

THE ROLE OF USER EXPERIENCE ARCHITECTURE IN DIGITAL IDEATION

Architecting the journey from *point A* to *point B*

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Course: **Developing and Implementing Ideas**
At The School of Continuing Education, Columbia University
Professor: **Ozioma Egwuonwu**

The discipline

Experience Architecture is a discipline rooted in addressing each of the *five Ws (and one H)* frequently referred to in journalism, education, philosophy, and theology from the perspective of the user.

Experience Architecture in digital development is a “glue” for all the disparate functional groups and facilitates collaboration among those groups.

Experience Architects function as the representatives of the user for the entire lifecycle of a project.

Experience Architecture is focused primarily on the journey of the user; on the “what happens between point A and point B.”

The five Ws (and one H)

Who is the user?

Where is the user?

What does the user do?

When might the user access your concept?

Why would the user engage with your idea?

How would the user experience your creation?

Who is the user?

What motivates them? What's their story?

Persona

Nathan

Stylish Urban Casual

28 years old, single
Brooklyn, NY

HIS STORY

Nathan buys clothes based on his own look and style, the label is secondary. He does have brand loyalty – but his brands are urban, a bit dissident and thoroughly progressive. He works as a designer in the technology field so most of his clothes are multipurpose. He seeks comfortable clothes that work within his ‘casual but cool’ social environments.



“It has to be the right look; the label is kinda secondary to me”

WARDROBE

WORK



SOCIAL



CASUAL



STYLE & SHOPPING APTITUDES

ASPIRATIONS

Staying true to his own sense of authenticity and to his counter-culture aesthetic.

FRUSTRATIONS

When something he is into goes too mainstream.

TASKS

He shops when he needs to shop, mostly as things wear out – or as his tastes shift. He shops socially on occasion.

GOALS

Making sure his look is authentic; Not looking lame, unless it is ironically looking lame.



SOCIAL SPHERE

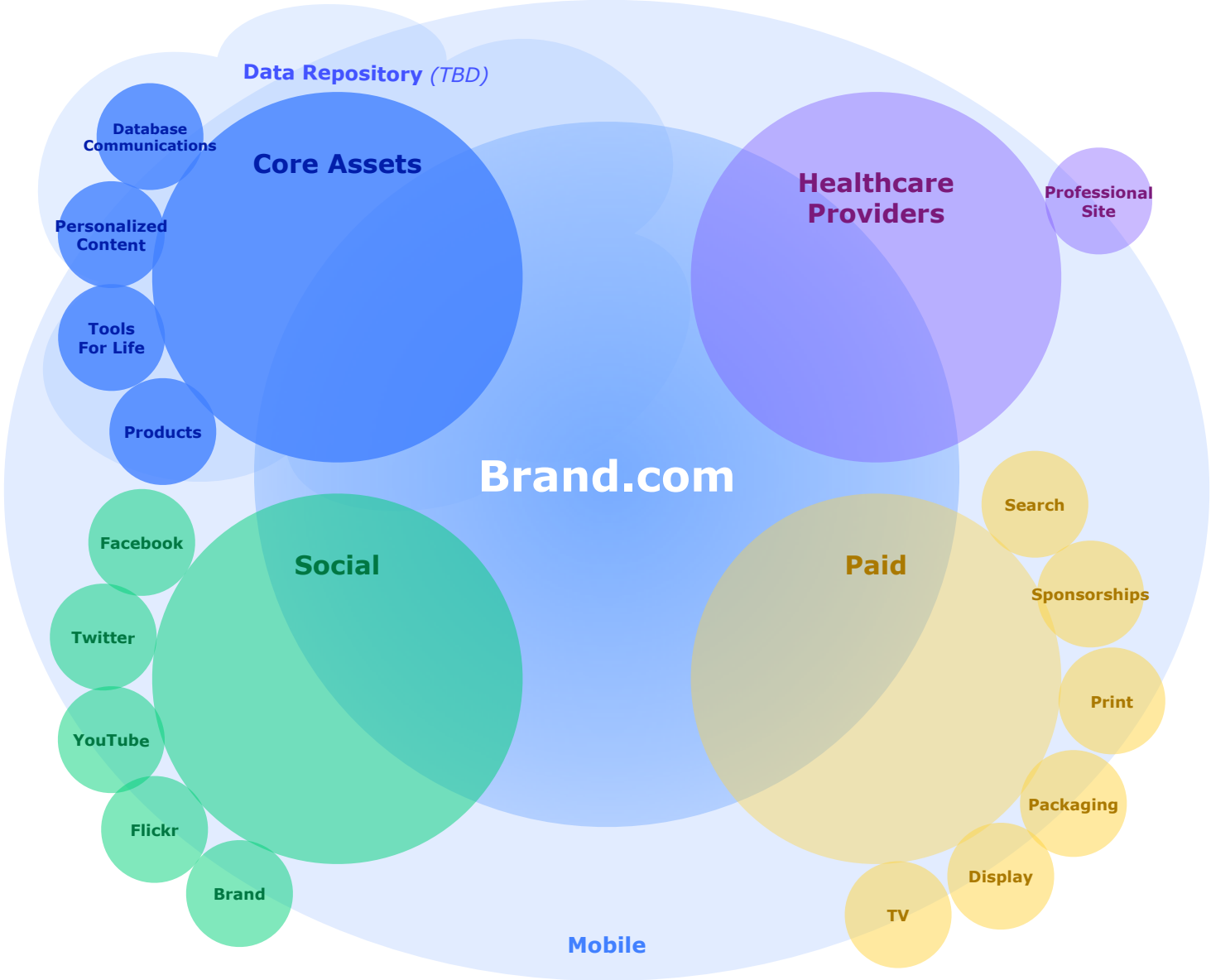


DSQUARED²
theory
john varvatos
DIESEL
ZOO YORK
UNIQLO
American Apparel
triple five
carhartt shoe
BONOBOS
SSENSE
eBay
yelp
DETAILS
PAPER MAG
VICE
Walleywag gothamist
Apple Adobe

Where is the user?

Where does the user spend their time? Where would they encounter the concept you are developing?

Ecosystem



What does the user do?

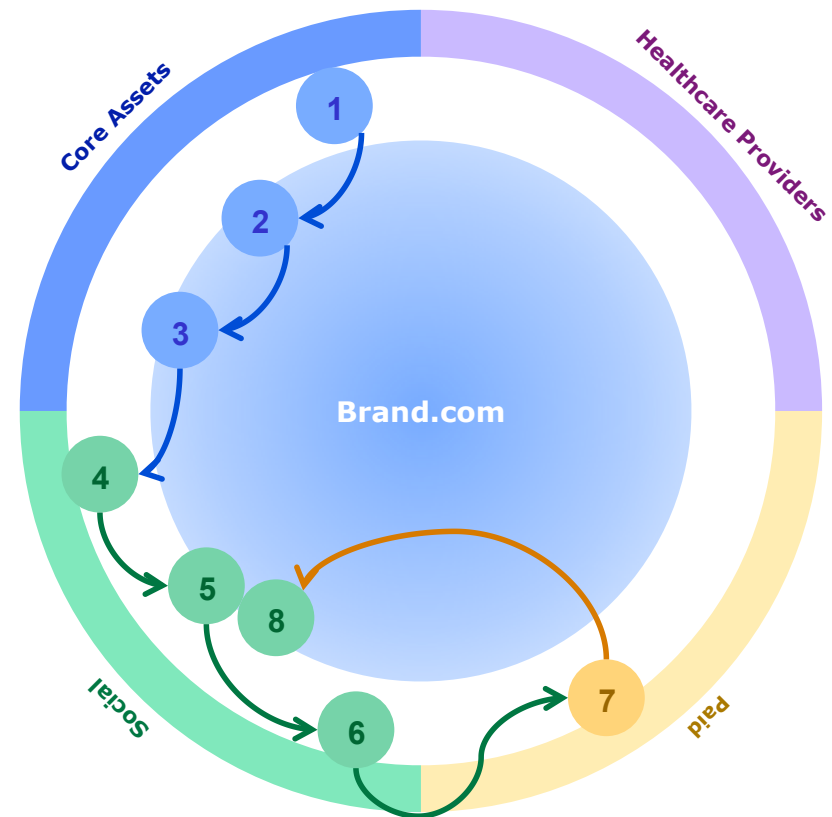
What do they do – and what do they *want* to do? What do they do, versus what they *say* they do?

Scenario

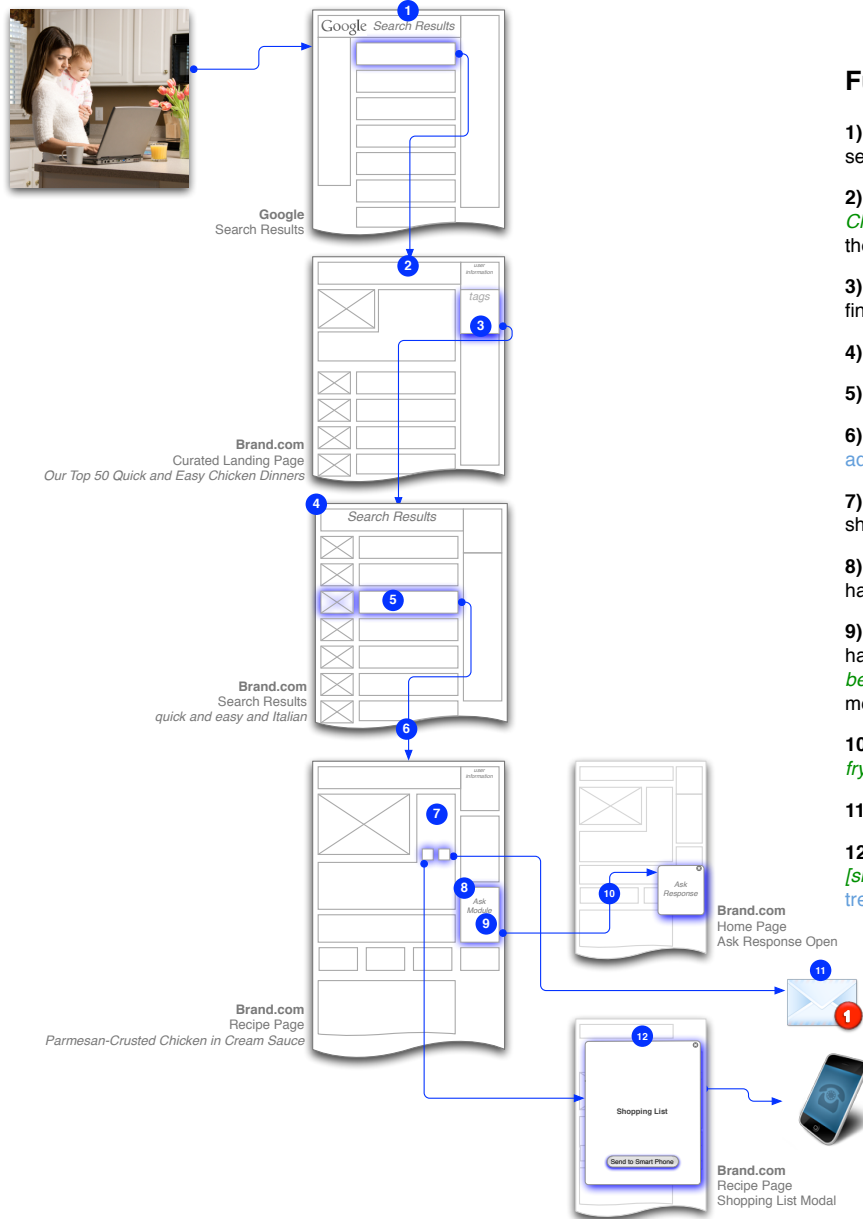


In this scenario, The Overachiever tests, logs her numbers, communicates with friends and then searches for healthy recipes.

- 1 The Overachiever tests her blood using a meter
- 2 She records her numbers using the branded iPhone App, and checks her patterns for the last ten days
- 3 She logs on to her account at Brand.com and enters her food into the diary there
- 4 She Tweets her numbers
- 5 She navigates to Facebook, where she sees that one of her friends has commented on a new recipe she has tried for sugar-free chocolate-chip cookies
- 6 She clicks the link and ends up on a healthy cooking site
- 7 She notices that the recipe has been sponsored by brand
- 8 She “likes” the recipe and then decides to “share” it with all of her diabetic friends



User Flow



Functional Search & Retrieve

- 1) She searches for *[Quick and Easy Chicken Dinner]* using Google. She glances over the list and sees a link for *[Quick and Easy Chicken Dinners]* on *[Brand.com]*
- 2) She clicks the link and lands on a page on *[Brand.com]*. The page *[Our Top 50 Quick and Easy Chicken Dinners]* has a large image accompanied by a paragraph of copy explain that this list represents the 50 highest rated quick and easy chicken dinners. Below is a list of those recipes.
- 3) She decides, in addition to *[quick and easy]*, she'd also like *[Italian]* recipes. She uses the tags she finds in the upper right-hand corner, she clicks on the *[Italian]* cuisine-type tag.
- 4) She navigates over to a list of *[quick and easy and Italian]* recipes.
- 5) She scans the list, and she finds *[Parmesan-Crusted Chicken in Cream Sauce]*; it is rated 5 stars.
- 6) She navigates over to the recipe and takes a quick look over it. *(an additional visit to this recipe is added to the trend map)*
- 7) Scanning further everything looks good - except - she'll need to fry the chicken – easy enough, but she's never really been good at frying things.
- 8) Looking further down the page, she sees a module *[Ask an Expert]*; she notices the question that has been posed to the expert is *[what is the best way to fry chicken?]*
- 9) She notices that the *[Brand expert]*, hasn't answered the question yet – but several other Kraft users have, and *[Katie G]* whose status is *[Expert Chef]* has answered: *[make sure you keep the oil temperature below 375 degrees - use a deep-frying thermometer to the check the temperature]*. She has an "Aha!" moment, realizing that she's never paid any attention to the temperature of the oil.
- 10) She clicks the *[more link]* and reads the entirety of *[Katie G. 's]* answer. *[Katie G]* has listed *[5 tips for frying chicken]*; wow! She discovers that frying is much easier than she thought.
- 11) Inspired – she clicks the *[send/share]* button on the recipe and sends it to herself.
- 12) She's got nearly every ingredient already – except the *[Brand Product]*– so she adds that to her *[shopping list]* which she clicks into and sends immediately to her smart phone. *(a hit to it is added to the trend map)*

When might the user access your concept?

When would a user interact with your idea? Is there a specific time of day or an event that drives the user to your idea?

A Day In The Life



“My increasing health is not just in these results; it's also in what I do...I also feel that my active participation in the Diabetes Online Community enhances my health care.”

SUMMARY: The Overachiever takes their condition head on by educating themselves and others around them. They actively communicate to help others learn, understand, and cope with their condition. Being vigilant about their treatment and education allows them to be trusted sources for the diabetes online community.

MORNING	MID-MORNING	NOON	AFTERNOON	EVENING	NIGHT
Wake Up	Go to work	Lunch out	Snack	Gym	Dinner
Test	Have snack/juice	Test	Test	Test	Test
Bolus for breakfast	Test	Mobile log results	Mobile log results	Injects insulin	Mobile log results
Mobile log results	Mobile log results	Bolus for lunch	Comments on diabetes blog	Mobile log results	Facebook comments
Eat breakfast		Tweet numbers	Searches for healthy recipes	Tweet numbers	Reads online diabetes news
Shower		Update online food diary			Bolus for sleep
Tweet numbers					Sleep
Update online food diary					

Note: Actions above are color coded as follows

Core Assets	Social	Paid	Healthcare Providers
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Why would the user engage with your idea?

Why would the user elect to interact with your idea? Is your idea a tool, a diversion, a service?

Scenario Based on “Why”

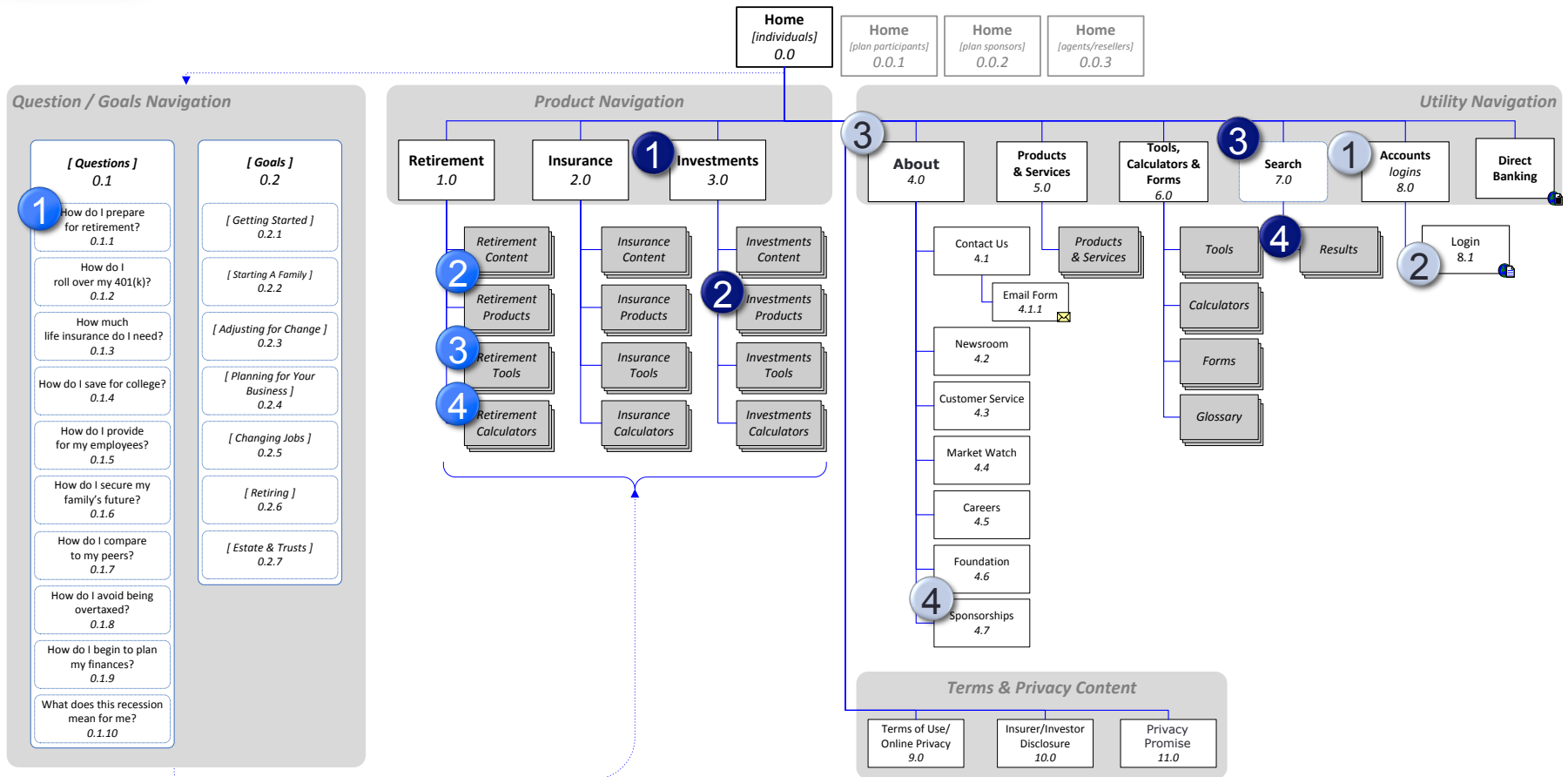
The Independent Idealist



Goal 1: Realistically plan for retirement

Goal 2: De-mystify financial products and find out if there are any other products or services than can help reach long and short-term goals

Goal 3: Quickly and easily look at her 403(b) program online; Is the company I have my 403(b) with socially responsible; do they give back?



How would the user experience your creation?

How would the user access your idea? How would the interface look and behave? How would it function?

Wireframe

Logo
+ [home link](#)

Badging, Social Currency & Avatar
(if user is signed in)
- or -
Promotion For Sign Up (if user isn't registered/signed-up)

[Log In] | [Sign Up] | [About] | [Contact Admin] | [Feedback]

[Projects] [Players] [How It Works]

[Open Projects] [Closed Projects] [Start A Project] [Project Hall Of Fame]

[How To Start A Project] ▼

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[Client*:] --Enter Client--

[Project Dates:] [Begin*:] --mm/dd/yy-- [Select] [End*:] --mm/dd/yy-- [Select]

[Phases to Include*:] [All Phases] [Phase 1] [Phase 2] [Phase 3] [Phase 4] [Phase 5]

[Description*:] --Enter Description--
255 words or under

[Word Count: XXX]

[Video Brief*:] --Upload Video-- [Browse]

[Category*:] --Select Category-- ▼

[Tags*:] --tag-- --tag-- --tag--
3-5 Tags

[Additional Info:] ▼

[Limit to Geo:] --Geo-- ▼

[Limit to Teams:] [All Teams] [Team 1] [Team 2] [Team 3] [Team 4] [Team 5] [Team 6] [Team 7] [Team 8] [Team 9]

[Include Only These Players:] --separate by commas-- [Browse]

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[Start A Project Tutorial]

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[Play Tutorial]

[How To Submit A Project] [FAQs]

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Height Approximately 500 Px
= 90% of Visitors

Height Approximately 700 Px
= 30% of Visitors

Architecting an idea for digital consumption

When ideating for digital, **form follows function.**

Consider the cognitive environment in which your idea will exist. How will users **perceive, remember, think, speak, and solve problems** relative to your idea in the digital environment?

Work with existing **digital** paradigms and constructs and innovate reasonably using models that have proven to be successful.

The Goals: Coherence, Relevance, & Resonance

In digital...

Coherence is the logical interconnection of a group of discrete elements to create an overall sense of understandability.

Relevance is the quality of having a direct bearing on the matter at hand (or a matter of particular interest); pertinent; distinctive.

Resonance is achieved by intensifying an emotional experience; by evoking a sense of empathy, richness, or significance.



QUESTIONS?

Email: lance.m.love@gmail.com

APPENDIX

Concept Worksheet Template

Concept Worksheet Template

From the perspective of the user	Who	Where	What	When	Why	How
Coherence	<i>Who will find this idea coherent or logical? Who will "get" it? Who would you like to target?</i>	<i>Where would this concept be the most understandable?</i>	<i>What would be the most understandable way to present this idea?</i>	<i>When would a person logically seek this idea?</i>	<i>Why would someone logically use this concept?</i>	<i>How would this idea be expressed in the most understandable way?</i>
Relevance	<i>Who will find it relevant or pertinent either right now, or in the longer term?</i>	<i>Where would this idea be the most pertinent?</i>	<i>What would be the most relevant way to express this idea?</i>	<i>When would this idea be most relevant? When would it have direct bearing?</i>	<i>Why would this idea be relevant?</i>	<i>How would this concept be relevant, pertinent, or distinctive?</i>
Resonance	<i>Who will find it evocative or emotionally significant?</i>	<i>Where will this idea emotionally resonate?</i>	<i>What would be the most emotionally significant way that this idea could be expressed? What would resonate?</i>	<i>When would this concept resonate?</i>	<i>Why would this concept evoke empathy? Why would it intensify an emotional state?</i>	<i>How would this concept evoke a positive emotional experience?</i>

- Answer these questions (or derivatives of them) to help define and focus a concept or idea; this method works particularly well for digital.
- A separate worksheet may be completed for each role in the project. For example one for 'the stakeholders', one for 'the contributors' etc.
- When the personas have been created you may do a specific worksheet for each of the personas – ignoring the "who" column.
- Keep this process FLUID and NARRATIVE, the process should be fun.