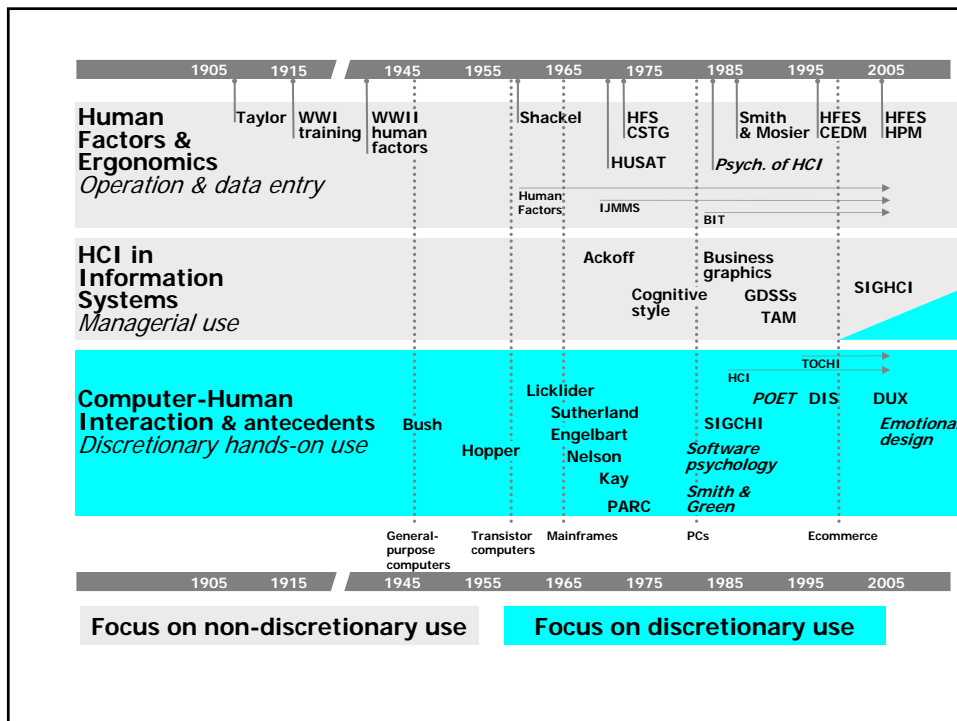
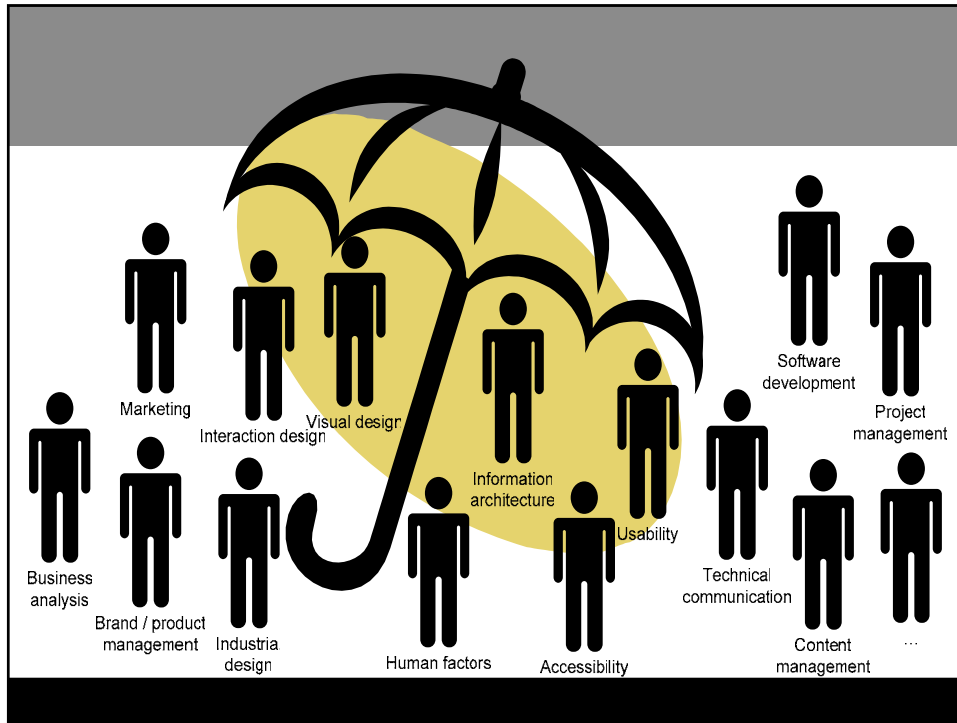


Meeting the Needs of “User Experience” Professionals

Richard Anderson, Annie Archbold, Michelle Berryman, Nigel Bevan, Nick Finck, Pabini Gabriel-Petit, Jonathan Grudin, Dennis Galletta, Barbara Helfer, David Heller, Keith Instone, Peter Jones, Dirk Knemeyer, Joe Konstan, Arnie Lund, Ian Maclelland, Nico Macdonald, Fiona Fui-Hoon Nah, Whitney Quesenbery, Fred Sampson, Lynn Strother, John Zapolski, Ping Zhang

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



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

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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

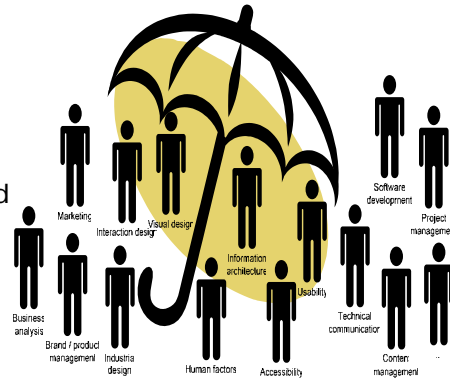
DevCon Participants



SIGCHI
ACM SIGGRAPH
AIGA
AIS-SIGHCI
CHI'ATLANTA
HFES
IAI
IDSA
IID
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
IxDG - 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...

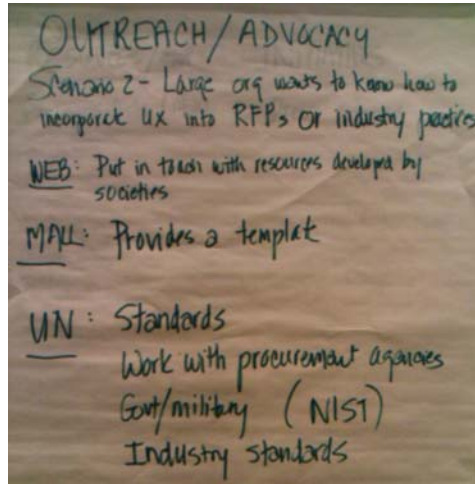


WWW meets the UN

What's the right model?

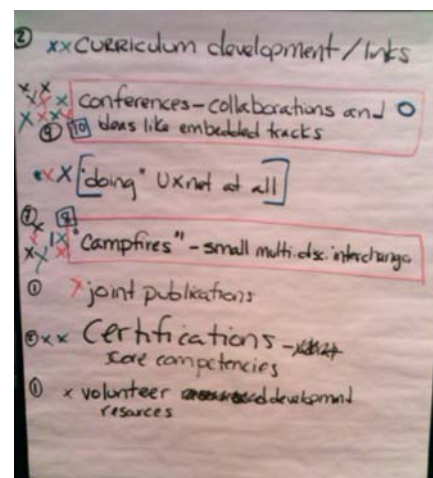
- The web: a loosely coupled network
- The mall: a shared infrastructure
- The UN: banding together for collective action

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

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Engage!



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