

**Why should we care
about the design
process?**

"A brilliant solution to the wrong problem can be worse than no solution at all: solve the correct problem." Donald A. Norman

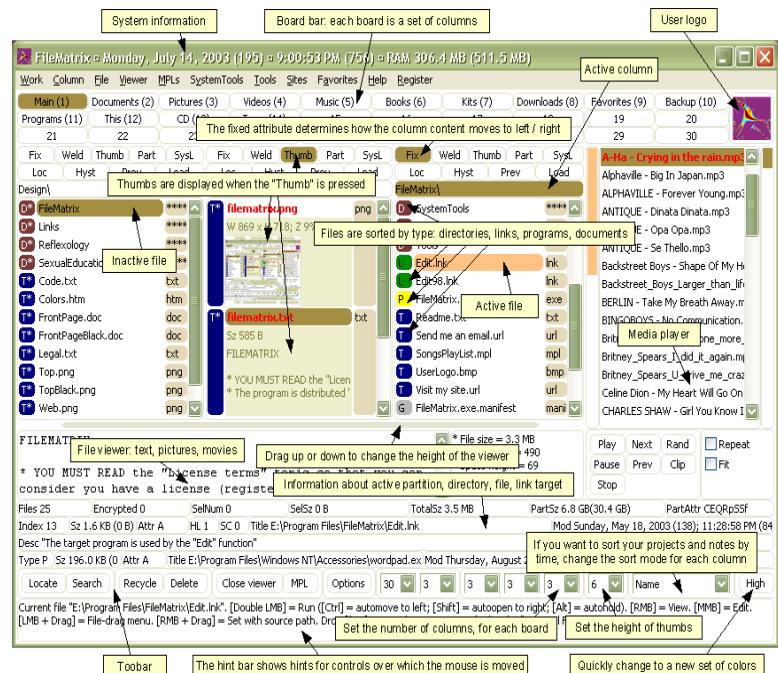
"The problem with the designs of most engineers is that they are too logical. We have to accept human behavior the way it is, not the way we would wish it to be."

"The problem with the designs of most engineers is that they are too logical. We have to accept human behavior the way it is, not the way we would wish it to be."



"Good design is
actually a lot harder to
notice than poor
design, in part because
good designs fit our
needs so well that the
design is invisible"

"Good design is
actually a lot harder to
notice than poor
design, in part because
good designs fit our
needs so well that the
design is invisible"



"The fact that the people who built the site
didn't care enough to make things obvious -
and easy - can erode our confidence in the
site and the organization behind it"
– Steve Krug

**What does good
design mean?**

probably not (just) buttons!



Human centred design

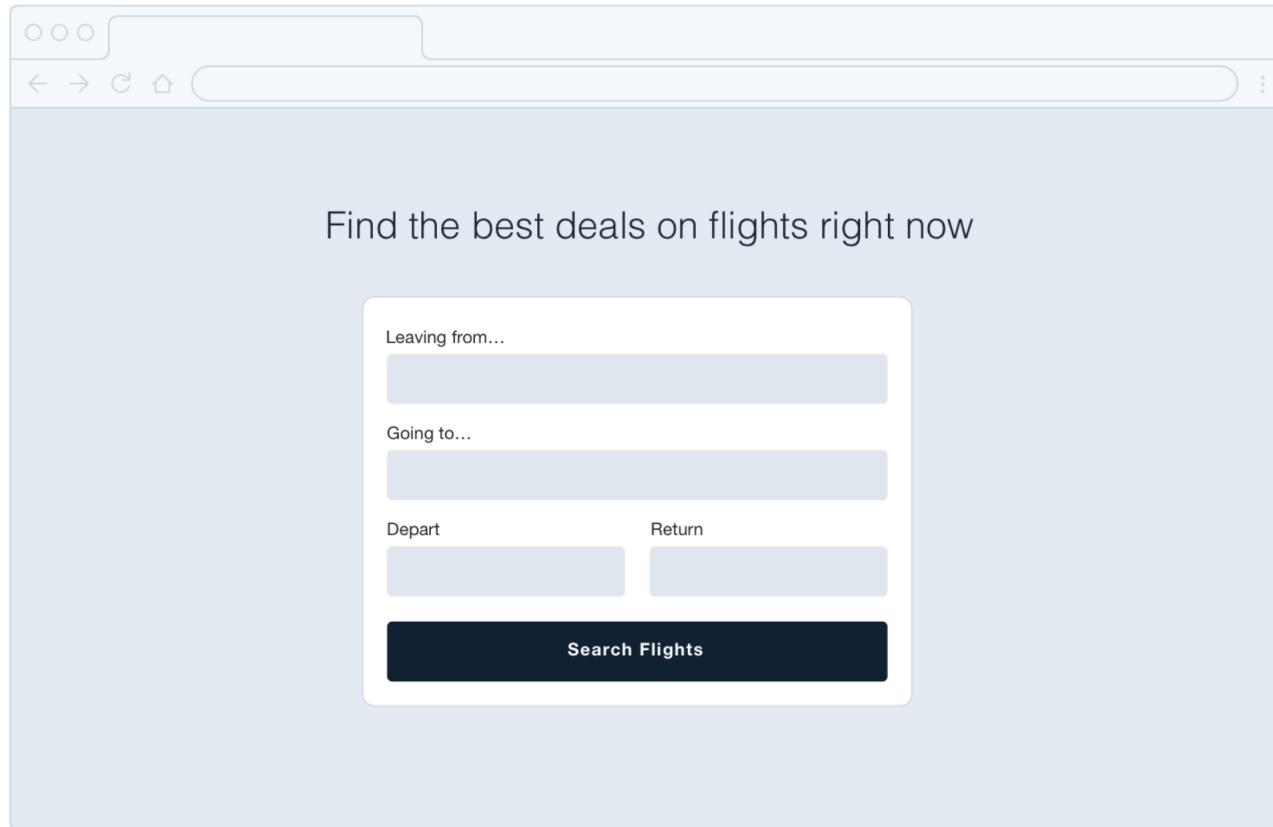
Place the user at the heart of design.

Human centred design

Place the user at the heart of design.

Can often be used in conjunction with the 5
whys.

ultimately meet the user's needs



**Building great user
experiences**

1. Discoverability

What actions are possible?
Where and how to perform them

2. Understandability

What does it all mean?

How is the product supposed to be used?

What do all the different controls and settings
mean?

Donald A. Norman suggests there are 6
concepts

1. Affordances

The perceived possible actions a person can perform

1. Affordances

The perceived possible actions a person can perform



1. Affordances

The perceived possible actions a person can perform



Action: sit on the chair



D&A SCULPTURE



erm is this still a chair – can I sit on it?





these are chairs but can I sit on them?

2. Signifiers

Help the user understand what affordances there are and how to use them: e.g. labels

2. Signifiers

Help the user understand what affordances there are and how to use them: e.g. labels



IF YOU CAN'T AIM
INSIDE THE RING,
PLEASE SIT DOWN
WITH THAT LITTLE THING.

M. Ekhoff
Expressions

3. Constraints

Limitations in use which help to form conceptual models

3. Constraints

Limitations in use which help to form conceptual models







Yikes! How do I flush this?

4. Mappings

Relationships between two sets of things,
between a control and its results – these
should be close together

4. Mappings

Relationships between two sets of things,
between a control and its results – these
should be close together



4. Mappings

Relationships between two sets of things,
between a control and its results – these
should be close together



5. Feedback

Results of an action, timely, consider quantity,
tone etc

5. Feedback

Results of an action, timely, consider quantity,
tone etc



6. Conceptual models

How the user's mind understands how a product works. Re-used when interacting with new things

6. Conceptual models

How the user's mind understands how a product works. Re-used when interacting with new things



**Some practical
applications**

19 Mar 22:37

https://platform.integration.k8s.is/query

90% Other Bookmarks

Filter By + ? Help

Query Tool

Console Advanced Settings

Search Datasets Query Type Activation Insight

Query Text *

Activation Name *

Flatten output data Add values to your output data Override queried column headers with new headers

Column Delimiter
 This character will specify the delimiter between the data's columns. Comma

Multi Value Delimiter
 If the selected output column is a multi-value column, then this character will specify how its data is delimited. Pipe

Private Path Collaboration ID
 This id is created when a private path collaboration is created.

CREATE ACTIVATION

No query history found
Submit a query to populate this list

Dashboard

File Management

Data

Segments

Collaborate

Analyse

Connections List

Connections Grid

Attribute Affinity

Query Tool

Reporting

Activate

Discover

Apps

Settings

19 Mar 22:37

https://platform.integration.484d.com/query

98% Other Bookmarks

INFOsum | PLATFORM

Dashboard

Data Management

Segments

Collaborate

Analyze

Connections List

Connections Grid

Attribution Matrix

Query Tool

Reporting

Activites

Discover

Apps

Settings

Query Tool

Console Advanced Settings

Search Databases

Query Type: Insight Activation

Query Test #1

No query history found. Submit a query to populate this list.

Activation Name:

Flatten output data: Add values to your output data Override queried column headers with new headers

Column Delimiter: This is the character used to separate the data columns. TAB SPACE Comma

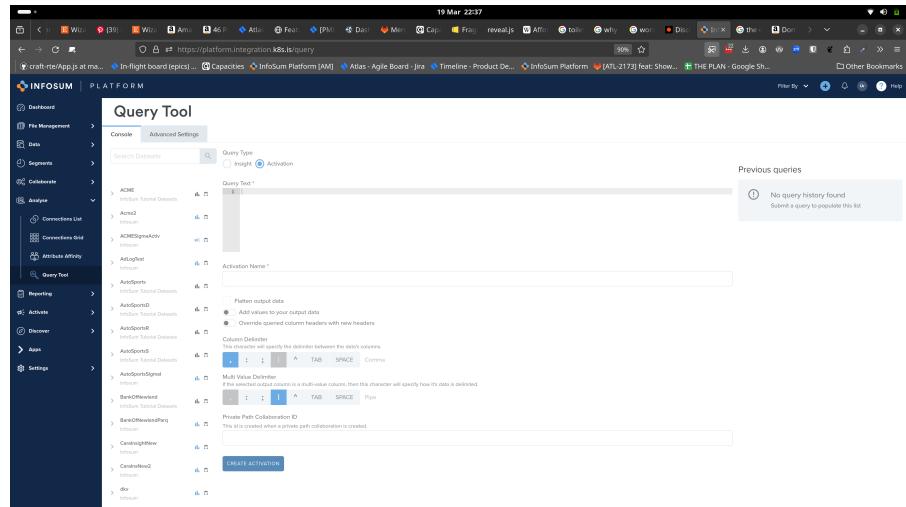
Multi Value Delimiter: If the selected output column is a multi-value column, then this character will specify how its data is delimited. TAB SPACE Pipe

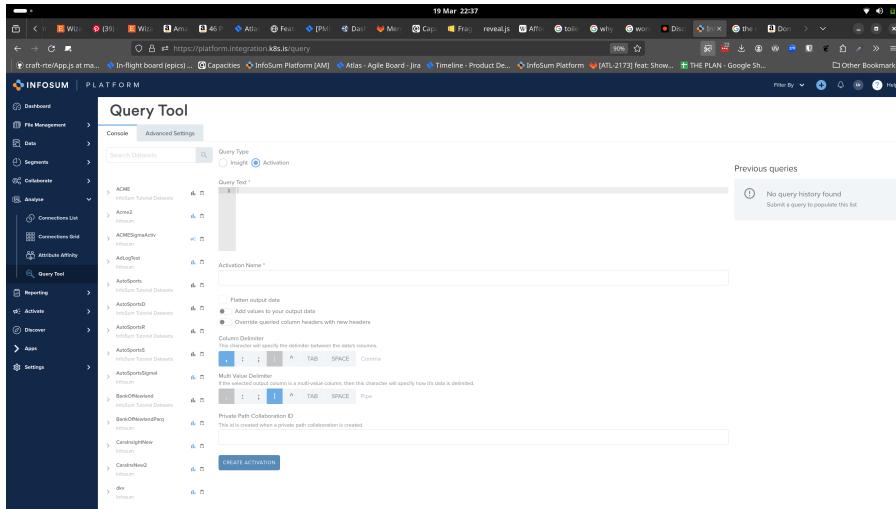
Private Path Collaboration ID:

CREATE ACTIVATION

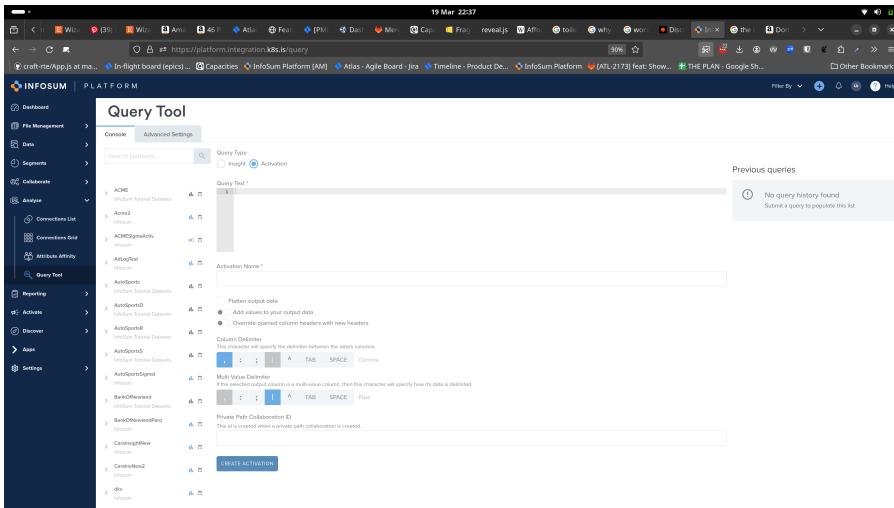
This screenshot shows the INFOsum Platform interface. The left sidebar contains navigation links for Dashboard, Data Management, Segments, Collaborate, Analyze, Connections List, Connections Grid, Attribution Matrix, Query Tool, Reporting, Activites, Discover, Apps, and Settings. The main area is titled 'Query Tool' and includes tabs for 'Console' and 'Advanced Settings'. It features a 'Search Databases' field and a 'Query Type' selector set to 'Activation'. A 'Query Test #1' section is present with a note about no query history found and a text input for 'Activation Name'. Below this are options for 'Flatten output data' (selected), 'Column Delimiter' (TAB), 'Multi Value Delimiter' (Pipe), and a 'Private Path Collaboration ID' input field. A prominent blue button at the bottom right says 'CREATE ACTIVATION'.

- Affordances – primary button good.

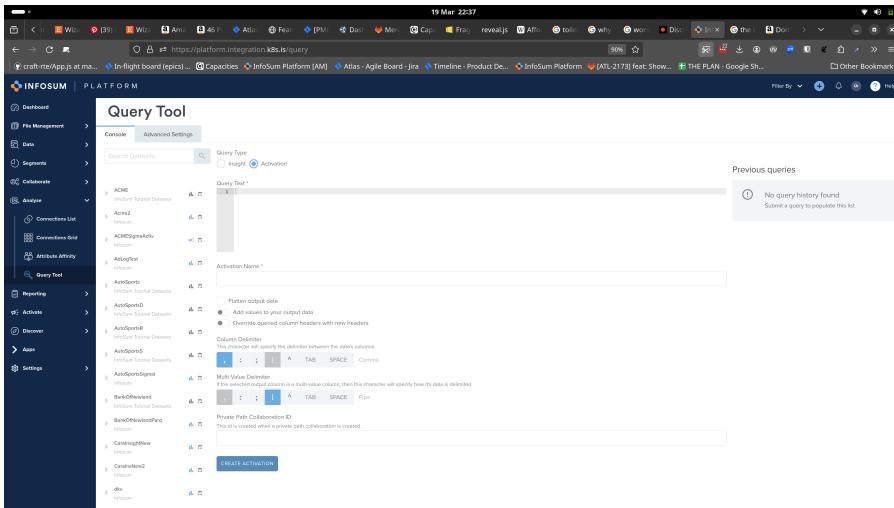




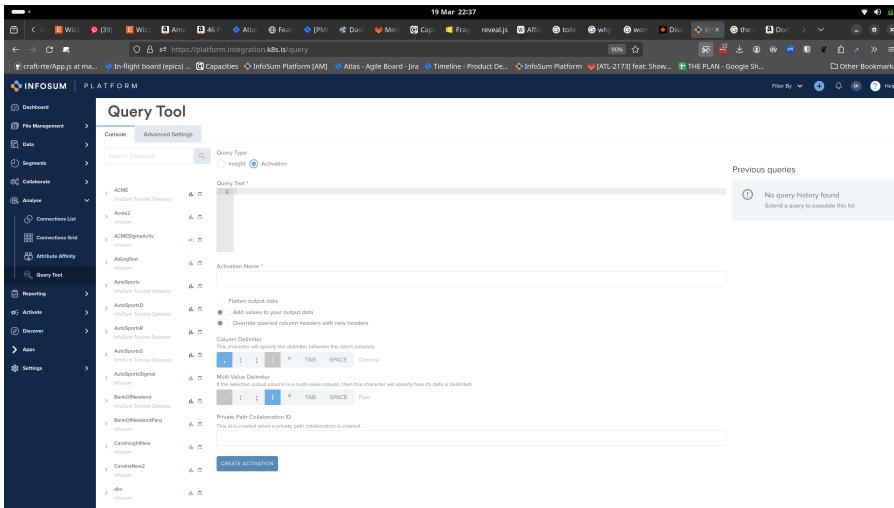
- Affordances – primary button good.
 - Signifiers – we talk about "selected output column" – but where is it "selected"? "Search datasets" – to find what?. Icons with no label – will they be understood?



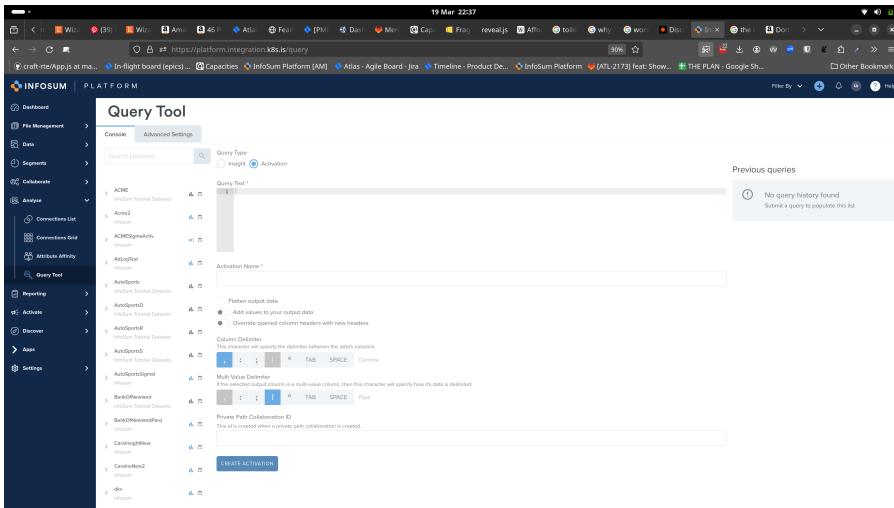
- Affordances – primary button good.
- Signifiers – we talk about "selected output column" – but where is it "selected"? "Search datasets" – to find what?. Icons with no label – will they be understood?
- Constraints – Maybe the dataset list could be removed. Further settings hidden by toggles, could this be expanded?



- Affordances – primary button good.
- Signifiers – we talk about "selected output column" – but where is it "selected"? "Search datasets" – to find what?. Icons with no label – will they be understood?
- Constraints – Maybe the dataset list could be removed. Further settings hidden by toggles, could this be expanded?
- Mappings – hierarchy alignment & padding is confusing



- Affordances – primary button good.
- Signifiers – we talk about "selected output column" – but where is it "selected"? "Search datasets" – to find what?. Icons with no label – will they be understood?
- Constraints – Maybe the dataset list could be removed. Further settings hidden by toggles, could this be expanded?
- Mappings – hierarchy alignment & padding is confusing
- Feedback – Errors are getting better but have previously been cryptic



- Affordances – primary button good.
- Signifiers – we talk about "selected output column" – but where is it "selected"? "Search datasets" – to find what?. Icons with no label – will they be understood?
- Constraints – Maybe the dataset list could be removed. Further settings hidden by toggles, could this be expanded?
- Mappings – hierarchy alignment & padding is confusing
- Feedback – Errors are getting better but have previously been cryptic
- Conceptual models – putting in dataset from left is not well known. Am I writing SQL here or IQL. What are the types of query?

19 Mar 22:54

https://platform.infosum.com

craft-rte/App.js at main · In-flight board (epics) · Capacities · InfoSum Platform [AM] · Atlas - Agile Board - Jira · Timeline - Product De... · InfoSum Platform · [ATL-2173] feat: Show... · THE PLAN - Google Sh... · Other Bookmarks

INFOSUM | PLATFORM

Dashboard

File Management >

Data >

Segments >

Collaborate >

Reporting >

Settings >

How To Docs

How do I get started? [VIEW DOCS](#)

How can I upload my data? [VIEW DOCS](#)

How can I connect my data? [VIEW DOCS](#)

Tutorial Mode

You can try out the Platform without having to create your own Dataset, add permissions to get access to our Demo Datasets.

[ADD PERMISSIONS](#) [REMOVE PERMISSIONS](#)

Create and Connect

New Dataset 

Create New Permission 

Incoming Requests

Permissions Received 

Resource Management

Datasets 
[VIEW ALL](#) [VIEW 2](#)

Connections 
[VIEW ALL](#)

Audiences 
[VIEW ALL](#) [VIEW 3](#)

Segments 
[VIEW ALL](#) [VIEW 1](#)

My Datasets

PRIVATE ID	STATUS	LAST ACCESSED	ACTION
BTTVDemo		N/A	VIEW
AcmeActivation		N/A	VIEW

Pending Permissions

19 Mar 22:54

https://platform.infosum.com

INFOsum | PLATFORM

Dashboard

How To Docs

- How do I get started? [VIEW DOCS](#)
- How can I upload my data? [VIEW DOCS](#)
- How can I connect my data? [VIEW DOCS](#)

Tutorial Mode

You can try out the Platform without having to create your own Dataset, add permissions to get access to our Demo Datasets.

[ADD PERMISSIONS](#) [REMOVE PERMISSIONS](#)

Create and Connect

New Dataset [Create New Permission](#)

Incoming Requests

Pending Permissions

Resource Management

Datasets [VIEW ALL](#) [VIEW](#)

Connections [VIEW ALL](#)

Audiences [VIEW ALL](#) [VIEW](#)

Segments [VIEW ALL](#) [VIEW](#)

My Datasets

PRIVATE ID	STATUS	LAST ACCESSED	ACTION
BTVDemo		N/A	VIEW
AcmeActivation		N/A	VIEW

Pending Permissions

This screenshot shows the InfoSum Platform Dashboard. The left sidebar includes links for File Management, Data, Segments, Catalog, Reporting, and Settings. The main area features a "How To Docs" section with three cards: "How do I get started?", "How can I upload my data?", and "How can I connect my data?". Below this is the "Tutorial Mode" section, which allows users to add or remove permissions for demo datasets. The "Create and Connect" section provides links to create new datasets and permissions. The "Incoming Requests" section shows pending permission requests. The "Resource Management" section includes tabs for Datasets, Connections, Audiences, and Segments, each with "VIEW ALL" and "VIEW" buttons. The "My Datasets" table lists two datasets: BTVDemo and AcmeActivation, showing their status and last accessed time. The "Pending Permissions" section is currently loading.

- Understandability - null points

The screenshot shows the InfoSum Platform Dashboard. On the left, a sidebar menu includes 'File Management' (Data, Segments, Catalogs, Reporting), 'Dashboard', and 'Settings'. The main area has several sections:

- How To Docs:** Three cards: 'How do I get started?' (VIEW DOCS), 'How can I upload my data?' (VIEW DOCS), and 'How can I connect my data?' (VIEW DOCS).
- Tutorial Mode:** A section explaining how to use the platform without creating a dataset, with 'ADD PERMISSIONS' and 'REMOVE PERMISSIONS' buttons.
- Create and Connect:** Buttons for 'New Dataset' and 'Create New Permission'.
- Incoming Requests:** A card showing 'Pending Permissions'.
- Resource Management:** Sections for 'Datasets', 'Connections', 'Audiences', and 'Segments', each with 'VIEW ALL' buttons.
- My Datasets:** A table showing datasets with columns: PRIVATE ID, STATUS, LAST ACCESSED, and ACTION. It lists 'BTVDemo' and 'AcmeActivation'.
- Pending Permissions:** A section showing pending permissions.

The screenshot shows the InfoSum Platform Dashboard. On the left, a sidebar navigation includes 'Dashboard', 'File Management', 'Data', 'Segments', 'Calendareate', 'Reporting', and 'Settings'. The main area has several sections:

- How To Docs:** Three cards: 'How do I get started?' (VIEW DOCS), 'How can I upload my data?' (VIEW DOCS), and 'How can I connect my data?' (VIEW DOCS).
- Tutorial Mode:** A section with a message: 'You can try out the Platform without having to create your own Dataset, add permissions to get access to our Demo Datasets.' It includes 'ADD PERMISSIONS' and 'REMOVE PERMISSIONS' buttons, and 'New Dataset' and 'Create New Permission' buttons.
- Resource Management:** Sections for 'Datasets', 'Connections', 'Audiences', and 'Segments', each with 'VIEW ALL' buttons.
- Pending Permissions:** A table showing pending permission requests:

PRIVATE ID	STATUS	LAST ACCESSED	ACTION
BTVDemo	N/A	N/A	VIEW
AcmeActivation	N/A	N/A	VIEW

- Understandability - null points
- Affordances - EVERYTHING Shouty Shout shout. Some boxes clickable, some aren't

The screenshot shows the InfoSum Platform Dashboard. On the left, a sidebar lists categories: Data Management, Segments, Catalogs, Reporting, and Settings. The main area has several sections:

- How To Docs:** Three cards: "How do I get started?", "How can I upload my data?", and "How can I connect my data?".
- Tutorial Mode:** A section with a message: "You can try out the Platform without having to create your own Dataset, add permissions to get access to our Demo Datasets." It includes "ADD PERMISSIONS" and "REMOVE PERMISSIONS" buttons.
- Create and Connect:** Buttons for "New Dataset" and "Create New Permission".
- Incoming Requests:** A card showing "Pending Permissions Request".
- Resource Management:** Sections for Datasets, Connections, Audiences, and Segments, each with "VIEW ALL" buttons.
- Pending Permissions:** A table showing datasets with their private ID, status, last accessed, and action buttons.

- Understandability - null points
- Affordances - EVERTHING Shouty Shout shout. Some boxes clickable, some aren't
- Signifiers - Actually well labelled

The screenshot shows the InfoSum Platform Dashboard. On the left is a sidebar with a dark theme containing navigation links: File Management, Data, Segments, Catalog, Reporting, and Settings. The main area is titled "Dashboard". It features several sections: "How To Docs" with links to "How do I get started?", "How can I upload my data?", and "How can I connect my data?"; "Tutorial Mode" with a note about demo datasets and buttons for "ADD PERMISSIONS" and "REMOVE PERMISSIONS"; "Create and Connect" with buttons for "New Dataset" and "Create New Permission"; "Incoming Requests" with a "Pending Permissions" button; "Resource Management" with sections for "Datasets", "Connections", "Audiences", and "Segments", each with "VIEW ALL" and "VIEW" buttons; and a "My Datasets" table listing datasets with columns for PRIVATE ID, STATUS, LAST ACCESSED, and ACTION. The table shows entries for "BTVDemo" and "AcmeActivation".

- Understandability - null points
- Affordances - EVERYTHING Shouty Shout shout. Some boxes clickable, some aren't
- Signifiers - Actually well labelled
- Constraints - Far too many options. Yet, help deemed most important but half hidden by pagination

The screenshot shows the InfoSum Platform Dashboard. On the left, a sidebar navigation includes 'File Management', 'Data', 'Segments', 'Catalyst', 'Report', and 'Settings'. The main dashboard area has several sections: 'How To Docs' with links to 'How do I get started?', 'How can I upload my data?', and 'How can I connect my data?'; 'Tutorial Mode' with a note about demo datasets and buttons for 'ADD PERMISSIONS' and 'REMOVE PERMISSIONS'; 'Create and Connect' with 'New Dataset' and 'Create New Permission' buttons; 'Incoming Requests' with a 'Promotions Requested' button; 'Resource Management' with sections for 'Datasets', 'Connections', 'Audiences', and 'Segments', each with 'VIEW ALL' buttons; and 'My Datasets' with a table showing datasets like 'BTVDemo' and 'AcmeActivation'. A 'Pending Permissions' section at the bottom is currently loading.

- Understandability - null points
- Affordances - EVERYTHING Shouty Shout shout. Some boxes clickable, some aren't
- Signifiers - Actually well labelled
- Constraints - Far too many options. Yet, help deemed most important but half hidden by pagination
- Mappings - hierarchy alignment & padding is confusing

The screenshot shows the InfoSum Platform Dashboard. On the left, there's a sidebar with navigation links: File Management, Data, Segments, Catalog, Create, Reporting, and Settings. The main area has several sections: 'How To Docs' with three cards ('How do I get started?', 'How can I upload my data?', 'How can I connect my data?'), 'Tutorial Mode' with a note about demo datasets and permission buttons ('ADD PERMISSIONS', 'REMOVE PERMISSIONS'), 'Create and Connect' with 'New Dataset' and 'Create New Permission' buttons, and 'Incoming Requests' with a 'Promotions Requested' card. Below these are 'Resource Management' sections for Datasets, Connections, Audiences, and Segments, each with 'VIEW ALL' buttons. A 'My Datasets' table lists datasets: BTVDemo (Status: Active, Last Accessed: N/A) and AcmeActivation (Status: Active, Last Accessed: N/A). A 'Pending Permissions' section shows a loading icon.

- Understandability - null points
- Affordances - EVERYTHING Shouty Shout shout. Some boxes clickable, some aren't
- Signifiers - Actually well labelled
- Constraints - Far too many options. Yet, help deemed most important but half hidden by pagination
- Mappings - hierarchy alignment & padding is confusing
- Feedback - n/a

The screenshot shows the InfoSum Platform Dashboard. On the left, a sidebar navigation includes 'File Management', 'Data', 'Segments', 'Catalyst', 'Report', and 'Settings'. The main dashboard area has several sections: 'How To Docs' with links to 'How do I get started?', 'How can I upload my data?', and 'How can I connect my data?'; 'Tutorial Mode' with a note about demo datasets and buttons for 'ADD PERMISSIONS' and 'REMOVE PERMISSIONS'; 'Create and Connect' with 'New Dataset' and 'Create New Permission' buttons; 'Incoming Requests' with a 'Promotions Requested' button; 'Resource Management' with sections for 'Datasets', 'Connections', 'Audiences', and 'Segments', each with 'VIEW ALL' buttons; and a 'Pending Permissions' table:

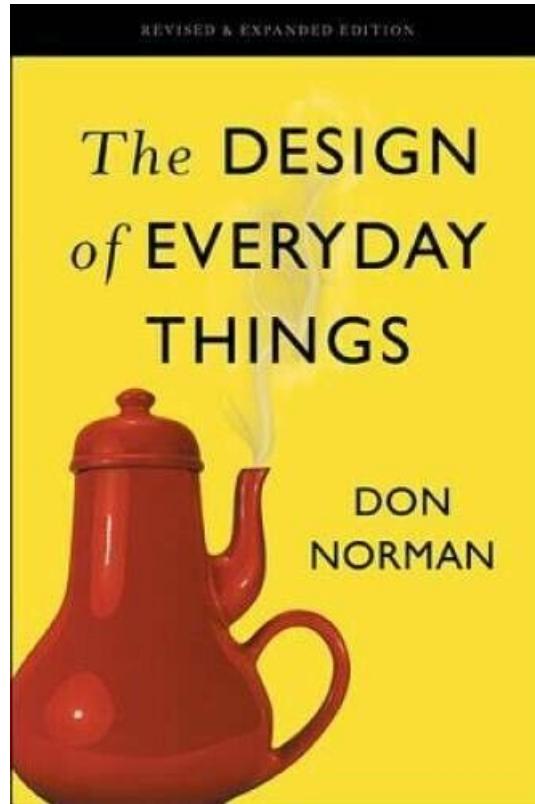
PRIVATE ID	STATUS	LAST ACCESSED	ACTION
BTVDemo	Green checkmark	N/A	VIEW EDIT
AcmeActivation	Green checkmark	N/A	VIEW EDIT

- Understandability - null points
- Affordances - EVERYTHING Shouty Shout shout. Some boxes clickable, some aren't
- Signifiers - Actually well labelled
- Constraints - Far too many options. Yet, help deemed most important but half hidden by pagination
- Mappings - hierarchy alignment & padding is confusing
- Feedback - n/a
- Conceptual models - debatable if the pagination dots are well known. Doesn't conform to the notion of a dashboard

Bedtime reading

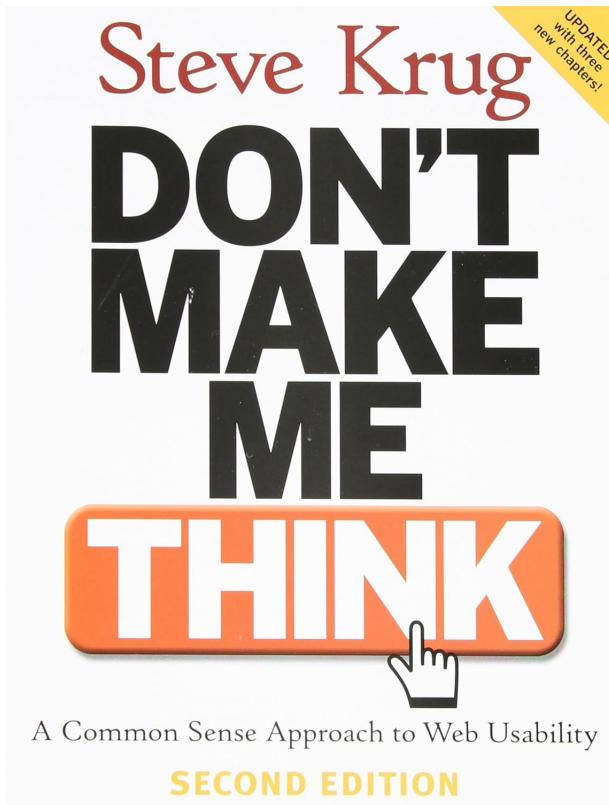
The design of everyday things

Donald A. Norman – 1988



Don't Make Me Think

Steve Krug - 2000



The Laws of Simplicity

John Maeda - 2006

THE LAWS OF
SIMPLICITY

DESIGN, TECHNOLOGY, BUSINESS, LIFE



John Maeda

"Maeda is the Master of Simplicity."

—Andrea Ragnetti BOARD OF MANAGEMENT, ROYAL PHILIPS ELECTRONICS

Refactoring UI

Adam Wathan & Steve Schoger



le fin...