



Panel:

What Would You Do with a 1 Million Dollar User Experience Marketing Budget?

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Panel:

Moderator: Luke Kowalski, Corporate UX Architect, Oracle

1. Tom Chi, Senior Principal Designer, Yahoo!
2. Darren McCormick, Worldwide UX Evangelism Lead, Microsoft
3. Peter Heller, Senior Director, Marketing, Oracle
4. Omar Vasnaik, User Experience Researcher, Microsoft
5. Carola Thompson, Senior Director, UX Methods, SAP

Marketing of User Experience and UCD

= UX Evangelism



Panelist Perspectives

- Yahoo
 - No, then Yes. Evidenced in product accolades and success itself.
- Microsoft (Evangelist)
 - Yes. Selling design suites. UCD provides a framework for design
- Oracle
 - Yes. The buyers loves a good UX, but they don't have the language to articulate their understanding.
- Microsoft (Researcher)
 - Yes. Internal is critical. Too many unserviced projects.
- SAP
 - No. External conversations must wait until product is ready. Internal conversations are essential.

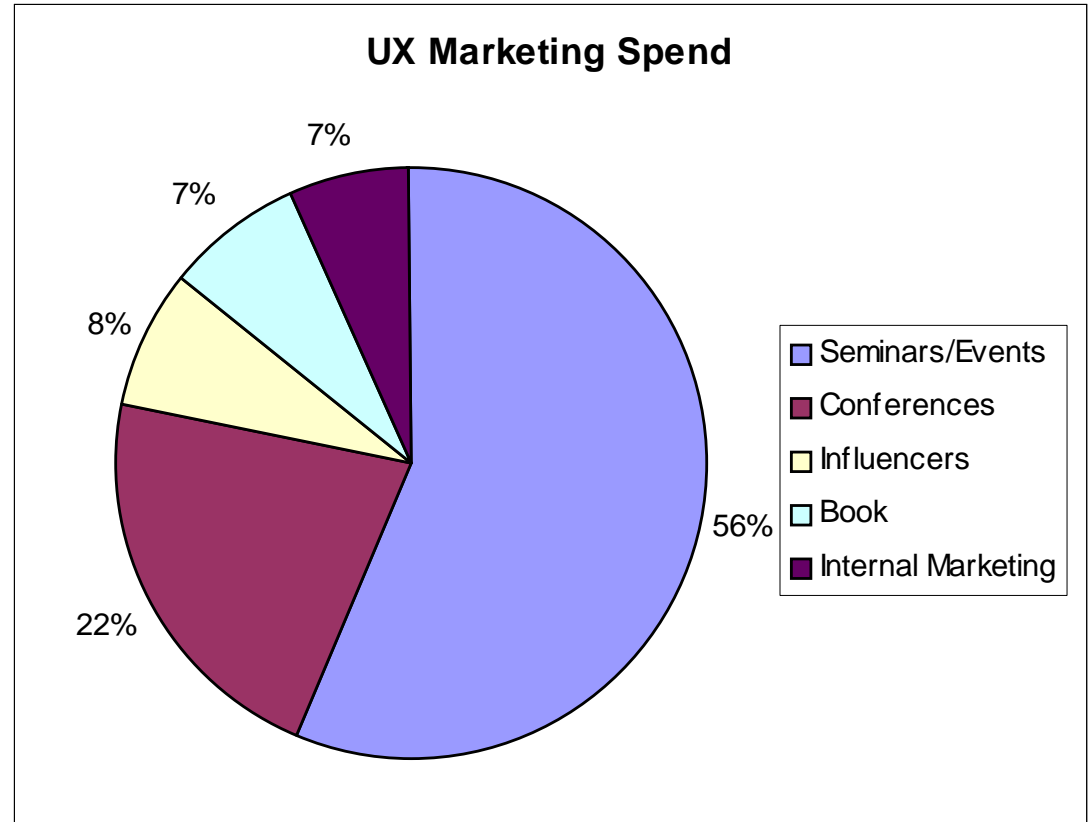
Marketing UX, \$M Budget

Summary

Seminars/Events	\$ 680,000
Conferences	\$ 265,000
Influencers	\$ 95,000
Book	\$ 90,000
Internal Marketing	\$ 80,000

Conclusion

conferences	120
analysts & subscriptions	12
pundit seminars	10
internal marketing	
conference signage	
executive summits	2
national seminars	2
book	1





Persuade Everyone: *Buyers, Sellers, Funders, Developers*

- 25%
- 25%
- 25%
- 25%
- Customers
- Partners
- Sales Force
- Developers
- Marketing
- Management



Internal UX Evangelism ->>>>

Done, spent, bites back



External UX Evangelism ->>>>

Empowering, hip, direct, persuasive



General Questions for Panelists

- How would you spend your UX marketing budget?
- What is the perception of our profession? General populace, consumer vs enterprise, users vs. decision makers
- Internal vs. external evangelism
- Should UX be a prominent bullet, contained in the core marketing message, translated into efficiency, lower support costs, extensibility, old ROI message?
- Quality products talk for themselves. Is it what you say, or what you do?
- What are the most effective venues for user experience. Old vs. new.
- How do marketing and UX interact in your company (PR, events, outbound, analyst relations, etc.)?
- Why would one want to market UX, what could be achieved (goals)?
- Provide recent best practice examples and discuss benefits: (MSFT Spark, Yahoo patterns library, SAP DesignGuild, Oracle Enterprise Web 2.0 UX and tech event)



Goals of User Experience Marketing

- Increasing product sales by explaining the UCD value-add proposition directly to consumers, end users, corporate buyers
- Increasing public awareness of the human factors profession
- Employee retention, compensation adjustments, and hiring are some of the reasons why a company would market user experience
- Direct communication with end users, who either feel disenfranchised in the procurement process, or need to realize UCD is a purchase criterion
- User Group outreach
- Usability test participant recruitment
- Competitive differentiator? Wants and Needs, product testing, focus groups, and User Centered Design provide better products than Company X.
- Reinforce a user-centric focus for the product
- Strengthen the brand
- Make internal stakeholders more likely to fund user experience activities



Panelist Viewpoints and Audience Questions

- Internal Development Concerns
 - Invest in design product and staff, instead, particularly if spread to thin
- Taking the Ideas to the Customer: Awareness and Selling
 - Good UCD for few projects, vs. mass production - market the golden child
 - Cannot market UX if product is not ready, overly complex and not easily understood by consumers, or UX is not a core marketing message for product
 - Design speaks for itself. Brand, feature marketing are separate
 - Suggest a Gartner magic quadrant for UX
 - Important for designers to know: Train, partners, distributors
- Audience Statement
 - More public demos for enterprise software



UX Marketing Venues

- Blogs (dedicated UX blogs, or guest posts in mainstream channels)
- Unconferences
- Podcasts
- Social Networks (UX groups in Facebook, LinkedIn)
- Wikis
- Discussion boards or answer /expert sites
- Guru testimonials, partnerships, channel relationships
- Traditional media (Business Week, Fast Company)
- Infomercials?



Possible UX marketing projects and venues: \$1 million increased to 1 million Euros

- Business Development Partnership (Borrow street cred through union) – 150K (dev, channel costs)
- Hire !---Invest in product quality (What you say is less important than what you deliver) -150K UI QA, Customer follow up headcount, and 150K for customer relations UX PM (field troubleshooter and traveling ethnographer)
- Advertising, web and print (50/50), or TV (100%) “Interface is the Message” ---Efficiency subtexts—100K
- Conferences (0)
- Viral marketing (YouTube video, blogs)-50K production costs
- Unconference for Analysts – 100K
- Community project (design pattern library, standards, etc.) – 150K
- Fee for “hot endorsement”, consultant project- 150K



UX

Proletariat Unite

!!!!!!

Typical Non-UX Orientation in Comms

Evangelism Starts with Understanding

The Announcement:

- The employee forums were upgraded on March 28, 2008. A few of the many new out-of-the-box features include:
- **Email Integration** -- When watching a forum, thread, or category, you will get an email notification when there's new content, and you can reply to that email directly to post a response.
- **Helpful/Correct flagging of posts** -- Users can designate responses as **Helpful** or **Correct**, scoring points for the users who posted them.
- **Flagging Threads as Answered** -- Users can designate responses as **Answered**, which helps viewers determine resolved threads when scanning thread lists.
- **Tagging** -- Threads and messages are now taggable and content can be organized by tags, allowing for more organization and more navigation options for users.
- **RSS Feeds** -- Users have the added ability to get community statistics via RSS (e.g., aggregating data like "X users online, reading Y messages in Z forums").
- **Save as Draft** -- Message content can be automatically or manually saved as it is being edited.
- **Better Text Markup** -- Users now have the option to utilize standard wiki-markup syntax to format their posts.
- **Updated UI** -- Basic UI improvements have been made to the header, account bar, iconography, out-of-the-box colors, etc.

All User
Experience Items

Boring UI
positioning
Certainly not UX