User interface design:
The Importance of a Global Design Strategy

Mark W. Stallings
Introduction
“After we have thought out everything carefully in advance and have sought and found without prejudice the most plausible plan, we must not be ready to abandon it at the slightest provocation.”

• Karl von Clausewitz
Why Plan?

• Small projects in our industry span months, large projects last years

• During that time
  – Consultants redeploy
  – Employees get promoted or leave
  – Businesses grow, change, consolidate and acquire each other

• Technology, tools, methods and training change.
  – Competing techniques
  – Differing schools of thought
Which way is the Right Way?

• The only “Right Way” is to have a documented Global Design Strategy

• Involve others in the development of that Strategy
  – VUI Designers
  – Business Owners
  – Developers

• Through teamwork:
  – the strategies will be adopted and utilized
  – The Strategies will continue to evolve with the Org.
  – Sense of ownership will be pervasive
Sound Good?
How can it go wrong?

• Long duration project

• Upgrades to speech

• High turn over of staff/consultants

• Competing methodologies

• Project has been running for over 7 years

• DTMF and later, Speech

• Over 27 different developers and at least 15 VUI designers over 7 years

• No Global Design Strategy
Where can it go wrong?

- **Caller says Operator or presses “0”**
  - “Okay. Please hold on while I get someone who can help you.”
  - “To get you to the right person to handle your call, tell me, are you having technical problems with your product? Just say yes or no.”
  - “Okay, I’ll transfer you to someone who can assist you. Just as a reminder, your account balance is [$16.28] and your next payment is due [August 10th].”
  - Alright. Hold on while I transfer you to someone who can help you with that.
  - Please hold while I get a representative to help you…
  - Alright. Hold on while I transfer you.
  - Hold on while I transfer you. By the way, your call might be monitored or recorded to improve service.
  - I’ll transfer you to a representative who can help you. By the way, your call might be monitored or recorded to improve service.
What should be in a Global Design Strategy?
Global Design Strategy

• Exit behavior for Transfers

• Universals and Universal Behavior

• Back-off Strategy (DTMF?)

• Verbiage

• Persona

• Acknowledgements
How do you get started?
New Implementation

It is always easy to start fresh

• Get the team together

• Review VUI design methodology

• Leverage partners and consultants

• Come to consensus

• Document the results and publish to everyone
Existing Implementation

Encompasses most projects
• Stop new application design
• Get the team together
• Examine the existing designs and applications
• Come to consensus
• Document the results and publish to everyone

Challenge: Remodeling the Existing Apps
Global Design Strategy

• Creates consistency
• Improves quality
• Establishes Continuity

“Rome wasn’t built in a day.”
Do you have a Global Design Strategy document?
Empowering Your customers and employees with speech technologies

SpeechTEKI 2006
The Voice Solutions Showcase

Thank You