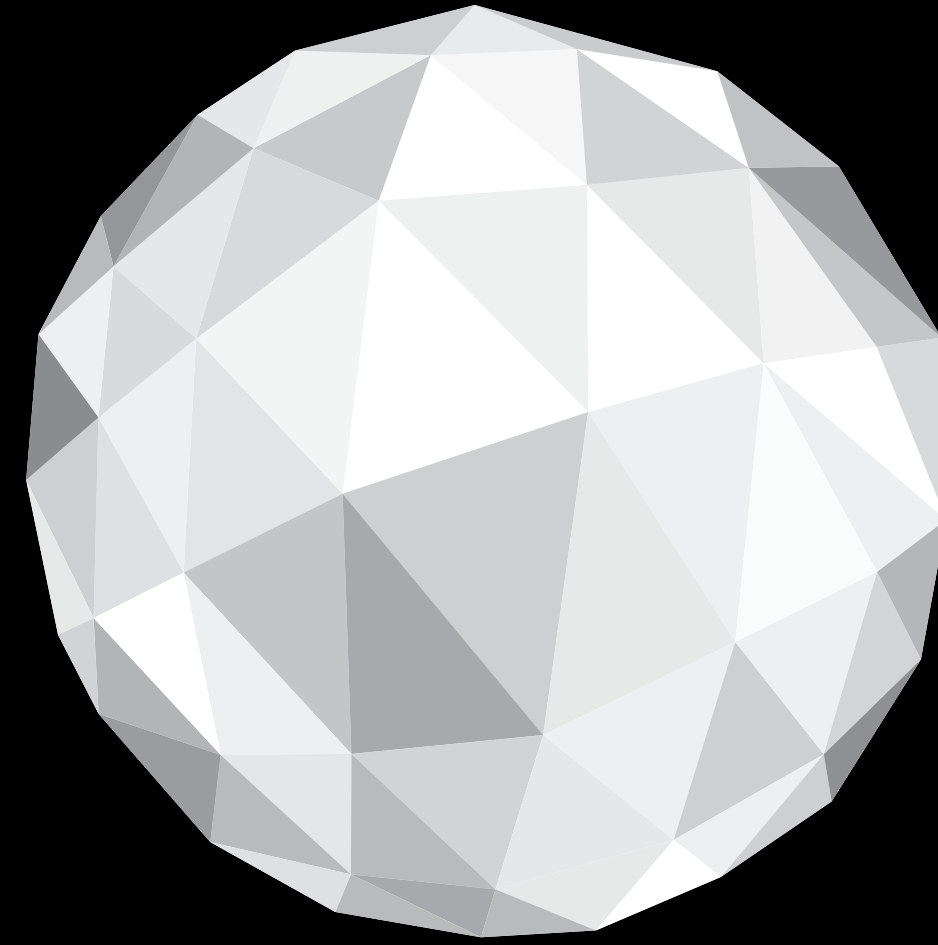


# WIAD 2017

LOCAL CONNECTIONS. GLOBAL IMPACT.

## MINNEAPOLIS, MN



# FACE REALITY



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LORI  
BAKER  
@BAKERLOR



# WHO DETERMINES REALITY?



# PEOPLE DO



## CURRENT AND FUTURE USERS

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## COMPETITORS

---



## STAKEHOLDERS

---



## DISTRACTORS

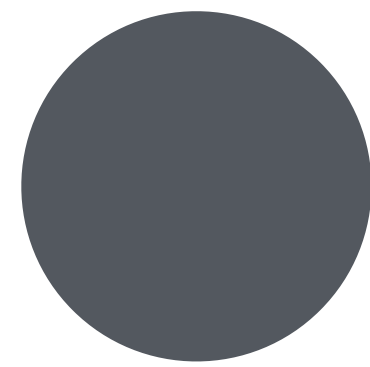
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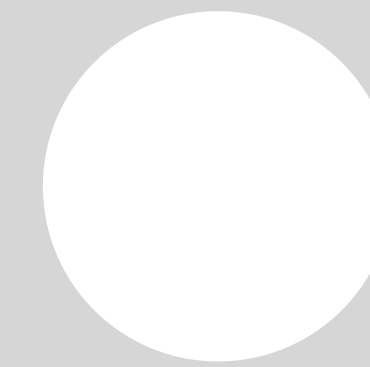


# PROJECT NEEDS DO



## TANGIBLE

Time, resources, skill set, and environment



## INTANGIBLE

Personality, politics, ethics, and integrity



# CONSIDER BOTH USERS AND THE ORGANIZATION

WHAT IS THE USER DOING WHEN? WHAT DOES THE ORGANIZATION HAVE IN THE WORKS TO TALK TO USERS?





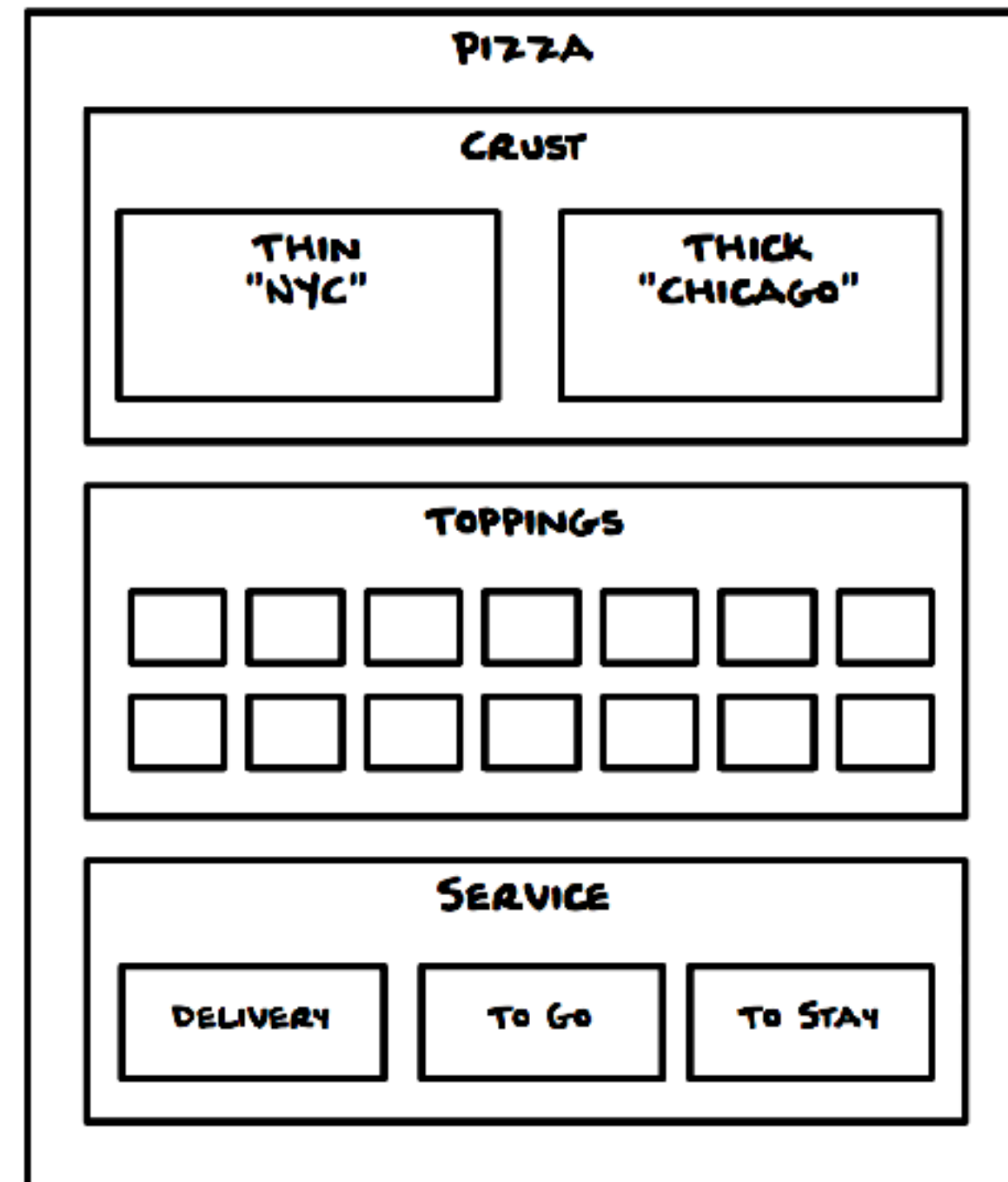
# HOW DO YOU DOCUMENT REALITY?



# DIAGRAM IT!

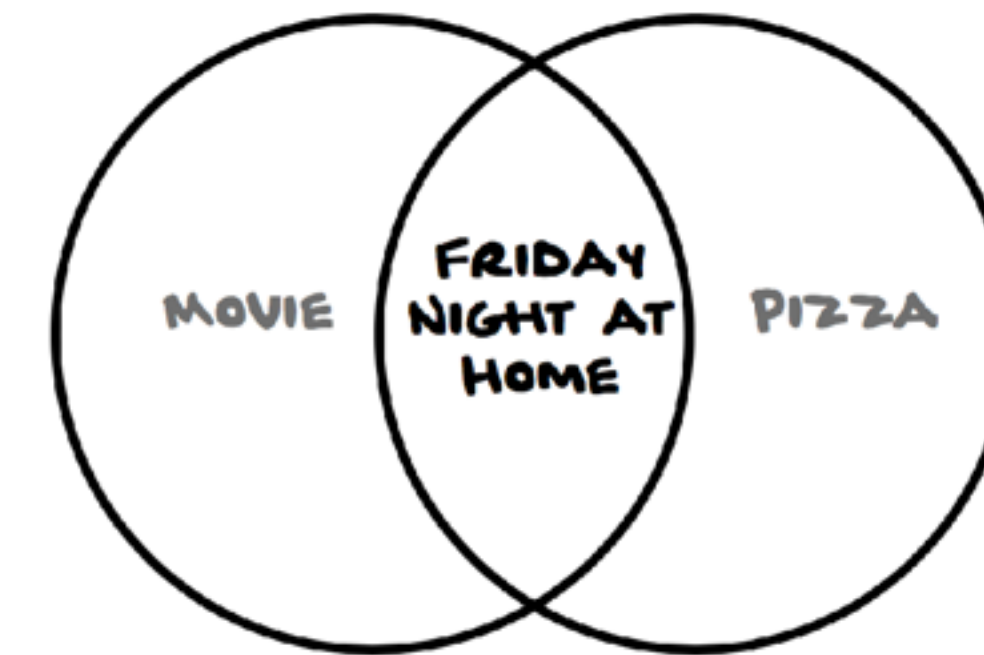
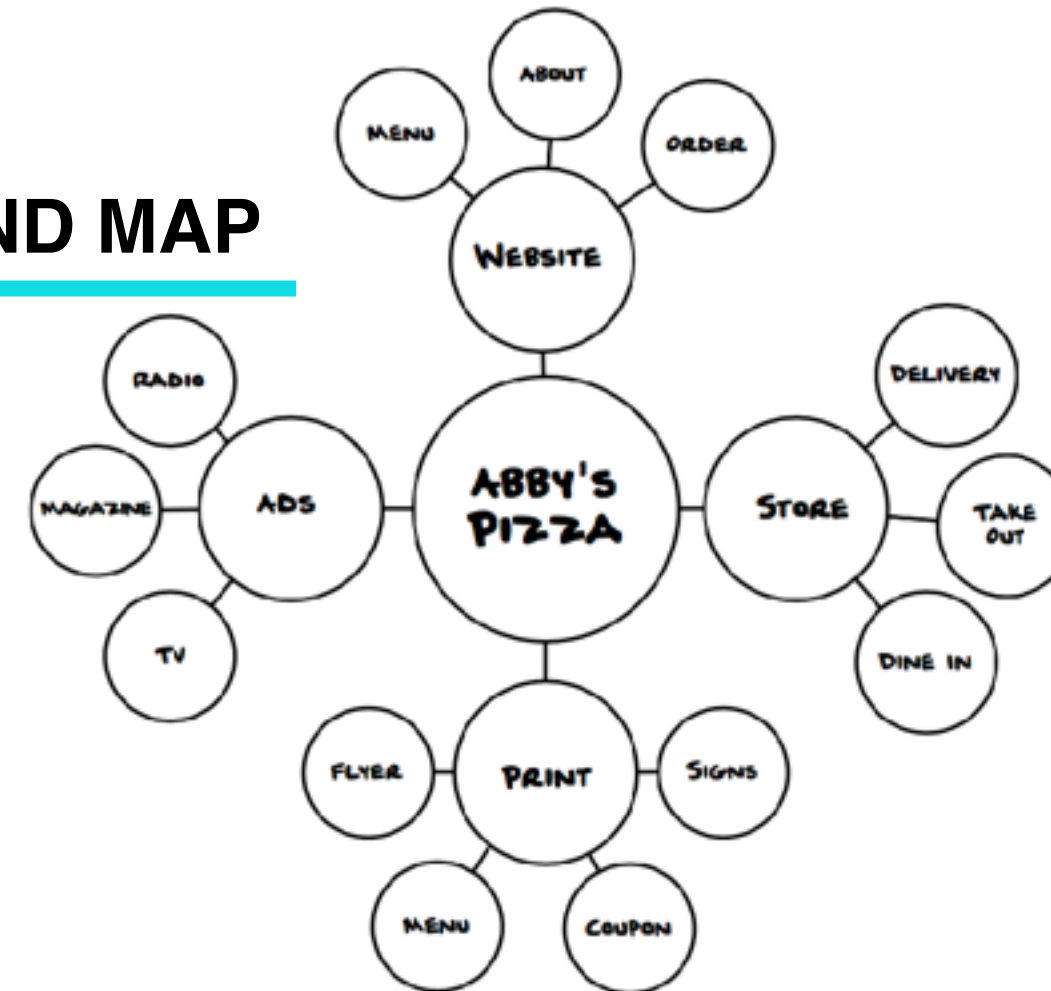


# DIAGRAMS FOR HIGH LEVEL INFORMATION

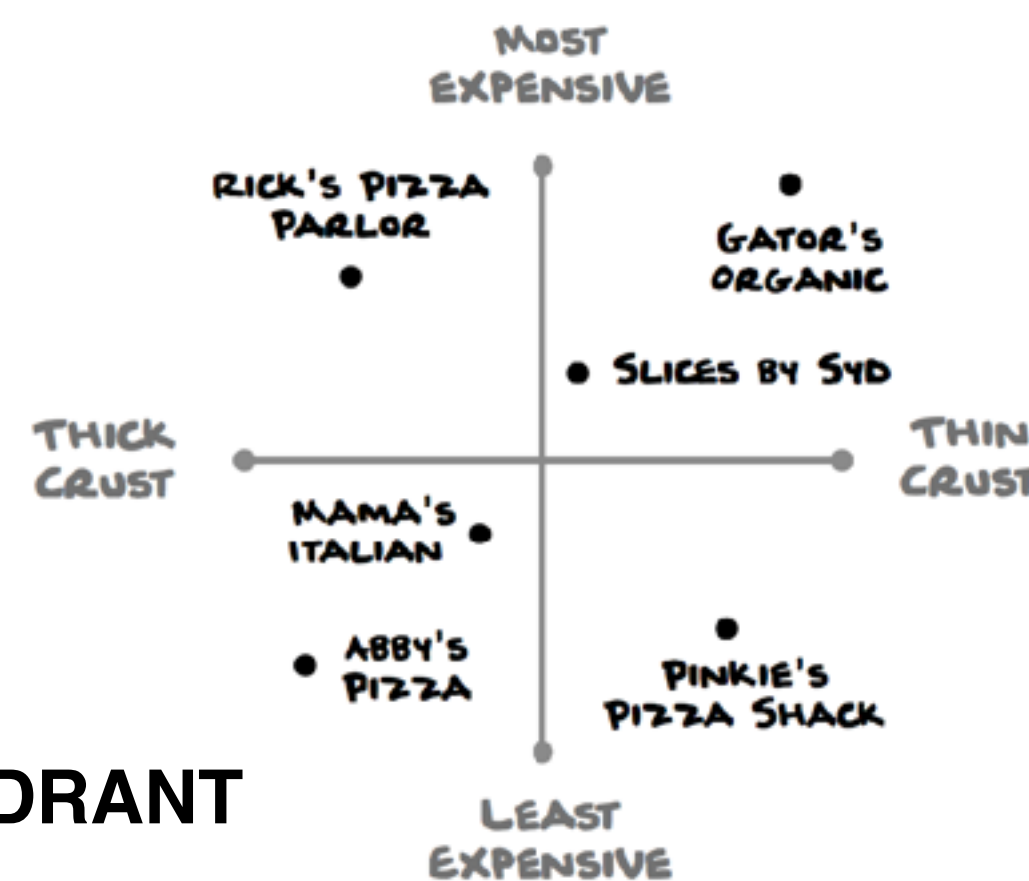


**BLOCK DIAGRAM**

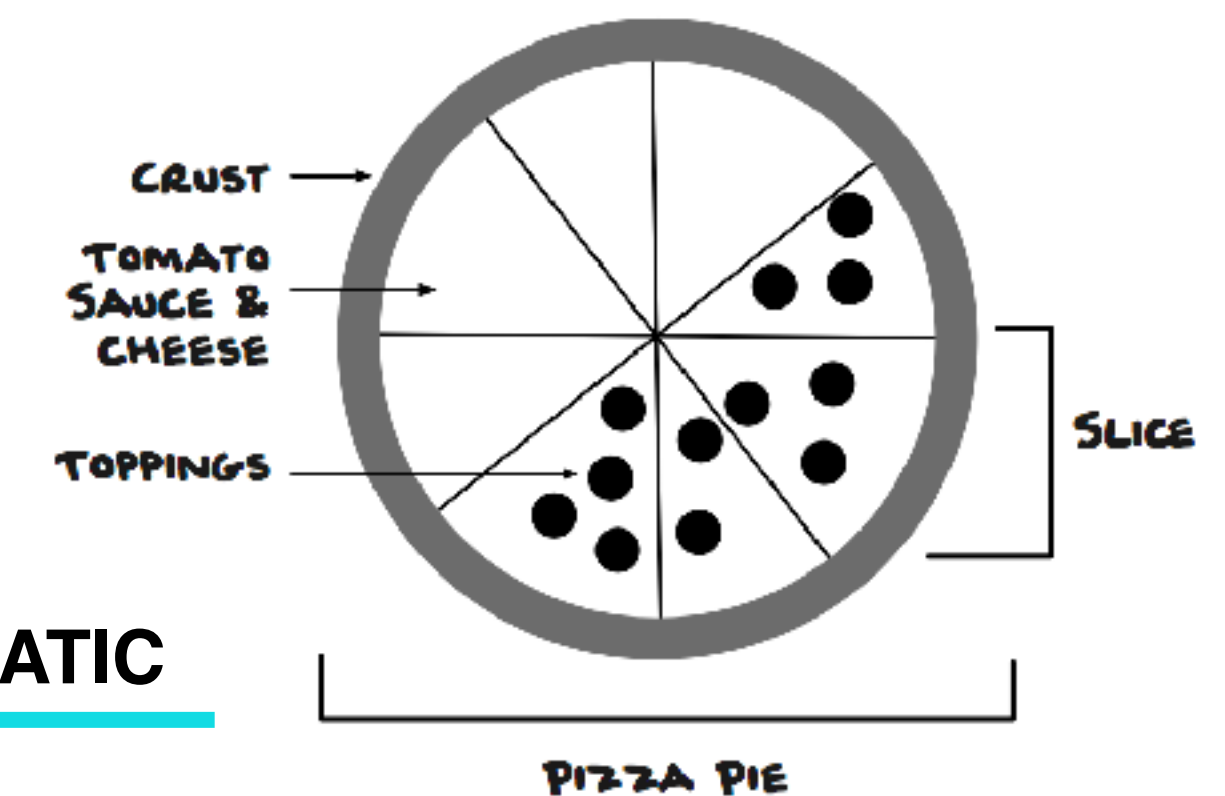
**MIND MAP**



**VENN DIAGRAM**



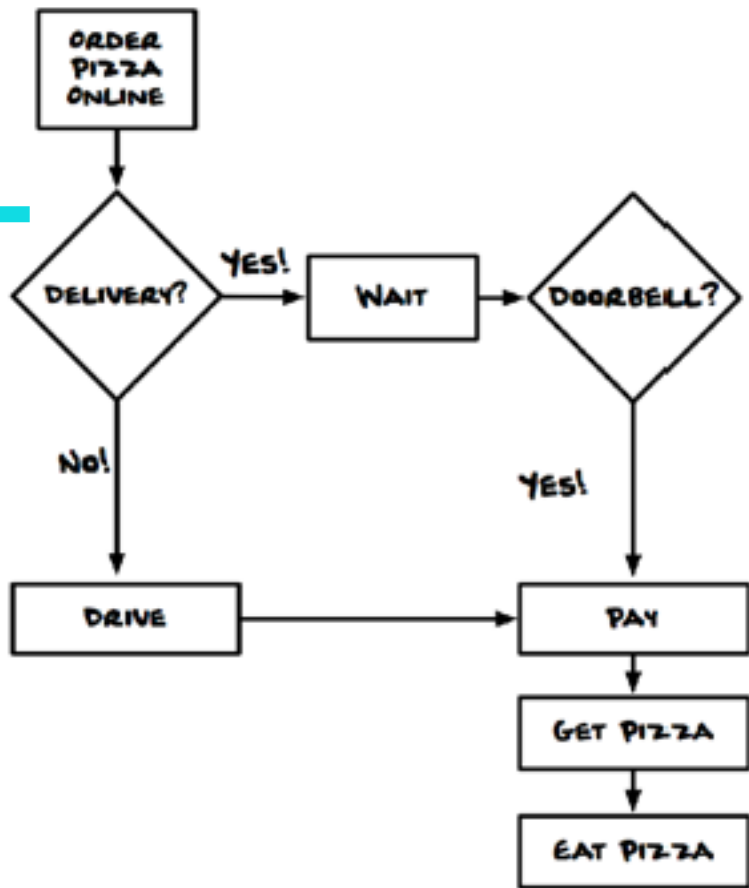
**QUADRANT DIAGRAM**



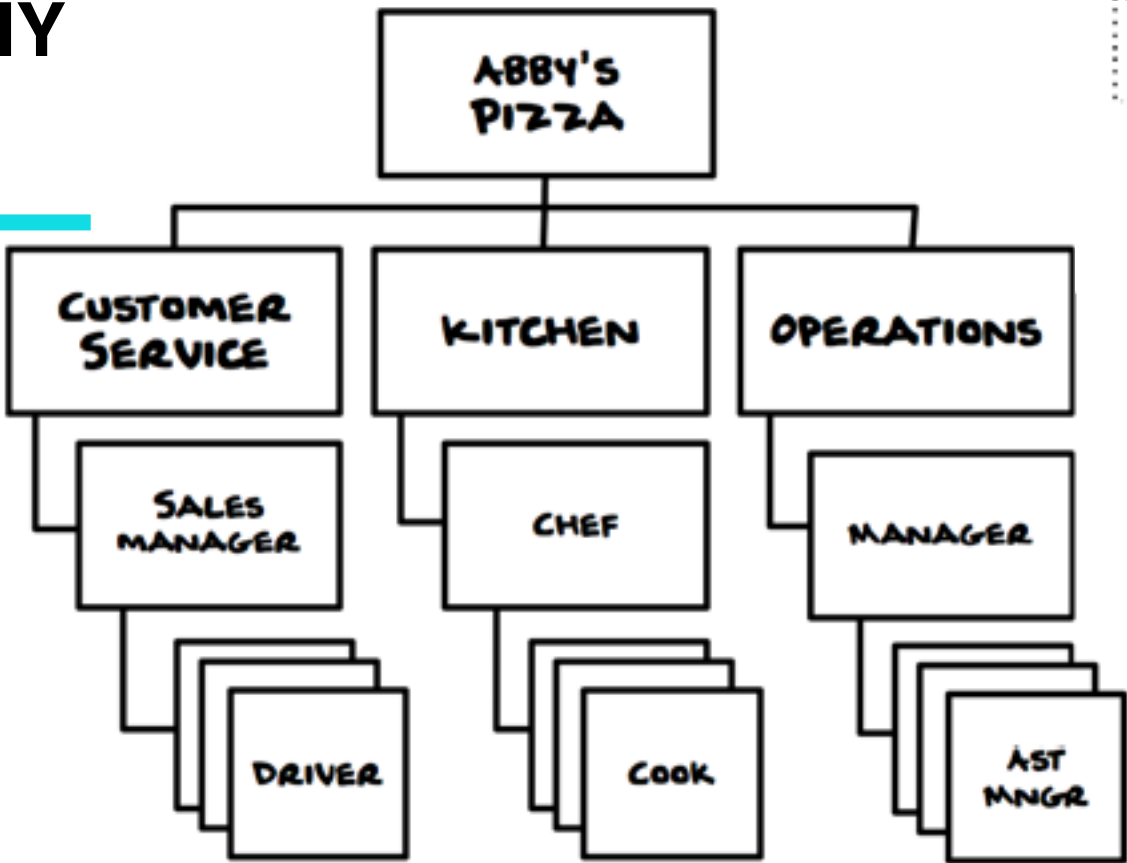
**SCHEMATIC**

# DIAGRAMS FOR ALL THE DETAILS

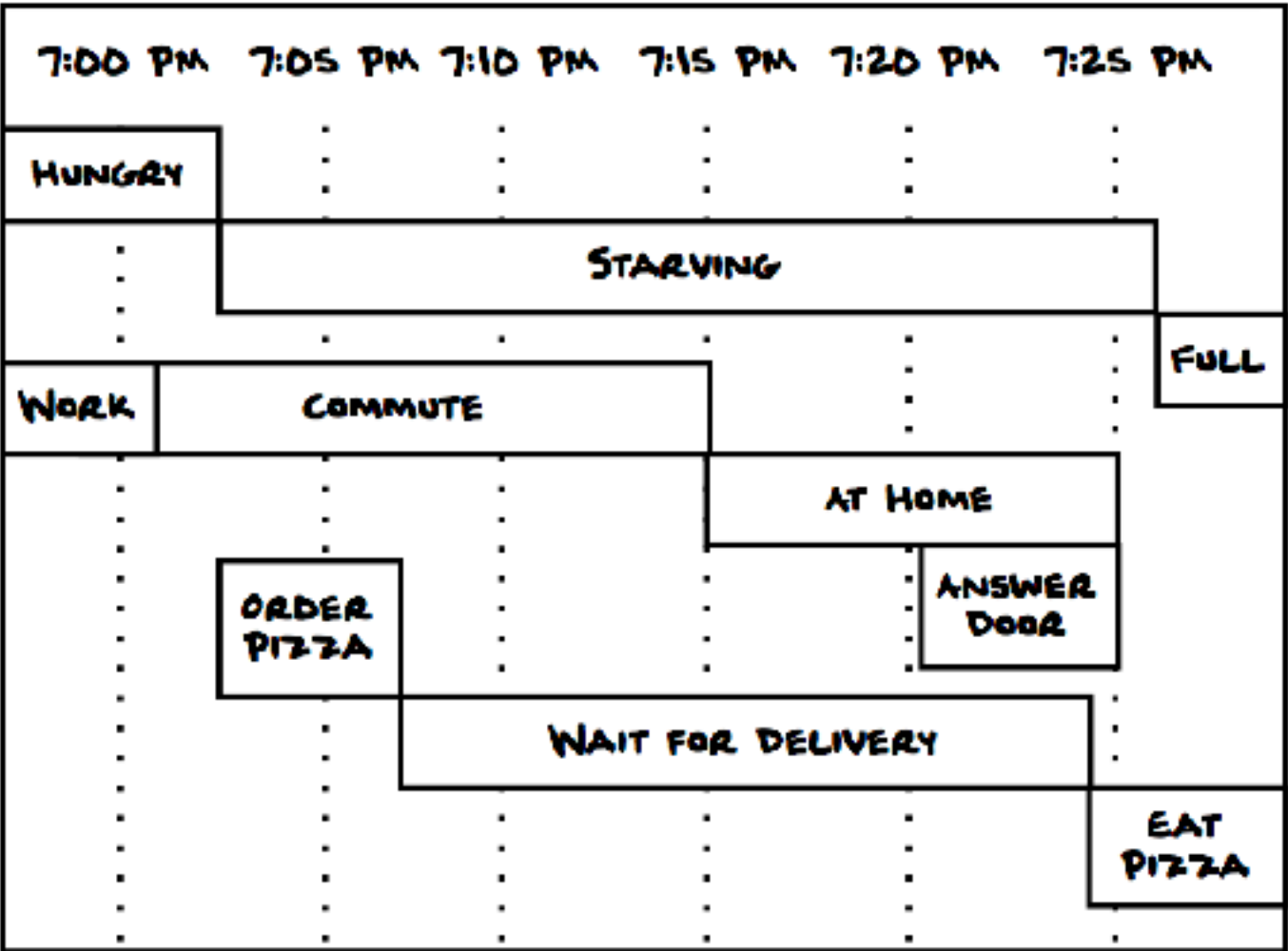
FLOW  
DIAGRAM



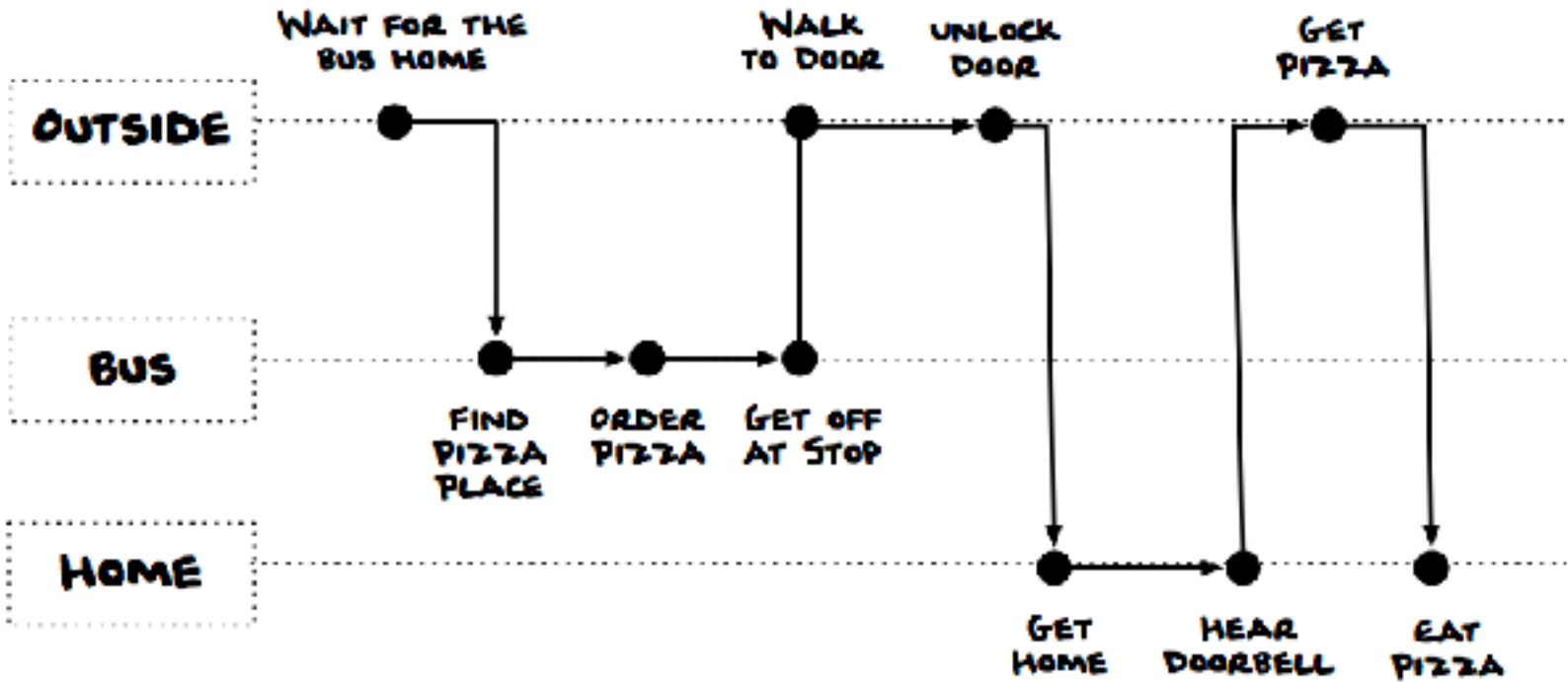
HIERARCHY  
DIAGRAM



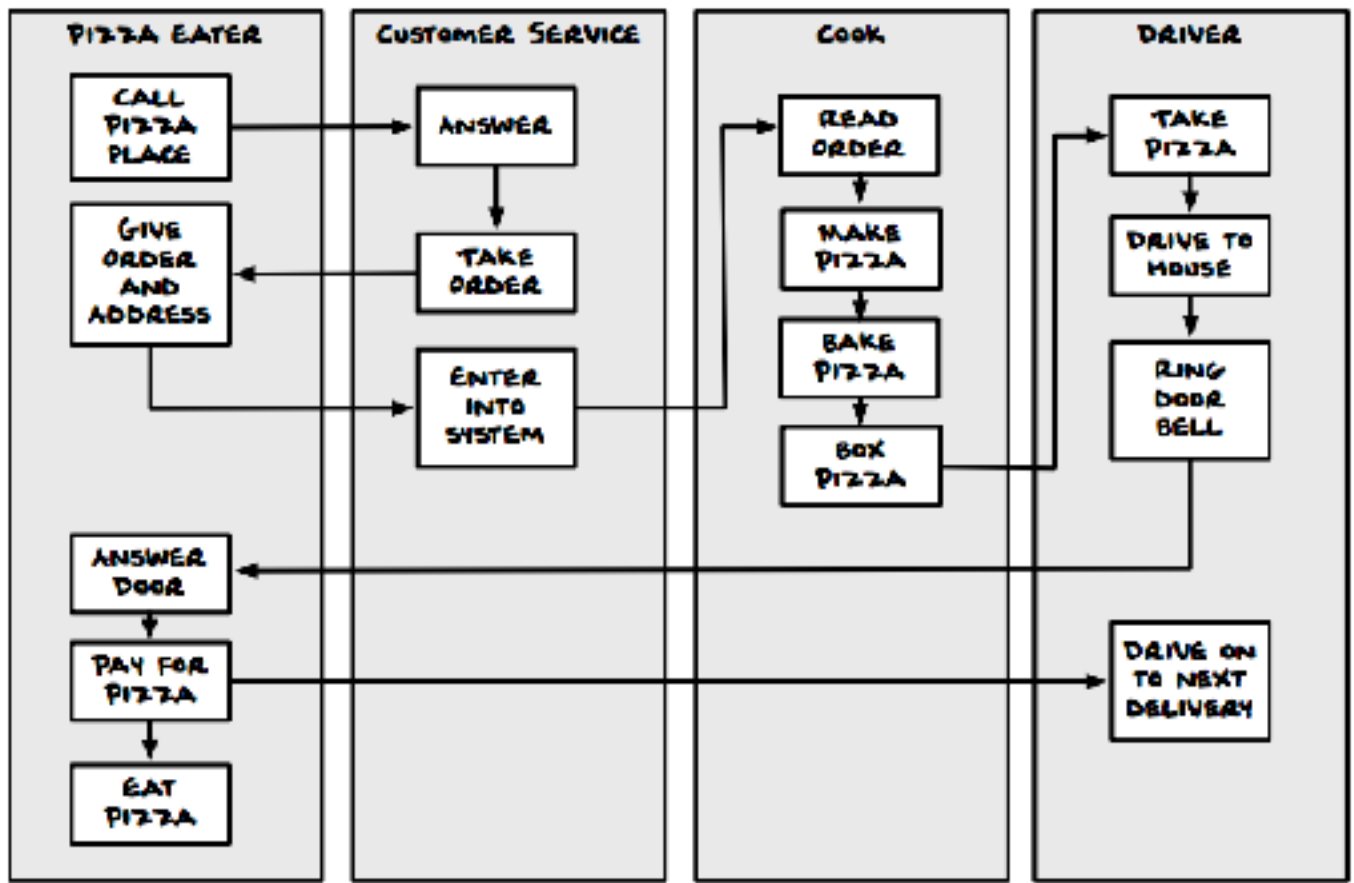
GANTT  
CHART



JOURNEY MAP



SWIM LANE  
DIAGRAM



# CHOOSING THE RIGHT DIAGRAM

01  
SCOPE

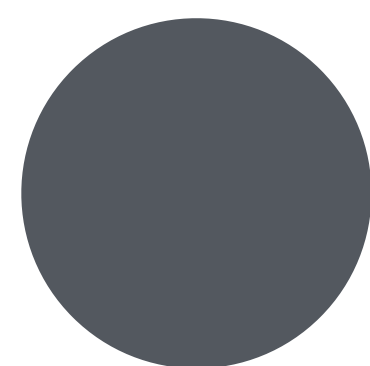
02  
SCALE

02  
TIMESCALE

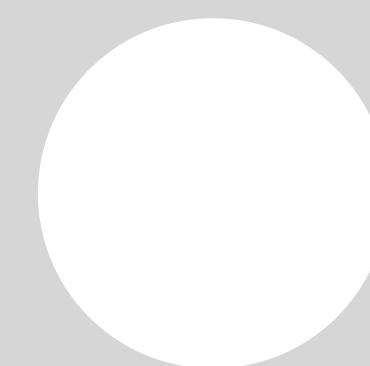


The background is a complex geometric pattern of overlapping triangles and diamonds, creating a 3D effect. The colors transition from a deep blue on the left, through teal and green, to a vibrant red on the right. The text is centered horizontally and vertically in a clean, white, sans-serif font.

# WHAT IS THE OUTCOME?



AGREEMENT



UNDERSTANDING

# THANK YOU.

QUESTIONS?

PLEASE CONTACT:

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