


Intitutionalising Usability

The Bank of New Zealand experience

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13 October 2005



Institutionalising Usability




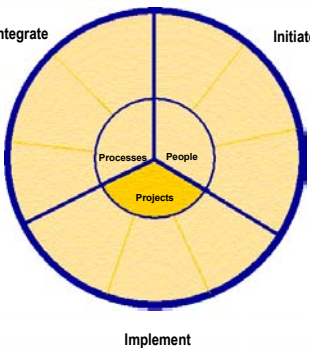

How?

- Build usability into the software development lifecycle.
- Make UCD explicit and implicit in your organisation's culture.
- Successful implementation of User Centred Design relies on effective Change management.

It happens iteratively.

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'Integrate' phase

Modelled on: Deborah J Mahew article, Strategic Development of the Usability Engineering Function ACM Journal Interactions, Sept. 99


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Initially it's about people

Obstacles

- . Mindsets
- . Myths
- . Attitudes
- . Beliefs
- . Organisational
- . Structures
- . Incentives
- . Traditional practices



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Initially it's about people

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Opportunities

- . Executive champion
- . Address business goals
- . Training
 - . Knowledge vs skills
 - . Internal vs external
- . Others
 - . Project failures
 - . Competition
 - . Design impasses

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Initially it's about people

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Leverage

- . Optimise support
 - . Exec. Power brokers
 - . Developers
 - . Cynics
 - . Clarify the value-add
- . Manage expectations
- . Test test test
- . Being an ally not U-Police
 - . Share knowledge
- . Establish credibility
 - . High quality outputs
- . Communicate

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Implement via projects

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Structure

- . Organisation structure
 - . Centralised, devolved
- . Usability in projects
- . Usability in the company
 - . Quality Programmes
 - . Technology (IT)
 - . Marketing
 - . User Experience Mgr

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Implement via projects


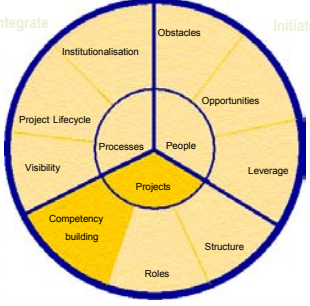
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Roles

- . Usability roles
 - . Documenter
 - . Specialist (Accessibility)
 - . Researcher
 - . Practitioner
 - . Analyst
 - . Designer
- . Consultants
 - . Internal
 - . External

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Implement via projects


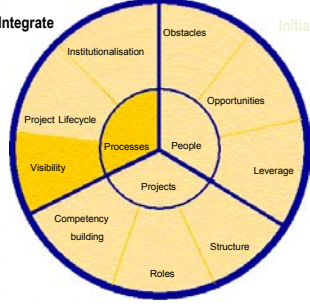



Competency building

- BA & UX competency
- Merging both via
 - Skills training throughout projects
- Knowledge training (with Morae as tool)

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Integrate the processes


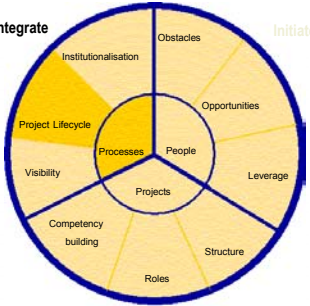



Visibility

- Communications is the key
 - Publicise success every where every time any how
 - Learn from successes
 - Use every opportunity to implement UCD
 - Make people look good
 - Influencing the process across individual projects
 - ✓ Macro level
 - × Micro level

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Integrate the processes


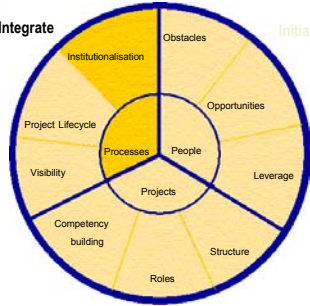
Project Lifecycle

Integrating methodologies

1. Usability engineering lifecycle
2. Software Development Lifecycle

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Integrate the processes

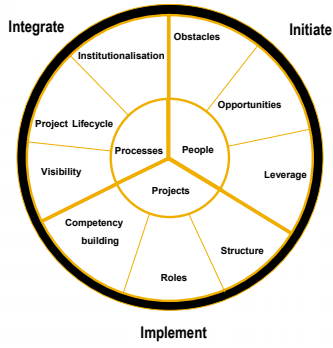



Institutionalisation

- Style Guide
- Usability is mandatory
- Work with methodology guardians at the high level & the detailed level
- Usability stage-gates signed-off by project board
- Business As Usual

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Institutionalising usability - summary



In short

. Institutionalisation is iterative



. So how would we rate?



Institutionalising Usability

