

# User Experience of Large Web Sites

BGSU ACM Presentation

November 5, 2003

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<http://user-experience.org>

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## About me

- BGSU CS grad, 1986 & 1988
- CS Research associate 1989-97 (?)
- Consultant – web usability
- Argus Associates 1999-2001
  - “I am not a librarian, but I play one on the Internet”
- IBM, 2001-



## What have I been working on – Large Web Sites

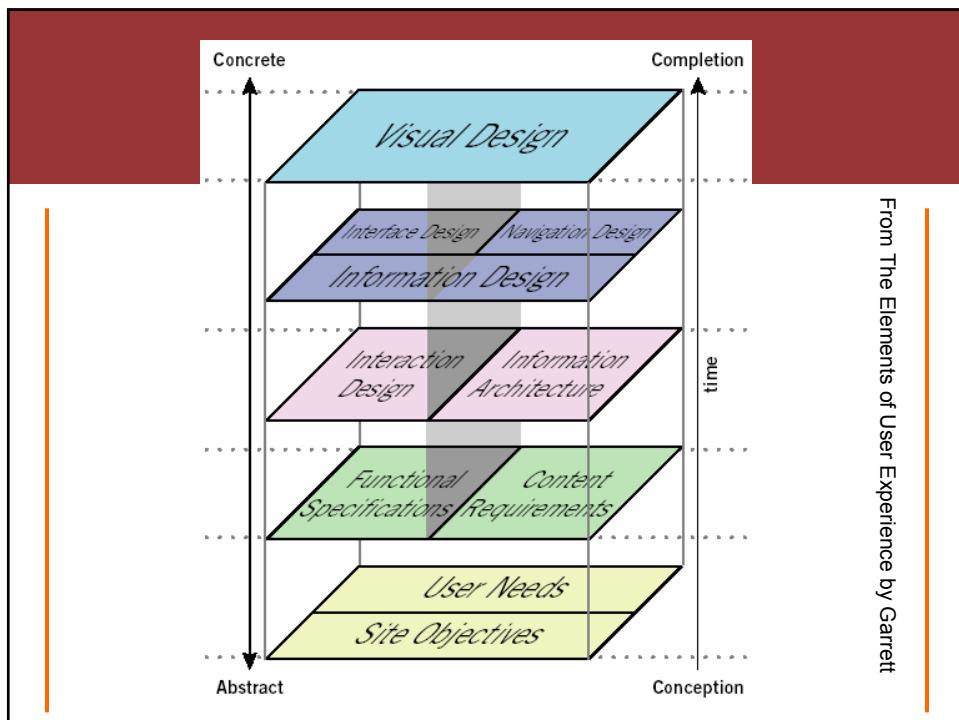
- Argus Associates, 1999-2001 (RIP)
- Ernst & Young – squash country fiefdoms
- Pharmacia & Upjohn – drug delivery intranet
- E-greetings & RipShot – dot-com-ers
- LookSmart – pure LIS == make \$\$?
- Microsoft – home page take-over
- Weather.com – stay #1 weather brand

## What I do at IBM

- Sales & Distribution > ibm.com > Web Strategy & Design > Site Strategy & Standards > User Experience Strategy > Information Architect
- Team responsible for the user experience across ibm.com: Across silos, (projects, brands, audiences), including standards

## What is user experience?

- Usability & user interface design
- Content & information architecture
- Functionality & technology
- Customer service
- “All the customer’s [technology enabled] touch points with the company” – Brand
- Team effort: many roles, skills
- Think: What is your (the student’s) overall experience with BGSU? How does technology enhance/detract from that experience?



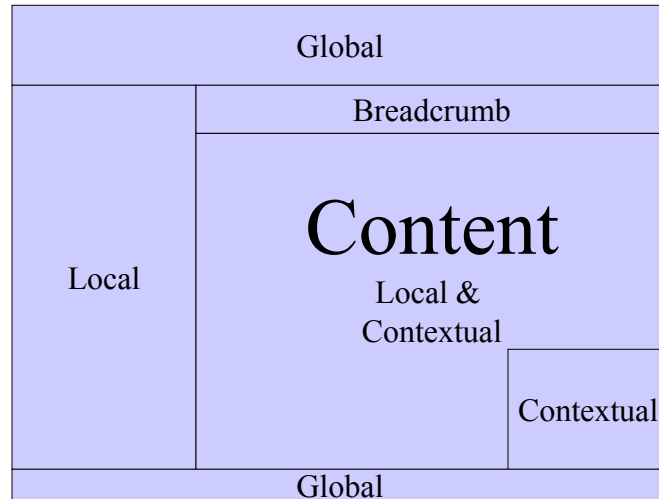
## About this talk

- Design: Global, local, contextual and breadcrumb navigation
- Content strategy: Weather.com example
- Governance: Ernst & Young example
- Challenges all at once: IBM
- Process: User engineering methodology

## The Sausage Analogy



## Navigation Framework (for large web sites)



## Global Navigation

- Site identification, branding
- Major sections
- Utilities
- Almost every page
- Can (should?) change for sub-sites
- Where-am-I indicators

## Local Navigation

- Specific to this section of the site
- Varies from section to section, but consistent (hopefully)
- Parental, sibling, child relationships
- Where-am-I indicators

## Contextual Navigation

- Specific to this page
- Cuts across hierarchy (local navigation covers the stuff in the same bucket)
- Hand-crafted and/or automated
- Embedded in the content and/or given its own space on the screen



# THE OFFICIAL SITE OF FALCON ATHLETICS BOWLING GREEN STATE UNIVERSITY

## BGSUFalcons.com Official Store

The official Online Store of Bowling Green Athletics  
Proceeds from each purchase benefit the Bowling Green Athletic Department

GET A  
yourname@  
bgsufalcons.com  
small account

ROSTER • SCHEDULES/RESULTS • STATISTICS • ARCHIVES • NEWS

### ICE HOCKEY

#### Falcons Tie Union, 1-1

Printer-Friendly Format

Mark Wires knots up the game with his first goal of the season.



Mark Wires scored his first goal of the season vs. Union.

Oct. 25, 2003

Box Score

**Bowling Green, Ohio** - Bowling Green's Mark Wires knotted the game up at 1-1 late in the second period and that's the way the game ended as the Falcons salvaged a tie against visiting Union College.

Wires picked a good time to score his first goal of the season and a power-play goal at that. Sophomores Mike Falk and Don Morrison assisted on the goal.

Union (4-0-1) got on the board first at 4:41 of the second period with Jason Visser's first goal of the season. But the Falcon defense kept the Dutchmen in check for the remainder of the way.

BGSU's Jordan Sigalek had 26 saves and helped keep Union scoreless on the power play 0 for 73. Eric Mouton had 26 saves and held the Falcons to

#### Ice Hockey Home



- Choose Sport
- TICKETS
- SCHEDULES
- ONLINE STORE
- AUDIO & VIDEO
- ATHLETIC DEPARTMENT
- LINKS
- TRAVEL
- CAMPS
- ON CAMPUS
- TRADITIONS
- FALCON KIDS CLUB
- STUDENT-ATHLETE SERVICES
- MARKETING OPPORTUNITIES

United States

Search

Home
Products & services
Support & downloads
My account

→ Select a country

← Servers

**Intel processor-based servers**

Rack-optimized

Universal

Blade servers

Storage

Systems Management

Accessories & upgrades

Services

Support

Certification

Education and training

News and awards

Literature

HW/SW Compatibility

Solutions

→ Shopping help

Warranty info

## Blade servers: BladeCenter

INTRODUCING THE NORTEL NETWORKS® L2-7 Gb ETHERNET SWITCH MODULE  
EXPANDING BLADECENTER CONNECTIVITY BY LEVERAGING OUR BLADECENTER ALLIANCE PARTNERSHIPS

**IBM @server BladeCenter**

Products All about BladeCenter Literature

Server finder Call me now

**IBM @server™ BladeCenter**  
IBM @server BladeCenter delivers integration, performance, manageability, resiliency and investment protection in a blade architecture. At twice the density of today's 1U servers, BladeCenter enables a highly managed infrastructure that helps maximize resource productivity and minimize IT administration costs.

**IBM eServer BladeCenter (chassis)**  
from **\$2,789.00\*** IBM Web Price  
**Flexible, innovative design provides investment protection and helps reduce deployment costs.**  
Starting price may not include a hard drive, operating system, or other features.

- 7U rack-optimized chassis
- Up to 14 blade server bays for extreme performance density
- Up to two integrated and hot-swappable Gb

Learn more

Learn more

Announcing new products, technology and tools. Learn more.

**Contact**

Call me now

→ Server finder

Call us at  
**1-866-426-0472**

**Software offerings**

Introducing IBM Web Infrastructure Orchestration

**IBM eServer BladeCenter literature**

The screenshot shows the IBM Tivoli Configuration and Operations Management product page. The page layout includes a top navigation bar with the IBM logo and search bar, a secondary navigation bar with links for Home, Products & services, Support & downloads, and My account. A left sidebar contains a 'Select a country' dropdown and a navigation menu with categories like Software, Tivoli, Products, and Solutions. The main content area features the product title 'Configuration and Operations Management' and a sub-headline 'Managing complexity in a dynamic e-business environment'. Below this is a paragraph describing the product's value and a section with two columns: 'Products' and 'Solutions'. The right sidebar contains several promotional banners, including 'Tivoli Insider eNewsletter', 'Talk to the experts at the NEW Tivoli Developer Forum', 'Manage on demand', and an 'Offer: Demo' section for the 'IBM Tivoli License Manager Flash demo'.

## Other examples you want to talk about?

- Favorite sites?
- Least favorite sites?
- Unusual or common characteristics?



## Breadcrumb Navigation

- Location: A page always has the same breadcrumb no matter how you get there (“you are here”)
- Path: Breadcrumb differs based on how you got there
- Attribute: A page has many breadcrumbs, each representing a characteristic

## Location Breadcrumbs

From:

Directory > Business and Economy > Shopping and Services > Sports > Hockey → Ice Hockey

Directory > Recreation > Sports > Hockey > Ice Hockey → Shopping and Services

### Shopping and Services > Ice Hockey

[Directory](#) > [Business and Economy](#) > [Shopping and Services](#) > [Sports](#) > [Hockey](#) > [Ice Hockey](#)

Search    the Web  just this category

INSIDE YAHOO!

[NHL Hockey](#) on Yahoo! Sports  
get scores, news, schedules, team and player info, and more  
[Hockey Gear](#) | [NHL News](#) | [Fantasy Hockey](#) | [Groups](#)

CATEGORIES

- [Books@](#)
- [Collectibles](#) (9)
- [Gear and Equipment](#) (55)
- [Ice Skating@](#)
- [Instruction](#) (59)
- [Magazines@](#)
- [Software](#) (4)
- [Training Aids](#) (5)

## Path Breadcrumbs

View all: [Men](#) > [Pants & Shorts](#) >

Scroll



### Worn Loose-Fit Jeans

**\$24.99** - Regular [reg. \$34.50]

**\$29.99** - Tall [reg. \$38.50]

Designed to sit slightly lower than t  
jeans are the pinnacle of comfort, s  
Updated with a new color and wash

View all: [Sale](#) > [Men](#) >

Scroll



### Worn Loose-Fit Jeans

**\$24.99** - Regular [reg. \$34.50]

**\$29.99** - Tall [reg. \$38.50]

Designed to sit slightly lower than th  
jeans are the pinnacle of comfort, s  
Updated with a new color and wash,

## Attribute Breadcrumbs

Amazon.com. [VIEW CART](#) | [WISHLIST](#) | [YOUR ACCOUNT](#) | [HELP](#)

Amazon Exclusive! Order a Stopwatch now! It's only at Amazon.

WELCOME | [VIDEO STORE](#) | [BOOKS](#) | [BABY](#) | [GAMES](#) | [ELECTRONICS](#) | [MUSIC](#) | [MOVIES](#) | [ALL NEW STORES](#) | [SEE MORE STORES](#) | Your Gold Store

SEARCH MUSIC | [BROWSE STYLES](#) | [CLASSICAL](#) | [TOP SELLERS](#) | [NEW & FUTURE RELEASES](#) | [MP3 DOWNLOADS](#) | [CLASSICAL CDs](#) | [VIDEO MUSIC](#)

Choose both! [DVD/VCR combination players](#) starting at \$199.99 [Shop now!](#)

Amazon Electronics over 30,000 products and counting

**SEARCH**

Popular Music

Classical Power Search [New](#)

**MUSIC INFORMATION**

Explore this album [buying info](#)

**Jack & The Beanstalk [Madacy]**

[Rabbit Ears \(voices\), Dave Stewart, Michael Palin](#)

**Availability:** Usually ships in 1-2 business days

[Used & new from \\$6.99](#)

[See more product details](#)

**MORE BUYING CHOICES**

[Used & new from \\$6.99](#)

Have one to sell? [Sell yours here](#)

[Add to Wish List](#)

[Add to Wedding Registry](#)

Don't have one? We'll set one up for you.

Browse for [music](#) in:

- [Styles](#) > [Children's Music](#) > [General](#)
- [Styles](#) > [Rock](#) > [Progressive](#) > [Progressive Rock](#)
- [Today's Deals in Music](#) > [Children's Music](#) > [CDs \\$7 - \\$10](#)
- [Today's Deals in Music](#) > [Rock](#) > [Progressive Rock](#) > [CDs \\$7 - \\$10](#)
- [Today's Deals in Music](#) > [Children's Music](#) > [All Bargain Titles](#)
- [Today's Deals in Music](#) > [Rock](#) > [Progressive Rock](#) > [All Bargain Titles](#)
- [Travel](#) > [Bargains](#) > [Music](#) > [Children's Music](#) > [CDs \\$7 - \\$10](#)
- [Travel](#) > [Bargains](#) > [Music](#) > [Rock](#) > [Progressive Rock](#) > [CDs \\$7 - \\$10](#)
- [Amazon.com Outlet](#) > [Music Outlet](#) > [Children's Music](#) > [CDs \\$7 - \\$10](#)
- [Amazon.com Outlet](#) > [Music Outlet](#) > [Rock](#) > [Progressive Rock](#) > [CDs \\$7 - \\$10](#)

## Stories to tell

- Weather.com
- Ernst & Young
- IBM

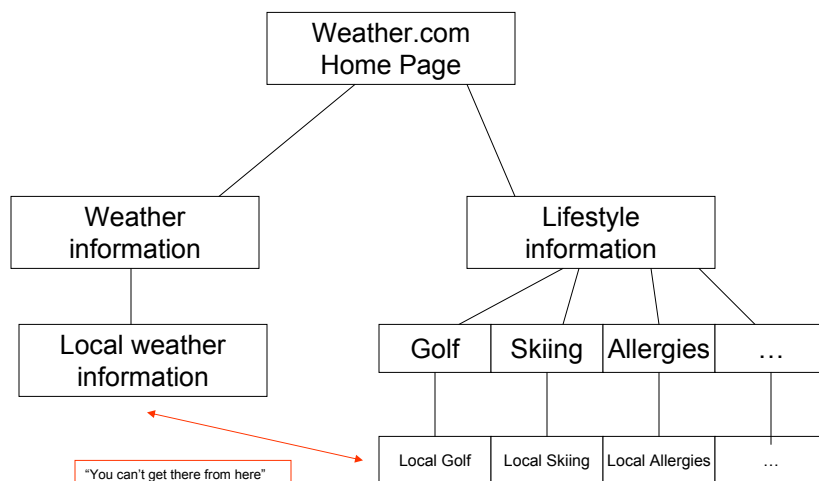
## Weather.com

- Weather.com was #1 but feeling pain: organic growth, content management, keeping up with the business strategy (scaling)
- Stakeholder interviews, business analysis
- Content analysis
- Competitive reviews (experts, users)
- User research (card sorting, usability testing)
- Developed the IA strategy – how the organization of information supports both the business strategy & the user experience

## Weather.com – Information Architecture Strategy (1999)

- Local weather “home pages”, both weather data and life-style information
- Syndicate Weather Channel brand for “convenience” users
- Personalization to stay ahead of the competition (a model - [http://argus-acia.com/white\\_papers/personalization.html](http://argus-acia.com/white_papers/personalization.html))

## Previous Weather.com User Experience



# Weather.com – Contextual Local Page

Home | Health | Travel | Sporting Events | Recreation | Home & Garden | Local | World | News | Maps | My Weather

Travel Forecast | Daily Traveler | Vacation Planner | Driving | Aviation Seasonal Spotlight: **Golf**

---

**THE WEATHER CHANNEL**

local forecast

Home > Toledo

**Current Conditions**

**Fair**

UV Index: 5 Moderate  
Dew Point: 62°F  
Humidity: 42%  
Visibility: Unlimited miles  
Pressure: 29.93 inches and falling

Wind: From the West Northwest at 9 mph

As reported at Toledo, OH Last Updated Tuesday, September 10, 2002, at 11:52 AM Eastern Daylight Time.

**Doppler**

Light PREC  
Light PRCC

**Current Conditions: Sporting Events**

scroll down for map and 10-day forecast

**88°F**

**Fair** **Feels Like 89°F**

**Current Golf Tour Weather for:**

Waynesborough Country Club **Partly Cloudy 92°F**

[change tour](#)

[Get tournament's forecast](#)

**Current racing weather for:**

New Hampshire Int'l Speedway **Partly Cloudy 94°F**

[change racing series](#)

[Get the race day forecast](#)

[Check the pro tennis forecast](#)

**match.com**

I am seeking

between  and

Zip/Postal code

---

**Recommended Sporting Events Links**

[Get up to the minute conditions at golf courses across the U.S.](#)

[Look up current water temperatures at your favorite locations](#)

**In the Spotlight**

[Sign up for allergy and weather emails on weather.com](#)

[Skills for school, confidence for everything else](#)

by Sylvan Learning Center

**Your Maumee, OH (43537) ...**

- [Area pollen reports](#)
- [Golf course forecasts and conditions](#)
- [Airport delays and travel conditions](#)
- [Gardening tips and forecast](#)

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**Doppler Radar 600-Mile**

PRECIPITATION INTENSITY

# Weather.com – Contextual Maps

**Current Dew Points**

50s 60s 70s

10 Sep 2002 05:07 GMT / 09 Sep 2002 11:07 PM EDT

[How to read this map](#) Video: [Daily Forecasts](#) Audio: [Regional Updates](#)

- Select Another Map
- Doppler Radar 600 Mile
- Doppler Radar 300 Mile
- Northeast US Current Temperatures
- Northeast US Current Dew Points
- Northeast US Current Weather
- Northeast US Weather Today
- Northeast US Weather Tonight
- Northeast US Snow Forecast
- Northeast Doppler Radar 1800
- Northeast US Satellite

## Weather.com - Syndication

The screenshot shows the Fodors.com website for Columbus, Ohio. The header includes the Fodors.com logo and navigation tabs for Destinations, Hotels, Restaurants, News, Talk, Booking, Bargains, and Products. A search bar and a 'Site' dropdown menu are also visible. The main content area features a large banner for Columbus with a map and a 'Map of Columbus' link. To the left is a sidebar with a navigation menu including Overview, Sights & Activities, Restaurants, Hotels, Nightlife & the Arts, Shopping, Smart Travel Tips, Web Links, and Features. The main content area includes a 'RELATED DESTINATIONS' section with links to Cincinnati, Cleveland, Detroit, and Pittsburgh. Below this is a 'WEATHER' section showing a cloud and rain icon, a temperature of 48°F/9°C, and 'Light Rain'. There are also links for 'Extended Local Forecast', 'Vacation Planner', and 'Daily Traveler'. The Weather Channel logo and 'weather.com' text are at the bottom of the weather section.

## Ernst & Young

- Global “branding” problem
- Each country had its own web site, its own design, its own content
- An “international” site made it all worse
  
- Assumption: the business will be integrated
- Task: How to integrate the content to make a good experience (promote the global brand)

## Problem statement

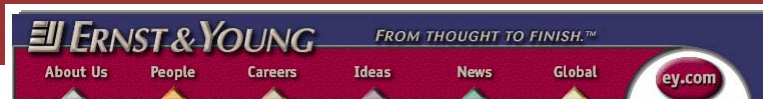
### EYI.COM IS CHANGING ...

Very soon you will be able to access the existing Ernst & Young International site at the new address of [www.ey.com](http://www.ey.com).


This move is part of a continuing process to unify the Ernst and Young brand globally. We intend that the new site design, navigation and search functions will make access to our global resources easier.

The new site will contain the same exacting standards of information, the same concise content. So don't be alarmed by any changes that you see, because while [ey.com](http://ey.com) is a new site, the quality stays the same.


## Old USA



### Ernst & Young and Cisco Systems Form an Alliance

 Cisco A collaboration between [Ernst & Young LLP](#) and [Cisco Systems](#) will provide clients across industries with customized, Web-enabled business solutions that address Internet commerce and employee services. E&Y's proven business-process methodologies, coupled with Cisco's leading-edge networking capabilities and highly successful Internet application practices will allow Ernst & Young's clients to rapidly design and implement Web-enabled business solutions for customers, business partners, and employees worldwide. Find out more about the [alliance](#).

Repel Cyber Vandals

 Do you prepare your own taxes?

No way! I let someone else worry about them.

Yep, I prepare them myself.

Normally, I do them. But this year, they are too complex.

**News**



[Click: Headline for Details...](#)

**Table of Contents**

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[Search](#)

[Site Map](#)

# Current Global


Global E-mail This Page | Site Map | Contact Us | Print

Select a Country/Region | [Global Home](#)

Issues & Perspectives | Services & Solutions | Industries | About Us | Media | Careers

Global Home

## Questions for Audit Committees



Sarbanes-Oxley has sharpened the focus on internal financial controls. Audit committees can make an important contribution towards strengthening these controls by using their tremendous business experience, deep knowledge of the company and sound judgement. They must also ask the right questions of management and external auditors, demand clear answers and hold both parties accountable. Read more in [Issues and Perspectives](#).

**New This Month**


**European Defense Market Too Small, Says Survey**  
Ernst & Young, in collaboration with the Center for Prospective Strategic Studies has conducted a survey of all the major companies involved in the French Defense industry. It found that 85% of those

**Sarbanes-Oxley: Rule Updates and Business Trends**  
In the past year, the requirements imposed by Sarbanes-Oxley have evolved as the US Securities and Exchange Commission (SEC) has proposed and finalized a number of rules related to the Act. Ernst &

**Insight into Irish Entrepreneurs' Best Practice**  
There is no textbook to capture all the facets of managing a fast-growing entrepreneurial business. However, there are always lessons to be learnt from one's peers. Ernst & Young believe that

**Search**

**Careers**



Ernst & Young's commitment to ensuring employees have challenging careers and fulfilling lives outside of the office was recently confirmed by our US firm being named by *Working Mother* magazine as one of its "100 Best Companies for Working Mothers" for the sixth consecutive year, and seventh year overall. Visit the Careers pages to see the opportunities on offer to you.

**Poll Results**

# Current USA


United States E-mail This Page | Update Me | Contact Us | Print

Select a Country/Region | [Global Home](#) | [U.S. Home](#)

Issues & Perspectives | Services & Solutions | Industries | About Us | Media | Alumni | Careers

Global Home > US Home

## What Goes Up Must Come Down In Retail



It can be tough to grow a retail company, especially in the apparel category. Deflation is making it difficult to increase revenues. Are globalization factors, such as offshore sourcing, having a major impact on the retail/consumer products industry? Hear Jay McIntosh, Ernst & Young's America's Director of Retail and Consumer Products, speak on the topic of deflation and its effect on many retail and consumer products companies.

Play  Transcript

**New This Week**

**Q3 Venture Capital Momentum Continues**  
The value of venture capital investment stayed even


**U.S. Economy Hitting On All Cylinders**  
Sharp acceleration of U.S. economic activity in June

**Sarbanes-Oxley Act and Corporate Reform Underway**  
Board Directors Offered Straight Talk About Assurances

**Search**

US  
Search all ey.com

**Spotlight on the Road to Palm Springs**



Jeff Briggs of Fixaxis Games and Sergey Brin and Larry Page of Google, Inc. are among the more than 400 regional winners vying to become the 2003 Ernst & Young National Entrepreneur Of The Year® in Palm Springs on Nov. 22. Jay Leno, host of the "Tonight Show with Jay Leno," will be master of ceremonies at the black-tie gala, during which 10 other national awards will be presented. Each week until then



## Current Finland

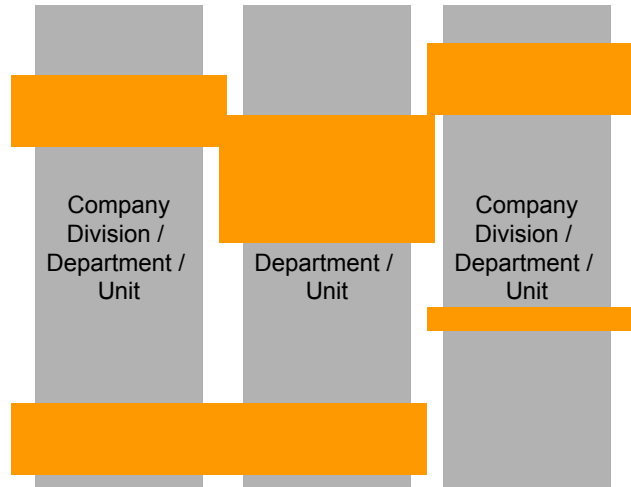
The screenshot shows the Finnish version of the Ernst & Young website. At the top, there is a navigation bar with the text "Suomi" and "Palauta | Tulostusversio". Below this is a menu with "Ajankohtaista", "Palvelut", "Toimialat", "Tietoa E&Y:stä", "Tiedotus", and "E&Y työpaikkana". The Ernst & Young logo and tagline "Quality In Everything We Do" are prominently displayed. The main content area features a large image of a suspension bridge and the heading "Tervetuloa Ernst & Youngiin". Below the heading is a paragraph of text in Finnish, followed by three columns of smaller text under the headings "Global Information Security Survey 2003", "Suomen ensimmäiset EOY-aluevoittajat valittu", and "EY Academyn ohjelma syyskuulla 2003". On the right side, there is a search bar and a sidebar with various links and information.

## IBM

- User experience == constant struggle against the way IBM operates
- Other UE problems addressed “naturally” and easily
- The larger the organization, the harder it is to change, but once it gets moving, watch out (“the oar and the battleship”)

# Why working for (any large company) is hard

## How customers need to do business with the company



## Org Chart-itis #1

The screenshot shows the IBM United States website. At the top, there is a navigation bar with "Home", "Products & services", "Support & downloads", and "My account". A search bar is located on the right. Below the navigation bar, there is a "Select country / region" dropdown menu. The main content area is divided into several sections: "Resources for:" with a list of categories (Home / home office, Small & medium business, Large enterprise, Government, Education, Developers, IBM Business Partners, Investors, Journalists); "Jobs at IBM" (Training, Administrative support); "Building the future" (Watch IBM's new 300mm semiconductor factory in action and see how it helps us do business on demand.); "Fast track" (IBM Express Portfolio: Fast, easy offerings for mid-sized businesses.); "Now serving" (Final week for special offer on xSeries 205VL server, \$419 with rebate.); "Solutions" (Solving business problems: IBM solutions integrate hardware, software and services to meet the challenges of your industry.); "Services" (Business and IT services, Business consulting services, On demand services, Infrastructure services, Financing); "Shopping" (Notebook finder, Desktop finder, Workstation finder, Intel-based server finder, Ready to buy? Special offers, iNavCode™); and "News" (Technology: New IBM services help to simplify corporate computing).

**IBM**

Home | Products & services | Support & downloads | My account

→ Select a country

Industries > Automotive

## Automotive

Automotive

- Search Automotive
- Solutions
- Case studies
- Resource center
- News
- Events
- Partner directory
- Contacts

→ Light vehicle manufacturers

→ **Suppliers**

→ Truck and heavy equipment

→ Retail groups

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Welcome.  
→ [Register](#) → [Why profile](#)  
→ [Sign in](#)

**Change view**  
Select a view to focus the content on your area of interest:  
 **Business (current view)**  
 Executive  
 IT

**In focus**  
→ Get your copy of our white paper today.

@business on demand.

**IBM** United States

Home | Products & services | Support & downloads | My account | Call 1-888-IBM-5800 ext. SMB

→ Select a country

## Small & Medium Business

Buy online or call 1-888-IBM-5800 ext. SMB

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**Related links:**

- e-Catalog
- e-Newsletter
- Affiliate offers
- Authorized auctions

**Free ThinkPad® Essentials bundle**  
with purchase of select ThinkPad notebooks, or upgrade to the ThinkPad Deluxe bundle for only \$129 through 11/03/03.  
→ [Learn more](#)

Solutions by industry	Services	Products
<ul style="list-style-type: none"> <li>• Retail</li> <li>• Wholesale distribution</li> <li>• Industrial / Mfg</li> <li>• Financial services</li> <li>• Insurance</li> <li>• Legal</li> <li>• Healthcare</li> <li>• Life sciences</li> <li>• Small business</li> </ul>	<ul style="list-style-type: none"> <li>• Product support</li> <li>• Business operations</li> <li>• Business consulting</li> <li>• Financing</li> <li>• Security</li> <li>• Wireless</li> <li>• Training</li> </ul>	<ul style="list-style-type: none"> <li>• Servers</li> <li>• Notebooks</li> <li>• Desktops</li> <li>• PC accessories</li> <li>• Printing systems</li> <li>• Software</li> <li>• Storage</li> <li>• IBM Certified used equipment™</li> </ul>

→ [View all products](#)

**Special offers**  
Save from PCs to servers with our online specials!  
→ [Go to special offers](#)

**Big Savings\***  
→ on a Port Replicator and 15" Flat Panel Monitor

**Desktop essentials bundle**  
→ [View all products](#)

The screenshot shows the IBM Small & Medium Business website for the United States. The main navigation bar includes links for Home, Products & services, Support & downloads, My account, and a phone number. A search bar is located in the top right. The page title is "Wholesale distribution" under the "Industries" section. The left sidebar lists various industries, with "Wholesale distribution" selected. The main content area features an "Introduction" tab, a brief description of the service, and three columns of industry categories: Durables (Industrial, Plumbing & HVAC, Specialty industrial, Building materials, Metals, Electrical, Bearings & fasteners, Automotive aftermarket), Nondurables (Chemicals, Paper, Healthcare, Direct to retailers), and Food and Beverage (Food, Beverage). A "Rate your business" sidebar offers a free Competitive Advisor Assessment.

## Org Chart-itis #2

The screenshot shows the IBM PartnerWorld website. The main navigation bar includes links for Home, Products & services, Support & downloads, and My account. A search bar is located in the top right. The page title is "PartnerWorld". The left sidebar lists various resources, with "PartnerWorld membership" selected. The main content area features several sections: "Register today to attend PartnerWorld 2004", "IBM Global Services lead submission program", "Demand generation campaigns", "About PartnerWorld membership" (with links for joining, IDs and passwords, update profile, and benefits), "Resources for Business Partners by type" (with links for developers, resellers, software partner zone, sales, and consultants/integrators), "Work with Business Partners", "Regional PartnerWorld", and "Small and Medium Business Advantage".

**IBM** All IBM Search

Home | Products & services | Support & downloads | My account

→ Select a country  
← IBM PartnerWorld

## Consultants & Integrators

We are the group at IBM that helps strategy, integration and interactive services firms solve their clients' problems with the resources and support of the world's largest information technology provider.

**Confab**  
Do CRM solutions really work? They can according to these businesses.  
→ [Your colleagues say...](#)

**Analysis**  
What every consultant should know about wireless, according to Summit Strategies.  
→ [The analysts say...](#)

**Shift**  
Voice Technology: What's now? What's coming?  
→ [Business & tech insights](#)

**Up & coming**  
Grid computing: A key component of e-business on demand.  
→ [Technologies to investigate](#)

**Must reads**  
→ [Our short stack of essential titles.](#)

**Downtime**  
→ [Distinctive colleagues. Exceptional lives.](#)

**Events**  
→ [Mark these dates.](#)

→ What's in a <name>?

About IBM | Privacy | Legal | Contact

## Org Chart-itis #3

**IBM** Search

Home | Products & services | Support & downloads | My account

→ Select a country

## IBM software

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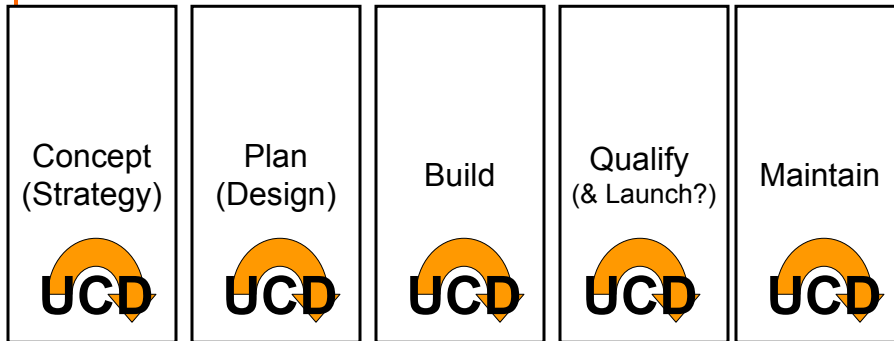
The screenshot displays the IBM TotalStorage website interface. At the top, there is a navigation bar with links for Home, Products & services, Support & downloads, and My account. A search bar is located on the right. Below the navigation bar, the main heading is "Storage software" with the subtext "Storage software for an on demand world". The central content area features a headline: "IBM transforms data management with new advanced storage software technology". Below this, there are three glass icons and a callout box stating "IBM introduces the latest enhancements to its IBM TotalStorage Virtualization Family." The page is divided into two main columns of content. The left column is titled "Storage virtualization" and describes how to reduce complexity and cost of managing SAN-based storage. The right column is titled "Storage management" and describes looking for open and integrated storage management software. On the far right, there are three vertical panels: "Questions?" with links for "Request a call" and "Contact Storage software"; "Virtualization Webcast" with a video thumbnail and text "Watch the replay: Learn how to improve your storage ROI with IBM TotalStorage and IDC"; and "Interactive tutorial" with a video thumbnail and text "Learn how to virtualize your SAN, 'Take the next step'". A left-hand navigation menu lists various categories such as Products A-Z, Disk storage systems, Tape & optical storage, Storage networking, Storage software, Storage media, Solution centers, Proven program, Storage solutions, Storage innovation, News & events, Literature, How to buy, Contact us, Technical support, and Intellectual property.

## Major IBM challenges

- Resolving marketing conflicts (e.g. large enterprise vs. mid-market, sub-brands)
- Serving customer sets instead of serving yourself
- Addressing topics users care about instead of what you own

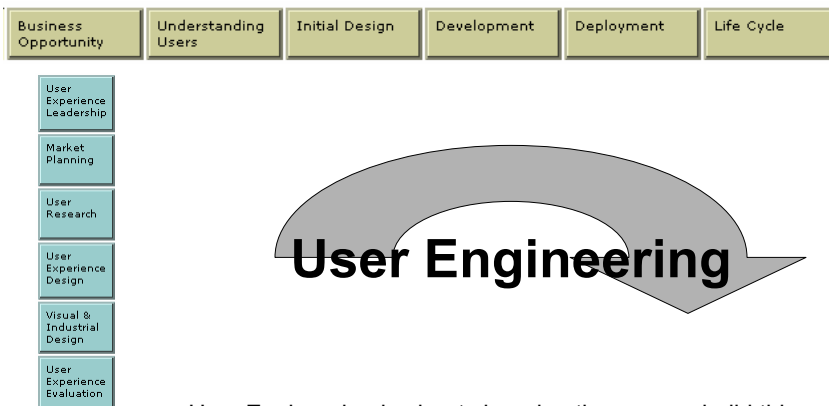
## Methodology: UCD vs User Engineering

### The Business/System Engineering Methodology Rules



UCD is about the tools you use when building according to someone else's uber-methodology

## UCD vs User Engineering



User Engineering is about changing the way we build things: iteration built in, user focus based on business opportunity, multi-disciplinary, ...

## Methodology importance: Not design or testing

- CHI 2002, A survey of user-centered design practice
- Top 2 are pre-design, tell us WHAT to build, not how to build it (traditionally not "usability")
  - Field studies ("Users in the mist")
  - Requirements

Table 6. Ranking of Importance and Frequency of Most Commonly Used UCD Methods

	Ranking					Average Ranking	Frequency
	1	2	3	4	5		
Field studies (include contextual inquiry)	12	6	5	2	1	2.00	28
User requirements analysis	3	3	0	0	1	2.00	7
Iterative design	17	21	9	5	2	2.15	65
Usability evaluation	12	8	10	7	1	2.39	43
Task analysis	6	8	6	7	1	2.61	34
Focus groups	5	2	2	1	4	2.79	16
Formal heuristic evaluation	3	2	5	2	2	2.86	15
User interviews	2	0	3	4	0	3.00	11
Prototype without user testing	1	3	5	4	1	3.07	15
Surveys	0	2	2	1	1	3.17	9
Informal expert review	4	6	3	10	6	3.28	31
Card sorting	0	1	1	0	1	3.33	5
Participatory design	1	0	1	2	1	3.40	7
No code/too sketchy to be categorized							64

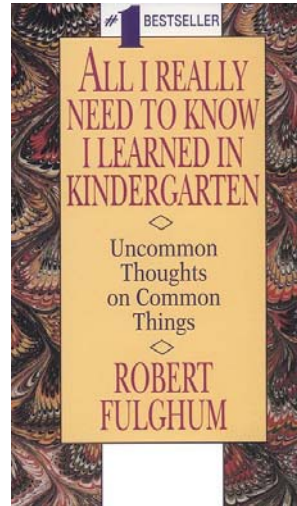
## The new challenges because "user experience is everywhere"

- Providing input vs. taking ownership
- User experience as dictator/enforcer vs. user experience as advisor vs. user experience as teacher (therapist)
- When do you tell the business to go straighten itself out first - before or after you lose all your hair?



## All I really need to know about building large web sites...

- Share
- Put things back where you found them
- Flush
- Take a nap
- Hold hands, watch out for traffic, stick together



## Concluding Remarks



- Thanks!
- BTW, if you are interested in user experience and want to hang out with others in the area with the same interest, contact me
- [instone@user-experience.org](mailto:instone@user-experience.org)