CADY USABILITY (UX) MATRIX

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HFE →	IA →	UI →	UE
Human Factors Engineering	Information Architecture	User Interface	User Experience
Physical	Logical	Intuitive	Imaginative
Infrastructure (DB / Server)	Organization (Files / Naming)	Representation (GUI)	Story (experience)
Formal	Rational	Effective	Affective
Mechanical	Linguistic	Graphic	Sensual
Semiotics	Semantics	Syntax	Pragmatics
Items/Objects	Nomenclature	Lexicon	Vernacular
Vibration/Writing Words/symbols	How We Speak Grammar	What We Say Sentences/Instructions	What It Means Actions/Acts/Behavior
Sound / Sight	Means to Us	Means to User	Means to Culture
Objective	Subjective	Communicative	Contextual
It (hard/software)	I (designer)	You (user)	We (community)
How It's Tested Manufacturer	Designers & Developers	Heuristics/Testers	Heuristics/Users
Success Means Approachable	Fewer Bugs & Design Issues	Fewer Dropouts, Failures, Help Desk Calls	Repeat Business
Company X Choice of Vendor	Biggest Failure	Biggest Focus	Least Explored
Action Monitor	Completely Redo	Continue to Improve	Investigate / Initiate

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Physical        Logical         Intuitive       Imaginative
Formal          Rational        Effective       Affective
Mechanical      Linguistic      Graphic         Sensual
Semiotics       Semantics       Syntax          Pragmatics
Items/Objects   Nomenclature    Lexicon         Vernacular
Vibration/Vision How We Speak   What We Say     What It Means
Objective       Subjective      Communicative   Contextual
It (hardware)   I (designer)    You (user)      We (community)
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See a full (and clearer) version at www.kdworld.net

Summary

Thus far, I've had one foot in the Software Industry and one foot in the Entertainment Industry. My primary interest is in the impending transformation of Film / TV / Entertainment and Marketing / Advertising as the Internet becomes the primary conduit for interactive communication and passive entertainment as well as a hybrid of both (YouTube / Facebook). If I can get away with calling this a "transvergence" I will; it's a convergence that will transform the way we think about these fields and ourselves. We are soon to abandon a narrow-width, high barrier to entry, 'broadcast-push' model for an infinite-width, low barrier to entry, 'consumer-pull' model, and this evolution coupled with the aforementioned 'transvergence' will create opportunities for some highly innovative and wildly disruptive creations.

I write, act, and direct theatre, film, and commercials. I have a background in QA, Technical Writing, Usability / User Experience design, and Information Architecture. I think the world would be surprised at how similar designing a Web site or software application is to directing a play.