Product Design @ Native Instruments + IDAGIO

Ant Orant 2024

1. NI: “Ideas” view exploration sprint
2. NI: Product concept ideation roadmap
3. IDAGIO: Pattern Library
4. IDAGIO: Design system discovery

1. NI: “Ideas” view exploration sprint

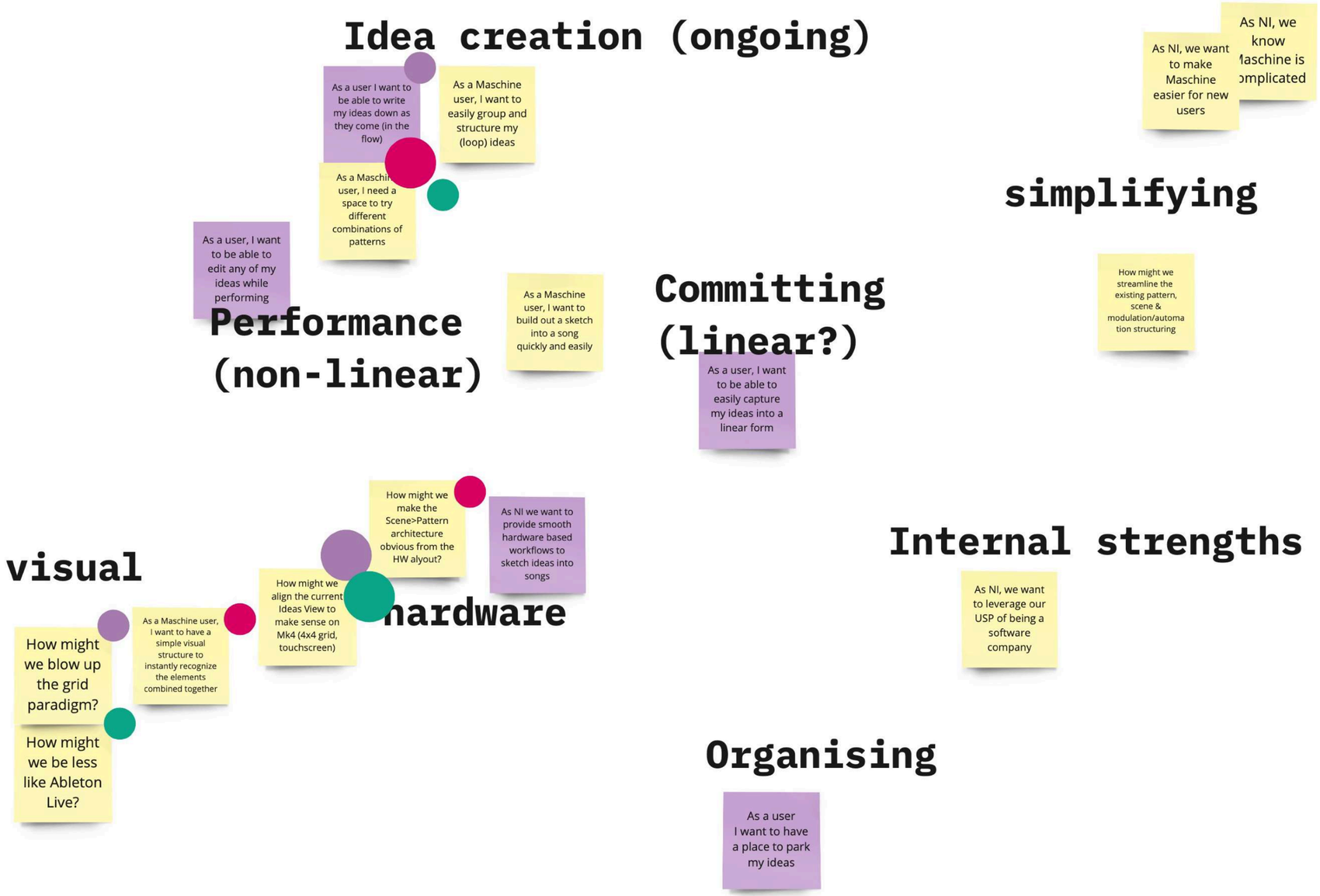
(Product context) MASCHINE is an all-in-one music production and performance system

Approaching ideation exit with a long wish-list of features and limited engineering resources, the team informally identified the “Ideas” feature as a critical UX improvement, but with a lack of clarity around scope, effort and feasibility.

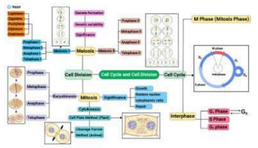
I led a two-day workshop with key product team members, with the goal of capturing and structuring the various concerns, advocacy, and technical considerations, then quickly exploring the range of possible changes.

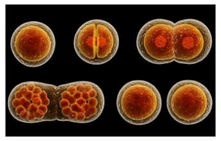
Problem context and detail were documented and shared, with potential solutions shaped and scoped, clearly prioritised by confidence and effort.

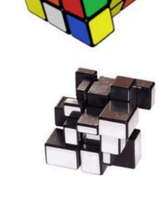
Problem space exploration

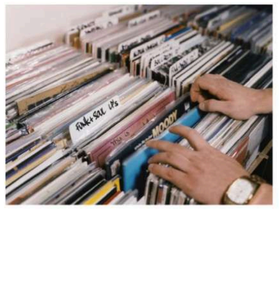


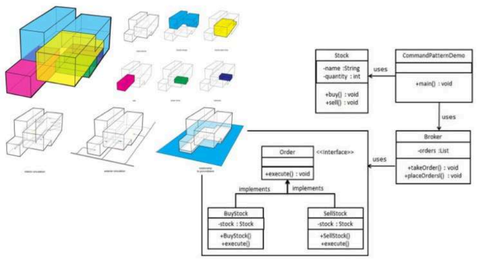
Exploration, benchmarking, rapid ideation

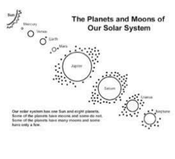


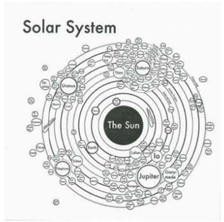


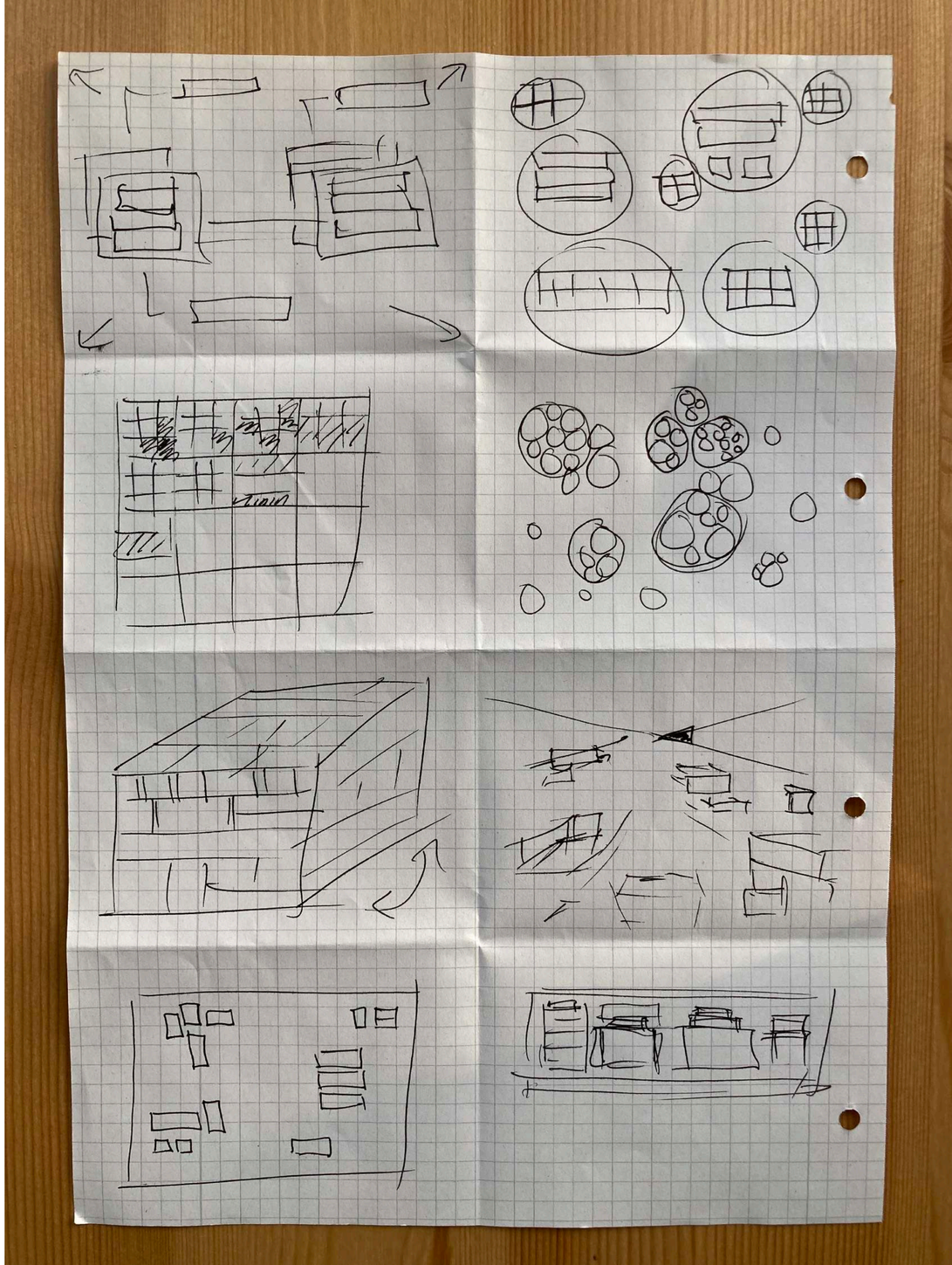




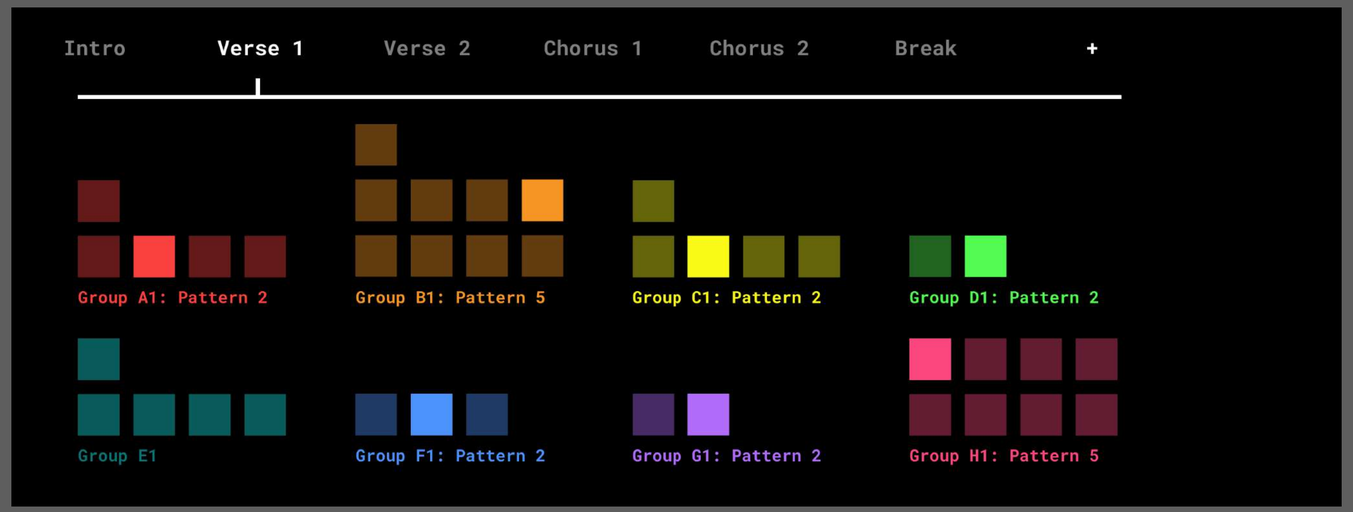


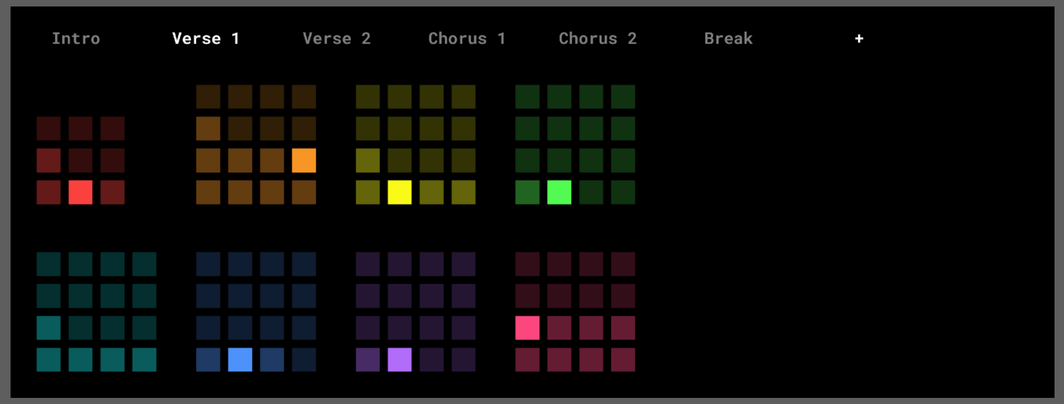


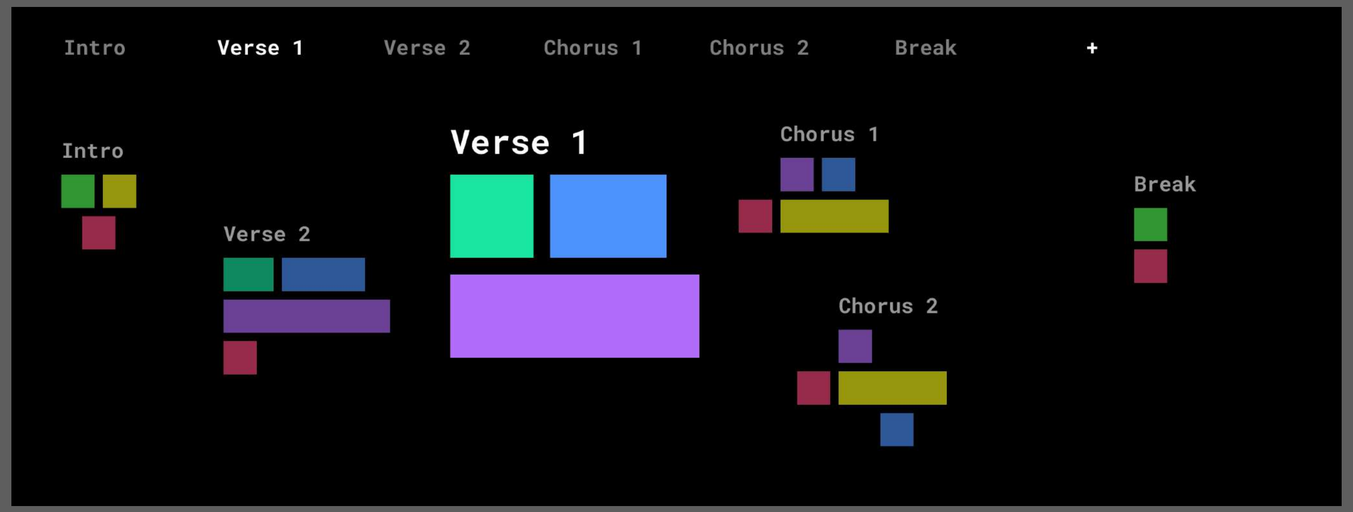


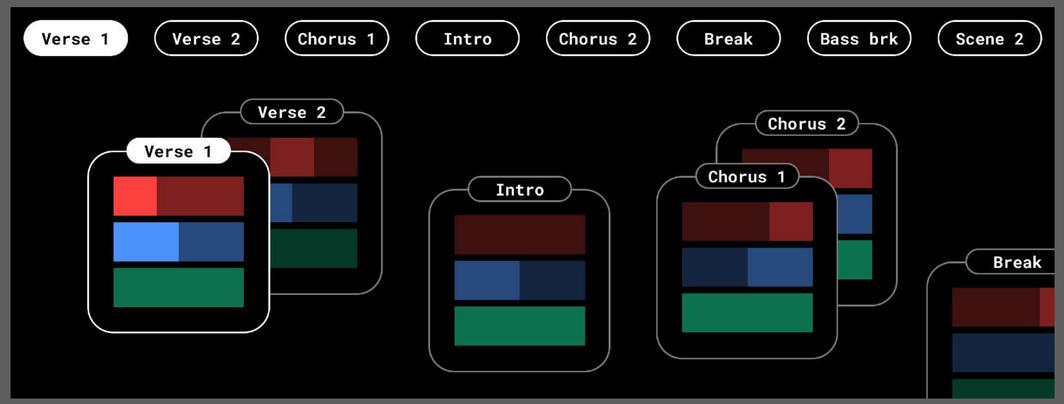


UI exploration





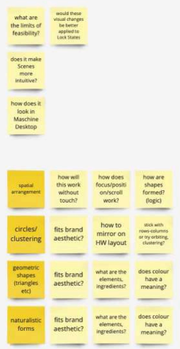




Outcomes scoped, prioritised by team confidence and effort

Ideas View Design Sprint

Outcomes

	User benefit	Next steps / action items	Effort (h/d/w) (time needed for one person to build a detailed pitch or testable prototype)	Confidence 1-3 "I think this will be a significant improvement to the product"
Small improvements we can test now			Adrien Ant Marcus	Adrien Ant Marcus
Change the axes of the Ideas view? Groups are horizontal rows, Scenes are columns			[1.5d]	[7]
Take Scenes *slightly* off the grid?			[1d]	[6]
Significant improvements requiring deeper exploration				
Distinguish Scenes visually from Groups and Patterns: Take Scenes *further* off the grid?			[1.5w]	[6]
Distinguish Scenes visually from Groups and Patterns: Take Scenes *more into* the grid?			[1w]	[4]

Let's try these quickly

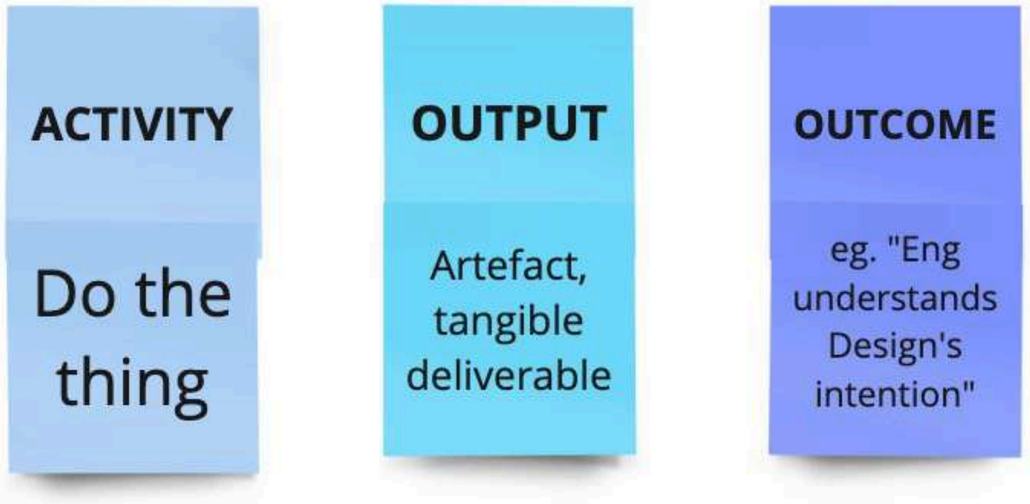
2. NI: Product concept ideation roadmap

With the Product team concluding an improvised, engineering-centric ideation phase, about to begin work on the next product, the designers needed to define and sequence the key milestones in order to deliver a strong concept within a much tighter deadline.

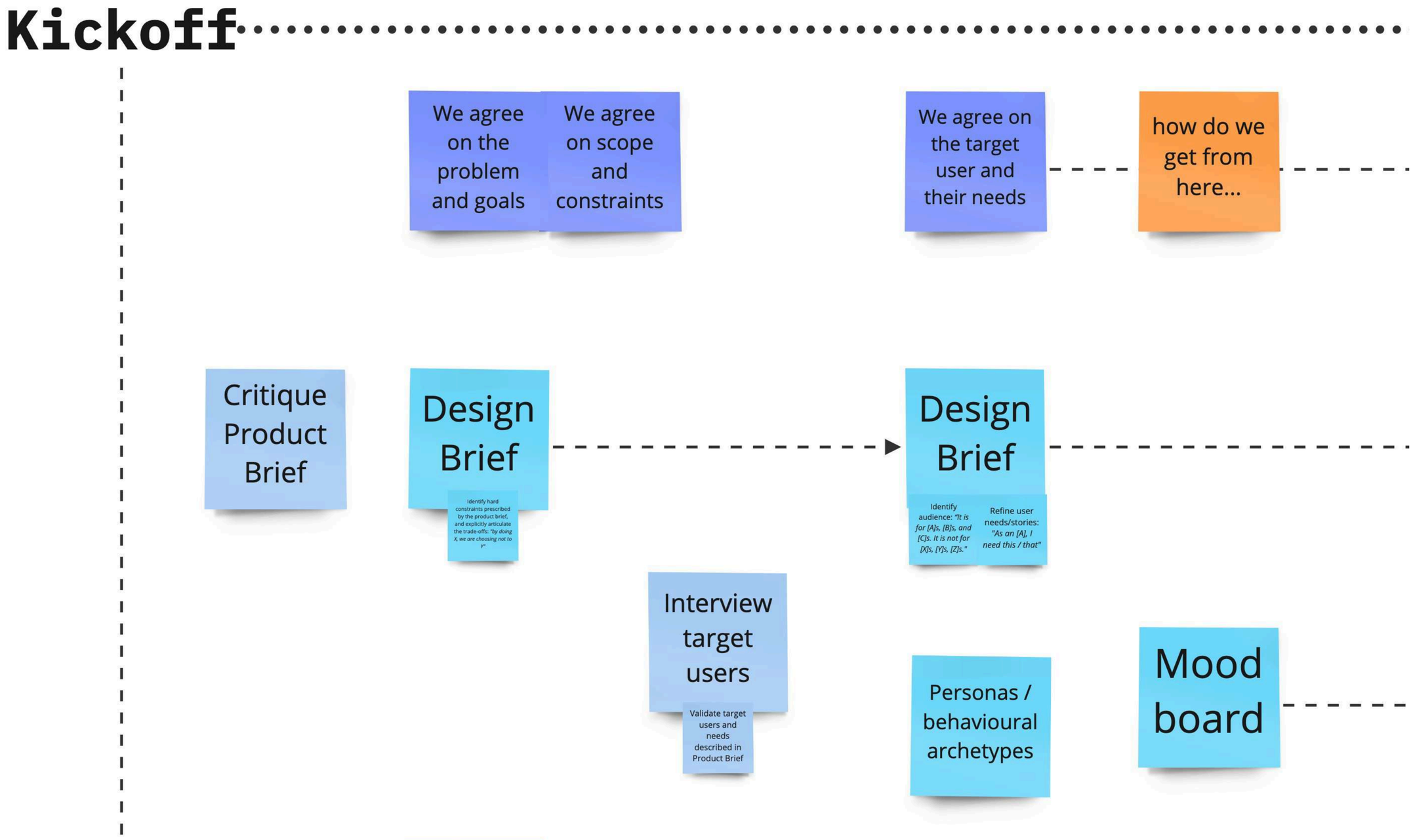
I reviewed assets and communication from the previous cycle, identified the core artefacts and activities, then grouped and ordered them chronologically.

We entered the next cycle with clear priorities and goals.

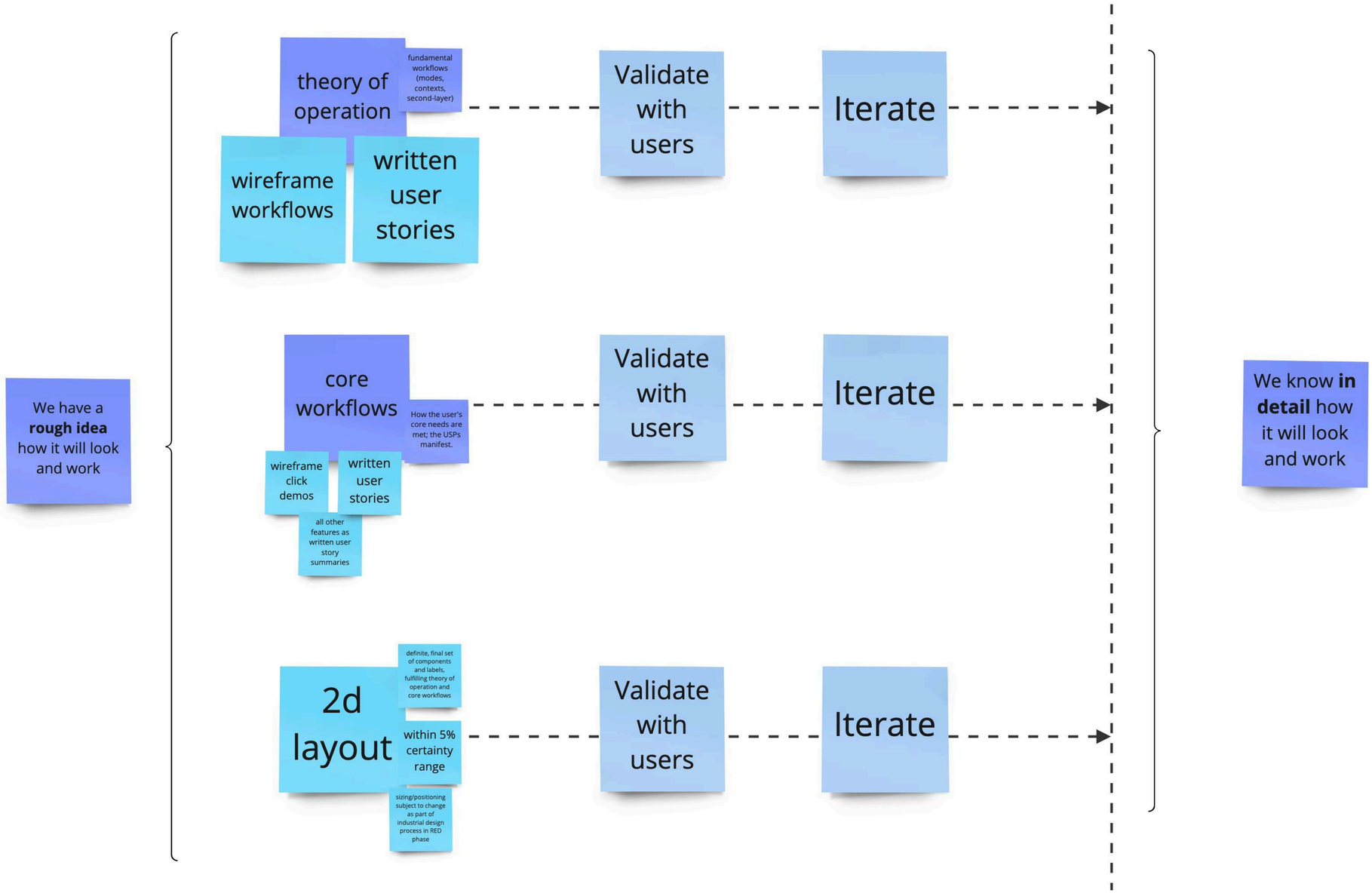
“Outcomes over output”



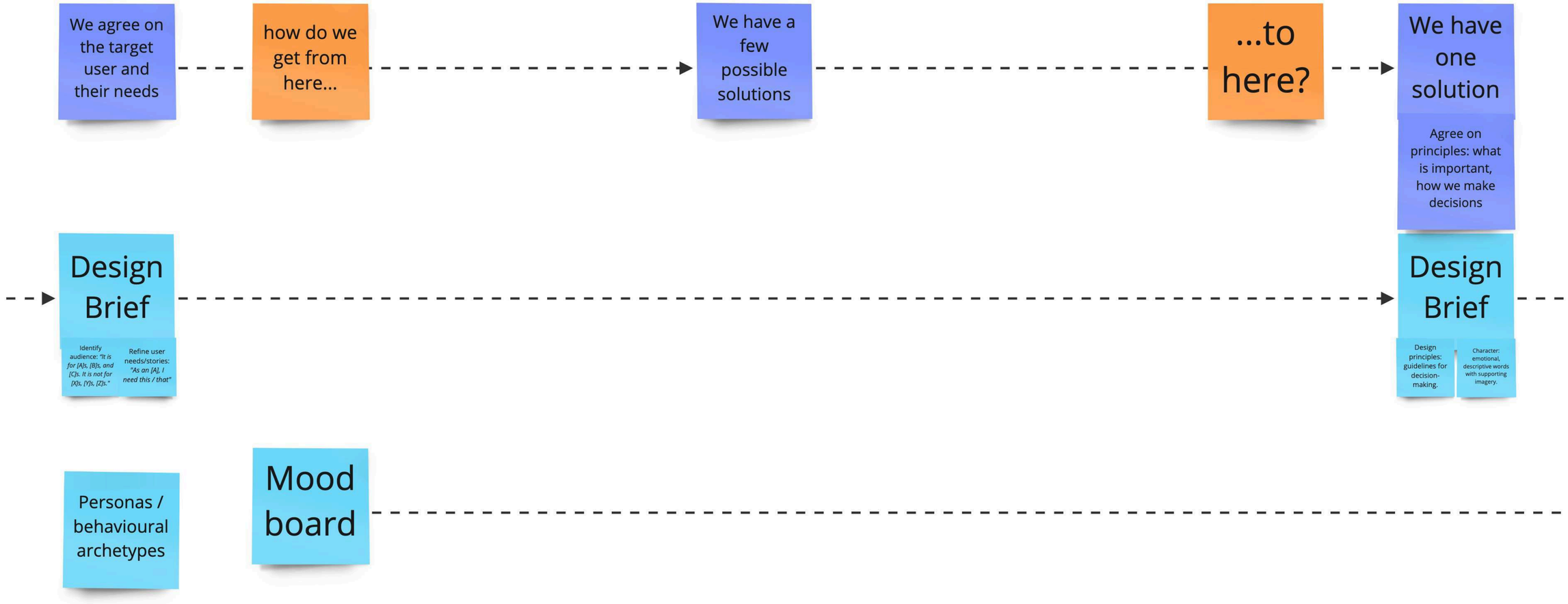
Structuring the initial phase



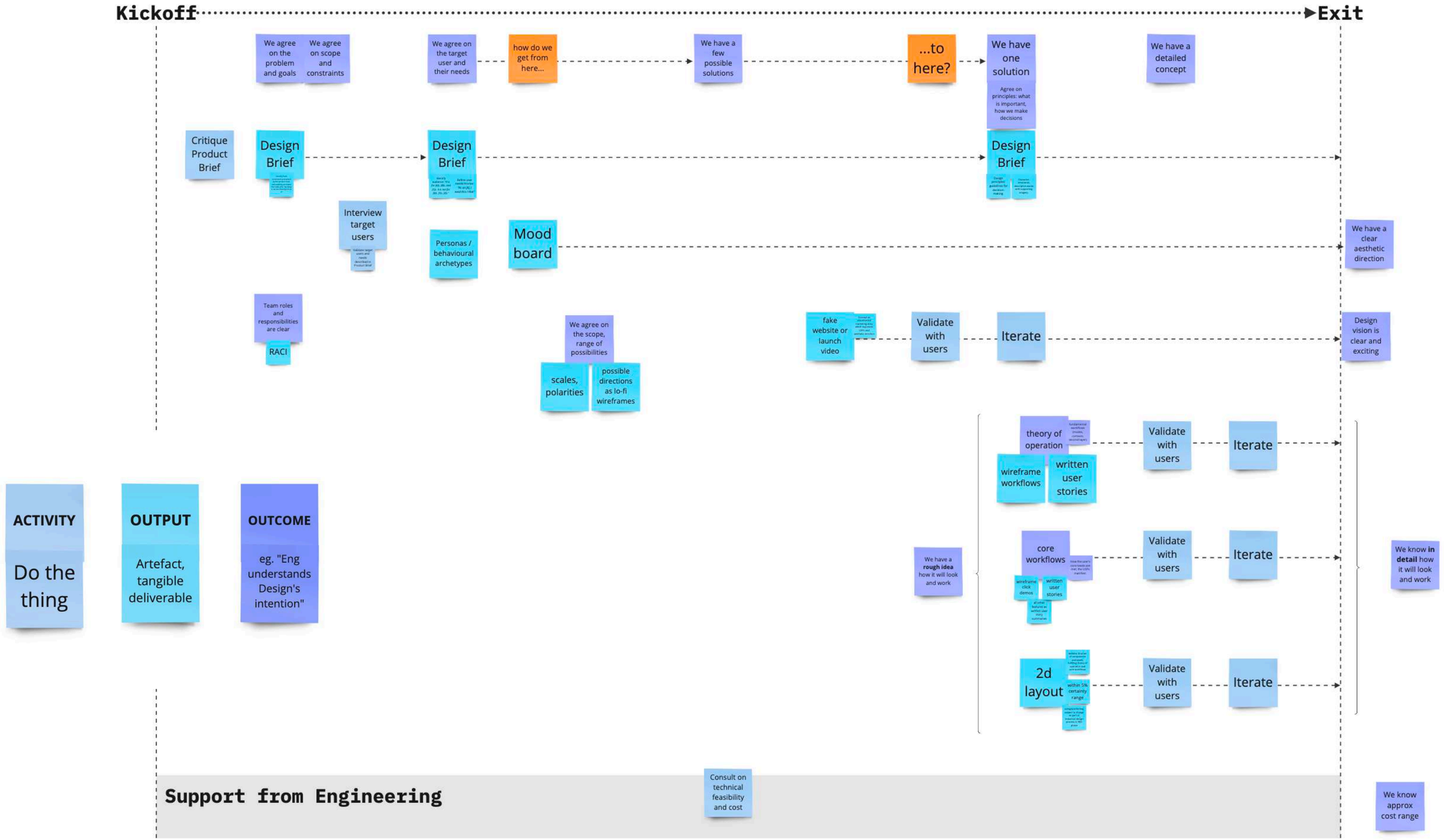
Iterative shaping of core concept



Mapping conceptual development

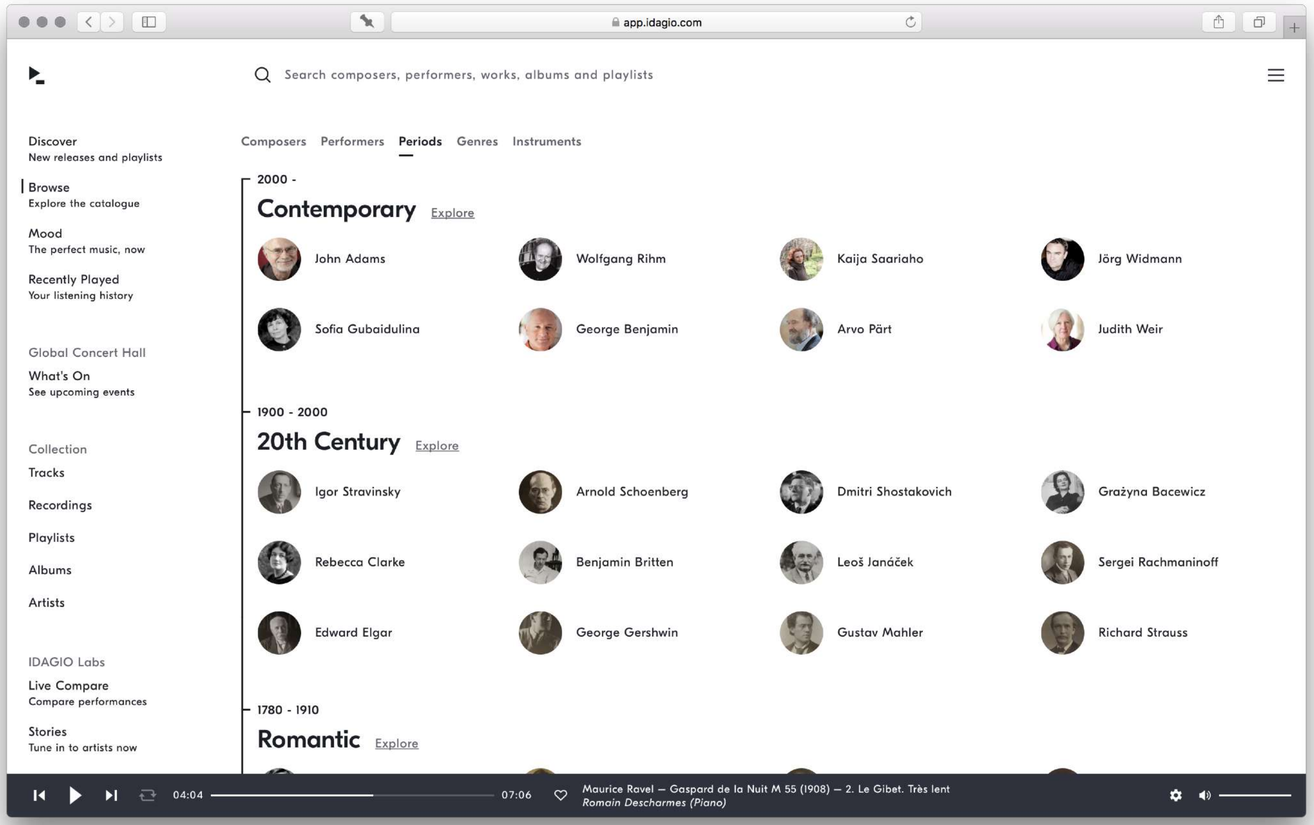


The entire concept ideation phase



3. IDAGIO: Pattern library

(Product context) IDAGIO is a streaming service designed for classical music



Launching and iterating separately on three platforms led to divergence and inconsistency across the product UI.

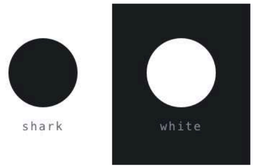
We needed a source of truth for the function, appearance and behaviour of interface elements.

I collaborated with product designers, engineers and content experts to define and document all user interface patterns, using GitHub to invite collaboration and align with engineer workflows.

The result was a living document and shared resource which helped us to align the different platform interfaces and achieve a higher-quality product experience.

Minimalist colour palette with concise usage guidelines

Foundation



Use foundation colours wherever possible.

```
shark     #1c1d21   hsl(227, 17%, 13%)
white     #ffffff   hsl(0, 0%, 100%)
```

Auxiliary

Use auxiliary colours only when necessary.

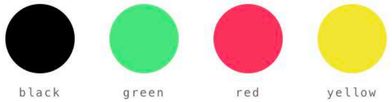
```
charcoal  #2f323d   hsl(227, 13%, 21%)
slate     #61646e   hsl(226, 6%, 41%)
manatee   #90939e   hsl(227, 7%, 59%)
silver    #e6e6eb   hsl(240, 11%, 91%)
berlin    #f2f2f7   hsl(240, 24%, 96%)
```

Highlight

Purple should only be used for crucial notifications or decisive calls-to-action, at a maximum of one per screen/context, and only be used when black or white can not provide enough volume.

```
purple    #5b32fe   hsl(252, 80%, 100%)
```

Utility

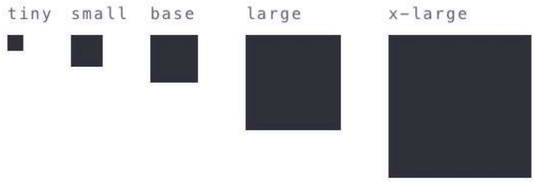


Utility colours reflect a state or provide a visual functionality in a user interface.

```
black     #000000   hsl(0, 0%, 0%)
green     #45e67d   hsl(141, 70%, 90%)
red       #fe325e   hsl(347, 80%, 100%)
yellow    #f5e831   hsl(56, 80%, 96%)
```

Encourage optical rhythm with basic scales

Spacing



The spacing scale is based on an 8px grid.

```
  tiny:     8px
  small:   16px
- base:    24px
  large:   48px
  x-large: 72px
```

Typographic Scale

xx-large **Streaming,**

x-large **Streaming, reinve**

large **Streaming, reinvented**

base **Streaming, reinvented for classica**

small **Streaming, reinvented for classical mus**

tiny **Streaming, reinvented for classical music**

```
  tiny:      10px
  small:     12px
- base:      14px
  large:     18px
  x-large:   21px
  xx-large:  28px
  xxx-large: 42px
```

Icons @ 24px

Audio

Navigation

Action

Content

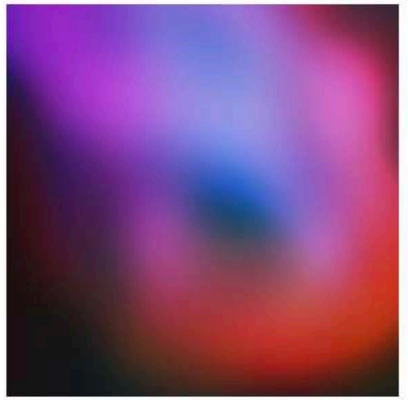
Mobile Navigation

As a user…

Purpose *

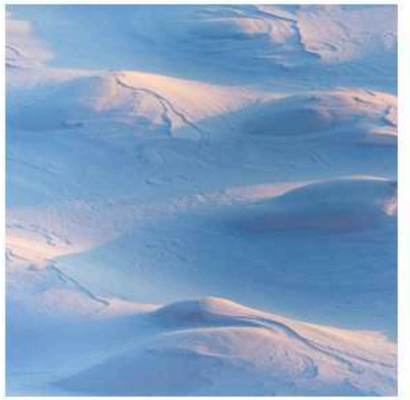
See a summary of, and navigate to, a playlist.

Grid Layout



Jean Cocteau and the musical Avant-garde

Corina Kolbe
Music critic, author



Music for a Winter's Day

Frances Wilson
Pianist, concert reviewer, blogger

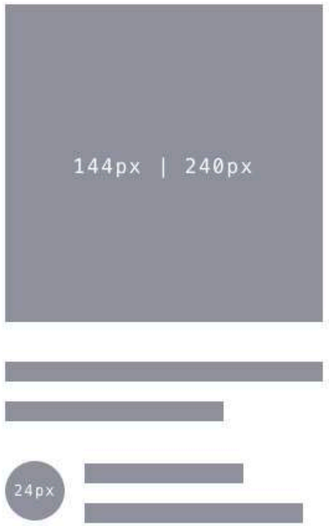
List Layout

Jean Cocteau and the musical Avant-garde
Corina Kolbe

Music for a Winter's Day
Frances Wilson

Size

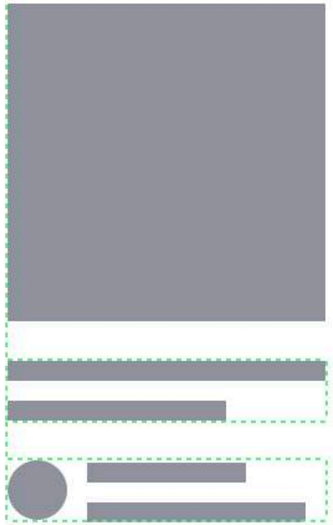
Grid Layout



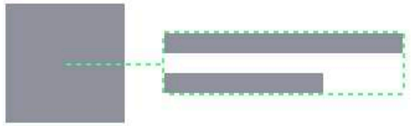
List Layout

Alignment

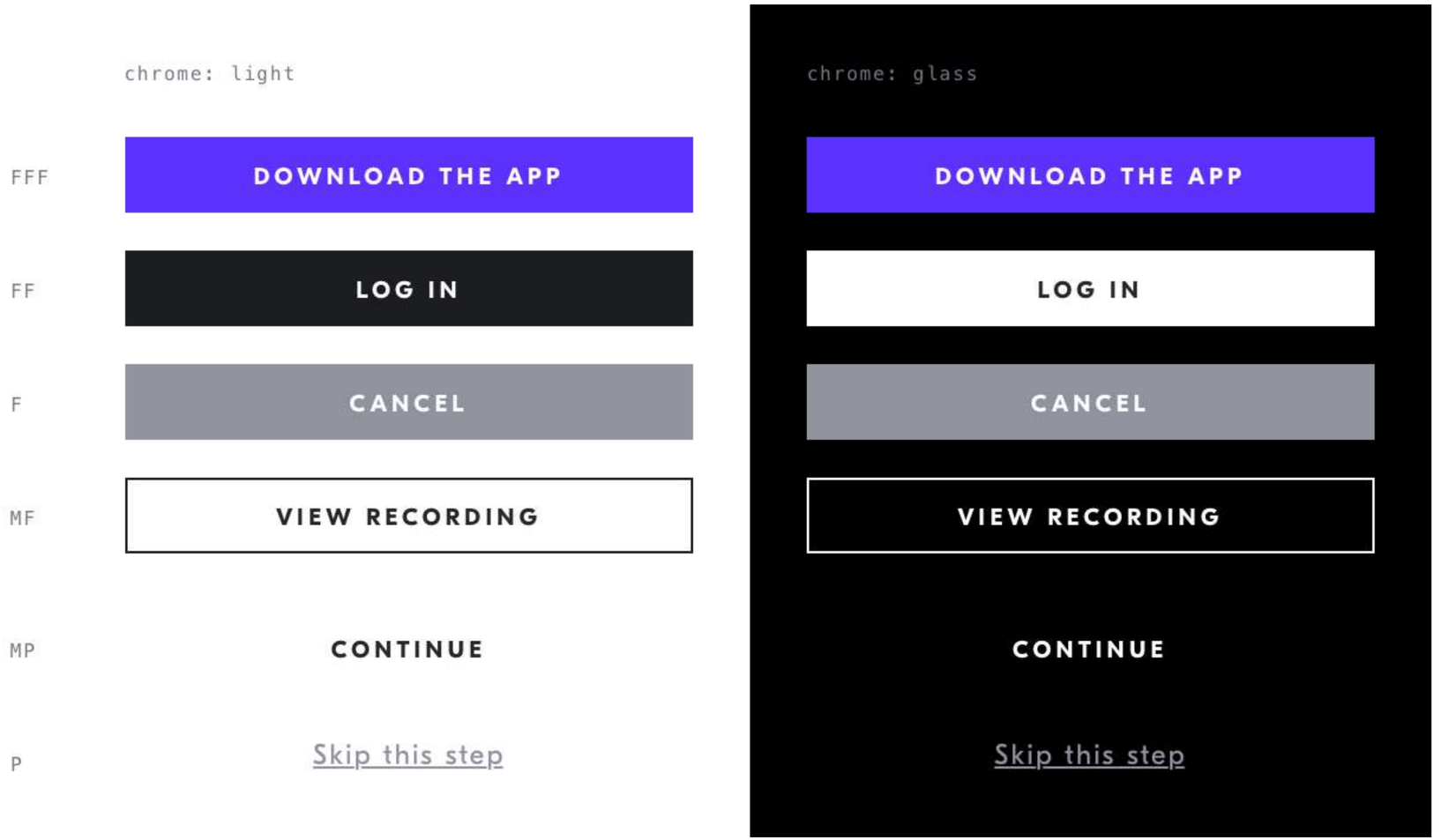
Grid Layout



List Layout



Button “volumes” across dark/light modes



default	hover/focus	active	working	disabled
DOWNLOAD	DOWNLOAD	DOWNLOAD	•••	DOWNLOAD
purple	brightness -20%	brightness -40%		purple opacity 20%
DOWNLOAD	DOWNLOAD	DOWNLOAD	•••	DOWNLOAD
shark	charcoal	slate		shark opacity 20%
DOWNLOAD	DOWNLOAD	DOWNLOAD	•••	DOWNLOAD
manatee	slate	charcoal		manatee opacity 20%
DOWNLOAD	DOWNLOAD	DOWNLOAD	•••	DOWNLOAD
shark	shark opacity 5%	shark opacity 15%		shark opacity 20%
DOWNLOAD	DOWNLOAD	DOWNLOAD	DOWNLOAD	DOWNLOAD
shark	shark opacity 5%	shark opacity 15%		shark opacity 20%
Download	Download	Download	Download	Download
manatee	slate	charcoal		manatee opacity 20%

Content structure defined with CSS value definition syntax

Content Structure *

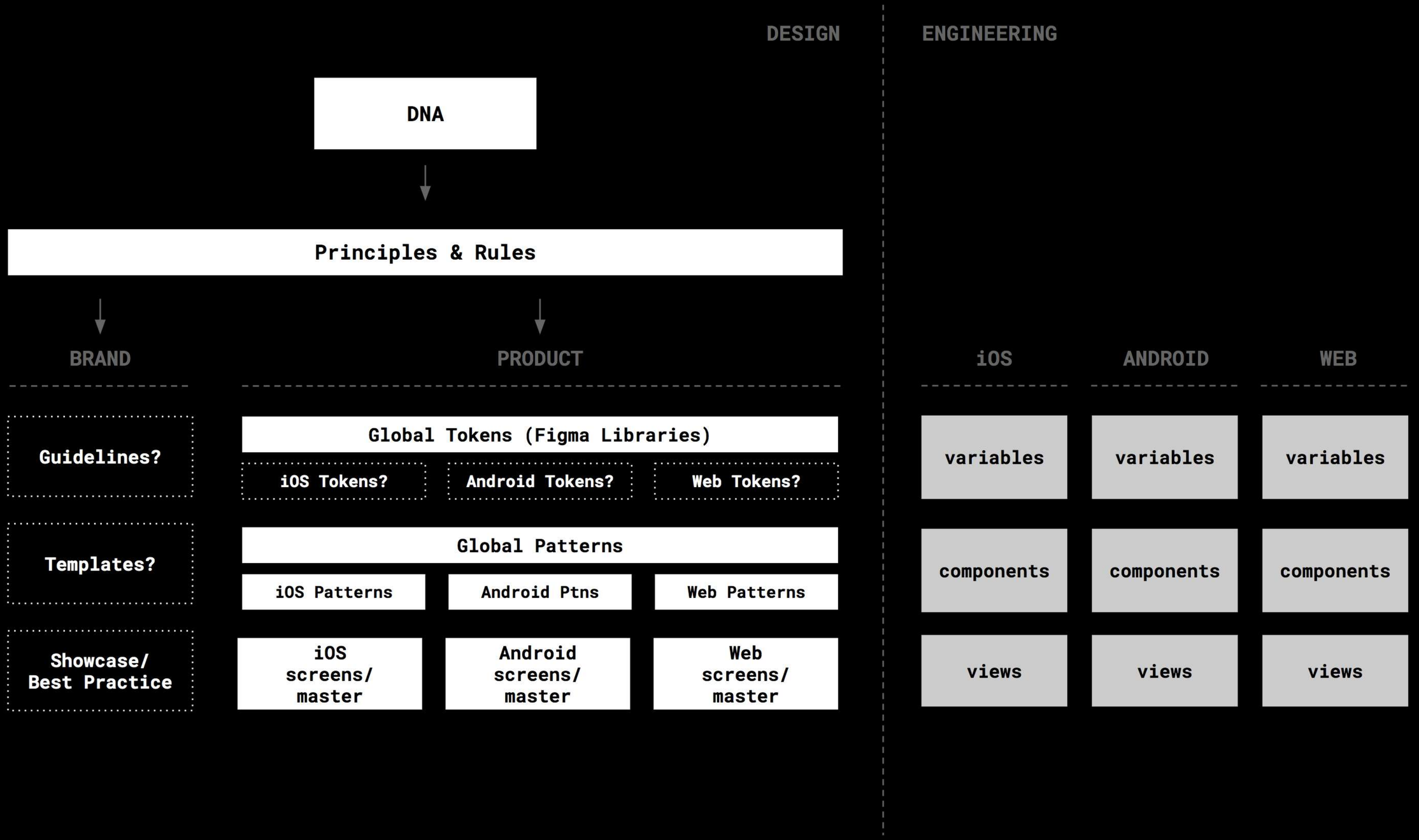
```
[ <performer-summary> | <performer-name> [(<performer-role>)]? [, <performer-name> [(<performer-role>)]?]* ]
<recording-date>? [, <recording-location>]? [, <recording-venue>]?
```

The Four Corners Quartet, Layth Al Rubaye (Violin), Ellen Melissa Story (Violin), Alliz Espi (Viola), Naseem Alatrash (Violoncello)
2017, Boston, Futura Studios

4. IDAGIO: Design system discovery

With the product reaching maturity and scale, interface patterns were documented in the pattern library but existing in fragments and silos, disconnected from the codebase — a source of friction for designers building prototypes, and for engineers implementing new features.

I worked with colleagues across design, product and engineering to scope and advocate for a design system discovery project, a shared initiative to unify product interfaces with the visual brand, and to map atomic UI elements in Figma to the codebase for each platform, aiming for faster design processes, faster implementation and increased consistency.


DESIGN
ENGINEERING
DNA
Principles & Rules
BRAND
PRODUCT
iOS
ANDROID
WEB
Guidelines?
Templates?
Showcase/
Best Practice
Global Tokens (Figma Libraries)
iOS Tokens?
Android Tokens?
Web Tokens?
Global Patterns
iOS Patterns
Android Ptns
Web Patterns
iOS
screens/
master
Android
screens/
master
Web
screens/
master
variables
variables
variables
components
components
components
views
views
views

DESIGN

ENGINEERING

DNA

Principles & Rules

DNA:
the basic visual attributes that signify IDAGIO's brand, regardless of context (ie. primary colour palette, typefaces, logo)

iOS UI patterns

Android UI patterns

Web UI patterns

Showcase/ Best Practice

iOS screens/ master

Android screens/ master

Web screens/ master

variables

variables

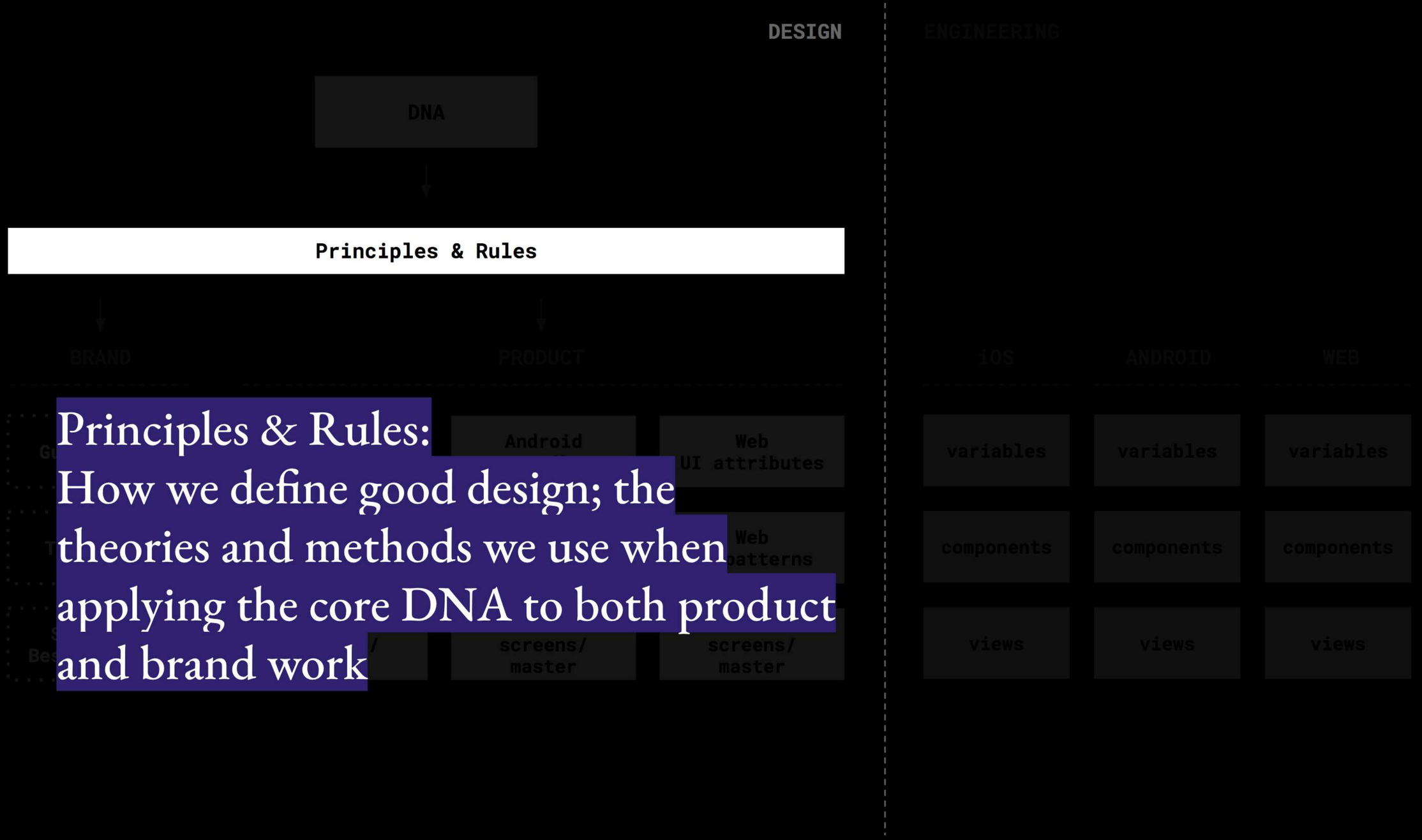
variables

components

views

Aa

GT Eesti Display



Principles & Rules:
How we define good design; the theories and methods we use when applying the core DNA to both product and brand work

DESIGN

ENGINEERING

[client] UI attributes: The DNA expanded to meet the requirements for each client UI (ie. font sizes, colour variants, spacing units)

Attributes map to *variables* in the client codebase

PRODUCT

	iOS	Android	Web
Guidelines?	iOS UI attributes	Android UI attributes	Web UI attributes
Templates?	iOS UI patterns	Android UI patterns	Web UI patterns
Showcase/ Best Practice	iOS screens/ master	Android screens/ master	Web screens/ master

iOS	ANDROID	WEB
variables	variables	variables
components	components	components
views	views	views

DESIGN

ENGINEERING

[client] UI patterns: distinct, repeatable parts of the UI (eg. play buttons, list items...)

Patterns are mirrored by *components* in the client codebase

BRAND

PRODUCT

iOS

ANDROID

WEB

	iOS UI attributes	Android UI attributes	Web UI attributes		variables	variables	variables
Templates?	**iOS UI patterns**	**Android UI patterns**	**Web UI patterns**		**components**	**components**	**components**
Showcase/ Best Practice	iOS screens/ master	Android screens/ master	Web screens/ master		views	views	views

DESIGN

ENGINEERING

DNA

Principles & Rules

BRAND

PRODUCT

iOS

ANDROID

WEB

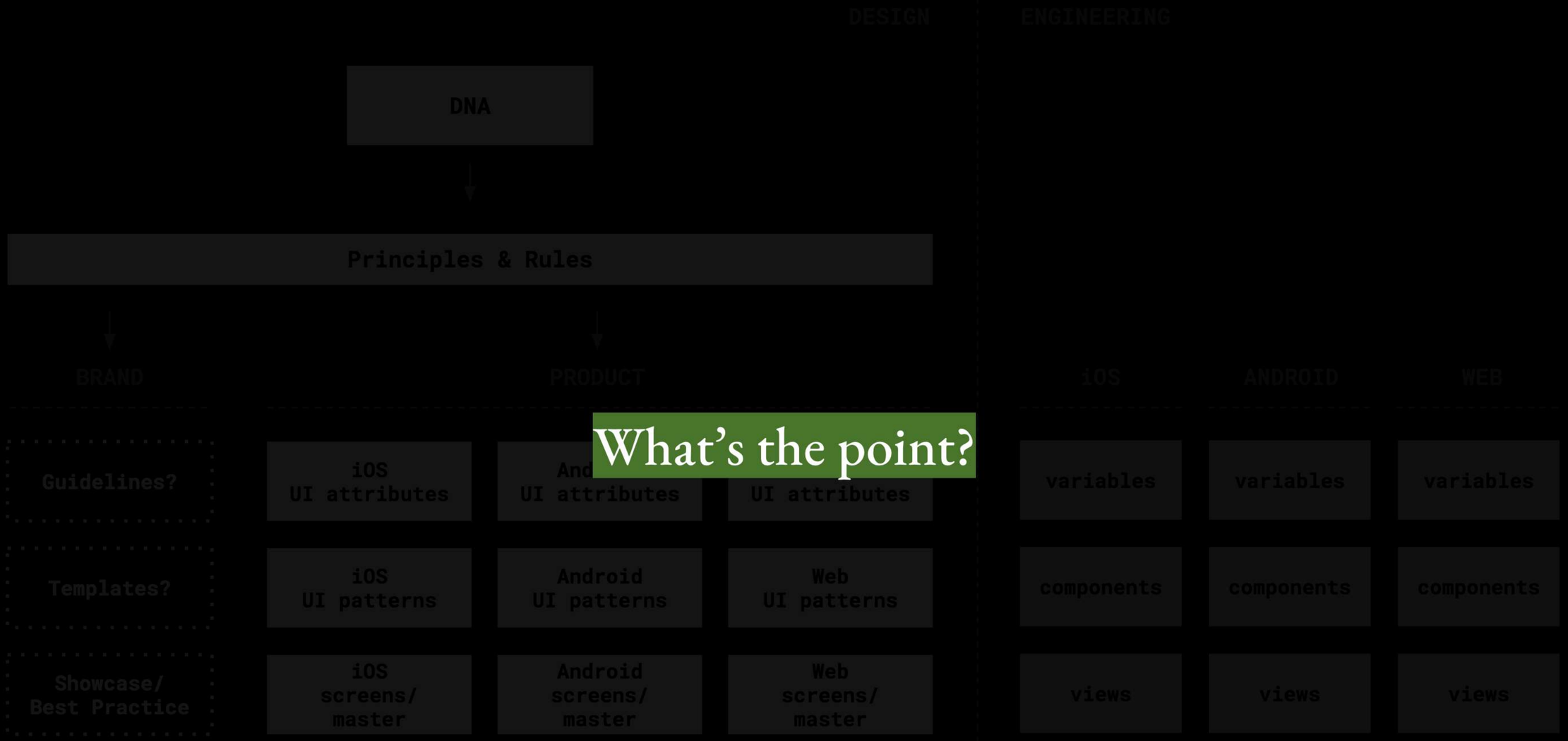
Guidelines?

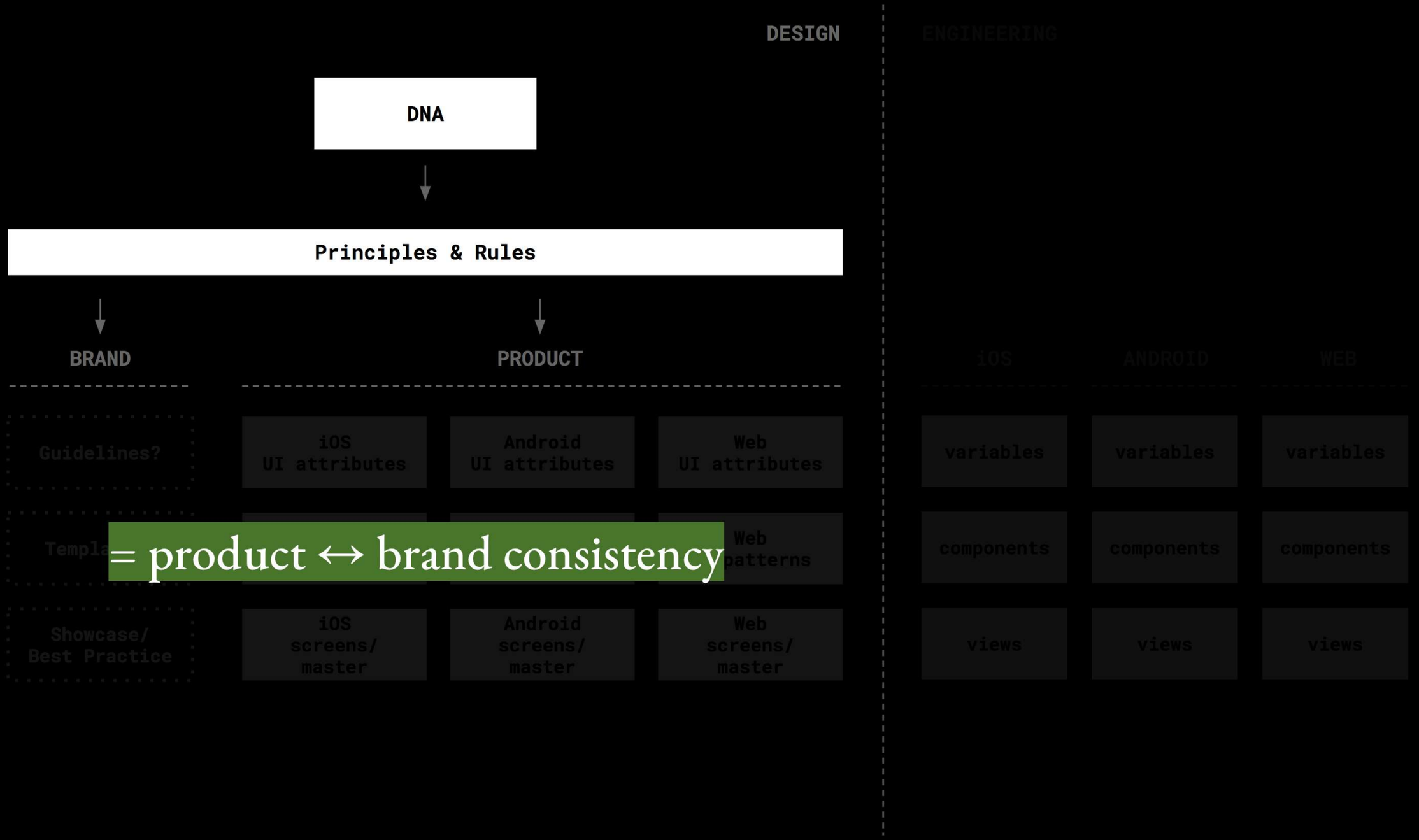
Templates?

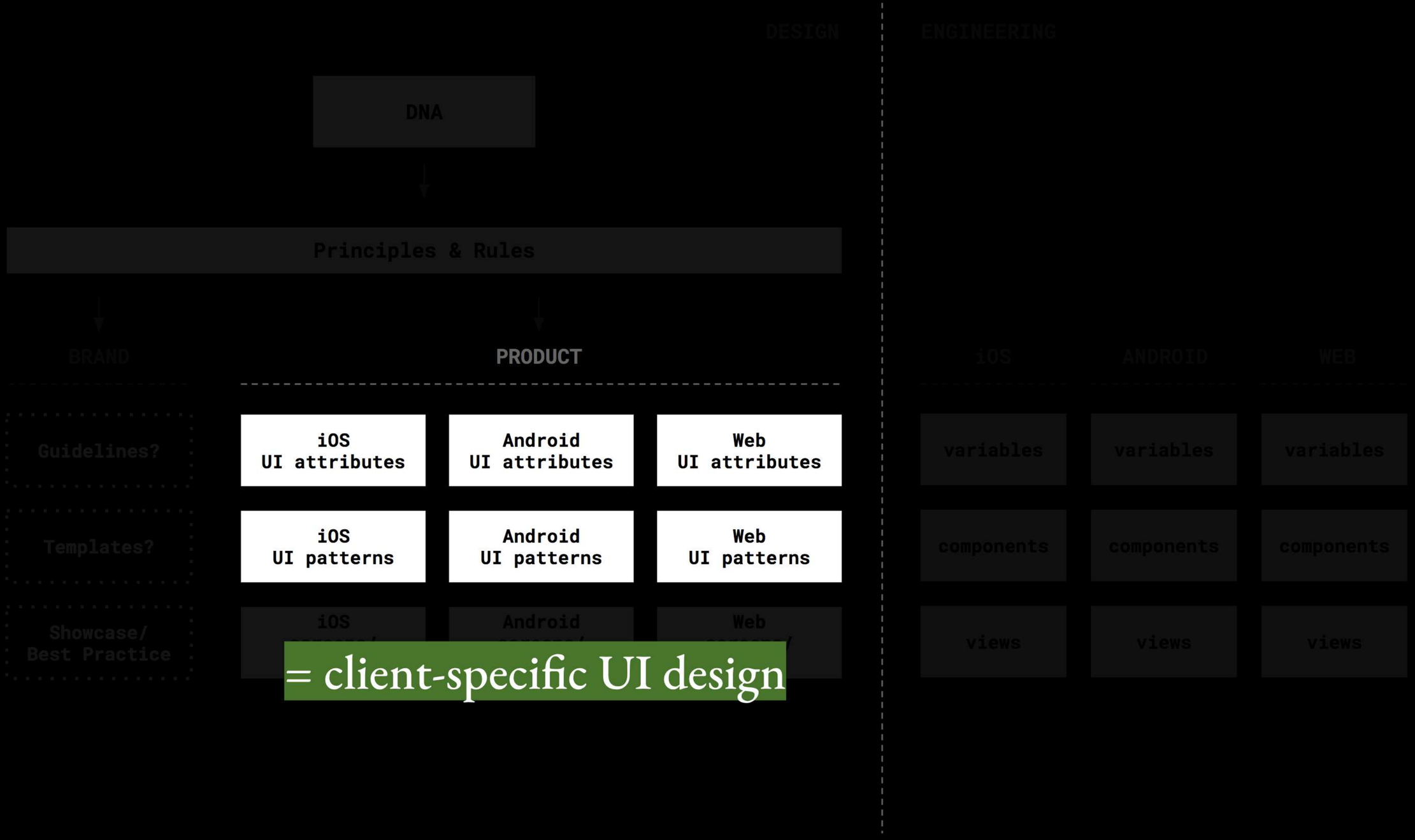
Showcase/
Best Practice

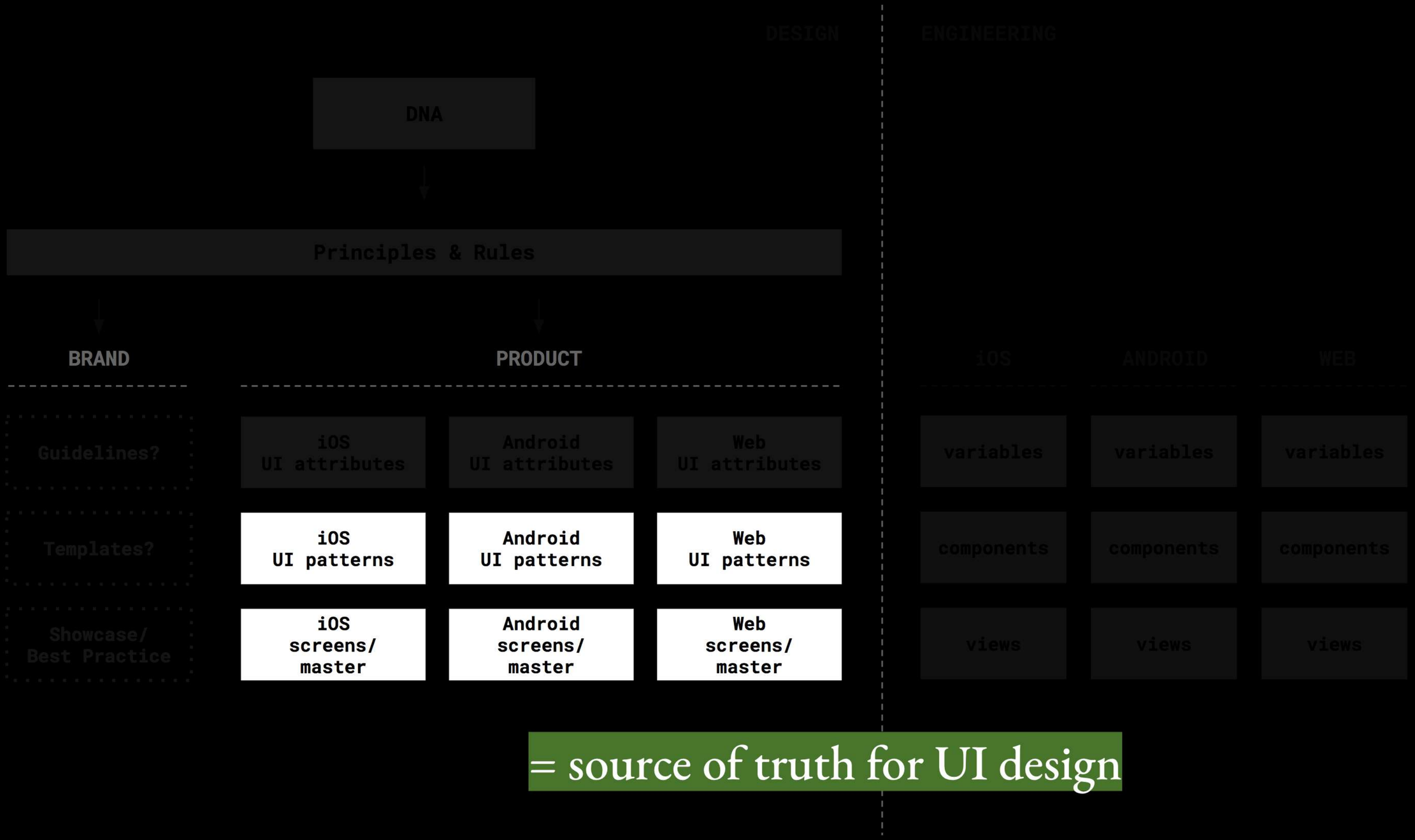
Brand Design Guidelines

		Web tributes	variables	variables	variables
iOS UI patterns	Android UI patterns	Web UI patterns	components	components	components
iOS screens/ master	Android screens/ master	Web screens/ master	views	views	views


DESIGN
ENGINEERING
DNA
Principles & Rules
BRAND
PRODUCT
iOS
ANDROID
WEB
What's the point?
Guidelines?
Templates?
Showcase/
Best Practice
iOS
UI attributes
UI attributes
variables
variables
variables
iOS
UI patterns
Android
UI patterns
Web
UI patterns
components
components
components
iOS
screens/
master
Android
screens/
master
Web
screens/
master
views
views
views


DESIGN
ENGINEERING
DNA
Principles & Rules
BRAND
PRODUCT
iOS
ANDROID
WEB
Guidelines?
iOS
UI attributes
Android
UI attributes
Web
UI attributes
variables
variables
variables
Templa
Web
patterns
components
components
components
= product ↔ brand consistency
Showcase/
Best Practice
iOS
screens/
master
Android
screens/
master
Web
screens/
master
views
views
views


DESIGN
ENGINEERING
DNA
Principles & Rules
BRAND
PRODUCT
iOS
ANDROID
WEB
Guidelines?
Templates?
Showcase/
Best Practice
iOS
UI attributes
Android
UI attributes
Web
UI attributes
iOS
UI patterns
Android
UI patterns
Web
UI patterns
variables
variables
variables
components
components
components
views
views
views
= client-specific UI design


DESIGN
ENGINEERING
DNA
Principles & Rules
BRAND
PRODUCT
iOS
ANDROID
WEB
Guidelines?
Templates?
Showcase/
Best Practice
iOS
UI attributes
Android
UI attributes
Web
UI attributes
iOS
UI patterns
Android
UI patterns
Web
UI patterns
iOS
screens/
master
Android
screens/
master
Web
screens/
master
variables
variables
variables
components
components
components
views
views
views
= source of truth for UI design

DESIGN

ENGINEERING

DNA

= design↔code synchronisation?!

Principles & Rules

BRAND

PRODUCT

iOS

ANDROID

WEB

Guidelines?

Templates?

Showcase/
Best Practice

iOS UI attributes	Android UI attributes	Web UI attributes	variables	variables	variables
iOS UI patterns	Android UI patterns	Web UI patterns	components	components	components
iOS screens/ master	Android screens/ master	Web screens/ master	views	views	views

Thanks!

Detail/case studies on request
→ ant @ ajo.design