



# Experience Principles & Value Promises

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# Where We Left Off



## Ethnography

Immersion in the cultural context of a wicked problem

## Synthesis

Making meaning through inference and reframing

## Prototyping

Hypothesis validation through generative, form-giving activities

# Insights



Technology lacks rich emotional nuance, and shouldn't be used in educational settings.

Children are told an idealized narrative of coming-of-age by society, and it's damaging to them as they grow older.

Financial responsibility is seen as "real", while education is seen as "ideal". This sets students up for failure.

There's no obvious short-term incentive to follow arduous long-term best practices, so students don't.

Higher education has an enormous hidden cost: guilt.

- Insights are framed as universal truths, even though they are based on a small, biased data set.
- Insights make statements about generalized behavior at a cultural level.
- A good insight is provocative: it should cause debate, potentially offend some readers, and make people uncomfortable.
- Insights should challenge accepted norms and conventional thinking.
- Insights are concise.

# Insights



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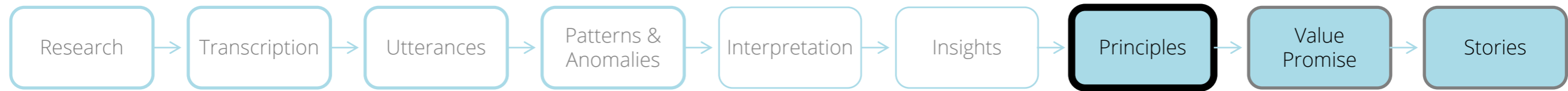
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We want to get to insights, because insights act as the "magical bridge statements" between research and an articulation of user-value and design capabilities.

# Moving to Prototyping



**Ethnography**

Immersion in the cultural context of a wicked problem

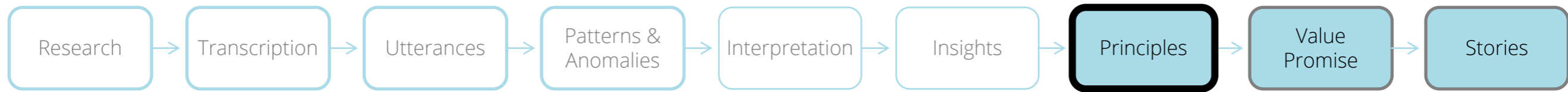
**Synthesis**

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# Moving To The Value Promise



## Establishing Design Principles

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A design principle is a way to describe how a product, system, or service provides value to a person at a non-functional level.

For each insight, we complete the following statement:  
“In order to be successful, the product must...”

# Design Principles



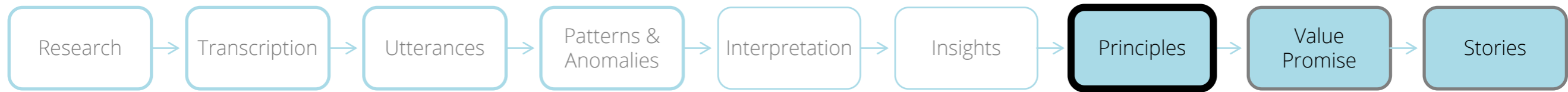
## Crafting Design Principles

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While crafting principles, use your informed intuition-through-conversation to rank (and sometimes combine) insights into a prioritized list of statements that articulate user outcomes or product / service attributes. A good Design Principle:

1. Suggests multiple, divergent forms instead of specific features.
2. Is a complete statement that describes a functional and emotional system behavior, or a user goal and outcome.
3. Is directly connected to the insights that generated it.
4. Often requires change in existing products, organizations, or business models.

# Design Principles



Students have a short-term, reactive approach to deadlines and due dates.

Students have anxiety about artifacts and actions, and lean heavily on a community of family and friends to minimize this anxiety.

Students lack the ability to see how a short-term decision will impact the future trajectory of their education.

Faculty feel a personal connection to the success of students. This leads to both a sense of pride as students succeed, but also a burden.

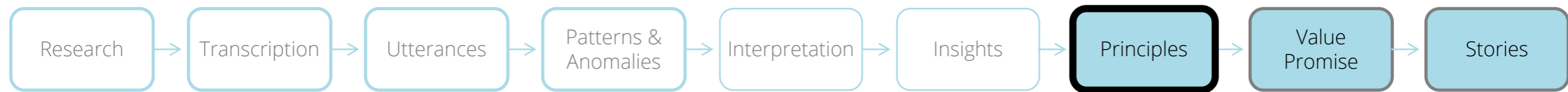
Students lack the organizational skills to manage their documents & deadlines across courses.



“In order to be successful...”



# Design Principles



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↓  
“In order to be successful...”  
↓

Our product should offer a view into coursework, deadlines, and exams that speaks to the “here and now” and helps students answer the question *What do I need to do tonight for tomorrow?*

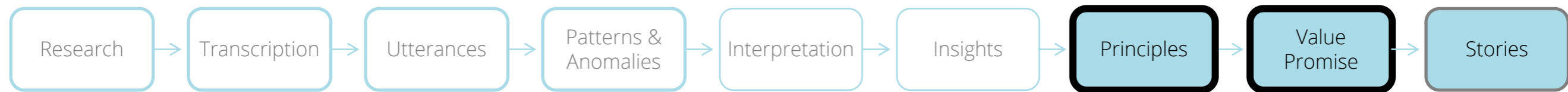
Our product should offer a sense of community, emphasizing that other students are within “arms-reach” and building new opportunities for student-to-student interactions.

Our product should offer students a way to view their credential requirements in a visual format across time, and understand how sequencing changes will impact further forward movement or momentum.

Our product should offer students all of their course content in a single place, and give them an easy and fluid way to both brows and search for relevant information.

Our product should utilize animation and playful tone to better drive user behavior, to teach users about interactions, and to create a memorable experience that has both continuity and emotional resonance.

# Moving To The Value Promise



## What Is A Value Promise?

A value promise is a single, concise statement that describes the functional and emotional commitment we make to people using the product, system, or service.

The value promise is a type of social contract between a company and a person that outlines the primary reason a person would use a given product or service. Inside of an organization, it is used in conjunction with business and organizational goals as a means of maintaining a user perspective throughout all levels of the organization.

A value promise exists for individual products, and also exists across the various products to form a value platform.

# Value Promise



For example...

Bb Student (Product) Value Promise:

- *We promise to help students collaboratively react to their immediate course needs while learning to plan for the future.*

Bb Platform Value Promise:

- *We will minimize anxiety related to the academic journey.*
- *We will recognize the majority of students as non-traditional learners and will help them manage a complex, multi-institutional journey.*
- *We will support students in attaining and empowering job and meaningful vocation.*

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