



SKETCHNOTES by BEN NORRIS

DON NORMAN

YOU IN UX | 5 MAY 2014

BSN
.io

NORMAN'S

LAW

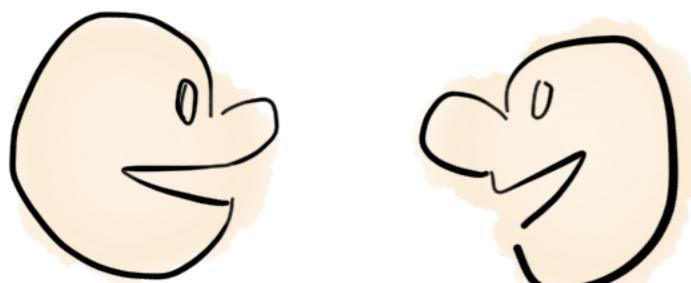
THE DAY THE PRODUCT TEAM IS FORMED, IT IS BEHIND SCHEDULE AND OVER BUDGET

TO BUILD SOMETHING, YOU MUST BE A

Generalist

ENGINEERING + PSYCHOLOGY

WAS A PERFECT BACKGROUND FOR DESIGN



WE JUST HAVE TO TALK TO EACH OTHER

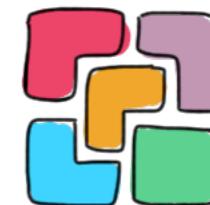


THE BEST WAY TO WORK WITH A HARD PERSON

THIS IS THE ONLY WAY TO SUCCEED

USABILITY

IS NOT THE MOST IMPORTANT THING
— — — — —
NOTHING IS!



WE HAVE TO BE ABLE TO VIEW THE PRODUCT AS A SYSTEM AND SEE THE OVERALL EFFECT OF USABILITY ISSUES

Who is your user?

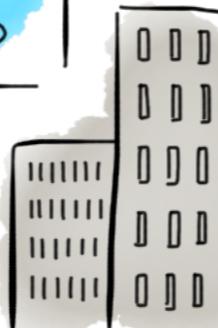
YOU MUST UNDERSTAND THE NEEDS OF YOUR BOSS'S BOSS

SYSTEM vs. DETAILS

CUSTOMERS DO NOT CARE ABOUT THE DETAILS, BUT THAT IS HOW TO MAKE THE SYSTEM SUCCEED



TELL A POWERFUL STORY



Executives

HAVE TO BE ABLE TO LOOK ACROSS DIFFERENT DISCIPLINES TO HELP THEM SEE VALUE, SHOW A PRODUCT THAT THEY LOVE AND THEY WILL JUSTIFY IT THEMSELVES

DON NORMAN

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MAKE MISTAKES!

YOU HAVE TO BE WILLING
TO TRY THINGS THAT
MIGHT NOT WORK

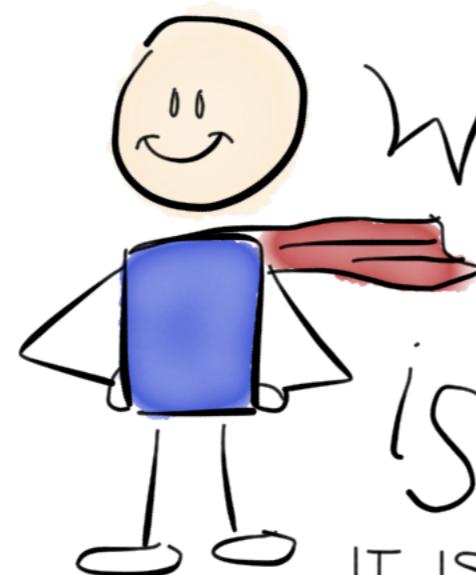


THE JAPANESE HAVE A RULE TO NEVER DISAGREE
IN A MEETING, BUT TO GO DRINKING AFTER AND
THAT'S WHEN THE TRUTH WAS DISCUSSED

IDEAL DESIGN BRIEF

- ① ADVERTISEMENT
- ② MANUAL

START BY MAKING IT
EXCITING, THEN SIMPLE

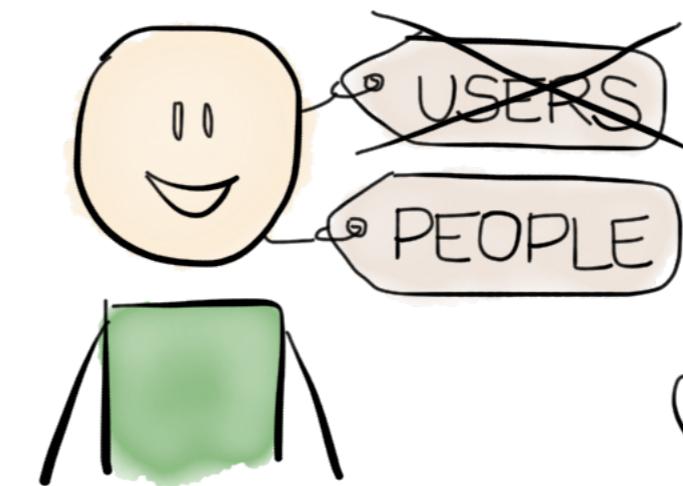


We all think
our job
is hardest

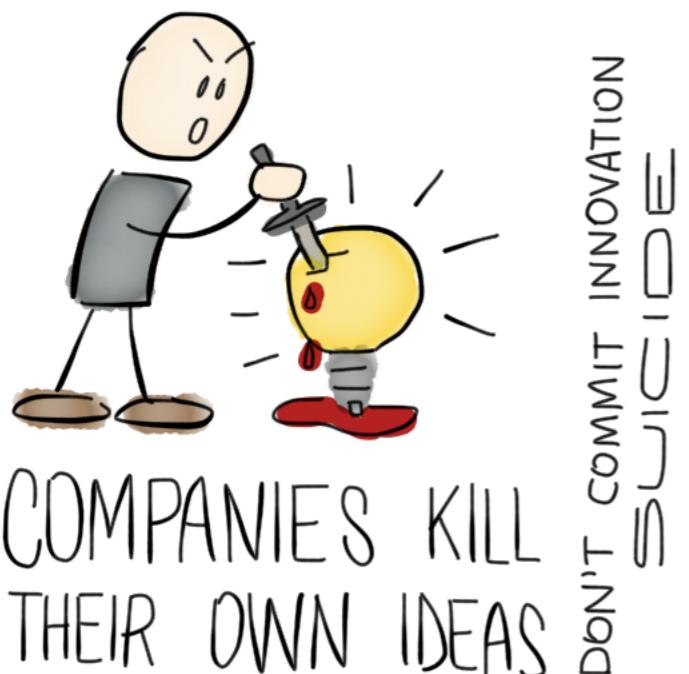
IT IS EASY FOR US TO
ASSUME THAT WHAT OTHERS
ARE DOING IS EASIER/SIMPLER



H GREAT
Expérience
WILL BRING PEOPLE BACK
EVEN WHEN THEY HAVE
TO DO DIFFICULT THINGS



JUST
GET STARTED



KNOWING
HOW ≠ **WHAT**

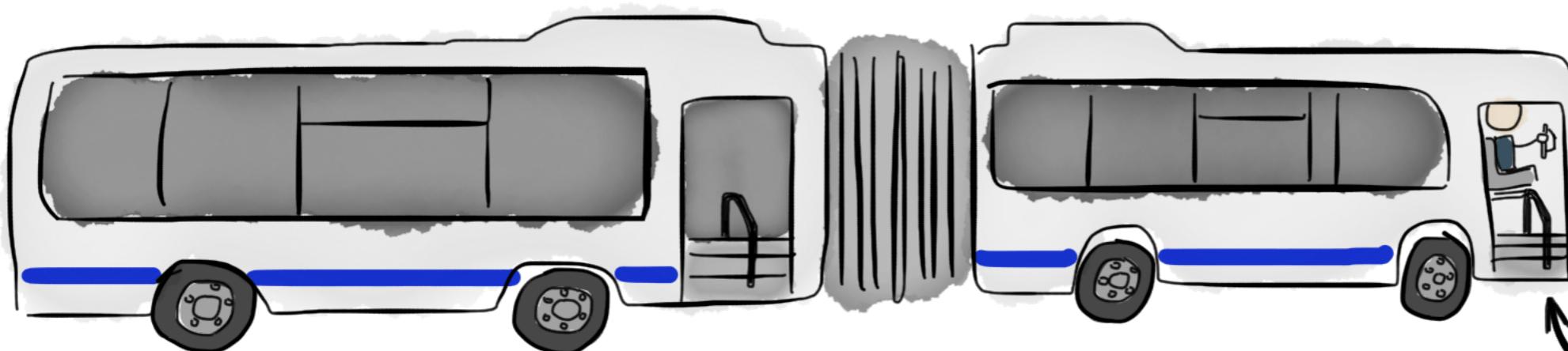
TO MAKE SOMETHING

YOU SHOULD ACTUALLY MAKE

Designers
HAVE A BIG OPPORTUNITY

C H A N G E

IS NOT ALL THE SAME AND YOU HAVE TO KNOW
THE DIFFERENCES AND MANAGE THEM APPROPRIATELY



APPLE
IS A GREAT EXAMPLE
OF USING DESIGN TO
INNOVATE TO SUCCESS

GETTING THE UX JOB YOU WANT

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ANGELA YEH

YEH IDEOLOGY

BOBBY MORGAN

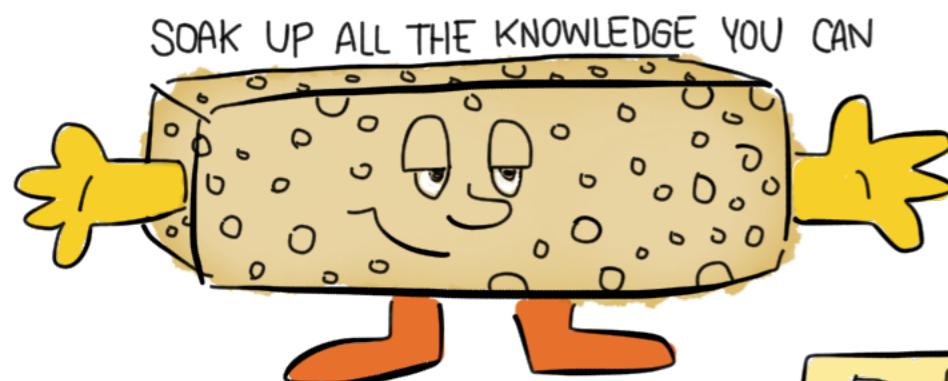
ARTEFACT

CARRIE SMITH

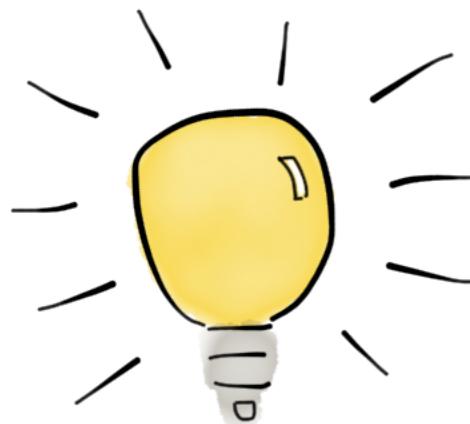
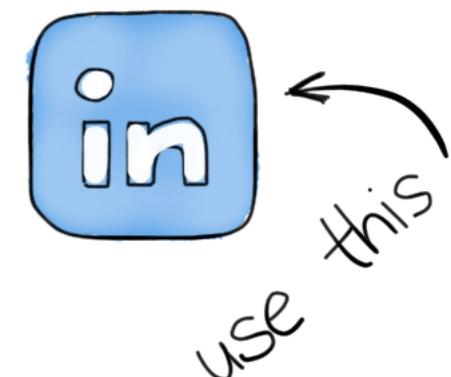
GOOGLE

THOMAS LOCKWOOD

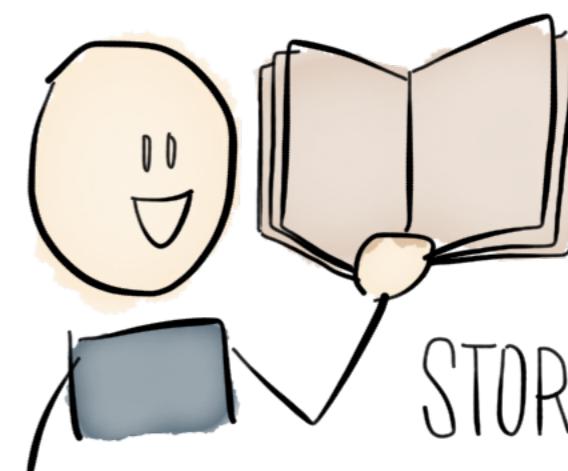
LOCKWOOD RESOURCE



Networking
IS CRUCIAL



YOU NEED TO HAVE
YOUR WORK READY
FOR SOMEONE TO SEE



BECOME
A GREAT
STORYTELLER

THOUGHT LEADERSHIP

IS SOMETHING YOU NEED
TO DEVELOP IN YOUR FIELD



DON'T ASK TOO EARLY



7 SECONDS

THE TIME A RECRUITER
LOOKS AT YOUR RESUME
BEFORE DECIDING

PREPARATION
IS ABSOLUTELY ESSENTIAL

ELEVATING UX THROUGH THE INTROVERT/EXTROVERT SPECTRUM

YOU IN UX | 8 MAY 2014

ANGELA CRAVEN

SLICE OF LIME



DotGridDotCom

SUANNE HALL

MAPQUEST



Swan5280

WE'RE GOING TO CALL
ON SOMEONE AT RANDOM TO
SHARE A PERSONAL STORY

THE NEW GROUPTHINK

OPEN OFFICE SPACES ARE GOOD
BUT ALSO HAVE BIG DISADVANTAGES

WHETHER YOU ARE
INTROVERTED OR
EXTROVERTED, IN UX
THERE ARE TASKS
YOU HAVE TO DO



VS.



Introverts

VS

EXTROVERTS

THE DIFFERENCE IS WHERE
YOU GET RE-ENERGIZED

DON'T FORCE YOURSELF
TO BE WHAT YOU ARE NOT

WHEN YOU
WANT TO SAY
SOMETHING,
STOP FIRST

I DON'T KNOW

HAVE THE COURAGE
TO SAY THIS

LEARN ABOUT YOUR TEAM AND HOW TO WORK MOST EFFECTIVELY TOGETHER AND COMPLEMENT EACH OTHER

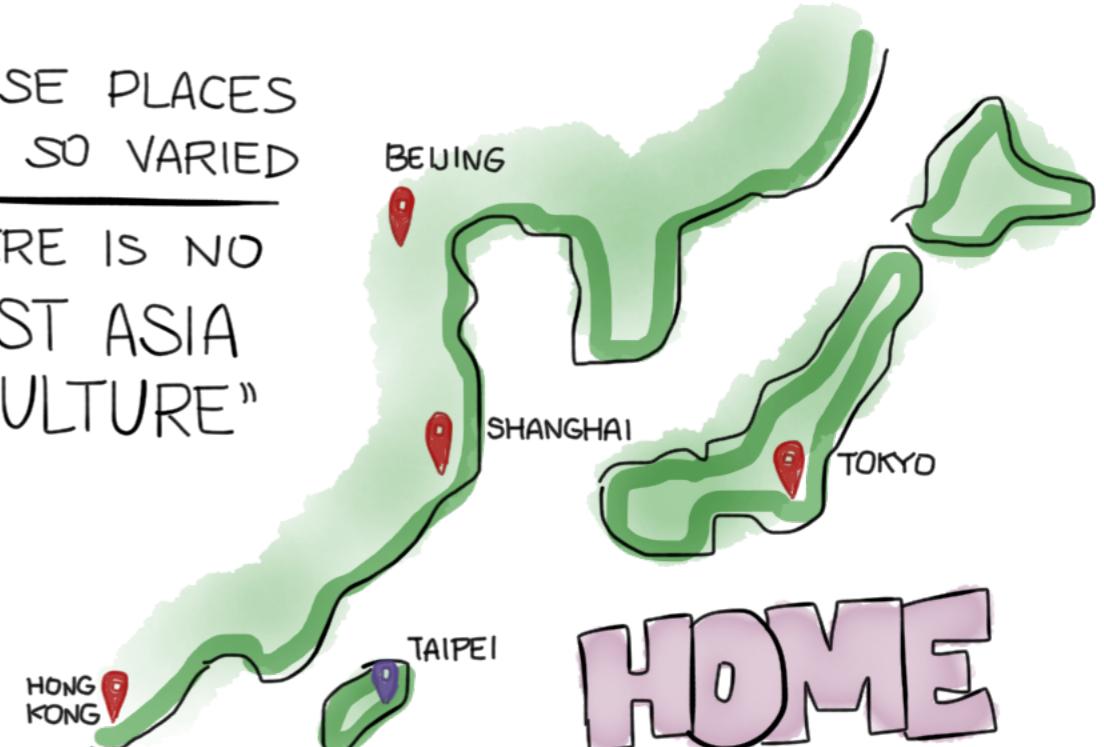
WORKING ABROAD

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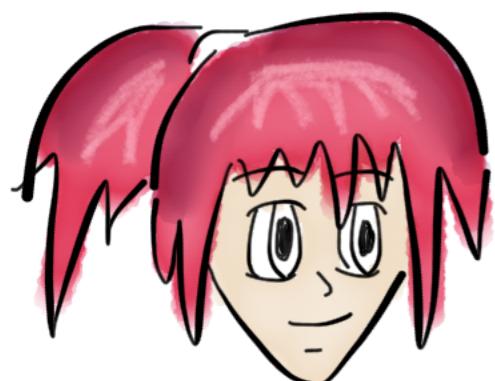
MELORA ZANER
YAHOO

THESE PLACES
ARE SO VARIED

THERE IS NO
"EAST ASIA
CULTURE"



POLITENESS
IS SO VITAL
THEY WOULD
SCHEDULE
ONLINE CHATS



LEARN HOW
TO SHARE IN
DIFFERENT
WAYS

EMBRACE BEING
uncomfortable

organic 英 [ɔ:gænɪk]

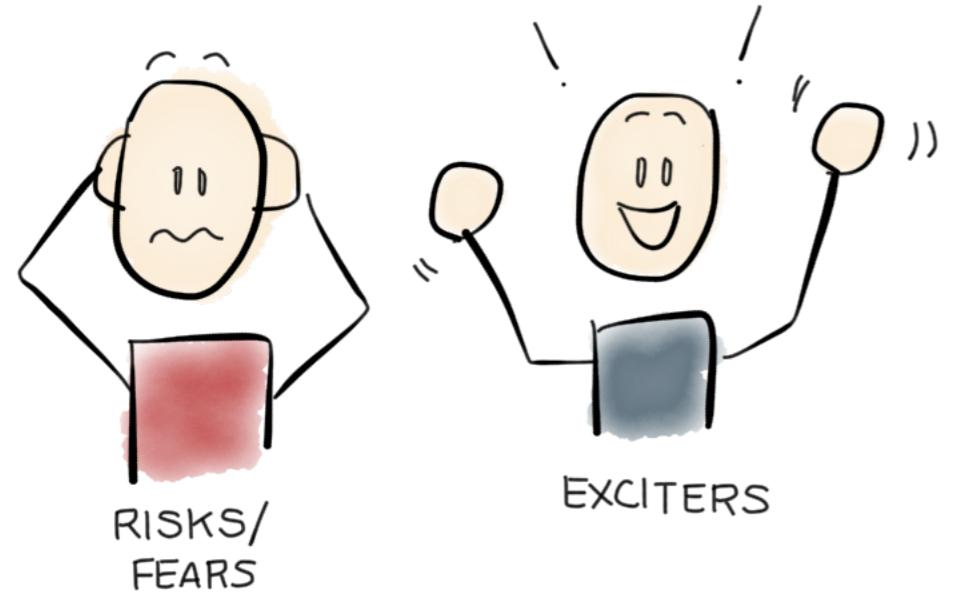
BE CAREFUL WITH THE TERMS THAT
YOU USE - STAY SIMPLE TO BE CLEAR

COMMUNICATION
IS THE KEY TO SUCCESS



EMBRACE A NEW CULTURE

" " BODY
LANGUAGE
IS UNIVERSAL
IN THAT ALL PEOPLE
DO IT, BUT IT CAN
MEAN DIFFERENT
THINGS, SO LEARN!



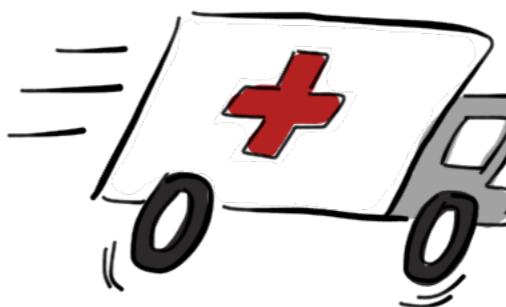
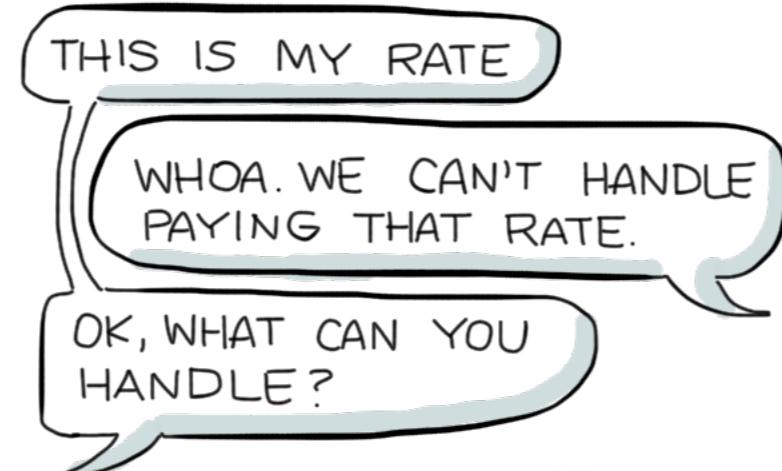
- NEGOTIATION
- SOCIAL SKILLS
- CONFIDENCE

REQUIRED TO START KNOWLEDGE EXPERIENCE

WORK REVENUE

FIGURE YOUR RATE
TO FIND A GOOD BALANCE

BE CONFIDENT IN
YOUR RATE



HEALTH BENEFITS
ARE CRUCIAL AND
YOU HAVE TO
FIGURE IT OUT
YOURSELF

NETWORKING

IS ESSENTIAL AND SHOULD BE FOCUSED

ELEVATOR
PITCH

TAKE SOME
TIME TO MAKE
A SHORT LIST

UX

ADVENTURE



CYD HARRELL

YOU IN UX | 9 MAY 2014

NYC



COLORADO
SPRINGS

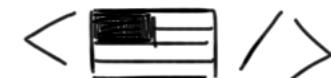
Dealing with San Francisco 311 on Twitter opened Cyd's eyes to civic technology

Hackathon

THESE ARE EXTREMELY VALUABLE, EVEN AS A DESIGNER WHO MIGHT NOT CODE



CYDHARRELL



GOV.UK

PRO-BOND

THIS WORK IS NOT THE SAME AS DOING VOLUNTEER WORK, AND SHOULD BE HANDLED IN A PROFESSIONAL WAY

FELLOWSHIPS

ARE A FANTASTIC WAY TO ENGAGE IN CIVIL WORK AND GET GREAT EXPERIENCE & EXPOSURE

OFTEN LEADS TO JOB OPPORTUNITIES

NETWORKING

CAN ALSO INVOLVE JUST PUTTING YOURSELF OUT

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OWN YOUR CAREER

MAKE SURE TO LOOK TO THE FUTURE

- INFLUENCE
- ACCOUNTABILITY
- EMPOWERMENT
- VISIBILITY

IDEAS AN EXECUTIVE HAS TO CARE ABOUT

YOUR TEAM

IS ONE OF THE MOST IMPORTANT THINGS

PERSONAL CONNECTIONS ARE THE KEY TO SUCCESS

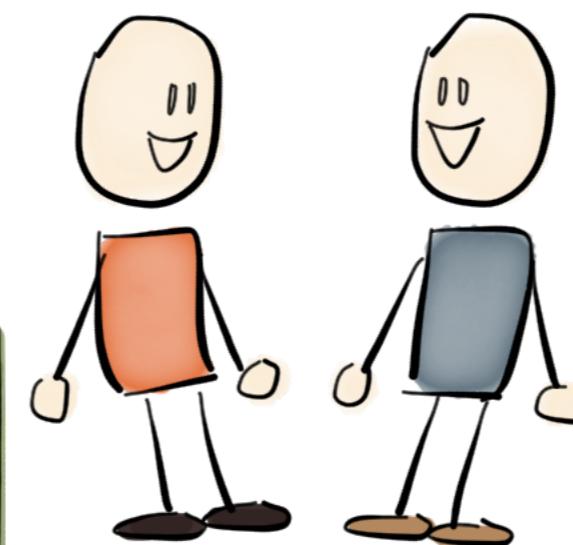
OPPORTUNITY OFTEN DRESSES UP AS HARD WORK

The single biggest problem with communication is the illusion that it has taken place. -- GEORGE BERNARD SHAW

The single biggest problem with communication is the illusion that it has taken place. -- GEORGE BERNARD SHAW

Passion

IS WHAT SHOULD DRIVE YOUR CAREER DECISIONS AT ANY LEVEL



SHARE!

DON'T KEEP THINGS TO YOURSELF



Coaching

IS OFTEN ONE OF THE GREATEST DRAWS TO BECOMING A MANAGER



WHAT WERE YOUR FEARS/CHALLENGES

- Realize that you don't know everything
- Learning who everyone is
- Letting go of your contributor role
- Not producing something

SKILLS

THAT ARE DEVELOPED AS A UX DESIGNER OR RESEARCHER ARE EXTREMELY USEFUL IN MANAGEMENT ROLES AS WELL

Translation

IS ONE OF THE BIGGEST ROLES OF A MANAGER



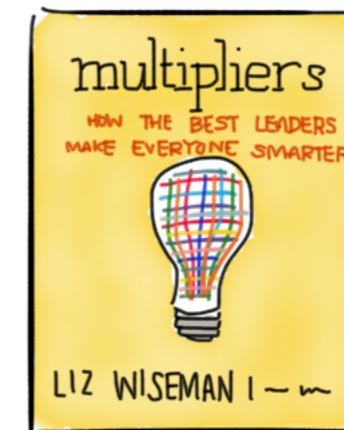
MANAGEMENT

IS ALL ABOUT THE PEOPLE



A BIG REWARD OF BEING A MANAGER IS HELPING PEOPLE COME TOGETHER

MANAGER
≠
LEADER



LEARN WHAT KIND OF PERSON YOU ARE AND WHAT YOU WANT TO BE IN THE FUTURE

MULTIPLIERS vs. DIMINISHERS

- P E O P L E
- P R O D U C T
- P R O C E S S



=

CUSTOMER

APPLY THE SKILLS FROM UX TO HELP YOUR BOSS SUCCEED IN HIS/HER RESPONSIBILITIES

YOU IN UX | 14 MAY 14

GAYNA WILLIAMS

GETTING PROMOTED: IT TAKES MORE THAN UX SKILLS

FEATURES

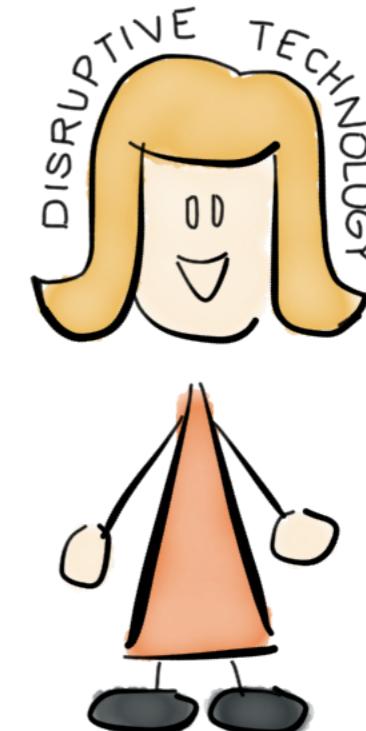
- 1 EFFECTIVE COMMUNICATION
- 2 PRIORITIZATION
- 3 BE OPPORTUNISTIC
- 4 STEP UP
- 5 BE INDEPENDENT
- 6 BE PROMINENT
- 7 BROAD PERSPECTIVE
- 8 MAKE OTHERS BETTER

{ PRIORITIZE FEATURES } > CUSTOMER FEEDBACK > ITERATE }

NEXT STEPS



HELP FILL YOUR MANAGER'S MOUTH ABOUT WHAT YOU DO



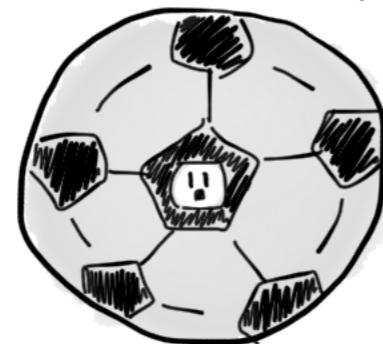
IDEAL EMPLOYEE

(PRODUCT)

Easier, More Formulaic

More Challenging, Requires Some Creativity

THE PROBLEM IS NOT THE DEMOCRATIZATION OF DESIGN



A DESIGN APPROACH TO
POWERING AFRICA LED
TO THE CREATION
OF A NEW PRODUCT:

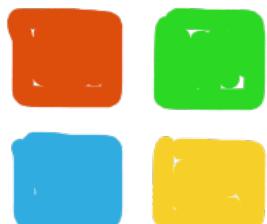
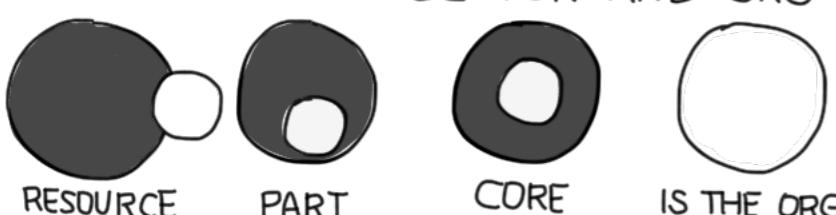
SOCKET

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SURYA VANKA

A 21ST CENTURY UX CAREER:
PASSION, PURCHASE, PROFIT

RELATIONSHIP: DESIGN AND ORG



Microsoft

Designerly Focusing on design
as a way of thinking

SURYAVANKA
MICROSOFTDESIGN

1913 HAS MANY PARALLELS TO TODAY

WE ARE UNDERGOING SOME
SIMILAR REVOLUTIONS AND
QUESTIONS OF AUTHENTICITY

FOR MICROSOFT, IT IS THE
DEMOCRATIZATION OF
TECHNOLOGY

Purpose
EVERYTHING NEEDS TO COME BACK TO THIS

MICROSOFT
DESIGN
PRINCIPLES

- 1 WIN AS ONE
- 2 AUTHENTICALLY DIGITAL
- 3 FAST AND FLUID
- 4 PRIDE IN CRAFTSMANSHIP
- 5 DO MORE WITH LESS



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TAKEAWAYS

- ① WHAT YOU GAIN FROM USING YOUR SKILLS TO HELP SOMEONE
- ② HOW TO SEEK PLACES TO USE YOUR SKILLS
- ③ WAYS TO FUND PROJECTS

DESIGN LITERACY

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DANA CHISNELL

USING YOUR SKILLS TO HELP

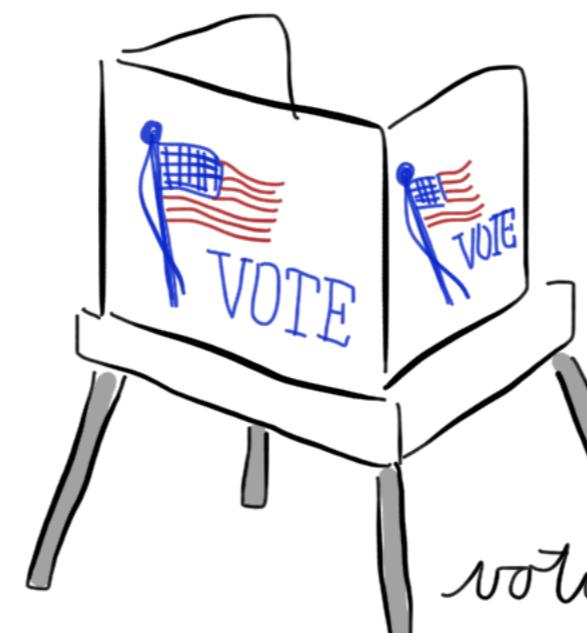
Civic Design

Democracy is a design problem

 CIVICDESIGN.ORG



FIELD
GUIDE
FOR
VOTING



2000

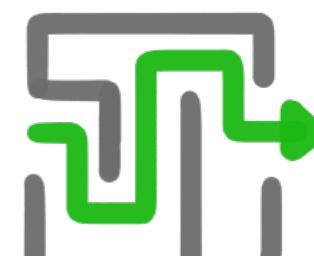
The experience of voting in Florida led Dana to get involved in UX research for voting



ANYWHEREBALLOT.COM



BE CREATIVE AND
LOOK IN DIFFERENT
PLACES YOU MIGHT
NOT USUALLY THINK



KICKSTARTER

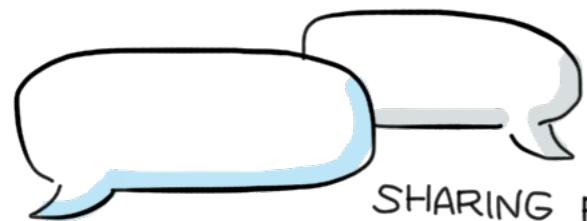
IS A GREAT OPTION BUT VERY STRESSFUL

usability
works

 DANACHIS

GOALS

HELP SEPARATE DREAMS FROM THINGS WE WILL REALLY ACT ON



BE CAREFUL

SHARING FEELS LIKE DOING

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TRACEY LOVEJOY

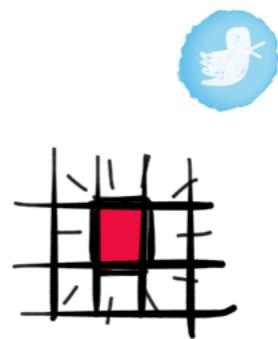
FROM IDEAS TO ACTION: YOU DREAMED IT. NOW DO IT!



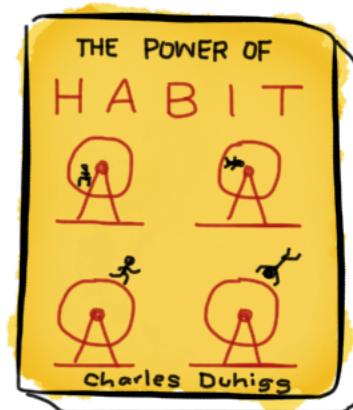
WRITING THEM DOWN IS KEY



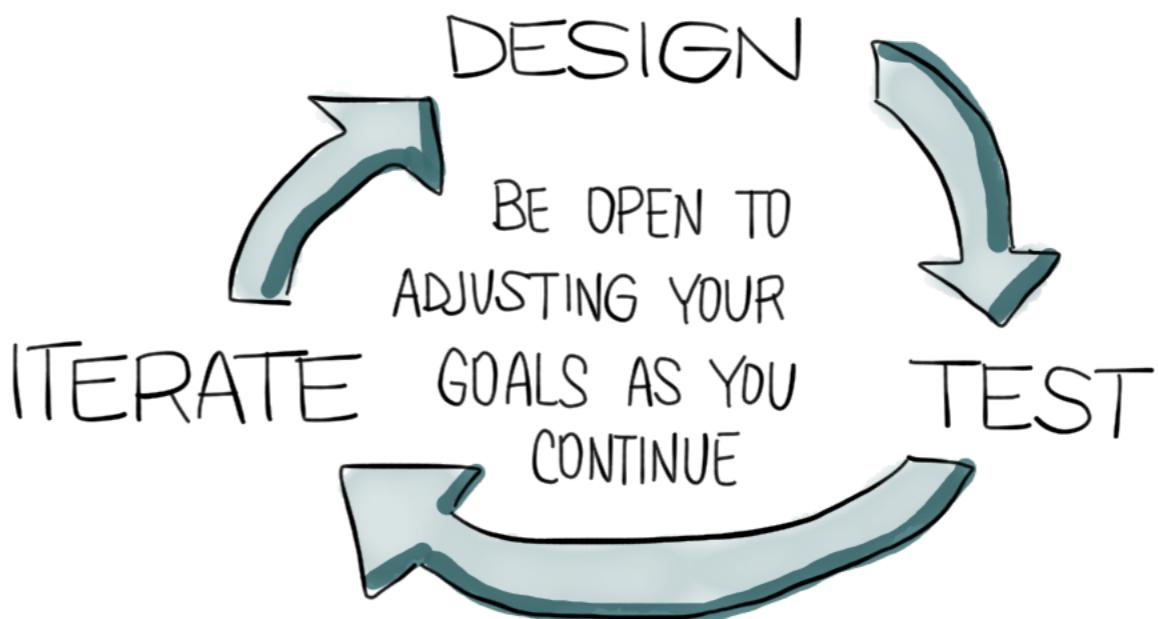
Pick **1** thing you want to start on now



WRITE DOWN ONE THING YOU CAN DO TODAY AND THEN THIS WEEK TOWARD THIS GOAL



CHECK OUT THE POWER OF HABIT BY CHARLES DUHIGG



IT'S ALL ABOUT
Momentum



REWARD YOURSELF (EVEN JUST FOR EFFORT!)

S.M.A.R.T.

GOALS CAN BE DANGEROUS IF WE FOCUS TOO MUCH



STARTING YOUR OWN AGENCY

YOU IN UX | 21 MAY 2014

"If you think you're ready, you are."

JUST GET STARTED!

INSITUM™

SKILLS

- RESILIENCE
- PASSION
- CREATIVITY
- ITERATE
- EMPATHY

LUIS ARNAL
INSITUM



ROB GIRLING
ARTEFACT



BUILD AN ORGANIZATION

— NOT A —
 BUSINESS

What if?



BUSINESS WILL
SWITCH FROM
BOILING TO ICY



BE READY TO
SELL

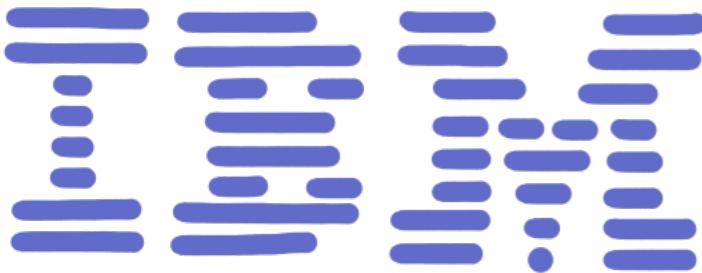
YOU CAN'T JUST
DESIGN - YOU HAVE
TO FIND BUSINESS

3/4 OF YOUR
PEOPLE
SHOULD BE
BILLABLE

70%
OF THE YEAR



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CONSUMER-
GRADE

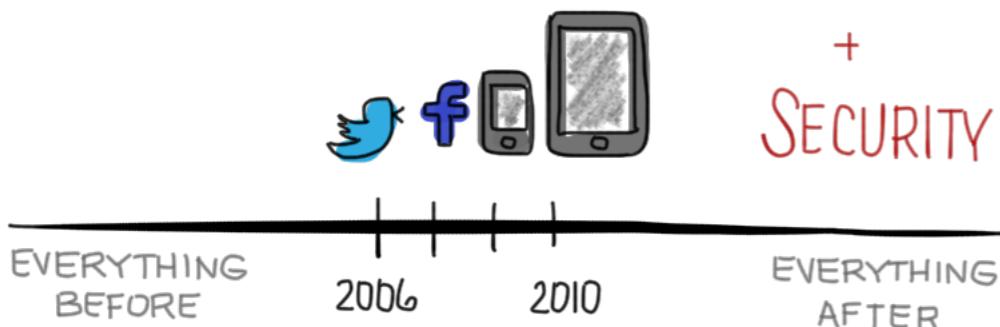
EASY

INDIVIDUAL
LOOSELY COUPLED
PERSONAL CALAMITY

SIMPLE

IBM DESIGN

CLOUD + SOCIAL + MOBILE = DATA
+ SECURITY



Design for scale!



COMPLEX

GROUPS
CO-DEPENDENT
SYSTEMIC PROBLEMS

HARD

ENTERPRISE-
GRADE

TALENT
+ PRACTICE
OUTCOMES

Learn Off empathy
SOFTWARE DESIGN IS HARD

PHIL GILBERT

ENGINEERING DESIGN INTO
CORPORATE DNA



IBM
Mail Next

What matters
in your inbox
is not the
messages, but the people

1

IDEAS ARE CHEAP,
SYSTEMS ARE HARD

2

DEVELOP EMPATHY

3

LEARN TO CODE



OUTCOMES
FOR USERS
TO FOCUS ON

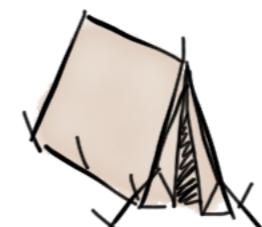


SPONSOR
USERS

ACTUAL PEOPLE
USING THE SYSTEM
INSTEAD OF FAKE
PERSONAS



PLAYBACKS
FOCUS ON USER
VALUE DELIVERED



DESIGN CAMP

3 MONTHS FOR NEW
HIRES OUT OF SCHOOL

1 WEEK FOR THE
PRODUCT TEAMS

1 DAY FOR EXECS

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PHILGILBERTSR
#IBMDESIGN

IBM DESIGN LANGUAGE