



Lead Experience Architect – role specification

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Overall Role Summary

The Lead 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 Lead 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.

The Lead Experience Architect will ensure the consistency and coherence of the user experience across different workstreams and applications. They will conduct user acceptance testing (UAT) on all product releases and will be responsible for signing off releases from a user experience perspective.

The Lead Experience Architect will direct a small team of Experience Architect to deliver across projects within one or more functional areas, and may line manage a team.

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 |
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| <p>Produce and assure consistently high-quality deliverables for multiple work streams with limited supervision</p> <ul style="list-style-type: none"> - 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 - Produce clear, well-articulated deliverables as appropriate for each project - Ensure work is to the highest possible standards at all times, and that internal and external presentations of work are clear and engaging - Ensure Factory deliverables meet Innovation & Experience specifications - Ensure Factory deliverables are quality assured from a user experience perspective prior to | <ul style="list-style-type: none"> - Achieving target metrics defined for success in project briefs - Sign-off of project Closing Document - EA approval of Factory deliverables during UAT - Customer feedback recorded for each brief - Compliance to style guide where relevant - Factory stories agreed - Demonstrated attention to detail and quality |

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| <p>release for UAT</p> <ul style="list-style-type: none"> - Work closely with a Designer to create visual designs for user interfaces, prototypes, presentations, etc. - Ensure the consistency and coherence of the user experience across different workstreams and applications | |
| <p>Proactively manage own work within RIPL and Factory projects</p> <ul style="list-style-type: none"> - Accurately scope projects with relevant Leads and the Project Manager - Work with the Project Manager to break down work packages into activities, and estimate and plan work packages - Assess the specific approach, activities and deliverables required for each unique project - Comply to the RIPL process or adapt this process where necessary - Liaise with the Innovation & Experience Manager and the Programme / Project Manager to ensure that the correct level of EA and Design resource is assigned and at the correct points in RIPL and Factory projects - Manage own time and schedule - Interface effectively with the Innovation & Experience Manager for approval and direction throughout any project lifecycle and to escalate points of concern | <ul style="list-style-type: none"> - Project briefs produced and kept up to date - Scope agreed and prioritised within project briefs - Acceptable range of accuracy of EA estimates - Deliverables required by RIPL process are produced at the relevant stage - Workshops and key meeting required at each RIPL stage are conducted - Lessons learnt are fed to the wider Innovation & Development team - IP generated during a project is captured and stored appropriately |
| <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"> - Apply strong understanding of interactive and user-centred design process - Demonstrate persuasive verbal and presentation skills - Demonstrate strong facilitation and consulting skills - Plan, conduct, analyse, and report on user research and testing using appropriate methods - Attending vendor user groups - Explore a range of ideas and concepts through: <ul style="list-style-type: none"> o Brainstorming and other creative thinking techniques o Low- and high-fidelity prototyping o Iterative user research/testing - Cross-over to other disciplines as needed e.g. requirements analysis - Seek out information on: <ul style="list-style-type: none"> o Latest technologies | <ul style="list-style-type: none"> - Appropriate level of user research and testing for each project is conducted - Research activities and findings are summarised in a report produced at the close of each RIPL - Number of prototypes/concepts going into full production (note: not currently measurable) - Revenue generated through ideas leading to new product developments - More 'evidence-based' approach to Innovation and Experience solutions adopted by the end of 2008 |

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| <ul style="list-style-type: none"> ○ Latest topics in IA/UX/IxD ○ Latest trends e.g. Web 2.0 - Identify and use secondary research sources - Where appropriate, attend conferences | |
| <p>Ensure all projects are inclusive of relevant internal and external stakeholders</p> <ul style="list-style-type: none"> - Ensure that representatives from the Implementation, Development, Support, Content, Marketing/sales teams are appropriately involved throughout the development of Innovation and Experience deliverables - Where appropriate, knowledge-gathering/sharing sessions are conducted to bring stakeholders together - Engage with vendors, customers, other external stakeholders as appropriate, directing joint solutions investigations and deliveries from a UCD perspective - Represent the absent user and ensuring that any piece of content or functionality developed meets the highest standards of usability - Provide a level of analysis and solution that meets identified objectives and anticipates/addresses all their concerns - Help to develop a checklist of generic and customer-specific factors to consider in any product development initiatives - Work with the Factory on stories | <ul style="list-style-type: none"> - Stakeholder are given appropriate notice for their participation as far as possible - Representatives of all appropriate internal teams participate in RIPL workshops - User/Customer research is used as a key requirements-gathering input (if feasible) - Factory is involved as a stakeholder in RIPL activities - Regular cross-team checkpoints around status and deliverables are conducted with EAs and factory - Appropriate members of EA and Factory teams attend planning meetings - Present self, Map, and deliverables in a convincing manner |
| <p>Work effectively and creatively within the Innovation & Development group and the wider organisation</p> <ul style="list-style-type: none"> - Bring Innovation & Experience vision to the business - Share ideas with appropriate team members and encourage others to share ideas - Help team members who need assistance. - Help to educate people outside of the team about the value of innovation and experience activities and approaches | <ul style="list-style-type: none"> - Reading relevant publications or books/industry periodicals or publications - Networking and building relationships internally and externally - Identifying best practice elsewhere and employing methods of informal training to increase knowledge. i.e. looking for a mentor, coach or sponsor - Sharing best practice - Formal training - Using the internet for research and learning - Managing your personal motivation and drive – ensure you are engaged and find ways of maintaining this - Attend and present at relevant conferences |
| <p>Manage a small team of Experience Architects (if line manager)</p> <ul style="list-style-type: none"> - Lead team on one or more projects or across one or more functional areas - Direct/supervise and quality assure the work of team members - Coach/mentor colleagues in areas where you | <ul style="list-style-type: none"> - Team understands what is expected of them - Team delivers work as required of them - Regular appraisals conducted for direct reports - Expertise shared with colleagues to further their professional development |

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| <p>have more experience/knowledge/skills</p> <ul style="list-style-type: none"> - Identify resourcing needs for own projects and work with the Innovation & Experience Manager to recruit team members - Work with the Innovation & Experience and HR Managers to ensure new team members are given an appropriate induction - Facilitate effective team working and remove any barriers to this - Act as the first point of escalation for team members - Line management of direct reports - Identify opportunities for continuing professional development of team members | |
| <p>Admin - borne out of delivering all of the Innovation & Experience accountabilities and therefore covers the spectrum of the Innovation & Experience remit</p> | <ul style="list-style-type: none"> - Paperwork - Messaging and email management - Personal admin i.e. holidays, sickness - Documentation - Processing and passing information i.e. keeping team and management informed - Production of reports |
| <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"> - Reading relevant publications or books/industry periodicals or publications - Networking and building relationships internally and externally - Identifying best practice elsewhere and employing methods of informal training to increase knowledge. i.e. looking for a mentor, coach or sponsor - Sharing best practice - Formal training - Using the internet for research and learning - Managing your personal motivation and drive – ensure you are engaged and find ways of maintaining this |

Knowledge and Experience Required for the Role

Required

- Considerable experience as a user experience architect or similar role, with in-depth knowledge of user-centred design (UCD)
- Experience leading a small team on user experience projects
- 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 planning and facilitating workshops
- 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, plan and estimate own work, and multi-task
- Excellent attention to detail and quality
- Excellent verbal and written communication skills
- Good presentation skills
- Experience of inclusive design, understanding of the DDA in relation to new media, and working with accessibility guidelines

Desired

- Healthcare industry experience
- Consulting/agency experience
- Experience in the design of Rich Internet Applications (RIA) and/or Web 2.0 applications
- Agile techniques and methodologies experience
- Software product development experience
- Experience in mobile applications
- Requirements gathering and analysis experience
- Visual information design experience
- Experience conducting user acceptance testing (UAT)

Attitudinal Attributes Required for the Role

- Highly enthusiastic
- Motivated to perform
- Positive in outlook and approach
- Encouraging to others
- A drive to improve and do things better
- Flexible
- Acceptance of diversity
- A wish to understand people and have an insight into the way they work
- A comfortable attitude towards people i.e. taking the initiative towards meeting and working with people as opposed to taking a back seat
- A questioning nature i.e. seeking to understand the history, drivers and context for work done

Appendix: General competencies for: Innovation Level 2

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: 2)

KEY BEHAVIOURS:

- Ensure the right people at the right time receive information
- Quickly process information, break it down and communicate the salient points back
- Can juggle a range of information and deliver it in the right form to the right audience
- Can write concise reports and presentations for internal and external use
- Actively make an effort to make contact with and communicate outside own department or group
- Can develop avenues of questioning to ascertain correct information and ensure understanding
- Have the ability to influence, negotiate and persuade through communication

Core Competency: Organising (Level: 2)

KEY BEHAVIOURS:

- Can work efficiently and calmly under pressure due to exceptional organisation skills
- Are accurate under pressure with an attention to detail
- Pioneer more efficient ways of working for team
- Have an awareness of each role within the team and how internal processes are organised
- Can co-ordinate the time and work of a number of people at the same time
- Always follow up and ensures relevant actions are carried out
- Know when to escalate a problem to the next level and to seek further resource when required
- Can anticipate problems in advance and make contingencies
- Can say 'no' when work is outside remit or is impacting upon delivering other work, or quality of output

Core Competency: Customer Focus (Level: 2)

KEY BEHAVIOURS:

- Understand who your customers are and can identify their needs
- Helps to build relationships with clients
- Continually look for ways of delivering a better or more efficient service
- Ensure processes and product is attuned to your customer needs and constantly evolve to ensure best results
- Work autonomously at times to take responsibility for delivering what is required
- Is delivery focused and flexible to changing deadlines, priorities and scope
- Always use professional language and approach in dealing with customers internally and externally
- 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: 2)

KEY BEHAVIOURS:

- Anticipate when team members need help or support
- Take responsibility for understanding the personal needs and demands of the team, the different ways in which they work, and consequently how to motivate and inspire them
- Inspire loyalty and look for solutions not problems with 'glass half full attitude'
- Build an internal network outside of the team and use knowledge of best practice to offer advice and constructive criticism

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: 2)

KEY BEHAVIOURS:

- Remind team of end goal and inspire professionalism in getting there
- Ensure meetings are planned with objectives in mind at all times and follow up is aligned with fulfilling them
- Praise people who consistently make a real difference to the achievements of the team through drive and motivation
- Suggest ways of stretching colleagues and team members through extra responsibilities where appropriate to maintain drive and interest
- Can articulate your own development requirements, set objectives and plan to meet them