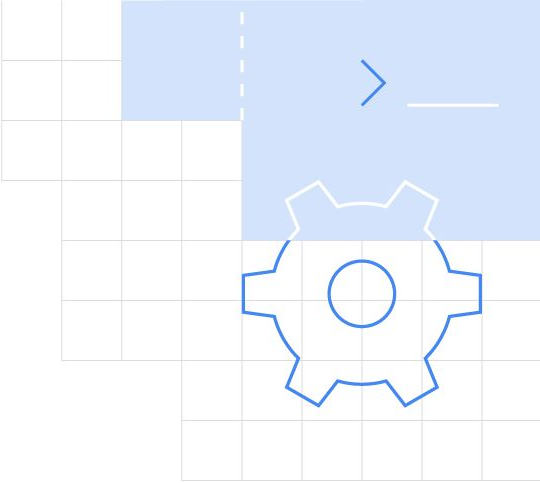

Solution Design 2:
Visual and Product Design

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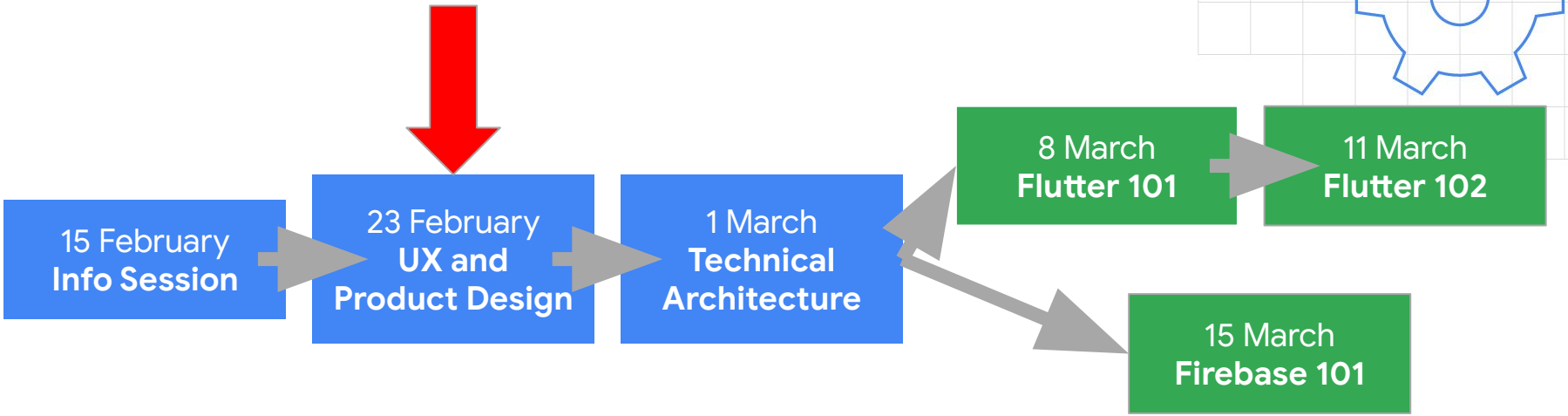
Solution Design Roadmap



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Scan the QR Code for more information

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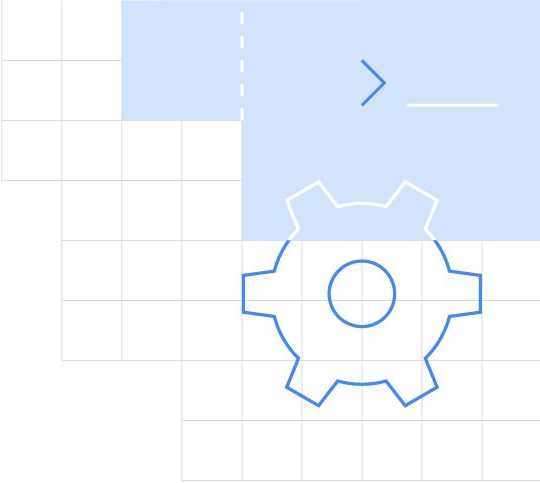

Visual design is...

(write it down!)

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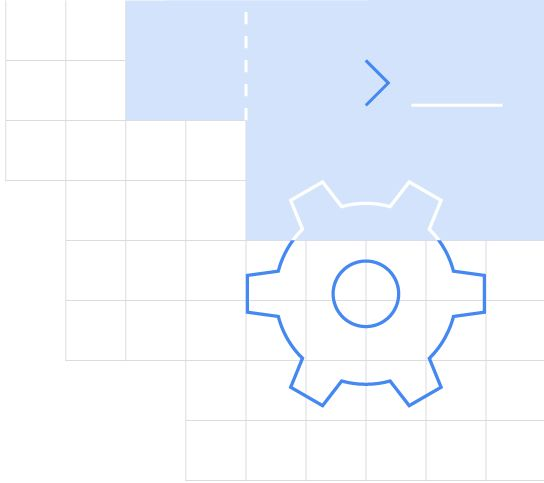
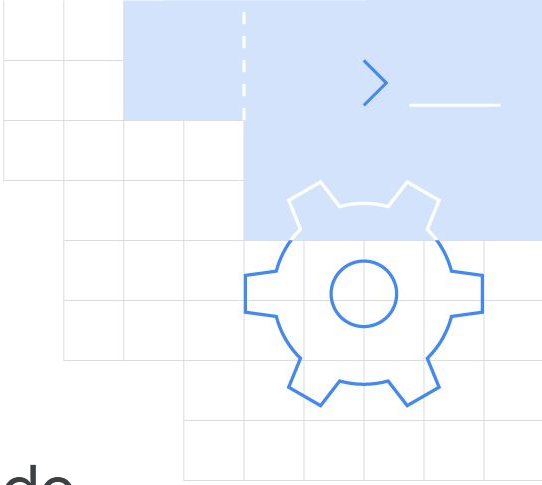
visual design



Establish credibility

Communicate a brand/personality

Enhance usability



information hierarchy is used to guide the user's attention

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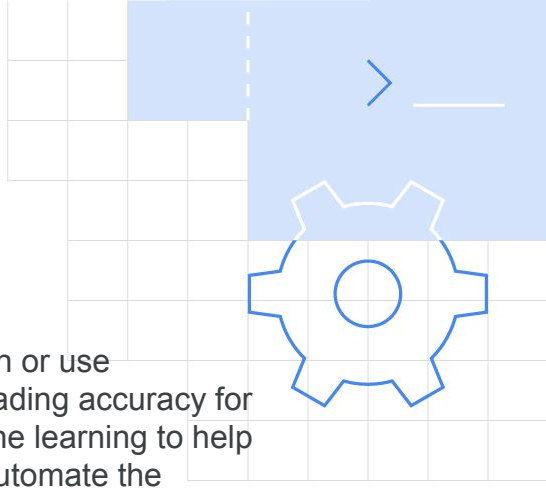
information hierarchy: very bad



Vision AI Derive insights from your images in the cloud or at the edge with AutoML Vision or use pre-trained Vision API models to detect emotion, understand text, and more. Industry-leading accuracy for image understanding Google Cloud offers two computer vision products that use machine learning to help you understand your images with industry-leading prediction accuracy. AutoML Vision Automate the training of your own custom machine learning models. Simply upload images and train custom image models with AutoML Vision's easy-to-use graphical interface; optimize your models for accuracy, latency, and size; and export them to your application in the cloud, or to an array of devices at the edge. Vision API Google Cloud's Vision API offers powerful pre-trained machine learning models through REST and RPC APIs. Assign labels to images and quickly classify them into millions of predefined categories. Detect objects and faces, read printed and handwritten text, and build valuable metadata into your image catalog.

information hierarchy: bad

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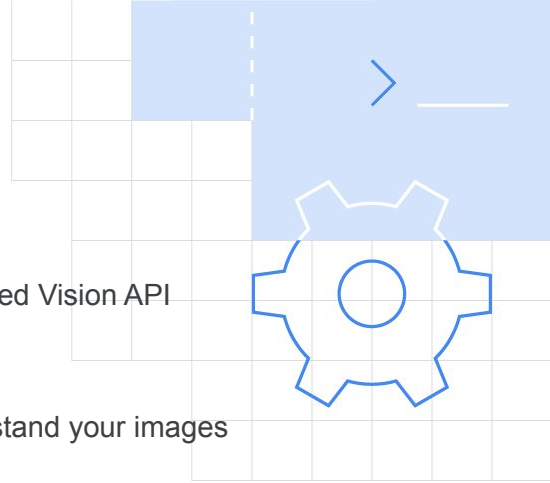
information hierarchy: okay



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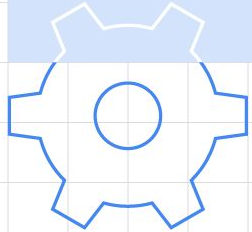
information hierarchy: good



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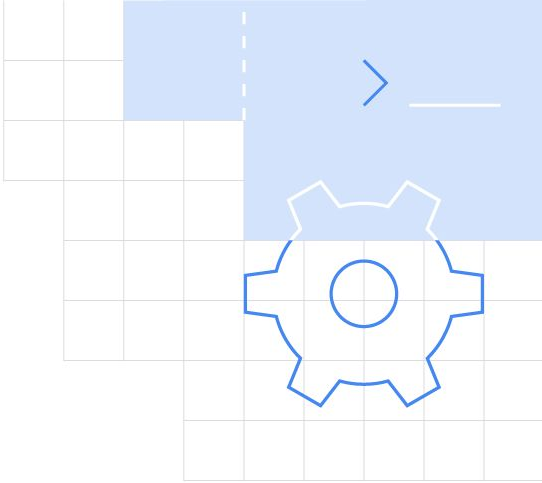

color is used to communicate a brand/personality

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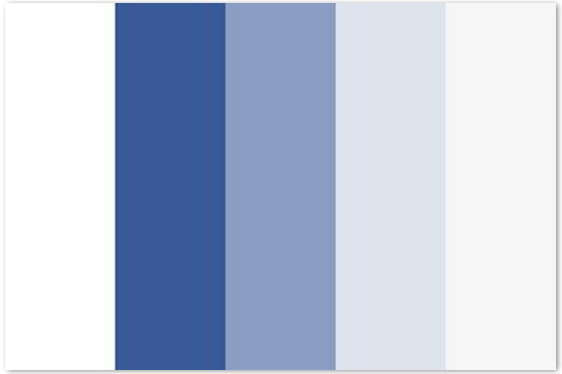

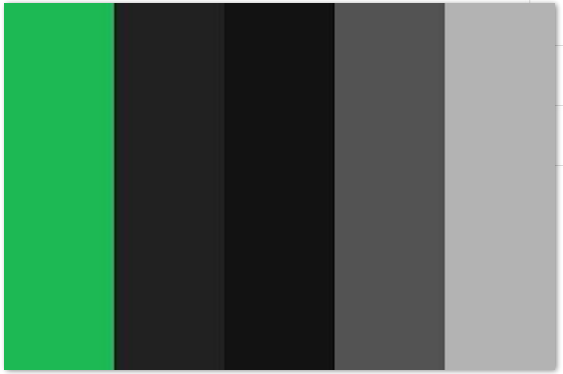

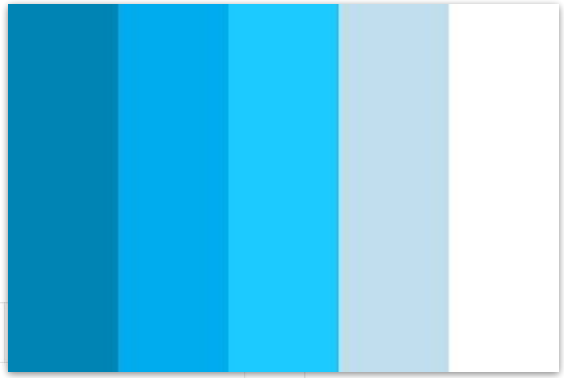

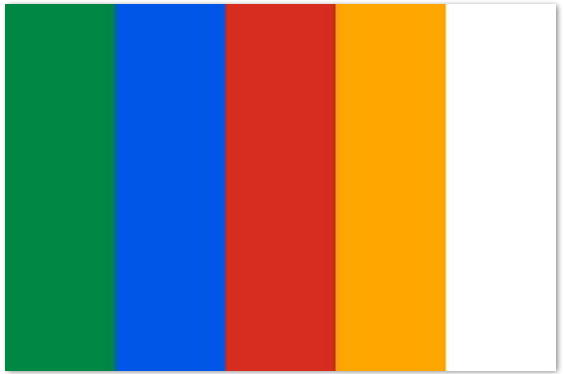

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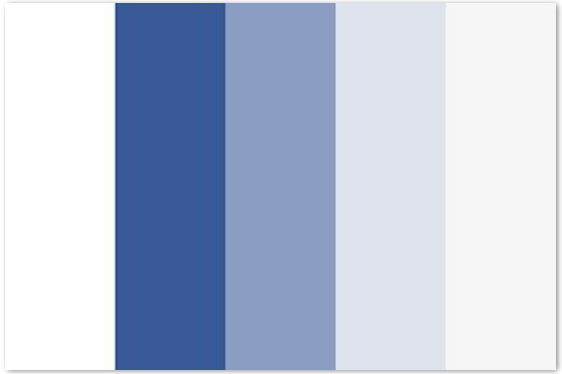
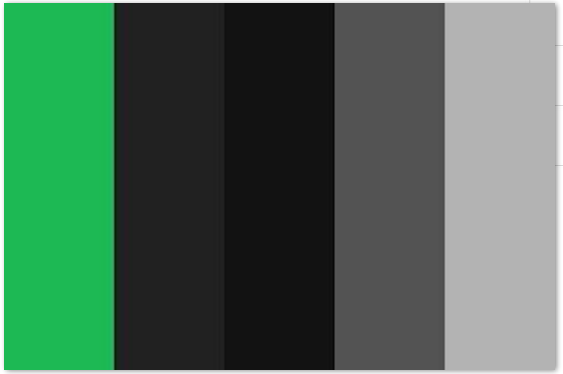
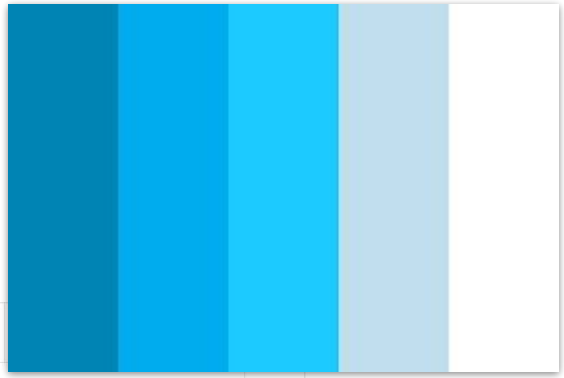


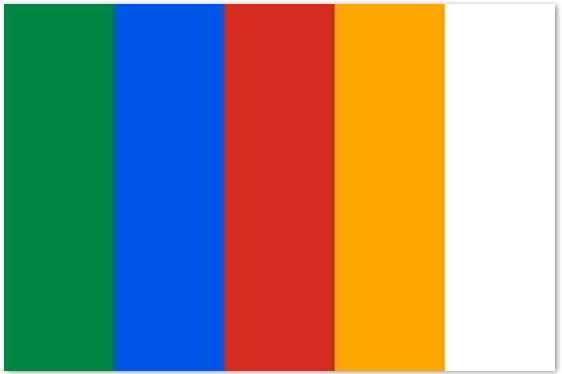
facebook



spotify



twitter



google

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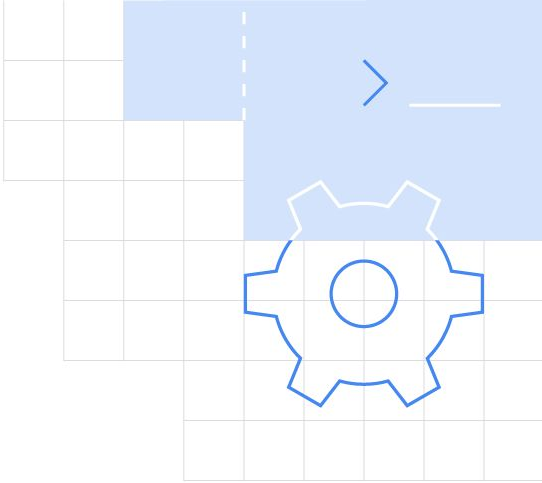

grid systems break up space into regular units

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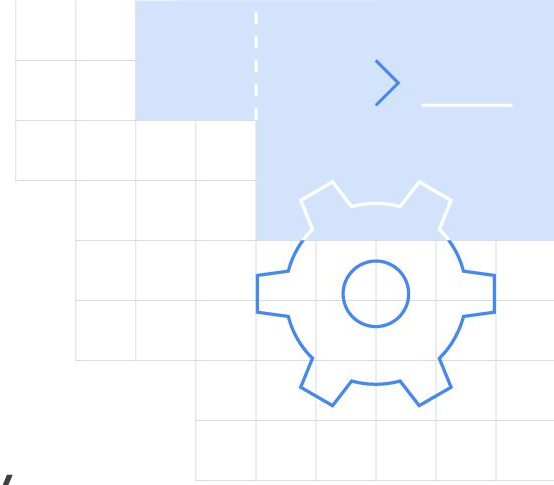

grid systems provide clarity, efficiency, economy, and continuity

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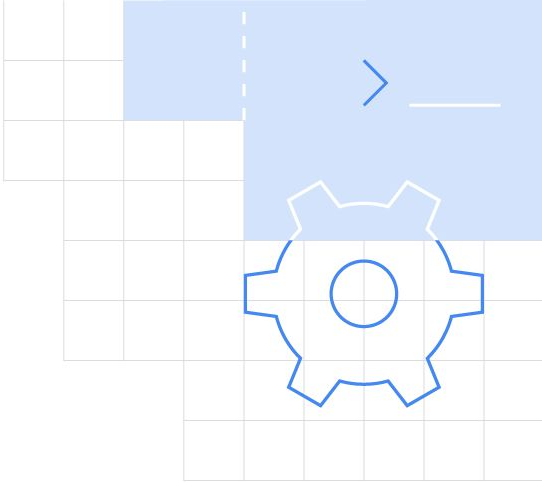

grid systems organize information on a page

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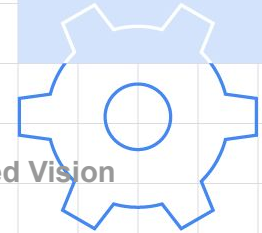
grid systems: an old example



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grid systems: an old example

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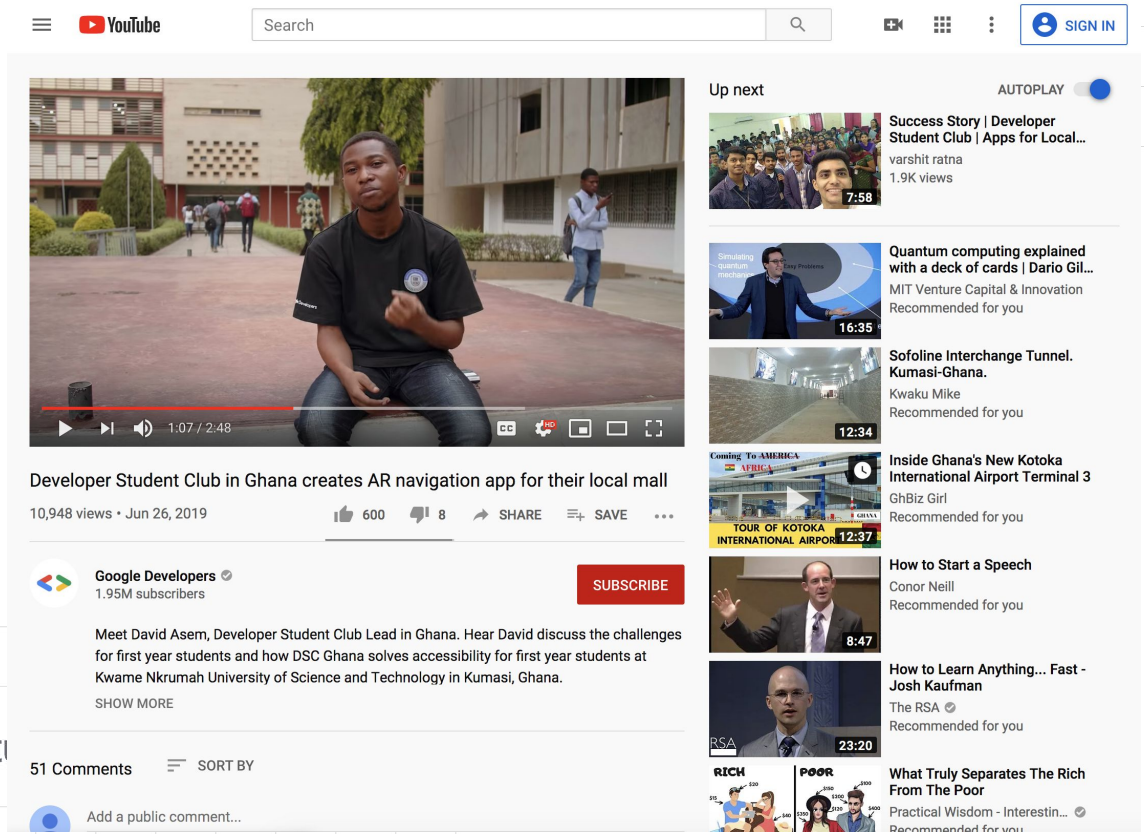
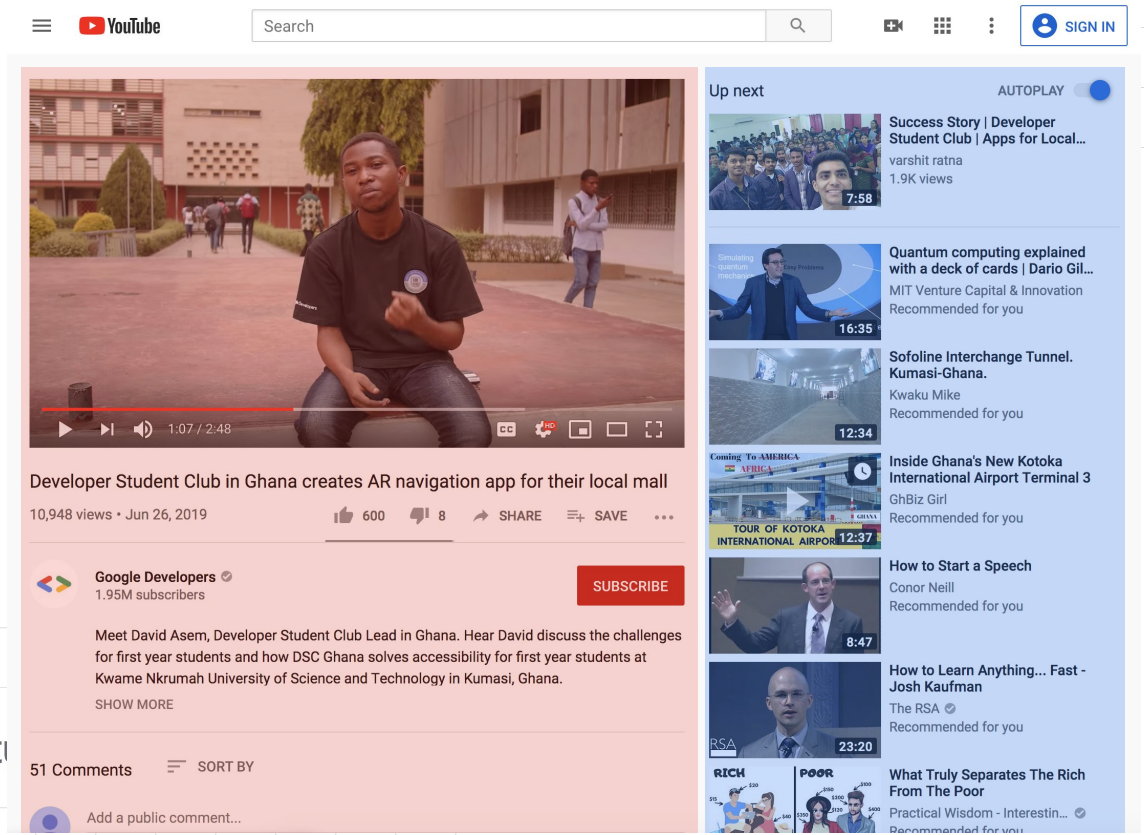
grid systems: another example



Developer Stu

grid systems: another example



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activity: information display

Get the text here:
bit.ly/2JWt1dM

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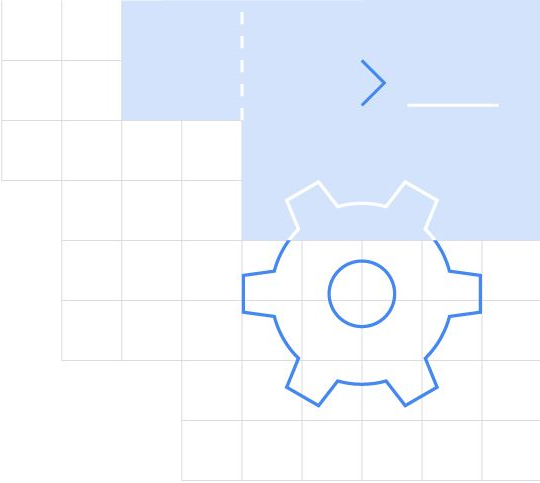
Jane Doe
1600 Amphitheatre Parkway, Mountain View, California
jane.doe@fakeemail.com
Software Engineer
Career Objective
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec id sapien ullamcorper, pellentesque magna volutpat, tempus purus.
Qualifications
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Skills
Programming Languages
C++, C, Java, Python
Spoken Languages
Spanish, Japanese
Professional Experience
Software Engineer, Google Cloud
Mountainview, California
5/1/19 - present
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Software Engineer, Nest
Sunnyvale, California
2/4/18 - 4/20/19
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Education
Bachelor of Science in Computer Science
Graduated from Example University 2019



Go!

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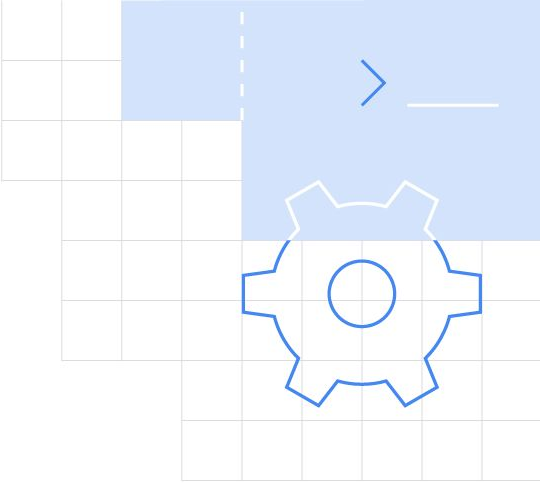

Product design is...

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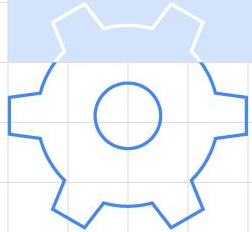
Product design is the act of designing a product



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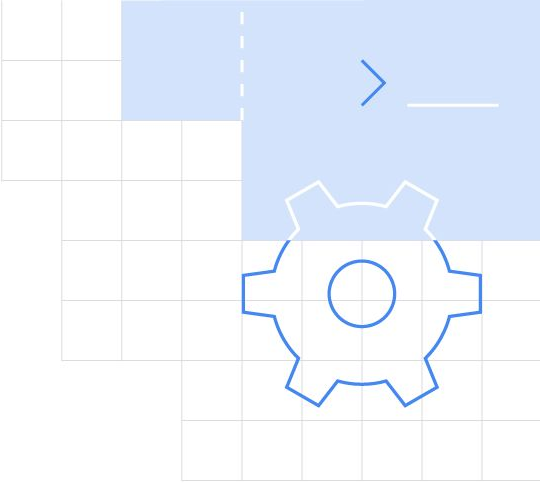

A product is...

(write it down!)

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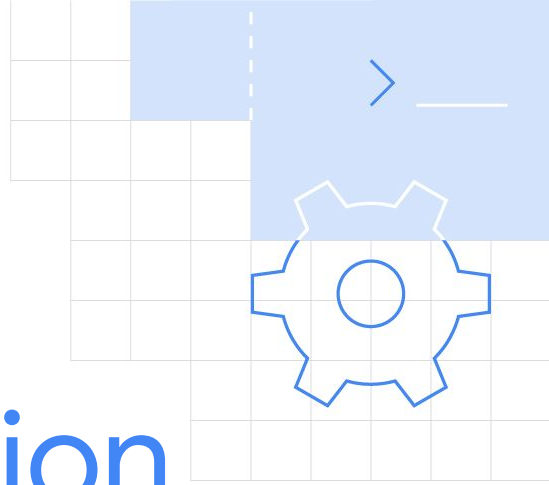

A product is a solution to a problem

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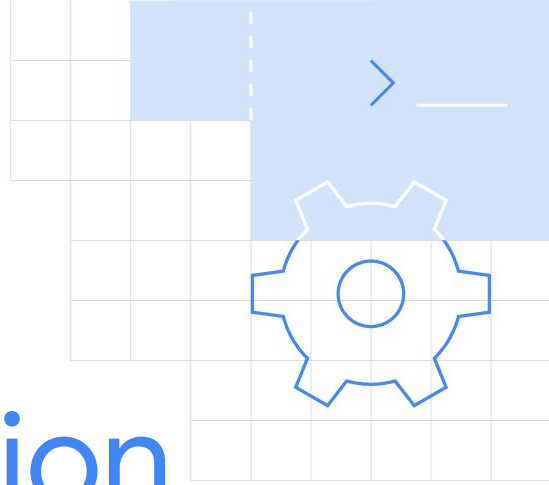

A product is a solution to a user's problem

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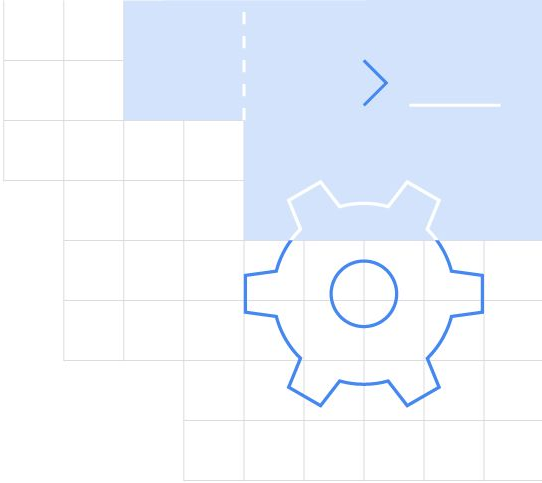
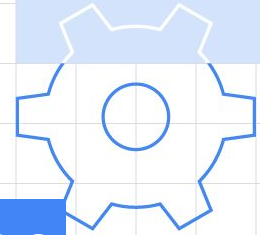


What are typical problems for a new product team?

What are typical problems for a new product team?

A lack of **time**, **funding**, and **understanding of the customer**



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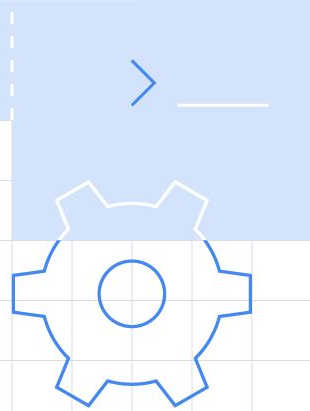
How can we mitigate these problems?

Build Efficiently

Measure Success

Learn

...and repeat!



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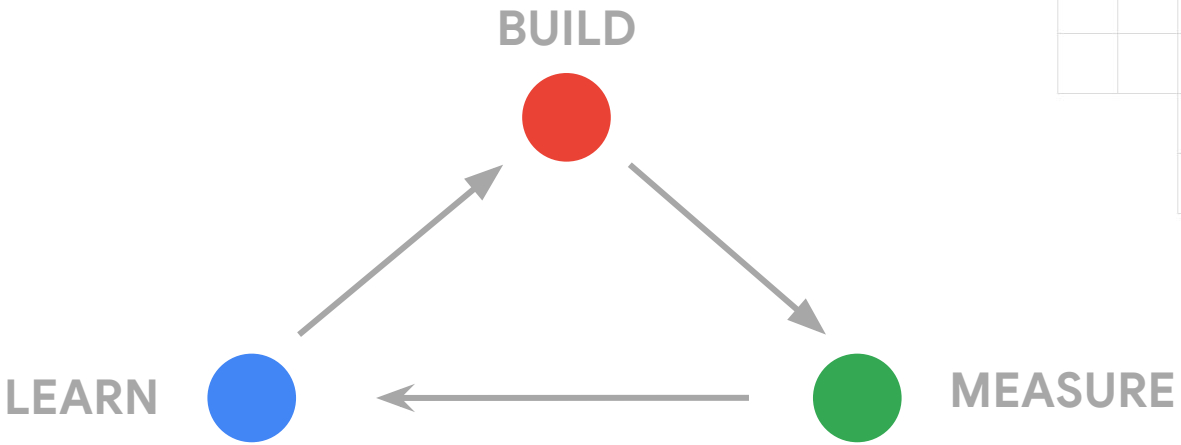

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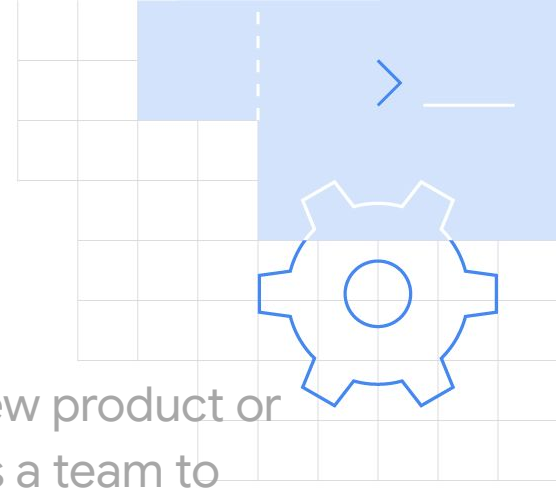
What do we build?

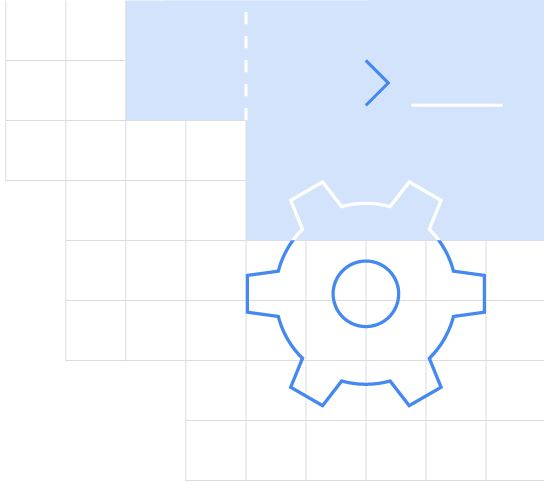


“That version of a new product or service which allows a team to collect the maximum amount of validated learning about customers with the least effort”

- Eric Reis

What do we build?

Minimum Viable Product



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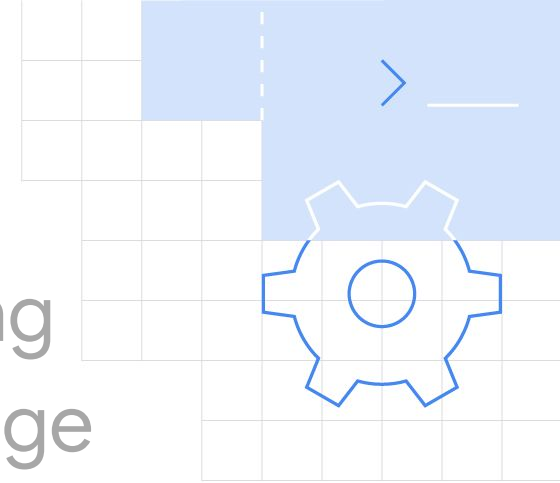

What do we build?

Wireframing
Landing Page
Demo Video
Wizard of Oz
Working Prototype

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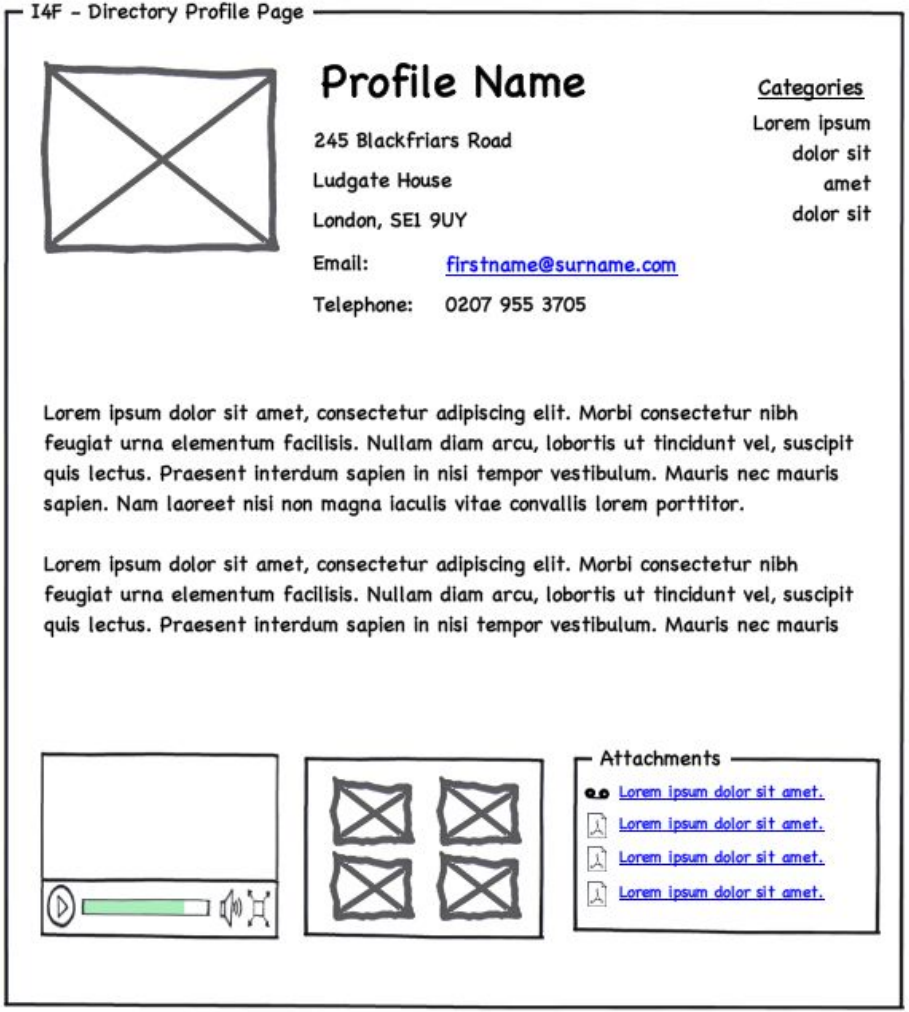
wireframe



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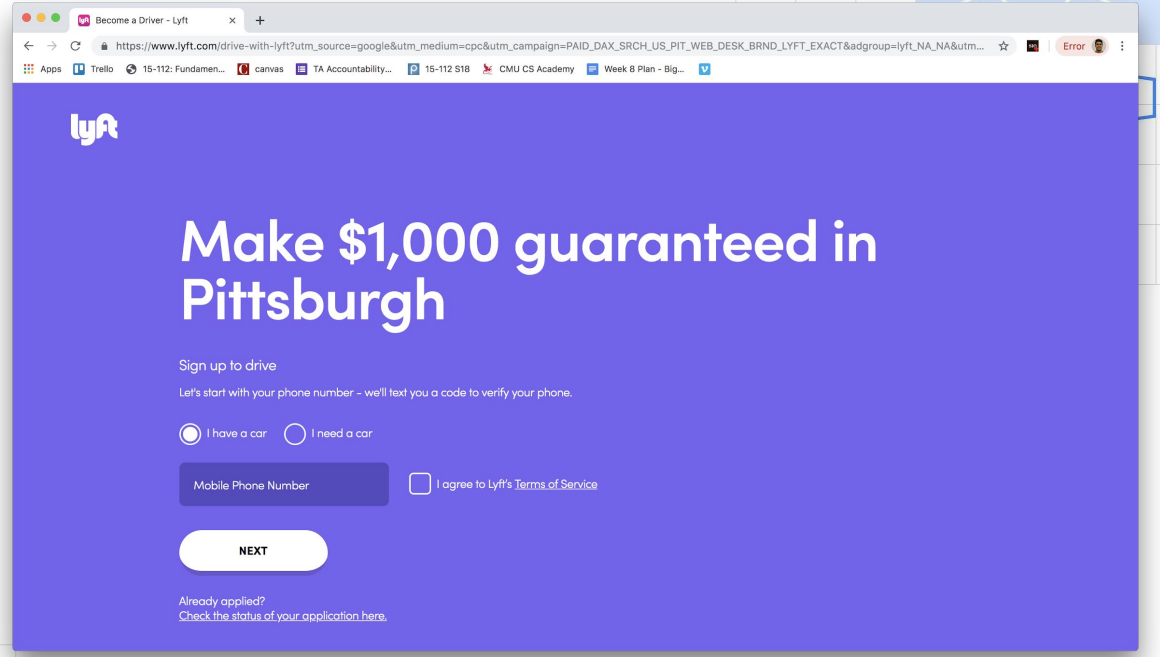
landing page



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demo video

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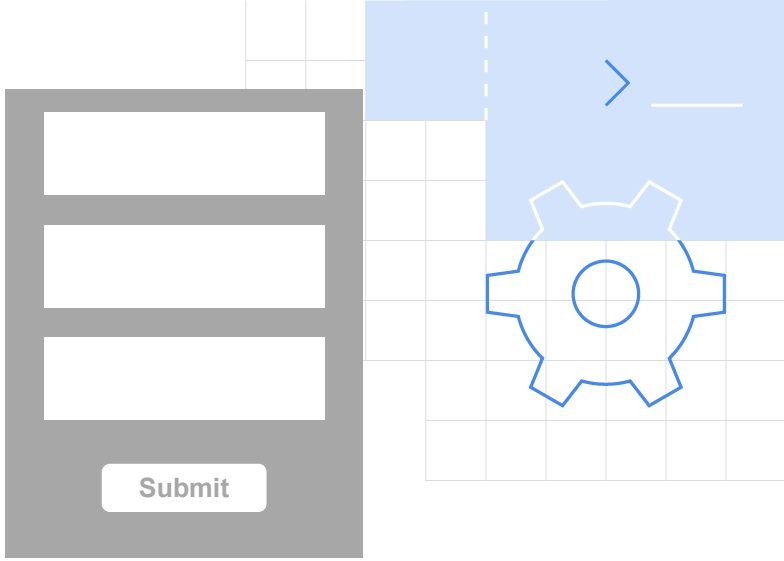
“wizard of oz”

1.



2. Email sent to you

3. You “automatically” schedule a delivery

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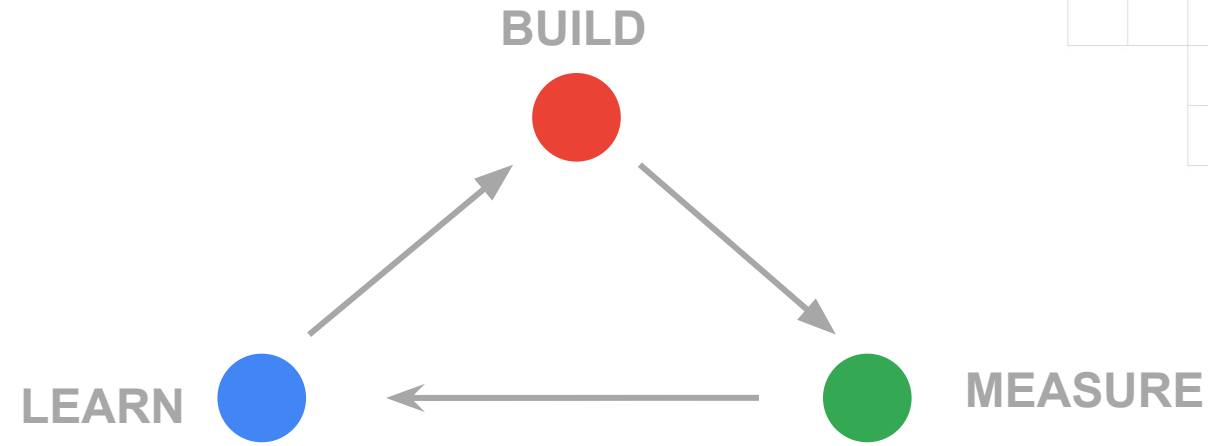
activity: build an MVP



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Go!