SIGCHI Lifetime Practice Award Talk
The Business of UX

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ABSTRACT

After four decades of practice, User Experience design has reached a maturity level integral to the success of every business venture. Whether the product or service provided competes in the consumer, enterprise or medical sector, UX quality is known to directly impact effectiveness, efficiency and satisfaction, the combination of which determines consumer acceptance. However, great design alone is not sufficient to achieve meaningful impact. Products with high usability lab ratings have been rejected in the crucible of real-life usage because they don't add sufficient value for either the consumer or company that delivers them to market. The failure of these so called "great designs" reduces them at best to museum or portfolio pieces. True impact is only achieved when the designed artifact reaches a critical level of market adoption. The service benchmarks today are Facebook with over two billion active users and Google with 1.2 trillion searches a year.

Achieving significant market adoption is difficult. It requires not only delightfully fulfilling users' needs but also a UX strategy and design optimization to fit corporate business models and marketing channels, both characterized by substantial financial risk. If there is no ROI for the product, then by association there is no ROI for design or the UX team itself. UX earns a "seat at the table" by simultaneously delivering value for both the business and the user. Owning the Business of UX role contains strategy and management challenges. Mastering them can bring UX to corporate parity with the more established engineering and marketing professions.

BIOGRAPHY

Daniel Rosenberg is a UX consultant and an adjunct professor of HCI at San Jose State University. He is a frequent keynote speaker on UX strategy, management, design and education topics. He was the 2nd person ever to hold the title of VP UX in the computer industry.

Dan embarked on his UX career after graduating from Tufts University with an MS degree in Engineering Design/Human Factors where he was the recipient of the DeFlorez prize in human engineering.

Early in his career he introduced many UX methods and inventions that are now common practice. At Eastman Kodak he assembled the HF departments first rapid prototyping lab, taught many workshops on this topic and coauthored the Prototyping chapter in the first *Handbook of HCI* (Elsevier 1988). At a CHI1988 special session he introduced the UX community to the concept of GUI look & feel as an integral part of corporate branding. He later documented this approach in a chapter of *Coordinating User Interfaces for Consistency* (Academic Press 1989). During this period, he also coauthored (with W. Cushman) *Human Factors in Product Design* (Elsevier 1991), the first consumer product focused HF textbook, which became a standard in both Industrial Design and Industrial Engineering/HF curricula for more than a decade.

As User Interface Architect for Ashton-Tate & Borland, during the early years of the personal computer industry Dan designed the first GUI Integrated Development Environment (in Borland C++), defining the workspace style UX still used in programming tools today. He also invented Tabs as a UI mechanism along with several other innovative UI patterns still in use today. He also designed the first GUI administration UX for Oracle, again creating a pattern still in use today.

Dan's contribution to UX management practice building large centralized corporate UX departments began when he was hired in 1994 to establish the first UX team at Oracle, growing it from one person to more than 120 people during his 11-year leadership tenure. He was also the UX SVP at SAP for seven years. During this 18-year period he conducted UX management workshops and served on numerous conference panels. He also published many UX leadership articles, the most controversial of which was *"The 7 myths of Usability ROI"* (Interactions, Sept. 2004). In addition to his academic position at SJSU Dan serves on the advisory board of the Interaction Design Foundation and edits the "Business of UX" Forum in ACM Interactions magazine. He consults through his company rCDO UX serving both startups and large companies in the medical, consumer, and enterprise software industries. For more detail visit rCDOUX.com.