

Key takeaways from IA Summit

Three day conference that was held in Denver this year. Held on weekends from Friday to Sunday.

There are a handful of pre-conference workshops that are ½ day and full day workshops.

Cost is around 795.00 for registration for the three day conference. Workshops are 300 and 600.

Who should attend?

Anyone doing UX, IA, usability or content strategy work. I also think it is good for developers, designers and managers. All skill levels can attend even if you're new to the field or an old caged veteran. There is always something to learn.

Top three sessions I attended

Cross Channel – Samantha Starmer

This isn't exactly a new concept but the way the presentation was structured allowed it to sit well within the UX field

Main concept (especially if you're a click and mortar – but it can go beyond) is just don't design for the website – design for a holistic experience

Both entities should help support and balance each other

Customers don't think about channels or design principles but we should so that we can blur the lines for them seamlessly

So if I'm researching purchasing a car, I'll probably do a ton of research online, look the car dealerships sites, see what they have in stock and continue my journey into the actual dealership

5 principles

1. Convenient – easy to get to your information
2. Connected – consider transitions (from online to offline)
3. consistent – think packaging and branding (online and offline synched)
4. contextual – where are people gathering information (strong mobile concept)
5. across time – peak seasons, times of access

5 methods

1. think in terms of services – not just sales or numbers, the whole experience
2. share the sandbox – let people see what you're designing/developing
3. start walking – get out and see your stores/products/call centers
4. comfort in discomfort – it's ok to not know, you can learn
5. why vs. what – think about how people are using products/services

5 tools

1. document
2. experience map
3. get behind the scenes
4. tell a story
5. cross train

Interfaces are made of words – Carl Collins

Strong presentation that content and presentation are hinged on words and not just design

Broke down the concept into 4 categories

Illustrations – using words to get your point across – sharp and focused not wordy.

Using the right tone (not necessarily formal)

Habits – practice. Showed us 750words.com. Also encouraged us to work with copywriters, marketing directors, those in the know.

Letters - typography

Timing

Discussing design – the art of critique Adam Connor and Aaron Izzenary

There are two facets to critique: giving and receiving. At their foundation is intent.

Giving critique with the wrong intent is selfish.

Giving critique with the right intent is selfless.

Tips for giving critique...

- Use a filter. Gather initial thoughts and reactions. Revisit them in the right context
- Don't assume. Find out the reason behind thinking, constraints or other variables
- Don't invite yourself. Get in touch and ask to chat about the design.
- Lead with questions. Show interest in their process.

Tips for receiving critique...

- Remember the purpose: improvement, not judgement.
- Listen. Do you understand what the critics are saying?
- Think before you talk back.
- Refer to the goals.
- Participate just like any other critic.
- Critique is a life skill, not a design skill
- Critique focuses on what works, what doesn't and why. It's analysis.
- Intent is critical to the success of a critique, both in giving and receiving.

Critique can be done both internally and with clients. Use 3-6 people for about 1 hour.

Slides

www.currybet.net/cbet_blog/2011/04/ia-summit-slides.php

<http://www.slideshare.net/tag/ias11>