

# Congratulations **Graduates**



# Keynotes

challenge you  
think big  
take on a cause





climate change

Different approach...

hunger

aging religion

education

human rights

conservation

water

world health

identity

freedom

energy equality

safety

privacy access



Different approach...

you choose  
what's important  
to you

My goal is  
the same as yours...



S U C C E S S

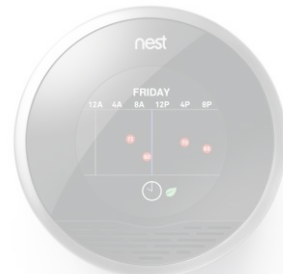


Whether you address  
world health  
or a  
smartphone app





when you succeed,  
the world sees...



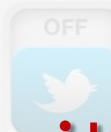
**Design Matters**







when people see  
design matters...



more opportunity for **all** UX  
folks to make a greater  
**impact**





SUCCESS

You have  
energy  
ideas  
passion  
&  
technical  
skills



Everything  
you need  
RIGHT?



What if  
I said



technical skills  
are **not** enough?



**Professional skills**




# Role, Values, & Process

Ali M. Vassigh – UX Director, Roku



**Role**





Don't let  
what you're told/asked to DO  
**define** you or your role



Pixel pusher?

Usability tester?

Design CPR?



# Confidence in knowing your value

(look higher)

# Understand people

mentally, physically, behaviorally, emotionally, socially, and culturally  
to effectively drive their needs into branded solutions that...

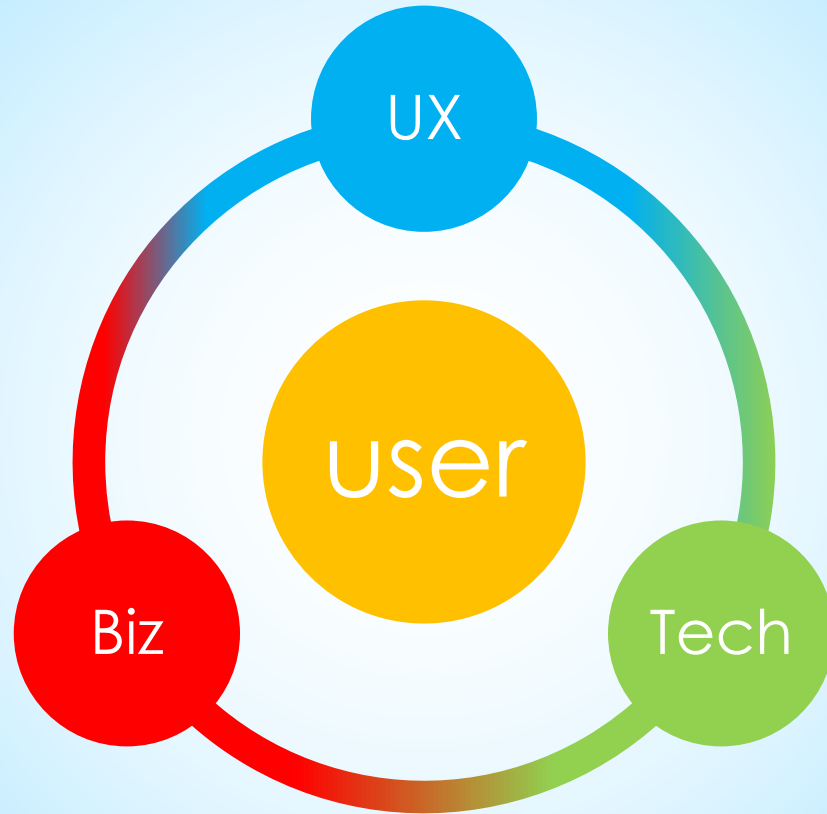
**Simplify**  
Complexity

**Humanize**  
Technology

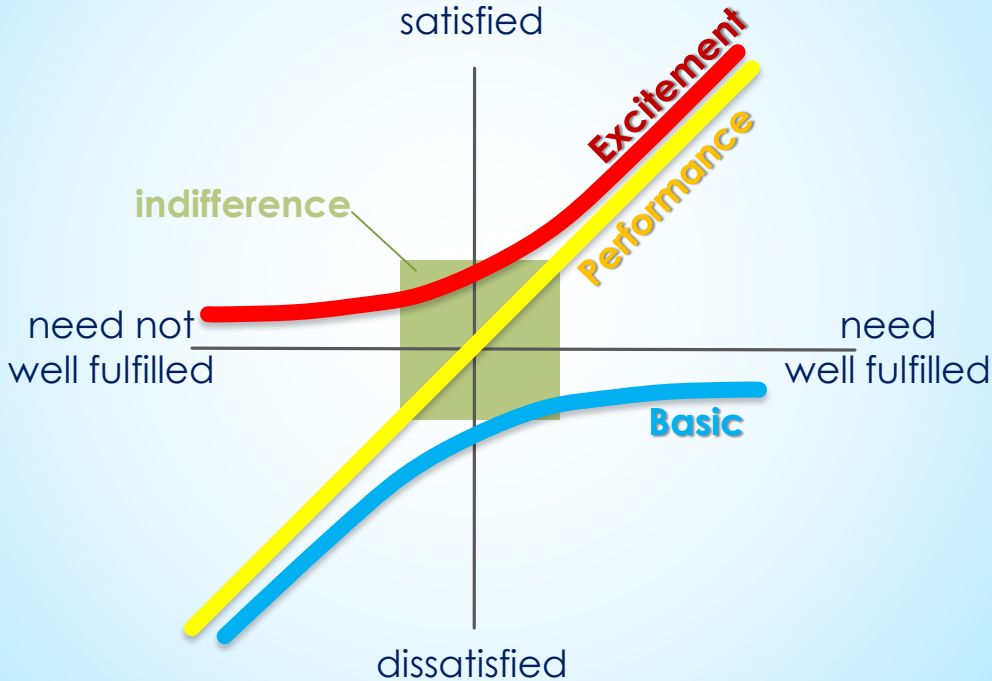
**Connect**  
Emotionally

**Enrich**  
Experiences

Find the  
balance...



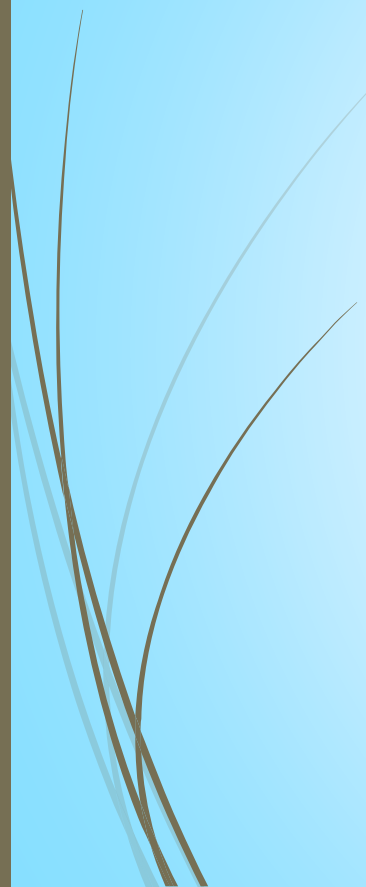
# Prioritize...



# Create value...

$$\text{Value} = \frac{\text{Quality}}{\text{Cost}}$$

Useful	Time
Usable	Effort
Desirable	Performance
Fun	Learnability



You're  
successful  
when...



# Strategic UX

(can't be outsourced)

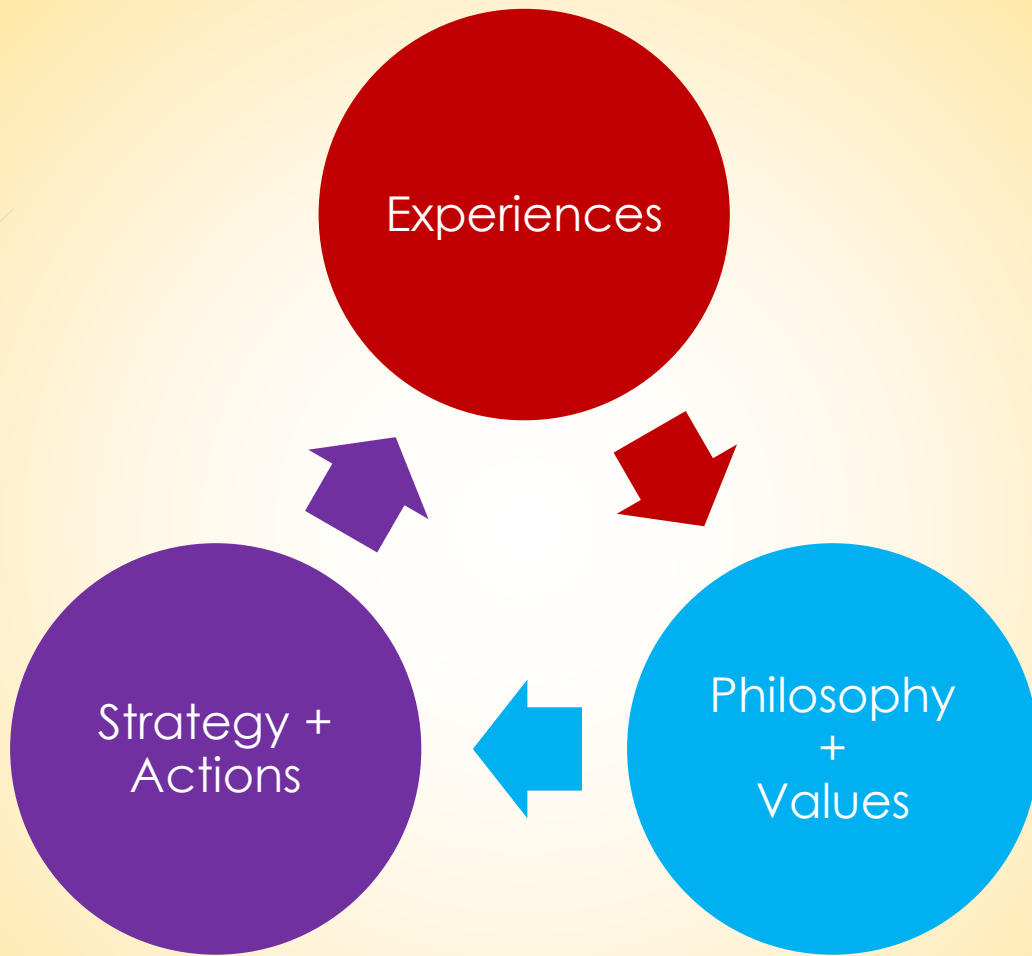


# Values

(principles, beliefs, philosophy)



Why do “values” matter?



# Principles

People

Priorities

Process

Product

# Principles

People

Priorities

Process

Product



You and your team  
define your own values



# Examples

(personal + what's needed  
for Roku culture)





Who we are...



We are **humble** experts



(because I said so)



We are **inclusive**

(involving stakeholders  
all along the way)



We are **open-minded**

(good ideas can come from anyone)



We are **creative**  
and **analytical**

(art + science + business of design)



How we work...



# We **pragmatically** champion UX

(change agents,  
not whiners  
not prima donnas)



# Accomplishments through successful **relationships**

(the ends do not justify the means)



A dark red arrow points to the right at the top left. Below it, several thin, curved lines in shades of grey and brown sweep across the left side of the slide.

We establish and drive  
toward **goals**  
at every level

(goals before designs)

A dark red arrow points to the right from the left edge of the slide. Below it, several thin, curved lines in shades of grey and yellow sweep across the left side of the slide.

We always offer **options**  
and information to  
drive informed  
**discussions**  
and  
**decisions**

A dark red arrow points to the right from the left edge of the slide. Below it, several thin, curved lines in shades of grey and yellow sweep across the left side of the slide.

We design solutions that are  
**holistic** and **systemic**

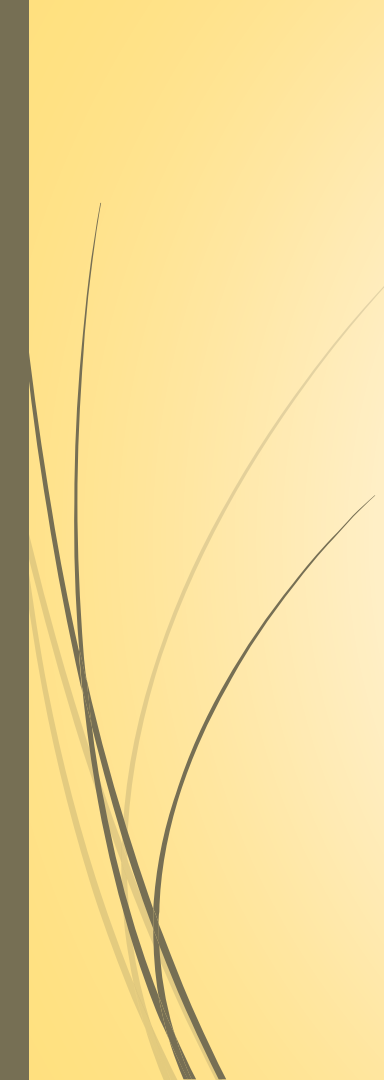
“Always design a thing by considering it in its next larger context – a chair in a room, a room in a house, a house in an environment, an environment in a city plan.”

Eliel Saarinen (architect)

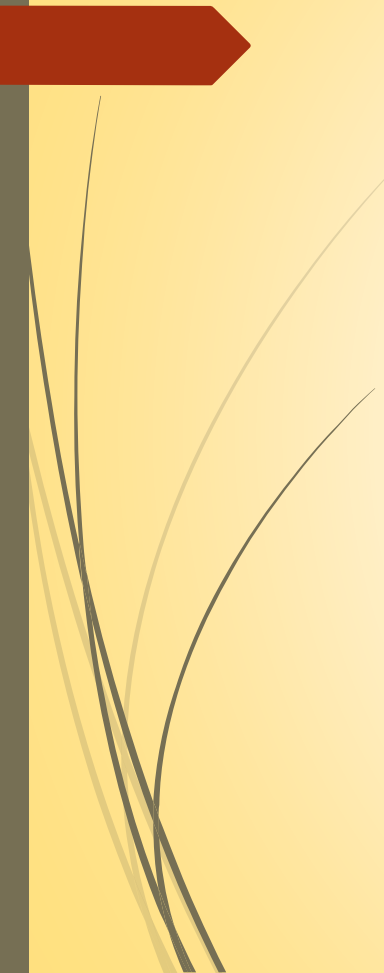


We create **clarity** in all things

(design is communication)



You're  
successful  
when...

A dark red arrow points to the right from the left edge of the slide. Below it, several thin, curved lines in shades of grey and brown sweep across the left side of the slide.

# **Alignment** and harmony amongst team members

(in the same boat,  
rowing in the same direction)



# Process



Principles

People

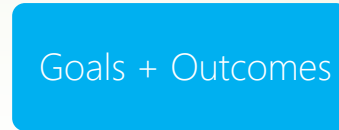
Priorities

**Process**

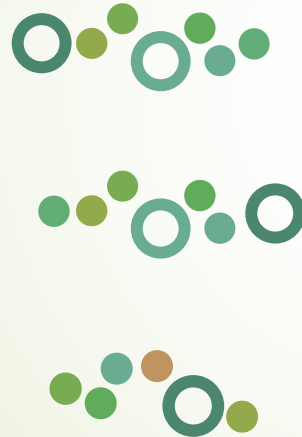
Product



Framework:



Process:



# EXTERNAL

Framework:

Goals + Outcomes

Goals + Outcomes

Goals & Outcomes

Process:

# INTERNAL

# Right Framework?

Build the right thing

Understand

Diagnose

Build the thing right

Envision

Discover

Create

Define

Design

Develop

Deploy

# Right Framework?

Build the right thing

Build the thing right

Understand

Envision

Create

Diagnose

Discover

Define

Design

Develop

Deploy

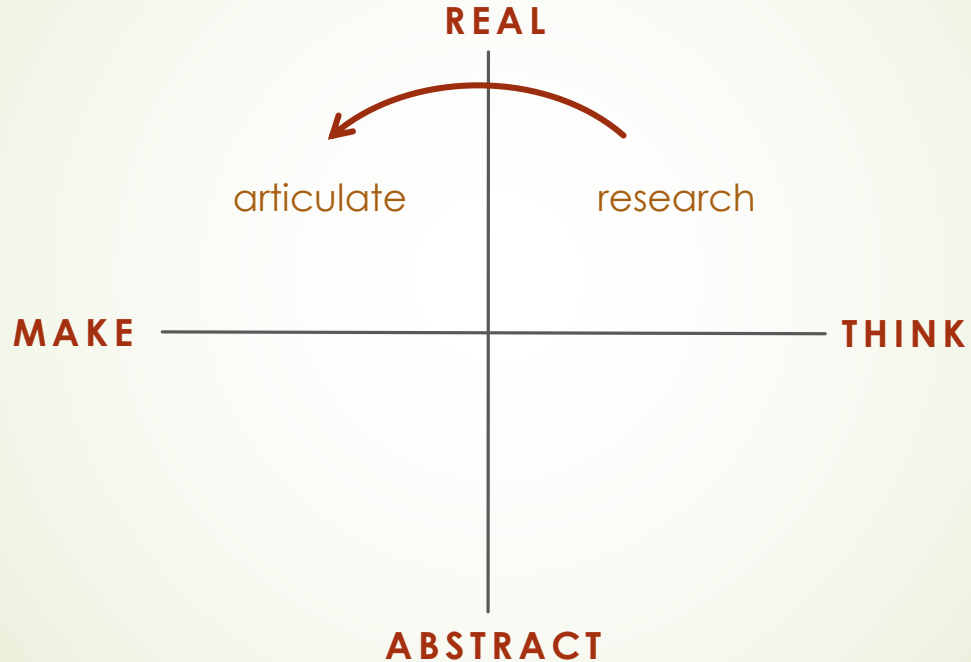
# Define

A problem well represented  
is mostly solved

*If I had only one hour to save the world,  
I would spend fifty-five minutes defining  
the problem, and only five minutes  
finding the solution.*

# Design Research Framework

Common Practice

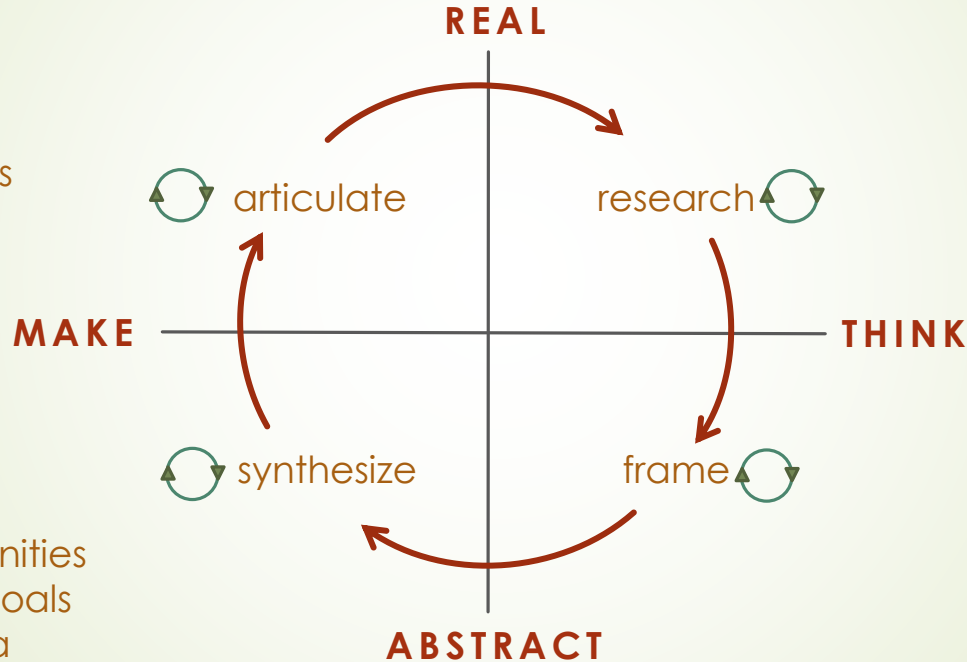


# Design Research Framework

Improved Practice

lo/hi-fi  
prototypes  
storyboards  
interactive sims

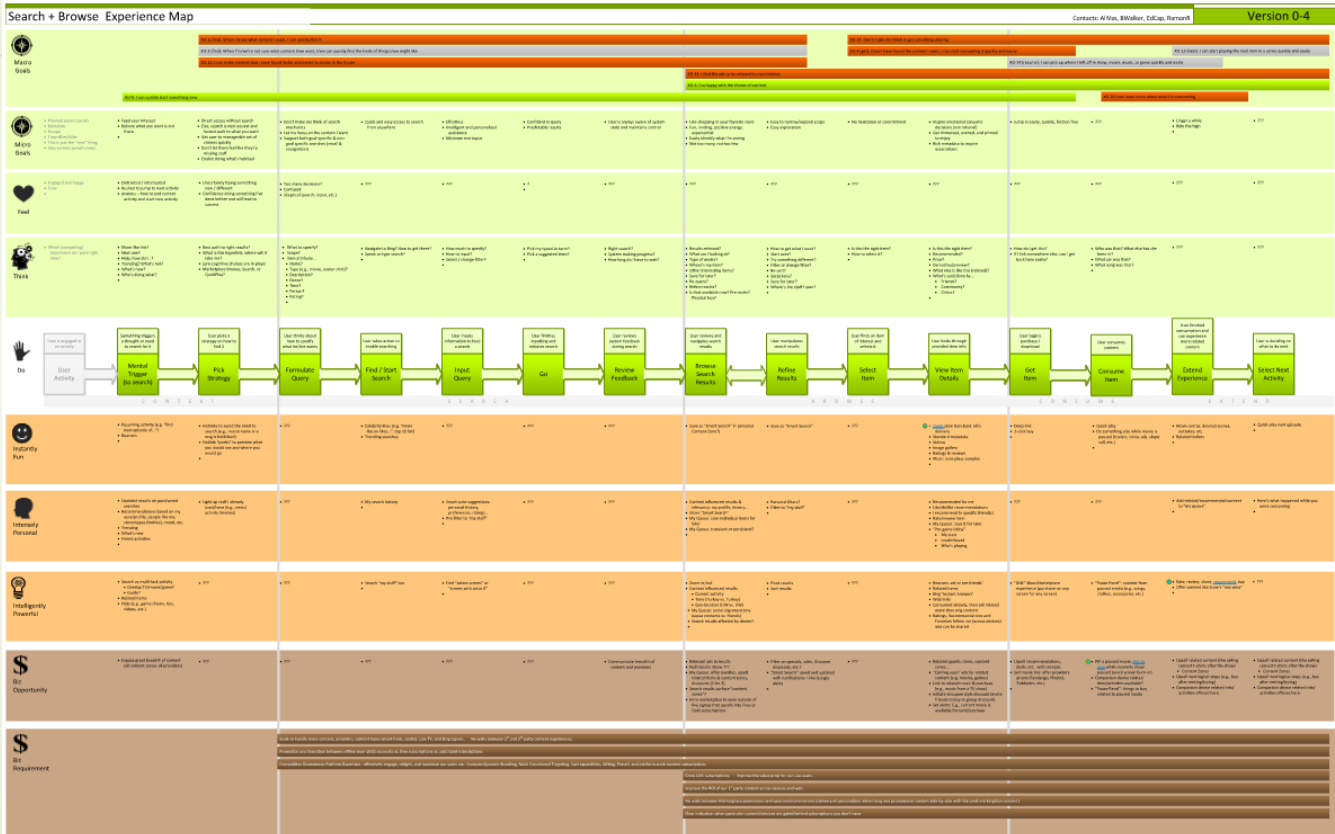
vision  
ideas/opportunities  
ux principles/goals  
success criteria




diagnosis  
discovery  
evaluation  
analysis

definition  
framework  
models  
experience  
maps

# Experience Map







You're  
successful  
when...



# Easily set and manage **expectations**

(partners know and  
understand how we work)



# Conclusion



**Professional skills**  
matter as much as  
technical skills



You can read  
about it

(emotional intelligence)



You need to  
consciously  
**talk** about it

(cover letters, website, interviews)



You need to  
consciously  
**practice** it.



# Thank You



## **Role, Values, & Process**

Ali M. Vassigh – UX Director, Roku