ht © 2013 User Interface Er

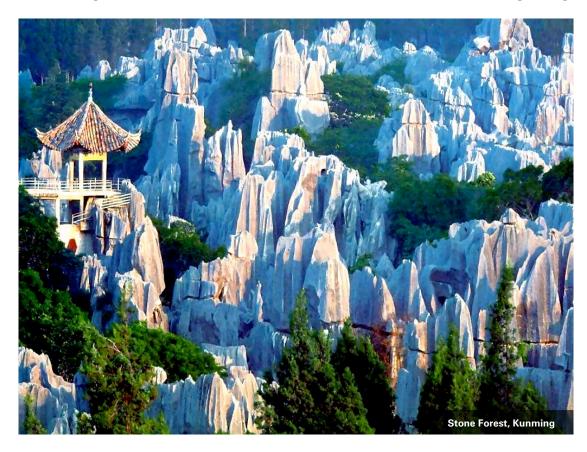
It's A Great Time To Be An Experience Designer

Jared M. Spool @jmspool

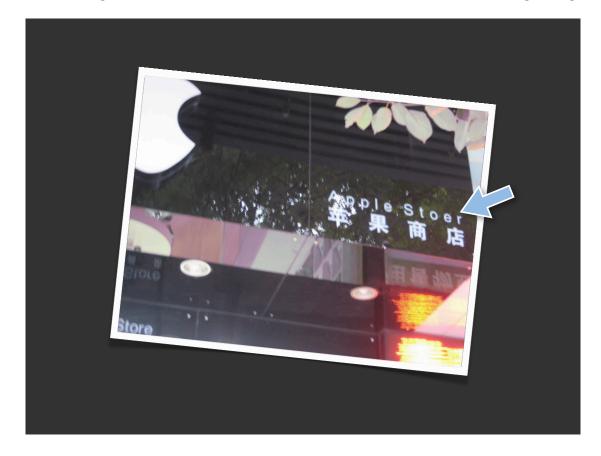


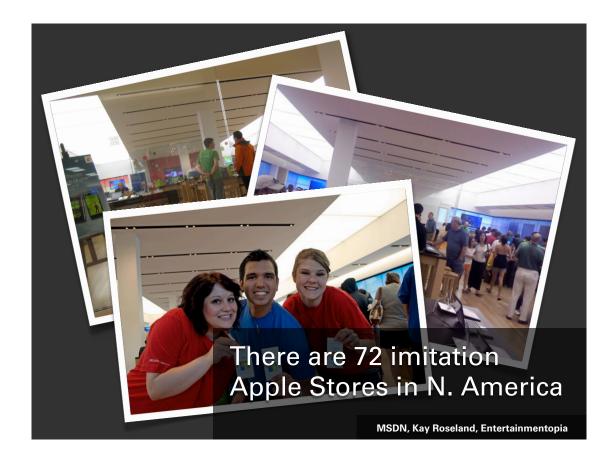








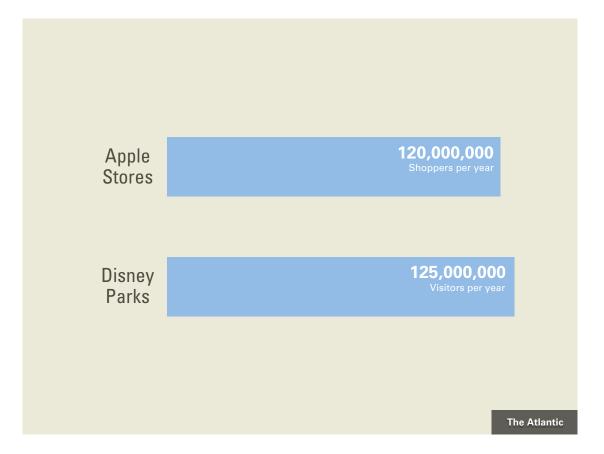












2012 Retail Performance

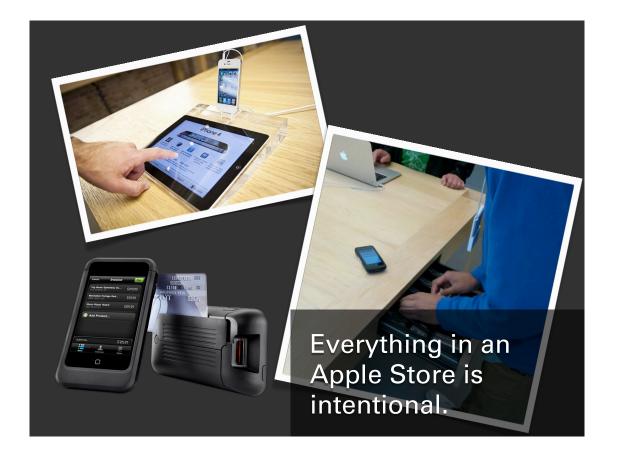
Average mall store: \$341/sq. ft.

Tiffany & Co.: **\$3,017/sq.** ft.

Apple: \$6,050/sq. ft.



Asymco



Design: The Rendering of Intent

iPhone Product Timeline

Apple & Samsung



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Plaintiff's	Exhibit No. 44.6
	Translation

Confidential

2. Basic Function _ Calendar

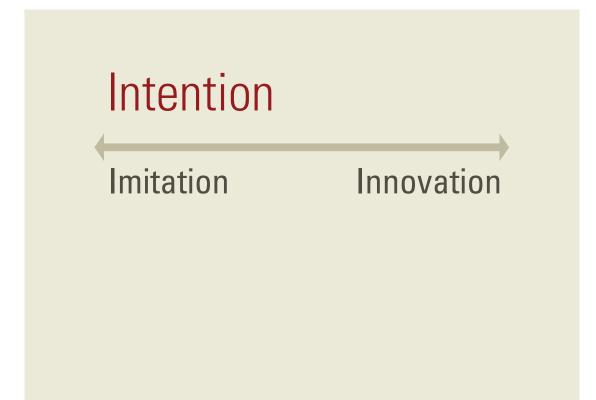
- Improve user convenience through a better utilization of the Calendar screen
- . i-Phone: When a date is selected in the monthly view, the daily schedule is displayed.
- S1: Visibility is low because the display area for daily schedule is small

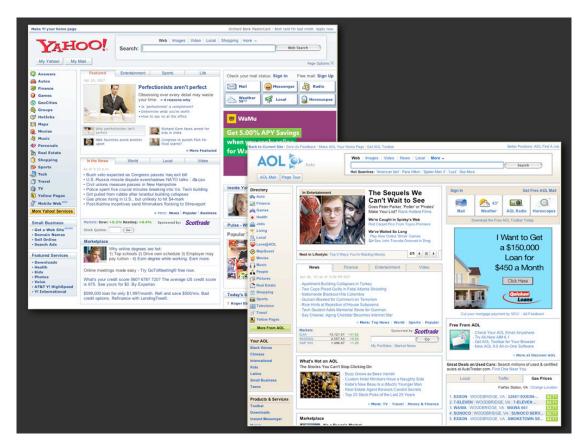
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Intention

Imitation

Less expensive Less risky

Design not valued Viewed as commodity

Innovation

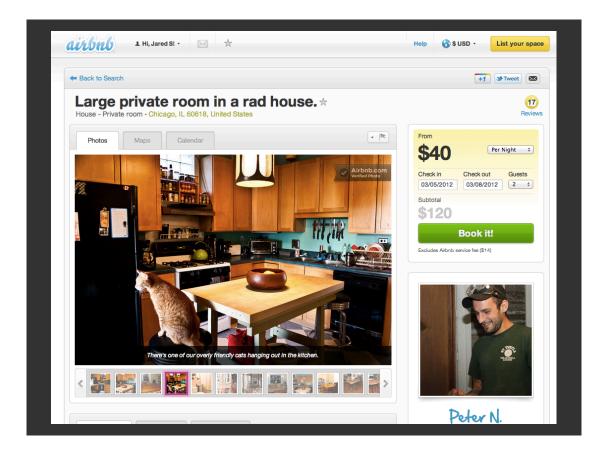
More expensive More risky

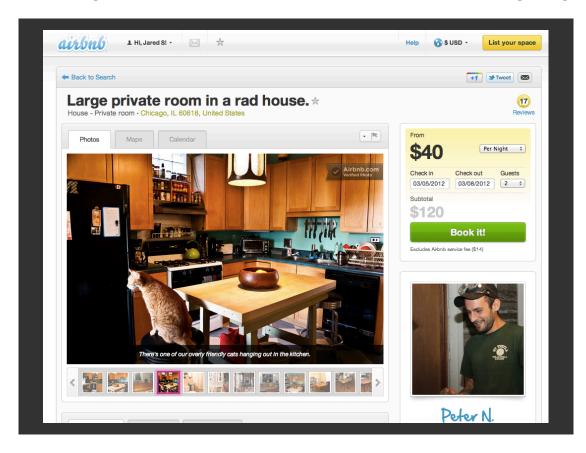
Design heavily valued Viewed as competitive Business wins when it is intentionally innovative.

Business wins when it values designers.



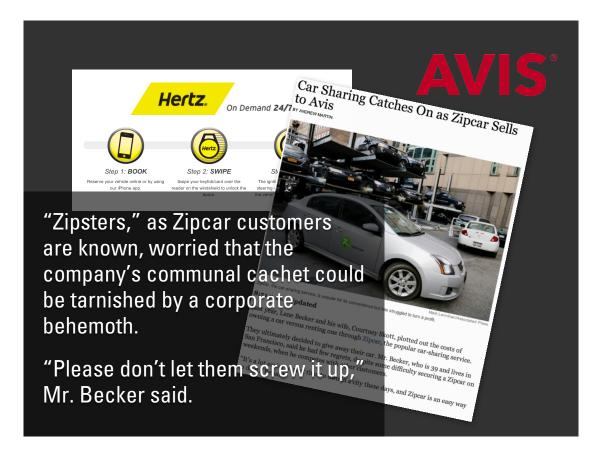
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Benefit Reduces transportation costs Eliminates animal care costs

Opportunity Increase performance budgets Better performers, costumes, sets, and music

Results

Ticket prices are \$120-\$200 a seat

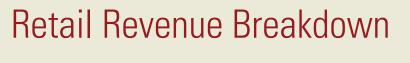


"I move things around until they look right."

Milton Glaser

Design: About the visual the business

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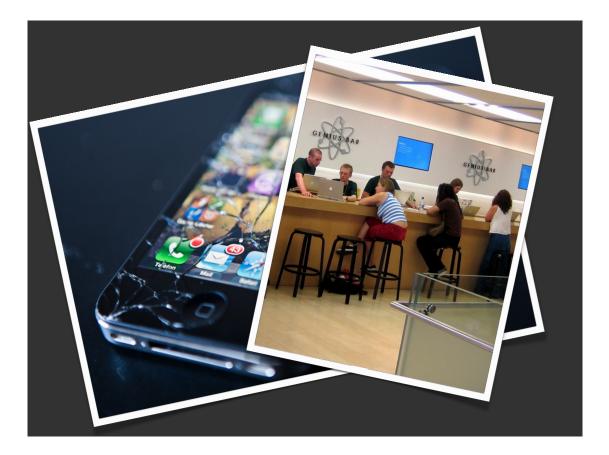




Great business models are intentionally designed.

Business needs designers everywhere.

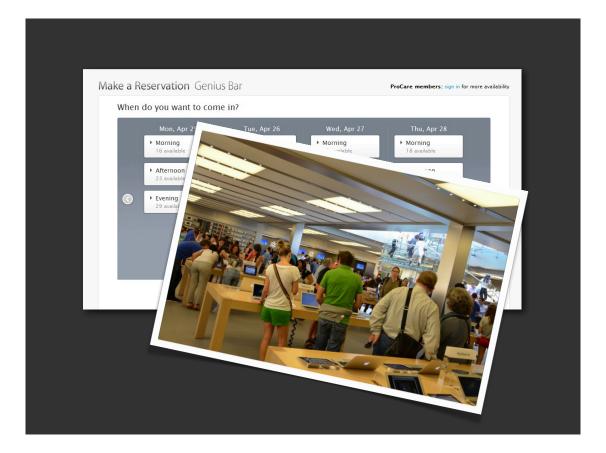


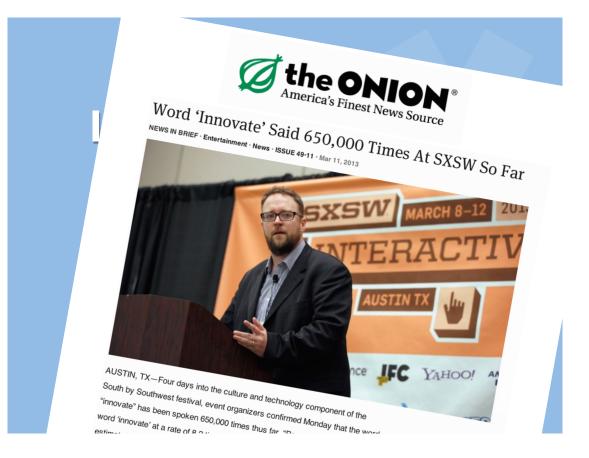












Innovation is not adding **new inventions**.

Innovation is adding **new value**.

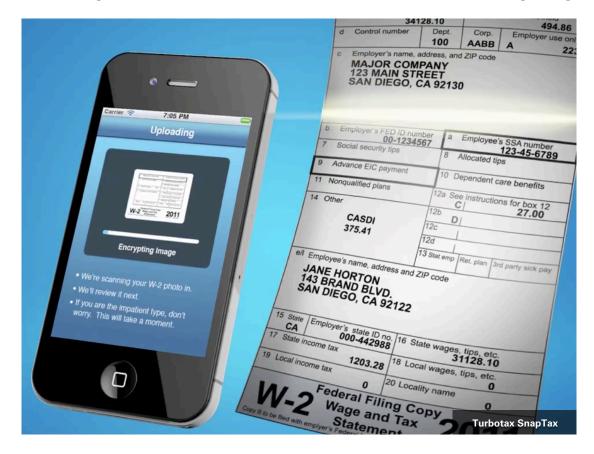


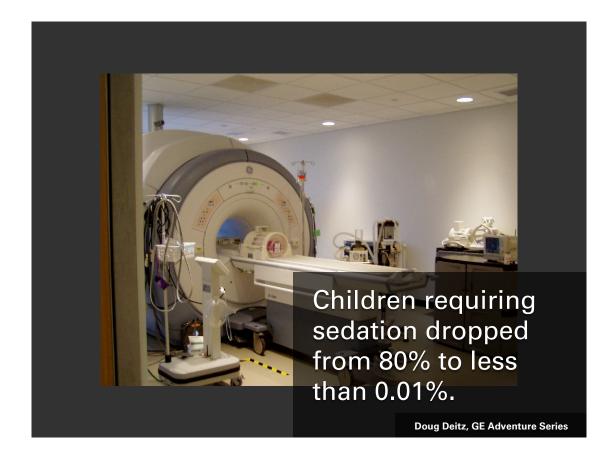


Experiences can be *mapped, measured, and designed.*

What do we intend?

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Experience Design: The rendering of intent within the gaps

The Making of a Great Design Team











sears

The New York Times

24,000 job listings for UX designers in the US

Old Chinese Proverb: *Be careful what you ask for, lest it become so.*

We researched companies: *"What skills are found in the best design teams?"*











Steven W. Margles MD

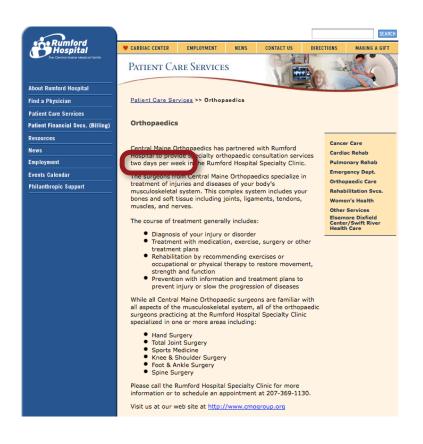
Open for Specialty Care Only

Special Interests: Carpal Tunnel/Cubital Tunnel; Dupuytren's Contracture; Hand Tumors; Osteoarthritis of the Thumb; Post-traumatic Reconstruction - Hand and Wrist; Professional Boxers; Rheumatoid Arthritis

Dept.:	Hand Surgery - Burlington
Phone:	(781) 744-8652
Fax.:	(781) 744-5345
	•
Board Certified:	American Board of Orthopaedic Surgery, 1981, 2001 Subspecialty Certification in Surgery of the Hand, 1992, 2001
Year Joined Lahey:	1979
Medical School:	Pennsylvania State University, Hershey, 1973
Internship:	Lenox Hill Hospital (General Surgery), NY, 1973-74
Residency:	Lenox Hill Hospital (General Surgery), 1974-75 (Orthopaedic Surgery), 1975-78
Fellowship:	University of Rochester, Strong Memorial Hospital (Hand Surgery), NY, 1978-79
Academic Appointments:	
Gender:	Male

Namo	Department
Joshua A. Baumfeld MD	Orthopaedic Surgery - Peabody
Open for Specialty Care Only	Orthopaedic Surgery - Burlington
David J. Bryan MD, FACS	Orthopaedic Surgery - Burlington
Open for Specialty Care Only	Orthopaedic Surgery - Lexington
Jessica A. Flynn MD Open for Specialty Care Only	Orthopaedic Surgery - Burlington
William L. Healy MD Open for Specialty Care Only	Orthopaedic Surgery - Burlington
Alice A. Hunter MD	Orthopaedic Surgery - Burlington
Open for Specialty Care Only	Orthopaedic Surgery - Lexington
Richard Iorio MD Open for Specialty Care Only	Orthopaedic Surgery - Burlington
Brian J. Jolley MD	Orthopaedic Surgery - Burlington
Open for Specialty Care Only	Orthopaedic Surgery - Lexington
Michael S. Kain MD Open for Specialty Care Only	Orthopaedic Surgery - Burlington
Open for Specialty Care Only	Orthopaedic Surgery - Peabody
	Orthopaedic Surgery - Lexington
N. George Kasparyan MD, PhD Open for Specialty Care Only	Orthopaedic Surgery - Burlington
Mark J. Lemos MD	Orthopaedic Surgery - Peabody
Open for Specialty Care Only	Orthopaedic Surgery - Peabody
Margaret Lobo MD Open for Specialty Care Only	Orthopaedic Surgery - Peabody
Andrew J. Marcantonio DO Open for Specialty Care Only	Orthopaedic Surgery - Burlington
Steven W. Margles MD Open for Specialty Care Only	Orthopaedic Surgery - Burlington
Bernard A. Pfeifer MD Open for Specialty Care Only	Orthopaedic Surgery - Burlington
R. Louis Rotondo DPM Open for Specialty Care Only	Orthopaedic Surgery - Peabody







Steven W. Margles MD

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Fellowship:	University of Rochester, Strong Memorial Hospital (Hand Surgery), NY, 1978-79
Academic Appointments:	Clinical Assistant Professor, Boston University School of Medicine
Gender:	Male

Specialist:

Having more expertise in one area over others.

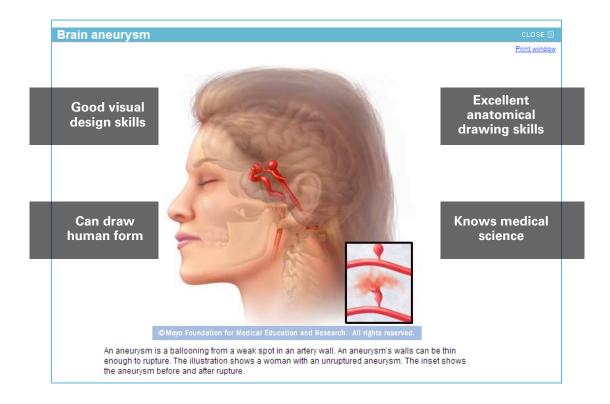
Generalist:

Having equal expertise in most areas.

Compartmentalist:

Having expertise in *only* one area.

Compartmentalist: A career-limiting decision.



UX Generalist

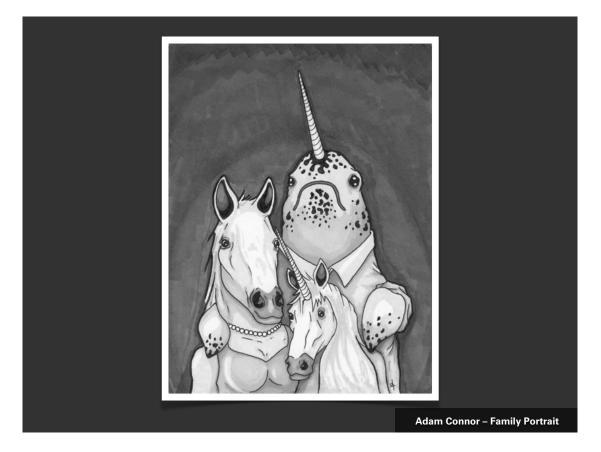


Experience Designer

also known as a **Unicorn**

How do you make a **Unicorn**?

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How to become a Design Unicorn

(In 5 Easy Steps)

STEP 1

Train yourself

STEP 2

Practice your new skills

STEP 3

Deconstruct as many designs as you can

STEP 4

Seek out feedback (and listen to it)

STEP 5

Teach others

The Unicorn is design's most important innovation.



Building New Pathways to UX Careers.



What is the structure of the courses at Center Centre?

February 17, 2014

As part of our video update series answering questions about our new school, Leslie explains the structure of Center Centre courses.





Center Centre is a new school creating the next generation of industry-ready UX designers.



We're accepting students for Fall 2014. Classes start September 29th. Apply today!

www.CenterCentre.com

Learning designed for you!

It's a Great Time to be an Experience Designer

- Design is rendering intent
 - Imitation is a cheap form of intent & not competitive
- Experience design is about filling in the gaps
 - Great experiences provide a competitive return on investment
- Teams need generalists more than specialists
 - Compartmentalists are the least valuable
- Unicorns exist! You can become one.





www.CenterCentre.com

Lunch time discussion:

Meet at noon in front of the American Theatre