510
The ACT Principle: The Key to Effective Performance Support

Scott McCormick, Float

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The ACT Principle: The Key to Effective Performance Support

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Not just equipping and supporting employees FOR the job…

… but ON the job.

Source: foodlogistics.com
First Word of Advice

From Cubs Manager Joe Maddon:

TRY NOT TO SUCK.
Problem

Solution
Problem

Solution
The New Learning Professional

You will support your learners (users) by… thinking.
The Power of Performance Support

Augmented reality
https://www.youtube.com/watch?v=E-F8VXV2OXg
User-Centered Experience - Mindsets

- Creative confidence
- Make it
- Learn from failure
- Empathy
- Embrace ambiguity
- Optimism
- Iterate, iterate, iterate

Free pdf: www.designkit.org/resources/1/
User-Centered Experience - Mindsets

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The ACT Principle

Audience

Context

Technology
The ACT Principle

Audience

- Who are they?
- What are their needs?
- What are their priorities?
- What are their fears?
- What are their triggers?
**The ACT Principle**

**Audience**

- Info about the user (Name, age, gender, occupation)
- Cultural background
- Hobbies and recreation activities
- Personal attributes
- Behavioral considerations

### Persona and Use Case

<table>
<thead>
<tr>
<th>Name</th>
<th>Meredith Snyder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branch of Service</td>
<td>Air Force, Security Police (Law Enforcement)</td>
</tr>
<tr>
<td>Education</td>
<td>Associates Degree in Criminal Justice</td>
</tr>
<tr>
<td>Occupation and Rank</td>
<td>Criminal Investigation Special Agent, E-5</td>
</tr>
<tr>
<td>Area of Residence</td>
<td>Al Udeid Air Base, Qatar (Stationed at Scott Air Force Base)</td>
</tr>
<tr>
<td>Income</td>
<td>$32k/annum</td>
</tr>
<tr>
<td>Home life</td>
<td>Married</td>
</tr>
<tr>
<td>Ethnic/Cultural background</td>
<td>Caucasian</td>
</tr>
<tr>
<td>Hobbies and Recreation</td>
<td>Rock climbing, watching college football, and reading.</td>
</tr>
<tr>
<td>What problems keep him or her up at night?</td>
<td>Her husband is also deployed in Qatar and they are going to leave at different times. She will be leaving first and he will be following about six months later. She needs to find a place that will fulfill her needs and keep him close to his daughter from a previous marriage that lives in Boston.</td>
</tr>
<tr>
<td>Personal Attributes</td>
<td>Intelligent, quick decision-maker, used to having command over personal interactions, quick to temper.</td>
</tr>
<tr>
<td>Personal Story</td>
<td>Meredith was born in Kentucky. Her family moved to Georgia when she was eight and grew up in the Atlanta metropolitan area. She graduated high school planning to pursue a career in business at a local community college. She took a criminal justice course as an elective and found that she was very interested in the field. She changed her major to criminal justice and graduated with an associate's degree. A recruiter talked to her on campus one day and she learned that she could get practical experience very quickly in the Air Force. She decided to enlist and was promoted to the rank of Sergeant within four years. She met and married another member of the Air Force that is also stationed with her in Qatar. They are planning on re-connecting in the Boston area once Jason completes his service requirement. She is interested in getting a job right away to support her family and help build a home for her husband and step-daughter. Meredith is the planner in the relationship and currently manages their household in Qatar and will continue to do so once they move to Boston.</td>
</tr>
</tbody>
</table>

### Goals

- To understand what jobs she might be qualified to apply for.
- To find a home in the Boston area and learn how to get a mortgage.

### Sample Life Scenarios

- Career guidance to determine where her skills fit into the law enforcement or security sectors.
- Will be buying a home with limited financial resources.

### Needs

- An understanding of public law enforcement vs. private security.
- An understanding of advanced finance and mortgage principals.
The ACT Principle: Context
The **ACT Principle**

**Context**

- What are the environmental conditions?
- What kind of distractions exist?
- What are the cultural norms?
- What are the corporate norms?
The ACT Principle

Context

Source: giantant.com
The ACT Principle Context

- Noise
- Durability
- Clothing
- Distraction
- Brightness

Source: giantant.com

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The ACT Principle: Technology

- What devices are they using?
- What about security?
- What kind of access do they have?
- What are the technology policies of my company?
- What affordances of mobile devices can I use?
- How will I measure activities & results?
The ACT Principle Technology

- What devices are they using?
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The Business Challenge

My target audience of ________________________________
    (audience)

needs______________________________________________
    (context)

by using_____________________________________________
    (technology)
The Business Challenge

My target audience of North American salespeople (audience)

needs product and inventory information on the road (context)

by using company-supplied tablets and smartphones (technology)
The ACT Principle

The Business Challenge
The ACT Principle

The Business Challenge

![Image of Apple Watch screens with various applications and data visualizations.](image-url)
When do I use Mobile for Performance Support?

- When accuracy is critical and errors are risky
- When a work task is performed infrequently, making it difficult to remember
- When a work task is error prone, so that mistakes are made too often
- When there are multiple decision points or steps
- When procedures or tasks are changing
- When the workers have a low level of literacy
- When training is not available for performing complex tasks
- When there are budget constraints, even though training may be a better alternative

Source: Malamed, 2014
Source: hamariweb.com
When do I use Mobile for Performance Support?

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accuracy is critical and errors are risky</td>
<td>Hazardous chemicals, on surgical teams, first responders to disasters</td>
</tr>
<tr>
<td>Task is performed infrequently, difficult to remember</td>
<td>OSHA Compliance Requirement</td>
</tr>
<tr>
<td>Task is error prone, mistakes are made too often</td>
<td>Machine Part Replacement, routine medical procedure</td>
</tr>
<tr>
<td>Multiple decision points or steps</td>
<td>Overcoming customer resistance training</td>
</tr>
<tr>
<td>Procedures or tasks are changing</td>
<td>A “big box” retail Associate needs product information</td>
</tr>
<tr>
<td>Workers have a low level of literacy</td>
<td>Employees speak another language</td>
</tr>
<tr>
<td>Training is not available</td>
<td>Remote SME guidance</td>
</tr>
<tr>
<td>Budget constraints</td>
<td>Existing mobile solutions like checklists</td>
</tr>
</tbody>
</table>
The ACT Principle Technology

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Mobile Affordances

An affordance is a quality or feature of an object, or an environment, which allows an individual to perform an action
Mobile Affordances

Camera
Document viewer
Productivity apps
Geolocation
Internal sensors/scanners
Media viewer/playback
Microphone
Notifications
Search/browse internet
Short-range communications
Text messaging
Touchscreen interaction
Voice/phone communications
Collaboration
eCommerce

Portability/mobility
Accelerometer
Clock
Networking
Individual addressability
Social media
Cloud storage
Microprojection
External sensors
Input/output peripherals
Voice recognition
Computing functions
Wearability
Embodiment
Remote sensing
Mobile Affordances

Steal good ideas from other apps and incorporate them into your deliverables
Mobile Affordances

Steal good ideas from other apps and incorporate them into your deliverables

- Geonavigation
- Voice guidance
- Messaging
- Notifications
- User collaboration
- Machine Learning
Mobile Affordances

voice recognition, scanning, data input/output

https://www.youtube.com/watch?v=usD-lJoyNVg
Mobile Performance Support - Where are We Headed?

- Smart watches & glasses
- Beacons
- Internet of Things
- Machine Learning
- AR/VR
Download a Free White Paper

http://float.ly/bestofpss
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