UX Guide & Prototype

Prepared by Ari Rose
Summer 2011

STAKEHOLDER INTERVIEW: [redacted]

What

What does it do? What is single most important thing the product should do?

[redacted]

How would one use this to Lean Into Frame?

[redacted]

What do you see as the difference between this and an imported iCal or Google calendar of events? In other words, what do you want to be able to do or see, that you couldn't do or see in iCal or Google Cal?

[redacted]

Who

Who do you see using this? Executive level, decision-makers, planners, media, strategy, account, creative?

[redacted]

Would you use it? When in a typical day, week, month?

[redacted]

How

How should we decide which cultural events apply to which brands? How granular should this filtering process be?

[redacted]

Do you need to be able to see the whole year at one time? Do you need to be able to focus in beyond a month at a time?

[redacted]

How exact do the event dates have to be to be useful?

[redacted]

On what device (s) would you want to use the product?

[redacted]

Other

Do you see this ever appealing to a larger demographic beyond marketing professionals?

[redacted]

Other software examples to base this off of?

[redacted]

STAKEHOLDER INTERVIEW: [redacted]

What

What does it do? What is single most important thing the product should do?

[redacted]

How would one use this to Lean Into Frame?

[redacted]

What do you see as the difference between this and an imported iCal or Google calendar of events?

[redacted]

Who

Who do you see using this? Executive level, decision-makers, planners, media, strategy, account, creative?

[redacted]

When would a client use it?

[redacted]

How

How should we decide which cultural events apply to which brands? How granular should this filtering process be?

[redacted]

Do you need to be able to see the whole year at one time? Do you need to be able to focus in beyond a month at a time?

[redacted]

How exact do the event dates have to be to be useful?

[redacted]

On any given day, where will you be when you use the Cultural Calendar?

[redacted]

On what device(s) would you want to use the product?

[redacted]

Other

Let's pretend a version already exists in the app store. If it did, would you pay $20 for it? $10 dollars? $5 dollars? 99 cents?

[redacted]

Do you see this ever appealing to a larger demographic beyond marketing professionals?

[redacted]

[redacted]

TASK ANALYSIS *(I want to be able to...)*

Establishes how the user wants the software to behave.
Specializes the software to core users (idiosyncratic software).
Prevents feature-bloat.

ORGANIZE	...see only categories that matter	...filter by country	...add an event quickly from calendar view	...input many events at once easily	...add categories later
PLAN	...see everything in one place	...know what will be happening in ____ month	...know the exact date of an event	...compare what's happening in a [client]'s schedule to what's happening in the world	...see what events are happening in a date range
INSPIRE	...save a plan of selected events	...jot notes down about an event	...propose a way to take advantage of multiple dates	...click through to an event's website	

COMPETITOR ANALYSIS

	iCal	***Basecamp***	***Excel***	***Whiteboard***
PROS (things we might want to borrow)	legend filters adding/removing events is easy	six week view good use of vertical expansion adding/removing events is easy multiple event adding	fast input organized easy to compare	maneuverability/flexibility visual representation
CONS (things we might want to innovate on)	no year view no sliding view scales hard to compare to events	comparison is bad no filtering	not centralized lacks visualization no filtering no change of timespan	can't save can't share can't reuse

TIMELINE	ZOOMING	SNAP ZOOM	RANGING	CALENDAR NAV BAR
	iPhoto, FCP-style slider	1 Year, 6 Month, 3 month, 1 month	Handles like hipmunk.com	-list of months starting from current to 1 year

CATEGORIES	SELECTING	CREATING	SHOWING	DELETING	HIDING
	-Checkboxes -Highlighting (shift +)	-Manage categories button -add category button	-jQuery slideToggle -elastic easing -twirling?	-select (multiple) and delete -OR x appears -manage categories button	-disappear through filtering -twirling? -jQuery/elastic easing

EVENTS	CREATING	DELETING	BATCH CREATE	DESCRIPTION
	-Double click day -prominent "add" button	-select (multiple) and delete -OR x appears	-Modal window/screen a la Basecamp	-Click for tooltip a la iCal/ Hipmunk -Link to website

CONCEPTUAL SWIPES

Stacks

- Ordered
- Size-efficient
- Uniformity makes application easier to use

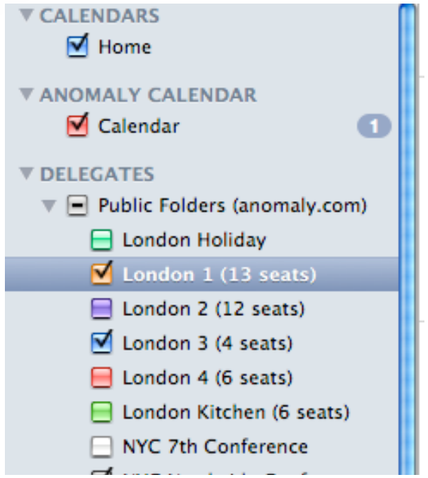
Filters

- Color-coded, Sortable

Post-It Notes

- Each event has the same shape, so reordering events is like moving post-it notes around

October	
Event	Date
October Fest	
CMJ	10/18-10/22
BlizzCon	10/21-1022
Quiksilver Pro France	10/4-10/13
Rip Curl Pro (Portugal)	10/15-10/24
O'Neill Coldwater Classic (California)	10/26-10/30
Oakley ASP World Junior (Bali)	10/3-10/14
Arnette ASP World Junior (Brazil)	10/18-10/27
Florianopolis Pro Surf (Brazil)	10/4-10/9
Surf Eco Festival (Brazil)	10/12-10/16
Super Surf Intl (Brazil)	10/18-10/23
Dew Tour	10/15-10/16
MLB - World Series	TBD
NBA '11-'12 Season	TBD
National Golf Day	10/4
Halloween	10/31



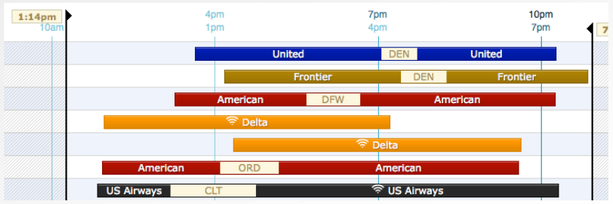
FUNCTIONAL SWIPES

Drag and drop

Date-range limiters

Quick input modal windows

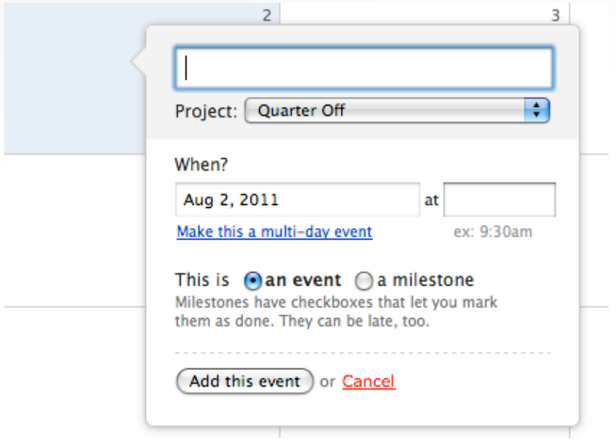
Add event directly from view mode



Hipmunk

jQuery UI

Ableton Live

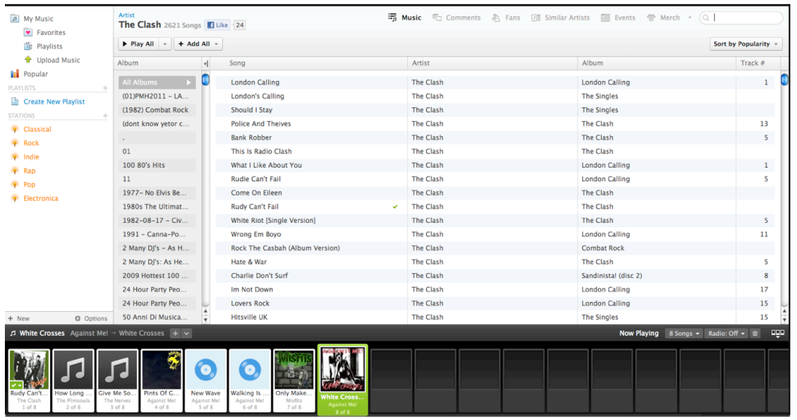


37signals Basecamp

Final Cut Pro

Final Cut Pro

iPhoto



Grooveshark

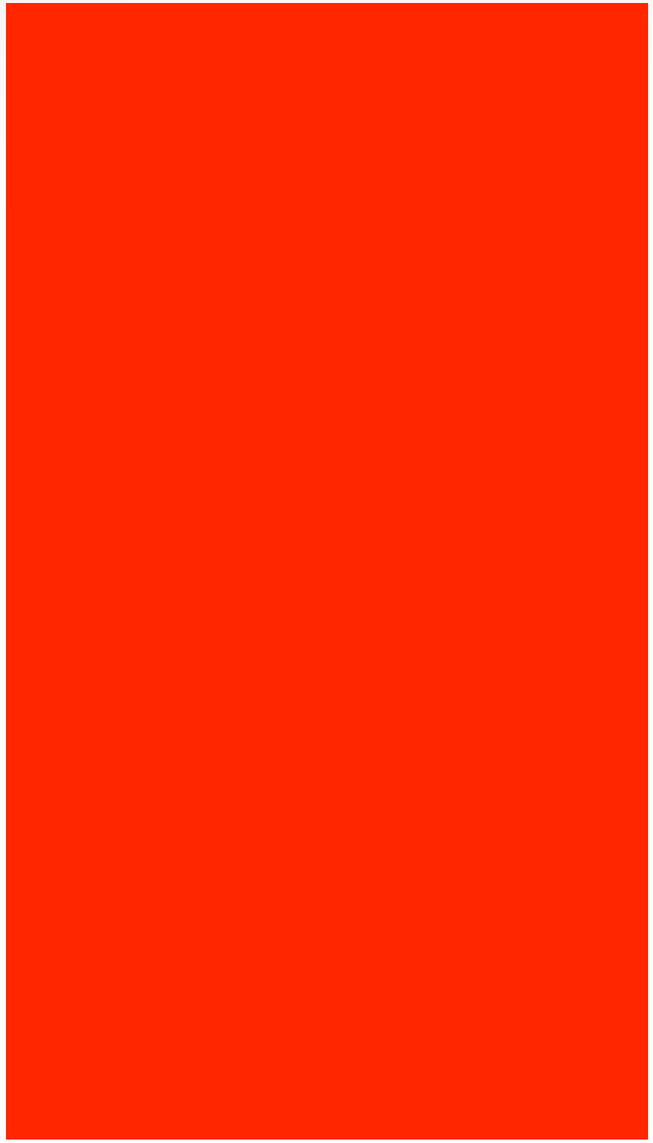
MODEL

Using a stacked, *building block* model for events provides many powerful advantages:

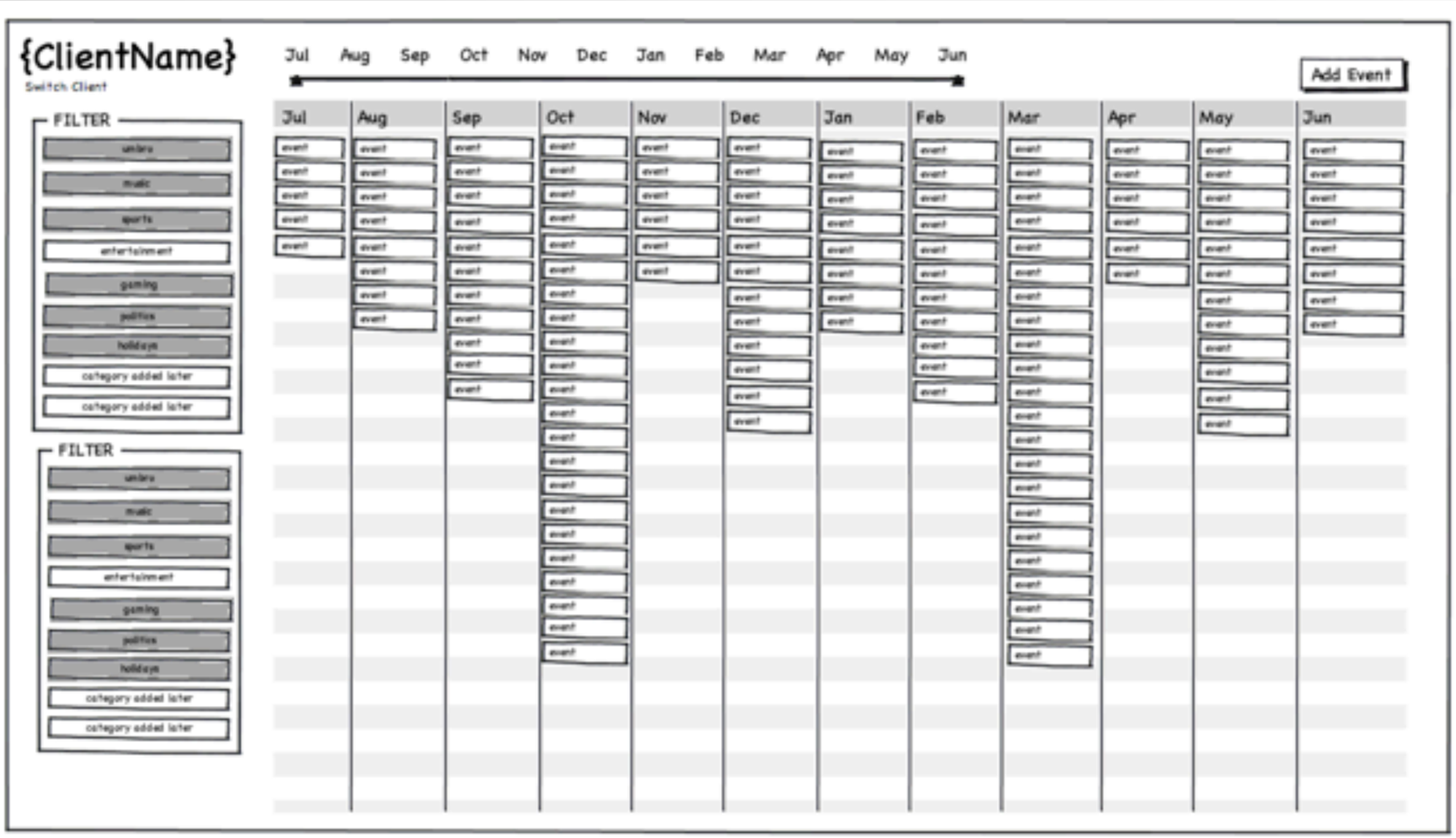
- **Vertically infinite:** the user will scroll down as more events populate the calendar. A horizontal format would either distort time-spans past the point of meaning or require a wide format page with horizontal scroll. Common browser behavior is instead only comfortable with scrolling vertically to accommodate for an unplanned amount of data.

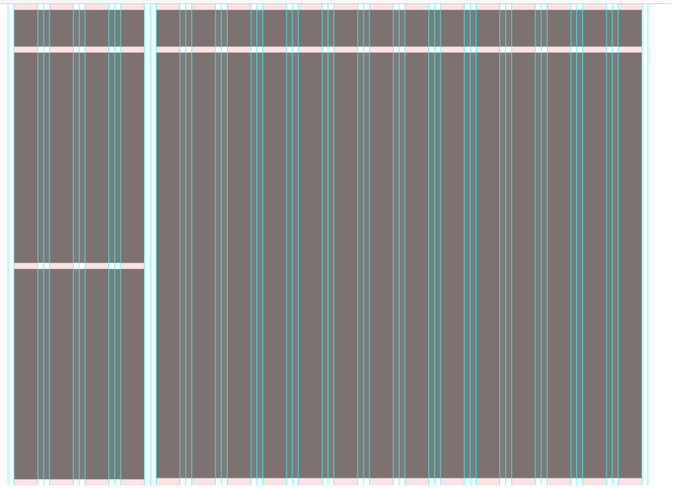
- **Modular**: all events have the same physical dimensions, creating a building-block effect. The benefits to this uniformity are flexibility, extendability, and ease of use. Flexible to accommodate for different screen real estates, data sets, and text sizes. Extendable to allow for cross-platform development and added features by keeping a constant modular-block design pattern. Easy to use because the “blockiness” is intuitive to understand (like post-it notes), simplifies data, and abstracts away unneeded details. Carl pointed out that culturally important events are by definition important, and don’t need excessive granularity (at least from a broad view).

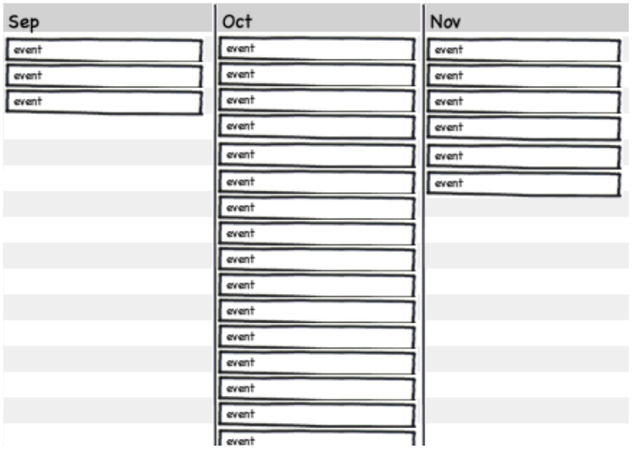
- **Color-coding:** uniformity of shape allows color-coding to become a more powerful indicator of meaning. Color will indicate category, but saturation could be used to indicate another variable, like the confirmed/unconfirmed state of an event or the expected population.



WIREFRAME


{ClientName}
Switch Client
FILTER
umbro
music
sports
entertainment
gaming
politics
holidays
category added later
category added later
FILTER
umbro
music
sports
entertainment
gaming
politics
holidays
category added later
category added later
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun
Add Event
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
event




Sep
Oct
Nov
event

CODE REQUIREMENTS

HTML/CSS/Javascript (jQuery)

Cross-platform, extensible development.

Fast loading times.

No third-party plug-ins required.

jQuery UI Libraries

Sortable

Draggable

Droppable

Selectable

Slider for date picking

Isotope (isotope.metafizzy.co)

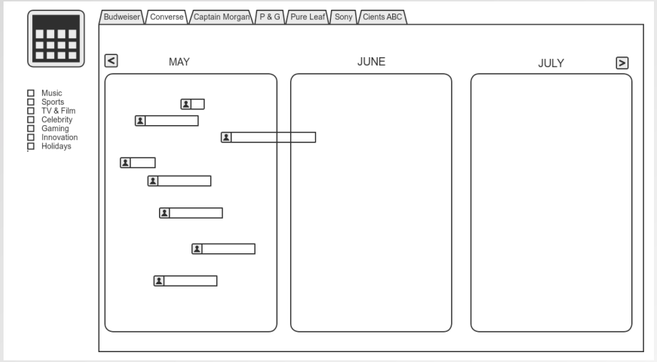
Fluid, animated layout

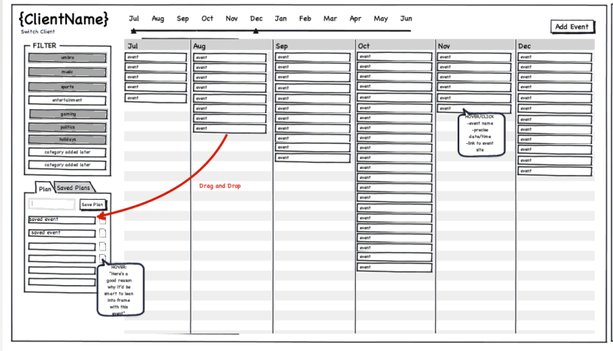
Orders categories based on html data-tag

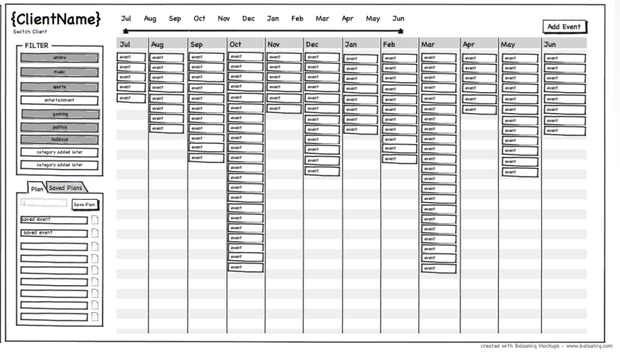
Designing for a 1200px width:

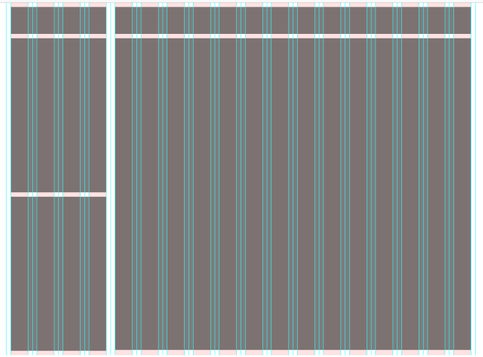
Displays perfectly in 1280px resolution monitors & up. iPad-ready.

DEVELOPMENTAL ITERATIONS

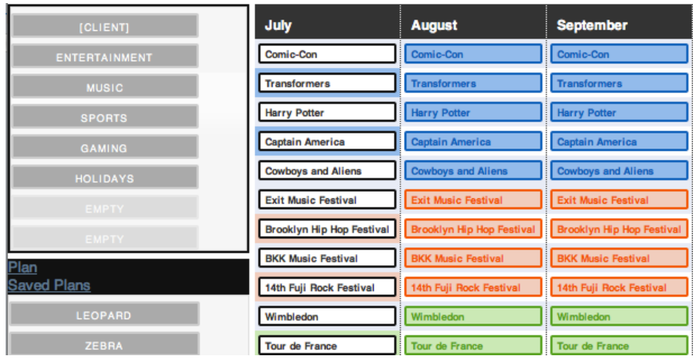




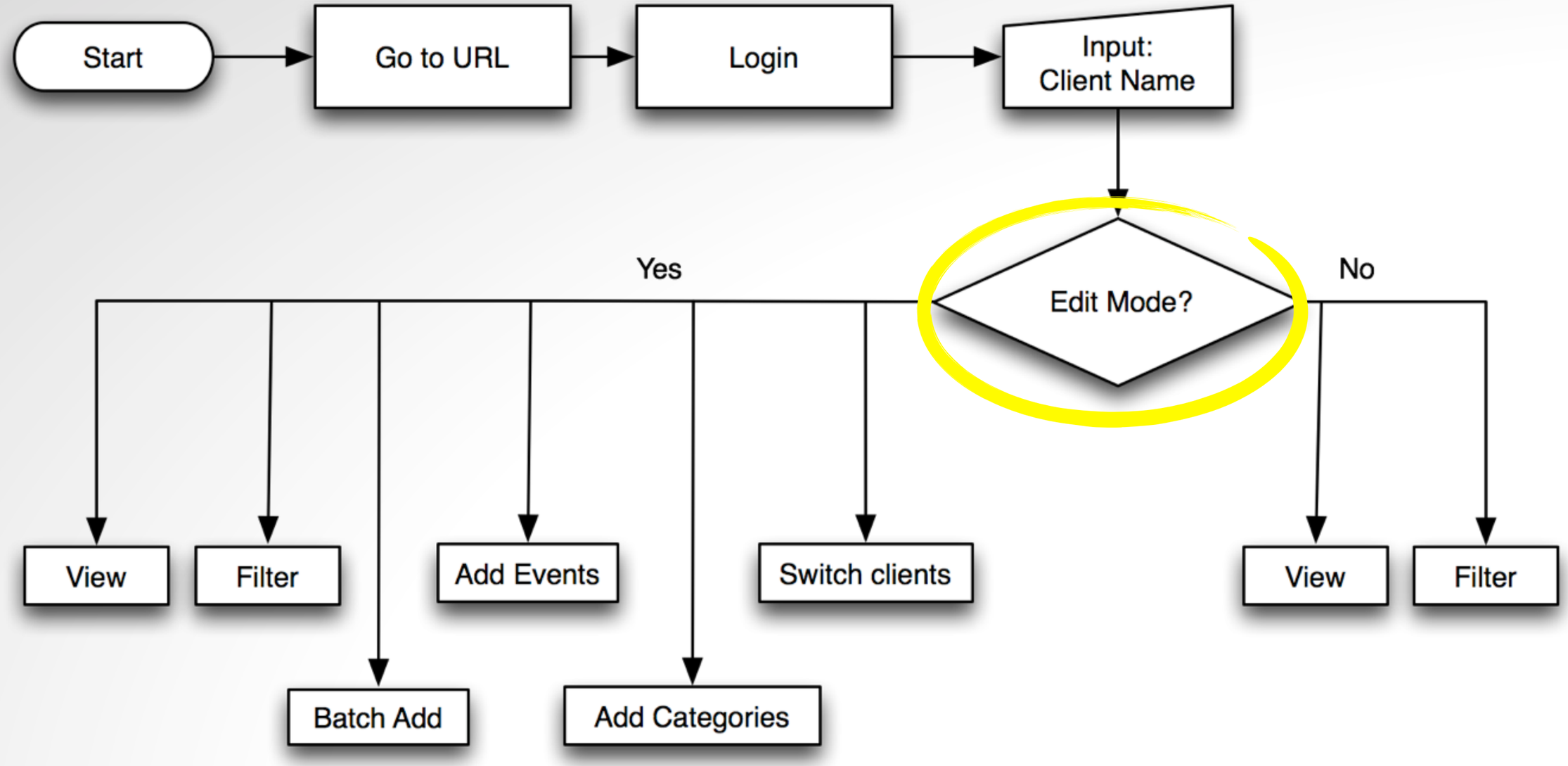




September	October	November
Comic-Con	Comic-Con	Comic-Con
Transformers	Transformers	Transformers
Harry Potter	Harry Potter	Harry Potter
Captain America	Captain America	Captain Amer
Cowboys and Aliens	Cowboys and Aliens	Cowboys and
Exit Music Festival	Exit Music Festival	Exit Music Fe
Brooklyn Hip Hop Festival	Brooklyn Hip Hop Festival	Brooklyn Hip
BKK Music Festival	BKK Music Festival	BKK Music Fe
14th Fuji Rock Festival	14th Fuji Rock Festival	14th Fuji Rocl



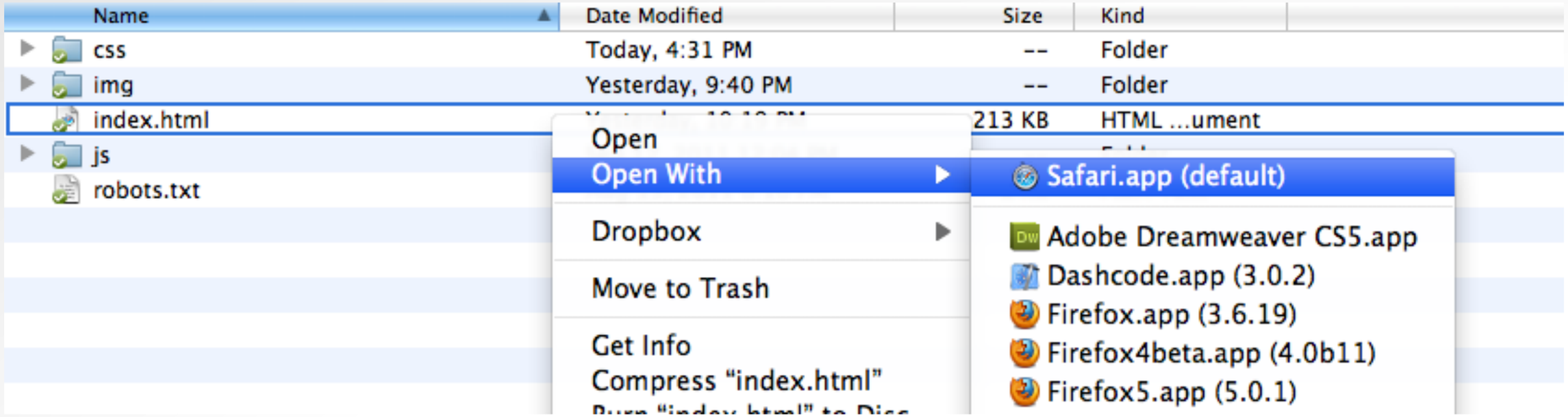
PERMISSIONS FLOW CHART FOR EDITING *(consider using in production)*



PROTOTYPE

A limited working prototype can be found in the **Live_Prototype** folder. To access it, right click on “Index.html” and open with Chrome/Safari/Firefox

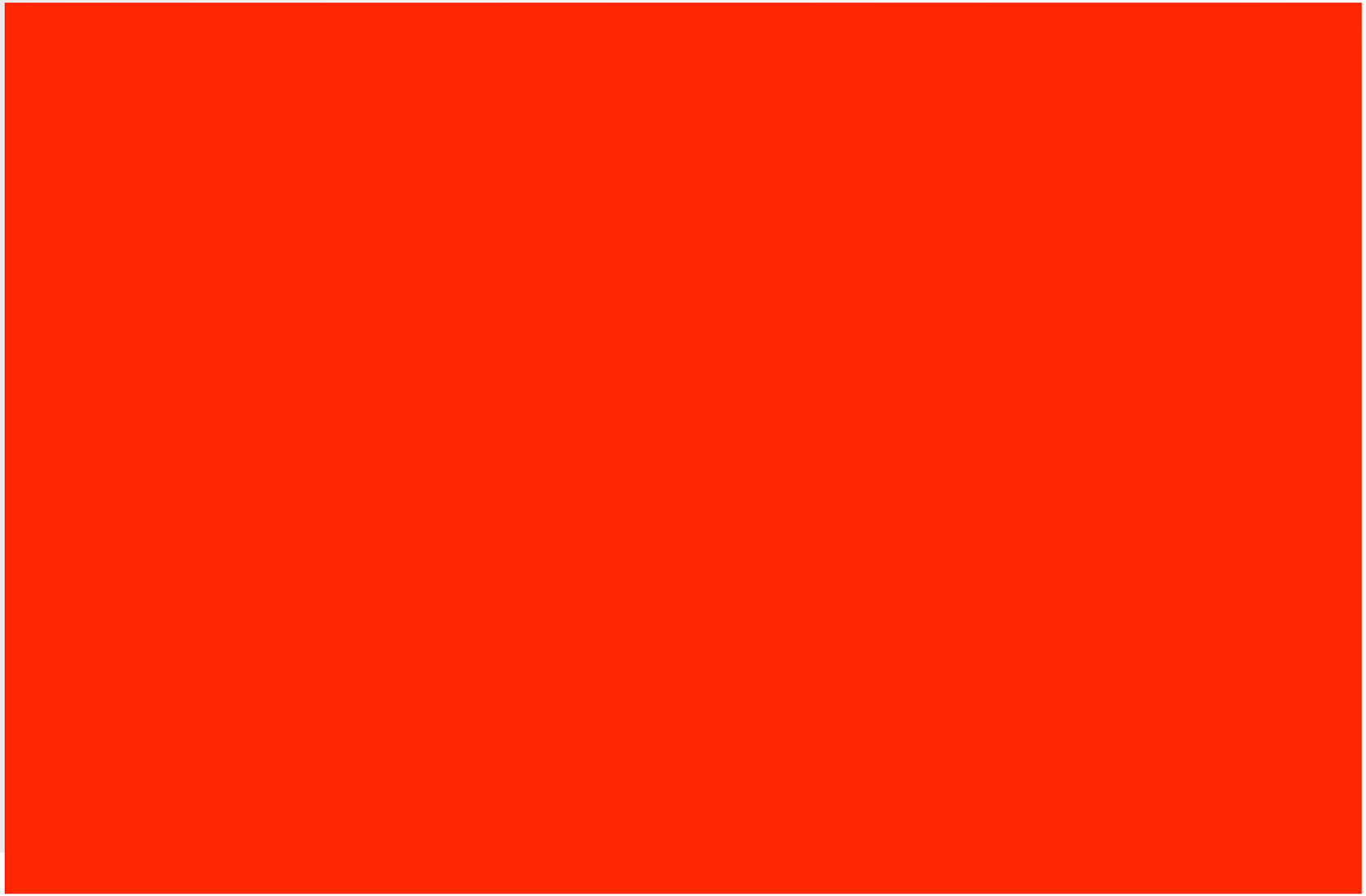
A print and video guide can be found on the next slide.



PROTOTYPE GUIDE & SCREENCAST

Guidesheet

The one page guidesheet can be found as *GuideSheet_Calendar.png*. Make sure to enlarge to read annotations.

ScreenCast

A short ScreenCast can be found in the same folder as *Screencast_Calendar.mov* that goes over the features and how to use the calendar.