

A NEW TOOLBOX

SOPHIE SHEPHERD & KEVIN SHARON

Howdy



ATX

Disclaimer

We don't know what we're doing.

Artifact: A New Toolbox

A New Toolbox

Research

A New Toolbox

Communication

A New Toolbox

Design

Research: Why before what

Research



...for design to truly be great, [research] needs to be built into your projects from the very beginning.”

—Mike Montiero



"How do you make a chair?"

“Go make mistakes”

This sucks.



We built it, launched it, it sucks,
and no one cares. **Fix it?**

Rush to MVP

That's a whole 'nuther talk.

Sometimes
Design Research is easy.
^

Interviews

Interviews

Stakeholders

Interviews

Users

Ethnio

The Questions	Answer Types
1. Been to this site before?	Yes / No
2. What is your age?	Drop Down
3. Name	Single Line
4. Phone	Phone
5. Email	Email
6. When is good for you?	Magic Scheduling
 Add New Question...	

ethn.io/

Design Values Survey

The Design Values Survey

Start a conversation

The Design Values Survey

Ask dumb questions

The Design Values Survey

Reveal your preconceptions

The Design Values Survey

Not everyone will agree

The Design Values Survey

“Should the new site look like a
magazine or a newspaper?”

The Design Values Survey

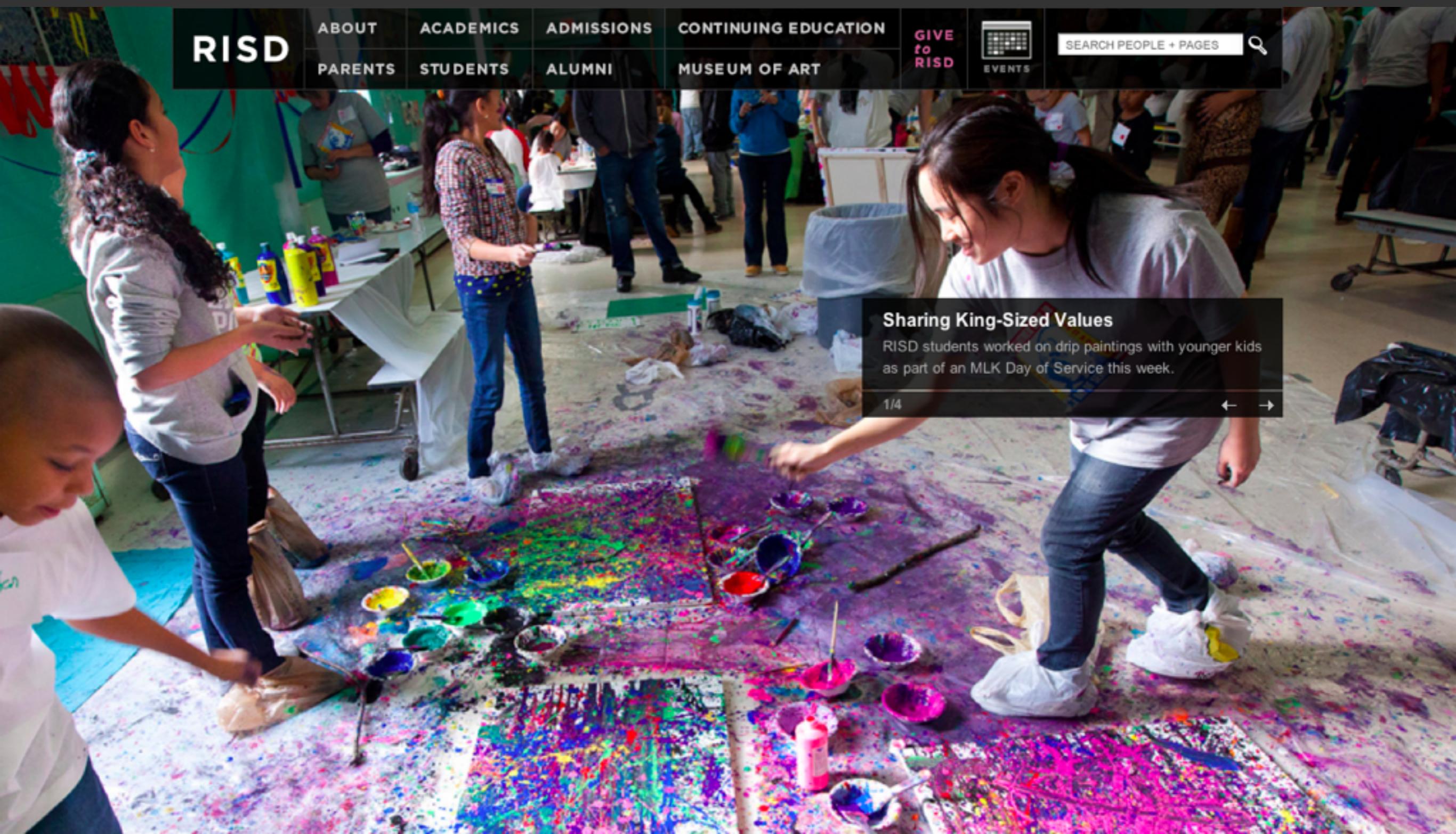
“Should the new look reflect the
aesthetics of []?”

10 Second Gut Check

10 Second Gut Check

Benchmark

10 Second Gut Check



10 Second Gut Check

Define taste

10 Second Gut Check

Generate content ideas

Personality Test

Personality Test

// Finding out who your customers are is only half the question. You also have to understand who you are.”

—Aarron Walter

What is the personality of a site?

Voice

What is the personality of a site?

Tone

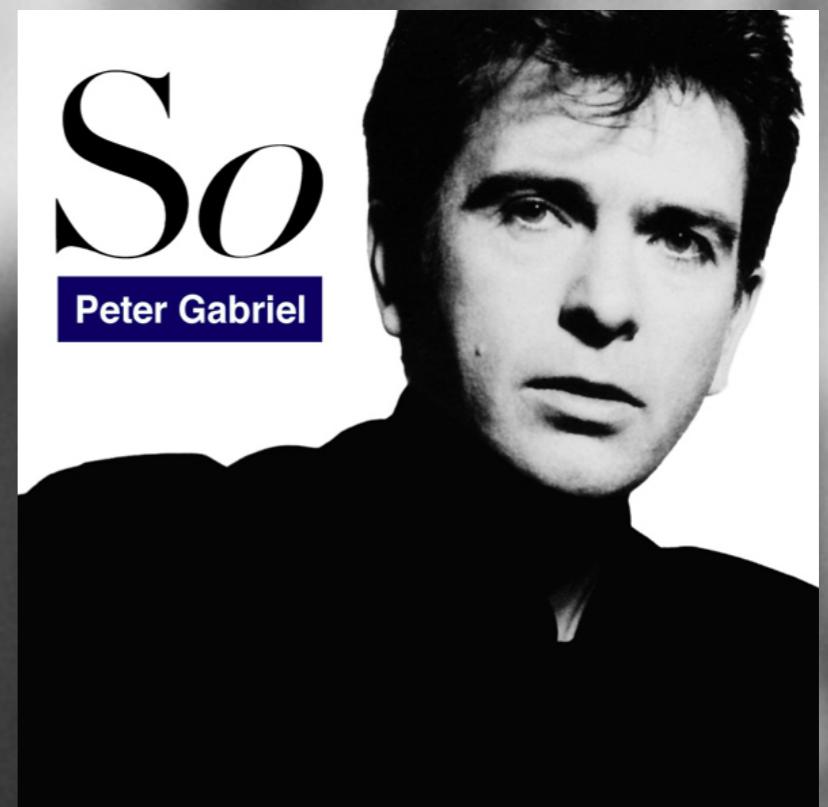
What is the personality of a site?

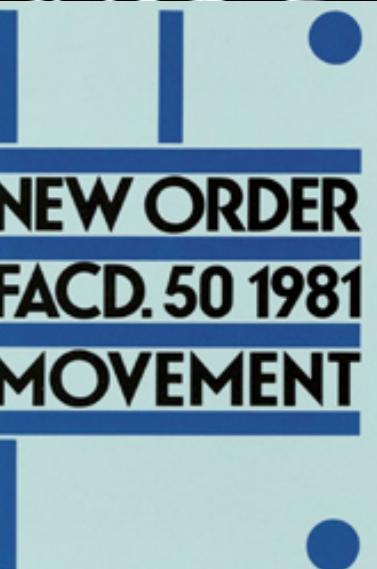
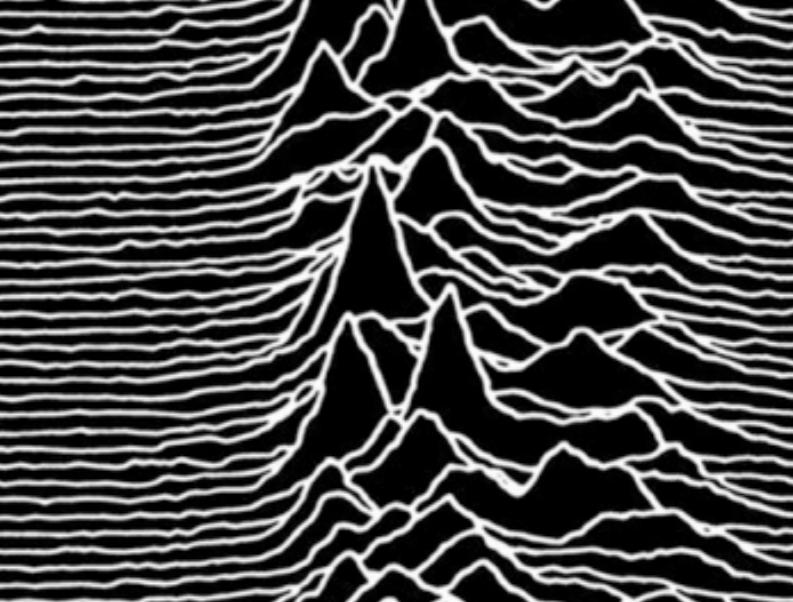
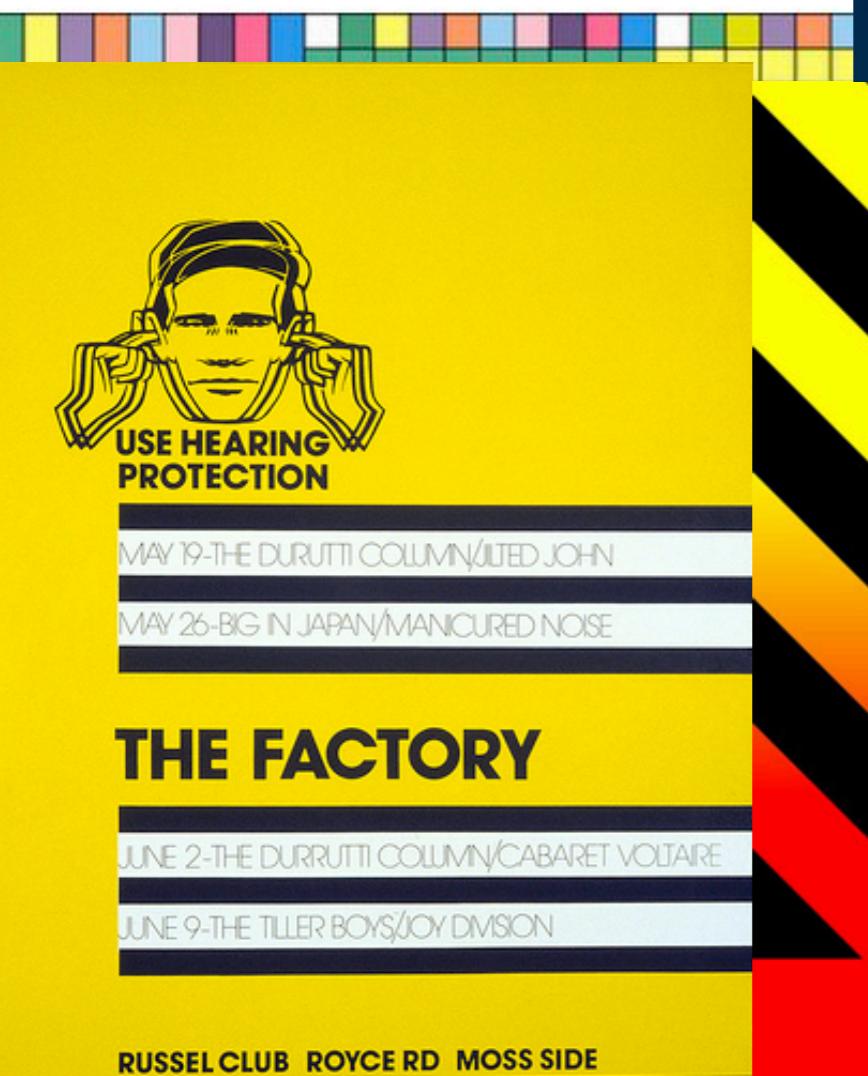
Feel/Mood





Peter Gabriel: He began his career as a semi-professional drummer; someday he may abandon rock music to realize his ambitions as a film writer and director.







BLACK PIXEL



We are very happy to welcome
@rcw3 to the @blackpixel team!

[Follow Black Pixel On Twitter](#)



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UX Strategy & Design

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SOLID.
USEFUL.
BEAUTIFUL.



KALEIDOSCOPE

Spot the differences in text and image files. Review changes in seconds with the world's most advanced file comparison application.

[READ MORE](#) +



VERSIONS

Versions offers the best way to work with Subversion on the Mac. Thanks to its clear-cut approach, you'll hit the ground running.

[READ MORE](#) +

The Secret Ingredient

TO THE WORLD'S BEST APPS

Black Pixel is a creative, interdisciplinary collective of more than 20 senior designers, developers, and artists working together to create beautiful applications for Apple hardware. We love what we do and take joy in making great things.

BLOG CATEGORIES

iOS Development (21)

Design (18)

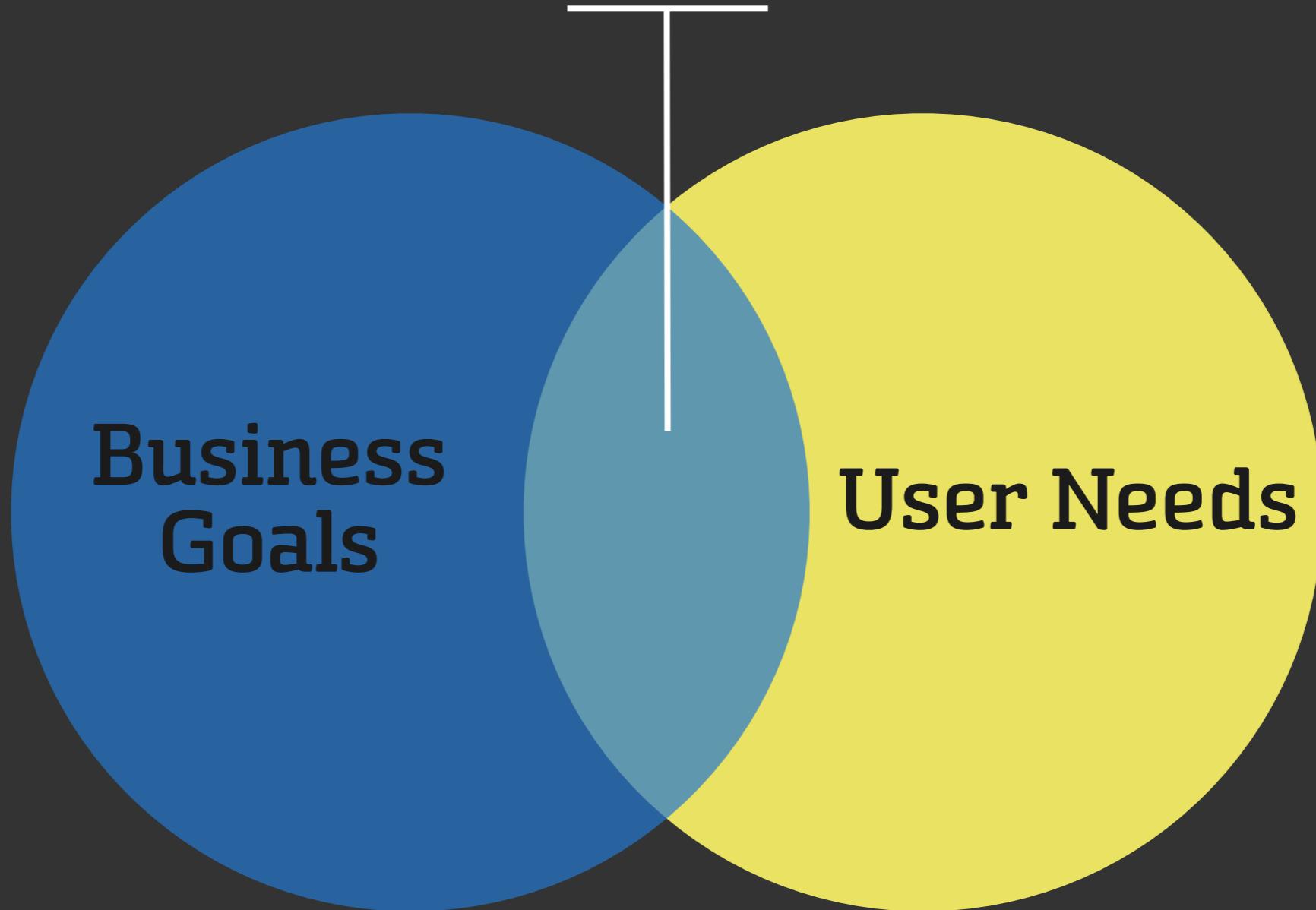
User Experience (10)

Awesome Stuff (7)

Communication: Playing nice with others

Design is a service

Service



Business Needs

Project goals

Business Needs

Requirements

Business Needs

Technology

User needs

Who is the audience?

User needs

Is there a new audience?

User needs

*How do other people reach
this audience?*

Client Capabilities

Client design team

Client Capabilities

Photography, Video, Infographics

Oh no, a dirty word:
Clients

You get the clients you deserve

Client Communication

“You can’t use that shade of blue..”

Client Communication

"Let's make the logo bigger"

Client Communication

“Our CEO’s favorite font is Arial”

The Elusive “Fold”



Wee Nudge



Teach your clients about the mysteries of the web

The Fold

Share this:



A concept derived from newspapers, which refers to the invisible line on a web page where the user must start scrolling to see the rest of the content.

The fold is not as important as you think. The concept has entered into common knowledge and this has become a problem for the advancing web industry. **Users do know how to scroll.** If you squish everything towards the top of the page in an effort to get all your content in front of the user, you will only succeed in created an overcrowded messy page and turning your user off your site altogether.

weenudge.com/thefold/

A better approach is to use the top part of your website to **lead the user in** to your site and make them **want to read on**. If the page is designed properly then they will have no problem scrolling on to find the rest of your

FOLLOW US

SUBSCRIBE

Useful links on The Fold

- [Life Below 600px](#)
- [51bits - Drop The Fold](#)
- [Designing for the New Fold](#)
- [Nielsen - Scrolling and Attention](#)
- [There Is No Page Fold](#)

This sucks.



**It's not a collaboration
if you don't say "no."**

“When are you going to show me
something to look at?”

Early Design



BLACK PIXEL

BLOG CATEGORIES

IOS DEVELOPMENT	21
DESIGN	8
USER EXPERIENCE	10
AWESOME STUFF	3



JAIMEE NEWBERRY

Director, Design Team

Duis aute irure dolor in
reprehenderit in voluptate
velit esse cillum dolore.

We are very happy to welcome @rcw3 to
the @blackpixel team!

FOLLOW BLACK PIXEL ON TWITTER +



Versions

Versions offers the best way to work with Subversion on the Mac.

+ LEARN MORE



NOW AVAILABLE ON THE MAC APP STORE

The Secret Ingredient to the World's Best apps.

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← PREVIOUS POST:
**BLACK PIXEL AT
WWDC**



We couldn't have asked for anything more. What that Black Pixel delivered was not only beautiful, but a revolution.

– Awesome Client

Artists working together to create beautiful applications.

Client Feedback

Restate the goals.

Client Feedback

*What answers to you need to
move to the next step?*

A Designer's Job

Responsive Web Design

Traditional Process

Research

UX

Graphic Design

Front-End Dev

QA



Designer

Updated Process

Research

UX

Graphic Design

QA

Style Guide

Front-End Dev

Designer

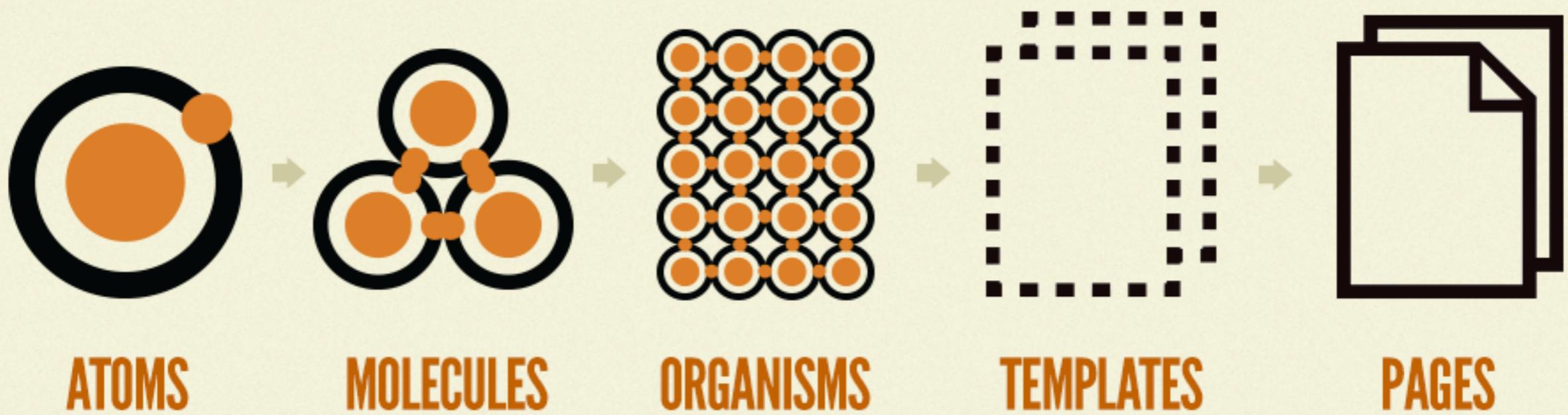


Most of what I do
doesn't look like a website.

Atomic Design



Atomic Design



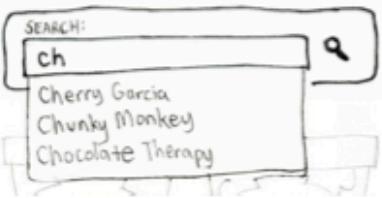
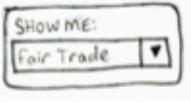
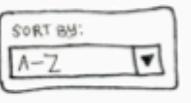
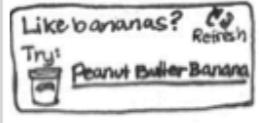
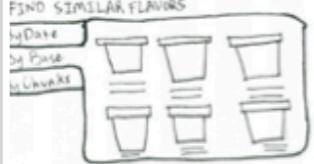
Start With Content

- What did we learn from the research?
- Define Content Needs

Start With Content

- Sketch
- Collaborate
- Tool to prompt conversation amongst teams

Content as Modules

Module Guide: Searching & Sorting	Module Guide: Company Information	Module Guide: Flavor Exploration
<p>The modules are to manage large amounts of content</p> <p>SS-1: Auto-Populate Search</p>  <p>SS-2: Filter Content</p>  <p>SS-3: Sort Content</p> 	<p>These Modules provide information about the company.</p> <p>CI-1a: In A Pint (a)</p>  <p>CI-1b: In A Pint (b)</p>  <p>CI-2: Ben & Jerry</p> 	<p>Modules encourage the visitor to dig deeper into the many flavors.</p> <p>FE-1: Flavor Suggestor</p>  <p>FE-2: Similar Flavors List</p>  <p>FE-3: Browse Flavors Carousel</p>   

Modules as Hierarchy

- | | | | |
|----------|-------------------------------|----------|-------------------|
| 0 | Delete | 3 | Nice to Have |
| 1 | Not needed/
Can't Maintain | 4 | Requested |
| 2 | Maybe, but not
important | 5 | Utmost Importance |

Modules as Hierarchy

Module Guide: **Company Information**
These Modules provide information about the company.

The module guide for Company Information includes several hand-drawn sketches:

- A circular icon with the number 0 contains a sketch of a small poster or card with text and icons.
- A circular icon with the number 2 contains a sketch of a "About Ben & Jerry's" section with a small photo and a "VIEW COMPANY TIMELINE" button.
- A circular icon with the number 4 contains a sketch of a row of circular icons representing various company policies like Fair Trade, Green Tree, and Caring Dairy.

Module Guide: **Searching & Sorting**
The modules are to manage large amounts of content

The module guide for Searching & Sorting includes several hand-drawn sketches:

- A circular icon with the number 5 contains a sketch of a search interface showing the letters "ch" and a list of results: Cherry Garcia, Chunky Monkey, Chocolate Therapy.
- A circular icon with the number 3 contains a sketch of a dropdown menu labeled "SHOW ME: Fair Trade".
- A circular icon with the number 3 contains a sketch of a dropdown menu labeled "SORT BY: A-Z".

Module Guide: **Flavor Exploration**
modules encourage the visitor to dig deeper into the many flavors.

The module guide for Flavor Exploration includes several hand-drawn sketches:

- A circular icon with the number 1 contains a sketch of a "Like bananas?" section with a "Reindeer" flavor suggestion.
- A circular icon with the number 2 contains a sketch of a "NO SIMILAR FLAVORS" section showing a grid of six ice cream containers.
- A circular icon with the number 5 contains a sketch of a "Flavor Counsel" section with a "Ben & Jerry's Flavor Counsel" button.

Modules as Prototypes

Scoops & Pints Near You



Showing results for: Burlington, VT [Change Location](#)

USA



350 x 300

Miss 30 Rock already?? Wipe away your tears and get excited for [our new flavor](#), a lemony-blueberry-y tribute to [Liz Lemon](#), portrayed by the talented Tina Fey.

[Learn more](#)

Find it near you at: Safeway

[View On Map](#)

[View all locations near you](#)

Tell Tina Fey that you're into
[#lizlemon!](#)

[Tweet It!](#)

Capture Euphoria!

100 x 100

100 x 100

The road to euphoria is paved with chunks and swirls. Share your euphoric Instagrams with [#captureeuphoria](#), and we'll feature our favorites in our advertising in your neighborhood.

[View Full Gallery](#)

You have the right to know about GMO!

50 x 50

[See our non-GMO progress](#)

[View our non-GMO flavors](#)

Modules as Requirements

- Functional Requirements
- Technical Requirements
- Content Requirements

Modules as Design Plan

- Which pages have unique layouts?
- Which modules can be designed independent of layout?

Graphic Design

Style Boards

Full Page Comps

Big Screen

Small Screen

PSD vs. Browser



You Can't Have Happy
Accidents in the Browser

– Mark Boulton

Design Tipping Point

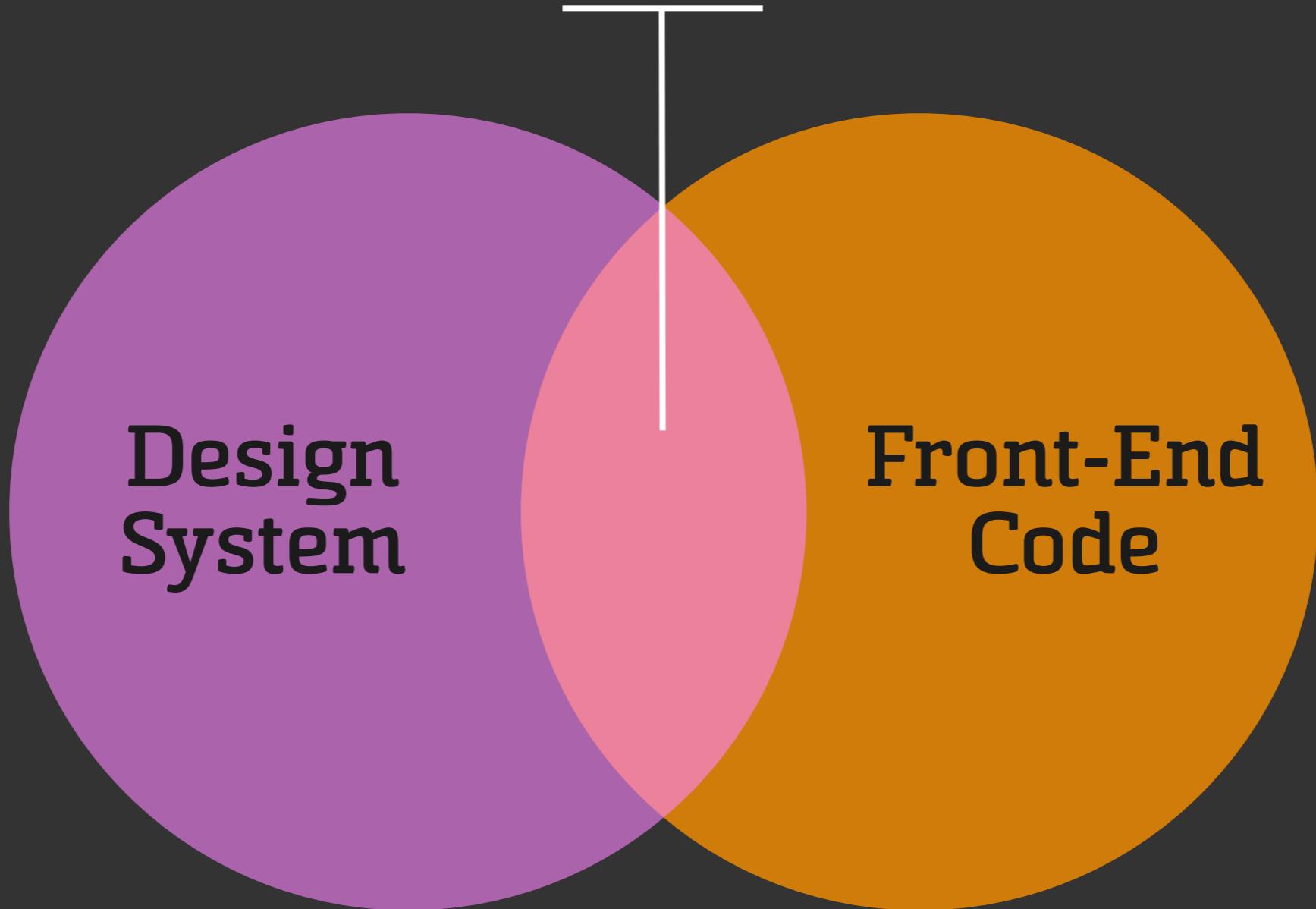
When is it more efficient to move over to
working in the browser?

QA

Designer finds bug → Files bug in Sifter →
Developer has question → developer fixes
bug → assign back to designer → designer
looks at page to confirm → designer closes
ticket

Designer Finds Bug → Designer Fixes Bug

Style Guide



Style Guide

Allows designer to see design system through the lens of front end code.

Tool for Clients

- Module Guide
- Visual Reference
- Technical Reference
- Content Guide

Experiment

April 1st, 2012

“

You're going to design this site
using Keynote.”

—Kevin Sharon

“

Like, Keynote **Keynote?**”

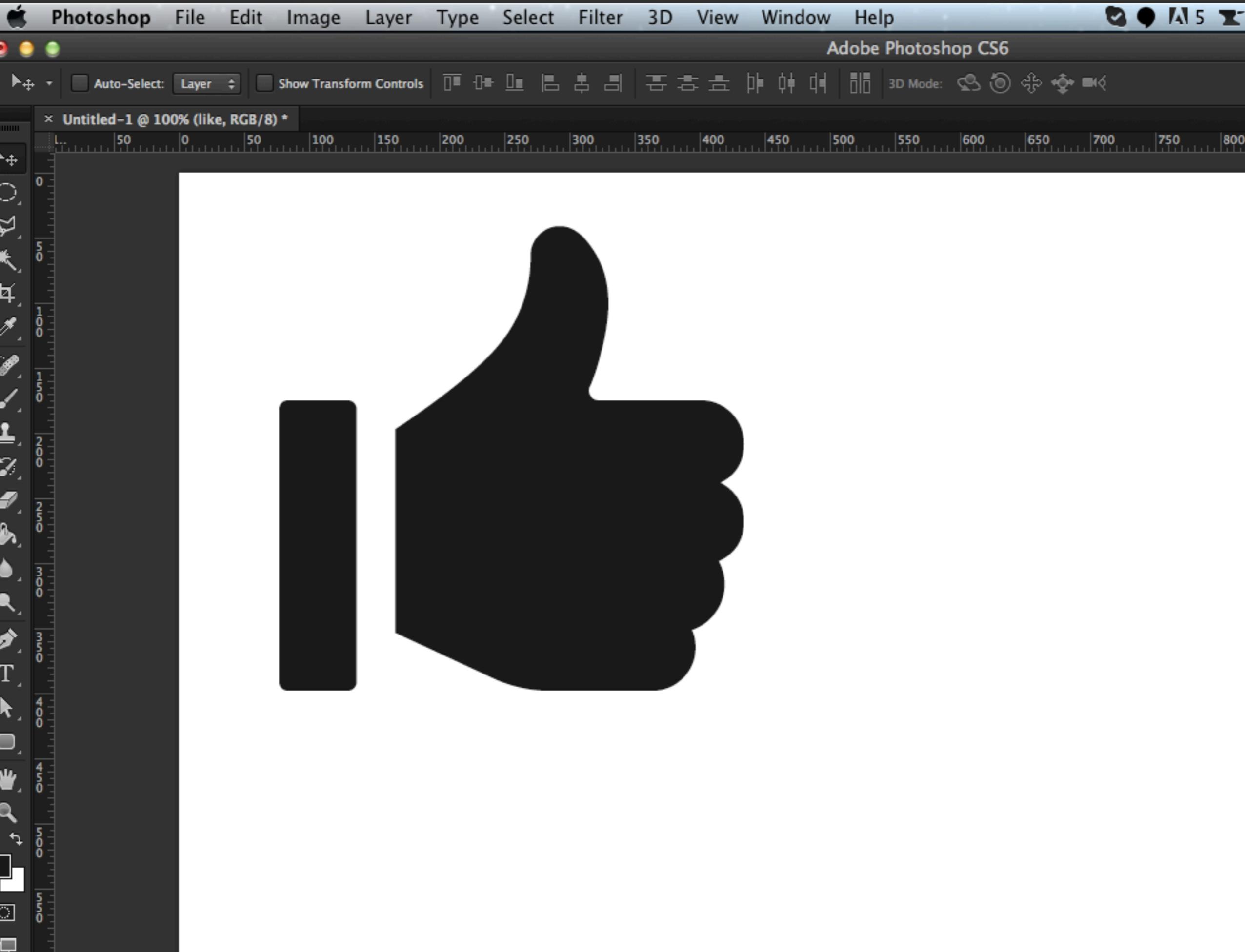
“

Is this an April Fool’s **joke?**”

“

He’s serious. **Deep breathes.**”

—Sophie Shepherd (in her head)



Photoshop ≠ Browser

- Wrapping Text
- Multiple Widths
- Rounded Corners
- Consistent Type

Tools ≠ Precious

There is no “right” way of doing this stuff.

**Design:
The details matter**

“Designers”

Don't be the "designer (who codes)."

Be a designer with a bigger toolbox.

This stuff ain't easy

The one truth



FAIL. You're doing it wrong... ”

—the twitters

#jerks

That's
Bullshit

No one knows what they're doing.

co
Empathy

UX is everyone's job.

The one true process is...

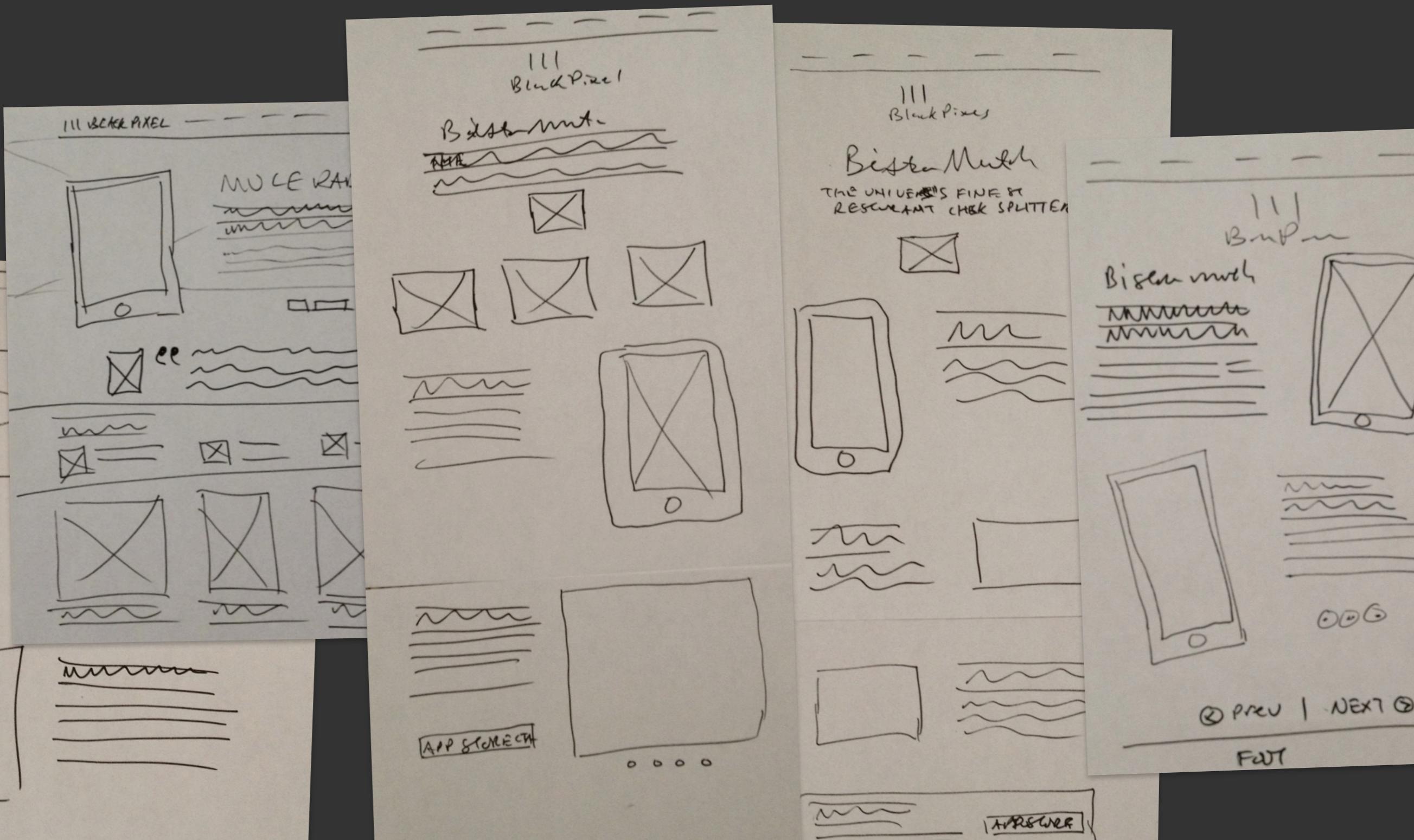
It all depends.

Process is decided by

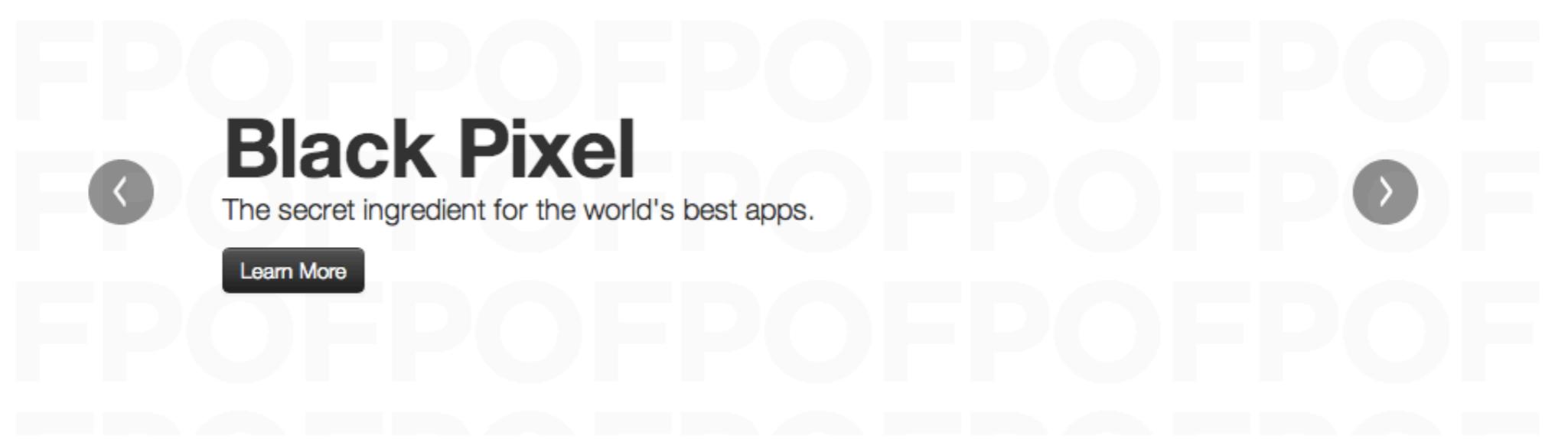
- The required deliverables
- The expected outcomes
- The client's needs
- The client's personality
- Audience needs
- Budget
- Timeline
- Project teams
- Time zones
- Hurricanes
- The moon and tides

Wireframes

Wireframes



Wireframes



The image shows a wireframe placeholder for the Black Pixel homepage. The placeholder consists of four large, light-gray rectangular boxes arranged in a 2x2 grid. Each box contains a faint 'X' shape, indicating where content would be placed.

Black Pixel

The secret ingredient for the world's best apps.

Learn More

Our Services

Design, stability, and performance are our priorities. Delivering them on a deadline is our specialty.

Learn more

The Blog

Etiam volutpat bibendum ipsum, quis dictum nisl condimentum nec. Integer et felis risus, non volutpat sapien.

Start reading

Our Work

Design, stability, and performance are our priorities. Delivering them on a deadline is our specialty.

Learn more

Meet the team

A creative, interdisciplinary collective of designers, developers, and artists working together.

Meet the team

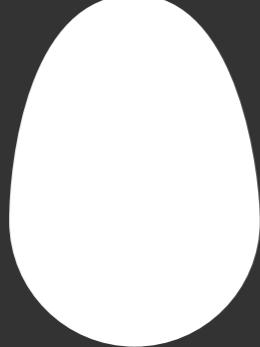
Designer

=

Communicator

Don't make easy the goal.

How do you scramble an egg?



+



+





youtu.be/PUP7U5vTMM0

Thanks!

Kevin Sharon
@kevinsharon

Sophie Shepherd
@sophshepherd