10 Sure-fire Communication Tools from a UX Strategist’s Toolbox

Sarah B. Nelson, Principal of User Experience
50% of our job
0% of our training
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50% of our job
0% of our training
work smarter
not harder
participatory design
Designing *with* users, not *for* users.
Users aren’t designers.
essentials
basic communication skills (3)

ideas
creative ways to communicate (7)
essentials
essentials
learning styles (1)
Primary Learning Styles

Visual
  Visual-linguistic
  Visual-spatial

Auditory

Kinesthetic
Visual Learners
Learn through seeing

Tools that visual learners might respond to:
diagrams and charts
photographs and illustrations
mindmaps
Auditory
Learn through listening

Tools that visual learners might respond to:
discussions and debates
stories
Kinesthetic
Learn through moving, doing and touching

Tools that visual learners might respond to:
body storming
hands on design, paper prototyping
physical prototyping
essentials

listening (2)
Let’s do this*

1. Meet the person next to you
2. Choose a **Listener** and **Speaker**
3. **Speaker**: Speak for 1.5 minutes
4. **Listener**: Just listen. Don’t comment or speak.

Talk about an object that you have or want to have that you love.

* thanks to Kevin Brooks for this great exercise
essentials
drawing (3)
TRIP: SARAH'S MODERN ART ROME

MODERN ART ROME
- District/locations
- Description
- Map
- Other

What to see/Do/Miss
- [Activities]
- [Attractions]
- [Restaurants]
- [Hotels]
- [Shops]

After the fact
- [Search results]
- [Related trips]
- [Related venues]
- [Other]

Picture is a big thing

Credibility is high

Around things I want to see

How I got here

FREEABLE TAKEAWAYS
- IDEAS
- TRIP
- TRIP
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ideas
idea

templates (1)
Good for

- Get drawing quickly
- Help those who can’t draw participate
- Build confidence in visual skills
idea

worksheets (2)
Anne: Idea Worksheet

Title: __________________________________________

Draw idea here

Considerations for Jack

Considerations for John

Considerations for John’s Employees
Stakeholders discussing concepts

Designer listening
Use familiar narrative forms to describe an interaction.
Once upon a time...

I HAVE A DEADLINE!!

...A journalist named Marie was working under a tight deadline to deliver an article on doctor accessibility in the US.

So she...

OK! TRY the Commonwealth Fund.

...called another journalist friend to help her find a trustworthy source.

And then...

she googled "commonwealth fund" and "doctors" and "appointments."

She discovers...

...a link to a Doctor/Patient relationship page.

and then...

Topic: Doctor/Patient

...she notices charts from different surveys and a list of other publications she could review. She also sees a link to the complete survey.

...she sees that she can e-mail the chart if info to herself. So she does.

and then...

You can send

...she notices charts from different surveys and a list of other publications she could review. She also sees a link to the complete survey.

and then...

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and then...

You can send

...she notices charts from different surveys and a list of other publications she could review. She also sees a link to the complete survey.

and finally...

我们需要在办公室

...her boss suddenly interrupts her.

...an hour later, she returns to her desk to find a package in her e-mail with the chart, some contact info and links back to relevant info. She is relieved and finishes her work.
Good for

- Getting answers to specific question
- Helping people understand what to do
- Structuring a meeting
- Helping people get their individual ideas out
idea

posters (3)
These posters were used to add detail to a concept then evaluate its desirability to users, feasibility for implementation, and viability in the marketplace.
Good for

- Getting stakeholders to work together
- Focusing and deepening conversations
- Developing concepts
- Keeping a record of people’s work
idea

sketchboards (4)
Watch us create a sketchboard »
Overview:
- Incomplete
  - b) in-progress
    - a) re-entry

Design Principle: Show Progress

Geni
www.geni.com
- Uses clear visual cues to:
  - Full page of handwriting and diagrams related to employee management and pay history.
Good for

- Rapid iteration of designs
- Working with local or internal clients
- Showing your progress and work
- Keeping a record of your work from session to session
idea
remote whiteboard (5)
Other options

- Dabbleboard
dabbleboard.com

- GE’s Imagination Cubed
imaginationcubed.com

- Scriblink
scriblink.com
What you need

- Illustrator, Omnigraffle, Photoshop, etc
- Wacom tablet (optional)
- Screensharing software (Go2Meeting, etc.)
Good for

- Collaborating with remote teams
- Communicating visually quickly
- Rapidly iterating on designs
idea

video diaries (6)
What you need

- Video camera (flip, built-in camera, etc.)
- Video editing software (iMovie)
- Place to post
Good for

- Sharing with remote teams
- Sharing your work beyond the core team
idea

team blogs (7)
Projects

Highlights of Dave's projects  RSS Subscribe

UCSF Nursing: Initial Wireframes & Sitemap
Friday, September 3, 2010
Delivered wireframes and sitemap on schedule.

Next Steps: Lead UX workshop reviewing designs.
Read more...

UCSF Nursing: Goals & Value Prop Workshop - “Breakthrough”
Friday, August 13, 2010
Facilitated very successful workshop which Sheila, the Chief Nursing Officer considered a “breakthrough” in that it led them to articulate a fundamental departmental goal which this effort can help them achieve: enabling nurses to connect and share information across departments.
Read more...

UCSF Nursing Schedule Creation
Wednesday, August 11, 2010
Initiated and facilitated creation of schedule for Experience Strategy phase of the project.

The proposal and kickoff deck did not identify any UX deliverables during the Experience Strategy phase (sitemap and wireframes were scheduled for delivery in mid-October, see below). After the kickoff, PM...
Read more...
1. Participate full time on at least one project which includes product (concept) design, device design, or service design

- **Measurable:** yes
- **Achievable/Action-oriented:** yes
- **Realistic/Relevant:** Digital Strategy, not Web Strategy
- **Time-boxed:** by December 2010
- **Supporting Resources:** Staffing needs to support this
- **Milestones/Prerequisites:**
  - ✓ successfully finish &/or xfer WebEx relationship to another designer
  - ✓ segue from full-time WebEx into part-time
  - ✓ oversee/mentor junior designer, TBD

2. Serve as a prototyping advocate/evangelist

- Take a leadership role in helping Hot prototype more projects (esp. Hot UX’ers)
- Spearhead creation of resource library, including previous projects, best practices /examples, tutorials/ toolkits
- Facilitate 1 workshop/roundtable/presentation per quarter on prototyping and/or alternate deliverables
- ✓ Be available for consultation with other projects
- ✓ Include prototyping in all my projects
- TBD: Help coordinate/manage external resources for advanced prototyping needs

- **Measurable:** increase in % / number of projects using prototypes (need current stats)
- **Achievable/Action-oriented:** TBD First 4 months, TBD: 2 kits, 1 workshop, 1+ consultation
- **Relevant:** Work Nimbly; reduce printed documentation
- **Time-boxed:** quarterly
- **Supporting resources:** budget for resources -- books, webinars, etc.
- **Milestones/Prerequisites:** This will require

3. Leadership skills development

- Deepen facilitation skills/experience:
  - ✓ Observe/Support Workshops/Facilitations being run by others
  - ✓ Attend 1 educational events - e.g. Grove every 6 months
- Deepen Creative Lead skills/experience
  - need to discuss specific opportunities
  - ✓ Mentor & direct junior designer
- ✓ Participate in new biz pitches
- ✓ Participate in scoping process
- ✓ Attend IxDA and BayCHI events regularly

- **Measurable:** yes
- **Achievable/Action-oriented:** TBD
- **Relevant:** yes
- **Time-boxed:** by December 2010
- **Supporting resources:** creative lead skills definition and opportunity to develop
- **Milestones/Prerequisites:**

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**Additional Areas of interest**
- Business Development
- User Research
- Deliverables (e.g. Contribute to development of Hot deliverables toolkits and standards)
- R&D projects
- Process and Tools
  - language-related
  - music-related
  - international
  - socially-constructive
Good for

- Disseminating knowledge and practice amongst a team
- Keeping a record of your accomplishments
- Helping people find others with experience or knowledge they need
thanks! questions?
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