

Beyond the UX Tipping Point

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1

An old mouse
learns new tricks

Presenting . . .

The Disney Magic Band. A \$1,000,000,000 wearable project.

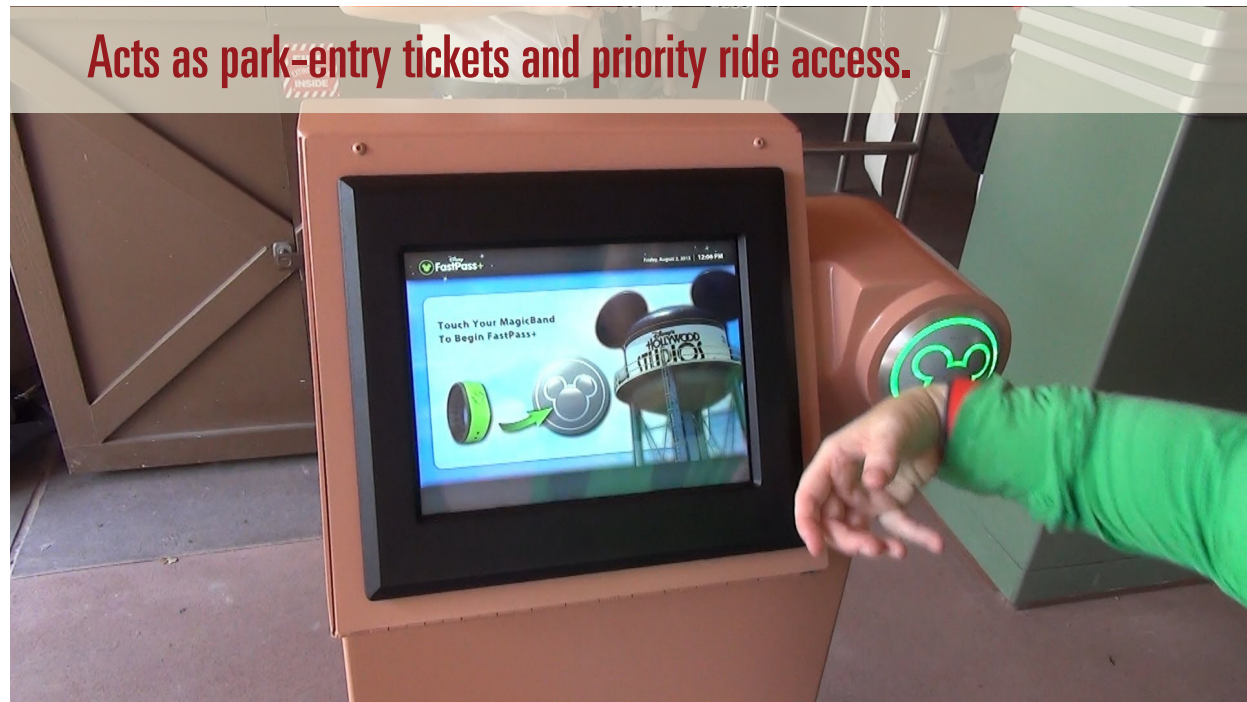


Beautifully designed and packaged personalized wrist bands.

Three different state-of-the-art radio transmitters.



Replaces hotel room key.





1997



WALT DISNEY
Parks and Resorts



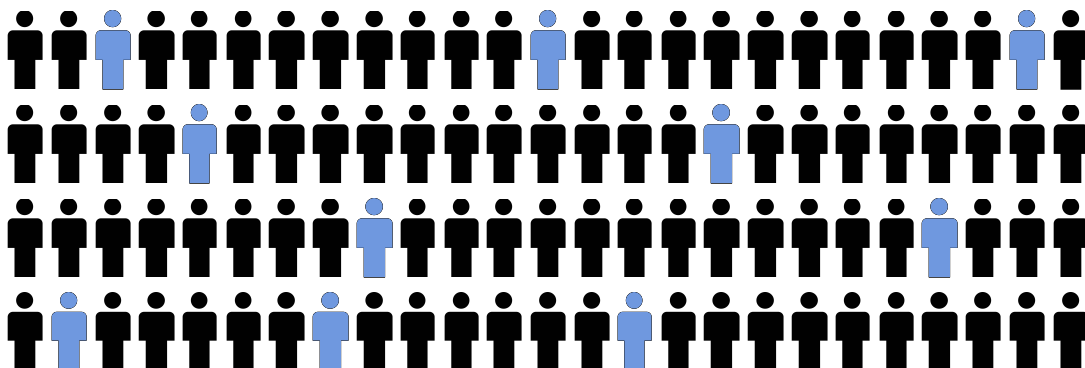
UIE's Disney Usability Test Task

**What is Walt Disney World's
least expensive hotel that
is on the monorail?**

(Answer: The Polynesian Resort)

UIE conducted hundreds of usability tests on Disney.com from 1995 to 2007.

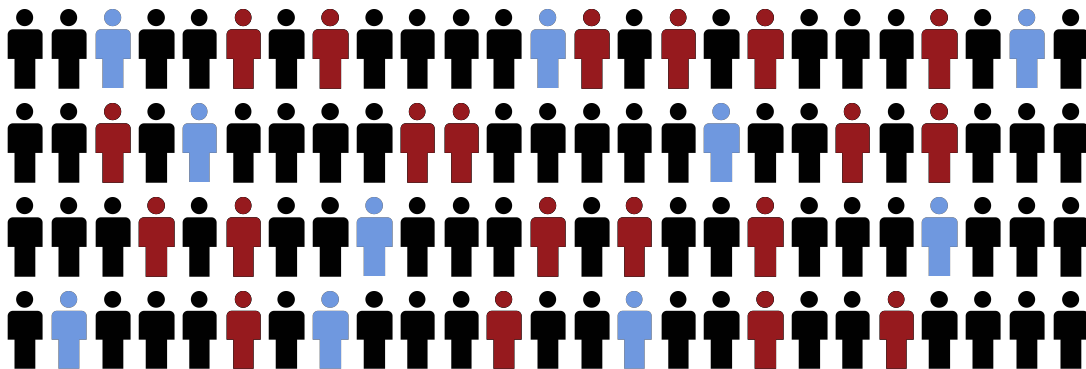
1 out of 10 succeeded.



UIE conducted hundreds of usability tests on Disney.com from 1995 to 2007.



1 out of 5
chose a hotel in Disneyland.





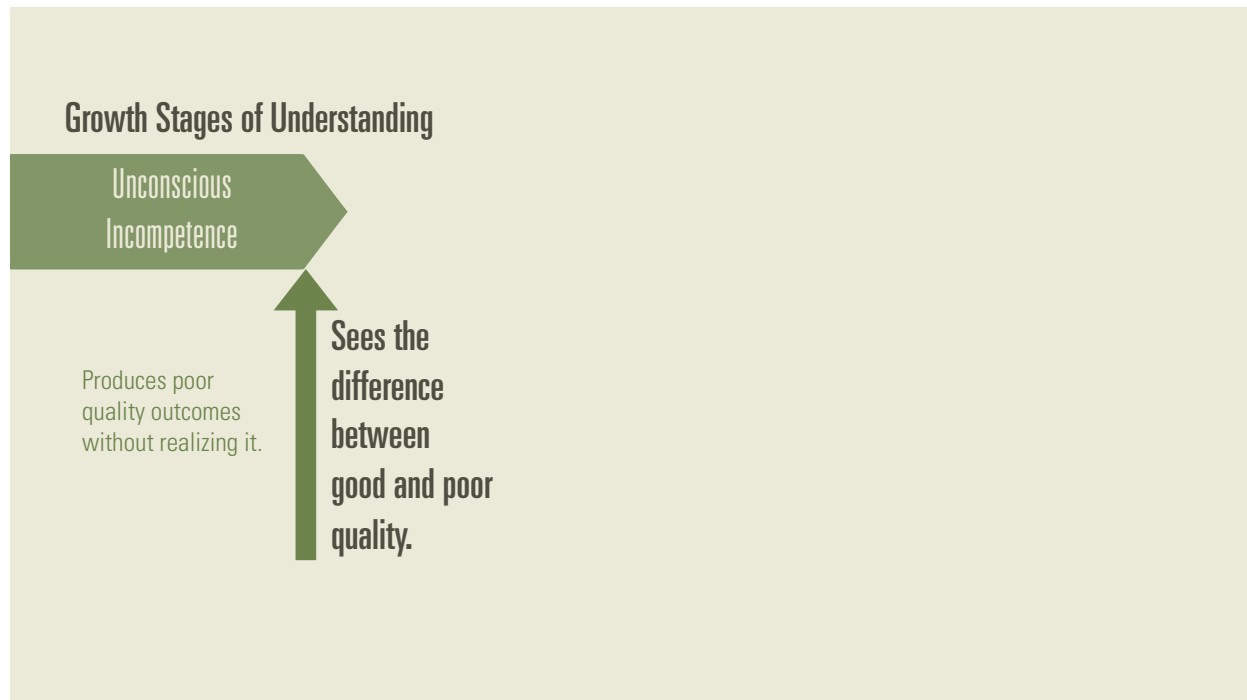
1997



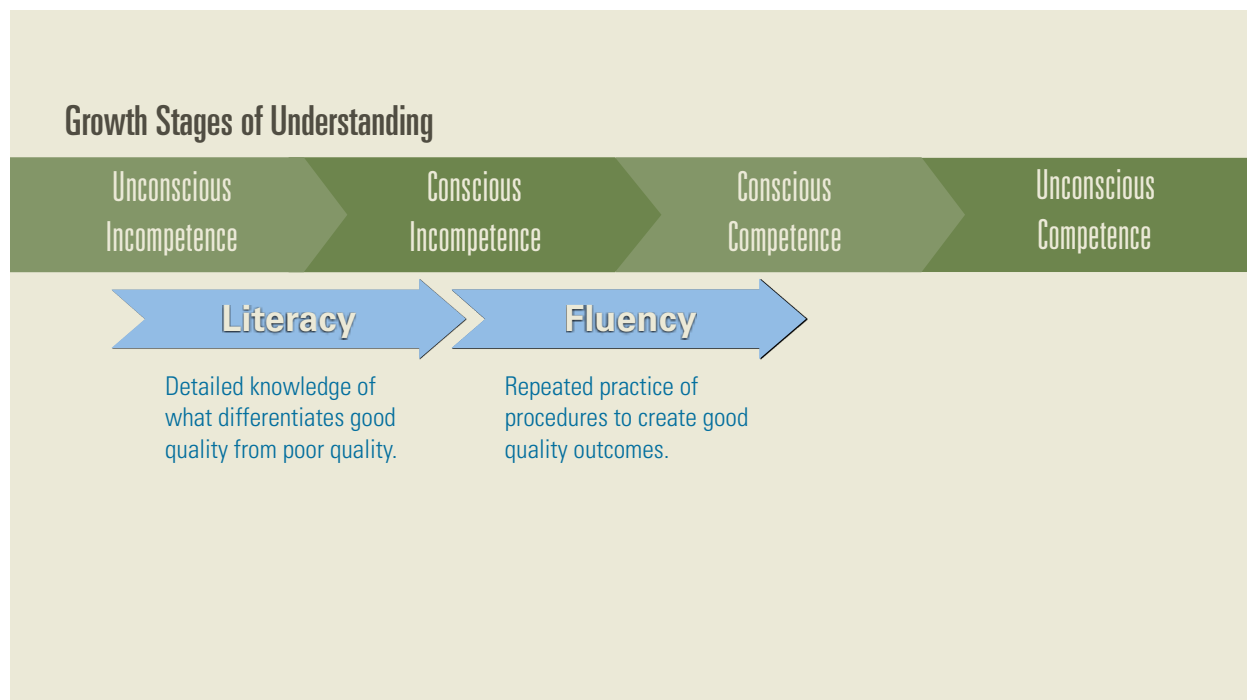
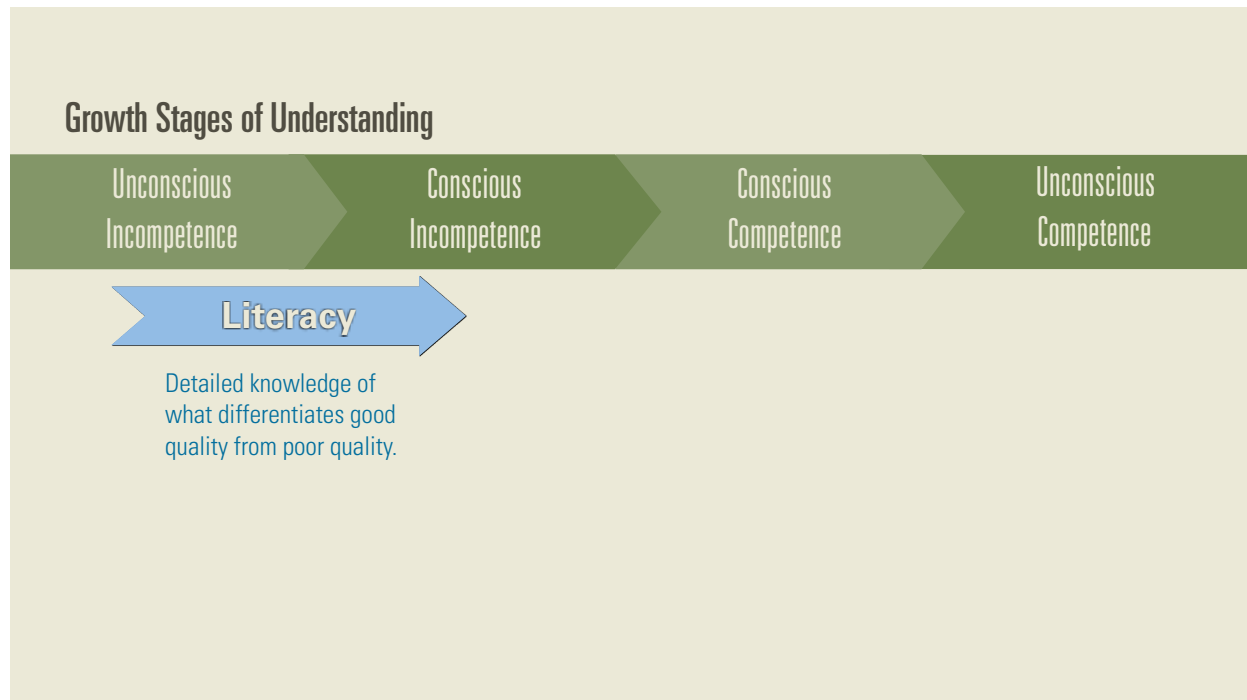
2014

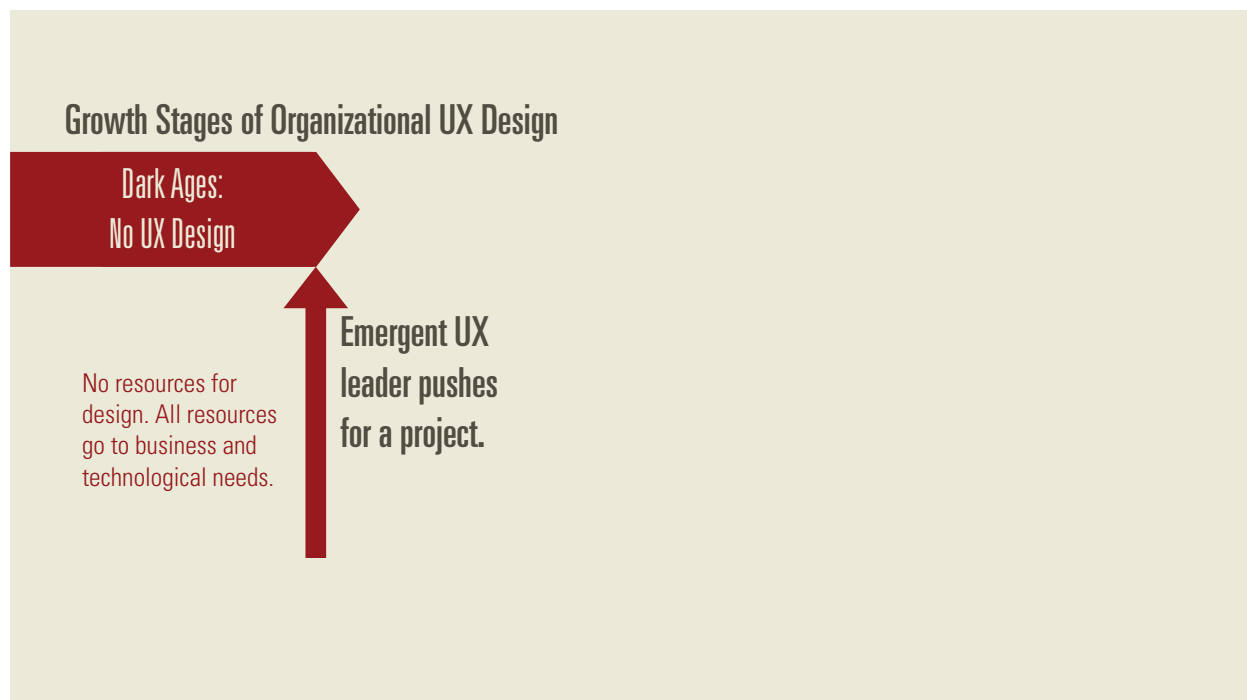
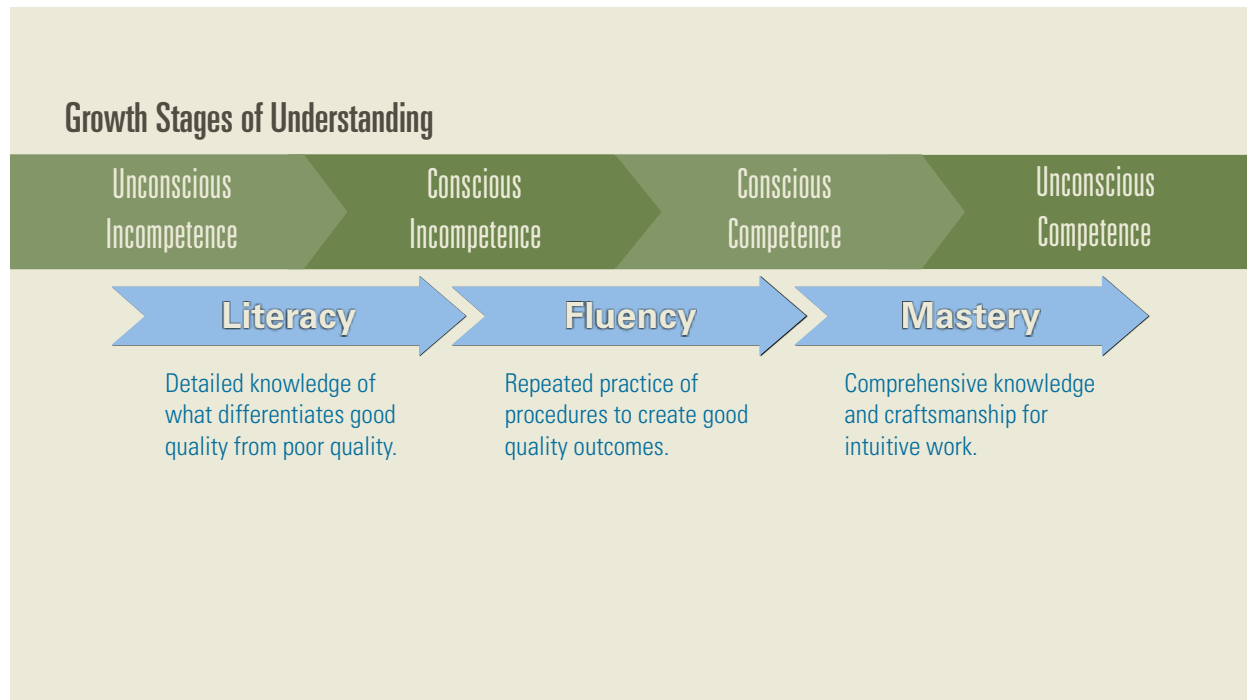
WALT DISNEY
Parks and Resorts

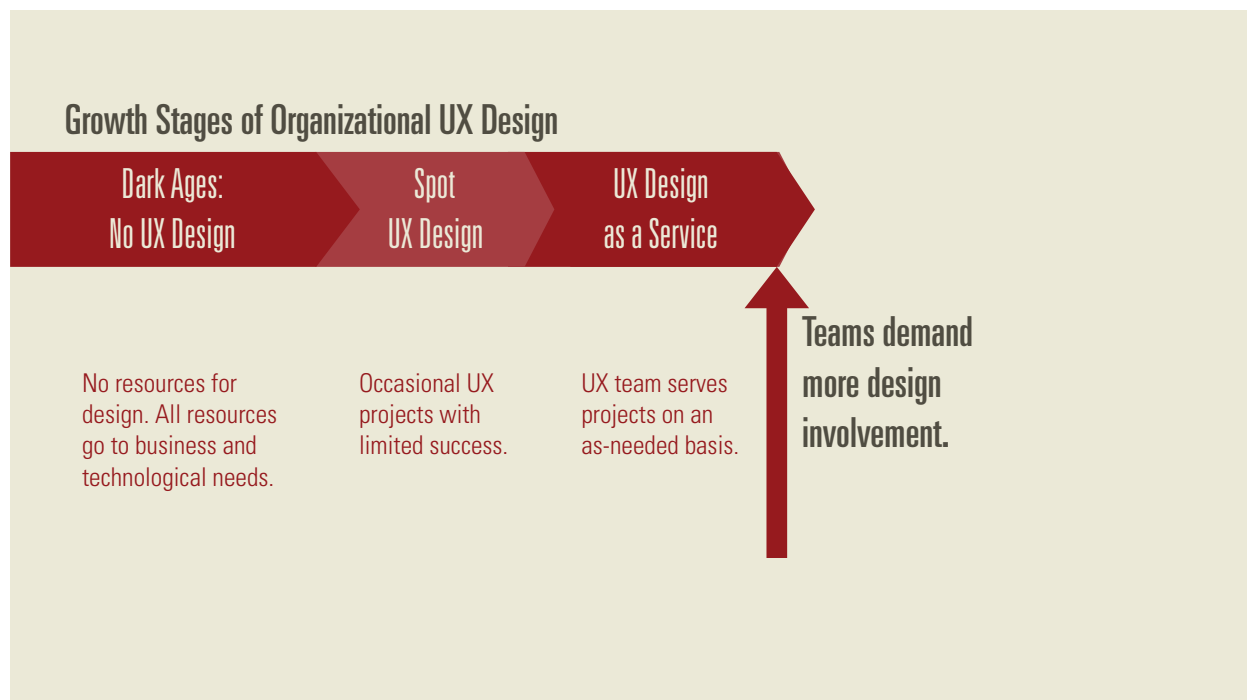
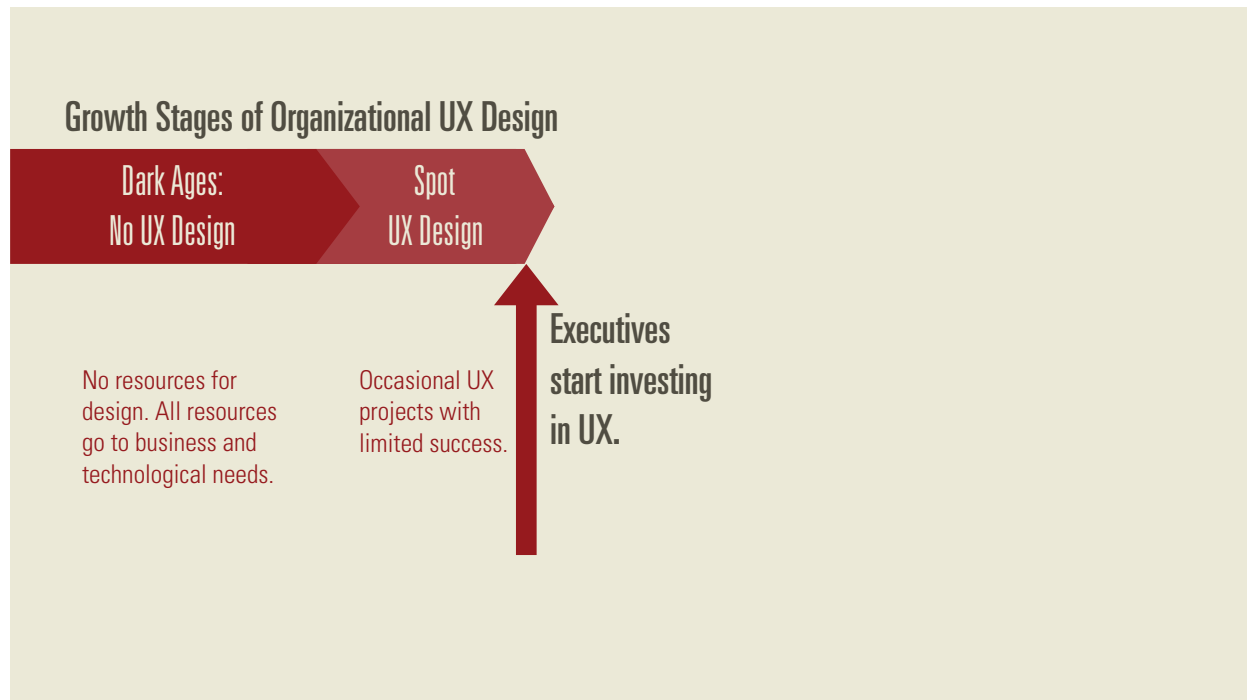
2 How we learned to design

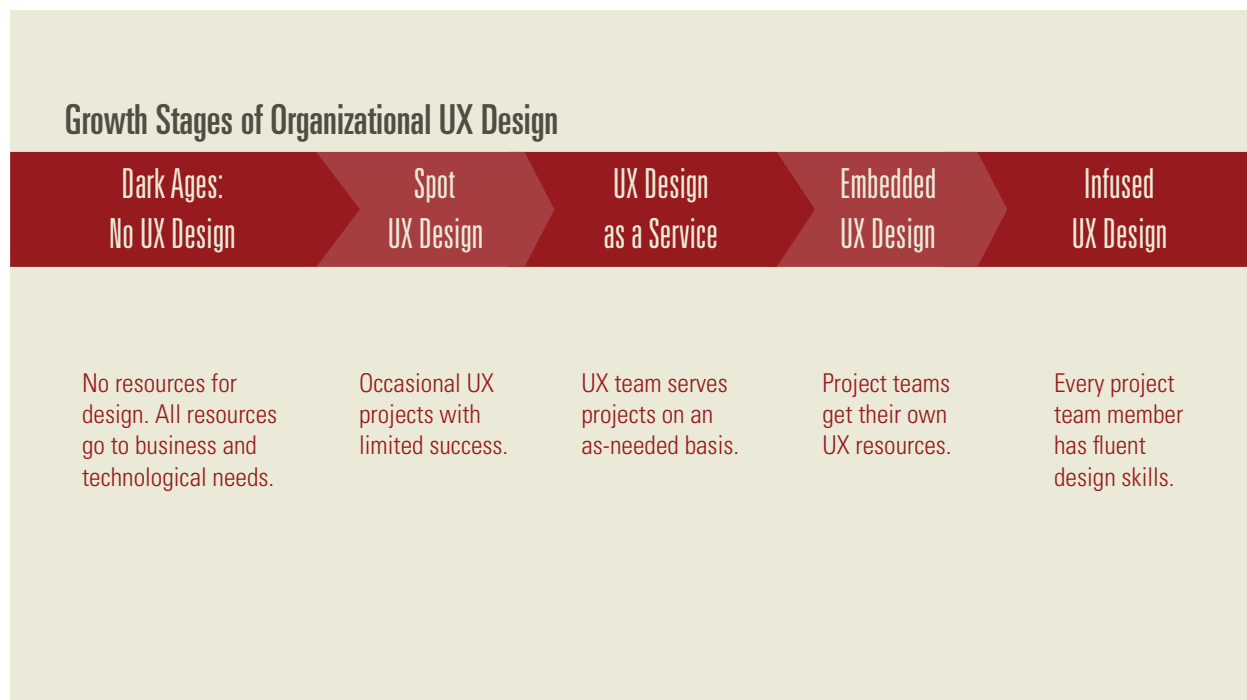
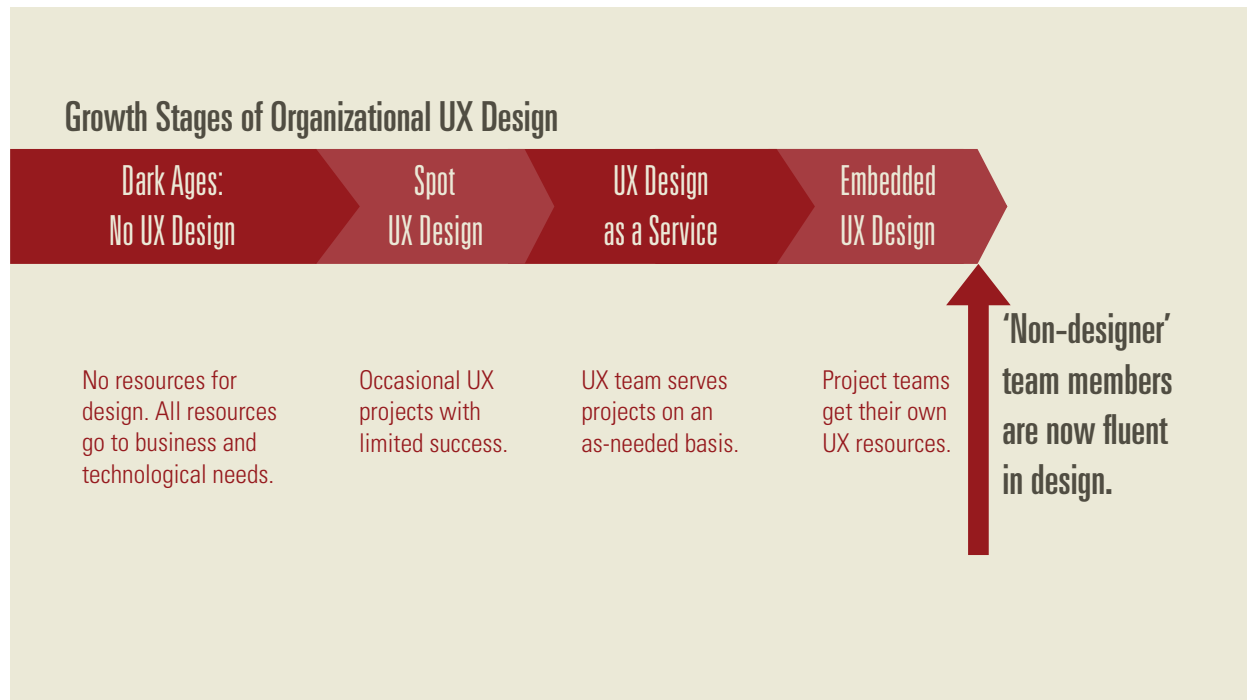


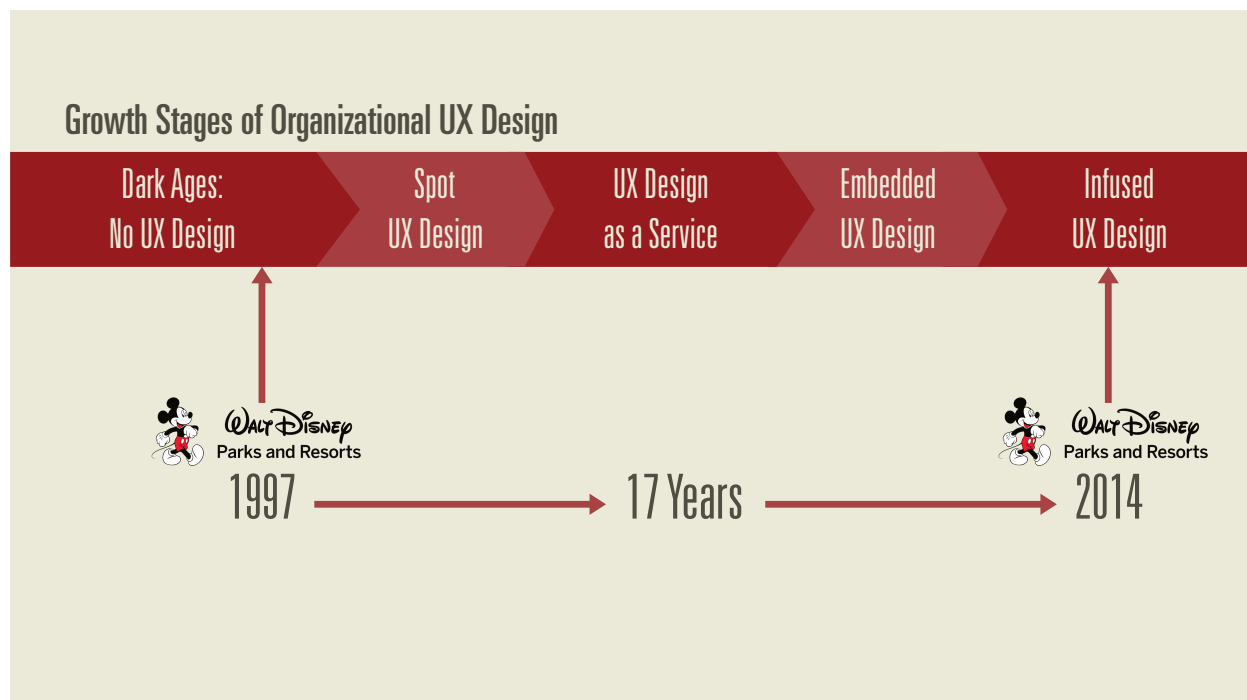
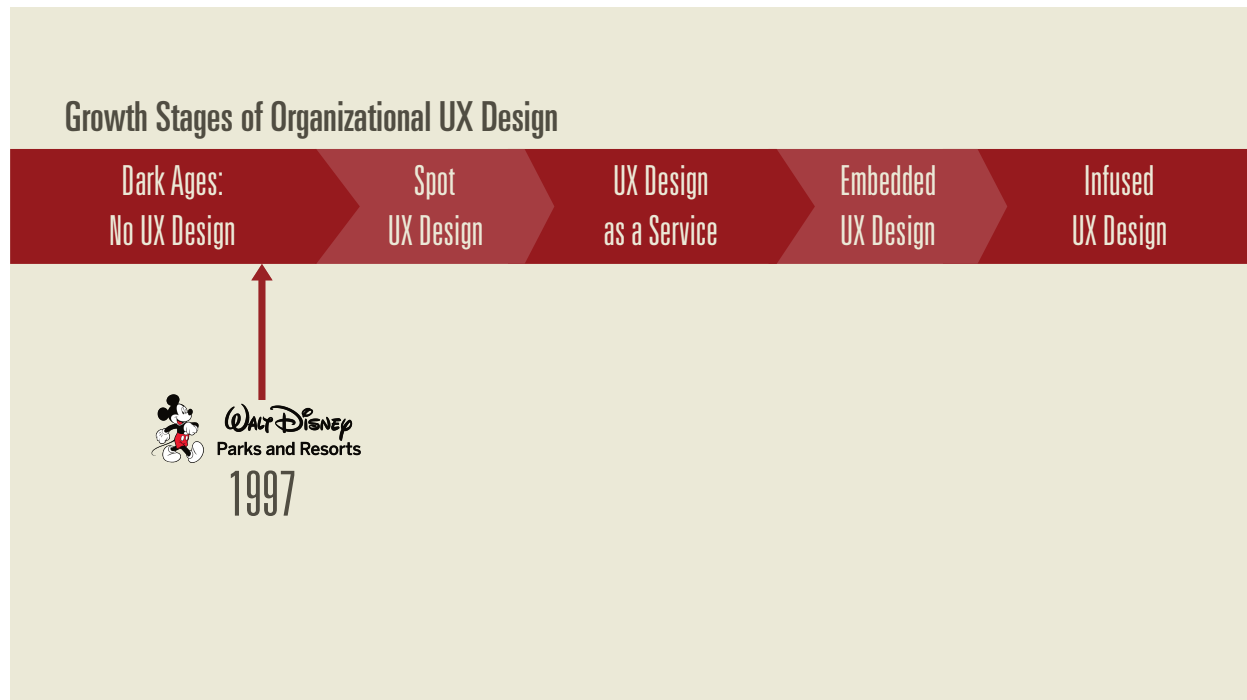












Growth Stages of Organizational UX Design

Dark Ages:
No UX Design

Spot
UX Design

UX Design
as a Service

Embedded
UX Design

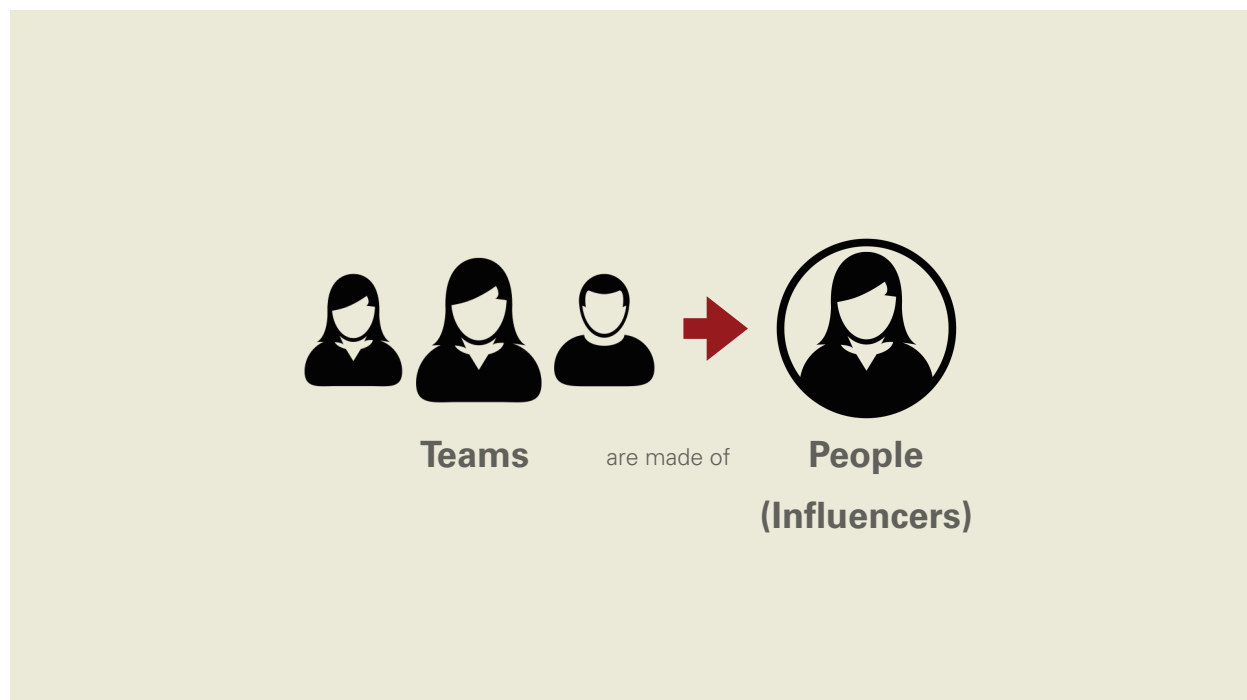
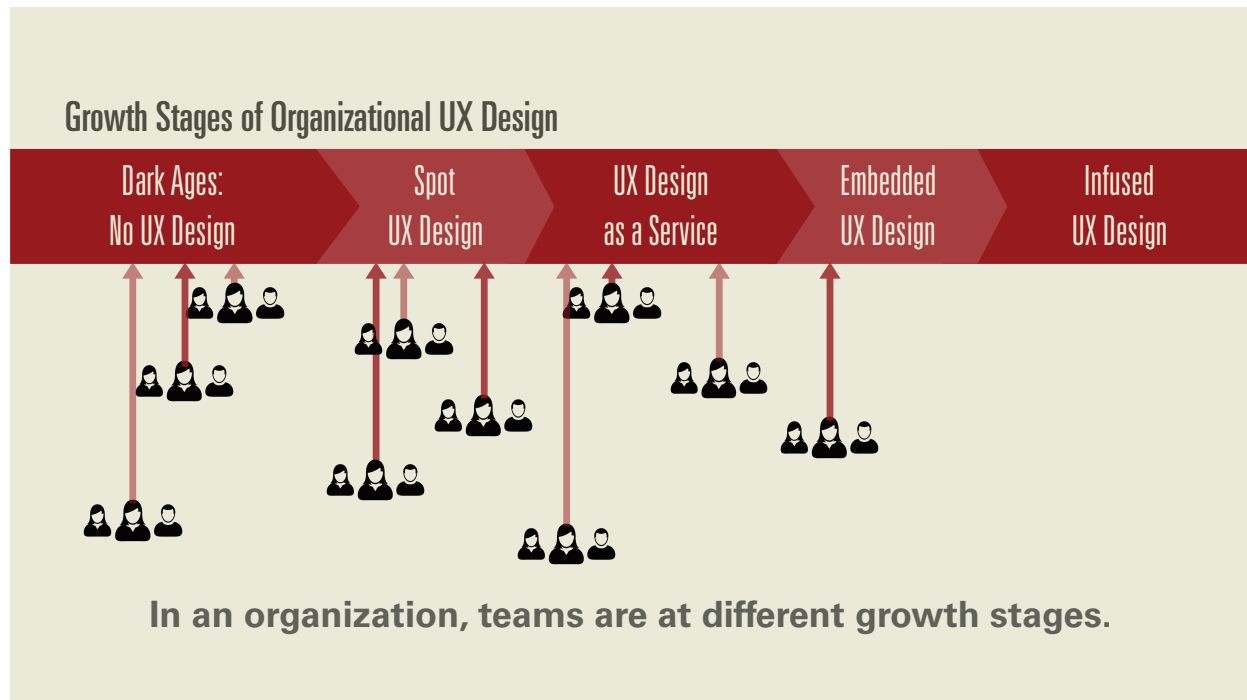
Infused
UX Design

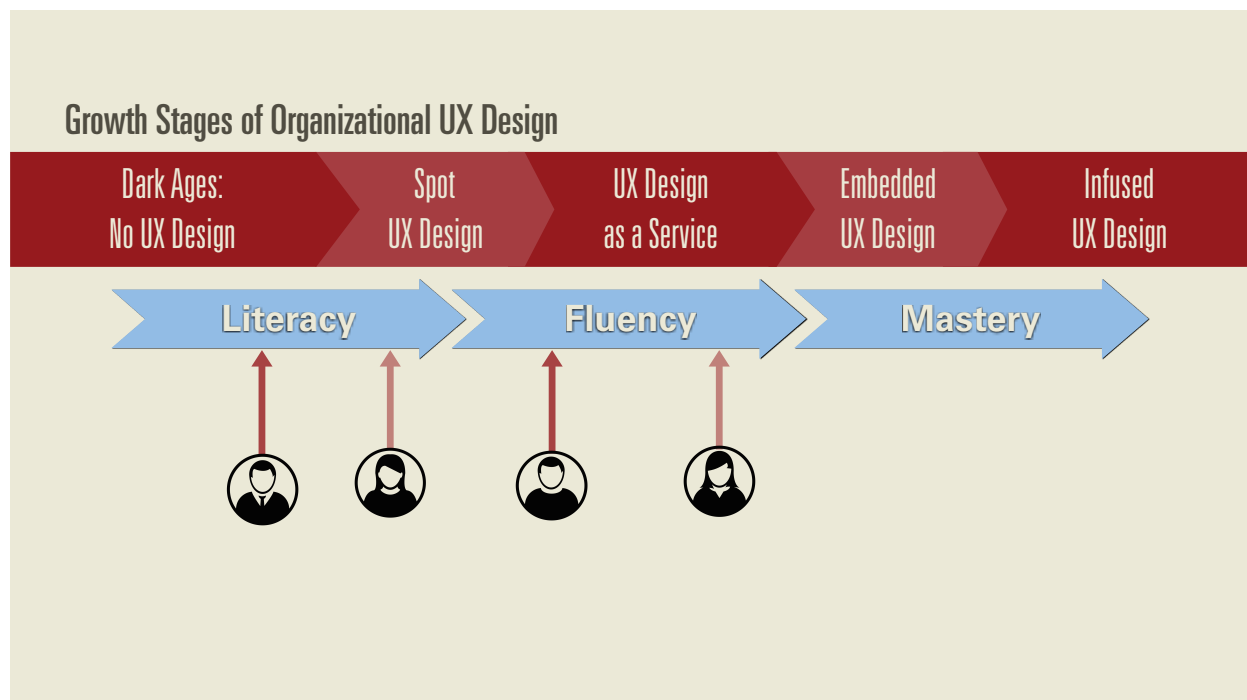
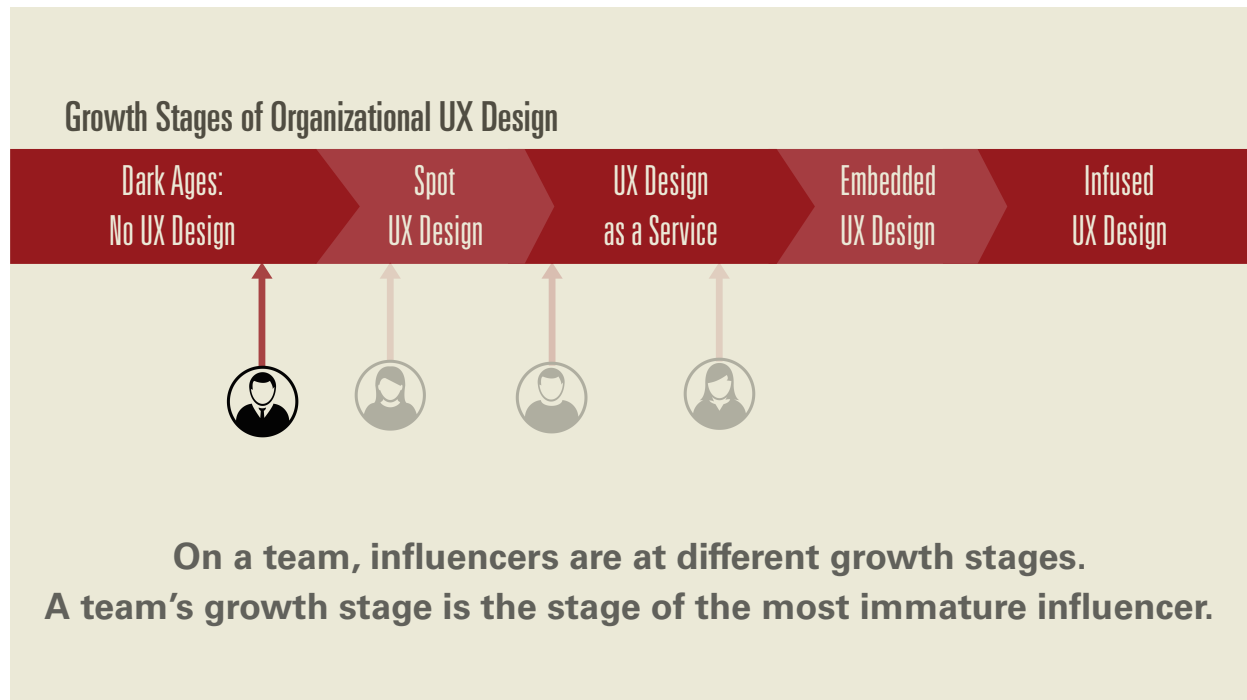


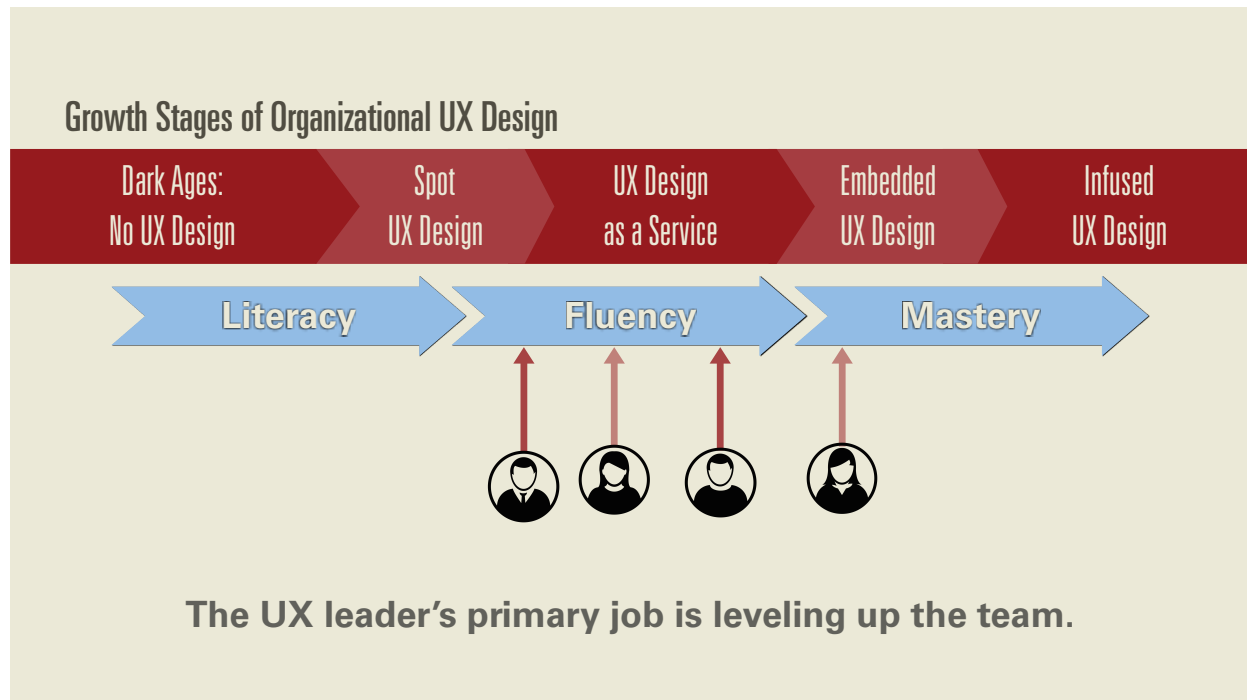
Organizations

are made of

Teams







Why wasn't Honeywell the first to invent the Nest?



1953



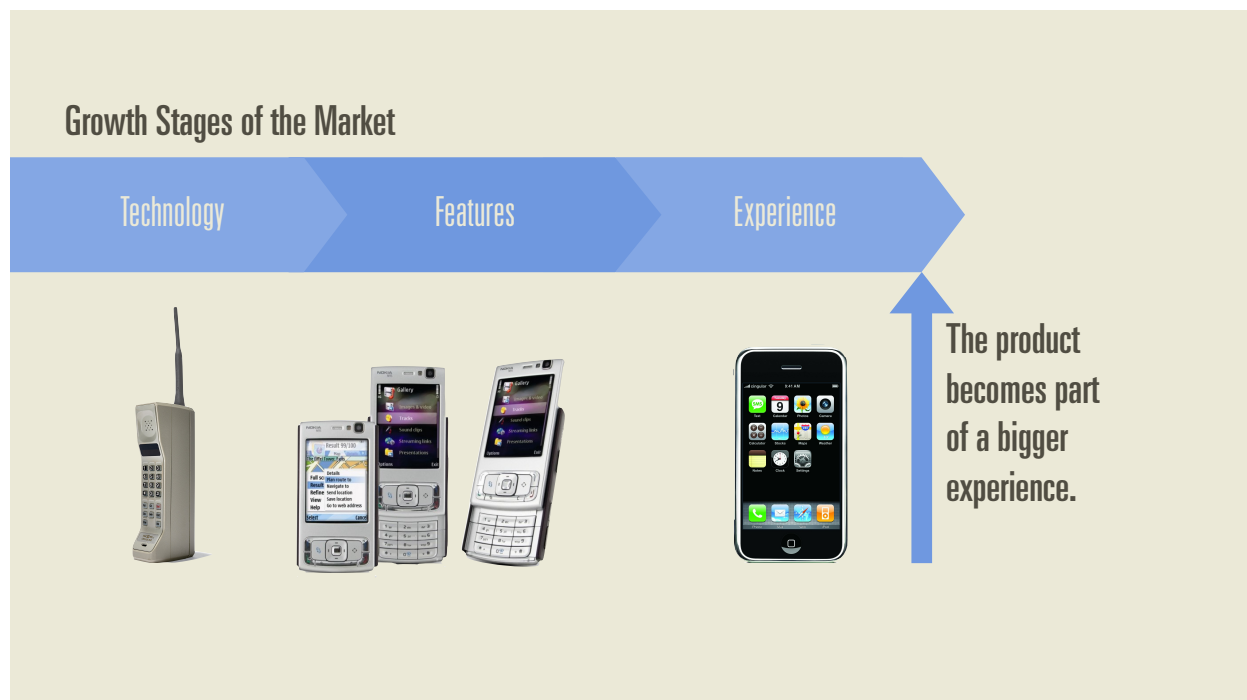
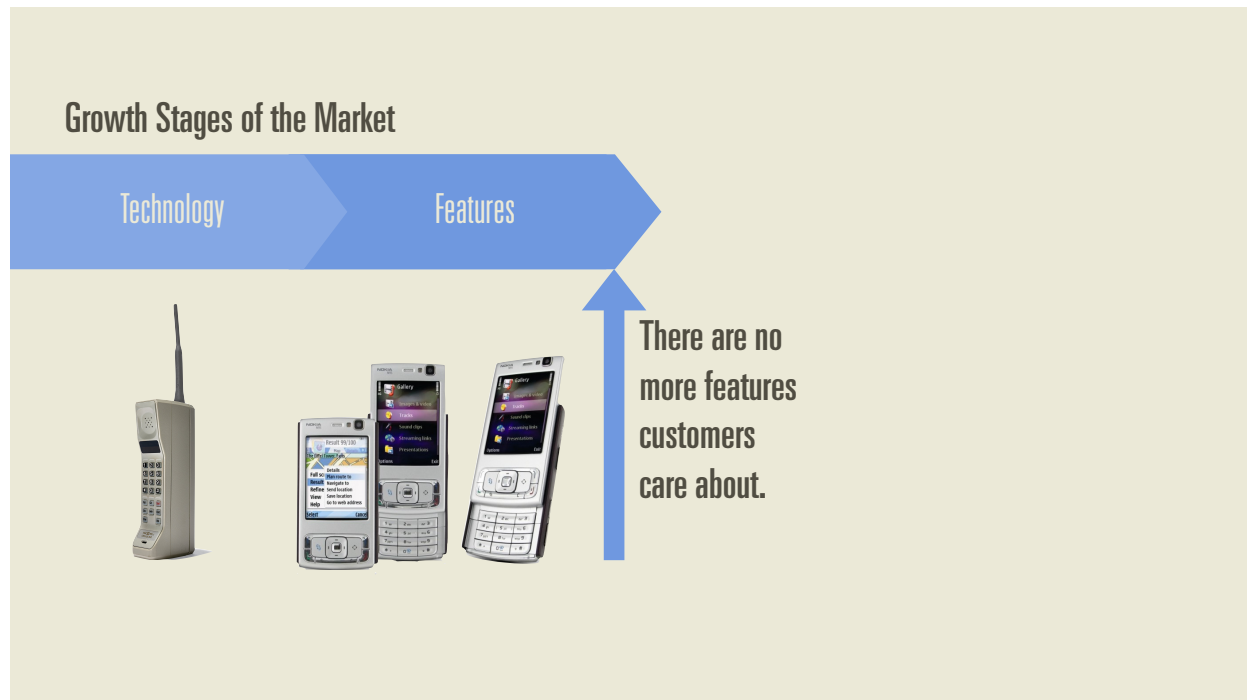
2011

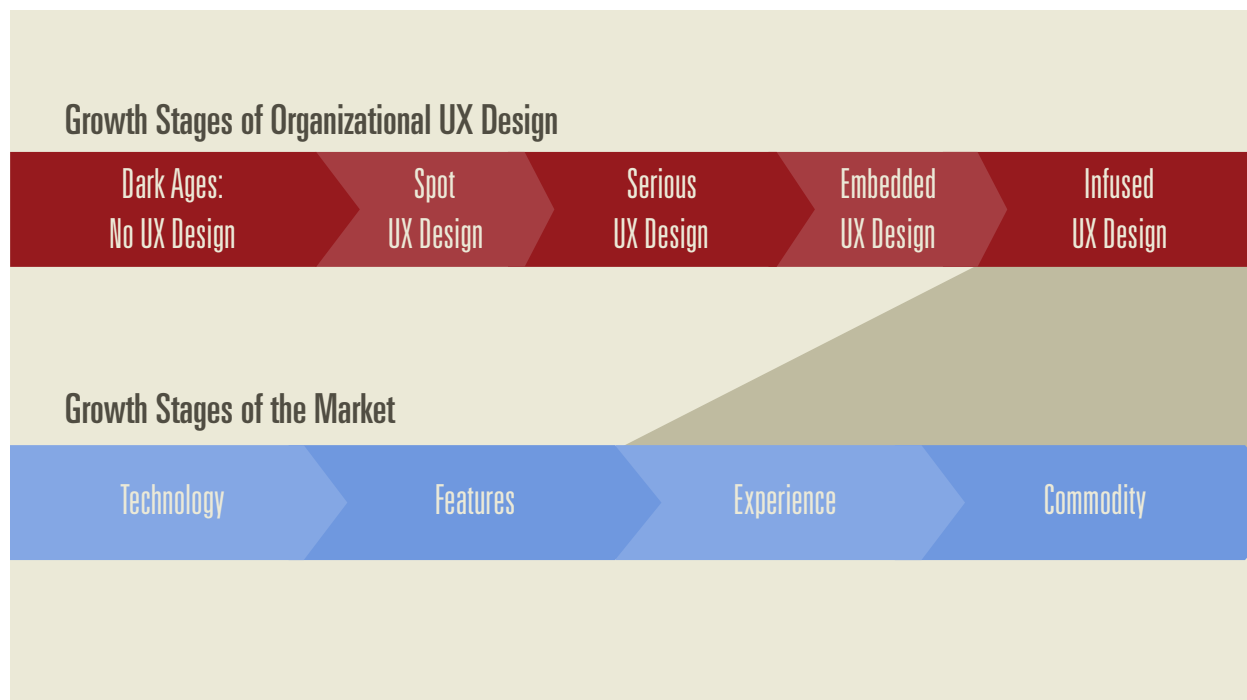
Growth Stages of the Market

Technology



A competitor
emerges.





Why wasn't Honeywell the first to invent the Nest?



1953



2011

Growth Stages of the Market

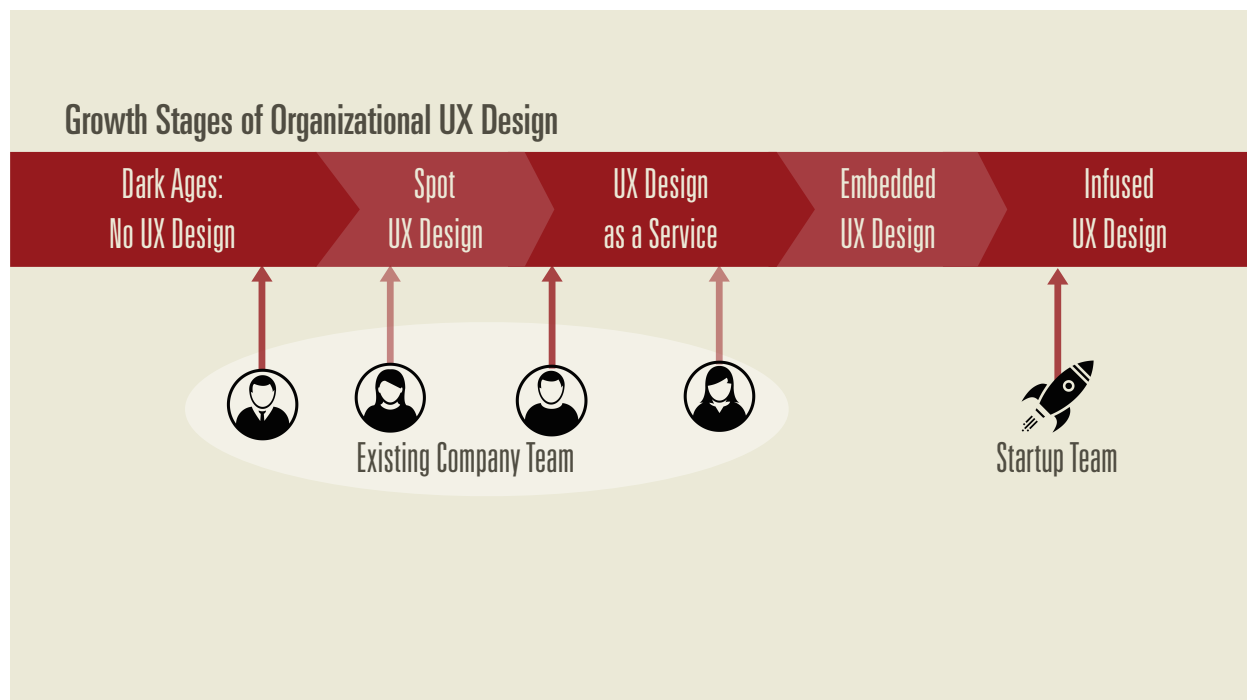
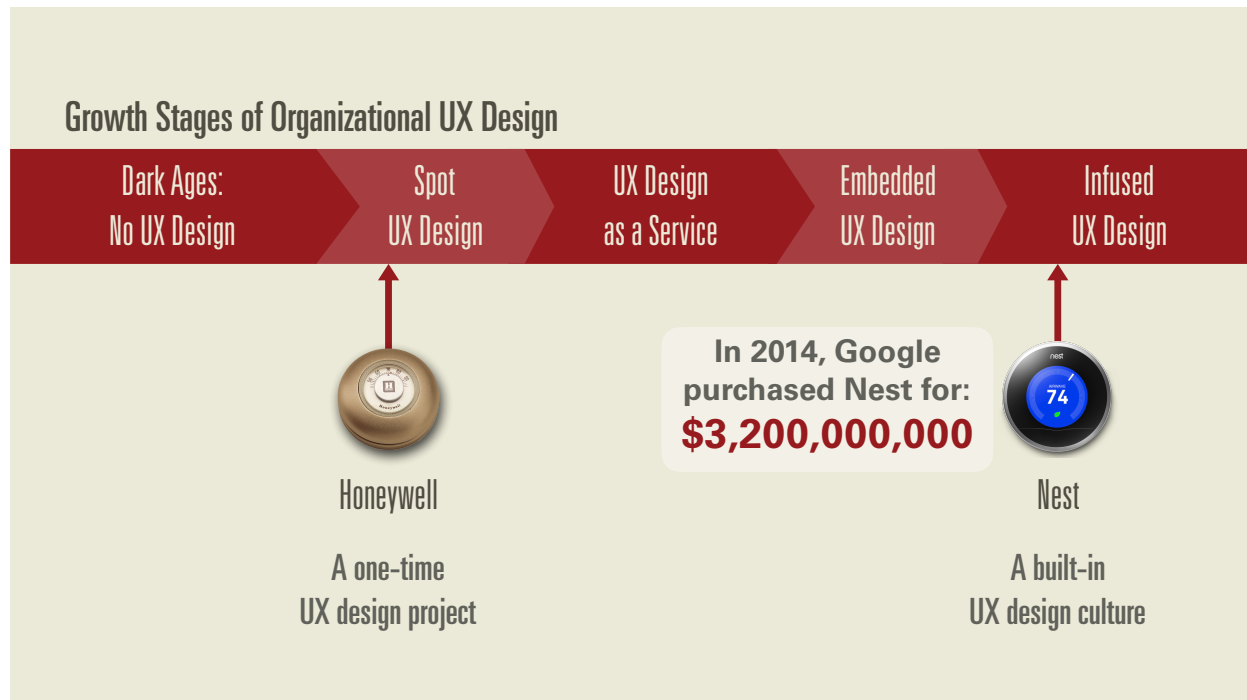
Technology

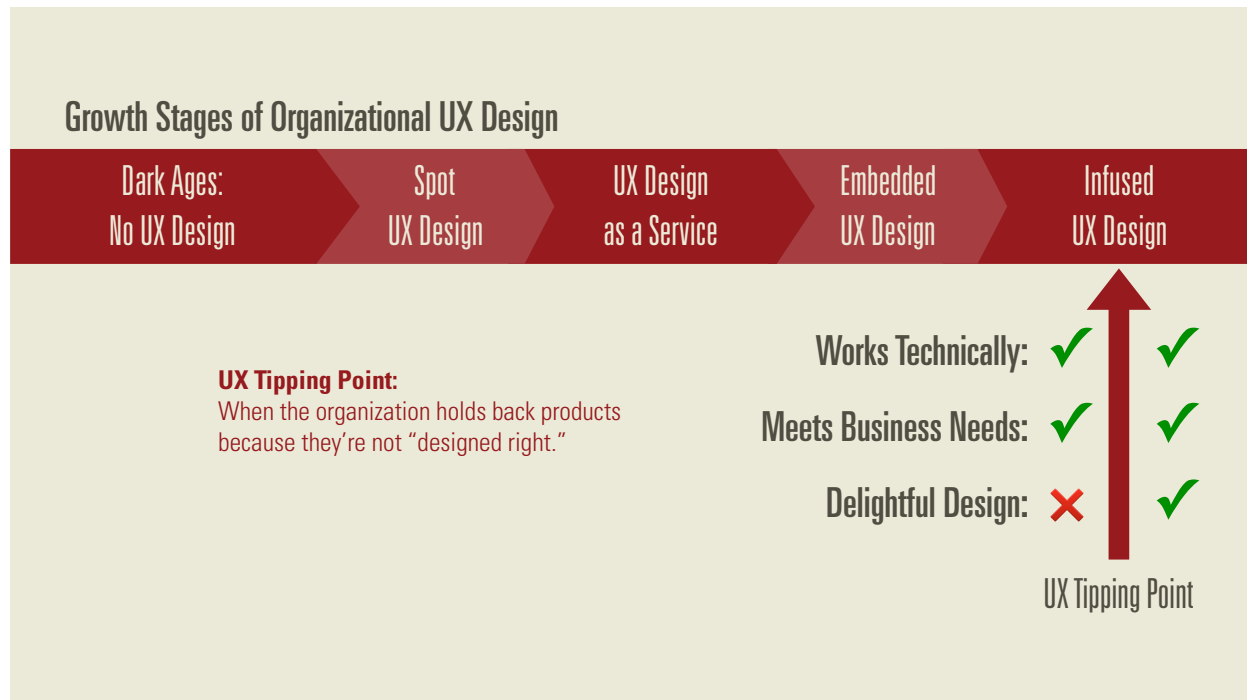
Features

Experience

Commodity

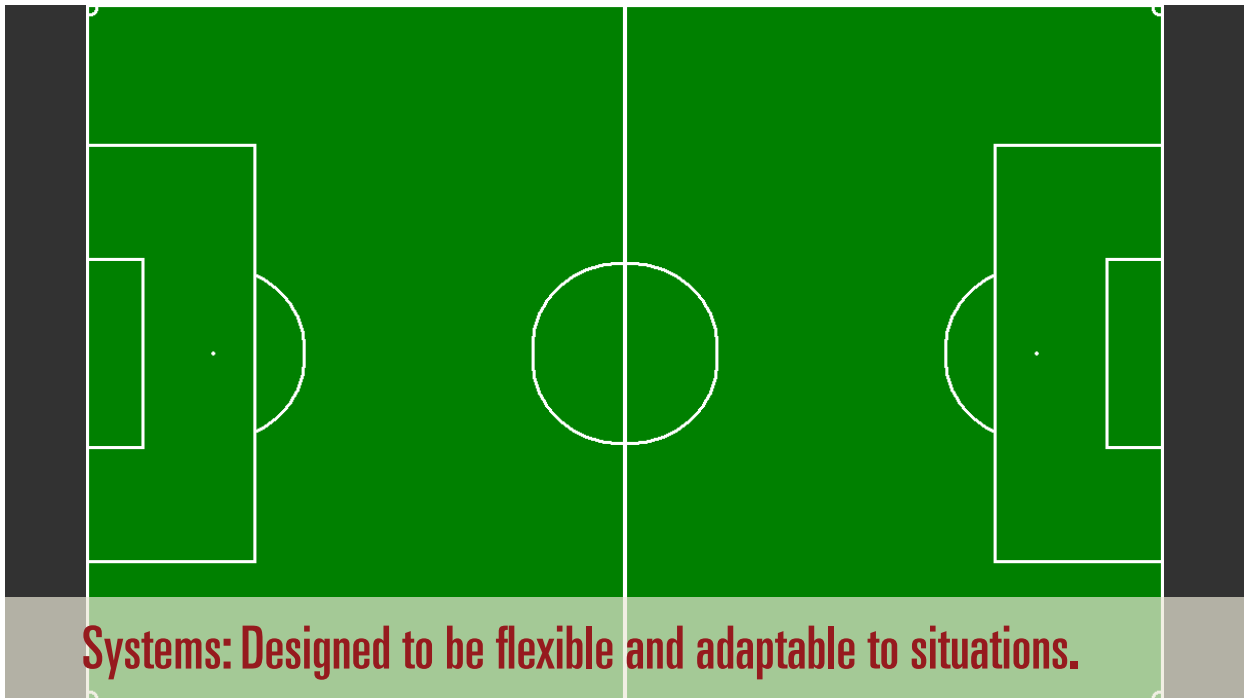
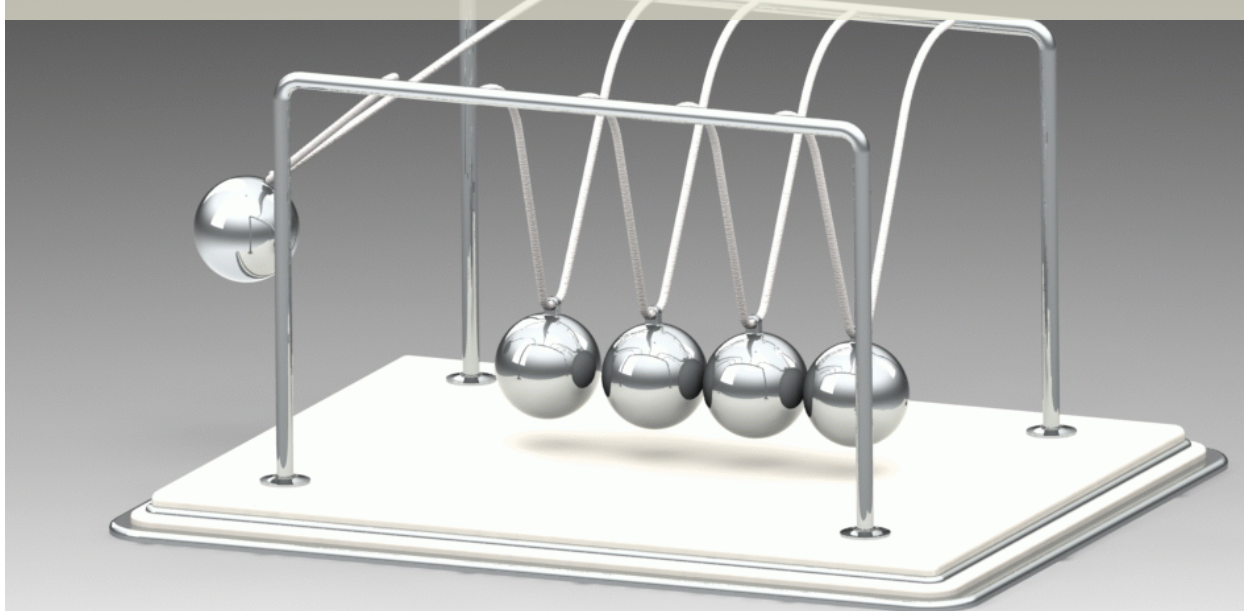


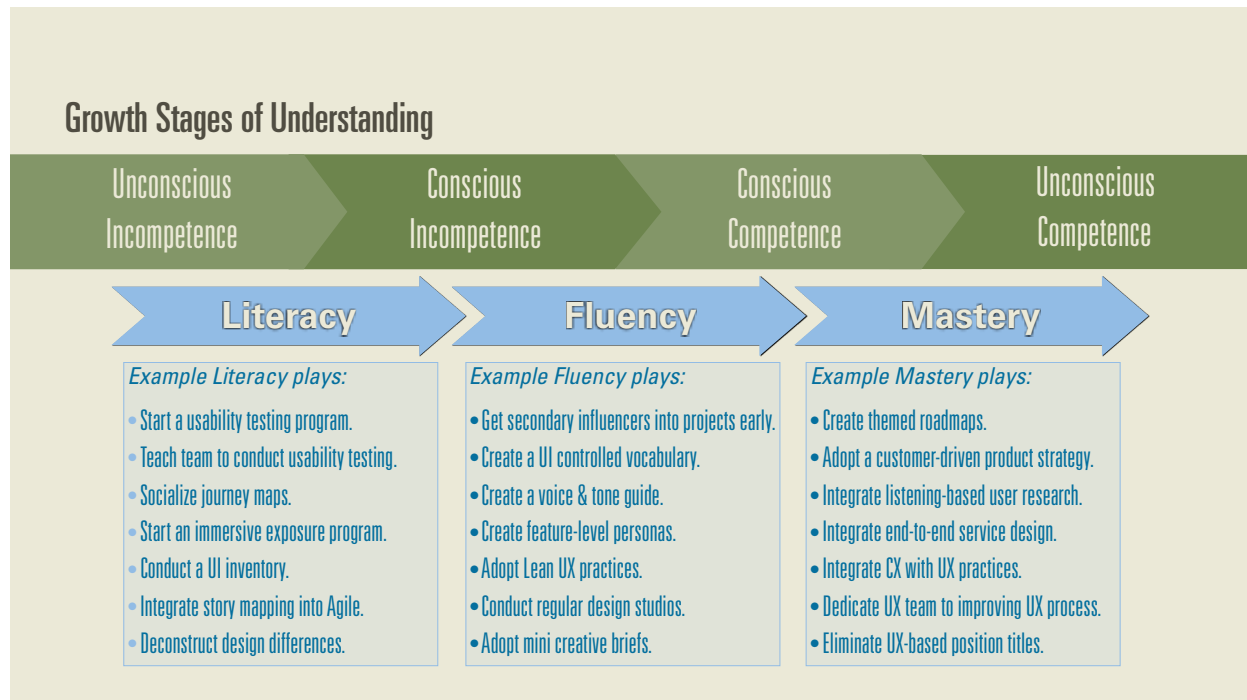




4 Managing for a system instead of a process

Process: Designed to operate the same every time.





⚽ Immersive Exposure

Literacy

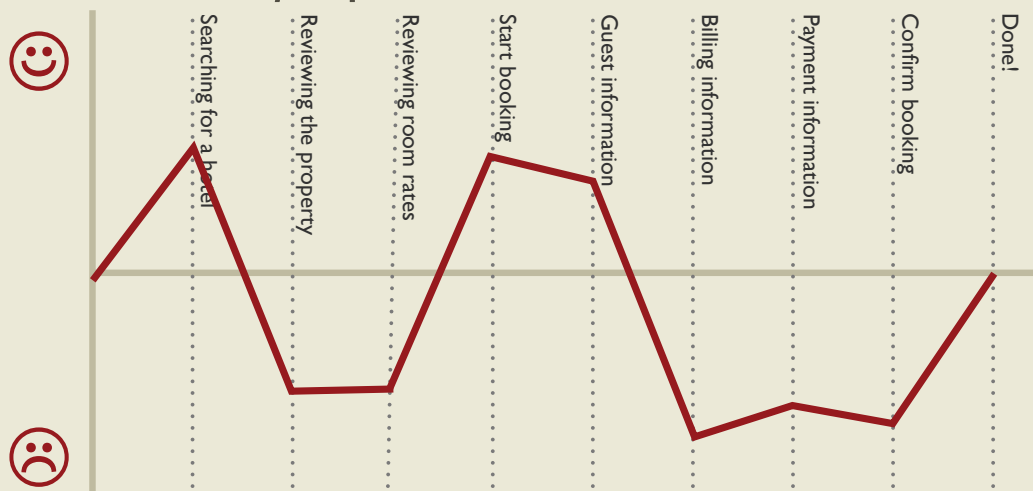
Immersive Exposure provides the *understanding* of the problems our customers face today.

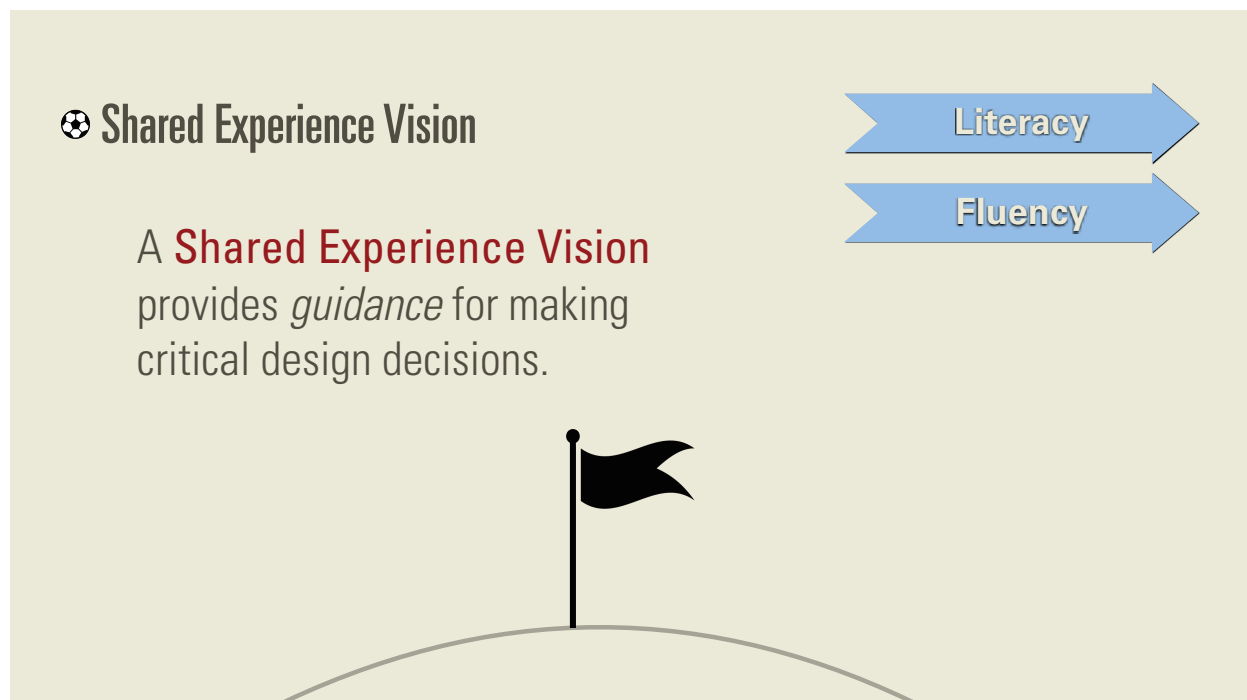
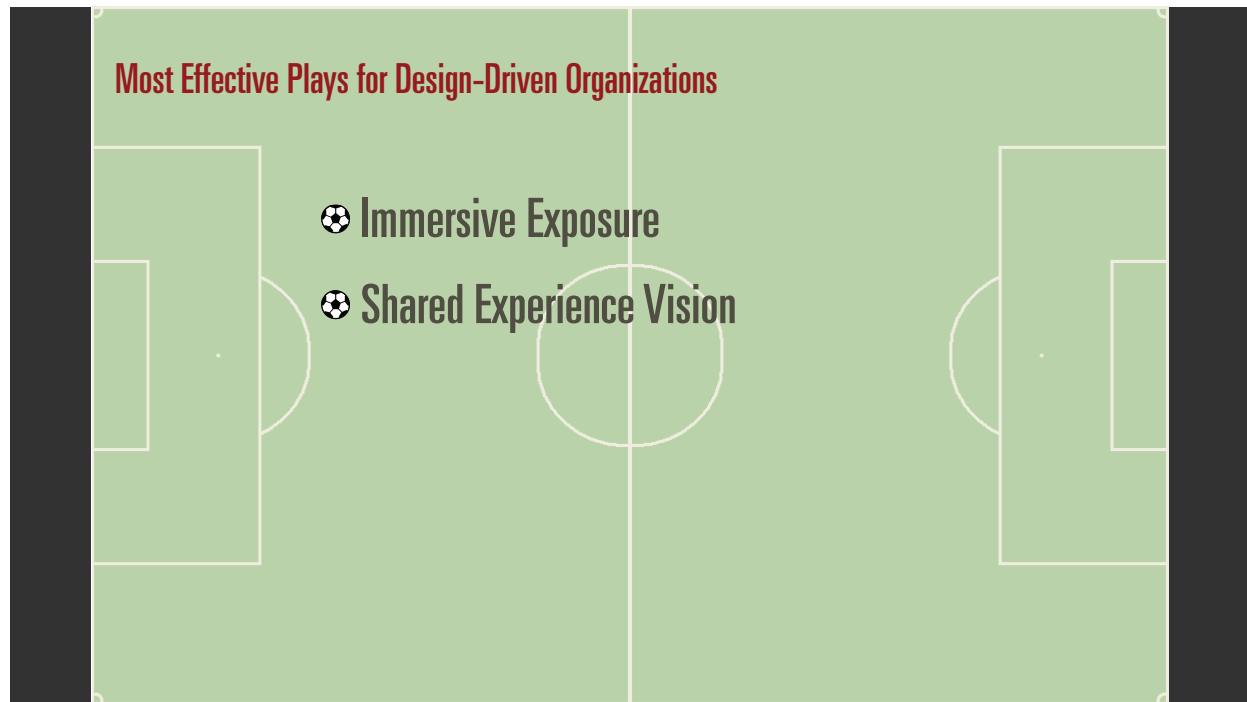
Good: Regular usability tests

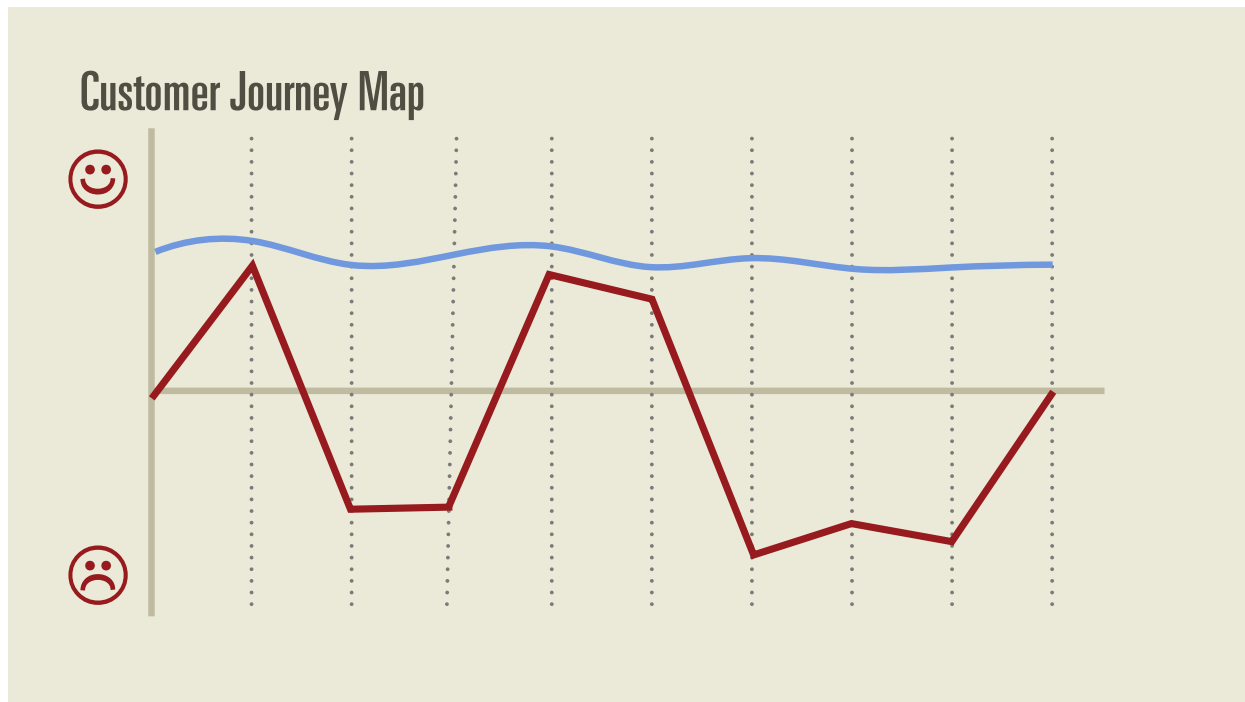
Best: Regular field visits

Recommended minimum: 2 hours every 6 weeks.

Customer Journey Map







⚽ Culture of Continuous Learning

A **Culture of Continuous Learning** provides *development* of a deep understanding of customer needs.

Nobody wants to answer: Why did we fail?
Everybody likes to answer: What did we learn?



Literacy

Fluency

Mastery

CENTER+ **CENTRE** Daily Standup Questions

1. What have you accomplished since the last standup?
2. What will you accomplished before the next standup?
3. What is most preventing you from getting things done?
4. What is your highest priority?
5. **What is the most important thing you've learned and how will it change what you do in the future?**



Beyond the UX Tipping Point

- ▶ People learn UX design by growing from unconscious incompetence to conscious competence, finally to unconscious competence.
 - ▶ Individuals grow from literate, to fluent, finally to masters.
- ▶ Organizations need to grow the UX design efforts.
 - ▶ Through UX Design as a Service, to Embedded UX Design, to Infused UX Design
- ▶ We need a playbook, filled with plays, that get us to being a design-driven organization.

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