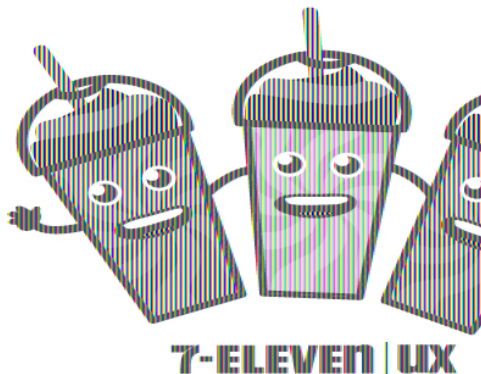




DESIGNING FOR DIFFERENCE

in the land of Slurpee















Information Architecture

**Who here has
Information Architect
or
Information Architecture
in your title, on your business card?**

**Who designs digital products or
services that people have
experiences with?**

“We are not information architects.... We are user experience designers.... This is the identity we must embrace. We create things that people use.”

- Jesse James Garrett



Information Architecture



Design for Difference



Information Architecture

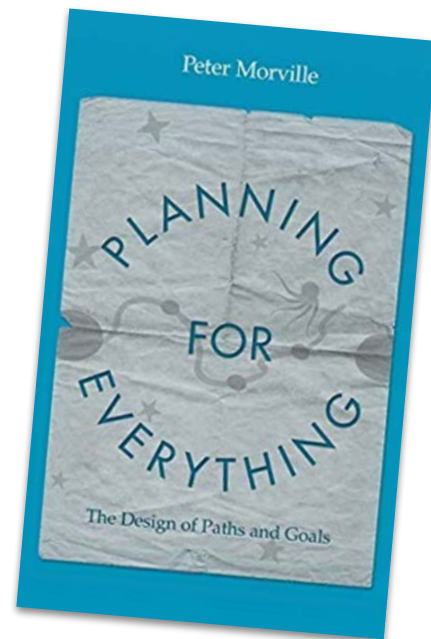


Design for Difference

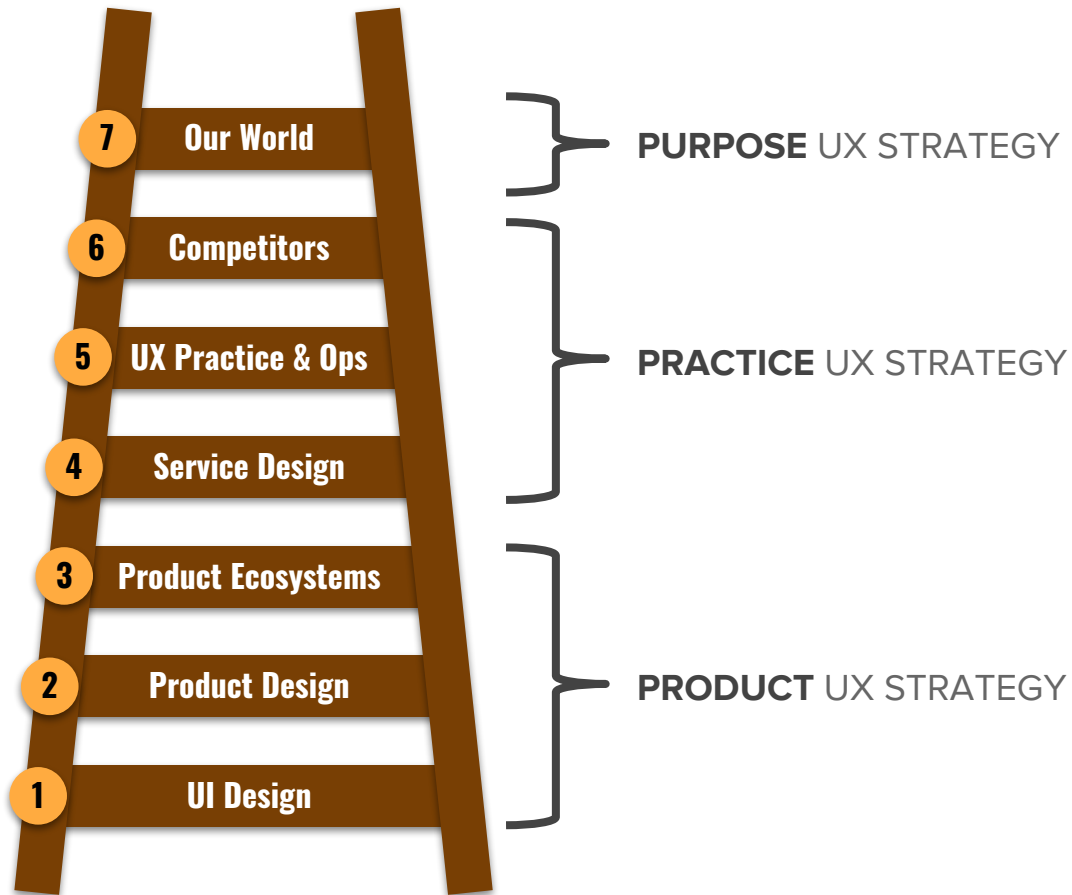
Strategize Full Stack

Strategize Full Stack

**“Design helps us solve
wicked problems by
exploring paths and goals.”
- Peter Morville**



Full Stack UX Strategy



Strategize Full Stack



Strategize Full Stack

marketing-specific strategy at both a product level and a corporate level, formulated by people who really understand those areas. There are really two different questions that a well-formulated UX strategy must address:

- How do we design the best user experience for a specific product?
- What is the best way to create and manage UX at a company?

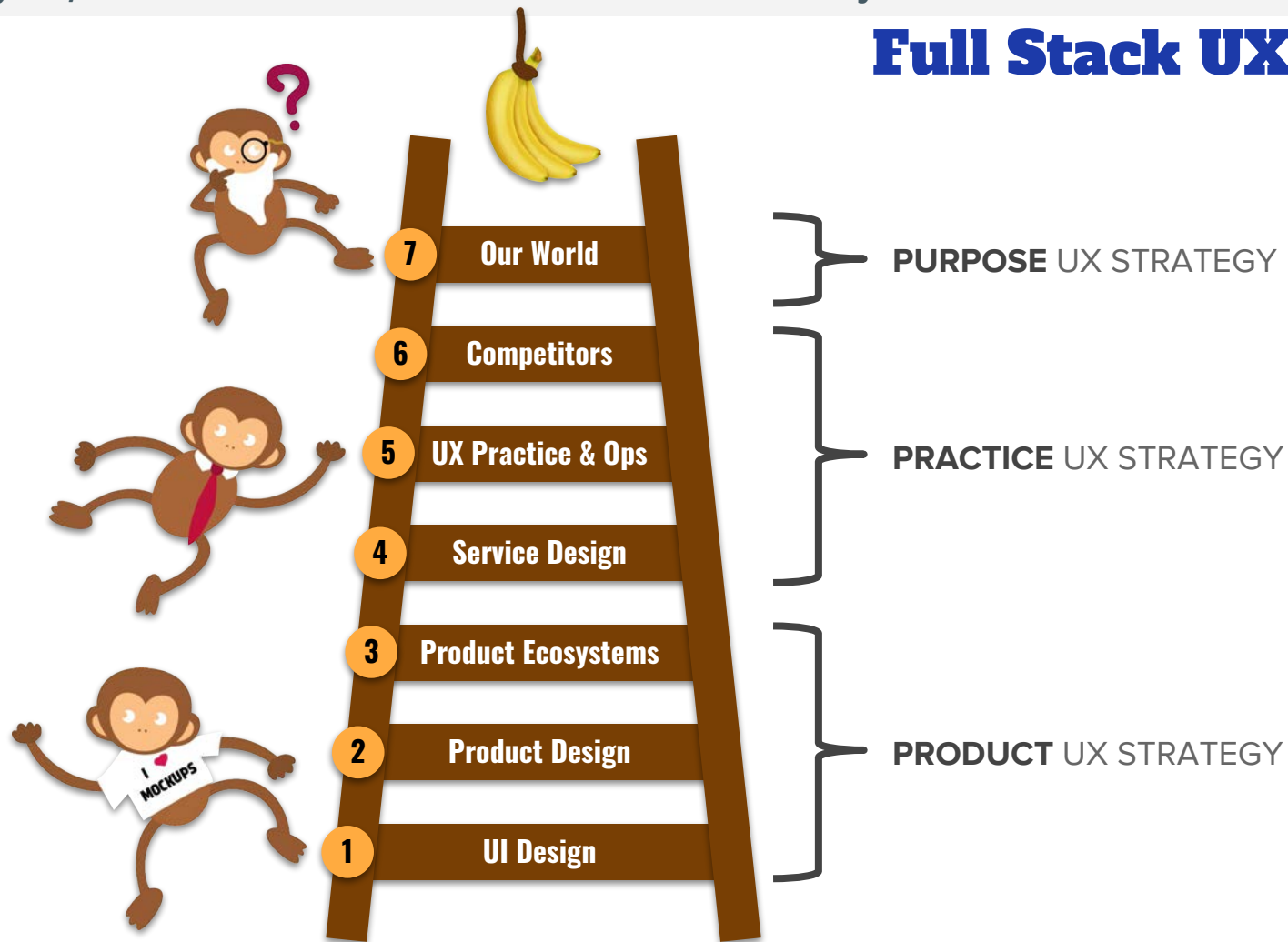
Note the interrelationship between these two questions. A UX strategy for a given project/product is obviously not just smaller in scope, but it is formed within the larger context of the company's UX strategy and corporate strategy.

Part of the reason the Lean UX and Lean Startup models exist is that startups by nature



<http://uxpamagazine.org/ux-strategy>

Full Stack UX Strategy



Strategize Full Stack

Always focused on features

**“We are now face-to-face
with the biggest challenge
of them all: to redesign
design to meet these
needs.”**

- Tim Brown

Lead collaboratively

Lead collaboratively



Lead collaboratively

Selfishly dictate design

“It’s not enough to merely learn specific skills to create a stunning user experience – you actually need to effectively work with people.”

- Marcin Treder

<https://designmodo.com/collaboration-user-experience-design-process>

Unconfound the overcomplicated









Unconfound the overcomplicated

Stump the customer with complexity

Change Account Password

font-size:   

To change your password, you must first enter your username and current password.
Fields marked with an asterisk (*) are required.

User ID: *

Current Password: *

Remember, passwords must be between 8 and 16 characters in length, and should contain a combination of characters, numbers, and special characters (!, @, #, \$, %, &, *). Passwords that contain letters and numbers and/or special characters are much more secure than letters alone. Passwords should never be normal words, names, or numbers, because they are weak and easily compromised.

Try to think of a short phrase you will remember that possibly uses numbers or special characters in place of letters or words. For example: @="letter "a" or "at", 2="to/too", 4="for/fore", and 8="ate". You can also use a letter as an abbreviated word, such as A="hey", B="be/bee", C="see/sea", I="eye", M="am", R="are", U="you", Y="why", and you can interchange "S", "\$" and "5", "o" and "0", "i" and "!", "H" and "#", etc.

Examples of strong passwords: (But don't use these, come up with something meaningful to you!)

Iwant2BlikeU!	"I want to be like you!"
1\$!s100PenKnees	"One dollar is one hundred pennies"
RU@w0rkRTn0w	"Are you at work right now"
750m!2g0	"750 miles to go"

New Password: *

Re-enter New Password: *

[Submit](#)

**“It is vain to do with more
what can be done with
less.”**

- William Of Occam c. 1287 – 1347

Reframe problems

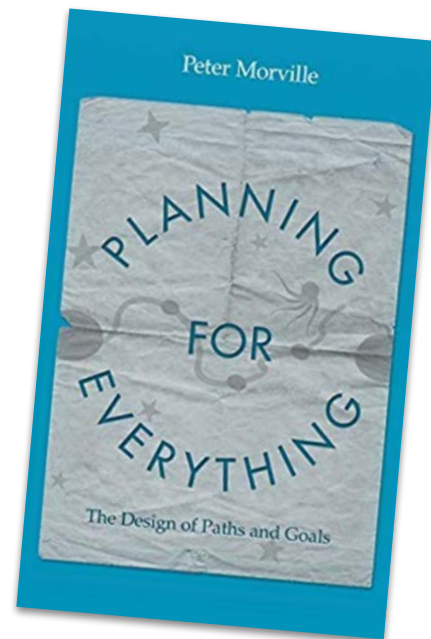
Reframe problems

The screenshot shows the National Cancer Institute (NCI) website homepage. The header features the NCI logo, the text "National Cancer Institute", "U.S. National Institutes of Health", and the website URL "www.cancer.gov". A search bar is located on the right. Below the header is a navigation menu with links: "NCI Home", "Cancer Topics", "Clinical Trials", "Cancer Statistics", "Research & Funding", "News", and "About NCI".

The main content area is divided into several sections:

- Quick Links:** Includes links to "Director's Corner", "Updates from the Director", "Cancer-related terms", "Funding Opportunities", "Research and training", "NCI Publications", "Order/download free booklets", "NCI Calendar", "Scientific meetings", and "Español" (Information in español).
- NCI Highlights:** Features "Highlights from ASCO 2008", "NCI's Working Group Report on Biomedical Technology", "The Nation's Investment in Cancer Research FY 2008", "NCI's Connecting the Cancer Community", "NCI Web Site Named Best in Customer Satisfaction", and "Press Highlights".
- 1 Types of Cancer:** Includes "Common Cancer Types" (Bladder Cancer, Breast Cancer, Colon and Rectal Cancer, Endometrial Cancer, Kidney Cancer (Renal Cell), Leukemia, Lung Cancer, Melanoma, Non-Hodgkin's Lymphoma), "Pancreatic Cancer", "Prostate Cancer", "Skin Cancer (Non-melanoma)", "Thyroid Cancer", "All Cancer Types", and "A to Z List of Cancers".
- 2 Clinical Trials:** Includes "Finding Clinical Trials", "Clinical Trial Results", "Learning About Clinical Trials", and "List a Trial in NCI's PDQ®".
- 3 Cancer Topics:** Includes "Treatment", "Prevention", "Genetics", "Causes", "Screening and Testing", "Coping with Cancer", and "Physician Data Query (PDQ®)".
- Feature:** Promotes the "NCI Cancer Bulletin" and the "2005 Webby Award Winner" for the "Best International Government Site".
- Web Site Winner:** Promotes the "2004 Freddie Award" for the "Best International Health & Medical Media Site".

The footer includes links for "NCI Home", "Text-Only Version", "Contact Us", "Policies", "Accessibility", "Site Help", and "Site Map". It also states "A Service of the National Cancer Institute" and features the "FIRSTgov" logo.



Reframe problems



<http://www.benjudy.com/human-centered-design-empathy-intellect-root-problems/>

Reframe problems

Hunches are your problem statements

“If I had an hour to solve a problem and my life depended on the solution, I would spend the first 55 minutes determining the proper question to ask, for once I know the proper question, I could solve the problem in less than five minutes.”

- Albert Einstein

Prioritize for people



Prioritize for people

Overload the roadmap





Must go faster!

“People ignore design that ignores people.”

- Frank Chimero

Empathize with everyone



TECH

7-Eleven starts experimenting with cashier-less checkouts

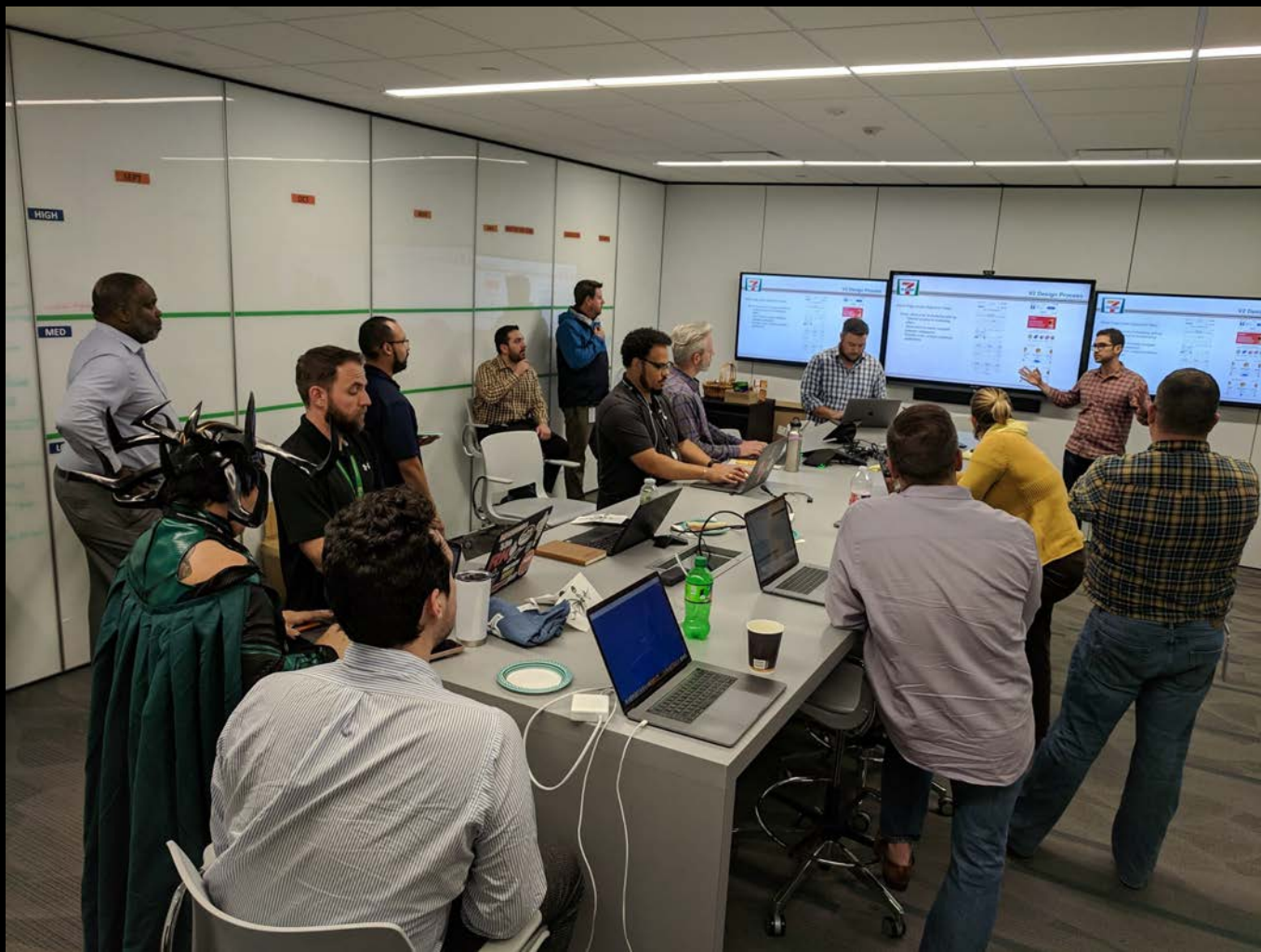
By Ashley Carman | @ashleyrcarman | Nov 5, 2018, 11:19am EST

   SHARE



“Left unchecked, technology turns people into proxies. That’s why it’s so crucial that we integrate empathy and compassion into the design process.”

- Whitney Hess



Empathize with everyone

Live unconcerned with others

Extinguish your ego



Extinguish your ego

“Everybody is wrong but me”

“If anybody here has trouble with the concept of design humility, reflect on this: It took us 5,000 years to put wheels on our luggage.”

- William McDonough

Keys to designing for difference

1. **S**trategize Full Stack
2. **L**ead collaboratively
3. **U**nconfound the overcomplicated
4. **R**eframe problems
5. **P**rioritize for people
6. **E**mpathize with everyone
7. **E**xtinguish your ego



Difference-Maker

Strategize Full Stack

Lead collaboratively

Unconfound the overcomplicated

Reframe problems

Prioritize for people

Empathize with everyone

Extinguish your ego

Just Another Faker

Always focused on features

Selfishly dictate design

Stump the customer with complexity

Hunches are your problem statements

Overload the roadmap

Live unconcerned with others

Everybody is wrong but me



Difference-Maker



THE KEY TO THE DOORS OF OPPORTUNITY



brought to you by your friends



This is a Pancake Bot.



It prints pancakes you design.

TWEET TO COMPETE



Send a Tweet with hashtag



#WIADcakes

Describe the custom designed pancakes you will print.

The most cleverest Tweet takes home the bot!

Questions? Comments?

