

Mobile first

Means designing for mobile and then upgrading features while moving up the scale to the desktop.

Reason being that mobile design is harder and if ux problems will get solved during mobile design they will be easy to tackle on larger screens - progressive enhancement.

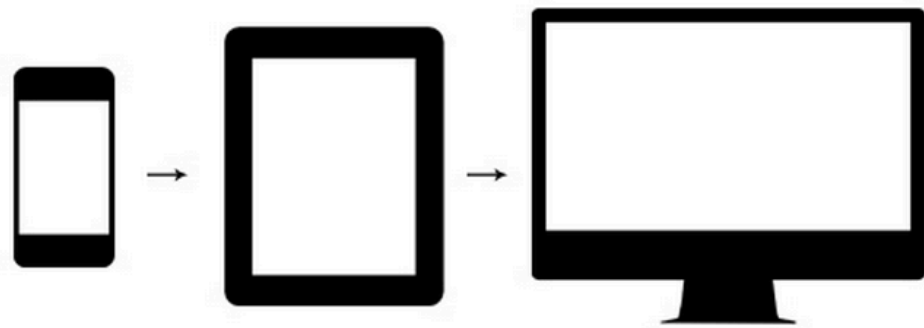
Instead we used v17e template which was designed for desktop and then scaled down to phone size using adaptive (not even responsive) methodology - (not so) graceful degradation. Responsive/adaptive design is proved not to work well on more complex projects

Additionally, initial contact with the brand is usually via email (thus phone, latest statistics suggest that 70% of initial contact is via mobile email), especially for business persona. This trend is growing and we should focus user experience on mobile devices. We should also add responsive email capabilities.

Using progressive enhancement should also be applied to content creation.

Optimally mobile experience should be crafted via native app technology and HTML/CSS should be used to style and deliver content (Native shell, navigation and touch gesture, content in HTML via CMS)

<http://designshack.net/articles/css/mobilefirst/>



User Centered Design, Agile and Lean UX

Is based on user research and feedback.

User-centered design (UCD) is a process (not restricted to interfaces or technologies) in which the needs, wants, and limitations of end users of a product, service or process are given extensive attention at each stage of the design process. User-centered design can be characterized as a multi-stage problem solving process that not only requires designers to analyse and foresee how users are likely to use a product, but also to test the validity of their assumptions with regard to user behavior in real world tests with actual users. Such testing is necessary as it is often very difficult for the designers of a product to understand intuitively what a first-time user of their design experiences, and what each user's learning curve may look like.

The chief difference from other product design philosophies is that user-centered design tries to optimize the product around how users can, want, or need to use the product, rather than forcing the users to change their behavior to accommodate the product.

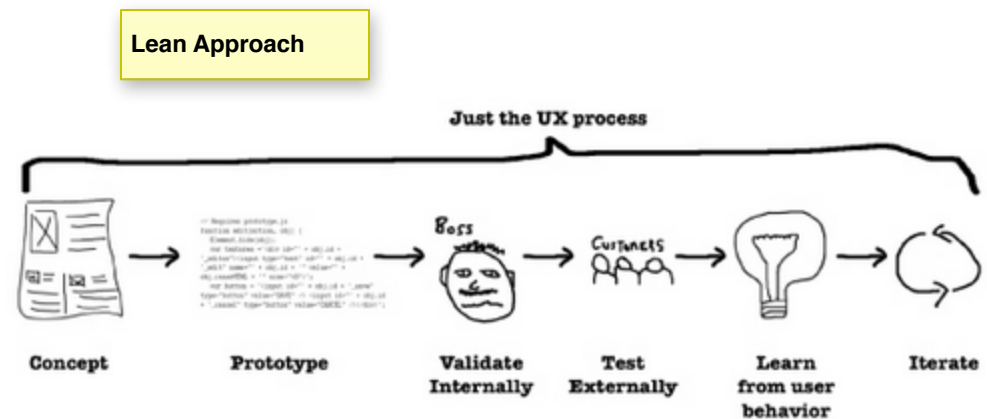
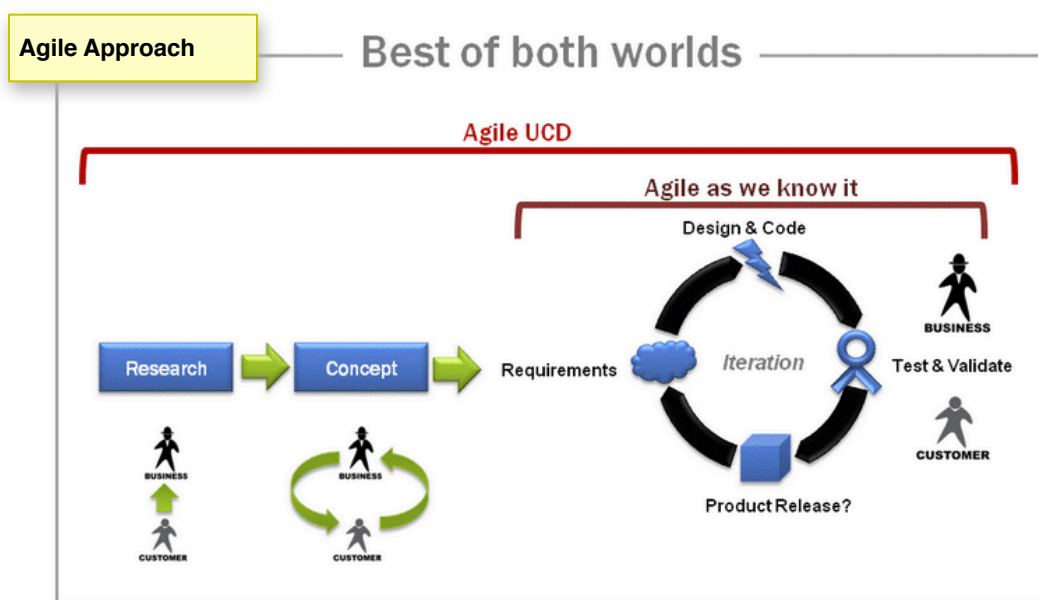
We should include much broader user testing and feedback in development of BlueDot. Even limited testing that was done provided immediate and valuable feedback.

Additionally, both Agile and Lean methodologies depend on user being involved in every stage of design and hypothesis testing. We can't expect those methodologies to bring expected results without user testing.

Skipping user research is extremely risky. Even the best design ideas are just assumptions. There are limits to a genius designer. User research allows us to test our assumptions and prevents cognitive bias from taking over and leading us astray. Another aspect that we should address in the next phase is reduction in technical debt left by the fast pace of the current process.

http://en.wikipedia.org/wiki/User-centered_design

<http://www.nngroup.com/articles/doing-ux-agile-world/>



User registration and single sign on

Current IBM's single sign on might be good for other IBM websites but currently is counter productive to the goals of BlueDot.

Currently, there is no benefit for the user to go through lengthy registration process utilizing existing registration. The value proposition of our interaction is not beneficial to our user. The ideal would be to use custom registration process (e.g. lazy registration) but if that is not feasible we should clearly expand and demonstrate benefits of login and registration (content personalization, content tracking, private discussion around selected content, updates and notifications, etc.)

We should also emphasize benefits of getting IBM's ID as having access to additional IBM's services and websites.

Some of the methodologies we could use to improve our registration process would be A/B testing, "lazy registration", conversion funnel processing.

Thing to consider:

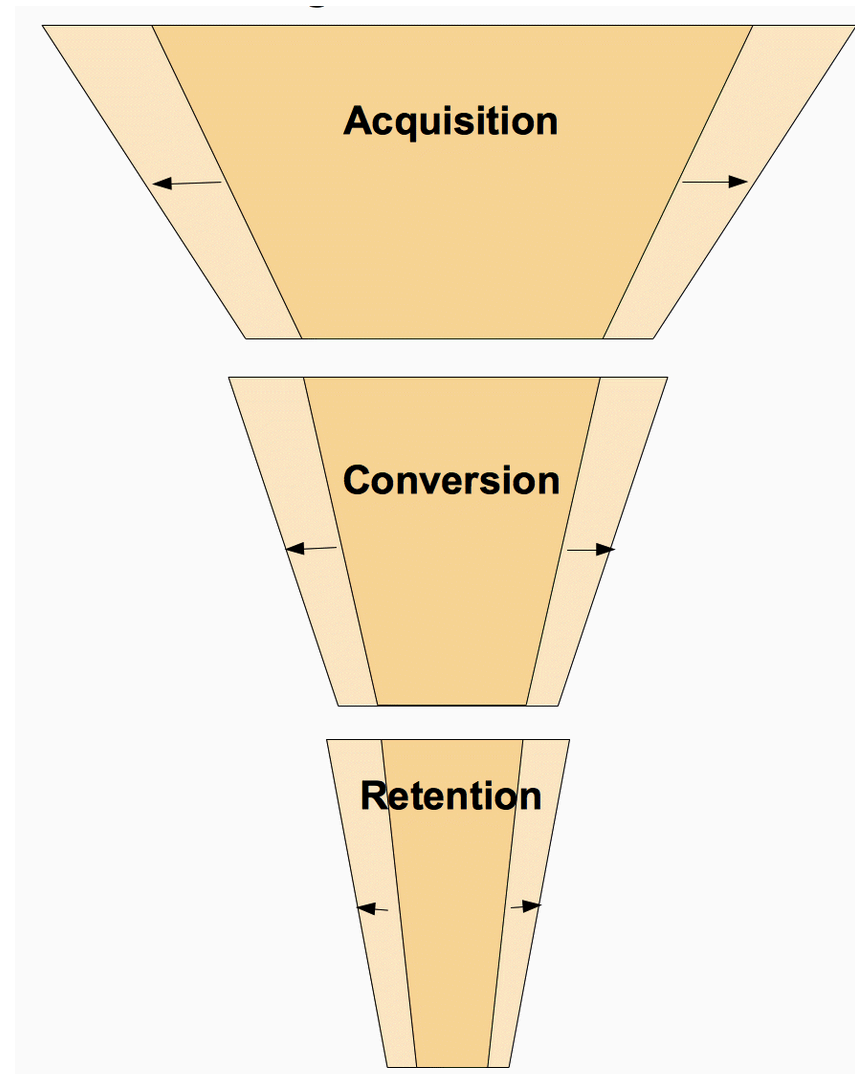
Is it necessary? Determine if you really need registration for your product or service, weighing the benefits of having more users versus having more information about fewer users.

What information should be required and when? If you determine that registration is necessary, determine when it should best be presented – and importantly how much information you need from users. Often "less is more".

Is the value proposition clear? Ensure that by the time users are asked to register they have a very strong sense for why they should, and what they'll stand to gain from it.

Is security & privacy addressed? Users will often walk away from a registration form or process if they're not convinced their personal information will be handled appropriately.

<http://webusability-blog.com/registration-kills-conversion/>



4. Sharing and communicating

One of the main goals of BlueDot project is to enable users to commit into using IBMs and IBM's partners technologies. Usually, this kind of decisions are not made within an organization on a single person level. Thus, we should enable user to share and discuss content of BlueDot website. This is important if we are to succeed.

Our current sharing capabilities are very limited to email exchange and social sharing. We should expand that to allow user have private conversation with her/his colleagues about selected parts of the content (as oppose to public commenting).

Some of the features that could add value to this project are:

- private commenting
- private discussions with teammates around content selections
- selective sharing
- briefcase with folders for organizing content around projects and ideas
- on screen content annotations shared with team
- communication history with team and with IBM
- ability to share content filters

Chevy Chase, a big supporter of Puppies Behind Bars, a prison-training program in Sullivan County, NY that teaches inmates how to train service dogs, wasn't expecting a fifteen-month old male yellow Lab was deer to find a home. The dog was found by the program's director called Chevy.



Pop singer and actor Lance Bass found his extended canine family at a local

User Testing and Analytics

User testing and analytics

This should be an ongoing process. We should develop metrics to constantly validate new and existing content. Stale progressions should be removed and new ones that don't work should be improved.

Content style explorations.

During testing, some of the users suggested different types of content structures (e.g using case study pattern - problem/solution/results - having same pattern in all content pieces would allow users to digest content faster).

We should also try having different content for mobile and for desktop as users absorb those platforms differently.

We also should constantly monitor analytics for usage patterns, sharing stats, conversion funnel efficiency, returning users, etc.



CMS enhancements

As BlueDot project grows in size and amount of content we should also update current CMS capabilities. As at present, we can see three types of CMS users emerging, those being:

Content Manager (primary user) - responsible for managing content. This includes content input and updates. This user can nominate Content Editor (CMS user who is able to edit just a single progression - currently implemented by sending a link to this progression).

Content Editor - edits single progression.

System Administrator - currently nonexistent. Should be able to do whatever Content Manager is doing and also to manage users.

Additionally, introduction of the Publishing Window for each progression would allow for better content management and prevent unnecessary content from being displayed. To perform this function manually usually leads to content being overlooked.

Another feature that would benefit both users and managers of the site would be introduction of metadata to each part of the content. E.g. assigning content ownership to each progression or downloads will allow for accountability and keywords, tags and categories would allow for content filtering, searching and assigning relationships between different progressions. Tracking content updates and changes also would be a nice addition, especially when combined with monitoring how those changes would be received by users.