



UX & ED

Jobs

Attract & retain businesses

Innovation

Quality of life

Talent

That's Economic Development

What does that have to do with UX?

Keith Instone

@keithinstone

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As a UX professional,
you should help with the
economic development of
your city, county, region

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Professional UX timeline



1990



2000



2010



1989 (young)



2013 (old)

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Economic Development as a “Professional hobby”*



“The Chinese” came to visit: I was there

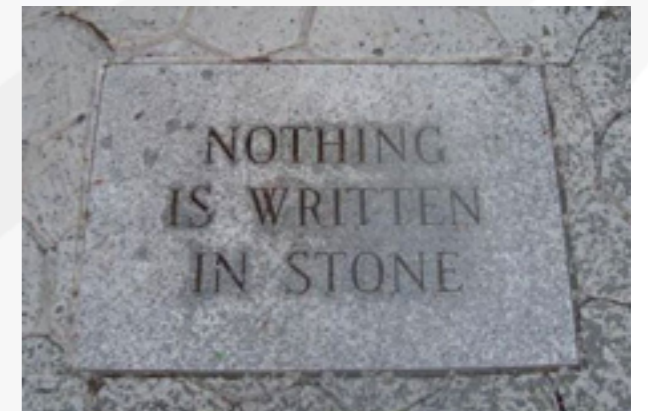


Dan Johnson, one of the leaders, mapping our future



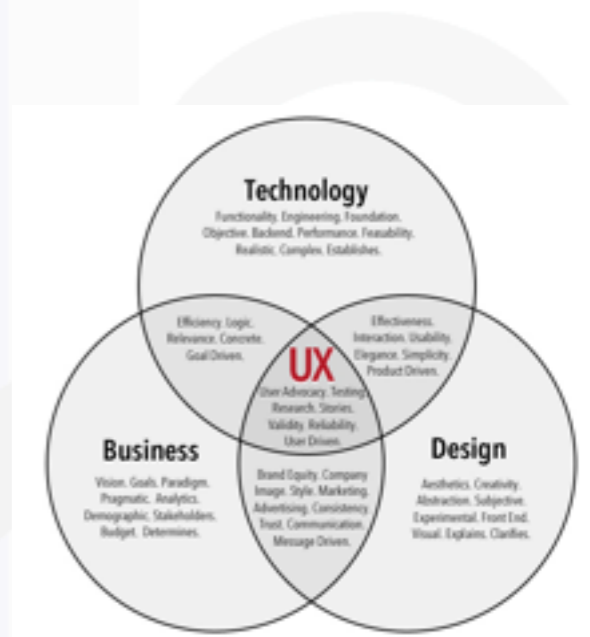
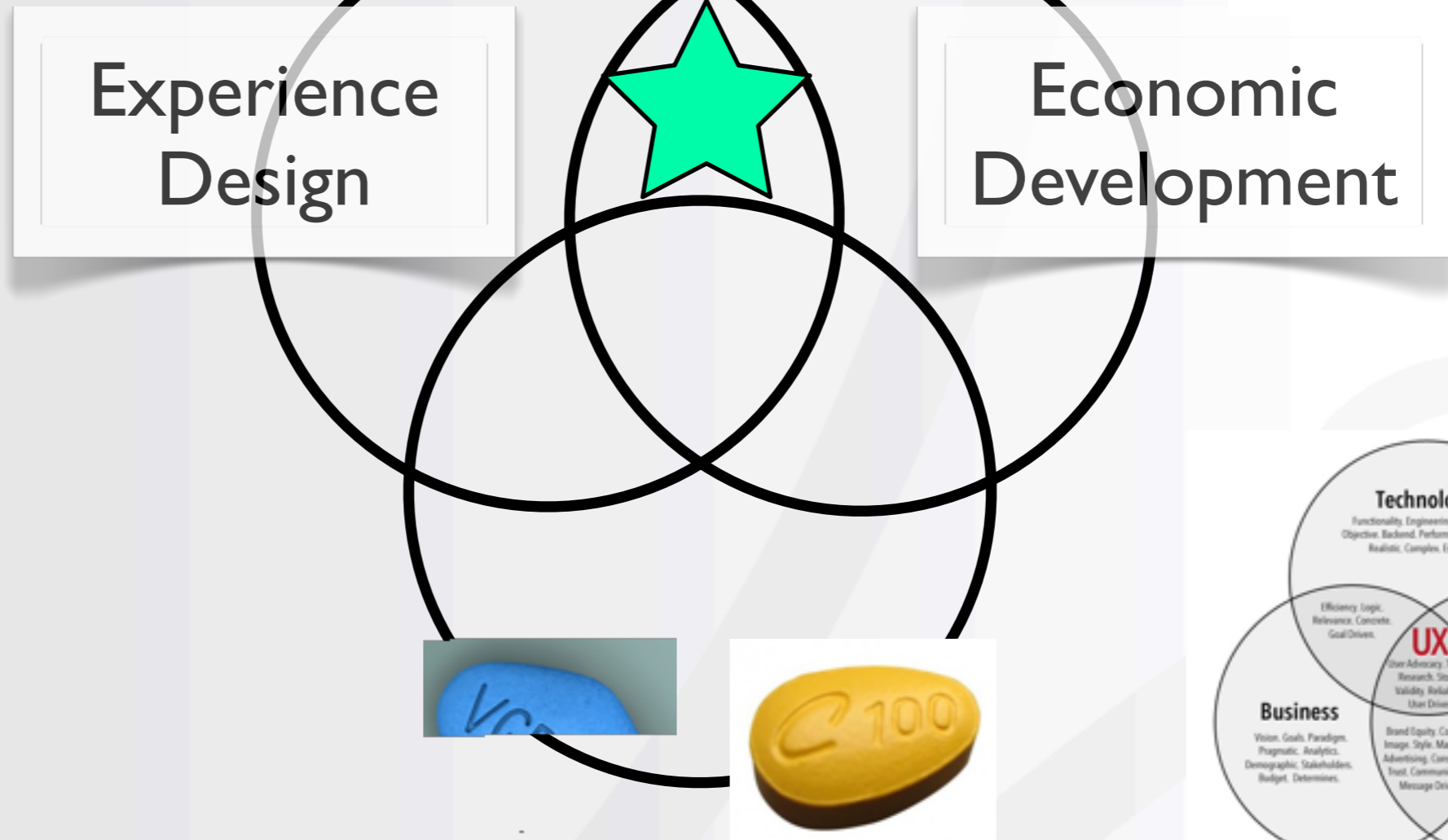
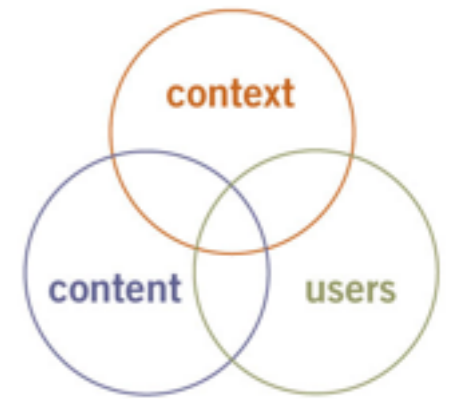
More economic development leaders, doing leader things

* Oxymoron, like this



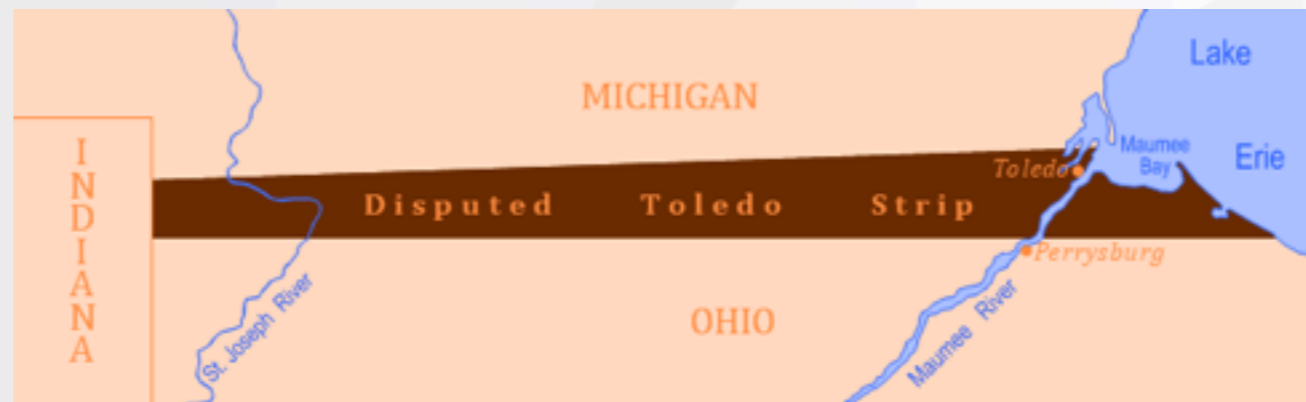
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Obligatory Venn



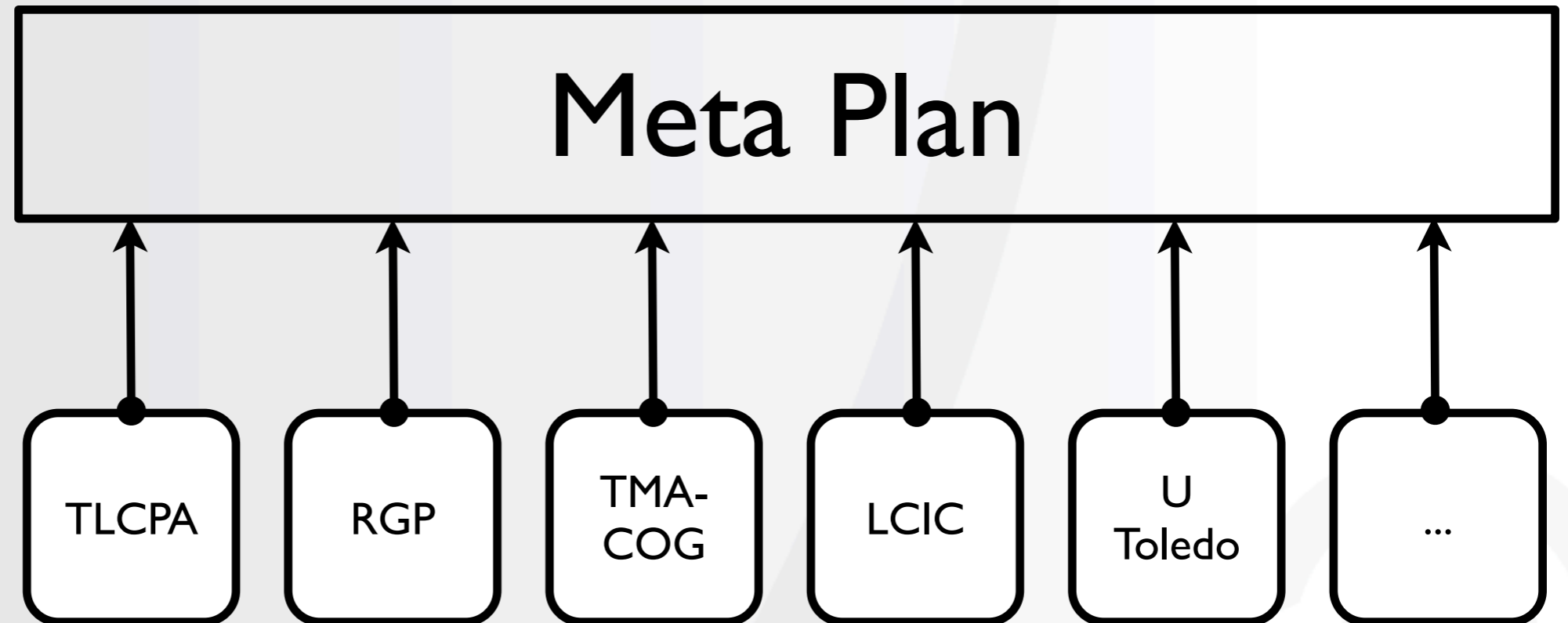
This part is supposed to make you laugh....

Detroit - Ann Arbor - Toledo



I am from the Toledo area and have been involved in economic develop efforts there. But I consider Ann Arbor, Detroit and Toledo in the same economic zone. In the big picture, we are in this together, despite the state line.

Toledo-Regional Economic Plan (aka Meta-Plan)



“The final point of the Meta-Plan is to create an **economic development delivery system** that is second to none.

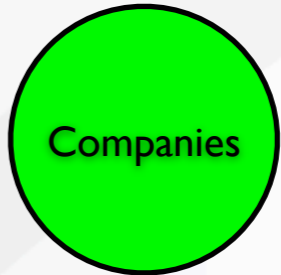
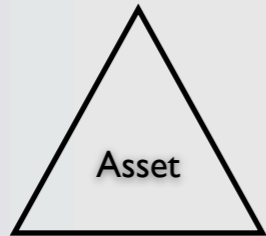
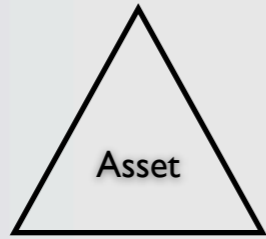
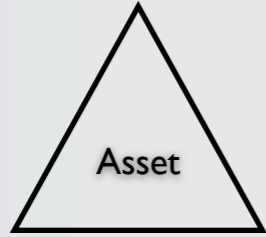
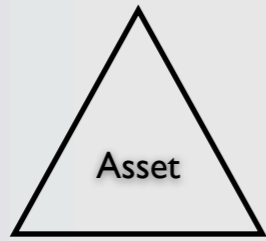
All of those involved in economic development must **focus on the customer.**”

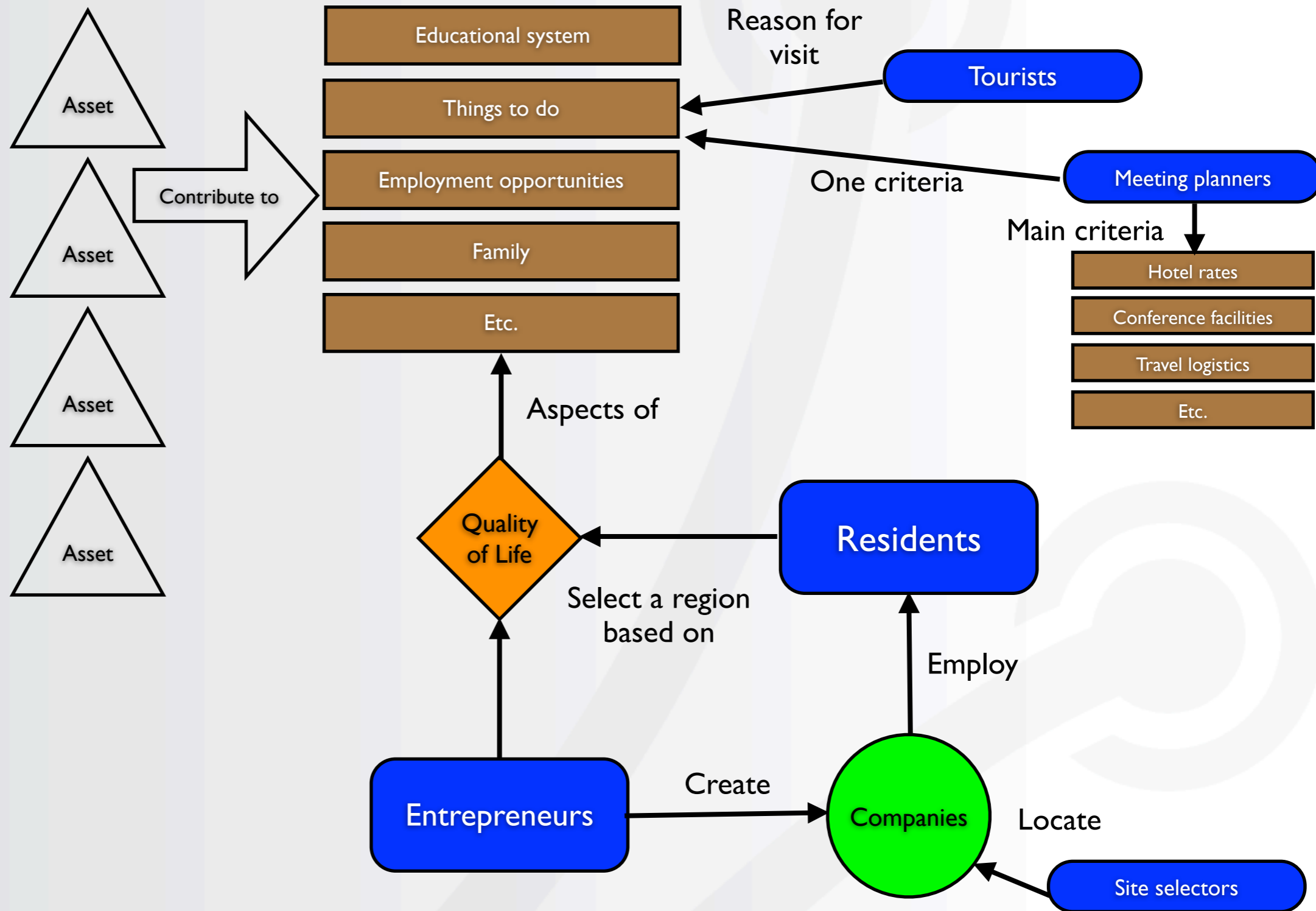
- Mayor of Toledo, 2009

Toledo Region Branding



Ecosystem sensemaking





I am starting to see how things relate to each other. How assets like museums and universities contribute to the quality of life, for example. But it is still messy, lots more to learn, especially how each audience thinks and what really motivates them.

Digital is becoming important here, too



Clarity of navigation

- A prospect-specific section placed prominently
- Utilizing IEDC data standards
- Providing the top ten most requested pages
- Keeping all valuable content three clicks or less from the homepage

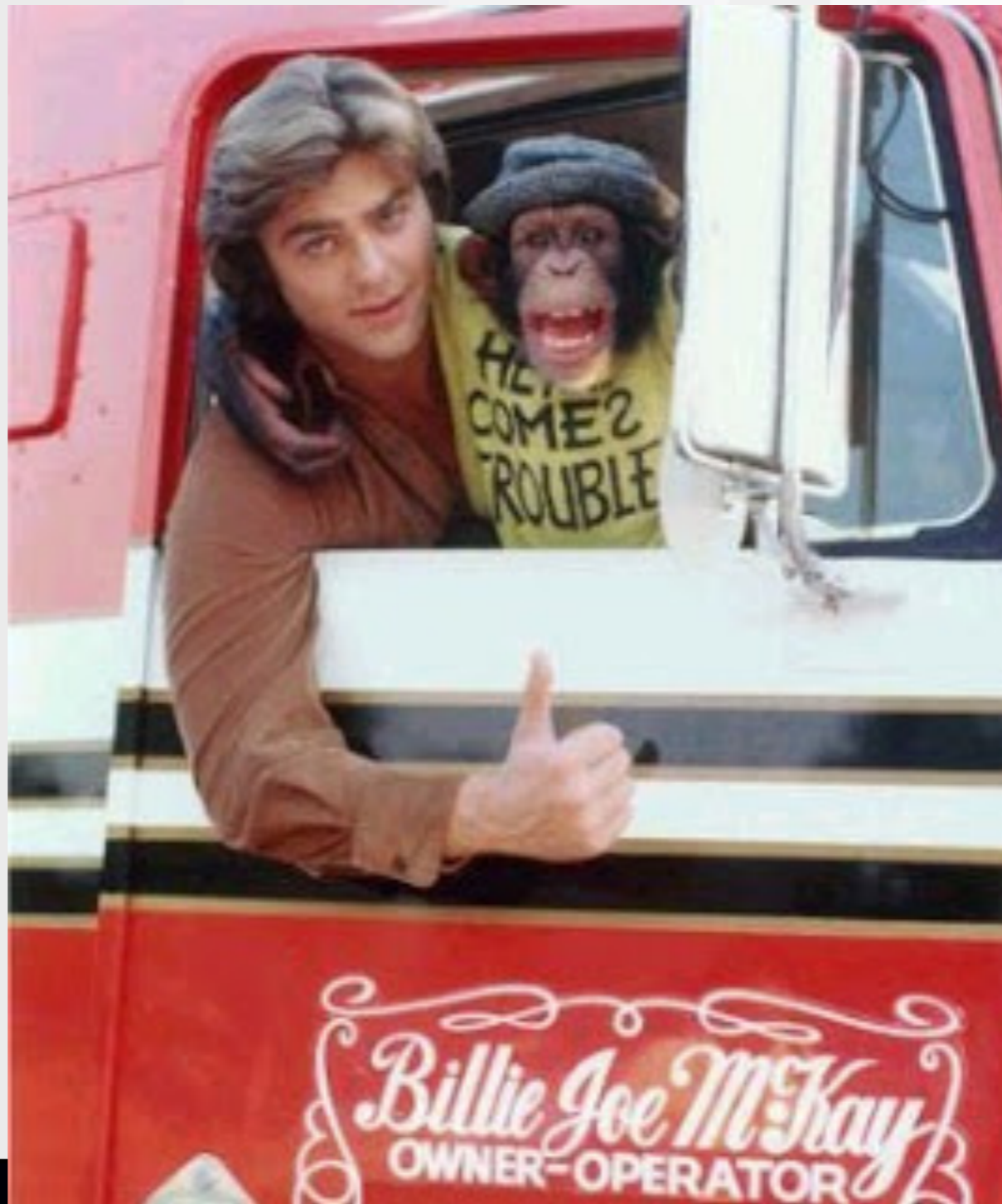


Pretty is great. Easy is better. If the user experience is poor, they won't stay long...

You're not the customer... You need to lead and remind Management that it is all about the customer.

- Edward Burghard, Strengthening Brand America Project

UX as economic driver



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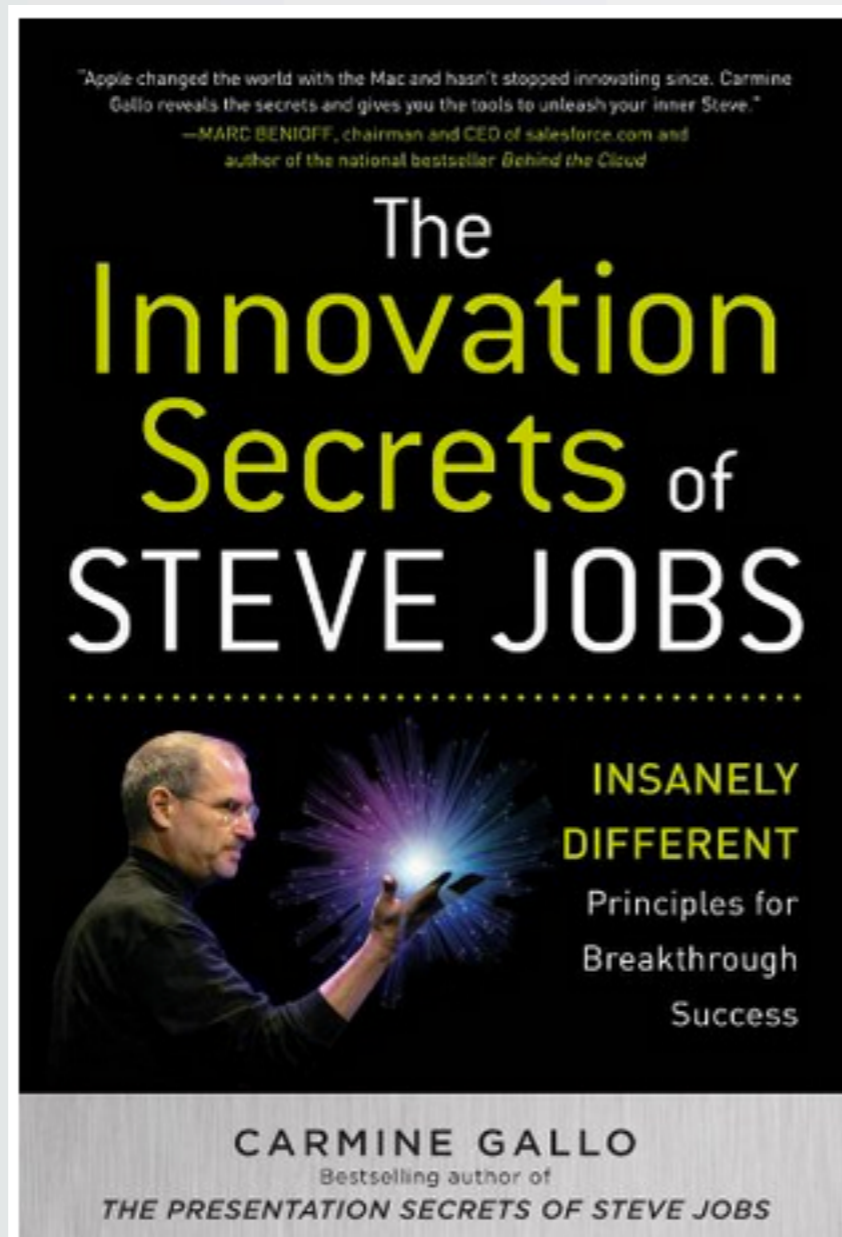
Break!



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Get a drink. Catch my breath. Time for 1 question but no time to answer!

Jobs & Jobs



“Steve Jobs helped define exactly what good design meant for the computer age.”

- Co.DESIGN

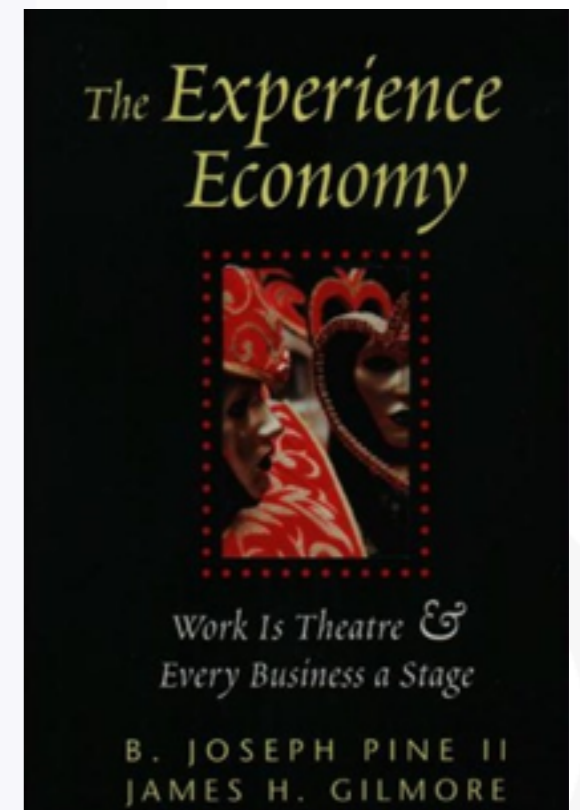
“You want more good jobs, spawn more Steve Jobs.”

- Thomas Friedman,
2010

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Good Design is Good Business

- Thomas J. Watson Jr, 1973



Commodity	Good	Service	Experience
Prevailing prices for various coffee offerings 			
\$.01–\$.02 Per Cup	\$.05–\$.25 Per Cup	\$.75–\$1.50 Per Cup	\$2.00–\$5.00 Per Cup

Graphic: BusinessWeek, 2005
Source: Pine and Gilmore, The Experience Economy, 1999

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It's not just Apple. Amazon, Starbucks and many more are showing that good experiences are good business. We live in an experience economy now. A revolution is happening. Helping companies compete worldwide on customer experience is economic development.

Design Founders



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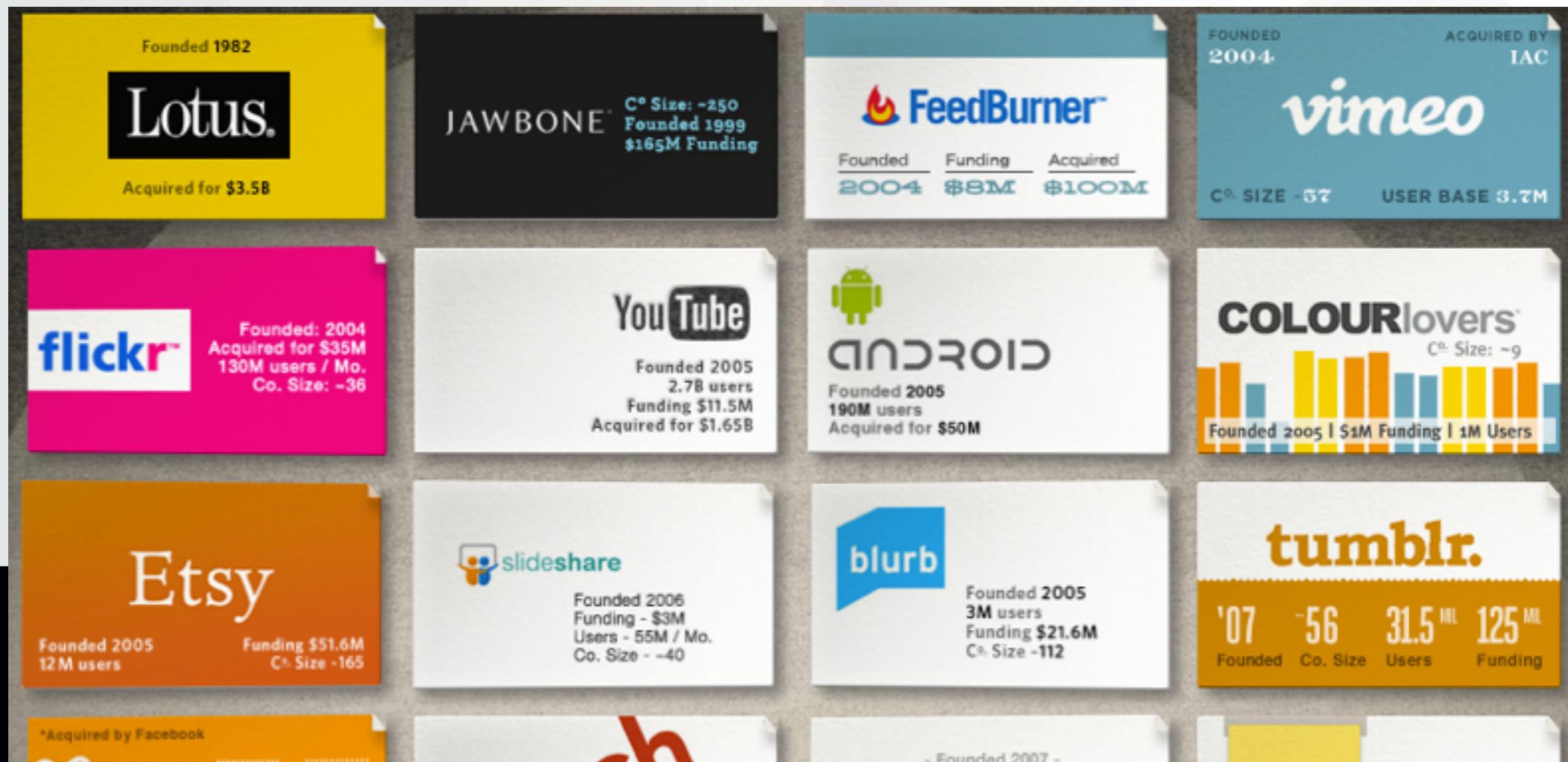
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Designer Founders is a book series that interviews designers about the path they took to create tech startups. Our first edition features the designers who founded Pinterest, Behance, fuseproject, Slideshare, and theicebreak.

Our goal is for designers around the world to find inspiration in role models who've taken the journey from designer to founder.

PDF, Kindle, Nook, and iPad versions available.



It is not just about helping established companies. UX is crucial for startups. A new trend is to have business, tech AND design founders. Venture capitalists are starting to offer design services to companies in their portfolio.

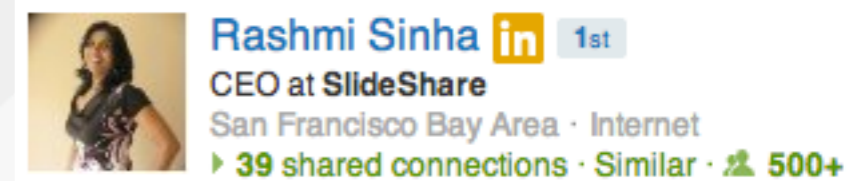
Rashmi Sinha, Slideshare



I **did not set out to be an entrepreneur** or dream of it.

I had some exposure to the HCI way of thinking...the perspective of **how people think**, how to design systems...

And at a certain point, I **passionately** wanted to build [Slideshare] and realized **being an entrepreneur** was probably the right path for me...



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Talent, talent, talent



“The Big Picture” from my IUE conference 8 year recap (July, 2012)

Another professional hobby: Planning



THE OHIO PLANNER'S NEWS



American Planning Association
Ohio Chapter

Making Great Communities Happen

A Publication of the Ohio Chapter of the American Planning Association
America's First Statewide Association of Citizens & Planners

May/June/July 2011
Volume 61, Number 3

Urban Systems Symposium: A Recap

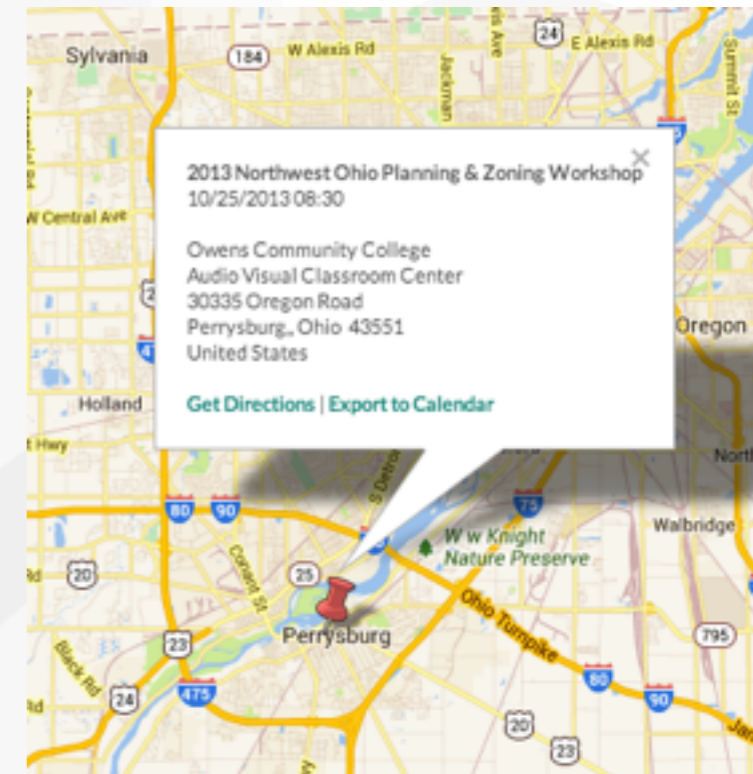
By Keith Instone

The Urban Systems Symposium took place in New York City on May 11th and 12th.

Over 50% of the world's population now lives in cities and this proportion is set to increase. Furthermore, over 30% of the world's GDP comes from the top 100 cities and this proportion is also set to increase. Thus, urbanization is fast becoming one of the brute facts of life for mankind as we struggle to ensure a sustainable and comfortable future on an increasingly over-crowded and over-stressed planet. Yet the study and management of cities is beset by an inability to approach these problems holistically, across the "systems of systems" of which cities are composed, and by a lack of recognition and use of the enormous power of information to enable solutions to address these problems.

The USS conference is designed to begin a continuing dialogue and joint work involved in creating, operating, and living in "smart" cities. The goal of the conference is to establish a professional ecosystem that will begin to tackle some of the difficult challenges in realizing our visions of smart cities. (www.urbansystemssymposium.org)

The Symposium was sponsored in part by APA, along with an interesting mix of others, like IBM (my employer), OpenPlans, 19.20.21 and Skidmore, and Owings & Merrill LLP. John Reinhardt, APA Program Manager, wrote a short recap of the symposium for the APA Sustaining Places blog (blogs.planning.org/sustainability/?p=588).



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Midwest UX: Place



PROGRAM

SCHEDULE

EXCURSIONS

mLUX13

CITY GUIDE

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Our Theme: Place



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Last slide!



- “The economy, stupid”
 - We are at a special time in history for UX to have an impact
- Action items
 - Help our local companies compete
 - Be a design founder
 - Develop, retain, attract TALENT
 - Help the (city) planners, too
- Let’s build a great place to work and live



Thank you!

Keith Instone

- @keithinstone (personal)
- @TRExPlan (ED hobby)
- @UXToledoRegion (UX community)