



dailymotion

Designing With Content

October, 2018

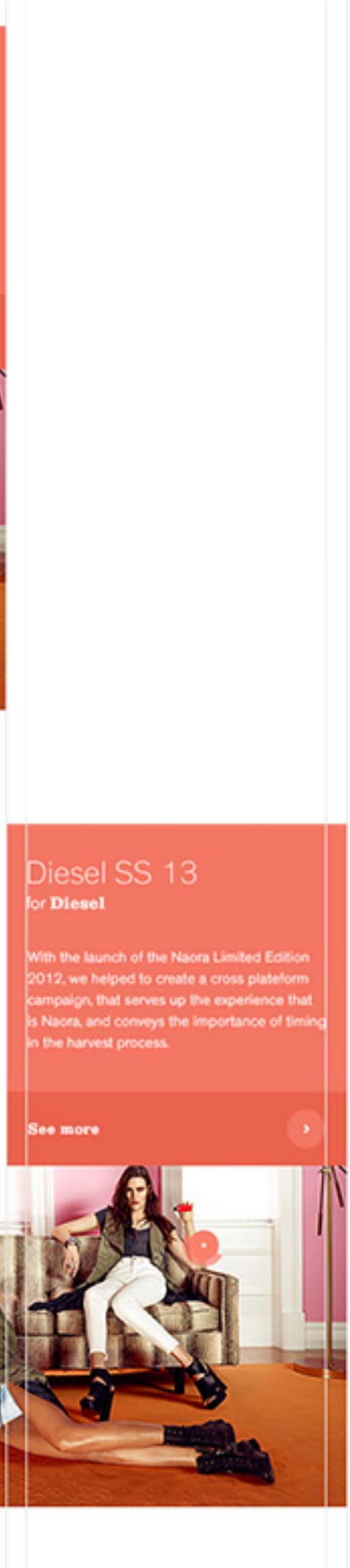
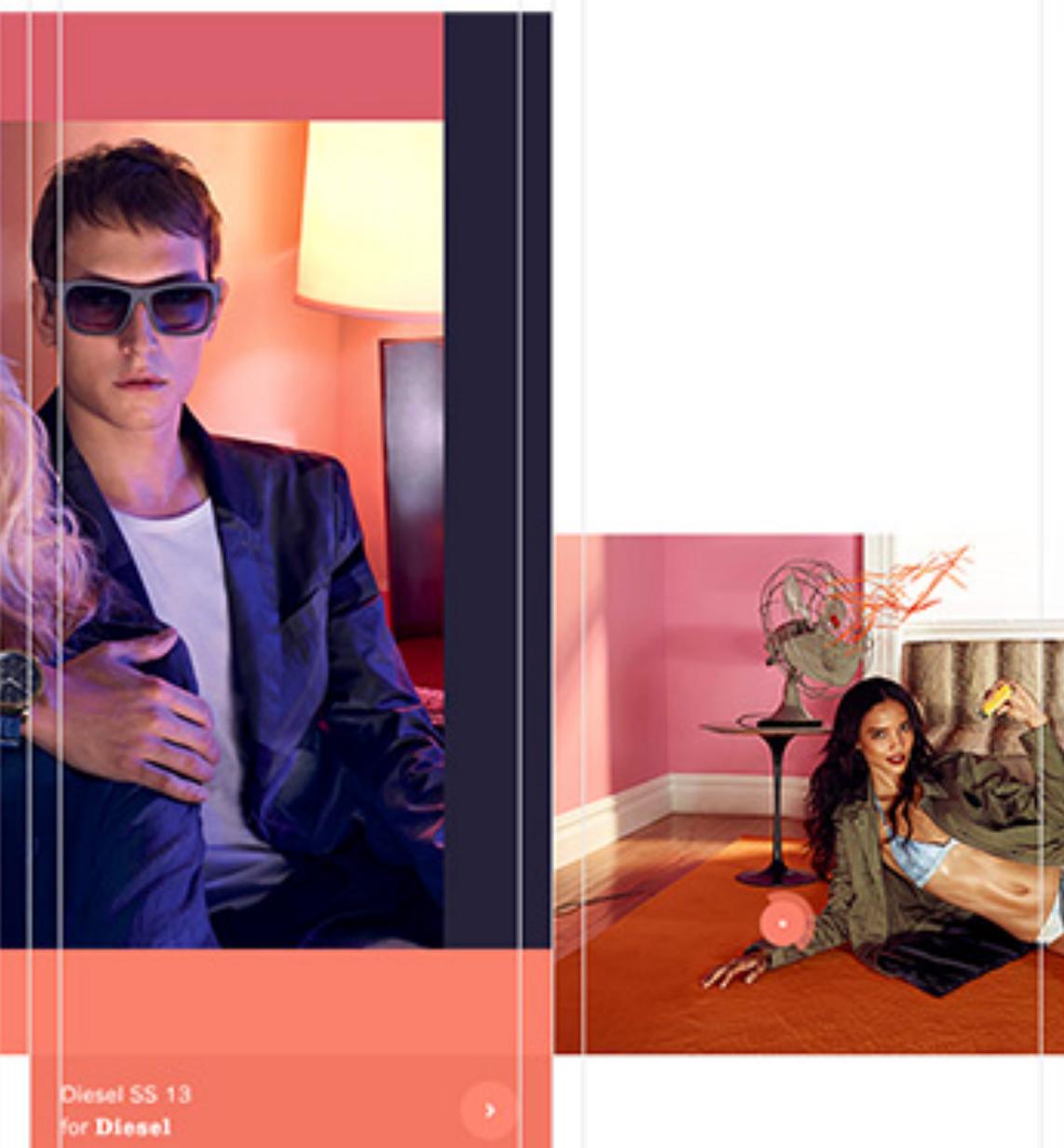
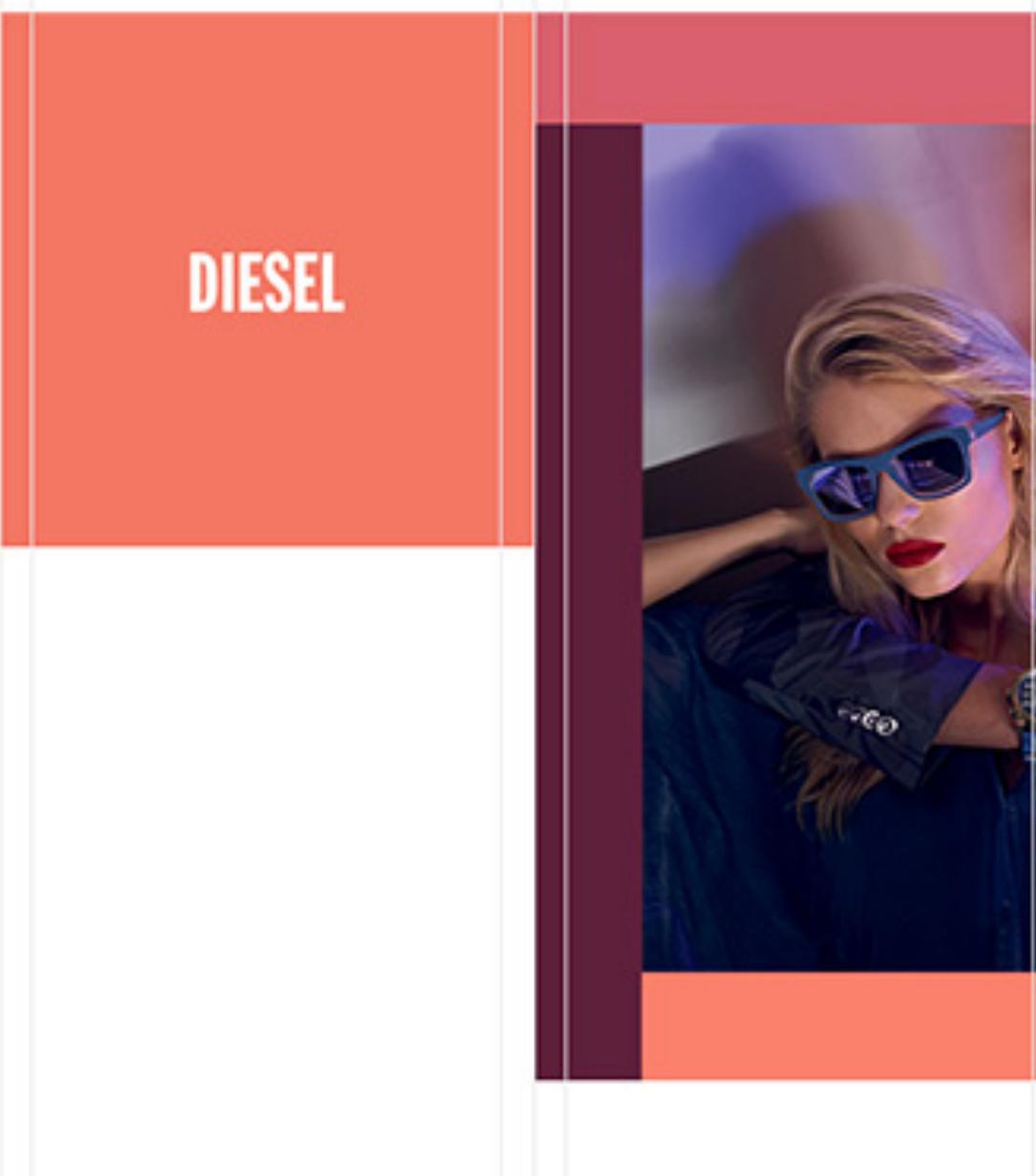
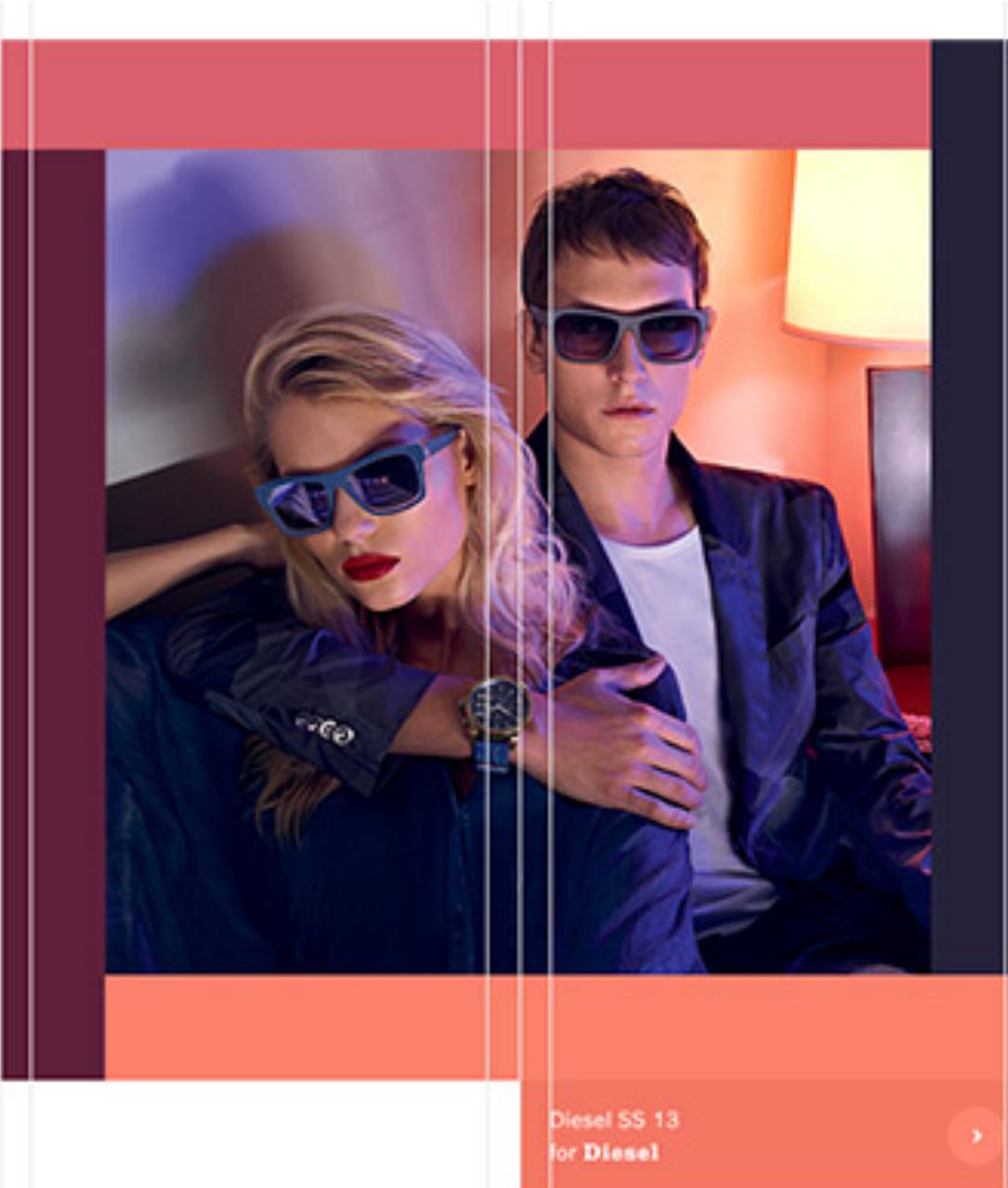


Instagram: presentandcorrect

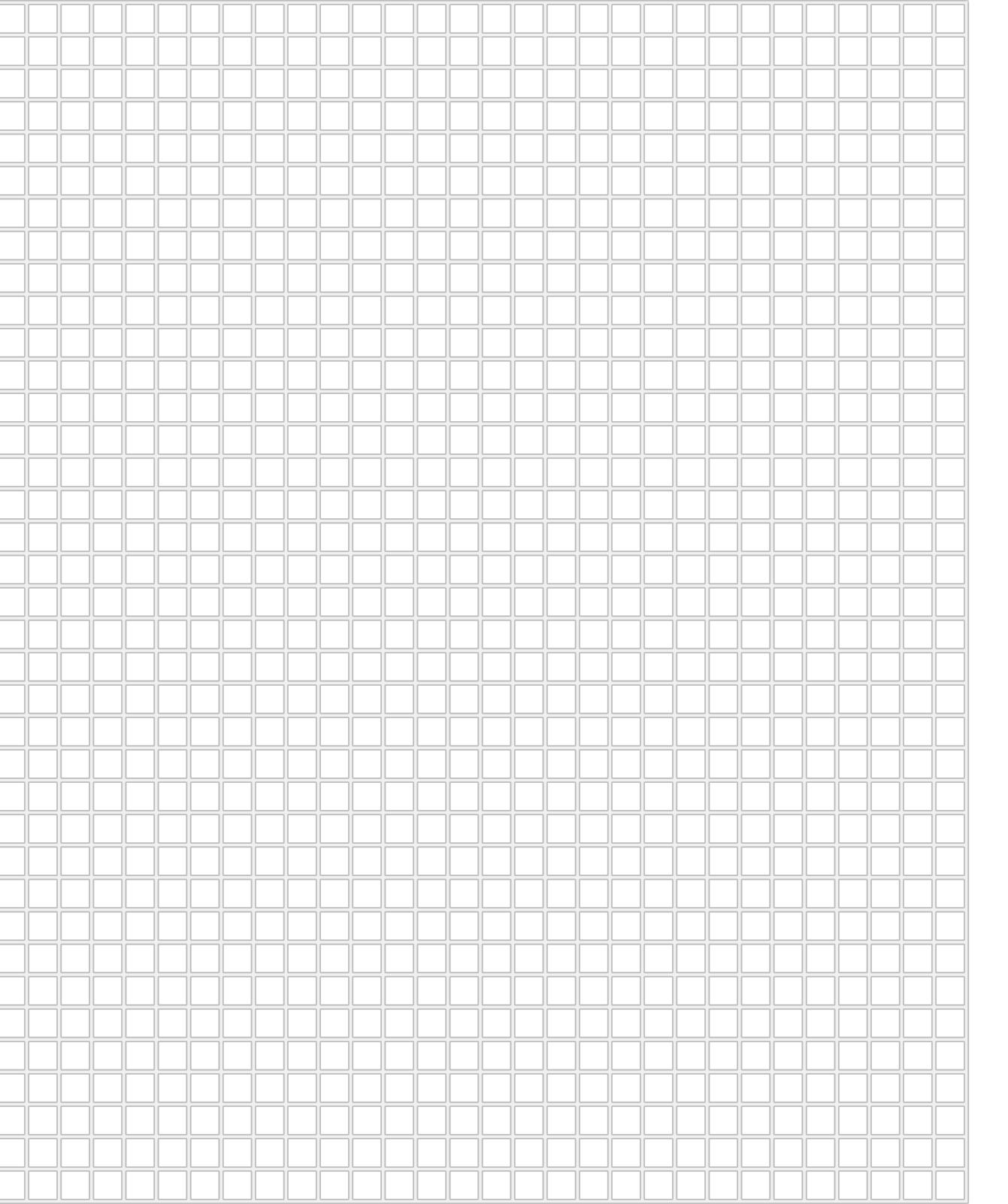
So visually satisfying, isn't it? 😊

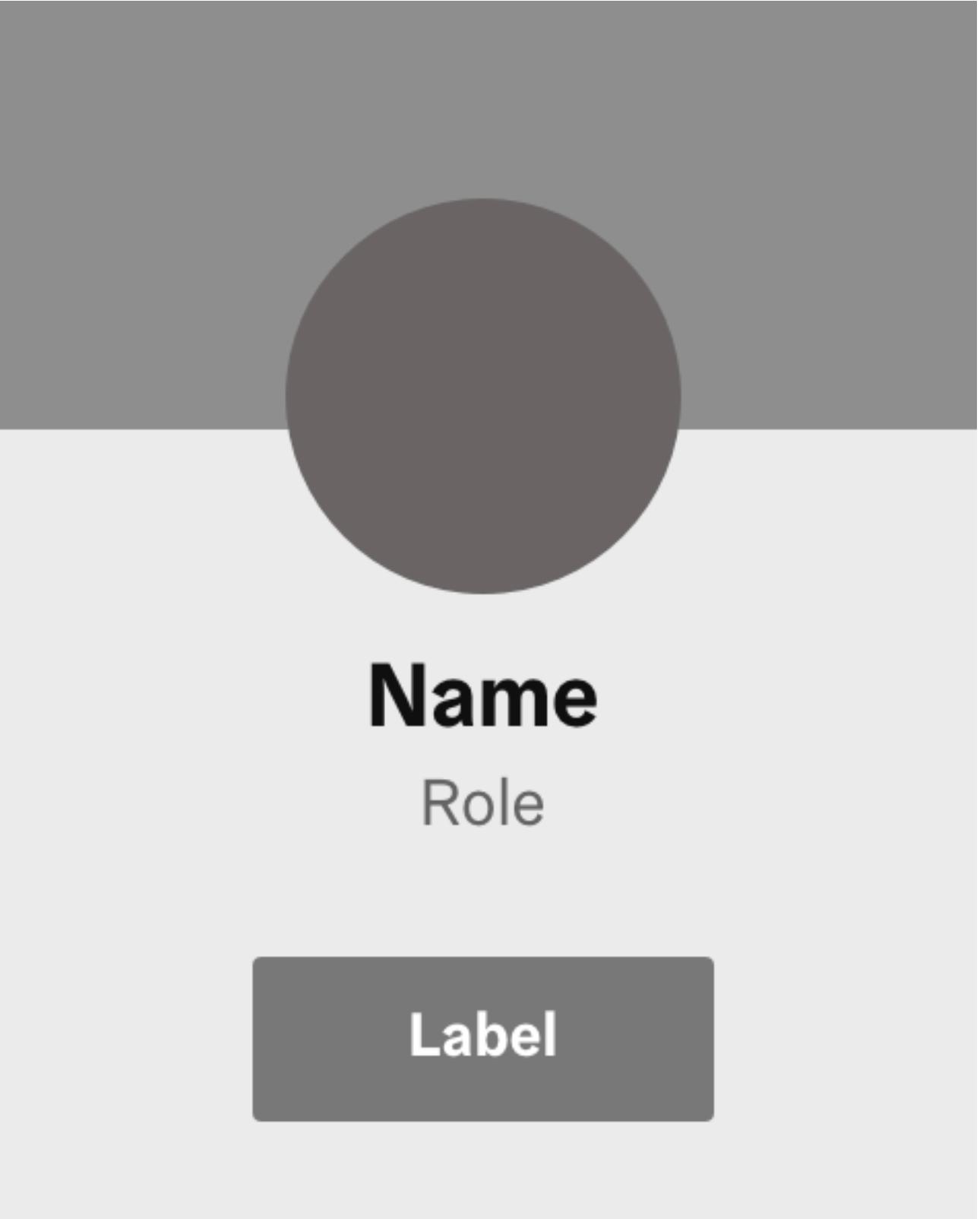


#workspaceGoals



Our current pixel-perfect workflow







Matthew Wright

Head of Marketing

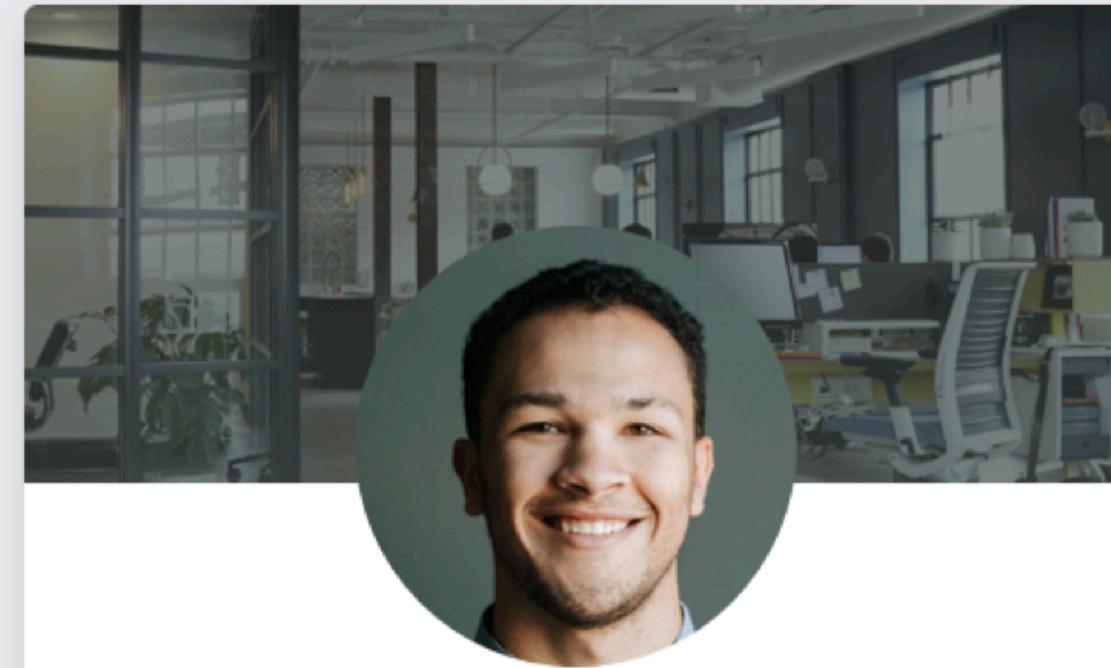
Connect

Profile card

by [John Smith](#) on Oct 25, 2018

Save

Like



Matthew Wright

Head of Marketing

Connect

1 Response



Yunus
Ultimate!

8 months ago | Reply | Like?

Pin

Tweet

Copy

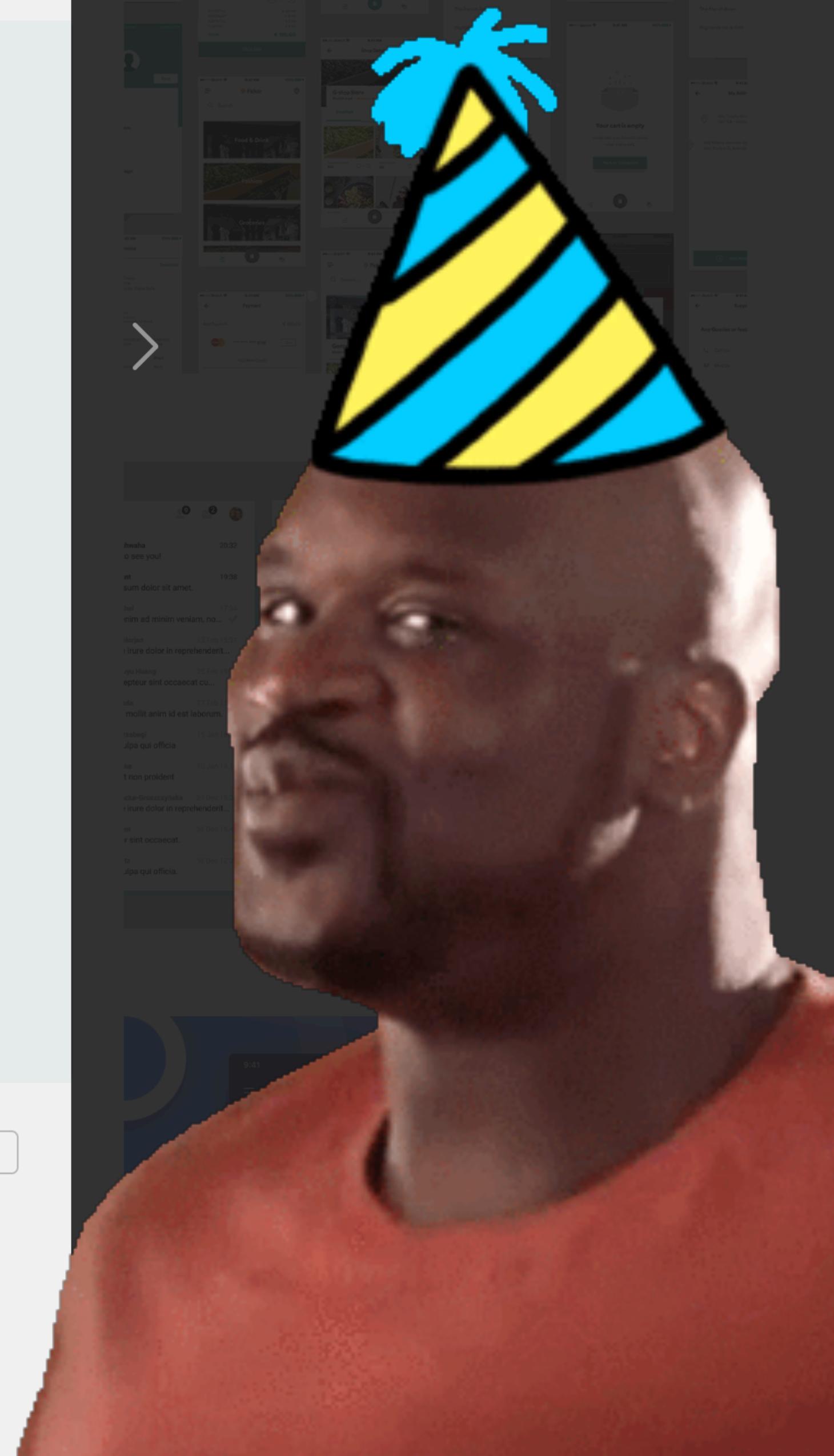
card colours contact
user profile

3,496 views

187 likes

7 saves

Add a new comment



**High expectations
meet reality** 



Matthew Wright

Head of Marketing

Connect



Bernd Ottovordemgents

Public relationships, liaison and communication consultant at Firm

Corp
Connect

Design

Reality

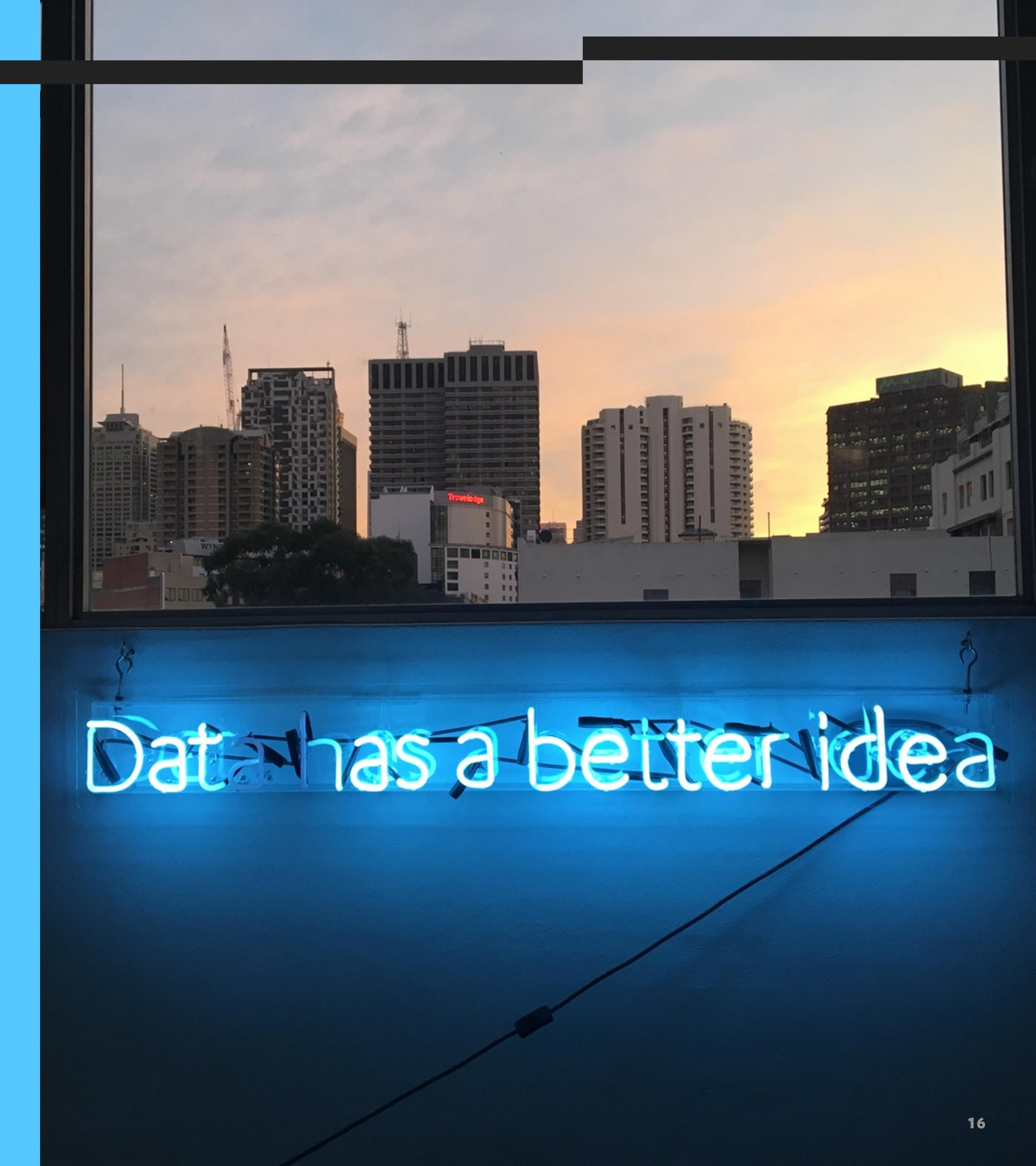
**We make sub-optimal design decisions
when we only consider our single, perfect
state. When we don't work with real
data, we deceive ourselves.**

A wooden chair is being tested on a large industrial strength test rig. The rig has a metal frame with various mechanical components and a yellow safety harness attached to the chair. The background shows the interior of a building with white walls and some equipment.

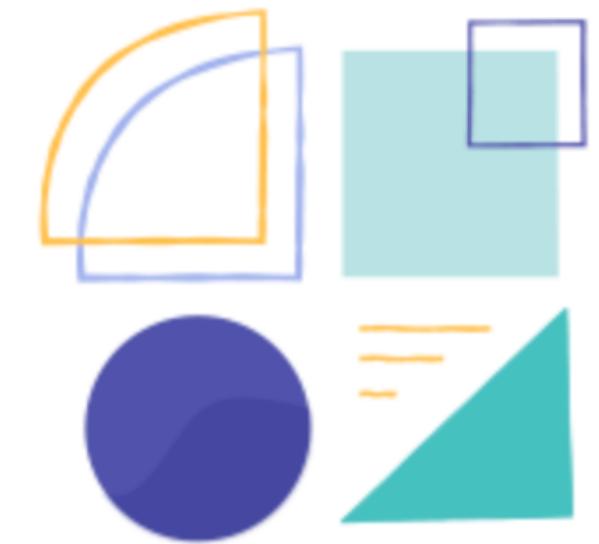
Stress-test your designs

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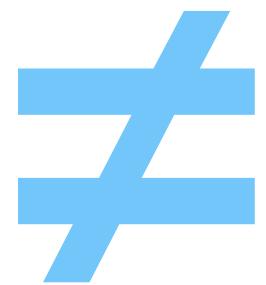
How Can We Design With Data?



Components



Components are dynamic and reusable objects, or groups of objects, that have pre-defined types (image, text), properties (size, color)

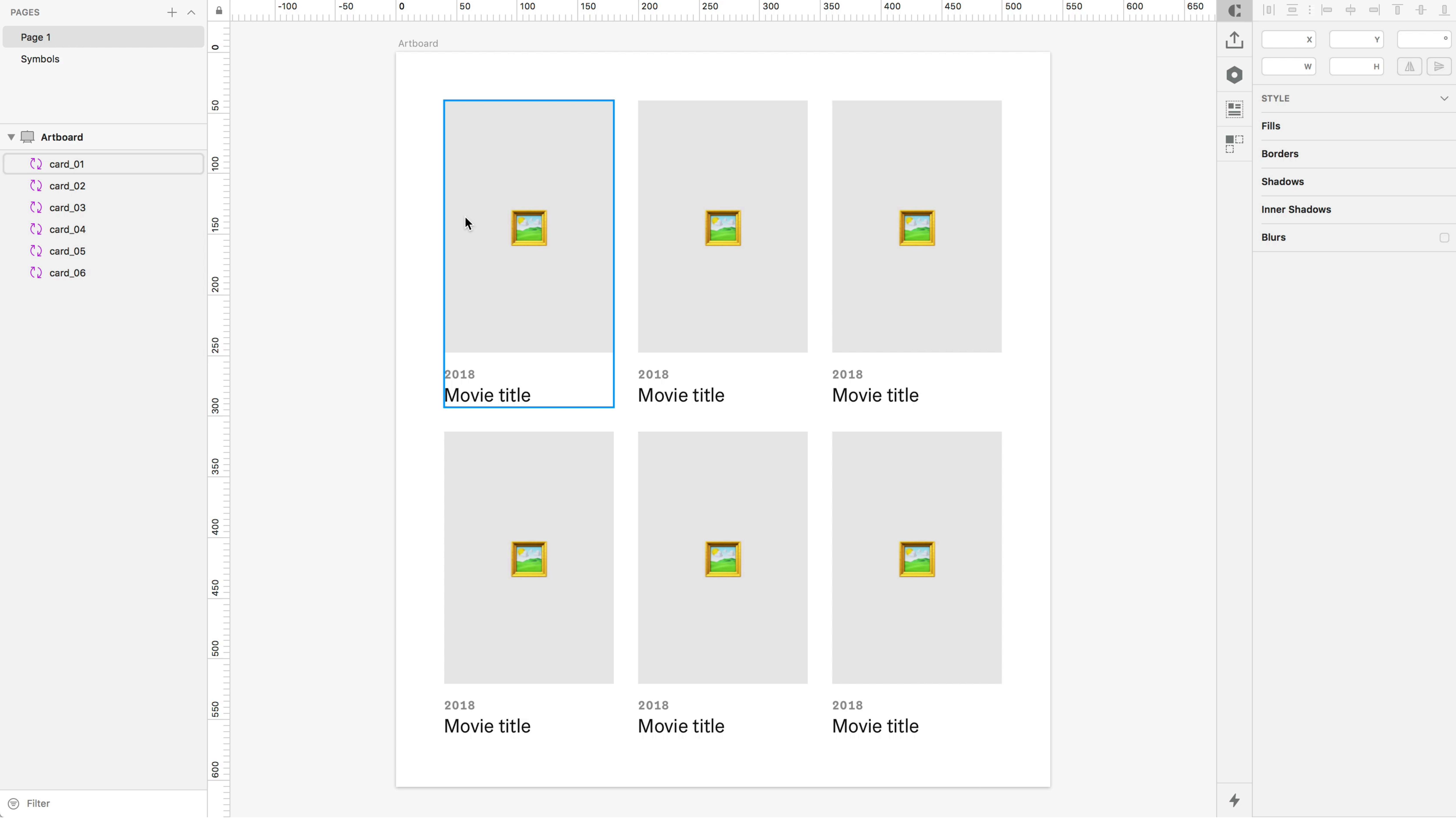


Data sources



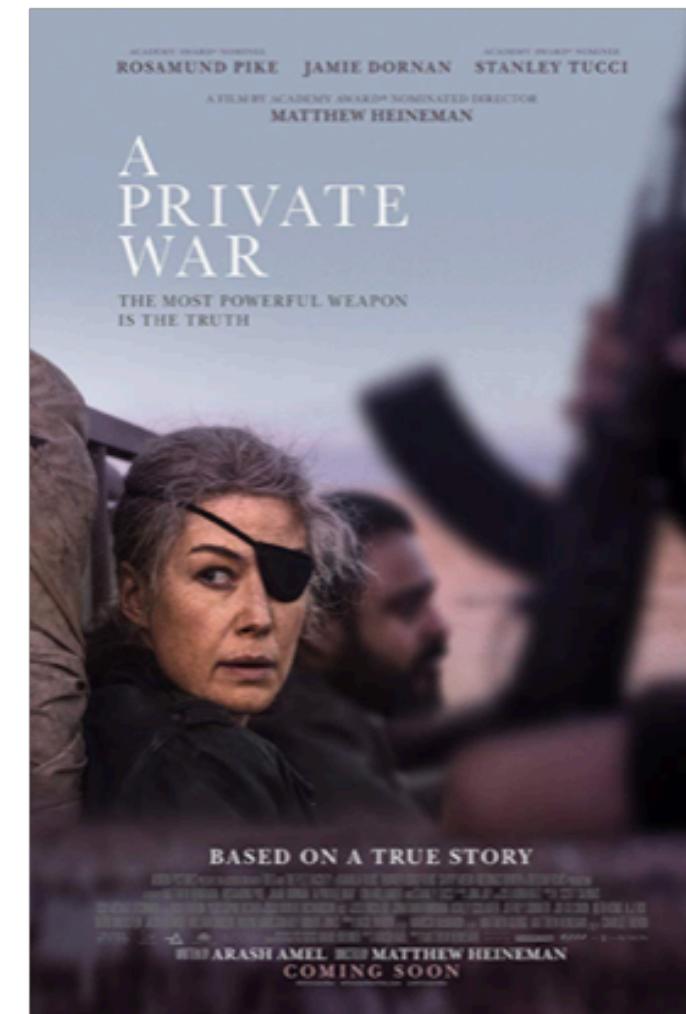
Data sources are all the different pieces of data that populate a component like bits of text, photos, numerical data...

How can you actually do this?

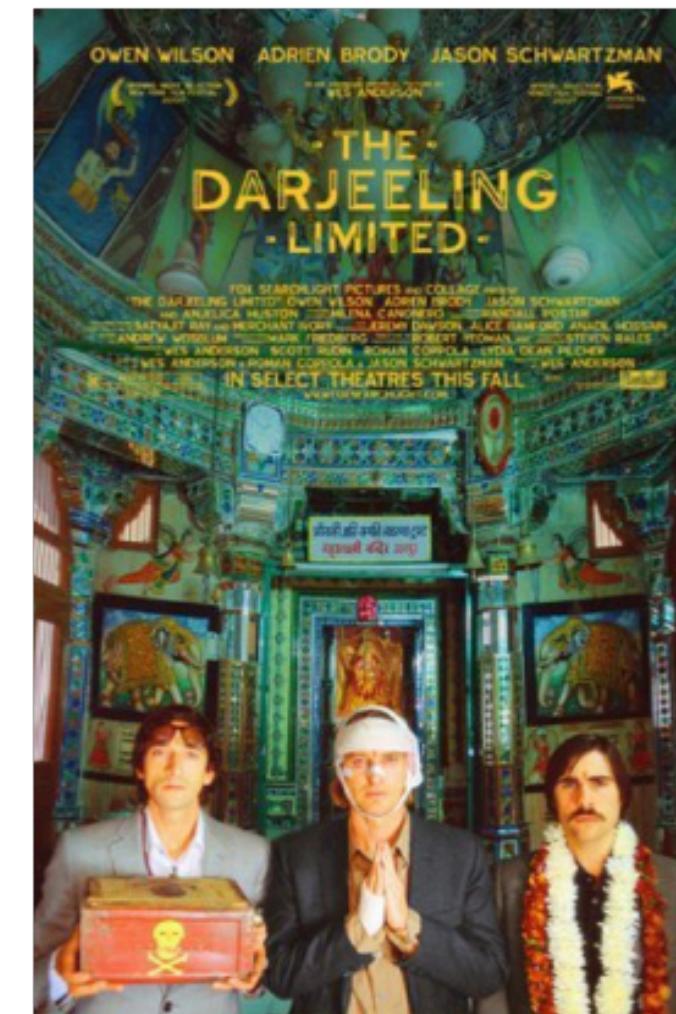


Sketch 52 New Data Feature

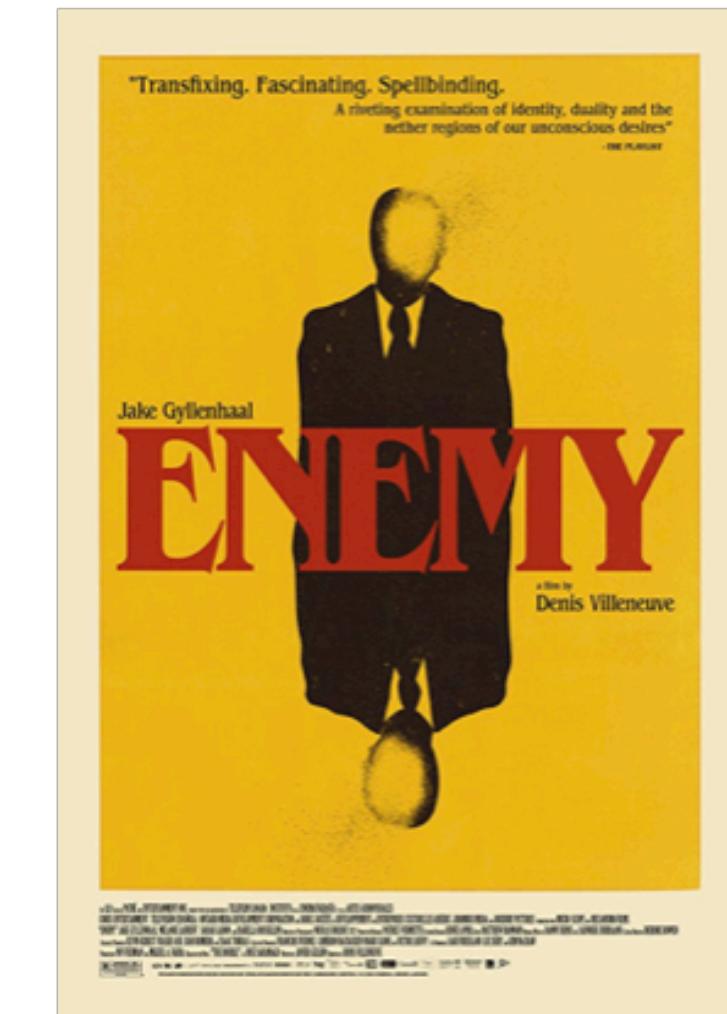
- Data is always randomized
- Can't use bundles of data
- Only supports basic data types like text and images



2017
The Darjeeling



2015
It



2018
Avengers: Age of



2007
A Private War



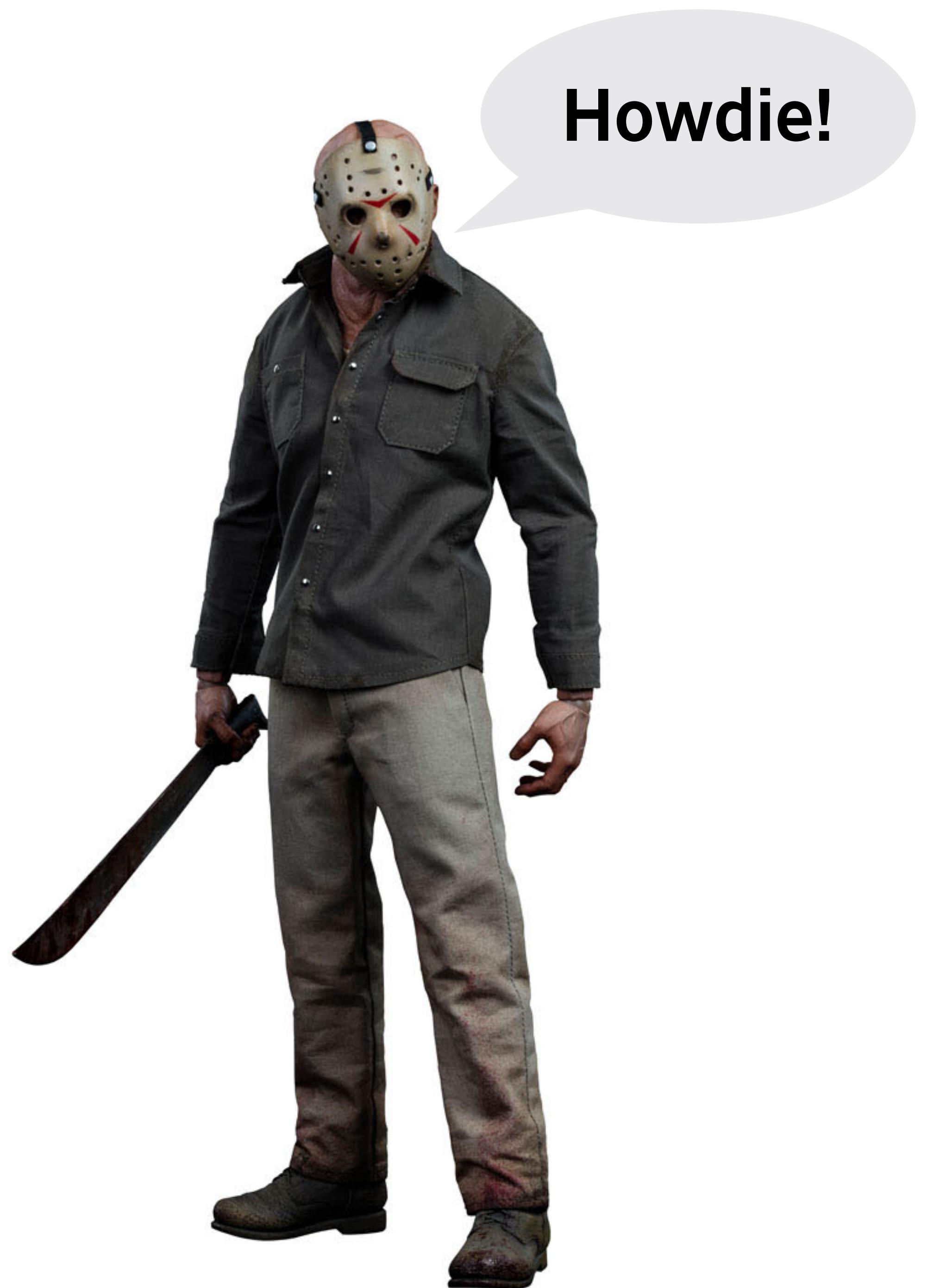
2013
First man



2018
Enemy

How can we achieve a more granular control?

**Let me
Introduce you
to JSON**



Ok, not that JASON...

This JSON 😎

Also know as
JavaScript
Object Notation

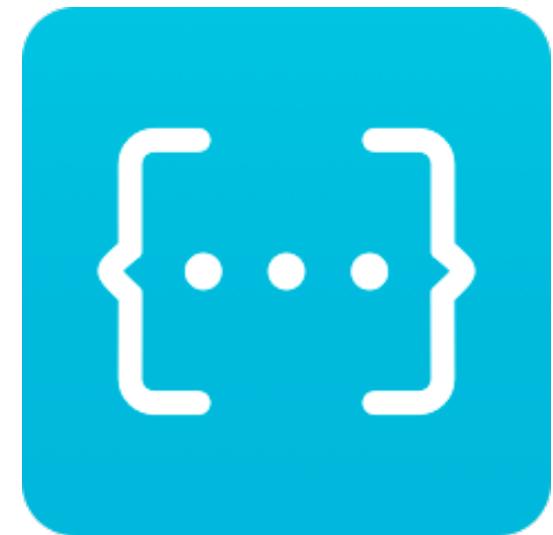
```
{  
  "title": "Inception",  
  "director": "Christopher Nolan"  
  "year": 2010  
}
```

Sketch Plugins that allow you to work with JSON



Craft by Invision
invisionapp.com

- Intuitive
- Not compatible with Symbols
- Does not hold state
- Prone to late update cycles



Data Populator
[github.com/preciousforever/
data-populator](https://github.com/preciousforever/data-populator)

- Not as intuitive
- Fully compatible with Symbols
- Hold state
- Recurrent update cycles

A l'affiche ▾

Q



First man

2HR 20MIN · BIOPIC, DRAMA

REALISÉ PAR:



Damien
Chazelle

AVEC:

Ryan Gosling, Claire Foy,
Jason Clarke, Kyle Chandler,
Corey Stoll...

SÉANCES

7:10 PM

8:45 PM

10:00 PM



An inset image showing a smartphone displaying the same movie listing for "First man". The phone's status bar shows signal strength, time (10:00 AM), battery level (100%), and a blue signal icon. The phone's home screen is visible around the edges.

A l'affiche ▾

Q



First man

2HR 20MIN · BIOPIC, DRAMA

REALISÉ PAR:



Damien
Chazelle

AVEC:

Ryan Gosling, Claire Foy,
Jason Clarke, Kyle Chandler,
Corey Stoll...

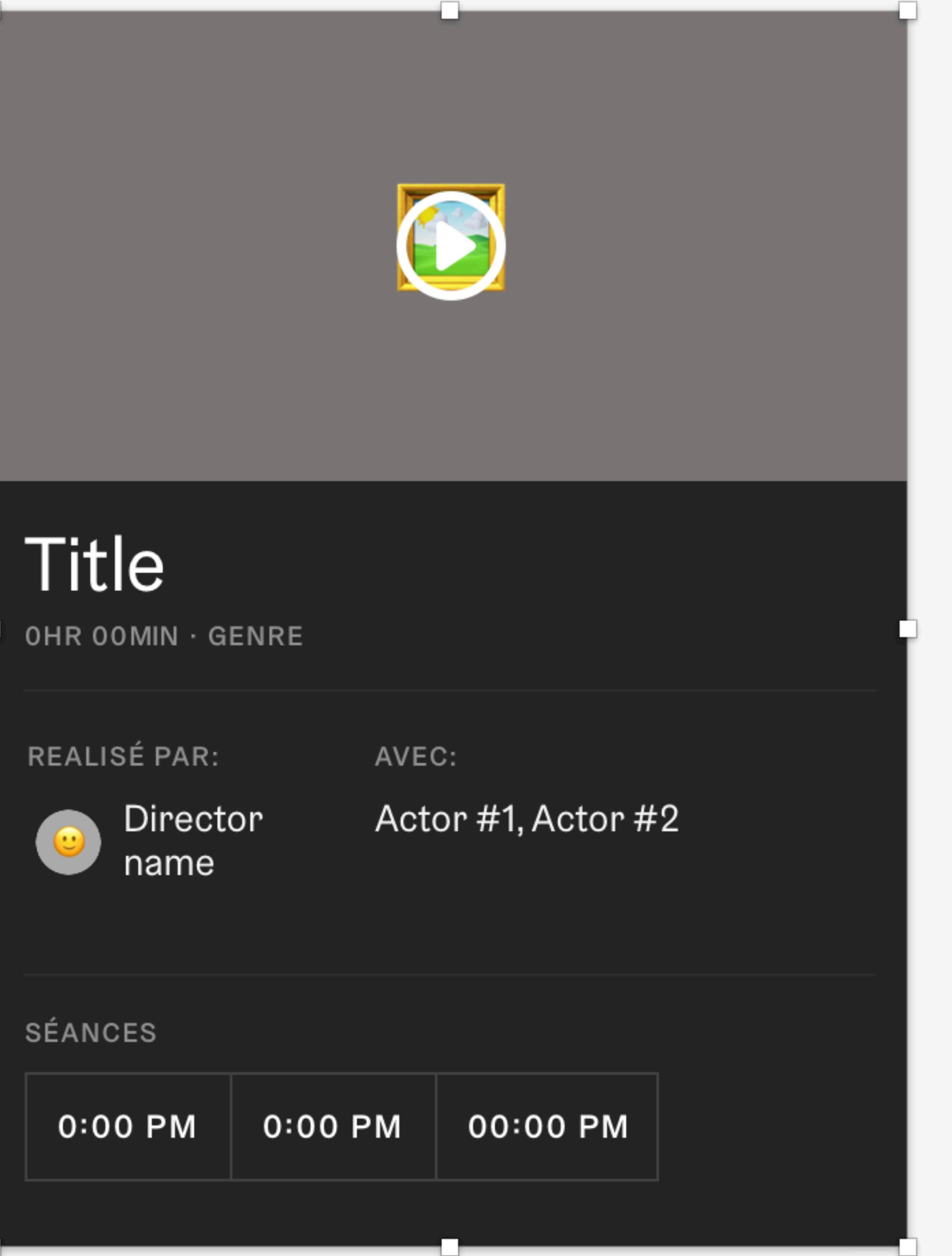
SÉANCES

7:10 PM

8:45 PM

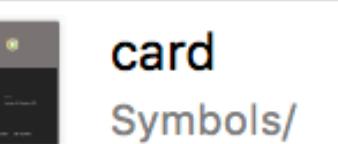
10:00 PM

Components



A dark gray rectangular component labeled "Components" at the top. Inside, there is a circular icon with a play button and a landscape image. Below it, the word "Title" is displayed in large white letters. Underneath "Title", the text "OHR 00MIN · GENRE" is shown. To the left of "REALISÉ PAR:", there is a circular icon with a smiley face and the text "Director name". To the right of "REALISÉ PAR:", the text "AVEC:" is followed by "Actor #1, Actor #2". At the bottom, the word "SÉANCES" is followed by a grid of three boxes, each containing the text "0:00 PM".

SYMBOL



card

Symbols/

Overrides

{screenshot} 

Choose Image...

{title} 

Title

{duration} 

0hr 00min

{genre} 

Genre

{director.avatar} 

Choose Image...



{director.name} 

Director

{actors} 

Actor #1, Actor #2

{sessions.lateEvening} 

0:00 PM

{sessions.night} 

0:00 PM

{sessions.afternoon} 

0:00 PM

APPEARANCE 

Overrides

{screenshot}

Choose Image...

{title}

Title

{duration}

0hr 00min

{genre}

Genre

{director.avatar}

Choose Image...



{director.name}

Director

{actors}

Actor #1, Actor #2

{sessions.lateEvening}

00:00 PM

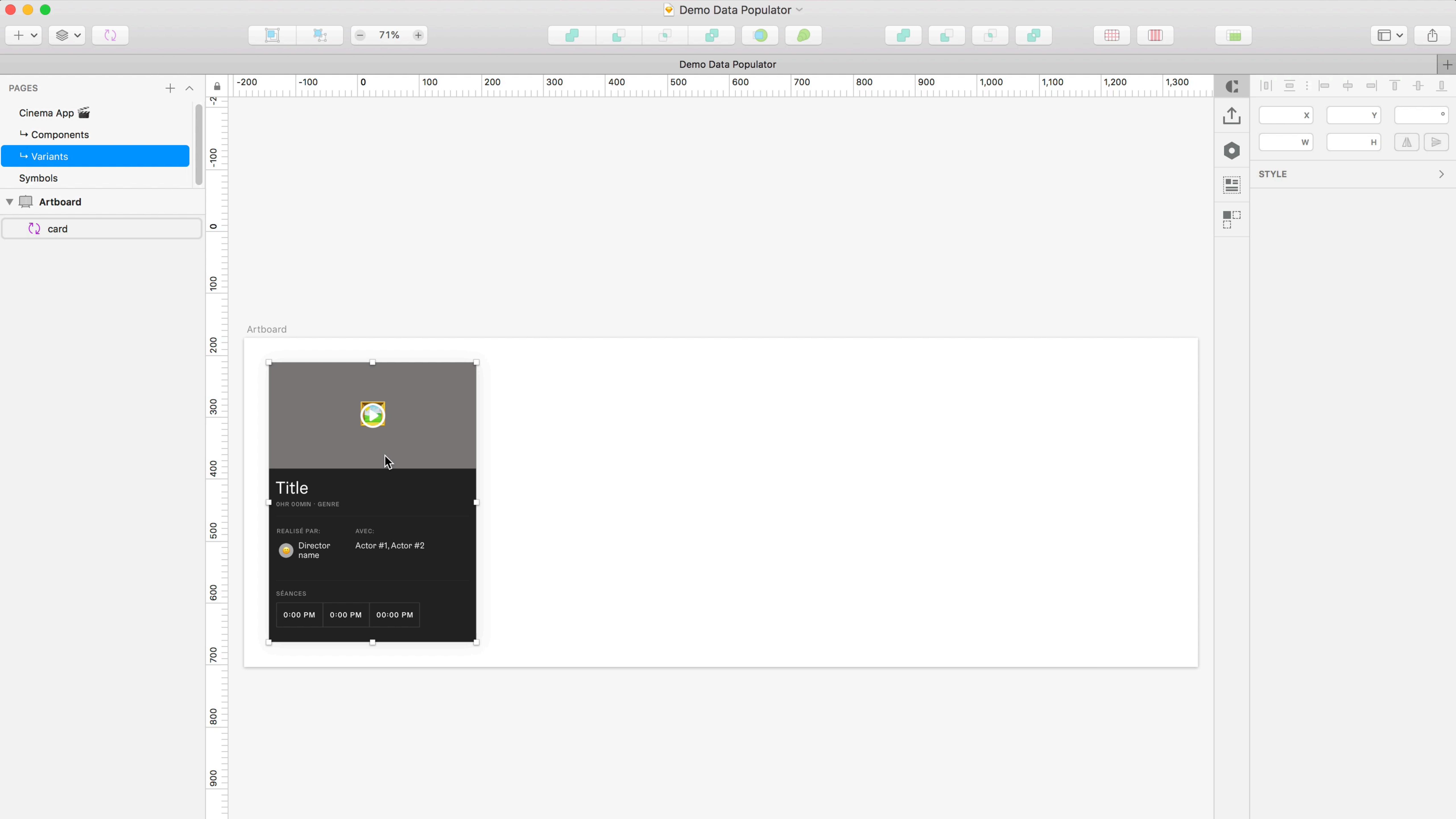
{sessions.night}

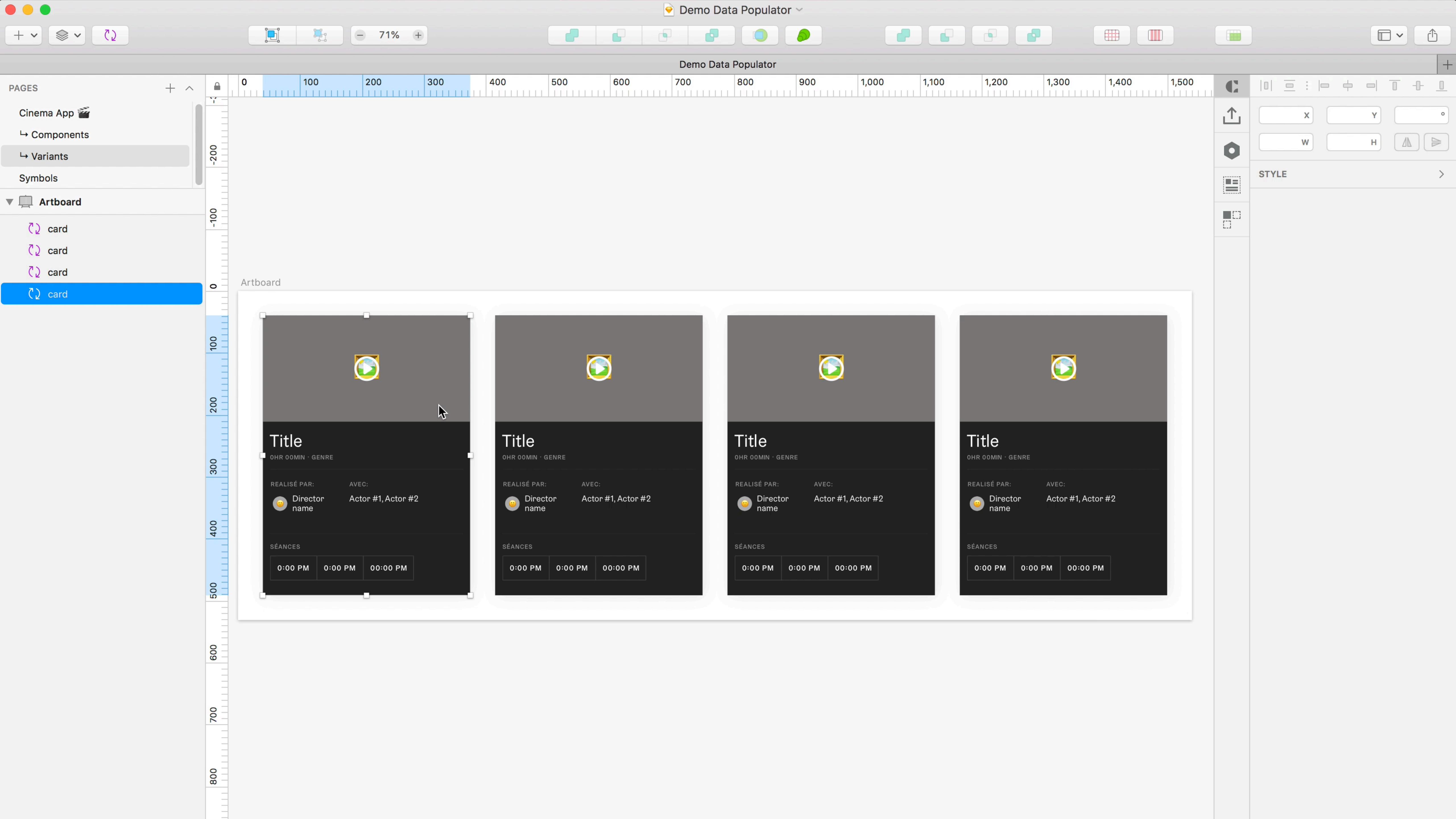
0:00 PM

{sessions.afternoon}

0:00 PM

```
{
  "screenshot": "https://bit.ly/2D1K01b",
  "title": "First man",
  "duration": "2hr 20min",
  "genre": "Biopic, Drama",
  "director": {
    "name": "Damien Chazelle",
    "avatar": "https://bit.ly/201S7Y0"
  },
  "actors": "Ryan Gosling, Claire Foy, Jason Clarke, Kyle Chandler, Corey Stoll",
  "sessions": {
    "afternoon": "7:10 PM",
    "night": "8:45 PM",
    "lateEvening": "10:00 PM"
  }
},
```





We work with real data we design in reality. We allow data to inform and constrain our work.

Our decisions are wholly informed; implementation details carefully considered; edge cases solved.

dailymotion

**Taking it to
the next level**

...

**Adding
interactivity**





**We are about to get into
some code , don't worry if
you feel like this.**

Demo

Still not enough?

What about sharing your data online?

You can spin up an Heroku server where you can host your JSON file and share it with your team.

github.com/typicode/json-server



hexagon-ux-demo.herokuapp.com/db

Still not enough? Tough crow!

Ok, what if we connect it to an API and fetch real-data in real-time. How does that sound?

Demo



TLDR

- 1 **Strive to use real-data in your designs whenever possible.**
- 2 **Focus on designing components, not mockups.**
- 3 **Stress-testing your designs helps you to identify weaknesses but also possible edge cases.**

“One should be immediately skeptical of presentations that lack adequate sourcing or presentations that contain only tendentious or highly selected, cherry-picked sources.”

Edward Tufte





Get in touch

dailymotion

-  dribbble.com/hugomagalhaes
-  github.com/hugomagallanes
-  twitter.com/hugopdmagalhaes