

Vivian Ho

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Thank you.

QUICK PREFACE

Webex is an all-in-one collaboration app where you can message, call, and meet with your colleagues and anyone else in order to get your work done.

New Information Architecture: Webex

ROLE

Lead Product Designer / Design Architect

PLATFORM

Desktop (Windows, MacOS) &
Mobile (iOS, Android, phone, tablet)

TIMELINE

January–April 2020

PROBLEM

As we added more features into the app, it became very clear that global areas of the app were not scalable and future-proof.

Additionally, since we have several different design teams working on different areas of the app, there is a lack of consistency across the product experience in visual alignment and interaction patterns.

GOALS

- + Define & design the framework of the interface
 - The framework (or shell) holds all global elements that are consistent in all views of the client.
 - Clear definition of the different framework areas will inform where new features appear in the client.
- + Define visual design guidelines to ensure consistency across the client.

SUMMARY

As always (and when applicable), my design process begins with taking an inventory of what pieces currently exist and what other pieces are coming into the client. At the same time, researching other competitor apps also helps to see how others in the industry have approached similar problems.

As a result, two clear categories emerged: whether the entry point triggers a change in the “base” layer, or surfaces a “temporary” layer.

+ Search
+ New Message
+ Avatar Menu

+ Messaging
+ Teams shortcut
+ Calling
+ Meetings

+ Help menu
+ Connect to a device

Webex Teams

Search

Brandon Burke

Campaign video

Sourcing

Marketing

Giacomo Drago

Brenda Song

Connect to a device

Brandon Burke 11:48
After talking to Brenda it turned out that we need to push this a bit in time. The team needs about two more weeks. Is this something that will work with all of you?

You 11:49
Great Brandon. I think that would give us enough time. My team is looking into creating some moodboards, we are aiming to have this done by Wednesday. I still need to talk to the branding folks so we are on the same page with them.

Brandon Burke 11:50
After talking to Barbara it turned out that we need to push this a bit in time. Seems like team needs about two more weeks. Is this something that will work with all of you? I still have to take a deeper look at our timings though.

You 11:52
Sounds good.

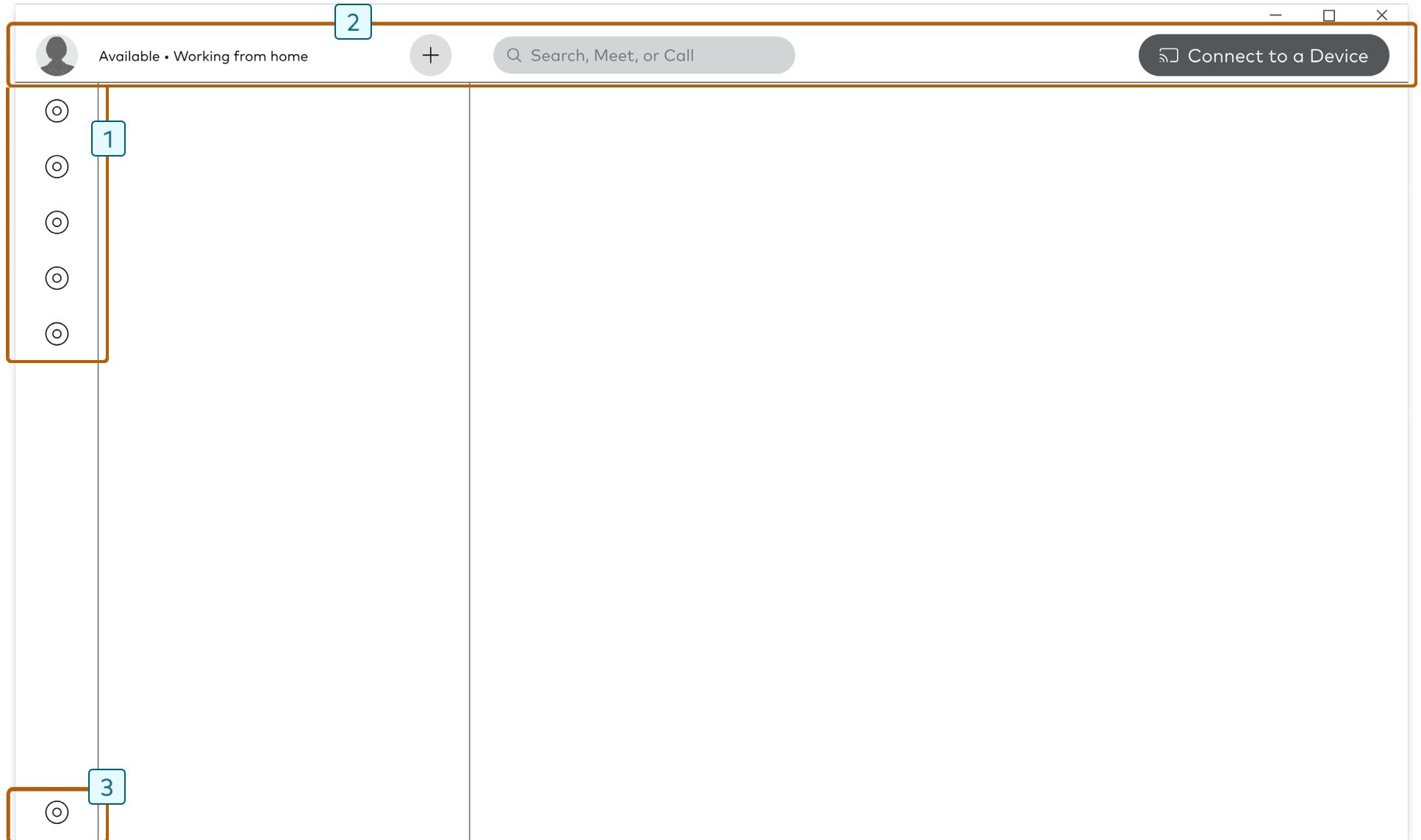
Brandon Burke 13:12
Wow, these are nice!

Write a message to Development agenda

How it started (December 2019)

New features that need to be accounted for:

- + Add a new contact
- + Dial a phone number
- + Schedule a meeting
- + Set a custom status
- + App Hub

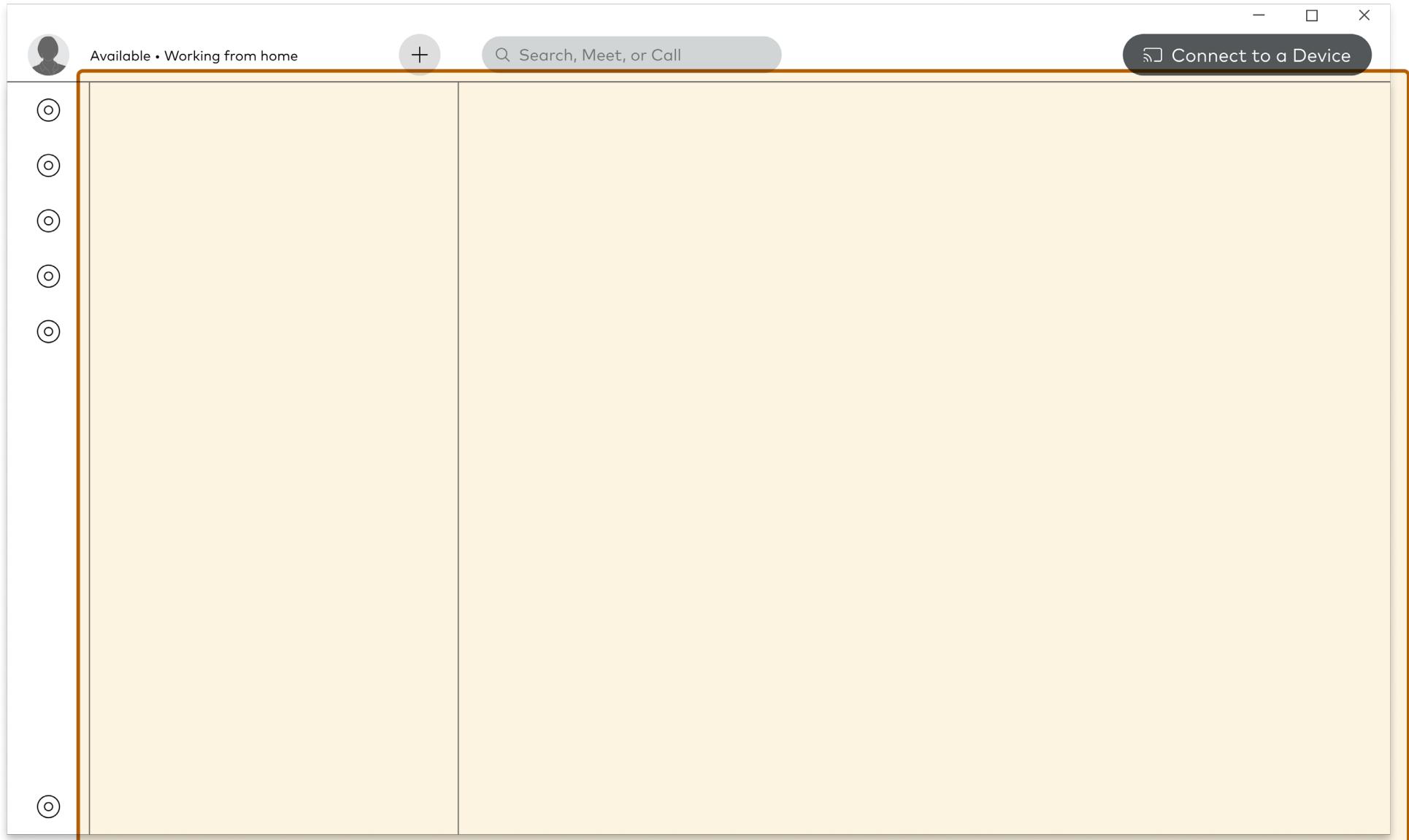


I defined the information hierarchy between the different areas of the shell:

1. Navigation: See where you are to do what you need
2. High priority global functions: used daily/all the time
3. Low priority global functions: used once a week or less

This ranking also helps to inform the visual design, as difference in color and visual weight will change how the user interprets the hierarchy of the interface.

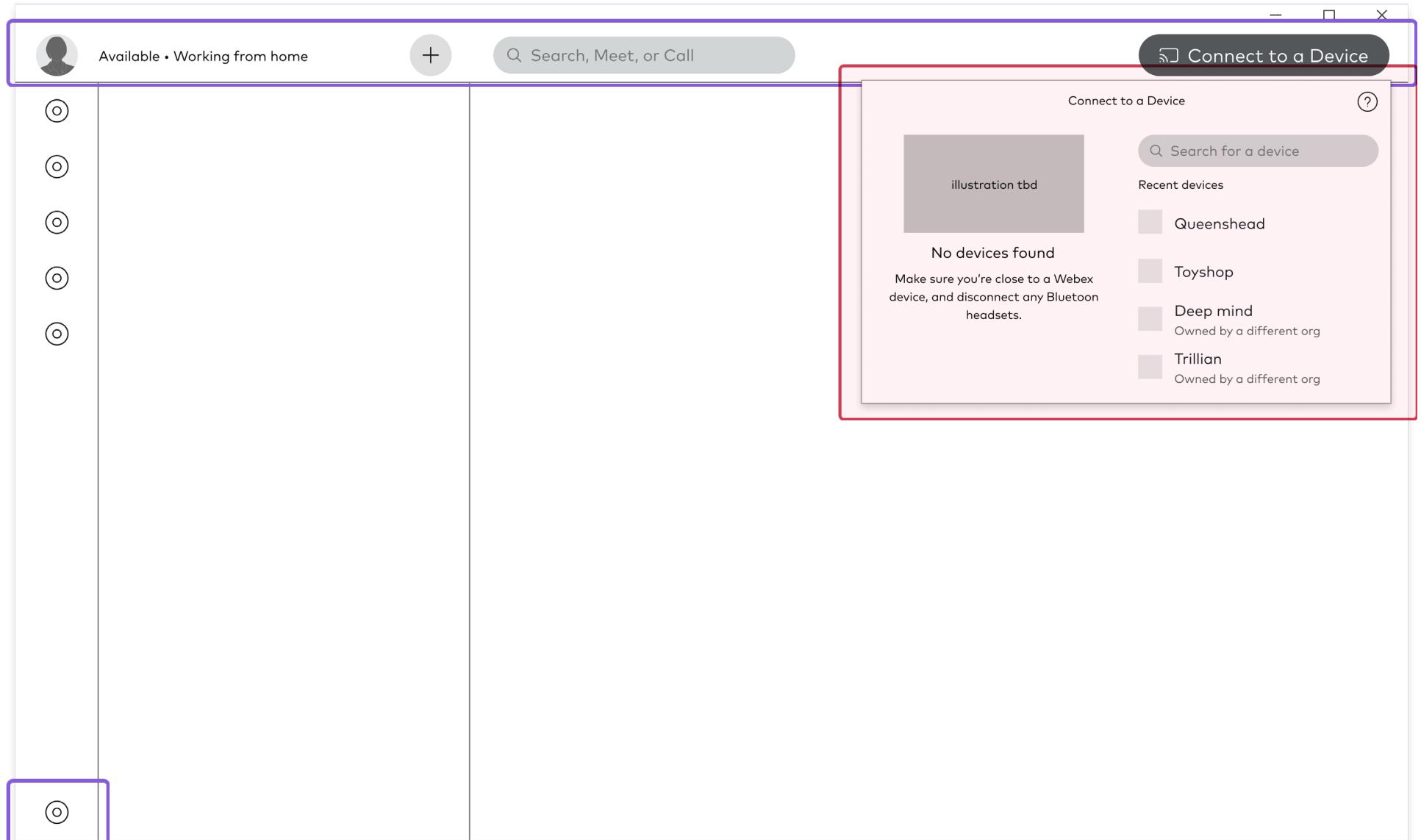
(Interaction design wireframe, not final visual design)



It's fairly standard to have the primary navigation at the top of the left most column, therefore, it wasn't moved from the previous version.

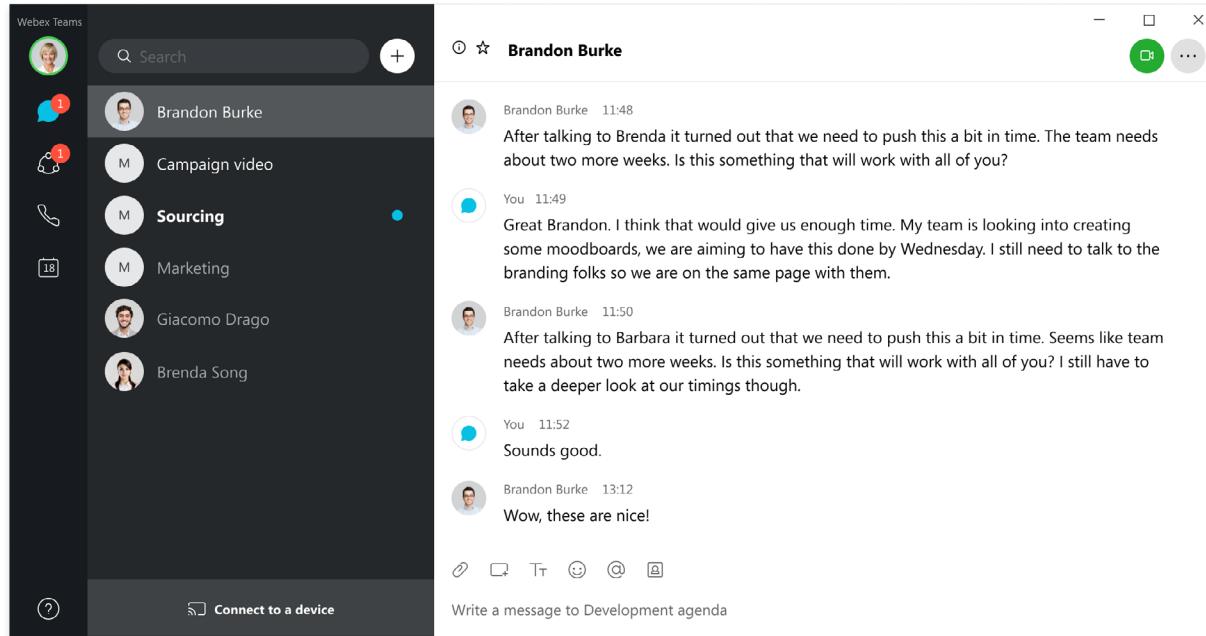
Triggering the primary navigation on the left column will change the content of the entire base interface (indicated by this yellow overlay).

(Interaction design wireframe, not final visual design)



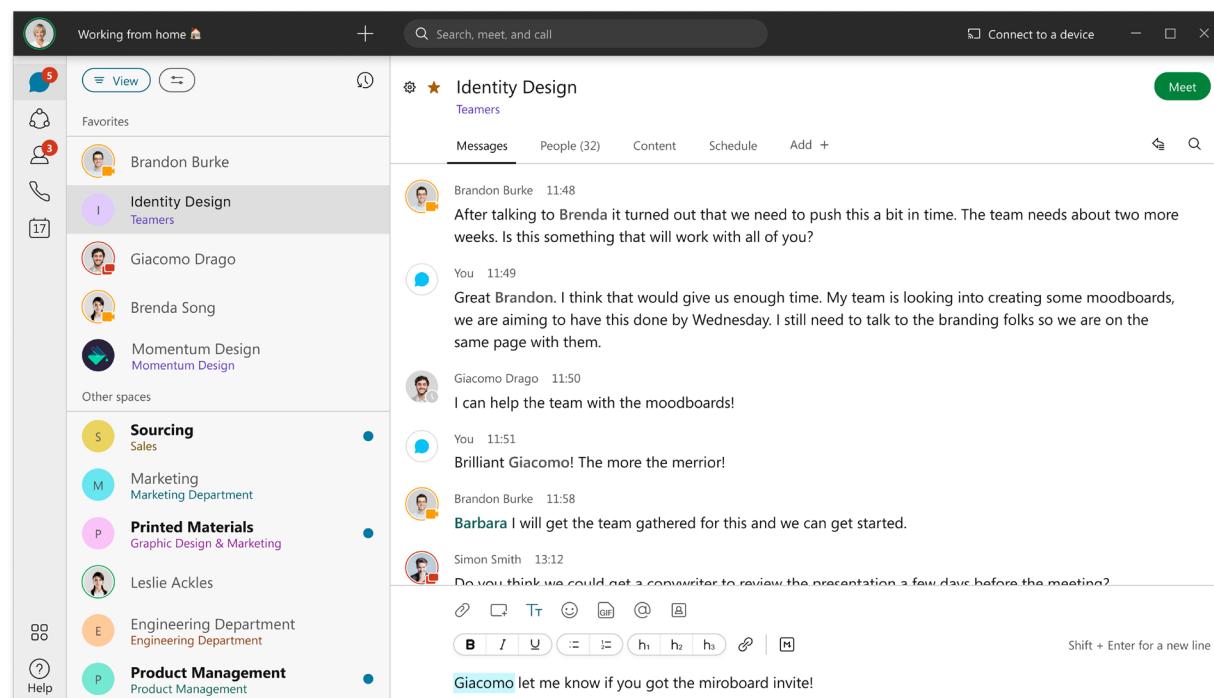
All other elements (outlined in purple) trigger a temporary layer, which is a popover or separate modal window that sits on “top” of the base layer. A feature should manifest as a temporary layer if it is a global function that works with any main navigation view.

Sample of a temporary layer triggered (outlined in pink)
(Interaction design wireframe, not final visual design)



BEFORE

Previous version
(December 2019)



& AFTER

New version
Final visual design
(April 2020)

The screenshot shows the Microsoft Teams desktop application interface. On the left is a sidebar with various icons and sections like 'Working from home', 'Favorites' (with 5 notifications), 'Brandon Burke', 'Identity Design Teamers' (selected), 'Giacomo Drago', 'Brenda Song', 'Momentum Design', 'Other spaces' (including 'Sourcing Sales', 'Marketing Marketing Department', 'Printed Materials Graphic Design & Marketing', 'Leslie Ackles', 'Engineering Department Engineering Department', and 'Product Management Product Management'), and 'Help'. A context menu is open over the 'Identity Design Teamers' section, listing 'Send a message', 'Add a contact', 'Make a call', and 'Schedule a meeting'. The main area shows a message thread in the 'Identity Design' channel. The messages are:

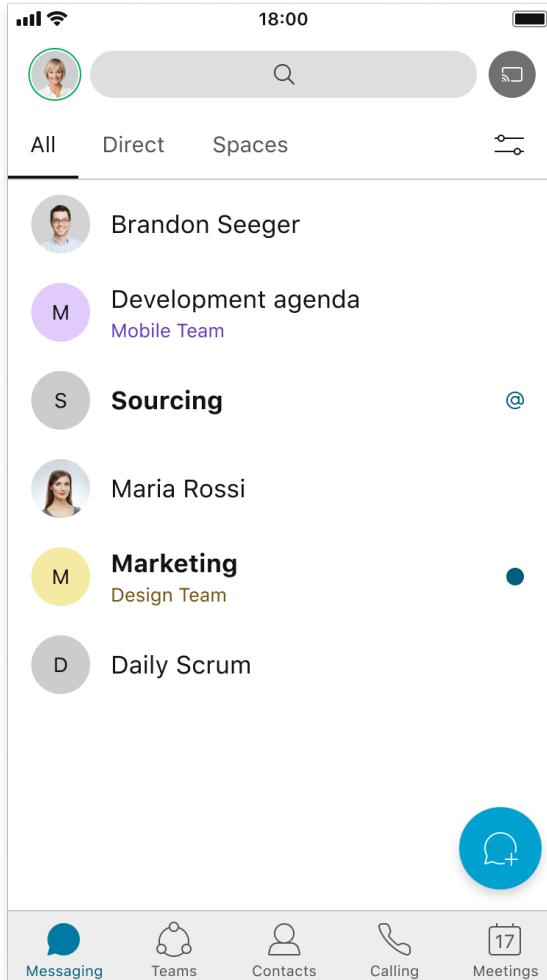
- Brandon Burke 11:48: talking to Brenda it turned out that we need to push this a bit in time. The team needs about two more weeks. Is this something that will work with all of you?
- You 11:49: Great Brandon. I think that would give us enough time. My team is looking into creating some moodboards, we are aiming to have this done by Wednesday. I still need to talk to the branding folks so we are on the same page with them.
- Giacomo Drago 11:50: I can help the team with the moodboards!
- You 11:51: Brilliant Giacomo! The more the merrier!
- Brendon Burke 11:58: Barbara I will get the team gathered for this and we can get started.
- Simon Smith 12:12: Do you think we could get a copywriter to review the presentation a few days before the meeting?

At the bottom of the message input field, there are rich text and emoji/mention/attachment buttons. A pink arrow points from the 'Send a message' option in the context menu up towards the message input field.

CONSISTENCY BETWEEN PLATFORMS

We always strive for a consistent product experience in our apps since we cover all of the major platforms. We also aim to respect the platform's unique characteristics in order to deliver an app experience that is easy to use. Finding balance between these two principles is determined on a case-by-case basis.

One of the biggest differences between the desktop and mobile app architecture is the “Plus” button. On the desktop clients, the plus icon is a one-stop shop for all primary creation actions in the app. Each primary navigation area was allocated one primary creation action.



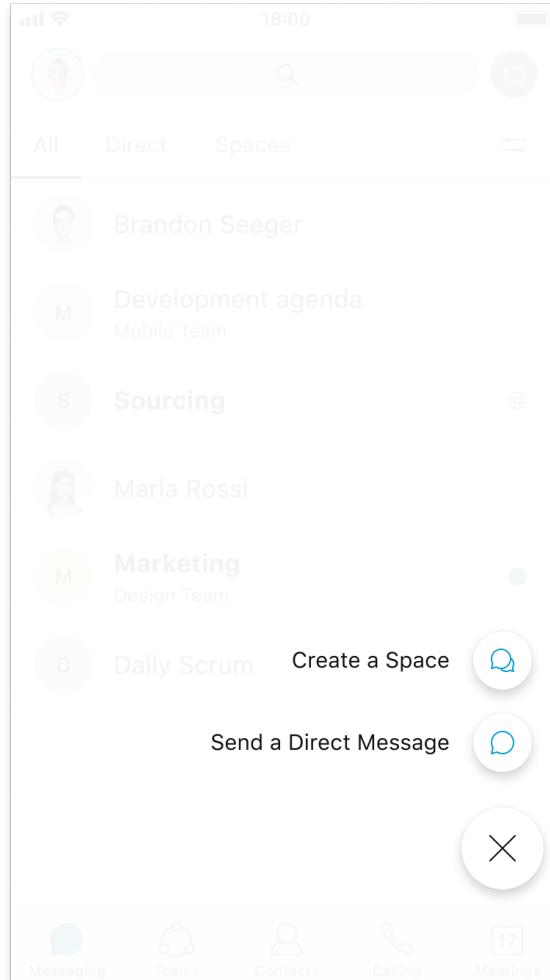
Updated iOS Screens (April 2020)

I took a different approach on mobile because

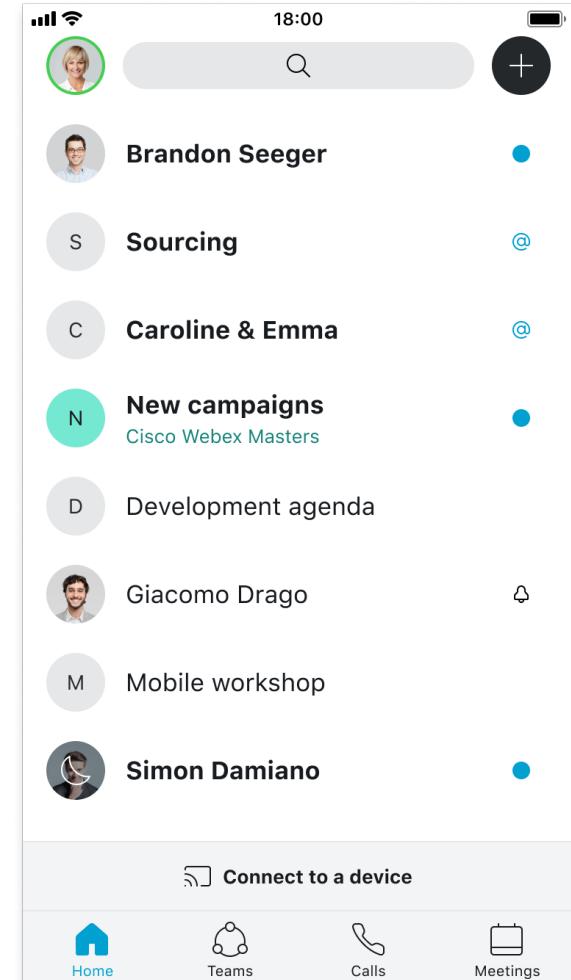
1. The header is already quite crowded with three buttons
2. I can leverage a mobile pattern that users are already familiar with

While the Floating Action Button was first introduced as an Android pattern, I have also utilized the pattern on our iOS apps. Looking across other mobile apps on the market, I found that the Floating Action Button is being used more and more on iOS apps in general. We first released this update to our beta user group and received a lot of positive feedback that the new button is much easier to use and find.

The Floating Action Buttons on mobile are contextual to the main (bottom) tab you are on. Tapping it once will open up all creation options associated with that tab.



Previous iOS Screens (December 2019)
Plus button in the top header bar



Personalization & Identity

ROLE

Lead Product Designer

PLATFORM

Desktop (Windows, MacOS) &
Mobile (iOS, Android, phone, tablet)

TIMELINE

May, October–December 2020

BACKGROUND

It's important for people to express their identity at work

- + Makes them more approachable
- + Provides an outlet to be authentic
- + Removes barriers to collaboration

[\(Source\)](#)

In the physical workplace, there are a lot of opportunities for people to express their personal identity

- + Clothing style
- + Desk/workspace
- + Team culture
- + Customized neighborhoods & huddle spaces

PROBLEM

When the world transitioned to working online, the global workforce scrambled to adapt quickly to a completely new way of working. Expressing an individual's personality was lost in the transition.

How might we give users an opportunity to showcase some of their personality and identity virtually?

GOALS

- + Explore and identify how we can bring a user's personality and identity into the app.

SUMMARY

During an initial round of explorations and competitor analysis, I cast a wide net of concepts and feature ideas that could bring value to the app. After one week, I brought the early stage concepts to the desktop and mobile engineering team managers and product managers to discuss what we could realistically achieve in the time frame we had.

From there, we worked together to identify key features that could be delivered as part of Phase 1 of the project. Other pieces that were not feasible in Phase 1 were placed on the backlog for Phase 2.

The main features addressed in Phase 1:

1. Onboarding Journey
2. Cover images for the user
3. Cover images for spaces

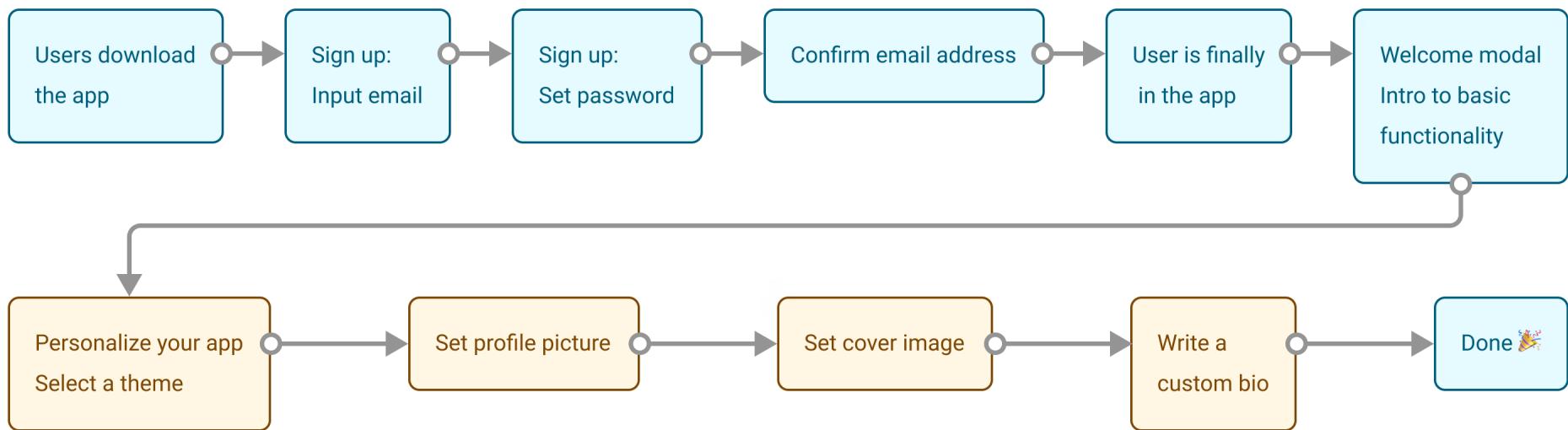
ONBOARDING JOURNEY

I was asked to consider how the personalization process might fit into the onboarding journey. The team hypothesized that if users spend time curating their product experience, they have more reason to keep using the app, compared to users who do not bother to customize.

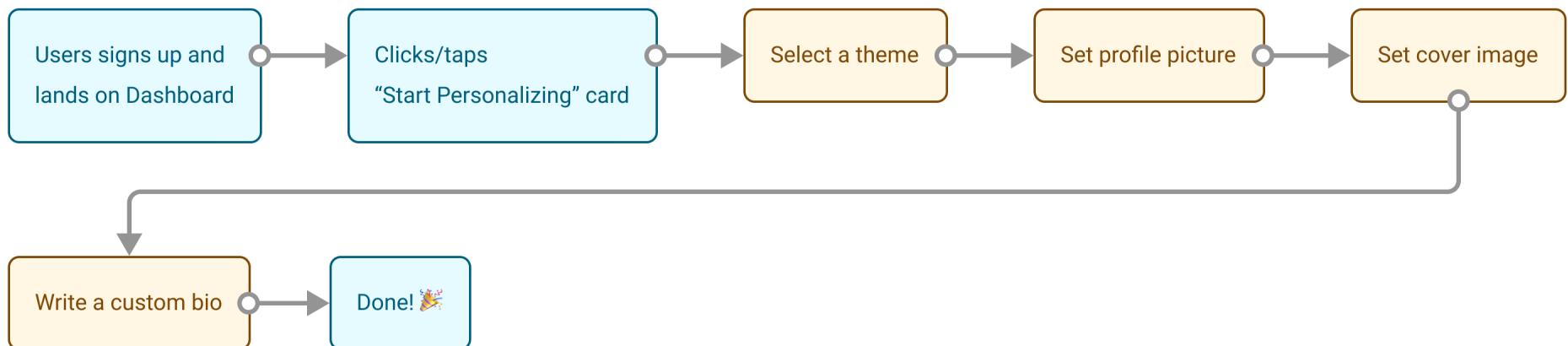
A key design principle from the onboarding design team is to get new users set up and in the app as fast as possible. How might we optimize and balance a new user's set up process to curate their client and also get started quickly?

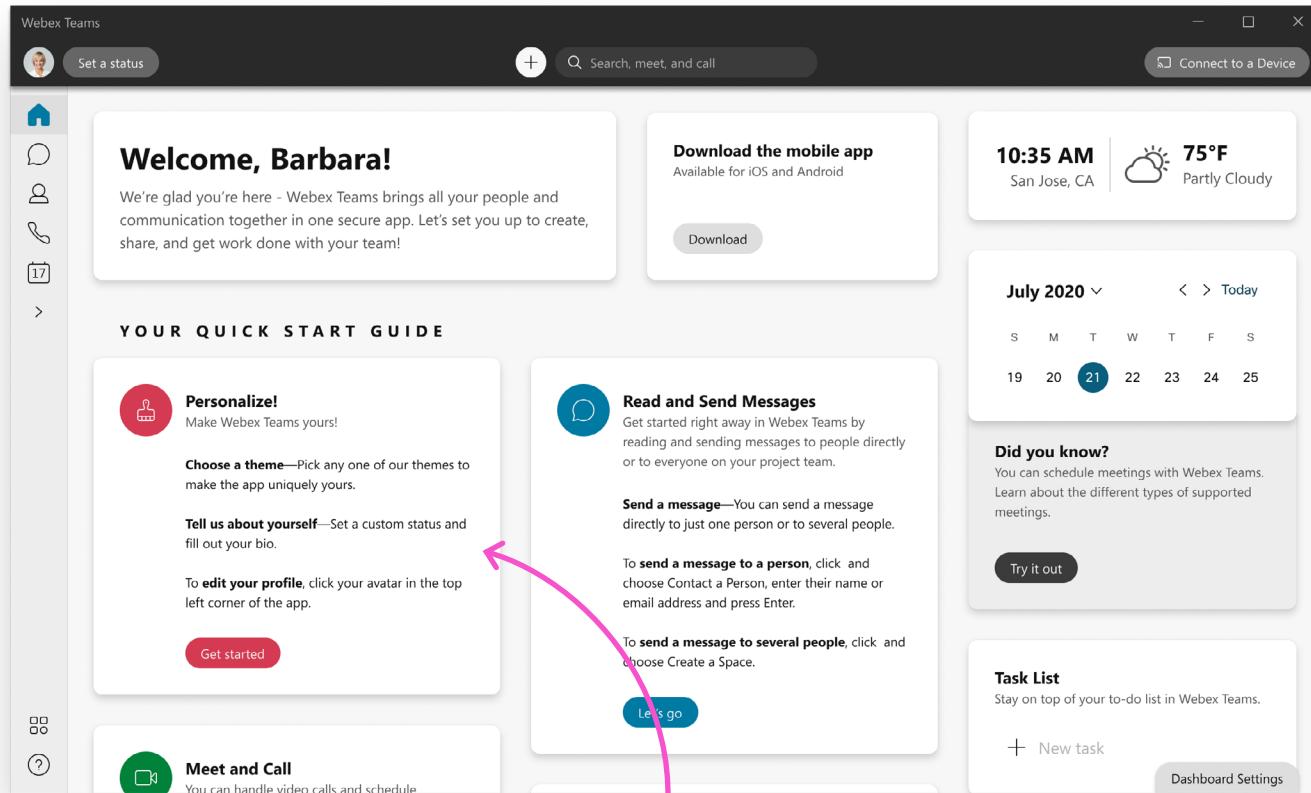
It takes four steps to complete the app's personalization journey, which is a bit too long to include in the mandatory app sign up/ set up process (Option 1). With a Quick Start Dashboard, the user has the choice to personalize or take other onboarding actions first (Option 2).

OPTION 1



OPTION 2

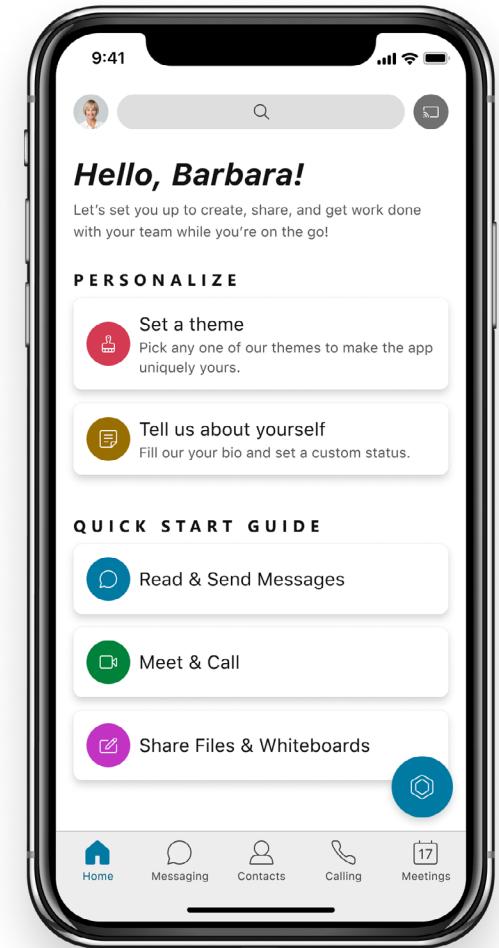


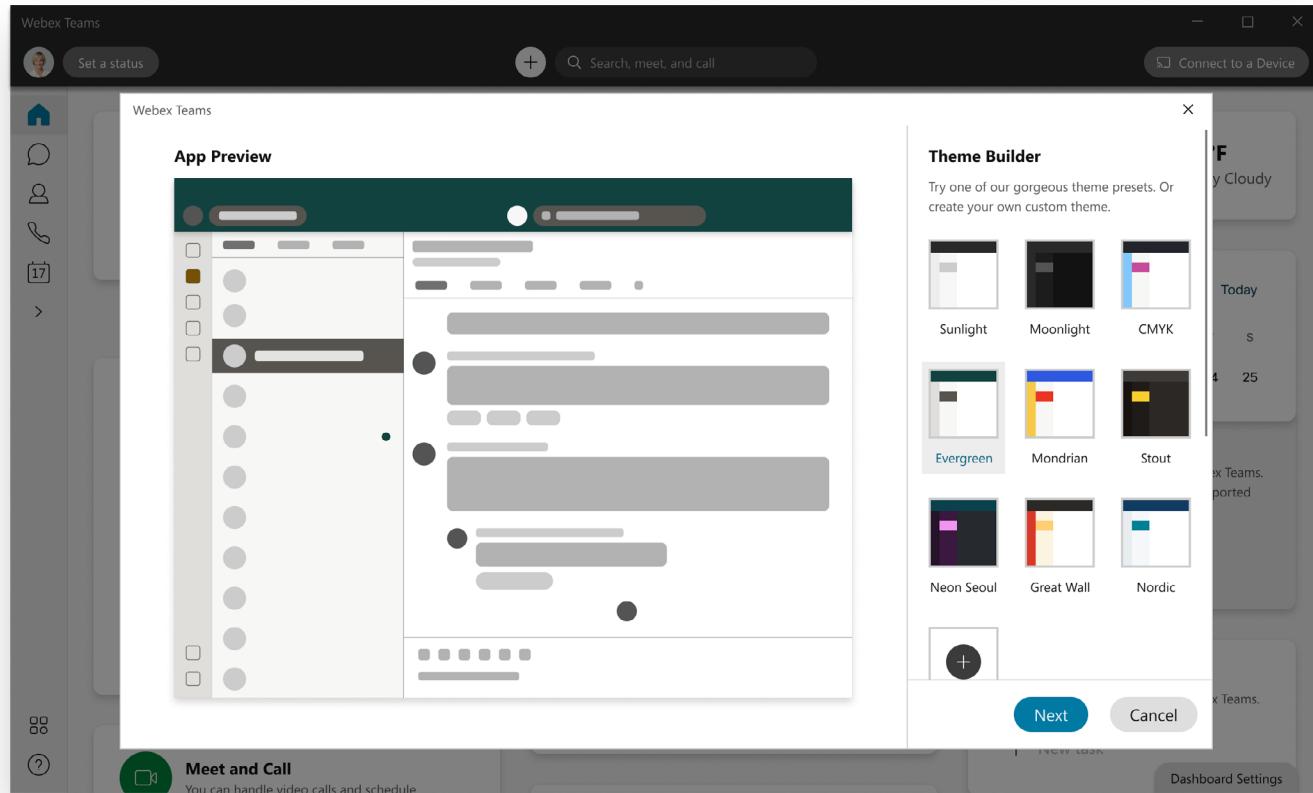


VISUAL DESIGN CONCEPTS: OPTION 2

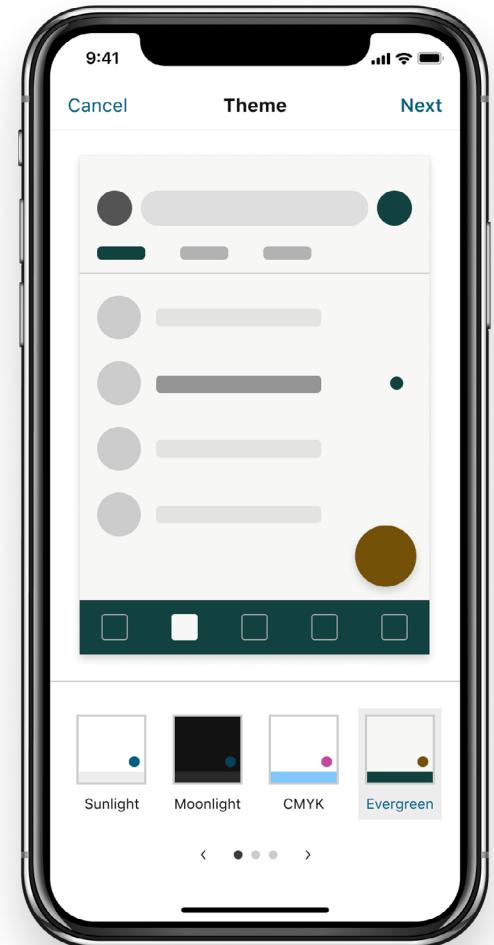
Quick Start Dashboard: Cards inviting user to personalize or try out features.

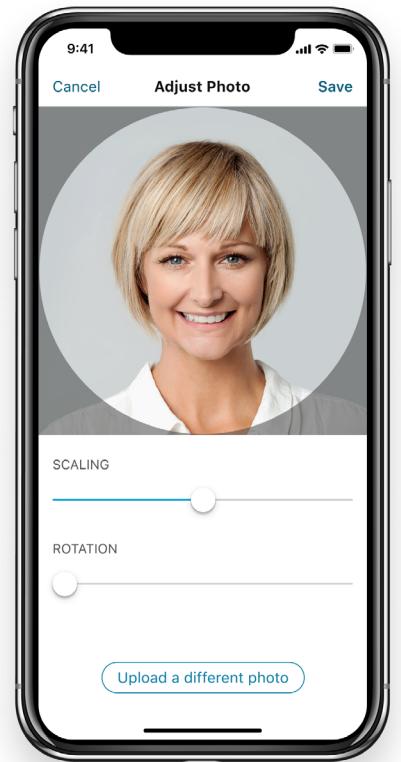
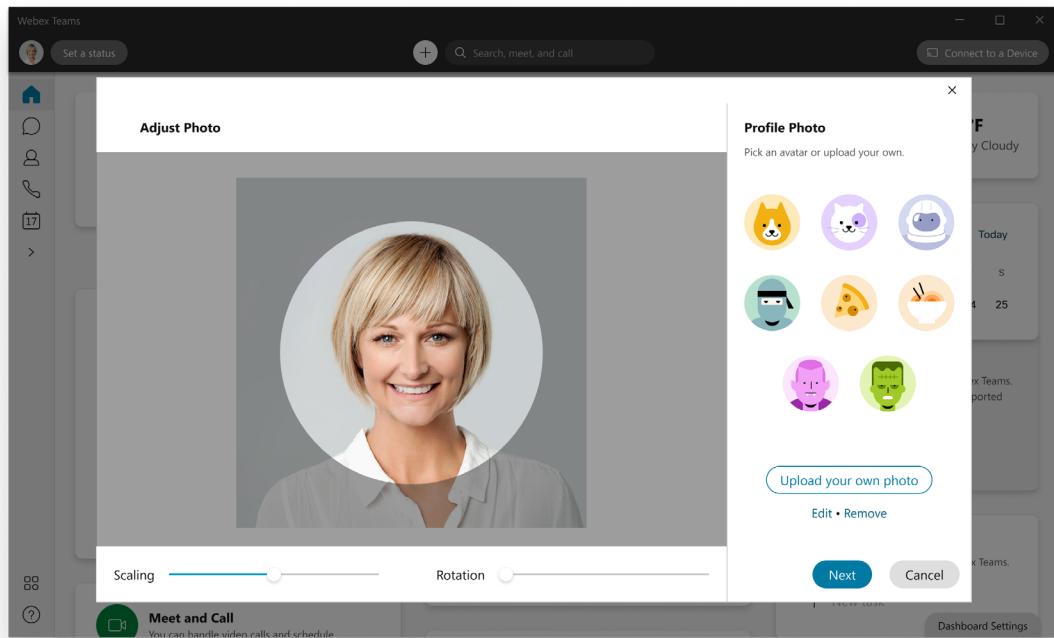
Personalization card walks the user through setting up various parts of their app experience.



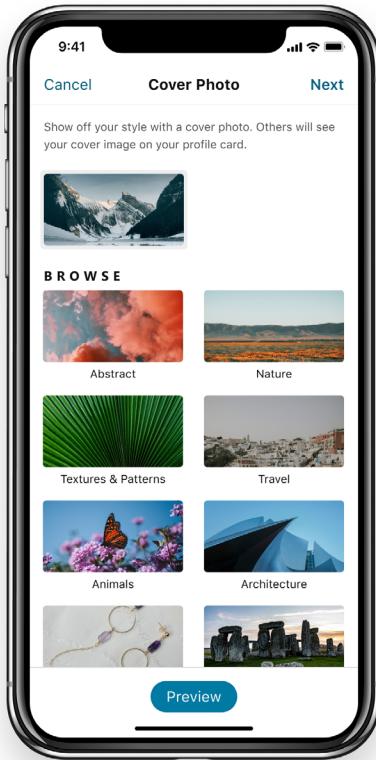
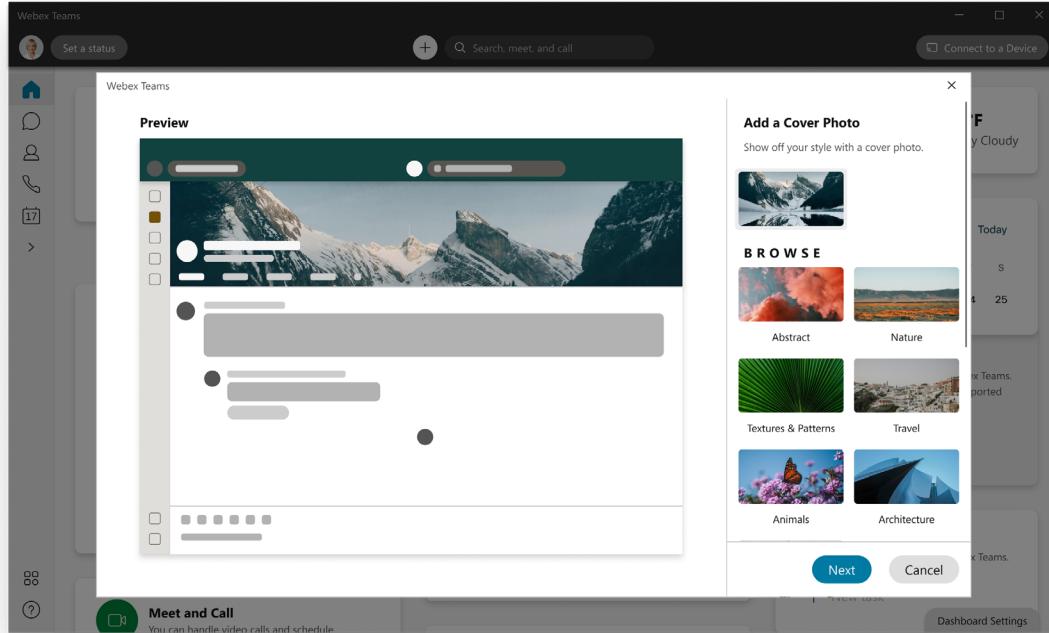


Theme selection

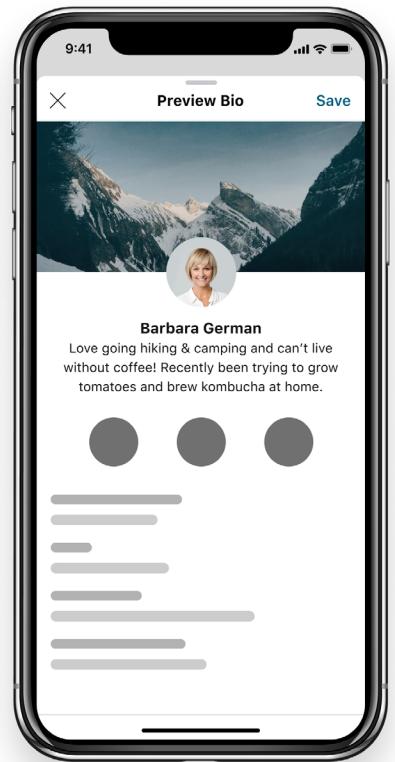
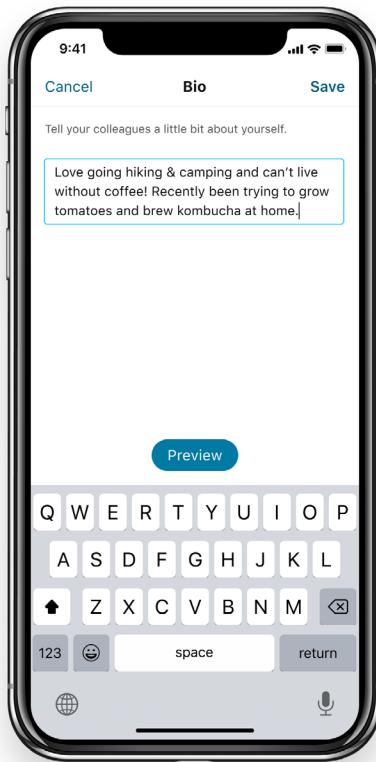
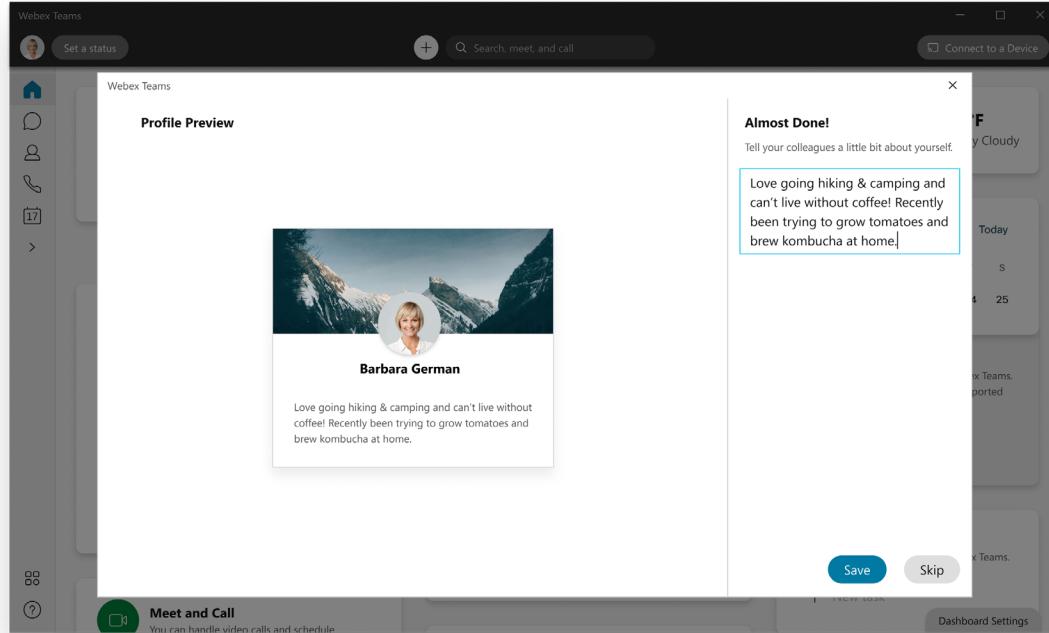




Profile photo

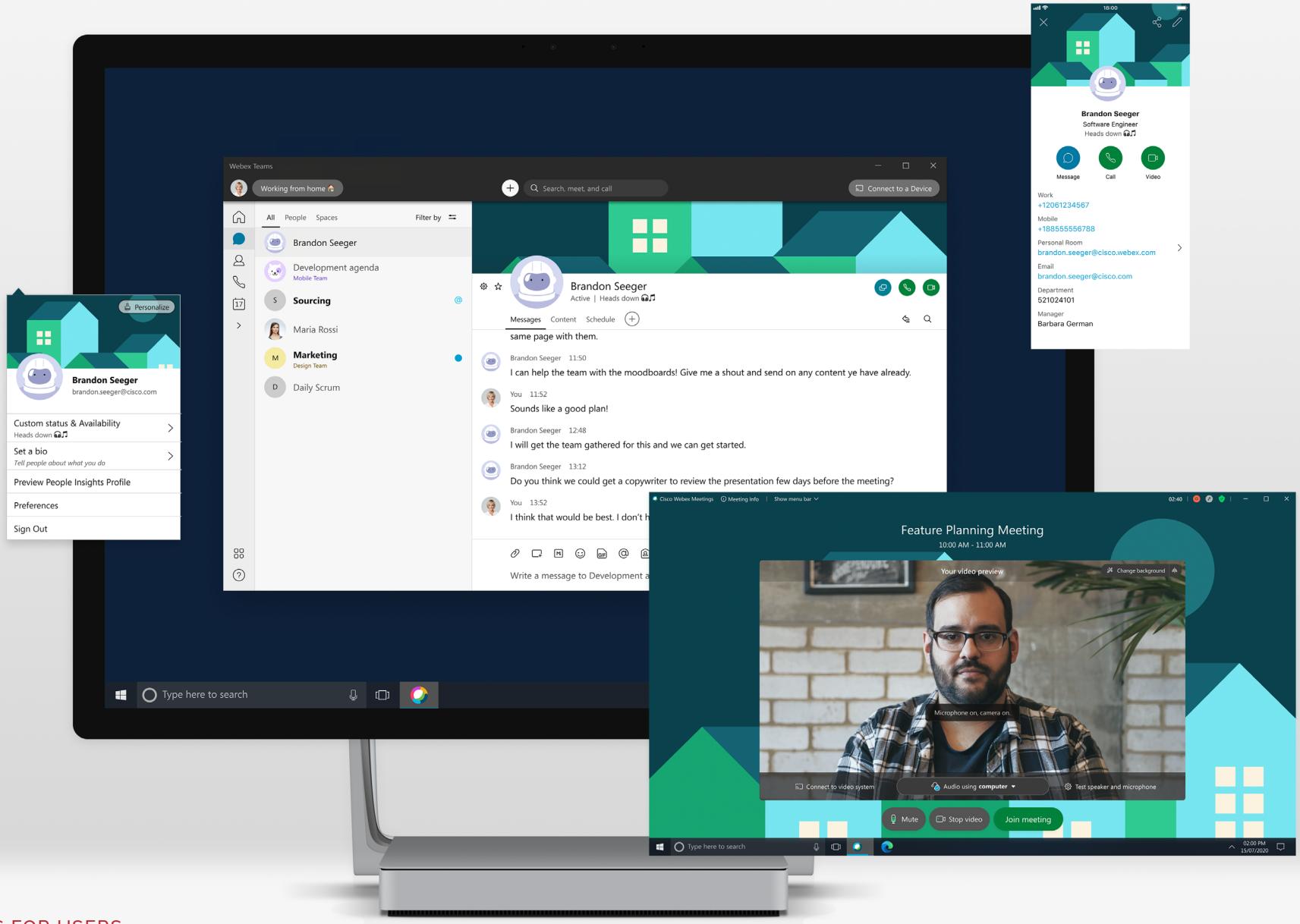


Setting a cover image for your profile



Write a custom bio to tell others about yourself

After this step, the user is dropped back into the Quick Start Dashboard to try out other tasks or freely explore the app.



COVER IMAGES FOR USERS

From a visual design perspective, I wanted to reinforce the association of a cover image to a user's virtual identity. Whenever you see a specific person, you will see their cover image as well. I covered every surface possible, bringing the cover image to six different scenarios to help build the connection.

Send a message

Create a space

Add a contact

Make a call

Schedule a meeting

Create a space

A space is the hub of collaboration with your teammates. Try creating a space for a project or about a topic.

Space name: Development agenda

Space Description (optional): What is this space about?

Set as private space: When a space is private, only invited members can access the space. Once a space is made private, it cannot become public.

Set as moderated space: In moderated spaces, only moderators can edit space settings. As the space creator, you will automatically be a moderator. You may edit moderators later.

Next

Create a space

Add some flair to your space! (optional)

Select a space avatar:

Select a space header image:

Abstract, Nature, Textures & Patterns, Travel

Animals, Architecture, Fashion

Preview

Save

Skip

COVER IMAGES FOR SPACES

In addition to expression of identity on the personal level, I also brought it to the team level. When creating a new space (or channel), users are prompted to select an avatar and cover image for the space.

Webex Teams

Working from home

All People Spaces Filter by

- Brandon Seeger
- Development agenda (Mobile Team)
- Sourcing
- Maria Rossi
- Marketing (Design Team)
- D Daily Scrum

Development agenda (Mobile Team)

Messages People (32) Content Schedule

Let's start chatting!

Add or invite more people to get things done together. When you're ready, start with a message, meeting, file, or even a fun GIF.

Share a file Send a GIF Add people

Write a message to Development agenda

thank you

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