Catalyze Webcast – Monday October 29 at 1pm PDT/4pm EDT

Keith Instone, information architect and user experience pioneer, will talk about his involvement with the User Experience Network or UXNet – and how that complements the Catalyze community.

Register here

User Experience Network

Keith Instone

instone@uxnet.org

Catalyze Webcast, October 29, 2007

- What is the User Experience Network?

- Who are we?

- What do we do?

- Why do you care?

  Supplement the Catalyst online community with:

  – information about UX-related organizations that you may want to learn from
  – contacts for local, face-to-face communities ("the power of alcoholic drinks among colleagues")

- Tom asked (nicely)

- I am a "community junkie" – always happy to help

  – I wanted to learn more about Catalyze myself

- It *might* be something you find interesting

But not everyone enjoys "navel gazing" about the community

- User Experience is the quality of experience a person has when interacting with a specific design

- This can range from a specific artifact, such as a cup, toy or website, up to larger, integrated experiences such as a museum or an airport

- Create effective, functional, and strategic networks to enable **cross-disciplinary collaboration** between user experience professionals

- Connect people, organizations, resources, and ideas to enable the growth and **maturation of User Experience** as a practice, a community, and eventually a discipline

- A 501c(6) non-profit organization; volunteer-driven

- No paid members; assist and advance related industry organizations - not compete with them

- Operating expenses are covered solely by donations and sponsorships

- We see a bright future for user experience, where practitioners of different backgrounds will know how to work well together to design complex products, strategies, communications, and services

- User Experience will be commonly understood and accepted by designers as foundational to their work

- User Experience will mature into a cross-disciplinary practice comprised of common language, concepts, methods, and shared wisdom needed to enable collaboration

Directors

- Dirk Knemeyer
- Lou Rosenfeld
- Whitney Quesenbery
- Keith Instone
- John Sheridan
- Mark Vanderbeeken
- Former: Richard Anderson, Beth Mazur, Arnie Lund, David Malouf, …

Advisors

- Aaron Marcus
- Donald Norman
- Ginny Redish
- Kun-Pyo Lee
- Marc Rettig
- Patrick Whitney

Local ambassadors

- Donna Maurer
- Javier Velasco
- Daniel Szuc
- Michele Visciola
- Jason Hobbs
- Russell Wilson
- Bob Goodman
- Laurie Lamar
- Dave Mitropoulus-Rundus
- Delight DeMulling
- Sean Van Tyne
- Fred Sampson
- Pabini Gabriel-Petit
- Nick Finck
- Olga Howard

Local ambassadors

- Michel Zobel
- Felipe Levi
- Scott Weisbrod
- Mathew Milan
- John Trenouth
- Jorge Arango
- Frederick Gaillard
- Karen Lindemann
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- Nobuya Sato
- Alf Bae
- Justine Sanderson
- Sam Koyejo
- Are Halland
- And more…

And now a word from our sponsors…

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Technical communication

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- When it comes to the *topic* of user experience, we have a lot in common, agree on the basics

- We form multi-disciplinary teams at work
  - Some focus on it, some rely on it, some just interested in it

- Who owns the umbrella?

- When is it *my* turn to hold the umbrella?

- Who let *them* under the umbrella?

- Who else needs shelter from the weather and does not know it yet?

- It is getting crowded, don't we need a *tent*?
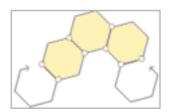
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Local UX Ambassadors

Forming a network of representatives responsible for facilitating collaboration in local areas.

Events Calendar & Group Directory

Developing a searchable listing of UX-related organizations and events.

Organization Collaboration

Facilitating collaboration among UX-related professional organizations.

- CM Pros - Content Management Professionals

- HFES - Human Factors and Ergonomics Society

- IAI - Information Architecture Institute

- IxDA - Interaction Design Association

- IIID - International Institute for Information Design

- STC - Society for Technical Communication

- SIGCHI (ACM) - Special Interest Group on Computer Human Interaction (Association for Computing Machinery)

- SIGHCI (AIS) - Special Interest Group on Human-Computer Interaction (Association for Information Systems)

- UPA - Usability Professionals' Association

- Also, we have worked with: AIGA, ASIS&T, IDSA, SIGGRAPH.

- Local groups: AMA (marketing) local chapters, Software industry councils, Internet professionals ass'ns, AMC (Chicago Multimedia), Refresh, …

- "Think global, act local"

- A Local Ambassador (LA) is a UXnet volunteer who makes connections between people, resources and organizations related to user experience within a specific geographic locale

- 96 Local Ambassadors, 72 locales in 28 countries, 6 continents

- Maintain useful and up-to-date information about local activities and groups

- Make connections between local UX organizations and chapters

- Be the local UX hub ("welcome wagon" / new to the area, new to the profession, share information, facilitate, introduce people to each other, …)
  - UXmatters article (January 2006)

Africa
- Nigeria
- South Africa

Asia / Pacific
- Australia: Canberra, New South Wales
- China: Hong Kong
- India: Bangalore, Karnataka
- India: Gurgaon / New Delhi
- India: Hyderabad
- Japan: Tokyo
- Korea
- New Zealand: Auckland
- New Zealand: Wellington
- Pakistan: Karachi
- Phillipines
- Singapore

Central and South America
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- Central America
- Chile

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- Austria
- France
- Germany: Hamburg
- Ireland: Dublin
- Italy: Milan
- Italy: Rome / Torino
- Italy: Udine
- Netherlands
- Norway: Oslo
- Poland
- Spain: Barcelona
- Spain: Bilbao
- Spain: Madrid
- Switzerland
- United Kingdom: Brighton, England
- United Kingdom: London, England
- United Kingdom: Manchester, England

North America
- Canada: Atlantic Canada
- Canada: Calgary, Alberta
- Canada: Montreal, Quebec
- Canada: Toronto, Ontario
- Canada: Vancouver, British Columbia
- USA: Albany, New York
- USA: Albuquerque, New Mexico
- USA: Ann Arbor, Michigan

and more...

UPA local chapters

IIBA local chapters

Chapters

FAQs

Canadian Chapters

United States Chapters

International Chapters

- Emerging locales
  - Manila, Panama, Korea, Poland, Montana, Toledo (Ohio)
- One established group in the locale
  - Raleigh/RTP (UPA): Open to members from other groups
  - Vancouver: UX group formed, no active UPA, SIGCHI, etc. chapters
  - Dayton = HFES/ASIS&T vs. Cincinnati = AIGA
- Several cooperating groups in the locale
  - Ann Arbor/Detroit, DC, Minneapolis, San Diego: Each group takes its turn, cross-promotions, share limited local resources
  - Switzerland: UPA + CHI + Ergonomics = Usability Net
- Very busy locales
  - New York City, Bay Area (BayDUX): Lots going on, competing events, leading-edge topics

UXcamp | Panamá

TriUPA
Triangle Usability Professionals Association

VanUE

INTERNET USER EXPERIENCE 2007
February 19-22   Morris Lawrence Building, An
A conference spotlighting methods for dramatically improving

Usability Netzwerk
Schweiz

Software Ergonomics   Swiss UPA   SIGCHI

BayDUX

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- Establish UX in new places

    - Lots of "social hours" around the world
    - UX camp, Panama, January 2007 (first-ever UX event in Central America)
    - Frontiers of interaction, Milan, June 2007

- About the profession itself

    - BayDUX panel, SF Bay Area, October 2004: User Experience: Why Do So Many Organizations Believe They Own It?

- Examples of local collaboration

    - Internet User Experience, regional conference, Michigan (local UPA, SIGCHI, STC chapters)
    - CHIFOO (established) & IxDA Portland (newly forming)
    - IA resume round-up, DC, April 2007 (DC-UPA, DC-IA, IxDA)
    - Typical: "We are not having a meeting this month. Instead, you may want to attend this other group's meeting. It is about a topic you are interested in…"

	UX core SIGCHI, UPA, IAI, IxDA	UX specialties AIGA, ASIS&T, STC	UX application HFES, IDSA, SIGGRAPH	UX interest ACM, AMA, IEEE-CS, IIBA, PRSA
Northwest Ohio	MOCHI	BGSU STC	---	NWOACM, NWNUG, PRSA NWO
Southeast Michigan	MIUPA	AIGA Detroit, MI-ASIST, STC-SM	SEMAFX	AMA Detroit, Ann Arbor IT Zone
Northeast Ohio	NEOUPA	AIGA Cleveland, NEOSTC, NORASIS&T	IDSA NO, NEO SG, AGFA	Web Association
Central Ohio	Columbus UPA	CO-ASIST, CO STC	CSCA, CO HFES	COACM, SEOCATS
Southwest Ohio	---	SOASIST, SWO-STC	SOCHFES,	Dayton AMA, Cinti AMA
Indiana	Indiana UPA	Indiana STC	---	Indy AMA

Detroit – Dave MR (UPA). Ann Arbor – Dan Cooney (MOCHI).

Cleveland – Need a local ambassador. Active UPA, AIGA, Web, STC chapters.

Fort Wayne – sure, why can't they have a local UX community too?

Indianapolis – Need LA. UPA chapter forming (again).

Columbus – Need an LA. UPA chapter forming

Pittsburgh – Michele Marut. AIGA, IDSA, STC. Plus CMU

Cincinnati – Need LA. Active HFES, AIGA chapters.

Dayton – Peter Jones. Active ASIS&T and HFES chapters.

- 2005

  – Created web site for WUD
  – Local ambassadors: Organizers of at least 10 events

- 2006

  – Regional liaisons (Europe, Asia, …)
  – Organizers of at least 20 events

- 2007 (November 8th)

  – Organizers of ____ events
  – Example WUD 2007 event: "This will be a mixed social and lecture series event taking place in Seattle. It is organized by ASIS&T PNW, PSSIGCHI, UPA Seattle and UXNet." – Nick Finck, Seattle LA

- Conference on Designing for User Experience

- Prototypical "big conference" example of collaboration (ACM SIGCHI, ACM SIGGRAPH, AIGA)

  – UXnet is not an official sponsor, but we support it

- Every 2 years: DUX 2003, DUX 2005/WUD ("last beer")

- DUX 2007 (next week: November 5-7, Chicago)

  – UXnet meetings before the conference (contact me if you want to attend)

- *interactions* (April 2005): Whose profession is it anyway? [Pabini Gabriel-Petit and others]

  - Editors: "We won't be able to lead until we get our act together and acknowledge some shared goals in common language."

- NextD (July 2007) [Bob Goodman, Peter Jones]

- UX matters (ongoing) [Pabini Gabriel-Petit and others]

  - UXmatters is always looking for articles...

- Blog: Putting People First [Mark Vanderbeeken]

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(5)

Search By Role

» BUSINESS ANALYST **(1)**

» UX PROFESSIONAL

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(2)

UX Professionals

Usability or UX Professionals refers to the broad category of people who are involved in the interface design or user experience for software applications and websites. The primary tasks of these professionals are to design the user interfaces and experiences, and coordinate these requirements with other system requirements. Common UX Professional titles include User Interface (UI) Designer, Web Developer, Web Designer, Usability Professional, User Experience Professional, and Interaction Designer.

(3)

adaptive   interfaces   agile   agile   development   amazon   amazon.com   design   google   information
architecture   innovation   interaction   design   job   posting   podcast   podtech   presentation   product
management   prototyping   requirements   ui   upa   usability   user   interface   user   testing   user-center   design
user-centered design   ux   video   washington dc   web 2.0   yahoo   yellowpages

Latest UX Forum Threads

RE: Axure vs. iRise?
Posted to: Design

Catalyze on Facebook (and More)
Posted to: Intros & Announcements

RE: Agile style projects
Posted to: Methods & Processes

RE: Agile style projects
Posted to: Methods & Processes

RE: ConceptShare - Is Anyone Using It?
Posted to: Design

Latest UX Blogs Posts

Are You A Design Thinker?
Posted to: Current Wisdom
Post date: 10/19/2007

Looking For A Webcast Speaker for World Usability Day (11/8) - Usability in Healthcare
Posted to: Current Wisdom
Post date: 10/19/2007

We Are Smarter Than Me - Barry Libert on Community
Posted to: Current Wisdom
Post date: 10/15/2007

Latest UX Files

Jared Spool - dConstruct 2007 Presentation Podcast on The Dawning of the Age of Experience
Posted to: Multimedia
Post Date: 10/19/2007

Peter Merholz - dConstruct 2007 Presentation Podcast on Experience Strategies
Posted to: Multimedia
Post Date: 10/19/2007

SpoolCast: An Interview with Cameron Moll
Posted to: Multimedia
Post Date: 10/19/2007

(7)

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1. What other roles would add value to Catalyze? (Which ones would detract?)

2. What other organizations are in the plans (if any)? Which ones add the most value to the community?

3. "Design" and "usability" are important subjects in the tag cloud, but how do we get a more well-rounded set of topics for UX professionals?

4. Which forum topics are causing the best dialog across the roles? How can Catalyze foster cross-disciplinary collaboration more?

5. Many sites have their own calendars of events – how do we sync them up so people can get a coherent view easily?

6. What exactly do the "Community managers" do? Why is iRise doing this?

7. What is Catalyze about again? Oh yea, "for software application definition and design professionals".

- Why "user experience"? "Experience design"? "Web design"? "The <whatever> network"?

- If you do define it too broadly, doesn't it become meaningless?

- "Less is more" – can we have fewer, clearer choices as a UX professional?

- What is wrong with *competition* instead of collaboration?

- Aren't professional organizations meaningless anyway today? I can get all I want without paying for membership.

- Are there other IIBA / UPA collaborations in the works?

- BA track @ UPA conference, UX track @ IIBA World Congress?

- Merging of "Bodies of Knowledge"?

- "Local chapter road show"? (IIBA @ UPA, UPA @ IIBA)
  - Cincinnati IIBA meeting, June 19, 2007
  - Overview of tools and techniques from the user experience community that can be applied by Business Analysts to improve the quality of their requirements.
  - Speaker: Challis Hodge

- What other ways do IIBA members want to connect with the user experience community?

- Local ambassador interest, organizational contacts, collaboration ideas, whatever

  – Contact me: instone@uxnet.org

- "Do you have a local ambassador in <my city>?" Check the web site, but if you cannot find someone, contact me. Sometimes we can leverage the network of local ambassadors to find others in your area – and then you can start to build your own local network.

- "Voice of the customer" was mentioned as a leading-edge field, one that I had never heard of, and I try hard to know these things. Wikipedia entry: http://en.wikipedia.org/wiki/Voice_of_the_customer (market research technique for capturing and organizing customer requirements, sounds like "strategic user research" in my lingo, but I will learn more...)