



View PBC

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Employee information and assessment dates

Employee information

Employee name: NOBLE, LISE W.
 PBC manager: Johnson, Robert D.
 BluePages manager: Murray, Charles E. (Chuck)
 Serial number: 9D0952 Country: United States of America (USA)
 Band: 08 * Position title: Senior UI/UX Designer and Developer

[What is a functional manager?](#)

Functional management

Out-of-Country Thomson, Dave (D.G.)
 Functional Manager:

Functional managers provide business direction. You might have a different functional manager from your in-country manager. To verify the accuracy of your functional manager, please answer the question below. Answering the question is not required to proceed with your PBC actions.

Is the functional manager correct?

- ☐ Yes. My functional manager is correct.
☐ No. My functional manager is incorrect.

If you have replied "No" please register your correct functional manager relationship in [Global Extended Teams \(GET\)](#) tool. Registering your functional manager relationship into GET will allow your PBC manager to more easily transfer your PBC to your functional manager.

Assessment dates

* Assessment period: 2012/01/01 to 2012/12/31 (yyyy/mm/dd)
 Interim review dates:
 Employee/Manager final review date: 2013/01/28

My PBC goals and results

Business goals

- * What are your business goals for this assessment period? Make sure your goals align with IBM's strategy and values, your business unit goals, and your department goals.

Business Goals:

Substantially contribute to the following Business Goals:

1. Provide Development Executive leadership for the productization of virtual workload patterns, including the Application Delivery Pattern, Predictive Enterprise, and SOA Policy Management, and their subsequent iterations:
 - a. Deliver high quality, effective virtual patterns, and ensure successful customer engagements through coordination with sales, PLM, services, support, and our BPO engagement team
 - b. Drive pattern functionality that addresses customer needs by integrating SWG tooling, runtime, and management capabilities, with a first-class user experience
 - c. Manage development planning, staffing, DevStat reporting, documentation, support, upgrade processes, QPlan, and other relevant activities
 - d. Organize effective stakeholder interlock and delineation of responsibilities with our partner product teams in BPM, WODM, tools and lifecycle support, Analytics, Security and User Management, Monitoring, Information Management and Connectivity
 - e. Lead the definition of future platform and pattern development activity
 - f. Drive requirements and identified gaps to resolution with our product partners for 2012 and 1H 2013.
 - g. Facilitate SWG development efficiencies
2. Enhance the development teams for the ADP and APIL efforts to enable

accelerated, sustained progress on future pattern development

- a. Enable effective skills transfer to AIM services and support teams
3. Provide SWG thought leadership and drive progress in support of virtual pattern development and realization for the following items:
 - a. Multi-tenancy enablement for key AIM products
 - b. the IBM public cloud and BSS support
 - c. next gen tooling
 - d. pattern provisioning
 - e. test and instrumentation
 - f. support and maintenance
4. Strengthen our partnership with development and business leaders in the GMU to accelerate technical and customer success
5. Staff assignments to lead an analysis of the business value of virtual patterns in IWD/Troy with respect to business agility, time-to-value and risk mitigation, quality and support in the context of the I/T lifecycle
6. Provide leadership in establishing SWG middleware pattern capabilities as part of a larger unified initiative in the Cloud arena, the IBM Capability framework effort, and their positioning in the 2015 Reference Architecture
7. Fulfill our organizational metrics, and meet our budget, expense, and business control obligations
8. Grow customer partnerships through direct support, customer briefings, and trusted advisor relationships

Achieve this contribution through a focus on the following goals:

1. Provide leadership in the development of cutting edge applications built with the Application Delivery Pattern, with world class user interfaces, in order to simplify the complex processes for end users with a simplified, intuitive user experience that scales and works properly in the most recent releases of all the major browsers on desktops/laptops and mobile devices alike.
2. Lead the development of a simplified information architecture for application development. Identify the information which needs to be bubble to the top and information which is more secondary in order to create a architecture which is more horizontal, reducing the number of clicks needed to access high level information and improving the intuitive nature of the application.
3. Propose information architecture in a simple wire frame format, then present high fidelity screen shots and finally an interactive html, css and java script prototype to define the user experience.
4. Streamline development by providing html and css files which can be used in production and map out the animation and transitions functionality with a fully functioning prototype.
5. Provide leadership in the use of cutting edge UI techniques including the adoption of UI defined largely by css3 and html(5) rather than large and bulky images, the inclusion of movement , transitions and animations which help define activities within the application, and the integration of larger buttons and click zones for thick fingers on mobile applications.
6. Define design and transition patterns to keep the user experience consistent and predictable for end users.
7. Identify the challenges and present solutions related to the development of an application which is fully functioning and intuitive for both the laptop user and mobile user.
 - a. Assure the UI follows accessibility and globalization requirements and guidelines.
8. Drive the design and prototypes for how virtual patterns are managed and provisioned in the IBM Workload Deployer.
9. Develop application is an iterative and agile fashion, being able to modify and adjust the UI as business requirements shift and change. Refine and perfect the UI as we receive internal and external user feedback.
 - a. Identity tools and techniques which can help the team to product higher quality product and a faster time frame.

Business results

* Enter your business results:

Business Goals Results:

1. Results:

This year I not only met my goals in leading in the development of effective, intuitive and cutting edge UI design for the Application Delivery Patter but I applied those same goals to the development of revolutionary and more user centric IWD Application. Additionally I assisted on projects beyond my own scope of responsibility with Avadani and Watson.

2. Results:

For both ADP and IWD I re-examined and rebuilt the information architecture based on the end user. We started by defining the personas, their needs and goals and build out the architecture based on the information each user needs at their finger tips. We want the UI to alert users of imperative or necessary tasks, which required action and intuitively guides them to quickly resolve any such issues.

3. Results:

I wire framed both ADP and IWD in a simplified bubble tree diagram that showed information and work flow. From there I wire frames pages and then fleshed these primitive frames into high fidelity screens and then finally an interactive prototypes built with css, htm and jQuery.

4. Results:

I handed off complete and fully functional prototypes of ADP to the China team made of html, css and jQuery to accelerate the development process and reduce the amount of communication required to define the UI.

5. Results:

I designed the ADP Application to work on both standard desktops and on mobile applications with movements, styles and click zones consistent with mobile applications. My designs were very light - designed almost entirely with html and css, with very few if any images.

6. Results:

Transitions we utilized in a consistent, predictable and intuitive manner. IWD was designed for the iPad in particular and was designed with cutting edge designs, interactions and transitions indicative of an iPad application. Here too I created a consistent visual and interactive vocabulary to create intuitive and predictable user experience.

7. Results:

It is my philosophy that all designs should be mapped to the mobile environment first. It compels the designer to simplify the architecture, cut out the clutter, and hone in on the truly necessary information. It also encourages the designer to push the interaction envelope to come up with designs that are more visually expressive. With the use of cutting edge technologies such as html 5, css and java script we can replicate the mobile experience on a standard desktop/laptop. All of the applications I designed this year are 100% fully functional, intuitive and compelling for both the mobile and standard desktop user.

7 a. Results:

I took painstaking measures to assure our design met accessibility and globalization guidelines - personally coding the demo itself to meet these standards.

8. Results:

We were so successful in gaining admiration for the new, fresh and creative way we presented the concept of pattern provisioning with ADP that we earned the privilege of redefining the IWD UI interface itself in the IWD iPad project. With this ongoing project I continue to challenge traditional and stale methods of pattern management and provisioning with fresh and cutting edge tools and perspectives.

9.

Results:

Both the ADP project and the ongoing IWD project required constant agility and the ability to refine and redesign proposed applications from the highest level down to finite details. I show the ability to quickly redesign based on feedback, concerns, insight and inspiration.

9a. Results:

I recommended visual and development applications to Ray and his team that could aid in expedited development times. I also provided Gerry Cuomo with a list of

applications, tools and devices all designers should have readily available to encourage creativity and collaboration. I also propose upgrades and new software should be more easily obtained and perhaps even required for all designers in order to stay relevant of new design trends. I consistently pushed for upgraded software myself and requested to take online course to expand my knowledge base. I also recommended and orchestrated the development of jQuery prototypes which permit me to work in the fast and agile manner promised.

People management goals

Do you have people management responsibilities? No

Overall rating and assessment

The overall rating is based on:

Relative contribution - results compared to other with similar job responsibilities and band (except when determining if the employee's performance was unsatisfactory). This will take into consideration:

What was achieved and how it was achieved:

Results achieved against goals

Full scope of job responsibilities

Demonstration of IBM's values and employee foundational competencies.

People management - those with people management responsibilities can get an overall PBC 1 rating only if people management responsibilities are at least above average (2+).

Sources of assessment include: any customer, peer, employee, or other input received; manager's own observations.

* Rating: PBC 2+ : above average contributor

* Overall assessment:

Lise had an exceptional year with two projects. The first was the IWD UI extension built for the "Application Delivery Pattern," which addressed the needs of customers using a set of patterns for the same workload, including lifecycle management. This work was very well received by customers at Impact 2012, and captured the support of key PureApp stakeholders. Secondly, Lise in collaboration with the technical team, has created a PureApp UI prototype which shows a powerful new approach for making using PureApp a simpler, more attractive experience, including role support. This work is Mobile UI PureApp prototype, and follows the Mobile-First design imperative for SWG product mgmt. Personally, speaking as a pattern SME, I was stunned by her capture of the technical vision she captured in discussion with the ADP technical team. Her work is remarkably powerful, appealing and advances the technical agenda in the best spirit of design innovation.

Development discussion

Development goals and activities

* What are your one or two near-term development goals and activities to achieve them (e.g., work experience, support from your manager/mentor, on line self-study, classroom)? These goals and activities should enhance your ability to meet your business goals and/or people management goals in your current job assignment and also help you reach your longer term career aspirations.

1.) Encourage the purchase of more up to date software for my self and the development to ensure we are utilizing the most start of the art applications for the purpose of increasing or productivity and the improving the quality of our end product.

2.) Stay abreast of new and emerging tools and technologies with online research, blogs and seminars.

3.) Acquire enhanced expertise in HTML 5 and incorporate HTML 5 features such as 3d or animation into applications where appropriate.

Development impact on goals

* Summarize how results on your development goals and activities helped you attain your business goals or people management goals (if applicable).

1.) I presented Gerry Cuomo with a proposal of applications, devices and tools that IBM designers should have readily available. I have continued to push for state of the art software for myself and have perpetually requested the opportunity to take online course for the purpose of staying abreast of emerging technologies.

2.) On a daily basis I reference online blogs and articles in researching design ideas, UI development trends, cutting edge interaction concepts and emerging design and development techniques. I took a free online seminar offered by Stanford regarding developing native iOS application to get a better understanding of an iOS applications capabilities and limitations.

3.) I designed the IWD UI utilizing HTML to build my interactive graphs and charts rather than images. Because they are built in HTML they can be animated and interacted with in by the user in a 3d manner.

Review/Signature list

The following individuals need to review and sign this PBC Assessment.

1. Employee review

Employee: NOBLE, LISE W.

Serial number: 9D0952

Reviewed

If you wish to do so, any comments concerning the assessment (for example, agreement) may be indicated in the space provided below.

Optional comments:

2. Manager signature

Manager: Johnson, Robert D.

Serial number: 692870

Signed

Record here only those additional significant items brought up during the discussion by either you or the employee which are not recorded elsewhere in this document.

Optional comments:

3. Reviewer signature

Reviewer: Vanderham, Timothy D.

Serial number: 991678

Signed

Optional comments:

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