



IVY SOFTWORKS

Our Team Values

Craftsmanship - Insist on the highest standards. Strive for excellence in everything you do. Take pride in building meaningful things that last - platforms, products, teams and cultures.

Experimentalism - Be opportunistic with learning, be fearless about the unknown, be willing to fail and try again. Seek out ways to challenge yourself and each other. There's no instruction guide - always be iterating and trying new things.

Inclusion - Listen with humility, speak with conviction. Be open to influence, nurture and invest in each other, dream and deliver together.

Obsession - Be obsessive about everything: technology, innovation, reinvention, each other and our community. Obsession is the rocket fuel of our creativity.

Adaptability - Strive for agility in thought, and versatility in action. Befriend change and embrace it warmly - it is the only certain thing.

Bias towards Action - Insist on decisiveness and execution - Doing is the engine of Done, and Done is the engine of More.

BRAND CAMP

by Tom Fishburne

EMOTIONAL BRANDS GENERATE HIGHER
CONSUMER LOYALTY THAN FUNCTIONAL
BRANDS, SO WE'RE GOING TO WATCH
"BEACHES" AND TALK ABOUT OUR FEELINGS

BUT WE MAKE
TILE GROUT



“Entice people into forming an intense emotional bond with what we create.”

–why we design what we design at ivy

The 5 Product Values

Seductive

engaging, playful, expressive, alluring, irresistible, cool

Intuitive

familiar, clean, seamless, effortless

Amazing

state-of-the-art, powerful, flexible, beautiful, imaginative

Intelligent

insightful, relevant, adaptive, precise

Trustworthy

direct, cooperative, reliable, transparent

The 4 Ux Principles

- **Know me** - understand who I am and what I am doing while caring for me in a supportive way
- **Respond to me** - show interest in me while attending to my changing needs
- **Protect me** - keep what matters to me safe while helping me remove obstacles
- **Be clear** - make things easy while providing what is most relevant to me in the moment

The 10 Heuristics

Visibility of system status

Match between system and the real world

User control and freedom

Consistency and standards

Error prevention

Recognition rather than recall

Flexibility and efficiency of use

Aesthetic and minimalist design

Help users recognize, diagnose, and recover from errors

Help and documentation

More details [here](#)

Ux Principles in Practice

from ux narrative to user story...

Ux Story Structure

Narrative

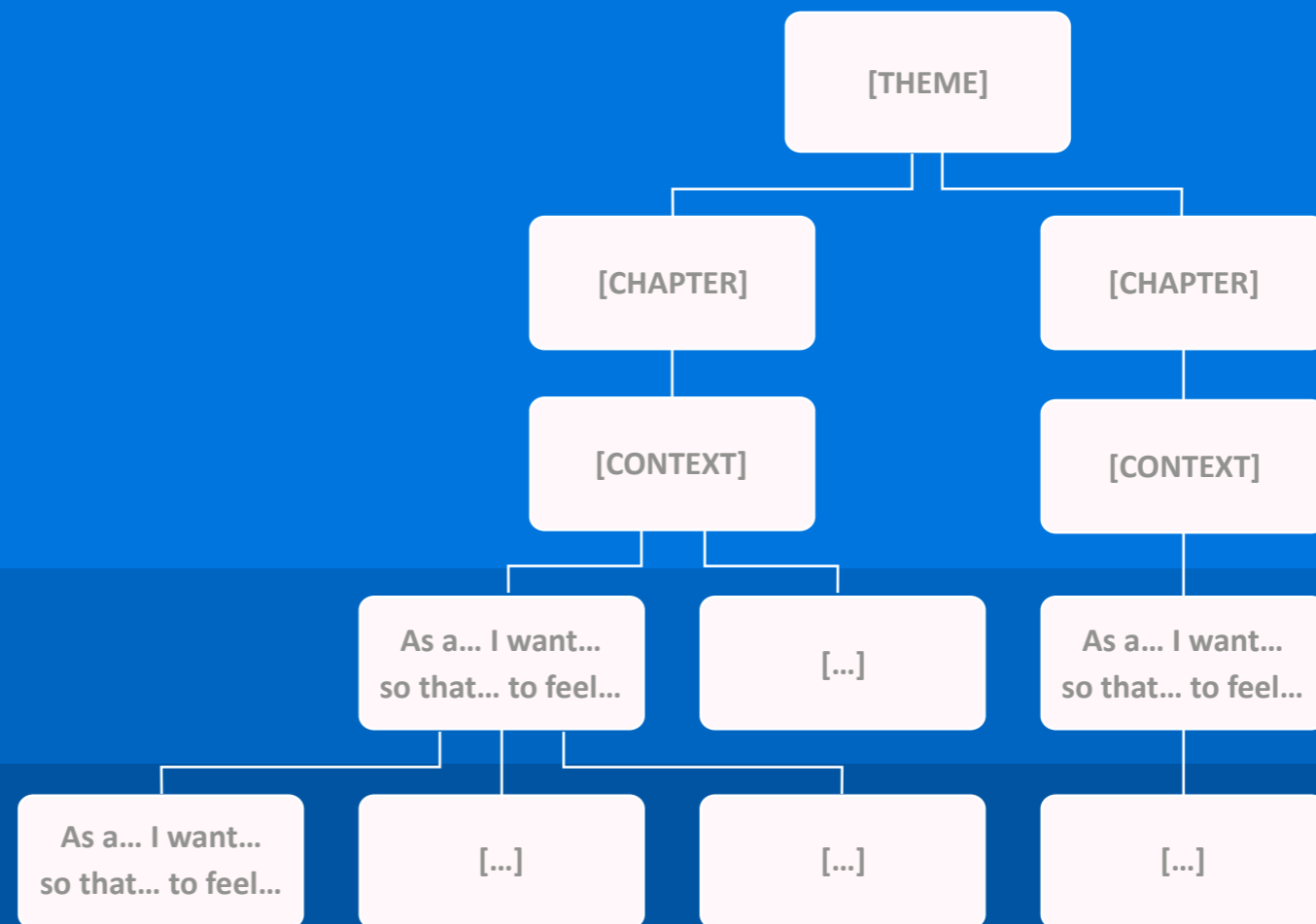
Topic

Section

Storyline

Epic

User Story





Topic :

Atlas Recall

- Narrative : **Adam** is a creative professional who is relocating to Seattle for a job at Ivy Softworks. Adam has been researching the various neighborhoods to live in Seattle. Adam's son Ethan and wife Julie are relocating with him. He's somewhat tech savvy, but approaches researching things in a simple and logical way. He knows a few people in Seattle, but is relying heavily on what he can find on the internet to guide his search.

Section :

Searching...

- **Adam's Goals:**

- To find an apartment in Seattle.
- To figure out transportation routes to and from the office.
- To find schools for his son to attend.

- **Adam's Tools:**

- Internet
- Contacts that live in Seattle
- Suggestions sent by his new employer

Storyline :

Learning about neighborhoods in Seattle

- Adam is reading an article about Ballard, and wants find an article he had read on the Ballard housing market from the same source in the past.
- In the article he is shown Adam notices Fremont mentioned in a favorable way. Remembering that he read something about Fremont in the past but not exactly when or where, Adam indicates that he would like to recall the information he read previously.

Know me

understand, adapt, care, support

- Epic : **As a** user, **I want** to recall activities from the past relevant to my current context **so that** I can relate insights from the past to the present moment **while feeling** what is presented reflects an understanding of me
- User story : **As a** user, **I want** to recall a page I browsed in the past related to a page I am browsing now, **so that** I able to relate what I found previously with the present moment **while feeling** my intention in finding my way to relevant content is well understood

Measuring the Ux (and applied principles)...

- How well did the experience reflect an understanding of your current context?
 - **Not at all...Barely...Very well**
- The experience made me feel my current needs were well understood
 - **Strongly disagree... Neither agree nor disagree...Strongly agree**

Ux measurement tools....

PREMO
MEASURE PRODUCT EMOTIONS

When you see another car, how do the puppets to express what you feel towards this car model.

When you see another car, how do the puppets to express what you feel towards this car model.

LEMTOOL
Measure web and media emotions

Select a character and enter comments here...

The image shows two tool interfaces. The top one is PREMO, which features a grid of 12 cartoon puppets with different facial expressions. Below the grid is a car image and a text prompt. The bottom one is LEMTOOL, which shows a website screenshot with a similar puppet grid overlaid at the bottom for user interaction.

SurveyMonkey®

7. Overall, are you satisfied with the employees at our company, either satisfied or dissatisfied with them, or (dissatisfied with them)?

- Extremely satisfied
- Moderately satisfied
- Slightly satisfied
- Neither satisfied nor dissatisfied
- Slightly dissatisfied
- Moderately dissatisfied
- Extremely dissatisfied

8. Do you like our company, neither like nor dislike it, or dislike it?

- Like a great deal
- Like a moderate amount
- Like a little
- Neither like nor dislike
- Dislike a little
- Dislike a moderate amount
- Dislike a great deal

9. How well did our customer service representative answer your question or solve your problem?

- Extremely well
- Quite well
- Moderately well
- Slightly well
- Not at all well

10. How likely is it that you would recommend this company to a friend or colleague?

Not at all likely - 0 1 2 3 4 5 6 7 8 9 10 Extremely likely

Submit response >>>

powered by **SurveyMonkey**
Check out our [products](#) to discover your next tool!

The image shows a SurveyMonkey survey page with several multiple-choice questions and a Likert scale. The questions are about employee satisfaction, company liking, customer service, and recommendation likelihood. The interface includes radio buttons for each option and a Likert scale for question 10.

Formal/Informal Usability Testing

Over the Shoulder Observation

Heuristic Evaluation

Focus Groups

end.