User Experience

– From ENG to UX.
– Role of Design at Google.
– How do we design products.
– A day in the life...
– Things to keep in mind.
From ENG to UX
Be an engineer first!

Oh common!
I used to like Pascal...

type pstiva=^tstiva;
  tstiva = record
    next : pstiva;
    val : longint;
  end;

var
  a  : array[1..100,1..100] of longint;
  d, pi : array[1..100] of longint;
  n   : longint;
  prim, ultim : pstiva;

procedure AddToStiva(i:longint);
begin
  if (prim = nil) then
  begin
    new (prim);
    ultim := prim;
    prim^.next := nil;
  end
  else
     37:9

F1 Help | Insert a watch expression into the Watch window
then I moved an interesting mix....

server on my horrible pc

client on a beautiful ibook
and got a job doing those things yay!

Tuesday, June 28, 2011
What I worked on...

[Images: Time Travel: Past, Docs interface, Orders and Line Items interface]

Tuesday, June 28, 2011
Which are your favorite Google products?
Role of design at Google
To organize the world’s information and make it universally accessible and useful.
To organize the world’s information and make it universally accessible and useful.
Google has hundreds of millions of users around the world
More traffic from outside the US
Say no to drugs

Dites non aux drogues

No alla droga

La للمخدرات

Diga no a las drogas

麻薬を撲滅しよう

Sag' nein zu drogen

Diga não às drogas
Minimum number of languages?
Minimum number of languages?

40
“Focus on the user and all else will follow.”
Google philosophy
Our 10 Principles of User Experience

1. Focus on people; their lives, their work, their dreams.
2. Every millisecond counts.
3. Simplicity is powerful.
4. Engage beginners and attract experts (the 80/20 rule).
5. Dare to innovate.
6. Design for the world.
7. Plan for today’s and tomorrow’s business.
8. Delight the eye without distracting the mind.
9. Be worthy of people’s trust.
10. Add a human touch.

see the principles in their entirety at: http://www.google.com/corporate/ux.html
User experience team

- Interaction Designers
- User Experience Researchers
- Visual Designers
- Web Developers
- UI Copywriters
- Participant recruiters
- Managers
“Google is run in a very unconventional way. There's a lot of learning as you go, which I find amazing. It's also much more chaotic. We want to have an ecosystem of ideas where we just build stuff and see if it works. If it sticks, then we continue development. So things aren't as carefully planned, and things like resource allocation are really challenging.”

Irene Au
Director of UX at Google
Other design teams at Google

Creative Lab
Webmaster (doodles)
Graphics

T-Rex and Flamingos, Outside Google Headquarters (Mountain View, CA)
How do we design products at Google?
Technology centric approach
User’s perspective

User Interface

Magic
e + Pm + UX(r + d) = Successful Products

Where...

e = Engineering
Pm = Product Management
UX = User Experience
r = Research
d = Design
Google Docs for Android
Information gathering

http://www.flickr.com/photos/philliecasablanca/2070476239/

http://www.flickr.com/photos/yourdon/3405811164/

http://www.flickr.com/photos/yourdon/3563945549/
Studying users in the real world ...
Studying users in the real world ...
What do we want to build?

Tuesday, June 28, 2011
Oh thats easy!
Voilà!
Sketches
Storyboards

...OK DAVE, MEET YOU AT 5...

LATER...

OK, MEET YOU & DAVE AT 5. SEE YA, HELEN

SEND SMS

CALENDAR
TODAY 2:30
5PM
MEET DAVE & HELEN
6PM

LATER...

5PM
DAVE
HELEN
16:58
(ON BUS)
17:20
TONY
Mocks

Main actions go here:
Search

Quick filters
Get the user started right away

Doc types filters
Get the user started by showing them only the type of doc they are looking for

Personalization
Collections and account settings

Everything  Images & Videos  Recent

Starred  Spreadsheets  Drawings

Text docs  Presentations  PDFs

Collections  Change account
Flows

Home/dashboard
A welcoming screen that will show up the first time the user launches the app. Here, we “guide” the users into choosing a filter to start. This helps to reduce complexity in the other screens as the dimensions to filter can be reduced.

Quick filters
Intended for beginner users. They slice all your files in a very general and easy way.

Doc type filters
This is the first dimension a user selects. If the user wants to change doc type s/he can either:
- Simple: go back home and pick a new doc type filter.
- Advanced: press menu, and tap on doc type. The benefit of this option is that it can be combined with other dimensions in order to further narrow your doc list.

Personalization
These screens need previous customization from the user and they provide another dimension of filtering for your doc list.
Detailing mocks...
Going into specifics...
Visuals

- Feedback for presenters
  - Dec 24, 2010 - 6:00 pm
- Docs + UX prioritization
  - Dec 24, 2010 - 6:00 pm
- Japan QA Mobile Lab
  - Dec 24, 2010 - 6:00 pm
- Doodle Pipeline
  - Dec 24, 2010 - 6:00 pm
- Usability Lab Tours
  - Dec 24, 2010 - 6:00 pm
- UX Conference Tracking - 2011
  - Dec 24, 2010 - 6:00 pm
- Irene’s office hours
  - Dec 24, 2010 - 6:00 pm
Existing patterns & guidelines

Specs for ENG

- **Header gradient:**
  - 90 degree inclination starting with 
    - \#BACCE9 and ending in \#E3E9F6.
  - It has a location of 59%.

- **Background gradient:**
  - 90 degree inclination starting with \#BACCE9 and ending in \#E3E9F6.
  - It has a location of 13%.

- **Switch account gradient:**
  - 90 degree inclination starting with \#BACCE9 and ending in \#E3E9F6.
  - It has a location of 50%.
  - With an 20% opacity.

- It also has a shadow with:
  - Opacity: 20%
  - X offset: 0px
  - Y offset: -3px
  - Color: \#231F20
  - Blur: 7px
Think about corner cases...
File bugs. Really.

Doc list

Current

Add quick hints menu item

Correct

Fix more menu:
- More button pressed #18244E
- Change balloon to match this mock
UI complete!

Tuesday, June 28, 2011
Life in a day...
What’s going on?
What’s everybody working on?
Why are we doing this?
How are we doing this?
Who is going to use this?
When are they going to use it?
When are we going to launch it?
A typical week...

Tuesday, June 28, 2011
# Meetings 1:1s

<table>
<thead>
<tr>
<th>Time</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>6pm</td>
<td>7am silence</td>
</tr>
<tr>
<td>7pm</td>
<td>8am silence</td>
</tr>
<tr>
<td>8pm</td>
<td>9am silence</td>
</tr>
<tr>
<td>9pm</td>
<td>10am silence</td>
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<td>3am</td>
<td>4pm silence</td>
</tr>
<tr>
<td>4am</td>
<td>5pm silence</td>
</tr>
<tr>
<td>5am</td>
<td>6pm silence</td>
</tr>
</tbody>
</table>

Tuesday, June 28, 2011
Weekly team meetings

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7am</td>
<td>Morning routine</td>
</tr>
<tr>
<td>8am</td>
<td>Morning routine</td>
</tr>
<tr>
<td>9am</td>
<td>Commuting</td>
</tr>
<tr>
<td>9:30am</td>
<td>Morning routine</td>
</tr>
<tr>
<td>9:30am</td>
<td>Make time (don't schedule please)</td>
</tr>
<tr>
<td>10am</td>
<td>Make time (don't schedule please)</td>
</tr>
<tr>
<td>10am</td>
<td>Snippets + blog</td>
</tr>
<tr>
<td>11am</td>
<td>Reshow of TGIF from MTV</td>
</tr>
<tr>
<td>12pm</td>
<td>Reshow of TGIF from MTV</td>
</tr>
<tr>
<td>1pm</td>
<td>Nao Hector 1:1</td>
</tr>
<tr>
<td>1pm</td>
<td>Corridors lunch brainstorm</td>
</tr>
<tr>
<td>2pm</td>
<td>Madoka Hector 1:1</td>
</tr>
<tr>
<td>2pm</td>
<td>2p – Annie Hector 1:1</td>
</tr>
<tr>
<td>3pm</td>
<td>Cakemix Weekly</td>
</tr>
<tr>
<td>3pm</td>
<td>mFolder weekly</td>
</tr>
<tr>
<td>4pm</td>
<td>CJK UX Studio Hour / vc bridge:3-133-7254</td>
</tr>
<tr>
<td>5pm</td>
<td>Office Hour</td>
</tr>
<tr>
<td>6pm</td>
<td>TGIF</td>
</tr>
</tbody>
</table>
Useful things to keep in mind.
Useful things to keep in mind.

– Time management.
– Now what? What to do?
– Communication.
In using the retrieval system, it is possible to:

a. 1, 2, 3, and 4.
b. 1, 2, and 3.
c. 1, 3, and 4.
d. 2, 3, and 4.

- a. Browse by topic.
- b. Browse by section.
- c. Search.
- d. Go to
Useful things to keep in mind.

- Time management.
- Now what? What to do?
- Communication.
Thank you!
Q&A