The Evolution Of A New UX Design Resolution

Jared M. Spool
@jmspool

uie *USER INTERFACE ENGINEERING

1

January 13, 2018
8:08 am
Hawaii Time

Why?

What was the root cause?

Jmspool Talk Sandbox Preferences Beta Watchlist Contributions Log out

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5 Whys

From Wikipedia, the free encyclopedia

5 Whys is an iterative interrogative technique used to explore the cause-and-effect relationships underlying a particular problem.[1] The primary goal of the technique is to determine the root cause of a defect or problem by repeating the question "Why?" Each answer forms the basis of the next question. The "5" in the name derives from an anecdotal observation on the number of iterations needed to resolve the problem.

Not all problems have a single root cause. If one wishes to uncover multiple root causes, the method must be repeated asking a different sequence of questions each time.

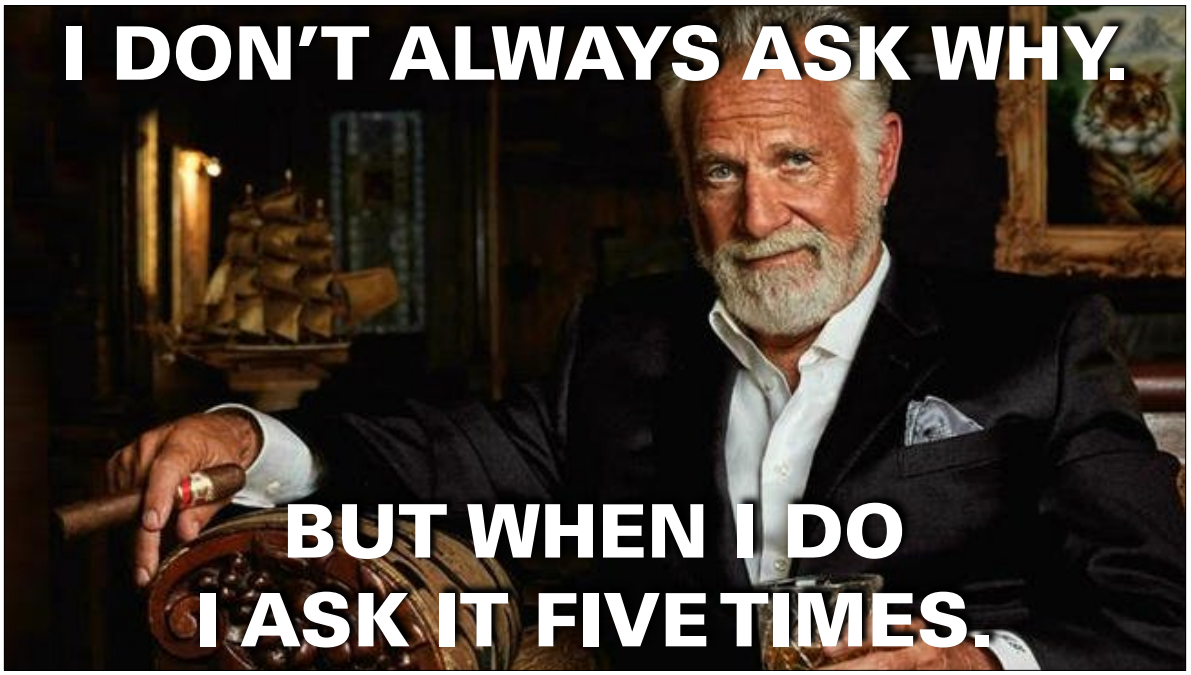
The method provides no hard and fast rules about what lines of questions to explore, or how long to continue the search for additional root causes. Thus, even when the method is closely followed, the outcome still depends upon the knowledge and persistence of the people involved.

Contents [hide]

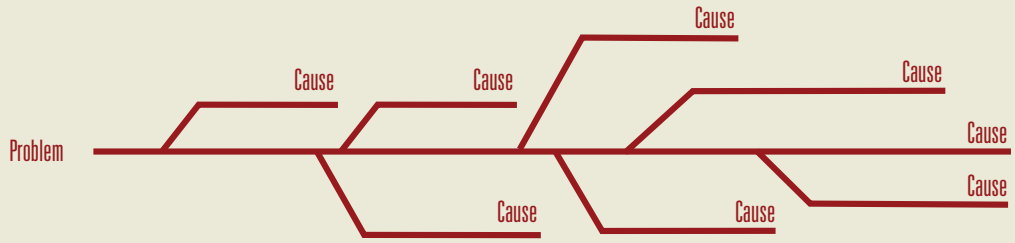
Example [edit]

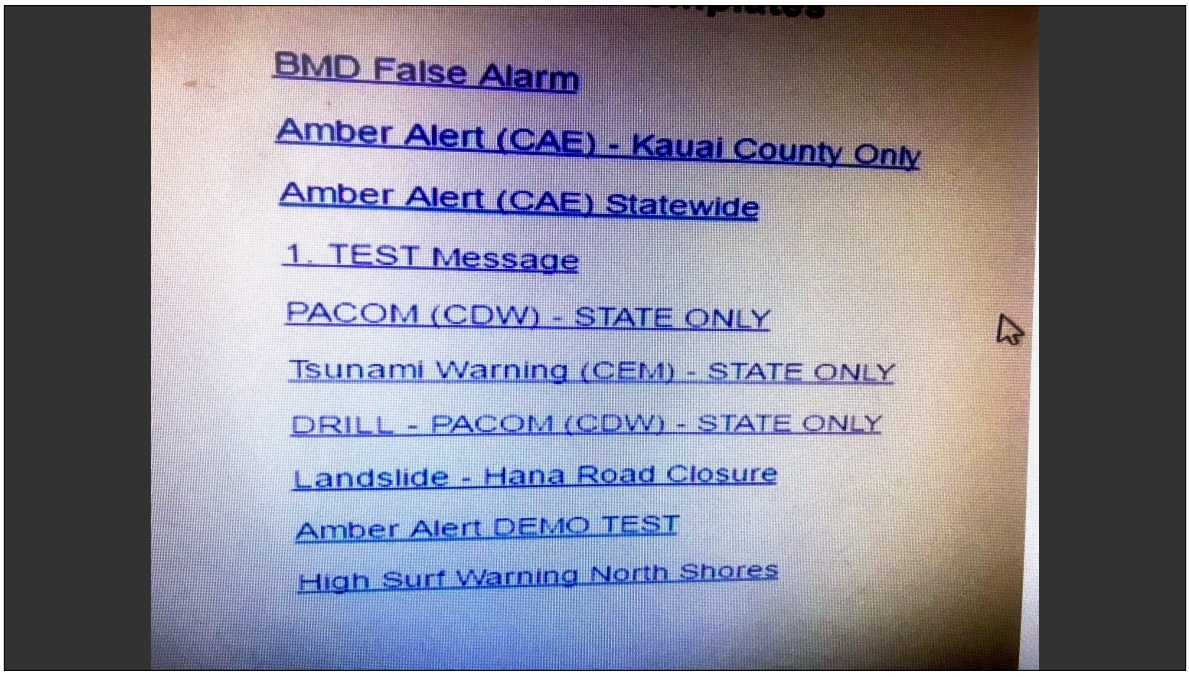
- The vehicle will not start. (the problem)
  1. ***Why?*** - The battery is dead. (First why)
  2. ***Why?*** - The alternator is not functioning. (Second why)
  3. ***Why?*** - The alternator belt has broken. (Third why)
  4. ***Why?*** - The alternator belt was well beyond its useful service life and not replaced. (Fourth why)
  5. ***Why?*** - The vehicle was not maintained according to the recommended service schedule. (Fifth why, a root cause)[2]

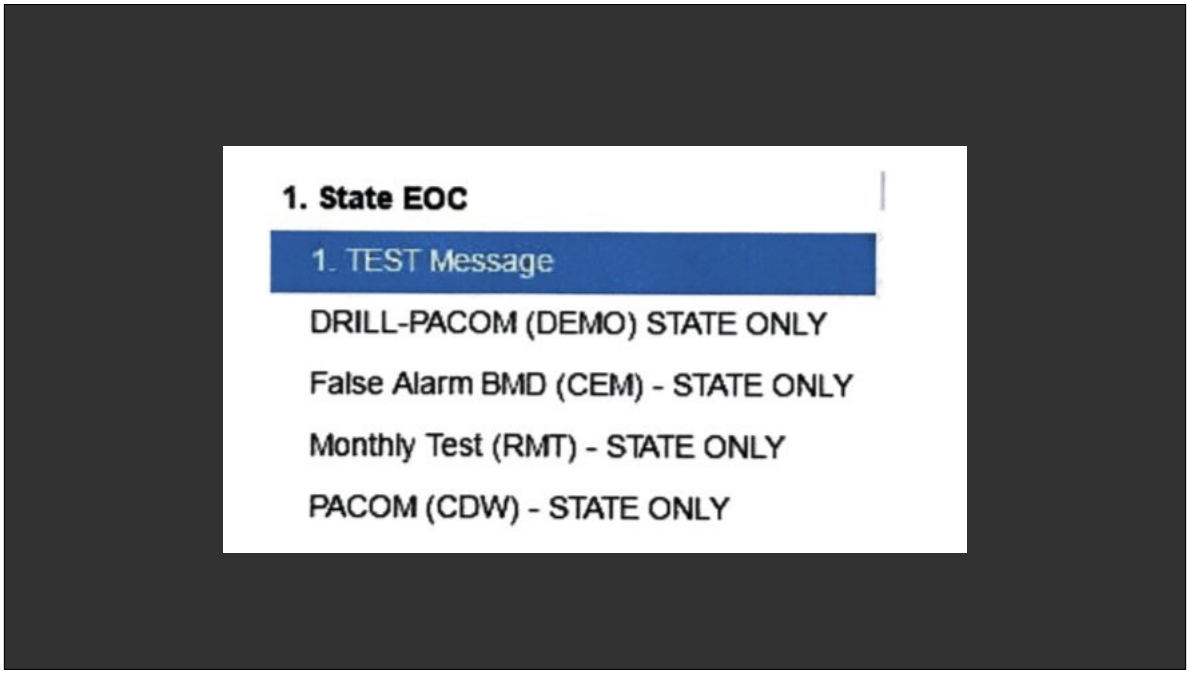
The questioning for this example could be taken further to a sixth, seventh, or higher level, but five iterations of asking why is generally sufficient to get to a root cause.[*citation needed*] The key is to encourage the trouble-shooter to avoid assumptions and logic traps and instead trace the chain of causality in direct increments from the effect through any layers of abstraction to a root cause that still has some connection to the original problem. Note that, in this example, the fifth why suggests a broken process or an alterable behaviour, which is indicative of reaching the root-cause level.



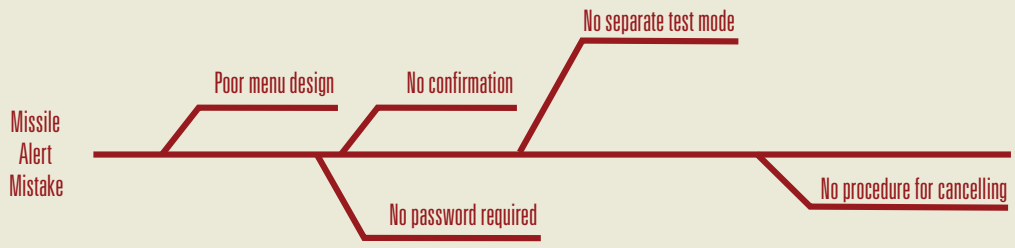
Fishbone Analysis

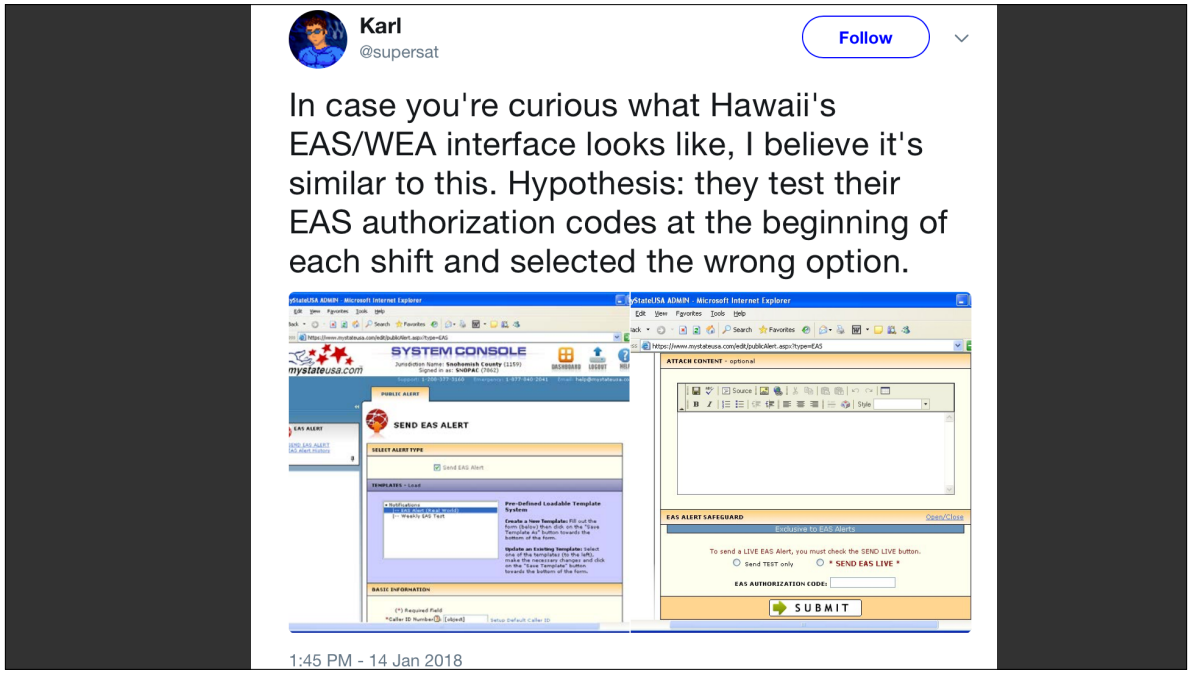


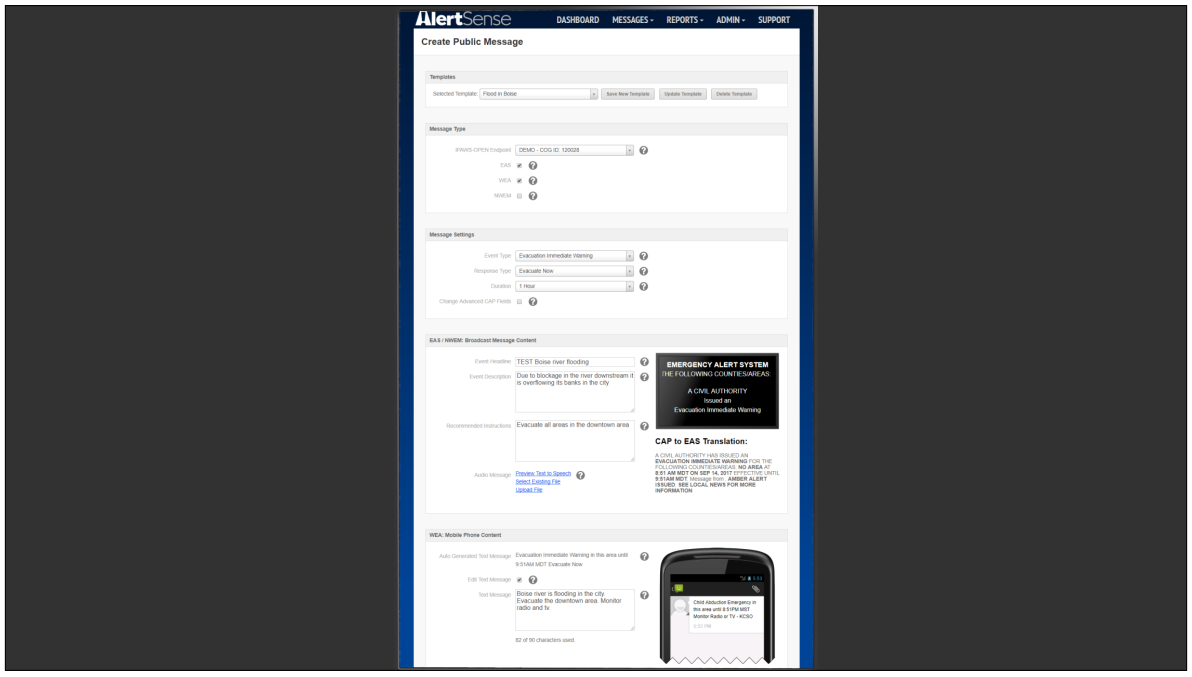


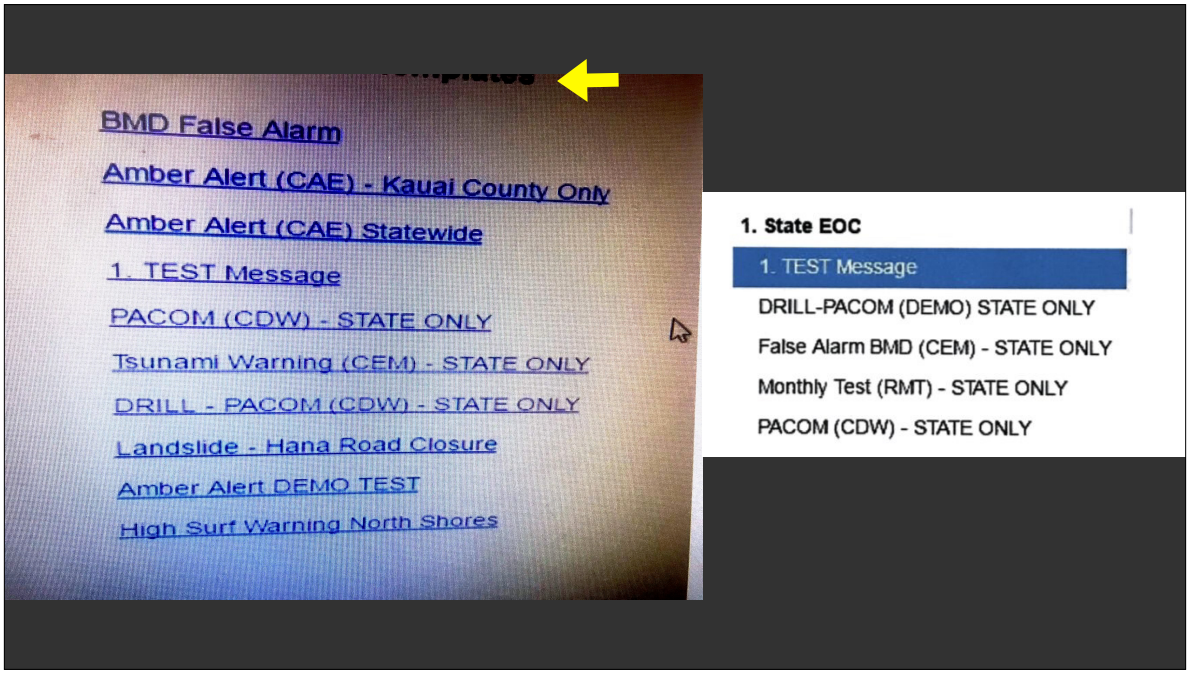


Why did a false alert happen?

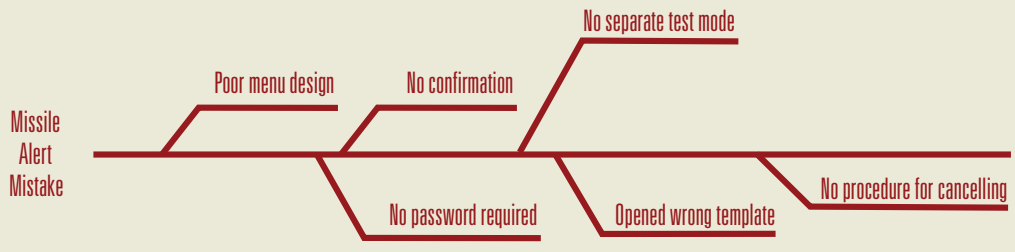



Karl
@supersat
Follow
In case you're curious what Hawaii's EAS/WEA interface looks like, I believe it's similar to this. Hypothesis: they test their EAS authorization codes at the beginning of each shift and selected the wrong option.
SYSTEM CONSOLE
SEND EAS ALERT
ATTACH CONTENT - optional
EAS ALERT SAFEGUARD
Exclusive to EAS Alerts
To send a LIVE EAS Alert, you must check the SEND LIVE button.
Send TEST only
* SEND EAS LIVE *
EAS AUTHORIZATION CODE:
SUBMIT
1:45 PM - 14 Jan 2018


AlertSense
DASHBOARD
MESSAGES
REPORTS
ADMIN
SUPPORT
Create Public Message
Templates
Message Type
Message Settings
EAS / NWEM: Broadcast Message Content
WEA: Mobile Phone Content
EMERGENCY ALERT SYSTEM
THE FOLLOWING COUNTIES/AREAS
A CIVIL AUTHORITY
has issued an
Evacuation Immediate Warning
CAP to EAS Translation:



Why did a false alert happen?



The New York Times

TECHNOLOGY

Hawaii Missile Alert Wasn't Accidental, Officials Say, Blaming Worker

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By CECILIA KANG JAN. 30, 2018

A sign in Honolulu that corrected a false alert about an incoming ballistic missile on Jan. 13.
Cory Lum/Associated Press

RELATED COVERAGE

- False Missile Alert Looms as a Black Eye for Hawaii and Its Governor JAN. 14, 2018
- False Missile Warning in Hawaii Adds to Scrutiny of Emergency Alert System JAN. 13, 2018
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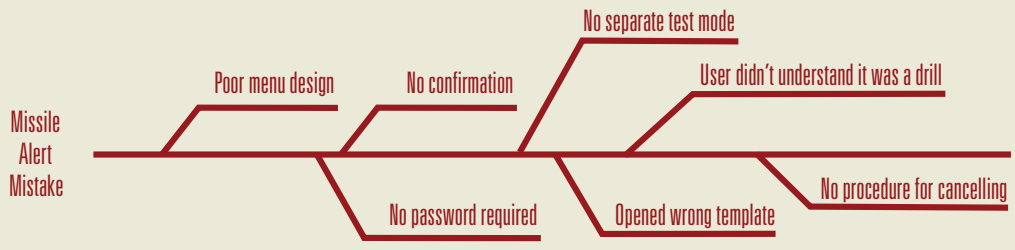
- Causes of False Missile Alerts: The Sun, the Moon and a 46-Cent Chip JAN. 13, 2018

Why did a false alert happen?



NEWS

Who Should Warn The Public Of Nuclear War?

3:48

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Transcript

February 12, 2018 · 7:00 AM ET

Heard on Morning Edition

MARTIN KASTE

Honolulu attorney Michael Green, right, sits with his client, the former Hawaii Emergency Management Agency employee who sent a false missile alert to residents and visitors in Hawaii, left, during an interview with reporters on Feb. 2, 2018 in Honolulu. The ex-state employee says he's devastated about causing panic, but he believed it was a real attack at the time.

Jennifer Sinco Kelleher/AP

Technically, the alerts could be sent by any federal, state or local agency that has access to IPAWS, the Integrated Public Alert & Warning System, which sends emergency alerts to TV, radio and smart phones.

But Federal officials say it's not their role to warn the public about missiles. "FEMA will tell the states that there's a missile inbound and where it's going to land," says Mark Lucero, chief of engineering for IPAWS. "And then the state will initiate any plans it has in place, one of which being issuing an alert to the public, telling them what to do."

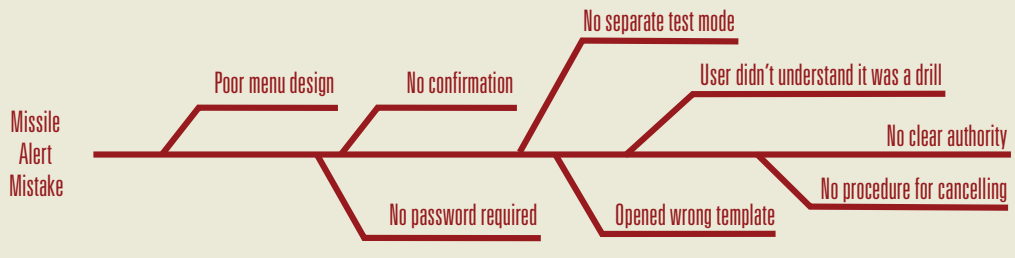
FEMA's national warning system manual echoes that localism: Once federal authorities have used the National Warning System (NAWAS) to alert state and local authorities of the missile threat, "Local authorities sound the Attack Warning signal on public warning devices."

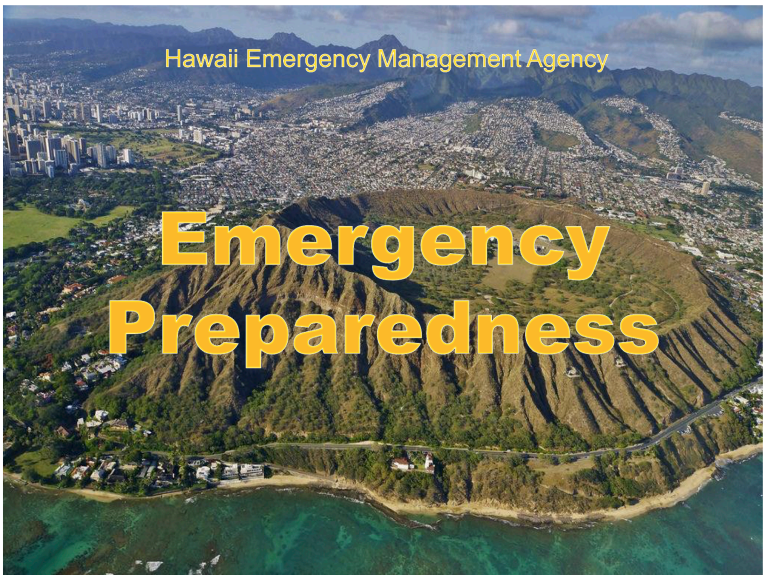
This comes as a surprise to many of those local emergency management officials.

Francisco Sanchez Jr., deputy emergency management coordinator for Harris County, Texas — which includes Houston — says he assumed the public message would come directly from the federal government.

"Military events are not something that we envision or have within the scope of our responsiblities to alert for," Sanchez says.

Why did a false alert happen?





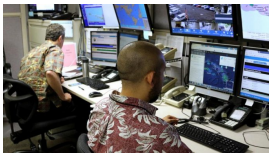
Missile Launch Timeline

Detection

US PACOM JOC

5 minutes

Warning



HI State Warning Point

5 minutes

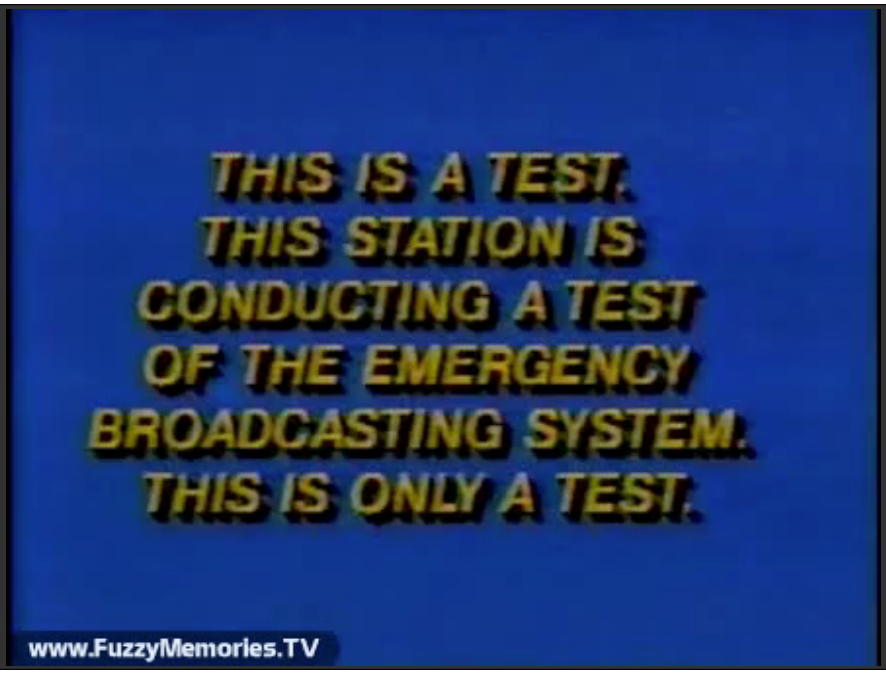
Action

Individual actions

10 minutes

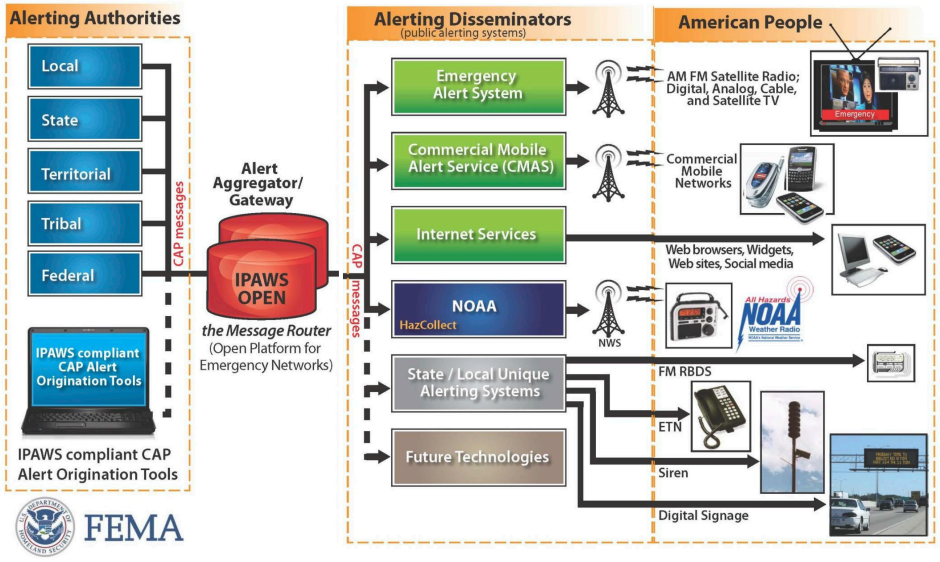
20 -15 -10 -5 0

"Eighteen minutes before a missile gets here? Who am I going to call at the [Department of Defense] if I get that alert on my phone to verify this is real?" he asks. "Who can I get confirmation and double-confirmation from to make sure this is an authentic alert, this isn't the result of a hack, this isn't a mistake? By the time I've done that, something's gone boom."



IPAWS Architecture

Standards based alert message protocols, authenticated alert message senders, shared, trusted access & distribution networks, alerts delivered to more public interface devices



Alert origination software providers that have successfully demonstrated their IPAWS capabilities

- ✓ AlertSense
- ✓ AmberAlertGPS – LEAP (Law Enforcement Alerting Portal)
- ✓ Asher Group – Hyper Reach
- ✓ AtHoc – IWS Alerts
- ✓ Blackboard – Blackboard Connect
- ✓ Buffalo Computer Graphics – DisasterLAN
- ✓ Comlabs – EMNet
- ✓ CommPower – iNotify
- ✓ Everbridge – Nixle
- ✓ Federal Signal Corporation – CenterPoint Dashboard
- ✓ Geo-Comm, Inc. – GeoLynx
- ✓ GSS Alert Studio – ALERT FM
- ✓ HipLink
- ✓ Inspiron Logistics – WENS
- ✓ Intermedix – WebEOC
- ✓ Interop-Solutions – Paraclete
- ✓ KDEE Technology LLC – On-the-go Alerting
- ✓ Monroe Electronics – DAS-EOC
- ✓ NC4 – E-Team
- ✓ OnSolve – CodeRED
- ✓ Ping 4 – Ping 4 Alerts!
- ✓ Regroup Mass Notifications – CivicPlus
- ✓ SwiftReach – Swift911

12/07/17

Organizations Involved in the Missile Alert

Hawaii Emergency Management Agency

Hawaii State Warning Point

US PACOM

FEMA

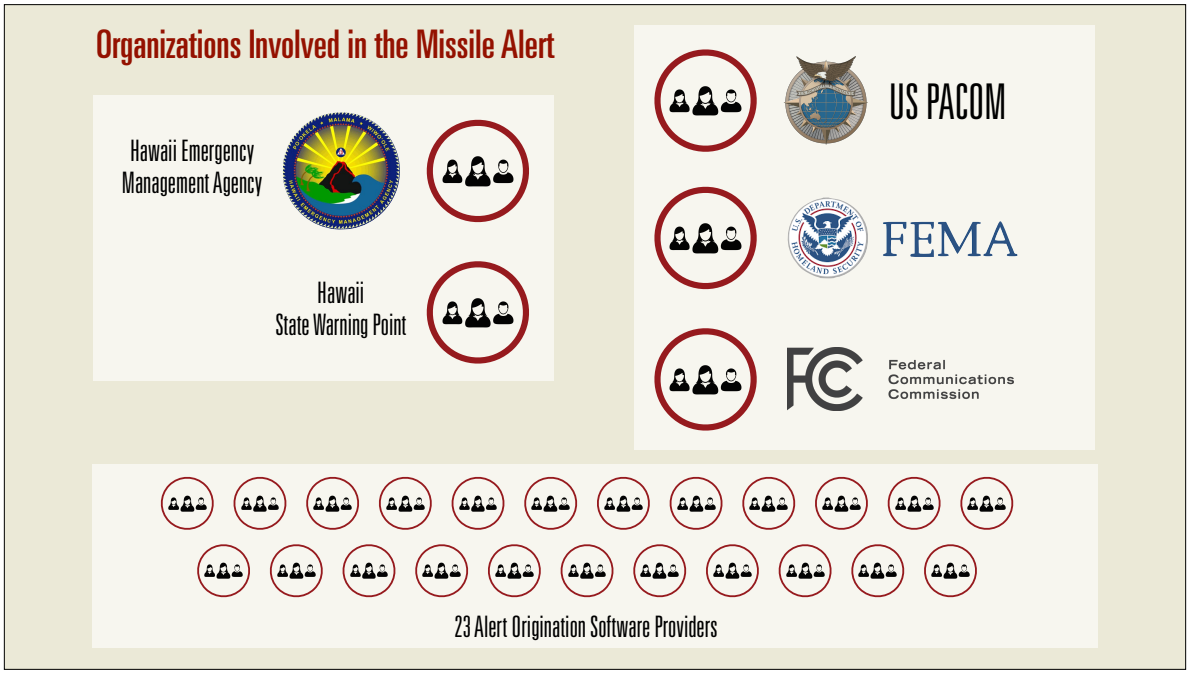
Federal Communications Commission

23 Alert Origination Software Providers

Who is responsible for the design?

Design:

The Rendering of Intent

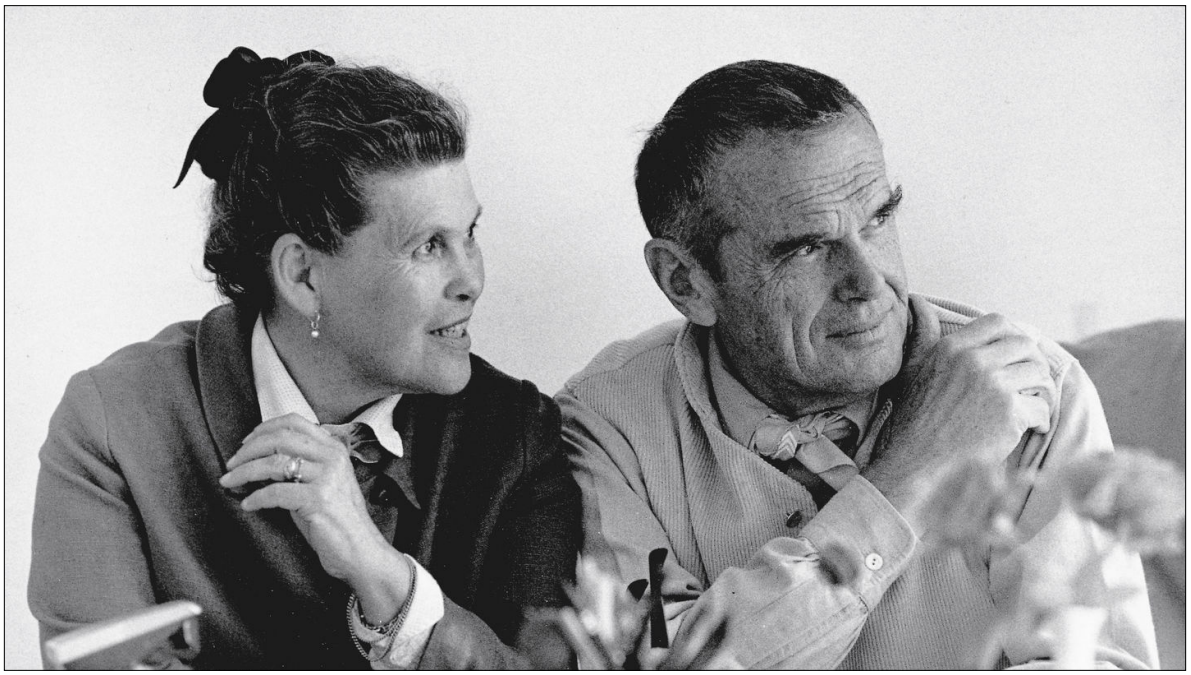

Organizations Involved in the Missile Alert
Hawaii Emergency Management Agency
Hawaii State Warning Point
US PACOM
FEMA
Federal Communications Commission
23 Alert Origination Software Providers


Who is responsible for choosing the intention?

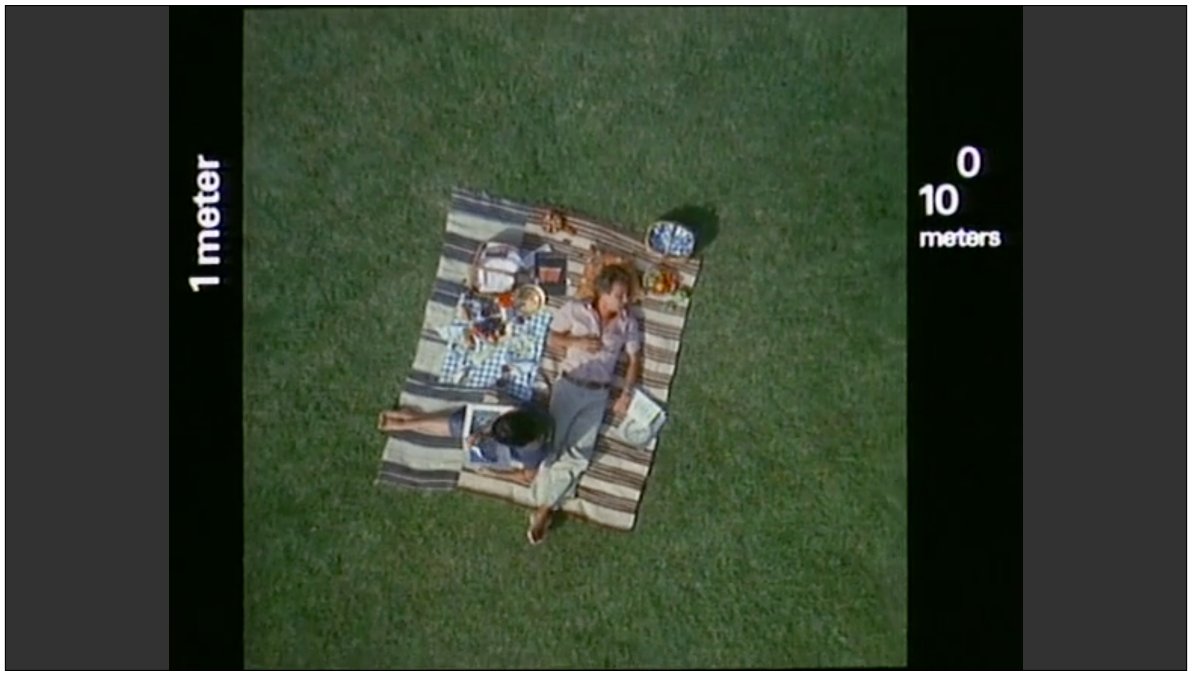
Governance:
The Owning of Intent

Who owns the intention when the design involves multiple organizations?

2 Seeking a different resolution.

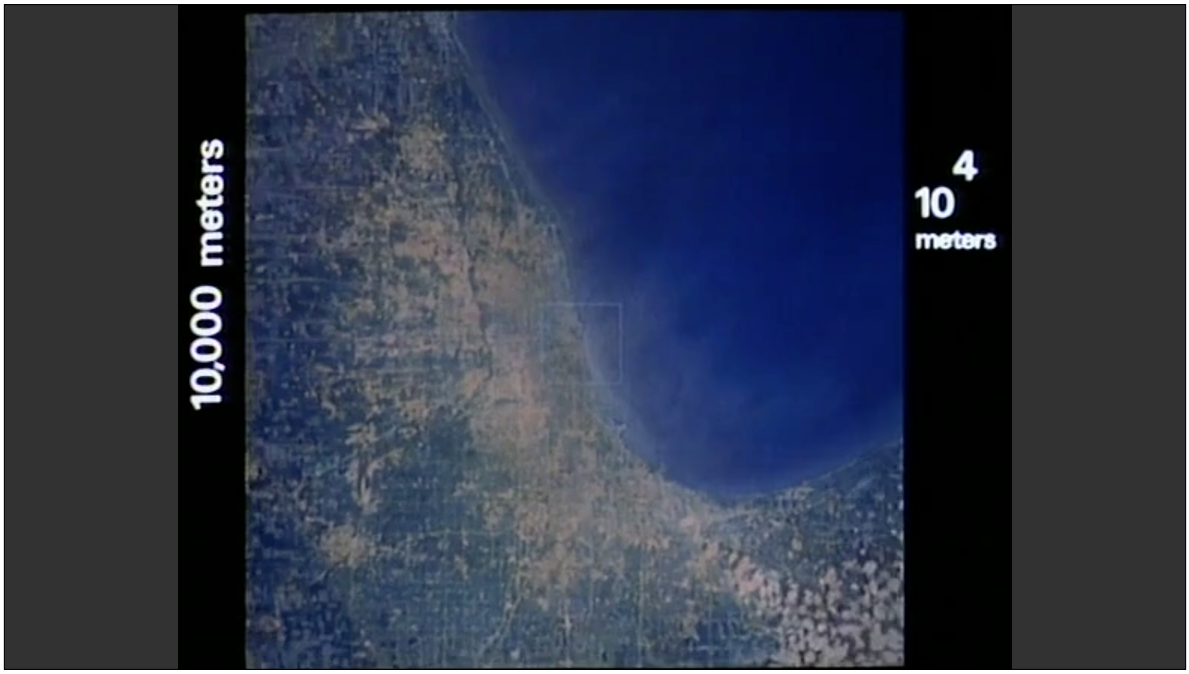


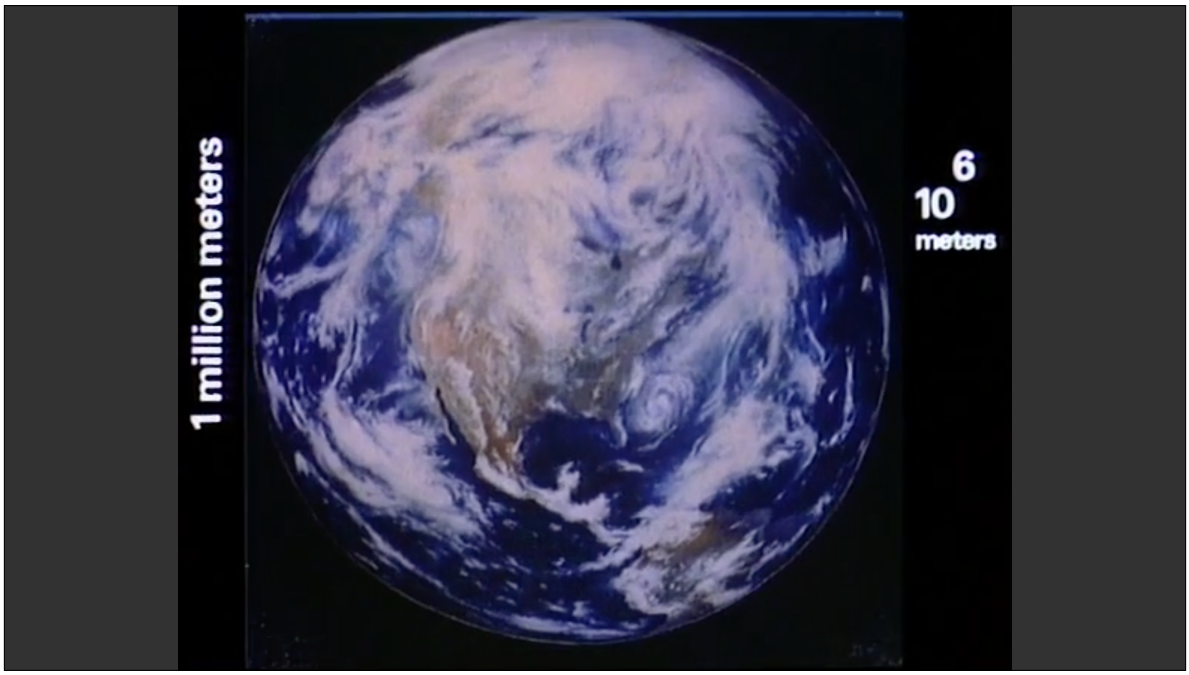

POWERS
OF TEN

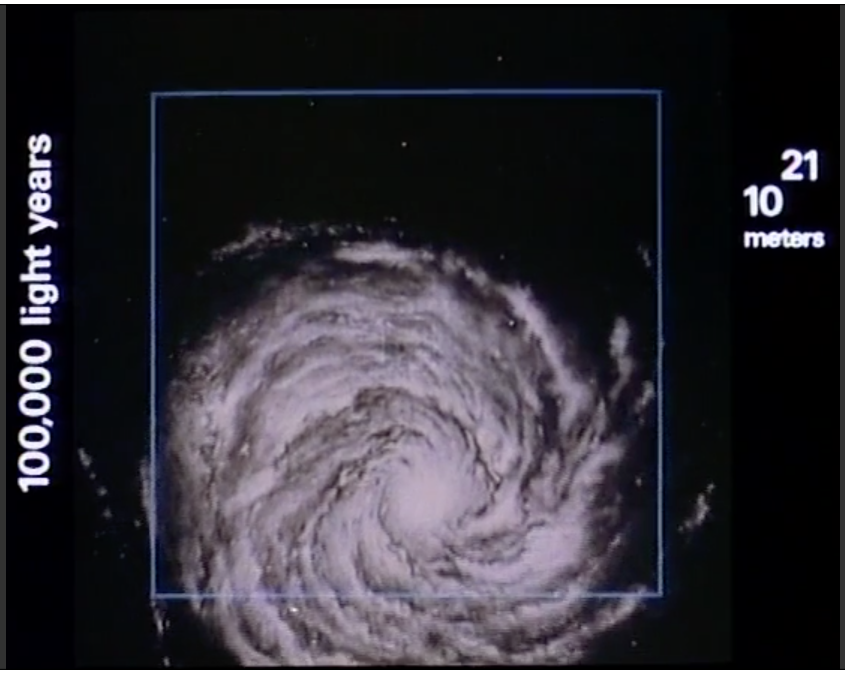

1 meter
0
10
meters

10 meters
10^1 meters

100 meters
10^2 meters


10,000 meters
10^4 meters


1 million meters
10^6 meters


100,000 light years
10^{21} meters

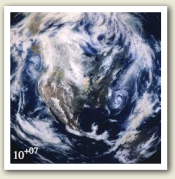

10^{+21}
10^{+14}
10^{+08}
10^{+07}
10^{+05}
10^{+03}
10^{+01}
10^{-01}
10^{-02}
10^{-05}
10^{-07}
10^{-14}

We need different tools for each resolution.

The Problem of Pollution

Resolution: Park
Problem: Litter

Resolution: City
Problem: Trash and Landfill Management



Resolution: Planet
Problem: Climate Change

Resolution: Orbit
Problem: Space Junk

Different resolutions have different problems.
Different resolutions demand different solutions.

Design is the rendering of intent.

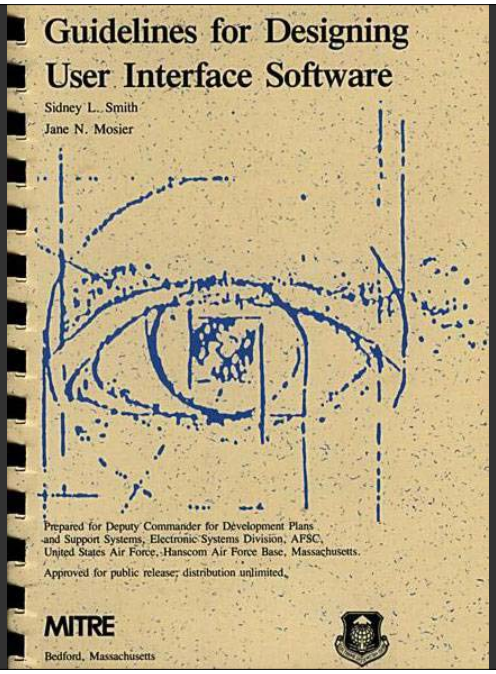
At each level of resolution, the intentions change.

The way we render those intentions change.

That **design is the rendering of intent** doesn't change.

3

The resolutions of UX Design.


Guidelines for Designing
User Interface Software
Sidney L. Smith
Jane N. Mosier
Prepared for Deputy Commander for Development Plans
and Support Systems, Electronic Systems Division, AFSC,
United States Air Force, Hanscom Air Force Base, Massachusetts.
Approved for public release; distribution unlimited.
MITRE
Bedford, Massachusetts


IBM
STATION 03 - SEC D - TERMINAL 2F
TASK: 3848-C
RUN SUBTEST.582.11.X
Initializing...
SUBTEST.582.11.X Started
Estimated time to completion: 2h to 2d
For your safety please remain seated
still until the end of the test
Thank you for your cooperation, if you
have any complaints about the test send
them to...
DATA MISSING

1.4 DATA ENTRY: Data Forms
1.4/10 Marking Field Boundaries

Display special characters or other consistent means of highlighting to clearly delineate each data field.

Example: An underscore might be used for this purpose, perhaps broken to indicate the number of symbols required in an entry, as

```
(Good)  | Enter account number:  __ __ __ __ __ |
(Bad)   | Enter account number:                  |
```

Example: See sample displays in this section.

Comment: Such implicit prompts help reduce data entry errors by the user.

Reference:
BB 2.2.1
EG 6.3 6.3.1
MS 5.15.4.3.4
PR 4.8.1
Savage Habinek Blackstad 1982

See also: 1.0/6 2.2/2 4.4/15

1.4 DATA ENTRY: Data Forms
1.4/11 + Prompting Field Length

Provide cues in field delineation to indicate when a fixed or maximum length is specified for a data entry.

Example:

```
(Good) | Enter ID: __ __ __ __ __ __ __ __ __ |
(Bad)  | Enter ID (9 characters):              |
```

Example: See sample displays in this section.

Comment: Prompting by delineation is more effective than simply telling the user how long an entry should be. In the example cited here, underscoring gives a direct visual cue as to the number of characters to be entered, and the user does not have to count them.

Comment: Similar implicit cues should be provided when data entry is prompted by auditory displays. Tone codes can be used to indicate the type and length of data entries.

Reference:
BB 2.2.1
EG 6.3
MS 5.15.4.3.7
PR 4.8.2
Smith Goodwin 1970

See also: 4.4/15

Smith & Mosier Guidelines

Consistency of data-entry transactions

Minimal input actions by the user

Minimal memory load on users

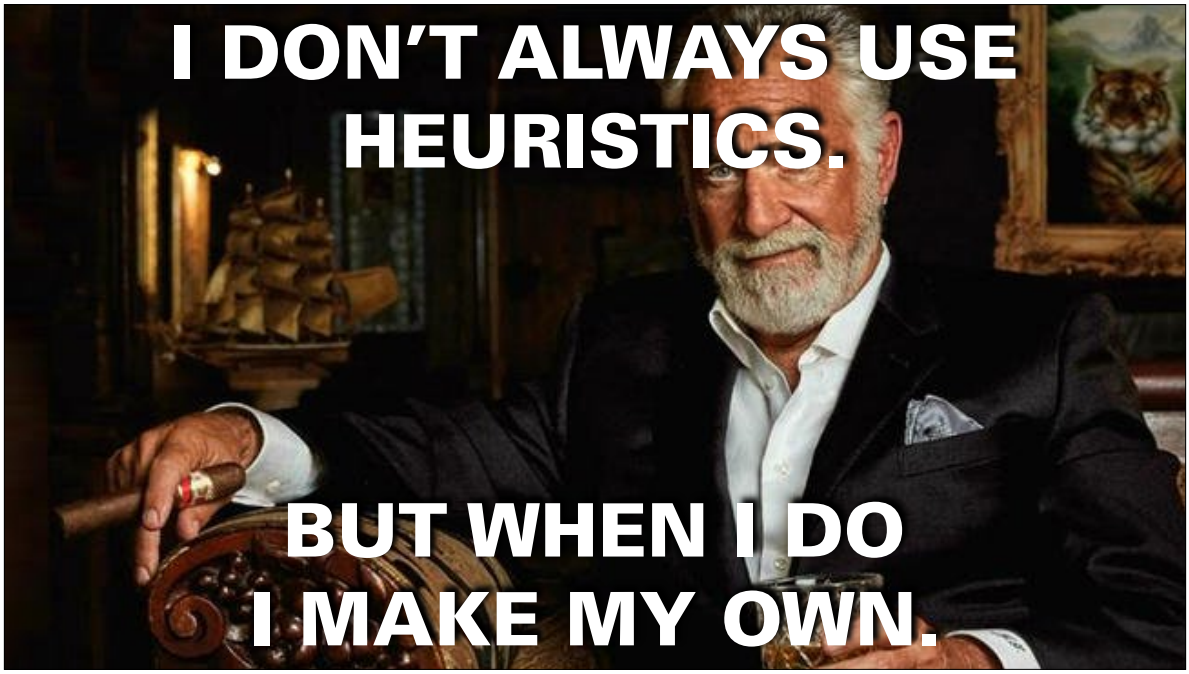
Compatibility of data entry with data display

Flexibility for user control of data entry

Resolution: Screen-wide

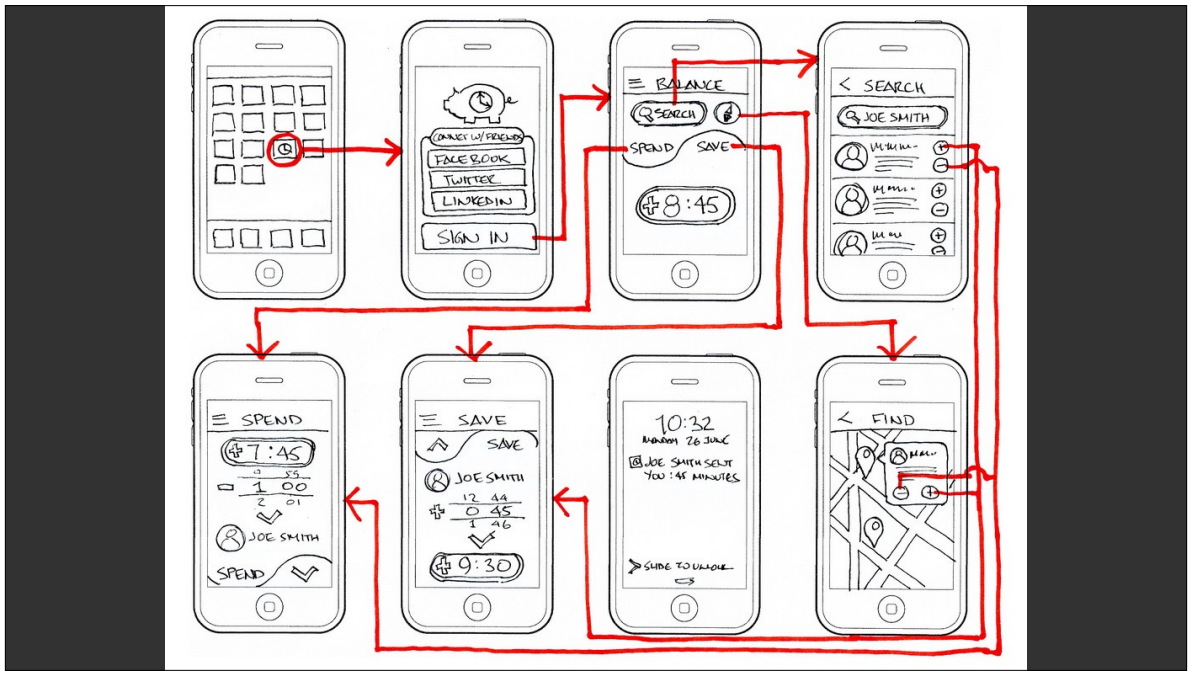
Focus: User interface design

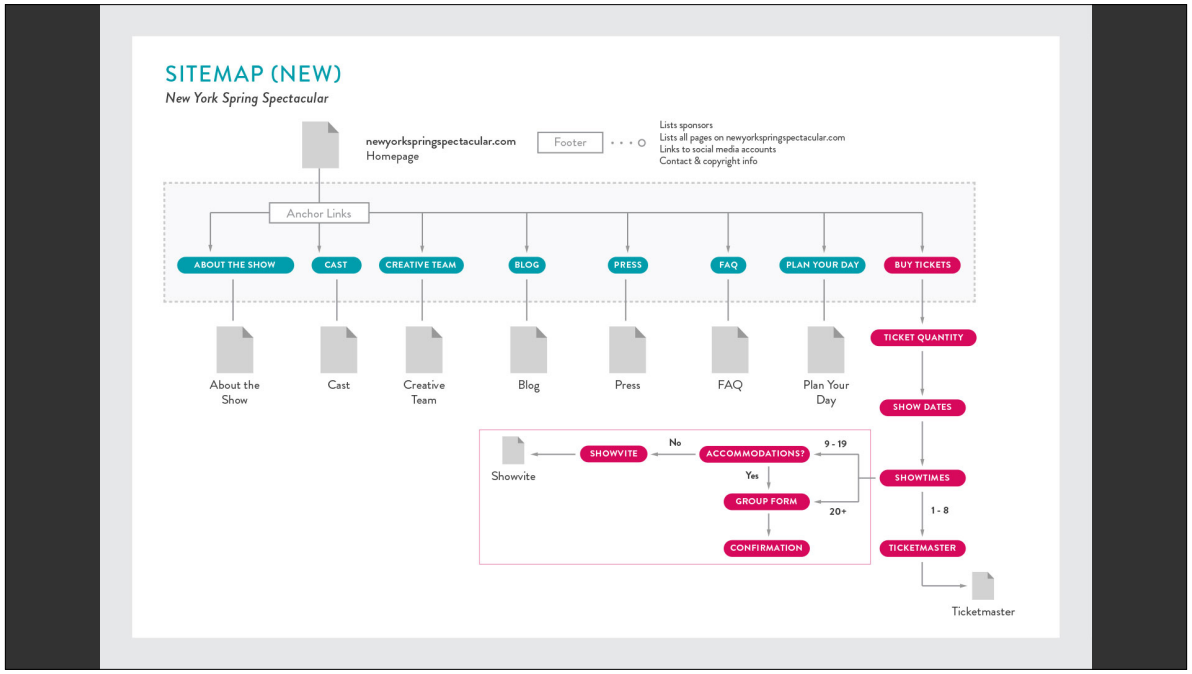
Tools: UI components
Form guidelines
Usability testing
Heuristics

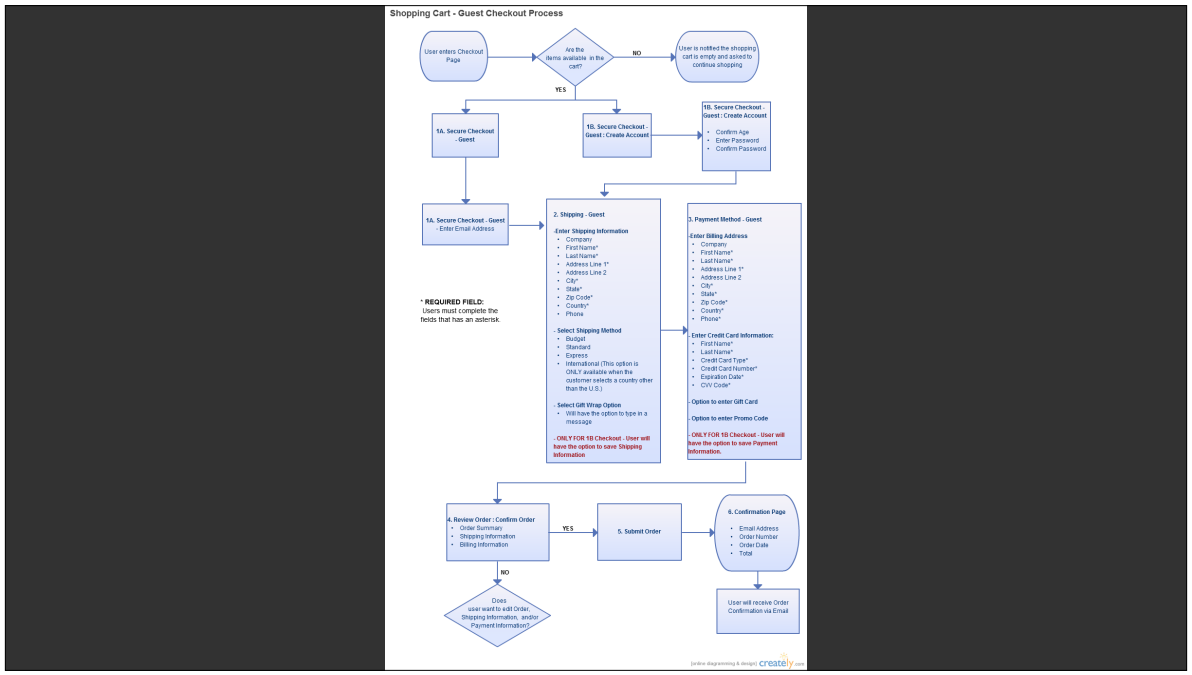



```
DISPLAY  CUSTOMER  INFORMATION                    Acct # B10093

  Credit Limit:$     0     Finance Charge? Y    Area:       Sort Codes: B

                  BILLING                              SHIPPING
    Name: A CLEAN WELL LIGHTED PLACE FOR     Name: A CLEAN WELL LIGHTED PLACE FOR
 Address: 601 VAN NESS AVENUE             Address: 601 VAN NESS AVENUE
        :                                        :
        :                                        :
    City: SAN FRANCISCO                      City: SAN FRANCISCO
   State: CA                                State: CA
     Zip: 94102                               Zip: 94102
 Country: U.S.A                           Country:

   Phone:                                   Phone:




          Enter ↑ to skip back, ↓ to skip forward, or <ESC> to exit
```


User Login
login by email address and passcode
User Signup
Signup form
(facebook, users can only sign up on their website;
Four Square: user can sign up on both)
loading/ghost icon on lower right corner (4 square)
WECONNECT
Sign Up
Log In
Add Friends
Scan address book
Scan Facebook friends
Scan Twitter friends
Scan LinkedIn friends
Find by name
Find by phone number
Find by email address
Friends
This Tab is a management of friends


MONEY W/ FRIENDS
FACEBOOK
TWITTER
LINKEDIN
SIGN IN
BALANCE
SEARCH
SPEND
SAVE
+8:45
SEARCH
JOE SMITH
SPEND
+7:45
JOE SMITH
SAVE
JOE SMITH
+9:30
10:32
JOE SMITH SELL
YOU : 45 MINUTES
SLIDE TO UNLOCK
FIND

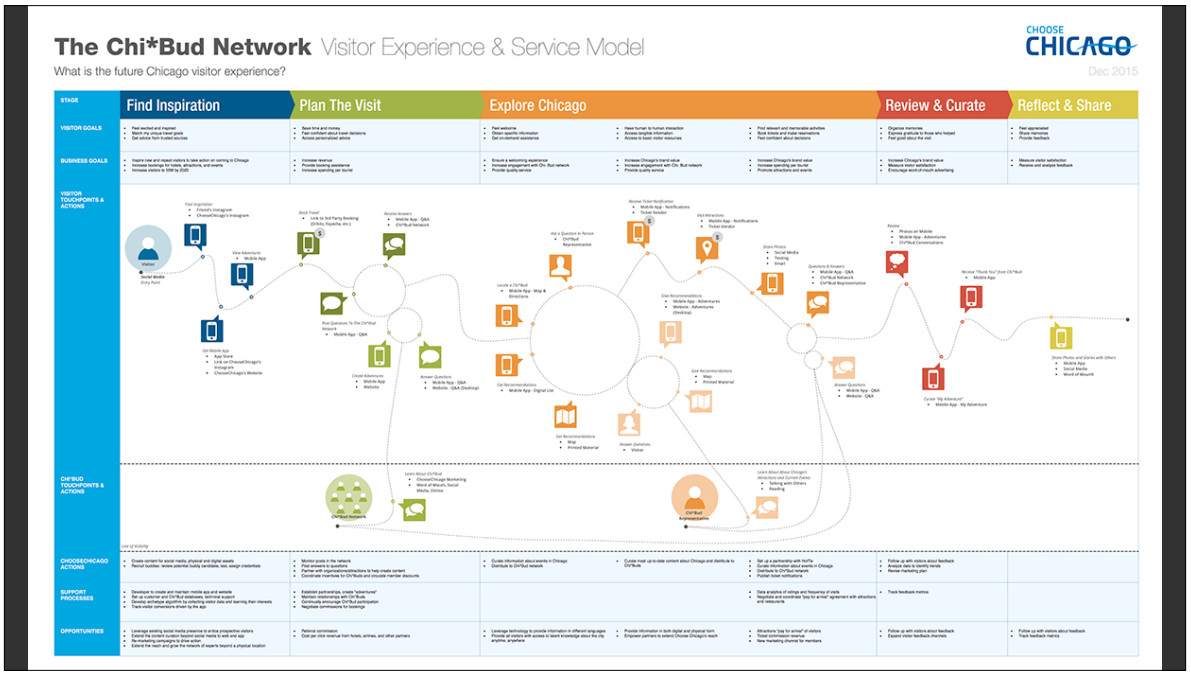

SITEMAP (NEW)
New York Spring Spectacular
newyorkspringspectacular.com
Homepage
Footer
Lists sponsors
Lists all pages on newyorkspringspectacular.com
Links to social media accounts
Contact & copyright info
Anchor Links
ABOUT THE SHOW
CAST
CREATIVE TEAM
BLOG
PRESS
FAQ
PLAN YOUR DAY
BUY TICKETS
About the Show
Cast
Creative Team
Blog
Press
FAQ
Plan Your Day
TICKET QUANTITY
SHOW DATES
SHOWTIMES
TICKETMASTER
Ticketmaster
SHOWVITE
No
ACCOMMODATIONS?
9 - 19
Yes
GROUP FORM
20+
CONFIRMATION
Showvite
1 - 8

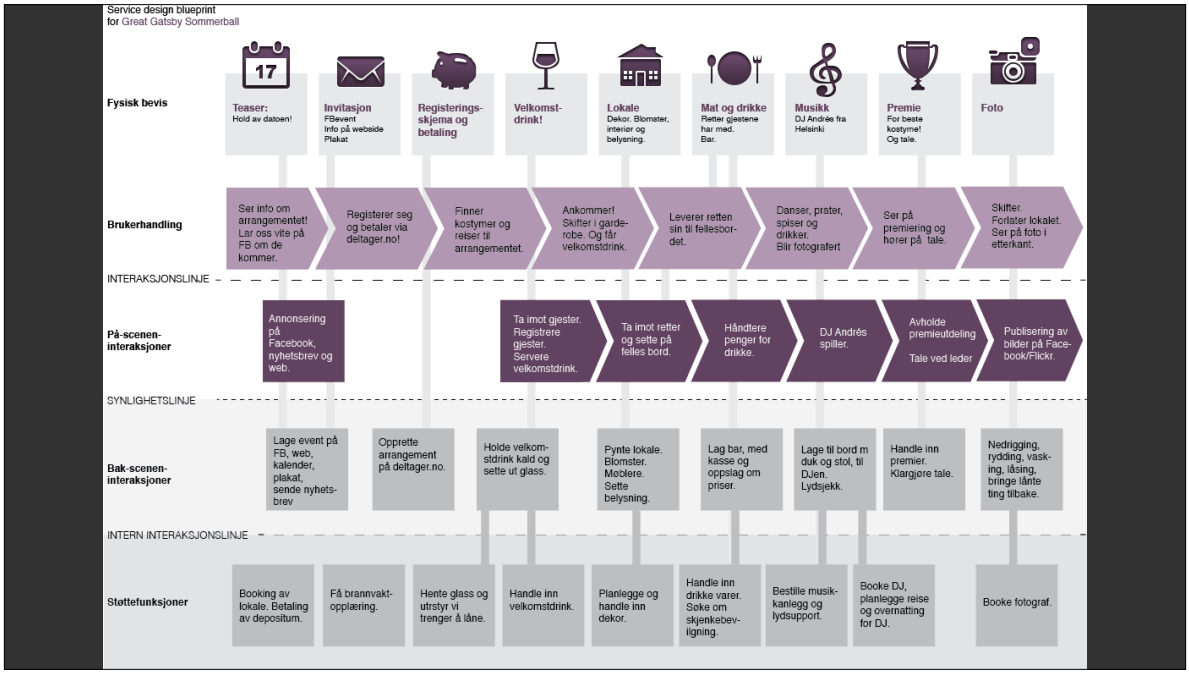

Shopping Cart - Guest Checkout Process
User enters Checkout Page
Are the items available in the cart?
NO
User is notified the shopping cart is empty and asked to continue shopping
YES
1A. Secure Checkout - Guest
1B. Secure Checkout - Guest : Create Account
Confirm Age
Enter Password
Confirm Password
1A. Secure Checkout - Guest
- Enter Email Address
2. Shipping - Guest
-Enter Shipping Information
Company
First Name*
Last Name*
Address Line 1*
Address Line 2
City*
State*
Zip Code*
Country*
Phone
- Select Shipping Method
Budget
Standard
Express
International (This option is ONLY available when the customer selects a country other than the U.S.)
- Select Gift Wrap Option
Will have the option to type in a message
- ONLY FOR 1B Checkout - User will have the option to save Shipping Information
3. Payment Method - Guest
-Enter Billing Address
Company
First Name*
Last Name*
Address Line 1*
Address Line 2
City*
State*
Zip Code*
Country*
Phone*
- Enter Credit Card Information:
First Name*
Last Name*
Credit Card Type*
Credit Card Number*
Expiration Date*
CVV Code*
- Option to enter Gift Card
- Option to enter Promo Code
- ONLY FOR 1B Checkout - User will have the option to save Payment Information.
* REQUIRED FIELD:
Users must complete the fields that has an asterisk.
4. Review Order : Confirm Order
Order Summary
Shipping Information
Billing Information
YES
5. Submit Order
6. Confirmation Page
Email Address
Order Number
Order Date
Total
NO
Does user want to edit Order, Shipping Information, and/or Payment Information?
User will receive Order Confirmation via Email
creately

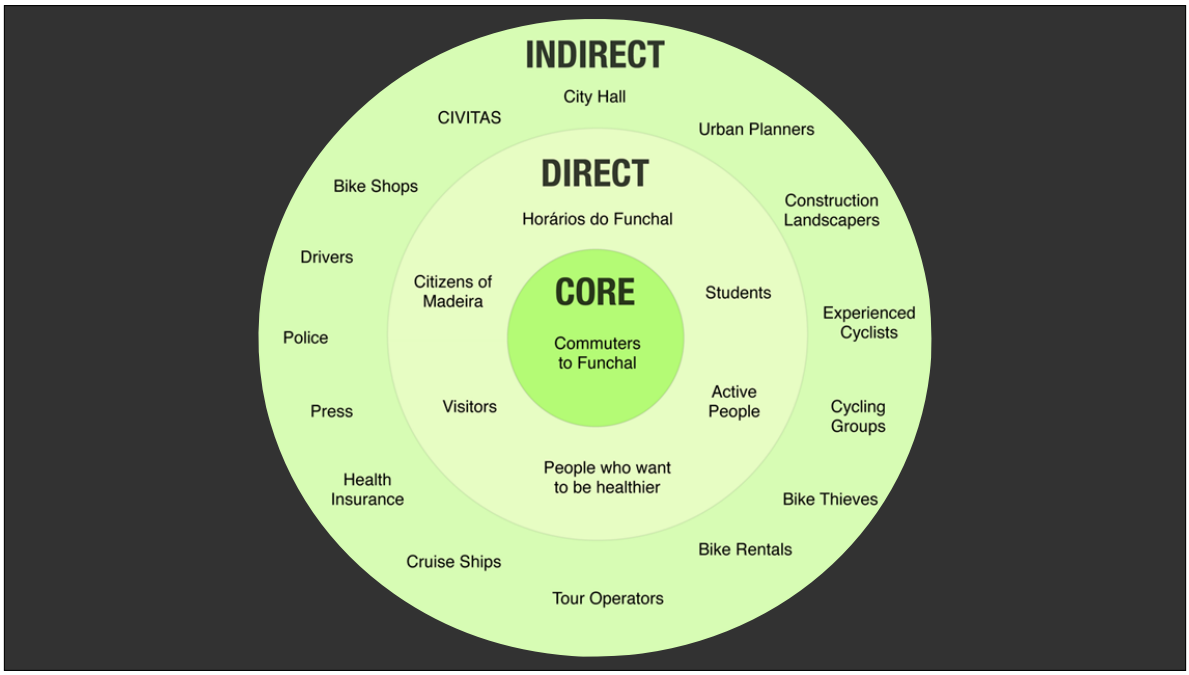
Resolution: Application-wide / Site-wide

Focus: UX design and information architecture

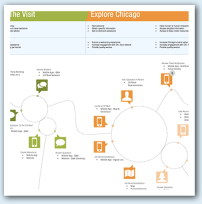
Tools: Wireframes
Site maps
Card sorts
User research




Service design blueprint
for Great Gatsby Sommerball
Fysisk bevis
Teaser: Hold av datoen!
Invitasjon FBevent Info på webside Plakat
Registerings-skjema og betaling
Velkomst-drink!
Lokale Dekor. Blomster, interiør og belysning.
Mat og drikke Retter gjestene har med. Bar.
Musikk DJ Andrés fra Helsinki
Premie For beste kostyme! Og tale.
Foto
Brukerhandling
Ser info om arrangementet! Lar oss vite på FB om de kommer.
Registerer seg og betaler via deltager.no!
Finner kostymer og reiser til arrangementet.
Ankommer! Skifter i garde-robe. Og får velkomstdrink.
Leverer retten sin til fellesbor-det.
Danser, prater, spiser og drikker. Blir fotografert
Ser på premiering og hører på tale.
Skifter. Forlater lokalet. Ser på foto i etterkant.
INTERAKSJONSLINJE
På-scenen-interaksjoner
Annonsering på Facebook, nyhetsbrev og web.
Ta imot gjester. Registrere gjester. Servere velkomstdrink.
Ta imot retter og sette på felles bord.
Håndtere penger for drikke.
DJ Andrés spiller.
Avholde premieutdeling
Tale ved leder
Publisering av bilder på Face-book/Flickr.
SYNLIGHETSLINJE
Bak-scenen-interaksjoner
Lage event på FB, web, kalender, plakat, sende nyhets-brev
Opprette arrangement på deltager.no.
Holde velkom-stdrink kald og sette ut glass.
Pynte lokale. Blomster. Møblere. Sette belysning.
Lag bar, med kasse og oppslag om priser.
Lage til bord m duk og stol, til DJen. Lydsjekk.
Handle inn premier. Klargjøre tale.
Nedrigging, rydding, vask-ing, låsing, bringe lånte ting tilbake.
INTERN INTERAKSJONSLINJE
Støttefunksjoner
Booking av lokale. Betaling av depositum.
Få brannvakt-opplæring.
Hente glass og utrstyr vi trenger å låne.
Handle inn velkomstdrink.
Planlegge og handle inn dekor.
Handle inn drikke varer. Søke om skjenkebev-ligning.
Bestille musik-kanlegg og lydsupport.
Booke DJ, planlegge reise og overnatting for DJ.
Booke fotograf.

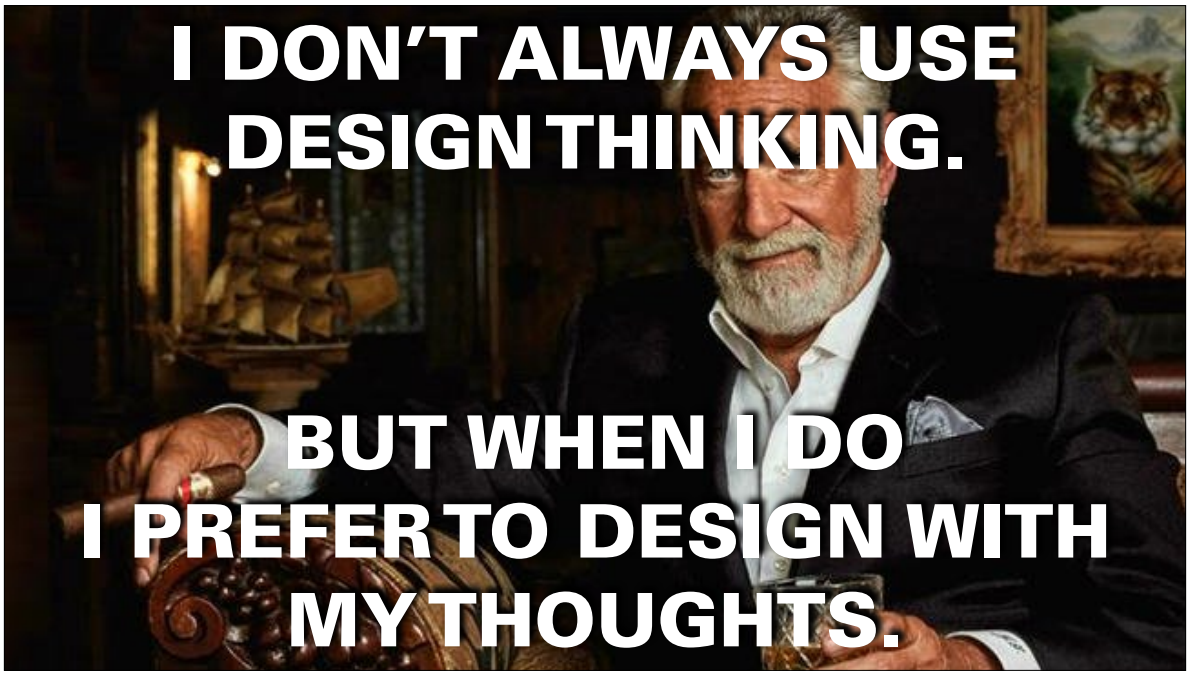

INDIRECT
City Hall
CIVITAS
Urban Planners
DIRECT
Bike Shops
Horários do Funchal
Construction Landscapers
Drivers
Citizens of Madeira
CORE
Students
Experienced Cyclists
Police
Commuters to Funchal
Active People
Press
Visitors
Cycling Groups
People who want to be healthier
Health Insurance
Bike Thieves
Bike Rentals
Cruise Ships
Tour Operators

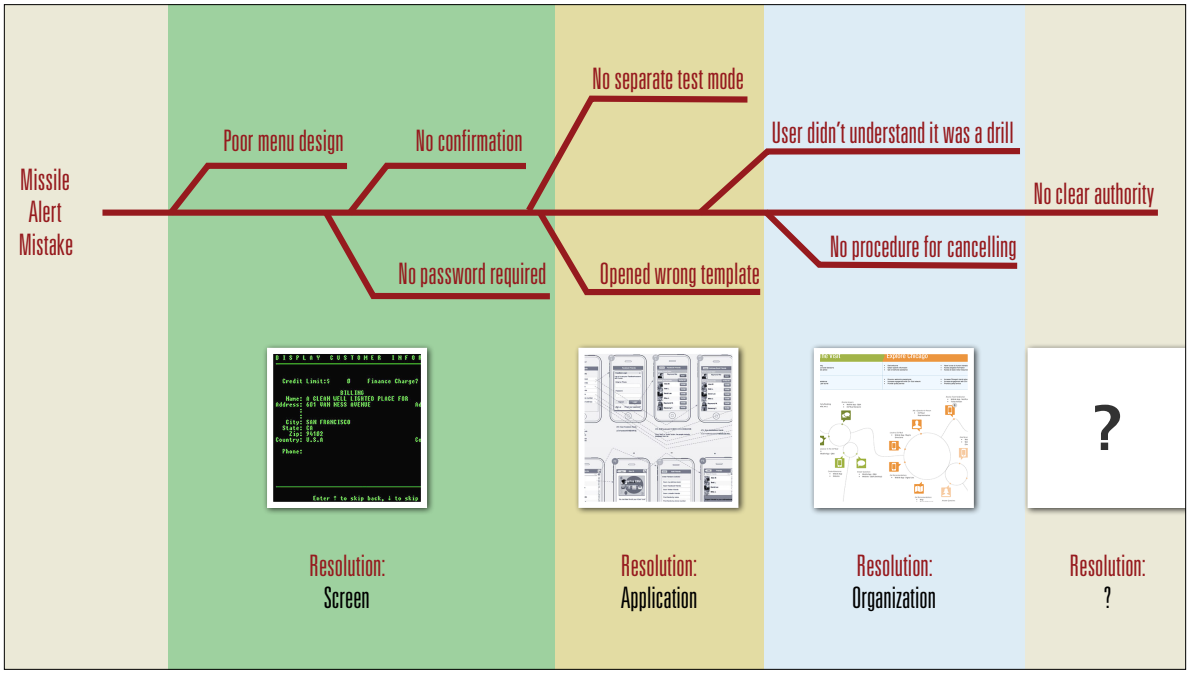
Resolution: Organization-wide



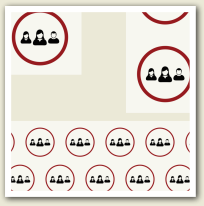
Focus: Service and experience design

Tools: User journeys
Design systems
Ethnographic research
Design thinking





Resolution: Ecosystem-wide



Focus: Eco-system design

Tools: ?


facebook
Cambridge Analytica
Analytica


MEDICAL
MEDICAL
MEDICAL
MEDICAL
MEDICAL
MEDICAL
Health Care
Doctor
Hospital
Pharmacist
Nurse
Dentist
First Aid
Surgeon
Emergency

Resolution: Ecosystem

Resolution: Organization

Resolution: Application

Resolution: Screen

The ecosystem-wide design issues are our next tough challenges.

We're getting a handle on the organization-wide design issues.

When we solve the tough challenges at one resolution, the next higher resolution's challenges that hold us back.

4 The pioneers of a new resolution.

CO.DESIGN

01.06.17 | INNOVATION BY DESIGN

How Ariel Kennan Solves NYC's Most Intractable Design Problems

Kennan, who heads a design and product team for Mayor Bill de Blasio, is bringing service design to the city.

[PHOTO: KISHA BARI]

BY DOREEN LORENZO 6 MINUTE READ

Ariel Kennan is the Director of Design and Product at the Center for Economic Opportunity in New York City Mayor's Office of Operations. She spoke to Doreen Lorenzo as part of Designing Women, a series of interviews with brilliant women in the design industry.

Doreen Lorenzo: Tell me a little bit about your background. What was your first exposure to design?

Ariel Kennan: I took to design early. My mother is an

The U.S. Digital Service
The United States Digital Service is a tech startup working across the Federal government to deliver better services to the American people. www.usds.gov
Feb 9, 2017 · 8 min read

Meet the Procuremenati: USDS' Acquisition Experts

By Clair Koroma

Current government buying methods struggle to keep pace with fast-changing technology. This includes how the government purchases tools and services, and how it establishes contracts with vendors of all sizes to build technology. For instance, they often take an all or nothing approach, either meticulously defining every requirement or remaining unhelpfully vague about expected outcomes. On top of that, many contracts focus on *how* the work will be done (i.e. how many people will work on what how often, how they'll report their progress, etc.) instead of *what* they will deliver in the end.

This status quo makes it difficult to:

· Quickly adapt to ensure delivery of working code and products.

· Mandate regular, continuous delivery throughout a contract.

· Introduce new technologies while ensuring high quality and performance.

For all of these reasons, government digital projects often overrun budgets and timelines, and final products either don't work or don't fit the needs of real users. We need to catch up to the private sector by focusing on outcomes, continuous delivery, and products that truly work for end users. The good news is that we can, and we're already making and seeing change.

Resolution: Ecosystem

Resolution: Organization

Resolution: Application

Resolution: Screen

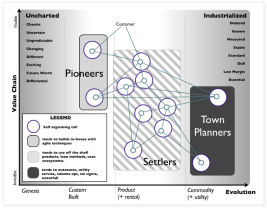
Pioneers

Friday, March 13, 2015

On Pioneers, Settlers, Town Planners and Theft.

I often talk about the use of cell based structures (e.g. think Amazon Two Pizza, Starfish model) which are populated not only with aptitude (the skill to do something) but the right attitude (type of people). A map is an essential part of building such a structure (see figure 1).

Figure 1 - Pioneers, Settlers and Town Planners.



The concept of [illegible] and Town Planners is a derivative of Robert X. Cringely's description of companies as Commandos, Infantry and Town Planners. [illegible] time I used this structure was around [illegible]

Pioneers are brilliant people. They are able to explore never before discovered concepts, the uncharted land. They show you wonder but they fail a lot. Half the time the thing doesn't work properly. You wouldn't trust what they build. They create 'crazy' ideas. Their type of innovation is what we call core research. They make future success possible. Most of the time we look at them and go "what?", "I don't understand?" and "is that magic?". In the past, we often burnt them at the stake. They built the [illegible] electric [illegible] Baghdad Battery, 400AD) and the first ever digital computer (Z3, 19[illegible]

Settlers are brilli[illegible] [illegible] useful for a larger audience. They build trust. They build understanding. They make the possible future actually happen. They turn the prototype into a product, make it manufacturable, listen to customers and turn it profitable. Their innovation is what we tend to think of as applied research and differentiation. They built the first ever computer products (e.g. IBM 650 and onwards), the first generators (Hippolyte Pixii, Siemens Generators).

Town Planne[illegible] [illegible] use it taking advantage of [illegible] They find ways to make things fast[illegible] [illegible] through. They build the services that pioneers build upon. Their type of innovation is industrial research. They take something that exists and turn it into a commodity or a utility (e.g. with Electricity, then Edison, Tesla and Westinghouse). They are the industrial giants we depend upon.

What you want is **brilliant people** in each of these roles.

How do you get things going within a company?

Pioneers

Settlers

Planners

Pioneers

The explorers of the new resolution.

They create the map of the landscape.

Settlers

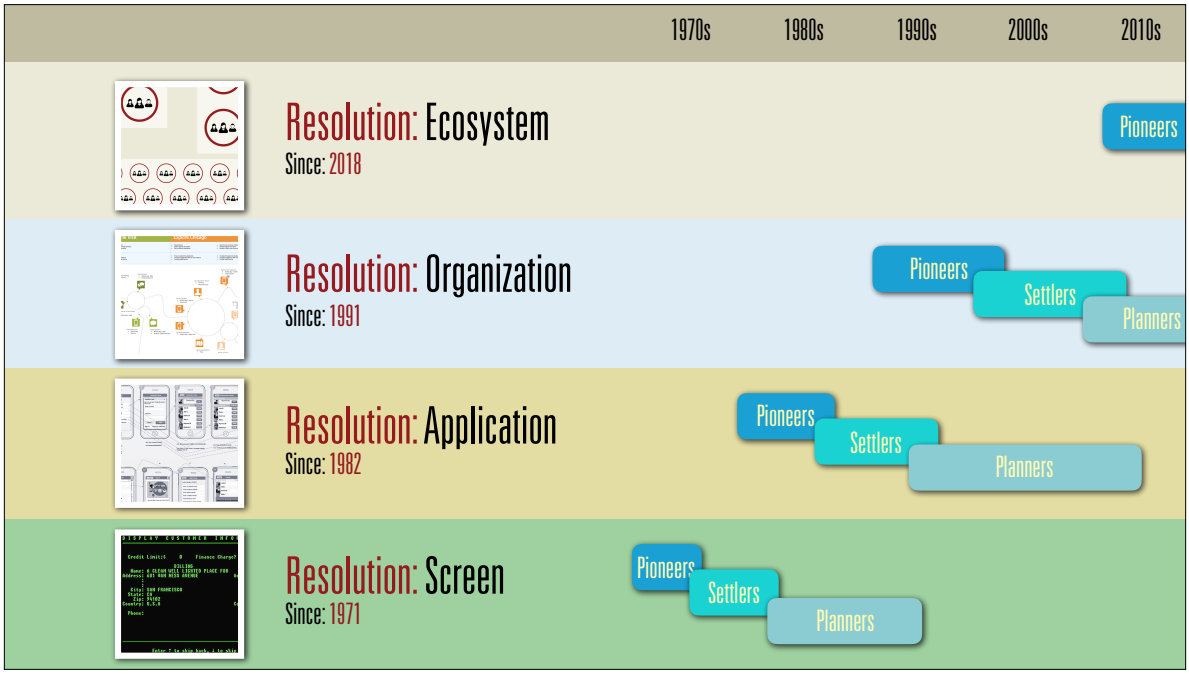
The first builders in the new resolution.

They craft the initial practices we all use.

Planners

They bring the new resolution to a mass scale.

They build the systems, processes, tools, and practices.



Where will the next resolution of pioneers, settlers, and planners come from?

5

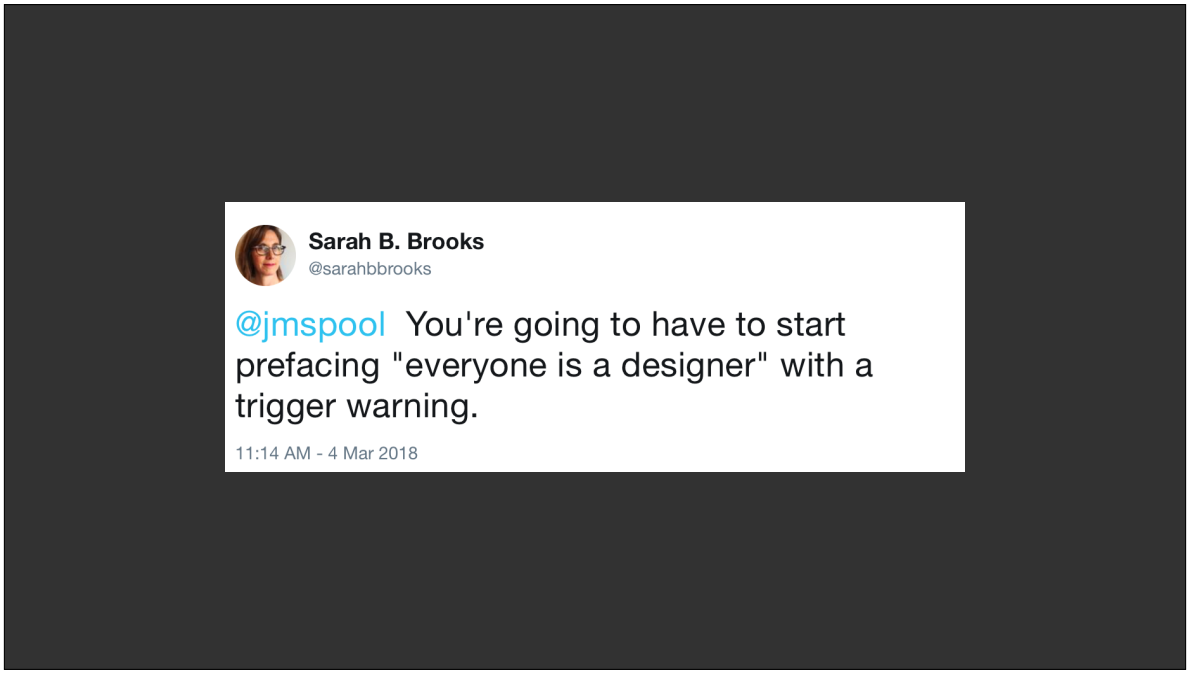
Progress brings controversy.

Jared Spool
@jmspool

Anyone who influences what the design becomes is the designer.

This includes developers, PMs, even corporate legal. All are the designers.

10:07 AM - 1 Mar 2017


Sarah B. Brooks
@sarahbbrooks
@jmspool You're going to have to start prefacing "everyone is a designer" with a trigger warning.
11:14 AM - 4 Mar 2018


Jared Spool @jmspool · 1 Mar 2017
Anyone who influences what the design becomes is the designer.
This includes developers, PMs, even corporate legal. All are the designers.
103
476
800
Damian
@Damian_Kidd
Replying to @jmspool
So that confirms our worst fears. The clients are actually designers too. Fuck
7:33 AM - 2 Mar 2017

The U.S. Digital Service
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Everyone is a designer.

Not everyone is a good designer.

Everyone can become a better designer.

Resolution: Ecosystem

Resolution: Organization

Resolution: Application

Resolution: Screen

UX Design

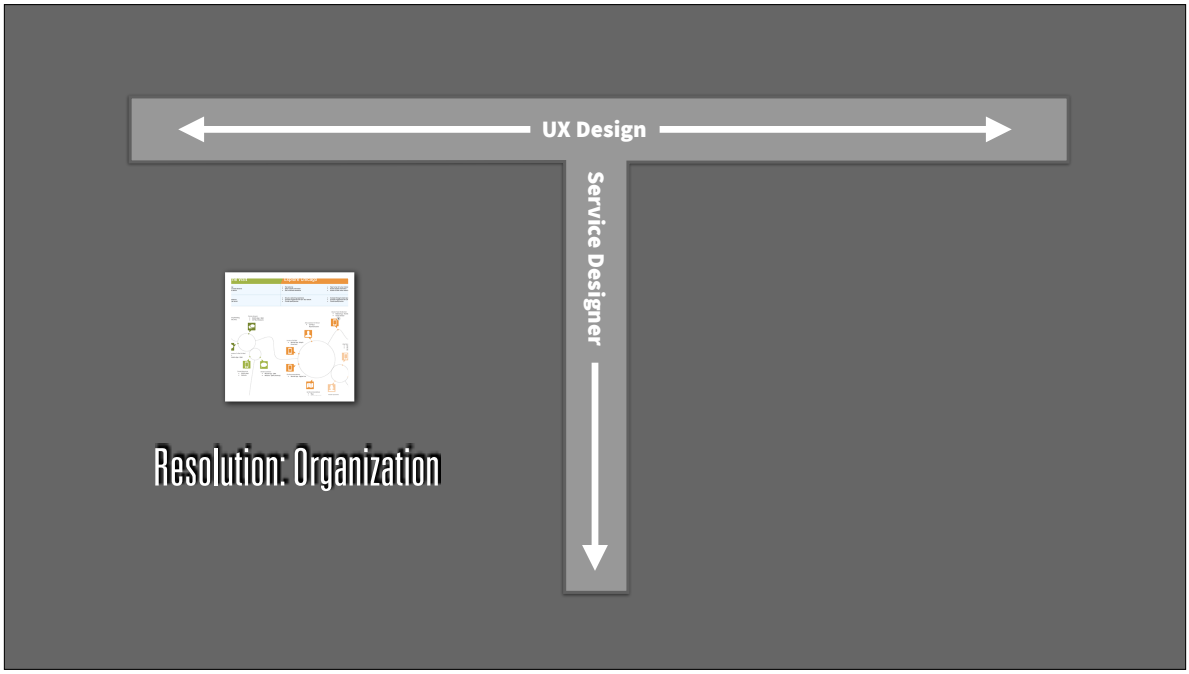
Information Architecture

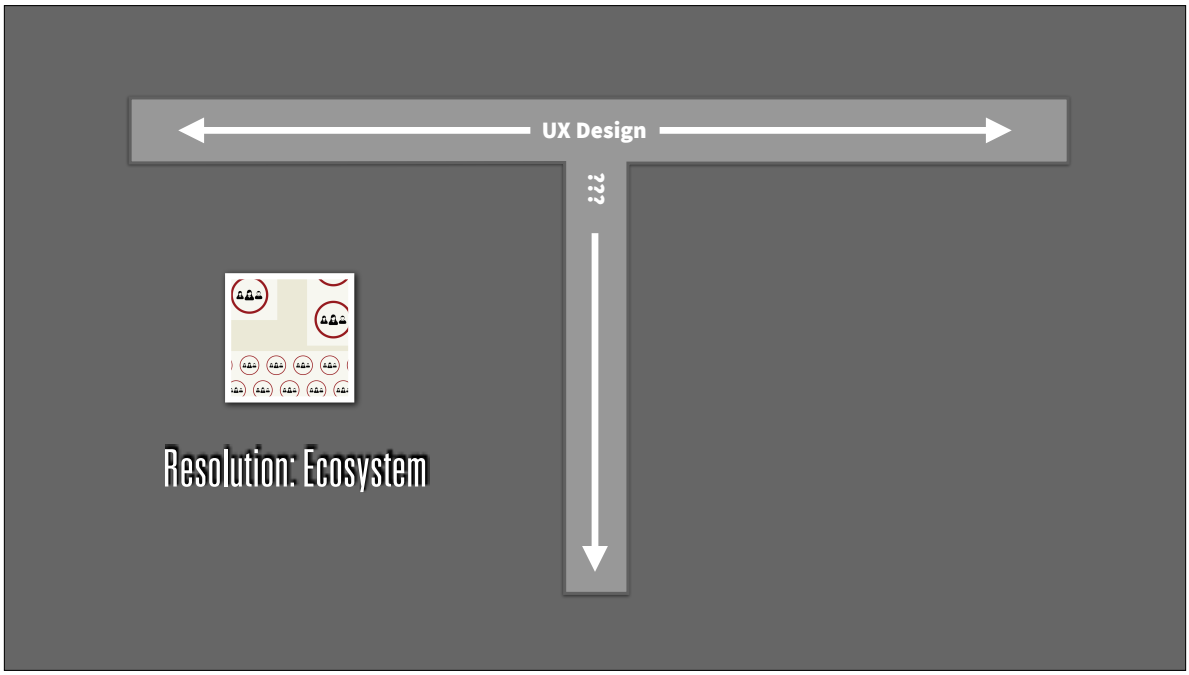
Resolution: Application

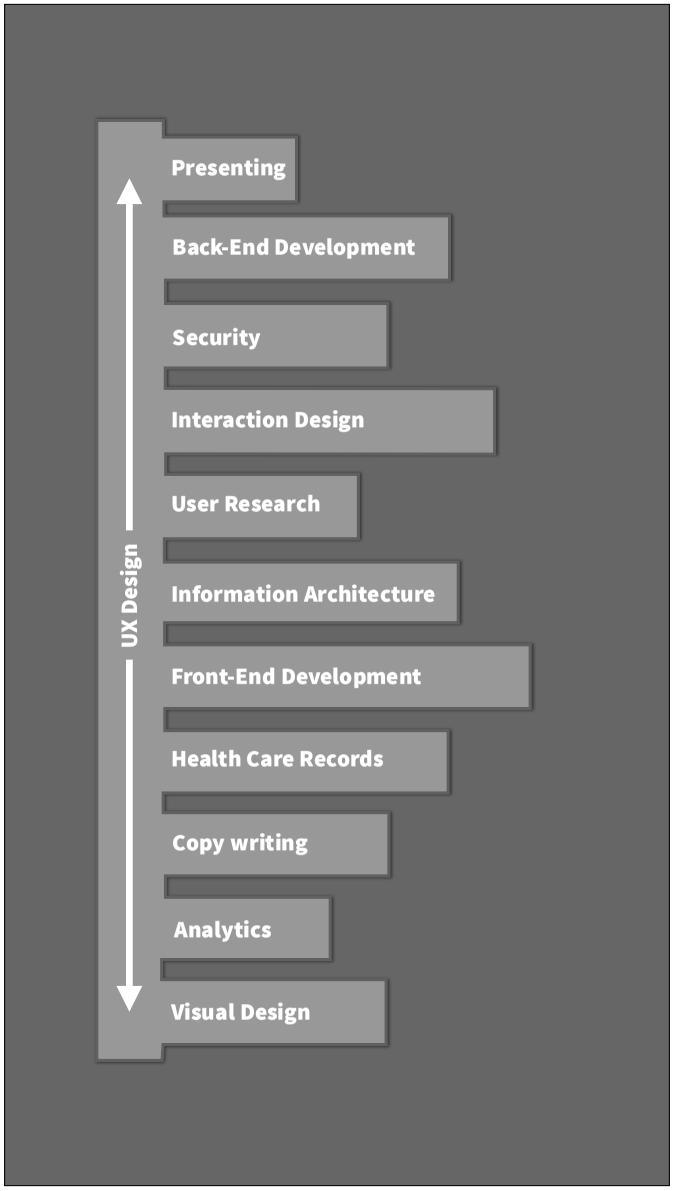
UX Design

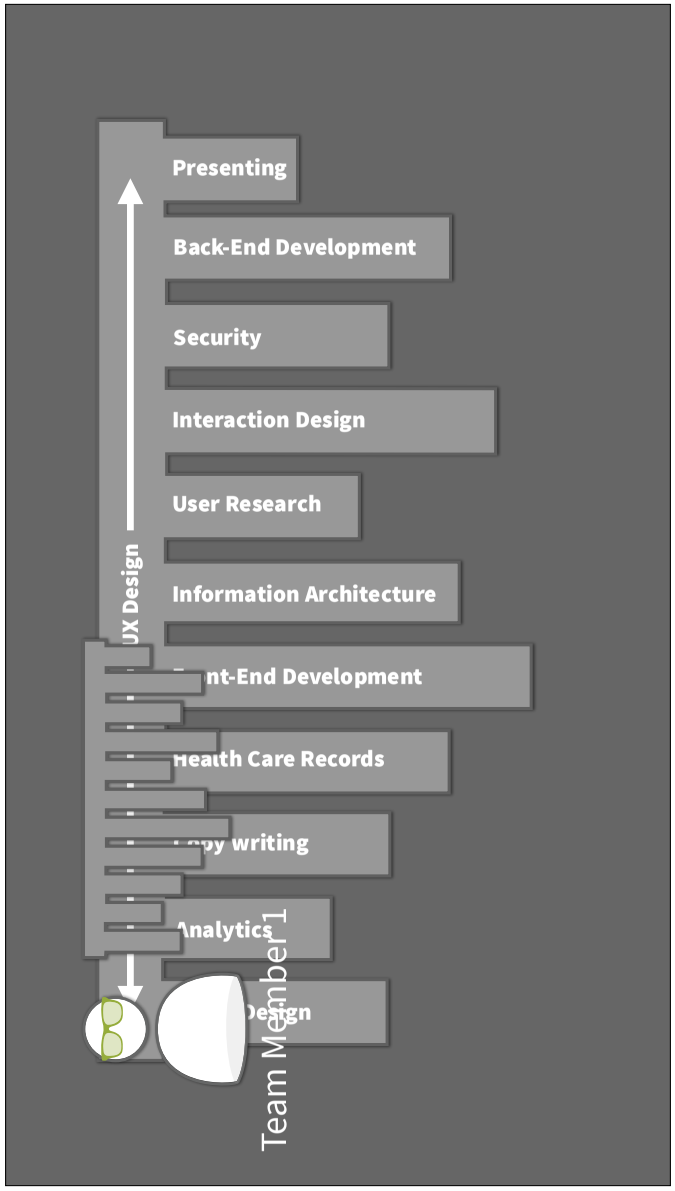
User Interface Designer

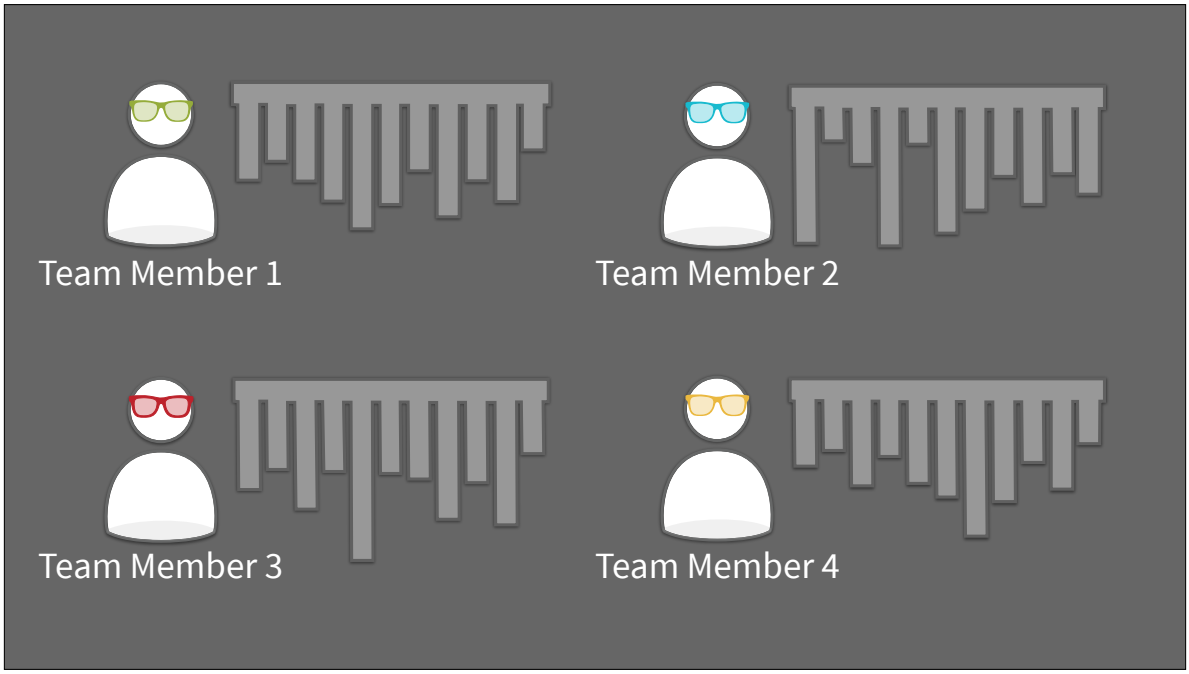
Resolution: Screen


UX Design
Service Designer
Resolution: Organization


UX Design
???
Resolution: Ecosystem


Presenting
Back-End Development
Security
Interaction Design
User Research
Information Architecture
Front-End Development
Health Care Records
Copy writing
Analytics
Visual Design
UX Design


Presenting
Back-End Development
Security
Interaction Design
User Research
Information Architecture
Front-End Development
Health Care Records
Copy writing
Analytics
Visual Design
UX Design
Team Member 1



When spanning resolutions, skills are more important than roles.

Resolution: Ecosystem

Resolution: Organization

Resolution: Application

Resolution: Screen

We can now zoom out what we thought the UX design landscape was.

We must to design a better world.

The Evolution of a New UX Design Resolution

- We need to learn how to design across organizational boundaries
  - We need to understand who determines the intent
- We solve different problems at every resolution
  - We need different tools, processes, techniques for each resolution
- Ecosystem-wide design is the next resolution with challenges to tackle.
  - We'll need pioneers, settlers, and planners to tackle those challenges.
  - We need to shift our focus to skills, not roles.
- It's UX design resolutions all the way down.

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jspool@uie.com

Don't forget to connect to me on the LinkedIn.

@jmspool

Go ahead! Follow me on the Twitters.

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