

# Leading through mentorship

Ask any educator and they'll say you learn as much from your students as they do from you.

I've spent my time outside of my UX work teaching and mentoring future UX designers at General Assembly and Parsons. It's my way of giving back to the world that's given me so much.

Some of my students and me.





# Organizational design at National Geographic

A significant portion of my effort leading Nat Geo's digital design team is spent facilitating project intake and presenting artifacts. Although the right people aren't always in the room, to address this we solicit feedback on UX work in a monthly newsletter—complete with animations.



For a mobile company, the experiential stages are defined by where content is discovered, **how much** is consumed, and what interactions they have with the mobile brand afterwards (e.g., do they sign up for newsletters, subscribe to the magazine, or even go to stores with their thoughts, then we begin to see the volume of users who make it to each stage and gain points from those users, we get articles of where we have built in new features or moved in South America marketing strategies differently.

We are currently working on our own version of the Customer Journey that will include strategic investments like CRM and analytics, with the goal being to get a complete picture of quantitative and qualitative data mapped on to the experiences we are creating. In the end we hope to use these to track and guide future business around CRM.

-Lutz Miller, JLL Director  
March 2017

## Contents

1. Project learning
2. Start of the month
3. End of the month
4. Design Thinking exercise
5. Final exam

### Project Learnings

As appropriate labeling on launches is introduced, I'll be reporting on earnings that are consistently applied to our process. This is an experimental format, feedback is welcome. [Read on this format](#)

**How Much Does It Cost?**

Using the feature-toggle capability specially built in to *Flow* (and by our partners at *Acquia*), eight users were instructed to make single changes with the new feature **feature (name) enabled**. Those single users were asked to submit their entries (see image below) defining behaviors to every instance of *Flow* that usage from *Flow* 4.0.0 (and more recent) studies in the *University* of the month from *University* studies.

- **Plan to proceed:** We identified another player (Omnivert) that supports Safari however there are security and advertising issues.
- **What's needed to proceed:** With no good option for a player on our O&O, we are going to continue publishing VFR/360 content to Facebook.



Interactive Audible Sponsorship

From Lauren Glazer

Based on our popular [24 hours Around the World](#) article, Audible approached us and requested a similar treatment for a new place titled, [12 Books Around the World](#). In addition to imagery, our new challenge was to incorporate video, audio and ad units throughout the piece.

- **What we learned:** How to customize an HTML5 audio player! Instead of using the default interface, we wanted to provide our users with a seamless brand experience. In order to do so, we needed to rebuild the



Happy April 1st, Neuroscience subscribers! The cover image for this month serves two experiments across our neuroscience articles. Each reading is assigned a page that leads to more information and our neuroscience articles (or this month's ad invocations) for the large amount of traffic we get from social media to a single article.

[illegible]

**Key words:** visual processing; inter-differences; variations are the essential component? On the right side of image space, there are a large number of features. This is actually another article that readers may find through it. However, I also do believe with other articles. The experiments largely take advantage of these differences reflected in image features across sets of images, where users continuously able to see more images. This is a statement by the quality of free flow photography.

Is there really nothing else that could be done? Are we trying to make things look bigger to reduce a different possible reason for the low level image of agents?

Lucy Killeen, UK Director  
April 2007

## Exercises

1. Selected project meetings
2. Check of the month
3. US news of the month
4. Interview US team
5. Order 4-12

### Subsequent project Learnings

As suggested in *Thinking of Leadership as a Relationship*, if the important insights that can be continuously applied to improvement. This is an experimental lesson, feedback is welcome. <http://www.ericson.com>

### References

As we make our contribution to regional non-formal education, Santa Fe's social science results suggest needed updating. Although the main study design measure is a simple heuristic to make the case further studying, these advances and cautions indicate associated shortcomings in framing and other information relevant to its policy implications.

- What are the steps?
  1. Identifying relevant information under headings/ subheadings
  2. Organizing relevant information into clearly marked results that accurately reflect the essential content. Highlighting areas relevant to the topic
  3. Summarizing relevant information from analysis and verified data from selected subjects. This reflects areas of insight in the problem-solving process
  4. Presenting conclusions, solutions, and related information
- What are the steps?
  1. Identifying relevant information under headings/ subheadings
  2. Organizing relevant information into clearly marked results that accurately reflect the essential content. Highlighting areas relevant to the topic
  3. Summarizing relevant information from analysis and verified data from selected subjects. This reflects areas of insight in the problem-solving process
  4. Presenting conclusions, solutions, and related information
- What are the steps?
  1. Identifying relevant information under headings/ subheadings
  2. Organizing relevant information into clearly marked results that accurately reflect the essential content. Highlighting areas relevant to the topic
  3. Summarizing relevant information from analysis and verified data from selected subjects. This reflects areas of insight in the problem-solving process
  4. Presenting conclusions, solutions, and related information
- What are the steps?
  1. Identifying relevant information under headings/ subheadings
  2. Organizing relevant information into clearly marked results that accurately reflect the essential content. Highlighting areas relevant to the topic
  3. Summarizing relevant information from analysis and verified data from selected subjects. This reflects areas of insight in the problem-solving process
  4. Presenting conclusions, solutions, and related information

