

IBM Ecosystem Guide

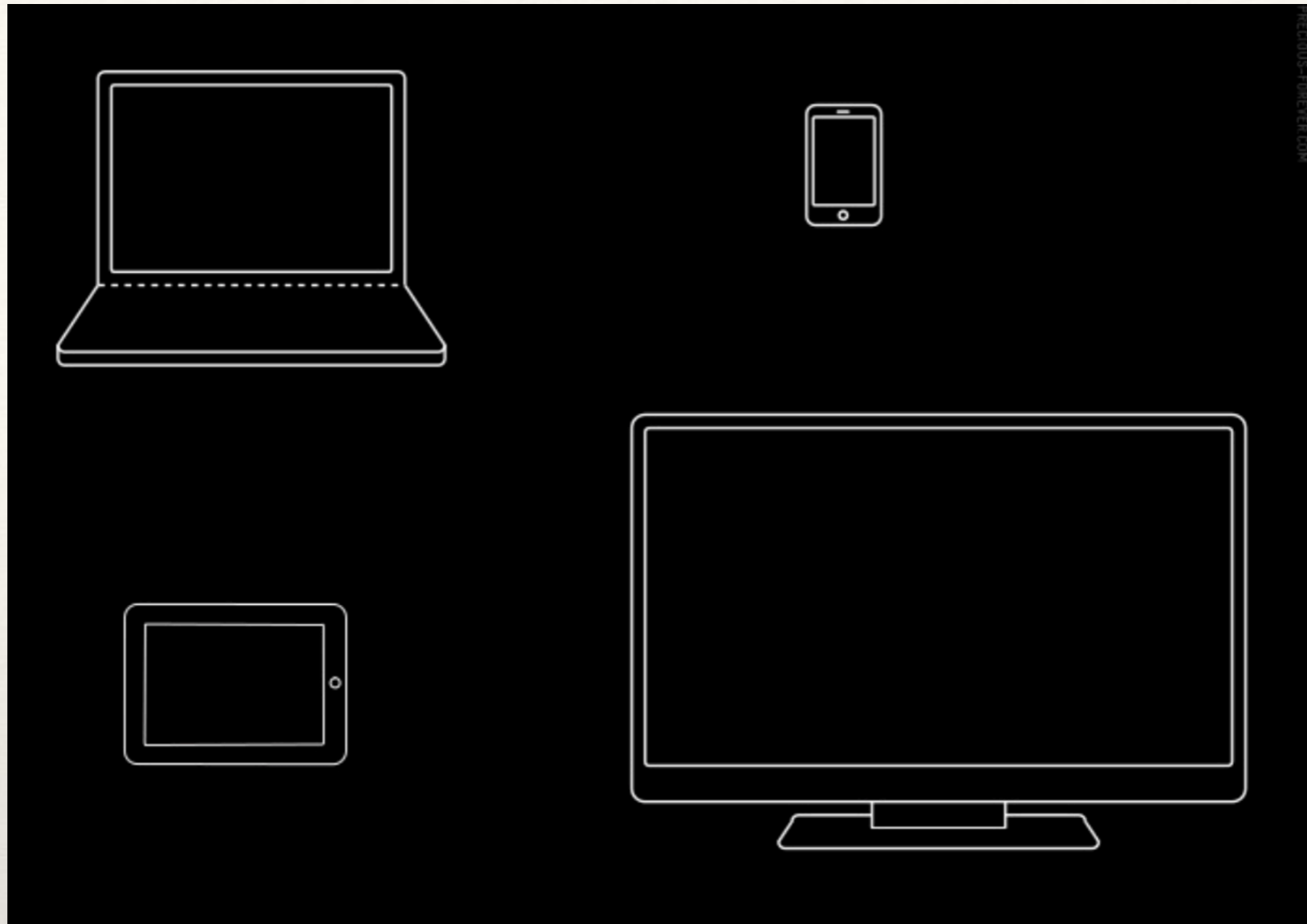
Things to consider

or not

What the product vs. consumer game is about?

- ❖ Hunter / Gatherer - sharing
- ❖ Feudal society - value proposition
- ❖ Industrial revolution - mass production and lower price
- ❖ Post Industrial - designing and selling brand
- ❖ Present Internet Age (last few years) - designing and selling **EXPERIENCES** (not a product or brand)
- ❖ Do not design technology and try to fit experience into it

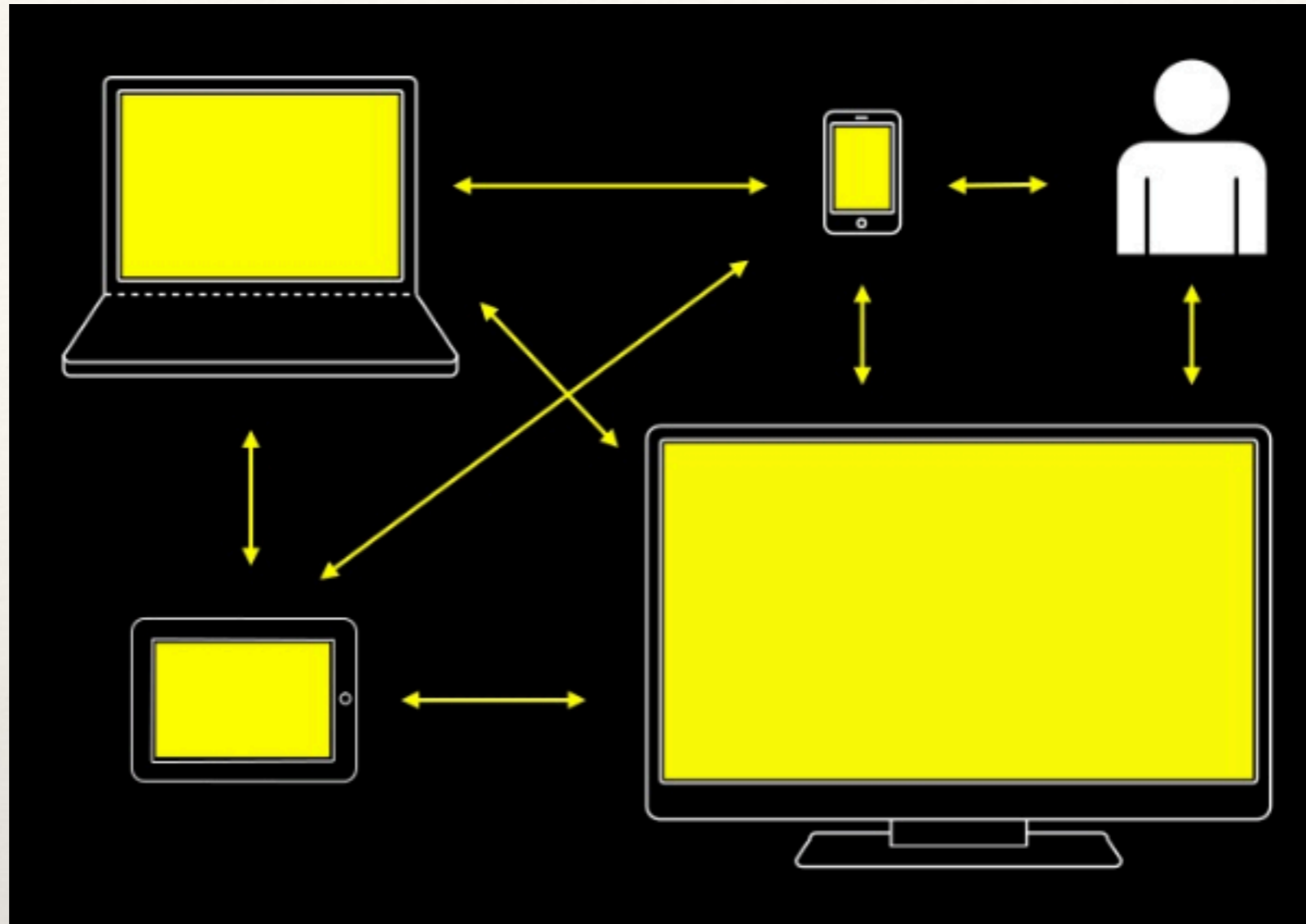
What is our environment?



Environment

Multiple Devices

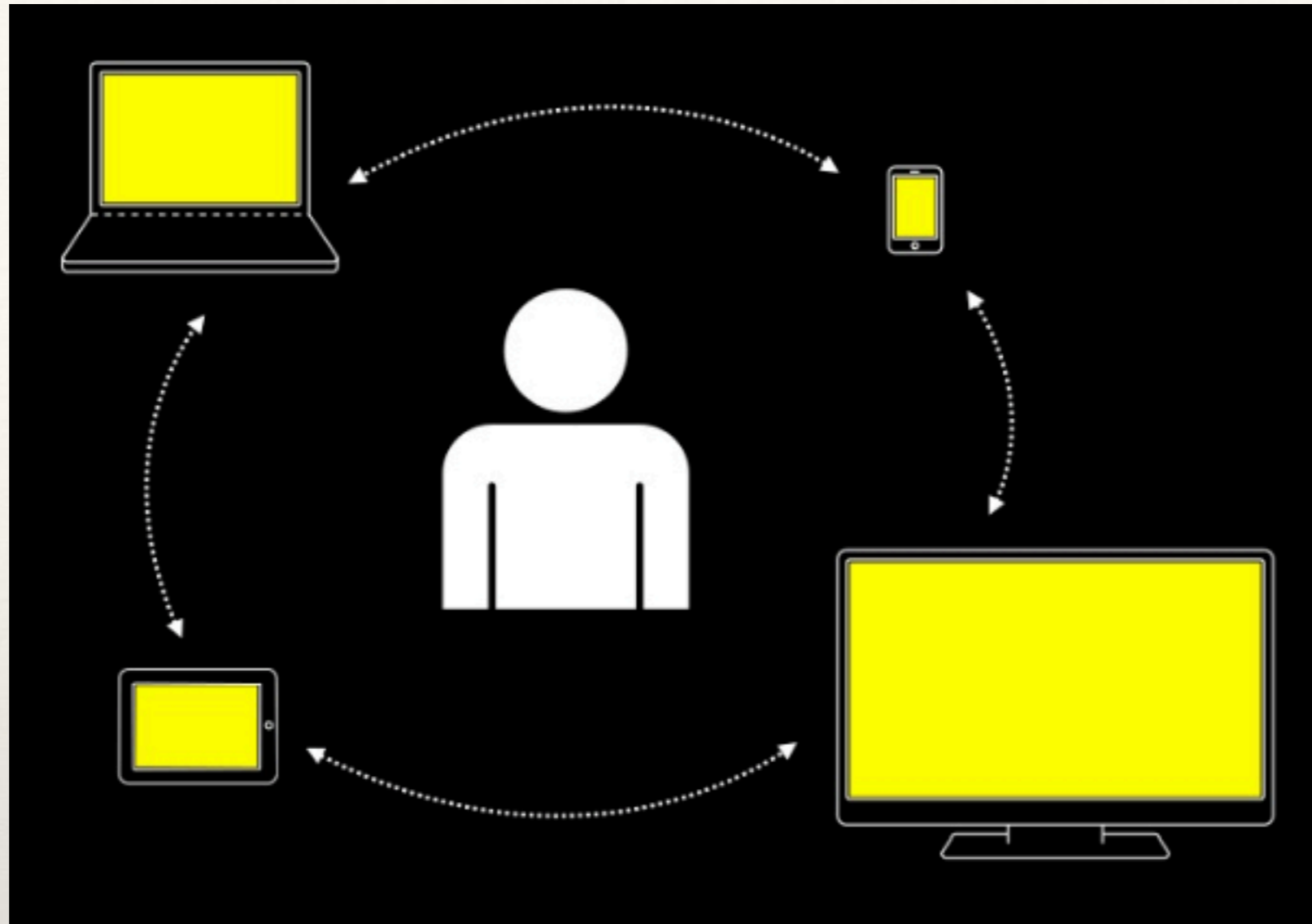
People don't interact with a device anymore - they interact with an electronic ecosystem.



Environment

Multiple Devices

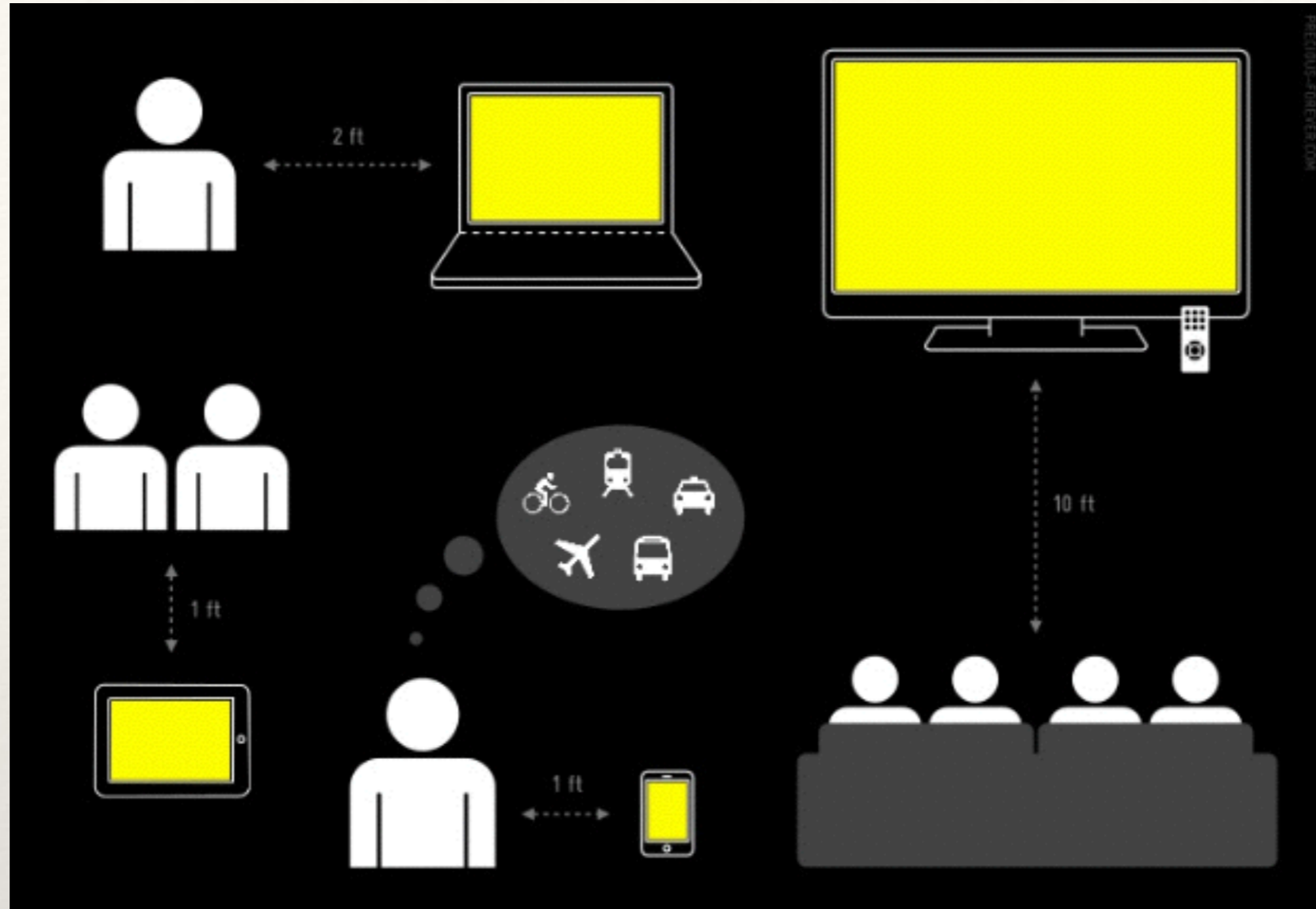
We need to design for device connections and interactions.
We need to design systems.



Environment

Multiple Devices

People are shifting from device to devices and expect product and services to move with them.

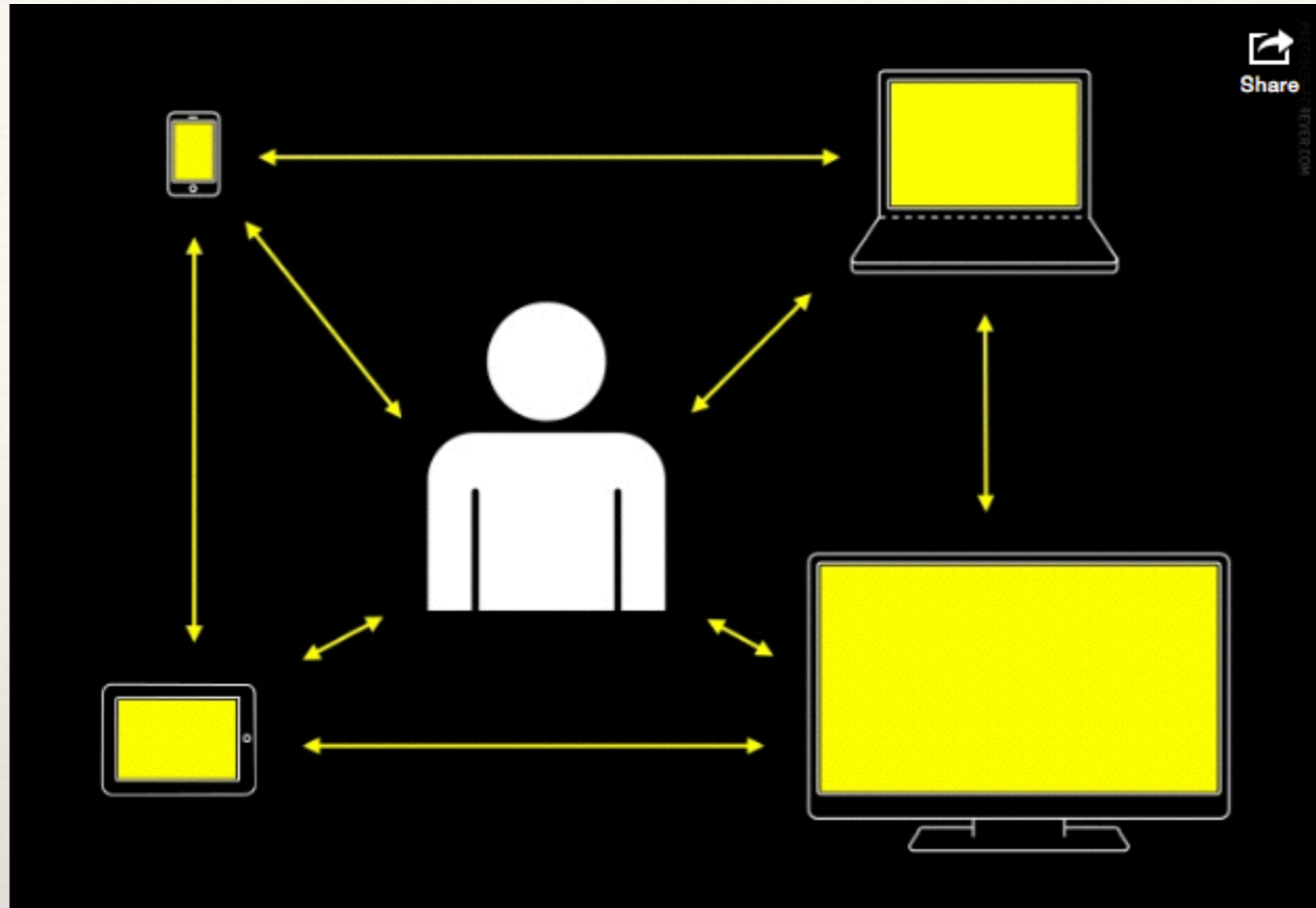


Designing Experiences

Multiple Devices

They expect the most appropriate support and a delightful experience - whatever they do.

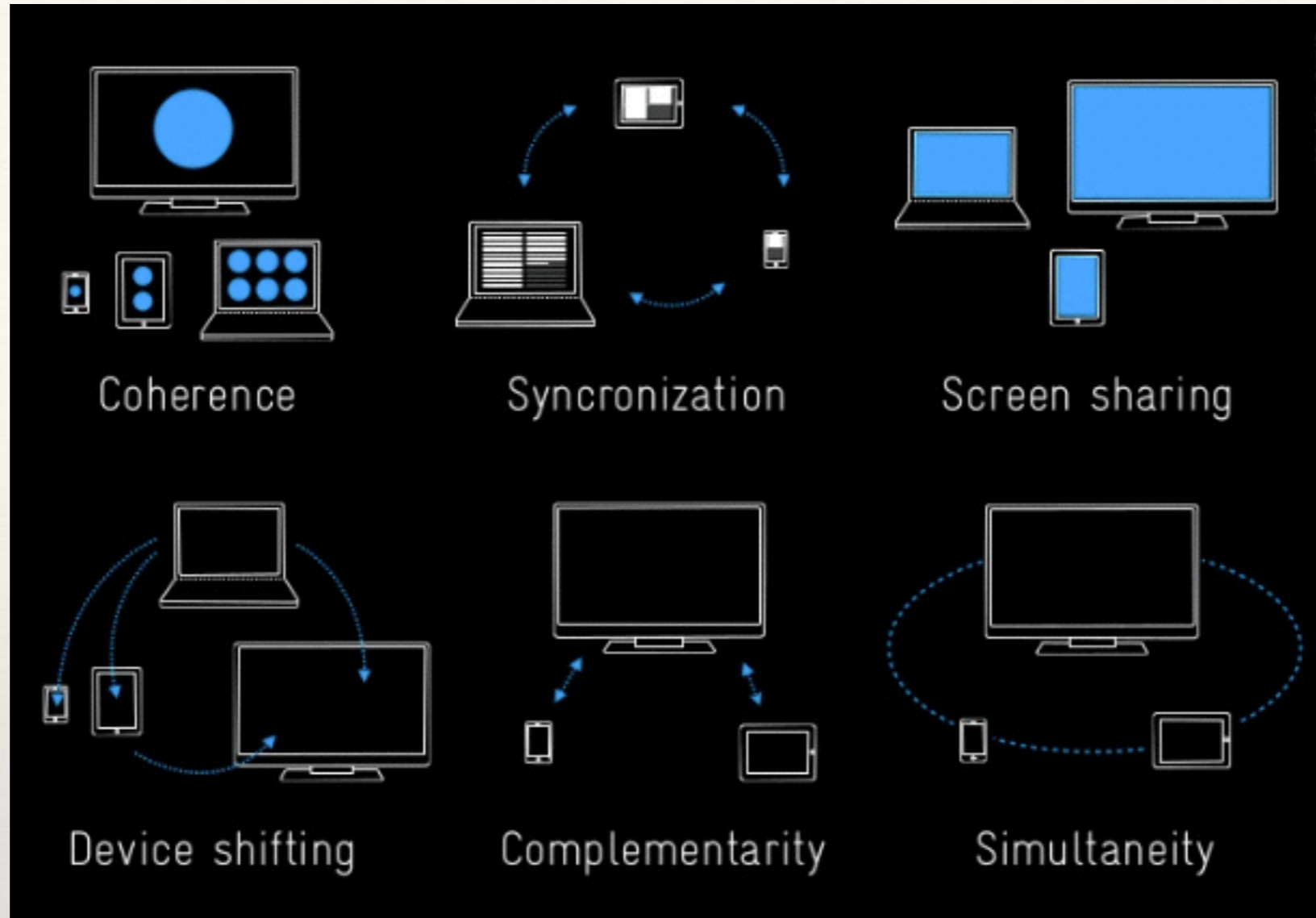
So what we need to design for?



Designing Experiences

New Design Patterns

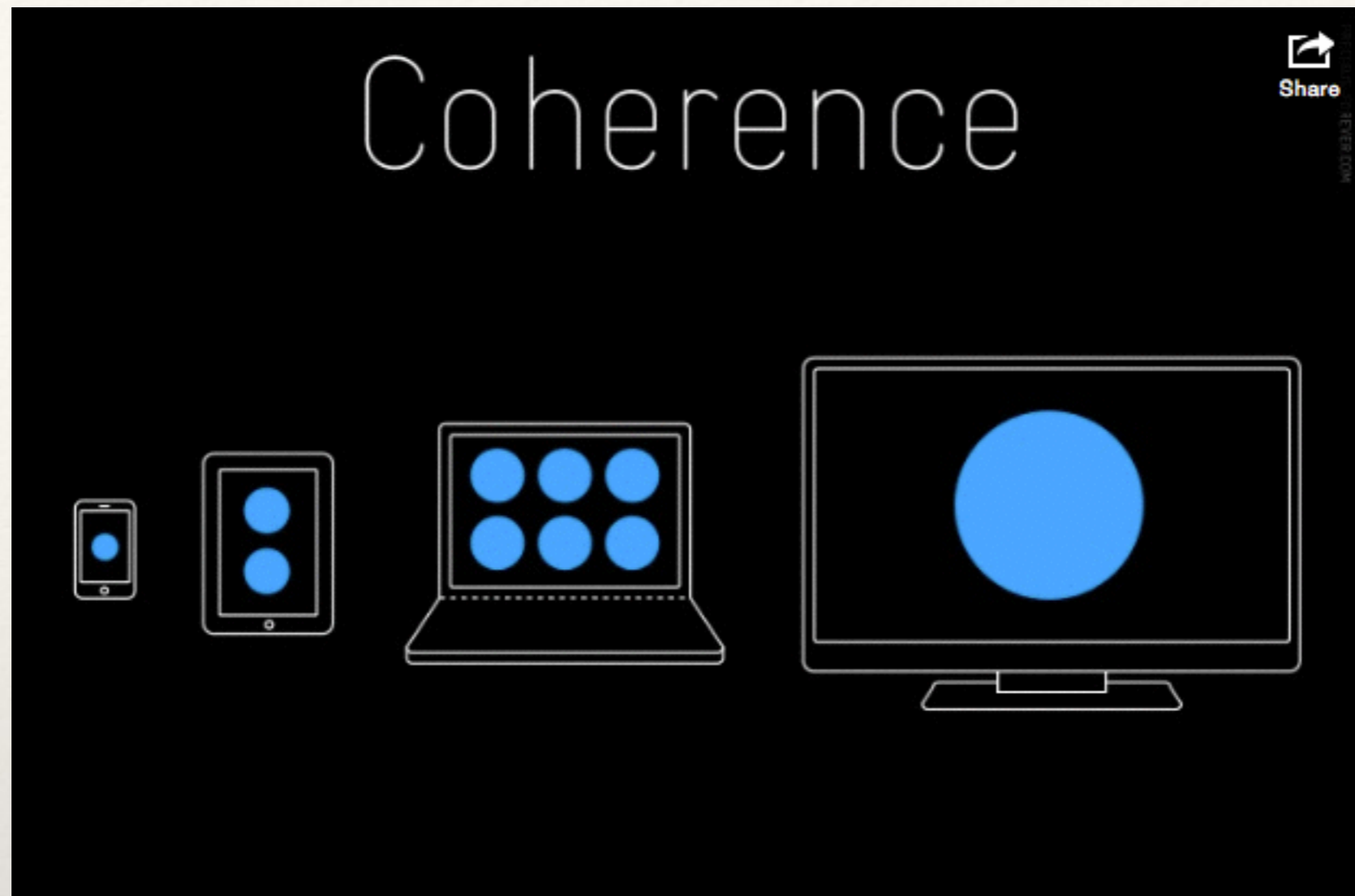
There are six new design patterns to consider.



Designing Experiences

New Design Patterns

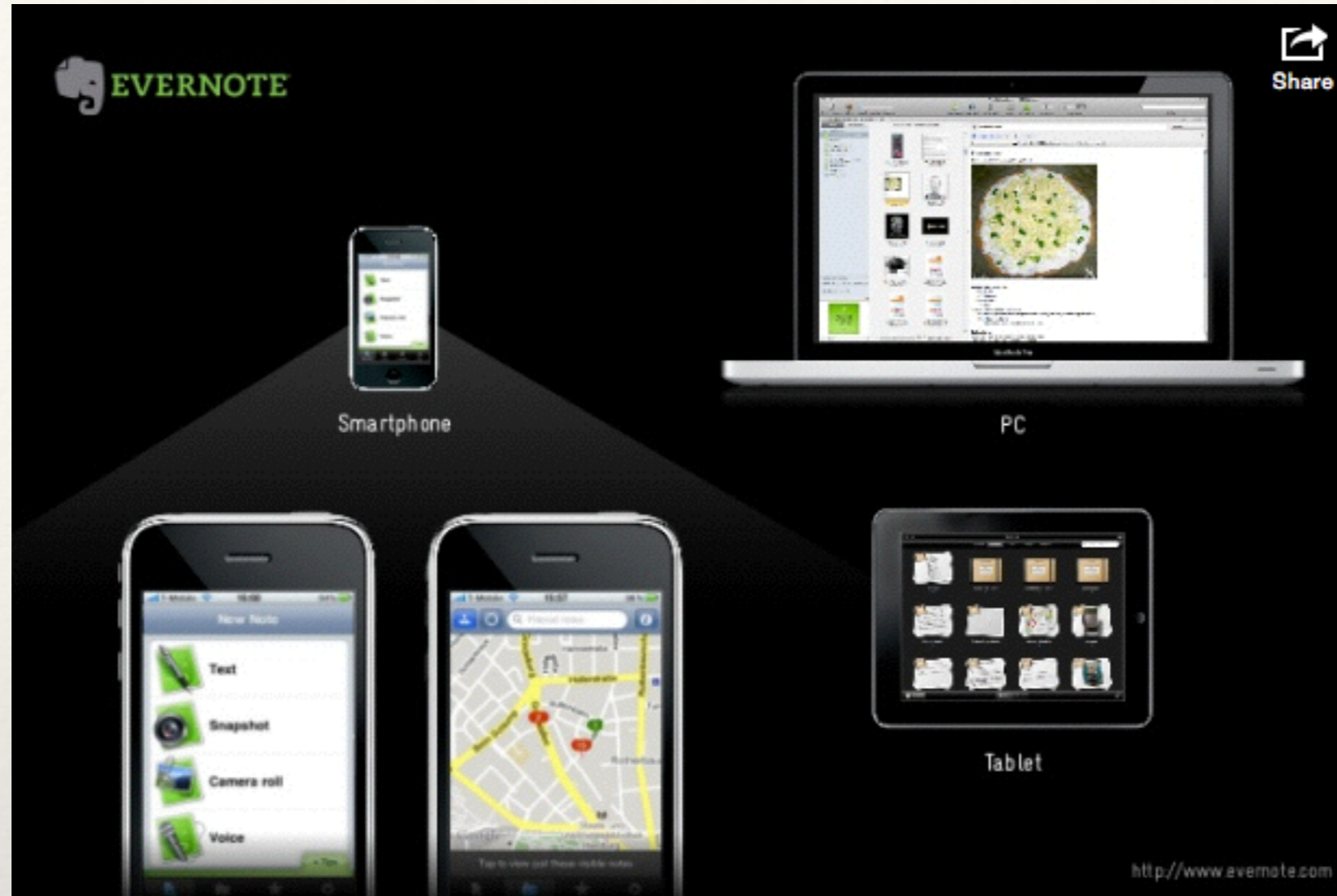
There are six new design patterns to consider.



Designing Experiences

Coherence

A digital product or service looks and works coherently across devices. Features are optimized for specific characteristics and usage scenarios.



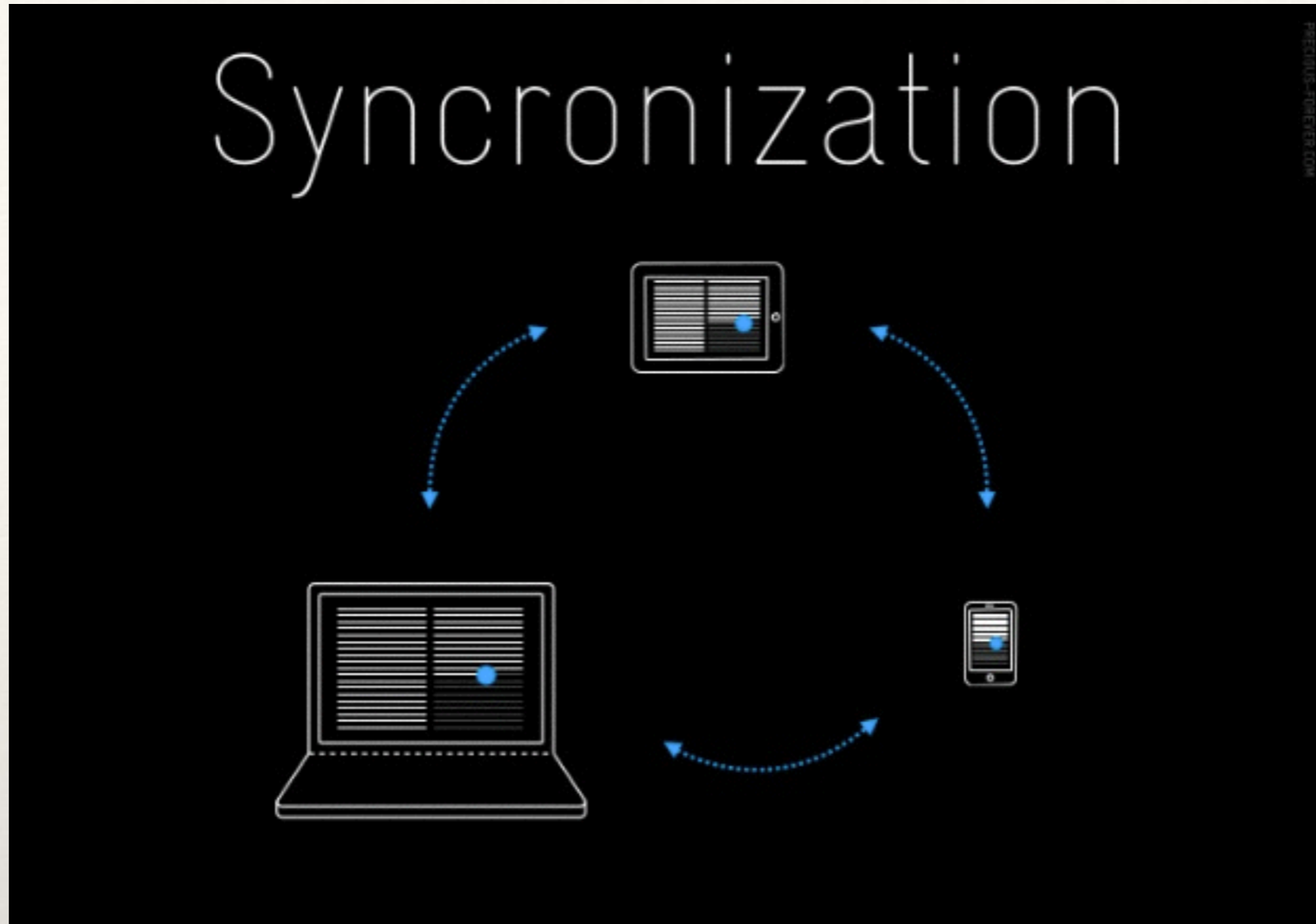
Designing Experiences

Coherence

Great example is Evernote. The smartphone apps are optimized for photo and audio input and notes are location tagged. Desktop is more for keyboard and mouse.

Synchronization

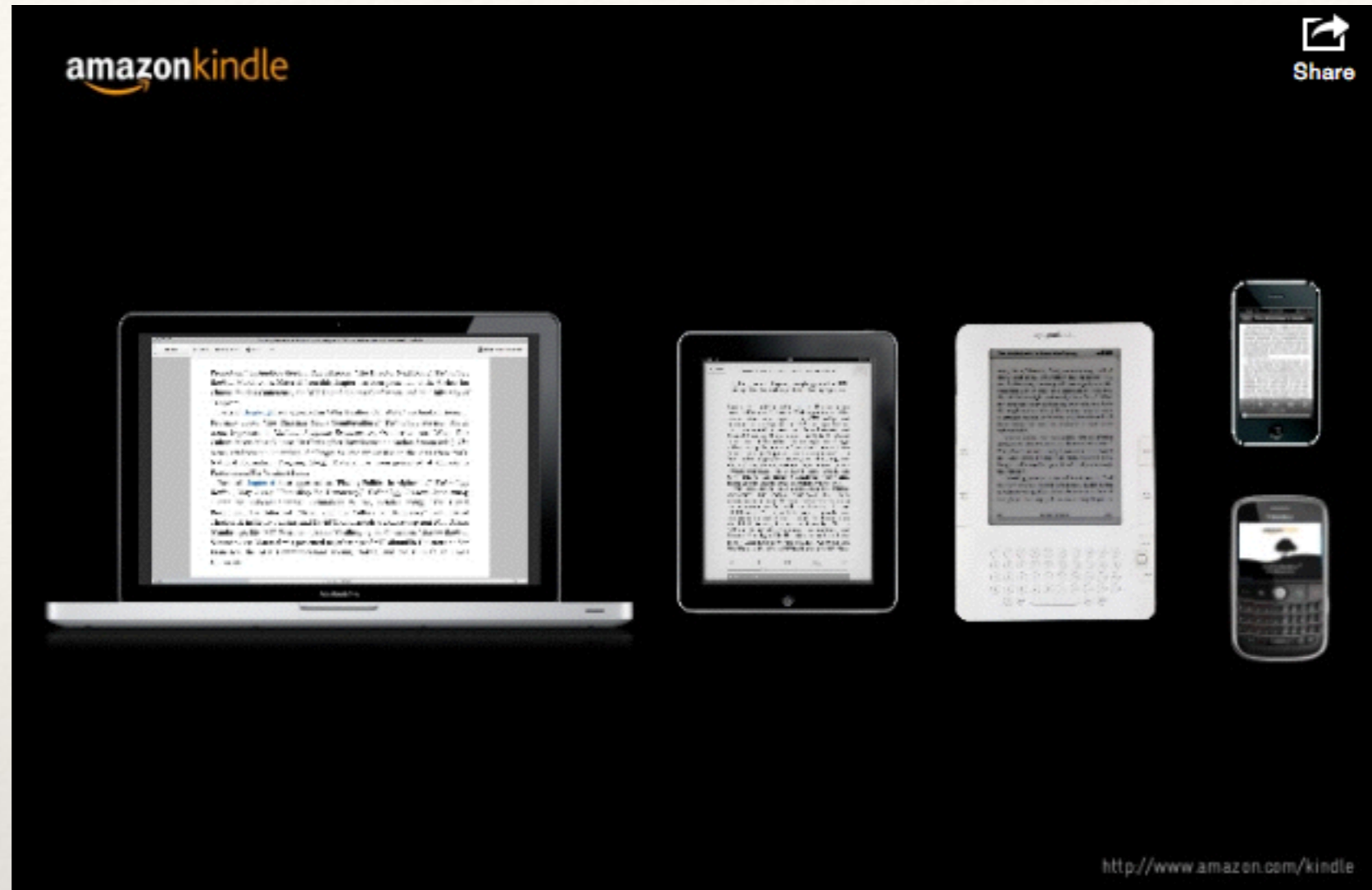
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Designing Experiences

Synchronization

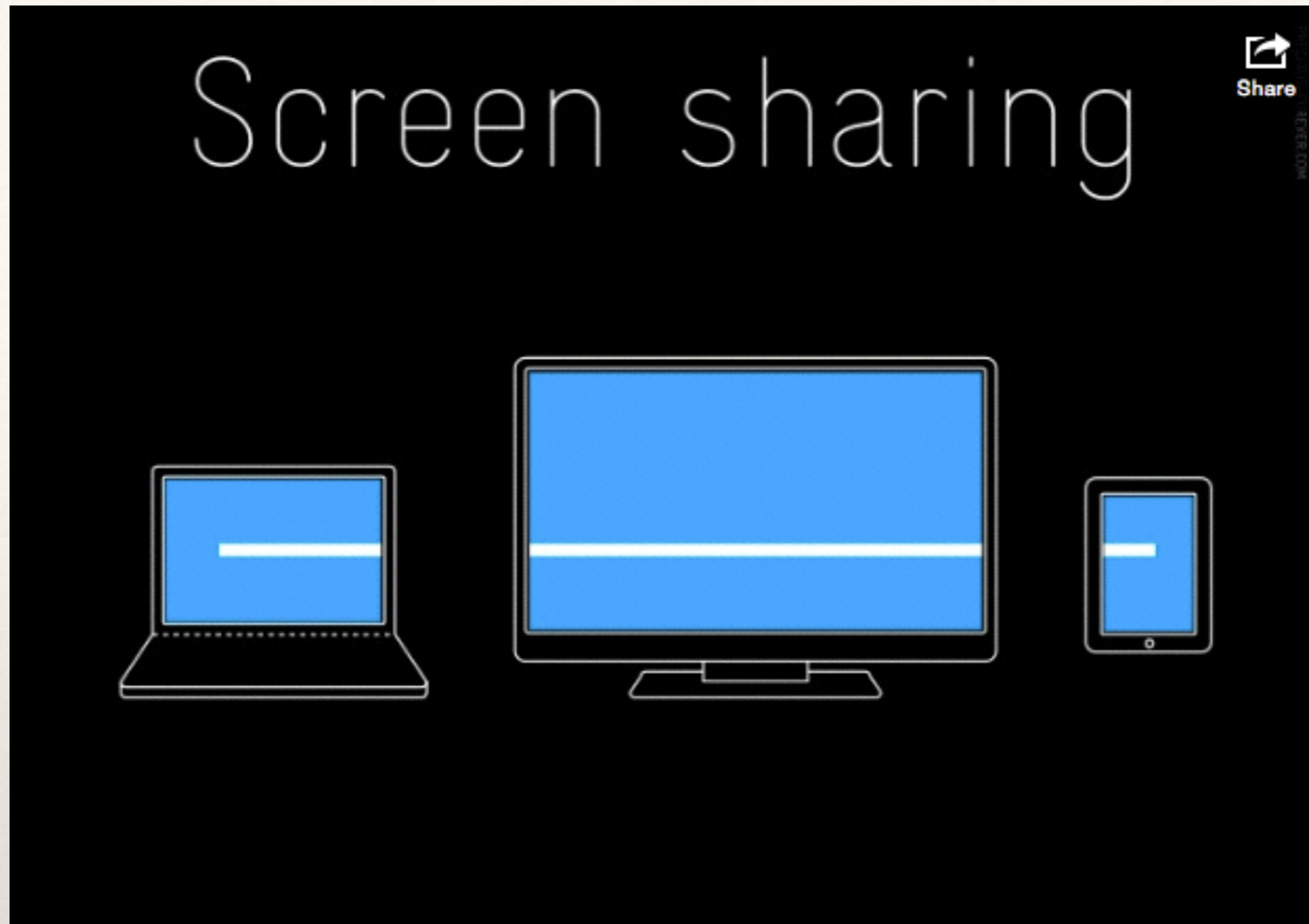
Devices are always in sync. In our case this could be a value proposition for registration.



Designing Experiences

Synchronization

If you start reading on your smartphone, your tablet will know where you left off and your bookmarks move between devices.



Designing Experiences

Screen Sharing

Multiple screens are sharing
single source



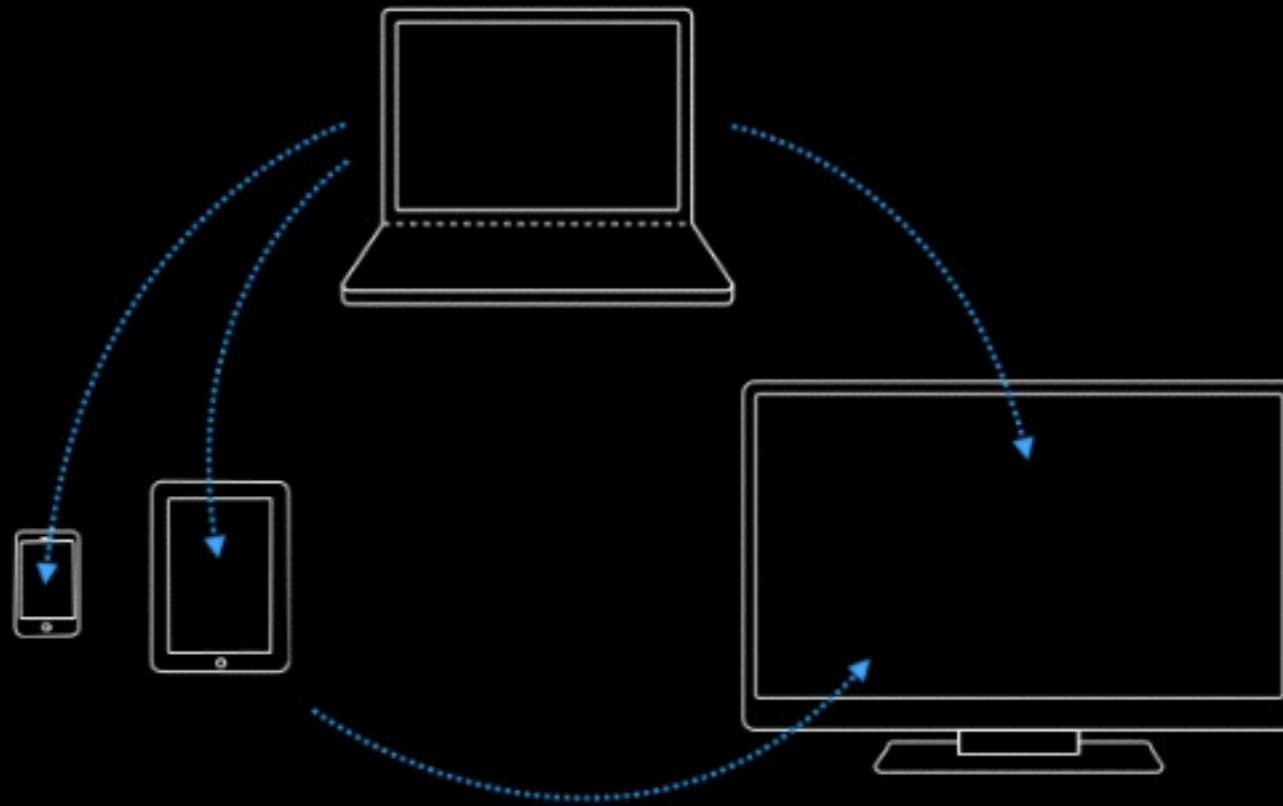
Designing Experiences

Screen Sharing

This MIT project explores implications for social interactions. Would be great for our project as well.

Device shifting

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Designing Experiences

Device Shifting

Users actively shift content from one device to another.



Designing Experiences

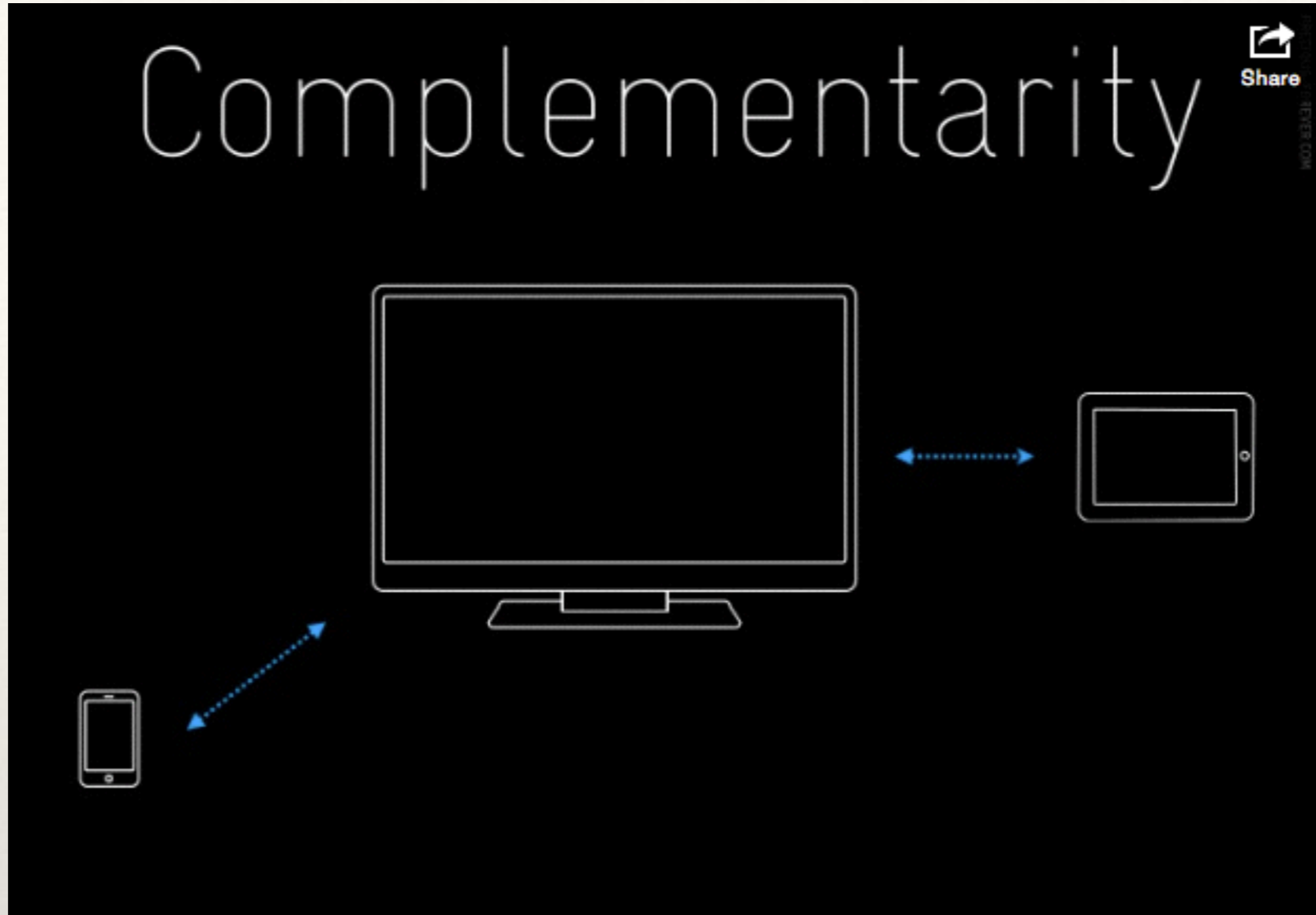
Device Shifting

With Apple's Airplay, a video can be shifted from an iPhone or iPad to a large screen TV. Again, in our case something to explore to help user make great presentations.

Complementarity



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Designing Experiences

Complementarity

Devices are complementing each other.



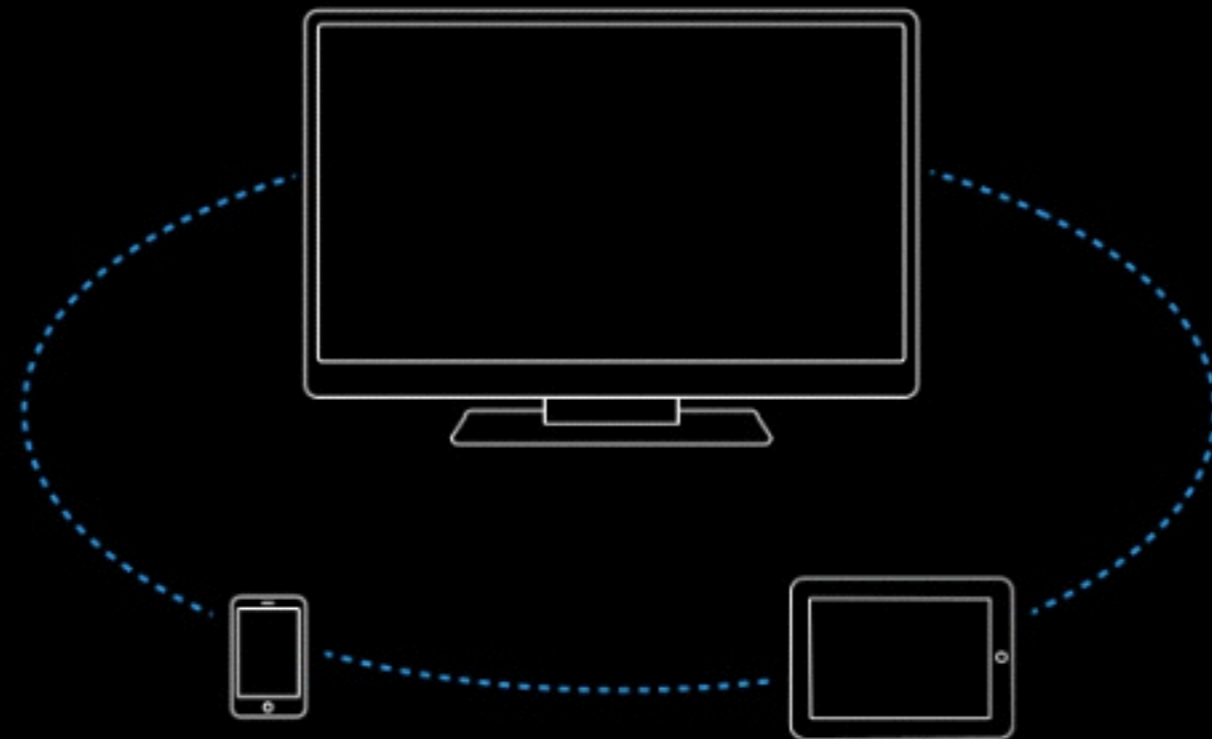
Designing Experiences

Complementarity

The iPad serves as a Scrabble board. Tiles are arranged on iPhones so other players can't see them. Another pattern to explore for marketing reason - we are IBM's Lab - we should be doing those kind of experiments.

Simultaneity

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Designing Experiences

Simultaneity

Devices are being used simultaneously.



Designing Experiences

Simultaneity

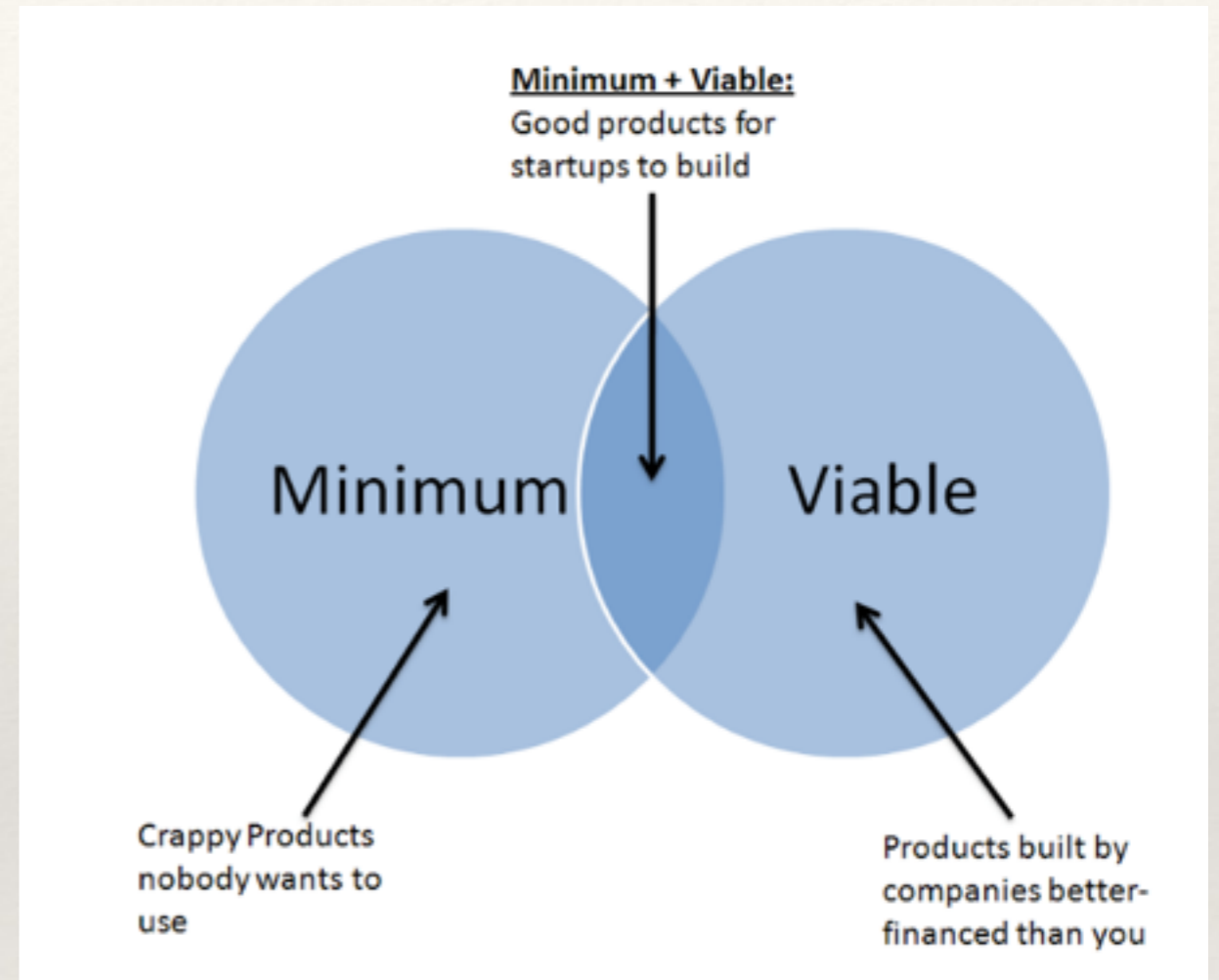
During a live broadcast users take guesses about the outcome of match situation. Again - pattern to explore.

Designing in Agile

Agile, Lean and other ways of working

What is MVP anyway?

Our Minimum Viable, er, Valuable?...
Product. Not sure. Anyway, that's what
we're working on.

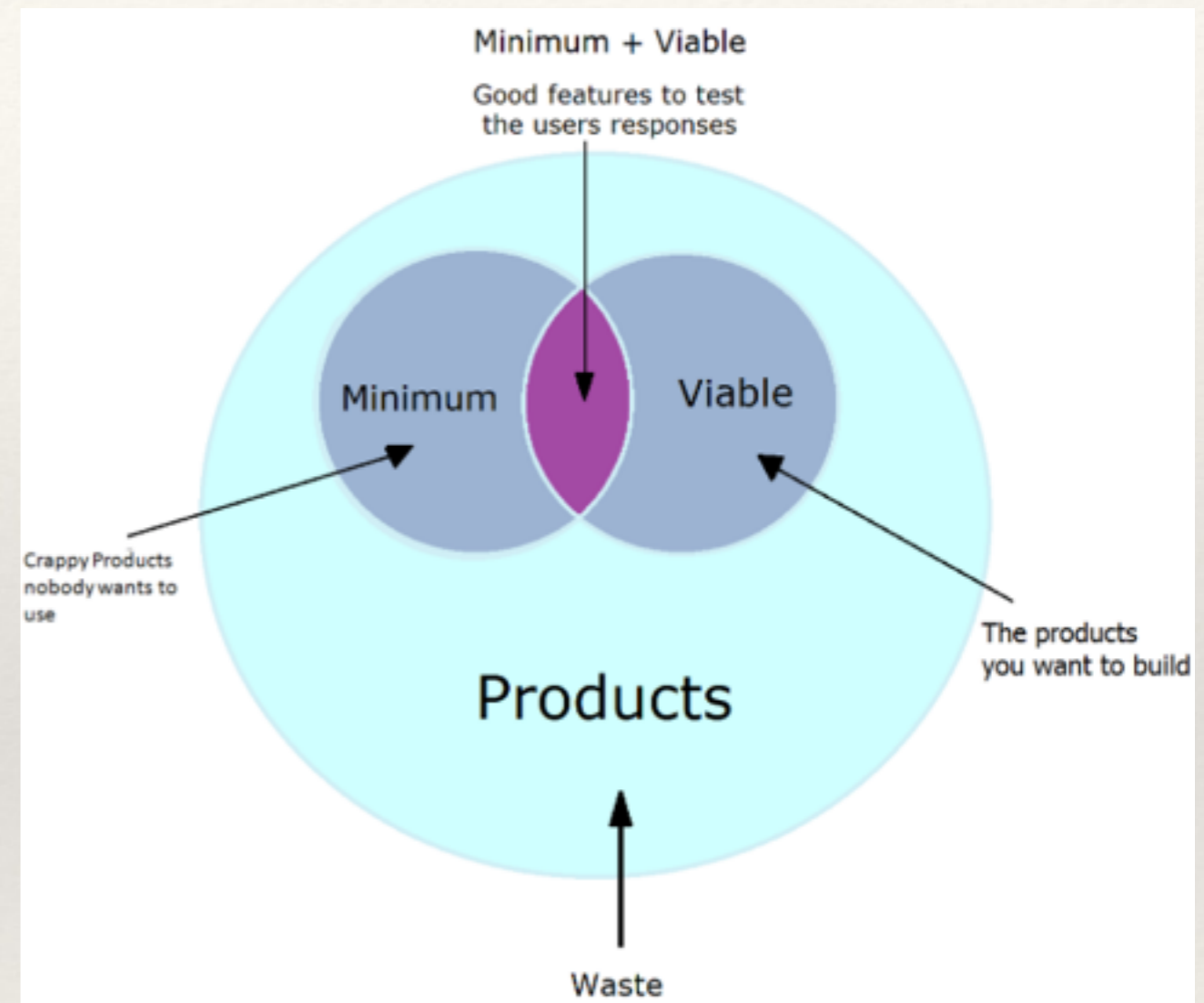


Agile, Lean and other ways of working

What is MVP anyway?

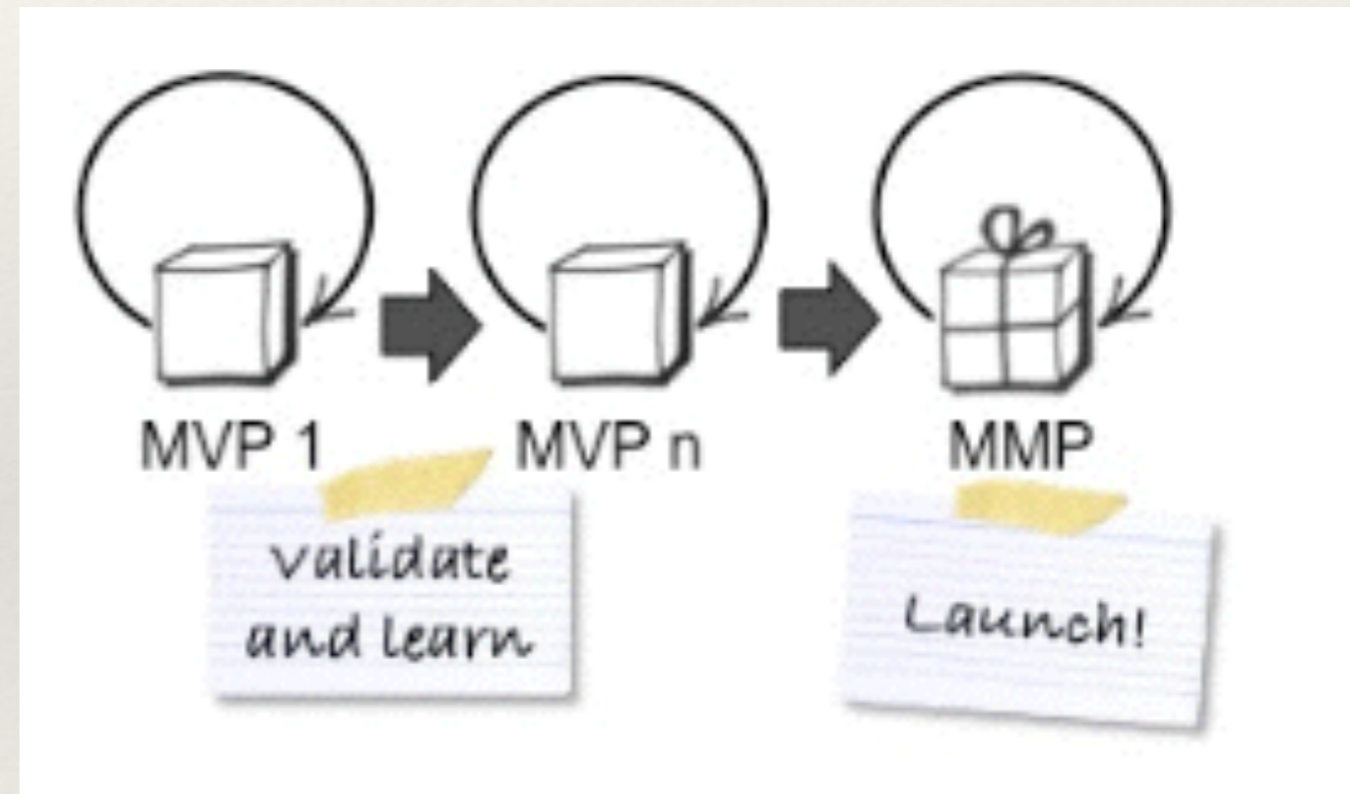
Keep the big picture in mind, but as far as the details go, we take small continuous steps toward our destination, measure the progress we've made, make any necessary adjustments, and then take another measured step.

It is NOT a minimum feature set.



What is MVP anyway?

1. A prediction
 2. The simplest design that will test the prediction of a product features...
 3. The fastest test that will reveal if the prediction was correct
 4. The results of the test
- ...in other words you should test if the product you created solves the problem you thought existed...



Other Concepts

Progressive enhancement:

"...using ~~web~~ technologies in a **layered** fashion that allows **everyone** to access the **basic functionality**...while also providing an **enhanced version** to those with more **advanced capabilities**".

Lorem Ipsum Dolor

Progressive Enhancement

Design for mobile first,
replicate on other devices,
add / extend features...



Lorem Ipsum Dolor

Responsive Design

Is not about making things smaller when they go to smaller screen... It only works well when we use progressive enhancement with it and scale features.

To recap

- ❖ We should design **EXPERIENCE** not screens
- ❖ We should design for **ECOSYSTEM** of devices
- ❖ We do have **MVP** to gather our data from but we need **USER TESTING**
- ❖ We must include **USERS** in our process
- ❖ **CONTENT** is part of the **EXPERIENCE** and should be part of the test
- ❖ Define **PROBLEM** to solve, create **MVP** to represent the solution, **TEST** the solution and **ITERATE** on the next or better feature
- ❖ Test should be part of the MVP design

Future things coming up

- ❖ Web INTENTS Standards
- ❖ NFC - Near Field Communications