

UX WEEK AUG 12 2008

ADAPTIVE PATH



PETER MERHOLZ

DON NORMAN... THE DESIGN OF EVERYDAY THINGS.

CONFIDENCE MONITOR?

- WE DESIGN FOR 'PEOPLE' NOT USERS
- GOOD DESIGN IS ADAPTABLE
- "IF YOU STOP BUYING THINGS THEN THE MANUFACTURERS WILL HAVE TO BUILD THEM BETTER"
- EXPERIENCE IS MORE BASED ON MEMORY RATHER THAN
- "DISNEY - IF PEOPLE WERENT IN LINE WHAT WOULD WE DO WITH THEM?"
- "YOU WAIT IN LINES BUT LOVE IT."
- WRITE FOR THE HARVARD BUSINESS REVIEW BECAUSE THAT IS WHERE THE BUSINESSMEN ARE.

EMPATHIC DESIGN

...IS ACTUALLY UX DESIGN REBRANDED.

- WEB IS ALMOST ALL...

SERVICE IS RECURSIVE

IT ISN'T EASY IT'S DAUNTING... WE NEED DESIGNERS IN PLACES OF AUTHORITY.



APPLE

- FIRST TO LICENSE MUSIC
- THE WEBSITE IS S&P
- THEY MADE IT EASY TO GET TO WORK
- MADE IT EASY TO

AMAZON

EASY TO USE, QUICK TURN AROUND.

NETFLIX

KEEP IN TOUCH WITH CUSTOMERS

HOW DO YOU MAKE CHANGE IN YOUR

DOMAIN

NEED TO HAVE SPREADSHEET WITH

ROI WHERE DO YOU GET THE NUMBERS? MAKE THEM UP

FIND SOMEONE IN MARKETING AND GET THEM ON YOUR SIDE.

YOUR CUSTOMERS ARE EXECUTIVES.

INTUITIVE VS NATURAL (THERE IS A DIFFERENCE)

SOCIABLE DESIGN

INVOLVES PEOPLE

COVER YOUR ASS (LITERALLY)

MAKE SURE EVERYTHING IS COVERED.

WASHINGTON MUTUAL BANK

CREATED ISLAND APPROACH.

DOESN'T LOOK LIKE A BANK.

THEY HAVE A CONCIERGE WHO ASSIGNS YOU AN ISLAND.



WE SPEND AN ENORMOUS AMOUNT OF TIME DIVIDING OUR ATTENTION BETWEEN MULTIPLE ITEMS.

CONTINUALLY DIVIDED ATTENTION

WE NEED SUCCESS STORIES

WE NEED TO WORK WITH EXEC/SALVES TO CREATE SUCCESS STORIES.

BEING A UX TEAM OF ONE

BY LEAH BULEY



- ▷ WORKING WITH INTERESTING RESTRAINTS.
 - THEY CREATE OPPORTUNITIES
- ▷ HUMBLE ORIGINS

BUSINESS

- ▷ FOCUS ON PEOPLE
 - WATCHING OUT FOR THE PEOPLE IN OUR CARE.
 - STICKING TO THE PROCESS

PLANNING

PREPARING CONTENT

STAKEHOLDERS

SAYING "NO" WHEN NEEDED



LIGHTWEIGHT TOOLS

- #1 GET COMFORTABLE WITH PEN AND PAPER.
- #2 THINK **3/6** PICTURE!
- #3 BE A GOOD HOST
 - HOST WORKSHOPS WITH STAKEHOLDERS.
- #4 DECORATE YOUR SPACE
 - SHOW YOUR WORK... LET PEOPLE KNOW WHAT/HOW YOU THINK

CONTINUED →

#5 CLARIFY UX GOALS

BUSINESS NEEDS + USER NEEDS =

DESIGN CRITERIA

TINYURL.COM/DESIGNCRITERIA

BLOG IDEA

★ EMERGING MARKETS... ARE WE ASSUMING THAT THE NEW USERS WILL BE LITERATE?

? THINK ABOUT 2 OR 3 THINGS THAT YOU WANT TO DISCUSS OR GET EXCITED ABOUT. ?

MAKE A DIFFERENCE

DO IT NOW!

Jensen Harris

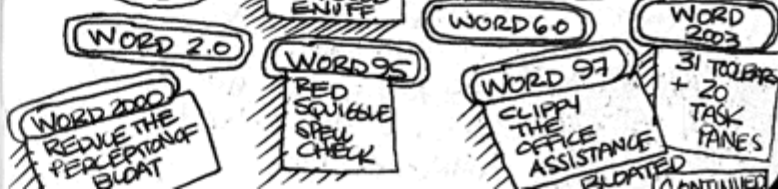
MICROSOFT OFFICE USER EXPERIENCE



ORIGINS OF THE RIBBON

- COMPLICATED
- NOTHING WILL BE DONE TO FIX IT.

GOOD ENOUGH



CONTINUED



- LIVE PREVIEW
- GALLERY
- PORTRAIT/LANDSCAPE TEXT



DESIGN PROCESS:

RESEARCH PHASE

ART: LANGUAGE AND EMOTION

USER INTERFACE IS THE LANGUAGE BY WHICH SOFTWARE COMMUNICATES TO HUMAN BEINGS.

AMASSED +100,000 HOURS OF USERS USING OFFICE.

REVELATION: THE SENSE OF MASTERY WAS GONE

SCIENCE: ROLE OF DATA

USER TESTS SHOWED THE REAL DATA

DEVELOPMENT OF DESIGN TENETS

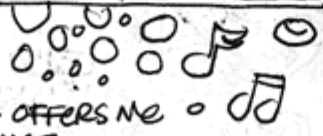
WHAT DO YOU NEED TO GET YOUR GOAL? **DESIGN TENETS**



100% STRAVINSKI

IF NOTHING OFFERS ME ANY RESISTANCE...

DESIGN TENETS MUST BE REVERED AND MUST BE EVANGELIZED.



PROTOTYPES

WE CAN DO ANYTHING BUT WHAT SHOULD WE DO?

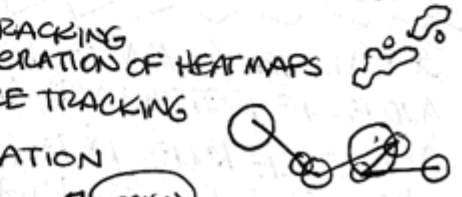
- CONCEPTUAL PROTOTYPES. NOT BROAD BUT DEEP CONCEPTS
 - THE CONFIGURATOR.
 - FLUID MENUS
 - RING TASK GUIDE.

THE "SIZZLER"

GAVE EXAMPLES OF WHAT WOULD/COULD HAPPEN.

EVALUATION

- STANDARD USABILITY TEST
- LONGITUDINAL USABILITY TEST
 - INTENSE / ONE ON ONE
 - LONG PERIODS OF TIME
 - GOT BEST/MOST INFORMATION IN FIRST 2-3 MOS
- CARD SORTS
 - BUILT SORT-IT TO AUTOMATE THE CARD SORTING PROCESS.
- EYE TRACKING
 - GENERATION OF HEATMAPS
 - GAZE TRACKING
- ITERATION



BUILT ARCHITECTURE TO RAPIDLY AND FREQUENTLY ITERATE

YOU'LL GONNA MAKE MISTAKES

...PLAN FOR THEM!



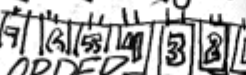
NEO-FUTURISTS

JAY TORRENCE

...MINUS THE ART OF NOISE

1. MACBETH "I SEE TREES" TO MUCH LIGHT MAKES THE BABY GO BLIND
2. WOUNDS "I HAVE STAGE FRIGHT" 
3. SHIMMER "THIS WHY I DONT TALK TO YOU ABOUT ART!"

THEY PLAY THEMSELVES... TASKS ARE REAL.
 AUDIENCE / VOYEURISM... THEY EMBRACE KADS. THE EVENT IS NON-REPRODUCABLE

- 30 PLAYS IN 60 MINUTES 
- AUDIENCE DETERMINES ORDER
- AUDIENCE ROLLS DICE (2) THAT NUMBER EQUALS THE NUMBER OF PLAYS THAT NEED TO BE REPLACED WITH NEW PLAYS.



CONTINUAL
 PROLIFIC
 20 YEARS RUNNING
 WOW!!
 50 WEEKS A YEAR!

PROCESS DRIVEN
 COMMUNAL

AUDIENCE MEMBERS GET NEW NAMES
 DICE ROLL + 7 IS THE ADMISSION PRICE

CREATIVITY
 RISK
 GROWTH
 HELPING PEOPLE HIT THEIR
 CREATIVE WALL

SHARE OUR VISION
 CONSTRUCTIVE CRITICISM

INTENTIONAL
 SUCKAGE PERMITTED

CRITICISM IS REQUIRED

FEEDBACK

NOBLE FAILURE

SLIPPER ENEMY

STORYTELLING FOR US OF EXPERIENCE DESIGN

BY KEVIN BROOKS



- WE ALL TELL STORIES
- LISTENING
- APPRECIATIONS
- STORY TRIANGLES
- CRAFTING YOUR AUDIENCE
- DESIGN STORIES
- Q&A



- INHERANT TO ALL HUMANS
- ENTERTAINING
- CONVEYS KNOWLEDGE
- PERSUASIVE
- BUILDS RELATIONSHIP AND COMMUNITY

KEY IS TO PUT IMAGES INTO OTHER PEOPLES HEADS.

THE MORE WE LISTEN THE MORE WE LEARN ABOUT THE PERSON.



LISTENING

- DEEPENS RELATIONSHIPS
- WE LISTEN FOR AN OPENING
- BIGGER BETTER
- INNER QUALITY METER

LISTENING 80% HELPING SOMEONE APPRECIATIONS 15%

CONTINUED

ALL STORIES ARE TRUE SOME ARE FACTUAL

THE LISTENERS JOB IS TO JUST LISTEN

CRITICISM

WE LOSE FOLWS AND PAY ATTENTION TO CRITICIG PREPARATION RATHER THAN THE SPEAKER

MOST OF US ALREADY HAVE VERY ACTIVE INTERNAL CRITIQUES

APPRECIATIONS

HONESTLY FIND AND EXPRESS WHAT IS GOOD AND WHAT YOU LIKED.



PIT HERE

BE SPECIFIC...

- ABOUT THE STORY ITSELF
- HOW YOU WERE POSITIVELY AFFECTED
- HOW THE SPEAKER WAS AFFECTED

MORE FEELING FROM LISTENING WITH THE ANTICIPATION OF GIVING A POSITIVE RESPONSE.

LISTENING:

▽ SILENCE IS OK! AMERICANS WANT TO FILL THE SILENCE.

IN OTHER COUNTRIES SILENCE IS CONSIDERED APPROPRIATE

- ▽ LISTEN FOR REPEATED THEMES
- ▽ STRANGE BEHAVIOR: LAUGHTER, DEFLECTION, DENIAL...
- ▽ EMOTIONS APPRECIATIONS MAY TRIGGER MORE STORYTELLING - BE QUIET AND LISTEN

LOOK-UP

DOUG LIPMAN - STORYTELLER

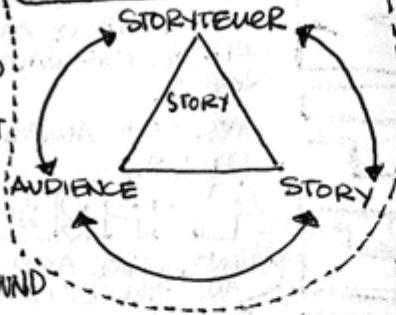
CONTINUED

STORYTELLING

LISTEN TO TELL
TELL TO LISTEN

STORY

TRIANGLE



AUDIENCE

- THEIR JOB IS TO BUILD STORY
- STORIES PRIMARILY EXIST IN THE MINDS OF THE AUDIENCE
- AUDIENCES VARY
- HIDDEN AGENDAS AROUND
- EVEN THE MOST TECHNICAL OF AUDIENCES CAN'T HELP BUT RESPOND TO THE RIGHT STORY.

THE AUDIENCE DOES MUCH OF THE WORK FOR YOU. STORY WORK IS PROVIDING A METHOD OF BUILDING A STORY IN SOME ONE ELSE'S MIND, WHERE IT COMES UNTO. ULTIMATELY, STORY HAPPENS IN THE MIND OF THE AUDIENCE, NOT JUST IN THE BRAIN AND MOUTH OF THE STORY TELLER

STORYTELLER

- FACILITATOR OF THE STORY
- REMAINS CONNECTED TO THE AUDIENCE - IN EVERY POSSIBLE WAY

- TELLS JUST ENOUGH AND THEN GETS OUT OF THE WAY
- HONESTY
- RESPONSIBILITY

NOTE: THE STORYTELLER CAN TAKE THE AUDIENCE ANYWHERE. HE HAS A RESPONSIBILITY TO BRING THE AUDIENCE HOME SAFELY.

STORY

- ▽ RELATIONSHIP BETWEEN STORYTELLER & AUDIENCE
- ▽ CONVEYS EVENTS, CONTEXTUAL SURROUNDINGS, IMAGES & IDEAS.
- ▽ PACING / RHYTHM / WHITE SPACE.
- ▽ SIMPLICITY

COMMON POWER

- YOUR DAY
- FAMILY
- CO-WORKERS
- COMMUNITY
- MONEY
- TOOLS...

STUFF YOU CARE ABOUT

PASSION

NOT ON LIST

REASON
LOGIC
CAUSALITY

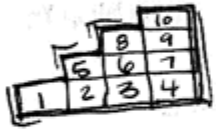
CRAFTING YOUR AUDIENCE

MAKE A CONNECTION



- KNOW SOMETHING ABOUT THEM
- BE OPEN
- BE PATIENT

MANAGE EXPECTATION



- STORY STRUCTURE
- NOT NECESSARILY SATISFYING EXPECTATION

IMAGERY



- WORDS DON'T MATTER - IMAGES DO.
- BE AWARE OF EXPECTATION
- POWERFUL ELICITOR STORIES



AMERICAN VERSION

THE STORYTELLER FACE

PEOPLE LISTEN DIFFERENTLY

THE IMAGERY - SENSES, SOUNDS, SMELLS GREATLY INCREASED THE ATTENTION AND INTEREST. VERY POWERFUL

WE OFTEN FORGET TO INCLUDE THE PASSION IN OUR STORYTELLING.

WORDS AREN'T AS IMPORTANT AS CONNECTING TO THE SOUL OF THE STORY.

GO ONLINE
DANNORTH.NET/
WHAT'S-IN-A-STORY

CRAFTING YOUR STORY

STRUCTURE - HOLDS UP YOUR AUDIENCE

TITLE - ONE LINE DESCRIBING THE STORY

NARRATIVE: ... GO ONLINE FOR MORE.

ROBERT MCKEE'S 'STORY'

TITLE
GIVEN [CONTEXT]
AND [SOME MORE CONTEXT]
WHEN [EVENT]
THEN [OUTCOME]
AND [ANOTHER OUTCOME]

POSSIBLE STRUCTURES

- HERO - JOSEPH CAMPBELL STUDIED HERO STORIES.
- FRAMED - START ONE PLACE AND GO TO ANOTHER (EG. FLASHBACK)
- FLASHBACK - BACK IN TIME...
- JOURNEY - WANDERING THROUGH...

TO BE A GOOD STORYTEWER YOU NEED...

~~ADVICE~~



- HONESTY
- AUTHENTICITY
- SIMPLICITY
- WITH LISTENING



AMERICANS LOVE COWBOYS

PRACTICE DOESN'T HURT

USER EXPERIENCE

STORYTEWING...

- WHO IS YOUR AUDIENCE
- WHAT SORT OF STORIES DO YOU (OR WOULD YOU) TELL?
- WHAT STORIES DO YOUR LISTENERS EXPECT? WHAT IMAGES DO YOU WANT TO CREATE AND LEAVE IN THEIR MINDS?

Dina Comolly is *Kristen Vuocolo*

Greg Allen

Jay Torrance

Paul Davis

Greg

NEO-FUTURISTS

WATCH ME KISS RAKI DAT

TOO MUCH LIGHT MAKES THE BABY GO BLIND... AND THEN A WRENCH WAS BROUGHT OUT AND WIERNES ENTAILED THE DRUMBEAT OF A CITY STREET CAR AS IT PLUMMETED INTO A DARK BLENDER

IM SEXY JOHN

WHAT DID THE CHAIR DO TO YOU

HOMOSEXUAL ACTIVISTS AT WHEATON

DUMPED 1.8 MILL GALLONS OF RAW SEWAGE IN LAKE MICHIGAN

"ECHO!"

I'D TOUCH MY LABIA

I KNEW HOW TO SPELL BARACK OBAMA

HE KICKED THE GUN

SHE SHOWED ME HOW IT WAS DONE

SOCIALISM!

TURN AROUND

I PEEL OFF ONE INCH OF THE SNICKER.

PLEASE ANSWER YES TO THE NEXT 2 QUESTIONS

YOU MAKE ME WANT TO COLLECT FEATHERS

IM SEXY JOHN

CHILDREN CHASING ME

IS SHE PRETTY?

MOST HAVE TROUBLE SLEEPING

I LL TURN MY FUTON BACK INTO A COFFIN

ADobe RECEPTION

VIZTHINK.COM

A RIOT OF OUR OWN:
NIGHT & DAY WITH
THE CLASH by Johnny
GREEN

MEDIA & SERVICE DESIGN



SARAH B. NELSON

ZIPCAR

BASED IN BOSTON

CREATED VIDEOS TO EXPLAIN SERVICES.

1) GAS PRICES OR TOTAL COST OF OWNERSHIP

2) URBAN LIVING
MORE OF US ARE MOVING TO THE CITY WHERE AFFORDABILITY IS IN ISSUE.

3) SUSTAINABILITY
PEOPLE ARE BECOMING CONCERNED ABOUT EARTH'S RESOURCES

4) SELF SERVICE
PAY-PER-USE, SHARE VS. OWN, HYPER LOCAL ARE BECOMING THE NORM.



SCOTT GRIFFITH
ZIPCAR

★ INNOVATIVE APPROACH TO URBAN TRANSPORTATION AND A NEW LIFESTYLE BRAND

o PEOPLE ARE IN LOVE WITH THEIR CAR OR IS IT THE FREEDOM THEY PROVIDE.

o "FREEDOM BUSINESS" EMOTIONAL ATTACHMENT

SIMPLE EXPERIENCE

- JOIN-ONLINE @ ZIPCAR.COM
- RESERVE MEMBERS RESERVE ONLINE VIA MOBILE OR OVER THE PHONE. A WIRELESS SIGNAL IS SENT TO THE ZIPCAR
- UNLOCK - WHEN MEMBERS ARRIVE THEIR ZIPCARD UNLOCKS THE CAR
- DRIVE - GAS MILES INSURANCE INCLUDED WHEN DONE THEY MUST RETURN THE CAR TO ITS RESERVED SPOT AND WALK AWAY.

CORE VALUES

BE A ZIPSTER: WE DEVELOP A SENSE OF BELONGING AND AN UNPARALED USER EXPERIENCE FOR OUR MEMBERSHIP COMMUNITY.

KEEP IT SIMPLE. WE WIN THROUGH SIMPLICITY

...

NOT TRANSACTIONAL - ITS A MEMBERSHIP PLAN.

FREEDOM

FREEDOM TO CHOOSE: LOTS OF MODELS (VW, BMW...)

FUN: TYPE OF CAR YOU WANT FOR WHAT YOU WANT

CONVENIENCE: around the corner, ON DEMAND

SUSTAINABLE:

SMART: SAVING HUNDREDS OF DOLLARS A MONTH.

COMMUNITY: LIKE MINDED INDIVIDUALS

ZIPCAR

BEHIND THE SCENES' ZIPCAR

EXPERIENCE IS THE BRAND:

- LEARN
- JOIN
- GET CARD
- RESERVE
- FIRST DRIVE
- MY ACCOUNT
- DRIVE
- LOYALTY

MEETING THE CORE NEEDS OF THE CUSTOMER

FOUNDATION SUPPORTING THE EXPERIENCE

WEB | VEHICLE | LOCAL TEAM

UX WEEK



CHALLENGES

- WE WANT THE MEMBERS TO MOLD THE USER EXPERIENCE
- CONSTANT ALIGNMENT ON PRIORITIES
- TRADITIONAL PRODUCT MARKETING REPLACED WITH EXPERIENCE TEAM.
- STRENGTHEN SOCIAL CONTRACT WITH MEMBERS

WE'LL ALWAYS HAVE PARIS
BY JENNIFER BOVE & BEN FULLERTON

OBJECTS DELAY EXPERIENCES GO ON FOREVER...

HOW DO YOU DESIGN A MEMORABLE SERVICE EXPERIENCE?

- INVOKE FEELINGS OF DESIRE.
- HOW DO YOU INVOKE DESIRE INTO INTANGIBLE OBJECTS.



... AT THIS POINT MY EMPATHY FOR JENNIFER FLOPPING THROUGH THE READING OF HER PRESENTATION MADE ME SO UNCOMFORTABLE THAT I COULD NO LONGER PAY ATTENTION TO THE PRESENTATION... 😞

AFTER A BRIEF INTERMISSION... ~~THE~~ THE PRESENTATIONS RESUME... HOPEFULLY BETTER PREPARED...

THE DAILY SHOW.COM

FAKE NEWS BY AUDREY CHEN

IA@COMEDYCENTRAL.COM

SR INFO ARCH COMEDYCENTRAL

CORPORATE @SSHATS

CONNECT PEOPLE TO CONTENT...

KNOW YOUR CONTENT

WITH AGE (10YRS) NEWS BECOMES RELEVANT AGAIN. BRIDGING OLD MEDIA AND NEW MEDIA.

- 16 WRITERS
- 12 VIDEO ENCODERS
- 2 SHIFTS
- OVER 15,000 TAGS
- 16,000 HUMAN HOURS

- KNOWING THE CONTENT CAN GUIDE DESIGN
- DEPTH
- DATE
- TOPIC

CONTINUED

CREATING NARRATIVE THREADS

WAYBACK RANDOMIZER
INTERESTING WAY TO
CREATE INTEREST IN OLD
CONTENT

TAGS USING TAGS
TO CREATE A NARRATIVE
FOR THE VIDEOS.

GAVE VIDEOS INDIVIDUAL URLS
SO THEY COULD EASILY ACCESS VIDEOS.

BEING LESS PRECIOUS WITH CONTENT
GAVE GREAT OR EXPONENTIAL GROWTH
TO USER BASE.

GEO-BLOCKING

RESEARCH

CATALOGING
CONTENT

INTERNAL
USERS
USE SCORE
FOR
RESEARCH



KERLOFFEL

"BEN": A PROTOTYPE FOR DEMOCRACY
IN THE 21ST CENTURY

SYNERGY - DAVE WOLF

"EITHER WRITE SOMETHING
WORTH READING TO SOMETHING
WORTH WRITING." BEN FRANKLIN

BEN - INVOLVED
- INFORMED

ON-LINE (SILVERLIGHT)



LITTLE BEN (WPF) - BROWSE EVENT
HAS MS WORLD MAPS.

TINY BEN IPHONE VERSION -

MADE A VERSION FOR FACEBOOK THAT
USES VOIP TO ADD ABILITY TO CALL
REPRESENTATIVE. (MADE W/SILVERLIGHT)

WINNER? OF PHIZZPOP DESIGN CHALLENGE
AUSTIN.

REPRESENTATIVES RANK CONSTITUENT
FEEDBACK W/ PHONE CALL BEING RANKED
HIGHEST.

TV WITH API CURRENT OF THE COLLISION
OF TV AND THE INTERNET.
BY ROD NADER / DAN LEVINE

18-32 YEAR
TARGET MARKET

CURRENT.TV
SHORT FORM DOCUMENTARY.

FAILURES:
WASN'T OPEN ENOUGH, DISTRIBUTED ENOUGH
OR BIG ENOUGH

ASSIGNMENTS:

HARNESS TWITTER,
G+K, FACEBOOK,
BLOGS...

EVERY COMMUNITY
- GIVEN YOURS

NANO-FAME SPRINKLED AROUND THE WORDS
A FEDERATED CONTENT NETWORK PIPELINE TO TV



PROTOTYPING:
GETTING FLASH
ON TV
MORE FLEXIBILITY
REAL TIME WEB
DATA

SWEET SPOT

USER-CREATED ADS

USER'S GUIDE **2** MANAGING EXPERIENCE TEAMS

MANAGING UX TEAMS.COM
MARGARET GOLD STEWART
GRAHAM JENKIN

WHAT MAKES A GREAT
LEADER?

BIG CHALLENGES FOR
UX LEADERSHIP...



MARGARET GRAHAM

CONTEXT MATTERS

ISSUES THAT CONCERN YOU.

PROJECT PRIORITIZATION GUIDE
CAREER DEVELOPMENT PLANNING
PERFORMANCE MANAGEMENT GUIDE
LEADERSHIP FEEDBACK

MANAGER DIARY
MANAGER BLOG

TEAM DYNAMICS

USER EXPERIENCE IS A
MULTI-DISCIPLINARY PRACTICE.
THE CHALLENGE FOR UX
MANAGERS IS TO BALANCE
AND LEVERAGE THE
DIVERSE SKILLSETS & PERSON-
ALITIES TO ACHIEVE
COMMON BUSINESS GOALS.

Building Brands **TEAM BUILD**
Community
LIVESTRONG
KATHERINE JONES
RANDALL MACON
@MILKSHAKE
BLANTON
DART
MUSEUM



KAT

RANDALL

WE BELIEVE
THAT CONNECTEDNESS
IS ESSENTIAL TO
THE HUMAN EXPERIENCE

THE "B" WORD... BRANDING!

A BRAND IS A COLLECTION OF PERCEPTIONS AND EXPERIENCES THAT LIVE IN THE MINDS OF THE CONSUMER.

WE BELIEVE THAT THERE ARE BRANDS THAT PROVIDE A PLATFORM AND ULTIMATELY FORM DEEP BONDS - WITH EACH ONE BUILDING ON THE OTHER.

NOT SURE

WHAT REALLY MATTERS

- WHAT MAKES SENSE
- WHAT ARE THE HIGHLIGHTS
- WHAT DO YOU VALUE
- DO THEY INVOLVE RELATIONSHIP
- WHAT ARE THE CHARACTERISTICS OF THOSE EXPERIENCES.
- WHAT BRANDS ARE ASSOCIATED WITH THE BRAND

BRANDS THAT CREATE

- LOVE AT FIRST SIGHT

BRANDS CAN FLIP A SWITCH BUT CAN'T INSERT THE SWITCH.



TRADITIONAL APPROACH



COMMUNITY APPROACH
USE AS PLATFORM

BRANDS THAT
BUILD
COMMUNITY

MILKSHAKE PHOTO (INSERT HERE)

TRADITIONAL
BRANDING

VS

COMMUNITY
BRANDING

TRIGGERS LIVE IN A DEEPLY HELD BELIEF.

~~TRIGGER~~

COMMUNITY IS THE SENSE OF BELONGING THAT INDIVIDUALS FEEL WHEN THEY CONNECT WITH OTHER INDIVIDUALS OR IDEAS.

SOCIAL THEORY (SEE PHOTO) S



SYMBOLS PLAY A ROLE IN DISTINGUISHING ASSOCIATIONS OR GROUPS

REWARDS NEED TO BE PUT INTO PLACE TO ENSURE ENDURANCE.

LIVESTRONG

~~MADE~~ CANCER



SYMBOLIC
REPLACE
BADNESS,
SCARS

REBRANDED
CANCER FROM
A MATERNAL
IDEA TO AS
EMPOWERMENT,
COURAGE,

CHANGED
CANCER SEMANTICS
FROM MEDICAL TO
A HUMAN LANGUAGE.

- STORYTELLING
- EVENT ORGANIZATION
- FUNDRAISING/GIVE MONEY

- LIVESTRONG RESOURCES FOR CANCER SURVIVORS
- PROVIDED STORIES FOR CANCER SURVIVORS

TELLING THE STORY

THE BLANTON MUSEUM OF ART

CHALLENGES:

- BARRIER BETWEEN UT AND AUSTIN COMMUNITY.
- ART IN ITSELF IS A BARRIER
- AWARENESS TO AN UNKNOWN COLLECTION

POSITION:

- SOCIAL CURRENCY
- PERSONAL GROWTH
- CIVIC PRIDE

"ART IS EXPERIENCE"
THE BLANTON JOURNAL

ART IS MILK SHAKE

NEED TO GO TO AUSTIN AND CHECK OUT THE BLANTON IT LOOKS LIKE THEY HAVE AN INTERESTING COLLECTION.

"PASSIONATE FOR BRANDING"

A GAME DESIGNER'S PERSPECTIVE ON THE FUTURE OF HAPPINESS

BY JANE MCGONICAL

THE ALTERNATE REALITY GAME.
GAME DIRECTOR @ THE INSTITUTE FOR THE FUTURE
SIDES@AVANTGAME.COM

REALITY IS BROKEN
"I'M NOT GOOD AT LIFE BUT I'M GOOD AT MY GAME"



GAMES GIVE CONSTANT FEEDBACK AND AFFIRMATION ON MY ADVANCEMENT

- GAMES WORK BETTER
- 1) BETTER INSTRUCTIONS
 - 2) BETTER FEEDBACK
 - 3) BETTER EMOTIONS
 - 4) BETTER COMMUNITY

AS FIERO!
POSITIVE GAME FACE

"WE ARE WITNESSING WHAT AMOUNTS TO A GLOBAL MASS EXODUS TO VIRTUAL WORLDS AND OTHER ON-LINE GAMING VENUES"
IT'S A QUALITY OF LIFE ISSUE.

REALITY UX TO LOOK FORWARD YOU HAVE TO LOOK BACKWARDS TWICE AS FAR

WHAT HUMANS CRAVE

1. SATISFYING WORK TO DO
2. THE EXPERIENCE OF BEING GOOD AT SOMETHING
3. TIME SPENT WITH PEOPLE WE LIKE
4. THE CHANCE TO BE OF SOMETHING BIGGER

SCIENCE OF HAPPINESS.
 ARE UX DESIGNERS
 IN THE HAPPINESS
 BUSINESS?

LOOKUP
 TARA HUNT

GOOD USER EXPERIENCE IS DEFINED...

OLD SCIENCE FICTION CITATIONS

LOOKUP

CHORE WARS

LOOK UP FOR THE KIDS

+1 ME.COM LOOK-UP

TRACKSTICK
 LOOK-UP

HERE COMES EVERYBODY
 - CLAY SHIRKY

LOOK-UP OPERATING WITHIN AN ECONOMY

ENGAGEMENT

THE LOST RING OF THE OLYMPICS.

KATIE SALON CHARTER HIGH SCHOOL
 TAUGHT THROUGH GAMING

YOUR PHONE IS YOUR MEGAPHONE

BY ~~XXXXXXXXXX~~ DAN ALBERTSON
 LAUNCHED IN TIME SQUARE
 EXPERIENCE
 TRUMPS ALL



I REALLY AM IMPRESSED WITH
 JURY. HE HAS A LOT OF PASSION
 FOR WHAT HE DOES.

< GOALS >

- MAKE NEW EXPERIENCES POSSIBLE
- MAKE IDLE TIME VALUABLE
- SOCIALIZE THE PHONE EXPERIENCE.
- MASSIVELY MULTI-PLAYER
- API TECHNOLOGY!
- PHONE
- YOU! HIRING IN NEW YORK.

DAN
 @PLAYMEGAPHONE.COM

NEW★Paradigms
 4 INTERACTION IN
 PHYSICAL Space

LOCAL PROJECTS

by JAKE BARTON

PARTICIPATION
 CONTEXT
 INTENT
 EDITORIAL

STORY
 CORPS



"... A CONSPIRACY TO MAKE ALL OF AMERICA CRY!"

PROCESS:
STORON  STORYCORP.NET

TIME SCAPES - NYC

GUNS, GERMS AND STEAL by JARED DIAMOND

BOOK

CREATING A SENSE OF CAUSALITY.

NATIONAL SEPT 11 MUSEUM

PITS PEOPLE BACK INTO THEIR OWN PERSONAL EXPERIENCES.

DESIGNING CONTEXTS FOR
CONNECTING WITH ART @
SEMOMA

MUSEUM EDUCATORS BRIDGE THE
GAP BETWEEN ART AND ART
OBSERVANCE. **RAUSCHENBURG-
ERASES DEKONIG**

INTERPRETIVE GOALS FOR KATHO EXHIBITION
INTRODUCE PERSONAL STORIES TO ENCOURAGE
A DEEPER CONNECTION



**LEARN
ING
LOUNGE**

PAMPHLETS

EXPLORATORIUM

THURSDAY AUG. 14, 2008

VISITOR RESEARCH & EVALUATION by **JOSH GUTMILL**

ALICE KREZYNSKI

WHAT WE DO

DEVELOP TEST PRINCIPLES
OF EXHIBIT DESIGN

ACCESS AND ENCOURAGE:

- ENGAGEMENT
- SCIENTIFIC THINKING SKILLS
- ATTITUDES
- CONCEPTUAL UNDERSTANDING



HOW DO WE DO IT?

INTERVIEWS → ATTITUDES
SURVEYS → KNOWLEDGE

TRACKING
TIMING → ENGAGEMENT

AUDIO
VIDEO → SKILLS
ENGAGEMENT
KNOWLEDGE

**GEOMETRY
PLAYGROUND**

- LEARNING GOALS
 - FOSTER SPATIAL REASONING
 - INCREASE ENGAGEMENT
 - FOSTER SOCIAL INTERACTION.
 - CREATE POSITIVE ATTITUDES

STELLAR RHOMBIC
DODECAHEDRON SDR



SFMOMA

FRIDA KAHLO
... I NEVER REALLY UNDERSTOOD THE INTEREST IN FRIDA UNTIL SEEING THE SHOW... I ENJOYED IT.



HENRI MATISSE
LA CONVERSATION 1938
1869-1954



FERDINAND
LEGER
TWO WOMEN
1950-52
BRONZE

2 BEAUTIFUL MATISSES,
A LEGER, BRAQUE
AND MARCEL DUCHAMPS
URINAL... THE SFMOMA
WAS WONDERFUL!

THE FUTURE OF USER EXPERIENCE WRITING SOFTWARE FOR MAKING MOVES AT PIXAR

MICHAEL B. JOHNSON

P I X A R

- ▷ CASTING, CASTING, CASTING
 - ART AS TEAM SPORT
 - PEER RELATIONSHIP BETWEEN CREATIVE AND TECHNICAL FOLKS
- ▷ DIRECTOR DRIVEN STUDIO
 - THE BRAIN TRUST
 - CULTURE OF CONSTRUCTIVE CRITICISM

STINKY
FOOLK
TALK

MAKING A MOVIE IN "3" EASY STEPS

RESEARCH, RESEARCH, RESEARCH

1. DESIGN A RICH, BELIEVABLE WORLD
CHARACTER
2. CREATE EYE-CRYING CHARACTERS THAT LOGICALLY EXIST IN THIS WORLD
3. STORY

STORY

SCRIPT DRAWINGS
DIALOGUE GAGS
• YES
• IF IT DOESN'T MAKE YOU LAUGH IT'S NOT WORTH DOING.

"REMEMBER STORYBOARDING IS ACTUALLY STOR-RE-BOARDING."

JOE RAPT, HEAD OF STORY PIXAR

- DRAWS FAST
- DRAWS WELL
 - GOOD POSES
 - GOOD COMPOSITION
 - GOOD PACING
- ALWAYS HAVE ANOTHER IDEA
- 51% IS "PLAYS WELL WITH OTHERS"



EDITORIAL

WHERE THE FILM IS ALOWAY EDITED
 WHERE IT IS PHYSICALLY CUT
 ORGANIZED LIKE LIVE ACTION
 A 'CAREFUL WHAT YOU WISH FOR'
 department

SOME OF OUR FILM-MAKING

VOICE TALENT

"I WANT TO FAIL AS QUICKLY AS POSSIBLE"

ITERATE AND CRITICIZE

"WE DO SOMETHING SO WE CAN CHANGE IT"
 - GOWER CHAMPION

GIVING A 'GOOD NOTE'

- POINT OUT A PROBLEM
- PROPOSE A SOLUTION

WACOM, PHOTOSHOP... **CUSTOM APPS.**
 CINTIQS (IN-HOUSE)

REVIEW SKETCH: LET'S YOU MARK-UP ANIMATION

PITCH DOCKER:

(WRITTEN FOR PETE DOCKER DIRECTOR OF MONTEERING)

STORY & EDITORIAL WERE ALWAYS MAD AT EACH OTHER BECAUSE THEY EACH WERE MAKING EACH OTHER LOOK BAD BY DIRECTOR.

[LIKE A SEQUENCER FOR STORYBOARDING]

TOOK A JOB EDITORIAL DIDN'T LIKE (FIRST ASSEMBLY)

GAVE IT TO STORY BECAUSE THEY WANTED TO TIME OUT THEIR WORK

NOTE 150,000 STORYBOARD DRAWINGS FOR WALL-E

LESSONS FROM

OZ DESIGNING FOR THE MOBILE EXPERIENCE
 BY RACHEL HINMAN



AT THIS POINT I NEEDED TO SEND CHRISTIAN A B-CARD FIVE WHICH I TRIED TO ACCOMMODATE... BUT THEN REALIZED THAT PUTTING IT INTO FW WOULD BE A BAD IDEA... AND I MISSED A GOOD PRESENTATION.

DESIGNING OUR WAY THROUGH DATA

by Jeffrey Veen

1974 STRONG TOOLS FOR PARTICIPATION



DATA → INFORMATION

INFORMATION THAT CAN BE FORMATTED TO BETTER RELATE TO THE USER.

DESIGN THAT SCALES

- FIND THE STORY
- ASSIGN VISUAL CUES (CUES)
- REMOVE EVERYTHING THAT DOESN'T TELL THE STORY

ENABLE PEOPLE TO TELL THEIR STORIES

STORYTELLING → DISCOVERY
VISUAL CUES → INTERACTIVITY

~~RESEARCH~~
EDITING → FILTERING

veen.com/ukweek

WHAT EVER HAPPENED TO DAVE MATHEWS

GREEBLES, NURNIES, TILES & FLAIR

VISUALIZATIONS BY ANALOGY

DATA INSPIRED



DIG SWARM:

TRVLIA SNAPSHOT

LOOK UP INSPIRATION FROM GAMES AND MOVIES.

DUNGEON SIEGE

THING DONE WELL - CONTINUITY

{ MODEST MARS } CONTINUOUS TILED SURFACE

BLUE WHALE IN A LETTERBOX

< Slight of hand >

GREEBLING (STUFF ADDED TO MODELS TO GIVE THE APPEARANCE / PERCEPTION THAT THEY ARE REAL.)

Japan ^{HAS NO STREET SIGNS}
GROUP

EVIDENCE OF INTEREST

FIREFLY SHEPHERD'S BOOK... MUST FIND.

OAKLAND CRIME SPOTTING

GREEBLE ALSO CALLED A PROOVER

WOULD LIKE TO DIG DEEPER INTO THIS STUDIO. FOUND WORK VERY THOUGHT PROVOKING.

The Challenge of Emotional INNOVATION

IT'S IMPORTANT TO HAVE A...



- Vision
- Strategy

SOCIO-CULTURAL TREND ANALYSIS

NATURAL USER INTERFACE

PRINCIPLES AND DATA DRIVE A GOOD DESIGN

| COMMAND LINE | GVI | NUI |
|----------------------------|-----------------------|---|
| RECALL | RECOGNITION | INTUITION |
| DIRECTED | EXPLORATORY | WHAT YOU EXPECT IT TO DO SHOULD HAPPEN |
| HI-LO COMMANDS INTERACTION | ALL AVAILABLE | CONTEXTUAL - IT UNDERSTANDS AND REACTS |
| DISCONNECTED | INDIRECT | FAST FEW |
| STATIC | RESPONSIVE | UNMEDIATED - A TOUCH SYSTEM |
| GRAPHICAL | ARTIFICIAL | EVOCATIVE - SYSTEM (GIBSON'S ECOLOGICAL PSYCHOLOGY) |
| | | XUI ORGANIC |

- PRINCIPLE OF PERFORMANCE
- PRINCIPLE OF DIRECT MANIPULATION
- PRINCIPLE OF SCAFFOLDING
- PRINCIPLE OF CONTEXTUAL ENVIRONMENTS
- PRINCIPLE OF THE SUPER REAL

SUPER PRINCIPLES (PIILARS)

- SOCIAL SEAMLESS SPATIAL
- NO BARRIER

INTERACTION IS THE KEY TO EMOTIONAL CONNECTION (BEHAVIOR)

| FORMISM | MECHANISM | CONTEXTUALISM | ORGANICISM |
|-------------------------|-------------------------------------|---|---|
| THIS IS SIMILAR TO THAT | IT IS A MECHANICAL DEVICE NEWTON | INTERPRETATION BY FRAME OF REFERENCE DEWEY | WE USE A METAPHOR OF AN ORGANIC SYSTEM DOWS ENCYCLOPEDIA |

VERY COOL PRESENTATION

THE FUTURE OF THE WEB browser

by Jesse James GARRETT AND FRIENDS

AURORA DEMO:



Natural ORGANIC USER INTERFACE.

PEOPLE INTERACTING WITH PEOPLE
SOCIAL · SEAMLESS · SPATIAL

WHISKEY TREE FORMER ILM

INTEGRATED SHOPPING

SHAREABLE/CONTROLLABLE DATA

WEB APPLICATION TO THE DESKTOP

LOCATION AWARENESS

MICRO-FORMATS

TAP!
... IS THE NEW
CLICK



DAN SAFFER

were in the midst of an interaction

DAN SAFFER - CONTINUED

How do we design for interactive gestures?

INTERACT

- touchscreen
 - free form
- IVE gestures

SECRET SAUCE IS THE SENSOR

KINESIOLOGY & PHYSIOLOGY

WIDTH OF HUMAN FINGER 16-20 SEE PICTURE



COMMUNICATING INTERACTIVE GESTURES

- OBSERVATION
- INTERACTION

ATTRACTION AFFORDANCE

- ① THE AVAILABLE SENSORS AND INPUT DEVICES
- ② THE TASK THAT NEEDS TO BE PERFORMED
- ③ THE PHYSIOLOGY OF THE HUMAN BODY

THE COMPLEXITY OF THE GESTURE SHOULD MATCH THE COMPLEXITY OF THE TASK AT HAND.

THE BEST DESIGNS ARE THOSE THAT "DISSOLVE INTO BEHAVIOR."
- NAOTO FUKASAWA

AFFORDANCE



MULTITOUCH MULTIUSER EXPERIENCE

STIMULANT
SF-SEATTLE

by Nathan Moody
& Darren Davis



NATHAN

DARREN

TOOK LOTS OF PICTURES

RECOGNIZING INTERACTIVITY

EXPLICIT INSTRUCTIONS

USER INPUT

LARGE SCALE DISPLAYS

BE NATURAL: DESIGN FOR "THE LOWEST COMMON EXPECTATION"

BE SOCIAL: DESIGN FOR THE INTERACTIONS OUTSIDE THE UI

BE AWARE: DESIGN FOR RESPONSIVENESS

NATURAL ≠ INTUITIVE: BALANCE INVISIBLE UI WITH DISCOVERABILITY

MAKE IT LEARNABLE

BASTARDIZE EVERYTHING:

CROSS POLLINATE:

STIMULANT. 10

PARROT RESPECTIVE



Ubiquitous Computing • UX



MIKE KUNIAVSKY

INFORMATION SHADOW?

"MASHING UP THE PHYSICAL WORLD WITH SHADOW WORLD"

GETTING SHARING COLLECTING

... HAD TO LEAVE TO GO TO THE AIRPORT...

CRAP!

MY FLIGHT HAS BEEN DELAYED! NOW I WOULDN'T GET TO DALLAS UNTIL AROUND 2:30AM



IT WAS VERY BUMPY FLYING HOME

LISTEN TO BRUCE AND THE WAY HOME

UX WEEK IS OVER ADAPTIVE
THANK YOU *PATH*