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Introduction to Project Management  
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As part of this paper I will talk about the TED Talk, by Yves Behar, “Objects Tell Stories” as well as weave in a few points from the Harvard Business Review article, “The Real Leadership-Lessons of Steve Jobs” to affirm the value of designing products with focus on the customer end to end experience. A term, I’ve often used as the Humanistic World of Design, also, known as Human Factors.

Behar moved to San Francisco and started a small company to work on the “entire human experience.” His idea was to take technology and incorporate things that people would use in a new way. In other words, his designs were technically complex elegant solutions, which focused on the total customer experience. The example being the esthetically cool watch he designed for Mini Cooper. The only watch with a display that switches horizontally and vertically -- allowing a person to check their time discretely without bending their elbow. Another example is the contemporary piece of furniture that ships completely flat and unfolds into a table or stool, or the crystal chandelier that changes shape by drawing on a computer tablet, or the leaf lamp, which provides a new lighting experience for the user by changing from mood lighting to a bright work light. Behar describes the Jawbone project as having a humanistic technology – it’s beautiful and streamlined, sits comfortably on your face, feels your skin and knows when you are talking and cancels out background environment noises. He was

quoted as saying, “if it isn’t beautiful it doesn’t belong on your face.” Let’s not forget the Y Water for kids, a three dimensional geometric water bottle that connects together to make fun creative designs. My most favorite design was the “one laptop per child” mission. A true testament of a creatively designed humanistic product’s value is the example of the Nigerian women carrying one of her most prize possessions on her head; the XO laptop. Lastly, the NYC Condom, “get some!” A creatively designed condom to serve not only one purpose, but multiple in the sense it is a sexy package design, a great conversation piece, and an ice breaker.

End to end responsibility for the user experience is something too few companies do, but they are quickly catching on. “Designing today is more than just slapping skins on a technology”, Behar stated, “It’s about designing from the inside out,” end to end -- delivering a one of kind user experience.

Designers bring enormous value to the business and even greater value to the users. It’s the value designers put into the technology that ultimately creates the greater value. The value designers bring can be about environmental issues, sustainability, business strategy, low power consumption, function and beauty, but design is really the “glue” that holds these things together.

Steve Job’s had the same vision. He knew that the best way to achieve simplicity was to make sure that hardware, software, and peripheral devices were seamlessly integrated. For example, an iPod can be connected to a MAC with iTunes software, which allowed devices to be simpler, syncing is smoother, and glitches are rarer.

Job's focus was to design products that are more intuitive with profound simplicity; eliminating unnecessary components, such as eliminating the on/off button from the iPod. The devices gradually powers down when it is not being used and springs to life when reengaged. "It takes a lot of hard work", Job's said, "to make something simple, to truly understand the underlying challenges and come up with elegant solution." To be truly simple, you have to go really deep and fully understand everything about the product and how it is manufactured.

Job's compulsion was to take responsibility for what he called, the "whole widget" stemmed from his personality, which was very controlling, but it was also driven by his passion for perfection and making elegant products. Job's summed up the human factor experience in five beautiful words, "Simplicity is the ultimate sophistication."

Circling back to Behar, he described his design projects as being about transformation and matching the "human need". The elements of the projects have a "humanistic sense" to them. The idea as designers is to create a different relationship between their work and the world.

Behar's final words, "As designers, we need to keep in mind the values of the work we do, we can change the work that we do, the values can change the companies we work with and eventually together maybe we can change the world."

By integrating values and interests with design talents and aesthetic the results are intriguingly impactful. Done right, humanizing design and taking end to end responsibility by ensuring that products are easy-to-use, easy-to-install, and easy-to-repair will enhance the total

customer experience, increasing loyalty and thereby generating revenue and growth for a company. The "wow" factor Human Factor creates makes people want the products and offerings - and that ultimately drives share price.

How do you know what the customer wants or needs? As part of any project, the team will conduct a series of requirements meetings with customers and cross functional teams whose interests are positively or negatively impacted by a project to gather wants, needs, and wishes. The information gathered by meeting the various customers and cross functional teams will be translated into a Quality Function Deployment (QFD) document, which will help to translate the "voice of the customer" into design requirements for products and services. By asking and capturing the right questions, "what does the customer need", how does this help the customer to succeed in his or her business, as well as gathering other key pieces of data such as functional requirements, design specifications, and process/specification requirements -- the value realized is a consolidation of what is and is not acceptable to drive action, key data elements translated into customer needs, competitive product assessment, functional product requirements, and relationships between customer needs and functional product requirements. When done right, this approach is built into the overall project planning and design process, which is managed like any other project including monitoring and controlling scope creep.

Transition to address Professor's Bates additional questions as part of this paper.

When I graduated high school, I wanted to be a Physician's Assistant (PA) and started down the path of nursing school. The "universe" had different plans for me and I was taken in a different direction. About 16 years later, when I accepted a job at Perot Systems in 2005, I was hired as Program/Project Manager Healthcare Consultant. I learned there was a cutting edge program that needed a Project Manager. I sought out an opportunity to work on a Picturing Archiving and Communication Systems (PACS) program. PACS is a computer system that has replaced x-ray film with digital images. PACS can capture, display and store medical images. PACS eliminates the needs to manually file, retrieve or transport film jackets. PACS resolves many of the problems that were associated with film. PACS delivers timely and efficient access to images, interpretations and related data. PACS breaks down the physical and time barriers associated with traditional film-based image retrieval, distribution and display. A complete PACS installation is one of the largest projects a radiology department will ever undertake. For me, being part of the healthcare industry was bitter sweet, but it was fun and hugely rewarding.

My two most important values are communication and professional development. These values shape the way I manage projects because communication is vitally important in every aspect of daily life and professional development allows me to continually grow my skill set and has provided me with opportunities to do and try different things over the course of my career. As a result, I have developed into a well-rounded project manager with a depth and breadth of knowledge and experience in various industries. My desire is to continue to do what I love in my chose profession while continually growing and developing professionally.

Communication is an essential part of human interaction. In my opinion, the best leaders are first rate communicators. Their values are clear and solid and what leaders say promotes those values. Their teams admire them and follow their lead.

As I have said before, our job as project managers is 90% communication and is an essential skill to have in our toolbox. However, good communication is more than a communication management plan, project meetings, status reporting, change management, etc. Being effective communicator means providing timely and concise information to others, and using clear and thoughtful oral and written communications to influence, negotiate, and collaborate effectively. In a culturally diverse society and global economy, communication becomes even more important to get a point across clearly and concisely, listening attentively to concerns expressed by others, and clearly expressing ideas and concepts. Communication skills carry over into every aspect of project management including being able to think critically, seeing the “big picture” and being able to get things done in the face of ambiguity.

My second value is professional development, which allows me to continually grow my skill set and provides me with opportunities to do and try different things. It’s more than just a process – it’s a mindset. Not only does it include formal training and conferences, but also discussions among work colleagues, independent reading and research, observations of a colleague’s work, or other learning from a peer. Continuing my professional development is important because I want to continue to be competent in my chosen profession. In my opinion, professional development is a career long obligation. I am passionate about every project I am assigned because it’s a new experience and endeavor. It’s important that I am continually

aware (if not ahead) of changing trends and that I am always able to make a meaningful contribution.

By being a great leader with first rate communication skills and a professional who is ahead of changing trends in all industries including my own and continually strengthening my practice throughout my career -- my opportunities are endless and my contributions are filled with meaning, purpose and passion.