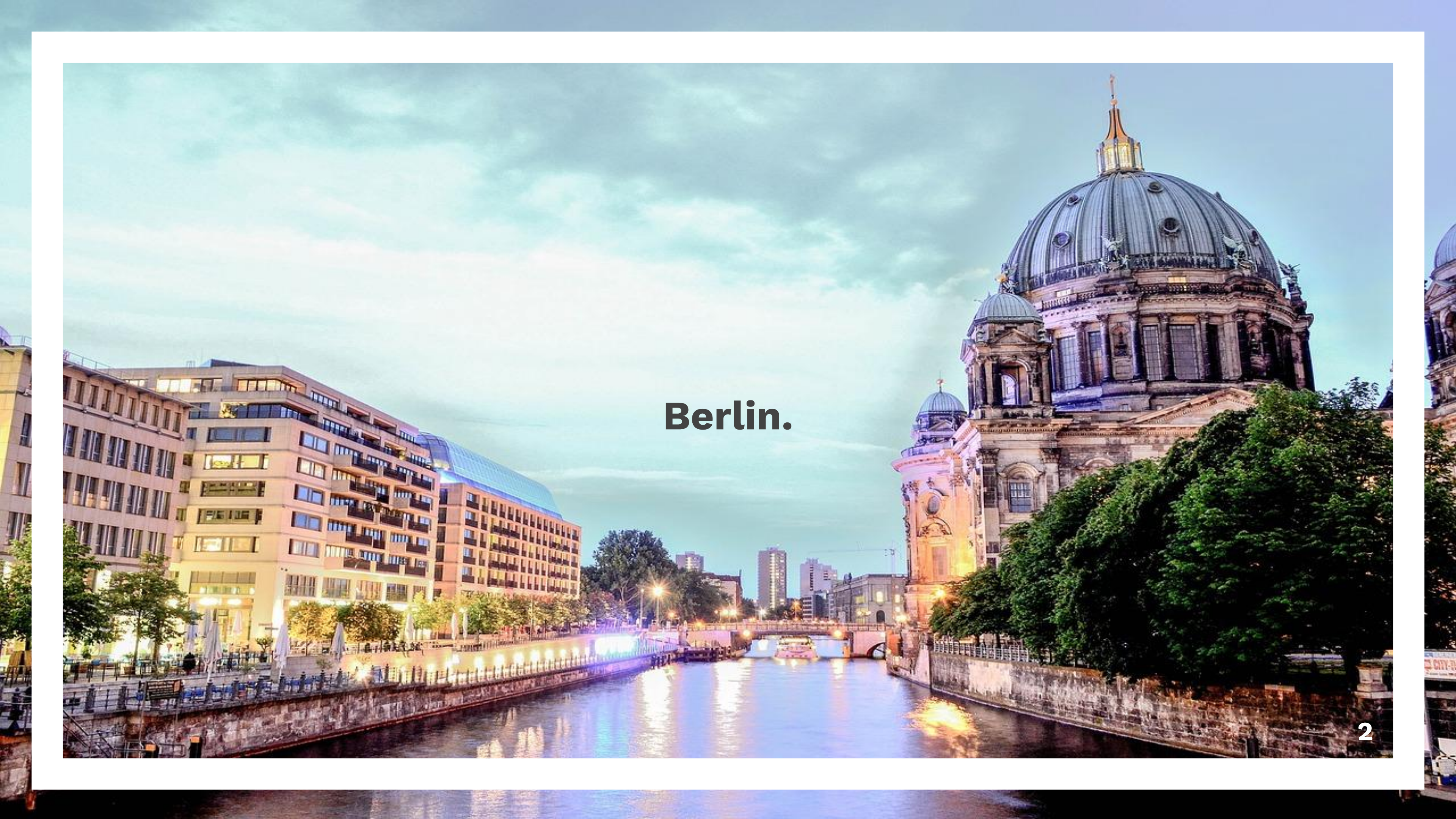
Hello!

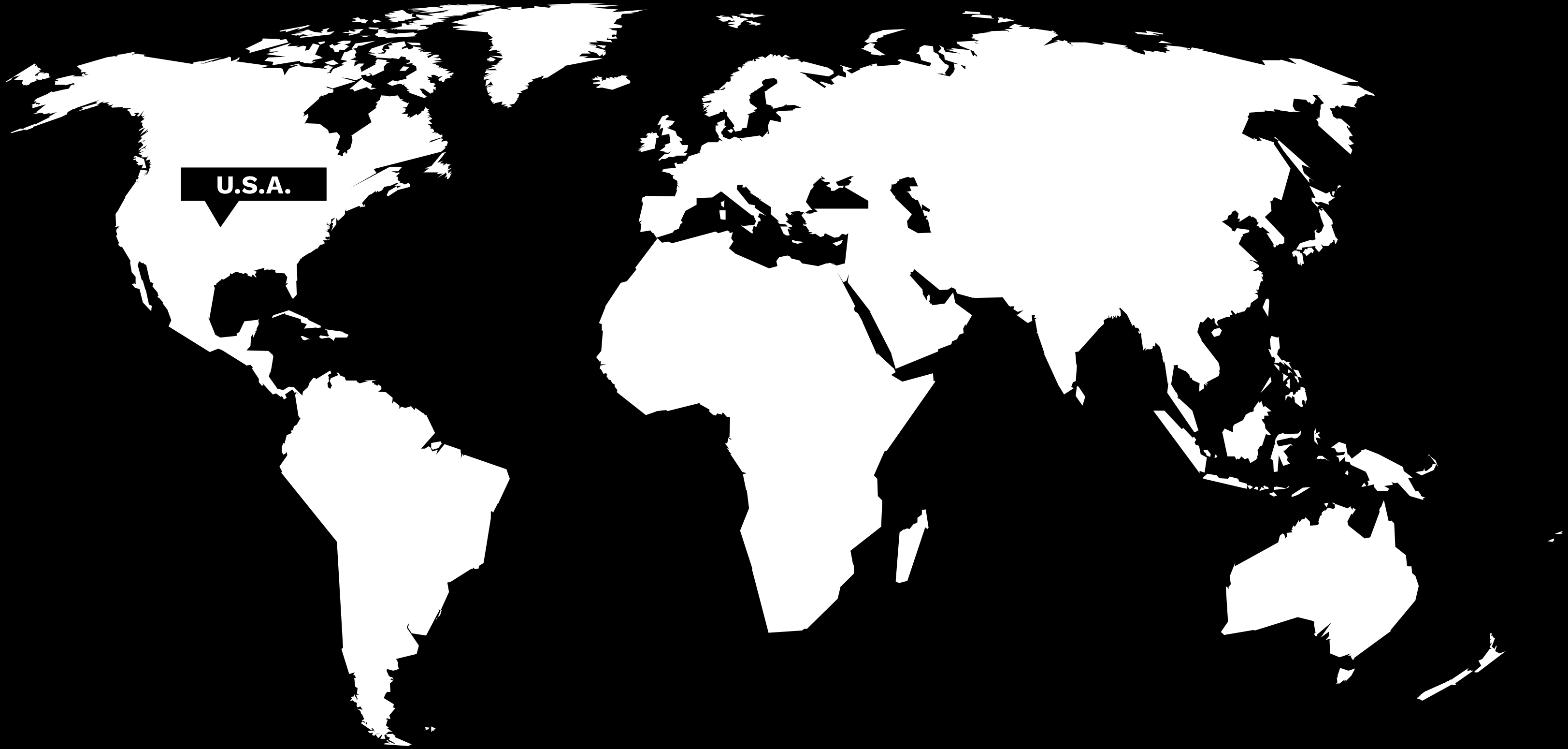
I am Che Harvey!

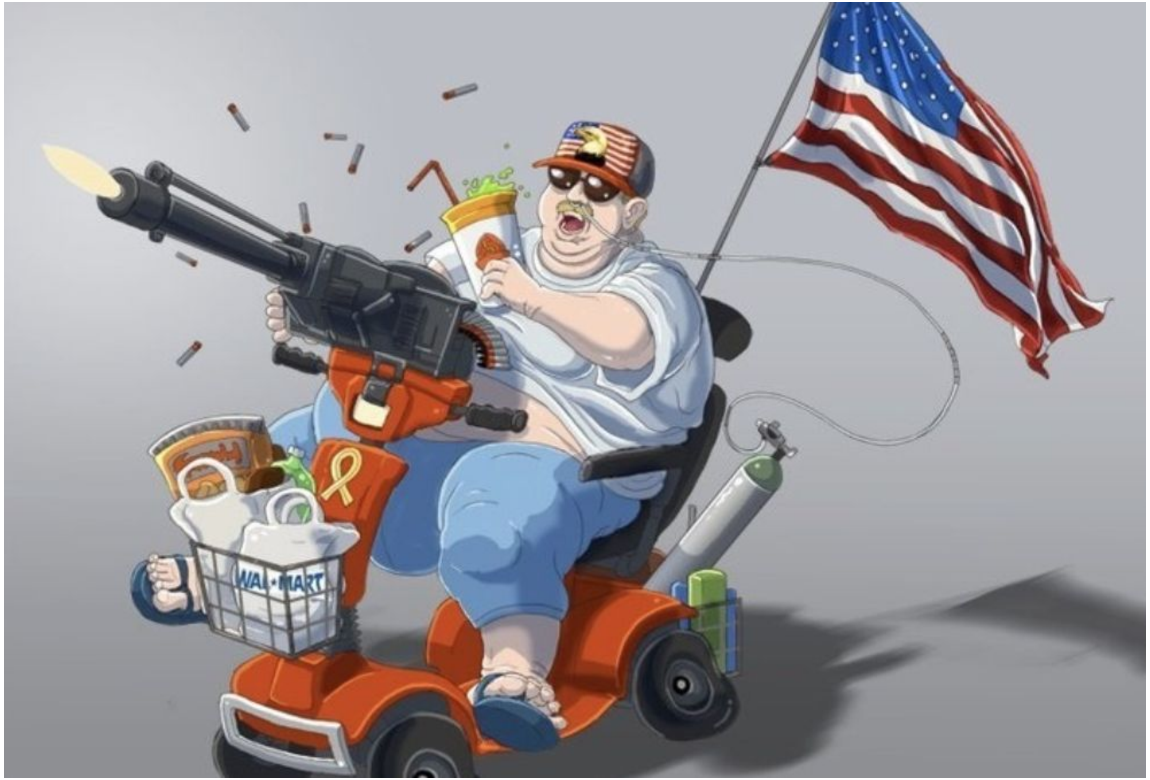
UX Designer

@chebydesign



Berlin.


U.S.A.


WAL-MART

Stakeholder Centric Design

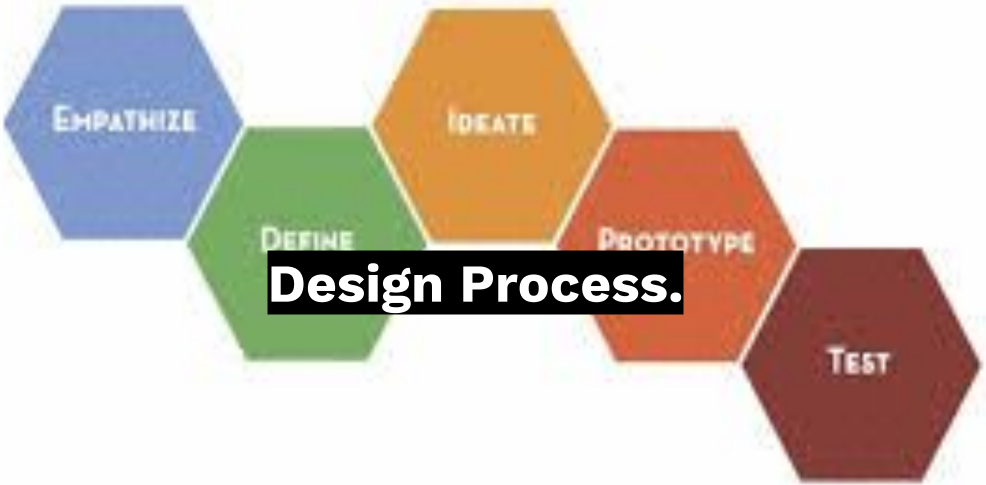
How retargeting your design process can make you a more influential part of your organisation.

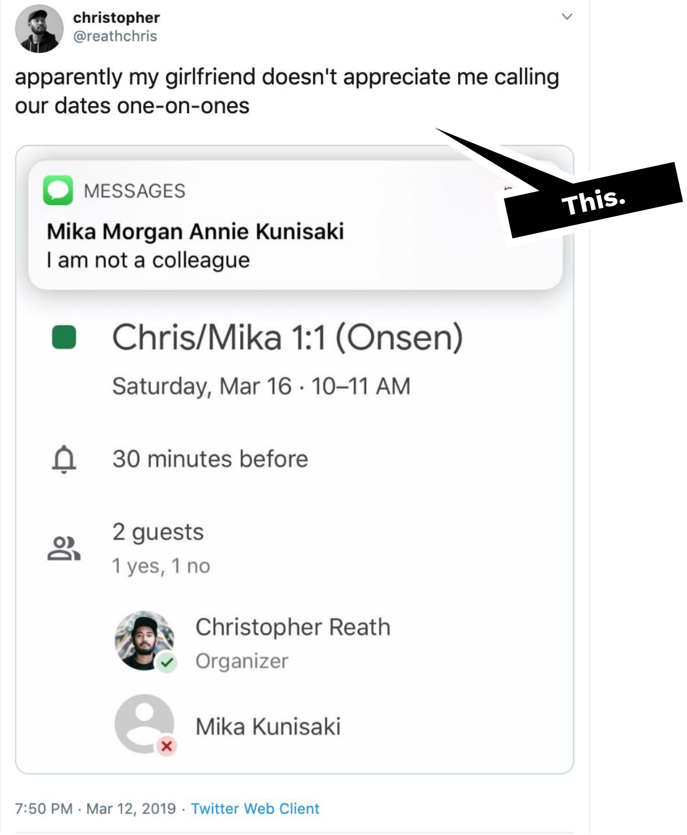
Praise.
Projects.
Respect.

Not me.

Not me.

Design Process.


EMPATHIZE
DEFINE
IDEATE
PROTOTYPE
TEST



christopher
@reathchris

apparently my girlfriend doesn't appreciate me calling our dates one-on-ones

MESSAGES

Mika Morgan Annie Kunisaki
I am not a colleague

This.

Chris/Mika 1:1 (Onsen)

Saturday, Mar 16 · 10–11 AM

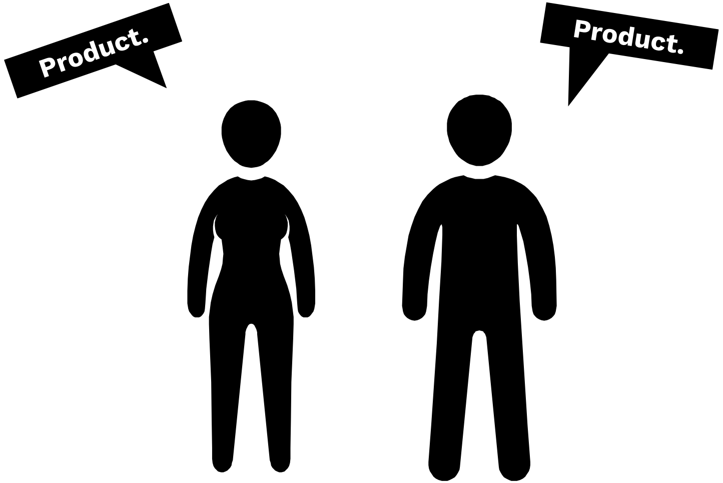
30 minutes before

2 guests
1 yes, 1 no

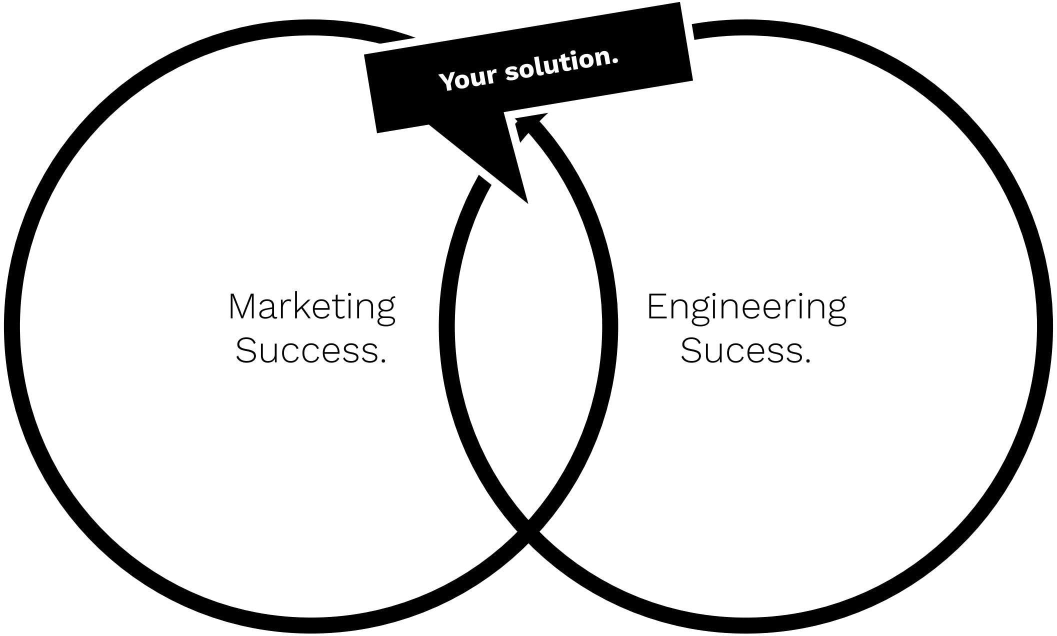
Christopher Reath
Organizer

Mika Kunisaki

7:50 PM · Mar 12, 2019 · Twitter Web Client


Product.
Product.

You are the product.


Your solution.
Marketing
Success.
Engineering
Sucess.

Why compromise?

Don’t Outshine

The dangers of going just a little to far too quickly.

Don’t Outshine

The dangers of going just a little to far too quickly.

Lith. Firmin Didot, Paris
A MASQUERADE.

Don’t Outshine

The dangers of going just a little to far too quickly.

Don’t Outshine

The dangers of going just a little to far too quickly.

Don’t Outshine

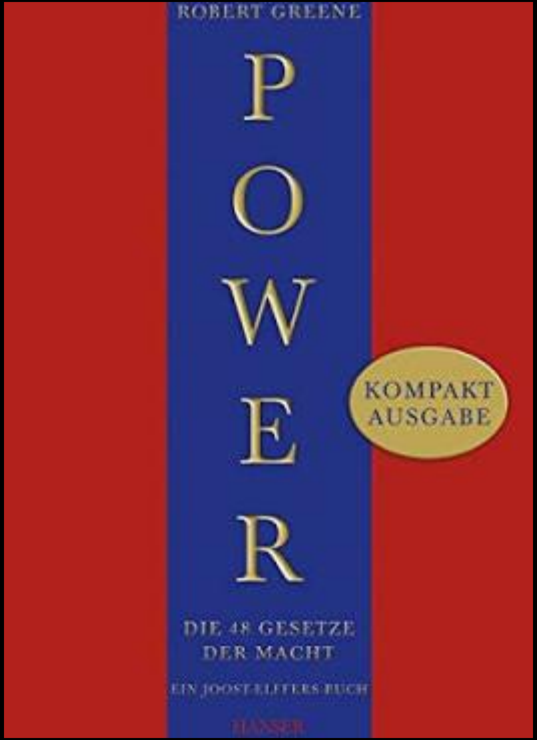
The dangers of going just a little to far too quickly.

Don’t Outshine

The dangers of going just a little to far too quickly.

48 Laws of Power

Robert Greene


ROBERT GREENE
POWER
KOMPAKT AUSGABE
DIE 48 GESETZE DER MACHT
EIN JOOST-ELFFERS-BUCH
HANSER

It’s a super ruthless book.

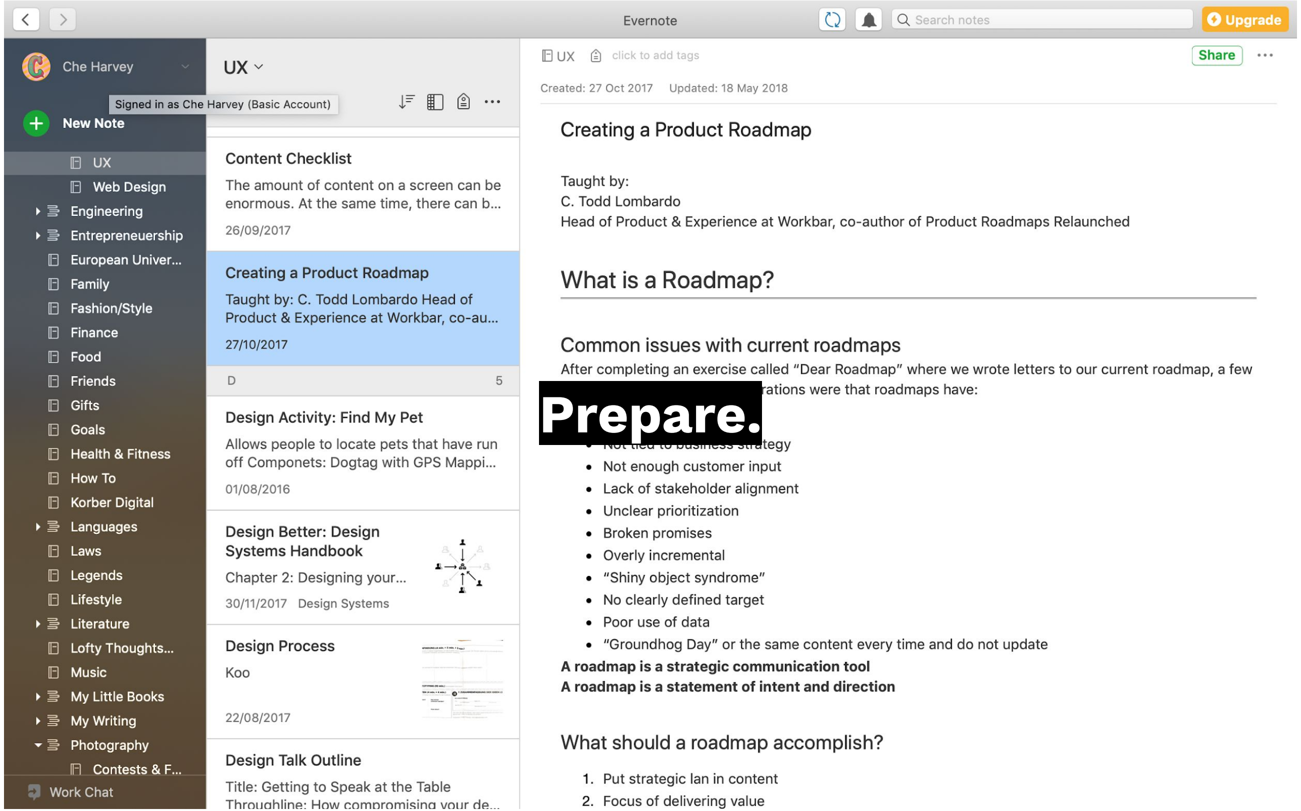
How to compromise?

Think before you act.

Empathize with Stakeholders

What do they want?

Know stakeholder objectives.


Evernote
Search notes
Upgrade
Che Harvey
Signed in as Che Harvey (Basic Account)
New Note
UX
Web Design
Engineering
Entrepreneuership
European Univer...
Family
Fashion/Style
Finance
Food
Friends
Gifts
Goals
Health & Fitness
How To
Korber Digital
Languages
Laws
Legends
Lifestyle
Literature
Lofty Thoughts...
Music
My Little Books
My Writing
Photography
Contests & F...
Work Chat
UX
D
5
UX
click to add tags
Share

Content Checklist
The amount of content on a screen can be enormous. At the same time, there can b...
26/09/2017

Creating a Product Roadmap
Taught by: C. Todd Lombardo Head of Product & Experience at Workbar, co-au...
27/10/2017

Design Activity: Find My Pet
Allows people to locate pets that have run off Componets: Dogtag with GPS Mappi...
01/08/2016

Design Better: Design Systems Handbook
Chapter 2: Designing your...
30/11/2017 Design Systems

Design Process
Koo
22/08/2017

Design Talk Outline
Title: Getting to Speak at the Table
Throughline: How compromising your de...

Created: 27 Oct 2017 Updated: 18 May 2018

Creating a Product Roadmap

Taught by:
C. Todd Lombardo
Head of Product & Experience at Workbar, co-author of Product Roadmaps Relaunched

What is a Roadmap?

Common issues with current roadmaps

After completing an exercise called "Dear Roadmap" where we wrote letters to our current roadmap, a few rations were that roadmaps have:

Prepare.

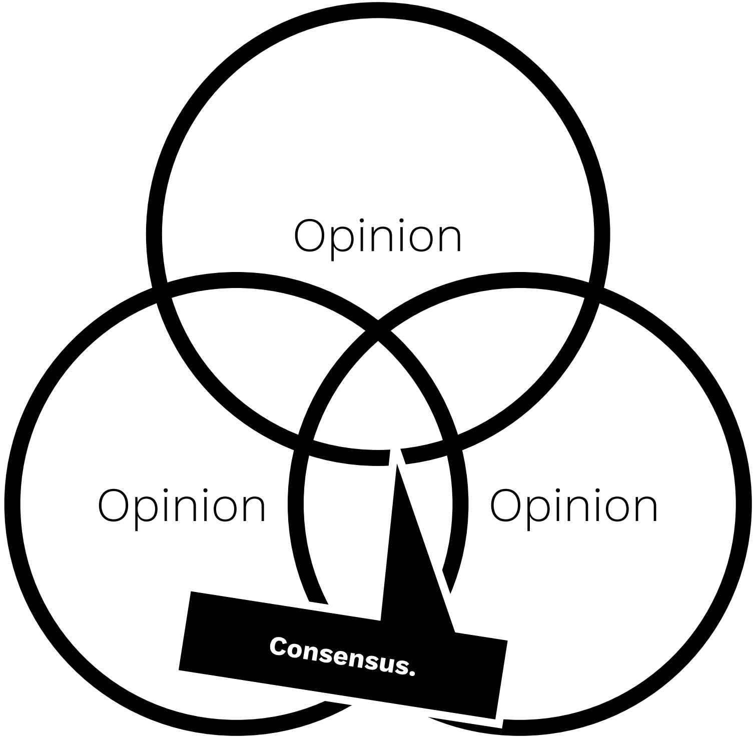
- Not tied to business strategy
- Not enough customer input
- Lack of stakeholder alignment
- Unclear prioritization
- Broken promises
- Overly incremental
- "Shiny object syndrome"
- No clearly defined target
- Poor use of data
- "Groundhog Day" or the same content every time and do not update

A roadmap is a strategic communication tool
A roadmap is a statement of intent and direction

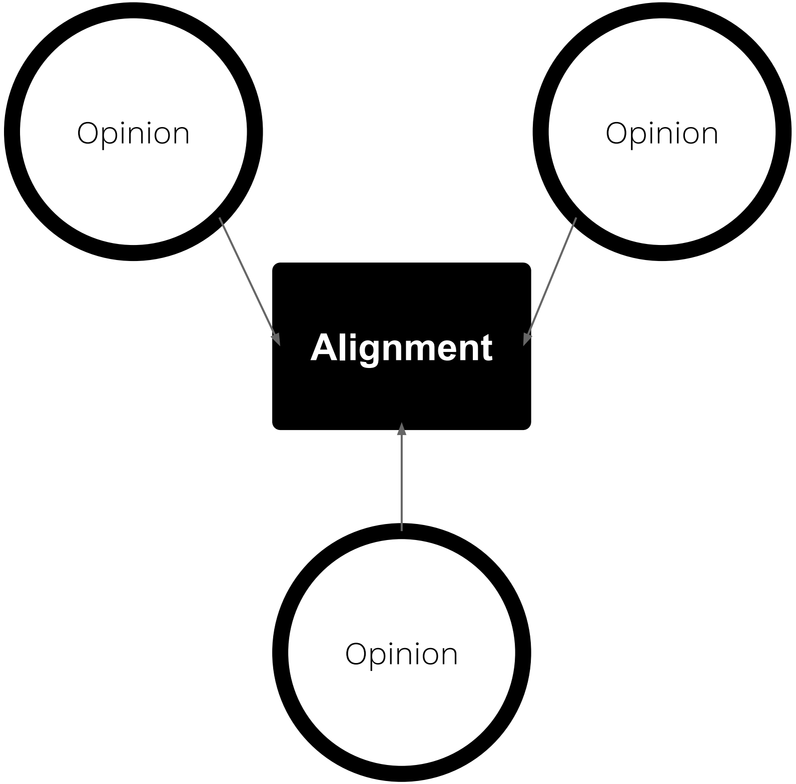
What should a roadmap accomplish?

1. Put strategic lan in content
2. Focus of delivering value

Consensus vs. Alignment


Opinion
Opinion
Opinion
Consensus.

Consensus vs. Alignment


Opinion
Opinion
Alignment
Opinion

> *Pick something which has no value to the company currently... and choose that to do a rapid kind of workshops.*

Abigail Hart Gray

Google Director, UX

Make learnings available.

Make learnings available.

1953
Power-lube
SHELL
TEXACO
ETHYL
Phillips
REGULAR
GASOLINE
ESSO
Mobilgas
NOTICE
ROUTE 66
ESCAPE

Find a memorable environment.

Don’t Underestimate the Power of Legacy

Respect the old ways.

Endowment Effect

	End with the Mug	End with the Candy
Free choice		
Given Mug		
Given Candy		

Endowment Effect

	End with the Mug	End with the Candy
Free choice	**55**	**45**
Given Mug		
Given Candy		

Endowment Effect

	End with the Mug	End with the Candy
Free choice	**55**	**45**
Given Mug	**90**	**10**
Given Candy		

Endowment Effect

	End with the Mug	End with the Candy
Free choice	**55**	**45**
Given Mug	**90**	**10**
Given Candy	**10**	**90**

Who?

Summary

Include Stakeholders

Summary

Include Stakeholders

Understand Resistance

Summary

Include Stakeholders

Understand Resistance

Educate & Learn

Thank you!

Say hi.

- @chebydesign
- hello@cheharvey.com

Credits

- Presentation template by SlidesCarnival
- Photography by Joshua Kissi & Dale de Vera