

CS 247

using data in the real world

what happens next with this
data in the real world?

you create a product plan.



you don't make decisions alone

designer



you don't make decisions alone

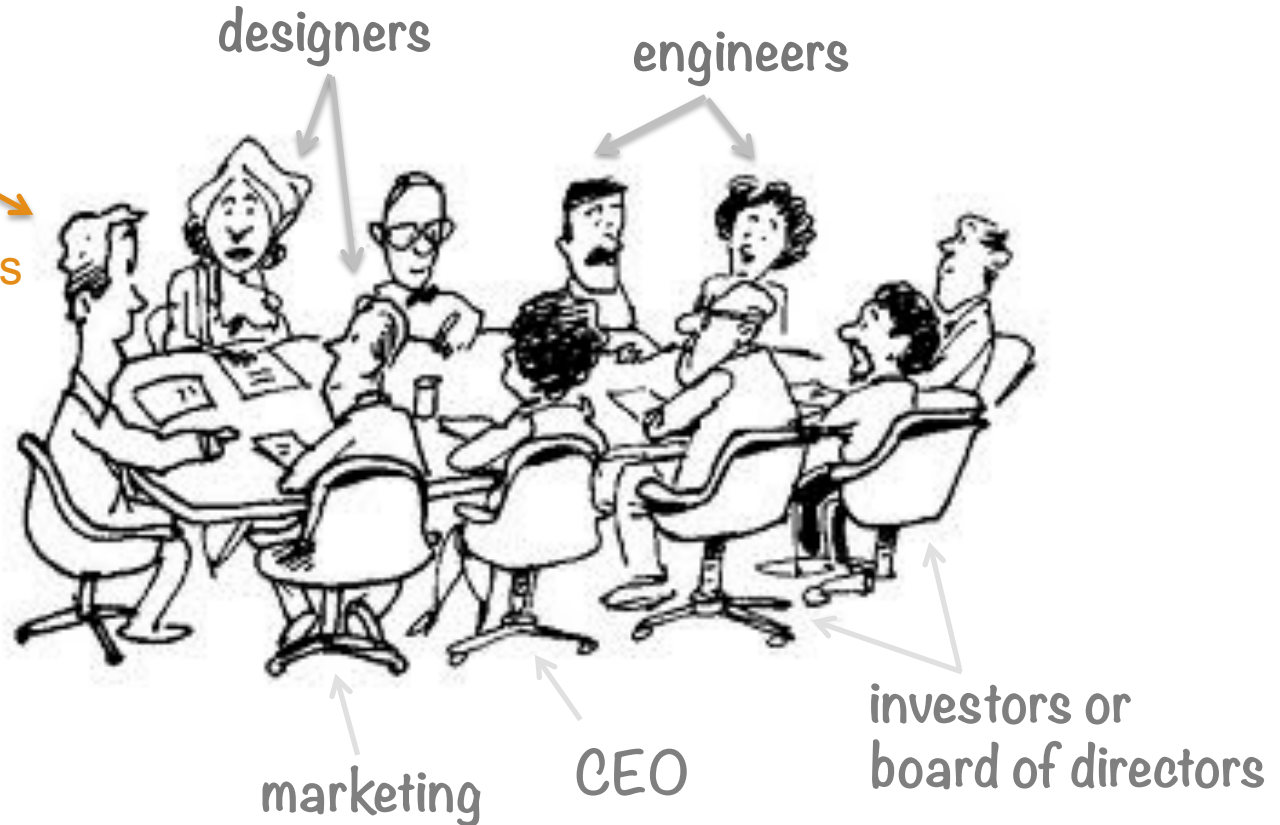
designers



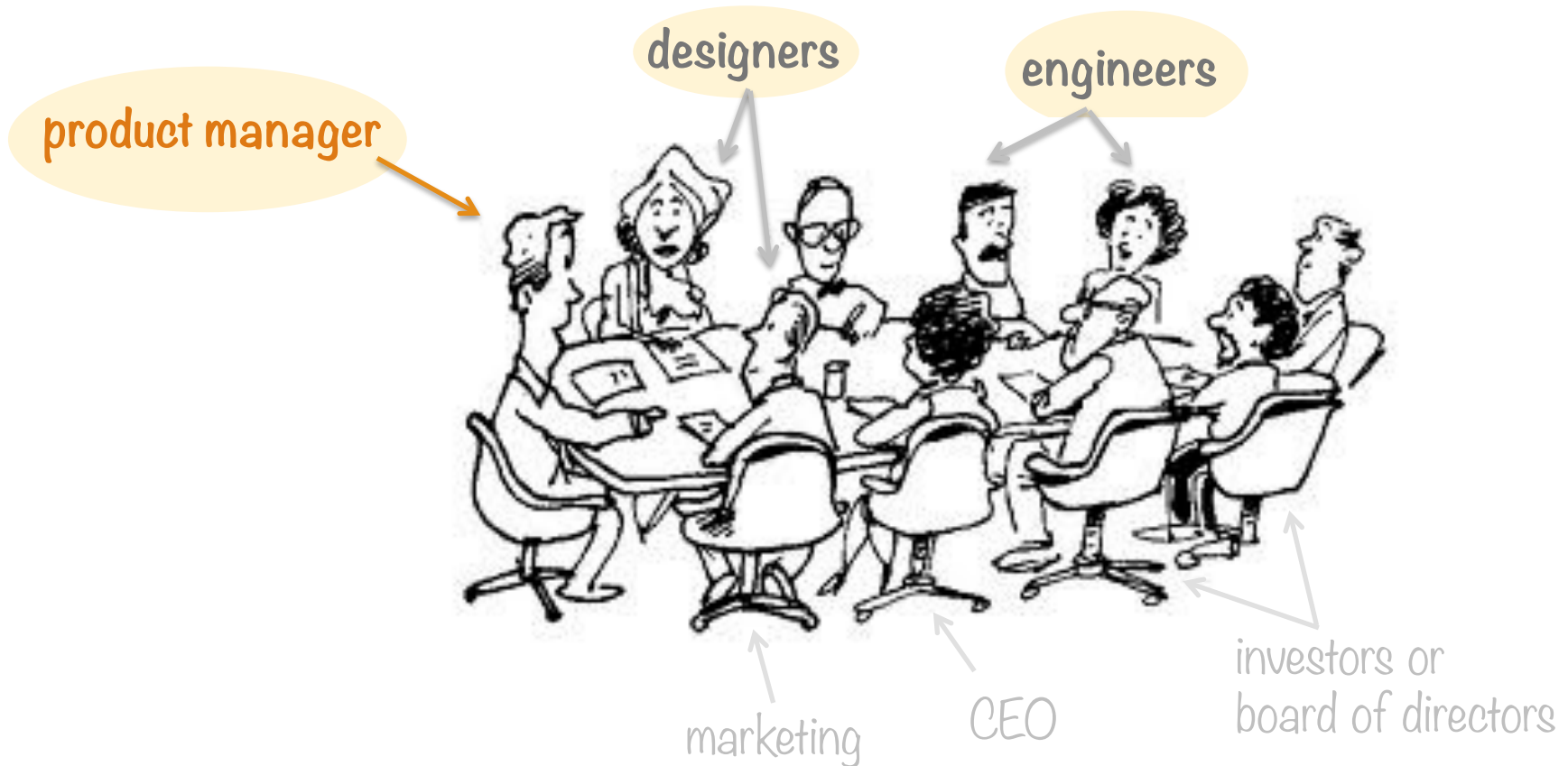
you decide with your product team

product manager

- Communication
- Conflicting interests
- Maximize ROI
- Schedule
- Budget
- Other risks



day-to-day product team

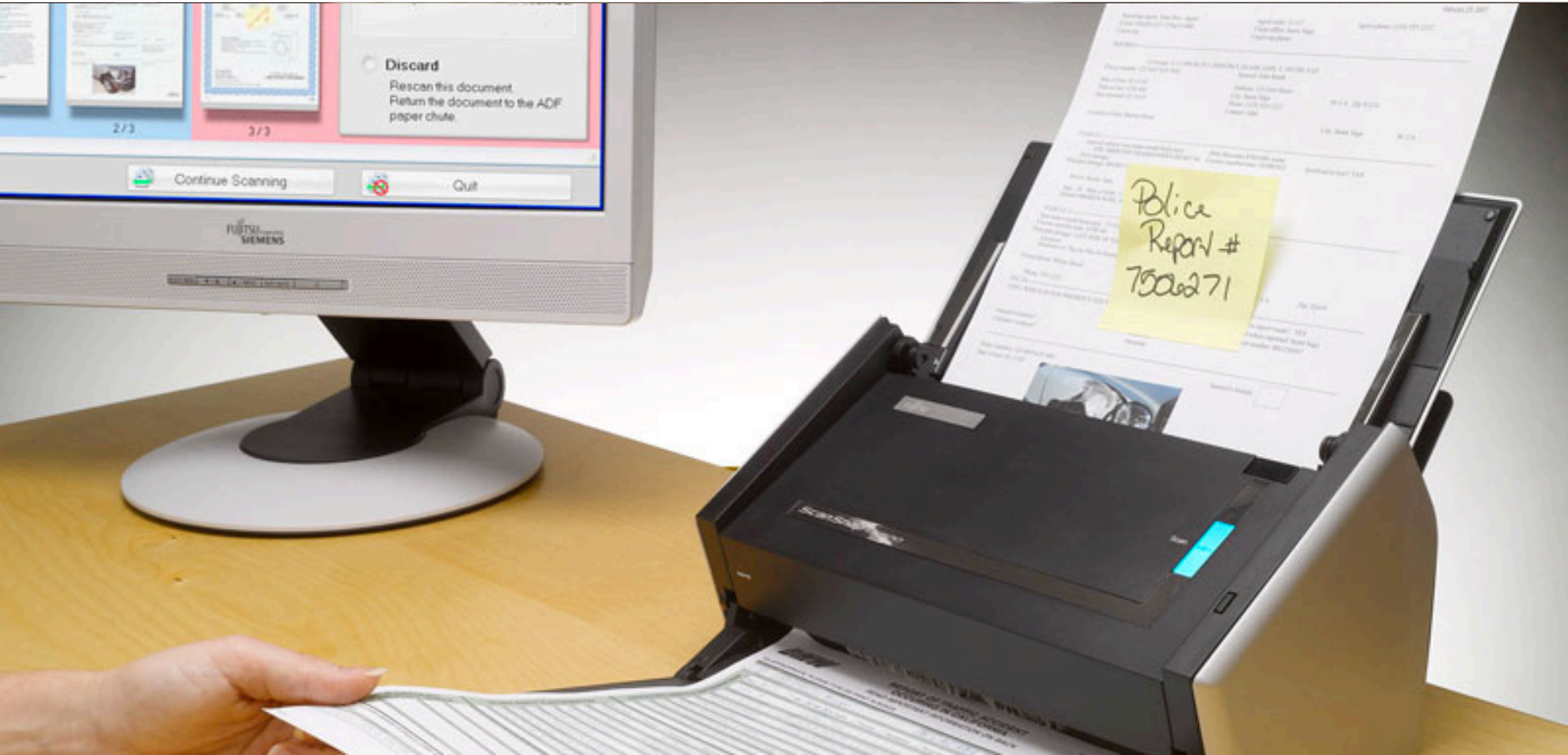


when new data comes in...

Product
Manager is the
decision maker



example: a real world tradeoff



what's the best way to get there?

cold turkey
approach?



role-playing exercise

Instructions

- Get into your project groups
- Count off for role assignments
 - 1 = Product Manager
 - 2 = Designer
 - 3 = Engineer
- Review your “secret agenda” that we pass out
- Discuss your experiment data and decide on next steps

debrief

how did
it go?

Three horizontal bars of different colors (orange, teal, and blue) are located at the bottom left corner of the slide.

so, what's next?



create requirements.

example requirements docs

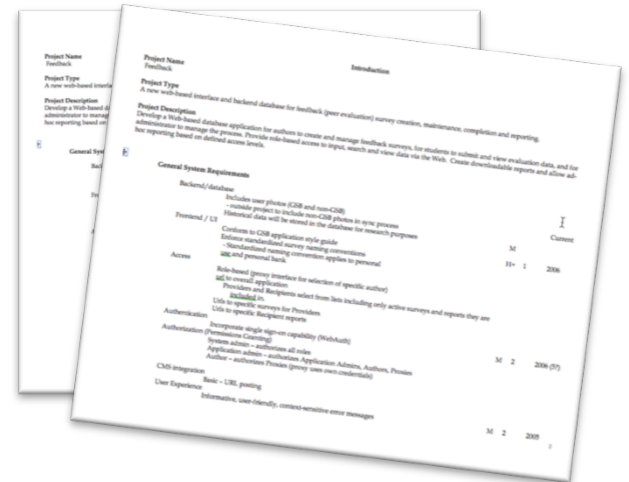
task analysis

Task	Who	When	Where	What	Why	How	Resources
1. Find contact information	All employees	As needed	Office	Find contact information for another employee	To find contact information for another employee	Use phone book, directory, or other resources	Phone book, directory, or other resources
2. Find conference room and meeting	All employees	As needed	Office	Find conference room and meeting	To find conference room and meeting	Use phone book, directory, or other resources	Phone book, directory, or other resources
3. Find contact information	All employees	As needed	Office	Find contact information for another employee	To find contact information for another employee	Use phone book, directory, or other resources	Phone book, directory, or other resources
4. Run meeting	All employees	As needed	Office	Run meeting	To run meeting	Use phone book, directory, or other resources	Phone book, directory, or other resources

spreadsheet

ID	Priority	Who	When	Where	What	Why	How	Resources
1	High	User	As needed	Office	Find contact information for another employee	To find contact information for another employee	Use phone book, directory, or other resources	Phone book, directory, or other resources
2	High	User	As needed	Office	Find conference room and meeting	To find conference room and meeting	Use phone book, directory, or other resources	Phone book, directory, or other resources
3	High	User	As needed	Office	Find contact information for another employee	To find contact information for another employee	Use phone book, directory, or other resources	Phone book, directory, or other resources
4	High	User	As needed	Office	Run meeting	To run meeting	Use phone book, directory, or other resources	Phone book, directory, or other resources

word document



review & compare formats

- what **differences** do you notice?
- what do you find **more or less useful** about the formats?
- are some better for certain **contexts**?

debrief

what did you notice?

task analysis

The screenshot shows a task analysis table for the task 'we a meeting on the go'. The table is organized into columns for 'Task', 'Sub-task', 'Action', and 'Notes'. The 'Notes' column contains detailed descriptions of the actions and sub-tasks, such as 'Before action: Look at calendar out of a meeting and address if it would be great to meet with Terry...'. The table is partially obscured by a small image of a person in the top left corner.

spreadsheet

The screenshot shows a spreadsheet table with columns for 'Name', 'ID', and 'Description'. The table contains several rows of data, including 'BRIEF SITE INTRODUCTION', 'GET ITEMS AVAILABLE ELSEWHERE', 'MANIPULATE WHERE ITEMS AVAILABLE', 'DO NOT SHOW OBJECTIVES', 'HIGHLIGHT NEW ITEMS', 'NEWEST CATEGORIES BY NAME(TYPE)', 'I NEED TO REPLACE THE...', 'PERSONALIZED WELCOME', 'PERSONALIZED RECOMMENDATIONS', 'SET ALERTS', 'SENCE PEOPLE TO NEW SEARCH', and 'USE RESEARCH SKILLS'. The table is partially obscured by a small image of a person in the top left corner.

word document

