

# Making Words Matter

## Technical Communication on the Design Team

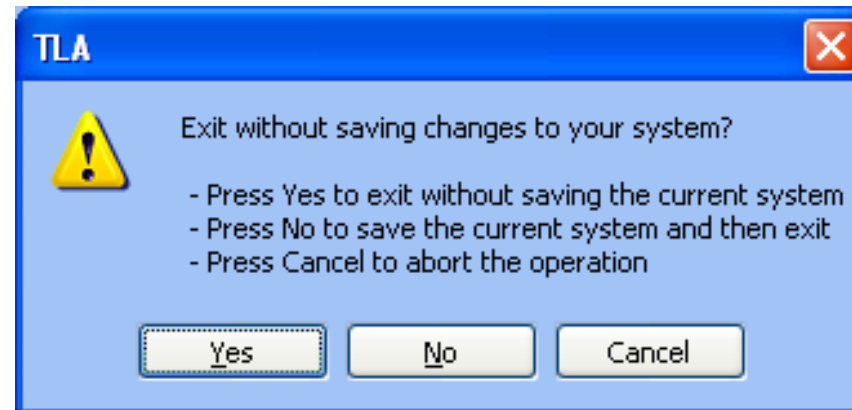
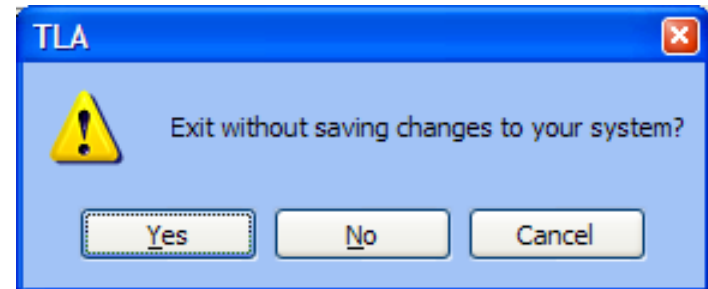
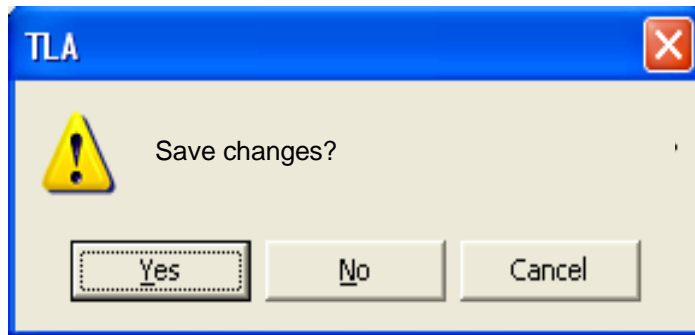
STC WVC Presentation - May 2009

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# Words Matter



# Making Words Matter

- Introductions
- Data Driven Design / Goal Directed Design (Cooper)
- Team composition
- JITT Framework
- Examples (“Perform CRC” as checkbox, button or other, rollovers, web content)
- Future vision: Visualization (word maps, tag clouds)

# Why Words Matter

- After the structural definition of an experience, language is the most important interaction element
- Language used in menu items informs the user of the application's structure
- Language used in labeling informs the user of context and capabilities
- Language used in messages and legends helps inform the user of the state of the system
- Language does much more than merely inform; language helps establish the tone of the entire experience
  - Users believe devices are more competent merely by the tone of the language used by the device messaging
- For many users, language is the least desirable mode of communication
  - User's often don't have time to read lengthy messages or help screens
  - They won't take time to pick up a manual to understand how to use a product
- It is the combination of these two influences—the extraordinary importance of language in communicating with users and their reluctance to read—that raises language design to the second-most important interaction element in any product offering

# Data-Driven User Experience Design

## Contextual Inquiry



# Data Driven Design



Personas

# Personas / Scenarios



Personas

Name

Motivations / Goals

Find root cause bugs

Master the validation process

- A fictional **research based** model of a user
- Users **in context**
- Reflect user behaviors, motivations and goals
- **Provide key baseline** to measure against
- A **semi-permanent** record used across **all** programs

# Personas / Scenarios



Personas

Name

Motivations / Goals

Find root cause bugs



Success

- A fictional **research based** model of a user
- Users **in context**
- Reflect user behaviors
- **Provide key baseline**
- A **semi-permanent** record used across **all** programs
- High level narratives (storyboards)
- Put Persona(s) **in context**
- Describe **optimal uses**
- Permit discussion of **concepts**

# UX Team Comprises Several Functions

- User Experience Architect / Designer
- User Interface Developer
- Industrial Designer
- Graphic / Visual Designer
- Technical Communicator
- Content Specialist
- Usability Engineer
- Ethnographer
- Cooper's method describes "Interaction Designer" and "Design Communicator" roles

# A Framework for Just In Time Training (JITT)

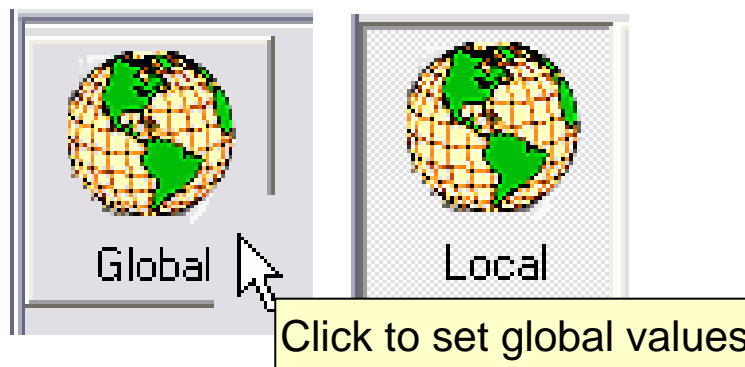
- In a perfect world, users have the information they need when they need it, with a minimum of effort
- Historically, JITT is used for corporate training programs
- JITT can be applied to User Experience Design with similar goals
- Understand fundamental user needs *and design the product or service* to meet them
  - Part of *understanding* is to capture users' language, users' culture, users' context
  - Much of JITT is accomplished through proper design of the experience itself
- Define a hierarchy of training elements – an architecture
  - design elements into the experience of increasing time span
- JITT elements provide the minimum necessary amount of information for the user at the right time and place to help them complete their task

# JITT Components

Desktop / Enterprise	Web
Screen text and labels Button captions Checkbox/radio button labels Box titles	Menu / Navigation elements Main menus Sidebar menus Inline links
Screen titles	Screen text and labels
Data entry value/unit labels	Screen titles
Mouse roll-over text	Data entry value/unit labels
Messages Informational Warning Dire	Mouse roll-over text
Menu / Navigation elements	Messages Informational Warning Dire

# Simple Example

- Labeling multi-modal controls



# The Future of Words

- Semantic Web
  - Controlled Vocabularies
  - Thesauri
  - Ontologies
- Information Visualization
  - Tag Clouds
  - “Wordles”
  - Word Trees

# References

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