Being a UX Team of One
SXSW 2009
Hi.
Leah Buley, adaptive path
Why design?
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My story...
A bit about me...

Design and Information Architecture
(to help people, of course)

Lo-fi Methods, Tools, Tips & Tricks

Product & Service Design
(usually things with screens)

Events & Training
(and lots of blah, blah, blah)

User Research

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BARCLAYS GLOBAL INVESTORS
UX TEAM OF ONE

- Requirements:
  - User Test
  - Research
  - Discovery

- IA Design

- Development:
  - Typing
  - Development
  - Documentation

- Evangelism

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Forrester’s CX Model

- Stage 1: Interested
- Stage 2: Invested
- Stage 3: Committed
- Stage 4: Engaged
- Stage 5: Embedded
(but it actually looks like this)
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My goal for today...
3 ideas for the team of one

1. Brainstorm, a lot
2. Assemble an ad hoc team
3. Pick the best ideas
... using an example
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1. Brainstorm, a lot
Where to begin
The tools I use now

#1
#2
#3
#4
#5
#6
Conceptual frameworks

SPECTRUMS

2x2s

GRIDS
Like, spectrums...
And 2x2s...
And grids...
Word associations

accordion
auto-complete
bookshelf
breadcrumbs
carousel
cart
collapsible
comments
Comparison
Configurator
desktop
detail view

drag & drop
faq
files & folders
filter
footer
grid
icons
iframe
learning
lens

links
list
modules
notebook
overlay
paging
personalization
preview
quick look
ratings
reviews
search
Selector
send to a friend
share
slideshows
sliders
stars
steps
tabs
tags & tagclouds
teaser
trees
work areas
Like...

MODULES + ICONS
Inspiration library
2. Assemble an ad hoc team
Make sketchboards
(Here’s what it looks like)

tinyurl.com/sketchboardvideo
Host open design sessions
Run template-based workshops
Decorate your space
Tips for getting good feedback...

PASS THE PEN

REFER BACK TO INPUTS

BLACK HAT SESSIONS

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What it’s really about...
3.

Pick the best ideas
How?
Not requirements, exactly
Not quite user needs

- Is 2 weeks enough notice?
- Theme?
- BYOB!
- *Gotta get list of people together*
- Should I invite co-workers?
- Hope Lisa doesn’t bring that obnoxious friend again!
- I hope it’ll be cool...

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LEAH BULEY, ADAPTIVE PATH

DESIGN PRINCIPLES
Tivo’s design principles

- It’s entertainment, stupid.
- It’s TV, stupid.
- It’s video, damnit.
- Everything is smooth and gentle.
- No modality or deep hierarchy.
- Respect the viewer’s privacy.
- It’s a robust appliance, like a TV.

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Google Calendar’s design principles

• Fast, visually appealing, and joyous to use
• Drop dead simple to get information into the calendar
• More than boxes on a screen (reminders, invitations, etc.)
• Easy to share so you can see your whole life in one place

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It’s a statement of what you want the essence of the experience to be
(so, for Evite it might be...)

MAKE IT ADDICTIVE.
ENCOURAGE EVERYONE ASSOCIATED WITH THE EVENT TO KEEP COMING BACK EVEN AFTER THE INITIAL INVITATION.

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What it’s really about...

Where’s that scrolling news ticker I asked for?

Here’s why this solution makes sense for you...

* Business Guy  * You

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In closing
How to get started

- Start sketching
- Schedule some workshops
- Draft design principles
Want to go deeper?

From sketching to prototyping in 2 days
April 2+3, 2009
San Francisco

(use code “FOLB” for 15% off)
Why it matters
I'm a UX team of one.

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