



# Glossary

## How to Design for the Big: User Centric Innovation and Strategy

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### A

**Affordance Decomposition** Users The isolation of the specific functions, meanings, limitations, and challenges that can be provided by a given technology or capability. This is used to really understand the range of possibilities or challenges around a new technology or new capability.

**Application Service Provider (ASP)** A business that provides computer-based services to customers over the internet. This means that all management of the application can be handled by the provider.

**Aspiration** A long term goal that a user hopes to achieve.

### B

**Barriers** Choke points and pressure points that a user experiences.

**Baseline Criteria** Characteristics that are required for all participants to be used in a research project.

**Beliefs** Cognitive content that is held as true. This underlies supporting both drives and blocks.

**Bizarre Bazaar** This is an information gathering method tuned for Asian users. Instead of direct probing, the dynamics of a normal trading environment is simulated to understand the value that a user sees in the concepts.

**Blocks** Core needs or drives that go against the persuasion objective.

**Blue Ocean Strategy** Creating an uncontested market space and making the competition irrelevant.

**Brand Movement** A shift in the customer's perception of a given organization or product.

<b>Branding Strategy</b>	Long term support and strategy for a brand based on the target market, and understanding of its preferences and expectations from the brand.
<b>Brokerage</b>	A model that involves being the conduit by which vendors reach the end consumer. By taking a percentage of the transaction a strong revenue stream is possible.
<b>Business Model</b>	A plan that describes the rationale for creating and delivering value to the user in a way that is beneficial for the organization's growth. A business model includes the infrastructure that is required to deliver the product or service, the key value proposition, definition of the target market, the channels, the ecosystem, and the pricing/revenue generation plan.
<b>Business Positioning</b>	Differentiating your product or service from that of your competitors and determining the market that you want to aim the product and service at.
<b>Business Strategy</b>	A plan that chalks out the selection and application of the organization's resources to achieve a competitive advantage in the market.
<b>C</b>	
<b>CAGR</b>	Compound annual growth rate.
<b>Channel Strategies</b>	A plan for sale and distribution of products and services to users that is effective in maximizing the sales and revenue.
<b>Choke Points</b>	Choke points are "physical barriers" to performing tasks.
<b>Competitive Space Analysis</b>	A systematic process for assessing the strengths and weaknesses of current and potential competitors.
<b>Crowdsourcing</b>	Inviting a large group of people to participate in creating new ideas, products and services.

**Cultural Map** A cultural map is a visual depiction of important cultural parameters such as cultural dimensions.

**Cultural Probe** A method used for the purpose of information gathering for design inspiration. This was first introduced by Bill Gaver from RCA.

**Culture Strain** In spite of a culture having a certain orientation, people can behave in a manner that contradicts the dominant orientation. Cultures are not static entities and therefore they change and often over a period of time morph into an entity that is different from what it was a generation ago. Culture strain, where the gap between what ought to be and what is creates dissonance and hence opportunities for design solutions.

**Current Practices** User's current behaviors, usage of devices, habits and routines.

## D

**Day in a Life Of (DILO)** A method for documenting the user's typical and atypical activities during a day. Typically, tasks that the users performs, the environs that the tasks are performed in, the devices that are used and the people that the user interacts with are documented through a DILO.

**Demographics** Classifying people on the basis of characteristics such as age, gender, income, race and education.

**Design Trends** The general direction of form factors, features, functions, color, material and finishes of products and services in the market.

**Digital Ethnography** Study of a group that describes its behavior, characteristics, and culture using digital media.

**Dimensions of Segmentation** Criteria used to break up a population to be researched. For example one might want to see the difference between men and women, Americans and Asians, and/or rural users from urban.

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<b>Disruptive innovation</b>	Is a significant change in the market share due to entry of a new product or service.
<b>Domain</b>	A domain is an industry that has common requirements, products, manufacturing processes, and users.
<b>Drives</b>	Core needs that motivate the user towards the persuasion objective.
<b>Dyad</b>	A qualitative research methodology that involves interaction with two users who know each other.

### E

<b>Evaluation</b>	A systematic determination of the potential of ideas and concepts using pre-determined criteria. Generally is used to support selection of concepts for further development and validation.
<b>Ecosystem</b>	A functional unit consisting of the user, his environ, the people and organizations he interacts with, the devices that he uses and the relationships and interdependencies amongst these.
<b>Ethnography</b>	Study of a group that describes its behavior, characteristics, and culture.
<b>Executive Intent</b>	Very high level beliefs that executives have about the purpose and direction of their organization.
<b>Executive Strategy</b>	The overall concept that executives have for the future operation of their business. Often there is a lack of alignment in this vision between executives.

### F

<b>Feed Forward</b>	Taking concept ideas that emerge during interaction with one user and validating it and generating new ideas and concepts with subsequent users in a qualitative study.
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### **Flexhibition**

Exposing participants to concepts through exhibition style. Participants get an opportunity to look at and comment on concepts individually before getting into a focus group situation.

### **Focus Groups**

Interaction with multiple (generally not more than 8) participants at one time in order to gather data. This is primarily a brainstorming method and has many problems around group effects. It is generally NOT a good method for evaluation of a design.

### **Freemium**

A business model that works by offering basic Web services, or a basic downloadable digital product, for free, while charging a premium for advanced or special features.

## **G**

### **Grounded Theory**

A qualitative method emphasizing generation of theory from data in the process of conducting research. Rather than beginning by researching and developing a hypothesis, the first step is data collection and then progressive addition of research questions based on insights from the preceding interviews.

### **Group Discussion**

A qualitative research methodology that involves a discussion with people having similar backgrounds, interests etc.

## **I**

### **Ideation**

A process for coming up with new ideas for new business models or new offerings.

### **Innovation**

An “innovation” is a new product or service that is successful in the targeted market.

### **Insights**

In depth understanding of the user’s behaviors, his ecosystem and the relationships with the players within the ecosystem.

## **L**

### **Lifestyle Changes**

Changes in the way of life; in behaviors such as social relations, consumption, entertainment, convictions etc over time.

### Light and Connected

HFI's term for a lifestyle that optimizes happiness and simultaneously radically reduces ecological impact.

### Longitudinal Study

A study that is done over an extended (at least a month, usually one to six months) period of time. A longitudinal study requires high fidelity prototypes and patience.

## M

### Market Position

The position of a brand, product, service or organization in terms of its market share, sales and revenue.

### Market Strategies

A process that defines the market focus for an organization that enables further penetration and expansion of the market.

### Megatrends

A general shift in thinking or approach affecting countries, industries, and organizations.

### Microtrends

The smaller trends amongst communities that go unnoticed or are ignored, but will influence the adoption of new products and services.

### Myopic User Centricity

Design of an optimized interface without considering the need for the application or how it aligns with executive intent.

## N

### N=1, R=G

Coined by CK Prahlad, this model requires serving one customer at a time with global resources.

## O

### One-on-One Interviews

Interviewing one participant at a time, face to face.

### One-on-One Interviews In-Context

Interviewing one participant at a time, face to face, in the participant's environment (e.g., at place of work, home or school).

### Opportunities

Are user insights that can be translated to

- › New Business Models
- › New products and services
- › New features and functions for existing products

## P

### Personas

A concrete characterization of a single user group through a synthesis of the user, task, and environment profiles of the user group. It provides detailed example of potential end-user that represent a specific target audience type. Personas help developers think in terms of users by providing insight into how they might use the product. Especially helpful when there are no current users of the Web site.

### Positioning Strategy

A marketing strategy that aims to support a distinct 'position', for a brand in relation to the competitors.

### Positive Pressure Points

Pressure points that arise out of a desire for newer, exciting or enhanced user experience.

### Pressure Points

Pressure points are “psychological barriers” to performing tasks.

### Pricing Strategy

A strategy that establishes an optimal price for a product or service that will result in the desired revenue and penetration of the market.

### Product Bundling

A strategy that involves offering multiple products together to enhance the value proposition for the user.

### Product Strategy

An organizational level plan for a product or product line based on the target market, business goals, and desired product positioning within the market.

### Psychographics

Psychological variables such as attitudes, values, and barriers.

### Q

**Quantitative Validation** Surveys and occasionally unobtrusive measures that allow practical access to large numbers of participants. This is then used for validation of concepts, ideas and insights with a sample large enough to allow accurate estimates of variables such as the likelihood of purchases and price.

### R

**Red ocean Strategy** Competing against organizations offering similar products and services in the same market.

### S

**SAM (Share of Addressable Market)/Target Market** All users who are likely to buy if all conditions are perfect. It is assumed that competitors don't exist.

**Scenarios**

1. A concrete, often narrative description of a user performing a task in a specific context. Often a use scenario describes a desired or to-be-built function. This contrasts with a task scenario, which describes a currently implemented function.
2. A prescribed set of conditions under which a user will perform a set of tasks to achieve an objective defined by the developer.

**Shadowing** A qualitative research methodology that involves observing a user for an extended period of time.

**Software as a Service (SAAS)** Software that is offered through the internet such that a provider can license an application to customers as a service on demand, through a subscription or a "pay-as-you-go" model.

**SOM (Share of Market)/Market Share** All users who are expected to buy even with existing competitors.

**Stakeholder Envisioning** A process where you can facilitate discussions among stakeholders to move toward alignment of executive intent or strategy.

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**Strategic Conflict** When there are multiple strategies that create interference patterns. The result is that the organizational efforts will tend to cancel each other out.

**Strategic Vision** Big picture view of the directions for change in market position, product suite, and channels.

**Strategy** A plan of action at an organizational level with specific goals.

### T

**TAM (Total Addressable Market)** All users who would have an interest in your product. It is assumed that competitors don't exist.

**Target Market** A target market or target user segment that is a part of the market which a particular product or service is marketed towards or developed for. It is defined by demographics (age, gender and/or socio-economic grouping) and or psychographics (attitudes, values etc).

**The Long Tail** A business model coined by Chris Andersen. This business model emphasizes that products in low demand or that have a low sales volume can collectively make up a market share that rivals or exceeds the most popular products if the distribution channel is right and large enough.

**Total Solution** Offering a range of offerings that provide a complete solution to the customer needs.

**Trend Forecasting** Prediction of new fashions, design, and technology trends.

**Trend Spotter** An individual who spends time around users to spot new trends.

**Triad** A qualitative research methodology that involves an interview with three users who know each other.

### U

**Unique Selling Proposition (USP)** An aspect of a product or service that differentiates it from its competitors.

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**Universe** All users who could buy the product.

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**Usage Trends** The general direction of usage of different products and services, their specific features and functions, and the context they are used in.

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**User Experience** The newer term for the field of usability. User Experience starts looking at more than just if a person can use the interface, but also at their emotional experience and if they'll be persuaded by that experience. HFI's PET process deals with those aspects of the User Experience that are beyond usability.

### V

**Value Added Service (VAS)** An add-on, such as ring tone and wallpaper for mobile phones.

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**Values** A set of emotional rules people follow to help make the right decisions in life. Values are subjective and vary across people and cultures.

### W

**Whole Life Offering** Provide a solution that will persist and adapt for the entire life of the customer.

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