

Case A

Participant: Designer 2 (P)

Facilitator: Xiao Zhang (R)

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R: #00:00:00-3# ok, so can you show me what feature is related to email and support meetings?

P: #00:00:10-4# just related to email? and supports meetings, ok, I guess the thing is hold activities, so you have to go to activities. The problem right now is you need to get on the network. So if you go to guest, you go here, and go to guest, [the name of the company], so you go here, it might take a second, sorry. ok, so now, so yeah, so we have these things called activities. And activities are really meant as a sort of an email replacement, or I mean that's the way they conceptualize before I even join the project. So this thing as an activity is sort of like people come together for activity. So I guess the back thinking is that why are you emailing people while you are emailing about a subject about something, and there is some sort of activity that you want done through that email, right? So in that regard, these activities are meant to sort of get people away from emailing back and forth. And people are emailing files and often what happens in a business context that people forget about...people kind of get lost in the email threads, right? And they may make a decision in an email that sits somewhere in somebody's inbox, and then when the time comes, when there needs to be accountability around why the decisions are made, it's difficult to get back and find that email where that decision is made, right? So activities are meant to be the sort of workspace where decisions can be made. And so, here is an example of you know, this dialogue, you know this all great like you know like test. And you can invite participants, so similar like email, you know you can add people. I don't know what's going on here, what this little box is.

R: #00:02:51-1# So this is the name of the participants of their email address?

P: #00:02:55-2# Yeah, it's kind of like when you have two and cc, this optional participants, this is participants, so you invite people to this similar in the email, so for example I invite myself.

R: #00:03:11-1# so that means the people here the participants need to have a sap account?

P: #00:03:19-6# They need a [the name of the product] account, yeah. not a [the name of the company] account. [the name of the product] is the application, right? So, here we have this activity, and one other things we were thinking about with this is that, no everybody is going to understand how to use social networking or, and use like cloud application. Not everybody is familiar with them, right? So, one other things we were thinking about was providing help, bubble help, you know, as a way to help people understand what are the core things that people need to do in this activity. That being said, I think there is a lot more we can do here, and I think that what often happens you know in business is that, you need to scope down what the original design is. So the original design was a little bit different than this and probably had a lot more involvement, a lot more nicer UI. But this is what we got due to time constraints and technical

feasibility, right?

R: #00:04:18-0# so this is the latest version of the activity?

P: #00:04:24-3# no, this is what is on production, so what the world sees. But we have a more advanced version of this, but it looks very similar to this.

R: #00:04:37-2# so this is related to email. So what feature is related to meeting?

P: #00:04:44-2# Sure, so, there is these things called tools in an activity. So you click on add a tool, right? and you have all these various tools, right? So in a meeting, normally what happens is that, you have these things, you create an agenda, right? So this is meant to support a meeting, right? So I am just gonna say don't show this again, let's get rid of the bubble, right? So here I am gonna set up an agenda, right? And in here, agendas normally have a start date, and a time, so let's say you know, oh, we will set up a meeting for our discussion that we are having right now. So say, ok, I am gonna add this and now I have this sort of tool where I can create a topic. So agendas normally have like different things that people are gonna talk about. So maybe there will be the you know, will ask about introduction, right? So you add that, you can choose different presenters. So for example, If I want you to....if I want myself to present.. well you...you know...I can put myself in there, right? And I can add in some details, and I can add in attachment here, down here, right? So that's what.. you are gonna do the introduction, and then let's say, I am going to do topic 2, you know what I mean? So another..some other topic, right? And I can type in my name, so this should work...oh. it's because I haven't join the activity. So on the side here, like I am showing as pending. But essentially, I 'll just add that in. And so this is meant an easy way to create an agenda for a meeting, right?

R: #00:06:24-9# ok, this is create....but I think [the name of Designer 1] said there is a feature that really like Google docs that people can talk just like instant message.

P: #00:06:40-6# So if you want to have like a.....So this is sort of the meeting preparation. So you are saying like supporting meetings, right? In a meeting, you might want to have.....let's say this is like.....I guess I will take a step back here because I don't know what's the.....I mean the tools are really meant to support meetings, but the same time, get it around me. It's like there is always going to be meetings that happen in big businesses, right? But what happens is that there are so many meetings these days, and so much coordination's that happens that it waste a lot people's time, right? So [the name of the product] is a tool that people can use to reduce the number of meetings that happened because they can just create this kind of activity, get some quick feedback, and to do that, they can use this tool called the Discussion tool, right? And you know people can type in here and saying, oh, ok, you know, let's talk about sales this quarter, right? Alright, so, then somebody, you know, you might say that and then other people can reply to that, right?

R: #00:08:02-3# Ok, this is really like Facebook.

P: #00:08:04-0# similar to Facebook, so it sort of allows people to have a conversation inside of this space that's secure that not everybody else, only the people in the activity can see, right? they can also add other things like they can add images, so let's say that this is, you wan a make decision around, you are building a website, and you wanna be

able to understand like what are the images that we are going to use on a website, well, you can work with client, you invite a client to this activity, right? and host all of the images that you are considering, right? And you want the client to pick 5, the top 5 images that you are gonna use as, let's say a screen, like the first image that you want people come in, right? And you can slide between the different images, so you use it as a way to get feedback from the client rather than going like sending an email with 25 different images and then ask them to reply to that, right? This way, you can upload individual images and people can comment on them individually, right? So I don't know what's on your computer here, so I won't go and find files, but you can do that. Let's say you are working in Google Docs, and you actually use Google Docs, and you can bring in Google documents in from the cloud, from Google services, and you can bring them in. So maybe you have a spread sheet in there that you have been working on with some people, right? And you wanna bring it in here and show it to your client to saying, actually, these are the statistics from Google Analytics. you know and we have noticed that you know a lot of the demographic that you are polling in and out is from western Canada, but we wanna kinda scale it up, so that people are from eastern Canada also come to this, and also in and out as well. So we are noticing that really the business is really focused on BC or western Canada, for example, you can poll that kinda data in and show that to a client in this secured space, right? So, and you can use that during a meeting, you know, so let's say you are on a phone, and you can kinda go through that over the phone, that often happens when I use this like that as well, and we have seen other people use it. You can also use it in a presentation where you have this upon a projector, right? You have been to some of our meeting's room, there is projectors, right? So some one person hooks their computer up to the projector, and they project the [the name of the product] activity with the content, right? And so, one way that we have afforded for the, I will just sort of show you as an example. So we had this table tool, right? that people can self create a bunch of content and add things in. And we also have this thing called fullscreen mode, right? So when they are in fullscreen mode, it's meant for presentation purposes and also for working, having a larger work space. So it's both for the individual, but also for a share purpose, because when you are in the sort of fullscreen mode, people can deal the screen size, force for the whole picture rather than just a smaller picture, which is self contain within the activity. So there is an understanding that this work item as we call them, are sort of individual pieces of content that fit into a larger context. A larger context is that activity, right? So we provide different use in order to help frame the end user to understand where they are in terms of the navigation, but also to help really focus on a one particular thing, right? So that's kinds of thinking around that.

R: #00:11:39-5# so this is under the feature called the activity?

P: #00:11:45-3# yeah.

R: #00:11:50-2# This is tools.

P: #00:11:50-4# we have tools, right? so there is a whole set of tools, right? I mean, those are the decisions that we made before, like the whole structure of this was sort of existed before I came on board. But I work in the space to really thinking about how this collaboration happen in the space and to improve that. Part of that...a lot of that is simply on the user interface level, some of it is also on the conceptual level as well. So an example of the UI level about a year ago are at the activity space, like what you are looking at, didn't really look like this. So we refined by trying to visually group things

together. So you see all these like little items on the side here, so this is...this one here, which is a theme icon, is meant to kinda show users what is happen to this, like history of this item. This is comments, this is action items, and action items are tasks, references are like attachments to this item, and this is information. Well, a year ago, or a little bit over a year ago, this was layout like this, and some of the user interface was done here was to really visually group those things together, so that the comments and this little panel here that's on the side is related to this thing here, so that this makes up one big chunk of information that the user can understand. So that's some of the thinking, that's some of the user interface level that we done to help the user understand the space visually a little bit better to create that mental model in their head that, ok, each content piece has related content to it, so like comments that are attach to it, each thing has a history to it. So I guess on a more conceptual level, I think we are still working with this to help users understand what is this thing, what is this thing called activity? right? I have been looking at well, some of the terminology that we use, so activity should have objectives goals, right? So altering collaboration it really takes a common goal, so when other people, when you invite people to this thing, they understand what this thing is about, right? and what am I supposed to do? right? And so this new work that we are doing is really meant to do that to help users frame what the goal/objective of this activities meant to do. So we did that by, when the user comes in, there is a sort of piece that sit at the top of this activity that sort of says, has the person who created the activity, the owner, has their profile picture, and has a description of what the goal is that the user would have entered. So right now, that exist, the content exist, but it's in this sort of pop over, or this little light box over here, and it's unlikely that people are gonna click on that because it's sort of hidden. So what we want to do is really bring that to the foreground, and then add content in there that will get people to understand what this is about. And there is also this you know, like in Facebook for example, you have this status updates, and people write, oh, this is what I am doing today, right? Again, we wanna to foreground that aspect of it too, because in this activity we have that affordance, but again it's sort of one level deep. We wanna to bring that to the foreground and sort of make it so that frames the purpose of that. So the purpose of that box, which is a little bit different than Facebook, is to actually get people to update the activity with what they are doing in a human language, sort of like I have added a few slides here, can you please comment on that. So there is a little bit of design around that, so to foreground that aspect because that's really important in the work. People really want to what's happening here, so I knew what the objectives is but what's new. The third part of that is this little link that says get caught up, and what that link is meant to do is to then foreground, hey what is the five newest things that have happen in this space? And what are the some of the tasks that are outstanding that are somehow related to me as an end user? So that's really meant to help organize and provide an understanding to the user that it's not just as huge open canvas where everything is going on, but actually helps to structure, to provide structure to the end user by subtle kits of language like such as activity objectives, the same time as our org getting cut up, you know, that help people to say, ok, I can understand why I would use this thing in a space, similar to, you know, if you been in a meeting and somebody comes in late. Normally, somebody says, oh, hey, Jack, I know you are coming in late, so Jenny and I have just been talking about such and such you know, this topic, and you know, this purpose of this meeting is to do....so that we come up with an end result on topic x, right? So that just naturally happens, right? So it's trying to taken those common experiences within meetings, and interaction with real life work, and trying to bring that into the system.

R: #00:17:55-6# ok, so, another question that is before you enter this design team, the

activity(feature) already exists? when you come in, you did several round of work related to interaction design, so what's your opinion about these features?

P: #00:18:20-9# about the feature that I just been describing? or...

R: #00:18:24-1# Yeah.no I think it's about this feature, activity

P: #00:18:30-1# well, the activity is not really a feature, is more like the fabric. It's sort of like a core component of [the name of the product]. If there was no activities, there probably would be no [the name of the product].

R: #00:18:38-7# ok

P: #00:18:40-9# I wouldn't really call it a feature.

R: #00:18:43-5# so this is a, so how do you call it?

P: #00:18:50-4# no, I would just call it, it's a component of, or you know it's like, it's the core of [the name of the product].

R: #00:19:00-1# ok, so what's your opinion about this component?

P: #00:19:07-6# do you mean like the drop-down menu? I don't understand what you mean by activity. Do you mean like the arrow when you click on the label?

R: #00:19:16-2# so because I don't know what you call them.

P: #00:19:23-5# so those are I guess views of an activity, so there is the work canvas view, there is the feed view, right? and the feed view is a history similar if you click on it, you will find that it's similar to Facebook. It's like the wall, this is like, the feed is like the wall of the activity, right? And action items are tasks, so that's another view or aspect of an activity.

R: #00:19:56-4# so what's your opinion around these tools? How did you make design decisions that these tools should be included in the activity?

R: #00:20:13-4# well, I think that the tools are like widgets, and they are quite modular and flexible. I didn't make any design decisions around how that works. I mean that's just the framework of the activity that those decisions were made way before like I join. I mean I didn't make any decisions around the structure or information architecture of an activity. That was already there, and similar to, I think this happens in a lot of software is that people come on and on board on a team, and things exist, and you can't go about change them. It's sort of like if you set to the Microsoft Word team, oh, yeah, we are just gonna remove the rebid, I mean, they'd say no, we can't do that because it's like a core aspect of you know what users expect, right? So it's at that point now in [the name of the product] where we can't just like tear things out and reframe the whole thing without calling this thing something else, not [the name of the product], because a lot of users will be upset. So, but I can comment a little bit on, you know, how this works and my sentiment on it. So I think tools, I think what really works really well in [the name of the product] is that there are these individual tools that it's modular, so, and personal, people can make it quite personal by adding different kinds of tools that suit their own needs. So

we have something like 30 tools available, right? And each tool has multiple uses, so it can be use in different ways, like a table. The table is one of the most flexible tools, right? A text note, or note tool is really flexible as well, you can use it for a lot of different things. But the other tools are a little bit more fine grained, so there is a checklist, ok, so you can use the checklist in a lot of different ways, right? You can use it as an actual, like here are somethings that I need to get, or it could be like, here are the things that are done, right? So there is different ways you can use it as well. And I think a lot of our tools are like that, and some of our tools might be a little bit more specific, like a Pro/Con tool, right? So you can use a Pro/Con tool for almost anything, but it's pretty much a Pro/Con tool and you can understand that, ok, I would use that weigh the Pros and Cons of any kinda topic. So I like that aspect of [the name of the product] because it forwards for...it's kind of like a platform that allows for a variety of collaboration, right? So [the name of the product] are the canvas or activities allow for a lot of different kinds of work because it's so flexible. That's a huge aspect or huge gain, right? Not only that is that, our tools that we have APIs for our tools, and anybody and develop a tool. Like you can develop a tool if you want to program one, right? and develop one....and use it as a very open API, and that was very a conscious decision, and then it will similar to how the iPhone is a platform, right? So we are thinking along that same line set. Different companies can develop their own custom tools for their own individual processes, right? So businesses out there like for example, Coca Cola, they have their own.....they have a whole process they go through, right? would they get support from different stake holders, right? So you can then imagine that [the name of the product] could be used for those kinds of processes and Coke might want to design specific tools for their own processes that are very unique, right? Well [the name of the product] affords for that, so I think that's really powerful. In speaking about individual tools that we have, I think a lot of them are under designed. And my sentiment there is that, that's often due to technical and time constraints. And I think that there hasn't in the last.....since I started until about a few months ago. There hasn't been a large focus on refining those tools. So we have all these kind of tools, but you know when you go to a store, and you wanna buy tools, and then there is like the really cheap tools that have plastic handles, and then there is nice tools that have the nice grip, you know rubber handles and you can tell the way that they are constructed is that they are not gonna fall apart. Well, I find a lot of our tools are on the first kind, right? and they need a little bit of fine tuning to make them usable, right? Now we are not trying to replace existing tools like, that exist in Microsoft word, or Microsoft tools that people use. We want to...and we are not trying to replace Google documents. It's more that we are trying to create tools that get people 90 percent there, or 80 percent there, and what that means is, some meant to replace all of the ecosystem that they are already using, it's meant to complement that. So that's what I think about tools.

R: #00:25:17-1# ok, and so your work is designing the interaction flow?

P: #00:25:41-3# yeah, yeah, so my role, I mean to thinking through what happens you know, when people click on things and how does that appear? where is that interaction occurs? is that feedback appropriate in terms of, one, does the user understand that, that action, or managing the expectations of the users. So when they click on that, you know, they don't expect that this activity is gonna disappear, right? They expect, ok, maybe the first time they might not know what's gonna happen, but the idea, because you know, who knows, right? you don't know. But the second time that it happens, and by the third time, they should have a good understanding, ok, I know what's gonna happen, right? And then if I click on anything in that list there, I mean there should be a

reasonable understanding that it's gonna do a similar thing by give me a different kind of tool. So I mean that's something that I am always aware of, that what is the consistency across the [the name of the product], right? So if you are in different section, and you are clicking on a similar button with similar text that there is gonna be an action that they can conceive that it's gonna be the same, right? And we are always working on that to create a harmonization across our application.

R: #00:26:58-2# ok, so here this is chat, it's really like Skype and MSN messenger. Do people use chat to have a meeting?

P: #00:27:24-1# I would say, I don't have any first hand data to...I have never done like interviews around how people our chat. But I know from the data that it is being used, and actually is increasing in usage, which is a good sign. So as a sort of a side note, I do reports on [the name of the product] as well. So part of my job is...or part of the unspoken part of my job, which I felt is really needed in today's application, as a UI designer, I think, not have any access to data around how people are using something, you are gonna lose 100 percent of the time. I mean because the person who has the data and can understand how people are using their application, how like thousands people are using their application, are gonna be able to understand it better than I think user interface designer who just goes on a wind. It's not that I say I trusted the data 100 percent, I think the data provides a context to understand something or to invest something for it, right? So when I say, ok, yeah, you know, last month, I looked at the chat, so how many people are using chat? And I was actually really surprised, I thought it wasn't being used that much, but in fact, it's a lot of messages have been created. So and it increases, right? So that means, ok, well, more and more people are using this thing. So that means, ok, well, this thing actually does have a uses, not just a thing that flip in the corner, right? So, I can only tell you how I have use it and how I know other people have use it. And it's mostly like for quick questions, so hey, can you take a look at this, or can you go look at this activity, or I have added something to this activity, or another quick question is related to what, right? So, I have never had long conversations, but I had these quick conversations, and it's not something that is always open that I am chatting with people. It's mostly like, rather than picking up the phone and calling somebody or sending an email, sometimes it's quicker to just do this. That being said, I think there is.. so this is actually one of the first things that I have ever designed for [the name of the product]. So when I first came, I was tasked to design this chat. So I think that I have learnt a lot from this, and through using it and through hearing a lot of user feedback. So part of it is that, a lot of the user feedback when somebody messages you, is not enough. So people often don't see it blinking that there is a message pending, so that's something that's missing from this, and I have heard that from other users and hearing that, and from using that myself. Because one of the good things, nice things about this kind of systems is that you can get pinged and you can respond really quickly, but if you miss it or it's unreliable, and reliability is really important for communication tools, right? sort of like if you, called somebody in like 9 times out of 10, the other person's phone never ring, right? and you thought it was ringing, right? You would kinda say, I am gonna stop calling that person, right? or I am gonna stop using my phone to call that person, I am gonna email them instead, right? And so, you know, I am sure sometimes with email, you try to email somebody and like might take like, you have to send like 5-6 emails before they respond to you, right? Then you figure out that, ok well, email is not the best method to get hold to that person. So part of that is the individual who uses that kinda technology, whether they feel like supportive or not. And the other part is the validity of that actual communication tool. So if the communication tool is the

thing that's failing, then that's really bad thing, right? So that's my job in a sense like, I understand, ok, there is some issues with this thing, we need to improve those things. And that has to be weight against the other things that are going on and around this. So I guess coming back to your question, I am not sure what your question was around? you ask how people are using this, right?

R: #00:31:30-7# Yeah, yeah, yeah, I think you have answer my question, so for chat, this is your design work, my question is did you propose chat should be included in the [the name of the product], or before you joined the team, they had make a decision.

P: #00:31:57-3# That's a larger design decision I mean. So, you know you talk about real time collaboration, right? well, real time collaboration requires some sort of real time communication too, right? I am sure you can add a saddest post, right? But that's, let's say something that something is a little bit more confidential, or the end user doesn't feel comfortable broadcasting things to everybody so that one person can reply, right? So I mean it wasn't necessarily my decision, but it's with something that I supported when looking at the primary, the list of different features that we wanted to build, or the different components that we wanted to build, we certainly you know thought highly of this component because we felt communication is a huge part of business, and personal communication and one-to-one communication was something that we didn't support and I think we should continue to support because I think it's an necessary thing, and it's not just to have these like conversations or to have an actual thing to replace meeting. I wouldn't say that this is a tool that replaces meeting, I would say it's a tool that assist people in answering quick questions.

R: #00:33:26-2# so I know that is important and people need this tool. so how did you solve the problem that people are not aware that someone has pinged them?

P: #00:34:14-2# Well, it's not solved yet, but I do have ideas of how to solve this, right? So I mean, in those kinds of cases, I mean , this is not..I am not reinventing the wheel here. I mean this problem has been solved. You can look at like everything from ICQ, which is like one of the first earliest kinds of system like this. But I don't know what that is, yeah it's before like MSN messenger, right? So you can look at MSN messenger, you can look at Facebook, how they do that obviously. I mean you can look at a lot of other kinds of instant chat systems, right? There is another one for the Mac, which I forgot what it's called, but you know. So what I tend to do, well when I was designing this, can I go back to that, you do a sort of competitive analysis. So you look at like whatever all those other systems doing, the ones I just mentioned plus a number of other odds, and looking at what are the common things, what are the common patterns, right? And it's not because like, oh I trust Facebook because they make all the best decisions. It's not that, it's not even about like what company is doing what, it's more like how can I leverage patterns that will be familiar to people, right? Because chances there are is that somebody who is gonna be using [the name of the product], has probably used ICQ, MSN, Skype, one of those tools, right? And so the presentation of that should be similar so that we can leverage that understanding, so familiarly, right? And I think, actually, this is kinda part of my thesis work , you know, at SAIT, where I talk a little bit about you know constructivist learning, right? And that's the idea that we are always like building the scheme as, right? We are always using previous experiences to help us understand the current experiences, right? So, in that case, you know it's like how can I use that understanding, right? user's understanding, right? to design this thing. Previous experiences, previous understandings of these kinds of tools. I mean that's a

complicated, that's a more sophisticated way perhaps approaching or talking about it. But I mean in a more simplistic way that you know, you look at other systems, do a competitive analysis and you figure out what are the best qualities of these things? And how sophisticated or how complex do I want to make this. I don't want to make this complex, this is not like a stand alone chat. It's meant to just be a system, a communication system in [the name of the product], right? So how can I poll out the most important features presented in a way that is going to be understandable base upon people's previous experience and be use within, useful in the context of this activity. So then I started thinking, ok, well, one of the things then you probably wanna have the panel that's open, and that's kinda difficult to see right now. So if foregrounds people who are in this activity, so you can also build out different chat lists. And because you are a new user, it's a little bit different experience, right? But for myself, I have a whole list of people who I frequently collaborate with, and also a list of people in this activities. So when I come to an activity and I say, oh, who's in here right now? And I can chat with them and say, hey, could you take a look at this, right? So I was thinking about different workflows that were probable base upon what probably my previous experience using [the name of the product] because I had already, we use [the name of the product] for a little bit. And just to observing people use [the name of the product], right? So you kinda say, ok, well, this is where the innovation comes in a little bit, right? you start to thinking about, ok, well, you know, this problem hasn't been solved, so what is the best solution here to address this? And the other decision was that, we would keep the chat so that if you leave this activity, the chat thing still is there, and you can still chat with everybody because it's not bound your chat, experience is not bound to just one activity. The thinking there was that you know, people are going in and out of different activities all the time, and people have like you know 50 activities, and they might going to 3 activities or 5 activities within the spend of like 10 minutes going in and out, right? So you don't want to have this broken chat experience, right? you wanna have that carried over different things. So that was another design decision that was made in order to ensure a kind of a fluent experience, right? So, and you know, again, this doesn't...that doesn't.. there is no really precedence for that, I mean you can say that like on Facebook, imagine on Facebook, every page you went to, you lost your chat window, that will be really annoying, right? So you are able to kind of you know deduce that that's probably not a very good design decision if you are to do that. So I mean that's some of the thinking around that.

R: #00:39:23-3# so how did you make such decisions?

P: #00:39:49-0# I don't know, it's pretty obvious, I don't know, I just...

R: #00:39:52-1# but this decision is generated by the discussion among you and other team members, or you can make the decision by yourself.

P: #00:40:02-2# So what will normally happen is that, probably like design like a number of different iterations, show it to [the name of Designer 1], you know at the time, get his feedback. Her provides feedback, I incorporate some of that feedback, and then I would you know iterate a little bit further, show that to him again and maybe some other teammates, get their feedback, iterate a little bit more, then maybe show at that point, is ready to kinda show to the development team and some of the product owners, and they will then provide their feedback, and they have their old like user stories that explain what are the things that they want out of this, right? And they look to that list, and say, yeah, does this have all the things that we are looking for, and the development team

looks at it and says like, ok, is this feasible to build? are you trying to build something that's impossible? or is this within the rim of a you know, we can execute within a few months. So you know, and then I take that feedback, and then I reincorporate that into the design, and then start working with the visual designer...so once I have that, I have a sense of, ok, what is the scope, I start doing more fine grades specifications and then I start working with the visual designer to refine the actual visual design of this because at that point, it was kind of just like really wireframe mockups, right? And then, so then the visual designer would work with me and we would come to a point where we were satisfied with where was at. And then we start working with the developer and ensuring that, well I would work with the developer, the visual designer would kinda sign off on that. And I would work with the developer to ensure that it was like kind of to specifications. So that's the process.

R: #00:41:42-9# ok, so the process like [the name of Designer 1] and other product owners, they have the thought of this feature, and then they have a discussion with you that you really support the chat, it's an important feature for the streamWork?

P: #00:42:01-6# I wouldn't say it's...I would say that it has its place, but I wouldn't say that it's critical, I would say the activity is core apart if you didn't have activities, there wouldn't be [the name of the product].

R: #00:42:14-4# Yeah, I know. But for the chat

P: #00:42:16-7# but chat, I think it's like, to one of these things, it's about hygiene feature. You knew you kinda need it because...I mean I knew that people wanted it because it wasn't just like, oh yeah, let's come up with chat. It was more like we knew people wanted it because there were a lot of requests or feedback system. So we had this feedback system down here where people click on this, and then you can provide feedback. So we get customer feedback through the system and through other sources as well, and we know what things we should be building or have a sense of what we should be building base upon what people are asking for, and what a lot of people are asking for, right? Like this thing here has like 672 votes, well it's pretty obvious that we need to support that kind of activity, right? And a lot of these things are already obvious to us as well, but you know, and other things we get through usability testing and you know, through other kinds of sources. So they are not just like, hey let's fold this idea around, and you know, somebody agrees to it. It's more like we think through, other areas we have to think a little bit more design early, saying, ok well, these people are looking for this, but sometimes users don't know what they want, sometimes users say, oh, I want this, but that's not actually gonna help them. So we need to kinda think a little bit more design early and thinking about like, ok well, what is the real problem here? Because we wanna understand what the problems are as supposed to what the solutions are. So that's sort of the one way of thinking about it. So when I look at this, I say ok, I am not gonna just look at this and say, oh, that's a great solution person, like person x, and then design that thing. I kinda of look at and say, ok, what is the real problem that they are trying to solve with this request? with the feedback? And how can I incorporate that into the fabric of [the name of the product], so that it's still conceptually make sense to end users and fits within that scheme of that existing users are already have developed, right? to interacting with [the name of the product] because it's like a learning experience, right? Using new software is a learning experience and it's about leveraging the experience that people already have. That's a huge thing that I talk about in [the name of the product], is that we wanna reduce the number of UI components or

UI patterns, so like you don't wanna have pattern, 2 different patterns for the same kinda interaction. You wanna kinda reduce it so that people have an expectation, but also can leverage that experience of using a similar thing. So we have this like component where people type in to a field and it displays who the person is, like it could do a typerhead suggestion, right? But we don't want to have 5 different typerhead suggestions, we want them all to work the same, right? even though what is has happen is that, 2 different developers work on a similar thing, and they are unaware of their work, and then both get it to the product, and they have slight differences between, right? Well, we don't want that because that's just confusing. So that's something that we look at because you wanna be able to leverage people's previous experiences and that's a whole learning thing.

R: #00:45:42-1# so how did you design team make the design decision about hygiene features?

P: #00:45:52-4# well, ok, so probably in the similar way, I mean we kinda look at it and say, ok, well, yeah like, again, you know, I think, it's, there is 2, a lot of the research that happens is competitive analysis, right? You look at what other people are doing in the same field. In the same field but sometimes also outside of that field, right? You hope to look at tools that are used frequently by your end users. In our case, it's a very generalist tool, so very generalist tools like Microsoft Word, Microsoft applications, stuff that they are probably gonna be familiar with, and then you start maybe that design process from there. You might do a...if this feature happens to be like complex, you probably will do a quick, quick iterations and getting users in to see if that make sense to them once you have a solution in place. And then you refine that base on that, and then you might get in other designers to do like a heuristic review and saying design critic, kinda explain, ok, here are potential problems that I see with this, and then from that, you then you have design process. so..

R: #00:47:16-8# ok, so, who have the responsibility to propose the hygiene features?

P: #00:47:21-3# oh, product owners

P: #00:47:24-1# and sometimes, user experience would come in and saying, I think we need this, right? And that's base upon you know what we might read from literature, you know, like other blogs, a lot of books around like enterprise 2.0 or the social enterprise network, that kinda thing. So we will...UX will sometimes, or user experience, the organization of team, we might propose different kinds of things that are unnecessary, where as other times, it's the product owner who say, we actually need this, or the owner of the whole project, they might say, we really need this. So for example, there is a year and a half ago, I was talking about the need for calendars and I was talking about other product owners, saying we really need to do this, and like, they weren't interested. Then about 2 months ago or a month ago, the owner of the project who is the highest person said, we need calendars, and now that's an important thing to do, so sometimes, our perspective, we might see something that's necessary, but other people don't care of they will have other things on their mind, or other things that are important, and then you know, sometimes it takes somebody at the high, at the top of the thing. I am not to say, oh I was right and you were wrong or that's not my place. I think that there is people that are making decisions and they are the ones that are accountable for that. For the UX perspective, we wanna provide the best suggestions as possible from our perspective and if they don't listen, then if they don't listen, that's fine, we have our job to do which is

to support the development and the creation of an awesome application or a highly usable application, and so that's way it goes, right? So I don't see user experience necessarily like the one driving what the product should be. I think user experience should be helping to understand what that problem, should be trying to understand what the product is and developing solutions that assist that. But I mean that's what sales, that's what solution management, like the, we are not here to design a new product. This is not a small company that is like a startup, you know, and even in startups, there is somebody who has an idea of what the product is, and the user experience people come in and they try to create that vision that somebody else has, right? And so, that's kinda how I see it. But I think you know, we take the vision that product owners have and try to realize it you know in ways that we know how.

R: #00:50:17-2# so did you have some comments on designer's personal life experience?

P: #00:50:29-5# say it again?

R: #00:50:31-6# so can you give some comments on designer's personal life experience?

P: #00:50:49-9# yeah I mean, somebody will say, oh when I was using you know, this the other day, and I really didn't like that, or, you know, they might have say, you know, oh I really like this drop-down that's on the rooters site, it's like a mega drop-down menu, and saying, oh I really like the way that work. And I guess you discovered that through just visiting the site, you know, so for sure, all the time, like you know, we are always going and visiting site and taking note of things that we think are cool, and might, and seeing how those, actually adding that tool are like somewhere in the back of our minds like, that's kinda sitting around. And when the right time comes, we might poll that back and execute on that idea that we found somewhere, right? So I mean yeah, all the time, I am browsing websites, looking at things, seeing oh that's cool and putting that in my mind, you know, or going online and finding a really cool like CSS3 widgets, you know, so, I mean, I guess that's like using your what you see, you know, so I think all the time, we are reading news articles, we are reading blogs, we are looking at different websites, and sometimes it's the content, and sometimes it's the fabric, or you know, it's the medium, you know, sometimes it's the message, sometimes it's the medium. you know, the medium being the structure of the website and how that's put together it's really cool, and is influential, you know, and other times, it's the actual, what we are reading, the content of that site is influential. That's happening all the time, I mean, that to me is like what all designers are doing. It kind of synthesizing all of that in finding the right time to poll the trigger on all those ideas.

R: #00:52:43-2# so that's similar to you see other application, like MSN, how they did the design to support people's chat, so it's like seeing something on the blog, on some website?

P: #00:53:11-0# So I would say that there was like a passiveness, right? like, I was sitting at home, and I am checking out interest, right? So there is one thing where somebody tells me about PictureRes because this is a kind of a cool site, actually, here is a better example. Some, I heard about Addsee, do you know Addsee, so I go check out Addsee and I actually among that like quite a bit because it's like, there is a lot of cool stuff on there, right in living for supply requirement. So I am on that, and I notice

that, oh, I really like the way they do like the heart button, right? So nobody is telling me that, oh, I should go and do research on Addsee, right? I am actually just using it from my personal purposes, right? And I just find something like, oh I really like the way that they did that button, for example, right? And it's a really good feedback, like it was in the back of my mind somewhere, right? it's floating around and it's like you know whenever there is an next time that I can use that, it's appropriate, I might poll the trigger on that, right? Other times, which is like this chat thing here, is like no, I got a feature, somebody says, oh, you need to build this thing, right? And ok, well, I need to go and do research, so that's, that to me is more like active, right? so there is like this passiveness that like happens where the everyday you know, oh you know, I am you know, walking around, and I am seeing stuff, and I am interacting in the world, and I am like, oh, and I take note of these things, right? it's that research, right?