A NEW TOOLBOX

SECRETS FROM HAPPY COG

KEVIN SHARON SOPHIE SHEPHERD

Howdy

Tonight:

- Happy what?
- Secrets: Shortcuts, corner cutting tricks and tips, & jk lol.
- Case Study

New York City, NY

Austin, TX

Philadelphia, PA

Secret #1

Jeffrey Zeldman

Education

Education:

- A List Apart
- A Book Apart
- An Event Apart
- Girl Develop It
- Ladies in Tech

Happy Cog:

- We share with the Community.
- Educate our clients.
- Mentor young designers.

Secret #2

“Go make some mistakes”

I wish.

HE PASSI
AINT TIBULU
DOWN WITH
THIS SORT
OF THING

Best Practices.

Web Standards:

> By releasing browsers which do not uniformly support those standards, browser makers are injuring Web developers, businesses and users alike.
>
> —http://archive.webstandards.org/mission.html

Fluid Grids:

> But given all that we've achieved over the past few years—moving past tables, evangelizing standards... I do wish we'd bend some of that ingenuity to break out of our reliance on "minimum screen resolution."

—http://alistapart.com/article/fluidgrids

The Baker Street
INQUIRER

THE
WEBLOGUE

BACK
ISSUES

ABOUT
OUR PAPER

"Give me problems, give me *work*."

In the year 1878 I took my degree of Doctor of Medicine of the University of London, and proceeded to Netley to go through the course prescribed for surgeons in the army. Having completed my studies there, I was duly attached to the Fifth Northumberland Fusiliers as Assistant Surgeon. The regiment was stationed in India at the time, and before I could join it, the second Afghan war had broken out. On landing at Bombay, I learned that my corps had advanced through the passes, and was already deep in the enemy's country.

victors & villains

SHERLOCK
HOLMES

DR JOHN HEMISH
WATSON

MYCROFT
HOLMES

Best Practices

- Collaboration.
- Give ideas time to develop.
- Learn to separate evolution from broken process.

Secret #3

All the details

HTML Wireframes vs. Prototypes

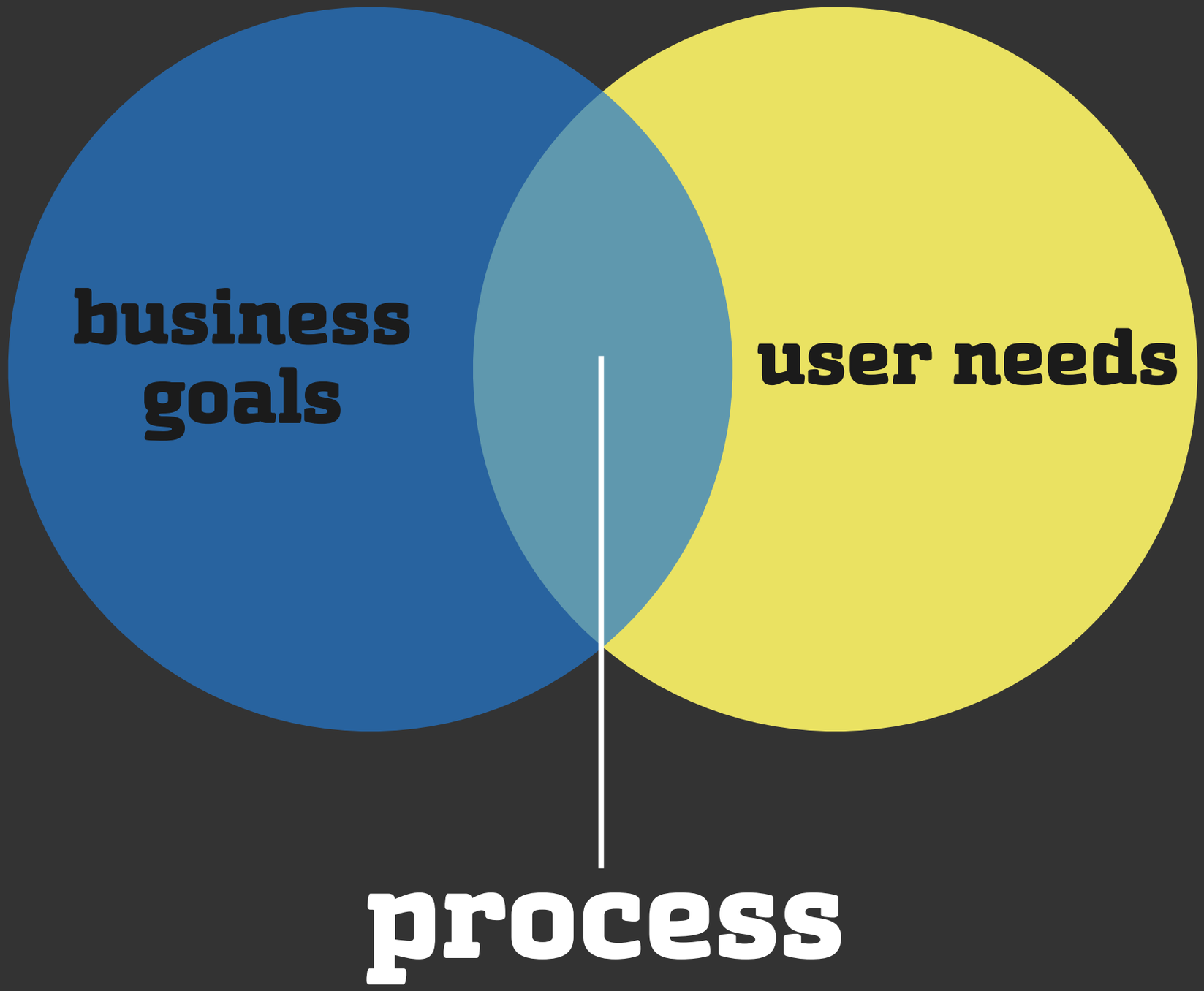
HTML Wireframes

Twitter Bootstrap
Hand-rolled HTML
Custom RAILS framework
Foundation
Yay!

Style Tiles, Element Collages Concept Boards

Oh no, a dirty word:

Clients


business goals
user needs
process

You get the clients you deserve.

Secret #4

Who are the UX designers?

Everyone

Audience

Empathy

“Designers”

“Visual Designer”

“Graphic Designer”

“Pretender”

“Camera guy”

Graphic Designer:
Paul Rand

Graphic Designer:
Paula Scher

1982–2013

SHE WAS A GREAT “VISUAL DESIGNER”

Don’t be the “designer (who codes).”
Become a designer with a bigger toolbox.

Secret #5

Responsive Web Design

~~Responsive~~ Web Design

Screens Everywhere

The Shoe Fits

The Pencil

Hashtag R-W-D, you guys.

Secret #6

The Secret Sauce

This stuff ain't easy

Waterfall-ish

Timeline

Discovery

Graphic Design

CMS

IA/UX

Template Development

It all depends.

Typical Projects

The Big Brand

Universities

Atypical

Discovery.

The Kickoff

UX

Content strategy is…

Content Strategy:

> “…content strategy is to copywriting as information architecture is to design.”

—Rachel Lovinger, interesting person

Wireframes

UX:

- Create content collaboratively.
- Validate content.
- User testing.

Graphic Design.

Graphic Design:

“ You’re doing it wrong... “

—the twitters

Graphic Design:

- Textures, fonts, colors.
- Content.
- Solving problems on the front end and the back end.

It’s not a collaboration if you don’t say “no.”

Atypical

Atypical:

- No branding.
- No work.
- No location.
- No identity.
- Oh crap...

Atypical Project Process

My Dan Mall Moment

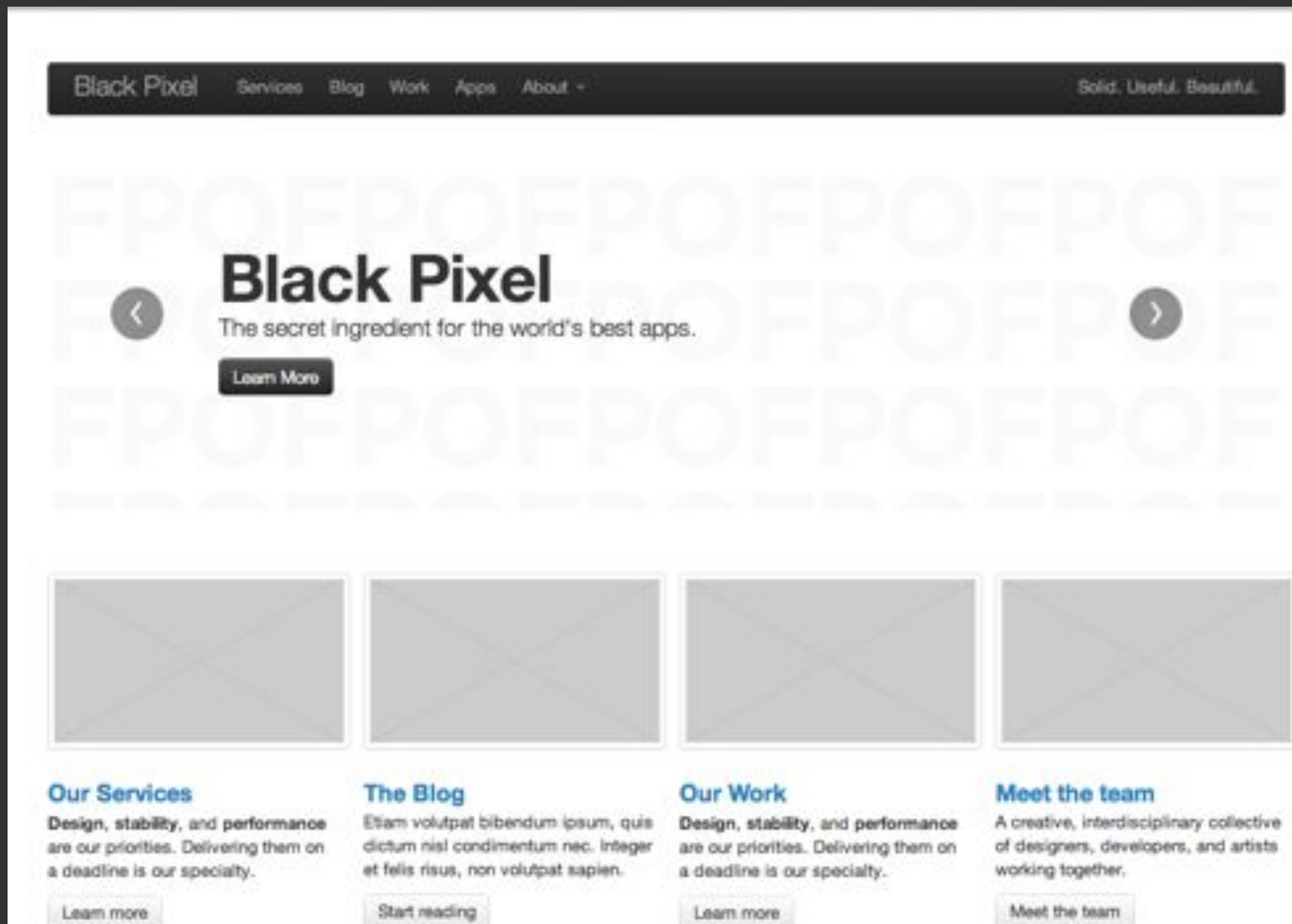
Met Him Yesterday
Seems like a Good Guy

To Be Continued...

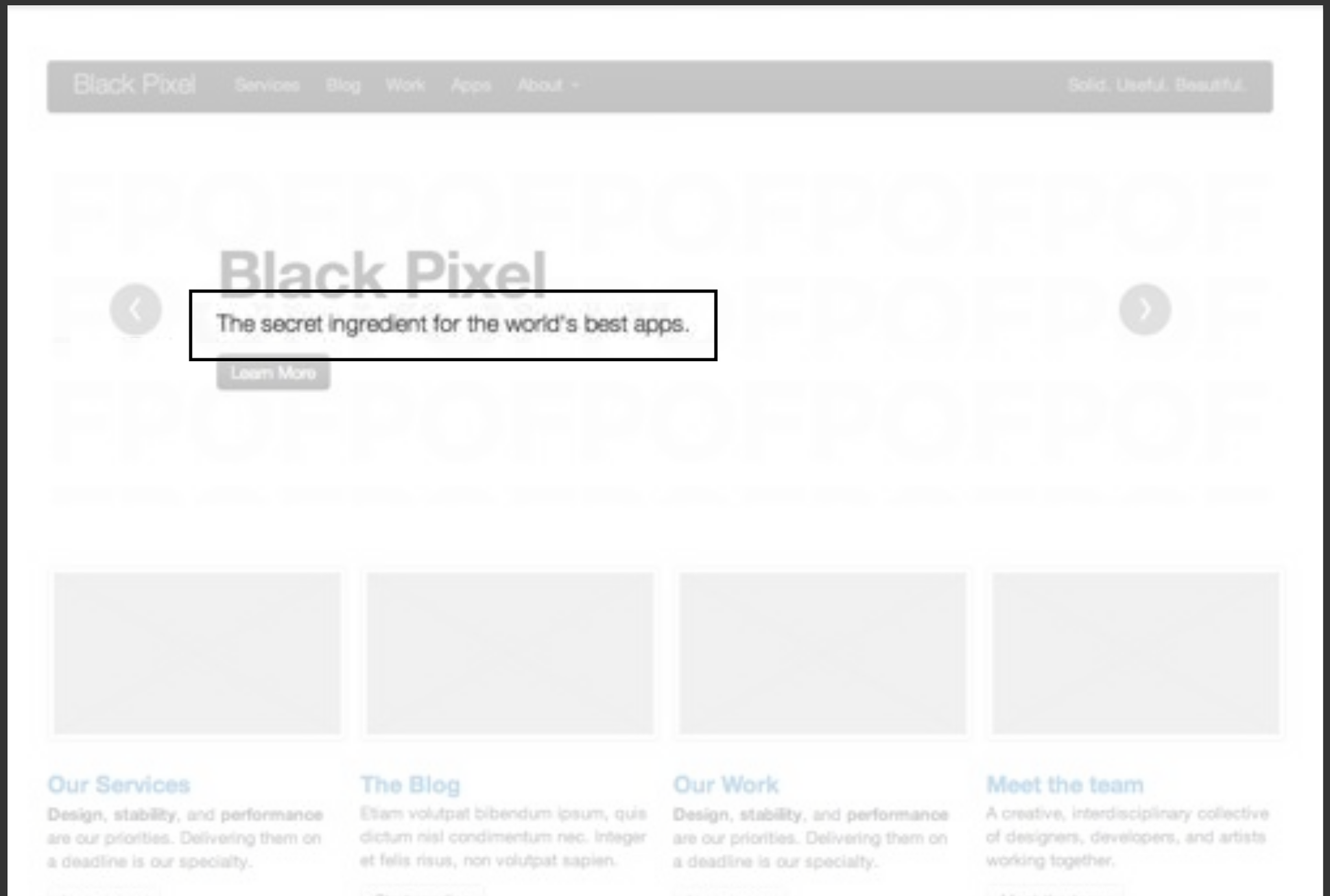
The Client

Previous Client + App Developer

HTML Wireframes



HTML Wireframes



Black Pixel Services Blog Work Apps About

Black Pixel Not just a majestic shaolin temple renown

As legend says, we're also
applications for Apple hardw

Our Culture Change, Design & Grow

Declassified Information releas

Our Culture Ch

The Black Pixel Team

Not just a majestic shaolin temple renown for its kung fu fighting monks.

Jaimee Newberry

Director, Design Team

The group we've established gives us the flexibility to work with Fortune 100 clients on top-tier sports.

You can choose to be happy. 20h

- Twitter
- Dribbble
- GitHub

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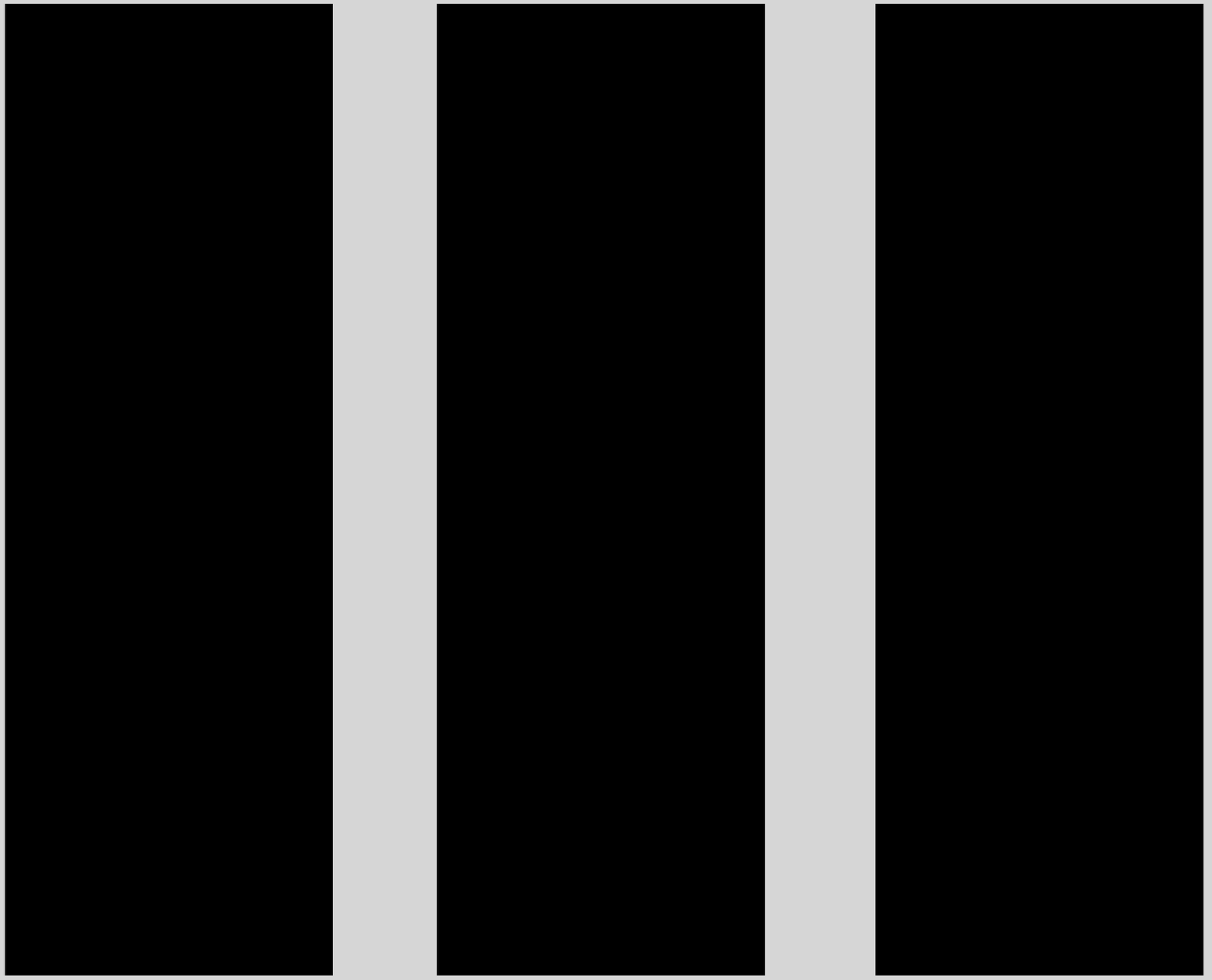
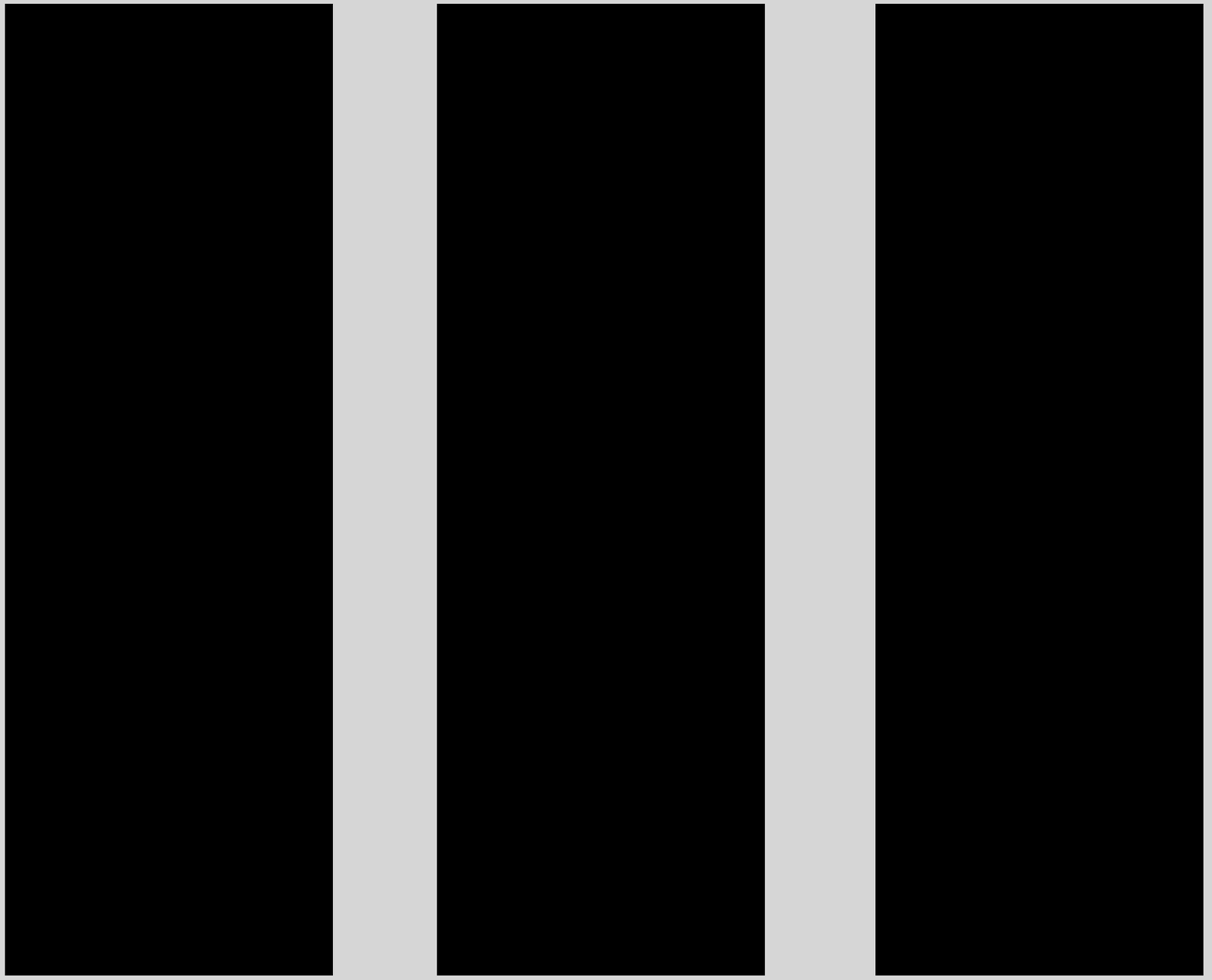




black pixel

A-Team for hire.
And how

The Black Pixel are a tight-knit team of **expert designers and software developers for hire**, based in Seattle. Our passion is Apple iOS, and we specialize in rapid turnaround, high-visibility projects requiring multiple developers. **Design, stability, and performance** are our priorities. Delivering them on a deadline is our specialty.

Eminently flexible, we provide both design and development services as needed by our clients. We're comfortable tackling large projects alone, as part of a larger distributed effort, or embedded on-site alongside client teams. In the last year alone we've developed multiple **#1 Paid (and #1 Grossing)** iPhone app and a second Top-10 Grossing iPad app, as well as multiple Featured applications on the App Store. Our work has been featured in Apple ads for print and TV, and in Steve Jobs keynotes.

Our **combined might** allows us to develop complicated projects in a remarkably short amount of time. Every member of our staff has their personal specialties atop the core skills required for the job. We support each other, we complement each other, and we don't stop until the job is done.

We're hiring! Current job opportunities at Black Pixel

Timeline

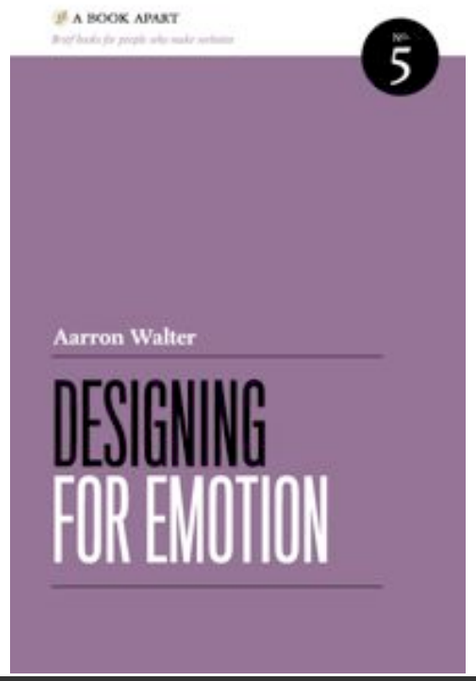
HTML Wireframes

Concept Board

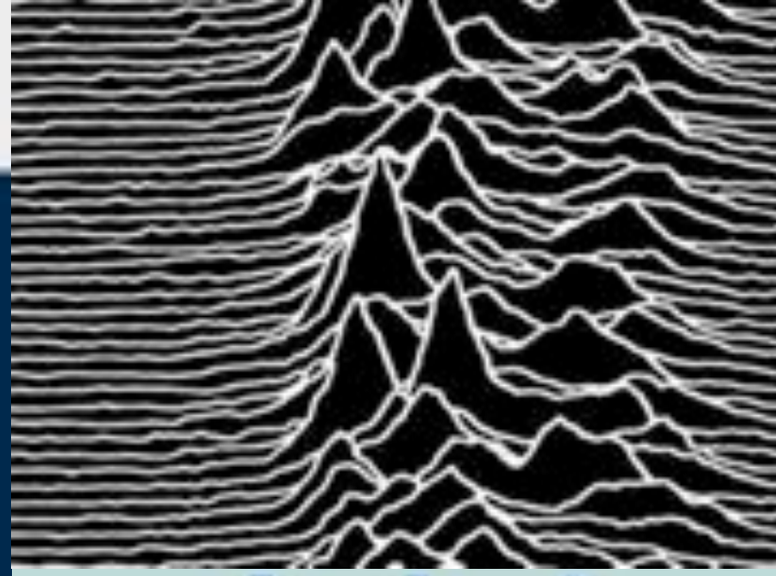
Overview

Write an overview of the brand personality. If your brand were a person, who would it be?

Maybe you have a mascot which already is the visual representation of the brand personality. If so, describe its traits and how that relates to the personality you want to convey.



AUTEUR LABELS
FACTORY RECORDS 1984



NEW ORDER
FACD. 50 1981
MOVEMENT

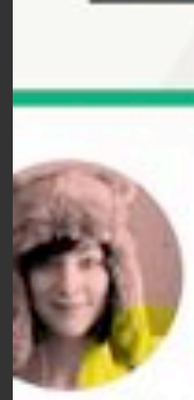
USE HEARING PROTECTION
THE FACTORY
RUSSEL CLUB ROYCE RD MOSS SIDE

OMD
ENGLISH ELECTRIC

BLACK PIXEL

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

Follow Black Pixel On Twitter



Jaimee Newberry

UX Strategy & Design

Las Vegas, NV

jaime@blackpixel.com

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)

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 wa
Subversion on the Mac.

+ LEARN MORE

NOW AVAILABLE ON THE MAC APP

The Secret Ingredient to
the World's Best apps.

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than 20 senior designers, developers, and artists work
together to create beautiful applications for Apple ha
We love what we do and take joy in making great thi

PREVIOUS POST:
BLACK PIXEL AT WWDC

> *We couldn't have asked for anything m*
> *that Black Pixel delivered was not only*
> *but a revolution.*
>
> – Awesome Client

Artists working together to create beautiful applicat

“

You Can’t Have Happy Accidents in the Browser

— Mark Boulton

NetNewsWire

Timeline

HTML Wireframes

Concept Board

Home Page

Timeline

HTML Wireframes

Concept Board

Home Page

Template Development

Timeline

HTML Wireframes

Concept Board

Home Page

Sub Pages

Template Development

In Photoshop

Home
Case Study
Blog Post
About
Team
Services

In Photoshop

In Photoshop

In Photoshop

In Photoshop

In Photoshop

EMAIL

RECENT BLOG ENTRIES

Caching and NSURLConnection

Filed in: POSTS

Introducing The New Black Pixel Website Designed by Happy Cog

Filed in: POSTS

Making the MoneyWell App Icon

Filed in: POSTS

CATEGORIES

Posts

Labs

Articles

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

FOLLOW BLACK PIXEL ON TWITTER

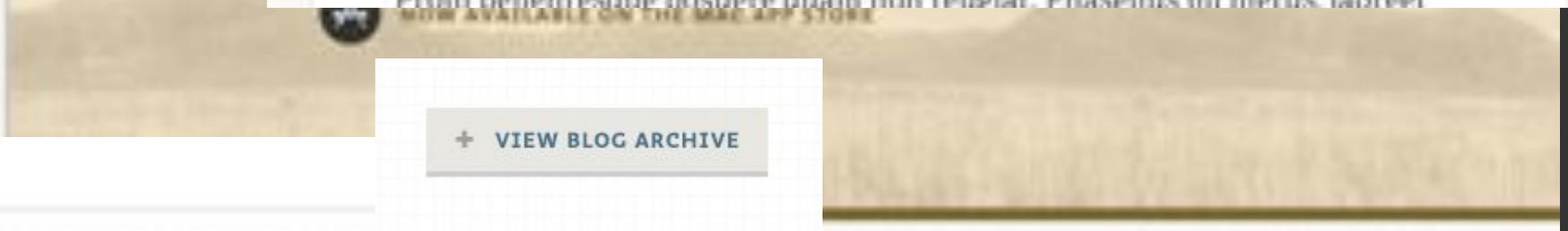
7/12/2012

dobe Icons From an Alternate Universe

By Phil Letourneau

DIRECTOR OF VISUAL DESIGN

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse aliquet lacinia vestibulum. Vivamus eu aliquam urna. Donec non tellus ac diam sollicitudin bibendum non vitae nunc. Nullam dictum congue tortor, id cursus diam fermentum quis. Curabitur sed velit a tortor euismod eleifend. Proin pellentesque posuere quam non feugiat. Phasellus mi metus, laoreet



+ VIEW BLOG ARCHIVE

rs ago our fathers brought forth, upon this conceived in liberty, and dedicated to the proposition that all men are created equal.

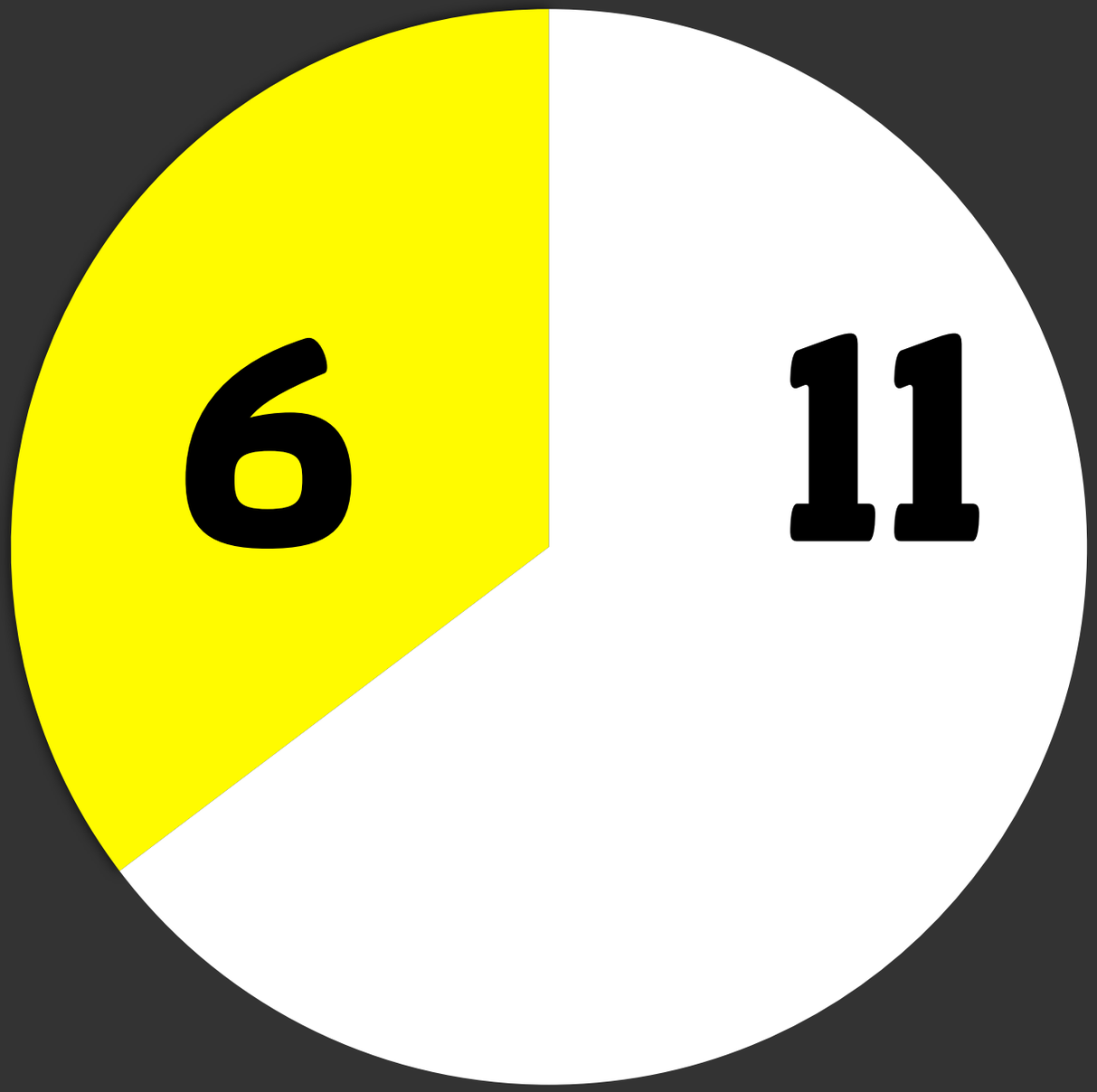
— Jaimee Newberry

USER EXPERIENCE STRATEGY, BLACK PIXEL

lack Pixel

llective of more than 20 senior designers, r to create beautiful applications for Apple and take joy in making great things.

Home
Case Study
Blog Post
About
Team
Services



Jobs
Job Listings
Blog Landing
Blog Archive
Work Listing
App Listing
App Case Study
App Variation
404
Contact
“How We Work”

Sketching

Team

Designer	Developer
Makes Design Decisions in Browser	Makes Design Decisions in Browser
Learned SASS	Extensible Code

Q.A.

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

The Shoe Fits

Timeline

HTML Wireframes

Concept Board

Home Page

Sub Pages

Template Development

Timeline

Remaining 11 pages x 4hrs = **44hrs**
+ Tablet Design, 17 pages x 4hrs = **68hrs**
+ Mobile Design, 17 pages x 4hrs = **68hrs**

---

180 Hours *(4.5 weeks)*

What We Took Away

Early Design Collaboration

QA the Whole Time

Using Sketches as Deliverable

Thanks!

Kevin Sharon
@kevinsharon

Sophie Shepherd
@sophshepherd