

contribution to

KEYNOTE PANEL - 25 years of HCI - 25 years of HCIL

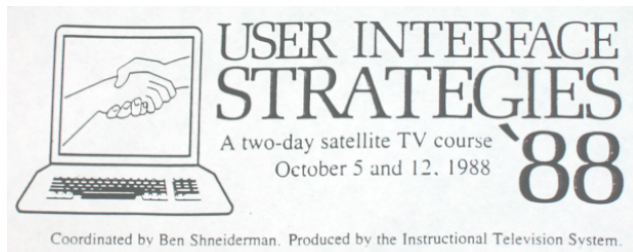


Richard I. Anderson
29 May 2008







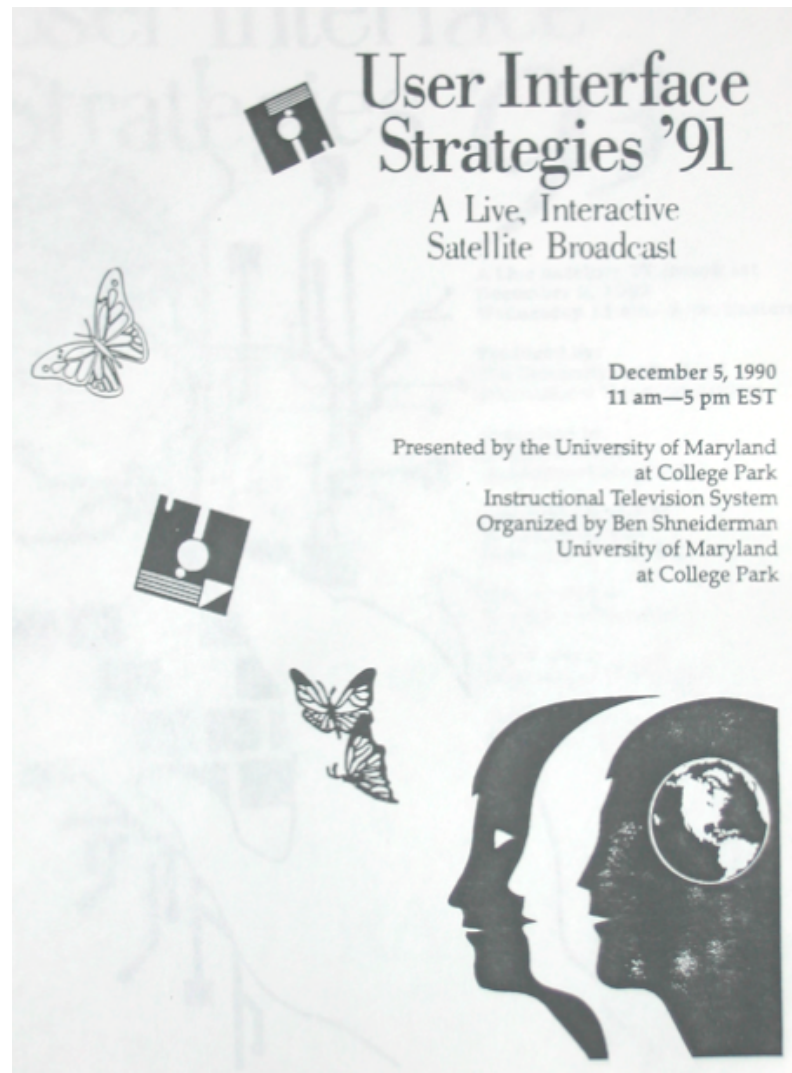
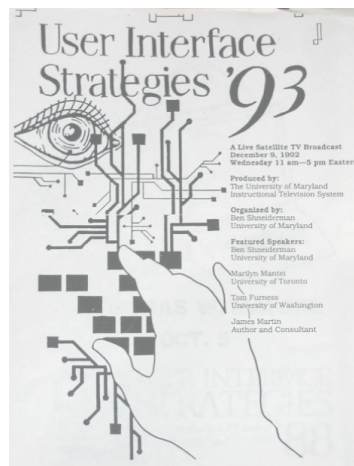


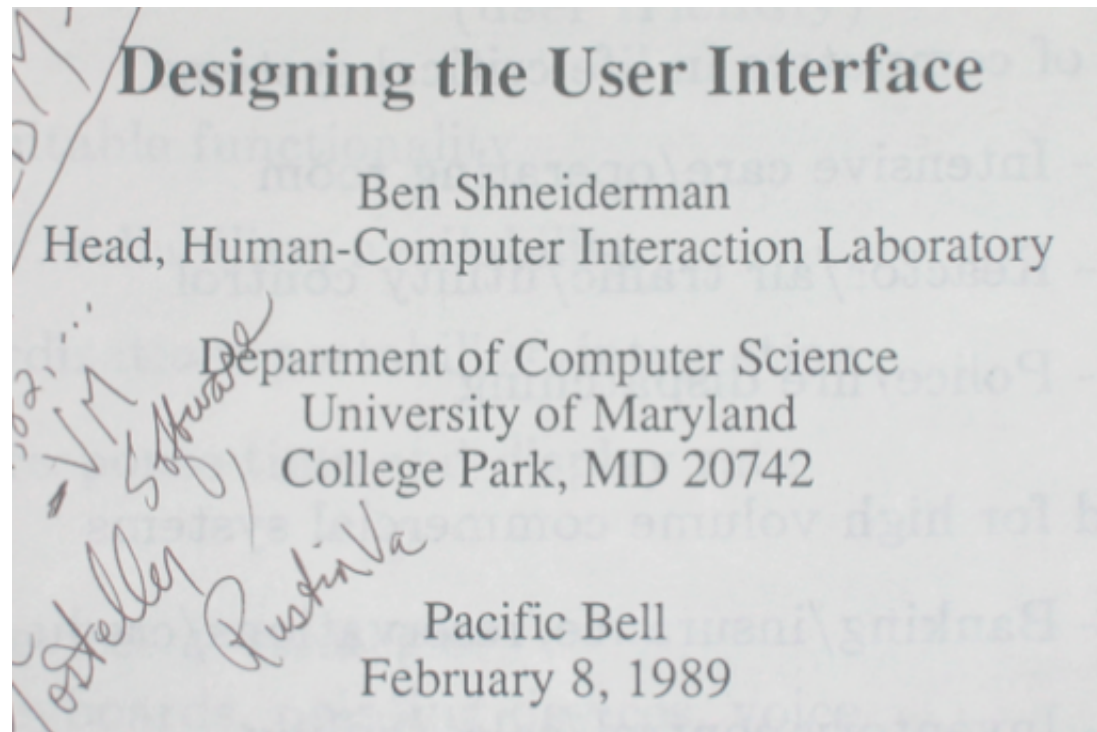
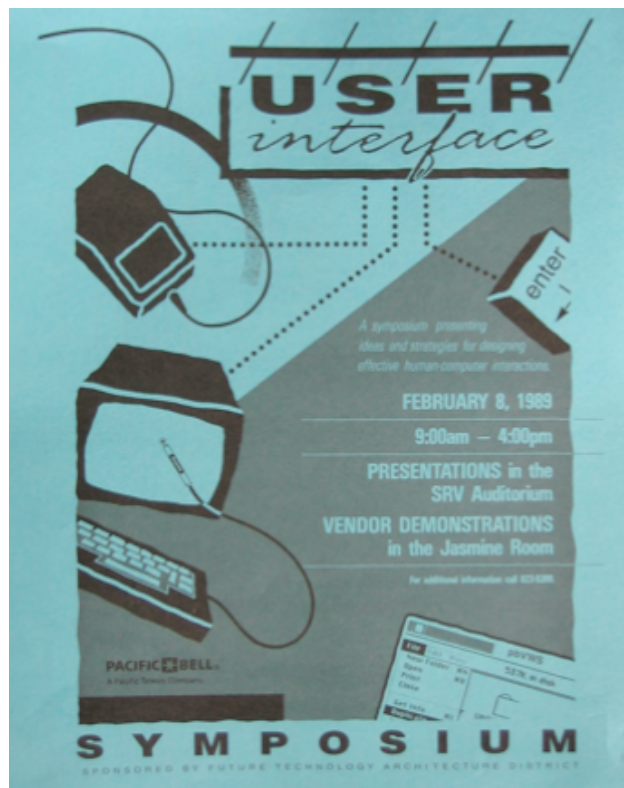
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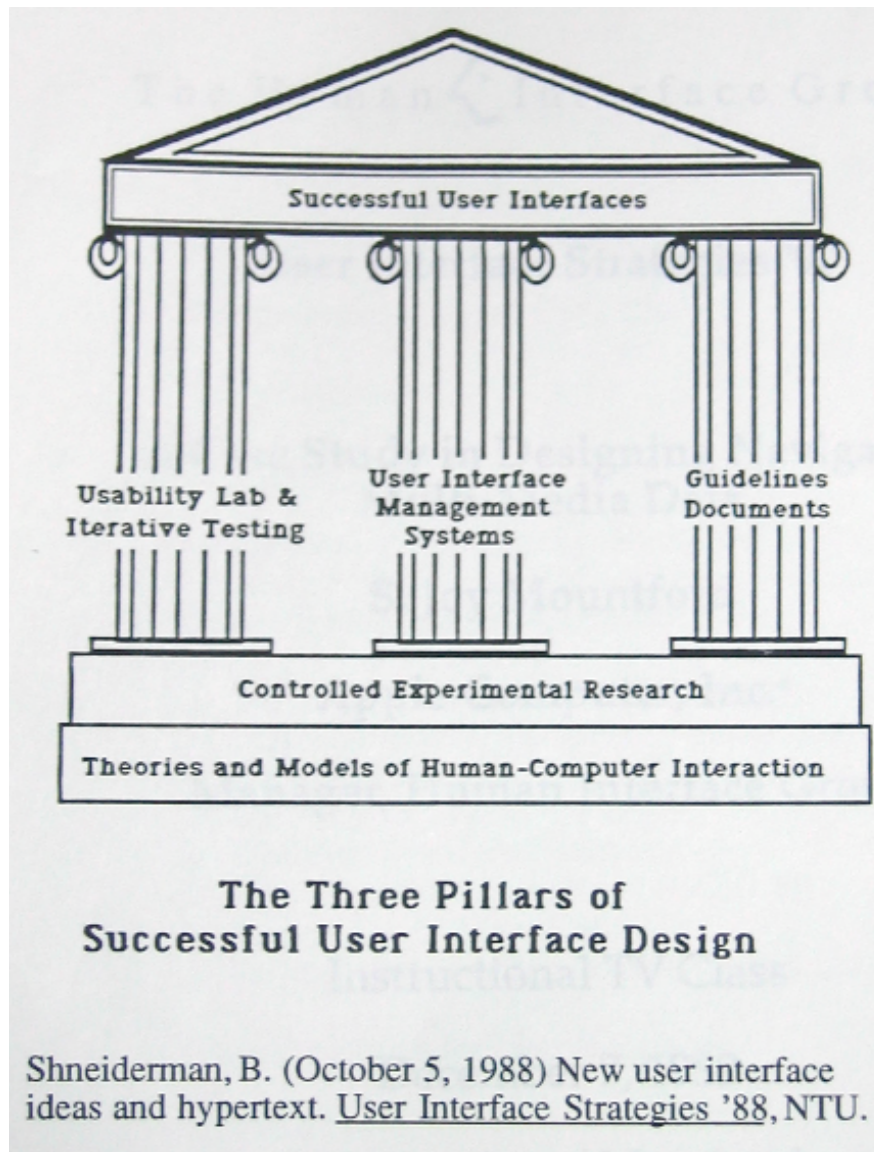
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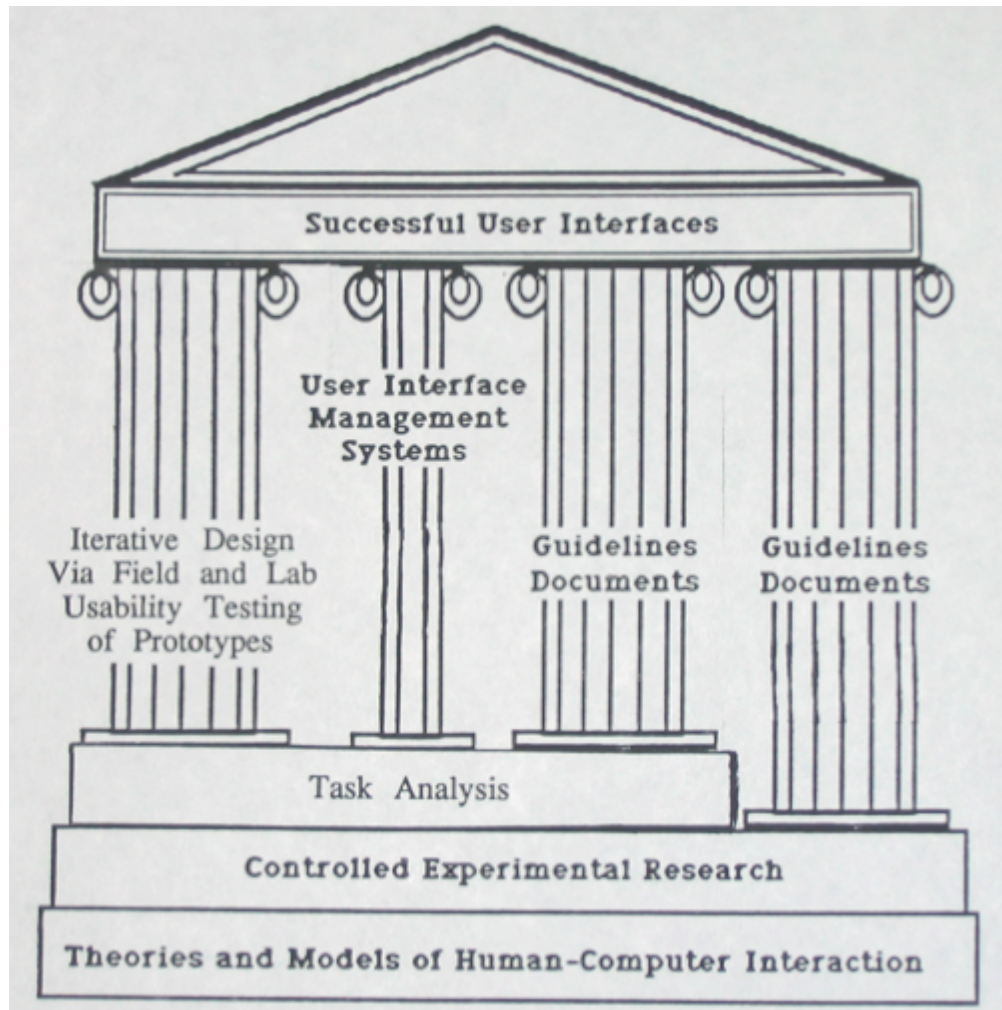
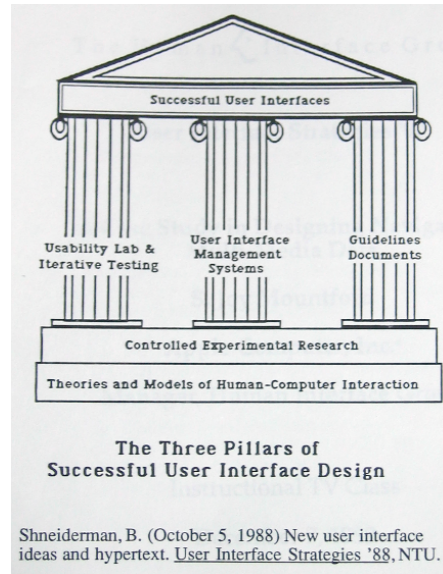
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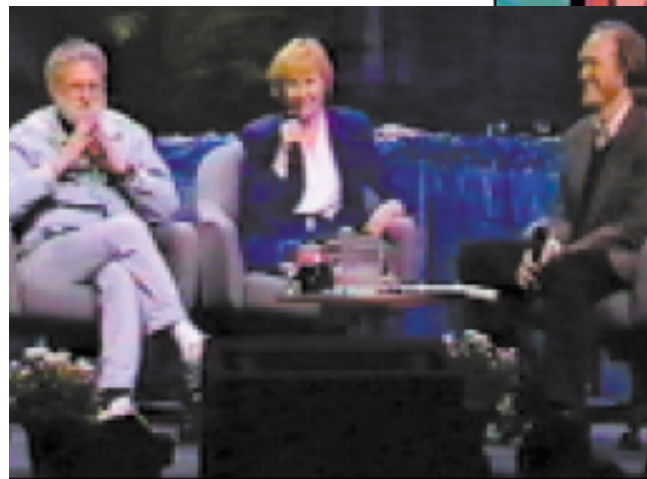
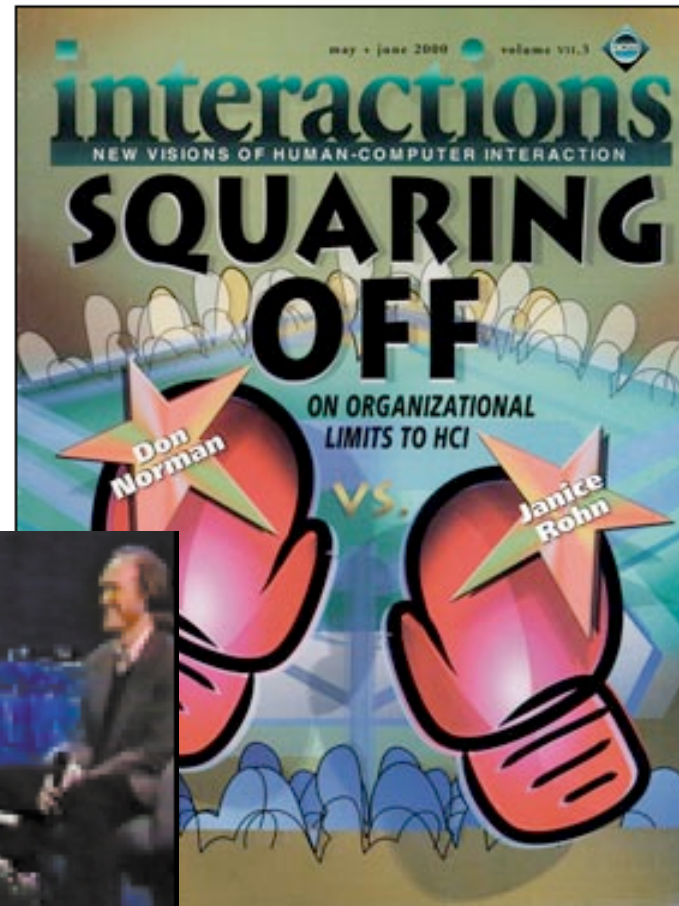
University of Maryland













"User Experience" Practice, Management, & Organizational Strategy

RIANDER BLOG

ON THE ROLE "USER EXPERIENCE" PLAYS IN YOUR BUSINESS

TUESDAY, DECEMBER 11, 2007

"Designing in hostile territory"

In this blog, I've repeatedly referenced the frustrations user experience personnel often experience in their workplaces (see, for example, "[Borrowing from the field of child development](#)").

The title of a BusinessWeek article by Roger Martin, Dean of the Rotman School of Management at the University of Toronto, nicely describes what this can feel like: "[Designing in Hostile Territory](#)."

In that article and in other articles, Roger does a great job of explaining why business is so hostile to design, and why that needs to change.

Roger spoke about aspects of this at the recent [CONNECTING 07 World Design Congress](#) in San Francisco. Jon Kolko and I refer to some of what he said at that conference in "[interactions cafe](#)," an article to appear next month that presents some of our thoughts about the relationship between that conference (which we both attended) and contents of our first issue of [interactions magazine](#). [Here I extend that](#)



ABOUT ME



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Managing User Experience Groups

6 consecutive Wednesday evenings

October 11 - November 15, 2006, 6:30-9:30pm

UCSC Extension Silicon Valley Campus, Cupertino CA

Moving User Experience into a Position of Greater Corporate Influence



Why is it that at a time when user experience (UX) expertise is in high demand, countless UX

How would you rate this class topic?

★★★★★ (5 votes, average: 4.8 out of 5)

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Saturday, September 8, 9am-2pm

With a one-hour break for lunch

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Who would benefit?

This workshop is intended for anyone who wants to

Moving UX into a Position of Corporate Influence: Whose Advice Really Works?

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Bern, Switzerland

Jim Nieters
Cisco
San Jose, CA USA

Shauna Sampson Eves
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Manfred Tscheligi
CURE
Wien, Austria
standing in for

Tobias Herrmann
mobilkom austria
Wien, Austria

Secil Tabli Watson
Wells Fargo
San Francisco, CA USA

Abstract

Professionals working to move user experience (UX) into a position of corporate influence are impeded by conflicting recommendations, including those regarding the roles of documenting and evangelizing UX work, ownership of UX, organizational positioning, calculating return on investment, and conducting "ethnographic" research. In this interactive session, a group of senior UX management personnel who have moved UX into positions of rapidly increasing influence in their varied places of work debate their different perspectives and approaches to help resolve conflicting recommendations and generate some new and improved guidance.

Keywords

User experience, management, organizations, user-centered design

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CHI 2007, April 28 - May 3, 2007





User Experience Managers and Executives Speak

7 consecutive Wednesday evenings

February 13 - March 26, 2008, 6:30-9:30pm

UCSC Extension Silicon Valley Campus, Cupertino CA



"...product management doesn't build or design products: their job is to own product vision and strategy (naturally with the other stakeholders' input). Engineers own code development and code quality, with a wide range of specialties (architecture, code design, QA, and release management, to name a few). Product marketers take clear ownership of marketing communications and product campaigns, keeping the pulse of the marketplace, and trying to detect what it will buy. Therefore, it's only logical that human-computer interaction professionals take ownership of the user experience. We are, after all, user experience experts, despite the fact that we depend on other development participants to meet user and business needs."

Arnowitz, J. & Dykstra-Erickson, E., *It's mine...*, interactions, May+June 2005

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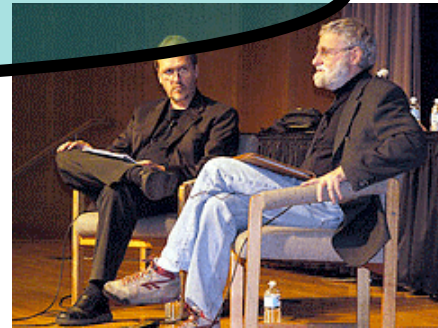
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Arnowitz, J. & Dykstra-Erickson, E., *It's mine...*, interactions, May+June 2005

“Why should any particular organization own it? The company should own it. ... I think a successful company is one where everybody owns the same mission. Out of necessity, we divide ourselves up into discipline groups. But the goal when you are actually doing the work is to somehow forget what discipline group you are in and come together. So in that sense, nobody should own user experience; everybody should own it.”

OPINION | THE WAY I SEE IT
interactions magazine



Richard interviewing Don Norman,
Stanford University, October 2004

The Business of Customer Experience: Lessons Learned at Wells Fargo

Secil Watson

SVP, Channel Strategy | Secil.Watson@wellsfargo.com



“We want to make customer experience everyone’s business by making the process of creating experience intuitive and repeatable.”

The Business of Customer Experience: Lessons Learned at Wells Fargo

Secil Watson

SVP, Channel Strategy | Secil.Watson@wellsfargo.com

What Did it Take to Affect Change?

The first project that utilized our User-Centered Design (UCD) methodology was project by project, we dramatically changed the culture and language of our group. Now product managers demand that we include the customer in every step of our product development process.

We believed in collaboration.

None of the disciplines that have a hand in shaping our customers'



creating the customer experience.

We saw our role as that of facilitator. Undeniably, in our development process, the product managers lead and the project managers get things done. The value proposition of our customer-experience team is to provide timely, relevant insights and expertise for



the first issue

★ January, 1994



★ In This Issue:

Issue Features

[A wimp no more: the maturing of user interface engineering](#)

Bill Curtis, Bill Hefley

[A conversation with Brenda Laurel](#)

Karen Frenkel

[A discipline of software architecture](#)

Peter J. Denning, Pamela A. Dargan

[Challenges of HCI design and implementation](#)

Brad Myers

[Making it Macintosh: designing the message when the message is design](#)

Lauralee Alben, Jim Faris, Harry Sandler

[Metaphor mayhem: mismanaging expectation and surprise](#)

Aaron Marcus

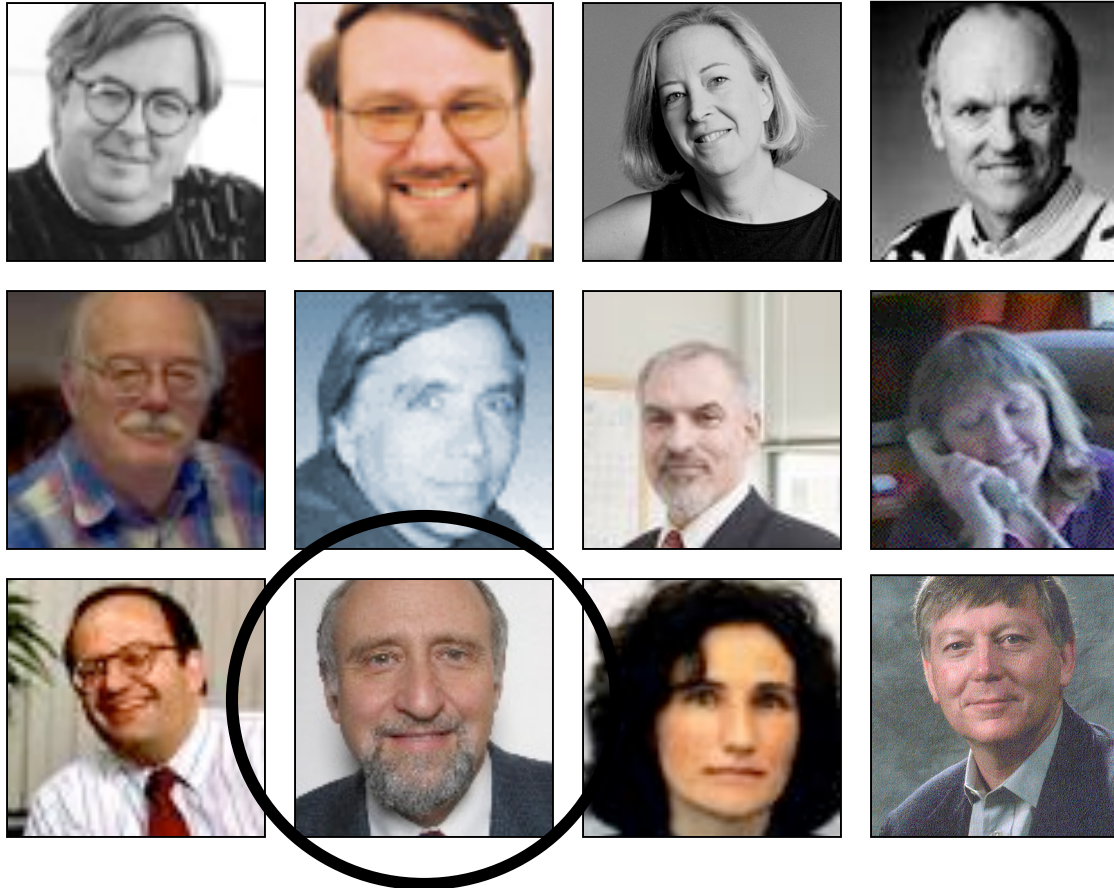
[The world is not a desktop](#)

Marc Weiser

[Twenty-two tips for a happier, healthier prototype](#)

James Rudd, Scott Isensee

before the first issue



STATUS REPORT ON THE USER INTERFACE MAGAZINE

BRAD A. MYERS

BEGINNINGS

In May 1989, the SIGCHI Executive Committee voted to form a Publications Committee to investigate CHI-related publications. The SIGCHI Publications Committee had its meeting on October 15, 1989 [1]. The committee recommended the founding of a new magazine to complement current publications to address the area of software design and implementation.

I wrote a article about the proposed magazine that was widely distributed by electronic mail, and appeared in the SIGCHI Bulletin [2]. In response to this, we received a number of letters of support, and several people volunteered to help. Also, some people asked if they could write regular columns for the magazine.

At the CHI'90 conference in April 1990, there was a fair amount of discussion of the magazine, and the decision was made to form a committee to investigate further. The committee is:

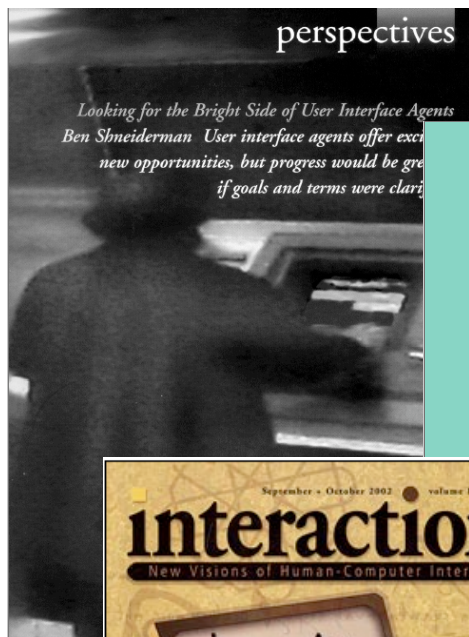
Brad A. Myers, Carnegie Mellon University
Derek Koehn, University of Michigan
Maryann Mante, University of Toronto
Peter Ostlund, Lotus Development Corp.
Don Stredzinski, University of Maryland

Peter Ostlund created a formal proposal, document for the magazine. The first draft was sent to ACM headquarters and the ACM Publications Board in May 1990. The proposal called for the first issue to be issued for January 1991, with a call for publications, subscription information, and a code-up ready for CHI'91 in April 1991. Also, the proposal called for a full-time staff of four people: a paid editor-in-chief, an assistant editor, and two production editors.

DISCUSSIONS

On May 9, 1990, the User Interface Magazine Committee flew to ACM Headquarters in New York to meet with ACM staff and William Orlikoff, the chairman of the ACM Publications Board. The results of the meeting were highly positive. It was reported that ACM is very interested in proceeding with this magazine, and that ACM would accept responsibility for advertising, marketing of the magazine, publications, etc., who are willing to help with the planning and running of the new magazine. The ACM staff people agreed to prepare budgets and marketing plans based on our discussions. After a quick so-far work was done on the editorial aspects of the magazine, an agreement on pricing a reasonable budget.

On May 30, the ACM staff, headed by Maria Michaluk, Director of Publications, sent the User Interface Magazine Committee a budget showing their different scenarios. Unfortunately, all three showed the magazine losing significant amounts of money for the first five years. For example, scenario #1 showed ACM losing approximately \$100,000 in the first five years with up to 16,000 subscribers.



perspectives

Looking for the Bright Side of User Interface Agents
Ben Shneiderman User interface agents offer exciting new opportunities, but progress would be greater if goals and terms were clarified.

THE INGREDIENTS OF CHIKIDS: Education, Technology and Fun Outside the Classroom

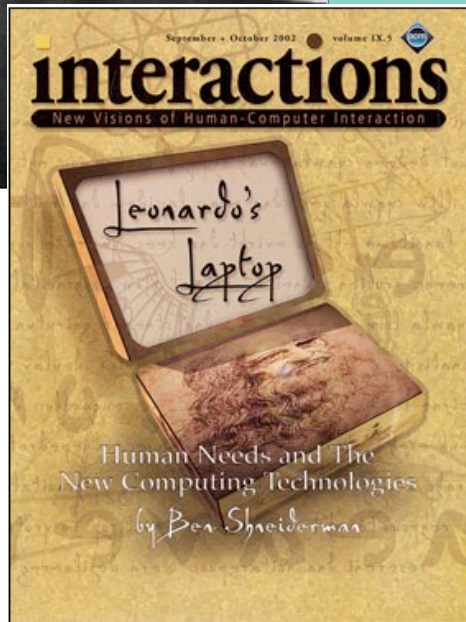


BOLTMAN AND ALLISON DRUIN

...about CHIKids. In past issues of *Interactions*, we have highlighted the ways that continue to make CHIKids exciting—the amazing kids, the untiring

...large amount of donor...
...annual CHI conferen...
...adult facilitators. Th...
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INTERACTIONS



interactions

New Visions of Human-Computer Interaction



Human Needs and The
New Computing Technologies
by Ben Shneiderman

Navigation Patterns & Usability of Zoomable User Interfaces With and Without an Overview

By Kasper Hornbæk, Benjamin B. Bederson, and Catherine Plaisant

The following abstracts are from recent issues and the forthcoming issue of *ACM's Transactions on Computer-Human Interaction* (TOCHI). They are included here to alert *Interactions* readers to what research is being done in the field of Computer-Human Interaction. The complete papers, when published, can be found in ACM's Digital Library at www.acm.org/digitallibrary.

Information spaces such as maps, desktops, hierarchies, and networks commonly consist of thousands or millions of objects. Graphically displaying such information spaces and developing efficient ways of letting users interact with them are the main challenges of information visualization. Coordinated overview and zoomable user interfaces (ZUIs) are two prominent concepts in information visualization. User interfaces incorporating an overview show the details of an information space coordinated with an overview of the entire information space. Experiments have shown that overviews can make users more efficient and satisfied. A zoomable user interface organizes information in space and scale and uses zooming and panning as its main interaction techniques. The reader may find examples of ZUIs in the toolkit *Jaz* (www.cc.su.se/~juz/). Both overviews and ZUIs have been used to display very large information spaces; however, we do not know much about the usability of ZUIs or whether an overview is useful in a ZUI. Will users lose their orientation in a ZUI? Will users recall more information after using a ZUI with an overview? How do

INTERACTIONS • JANUARY • FEBRUARY 2002



be found. The different types of needs are stable, but their relevance and resulting emotions are fluid and fleeting. Figure 1 summarizes my view on the relationship between product, user/owner and situation.

Appeal, attraction, and emotions are inseparable from particular situations. Underlying needs are stable. A particular product can be perceived as usable, that is, good for manipulation, no matter what the situation. Nevertheless, whether usability is valued largely depends on the particularities of the situation. Potential fulfillment of needs promotes appeal and emotions. Accordingly, designers may focus on signaling fulfillment of needs rather than "designing for emotions."

To favor a more unified, integrative approach to human-computer relationships is a worthwhile endeavor. So far, this has been well received by the HCI community. But now, more theoretical, empirical, methodological and practical

A JOURNAL OF THE INTERNATIONAL SOCIETY FOR INTERACTIVE DESIGN
EDITED BY
1. CHEN, A., CHEN, C. L., & CHEN, A. (1998). The design of interactive systems. Cambridge, MA: Cambridge University Press.

Designing for Fun: How Can We Design User Interfaces to Be More Fun?

By Ben Shneiderman
University of Maryland
ben@cc.umd.edu

problems, playing music, and discovering something new. In gender forms it can also be about laughing at late-night comedy shows, listening to music performance, or watching movies. For me, fun is often social: attending parties, trading stories, or meeting compelling personalities. All these examples could be called fun-in-doing. Another kind of fun is more tranquil and calm. It is about relaxing. It is not tied to action or goals, but to absence of action or goals. We all need some mixture of these two kinds of fun, but I'll focus on fun-in-doing rather than fun-in-not-doing. These descriptions of fun-in-doing



ALLISON DRUIN

design

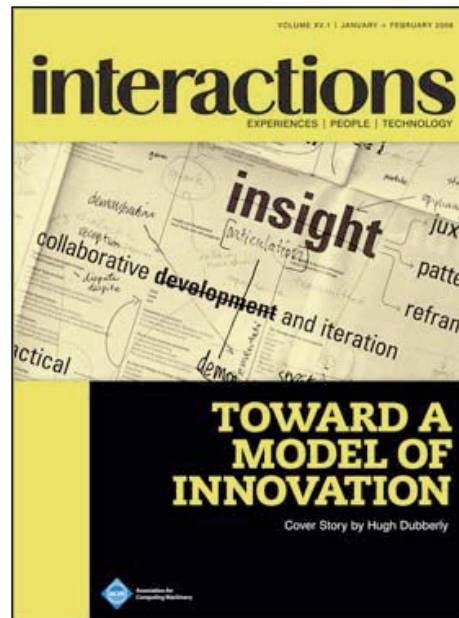
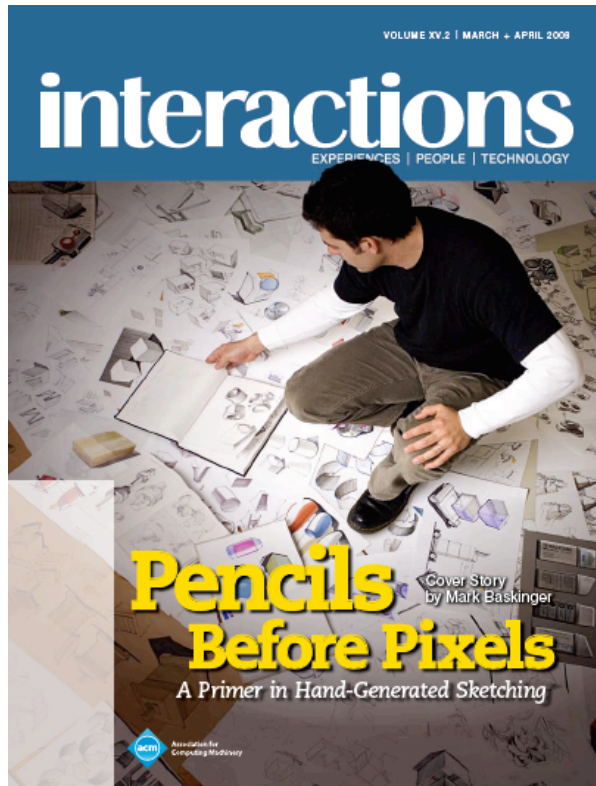
A Place Called Childhood

Somebody says the window,
In a New Year Land,
Back behind the house at Peck Corner,
Where I know the Wild Thing are,
There is a place called childhood.
This is a place where you can see Green Eggs and Ham.
You can meet Big Bird or Donald Duck.
This is not a place where funny can be a reality.
And learning can be playful.
This is a place which now includes computers.

Today, children can interact with characters in ancient fables or new original poetry. With computer tools they can wander through animated reference materials that explain the scientific principles behind a zipper or a nuclear reactor. With computer games they can go out in space, back in time, or across the world and learn facts about science, history, and geography. Children can also be authors of their own multimedia experiences. They can create slide shows that feature the growth of a plant, music videos that animate the parts of the body, or

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17



► Richard Anderson



► Jon Kolko

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Optimistic Futurism

Richard Seymour

Richard Seymour, co-founder of the well known product design futurism company Seymourpowell, offers and demands both a rallying cry and a challenge. His topic is the future, and his optimism is for our ability to positively affect the culture and society in which we live. As Seymour explains, Design is about making things better for the world, and his challenge is aimed explicitly at practitioners of interaction: what matters most is not how hard we work, but what we choose to work hard on.

[Click here](#) to continue exploring "Optimistic Futurism".

Also In this Issue:

Dancing in the Streets

Scott Palmer, Sita Popat

0 comments | 1 blog post

Designing from the Inside/Out

Laura Seargeant Richardson

Into the Groove: Lessons from the

Desktop Music Revolution

Dave Cronin

Merging Design, Business, and

Sustainability: The Designers Accord

Allison Arieff, Valerie Casey

“Who reads *interactions* now? The believers, the already committed. We preach to ourselves. No wonder the field has minimal impact.”

Don Norman, January 2008

EDITOR

Allison Druin

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My Father's Kitchen Table

Allison Druin

University of Maryland, Human-Computer Interaction Lab | allisond@umiacs.umd.edu



One late night, I sat at my father's kitchen table swapping "work stories." I told him about my never-ending lab meetings and emails, and he told me about his frequent fights with his computer. At 65, my father is an active consultant to the plastics industry, with a Ph.D. in chemical engineering and a wall of awards that chronicle his busy career. Yet despite all his success, what seemed to consume him on this late night was, of all things, a wireless mouse. His computer support consultant insisted it was "the thing to have," yet in a few short months my father had knocked it on the floor countless times, misplaced it twice, and finally broke it. A wireless mouse was not the thing for my father. In fact, he was quite furious at "this wandering mouse."

While I was trying to be sympathetic and supportive of my father's mouse adventures, I couldn't help but let my mind wander to the children in my lab who had redesigned numerous computer mice over the years. In my early days as an academic, I would work with five- and six-year-olds using paper, clay, pipe-cleaners, and old socks to make "mice of the future." My young design partners suggested everything from tying small pillows on mice to imagining computer mice that sprout wings, all to "keep their mice safe from falling on the floor and breaking[1]."

Little did these young designers know they were envisioning solutions to my father's challenging interactions with a wireless mouse. That night at the kitchen table, I was struck by how similar the concerns are of users at the extremes of life. Those people who are at the beginning of their lives or those who have experienced a great deal of life can be concerned about their physical abilities, memory recall,

and how robust the technology really is. When we can support the interactions of users that may have special challenges (they can't spell "elephant," can't remember what button to press, or can't find the mouse), we can better support all users from age seven to age 77.

That is why when I was asked to jump aboard this new forum, I was quite excited. This will be a place to investigate the relationship between children, teenagers, and older adults, and technologies they interact with—from screen-based worlds to tangible/ubiquitous computing. These interactions may take place at home, in school, at work, or in public places. What will be a critical part of this forum, no matter what the subject matter, is the respect we need to have for users of any age or life experience with diverse dreams and needs.

Randy Pausch, in his profound talk this past September at Carnegie Mellon University, pointed out that "enabling the dreams of others" is something perhaps as important as achieving your own dreams [2]. As interaction professionals, there is nothing more important we can all do than understand users' lifelong interactions between people and their technologies, and support the opportunities for new dreams and possibilities for the future. By giving ourselves the "permission to dream," as Randy explained, we can create the technologies needed to support people's diverse lives. In the coming months I hope this forum can explore such topics as:

• **Is Less More?** Should we be creating more-simplified technologies for children and older adults? Will these simplifications help users to focus on the

[1] Druin, A. "The role of children in the design of new technology," *Behaviour and Information Technology*, 21, no.1 (2002):1-25.

[2] Pausch, R. "Really achieving your childhood dreams," from his last talk presented at Carnegie Mellon University, September 18, 2007. For the video: <http://video.google.com/videoplay?docid=362421544901625950&hl=en>. For a transcript of the talk: <http://www.cs.cmu.edu/~pausch/Randy/pauschlastlecturetranscript.pdf>.

putting people first

Interactions Magazine - first impressions

18 January 2008

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This morning I received a print copy of [Interactions Magazine](#) with the mail.

Wow.

It looks, feels, and reads exactly like a magazine for our profession should be. Why did no one think of this before? It contains a lot of in-depth articles by people I respect or others I am curious about. It is the ideal magazine to take with you and read on the road or on a couch.

Another first impression is that Richard Anderson and Jon Kolko, the editors-in-chief, have gone out of their way to transcend an American perspective on the profession: from the British Elizabeth Churchill, to the Austrian Telecommunications Research Center, and from Stefana Broadbent and Valerie Bauwens of Swisscom Innovations, to South African Gary Marsden and the Beijing-based Gabriel White. I applaud this commitment very much, especially since many USA-based blogs and publications do not take this global view, or assume - wrongly - that the American view equals the global view.

So bravo to the two editors in chief for the direction taken, and bravo to ACM, the publishers, of providing them with this opportunity.

thank you