Meeting the Needs of “User Experience” Professionals


We have to collaborate “on the job” as UX professionals – why is it so hard to “collaborate as professionals” outside of our jobs?
### Human Factors & Ergonomics

**Operation & data entry**

- 1905: Taylor
- 1915: WWI training
- 1945: Shackel
- 1955: HFS
- 1965: CSTG
- 1975: HUSAT
- 1985: Smith & Mosier
- 1995: HFES
- 2005: HPM

**Human Factors**

- Ackoff
- Cognitive style
- Business graphics
- GDSSs
- TAM
- SI GHCI

### HCI in Information Systems

**Managerial use**

- 1905: Bush
- 1915: Hopper
- 1945: Licklider
- 1955: Sutherland
- 1965: Engelbart
- 1975: Nelson
- 1985: Kay
- 1995: PARC
- 2005: TI
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**Computer-Human Interaction & antecedents**

- Discretionary hands-on use
- General-purpose computers
- Transistor computers
- Mainframes
- PCs
- Ecommerce

### Focus on non-discretionary use

### Focus on discretionary use

- 1905: 1915
- 1945: 1955
- 1965: 1975
- 1985: 1995
- 2005: 
How we got here

- Three years ago, Lou Rosenfeld kicked off a discussion
  - Face to face meetings
  - Email discussions on several lists
- A small group met to try to
  - Articulate the points of pain
  - Explore models for solutions
  - Define principles for moving forward

Things we heard

- “I’m interested in many different things.”
- “I wish I could find out what’s going on in my area more easily.”
- “I don’t have anyone to talk to about this stuff”
- “How do I connect with people across town or around the world?”
- “What should I be learning to keep up in this profession?”
- “I don’t feel like I have a ‘home’ – an organization or conference I can keep coming back to.”
Overarching principles

- UX is multidisciplinary; no one covers it all
- Many rich options for UX professionals to choose from
- Facilitating connections is key to increased value
- We can all benefit from supporting those in UX

Getting started...

Local UX Ambassadors
Forming a network of representatives responsible for facilitating collaboration in local areas.

Events Calendar & Group Directory
Developing a searchable listing of UX-related organizations and events.

Organization Collaboration
Facilitating collaboration among UX-related professional organizations.
Goals for the DevCon

- Develop a deeper understanding of the problem and barriers to its solution
- Examine a mix of potential or partial solutions that have been or are being attempted, or are being considered
- Examine a mix of (partial) solutions developed for similar problems in other domains
- Generate new ideas for solving the problem
- Establish relationships and a roadmap to facilitate problem solution

DevCon Participants

SIGCHI
ACM SIGGRAPH
AIGA
AIS-SIGHCI
CHI’ATLANTA
HFES
IAI
IDSA
IIID
IxDG
STC
UPA
A broad canvas

HFES - Human factors & ergonomics
STC - Technical communication
SIGCHI - HCI
AIS SIGHCI - HCI in a business context
UPA - Usability and user-centered design
AIGA - Graphic design
IDSA - Industrial design
SIGGRAPH - Computer graphics
IxDA - Interaction design
IAI - Information architecture
IIID - Information design

So....what happened?

- We compared notes on how we thought about publications, conferences, and... and...
- We reviewed some history – and discovered that the change is a constant
- We did a bit of brainstorming...and had a few sparks
- We shared ideas about what’s working–new technologies, DUX, campfires
- And we worried about reinventing the wheel
At the end of the day...

WWW meets the UN

What’s the right model?
- The web: a loosely coupled network
- The mall: a shared infrastructure
- The UN: banding together for collective action
Rightsizing

- Each of these models are useful
- Some ideas can scale through the models
- We don’t have to choose just one

Tactical plan
Ideas for first projects

- Consolidated event calendar
- Local Ambassadors
- Organizational profiles
- Overview information about the field: FAQ’s, glossaries, good starting points
- “Campfires” – small, multi-disciplinary interchanges
- Conference collaborations
- The syndicated data pool (and UX Core)

And some other ideas

- The database of experts
- Blog aggregator – bringing all the content together
- Curriculum development
- Joint publications
- Certification and professional accreditation
- Volunteer leadership resources