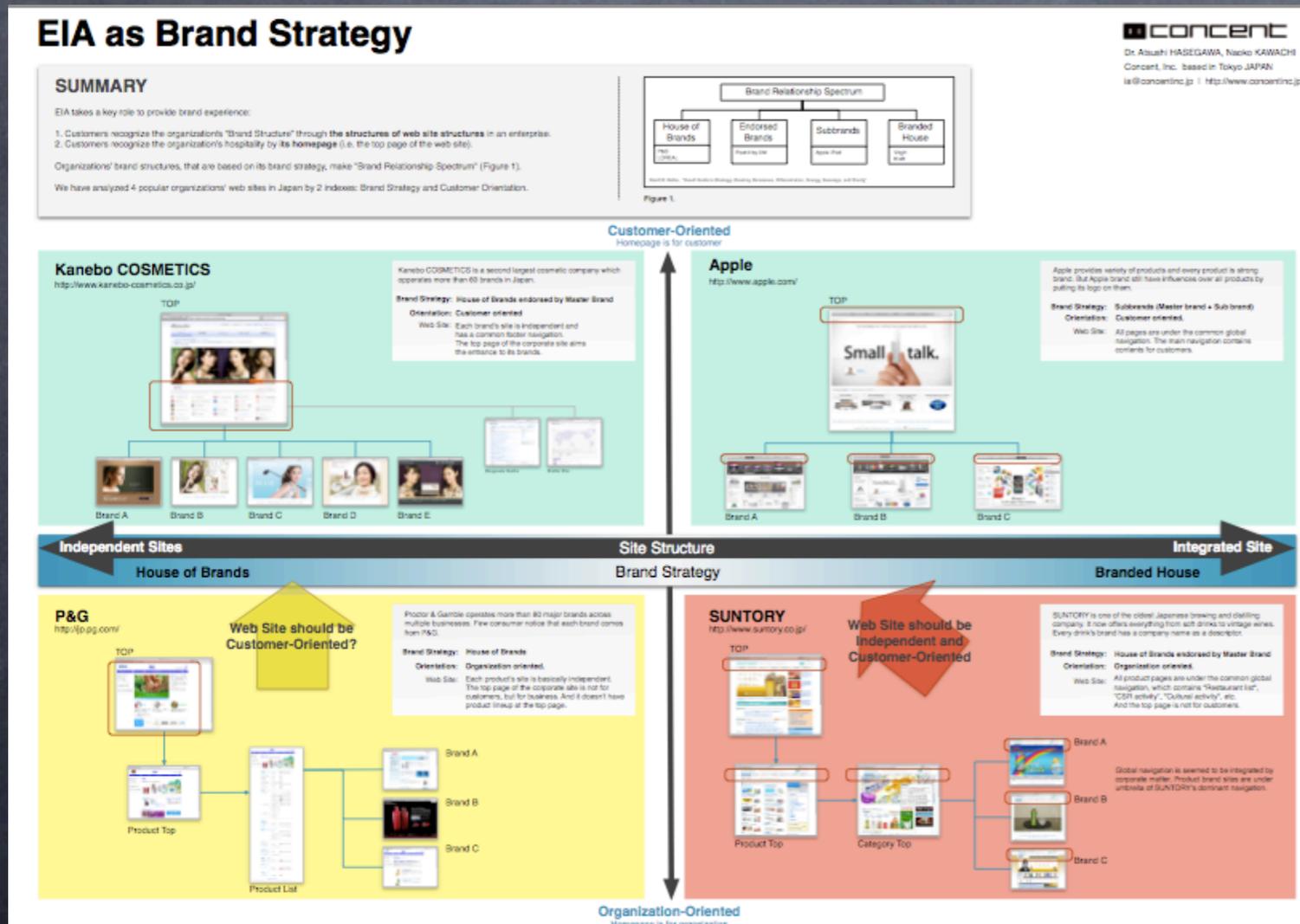
Get involved with the marketing team



マーケティングチームと一緒に解決していこう

# Poster

## “EIA as Brand Strategy”



ユーザーはEIAでブランドを体験する

ブランド構造にはスペクトラムがある

トップページが顧客指向であるかどうかも大事

# Sessions: Day 2

- When Appeasement is not Enough - or How to Work within “Government Time” (by Naomi Norman)
- Integrating Effective Prototyping into Your Design Process (by Fred Beecher)
- UX Design & Deliverable Systems (by Nathan Curtis)
- Usable, Influential Content: We Can Have It All (by Colleen Jones)
- Business Centered Design (Christina Wodtke)
- A House Divided Against Itself Cannot Stand (by Eric Reiss)
- Designing Social Interfaces: Principles, Best Practices and Patterns and Patterns for Designing the Social Web (Erin Malone & Christian Crumlish)

# IA Practice & Research: Organized by Peter Morville

- 実務と大学の研究との共存
- アジェンダ出し  
→MLにて議論
- 実務、研究ともに独自に進んでいることの解決のため



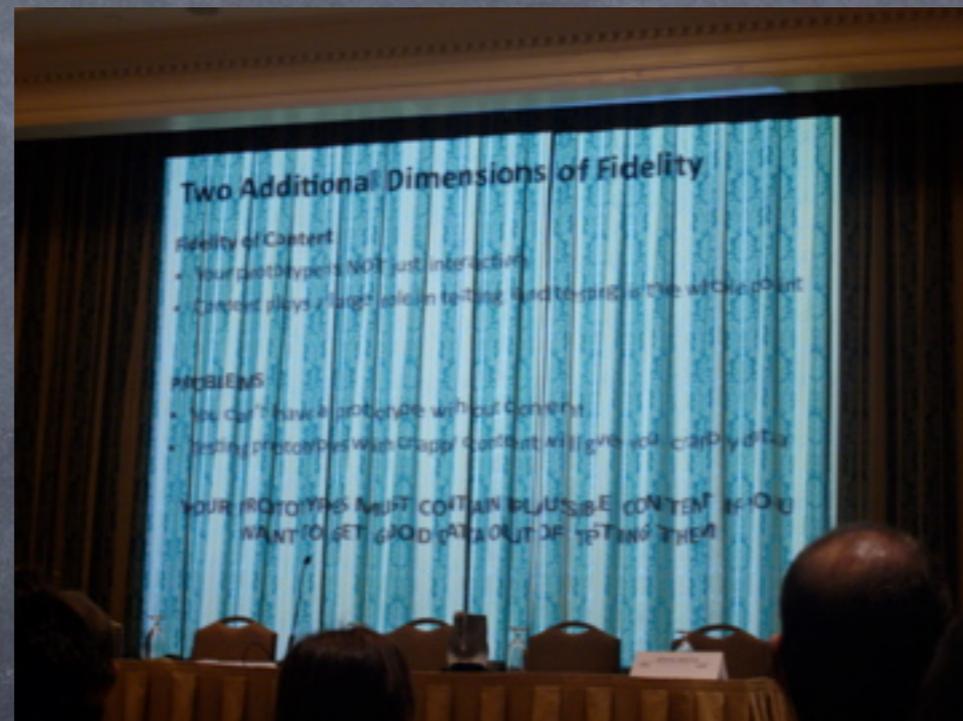
# Is Interaction necessary?

Karl Fast



# Strategies for Enabling UX to Play a More Strategic Role

Richard Anderson, Craig Peters [WORKING SESSION]



# ◉ When appeasement is not enough - or how to work within “Government time”

妥協策が十分でない時、いかにして「ガバメントタイム」で動くか

by Naomi Norman

## 使えるツール

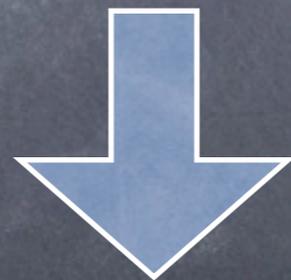
- ・ゴールを定義する
- ・ユーザーを定義する
- ・ユーザー調査をする
- ・コンサル内容を定義する
- ・クライアントをトレーニングする
- ・ガバナンスを愛する
- ・ドキュメンテーションとプレゼンテーション

# When appeasement is not enough - or how to work within “Government time”

by Naomi Norman

## Governmentのプロジェクト傾向

- Big EnterpriseはProfitを重視する傾向がある
- GovernmentはWide Consultationを大事にする



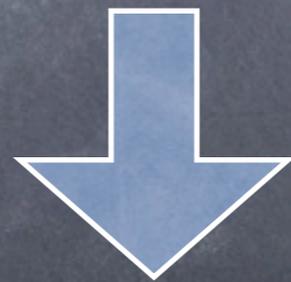
できるだけ多くのユーザー調査を行い、できるだけ多くの民意が反映されていると、Government側が感じられるような進め方をする。

# When appeasement is not enough - or how to work within “Government time”

by Naomi Norman

## 意思決定の遅さをどう回避するか

- Group Decision Makingを使う
- 効果的なAgendaの設定



Agendaに、どんな人がディスカッションに参加すべきで、どんな質問が期待され、どんな議論はそうでないかをあらかじめ明記。

# ● Integrating Effective Prototyping into Your Design Process

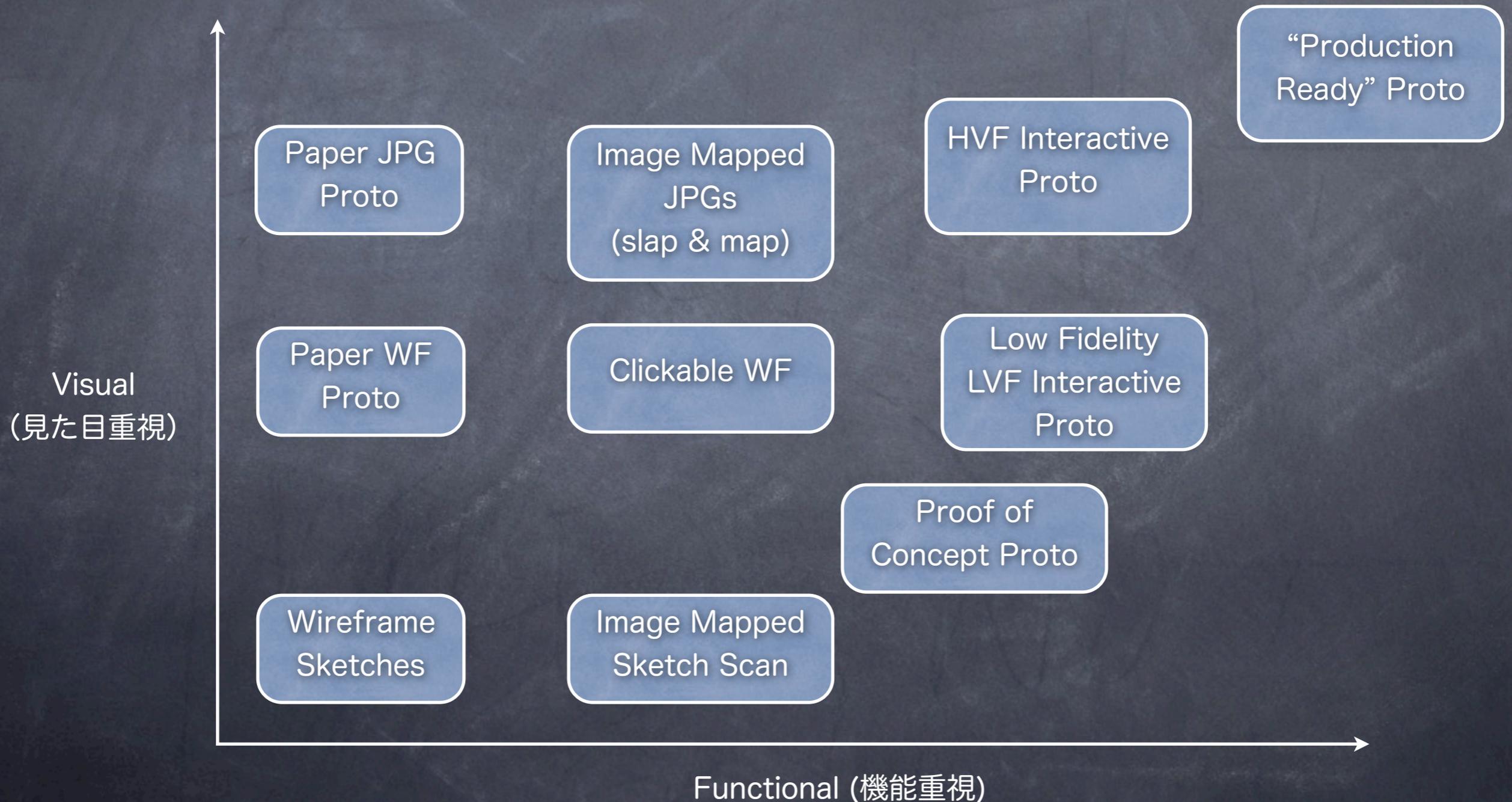
by Fred Beecher

- 1枚絵はプロトタイプとは言わない。2枚以上あって、相互に行き来できるものがプロトタイプである。
- プロトタイプの種類は2軸方向に分布する。
  - Visual
  - Functional

# Integrating Effective Prototyping into Your Design Process

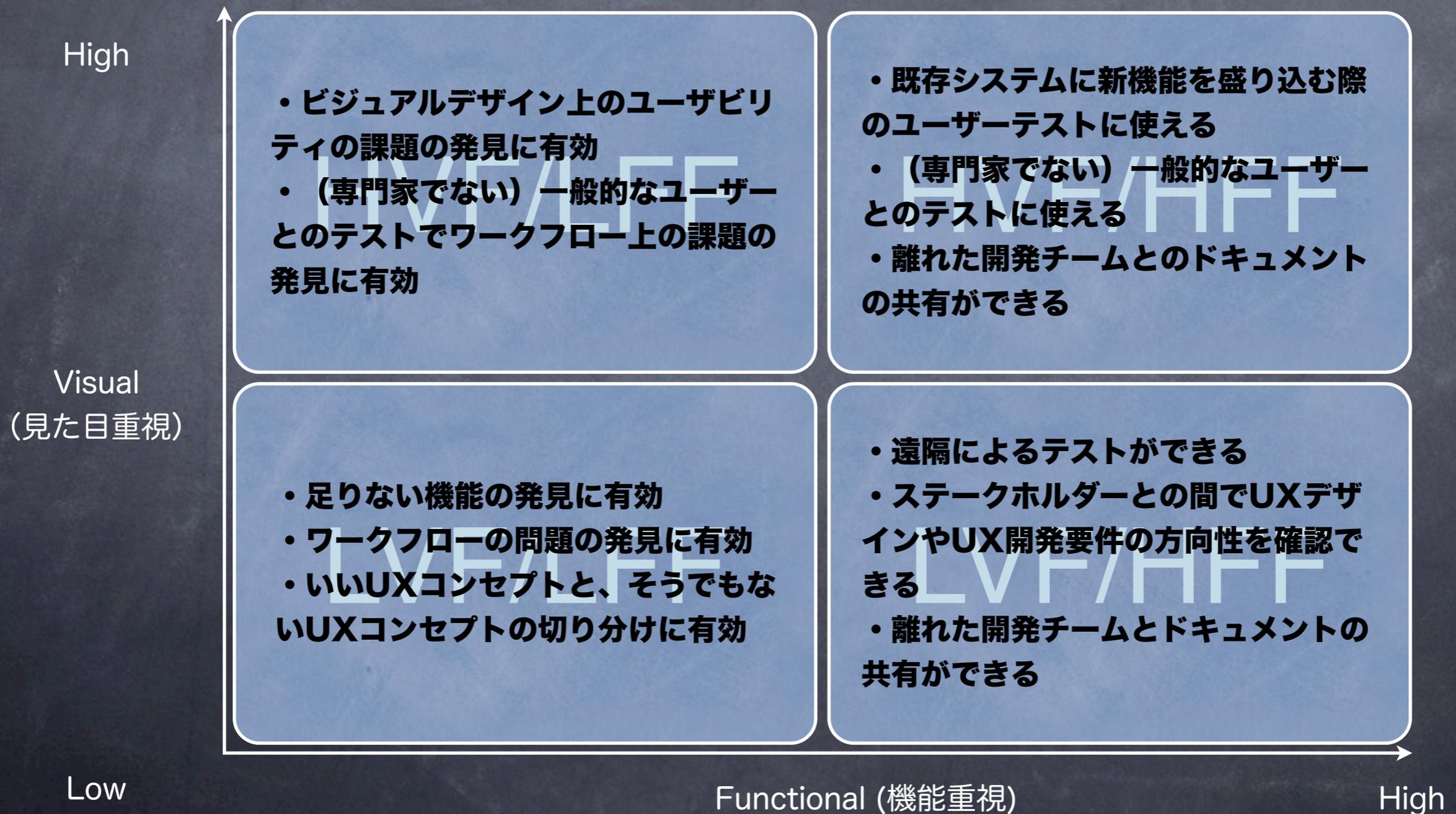
by Fred Beecher

## The Dimensions of Fidelity



# Integrating Effective Prototyping into Your Design Process

by Fred Beecher



# ● Integrating Effective Prototyping into Your Design Process

by Fred Beecher

開発のコンテキストによって、方法は変わる。

## ● いずれの場合も、テストしたいシナリオの開発が重要

- アジャイル開発環境の会社の場合：
  - ・ 2,3 のUXデザインコンセプトをシンプルなプロトタイプに落とす。
  - ・ クリティカルなインタラクションコンセプトのためには、Ixプロトを作る。
- ウォーターフォール開発の会社の場合：
  - ・ Ixプロトを作ってステークホルダーに見せて回る（話すだけではだめ。Show&Tellで）。
  - ・ 同じプロトでユーザーテストをする。
- コンサルティング会社の場合：
  - ・ 2,3 のUXデザインコンセプトをシンプルなプロトにしてテストし、1つを選ぶ。
  - ・ クリティカルなインタラクションコンセプトのために、小規模にIxプロトを作る。
- ハードウェアデバイス開発の場合：
  - ・ LFFのインタラクションプロトをできるだけたくさん試してみる。
  - ・ エンジニアのために、ドキュメントを補完するHFFプロトを作る。

# UX Design & Deliverable Systems

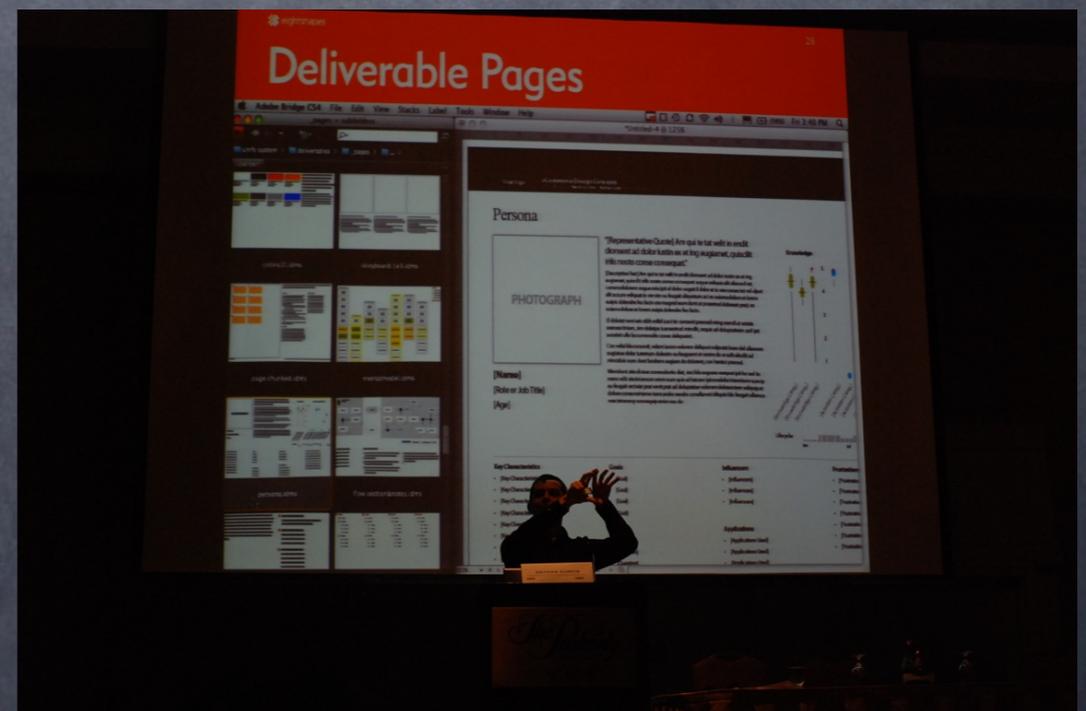
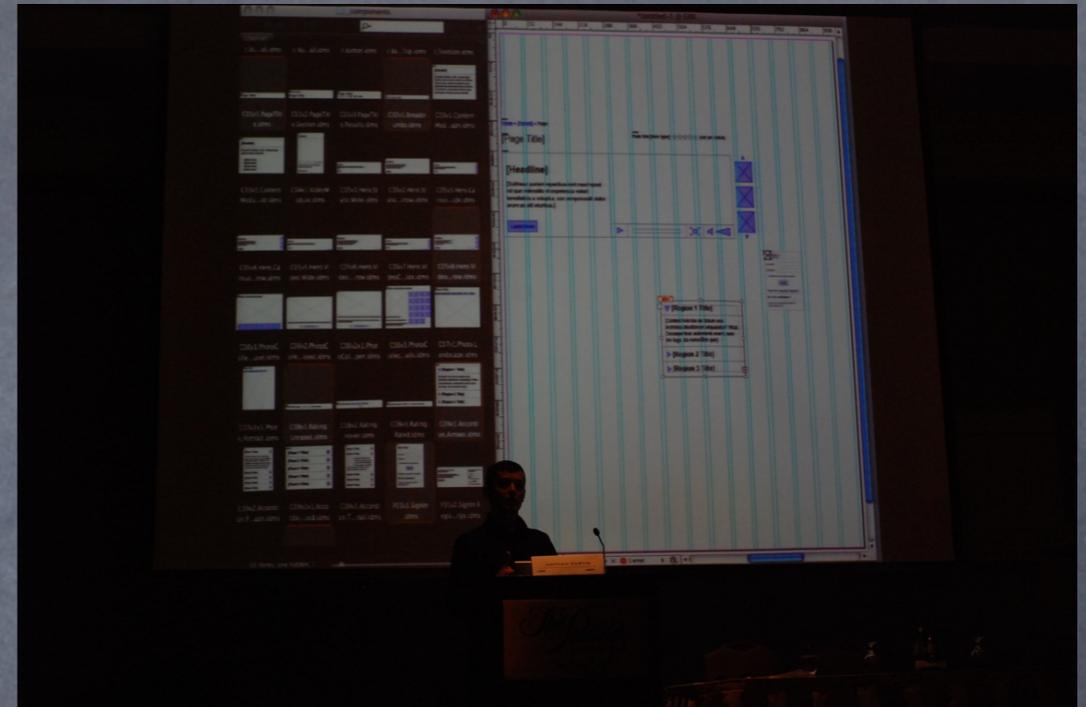
Nathan Curtis



<http://www.slideshare.net/nathanacurtis/unify-your-deliverables>

# Unify Your Deliverables: Nathan Curtis @ 8 shapes

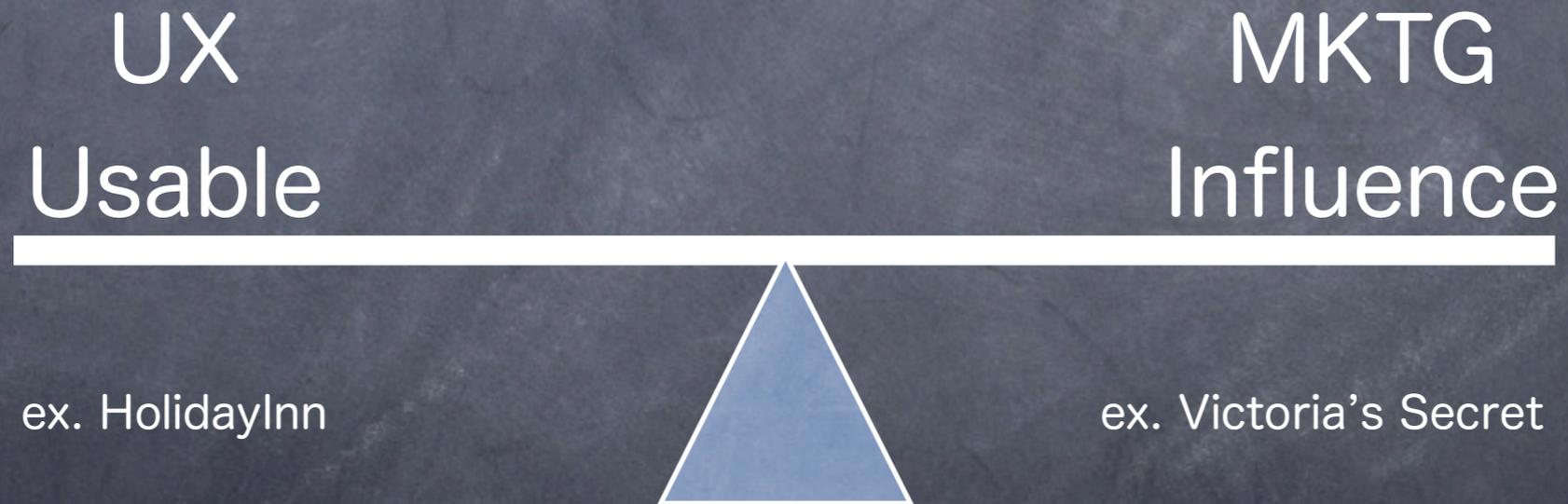
- InDesignに集約させたWebプロジェクトドキュメントのテンプレート
- 戦略～ユーザー分析～WFまで
- クロスプラットフォーム、ベクターグラフィクス、モジュール化、などがInDesignの理由



# Usable, INFLUENTIAL Content: We Can Have It All

by Colleen Jones

バランスが大事

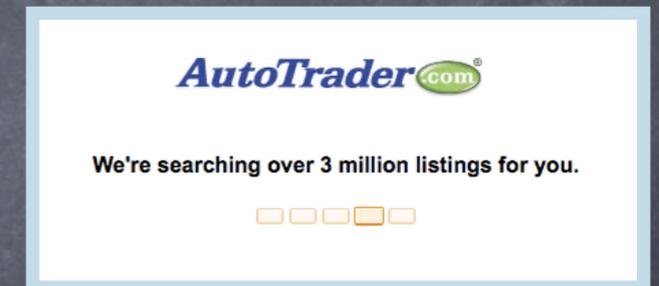


# Usable, INFLUENTIAL Content: We Can Have It All

by Colleen Jones

## 影響力のあるコンテンツを作るための8つのレシピ

1. システム的でなく人間らしく
2. 信頼性を築く
3. 適切なトーン
4. 礼儀ただしさ
5. 差別化要因やベネフィットを思い出させる
6. 右脳 (emotion) と左脳 (logic) 両方へアピール
7. ストーリーを伝える
8. メタファーを使う



# • Usable, INFLUENTIAL Content: We Can Have It All

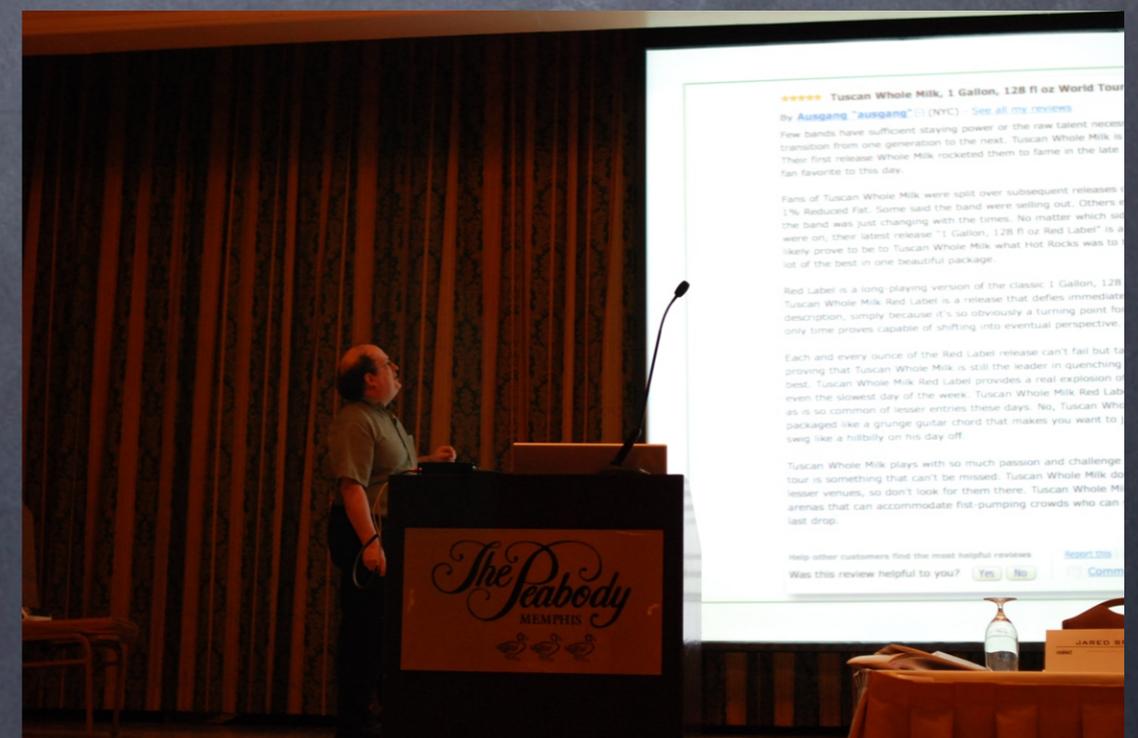
by Colleen Jones

影響力のあるコンテンツを作るのに助けとなる領域

- Cognitive Psychology (認知心理学)
- Linguistics (言語学)
- Rhetoric (修辞学、話学)
- Content Strategy (コンテンツ戦略)

# Revealing Design Treasures from The Amazon: Jared Spool

- コンテンツとしての価値
- Goal Time vs. Tool Time
- 段階的リニューアル戦略  
Non Cookie Visitors →  
Cookie Visitors → Everyone
- ビジネス観点も忘れずに  
(キャッシュフロー最適化でディ  
スカウトを可能にする)



# Revealing Design treasures from the Amazon

Jared Spool



# Selling IA

Russ Unger



# You're Not Doing It Right

Melissa Matross, Tim Richards, Chris Chandler, Michael Kopcsak [PANEL]



# Business-Centered Design

by Christina Wodtke

## Money is Oxygen

お金は酸素（必要不可欠）

# Business-Centered Design

by Christina Wodtke

決裁者が関心があるのは

Return (見返り/効果)

測定可能な変化のこと

- ・ 売上の増加
- ・ コストの低減
- ・ (非営利の場合は) ミッションの遂行

ROI

変化に必要なコスト

- ・ 人員
- ・ 資源
- ・ コンサルティング

Investment (投資)

# Business-Centered Design

by Christina Wodtke

$$B = f(P, E)$$

Behavior is a function of a Person and his/her Environment

---

デザイナーはここを変えられる

# • Business-Centered Design

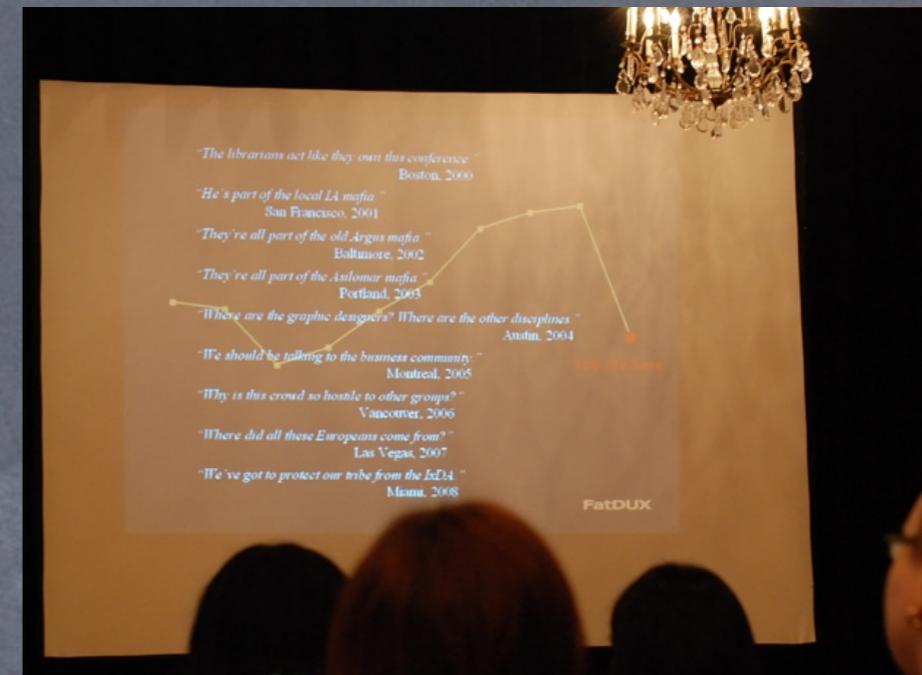
by Christina Wodtke

- Marketplace Model
- Advertising Model
- Affiliate Model
- Community Model
- Subscription Model

# A House Divided Against Itself...:

## Eric Reiss

- IAサミットの参加者  
=IAコミュニティの衰退
- IxDAとIAコミュニティが競合してしまっている？
- コミュニティの再統合が必要なのか？
- or リーダーシップの必要性



# Designing Social Interfaces

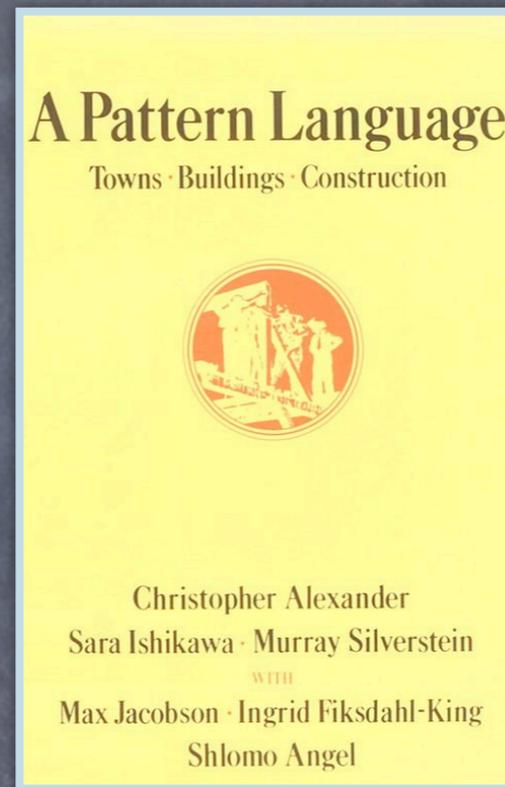
Erin Malone, Christian Crumlish



<http://www.slideshare.net/emalone/designing-social-interfaces-1180137>

- Designing Social Interfaces: Principles, Best Practices and Patterns for Designing the Social Web

by Erin Malone & Christian Crumlish



- アレグザンダーのPattern Languageに倣って、ソーシャルコンテンツのパターン化する試み

# Designing Social Interfaces: Principles, Best Practices and Patterns for Designing the Social Web

by Erin Malone & Christian Crumlish

## ソーシャル化

### ⇒ Talk Like a Person

- Sign in
- Tag an object
- Ratings
- Share this
- Contact Cards
- Adding Friends
- Circles of Connections

## 活性化

- Presence Indicator
- Peer-to-peer Award
- Nudging
- Public Conversation
- Followers Badge
- Adding friends
- Circles of connections

## コントロール

### ⇒ 社会規範

- Reputation: Leaderboards
- Report Abuse
- Reputation: Labels
- Public Conversation
- Followers Badge
- Adding friends
- Circles of connections

# Sessions: Day 3

- Making the Case for Social Networks in Organizational Settings (by Olga Howard)
- Ubiquitous Information Architecture: Building for Change and Web 3.0 (by Chris Thorne)
- Professional IA/UX Organizations - How to Start and Run a Successful Local Group or Chapter (by Kyle Soucy & Nasir Barday)
- Evangelizing Yourself: You can't change the world if no one knows your name (by Whitney Hess)
- Closing Plenary (by Jasse James Garret)

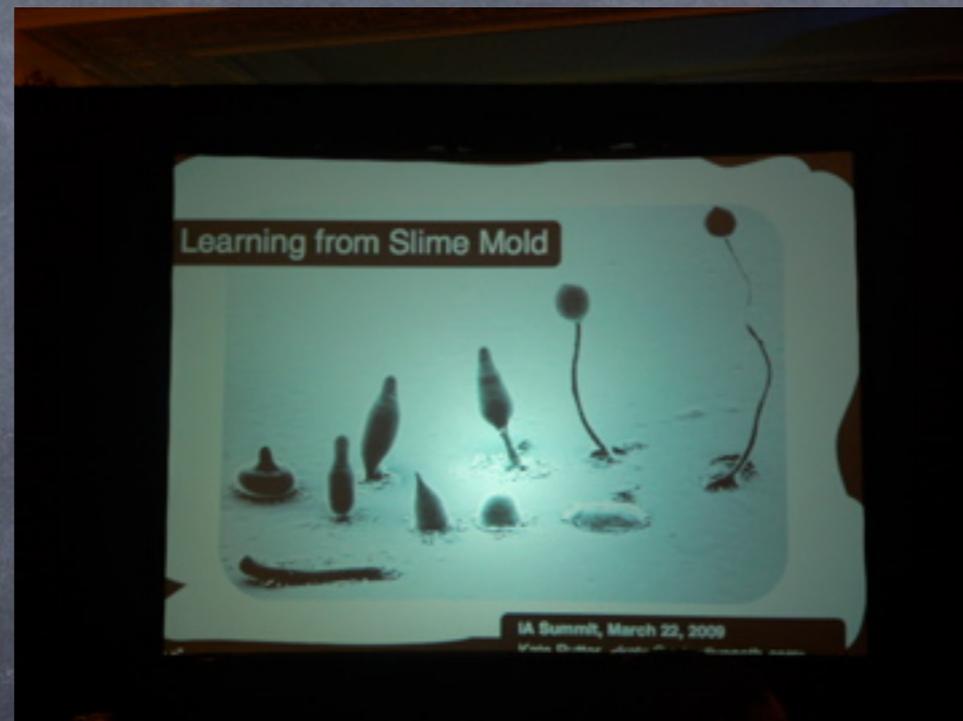
# Gaming the Design

Dominic La Cava, Kellie Rae Carter



# Lessons from the Slime Mold

Kate Rutter



# Ubiquitous Information Architecture: Building for Change and Web 3.0

by Chris Thorne

マシンからしてみたら、どれもApple



セマンティックウェブ = マシンが理解できるようなデータ

Who, What, Where, When . . . を説明してあげる

# Ubiquitous Information Architecture: Building for Change and Web 3.0

by Chris Thorne

## Who, What, Where, When

文脈が変わってしまうことがある！



ヴィクトリア・ベッカム

←ヴィクトリア・アダムス

←スパイスガールズのPosh

曖昧さを与えるために、識別のためには名前ではなく Identifier (識別子) をふりましょう。

# Ubiquitous Information Architecture: Building for Change and Web 3.0

by Chris Thorne

## BBCの場合

- 番組のエピソード、シリーズ、タイトル、カテゴリー、タクソノミーはページ内には掲載

- URIはそれらの情報で構成しない

<http://www.bbc.co.uk/music/artists/bf0caafc-2b20-4e07-ab85-87e14ff430ce>

The screenshot shows the BBC Music website for the Spice Girls. The page features a navigation bar with the BBC logo, a search bar, and a link to 'Explore the BBC'. Below the navigation bar, the 'Music BETA' section is visible, followed by a breadcrumb trail: 'BBC Music > Artists > Spice Girls'. The main heading is 'Spice Girls', with a sub-heading 'Group. Formed 1996. Disbanded 26 February 2008.' To the right, there is a 'MOST PLAYED ON BBC RADIO 1' badge. The main content area includes a large image of the Spice Girls standing in front of a globe. Below the image, there is a 'Biography' section. On the right side, there is a 'Played By' section with a list of radio shows: 'Sarah Kennedy' on BBC Radio 2, 'Fearne and Reggie's Request Show' on BBC Radio 1, and 'The Chris Moyles Show' on BBC Radio 1. Each show entry includes a small profile picture and a brief description.

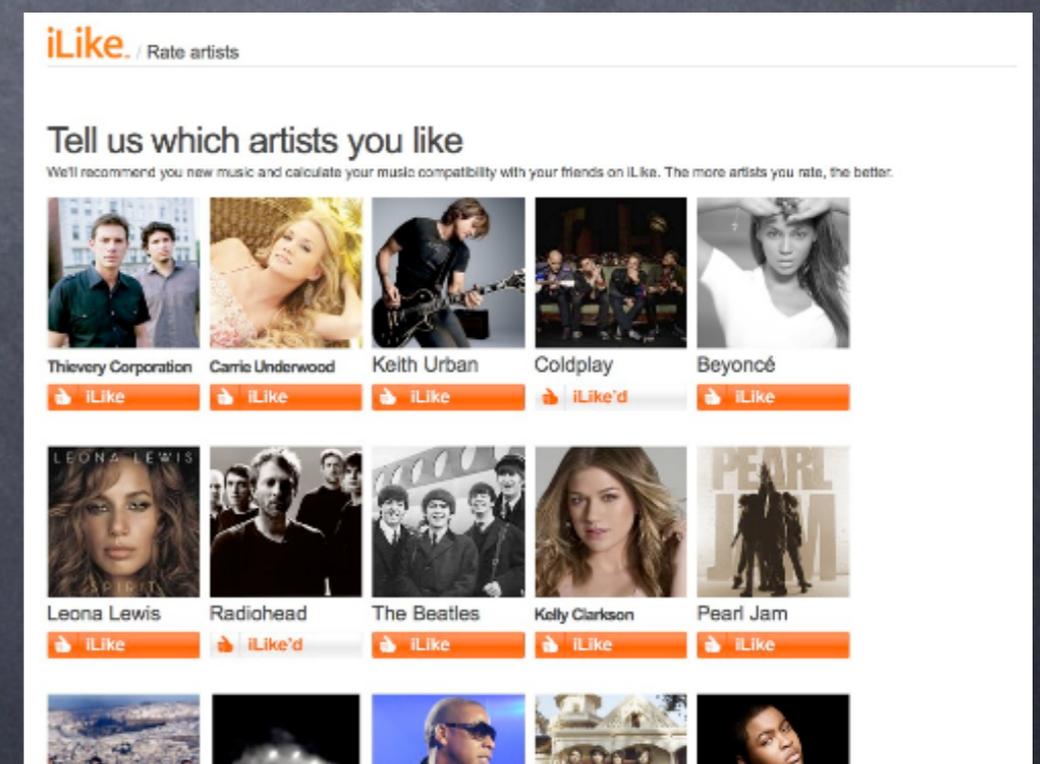
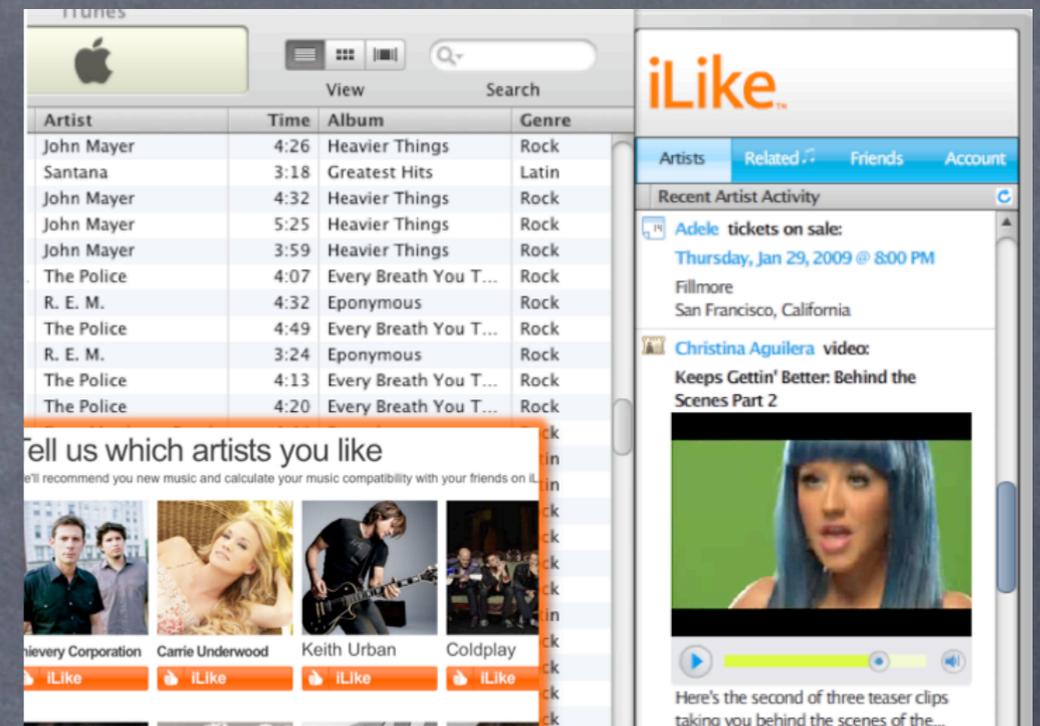
# Professional UX Organizations

Kyle Soucy, Nasir Barday



# The Art & Science of Seductive Interactions: Stephen P. Anderson

- 音楽アプリサイト: iLike
- ユーザーゴールとビジネスゴールとをわけて考える → 行動の誘発
- 「やりやすい行為」にすればやってもらえる



# Professional UX Organizations

Kyle Soucy, Nasir Barday



# UX Organizations:

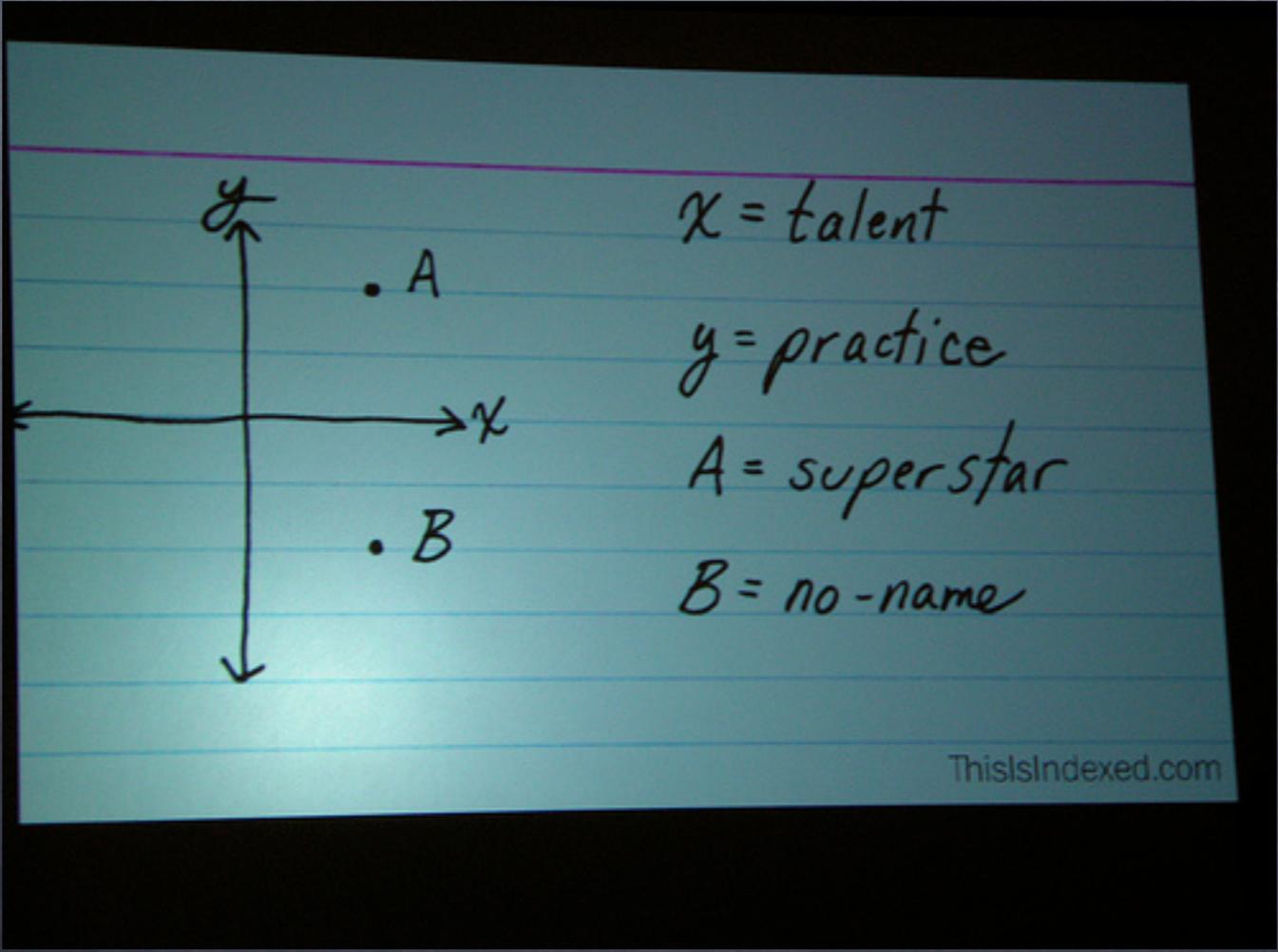
## Kyle Soucy & Nasir Barday

- ローカルイベント
  - 場所、ネタ、食べ物があるとよいね
  - ストリーミング、Podcasting
- ネタ
  - 社交、ディベート、報告会、見学会、トレーニング、スピーカー

# Evangelizing Yourself: You can't change the world if no one knows your name

by Whitney Hess

名前さえ知られていなかったら、世界を変えることなんてできない



# ● Evangelizing Yourself: You can't change the world if no one knows your name

by Whitney Hess

## 1. Share your message

メッセージを伝えましょう

## 2. Build a Network

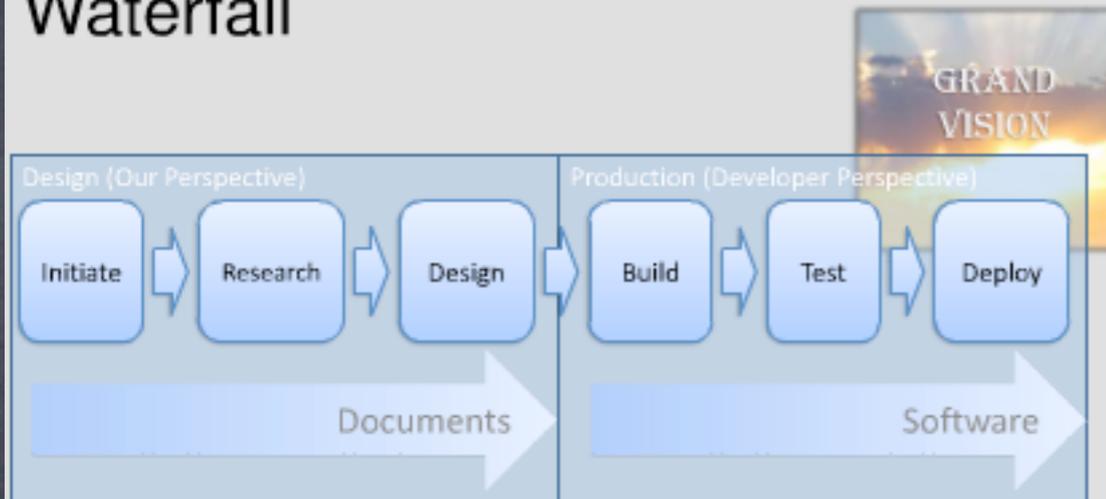
ネットワーク（人脈）を作りましょう

## 3. Exude Confidence

自信がにじみ出るようにしましょう

# Agile for the rest of Us: Anders Ramsay

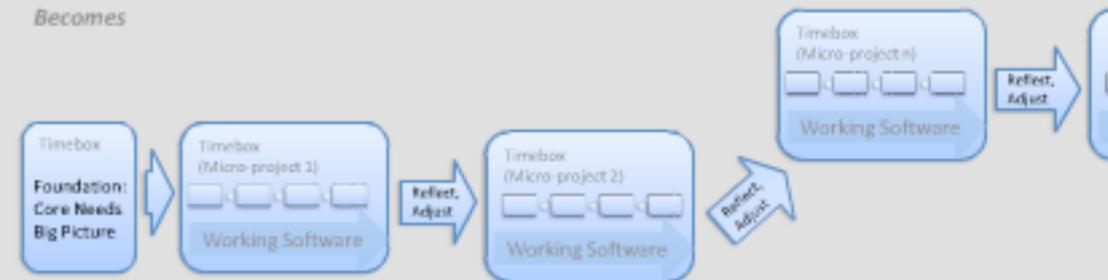
## Waterfall



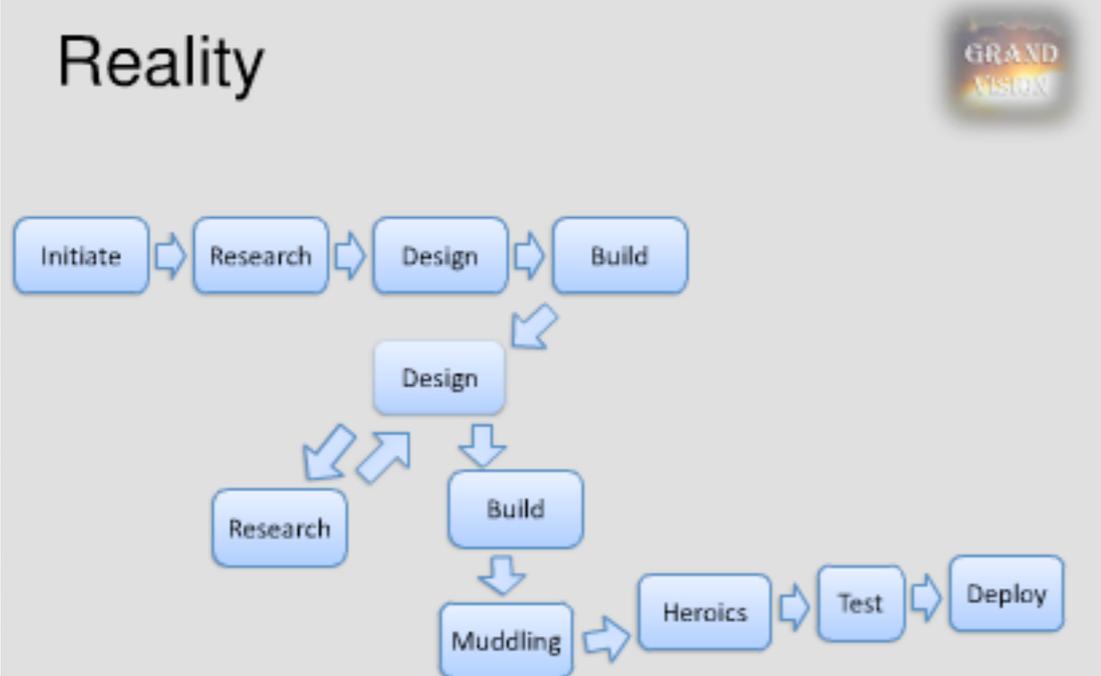
## Many Micro-Projects



Becomes



## Reality



# An Internet Waterd Down

John Pettengill





**Jesse James Garrett**

Visionary amongst us

- Closing Plenary  
by Jesse James Garrett

“There are no information architects.  
There are no interaction designers.  
There are only,  
and only ever have been,  
user experience designers.”

- The Memphis Plenary

• IxD + IA = UX?

Strategy

IA

Graphic Design

Research

IxD

Development



# Little IA?

Strategy

IA

Graphic Design

Research

IxD

Development



Little IA?

Strategy

IA

Graphic Design

Research

IxD

Development



Big IA = UX Designer?