

HELLO FROM

user experience team

YAHOO!

# UX TRENDS & CULTURE

The trends and working towards them

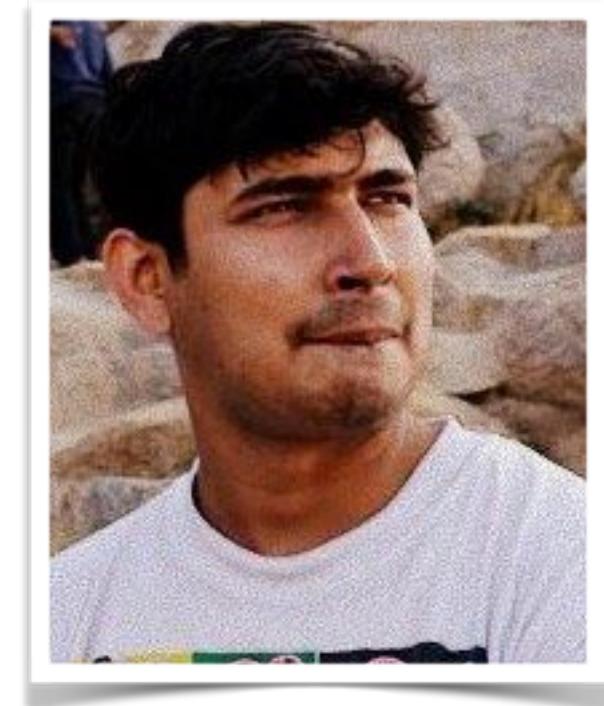
# INTRODUCTIONS



SRIKANTA HAWALDHAR



NAVNEET NAIR



SUNIL R SHENOY

There are many companies, with deep design ethos, who are applying 'lean' UX techniques to create compelling products



As a product manager  
what can you do to have  
a heart of a designer?



I will go out and figure out what they need and rest of  
you start coding

# LET'S TALK ON

Some of Yahoo UX Project

Trends and best practices

Building a culture

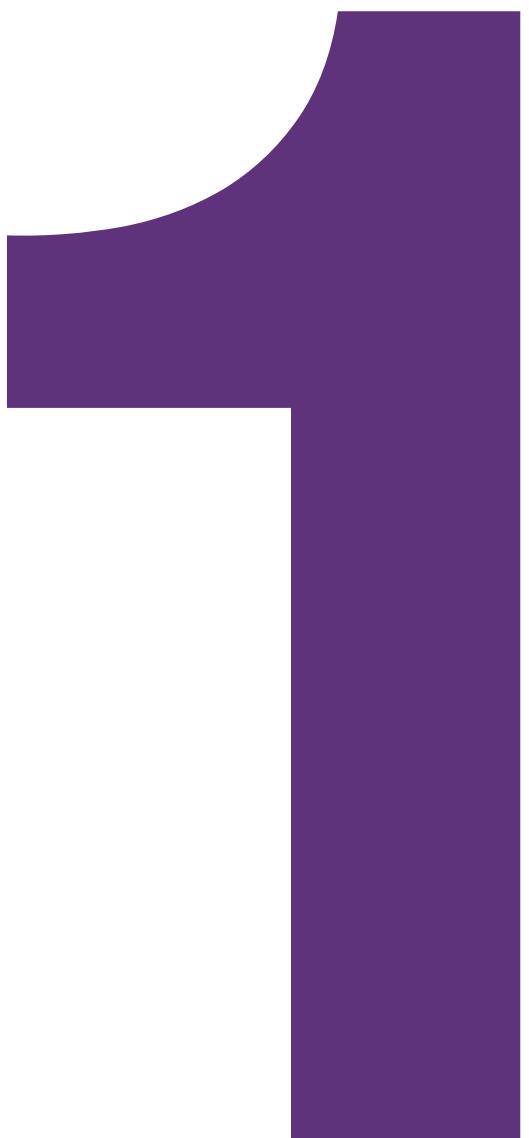
# YAHOO!

We make the  
world's daily habits inspiring  
and entertaining.

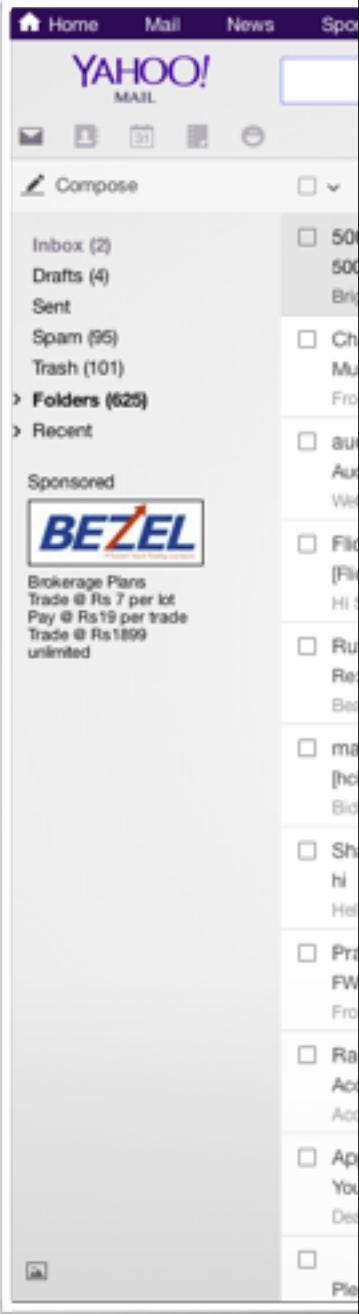


# Category Leadership

YAHOO!



st



**Get everyone**  

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**in the same room**  

---

**to design**

# work out loud



Design is now commonly recognized as a strategic Advantage, its business impact made obvious to even the most skeptical of analysts by the success of Apple. Ironically, as companies have become more design savvy, some designers have felt marginalized when early stage, strategic product design decisions fall to business executives and product management.





# USER RESEARCH

**Know what your users think about your product  
and how they will interact with it**

# USER RESEARCH

## QUALITATIVE RESEARCH

The qualitative research tell us the why and how of decision making, not just what, where, when.

Usually carried out in small number of participants

Used to test new or complex interactions with an interface

Heuristic Analysis and Task based Analysis are Qualitative research approaches

## QUANTITATIVE RESEARCH

This method is used to get the numbers that will yield an unbiased insights that can be generalized to a larger groups.

The research involves a sizable number of participants.

Used to take decision on visual design, look and feel

Surveys and polls are examples of quantitative research

# Research

MOBILE

MOBILE

PC + MOBILE

PC

6AM-9AM  
**MORNING**

- My alarm clock
- Check the weather
- Send a morning text to a friend or family member

DAYTIME

- Check the news
- Check work email
- Check personal email, texts & my Facebook
- Check calendar and to-do list

- Check email for work
- Check personal email & my Facebook
- Do banking or pay bills

- Browse the news or a favorite website

- Browse the news or a favorite website
- Pass the time & get me through the day

AFTERNOON

- Get traffic Reports
- Check sports scores
- Play games to pass the time

- Look up restaurants, movies, directions

- Check personal email, texts & my Facebook
- Check the news

- Shopping, banking or paying bills
- Surfing, gossip or entertainment sites, job-hunting
- Relaxing & unwinding

8PM-2AM  
**EVENING**

- Set alarm clock

- Check the news
- Check work email
- Check personal email, texts & my Facebook
- Surfing internet while watching television

# Our brand starts with great products

Every day, millions of people around the globe choose to make Yahoo a part of their daily digital routines.



Weather



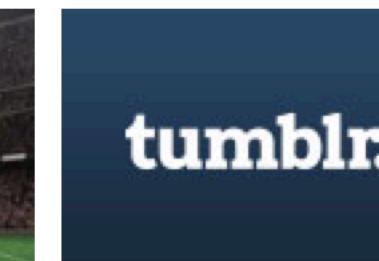
Mail



Flickr



Sports



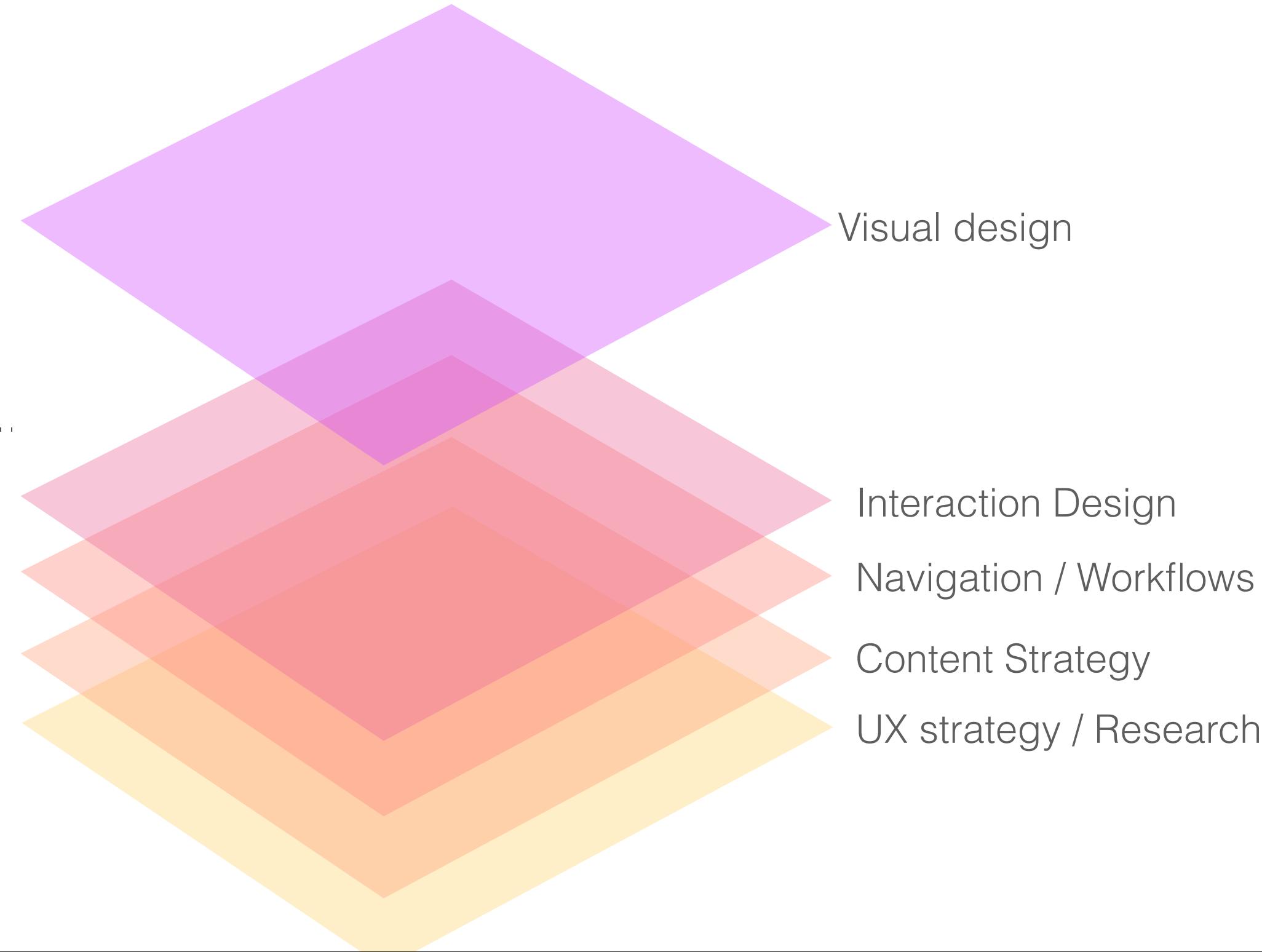
Tumblr



Original Content

what we see in the design is the visual design first, but there is a lot of thinking has to go to make it look like that

what we don't see is..



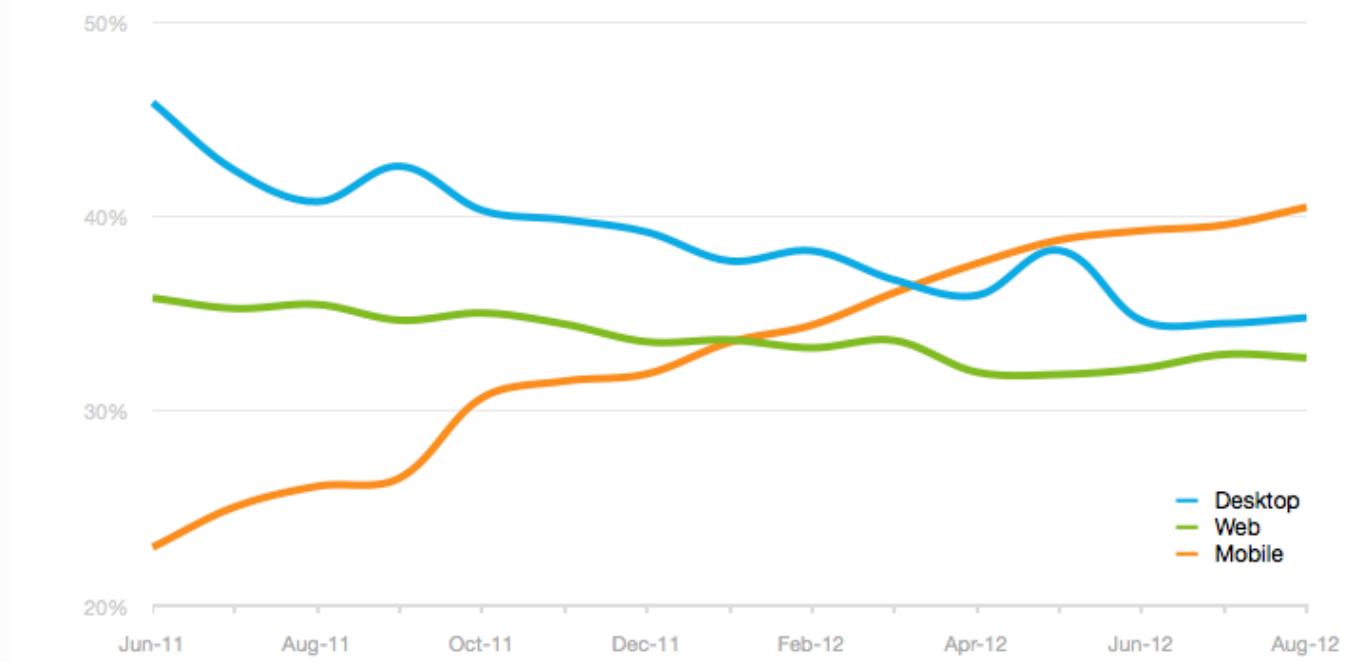
# TRENDS

What are the newest trends in design?

What is around the corner?



# Augmented Reality



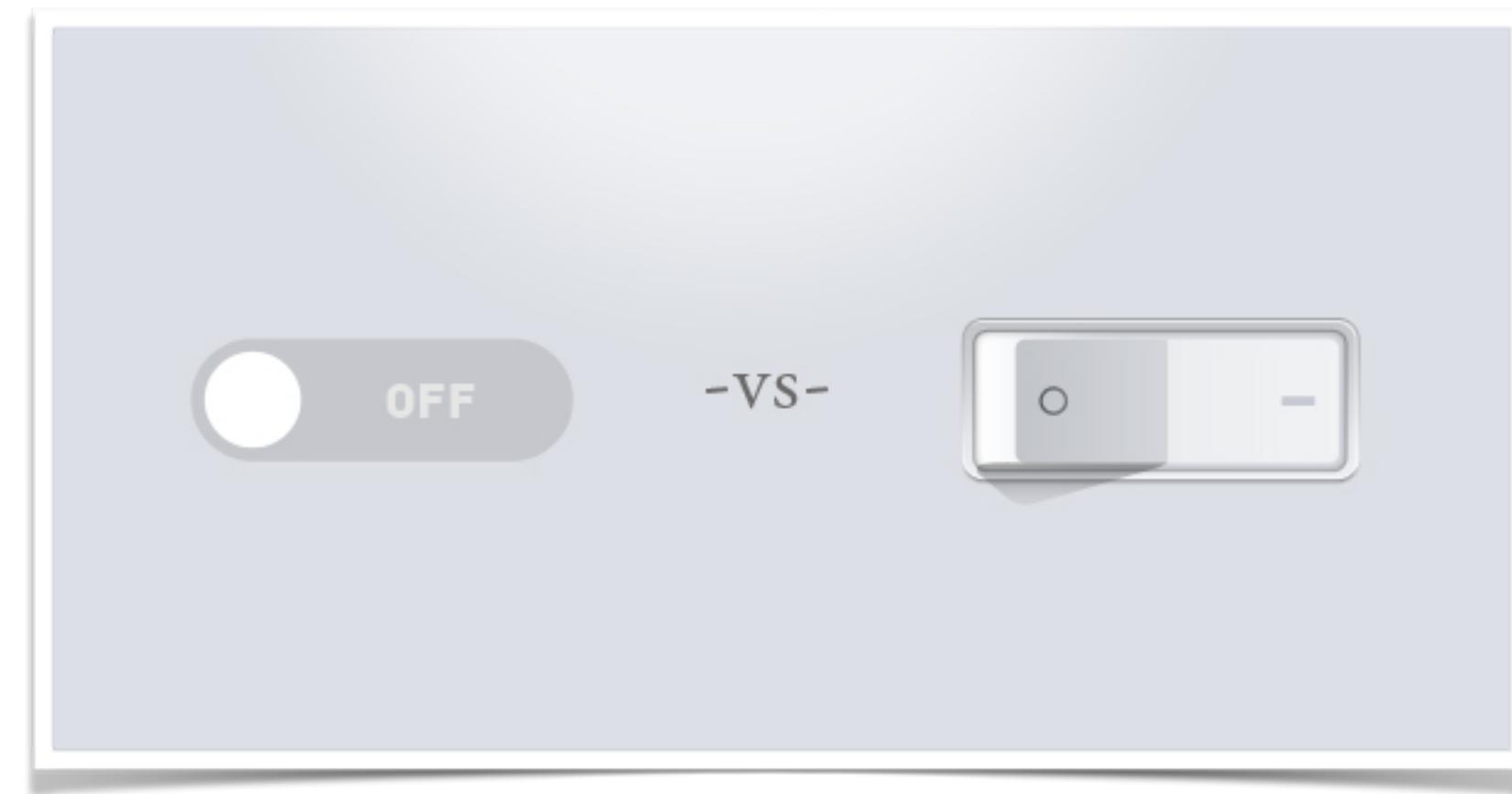
Apps are **HOT**  
(40 Billion app downloaded  
since 2008, 20 Billion in 2012 alone)

design is a mindset and starts with design thinking...

you don't have to be a designer to be good at design thinking...

Thinking like a designer can transform the way you develop products, services, processes—and even strategy.

# SKEUOMORPHISM VS FLAT DESIGN



drowned. I was wet to the skin, it is true, and I had had no sleep for twenty-four hours; but, still adventuring as a penniless man looking for work, I had to look about me, first for a breakfast, and next for work.

During the night **B**ad heard of a place over on the Surrey side of the Thames, where the Salvation Army every Sunday morning gave away a breakfast to the unwashed. (And, by the way, the men who carry the banner are unwashed in the morning, and

BROWSE

Now Reading

Bookstore

Collection

Forum

7

BOOK CIRCLES

+

My Best Novels

Victor's Circle

Our Collaboration

BOOKMARKS

The Great Gatsby  
by F. Scott Fitzgerald

To Kill a Mockingbird  
by Harper Lee

# Bookstore

NEWEST

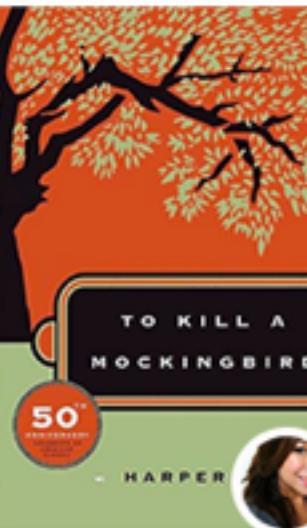
POPULARITY

Search all books

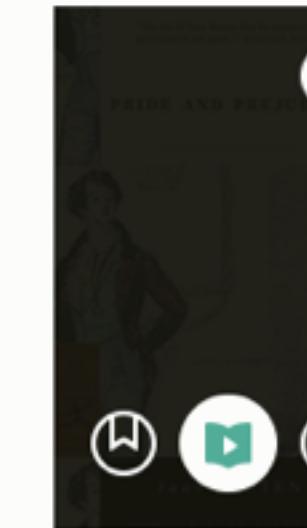


CURRENTLY READING

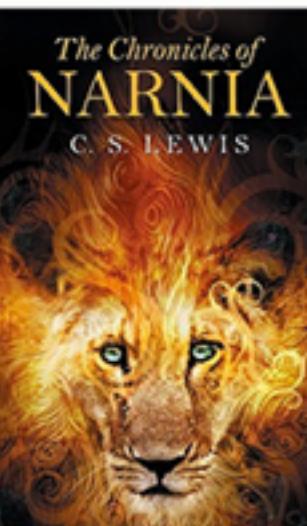
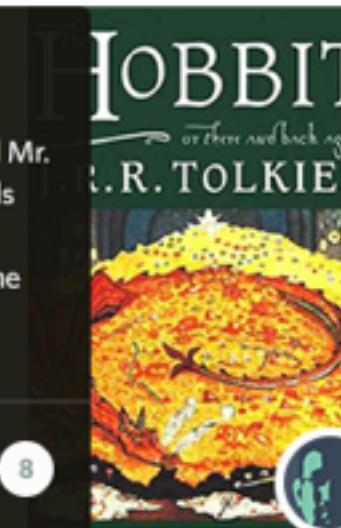
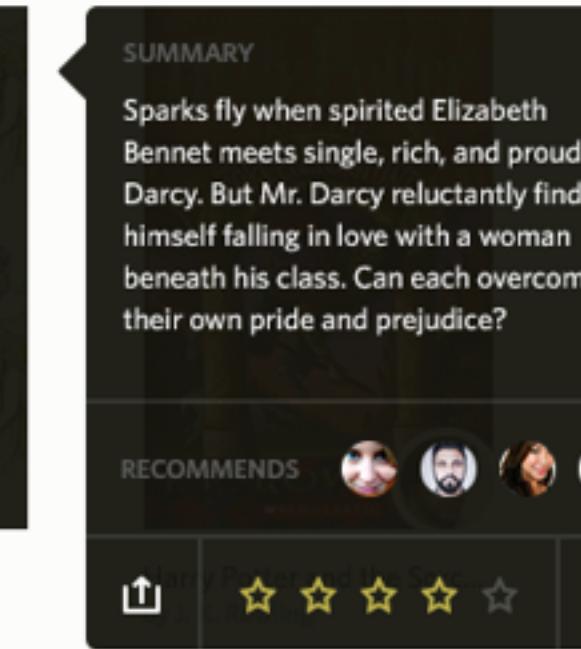
Oh, the Places  
You'll Go!



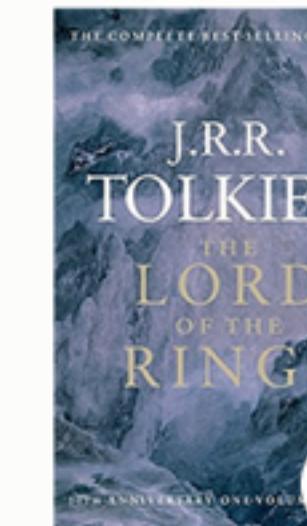
To Kill a Mockingbird  
by Harper Lee



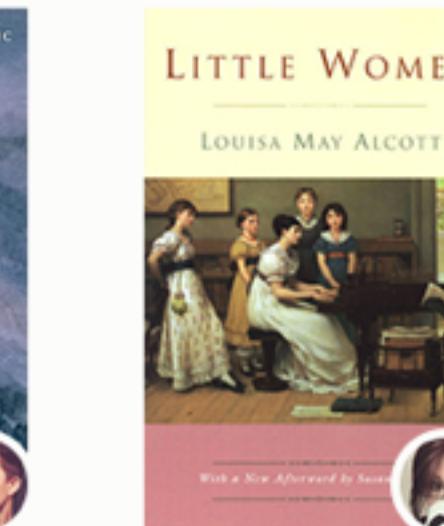
Pride and Prejudice  
by Jane Austen



The Chronicles of Narnia  
by C. S. Lewis



The Lord of the Rings  
by J. R. R. Tolkien



Little Women  
by Louisa May Alcott



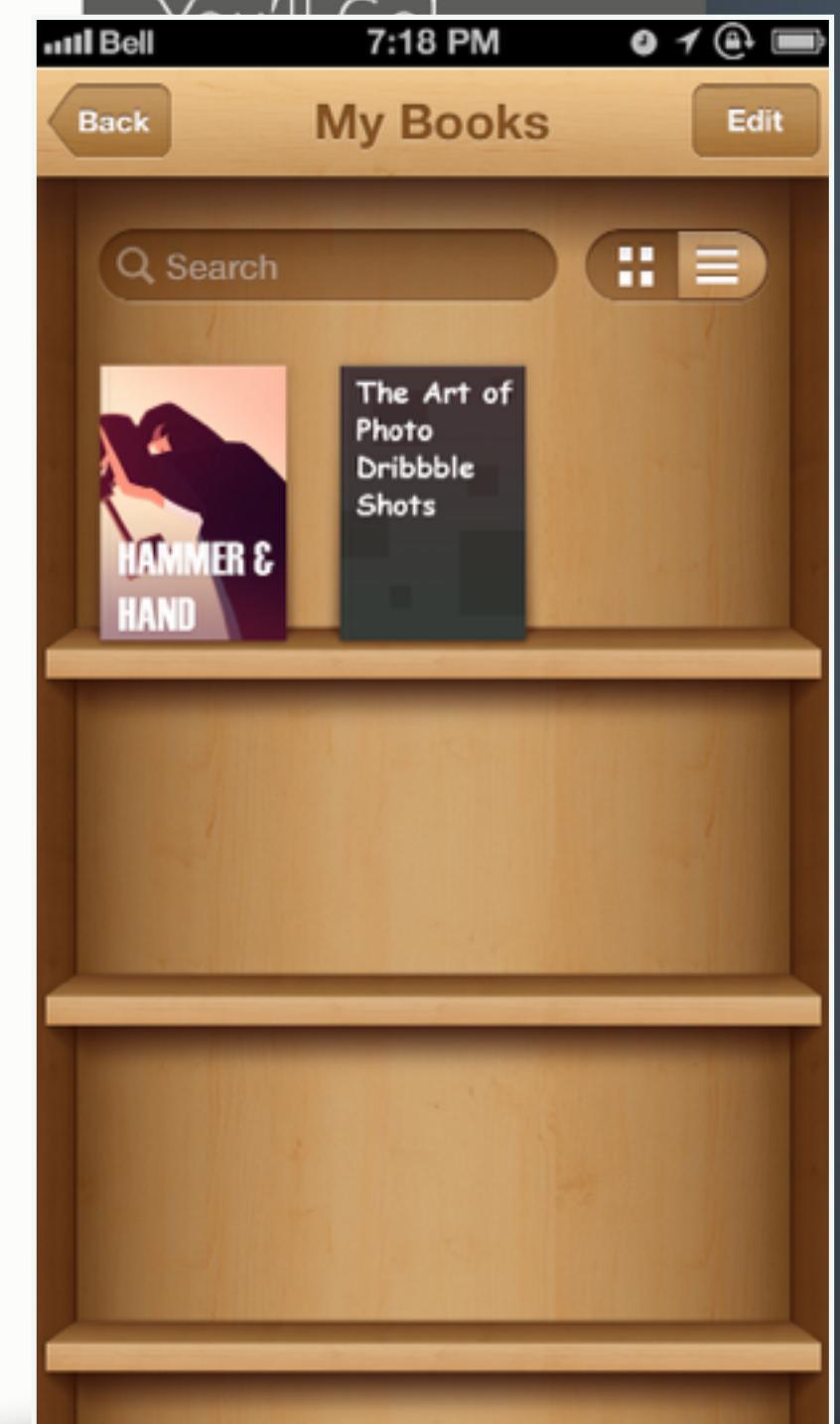
Oh, the Places You'll Go!  
by Dr. Seuss



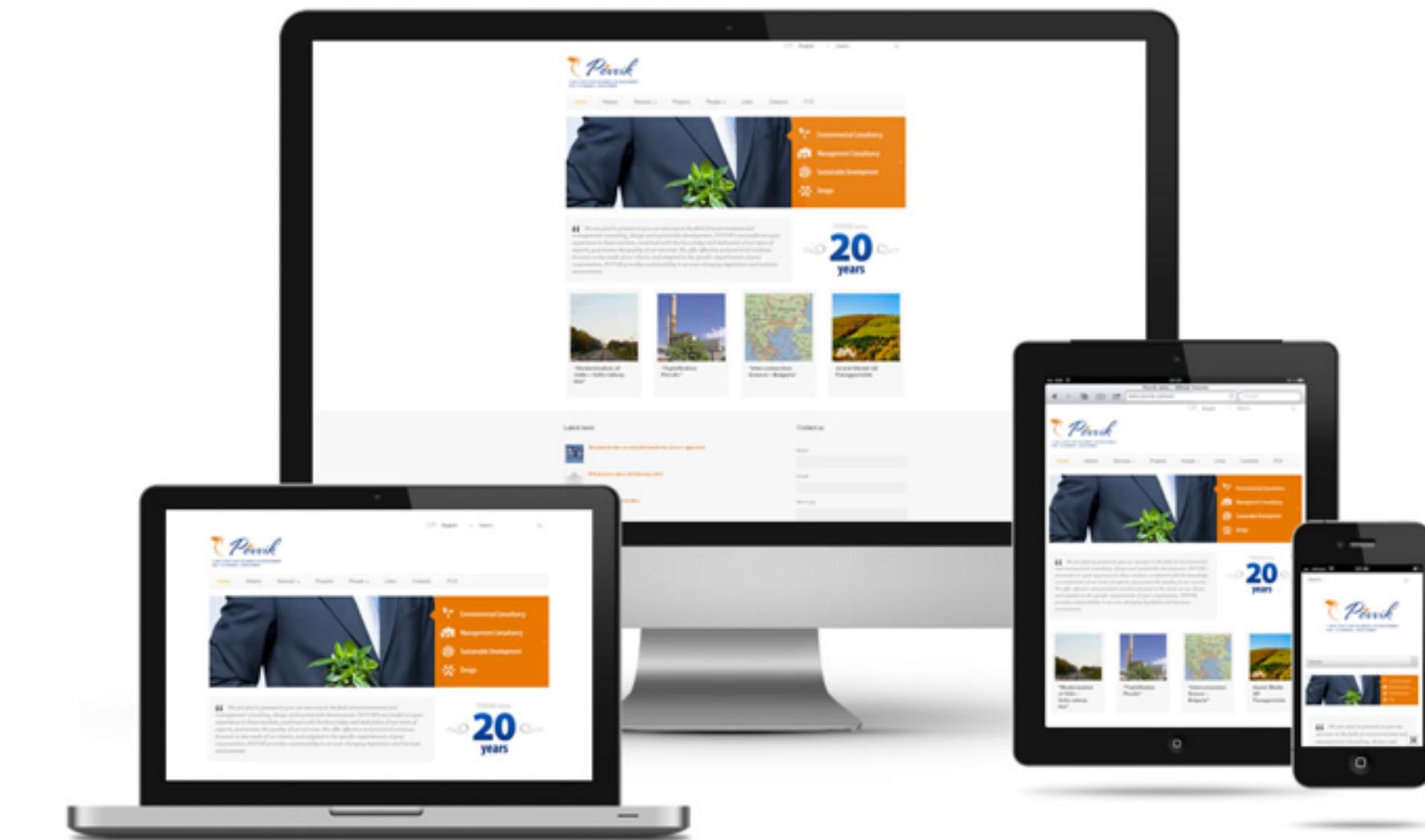
The Little Prince  
by Antoine de Saint-Exupéry



Animal  
by Antoine de Saint-Exupéry



# RESPONSIVE VS RESCALED

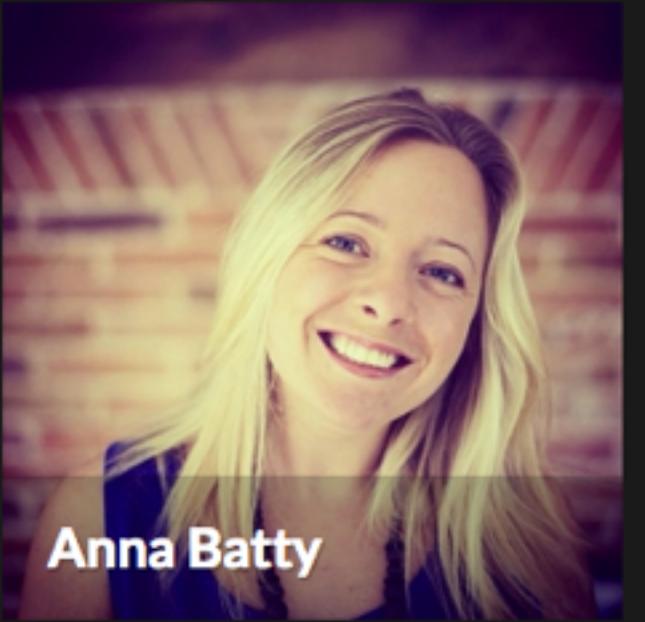


# FIXED POSITION CONTENT / NAVIGATION

The screenshot shows the Yahoo homepage with several fixed-position elements:

- Header:** A dark purple header bar at the top contains links for Home, Mail, News, Sports, Finance, Weather, Games, Groups, Answers, Screen, Flickr, Mobile, More, and a language dropdown.
- User Navigation:** On the right side of the header, there are links for My Yahoo!, Hi, Ysb, and Mail.
- Search Bar:** A search bar with the word "YAHOO!" is located above the main content area.
- Left Sidebar:** A vertical sidebar on the left lists various services with icons: Weather, Games, Homes, Food, Tech, Answers, Screen, Flickr, Jobs, Shopping, Travel, Dating, and More Yahoo! Sites. It also includes links for the mobile app and making Yahoo! your homepage.
- Top Stories:** A news feed at the top features stories like "Turkish jet shot down over Syrian warplane" and "Chinese plane spots objects".
- Entertainment Section:** A box for "TUNE IN TONIGHT" promotes an iHeartRadio Album Release Party with Shakira.
- Advertisement:** A large purple ad for "YAHOO! AUTOS" with the headline "FIND OUT WHICH MODEL IS #1" and a "Take a look" button.
- Bottom News Feed:** A news feed at the bottom includes stories like "Kim Kardashian Stuns in Cleavage-Baring Dress, Rihanna Uses Hilarious Jenelle Evans Clip to Promote Monster Tour: Top Weekend Stories" and "How To Find Out If Someone Is Lying About What They're Really Doing On Their iPhone".
- Sports Section:** A box for the "NCAA Tourney Round of 32" shows bracket results for Gonzaga vs Arizona, Memphis vs Virginia, Baylor vs Creighton, and S.F. Austin vs UCLA.
- Advertisement:** An advertisement for "Hit the Jackpot in Your Search for a New Car" from Yahoo! Autos.
- Footer:** A footer section titled "Today's Headlines" lists the top news stories.

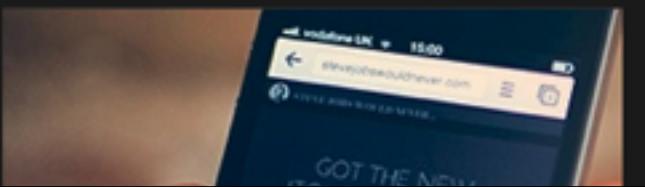
designers and  
developers, who  
help brands  
with big ideas.



**Anna Batty**



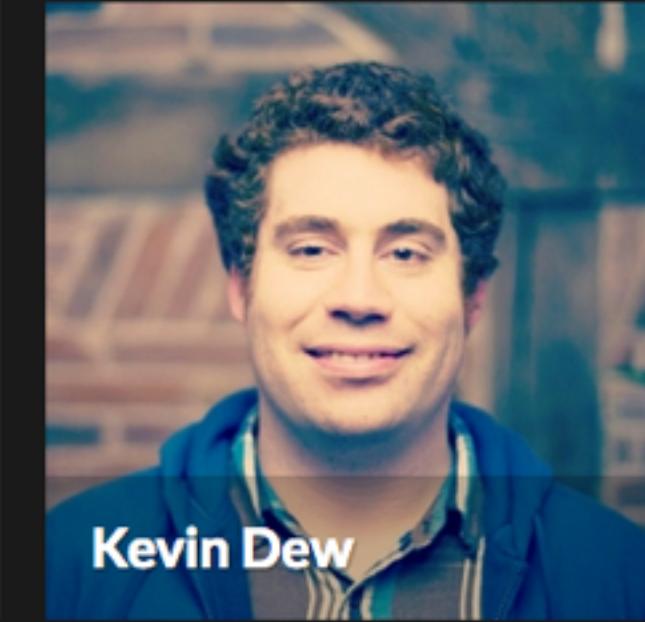
**Jim Ramsden**



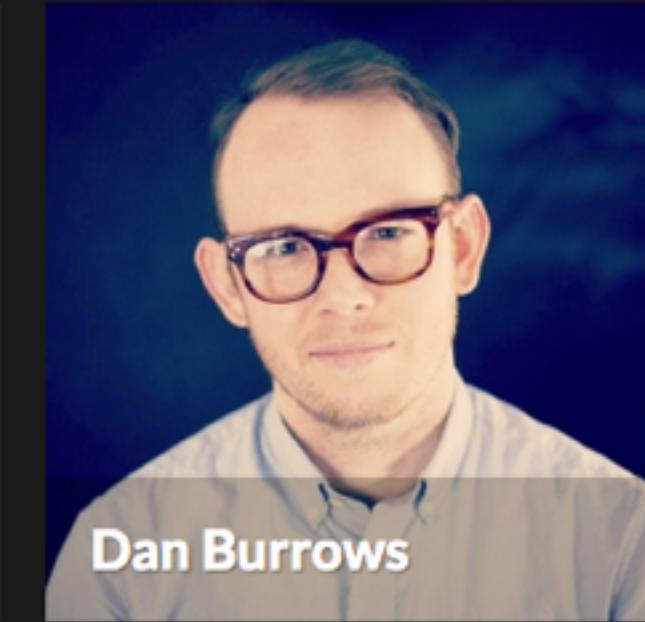
4 Designers. 2



**Knowsis**



**Kevin Dew**

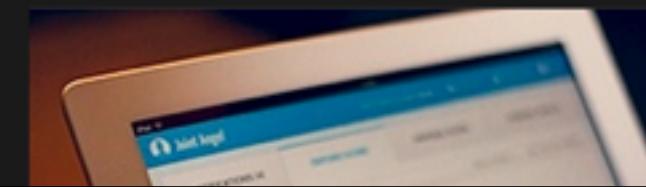
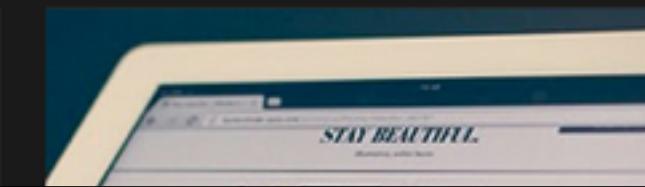


**Dan Burrows**



**Gavyn McKenzie**

We like to add value -  
consider us as  
partners and involve  
us early in the thinking.



# THE NEVER ENDING SCROLL





**Firestorm**

The photograph of the Holmes family hiding from a violent bushfire in Tasmania was shared around the world. But what became of them? In a unique multimedia project, the family speak exclusively to the Guardian about the day their community was devastated, and the new breed of bushfire that is impossible to fight.

CHAPTER 2 Highway chase

- The wind turns
- Flames on the hill
- Fire catchers
- Fuelling the flame: how fires spread

Firestorm

- Chapter 1 Distant smoke
- Chapter 2 Highway chase
- Chapter 3 Inferno
- Chapter 4 The Jetty
- Chapter 5 Ruins
- Chapter 6 Living with fire
- Credits

COLLECTIONS

MARQUES

THE HOUSE

SAVOIR-FAIRE



*Vos lunettes sur-mesure*

NOUS CRÉONS VOS MONTURES SUR-MESURE, VOTRE VISAGE, VOTRE STYLING

Nos montures sont réalisées dans des matériaux vivants, tels que la corne de buffle, les os de stocks d'écaillés contrôlés), le cuir et les bois travaillés à leur plus haut niveau. Nous défendons la tradition de la fabrication française, conçue et fabriquée à la main en ateliers d'artisans-lunetiers les plus renommés : Anne Dorillat et Stéphane Sarnin pour le cuir.

L'entretien régulier et l'ajustage sont réalisés à la main dans notre Atelier de Paris.

VOIR LA VILLE

# TRENDS AROUND THE CORNER

Skeuohaptic Response

Long Shadows

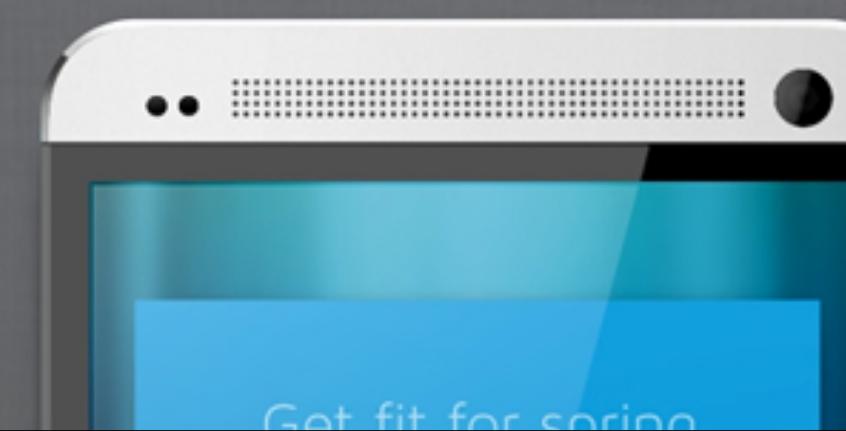
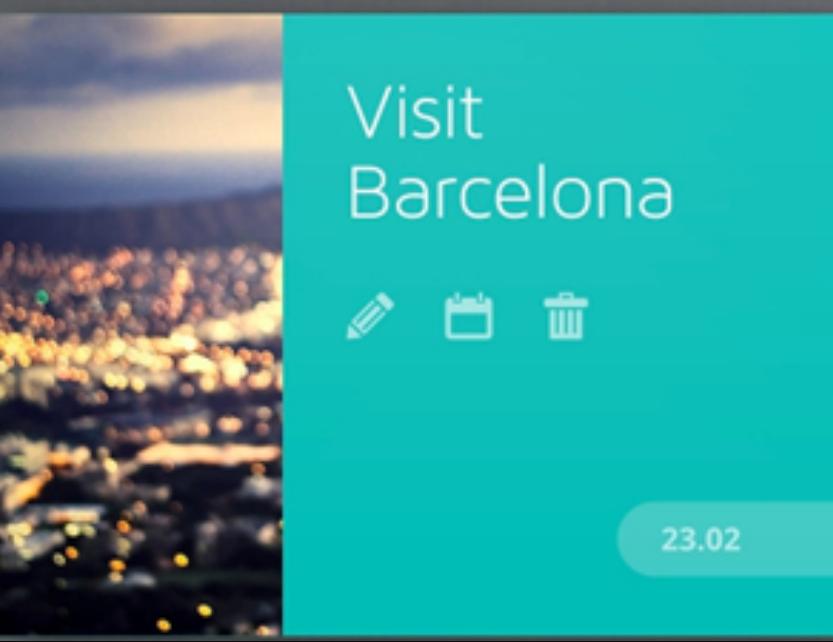
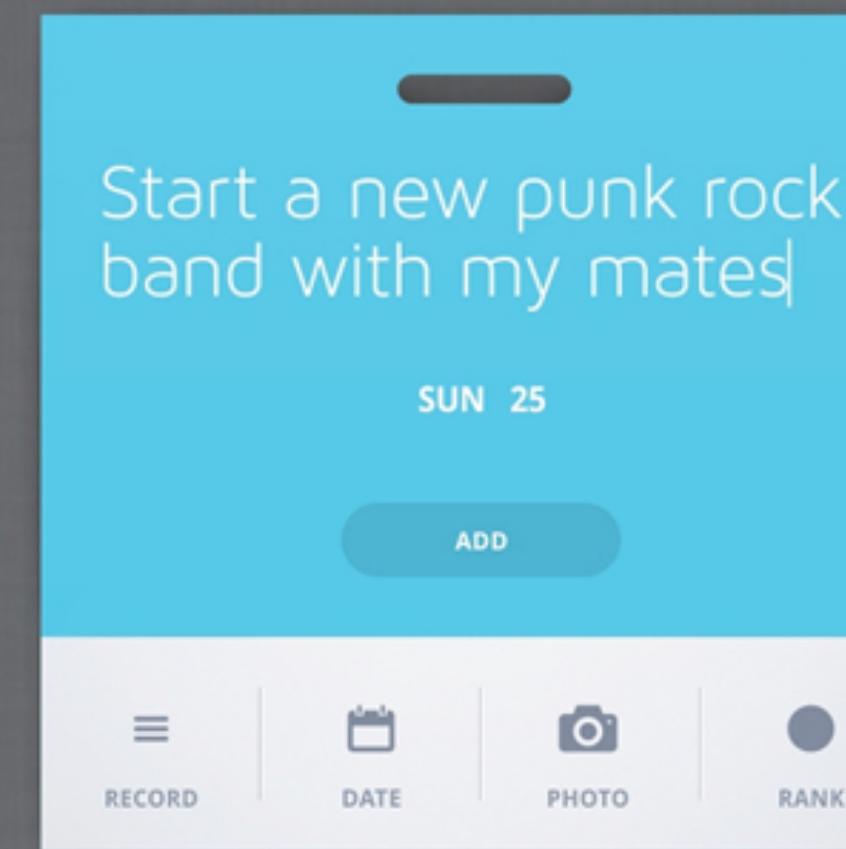
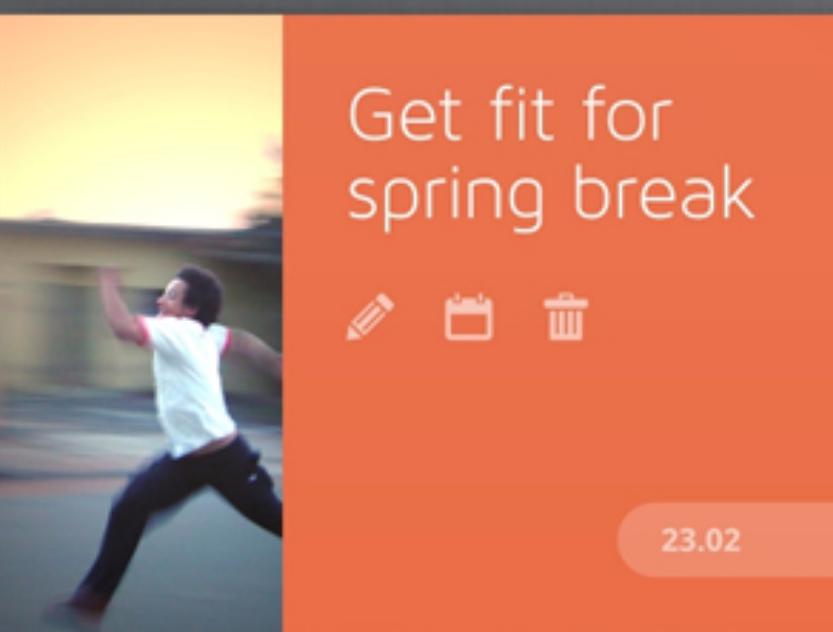
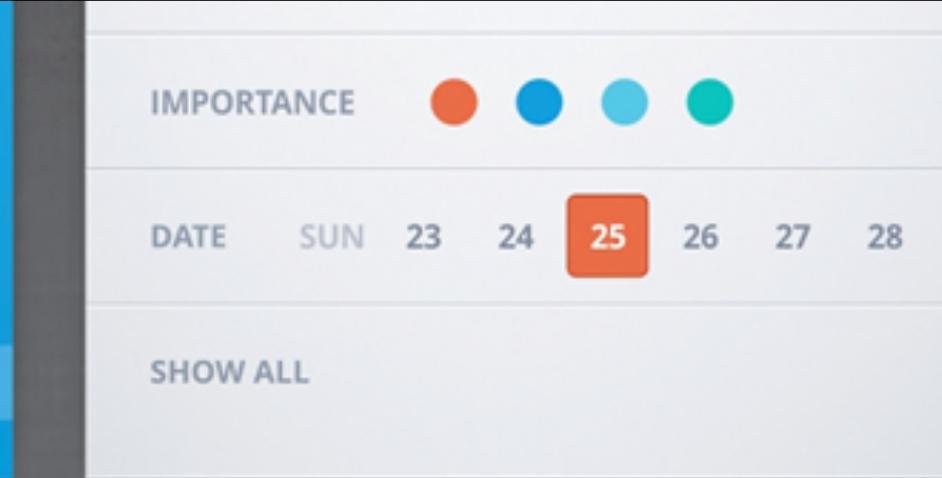
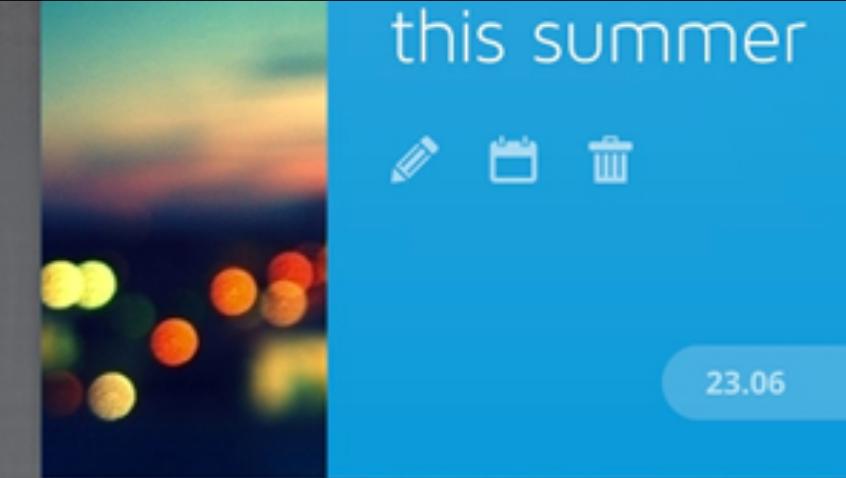
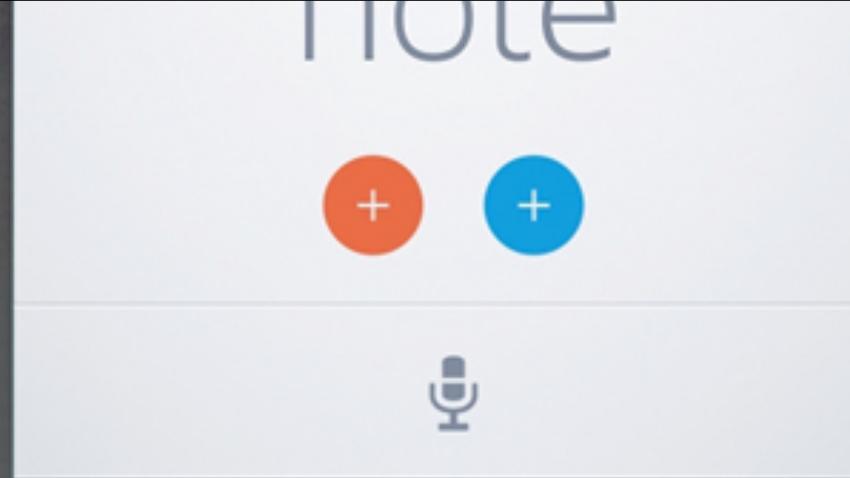
Internet of Things

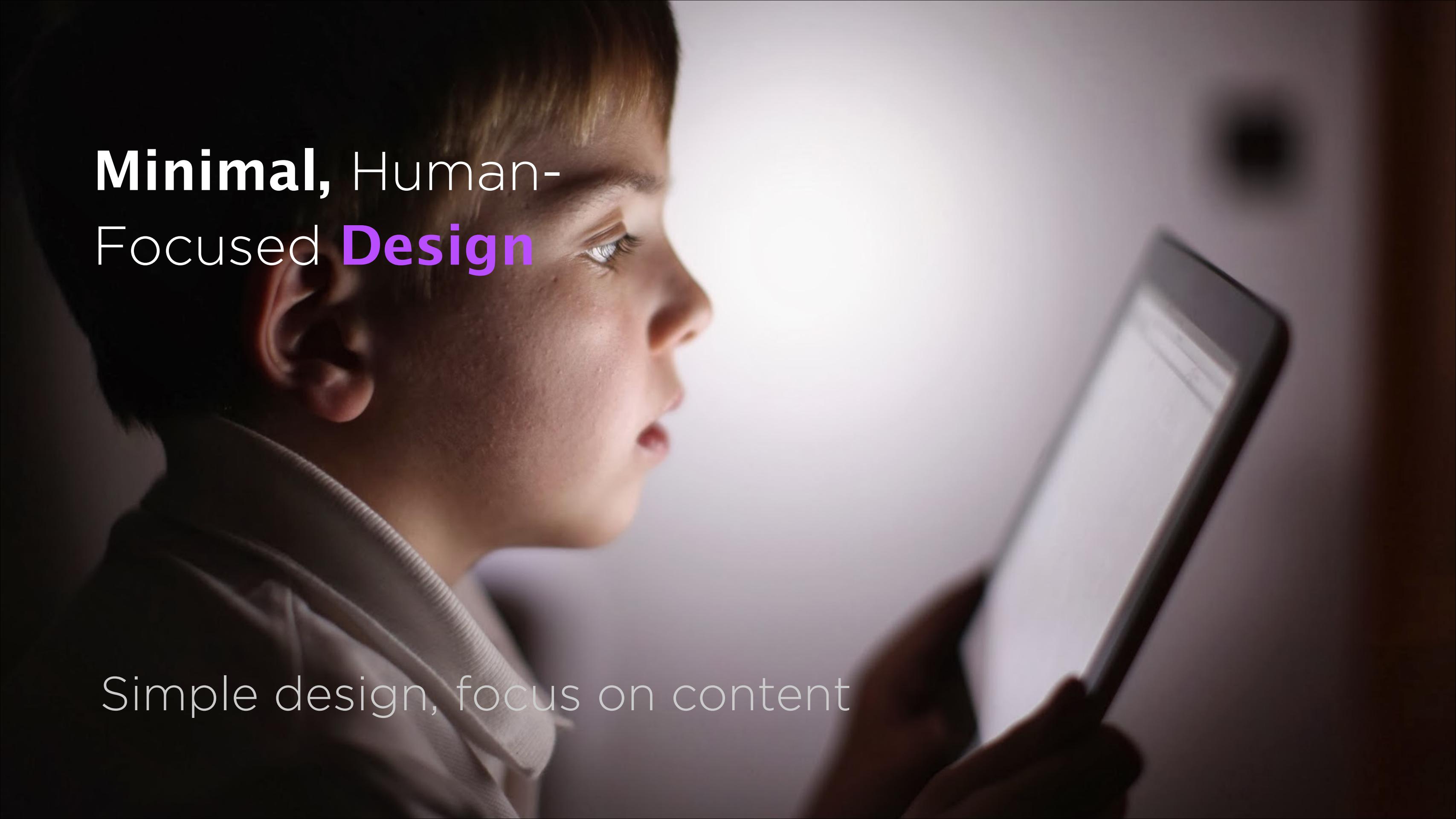
Minimalism





gil





# Minimal, Human-Focused Design

Simple design, focus on content

[PREVIOUS COLLECTIONS](#)  
[ABOUT CICATRIZ](#)  
[CONTACT](#)  
[WHOLESALE](#)  
[SHOPPING CART \(2\)](#)

CICATRIZ CLOTHING

Tablet inspired web layouts

**HTML 5 will be the standard by end of 2014**  
Animation as the soul of design

# BEST PRACTICES AND WORKFLOWS

Build fast. Release faster. Prototype now.

Invest time in knowing your users.

Build responsive and adaptive designs.

Visual design is not UX.

Psychology can work wonders.

Test. You don't know everything.

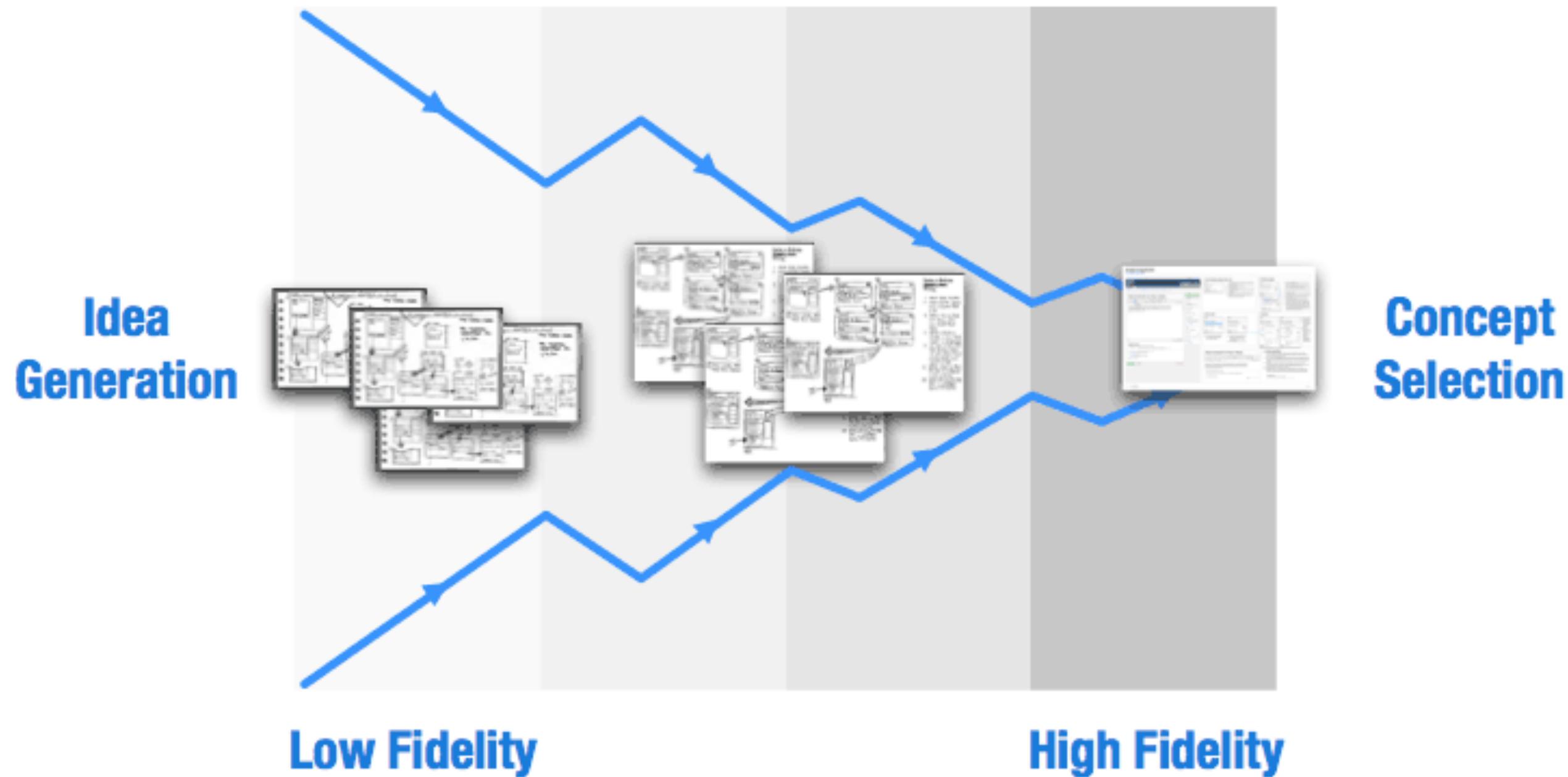


Every time someone ask a designer to  
“just make it look pretty”

**A baby kitten dies.**

Design isn't Crafting a beautiful  
textured button with breathtaking  
animation it's, **figuring out if there's**  
**a way to get rid of the button altogether.**

# THE DESIGN FUNNEL



# HIRING

hfi@humanfactors.com

HFI

idcian@yahooogroups.com

IDC

all@idc.iitb.ac.in

NID

hciidc@yahooogroups.com

placementblr@nid.edu

# PORTFOLIO

[behance.net](#)

[dribbble.com](#)

[coroflot.com](#)

[uiparade.com](#)

# INSPIRATION

[thenounproject.com](#)

[thefwa.com](#)

[kuler.adobe.com](#)

[smashingmagazine.com](#)

# BUILDING A CULTURE

Hire the best seeds.

Find people who are ready to invest the time.

Find multi-taskers.

Look for negotiation and persuasion skills.

Look for cultural change managers.

one more thing

just remember, increasing the number of user touch points and iterations, will increase the chance of a successful product.

... and aim for the **MDP**, (minimal desirable product)  
and **NOT** just **MVP** (minimal viable product)

let the force be with you!

Thanks!

Srikanta, Navneet, Sunil

YAHOO!