



Shop Talk

w/ Keith Instone

*User experience concepts, skills and methods
for strategic creatives.*

March 26th at Noon

1600 Madison Avenue, Floor 2

Free for Collective Members. \$10 Non Members.

Light grazing from All Crumbs Artisan Bakery.

Reserve your seat: 419/472-9000

Mad Ave

Collective



User Experience Concepts, Skills and Methods for Strategic Creatives

Keith Instone

Toledo Region Experience Planning
March 26th MAC Shop Talk - #UXShopTalk

Agenda

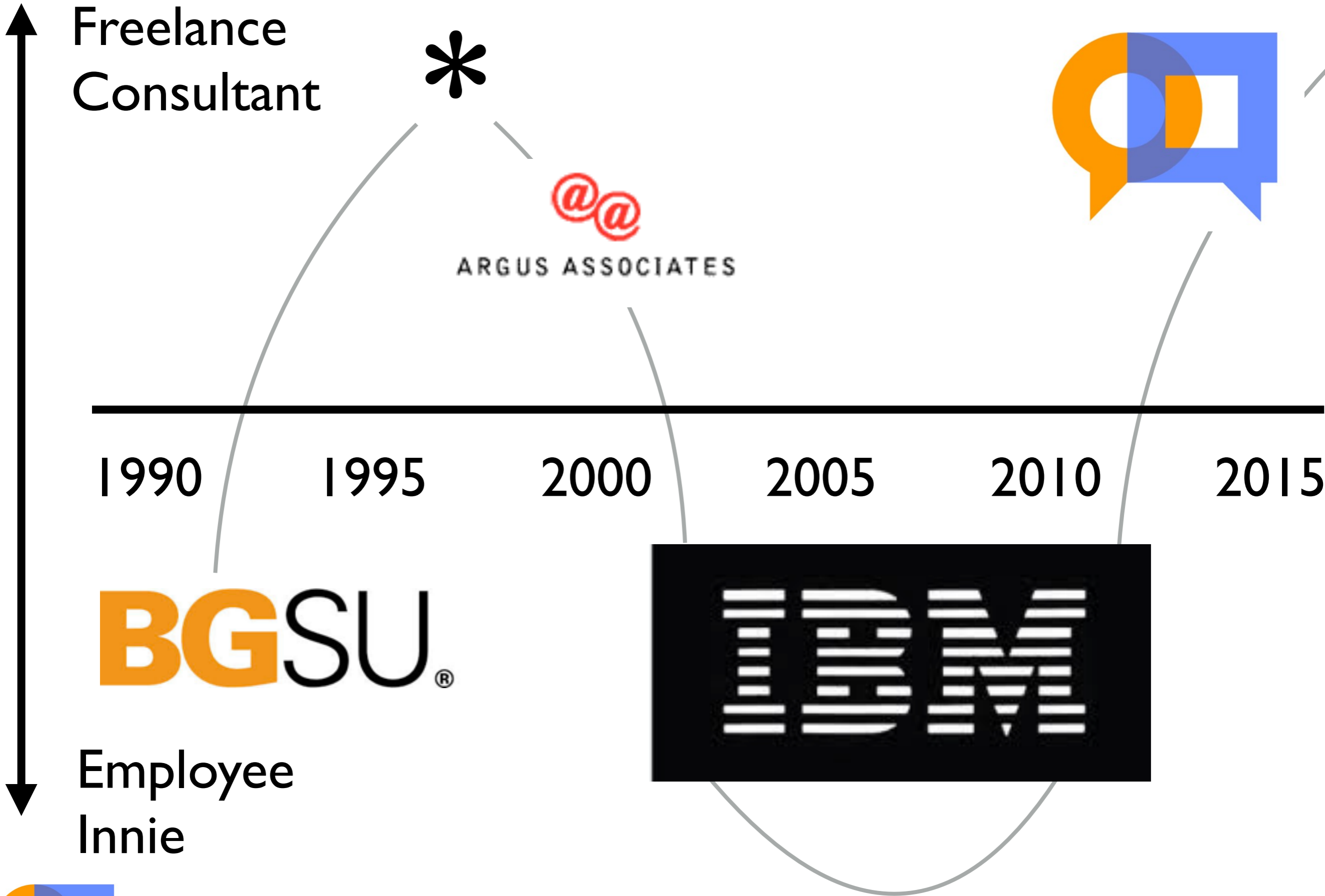
- My life as a User Experience Freelance Consultant
- Who we are: Strategic Creatives
- UX Concepts, Skills & Methods that you can use to do your current job better
- How to “learn me some of that UX”

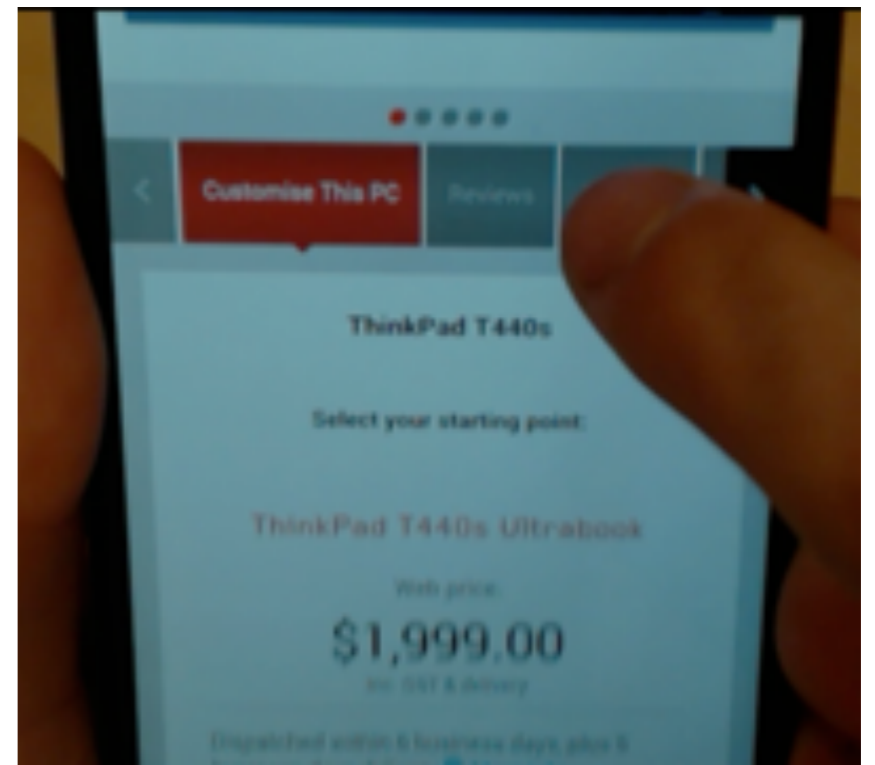
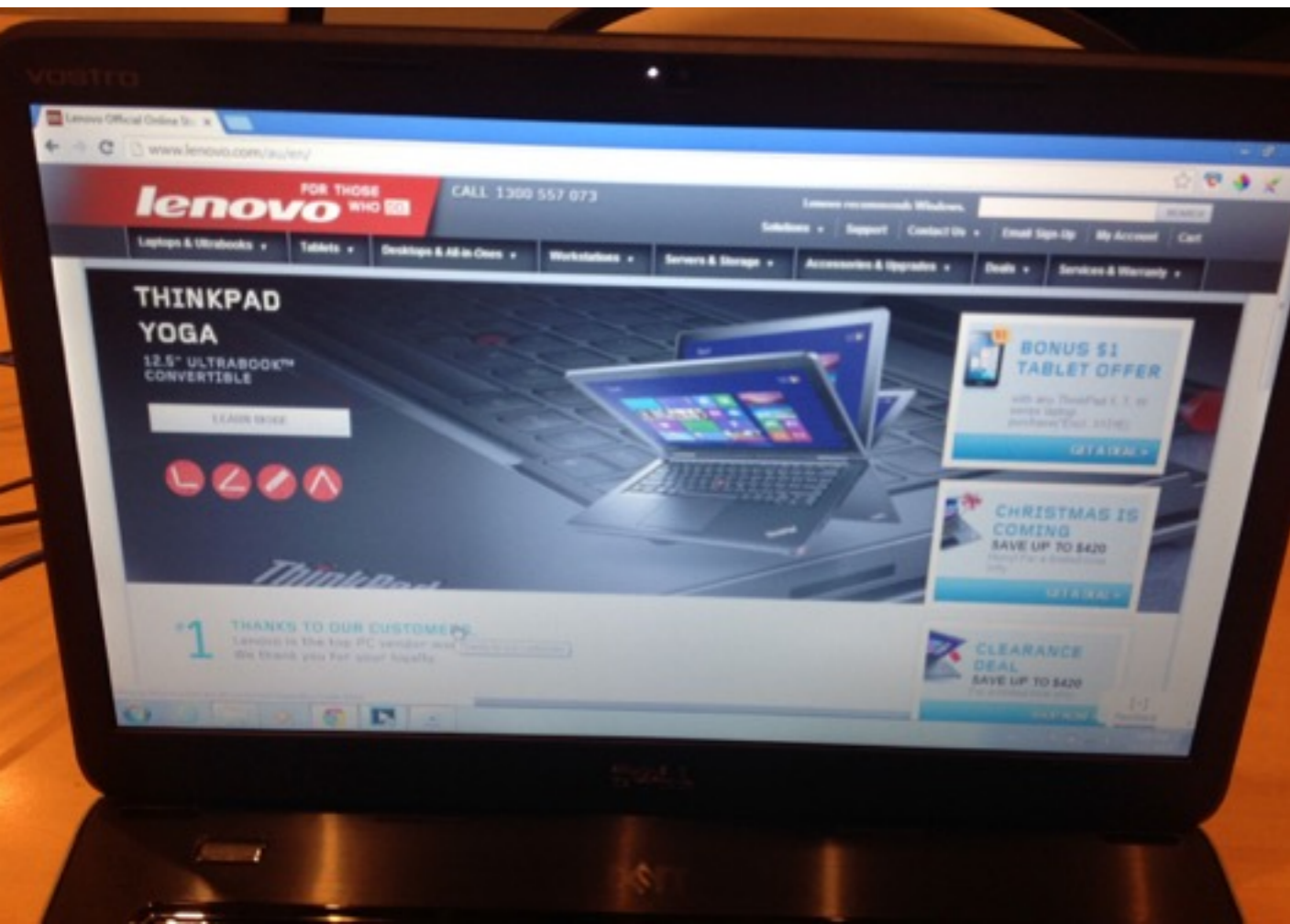
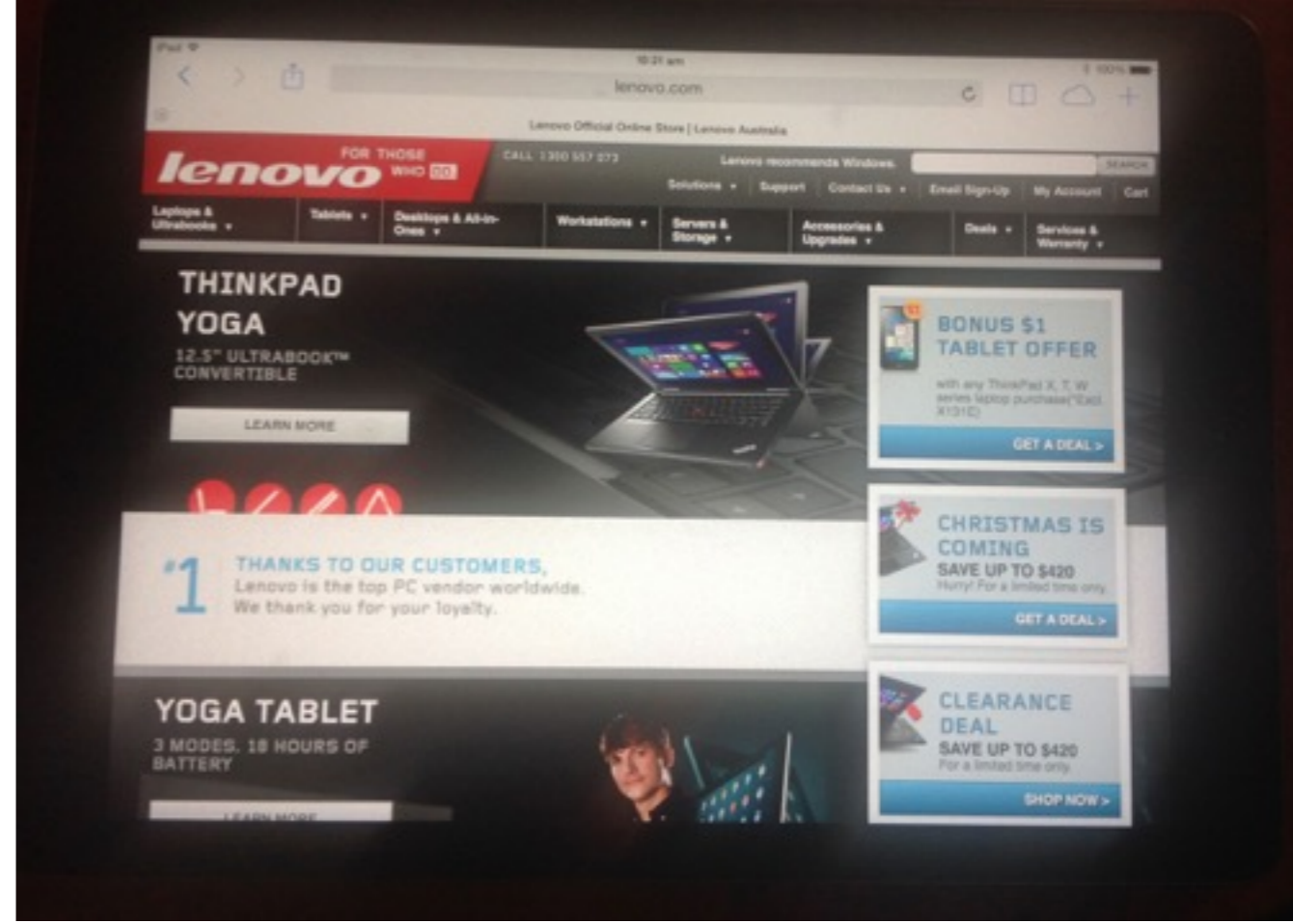


“I help companies make their technology easy to use”

- User Experience Lead, Information Architect, User Researcher, Usability Specialist, Interaction Designer
- Planner, Strategist, Researcher, Architect, Designer (not Developer)
- Therapist, Change agent







Ecommerce Customer Experience Map

Guiding Principles

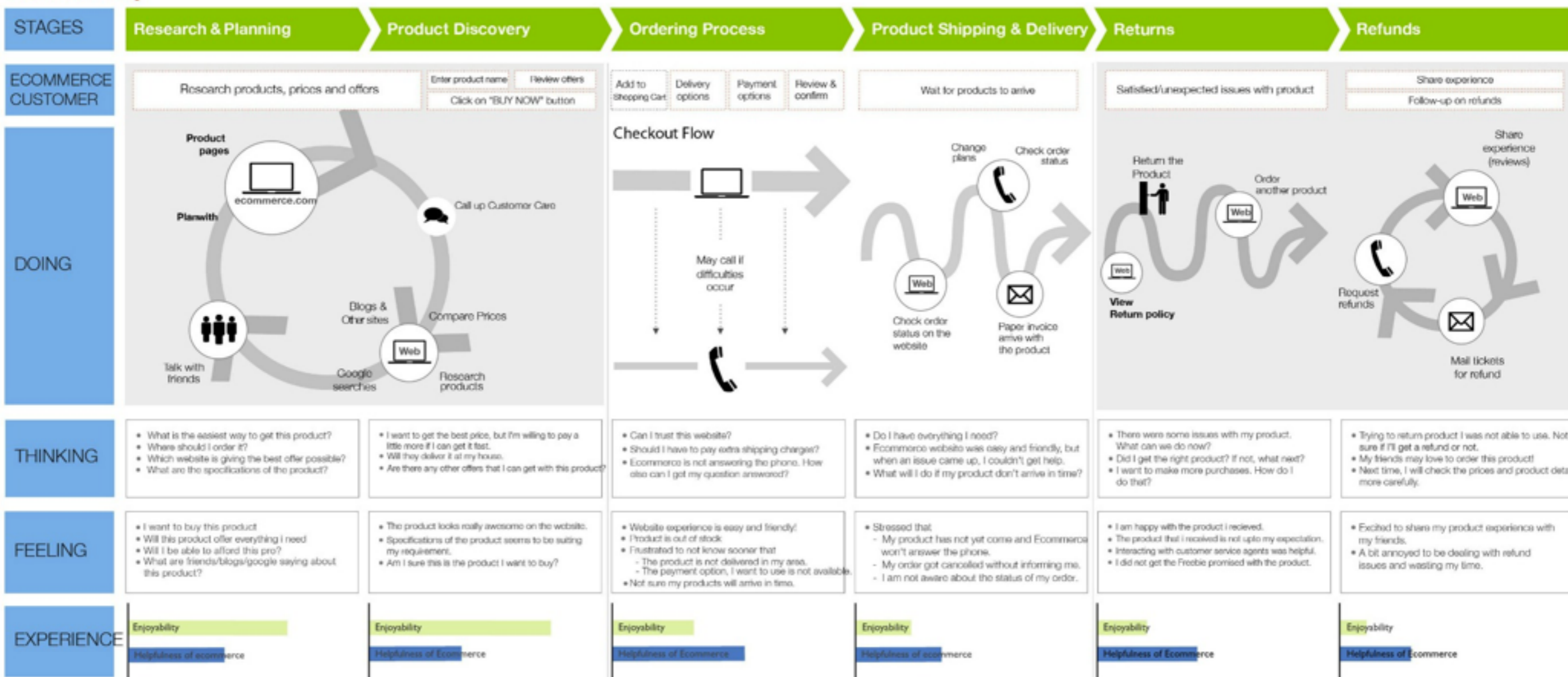
People choose online shopping because it is convenient, easy and comfortable

www.ecommerce.com is only one touch point of an online ecommerce customer experience

Customers are most apprehensive during this process

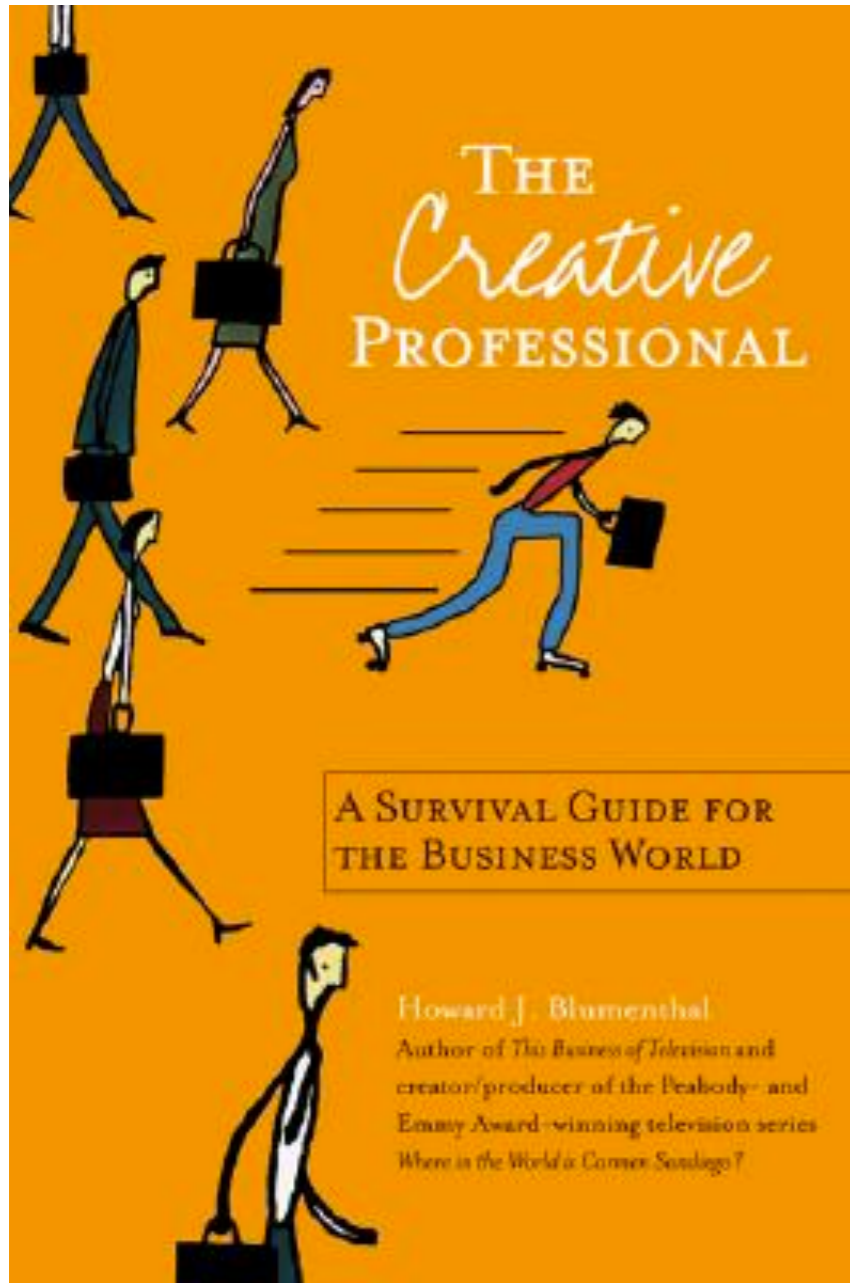
People appreciate an experience that is prompt, friendly & timely and then talk about it

Customer Journey



We are
strategic
creatives





- Web & Interactive >
- Site Architecture
- Site Strategy
- Site Design



- Advertising Agency > Creative Director, Designer, Copy Writer
- Public Relations Agency > Writer, Designer
- Education > Teacher, Curriculum Designer
- Civilization > Museum Producer
- Media Specialists > New Media Innovator
- Non-Media Specialists > Entrepreneur
- Web & Interactive > Content, E-commerce, Software Developer, Interactive Producer, ...
- Corporate > Public Relations, Consumer Marketing, Employee Communications, Design
- Government & Politics > Voter Communication



UX Concepts, Skills & Methods



EMPATHY

Understanding how others think & feel

Not just feeling same emotion as someone else

Curiosity & listening; science & art

“User-centered design”



Core *Creative* Activities

- Sketching
- Storytelling
- Critiquing
- Presenting
- Facilitating

From http://www.uie.com/articles/indispensable_skills



Core UX Skills

- Study context & usage
- Organize information - macro
- Convey complex info - micro
- Flow, touches, clicks, drags, pinches, zooms
- Layout, icons, colors
- Tone, voice, copywriting
- Net: Big picture AND details, Teamwork

More: http://www.uie.com/articles/assessing_ux_teams/



Make good UX happen in company

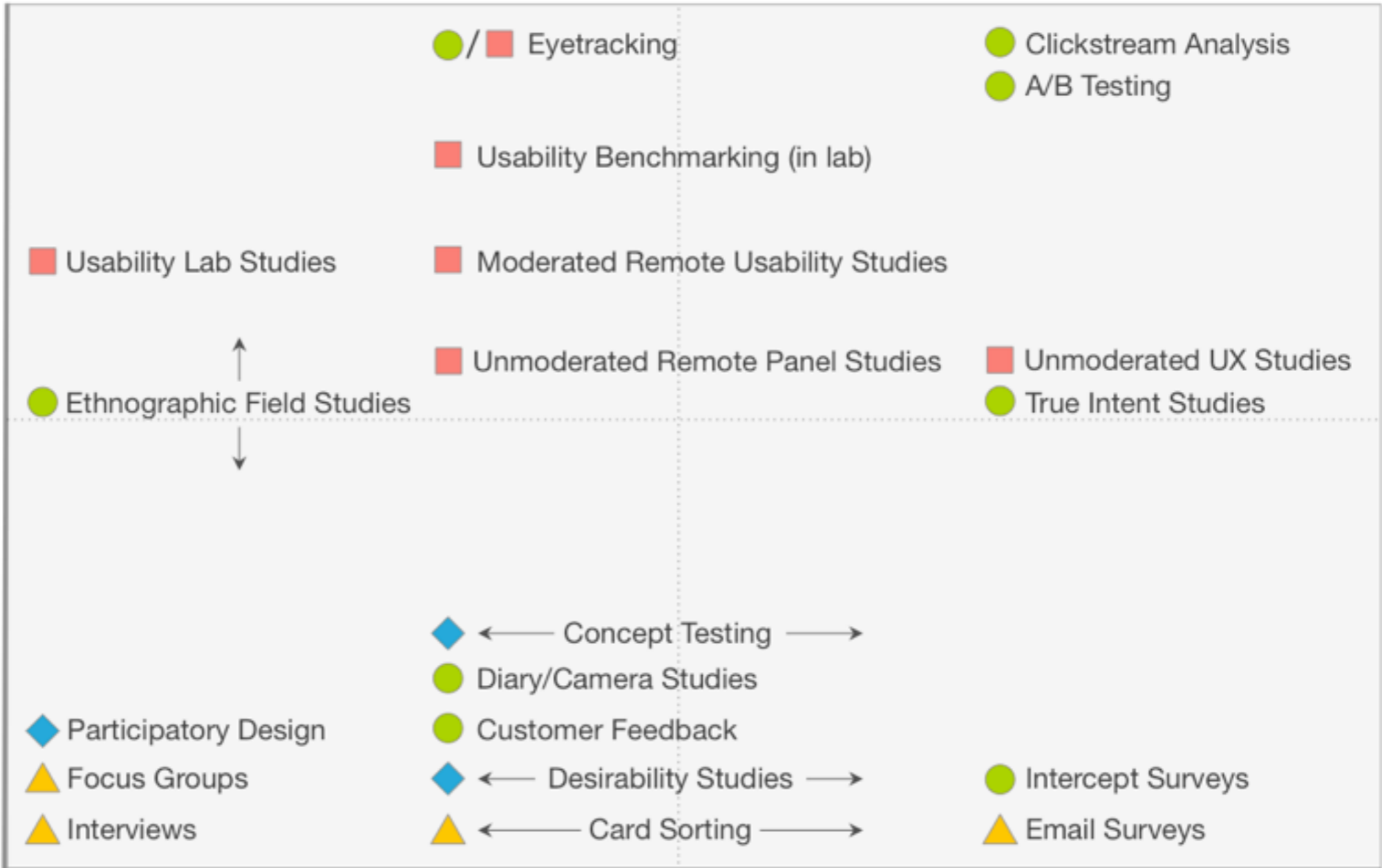
- Communicate design & *rationale*
- Business value of UX
- Improve software development methods
- Technology: user's POV
- Marketing & business process integration

More: http://www.uie.com/articles/assessing_ux_teams/



A LANDSCAPE OF USER RESEARCH METHODS

BEHAVIORAL



ATTITUDINAL

QUALITATIVE (DIRECT)

QUANTITATIVE (INDIRECT)

KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

- Natural use of product
- Scripted (often lab-based) use of product
- ▲ De-contextualized / not using product
- ◆ Combination / hybrid

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Christian Rohrer

From <http://www.nngroup.com/articles/which-ux-research-methods/>



Learning UX



On Sale Now

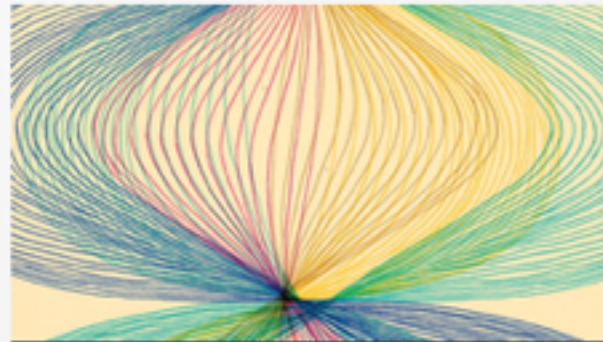
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Learning from Experience Design



The User Experience Team of One

A Research and Design Survival Guide

By Leah Buley

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THE USER EXPERIENCE TEAM OF ONE
A Research and Design Survival Guide
by Leah Buley Foreword by Stephen Anderson

Rosenfeld

The User Experience Team of One prescribes a range of approaches that have big impact and take less time and fewer resources than the standard lineup of UX deliverables. Whether you want to cross over into user experience or you're a seasoned practitioner trying to drag your organization forward, this book gives you tools and insight for doing more with less.

“

The exigencies of modern product and Web development mean that projects are often understaffed. When the understaffed designer is you, your success depends on knowing where to cut corners and where to apply a full-court press. This clearly written book shows you what works and what wastes time. It will help you become that well-tempered UX team of one who can be great while doing the impossible. ”

rosenfeldmedia.com



Visual Design

User Research

Design Process

Information Architecture

Information Design

Experience Design Strategy

Interaction Design

Writing and Content

VIRTUAL SEMINAR

Content-first UX Design: What Video Games Teach Us About UX

July 2014 ⌚ 90 minutes

- ✓ Video Game Design
- ✓ Contextual Learning
- ✓ Content-first UX Design
- ✓ Flipping our Paradigm

Topics: [Content](#) [Interaction Design](#)

Video games generate billions of dollars a year because of UX designers. There, we said it.



Steph Hay

UX Content Strategist

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👤 Why Steph?

If you ever thought having final content before starting design was an impossible dream, you haven't met [@steph_hay](#). She's worked with organizations of all sizes through a process that starts with writing real copy—and testing it for understandability—





putting people first

by experientia

 **boxesandarrows**

UX BOOTH

 matters





A user experience conference
you won't have to pack your trunk for.
6 speakers with 32 Awesomely Practical UX Tips
+ Networking + Breakfast + Lunch + Prizes for \$30

APRIL 24, 9AM-6PM
BGSU AT LEVIS COMMONS

The Toledo Region UX Tips Conference
Featuring remote speakers by Rosenfeld Media

Kim Goodwin Leadership	Brenda Laurel Design Research	Dave Gray Sketching
Christina Wodtke Game Design	Steve Portigal Customer Insights	Leah Buley Evangelizing

UX TOLEDO REGION
Rosenfeld

MORE INFO AT USER-EXPERIENCE.ORG/UXTIPS2014



MLUX14
October 23-25, 2014
Indianapolis, IN

3h 24 min
212 miles

Featured Speakers

Google's interns have it way better than you do

By Associated Press
June 9, 2014 | 9:42am



Start here: user-experience.org



Questions? Comments?



Links to more info:
instone.org/uxshoptalk

Stay in touch!

I am glad to help you on your UX journey

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@UXToledoRegion

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KEEPTOLEDOCREATIVE

