

# CLASS AGENDA

- **30 min:** What did you learn in the last week?
- **20 min:** Communicating Intent & Conflict
- **10 min:** *Break*
- **45 min:** Small Group Exercise
- **15 min:** Individual Time
- **40 min:** Show your work
- **10 min:** Homework

**WHAT DID YOU  
LEARN IN THE LAST  
WEEK?**

**TAKE A FEW MINUTES TO  
REFLECT ON THE ONE THING  
ABOVE ALL OTHERS THAT YOU  
LEARNED**

**GET READY TO SHARE WITH THE CLASS**



# HOW TO COMMUNICATE INTENT & CONFLICT

**LAST SEMESTER, YOU WERE ASKED:**  
**ARE YOU POSITIONING YOUR THESIS AS...**

---

- **FUTURE CAREER DOMAIN**
- **AN ENTERPRISE/BUSINESS**
- **ACADEMIC PURSUIT**
- **PERSONAL JOURNEY**

?

?

?

?

?

?

# INTENT

WANT      DIRECTION      GOAL      FOCUS

MISSION      COMPASS      MOTIVE

SCOPE      NEEDS      RESOLUTION

AMBITION      PROMISE      ASSIGNMENT

OBJECTIVE      DESTINATION

**THIS SEMESTER WE ASK OURSELVES:**

---

**WHAT DOES  
GOOD MEAN?**



**GOOD IS  
SUBJECTIVE**





If **Good** is....

---

**INNOVATIVE**

**TALKED  
ABOUT**

**VIABLE**

**INCREASING  
CONSUMPTION**

Then Not Good is...

---

**HISTORIC**

**INACCESSIBLE**

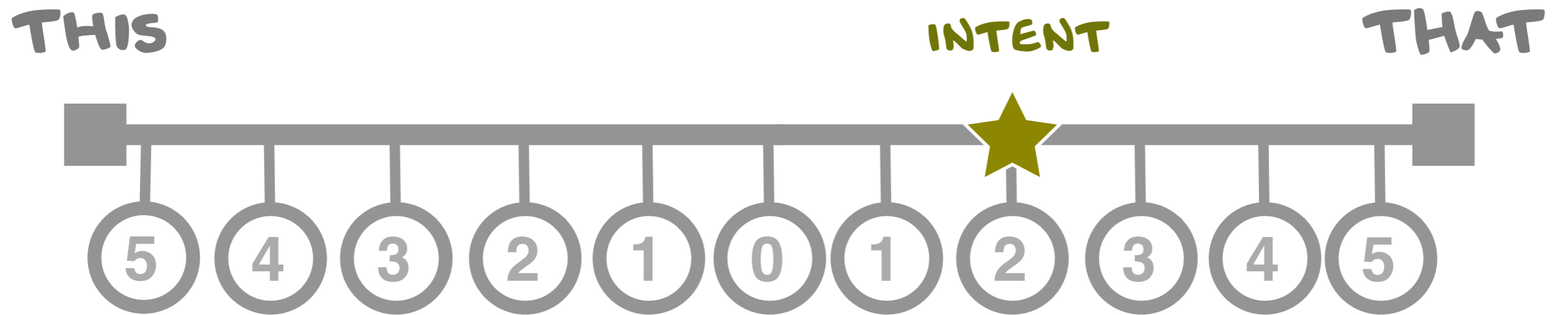
**SPECULATIVE**

**INCREASING  
CONSERVATION**



**THE WORLD IS NOT JUST:**  
**BLACK AND WHITE,**  
**GOOD AND BAD,**  
**RIGHT AND WRONG**

# HOW TO VISUALIZE YOUR INTENT



**USING PERFORMANCE CONTINUUMS**

# WRITING PERFORMANCE CONTINUUMS



# WRITING PERFORMANCE CONTINUUMS

- Avoid negative scales and judgmental language  
(example: Awesome ----- Sucks)

# WRITING PERFORMANCE CONTINUUMS

- Avoid negative scales and judgmental language  
(example: Awesome ----- Sucks)
- Try to be timeless, not trendy

# WRITING PERFORMANCE CONTINUUMS

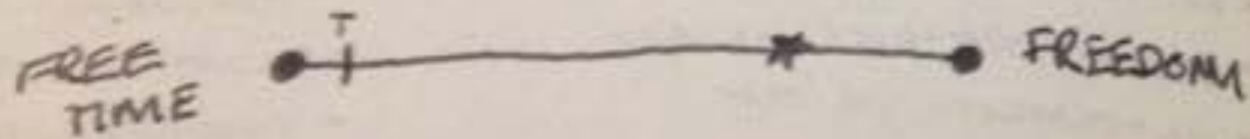
- Avoid negative scales and judgmental language (example: Awesome ----- Sucks)
- Try to be timeless, not trendy
- True opposites sometimes don't work as well as shades of similarity



**CLEARLY  
STATED INTENT  
LEADS TO MORE  
WELL THOUGHT  
OUT SCOPE**

# COMMUNICATING YOUR INTENT IS ABOUT DECIDING WHO YOU WANT TO BE NEXT

DOWN



T = TODAY \* = GOAL

- IN THE LAST YEAR I HAVE LIVED MORE + PLANNED A BIT LESS. I NEED TO FOCUS ON CAREER PURSUIT OF THAT SAME STYLE



- I NEED TO UNDERSTAND THE DIFFERENCE B/T FREEDOM + FREE TIME
- I NEED TO BE MORE PROUD OF ME NOT JUST MY WORK. ITS A BALANCE
- I NEED TO NOT LET MY SKILLS ATROPHY BECAUSE IM STUCK DEFINING IA W/O PRACTICING IT

## ORGANIZATION #1:



### *Scope they may try in the next 6 months...*

User Testing and Analytic Inquiry into the design of existing features with existing users.

Establishing goals that reflect wanting an engaged loyal audience, and not focused on collecting names on a mailing list

Marketing initiatives focused on encouraging existing users to contribute content



## ORGANIZATION #2:



### *Scope they may try in the next 6 months...*

User interviews and inquiry into the value proposition of the service being used today and how it could better acquire new users

Establishing goals that reflect collection of names and opt ins to the service

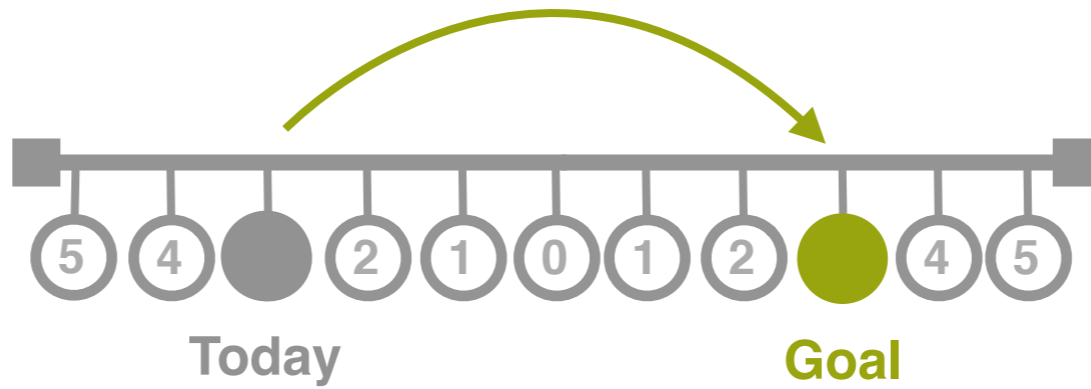
Marketing initiatives focused on driving awareness and acquisition of users to both read and contribute content

**ASK YOURSELF:**

---

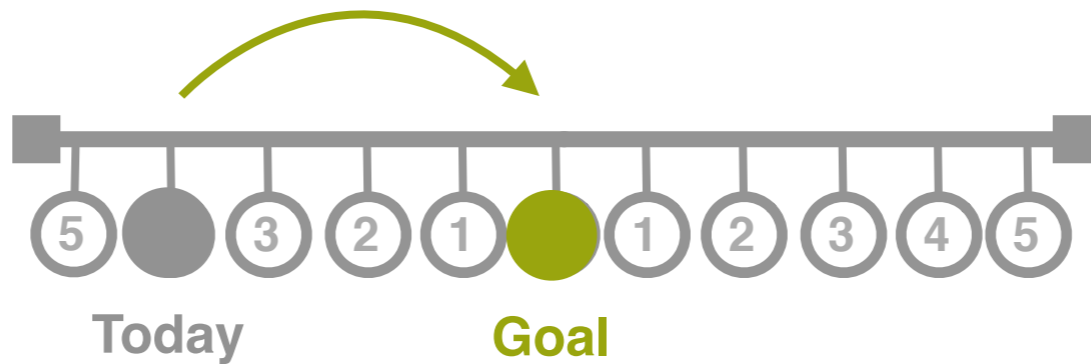
**HOW CLOSE TO  
GOOD ARE YOU?**

**Preach** about what it takes to run a small business



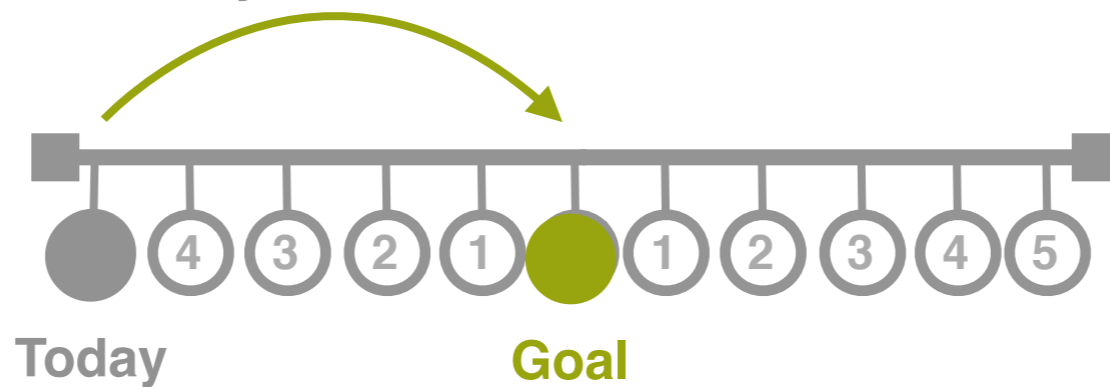
**Teach** what it takes to run a small business

Content for **Businesses**



Content for **all consumers**

Project success is measured by **engagement** of users



Project success is measured by **revenue**

ASK YOURSELF:

---

WHAT WILL THE  
RESULT OF GOOD BE?

# **“OKR” IS A BUZZ WORD IN STARTUPS AND LEAN ENTERPRISES**

## **Objective:**

Bring back information architecture

## **Key Results:**

Increased Attendance to IA events

Increased reference to IA by name in online discourse

Increase in demand for IA services in UX market

ASK YOURSELF:

---

HOW WILL YOU KNOW  
IF IT IS GOOD?



# They say the key to successful behavior change is having measurement...

- Specific
- Measurable**
- Achievable
- Relevant
- Time bound

**IN OTHER WORDS, HOW DO YOU  
KNOW YOU ARE GOING TOWARD,  
AND NOT AWAY FROM YOUR  
GOAL?**

**Increase  
Engagement**



Goal  
in 6 months

What we  
do today

**Increase  
Conversion**

# WHAT IDEAS WILL LEAD YOU TO YOUR GOAL?

Increase Engagement



Increase Conversion

Goal  
in 6 months

What we  
do today

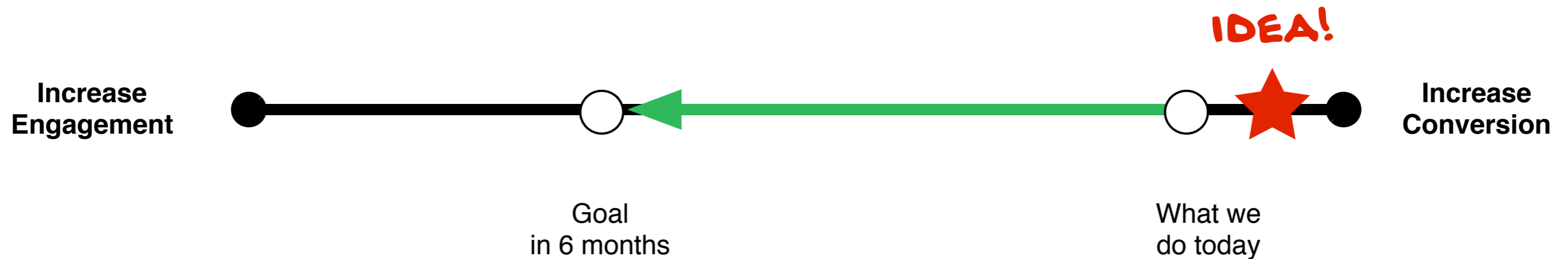
- Establish an time on site baseline for our target users of 2+ minutes (matching industry standards for photo apps) over the next 6 months, as measured by average time on site.
- Increase the secondary material click-through by loyalty users from 10% to 20% over the next 6 months, as measured by clicks on secondary materials.
- Conduct research over the next 6 months to better understand what engagement means to our target audience.

**BASELINES ARE SUPER IMPORTANT TO UNDERSTAND**

**GOALS CAN BE DIRECTLY RELATED TO A FEATURE OR PIECE OF CONTENT**

**RESEARCH CAN BE A GOAL**

# ...AND HOW DO YOU KNOW WHEN AN IDEA IS IN CONFLICT WITH YOUR GOALS



**BREAK**

**7 MIN**

# WORKSHOP



# COMMUNICATE YOUR INTENT

**45 Min:** In groups of 3, work on verbalizing the intent of your thesis projects. You will have 15 minutes for each project:

- **5 Min:** Describe the intent of your thesis work to your group. Get specific.
- While they are talking, everyone else should be writing words that could represent “good” or “not good” for that work on post it notes
- **10 Min:** As a group, list the words that came up and decide what “not good” means for each “good” that is decided on and vice versa.
- Next Person...

**15 min:** Spend this time at your desk, think about your work and what your partners used to describe good and not good.

- Create 2-3 continuums to describe your project’s intent
- Show where your midterm defense presentation rates on each final continuum. Show where the thesis final should rate as well. Point out any past ideas that might stand in conflict of your future goal
- Put your continuums up on the wall for others to see

**QUESTIONS ON THE  
CLASS SO FAR?**

# FEBRUARY

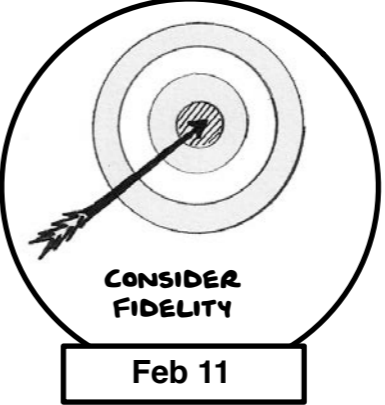
WRITE ABOUT UNDERSTANDING YOUR MARKET AND TARGET AUDIENCE

MAKE SOMETHING TO EXPLAIN YOUR WORK IN AN ELEVATOR



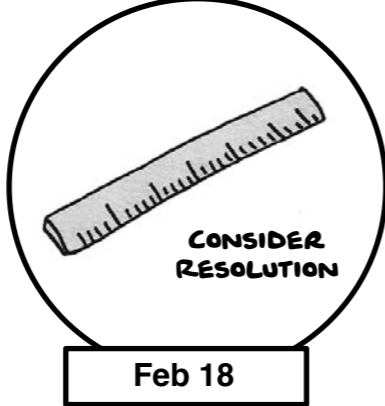
DRAFT AUDIENCE & MARKET SECTION OF BOOK FOR EDITING

MAKE SOMETHING THAT ENABLES TWO STRANGERS TO CONVERSE ABOUT YOUR WORK



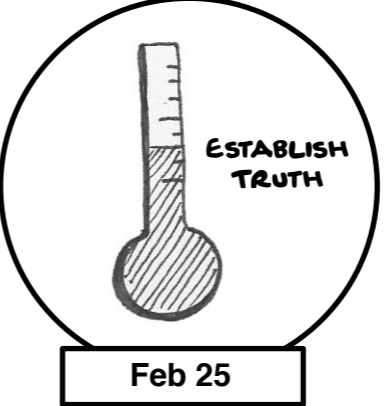
WRITE ABOUT YOUR INTEREST, PROCESS AND INTENT

MAKE SOMETHING HIGH FIDELITY & LOW RESOLUTION



WRITE ABOUT YOUR FINAL SCOPE FOR THIS THESIS WORK

MAKE SOMETHING LOW FIDELITY & HIGH RESOLUTION



DRAFT GOALS, RESEARCH AND METHODOLOGY SECTIONS OF BOOK FOR EDITING

MAKE A DOSSIER\* OF SOMETHING YOU HAVE DONE THIS SEMESTER

# **HOMework**

# ASSIGNMENTS

## **Blogging Assignment (due by noon tomorrow)**

Write about our discussion today on communicating intent and conflict

---

## **Formal Writing Assignment (due next class)**

Understanding Your Target Market and Audience

## **Making Assignment (due next class)**

Make something to explain your work in an elevator

## **Housekeeping Assignment (due Feb 25)**

Hire an editor and an off campus thesis advisor