



Risky Business

Making User-Centered Design a Strategic Part of Business

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Challenge of resource pressures



Getting resources
to do more

Doing more with less



Why?





*“Field reps tell us
about customers”*

“We ask users what they want”

“We already have that stuff covered”

“We use design thinking”

*“Our teams all use Agile
which is user focused”*

“We do focus groups/surveys”

“Our product is different”



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ECONOMIC
BELT
TIGHTENING

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So what can we do

?



Risk Prioritization Proactivity



Risk

Prioritization

Proactivity



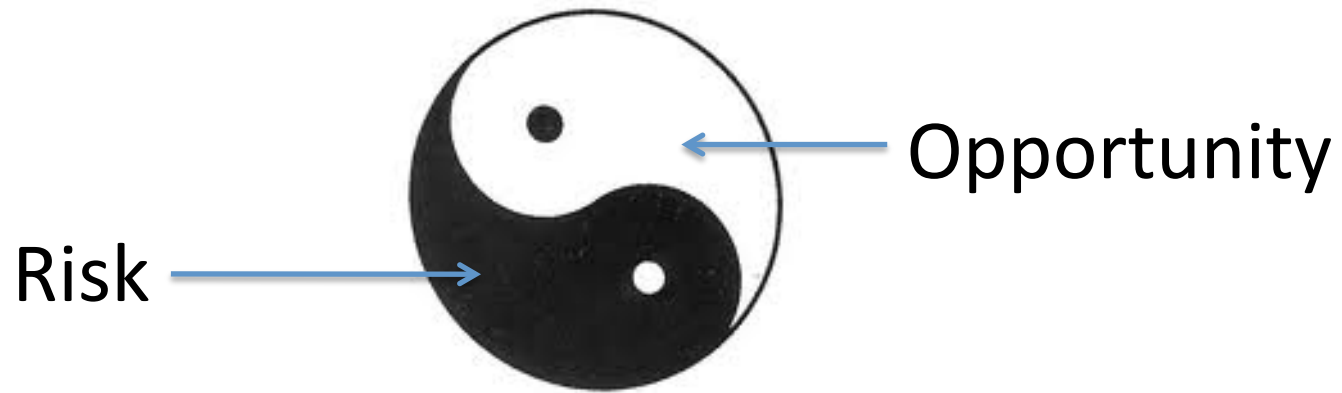
Focus on RISK rather than on ROI



ROI is tactical
whereas RISK is strategic



Strategic managers do not ask about ROI when they are concerned about risk





On average which group will have more money after 5 years?



Group A

- Bought Insurance:
 - ✓ Auto
 - ✓ Homeowner's
 - ✓ Health



Group B

- Did not buy insurance
 - Same demographics
 - Same risk factors



Make UX risks explicit

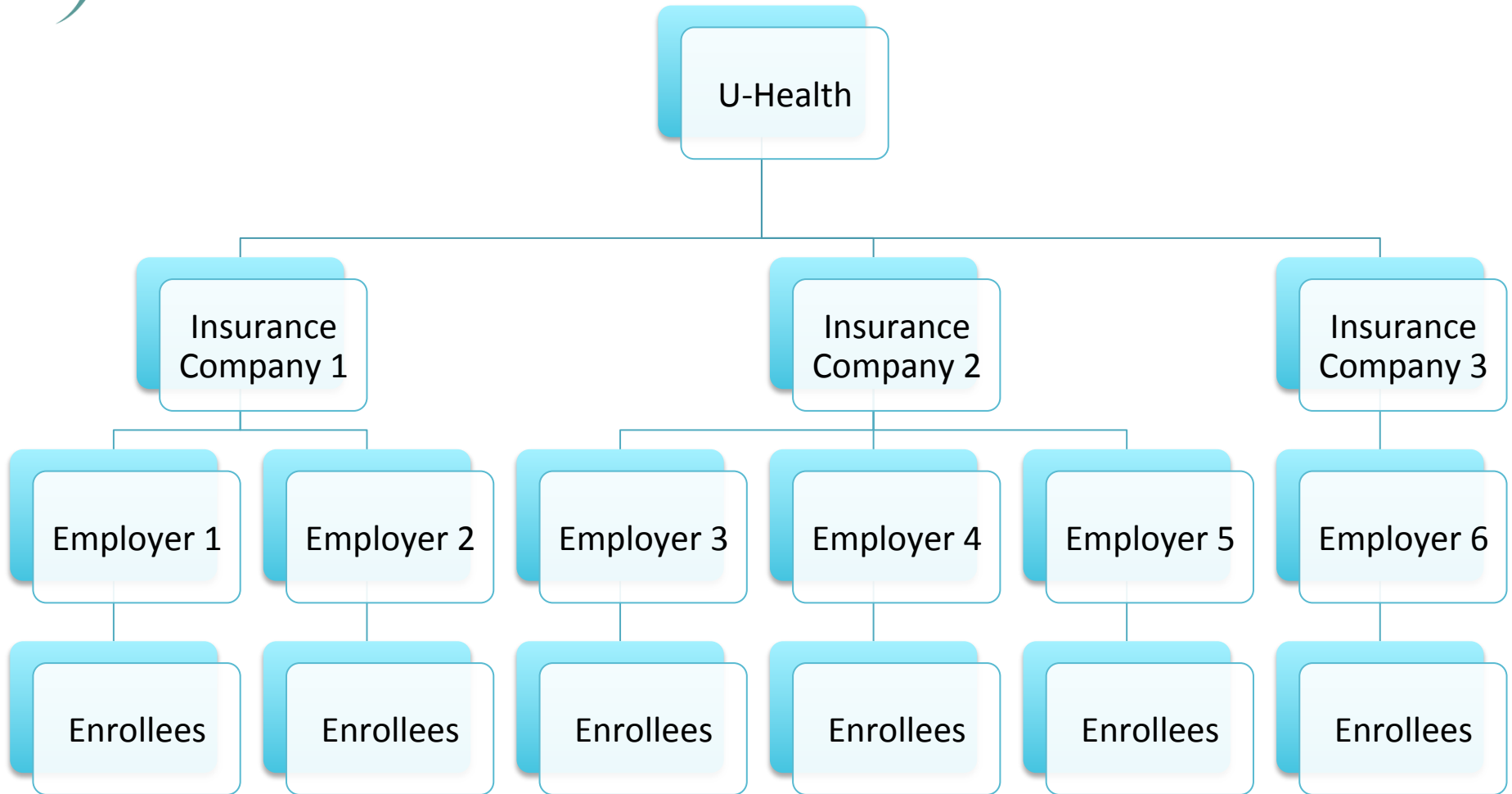


Demonstrate how to manage them



Risky business





Given the concentration of employees into a small number of groups, what is the chance of alienating any employer?



Risk Prioritization Proactivity



Risk
Prioritization
Proactivity



Quickly help the team focus on the right issues



1. Identify inherent challenges



2. Make assumptions explicit



Key Questions:

What are assumptions based on?

What is the quality of evidence?

What is their impact on the product direction?

What are plausible alternatives?

Have they been evaluated?

What is the risk if the assumptions are wrong?



Places to look for (questionable) assumptions that matter





Look in these 3 areas:
User typologies
Value proposition stories
Interaction design



Clues in user typologies:
Illusion of consensus
Lack of behavioral evidence
Quant
Demographic
Personality types



Clues from value proposition stories:

Vivid descriptions

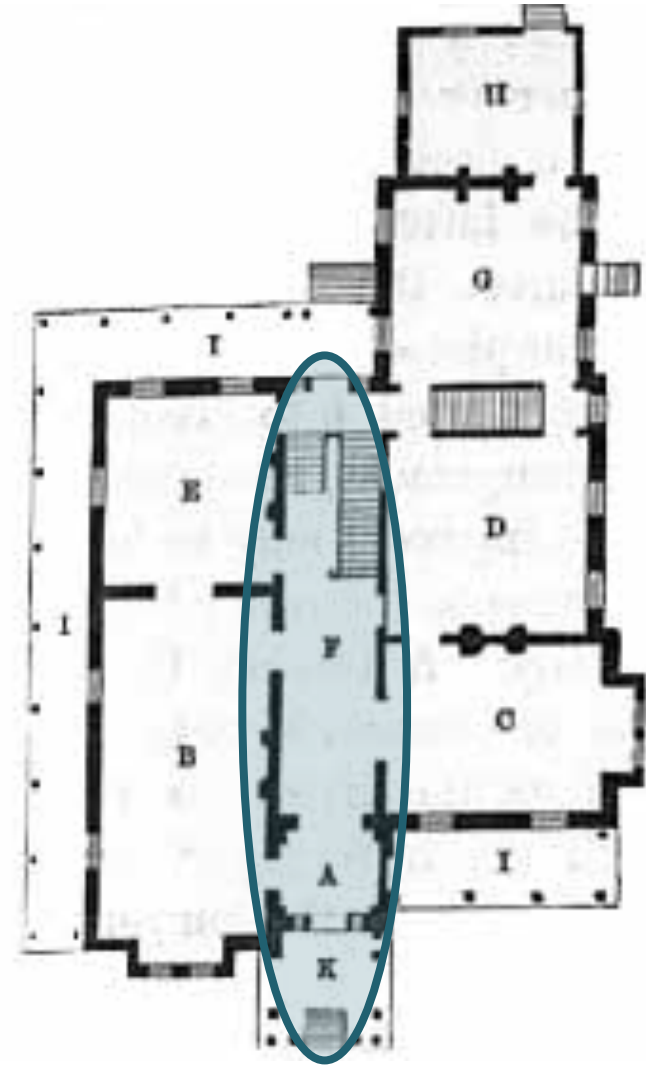
Value proposition “groupies”

Value stories that match lives of team or reflect stereotypes

Focus on what people “can do”



Clues in interaction design thinking:





Clues in interaction design:

- Design consistency
- Alternatives designs



VS.





Raising these questions about assumptions should
be helpful both to the design process you are
working on
AND
to demonstrate your value to the process



Risk Prioritization Proactivity



Risk
Prioritization
Proactivity



Reactive PROACTIVE



Responsive → reactive?



Ideas:

Synthesize insights across projects

Accumulate UX domain knowledge

Anticipate research needs

Learn about range of relevant interaction models

Work with related disciplines

Keep deeper issues alive



Seizing opportunity



**Risk
Prioritization
Proactivity**



Future of UX

?

!!



“When you walk with purpose,
You collide with destiny”

-- Bertice Berry



**“If the USER can’t use it,
IT DOESN’T WORK!”**



“If the USER ~~can't~~ use it,
IT DOESN'T WORK!”



“If the USER *won't* use it,
IT DOESN'T WORK!”