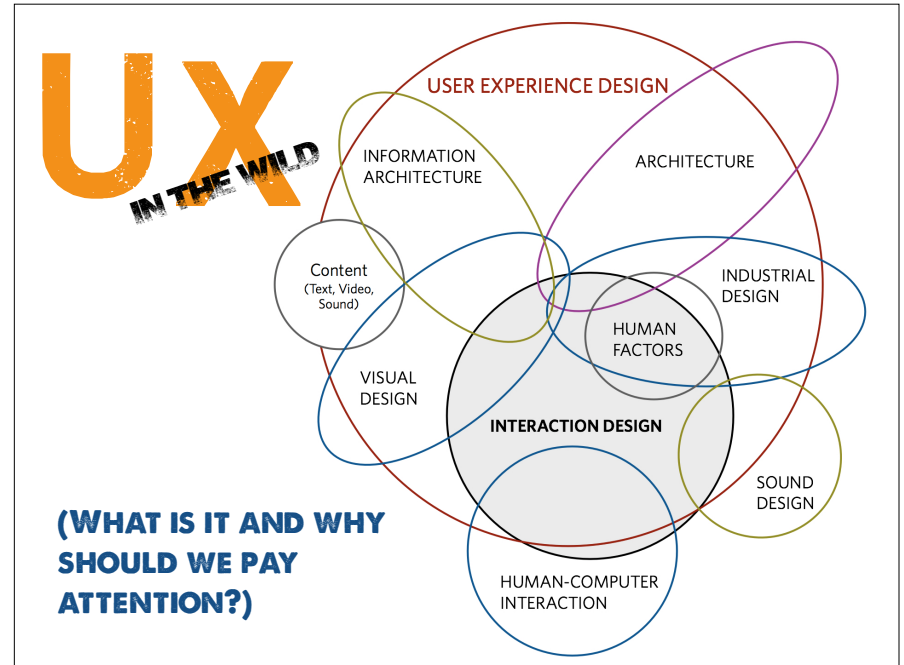




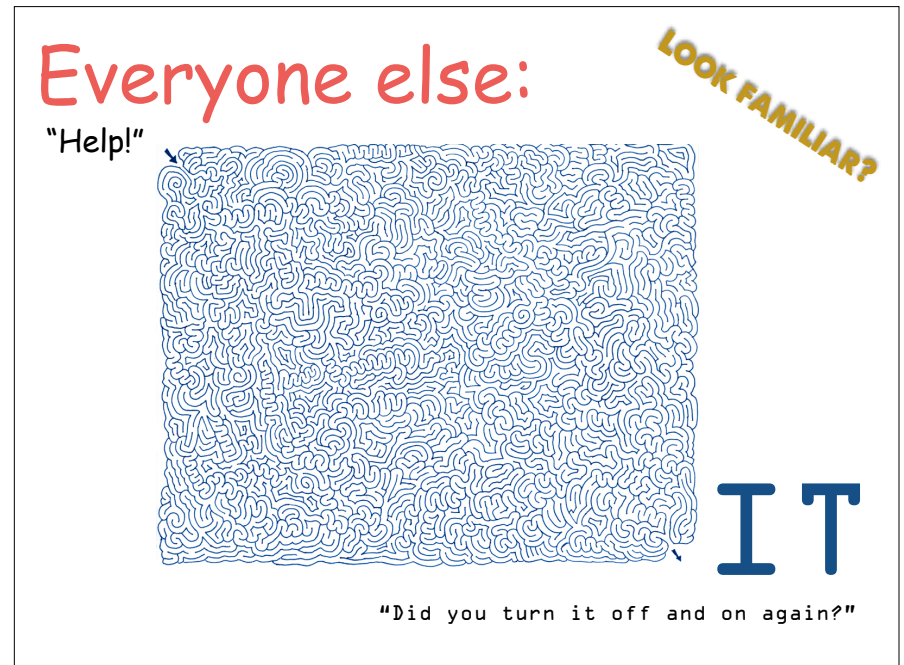
1



2



3



4

EVERYONE ELSE:

"I HAVE AN IDEA!"

IT:

"HOW CAN WE HELP?!"



5

WHAT IT FEARS



6

THE IT CHALLENGE



7

GOODBYE IT

8

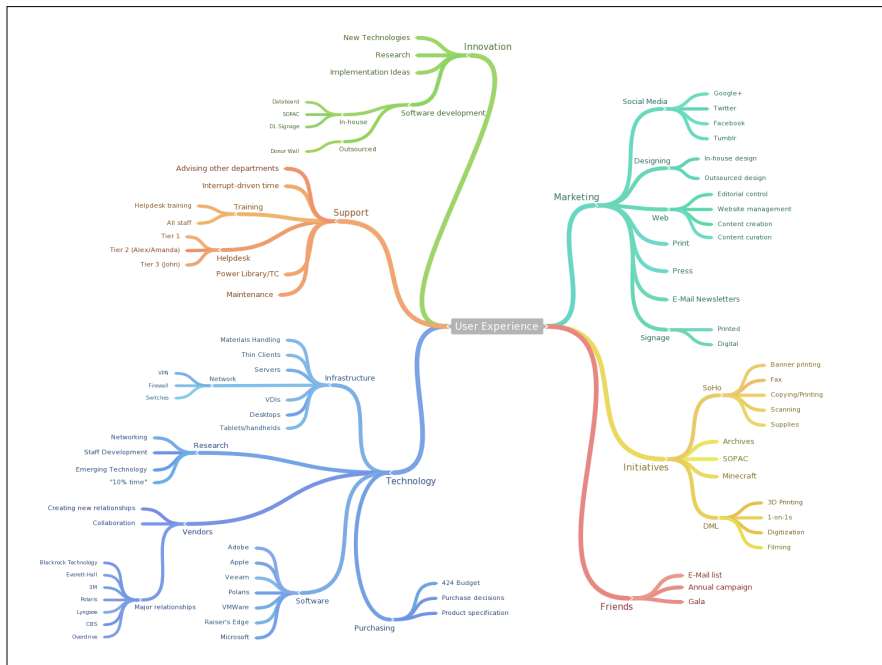


compassion keeps you fluid @hugh

9

HELLO UX

10



11

UX AS MANAGEMENT PHILOSOPHY

12

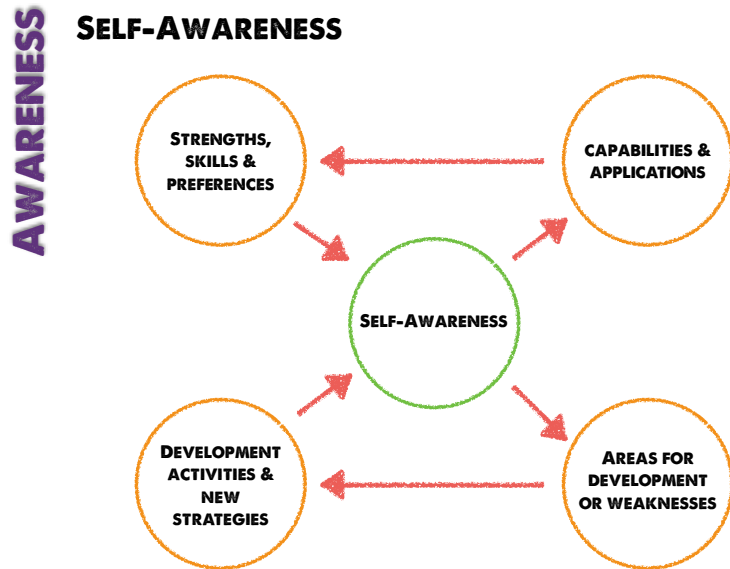
Yes, change is the basic law of nature. But the changes wrought by the passage of time affects individuals and institutions in different ways. According to Darwin's Origin of Species, it is not the most intellectual of the species that survives; **it is not the strongest that survives; but the species that survives is the one that is able best to adapt and adjust to the changing environment in which it finds itself.** Applying this theoretical concept to us as individuals, we can state that the civilization that is able to survive is the one that is able to adapt to the changing physical, social, political, moral, and spiritual environment in which it finds itself.

- LEON C. MEGGINSON

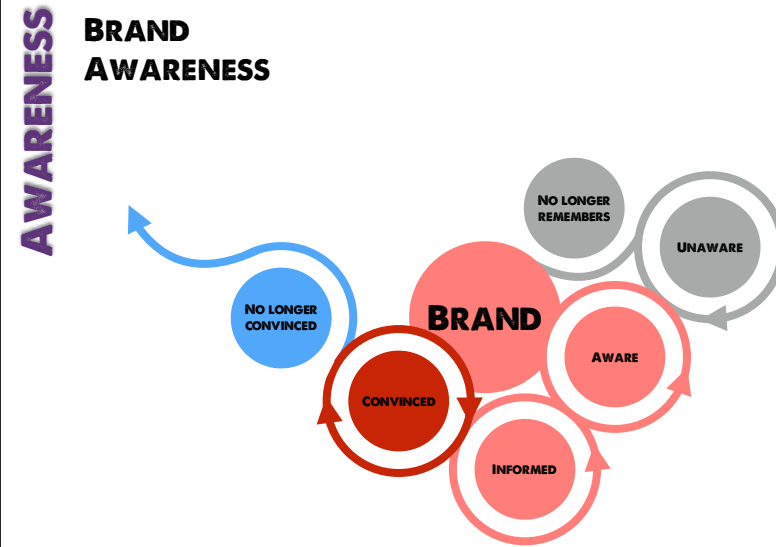
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14



15



16

AWARENESS

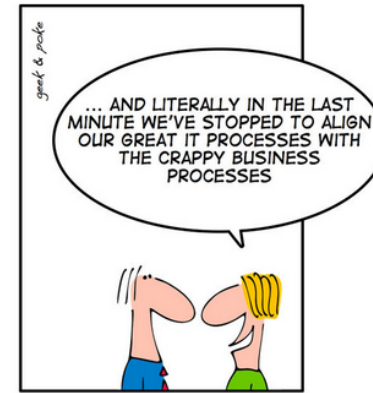
COMMUNITY AWARENESS



Ferguson Municipal Public Library
3 hours ago

Because of the Grand Jury decision, many organizations will be closed, but the Ferguson Municipal Public Library will stay open as long as it is safe for patrons and staff. If the Ferguson-Florissant schools close, we will be hosting activities for the children. We will do everything in our power to serve our community. Stay strong and love each other.

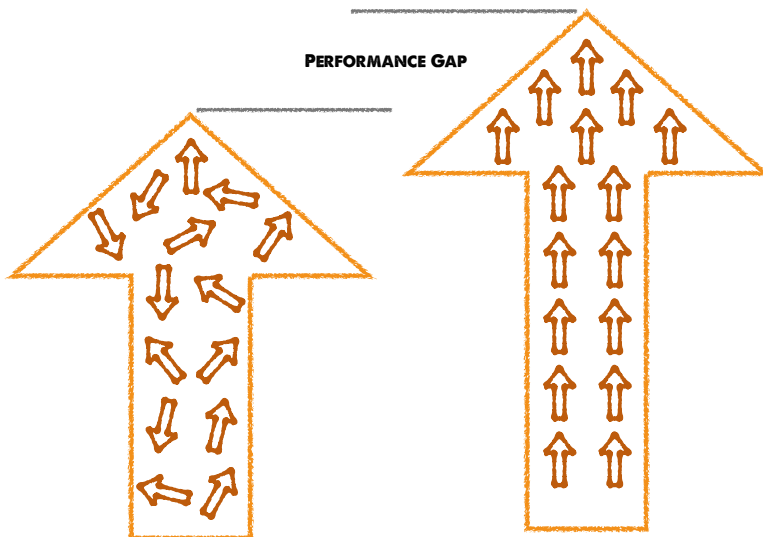
ALIGNMENT



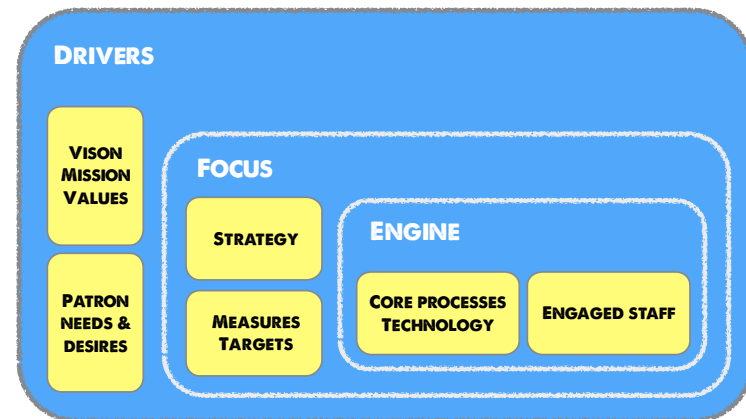
HOW TO EXPLAIN THE FAILURE OF AN IT PROJECT

<http://geek-and-poke.com/geekandpoke/2008/11/how-to-confess-failure.html>

ALIGNMENT



ALIGNMENT



STRENGTH



21

STRENGTH

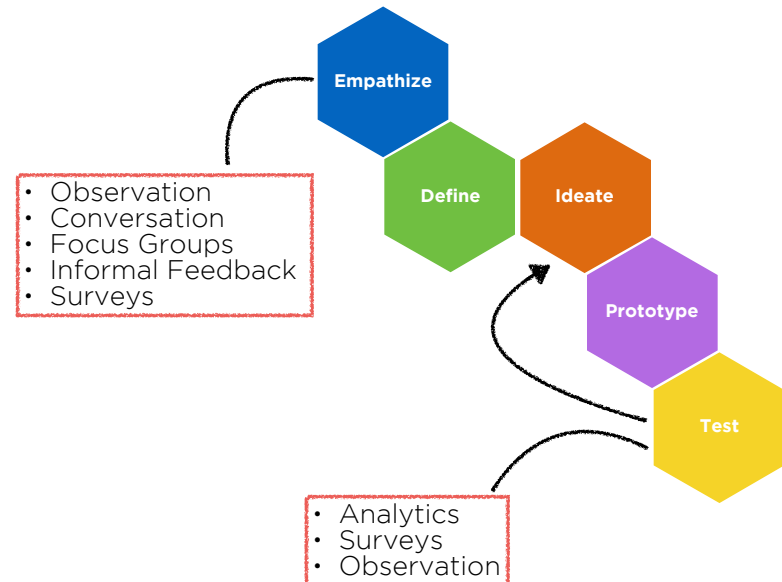
"YOU CAN'T GET MUCH DONE IN LIFE IF YOU ONLY WORK ON THE DAYS WHEN YOU FEEL GOOD."

- JERRY WEST

22

UX AS CONSULTANTS

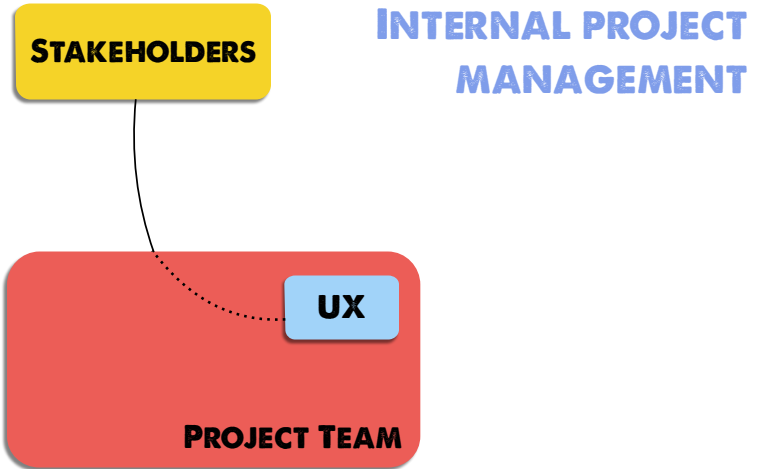
23



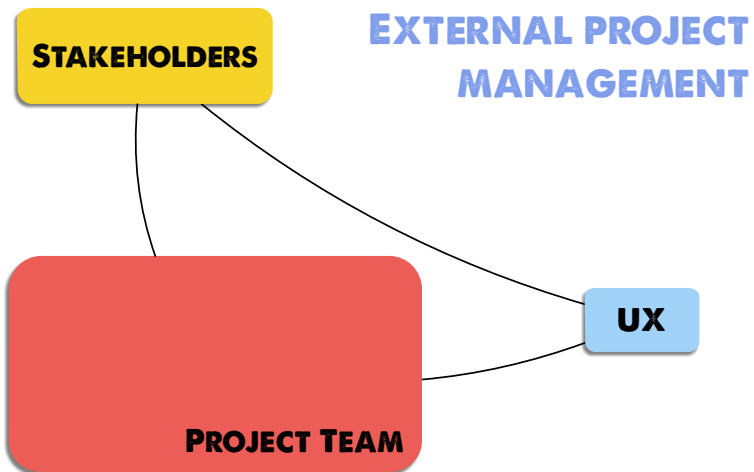
24

UX AS PROJECT MANAGEMENT

25



26



27

CASE STUDY: EARLY-LITERACY IPADS

EXTERNAL PROJECT MANAGEMENT



28

CASE STUDY: DIGITAL MEDIA LAB



29

CASE STUDY: TEA ROOM (TECHNOLOGY, ENGINEERING, ARTS)



30

CASE STUDY: SOPAC

Fine-tune

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31

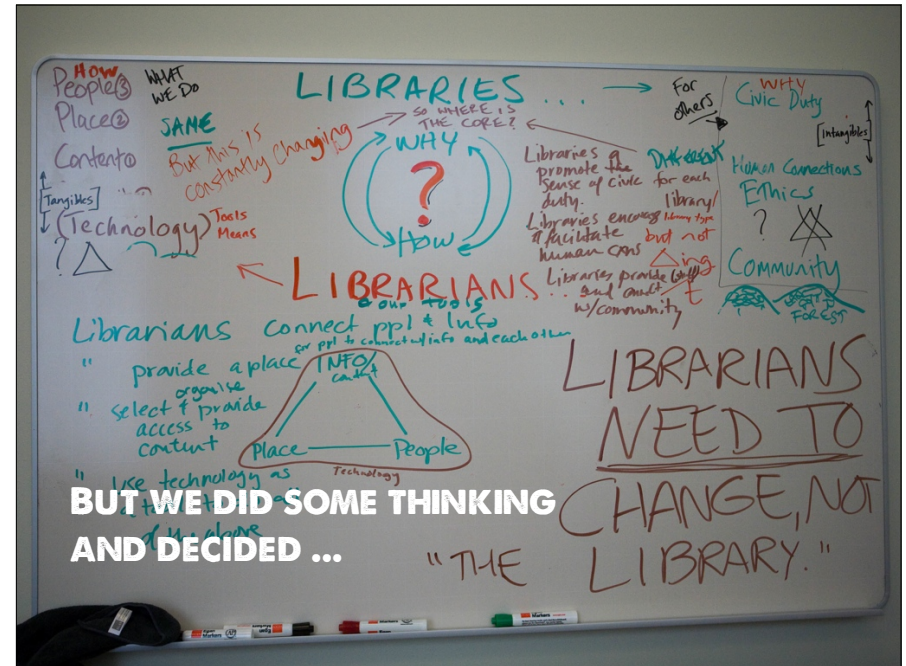
UX AS A STORY

32

WE'VE GOT OUR EYE ON THIS.



33



34

... THAT'S NOT THE STORY.



35

THIS IS.



36



AND THIS.

37



THEY TELL THE STORIES.

38



**THEY
MAKE
MUSIC.**

39



THEY MAKE FRIENDS.

40



**THEY MAKE LOUD
MUSIC.**

41



**THEY TURN CHESS
INTO A SPORTING
EVENT.**

42



**THEY KNOW GOOD
FOOD WHEN THEY
SEE IT.**

43



**SO WE SHOW
THEM HOW TO
MAKE IT.**

44



**THEY ARE
MOVED BY ART.**

45



**OCCASIONALLY, WE
SPOT SOME STUDYING.**

46



**ACTUALLY,
THEY STUDY A LOT.**

47



BUT THEY PLAY HARD.

48



49



50



51



52



THEY SHARE.

53



THEY LEARN.

54



THEY'RE PRODUCTIVE.

55



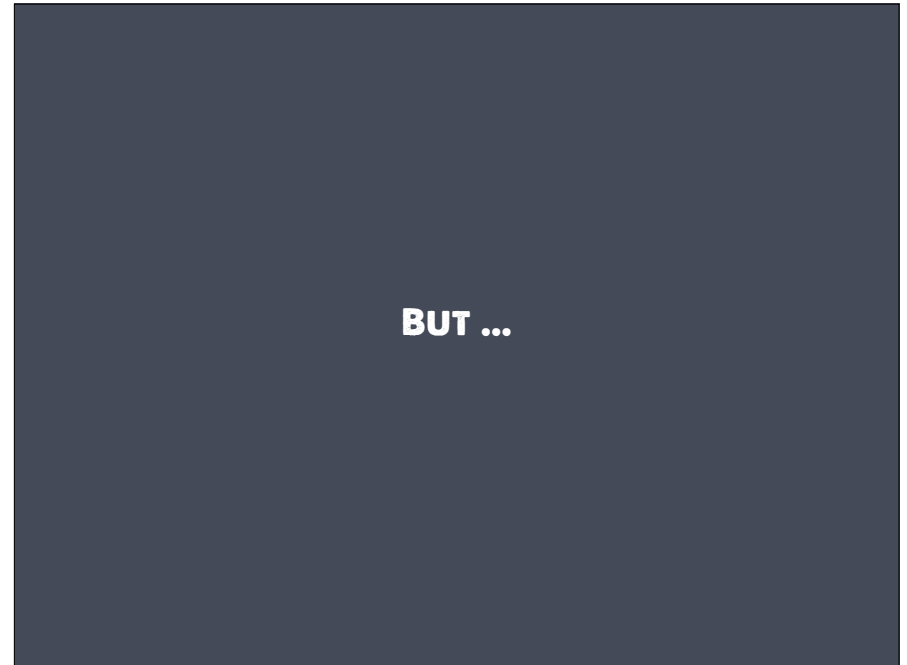
**THEY DISCOVER
SOMETHING EVERY DAY.**

56



**AND THEY
READ LIKE
CRAZY!**

57



BUT ...

58



THIS IS ALSO THE LIBRARY.

59



**BECAUSE THIS NEEDS TO
WORK REALLY WELL.**

60



61



62



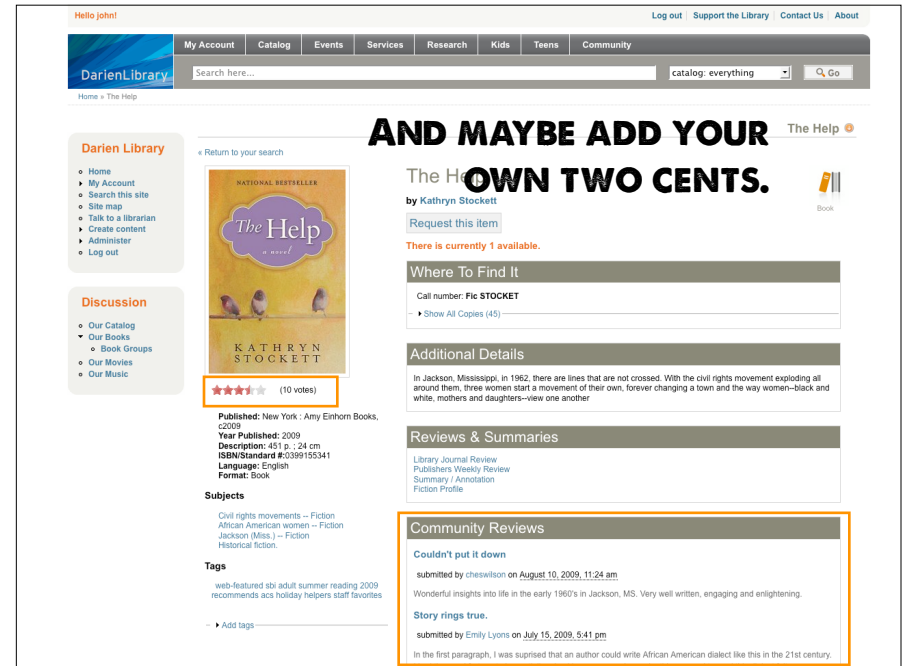
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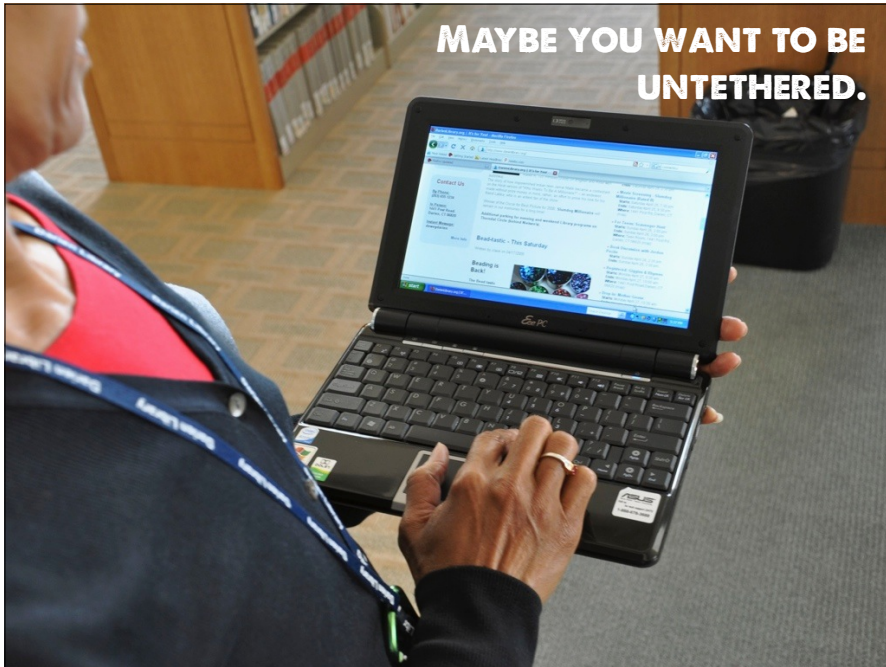
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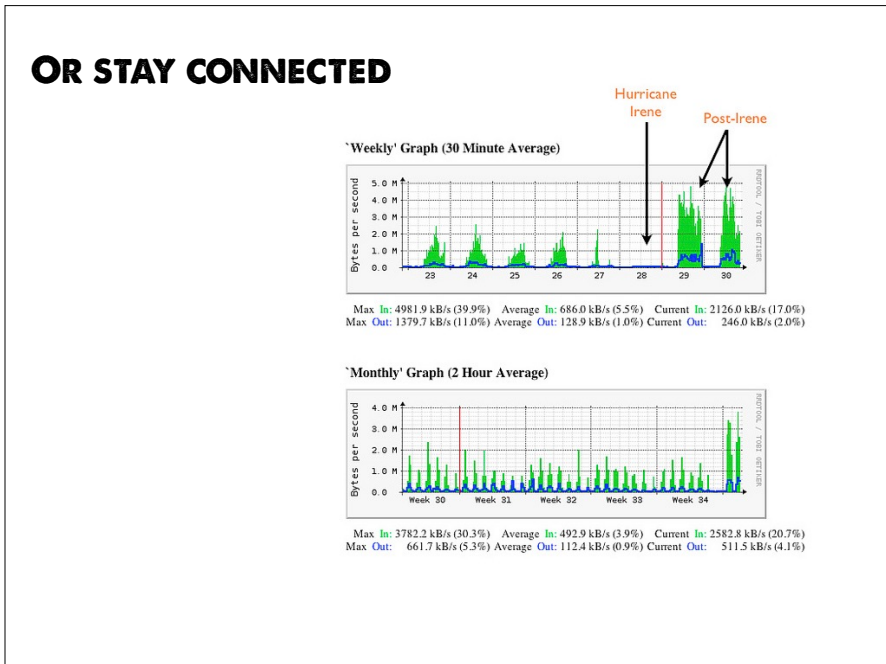
**MAYBE YOU WANT TO BE
UNTETHERED.**

69



**AND PRINT A HIGH-QUALITY
BUSINESS PROPOSAL.**

70



71

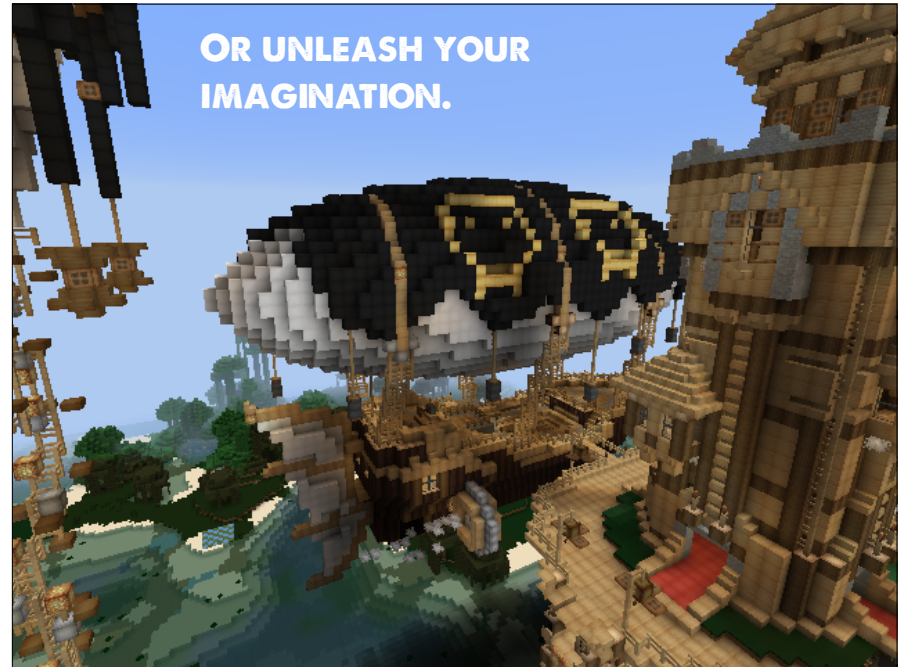


**OR TRY SOMETHING
COMPLETELY NEW ..**

72



73



74



75



76



77

**WHAT WILL YOUR
UX STORY BE?**

78

THANK YOU!



J.

**JOHN@BLYBERG.NET
@JBLYBERG**

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