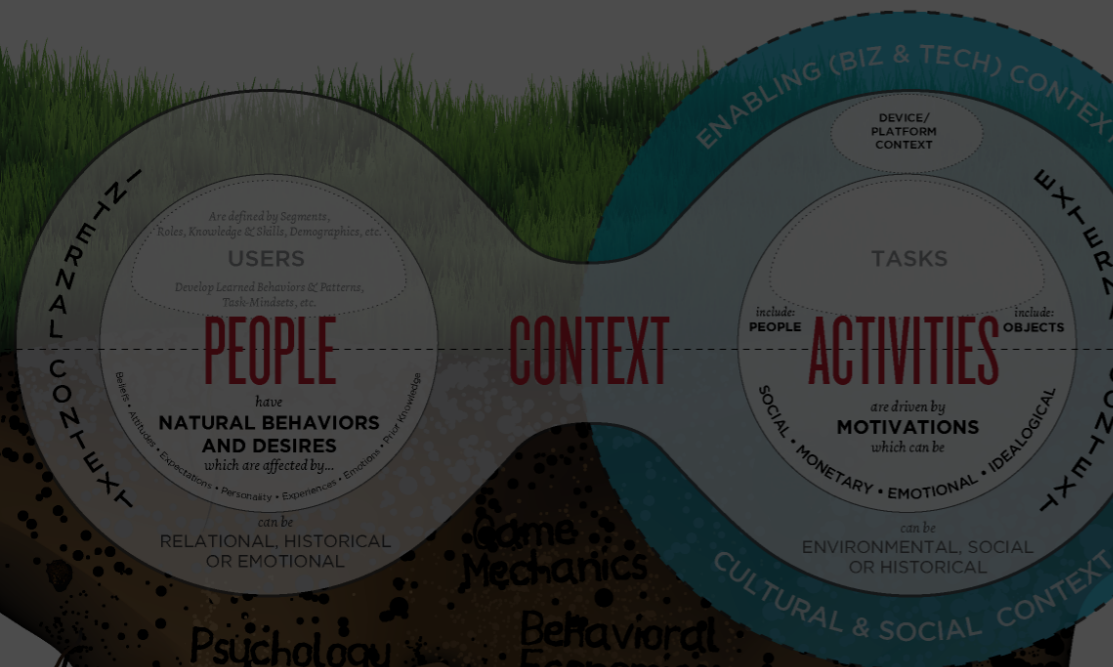


ing for experiences is fundamentally about people, their activities, and the context of those activities...”

## EXPLICIT CONSIDERATIONS



great experiences are  
ed with insights into  
s, desires, emotions,  
social patterns, beliefs  
eeper considerations.

# How to Think with Pretty Pictures:

# DEMYSTIFYING CONCEPT MODELS

Stephen P. Anderson

This started as a simple phrase to explain what it is we do when we design for experiences: We care about people, their activities and the context of those activities. Whether designing a Web application or a new office building, simply ask: Who are the people we are designing for? What is the activity (or activities) they are trying to do? And what are the contexts in which they are trying to operate? And 'people' can be an individual or group.

People refers to us (as individuals or like groups) and the things that make us who we are, independent of any activities. This includes learned and natural behaviors (which may or may not be verbalized) as well as related systems, prior experiences, emotions, personality and more. In respect to specific activities, we do assume roles such as user, producer, consumer, fan, stakeholder, partner or employee. But, in defining people by these roles, we lose a complete picture of the person.

A context describes things people do, and the things people do, might also include things that are not explicitly stated. For example, a context for entertainment might include a person's past experiences, social norms, and the time of day. In some cases, certain activities can be the same things people do in some way (with no explicit task, purpose).

Context here is defined as any information that might affect the activity being carried out by a person. It can be a physical environment, a social environment, or a historical context. Contexts are those things that are related to the activity, or the state, such as the environment of a job or a task. From this perspective, it is worth noting that the larger social and cultural context in which activities occur.

## HOW IS THIS USED?

- Exposes a model as it relates to the world
  - Illustrates the purpose of work
  - Provides some context for various activities and artifacts
  - Can be used to better integrate marketing and design research into technology efforts
  - Illustrates need to focus on both form and non-form focused work (eg. entertainment)
  - Quickly builds a shared understanding and practical application
  - Reminds technology and design work
- Hey, it's not what a Grand Unified Theory of Everything!



CHECK OUT  
THE POSTERS!

<http://www.poetpainter.com/thoughts/category/Models--Frameworks/>

## Curiositi

ATTENTION / PE

When teased with a s  
information, people

## Social Proof

PERSUASION

*We tend to follow the patterns of similar others  
in new or unfamiliar situations.*



To put people at ease or guide a decision, find creative ways to show social activity. This can be in the form of stats (favorited by, number of views, comments), good positive reviews/ testimonials, or by providing visibility into the actions or outcomes of other users'

See also: **Bystander Effect, Testi**

See also: **Pat**

56 cards (x 6,000)

1 “bonus” card

3 messaging cards

regular decks (52+2 cards)

sample packs (7-8 cards)

conference trading packs

high potential for error!



high potential for error!



Pull all of the  
"Juxtaposition"  
cards  
NO SHRINKWRAP!

**6,000**  
Bonus Cards

**5,000 sheets**  
This is the core product being sold.

**1 UNIQUE SET**  
Each set =

52 regular cards  
+2 "call to action" cards

*Sequence = Same sequence if you stacked Sample Packs A-G*

**5,000**  
Full Decks of Cards

**598 sheets**  
This is for conferences, where each attendee is given a set of the same 13 cards. But, not everyone is given the same card. To end up with 13 different cards, you have to trade with other attendees.

**52 UNIQUE SETS**  
Each set =

13 of the SAME card.

**2,392**  
Conference Trading Packs  
(52 unique sets x 46 of each)

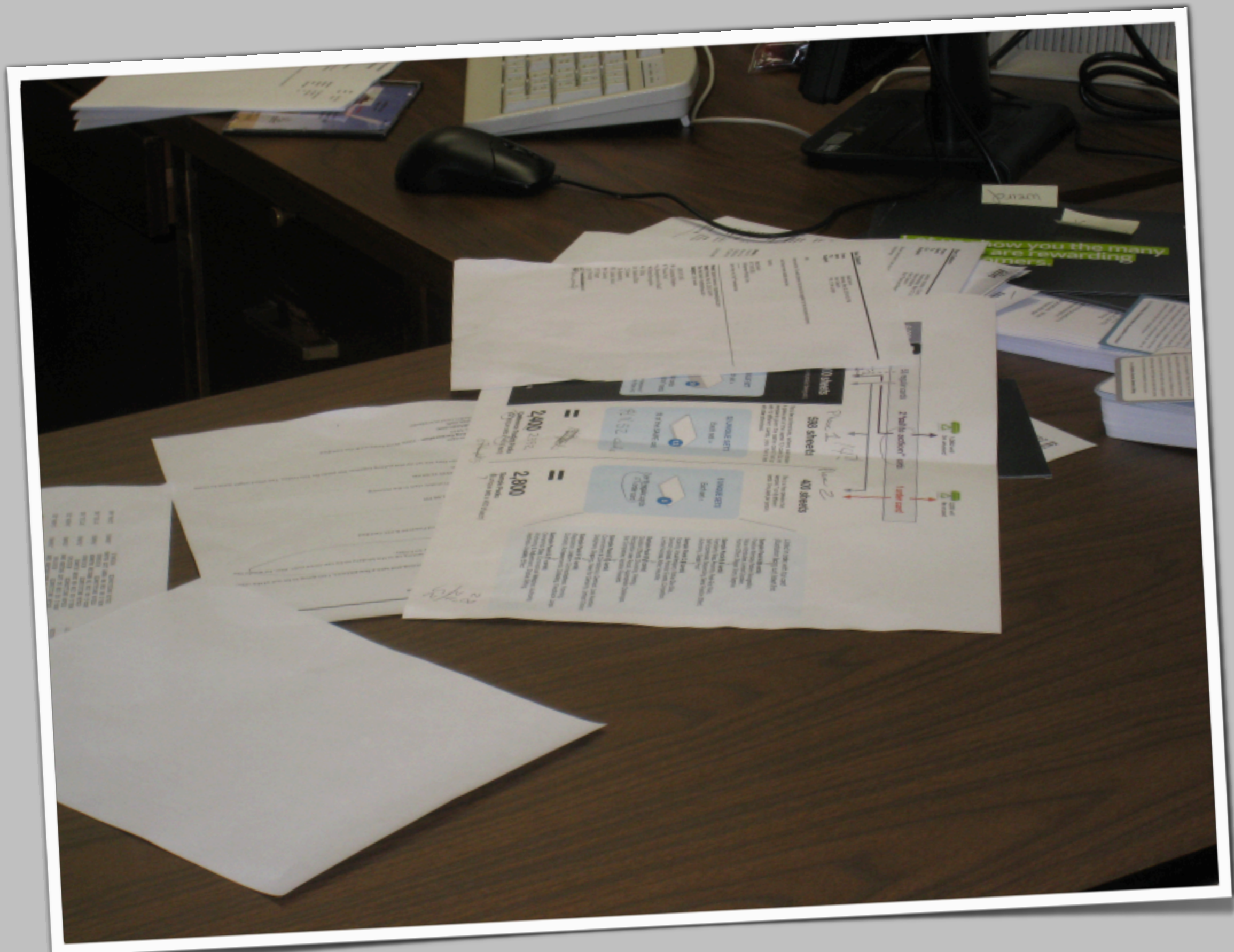
**400 sheets**  
This is a free preview that samples 7 (or 8) different cards. One pack per person.

**8 UNIQUE SETS**  
Each set =

7 (or 8) regular cards  
+ 1 order card


**2,800**  
Sample Packs  
(8 unique sets x 400 of each)

- Listed in order, with top card (illustration facing out) listed first.*
- Sample Pack A (8 cards)**  
Positive Mimicry, Pattern Recognition, Value Attribution, Limited Duration, Humor Effect, Trigger, Story, Surprise
  - Sample Pack B (8 cards)**  
Familiarity Bias, Proximity, Peak-End Rule, Self-Expression, Sequencing, Serial Position Effect, Autonomy, Social Proof
  - Sample Pack C (8 cards)**  
Scarcity, Visual Imagery, Status Quo Bias, Sensory Appeal, Periodic Events, Competition, Limited Access, Affect Heuristic
  - Sample Pack D (7 cards)**  
Duration Effects, Chunking, Priming, Recognition over Recall, Appropriate Challenges, Set Completion, Variable Rewards
  - Sample Pack E (7 cards)**  
Commitment & Consistency, Contrast, Loss Aversion, Delighters, Shaping, Need for Certainty, Limited Choice
  - Sample Pack F (7 cards)**  
Reputation, Uniform Connectedness, Framing, Curiosity, Achievements, Collecting, Feedback Loops
  - Sample Pack G (7 cards)**  
Ownership Bias, Conceptual Metaphor, Authority, Anchoring & Adjustment, Status, Gifting, Aesthetic-Usability Effect





Use concept models to  
make sense of  
something complex.



600 Sec

Use G. loc nearby store count!



"Food"

up to 8 things

+ Lat/Lon  
+ Accuracy (10m - 500m)  
+ Search Term ("Food")  
What's there?  
(filtering stuff)

SAVE

"product"  
- Title  
- Lat/Lon

ALG.

+ Add in database stuff  
reorder Lat/Lon  
- Lat/Lon from base

① Location Manager  
{GPS, Wi-Fi, ?}  
Call Tr.

List your list with accuracy  
All fetched (store)  
- One App used  
- or cut change  
(keep to low, no prod)  
set

Sort by distance from LM  
Pick nearest

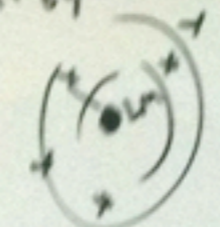
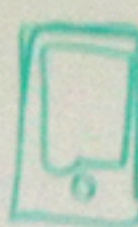
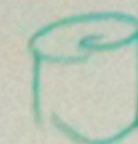
When should another query be fired off?  
- 10, list

Time  
Location

+ go down Add path

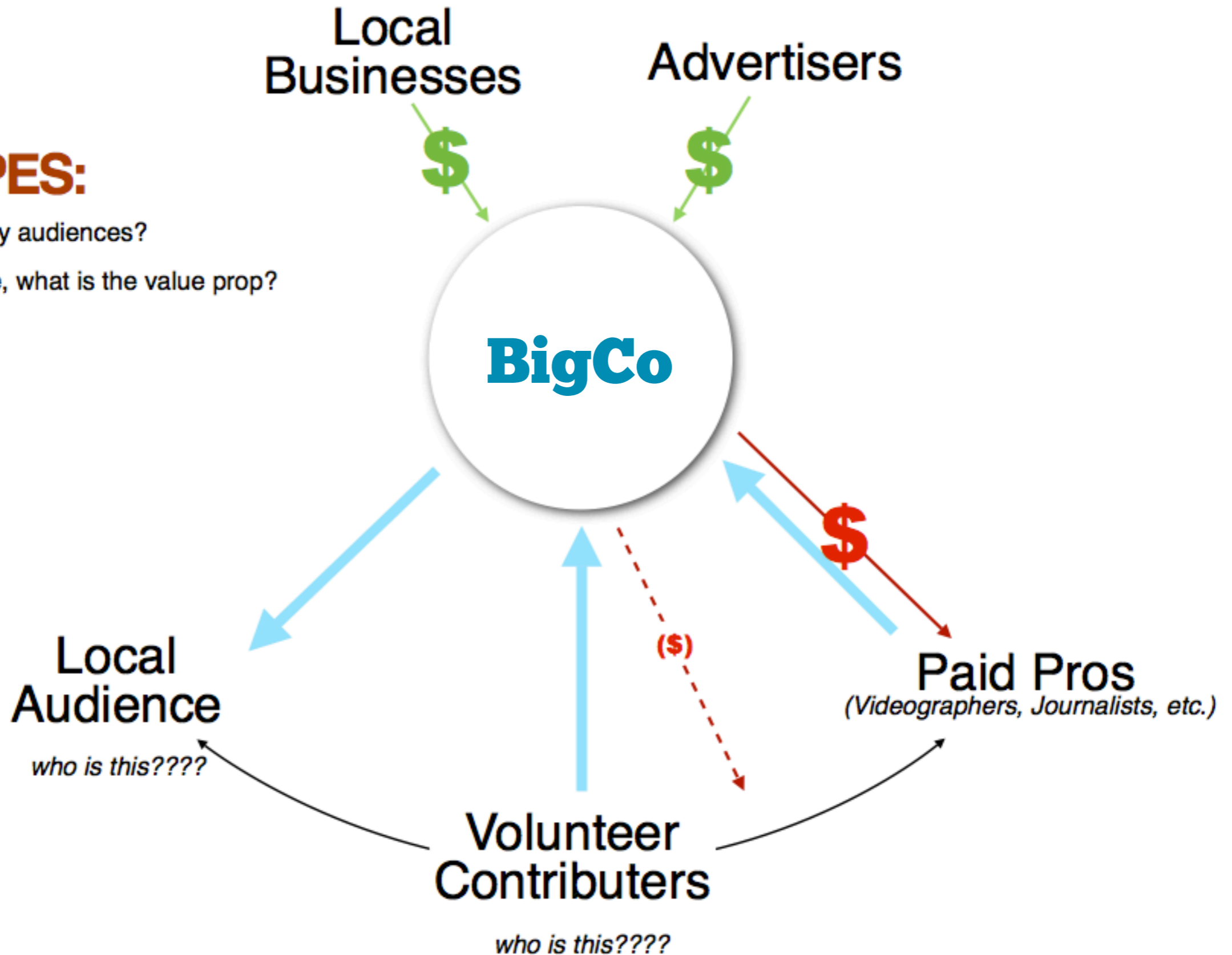
7

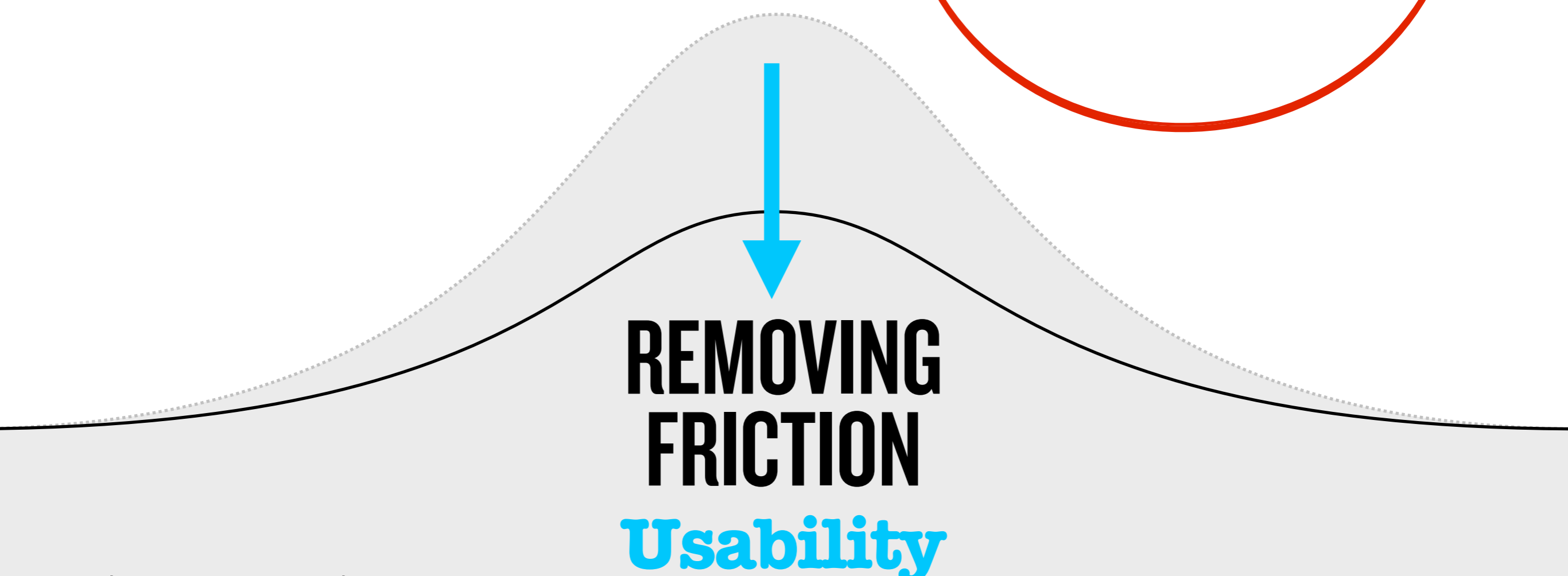
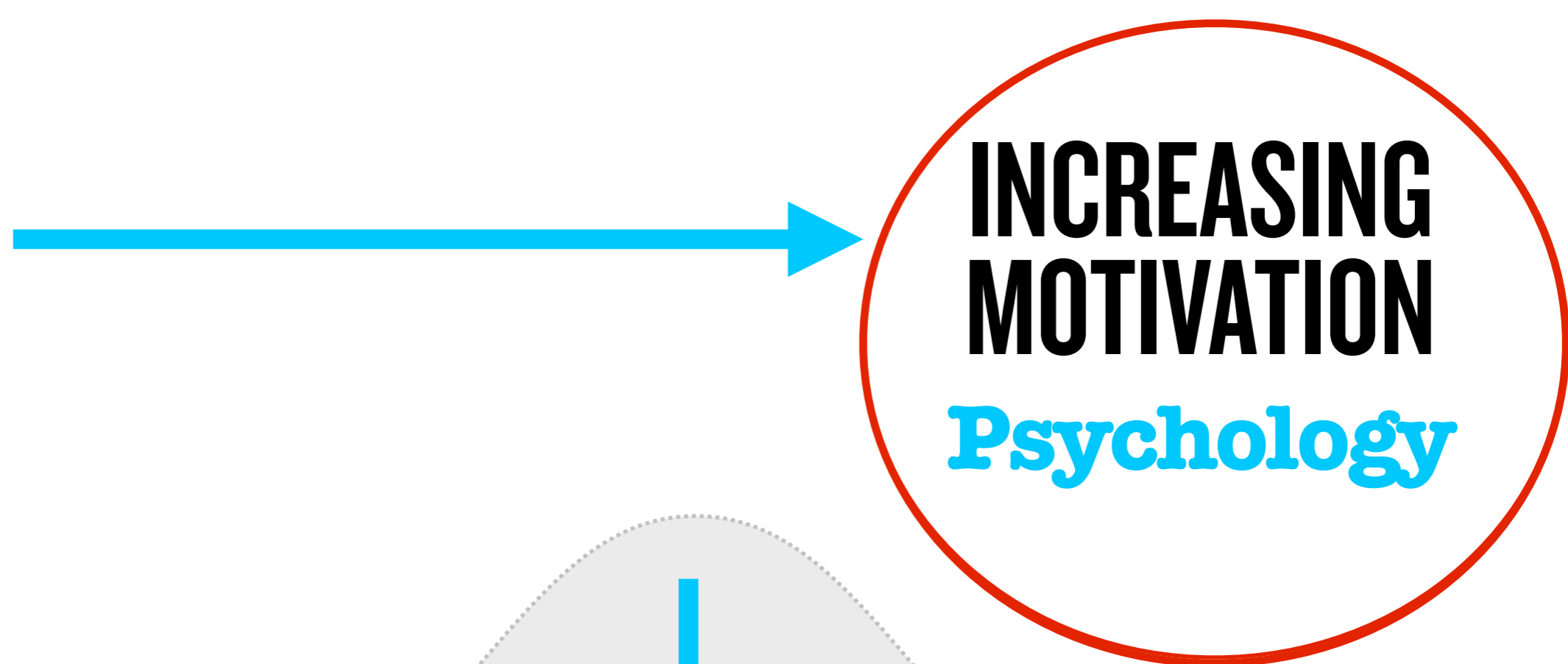
- Duration  
- Pick Accuracy Threshold 'y' meters =



## USER TYPES:

1. Are we missing any audiences?
2. For each audience, what is the value prop?





(Joshua Porter)





(concept models come in all forms!)

Why?

understand

inform

clarify

converse

reveal patterns

simplify

inspire

persuade

teach

capture attention

aid in recall



**Espresso**  
[e-spres-oh]



**Espresso Macchiato**  
[e-spres-oh mock-e-ah-toe]



**Espresso con Panna**  
[e-spres-oh kon pawn-nah]



**Caffé Latte**  
[caf-ay lah-tey]



**Flat White**



**Cafe Breve**  
[caf-ay brev-ay]



**Cappuccino**  
[kap-oo-chee-noh]



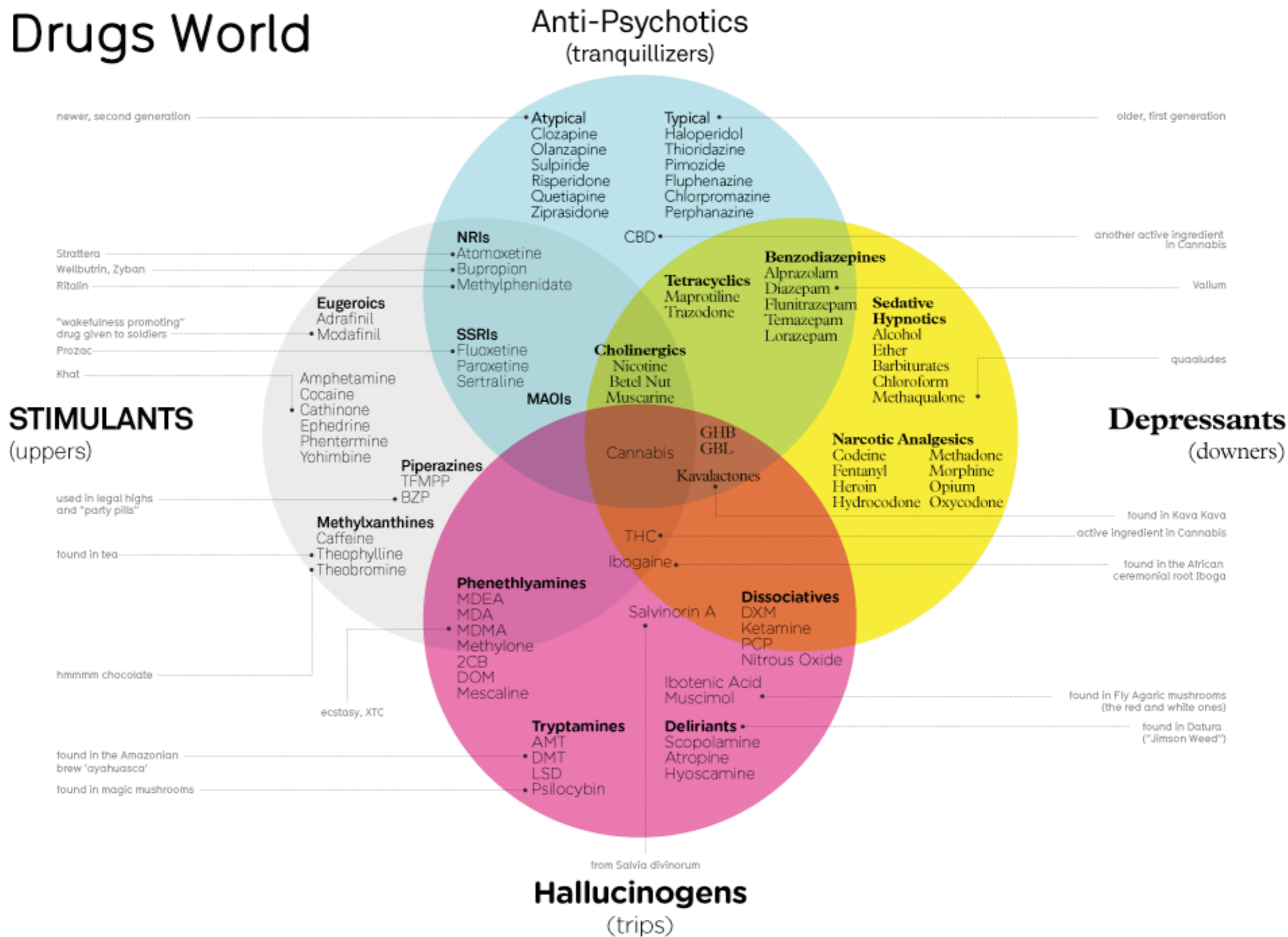
**Caffé Mocha**  
[caf-ay moh-kuh]



**Americano**  
[uh-mer-i-kan-oh]

Use concept models to **understand**

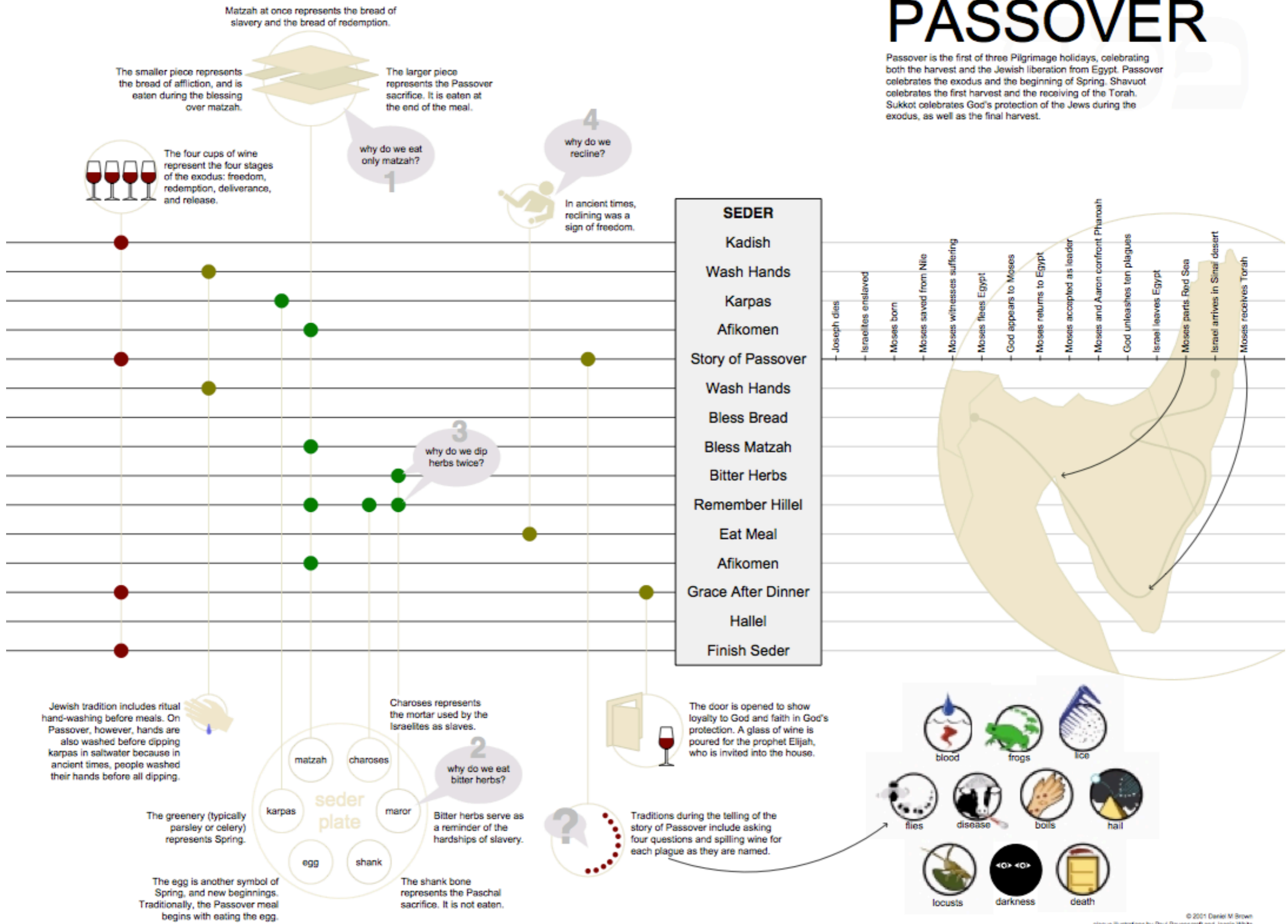
# Drugs World



Use concept models to understand

# PASSOVER

Passover is the first of three Pilgrimage holidays, celebrating both the harvest and the Jewish liberation from Egypt. Passover celebrates the exodus and the beginning of Spring. Shavuot celebrates the first harvest and the receiving of the Torah. Sukkot celebrates God's protection of the Jews during the exodus, as well as the final harvest.



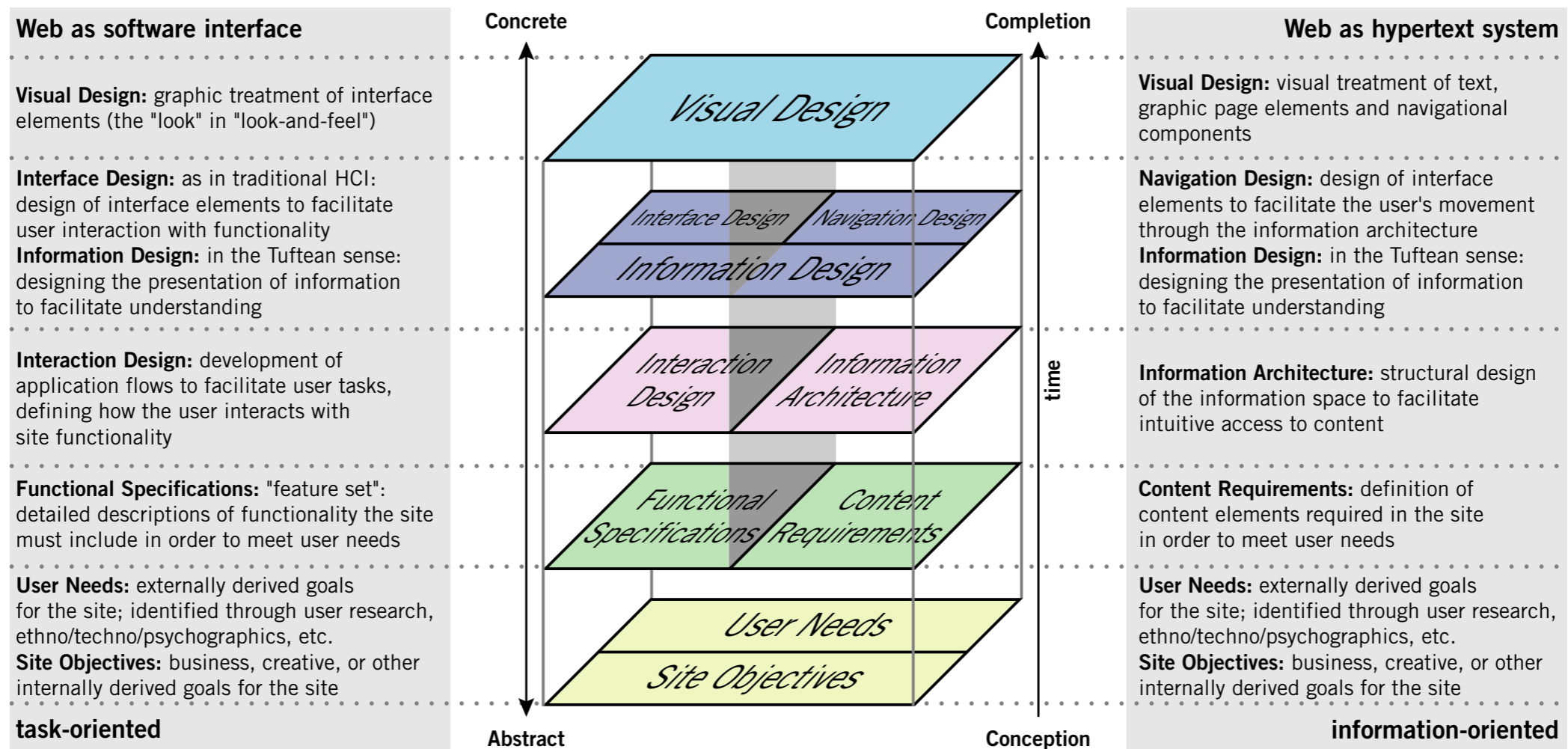
Use concept models to understand

# The Elements of User Experience

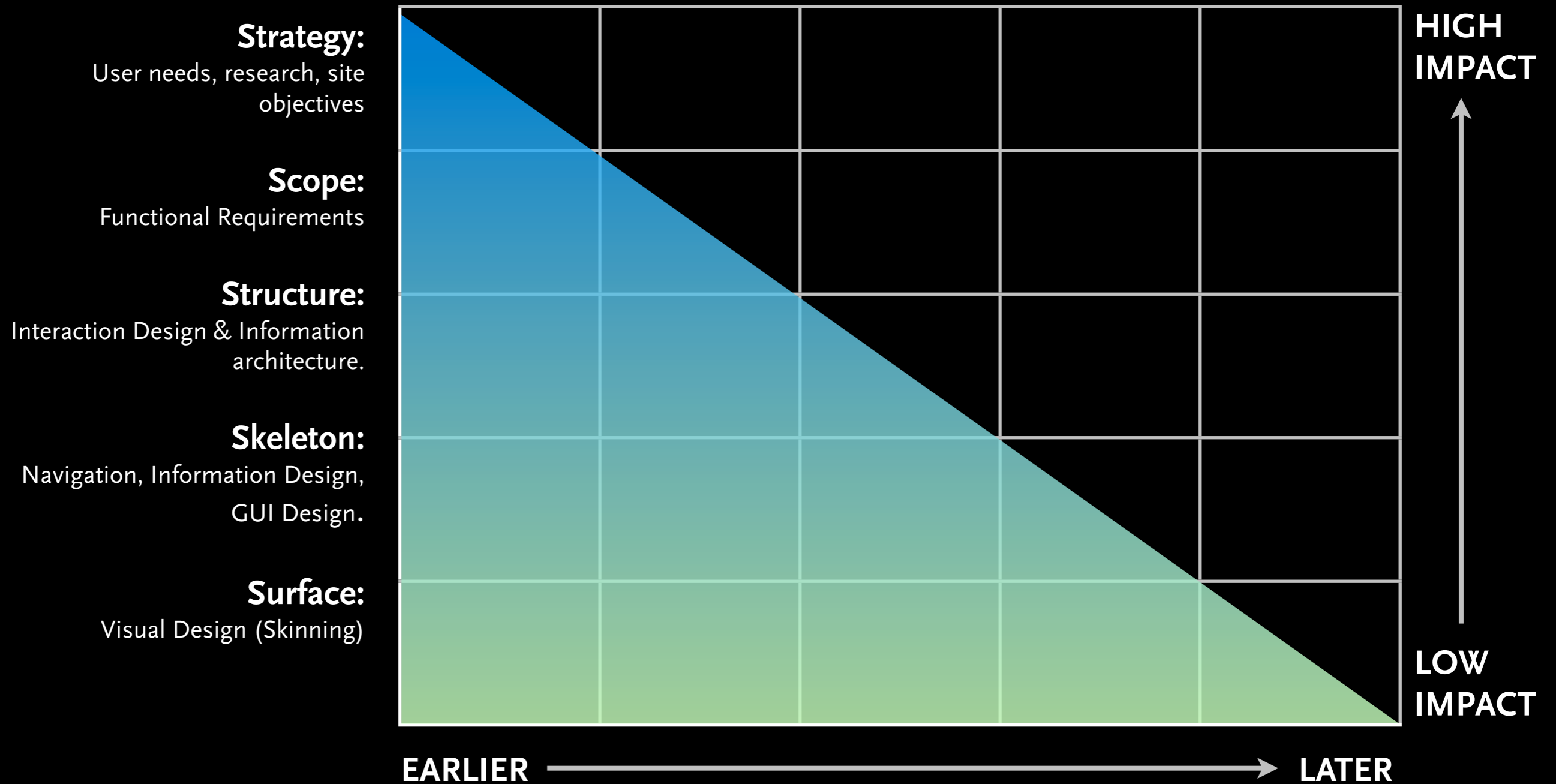
Jesse James Garrett  
jgg@jgg.net

30 March 2000

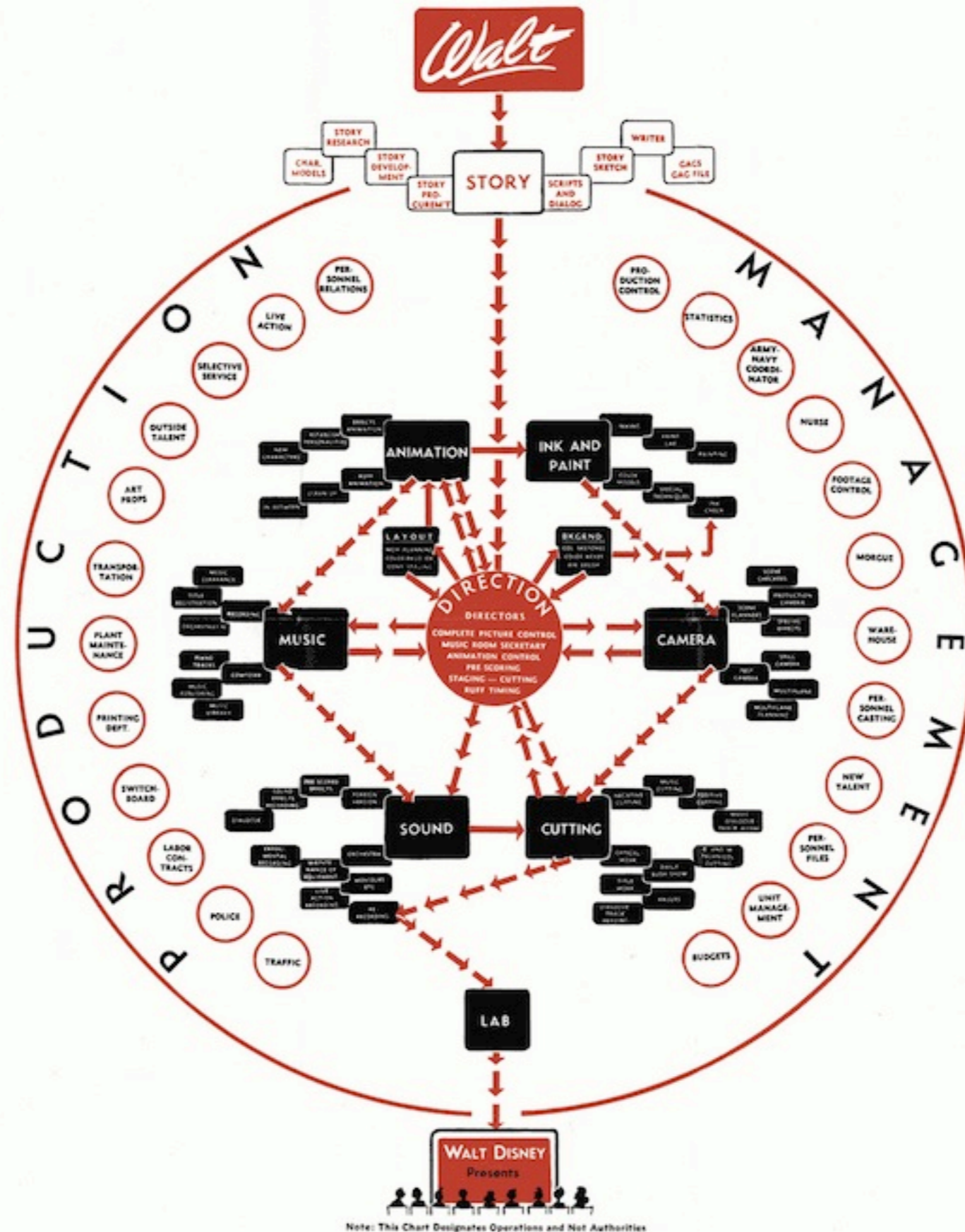
**A basic duality:** The Web was originally conceived as a hypertextual information space; but the development of increasingly sophisticated front- and back-end technologies has fostered its use as a remote software interface. This dual nature has led to much confusion, as user experience practitioners have attempted to adapt their terminology to cases beyond the scope of its original application. The goal of this document is to define some of these terms within their appropriate contexts, and to clarify the underlying relationships among these various elements.



**This picture is incomplete:** The model outlined here does not account for secondary considerations (such as those arising during technical or content development) that may influence decisions during user experience development. Also, this model does not describe a development process, nor does it define roles within a user experience development team. Rather, it seeks to define the key considerations that go into the development of user experience on the Web today.

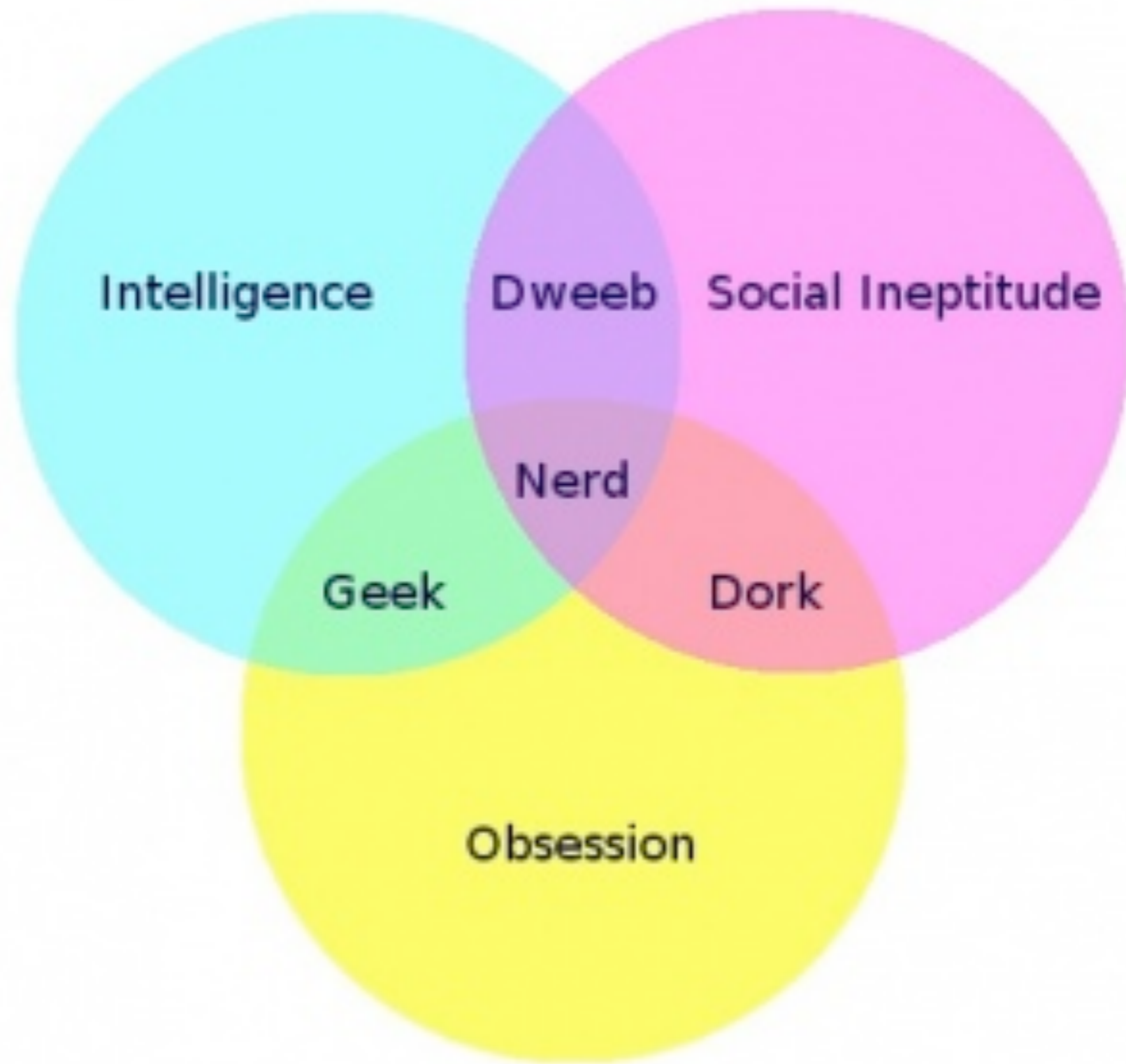


Use concept models to **inform**



Note: This Chart Designates Operations and Not Authorities

Use concept models to **inform**



Use concept models to **clarify**

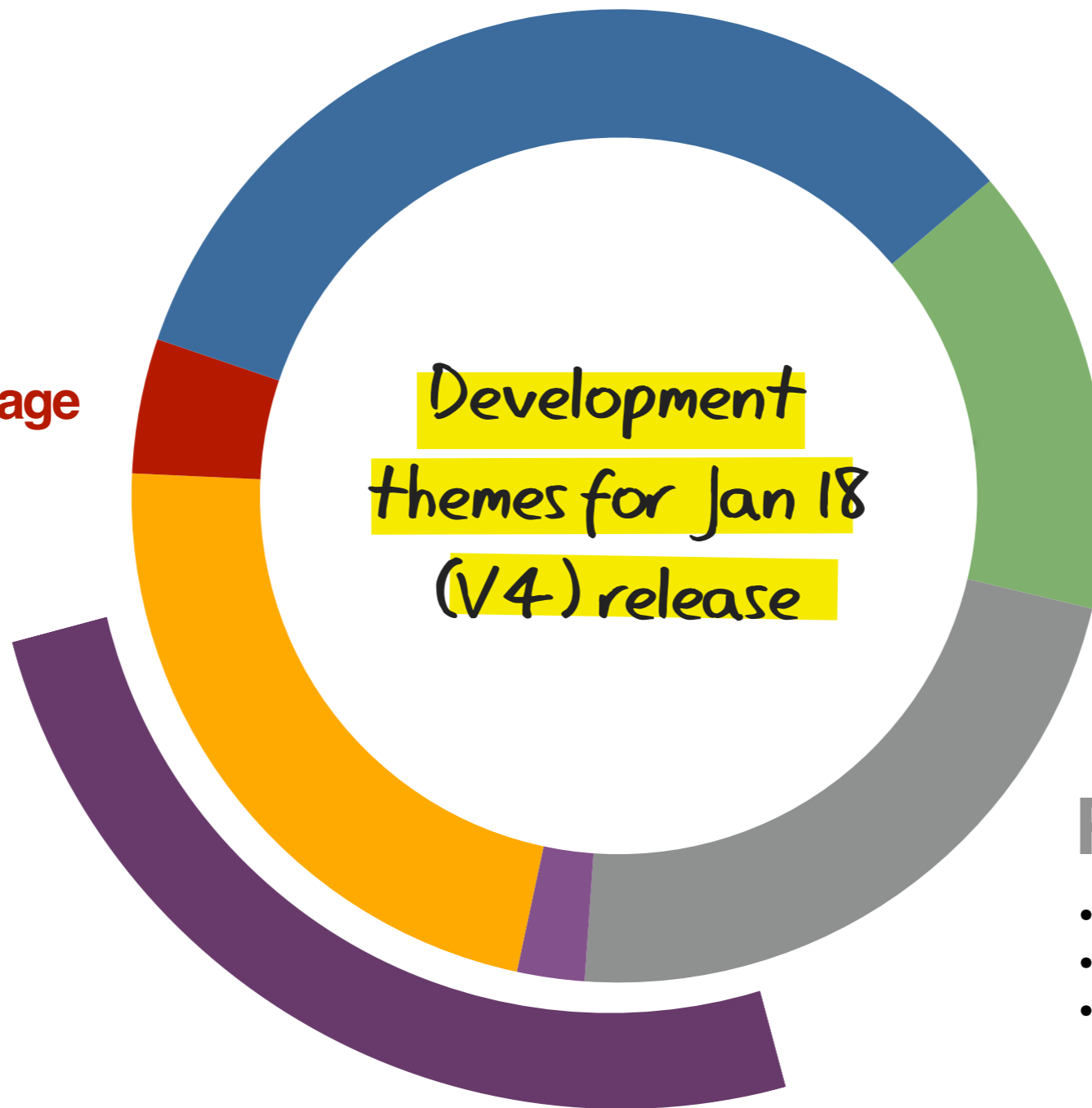
# Network & Neighborhood Pages

Hero Carousel  
Featured Callout  
Featured Videopinion  
Featured Stories  
Featured Channels  
Blog  
Featured Story  
Featured Person

## Stories Landing Page

## Upload Media

- Usable UI and features
  - + site wide retrofit
  - +admin flavor



## Blog Post Editor

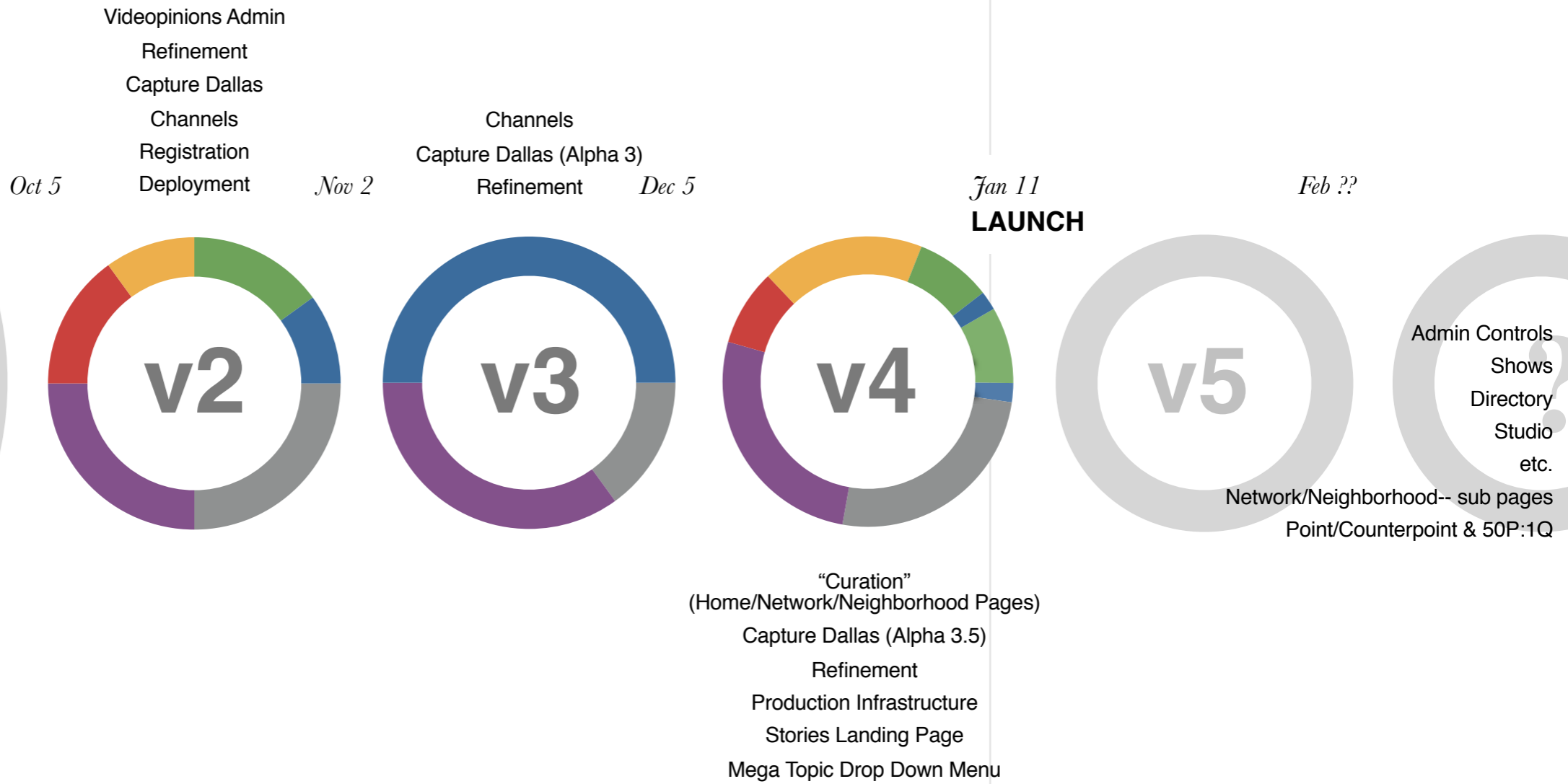
- list
- edit
- remove
- add media

## Refinement

- Polish
- Bugs
- Client review and rework

## Capture Dallas (iPhone app)

Use concept models to clarify



Use concept models to **clarify**

Blog Post Editor

Channel Layout Tools

Capture Dallas  
(alpha 4)

User Profiles

Backlog?

Development  
options for Feb ??  
(5) release

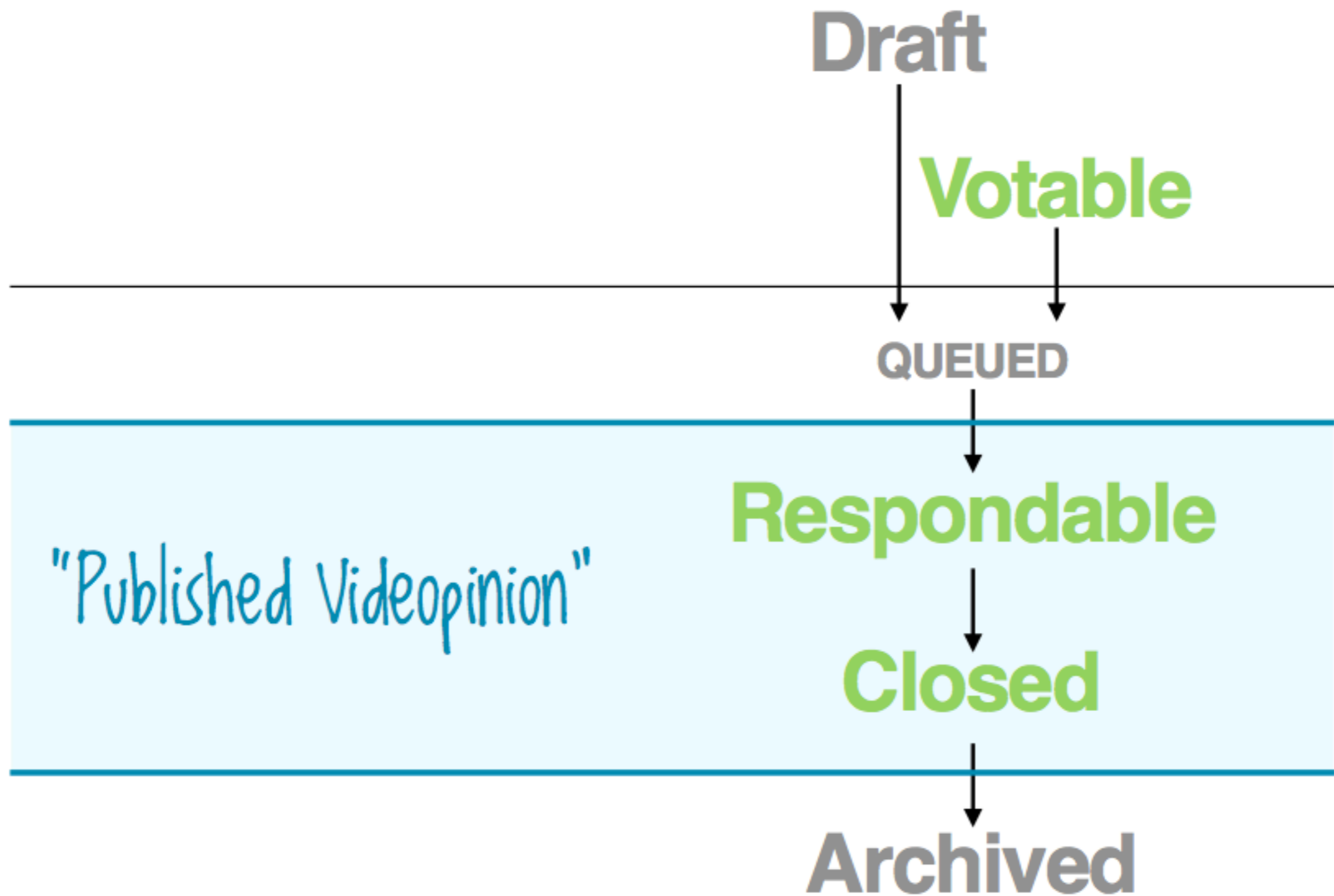
Hard Coded Shows  
(Channel &  
Episode) Page

Admin Controls  
Shows  
Directory  
Studio  
etc.

Production Infrastructure

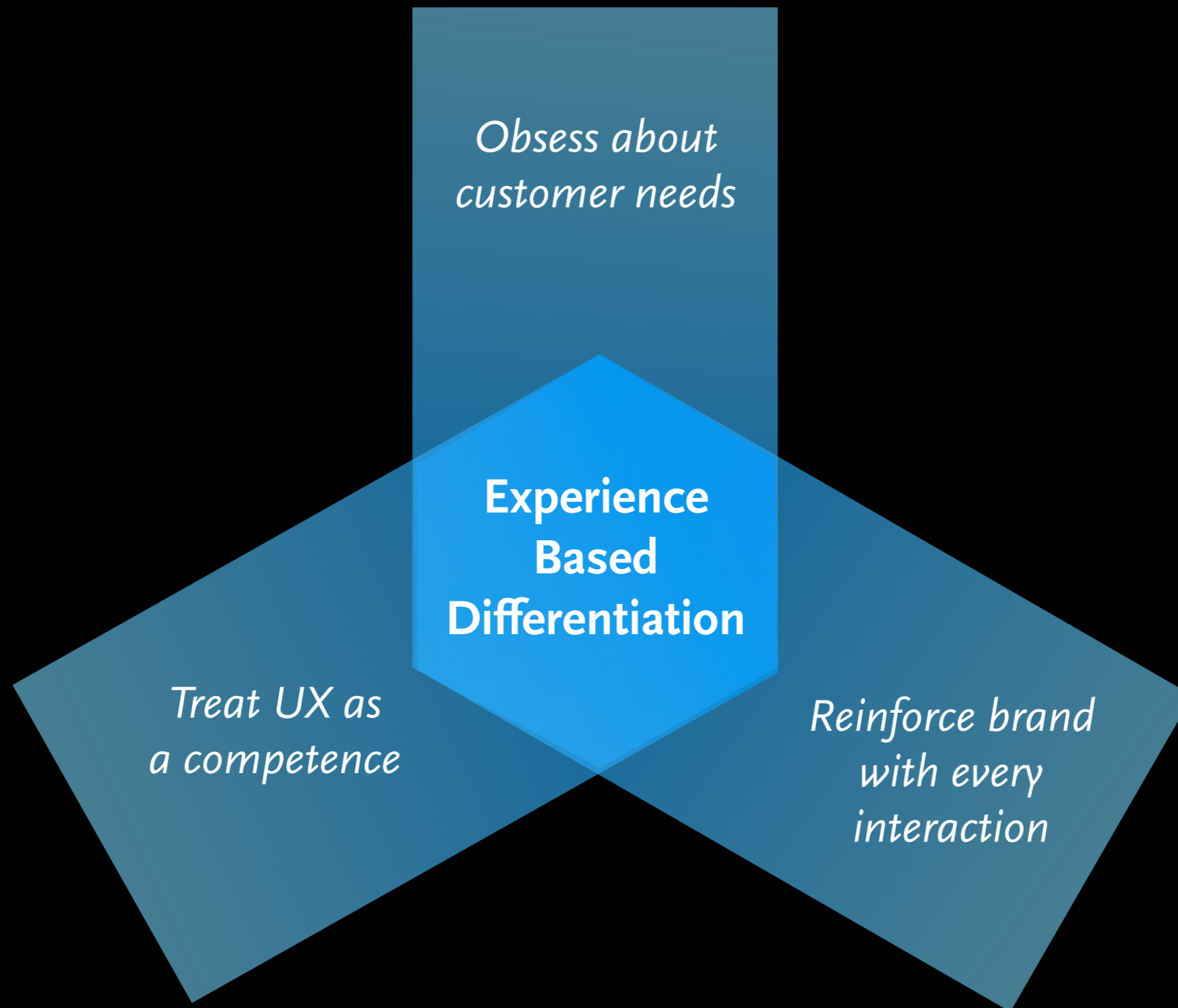
Network/Neighborhood-- sub pages  
Point/Counterpoint & 50P:1Q

Use concept models to clarify



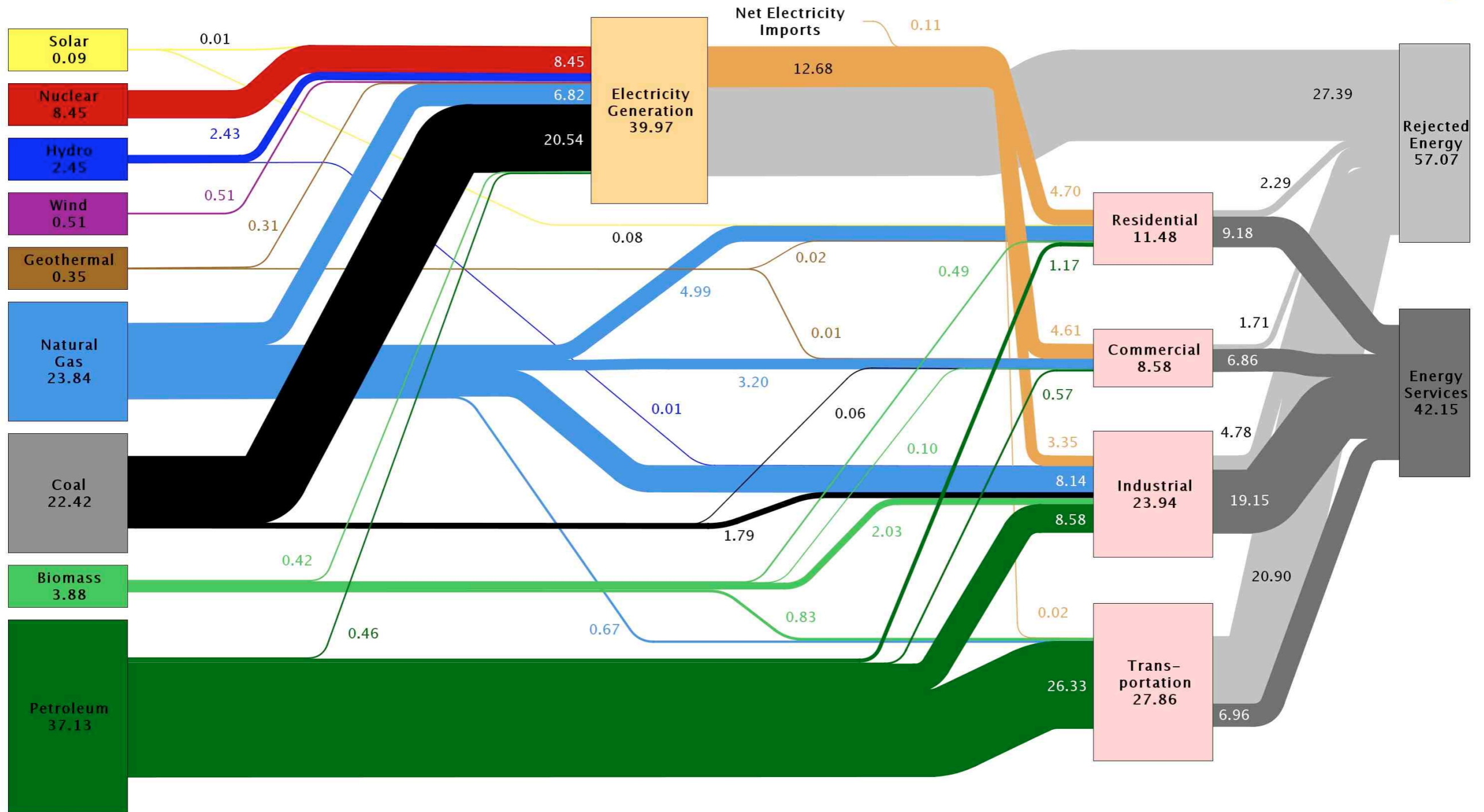
Green = live on site

Use concept models to clarify



Use concept models to **converse**

# Estimated U.S. Energy Use in 2008: ~99.2 Quads

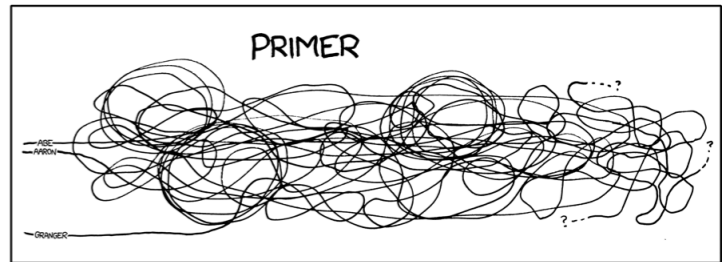
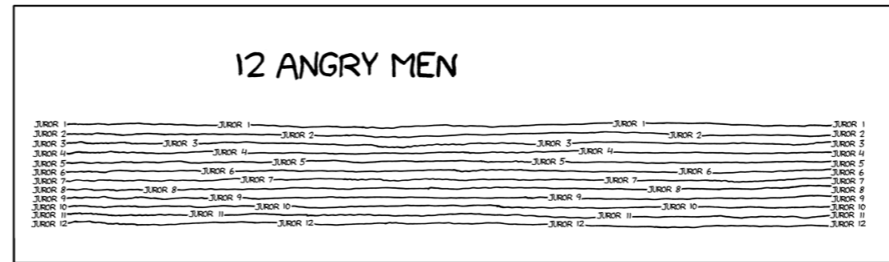
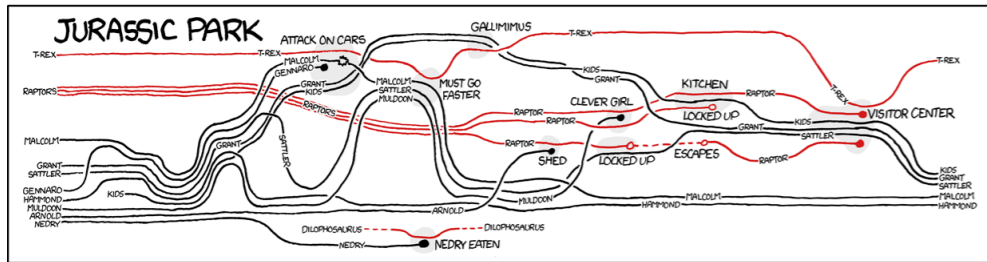
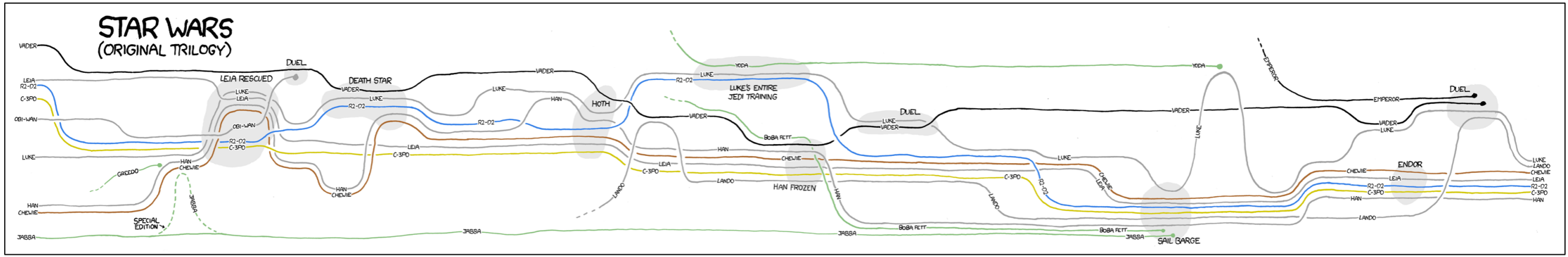
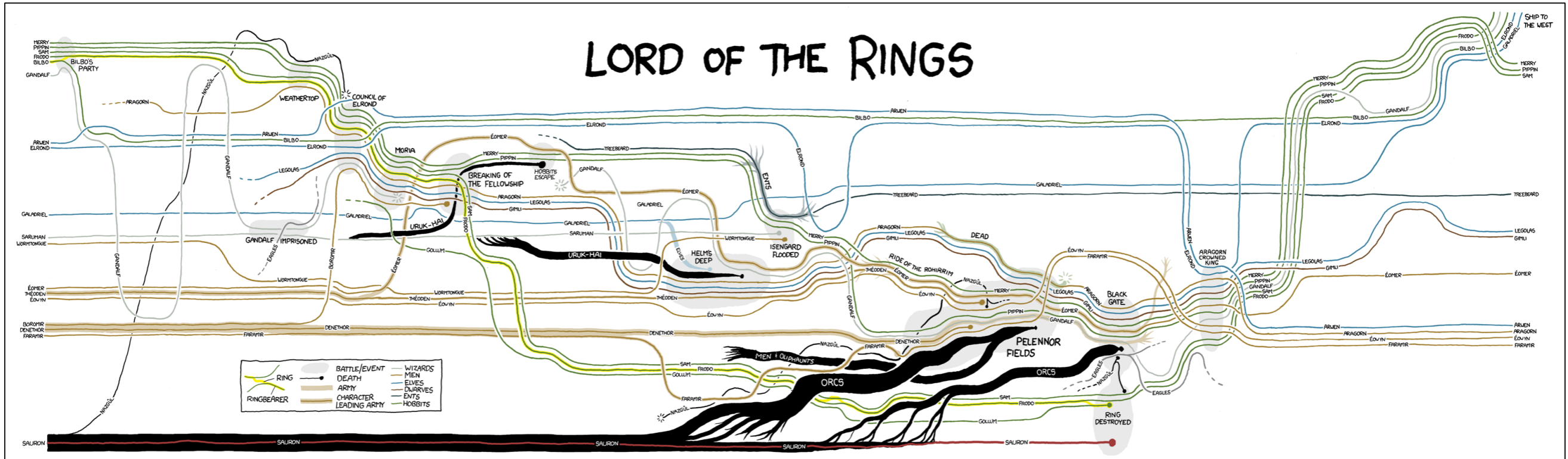


Source: LLNL 2009. Data is based on DOE/EIA-0384(2008), June 2009. If this information or a reproduction of it is used, credit must be given to the Lawrence Livermore National Laboratory and the Department of Energy, under whose auspices the work was performed. Distributed electricity represents only retail electricity sales and does not include self-generation. EIA reports flows for non-thermal resources (i.e., hydro, wind and solar) in BTU-equivalent values by assuming a typical fossil fuel plant "heat rate." The efficiency of electricity production is calculated as the total retail electricity delivered divided by the primary energy input into electricity generation. End use efficiency is estimated as 80% for the residential, commercial and industrial sectors, and as 25% for the transportation sector. Totals may not equal sum of components due to independent rounding. LLNL-MI-410527

Use concept models to **reveal patterns**

THESE CHARTS SHOW MOVIE CHARACTER INTERACTIONS. THE HORIZONTAL AXIS IS TIME. THE VERTICAL GROUPING OF THE LINES INDICATES WHICH CHARACTERS ARE TOGETHER AT A GIVEN TIME.

# LORD OF THE RINGS

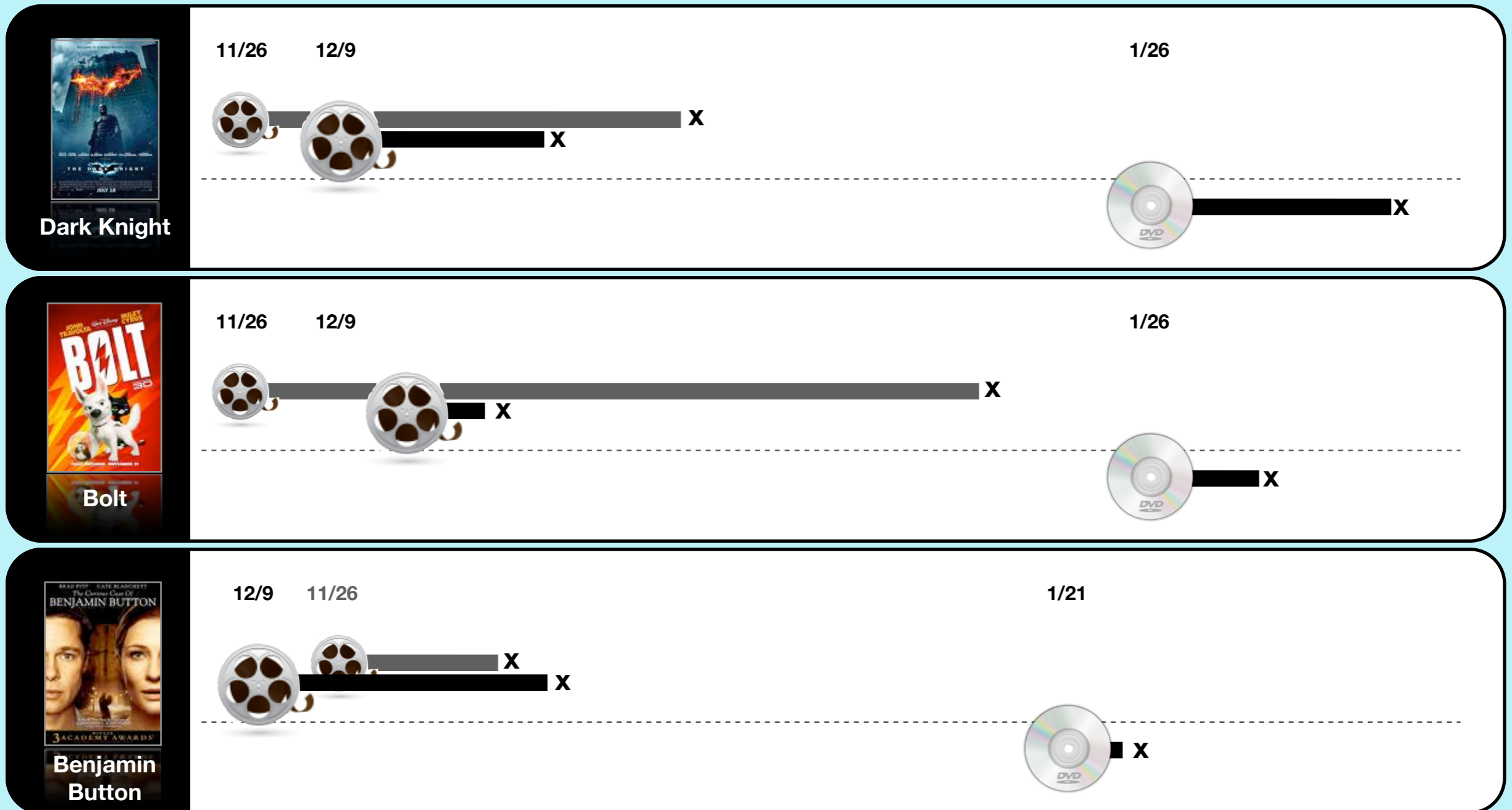


Use concept models to **reveal patterns**

Waxy.org: Pirating the Oscars 2003-2009													
Title	Oscar Year	US Release Date	Screeener Release	Cam Leak	Telesync Leak	R5/Telecine Leak	Screeener Leak	Retail DVD Leak	US Release to F	US Release to S	Screeener Release	Ceremony Date	Screeener
Australia	2009	Nov 26, 2008	Dec 23, 2008	Dec 7, 2008			Jan 23, 2009		11	58	31	Feb 22, 2009	Yes
Bolt	2009	Nov 21, 2008	Dec 16, 2008	Nov 24, 2008	Nov 28, 2008		Jan 8, 2009		3	48	23	Feb 22, 2009	Yes
Changeling	2009	Oct 24, 2008	Dec 4, 2008		Nov 25, 2008	Jan 11, 2009			32			Feb 22, 2009	No
Defiance	2009	Dec 31, 2008	Dec 15, 2008				Dec 31, 2008		0	0	16	Feb 22, 2009	Yes
Doubt	2009	Dec 12, 2008	Dec 10, 2008				Jan 20, 2009		39	39	41	Feb 22, 2009	Yes
Frost/Nixon	2009	Dec 5, 2008	Nov 25, 2008				Dec 9, 2008		4	4	14	Feb 22, 2009	Yes
Frozen River	2009	Aug 1, 2008	Sep 27, 2008				Dec 28, 2008		149	149	92	Feb 22, 2009	Yes
Happy-Go-Lucky	2009	Oct 10, 2008	Dec 10, 2008					Aug 14, 2008	-57			Feb 22, 2009	No
In Bruges	2009	Feb 8, 2008		Mar 13, 2008				Jun 9, 2008	34			Feb 22, 2009	No
Hellboy II	2009	Jul 11, 2008		Jul 14, 2008	Aug 9, 2008	Aug 13, 2008	Oct 26, 2008	Oct 28, 2008	3	107		Feb 22, 2009	Yes
Iron Man	2009	May 2, 2008		May 1, 2008	May 4, 2008		Aug 14, 2008	Sep 12, 2008	-1	104		Feb 22, 2009	Yes
Kung Fu Panda	2009	Jun 6, 2008	Dec 3, 2008		Jun 7, 2008		Aug 3, 2008	Oct 23, 2008	1	58	-122	Feb 22, 2009	Yes
Milk	2009	Nov 26, 2008	Dec 2, 2008				Dec 12, 2008		16	16	10	Feb 22, 2009	Yes
Rachel Getting	2009	Oct 3, 2008	Nov 19, 2008									Feb 22, 2009	No
Revolutionary Road	2009	Dec 26, 2008	Dec 15, 2008				Dec 24, 2008		-2	-2	9	Feb 22, 2009	Yes
Slumdog Millionaire	2009	Nov 12, 2008	Nov 18, 2008				Dec 23, 2008		41	41	35	Feb 22, 2009	Yes
The Curious Case of Benjamin Button	2009	Dec 25, 2008	Dec 10, 2008				Dec 30, 2008		5	5	20	Feb 22, 2009	Yes
The Dark Knight	2009	Jul 18, 2008	Dec 8, 2008	Jul 19, 2008	Jul 22, 2008		Sep 3, 2008	Nov 12, 2008	1	47	-96	Feb 22, 2009	Yes
The Duchess	2009	Sep 19, 2008	Nov 25, 2008				Nov 28, 2008	Dec 10, 2008	70	70	3	Feb 22, 2009	Yes
The Reader	2009	Dec 12, 2008	Dec 18, 2008				Jan 21, 2009		40	40	34	Feb 22, 2009	Yes
The Visitor	2009	Apr 11, 2008	Nov 15, 2008				Sep 19, 2008	Sep 20, 2008	161	161	-57	Feb 22, 2009	Yes
The Wrestler	2009	Dec 17, 2008	Dec 3, 2008				Dec 28, 2008		11	11	25	Feb 22, 2009	Yes
Tropic Thunder	2009	Aug 13, 2008			Aug 17, 2008	Oct 15, 2008	Oct 22, 2008	Oct 30, 2008	4	70		Feb 22, 2009	Yes
Vicky Cristina Barcelona	2009	Aug 15, 2008	Oct 23, 2008				Dec 17, 2008	Jan 1, 2009	124	124	55	Feb 22, 2009	Yes
Wall-E	2009	Jun 27, 2008	Nov 29, 2008	Jul 2, 2008	Jul 6, 2008			Sep 8, 2008	5			Feb 22, 2009	No
Wanted	2009	Jun 27, 2008		Jul 8, 2008	Jul 9, 2008	Jul 27, 2008		Oct 16, 2008	11			Feb 22, 2009	No
3:10 to Yuma	2008	Sep 7, 2007	Nov 10, 2007	Sep 9, 2007	Oct 7, 2007	Oct 10, 2007		Dec 21, 2007	2			Feb 24, 2008	No
Across the Universe	2008	Sep 14, 2007	Oct 29, 2007				Jan 3, 2008	Jan 21, 2008	111	111	66	Feb 24, 2008	Yes
American Gangster	2008	Nov 2, 2007	Nov 23, 2007			Jan 13, 2008	Oct 23, 2007	Jan 30, 2008	-10	-10	-31	Feb 24, 2008	Yes
Atonement	2008	Dec 7, 2007	Dec 10, 2007	Sep 17, 2007				Dec 21, 2007	-81			Feb 24, 2008	No
August Rush	2008	Nov 21, 2007		Nov 26, 2007				Feb 27, 2008	5			Feb 24, 2008	No
Away from Her	2008	May 4, 2007	Nov 10, 2007				Mar 2, 2007	Aug 24, 2007	-63	-63	-253	Feb 24, 2008	Yes
Charlie Wilson's War	2008	Dec 21, 2007	Dec 27, 2007				Dec 30, 2007	Apr 4, 2008	9	9	3	Feb 24, 2008	Yes
Eastern Promises	2008	Sep 14, 2007	Nov 19, 2007	Sep 18, 2007		Nov 22, 2007		Dec 12, 2007	4			Feb 24, 2008	No
Elizabeth: The Golden Age	2008	Oct 12, 2007	Nov 24, 2007	Oct 16, 2007		Dec 13, 2007		Jan 24, 2008	4			Feb 24, 2008	No
Enchanted	2008	Nov 21, 2007	Dec 18, 2007	Nov 24, 2007	Dec 27, 2007			Feb 26, 2008	3			Feb 24, 2008	No
Gone with the Wind	2008	Nov 19, 2007	Nov 21, 2007	Oct 20, 2007			Dec 21, 2007	Jan 24, 2008	-30	32	30	Feb 24, 2008	Yes
I'm Not There	2008	Nov 21, 2007	Dec 10, 2007					Dec 12, 2007	21			Feb 24, 2008	No
In the Valley of the Elves	2008	Sep 14, 2007	Nov 20, 2007	Oct 1, 2007				Feb 4, 2008	17			Feb 24, 2008	No
Into the Wild	2008	Sep 21, 2007	Nov 15, 2007	Oct 16, 2007				Feb 2, 2008	25			Feb 24, 2008	No
Juno	2008	Dec 5, 2007	Dec 16, 2007	Jan 2, 2008			Jan 13, 2008	Apr 1, 2008	28	39	28	Feb 24, 2008	Yes
La Vie en Rose	2008	Jun 8, 2007	Nov 19, 2007				Sep 12, 2007	Nov 5, 2007	96	96	-68	Feb 24, 2008	Yes
Lars and the Real Girl	2008	Oct 12, 2007	Dec 6, 2007				Feb 10, 2008	Mar 14, 2008	121	121	66	Feb 24, 2008	Yes
Michael Clayton	2008	Oct 15, 2007	Nov 28, 2007	Oct 16, 2007	Oct 15, 2007		Jan 5, 2008	Feb 4, 2008	5	88	48	Feb 24, 2008	Yes

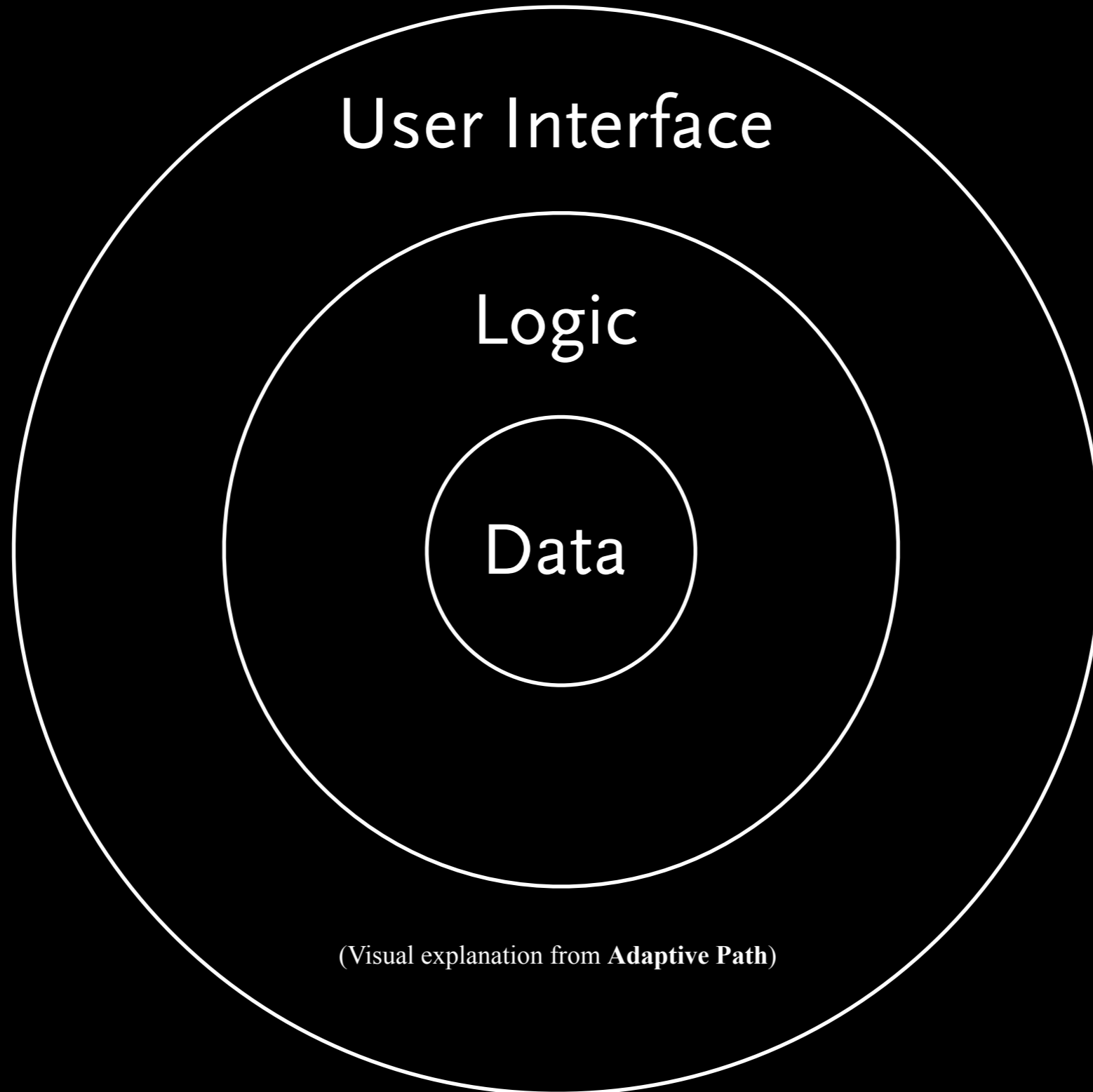
Use concept models to reveal patterns

align by date OR by [ initial ] release



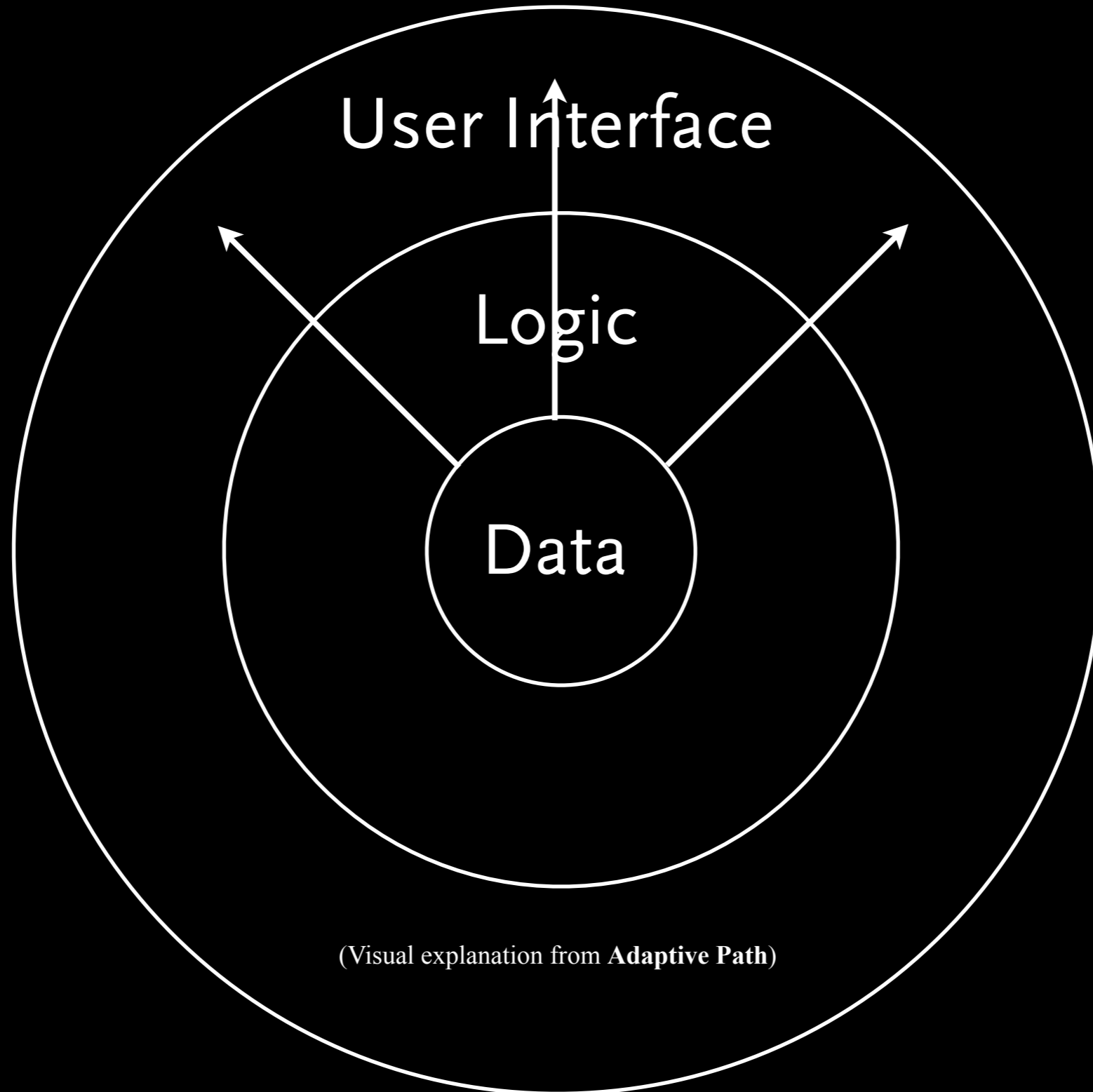
Use concept models to **reveal patterns**

# How applications are traditionally designed:



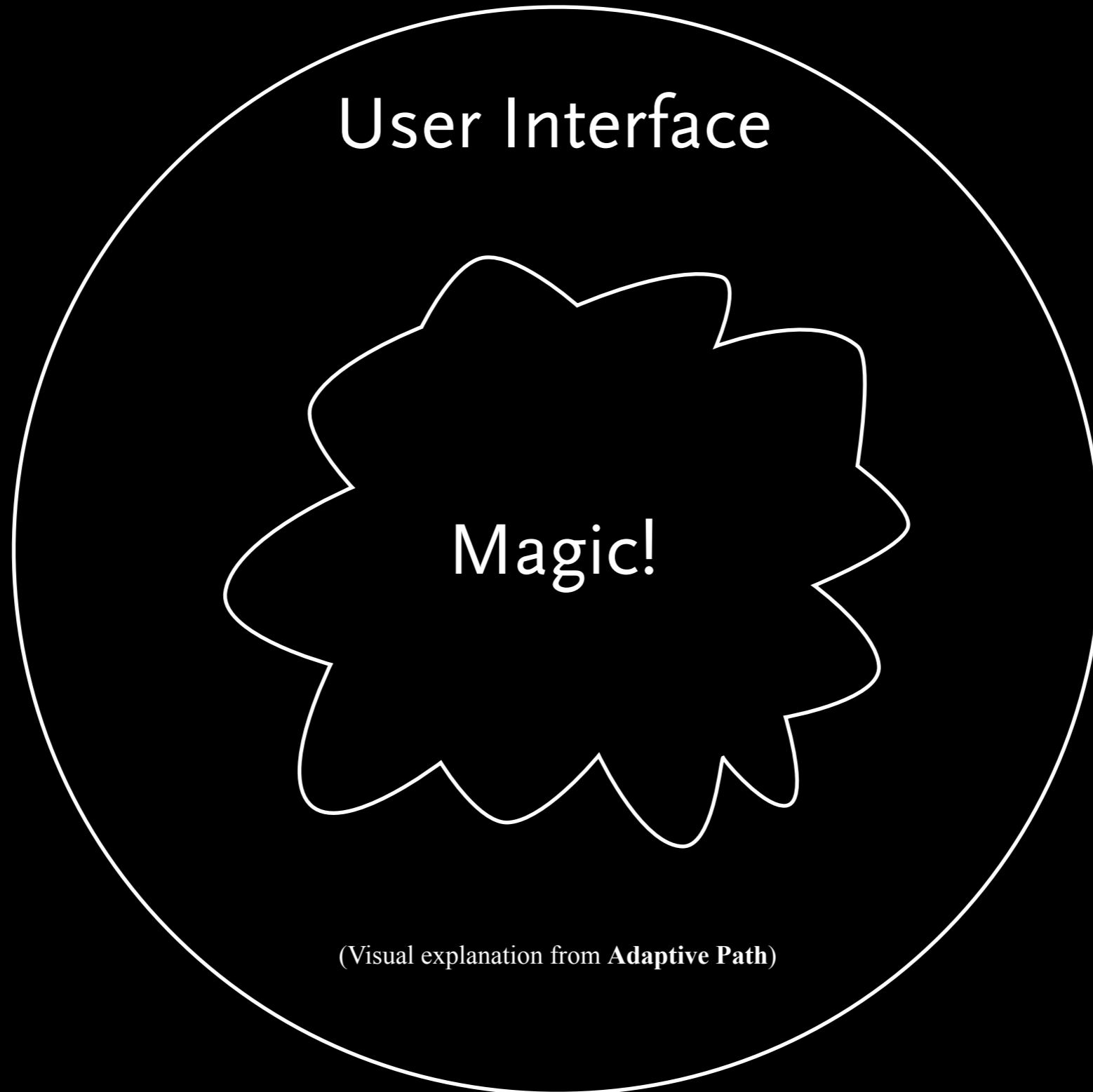
Use concept models to **simplify**

# How applications are traditionally designed:



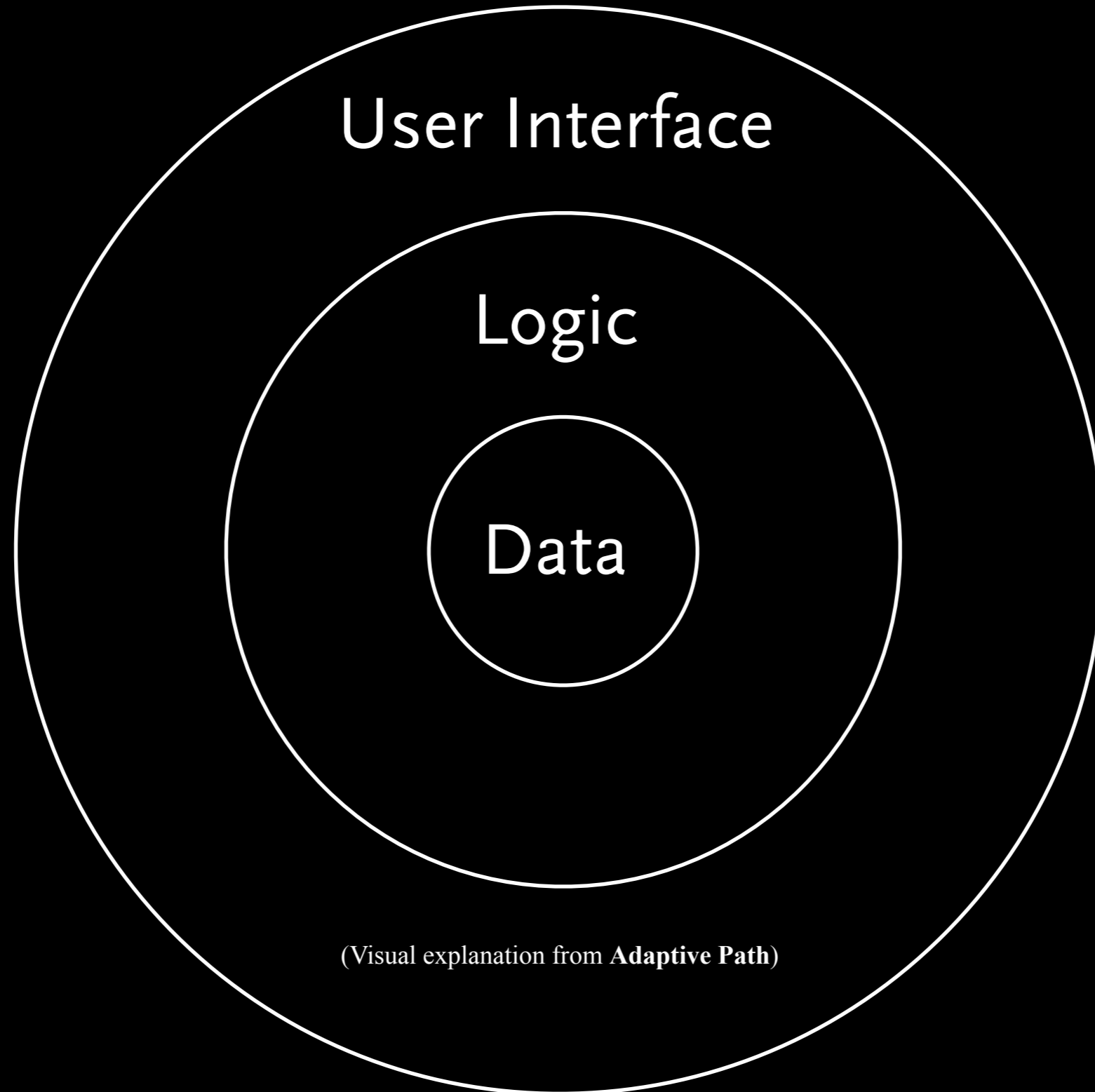
Use concept models to **simplify**

# How customers view an application



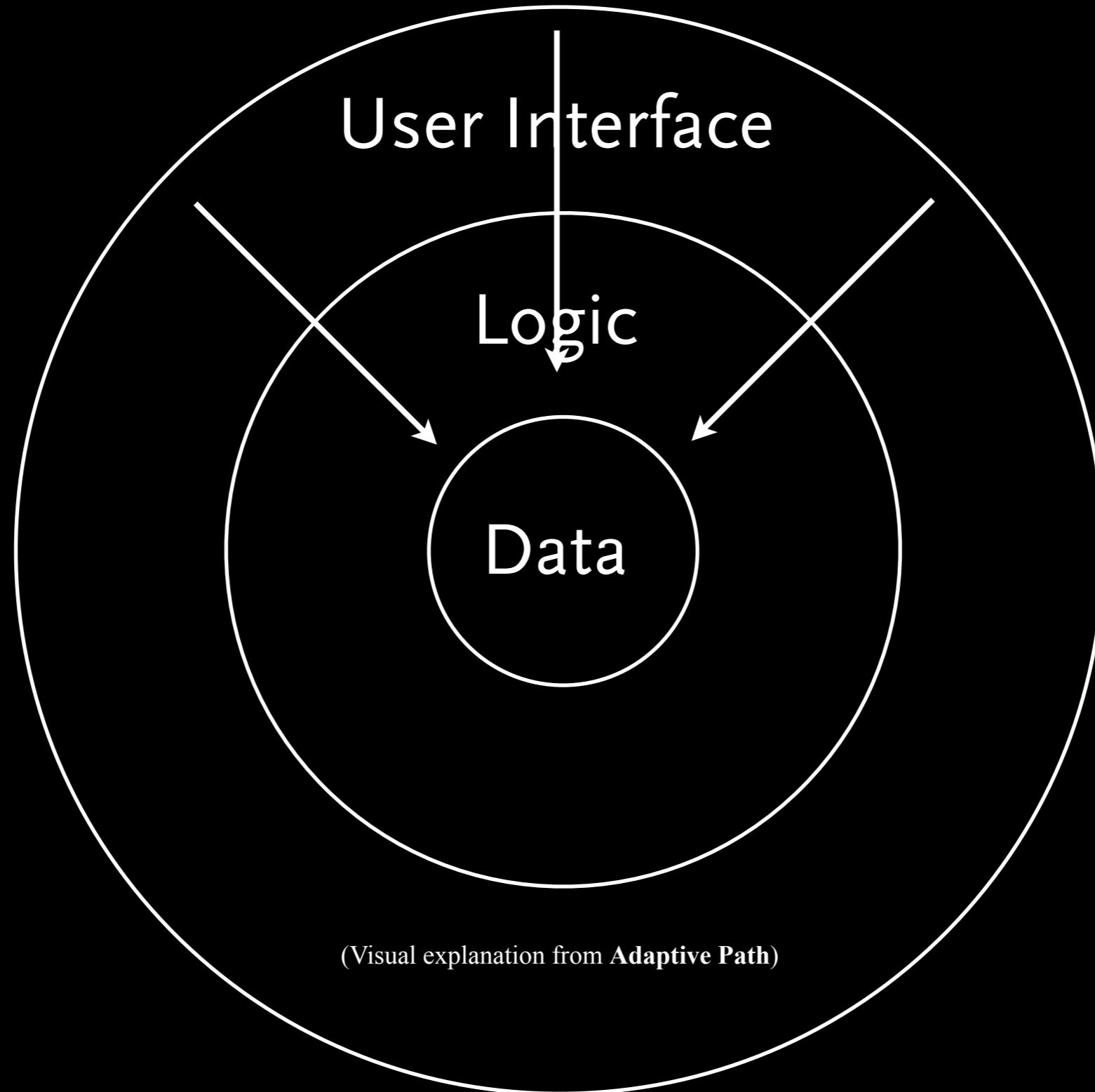
Use concept models to **simplify**

# How *modern* applications are designed:



Use concept models to **simplify**

# How *modern* applications are designed:

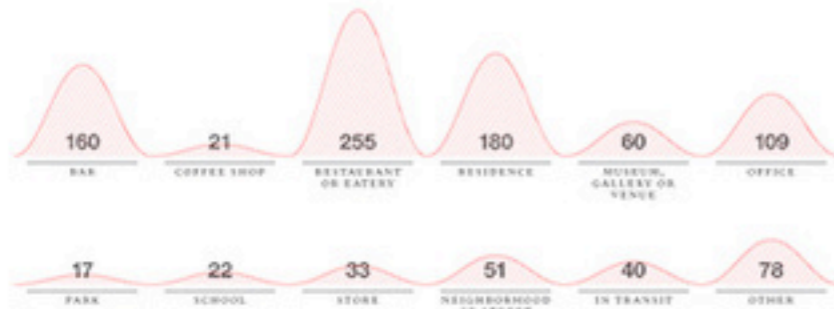


Use concept models to **simplify**

# Where

Location and methods of transportation.

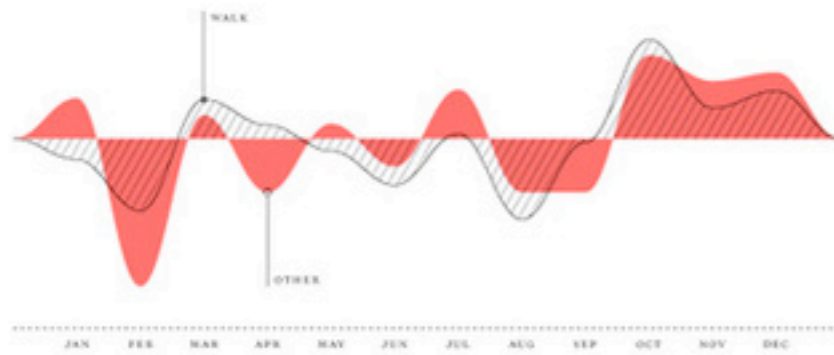
FIGURE 7. LOCATIONS RECORDED



TOTAL LOCATIONS RECORDED MOST REPORTED LOCATION AVERAGE LOCATIONS PER ENCOUNTER

**258** **Office** **1.83**  
73 TIMES BY 25 PEOPLE

FIGURE 8. WALKING VS. OTHER FORMS OF TRANSPORTATION



METHOD OF TRANSPORTATION CARS USED REPORTS WITH TRANSPORTATION

**23** **Fifteen** **56%**

AIRPLANE, BIKE, BUS, CAR, ELEVATOR, ESCALATOR, FERRY, GONDOLA, IMAGINA-TION, METRO EAST RAIL, MONO, N2 PATH, PERSIC TRANSPORTATION, ROLLER-COASTER, SCOOTER, SMALL PLASTIC HORSE, SUBWAY, TAXI, TELEPORTA-TION, TIME TRAVEL, TRAIN, TRAM AND WALKING

1998 CHEVY VENTURE, 2009 VOLVO 340, 99 TOYOTA COROLLA, BMW, CHRISTOPHER MURPHY'S CAR, HONDA CIVIC, IAN FLEMING'S CAR, LORRAINE (1990 MERCEDES WAGON), MARINA'S CAR, RENTAL CAR, BOB'S CAR, TOYOTA CAMRY, VAN, VW BEETLE AND A VW JETTA

BEST FORM OF TRANSPORTATION

**Limo**

JUN 12, 2009, 2 FAVORITE MOMENTS

QUESTION 5. WHERE WERE YOU AND NIGHTLAST

- Shebeen (surprise).* MARTIN P., JANUARY 25
- Focamp at MSFT offices (NERD) in Cambridge, Ma.* MATT P., MARCH 25
- AP and SK's roof.* RICHARD, JULY 4
- Red Hook pool.* JESSICA B., JULY 25
- Ace Bar for Gigi's birthday.* REBECCA, NOVEMBER 20

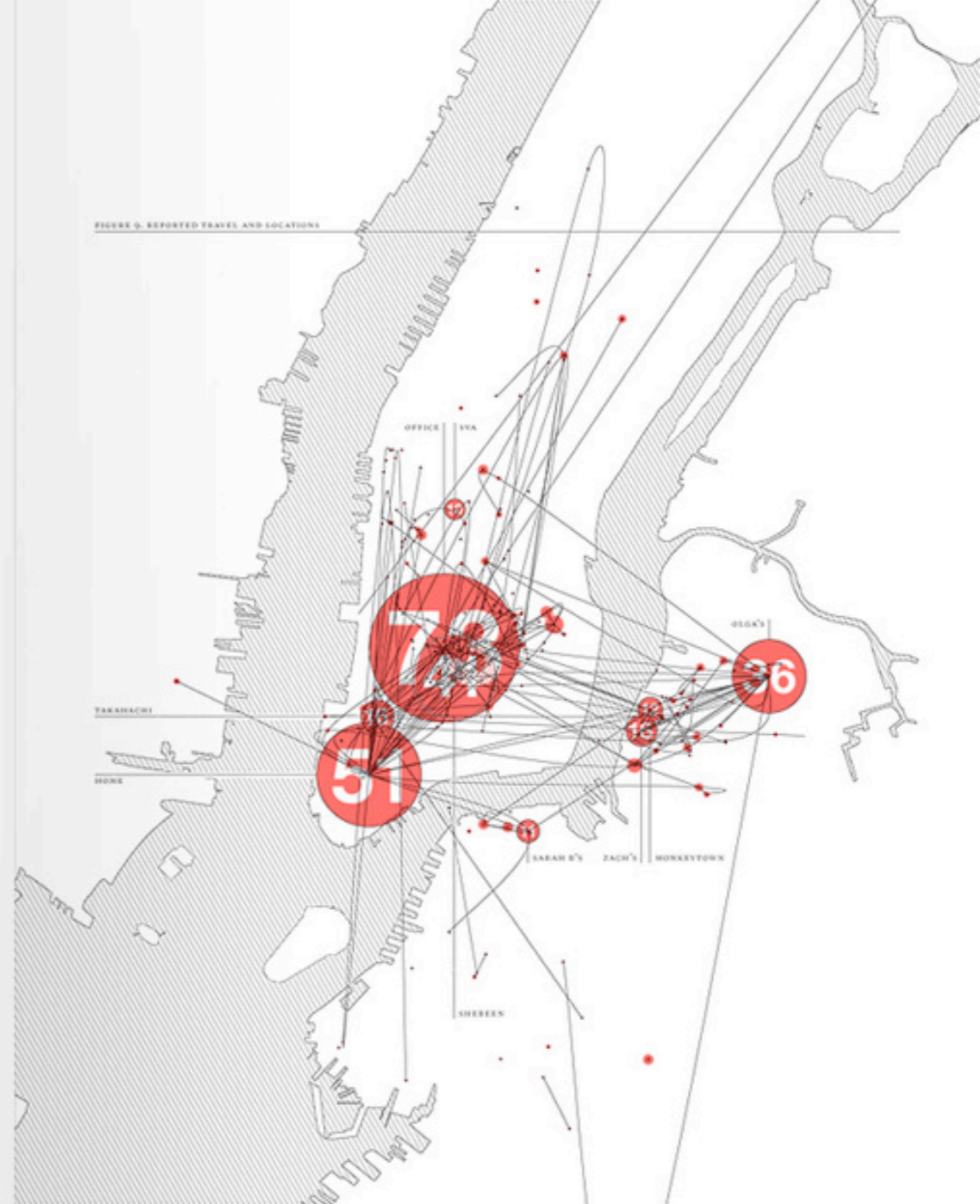
QUESTION 6. DID YOU GO ANYWHERE ELSE TOGETHER?

- Into the conference room.* MARIE-CLAIRE, APRIL 1
- To Momofuku Ko.* DANIELLE, JUNE 8
- Walked out to pick up lunch.* MATTHEW G., APRIL 25
- The beach.* MICHAEL N., JULY 15
- Olga's for champagne to celebrate, someone's house for the dance party.* RYAN, DECEMBER 25

QUESTION 7. WAS ANY FORM OF TRANSPORTATION USED?

- I believe Nick drove.* LEWIS, MAY 17
- Limo. Best limo ride ever.* MARIANA, JUN 12
- Yes, type unknown.* ZACH, AUG 19
- Peds, JMZ, 4/5/6 trains.* OLGA, OCT 17
- Airplane.* KACIE, OCT 25

FIGURE 9. REPORTED TRAVEL AND LOCATIONS



Use concept models to inspire

OBJECTIVE #2A

Demonstrate value  
(and process)  
with real projects

OBJECTIVE #3

Communicate the value of  
"User Experience Design"  
(and all this includes)

OBJECTIVE #2B

Envision unseen  
opportunities

**"VALUE. VISIBILITY. VISION."**

SUPPORTED BY / RESULTING IN...

OBJECTIVE #1

Learn all we can about our  
customers, their activities and  
the context of those activities

OBJECTIVE #5

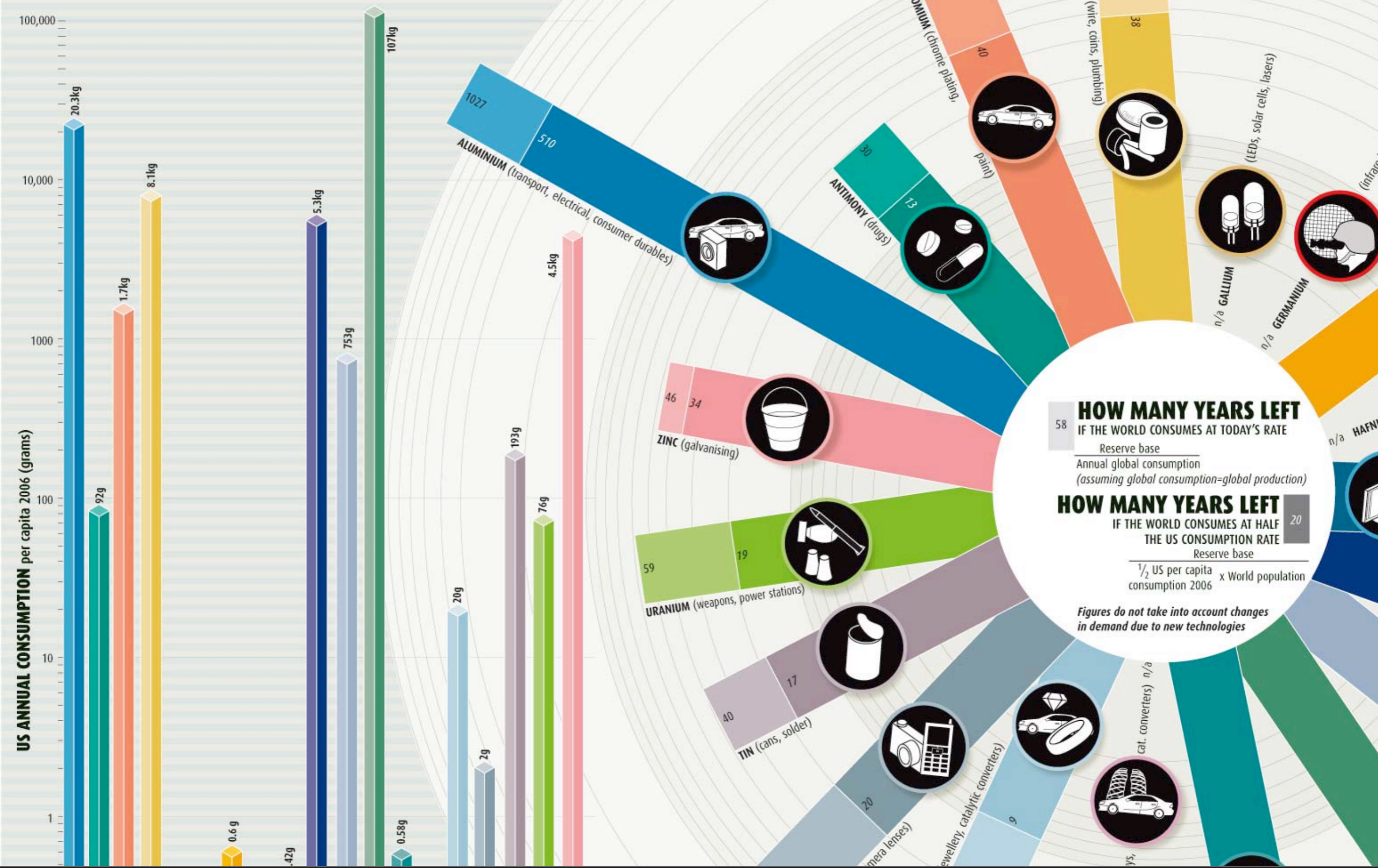
Define processes  
(including tools), roles,  
and responsibilities  
across groups

OBJECTIVE #4

Build and strengthen  
a vital design team

Use concept models to inspire

# HOW LONG WILL IT LAST?



Use concept models to persuade

# When Are You at Risk?

An independent study shows that, in 2006, IE users were vulnerable to online threats 78% of the time. Firefox users? Only 2%.

Firefox



9  
days of risk

Internet Explorer



284  
days of risk

Use concept models to persuade

2005

Click the chart to advance, or click on a year

2005

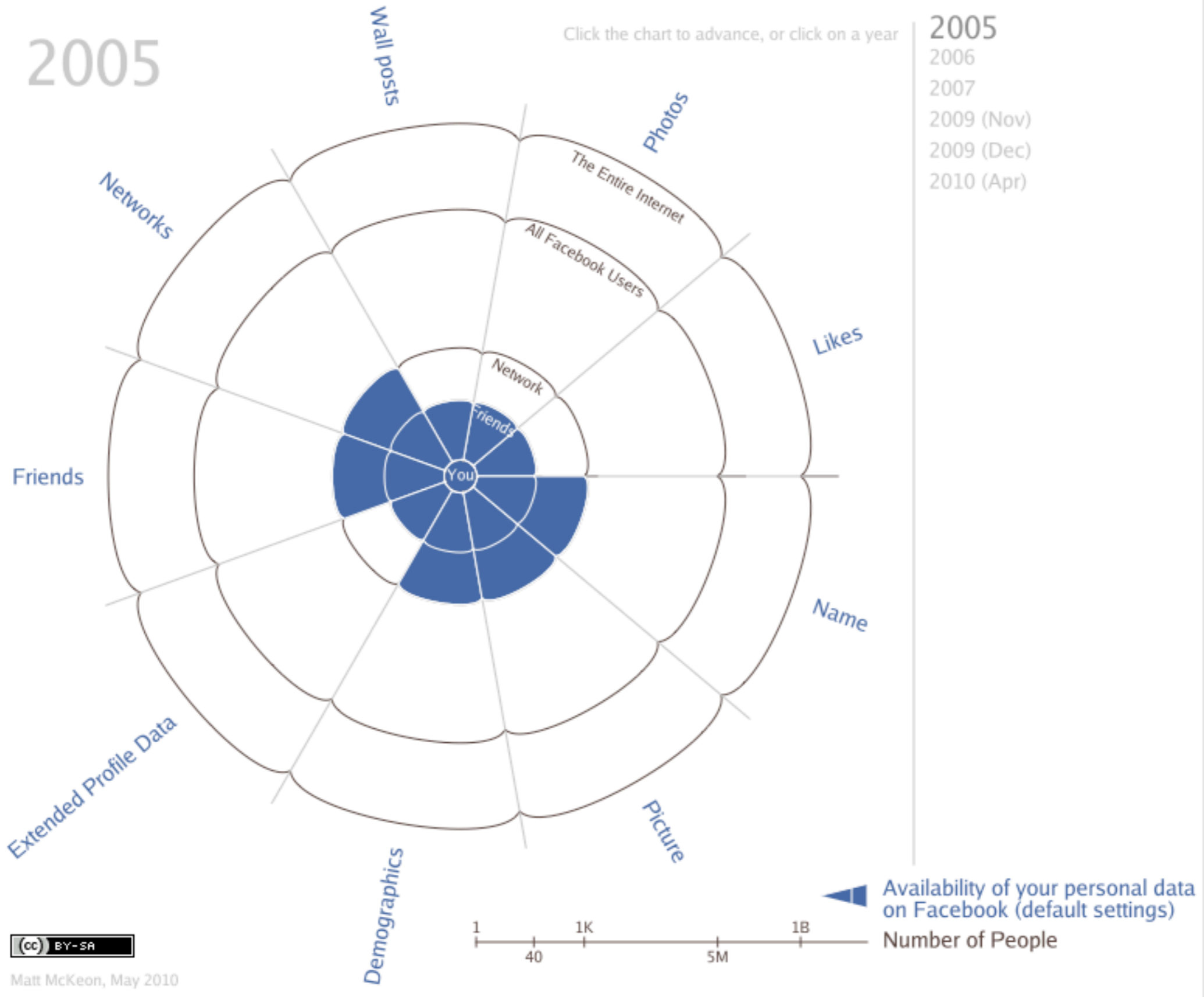
2006

2007

2009 (Nov)

2009 (Dec)

2010 (Apr)



(cc) BY-SA

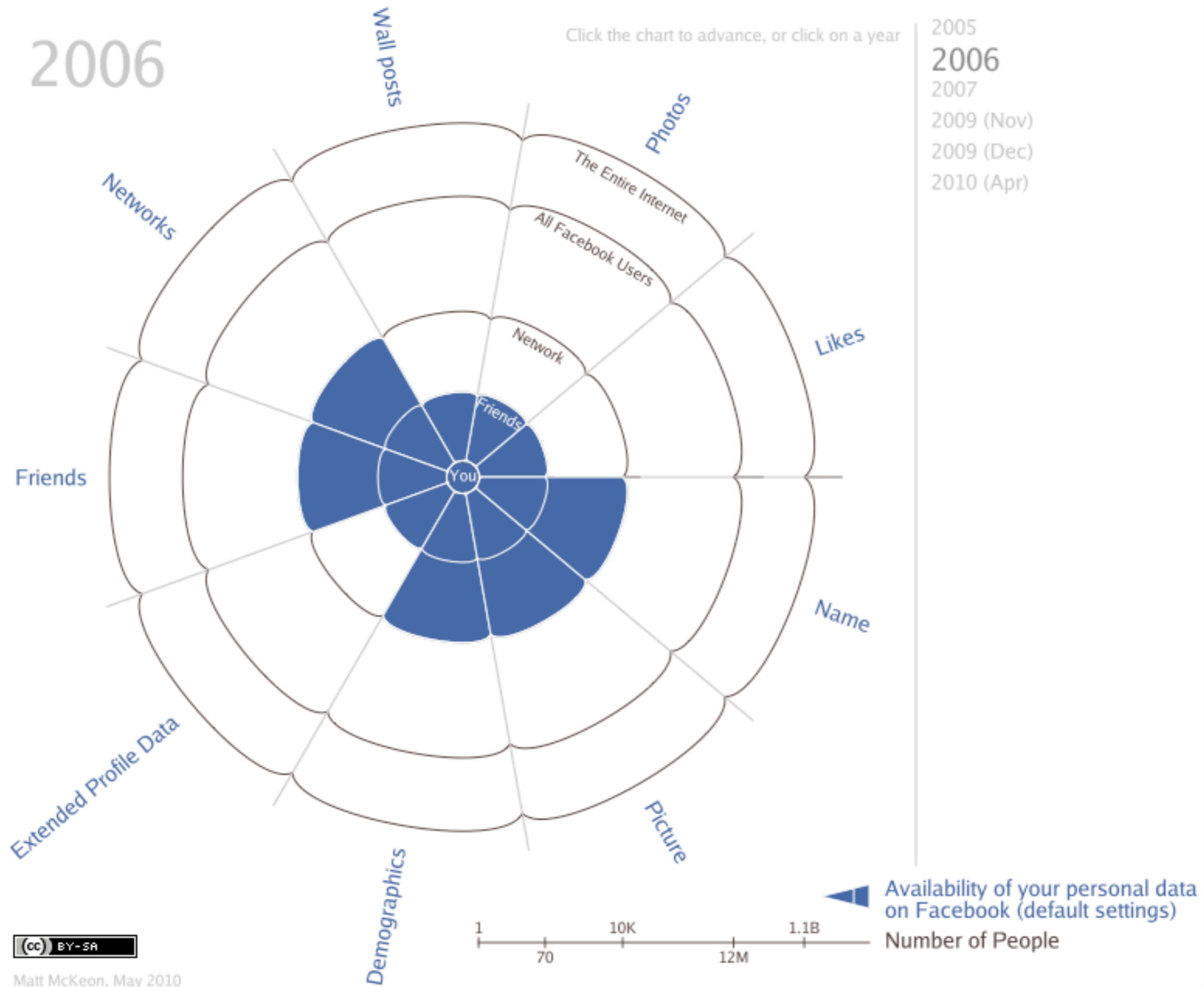
Matt McKeon, May 2010

Use concept models to persuade

2006

Click the chart to advance, or click on a year

- 2005
- 2006**
- 2007
- 2009 (Nov)
- 2009 (Dec)
- 2010 (Apr)

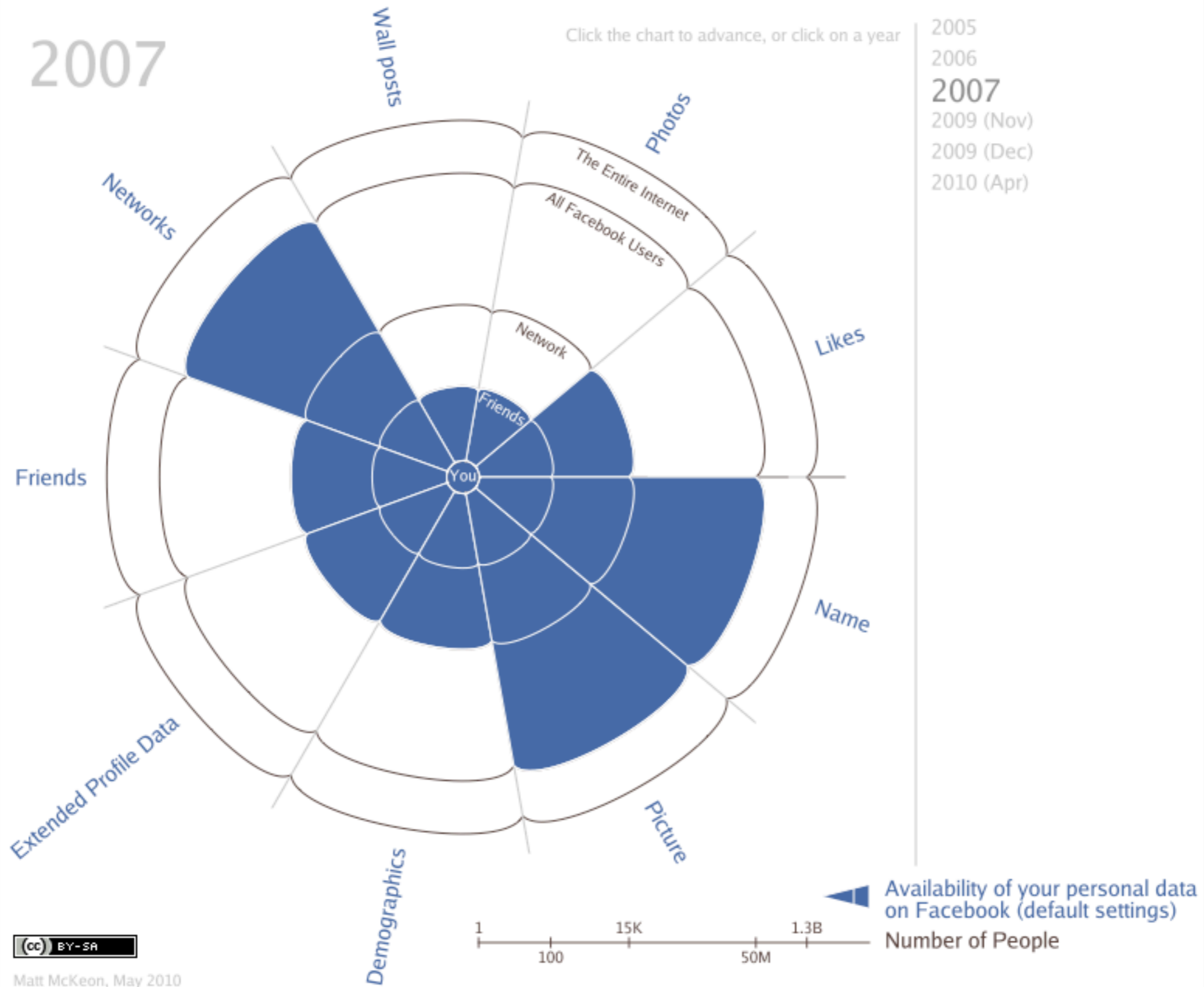


Use concept models to persuade

2007

Click the chart to advance, or click on a year

- 2005
- 2006
- 2007**
- 2009 (Nov)
- 2009 (Dec)
- 2010 (Apr)

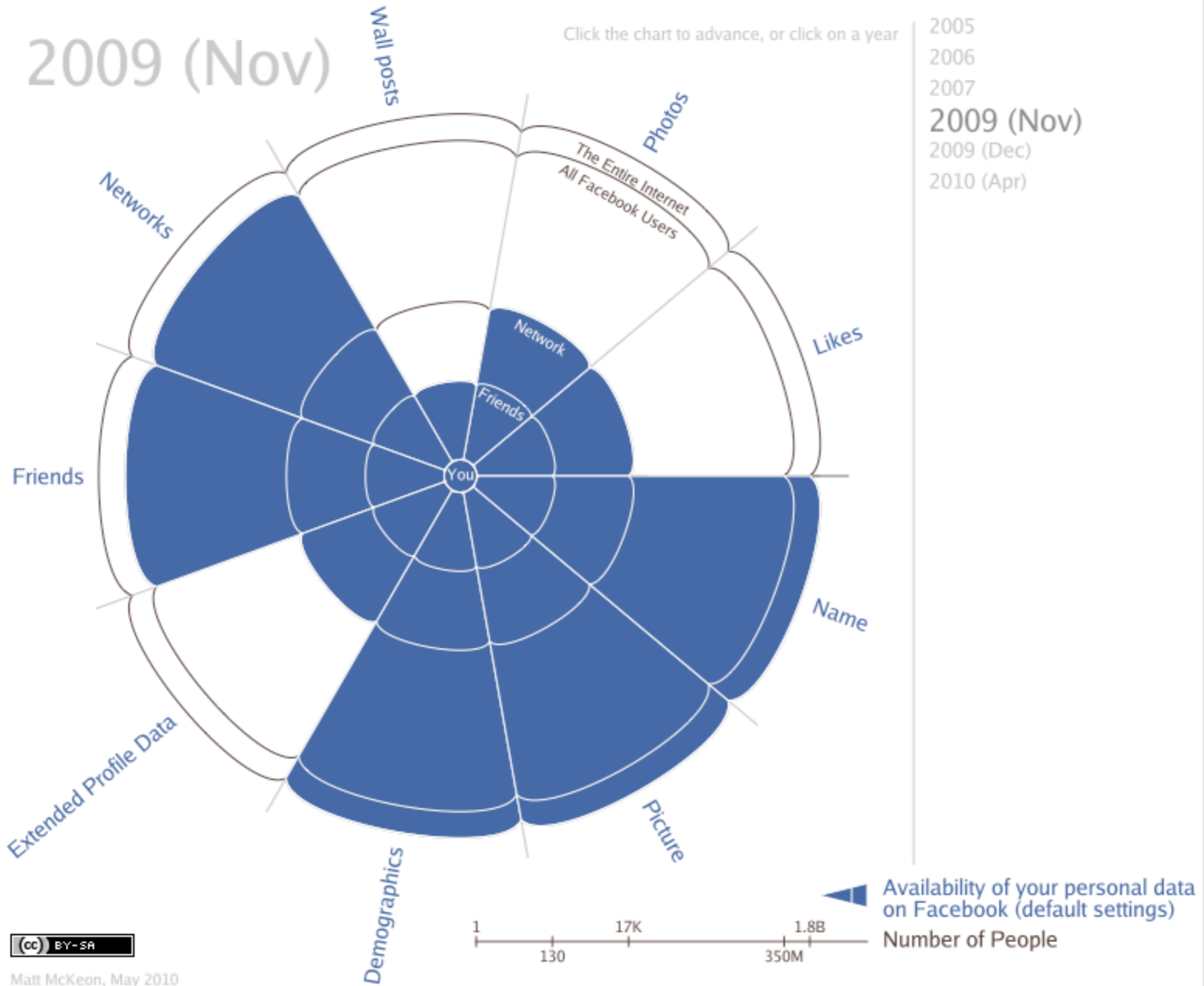


Use concept models to persuade

2009 (Nov)

Click the chart to advance, or click on a year

- 2005
- 2006
- 2007
- 2009 (Nov)**
- 2009 (Dec)
- 2010 (Apr)



(cc) BY-SA

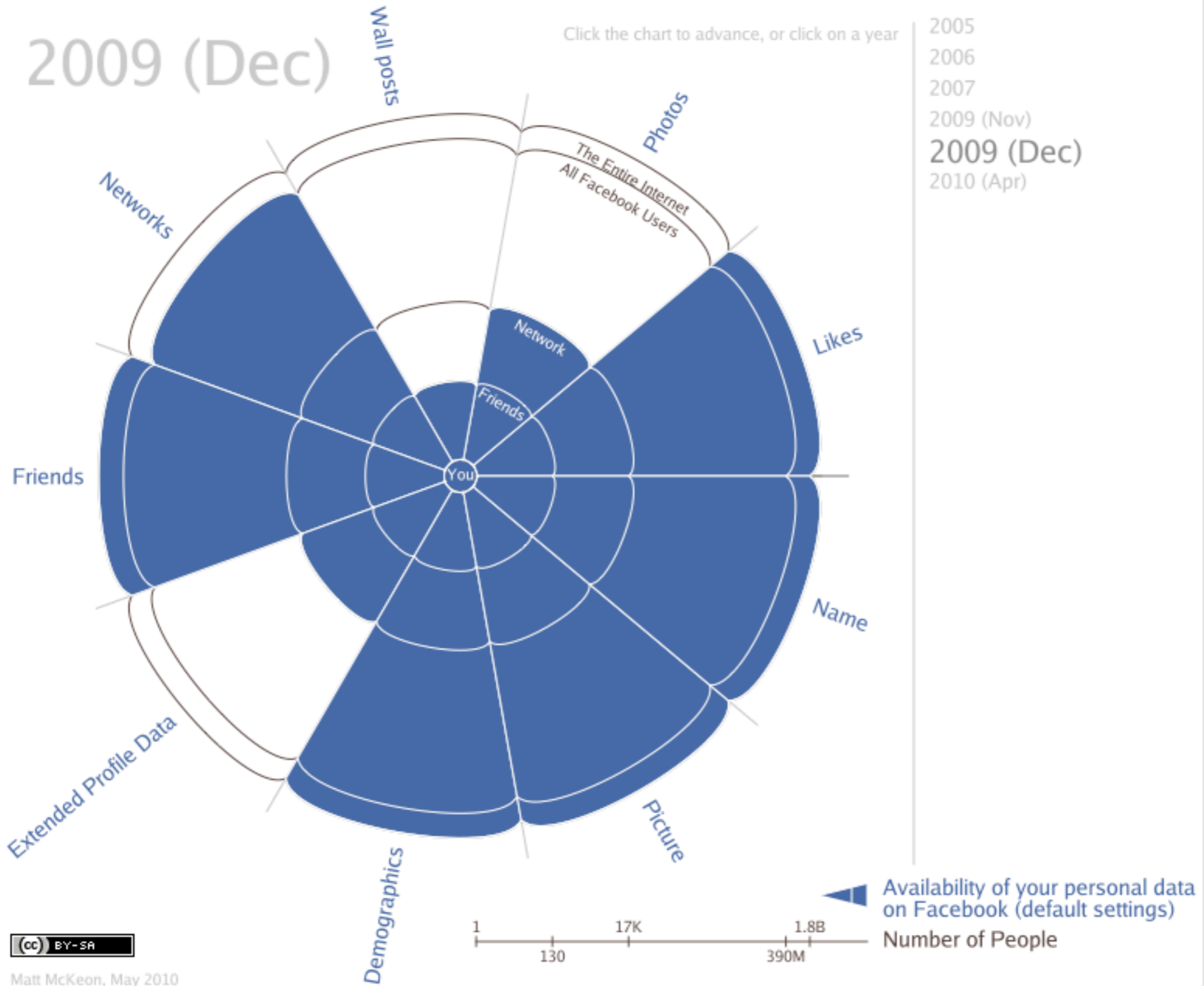
Matt McKeon, May 2010

Use concept models to persuade

2009 (Dec)

Click the chart to advance, or click on a year

- 2005
- 2006
- 2007
- 2009 (Nov)
- 2009 (Dec)**
- 2010 (Apr)



(cc) BY-SA

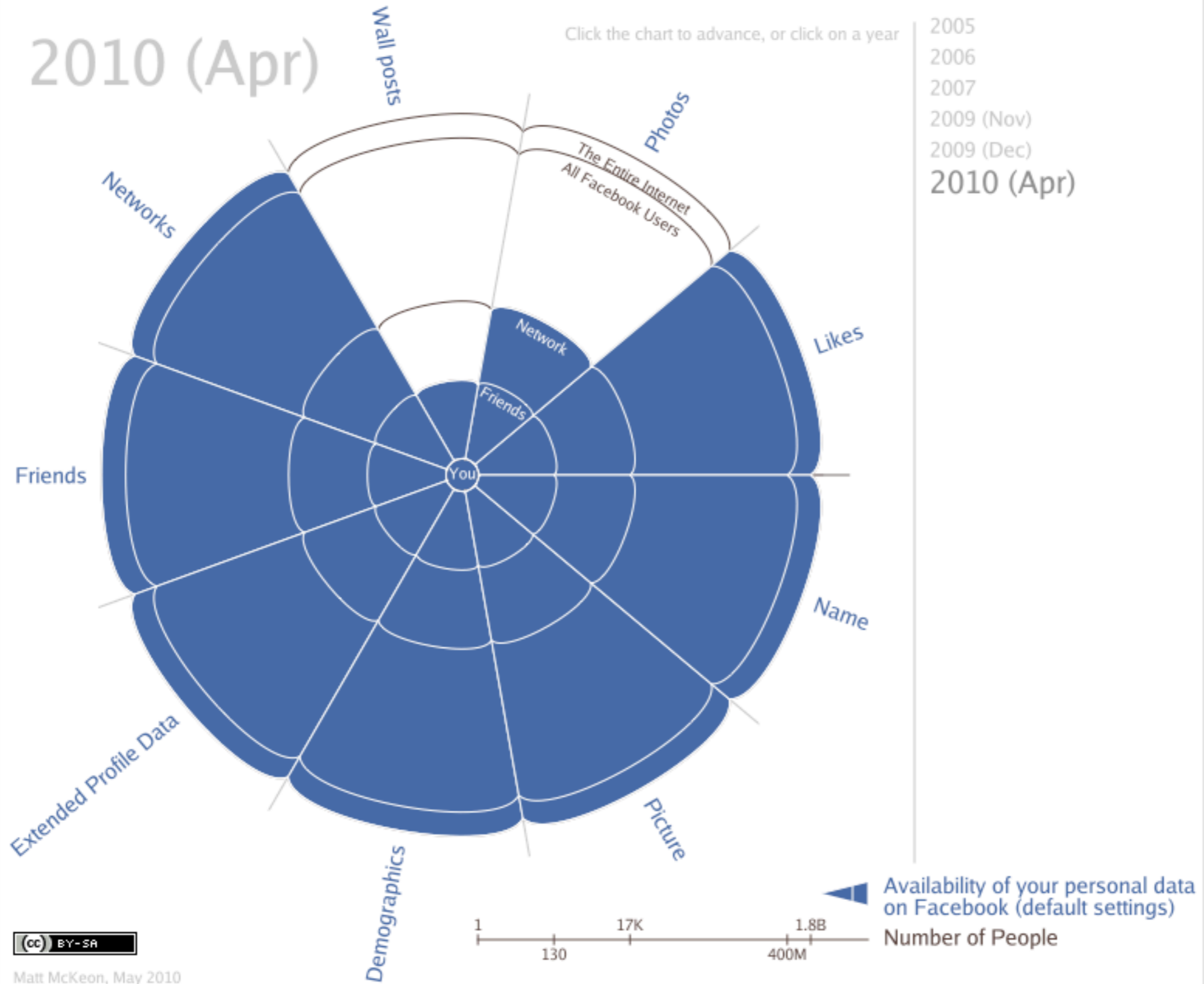
Matt McKeon, May 2010

Use concept models to persuade

# 2010 (Apr)

Click the chart to advance, or click on a year

- 2005
- 2006
- 2007
- 2009 (Nov)
- 2009 (Dec)
- 2010 (Apr)



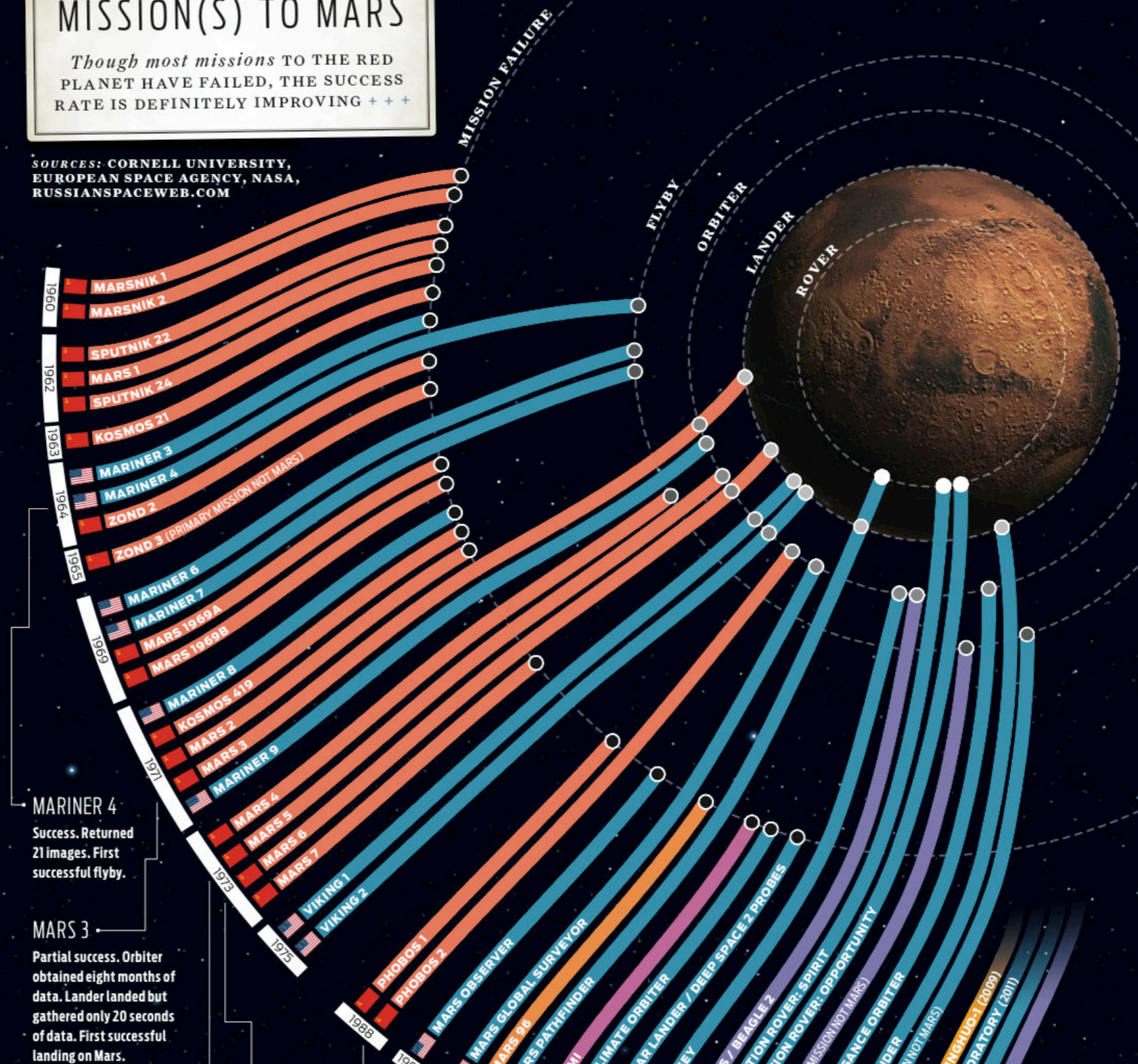
Use concept models to persuade

[ READY, SET, GO ]

# MISSION(S) TO MARS


Though most missions TO THE RED PLANET HAVE FAILED, THE SUCCESS RATE IS DEFINITELY IMPROVING + + +

SOURCES: CORNELL UNIVERSITY, EUROPEAN SPACE AGENCY, NASA, RUSSIANSPACEWEB.COM



Use concept models to teach

# CURLING GUIDE

 Became an official Olympic sport in 1998

## >> RULES

Two teams of four...



... take turns to throw eight stones



ONE GAME  
Consists of 10 "ends"



**FINALS**  
February 26, 15:00 Women  
February 27, 15:00 Men

## >> THE CURL



**1**

**THE HACK**  
Starting point

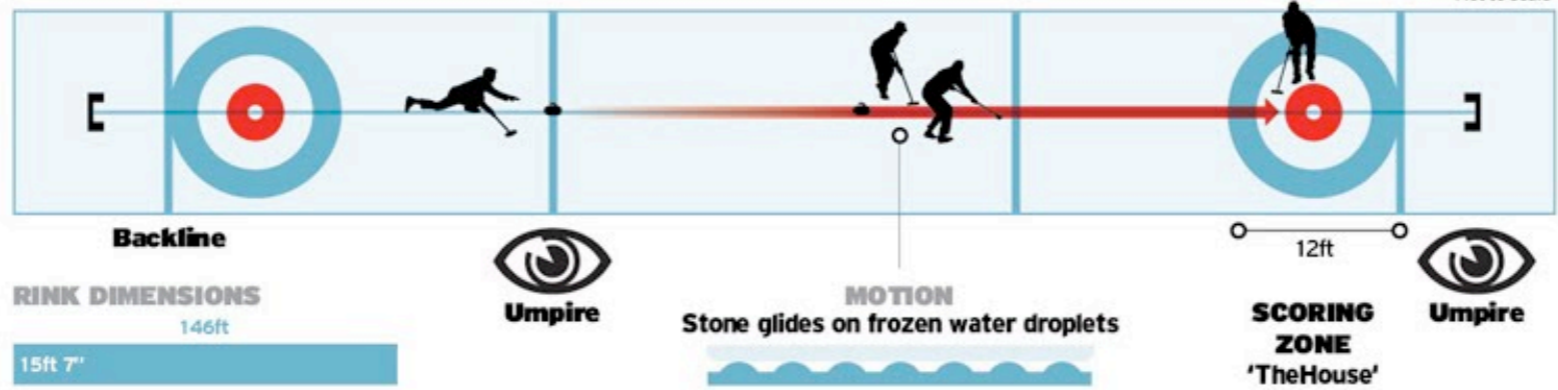
**2**

**HOG LINE**  
Stone must be released before reaching line

**3**

**SWEEPERS**  
Brush ice in front of stone to control its path

**'THE HOUSE'**  
Team scores a point for each stone closer to centre circle than opponent's best stone



RINK DIMENSIONS  
146ft

15ft 7"

Graphic: Ciaran Hughes

## >> THE STONE



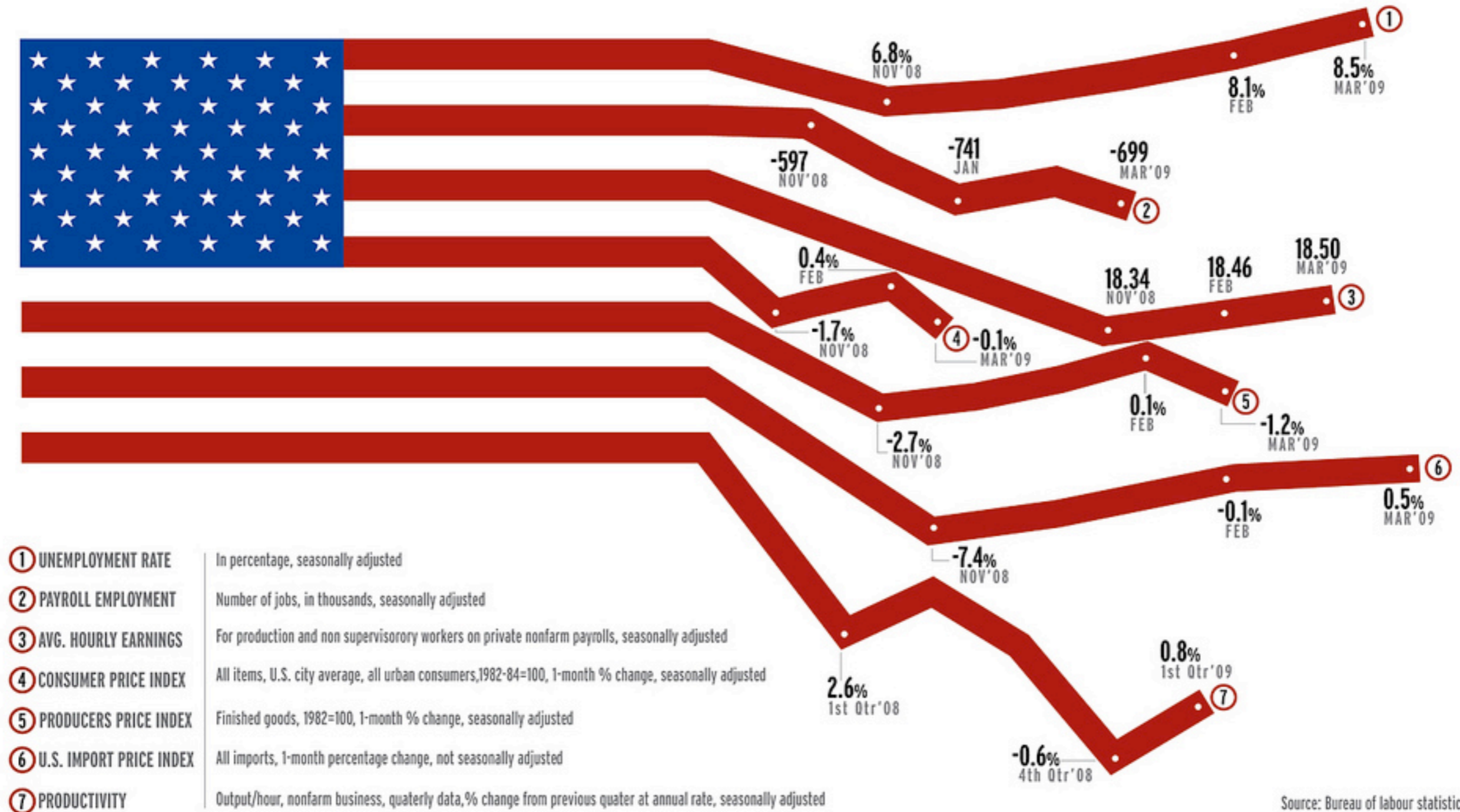
WEIGHT  
17-20kg

Source: VANOC, Graphic News

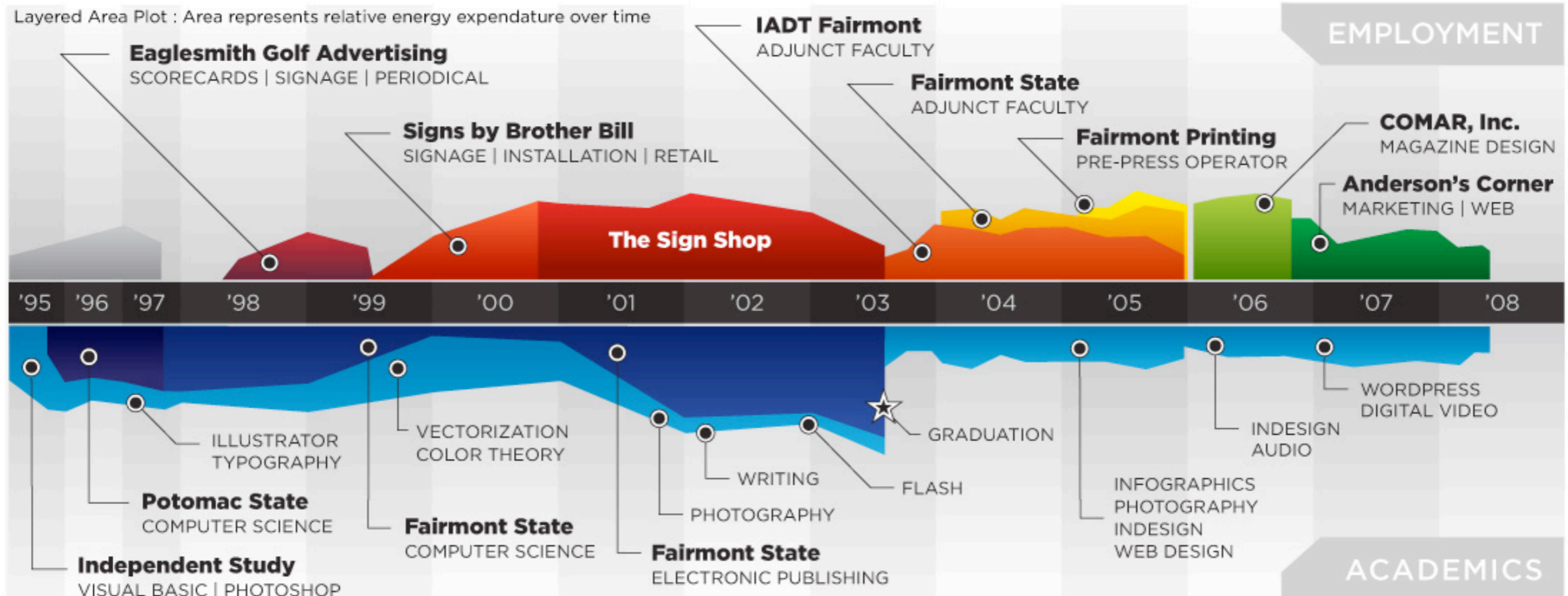
Use concept models to teach

# Economy at a Glance

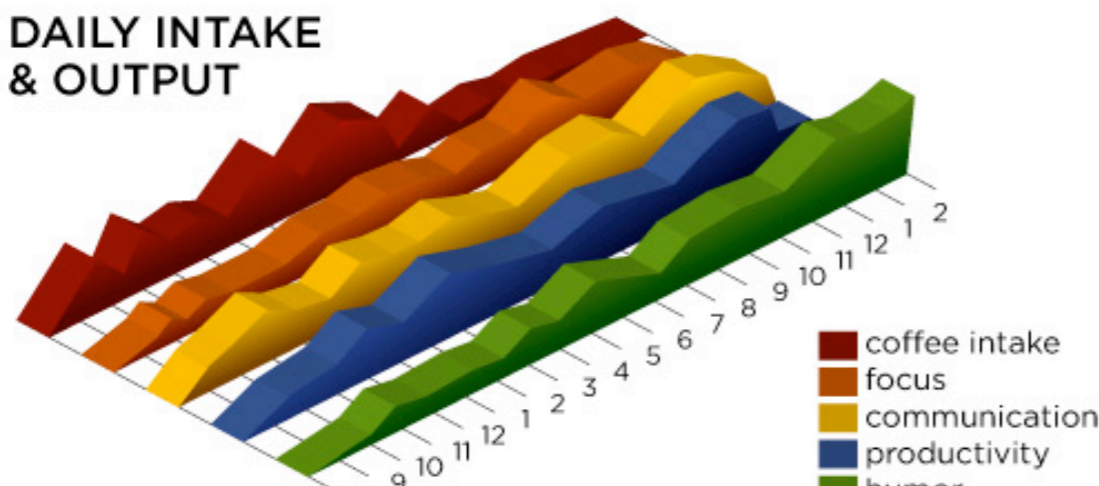
The recent failure in the housing and credit markets have resulted in a slowdown in the US economy. 2007 GDP growth was estimated at 2.2% but in 2008 it is projected to be just 0.9%



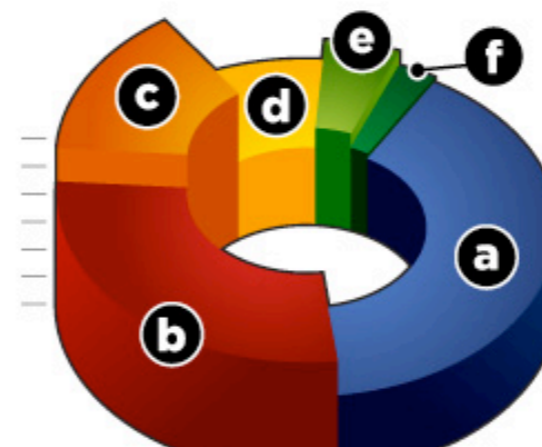
Use concept models to capture attention



## DAILY INTAKE & OUTPUT



## PRIMARY SKILL SETS



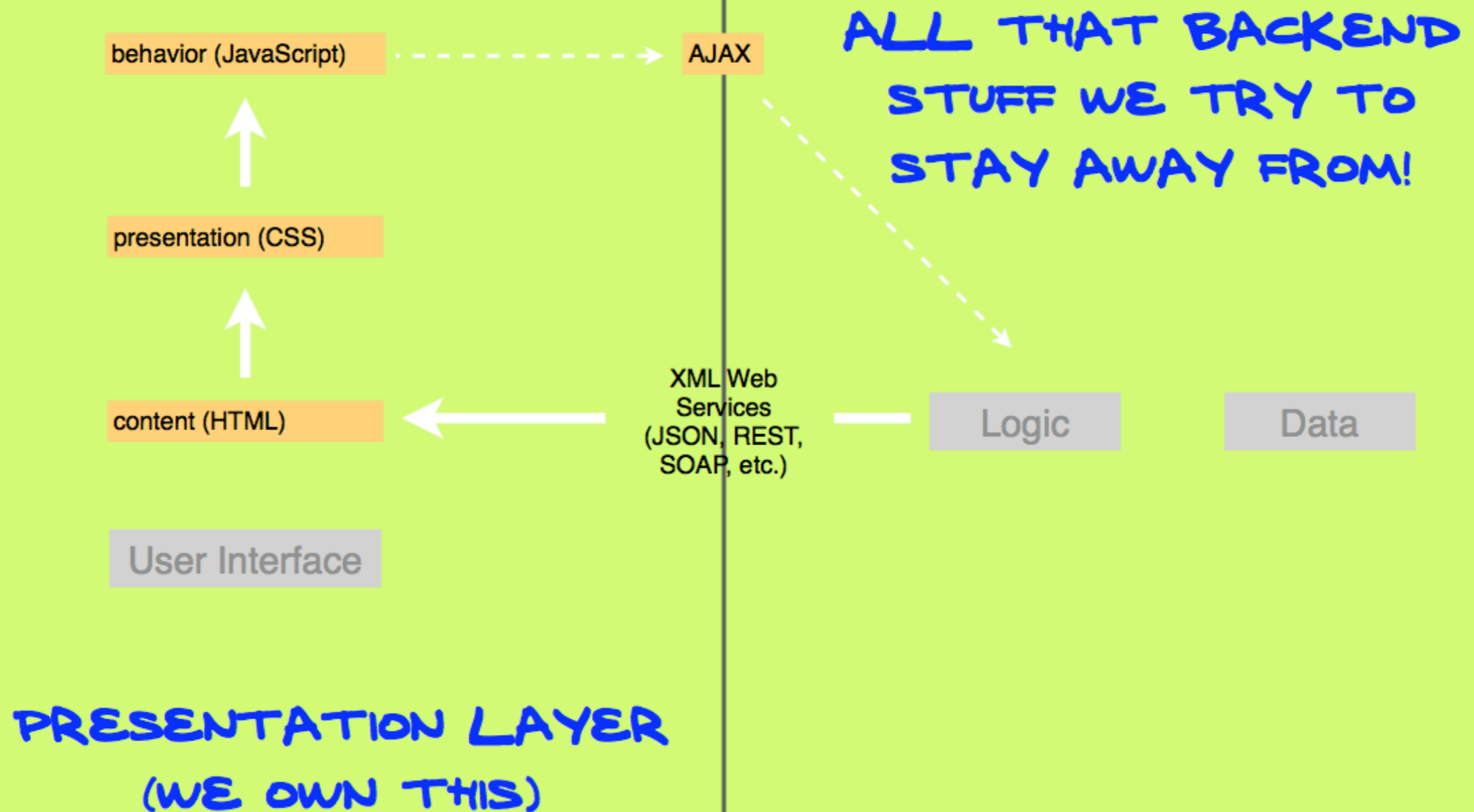
- a.** Digital Photography, *Photoshop*
- b.** Layout, *InDesign*, Typography
- c.** *Illustrator*, Vectorization, Signs
- d.** *Flash*, Animation, Scripting
- e.** Web Design, Wordpress, CSS
- f.** Copywriting, Editing, Research

Pie slice = represents % personal time investment.

Use concept models to **capture attention**

WHICH LOOKS LIKE THIS FOR WEB BASED APPLICATIONS

USING AN HTML FRONT-END



Use concept models to aid in recall

ALL THAT BACKEND  
STUFF WE TRY TO  
STAY AWAY FROM!



IN THE SIMPLEST TERMS POSSIBLE...



DATA/  
SERVICES

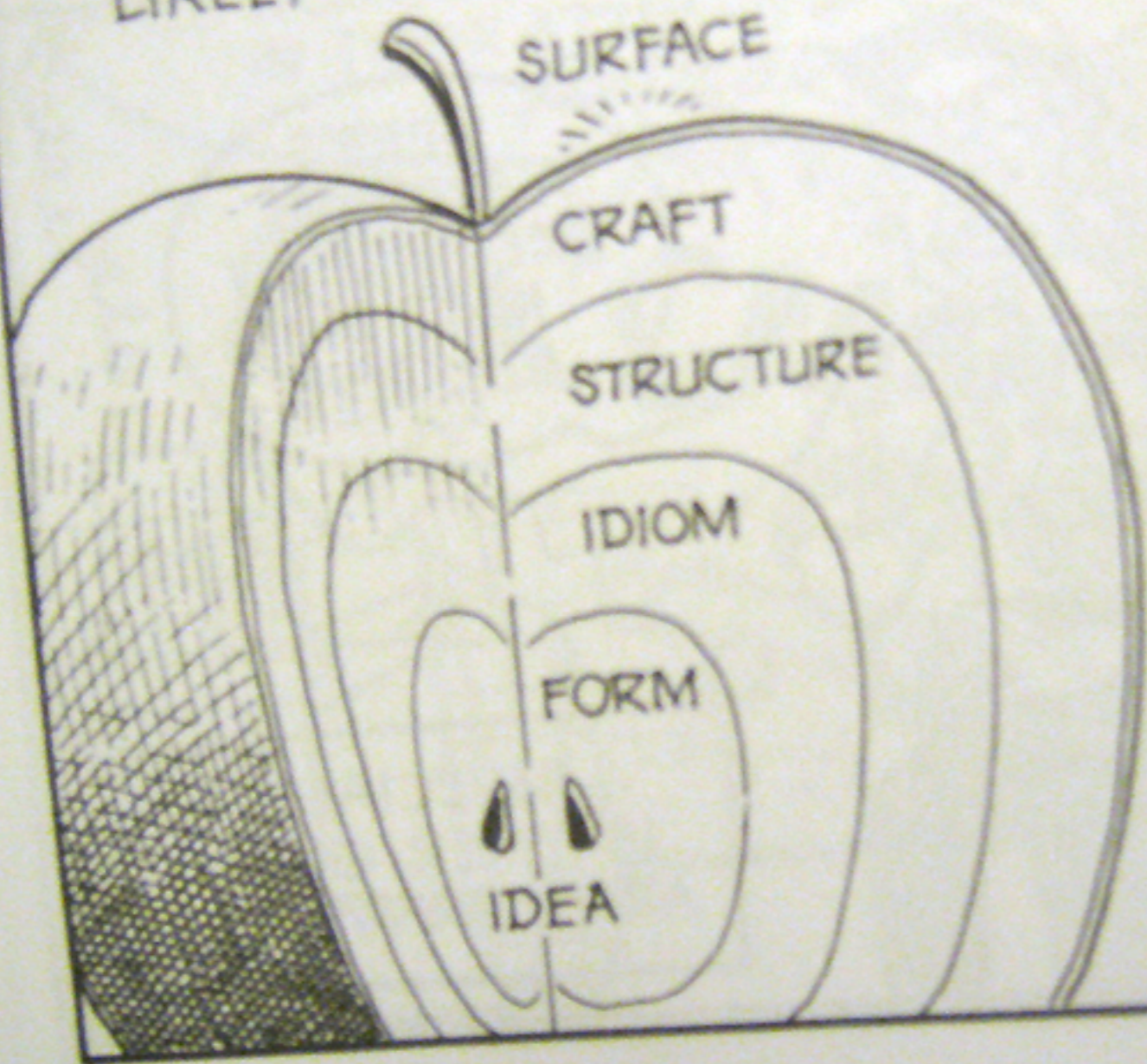


PRESENTATION  
LAYER



Use concept models to aid in recall

BUT THE MORE A CREATOR LEARNS TO COMMAND  
*EVERY* ASPECT OF HIS/HER ART AND TO  
UNDERSTAND HIS/HER RELATIONSHIP TO IT,  
THE MORE "ARTISTIC" CONCERNS ARE  
LIKELY TO GET THE UPPER HAND.



IS 77% OF BONES IN A BODY  
THEY CAN BE DISCO  
BUT WHEN BROU  
WILL ALWAYS P



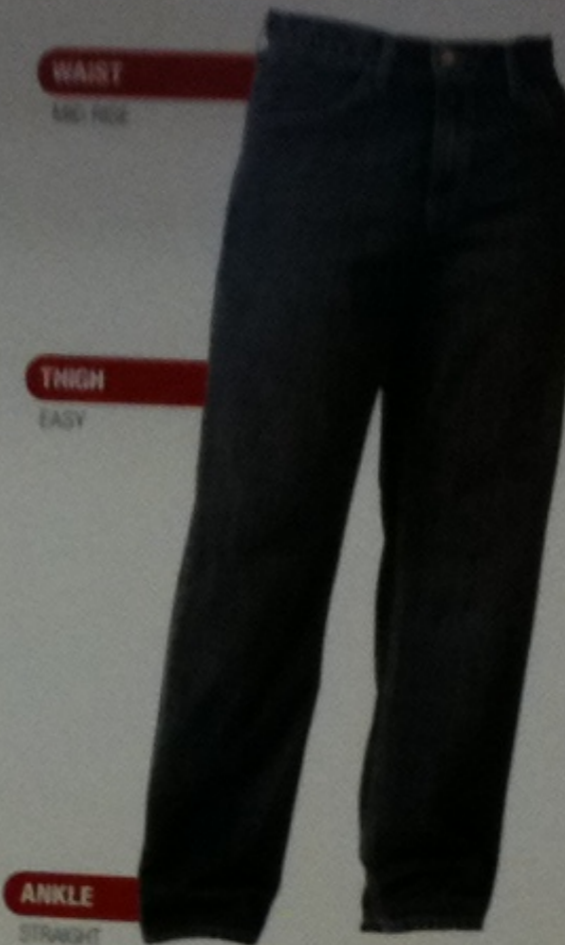
Use concept models to aid in recall

# loose



	LENGTH		
	30	32	34
29	<input checked="" type="radio"/>		
30	<input checked="" type="radio"/>	<input checked="" type="radio"/>	
32	<input checked="" type="radio"/>	<input checked="" type="radio"/>	
33		<input checked="" type="radio"/>	
34	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
36	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
38	<input checked="" type="radio"/>	<input checked="" type="radio"/>	
40	<input checked="" type="radio"/>		

# relaxed



	LENGTH		
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40	<input checked="" type="radio"/>		
42	<input checked="" type="radio"/>		

# straight



	LENGTH		
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30	<input checked="" type="radio"/>	<input checked="" type="radio"/>	

# regular



	LENGTH		
	30	32	34
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Use concept models to **simplify choices**

# PROBLEMS



= NOT RELATING TO WOMEN



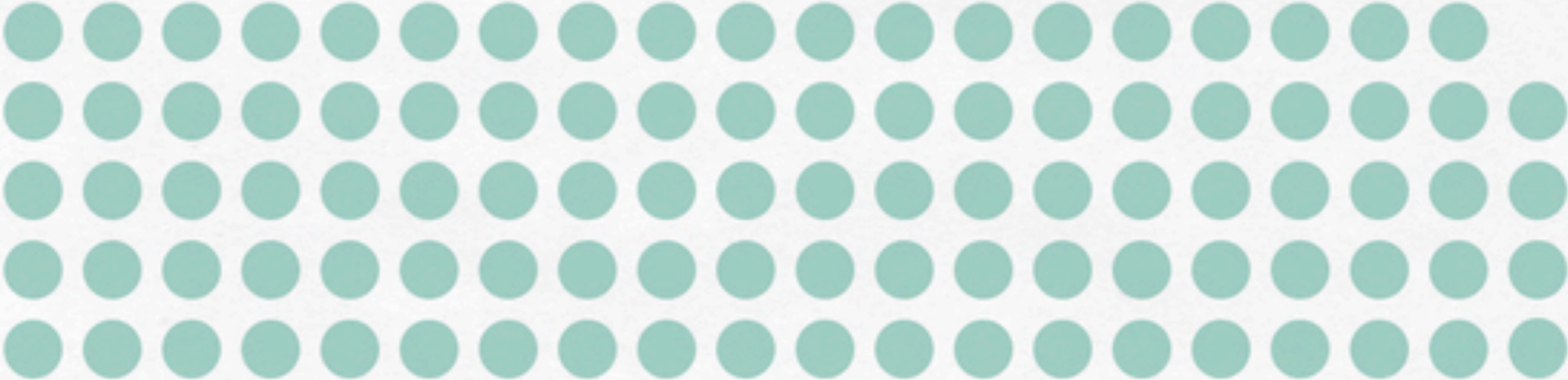
= RELATING TO WOMEN

---

## JAY Z



## TIGER WOODS



Use concept models to **make people laugh!**

Use concept models to  
make sense of  
something complex  
in order to...

understand  
inform  
clarify  
converse

reveal patterns  
simplify  
inspire  
persuade

teach  
capture attention  
aid in recall  
make people laugh

Ahem. Notice how I  
avoided defining  
"WHAT is a concept  
model?"

diagram?

chart?

infographic?

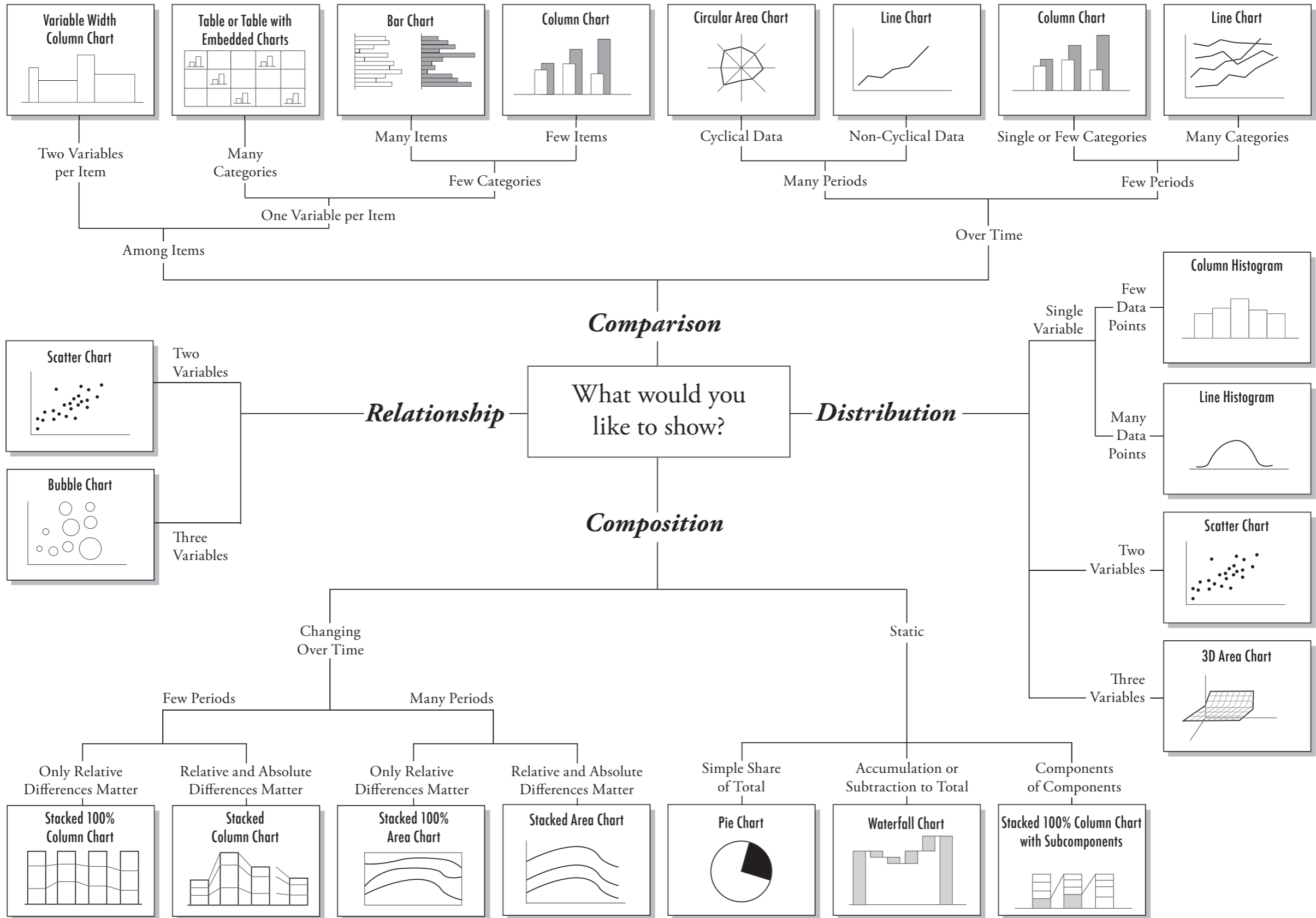
process map?

timeline?

treemap?

visualization?

# Chart Suggestions—A Thought-Starter



**A CONCEPT MODEL USES  
VISUALS & TEXT TO MAKE SENSE  
OF COMPLEX INFORMATION**

more about concepts than data  
about relationships

(including processes, proportions & changes over time)

often static

different from narrative  
explanations

not graphic notetaking

far more than mind mapping

not the same as a chart

# 20 Awesome Things about Bacon

More than 2 billion pounds of bacon is produced in the U.S. each year



## THAT MEANS!

If the average piece of bacon is 1 oz. the U.S. consumed 32 BILLION pieces of bacon last year alone!

Bacon is one of the oldest processed meats in history. The Chinese began salting pork bellies as early as **1500 B.C.**

## Bacon Contains

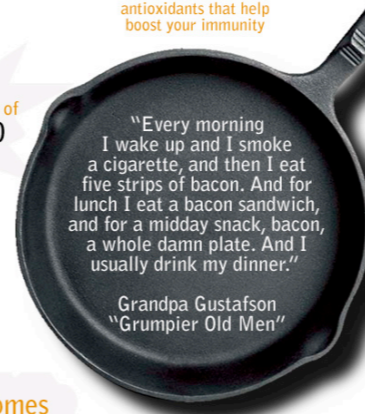
**Vitamin B1 (Thiamin)**

**Vitamin B12**  
which can help fight  
Anaemia & boost vitality

**Zinc & Selenium**  
antioxidants that help  
boost your immunity



The earliest reference of bacon was in **1560** by a London Cheesemonger



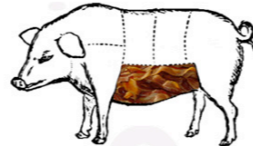
"Every morning I wake up and I smoke a cigarette, and then I eat five strips of bacon. And for lunch I eat a bacon sandwich, and for a midday snack, bacon, a whole damn plate. And I usually drink my dinner."

Grandpa Gustafson  
"Grumpier Old Men"

In the 16th Century, European peasants would proudly display the small amount of bacon they could afford

Bacon comes from the belly of the pig

**Yorkshire and Tamworth**  
pigs are bred specifically for bacon



## Popular Flavors

Hickory  
Maple  
AppleWood  
Mesquite  
Honey  
Sugared  
Peppered

Bacon bits sold at supermarkets are actually vegetarian

One **200 lb** pig will produce approximately **20 lbs** of bacon

**Bacon Day** is held on the Saturday before Labor Day  
In 2010 it will be on **September 4th**



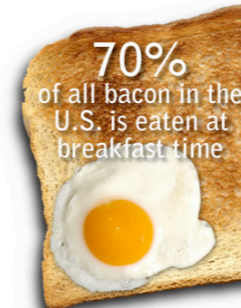
Pork bellies have been traded on the Chicago Mercantile Exchange since 1961. The unit of trading is 20 tons of frozen, trimmed bellies

"To bring home the bacon" comes from the ancient sport of catching a greased pig at country fairs. The winner kept the pig and 'brought home the bacon'

**Thin sliced**  
1/32 inch thick  
28 - 32 slices per pound

**Regular sliced**  
1/16 inch thick  
16 - 20 slices per pound

**Thick sliced**  
1/8 inch thick  
10 - 14 slices per pound



**70%** of all bacon in the U.S. is eaten at breakfast time

Are you ready to  
make sense of  
something complex?

*Create a concept model representing...*

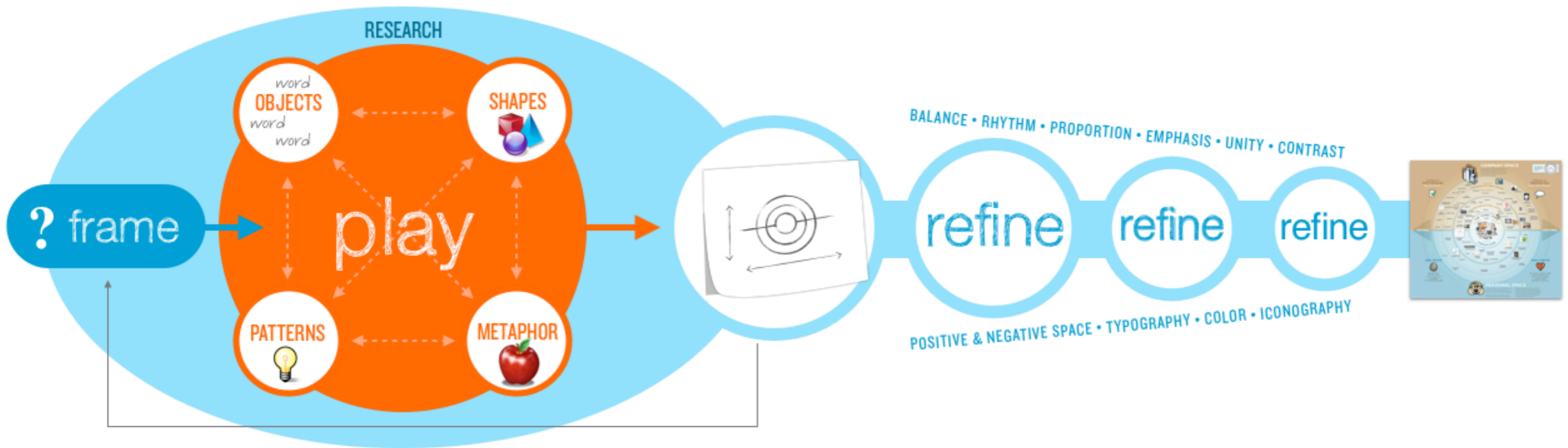
**A. YOU!**

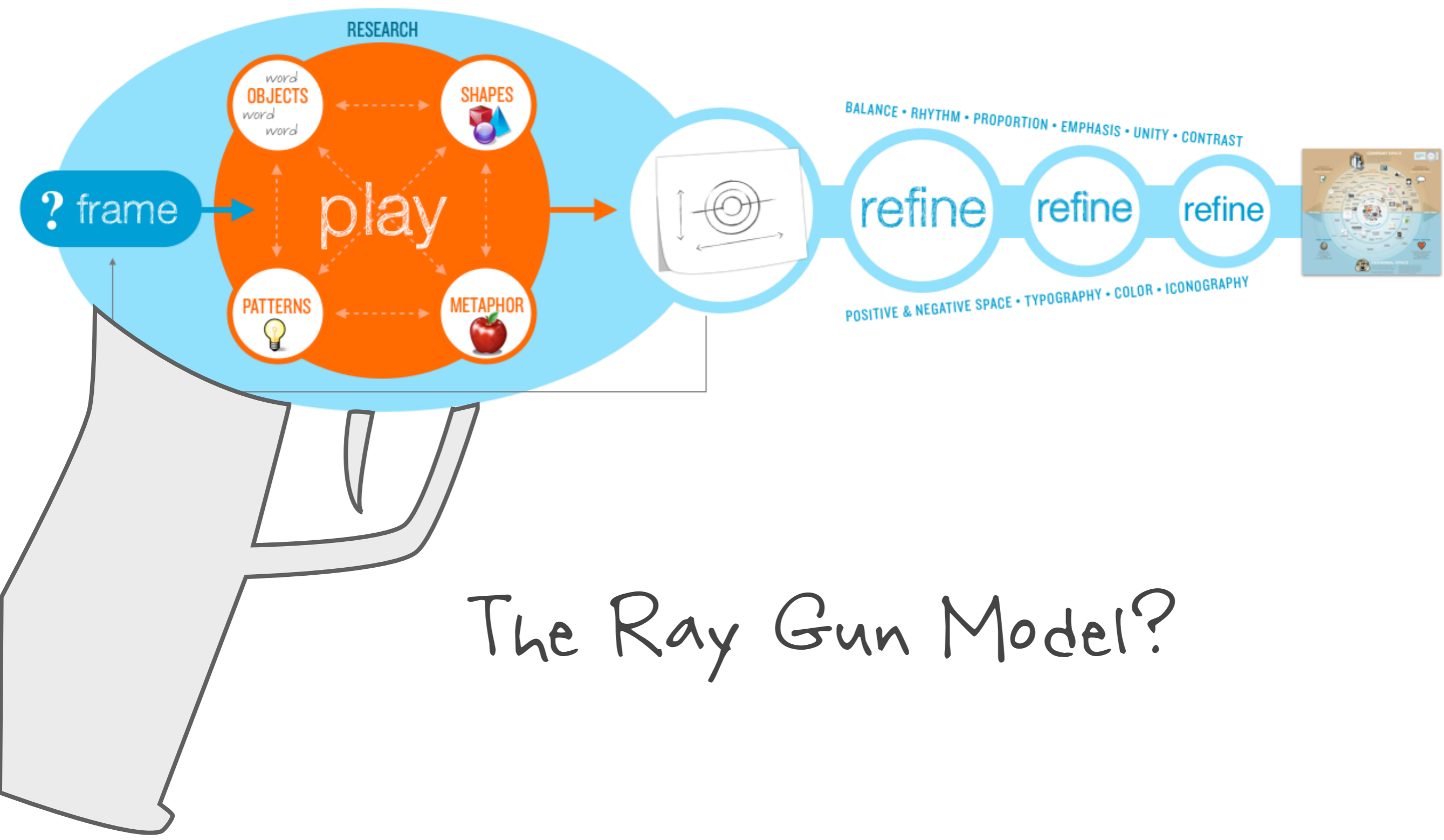
**B. UX Methods**

**C. LONDON**

(or some aspect of London  
such as travel or food)

How?





The Ray Gun Model?

frames

Use concept models to  
make sense of  
something complex  
in order to...

understand  
inform  
clarify  
converse

reveal patterns  
simplify  
inspire  
persuade

teach  
capture attention  
aid in recall  
make people laugh

Create a concept model

for [your audience] that

makes sense of

[your problem]

in order to...

understand

inform

clarify

converse

reveal patterns

simplify

inspire

persuade

teach

capture attention

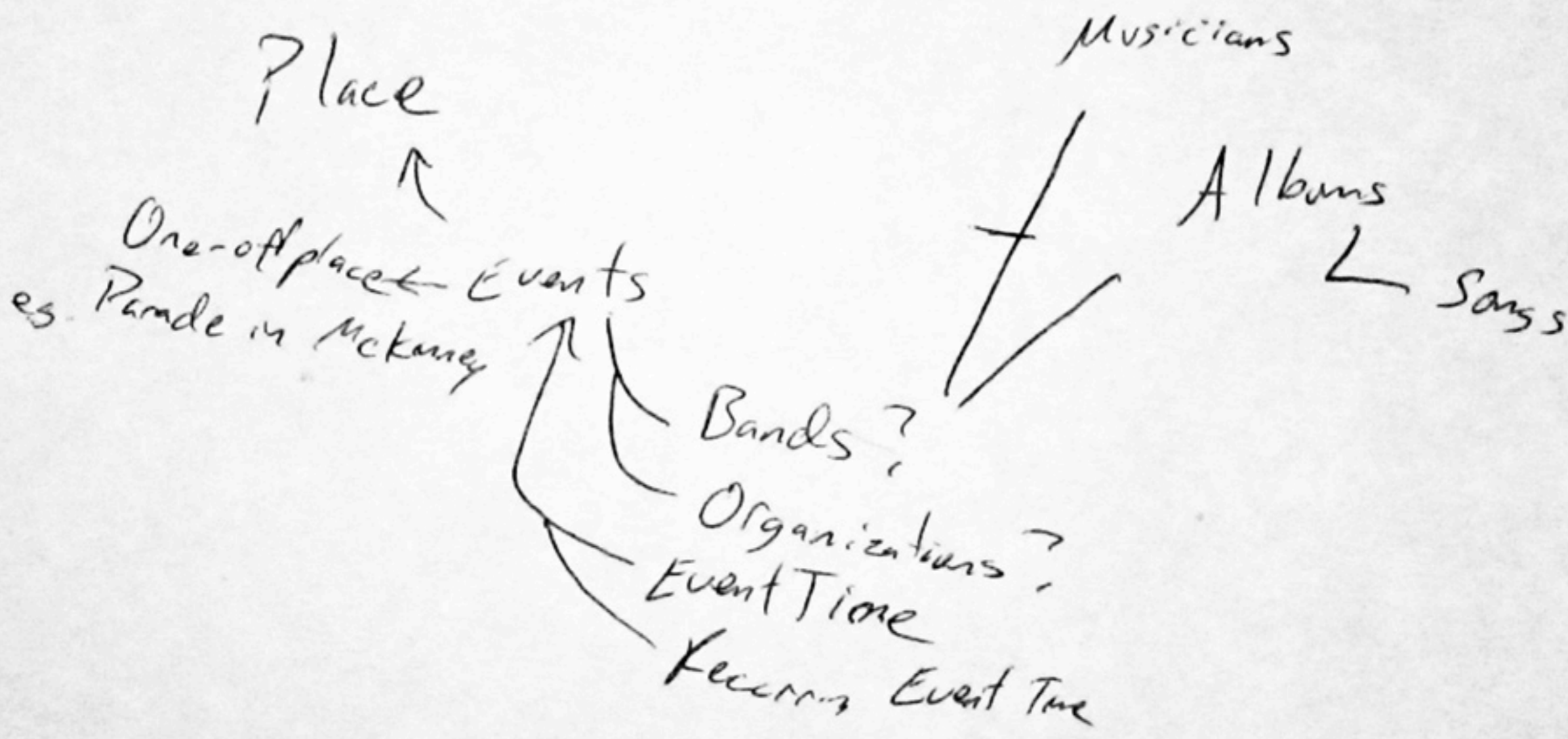
aid in recall

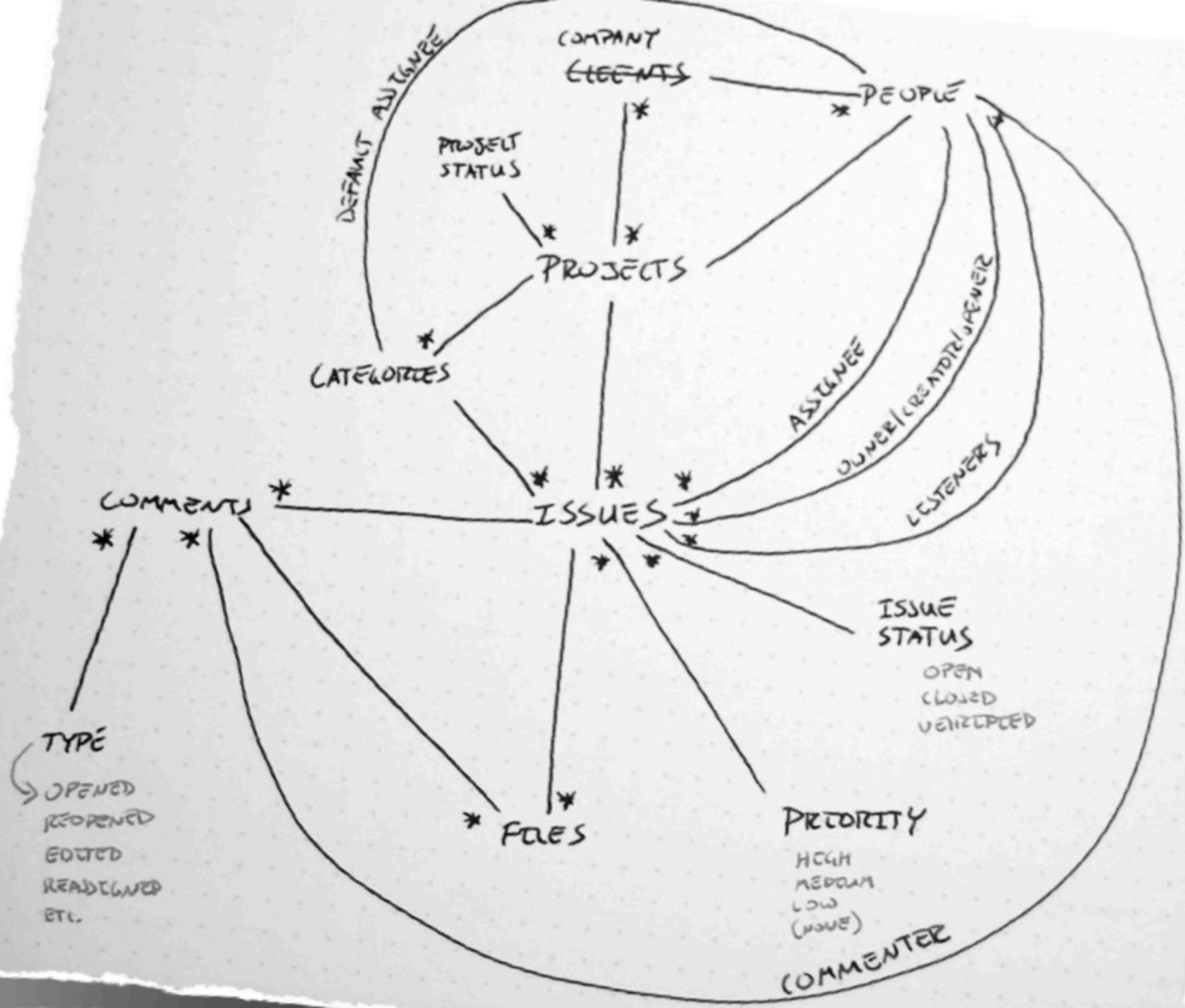
make people laugh

play

# OBJECTS





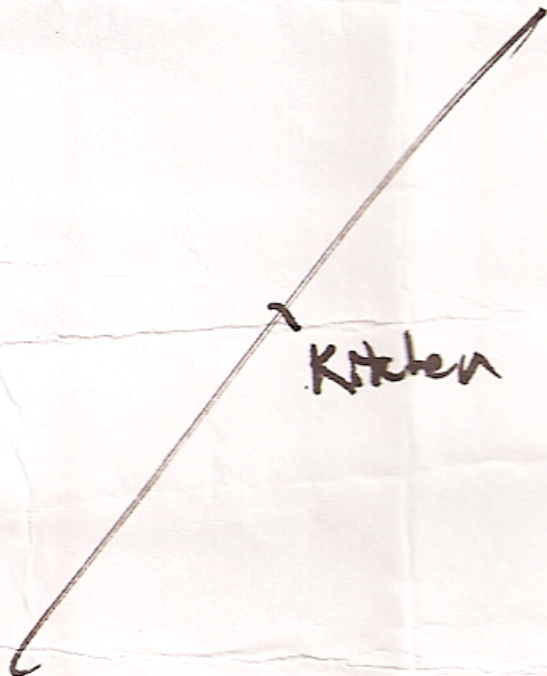
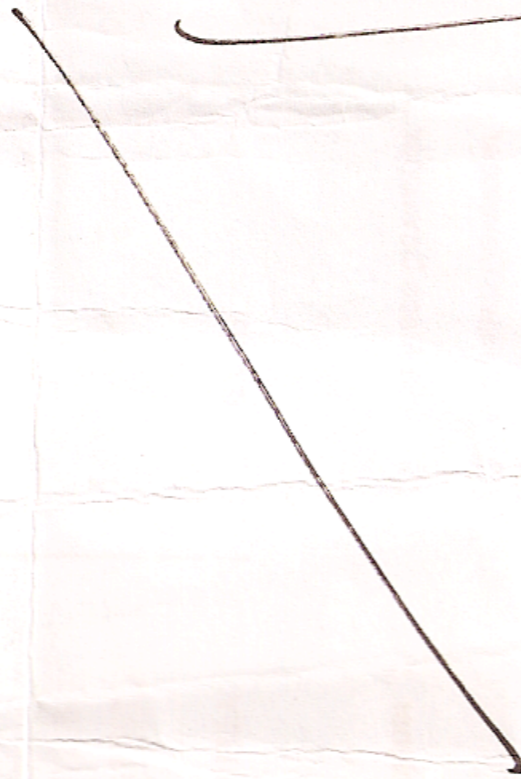


Patterns/Principles

Hospital

Unknown

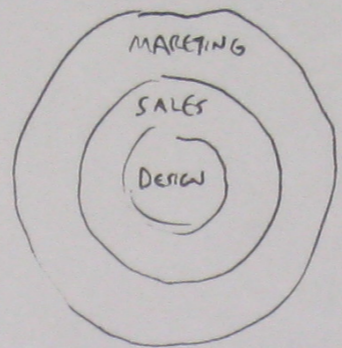
Agency



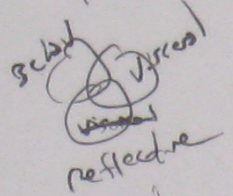
Manufacturing

Known

"The product sells itself"



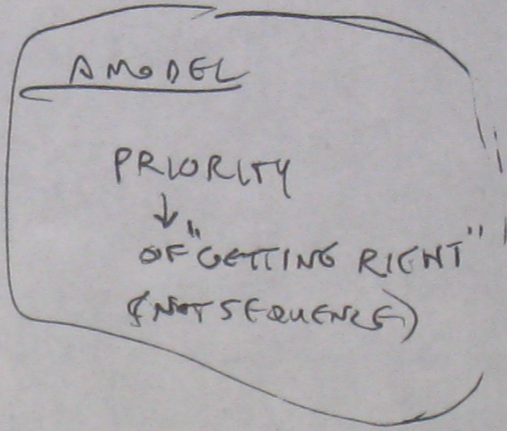
Put Norman in the center



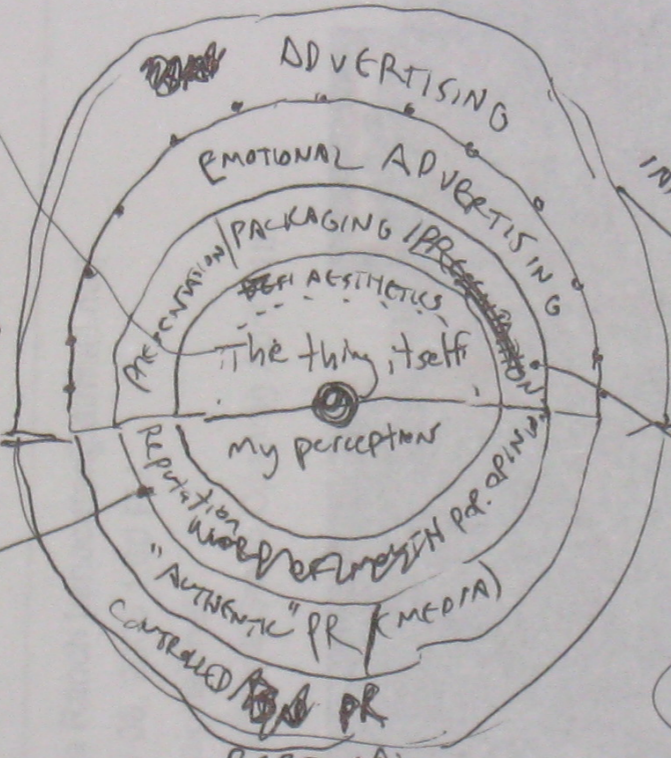
- ✓ message
- ✓ environment
- ✓ website
- ✓ copy (reputation)

CAN BE CONTROLLED

EXTERNAL



DIRECT  
FEATURES/  
SERVICES



HISTORY/  
ACTION/  
REPUTATION



CAN BE INFLUENCED (positively or negatively)

- DETERMINED WITH
- ipod
  - Barcamp
  - rumpler bag
  - carah (L&L)
  - Amore

TOWARDS A CLASSIFICATION OF THINGS

- Starbucks coffee
- canned coffee
- car
- amazon.com
- art
- screws
- a reseller (real)
- a magazine
- a whiteboard PC
- Apple iPad
- Krumpler Bag
- Movie
- the mail
- Disney World
- Restaurant / Food
- a candle
- Nike.com
- candle (functional)
- candle (aromatic)

→ needs metaphor



- Banks
- Bookkeeper
- Conflict
- Contracting
- Customers
- Dependencies
- Estimating
- Ethics
- Finding and keeping customers
- Incorporation
- Insurance
- Intellectual Property (IP)
- Invoices
- Politics
- Presentation
- Pricing
- Self Discipline
- Skills
- Taxes
- Third parties
- Tools

Advertising  
 Bad Debts  
 Fees  
 Depletion  
 Benefits  
 Insurance  
 Interest  
 Services  
 Office Expenses  
 Rent/Lease  
 Repairs  
 Supplies  
 Taxes  
 Travel/Ent.  
 Meals  
 Utilities  
 Wages  
 Other

*Negotiating / Pricing*

Professional Services Agreement

**Skills**  
**Documents**  
**Tools**

*Invoicing*

*Negotiations*

*Project Management*

## Establishing Yourself:

*Getting set up as a legal entity*

*Insurance*

*Tax Prep!*

*Expenses!*

*Trademarks? Copyrights?*

*Business Checking & Savings Accounts*

*Office?*

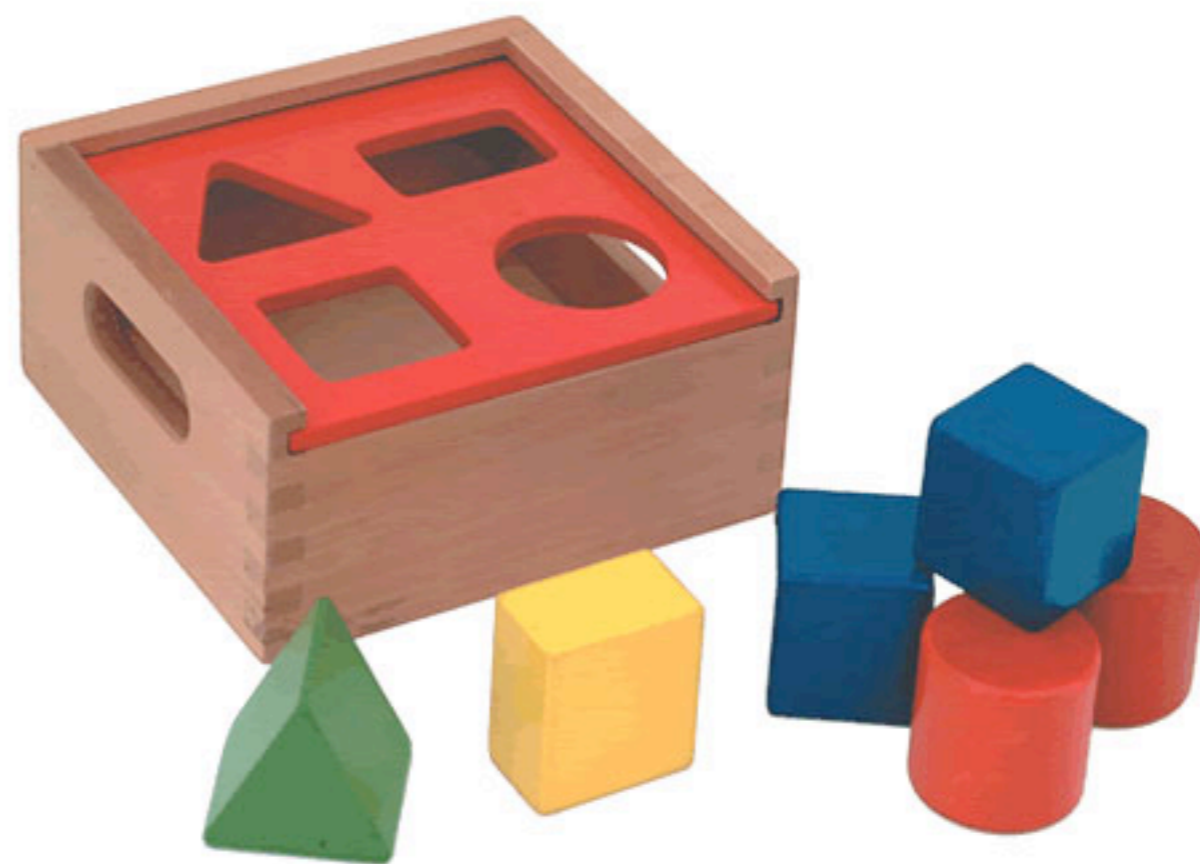


# TECHNOLOGY

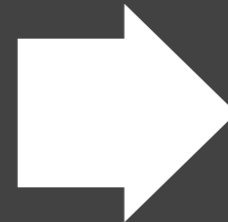
List all of the objects/nodes associated with your chosen topic.

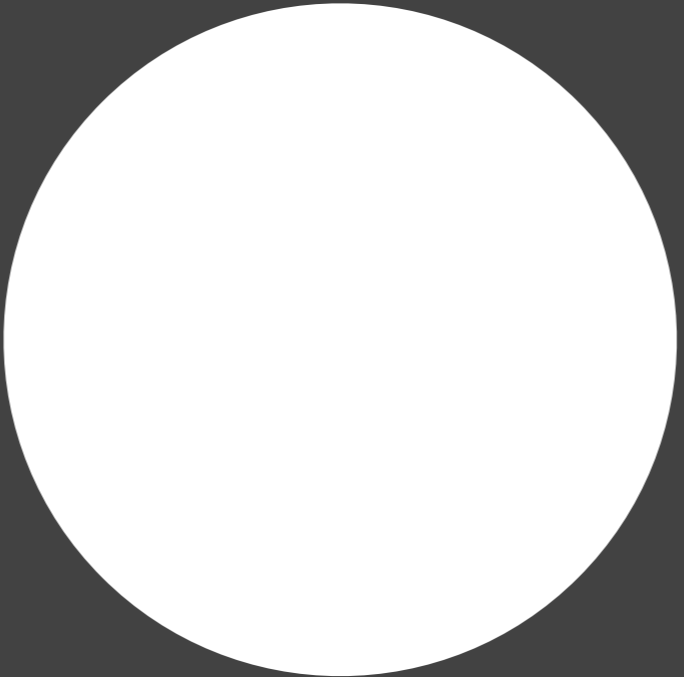
Don't worry too much about classifications or labels. But, do think about some "clusters" based on shared characteristics and/or relationships

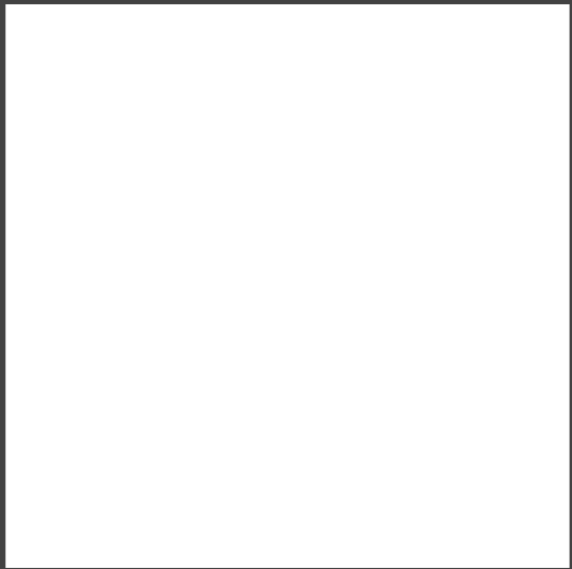
# SHAPES



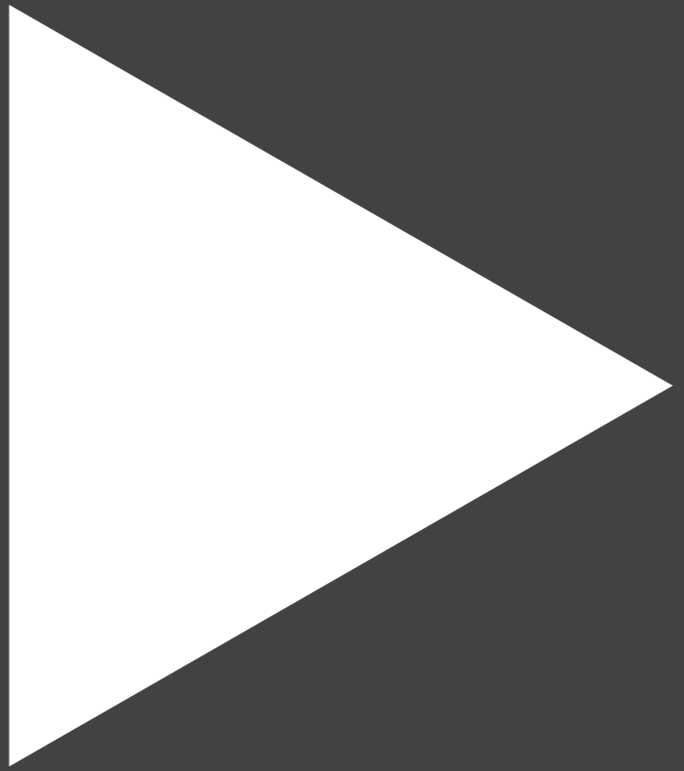
AaBbCcDdEeFfGgHhIiJjKkLl...

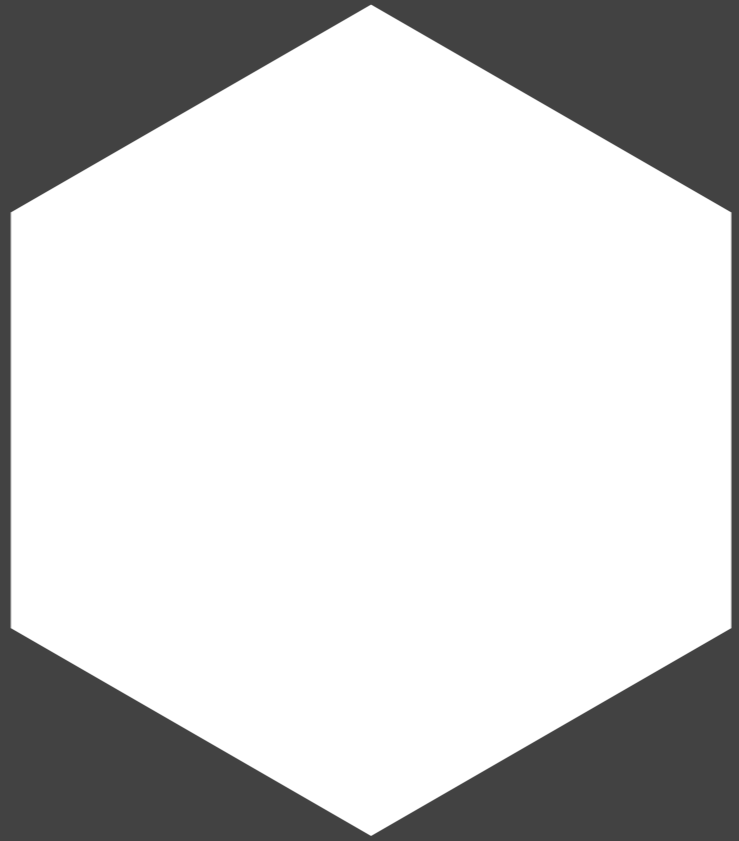








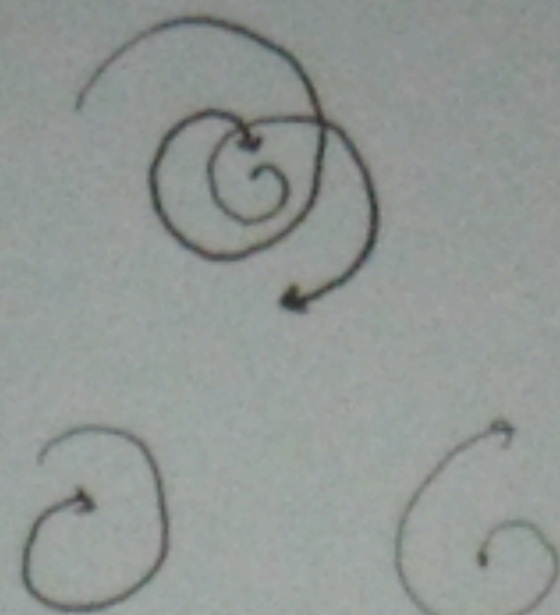
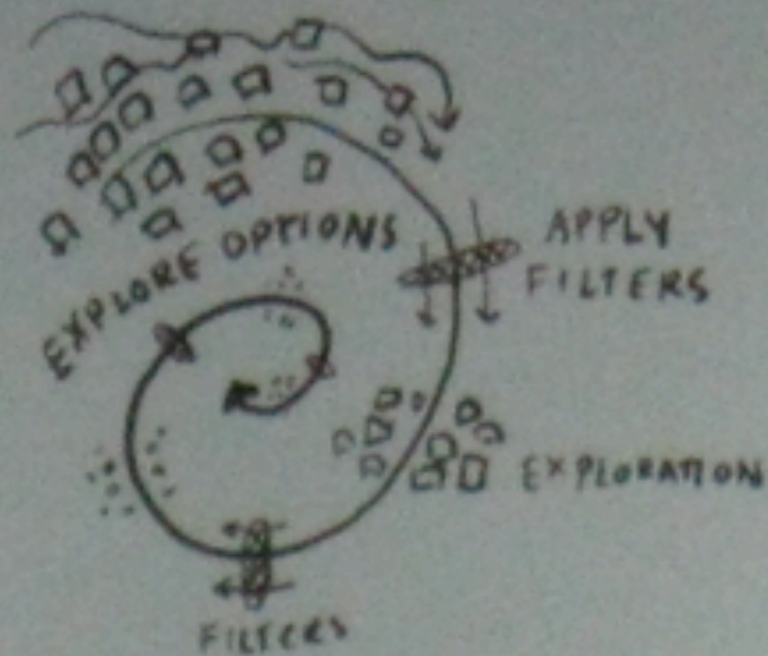




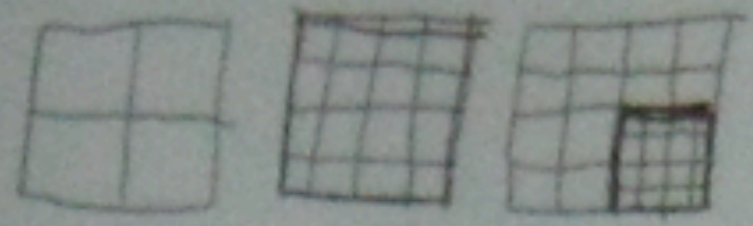
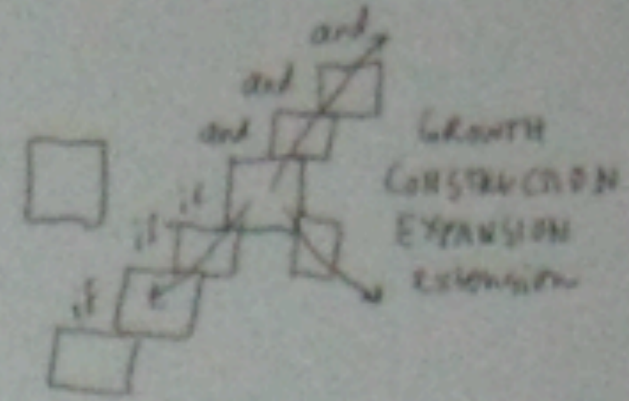
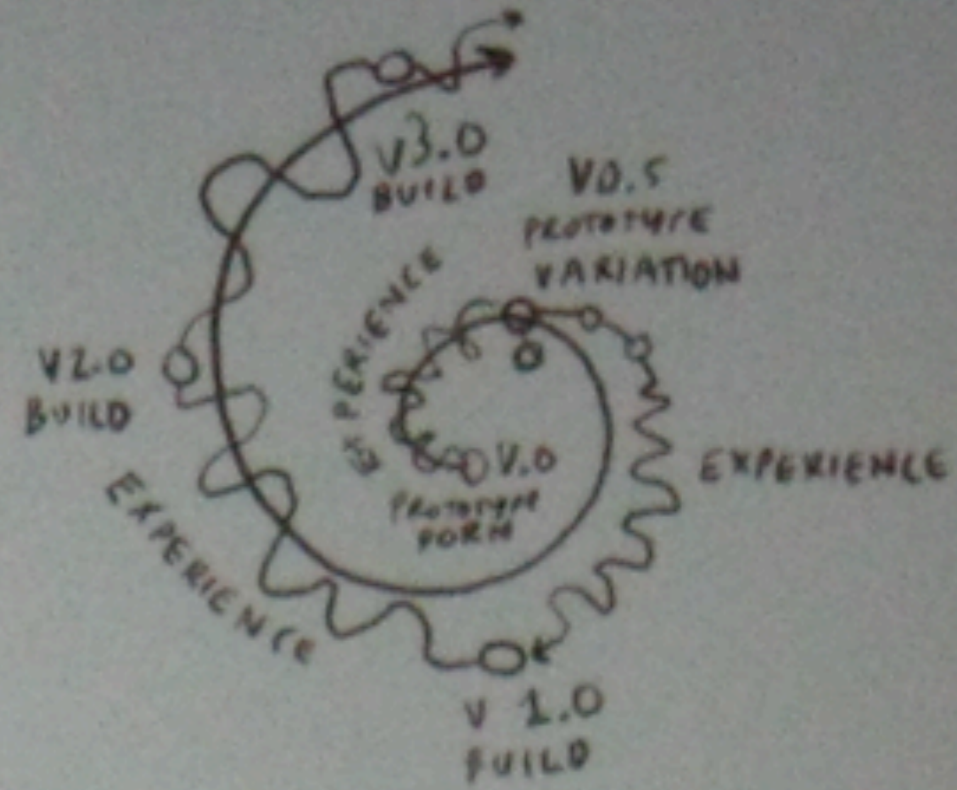


# SPIRALLING IN DEEPENING INSIGHT

# SPIRALLING OUT EXPANDING EXPERIENCE

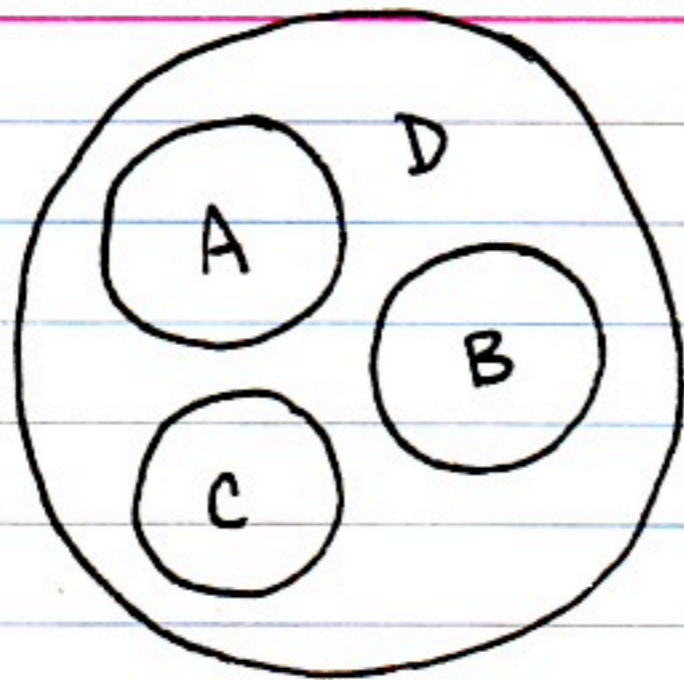


drilling -  
deeper search      prospecting -  
widening search



Reduction: Narrowing focus  
within a field. Breaking things down

# OVERLAPPING SHAPES

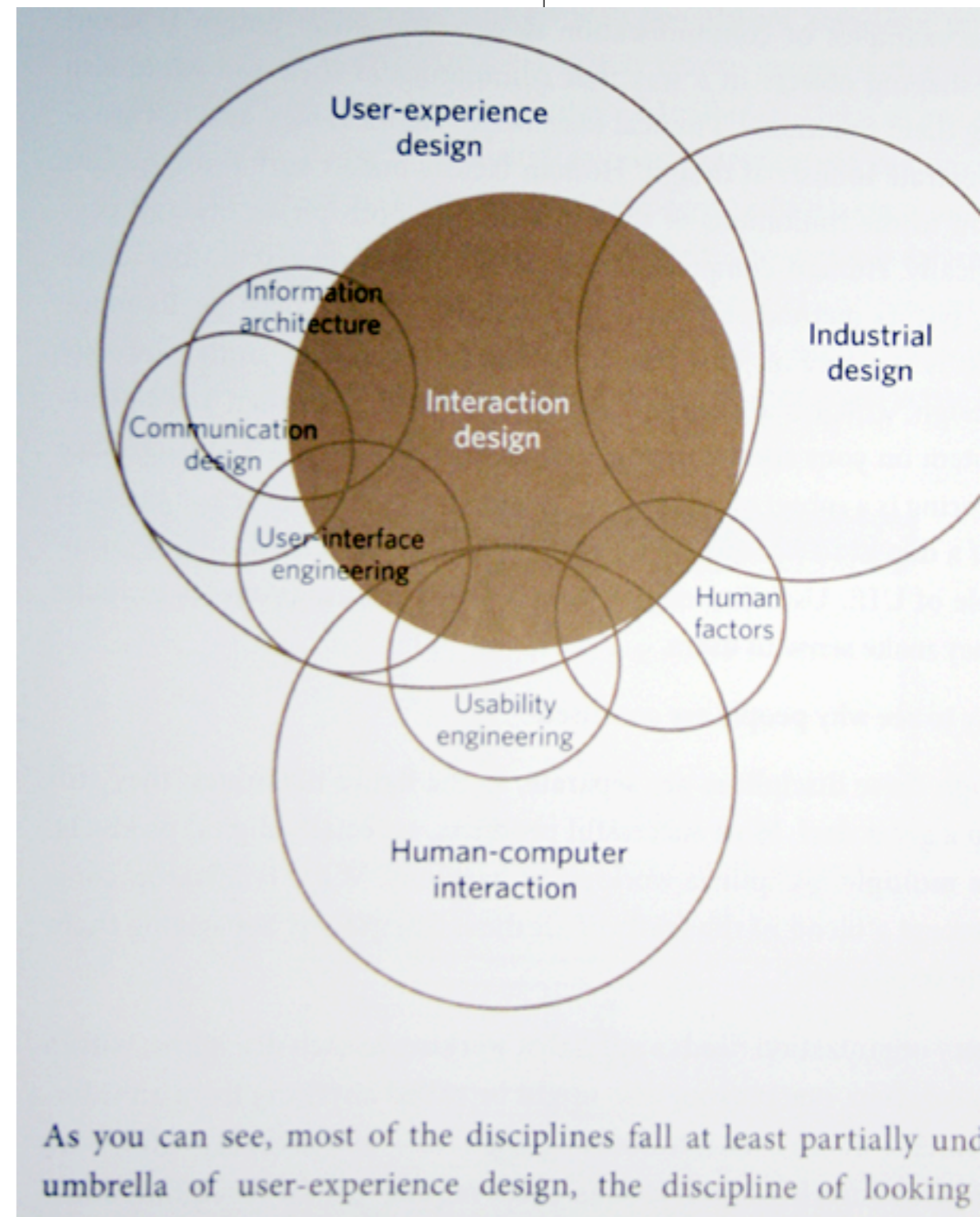
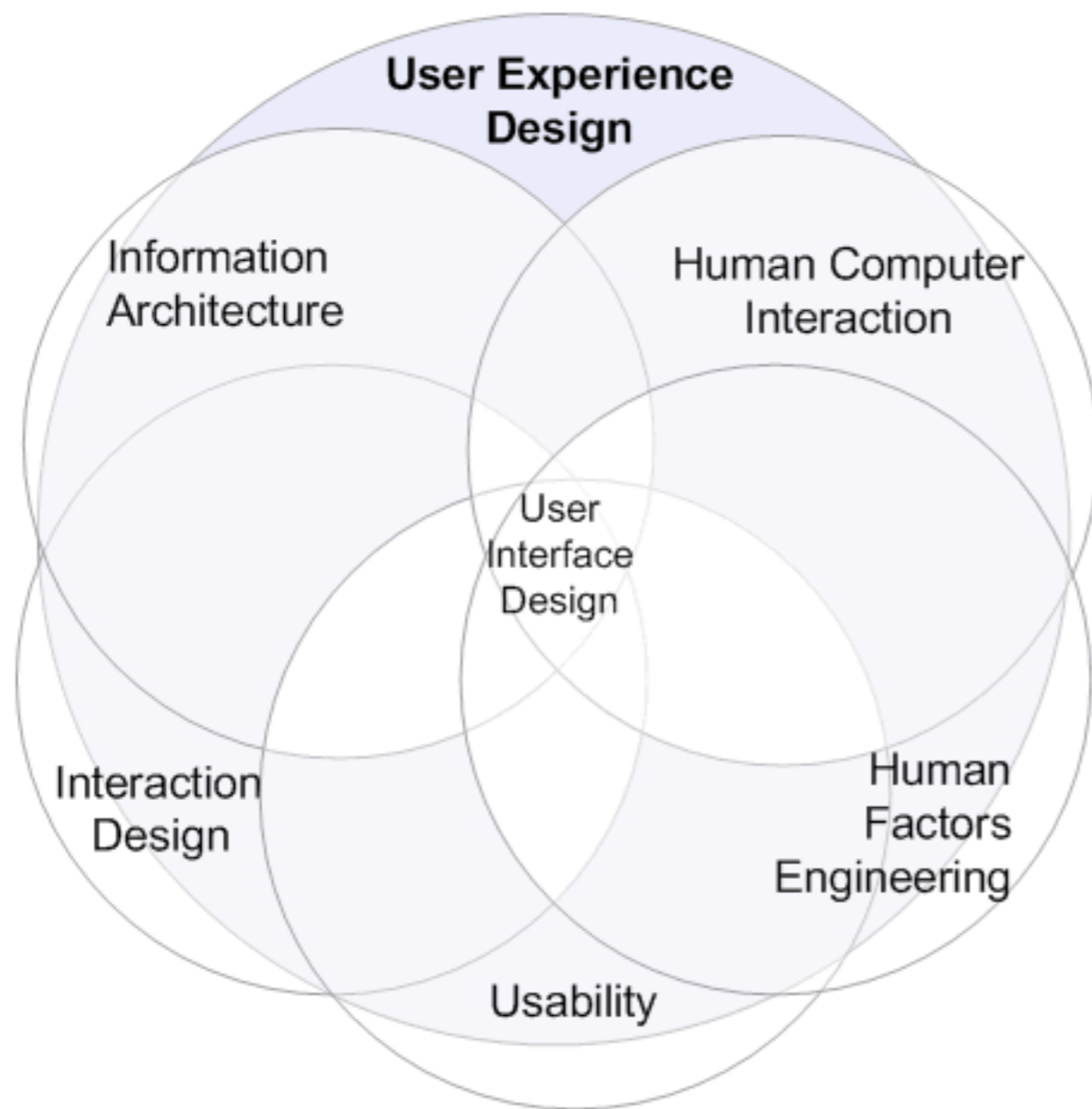


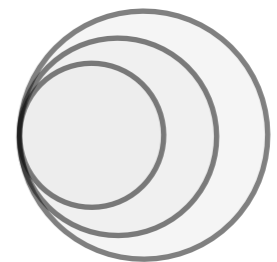
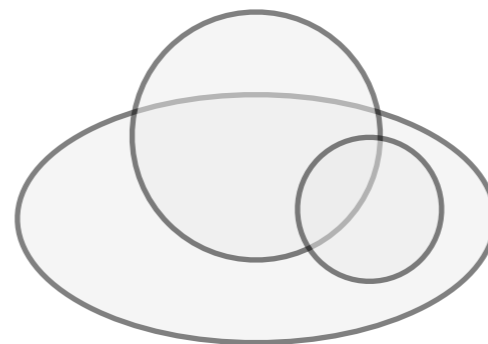
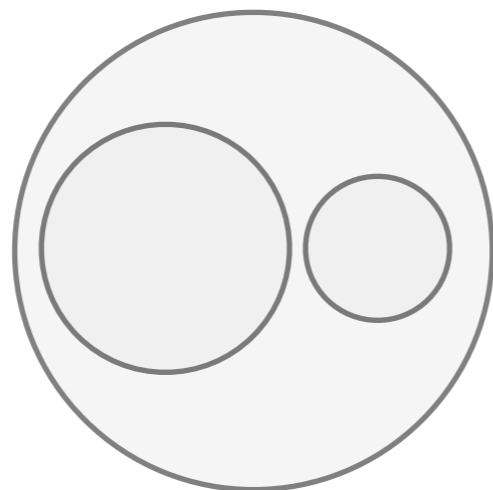
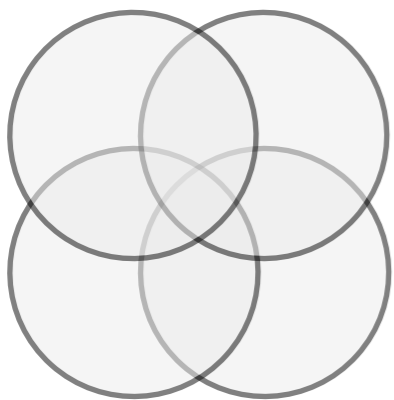
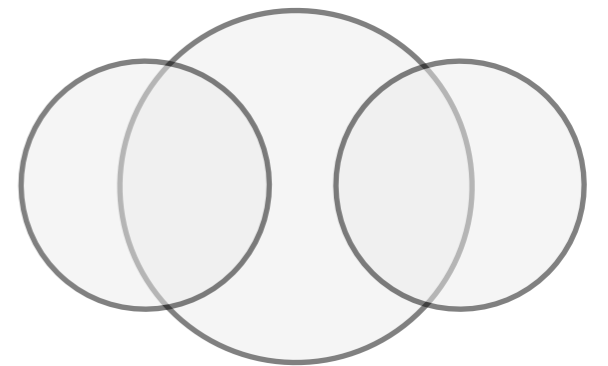
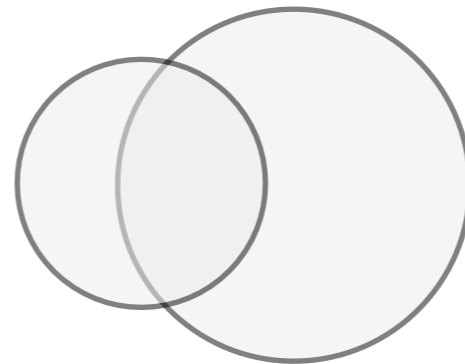
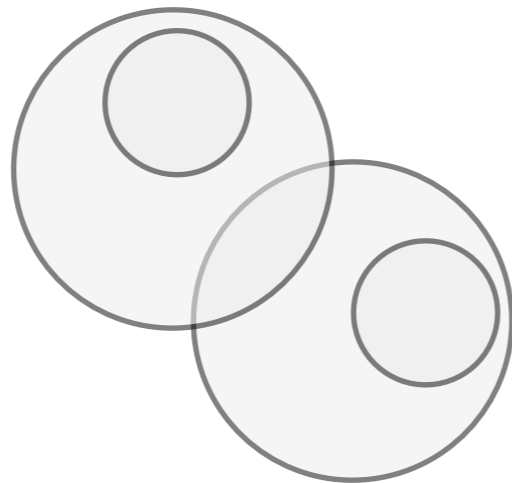
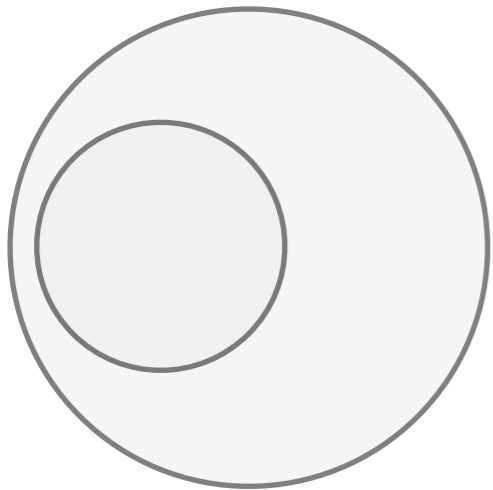
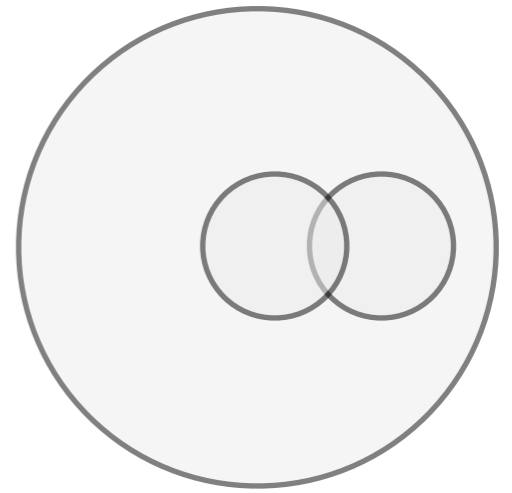
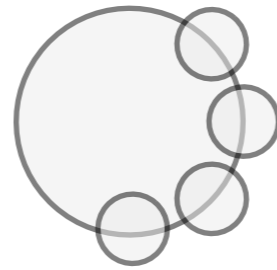
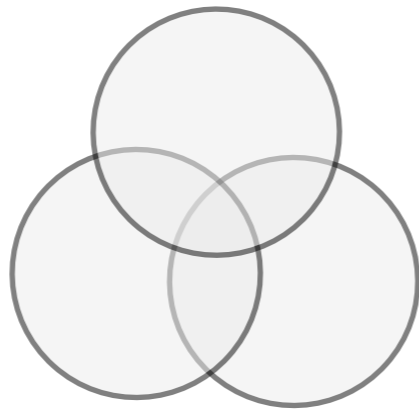
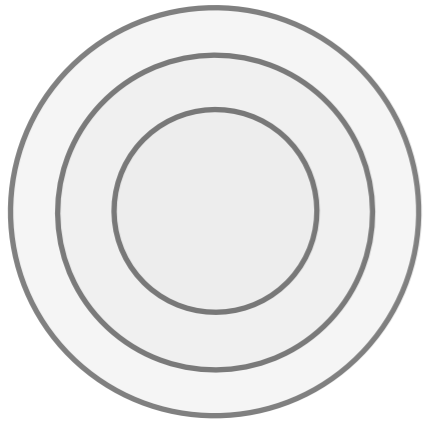
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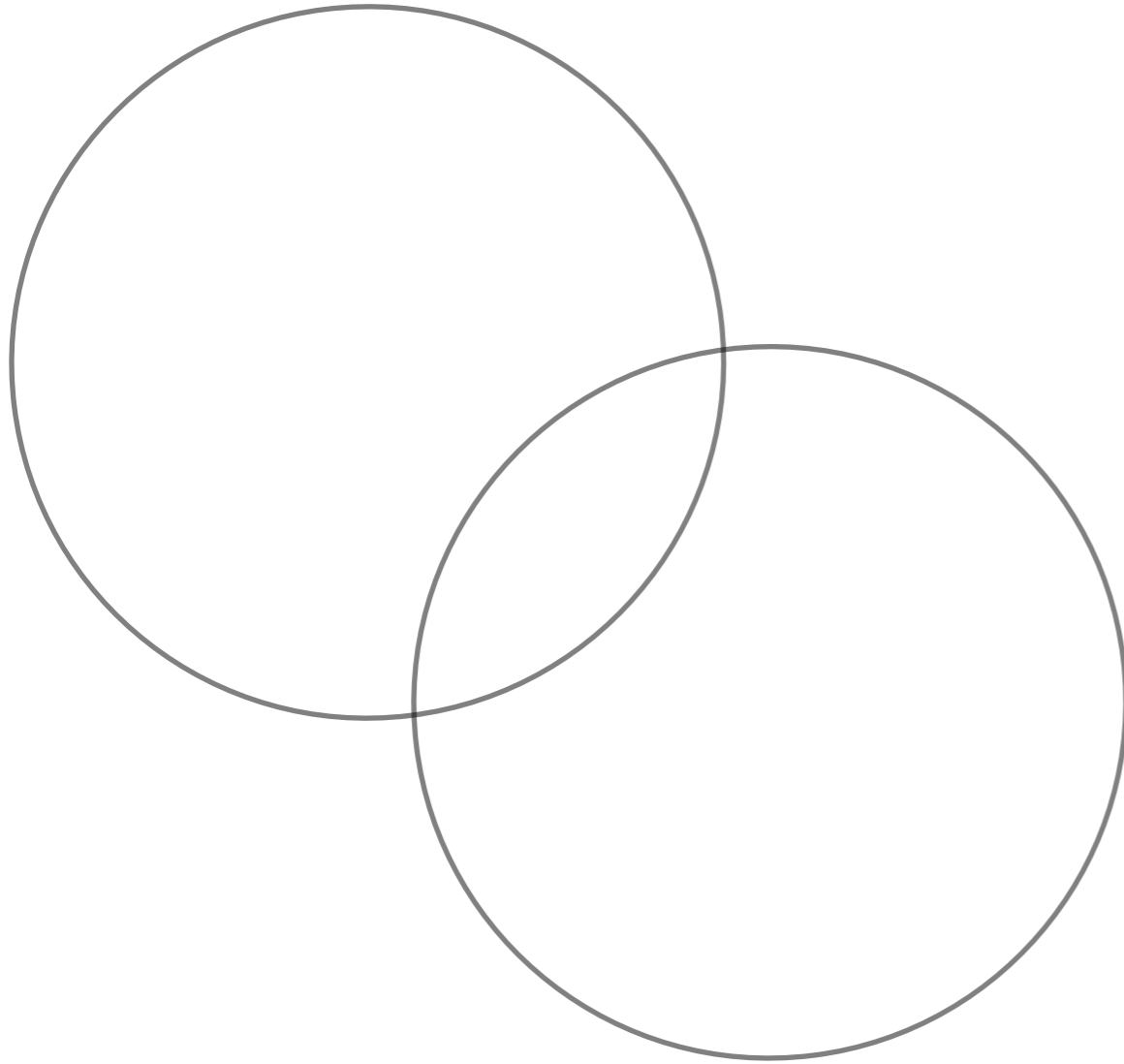
B = Limbo

C = Polka

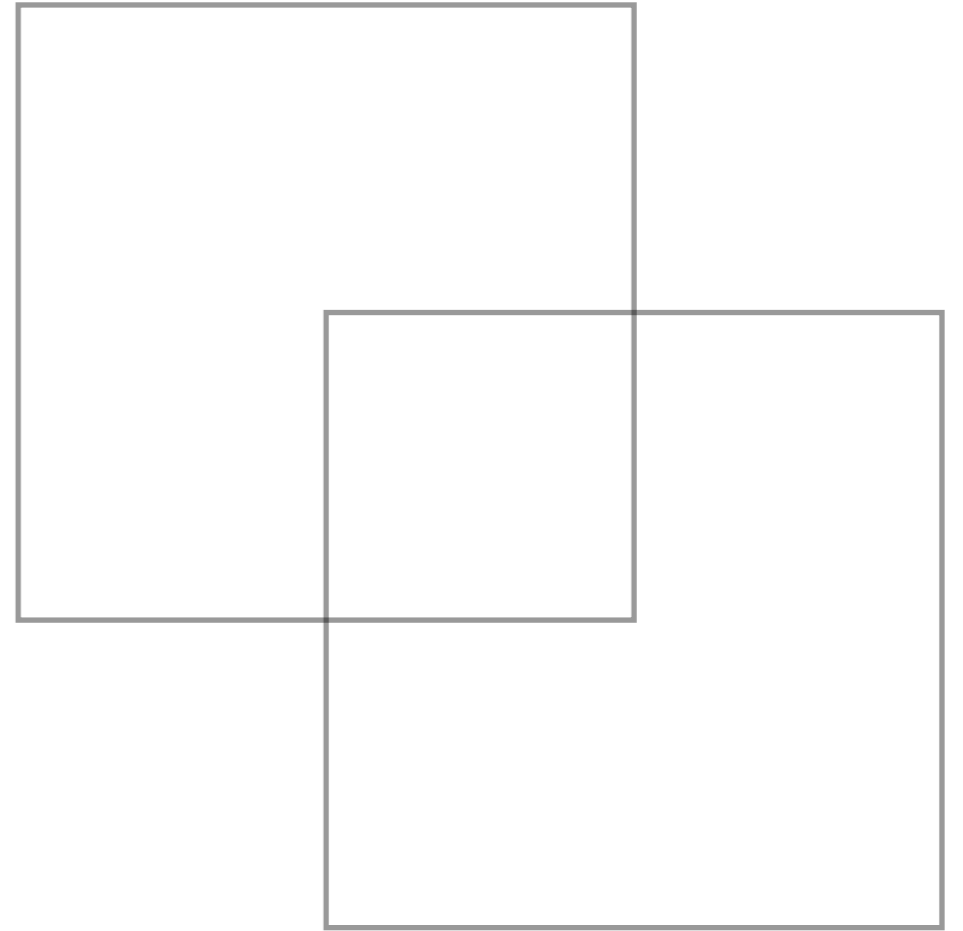
D = Dances involving  
Poles







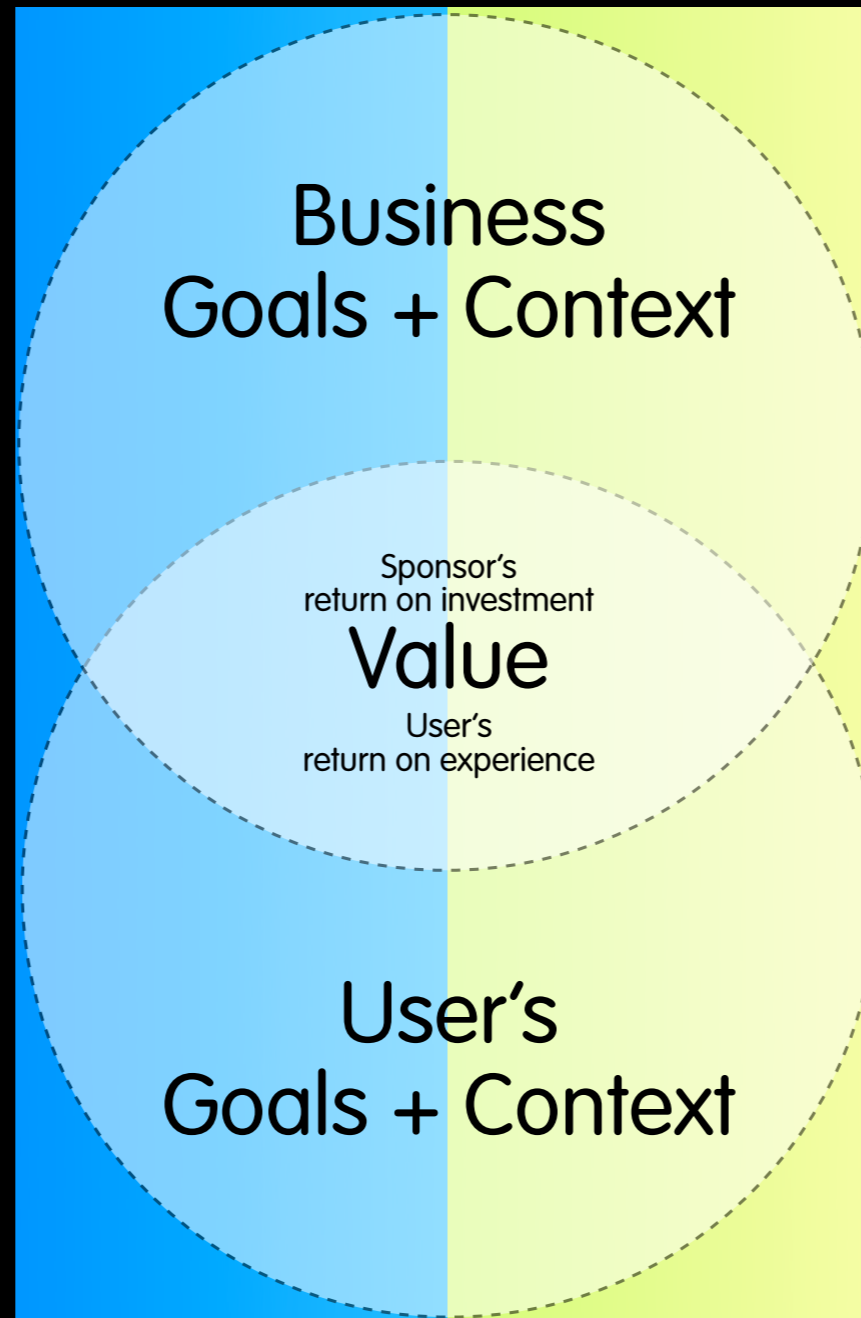
**VS**



What's the difference?

Offering

Delivery



Business  
Goals + Context

Sponsor's  
return on investment

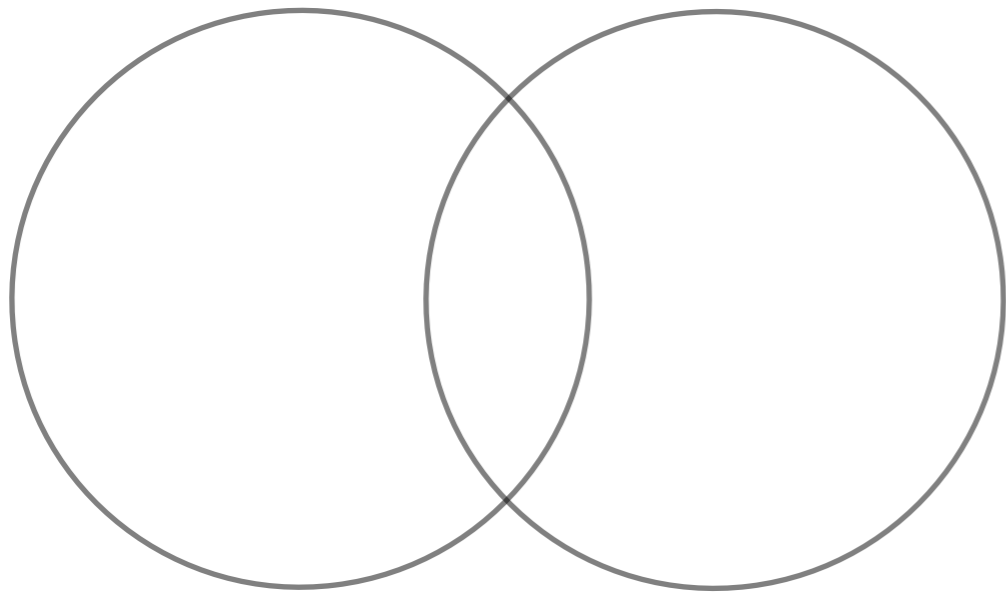
Value

User's  
return on experience

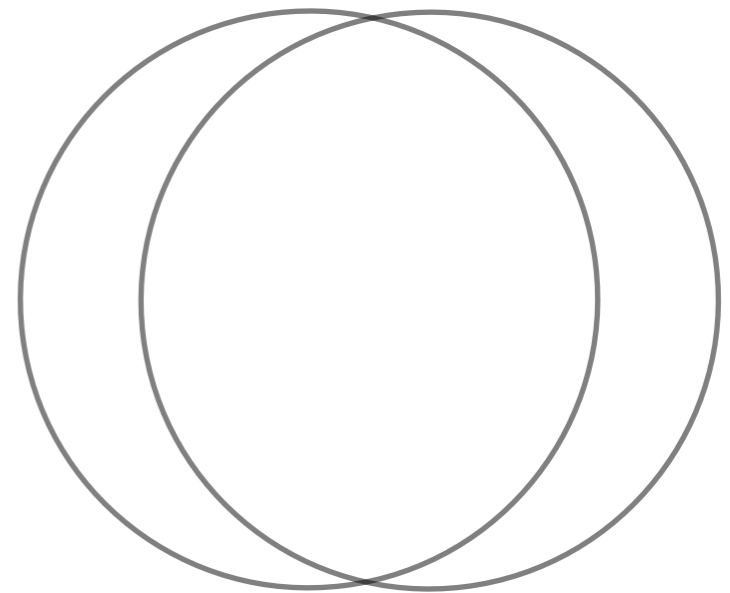
User's  
Goals + Context

Product + Service +  
Information

Channel + Process

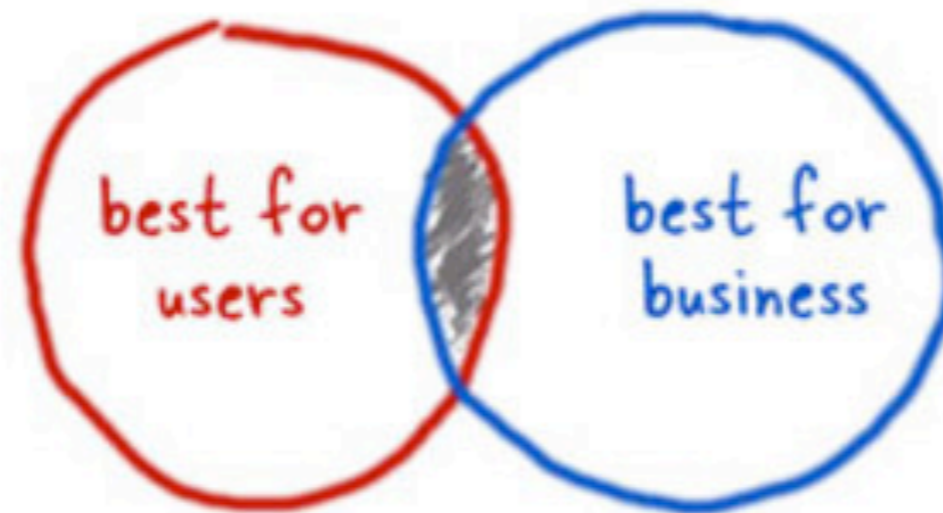


**VS**

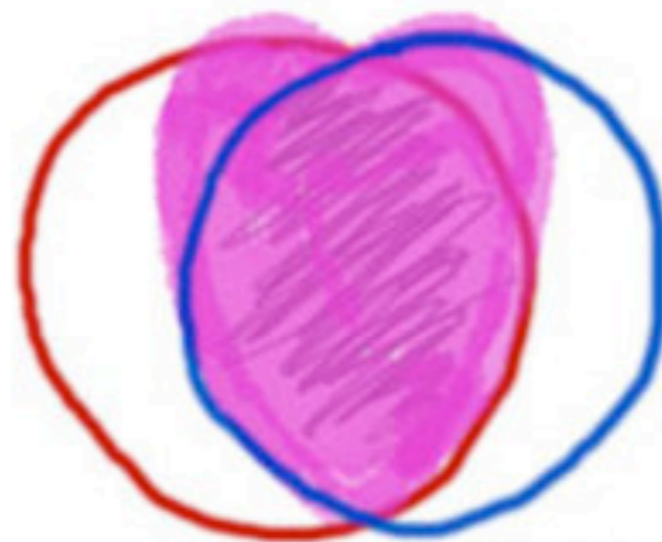


What's the difference?

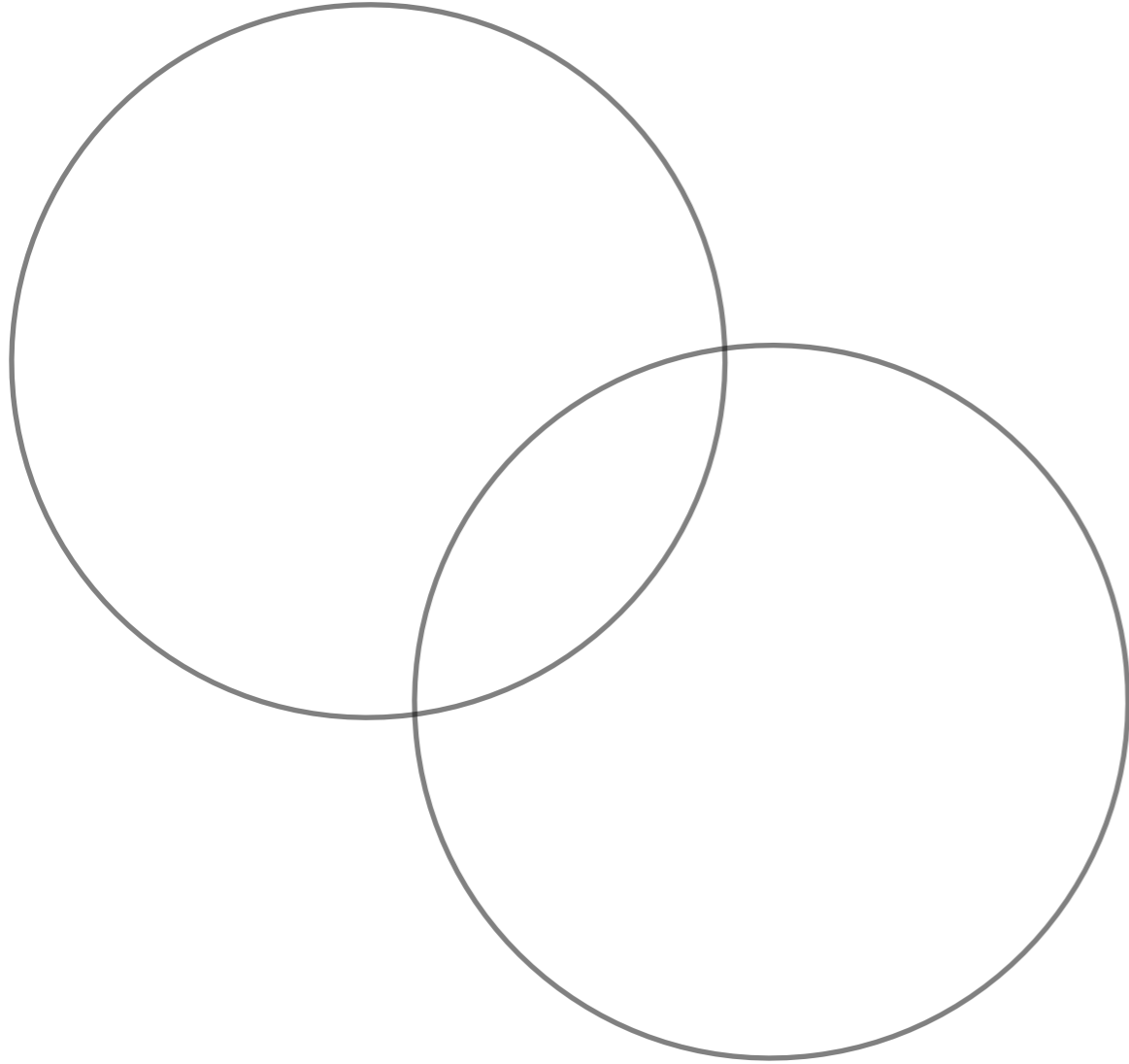
# Loveocracy



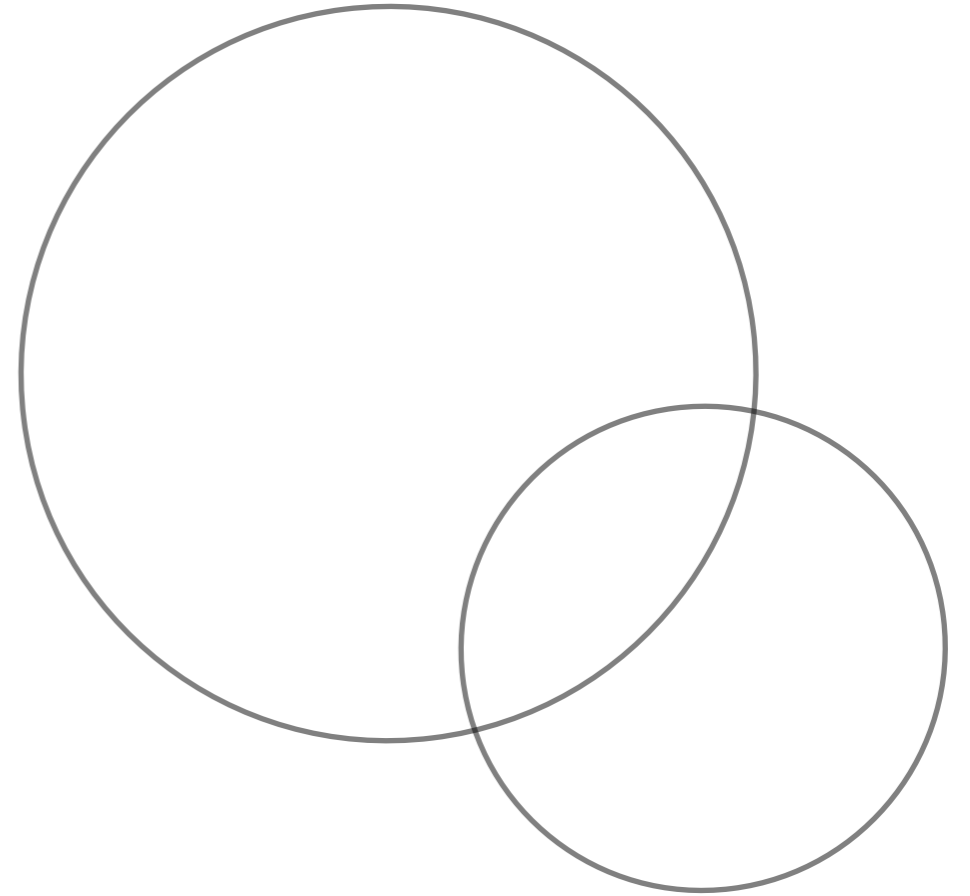
less overlap means less  
chance for success



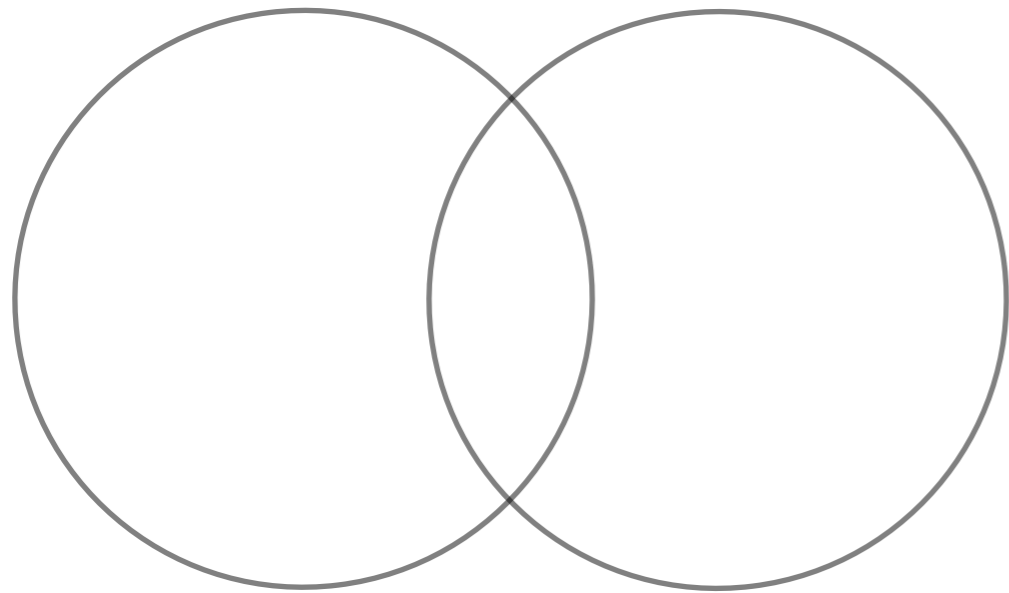
Success secret: when what's good for the  
users is what's good for the business



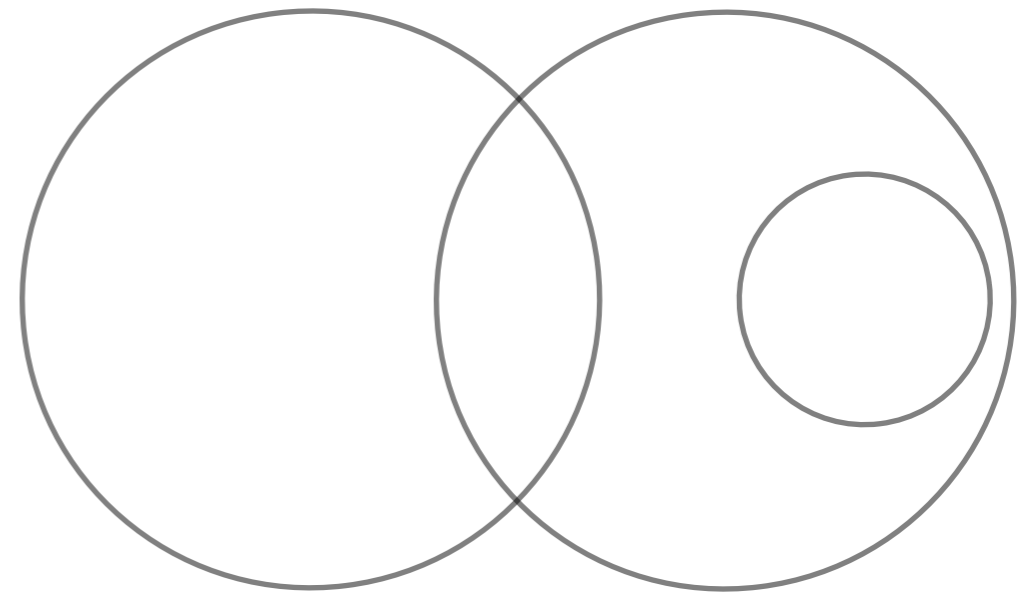
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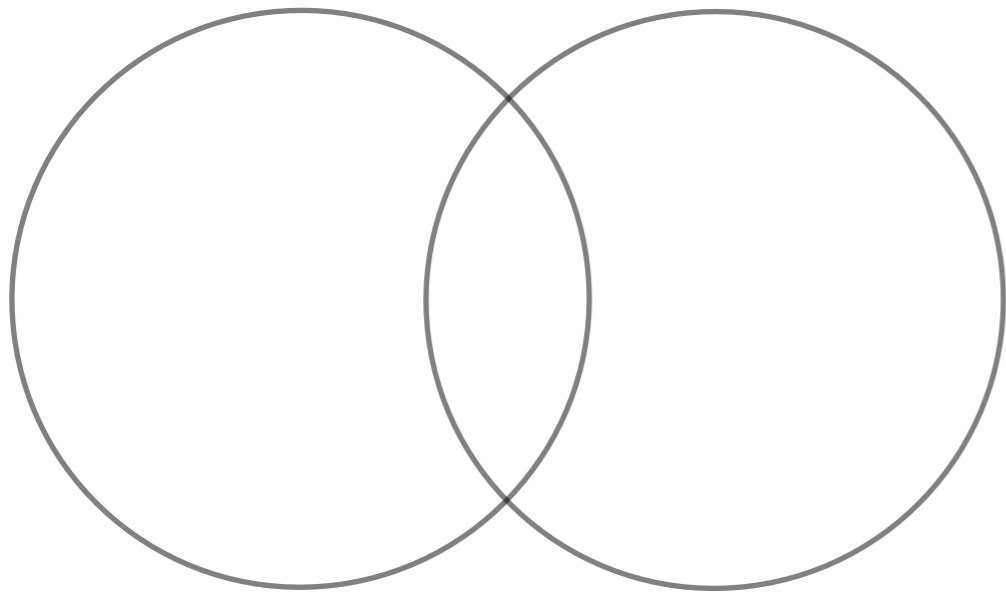
What's the difference?



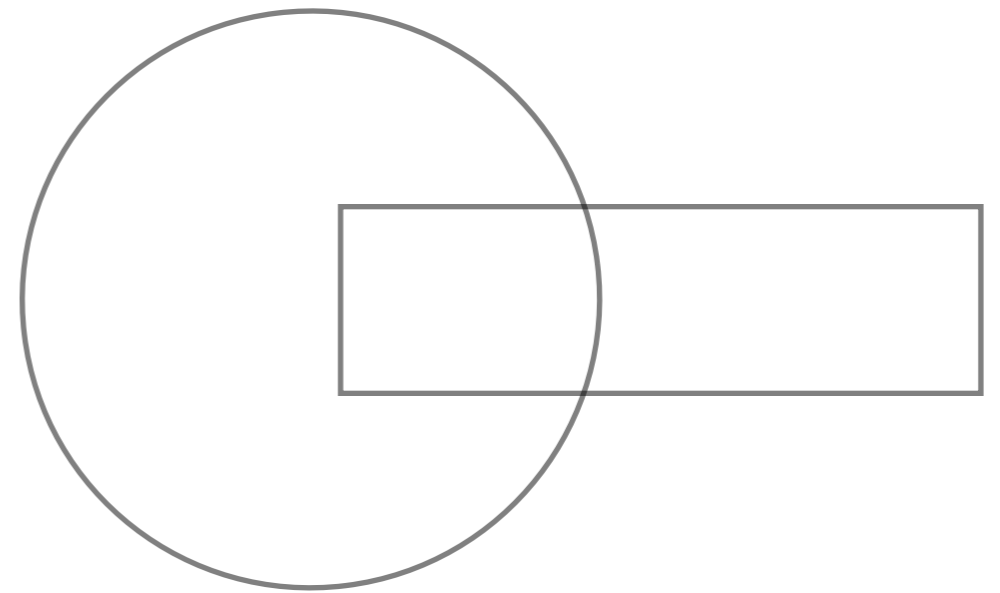
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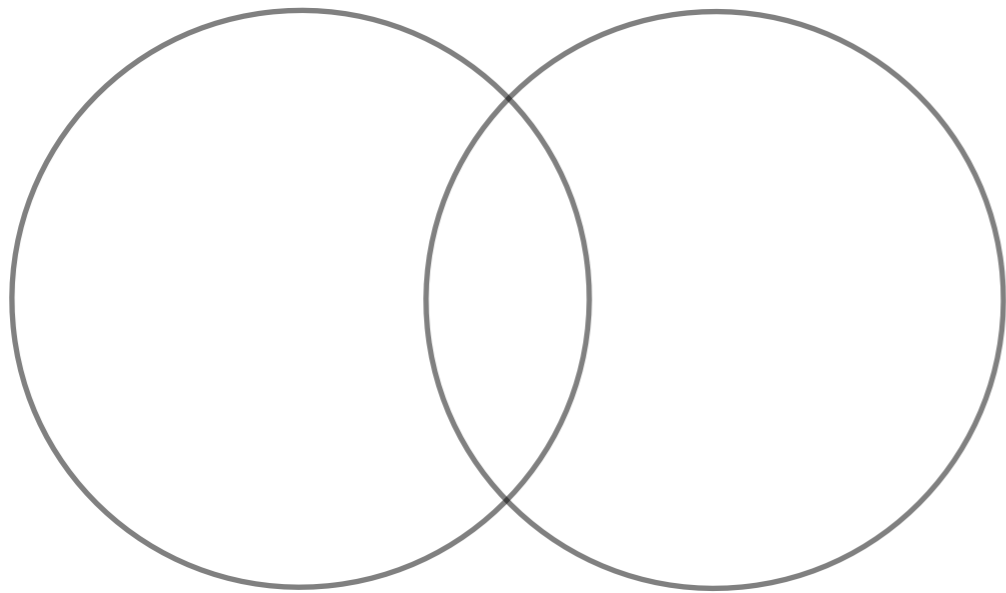
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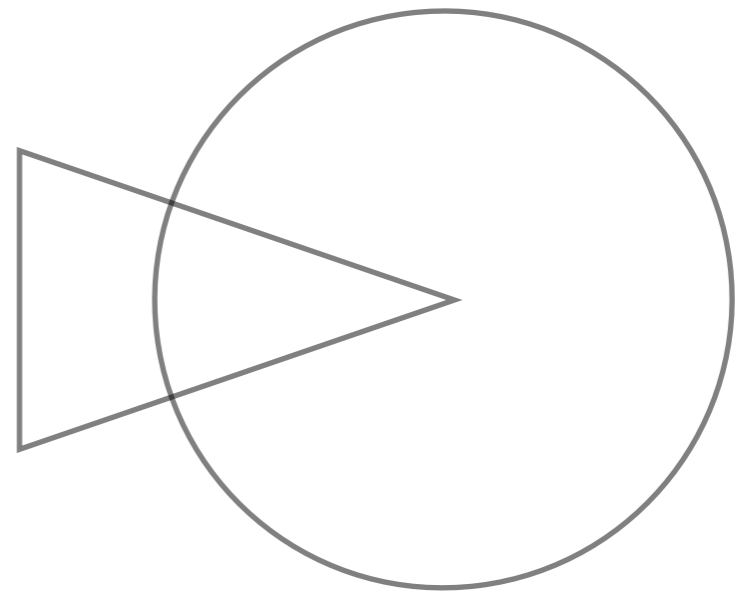
**VS**



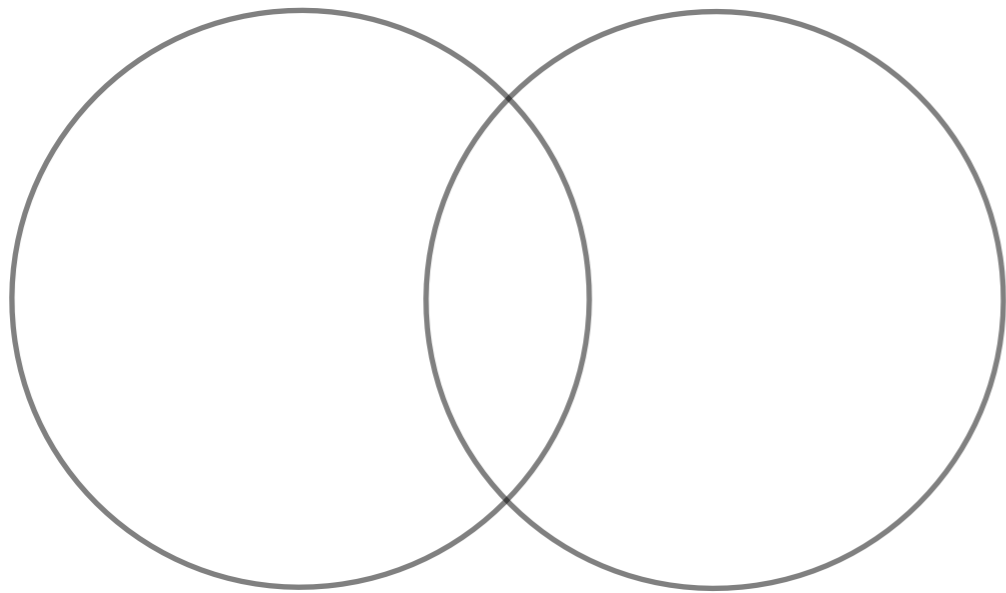
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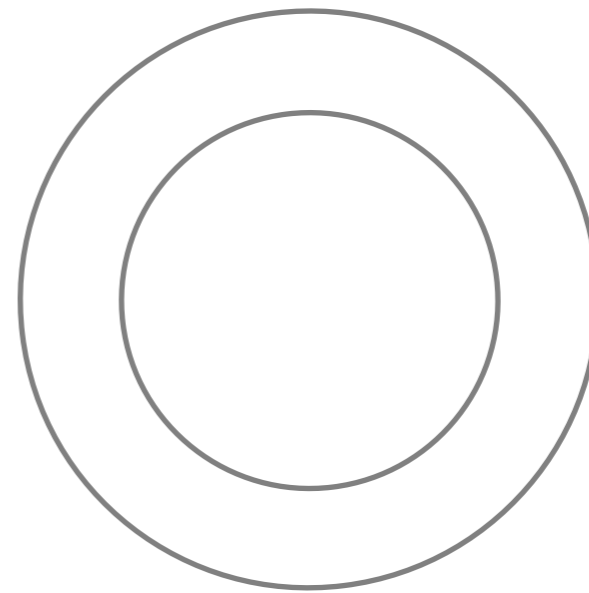
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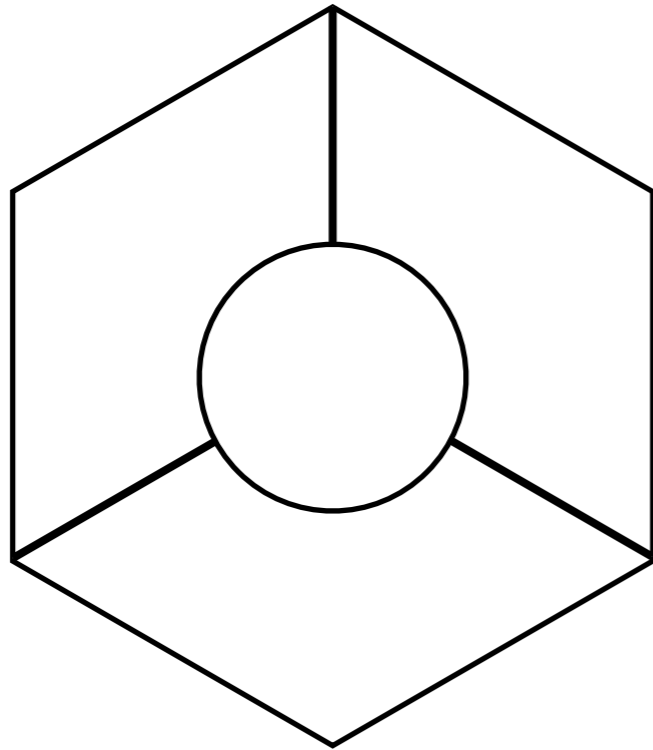
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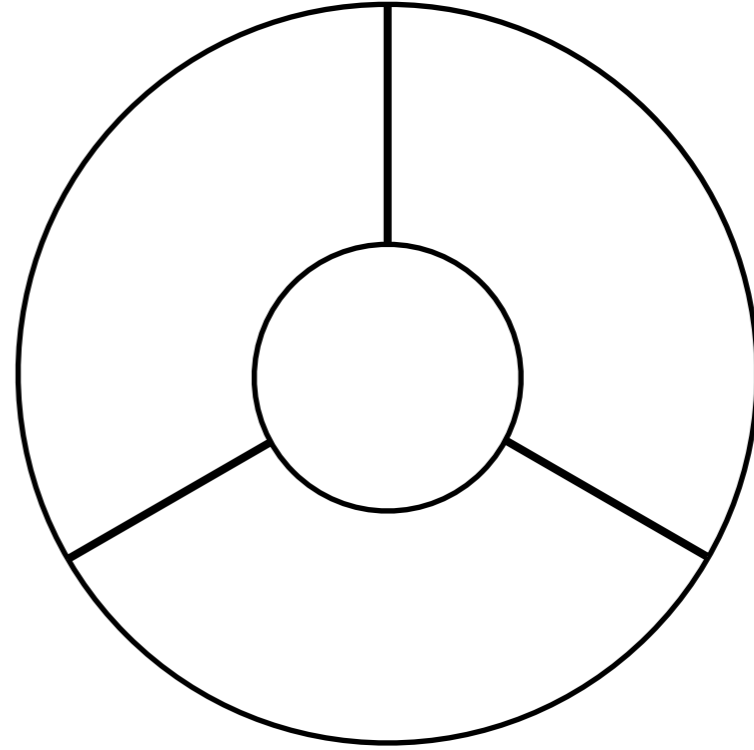
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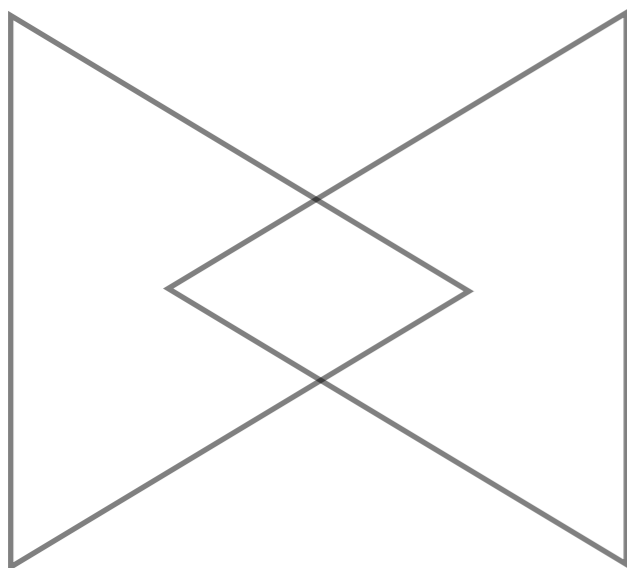
What's the difference?



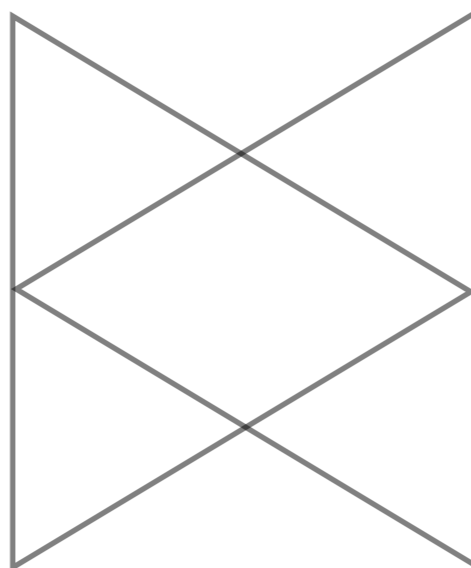
VS



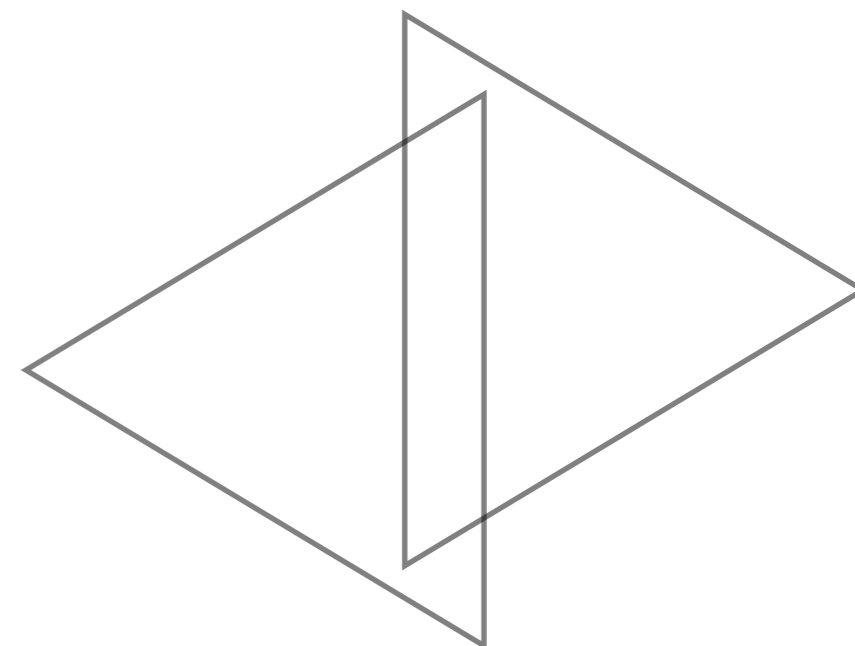
What's the difference?



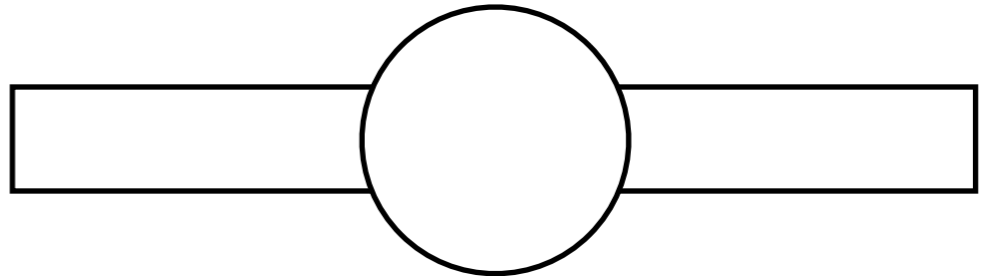
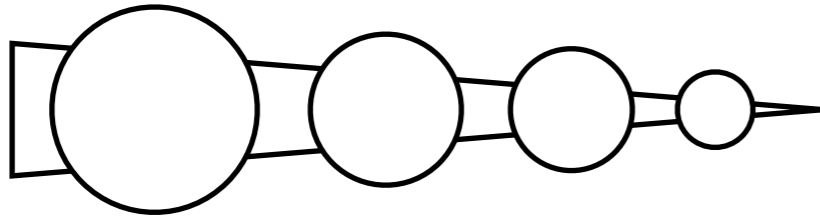
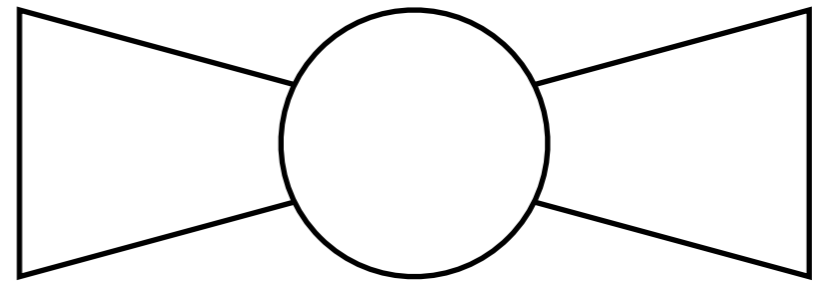
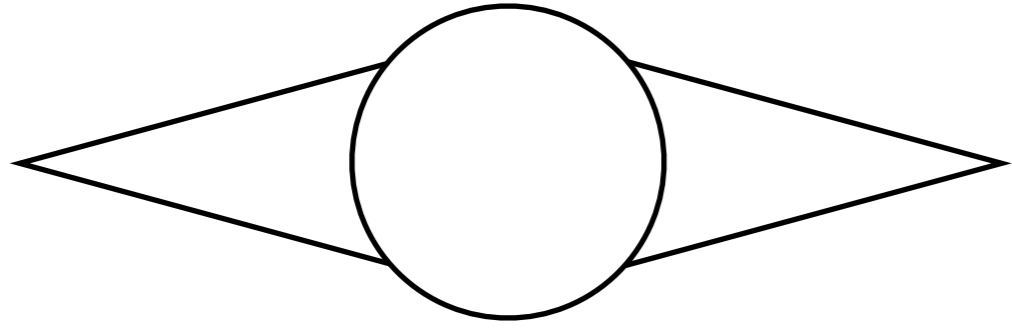
**VS**

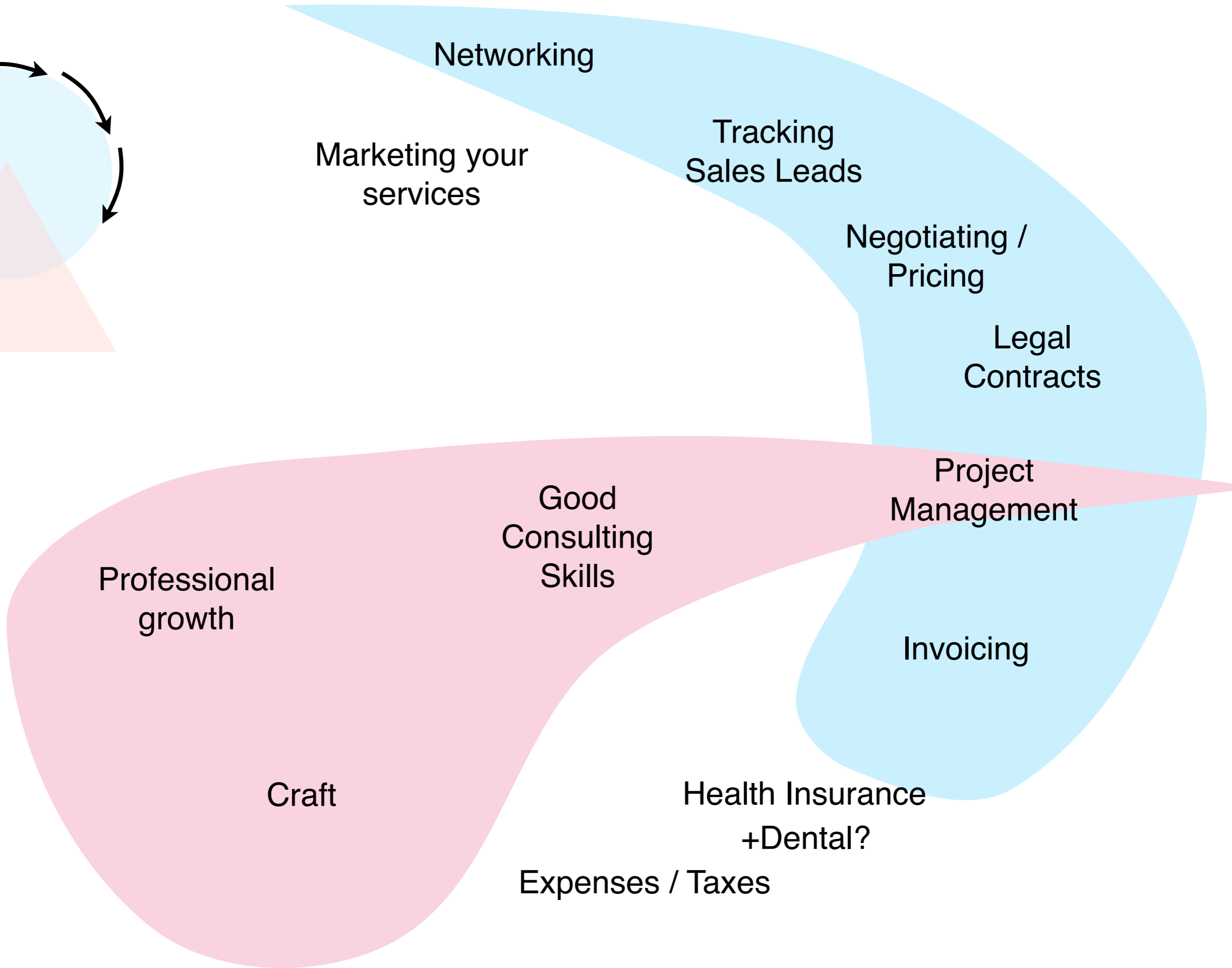
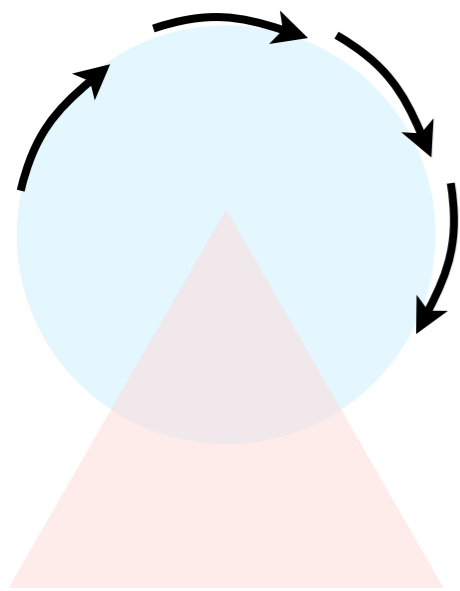


**VS**



What's the difference?





# A

## Sophisticated Classic

Baker  
Ballard Designs  
Barbara Barry  
Bernhardt  
Darryl Carter for Thomasville

### INSPIRATION

[insideavenue.blogspot.com](http://insideavenue.blogspot.com)  
[stylebeat.blogspot.com](http://stylebeat.blogspot.com)  
[stylecourt.blogspot.com](http://stylecourt.blogspot.com)  
*Home: From Concept to Reality*, by Kelly Hoppen

Intérieurs  
Room & Board  
Vivre

Ethan Allen  
Mitchell Gold + Bob Williams  
Ralph Lauren  
Williams-Sonoma Home

Crate & Barrel  
Libeco Home  
Maine Cottage  
Pine Cone Hill  
Pottery Barn

### INSPIRATION

[brilliantasylum.blogspot.com](http://brilliantasylum.blogspot.com)  
[portabellopixie.typepad.com](http://portabellopixie.typepad.com)  
[smallplacestyle.blogspot.com](http://smallplacestyle.blogspot.com)  
*Classic Country*, by Kathryn M. Ireland

Horchow  
Jayson Home & Garden  
Restoration Hardware  
Shabby Chic

Elizabeth Bauer  
Karkula  
[kennethwingard.com](http://kennethwingard.com)  
Madeline Weinrib  
West Elm

ABC Home  
Anthropologie  
Brocade Home  
John Derian  
Lars Bolander

### INSPIRATION

[designspongeonline.com](http://designspongeonline.com)  
[fernseed.com](http://fernseed.com)  
[remodelista.com](http://remodelista.com)  
*Flea Market Style*, by Emily Chalmers

# B

## Modern Graphic

CB2  
Design Within Reach  
Ikea  
Jonathan Adler  
[nova68.com](http://nova68.com)

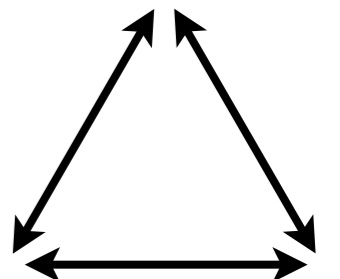
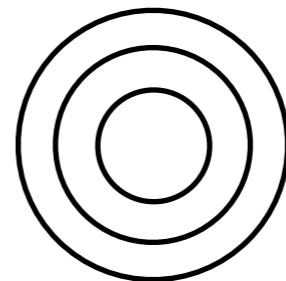
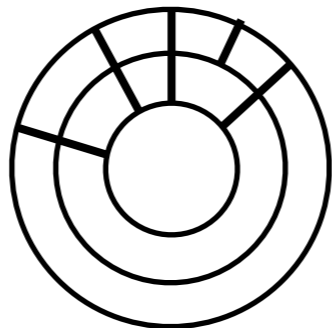
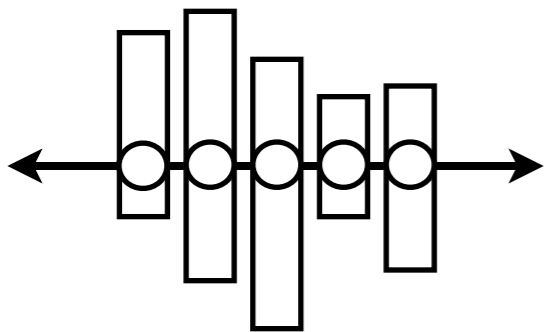
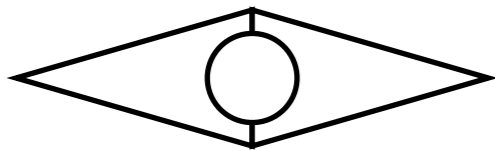
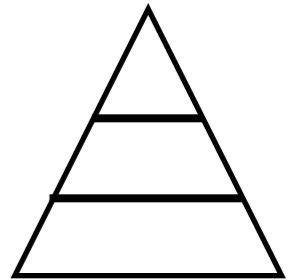
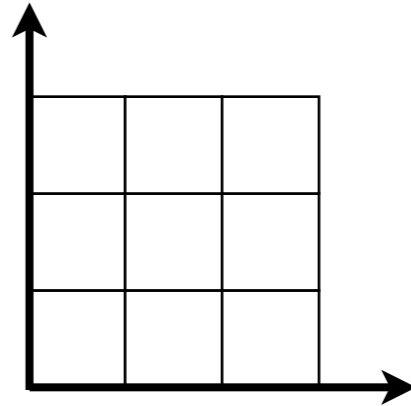
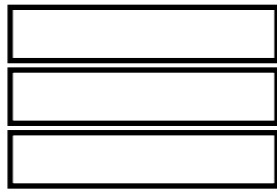
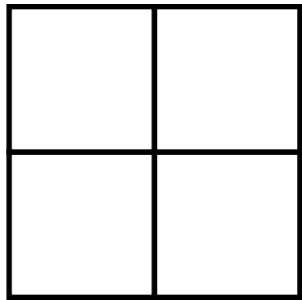
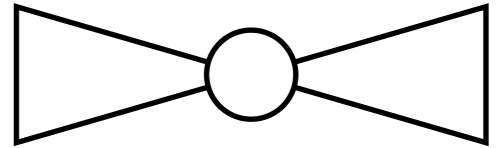
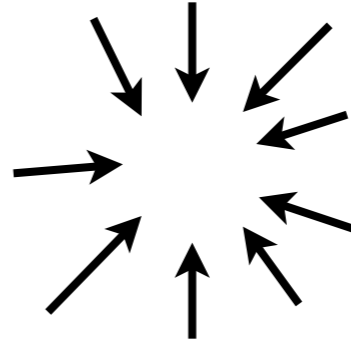
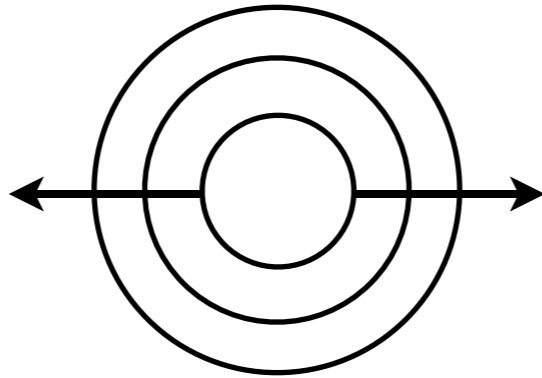
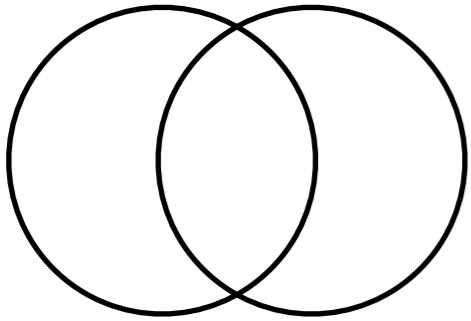
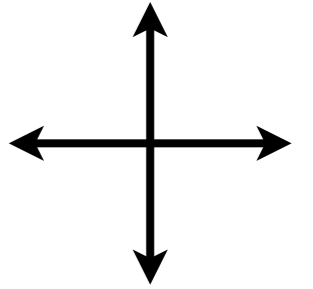
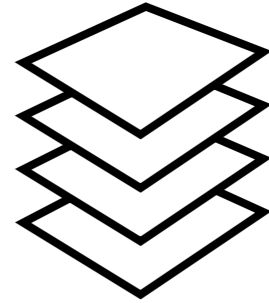
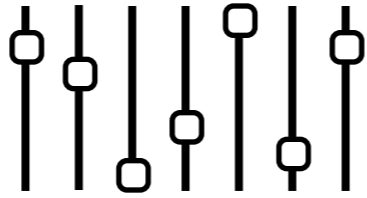
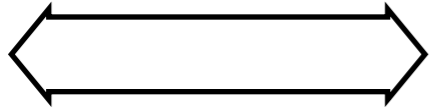
### INSPIRATION

[apartmenttherapy.com](http://apartmenttherapy.com)  
[design-milk.com](http://design-milk.com)  
[padstyle.com](http://padstyle.com)  
*Terence Conran's Inspiration*, by Terence Conran & Stafford Cliff

### Salsa Cruda

1-1/2 pounds firm, ripe tomatoes	dice & drain	combine
1 large jalapeno chile, seeded	mince	
1/2 cup red onion	dice	
3 garlic cloves	mince	
1/4 cup cilantro leaves	chop	
1 teaspoon salt		
Pinch of ground pepper		
2 tablespoons lime juice		



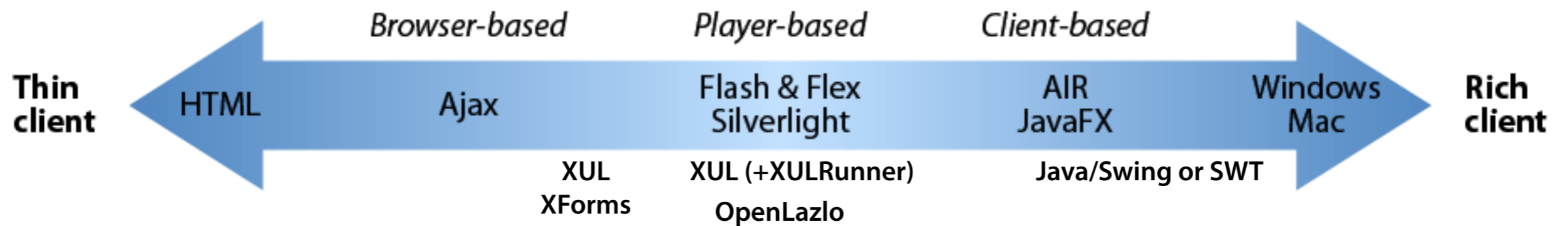




What are the relationships  
between your identified objects?

Explore different shapes and  
combinations of shapes that  
might communicate those  
relationships. Go for quantity.  
And sketch your ideas!!

MORE INSPIRATION?



**Reduced maintenance**  
**Location independence**



**Combined benefits**  
**of thin and rich clients**



**Intuitive UI**  
**Immediate response**

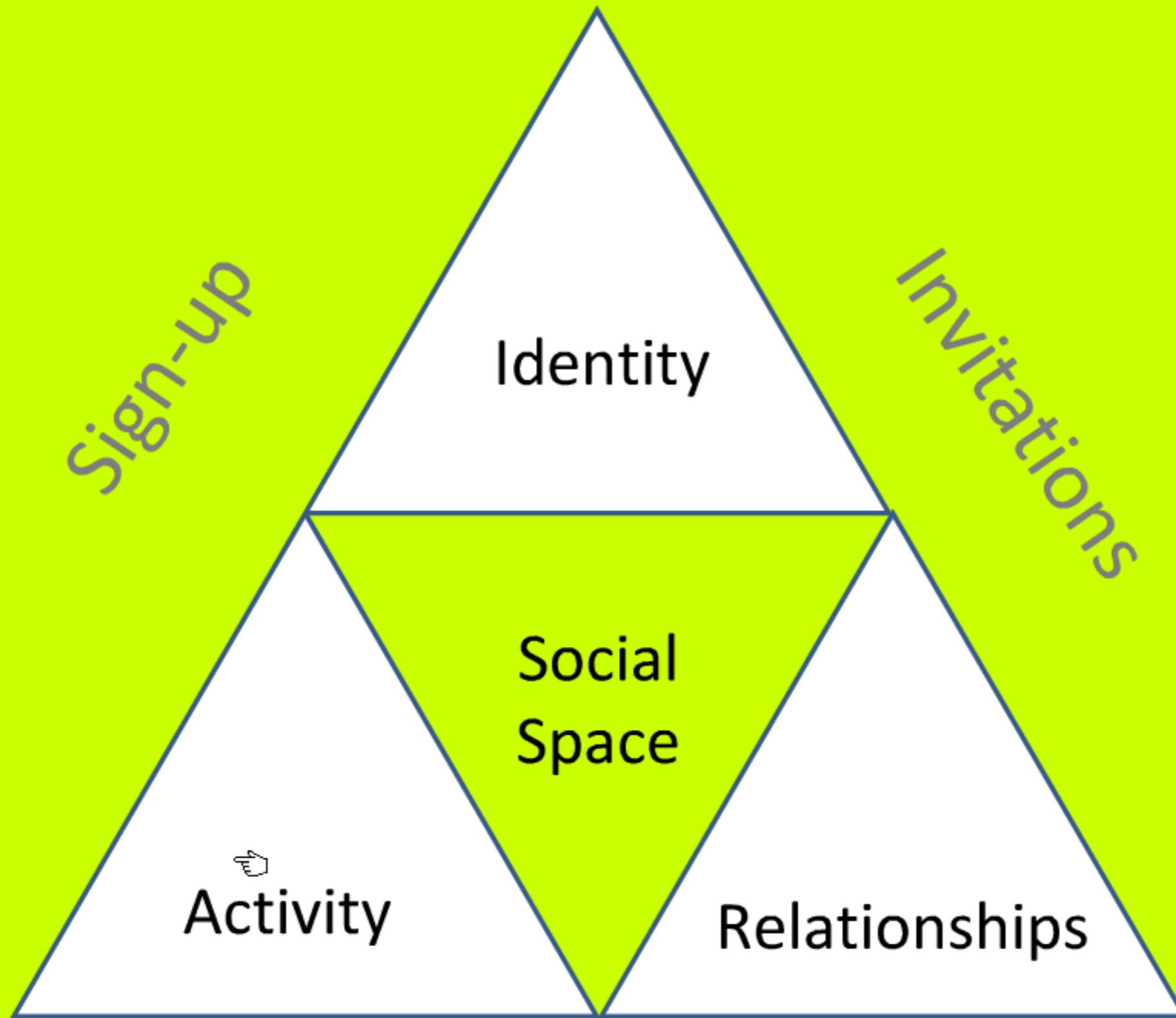
**INTERFACE LAYER**

**SOLUTION LAYER**

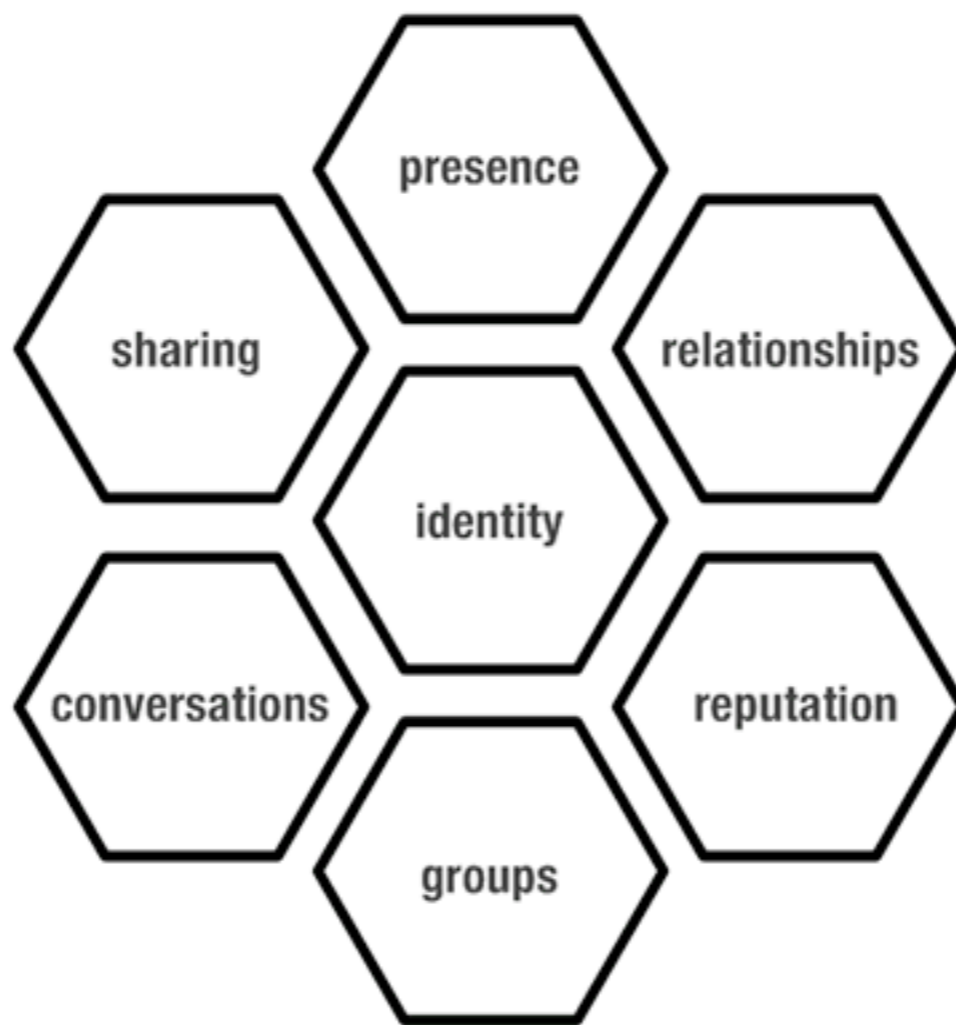
**ENABLING TECHNOLOGY LAYER**

©2003 Gravity Tank Inc.





**Distribution (Viral)**



Flickr

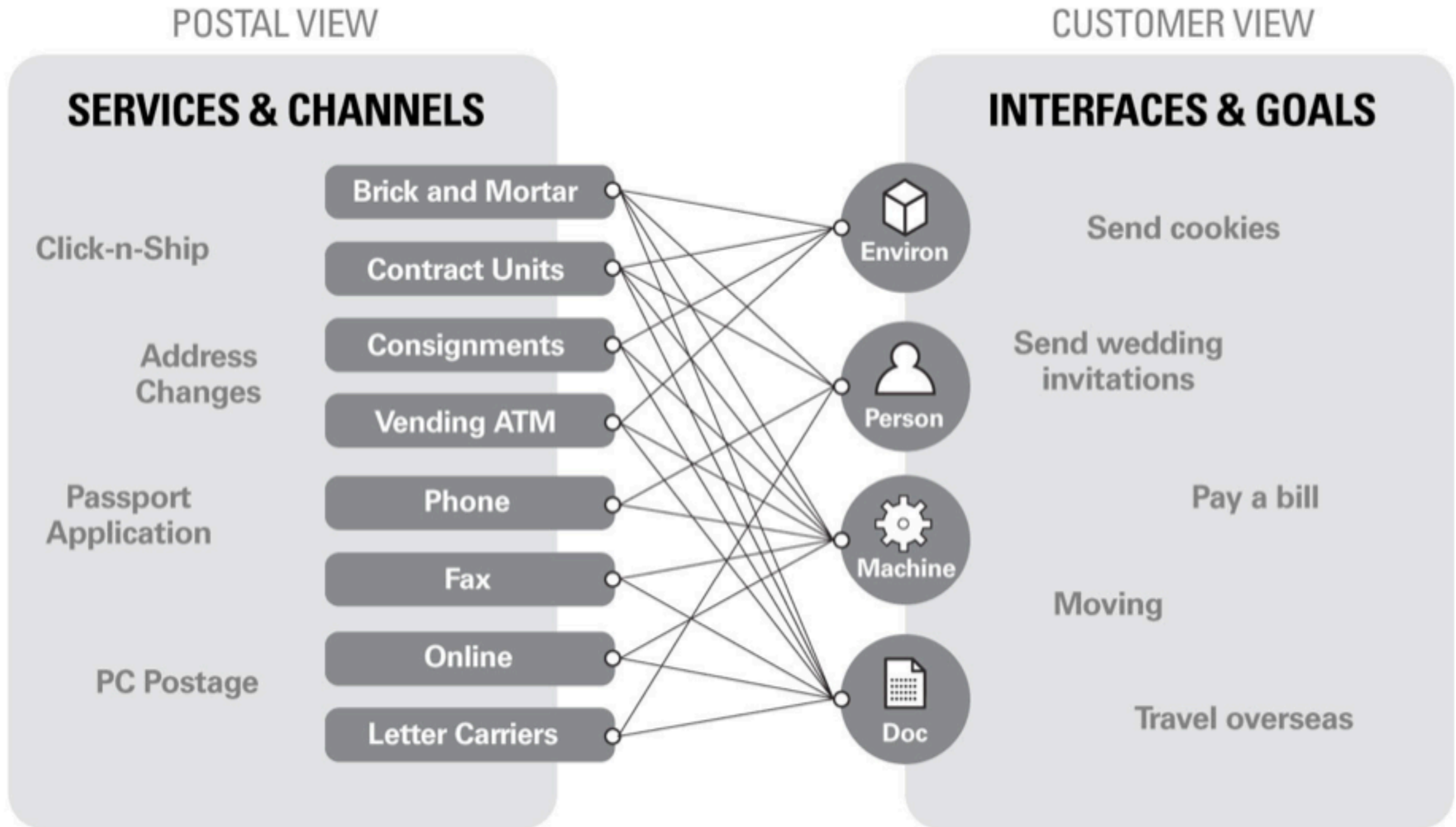


Twitter



Digg

# Whose worldview?





**Stephen**  
Principal UX Architect

## US - Interactions Designers



**Jeremy**

Lead IxD/IA

Sept 17th?



**Chuck**

IxD/  
Web Dev



**Travis**

Sr. IxD/ Web  
Dev

## KRK - Front-End Engineers

mid-Oct?



**Jakub**

Front-End  
Engineer / IxD

mid-Sept?



**Jarek**

Front-End  
Engineer

"Hire two  
additional folks"  
(per Mittu)



"One  
additional  
person"  
(per Mittu)

**Becky Sherman?**

Information Architect/  
Design Researcher



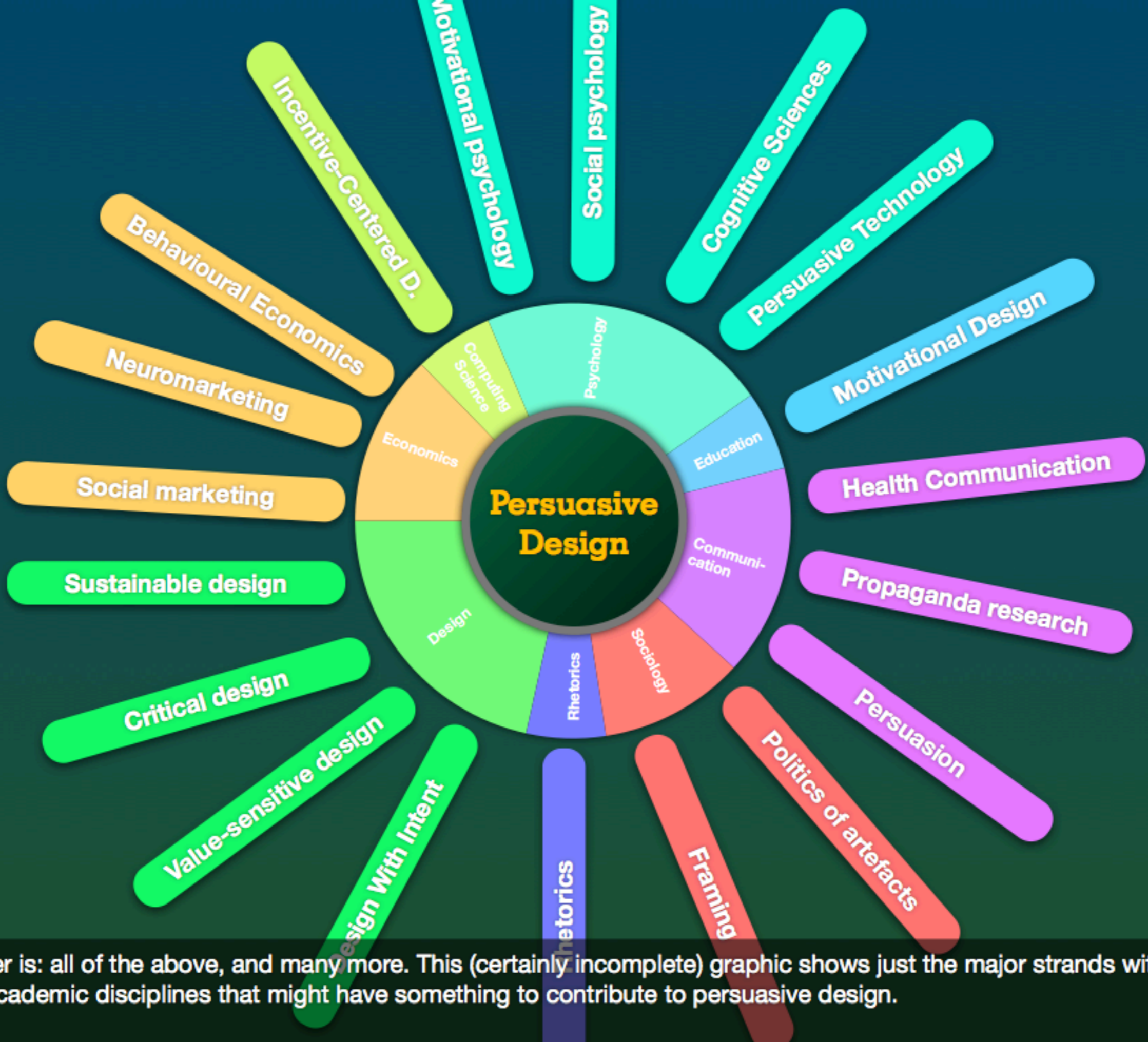
**Needed**

IxD



**Needed**

RIA Engineer



The answer is: all of the above, and many more. This (certainly incomplete) graphic shows just the major strands within the different academic disciplines that might have something to contribute to persuasive design.

# We had these personas follow typical use scenarios



## Searcher Nicolas

**Primary goal**  
Wants to publish a short story

**Secondary goals**  
Borrow English-language tapes for his wife  
Learn more about his new hometown

### Description

Nicolas is 44 and has recently moved to Pittsburgh from Bulgaria with his wife Elena. They live in an apartment in Oakland. Nicolas works as an electrical engineer for GenCorp and, in his spare time, writes short stories. He'd like to find out more about getting published. In addition, his wife would like to become more fluent in English.

**Frequency of visit:** Moderate  
**Help-seeking:** Positive  
**Gender:** Male



## Explorer Alicia

**Primary goal**  
Wants to attend

**Secondary goals**  
Borrow fine-arts  
Discover intriguing  
Learn about other

### ORGANIZERS



Goes to the library on Sunday to look for advice on publishing short stories. Wanders if the library has index cards, if he should ask a librarian, and if he can use a computer to check the catalog.

**Orientation?** How do I start? What are my choices? What steps do



Finds a computer and sees a Microsoft Windows desktop on the screen. Wanders if it's a catalog computer and, if so, how to use it. Opens Explorer.

**Difficult to maintain state**  
a computer shared for both catalog lookups and general use. Not clear what the

In the following pages, we have taken four personas and developed goal-oriented scenarios to illustrate the current experience. At each key interaction red crosses depict barriers to a successful experience.



## Non-user Naomi

**Primary goal**  
Wants bestseller

**Secondary goals**  
Check out CDs or DVDs  
Get answers about health or family history

### Description

Naomi is 39 and married with two children. She works full time as the Pivitek Systems in Oakland. She's either traveling or at the office late lives with her family in a renovated loft on the South Side. She often online using Amazon or Netflix, which are conveniently accessible wh

### Library experience

Naomi has never been to the library as an adult and thinks of it only from her childhood. She thinks it is unlikely that they have anything

### ORGANIZERS



Sees an ad for a new Stephen King novel "available for free at your library." Decides to stop at the nearby CLP-Main library after work.

**Lost opportunity to train the user.** How can the library anticipate user goals?



Once at the library, she wonders, "Should I ask a librarian? Should I look it up in the catalog? Where is the catalog? I see some shelves with a sign that says 'popular fiction.' Should I check there?"

Looks through the popular fiction area, but can't find the book.



Applies for and receives a library card from the registration desk.

**Possible permanent loss of a user.** Does the library loan connections with customers when they step out of the building?



Needs to get her car before parking meter runs out. Has no time to return to the librarian to complete the request for the book. Leaves building.

Sees South Side branch on the way home and decides to stop and see if they have the book.



## Teen Frankie

**Primary goal**  
Wants to hang out

**Secondary goals**  
Use computer for chat and games  
Socialize with other peers  
Listen to music

### Description

Frank is 14 and is a little bit behind in school. He hangs out at home until after 6pm. They don't want him to hang out at the library until 6. P

### Library experience

Frank goes to the library several times, but if those are taken, he'll go to the se multiple player strategy games on the enjoys helping other peers with comput

### ORGANIZERS



Goes to CLP-Main in Oakland to hang out after school.



Sees an available computer and sits down to check e-mail, then log's in to MSN and plays a computer game.

### ACTIVITY



Finds available computer in music and art department. Browses the web. Gets bored and decides to go downstairs and look for magazines about extreme sports.



Wanders downstairs to look for magazines. Finds box of free magazines in teen department and pines through them. Doesn't find anything interesting.

**No featured items** that interest him?

### ORGANIZERS



Doesn't really want to ask, she likes figuring things out herself, but finally finds a librarian and asks for help.



Librarian looks it up for her. Determines that it is available at branch library (close to her workplace). Librarian suggests reserving the book.

**Lost opportunity to train the user.** User has stated her needs and intentions. How can the library save this state? Can the user get the card in this step?

**How can the library take advantage of the previous state?** Can the user reserve an item at the same time as getting a card? Are there lost marketing opportunities to hook or speak to first-time customers?

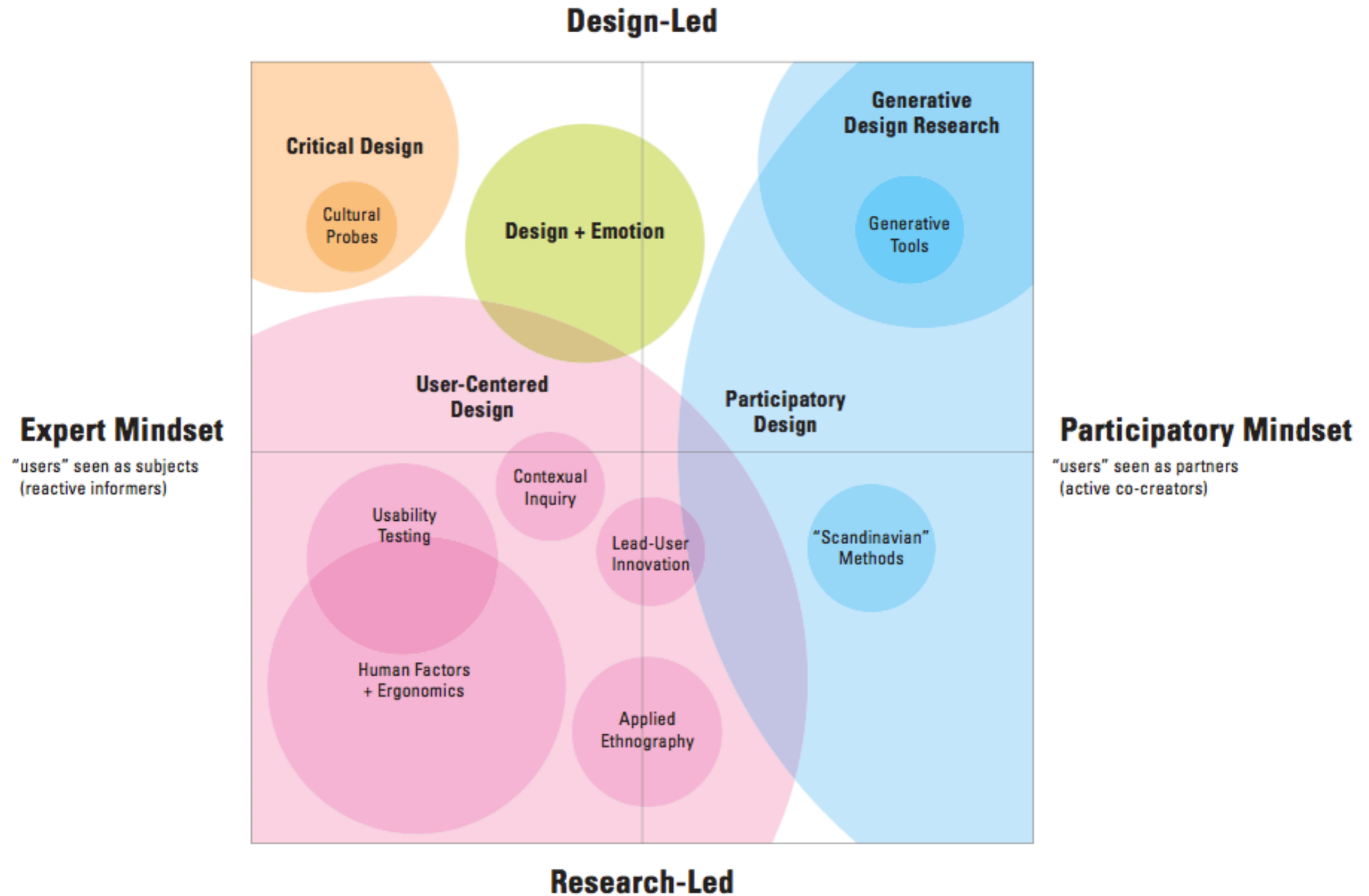


Wants to request the book. She can't do so without a library card, so needs to apply for one.



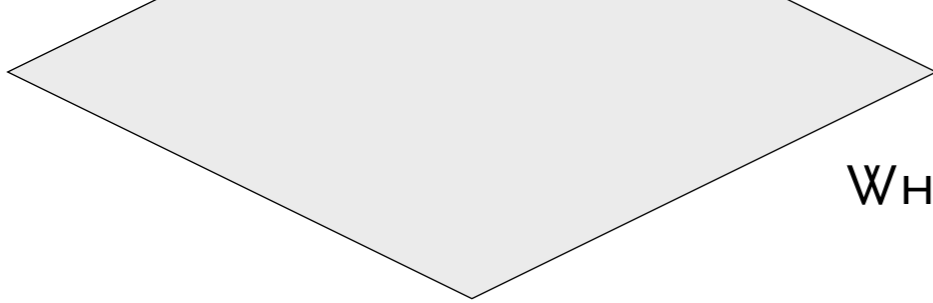
Asks at the f if they have Stephen King

**Would not h** if the inter

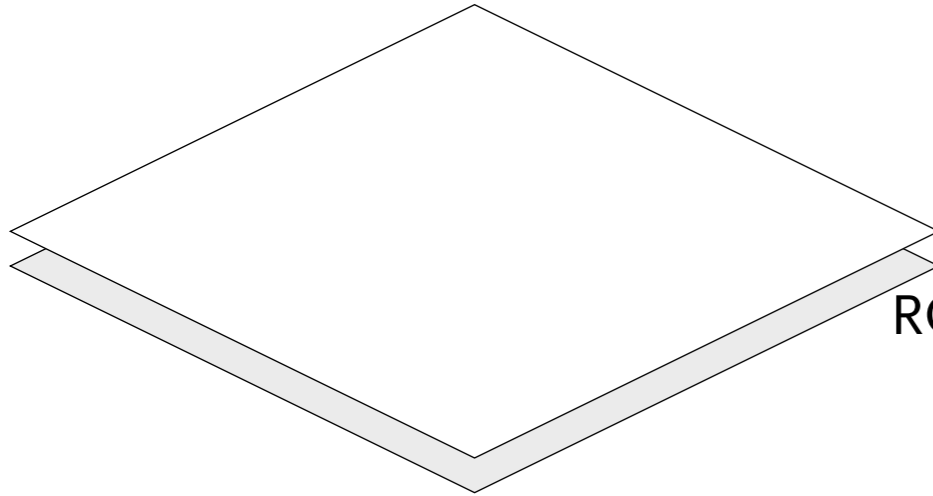


An Evolving Map of Design Practice and Research (Sanders, 2008)

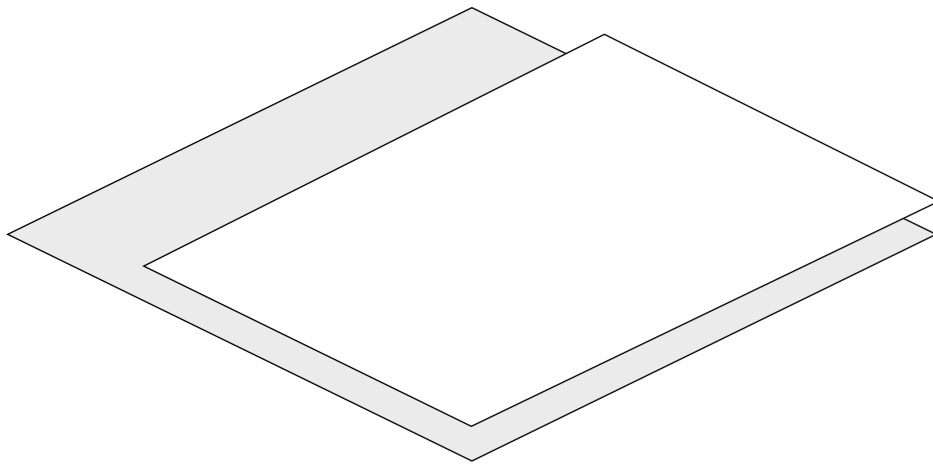
<http://www.dubberly.com/articles/an-evolving-map-of-design-practice-and-design-research.html>



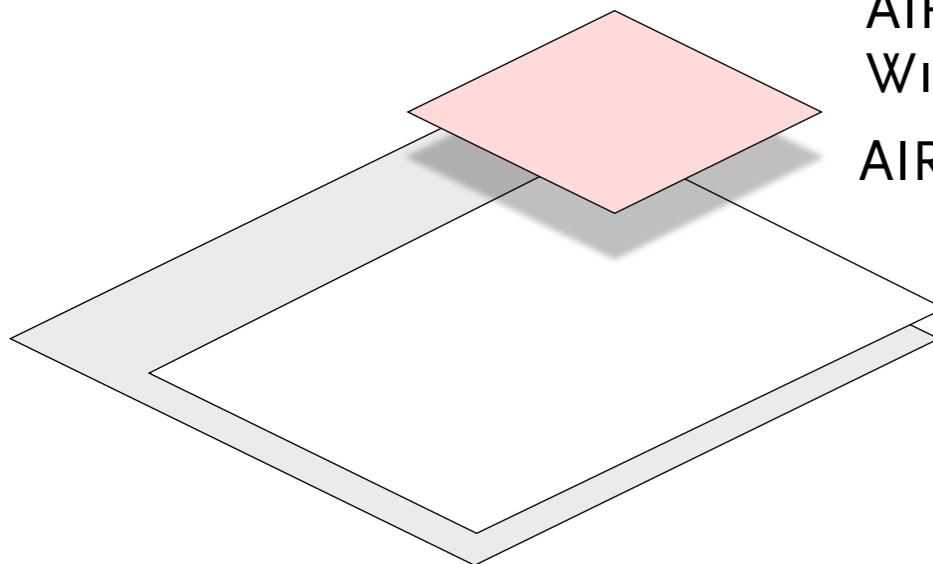
WHAT CAN BE DONE WITH ECLIPSE RCP, USING SWT OR SWT SWING



RCP, WITH FLEX FOR UI FRAMEWORK



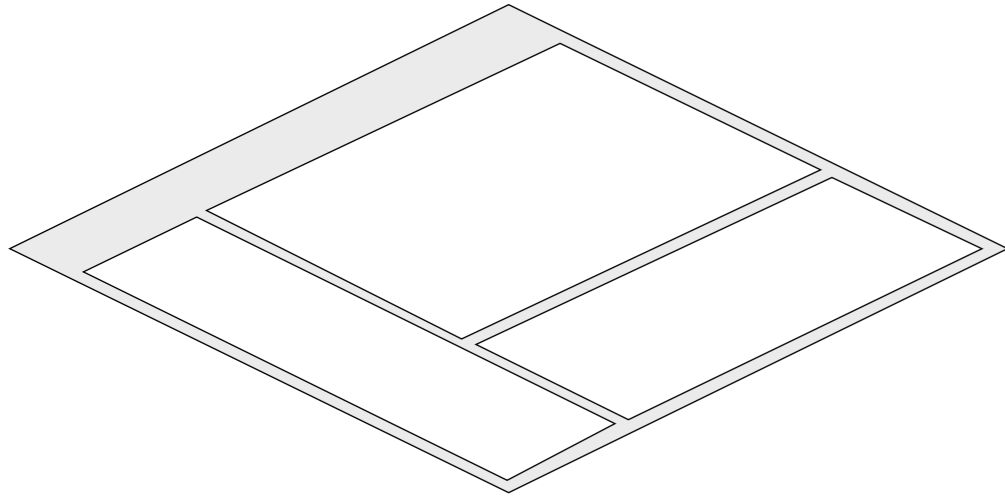
RCP, WITH *minimal* SWING OR SWT UI, MOSTLY FLEX OR OTHER TECHNOLOGIES IN WINDOWS



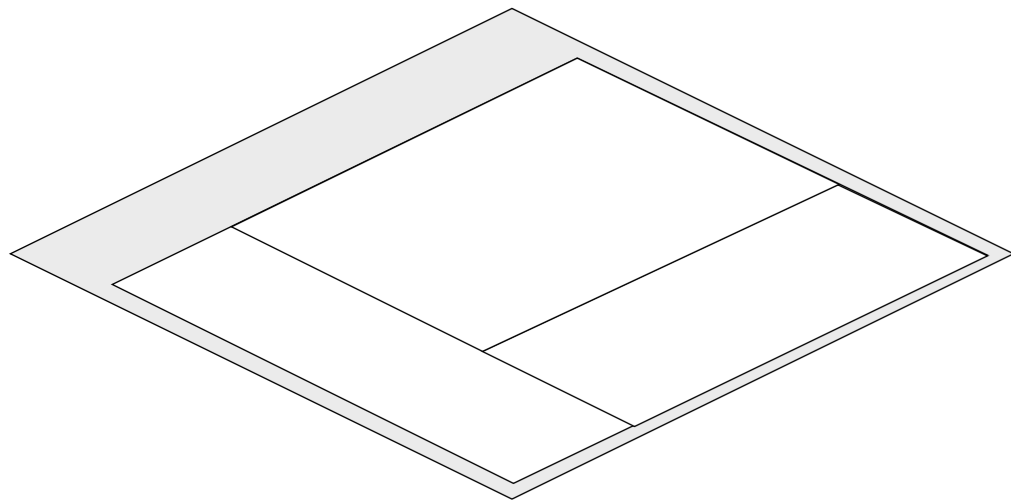
AIR INTEGRATION WITH EXTERNAL FLEX OR HTML WINDOWS

AIR INTEGRATION WITH ECLIPSE RCP CONTENT

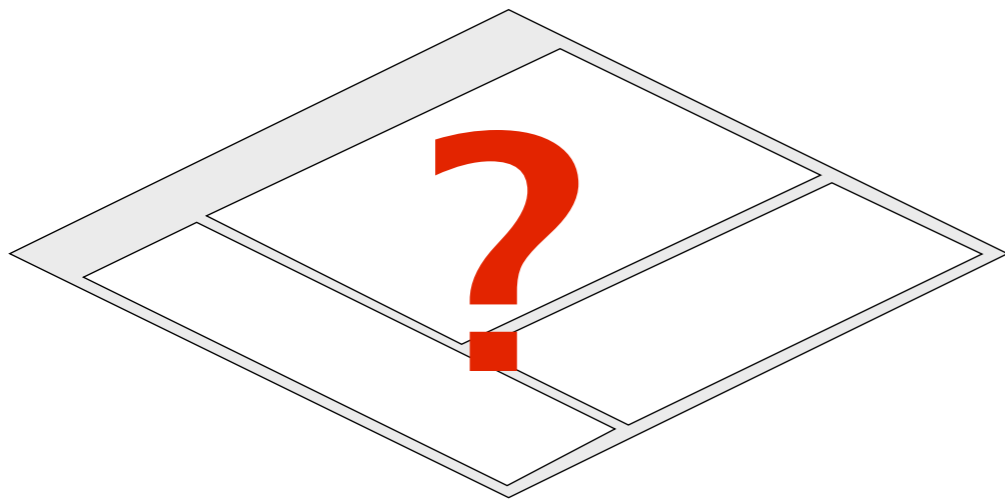
RCP + RIA



ECLIPSE RCP UI MANAGEMENT

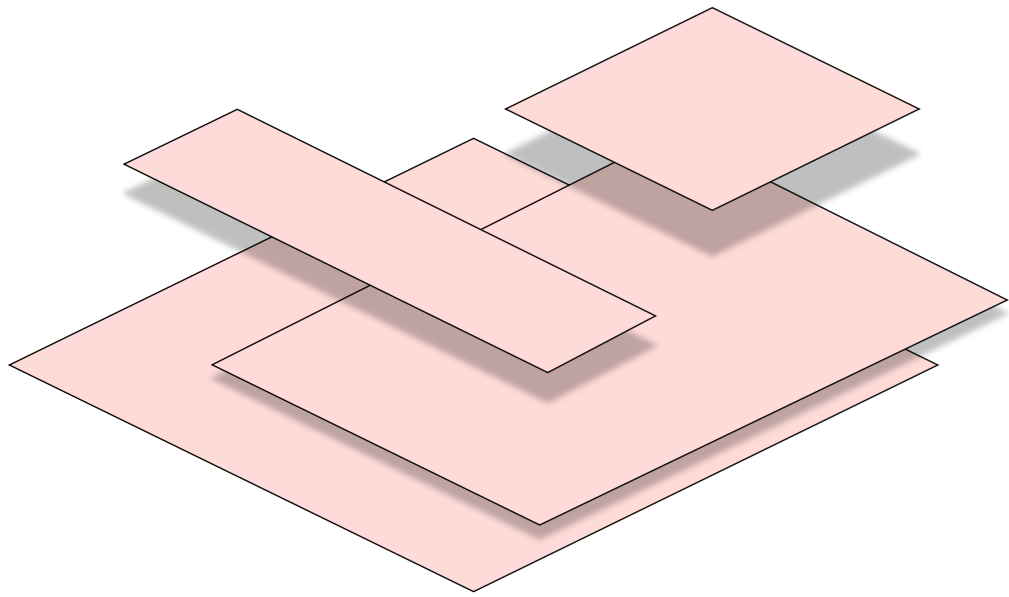


OPEN WINDOW WITHIN RCP, FOR UI MANAGEMENT

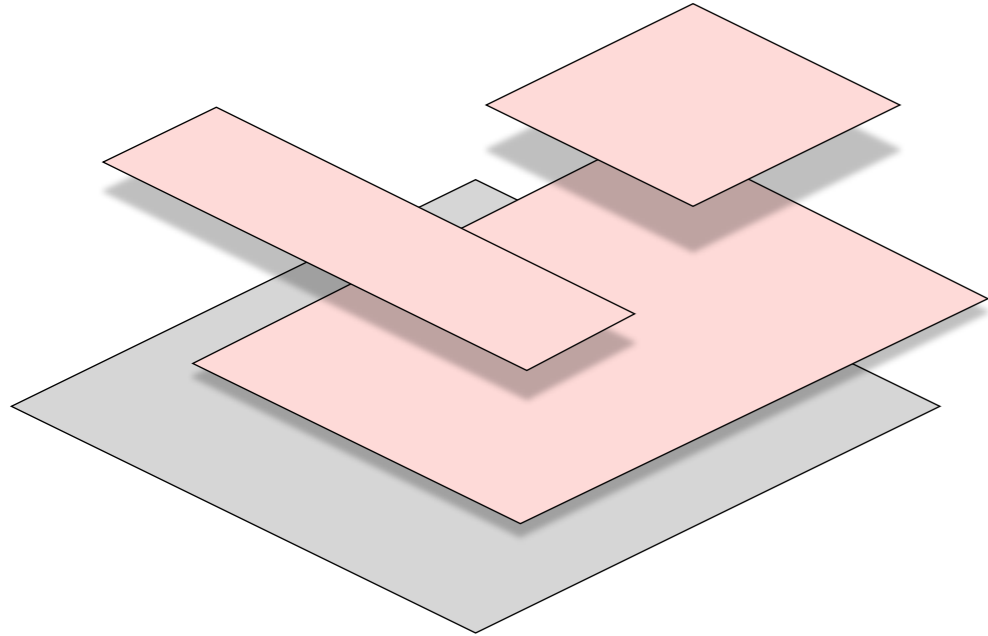


IS THIS NEEDED AT ALL?  
OR NEEDED AT A 'PLATFORM' LEVEL?

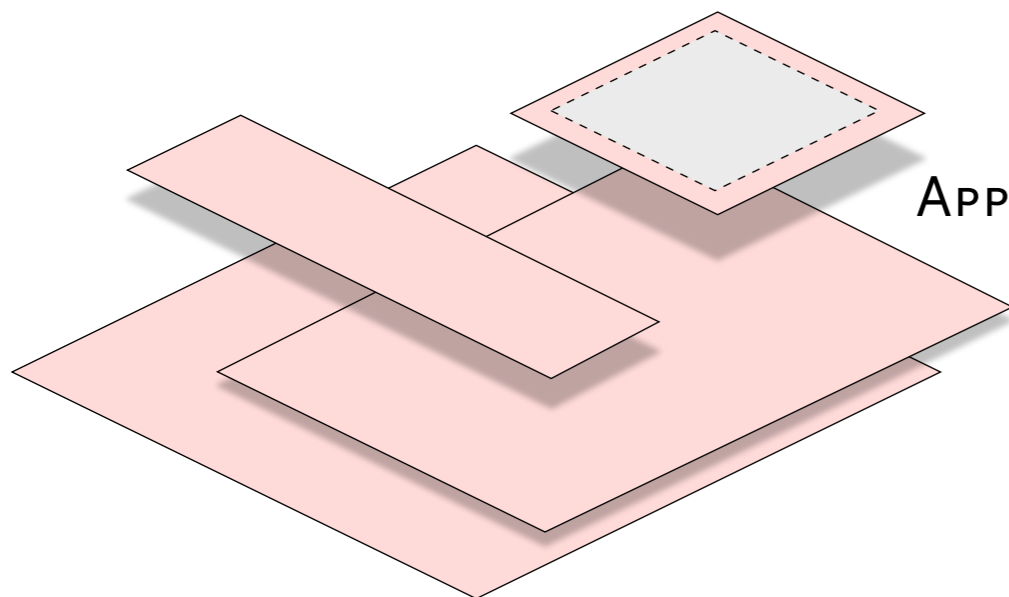
IDE LAYOUT



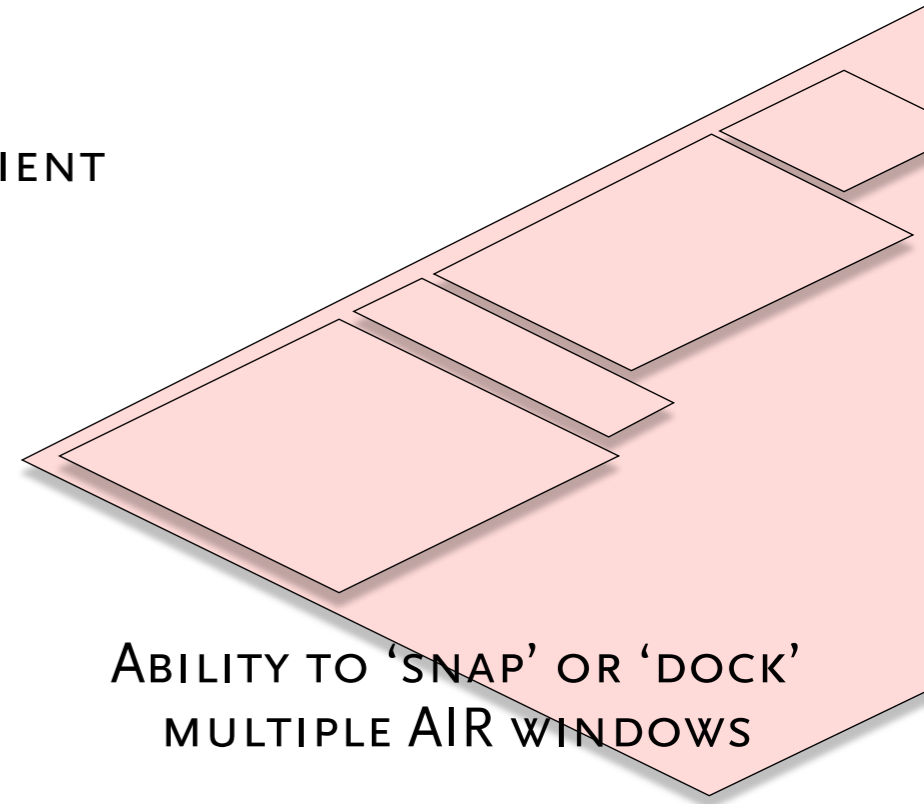
MULTIPLE AIR APPS,  
COMMUNICATING WITH  
EACH OTHER?



INTEGRATION WITH A FAT CLIENT  
APP?



APPLET INTEGRATION INTO AIR?



ABILITY TO 'SNAP' OR 'DOCK'  
MULTIPLE AIR WINDOWS

AIR ONLY



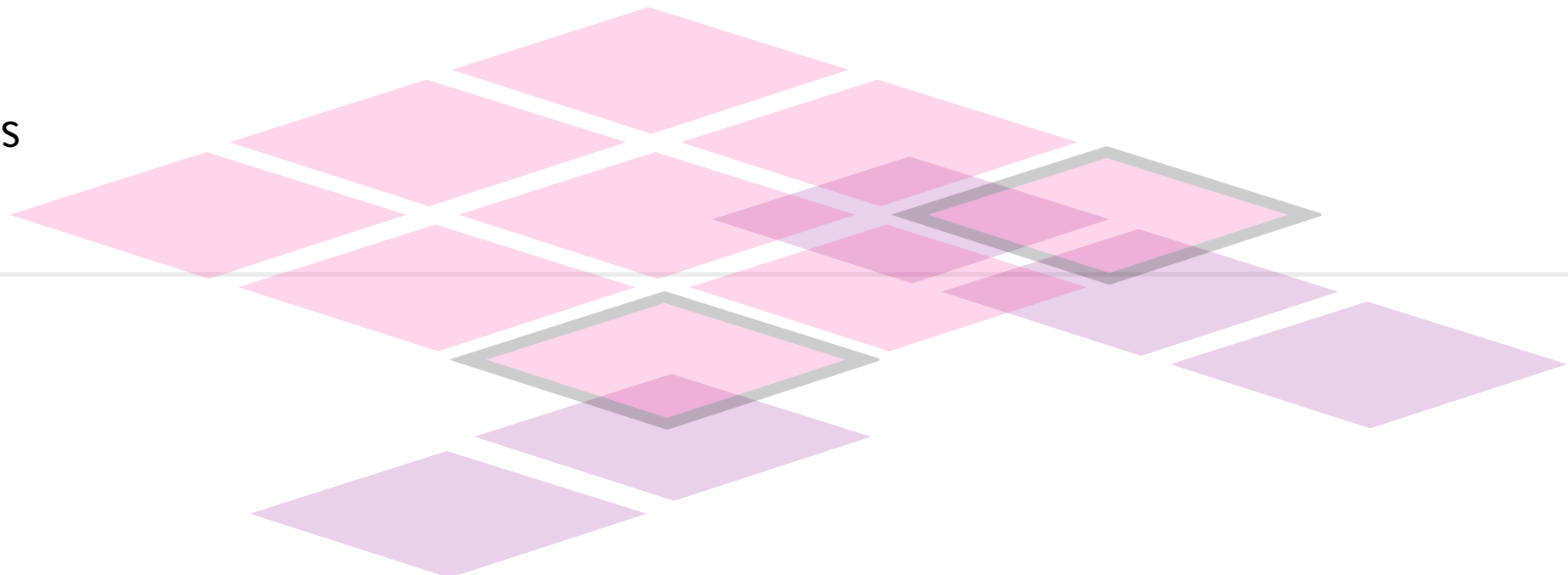
Navigation!

Activity Focused



---

Geographical Places

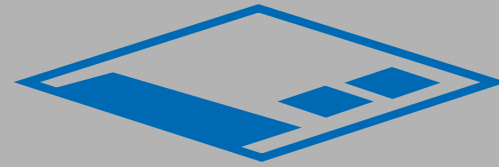


Building Interiors,  
Caves, etc.

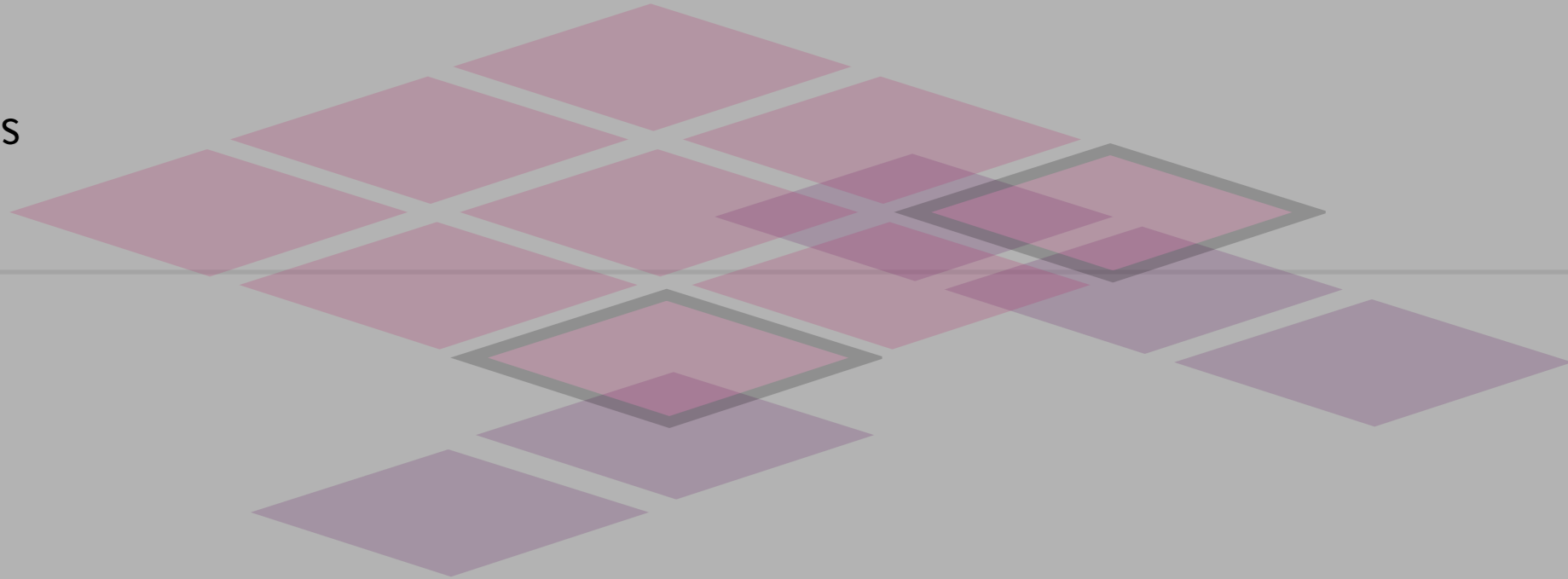
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Persistent Global Controls



Geographical Places

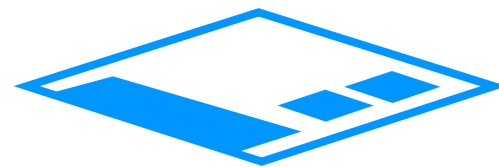


Building Interiors, Caves, etc.



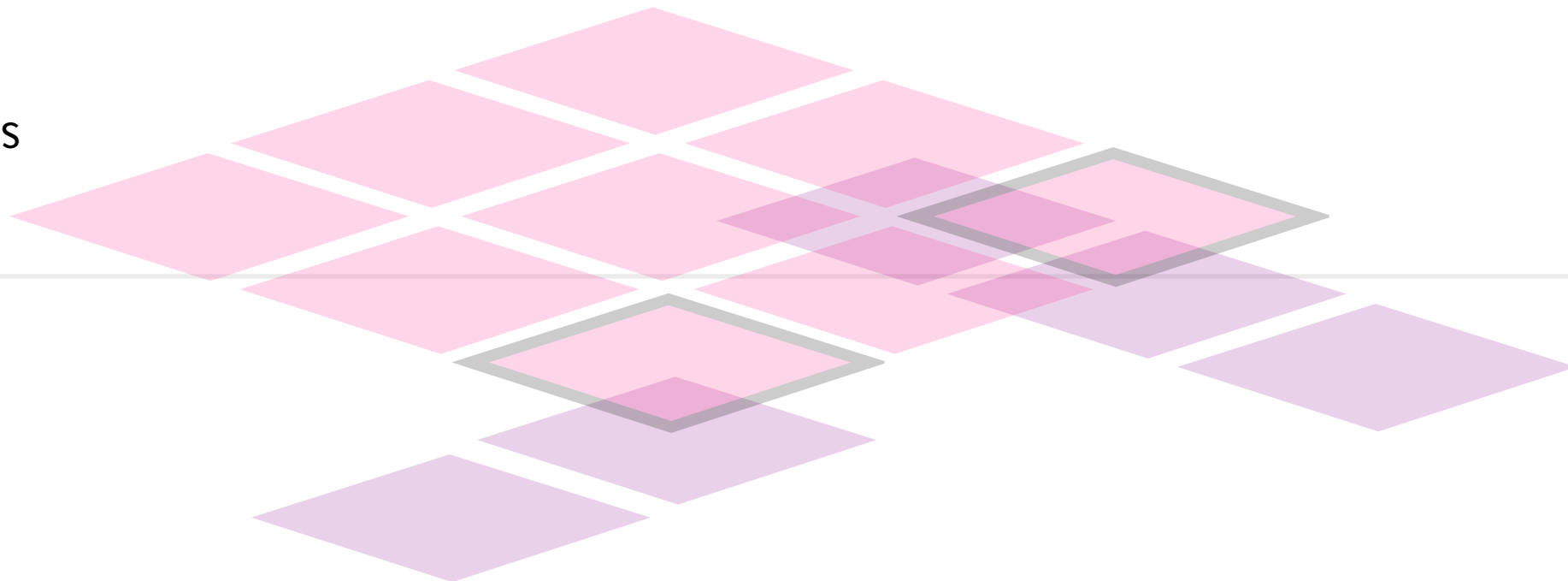
---

Persistent Global  
Controls



---

Geographical Places

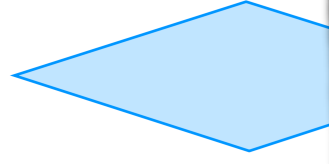


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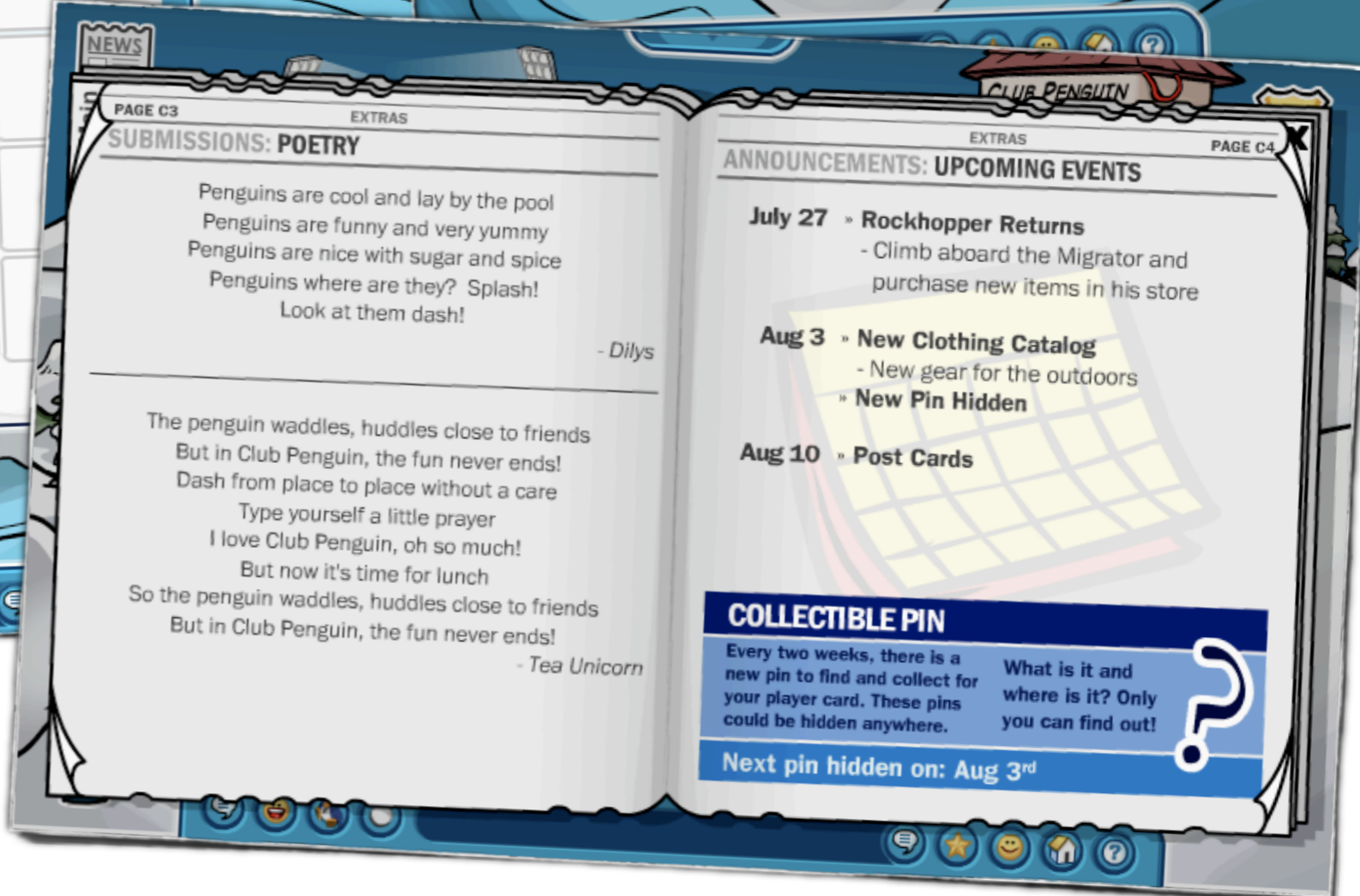
Building Interiors,  
Caves, etc.

---

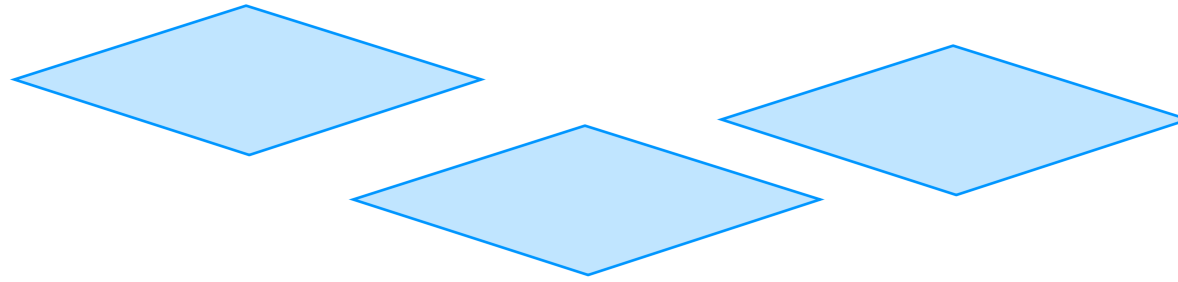
Map, News,  
Character Stats



Persistent Global



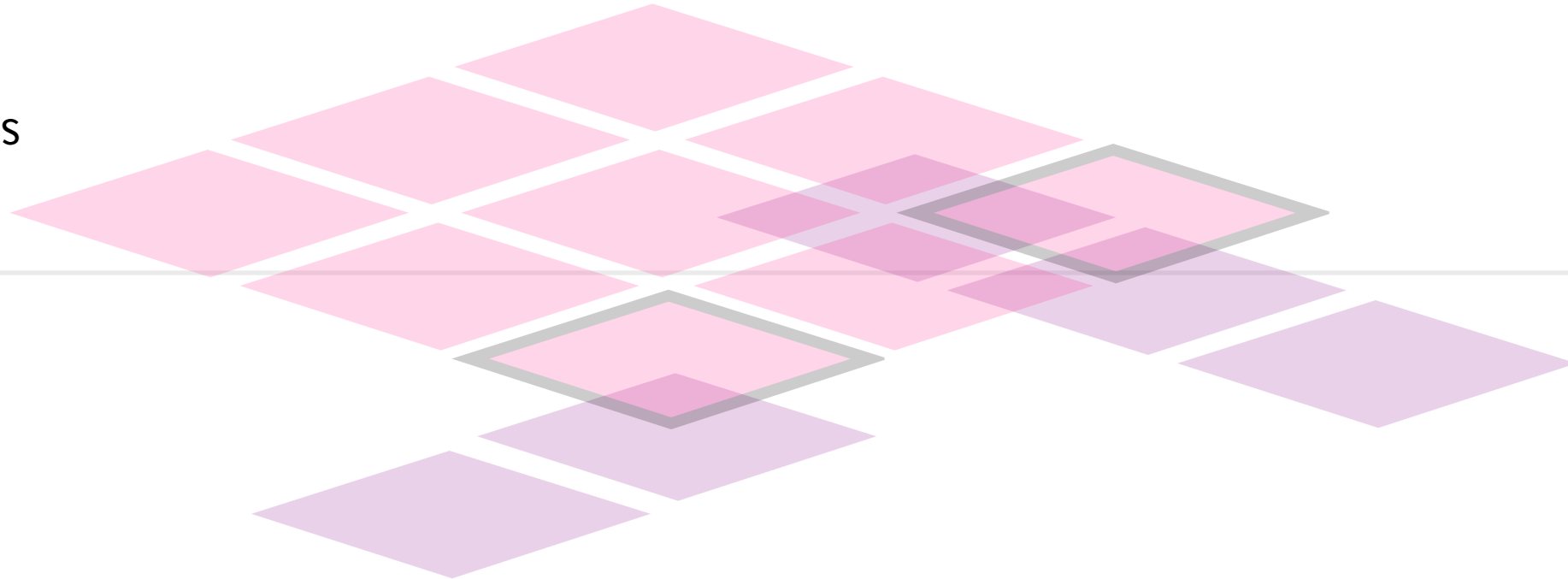
Map, News,  
Character Stats



Persistent Global  
Controls



Geographical Places



Building Interiors,  
Caves, etc.

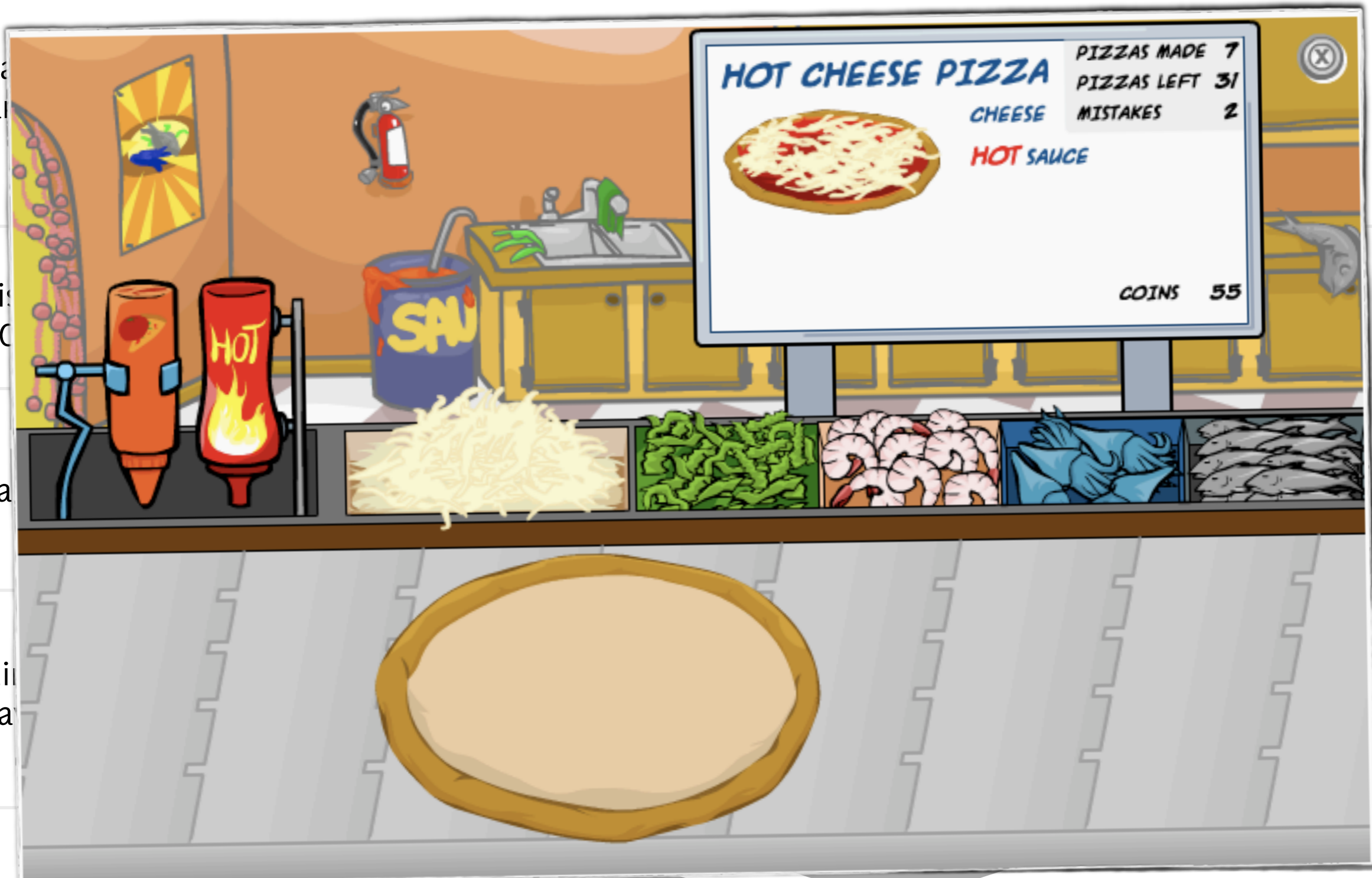
Ma  
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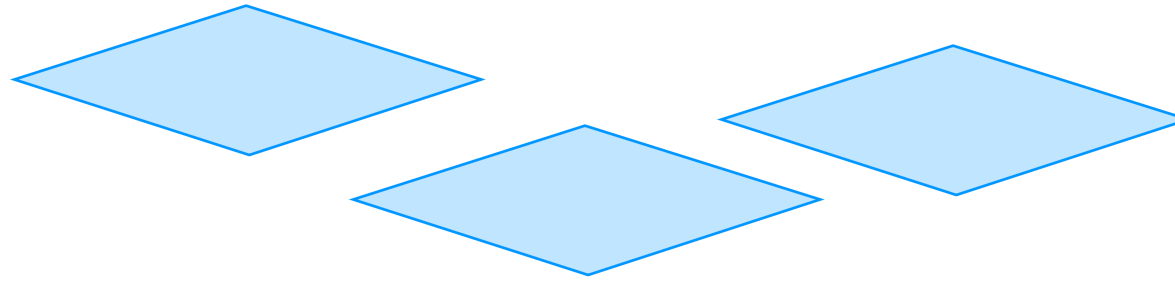
Geogra

Buildi  
Ca

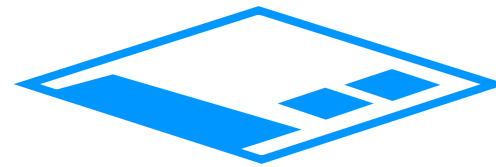
Games



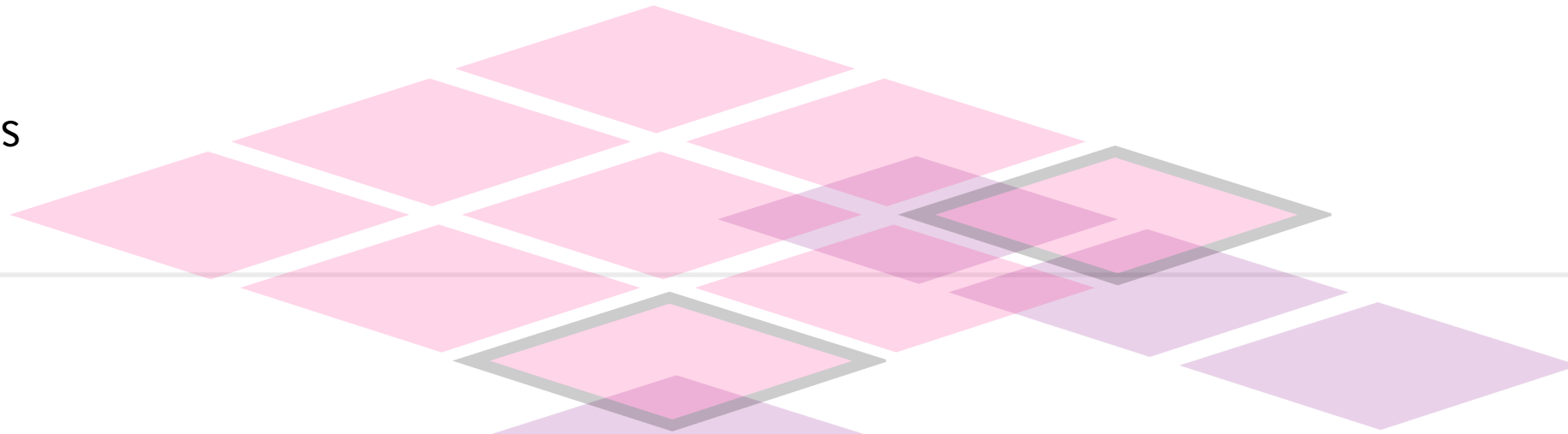
Map, News,  
Character Stats



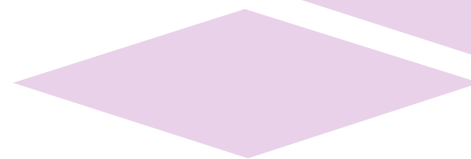
Persistent Global  
Controls



Geographical Places



Building Interiors,  
Caves, etc.

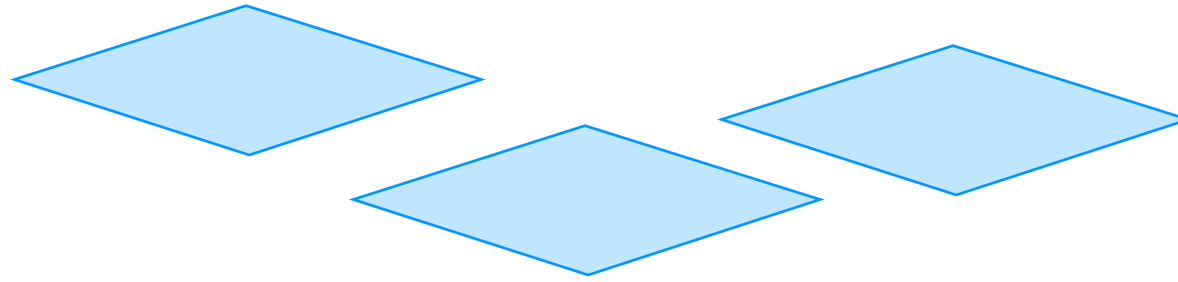


Games

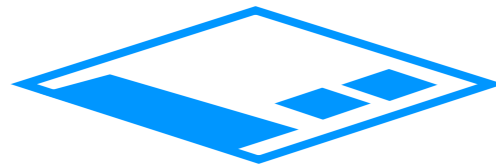




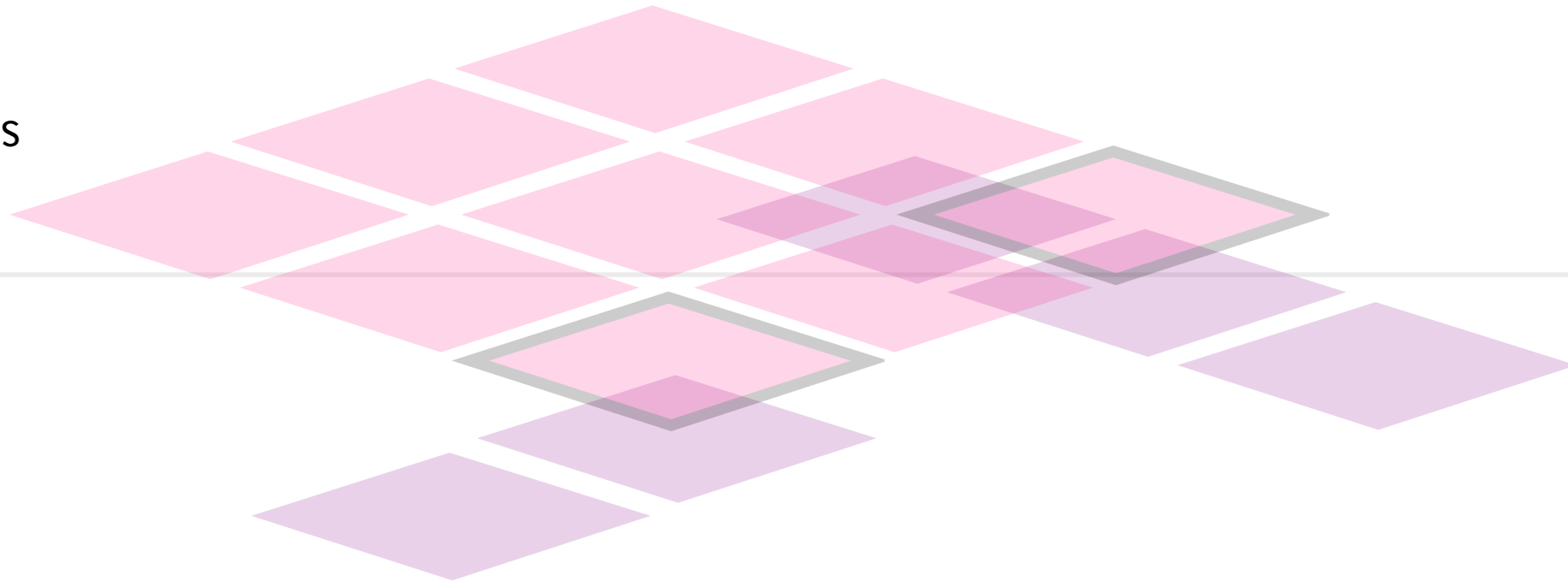
Map, News,  
Character Stats



Persistent Global  
Controls



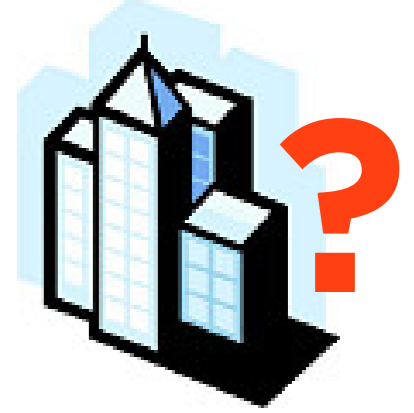
Geographical Places



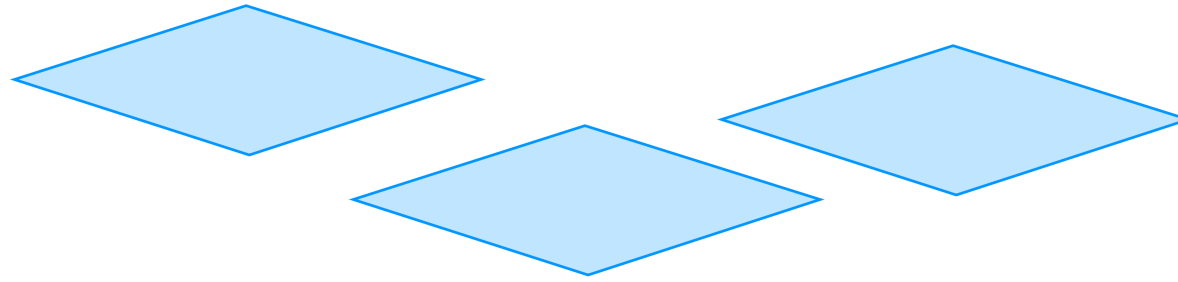
Building Interiors,  
Caves, etc.

Games

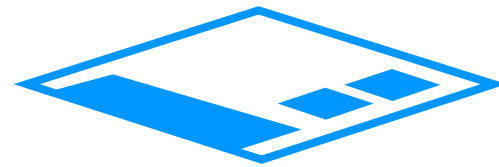




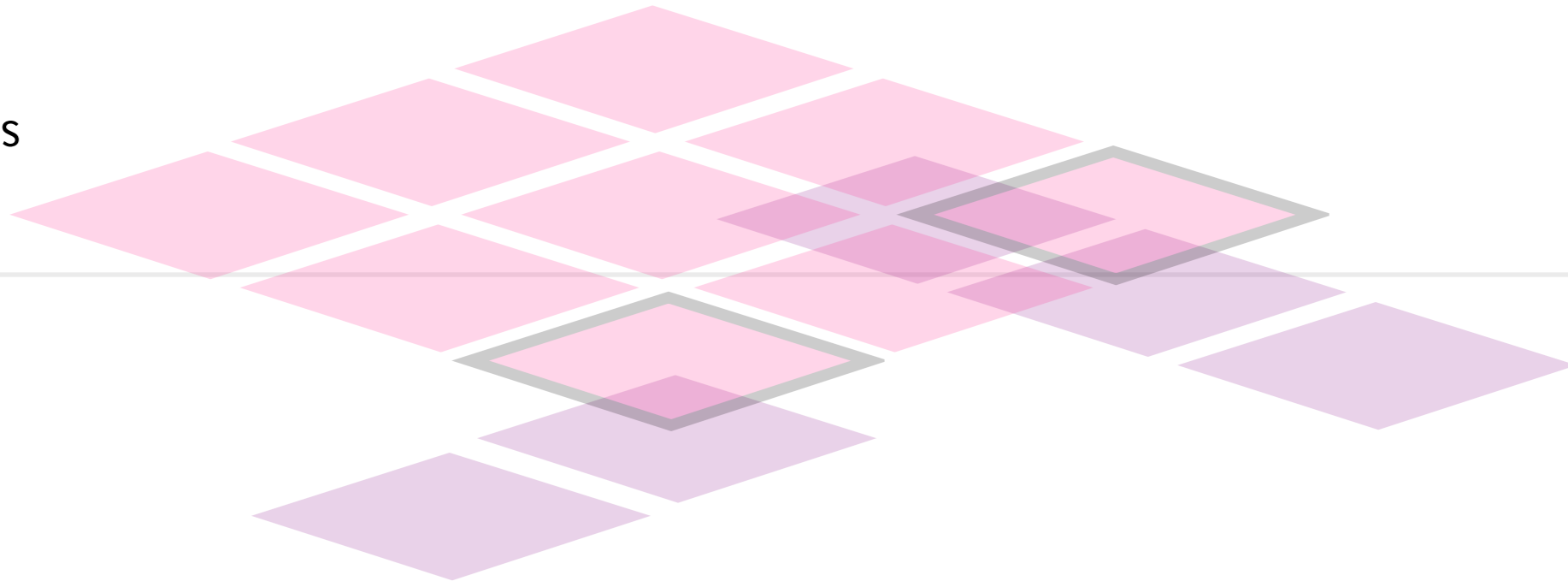
Map, News,  
Character Stats



Persistent Global  
Controls



Geographical Places



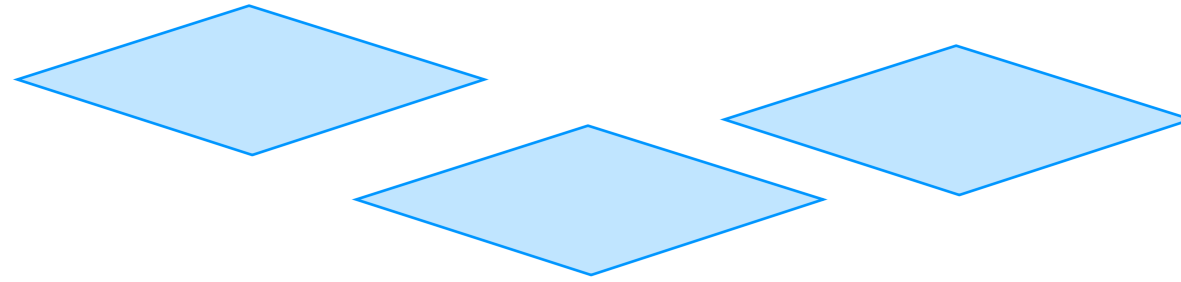
Building Interiors,  
Caves, etc.

Games



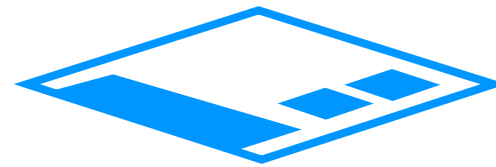


Map, News,  
Character Stats



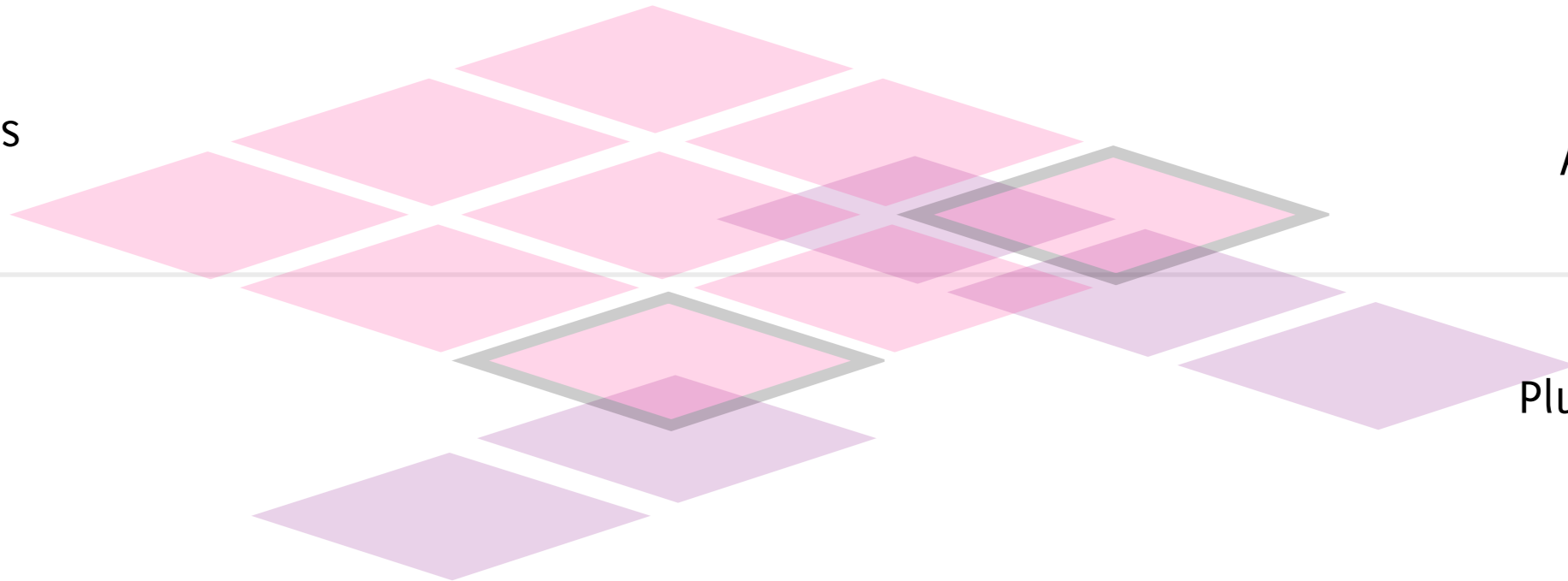
Global Popups,  
Profile,  
Navigation, News

Persistent Global  
Controls



Persistent Global  
Controls

Geographical Places

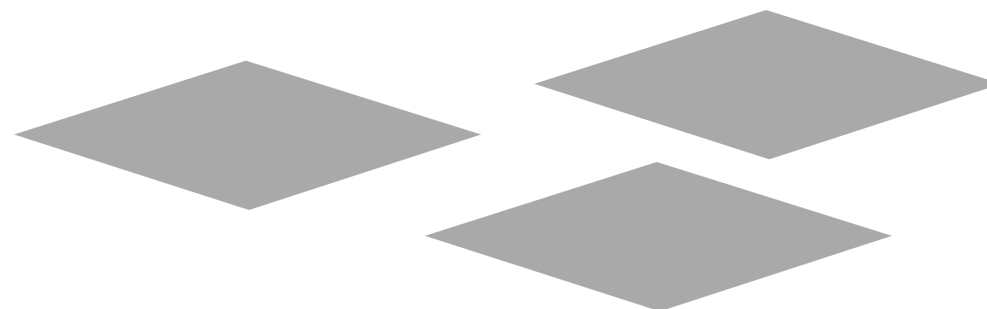


Various  
Applications

Building Interiors,  
Caves, etc.

Plug-Ins, related  
tools

Games



Context-Specific Tasks,  
Contextual Help

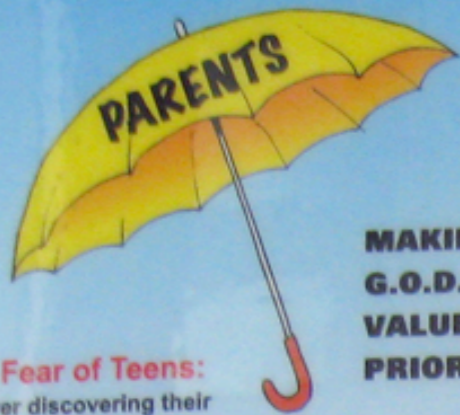


What are the relationships  
between your identified objects?

Explore different shapes and  
combinations of shapes that  
might communicate those  
relationships. Go for quantity.  
And sketch your ideas!!

# METAPHORS





**#1 Fear of Teens:**  
Never discovering their purpose in life.

**#1 Fear of Parents:**  
Not passing their values unto their children.

**MAKING G.O.D.'s VALUES MY PRIORITIES**



**Bar Mitzvah**  
"Son of the Commandments" Ownership

\_\_\_ YEARS  
FREEDOMS:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_ YEARS  
FREEDOMS:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_ YEARS  
FREEDOMS:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_ YEARS  
"TOTAL" FREEDOM  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**GOD'S ROLE:**

- Caretaker
- Protector
- Provider

**BAY OF SECURITY**

**JETTY OF ADOLESCENCE**

**SEA OF INDEPENDENCE**



**0 to 5 YEARS CARETAKER**

**ROLE:**

- Protector
- Provider
- Pray

**5 to 12 YEARS COP**

**ROLE:**

- Teach
- Train
- Discipline
- Pray

**12 to 18 YEARS** - "Where there is no *vision* the people perish" *Proverbs 29:18*  
**COACH** **ROLE:** Teach, **Model**, Encourage & Pray

**RESPONSIBILITIES**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**RESPONSIBILITIES**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**RESPONSIBILITIES**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_ YEARS **CONSULTANT**

**ROLE:**

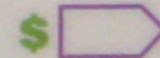
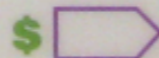
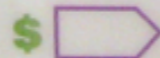
- Listen
- Support
- Advise
- Pray

68% of college graduates are currently returning home looking for financial assistance.

**\$ 100%**

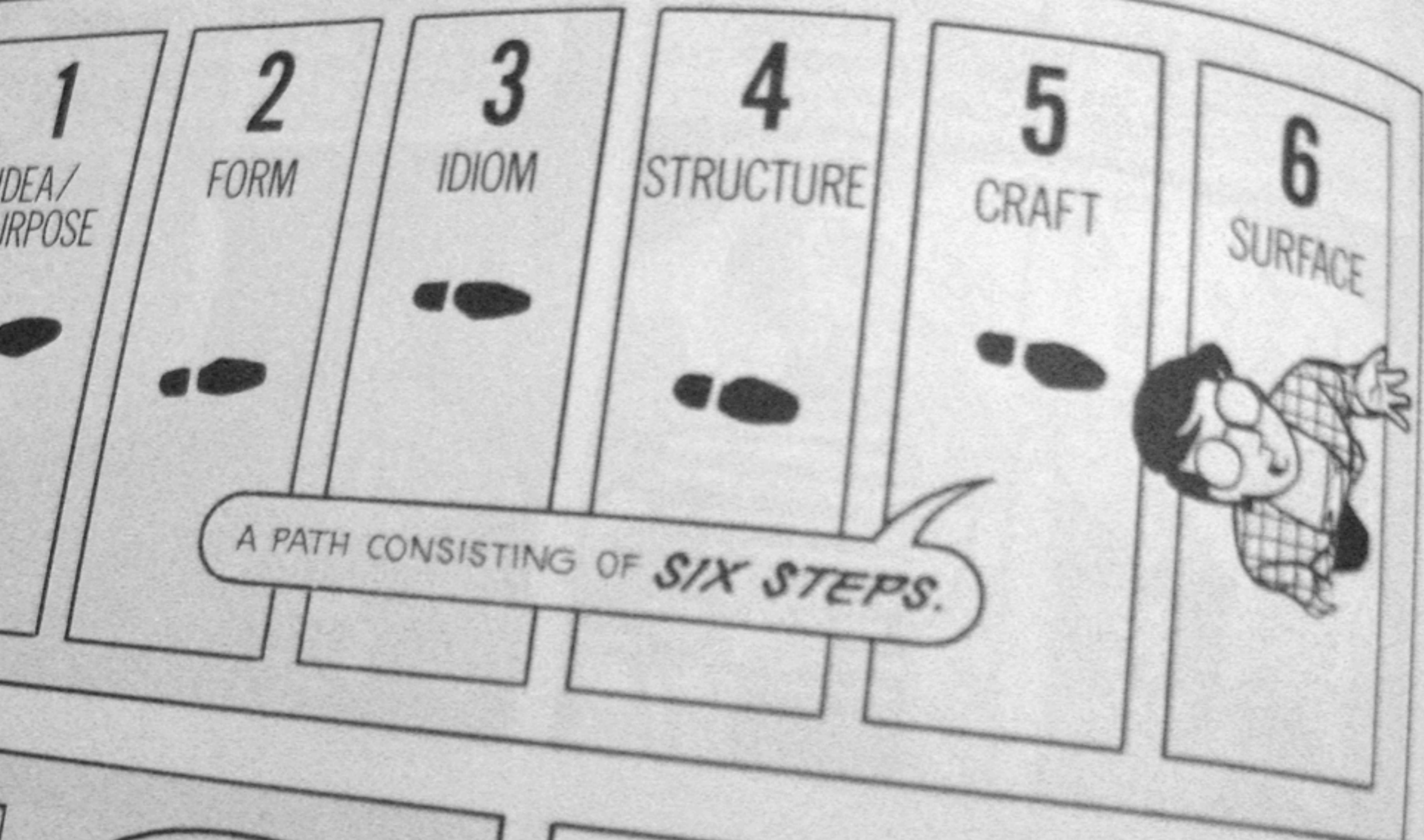
✓ *A father becomes successful through adversity, then with his success he banishes from his children's lives the very thing that made him successful.*

**Foundation: Growing in Wisdom, Stature and in Favor with G.O.D. and Man** *Luke 2:52*



**JH Ranch 800-242-1224**  
[www.jhranch.com](http://www.jhranch.com)

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**FIRST:**  
THE IMPULSES, THE  
IDEAS, THE EMOTIONS,  
THE PHILOSOPHIES, THE  
PURPOSES OF THE  
WORK... THE WORK'S  
"CONTENT"

2  
FORM

**SECOND:**  
THE **FORM** IT WILL  
TAKE... WILL IT BE A  
**BOOK?** A **CHALK**

1  
IDEA/  
PURPOSE

2  
FORM

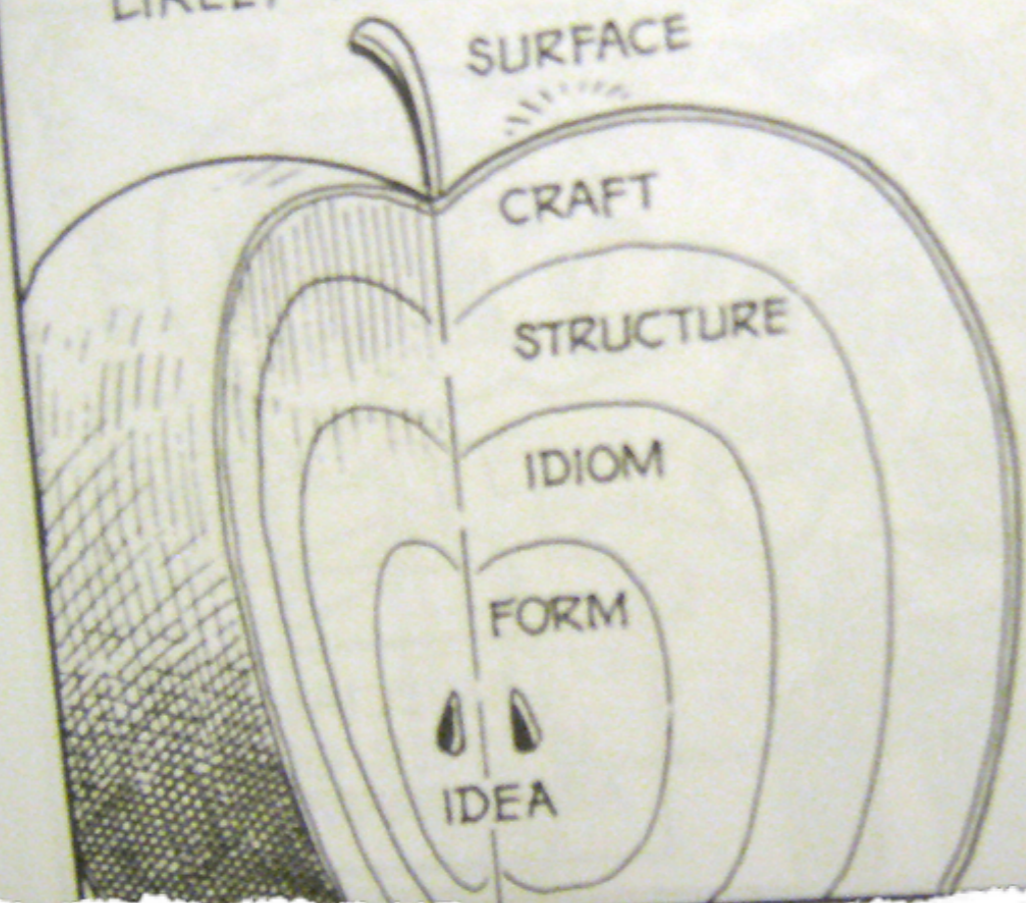
3  
IDIOM

4  
STRUCTURE

5  
CRAFT

6  
SURFACE

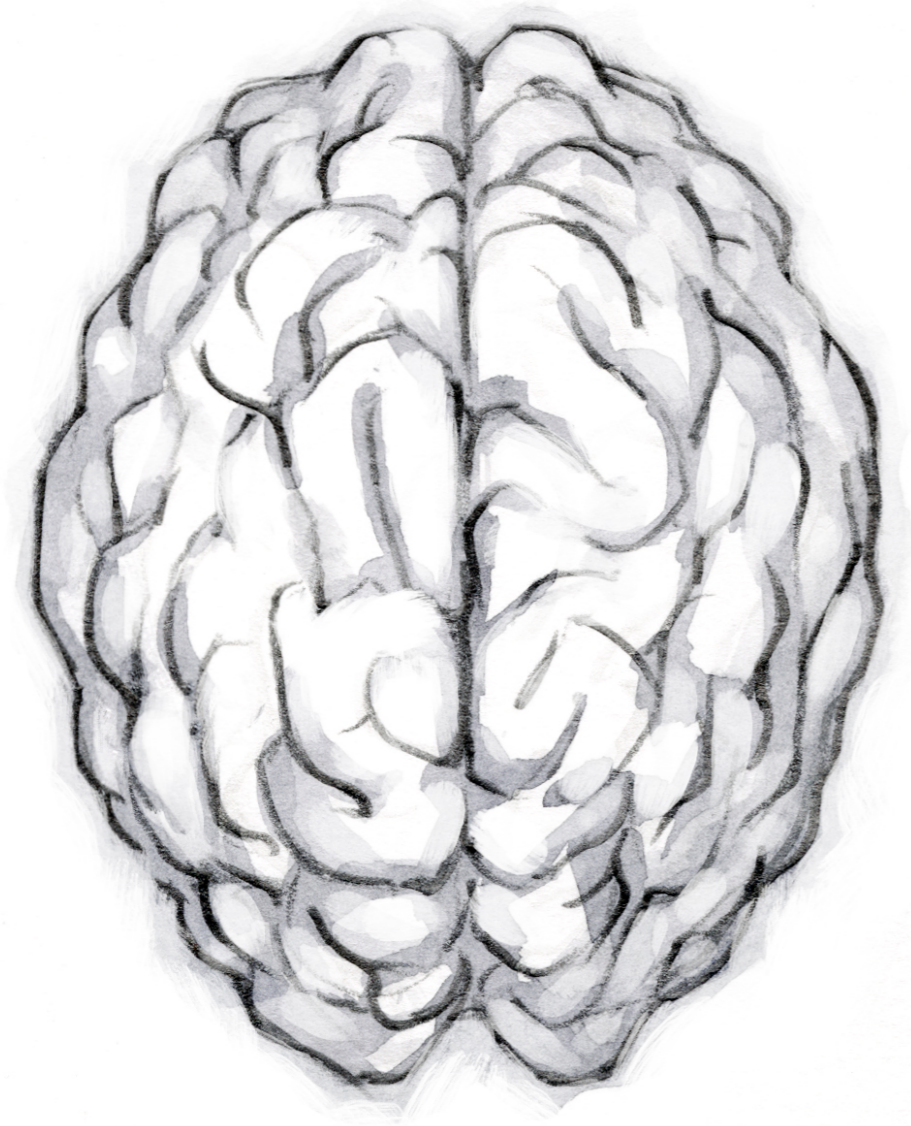
BUT THE MORE A CREATOR LEARNS TO COMMAND  
**EVERY** ASPECT OF HIS/HER ART AND TO  
UNDERSTAND HIS/HER RELATIONSHIP *TO* IT,  
THE MORE "ARTISTIC" CONCERNS ARE  
LIKELY TO GET THE *UPPER HAND*.



THE  
IDEAS  
THE PR  
PUR  
WORK... THE WORK'S  
"CONTENT"

SECOND:  
THE **FORM** IT WILL  
TAKE... WILL IT BE A  
**BOOK?** A CHALK

FORM



crave pictures

learn by association

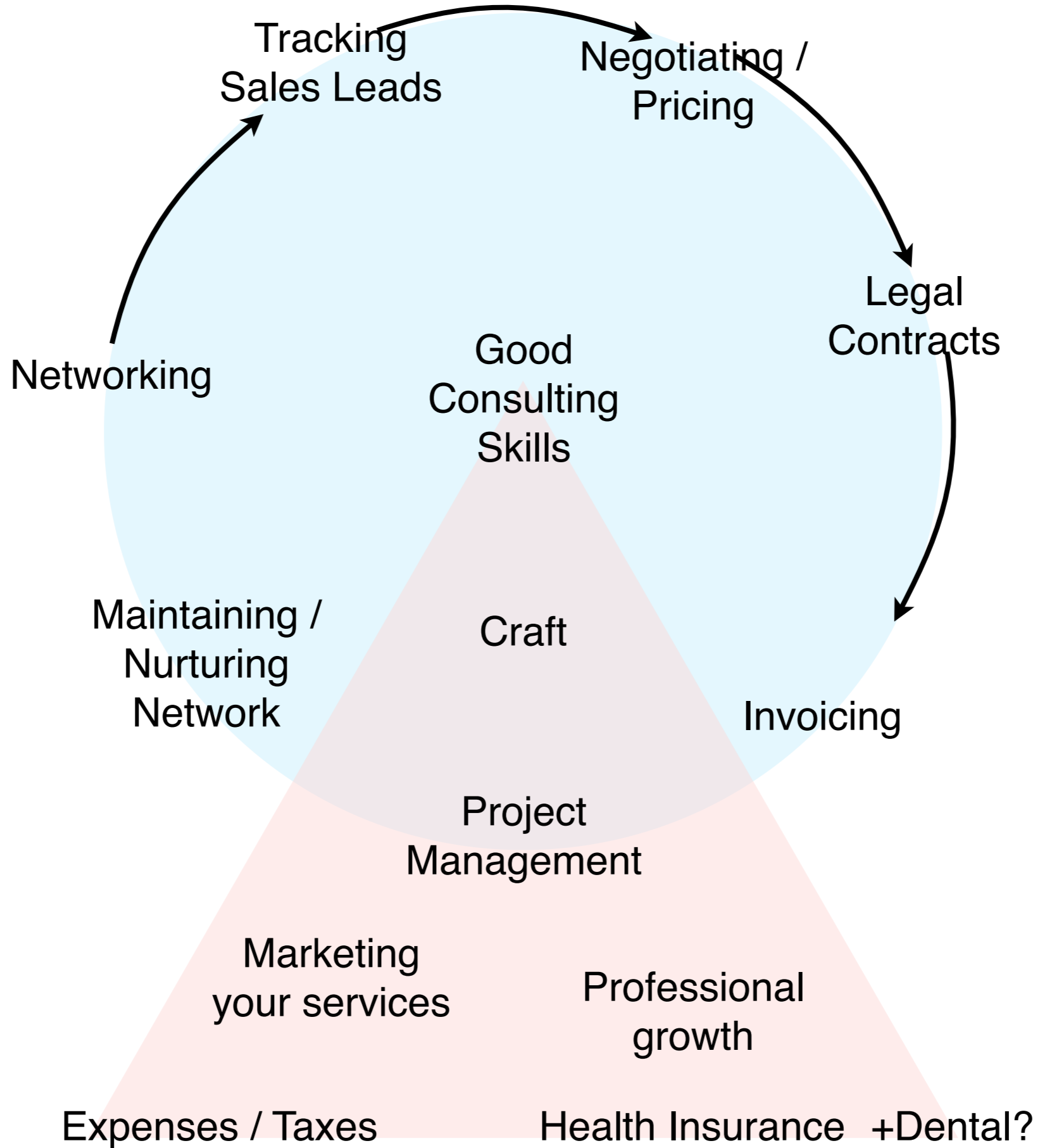
naturally “chunk”  
information

process visuals more  
quickly

delight in the  
unexpected

understand through  
stories









What is **feasible**  
given time,  
resources, and  
technology?

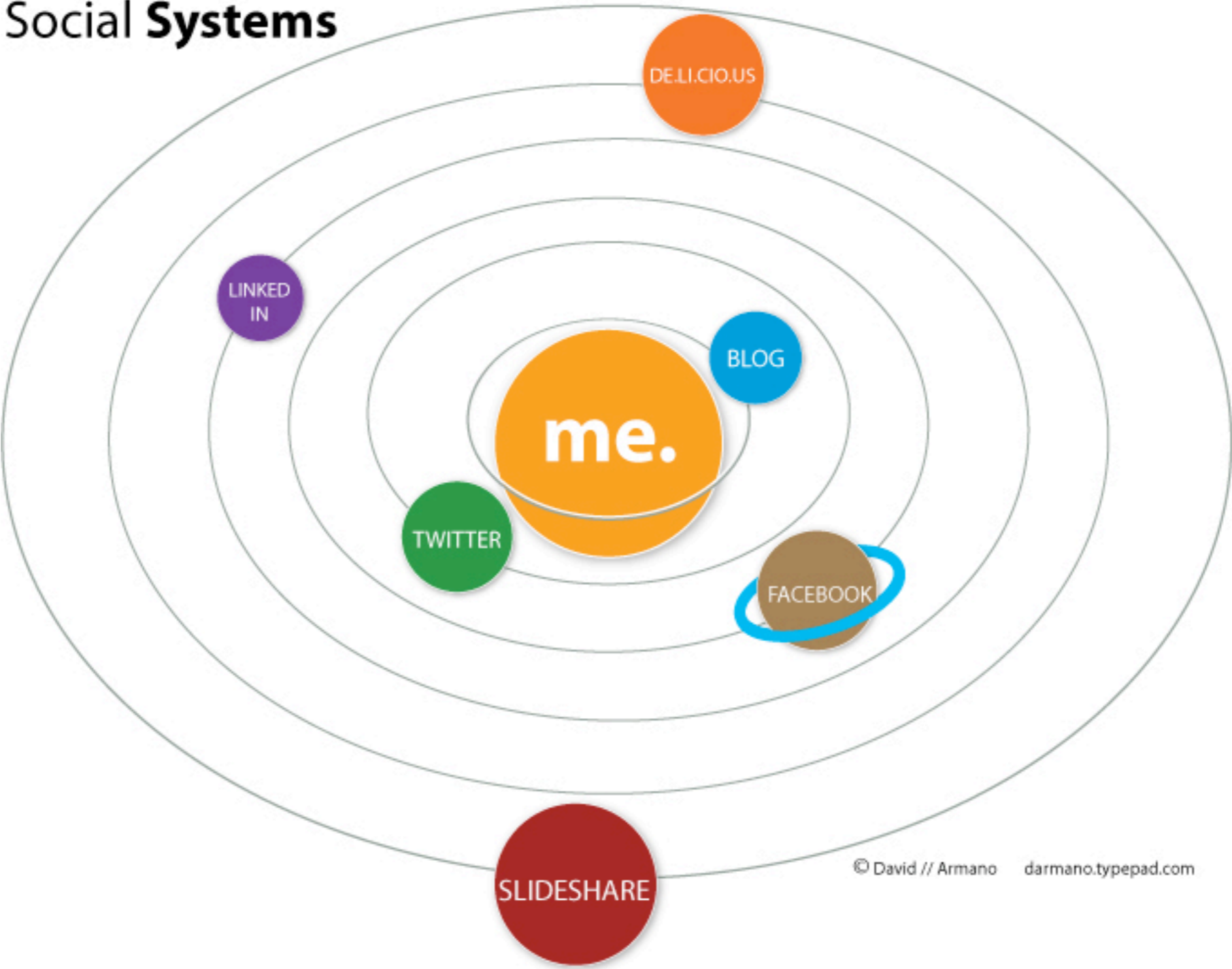
What is **desirable** to  
our customers?

What is **valuable** to  
our business?

# Wheel of Marketing Misfortune



# Social Systems



# Waves

Challenges can originate from any wave.

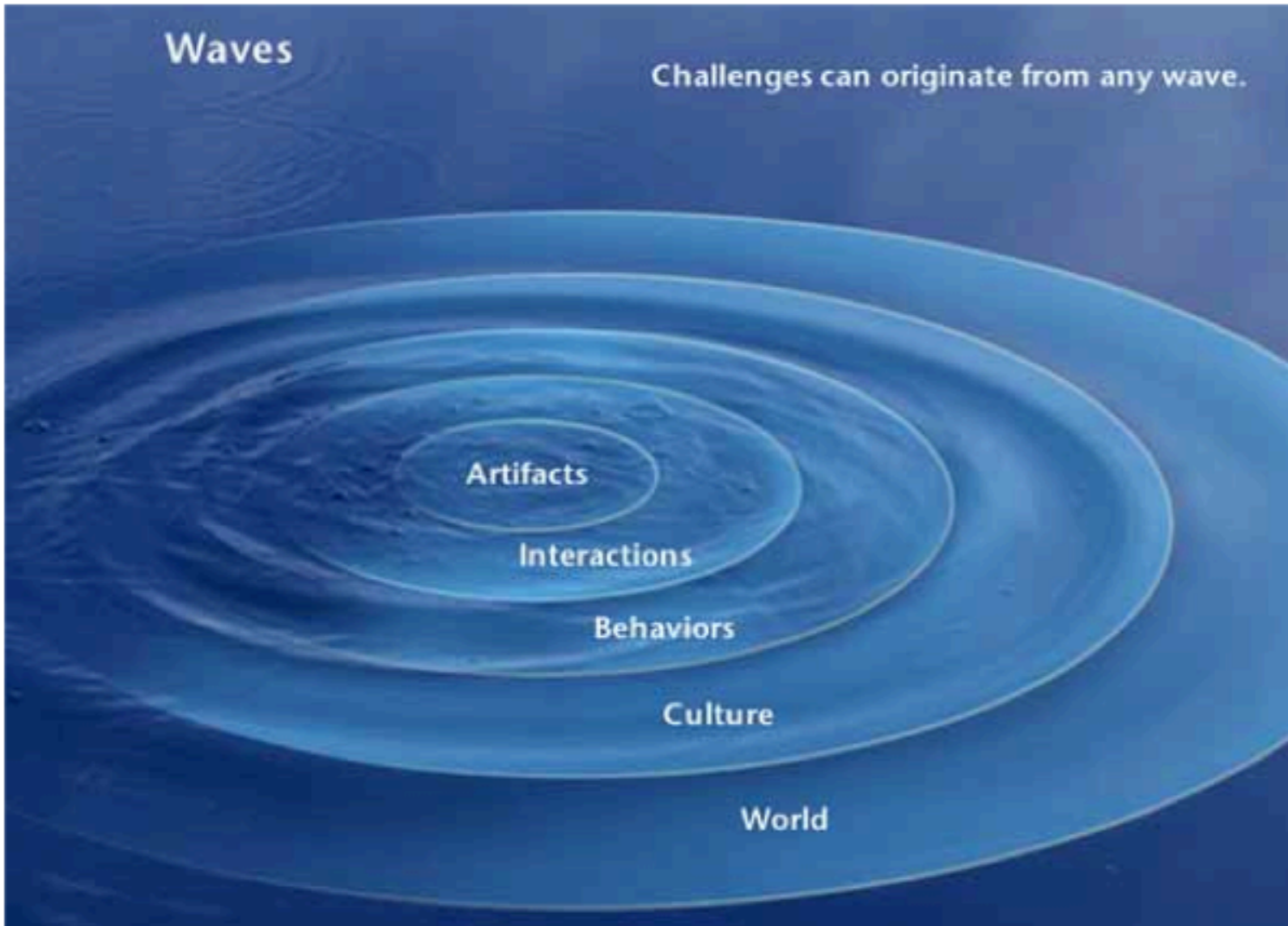
Artifacts

Interactions

Behaviors

Culture

World



# Waves

Challenges can originate from any wave.

Artifacts

Interactions

Behaviors

Culture

World

# Deep layers

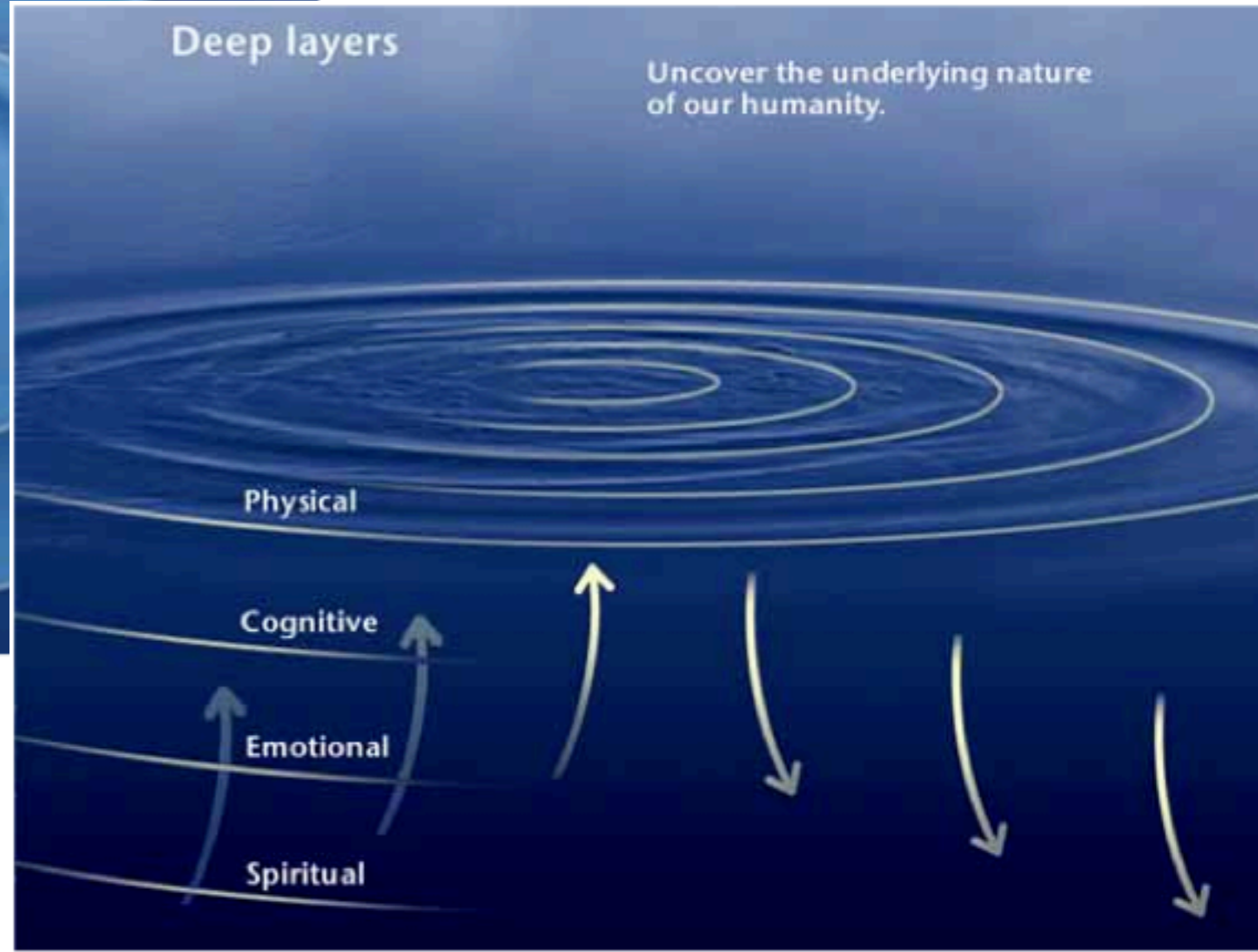
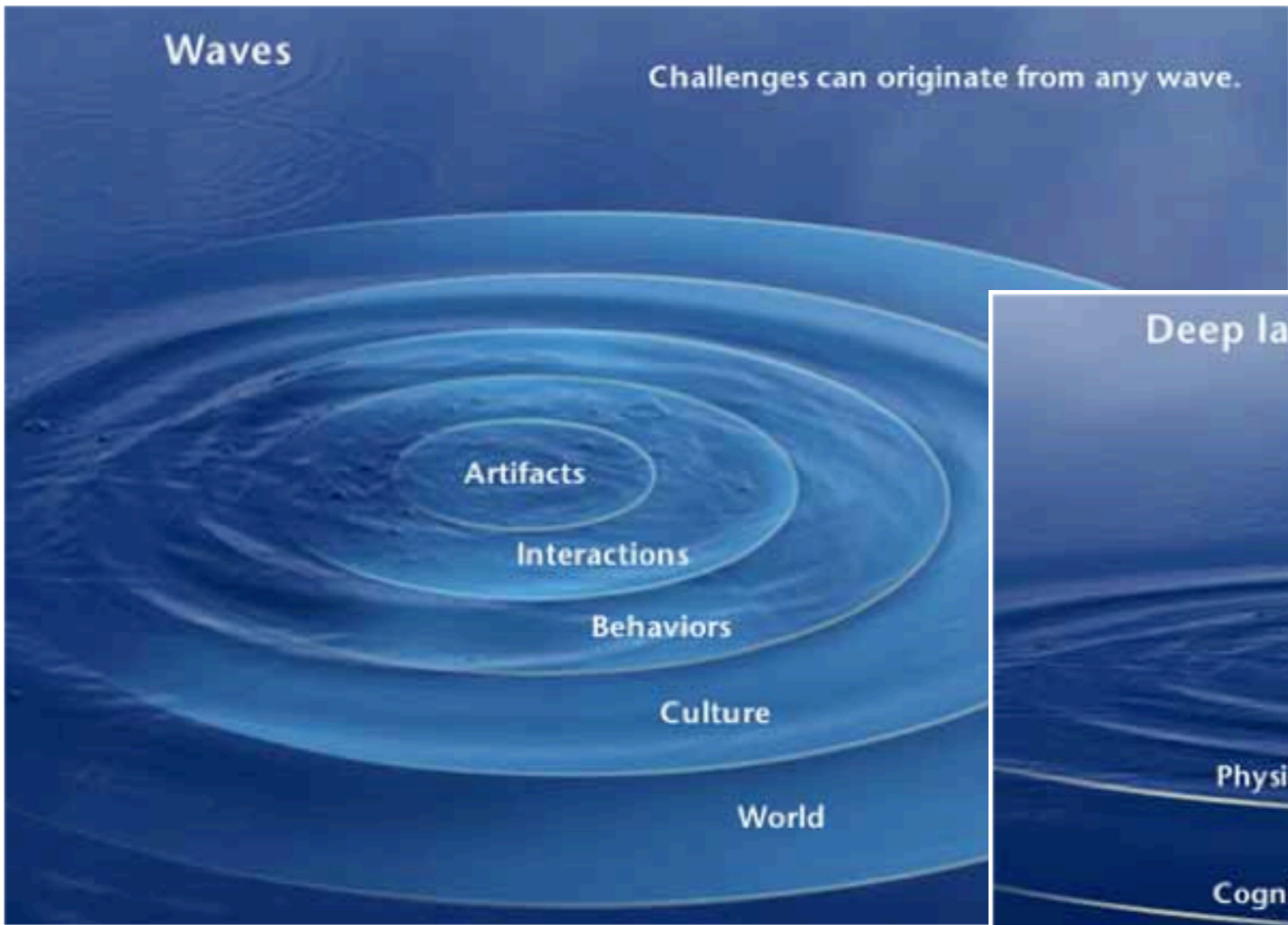
Uncover the underlying nature of our humanity.

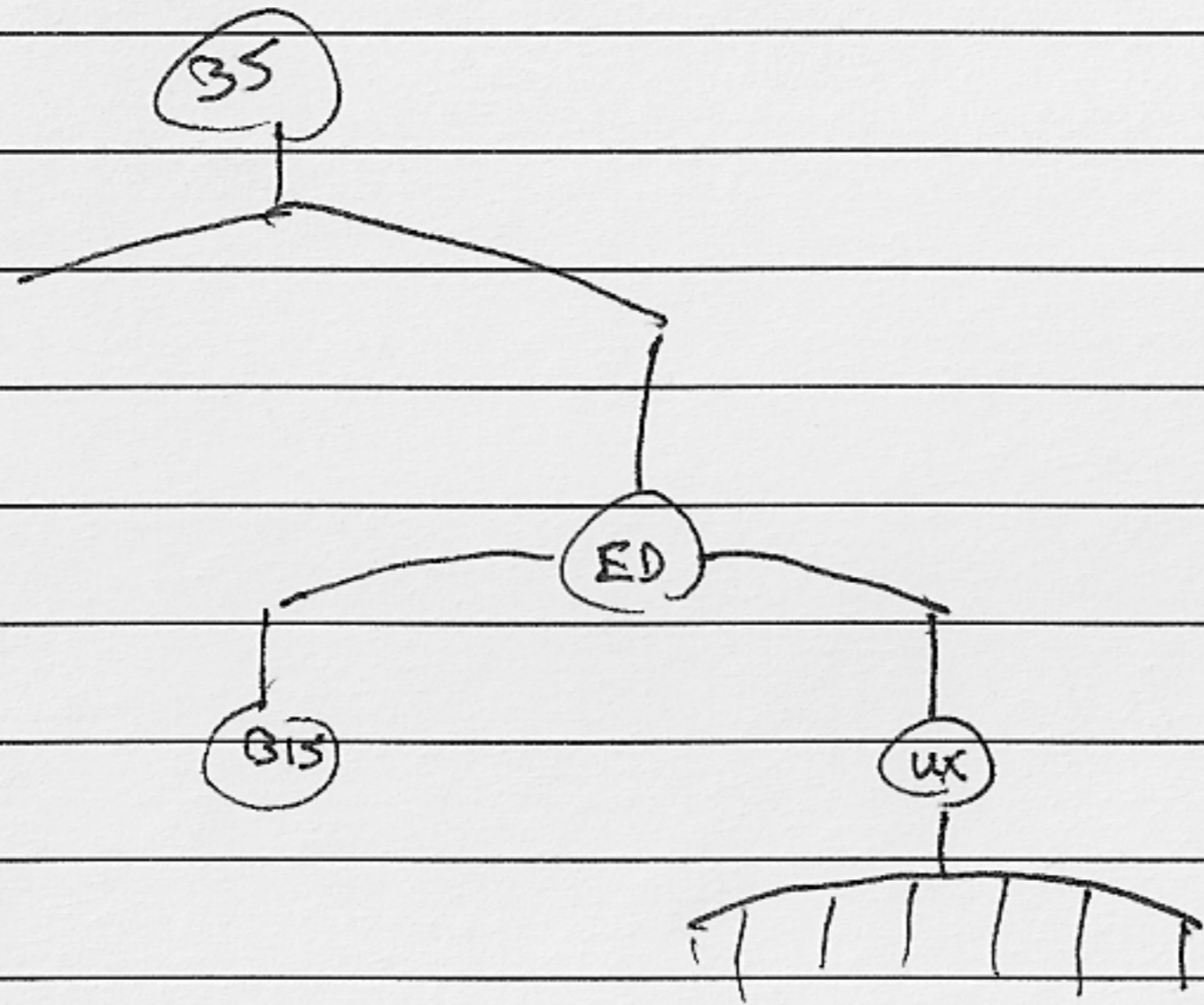
Physical

Cognitive

Emotional

Spiritual





## Nature:

icebergs  
ripples  
beehives  
things in orbit  
trees/branches  
roots  
caterpillar  
paths/trails  
spirals  
coral reefs  
skeleton  
body  
night/day  
mountain  
canyon  
seashell  
whirlpool  
tidal wave  
avalanche  
tidal wave  
ant colonies  
birds/flying  
apple  
DNA

## Toys:

blocks  
shape sorting  
Lego bricks  
caterpillar  
stacking rings  
russian nesting dolls  
Rubik's cube  
puzzles  
playing cards  
game boards  
piggy bank

## Familiar (or Nostalgic) Things:

Carton of Cola Bottles  
Meat Grinder  
Funnel  
potted plant  
hub and spoke  
matchbook/box of matches  
cocktail (with layers)  
weights (barbell)  
scales  
pie  
toolbelt / toolbox  
hourglass  
lamp  
 juggler / juggling  
hamburger  
skyline  
staircases  
lightbulb  
Swiss army knife  
stone wall / bricks with mortar  
radar  
staircase  
trivial pursuit model wedges  
pocket watch / locket  
baseball diamond  
things at a carnival or circus  
revolving door  
umbrella  
balloon(s)  
three-legged stool  
cornerstone/arch  
pillars/columns  
mixed drink  
stereo / media components  
hourglass  
railroad tracks  
bird's nest w/ eggs  
door / doorframe

*Choose metaphors that are...*

**(Mostly) Timeless**

**Universally Recognized**

**Supports the Message**



Are there any good metaphors that could support and extend your concept model?

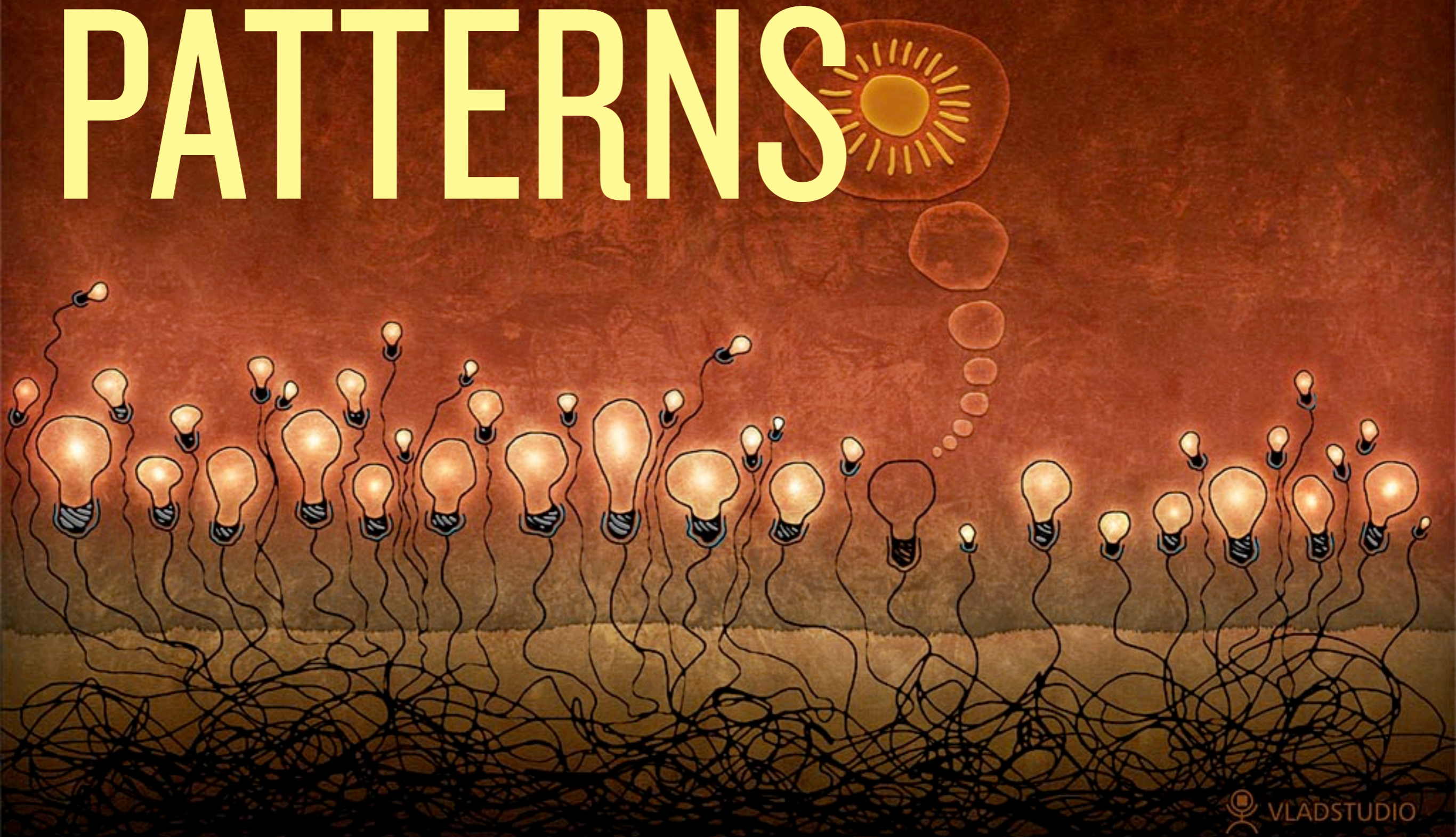
Or, does exploring metaphors suggest new ways to visually represent your concept?

Explore these options...

ACTIVITY

Ready to  
share?

# PATTERNS



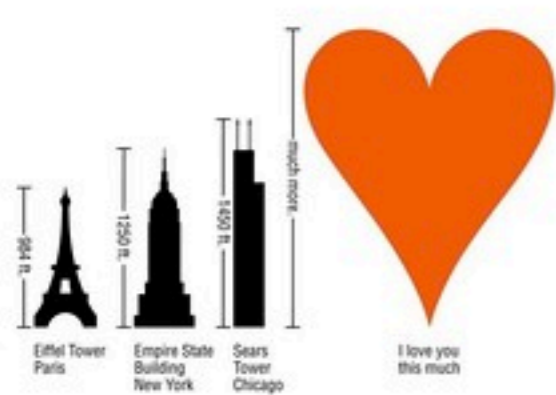
PLACES TO GET INSPIRED.

Hey! These pictures were bookmarked with VisualizeUs. You can also collect your favorite images easily.

join now!

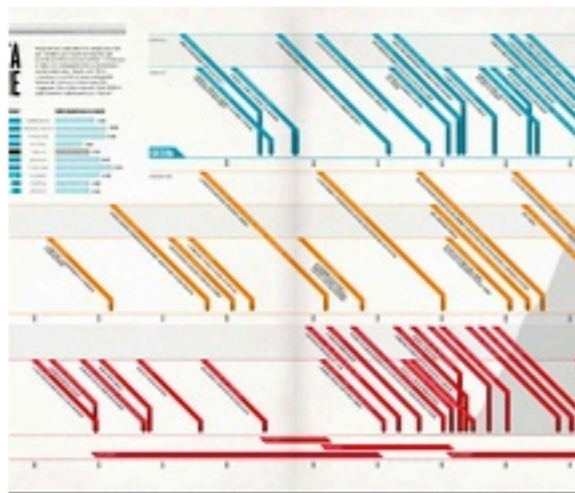
pictures tagged with "infodesign"

more infodesign images: popular



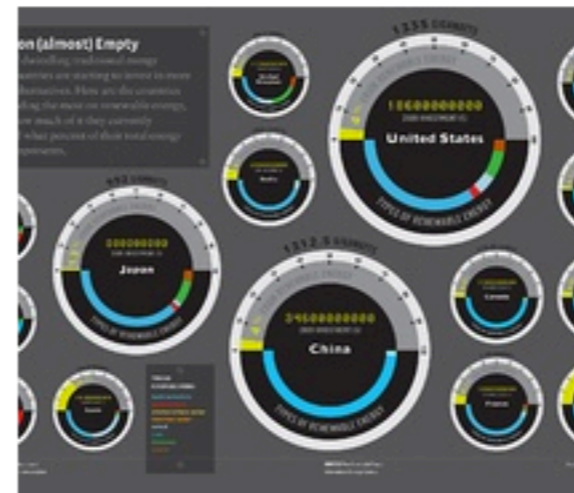
Tumblr

4 days ago found by yeahyeahyeah liked 44 times 0 comments



Digital Nostalgia / Wired Italy

2 weeks ago found by jvetrau liked 2 times 0 comments



Alternative Energy / GOOD.is

2 weeks ago found by jvetrau liked 2 times 0 comments



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Advertisement for 'GET PAID TO PLAY GAMES!' featuring Mario and a 'LEARN MORE!' button.

Advertisement for 'LOVE ART? Become an Artist TODAY!' with the website 'Dragoart.com'.

Placeholder box with the text 'Advertise Here'.

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+ schemas

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# GOOD

TOPICS ▾ CONTRIBUTORS ▾ FUN STUFF ▾ PARTICIPATE ▾



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Search good.is



### The Truther Movement Grows

Trutherism may never be more than a joke, but that joke has been extraordinarily successful—so successful that “truther” has spawned several other names for similarly outrageous movements.



by Mark Peters  
*Wordtastic*

◀ || ▶  
2 of 5

### Featured Contributors



**Nikhil Swaminathan:**  
New Columbia-affiliated Nonprofi...



**Amanda M. Fairbanks:**  
It's Meatless Monday: Don't Have a Cow



**Ben Jervey:**  
Just How Big Is that Oil Spill?



**Brittany Wong:**  
Zoo Sells Lions to African Hunti...

Featured GOOD

Community Board

MONDAY, MAY 10, 2010

RSS



### Are We All to Blame for the Oil Spill?

As a surfer, I've long been opposed to offshore drilling, but it wasn't until recently that I started feeling responsible for it. On my...

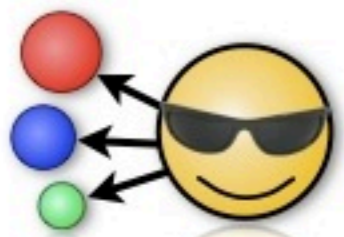


by Patrick James  
7 hours ago

4 responses

## HEALTH MYTHS debunked



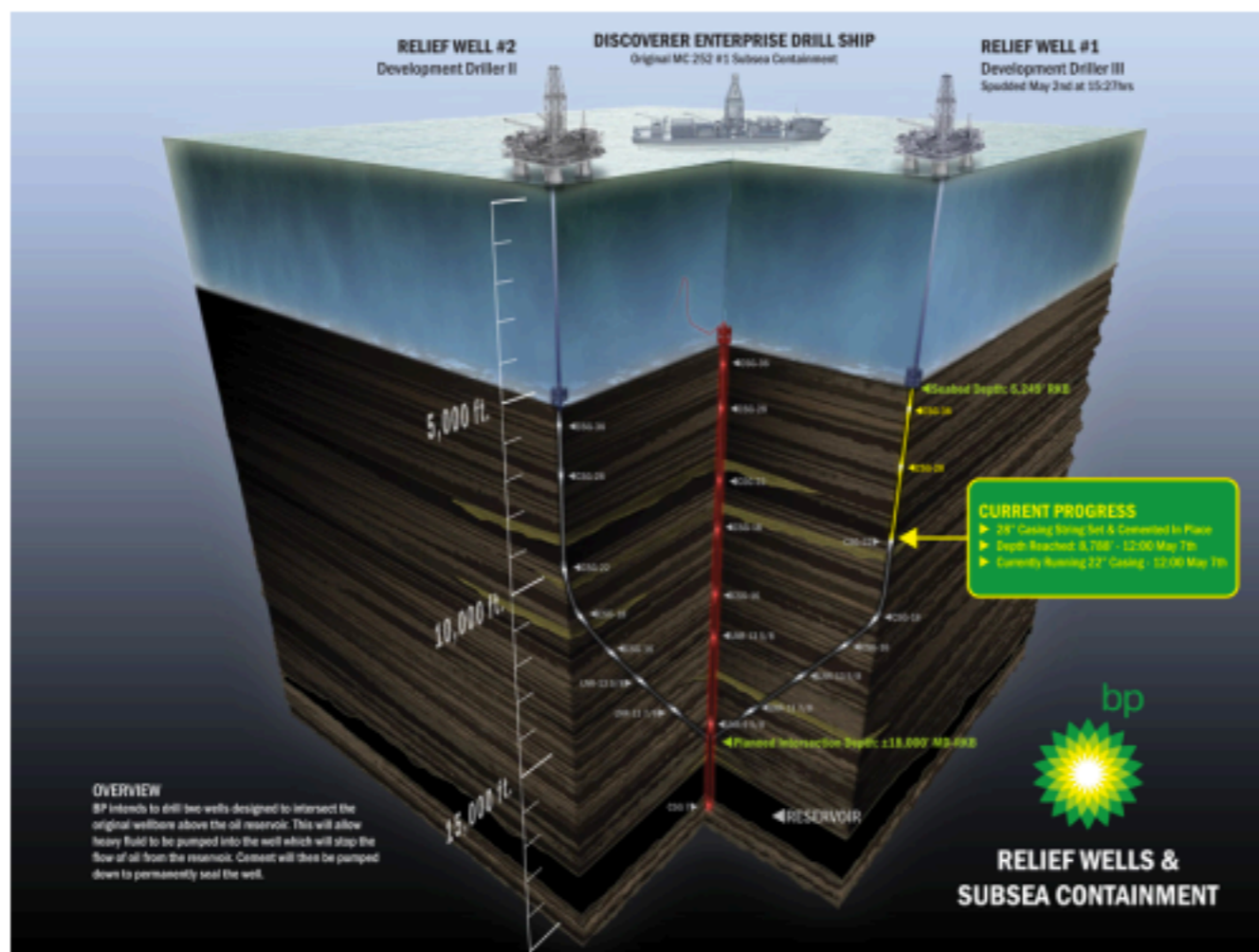


# Cool Infographics

Charts and graphs can communicate data; infographics turn data into information

## BP Oil Relief Plan Infographic

MONDAY, MAY 10, 2010 AT 2:01PM



### ABOUT



Randy Krum

Product Development,  
Marketing, Visual  
Thinking and Data

Visualization professional fascinated by good infographics. Always looking for better ways to get the point across.

[RandyKrum.com](http://RandyKrum.com)



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# Data Visualization and Infographics Resources

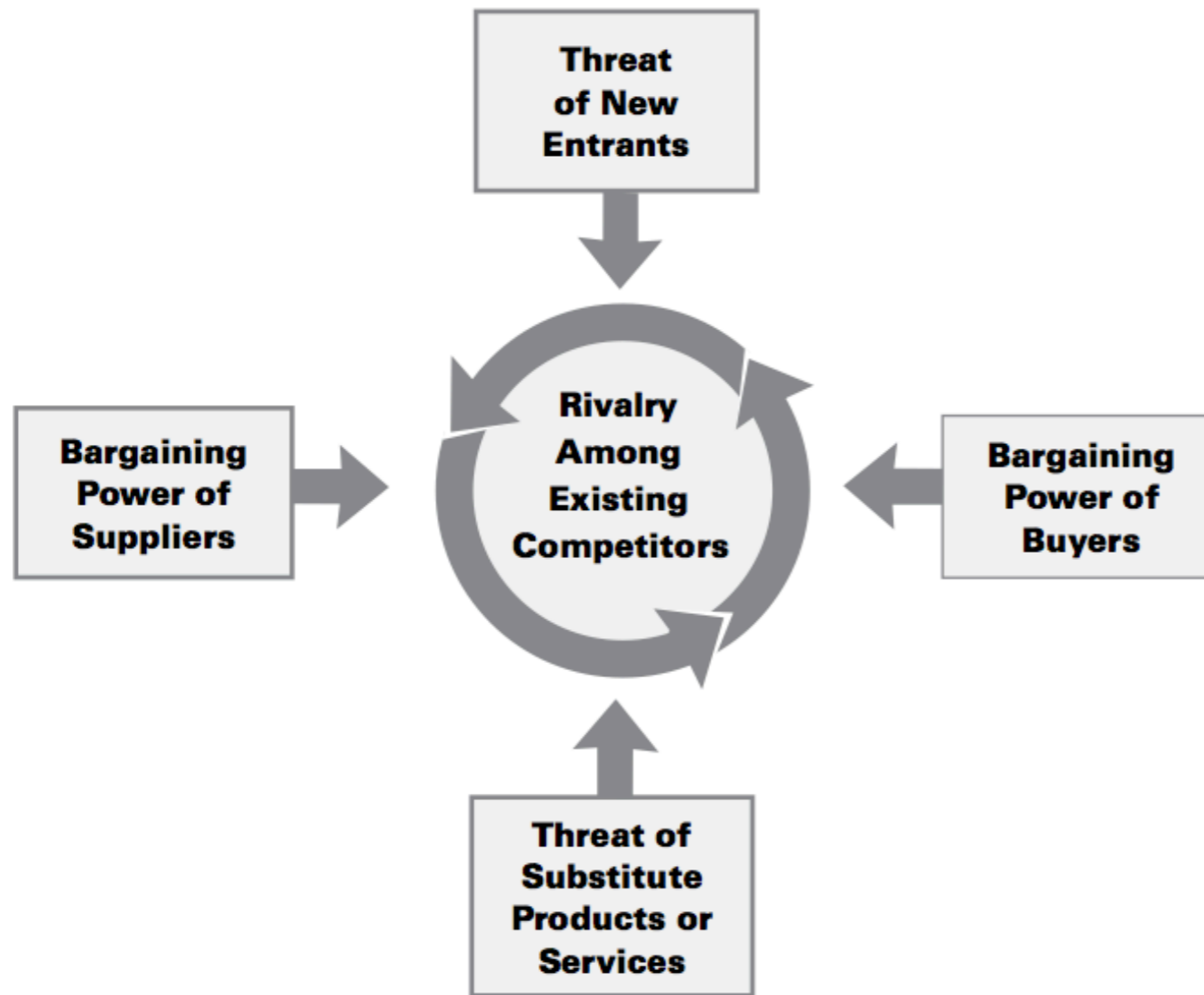
By [Cameron Chapman](#) | September 11th, 2009 | [Design](#) | [54 Comments](#)

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# The Five Forces That Shape Industry Competition



(business journals)

PATTERN CATALOGS?



# How do you design?

Design process  
by J. French (1985)



French also wrote from an engineering perspective. He suggested, "The analysis of the problem is a small but important part of the overall process. The output is a statement of the problem, and this can have three elements:

- a statement of the design problem proper
- limitations placed up the solution, e.g. codes of practice, statutory requirements, customers' standards, date of completions
- the criterion of excellence to be worked to."

The conceptual design phase "takes the statement of the problem and generates broad solutions to it in the form of schemes. It is the phase that makes the greatest demands on the designer, and where there is the most scope for striking improvements. It is the phase where engineering science, practical knowledge, production methods and commercial aspects need to be brought together . . ."

In the third phase, "schemes are worked up in greater detail and, if there is more than one, a final choice between them is made. The end product is usually a set of general arrangement drawings. There is (or should be) a great deal of feedback from this phase to the conceptual design phase.

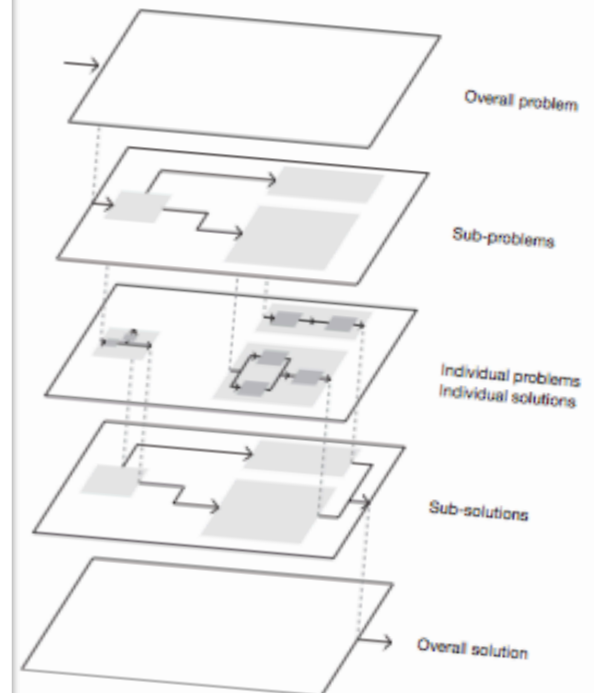
In the detailing phase, "a very large number of small but essential points remain to be decided."

**A Compendium of Models**  
by Hugh Dubberly  
Dubberly Design Office  
2501 Harrison Street, #7  
San Francisco, CA 94110  
415 648 9799

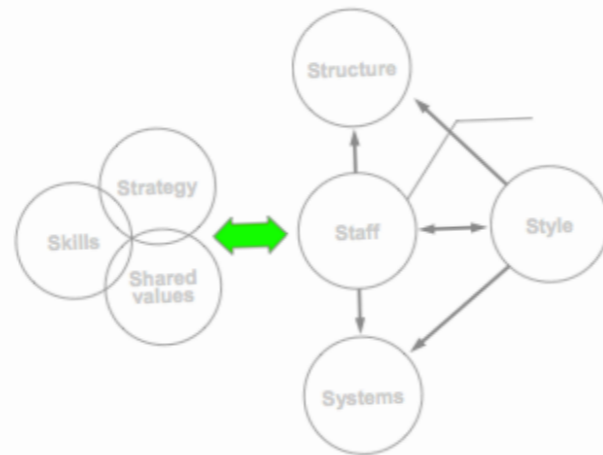
position / recombination  
VDI 2221 (from Cross 1990)

As Alexander's decomposition-recombination process wrote, "The VDI Guideline follows a general procedure of first analyzing and understanding the problem as fully as possible, then breaking this into suitably sub-problems and combining these into an overall solution."

"This kind of procedure has been used in the world because it seems to be better than a solution-focused approach. It is counter to the designer's traditional view of VDI 2221, see page 31."



# McKinsey-style



# Strategy Diagrams

Annotation

Get the original PowerPoint file: [www.gazhoo.com](http://www.gazhoo.com)

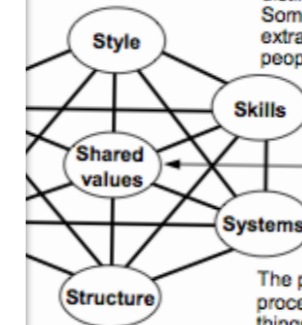
7S

Unit of measure

gazhoo.com

managers collectively with respect to use of attention and symbolic

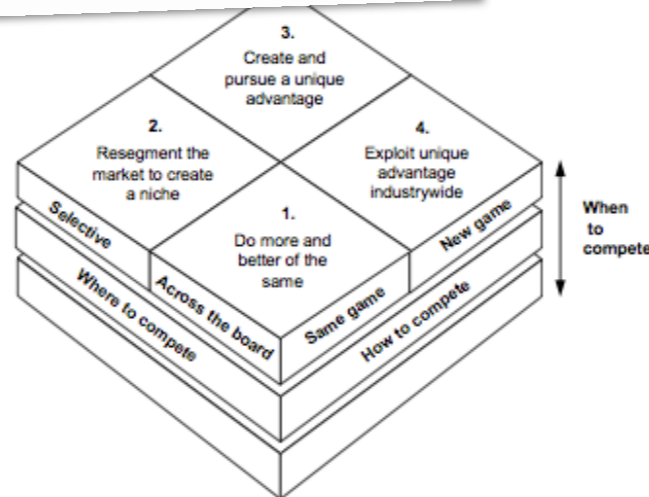
Capabilities possessed by the organization as a whole as distinct from the individuals. Some companies perform extraordinary feats with ordinary people



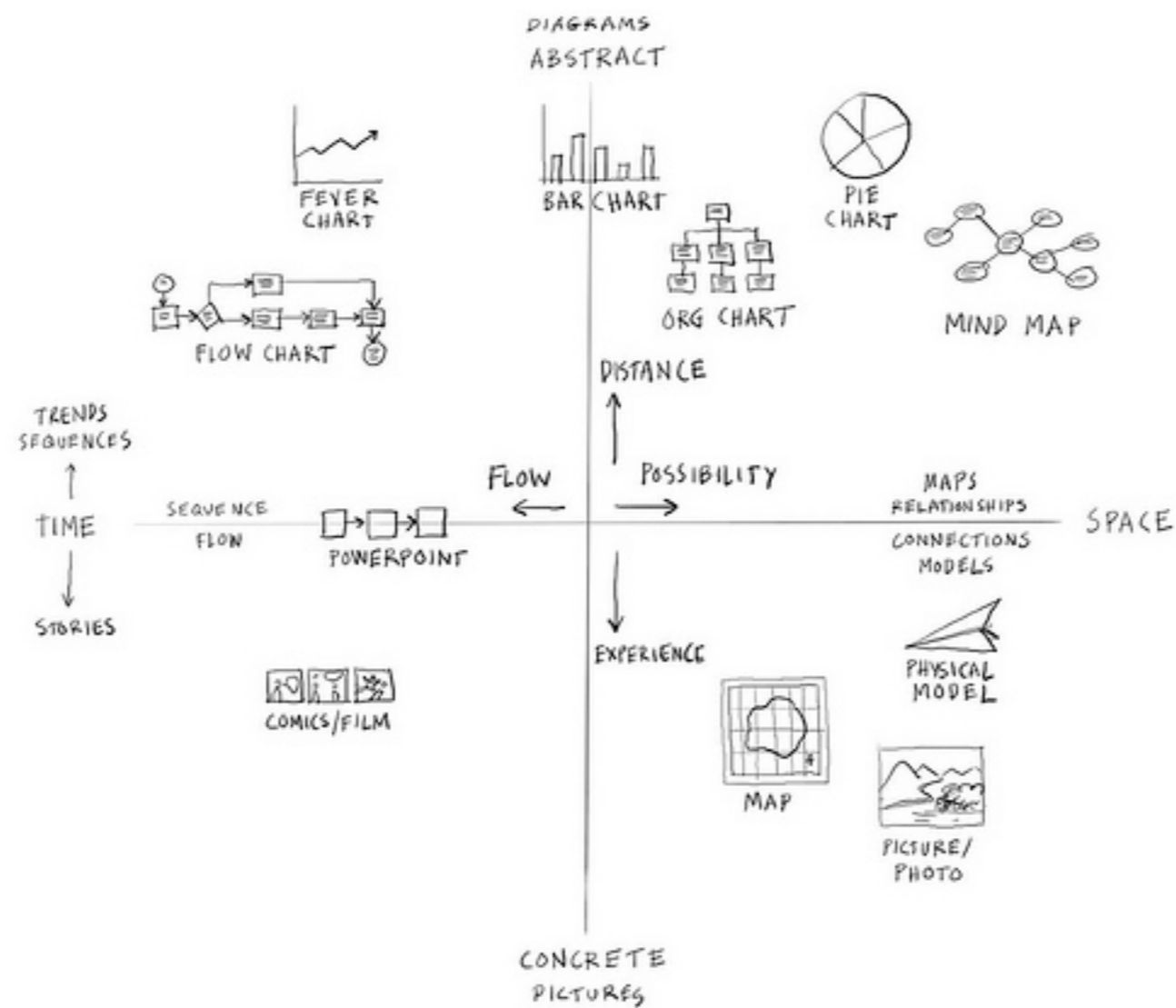
Those ideas of what is right and desirable (in corporate and/or individual behavior) which are typical of the organization and common to most of its members

The processes and procedures through which things get done from day to day

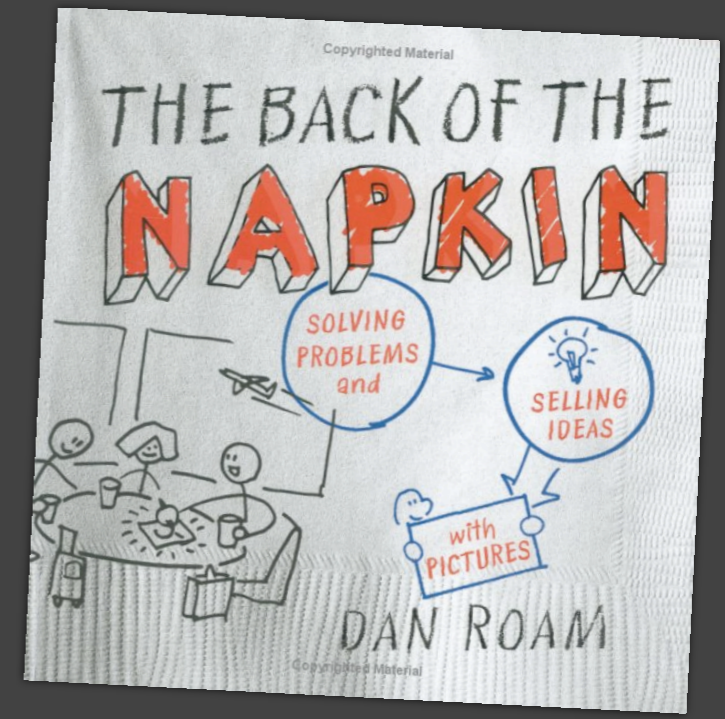
organization chart and anything baggage that show reports to whom and how tasks divided up and integrated

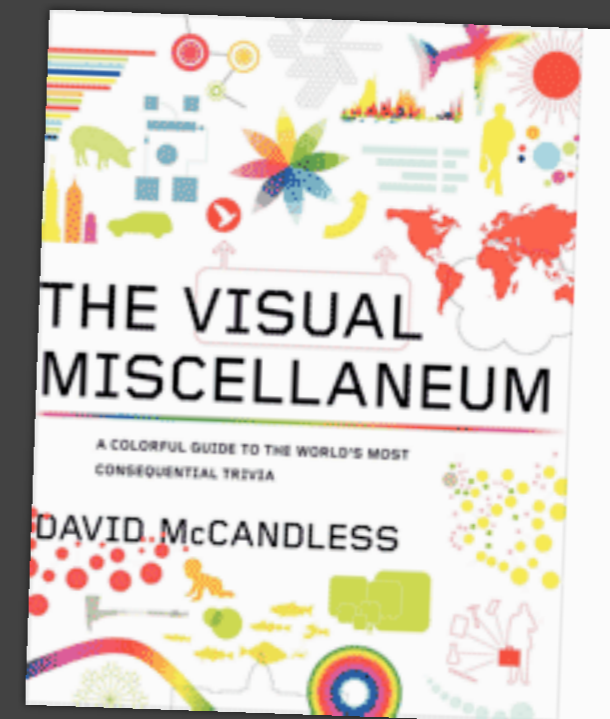
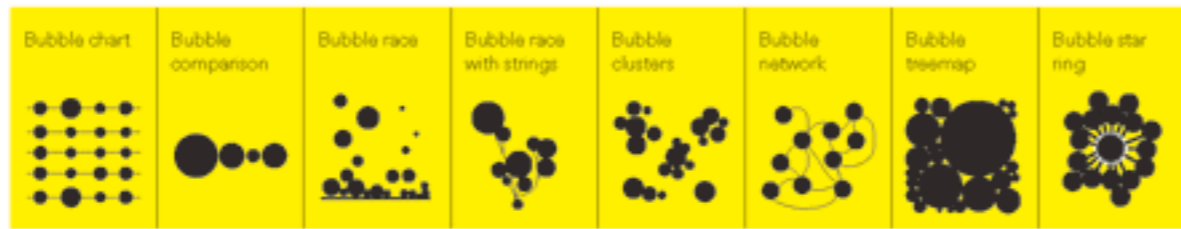


\* Footnote  
Source: Sources



		② → which version	S.	Q.	V.	I.	Δ.
			simple elaborate	quality quantity	vision execution	individual comparison	change as-is
① which framework							
1 who/what? (portrait)							
2 how much? (chart)							
3 where? (map)							
4 when? (timeline)							
5 how? (flowchart)							
6 why? (plot)							

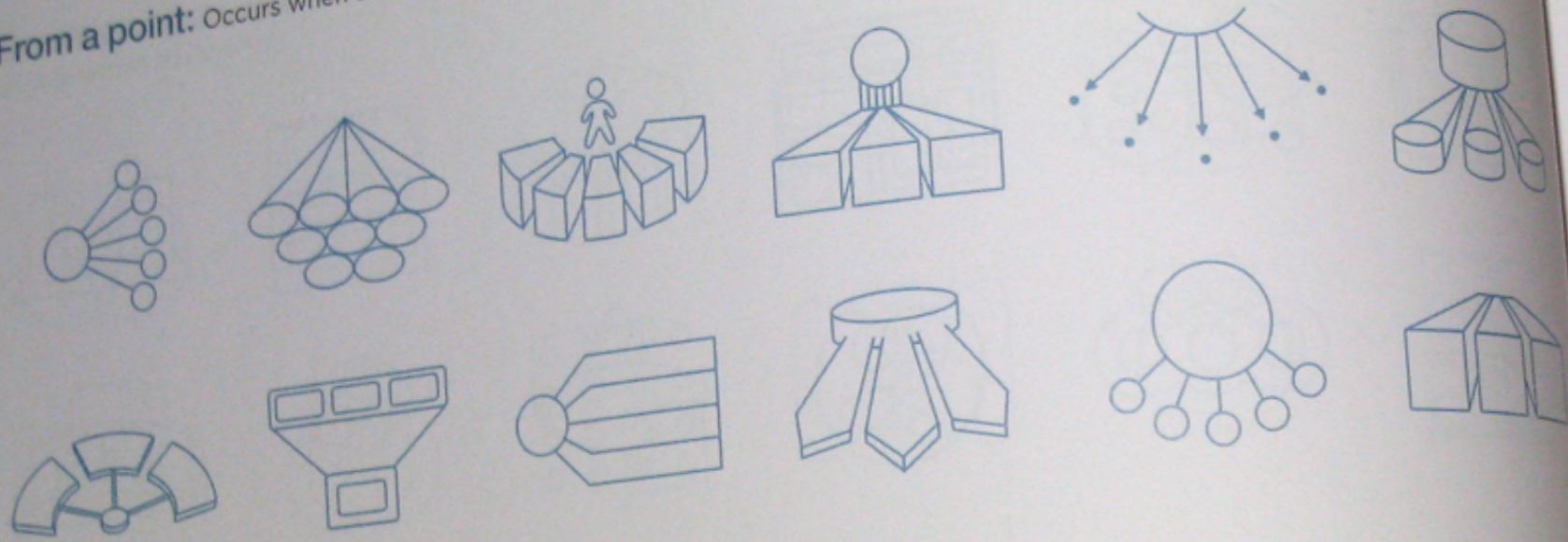




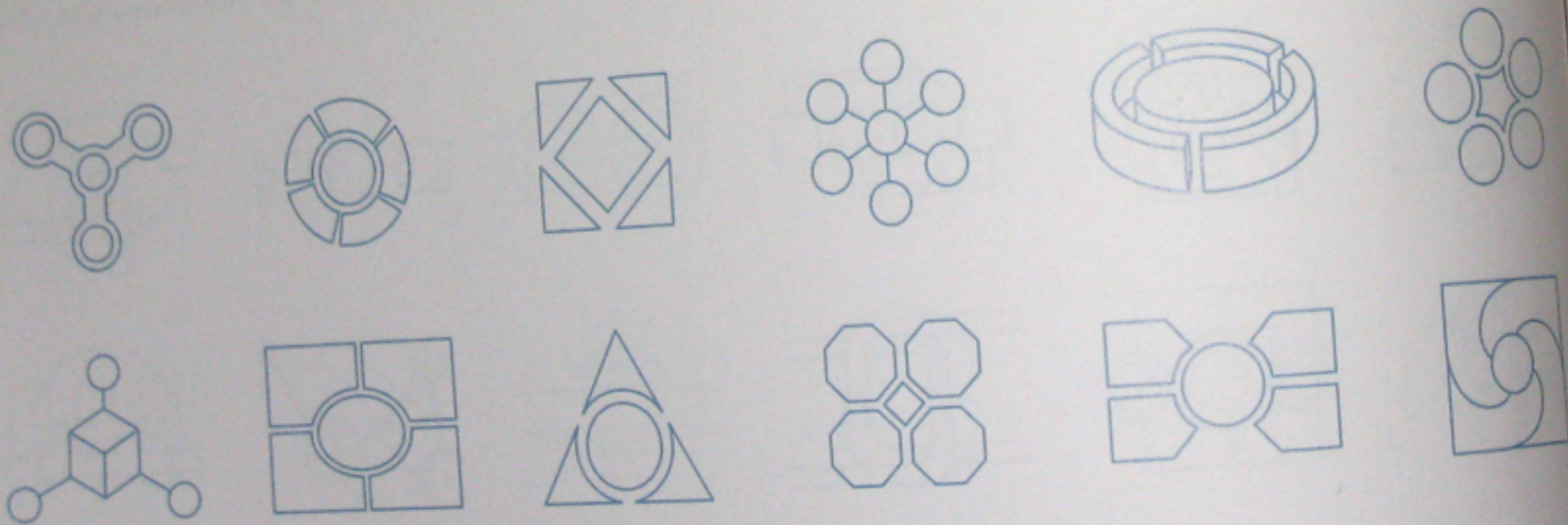
## Types of Information Visualization

# Abstract Concepts: Radiate

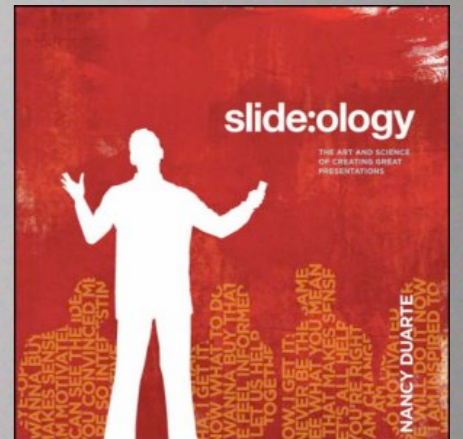
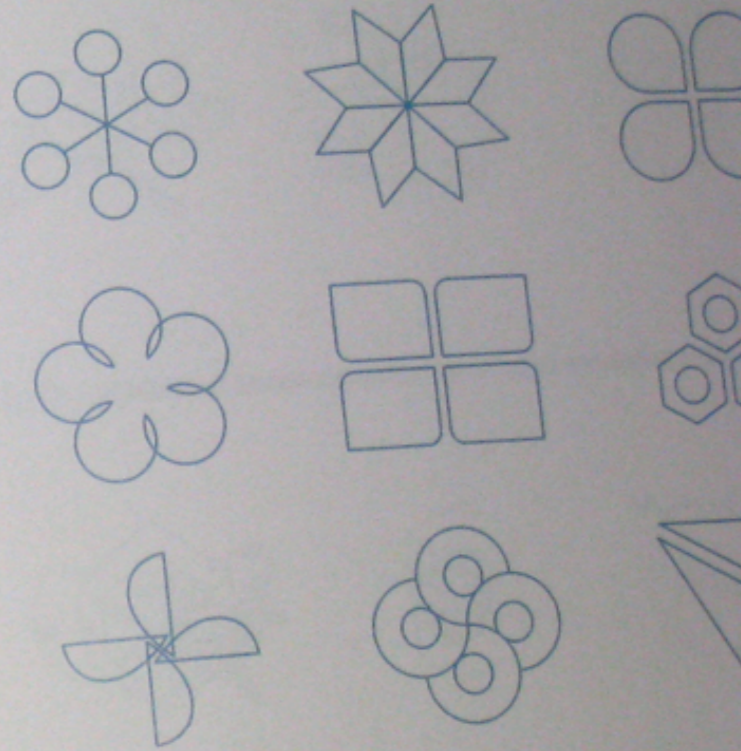
**From a point:** Occurs when a single directional "burst" emerges from either a graphic or point that has a clear point of origin.



**With a core:** Creates a parent-child relationship. The outer elements connect with a central element to hold the family together.

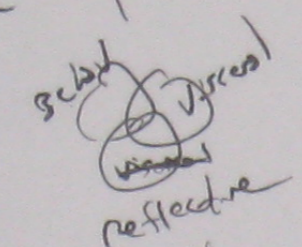


**Without a core:** Implies that elements connect through



refine

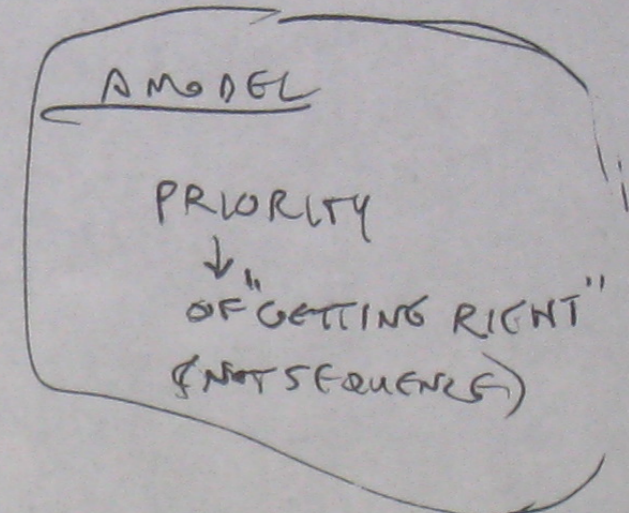
Put Norman in the center



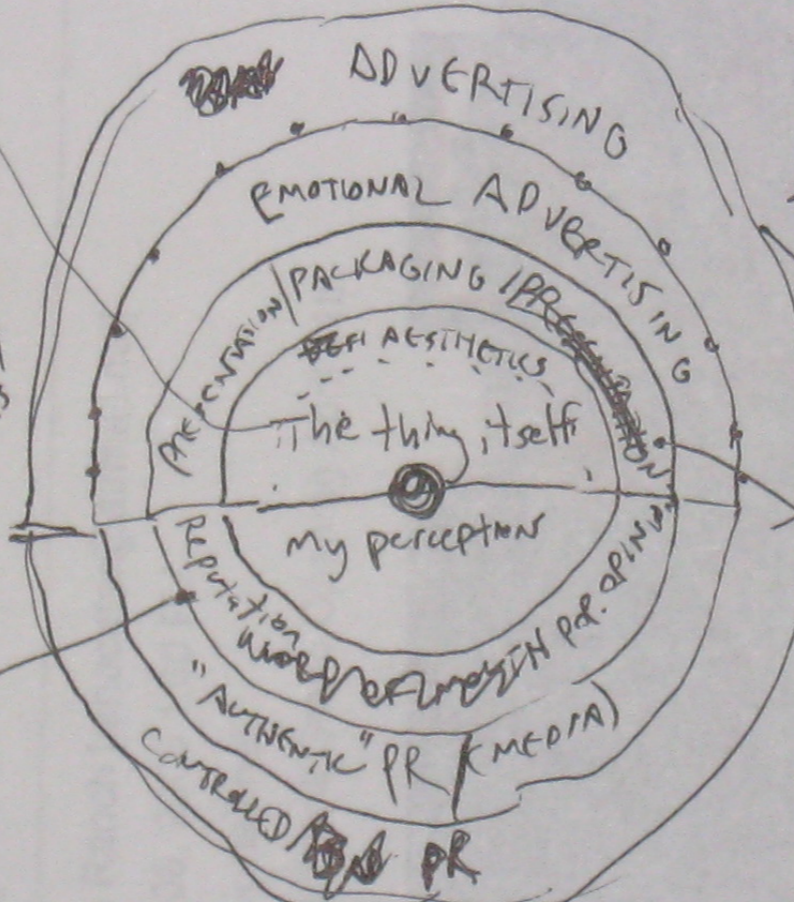
- ✓ message
- ✓ environment
- ✓ website
- ✓ energy (reputation)

CAN BE CONTROLLED

EXTERNAL



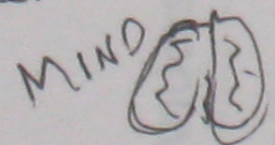
DIRECT  
FEATURES/  
BENEFITS



INDIRECT

(BRAND)  
? LIFESTYLE APPEAL ?

HISTORY/  
ACTION/  
REPUTATION



PERSONAL

ALSO, DISTRIBUTION  
CHANNELS



CAN BE INFLUENCED (can be)  
(POSITIVELY OR NEGATIVELY)

TESTED WITH

- ipod
- Barcamp
- rumple's Bay
- cash (L&L)
- Almond



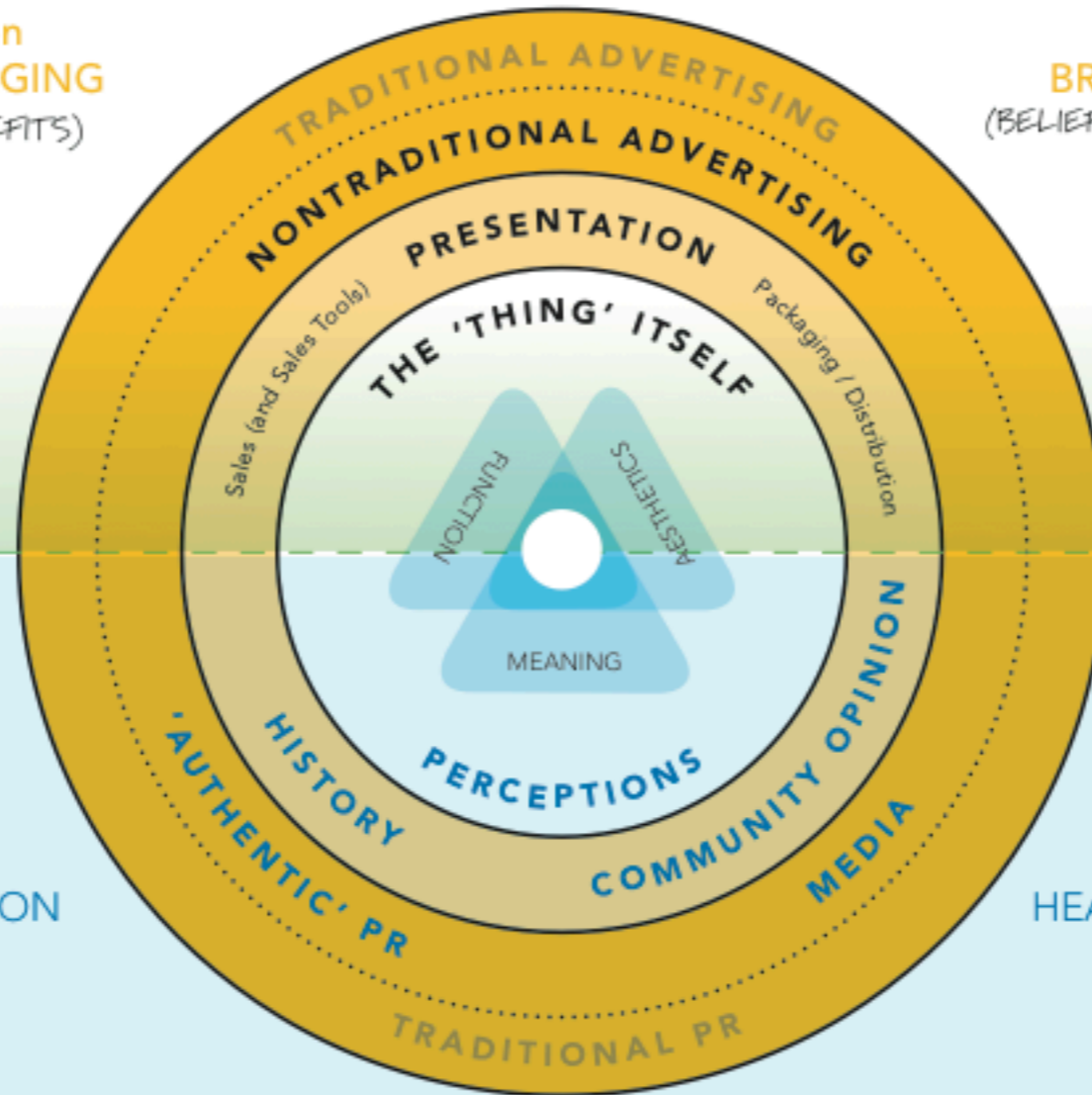
# COMPANY SPACE

Can Be Controlled

Emphasis on **DIRECT MESSAGING**  
(FEATURES, BENEFITS)



Emphasis on **BRAND BUILDING**  
(BELIEFS, VALUES, EMOTIONS)



MIND / REASON



HEART / EMOTIONS



# PERSONAL SPACE



# COMPANY SPACE

This space includes all the things designed to promote and encourage purchasing of a product or service. These efforts are recognizable, so they will most often bear the company or product's branding. You also know this is what the company wants people to think or know about the new product.



Emphasis on **DIRECT MESSAGING**  
*Features, Benefits*

Emphasis on **BRAND BUILDING**  
*Beliefs, Values, Emotions*

RATIONAL

EMOTIONAL

MIND / REASON

HEART / EMOTION

What does it do?  
How does it work?  
How much does it cost?  
Is it reliable?  
Is it something I really need?

How well does it match my need?  
How easy and obvious is it?  
How does it make me feel?  
How does it look?  
What does it say about me?

# PERSONAL SPACE

This space includes the interactions that are primarily "personal" and unique to an individual. These elements are typically independent of the company, and are seen as more "authentic" and trustworthy. While this space cannot be controlled, it can be influenced—with positive or negative results. For

example, natural product placement and "word of mouth" conversations that augment a good car's interaction are powerful tools. But marketers who attempt to manipulate these spaces by "appearing authentic" are likely to be called into account by a connected economic. This is likely to result in a negative effect on a person's opinion.

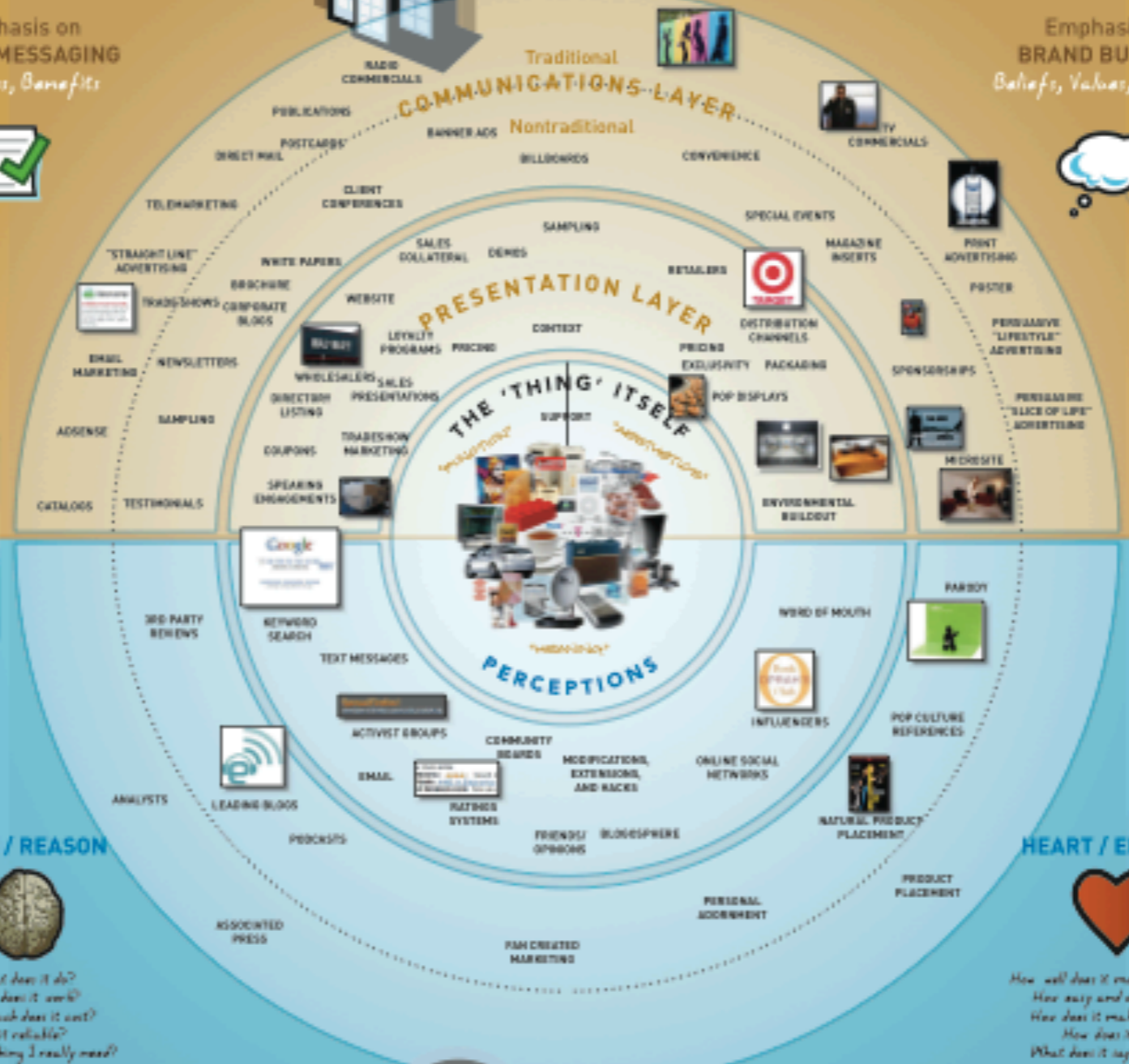


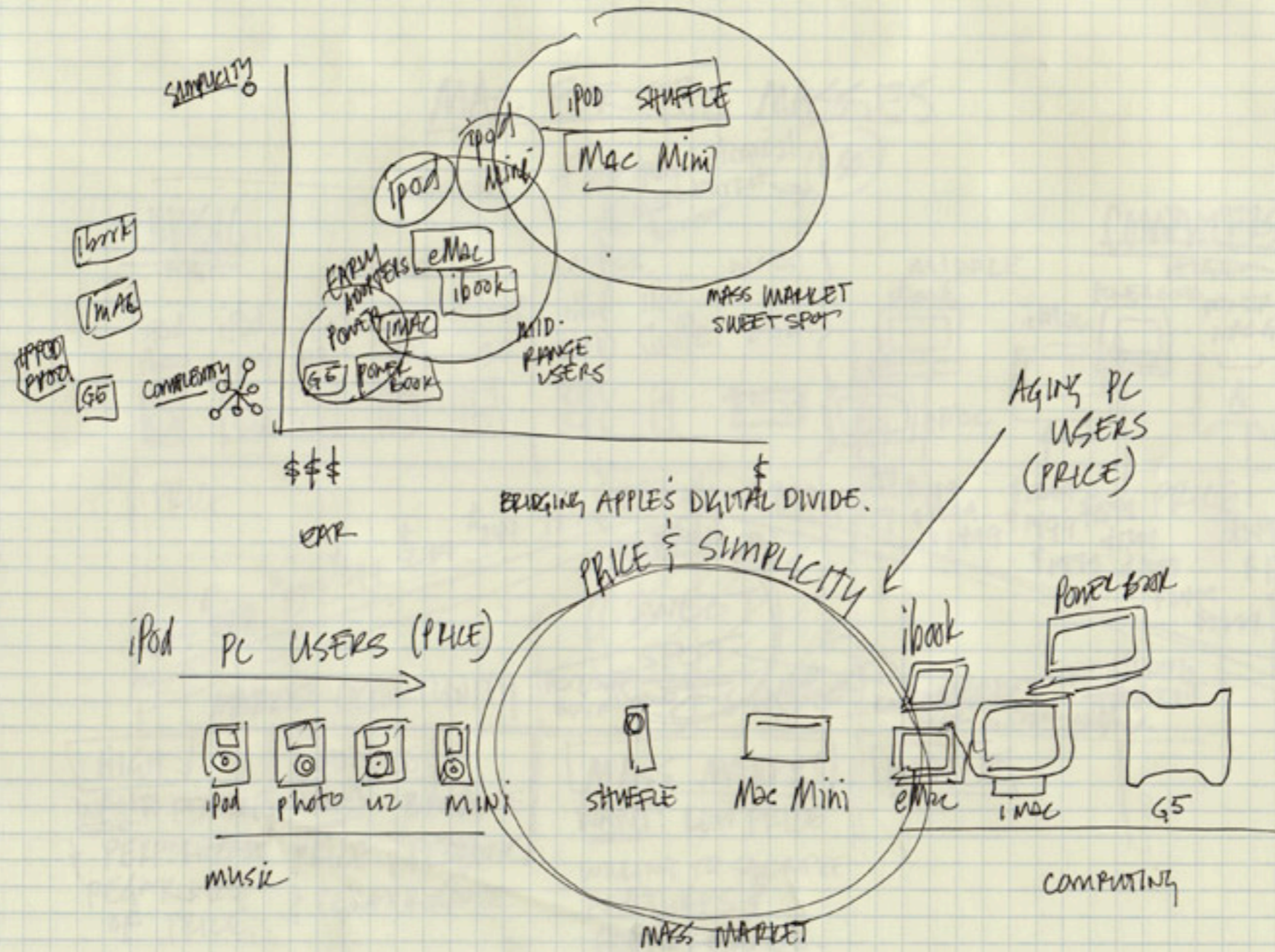
THE 'THING' ITSELF

PERCEPTIONS

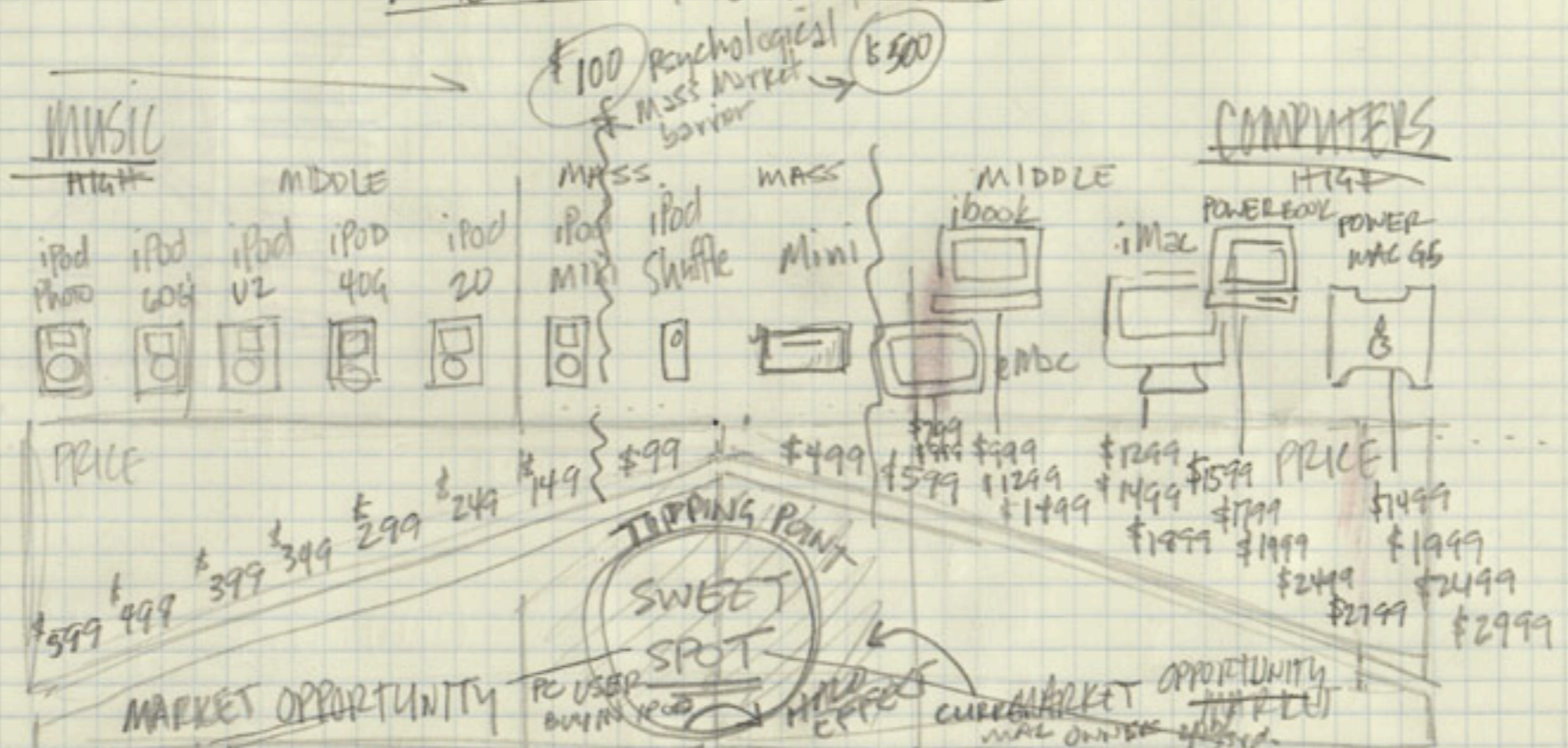
COMMUNICATIONS LAYER

PRESENTATION LAYER





# MAC FOR THE MASSES



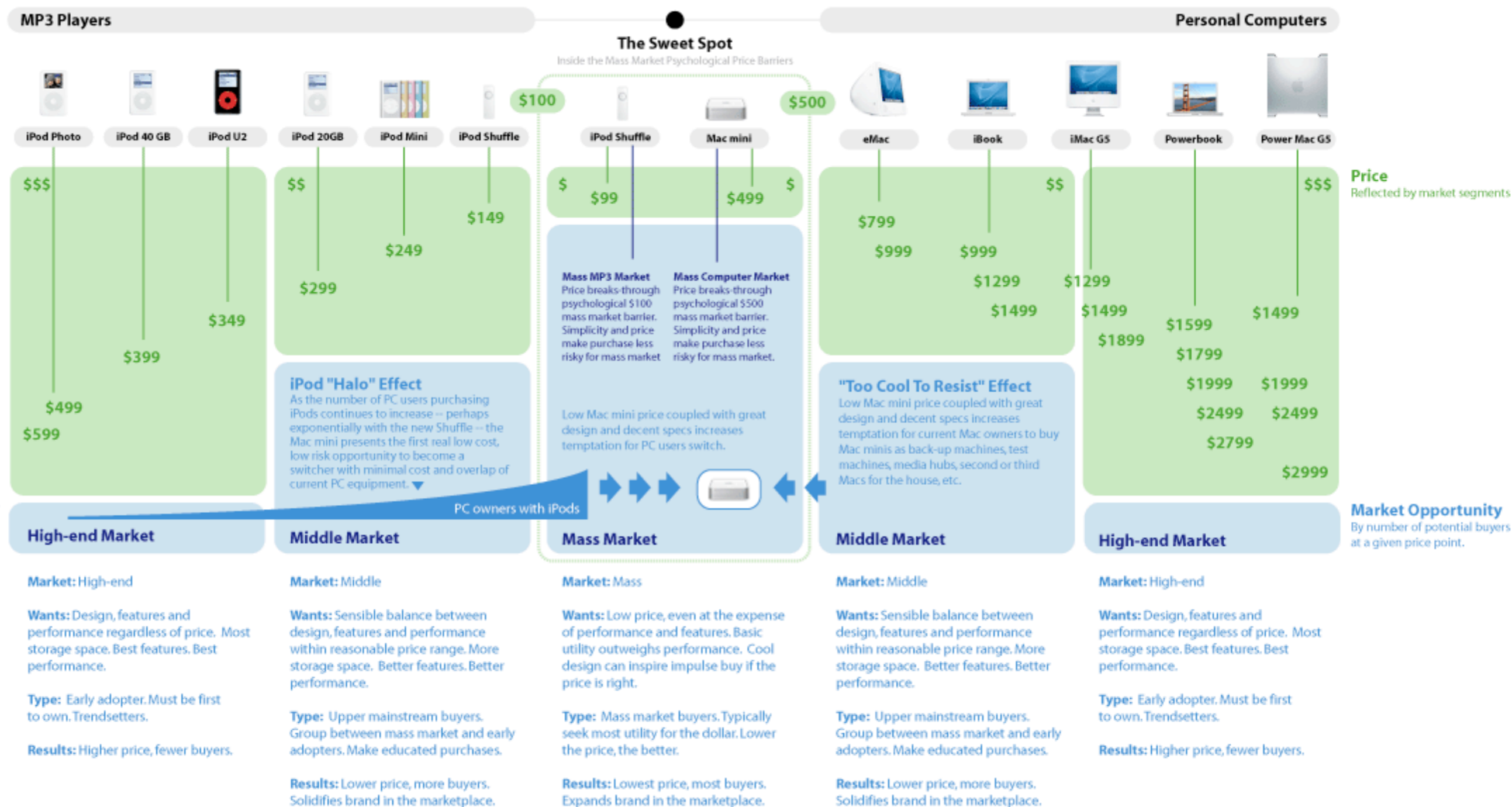
<b>HIGH:</b> WANT: FEATURES & PERFORMANCE REGARDLESS OF PRICE.	<b>MIDDLE:</b> WANT: BALANCE PRICE & FEATURES & PERFORMANCE	<b>MASS MARKET:</b> WANT: LOW PRICE WILLING TO SACRIFICE FEATURES & PERFORMANCE.	<b>MIDDLE:</b>
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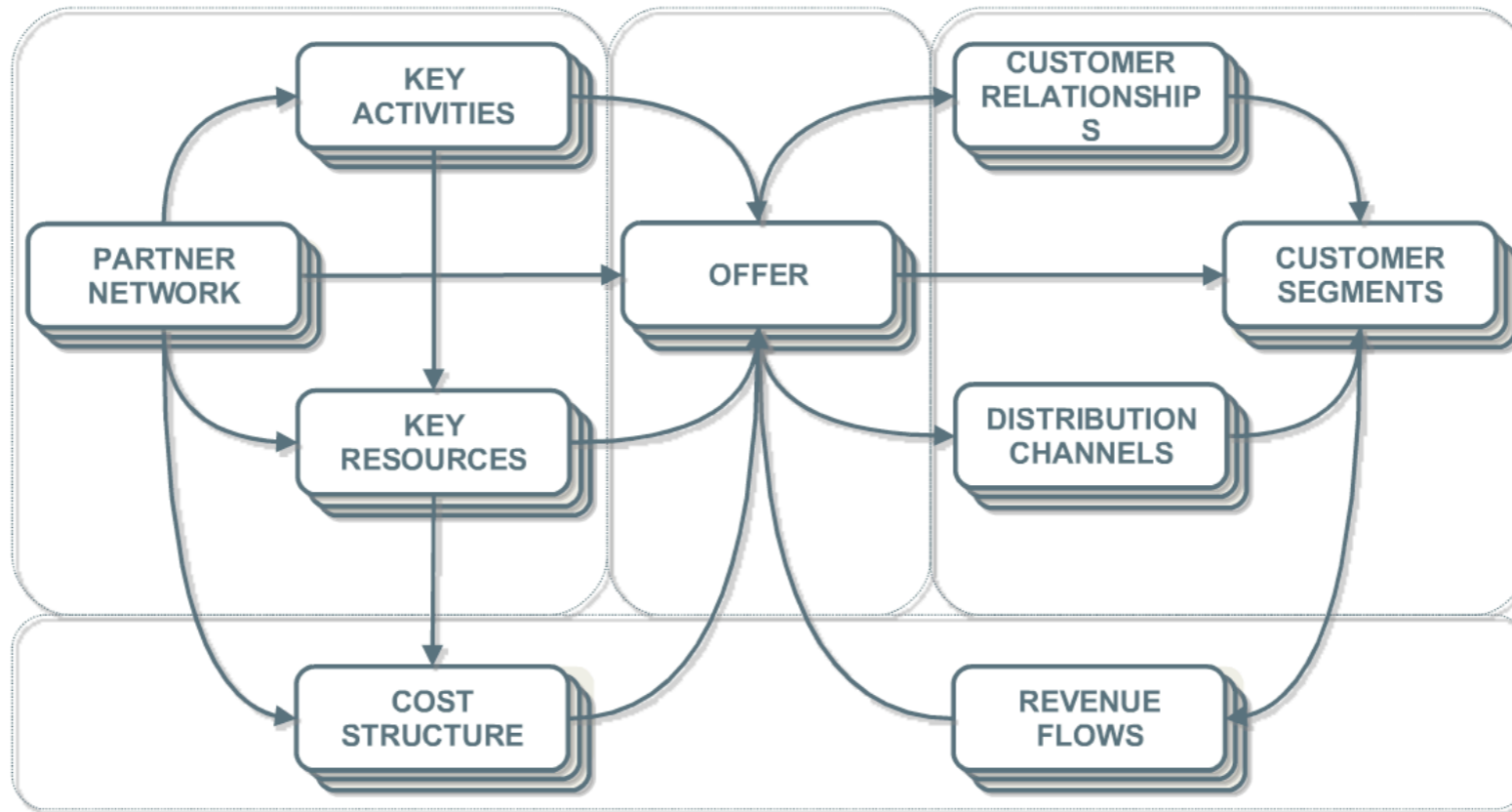
# Apple's Tipping Point: Macs For The Masses

Created by Paul Nixon, January 12, 2005 (<http://www.nixlog.com>, [paul@nixlog.com](mailto:paul@nixlog.com))

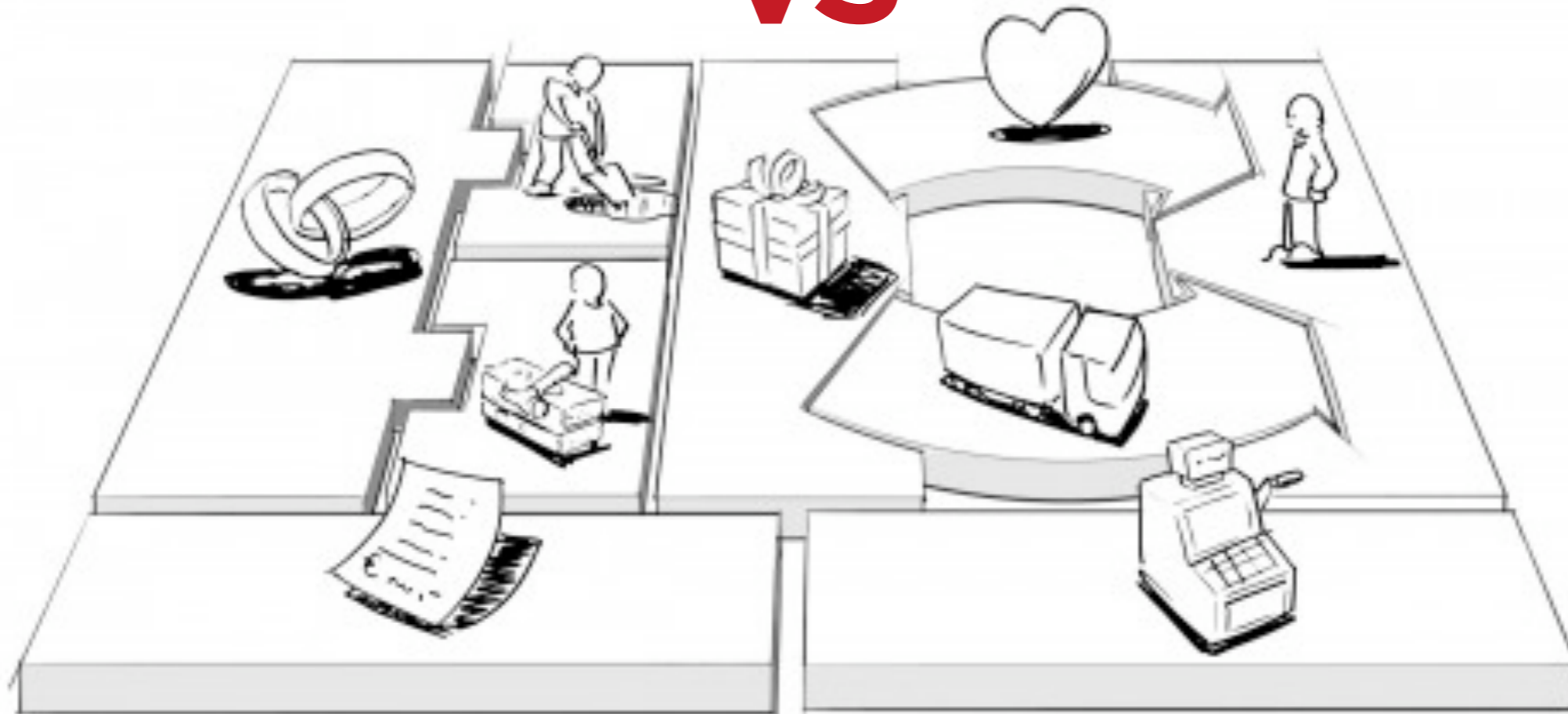
**The Sweet Spot.** Until January 2005, Apple had no iPod or PC products that served the mass market. With the launch of iPod Shuffle and Mac mini they have finally converged two product paths with the mass market in mind. This will not only drive more iPod sales (via the Shuffle), but also fulfill the promised "halo" effect of the iPod products as PC users jump to the Mac mini. Over the course of 2005, Apple will continue to dominate and grow its MP3 player market share, while steadily growing its PC business through the Mac mini. As with the original iPod, the Mac mini could build slow, but serious momentum in the market place. Within a one to two year timeframe, the Mac mini could bring Apple to a tipping point in which a combination of factors create strong double digit market share in the mass-PC market, as Windows-based PC's continue to suffer from viruses and adware and users are drawn to the elegant and affordable simplicity of the Mac mini.

These things do not happen by accident. The graphic below illustrates extreme patience and foresight from Apple to bring users to the platform by innovating increasingly towards the mass market over time without sacrificing the middle or high-end markets. In the end, the iPod continues to be the vehicle that drives Apple's ultimate goal: Switching. In many cases the biggest hesitation to switch was price. With the Mac mini this concern is now moot. We could very well be witnessing the early fruits of a five to ten year business strategy from Apple that has been in the works since the first iPod. If it works -- Apple will go down in history as a company that patiently built its brand equity through high-quality products and design -- and then, when the time was right and audience the largest, brought their superior computing experience to the masses. -- Paul Nixon

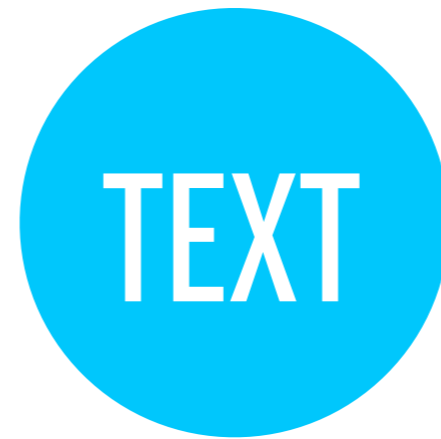
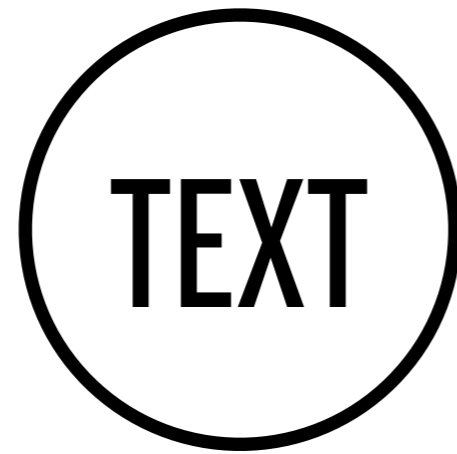




**VS**



- ★ Good model? What's the emotional connection?
- ★ Simplify!
- ★ Reverse / knockout (think 2 color press)



- ★ Good model? What's the emotional connection?
- ★ Simplify!
- ★ Reverse / knockout (think 2 color press)
- ★ Embrace accidents
- ★ Explore different perspectives
- ★ SKETCH!
- ★ Get feedback (does this communicate?)
- ★ PLAY!! (don't settle on first idea!)
- ★ Ask "Can a 5 yr. old understand this?"
- ★ Replace or reinforce text with visuals
- ★ Think 10' and 1' views
- ★ Use a consistent visual language

THANKS!!

STEPHEN P. ANDERSON

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