



Vi lever for å levere

Wir leben, um zu liefern

Why UX design is a team effort

Eivind Mølster
UX manager – Norway Post

03/04/2014

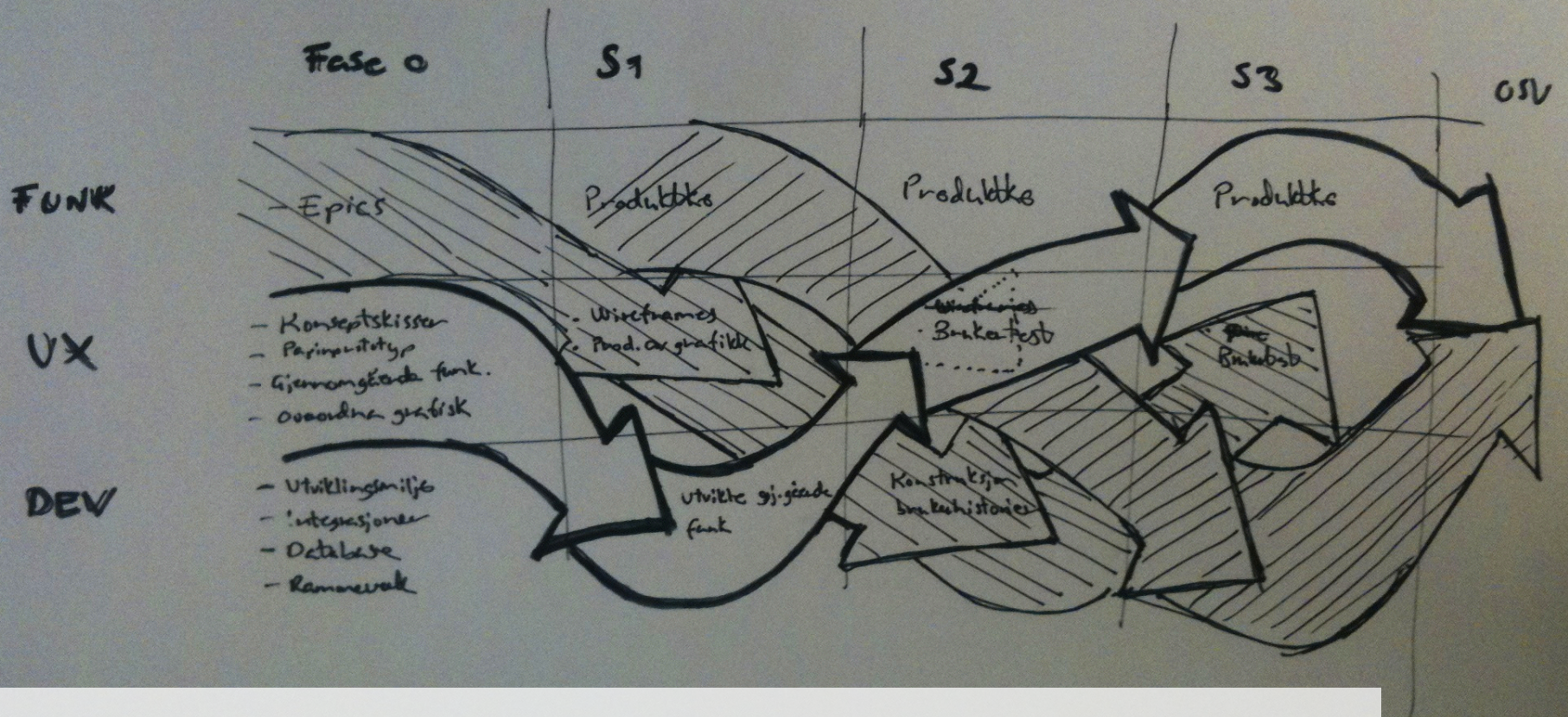
Why are we doing this?
For who are we doing this?
How will this work for the END USER



SERVICEORIENTED

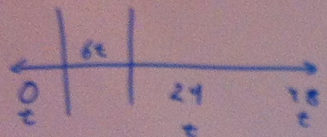
re visit

luckune



Agile project over 2,5 years
 3 UX designer and 2-3 development teams
 Creating something new
 Not going according to plan...

WELPENVEDTEL FOR TILREGNING
TIL BALANCE FOR DET NORDISKE
SYNKRONSISTEMET



ERE Å SE?
DE (FRA OPERATOR TIL OPERATOR)
FEA DRIFTSITUASION TIL DRIFTSITUASION
PROSUNG - JAV!

KE I FORHOLD TIL PLANLÆST
TIDSPUNKT

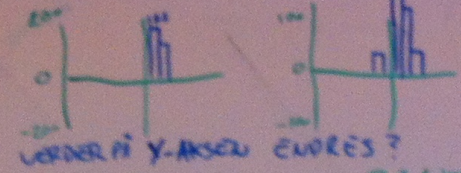
4 MÅ MAN
(⇒) SKOLEN VISER SUMMEN, KAN SKULE
STØRE VÆRDIER. DETTE BÅR LØSES PÅ
EN SMART MÅTE
TABEL REF. LILLERAMMER)

FAKTOR OG TILPASS. ANTEK

UNKT & Effekt/kvadrant

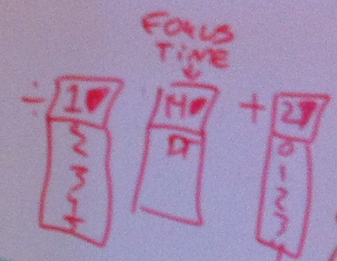
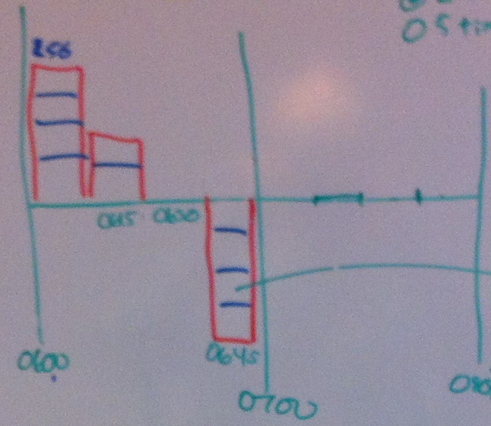
2. TABELLEN
HVA MÅN VÆLGE FIERER?

PROGRAMÆNDRING



DYNAMISK
Y-AKSE ER SMART

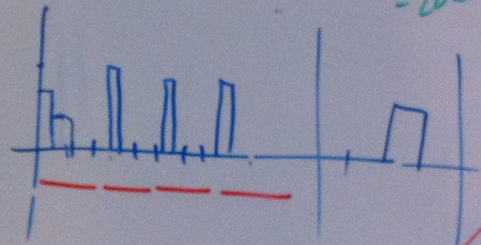
2 time
0 5 timer



SÅRET ÅRER
FORSE
TIME

PRØVNING
TABELLEN
LFT FLYTTING

0600 500
-300
-200



STAR	-	-	-
-	100	90	-16
-	700	200	-100
-	-	-	-10
-	-	-	-5
-	10	16	8

BEHOV?

VISER ALLE
FOR VALGT MÅNED

TILGATE? FREEM? ANDBYTE?

ARTIK.	FOR	TIL	ANDBYTE
-	1200	1210	300
-	1200	1215	200

VIS
 OFF
 FLYTTA

VIS
 OFF
 FLYTTA

← -06
↑ -FRIKØB REST
↓ -FLYTTA

1200 1215

There is no absolute answers
A lot of opinions = a lot of discussion ≠ a lot of progress

What to do???

- Solution:

- Define and follow standards?
- Spend more time creating detailed specifications?
- Spend more time mapping user needs?
- More meetings?

- The solution is:

**better involvement during
the design process**

Why better involvement?

- Hypothesis:

- *The core problem is that people don't **understand why** decisions are made and peoples opinions come **to late**. You need to be part of both the process and the final design*

- Why involvement will help:

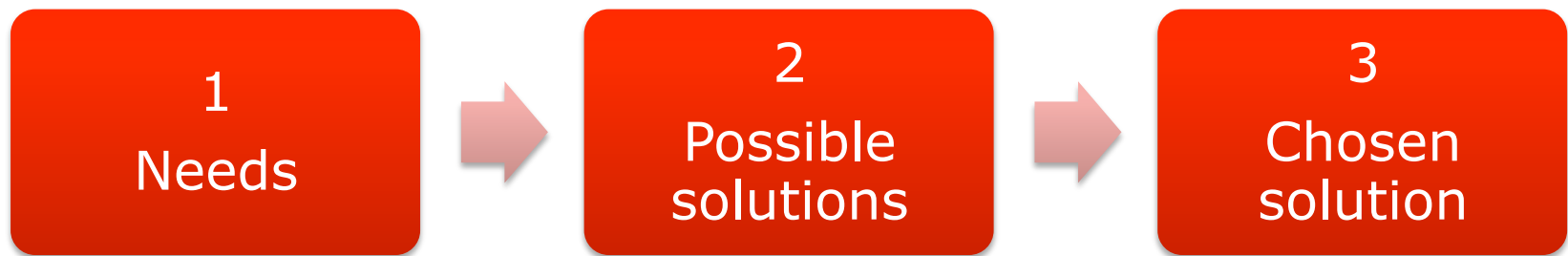
- You got better understanding of what we want to achieve
- You feel influential
- You feel responsible
- (you might not agree but) You understand why decisions have been made



Sketchboard technique

"This brings whatever elements that should be driving or inspiring us onto the same playing field"

Brandon Schauer – Adaptivepath.com



The Rules!

- Get the right people
- You are comitted to all 3 meetings
- If you ´r not in, you opinion dont count
- Demand that all participants draw, sketch, dicuss and criticize the different GUI-solutions
- Don ´t end the meeting before we agree and necessary decisions has been made



BEHOV

LÖSNINGSFÖRSLAG

VALD LÖSNING

06-07

Needs “what”

Solutions “how”

Chosen solution “the one”

- User scenarios
- Userneeds
- Task
- Inspiration (related applications)

Different solutions are drawn and discussed

Chosen solution is documented, included clarifications and assumptions



End user

Architect

Project manager

Product owner

Developer

Interaction designer

Developer

Summary

- The more involvement and ownership one has to design and design **process**, the better the design and the better the code quality
- This is because:
 - You got better understanding of what we want to achieve
 - You feel influential
 - You feel responsible
 - (you might not agree but) You understand why decisions have been made
- Since GUI design has no absolute answers sketchboard-techniques contribute to increased understanding, improved quality and reduce frustration

Thank you

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