Table of Contents

Institutionalization of Usability: A Step-by-Step Guide

By Eric Schaffer

Publisher: Addison Wesley Pub Date: February 13, 2004 ISBN: 0-321-17934-X

> Pages: 304 Slots: 1.0

Copyright

Preface

The Organization of This Book

The Audience for This Book

Acknowledgments

Chapter 1. The Deep Changes

Changing the Feature Mindset

Changing the Technology Mindset

Changing Management Values

Changing the Process for Interface Design

The Step-by-Step Process for Institutionalizing Usability

Part I: Startup

Chapter 2. Wake-up Calls and Common Reactions

The Value of Usability

Types of Wake-up Calls

Common Responses to Wake-up Calls

Chapter 3. The Executive Champion

The Role of the Executive Champion

Deciding to Innovate

Making the Change

Educating the Executives

Keeping It Moving Long Term

Becoming a CXO

Chapter 4. Selecting a Usability Consultant

Staffing

Completeness of Solution

Domain Expertise

Methodology

Tools and Templates

Size and Stability

Corporate Cultural Match

Specializations

Organizational Structure

Change Management Ability

Quality Control and Feedback

Ongoing Training for the Consultancy's Staff

Part II: Setup

Chapter 5. Strategy

What to Consider When Developing the Strategic Plan

A Proactive Organization

Coordinating Internal Staff and Consultants

The Importance of Sequence

Reacting to Past Events

Targets of Opportunity

Slower Can Be Better

Phasing in Design Standards

Key Groups for Support or Resistance

Training

Methodology and Infrastructure

The Project Path

Levels of Investment

Chapter 6. Training

Types of Training

Certification

A Typical Training Plan

Conferences

Chapter 7. Methodology

What to Look for in a User-Centered Methodology

An Outline of The Schaffer Method

A Quick Check of Your Methodology

The Challenges of Retrofitting a Development Life Cycle

Chapter 8. Tools, Templates, and Testing Facilities

Introduction to Your Toolkit

Testing Facilities

Recording of Testing Sessions

Modeling Tools and Software

Data Gathering and Testing Techniques

The Special Needs of International Testing

Recruiting Interview and Testing Participants

Chapter 9. Interface Design Standards

What Is an Interface Design Standard?

Screen Design Templates

Other Contents of a Design Standard

The Scope of Design Standards

The Value of Design Standards
The Process and Cost of Developing Standards
Disseminating, Supporting, and Enforcing Standards
Chapter 10. Showcase Projects
The Value of a Showcase Project
Selecting the Right Staff and Project
Expectations
Part III: Organization
Chapter 11. Organizational Structure
Organizational Structures for Usability Teams
Placement of a Central Team in the Overall Organization
Escalation of Problems
Graphic Artists, Writers, and Other Usability-Oriented Staff
Chapter 12. Staffing
The Chief User Experience Executive
The Central Usability Organization Manager
The Central Usability Organization Staff
What to Look for When Hiring
An Offshore Model
Chapter 13. Projects
Doing It Right
Managing by Project Importance
Who Will Do the Usability Work?
<u>Different Strategies for Practitioner Involvement</u>
Working Smart
Efficient Project Planning
Estimating Usability Work
Part IV: Long-Term Operations
Chapter 14. Activities of the Established Usability Group
Maintaining Respect and Negotiating Effectively
Maintaining Momentum
Evangelizing
<u>Training</u>
<u>Mentoring</u>
Supporting Standards
Supporting the Community
Performing Usability Testing
Focusing on Metrics
Having Responsibility
Reporting to Executives
<u>Chapter 15. The Future</u>
Symptoms of Leaping the Chasm
<u>Maturity</u>
Your Organization's Maturity
New Technologies
<u>Appendix</u>
References