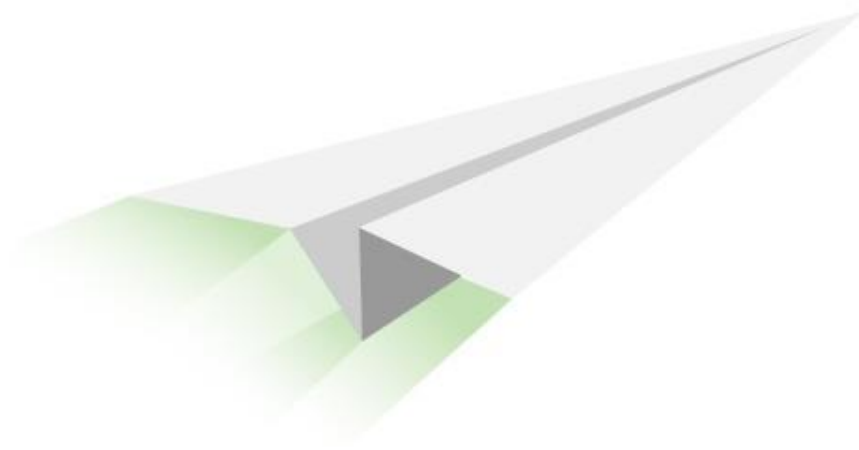


| July 2014 |

# 2Know

KM Newsletter



**ROM News**



# 01

## Validating UX without users

This article explores three methods for UX validation without user contact: Cognitive Exhibition, Analyzing Actions, and Illustrative Evaluation. Each method provides unique insights, and the article emphasizes combining them for comprehensive interface evaluation, alongside user validation. Reference: "Task-Centered User Interface Design" by Clayton Lewis and John Rieman.



[To full article](#)



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# 02

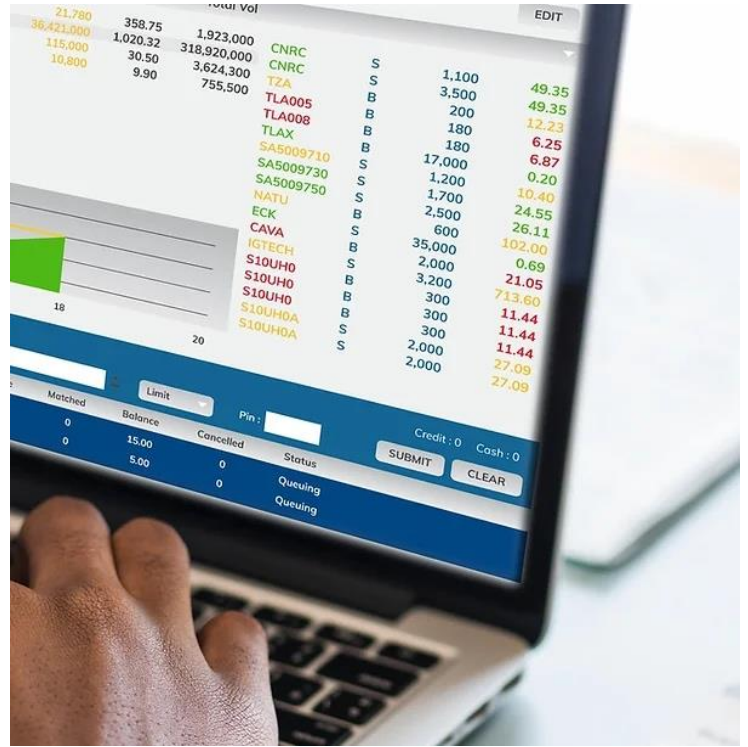
## To know why what I don't know- and grow: Knowledge Development groups in organizations

Organizations invest in Knowledge Management, using collaborative teamwork to bridge knowledge gaps. Counselors guide groups, fostering trust and achieving collective goals. A case study explores integrating social networks into professional life, showcasing successful teamwork that empowers workers and enriches organizational knowledge.

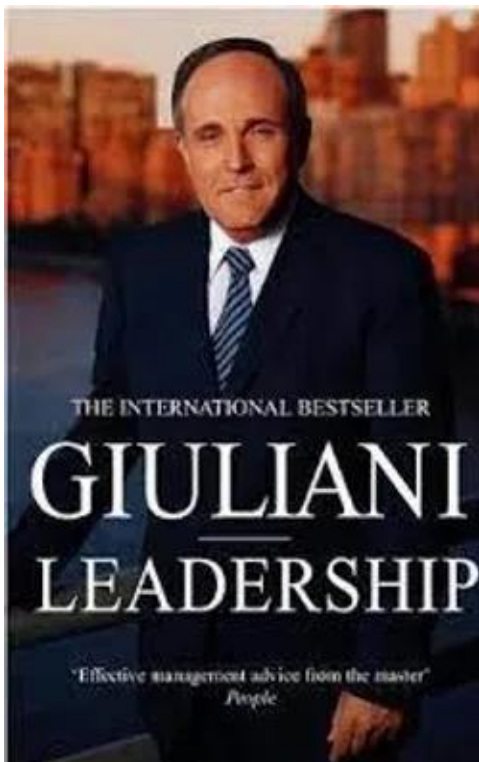
# 03

## What's new in Social BI?

Social Business Intelligence (BI) incorporates traditional information sources along with social organizational data to support decision-making and identify social trends.



[To full article](#)



# 04

## Leadership - Book Review

In "Leadership" (2002), Rudolph Giuliani reflects on his tenure as Mayor of New York City, sharing insights on conviction, learning, managing subordinates, and effective interactions. He emphasizes preparation, promoting the right people, and fostering trust and respect.

[To full article](#)