

MVSS

Minimum Viable Skill Set

1/9/17 Information architecture &
Wireframing 101

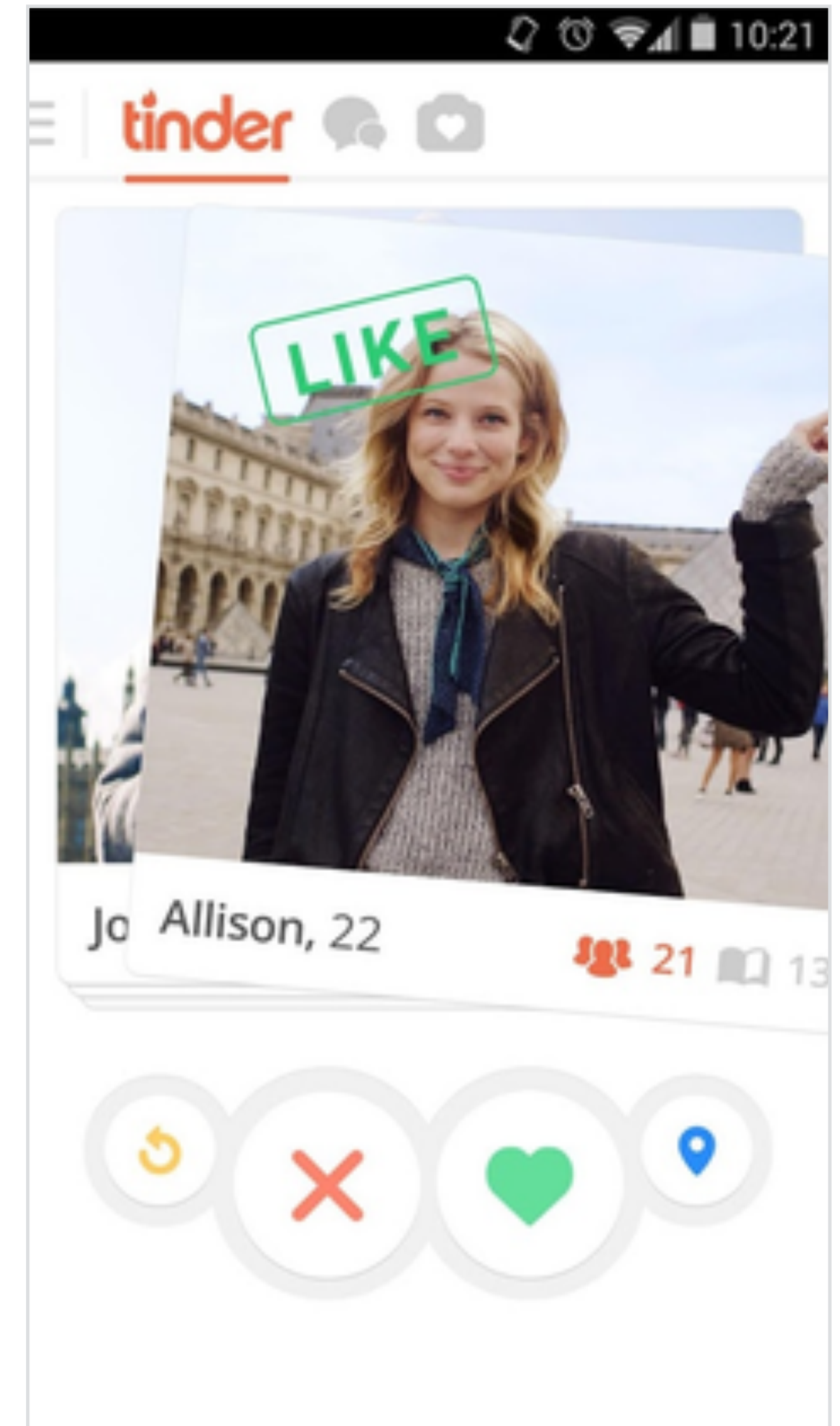
1/16/17 Using Sketch
for wireframes

1/23/17 Prototyping tools &
techniques

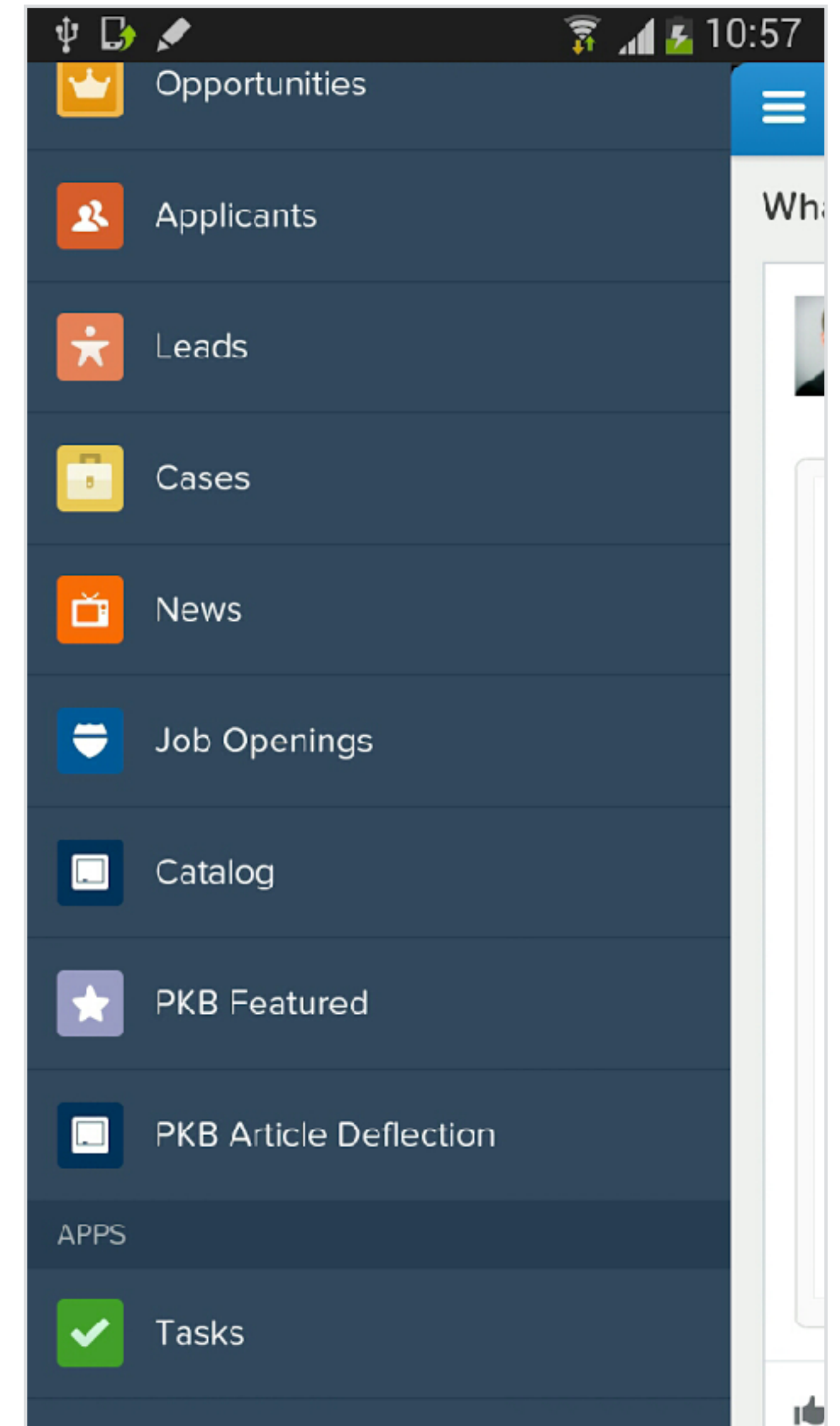
Information Architecture & Wireframing 101

Our goal as UX/UI/Interaction designers is to create experiences that enable a set of actions or activities.

They can be
super simple...



Or very nuanced
and complex.



But the process is always the same. We need to map out and atomize behavior, then create interfaces that support and encourage the result we're trying to achieve.

Information architecture is about how to arrange information in a way that makes it easy to use and understand.



**TASK FLOW
DIAGRAMS**



**ARCHITECTURE
DIAGRAMS**



WIREFRAMES



WIREFLOWS

There are several tools interaction designers use to describe a system and the information within it.



TASK FLOW DIAGRAMS



ARCHITECTURE DIAGRAMS



WIREFRAMES



WIREFLOWS

Task flow diagrams describe a user's actions and decisions within a given system. Typically, this is done with UML (unified modeling language).

GOOD FOR...

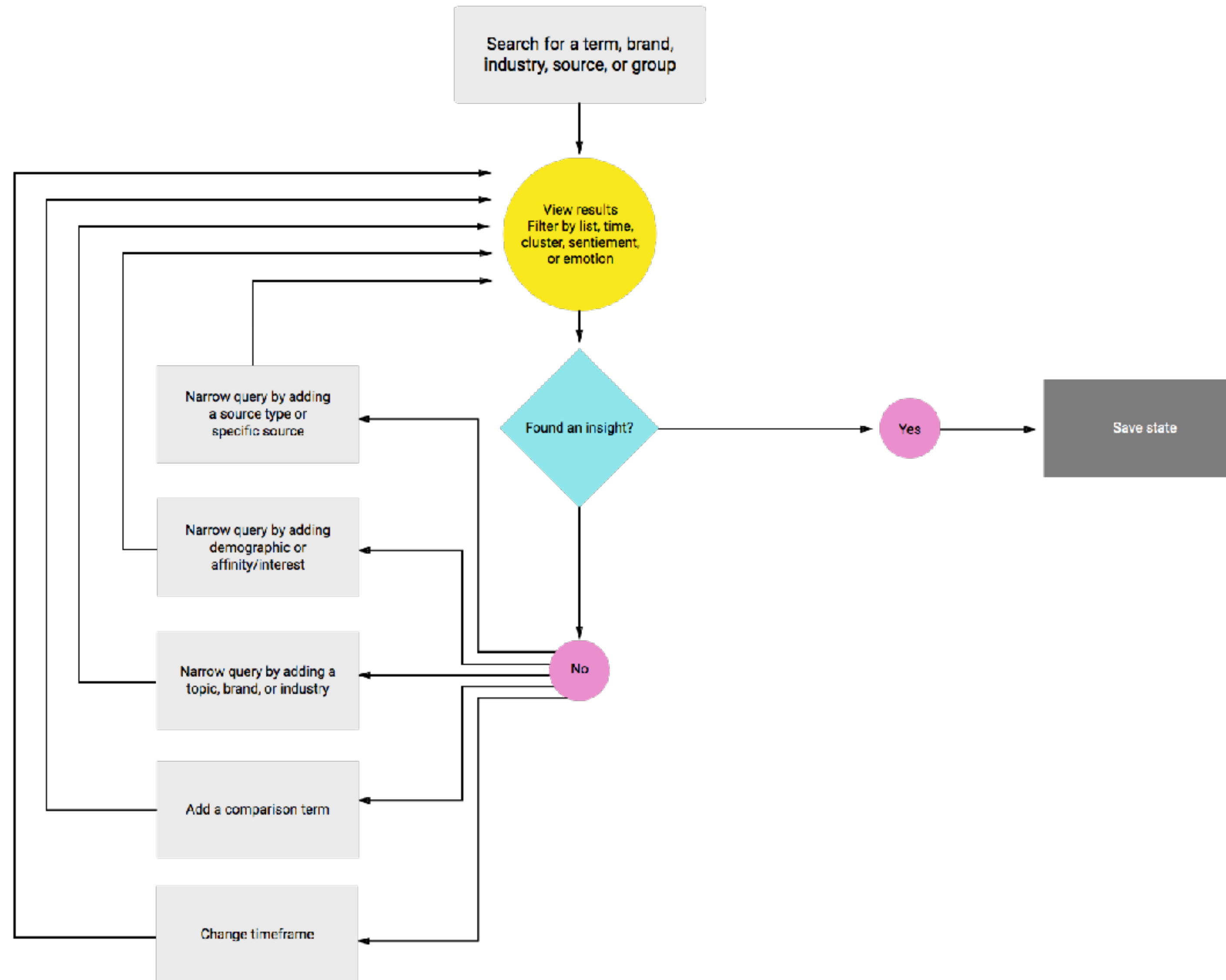
- Identifying and breaking down steps required to complete an action
- Understanding key decision points
- Surfacing process sticking points
- Surfacing unnecessary complexity
- Understanding processes for different user types

NOT GOOD FOR...

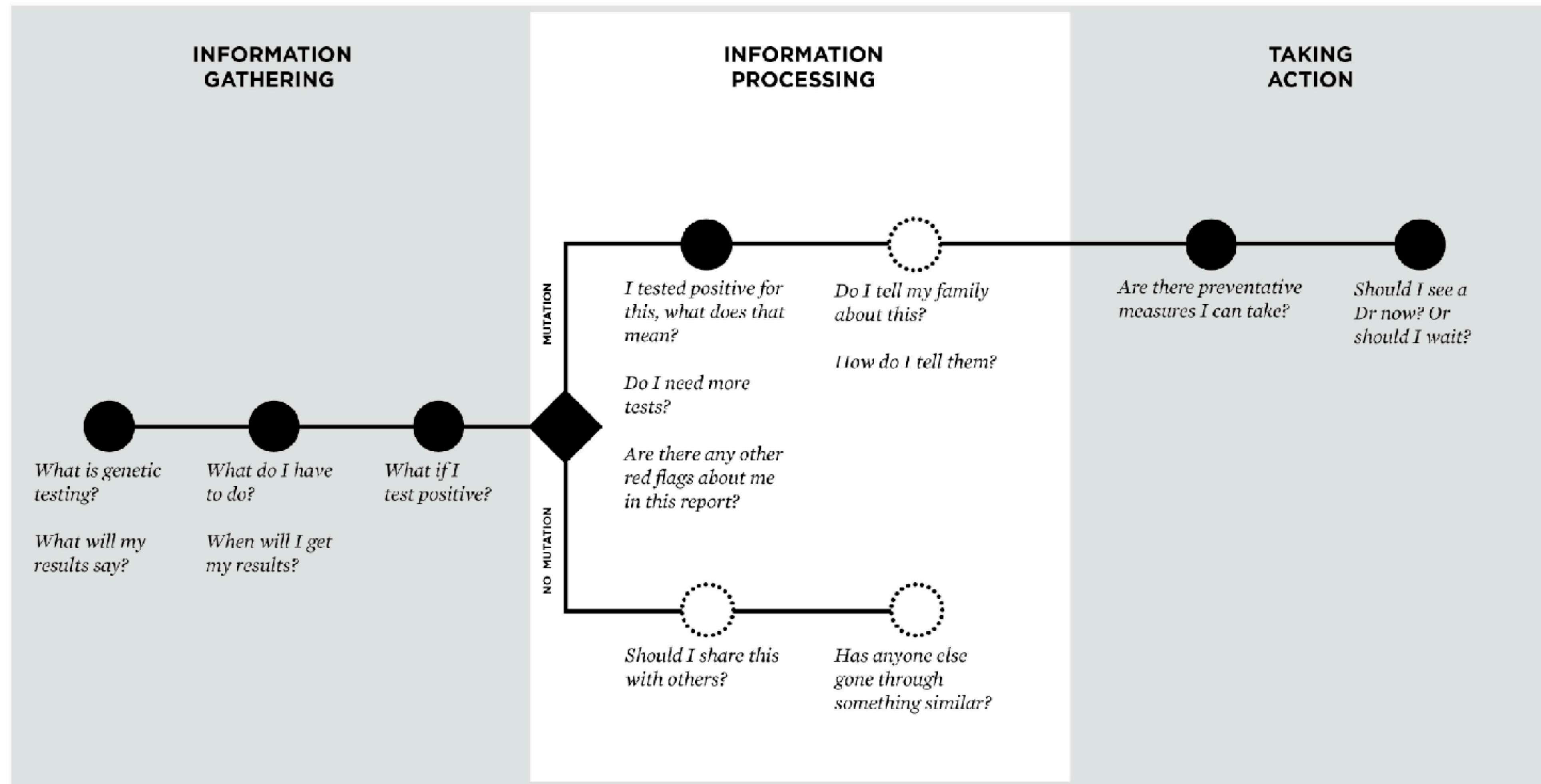
- Understanding how views and pages fit together
- Showing which actions or decisions lead to pages or parts of a website or app

Finding an insight

A process for exploration and
facilitating a journey



An immediate family member was diagnosed with genetic cancer



Key



Step

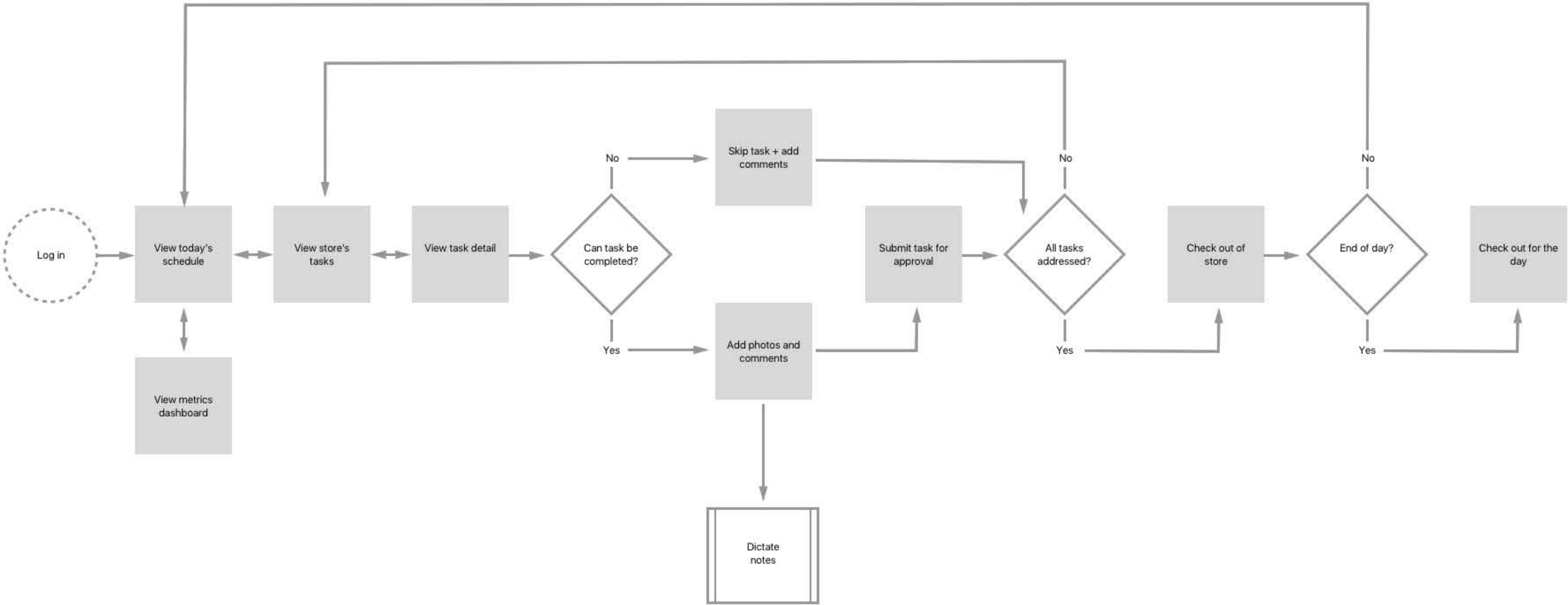


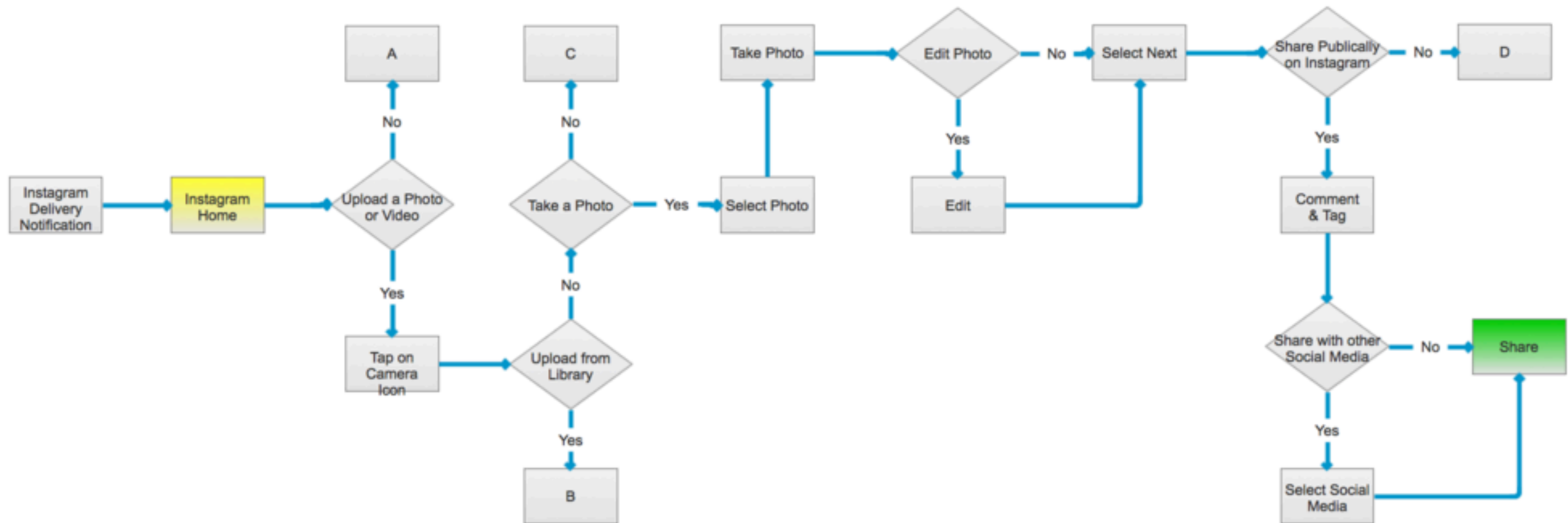
Decision



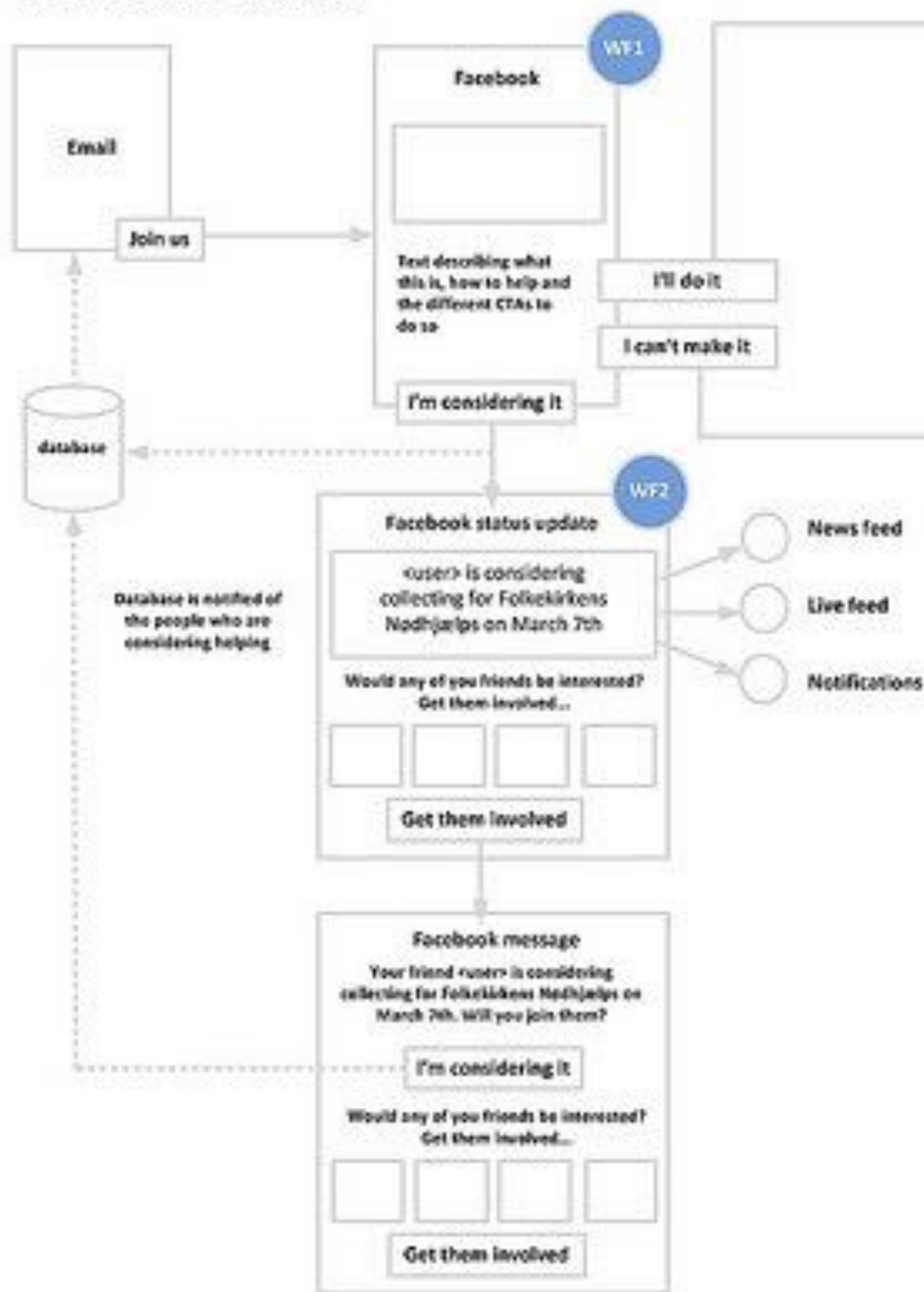
Optional Step

CSS user task flow

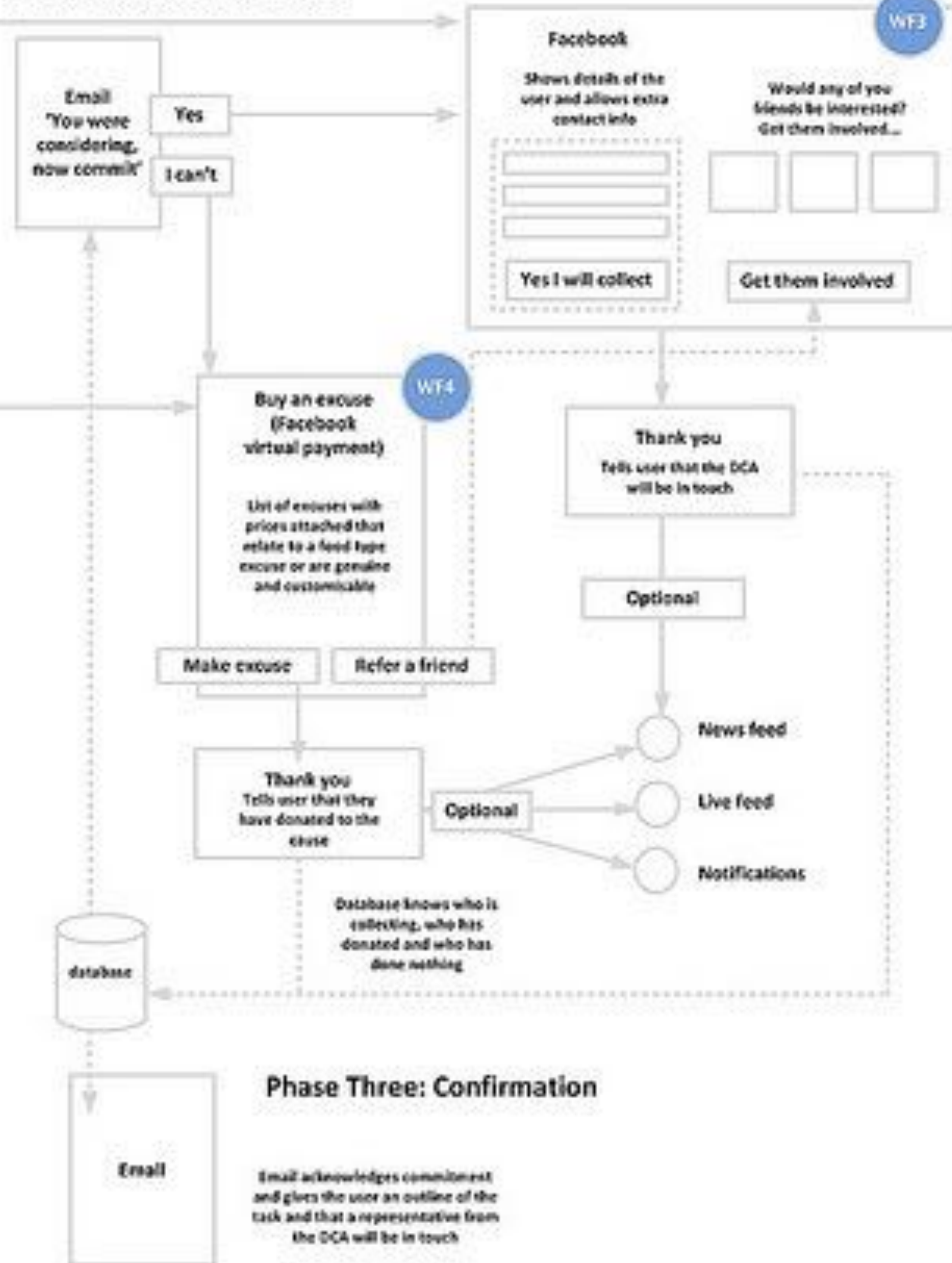




Phase One: Consideration



Phase Two: Commitment



Phase Three: Confirmation



Architecture diagrams show the system in terms of the relationship of pages or views.

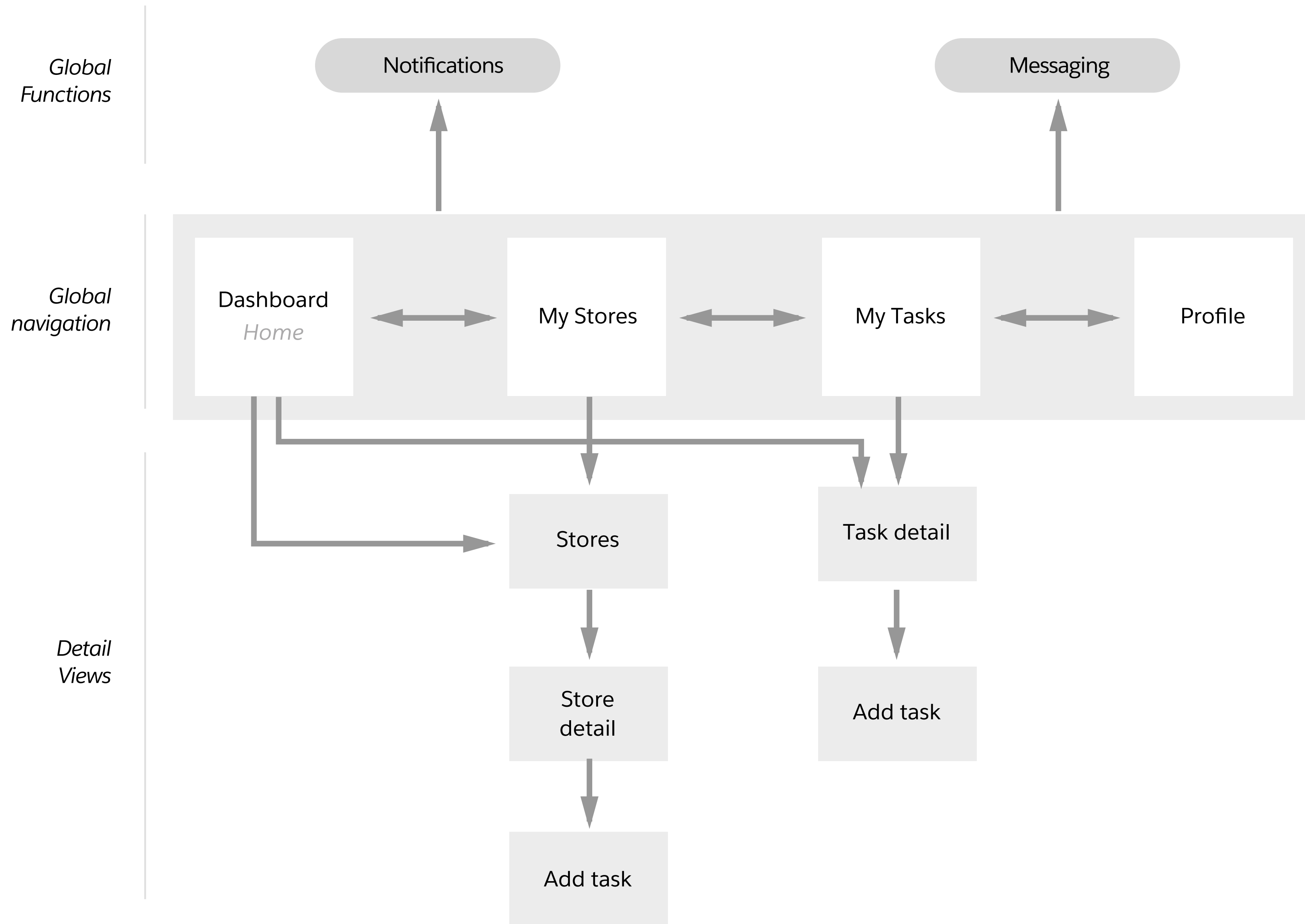
GOOD FOR...

- Describing the types of pages or views
- Showing hierarchy of those views
- Understanding steps required to reach a specific page
- Making decisions about how to group and organize content

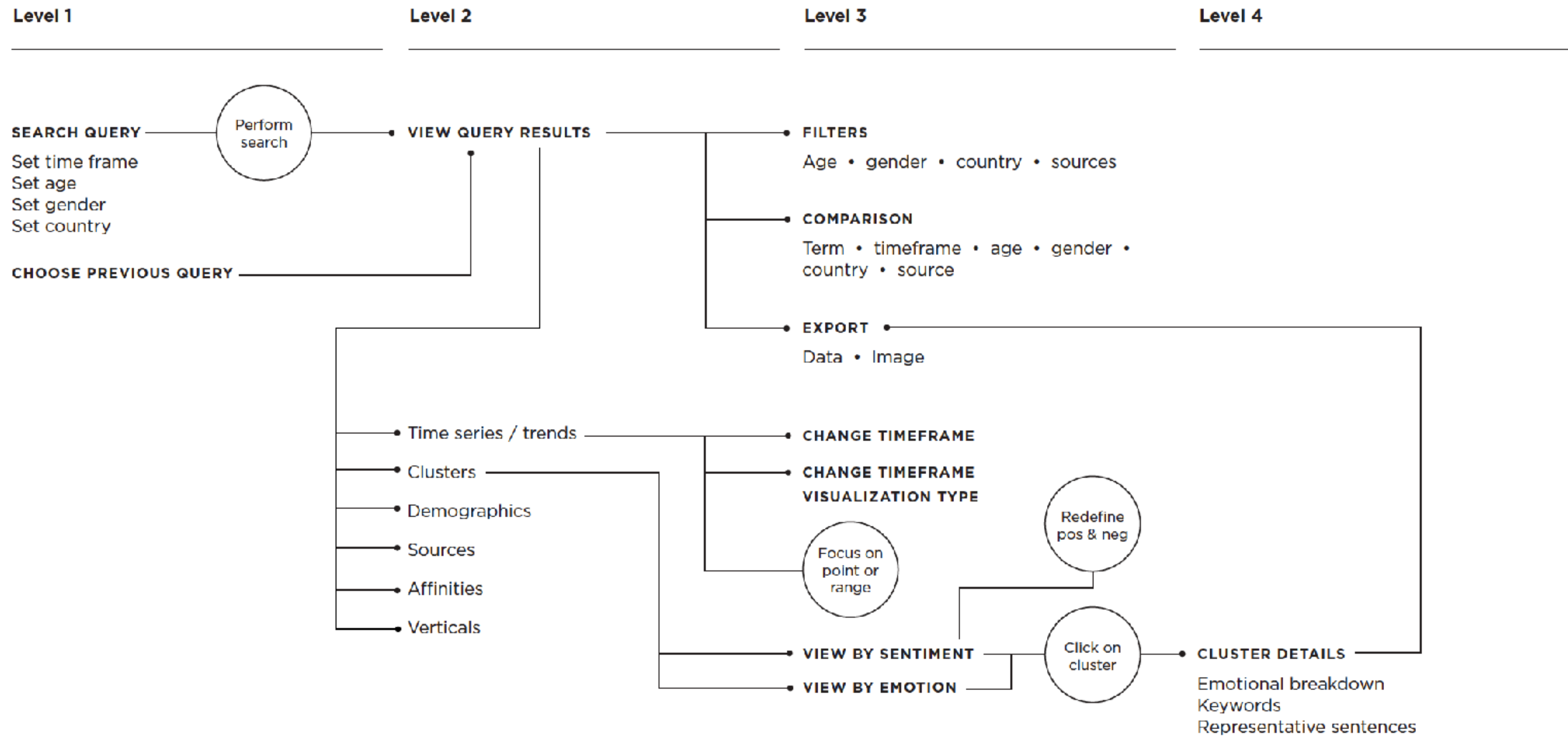
NOT GOOD FOR...

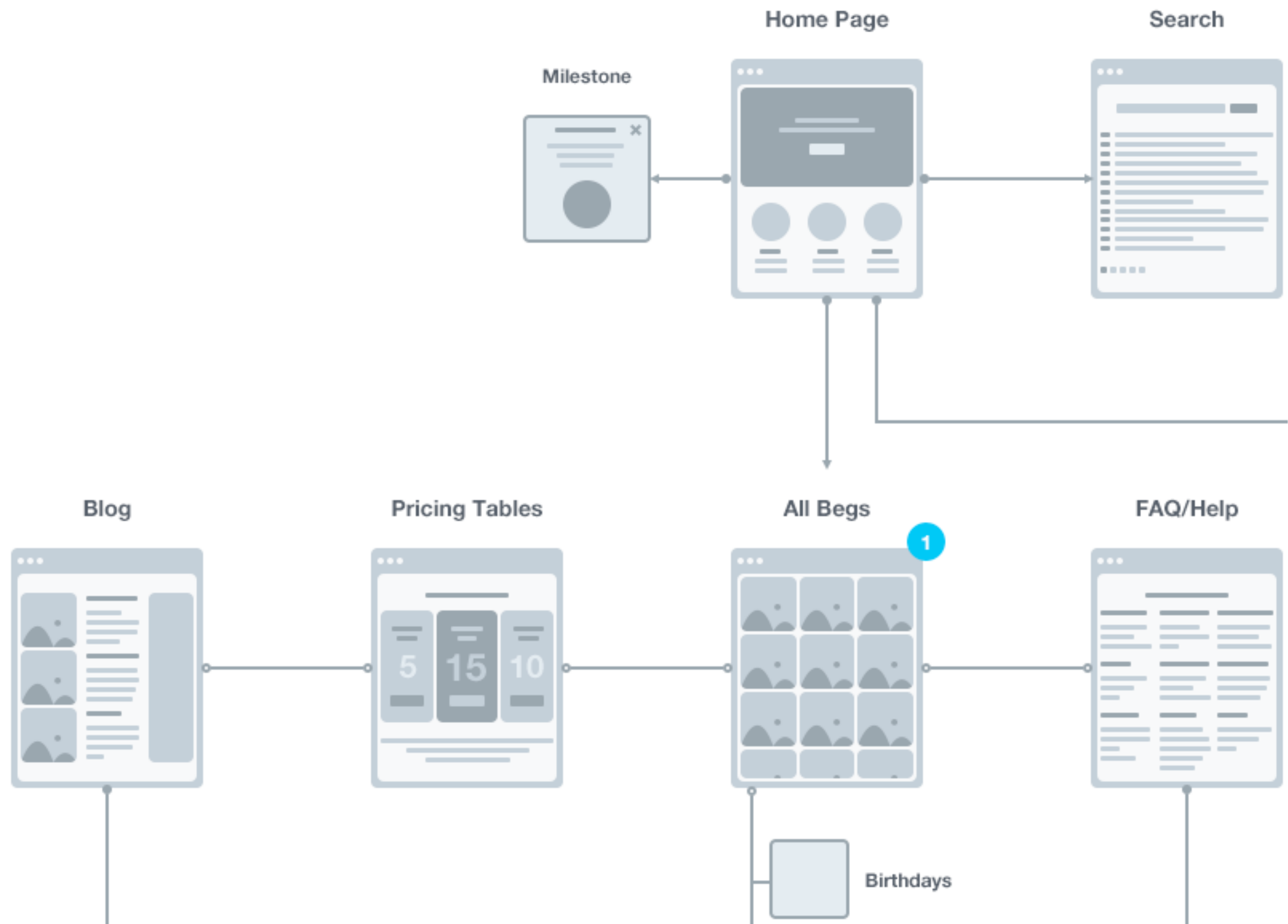
- Understanding or describing a user's mental model
- Showing specific actions or content on a given page
- Showing which actions lead to which pages

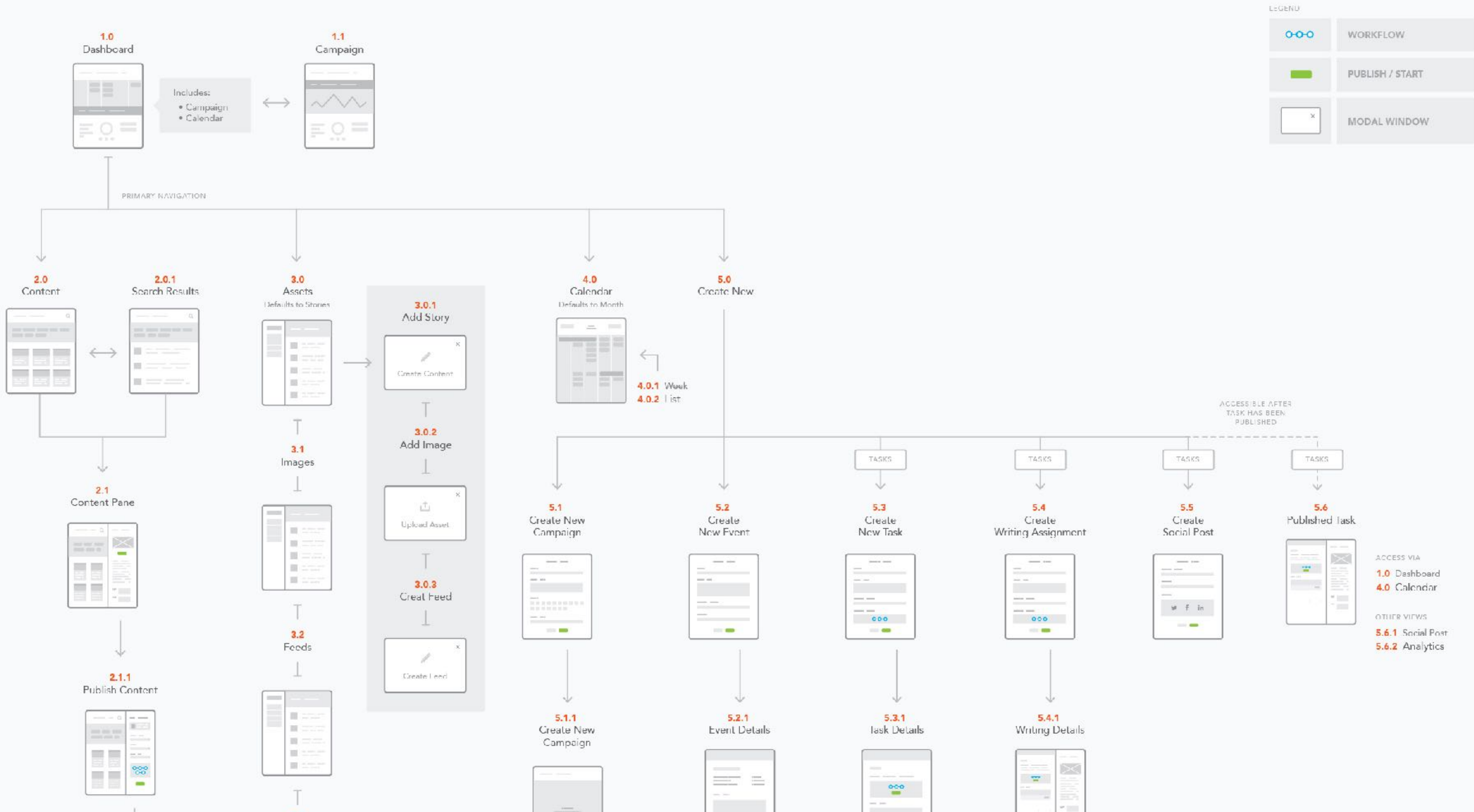
CDM App Architecture



System activities // user flow









TASK FLOW
DIAGRAMS

ARCHITECTURE
DIAGRAMS

WIREFRAMES

WIREFLOWS

Wireframes define specific pages or views to describe general hierarchy and key actions.

GOOD FOR...

- Making decisions about what goes where on a page
- Explaining key actions and where they lead
- Describing actions and events through callouts
- Suggesting interactivity like hiding/showing elements
- Defining interaction patterns and components

NOT GOOD FOR...

- Describing how a page should look (that's why these are generally done with grey boxes)
- Making decisions about high-level process
- Making decisions about navigation
- Showing which actions lead to which pages

Simplified screen anatomy

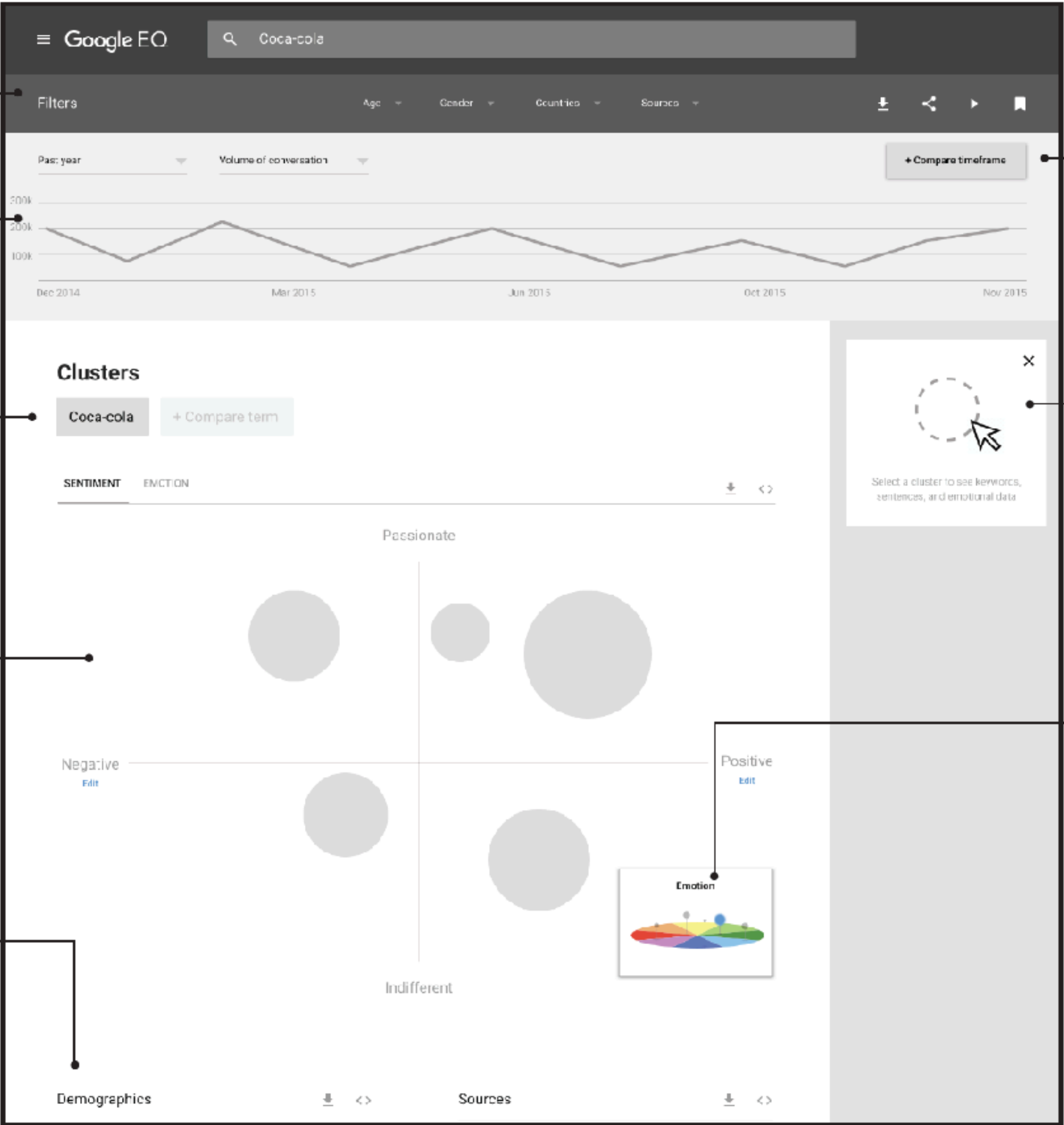
Filters act as a secondary menu

Timeframe lives at the top of the screen. The user can select a timeframe and view.

Term comparison is encouraged. Modeled after Google Trends.

Text clusters are given prominence. This is the most important visualization. Can be viewed by sentiment or emotion

While tied to the query, demographics, sources, affinities, and verticals are secondary to clusters



Comparison is called out as a button to encourage interaction

Right rail is dedicated to cluster information. Empty state is designed to encourage interaction with the cluster visualization. This can be closed if nothing is selected.

A smaller version of emotion is shown to link the relationship between clusters via sentiment and emotion

MEMBER PROFILE PAGE

1

HotelClub Logo

2

Rolling hero images of travel destinations

3a

LANGUAGE

3b

CURRENCY

4

LOG OUT

5

MEMBERS

6

HOTEL FINDER

7

YOUR TRAVEL AGENT

8

CUSTOMER SERVICE

9

ABOUT US

10

PARTNERS

11

TRAVEL BLOG

12

MEMBER TOOLBOX

ACCOUNT SUMMARY

UPDATE YOUR PROFILE

HOTEL FINDER

MANAGE YOUR BOOKING

YOUR BOOKING HISTORY

YOUR SAVED SEARCHES

REVIEW A HOTEL

MEMBER REWARDS

MEMBER SPECIALS

THE LEGAL STUFF

13

Hello Blair, below is your membership profile and account summary.

14

Member Profile

Name: Blair Martin

Email: b.martin@gmail.com

Address: Unit 380
The Apartments
Paddington NSW

Phone: 0404 040 040

15

Member Rewards Balance

Member Level: Platinum

Rewards Balance: USD \$55.00

Valid Until: 31 December 2012

Ut enim ad minim veniam, quis nostrud
exercitation ullamco laboris nisi ut aliquip ex ea
commodo consequat.

16

How was your stay at XYZ Hotel?
Would you like to rate it?

Rating the hotels you stay in can help
fellow HotelClub members when choosing
their own accommodation.

TAKE SURVEY

17

For your next stay in XYZ City
HotelClub Recommends

Image

Recommended Hotels

Duis aute irure dolor in reprehenderit in
voluptate velit esse

READ REVIEWS

18

Secure Site Partners

Legal | Terms &Conditions | Partner Sites

19

Annotated Notes

- 1 HotelClub logo and Home Page link
- 2 Rolling holiday images in banner
- 3a Language selector
- 3b Currency selector
- 4 Log out button
- 5 Member Profile Link (Highlighted)
- 6 Hotel Finder link
- 7 Your Travel Agent link
- 8 Customer Service link
- 9 About Us Link
- 10 HotelClub Partners link
- 11 HotelClub Travel Bog Link
- 12 Member Toolbox – Secondary Navigation for the member area.
- 13 Personal greeting to user
- 14 Member Profile details
- 15 Member Rewards balance
- 16 Optional task for the member to rate the last hotel they stayed in
- 17 HotelClub recommendation of hotels in the same city as the member's last trip
- 18 Secure Site partner logos
- 19 Legal, T&Cs and Partner site links



LOGO

HOME

FEATURES

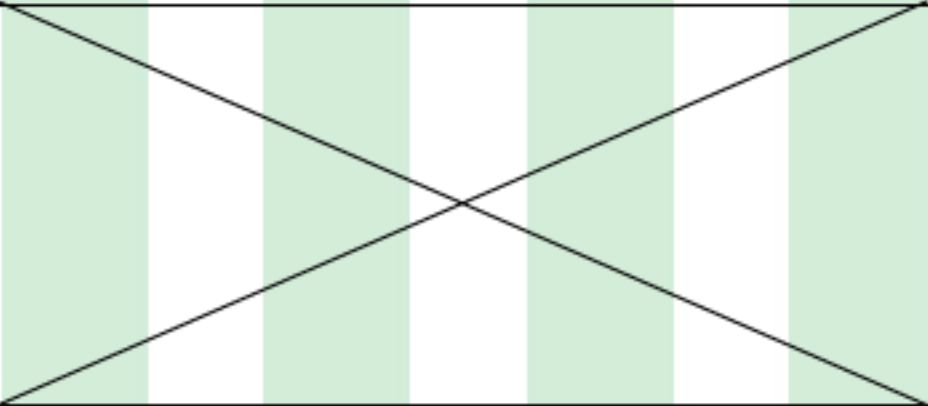
ABOUT US

SUPPORT

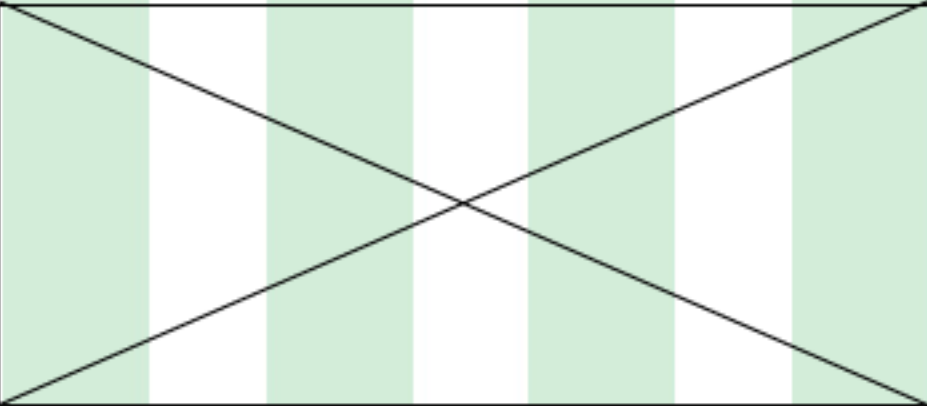
BUY NOW

**Introducing the
world's best
application**

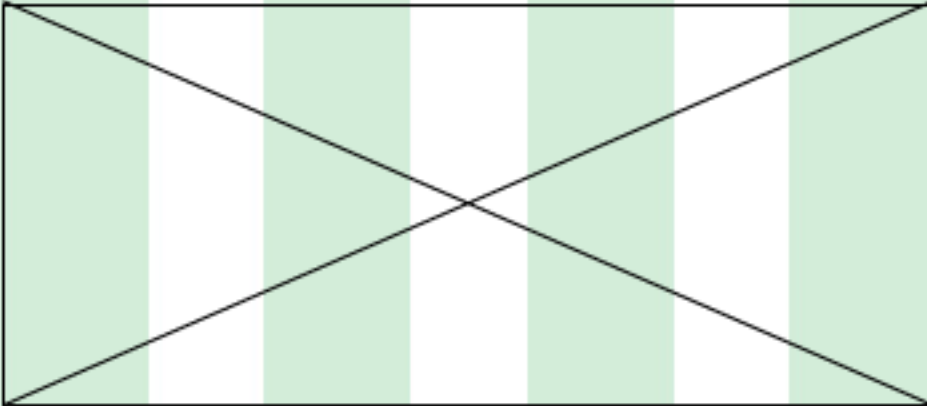
DOWNLOAD FREE TRIAL
Try out without obligations for 30 days!



Save time



So simple to use



Cloud integration

Read our blog

Send us feedback

Get to know us

CONNECT THE DOTS, DEFINE SUCCESS

Shareable is a powerful measurement platform that gives you full transparency into the performance of your social media strategy.

SEE HOW WE DO IT

SHAREABLE

COMPETITIVE ANALYSIS

ALIGNABLE INSIGHTS

PERFORMANCE BENCHMARKING

AUDIENCE ENGAGEMENT

WHAT WE'VE
MEASURED

WHAT WE
ANALYZE DAILY

WHAT WE
LOOK AT

WHAT
WE OFFER

100+
Billion Actions
Measured

42 Billion
Social Actions
In Us In 2014

SOLUTIONS FOR:

RESEARCH & STRATEGY

BRAND & SOCIAL MARKETING

LATEST RANKINGS

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s.

TELEVISION	PUBLISHERS	RETAILERS	FOOD & BEVERAGE
------------	------------	-----------	-----------------

Shareable Social Scorecard: TV Rankings Top US Shows Overall by Engagement

	SHOW	NETWORK	SOCIAL ACTIONS	SOCIAL CONTENT	AUDIENCE ENGAGEMENT	MARKET SHARE
1	Real Housewives	Bravo	1,234,567	100	15.2%	15.1%
2	Today Show	NBC	2,345,678	450	12.5%	12.4%
3	The Tonight Show	NBC	1,567,890	200	8.7%	8.6%
4	Jeopardy!	NBC	1,234,567	100	10.1%	10.0%
5	Entertainment Tonight	CBS	1,234,567	100	12.3%	12.2%
6	Good Morning America	NBC	1,234,567	100	10.1%	10.0%
7	Dr. Oz	NBC	1,234,567	100	10.1%	10.0%
8	Dr. Phil	NBC	1,234,567	100	10.1%	10.0%
9	Dr. Phil	NBC	1,234,567	100	10.1%	10.0%
10	Dr. Phil	NBC	1,234,567	100	10.1%	10.0%

OUR PLATFORM

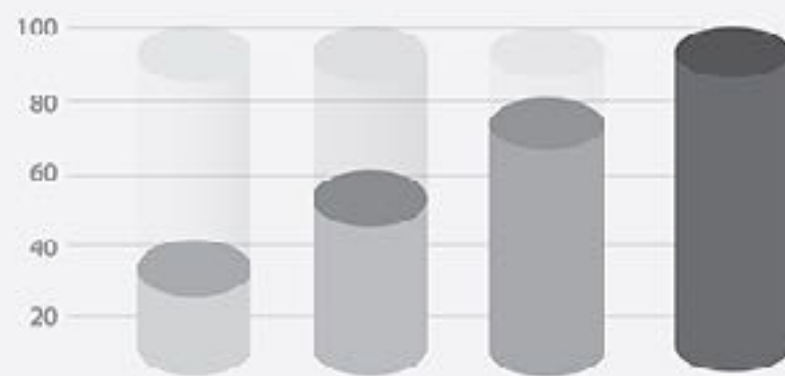
DATA-DRIVEN PLAYBOOK FOR THE SOCIAL ENTERPRISE

Shareable's Platform provides brands with a data-driven playbook that reveals the evolving rules, key factors and motivations of their social media customers – as well as the engaged fans of competitors.

SCHEDULE A DEMO

BENCHMARKING

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100%

INDUSTRY RANKINGS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut facilis tempus, officina. Suspendisse.

100%

INDUSTRY SEGMENTATION

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut facilis tempus, officina. Suspendisse.

100%

INDUSTRY PERFORMANCE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut facilis tempus, officina. Suspendisse.

CONTENT STRATEGY

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SOLUTIONS

DATA-DRIVEN PLAYBOOK FOR THE SOCIAL ENTERPRISE

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SOLUTIONS FOR:

RESEARCH & STRATEGY

BRAND & SOCIAL MARKETING

RESEARCH

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LEARN MORE

STRATEGY

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BRAND MARKETING

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LEARN MORE

SOCIAL MEDIA MARKETING

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LEARN MORE

I WANT TO:

100%

Generate robust reports on all Facebook

100%

Manage many servers from one console

100%

Benchmark company against competitors

100%

Reduce engagement and publishing

100%

Understand what is working in our current spend

100%

Visually exposing dashboards and reports

100%

Maximize and measure social-driven ROI

100%

Modelize and measure social-driven ROI

THE TRIBE HAS SPOKEN

"Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s."



TASK FLOW
DIAGRAMS

ARCHITECTURE
DIAGRAMS

WIREFRAMES

WIREFLOWS

Wireflows marry the specificity of wireframes to higher-level processes of a task flow.

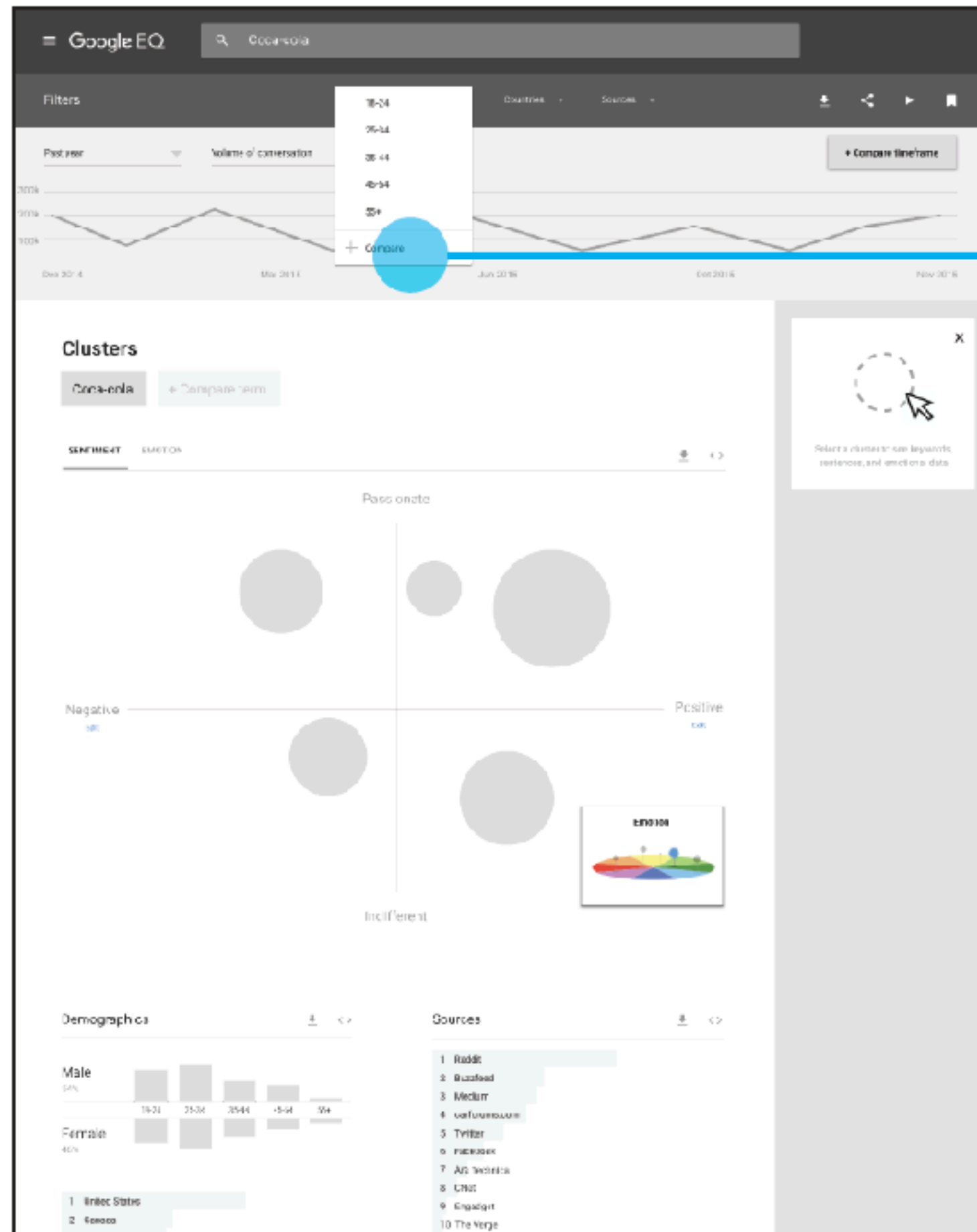
GOOD FOR...

- Showing how experiences unfold through interactions
- Showing multiple related wireframes to describe “application state”
- Depicting paths through applications states
- Using wireframes to walk through use cases

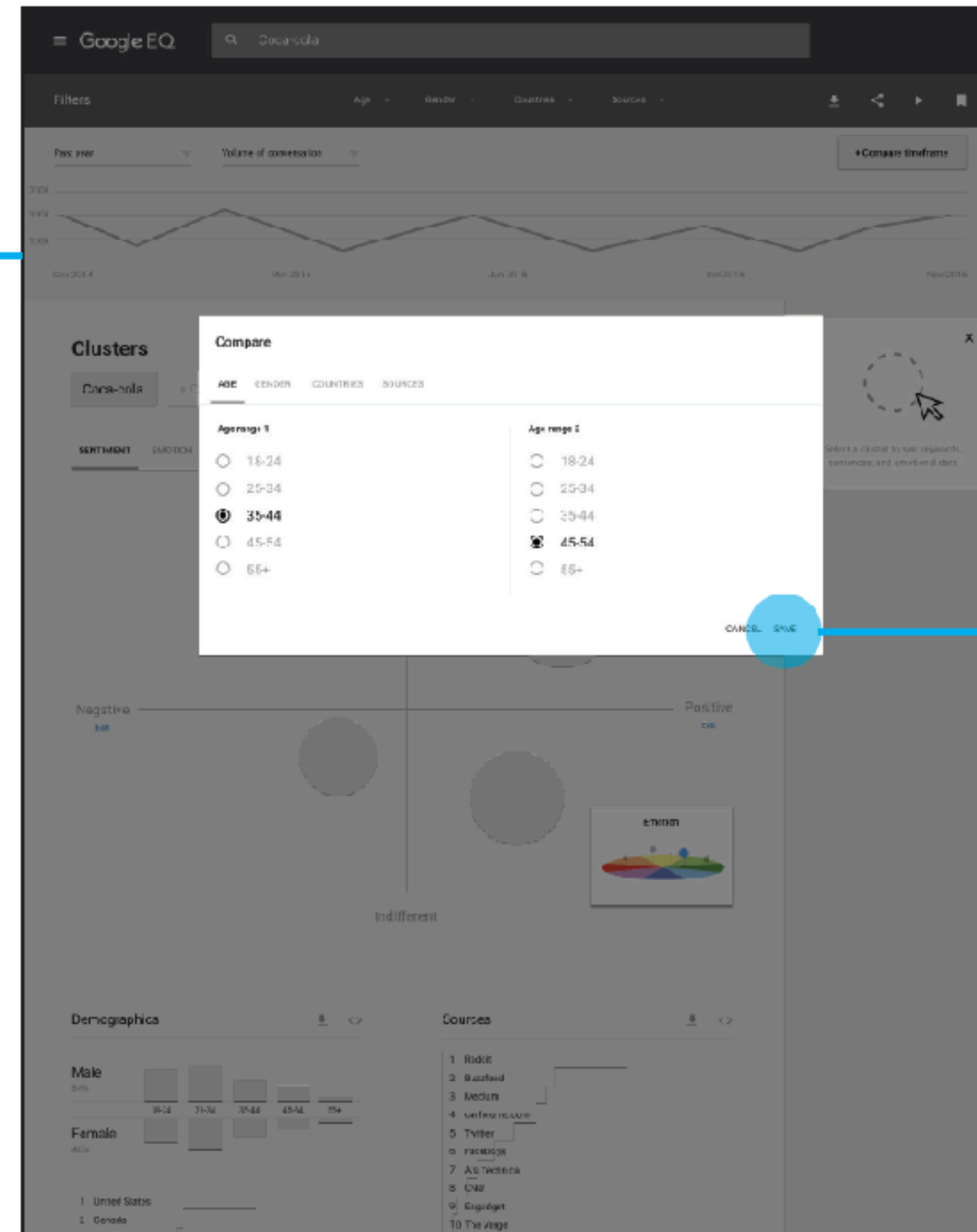
NOT GOOD FOR...

- Showing all actions and content on a pages or view
- Describing how pages should look and feel

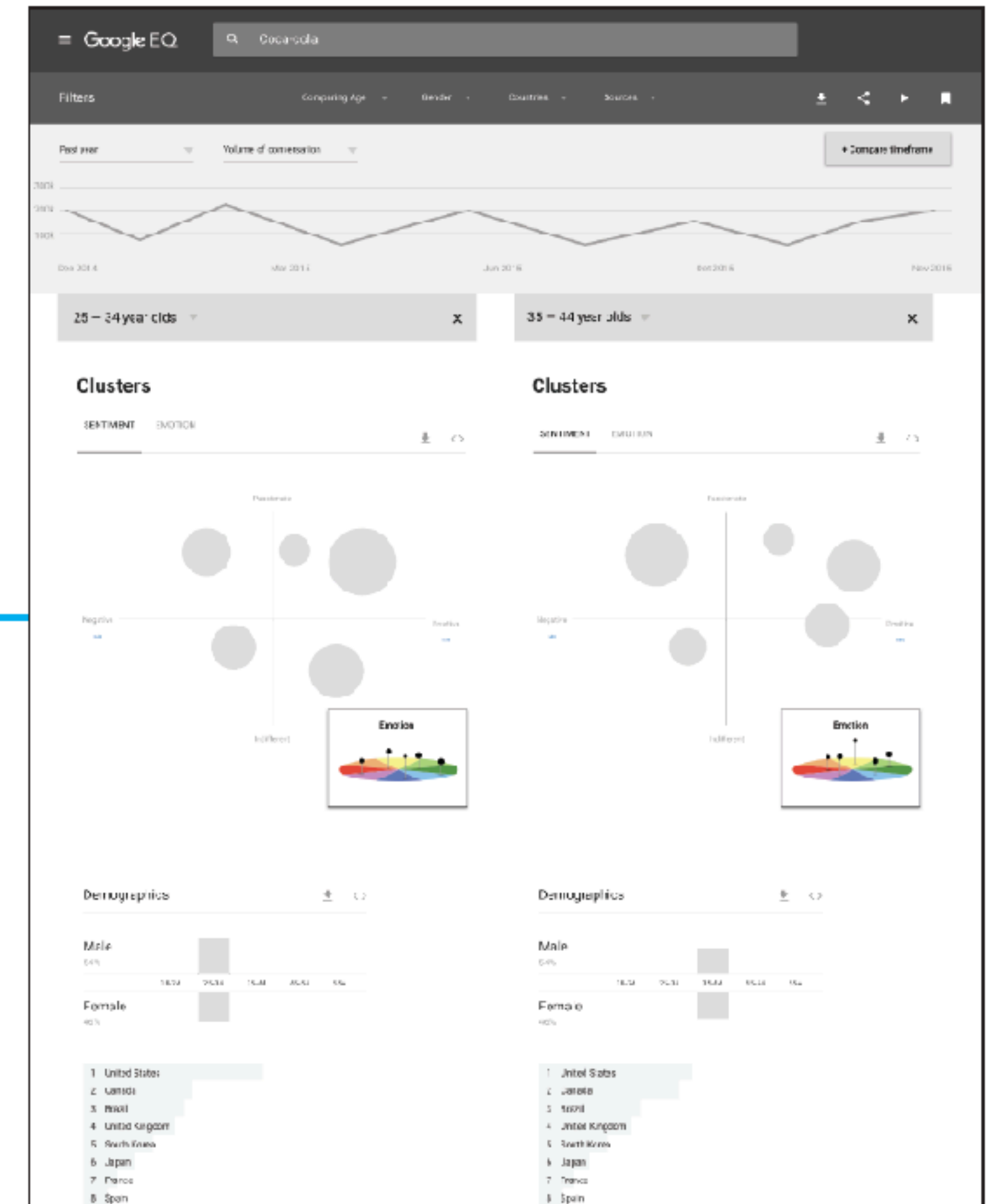
Filters and comparing filters



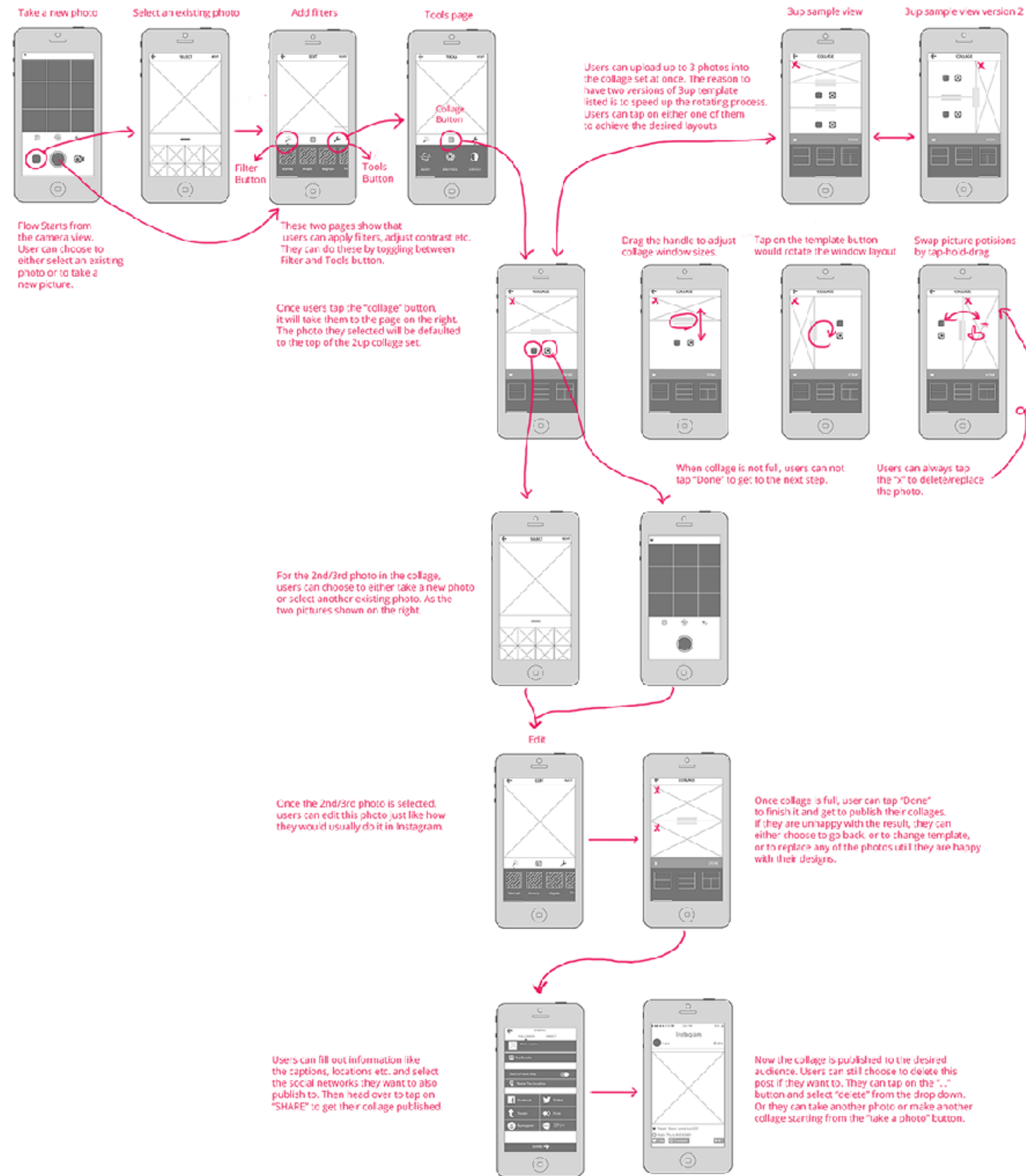
Moneyball allows the user to filter a query by age, gender, country, and sources (URLs). Clicking the age link reveals a menu of age ranges. Select an age range to update visualizations, or compare by age.

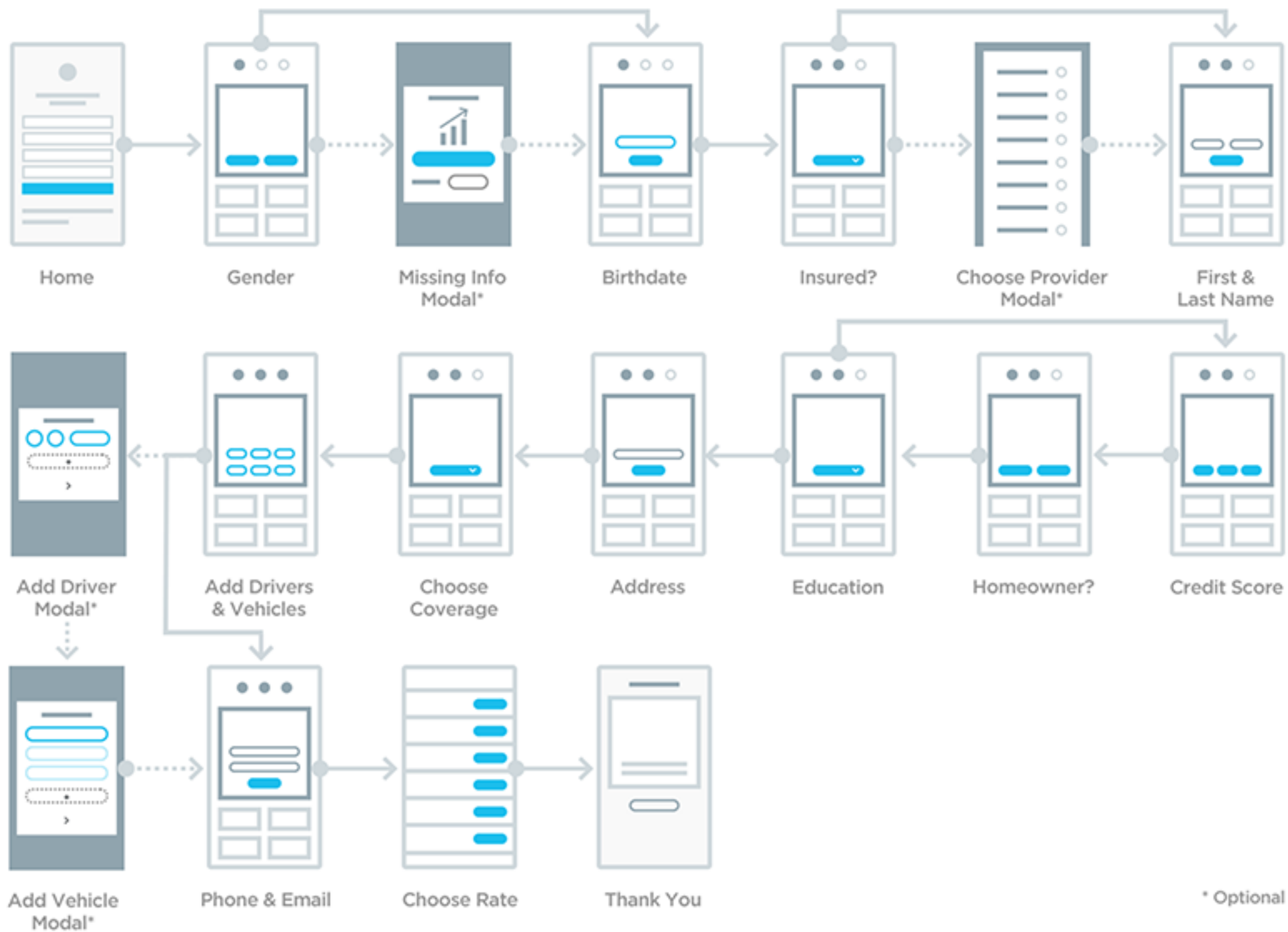


The compare filters dialogue is tabbed, giving comparison options for each filter. On the age tab, radio buttons allow for comparison between two age ranges.



Upon saving, the interface will update to include a side-by-side comparison of clusters, demographics, affinities, verticals, and sources. The timeframe will remain fixed.

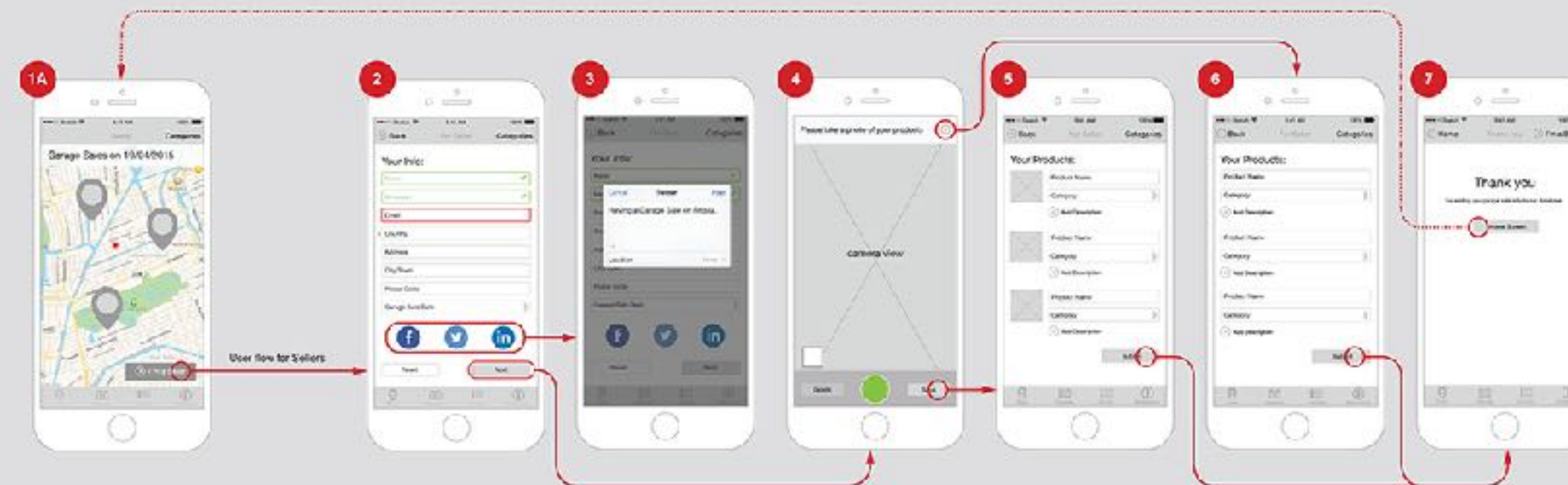




User flow

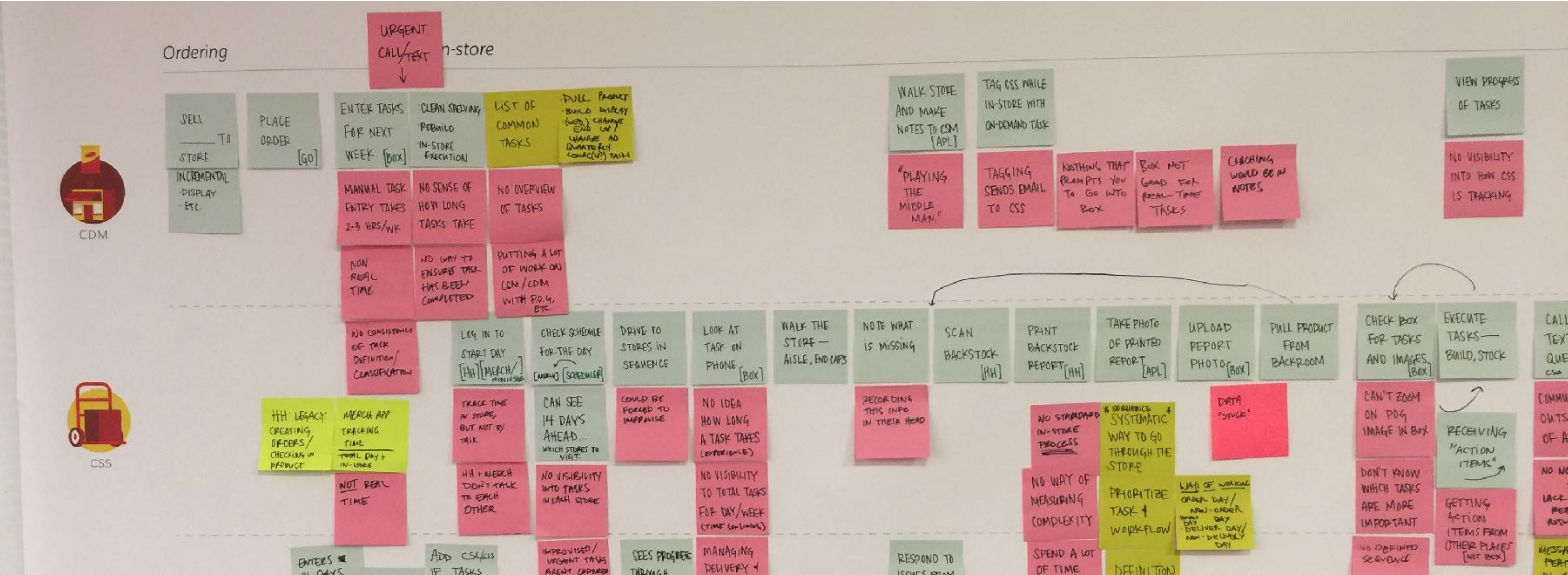
Garage Sale Finder

Prepared by Karen Minasyan

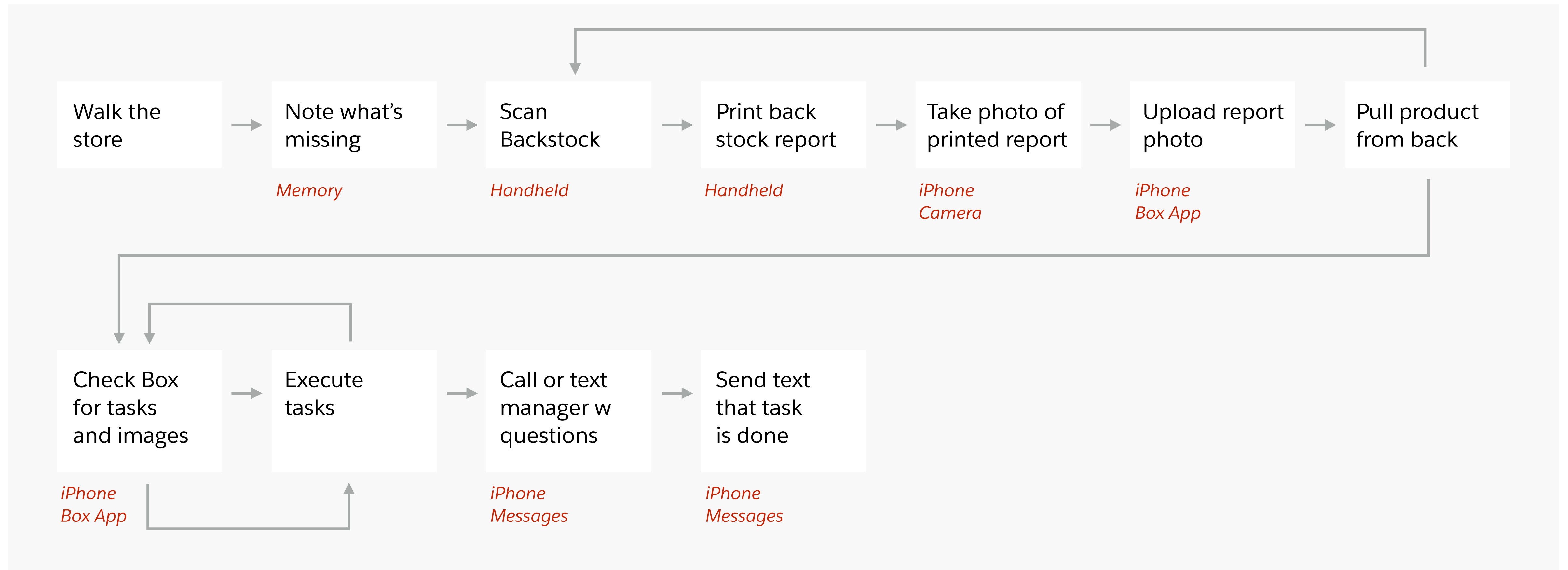


Activity

Here's a journey map we recently made for Frito-Lay. Let's walk through it.



In-store execution for CSS (person in-store stocking shelves)



Activity

- 10 MINS Create a task flow diagram
- 10 MINS Create an architecture diagram
- 10 MINS Using paper and sharpies, create wireframes for 2 pages
- 10 MINS Quick pitch out

For next time, finish creating your wireframes. We'll use them to learn how to use Sketch!