

# 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?





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

Samsung case cover on ebay.com



# 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

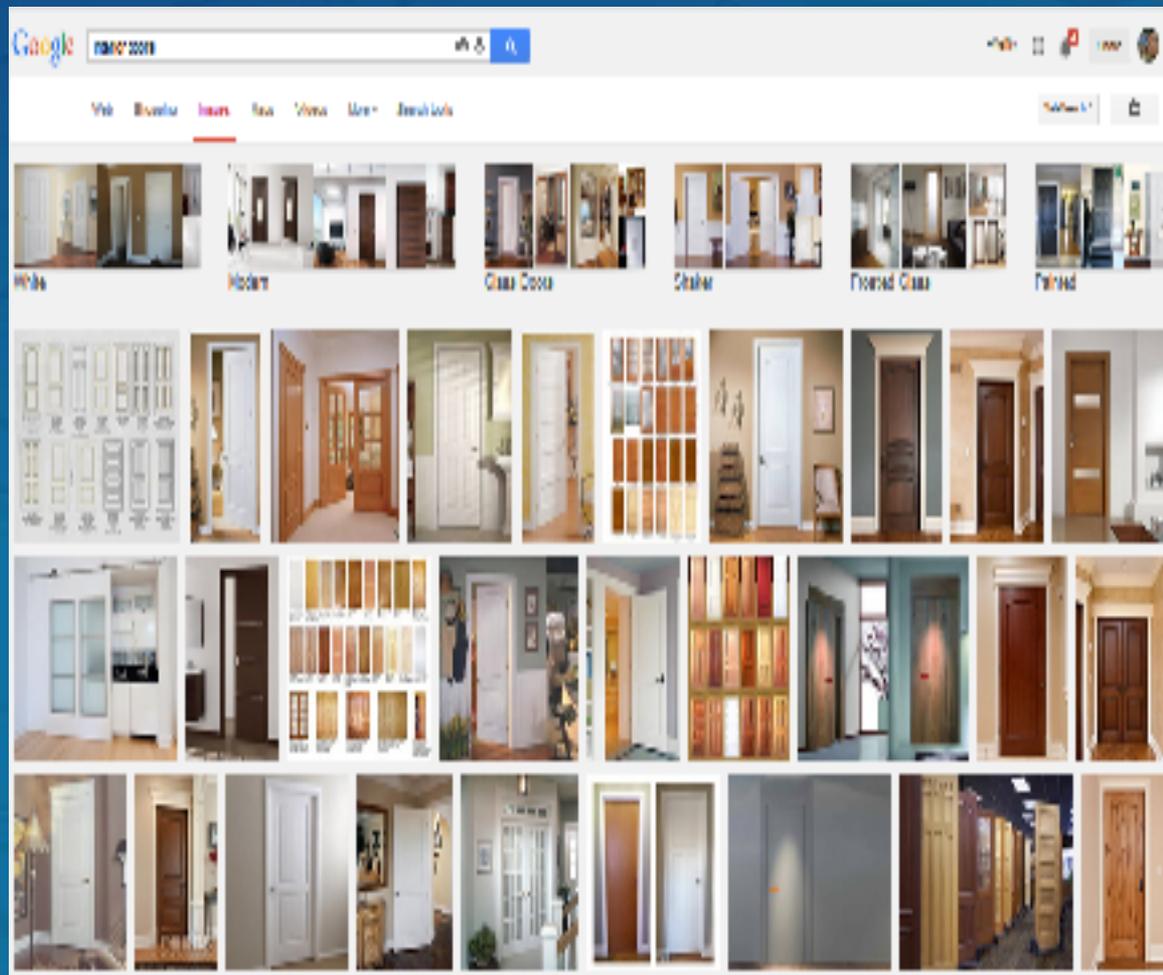
- Research
- Design & Development
- Implementation
- Evaluation



# 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



# 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 (very rare right now)
- Twitter
- Instagram
- Facebook
- LinkedIn
- Portfolio that related to your Industry
  - Behance.net
  - Designrelated.com
  - Dripbook.com
  - Styleportfolios.com
- They're searchable



# BEHANCE.NET

The screenshot shows the Behance website interface. At the top, there is a navigation bar with the Behance logo and a search icon. Below the navigation bar, there is a search bar with the text "Search Behance by...". Underneath the search bar, there are four filter buttons: "Projects", "Graphic Design", "Most Appreciated", and "Worldwide". The main content area displays a grid of project cards. Each card features a thumbnail image, a title, the creator's name, the category, and the number of likes and views. The first card shows a project titled "36days Electronics" by "VA Designer" in the "Graphic Design" category, with 3901 likes and 22522 views. The second card is "United Nations International Peace Stamps" by "Stranger & Stranger" in the "Graphic Design" category, with 2422 likes and 15271 views. The third card is "Smile - Brand design" by "Graphéine" in the "Branding" category, with 3310 likes and 36285 views. The fourth card is "Queensland Theatre 2018" by "Multiple Owners" in the "Art Direction" category, with 2150 likes and 16930 views. The bottom of the image shows the top of another row of project cards.

behance.net

Behance

Search Behance by...

Projects ▾ Graphic Design ▾ Most Appreciated ▾ Worldwide ▾

36days Electronics  
VA Designer  
Graphic Design  
3901 22522

United Nations International Peace Stamps  
Stranger & Stranger  
Graphic Design  
2422 15271

Smile - Brand design  
Graphéine  
Branding  
3310 36285

Queensland Theatre 2018  
Multiple Owners  
Art Direction  
2150 16930

# Technology keeps you fresh

Build your digital arsenal

## ■ Social Bookmarking

- Weheartit.com --> fashion
- Vi.sualize.us --> Product and interior design
- 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

Availability &  
Continuity  
targets

Resolution times

Incident  
Response times

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 PIRACEY

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

