

# Users are the energizers of multidisciplinary development

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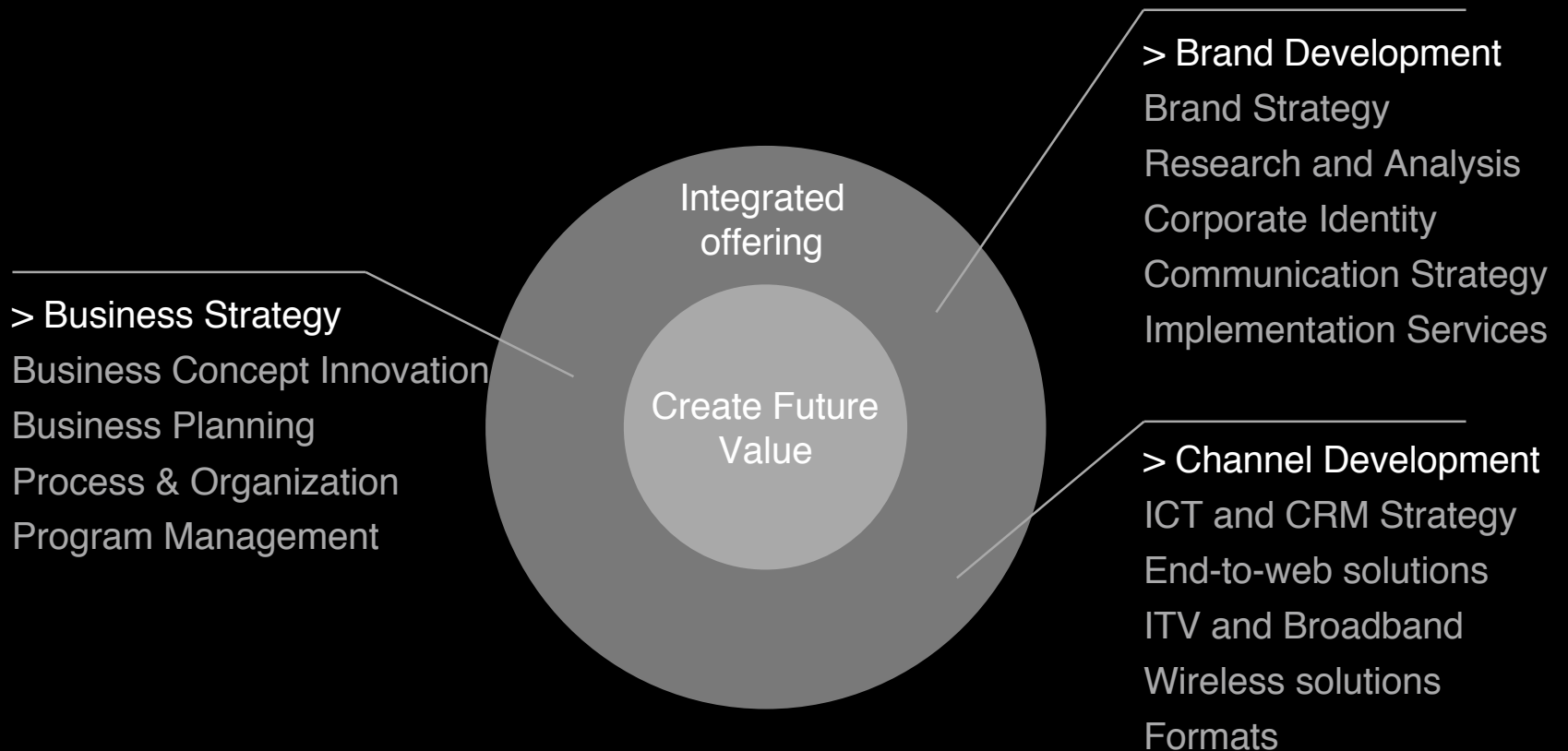


# I'd like to introduce myself, and my colleagues

- > Bas Raijmakers, Usability director  
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- > Working in a multidisciplinary new media company with interaction designers, visual designers, copy writers, content managers, business consultants, project managers, programmers, technical consultants, usability researchers, user researchers, information architects, web statistics analysts, ...and users!



# Our core competencies



# Every discipline has its own goals

- › Business consulting: efficient organization
- › Creative: effective, compelling communication
- › Technology: elegant, flawless execution
- › Project management: on time on budget delivery
- › Hosting: fast, trustworthy distribution
- › ...
  
- › Together this must lead to higher profitability for our clients and more satisfaction for their customers:  
"We create future value"



# Users have expectations

- › Users expect different things from each discipline  
E.g. from an e-commerce site users expect:
  - › A fast website
  - › Useful online services
  - › Ease of use
  - › A trustworthy brand image
  - › Safe online payments
  - › ...



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E.g. from an e-commerce site users expect:
  - › A fast website (hosting consultant)
  - › Useful online services (business consultant)
  - › Ease of use (usability researcher)
  - › A trustworthy brand image (visual designer)
  - › Safe online payments (programmer)
  - › ...

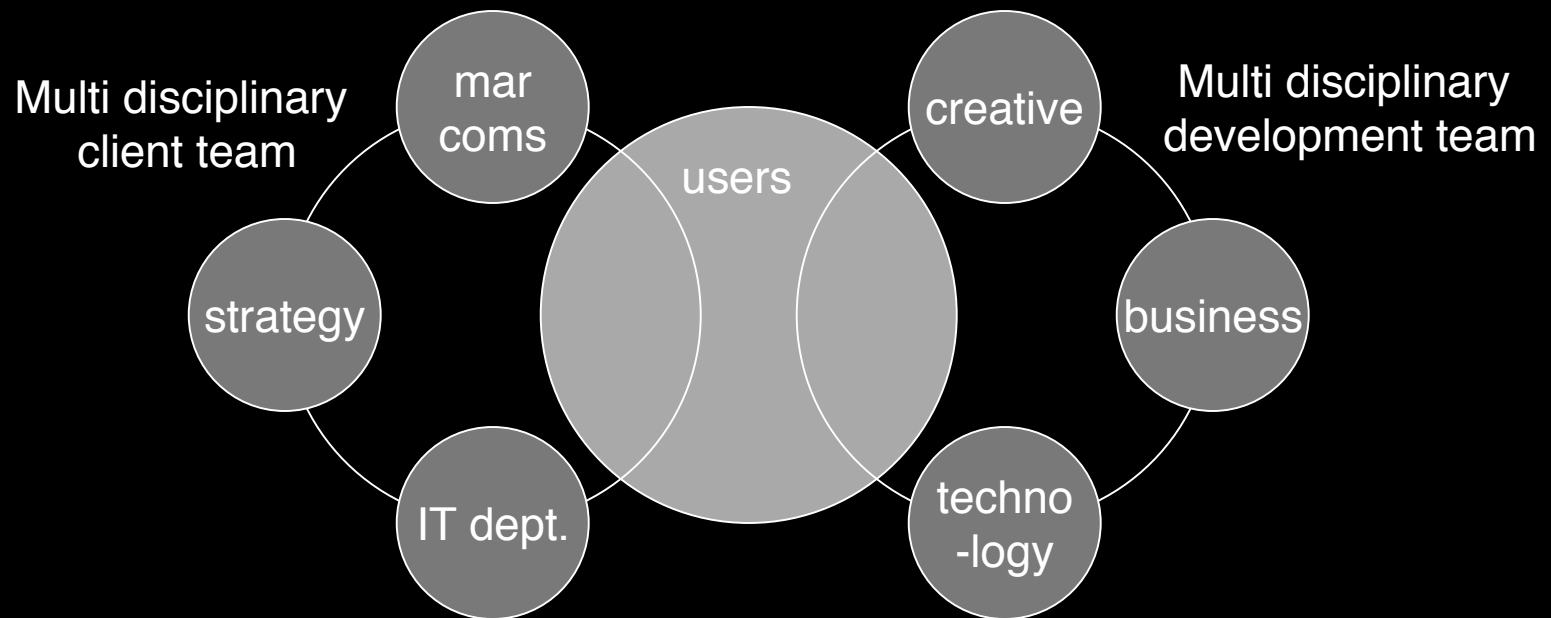


# Users do not like to be disappointed

- › Users expect different things from each discipline  
E.g. from an e-commerce site users expect:
  - › A fast website (hosting consultant)
  - › Useful online services (business consultant)
  - › Ease of use (usability researcher)
  - › A trustworthy brand image (visual designer)
  - › Safe online payments (programmer)
  - › ...
- › But these are not separate things for users. If one aspect fails, they might click to the competition

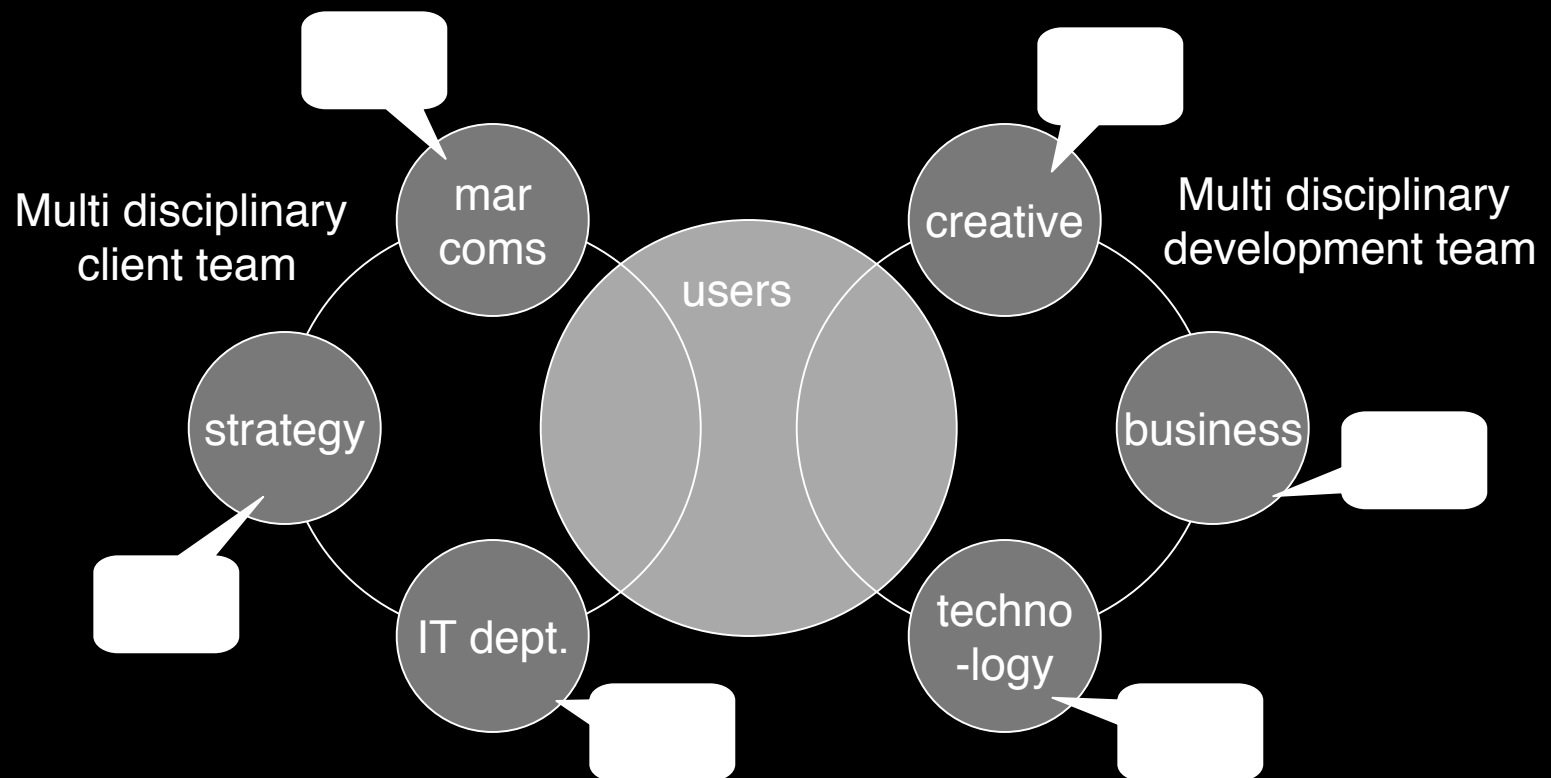


# Everyone listens to users



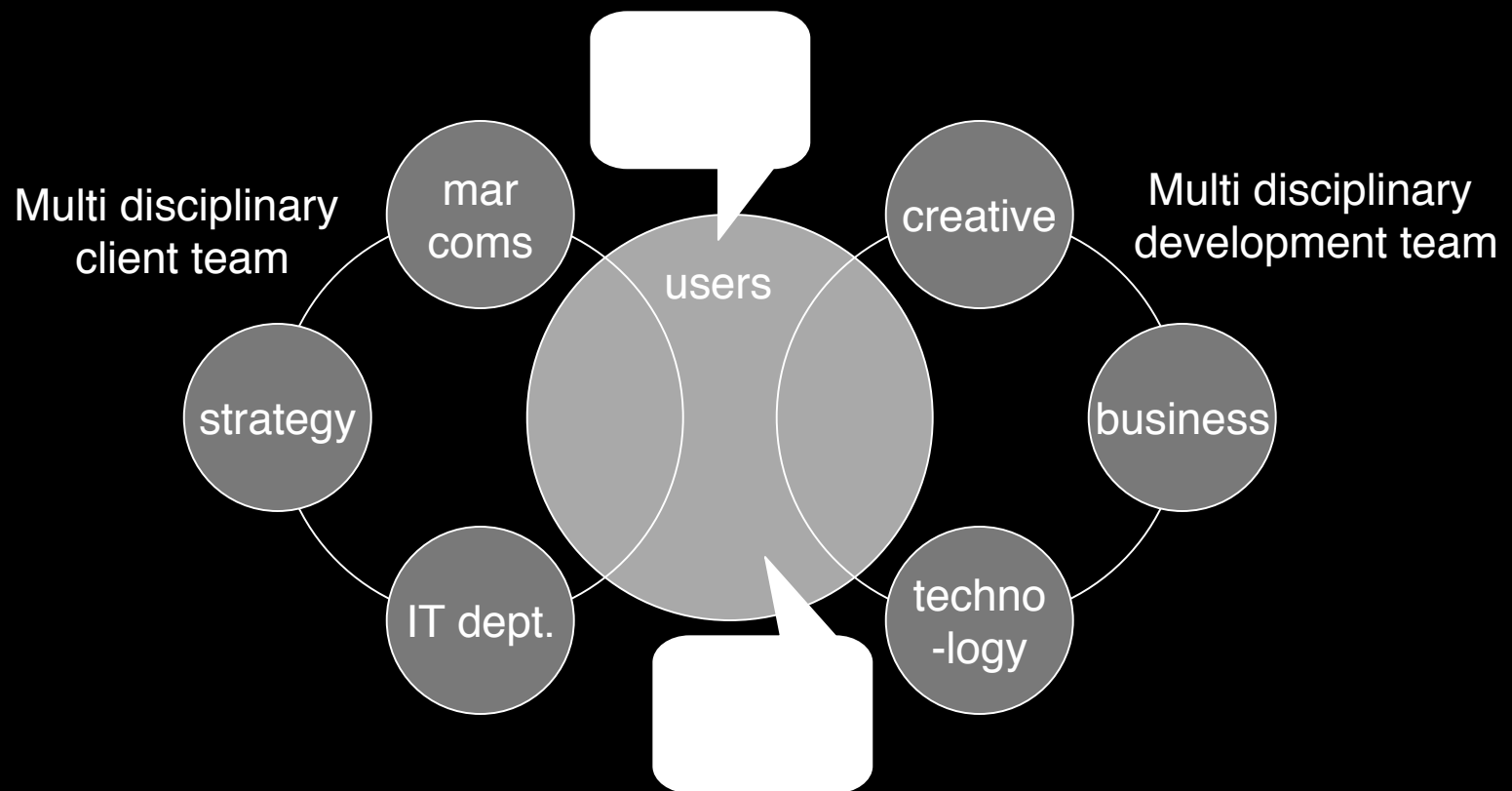
- › Users are a shared point of reference for everyone in both teams

# Users inspire



- › Users inspire team members and energize talks between team disciplines and with the client

# Users silence



- › Users help to end discussions in the teams and with the client, which energizes the project



# How does Lost Boys make this work?

- › Usability researchers give users a role in the development process at several instants
- › Usability researchers create moments for discussion on how users behave and what they understand
- › Research with users intertwines with other activities

user needs      usability test                                  usability test      web stats & online surv  
creative concept    creative definition    creative production    content management  
business plan      BI/CRM plan                                  BI/CRM implementation                                  BI/CRM execution  
technical concept    technical design                                  coding                                  hosting



# What we want to know from users

- › What do users **want**?
  - › Discovering the needs of users
- › What do users **understand**?
  - › Discovering the capabilities of users
- › What do users **do**?
  - › Discovering the behavior of users



# When to ask

- › What do users **want**?
  - › At the start of concept development
- › What do users **understand**?
  - › During web site development
- › What do users **do**?
  - › Once the web site is in use



# What we do with input from users

- › What do users **want**?
  - › Input for business plan and concept development
- › What do users **understand**?
  - › Reality check for web site development
- › What do users **do**?
  - › Performance monitor for the web site



# Who is discussing the input from users?

- › What do users **want**?
  - › Discuss with creatives and business consultants
- › What do users **understand**?
  - › Discuss with creatives and technical consultants
- › What do users **do**?
  - › Discuss with business and technical consultants



# What is the role of the client?

- › What do users **want**?
  - › They bring existing knowledge of their customers
  - › We gather and add new media specific knowledge
- › What do users **understand**?
  - › They observe how users work with prototypes
  - › They discuss solutions with our creatives
- › What do users **do**?
  - › Together we match expectations with actual use



# Users are the energizers!

- › They fuel discussion about new ideas for services, marketing and CRM with their sometimes unexpected, elusive behavior
- › They stop endless discussions by simply showing what works and what not, and that pushes the project team to the next stage in a project



# Questions



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Thank you!

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