

CREATING EXCEPTIONAL EXPERIENCES WITH BUSINESS ARCHITECTURE AND UX DESIGN

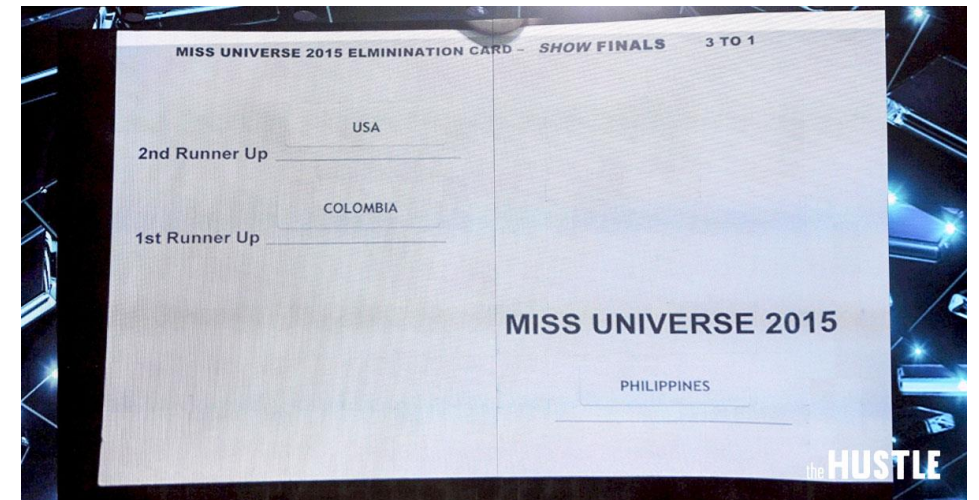
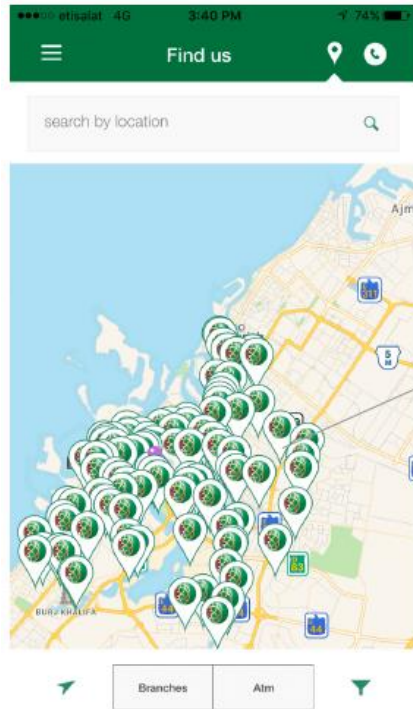
DEAN HELTEMES

SENIOR DIRECTOR – BUSINESS ARCHITECTURE – AMERIPRISE FINANCIAL



The Business Architecture Summit

SOME DESIGN IS JUST BAD



But some design is really good
and still fails...why???

**Business
Architecture**

+

**UX
Design**

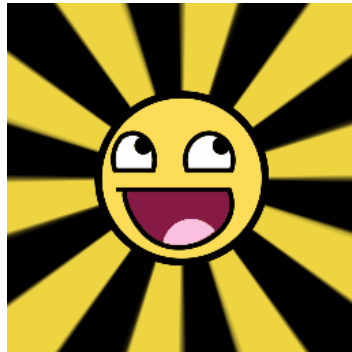
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**Exceptional
Experiences**

WHAT MAKES AN EXPERIENCE EXCEPTIONAL?



Frictionless



Awe inducing

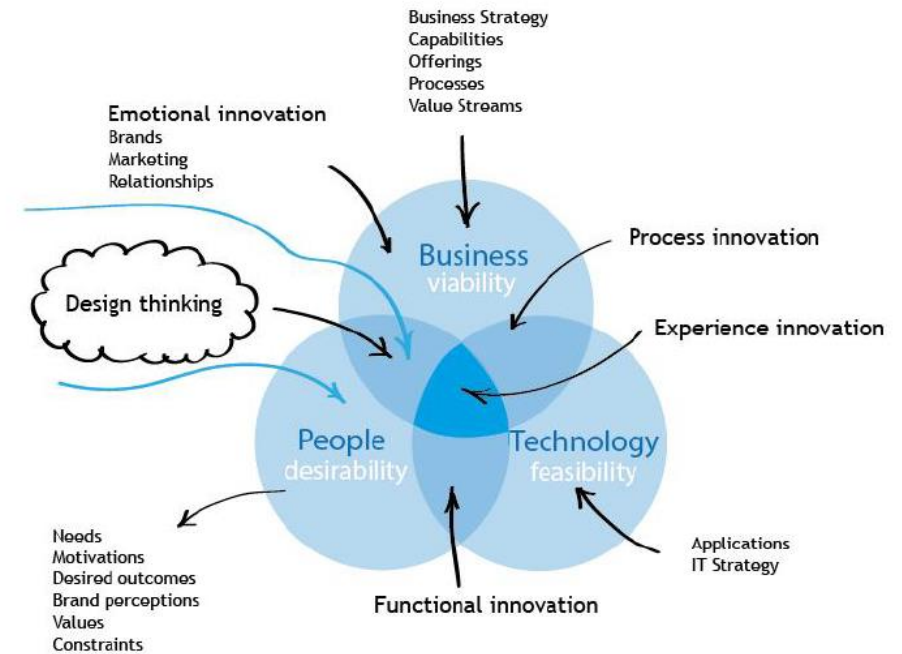
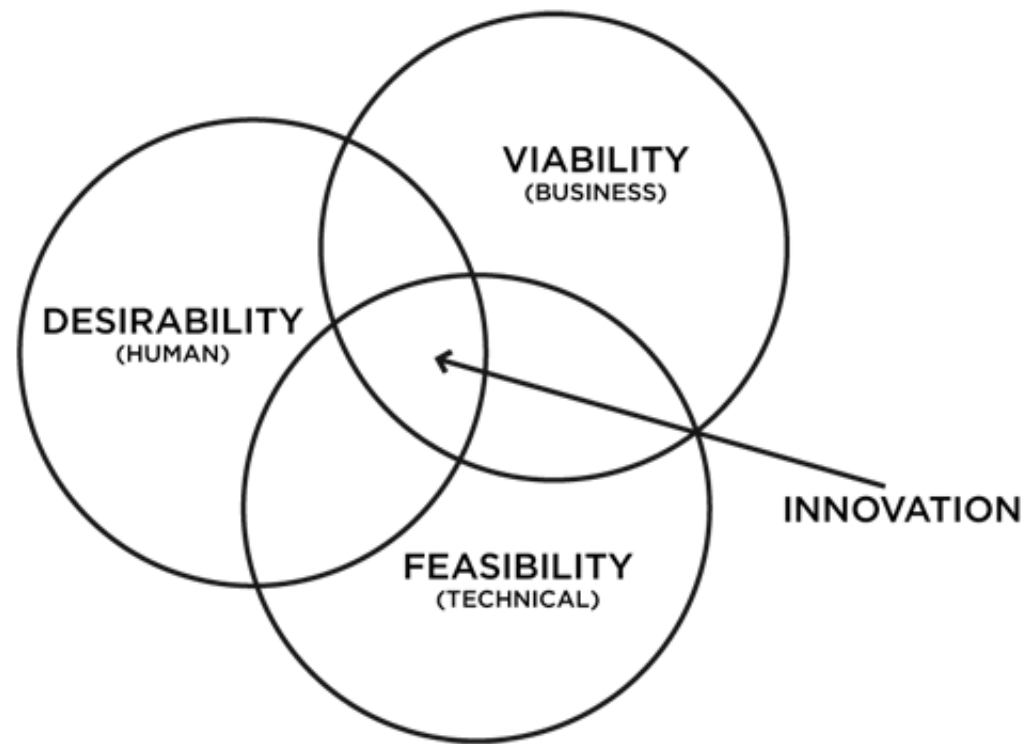


What else?

THE DESIRABILITY, VIABILITY, FEASIBILITY MODEL

Bringing Design into Architecture

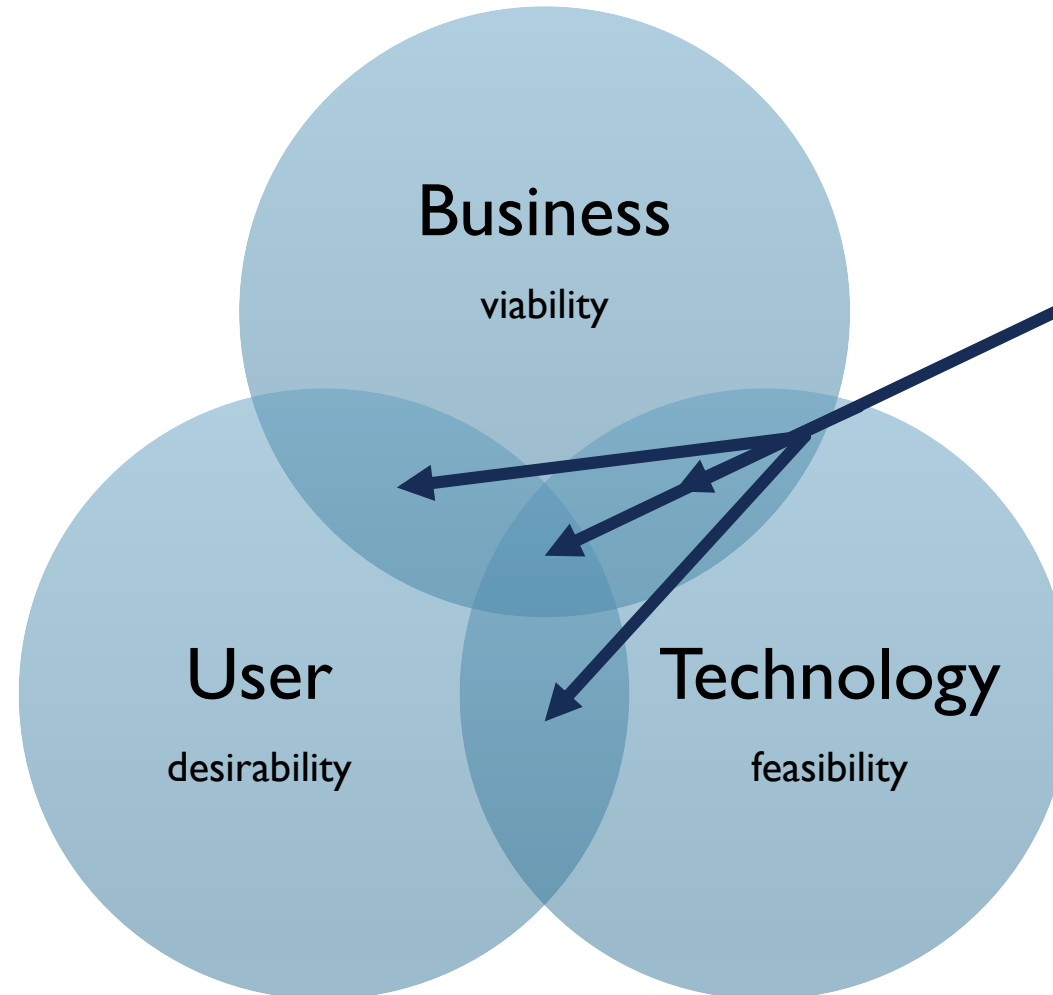
Bridging the Gap
Value Driven Design in Business Terms




Source: Mike Clark

THE MODEL SIMPLIFIED

Who at your organization is focused on these intersections?



Exceptional experiences are made or destroyed at the intersections of viability, feasibility and desirability



Business Architects and UX Designers are uniquely skilled to collaboratively drive their organizations toward solutions that make business sense, delight the user, and are technically feasible and supportable.

DESIRABILITY

- Do they want this?
- Are we solving a real problem?
- Are we solving the right problem?
- Does it delight the user?

VIABILITY

- Should we do this?
- Does it make business sense?
- Does it contribute to long-term growth?
- What is the return on investment?
- Will people pay for it?

FEASIBILITY

- Can we do this?
- Is it technically feasible and supportable?
- Do we have the right capabilities to build and sustain this?
- Do we have the right people to do this?

WATERMELON OREO



OREO

Scorecard

Desirable?



Feasible?



Viable?



GOOGLE GLASS



Scorecard

Desirable?



Feasible?



Viable?



LIME ELECTRIC SCOOTER



Scorecard

Desirable?



Feasible?



Viable?



NISSAN MURANO CROSSCABRIOLET



Scorecard

Desirable?



Feasible?



Viable?



MICROSOFT WINDOWS VISTA



Windows Vista™

Scorecard

Desirable?



Feasible?






Viable?



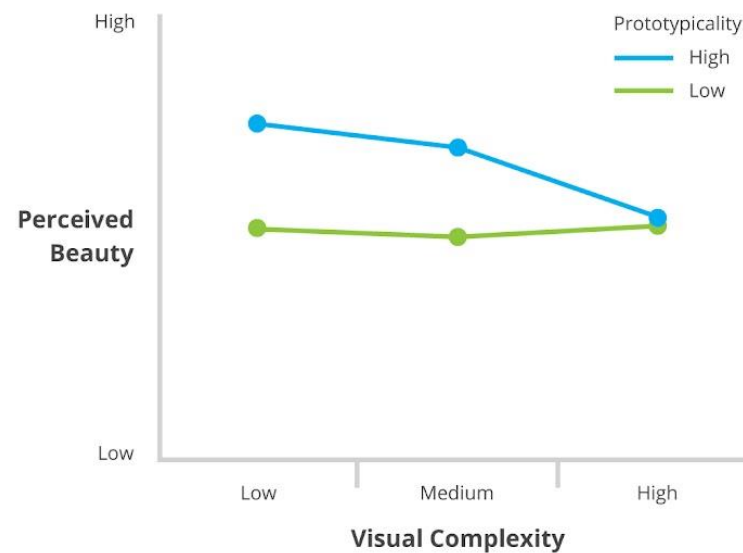
APPLE IPHONE



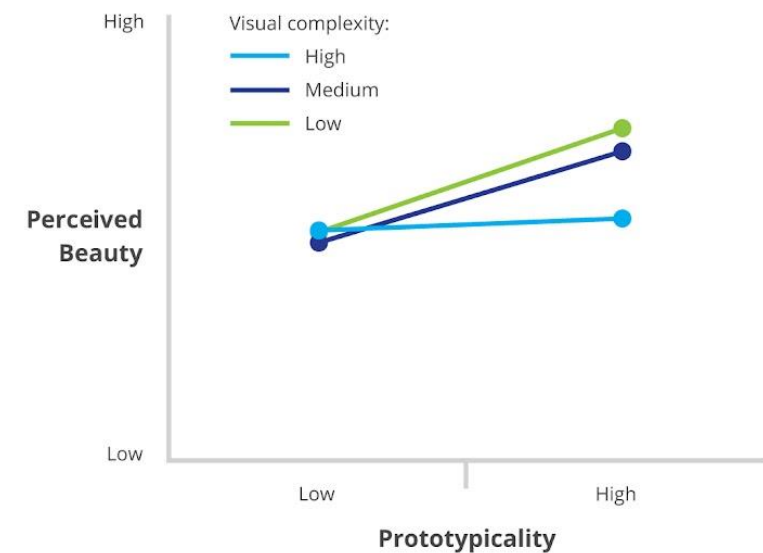
Scorecard	
Desirable?	
Feasible?	
Viable?	

TACTICS – HOW TO ENSURE DESIRABILITY

- Talk to the user!
- Build user stories
- Sentiment analysis
- Look beyond usability
- Prototype
- Wow factor
- Keep it simple

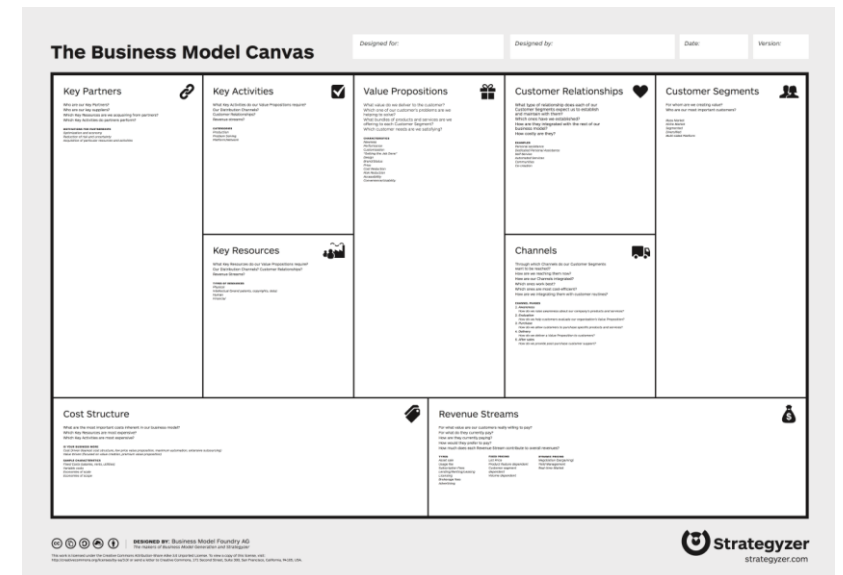


Source: Google AI Blog



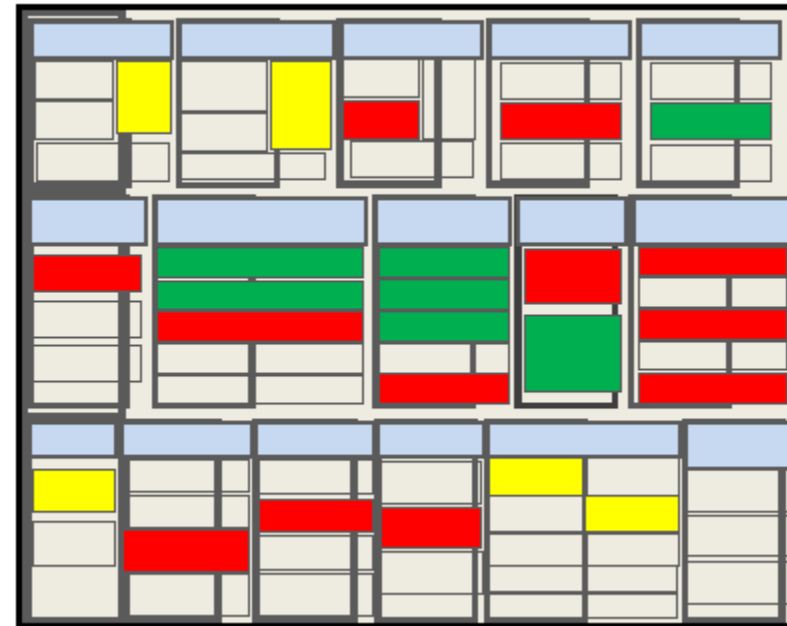
TACTICS – HOW TO ENSURE VIABILITY

- Use the Business Model Canvas
- Evaluate market demand, competition
- Deeply analyze the cost structure, revenue stream and distribution channels
- Balance perfection with completion



TACTICS – HOW TO ENSURE FEASIBILITY

- Do you have the resources to execute:
 - People
 - \$\$\$\$\$
 - Knowledge
 - Partners
- Capability assessment



OTHER VALUE BUSINESS ARCHITECTURE CAN DELIVER

Beyond focusing on the intersection of desirability, viability, and feasibility, business architects and UX designers can also drive value by:

- Being a bridge across functional silos by bringing a strategic, enterprise viewpoint and a focus on delivering interconnected end-to-end experiences
- Maintaining a laser focus on assuring delivery of the desired business outcomes (not just project deliverables)

**Business
Architecture**

+

**UX
Design**

=

**Exceptional
Experiences**

Q&A

Thank you!

Please remember to complete the session evaluations



ABSTRACT

Creating Exceptional Experiences with Business Architecture and UX Design | Dean Heltemes

Business Architects and UX Designers unite! Delivering an exceptional client experience over the course of an end-to-end journey is essential to win in today's competitive marketplaces. Business Architects and UX Designers are uniquely skilled to collaboratively drive their organizations toward solutions that make business sense, delight the user, and are technically feasible and supportable.