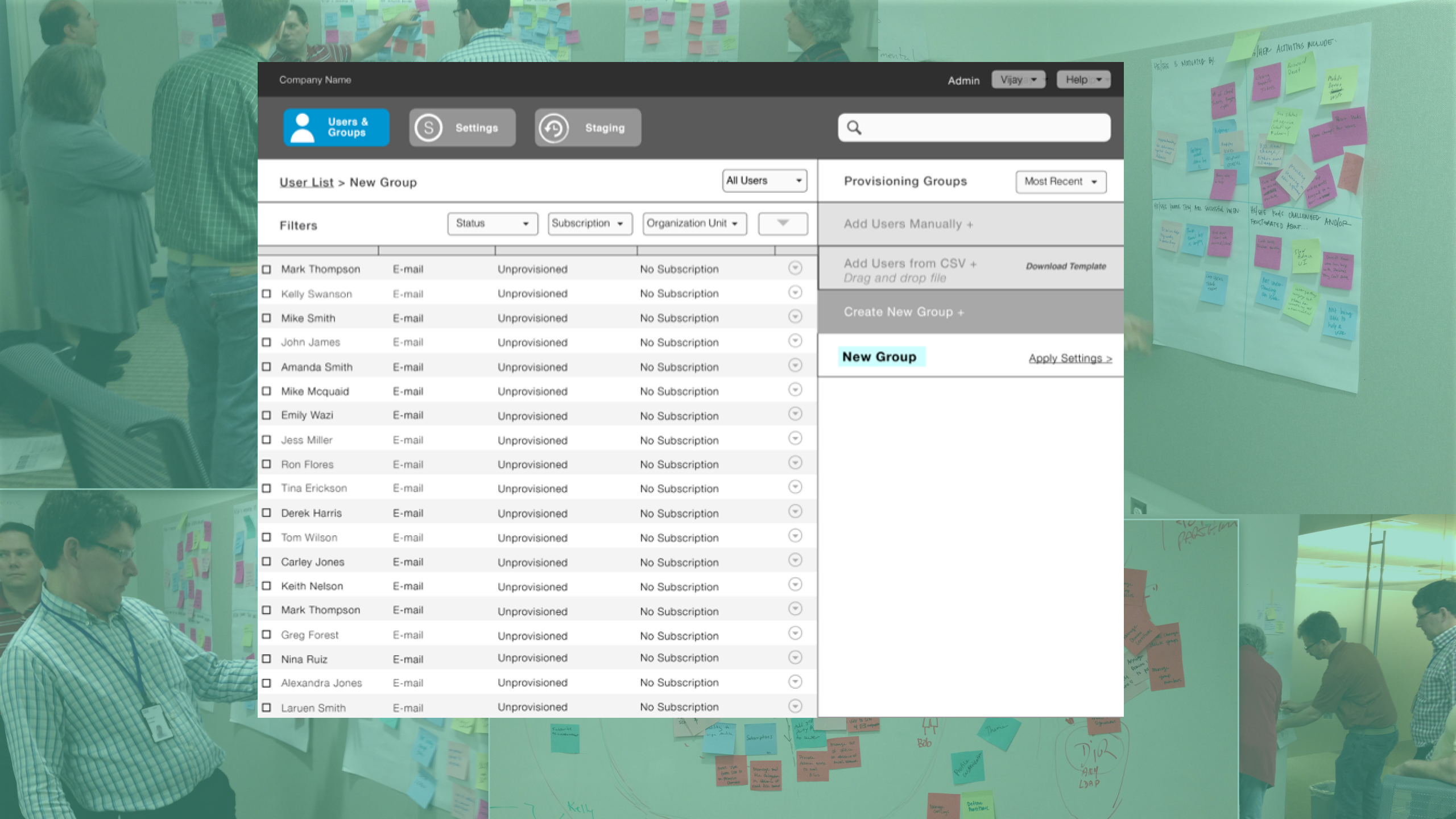
The “User Experience First” Developer

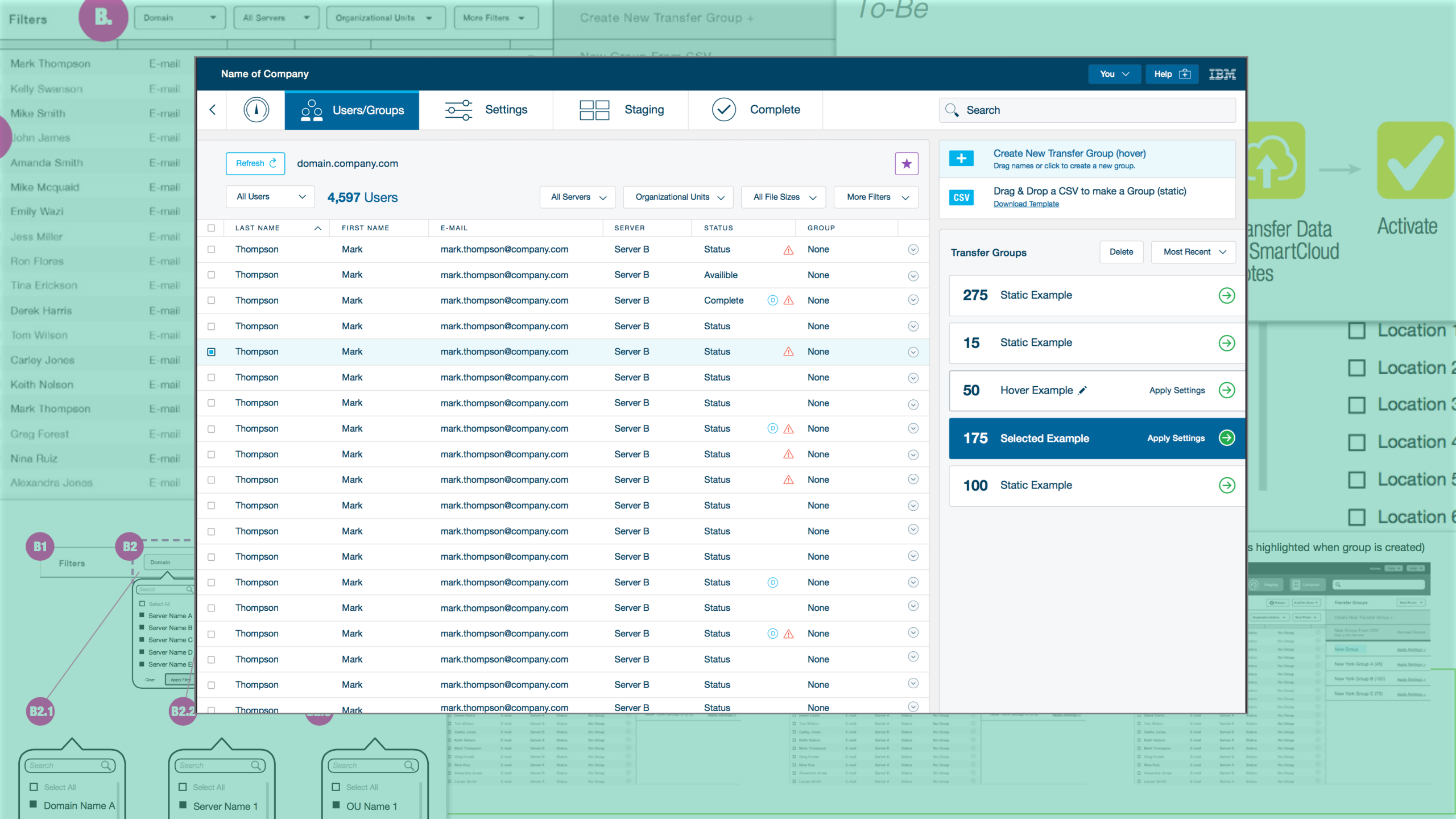
John Lance

Craig Lordan

April 2016

Let’s begin with a story…


Company Name
Admin
Vijay
Help
Users & Groups
Settings
Staging
User List > New Group
All Users
Provisioning Groups
Most Recent
Filters
Status
Subscription
Organization Unit
Add Users Manually +
Add Users from CSV +
Drag and drop file
Download Template
Create New Group +
New Group
Apply Settings >
Mark Thompson E-mail Unprovisioned No Subscription
Kelly Swanson E-mail Unprovisioned No Subscription
Mike Smith E-mail Unprovisioned No Subscription
John James E-mail Unprovisioned No Subscription
Amanda Smith E-mail Unprovisioned No Subscription
Mike Mcquaid E-mail Unprovisioned No Subscription
Emily Wazi E-mail Unprovisioned No Subscription
Jess Miller E-mail Unprovisioned No Subscription
Ron Flores E-mail Unprovisioned No Subscription
Tina Erickson E-mail Unprovisioned No Subscription
Derek Harris E-mail Unprovisioned No Subscription
Tom Wilson E-mail Unprovisioned No Subscription
Carley Jones E-mail Unprovisioned No Subscription
Keith Nelson E-mail Unprovisioned No Subscription
Mark Thompson E-mail Unprovisioned No Subscription
Greg Forest E-mail Unprovisioned No Subscription
Nina Ruiz E-mail Unprovisioned No Subscription
Alexandra Jones E-mail Unprovisioned No Subscription
Laruen Smith E-mail Unprovisioned No Subscription


Name of Company
You
Help
IBM
Users/Groups
Settings
Staging
Complete
Search
Refresh
domain.company.com
All Users
4,597 Users
All Servers
Organizational Units
All File Sizes
More Filters
LAST NAME
FIRST NAME
E-MAIL
SERVER
STATUS
GROUP
Thompson Mark mark.thompson@company.com Server B Status None
Thompson Mark mark.thompson@company.com Server B Availible None
Thompson Mark mark.thompson@company.com Server B Complete None
Create New Transfer Group (hover)
Drag names or click to create a new group.
Drag & Drop a CSV to make a Group (static)
Download Template
Transfer Groups
Delete
Most Recent
275 Static Example
15 Static Example
50 Hover Example
Apply Settings
175 Selected Example
Apply Settings
100 Static Example
Filters
Domain
All Servers
Organizational Units
More Filters
Create New Transfer Group +
To-Be
Activate
Location 1
Location 2
Location 3
Location 4
Location 5
Location 6
B1
B2
B2.1
B2.2
Domain Name A
Server Name 1
OU Name 1

Cloud Admin, Hill 1

Prototype...

Installation & Setup

Company Name

Vijay | Help

Users | Settings | Staging | Complete

Search

55 Users | Last Sync: Today at 10:57 AM :: Resync

User Tasks: What do you want to do?

Available Users | Domains | Servers | Organizational Units | More Filters

NAME	INTERNET NAME	SERVER	STATUS	DOMAIN	GROUP	ORG
Fernando Brion	fbrion@renovations.com	Server A	Available	Domain 1	No Group	2C3
Gail Chao	gchao@renovations.com	Server C	Available	Domain 1	No Group	2M3
Gardner Raynes	graynes@renovations.com	Server A	Available	Domain 1	No Group	2O1
George Bandini	gbandini@renovations.com	Server A	Available	Domain 1	No Group	10
Glenn Cloud	gcloud@renovations.com	Server A	Available	Domain 2	No Group	2O4
Harry Greene	hgreene@renovations.com	Server A	Available	Domain 1	No Group	2O3
Heather Reeds	hreeds@renovations.com	Server B	Available	Domain 1	No Group	2M2
Helena Muzakis	hmuzakis@renovations.com	Server A	Available	Domain 1	No Group	2H1
Herb Medway	hmedway@renovations.com	Server A	Available	Domain 1	No Group	2M3A
Jarod Chetelat	jchetelat@renovations.com	Server A	Available	Domain 1	No Group	2C4
Jasmine Haj	jhaj@renovations.com	Server A	Available	Domain 1	No Group	2O1
Jim Lendler	jlendler@renovations.com	Server A	Available	Domain 1	No Group	2C3
Jody Liu	jliu@renovations.com	Server A	Available	Domain 1	No Group	2O4
Juan Sanchez	jsanchez@renovations.com	Server A	Available	Domain 1	No Group	2O3
Kelly Hardart	khardart@renovations.com	Server C	Available	Domain 1	No Group	2S2
Kristin MacGyver	kmacgyver@renovations.com	Server A	Available	Domain 1	No Group	2M3
Larry Moriarty	lmoriarty@renovations.com	Server A	Available	Domain 1	No Group	2L1
Laura Klein	lklein@renovations.com	Server B	Available	Domain 1	No Group	2S2
Leo Fedynsky	lfedynsky@renovations.com	Server A	Available	Domain 1	No Group	2H1

Create New Transfer Group
Drag names or click to create a new group.

CSV
Create New Transfer Group from CSV
Drag a CSV, click to browse, or download a template.

Transfer Groups | Delete | Most Recent

5 New York Group A

5 New York Group B

3 New York Group C

5 New York Group D

Getting to the Cloud

"As an IT admi... my own time-li...

Sub Hills

1.1 Flexible Service Aut...

As an IT administrator, I can ass... service capabilities like email, c... separate from each other on my...

1.2 Mail Migration Tooli...

As an IT Administrator, I can us...

Company Name | Users

Staging Activity Today, June 10th, 20...

Recent Transfer Groups

50 Next Step Available Ex...

999+ In Progress Example

75 In Progress Example

300 Scheduled To Go Exam...

Overall Organization Activity

8,265 Users
Available users who are waiting to have their mail transferred.

0 Staging
Users in groups ready for mail transfer and activation.

0 Complete
Users who are now in the cloud with subscriptions and settings applied.

Subscription Status
4,500 of 4,500 available licenses

Next Step: Set Up Transfer

Transfer now | Schedule Transfer

Next Step: Set Up Provisioning

Provision now | Schedule Provisio...

4th Verify Activa...

COMPLETE

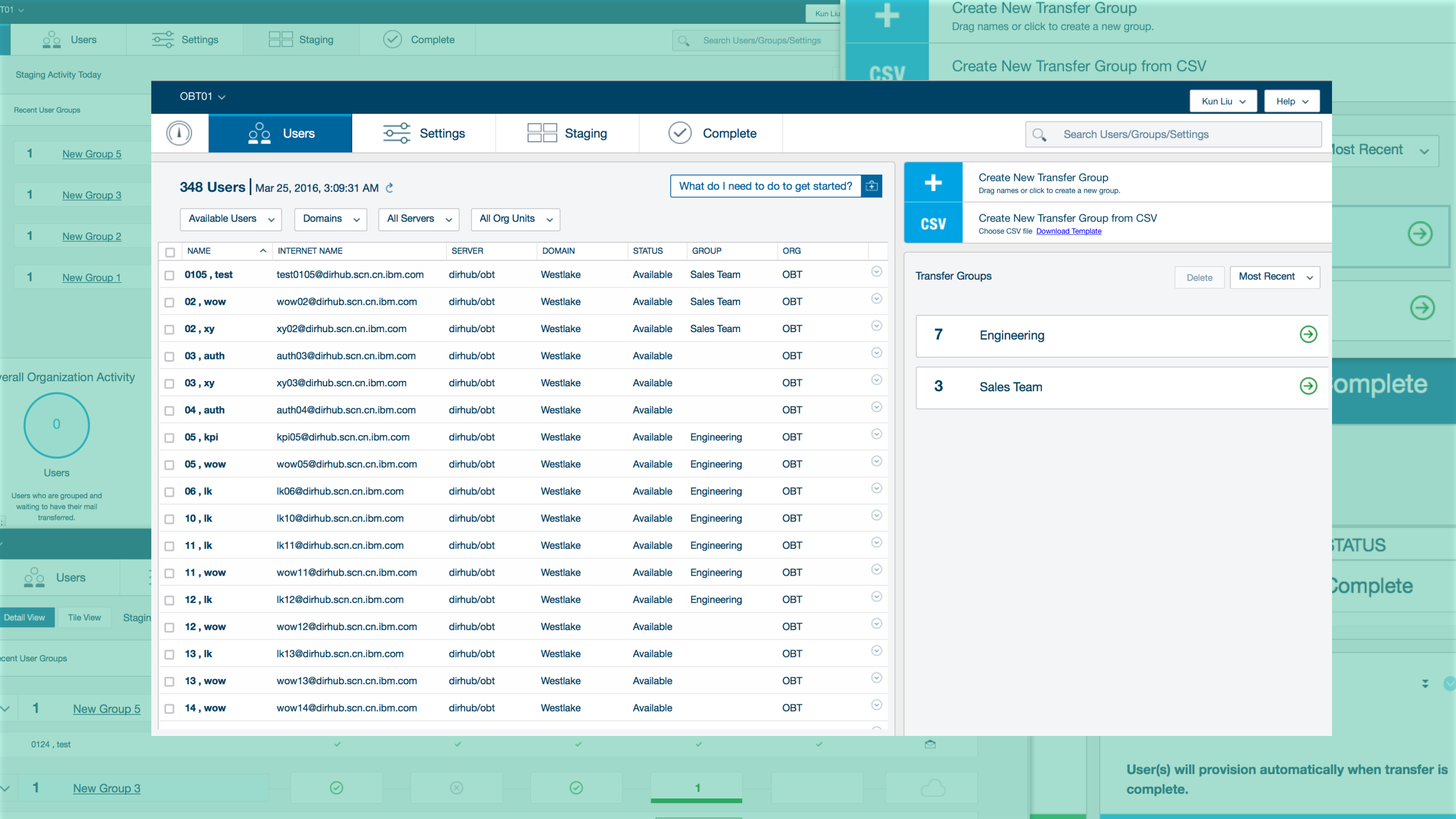
A group is automatically tra... to the COMPLETE page o... users in a transfer group ... activated their accounts ... cloud.

...ome Vijay Ne...

...tallation is complete.

...ou like to take a quic...

Show m...


OBT01
Kun Liu
Help
Users
Settings
Staging
Complete
Search Users/Groups/Settings
348 Users | Mar 25, 2016, 3:09:31 AM
What do I need to do to get started?
Available Users
Domains
All Servers
All Org Units
NAME
INTERNET NAME
SERVER
DOMAIN
STATUS
GROUP
ORG
0105 , test
test0105@dirhub.scn.cn.ibm.com
dirhub/obt
Westlake
Available
Sales Team
OBT
02 , wow
wow02@dirhub.scn.cn.ibm.com
02 , xy
xy02@dirhub.scn.cn.ibm.com
03 , auth
auth03@dirhub.scn.cn.ibm.com
03 , xy
xy03@dirhub.scn.cn.ibm.com
04 , auth
auth04@dirhub.scn.cn.ibm.com
05 , kpi
kpi05@dirhub.scn.cn.ibm.com
Engineering
05 , wow
wow05@dirhub.scn.cn.ibm.com
06 , lk
lk06@dirhub.scn.cn.ibm.com
10 , lk
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13 , wow
wow13@dirhub.scn.cn.ibm.com
14 , wow
wow14@dirhub.scn.cn.ibm.com
Create New Transfer Group
Drag names or click to create a new group.
CSV
Create New Transfer Group from CSV
Choose CSV file
Download Template
Transfer Groups
Delete
Most Recent
7
Engineering
3
Sales Team

So, where does this all come from?
IBM Design Thinking

IBM *Corporate Policy*

Number 123
December 20, 1966

SUBJECT: The Design Program

Good design is good business. Imaginative use of design helps to sell our products. Pleasant, efficient work areas contribute to better morale and productivity. Dramatic design in printed material increases its message impact.

The Vice President, Communications is responsible for coordinating all company design activities in architecture, interiors, displays, products, packaging and printed material.

Since design excellence concerns all areas of the business, you should make certain that all your people are aware of its importance.

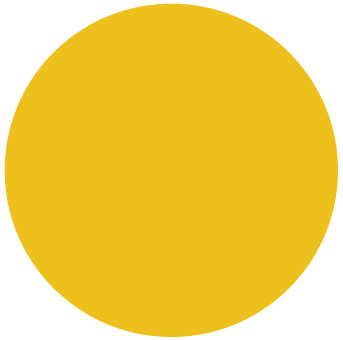
T. J. Watson, Jr.

“There’s one key to our future growth: the client experience.”

— Ginni Rometty

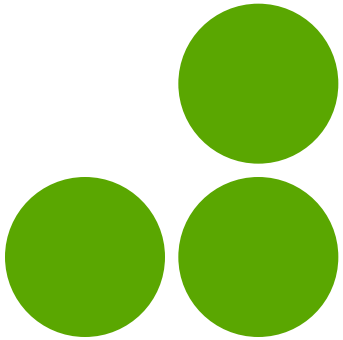
©2013 IBM Corporation

IBM Design



A focus on user outcomes

When you use IBM Design Thinking, put your users' needs first.



Multidisciplinary teams

Collaborate across disciplines to move faster and work smarter.

Restless reinvention

Everything is a prototype. Listen, learn, and course-correct.

Principles

IBM Design Thinking

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Understand user needs and deliver outcomes continuously

Observe >

Get to know people, uncover their needs, test your ideas.

Reflect >

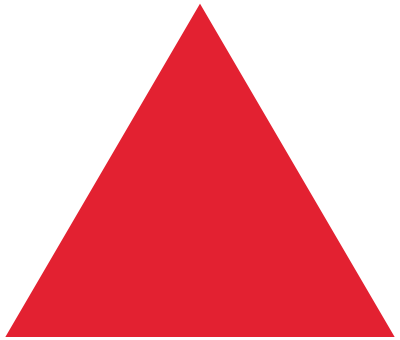
Build understanding, form intent, commit to decisions.

Make >

Explore ideas, prototype possibilities, drive outcomes.

The Loop

IBM Design Thinking

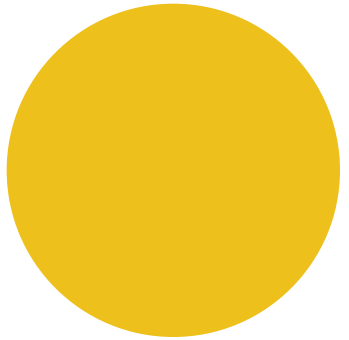


Hills

Align your team around specific, worthwhile outcomes to achieve.

Playbacks

Reflect together in a safe space to give and receive criticism.



Sponsor users

Give users a seat at the table. Invite them to observe, reflect, and make with you.

The Keys

IBM Design Thinking

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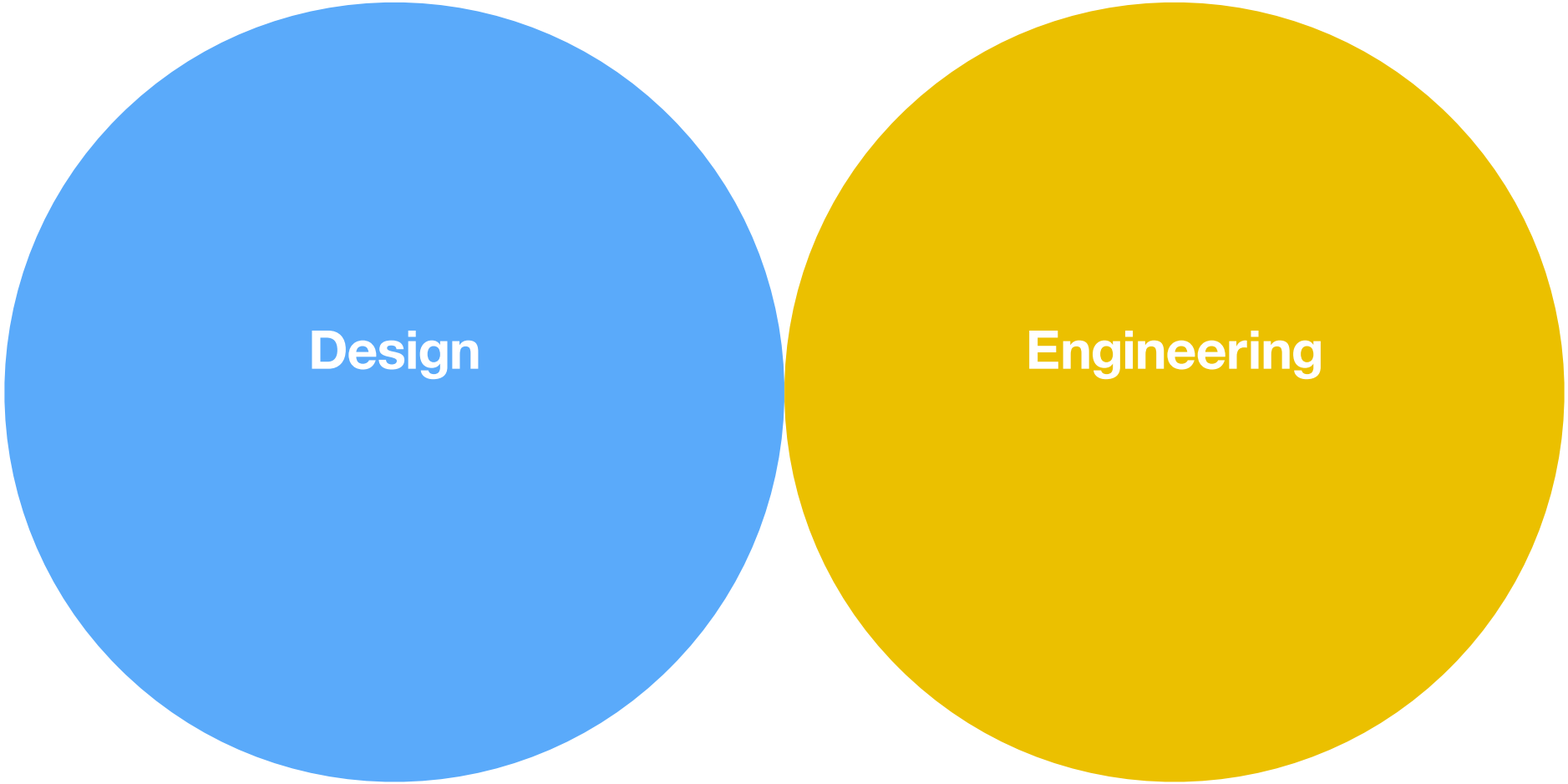
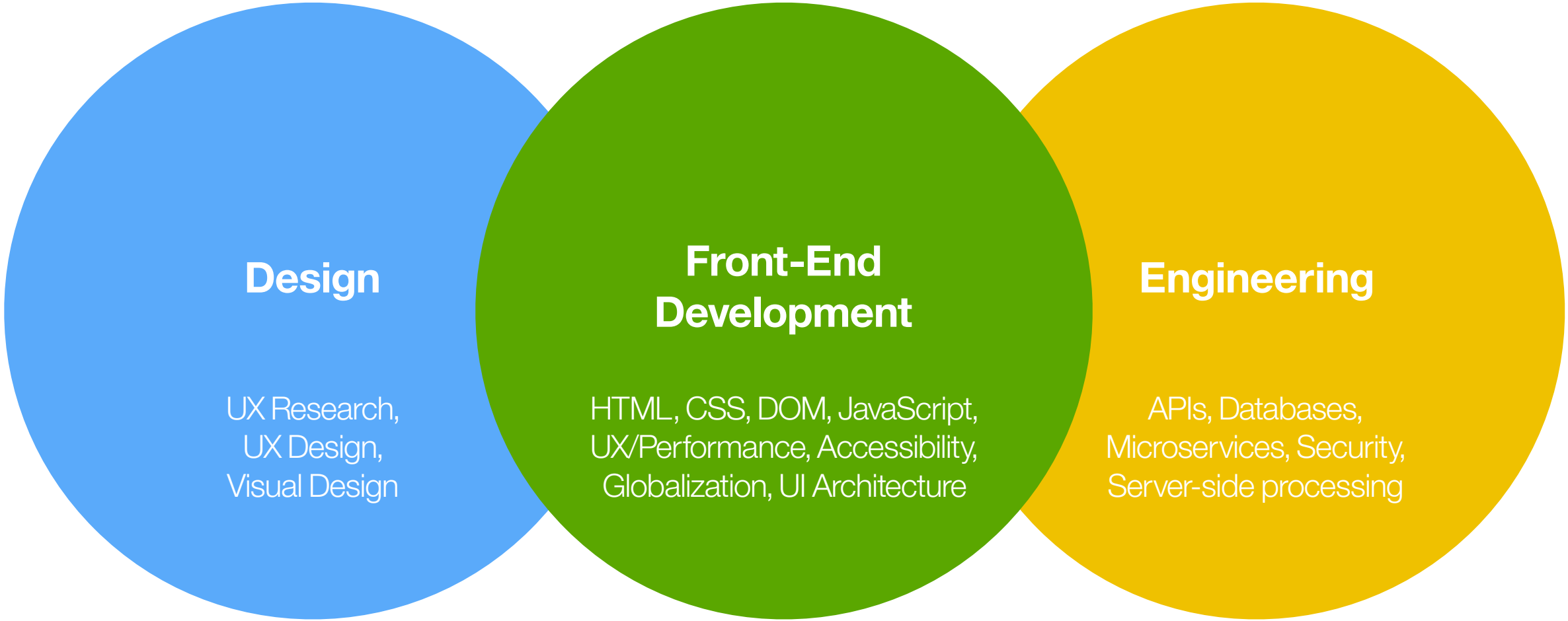
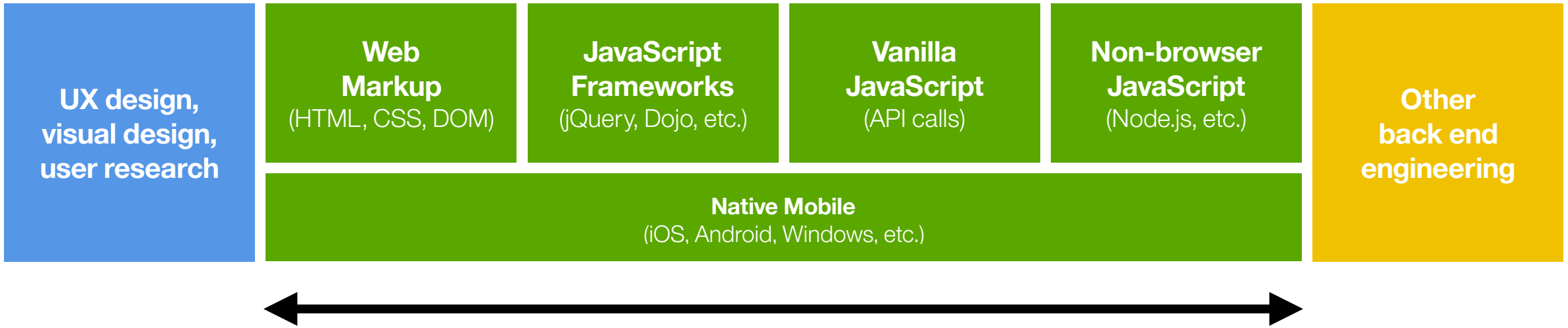
Where do the front-end developers fit in?


Design
Engineering


Design
UX Research,
UX Design,
Visual Design
Front-End
Development
HTML, CSS, DOM, JavaScript,
UX/Performance, Accessibility,
Globalization, UI Architecture
Engineering
APIs, Databases,
Microservices, Security,
Server-side processing

Defining Front-End Development at IBM



Spectrum of Front End Development skills
define Front End Development practitioners (FEDs)

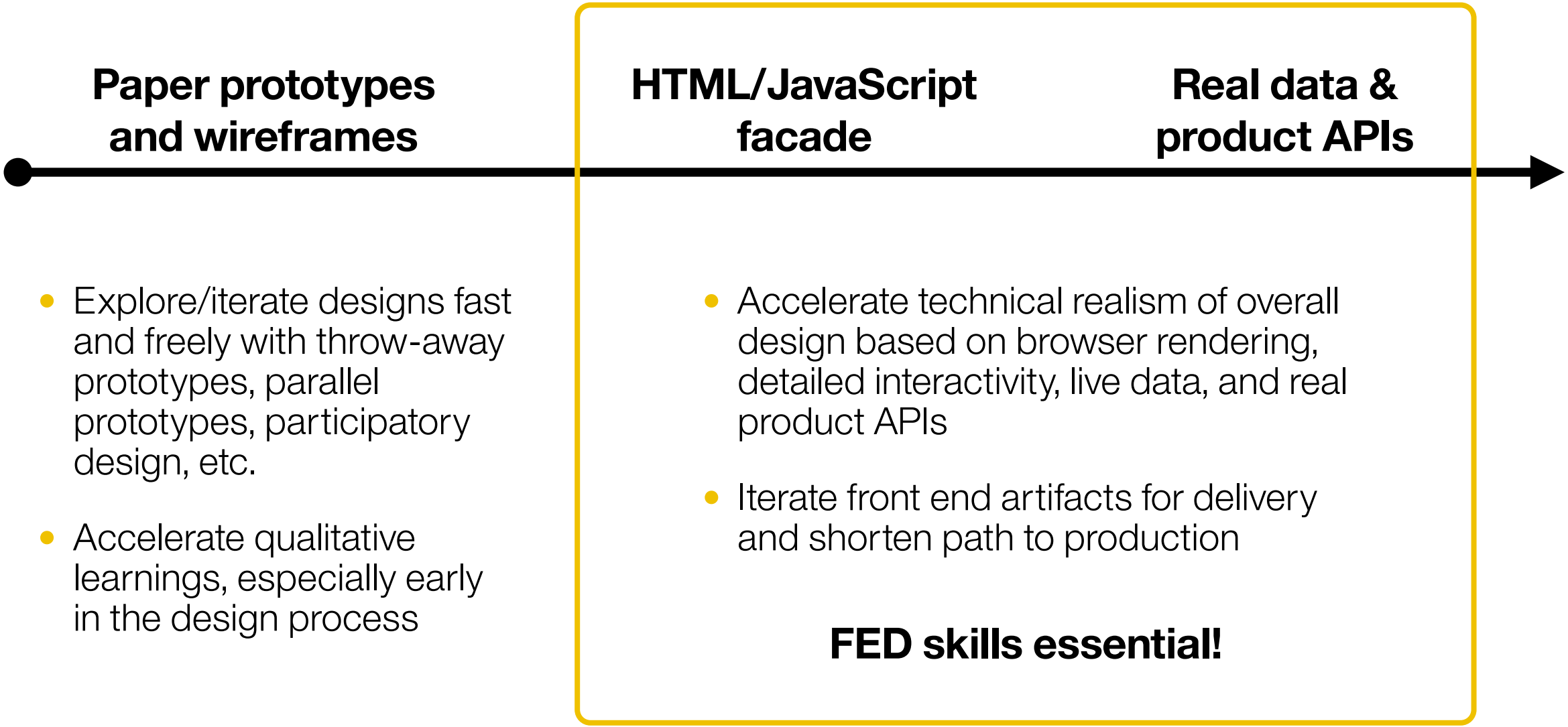
Two kinds of work
Prototyping + Delivery

Prototyping + Delivery

Prototyping + Delivery

- Explore/iterate designs fast and freely with throw-away prototypes, parallel prototypes, participatory design, etc.
- Accelerate qualitative learnings, especially early in the design process

Prototyping + Delivery



FED personas we have experienced

- The newbie: Recent graduates with design orientation and technical interest
- The newbie*: Designers becoming developers
- The webhead: Web site programmers/stylists – new or veteran
- The coder: Veteran programmers changing focus from app or product development
- The technologist: Always looking ahead to the next approach or framework

The newbie – and things we look for

- Recent college graduates
- Computer Science degrees with a front-end focus (example: Computational Media from Georgia Tech)
- Minor or dual major in graphic design or humanities, illustrating knowledge of visual design and/or an ease in communicating with others
- Internships where front-end development or design was a key element
- Collaborative projects with other comp sci graduates, for example, working with other students to develop an iPhone App where “the newbie” was the UX focal point
- Knowledge of basic technologies (HTML 5, CSS, JavaScript), plus at least awareness of the current front end frameworks (Angular, ReactJS, etc.)
- Mobile development experience is a bonus

The newbie*

- Interaction designers who want to change focus
- “T-shaped” interaction designers who realize they are technical
- Designers who like to build advanced prototypes in tools like Axure and want to take it to the next level
- They are fascinated by technology and learning the latest and greatest, but always interested in the UX.

The webhead

- Deep skill and experience with HTML, CSS, JavaScript
- Works on web sites or existing browser-based deliverables
- “the GUI person” - specializes in the visuals vs. the interactions
- Tends to have expertise with responsiveness, accessibility, animation, reusable components
- Agnostic - Doesn’t tend to get locked into specific frameworks

The coder

- Veteran programmers/application developers who want to change focus or specialize
- Not as adept with design choices – “the doer”
- Deeper experience with tooling, build processes, code repositories, product APIs, testing environments
- More likely to be interested in iOS/Android prototyping and development

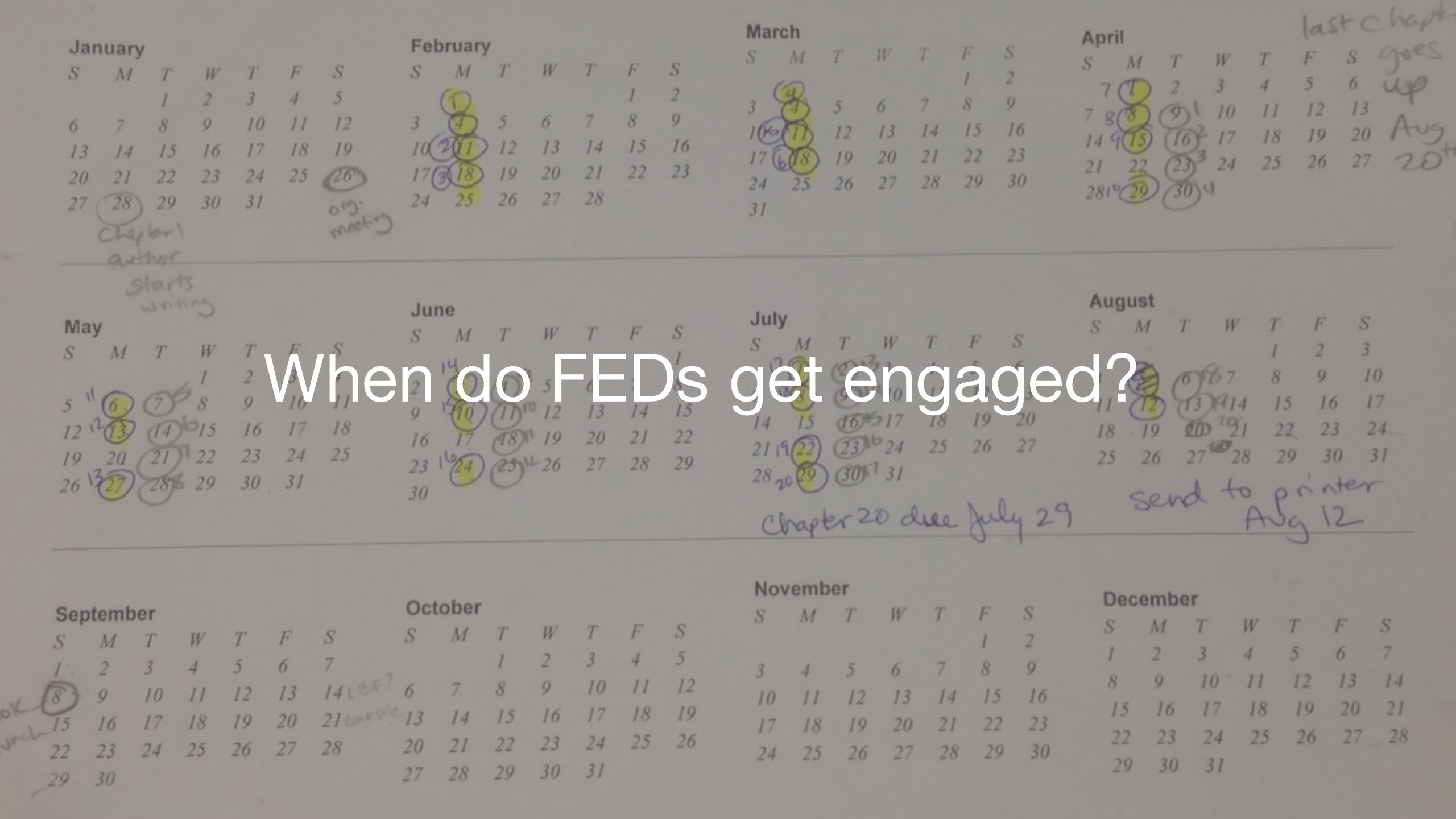
The technologist

- Always looking into the next front-end framework or mobile development approach
- Excited to work with the product architects on the next holistic approach
- Can either be ahead of the product team on what direction to take, or in the perfect spot to help them
- May be hard to keep happy on a long-term project

Roles for our FEDs

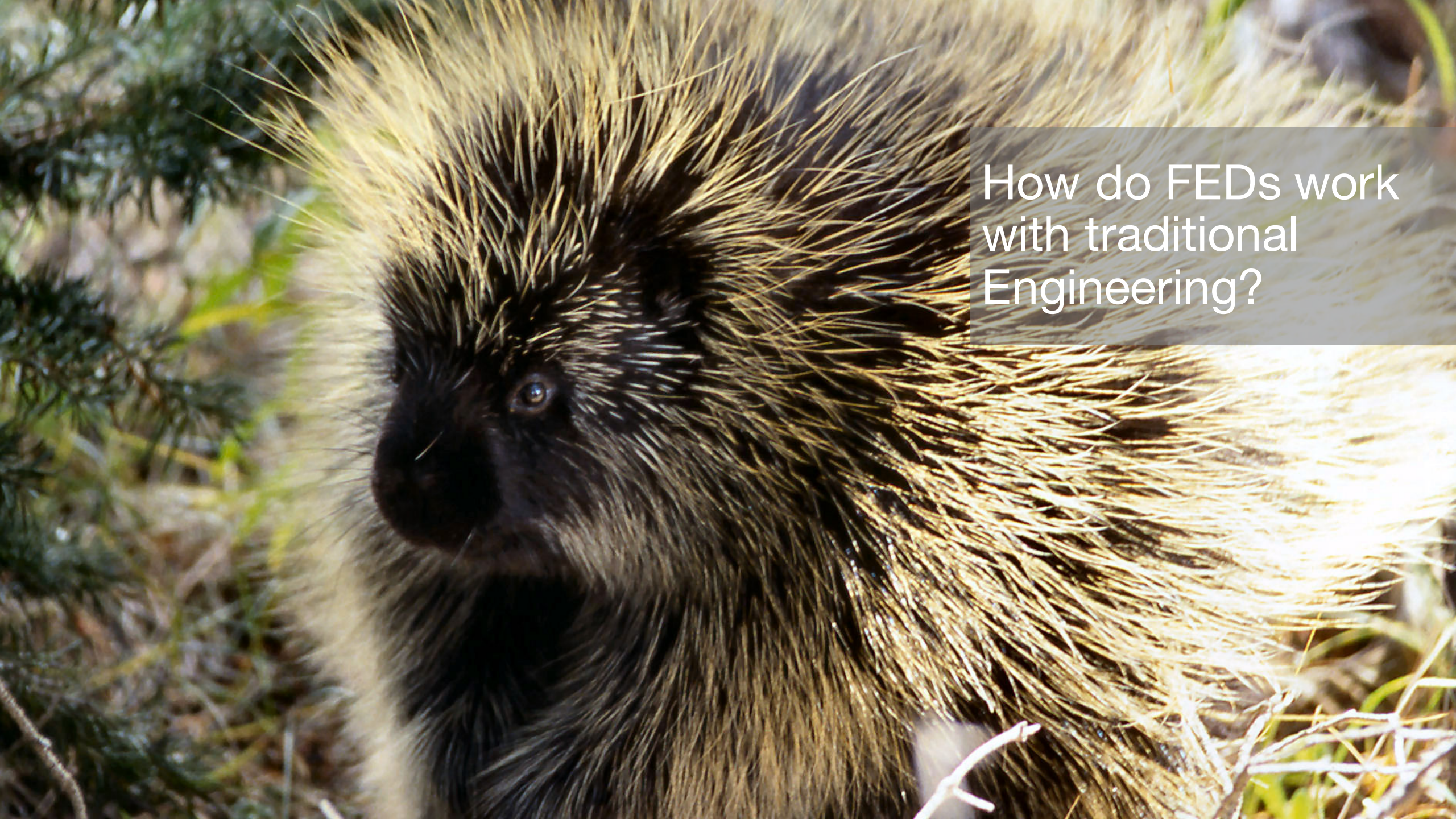
- Entry and junior-level FEDs
  - Individual contributors
  - One or two project assignments
  - Work within a design team
  - Work within a product team on specific front-end tasks or mobile development
- Veteran and senior-level FEDs
  - Individual contributors +
  - Multiple assignments, or leadership role on a single big project
  - May lead a design team or FED team
  - Sets best practices for the FED team and/or the product team
  - Lead liaison role on a product team for UX deliverables
  - Eminence in the larger community of FEDs across the IBM corporation and in local labs.

Integrating FEDs Into Projects

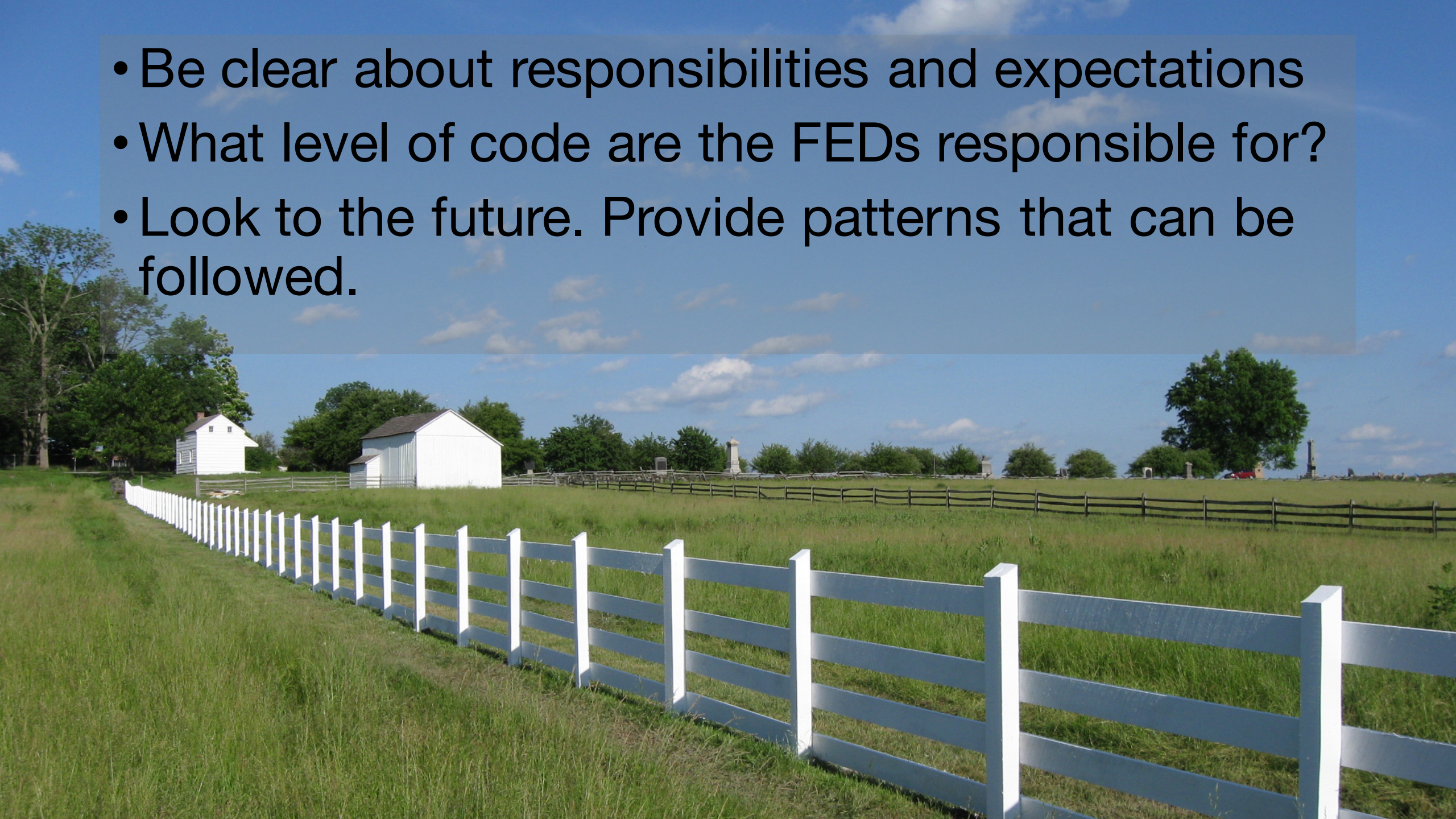

January
February
March
April
May
June
July
August
September
October
November
December
org. meeting
Chapter 1 author starts writing
last chapter goes up Aug 20th
Chapter 20 due July 29
send to printer Aug 12
When do FEDs get engaged?

How do FEDs collaborate with interaction designers?

- xxx



How do FEDs work with traditional Engineering?



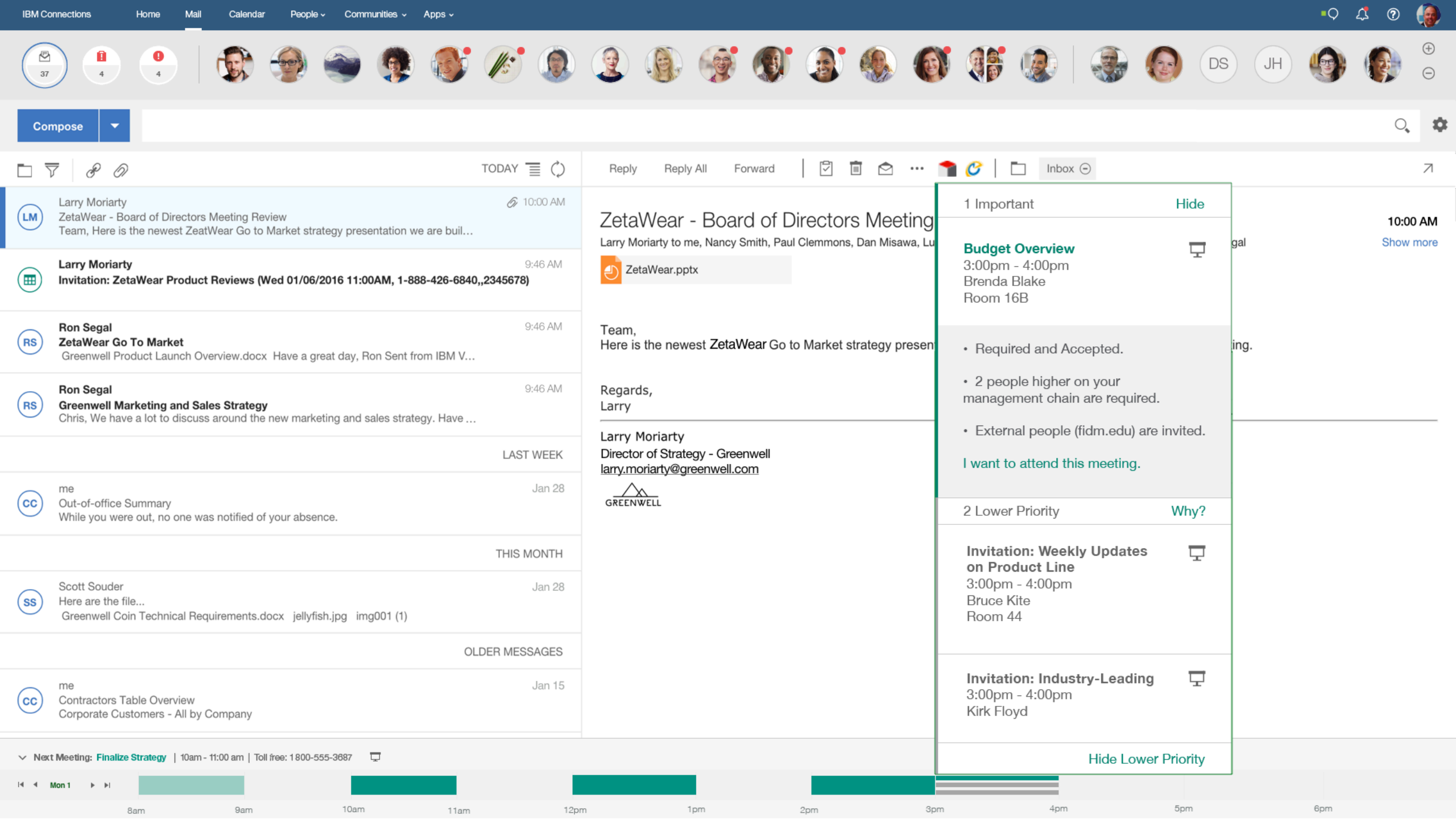
- Be clear about responsibilities and expectations
- What level of code are the FEDs responsible for?
- Look to the future. Provide patterns that can be followed.

Building on the lessons: IBM Verse

What is IBM Verse?

- IBM Verse is an email and business messaging experience with an innovative user-centric design, including social analytics and advanced search capabilities. IBM Verse helps users quickly find and focus on what content is most important, empowering them to build stronger working relationships while optimizing business results.
- An experience where several FEDs were committed to delivering production code
  - An extended commitment, that has involved bugs
  - Working on subsequent releases

www.ibm.com/verse


IBM Connections
Home
Mail
Calendar
People
Communities
Apps
Compose
TODAY
Larry Moriarty
ZetaWear - Board of Directors Meeting Review
Team, Here is the newest ZeatWear Go to Market strategy presentation we are buil…
10:00 AM
Larry Moriarty
Invitation: ZetaWear Product Reviews (Wed 01/06/2016 11:00AM, 1-888-426-6840,,2345678)
9:46 AM
Ron Segal
ZetaWear Go To Market
Greenwell Product Launch Overview.docx Have a great day, Ron Sent from IBM V…
9:46 AM
Ron Segal
Greenwell Marketing and Sales Strategy
Chris, We have a lot to discuss around the new marketing and sales strategy. Have …
9:46 AM
LAST WEEK
me
Out-of-office Summary
While you were out, no one was notified of your absence.
Jan 28
THIS MONTH
Scott Souder
Here are the file...
Greenwell Coin Technical Requirements.docx jellyfish.jpg img001 (1)
Jan 28
OLDER MESSAGES
me
Contractors Table Overview
Corporate Customers - All by Company
Jan 15
Reply
Reply All
Forward
Inbox
ZetaWear - Board of Directors Meeting
Larry Moriarty to me, Nancy Smith, Paul Clemmons, Dan Misawa, Lu
ZetaWear.pptx
Team,
Here is the newest ZetaWear Go to Market strategy presen
Regards,
Larry
Larry Moriarty
Director of Strategy - Greenwell
larry.moriarty@greenwell.com
GREENWELL
10:00 AM
Show more
1 Important
Hide
Budget Overview
3:00pm - 4:00pm
Brenda Blake
Room 16B
• Required and Accepted.
• 2 people higher on your management chain are required.
• External people (fidm.edu) are invited.
I want to attend this meeting.
2 Lower Priority
Why?
Invitation: Weekly Updates on Product Line
3:00pm - 4:00pm
Bruce Kite
Room 44
Invitation: Industry-Leading
3:00pm - 4:00pm
Kirk Floyd
Hide Lower Priority
Next Meeting: Finalize Strategy | 10am - 11:00 am | Toll free: 1 800-555-3687
Mon 1
8am
9am
10am
11am
12pm
1pm
2pm
3pm
4pm
5pm
6pm

Building on the lessons: Project Toscana

What is Project Toscana?

- Small team collaboration
- Project Toscana is IBM's solution for conversational collaboration.
- It is an enterprise-grade software-based system of engagement
- Designed to provide concurrent, real-time communication and collaboration services for small internal and cross-organizational groups of people.

Conversations

TEAMS

ZetaWear Launch
Chris Crummey, do you have anything from the latest shoot we…

Project Teal
I also think we may need to review the doc

Greenwell Design
Sounds good, I'll begin to make the changes

See all

DIRECT MESSAGES

Sarah Gibbons

Dan Misawa

Ron Segal

Heather Reeds

Caitlin Garfield

See all

ZetaWear Launch

You

TODAY

ZetaWear Launch.pptx

Dan Misawa 10:48 AM
I thought you said you wanted a different opening image?

Sarah Gibbons 10:49 AM
Chris Crummey, do you have anything from the latest shoot we could use?

You uploaded a file 10:50 AM

covershot1.jpg

Type a message

10:45 AM

Teams

ZetaWear Launch 10:45 AM
Here's our landing page site

Project Teal 8:12 AM
I also think we may need to review the doc

Board Presentation 7:23 AM
Sounds good, I'll begin to make the change

DESIGN 365 10:12 AM
I approved the budget is there anything else you...

RP
Rockport Project 9:03 AM
I'm not sure if we should go in that direction

New Hires United Project Yesterday
Absolutely!

Office X 1/23/16
agreed.

2FC
2015 Financial Counsel 1/22/16
Did you send out the latest update?

Teams People @mentions Favorites

10:46 AM

Back

Amy Blanks 10:46 AM
We're starting to see some buzz on the social media sites already.

Glen Cloud 10:46 AM
Is Sarah Gibbons going to post the launch presentation soon?

Dan Misawa 10:46 AM
I'm talking to them right now.

Amy Blanks 10:46 AM

Greenwell and Zeta Team to Create Nextgen...

Greenwell announced today at a launch event in New York, a new line of activewear, dubbed ZetaWear

+ Type a message

To Sum Up

- FEDs have a variety of backgrounds, from traditional university degrees to experienced coders with an interest in design
- FEDs provide guidance to interaction designers on the feasibility of designs and assist in communicating, and building, those designs with traditional engineering

Front end developers realize the design vision in code

Thank You