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

1. UI Design
2. Product Design
3. Product Ecosystems
4. Service Design
5. UX Practice & Ops
6. Competitors
7. Our World

PURPOSE UX STRATEGY
PRACTICE UX STRATEGY
PRODUCT UX STRATEGY
Strategize Full Stack

O'Reilly

UX Strategy

How to Design Innovative Digital Products That People Want

Jaime Levy

Foreword by Jason Cassida

See Workbook Data Sections 2 and 3
1. Read your persona definition
2. Create 5 semantic differential scales for your persona
3. Read research quotes and rank of your persona
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...
Full Stack UX Strategy

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PURPOSE UX STRATEGY
PRACTICE UX STRATEGY
PRODUCT 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
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 that 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
Reframe problems

How a failing Atlanta school cut its student turnover rate by nearly half

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
7-Eleven starts experimenting with cashier-less checkouts

By Ashley Carman | @ashleyrcarman | Nov 5, 2018, 11:19am EST
“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. **Strategize** Full Stack
2. **Lead** collaboratively
3. **Unconfound** the overcomplicated
4. **Reframe** problems
5. **Prioritize** for people
6. **Empathize** with everyone
7. **Extinguish** 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
This is a Pancake Bot.

It prints pancakes you design.

**TWEET TO COMPETE**

Tweet with hashtag **#WIADcakes**

Send a Tweet describing the custom designed pancakes you will print.

The most cleverest Tweet takes home the bot!
Questions?
Comments?