

# Making Sense of UX and Design in the Enterprise

Getting Your Enterprise Ready



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# Change Agents

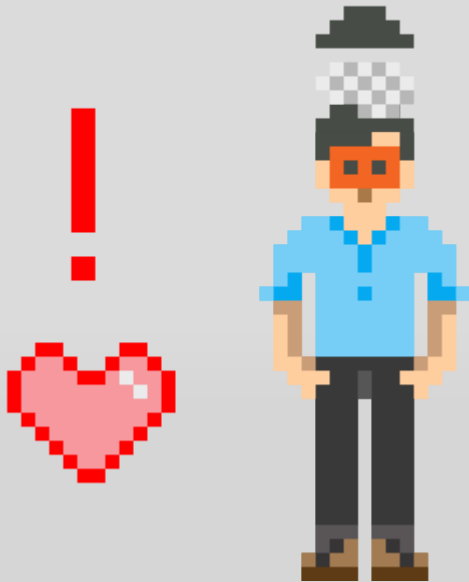


# Change Agents



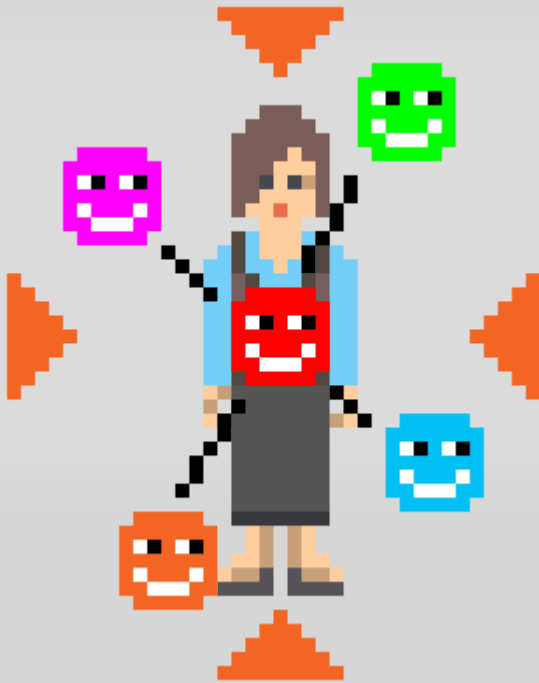
- Design
- Target
- Support

# Design for Change



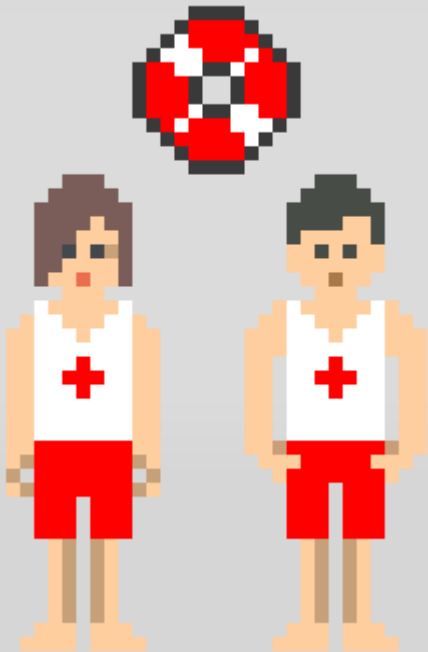
- Emotional
  - Powerful
  - FUD (Fear, Uncertainty, Doubt)
  - Kickback
- Cognitive
  - Remembering
  - New Ways of Thinking
  - Complexity

# Picking a Target



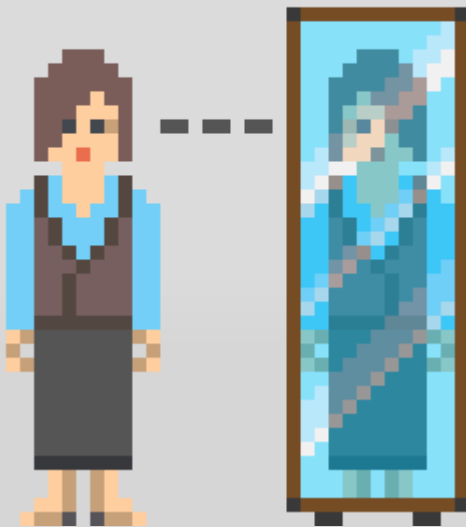
- Forward Thinking
  - Influential
  - Management or Executive
- High Visibility
  - Small Project
- Learning Event
  - Lunch and Learn
  - Internal Conference

# Providing Support



- Support Targets
  - Consistent Message
  - Prevent FUD
- Credit and Praise
  - Encouragement
  - Validation
  - Empowerment

# Cognitive Bias



- There are a LOT of them
  - 104+ Cognitive Biases
  - RSOAP – A Visual Study Guide to Cognitive Biases
  - <http://bit.ly/MGFdyD>
- Everyone has them
- They shape our thinking and decisions
- They can derail us
- Identify and confront



# 3 Common Biases

1

## Bias Blind Spot

The tendency to not compensate for one's own cognitive biases.

# 3 Common Biases

# 2

## Confirmation Bias

The tendency to search for or interpret information in a way that confirms one's own preconceptions.

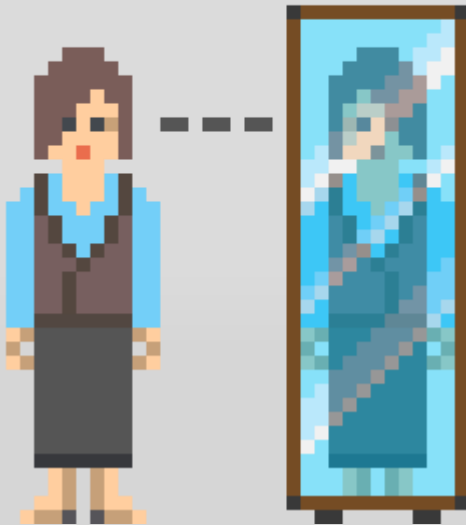
# 3 Common Biases

3

## Status Quo Bias

The tendency for people to like things to stay relatively the same.

# Cognitive Bias



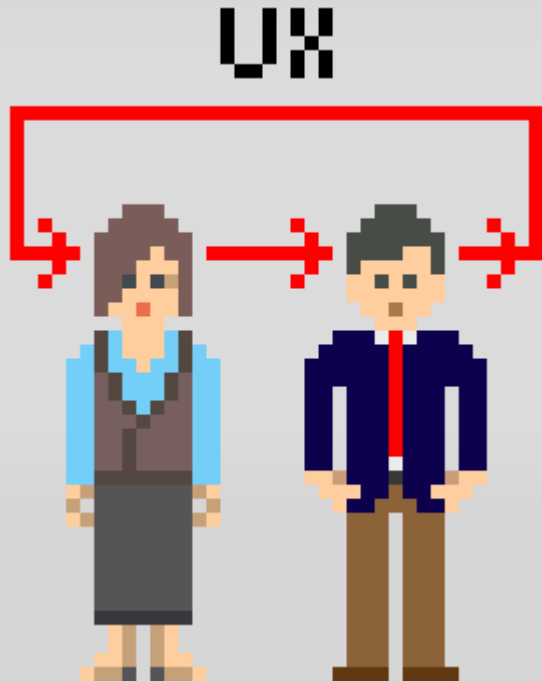
- Be an example
- Help others learn to identify their biases
- Use the word “bias”

# Common Language



- Helps Communication
- Supports Learning
- Common Words
  - User / Person
  - Experience
  - Feel
  - Goal / Task
  - Friction
    - Cognitive, Emotional, Physical
  - Design
    - Problem
    - Context

# Leaders are Repeaters



- Repeated = Remembered
- Learning Needs Repetition
- Memory Fades
- People Veer Off Course

# Review



# Review



- Be a “Change Agent”
  - Design, Target, Support
- Cognitive Bias
  - Highlight our biases
- Common Language
- Leaders are Repeaters
- Be Patient!