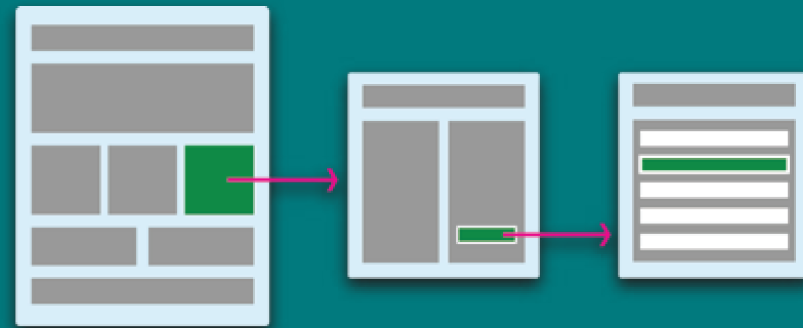




Luis Barriga
Experience Design

UX ThinkTank:

An Experience Design Community &
Education Platform



A think tank is a group of individuals whose mission is to observe, study, research, write, discuss, and educate topics that are of importance to the social good. It's a form of collective intelligence.

UX ThinkTank

An Experience Design Community & Education Platform

WHAT?

A platform dedicated to support the community and organizations, learn, understand and execute Experience Design – with the primary goal to strengthen User Centered Design/Thinking and implementation.

WHY?

To empower every individual to think critically and contribute to the overall Colleague Experience.

- Identify and strengthen champions.
- Leverage and apply standards.
- Learn, share and collaborate on ideas.

HOW?

Through:

- Community channels.
- Project reviews.
- Structured gatherings.
- 1:1 sessions.

WHO?

- Process owners.
- Product owners.
- Solution owners.
- System configurators.
- Administrators.
- Managers.
- Developers.
- All of VMware!

Why do this?

To aid your partners, educate and promote user centered design.

Some of the questions we often hear:

- What is the UX Process?
- How and When should we engage UX?
- What types of user research are there and when should they be applied?
- What are UX Requirements?
- Why is UX Important?

Let us embark on a very special journey!

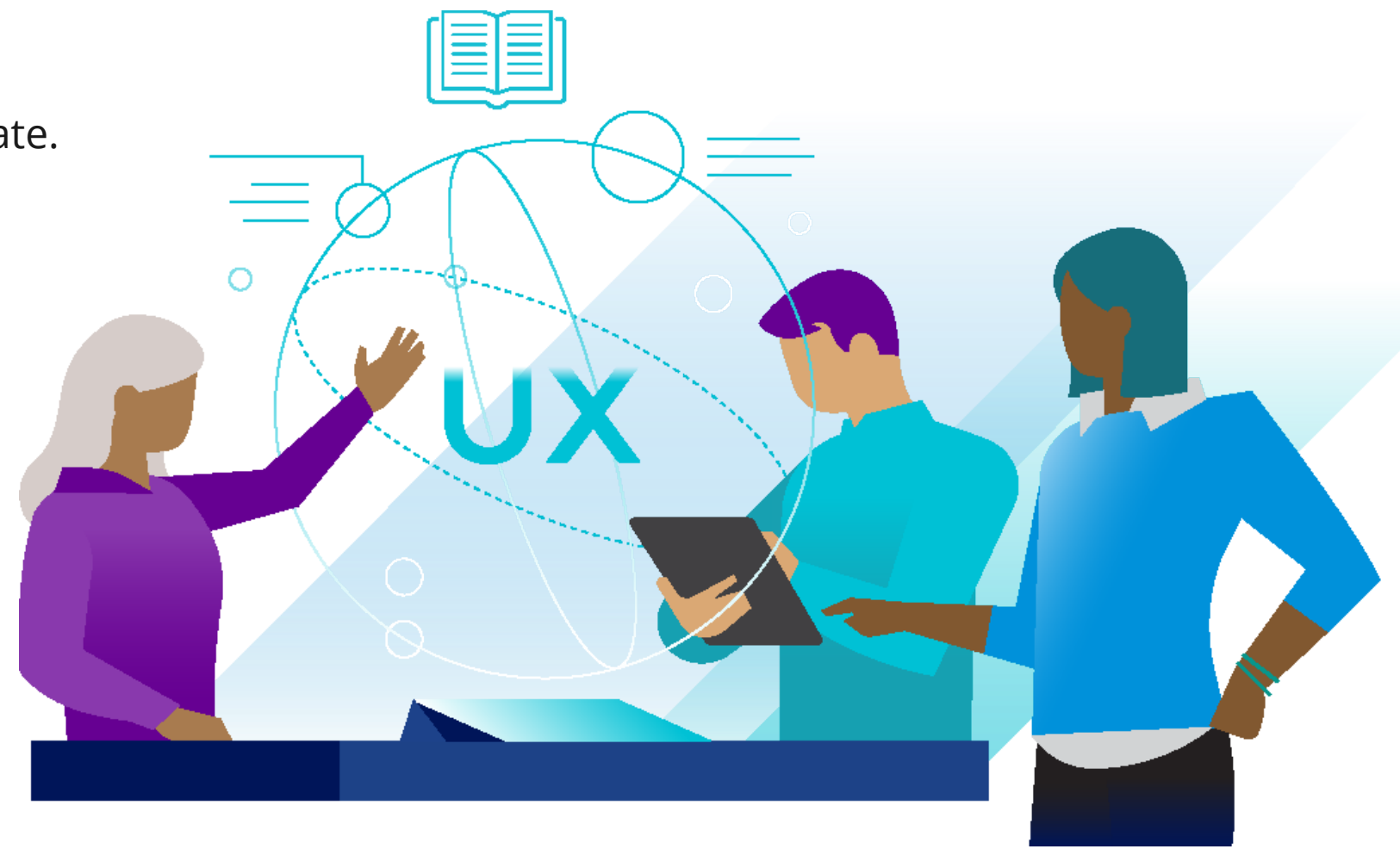


Education and Awareness

Your partners are working on building and improving experiences for the user, where the understanding and implementation of UX varies. User Experience maturity exists on many levels and those in charge of creating them (business, product and technology teams) are asking for our help in maturing the UX knowledge.

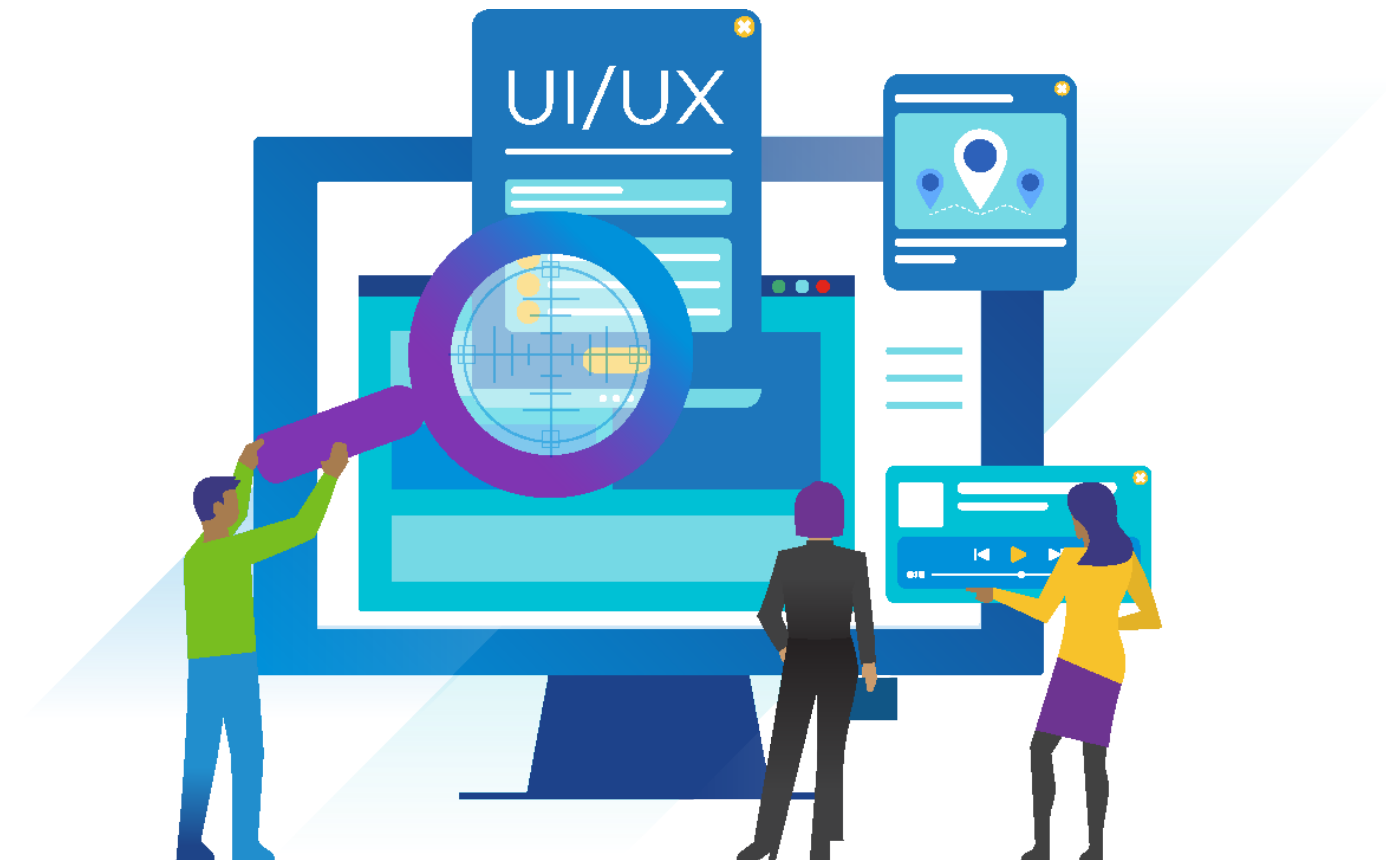
A few ways you can plan to do this:

- Structured avenues and opportunities to raise awareness and educate.
- Lesson based learning.
- Contextually within an initiative or project.
- Office hours, brown bags and ask me anything sessions.
- Specific requests and consulting.



UX Adoption

As you socialize and collaborate, the digital initiative process will become common knowledge where folks will be able to understand and apply UX methodologies, best practices and utilize activities and artifacts adequately to design and build experiences that are efficient and cost effective while fundamentally maintaining the user's needs at the forefront and driving positive momentum with significant velocity and impact to your partners, business and investors.



Digital initiative process



Building Champions

In addition to the teachable moments you will also identify leaders who will champion the UCD methodologies and help the knowledge grow within their teams and cohort as UX subject matter experts and be a conduit to the larger UX community.

These champions exist at all levels:

- Executive
- Management
- Lead
- Individual Contributor



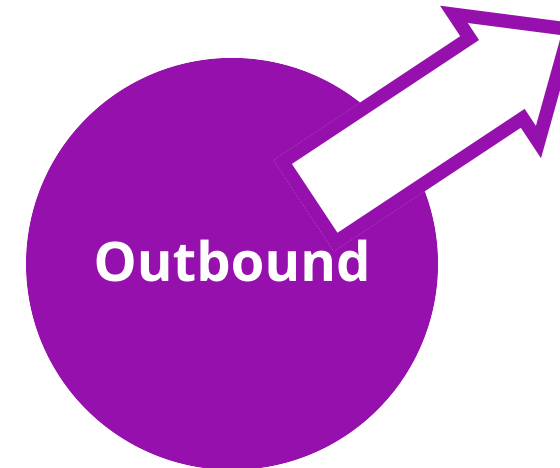
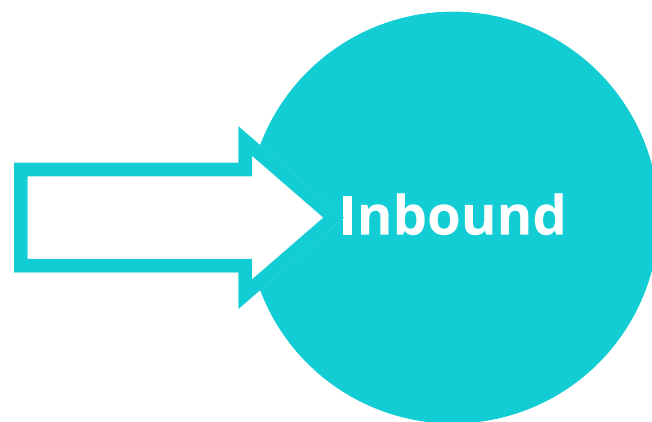


Pilot Program

Pilot Program

Identify your partner and develop a program that meets their needs, assisting them in achieving their primary goals. Focus on being user-centered and expanding design thinking throughout the process.

Key communication methods with the team and program participants



Identify the primary channels for Inbound and Outbound communication where you will be able to engage with the community and gather conversation topics for brown bag sessions, these channels are also open for office hours and other requests.

Activities and Cadence

Focus on what you look to achieve with this program/platform.

During activities you will have clear agendas and goals but you should have the ability to adapt and morph to best suit the subject matter and audience – don't be afraid to change the playbook but maintain some structure and guard rails to stay focused on the approach.

Session types

Office Hours

Set hours where someone will be available to meet with individuals and teams to discuss a particular topic.

Ask me anything

A town hall style session where the panel will literally answer any question (within reason).

Learn UX

Structured education and training modules that cover specific topics.

Initiative Consult

Time booked to provide consulting services to a project or initiative.

Brown Bag

Informal but often structured around a topic or learning - bring your own lunch/snack.

Community

Designed to let the attendees bring topics to the conversation, peer reviews, etc.

A Typical Month

Plan to run the program continuously but should have initial trending data and metrics to measure success within 6 weeks of launch. This is what a typical month could look like:

Month Sample					
Office Hours	Monday 3	Tuesday 2	Wednesday 4	Thursday 4	Friday 🎉 2
Ask me anything	Week 1 4				
Learn UX	Learn UX		Brown Bag	Office Hours	Initiative Consult
Initiative Consult	Week 2 3	Initiative Consult	Community	Office Hours	
Brown Bag					
Community	Week 3 4	Initiative Consult	Brown Bag	Office Hours	
	Learn UX				
	Week 4 4		Community	Office Hours	Initiative Consult
	Ask me anything				