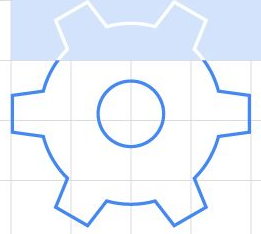
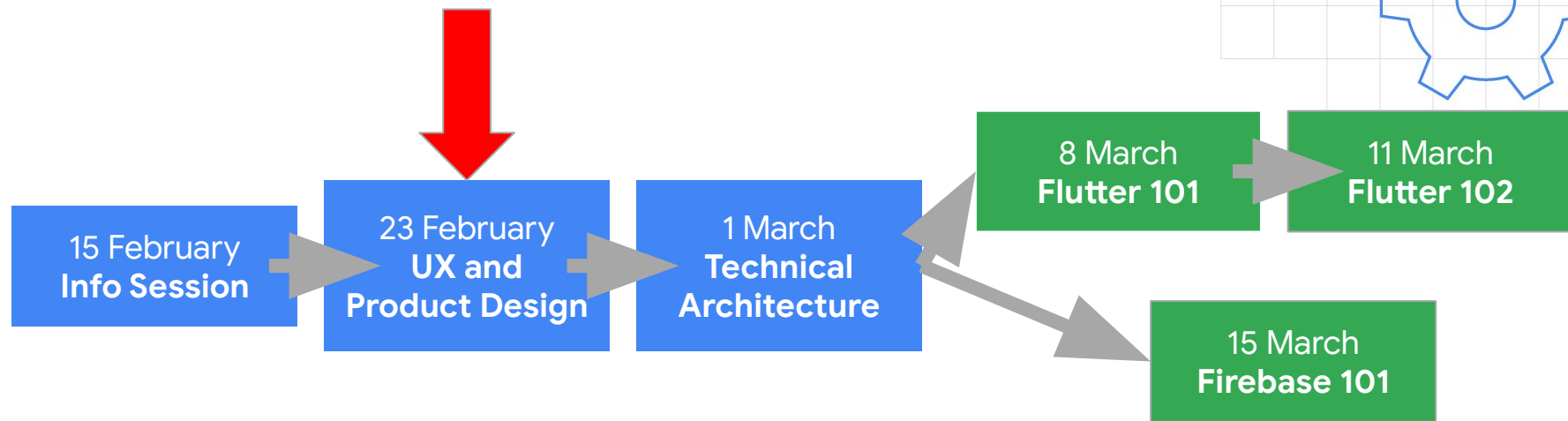


Solution Design 2:

Visual and Product Design



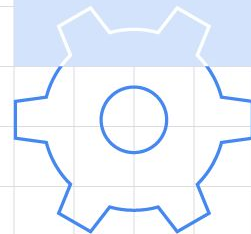
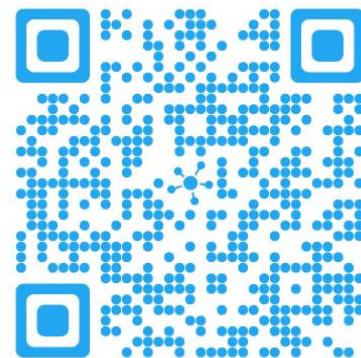
Solution Design Roadmap



Follow us on Social Media

- Facebook Page: Developer Student Club – HKUST
- Instagram: hkust_dsc
- YouTube Channel: HKUST Developer Student Club
- Twitter: @DSCHKUST
- Email: hkustdsc@gmail.com

Scan the QR Code for
more information

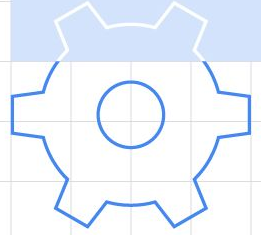


Visual design is...

(write it down!)



Developer Student Clubs

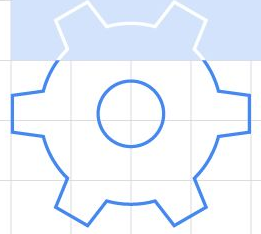


visual design

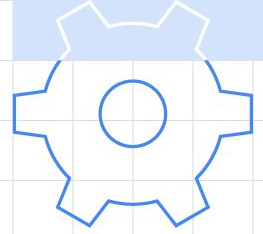
Establish credibility

Communicate a brand/personality

Enhance usability

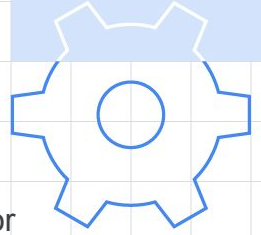


information hierarchy is used to guide the user's attention



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**

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

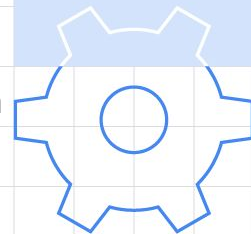
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AutoML Vision

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: **okay**

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Industry-leading accuracy for image understanding

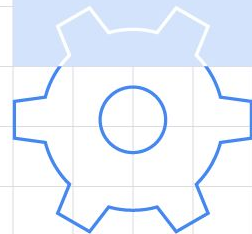
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information hierarchy: **good**

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

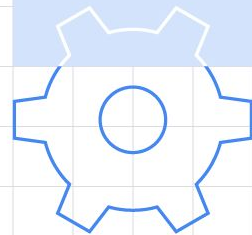
Google Cloud offers two computer vision products that use machine learning to help you understand your images with industry-leading prediction accuracy.

AutoML Vision

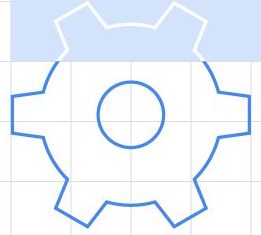
Automate the training of your own custom machine learning models. Simply upload images and train custom image models with AutoML Vision's easy-to-use graphical interface; optimize your models for accuracy, latency, and size; and export them to your application in the cloud, or to an array of devices at the edge.

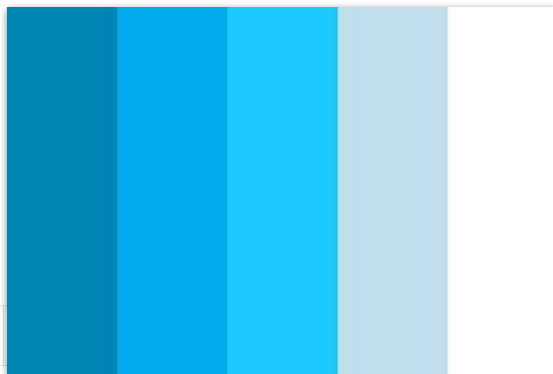
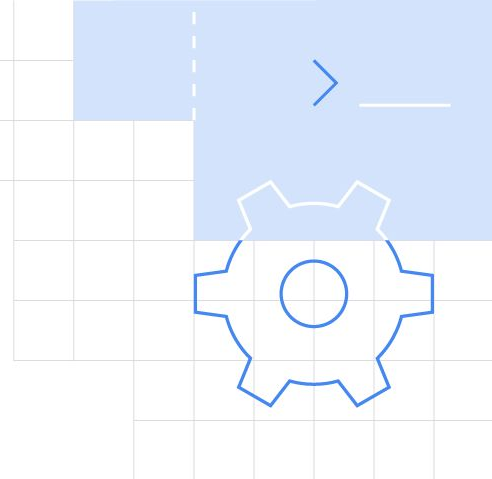
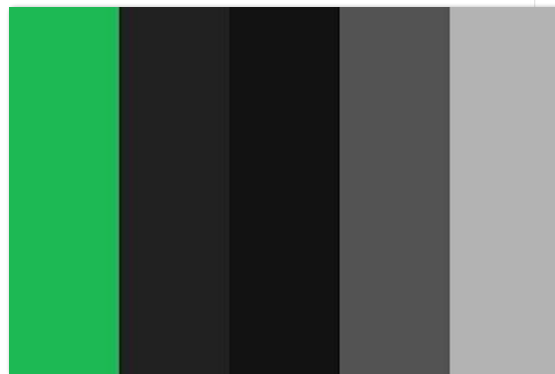
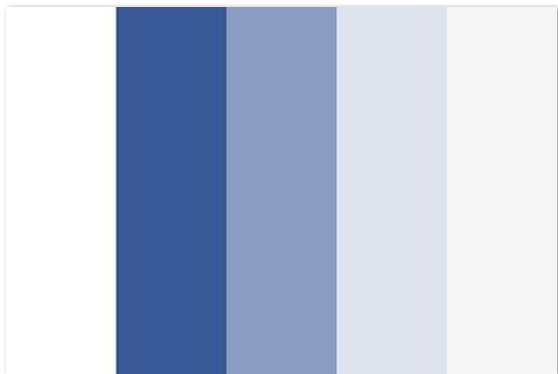
Vision API

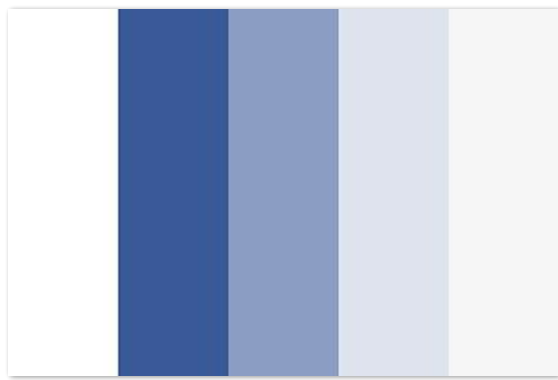
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color is used to communicate a brand/personality



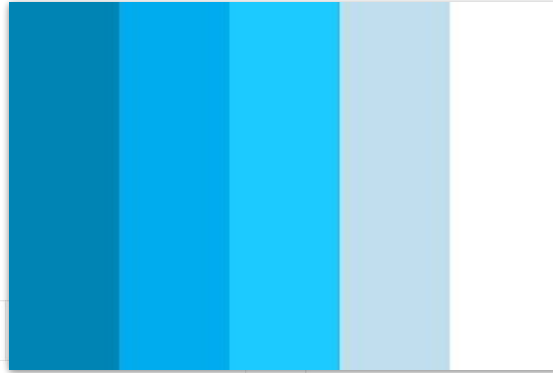
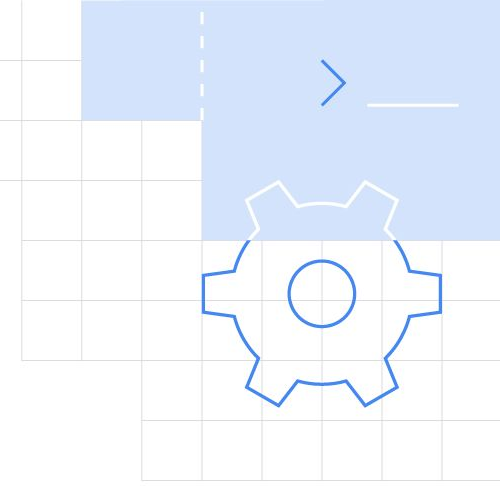




facebook



spotify



Developer Student Clubs **twitter**

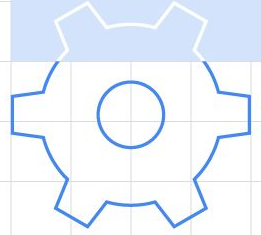


google



grid systems break up space into regular units

grid systems provide clarity, efficiency,
economy, and continuity





grid systems organize information on a page

grid systems: **an old example**

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Industry-leading accuracy for image understanding

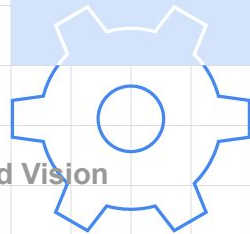
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grid systems: **an old example**

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grid systems: **another example**

 YouTube

Search



 SIGN IN




1.07 / 2:48

CC HD

Developer Student Club in Ghana creates AR navigation app for their local mall

10,948 views • Jun 26, 2019

600 8 SHARE SAVE



Google Developers ✓
1.95M subscribers

SUBSCRIBE

Meet David Asem, Developer Student Club Lead in Ghana. Hear David discuss the challenges for first year students and how DSC Ghana solves accessibility for first year students at Kwame Nkrumah University of Science and Technology in Kumasi, Ghana.

SHOW MORE


51 Comments

Sort by


Add a public comment...

Up next

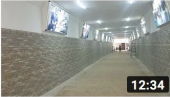
AUTOPLAY




Success Story | Developer Student Club | Apps for Local...
varshit ratna
1.9K views
7:58




Quantum computing explained with a deck of cards | Dario Gil...
MIT Venture Capital & Innovation
Recommended for you
16:35




Sofoline Interchange Tunnel, Kumasi-Ghana.
Kwaku Mike
Recommended for you
12:34




Inside Ghana's New Kotoka International Airport Terminal 3
GhBiz Girl
Recommended for you
12:37



How to Start a Speech
Conor Neill
Recommended for you
8:47

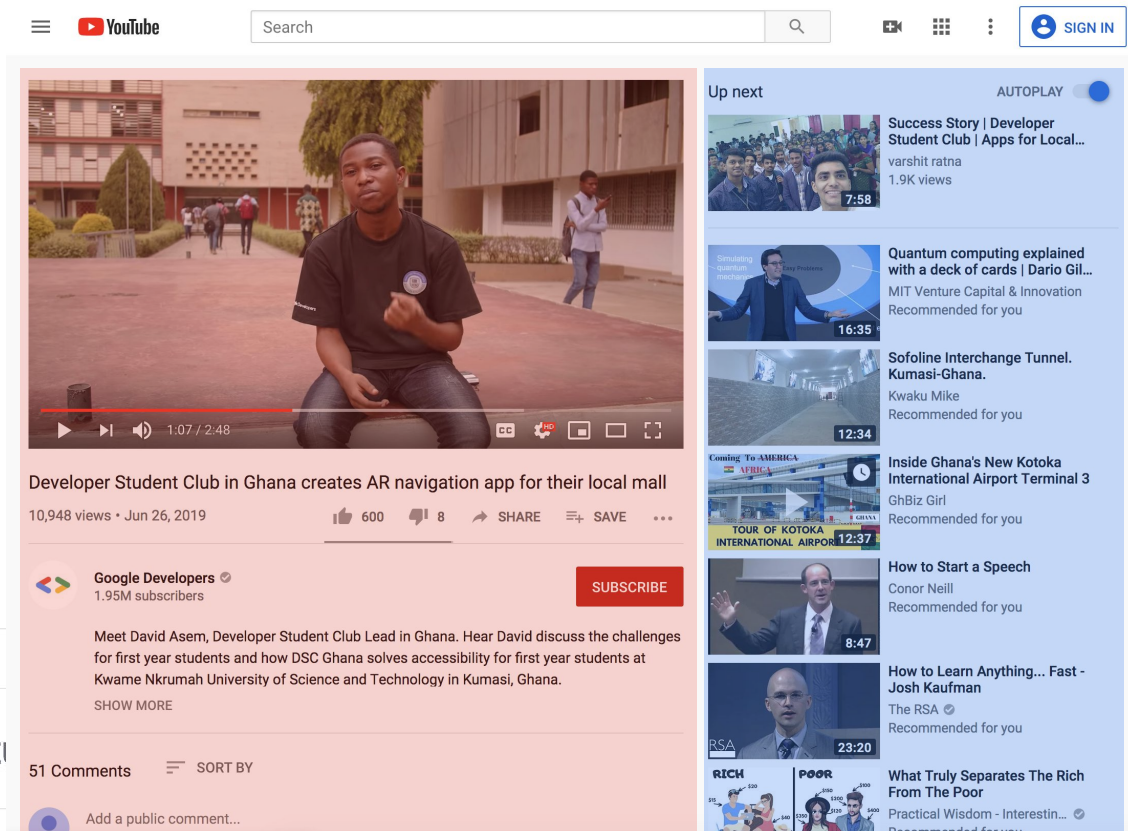


How to Learn Anything... Fast - Josh Kaufman
The RSA ✓
Recommended for you
23:20



What Truly Separates The Rich From The Poor
Practical Wisdom - Interestin...
Recommended for you

grid systems: **another example**



The image shows a YouTube video player interface. The main video is titled "Developer Student Club in Ghana creates AR navigation app for their local mall". The video shows a man sitting on a bench in front of a building, talking to the camera. The video has 10,948 views and was uploaded on Jun 26, 2019. The video is from the channel "Google Developers" (1.95M subscribers). The video description mentions David Asem, Developer Student Club Lead in Ghana, and discusses the challenges for first year students and how DSC Ghana solves accessibility for first year students at Kwame Nkrumah University of Science and Technology in Kumasi, Ghana. The video has 51 comments and a "SORT BY" dropdown menu. The "Up next" section on the right shows several recommended videos, including "Success Story | Developer Student Club | Apps for Local...", "Quantum computing explained with a deck of cards | Dario Gil...", "Sofoline Interchange Tunnel. Kumasi-Ghana.", "Inside Ghana's New Kotoka International Airport Terminal 3", "How to Start a Speech", "How to Learn Anything... Fast - Josh Kaufman", and "What Truly Separates The Rich From The Poor".

YouTube

Search

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AUTOPLAY

Success Story | Developer Student Club | Apps for Local...
varshit ratna
1.9K views
7:58

Quantum computing explained with a deck of cards | Dario Gil...
MIT Venture Capital & Innovation
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Kwaku Mike
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600 8 SHARE SAVE ...

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SUBSCRIBE

Meet David Asem, Developer Student Club Lead in Ghana. Hear David discuss the challenges for first year students and how DSC Ghana solves accessibility for first year students at Kwame Nkrumah University of Science and Technology in Kumasi, Ghana.

SHOW MORE

51 Comments SORT BY

Add a public comment...

activity: information display

Get the text here:

bit.ly/2JWt1dM

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.

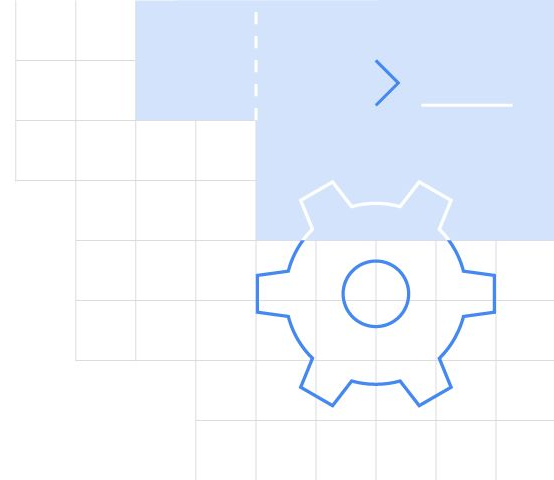
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Education

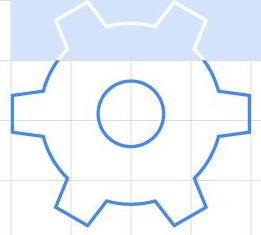
Bachelor of Science in Computer Science

Graduated from Example University 2019

Go!

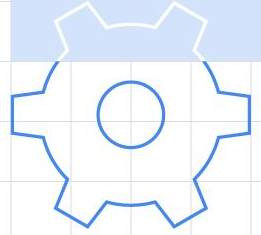


Product design is...



Developer Student Clubs

Product design is the
act of designing a
product



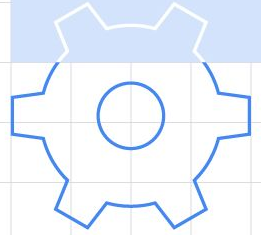
Developer Student Clubs

A product is...

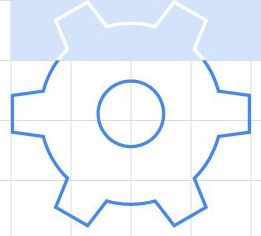
(write it down!)



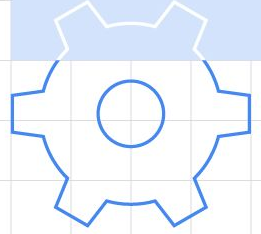
Developer Student Clubs



A product is a solution
to a problem



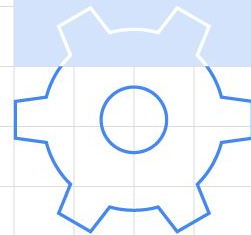
A product is a solution
to a user's problem



What are typical
problems for a new
product team?

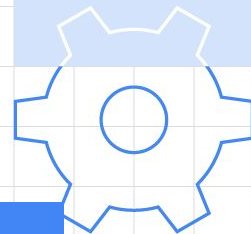


Developer Student Clubs



What are typical problems for a new product team?

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



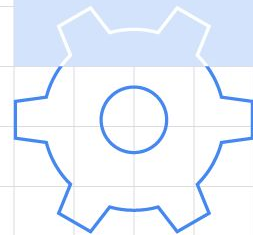
How can we
mitigate these
problems?

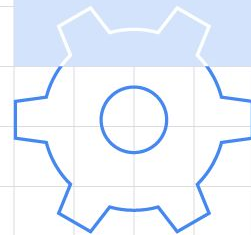
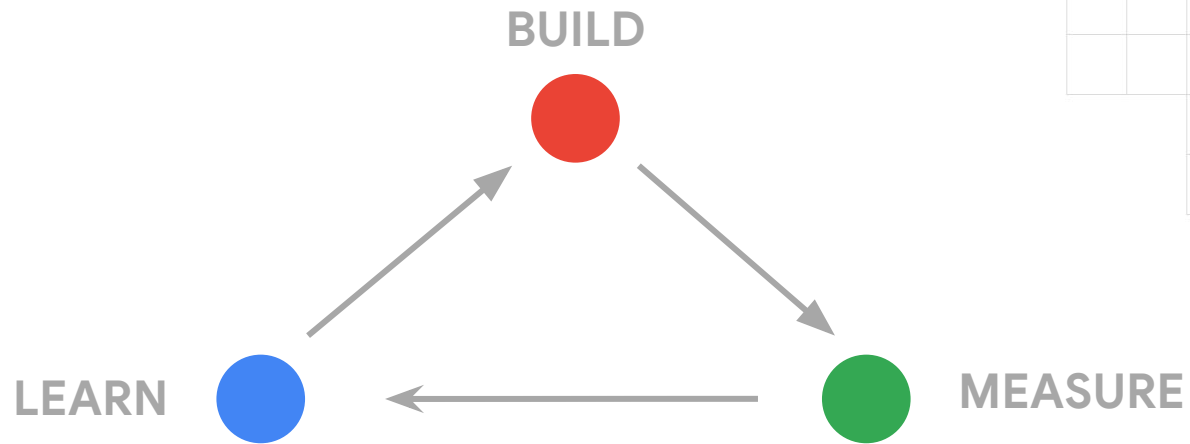
Build Efficiently
Measure Success
Learn

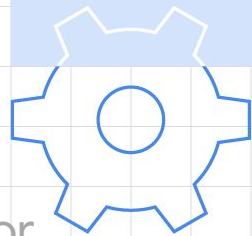
...and repeat!



Developer Student Clubs







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



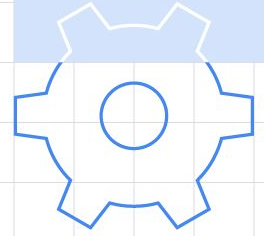
Developer Student Clubs

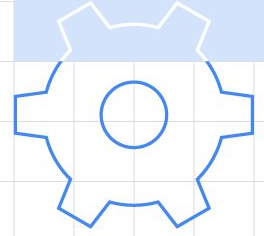
What do we build?

Minimum
Viable
Product



Developer Student Clubs

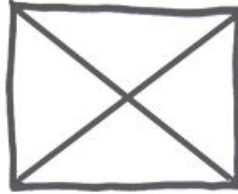




What do we build?

Wireframing
Landing Page
Demo Video
Wizard of Oz
Working Prototype

wireframe



Profile Name

245 Blackfriars Road
Ludgate House
London, SE1 9UY

Email: firstname@surname.com

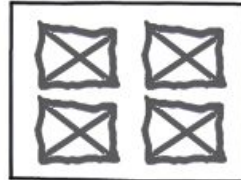
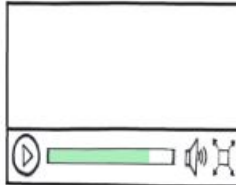
Telephone: 0207 955 3705

Categories

Lorem ipsum
dolor sit
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dolor sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi consectetur nibh feugiat urna elementum facilisis. Nullam diam arcu, lobortis ut tincidunt vel, suscipit quis lectus. Praesent interdum sapien in nisi tempor vestibulum. Mauris nec mauris sapien. Nam laoreet nisi non magna iaculis vitae convallis lorem porttitor.

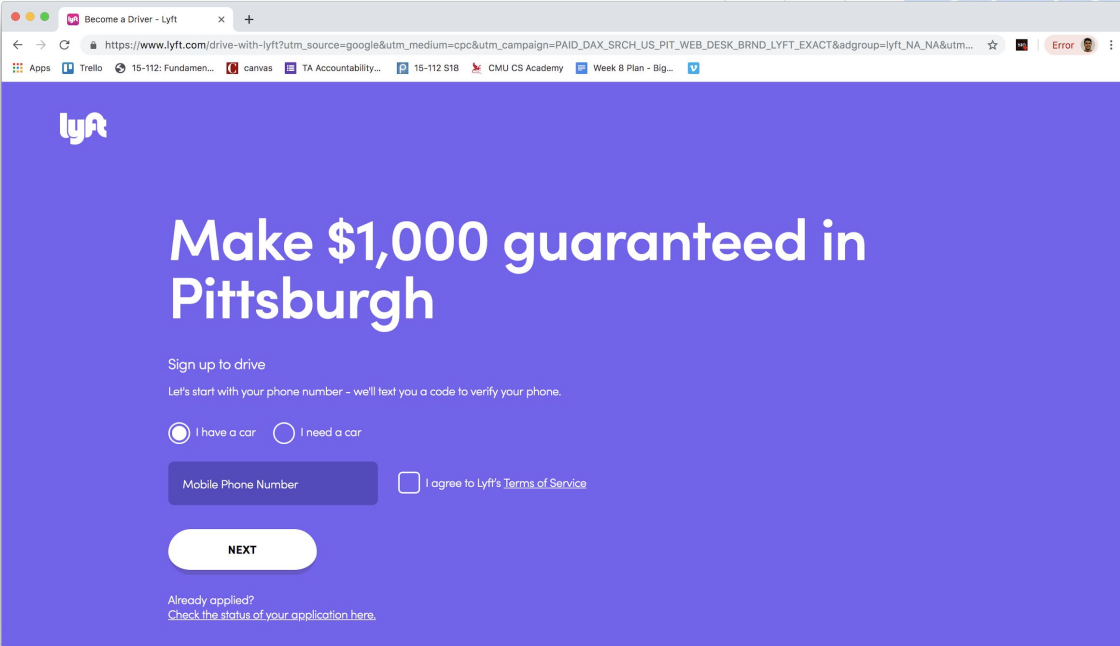
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Attachments

-  [Lorem ipsum dolor sit amet.](#)
-  [Lorem ipsum dolor sit amet.](#)
-  [Lorem ipsum dolor sit amet.](#)
-  [Lorem ipsum dolor sit amet.](#)

landing page



Become a Driver - Lyft

https://www.lyft.com/drive-with-lyft?utm_source=google&utm_medium=cpc&utm_campaign=PAID_DAX_SRCH_US_PIT_WEB_DESK_BRND_LYFT_EXACT&adgroup=lyft_NA_NA&utm...

Apps Trello 15-112: Fundamen... canvas TA Accountability... 15-112 S18 CMU CS Academy Week 8 Plan - Big...

lyft

Make \$1,000 guaranteed in Pittsburgh

Sign up to drive

Let's start with your phone number - we'll text you a code to verify your phone.

☒ I have a car ☐ I need a car

Mobile Phone Number ☐ I agree to Lyft's [Terms of Service](#)

NEXT


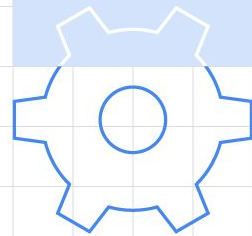
Already applied?
[Check the status of your application here.](#)

demo video



“wizard of oz”

1.

A gray rectangular form with three white input fields stacked vertically. At the bottom of the form is a white button with the text "Submit" in gray.

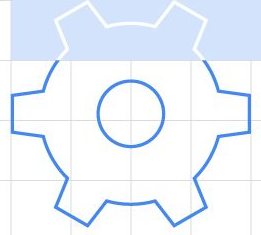
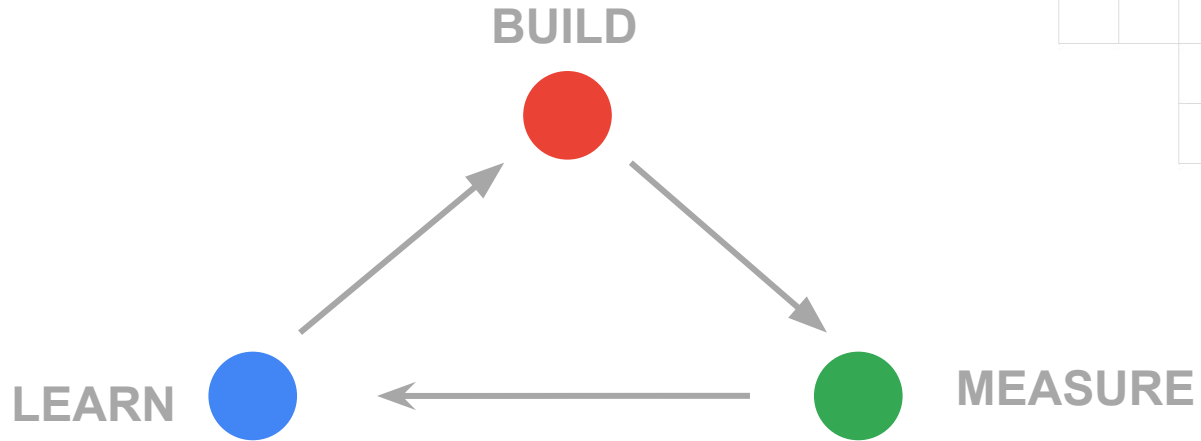
2. Email sent to you

3. You “automatically”
schedule a delivery



Developer Student Clubs

activity: **build an MVP**



Go!

