Introduction

User Experience Architecture is planning for UX at scale.
This introduction exposes its purpose, benefits and processes.

Not a complete design methodology. Rather, considerations and priorities for existing design activities.

Relevant for small project; essential to large ones. Applies to high-level activity planning (e.g. start by defining the brand) as well as low-level deliverable quality (e.g. when and how to build symbols).

Aim

Achitecture is “visions for scale and style”.

Visions because it is about intentions and the strategy to achieve them, not the execution thereof.

Scale means. Scale requires structure, standardisation,

Style because because it is the integral underpinning of UX and can’t be added afterwards.

Mindset

Looking for Problems

We’ve learned that the best solution comes from the best problem, so we proactively ask about the issue at hand. We keep asking questions every day because a holistic understanding of the present and future system yields better results than finite problem-solution pairs.

Concision in Thoughts and Words

We understand that clear thinking and expression are paramount: not just because it builds our ideas best, but also because it incurs the least burden on others. We take pride in clarifying things for everyone, and communicating often and well.

Economy of concepts, and the resulting economy of words.

Progression, be it in semiotic visual devices or documentation writing, each solution builds on the previous one. I.e things are introduced in relation of previous things.

Standing On The Shoulders Of Giants

We are appreciative of the knowledge of those before us because it allows us to go further than we would on our own.
We strive to enrich our culture day after day, in particular in the fields of engineering, architecture, teaching and journalism.

Curious & Nimble

We are always experimenting with new approaches, whether we are explicitly mandated to or not. We are quick to change our minds, and favor lean processes and tools that enable us to do so.

Du panache !

We reckon that every artefact has a style, intended or perceived, and that it matters as much as its substance.
We choose to actively take charge of our style to ensure that it is inventive, accurate and impactful.

Tools

Our favorite tools are very similar to those of the designer and the engineer; what differs is how extensively we use them. All can be used inwards, as powerful processing devices to reach an understanding, or outwards, as dependable communication support to share an explanation.
There is no hierarchy to these tools, but there can be causality: for example *models* can reveal *patterns* that are then turned into *abstractions*.

Models

Models are simplified representations of the situation at hand: business reports are turned into flows, ethnographic studies into diagrams, responsive layouts into equations.
The symbols that thus replace complex inputs are easier to process and manipulate.

Patterns

Be it through matrices, visual structures or domains-specific languages, patterns provide incredible efficiency of thinking by folding the many into one.

Abstractions

Abstractions are examples idealized until they become generic rules. When the rationale of an entity replaces its description, it empowers anyone to participate and progress in any direction.

Perspectives

A point in space a time only yields limited information. Taking a look before, after and around it is exponentially more informative and enables global, rather than local, optima.

Stages

Different steps beget different approaches, different audiences require different messages. Wrapping up our internal complexity into a streamlined deliverable is just being respectful of people giving us their time.

Recursiveness

(fractal etc)