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Unbundle your choices & save decision making!

Most popular choices

Possibility

Time/Money

over the last several months

\$ Save some grief

Gather pain points without assumptions from key decision makers and SMEs across organizations.

Unbundle

Plausibility

Time/Money

within the next few months

\$ Save face

Establish context & causality; Separate facts & perceptions.

Facilitate communication & awareness via targeted focus groups.

Unbundle

Preference

Time/Money

over the next 12-24 months

\$ Save a seat!

Key decision makers & SMEs brainstorm & troubleshoot.

Escalate solutions to appropriate level, or commence with initiative.

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Todd McGiniss

Marc Kelm

Skip Wall

Mark Jacobson

Jovon Rossman

Stacy Newton

Lin Howe

Clive Bayfield

Robin Cooper

Kelly Myers

Terri Hawkins

Vidya Venkat

Gwen Pearson

Karni Loomis

Kristen Vise

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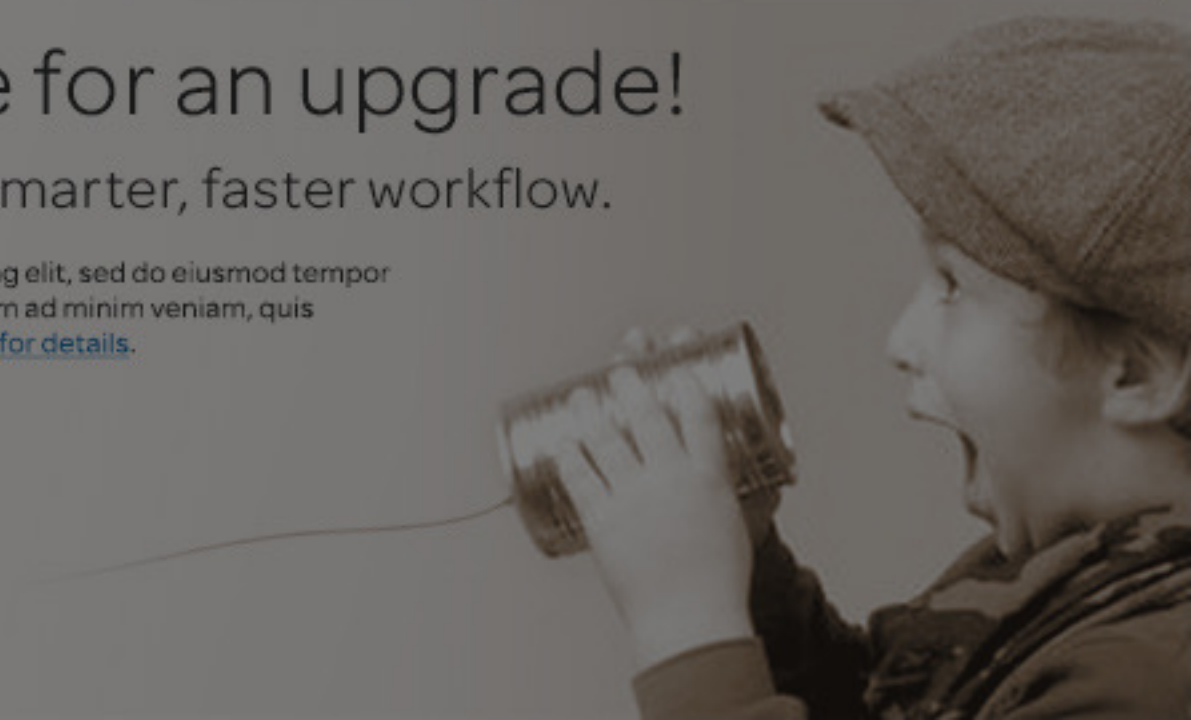
[Darby Stewart](#)

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[Rhona Reynolds](#)

[Mary Coulson](#)

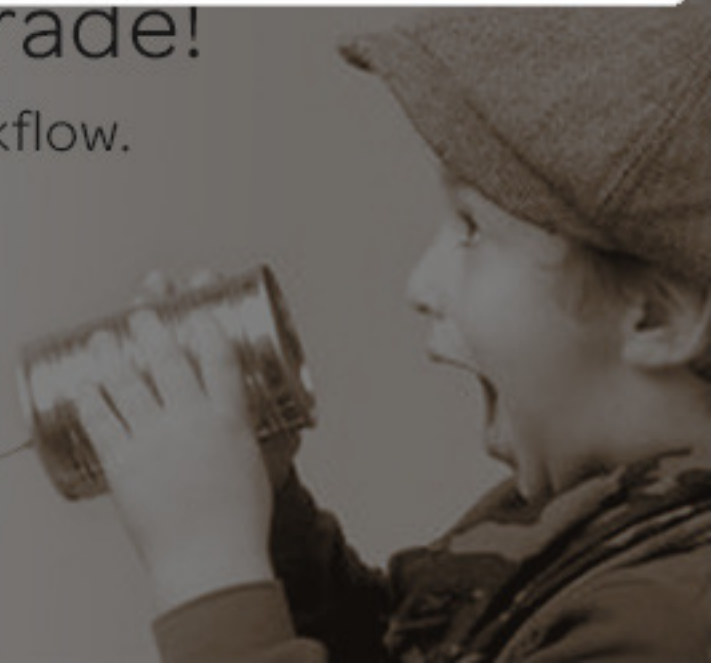
[Sachin Kothari](#)

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Top shelf: Requires funding and/or high-level approval

We've got plans that are perfect for you.

UX vs. IT



From:
\$TBD ★★★★★ 5.0

Wax on DDUX

Data needs



From:
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Dev. talent



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Legal needs



From:
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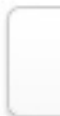
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It's all Greek to me

Opa!

Legal: Excessive, dictatorial, inconsistent, unaccountable & unavailable :D

Grumpy Legal

- Excessive legal copy, overly strict, dictatorial
- Attorneys give inconsistent advice, unavailable, unaccountable, no incentive to change
- Impacting Design, Content Writing, AB testing, Business
- Content/Mark Parisi:
Exec. VP of Legal agreed to change, but no result
- Karen Bennett:
Doesn't want Compliance as middle man to Legal
- Rhona Reynolds:
Shortage of attorneys, call for early engagement
- Resource: Robin Cooper, Digital University:
FCC, FTC, CATO
- See details from Legal/Compliance interviews

[Herd these cats](#)



UX vs IT: A compromising position

DDUX agility entombed in IT constraints

- Previous relationship to IT was more conducive. Consider moving UX out from under IT or change process
- Constraints slow down process, creates anxiety & drive business to a forceful approach with Design
- Mismatched sprint & release timing; intake. Projects arrive late.
- Finance model prevents planning, creates time reporting headaches
- Incubators created to overcome IT limits on pods, incubators now also impacted. See report details: Kristen Vise, Darby Stewart, Jonathan Hartley
- ROI justifies infrastructure update

[Excavate](#)



Data needs: Sources and analysts

Get wicked smart

- Lead with data-driven design
- Usability testing: Call for text analytics tools for CSAT, AB data access, greater visibility, tea leaf, support call data
- Business holds data sources and analytic tools
- Identify and locate data sources, connect and make accessible groups with sources, data viz, analytics
- Open communication between Big Data and Usability testing extend licenses, collaborate with human factors, etc.
- AB testing shared 'Crazy Egg' software with Usability testing
- Mark Jacobson: "Just a quick FYI, the day after we met I got a text analytics report, the first I've seen. Over 12,000 verbatims were analyzed by computer to yield some interesting findings. Funny since we just talked about this capability and how it could assist in decision making for att.com changes."

Go ahead, be evil



Developer talent: Pay & retain the SMEs

Market-ready?

- **Jonathan Hartley:**
Retain AT&T SME talent for sustainment and save money, fix bugs and update software
- **Jeff Dixon, Ram Paranj:**
Lead with engineering-UX collaborative design.
- Pay for top-talent quality VS novice quantity.

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Low-hanging fruit: Sweat equity & organization

Shop plans that fix your workflow.



Who is UX?

Presence, identity & recognition as a SME



Business

Bright or Bully?



Data handling

Appropriate regard for and interpretation of data



Change management

Coordinated awareness



Agile-fall

When to use which



Outside vendors

Serving, underserving & undeserving

[Low-hanging fruit details](#)

Who is UX? Presence, identity & recognition as a subject matter expert

Know your role

- **Jeff Dixon:**
Call for early engagement.
UX wasn't present at 2016 planning table
- **Karen Bennett:**
UX is not visible or understood as an organization.
Should be in touch with Chief of Marketing
and President of Sales
- **Resource: Clive Bayfield, Aaron Benjamin**
Design education for Business

[Show boat](#)



Business: Bright or bully?

Curtail swagger, encourage creativity

- Business disregard for data, expertise; call for redesign regardless of testing results, circumventing Design via Dev
- Call for UX assertiveness, consultation, & tools for communication
- IT forces Business to push Design due to time constraints
- **Resource: Mark-Anthony Rowland:**
Call for educating Business about UX; design brief
- **Resource: Wealthy Desai:**
Nothing fancy; establish agreement via rapid prototyping on paper, text the image during consult
- **Resource: Vidya Venkat:**
Front door protocol, B2B
- **Resource: Matthew Goodmanson:**
UX best practices doc, maps 'why' to Sandbox 'what'

Ho! Ha! Parry! Thrust! Spin!



Data handling: Appropriate regard for and interpretation of data

...and, therefore...

- **Skip Wall, Chris Reckard, Clive Bayfield:**
- Call for appropriate regard for and interpretation of data for decision making
- Prove the need when gathering data
- Provide measurable success criteria requirements
- Use personas, reporting, usability & AB tests to qualify action.

[Add to Quest](#)



Change management: Coordinated awareness

In space, noone can hear you scream

- **Matthew Goodmanson, Pat Hunt, Bridget Xavier, Jovon Rossman**
- Change management is a feature of most companies, but there is no such organization at AT&T
- Coordinate multiple campaigns impacting same pages
- Call for brief, early exchange amongst representation from all teams - Business, Legal, Development, Design, IT

[Break silos, do the Macarena](#)



Agile-fall: When to use which

Flexible strategies

- Agile good for dev, not always best for design
- IT constraints compromise Agile methodology

Matthew Goodmanson:

- Level of understanding
+ confidence to deliver
= Chosen method
- Family leads with clear strategy should be authorized to approve decisions
- Scrum masters cannot be authoratative
- Jovon Rossman:
Agile training effective for team bonding

[Revisit strategy](#)



Outside vendors: Serving, underserving & undeserving

Feeling like the red-headed stepchild

- Vendors unaware of, disregard for standards, brand, sandbox
- Creates unfair comparison to restricted Design team
- Call for internal design on new & redesign projects

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Action Items: Upgrade your org

Pick your battles & pull some strings

Top Shelf

Requires funding and/or approval

UX vs IT

Data needs

Dev talent

Legal needs

Low-hanging fruit

Sweat equity & organization

Who is UX?

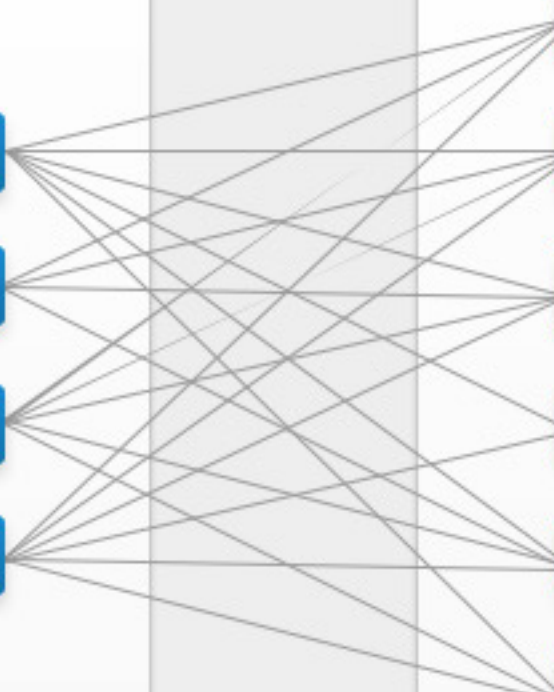
UX vs Business

Data handling

Change management

Agile vs Waterfall

Outside vendors





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Delicately asked questions



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Quick start: Upgrade your org

Establish expert cross-org agreement. Then, execute or escalate





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Delicately **AQs**: *Does money buy power?*

eNPS Decision Making Task Force: We put the tension in retention.

- Does the awarding of funds also grant an organization explicit final authority, or does their stake remain ambiguous amongst their partners?
- Are the terms of authority defined legally or is there an implicit agreement that partnering organizations will collaborate diplomatically?
- How is funding awarded? By proposal upstream, or is it top-down, RFP?
- Are orgs competing for territory, and if so, how is it negotiated/resolved?
- When multiple orgs are funded to affect the same page, who coordinates and sets priorities?
- What is the current relationship status between UX, big data, and the Foundry?
- How will UX relate to DirecTV and new media to introduce new experiences and communication paradigms on ATT.com?

These are purely rhetorical questions. LOL.

Any resemblance between these hypothetical questions and actual questions expecting answers is purely coincidental. LMAO.



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[Sweat equity & low-hanging fruit](#)

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