

Designers **Code**

Teach

SouthWired 2014

janzheng
janzheng.com

Coders Design



Part I.

Searching for Unicorns

A wide-angle photograph capturing a powerful lightning bolt striking from a dark, turbulent cloud on the left towards a city skyline on the right. The sky is filled with heavy, dark clouds, with patches of orange and yellow light from the setting sun on the horizon. The city lights below are visible, and the ground appears to be a mix of green fields and urban structures.

Creating great work is a
turbulent process



Unicorn noun.

u•ni•corn - yōonə,korn

A designer who does many things **well**.

- Graphic Design
- User Experience Design
- Front-End Development
- Analytics
- Illustration
- etc...

jan zheng

Designers & Code
SouthWired 2014



Everyone wants **unicorns**,
as they are fast and flexible.

But they are expensive, hard to find,
and in high demand.



Should designers learn to **code**?

Should developers learn to **design**?

Most designers **agree**.

But why?



Code helps designers

- Communicate ideas
- Command respect with developers
- Understand possibilities & constraints
- Maintain design vision

But there's **something else.**



We have a need to
launch great products.

The Designer

conjures the best user experience.

The Developer

ensures that everything works.

Both **share responsibility**
for launching great products.

Both also **share the blame**
for failure.

A close-up photograph of a plant with numerous small, bright yellow flower heads. A single bee is visible, hovering over and interacting with one of the flowers. The background is blurred green foliage.

Specialize

Be a team of experts.

Find unique skills that
strike balance.

A close-up photograph of a person's hand holding a black magnifying glass. The lens of the magnifying glass is focused on a small, circular photograph of a rural landscape with a dirt road and a single tree. The background of the slide is a blurred landscape with green fields and a blue sky.

Magnify

Learn skills that magnify your craft.

Developers who deeply understand design will know to call out design pitfalls.



Support

Cover each other.

Check each others' work.

Hold each other accountable.

Sweat all the small details.

Communicate

Stay informed.

Let others know
when you need help.





Part II.

Examples

Variation 1

Content (mobile)

This page shows the first (section) page in Individual Services

Mobile options

1. Simple Mobile Nav
2. Full Back Button
3. Expanded Footer

Resize the browser to toggle between mobile and desktop

home
home/mobile.menu
section
content*
subcontent

home
variation 1
variation 2

Protect Your Possessions

INDIVIDUAL / WHY USE ASSURANT

Individual Services Introduction

Why Assurant?

Why Use Assurant Solutions?

Individual Services

Policyowners (EPS / D6) Placeholder

Contact Us

Assurant Solutions

www.assurantsolutions.com

nurun 2013

At Nurun, we created a set of in-browser, responsive wireframes that helped us sell the idea of creating a responsive website for our clients.

Sign Up for Service!

Step 1: Choose Your Service

I would like Gas Service for:

Home
 Business

Choose your service type:

Turn On
My natural gas is currently off or I do not have service in my name and need to establish service.

When would you like to start service?

Order Summary

Service
Residential Service

Service Type
Turn On
Your service is scheduled to be turned on Wednesday, July 13, 2013, between 8am and 12pm.
Other instructions: "Gate code is 123!"

Get \$25 In Bill Credits.
Your enrollment is eligible for \$25 in bill credits. You will receive a \$5 credit on your first 5 bills.

GAS SOUTH
Sign up for Gas South

1. Residential Rate Plan

Select a Residential Rate Plan

These great everyday low rates are available through October 5th, 2014. And don't forget — with Gas South, you never pay a deposit to establish service! Rates and bill credit eligibility are subject to credit approval.

Your enrollment is eligible for \$25 in bill credits.

\$0.29
per therm
Introductory Variable

This rate is for your first month of service. Subsequent months will continue on the Variable Rate Plan, which

Gas South

www.gas-south.com

nurun 2013 - 2014, currently in production.

At Nurun, we designed and prototyped functional enrollment forms for rapid A/B testing on both the mobile and desktop experience for **Gas South**.



Part III.

Tools for Unicorns



Part III. Tools for Unicorns

A. Collaboration



1. Stand-Up Meetings

Daily meetings that ask:

- What did you do yesterday?
- What will you do today?
- What are your roadblocks and needs?

The Great Kitchen Redesign

Ideas

- Get a new window valence to match the cabinet colors
- Install pot rack over the island
- Replace drawer knobs with antique ones

To Do

- Adjust water pressure of the sink
- Remove old refrigerator and stove
- Install new sink
- Install new flooring
- Design new kitchen space

Doing

- Pick countertop colors
- Buy new kitchen cart

Done!

- Call contractor
- Pick faucet to match new sink

Activity

- Adam Simms changed the background of this board. Jul 7 at 2:08 pm
- Adam Simms changed the background of this board. Jul 7 at 2:05 pm
- Tracey Marlow moved Pick faucet to match new sink from Doing to Done. Jun 23 at 2:43 pm
- Adam Simms renamed this board (from Remodel the Kitchen). Jun 23 at 2:30 pm
- Tracey Marlow joined Pick faucet to match new sink. Jun 23 at 1:41 pm
- Tracey Marlow joined Remove old refrigerator and stove. Jun 23 at 1:40 pm
- Tracey Marlow joined Replace drawer knobs with

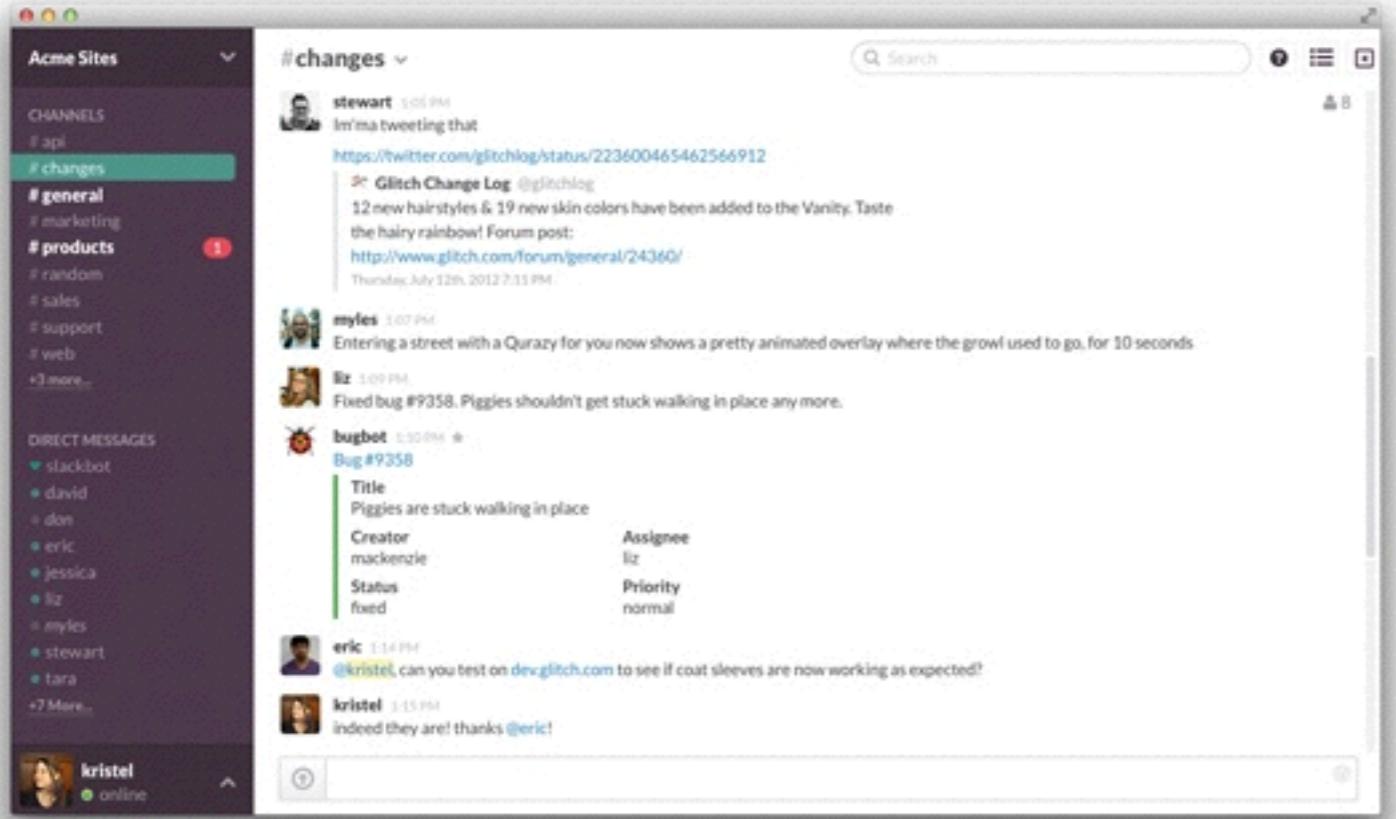


2. Trello & Kanban Boards

Organizational tool

Works well in conjunction with standup meetings

1. Stuff left to do
2. Stuff you're doing
3. Stuff that's done



3. Slack

Chat, email & messaging tool

Group conversations, links, attachments, private messaging.
Great for distributed teams.

The purported “email killer”



Part III. Tools for Unicorns

B. Prototype Pipeline



4. **Dropbox** for business

File Sharing and Asset Library

Drop asset files into a collaborative Dropbox folder for a live asset library. Link directly to files for immediate synchronized changes from the design team.

Useful for building asset libraries.



5. Github

File Sharing and Project Hub

Alternative to Dropbox.

Allows a team to perform revision control on assets and project documents. Better with larger code projects.

Supports free static site hosting.



6. **Jekyll**

Static Site Generator

Like a CMS, but without a server.

Generates static websites by linking together content modules, which allows for very quick prototype development.

Can be published for free on Github.



7. **Sass**

CSS Pre-Processor

Regular CSS can get messy pretty quickly.

Sass adds a layer of abstraction with variables, functions, and other tools. Allows for advanced frameworks and collaboration.

Lets designers quickly define new style changes.



8. Bootstrap & Foundation

Front-End Frameworks

Frameworks provide designers and developers with pre-written code and CSS to quickly build responsive prototypes.

Frameworks are quick to build, but adds bloat and slowness.



9. npm, Bower, Grunt

Package Management and Automation

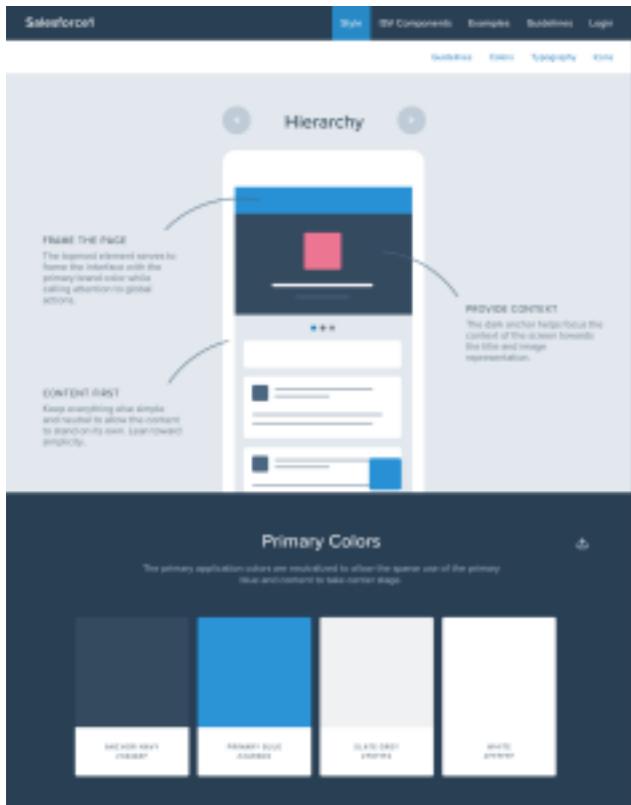
Tools that may help designers setup prototype environments. npm and Bower are used to configure and duplicate environments, and Grunt is used to automate workflows.

Used to set up design teams and pipelines.



Part III. Tools for Unicorns

C. Prototype Production



The screenshot shows the 'Design Elements' section under 'DESIGN'. It features a 'Colour Palette' section with a 'Find closest color' search bar. It includes a 'GRAY PALETTE' with colors like #2C3643, #3B444F, #67747C, \$darkgray, \$titlegray, and \$bodygray; and a 'PRIMARY PALETTE' with colors like #99A9B3, #DBE6EC, \$lightgray, and \$subduedgray.

10. Live Styleguides

Clickable in-browser style guides

Style guides are used by designers and developers as a guide and gallery for existing styles. All styles, elements, animations, icons, responsive breakpoints, etc. are specced and clickable.

Read: susanjeanrobertson.com/code/style-guide-links/



11. AngularJS & MeteorJS

Reactive JavaScript

Production tools that allow designers to quickly prototype and create functional web apps and services like Twitter.

Very useful for prototyping sites that require sign up.



jan zheng

Experience designer

janzheng.com

@janistanian

Slides

janzheng.com/unicorns.pdf

Read More at

digitalforreallife.com

And a shout-out to Nurun.

It's me!

jan zheng

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