

13th SKMF Roundtable in Lausanne

June 17, 2010

Experiment creating the knowledge required for
designing a customer-oriented website

Agenda

- Welcome 10'
- Requirements 10'
- Table assignments 1 20'
- Table assignments 2 20'
- Table presentations 20'
- Examples presentation 20'
- Synthesis 20'

Table Assignments

- Local transportation company
- Local School Website
- Elementary School Library
- University
- Sports association (e.g. Handball, Basketball)
- Museum
- Large multinational company

Examples

- [Lausanne Tourisme](#)
- [University Library,](#)
[Article Lausanne Cité](#)
- [EPFL, ETHZ, MIT, Stanford](#)
- [T-L, TPG \(iPhone\)](#)
- [CFF, SNCF \(iPhone\)](#)
- [Handball Suisse](#)
- [Basketball Suisse](#)
- <http://www.marchedurable.ch/>
- [Addleshaw Goddard](#)
- <http://www.apple.com/>
- <http://www.dell.com>
- <http://www.logitech.com>

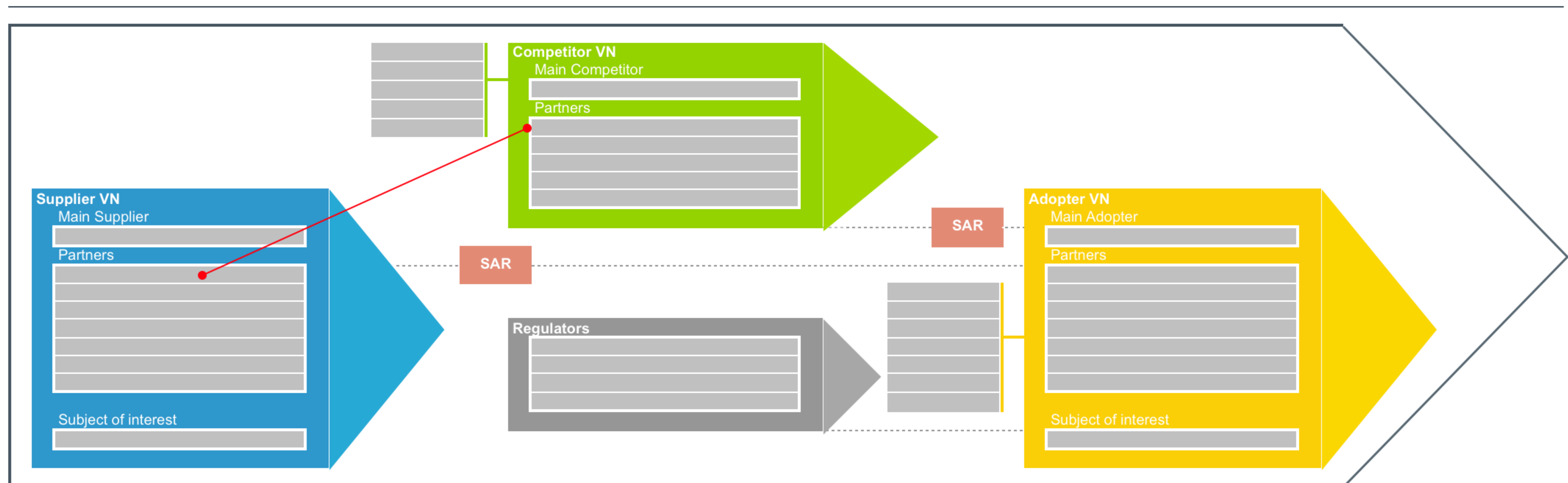
Identifying Design Knowledge

- Explicit Knowledge
 - Explicitly communicated between you and the website users
- Implicit Knowledge
 - Not explicitly communicated but considered as obvious by both parties
- Tacit Knowledge
 - Not explicitly communicated but considered as obvious by one party only
- Pending
 - Can only be discovered when website is used

Identifying Design Knowledge

- Who visits the site?
- What medium are visitors using (browser, smart phone)?
- What information do they seek?
- What do they know?
What don't they know?
- What vocabulary do they use and understand?
What won't they understand?
- What are they used to?
What aren't they used to?
- What problems are they attempting to solve?
- How would they interpret the provided information?
- Bridge the visitors vocabulary and the company's vocabulary
- Organize information for people who know and people who don't know the organization

Sources of Knowledge



- Your users
- Your competitors
- Regulators

Identifying Design Knowledge

- Design website or Smartphone application?
- How are they interdependent?

Building knowledge involves

- Collaboration
 - Communicating in an open and trusting environment with a shared goal
- Our Clients need to feel they have our trust
 - We need to gain their trust
- We cannot “assume” we know, we need to
 - listen attentively
 - ask questions
 - test our assumptions
 - inquire about our assumptions
 - observe people’s habits, including your own
- “... To question someone else’s reasoning is not a sign of mistrust but an opportunity for learning.”

C. Argyris, Teaching Smart People How to Learn

Thank You for Your Participation

