

“RIGHT THINGS”

essential for

IMPACTFUL INTENTIONAL DESIGN

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Right

ACCESS

Enables Effective & Efficient – Seamless & Frictionless – Agile & Ubiquitous to Workflow Assets

A **Point-of-Work Assessment (PWA)** is used to define **Intentional Design** criteria for the 7-RIGHT THINGS with ACCESS representing a key element. After all, what good are the best-designed resources/assets if they are not accessible when needed? ACCESS is further characterized by being:



EFFECTIVE & EFFICIENT

ACCESS availability should be designed to optimize effective and efficient connections to resources aligned with task-level work. Bob Mosher coined the phrase “two-clicks or 10-seconds” and that implies a close proximity with not only the workflow, but the systems used in the execution of those workflows. Optimized ACCESS becomes a function of **contextuality & synchronization** with the flow of work.

SEAMLESS & FRICTIONLESS

Asset resources are often not scarce...they’re simply scattered across many locations. Seamless and Frictionless addresses optimizing the time required to find the right resources at the moment of need. This implies optimizing search options and ensuring functional taxonomy (*folksonomy, if you will*) based on search terms, keywords/phrases knowledge workers commonly utilize.

AGILE & UBIQUITOUS

With a majority of knowledge workers equipped with mobile devices, and in many cases working remotely, ACCESS to resource assets needs as agile and mobile as the knowledge worker. ACCESS must enable connections anytime from anywhere and from any device, requiring considerations around bandwidth, connectivity and ACCESS rights and privileges.



...in the right
AMOUNT
Just Enough

Task-centric: RIGHT AMOUNT is intentionally designed based upon PWA identification of the performance restrainers confronted at the Point-of-Work.



...at the right
TIME
Just-in-Time

Contextual delivery in workflow: RIGHT TIME speaks to one or more of the Five Moments of Need Bob Mosher and Conrad Gottfredson champion. All five moments (*New, More, Apply, Solve, and Change*) are identified by the PWA.



...by the right
PEOPLE
Just-for-Me

Role specific, individualized: Match up roles with tasks and relevant performance restraints experienced in the workflow at Point-of-Work. Keep in mind RIGHT PEOPLE may also include secondary support, coaches, mentors, and even clients/customers.



...in the right
FORMAT
Device/Network Compatible

The RIGHT FORMAT is influenced by a number of factors beyond which authoring tool to use including network access, bandwidth, need for responsive or dynamic design.



...to/from the right
TECHNOLOGY
Enterprise/Individual

RIGHT TECHNOLOGY has hooks into several of the RIGHT THINGS and must be considered before design decisions are made. At the enterprise level we are looking at the inventory of what systems are accessed to accomplish task level work.



...to yield the right
EVIDENCE
Impact, Utilization & Feedback

Intentional Design has a mission... to create solutions that deliver the right EVIDENCE of Impact at levels 3 & 4. While evidence of impact is important to show, engagement and an active feedback loop are also items to seek.