

*UX
Conference*

'06
*Emerging
Experience Design Trend*
2006.07.21

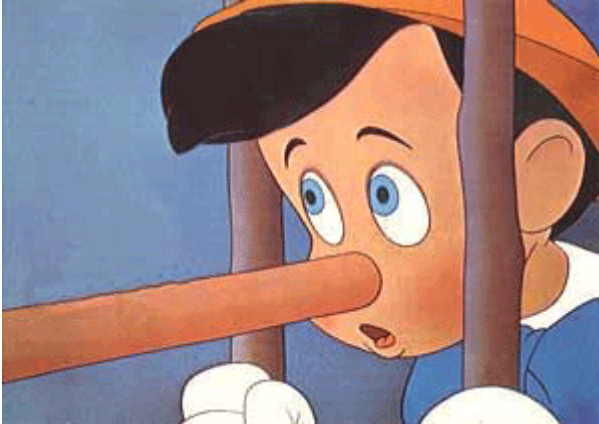
임도현
designbloom@naver.com

Trend (1999 – 2005)

- * Usability
- * Web Identity
- * Information Architecture
- * Ease of Use
- * Style Guide
- * Rich Internet Application
- * User Interface
- * User Interaction

All Experience Designers are Liar ?

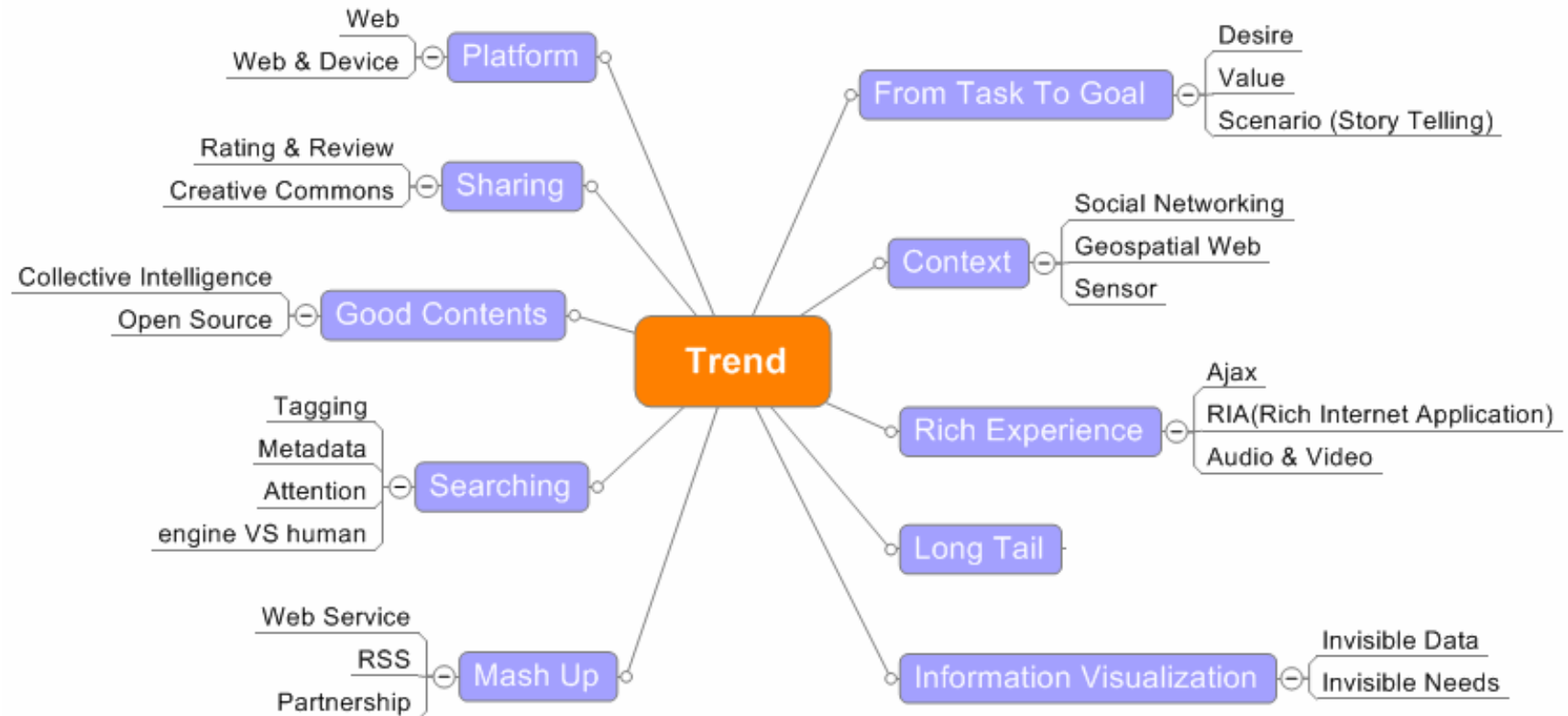
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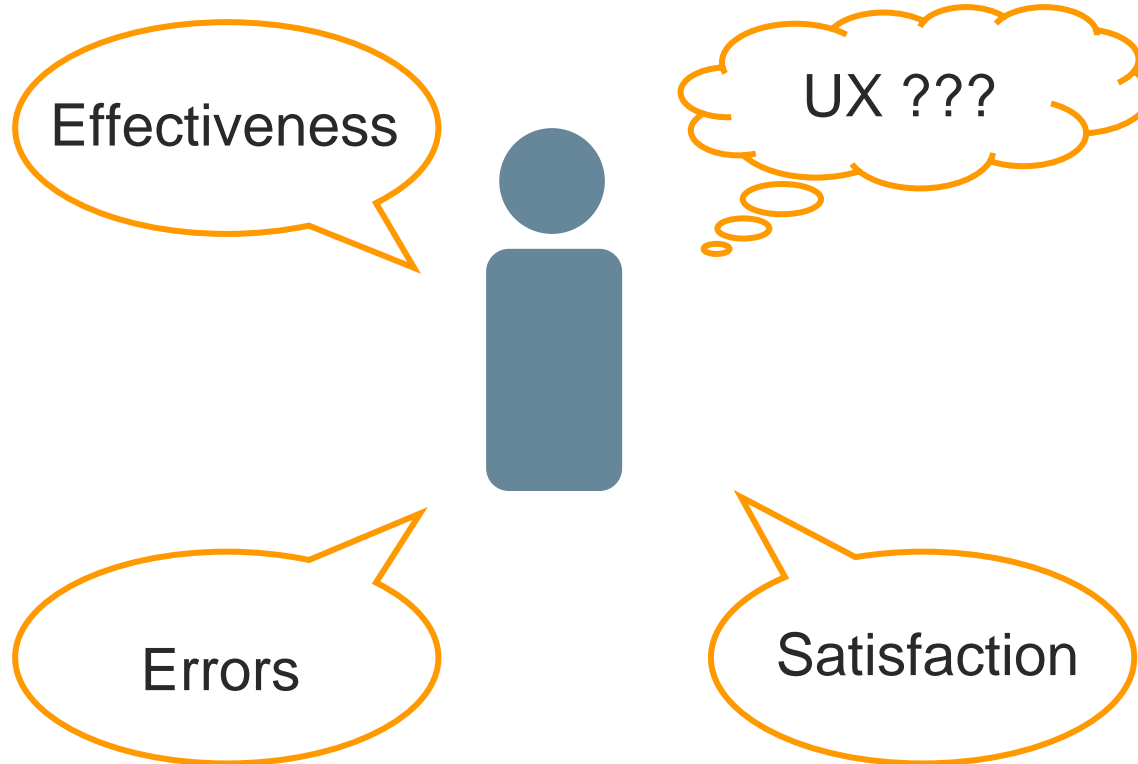
- * UI First
- * 모든 플랫폼에 최적화된 UI
- * CRM

'06 Trend

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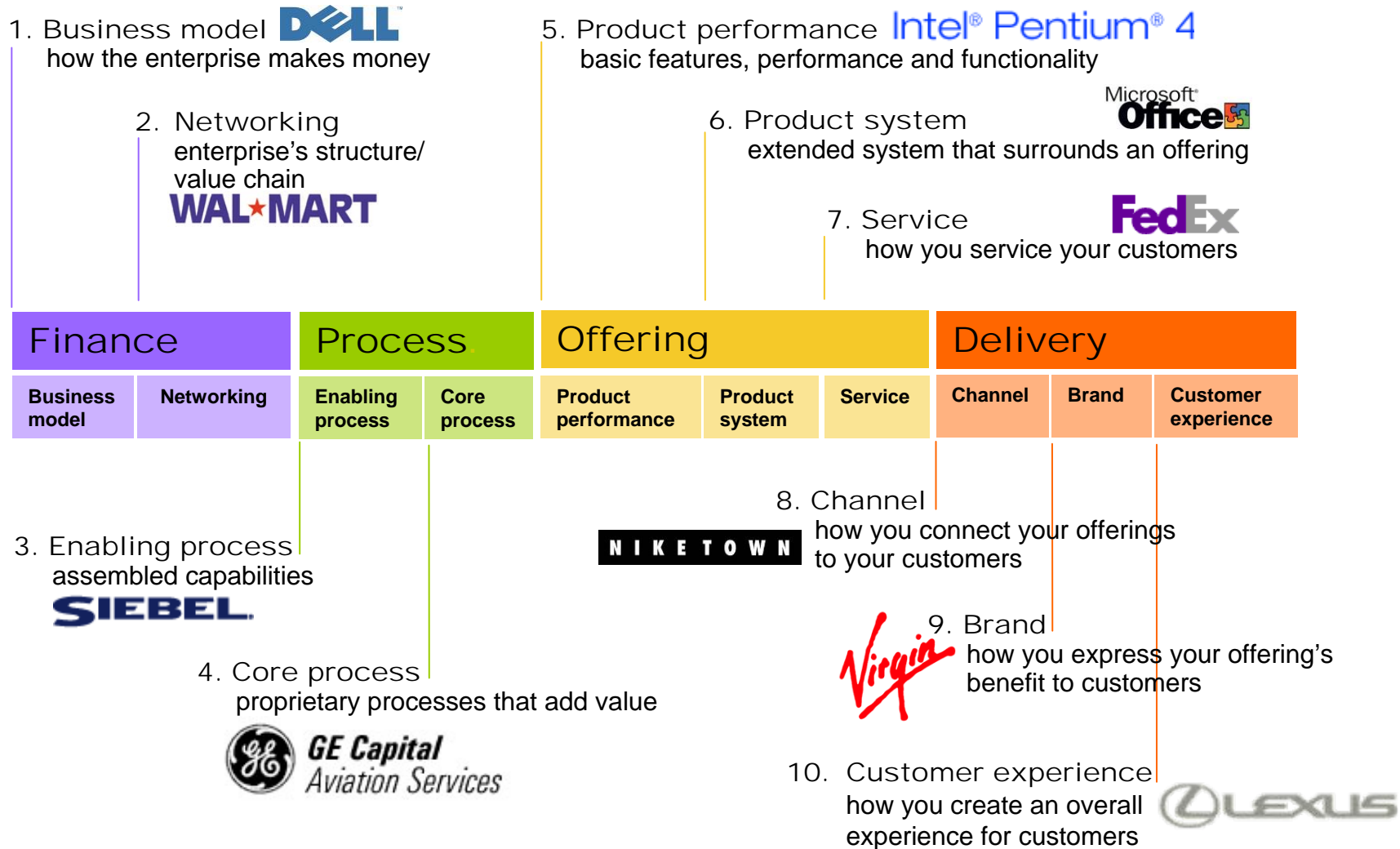


From UI To UX



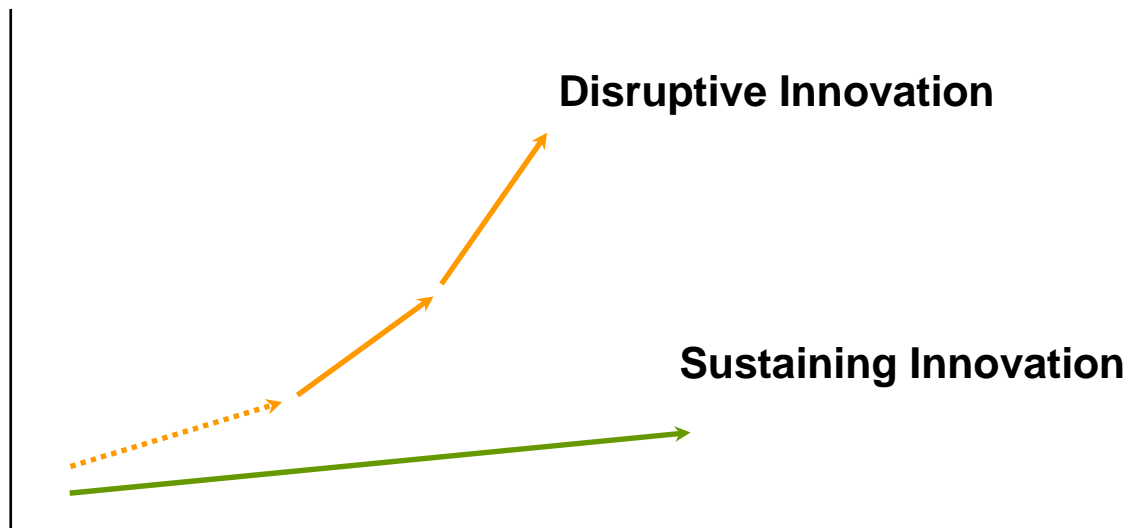
Ten Type of Innovation

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Innovation Degree

- * 98%의 innovation은 기존 제품/서비스의 개선
 - **Sustaining Innovation** – improve current one
- * 2%의 innovation만이 완전히 새로운 컨셉의 제시
 - **Disruptive Innovation** – create a new one

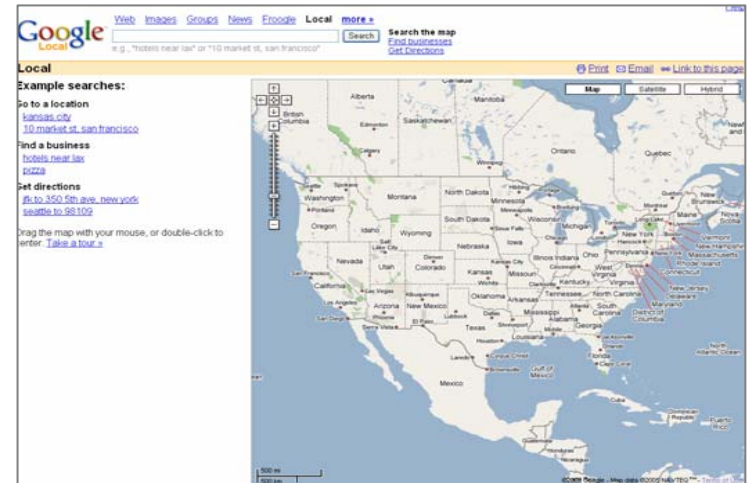


Disruptive Innovation

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Gmarket



Google Map



Tour Cabin

Sustaining Innovation

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TARGET



Sustaining Innovation

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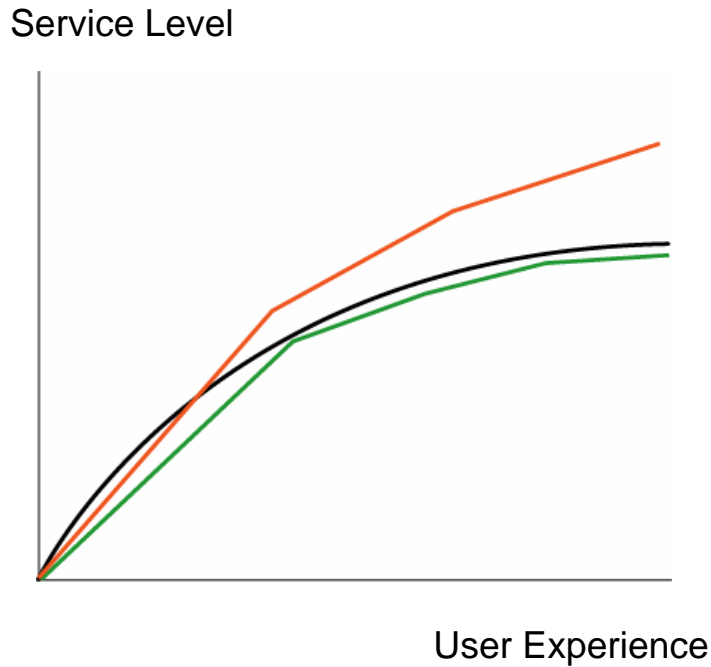
ORBITZ

tour express

KAYAK

Experience Curve

- * 2.5G의 실패 이유는?
- * 3G는 성공할 것인가?
- * Wibro는?



Tipping Point

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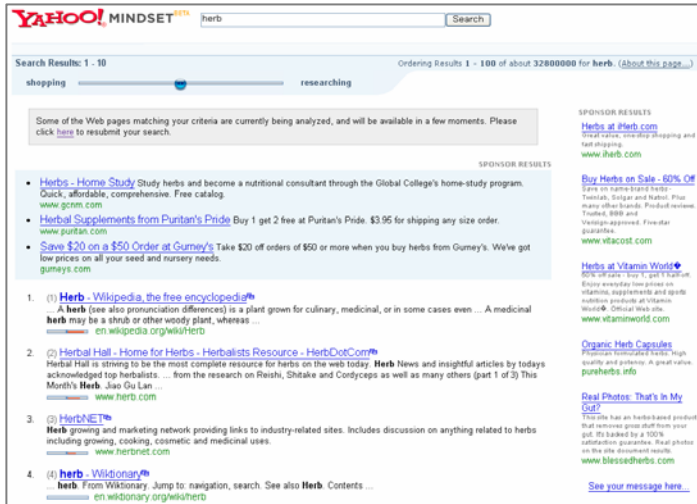


Kitchen Computer, Neiman Marcus, 1969

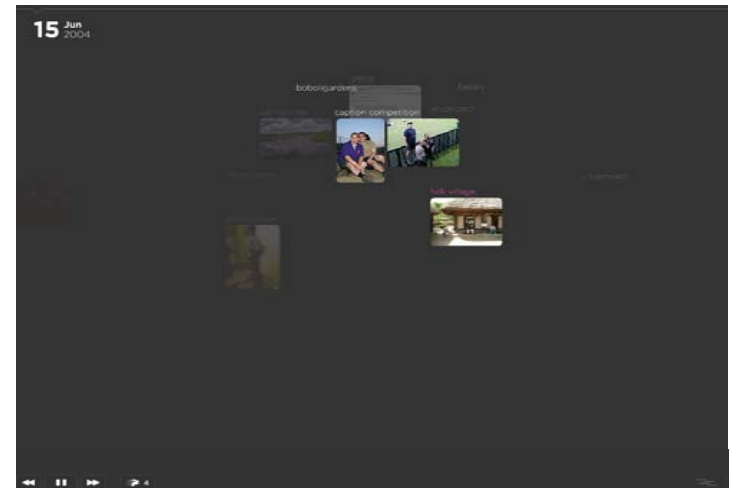


Searching

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Yahoo MINDSET

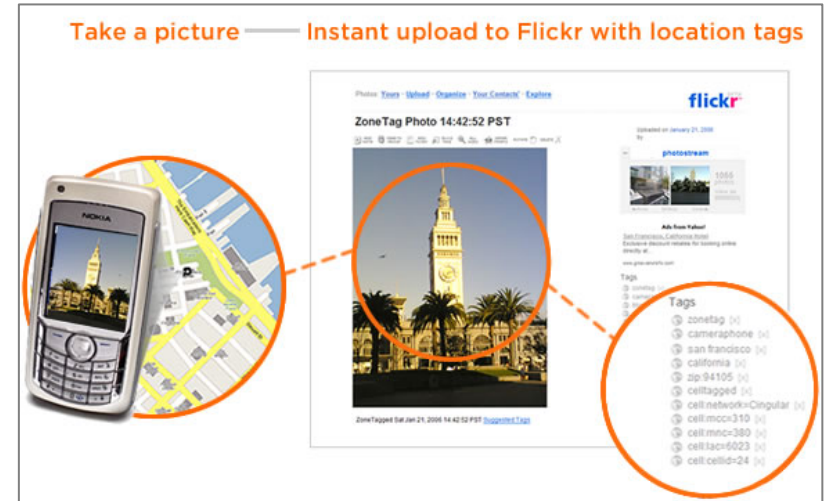
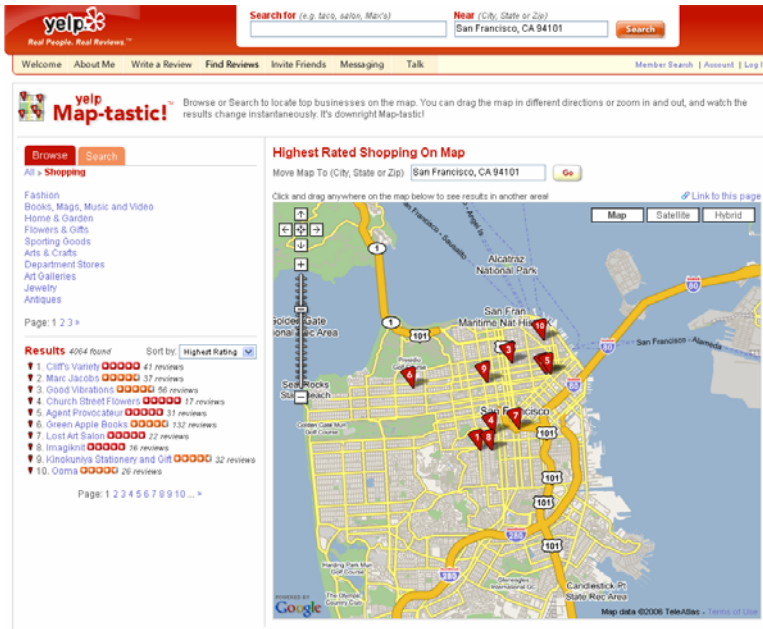


Yahoo Tag Lines



Context

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Yahoo ZONETAG PHOTOS

yelp



Windows Live Local Preview

Context

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Yahoo! My Yahoo! Mail

YAHOO! LOCAL Maps **BETA** Sign In New User? Sign Up

Search the Web Search

Maps Home - Classic Maps - Help

Printable Version Send Add to My Yahoo! Live Traffic Help

GET MAP AND DIRECTIONS Clear

Laser Quest
Phone: (650) 965-9800 ★★★★★ (5)
1400 N Shoreline Blvd Ste C3, Mountain View, CA
Make this my default Yahoo! location

- Start at 1400 N SHORELINE BLVD STE C3, MOUNTAIN VIEW - go 0.1 mi
- Turn Right onto US-101 NORTH toward SAN FRANCISCO - go 3.1 mi
- Take the EMBARCADERO RD exit onto EMBARCADERO RD WEST toward STANFORD UNIV - go 1.8 mi
- Turn Left on FULTON ST - go 0.0 mi
- Arrive at the center of PALO ALTO, CA

A palo alto
C Address, City, State

Distance: 5 mi TIME: 7 mins (approx.)
Reverse Directions Roundtrip

Go

FIND ON THE MAP Clear

Enter a search term (e.g. Joe's Pizza, Florist, wine) **Search**

Map Hybrid Satellite

Wood City 84 East Palo Alto Menlo Park Palo Alto 280 64 23 Mountain View Sunnyvale

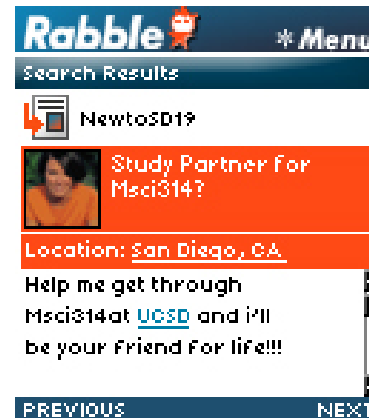
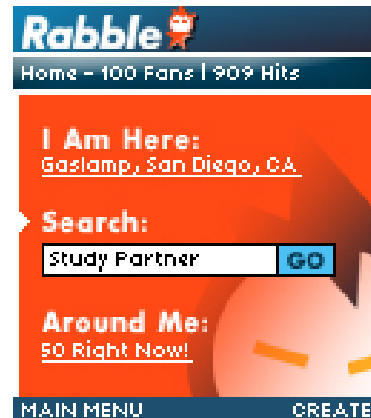
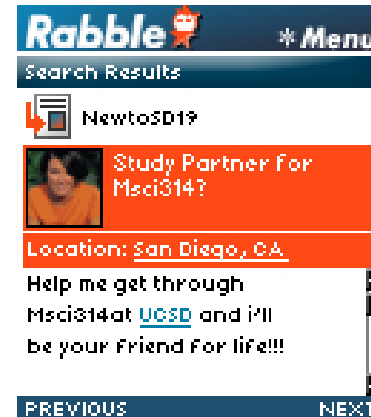
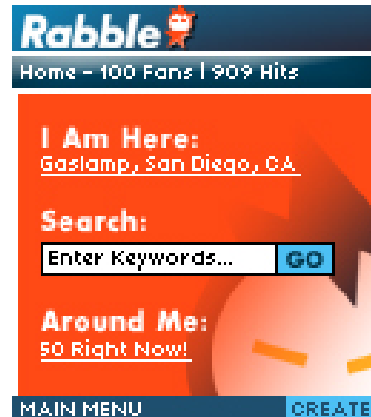
Stanford Stadium Palo Alto Professorville Jerrisa Bowden Park Sarah Willis Park Donaldina M. Cameron Park Frederick W. Weisbach Park John Boulware Park Alma St Hoover Park Middlefield Rd El Camino Real Junipero Serra Blvd

Incidents: Minor Moderate Severe Speed (mph): 55+ 35 0 Updated: 9:33AM PDT Source: Caltrans and CHP

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Context

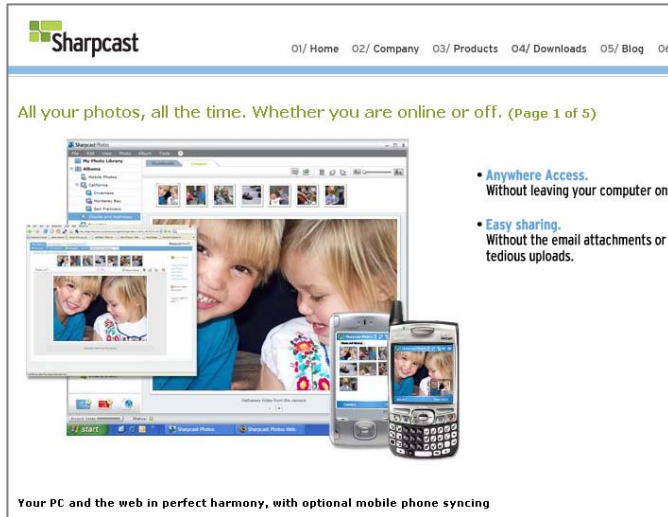
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Rabble

Context

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The image is a screenshot of the Sharpcast website. At the top, the Sharpcast logo is on the left, and a navigation menu with links '01/ Home', '02/ Company', '03/ Products', '04/ Downloads', '05/ Blog', and '06/...' is on the right. Below the navigation bar, a headline reads 'All your photos, all the time. Whether you are online or off. (Page 1 of 5)'. The main content area features a large image of a computer monitor displaying a photo library, with two mobile phones (a flip phone and a slider phone) positioned in front of it. To the right of the image, there are two bullet points: '• Anywhere Access. Without leaving your computer on.' and '• Easy sharing. Without the email attachments or tedious uploads.' At the bottom of the page, a tagline states 'Your PC and the web in perfect harmony, with optional mobile phone syncing'.

Sharpcast

01/ Home 02/ Company 03/ Products 04/ Downloads 05/ Blog 06/...

All your photos, all the time. Whether you are online or off. (Page 1 of 5)

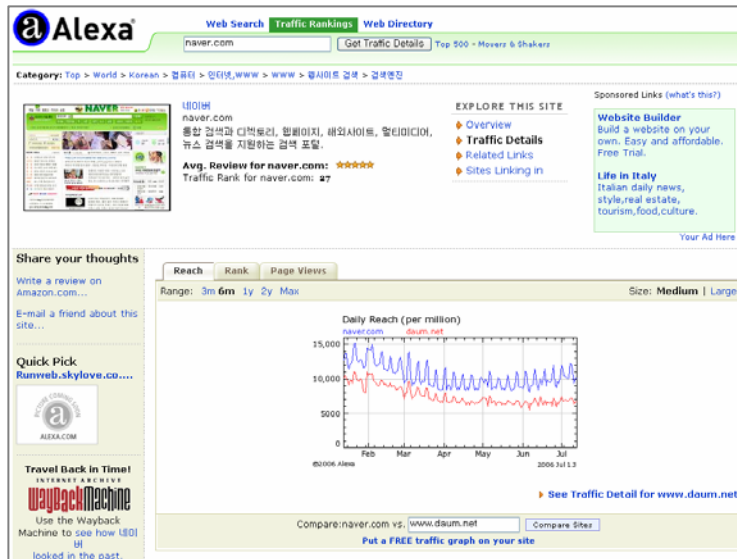
- Anywhere Access.
Without leaving your computer on.
- Easy sharing.
Without the email attachments or tedious uploads.

Your PC and the web in perfect harmony, with optional mobile phone syncing

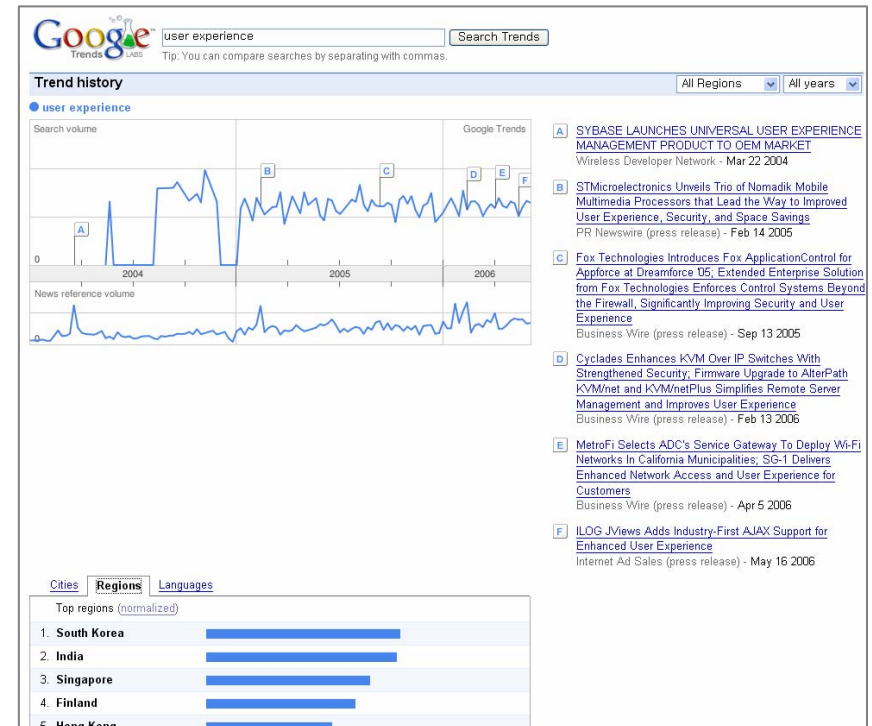
Sharpcast

Platform

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Alexa



Google Trends

Context

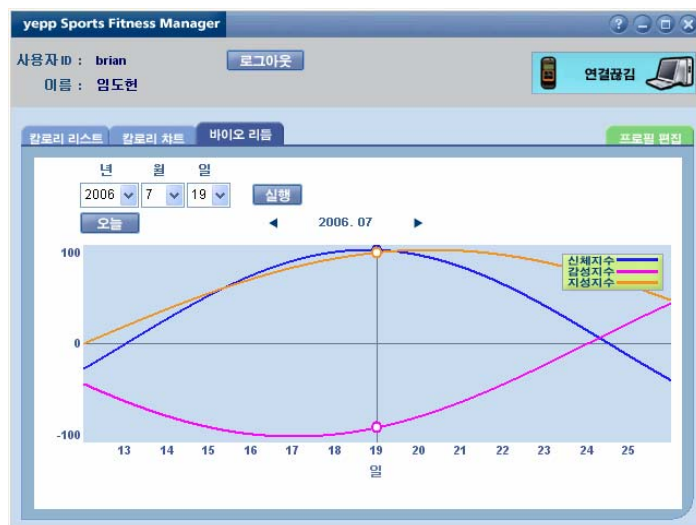
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SAMSUNG YP 60

Context

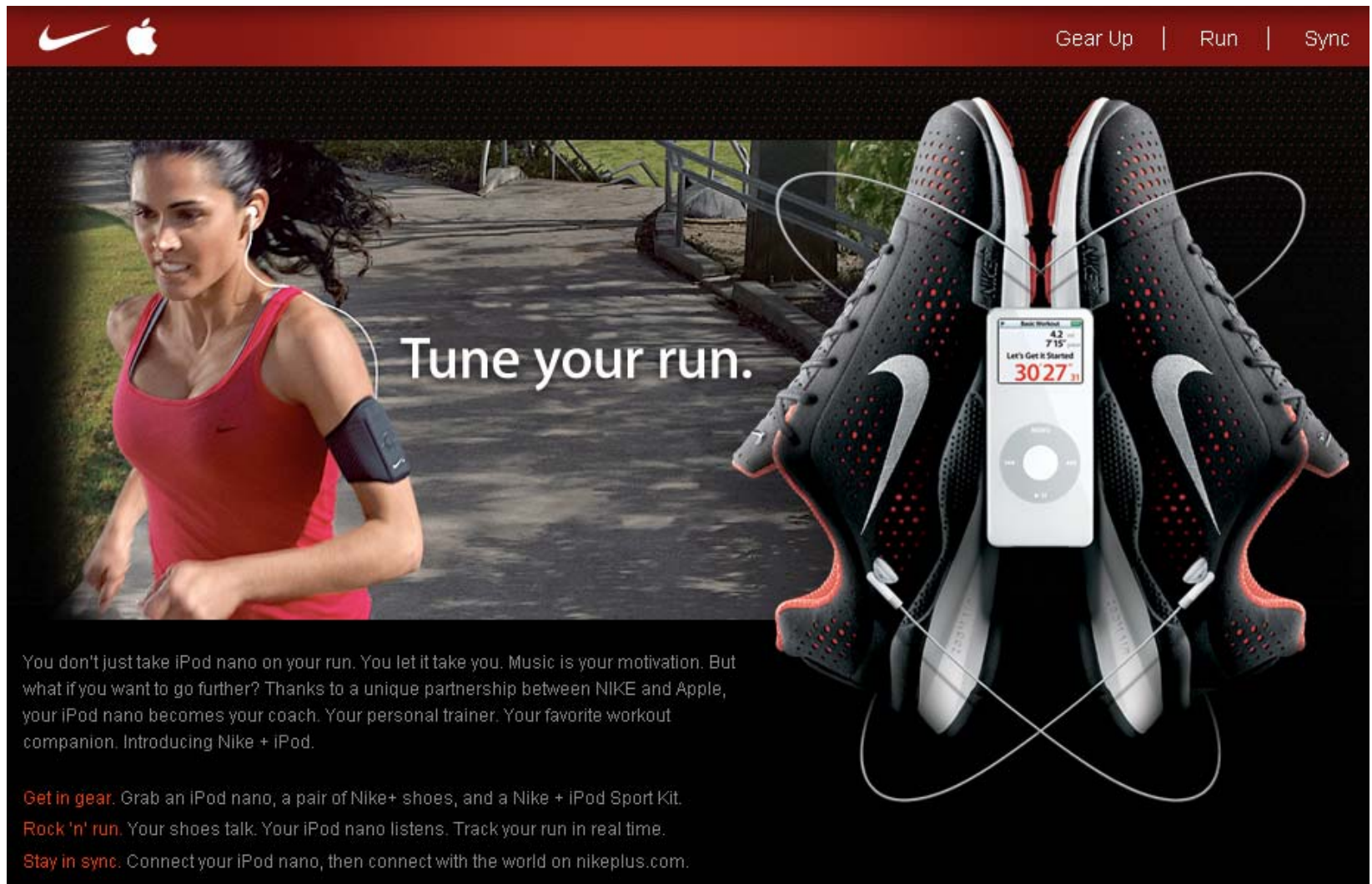
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SAMSUNG YP 60 – Fitness Manager

Context

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The advertisement features a woman running on a path, wearing a red tank top and a black armband. To her right, a pair of black and red Nike+ shoes is shown with a white iPod nano placed between them. The iPod screen displays 'Basic Workout', '4.2 mi', '7:15', and 'Let's Get It Started 30:27'. The text 'Tune your run.' is overlaid on the image. The top navigation bar includes the Nike and Apple logos, and links for 'Gear Up', 'Run', and 'Sync'.

Tune your run.

You don't just take iPod nano on your run. You let it take you. Music is your motivation. But what if you want to go further? Thanks to a unique partnership between NIKE and Apple, your iPod nano becomes your coach. Your personal trainer. Your favorite workout companion. Introducing Nike + iPod.

Get in gear. Grab an iPod nano, a pair of Nike+ shoes, and a Nike + iPod Sport Kit.

Rock 'n' run. Your shoes talk. Your iPod nano listens. Track your run in real time.

Stay in sync. Connect your iPod nano, then connect with the world on nikeplus.com.

Apple Nike+iPod

Context

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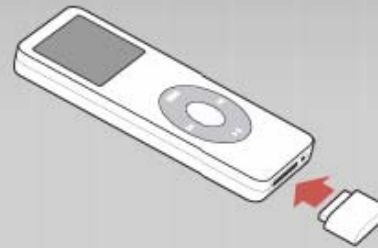
How to Use the Nike + iPod Sport Kit

Step 1.



Place the sensor in your left Nike+ shoe, in the built-in pocket beneath the insole. You can leave the sensor in your shoe even when you're not working out.

Step 2.



Attach the receiver to your iPod nano. The receiver fits snugly into the Dock connector, located on the bottom of your iPod nano next to the headphone jack.

Step 3.



Hit the ground running with workout-based voice feedback, Nike Sport Music content, and an iPod nano that stays in tune with every step.

Apple Nike+iPod



www.appleinsider.com

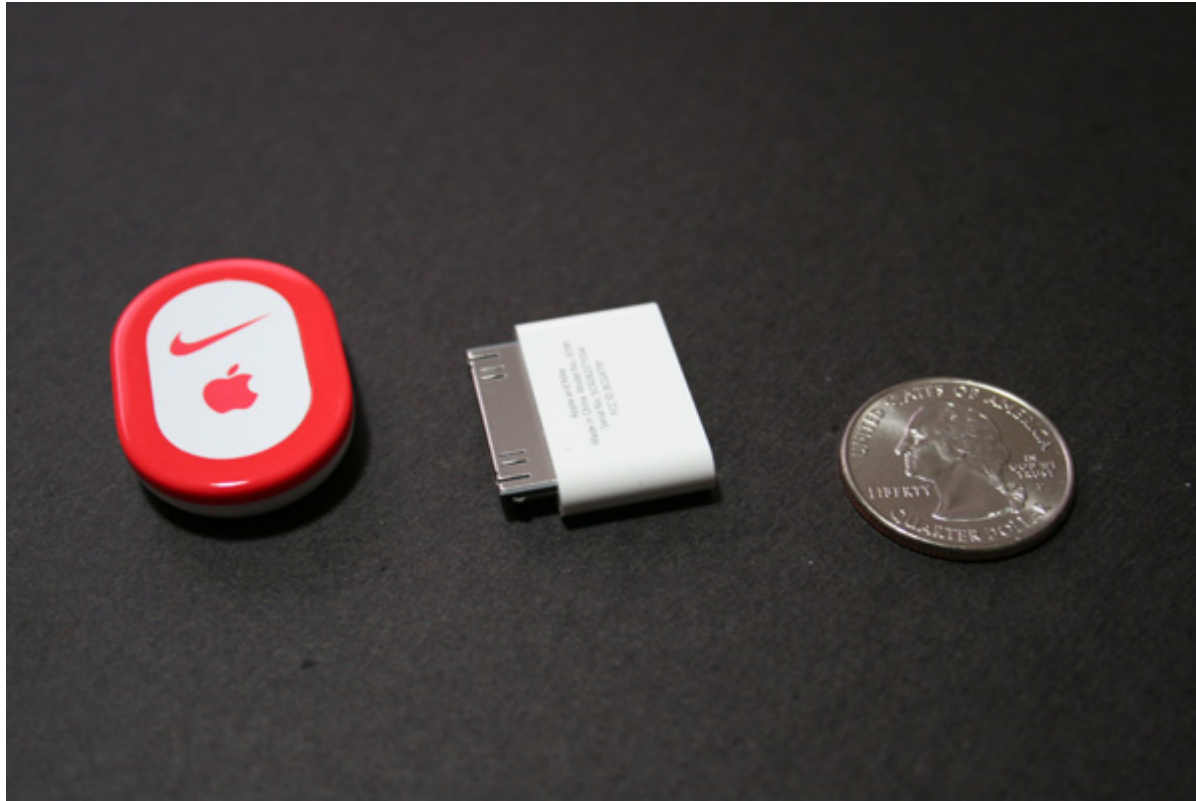


www.appleinsider.com



www.appleinsider.com





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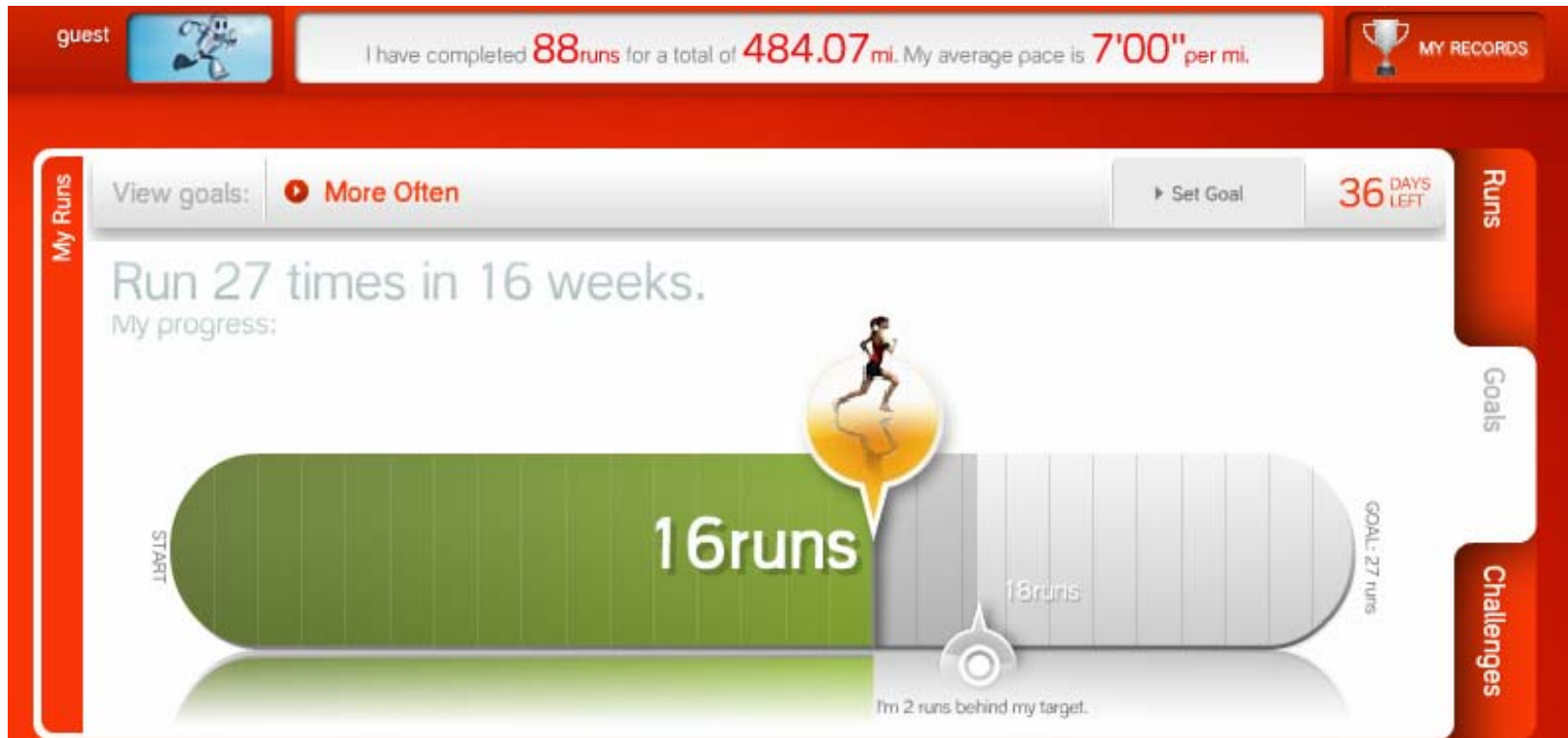
www.appleinsider.com

Context



Context

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Context

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Get connected to your running experience. Relive your runs. Track your progress.

NIKE+ USERS:
• [Log in](#)

Community

 **Top 10.** Sort By:

distance: 🕒 week 🕒 month 🕒 ever

duration: 🕒 week 🕒 month 🕒 ever

fastest 5k: 🕒 week 🕒 month 🕒 ever

fastest 10k: 🕒 week 🕒 month 🕒 ever

Last week's totals were calculated on Sunday at midnight GMT. Last month's totals were calculated on the last day of the month at midnight GMT.

GENDER: ALL AGE: ALL GEO: ALL

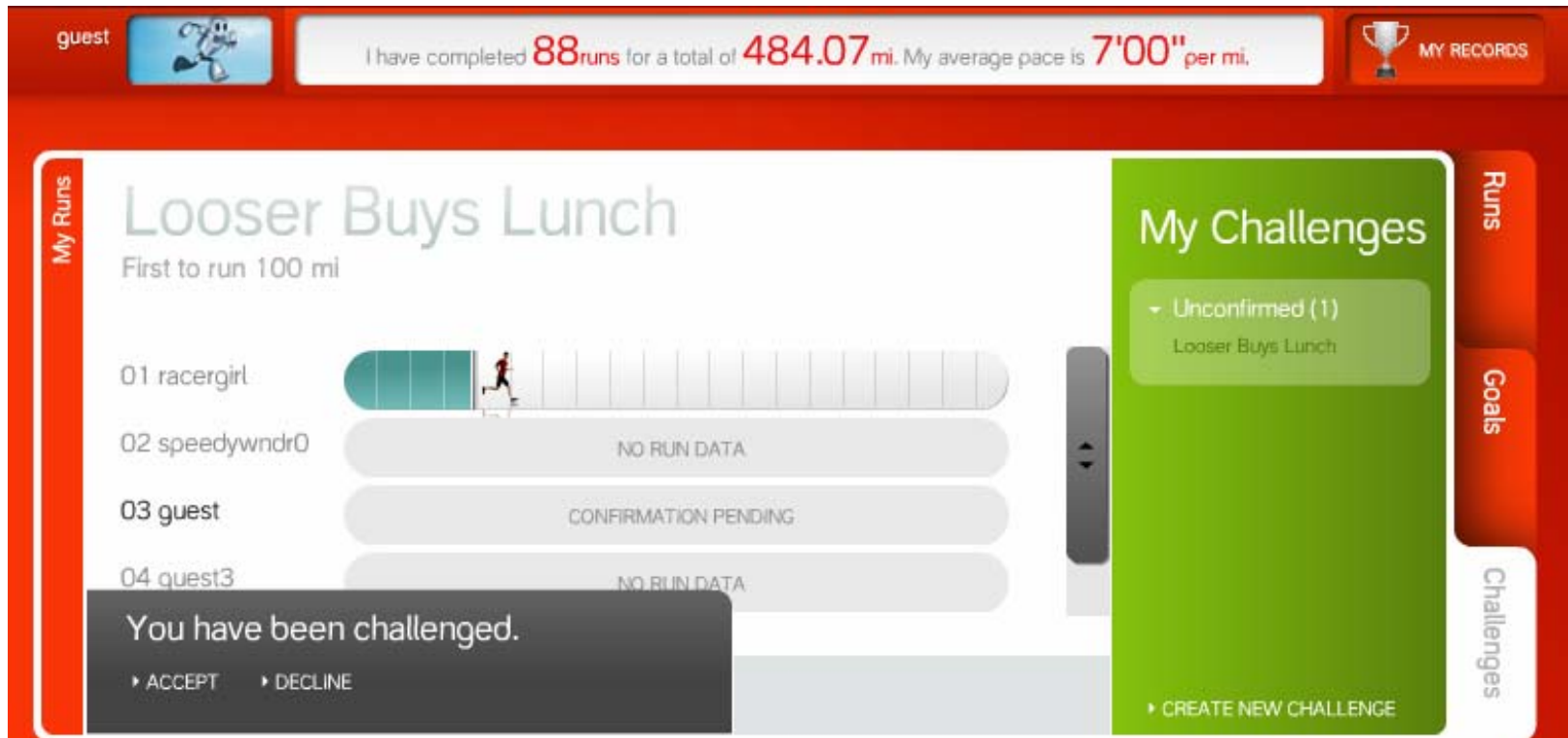
1	sweetness	2760.13 mi
2	Hooman	751.34 mi
3	undefined	510.3 mi
4	guest	484.07 mi
5	plaster	369.36 mi
6	racegurl2	254.84 mi
7	MrEd	216.42 mi
8	kural3	101.97 mi
9	seymourbutz	81.39 mi
10	Scherb	75.28 mi

Run World

Leaderboard

Context

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Sensor

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Share, Attention

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YouTube

Technorati

PANDORA TV

clipmarks

Social Network

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[downloads](#)
[for your site](#)
[subscribe](#)

mischa
[Messages](#)
[Recommended](#)
[Settings](#)
[Profile + Tag Editor](#)
[Logout](#)

mischa's Recommendations

[Overview](#)
[Music](#)
[Reading](#)
[Users](#)
[Wikis](#)
[Preferences](#)

[Recommendations Overview > Music](#)

Your Recommendation Inbox

Show:

From users and groups

When other users recommend music to you or your groups with the ★ button, it appears here. Click the red ✕ to remove a recommendation from the list.

From	Preview	What	Dismiss
GROUP	n/a	William Fitzsimmons From Mark Kozelek Sun Kil Moon Red House...	✕
GROUP		Smokers die younger - Singles From We are ugly, but we have the music.	✕
GROUP		Tomspelledgreg - truck From New Weird America	✕
GROUP		Scumbo From New Weird America	✕
GROUP		slowmotionmovie - Mescaline* From Last.fm Beta	✕
GROUP		Eduardo Ulloa - Solo From Last.fm Beta	✕

Last.fm Recommendations

Show:

Generated every Sunday evening

Based on your past week of listening, you may enjoy the following artists. Drag the slider to explore more popular or more obscure recommendations.

From	Preview	Artist	Dismiss
PROFILE	n/a	barry harris	✕
PROFILE		Michael Bubl�	✕
PROFILE		Built to Spill	✕
PROFILE	n/a	Nickel Creek	✕
PROFILE	n/a	Fred Waring	✕
PROFILE	n/a	Harry Allen	✕
PROFILE	n/a	the Questions	✕
PROFILE		Galaxie 500	✕
PROFILE		Sebadoh	✕
PROFILE		The Notwist	✕
PROFILE		Matthew Herbert	✕
PROFILE	n/a	Naomi	✕
PROFILE		Coralie Cl�ment	✕
PROFILE	n/a	Rosemary Clooney & John Pizzarelli	✕

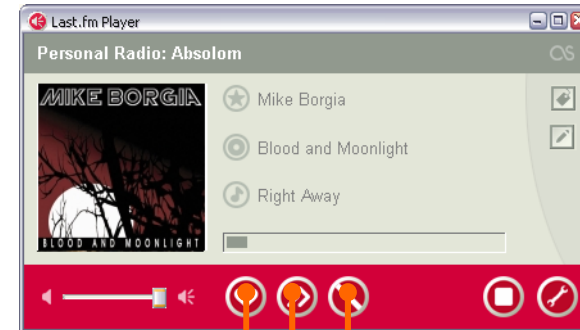
Social Network

Last.fm Recommendations
Generated every Sunday evening

Show: Weekly

Based on your past week of listening, you may enjoy the following artists. Drag the slider to explore more popular or more obscure recommendations.

From	Preview	Artist	Dismiss
PROFILE	n/a	barry harris	X
PROFILE	🔊	Michael Bublé	X
PROFILE	🔊	Built to Spill	X
PROFILE	n/a	Nickel Creek	X
PROFILE	n/a	Fred Waring	X
PROFILE	n/a	Harry Allen	X
PROFILE	n/a	the Questions	X
PROFILE	🔊	Galaxie 500	X
PROFILE	🔊	Sebadoh	X
PROFILE	🔊	The Notwist	X
PROFILE	🔊	Matthew Herbert	X
PROFILE	n/a	Naomi	X
PROFILE	🔊	Coralie Clément	X
PROFILE	n/a	Rosemary Clooney & John Pizzarelli	X
PROFILE	🔊	LCD Soundsystem	X
PROFILE	🔊	Marc Moulin	X
PROFILE	n/a	Donna Loren	X
PROFILE	🔊	Porcupine Tree	X
PROFILE	🔊	Jason Moran	X
PROFILE	🔊	Slowdive	X
PROFILE	🔊	Coldcut	X
PROFILE	n/a	The Hi-Lo's	X

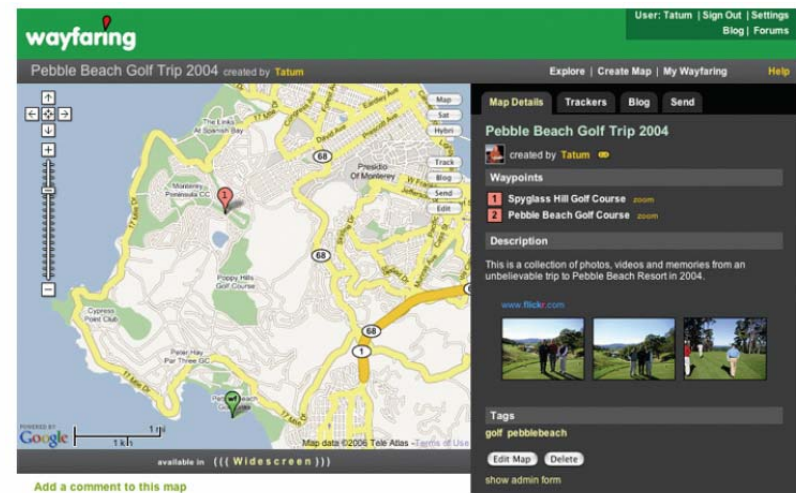
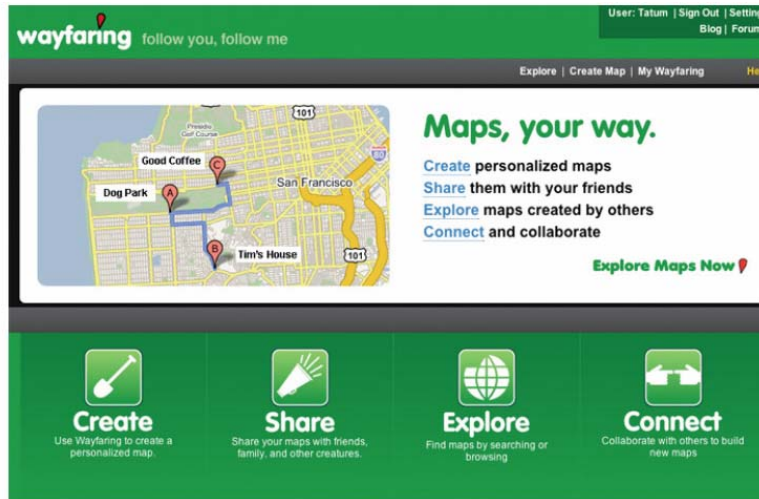


Love Skip Ban

last.fm

Mash Up

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wayfaring

Collective Intelligence

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네이버 지식인

amazon mechanical turk

Answer.com

ether

YAHOO LOCAL

[Yahoo!](#) [My Yahoo!](#) [Mail](#) [Make Yahoo! your home page](#)

YAHOO! LOCAL [Sign In](#)
New User? [Sign Up](#)

[Local Home - Yellow Pages - H](#)
[Download the Yahoo! Toolbar](#) [Save to My Y](#)

Search for: Location: [Search Tips](#)

e.g., restaurants, dentists, museums Address, City & State, or ZIP
☒ Make this my default Yahoo! location

[Add your business to Yahoo! Local for free!](#)

San Francisco

[see more cities](#)

Find: [Auto Dealers](#), [Banks](#), [Department Stores](#), [Florists](#), [Restaurants](#), [see all categories](#)

San Francisco Map

View map of neighborhoods:
[Bayview](#)
[Bernal Heights](#)
[Castro](#)
[Chinatown](#)
[Civic Center](#)

► Show all 31 neighborhoods

View other maps:
[Traffic](#)
[Wi-Fi Hotspots](#)

Find:
 late-night dining
 the best salon
 an honest mechanic
 and more local businesses reviewed by Yahoo! users
 Enter city & state or ZIP code:

 e.g., San Francisco, CA or 94110

[Choose from a list of states](#)

Events & Local Favorites

(what's this?)

Feeds:

Events:

Top Restaurants:

Local Favorites:

What's Happening Locally

- [David Gray at Fillmore...](#)
Music on Tues Aug 16
- [Summer Zoo Camp...](#)
Special Event on Wed Aug 17
- [Merola Grand Finale...](#)
Theater on Sat Aug 20
- [The Art of Richard Tuttle...](#)
Art on Sun Aug 21

Top Rated Restaurants

- Gary Danko
["Our Favorite Restaurant"](#)
by a Yahoo! Local User
- Farallon
["Fabulous seafood..."](#)
by dairyman88
- Blowfish Sushi to Die for
["Japanese Manga theme"](#)
by free2rhyme

More Local Favorites

- Valencia Cycle
["friendly, help"](#)
by manwplan09
- W Hotel San Fr
["Hotel has an"](#)
by a Yahoo! Loc
- Rainbow Groce
["Everything y"](#)
by city_humoku

Lulu

(415) 495-5775 [Make a Reservation](#)

816 Folsom St
San Francisco, CA 94107

Cross Street:
4th & 5th Sts

[www.restaurantlulu.com](#)

Own this business?
[Boost your Yahoo! Local Listing for free!](#)

Hide Recommendations

Today: Mostly Sunny
Hi: 61° Lo: 53°
[Extended Forecast](#)

Hours of Operation:
Lunch & Dinner daily, Brunch Sun

Yahoo! User Reviews

[Read all 10 user reviews - Write a review](#)

★★★★★ WE WILL NEVER COME HERE AGAIN February 21, 2006
By carney013 - [See carney013's reviews](#)

The prices are far too high for what you're actually getting. Unless what you really desire is a plate of salt. The service was awful. We had to ask for everything, including a steak knife that we never received. I had heard this restaurant ...
[Full Review](#)

Visit date: February 2006

2 of 2 found this review helpful.
Was this review helpful to you? [Yes](#) [No](#) [Report Abuse](#)

★★★★★ Pleasurable Food May 19, 2006
By swati - [See swati's reviews](#)

I've only eaten here twice, but it's fast becoming one of my favorite restaurant in the bay area. We ordered the crab cakes, and herb fettuccini with oysters and wild mushroom cream. The food was to die for - especially, the fettuccini was ...
[Full Review](#)

Visit date: March 2006

Was this review helpful to you? [Yes](#) [No](#) [Report Abuse](#)

★★★★★ Great dining experience December 09, 2005
By Alex Dwyer - [See Alex Dwyer's reviews](#)

Simple food, but so good. If u like rotisserie style, it's perfect. I'd actually also recommend the tuna. That was a treat!

How to get there

Average Rating (12)
[Read 10 reviews](#)

Route 81

Get Driving Directions
To this location | From this location

Find nearby:

- ☒ ATMs
- ☐ Hotels
- ☐ Parking
- ☐ Movie Theaters
- ☐ Night Clubs

Search the Web for:
[Inciso, CA](#)
[Recommendation?](#)
[people with Yahoo!](#)
 You're looking for?

Collective Intelligence

BETA

wingbus

자유여행의 날개 멤버스

로그인 | 회원가입

도쿄

다른 지역보기

라이브 여행정보 | 여행지 소개 | 블로그 여행기

홈 > 아시아 > 일본 > 도쿄 > 다이칸야마

도쿄

타운

고교

간자

다이칸야마

다즈니리조트

롯데

시모키타자와

시부야

시오도메

신주쿠

아사쿠사

아키하바라

에비스

오다이바

우에노

이케부

구로

지유가오카

츠키지

칸다

키치쥬지

하라주쿠

다이칸야마

http://www.wingbus.com/asia/japan/tokyo/daikanyama/




Photo by Twotops

도쿄의 압구정동으로 통하는 맛쟁이들의 쇼핑타운


도쿄 여성들이 가장 살고 싶어하는 장소로 다이칸야마가 유명합니다. 곳곳에 센스만점의 패션생활잡화들, 유럽풍의 예쁜 카페가 많이 있습니다. 산뜻한 맛이 느껴지는 거리를 산책하며 개성만점의 가게들을 찾아내는 재미가 쏠쏠한 곳입니다. 도쿄에서 만나는 또 하나의 낭만있는 거리를 만끽하세요.

추천코스보기


교통정보보기

포토갤러리보기

다이칸야마의 위치



다이칸야마를 다녀온 블로그 여행기



네이버 6일째 - 동경(다이칸야마 2)

Love girls Market이라는데.. 여자들을 위한 상점인가..?...

출처 : 내 맘대로 찍고 자랑하기!!...

네이버 [2003.11.29] 한달 일찍 만...

Wingbus

Collective Intelligence

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You decide - To Beard or Not to Beard, that is the question!

I need some help to determine whether I should continue to shave, or grow a beard.
And, I'm willing to pay the world to decide for me.

Please select the image that you prefer; the battle royal ... Beard vs. No Beard.



I'm finished with this HIT. Let someone else do it?

Submit HIT

Return HIT

Invisible Data Visualization

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These are your blog's numbers today 2 November 2005



Visitors

have been to your blog so far today. That's the same as an average day. [Explore more...](#)



Link

from other blogs has been used so far today. That's the same as an average day. [Explore more...](#)



Comments

were posted on your blog so far today. That's the same as an average day. [Explore more...](#)



Post

had someone visit them so far today. That's 1 more than an average day. [Explore more...](#)

Popular Posts

all

Visualizing relationshi...
1 Nov 05 [\[view post info\]](#)

1

[More ...](#)

[RSS](#)

What's Happening on your Blog

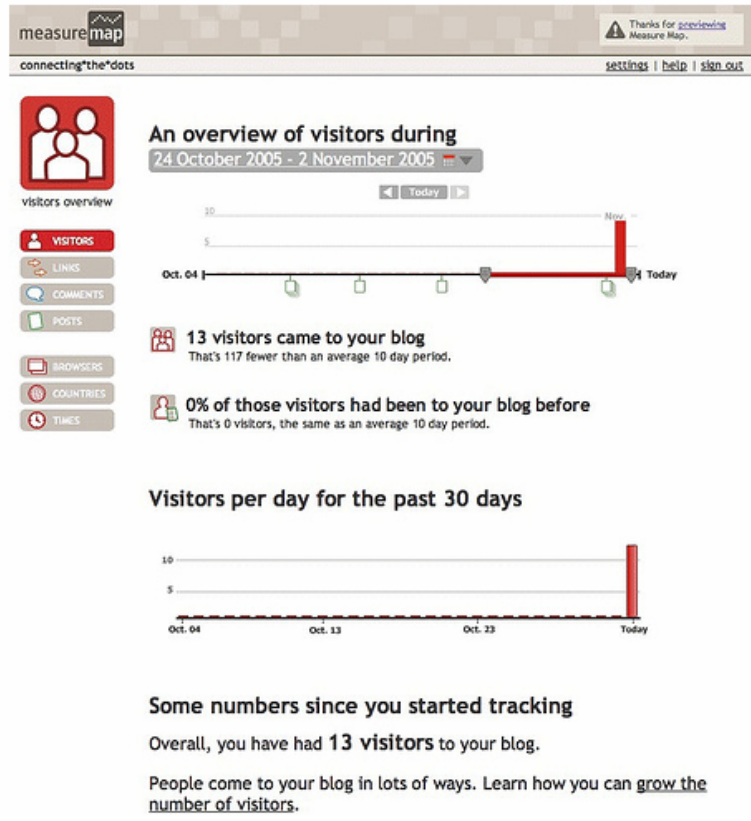
[Event Tracking Coming Soon](#) 21 July 2005

measure map

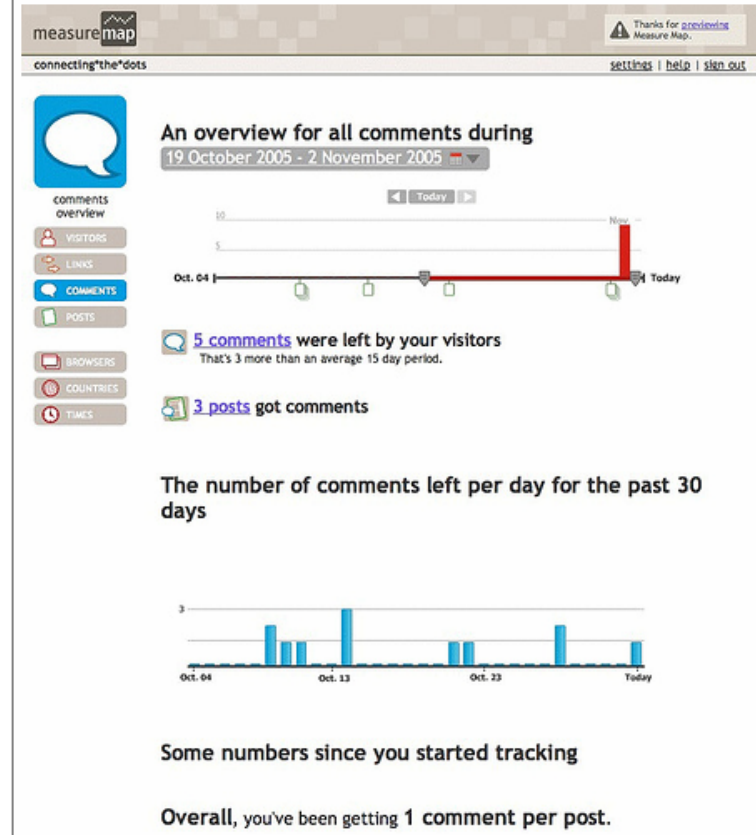
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Adaptive Path: Measure Map - Visitors



Adaptive Path: Measure Map - Comments



measure map

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O'Reilly Radar

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Upcoming appearances

By marc on January 26, 2006

Next week I'm speaking at the 10th annual Israel Internet Association Conference: Connecting the Dots, in Tel Aviv. I'll be giving a tutorial on the "Anatomy of a Web 2.0 Application." I'm really looking forward to the trip, as I've never been to Israel. The talk has also proven a great forcing function for me to figure out what I think about all the discussion of what the term "Web 2.0" means, if anything. I'm happy to say I have something to say about that, and am interested to see what the ISOC attendees think of it. (If you read Hebrew, an Israeli newspaper published an interview with me about the talk, and used some of the talented Duncan Davidson's photos in it.)

I'm also speaking at O'Reilly's Emerging Technologies conference (a.k.a. ETech) again this year. I'll be reprising and revising my popular "Business for Geeks" tutorial, which I was gratified to find sold out at OSCon last year. I've had fun giving these talks, and think it's a nice specialty to have built up -- turning engineers into better company founders (I hope!). I'm also leading a fun pseudo-competition called the Data Dump, where we're getting people running some great web applications to take five minutes to show us something they've learned from the usage of their sites. We have participants from Flickr, Technorati, Feedburner, and others I'm forgetting at the moment signed up. It's looking like the results will be amazing. If you know someone who should be participating, yourself included, drop me a line (my first name at the obvious domain).

If you'll be at either event, come up and introduce yourself.

Tags: isoc appearances etech data dump israel | Comments: 0

ETel: Voipster launches OpenZoep

By nat on January 25, 2006

Voipster announced OpenZoep today at ETel. They want it to be the de facto client side code for embedding VoIP into desktop apps, web browsers, games, and so on. The wiki has information on the subversion and trac repositories for the source. It's Windows at the moment, being actively ported to Linux and OS X. They've had over 3,000 downloads in the first few hours since they launched through word of mouth. Surj said, "I can see this becoming the Mozilla of VoIP." Definitely one to keep on the radar.

Tags: voipster mozilla voice etel | Comments: 0

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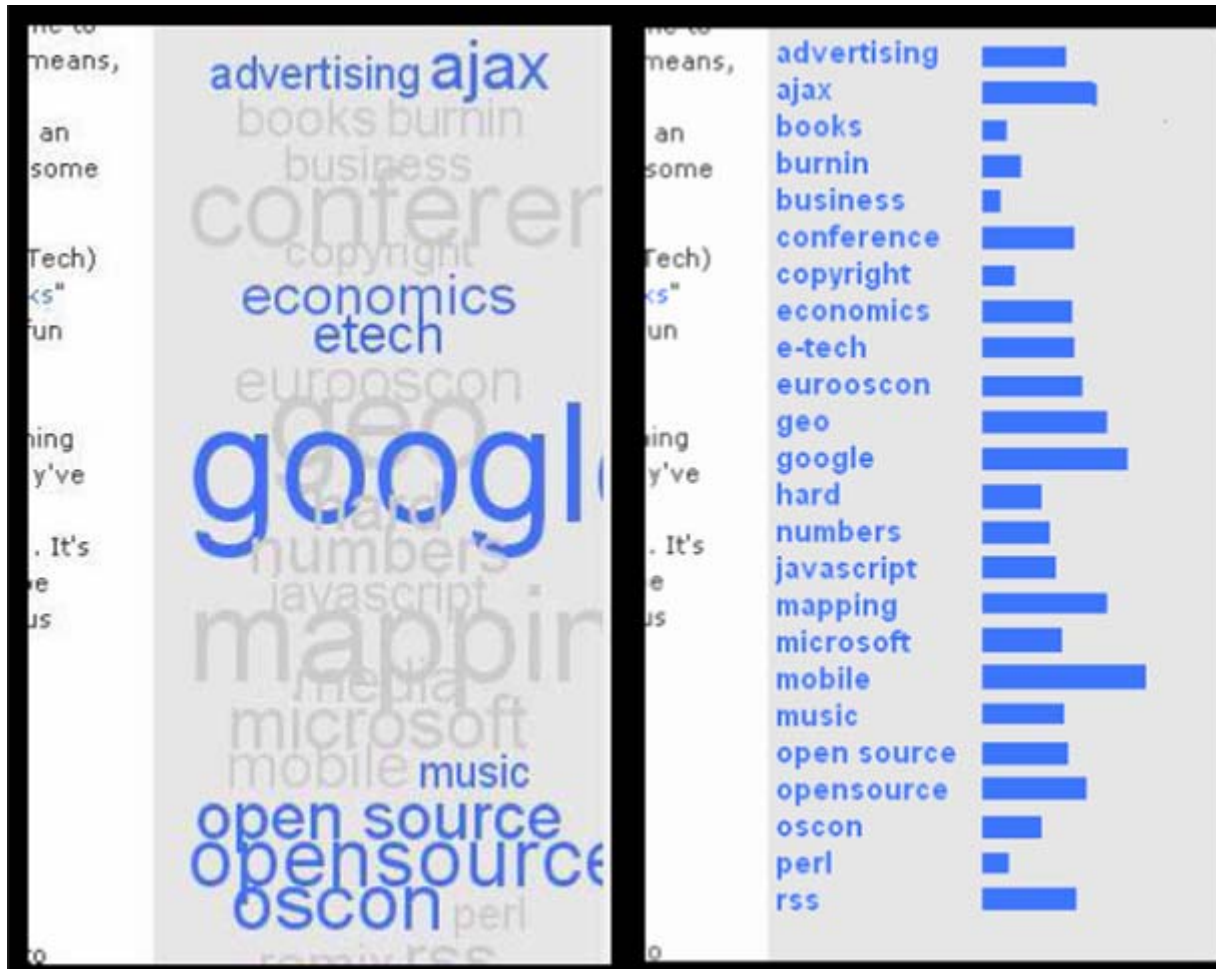
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20 where
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Scott Berkun

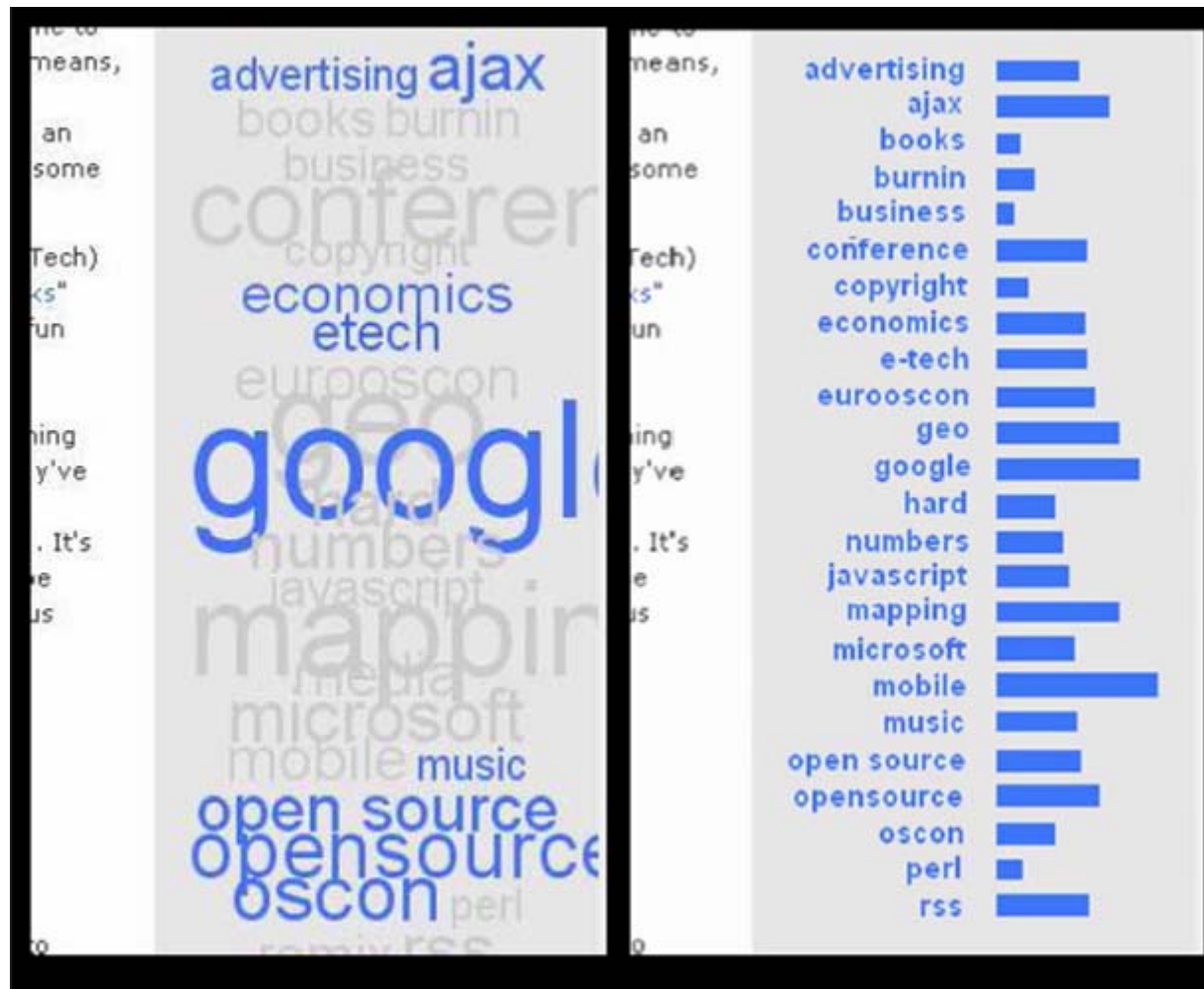
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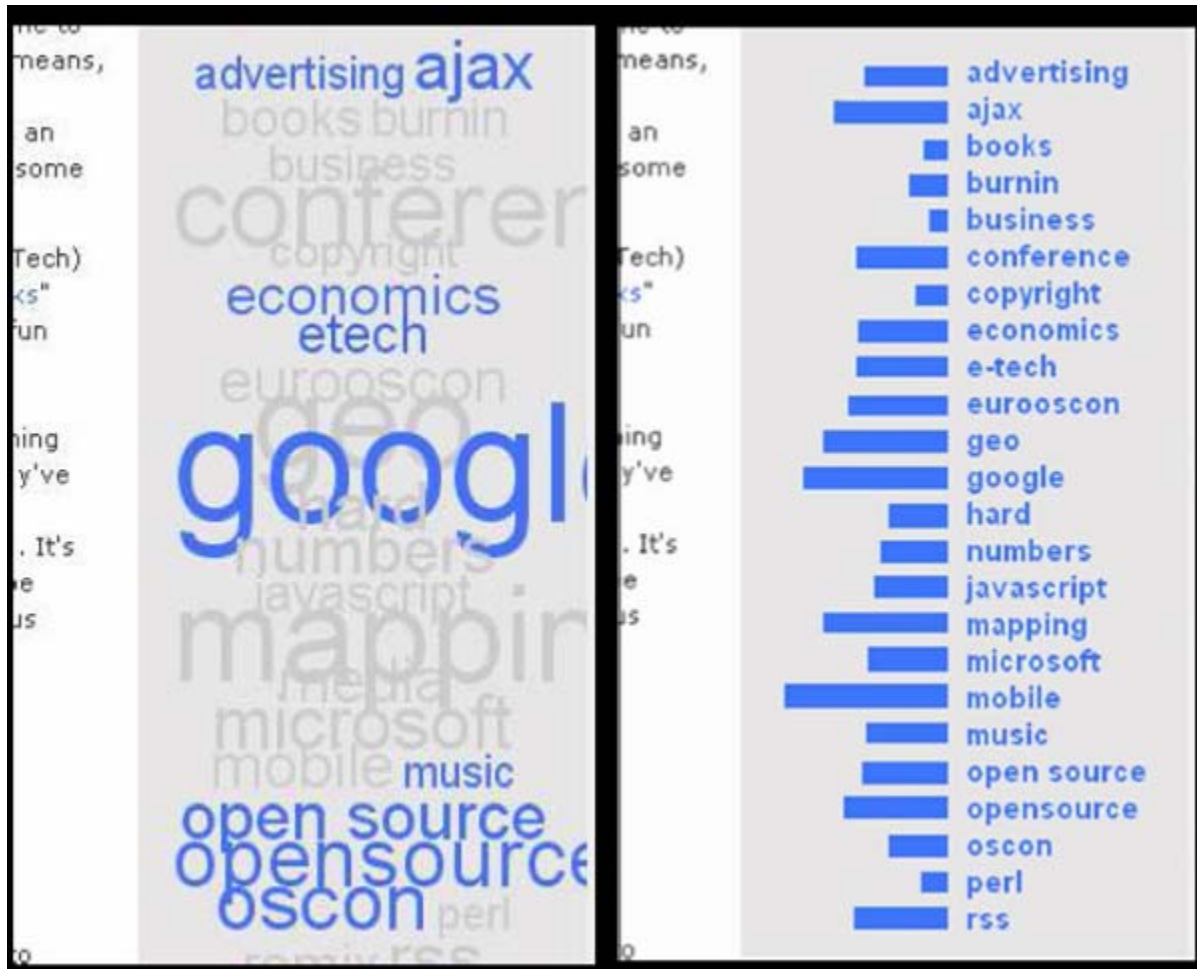
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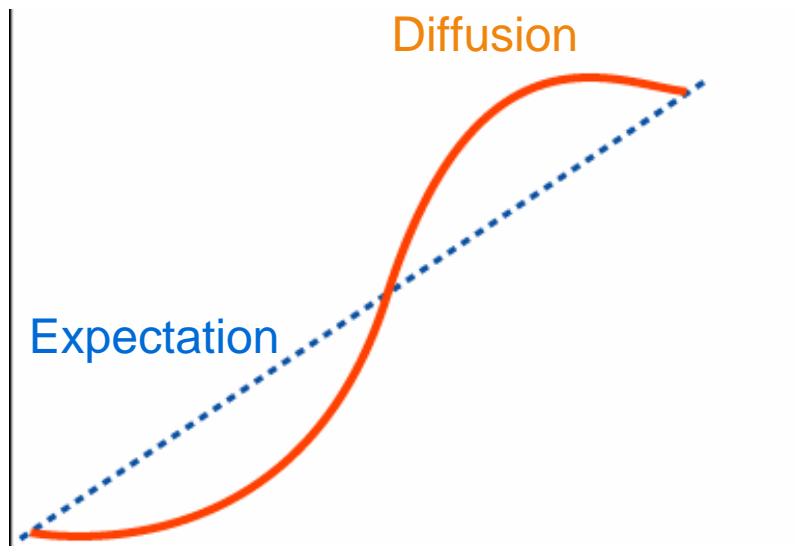
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Good Experience Design ?

- * Result Centered Design
- * Free from Failure
- * Linear Design



Good Experience Design ?

- * Usability Test는 가장 기본적인 서비스 제공을 위한 도구
- * Goal Directed Design, Activity Directed Design, Ethnography 등 고객의 니즈를 알아내기 위한 다양한 방법 사용
- * 평가와 설계의 측면에서만 UX를 다루는 것은 지나치게 협소적인 접근
- * 가장 중요한 것은 조직의 문화와 프로세스를 Experience 중심으로 바꾸는 것

Activity:	Define intent and constraints of project	Review what exists (e.g. documents)	Discuss values, issues, expectations	Apply ethnographic research techniques	Define typical users	Deduce what users want
Goal Direct Design						
Result:	Scope	Audit	Interviews	Observations	Personas	lead to → Goals
	desired outcomes time constraints financial constraints general process milestones (Scope may be loose or tight.)	business plan marketing plan branding strategy market research product plan competitors related technology	management domain experts customers partners sales channel (This step leads to a project mandate.)	usage patterns potential users their activities their environments their interactions their objects (tools) (aeiou framework from Rick Robinson, Sapient)	primary secondary supplemental negative served (indirectly) partner customer organizational	life end experience business technical
Artifact:	Project Brief	Summary Insights	Tapes Transcripts Summary Insights	Tapes Transcripts Summary Insights	Notes	Notes

Deduce what users want	Imagine a system to help users reach goals	Tell stories about using the system	Derive components based on users	Organize the components	Refine details; describe models
lead to → Goals	drive* → Requirements	Scenarios	Elements	Framework	Spec
life end experience business technical	* spark inform motivate filter organize prioritize inflect validate problem definition vision definition design imperatives functional & data needs environmental factors business requirements technical constraints (May require changes in scope.)	context key-path validation key path variants necessary use edge case use	information objects functional objects functional actions contexts of use	object relationships conceptual groupings principles patterns logic / narrative flow navigation structure	appearance language flow / behavior product character product story
Notes	Problem Statement Vision Statement Cast of Personas Formal Document	Notes Storyboards	Lists Sketches Diagrams High-level data models	Sketches Flow Diagrams	Formal Document Demonstration Prototype

Goal Direct Design

- * visceral motivations - how a user wants to feel
- * behavioral motivations - what a user wants to do
- * reflective motivations - who a user wants to be
- * “**Scenarios** establish the primary touch-points a persona may have with a new or redesigned product over time, illuminating modes of use, user mental models, and user attitudes toward the product.”
- * “End goals should be among the most significant factors in determining the overall product experience.”

Robert Reimann

<http://www.uxmatters.com/MT/archives/000019.php>

UX Continuum of Web 2.0

STRUCTURED	SEMI-STRUCTURED	UNSTRUCTURED
Creator-supplied content	User-supplied content	Data from many sources
Content-rich	Functionality-rich	Parts for Internet tools
Ex: Mar/Comm sites, blogs, etc.	Ex: Applications, tools, etc.	Ex: XML, feeds, aggregators, services, etc.

Dan Saffer, Adaptive Path

Experience 2.0

'06.07.21 | UX Conference

Static

Survey

FGI

Usability Test

Not Rapid



Context

Ethnography

Participate Design

Unmoderated

Rapid





IDEO Innovation

* Watching real people

not big fans of focus group. **Careful Observations** provide all kind of insights and opportunities. **“Why?” “Why not?”** that lead into innovation.

* New Ideas

comes from **Seeing, Smelling, Hearing and being There**. If you are not in jungle, you're not going to know the tiger.

* Successful Innovation

recognize that **people don't always do the “right” thing**, the gap between familiar and genuinely new ideas.

* See products

as **“verbs”** Attuned to how people use products, spaces, services. Example, Not cell phones, but cell phoning.

Six Surefire Ways to Kill a Brainstorm

- * Let the boss speak first.
- * Give everybody a turn.
- * Ask the experts only.
- * Go off-site.
- * No silly stuff.
- * Write down everything.

Tom Kelly, IDEO

To kill an idea, say ...

- * A good idea, but ...
- * Good in theory, but ...
- * Be practical, that's too futuristic
- * People won't like it
- * Costs too much
- * It needs more study
- * It's not budgeted, maybe next year
- * Let's make a survey first
- * Against the company policy
- * It's not part of your job
- * The directors won't go for it
- * We've never done it that way before
- * We're already doing that.

고맙습니다

임도현

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