

IT-Art Design Collaboration in serving stakeholder

Case in web and mobile design developer

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Service Strategy has four activities

Define the Market (Research)

Develop the Offerings
(Development)

Develop Strategic Assets

Prepare for Execution
(implementation and evaluation)





Ads on Facebook

What Market?
What Offering
What Strategic Asset?
How the execution?





Samsung case cover on ebay.com

What Market?
What Offering
What Strategic Asset?
How the execution?



Service Assets in IT-Design

- **Resources**

- Things you buy or pay for
- IT Infrastructure, people, money
- Tangible Assets

- **Capabilities**

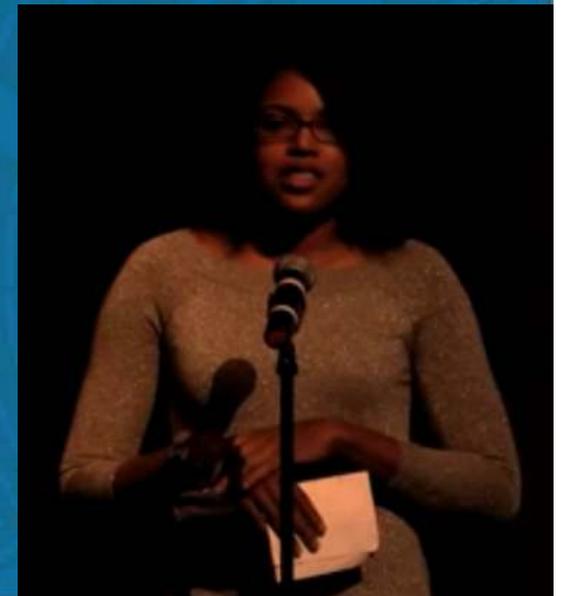
- Things you grow
- Ability to carry out an activity
- Intangible assets
- Transform resources into Services



Your Technology is my Design. Your design in my technology

- Use IT Resource to produce, enhance and promote Design or
- Use Design to form IT Function

Case in Web Design Developer by
Shervonne Cherry, Designer
who work in web developer



IT Resource for Designer

What's out there for Designers

- Internet
- Social Media
- Application
- Mobile



Adding “nerd” to Design Process

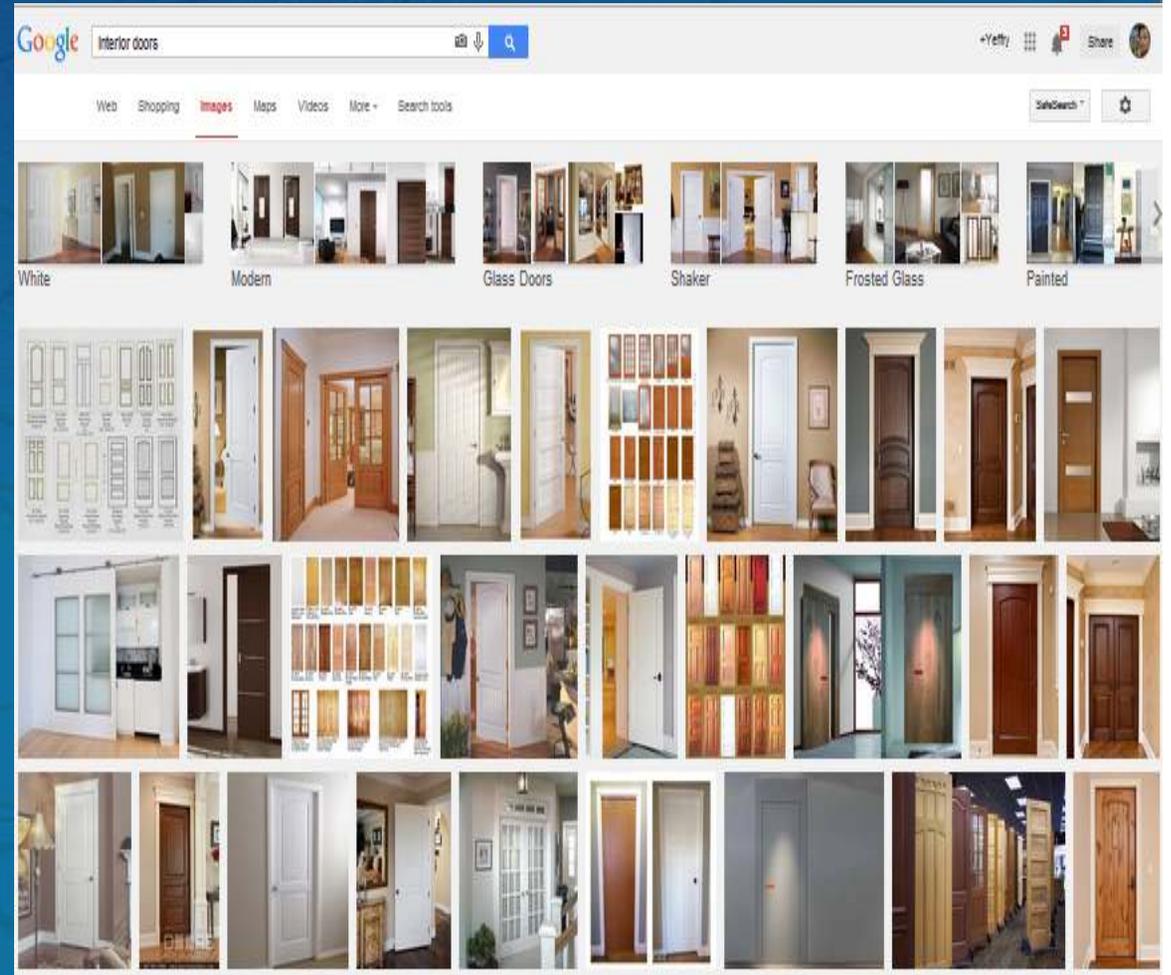
- Research
- Design & Development
- Implementation
- Evaluation



Research

Google is your friend

- Add Google- it allows to explore words & concepts endlessly
- Protect from getting in a trademark dilemma
 - Check if someone has already created the idea that just popped in your head



Design and Development

Think about the bigger picture



- Think Scalable – Designers change their minds often but not as much as our clients do
- Reduced cost & effort (Demand Management)
- Will this fit with the current web, Mobile or Tech trends relevant to project/client



Demand Management

- Ensures we don't waste money with excess capacity
- Ensures we have enough capacity to meet demand at agreed quality
- Patterns of Business Activity to be considered
 - E.g. Economy 7 electricity, Congestion Charging



Implementation

Designer are dreamers, Developers are realistic

- Save design man hours – Brainstorm ideas, then talk to the developer about feasibility
- Bridge the gap –Familiarizing yourself with key ‘Developer speak’ term related to the type of platform you are designing for:
 - Web- PHP, CSS, HTML5, Flash
 - Mobile – Objective C, Springboard, Retina Display



The IT-Design Service Lifecycle

- **Service Strategy**

- Strategy generation
- Financial management
- Service portfolio management
- Demand management

- **Service Design**

- Capacity, Availability, Info Security Management
- Service level & Supplier Management

- **Service Transition**

- Planning & Support
- Release & Deployment
- Asset & Config management

- Change management

- Knowledge Management

- **Service Operation**

- Problem & Incident management

- Request fulfilment

- Event & Access management

- **Continual Service Improvement**

- Service measurement & reporting

- 7-step improvement process



Service Design

- How are we going to provide it?
- How are we going to build it?
- How are we going to test it?
- How are we going to deploy it?

Holistic approach to determine the impact of change introduction on the existing services and management processes



Evaluation – Don't trust yourself

Get fresh eyes-create a digital focus groups to your work

- Create opinion pool based on demographic
- Create opinion pool based on diversity
- Facebook Album, Blogs, or twitter are great to get crits for your work
- You control privacy



Tips when working with a developer

(Shervonne Cherry)

- Always ask nicely – your developer in your ‘Man behind curtain’ who makes you look good, so don’t be rude
- Have them review your wireframes
- Keep open communication



A Web Developers wish list

- WEB SAFE FONT and COLLORS
- Functional Requirements
- Paper prototypes/wireframes
- Clickable Prototypes – Demo with no real backend functionality
- Browser compatibility
- 508 compliance – lots of animation and flashy buttons are not always fun
- Be aware of technical limitation of the platform –my increase development time and cost



Effing Behavior Designer

- Designer forget to sell themselves
- Industries who are not directly related to web can forget to market themselves effectively
- People want to find you – make sure your are there



Internet Trends in IT-Design

Your brand should include the following basics

- Website
- Twitter
- Facebook
- LinkedIn
- Portfolio that related to your Industry
 - Behance.net
 - Designrelated.com
 - Dribbook.com
 - Styleportfolios.com
- They're searchable



Technology keeps you fresh

Build your digital arsenal

- **Social Bookmarking**
 - Weheartit.com
 - Vi.sualize.us
 - Yayeveryday.com
 - Twitter.com
- **Adds idea to the brain**
- **Save space**



Antique Porcelain Mark



Processes in Service Design

- Availability Management
- Capacity Management
- Disaster recovery
- Supplier Management
- Service Level Management
- Information Security Management



Service Level Management

- **Service Level Agreement**
 - **Operational Level Agreements**
 - Internal
 - **Underpinning Contracts**
 - External Organisation
 - Supplier Management
 - **Can be an annexe to a contract**
 - **Should be clear and fair and written in easy-to-understand, unambiguous language**
- **Success of SLM (KPIs)**
 - **How many services have SLAs?**
 - **How does the number of breaches of SLA change over time (we hope it reduces!)?**



Things you might find in an SLA

Service
Description

Hours of
operation

User Response
times

Incident
Response
times

Resolution
times

Availability &
Continuity
targets

Customer
Responsibilities

Critical
operational
periods

Change
Response
Times



Types of SLA

■ Service-based

- All customers get same deal for same services

■ Customer-based

- Different customers get different deal (and different cost)

■ Multi-level

- These involve corporate, customer and service levels and avoid repetition



Right Capacity, Right Time, Right Cost!

- This is capacity management
- Balances Cost against Capacity so minimises costs while maintaining quality of service



Before I die

Before I die I want to HAVE FUN!

Before I die I want to FINISH

Before I die I want to GO 200 mph.

Before I die I want to TRIED FOR TRACEY

Before I die I want to GO TO ROME

Before I die I want to TO SEE ALL MY GRAND KIDS

Before I die I want to Keep Living in NOLA

Before I die I want to love, wrecklessly, again

