Richard I. Anderson
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BREAKING UP IS HARD TO DO
Designing the User Interface

Ben Shneiderman
Head, Human-Computer Interaction Laboratory

Department of Computer Science
University of Maryland
College Park, MD 20742

Pacific Bell
February 8, 1989
The Three Pillars of Successful User Interface Design

Shneiderman, B. (October 5, 1988) New user interface ideas and hypertext. User Interface Strategies '88, NTU.
The Three Pillars of Successful User Interface Design

Schneiderman, B. (October 5, 1988) New user interface ideas and hypertext. User Interface Strategies '88, NTU.
"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 Kolk 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.
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 professionals find themselves marginalized in their organizations? This workshop is intended for anyone who wants to understand the current state of user experience in the corporate world and learn strategies for improving it.

How would you rate this class topic?

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

Sept 8
Saturday, September 8, 9am-2pm
With a one-hour break for lunch

Tuition: Special short notice price: $150
Register

University Settlement
273 Bowery @ Houston [map] [subway directions]

Who would benefit?
This workshop is intended for anyone who wants to improve the user experience of their products or services.
Moving UX into a Position of Corporate Influence: Whose Advice Really Works?

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...

Richard I Anderson
Riander
San Rafael, CA USA

Shauna Sampson Eves
Blue Shield of California
San Francisco, CA USA

Jeremy Ashley
Oracle
Redwood Shores, CA USA

Manfred Tscheligi
CURE
Wien, Austria
standing in for
Tobias Herrmann
mobilitronustria
Wien, Austria

Justin Miller
eBay
Bern, Switzerland

Jim Nieters
Cisco
San Jose, CA USA

Soci Tabli Watson
Wells Fargo
San Francisco, CA USA
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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“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.”

Richard interviewing Don Norman, Stanford University, October 2004
"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 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.

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 creating the customer experience.
January, 1994

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Issue Features

A wimp no more: the maturing of user interface engineering
Bill Curtis, Bill Hefley

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Karen Frenkel

A discipline of software architecture
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Brad Myers

Making it Macintosh: designing the message when the message is design
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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
Optimistic Futurism

Richard Seymour

Richard Seymour, co-founder of the well-known product design firm 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 nice we work, but what we choose to work hard on.

Click here to continue exploring "Optimistic Futurism".
“Who reads *interactions* now? The believers, the already committed. We preach to ourselves. No wonder the field has minimal impact.”

*Don Norman, January 2008*
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 95, 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 his success, he often feels the technology that consumes 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, massaged 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 tiny soft balls on wheels to imagining computer mice that sprout wings, all to “keep their mice safe from falling on the floor and breaking.”

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. These 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 these 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 75.

This 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 “having the dreams of others” is something perhaps as important as achieving your own dreams [4]. As interaction professionals, there is nothing more important we can do than understand users’ lifelong interactions with 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
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