

IBM Smarter Business 2013
Tee mahdollisesta totta



Life is too short for crappy UX

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CEO

&

coffee maker



“NEVER TELL ME
THE ODDS” 

Han Solo

13

5+

150

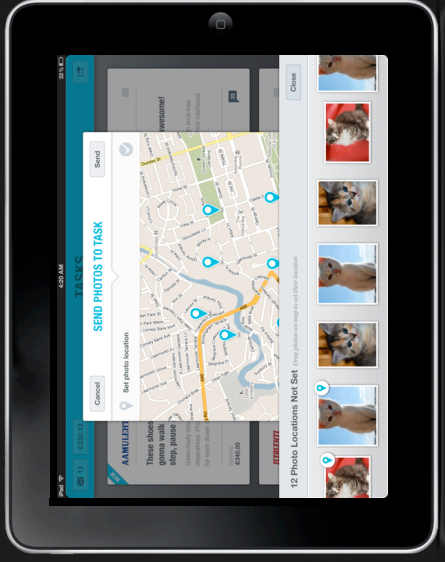
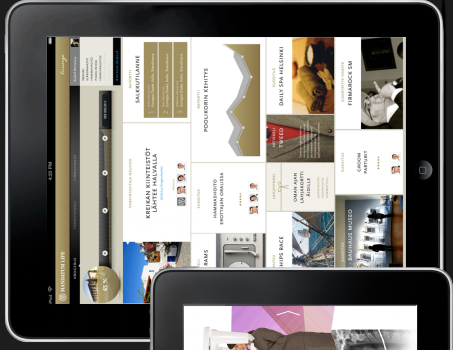
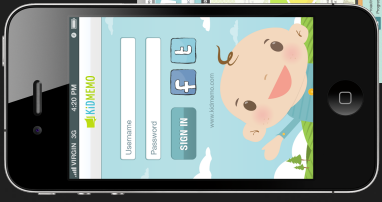
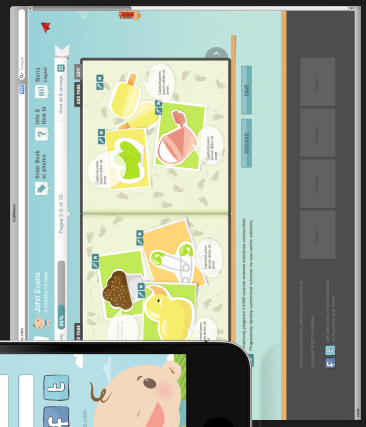
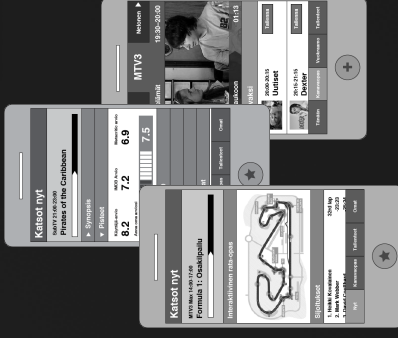
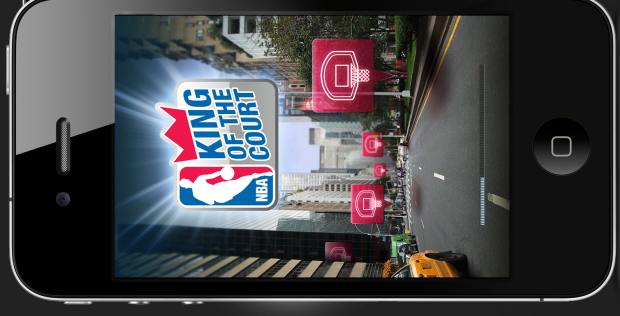
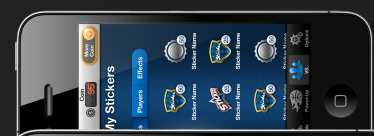
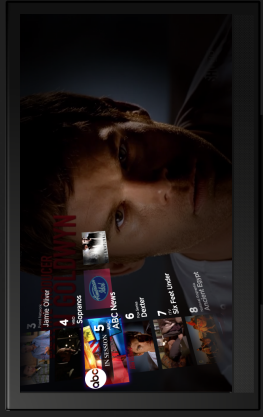
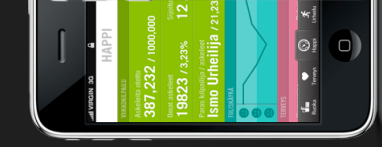




Life is too short
for crappy UX!



idean



The context



#1

“Be mobile in everything you do.

Smartphones and tablets surpass laptops as the most common way to go online. Browsing, shopping and networking all go mobile!



#2

“ Living room is the battle field.

Watch television from tablets. Game consoles turn into media hubs. TV publishers and advertisers will unite. The battle is on!

#3

“Sensors will be more mobile.

Adjust home heating, lightning. See who is ringing your door bell. Control your car. Monitor your sleeping baby. Follow your health. Make fitness plans.

Do it via mobile!



#4

“Subscriptions go online.

Music, television, videos, games, newspapers, magazines... Watch, play and read anywhere, at the moment of your choosing!



#5

“Your face will be detected.

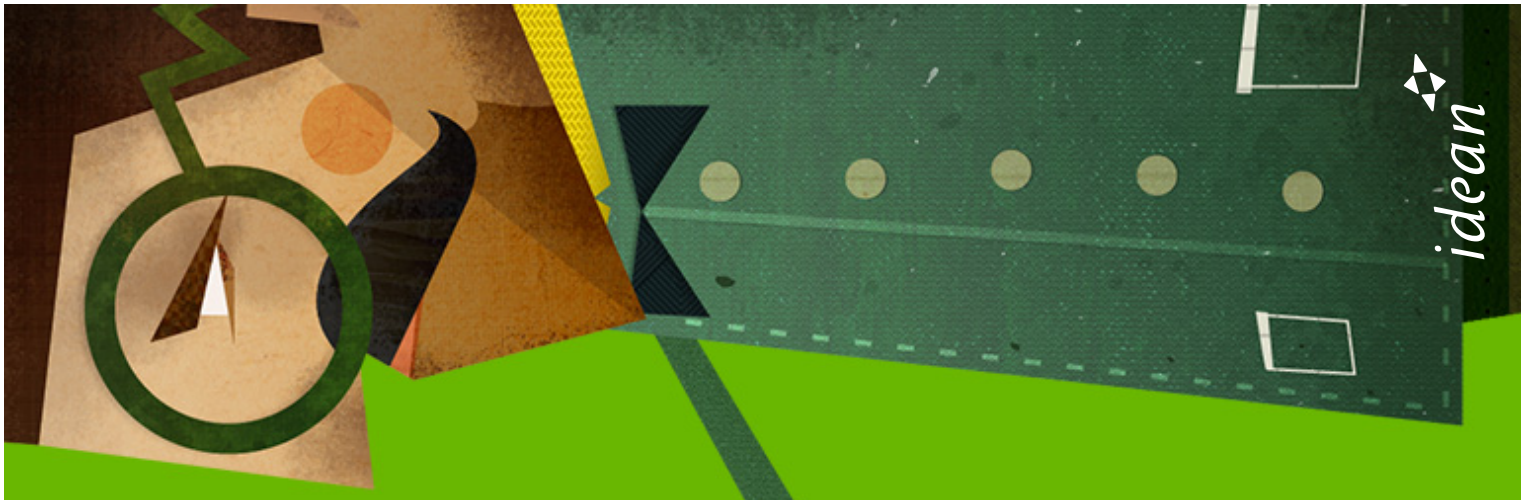
Not only in your camera, but in games, apps and web. Set your status or mood with an expression. Log in to apps and services. Unlock doors and deactivate security alarms.

#6

“ Move your body. Move your eyes.

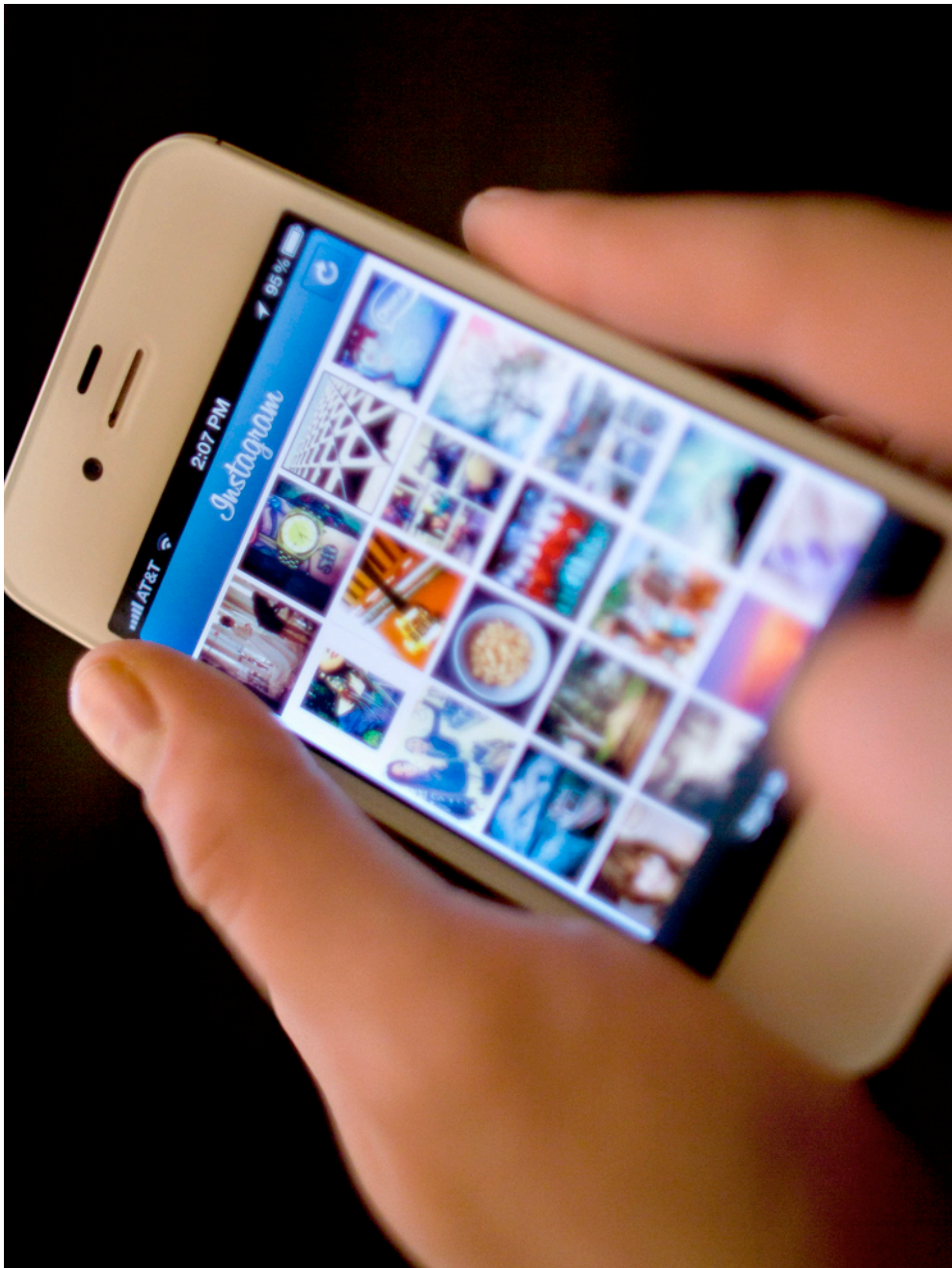
Motion sensing devices will spread into our lives.
Eye movement tracking comes to smartphones and
PCs.

Good UI is
Priceless
Bad UI is
Worthless



UX IS A SIGNAL SYSTEM FOR CEO

-Thomas Gad



Worthless



Priceless



Priceless



Worthless

RUNNING LOG

year _____ month _____

Wk	Date	Distance (miles/km)	Time (h:m:sec)	Pace	HR	Rest HR	Temp (°C/°F)	Shoes	Run Type	Route Name, Description	Comments
1	/ /										
	/ /										
	/ /										
	/ /										
	/ /										
	/ /										
	/ /										
2	/ /										
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TOTALS & AVERAGES											

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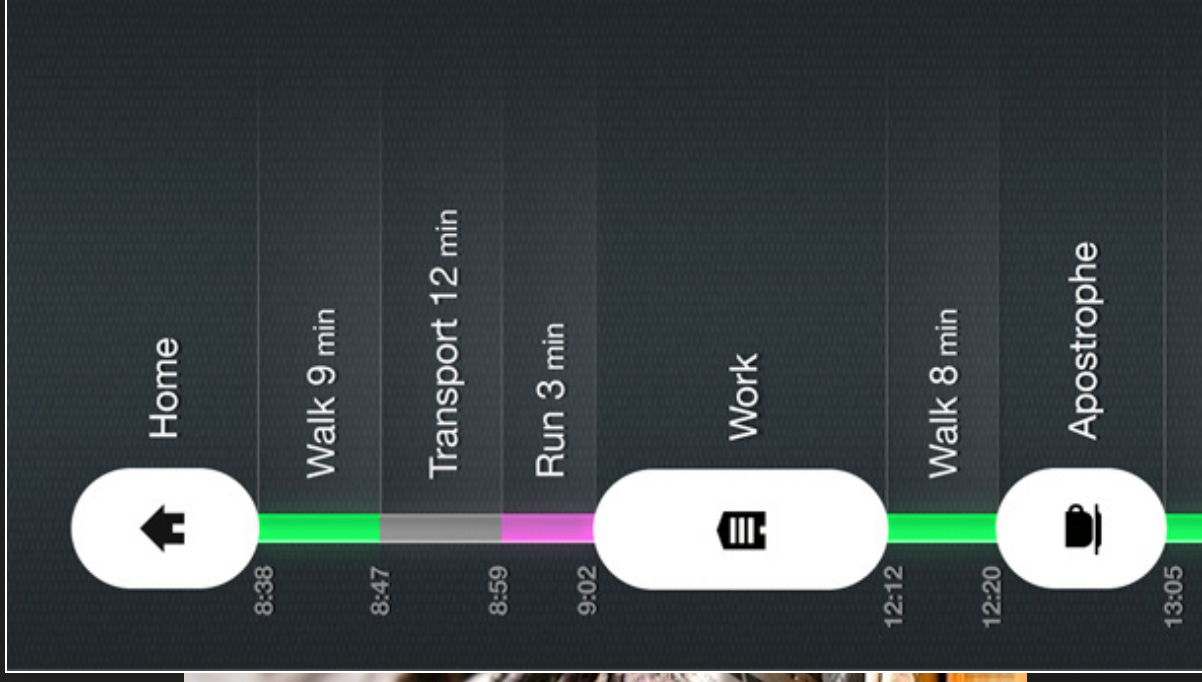
<http://www.idealrunning.com/Soft/Forms/RunningLog.htm>

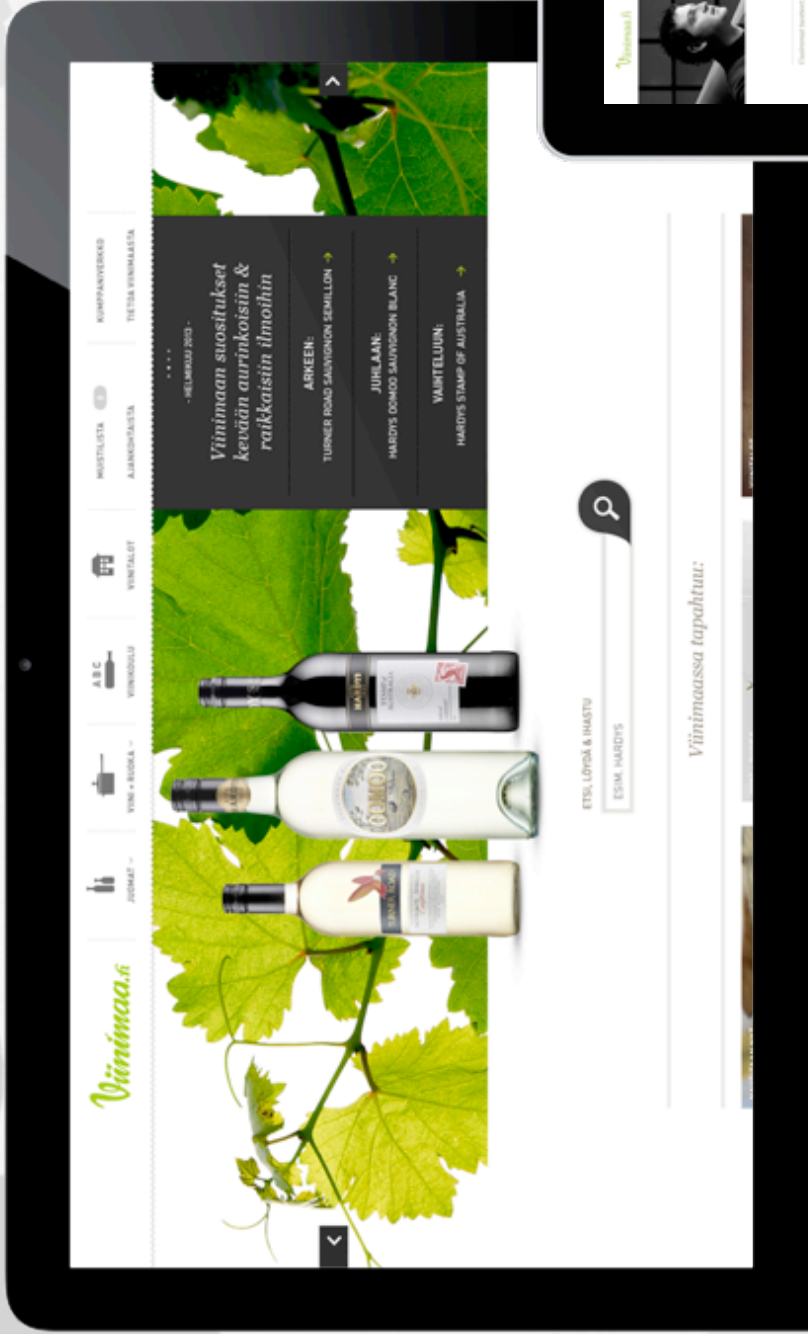


Priceless



Priceless



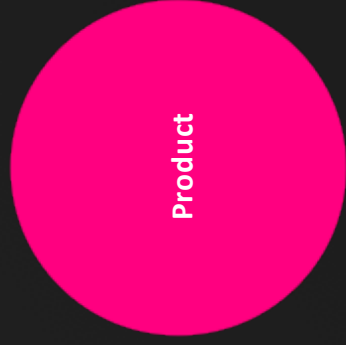


STATEMENT

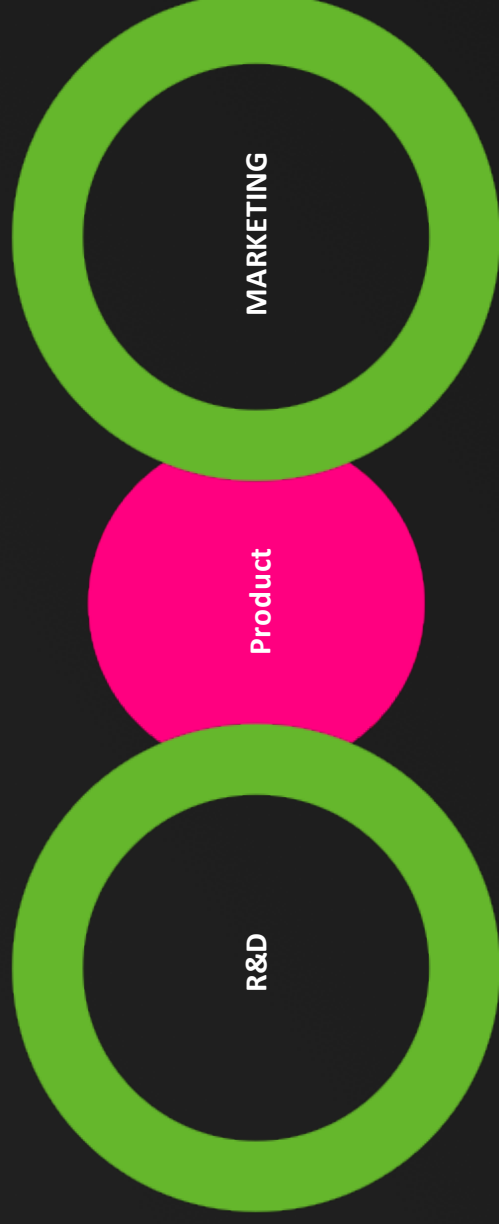
Building a brand as we know it
has come to an end.

Your **UX** is your Brand.

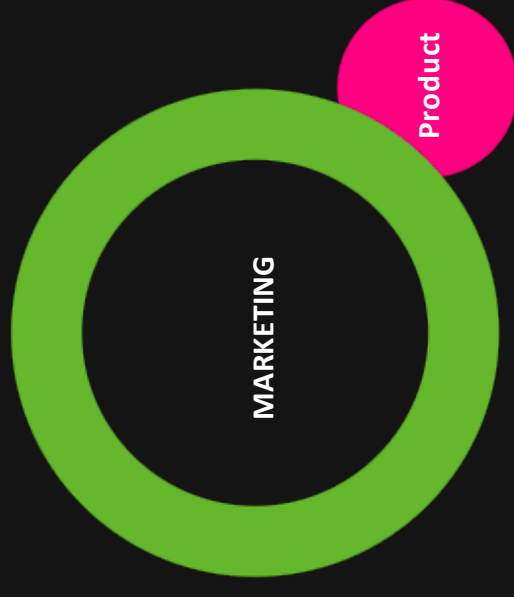
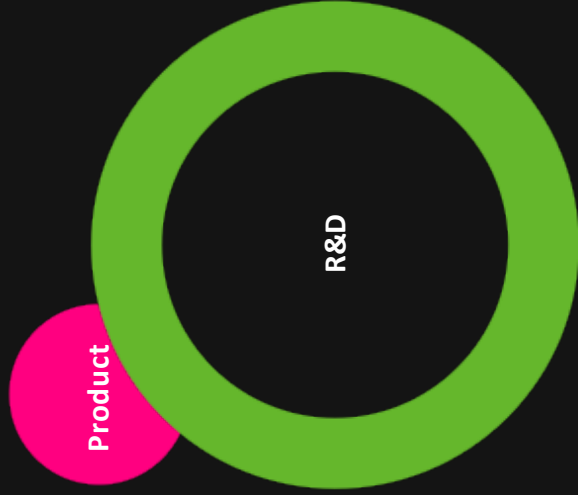
Here is your product



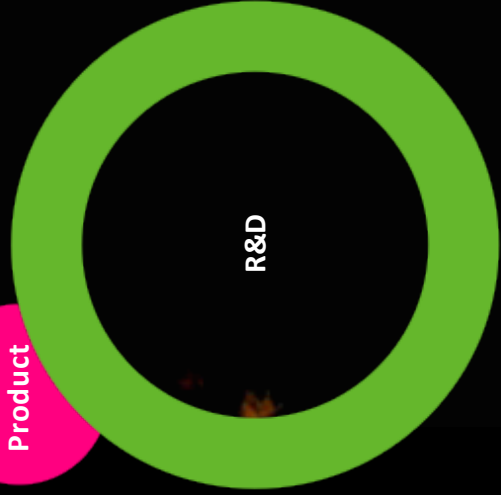
And how you deliver that product



In real life

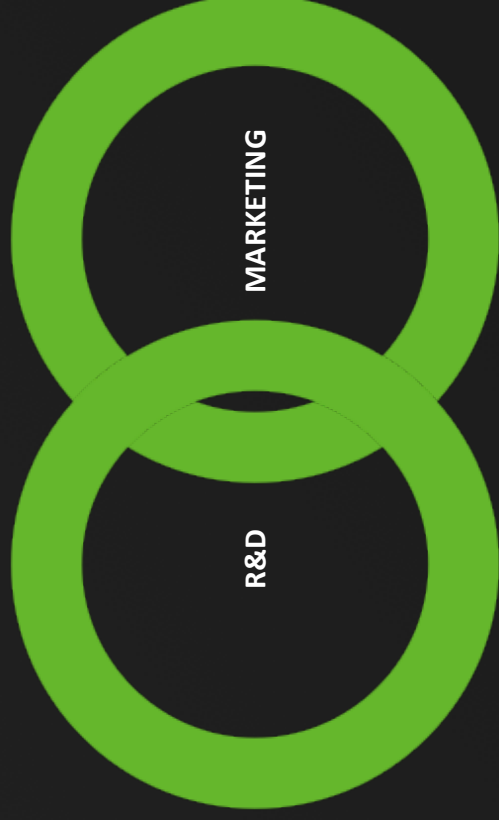


In real life

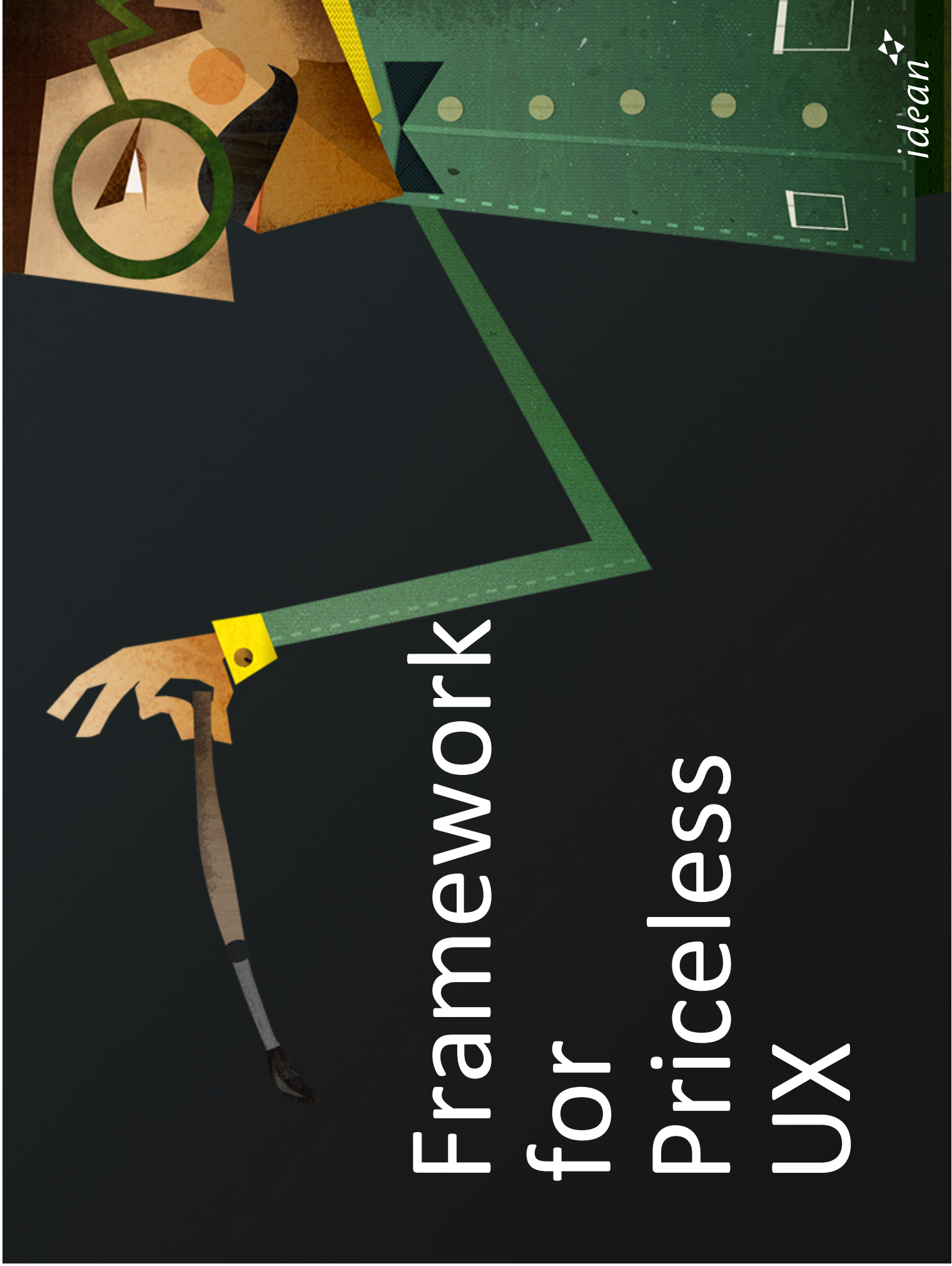


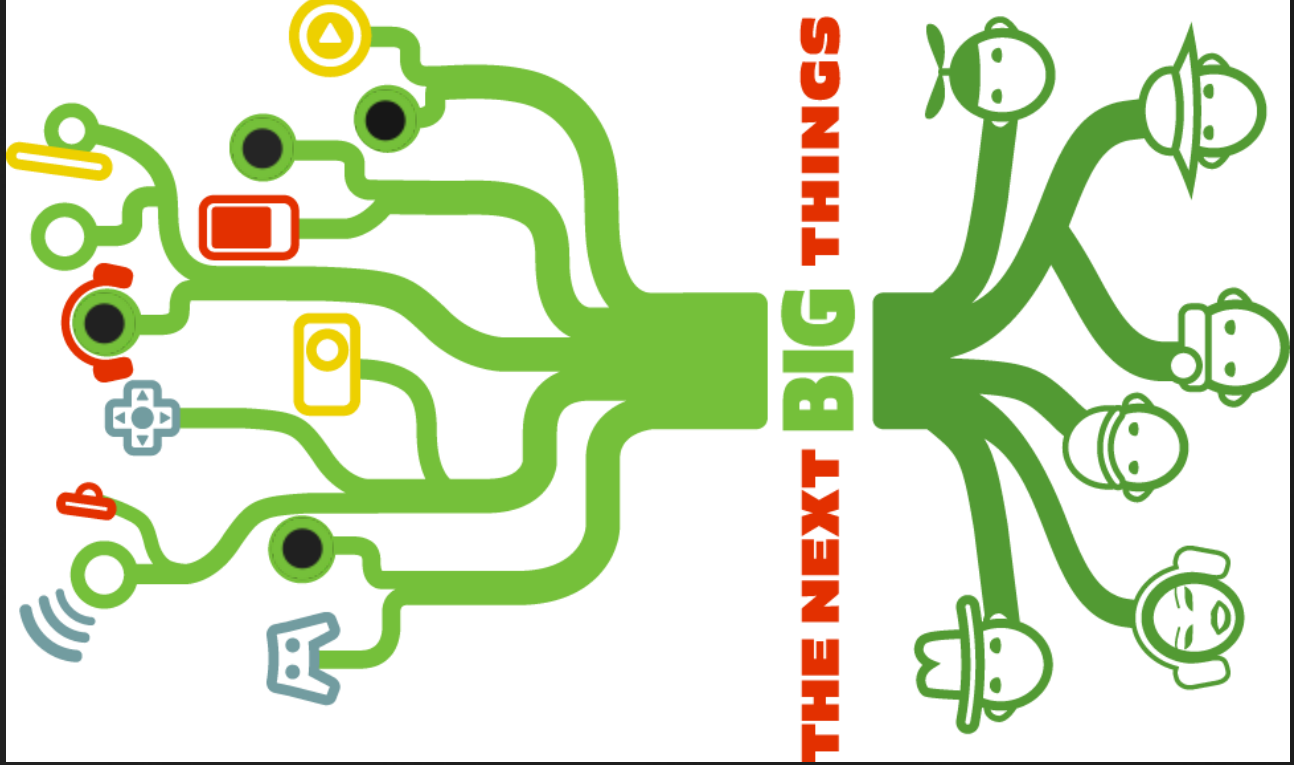
So,
This is why so there
are so many bad
products out there.

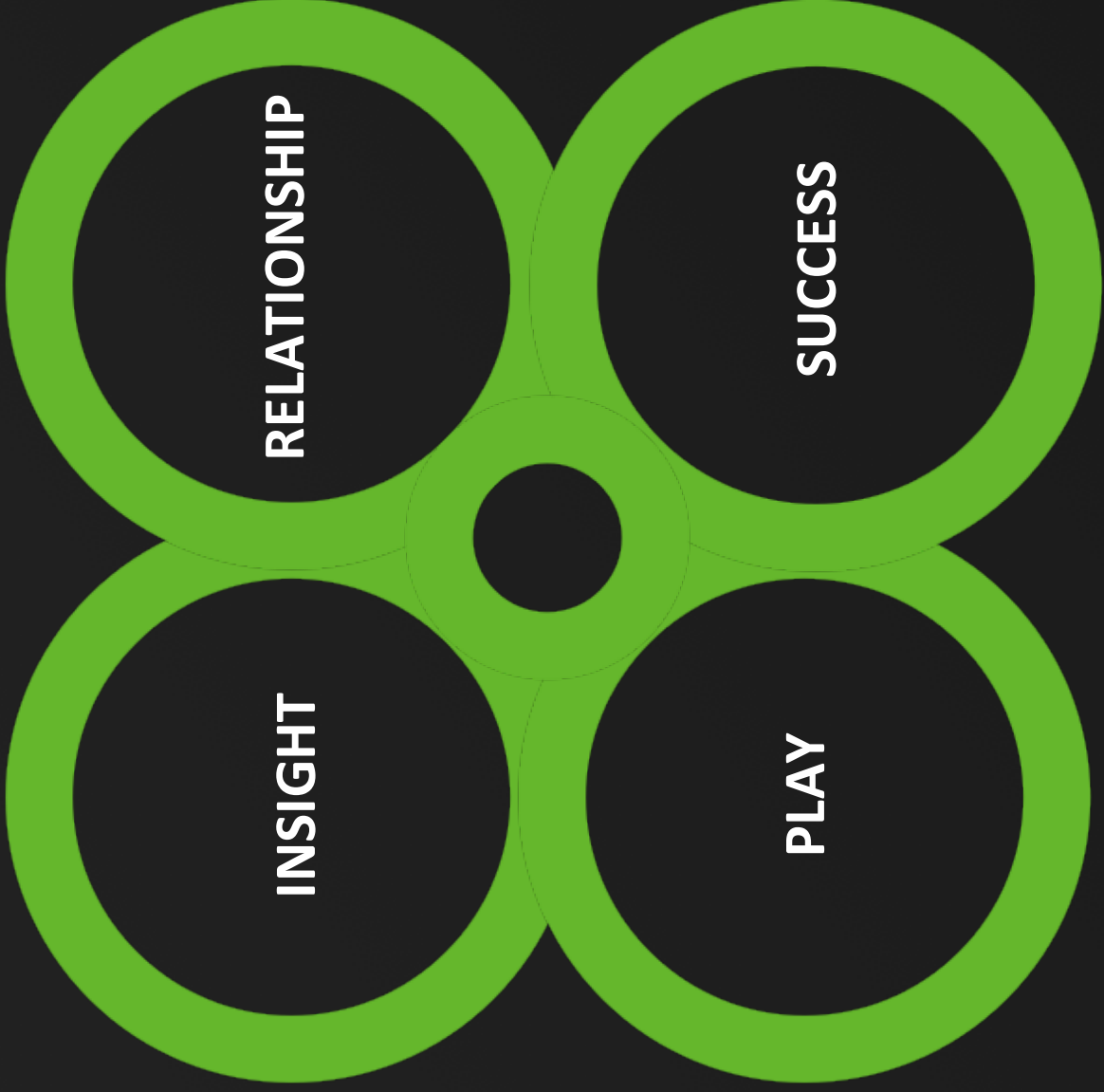
Let's Marry!

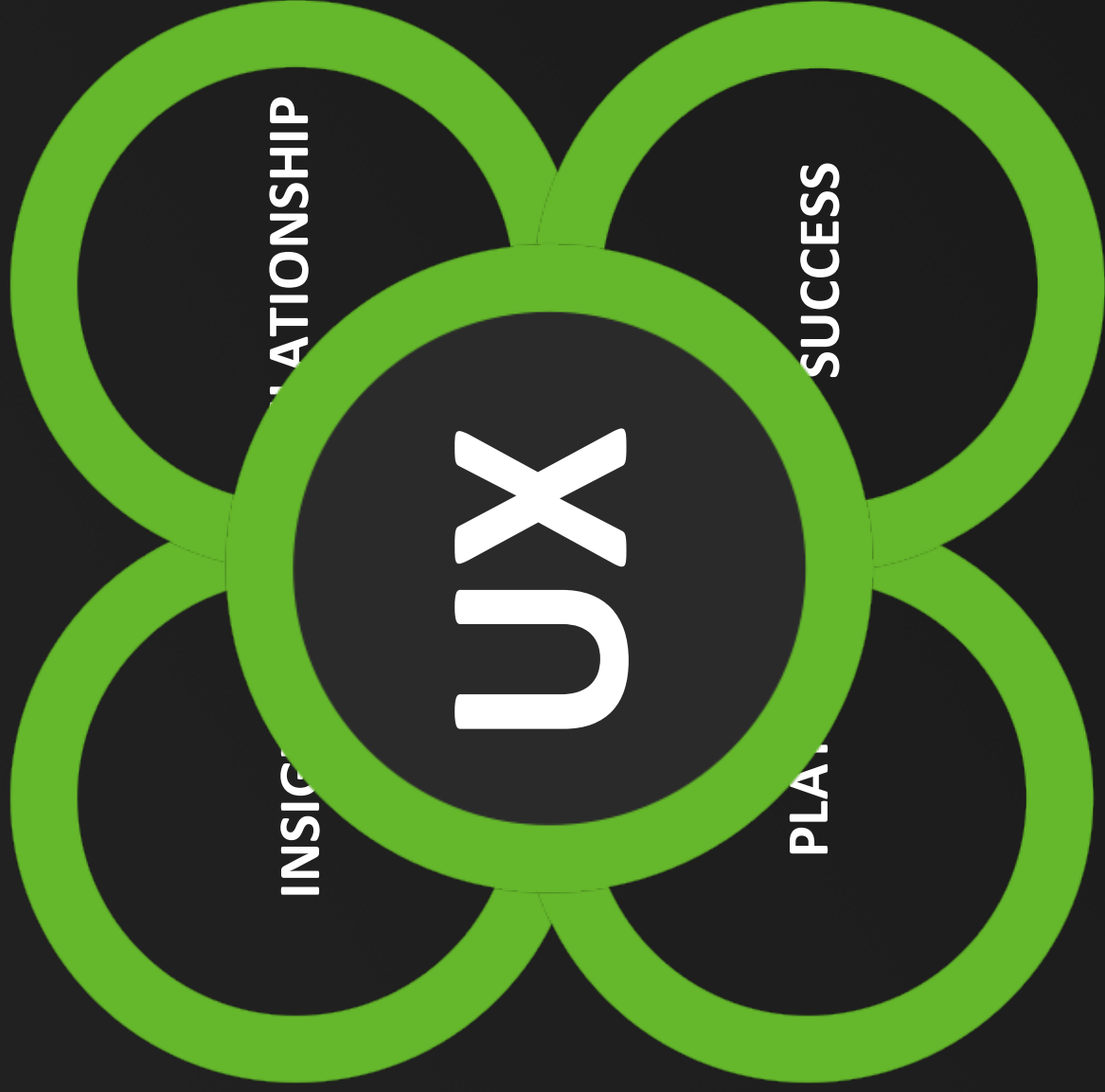


Framework for Priceless UX



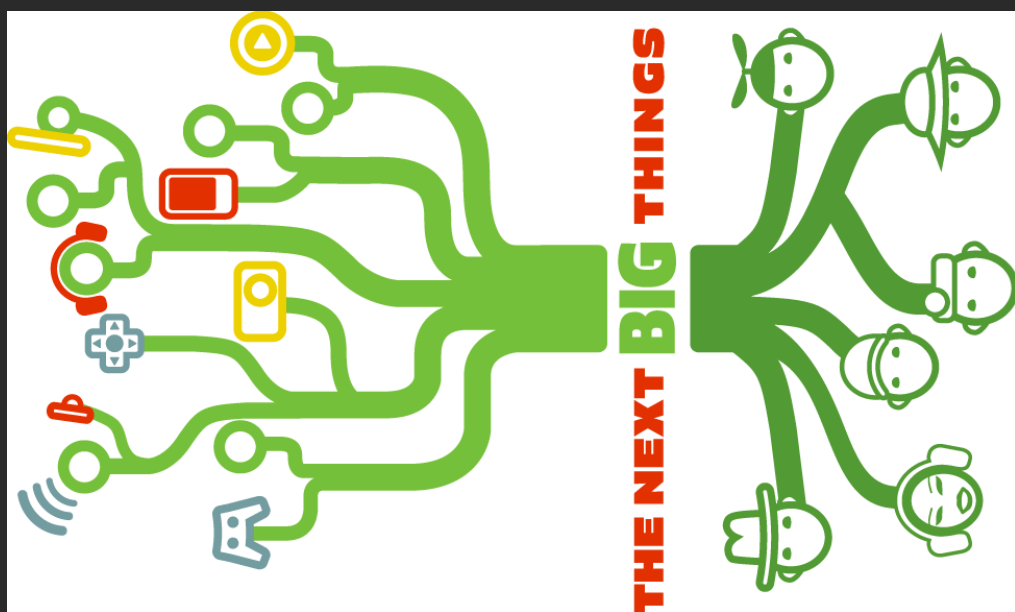








UP



User Experience Driven Brand

*“Is non-rational dialogue
between consumer and your
product.”*

*“Is based on emotion, intuition
and respect”*



UXB MEANS
More Sales
More Efficiency

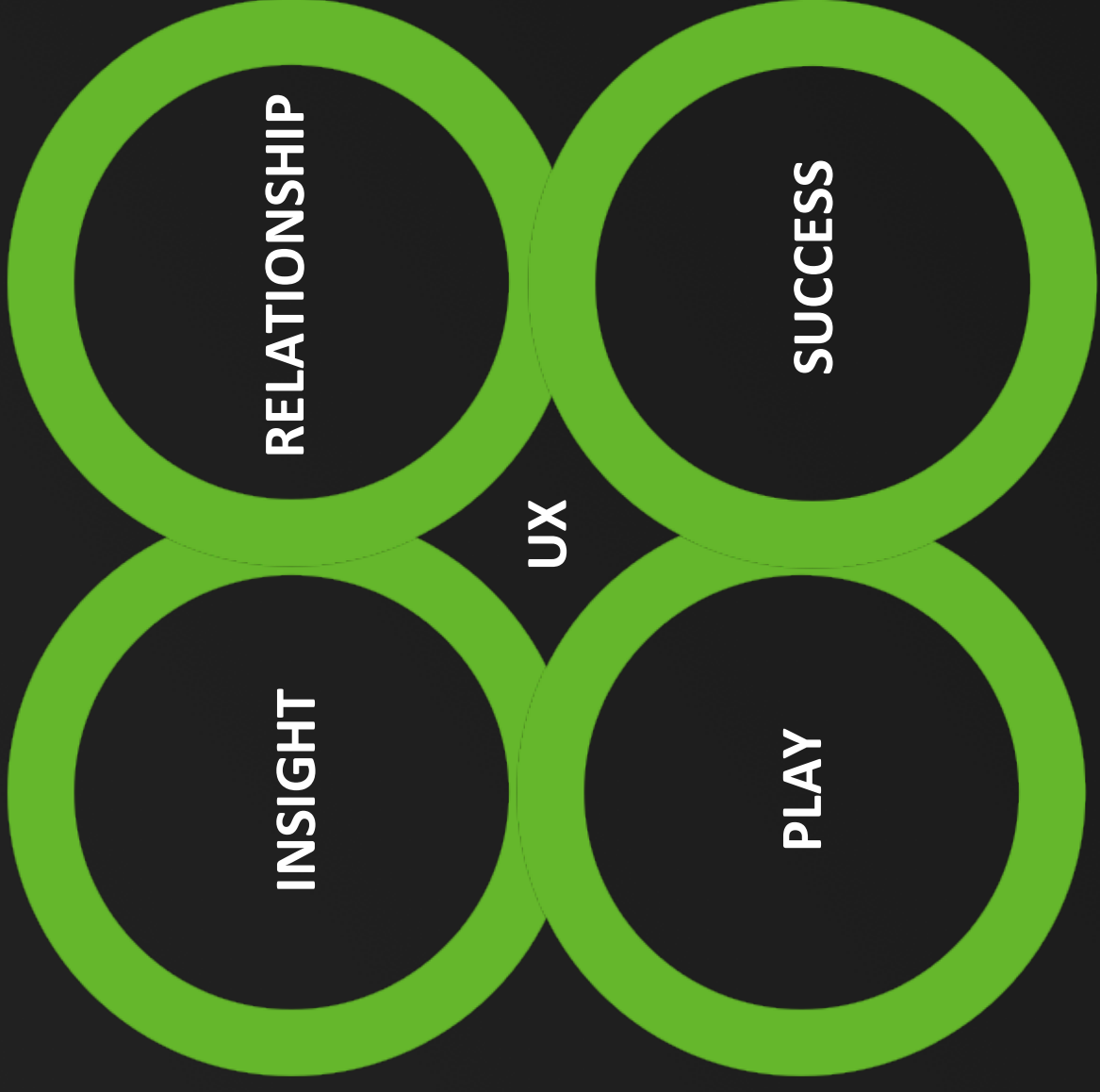
Case from the outer space



Case: Mining drill UX



For them Brand was just a
logo sticker added to a
machine



INSIGHT



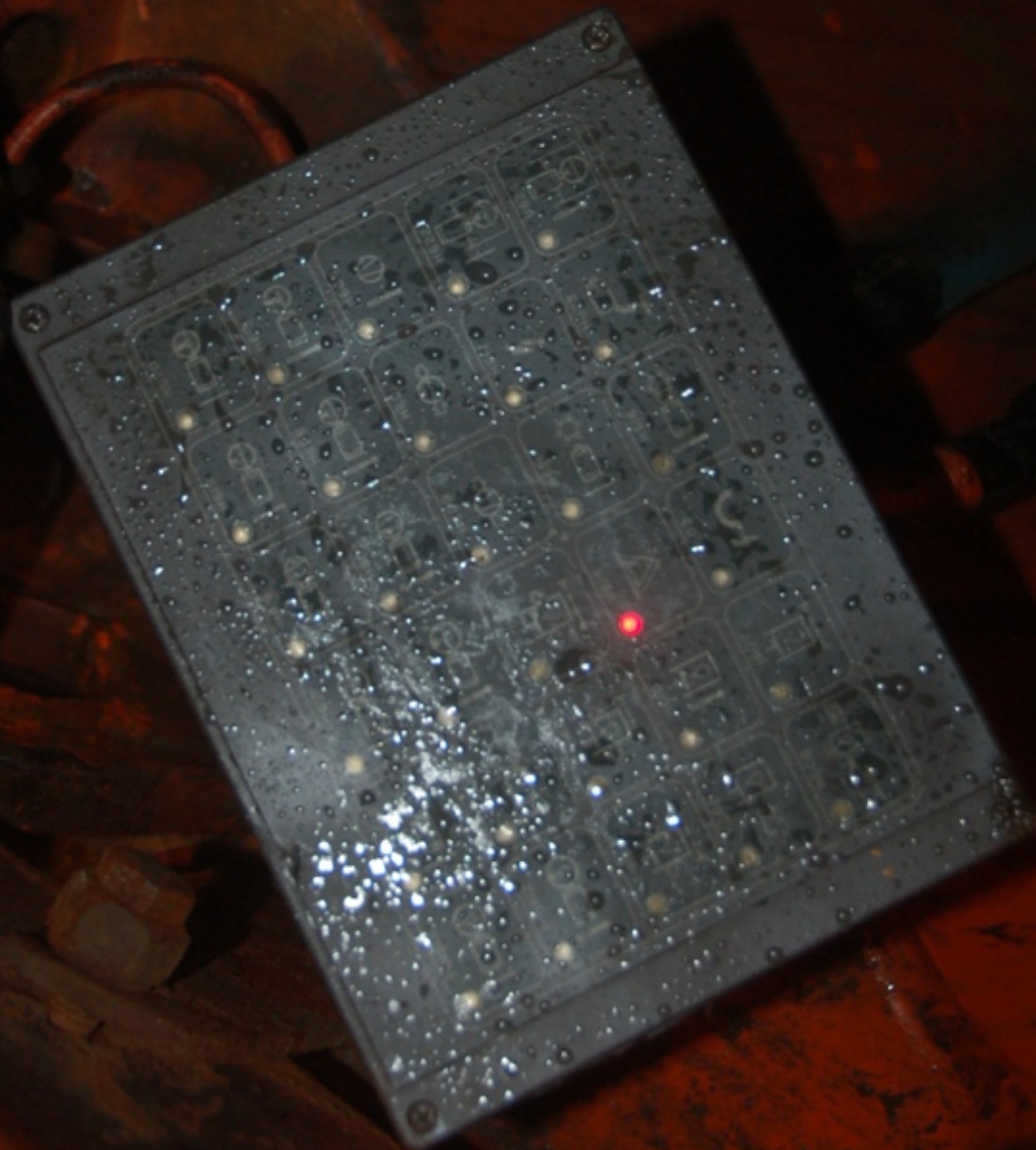
INSIGHT



INSIGHT



INSIGHT



INSIGHT



RELATIONSHIP

SCREEN 1:
6 INCH



5 key hw input

SCREEN 2:
TOUCH
15 INCH

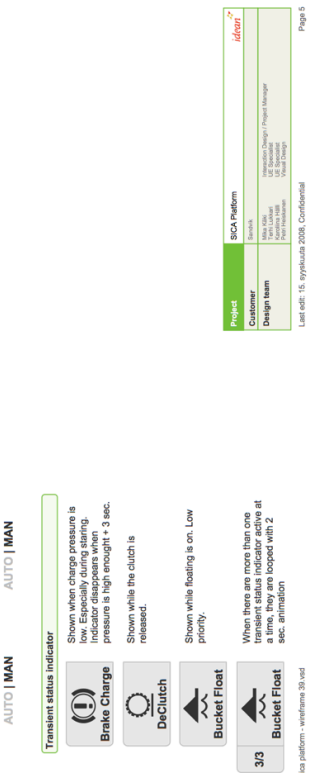
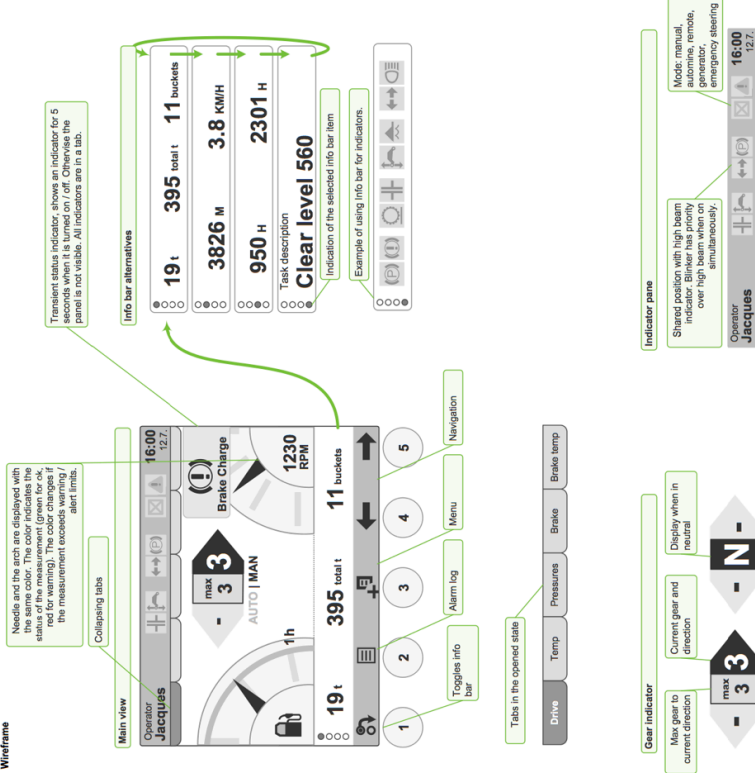
SCREEN 3:
TOUCH PDA

SCREEN 4:
WEB

RELATIONSHIP

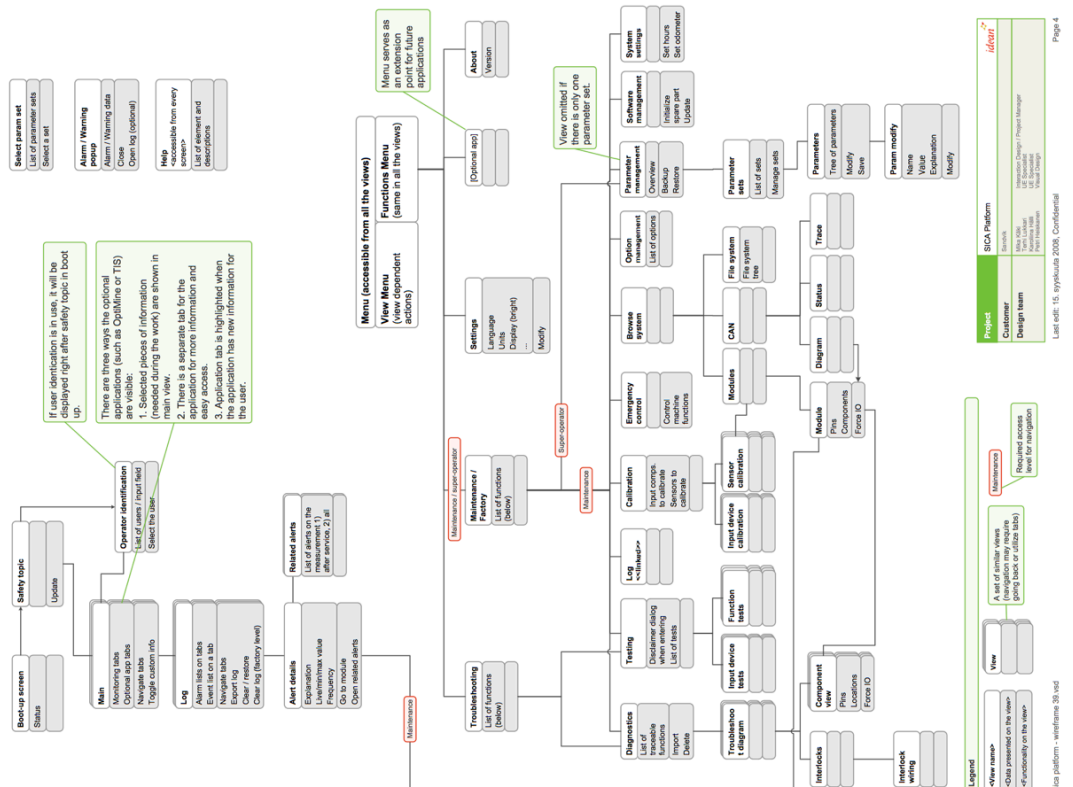
Loaders - Main

Wireframe

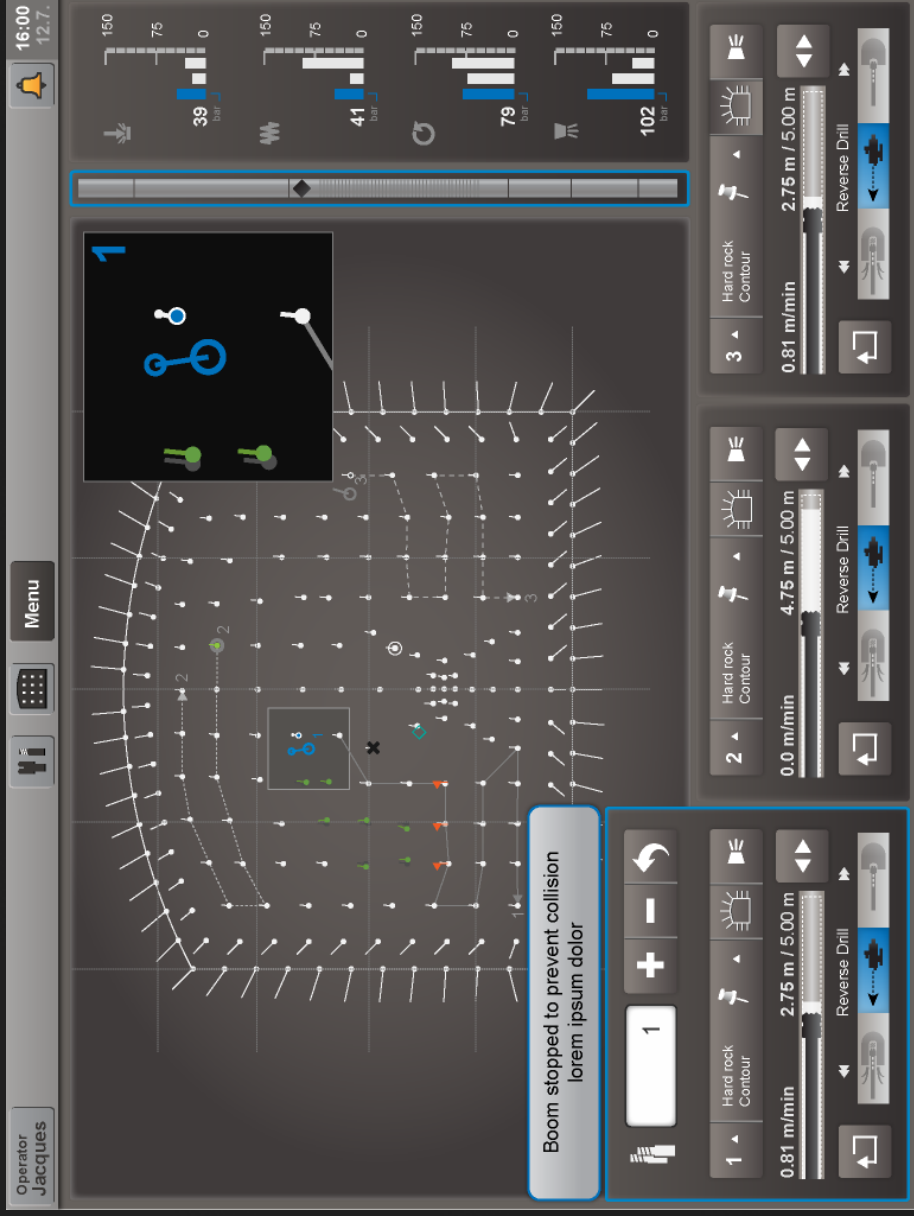


Navimap

Wireframe



PLAY



SCREEN 1: 6 INCH

SCREEN 2: TOUCH 15 INCH



PLAY



Operator Jacques

Production area Tunnel 20

Menu

Machine Machine002

A top-down map view of the tunnel construction site. The map shows a network of paths with various icons representing machines and their status. A vertical progress bar on the left side of the map shows percentages from 50% to 600%. The map includes a scale bar at the bottom with markers at 200m, 400m, 600m, 800m, and 1000m. A zoom control is located at the bottom left of the map.

19 t 395/500 total t 12 buckets

Mission: Tonnage target



07:28 13.11

Operator Jacques

Production area Tunnel 20

Menu

Machine Machine002 - Auto-view

A detailed map view of the tunnel construction site, similar to the one in the previous block. It includes a pop-up window for 'Machine002' with the following details: Name: Machine002, Operator: Jacques, Mission type: Continuous, Demarcation: Dump/Point, and a '2 alarms' indicator. The map shows machine paths and a scale bar from 100m to 400m. A status bar at the bottom right displays '19 t 395 total t 12 buckets' and 'Mission: Continuous'.

19 t 395 total t 12 buckets

Mission: Continuous

SUCCESS



Delivered: UI DESIGN



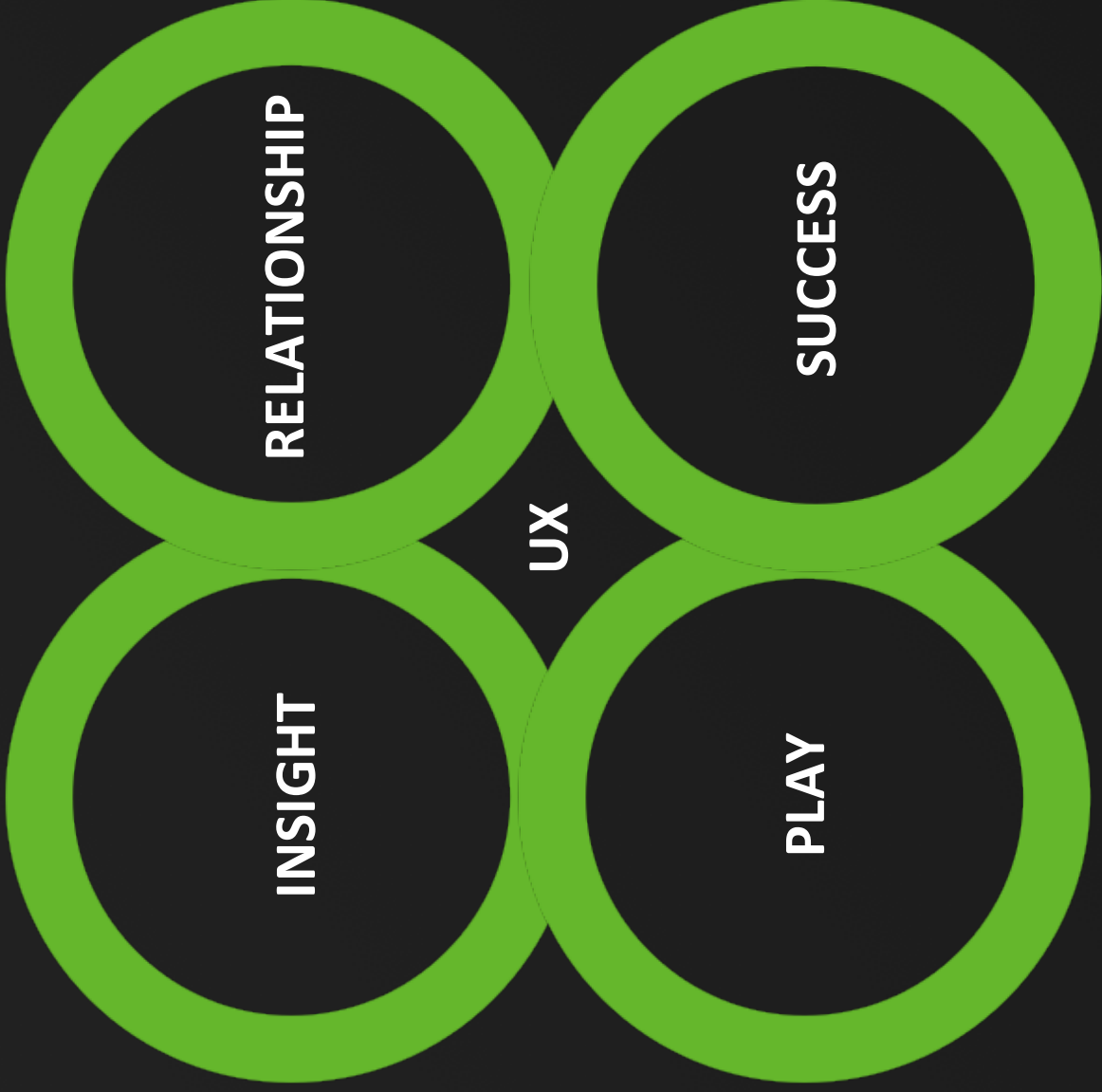
What they sell is UX



More Sales More Efficiency

What you can do today?







INSIGHT

*Observe your customers. They
love being part of you R&D. They
WANT your brand to be awesome*

*Your UX team needs to understand
your business. They imagine your
product.*

Make them want your product.

Touch their soul.



Identify your touch points.

Create a dialogue between your product and customer.

Make them enjoy.

Make it intuitive. Make it simple.

Respect. It's a two way communication. Listen feedback.

Talk back.



Work with multidisciplinary team.

Always.

Ask why.

*Get inspired. Be curious with you
product. Learn how to bring ideas
alive and to select best ones.*

*To win the game you need the best
talent: how one reacts to time and
space.*



Bring UX to agenda of management teams and boards.

Make design be responsible but also allow them to be in charge.

It is an investment, not a cost.

Yes, you can measure value of UX.

Does it sell more? Or make users more efficient? More engaged?

Building UX means building a Brand



UX is a Signal System for CEO





Thanks!

Questions?

jesse@idean.com



Life is too short
for crappy UX!



Kiitos, tack, Thank
You