

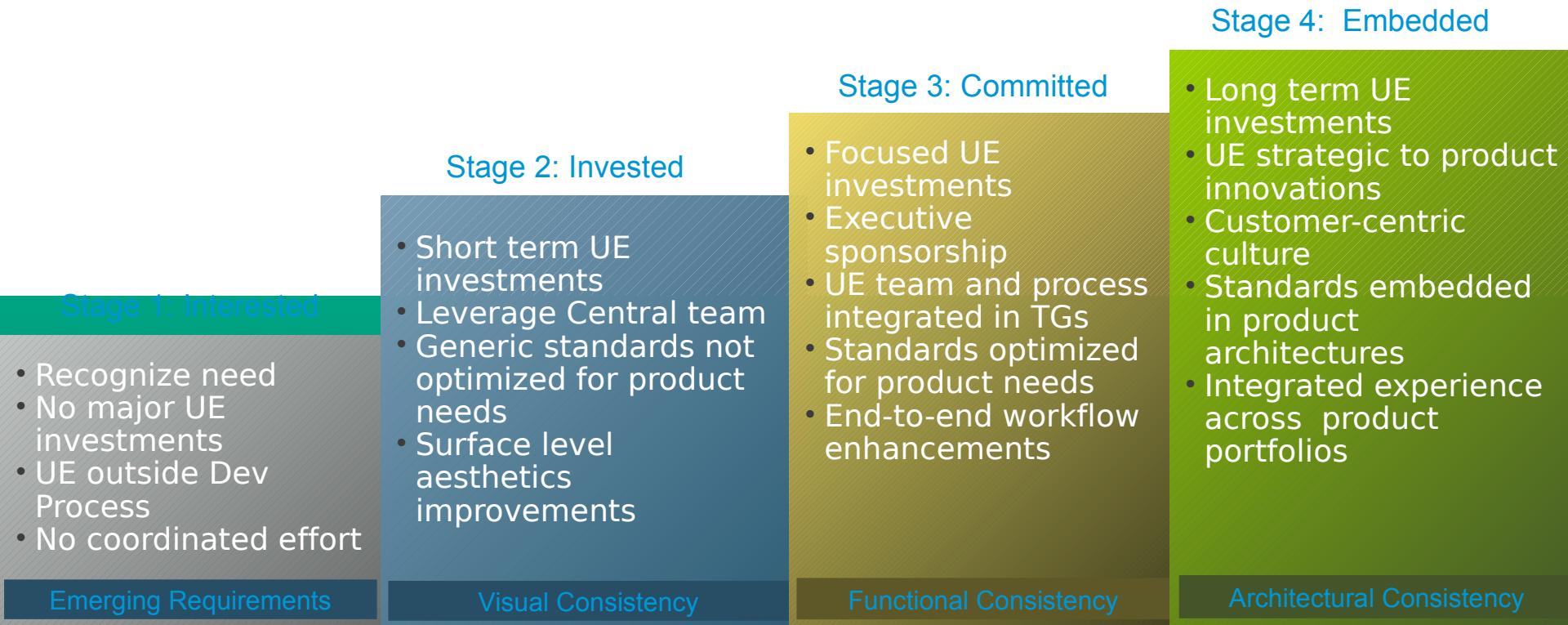
Creating great experiences

Project XQ

Susie Wee, VP and Chief Technology and Experience Officer

August 15, 2011

Stages of User Experience Maturity



Delivering the Integrated Collaboration Experience

- Experience-driven product development
- In-product and cross-product design
- Experience innovation



- Experience drives technology needs
- Technology enables great experiences
- Common architecture for user experience and technology

- Customer focus with user research
- Alignment with business models
- Seamless integration with business workflows



XQ is about teamwork and collaboration



XQ Workshop

“Where are we
on the XQ
scale?”

“What does it
mean to have a
great experience
product?”

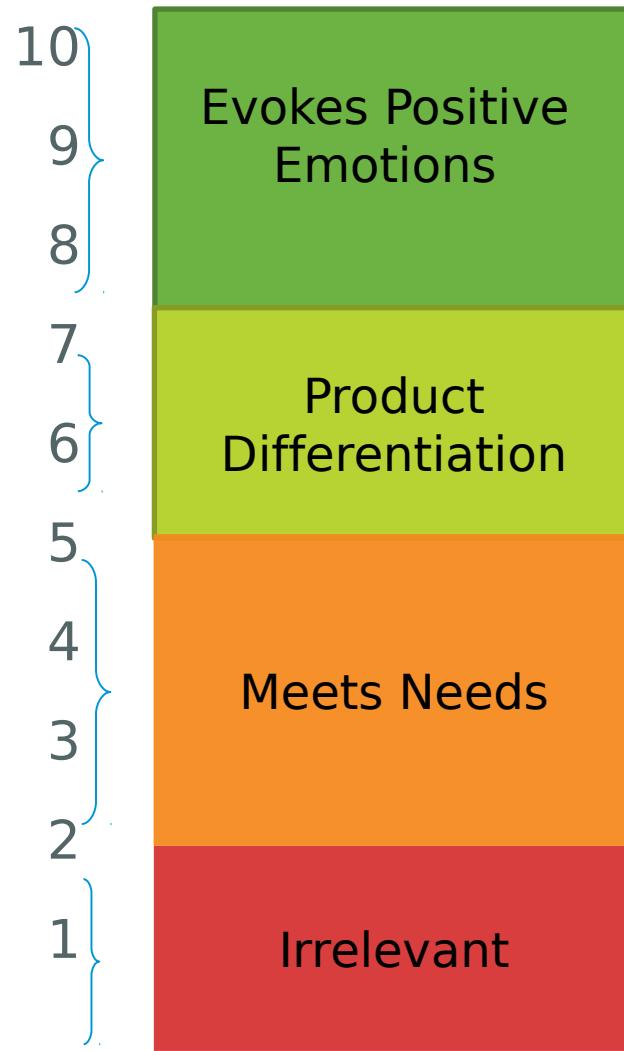
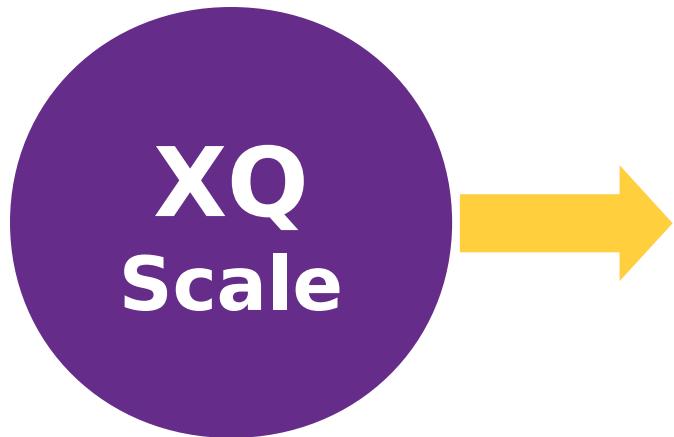
“Best practices
and areas for
improvement?”

“What are the
factors of a XQ
scale?”

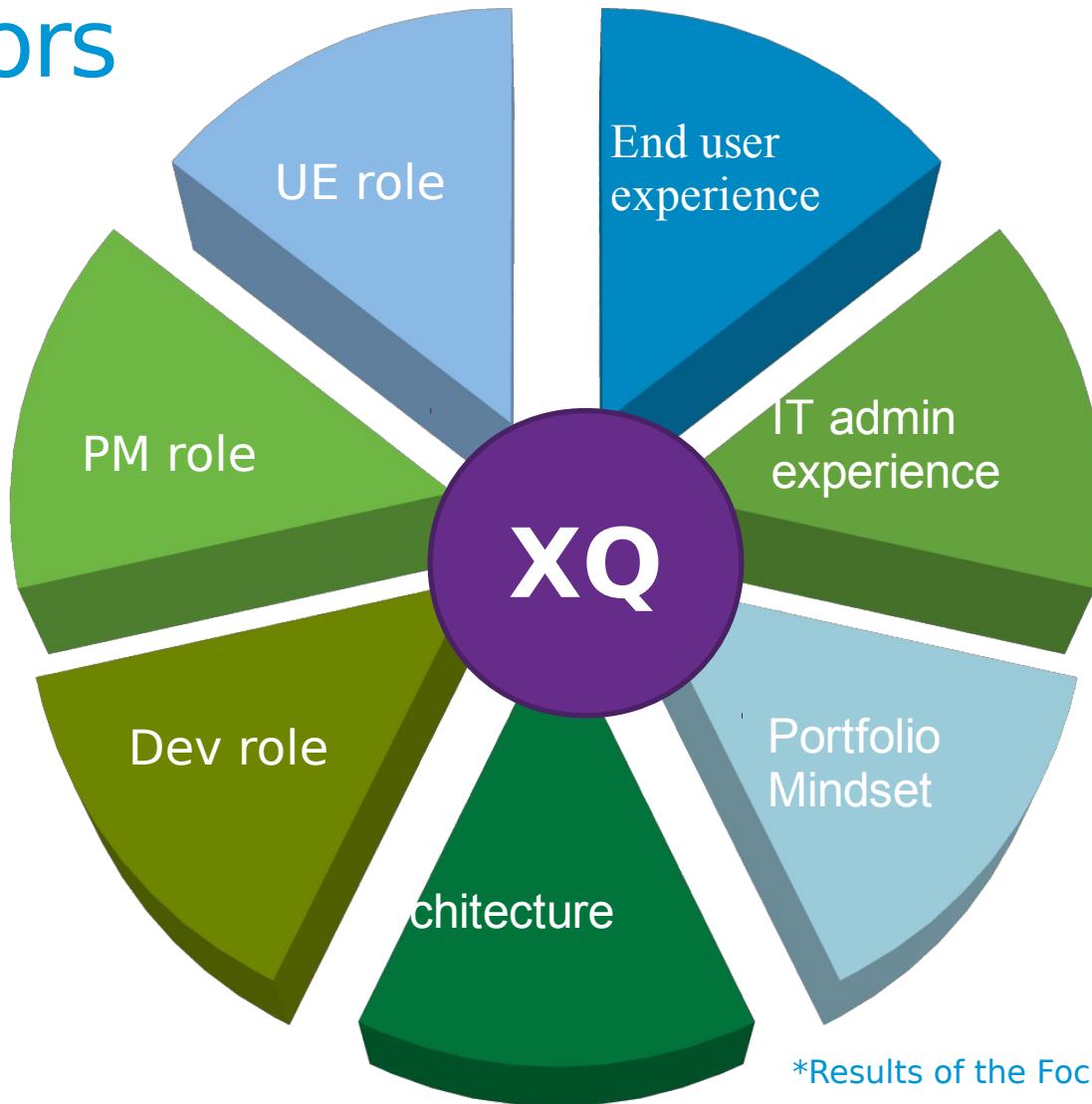
Focus Groups with PM, Dev, and UE



XQ Scale



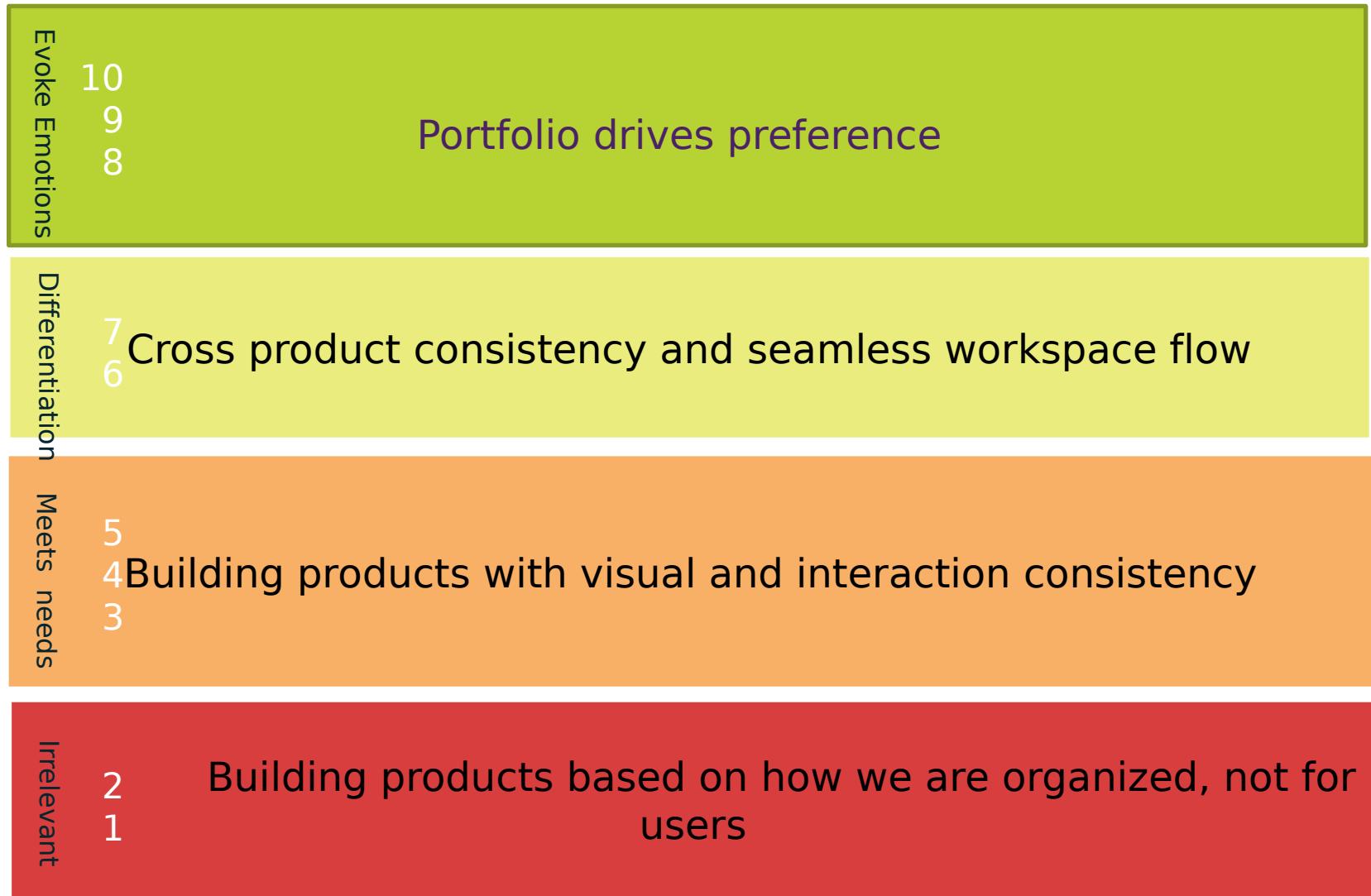
XQ Factors



End User Experience



Portfolio Mindset



“I skate to where the puck is going,
not where it has been...”

Wayne Gretzky

Thank you.



Futurama: The NEW Collaboration User Experience

Cordell Ratzlaff – Director, User Experience

August 15, 2011

Futurama Vision

1. Provide our customers with an integrated user experience across Cisco's collaboration product portfolio

2. Leverage Cisco's collaboration technologies to enable customers to do things they could never do before

Together, these form a powerful collaboration ecosystem unmatched in the industry



Play Video

Futurama Foundation



The Cisco Brand

Cisco =
Bringing people
together

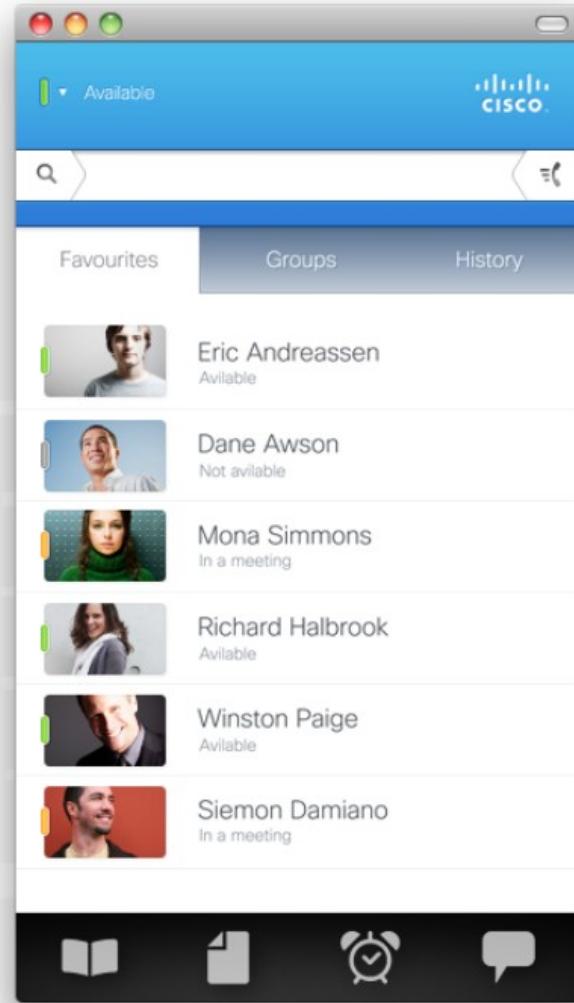


Video is the New Voice

Video is as ubiquitous, straightforward, and accessible as making a telephone call or sending an e-mail.



A Collaboration-Centric Model



The collaboration experience is organized around:

People
Content
Availability
Communications

3rd Generation User Interface Technologies



Remember
& Type



Point &
Click

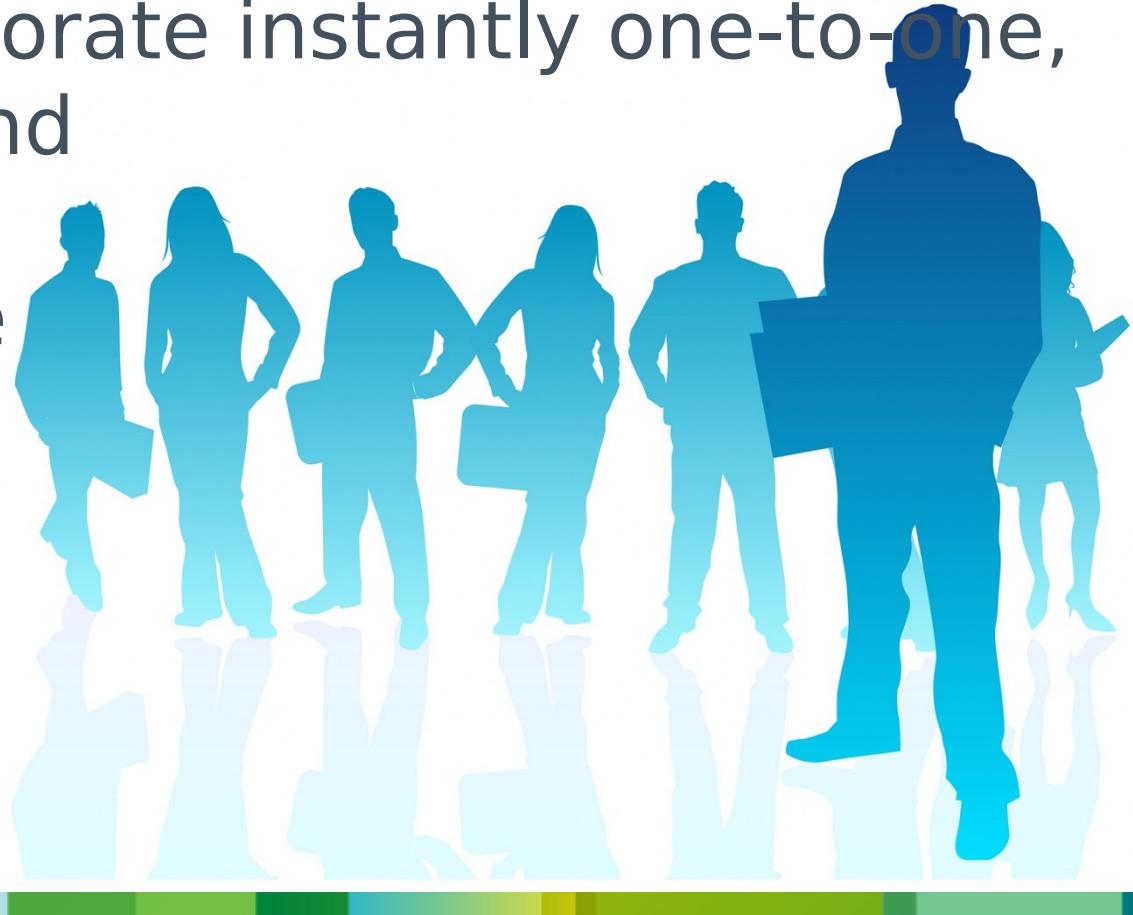


Touch &
Move



Anytime, Anywhere, from Any Device

A consistent user experience enables people to collaborate instantly one-to-one, one-to-many, and many-to-many from any device or platform.



Futurama Tracks



Four Futurama Tracks

Personas – understanding the people who use our products

Visual design – how our products look

Interaction design – how our products work

Industrial design – the physical representation of the Cisco brand



Collaboration Personas



Liason Liam

External-Facing Team Facilitator

Company proxy

Manages relationships to create opportunities



Catalytic Cassidy

Internal-Facing Team Facilitator

Implements vision by leading collaborations across SMEs

Social network broker



Details Delaney

Subject Matter Expert

Scheduled in-person or virtual presence

Creates new knowledge, productive results



On-Site Oscar

Subject Matter Expert

In-person and mobile

Real-time, integrated information consumer and producer



Reactive Reena

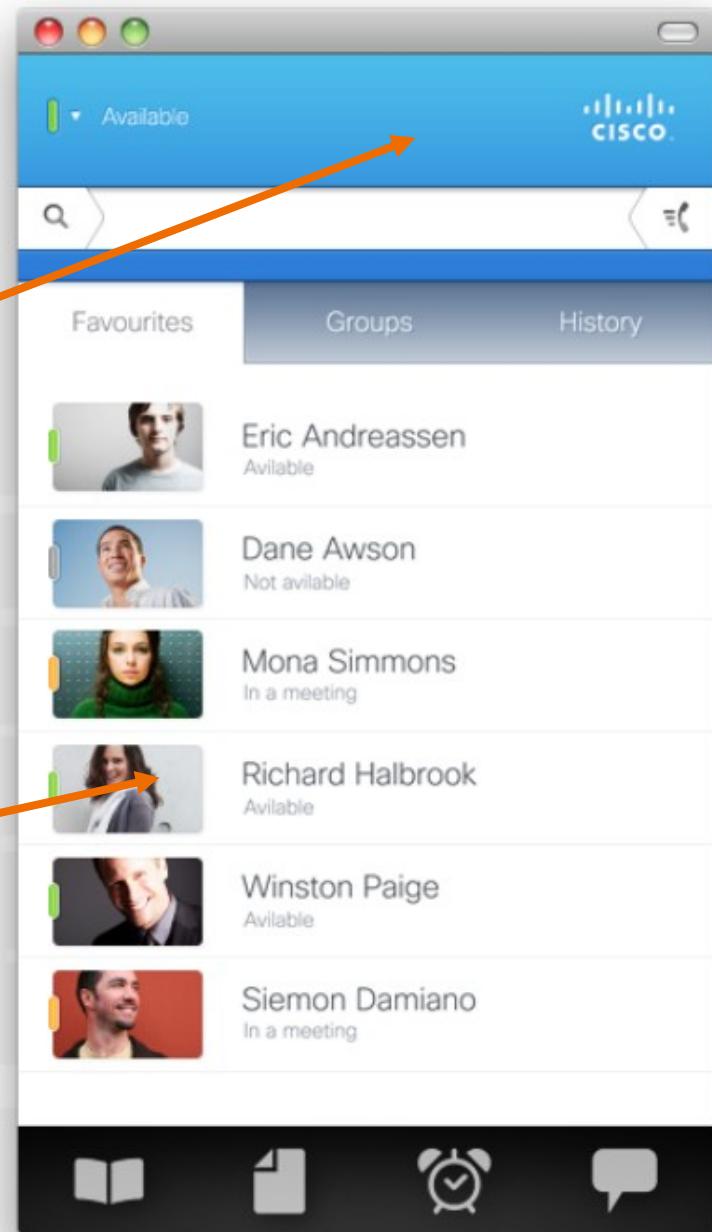
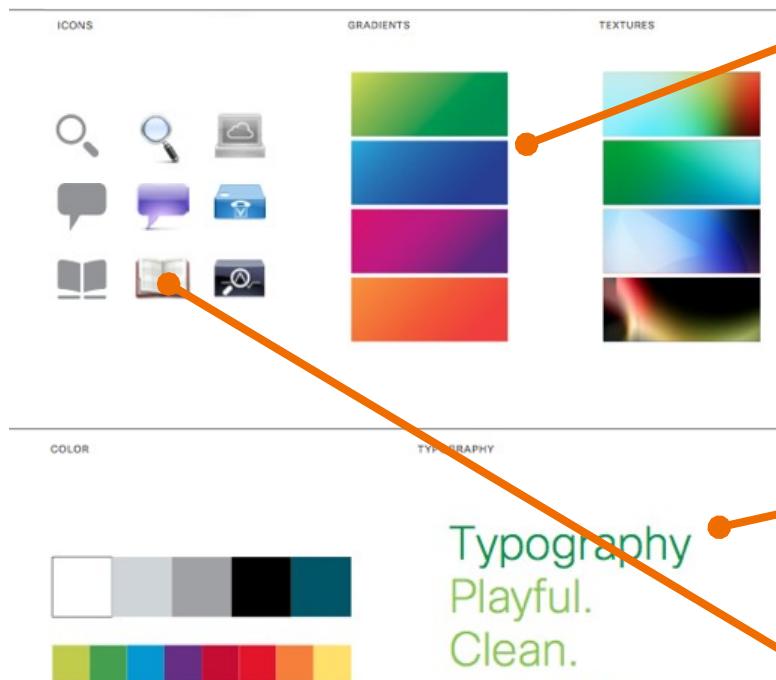
Subject Matter Expert

Virtual provider of solutions, support, service, selection

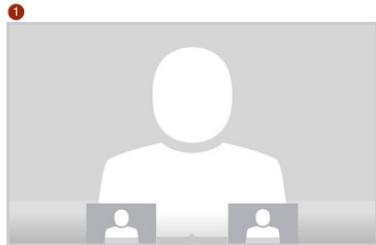
Proxy for company knowledge base



Visual Design



Interaction Design



Principles

The conversation experience should be:

- **Consistent:** Consistent across all products but optimized for the capabilities of each product.
- **Understandable:** Promote natural communication and enhance users' understanding of the meeting.
- **Predictable:** Help users anticipate how changes affect the layout (e.g. when someone speaks, when content is shared, when new participants join, etc.)

Layout Types

The following layouts may be supported based on context and platform capabilities. All layouts may not be appropriate for every end-point.

When content is not being shared:

1. **Active Speaker with Participant Video Strip:** The Active speaker video fills a large portion of the screen and the participant video strip is placed **beneath** the active speaker. The strip may be overlaid or separate from the Active speaker's video.

2. **Active Speaker Only:** The Active speaker video fills the screen or window, as appropriate. When the Active speaker is not sending their video, display the previous speaker's video and some information about who is speaking e.g. immersive systems. Alternatively, the avatar of the active speaker can be shown if they are not sending video. e.g non-immersive systems.

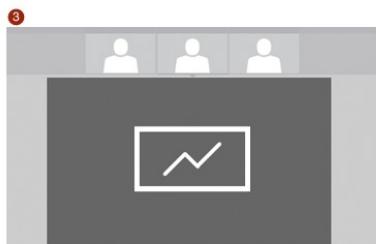
When content is being shared:

3. **Content with Participant Video Strip:** The content fills a large portion of the screen and the participant video strip is placed **above** the content (for better eye contact and gaze awareness). If the participant video strip cannot be placed above the content, e.g. for technical reasons, it may be placed in another location. The video strip may be configured to show just the active speaker video.

4. **Content Only:** The screen displays the content that is being shared and fills the screen or window as appropriate.

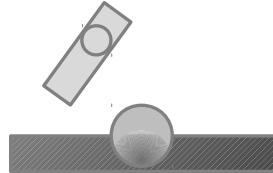
Guidelines

- Make use of available screen real estate.
- Retain eye contact and secure gaze awareness.
- Avoid overlap of important information.
- As new participants join a meeting, they should be added to the participant video strip from the center.
- Show some indication of all the participants in the meeting even if they are not sending their video.
- If a user overrides the application default layout, those settings should be remembered throughout the conversation.
- When a participant isn't sending their video it is desirable to display their avatar in the video strip seen at other endpoints.



Industrial Design

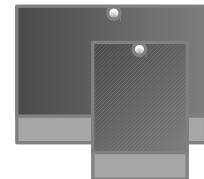
The Futurama industrial design language communicates Cisco's brand values across our collaboration portfolio



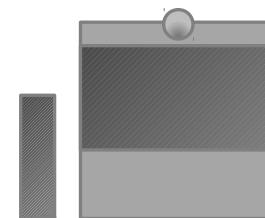
Accessories



Integrator
Codec



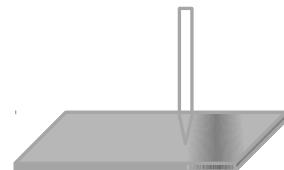
Mobile Devices



Desktop
Productivity



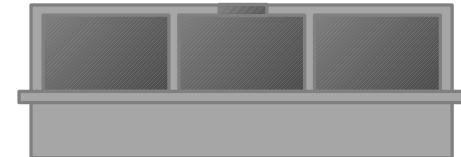
Audio
Conferencing



Collaboration
Surface



Multipurpose
Meeting Room



Immersive
Meeting Room

Thank you.



Panel Discussion: Futurama Game Changers and Cultural shift at Cisco

Tim McCollum, Jim Coffman, Raj Gossain, David Hsieh, Jacob Nordan, Susie Wee, Bruno Zerbib

August 15, 2011

Futurama : Creating an Integrated Collaboration Experience

- 1 Provide our customers with an integrated user experience across Cisco's collaboration product portfolio
- 2 Leverage Cisco's collaboration technologies to enable customers to do things they could never do before

Together, these form a powerful collaboration ecosystem unmatched in the industry

Software Products Working with Futurama

Jabber IM for iPhone

Jabber IM for Android Jabber for Windows

Quad 3.0 (Albani)

Nibbler

WebEx 11.x hosted and on-premise

WebEx Center applications

Jabber for Mac

Cius and deskphones (Android)

Cisco Mobile - iOS, Blackberry

Cisco Meeting Center Mobile - iOS, Android, Blackberry

Movi

Ocean Phase 2

Escape Phase 2



Product series	CY 2011		CY 2012				CY 2013				FY 2014	
	Q1	Q2	FY 2012		Q1	Q2	Q3	Q4	Q1	Q2	Q1	Q2
Audio conferencing					Beignet				Café au lait			
IP Phones	8945 (Gumbo)		Snoopy (4 phones) • Woodstock (Gumbo CR)	Canal & Bourbon (H-E) Burgundy (L-C)			Etouffee (KEM) Dauphine (8945 + KEM)		Elaine	?		
Cius (Synergy)	Gius		Cius CR	Cius 2								
VDI	Quebec		Ontario, USB cam, handset & Keyboard		All-in-one			• More VDI accessories (Mouse, headset)				
Touch & Collaboration Surfaces												
Personal Telepresence					Barolo Large	Barolo Medium						
Meeting room Telepresence					Monza single & Monza dual							
Immersive Telepresence	Solar Flare Mountain Jam 1100 EQL Sustain			Solar Flare MP		Solar Flare + Mountain Jam New ID X-Fire		Solar Flare				
Components	Asterix		Separa	Gabriel	Carbon Halley	Drishti	Pete					



Meet the Panel

Jim Coffman – Director, VTG Systems Architecture & TMEs

Raj Gossain – VP, CSG Product Management

David Hsieh – VP, CMO Emerging Technologies

Jacob Nordan – Director, TIBU Product Management

Susie Wee – VP, CCG CTEO

Bruno Zerbib – Director, TSBU Product Management



Game Changers

- **Person Based Operations**

- Invite the person, not the endpoint and join a meeting from any device, anywhere
- Presence and availability information widely utilized; Preferences, contacts, calendar travel with you

- **Common Directory and Contacts**

- Consolidated view of multiple directories from multiple sources like corporate, LinkedIn, Facebook, cross-company, etc.

- **Smooth, seamless meeting scheduling and launching**

- No deep knowledge of systems needed to start meetings utilizing multiple collaboration products (e.g. Webex, telepresence, powerpoint, Quad) (aka no techno-stress).

- **Collaborate asynchronously.**

- TiVo for meetings: meetings automatically recorded, transcribed, translated and analyzed
- Ability to annotate content with text, audio or video, put it back into the community repository and notify community members.

Game Changers

- Continuous Clients
 - Easy transfer of conversation from one platform to another (e.g. tablet to telepresence)
- Cloud based Collaboration
 - Shared real time access to Apps and Data while in a video collaboration session/meeting
- Multi-user Collaboration Workspace
 - Multi-user White boards
 - Multi-user Applications - Quad, 3D rendering, War rooms, Customer support, Fashion...
- B2B Interop
- Geolocation
 - ability to find available rooms/resources near-by; directions; intelligent meeting control.



Thank you.



Introduction to Collaboration Design Library

Amy Gurri, Tim McCollum, Torkel Mellingen, Hallgrim
Sagen

August 15, 2011

Collaboration Design Library



Home

Interaction Design

Visual Design

Industrial Design

Collaboration Personas

Collaboration Dictionary

Futurama Workshop

Futurama Workshop

Cisco's Integrated User Experience Design for Collaboration

August 15, 2011

9am - 12:00 noon PST

SJC-C/1/Darling or via IPTV and WebEx

Register

Welcome to the Collaboration Design Library

The Collaboration Library is the outcome of the Futurama initiative intended to establish Cisco as a leader in Collaboration User Experience.

The main goals of Futurama are:

- Create a seamless user experience across Cisco's collaboration portfolio for Unified Communications, WebEx, TelePresence, Quad, IWE, Show and Share, and Pulse.
- Inspire designers, product teams, and engineers with a shared vision
- Provide a design library for common guidelines and standards in Collaboration products.

Here is a [short movie](#) to illustrate some of the concepts in Futurama.

The first version of the Library provides Futurama phase 1 guidelines for Interaction design, Visual design, Industrial design, Collaboration Personas, and Collaboration dictionary. These guidelines are approved and are ready to be implemented by products.

Roadmap

Futurama phase 2 will be focussing on these milestones:

- Incorporate designs into target product releases
- Complete Phase 2 archetypes and designs
- Develop Library and contribution workflows
- Complete architecture requirements
- Build demos and external launch

Contacts

Send feedback to futurama_library@cisco.com

<http://collaborationdesign.cisco.com/>

Governance and Contribution Process

“Open Source’ within Cisco”

- Library will support workflows to contribute, submit and discuss patterns
- Developing a Futurama alignment checklist and scorecard for products



Alignment Elements

- Interaction Design

Archetypes: common elements

Interaction flows: common action sequence

Navigation: common way to interact with product

- Visual Design

Identity elements: blue header, presence icons, avatars, colors, icons, font

Controls: input fields, buttons, checkboxes, etc.

Layouts: organization of elements, white space, margins and padding

Transitions and animations: behaviors

- Industrial Design

Identity elements: logo placement, colors, contrast, material, texture, icons

Form: simplistic geometry, slim edges, clean-cut front surface

Finish: precise edges and radians, hide technical elements, human details

- Dictionary

Consistent terminology, voice, and tone



Alignment Checklist Example (continued)

Interaction Design Archetype	Score	Notes
Recents	○	
Sharing	○	
Starting a Call	●	
User Status	○	
Visual Design	Score	Notes
Uses Blue header	●	
Uses color palette consistently across application	●	
Uses appropriate colors to communicate object states (e.g., selection, hover, pressed)	●	
Uses pictogram icons and consistent style	●	
Uses presence icons	○	
Proper placement of Cisco logo	○	
Uses Cisco Sans font		Cisco font doesn't render well on a PC

Collaboration Personas



Liason Liam

Also Known As

CEO, COO, CMO

Sr. Account
Manager

Lead Negotiator



“I enjoy getting to know people on behalf of my company.”

External-Facing Team Facilitator
Company proxy
Manages relationships to create opportunities

Technology Profile



Mobile



Screen Share



Social Media



Phone



Immersive



Presence



Chat/Groups



Video Call



Enterprise Apps



Conference Call



Video Message



Speech-to-Text

Work Profile

CONTENT



CONTEXT



ROLE



RULES



Collaboration Responsibilities	Challenges	Scenarios	Features and Resources
Represent company to public	<ul style="list-style-type: none"> Needs to be available to more than one group at the same time. Wants to coordinate with up-to-the-minute messaging 	<ul style="list-style-type: none"> Acknowledges incoming messages with a canned response. Initiates ad hoc conference calls frequently 	<ul style="list-style-type: none"> Needs one-click access to scheduled call Defaults to "Show" (present) over "Share" (joint edit) Requires remote client access to meetings
Develop new prospects	<ul style="list-style-type: none"> Needs triggers to follow up with prospects and new contacts. Needs to network quickly to find internal experts on short notice 	<ul style="list-style-type: none"> Finds and develops network and sales leads Develop customer sales opportunity by relating it to existing projects and timelines 	<ul style="list-style-type: none"> Discover people of value and influence online and face-to-face Create new relationships online and face-to-face
Maintain client relationships	<ul style="list-style-type: none"> Must extract key info from long transcripts, emails, voicemails Challenged by firewalls and org silos; timezone and cultural differences Needs to be charismatic to maintain relationships, build morale 	<ul style="list-style-type: none"> Hunts for current detailed project status Quickly identify important messages from among a high volume of messages Learn about colleague's backgrounds, focus areas 	<ul style="list-style-type: none"> Uses video for intimate understanding of issues Uses video to see the emotional tenor being expressed (using social signaling technology)
Discover needs for products		<ul style="list-style-type: none"> Reconciles what customer is asking for with what the product can do now. Figure out whether products will meet the customer expectations according to the customer timeline. Leverages internal SME knowledge for business process improvements to support the customer in incorporating best practices to solve problems. 	<ul style="list-style-type: none"> Needs messages pre-sorted and integrated by project, issue, effort, difficulty, communities of stakeholders Updates product requirements database with customer requests in rich video and as full detail as possible.
Pitch proposals		<ul style="list-style-type: none"> Prepares ideas, designs, sketches, examples to kick off discussion - with the help of Reena, Pierce, other Liams, Delaneys and Oscars. Reduces redundant work by locating internal case studies Accelerate the debrief process by helping others anticipate questions or concerns affecting negotiations 	<ul style="list-style-type: none"> Re-uses meeting transcripts Captures all client content first time it's said/shared
Manage multiple projects	<ul style="list-style-type: none"> He is always busy and must dynamically reprioritize attention to deal with incoming urgent issues Needs triggers to act on saved ideas, tasks Unable to make time to listen to voicemails or answer phone 	<ul style="list-style-type: none"> Represents new information in a single reply to all who might want an update Copes with daily schedule changes to who, when, where Participates in more than one meeting at a time 	
Craft team profile	<ul style="list-style-type: none"> Challenged to claim star performers as resource for client-facing projects Needs ways to organize what is learned about any contact (internal and external) for efficient re-use anywhere, anytime. 	<ul style="list-style-type: none"> Gathers best internal team to produce successful proposal quickly. Locates experts, get expert community access on demand 	<ul style="list-style-type: none"> Needs direct access on mobile phone to Corporate Directory Search by role, location Uses groups to access "anyone who knows" and core account teams on demand
Negotiate	<ul style="list-style-type: none"> Can't take effective notes in client meetings while paying close attention 	<ul style="list-style-type: none"> Facilitates difficult group conversations to solve business problems and define strategies 	<ul style="list-style-type: none"> Needs integration with SMS to allow for discrete exchanges with group chat teams of internal experts during negotiations
Go on-site to show context sensitivity	<ul style="list-style-type: none"> Constant meetings, needs to optimize travel time Access to internet at customer location can be unreliable, hard to set up 	<ul style="list-style-type: none"> Succeeds despite unreliable client resources Travels to unknown environments Finds conference rooms in new buildings Seeks opportunistic meet-ups Changes who, when, where in the day's schedule 	<ul style="list-style-type: none"> Wants to be efficiently opportunistic by knowing what needs to be shared, asked or resolved when in the presence of someone, something or somewhere Needs on-demand enterprise information/apps/dbases Uses speakerphone/headset Uses mobile apps and data plan extensively

Collaboration Dictionary



Collaboration Dictionary for UIs and Documentation

- A-B-C
- Collaboration Dictionary Board Action Items
- Collaboration Dictionary Board Meeting Minutes
- Collaboration Dictionary Minutes Duty Roster
- Compliance Guidance and FAQs
- D-E-F
- G-H-I
- J-K-L
- List of Do-Not-Use Terms
- M-N-O
- New and Changed Terms
- Pending Terms
- P-Q-R
- Search the Whole Collaboration Dictionary
- S-T-U
- V-W-X-Y-Z

[Tools ▾](#)

Collaboration Dictionary for UIs and Documentation

Added by [Christina Amante](#), last edited by [Gary Lefman](#) on Jul 11, 2011 [\(view change\)](#) [show comment](#)

Collaboration Dictionary

The *Collaboration Dictionary for UIs and Documentation* contains accepted terms and the guidelines for how the terms are used, to ensure accuracy and consistency across Cisco Collaboration product lines (Unified Communications, TelePresence, Collaboration Software/WebEx, and Enterprise Collaboration Platform).

1. To find and view terms, use the Dictionary Links at right.
2. To search for a term, go to the applicable lettered page and search, or [search the whole Collaboration Dictionary](#).
3. To submit terms for inclusion in the dictionary, email the [Dictionary Board](#). Our primary goal is consistency. To that end, we have the following priorities:
 - Address terms that have been used incorrectly or inconsistently across product lines (not necessarily all, but at least two or three).
 - Address terms that will be used across product lines in new interfaces.
4. For compliance information, see [Compliance Guidance and FAQs](#).
5. For information on the Collaboration Dictionary Board, see below.

NOTE: Only Dictionary Board members make changes to dictionary content and this wiki space.

Dictionary Version Info

The [December 16, 2010](#) version is available in EDCS. Next version will be posted in June 2011. (Older versions are available in [this EDCS folder](#).)

Dictionary Links

- [A-B-C](#)
- [D-E-F](#)
- [G-H-I](#)
- [J-K-L](#)
- [M-N-O](#)
- [P-Q-R](#)
- [S-T-U](#)
- [V-W-X-Y-Z](#)
- [List of Do-Not-Use Terms](#)
- [Search the Whole Collaboration Dictionary](#)

Dictionary Updates

[Check New and Changed Terms](#)

A-B-C

Term	Usage
1-800 number	Do not use. See toll-free number .
abbreviated dial	Do not use. See speed dial .
abort	Do not use. See cancel .
access code	<p>A numeric value that allows users to join the audio portion of a meeting under certain circumstances. Applications that use <i>access codes</i> may not assign them in all cases.</p> <p>The term <i>access code</i> can have modifiers to distinguish different types, such as <i>host access code</i> and <i>participant access code</i>.</p> <p>Note: An access code may have the same value as the <i>meeting ID</i> or <i>meeting number</i>, but they are not the same. Do not use <i>access code</i> to mean meeting ID or meeting number.</p>
access list	Do not use. See blocked contact and preferred contact .
activate	Do not use. See active (adjective) and turn on (verb).
active	<p>Something in use (for example, a call, a rule, a GUI window), or current (for example, hours or days in a schedule), or in present operation (for example, a profile, a PIN).</p> <p>Do not use to mean <i>enabled</i>. (Example of the difference between <i>enabled</i> and <i>active</i>: A rule set is a group of one or more rules that are <i>enabled</i> on certain days and for a range of dates, according to your schedule. When the date or day specified for a rule set becomes current, the rule set becomes <i>active</i>.)</p> <p>Unacceptable: <i>in session</i></p> <p>See also enable and inactive.</p>

Interaction Design



Futurama Interaction Guidelines

"According to a study by Watermark Consulting, 2010 – a company's overall performance can be impacted by positive user experience design. Study shows 49% increase in stock price for companies with Leading User Experience Design.

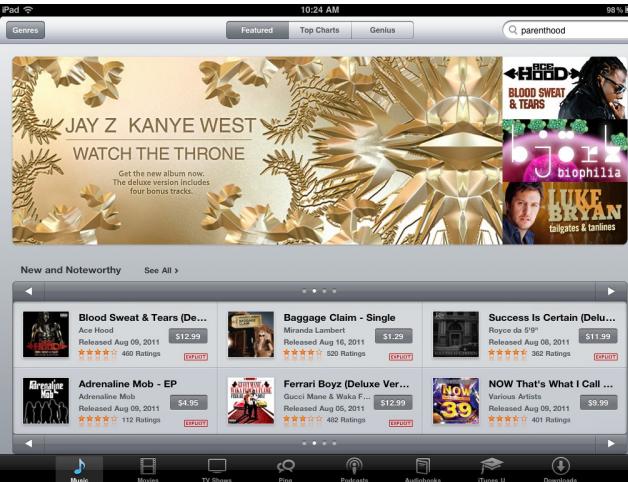
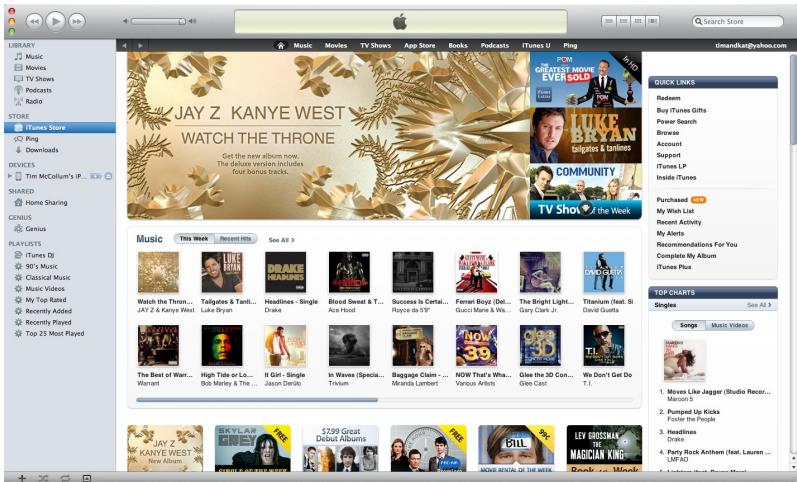
There is a high correlation between customer experience and three key elements of loyal behavior: willingness to buy more, reluctance to switch, and likelihood to recommend."



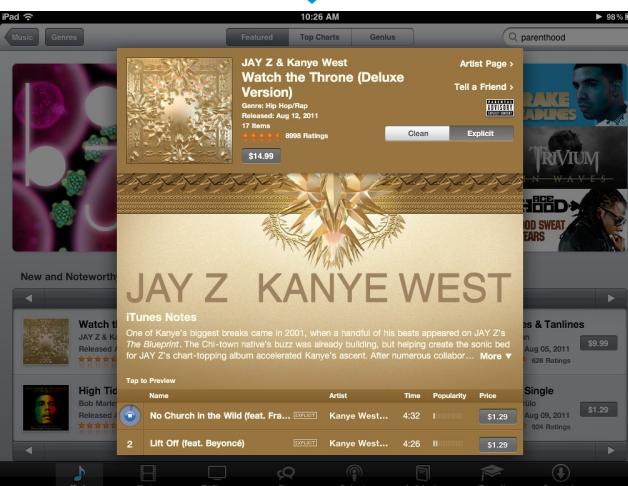
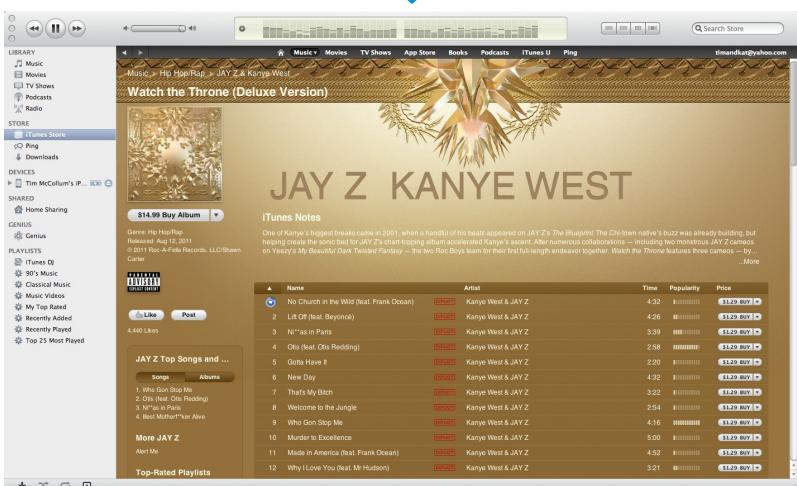
Leading User Experience Designs exist when users believe a company consistently delivers the right experience for the tasks they perform with each application on each platform.



Futurama Interaction Guidelines



This block contains three screenshots of the iTunes Store. The top one shows the 'New Releases' tab with a banner for 'SKYLAR GREY' and 'JAY Z KANYE WEST'. The middle one shows the 'New Albums' section with a banner for 'DAVID GUETTA'. The bottom one shows the album details for 'Watch the Throne (Deluxe Version)' with a price of \$14.99. A large blue arrow points down to the final screenshot.



This block contains two screenshots of the iTunes Store. The top one shows the album details for 'Watch the Throne (Deluxe Version)' with a price of \$14.99. The bottom one shows the reviews section with 9032 reviews and a 5-star rating. A large blue arrow points down to the bottom right corner of the slide.

Futurama Interaction Guidelines

Craftsmanship

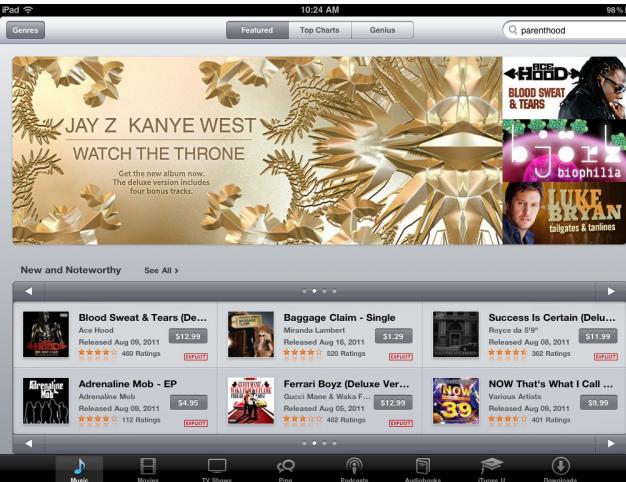
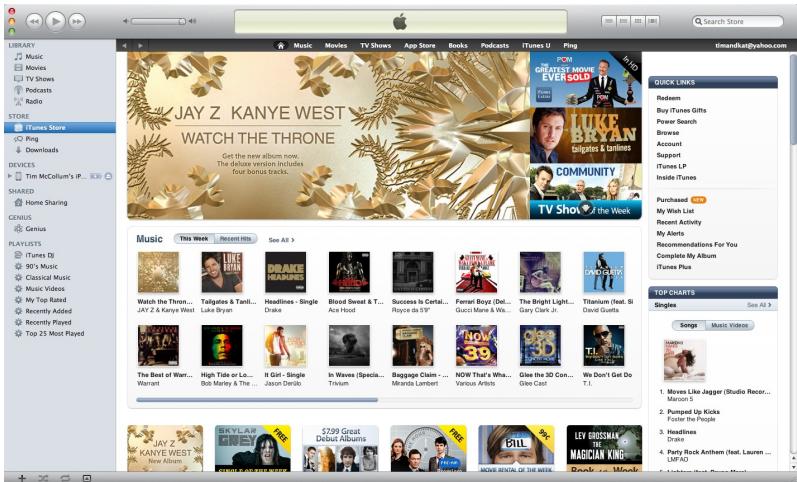


Futurama Interaction Guidelines

Principled Design



Futurama Interaction Guidelines



AT&T 7:18 PM 21%

New Releases Top Tens Genres

SKYLAR GREY FREE **JAY Z** KANYE WEST New Album

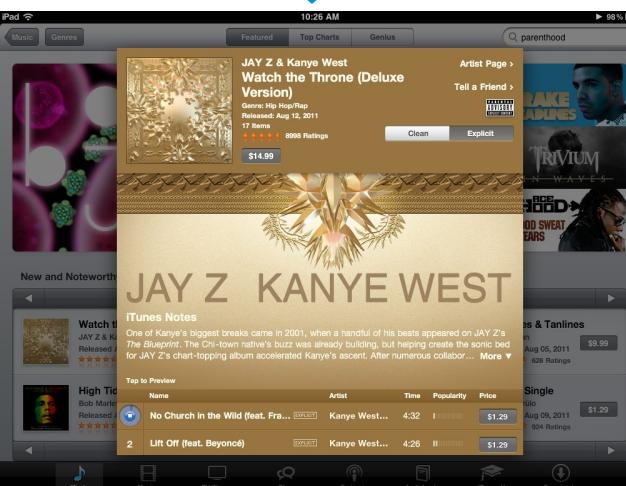
DAVID GUETTA Exclusive Singles \$7.99 Great Debut Albums

New Albums

JAY Z & Kanye West Watch the Throne (Deluxe Version) 8669 Ratings

Luke Bryan

Music Videos Search Purchased More



AT&T 10:27 AM 100%

Music

JAY Z & Kanye West Watch the Throne (Deluxe Version)

Genre: Hip Hop/Rap Released: Aug 12, 2011 Total: 17 Items \$14.99

9032 Reviews

No Church in the Wild ... EXPLICIT \$1.29

2 Lift Off (feat. Beyoncé) EXPLICIT \$1.29

3 Ni**as in Paris EXPLICIT \$1.29

4 Otis (feat. Otis Redding) EXPLICIT \$1.29

Music Videos Search Purchased More

Futurama Interaction Guidelines

 **Contacts**

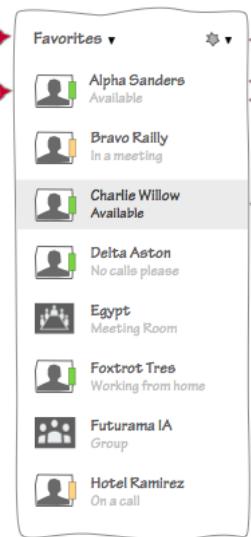
[View](#) [Attachments \(10\)](#) [Info](#) [Browse Space](#)

Added by [Kelly Muniz](#), last edited by [Julie Horner](#) on 2011-Jul-26 ([view change](#))

Labels: (None)

 Refer to the [Visual Design library](#) for reference implementations of this archetype.

Contacts (with Favorites group selected)



Contacts may be any contactable entity such as a person, a room or a group. The contact list is associated with the user such that the same list is displayed on any product he/she authenticates with.

The contact list allows the user to browse his/her relevant contacts. The entire collection of relevant contacts is available under the **All** group and include user-identified contacts in the corporate directory or external directories the user has configured, and also people the system has identified as relevant according to user actions---e.g. recent contacts and contacts the user follows. Refer to the [Contacts Conceptual Model](#) for more details.

1. Group Menu The Group Menu identifies the selected group and allows users to select a different group. The selected group is a sticky preference and therefore, it becomes the default group when Contacts is launched. The Favorites group is the default group for first time launch. This menu also allows users to add a new group. See example of Group Menu in #1i.

The type of groups listed in this menu are user-defined groups and system-generated groups. Refer to the [Groups](#) section below for more details.

2. Group Action Menu The Group Action Menu is easily accessible from the contact list and contains common actions for a group including, for example (as shown in #2i):

Start Conference Call with all in <group name>
Start Group Chat with all in <group name>
Schedule a Meeting with all in <group name>
Add to Favorites (for groups other than Favorites)
Add Contact...

Group Menu and Group Action Menu Examples



Archetypes provide the key detailed principles needed to craft seamless industry leading UE's across all applications and platforms in the Cisco portfolio.

They are not “cookie cutters” that enforce a rigid “sameness”.

Teams will need to work together to best determine how to realize the archetypes in their products to produce a seamlessly integrated product portfolio.

Futurama Interaction Guidelines

Phase 1 Archetypes

- Caller ID
- Chat
- Contacts
- Contact Card
- Conversation Controls
- Conversation Layouts
- Directory Search
- Incoming Call
- Meetings
- Meeting Reminder
- Microblog
- One Button Action
- Participants
- Recents
- Sharing
- Starting a Call
- User Status
- Video and Audio Mute
- Video Playback



Futurama Interaction Guidelines

- Futurama is not finished. This is just the beginning.
- “We” will refine and grow Futurama together as we craft a collaboration product portfolio with an industry leading user experience.
- To get involved or request assistance contact the interaction design core team (futurama_ia@cisco.com):



Visual Design



Who is it for?

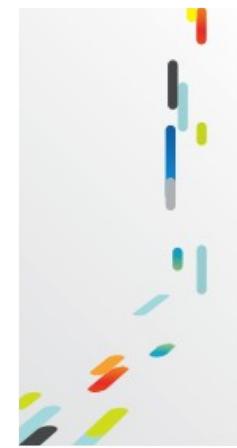
Visual Designers at Cisco Enterprise Collaboration

Visual Designers in other groups within Cisco

External Visual Designers

Product management and development team

Move



Scale and Overlap



Variant



The Visual Design Guidelines

Designed to maintain consistency and simplicity through design but still enough flexibility for growth and evolution

Futurama
Visual Design Guidelines



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Version 1 | May 31, 2011 futurama_vdg@cisco.com

Content

Brand background

Design values

Defining Cisco Unique

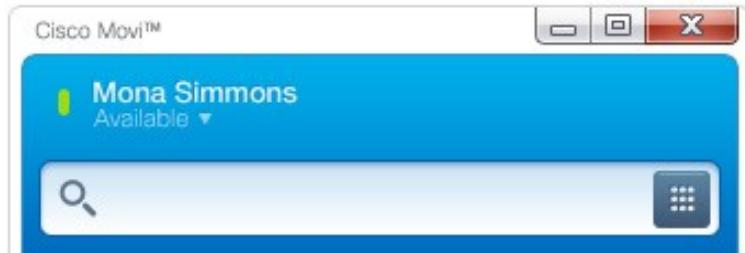
Visual Elements

UI Components

Layouts

Appendix

WINDOWS APPLICATION



IPHONE



Flexible

Consistent



Provide enough flexibility to allow for change while also providing an organic platform for future growth.

Consistent appearance, placement, and meaning of important visual cues make it easier for the user to interpret and respond to new situations as they arise.





Brand Reboot Assets

Overview

We've created building blocks for communicating Cisco's Brand Identity in a unified visual system we call the Brand Identity System. These building blocks, including logo, color, type, and icons, as well as guidelines for applying them, including treatments, gradients, graphics, and textures, have been designed to be modular so they can all be used together to innovate around the needs of different parts of the Cisco brand experience. These core elements are designed to be flexible, touchable, from consumer to shareholder, from partner to employee.

Color

Cisco Classic colors serve as a foundation palette that work universally across all of Cisco. Made up of white and monochromatic greys, and Cisco Blue, these colors will anchor and balance color expression when used with expanded color palettes or secondary palettes. When it is important to signal Cisco's brand identity, the legacy Pantone® 2427 remains a core color used in conjunction with the monochromatic palette.

Preferred and supplemental base colors span the color spectrum. These colors have been selected from the foundation palette from which to build and evolve secondary palettes.

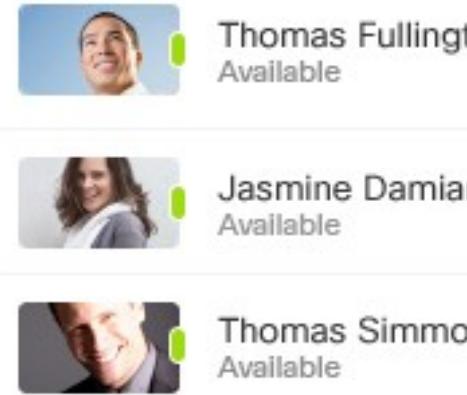
Leverages visual assets from the Cisco Brand Identity. It is consistent with other expressions of the Cisco brand.

Harmony



Make all the parts of the design work with each other.

Unique



Look for opportunities to define Cisco-unique elements never at the expense of usability.

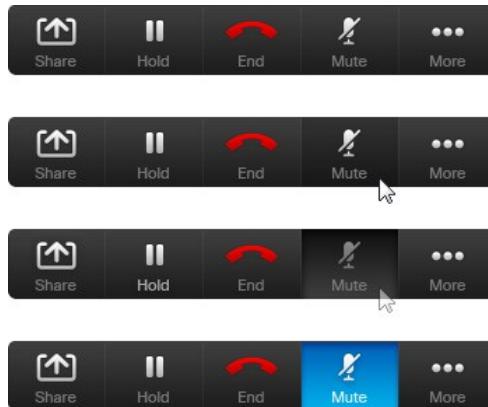


Visual Structure



Every interface element should have a purpose and place.

Communicate Intent



Affordances communicate function and help explain the purpose of an object in the UI.

Accessible



Use contrast, size, and redundant cues to make designs usable by as many people as possible.

Futurama Design Principles

Simple



Minimal



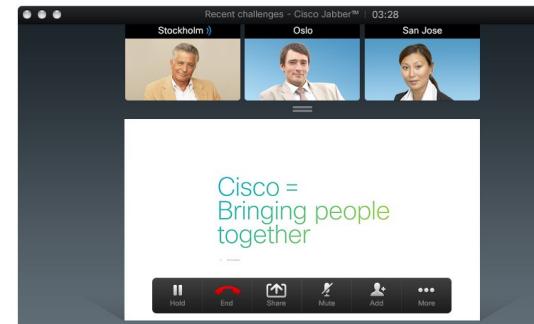
Try to accomplish more with less.

Predictable



Use regular shapes, colors, forms, and few typographic sizes to create patterns. Use contrast to attract attention to important elements in the interface

About the Content



Strip away as much "Chrome" and other unnecessary infrastructure elements. Content should be king.

Innovative



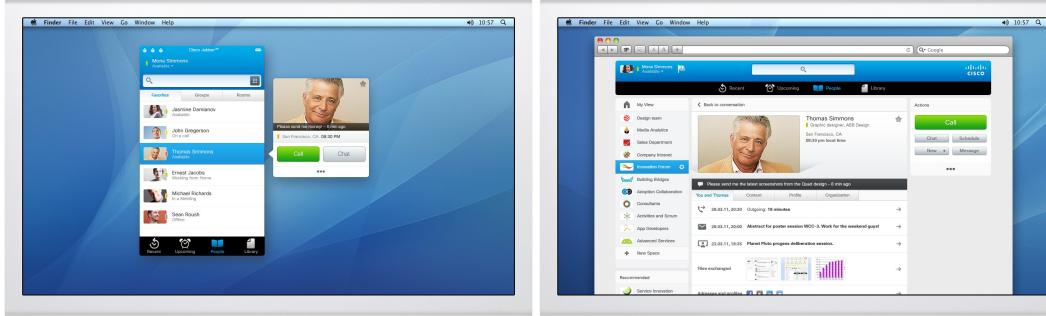
Look for opportunities to inform the conversation about technical feasibility.

Graceful Degradation



Figure our way to scale down the design to work within the technical constraints of today.

How to use it?



Coordinate



Inspire



Guide





Who to contact?

futurama_vd@external.cisco.com

Visual Designers at Cisco Enterprise Collaboration

Your team's visual designer



Industrial Design



Play Video

Current situation



Futurama ID target

- Desirable
- Functional
- Unique
- In line with Cisco brand



Futurama ID language: Human simplicity



Human simplicity

Human Simplicity is a design language which is friendly and approachable, and nonetheless radiates professionalism and high quality. This balance is achieved through the use of basic geometric shapes, rather than complex curves and organic shapes. A twist on the basic geometric shapes and a human touch on details will give our products more personality and make us stand out.

- Simplistic geometry but not completely basic shapes
- No ornaments, but enhanced detailing around interaction points
- Hiding technical elements such as screws, cable cuts, etc



The slightly conic shape gives the product more personality and makes it more human than a pure cylindrical shape

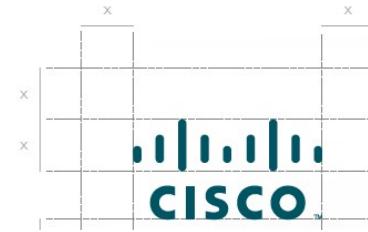
Visual elements used consistently



The Cisco logo

Give it space.

To preserve the integrity and visual impact of the Cisco logo, always maintain adequate clear space around it. The clear space around the logo is an integral part of its design, and ensures the logo can be seen



LED guidelines

Goal

Make sure Cisco products communicate consistently to end users, creating a better and more understandable user experience

LEDs

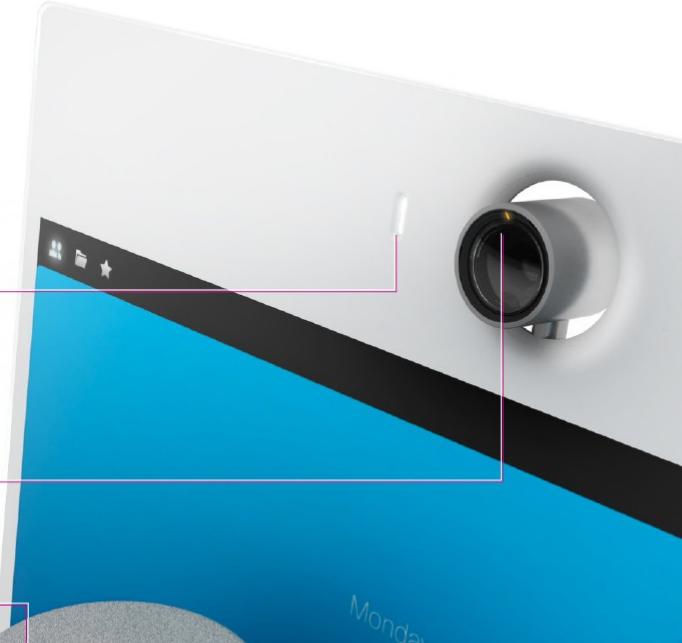
1. - White LED for on/off. Discrete, visible when looking for it.

- Off: No power or system not turned on
- On: System ready to use
- "Knocking": Means "Attention!". For cases of missed call, missing LAN etc
- "Flickering": Receiving IR signal
- "Pulsating": System is in standby mode (can receive calls)

2. - Orange LED for "in call", preferably close to camera.

- Off: System is not transmitting
- On: System is transmitting (recording or in a call)

3. - Green/red indicating "mic on/off", on "mic off" button



Aligning on colors, materials, and finishes



Color, material & finish

The choice of colors, materials and finishes influences the perceived quality of the product. Use finish and color to align your product with its customer profiles and market segments, but keep in mind that we are building a premium brand with consistently aligned professional products. When choosing materials, finish, etc. it is important to consider factors like production method, tolerances, and cost profile, but once again it is likewise important to see each product as part of a whole collectively creating the brand perception

Environment

Always consider the environmental impact when choosing materials. Unpainted plastic is often better than painted, aluminum is easier to recycle than steel etc. Less is often more.

Direction 1

A bright and inviting CMF story with a clear haptic surface differentiation experience.

A sensation of human softness is created through discrete material placement.

The materials and colors are carefully selected focusing on contact points and detailing to guide the user to different functionalities of the product.

Colour Palette

CMF Specs:
Thin silver back printed acrylic glass.
Warm white.

Placement:

- Screen frame
- Front glass masking

CMF Specs:
Mottled polyester felt.
Mottled, light, grey.

Placement:

- Speaker Cover

CMF Specs:
Homogeneous, soft touch ABS-plastic.
Warm, super matte, white.

Placement:

- Back shell
- Lid

CMF Specs:
Chromed metal.
Chrome.

Placement:

- Camera ring
- LED-detail
- Speaker
- Buttons

Application Ratio

Direction 2

A warm and highly haptic CMF story where a distinct combination of materials and surface finishes creates a unique and professional product experience.

The warm subdued color scheme creates a sophisticated and understated professional look.

The materials and colors are carefully selected focusing on contact points and detailing to guide the user to the different functionalities of the product.

Colour Palette

CMF Specs:
This sheet of anodized aluminum with a satin finish, framing the screen and top lighting details.
Dark, warm, gray.

Placement:

- Screen frame
- Lid
- Camera housing

CMF Specs:
Welded polyester fabric.
Dark, warm, gray.

Placement:

- Speaker cover

CMF Specs:
Rugged, matte plastic with a refined, sparkled texture.
Warm gray.

Placement:

- Back shell

CMF Specs:
Chrome metal detailing.
Chrome.

Placement:

- Camera ring
- Speaker
- LED-detail
- Buttons

Application Ratio

Aligning on form language

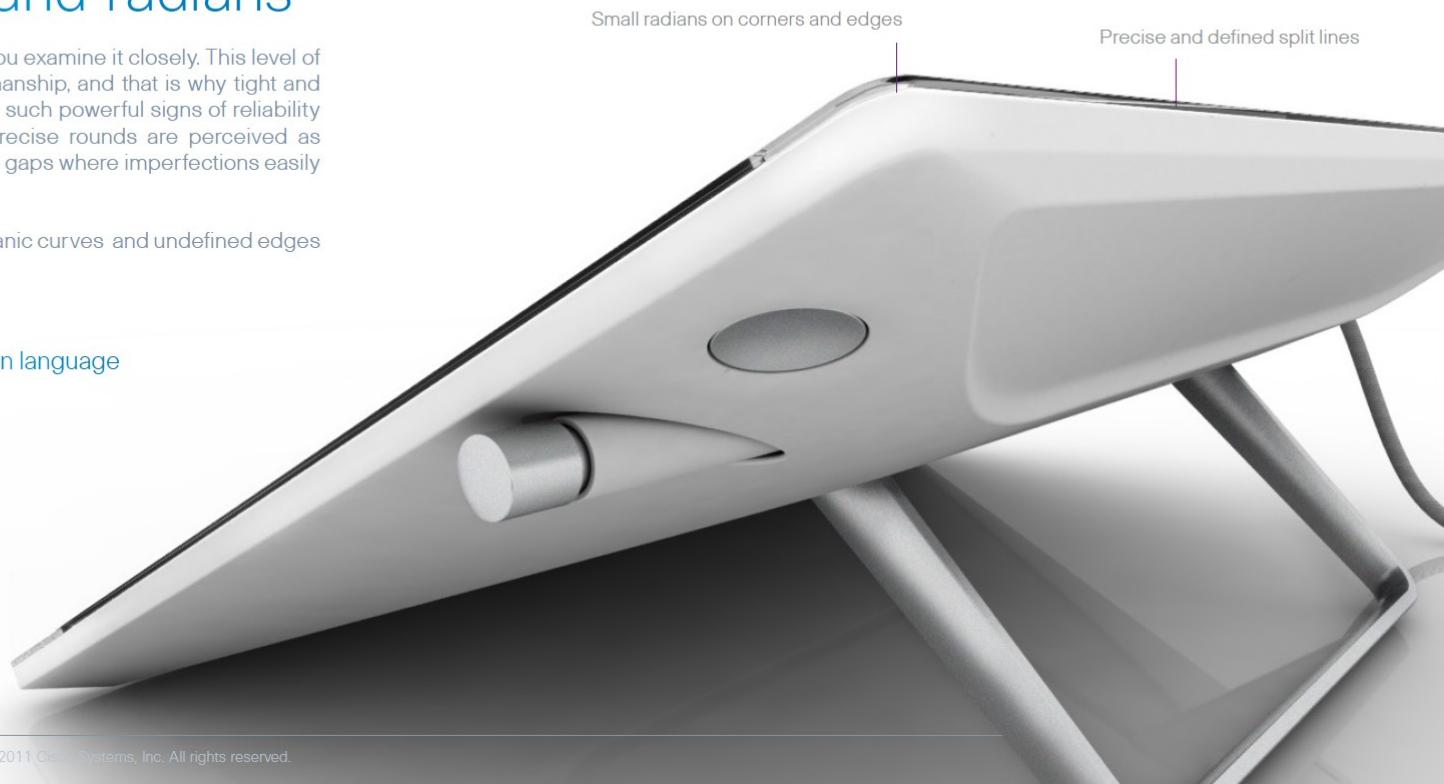


Precise edges and radians

A high quality product stands out when you examine it closely. This level of precision requires a high level of craftsmanship, and that is why tight and precise split lines, edges and radians are such powerful signs of reliability and high quality. Likewise, sharp and precise rounds are perceived as higher quality than large rounds and wide gaps where imperfections easily can be hidden.

We strive for precision. Large radians, organic curves and undefined edges are no-go.

- Quality and precision
- Differentiation from consumer design language
- Large curves only on main shapes



Further work



Stay tuned

- Contact: futurama_id@cisco.com



collaborationdesign.cisco.com

Thank you.

