




Connecting with Developers to Expand UX Influence



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SAP User Experience
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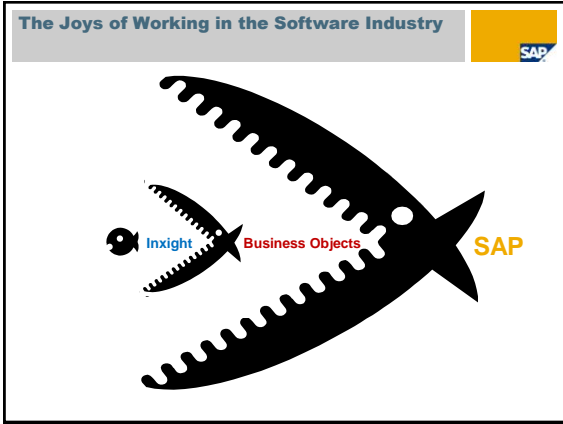
THE BEST-RUN BUSINESSES RUN SAP™ 

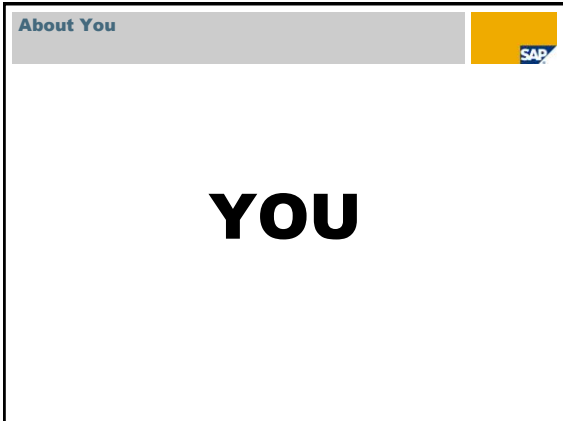
A Quick Note 

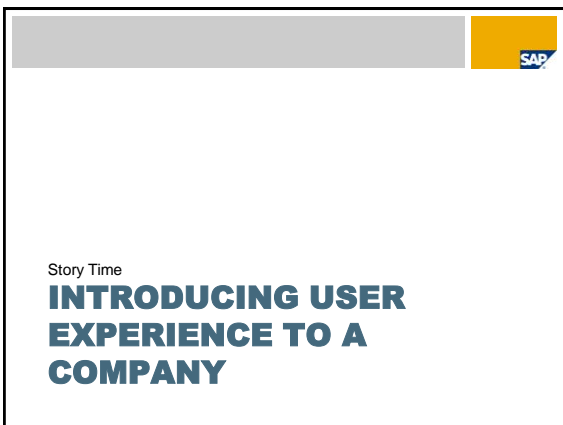
These slides have changed since the conference materials were printed.
You can download them from:
<http://www.natashascorner.com/upaboston09/slides.pdf>
(will be uploaded later today)

About Me 

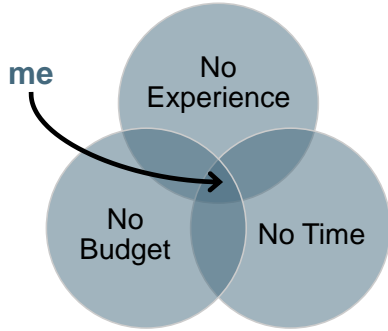




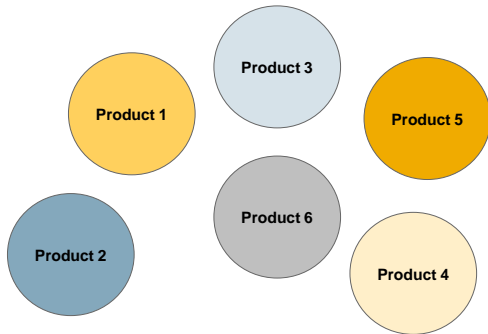




Challenge #1: Limited resources



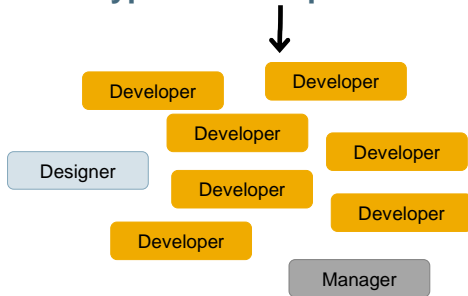
Challenge #2: Many products, no single vision



Challenge #3: Developers and designers speak different languages



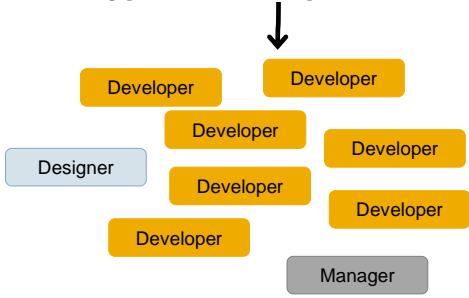
a typical development team



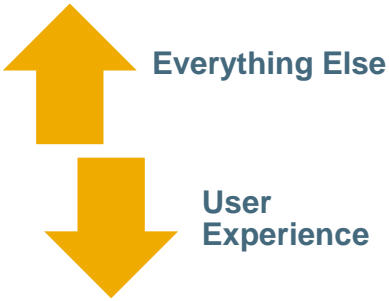
Challenge #4: UX is not part of the development process



a typical development team



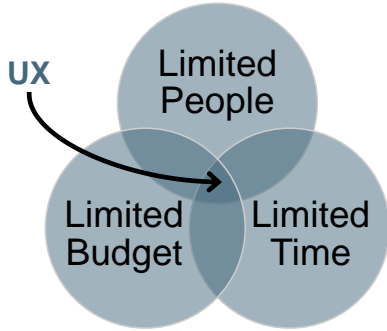
Challenge #5: UX is a low priority



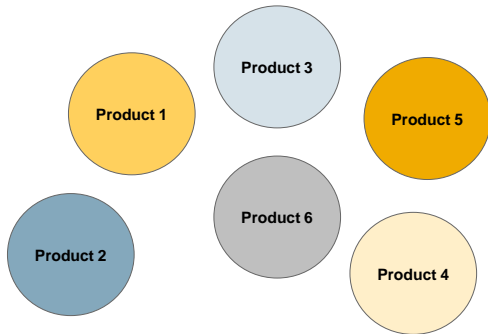
Story Time

WORKING ON A USER EXPERIENCE TEAM AT A COMPANY

Challenge #1: Limited resources



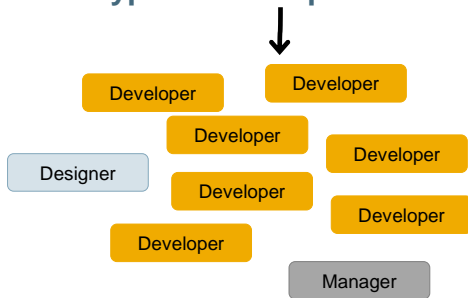
Challenge #2: Many products, no single vision



Challenge #3: Developers and designers speak different languages



a typical development team



Challenge #4: UX is a low priority



Everything Else

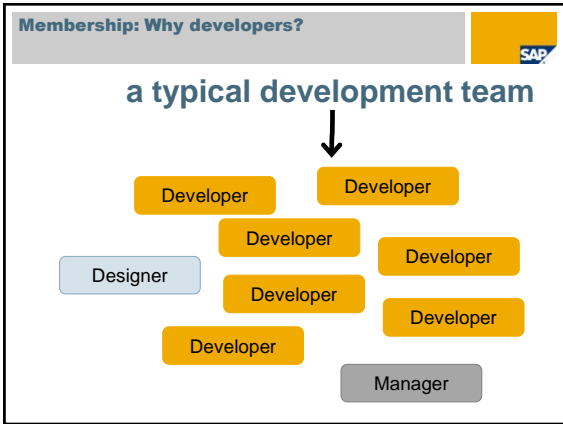


User Experience

WHAT ARE SOME UX CHALLENGES YOU FACE AT YOUR COMPANY?


Case Study

CREATING A USABILITY SPECIAL INTEREST GROUP




- Usability Group Goals**
- Discuss usability concerns from the representative projects
 - Analyze the usability of key features in our products
 - Evaluate product and corporate style guides as they're developed
 - Maintain a repository for UI code and resource sharing
 - Share good and bad usability experiences
 - Promote and implement good usability practices in representative projects

- What we actually do**
- Product demos and reviews** (both internal and external)
 - Book discussions**
 - Designing the Obvious
 - Don't Make Me Think
 - Getting Real
 - About Face 3
 - Conference debriefings**
 - UX topic presentations and discussions**
 - User Research
 - Accessibility
 - Visual Data Analysis
 - Other relevant topic discussions**
 - Learning from Failure
 - Project management techniques and methods



Member Testimonials

SO WHAT HAVE WE ACCOMPLISHED?




The group has **opened my eyes** for my development work. Not only has it allowed me to **bring back ideas** from other members of the group, it has taught me **valuable skills** such as executing a usability study, but has also influenced how I approach working together with a team. This group helped me realize the power a team can have when its members work together.

Software Development Manager




I think most developers are accustomed to making all sorts of UI design decisions without actually having any training in the field. This group helps ensure that developers are **aware of design issues** and are more willing to **reach out for help**.

Software Development Engineer




This group provides greater engagement to those participating, as we are learning more about usability, and **getting better at our jobs**. It also improves the connection between the developers in the different teams, which means **easier access to each other's skills** and competencies as we do our jobs.

Senior Software Development Engineer



As participants are from different project groups, the group discussions induce a **common, up-to-date vision** regarding UI design which makes it easier when working on the UI design as a team.

Software Development Engineer



Having a relatively informal group like this allows people to share their ideas, learn new technologies and trends which in turn **make work more interesting**.

Senior Technical Writer

UX Challenges



- ✓ Limited resources
- ✓ Many products, no single vision
- ✓ Developers and designers speak different languages
- ✓ UX is not part of the development process
- ✓ UX is a low priority

All this, without requiring any major organizational changes.

Lessons Learned

HOW TO ENGAGE DEVELOPERS


1

ASSUME THAT DEVELOPERS CARE ABOUT USER EXPERIENCE



2

ENCOURAGE AND FACILITATE OPEN COMMUNICATION



3

BECOME A TEACHER




4
LEARN TOGETHER

5
**GET IN TOUCH
REGULARLY AND OFTEN**

Take Action
**START YOUR OWN
DISCUSSION GROUP**

1

LIMIT GROUP MEMBERSHIP AND MAKE IT A PRIVILEGE



2

KEEP TOPICS RELEVANT TO DEVELOPERS



3

BE FLEXIBLE AND OFFER A VARIETY OF TOPICS



4
GET EVERYONE TO PARTICIPATE

5
ASK FOR A COMMITMENT

**IT TAKES SOME EFFORT
BUT HERE IS WHAT YOU
GET**
