The `Big Picture:

How UX Affects Almost Everything

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Making UX a Core Competency

Google: Ten things we know to be true

"#1: **Focus on the user and all else will follow.**"

LUCID – A Framework for Organizing the Entire Range of UX Activities

A comprehensive framework can help you:

- organize your UX activities
- communicate with your team
- connect with other peers and stakeholders

Obviously, UX is about **customer satisfaction**.

much more than

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UX improves team performance

- UX improves clarity and communication.
- This leads to better alignment in the project team.
- And clearer communication with stakeholders

UX leads to better decisions and better outcomes.

UX crosses organizational silos

Although you may be focused on building a website, the website is part of a **larger universe**.

The customers journey can involve many touchpoints that involve different organizational units and business processes.

UX can help you build a seamless experience that transcends organizational silos.

UX is a strategic opportunity

To achieve the benefits of UX,
everyone involved,
designers, developers, and stakeholders,
needs to **understand the big picture**.

How do we communicate the big picture to a diverse group which may include:

developers ● operations ● marketing ● sales
executives ● lawyers ● educators ● subject matter experts

well, you get the idea…

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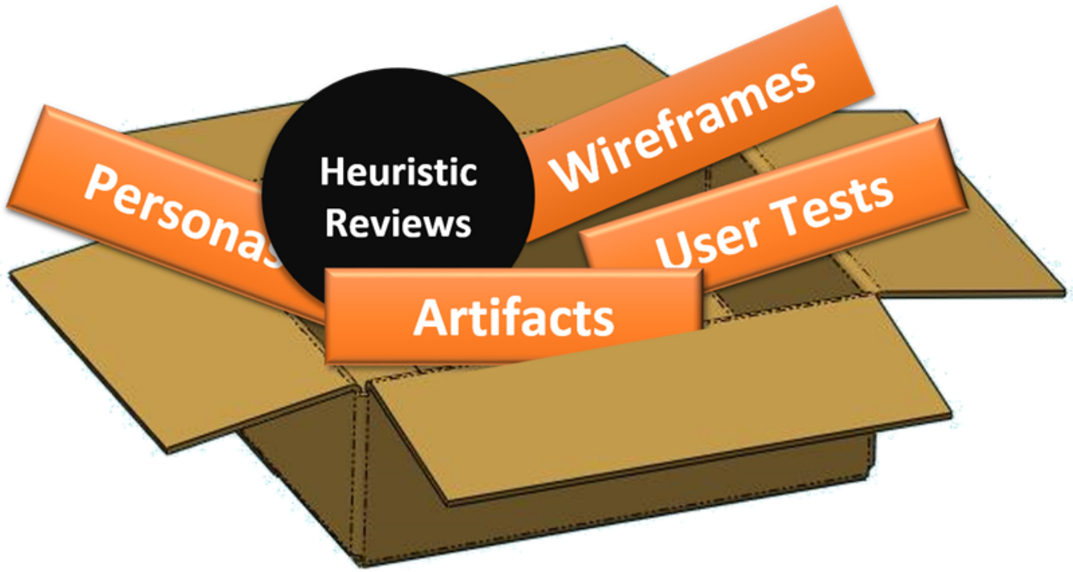
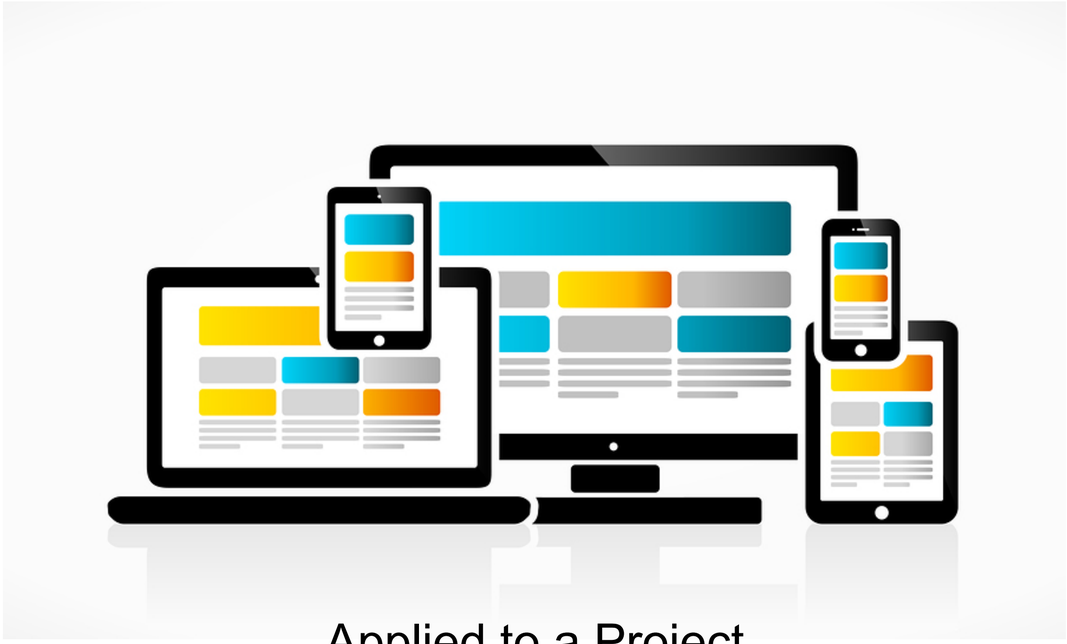
That’s the problem we set out to solve.

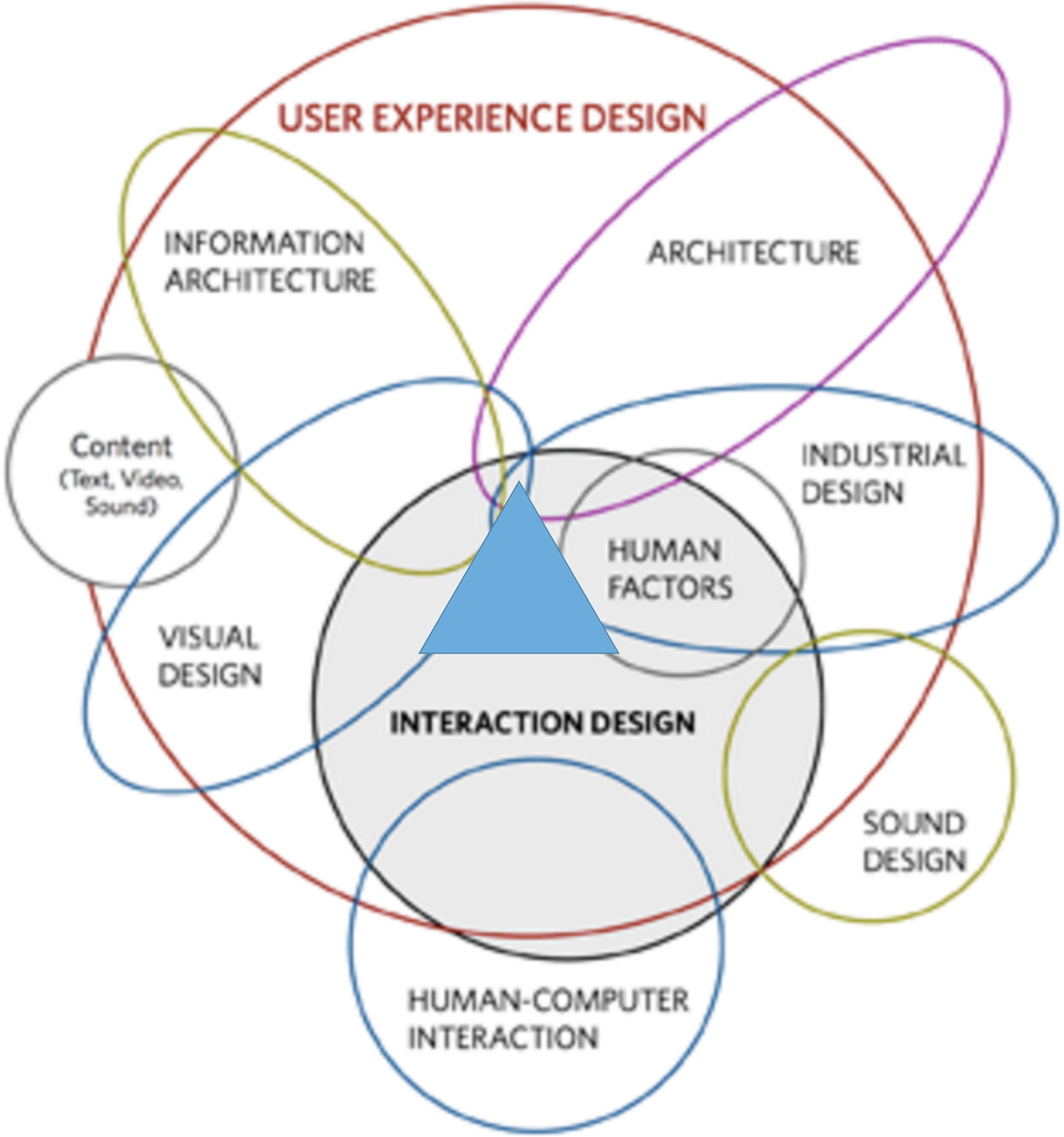
UX in the Small



A collection of techniques



Applied to a Project



Dan Saffer, Designing for Interaction

Every UX question has the same answer:

It
Depends!

Needed: A UX Framework

- A basic conceptual structure that defines activities and flow
- Shows how activities interrelate
- Serves as scaffolding on which you can hang specific techniques

Framework

- Provides structure and guidance without being too rigid and prescriptive

Methodology

- A systematic way of proceeding. More rigid and prescriptive than a framework but less detailed than a process.

Process

- Well-defined series of steps and decisions. A path that you follow.

LUCID

Logical

Decisions are made on the basis of critical thinking.

User **C**entered

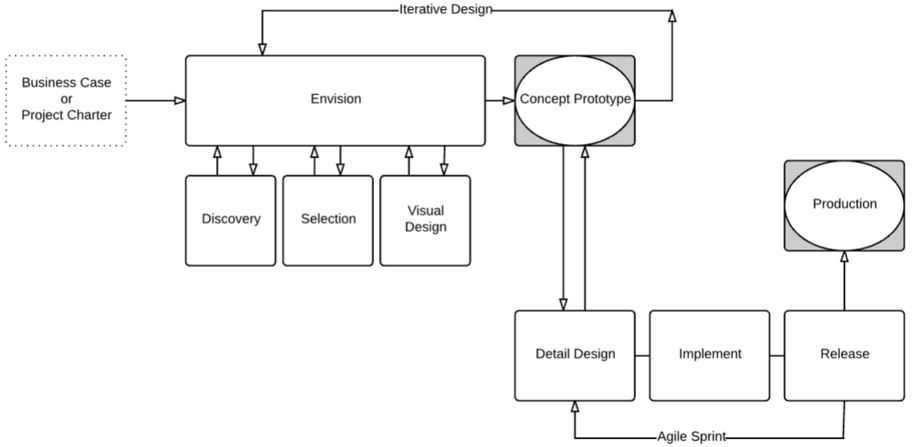
The value structure that underlies decisions favors the user over business and technology concerns.

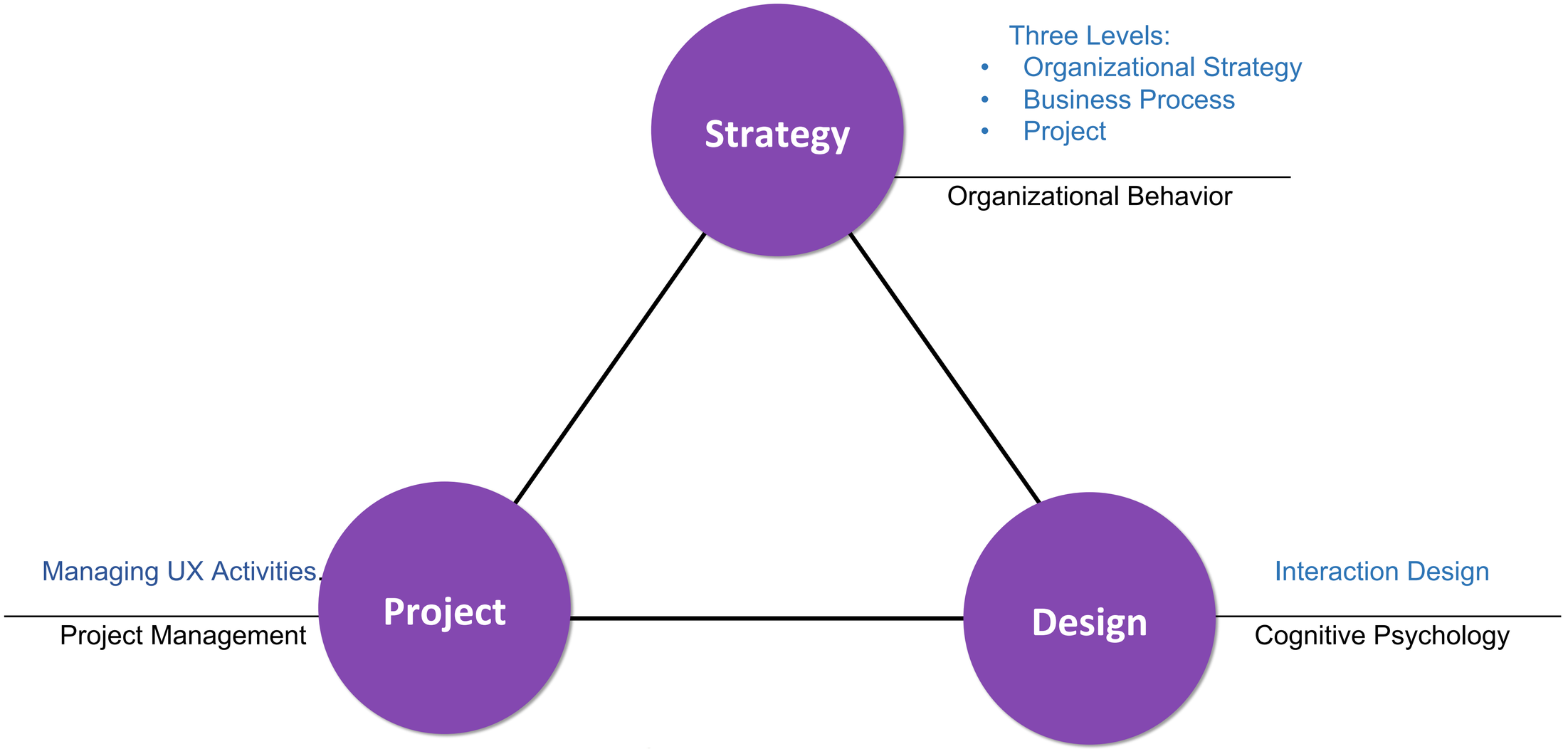
Intuitive **D**esign

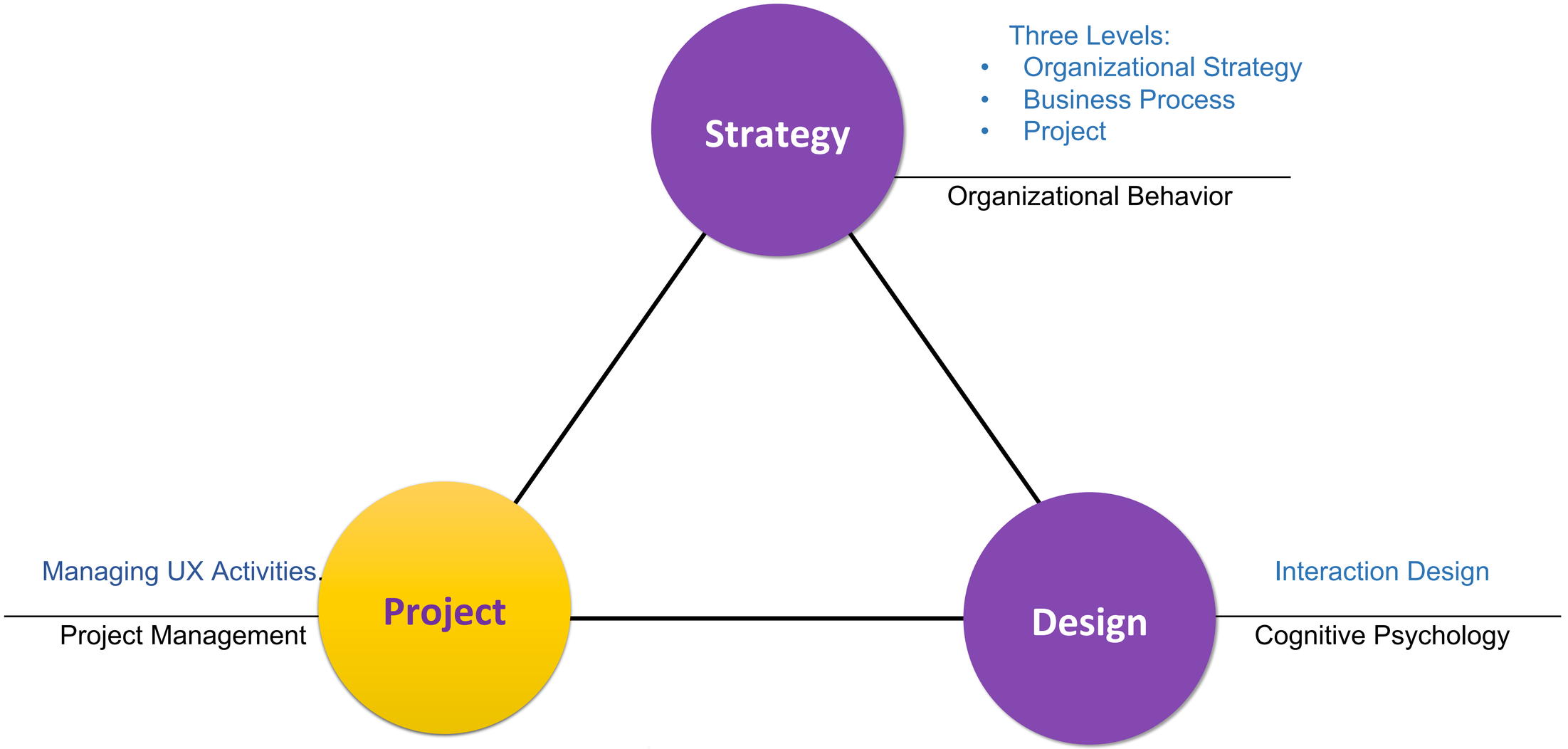
The goal of the framework is to produce products that fit users' mental models so they are easy and intuitive to use.

LUCID = Clarity

How LUCID has Evolved (1992-2016)




Strategy
Three Levels:
• Organizational Strategy
• Business Process
• Project
Organizational Behavior
Project
Managing UX Activities.
Project Management
Design
Interaction Design
Cognitive Psychology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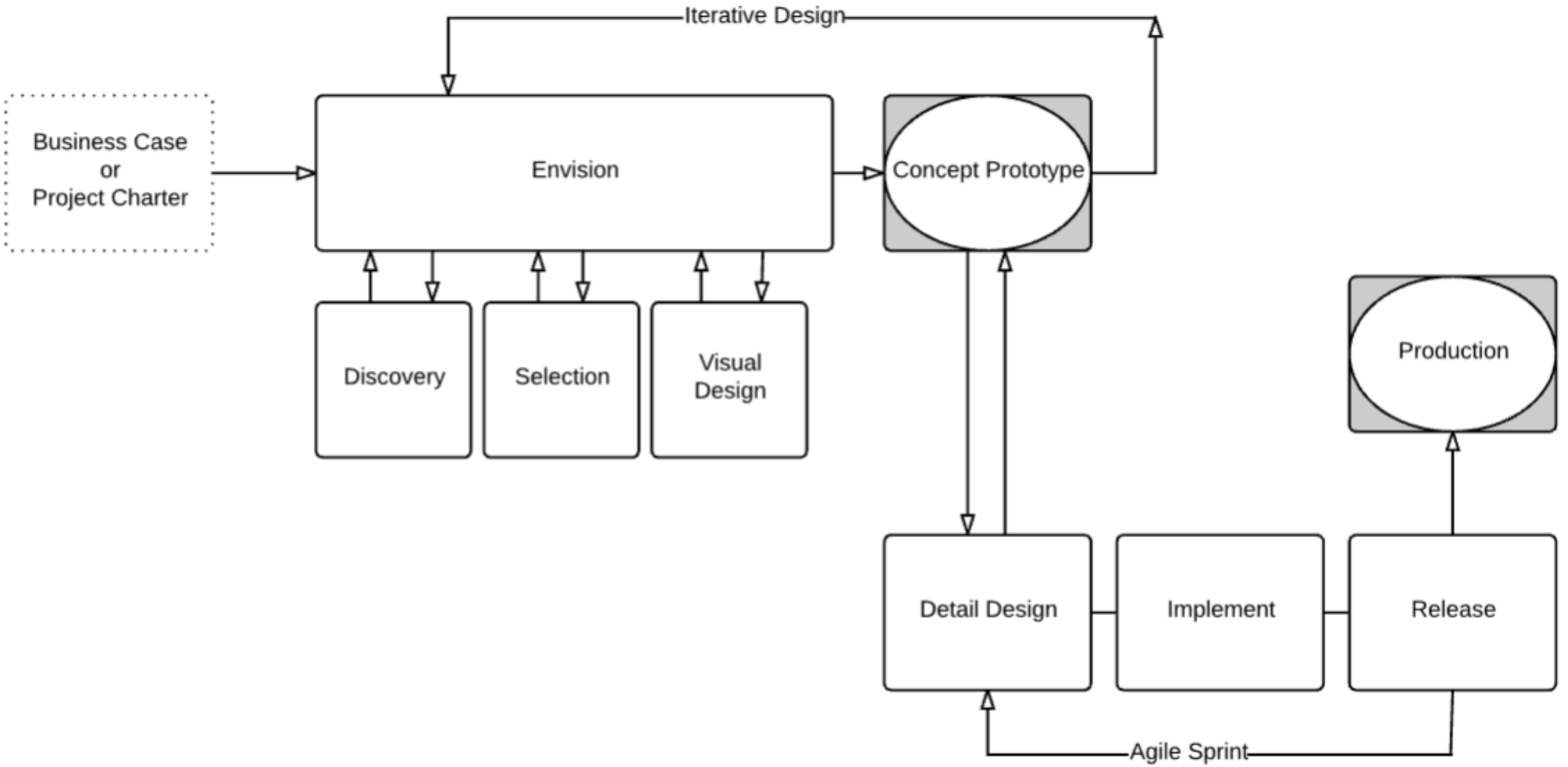
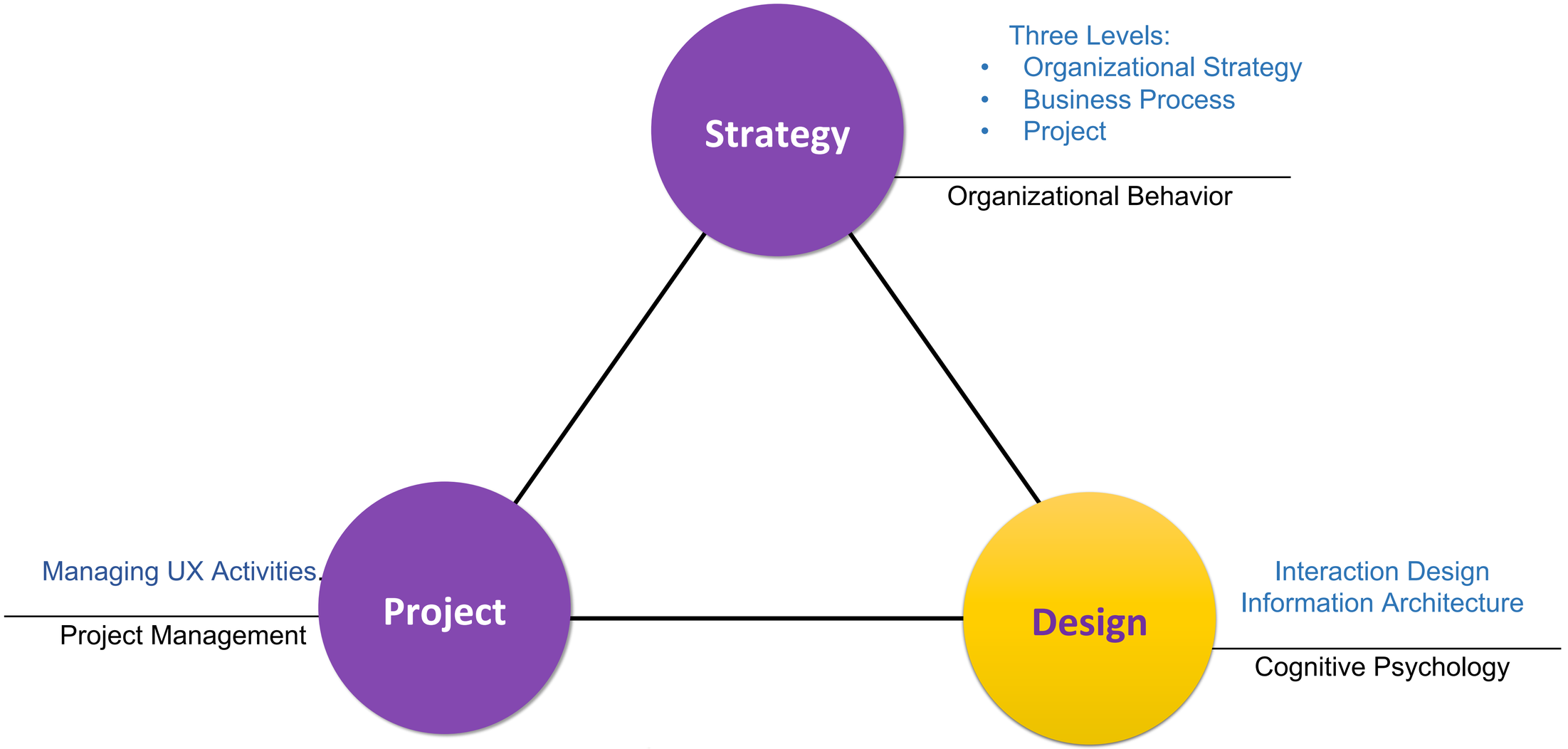
Envision

Implementation


Iterative Design
Business Case
or
Project Charter
Envision
Concept Prototype
Discovery
Selection
Visual
Design
Production
Detail Design
Implement
Release
Agile Sprint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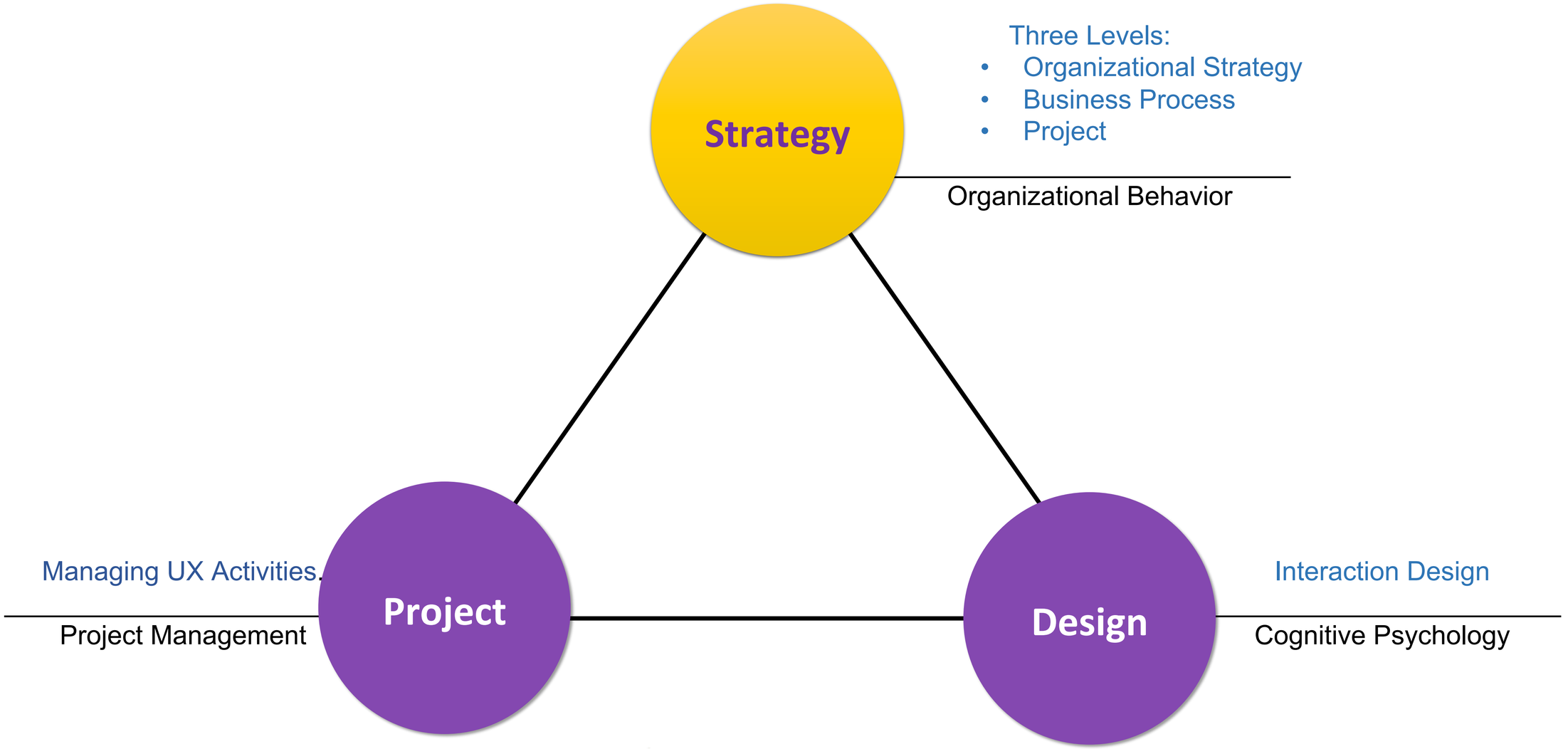
Interaction Design
Information Architecture
Cognitive Psychology

Interaction design and information architecture, based on a foundation of cognitive psychology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• Project
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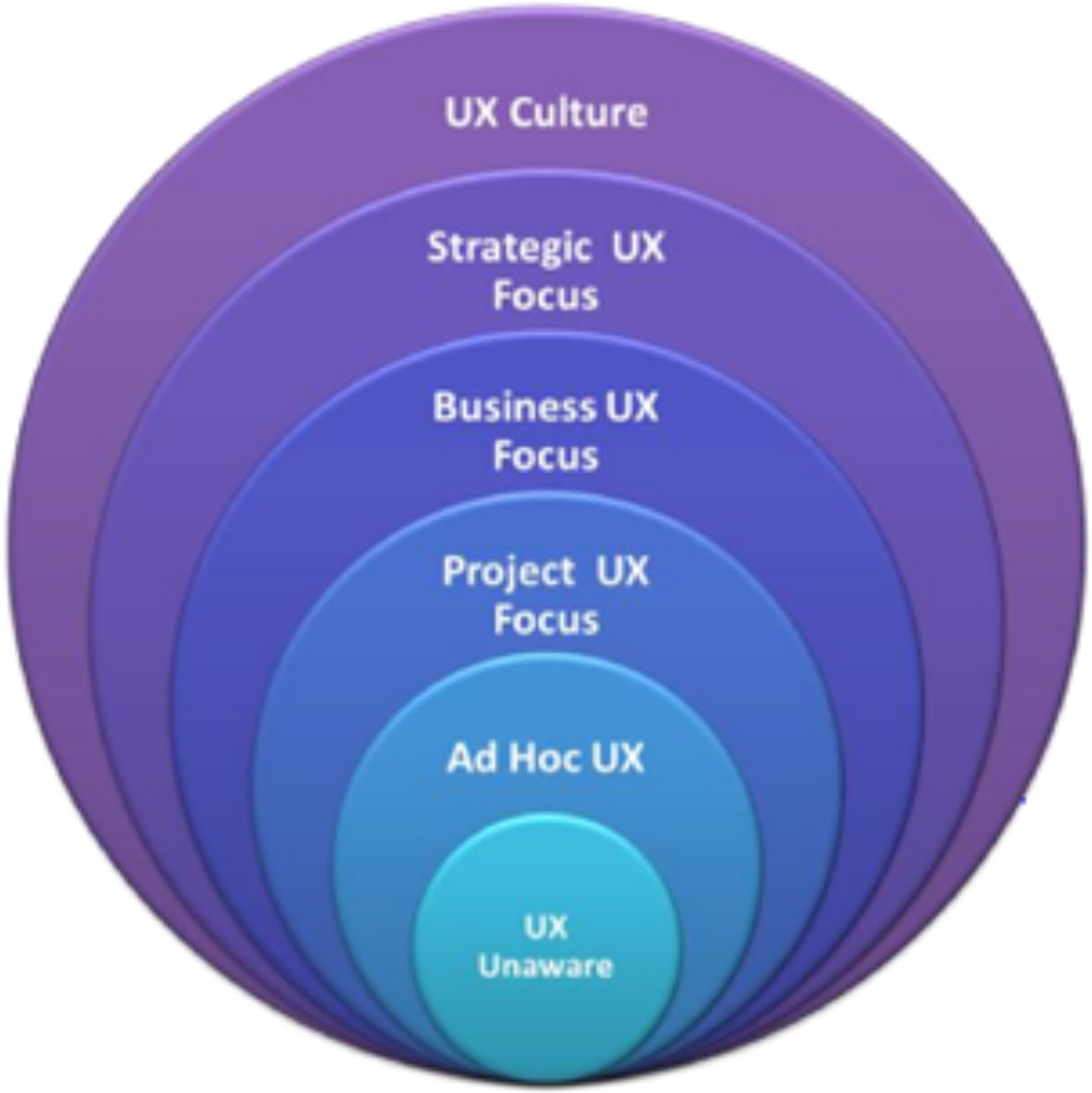
Project
Managing UX Activities.
Project Management
Design
Interaction Design
Cognitive Psychology

Organizational Strategy
Business Context
Project & Team

UX Maturity


UX Culture
Strategic UX Focus
Business UX Focus
Project UX Focus
Ad Hoc UX
UX Unaware

Where is this all going?

Organize your UX Activities

Provide templates and tools

Remain flexible and agnostic

Become a teacher

Use the LUCID Framework help project managers and teammates:

- understand the big picture and
- integrate UX into the larger project management process.

SPRINTS are tomorrow!

Sprints affect pretty much everything

LUCID is available at ux.princeton.edu

Contact us at marya@princeton.edu ck8@princeton.edu

So How Was It? - Tell Us What You Think

Please share your feedback at:

https://events.drupal.org/neworleans2016/sessions/big-picture-how-ux-affects-pretty-much-everything

Thanks!