

"Prototype"

vs

“Prototype”

Breaking down and
rebuilding our
**understanding of
what we do.**

Saara Kamppari-Miller
User Experience Design Leader at Intel
@DesignerGeeking

"That's not a prototype"

Defending Words

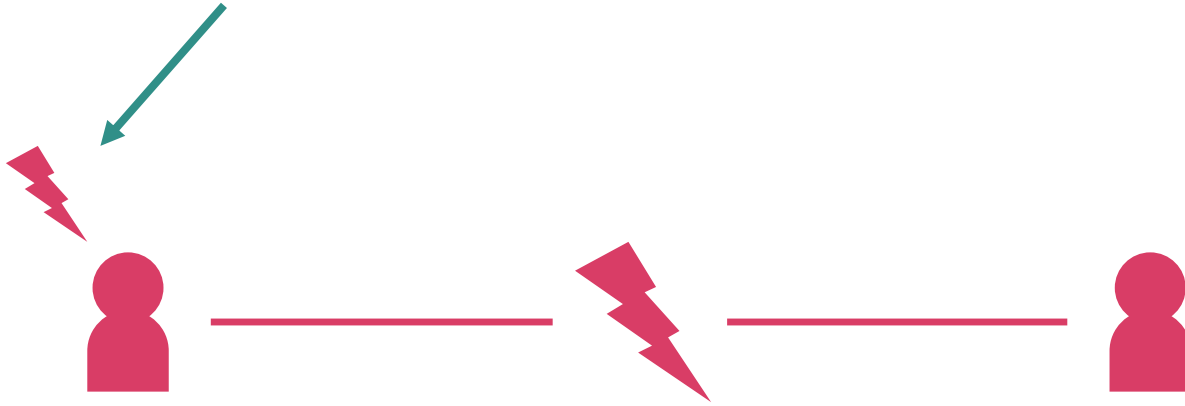


Discussing Work

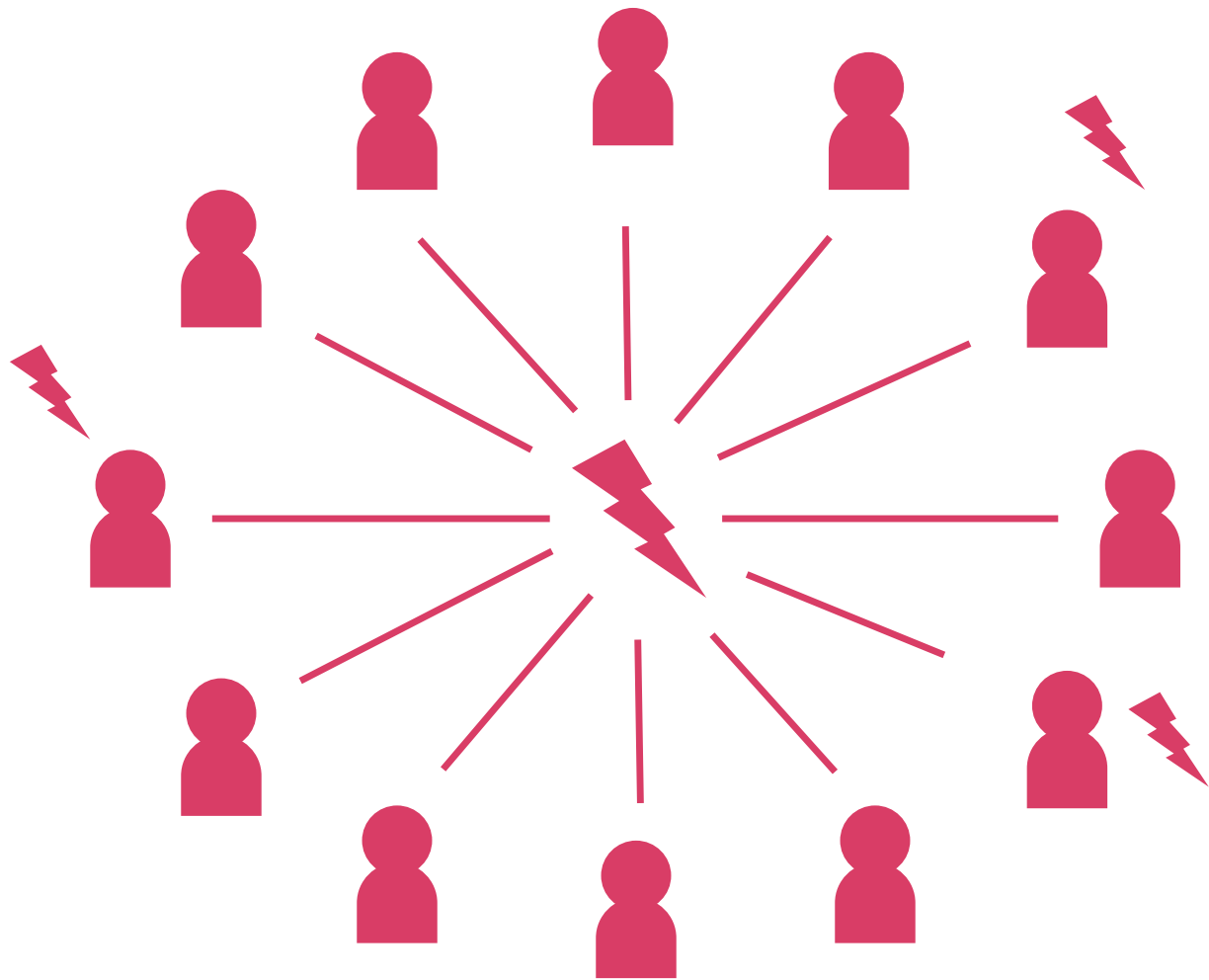


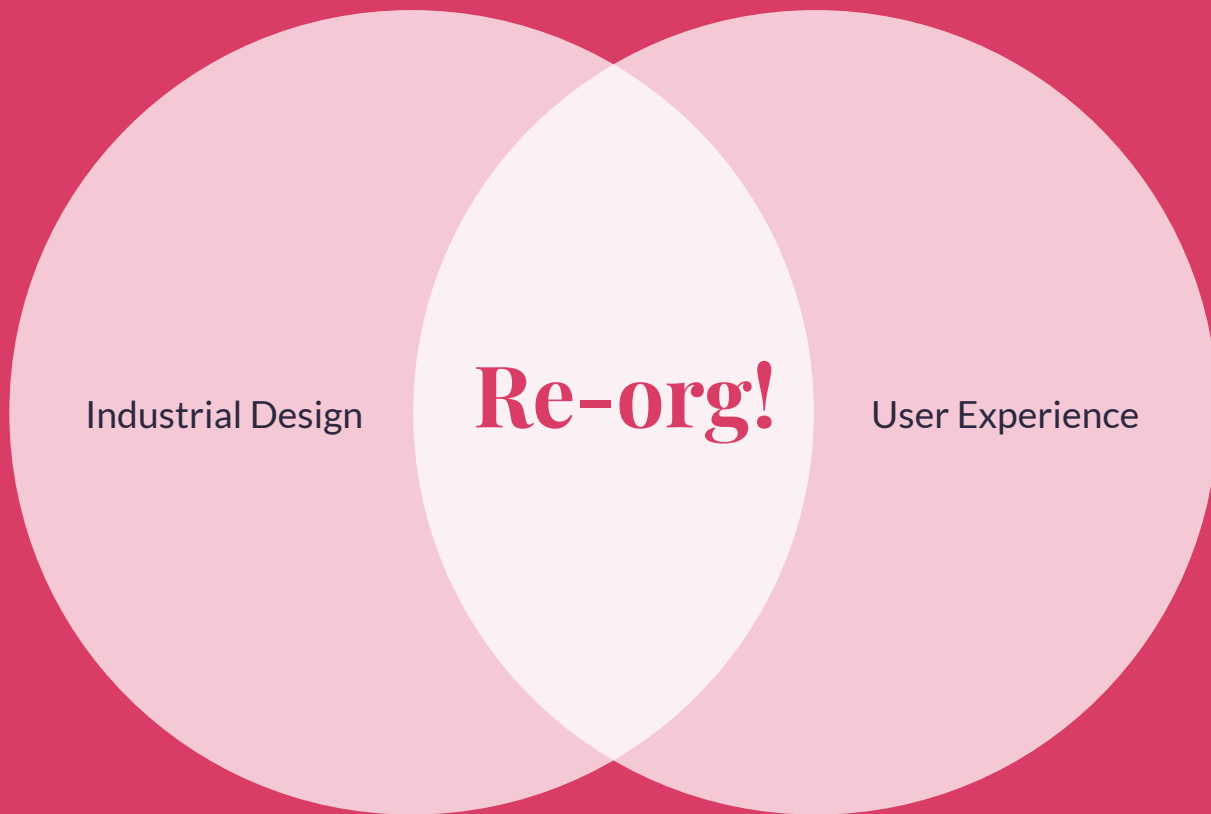
PAIN POINT

IDENTITY CRISIS
PAIN POINT



COMMUNICATION
PAIN POINT





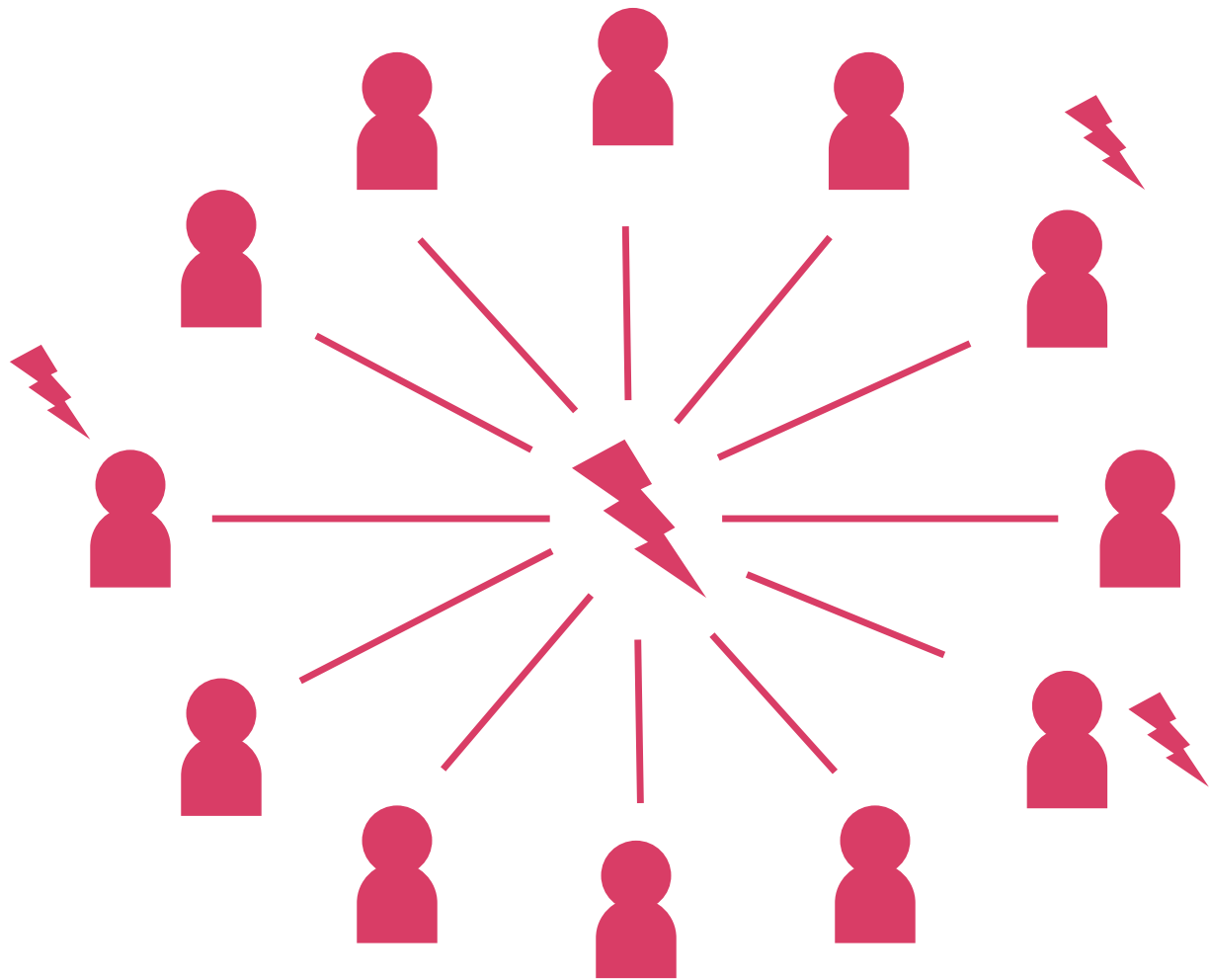
Industrial Design

Re-org!

User Experience

Experience Centered Design

UX Research
&
UX Design
&
Industrial Design
&
Product Design



Designers

UX-ers

Pigeon Holed.

Misunderstood.

Frustrated.

*Forget about the labels,
we need to hit the ground running.*

Ignore the pain,

~~*Forget about the labels,*~~

we need to hit the ground running.



*Words
Matter*



Words

=

**Mental
Model**



Words

=



Process



Words

=



Values

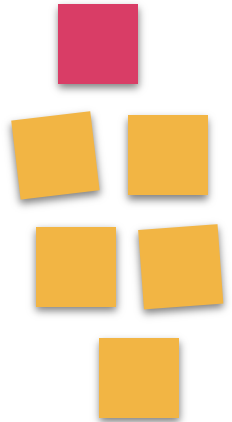
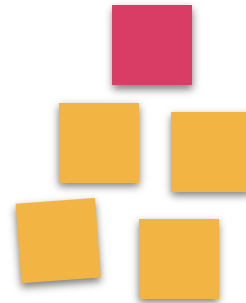
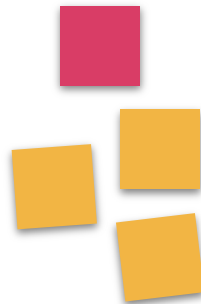
Two Options

- 1) **Complain about it.**
- 2) **Do something about it.**

Break down and rebuild our
understanding of what we do.

Team Exercise

Affinity Diagram of What We Do

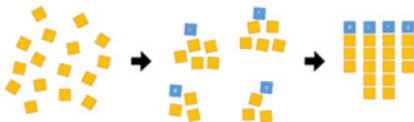


GOAL:

Create an affinity diagram from the bottoms-up of what we (ECD) do, that serves as a guide and common language for us to refer to.

WHY:

To help us understand each other better. Words are overloaded with multiple meanings that can cause miscommunication.



2 Minutes

Create and agree upon a **Banned Words List** for words that are overloaded with meaning.

eg:
"designs"
"research"
"engineers"

5 Minutes

Silently, use a bold black marker to write sticky notes of what you do. One sticky note per thing. Write legibly.

10 Minutes

Simultaneously and silently, everyone stands up and posts the stickies on the wall, and read stickies.

10 Minutes

Get noisy: Talk and re-arrange and cluster stickies. **NO LABELS UNTIL ALL STICKIES ARE CLUSTERED!**

10 Minutes

All together, we agree on labels for the clusters and 1 person is designated label writer.

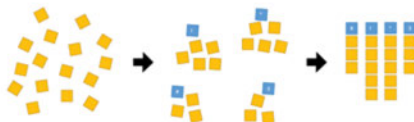
It's okay to use the banned words now.

GOAL:

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2 Minutes Create and agree upon a **Banned Words List** for words that are overloaded with meaning.
eg: "design", "research", "engineer"

3 Minutes Silently, use a bold black marker to write sticky notes of what you do. One sticky note per thing. Write legibly.
Don't use the banned words!

10 Minutes Simultaneously and silently, everyone shades up and posts the stickies on the wall and read stickies.
NO LABELS UNTIL ALL STICKIES ARE CLUSTERED!

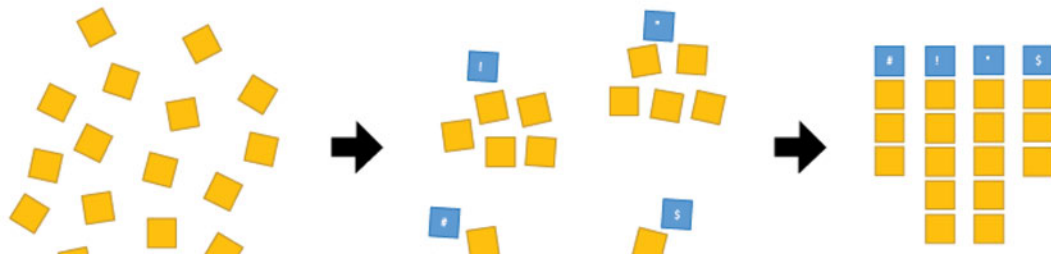
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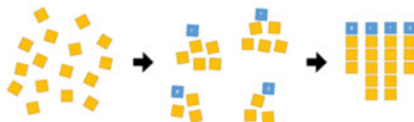


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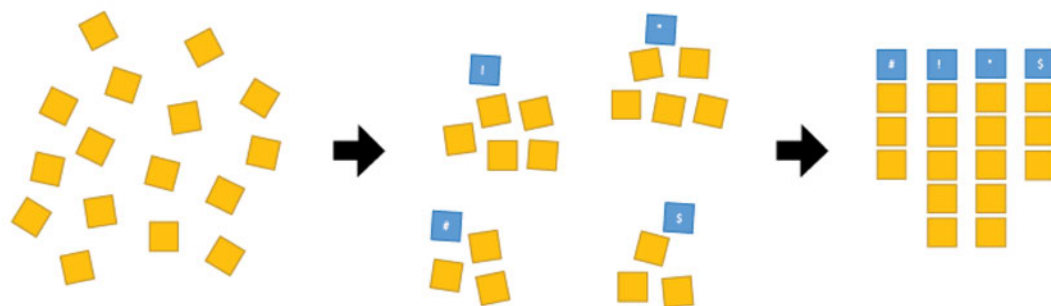
10 Minutes All together, we agree on labels for the clusters and 1 person is designated label writer.

eg: "design"
"research"
"engineer"

You're not the banned words list.

NO LABELS UNTIL ALL STICKIES ARE CLUSTERED!

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"I took a photo, because the team is all facing in the same direction working together."





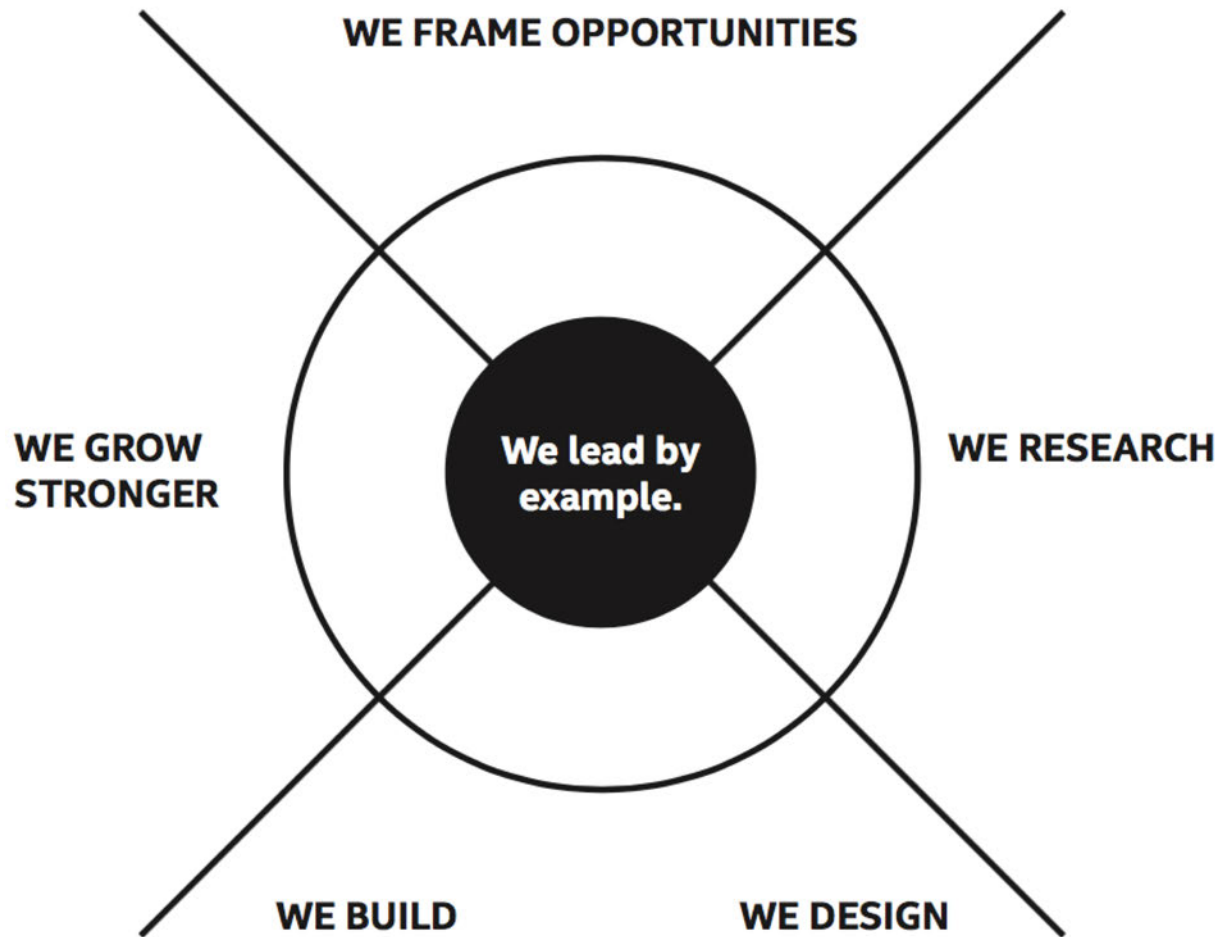
Affinity Diagram **Object of Discourse**



Digitized & re-ordered



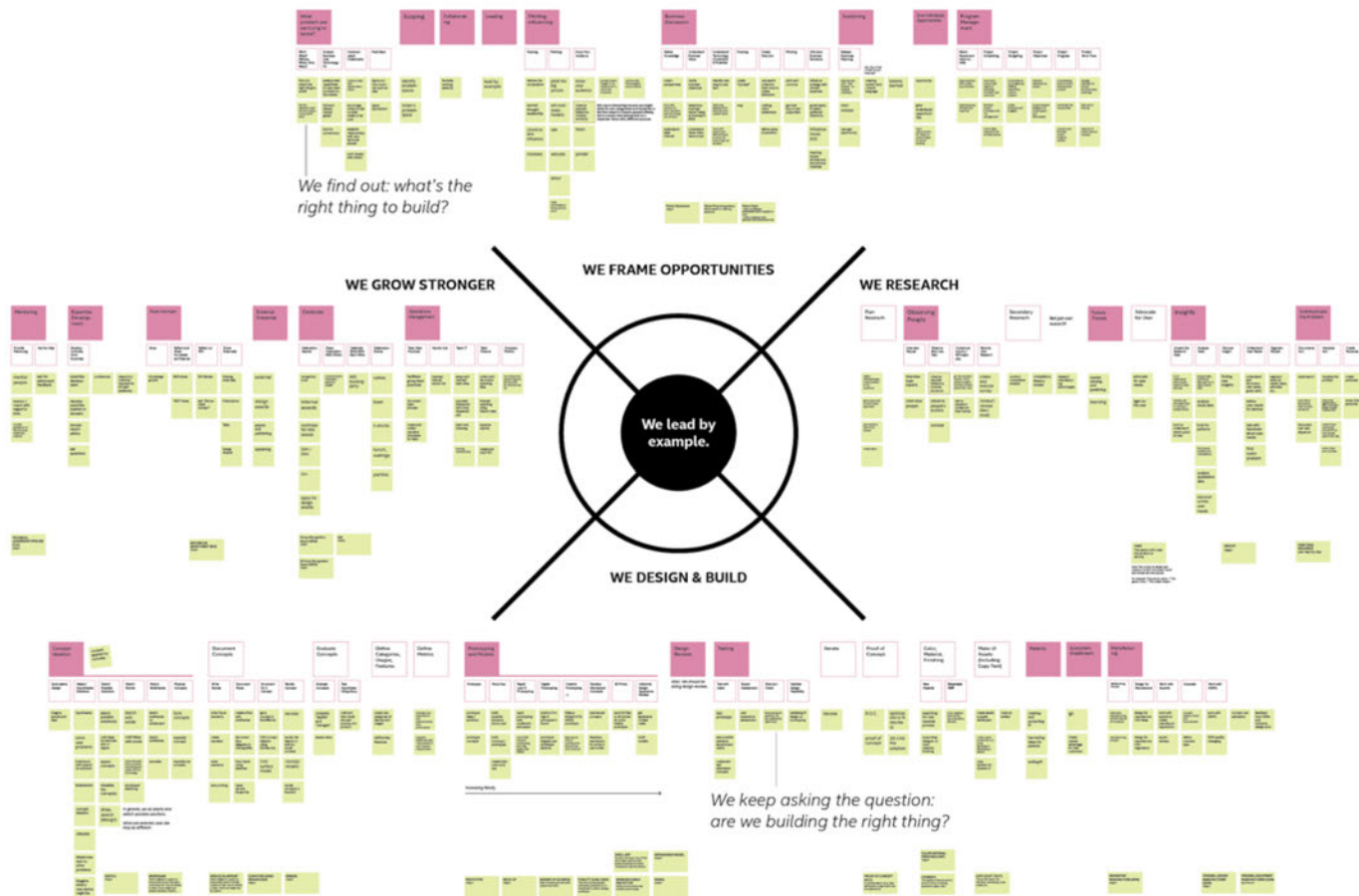
Affinity Diagram **DesignOps User Data**

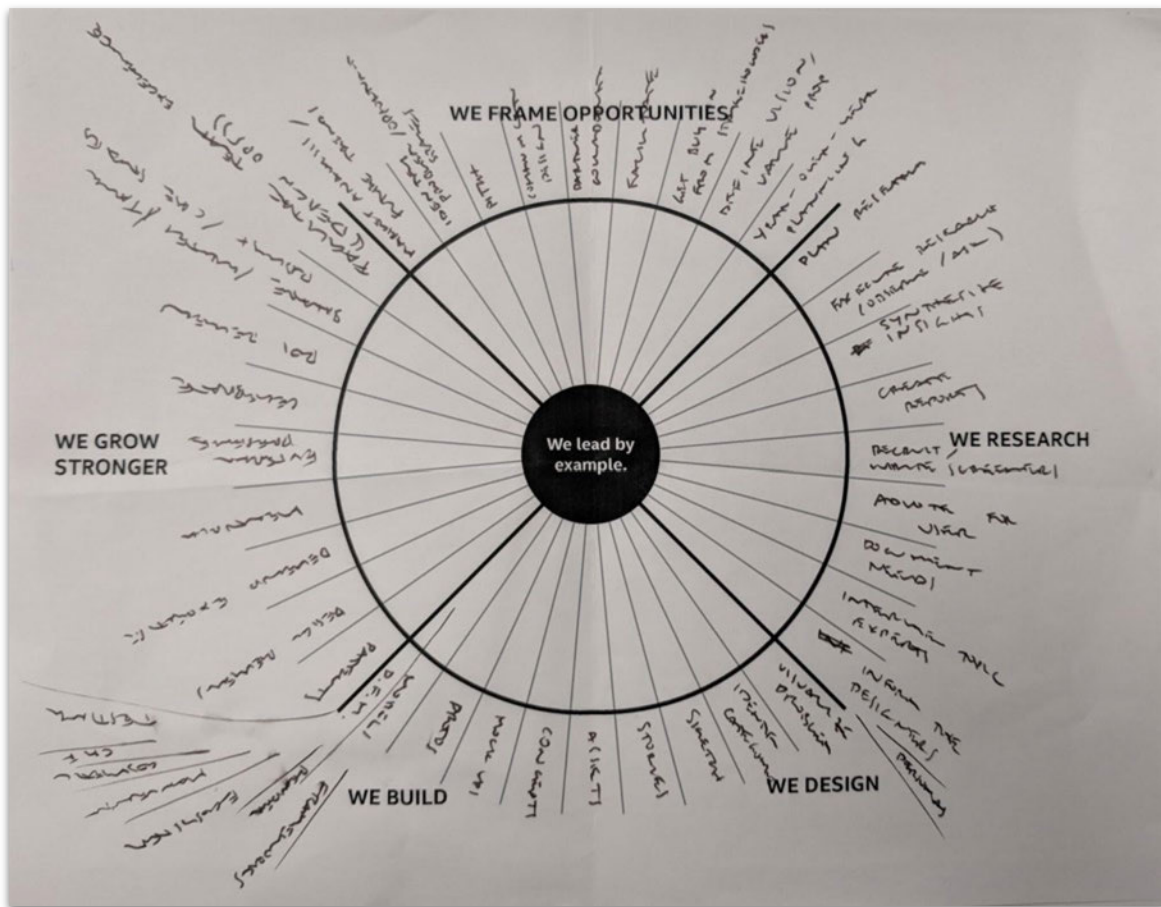


Follow Up Question

How do we assess the skills on our team?

from
Team Exercise
to
Individual Reflection





ECD Current Skills Circle Framework (Based on Affinity Diagram)

Self-Assessment: Fill in where you think you are in each skill, and highlight the ones where you want to grow.

Note: Our individual flavor of how we do each skill may be different—we'll dive into that prism later.

5 = outstanding

4 = very good

3 = good

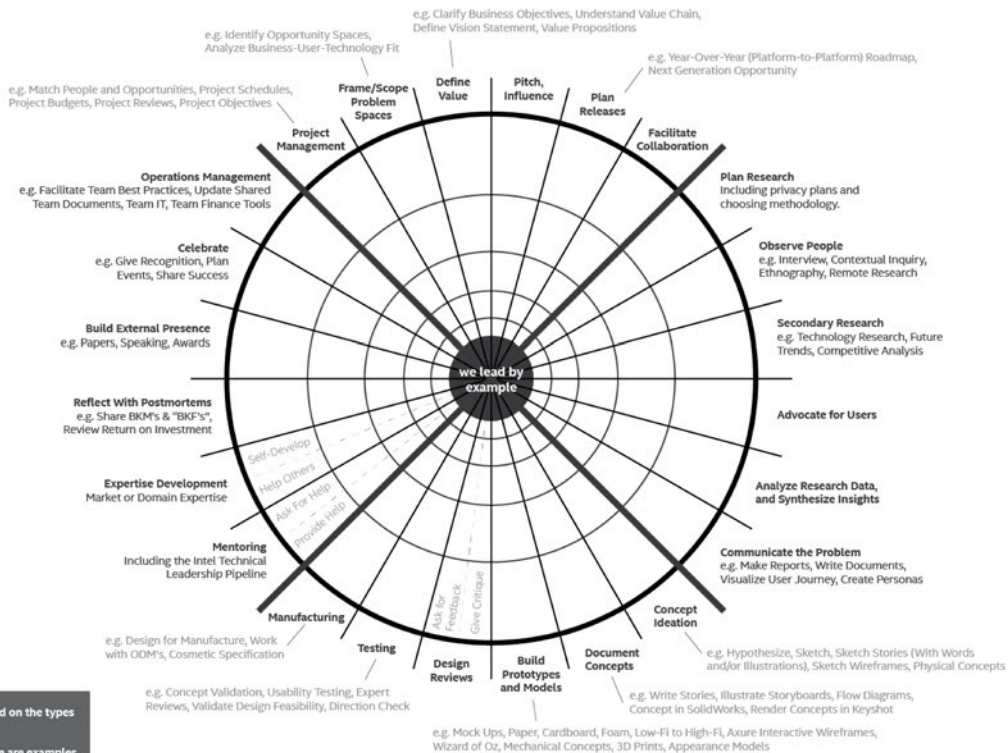
2 = fair

1 = weak

WE FRAME OPPORTUNITIES

WE GROW STRONGER

WE RESEARCH



Rate yourself based on the types of things YOU do.

Don't worry if there are examples listed that you don't do.

WE DESIGN & BUILD

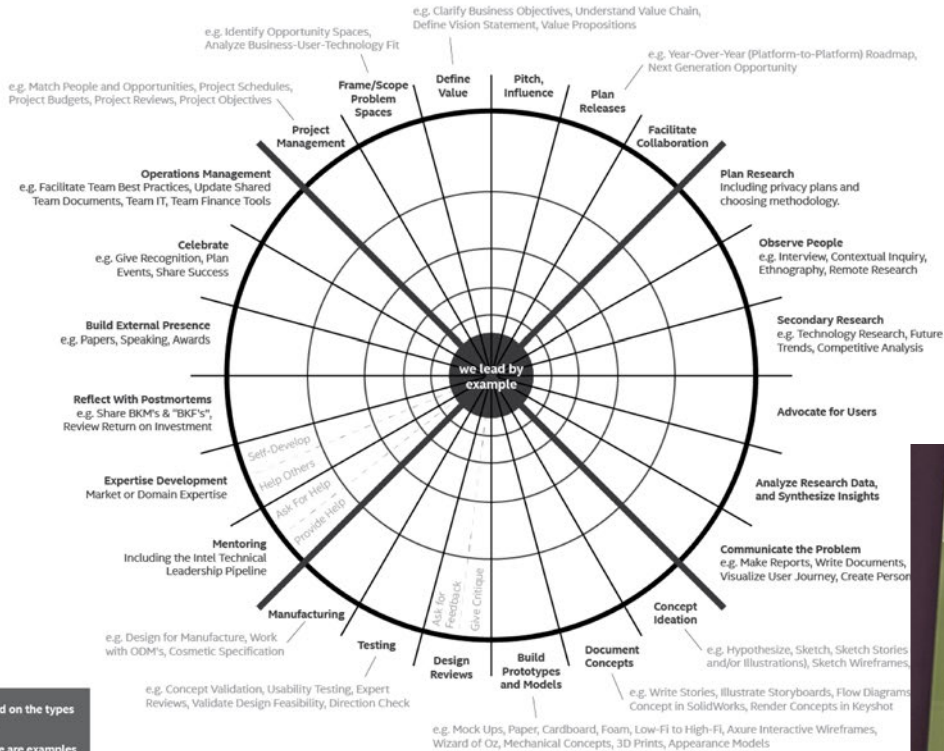
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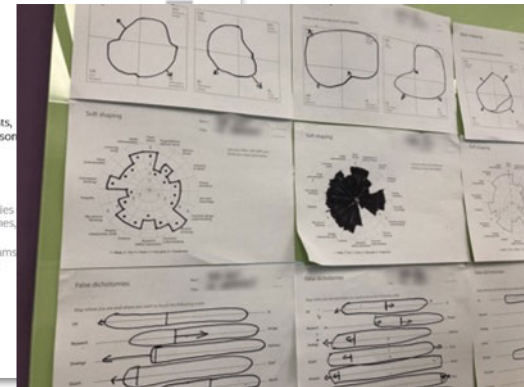


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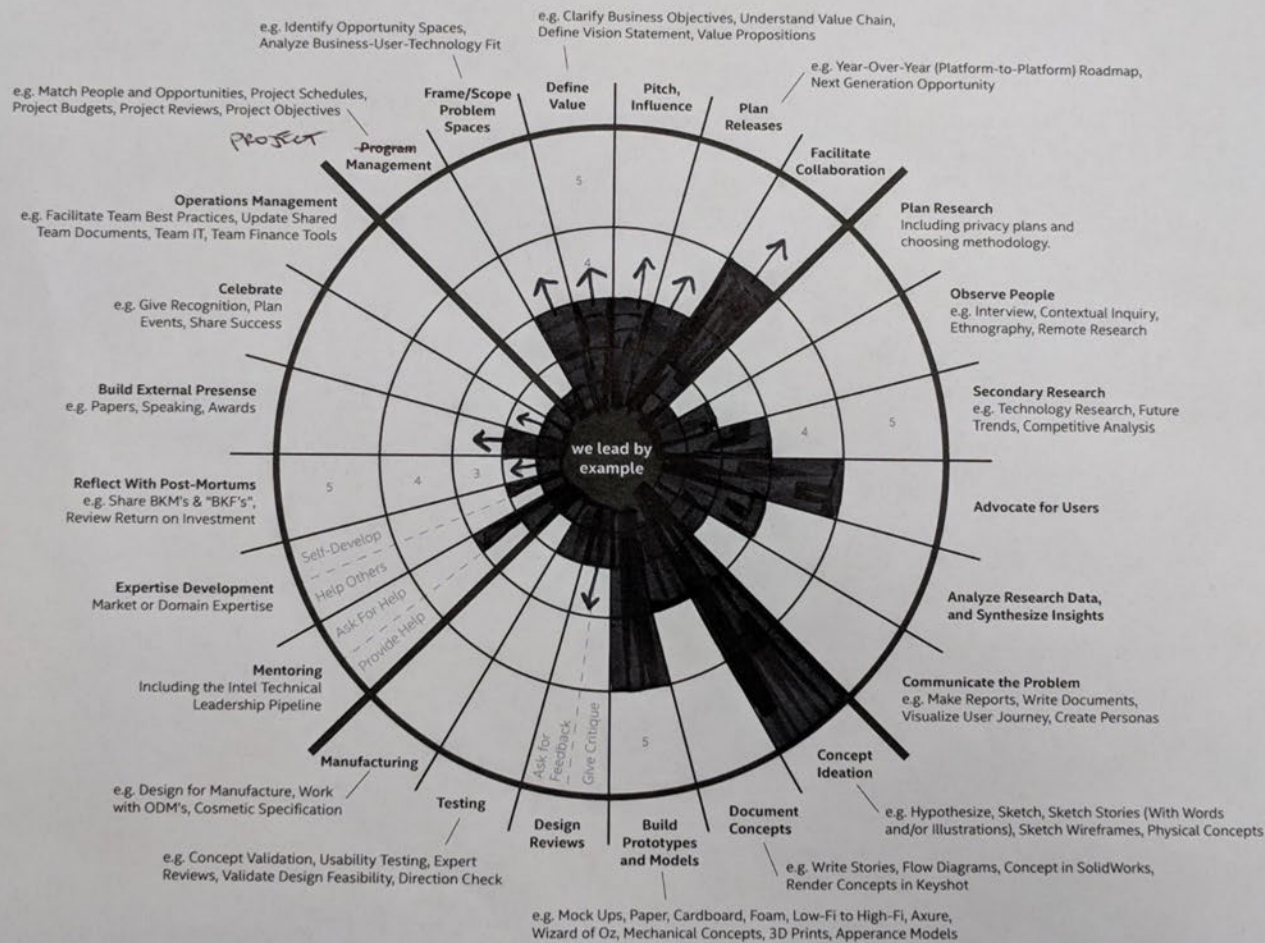
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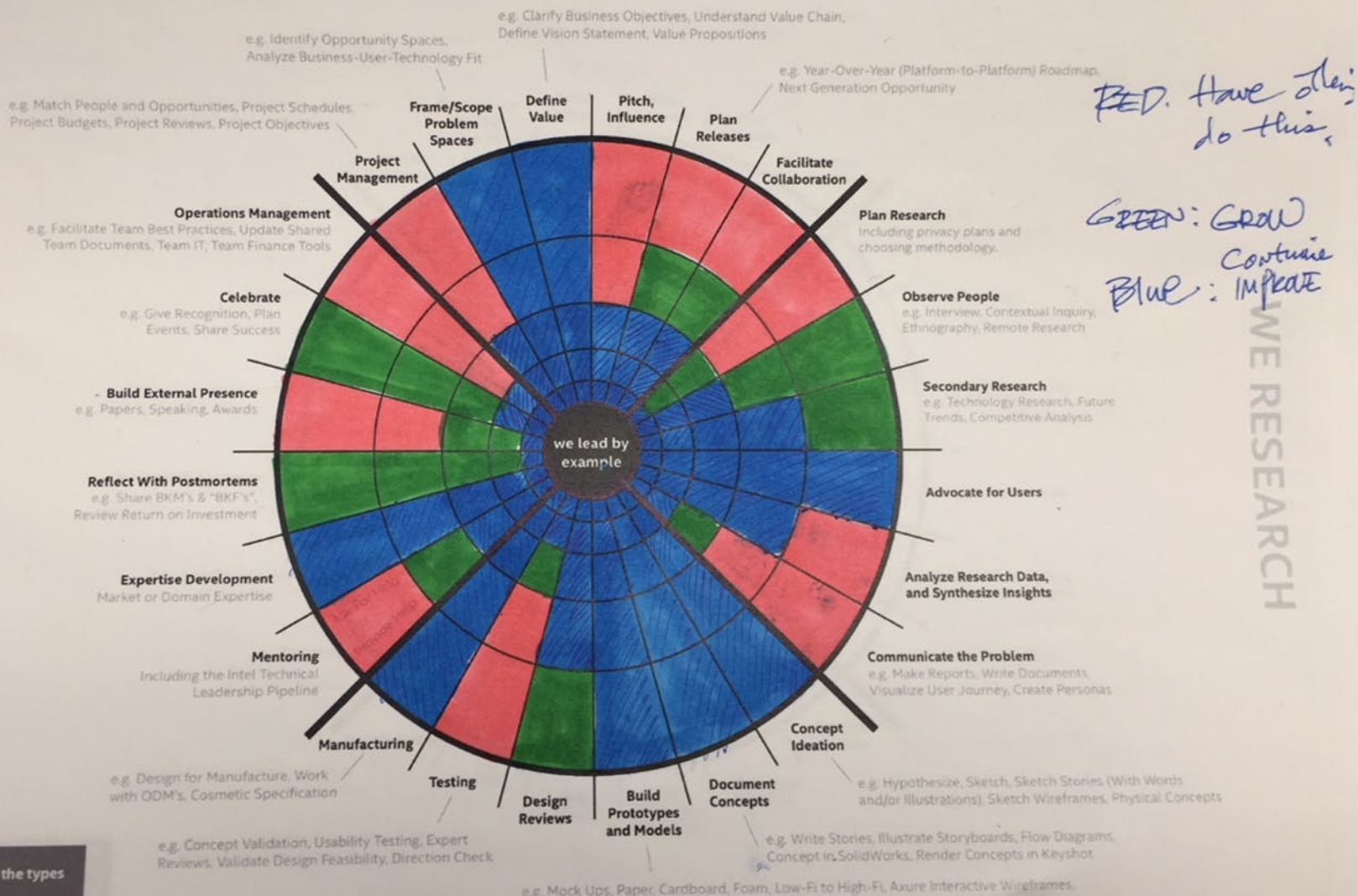
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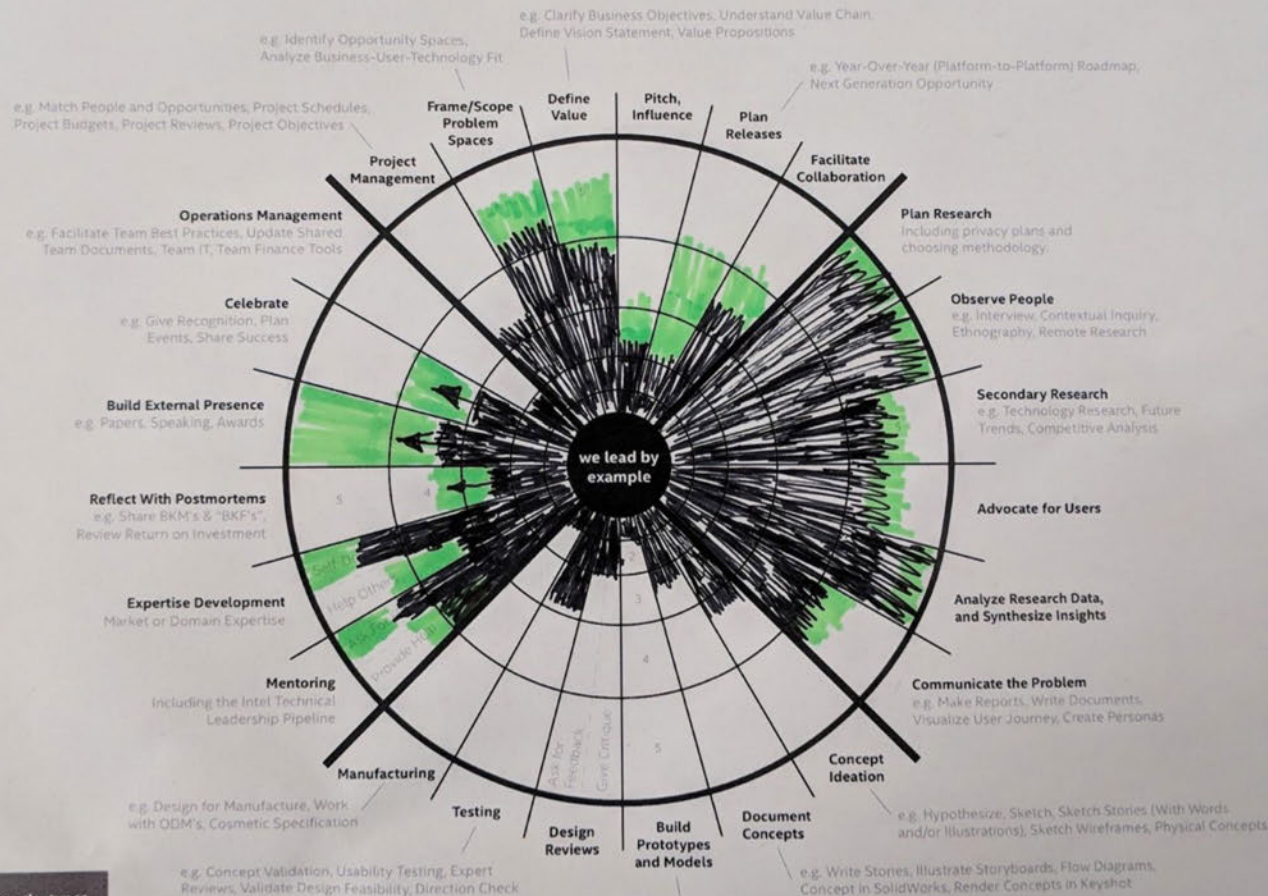
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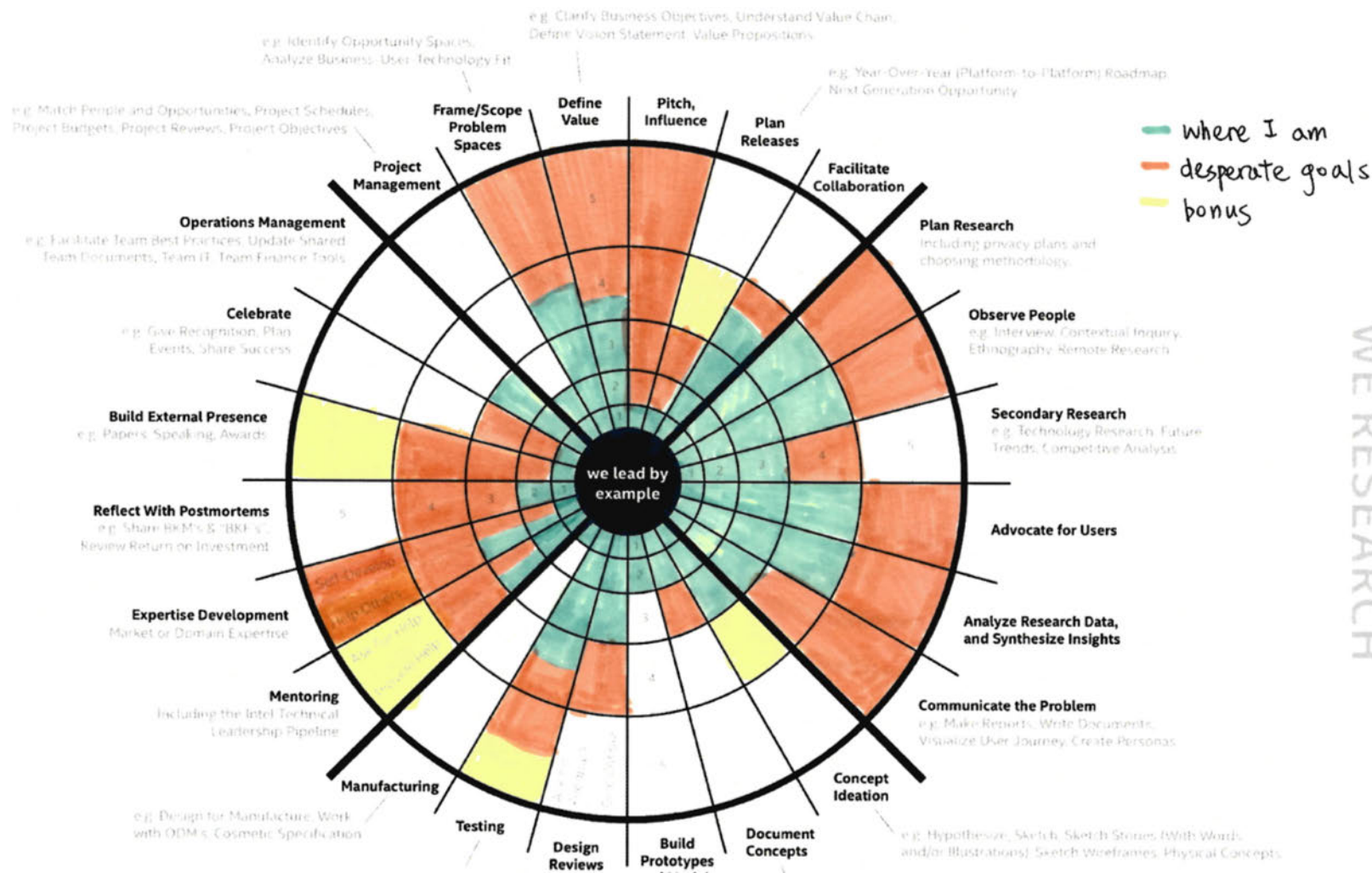
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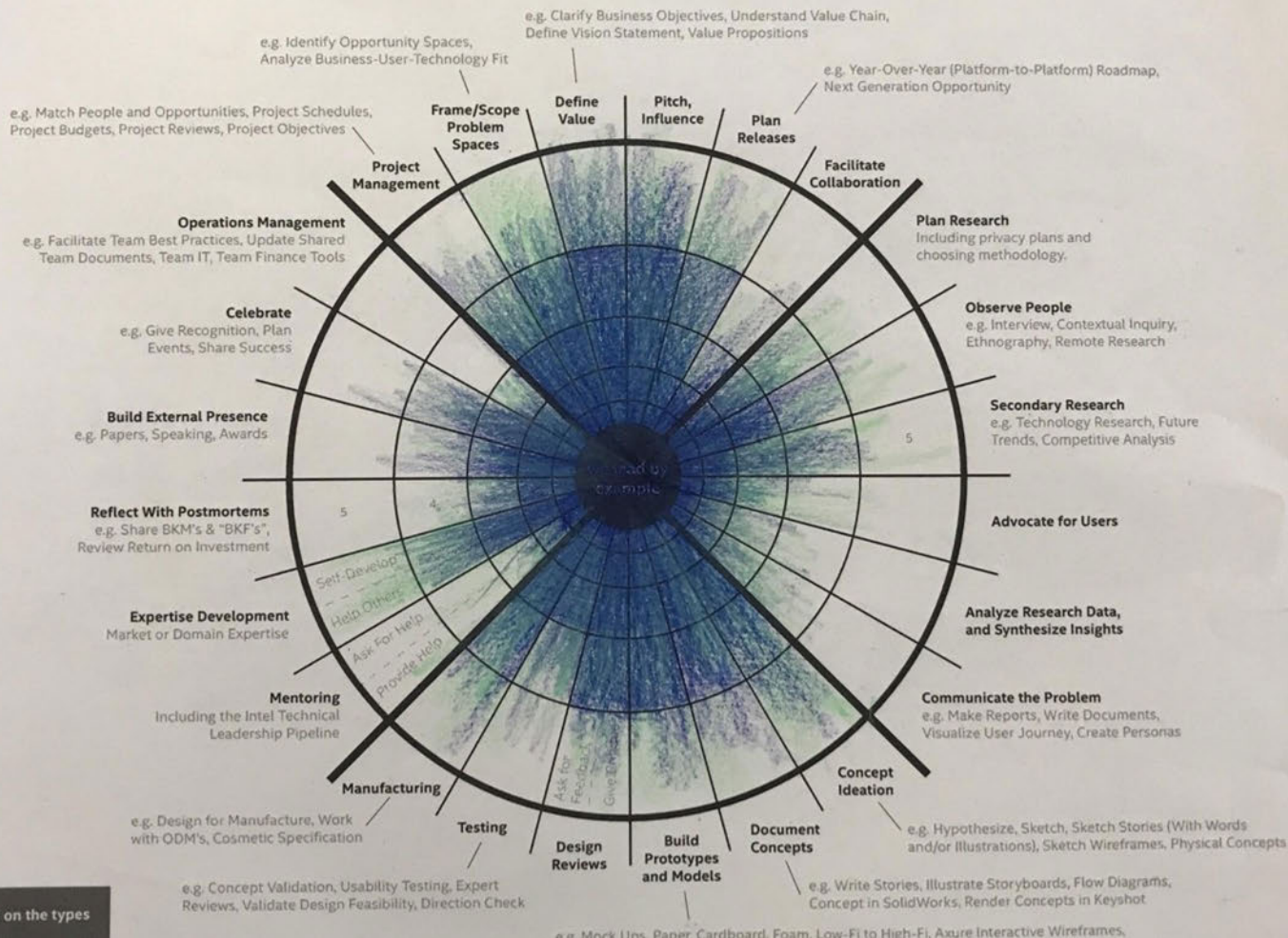


WE FRAME OPPORTUNITIES

2 = fair
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WE GROW STRONGER

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ECD affinity Diagram Exercise

The Experience Center Design 401 team built 13 affinity diagrams, highlighting where we are now, and more importantly, where we want to grow.

ECD Skills Self-Reflection Exercise

Based on our affinity diagrams, we built an ECD skills wheel and individually filled it out, marking where we are now, and more importantly, where we want to grow.



Austin Chen
I am currently a student at the University of Texas at Austin, where I am studying for my degree in Industrial Design. I am currently working on a project for my class, where I am designing a product for a client. I am currently working on a project for my class, where I am designing a product for a client.



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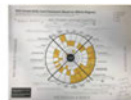
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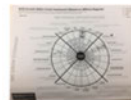
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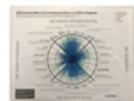
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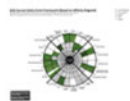
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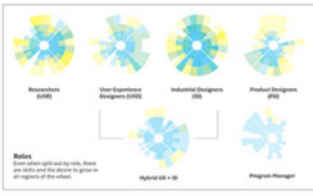


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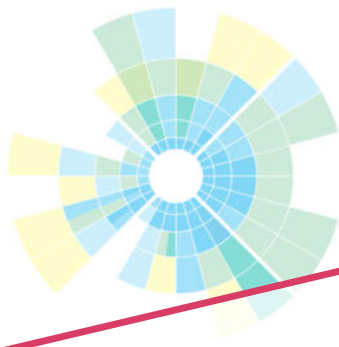
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Experience Center Design Team Skills Wheel

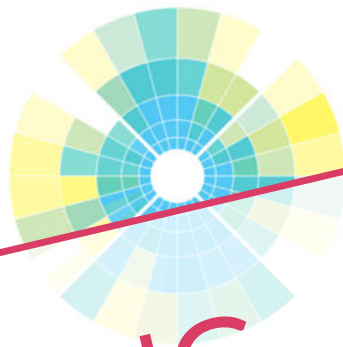




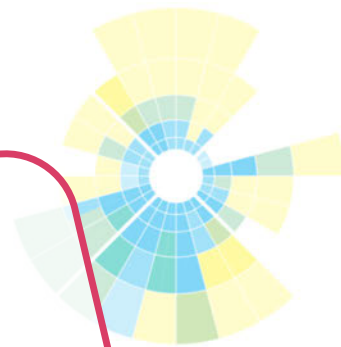
Researchers
(UXR)



User Experience
Designers (UXD)

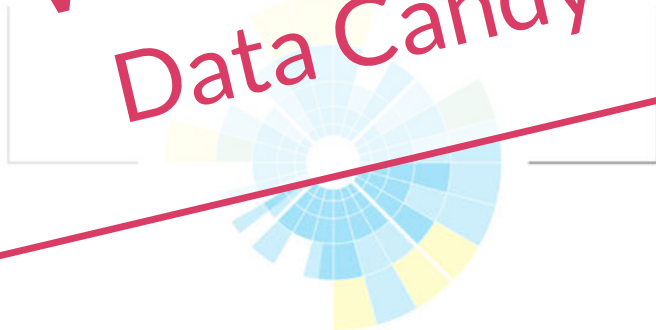


Industrial Designers
(ID)

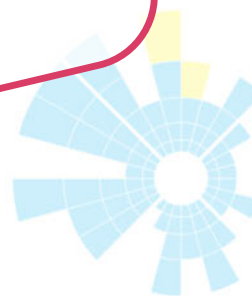


Product Designers
(PD)

WARNING
Data Candy



Hybrid UX + ID



Program Manager

Roles

Even when split out by role, there are skills and the desire to grow in all regions of the wheel.

It's not about the diagram.

It's about the *dialog*.

Why did this work?

**We broke down and rebuilt our
understanding of what we do.**



**Together.
From the bottom up.**

1. *Words matter.* Don't ignore the pain.
2. Make the intangible *tangible*.
3. It's not about the diagram,
it's about the *dialog*.