

USER EXPERIENCE:

Drive Change

Become Strategic

Thank You's To...

Conference committee and volunteers

UPA China officers

Speakers and panelists

Exhibitors and sponsors

And you... the conference attendees

About UPA International



About 3,000 members worldwide.

International membership is increasing faster than US membership.

The 2008 conference attracted 800 people from 25 different countries.

The 2009 conference: Portland, Oregon USA.

UPA Is Growing Worldwide



So we've created a global advisory committee and appointed regional coordinators.

The Asia-Pacific Coordinator is Jason Huang.

Get Involved With UPA!



We have many volunteer opportunities.

Join UPA International and make your voice heard!

To learn more, see the UPA web site:
www.usabilityprofessionals.org

Some Thoughts About The UX Field

We are fortunate.

Why?

We enjoy what we do... and we do good things.

福

“Good fortune”

Reflect For A Moment...

Feel good about what we do and who we are.

I **LOVE** my work... and so do you.

專心
敬業

"Dedication"

But... Who Are We?

We're...

Usability Analysts

Interaction Designers

User Researchers

Information Architects

User Experience Practitioners

User Experience Designers

...etc.

Do Labels Define Us?

I don't feel that just one label describes me...
what about you?

But there is one label that fits us:

“Change agents”

主動

“Initiative”

What Is A Change Agent?

A person who leads a business initiative by:

- defining and researching the problem
- planning the intervention
- building business support for the intervention
- enlisting others to help drive change

sixsigma.com

[Uxmatters.com](http://uxmatters.com) – “The User Experience Practitioner As Change Agent”

“Change agents must have the conviction to state the facts based on data, even if the consequences are associated with unpleasantness.”

sixsigma.com

[Uxmatters.com](http://uxmatters.com) – “The User Experience Practitioner As Change Agent”

Successful practice of user experience is not just about delivering the design or testing the UI.

If you're doing your job right,
you're changing your
organization.

主動

"Initiative"

One Label We Don't Often Earn

“Strategic”

Strategic: Long Term Outcomes

“A long term plan of action designed to achieve a particular goal.”

“Strategy is differentiated from tactics or immediate actions by its orientation on affecting future, not immediate conditions.”

What Does This Mean For Us?

The never-ending effort to maintain and improve **our organizations'** focus on the user.

Help **our neighboring disciplines** develop a clear, accurate picture of the users' goals, needs, motivations, and struggles.

智

“Wisdom, knowledge”

Why isn't user experience
typically seen as strategic?

Many Reasons

- Usability testing is almost always tactical
- User research **should be** strategic but often isn't
- Organizational "regression to the mean"
- Other reasons?

What Can We Do?

Wherever we're put in the organization...

Whatever our titles...

Whoever we report to...

What Can We Do?

Think (and act) strategically.

Be a change agent.

智

“Wisdom, knowledge”

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How?

Align

Align with the business; learn their revenue, profitability and user experience goals.

Plan and Influence

Plan the user experience of the product(s) you support. Socialize the plan, sell the plan.

Measure and Improve

Measure the user experience to know how to improve it.

And maintain focus on communicating customers' needs, using the many techniques we have:

Keeping Focus On Customers

Persona posters in the lunch room

Wide distribution of trip reports, test sessions

Executive and all-hands presentations

What else?

Organizational Boundaries

You will find yourself pushing on organizational boundaries – this is OK.

Good design depends on dynamic tensions between stakeholders.

Strategic user experience does as well.

Parting Thoughts

You might not get to focus on strategic issues yet. But start thinking about it.

Start talking about the long-term direction of the products and services you support.

Don't Get Discouraged!

It's a long road.

Keep moving onward!

Keep Doing The Good Work

We are uniquely positioned to improve the user experience of products and services around the world.

Keep Doing The Good Work

We are fortunate!

But we are also responsible.

To Succeed, We Must:

Be change agents

Think strategically

智

“Wisdom, knowledge”

主動

“Initiative”