

IxDA

WELCOME & THANKS



Sears – The \$50 BILLION STARTUP

AND HOW UX LEADS THE WAY



Background

- SHC
- OBU
- TLAs



The Past is Past

- We were followers
 - A bureaucratic bottleneck
 - Whiners
 - With a chip on our shoulders
 - Passive aggressive
 - SLOW



THE INCOMPETENCE OF AMERICAN AIRLINES & THE FATE OF MR X.

A FEW MONTHS AGO, I wrote [an article](#) expressing my displeasure with American Airlines' [hideous online presence](#). I also spent some time mocking up a redesigned version of their website. To my surprise, a user experience designer at AA.com emailed me an amazing response describing some of the design problems faced in large corporations. You should read [my original article here](#) and [the response from Mr. X here](#).

experience is everything

- For us, revolution and evolution are actions, not words
- We're here to fight for ideas, for feedback, for unprecedented UX
- And we've come a long way to become the leaders of a \$50 billion startup



We are UXSears

- We are Leaders
 - Change agents
 - Creative problem solvers
 - Revolutionaries
 - Fast, nimble
 - Insightful
 - Proactive
 - Recognized for our contributions
 - Hardworking



We are UXSears

- Internal Interactive Agency
 - Minus Sales & Account people
- That = No Bullshit
 - We are 110 Creatives

Front End Developers

UXAs

Project Managers

Taxonomists

Visual Designers

Researchers

Copywriters

A team of geniuses



We Changed Everything

- We worked our asses off
- We stopped waiting to be told what to do
- We stopped following and began to lead
- We started to drive change and innovation
- We worked our asses off
- We took charge and that changed thinking & actions at a \$50 billion corporation



AQUATECTURE

WIDE FORMAT EXPERIENCES | SEARS HOLDINGS CO.

5 Sites In 53 Days

UX SEARS*
THE \$5B BILLION STARTUP REVOLUTION

THEN THEY STARTED TO NOTICE



Innovate or Die

- Commerce
 - Shop Your Way
 - Anyway
 - Need state
 - Anytime
- Content
 - Integrated search results
 - Balance between promotion, product and other media
- Community
 - Distributed experience
 - UGC



Where the Revolution will Lead

- Aggressive YOY revenue increases
- Continued strategy leadership
- Ever-increasing impact
- Rapid prototyping
- Unprecedented digital innovation
- We're continuing to change a \$50 billion corporation into a \$50 billion startup



That's the Deal

- That's who we are
- That's what we believe in
- We're the UXSears team
- Any questions?



THANK YOU



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