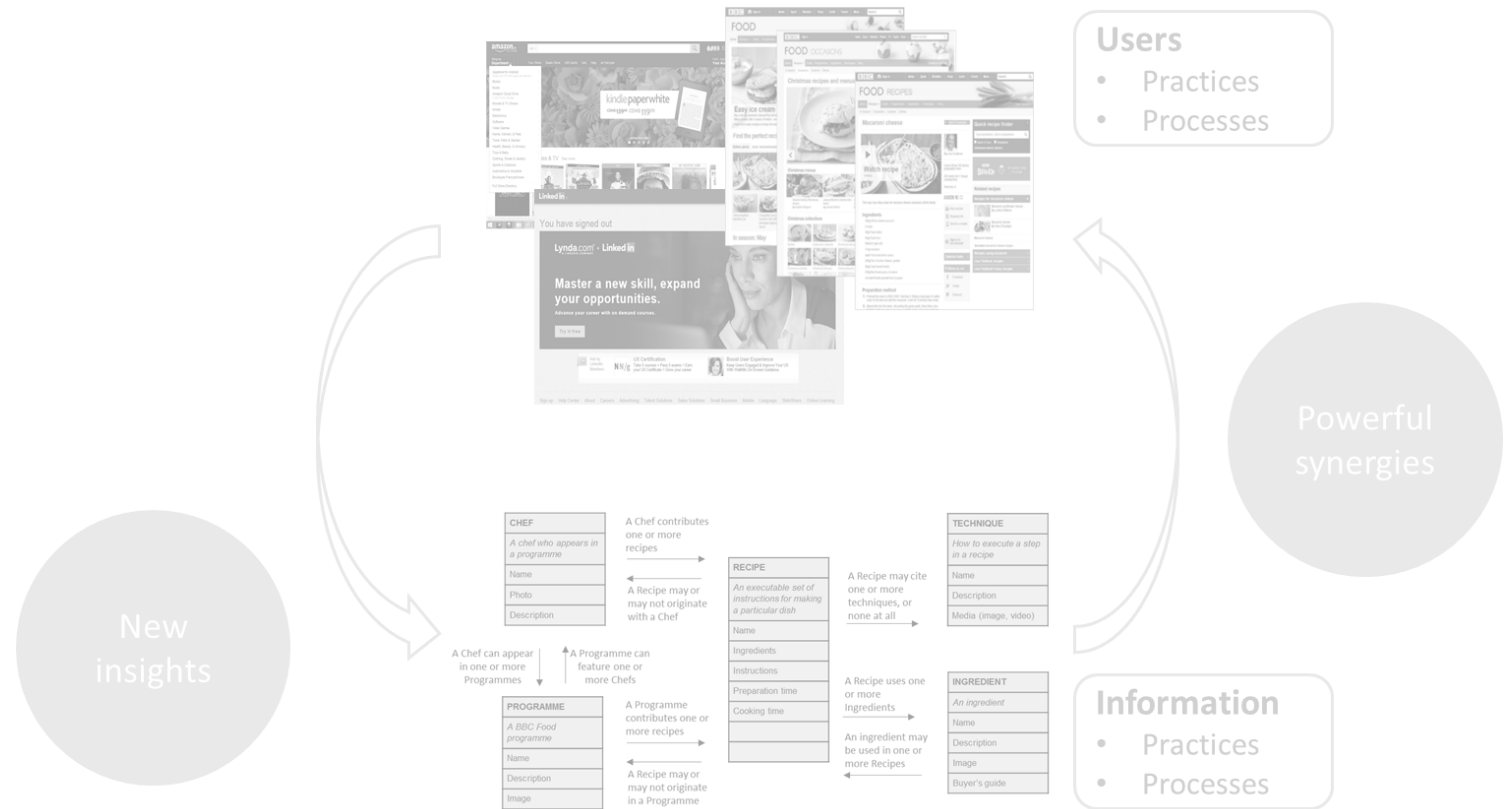




Why UXers should understand the language of information



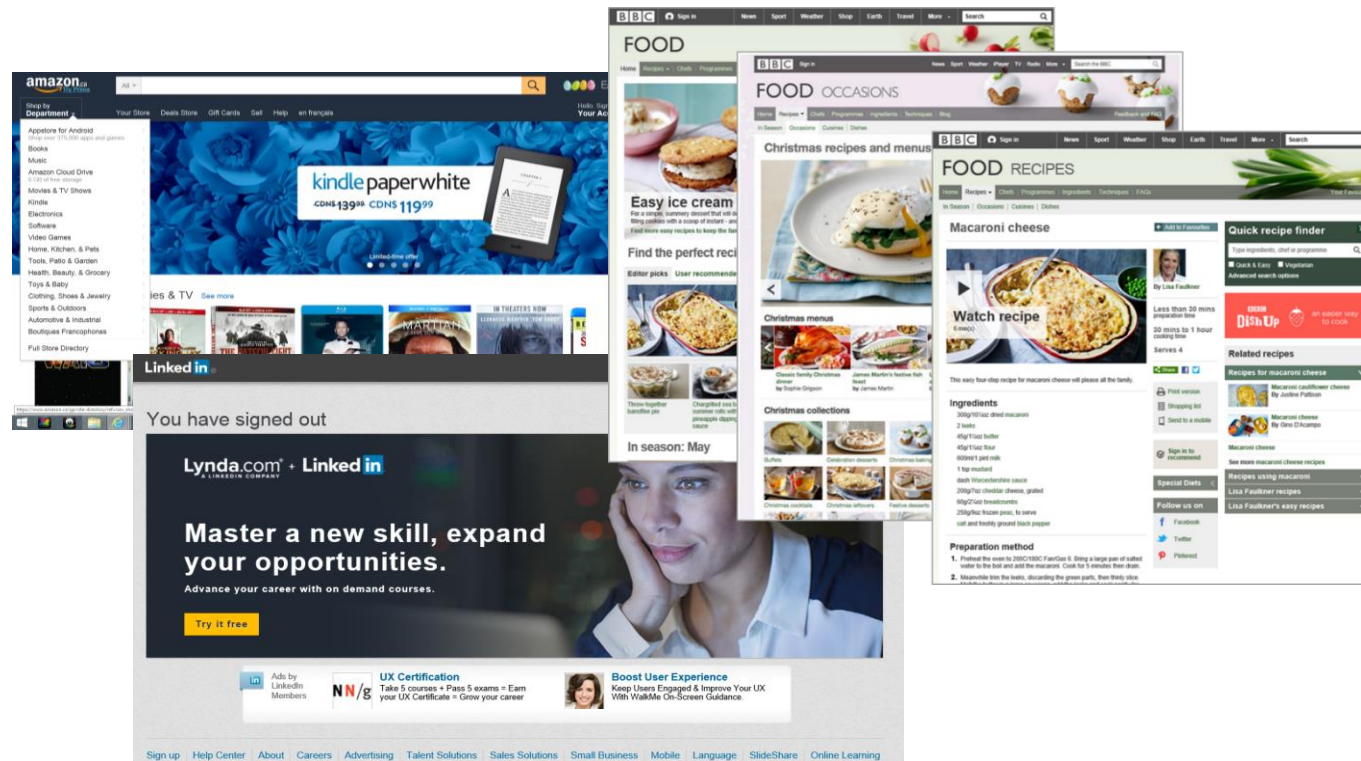


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Concepts



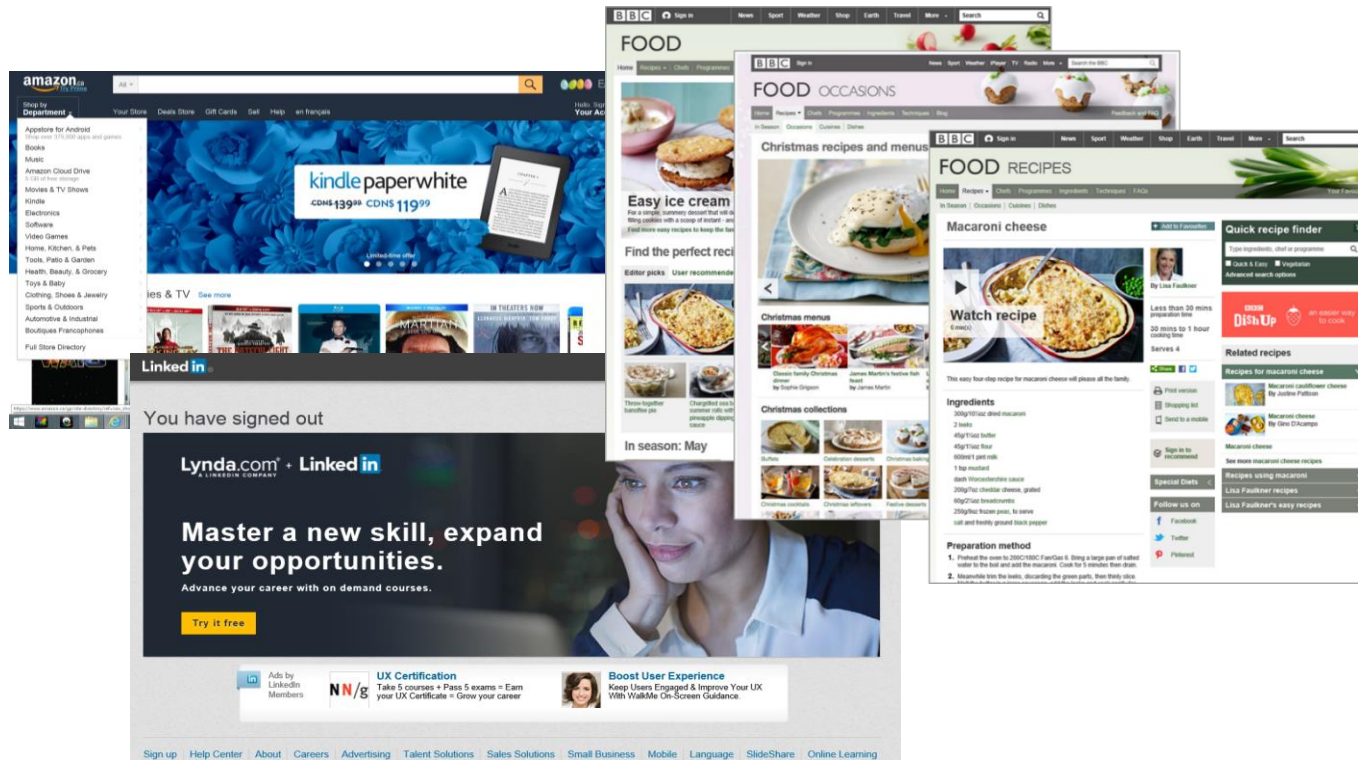
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UXers design
information products
to meet
user needs



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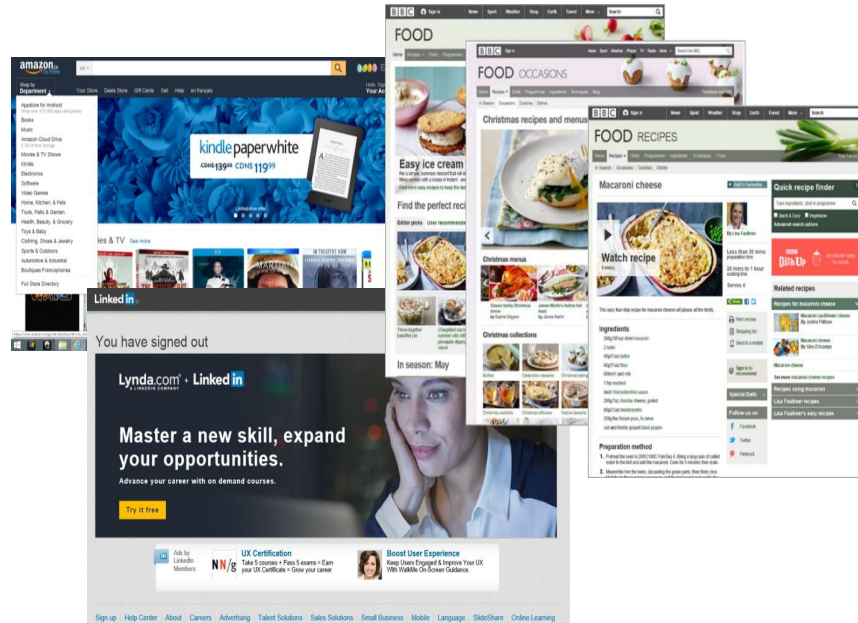


UXers design
information products
to meet
user needs

So they should understand
information
as well as
users



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Users

- layout
- interaction
- functionality
- tone
- readability
- usability
- flow

UXers
understand
users
very well



Artefacts?

- screenshots?
- something else?

Information

- considerations?

How well do
UXers
understand
information



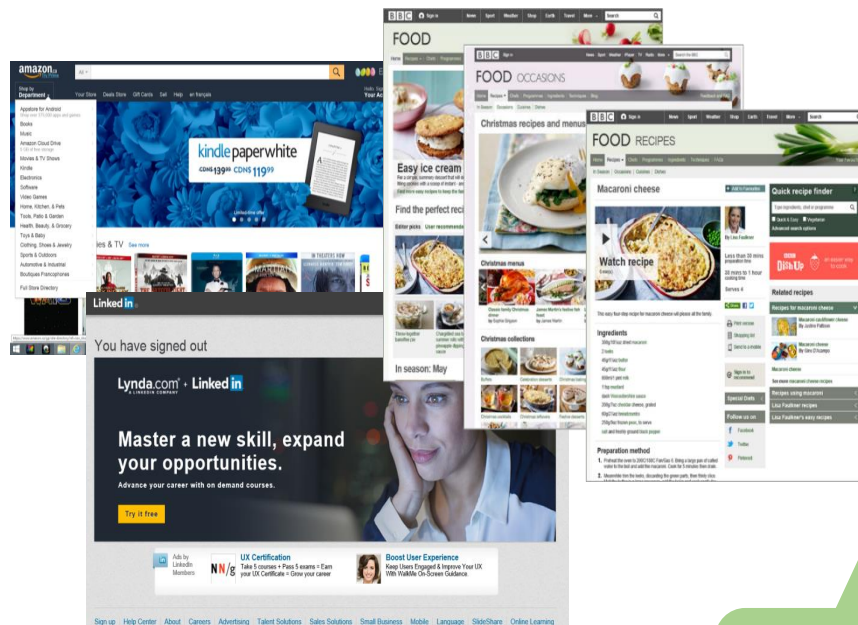
Artefacts?

- screenshots?
- something else?

Information

- information model
- granularity
- relationships
- reusability
- metadata
- curation

Some
information
considerations

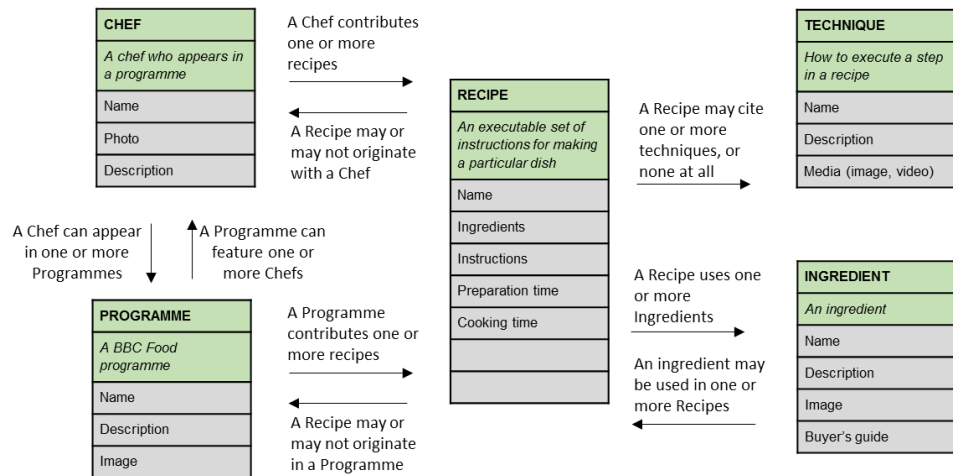


Information

- information model
- granularity
- relationships
- reusability
- metadata
- curation

Some
information
considerations

Information considerations and
screenshots don't work well together



Information

- information model
- granularity
- relationships
- reusability
- metadata
- curation



Information considerations and information representations work great together



UXers should understand **information** because

- it is a useful design domain giving **new insights**
- it has **powerful synergies** with user centered design

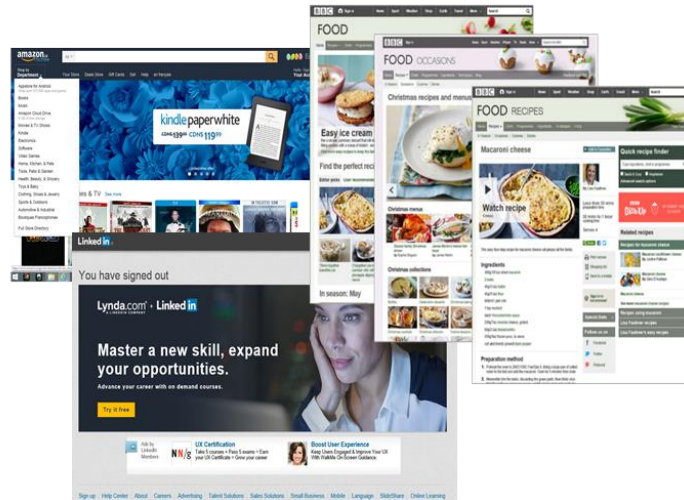
New
insights

Powerful
synergies



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New
insights



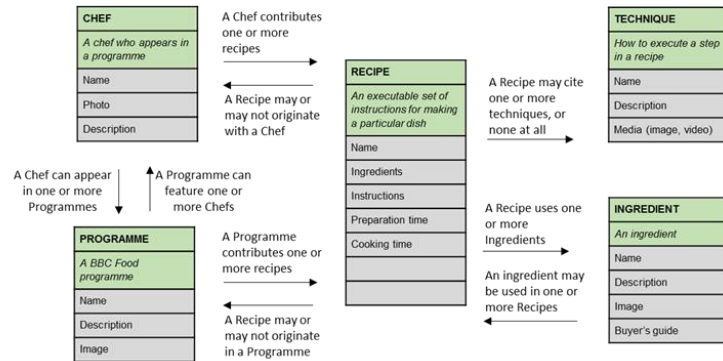
Users

- Practices
- Processes

Powerful
synergies

Information

- Practices
- Processes





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Illustrations



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Illustration: seeing the same solution from multiple points of view

Here we see three ways of looking at what seems to be a simple piece of content. This skill is especially useful when deconstructing an existing solution during a makeover or when thinking about a mobile version.



1 User view

Our Offices

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Same
solution,
different
views

2 Information view

OFFICE
<i>One of the consulting group's offices</i>
Office name
Address [+]

MANAGER
<i>The manager at an office</i>
Name
Title
Email

CONTACT METHOD
<i>A way of contacting the office</i>
Method
Parameter

3 Labelled user view

Edmonton

1016 Calgary Trail
Edmonton, AB
Phone: (403) xxx-xxxx
Fax: (403) xxx-xxxx
Email: edmonton@ourco.com

Manager:
Fred Bloggs, VP Alberta
fbloggs@ourco.com

Labels:

- Office:Name
- Office:Address
- ContactMethod:Method
- Manager:Name
- ContactMethod:Parameter
- Manager:Title
- Manager:Email



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Illustration: presenting information according to user goals

There are always multiple ways to present a given set of information. Even something as straightforward as a recipe can be shaped quite differently when we perform a detailed assessment of user goals and strategies.



RECIPE
<i>An executable set of instructions for making a particular dish</i>
Name
Ingredients
Instructions
Preparation time
Cooking time
Servings
Shopping notes

Same
information,
different
goals

Goal 1: find a suitable recipe

Will I enjoy this dish?
Can I make this recipe?
Do I understand the ingredients?
Will I be able to find the ingredients?

Nature of UX:
decision support

Goal 2: shop for ingredients

What do I already have?
General or specialty store?
Any shopping notes?
Scale quantities if cooking for more or fewer people?

Nature of UX:
task support,
in store,
low chrome
print /mobile

Goal 3: prepare recipe

What have I already done?
What has to be done next?
Are there things that have to be done at the same time?

Nature of UX:
process
management,
kitchen



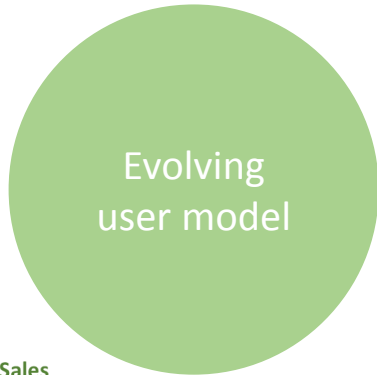
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Illustration: sketching solution and information shape

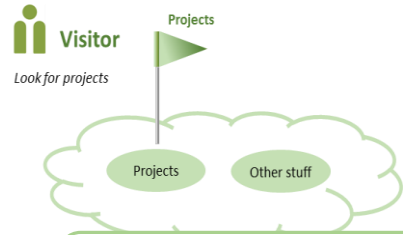
A user is visiting a consulting group's site to see if it can help with a project.

We evolve the solution shape by elaborating the user roles and actions.

In parallel with this, we evolve the information needed to support the solution.

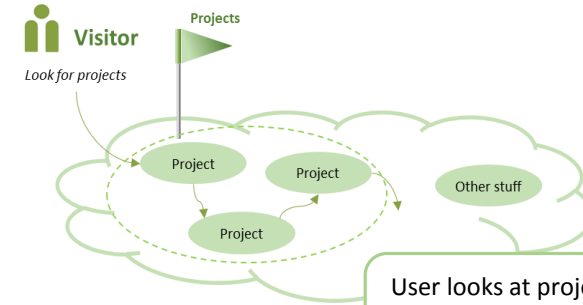


Iteration 1: start with goal for main user



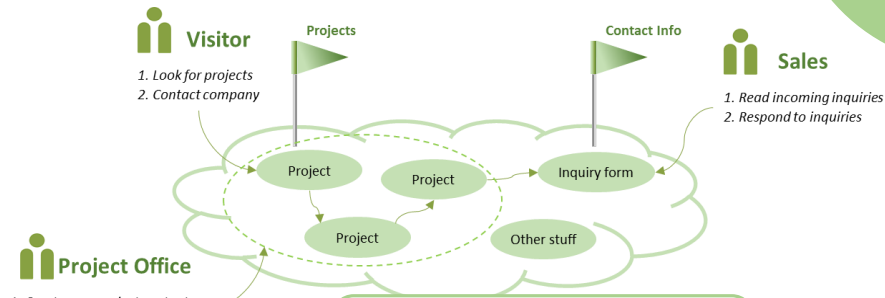
User wants to find a project that matches their need. We need access methods for projects.

Iteration 2: add strategy for main user



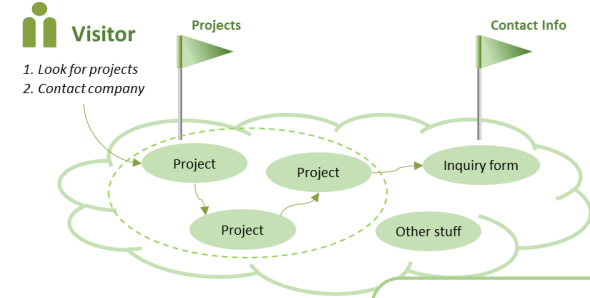
User looks at projects one after the other. We need some notion of "related projects".

Iteration 4: add other users



Other roles are needed to create content and respond to inquiries,

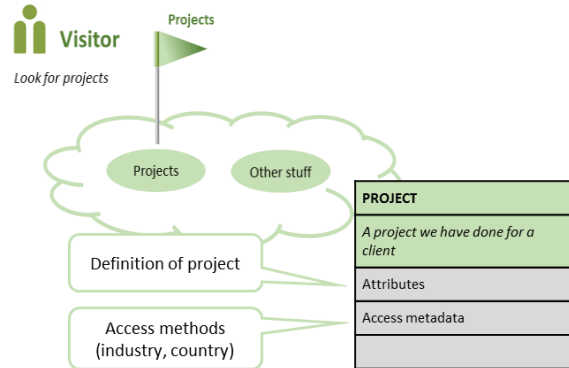
Iteration 3: extend strategy for main user



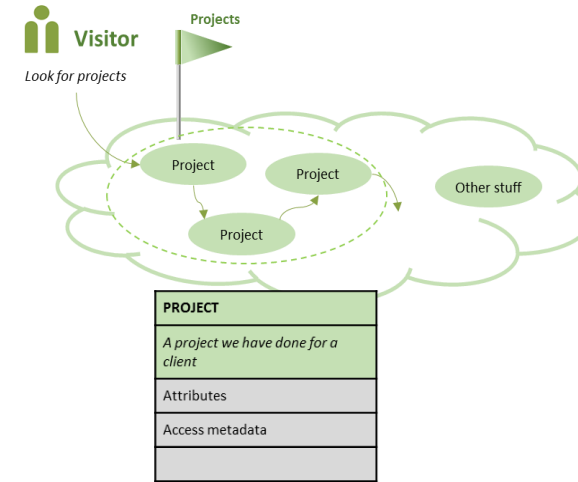
What happens after the user finds a project that meets their needs? We need to make it easy for them to contact us.



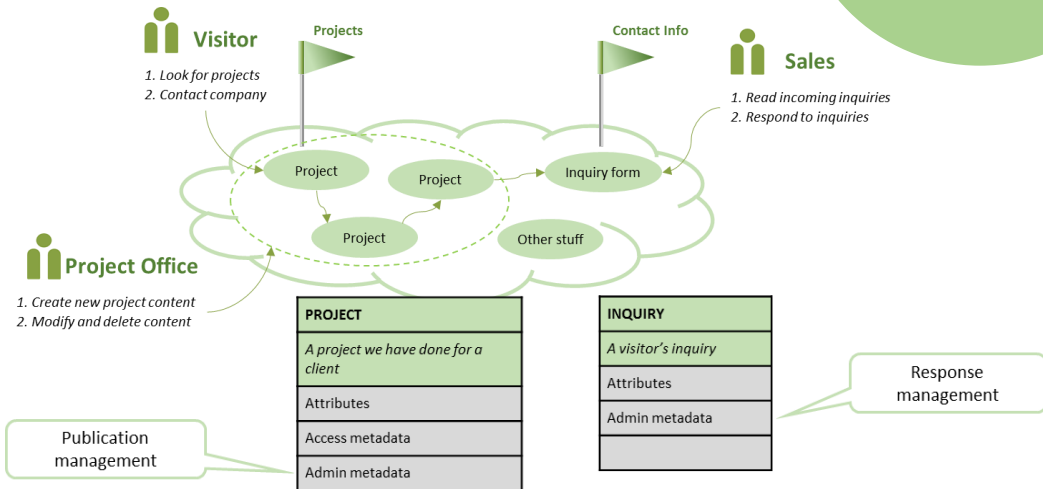
Iteration 1: start with goal for main user



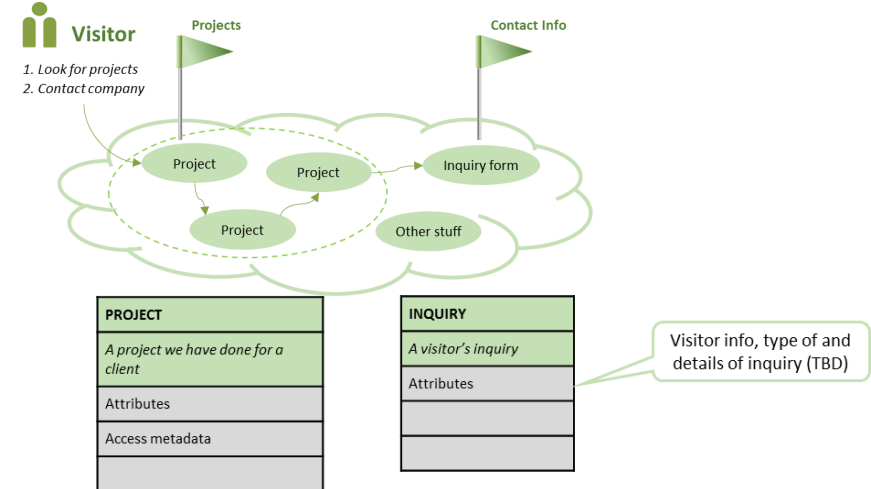
Iteration 2: add strategy for main user



Iteration 4: add other users



Iteration 3: extend strategy for main user





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Want more



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