



## Experience Architect – role specification

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## Overall Role Summary

The Experience Architect is responsible for creating positive, engaging, and innovative user experiences for the Map of Medicine desktop and mobile products, and the user and content management suite that supports them (Map Manager, Editor, Admin), and also for integrations between the Map of Medicine and other healthcare systems. They will work with internal teams, third party suppliers, and external partners (incl. healthcare systems vendors, NHS bodies etc.) to ensure that all relevant requirements are integrated to produce elegant solutions.

Drawing on a range of approaches to research, design and testing, the Experience Architect will conceive ideas and produce solutions through RIPL (Rapid Innovation & Prototyping Lab) and the Factory (development) that meet the needs of our customers and users, and/or demonstrate innovation in product development. They will drive all elements of user experience design by gathering user requirements, prototyping concepts, creating information architecture and UX deliverables, and producing interaction designs for desktop, web and mobile interfaces.

## Key Accountabilities for your role

### About the Accountabilities for your role

Accountabilities are the key requirements or output specific to any role across the business. By demonstrating the appropriate level of competence in each role, the key areas of responsibility for the role holder, will be able to be delivered to a high level.

What - i.e. activity	Outcomes
<p>Produce consistently high-quality deliverables for one or two work streams, working autonomously with some supervision</p> <ul style="list-style-type: none"> <li>- Synthesise ideas, requirements, and constraints from multiple sources (business, user, customer, partner, legal, technical, patient safety, and environmental) into a coherent and innovative user experience</li> <li>- Produce clear, well-articulated deliverables as appropriate for each project</li> <li>- Ensure work is to the highest possible standards at all times, and that presentations of work are clear and engaging</li> <li>- Ensure Factory deliverables meet Innovation &amp; Experience specifications</li> <li>- Work closely with a Designer to create visual designs for user interfaces, prototypes, presentations, etc.</li> </ul>	<ul style="list-style-type: none"> <li>- Achieving target metrics defined for success in project briefs</li> <li>- Sign-off of project Closing Document</li> <li>- EA approval of Factory deliverables during UAT</li> <li>- Compliance to style guide where relevant</li> <li>- Factory stories agreed</li> <li>- Demonstrated attention to detail and quality</li> </ul>
<p>Proactively manage own work within RIPL and Factory projects</p> <ul style="list-style-type: none"> <li>- Accurately scope projects with relevant Leads and the Project Manager</li> </ul>	<ul style="list-style-type: none"> <li>- Project briefs produced and kept up to date</li> <li>- Deliverables required by RIPL process are produced at the relevant stage</li> <li>- Workshops and key meeting required at each RIPL stage are conducted</li> </ul>

<ul style="list-style-type: none"> <li>- Work with the Lead EA and Project Manager to estimate and plan work</li> <li>- Comply to the RIPL process or adapt this process where necessary</li> <li>- Manage own time and schedule</li> <li>- Interface effectively with the Innovation &amp; Experience Manager and/or Lead EAs for approval and direction throughout any project lifecycle and to escalate points of concern</li> </ul>	<ul style="list-style-type: none"> <li>- Lessons learnt are fed to the wider Innovation &amp; Development team</li> <li>- IP generated during a project is captured and stored appropriately</li> </ul>
<p>Employ a range of research, concept generating, design, and testing techniques to produce user- and business-focused designs and product innovations</p> <ul style="list-style-type: none"> <li>- Apply strong understanding of interactive and user-centred design process</li> <li>- Demonstrate clear communication skills</li> <li>- Conduct, analyse, and report on user research and testing using appropriate methods</li> <li>- Explore a range of ideas and concepts through: <ul style="list-style-type: none"> <li>o Brainstorming and other creative thinking techniques</li> <li>o Low- and high-fidelity prototyping</li> <li>o Iterative user research/testing</li> </ul> </li> <li>- Seek out information on: <ul style="list-style-type: none"> <li>o Latest technologies</li> <li>o Latest topics in IA/UX/IxD</li> <li>o Latest trends e.g. Web 2.0</li> </ul> </li> <li>- Identify and use secondary research sources</li> <li>- Where appropriate, attend conferences</li> </ul>	<ul style="list-style-type: none"> <li>- Appropriate level of user research and testing for each project is conducted</li> <li>- Research activities and findings are summarised in a report produced at the close of each RIPL</li> <li>- Revenue generated through ideas leading to new product developments</li> </ul>
<p>Ensure all projects are inclusive of relevant internal and external stakeholders</p> <ul style="list-style-type: none"> <li>- Ensure that representatives from the Implementation, Development, Support, Content, Marketing/sales teams are appropriately involved throughout the development of Innovation and Experience deliverables</li> <li>- Represent the absent user and ensuring that any piece of content or functionality developed meets the highest standards of usability</li> <li>- Provide a level of analysis and solution that meets identified objectives and anticipates/addresses all their concerns</li> <li>- Work with the Factory on stories</li> </ul>	<ul style="list-style-type: none"> <li>- Stakeholder are given appropriate notice for their participation as far as possible</li> <li>- User/Customer research is used as a key requirements-gathering input (if feasible)</li> <li>- Factory is involved as a stakeholder in RIPL activities</li> <li>- Appropriate members of EA and Factory teams attend planning meetings</li> <li>- Present self, Map, and deliverables in a convincing manner</li> </ul>
<p>Work effectively and creatively within the Innovation &amp; Development group and the wider organisation</p> <ul style="list-style-type: none"> <li>- Share ideas with appropriate team members and encourage others to share ideas</li> </ul>	<ul style="list-style-type: none"> <li>- Reading relevant publications or books/industry periodicals or publications</li> <li>- Networking and building relationships internally</li> <li>- Identifying best practice elsewhere and employing methods of informal training to</li> </ul>

<ul style="list-style-type: none"> <li>- Help team members who need assistance.</li> <li>- Help to educate people outside of the team about the value of innovation and experience activities and approaches</li> </ul>	<p>increase knowledge. i.e. looking for a mentor, coach or sponsor</p> <ul style="list-style-type: none"> <li>- Sharing best practice</li> <li>- Formal training</li> <li>- Using the internet for research and learning</li> <li>- Managing your personal motivation and drive – ensure you are engaged and find ways of maintaining this</li> <li>- Attend and present at relevant conferences</li> </ul>
<p>Admin - borne out of delivering all of the Innovation &amp; Experience accountabilities and therefore covers the spectrum of the Innovation &amp; Experience remit</p>	<ul style="list-style-type: none"> <li>- Paperwork</li> <li>- Messaging and email management</li> <li>- Personal admin i.e. holidays, sickness</li> <li>- Documentation</li> <li>- Processing and passing information i.e. keeping team and management informed</li> <li>- Production of reports</li> </ul>
<p>Personal Development</p> <p>A minimum of 5% of time to be devoted to personal development or learning and progression in the role. A personal development plan should be identified as part of the appraisal process and a proportion of time set aside on an ongoing basis to fulfil the plan</p>	<ul style="list-style-type: none"> <li>- Reading relevant publications or books/industry periodicals or publications</li> <li>- Networking and building relationships internally and externally</li> <li>- Identifying best practice elsewhere and employing methods of informal training to increase knowledge. i.e. looking for a mentor, coach or sponsor</li> <li>- Sharing best practice</li> <li>- Formal training</li> <li>- Using the internet for research and learning</li> <li>- Managing your personal motivation and drive – ensure you are engaged and find ways of maintaining this</li> </ul>

## Knowledge and Experience Required for the Role

### Required

- Good experience as a user experience architect or similar role, with in-depth knowledge of user-centred design (UCD)
- A degree (or equivalent) in human computer interaction, industrial/product design, graphic design, ergonomics, human factors, psychology, or other related field.
- Full-lifecycle experience of system development / web design projects
- Experience exploring a range of ideas and concepts through:
  - Brainstorming and other creative thinking techniques
  - Low- and high-fidelity prototyping
- Experience of producing high quality deliverables including some or all of:
  - Personas, scenarios
  - User journeys/flows
  - Usability/expert reviews
  - Competitive reviews
  - User/Content management requirements

- Wireframes
- Functional specifications
- Interaction/behaviour specifications/prototypes
- Presentations/other communications assets
- Information architecture
- Metadata requirements, taxonomies
- Experience in conducting user research/testing through some or all of:
  - Contextual (ethnographic) observation
  - Interviews
  - Focus groups
  - Questionnaires/surveys
  - Lab testing
  - Card sorting
  - Diary studies
- Ability to work autonomously and estimate own work
- Excellent attention to detail and quality
- Good verbal and written communication skills
- Able to present to a small audience
- Understanding of the DDA in relation to new media, and working with accessibility guidelines

### **Desired**

- Healthcare industry experience
- Experience planning and facilitating workshops
- Experience in the design of Rich Internet Applications (RIA) and/or Web 2.0 applications
- Software product development experience
- Visual information design experience

### **Attitudinal Attributes Required for the Role**

- Highly enthusiastic
- Motivated to perform
- Positive in outlook and approach
- Flexible
- Acceptance of diversity
- A wish to understand people and have an insight into the way they work
- A questioning nature i.e. seeking to understand the history, drivers and context for work done
- Keen to learn and grow

## Appendix: General competencies for: Innovation Level 1b

Each function within the Map of Medicine has been analysed to identify the skills and behaviours that underpin high performance and this has been translated in to every role. These skills and behaviours are called competencies. The relevant behaviours that should be observed are indicated for each level of competency specific to this role.

Core Competency: Communication (Level: 1-2)
<p>KEY BEHAVIOURS:</p> <ul style="list-style-type: none"><li>- Share information and ideas in an open and honest way</li><li>- Behave with diplomacy, loyalty and integrity in all communication</li><li>- Ask and answer direct questions, making suggestions where appropriate</li><li>- Assess and evaluate information and ask for help when necessary</li><li>- Confirm information has been understood and assimilated</li><li>- Have sound listening skills that facilitate understanding and enable you to analyse a range of points of view</li><li>- Compile information into reports and presentations</li><li>- Utilise all company communication tools and know which medium of communication to use at the appropriate time</li><li>- Ensure the right people at the right time receive information</li></ul>

Core Competency: Organising (Level: 1)
<p>KEY BEHAVIOURS:</p> <ul style="list-style-type: none"><li>- Can work efficiently under pressure with an attention to detail</li><li>- Suggest improvements to ways of working for team</li><li>- Have an awareness of each role within the team and how internal processes are organised</li><li>- Can co-ordinate own time and work and provide estimates for upcoming work</li><li>- Ensure relevant actions are carried out</li><li>- Know when to escalate a problem to the next level</li><li>- Identify potential problems and suggests solutions</li><li>- Can say 'no' when work is outside remit or is impacting upon delivering other work, or quality of output</li></ul>

Core Competency: Customer Focus (Level: 2)
<p>KEY BEHAVIOURS:</p> <ul style="list-style-type: none"><li>- Understand who your customers are and can identify their needs</li><li>- Helps to build relationships with clients</li><li>- Continually look for ways of delivering a better or more efficient service</li><li>- Ensure processes and product is attuned to your customer needs and constantly evolve to ensure best results</li><li>- Work autonomously at times to take responsibility for delivering what is required</li><li>- Is delivery focused and flexible to changing deadlines, priorities and scope</li><li>- Always use professional language and approach in dealing with customers internally and externally</li></ul>

- Have a thorough understanding of Map of Medicine policies and procedures to ensure excellent customer service
- Know when to escalate a problem to the next level

### Core Competency: Team Work (Level: 1)

#### KEY BEHAVIOURS:

- Keep apprised of the needs and demands of the team and always work as a unit
- Use diplomacy and discretion in supporting team members
- Build relationships in the team, recognising that everyone works in different ways
- Demonstrate a positive attitude with colleagues and are proactive and productive
- Operate outside of your remit in terms of lending help, support or time to other team members as appropriate

### Core Competency: Creativity (Level: 2)

#### KEY BEHAVIOURS:

- Use a range of tools to initiate debate and problem solving
- Present an image to the customer that we as a business are responsive and dynamic
- Encourage lateral thinking among the team and beyond the obvious
- Praise examples of change for the better
- Ensure suggestions are taken seriously

### Core Competency: Drive for Results (Level: 1)

#### KEY BEHAVIOURS:

- Can work autonomously at times and demonstrate the ability to self-motivate
- Work efficiently and calmly under pressure, maintaining accuracy and attention to detail
- Manage a range of information at the same time and maintain focus on deadlines and priorities
- Always have the end goal in sight and work to the bigger picture
- Take responsibility as part of your job to understand the workings of the business as a whole and the direction in which it is going
- Deliver on or before deadlines
- Understand the key deliverables of your role and aspire to over achieve
- Can say 'no' when work is outside your remit or is impacting on delivering more important results
- Take responsibility for driving your own career development to ensure ongoing drive and commitment to the role