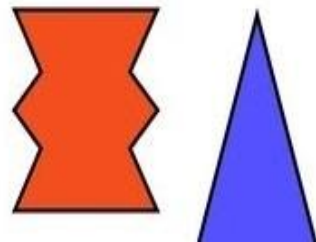




Shuvam Manna

Designing Experiences, not Screens

Twitter @shuvam360



Intro

Things I work on

The Web

Voice Apps

... a bit of Machine Learning



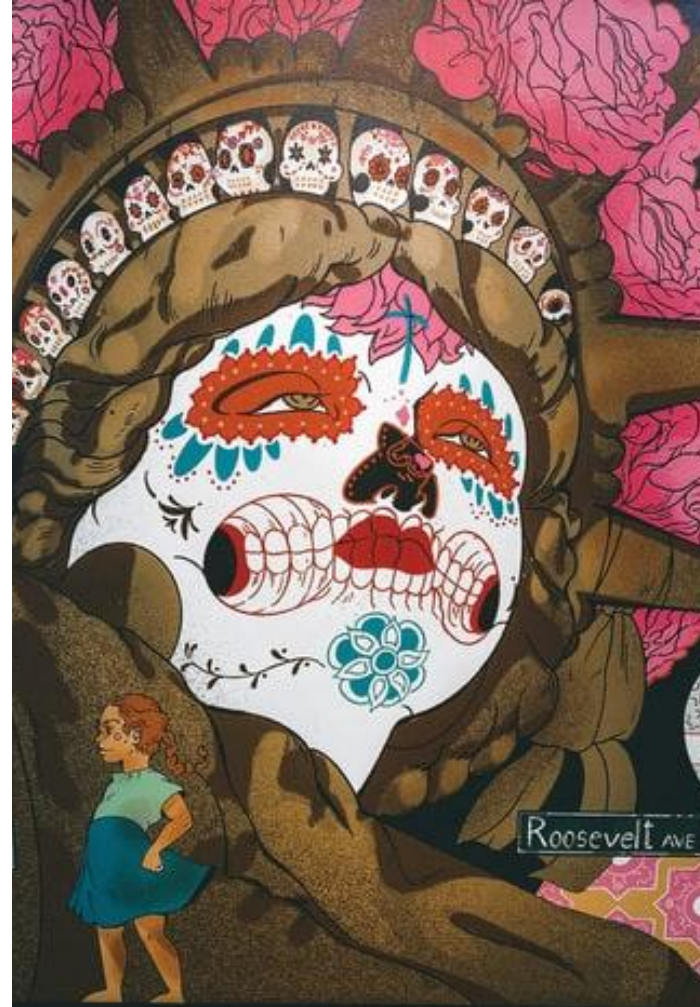
The Product

Story of your Creation

A few hasty sketches

Wireframes / Mockups

Code

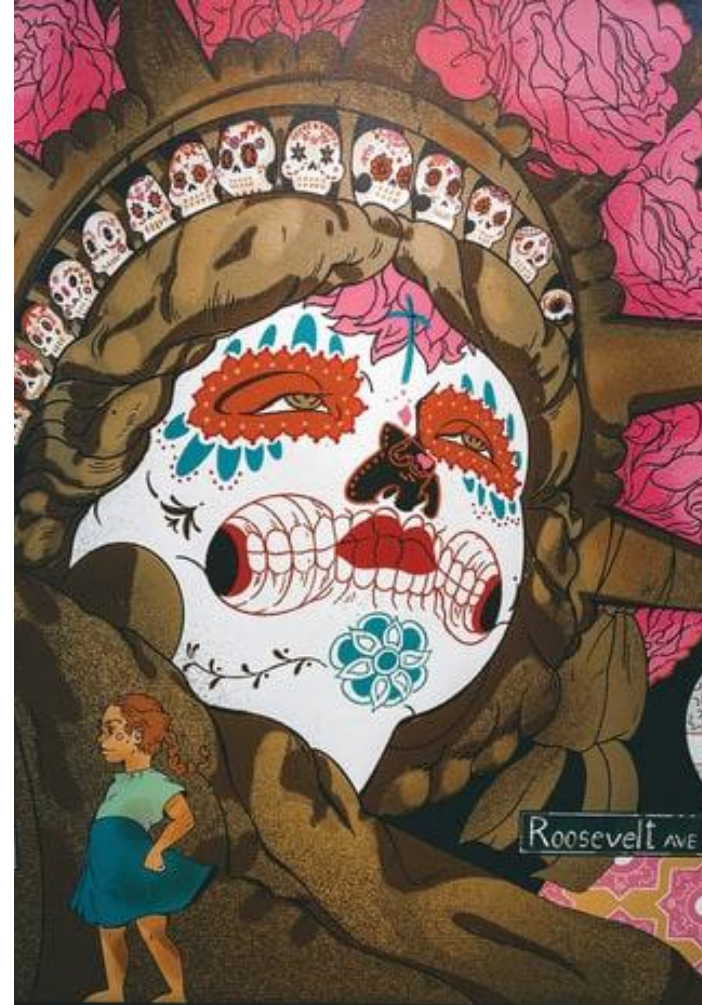


The Product

Story of your Creation

Projects. Okay.

Production. 🙄



The Product

Three Thumb Rules

Three Thumb Rules

 Be Clear

Three Thumb Rules

 Be Clear

 Be a friend

Three Thumb Rules



Be Clear



Be a friend



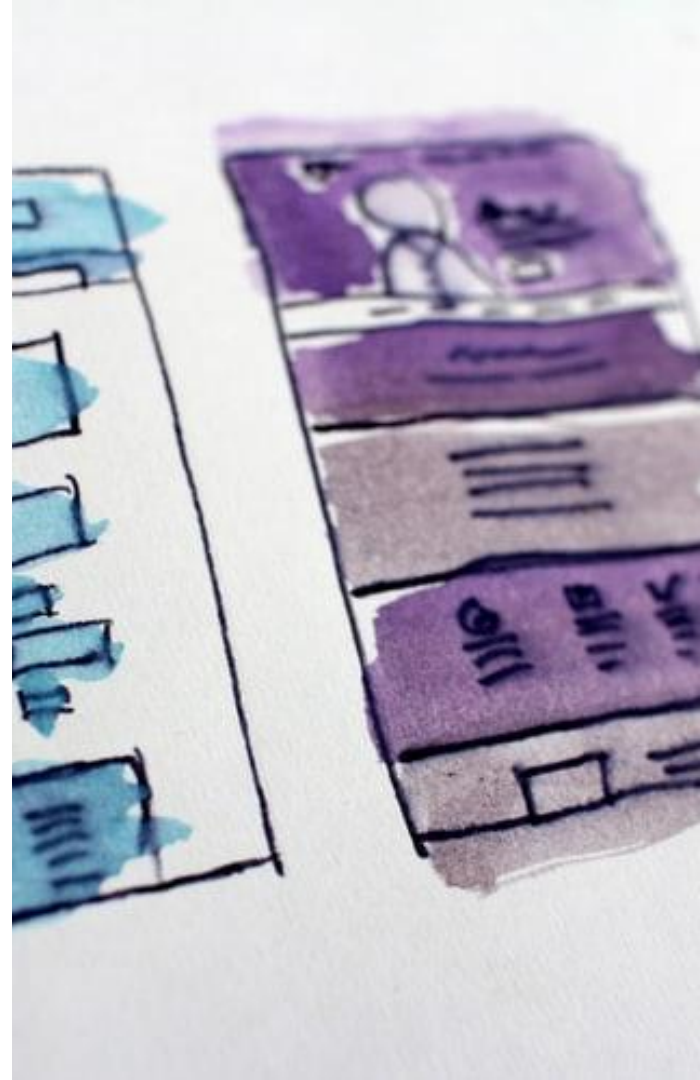
Be expressive

The Product

Form Factor 101

The Web

... umpteen Screen sizes, mobile, desktop, Smartwatches, etc.



The Product

Form Factor 101

Mobile

... umpteen Screen sizes, RAM,
Foldables, lack of screen
real-estate



The Product

Form Factor 101

Augmented Reality

Think of Ingress and Pokemon Go

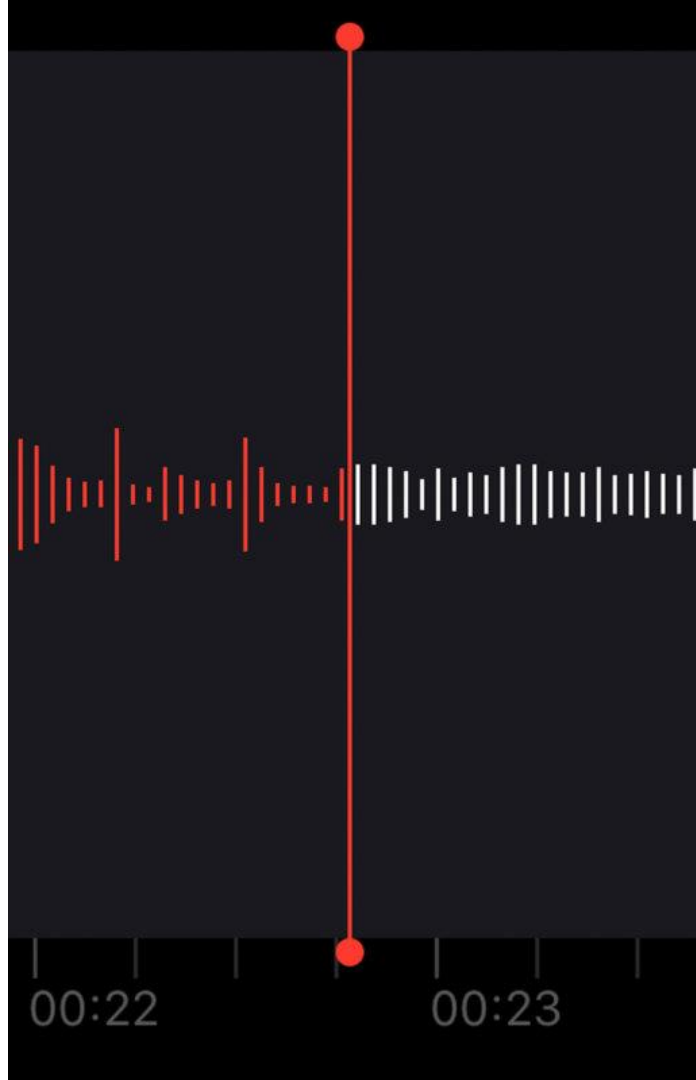


The Product

Form Factor 101

Voice

The screens go rolling right outta
the window!



The Process

Building a Narrative



The Process

Building a Narrative

Your Product needs to have a cohesive voice, a consistent flow, and a persona.



Problem 1

Diving into Mockups

Sharing contextless mocks **assumed** that the problem and constraints were well understood and documented.



Problem 1

Diving into Mockups

Sharing contextless mocks **assumed** that the problem and constraints were well understood and documented.

Don't

Problem 1

Mocks demonstrate the **fidelity of outcome** but not the **fidelity of thinking**.



Problem 1

Mocks lack a **narrative**

Vanilla Mocks and Screens are an inadequate representation of one's value, voice, influence & Work.



Three Thumb Rules

 Be Clear

 Be a friend

 Be expressive

Be Clear

Have a comprehensive idea about what you are trying to build.

Document your ideas, brainstorm.

Use words that matter.



GOOD
VIBES
ONLY

The Product

Be Clear

Isthmus

Floccinaucinihilipilification

Recalcitrance

A black rectangular sign with a white border is placed on a concrete sidewalk. The sign features the words "GOOD", "VIBES", and "ONLY" stacked vertically in a bold, white, sans-serif font. The background of the image shows a blurred outdoor setting with some equipment and a building in the distance.

GOOD
VIBES
ONLY

The Product

Be Clear

Isthmus

Floccinaucinihilipilification

Recalcitrance



Be
A
Friend





What do you want to talk about?



+ Add hashtag

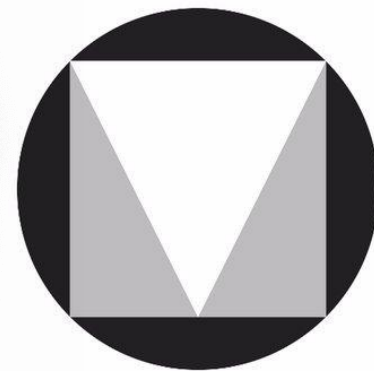
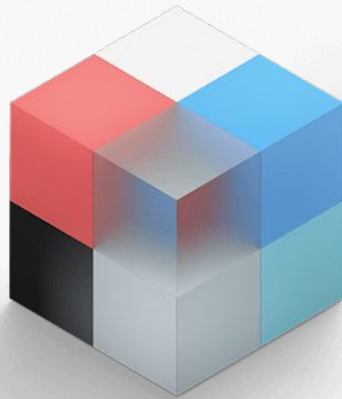
#instagram

The Product

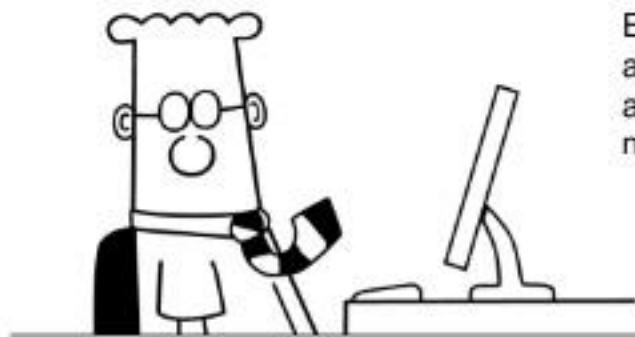
Be Expressive



Design Systems



What I mean when I say “information architect”



Engineer is an identity,
a way of approaching the world,
an affinity your friends and
neighbors won't let you forget.

Photo credit: <https://coronalabs.com/dilbert/>

Process

Keep it alive

Socialize, discuss, get feedback, iterate & **maintain**.



danke!

Twitter @shuvam360

Medium @shuvam.manna

