
Special Interest Group for the CHI 2010 Management Community

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Abstract

This SIG will provide an opportunity for those interested in the relationship between management and HCI to explore this subject and the ongoing development of the Management Community at CHI conferences and beyond.

Keywords

HCI, management, community

ACM Classification Keywords

A0 General Literature: General.

General Terms

Design, Management

Introduction

This SIG for the CHI Management Community is a forum for discussing issues that are important to making HCI relevant in organizations. HCI research, design and development initiatives depend significantly on how UX leaders position their organizations, build support with senior leaders, and fit into organizational processes. Therefore, as HCI matures as a discipline and grows in influence, UX leaders need to better understand how to

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ensure that HCI has an equal voice with adjacent disciplines, such as Marketing and Engineering.

The intended audience of this SIG is those who manage development projects, make decisions regarding investment in such projects, contribute to them as an HCI professional, or manage an HCI group. This community is committed to building organizations that can generate products and solutions that delight their users. We need your enthusiasm, ideas and energy to make this happen.

The Management Community

HCI has made strides in attaining credibility and strategic relevance in organizations, and in helping instill design thinking within companies. For example, the past ten years have seen a significant increase in the number of vice presidents, directors, and senior managers leading UX organizations.

Nevertheless, there is continued frustration among HCI professionals at the marginalized role that HCI still often plays in the design and development of products and services. The CHI Management Community explores the reasons that HCI at times wields too little influence among decision makers responsible for product and internal systems design. We discuss strategies for making the business case for investment in HCI; case studies of HCI benefits; issues with integrating HCI into traditional program management; and probe why, despite progress in both technology and techniques, problems persist.

Similarly, there is a growing perception that HCI Managers receive little value from attending CHI. The number of managers in the field of UX who attend CHI

has been decreasing year over year since 2000.

Moreover, these managers question the usefulness of sending their practitioners to CHI. For example, in 2009 Yahoo sent two members of their UX organization to CHI, but sent 11x that number (23 practitioners) to SXSW. CHI 2010 will address this concern as a key focus of the CHI Management Community.

The goals of the CHI Management Community are to:

- provide settings for managers and those interested in management to come together to focus on HCI-related issues of particular interest and concern to them
- share our management experiences as a base for grounding our discussions
- understand issues, including leadership, resourcing, ownership, preserving vision, the processes of integrating HCI in product innovation, definition and development
- explore solutions and difficulties with solutions, novel ideas, plans and strategies
- share how these issues vary across levels of business, types of institutions and cultures of the world
- discuss principles and foundations of management in the HCI context

In particular, the CHI 2010 Management Community both looks to address the marginalization of HCI within organizations, and attempts to stimulate a vibrant management community within CHI.

Several leaders in the field of UX have agreed to participate in CHI 2010, and will present papers, courses, and panels. This SIG provides a chance to further discuss these topics with others concerned about HCI management in organizations and at CHI.

HCI Management Topics

The following is a list of possible topics for consideration to be discussed during the SIG.

- Does HCI have less influence among business decision makers than adjacent disciplines such as Product Management and Engineering? If so, what are the reasons? Should we care?
- What strategies have UX leaders employed to improve the strategic relevance of their HCI organizations?
- Rather than owning the user experience, should UX instead try to increase design thinking among adjacent disciplines, such as Product Management and Engineering, within their organizations?
- What unique values and assets does UX bring to an organization that other disciplines do not? How can these values and assets be applied and marketed to increase the perceived value of UX relative to adjacent disciplines?
- What distinctive competencies does UX bring that stimulates interest among business leaders, and how can UX leaders highlight these?

- How do we grow the next generation of UX leaders? The HCI community currently concentrates HCI education on research, design and development skills. How can we add management and leadership skills to HCI education?

Activity

This SIG will be primarily a facilitated discussion session. After introductions, we will review topics of interest that arose during CHI 2010's Management activities. We will choose a few topics from this review to discuss during the SIG. We will also reserve time at the end of the SIG to develop ideas and momentum for the evolution of the CHI Management Community for CHI 2011 and beyond.

Carola Thompson, co-chair for the 2010 CHI Management community, has created a LinkedIn group 'UX Management'. This can serve as a venue to continue the discussions at this SIG, other CHI 2010 management topics, and general ongoing discussions among those interested in UX management.

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