

This was a challenging assignment that I enjoyed because I could evaluate a program that could potentially be used at my company. The first challenge was picking a digital tool or website that I was not familiar with. Due to the nature of my job and since starting this program, I've had exposure to more tools than I can count. I finally chose Jive after seeing it pop up in a Twitter chat hosted by International Association of Business Communicators (IABC). The chat topic was using technology to deliver content and one of the users mentioned Jive. I had been keeping a list of unfamiliar programs throughout the chat because I thought whatever IABC members were using would be a good fit for this assignment.

The reason I chose Jive was for its all-in-one and collaborative features. I work remotely and it's easy to feel disengaged from the entire company. I was using a real-life scenario when reviewing the platform and that helped to keep me on track with what I was doing.

In *The Humane Interface*, author Jef Raskin defines a humane interface as something that "is responsive to human needs and considerate of human frailties." (6) It's common for a company to want to have a lot of flash and excitement on their website over substance. Flash and excitement can be fun but when you are trying to sell a product that boasts an increase in productivity, you defeat the purpose when I must jump through hoops to find the product or information I need.

One issue I had with Jive was their company website. It took me a while, about 10 minutes or so, to navigate the site. Ten minutes may not seem like a long time but in today's world of immediate gratification, it took too long for me to find what I needed.

I personally found Jive-n's interface to be intuitive because it was similar to a social media site. Raskin believes that when a user says an interface is intuitive, they really mean it "operates just like some other software or method with which they are familiar." (150) I think there is value to the familiar when you are considering switching to an entirely new system. If I had determined Jive-n to be a practical and efficient platform for Imagine, I would want it to be as intuitive as possible because I understand my co-worker's personalities and how some can be resistant to change. Giving them something familiar to work with may help with the onboarding and increase initial buy-in of the switch.

I ultimately rejected Jive-n because it was an all-in-one platform. In theory, it would have been incredibly useful to have everything I need to manage clients and keep up with what's happening at the office from one location. In reality, we wouldn't even scratch the surface of Jive's capabilities and people would still try to find ways to not use it. Or worse, blame inadequacies on the platform. We switched to Asana for our project management system almost three years ago, and I still hear "I didn't know you could do that" or "I didn't see it on Asana" as excuses for work not being done. The familiar interface would not overcome the fear of the overall unknown I knew I would encounter.

Overall, this assignment and course has helped me identify the tools that I use on a daily basis as humane or inhumane. It has helped shaped how I think about design, whether it's for a website or a print advertisement, and how our interactions with the design should affect the interface.

### **Works Cited**

Raskin, Jef. *The Humane Interface: New Directions for Designing Interactive Systems*. Reading, MA: Addison-Wesley, 2000. Print.