

Educating your organization about user experience
(5 great tips in 10 minutes or less)

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10 years ago: User experience and usability professionals had to be evangelists.
In Jakob we trusted.



Today: Most savvy organizations “get” user experience thanks to the success of companies like Apple.

In Steve they trust.



But most organizations still do not understand how great user experiences get created.

It's time for UX professionals to shift from evangelizers to educators.

Tip #1

Remind everyone that there is no “Great Big Book of Usability” with all the right answers.

Tip #1a

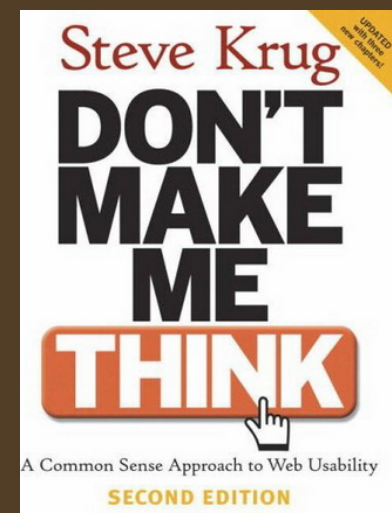
But that doesn't mean design patterns, best practices, and heuristics don't matter.

Tip #1b

The old standby – “It depends” – comes in handy.

Tip #1c

Buy and give away multiple copies of Steve Krug's classic, Don't Make Me Think.



Tip #2

Get everyone speaking the same language.

Tip #2a

The word “requirements” means many different things to many different people. Clarify the meaning of different kinds of deliverables – business requirements, interaction requirements, wireframes, mocks, use cases, etc.

Tip #2b

You can chart your success in fully integrating UX into the development process by how quickly your vocabulary gets adopted.

Tip #3

Gain more acceptance for research by NOT putting usability testing in your project plan.

Tip #3a

Run research on its own parallel track that feeds projects but never gets in the way of timelines.

Tip #3b

Use low cost methods and remote testing to ensure usability testing is a regular, ongoing activity.

Tip #4

Gain credibility by having enough skin in the game.

Tip #4a

If possible, make sure UX owns some projects as the ultimate business owner.

Tip #4b

Beware the dangers of being cast as an internal consultant – carve out a role as a key stakeholder and contributor.

Tip #4c

Be involved at every stage of the product lifecycle.

Tip #5

Find an executive champion.

Tip #5a

Ideally, make sure UX has a place at the table when strategic decisions are made.

Tip #5b

Try to get UX its own budget.

Tip #5c

Encourage your executive champion to help you spread the news that process matters, details matter, and great user experiences take time and resources.

Questions?

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