

Eric D. Fields

Interactive Design Process Portfolio

Selected assets from previous work demonstrating
the thought process behind a design solution.

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INTRODUCTION

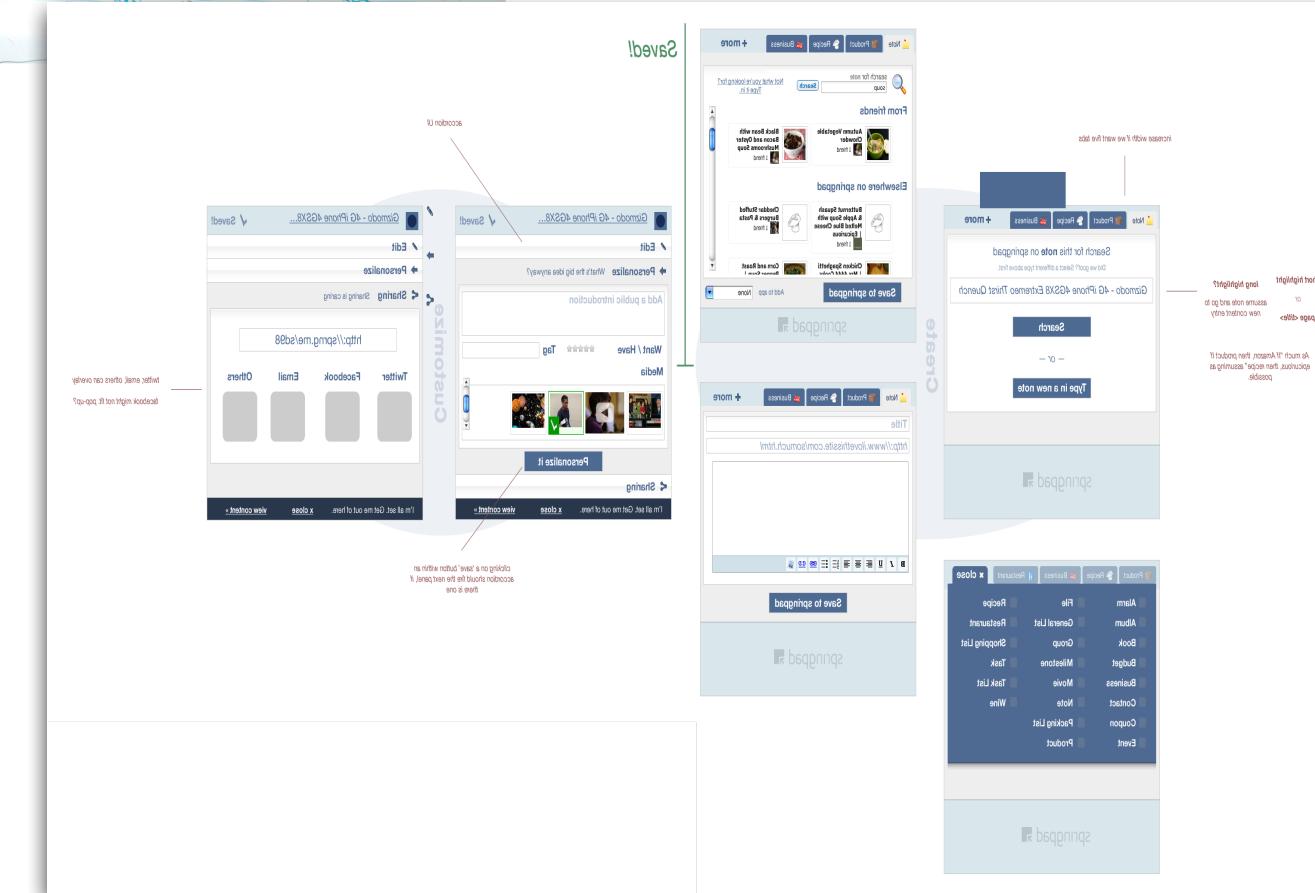
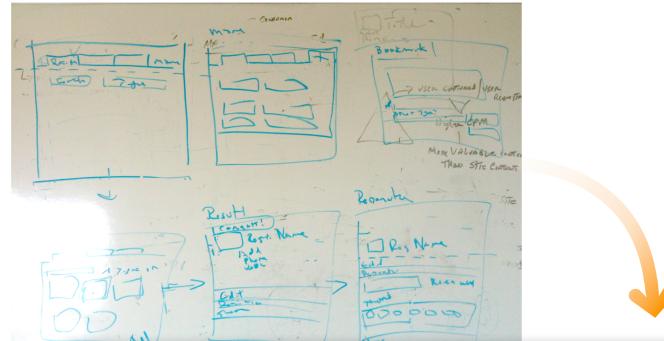
Designing the Invisible

Interaction design is a tricky thing to show off. The results are neither beautiful mockups nor killer code. When interaction design works well, it's as if things were *supposed* to be that way all along. Good interaction design is an invisible experience where everything just feels right.

My design process usually starts with asking a lot of questions. Time, features, budget, and all those sorts of constraints are a good start, but the real goal of that conversation is to discover what problems I need to solve.

The act of solving that problem with an interactive experience is a sort of meta-process within design.

The following are examples of that process.



WHITEBOARD / SKETCH / FIREWORKS

Visual Thinking

Whiteboards are exceptionally well-suited for brainstorming with clients and/or teammates. Sketches are quick and disposable, so its important not to hold back. When the board is full, snap a picture, erase, and repeat.

A Better Bookmarklet

One of the major new features of Springpad circa early 2010 was a workflow overhaul of its website-clipping bookmarklet.

I identified two key phases of the clipping process: create and customize. Each context framed the functionality to be found during the overall flow.

Detail

The screenshot shows the 'Detail' view of the springpad application. At the top, there are tabs for Note, Product, Recipe, Business, and + more. Below the tabs is a search bar with the placeholder 'search for note' and a 'Search' button. A message says 'Not what you're looking for? Type it in.' A sidebar on the left lists 'From friends' and 'Elsewhere on springpad' with various items like 'Autumn Vegetable Chowder', 'Black Bean with Bacon and Oyster Mushrooms Soup', 'Butternut Squash & Apple Soup with Melted Blue Cheese', 'Cheddar Stuffed Burgers & Pasta', 'Chicken Spaghetti', and 'Corn and Roast Pepper Soup'. A central area has a 'Save to springpad' button and an 'Add to app' dropdown set to 'None'. Below this is a large 'springpad' button.

Create

The screenshot shows the 'Create' view of the springpad application. It features a title input field containing 'http://www.ilovethissite.com/somuch.html', a large text editor area, and a toolbar with bold, italic, underline, and other rich text options. At the bottom is a 'Save to springpad' button.

Saved!

Visual Thinking, continued

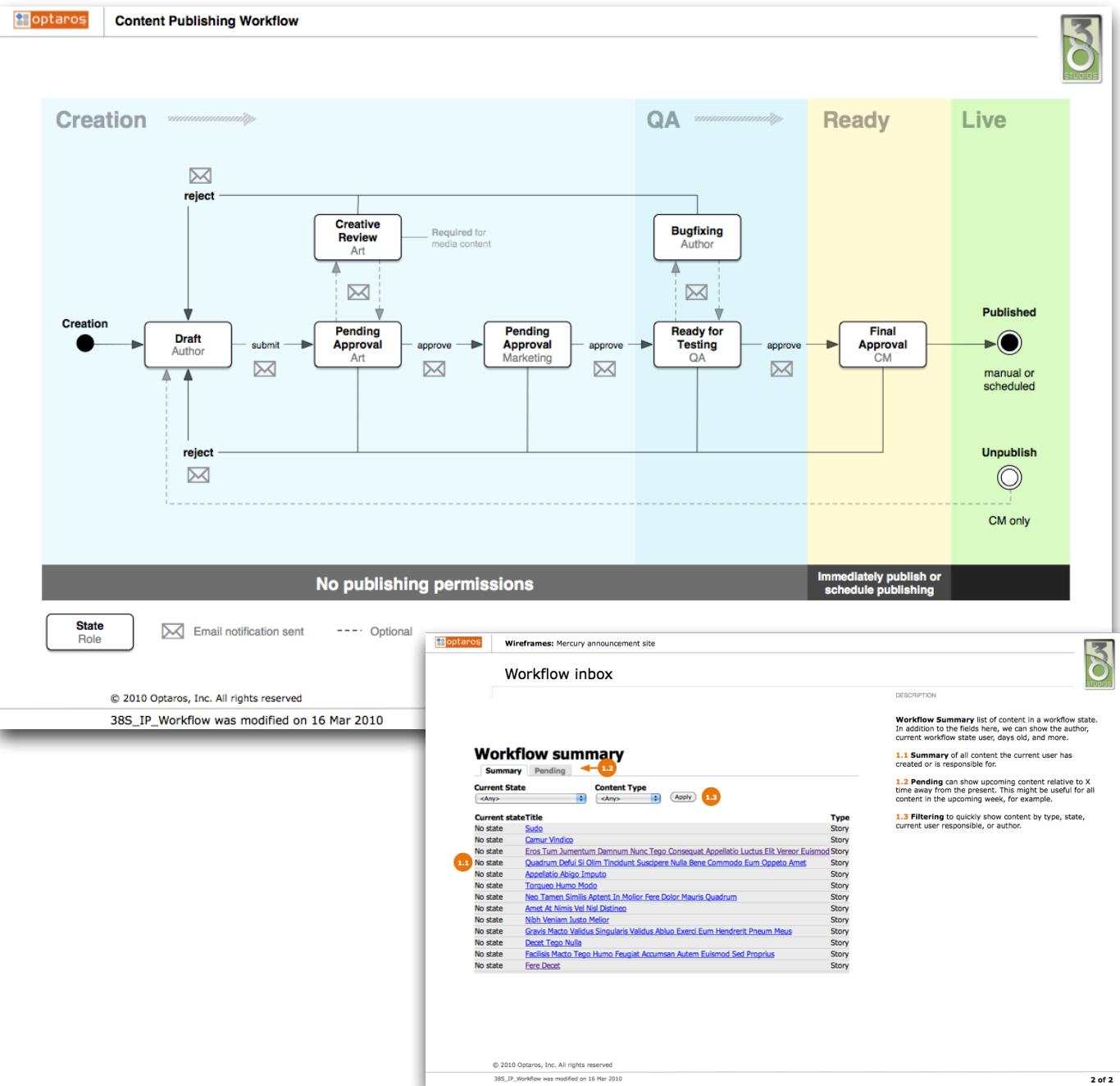
accordion UI

The screenshot shows the 'Saved!' view of the springpad application. It displays a summary for 'Gizmodo - 4G iPhone 4GSX8...', including a 'Saved!' status, an 'Edit' link, a 'Personalize' section with a placeholder 'What's the big idea anyway?', a 'Public introduction' input field, a 'Want / Have' rating, a 'Tag' input field, a 'Media' section with four thumbnail images, and a 'Personalize it' button. Below this is a 'Sharing' section with a message 'I'm all set. Get me out of here.', a 'close' button, and a 'view content' link.

Customize

The screenshot shows the 'Customize' view of the springpad application. It includes sections for 'Edit', 'Personalize', 'Sharing', and social sharing links for Twitter and Facebook. A message at the bottom right says 'I'm all set. Get me out of here.'

clicking on a 'save' button within an accordion should fire the next panel, if there is one



OMNIGRAFFLE

Workflow Diagrams

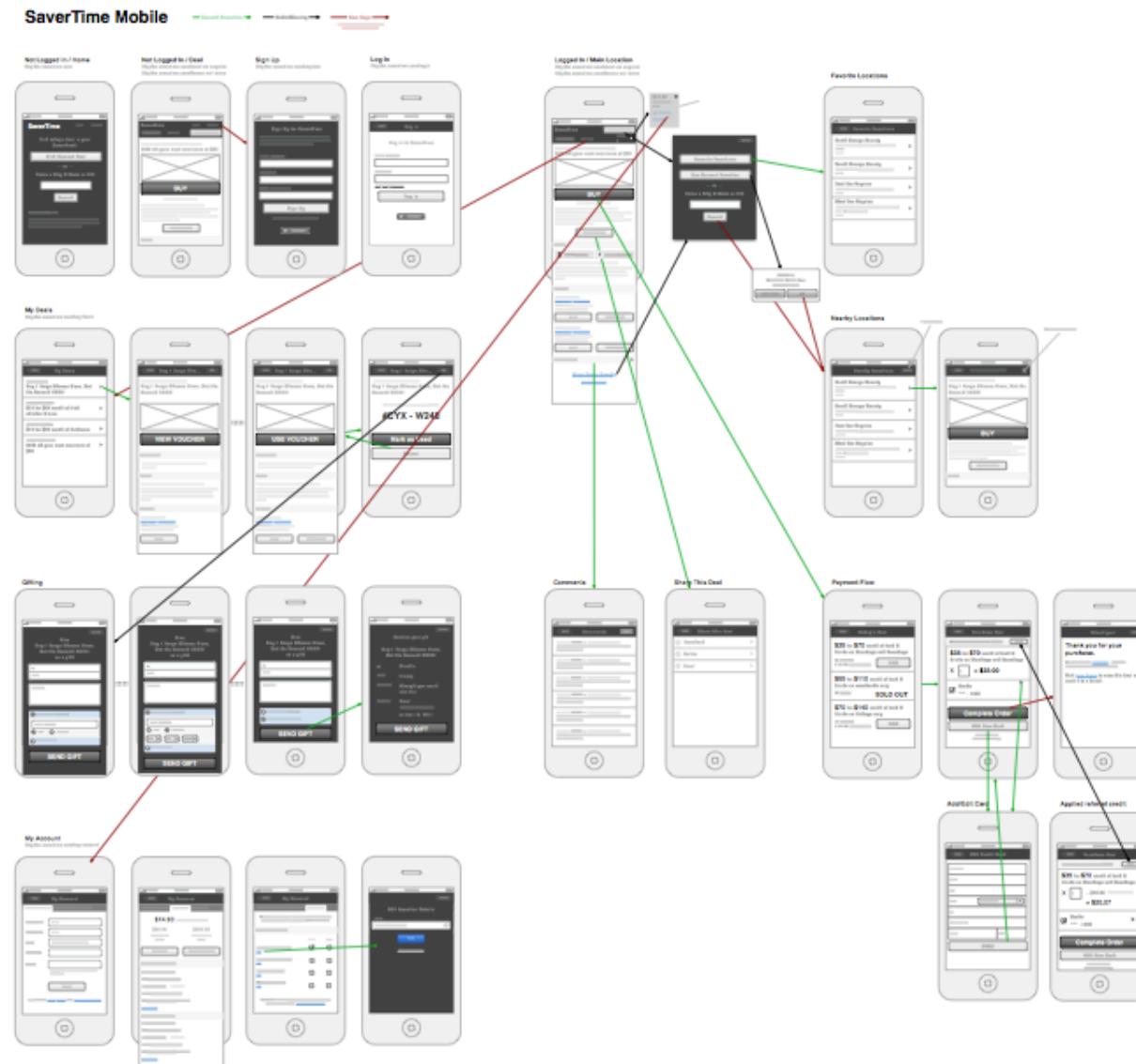
Workflow diagrams are necessary when dealing with a stepwise process that has many paths and user- or system-related results.

Editorial Workflow

I worked on developing 38 Studio's content management system for their *Reckoning* video game announcement website.

Because any given video, screenshot, or story required approval from individuals in the art, creative, marketing and web departments, I designed a comprehensive editorial workflow for their creative content.

The diagram was accompanied with an annotated wireframe.



FIREWORKS

Screenflow Wireframes

Screenflow wireframes present app screens in context of how a user approaches each individual screen.

When working with developers, I can usually walk them through the large canvas I use to wireframe.

For stakeholders, I'd break this up into pages (see next page).

Scaling Down

The annotated wireframes and some visual design work was already completed for the SaverTime deal-a-day site.

I was tasked with taking the desktop experience and adapting it to a mobile web-friendly size.

Screenflow Diagrams, continued



PAPER / PENCIL / iPAD

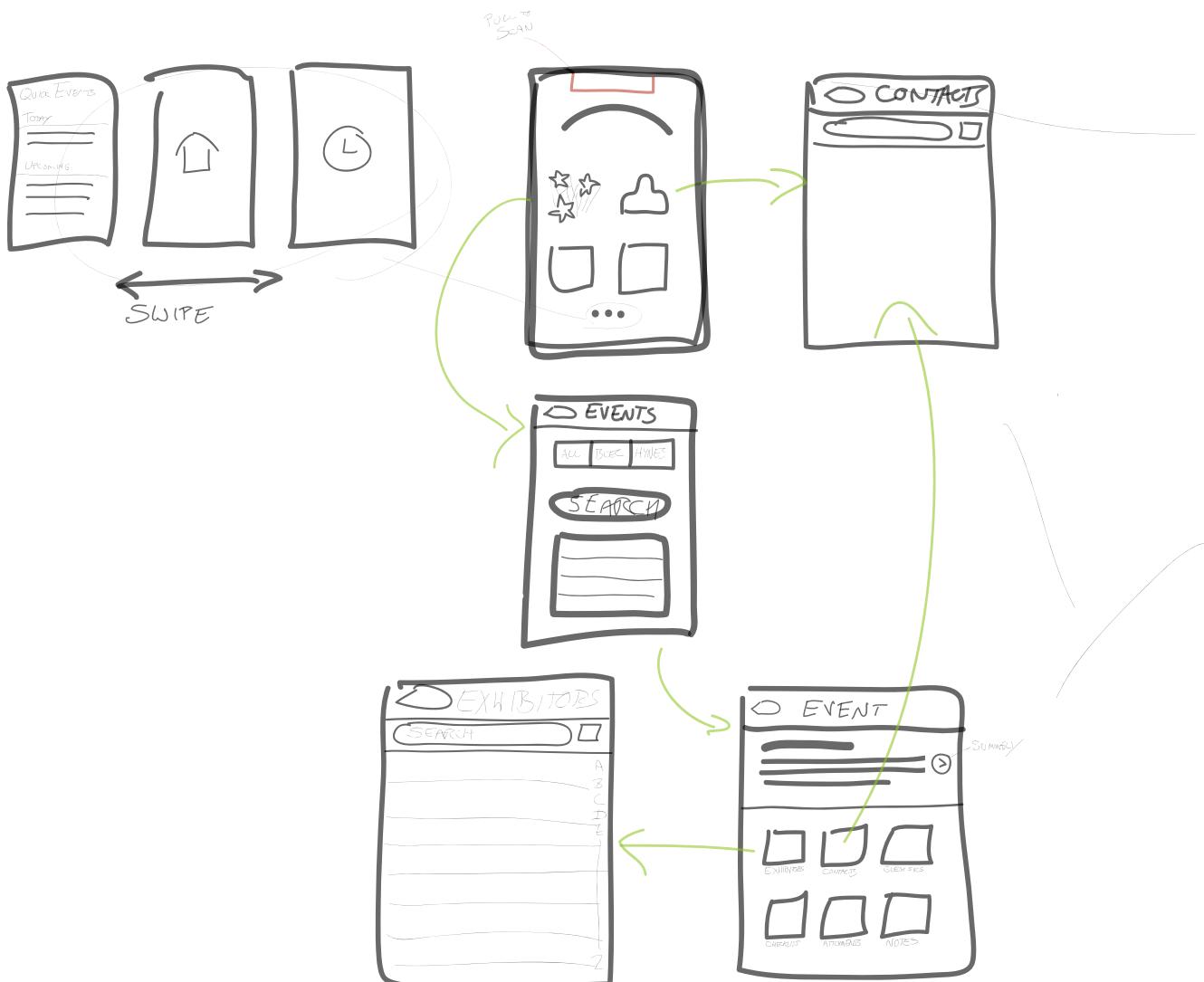
Start With a Sketch

Sketching plants the seeds of ideas in the real world. The more sketching, the more ideas are sewn and the more fertile the creative process can be.

While a lot of sketches are for personal thinking time, tidying them up to share with teammates is a good way to explore design solutions early on the off-chance that an unforeseen technical challenge arises.

First-Time Mobile

The Massachusetts Convention Center Authority (MCCA) has a huge desktop app that they are ready to make mobile-friendly. After days of interviewing stakeholders and user groups, sketching began.





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Screenflow Diagrams

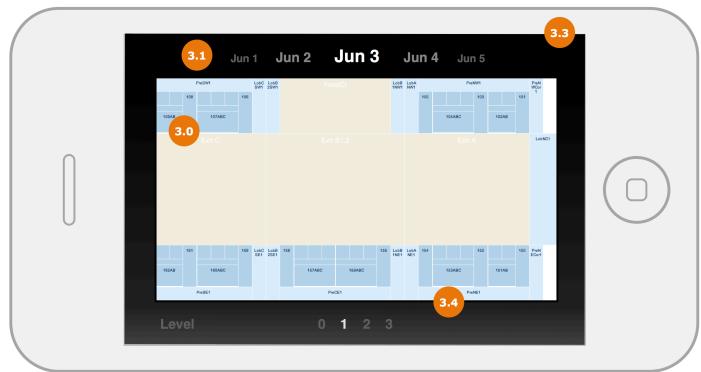
Less detailed than a full wireframe but with a bit more context than a site map, screenflow diagrams show all the core screens of an app and how the user gets there.

An App Deconstructed

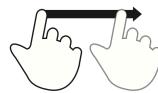
The MCCA desktop app ShowBiz helps run two convention centers in Boston. I was on a team of two user experience experts to figure out how the app will translate to a mobile platform.

After interviewing core user groups, we identified important functionality and grouped them into featuresets, identified here by color.

3. Facility Overview



3.0 Tap on region to zoom in



3.1 Drag to "dial" between fixed date range



3.2 Flick horizontally on image to select facility level



3.3 Drag down for Spaces Setup Menu



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Annotated Wireframes

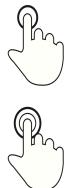
When the important features are understood but not yet visually realized, annotated wireframes are a useful tool for fleshing out the experience.

The visuals serve as a rough outline of what the experience might look like. The annotations describe the nuances of the visual in further detail.

Significant Gestures

One of the promises of multitouch surfaces is new models of human-computer interaction. In this example, the user was manipulating a map of a convention facility on a small screen mostly by tapping, so it made sense that additional functionality could be accessed through gestures.

4. Facility Quadrant Detail



4.0 Tap on room to zoom in



4.1 Double tap anywhere to zoom out

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Annotated Wireframes, continued



5.a. Room Detail — Room Available



5.0 Drag date range sliders between start/end dates



5.1 Tap to apply date range to available room-group combinations

5.2 Add a space-level note

5.3 Save chosen dates.

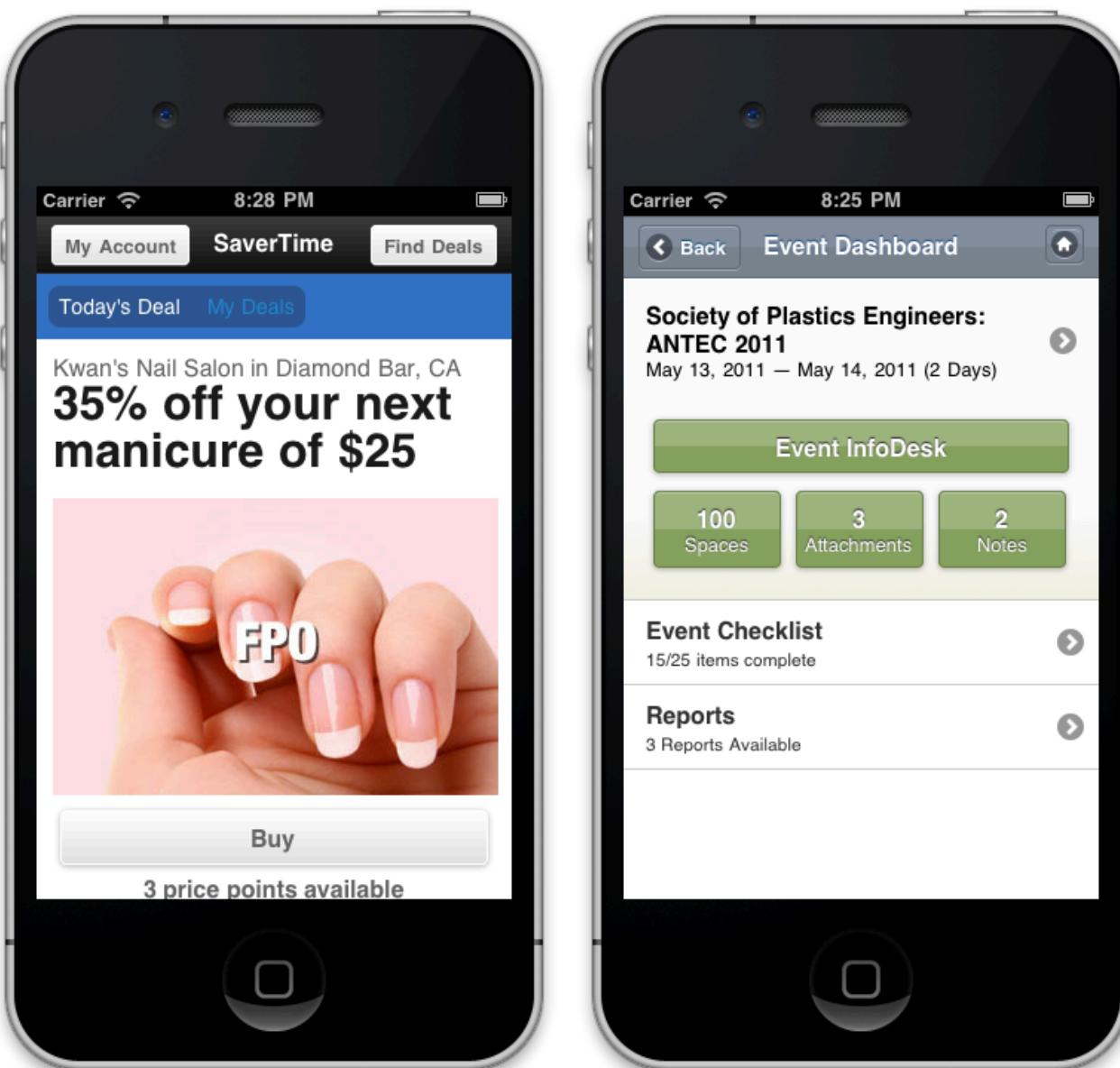


5.4 Tap to save or cancel the note

About Space Notes

Space notes are handy for brief annotations that may come up when showing spaces to a client.

Space notes are saved on the device and **emailed** to the user when they **Create Draft Event** from the **Spaces Setup Menu**.



HTML / CSS / JAVASCRIPT

Prototyping

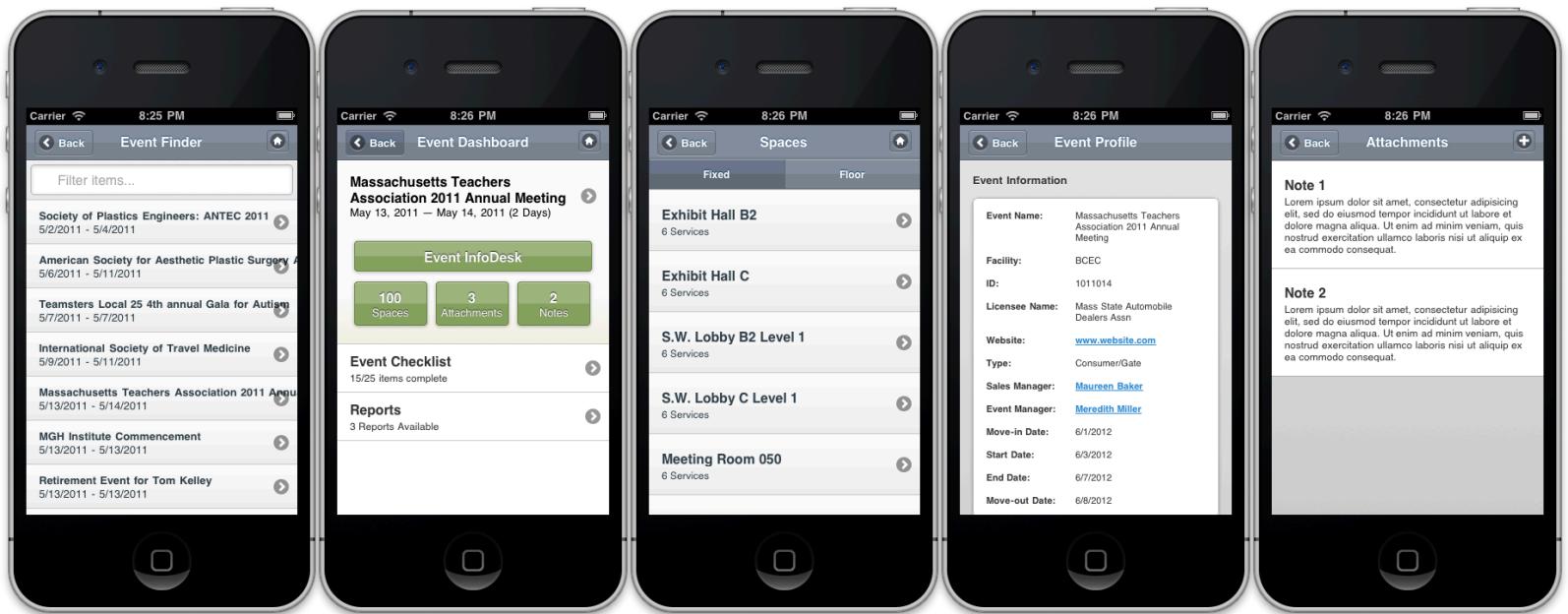
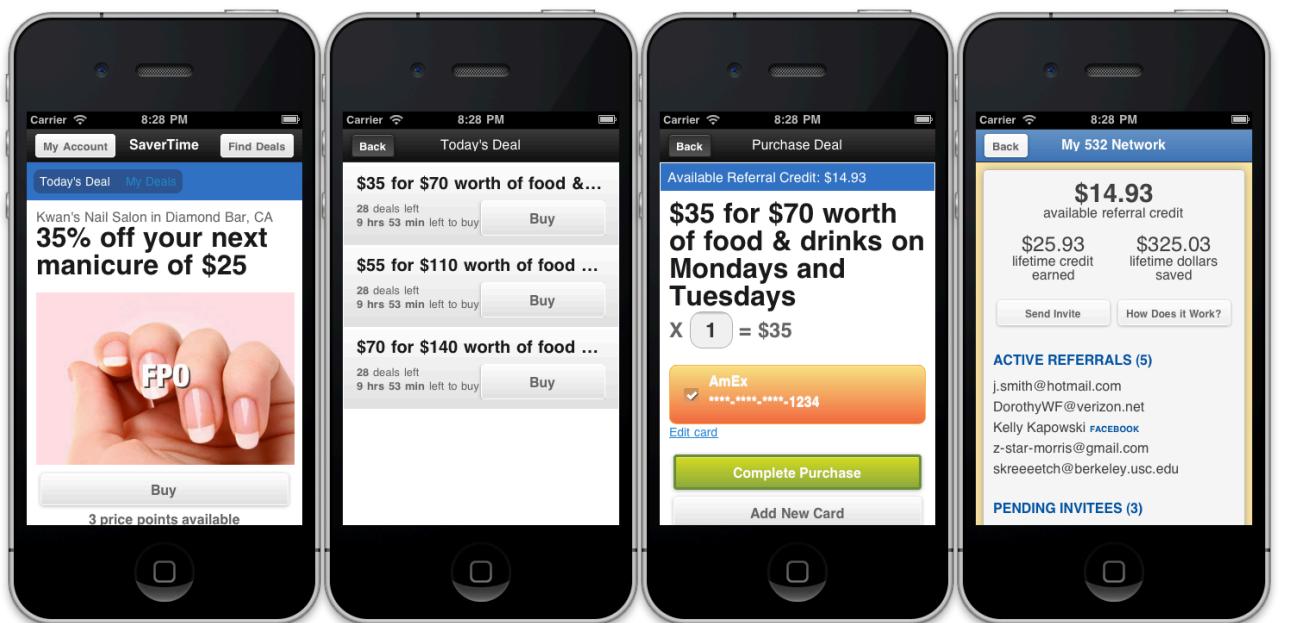
Prototyping interactive experiences provides a high-fidelity representation of how an app will look and feel. It is the best possible representation of an experience short of actually building it.

HTML, CSS, and JavaScript have matured enough where graphic design and visual effects can be iterated over quickly and in a text editor, bypassing the need for image editors or proprietary software.

Really "getting" mobile

Translating a desktop experience to mobile is mostly about showing the right content at the right time. Less is more, but sometimes we don't believe it until we use it.

Prototyping, continued



Thank You!

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