

# OOUX IS THE NEW IA

Modular design in a post-responsive-revolution world

DEVNEXUS  
2015

# SOPHIA VOYCHEHOVSKI

@sophiaVUX  
sophia@rewiredUX.com

Simplify your design (modular design)

Simplify your team (be lean)

Prioritize Prioritization (“mobile-only” your MVP)

Iterate on fidelity, not functionality (Agile done right)

Make time for simple (UX waterfall / “double sprint zero”)

# Object Oriented Programming

Object-oriented programming (OOP) is a programming language model organized around objects rather than "actions" and data rather than logic.

# Object Oriented UX

and FOCUS!

real world

The practice ^ of identifying and designing the ^ objects  
needed to carry out the goals of a digital system.

...and mapping how these objects interlock to  
create an elegant and efficient modular system.

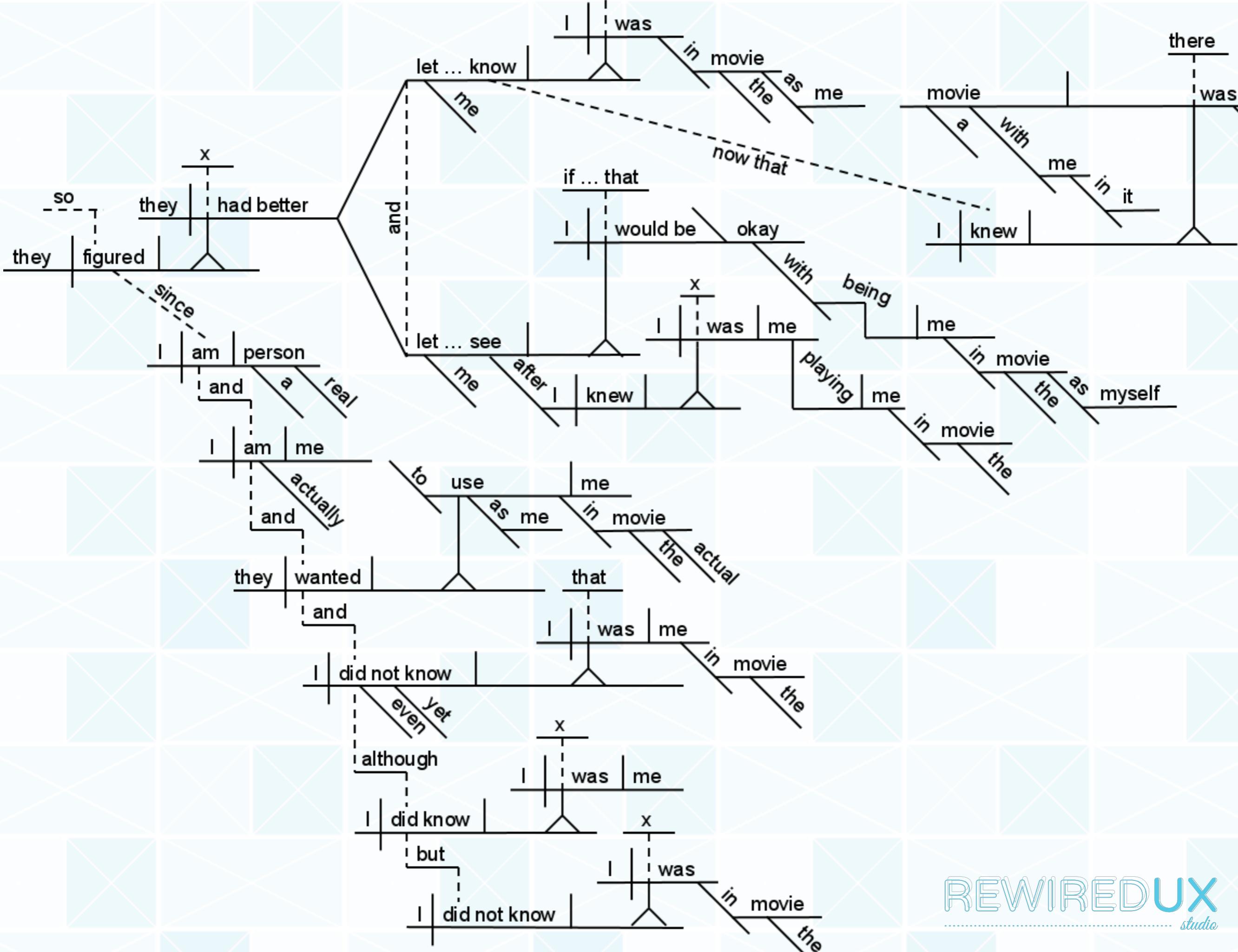
# GAME TIME!

“Which site is responsive?”

THE WORLD IS MADE  
OF OBJECTS



# AND ACTIONS



# REWIREDUX

---

# NOUN



## Flexible Desk Lamp, Black

\$14.35 **\$13.44**  Prime

Get it by **Thursday, Nov 6**

More Buying Choices

**\$10.63** new (9 offers)

**\$11.79** used (4 offers)

 (167)

### Product Features

Boston Harbor black flexible desk table lamp

# VERB



SIGN IN SHIPPING & PAYMENT GIFT OPTIONS PLACE ORDER

### Review your order

By placing your order, you agree to Amazon.com's [privacy notice](#) and [conditions of use](#).

Shipping address [Change](#)  
Sophia Voychehovski  
244 13TH ST NE # 305  
ATLANTA, GA 30309-3618  
United States  
Phone: 404-234-4237

Payment method [Change](#)  
 ending in 4081

Gift cards & promotional codes

Enter Code

Billing address [Change](#)  
Same as shipping address

#### Order Summary

Items: \$13.44

Shipping & handling: \$0.00

Total before tax: \$13.44

Estimated tax to be collected: \$0.00

**Order total: \$13.44**

[How are shipping costs calculated?](#)

Prime shipping benefits have been applied to your order.

**Guaranteed delivery: Nov. 6, 2014** If you order in the next 2 hours and 58 minutes ([Details](#))



Flexible Desk Lamp, Black

**\$13.44** 

Quantity: 1 [Change](#)

Sold by: Great Household  
Gift options not available.

Choose your Prime delivery option:

- FREE No-Rush Shipping [get it Nov. 10 - 12](#)  
Get a \$1 Books and eBooks Credit [Details](#)
- FREE Standard Shipping [get it Monday, Nov. 10](#)
- FREE Two-Day Shipping [get it Thursday, Nov. 6](#)
- \$5.99 Same-Day Delivery [get it tomorrow, Nov. 5, by 9pm](#)

\*Why has sales tax been applied? [See tax and seller information](#)

Do you need help? Explore our [Help pages](#) or [contact us](#)

For an item sold by Amazon.com: When you click the "Place your order" button, we'll send you an email message acknowledging receipt of your order. Your contract to purchase an item will not be complete until we send you an email notifying you that the item has been shipped.

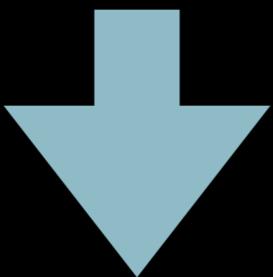
Colorado, Oklahoma, South Dakota and Vermont Purchasers: [Important information regarding sales tax you may owe in your State](#)

Within 30 days of delivery, you may return new, unopened merchandise in its original condition. Exceptions and restrictions apply. See Amazon.com's [Returns Policy](#)

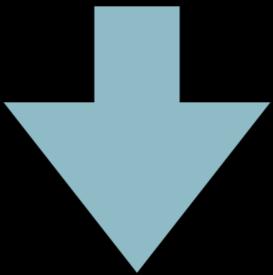
Go to the [Amazon.com homepage](#) without completing your order.

[Conditions of Use](#) | [Privacy Notice](#) © 1996-2014, Amazon.com, Inc.

# 1990'S: INFORMATION ARCHITECTURE

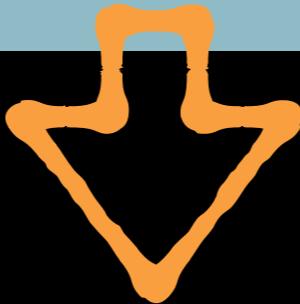


# 2000'S: INTERACTION DESIGN



# NOW: OBJECT-ORIENTED UX

Discovery/research



Interaction Design  
(task flows, storyboards)

Page Design  
(layouts, screen sketches)

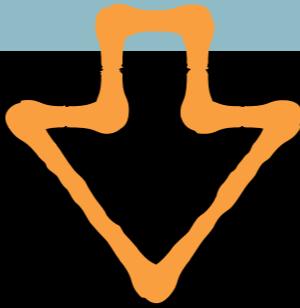
Persistent Navigation  
(static/hierarchy IA)



Build/Test

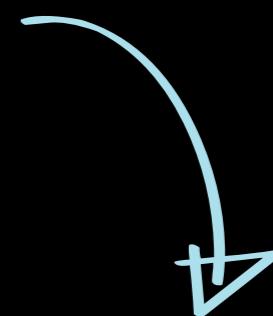


Discovery/research



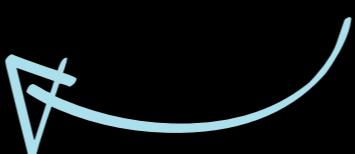
OOUX

(content models, context nav)



Persistent Navigation  
(static/hierarchy IA)

Interaction Design  
(task flows, storyboards)



Build/Test

# WHY OBJECTS FIRST?

Know your objects to know your actions

Hierarchy and priority is now...a priority

We've Hamburgered our Nav

We have to be efficient

# EXAMPLES

## Unintentional Objects (aka Inefficient Objects)

**★ For Rent- \$3,300/month 529 E. Wesley**

**\$3300 3BR**

< 1 of 6 >



12 days ago      [more info](#)      [view posting](#)



**★ Oct 23 For Rent- \$3,300/month 529 E. Wesley** **\$3300 / 3br - (529 E. Wesley rd., atlanta, ga, 30305)**



SAT, FEB 21  
11:00 AM

## TEN THOUSAND INNOVATORS,...

- Business & Professional
- New Birth, Lithonia GA



### Web Afternoon

Conference by Atlanta Web Design Group

March 27, 2015 1:00 PM

Polygon, Atlanta, GA



### TransportationCamp South & Govathon

Saturday, April 12 @ 8:30 AM

View Order

View Receipt

Daphne -

Thinking back to the day we met... in the "Greedy Conference Room", we chatted about the future of Springbot.

What have we done... And it's awesome!

After interviewing and discussing a veritable parade of UX/UI wannabees you proved quickly that you had the energy, passion, skills and intelligence to design the Springbot UI.

Your blueprint is off over CRM... Organizing the site into three buckets has already proven to be a huge win in terms of usability, administration and investor presentations.

It makes sense... And like most inventions that are "greedy" tend to figure out... It appears obvious in retrospect.

Just want to let you know that I know that I wasn't obvious... You did a great job seeing how our users were interacting with the system... You saw through me! \*

Daphne -

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## References

### References

Opened Feb 11, 2015

References

me

Feb 11, 2015

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References

me

Feb 11

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⋮

References

me

Feb 11

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References

# EXAMPLES: Intentional Object Design



The King's Rule

\$20.00 by Collective\_3D



Style Fans Cufflinks

\$79.40 by IanSutton



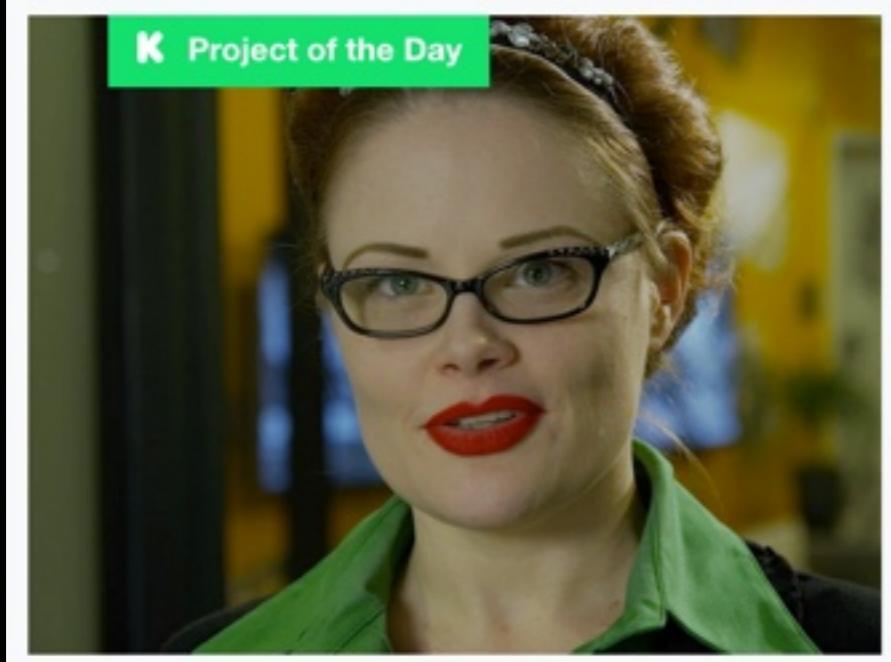
Aqueduct Mini Planters (10 Pack)

\$114.76 by Egant

in White Strong & Flexible

Remove

Buy Now



## Women In Tech: The Book!

by Tarah Wheeler Van Vlack

Women In Tech: The Book alternates teaching career skills with inspiring autobiographies from amazing women in tech!

Anthologies

Seattle, WA

86%  
funded

\$24,939  
pledged

549  
backers

5  
days to go



### Magic Element Plush Toys

D.Caron

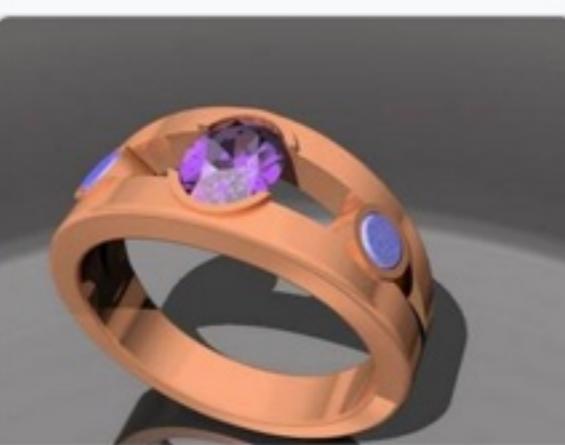
Ever feel as grumpy as this little fire? #@&%! Now you can express yourself with these cute magical plush toys!

Los Angeles, CA

90%  
funded

\$1,818  
pledged

27  
days to go



### CAD designed Jewellery

by Philippe Wiseman

Custom made jewellery using Computer assisted design. Design that can be 3D printed or milled using a cnc mill.

Montreal, Canada

3%  
funded

\$30  
pledged

11  
days to go

## Backed projects

-  A New Global UFO Data Project
-  Unicorn Institute: Courses to shape the future of UX design
-  A Fish Tale
-  Pocket Tripod: 360° wallet-sized iPhone stand
-  Coding for Entrepreneurs

Projects I backed	Pledged	Reward	Got it!	Messages
 <b>Unicorn Institute: Courses to shape the future of UX design</b>	\$35	<p>• CAPTURE THE QUEST •</p> <p>-----</p> <p>Estimated delivery: May 2014</p>	<input type="checkbox"/>	2 messages Dec 16, 2014 
 <b>A Fish Tale</b>	\$25	<p>Access to our private "on set" Instagram account. Your ow...</p> <p>Estimated delivery: Oct 2013</p>	<input type="checkbox"/>	1 message Jul 13, 2013 
 <b>Pocket Tripod: 360° wallet-sized iPhone stand</b>	\$20	<p>Your very own POCKET TRIPOD in WHITE with a high quality ...</p> <p>Estimated delivery: Jun 2014</p>	<input type="checkbox"/>	
 <b>Coding for Entrepreneurs</b>	\$49	<p>Early Pro Backer II :::: Source Code + Video Download    G...</p> <p>Estimated delivery: Oct 2013</p>	<input type="checkbox"/>	4 messages Oct 21, 2013 
 <b>I DRAW COMICS Sketchbook &amp; Reference Guide</b>	\$25	<p>Congrats! You've pre-ordered a copy of the I DRAW COMICS...</p> <p>Estimated delivery: Nov 2012</p>	<input type="checkbox"/>	

# ON YOUR OWN: Linkedin... intentional?

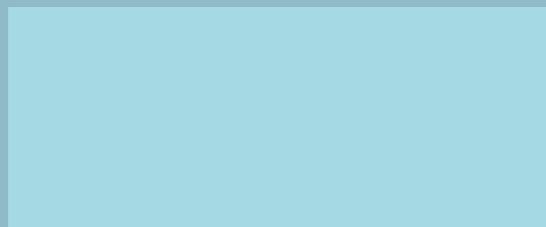
# MORE VOCABULARY

# Static Page

Page with a single instance; evergreen.

Rule of thumb: static pages TALK about the purpose of your system. They are not the purpose.

How it Works



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Privacy Policy

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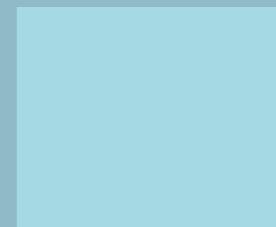
---

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---

---

About us



---

---

---

# Object

A template for content of a certain type.

Rule of thumb: objects ARE the purpose of the system. They are what the user came for. Sometimes they are what the user came to CREATE.

## Celebrity

image

bio

birthday

## Event

location

image

date

## Article

timestamp

author

body copy

# STATIC PAGES

VS

# OBJECTS

Evergreen

single instance

talks about the purpose

Timestamped

multiple instances

is the purpose

Create new topic

Create New Form!

CREATE NEW ACCOUNT

Create a Profile

# Object Instance

Real, unique content applied to the object, or content template.

We are not so concerned with thinking through all the instances.

Celebrity



Celebrity



Celebrity





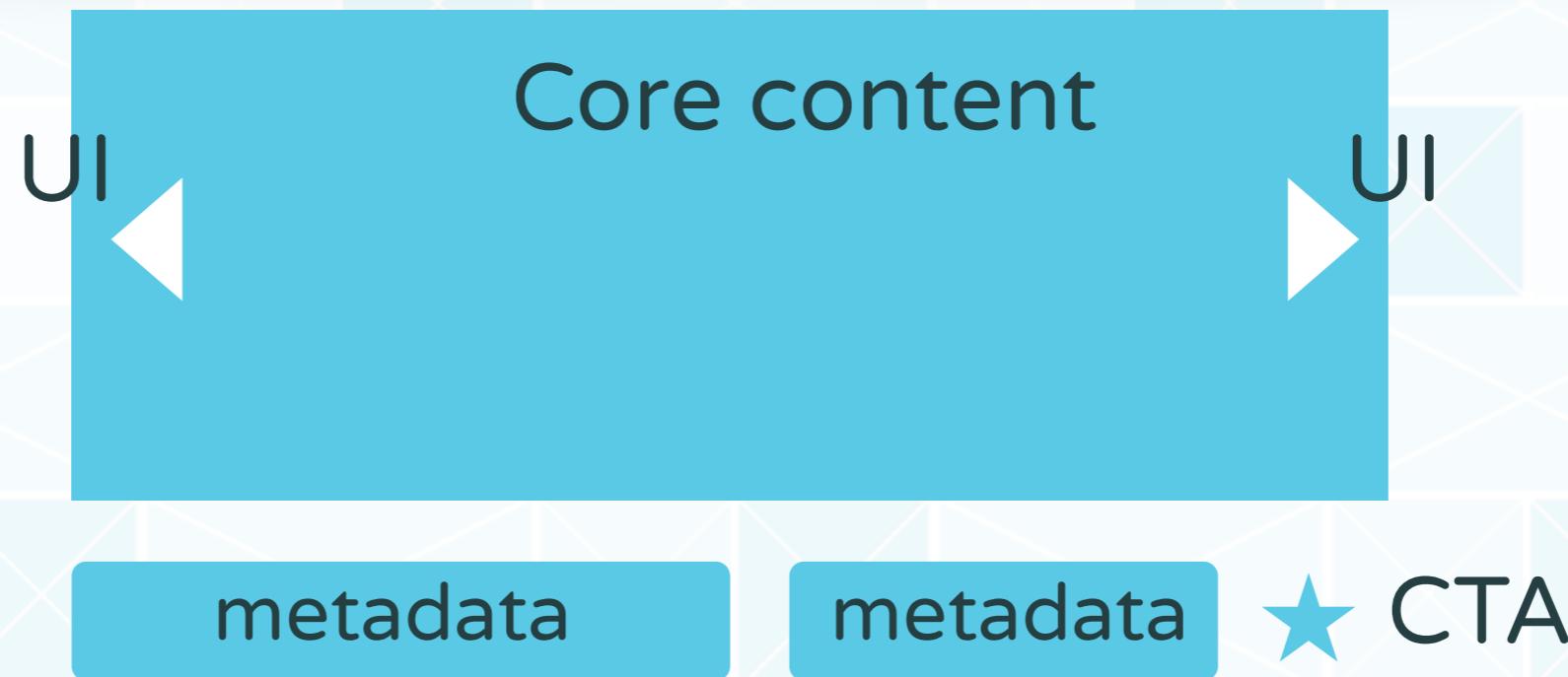
WATCH OUT FOR COOKIES



**WE WANT TO DESIGN THE COOKIE CUTTERS**



# 5 OBJECT ELEMENTS



Core content

CTA

nested obj

nested obj

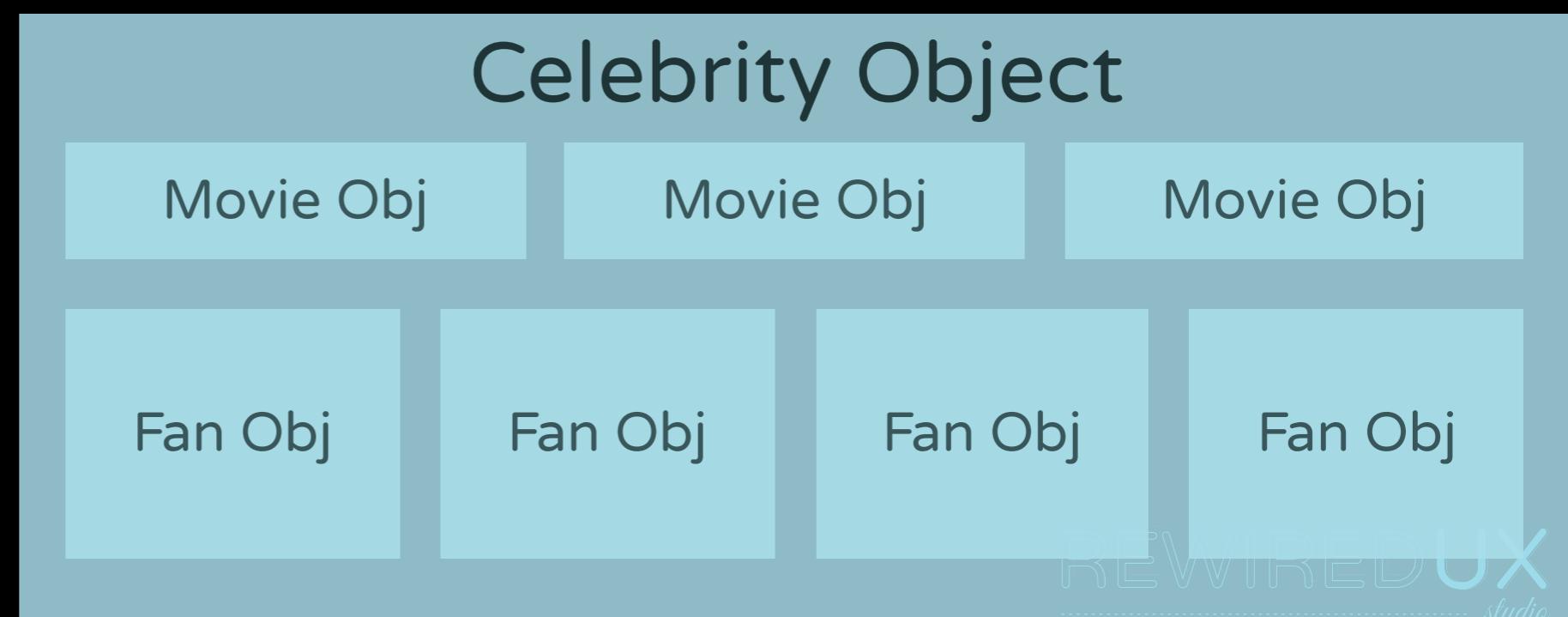
nested obj

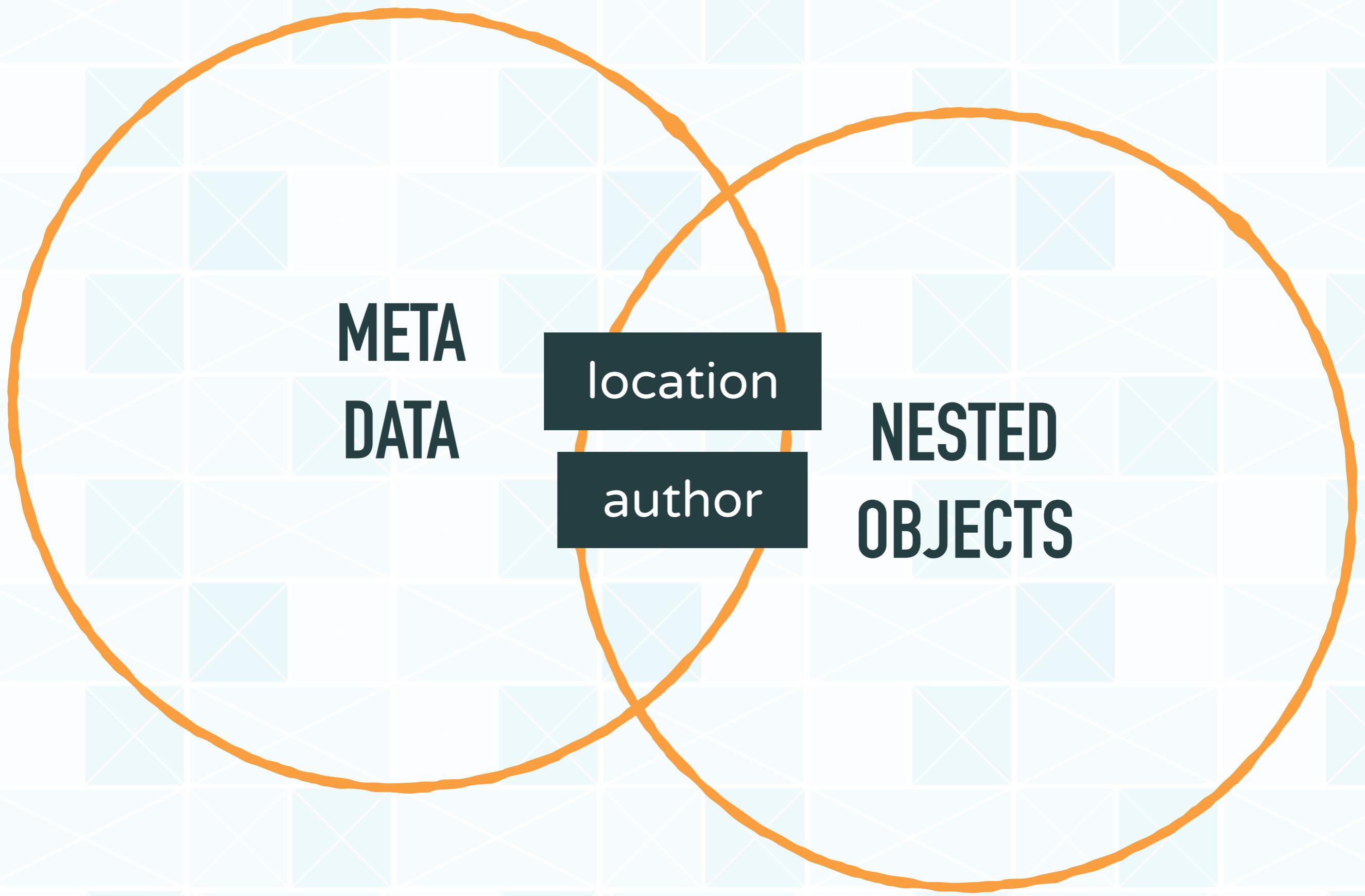
# In-Context Nav (n.):

Objects nested within other objects, providing relevant entry points to more objects.

OR

The beating heart of system design.





**META  
DATA**

location

author

**NESTED  
OBJECTS**

# HOW TO RECOGNIZE A DYNAMIC OBJECT

IF YOU ANSWERED YES TO ANY OF THESE,  
IT'S PROBABLY A DYNAMIC OBJECT

- It has multiple instances
- It's not specific (Watch out for individual cookies!)
- You can imagine someone adding or removing one (via a CMS)
- A user can create one
- It's a content type, not an interface or implementation
- It has a timestamp
- It has any metadata (author, creator, rating, category)

# OOUX PROCESS

- 1.Identify Objects
- 2.Identify elements of Object
- 3.Prioritize Objects
- 4.Prioritize element composition of each Object
- 5.Determine manifestation of Objects (module, detail, list)
- 6.Sketch hierarchy diagrams of Objects
- 7.Prototype and test

# EXAMPLE: SOCIAL, DATING APP, REVOLVING AROUND BAR-HOPPING

# GOALS

- Enable “meeting someone at a bar”
- Help explore their neighborhood, as well as other neighborhoods in the city
- Help bars promote events like happy hours, trivia night, or a live show
- Allow sponsorship by liquor companies by offering coupons on drinks

BAR

# ACTIVITY 1: DEFINE OBJECTS

DRINK

PERSON

HOOD

EVENT

- Highlight the nouns stated in the goals!
- Discuss what the Dynamic objects should be for the example site.
- With BLUE stickies, list up your 5-7 objects

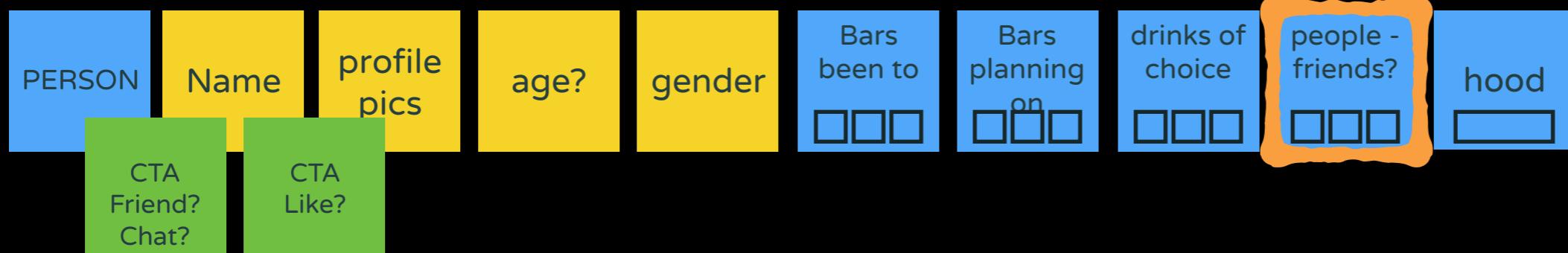
# OBJECT DEFINITION (EXTRAS)

- Goals of the Object
- Which product/system goals each object ladders back to
- Who creates the object? The CMS user, the end users, or the system?

# ACTIVITY 2: OBJECT ELEMENTS



- Core content = yellow
- Metadata = Red
- Nested Objects = Blue
- CTAs = Green



# OBJECT ELEMENTS (Advanced)

- Element permissions
- Instance Variables (string, integer, max characters)
- Smart defaults for elements
- CTAs: Who are these targeted to?
  - Mindsets
  - User types
  - Personas
- Look for INHERITANCE

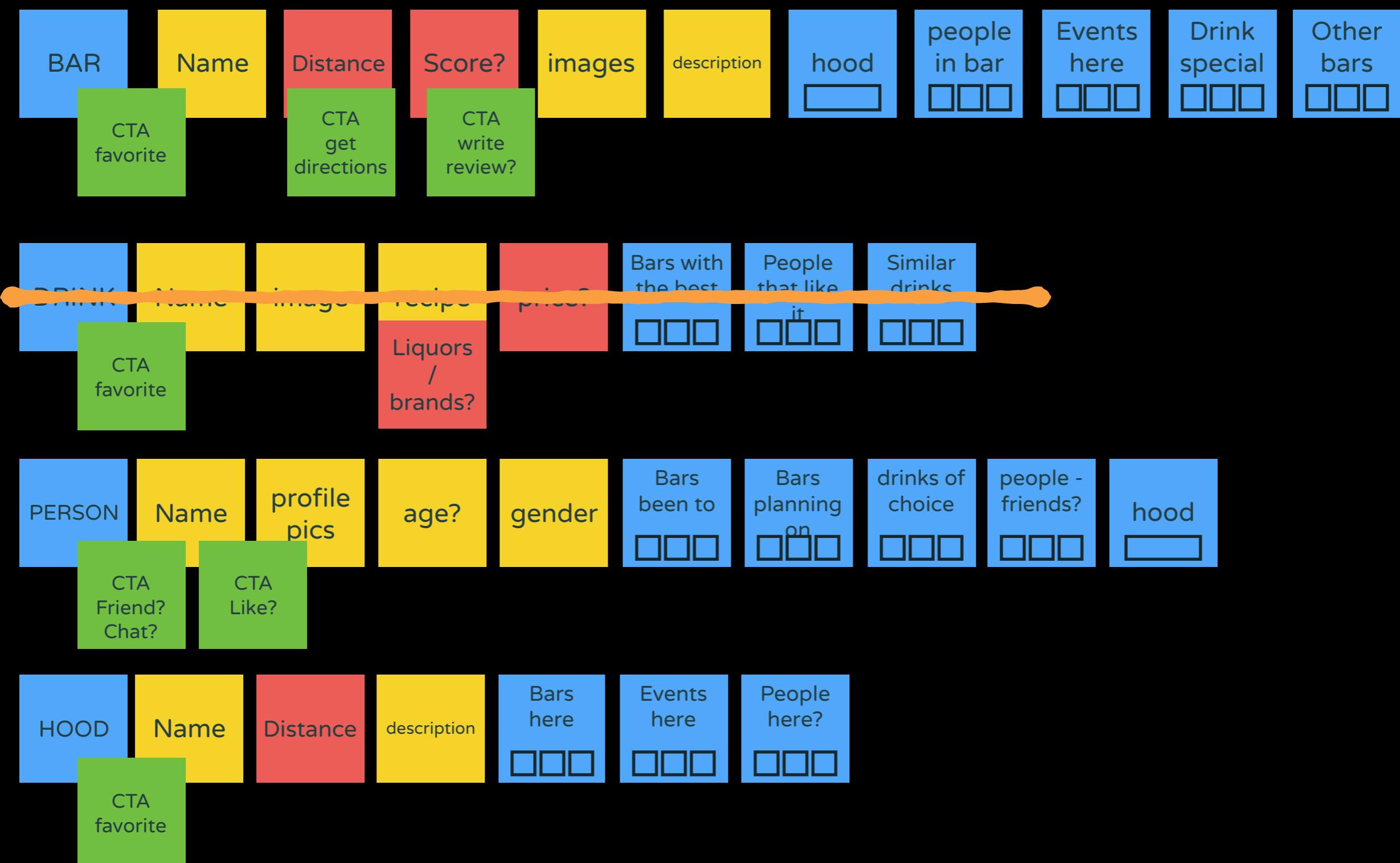
# AUTHOR

# USER

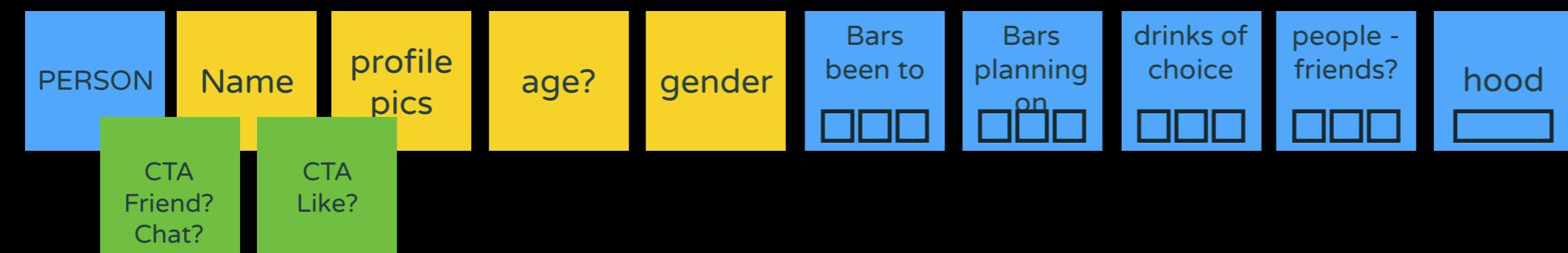
# CELEBRITY

## PERSON SUPER OBJECT

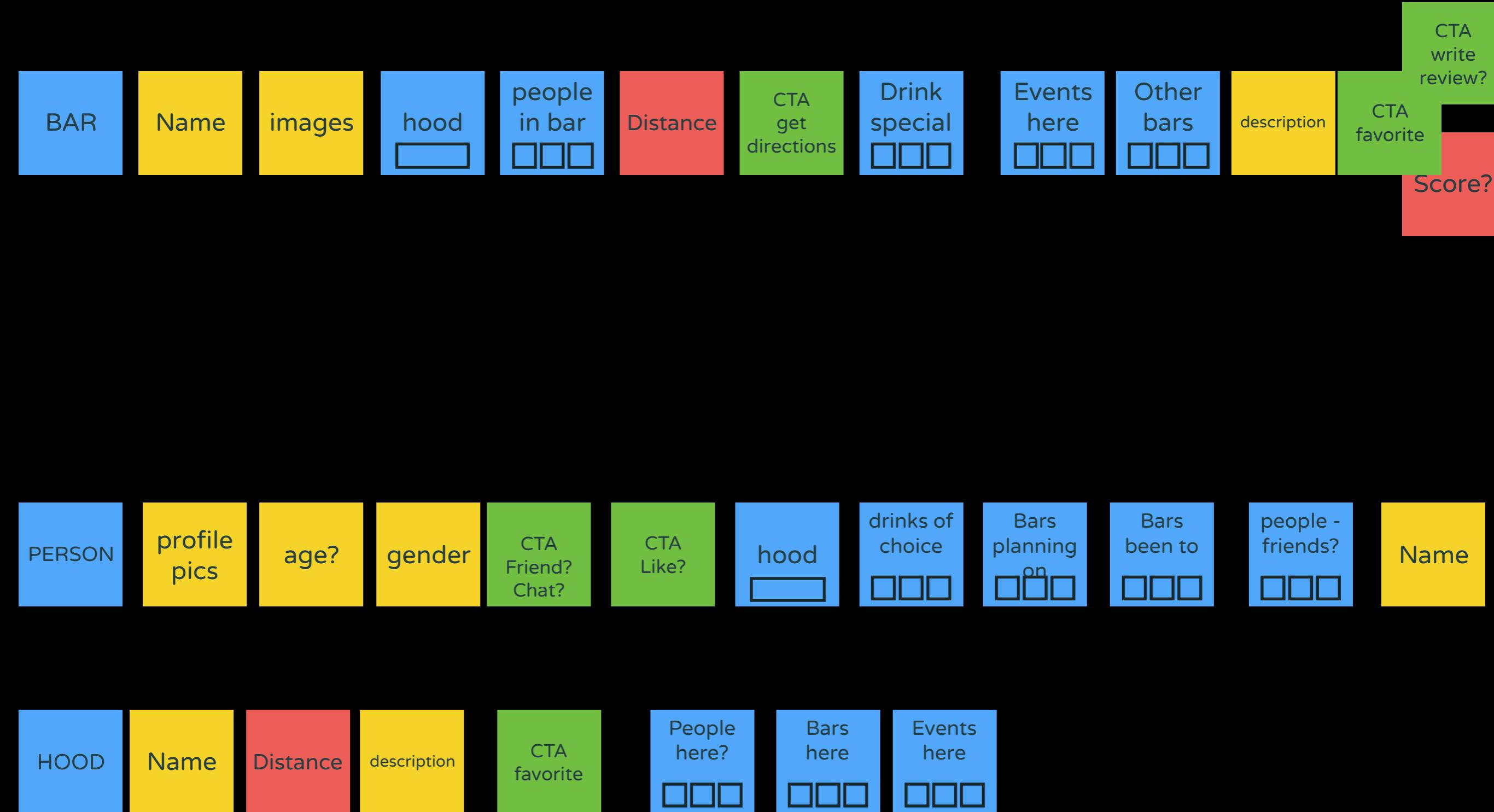
# ACTIVITY 3: PRIORITIZE OBJECTS



# ACTIVITY 4: PRIORITIZE ELEMENTS



# ACTIVITY 4: PRIORITIZE ELEMENTS



# OBJECTS, MANIFESTED

# Module



## Halcyon 6: Starbase Commander

Massive Damage, Inc.

A rogue-like sci-fi strategy survival game with base building, tactical combat, crew management and emergent storytelling.

📍 Toronto, Canada

125% \$50,294 27  
funded pledged days to go

# Detail Page

**Halcyon 6: Starbase Commander**  
by Massive Damage, Inc.



**1,617**  
backers  
**\$50,314 CAD**  
pledged of \$40,000 goal  
**27**  
days to go

[Back This Project](#) [Remind me](#)

This project will be funded on Thu, Apr 9 2015 3:59 AM EDT.

**Massive Damage, Inc.**  
First created | 19 backed  
[massdmg.com](#)  
[See full bio](#) [Contact me](#)

[Back This Project](#) [Remind me](#)

[Story](#) [Updates \(5\)](#) [Comments \(75\)](#)

[About this project](#)

**550K ACHIEVED! THANK YOU!! NOW FUNDING STRETCH GOALS**



# List Page

Featured project in Games

**Shieldwolf: War is Coming**  
by Shieldwolf Miniatures



5 innovative complete fantasy armies in 28mm "heroic"/bulky scale via Plastic sprue tooling and Polyurethane Resin casting.

421% \$21,067 pledged 189 backers 53 minutes to go

New & Noteworthy



**Shadow of the Demon Lord**  
Robert J Schwab

Tell tales of dark and horrific fantasy with your friends using Robert J. Schwab's thrilling new tabletop roleplaying game.

Murfreesboro, TN  
44% \$13,422 29 funded pledged days to go

What's popular



**Orion Trail**

Schell Games

A science fiction space adventure game where you must rely on your wit, your officers, and your spaceship to survive.

Pittsburgh, PA

101% \$91,570 10 funded pledged hours to go

Games in Atlanta



**Blood Rage**

CoolMiniOrNot

A strategic board game with amazing miniatures, where Viking clans pillage and battle in a quest for glory at the end of the world!

Atlanta, GA

1,035% \$517,616 5 funded pledged days to go

Explore 727 live Games projects



**Shadow of the Demon Lord**  
Robert J Schwab

Tell tales of dark and horrific fantasy with your friends using Robert J. Schwab's thrilling new tabletop roleplaying game.

Murfreesboro, TN  
44% \$13,332 29 funded pledged days to go



**Between Two Cities**  
Jamesy Stegmaier

Design unique and beautiful cities in this partnership-driven, 20-minute, competitive tile-drafting game for 1-7 players.

St. Louis, MO  
82% \$164,586 4 funded pledged days to go



**Crowfall - Throne War PC MMO**  
ArtCraft Entertainment, Inc.

"It's like Game of Thrones meets Eve Online" - a new MMO by J Todd Coleman (Shadowbane, Wizard101) and Gordon Walton (UO, SWG, SINTOR)

Austin, TX  
141% \$1,135,672 13 funded pledged days to go



**Lord of the Fries**  
Cheapass Games

A deluxified fast food card game from Cheapass Games

Seattle, WA  
137% \$34,291 22 funded pledged days to go



**Toejam and Earl: Back in the Groove**  
Humanature Studios

Toejam and Earl is finally back! We're goin' indie, and old skool like GAME ONE, with a fun retro-comics style, and plenty of funk!

Albany, CA  
66% \$264,002 15 funded pledged days to go



**Blood Rage**  
CoolMiniOrNot

A strategic board game with amazing miniatures, where Viking clans pillage and battle in a quest for glory at the end of the world!

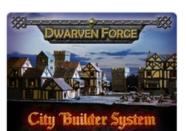
Atlanta, GA  
1,035% \$517,586 5 funded pledged days to go



**The Thunderbirds Co-operative Board Game**  
Matt Leacock

Join International Rescue, avert disasters, and foil the Hood's evil scheme in THUNDERBIRDS, the new co-op game from Matt Leacock

London, UK  
815% \$163,123 17 funded pledged days to go



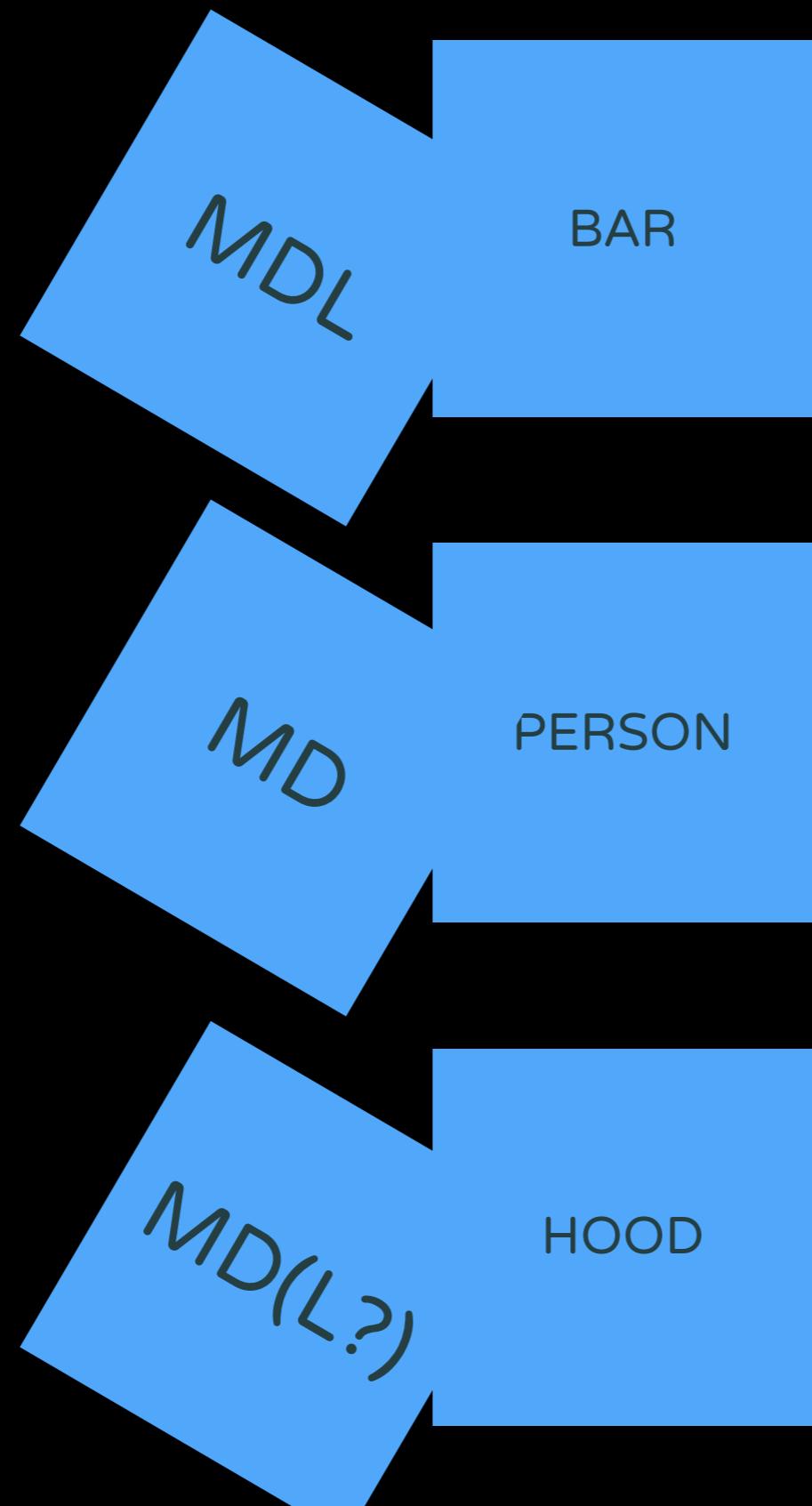
**Dwarven Forge's City Builder**  
Dwarven Forge

Build the miniature city of your dreams! Dwarven Forge, makers of fine game and dungeon terrain, present our new City Builder System.

Westport, CT  
906% \$906,598 21 funded pledged days to go

Load more

# ACTIVITY 5: MANIFEST INVENTORY



Restaurant

MODULE SKETCH:

X Name	neighborhood
Name	address      \$ \$
Name.	tags neighborhood

Events.

LIST SKETCHES:

Calendar

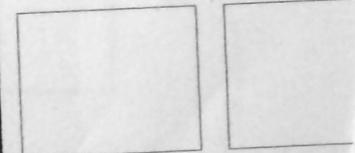
Calendar

Filters

date range

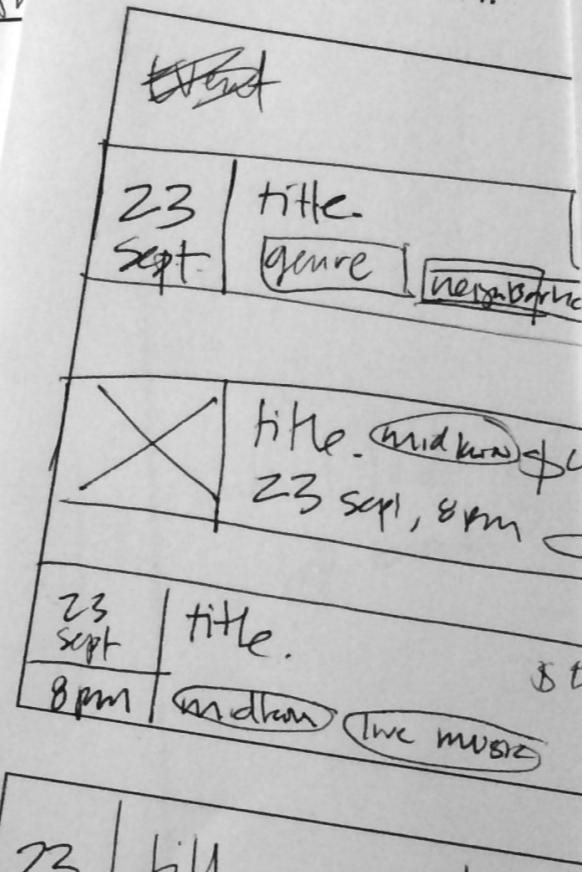
WANT +

Preferred Event

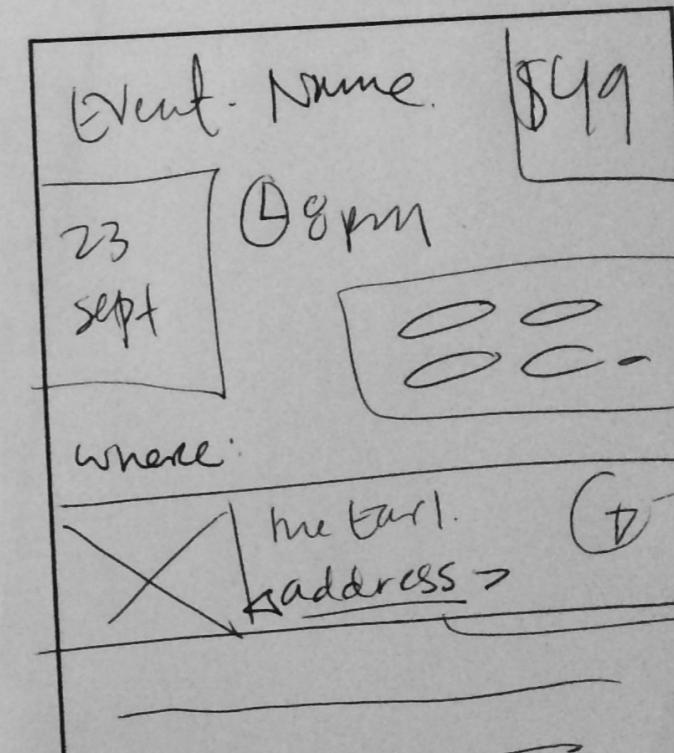


Event

MODULE SKETCH:



PAGE TYPE SKETCHES:



NOTES

Bookmark.

venue

go

## ACTIVITY 5: SKETCH HIERARCHY DIAGRAMS

popular mshes

msh	price
msh	price

Get tickets!

mini module.

mini

mini  
se



*Thank you!*

# SOPHIA VOYCHEHOVSKI

@sophiaVUX  
[sophia@rewiredUX.com](mailto:sophia@rewiredUX.com)