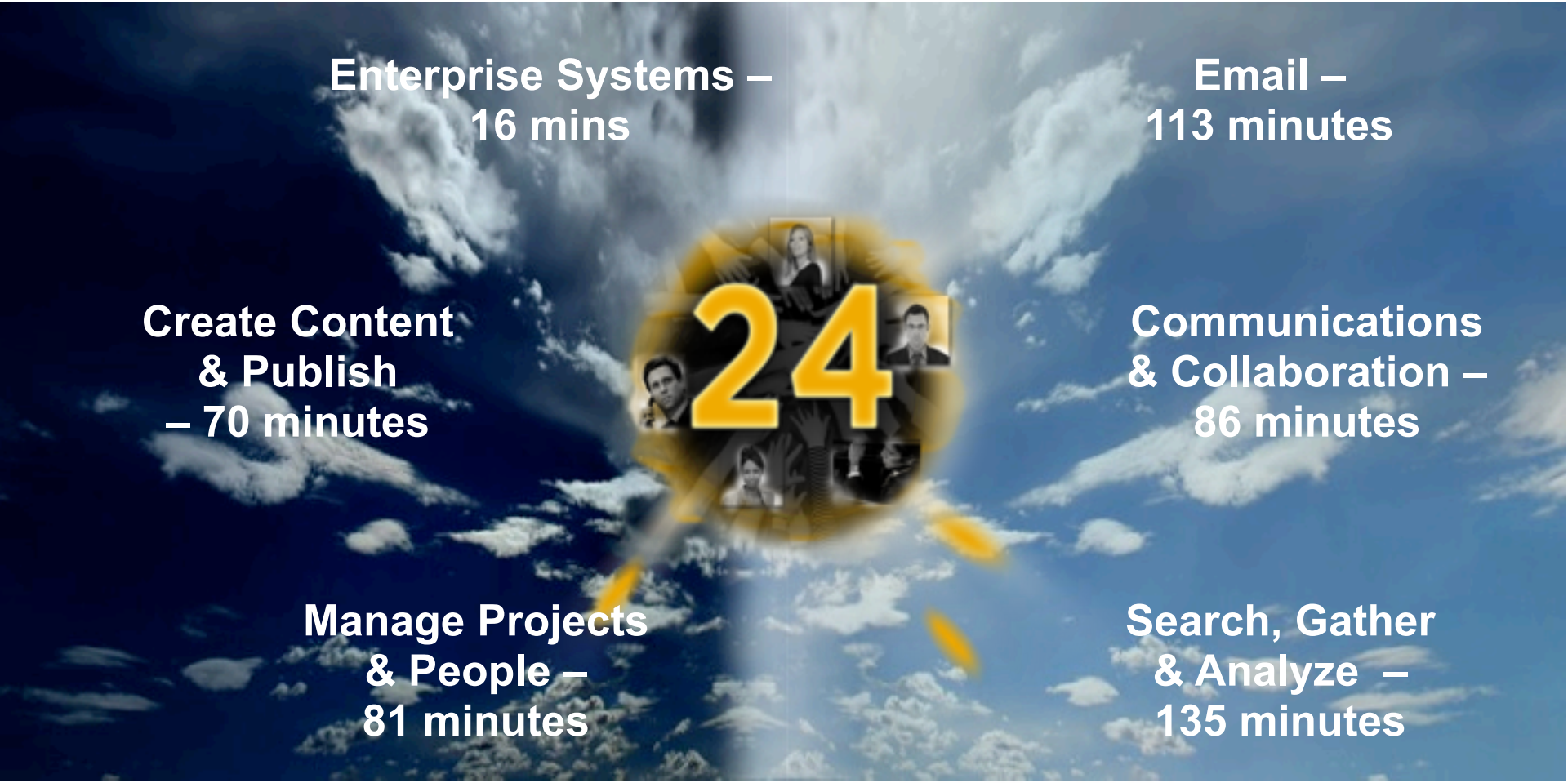
Design and User Experience

It is about Becoming User-Relevant…



Source: IDC Hidden Cost of Information Work May 2009

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Why Is User Experience Important Today?

Focus in the Business Press
Leading industry thought leaders have recognized **user experience and innovation** as a competitive differentiator in enterprise software

Enterprise software vendors must respond by delivering a more compelling user experience

Rise of the Enterprise Consumer Enterprise software users expect their **work experience** with an application to be as **easy** to use as their consumer experience online

AMR Research
Functionality Is Dead

Harvard Business Review
Usability: The New Dimension

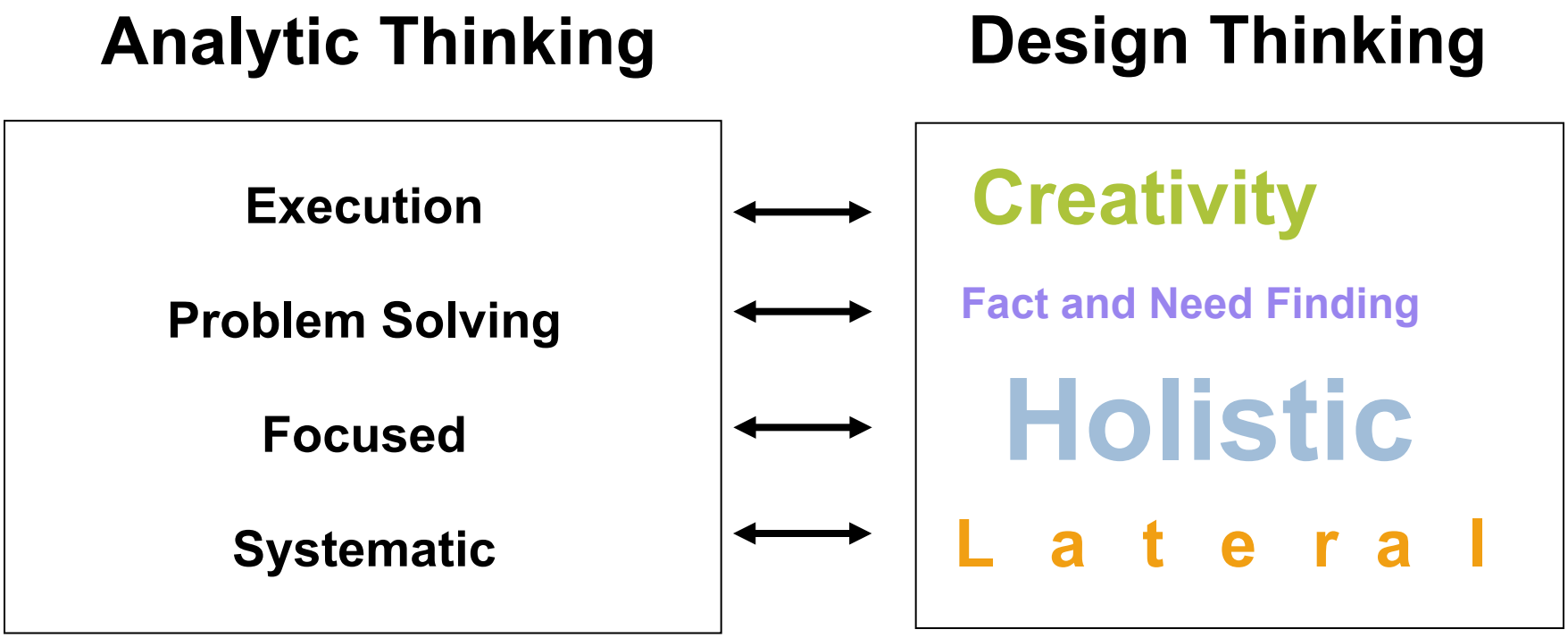
ebay

amazon.com

Google

Expedia.com

Two Views on Innovation



INNOVATION

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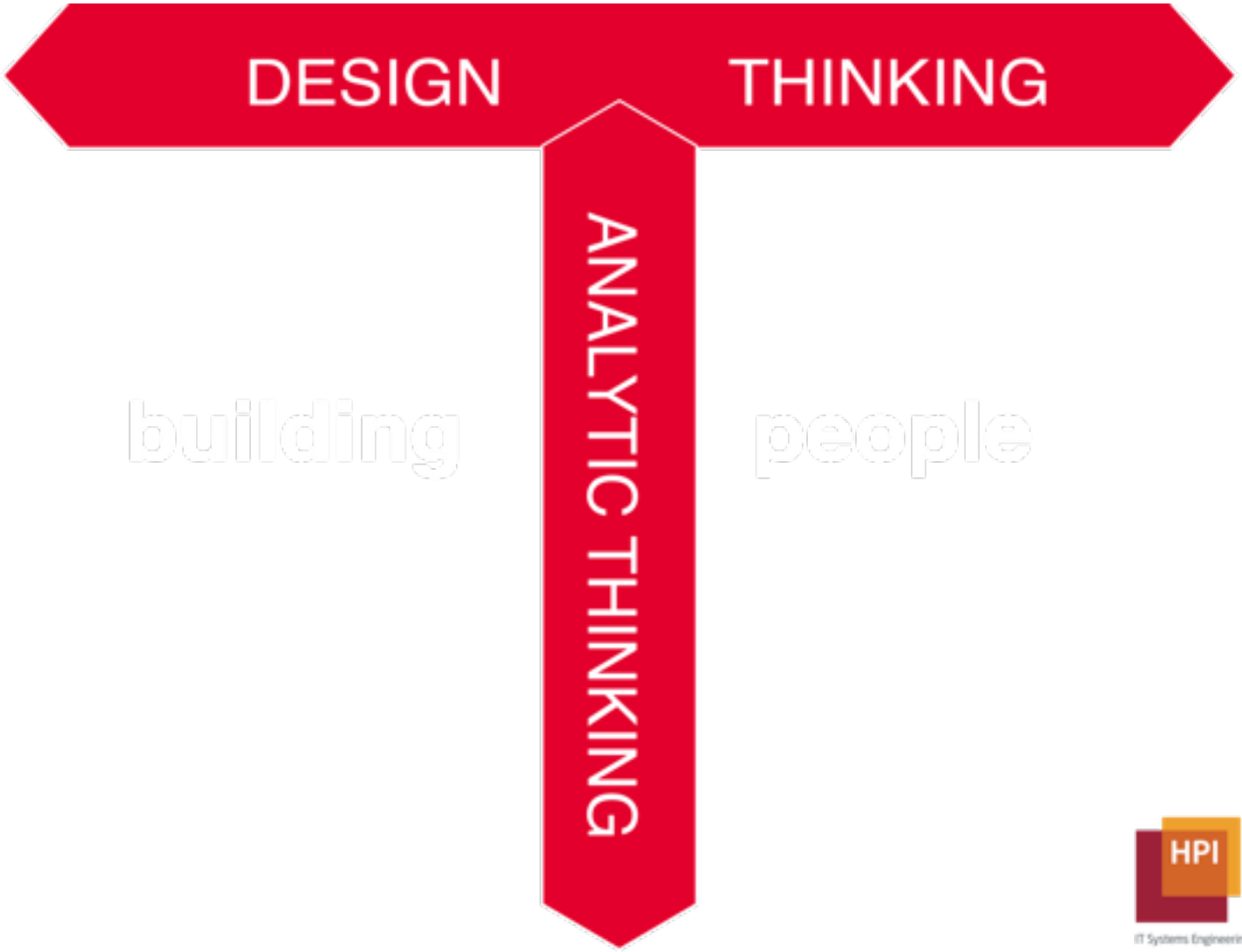
T-shaped People: Analytic and Design Thinking



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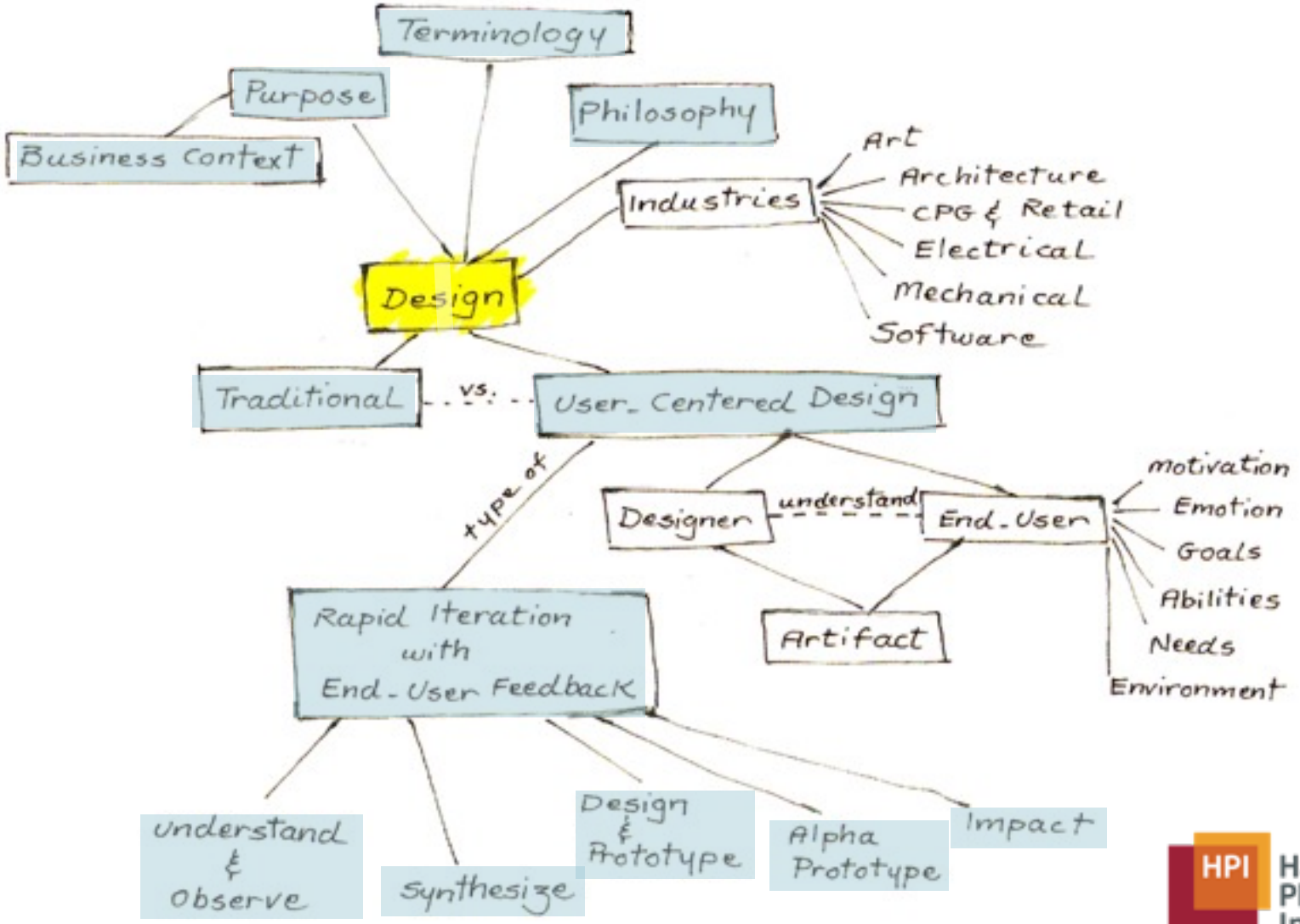
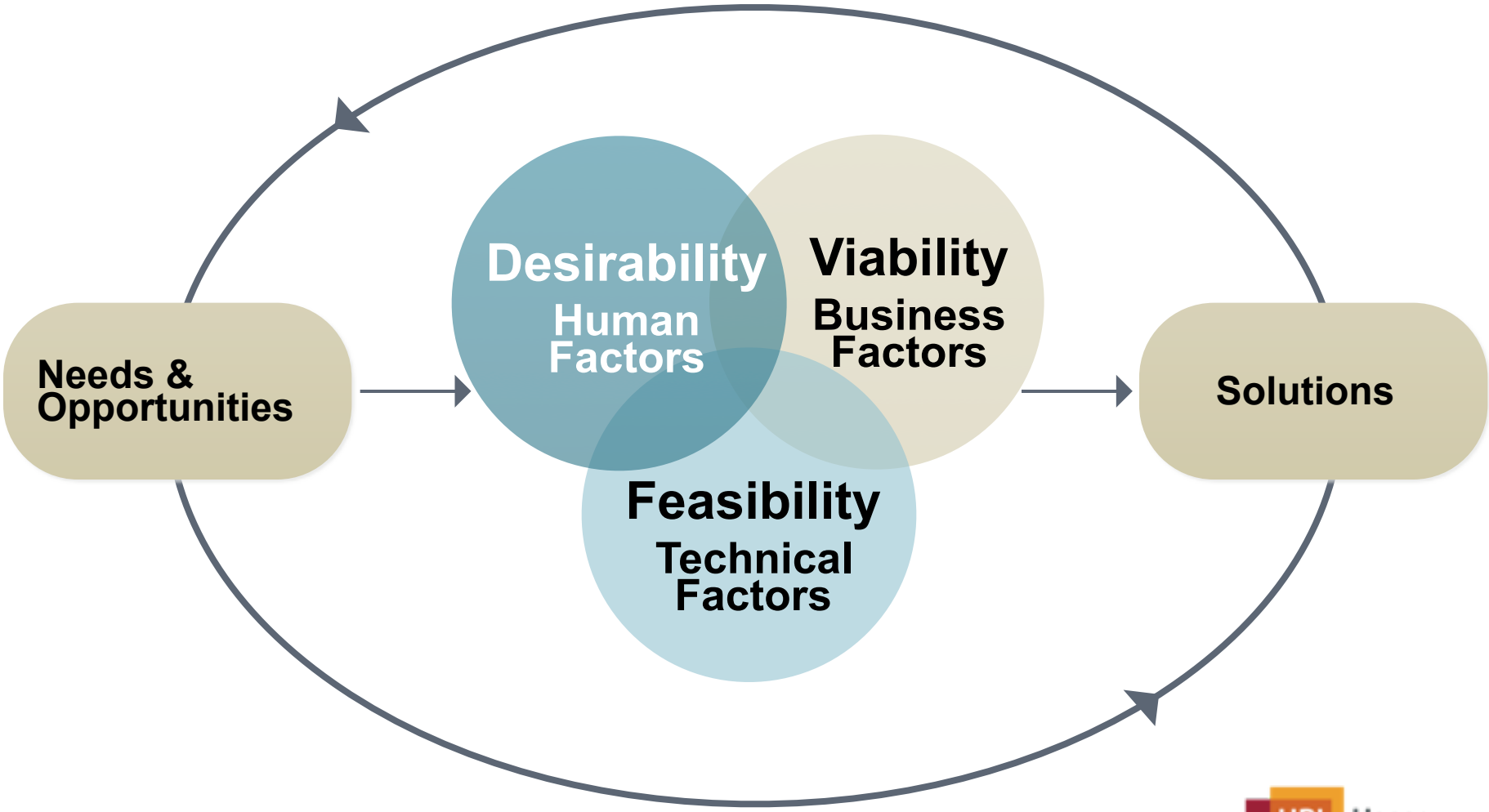
User-Centered Design in Enterprise Software Development

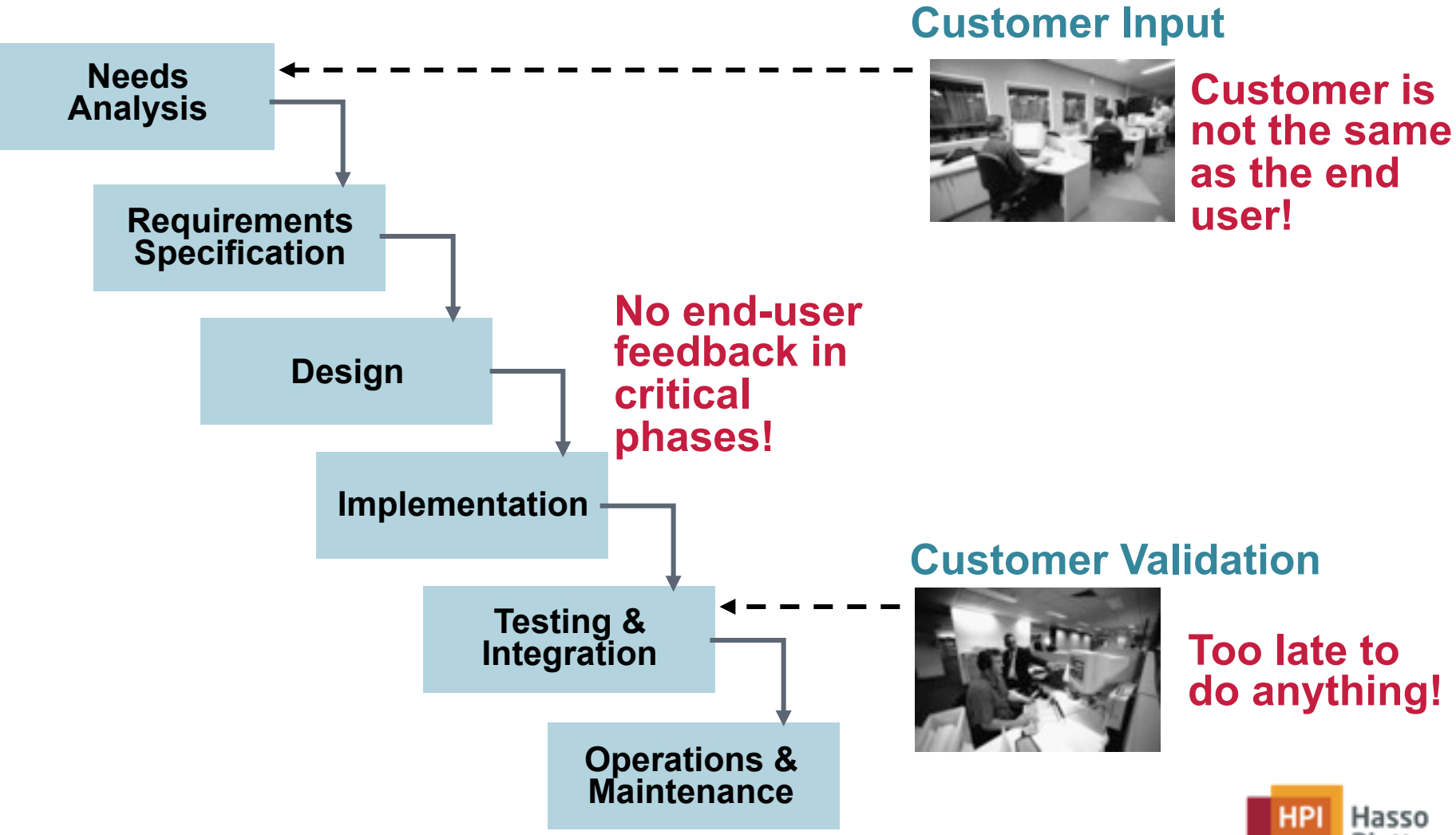


Design Purpose

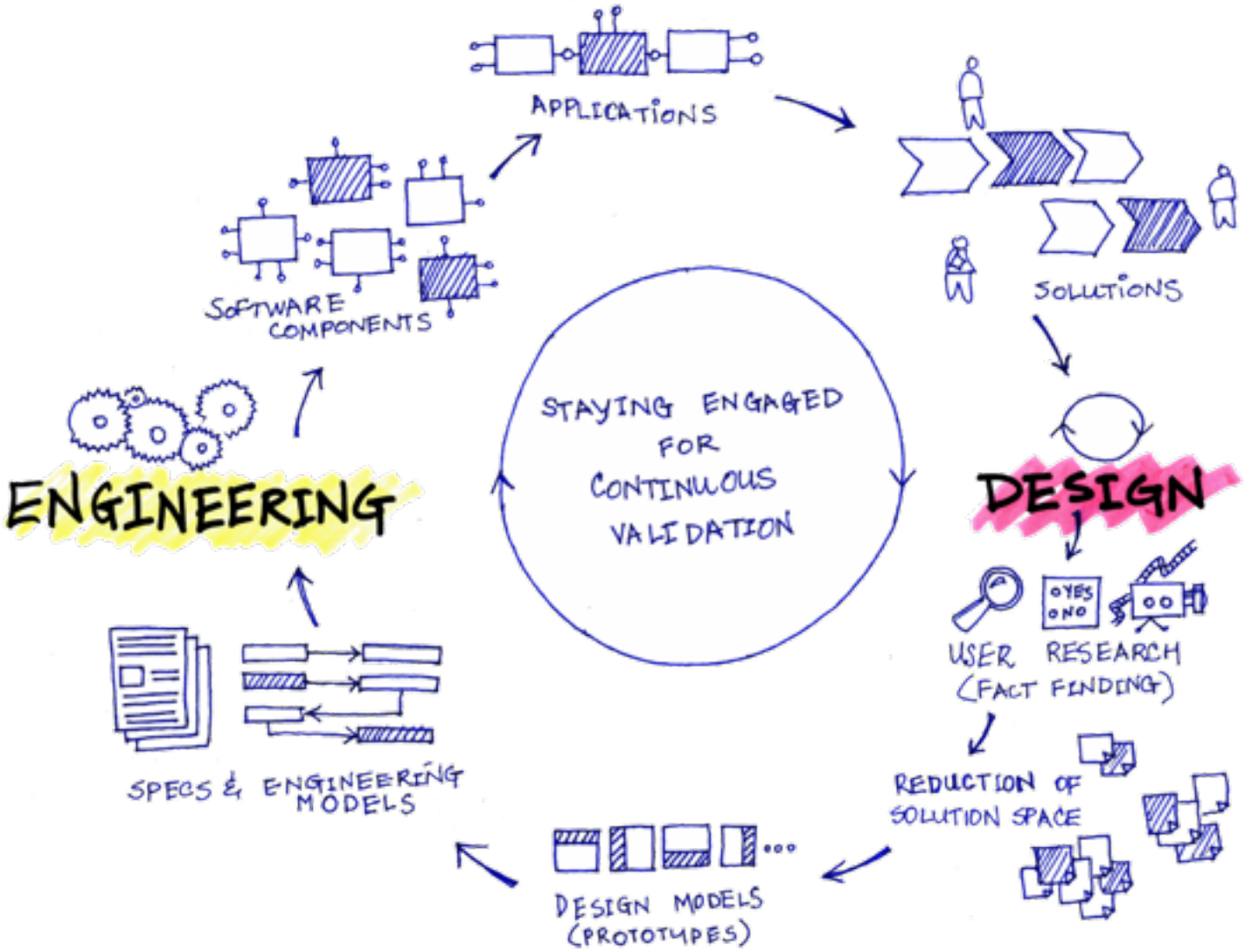


-adapted from IDEO

Traditional Waterfall Approach

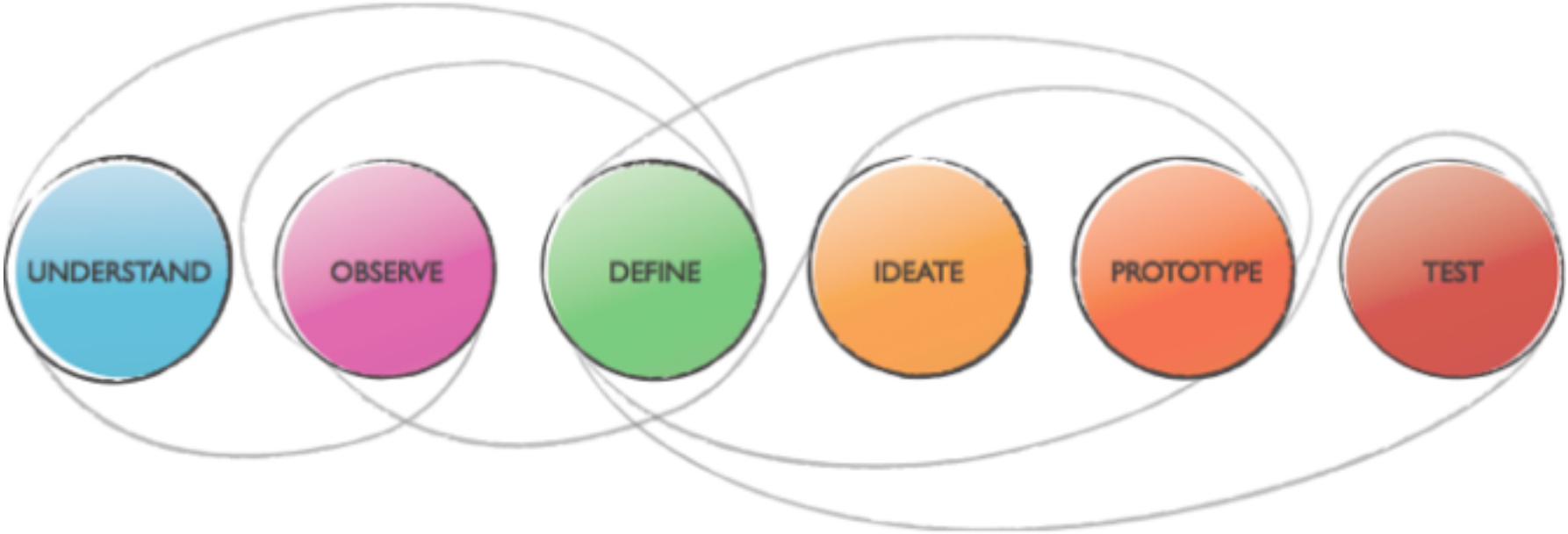


Staying Engaged For Continuous Validation



Principles of Design Thinking

The Design Thinking Process



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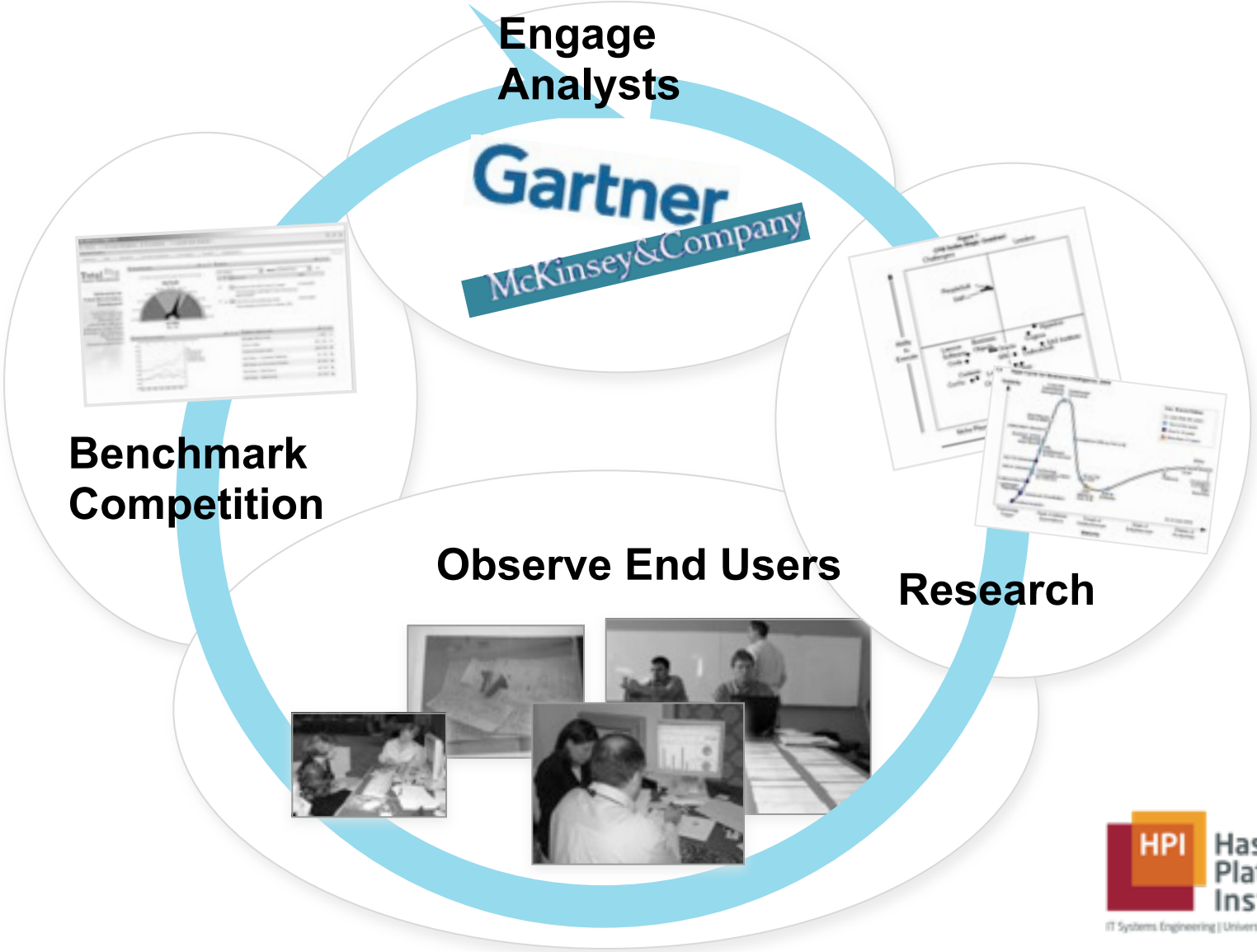
Step 1: Analyze

360° Fact Finding



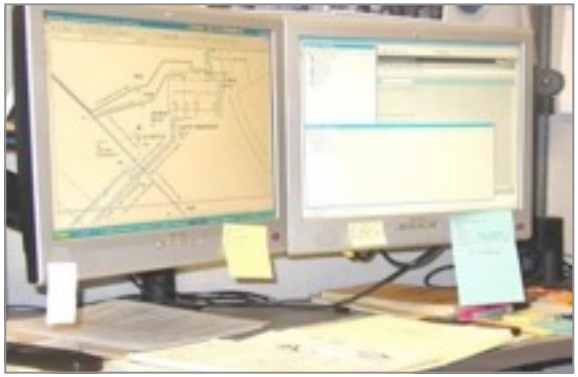
Step 1: Analyze

Site Visits

Plant Repair Crews

Assets get lost between systems

Oil and Gas Workers



Users create workarounds

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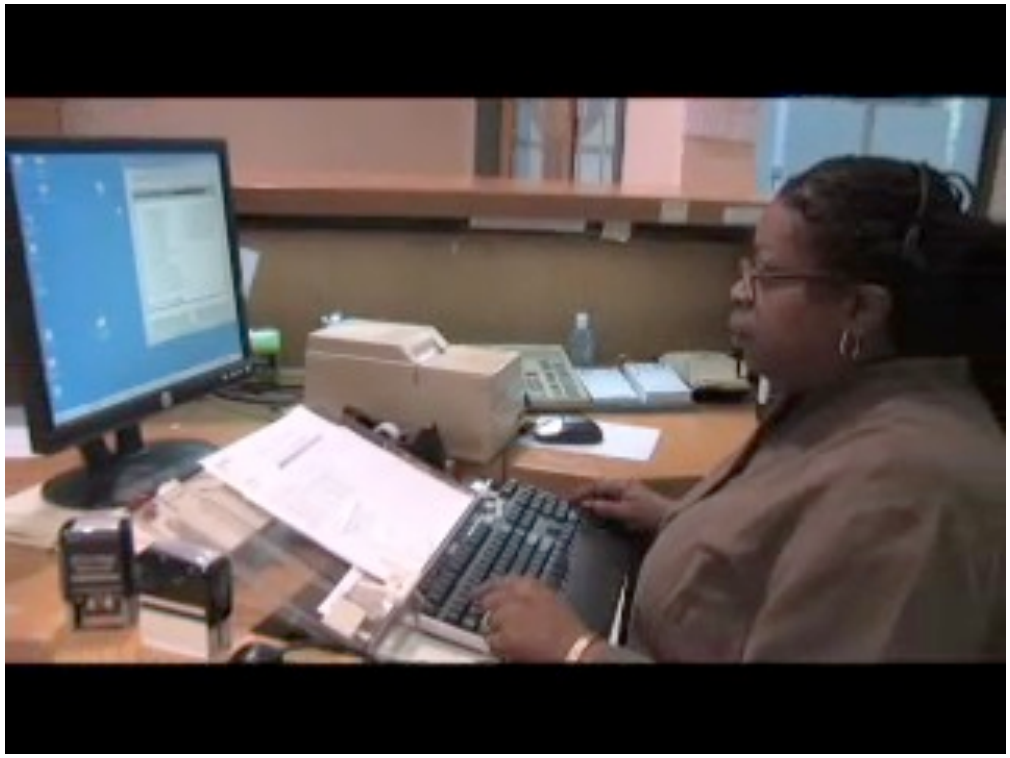
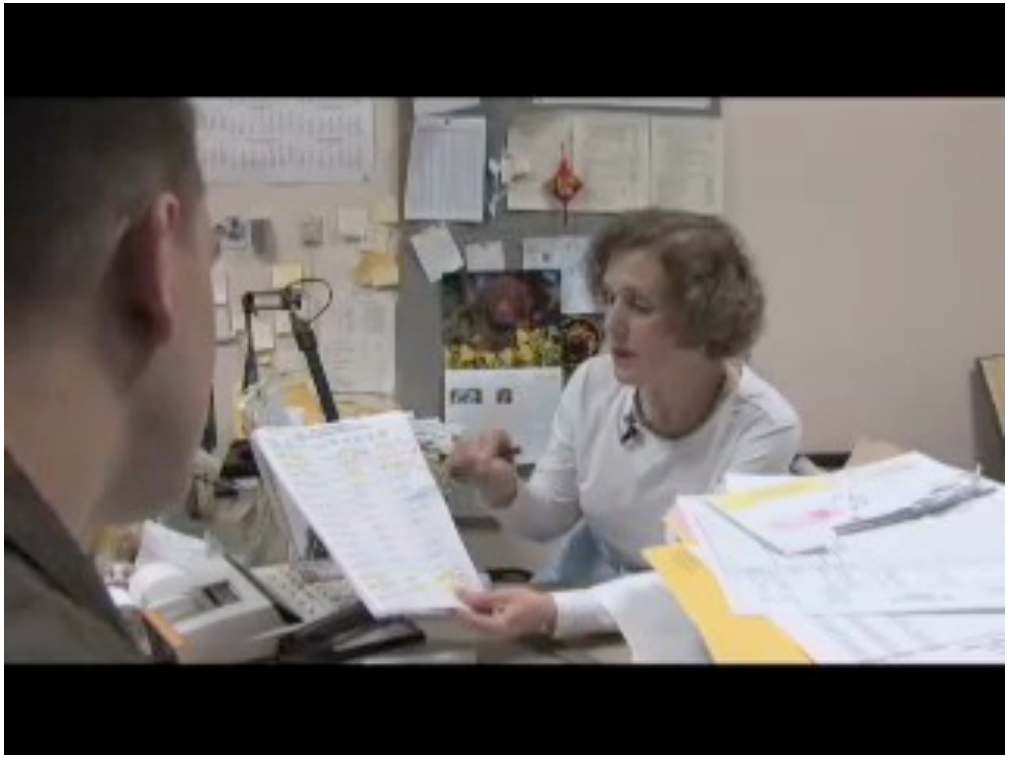
User Observation – Customer Service



User Observation - Billing

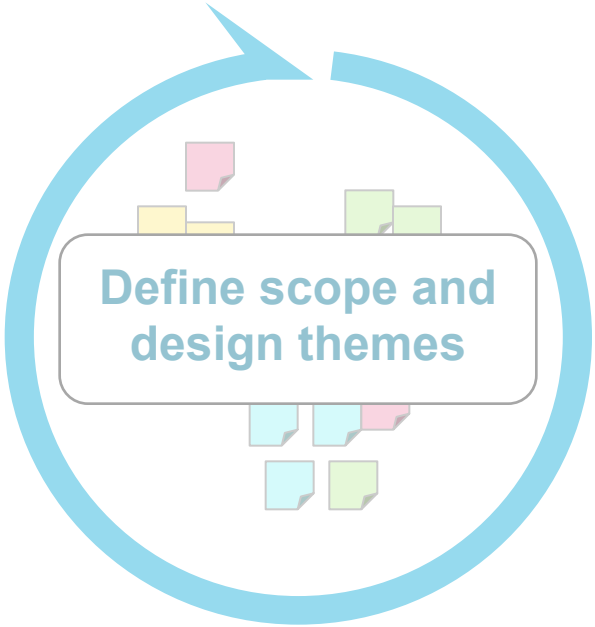


User Observation – Account Management

User Observation – Meter Reading

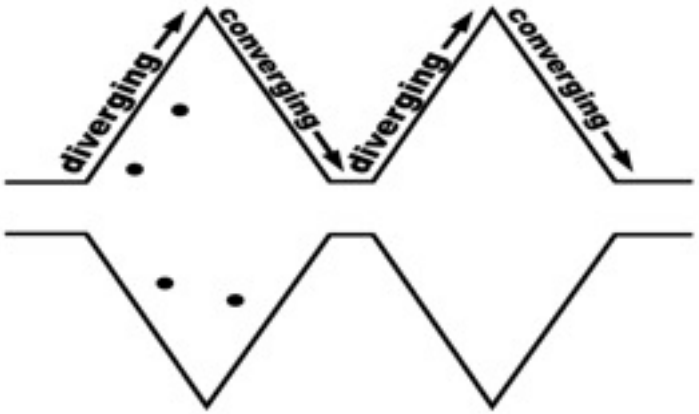
Step 2: Synthesize

Identify Core Themes and Create a Common Point-of-View



Step 2: Synthesize (cont'd)

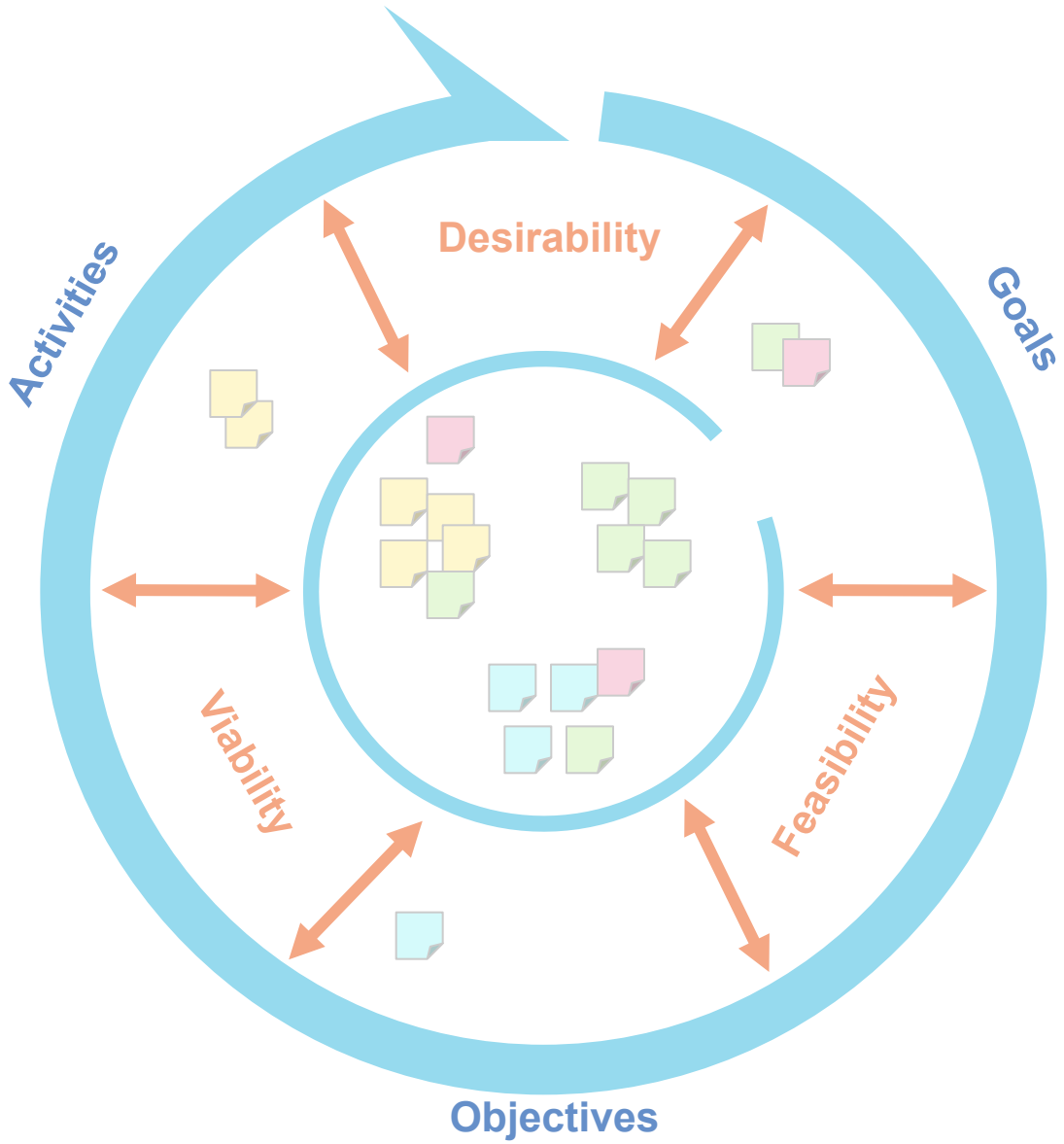
Brainstorming for Divergent Thinking



-adapted from IDEO

Step 2: Synthesize (cont'd)

Reducing the Scope

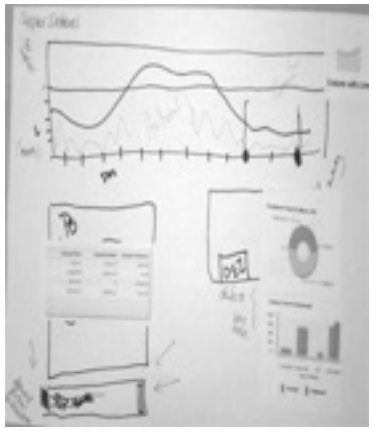


Step 3: Iterative Prototyping

Why Prototype?

Better

- Allow comparisons, trade-off decisions
- Uncover new possibilities
- Gain counterintuitive insights



Faster

- Reduce risk by making mistakes early

Cheaper

- Reduce costs by starting with low-fidelity media, easily discarding ideas that don't work

If you're not failing, you're not pushing hard enough.

- Fail early and fail often
- Learn from your failures
- Make the cost of failure low
- Keep and build on the successes
- Try many ideas quickly
- Reduce emotional attachment

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Step 3: Iterative Prototyping

Evolutionary Design

PROTOTYPES

Low fidelity

Low effort

Short cycle

Generic Feedback

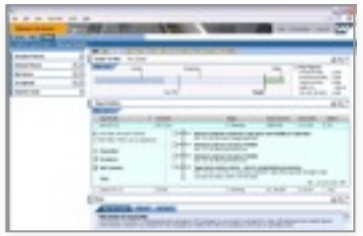
Sketches | Physical Mock-up | Wireframes | HTML | Flash | Functional Code

High fidelity

High effort

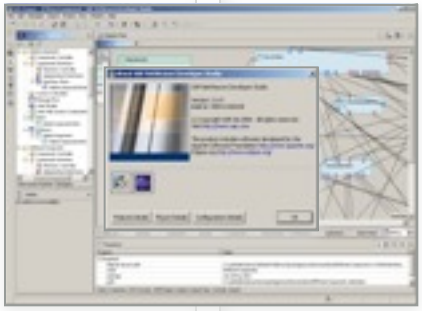
Long cycle

Specific Feedback



FEEDBACK

UI Galleries

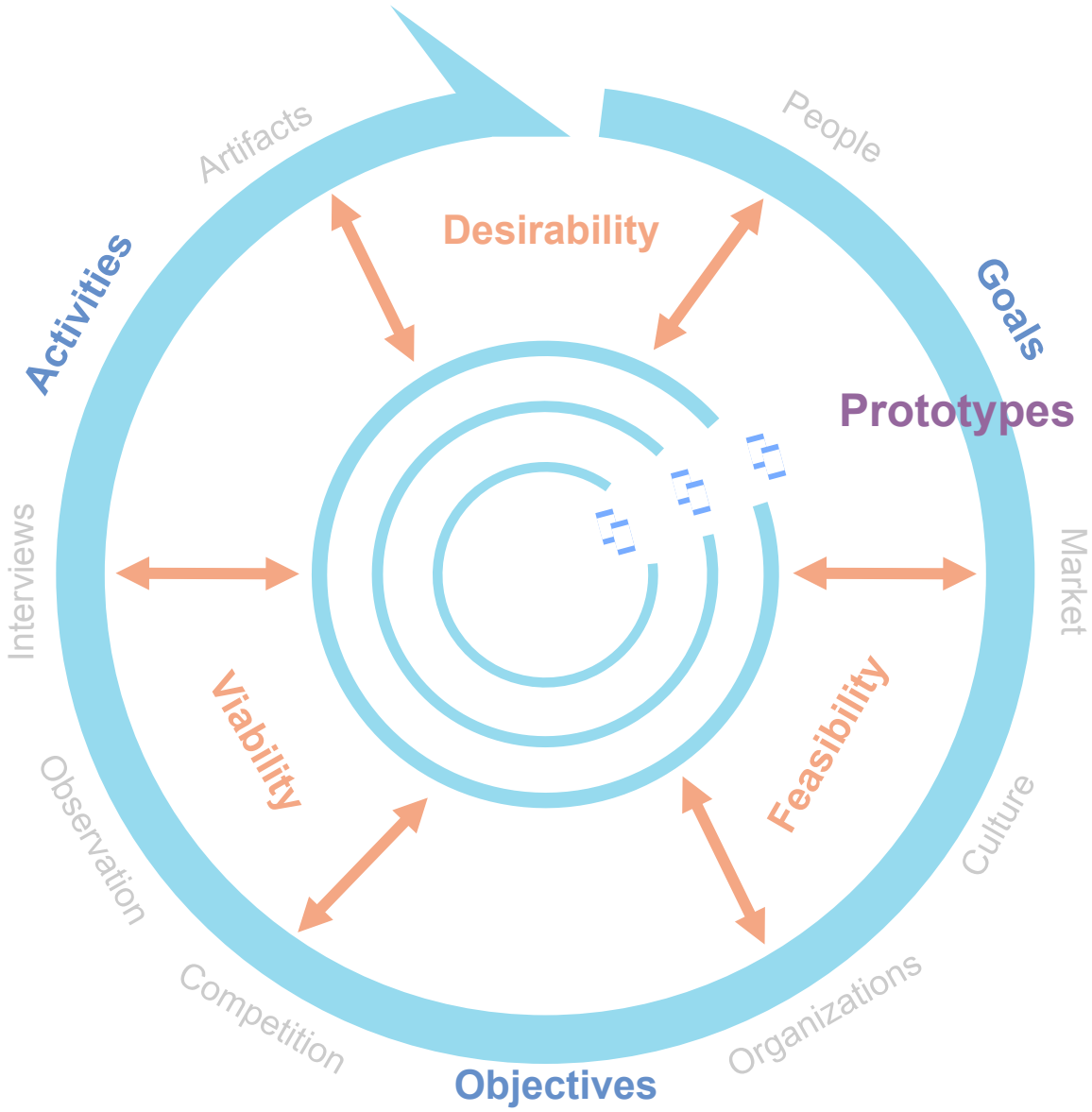


Design Studio

End-User Feedback System

Step 3: Iterative Prototyping

Evolutionary Design



Applied Design Thinking

Exclusive partner project in cooperation with Stanford University

9-month course starting end of September 2010

Allows you to take on a real design challenge

- In globally distributed teams
- And with real industry partners

Contact for questions and applications:

Thomas.Kowark@hpi.uni-potsdam.de
http://epic.hpi.uni-potsdam.de