

UX Strategy

the secret sauce that defines the pixie dust

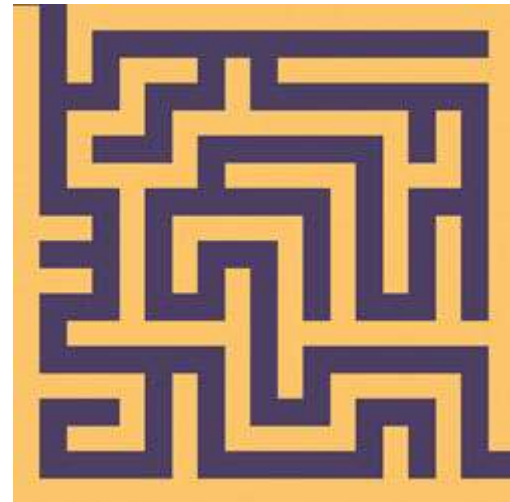
Eric Reiss

@elreiss

ProfsoUX

April 15, 2017

St. Petersburg, Russia



REAL

“Secret sauce”



UX Strategy

the secret sauce that defines the pixie dust

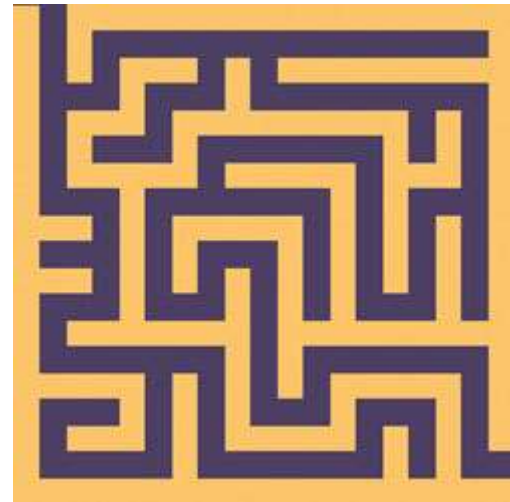
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Where do you start?

What do you do?

What *is* UX?

A simple definition of “UX”

- User experience is the sum of a series of interactions between
 - People
 - Devices
 - Events

What is the UX of St. Petersburg?



САНКТ-ПЕТЕРБУРГ

SAINT-PETERSBURG

citibank

citibank

citibank

01-8587



САВВА • ВВЕДЕНСКИЙ • HOTEL





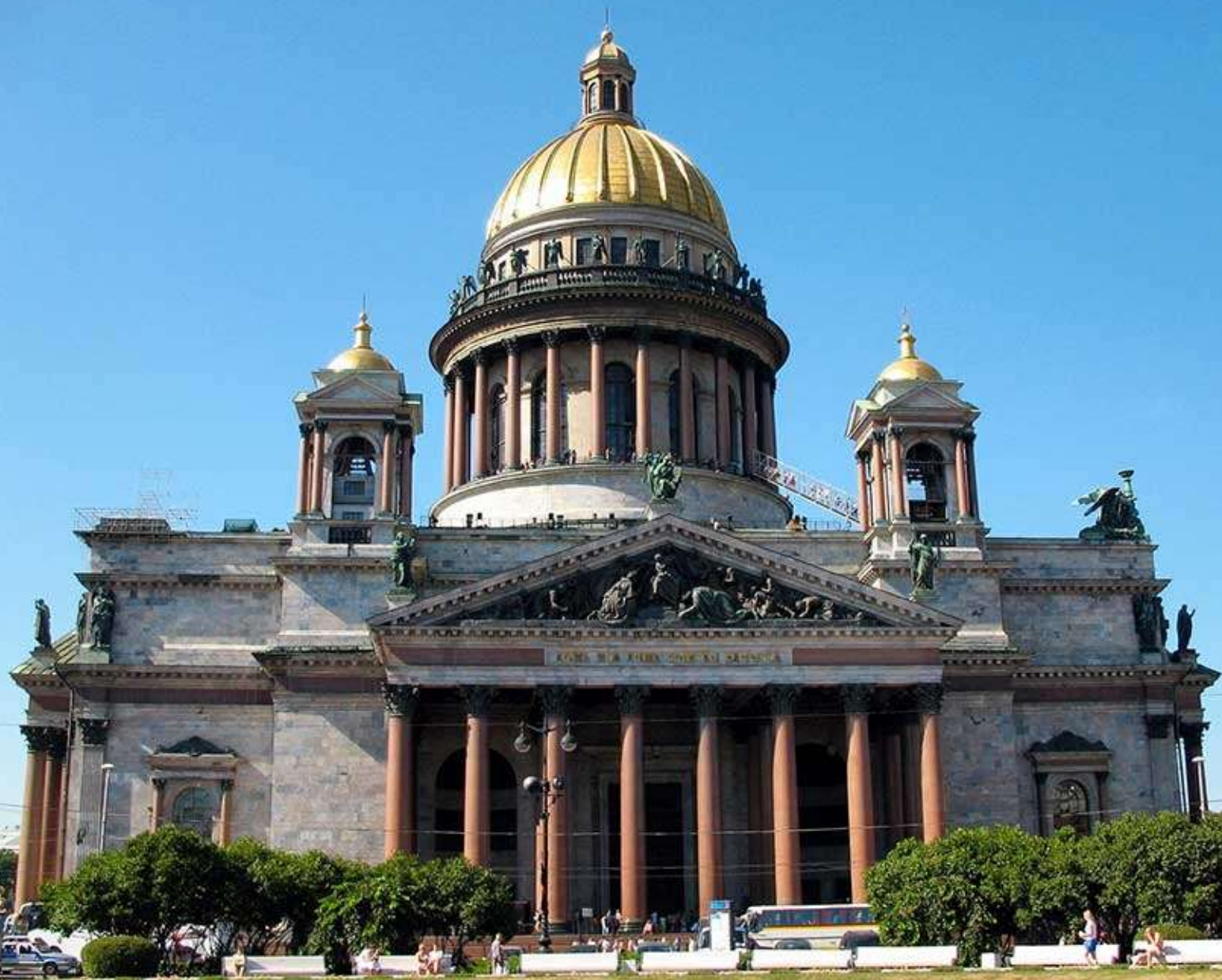




















But what if you live in St. Petersburg?





Теремок

ОСЛАБИТО РЕКОМЕНДУЕМ

ДЕСЕРТЫ

ВКУСНО, КАК ДОМА!

НАПИТКИ

СЫР	САЛАТЫ	ОСЛАБИТО РЕКОМЕНДУЕМ	ДЕСЕРТЫ	ВКУСНО, КАК ДОМА!	НАПИТКИ
135	155	102	77	97	КВАС
169	90	69	155	169	КОР
					ПЕПСИ





ДИКСИ

У СОСЕДА РЕМОТ ЗАВЕРШЕН!
приход**ДИКСИ**!



ДИКСИ

Просте Рице, Дикси









КОСМЕТИКА

ПАРКОВКА

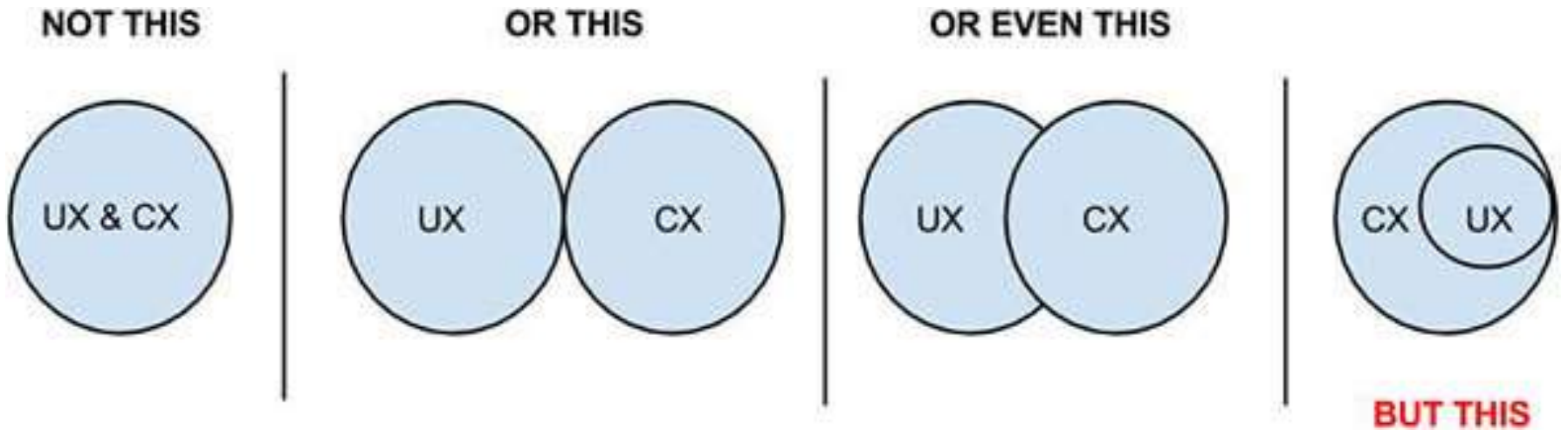




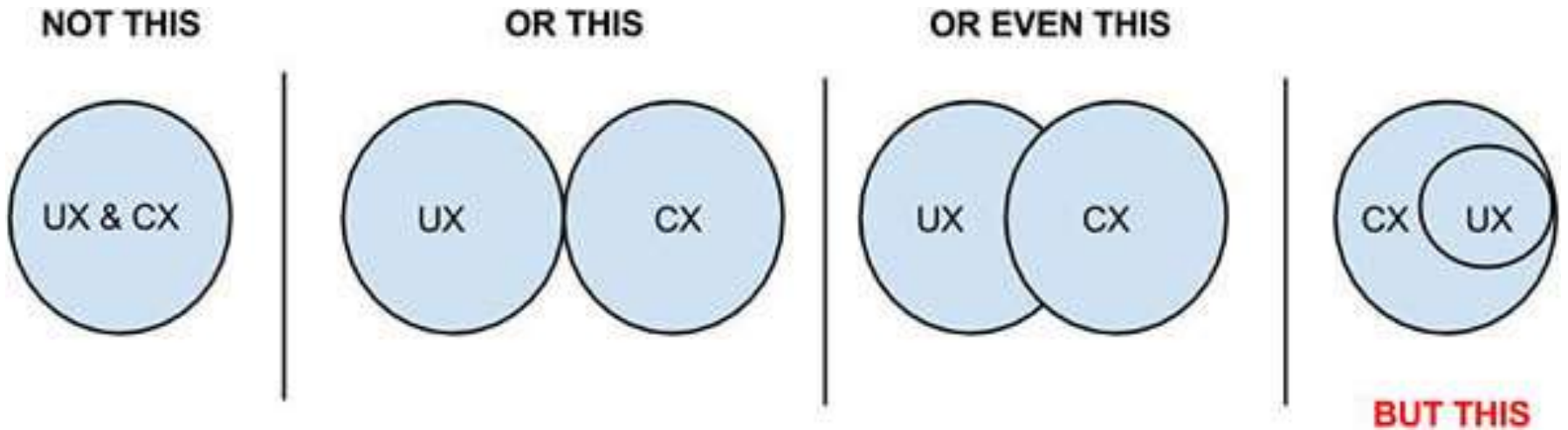
UX is situational



UX or CX?



Source: Megan Wilson at <http://ux.walkme.com/cx-vs-ux-please-explain/>



Source: Megan Wilson at <http://ux.walkme.com/cx-vs-ux-please-explain/>

UX or CX?

Customer = financial relationship

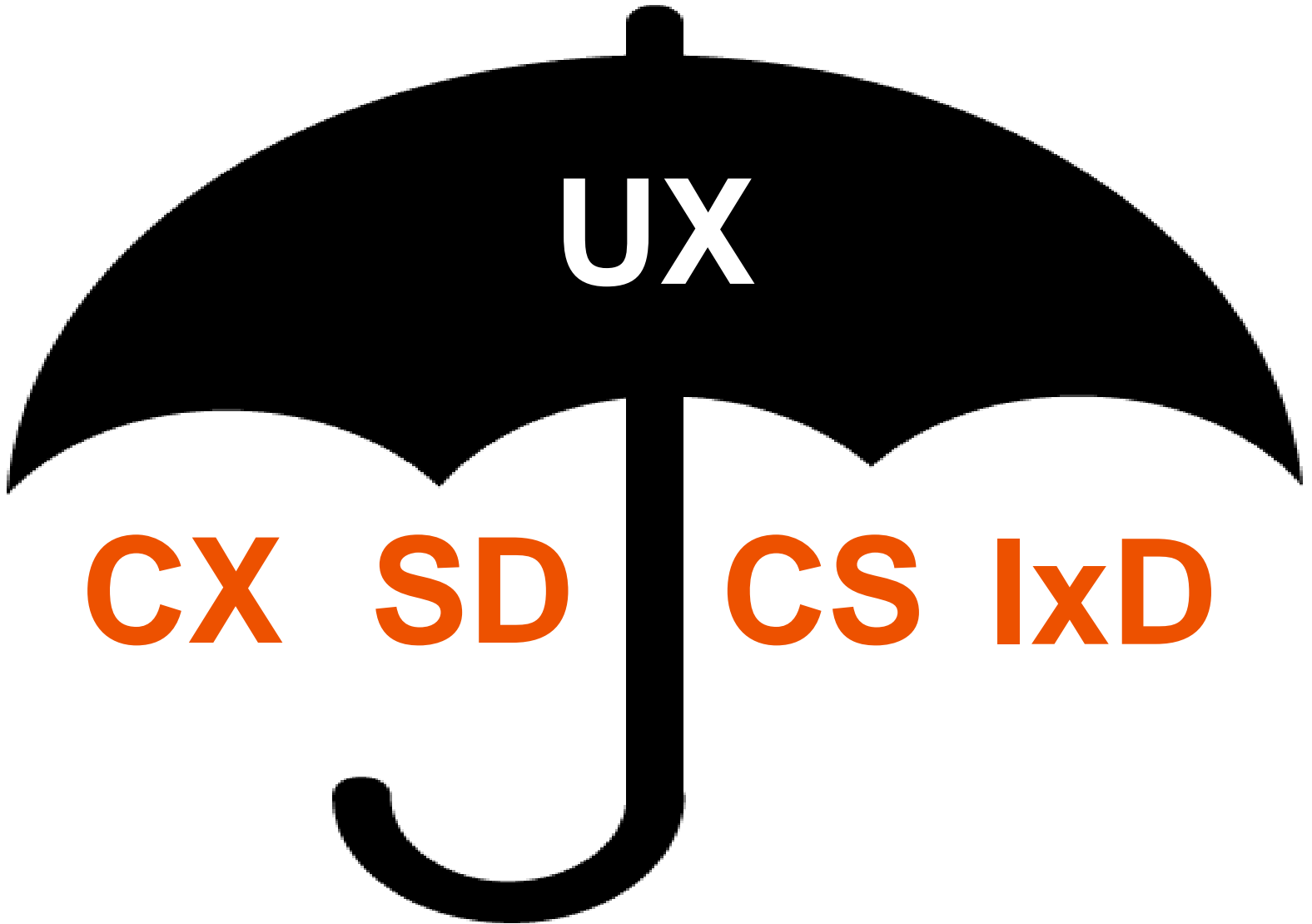
User = relationship with product/service







All users are customers.
Not all customers are users.



UX

CX

SD

CS

IxD

Where do you start?
What do you do?

Define your UX goals

Do your research





“This could be
SOOOOO cool!”





“We need to
build on our
momentum”



“This could be
SOOOOO cool!”



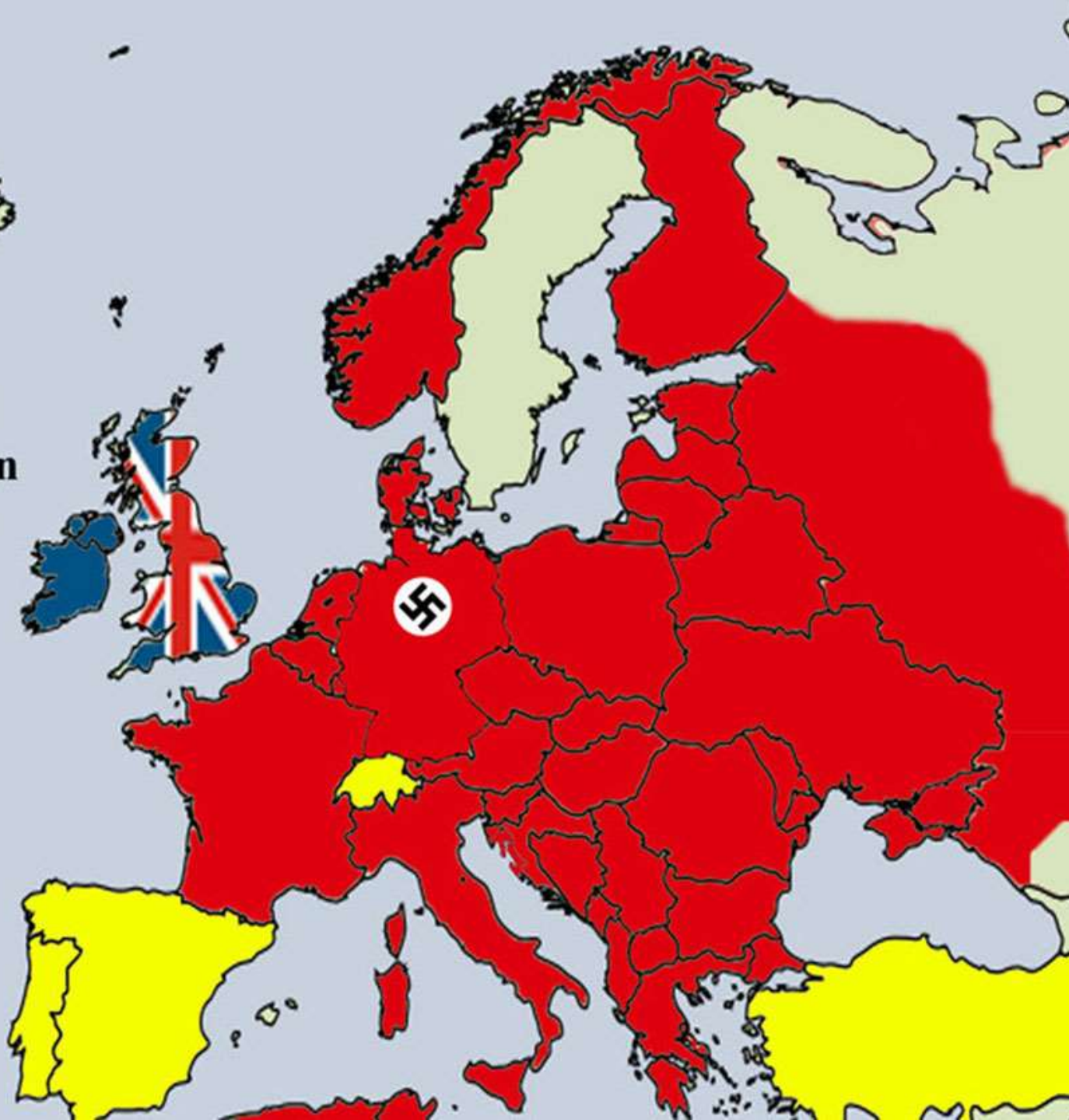


**So, let's talk about
“strategy” and “tactics”**

First, a war story...

**European Theater:
Prime Axis Expansion
During September
1942**

**Axis Powers Defeated:
1945**





Rome

LAZIO

MOLISE

CAMPANIA

Foggia

APULIA

BASILICATA

CALABRIA

Naples

Salerno

Bari

Taranto

Lecce

Cosenza

Catanzaro

Palermo

Messina

Catania

SICILIA

Adriatic Sea

Mediterranean Sea

Tyrrhenian Sea

Gulf of Taranto

Ionian Sea

MIRDITE

MAT

KRUJE

Tirana

ALBANIA

BERAT

FIER

VLORE

GREECE

**Opening a second front in Sicily was
strategic**

**Taking Messina was
strategic/tactical**

Generals decide
goals and strategies

Officers decide
strategies and tactics

NCOs decide
tactics

Fat guys behind rocks, **skinny guys** behind trees



So let's make this *personal*...
(when *you* are the whole army)



ПрофсоUX 17 КОНФЕРЕНЦИЯ #1

для UX-профессионалов в России



2017 2016 2015 2014 2013 2012 English

15 апреля 2017
пр. Медиков, д. 3
Пространство «Club House»
САНКТ-ПЕТЕРБУРГ

Программа **Регистрация** Эрик Райс Мастер-классы Доклады Докладчикам Партнёры Контакты

О КОНФЕРЕНЦИИ

ПрофсоUX — конференция для UX-специалистов, аналитиков, руководителей проектов / продуктов, дизайнеров, тестировщиков, разработчиков — позволит:



Быть в курсе UX-трендов: методик исследований, визуализации, инструментов;



От новичка до профи — и дальше! Понять, куда двигаться на разных этапах развития самому, а также как развивать команду / бизнес;



Познакомиться с UX-коллегами, заглянуть на рынок UX-вакансий.

Регистрация

Нас уже **314!**

О ПРОГРАММЕ



Встречайте кейспикера!

Эрик Райс

- ключевой доклад
- мастер-класс «Usable Usability»

Расписание

Открытие в 10:30, закрытие в 18:00.

[Посмотреть предварительное расписание](#)

[Посмотреть список утверждённых докладов.](#)

ПАРТНЁРАМ

Приглашаем вас [поддержать конференцию.](#)

Лучшие доклады ProfsoUX 16
[Фотоотчёт \(в социальных сетях\)](#)



Вступай в ПрофсоUX!



ОРГАНИЗАТОРЫ

ПАРТНЁРЫ

Why you decided to go to a conference is
a goal

What event you chose to attend is
strategic

How you choose your sessions is
tactical

Why you do something is your
goal

What you do is
strategic

How you do it is
tactical

Business plan



Business strategy



UX strategy



Products





The Business Strategy

- Financial goals
- Market development
- Action plan



The UX Strategy

- Value proposition
- Generic UX guidelines
- Governance structure

Let's look at these **points individually**

The value proposition

- a clear **definition** of the company's/brand's value proposition vis-à-vis the business plan
- a **statement** of what the user experience should bring customers/clients
- an **explanation** of how your company's products will continue to provide value in the future through UX.

Generic UX guidelines

- a clear **definition** of what you mean by “UX”
- a **decision model** that can help designers evaluate and prioritize their ideas/work
- a **simple list** of do’s and don’ts (or questions) that relate UX decisions back to the company/brand value

Let's look at these **points individually, too**

A simple definition of “UX”

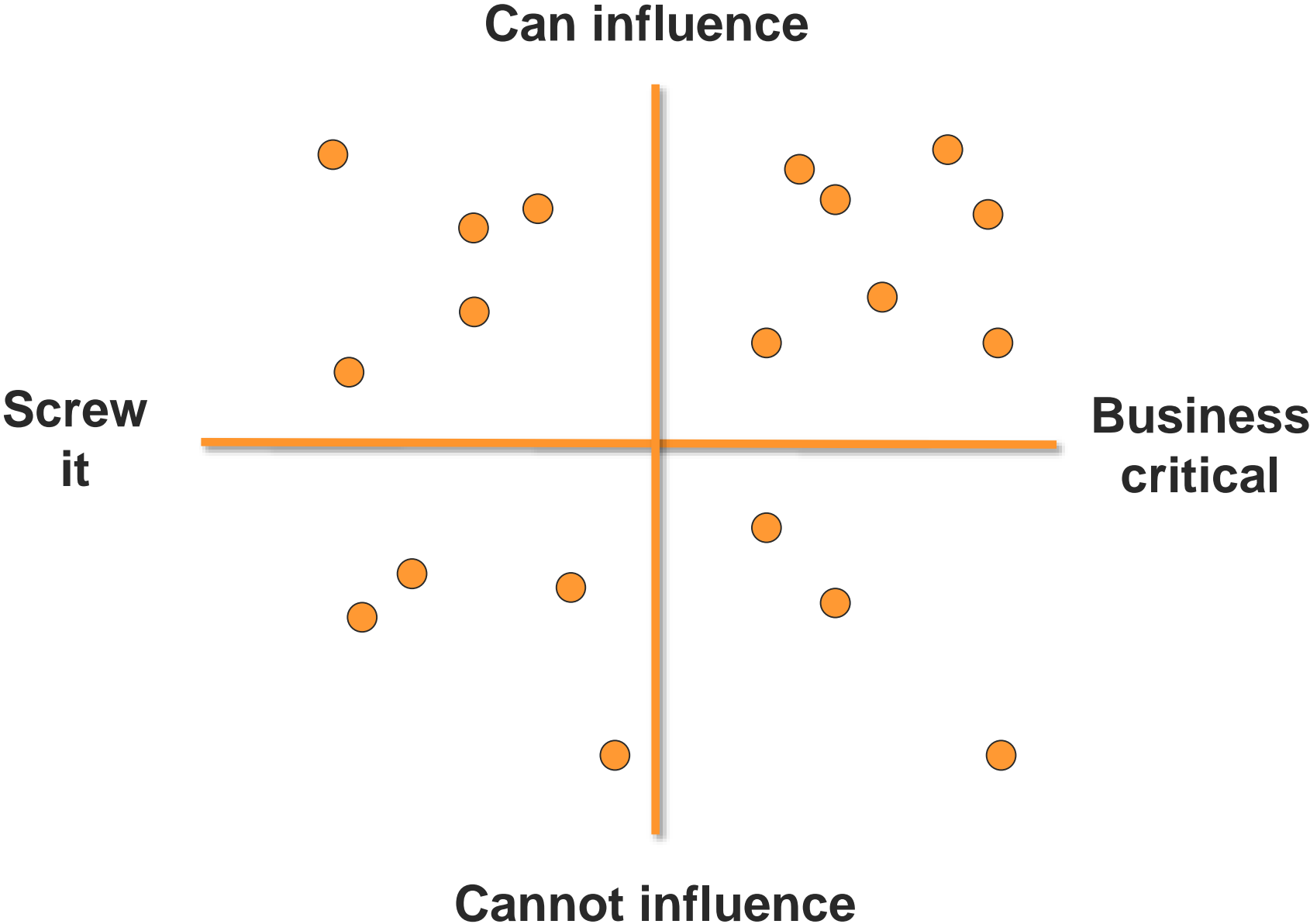
What it is

- User experience is the sum of a series of interactions between:
 - People
 - Devices
 - Events.

What we do

- **C**oordinate interactions that we can control
- **A**cknowledge interactions beyond our control
- **R**educe negative interactions

A simple decision model



A simple list (Yes or no? Why and how?)

The proposed project/feature makes things:

- Easier to use
- Easier to learn
- Encourages use
- More enjoyable
- Supports the value proposition

Try to be specific in the strategy document!

The governance structure

- Suggests a **chain of command**
 - Who is ultimately responsible
 - Who will do the actual work
- Insists on a **timeline**
- Provides **rules** to measure and optimize UX

A few pointers...

- Keep the solution simple – don't overthink it
- Keep it flexible – there is no *one* right way



A middle-aged man with a beard and glasses, wearing a brown suit, white shirt, and patterned tie, is smiling broadly and giving two thumbs up. The background is a plain, light-colored wall.

Tricky Ricky's UX Strategies

Call now on +45 20 12 88 44

A case story:

The AI Factory

AI Factory

- Home
- News
- AI Engines
- Engineering
- Competition
- Products
- Factory
- Us
- Contact
- Partners

Link to Home Page 

AI Production for Games

AI Factory are specialists in providing quality, casual AI game engines, superior AI characterisation and full 2D and 3D games for PC, console and mobile.

PRODUCT SCREENSHOTS - Artwork, models, rendering engines and AI created by AI Factory

REAL-TIME ENGINES



Business Partners:



September 2015:

AI Factory's new **Go-moku/Gomoku** game is a sister product to **Tic Tac Toe Universe** released in July, but adding 3 harder opponents and losing the 3 weakest from Tic Tac Toe Universe for





Other great games from AI Factory



Gin Rummy



Sticky Blocks



Tic Tac Toe



Move it!

Got it!

Backgammon

Got it!

Spades



Gomoku



Solitaire

Got it!

Chess

Got it!



Euchre



Four in a Line

Got it!



Sudoku

View All Games

Continue...

My guesses regarding AI's strategies

Our
Score
0

Don
Won: 0



Their
Score
2

Undo

Menu

Bill
D
Won: 0




Sarah
Maker ♣
Won: 0



Trump: ♣

10♥ J♦ A♦ 9♣ Q♣
Won: 0

7.0 MANCHESTER UNITED TIL AT SLA WOLFSBURG  Spil nu >>



EUCHRE



PLAYER SELECTION

Select a player for this seat!



Mary

play.
★★★★★

Wins: 0 Losses: 0



Rob

Full on competitive
player who won't hand
you any points!

★★★★★

Wins: 26 Losses: 27



Sarah

Solid player. No free
points here!

★★★★★

Wins: 81 Losses: 87



SOUTH

You

Menu

Our
Score
0

Don
Won: 0



Their
Score
2

Undo

Menu

Bill
D
Won: 0




Sarah
Maker ♣
Won: 0



Trump: ♣

10♥ J♦ A♦ 9♣ Q♣
Won: 0

7.0 MANCHESTER UNITED TIL AT SLA WOLFSBURG  Spil nu >>

Undo

Rob
-15 (0)



Menu

Bill
1 (0)



Select the 3 cards you wish to pass.

Pass Cards

Sarah
32 (0)



10♥ K♥ 3♣ 6♣ 7♣ 8♣ Q♣ 7♦ 8♦ 10♦ Q♦ 2♠ 9♠



14 (0)



Explore your interests on Twitter.

Cpu (1)



What's wrong with this picture?



Congratulations, you have won!
Tap Board To Continue...

You



Another case story:

The Mark Hopkins Hotel



MARK HOPKINS

MARK HOPKINS

MARK HOPKINS

GARAGE FULL



My guesses regarding MH's strategies





Ready. Set. Shop!

Experience San Francisco shopping at the world-renowned Bloomingdale's.
Enjoy the complimentary service of our multilingual experts,
and experience the magic of our unique in-store events.
Plus, mention you're a guest of the hotel/continental Mark Hopkins
San Francisco at our 17th floor Victoria Center, and receive a
15% off savings certificate* and a
signature gift with purchase.

Bloomingdale's San Francisco
841 Market Street, 415-876-5402

* See website for details and restrictions.

UX strategies fail when:

- They are not communicated correctly
 - Not all departments are “on the same page”
 - The senior directors are not involved at all
- The strategy is vague or unclear
- The strategy does not ensure measurability
- UX is considered a buzzword, not a tool

The 10 commandments of UX

1. Honour thy user's needs
2. Thou shalt not worship digital only
3. Thou shalt not kill truly cool ideas
4. Thou shalt not covet a UX team of one
5. Thou shalt not speak in UX tongues
6. Thou shalt look at the bigger UX picture
7. Thou shalt measure and optimise your UX
8. Thou shalt not reinvent the wheel
9. Thou shalt embrace KISS (keep it simple, stupid)
10. Honour thy company's value proposition

Inspired by (and partly plagerized from) the great Ronnie Battista

If you don't know **where** you're going,
you'll never get there.



Uncle Eric's hog's-breath-style BBQ sauce

- 1 cup packed brown sugar
- 1 1/2 cups Heinz Ketchup (use no other!)
- 3 tablespoons barbeque spice (Sexton, Santa Maria, whatever)
- 3 tablespoons vinegar
- 1 tablespoon sweet paprika
- 1 teaspoon fine salt
- 1/2 teaspoon each of:
 - white pepper
 - black pepper
 - cayenne
 - sweet chili
 - liquid smoke (optional)

Mix it all up in a pot over low heat. Let it simmer for about 15 minutes to make sure the sugar is completely dissolved. Stir regularly. Thin with bourbon as needed.

If you cannot get liquid smoke, use smoked paprika. This works well, too.

If you add a little canning preservative (typically sodium benzoate), you can keep this in the refrigerator indefinitely.

Do NOT use this like ketchup on a burger. You need to slather it on during the final minutes of cooking so the sugar caramelises and thereby cuts the sweetness a bit.

Спасибо!

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Some bonus material

UX is not a new discipline

50-year-old wearable



150-year-old infographic

CARTE FIGURATIVE des pertes successives en hommes de l'Armée Française dans la campagne de Russie 1812-1813.

Dressée par M. Minard, Inspecteur Général des Ponts et Chaussées en retraite.

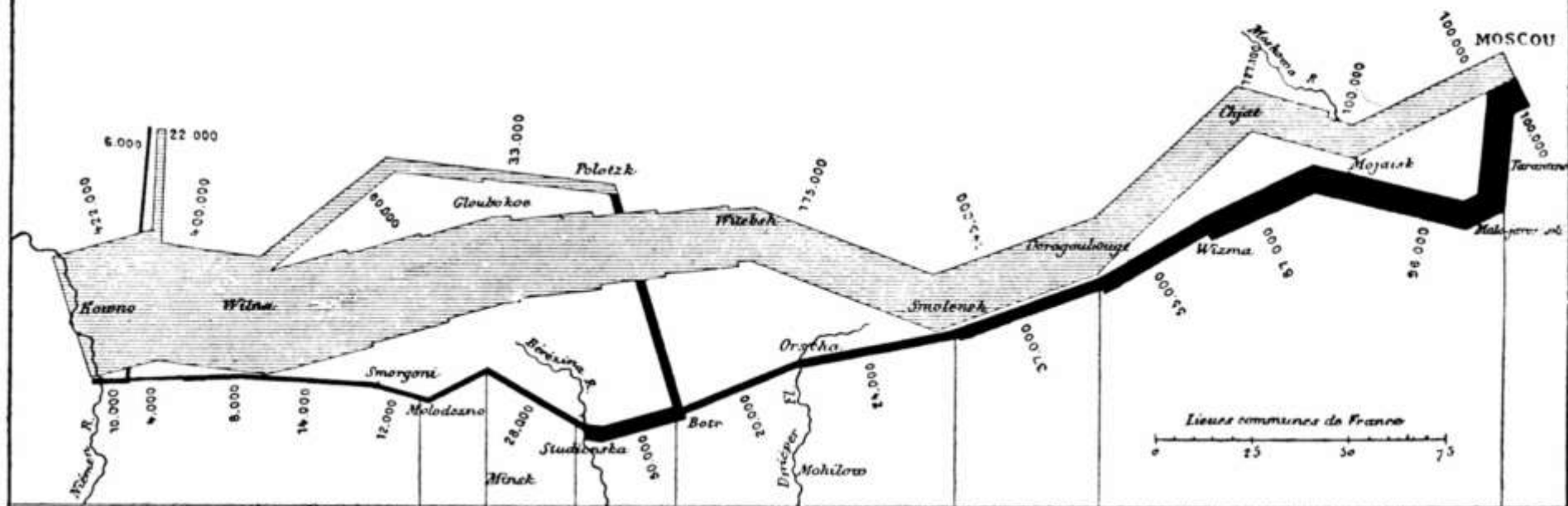
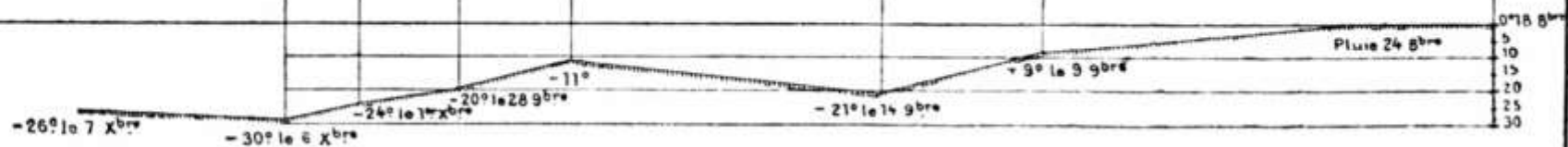
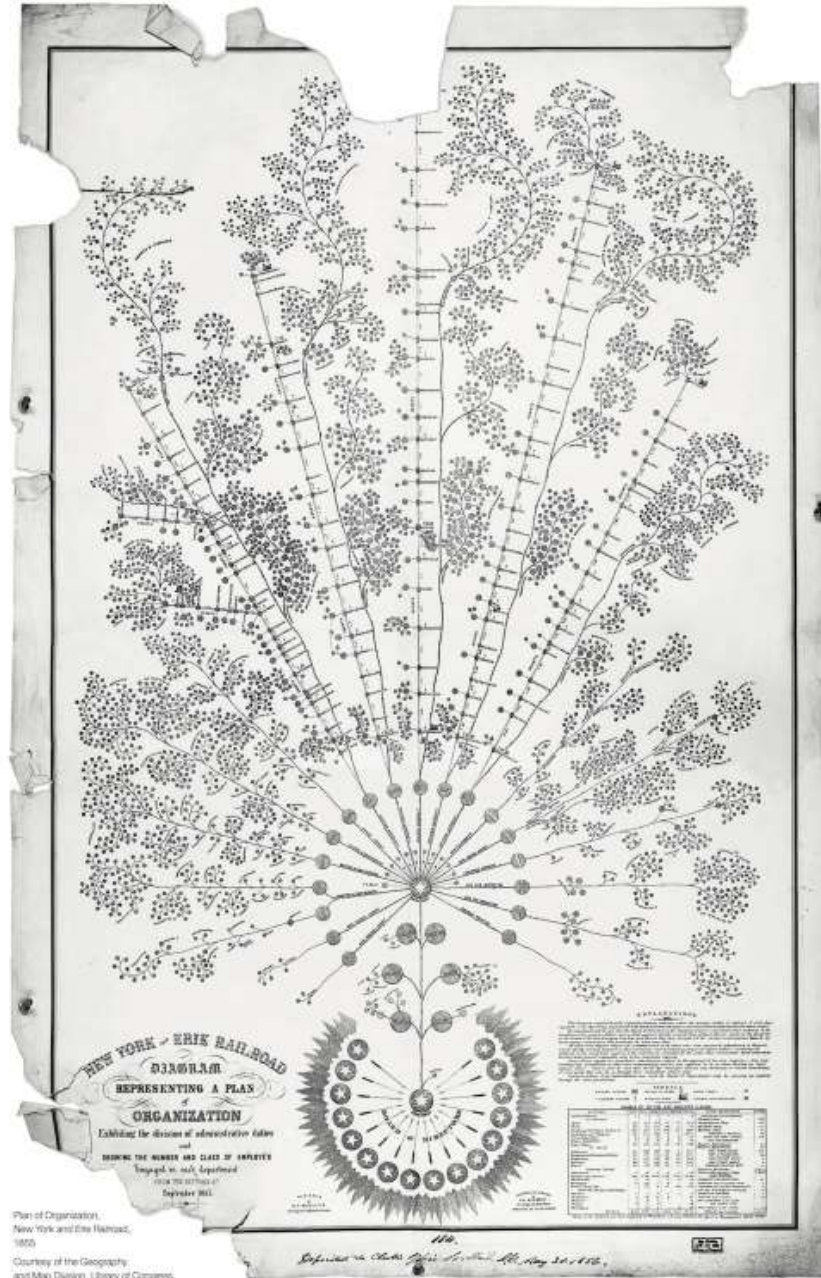


TABLEAU GRAPHIQUE de la température en degrés du thermomètre de Réaumur au dessous de zéro



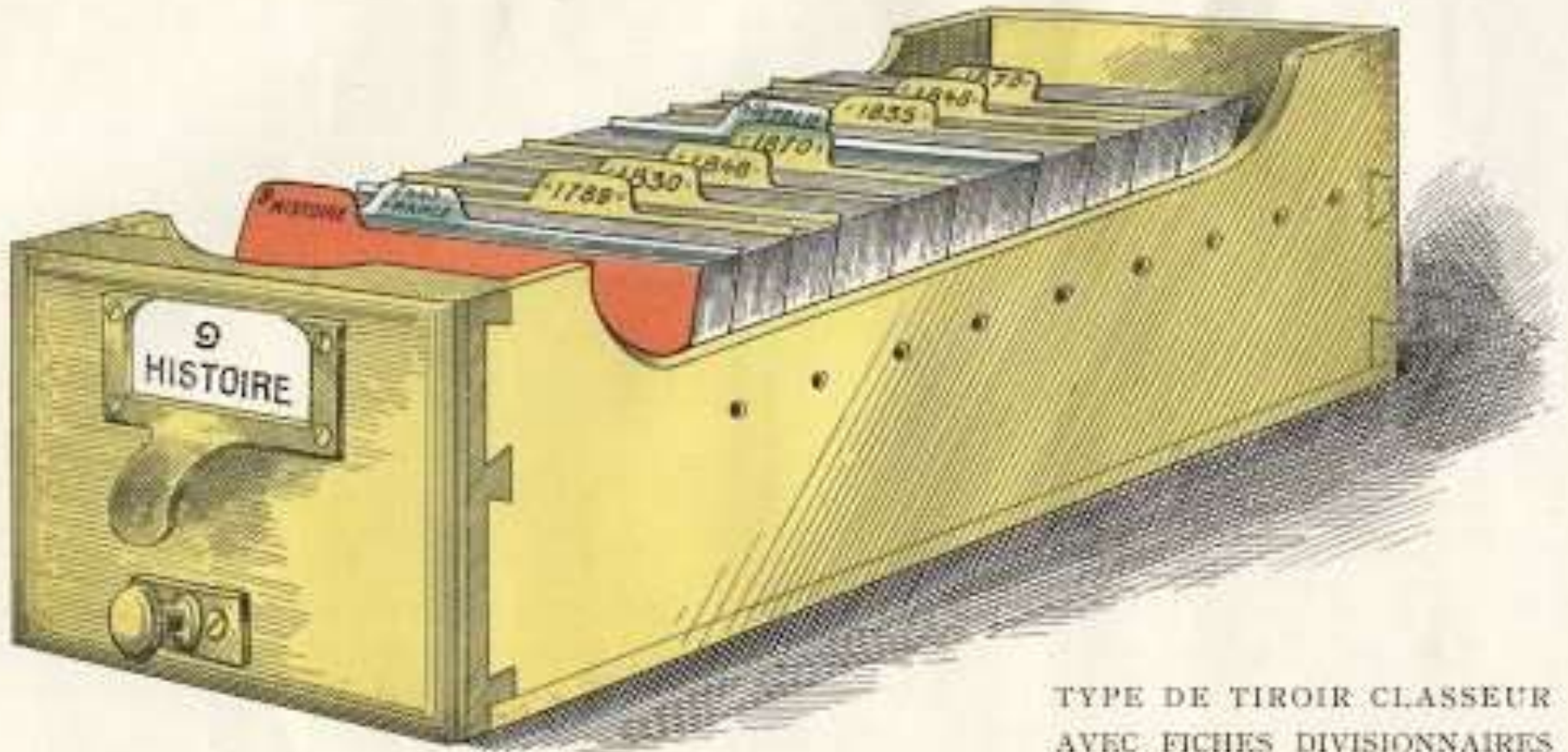
170-year-old sitemap



Plan of Organization,
New York and Erie Railroad,
1855
Courtesy of the Geography
and Map Division, Library of Congress.

220-year-old SEO project

PLANCHE III.

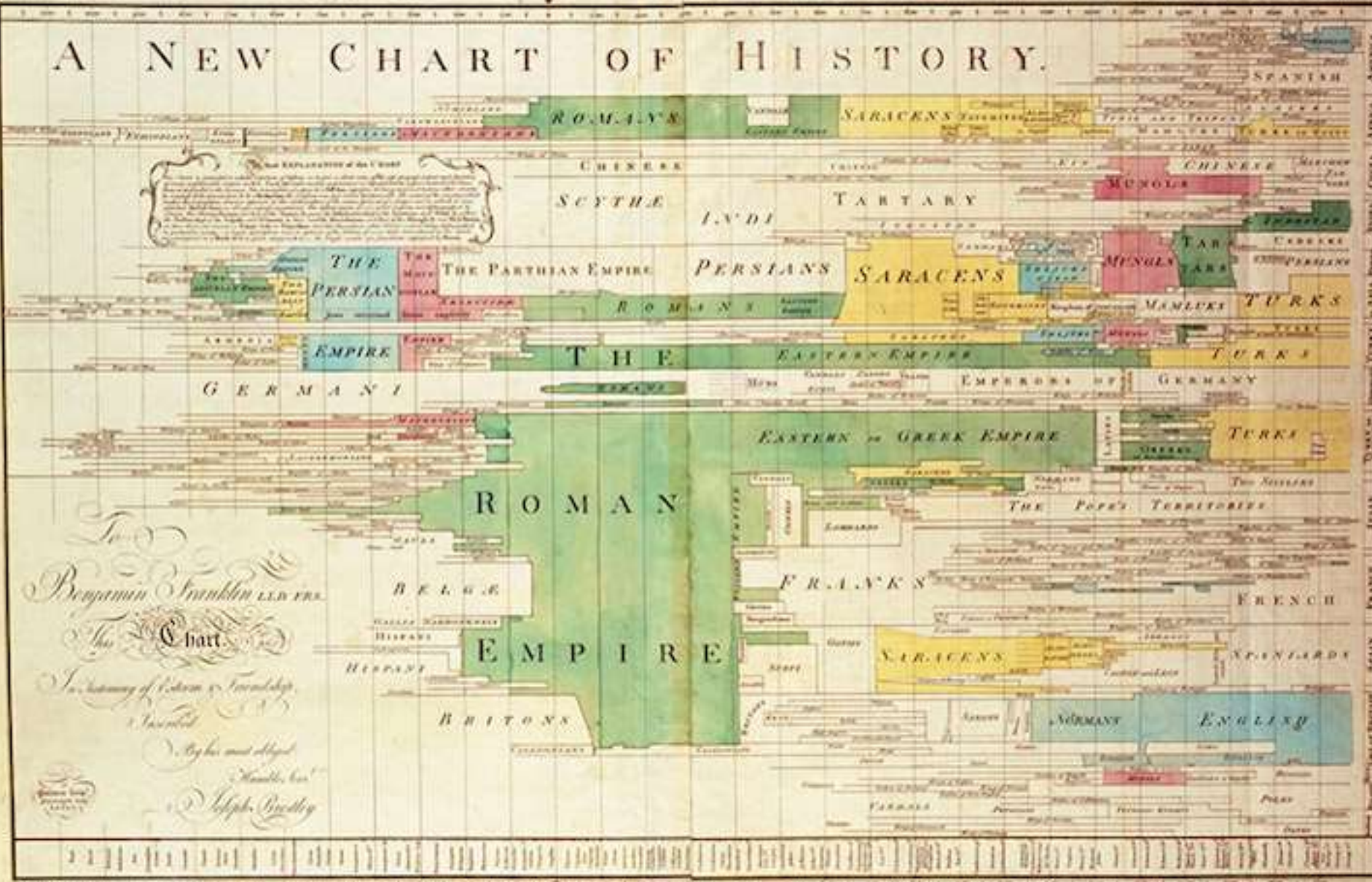


TYPE DE TIROIR CLASSEUR
AVEC FICHES DIVISIONNAIRES

La division principale 9 *Histoire* est indiquée par une fiche divisionnaire du premier cran, de couleur orange.
Les subdivisions de lieu (44) *France*, (43) *Italie*, sont indiquées par des fiches divisionnaires du deuxième cran, de couleur verte. —
Les subdivisions de temps « 1789 », « 1830 », etc., sont indiquées par des fiches divisionnaires du troisième cran, de couleur jaune. —
L'histoire de France, en 1789, est classée à 9 (44) « 1789 ».

250-year-old knowledge map

A NEW CHART OF HISTORY.



Benjamin Franklin L.L.D. F.R.S.
The Chart
The History of Nature & Knowledge
Assembled
By his most obliged
Student, Benth
John G. Bradley

Original and Printed according to a List of Subscribers in the City of Philadelphia in the Year 1787.
Printed by W. Bradford at the Sign of the Ship in Market Street, and by J. B. Franklin at the Sign of the Sun in Chestnut Street, Philadelphia.

650-year-old personas

The Wife of Bath



The Shipman



The Parson



The Miller



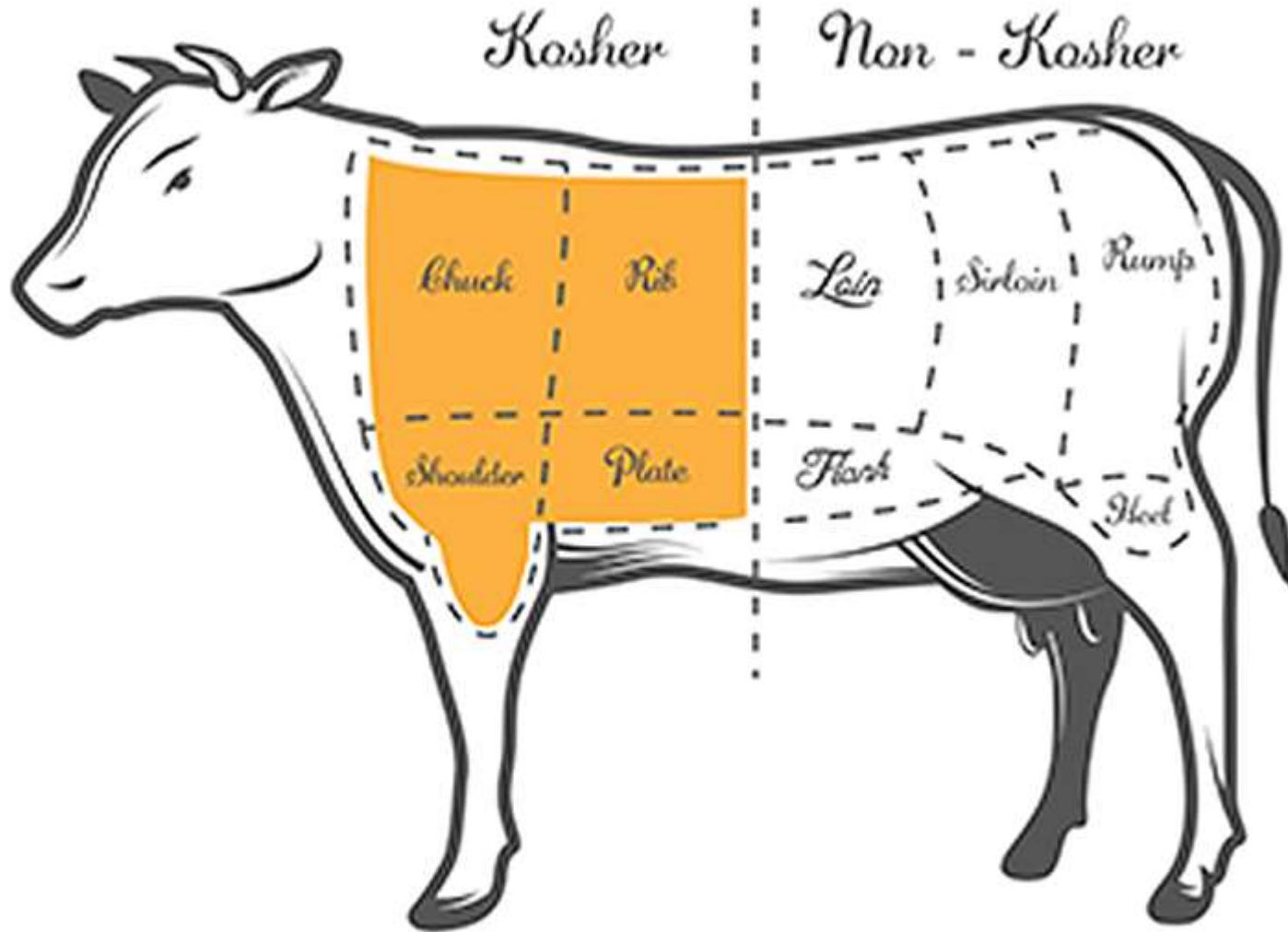
The Summoner



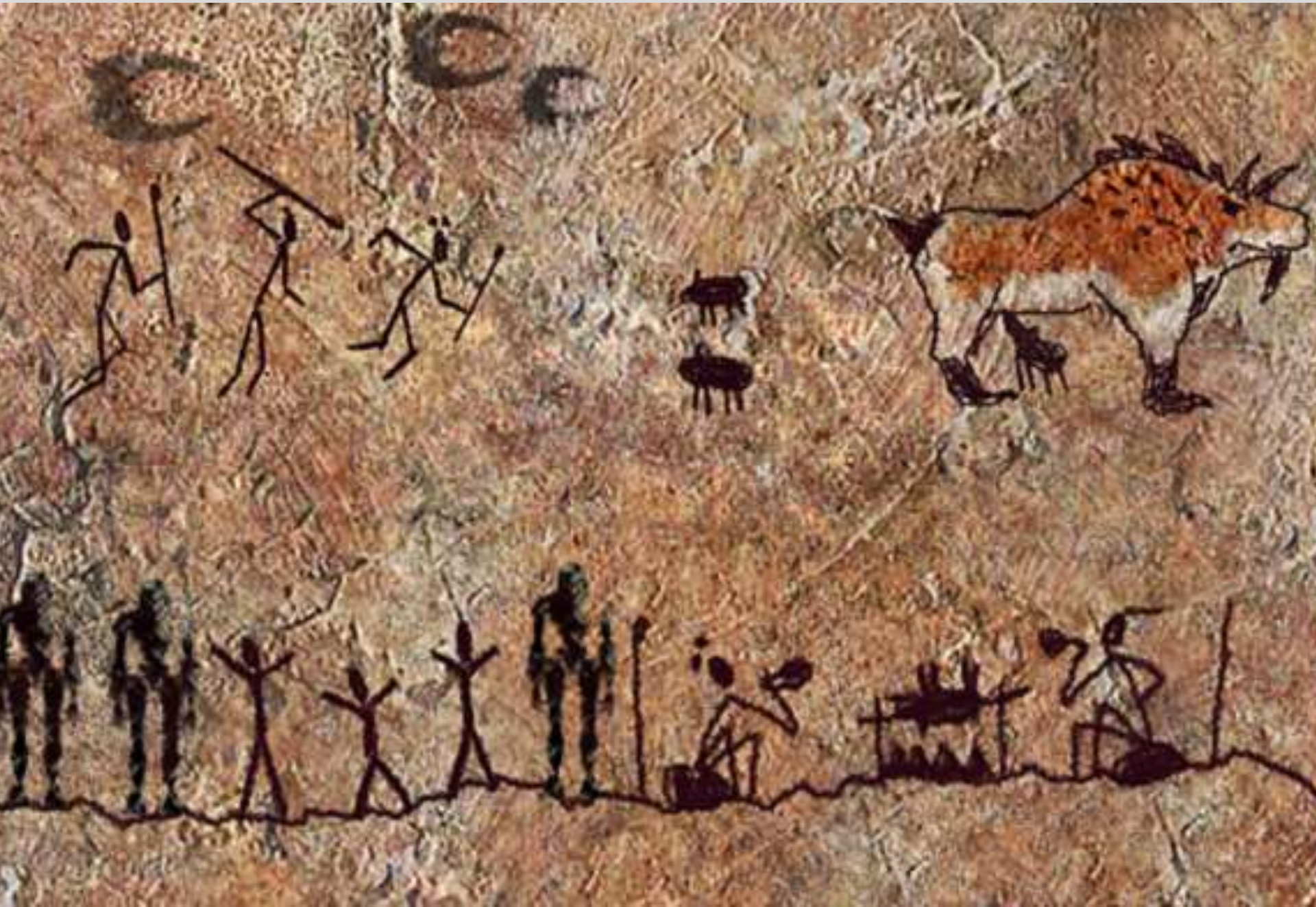
The Pardoner



5000-year-old wireframe



15000-year-old storyboard



Gestural interfaces - 1935





с пасхой!

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