

# User Experience Management



# User Experience Management

## Essential Skills for Leading Effective UX Teams

**Arnie Lund**



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**Project Manager:** Danielle S. Miller

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# Contents

Dedication .....	ix
About the Author .....	xi
<b>CHAPTER 1 Introduction .....</b>	<b>1</b>
One Manager’s Personal History .....	1
Questions You Might Be Asking .....	7
Intended Audience .....	9
Navigating the Book .....	12
Highlights from the 2010 SIGCHI Panel “Managing User Experience—Managing Change” .....	13
<b>CHAPTER 2 Building the Team .....</b>	<b>17</b>
Hiring .....	17
Identifying the Skills Needed .....	18
Interviewing .....	24
Finding Great People .....	30
Interns .....	32
Vendors and Contractors .....	33
What About Certification .....	37
Salaries .....	41
Inheriting .....	43
Firing .....	45
Layoffs .....	47
Building a Great Team .....	51
Interviewing and Candidacy .....	52
Merger and Acquisition: Impact on UX Management .....	53
Building and Managing a Consulting Team .....	55
Letting People Go .....	56
<b>CHAPTER 3 Creating Your Team .....</b>	<b>59</b>
A First Day Experience .....	59
Sizing the Team .....	61
Small, Medium, and Large Teams .....	63
Defining the Mix of Skills .....	65
Positioning the Team .....	68
The Need for Champions .....	69

	Distribute the Team or Centralize It .....	72
	Positioning Within the Company.....	75
	Higher or Lower in the Company .....	77
	Where Should People Sit .....	78
	Working Remotely .....	80
	Moving Your Team in the Organization .....	84
	Funding the Team.....	86
	Estimating Your Needs .....	86
	Direct Funding Versus Strategic .....	88
	An Engagement Model.....	94
	Positioning Within the Company .....	98
	Working Remotely.....	100
	What Do You Mean by UX Globalization?.....	102
<b>CHAPTER 4</b>	<b>Equipping the Team .....</b>	<b>105</b>
	The Environment.....	105
	Lab Space .....	105
	Design Studio.....	108
	Ambient Spaces.....	110
	Tools .....	111
	Budgeting.....	114
	Other Opportunities.....	116
	Budgeting.....	118
<b>CHAPTER 5</b>	<b>Focusing the Team .....</b>	<b>121</b>
	Finding Your Soul.....	121
	Ideas Shaping My Approach .....	122
	A Strategic Framework .....	127
	Defining Your Vision and Mission .....	129
	Vision Statement .....	129
	Mission Statement.....	132
	The Elevator Pitch .....	134
	Creating a Strategy.....	137
	A Case Study: Creating a User-Centered Culture .....	137
	Five Management Dimensions in Managing a Usability Design Team.....	153
	Lessons Learned in Managing a UX Consultancy.....	156
	Building an Integrated Information Architecture Practice at Sapient During the Dot-Com Boom.....	158

<b>CHAPTER 6</b>	<b>Creating a High Performance Team .....</b>	<b>163</b>
	Define Your Team Identity .....	165
	Taking the Team Pulse .....	167
	What People Want.....	170
	Moving Through the Growth Cycle .....	172
	Managing Through Change.....	175
	Winning Loyalty.....	177
	Identify Shared Values .....	178
	Clarity in Roles and Responsibilities.....	179
	RACI.....	179
	Mentoring and Apprenticeship Models.....	181
	Training Organizations .....	182
	Boomers, Gen X, and Gen Y Differences in the Workplace.....	183
	Using DISC Profiles to Get New Teams Talking .....	184
	HR Policies and Rationale.....	185
	Managing a Fast-Growing UX Team and Maintaining Quality .....	186
	The 4 Stages of Team Development.....	188
<b>CHAPTER 7</b>	<b>Nurturing the Team.....</b>	<b>191</b>
	The Critique.....	191
	Growing Performance and Careers .....	192
	Setting Commitments .....	192
	Fruitful Coaching.....	194
	Lavishing Recognition.....	197
	Doing Performance Reviews .....	198
	Encouraging Professional Activity .....	203
	Managing Conflict.....	208
	Creating Work-Life Balance .....	212
	Leveraging Morale Events (Fun with a Purpose).....	215
	Taking Care of Yourself.....	219
	Improving as a Manager.....	221
	Performance Reviews .....	223
	Rallying the Troops.....	224
	UX Team Lunches: Creating Team Traditions.....	224
	Growing Performance and Careers .....	225
<b>CHAPTER 8</b>	<b>Transforming the Organization.....</b>	<b>227</b>
	ROI.....	229
	Traditional Perspective .....	230
	Rethinking the Argument .....	231
	A Strategy Perspective .....	232

Positioning in the UX Process Maturity Model .....	235
Assessing Maturity .....	240
Developing the Portfolio of Work .....	244
Getting into a Project .....	245
Standardization and Reuse .....	246
External Standards .....	248
Scaling Up and Design Thinking .....	249
Training Others .....	249
Is Usability ROI Still Relevant? Was It Ever? .....	251
Defining Your Value to the Organization .....	253
Successful Collaboration Across the Organization .....	254
Developing a Portfolio of Work .....	257
<b>CHAPTER 9 Evangelizing UX .....</b>	<b>259</b>
Communication Plan .....	259
Group Branding .....	261
Managing Up .....	262
Books to Share with Senior Managers .....	266
Corporate Community Building .....	267
Managing Up: It's About Speaking Their Language and Taking Their Perspective .....	268
<b>CHAPTER 10 Conclusion .....</b>	<b>271</b>
Leadership .....	271
Should You Be Managing? .....	273
A Final Comment .....	278
Management Observations .....	278
<b>APPENDIX .....</b>	<b>281</b>
Professional Society Conferences .....	281
Other Recommended Management Books .....	282
Nelson Soken Recommendations .....	283
Additional Helpful Resources .....	285
<b>REFERENCES .....</b>	<b>287</b>
<b>INDEX .....</b>	<b>291</b>



# Dedication

Dedicated to my wife, Marlene, and daughters, Anna and Sonja, who put up with me going on and on about this project, to many wonderful managers and some perhaps not so wonderful who I have learned from, and to my teams who I have learned from. I am grateful for the advice, insights, collaboration and encouragement from many wise friends and colleagues, not just about this book and the ideas within it but throughout my career. Finally, as a man of faith I have been energized by the fundamental hope that we can and should work to make the world a little better during our time here. Management and leadership can be part of that journey, and this book is part of mine.



# About the Author



Arnold (Arnie) Lund, PhD, CUXP, is a Principal Director of User Experience at Microsoft. He began his career at AT&T Bell Laboratories in applied research, and helped build the science and technology organization at Ameritech. He managed design and exploratory development teams at US West Advanced Technologies, and served as a director at Sapient (where his focus areas ranged from information architecture to leading a global program in emerging technologies). Arnie is a member of the ACM SIGCHI Academy, and co-chaired the CHI conferences in 1998 (Los Angeles) and 2008 (Florence, Italy). He is a Fellow of the Human Factors and Ergonomics Society (HFES), and served on the HFES Executive Council. He has long been engaged in human computer interaction (HCI) standards and in the area of accessibility and emerging technology, including chairing the HFES Institute and overseeing the HFES-200 standard and its approval as an ANSI standard. He is a certified user experience professional and served as president of the board of directors for the Board of Certification in Professional Ergonomics (BCPE).

Arnie received his BA in chemistry from the University of Chicago, and his PhD in experimental psychology human learning and memory from Northwestern University. He has published widely in R&D management and on research in natural user interfaces, and has a variety of patents. He has been on the advisory and editorial boards of various journals (e.g., *Journal of Usability Studies* and the *International Journal of Speech Technology*), and served on the board of directors for INFINITEC (focusing on infinite potential through assistive technologies). Arnie has taught user-centered design and related topics at Northwestern University and elsewhere, and the University of Washington.