INFLUENCING STRATEGY BY DESIGN

LUKE WROBLEWSKI
VIZTHINK 2008

Luke Wroblewski

Yahoo! Inc.
- Senior Principal, Product Ideation & Design

LukeW Interface Designs
- Principal & Founder
- Product design & strategy services

Author
- Site-Seeing: A Visual Approach to Web Usability (Wiley & Sons)
- Upcoming: Best Practices for Form Design (Rosenfeld Media)
- Functioning Form: Web applications, product strategy, & interface design articles

Previously
- eBay Inc., Lead Designer
- University of Illinois, Instructor
- NCSA, Senior Designer

http://www.lukew.com
About this Workshop

• Influencing Strategy by Design
  • Get a seat at the table & help your organization make better decisions...
  • By thinking and acting like a designer!

• Format:
  • Presentation: showcase principles & examples
  • Exercise: put the principles to use

• Experience
  • Internal Board2Board Training at Yahoo!
  • Public course at Involution Master Academy
  • Put into practice in numerous companies

Participants

• What is your role in your organization?
  • Design
  • Research
  • Engineering
  • Product Management
  • Marketing
  • Business Development
  • Etc.

• What one question do you most wanted answered?
**DESIGN DELIVERABLES**

- Experiences, interactions & understanding between people & information
- Useful, usable, and desirable

**Why it matters...**

- Markets mature faster: adoption, revenue, customers, competition
- Provides value beyond functionality
We are moving up this curve faster than ever before.

DESIGN BECOMES A KEY DIFFERENTIATOR SOONER

PRODUCT DESIGN, THAT IS
DESIGN METHODOLOGIES

- Problem solving methodology rooted in real world, articulates end state, and favors building to think
- Observe, Envision, Iterate

Why it matters...
- We are in a continuous state of flux
- Helps businesses adapt and stay relevant

A CHANGE IN TECHNOLOGY
HAS A BIGGER IMPACT
ON BUSINESS & PEOPLE
& VICE VERSA
DESIGN ENABLES COMPANIES TO ADAPT

DESIGN THINKING, THAT IS

DESIGN CONSIDERATIONS

• Foundations of effective communication
• Pattern recognition, story-telling, visual communication, empathy

Why they matter...
• There's increased complexity
  • Information overload
  • Interconnected product ecosystems
  • Globalization
• Design principles evoke meaning
EVERY DAY...

TV: Plotlines
WHEN THERE’S COMPLEXITY...

DESIGN ENABLES COMMUNICATION

DESIGN CONSIDERATIONS, THAT IS
DESIGN CONSIDERATIONS
PRINCIPLES, SKILLS,
THE UNIQUE PERSPECTIVE OF DESIGN

Web Application Data Sources

• Usability Testing
  • Errors, issues, assists, completion rates, time spent per task, satisfaction scores

• Customer Support
  • Top problems, number of incidents

• Best Practices
  • Common solutions, unique approaches

• Site Tracking
  • Completion rates, entry points, exit points, elements utilized, data entered

• Eye Tracking
  • Number of eye fixations, length of fixations, heat maps, scan paths
### Total Weighted Site Design

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### Total Weighted Functionality

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### Total Weighted Customer Value

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### Total Weighted Overall Criteria

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### Overall Summary

- **Weighted Site Total**: 90% Possible
- **Weighted Functionality**: 90% Possible
- **Weighted Customer Value**: 90% Possible
- **Grand Total of Overall Criteria**: 140% Possible

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**Step 1**

- **Usability**
  - Page Title: 100%
  - Label: 100%

**Step 2**

- **Site Tracking**
  - Page Title: 100%
  - Label: 100%

**Step 3**

- **Best Practices**
  - Page Title: 90%
  - Label: 90%

- **Customer Support**
  - Page Title: 100%
  - Label: 100%

- **Usability**
  - Page Title: 100%
  - Label: 100%
Design Considerations

- **Pattern recognition:**
  - Uncover the trends
- **Story-telling:**
  - Focus on the big idea
  - Stories: impactful, memorable, clear
- **Visual Communication:**
  - Visual hierarchy = prioritized narrative
  - Illuminate relationships
- **Empathy:**
  - Story presented in context
  - What customers see
- **Enables**
  - Faster consensus
  - Better decisions
Raven’s Progressive Matrices

- Used to measure “fluid” or general intelligence (g)
- Do away with words and numbers
- All the information is presented in visual language
- Succeed by detecting patterns in each object, by separating the relevant information from the irrelevant
Designers utilize pattern recognition

- **How we make sense of what we see**
  - Recognizing similarities & differences
  - This allows us to group information
  - And give it meaning

- **Relationships**
  - Between individual elements
  - To the whole (story)

**Principles**

- **Proximity**
- **Similarity**
- **Continuance**

Principles tell us how & why we group visual information

Creating relationships requires an understanding of what makes things different

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**Macro-level**

**Micro-level**
Market Landscape (Online Video)

- Apple/NBS/CBS/USA TV show downloads
- Movielink/Fox movie downloads
- AOL/MTV Networks video search
- AOL/In2TV
- Sony TV downloads in Japan
- Blinkxx Smithsonian & University archives
- Yahoo! WOW House (original programming)
- HBO shows on Vodafone Live
- Video iPod: Public Domain movies, art shows, Veoh, Rush Limbaugh, PodDater
- Sony PSP: Sony WiFi TV (Japan), DVD conversion (PQVideo.com)
- Tivo: Transfer to Video iPod & PSP (TV Harmony)
- AOL In2TV (Web TV channels)
- Tioti ("global TV guide, Torrent tracking, your favourites and recommendations plus an innovative social layer to hang it off")
- wwwiTV (Live TV Webcast guides)
- PodGuide.TV (guide to Video iPod content)
- Schedule Tivo on Yahoo!
- Poddater.com (video iPod dating)
- View Video Blog content on Tivo (Rocketbloom)
- Yahoo! Living Room Video Search (Meedio)
- Mac Mini & Front Row (Apple)
- Windows Media Center
- AOL HiQ (DVD quality)

Video Market Landscape

- Increasing amounts of video content being made accessible online
- Programming Guides of video content in early stages
- Viewing experience unsatisfactory across most devices
Story Leads to Discussions

- Which area do we tackle?
- Can we own the whole spectrum?
- What kinds of partnerships do we need?
- Which competitors should we be concerned about?

DESIGN CONSIDERATIONS

PATTERN RECOGNITION
STORY-TELLING
VISUAL COMMUNICATION
EMPATHY
Visual Communication

- Importance of presentation
  - Front door to content & actions
- Perception is based on visual relationships
- Manipulating visual relationships creates visual hierarchy
- Visual hierarchy tells a story
- Personality draws the right audience to the story

Building a Hierarchy

- Involves use of visual relationships to add more or less visual weight to elements
- Distribution of visual weight
  - Visually dominant images get noticed most
  - Focal point, center of interest
- Distinct visual weight guides you through the narrative
  - Essential to keep it balanced
No Clear Hierarchy

Effective Hierarchy
A Simple Table

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<td>Number of Discharges Last Month</td>
<td>34</td>
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Design Considerations

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<td>EMPATHY</td>
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Empathy

Empathy

Brandon Saberhagen

Demographics

Job Title

Social CRM

Empathy

Brandon is 21 years old and lives with his parents in Cleveland. He is a sophomore majoring in Computer Science at Case Western Reserve University. He has a passion for technology and enjoys volunteering at local non-profits in computer-related fields.
“We need to invest in a multi-million dollar system.”
GLOBAL ASSET MANAGEMENT

ASSET LIFECYCLE

For more information...

- Functioning Form
  - www.lukew.com/ff/
- Site-Seeing: A Visual Approach to Web Usability
  - Wiley & Sons
- Drop me a note
  - luke@lukew.com