

November 2–4, 2015



Boston, Massachusetts

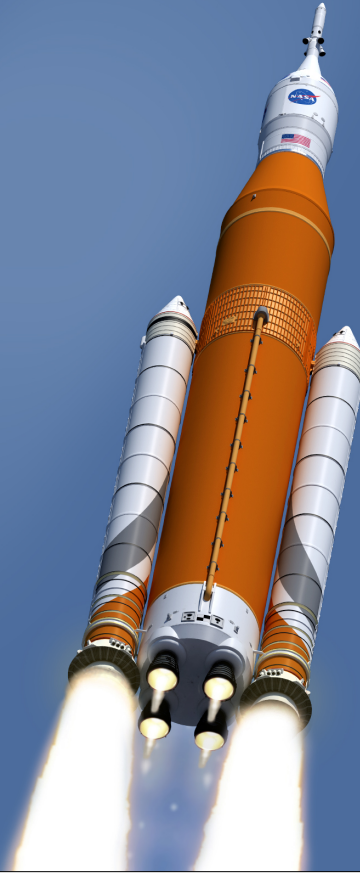
## Tuesday - Featured Talks

### **Boosting Research and Design Adoption**

Kim Goodwin

# BOOSTING RESEARCH & DESIGN ADOPTION

@KIMGOODWIN  
UI20 - NOVEMBER 2015



NASA

1

## Invest? Build?



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1

These things make us  
**cranky**



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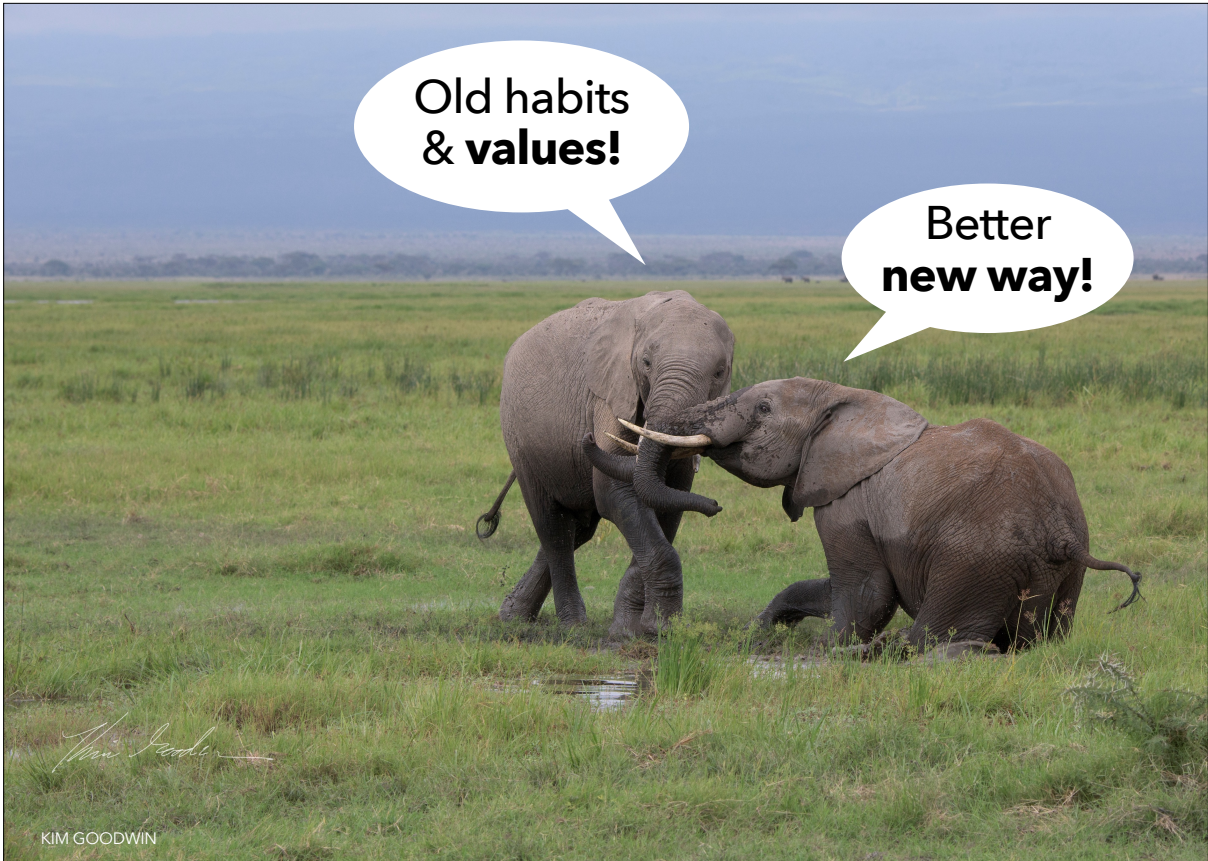
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Saying it's good for you  
**works, right?**



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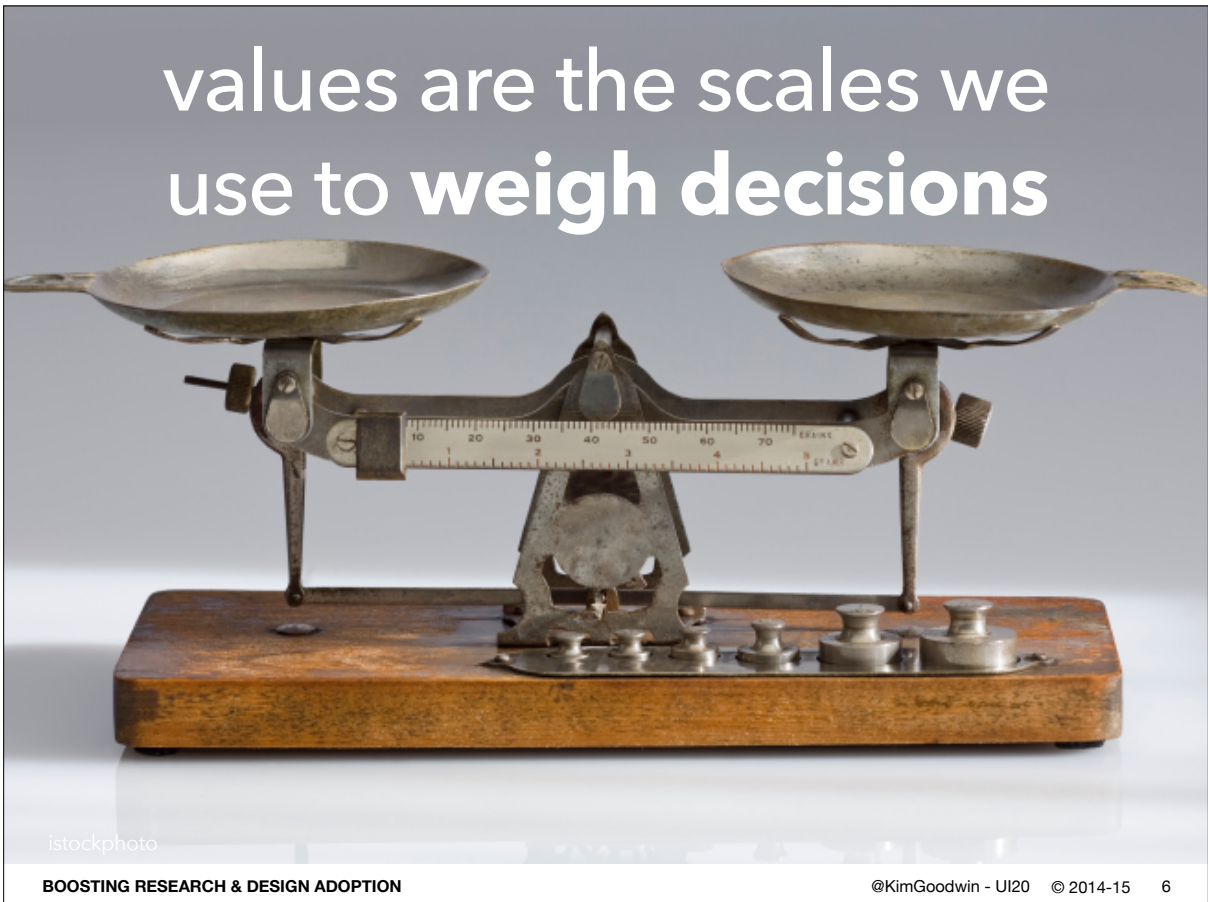
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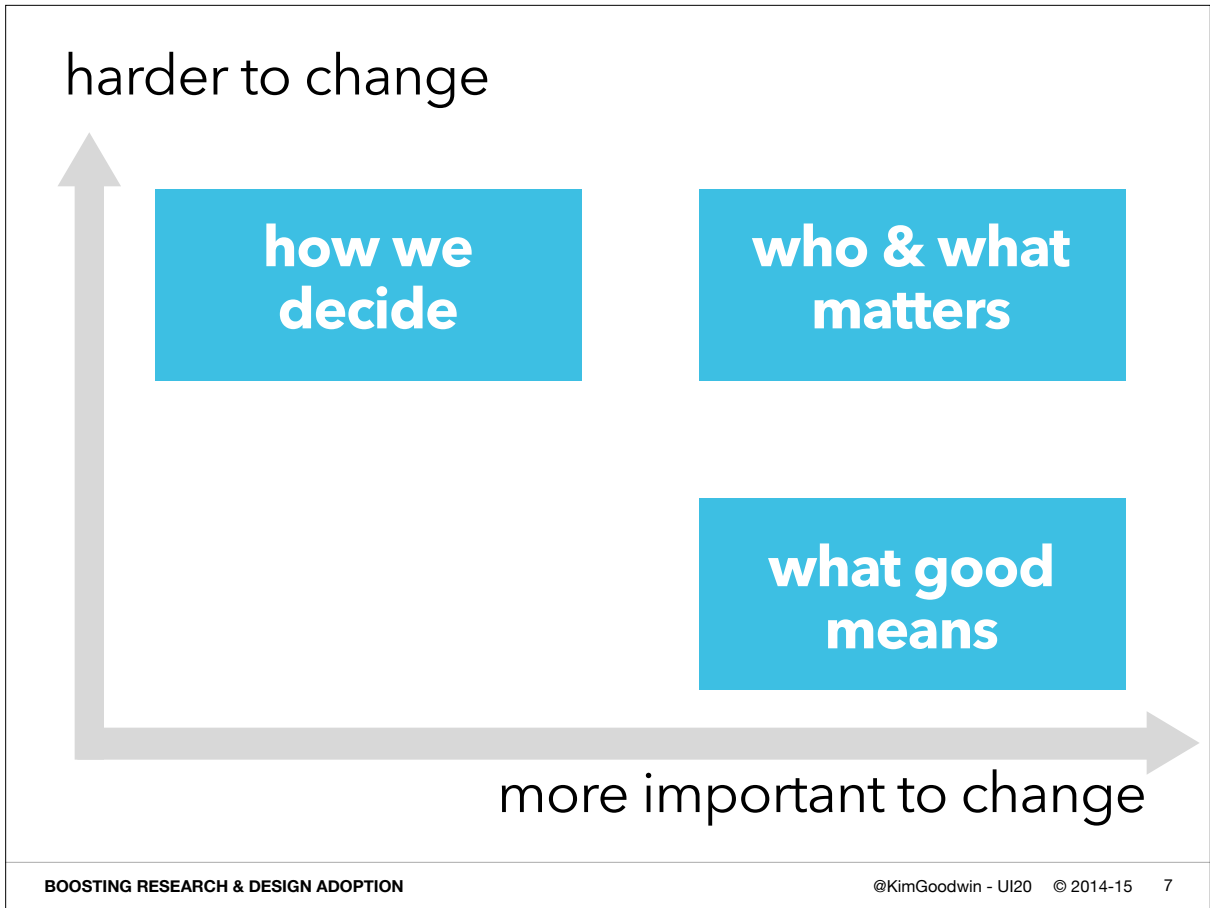
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# how we decide

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# Deliverable: shared vision



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Always plan for **progressive commitment**:

- What **problem(s)** are we solving (and not)?
- For **whom**?
- What do **they need**?
- What do **we** need?
- What **idea** best meets both needs?
- What about that idea needs **refining**?
- What **parts** of that idea will we build and **when**?

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team's approach

organization's decision-making values

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# competing values framework

*Simplified from Cameron & Quinn 2011, based on earlier works*

**Dynamic**

**Stable**

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# competing values framework

*Simplified from Cameron & Quinn 2011, based on earlier works*

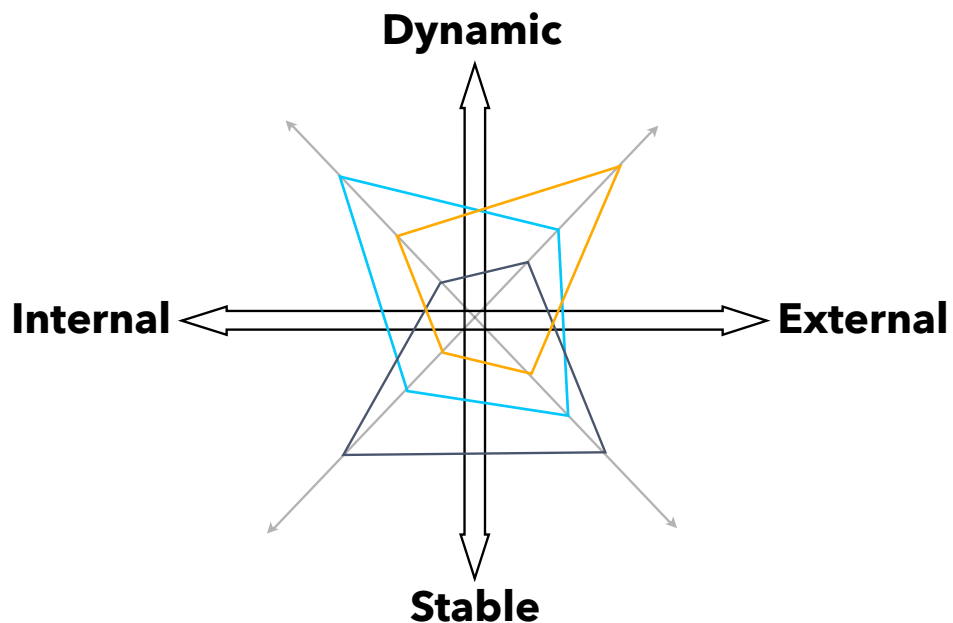
**Internal** ← → **External**

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# competing values framework

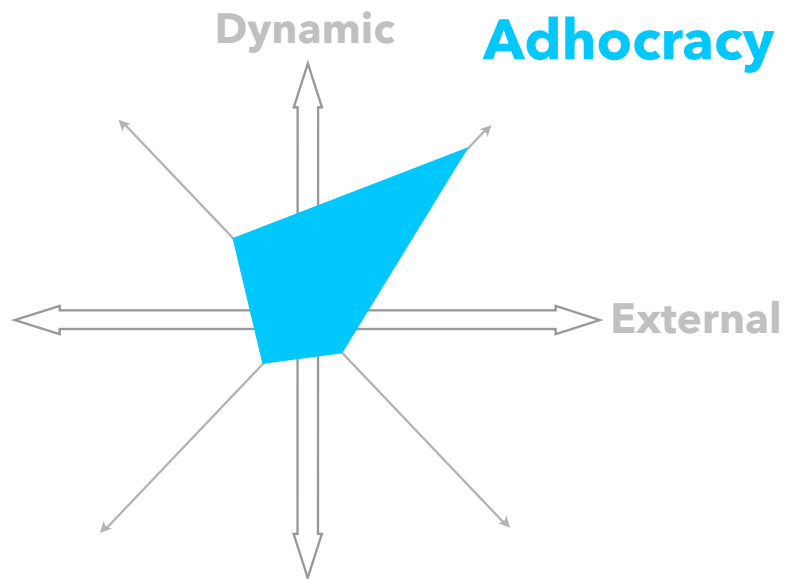
*Simplified from Cameron & Quinn 2011, based on earlier works*



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# Adhocracies experiment

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Be a  
**whiteboard ninja**

Maximize  
**sketches & user feedback**

Minimize  
**discussion of "process"**

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**listen first,  
sketch  
second**

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patientslikeme®

**Aug 18, 2008 (Started Jun 11, 2007)**

- ■ ■ Perceived effectiveness for Multiple Sclerosis: Moderate
- ■ ■ Side Effects: Moderate
- ■ ■ Adherence: Always
- ■ ■ Burden: Somewhat

**Dosage:** 20 mg Daily

**Advice & Tips:** pre-medicate with tylenol or advil, do it when someone is home/around, have ice on hand for post injection site reaction.

**Cost:** < \$25 monthly

**Side effects:** Redness, Injection site reaction, Shortness of breath (dyspnea), Injection site

**Why Patients Stopped Taking Fingolimod (multiple reasons could be selected)**

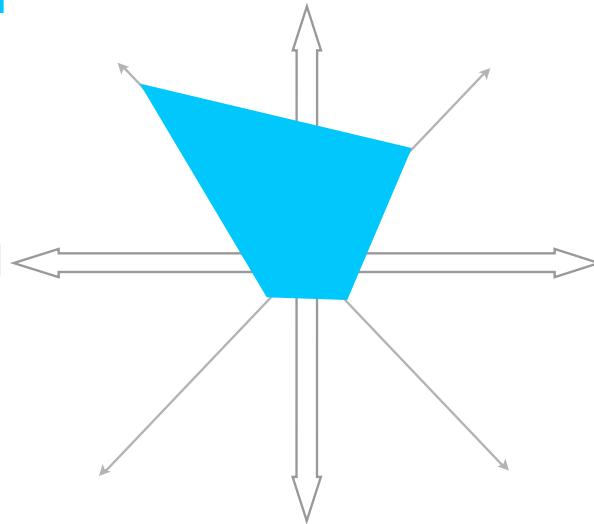
Reason	Patients
Doctor's advice	58
Side effects too severe	57
Did not seem to work	42
Other	30

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**Clan**

**Dynamic**

**Internal**



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**Clan**



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Be a  
**coach**

Maximize  
**involvement** (up to a point)

Minimize  
**conflict**

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I call this the **avocado model of teams**

- Others
- Stakeholders
- Close collaborators
- Generative core team (2-3 people)

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Internal

Hierarchy

Stable

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# Hierarchy

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# Hierarchies follow the leader



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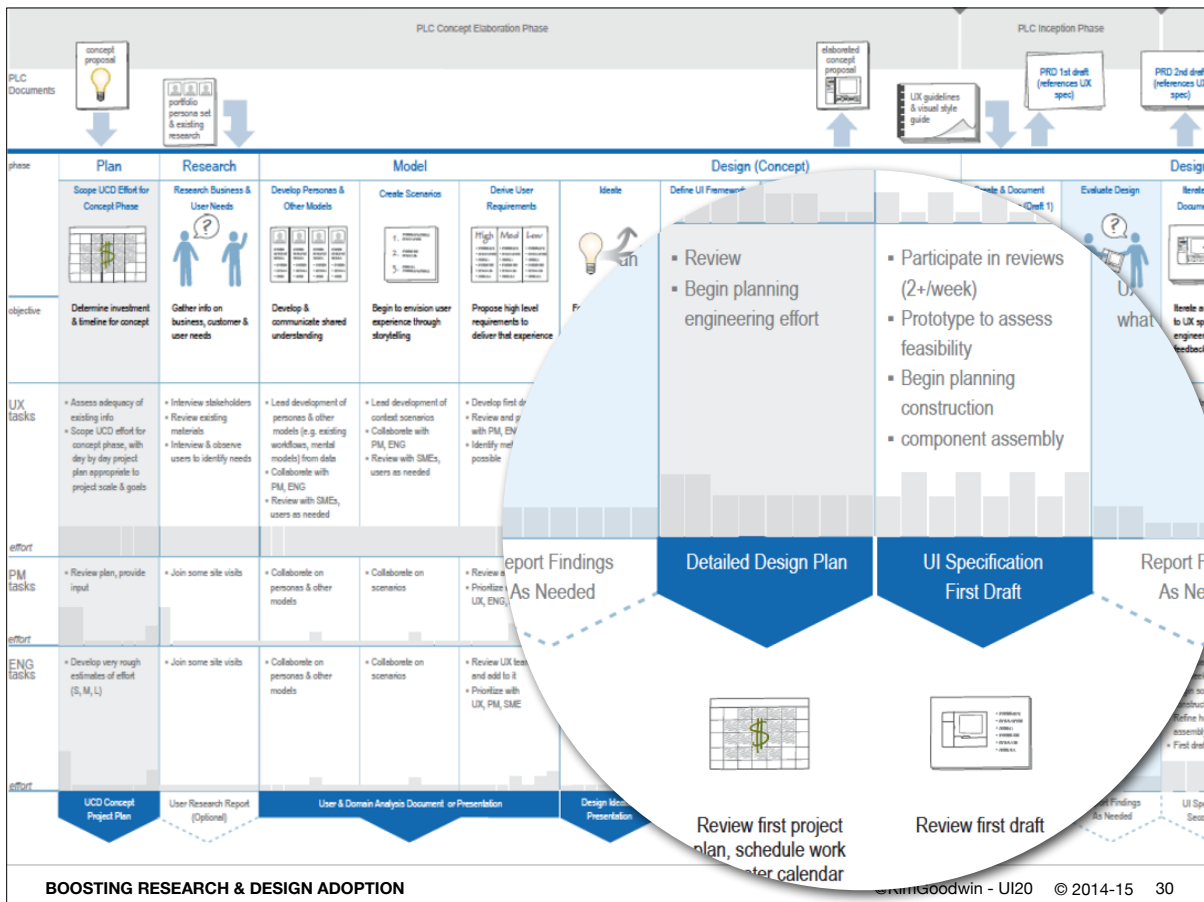
# Be an expert in design & process

## Maximize repeatable process & checkins

## Minimize risk & disruption

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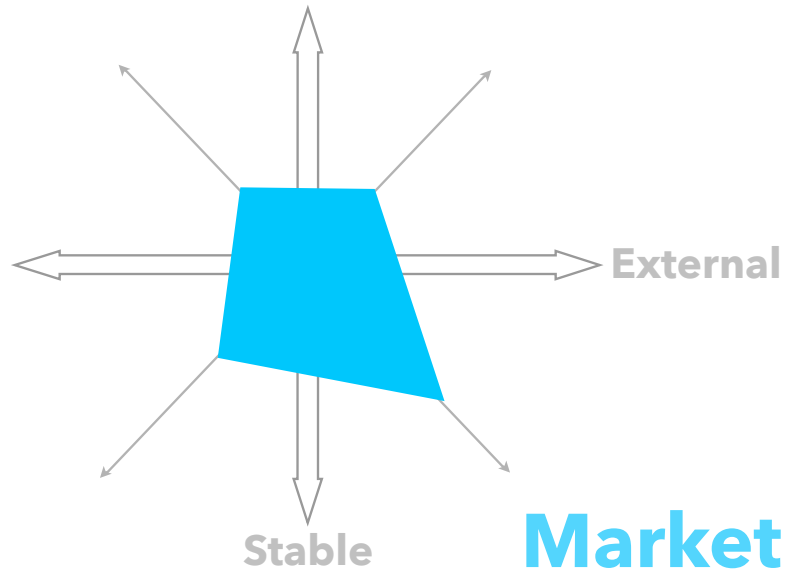
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Market

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# Markets want maps

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Be a  
**scientist**

Maximize  
**data (especially quantitative)**

Minimize  
**time & risk**

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# Don't let humans become faceless numbers



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how we  
decide

design the  
**project plans**  
for the **values**  
you deal with

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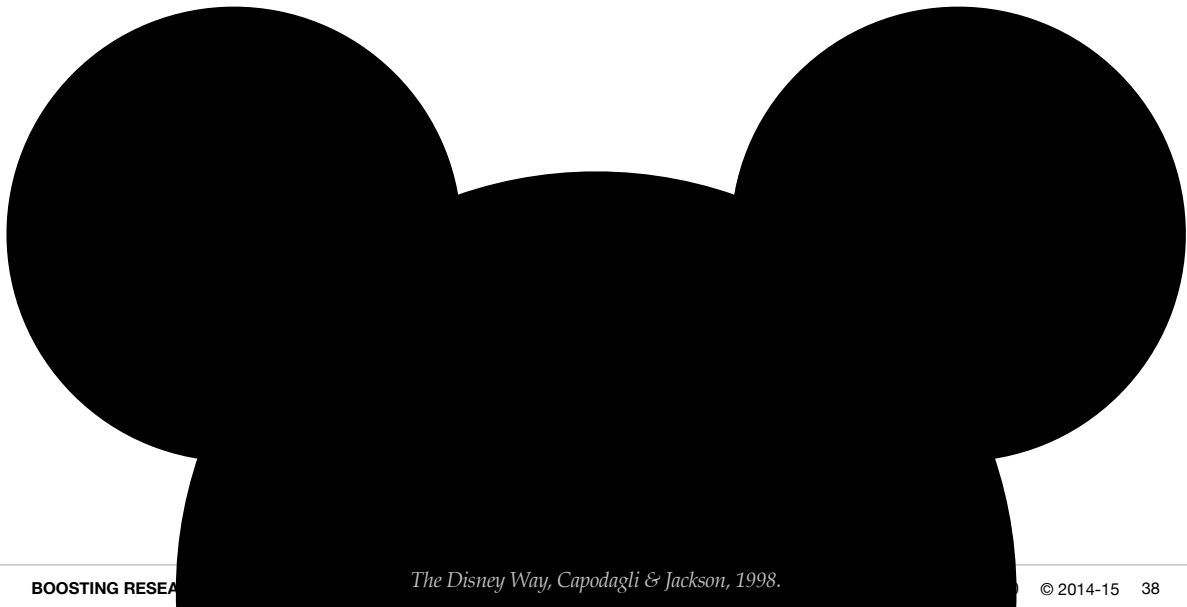
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# who & what matters

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# values become the user experience



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*The Disney Way, Capodagli & Jackson, 1998.*

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# Values change at glacial pace



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# change = loss



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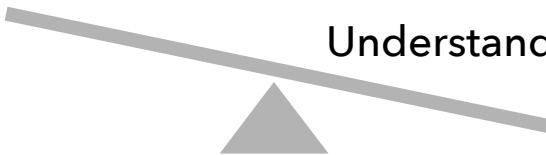
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Perceived  
**LOSS**



Perceived  
**LOSS**

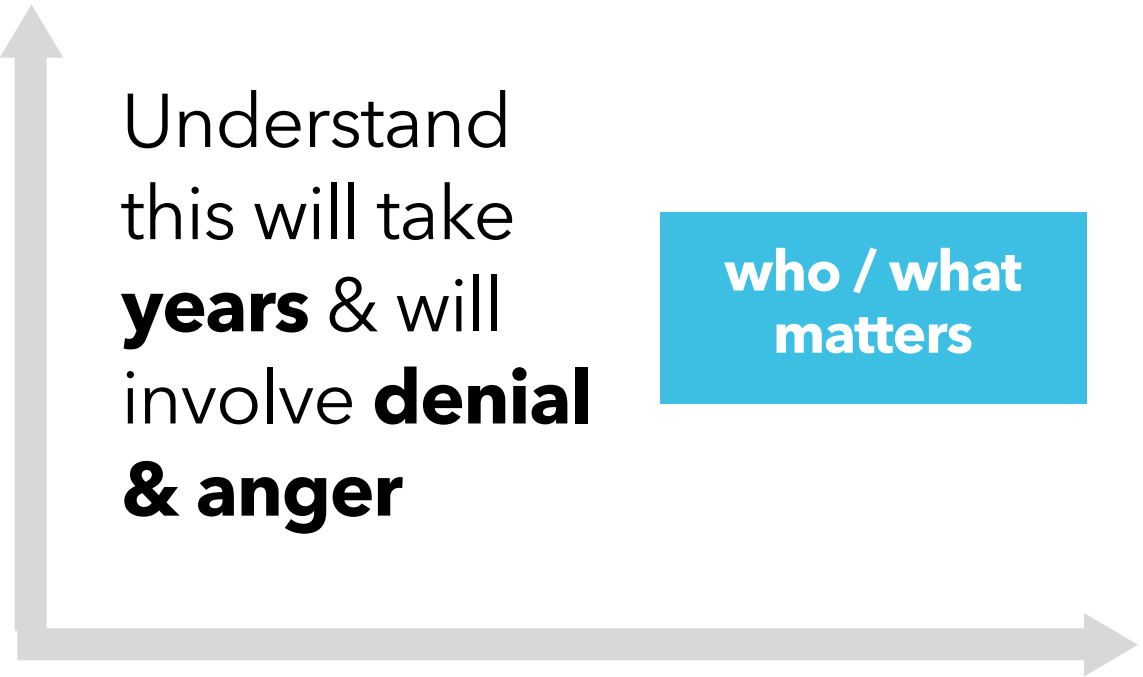


**Dissatisfaction** with status quo

**Clarity** about what to change

Understanding of **how** to get there

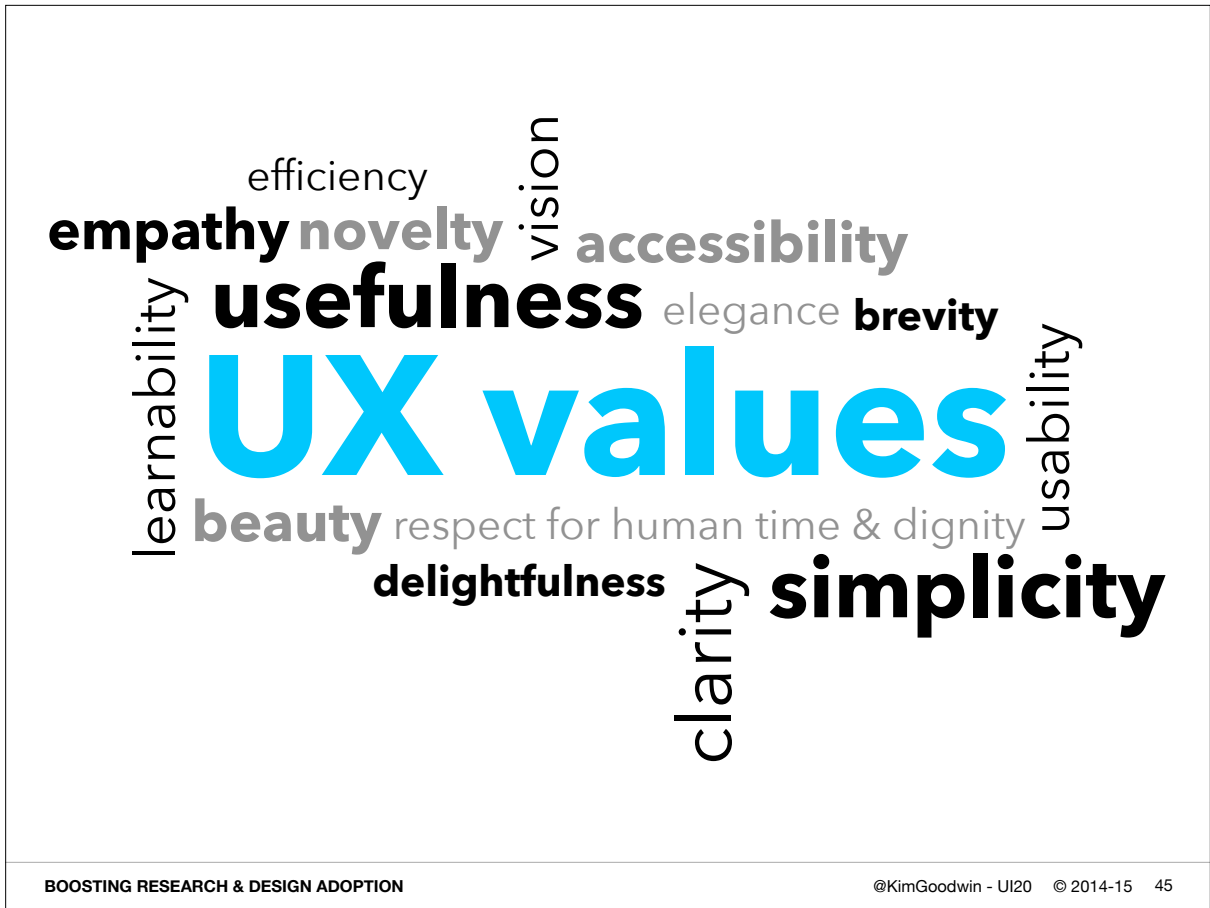
Adapted from Alexander Horniman, Darden School of Business



Understand  
this will take  
**years** & will  
involve **denial**  
& **anger**

who / what  
matters

what "good" means  
...in **your** context



"Your values are like fingerprints.  
**Nobody's are the same**, but you  
 leave 'em all over everything you do."  
*- Elvis Presley\**

\*according to questionable online sources, but hey, it's a good quote anyway  
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Design > Android Design Principles

**Get Started**

- Creative Vision
- Design Principles**
- Devices
- Style
- Patterns
- Building Blocks
- Downloads
- Videos

**I should always know where I am**

Give people confidence that they know their way around. Make places in your app look distinct and use transitions to show relationships among screens. Provide feedback on tasks in progress.

**Never lose my stuff**

Save what people took time to create and let them access it from anywhere. Remember settings, personal touches, and creations across phones, tablets, and computers. It makes upgrading the easiest thing in the world.

**If it looks the same, it should act the same**

Help people discern functional differences by making them visually distinct rather than subtle. Avoid modes, which are places that look similar but act differently on the same input.

GOOGLE

**Browser**  
Last synced 7/12/2012 5:27 PM

**Calendar**  
Last synced 7/13/2012 4:26 PM

**Contacts**  
Last synced 7/13/2012 12:34 PM

All books

Screenshot  
Grid view

October 2013

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iOS Human Interface Guidelines

iBooks Search iOS Developer Library

**UI Design Basics**

**Design Strategies**

- Design Principles**
- From Concept to Product
- Case Study: From Desktop to iOS

iOS Technologies

UI Elements

Icon and Image Design

APPLE INC.

**Consistency**

Consistency lets people transfer their knowledge and skills from one part of an app's UI to another and from one app to another app. A consistent app isn't a slavish copy of other apps and it isn't stylistically stagnant; rather, it pays attention to the standards and paradigms people are comfortable with and it provides an internally consistent experience.

To determine whether an iOS app follows the principle of consistency, think about these questions:

- Is the app consistent with iOS standards? Does it use system-provided controls, views, and icons correctly? Does it incorporate device features in ways that users expect?
- Is the app consistent within itself? Does text use uniform terminology and style? Do the same icons always mean the same thing? Can people predict what will happen when they perform the same action in different places? Do custom UI elements look and behave the same throughout the app?
- Within reason, is the app consistent with its earlier versions? Have the terms and meanings remained the same? Are the fundamental concepts and primary functionality essentially unchanged?

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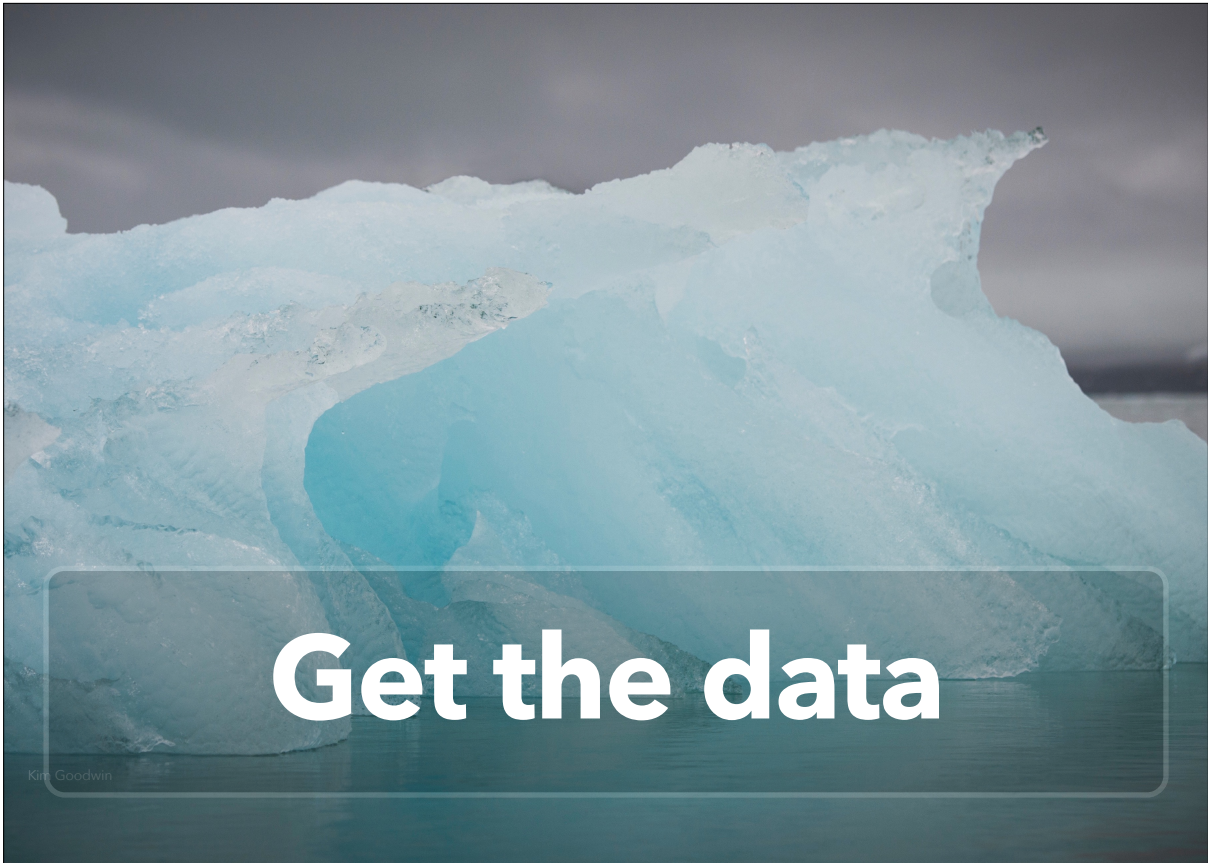
Whose definition of  
"patients first"?



patient

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# Get the data

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**I wanted information, but  
slower. A river, not a wave.**

- cancer patient

**You feel your entire life is out of  
control. Any positive things to  
make it seem you're in control... are  
empowering.**

-patient with bipolar disorder

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Get the data that  
makes a difference

Help patients achieve  
better outcomes



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## PatientsLikeMe Design Principles

1. Get the data that makes a difference. We can't change healthcare without it.
  2. Help me achieve better outcomes. Help me live better today and in the long term.
  3. See me as a whole person. My doctors often don't. That's part of the problem.
  4. Come with me on my journey. In different times & places, I need different things.
  5. Help me capture my truth. It bugs me if I can't accurately reflect my own experience.
  6. Let me define who is like me. They share my experiences and values.
  7. Help me feel in control. Life feels out of control; I need to know I'm in charge.
  8. Put my needs first. Address my needs before demanding I address yours.
  9. Inspire confidence. Show me that PLM is worthy of my effort and trust.
  10. Build on what I already want to do. I already spend time on my health, so take
- I have limited energy; show me where to put it.  
dexterity, fatigue, cognitive, or memory challenge

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# show people how to apply them

## Design principles bingo

Be the first team to find examples of where we haven't followed these principles.

Visual work	Men
Prioritize	Mo
Get the data that makes a difference	Let me

## Reduce, prioritize, organize

How can you reduce visual and cognitive work?

### My Body Surface Area (BSA) History

[Add a new result](#)

Body Surface Area (BSA) is a lab PatientsLikeMe considers relevant to patients with **Psoriasis**.

#### About Body Surface Area (BSA)

Body Surface Area (BSA) is estimated using the Patient Report of Extent of Psoriasis Involvement (PREPI), a simple, single-question method in which patients are asked to use the palm of their hand to estimate the body surface area involved with psoriasis. One palm, including fingers, is equal to about 1% of body surface area.

[Permanently delete my entire Body Surface Area \(BSA\) history](#)

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**"When your values  
are clear to you,  
making decisions  
becomes easier."**

- Roy Disney

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UX scorecard

Current fuzzy date entry: What if I don't know the exact date?

Improved fuzzy date entry: Today OR Year (dropdown) Month (if you know) (dropdown) Day (if you know) (dropdown)

AWESOME fuzzy date entry: Date: Today (Example: 4/1/2008)

PLM design principles

Less motor work	+ 2 clicks if I don't know the exact date	0 clicks if I don't know the exact date
Less cognitive work	57 words to read	9ish words to read
Capture my truth	Asking for unnecessary precision	I can tell you as much as I remember
My needs first	Workaround only if I can't do it your way	No translation necessary
Inspire confidence	Not knowing the answer feels lousy	Love! that I can tell you
Prioritize	Why is the exact date so important	Clear that precision isn't that important

UX score: 😞 OK    😊 GOOD    😄 GREAT

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FLAVIA GNECCO

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# good principles are aspirational

With this definition of an exacerbation in mind: a considerable worsening of your [condition] (exacerbation) which meets all the following criteria:

- Occurred over a period of 1 month or less
- Was attributed to your [condition]?
- Required hospitalization
- Was not associated with any other cause other than your [condition]

16. How many exacerbations of your [condition] have you experienced?

## **I feel worthless**

- None of the time
- Some of the time
- Most of the time
- All of the time



Clear - I understand what it means

Answerable - it's information I have

Efficient - it respects my time

Relevant - describes my experience

Educational - what is & isn't part of my condition

Harmless - doesn't make me sad & symptomatic

Actionable - helps me change, discuss with MD

Open research exchange  
by patientslikeme

Workspace Admin Library

< Back to Manage surveys Psoriasis Member Survey: Tell us about your experiences

View results for Study 1 - Test of Psoriasis Survey

Quantitative Qualitative Performance & details

**Quantitative results** as of 3-13-14 Show for Layout 1 > All modules Refresh Print

N = 357 of 400 invited: Multiple Sclerosis, No Diabetes, Ages 18-65, 207 M / 193 F, USA, MSRS-R 7.0-10.0, Dx Date 3+ yrs

Q1: STIFF1 Domain: Stiffness Avg. time: 17 s

How long have you experienced joint stiffness?

Response option	Code	Freq.	%	Cum. freq.	Cum. %	Avg. time
Less than 1 week	0	228	15.49%	228	15.49%	12 s
Less than one month	1	339	23.02%	795	38.51%	19 s
Less than one year	2	397	26.97%	1192	65.48%	15 s
Less than 5 years	3	254	17.26%	1446	82.74%	15 s
More than 5 years	4	254	17.26%	1700	95.25%	16 s
I prefer to skip	-97	10	2.31%	1710	97.31%	5 s
I don't know	-98	5	1.65%	1715	100.00%	12s
Does not apply	-99	0	0.00%	1715	100.00%	---
Forced skip	-100	0	0.00%	1715	100.00%	---
Did not complete	-999	0	0.00%	1715	100.00%	---

Quantitative Feedback Responses

Does it apply?	Freq.	%
Very well	5	24.7
Reasonably well	8	44.4
A little bit	3	16.7
Not at all	2	11.1
<b>Total</b>	<b>18</b>	<b>100</b>

Easy to understand?	Freq.	%
Very easy	5	24.7
Easy	8	44.4
Somewhat easy	3	16.7
Not easy at all	2	11.1
<b>Total</b>	<b>18</b>	<b>100</b>

Do responses fit?	Freq.	%
Very well	3	24.7
Reasonably well	9	44.4
A little bit	4	16.7
Not at all	3	11.1
<b>Total</b>	<b>19</b>	<b>100</b>

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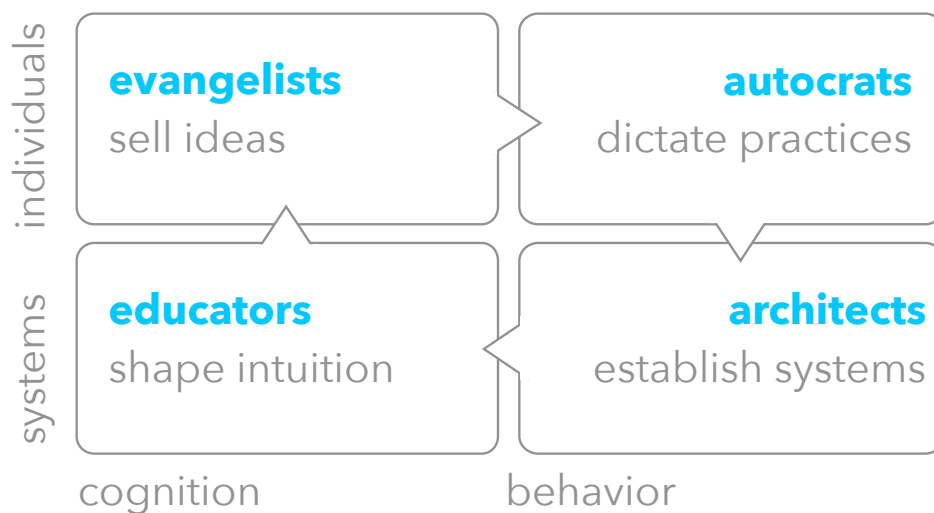
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# two last thoughts on values

## Continuous change cycle

Lawrence, Dyck, Maitlis & Mauws, 2006



organization's  
values

your  
values

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Thanks!

Where to find me:

My book:  
Designing for the Digital Age

Random brain droppings:  
@KimGoodwin on Twitter

Email:  
KimGoodwin@me.com  
KGoodwin@patientslikeme.com

**HIRING  
designers  
& PMs in  
Boston!**

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November 2–4, 2015



Boston, Massachusetts

## About UIE

User Interface Engineering is a leading think tank, specializing in website and product usability. Jared M. Spool founded the company back in 1988 and has built User Interface Engineering into the largest research organization of its kind. With our in-depth research findings based on user observation, we empower development teams to create usable web sites that increase customer satisfaction and loyalty.

## Publications

**UIE Email Newsletter** - Get original articles from Jared Spool and other UX luminaries delivered right to your inbox once a week. [uie.com/uietips](http://uie.com/uietips)

**UIE Brain Sparks Blog** - The place to share our latest research and musings with you. We'll be sharing our latest ideas and observations in the hope of sparking the same in you. [uie.com/brainsparks](http://uie.com/brainsparks)

**UX Thought of the Day** - UX thoughts to inspire you to do something differently in your design work. Right in your inbox [uxthought.uie.com](http://uxthought.uie.com)

## Productions

**UIE Podcasts** - A variety of recorded podcasts to download or listen to online. Topics focused around user experience with interviews from leading experts to useful tips and techniques to improve your design. [uie.com/brainsparks/topics/podcasts](http://uie.com/brainsparks/topics/podcasts)

**UIE Live Virtual Seminars** - Learn the design, information architecture, and usability insights used by today's most successful websites. UIE's Virtual Seminars will show you the latest perspectives in the world of design from the field's premier experts, right from your office, without the expense of traveling. [uievs.com](http://uievs.com)

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