Interaction Design - Hector Ouilhet

June 29 2011

LMU München – Medieninformatik

Google Confidential and Proprietary

User Experience - Hector Ouilhet

June 29 2011

LMU München – Medieninformatik

Google Confidential and Proprietary

Google Confidential and Proprietary

User Experience

Google

- From ENG to UX.
- Role of Design at Google.
- How do we design products.
- A day in the life...
- Things to keep in mind.

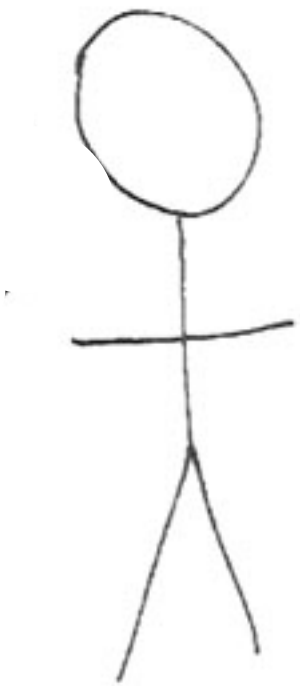
Google Confidential and Proprietary

Google

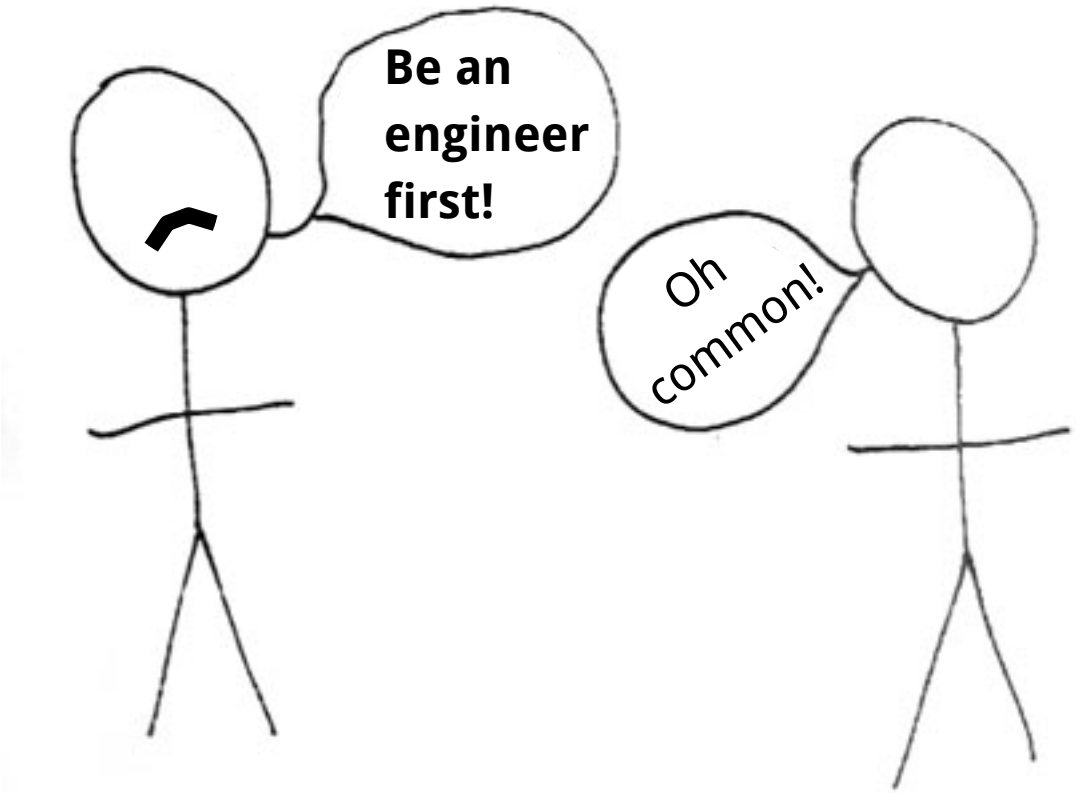
From ENG to UX

Google Confidential and Proprietary

Google



Google Confidential and Proprietary



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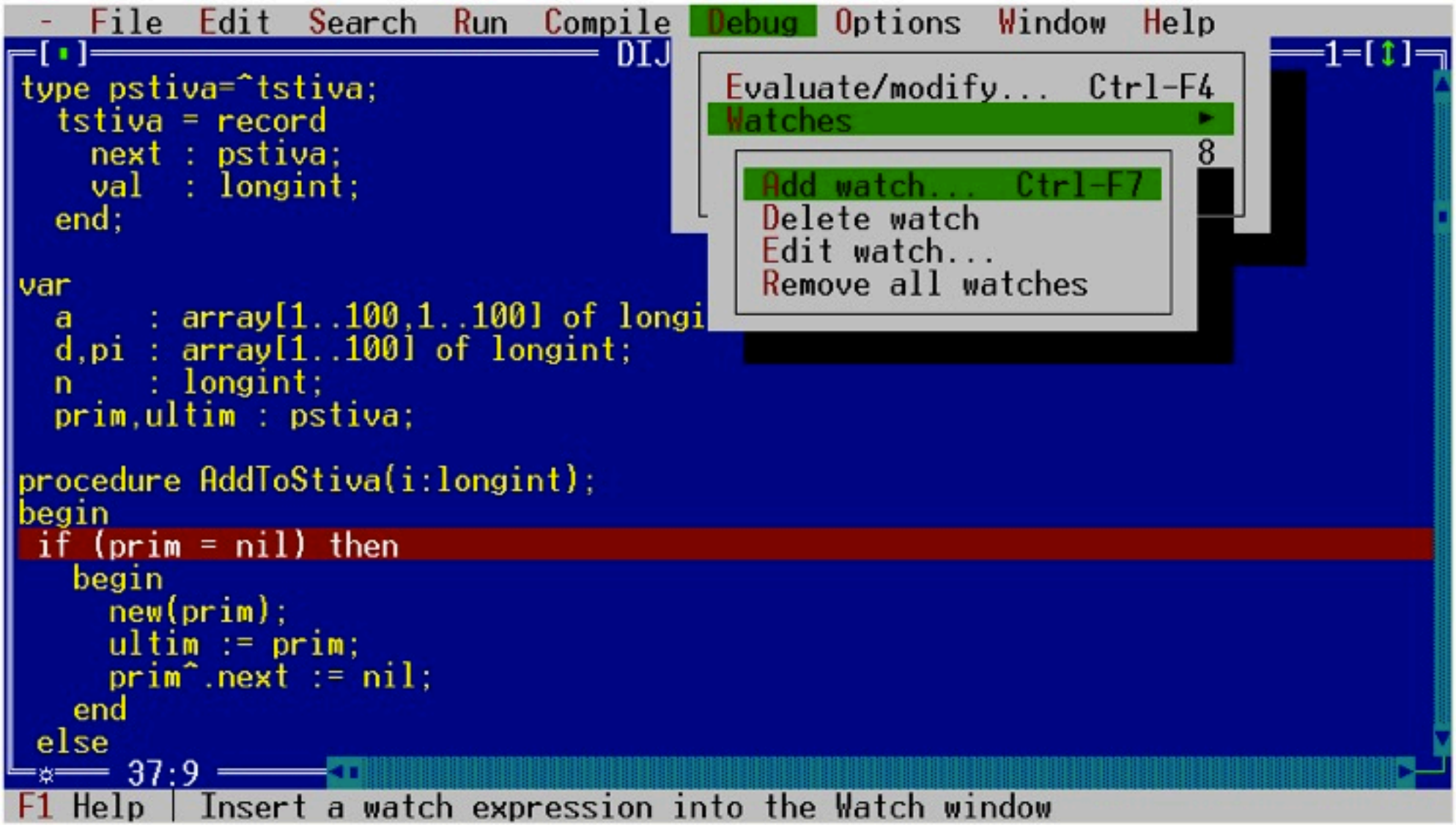
I used to like Pascal...

Google



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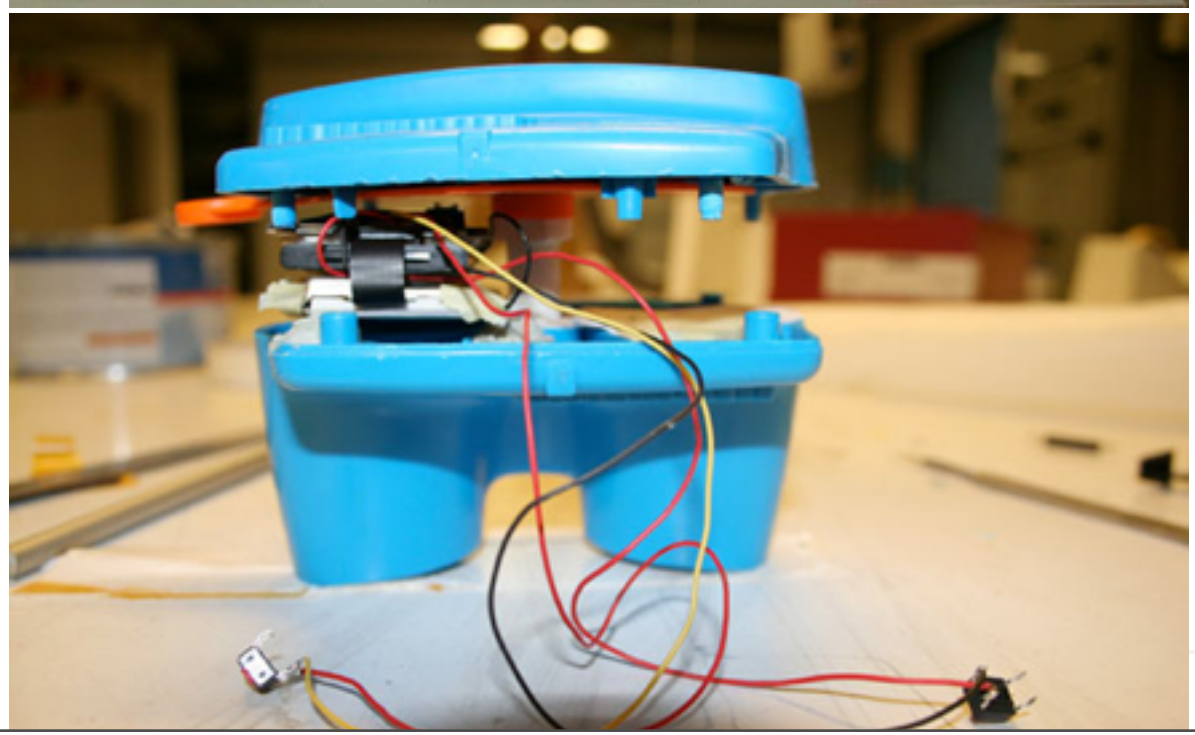
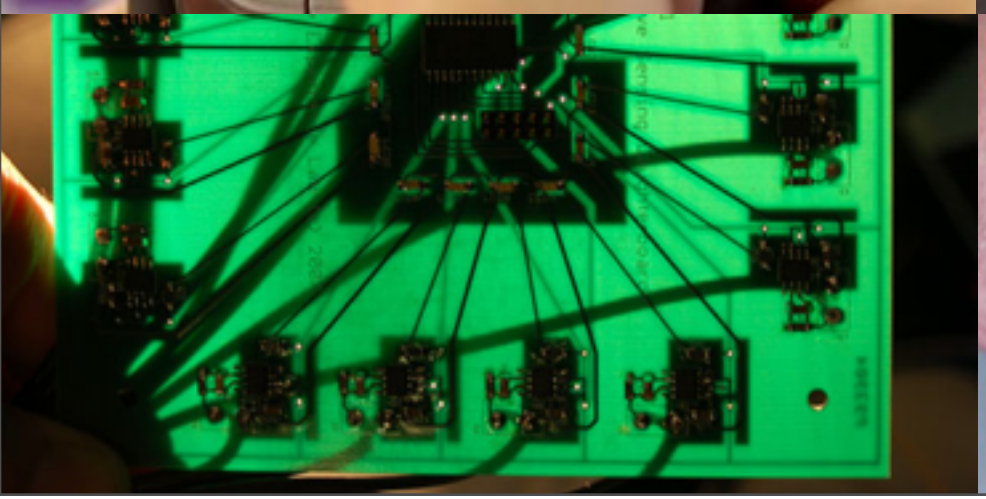
then I moved an interesting mix....

Google



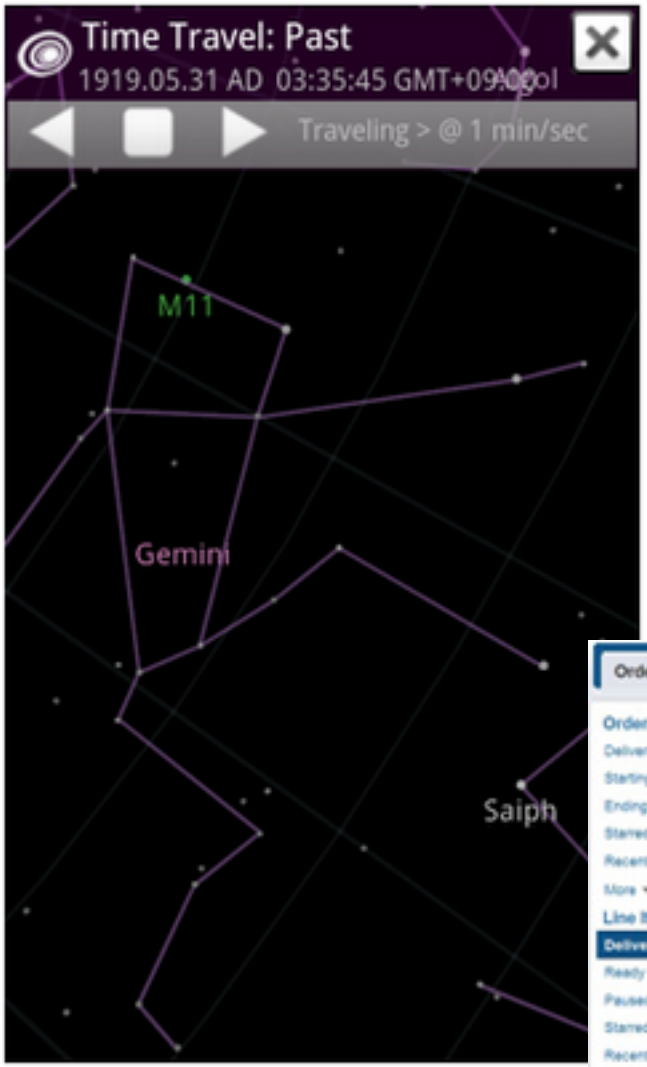
and got a job doing those things yay!

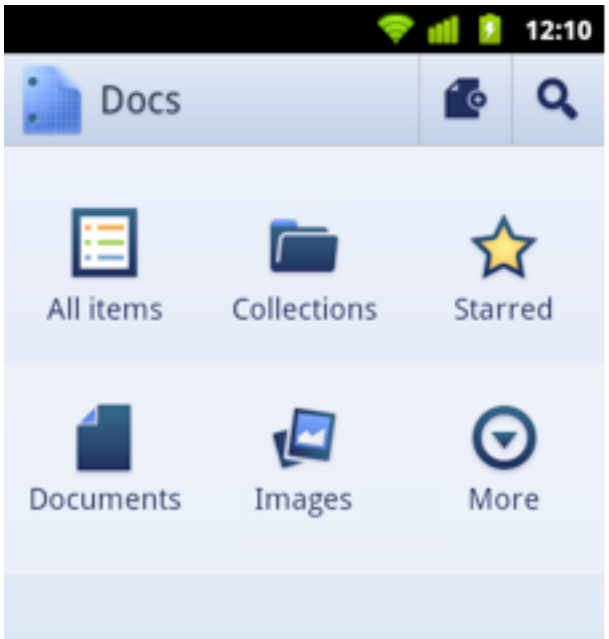
Google

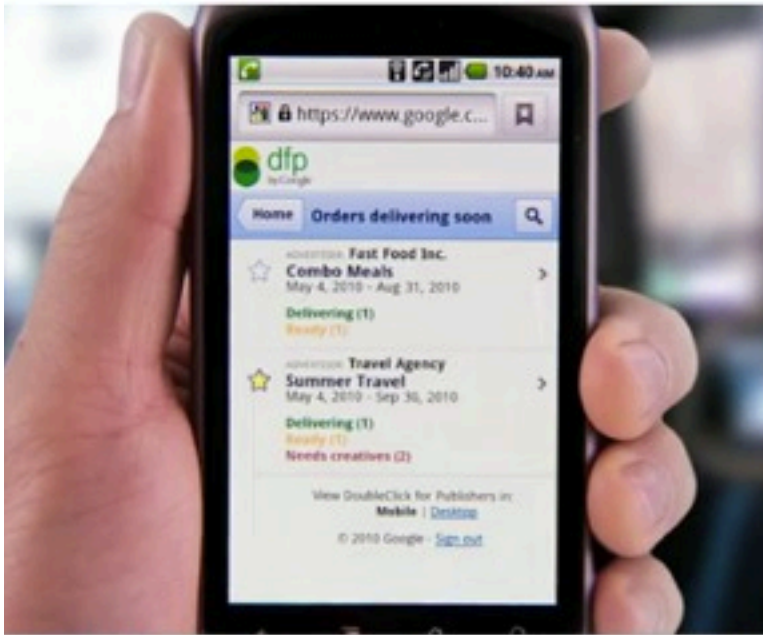


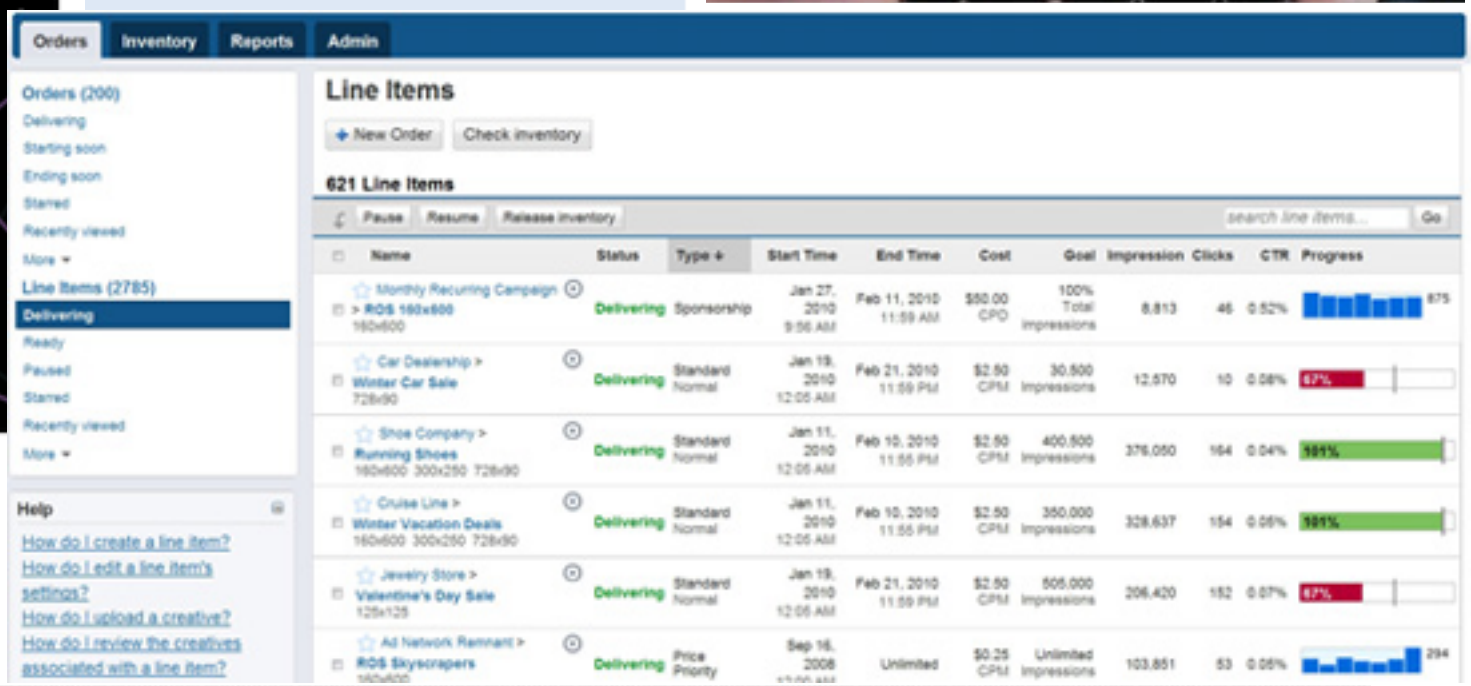
What I worked on...

Google









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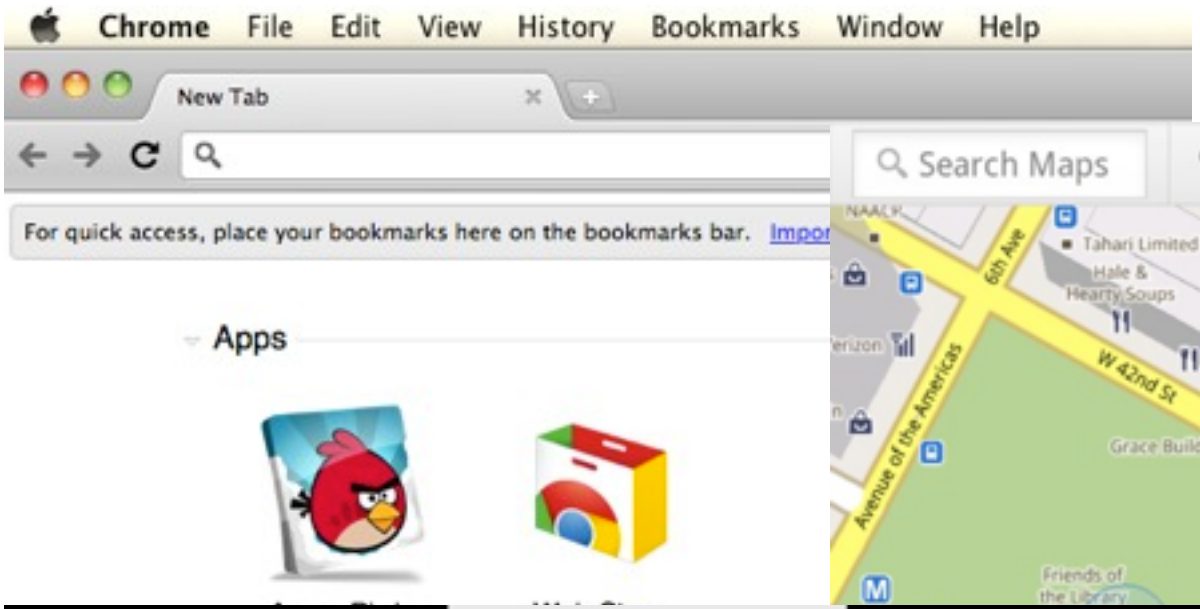
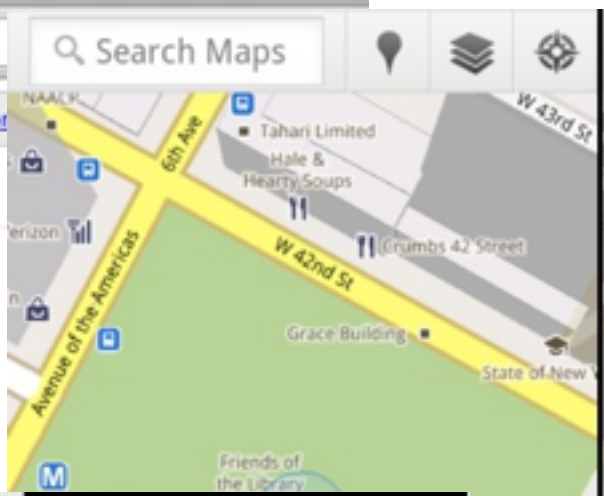
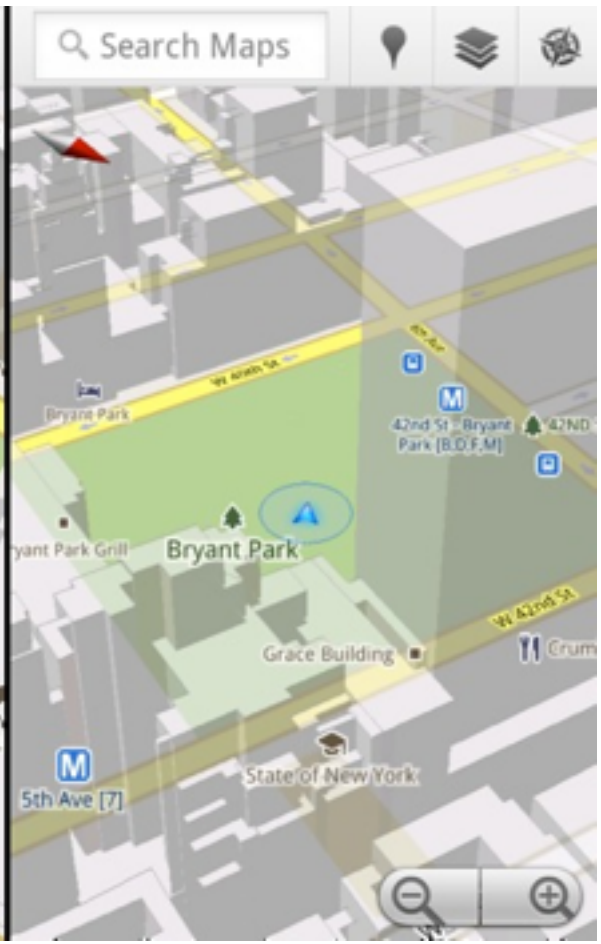
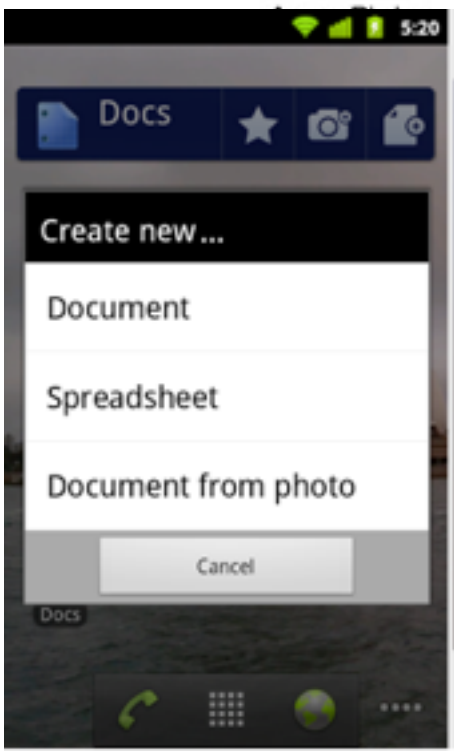
Which are your favorite Google products?

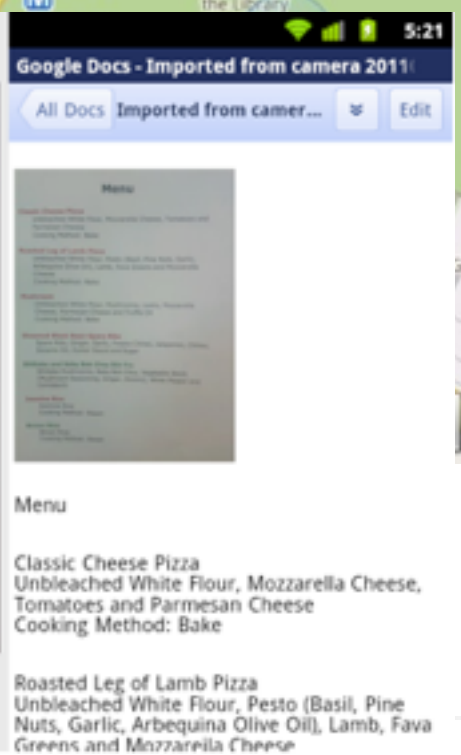
Google











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Google

Role of design at Google

Google Confidential and Proprietary

Google

To organize the world's information and make it universally accessible and useful.

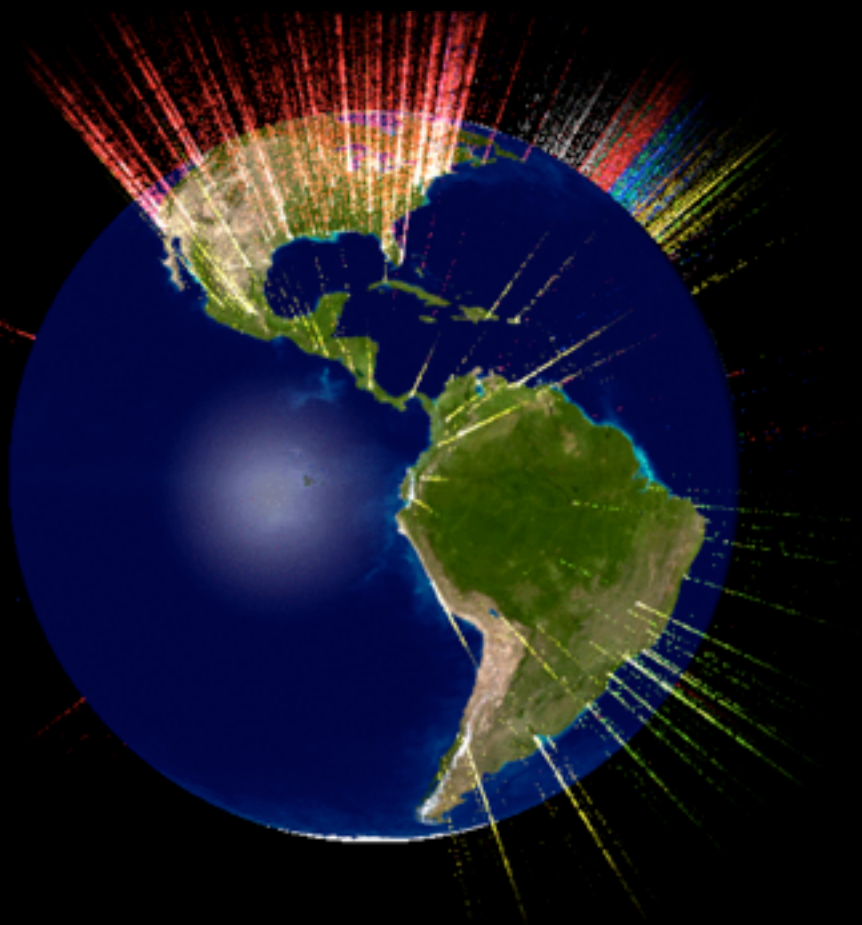
Google Confidential and Proprietary

Google

To organize the world's information and make it universally **accessible** and **useful**.

Google Confidential and Proprietary

Google has **hundreds of millions** of users around the world



More traffic from outside the US

Say no to drugs
Diga no a las drogas
Dites non aux drogues
麻薬を撲滅しよう
No alla droga
Sag' nein zu drogen
لا للمخدرات
Diga não às drogas

Minimum number of languages?

Minimum number of languages?

40

0800 169 9999
Bus Driver Vacancies
TO OPEN

Google

"Focus on the user and all else will follow."

Google philosophy

Google Confidential and Proprietary

Our 10 Principles of User Experience

Google

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

Google

- Interaction Designers
- User Experience Researchers
- Visual Designers
- Web Developers
- UI Copywriters
- Participant recruiters
- Managers

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Agile environment

Google

"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

Source: http://www.fastcompany.com/fast50_08/google_irene-au.html

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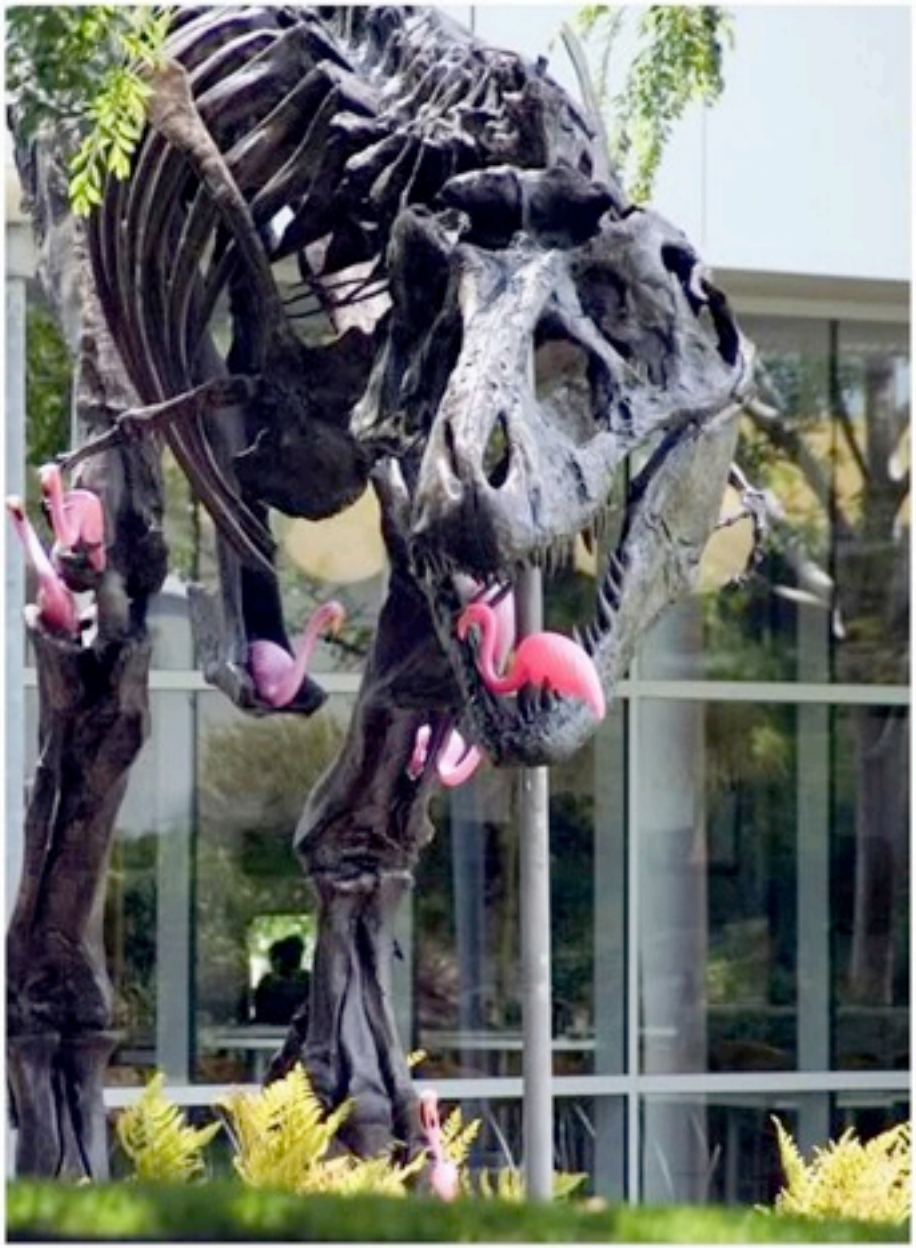
Other design teams at Google



T-Rex and Flamingos, Outside Google Headquarters (Mountain View, CA)

Creative Lab
Webmaster (doodles)
Graphics

Google

How do we design products at Google?

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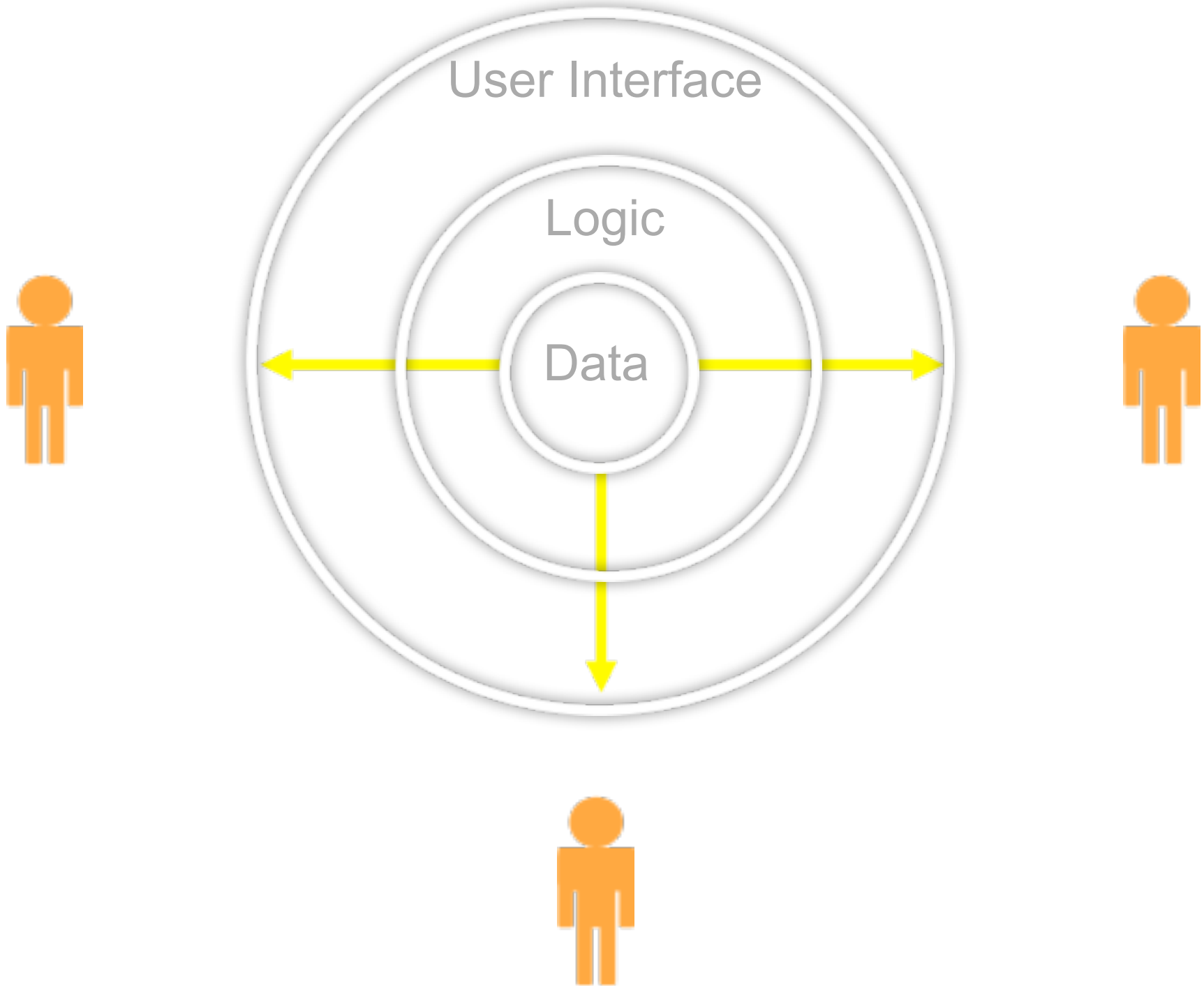
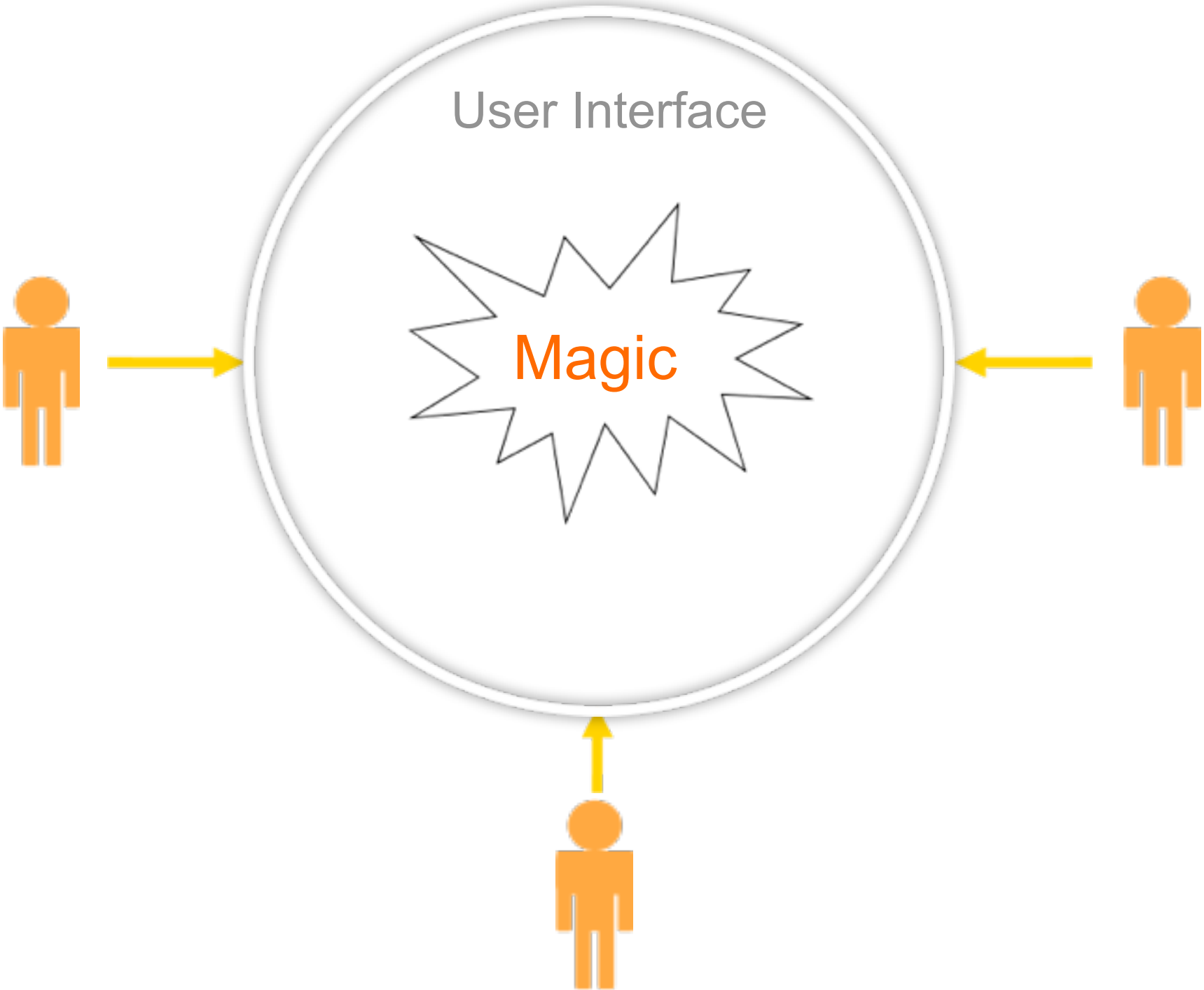
Technology centric approach



User's perspective



Google

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

Where...

e = Engineering

Pm = Product Management

UX = User Experience

r = Research

d = Design

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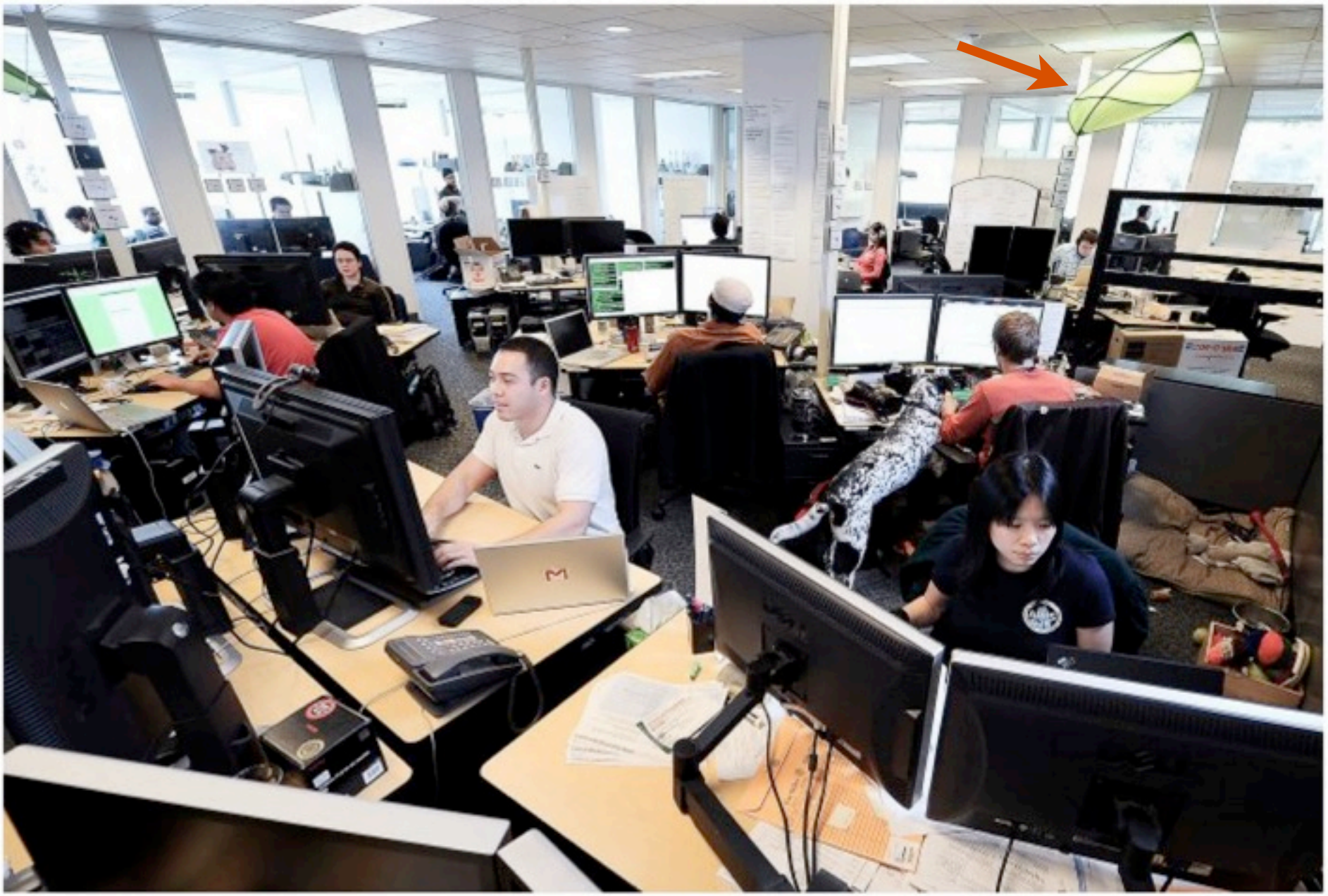
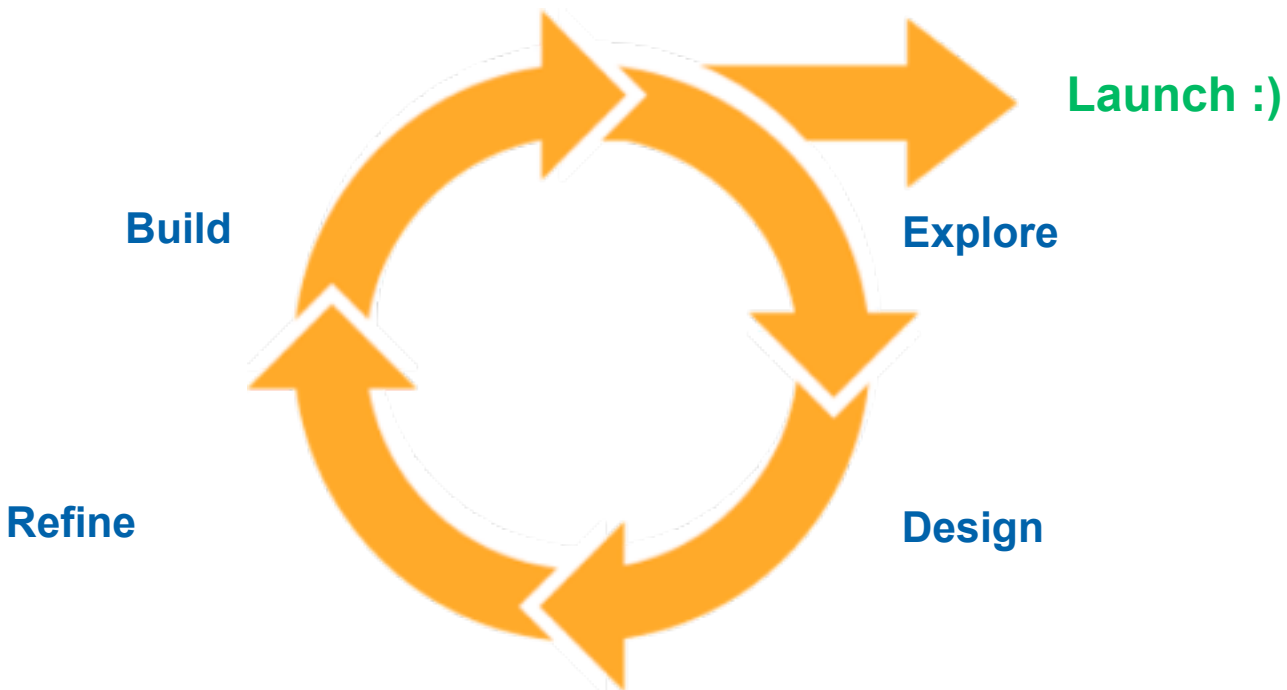
Embedded in Products

Google



Google Offices (Mountain View, CA)



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Google Docs for Android

UER

Information gathering

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

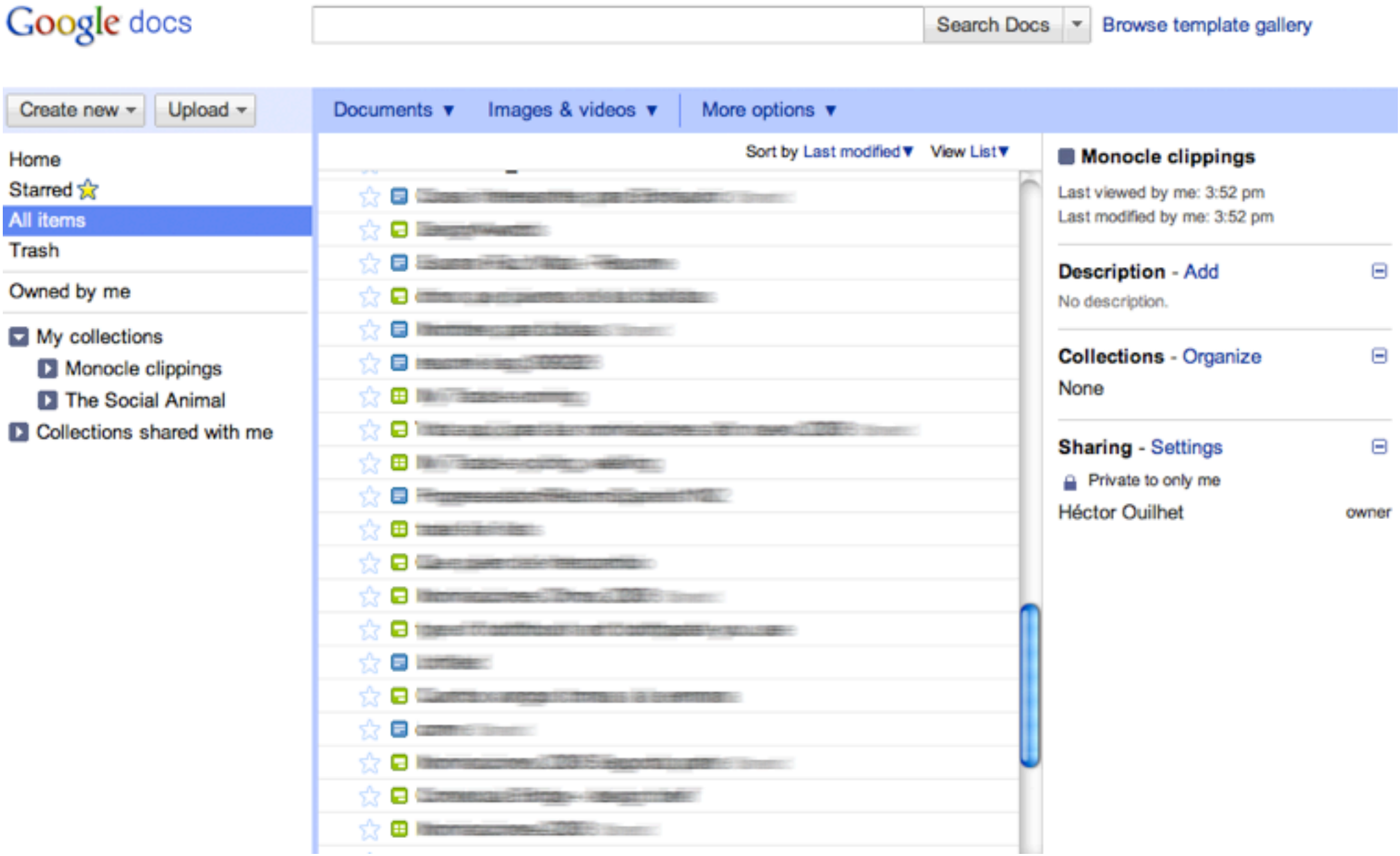
http://www.flickr.com/photos/yourdon/3405811164/

http://www.flickr.com/photos/yourdon/3563945549/

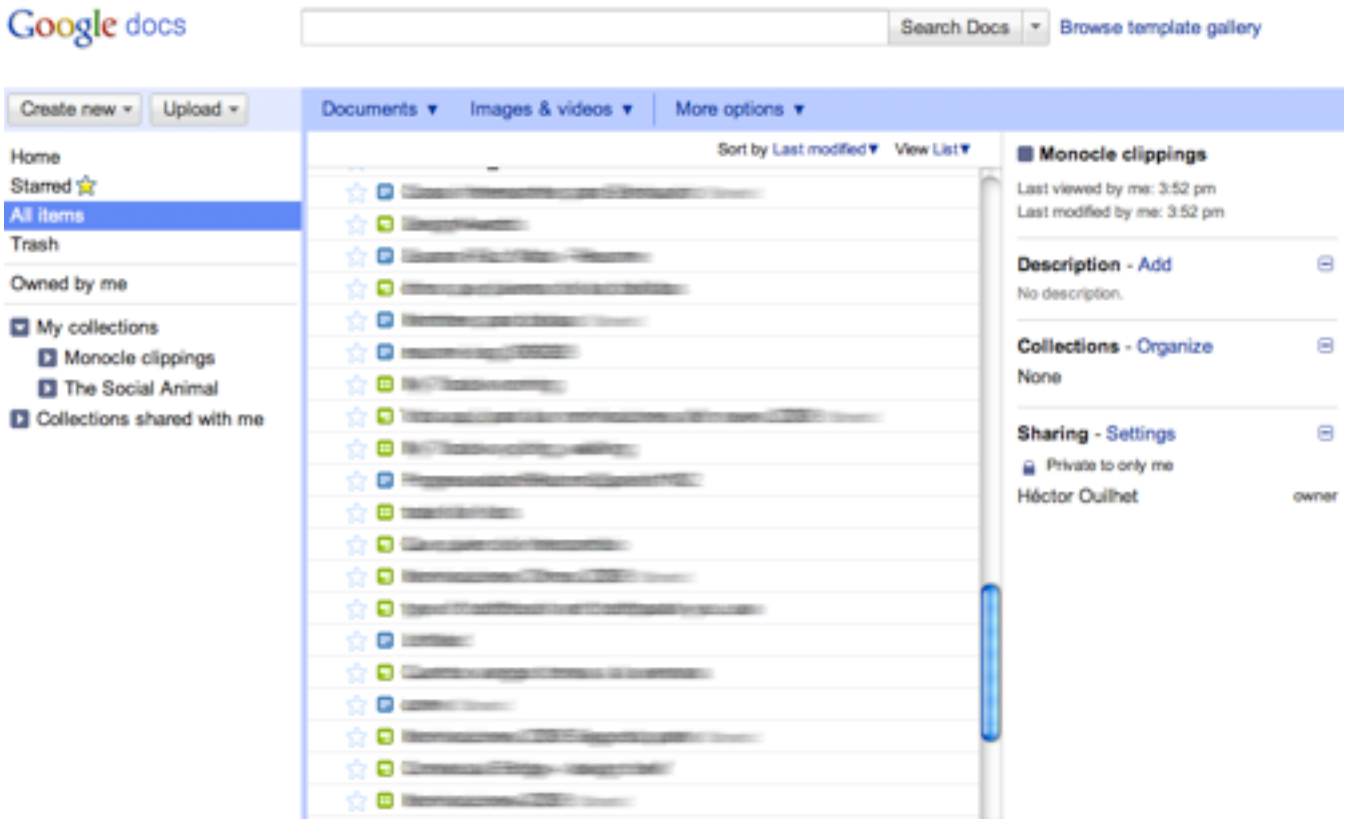
Studying users in the real world ...

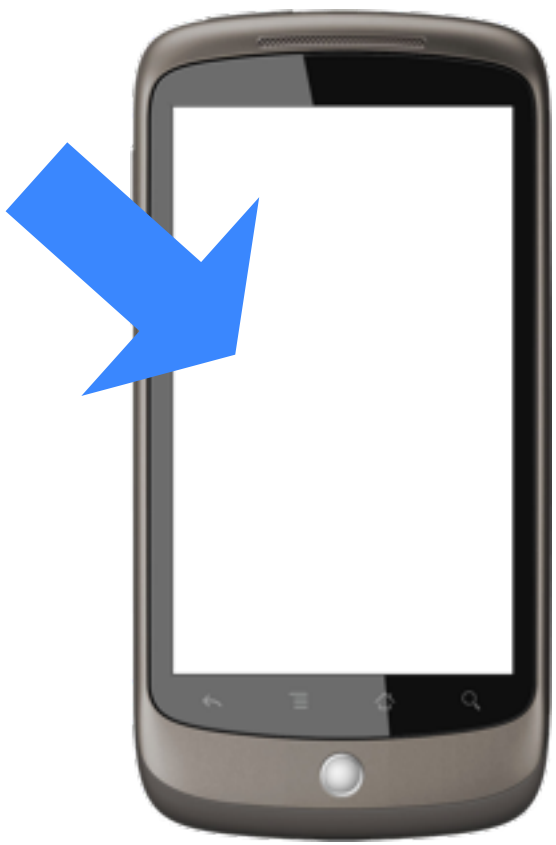
Studying users in the real world ...

What do we want to build?



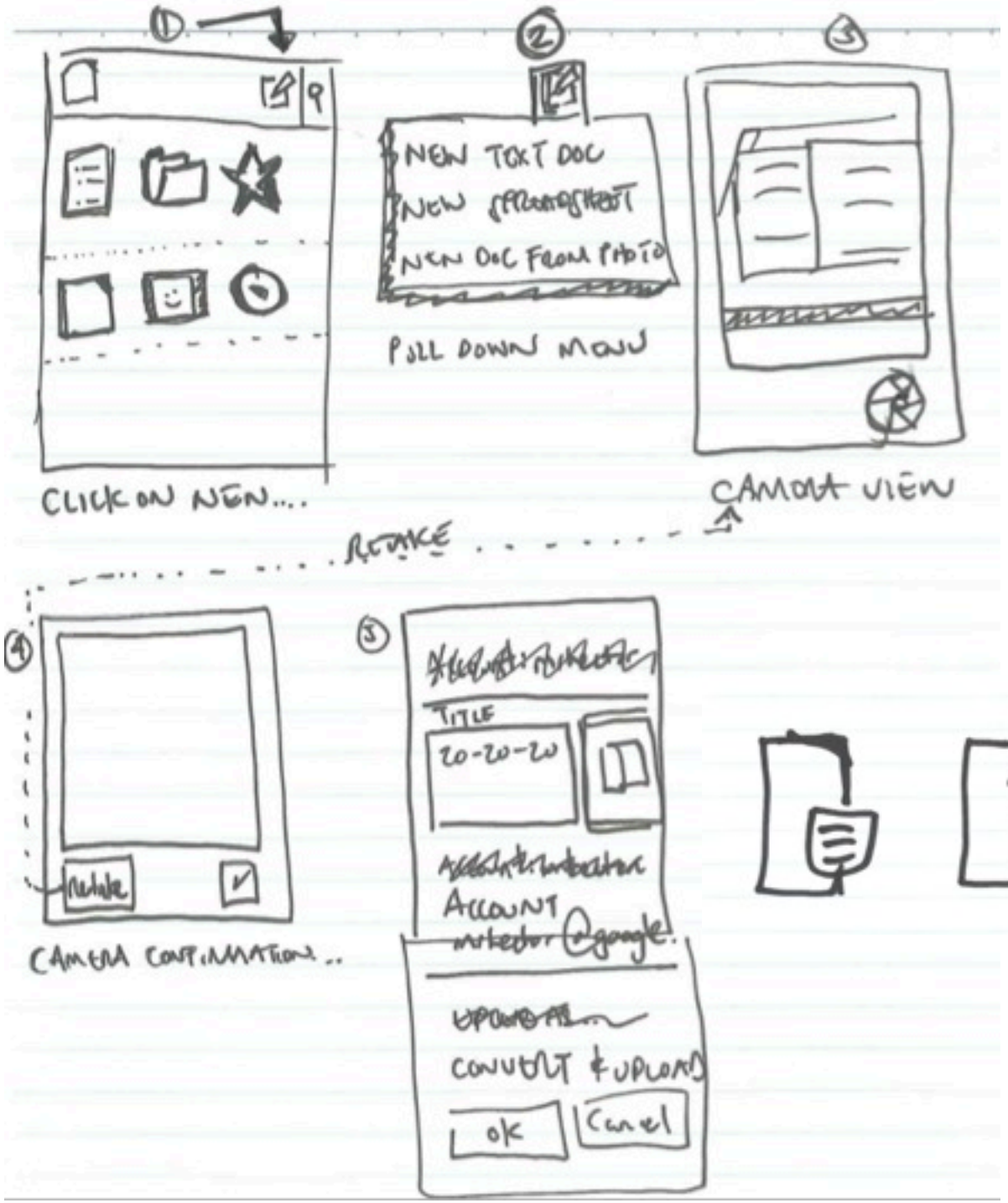
Oh thats easy!





Voilà!

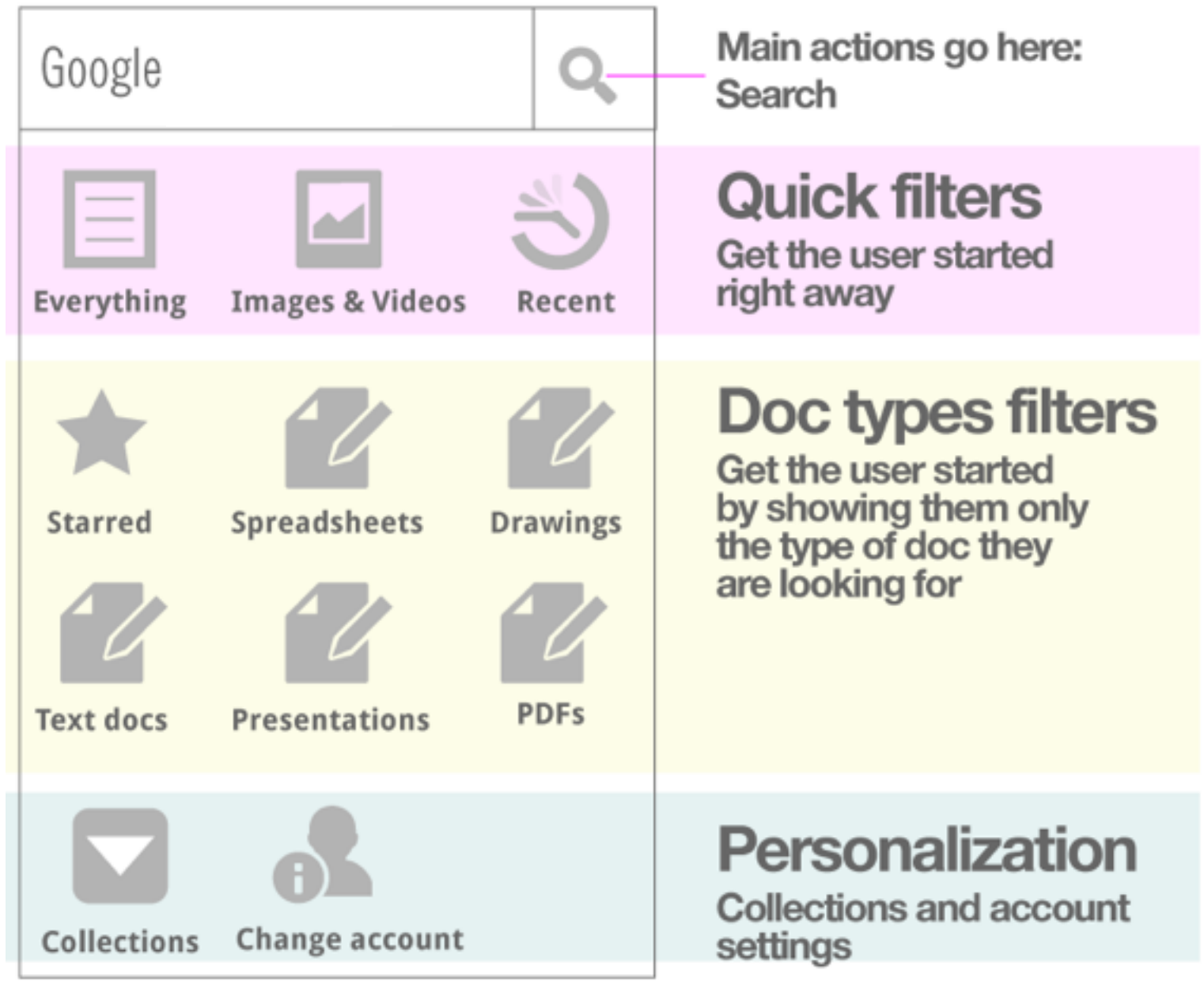
Sketches


NEW TEXT DOC
NEW
NEW DOC FROM PHOTO
PULL DOWN MENU
CLICK ON NEW...
CAMERA VIEW
REVIEW
CAMERA CONFIRMATION...
TITLE
20-20-20
ACCOUNT
CONVERT & UPLOAD
OK
Cancel

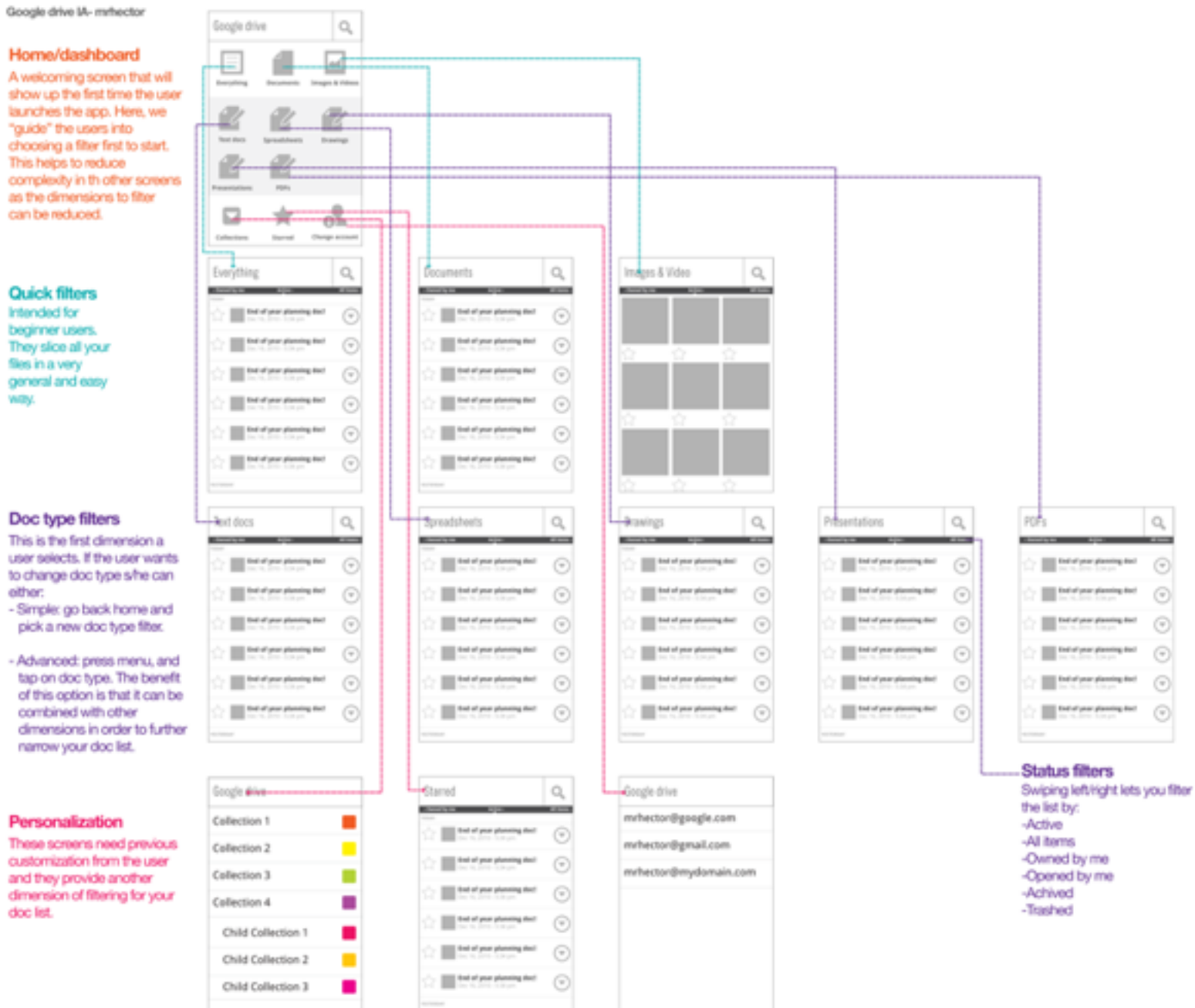
SIMPLE+
TEXTURE

Storyboards

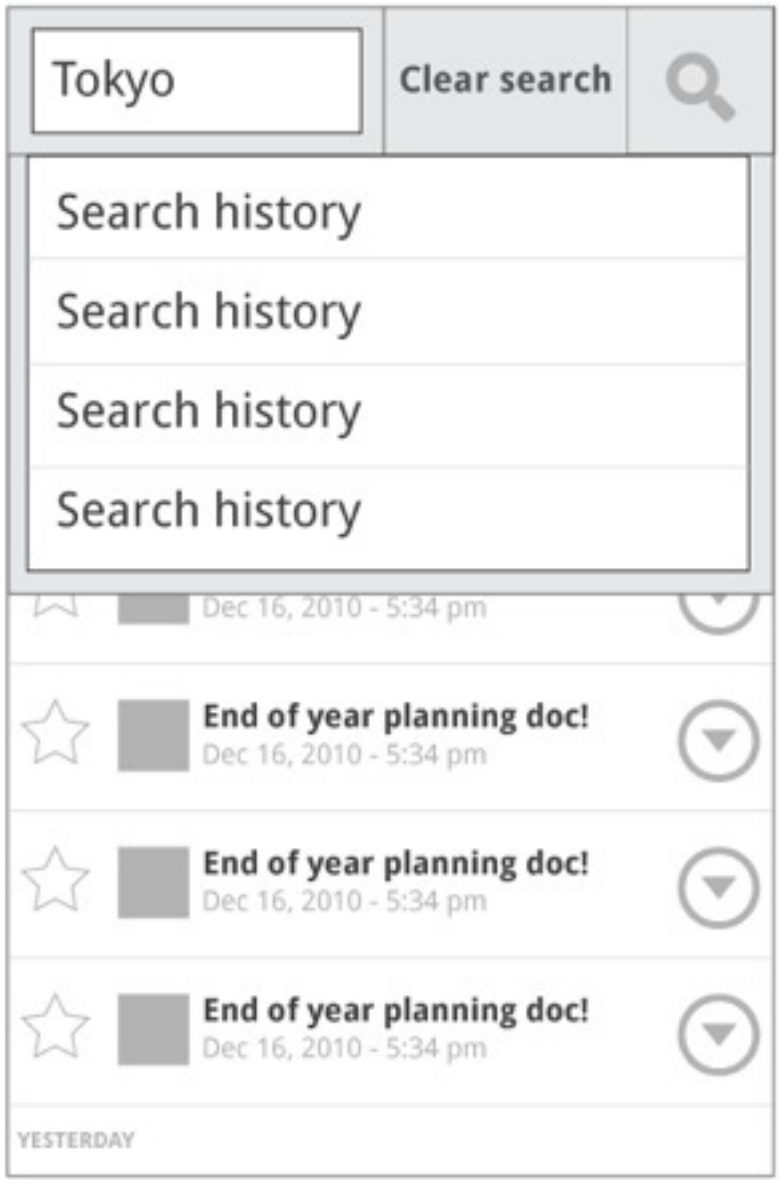
Mocks


Google
Main actions go here:
Search
Everything
Images & Videos
Recent
Quick filters
Get the user started right away
Starred
Spreadsheets
Drawings
Text docs
Presentations
PDFs
Doc types filters
Get the user started by showing them only the type of doc they are looking for
Collections
Change account
Personalization
Collections and account settings

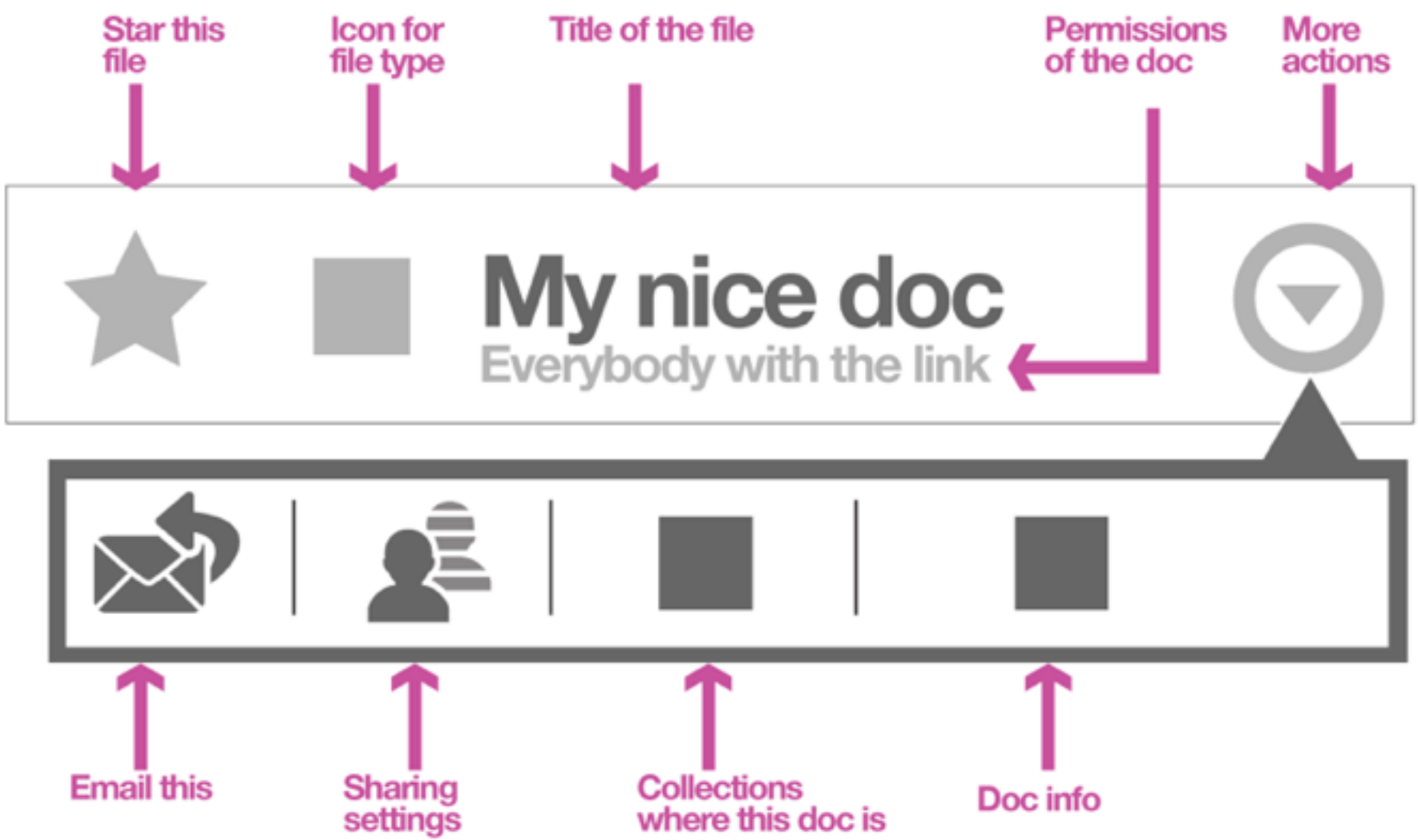
Flows


Google drive IA- mrhector
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 first to start. This helps to reduce complexity in th 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.
Google drive
Everything
Documents
Images & Video
Text docs
Spreadsheets
Drawings
Presentations
PDFs
Starred
Collection 1
Collection 2
Collection 3
Collection 4
Child Collection 1
Child Collection 2
Child Collection 3
mrhector@gsogle.com
mrhector@gmail.com
mrhector@mydomain.com
Status filters
Swiping left/right lets you filter the list by:
-Active
-All items
-Owned by me
-Opened by me
-Achived
-Trashed

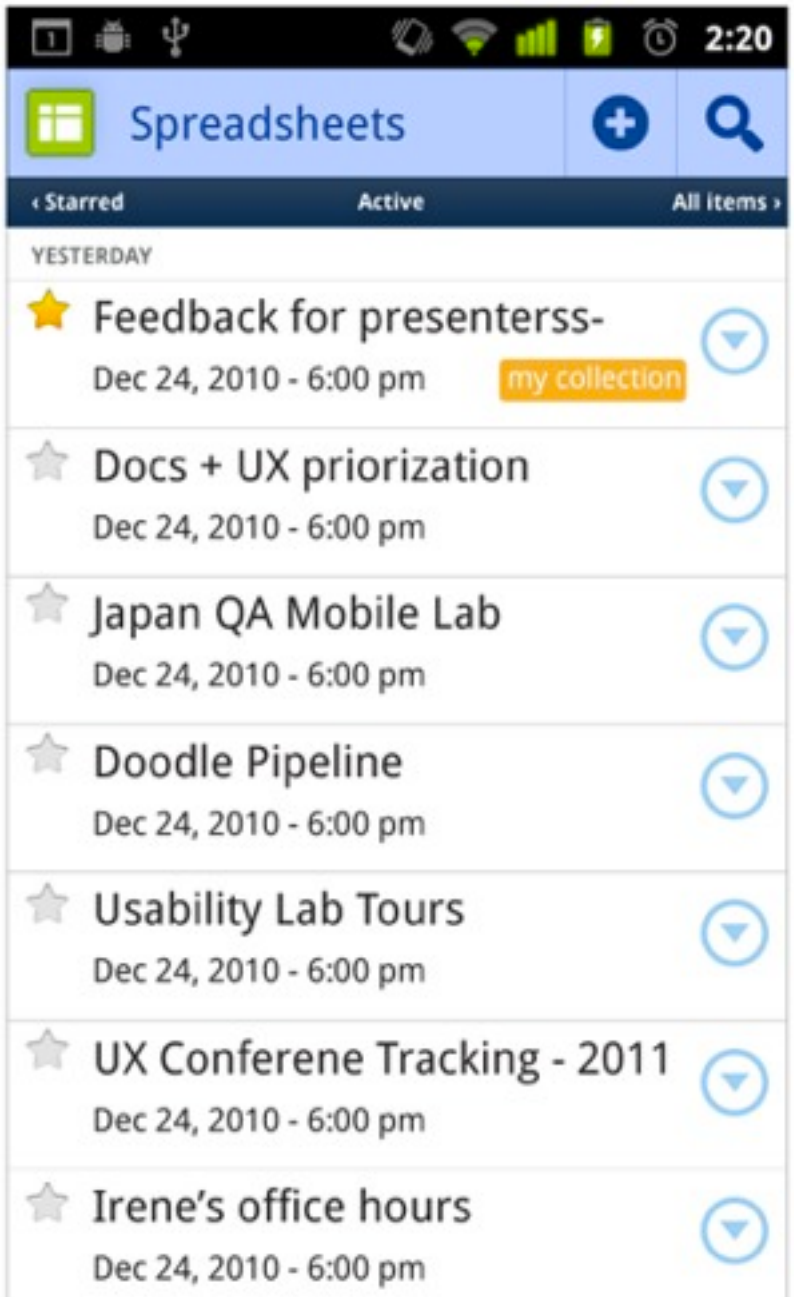
Detailing mocks...

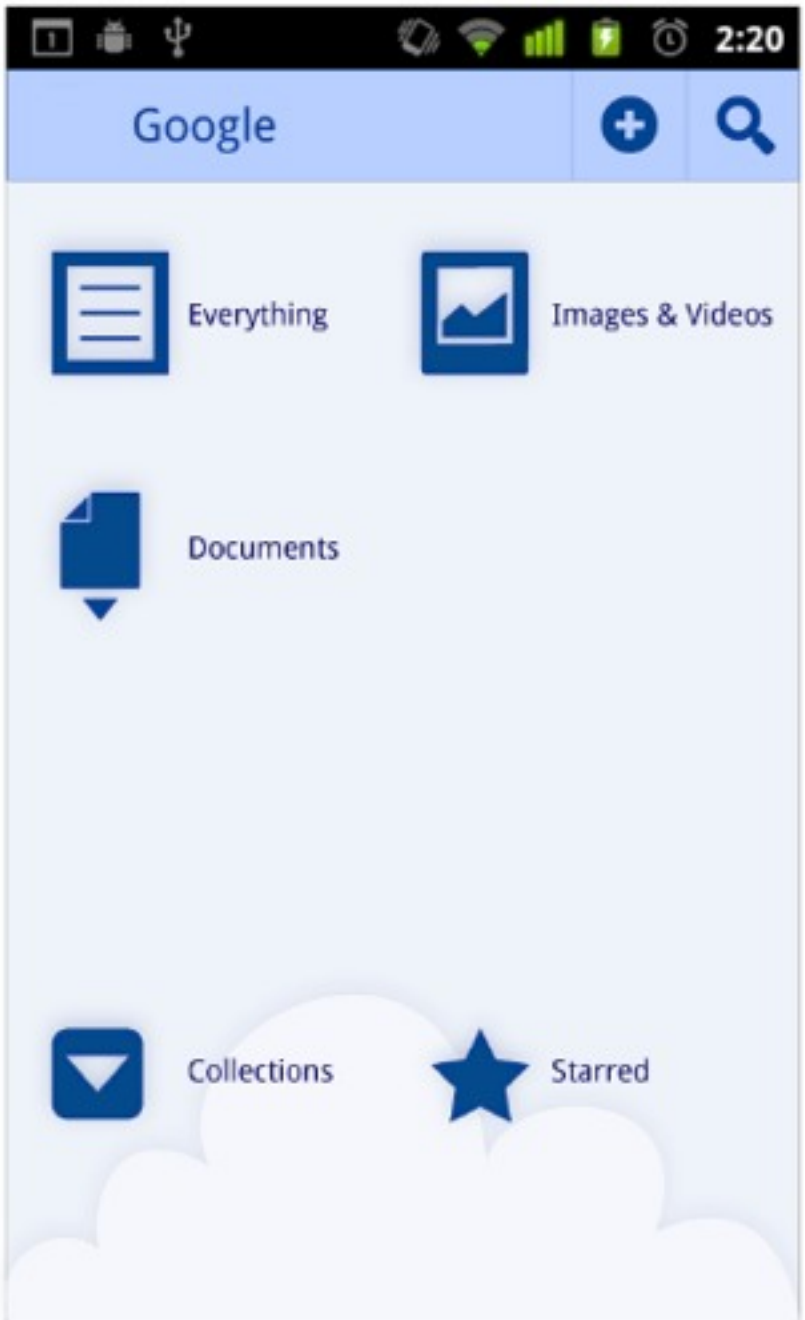


Going into specifics...

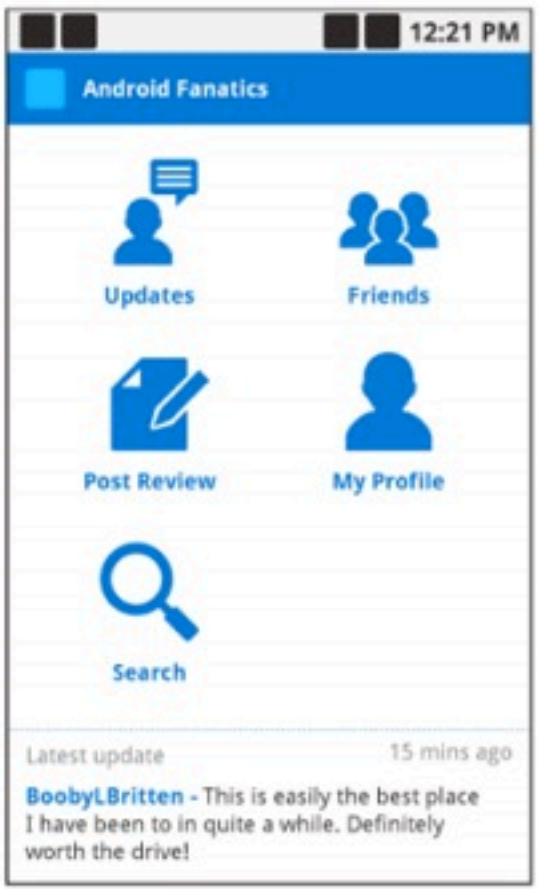


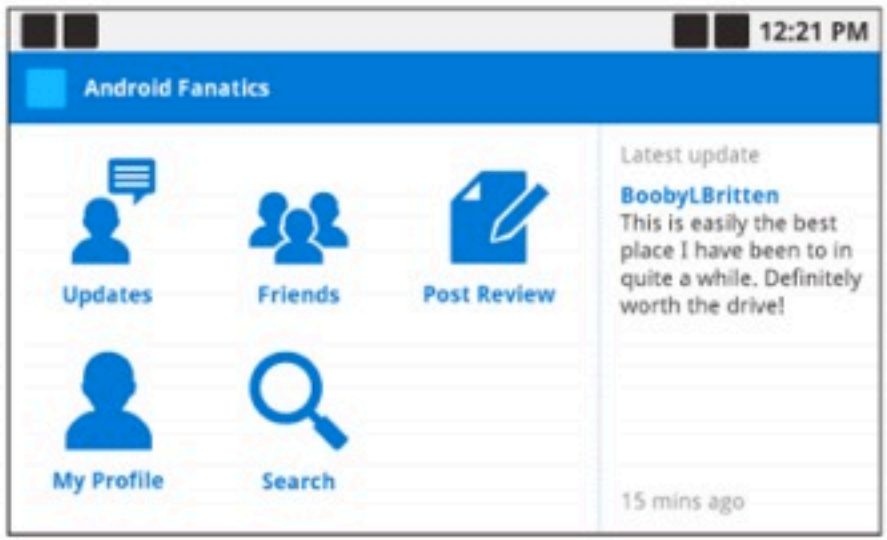
Visuals

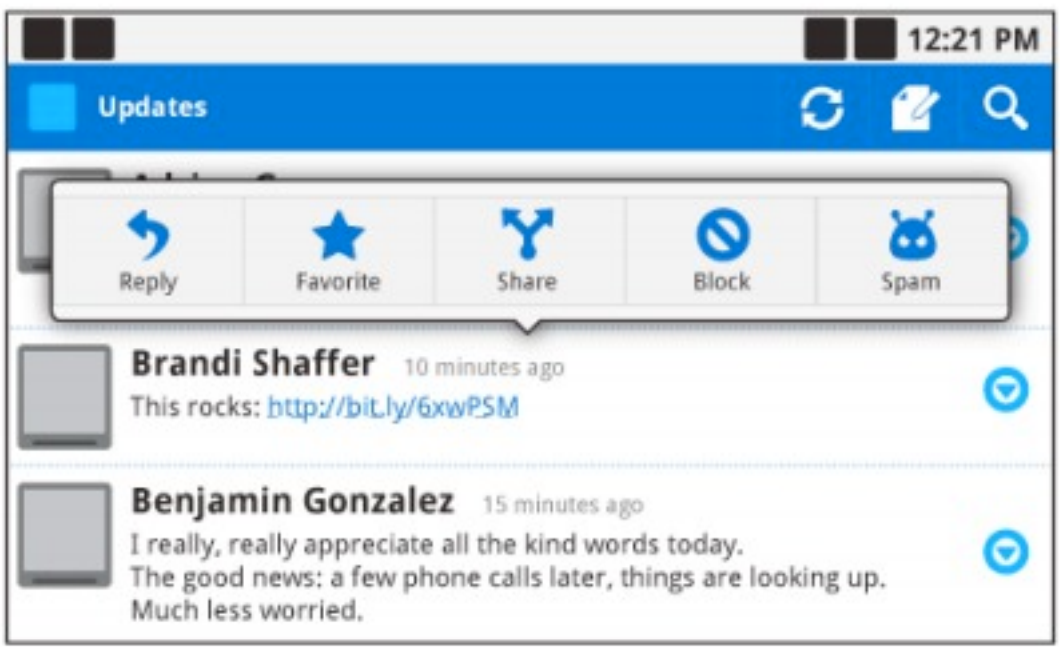

2:20
Spreadsheets
‹ Starred
Active
All items ›
YESTERDAY
Feedback for presenterss-
Dec 24, 2010 - 6:00 pm
my collection
Docs + UX priorization
Dec 24, 2010 - 6:00 pm
Japan QA Mobile Lab
Dec 24, 2010 - 6:00 pm
Doodle Pipeline
Dec 24, 2010 - 6:00 pm
Usability Lab Tours
Dec 24, 2010 - 6:00 pm
UX Conferene Tracking - 2011
Dec 24, 2010 - 6:00 pm
Irene's office hours
Dec 24, 2010 - 6:00 pm


2:20
Google
Everything
Images & Videos
Documents
Collections
Starred

Existing patterns & guidelines







http://dl.google.com/googleio/2010/android-android-ui-design-patterns.pdf

Specs for ENG

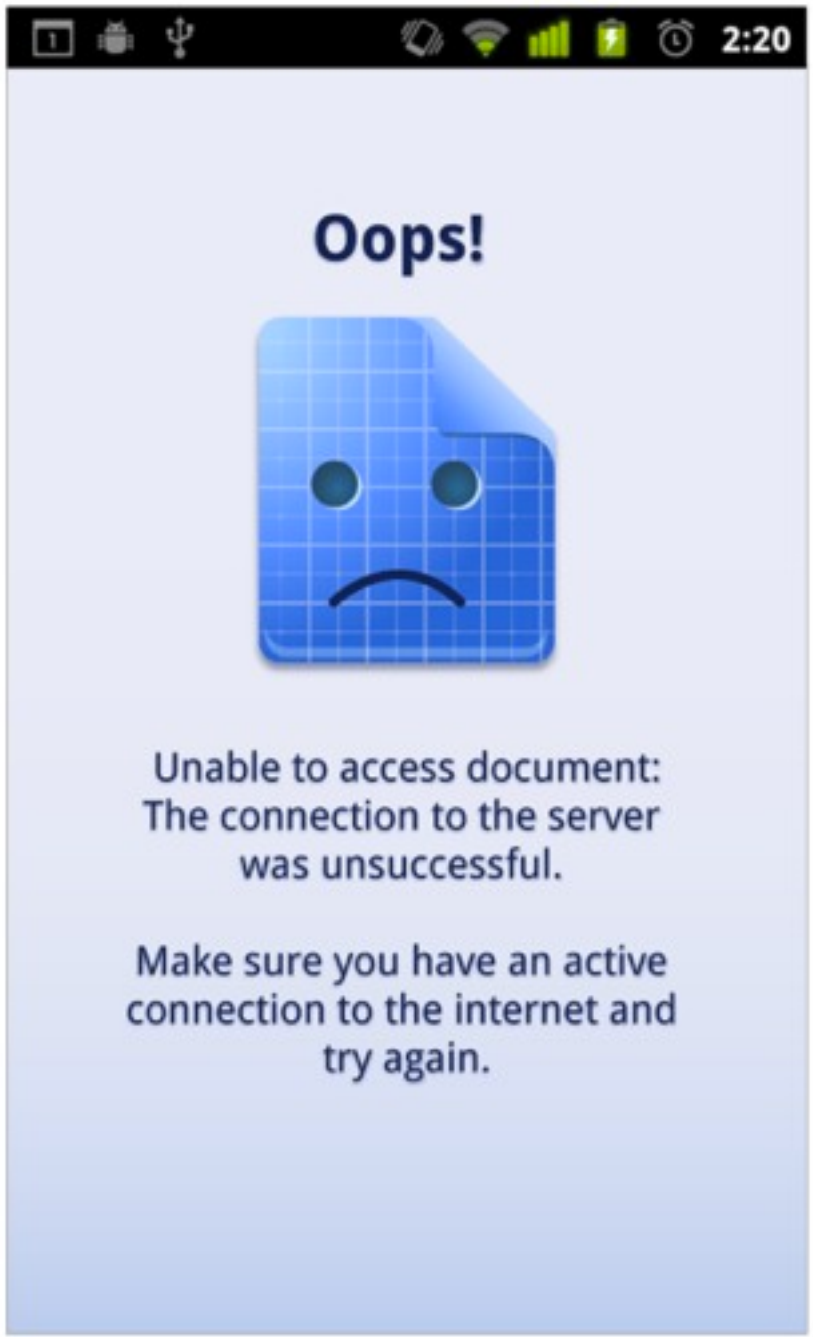
Header gradient:
90 degree inclination
starting with
#BACCE9 and ending
in #E3E9F6.
It has a location of 59%.

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.

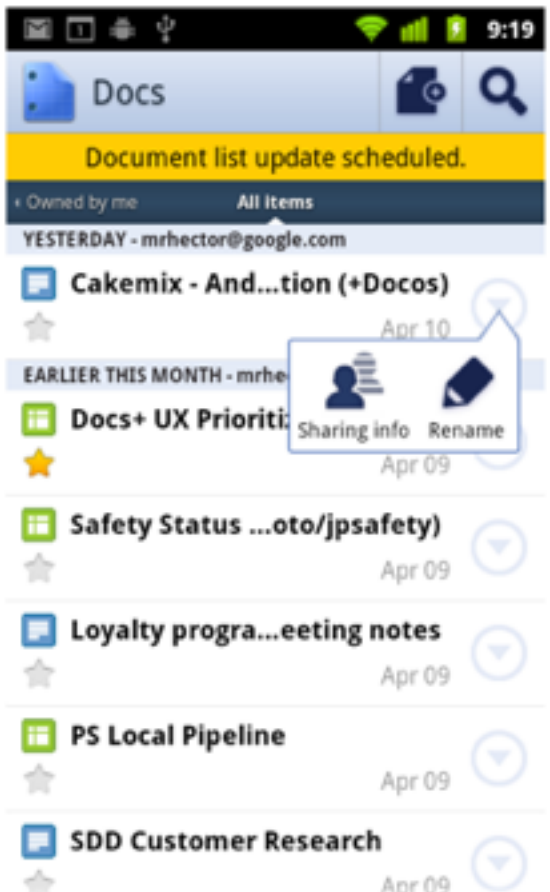
It also has a shadow with:
Opacity:20%
X offset: 0px
Y offset :-3px
Color: #231F20
Blur: 7px

Think about corner cases...



File bugs. Really.

Doc list

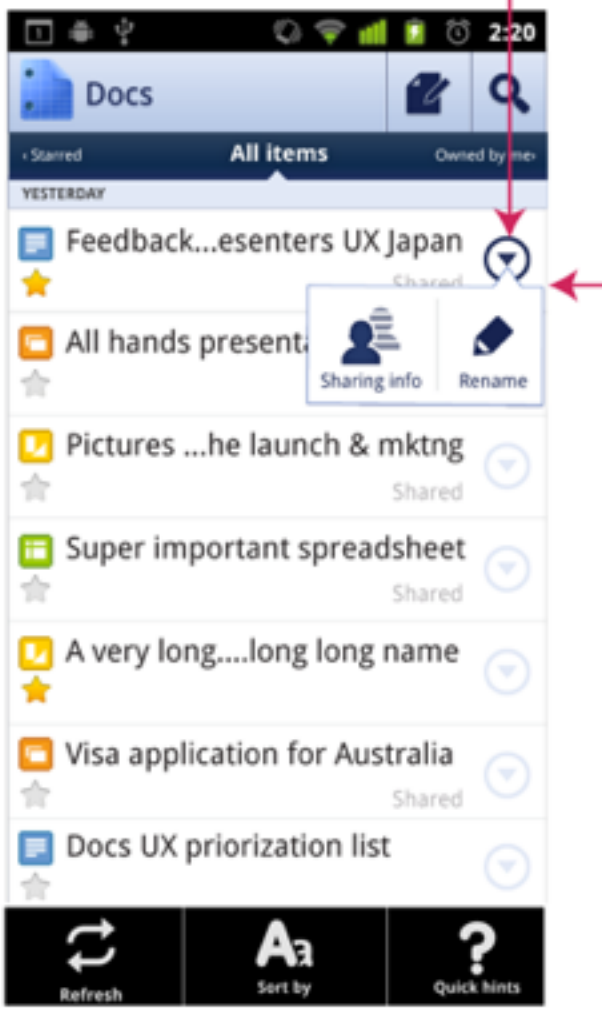


Current

Fix more menu:

-More button pressed #18244E

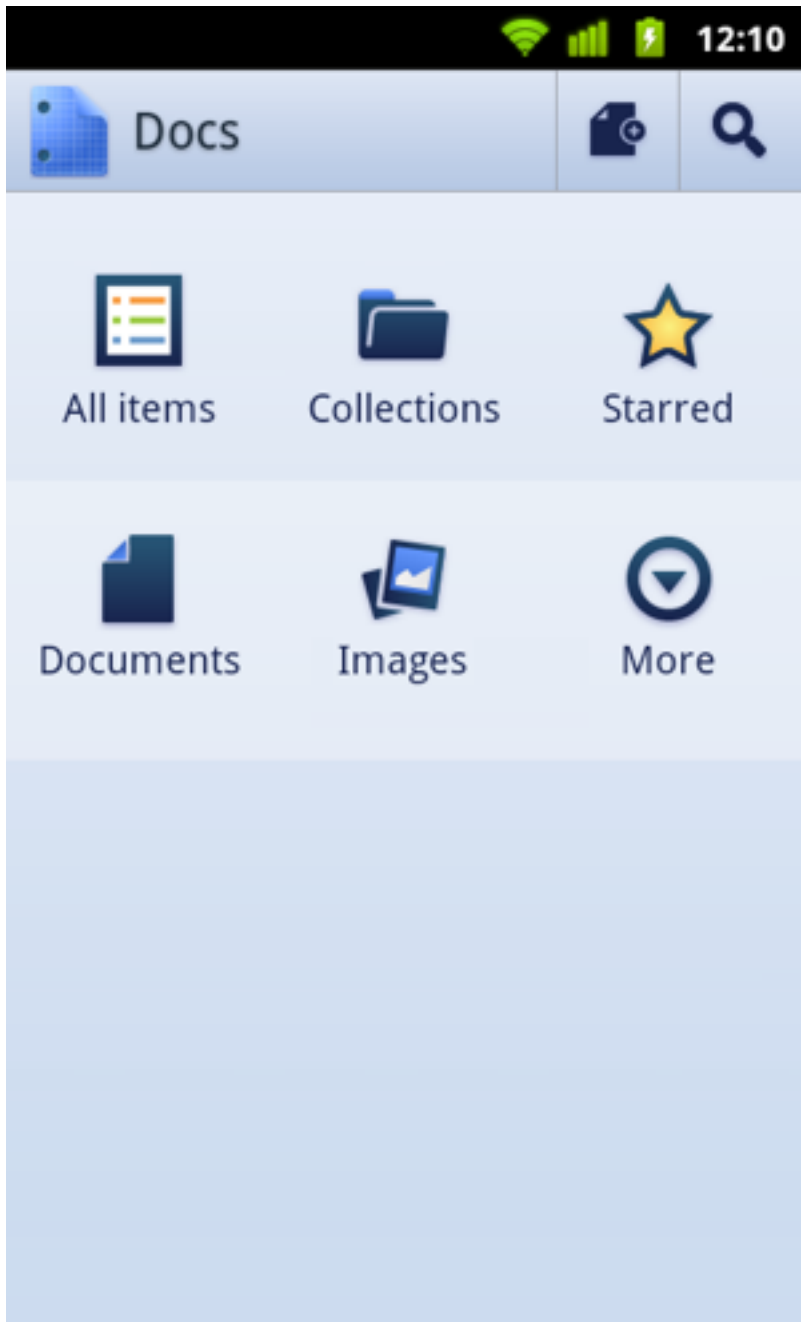
-change balloon to match this mock

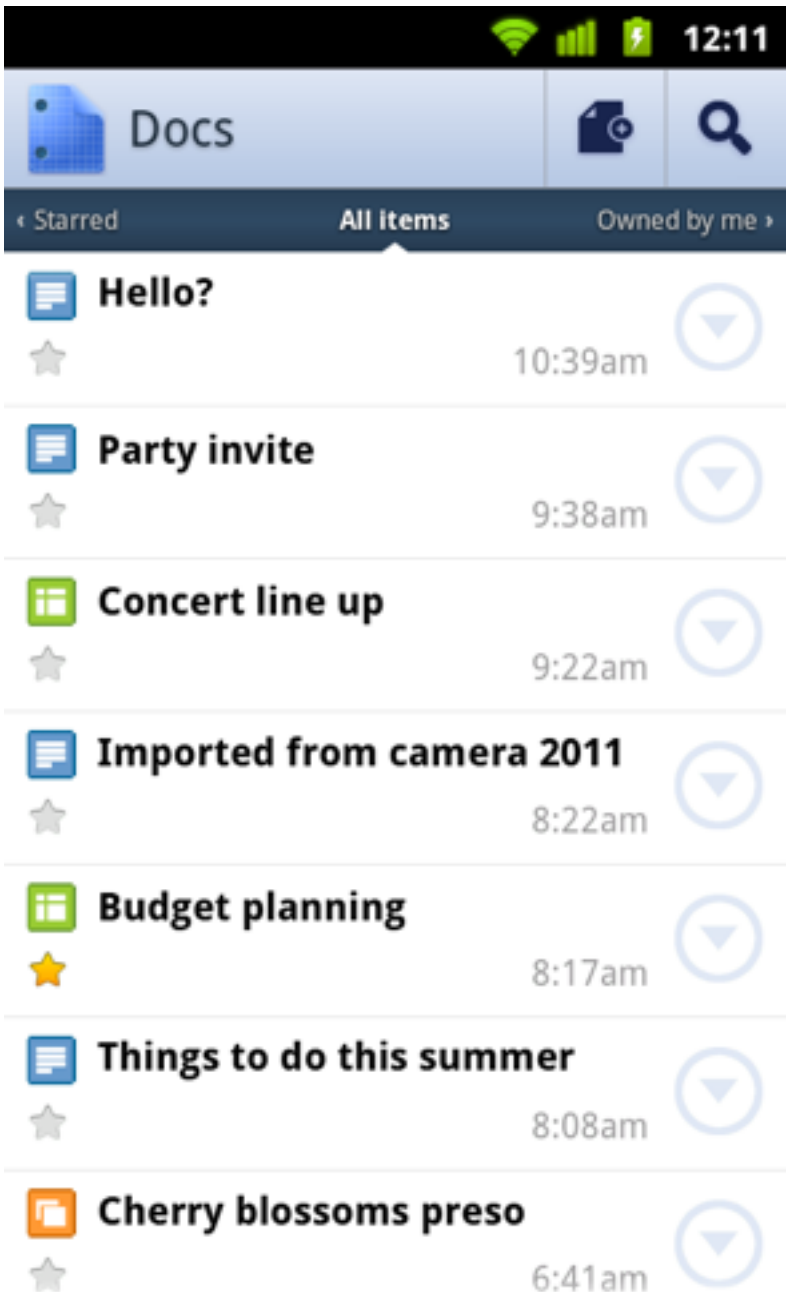


Add quick hints menu item

Correct

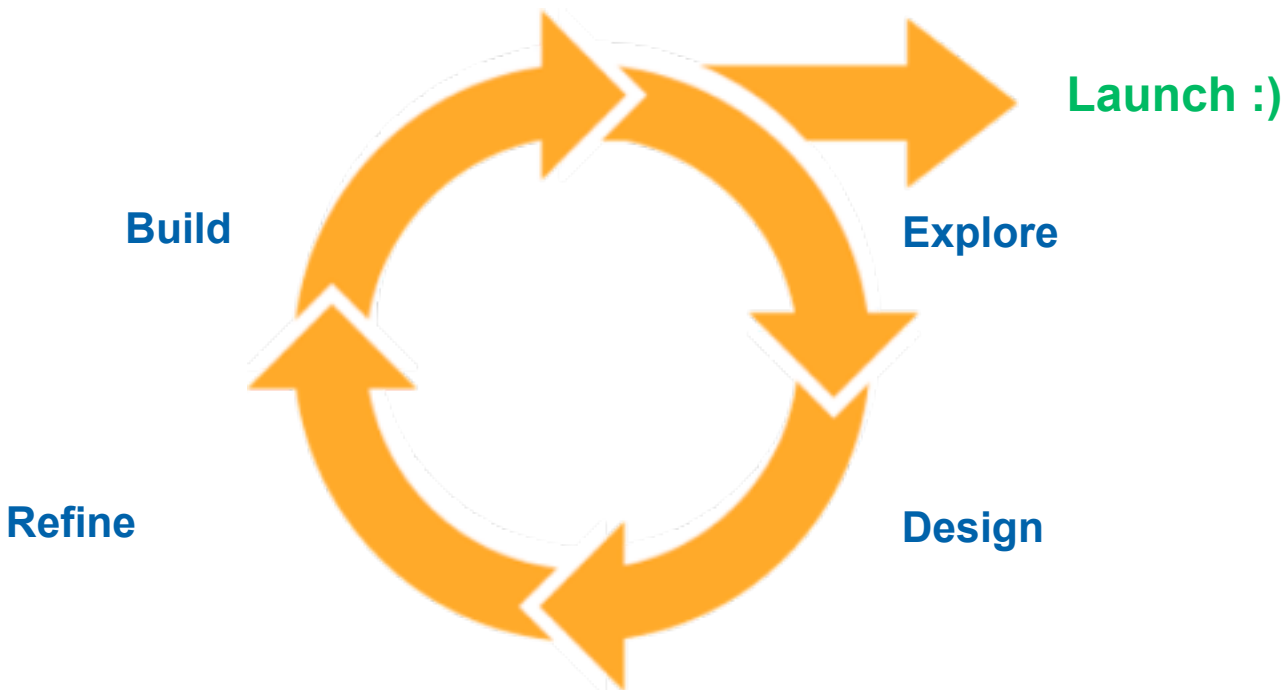
UI complete!


12:10
Docs
All items
Collections
Starred
Documents
Images
More


12:11
Docs
‹ Starred
All items
Owned by me ›
Hello?
10:39am
Party invite
9:38am
Concert line up
9:22am
Imported from camera 2011
8:22am
Budget planning
8:17am
Things to do this summer
8:08am
Cherry blossoms preso
6:41am

Tuesday, June 28, 2011

Volume



Google Confidential and Proprietary

Google

Life in a day...

Google Confidential and Proprietary

http://www.flickr.com/photos/f-oxymoron/
5005146417/

Google

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?

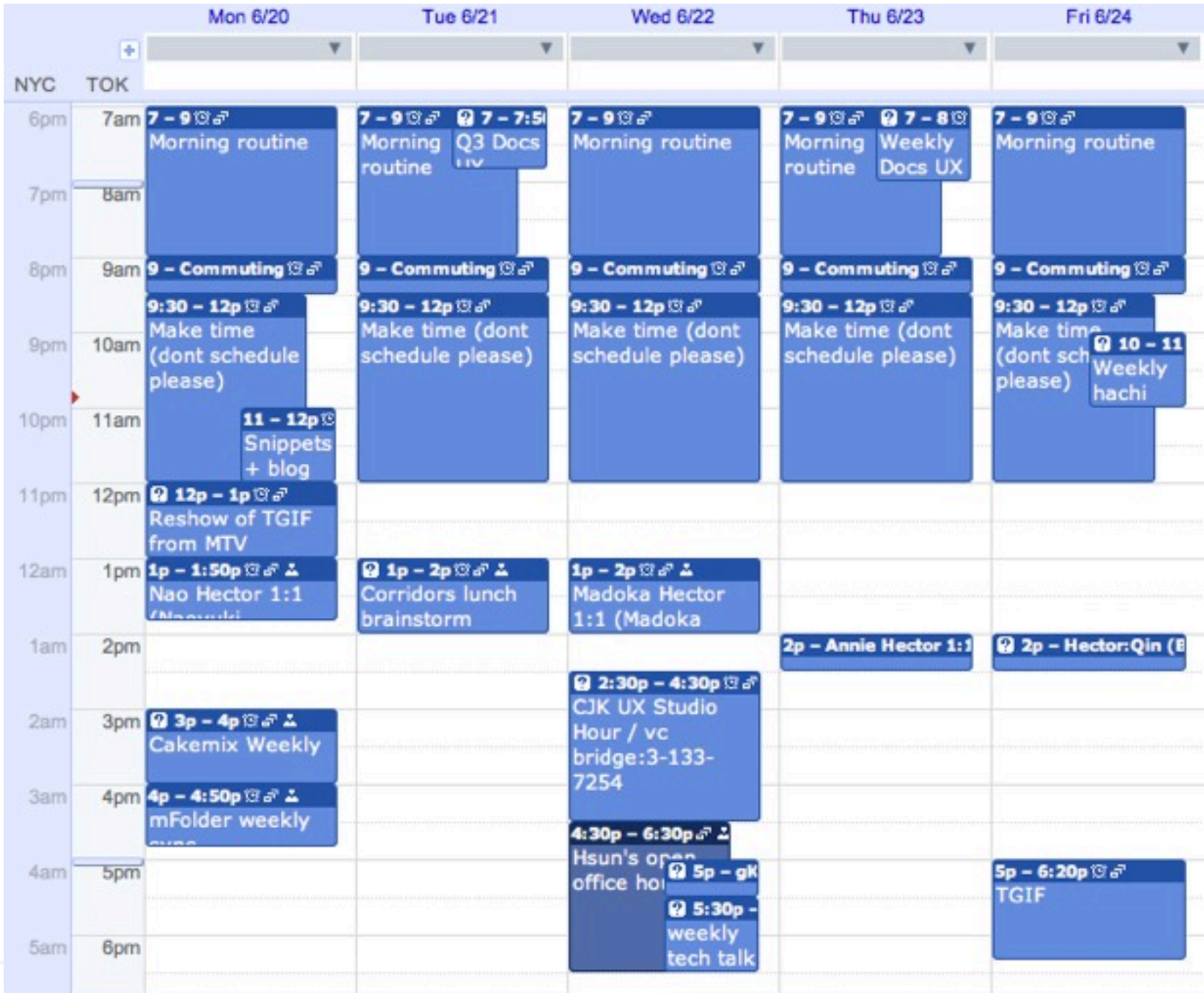
When are they going to use it?

When are we going to launch it?

Google Confidential and Proprietary

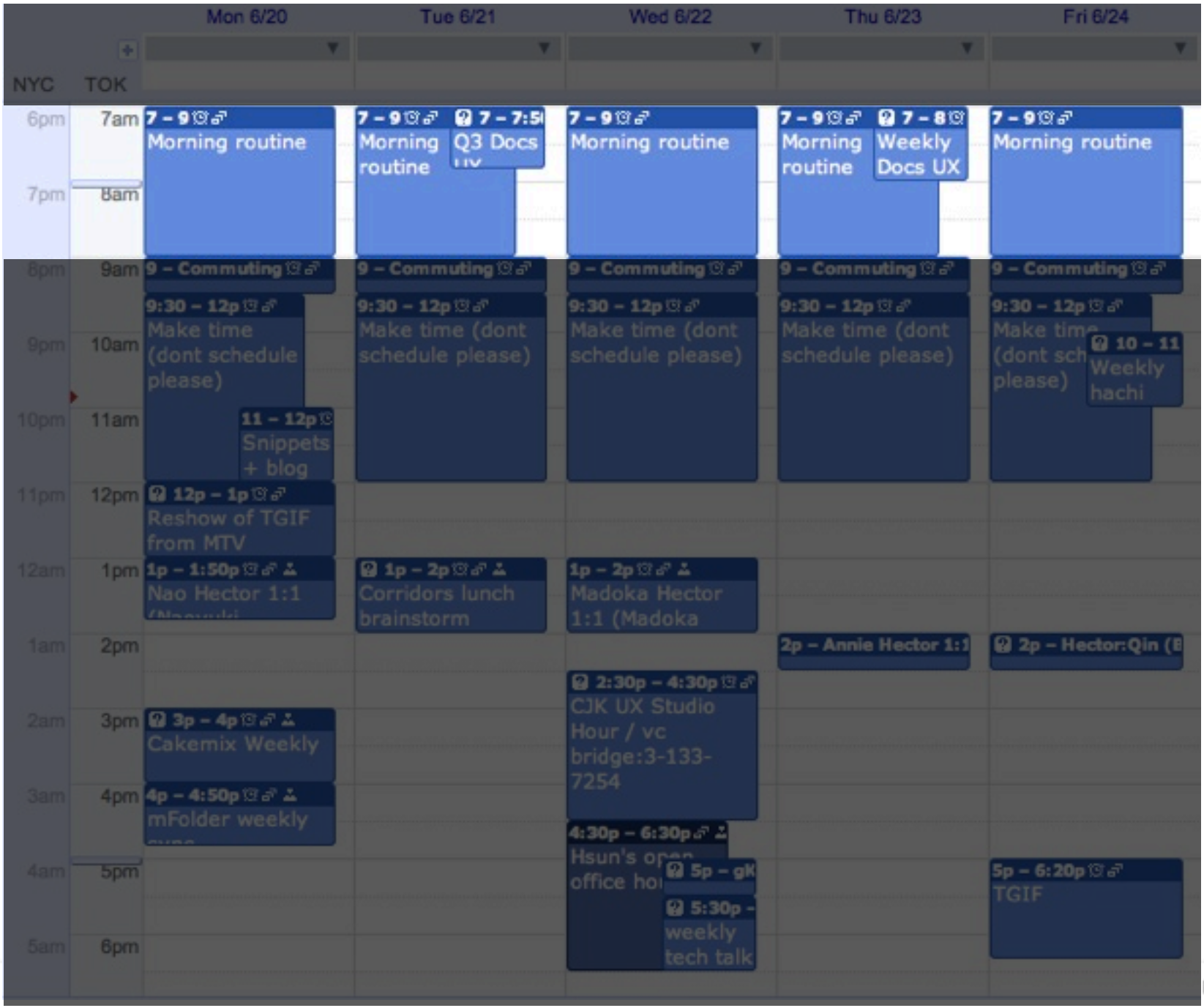
A typical week...

Google



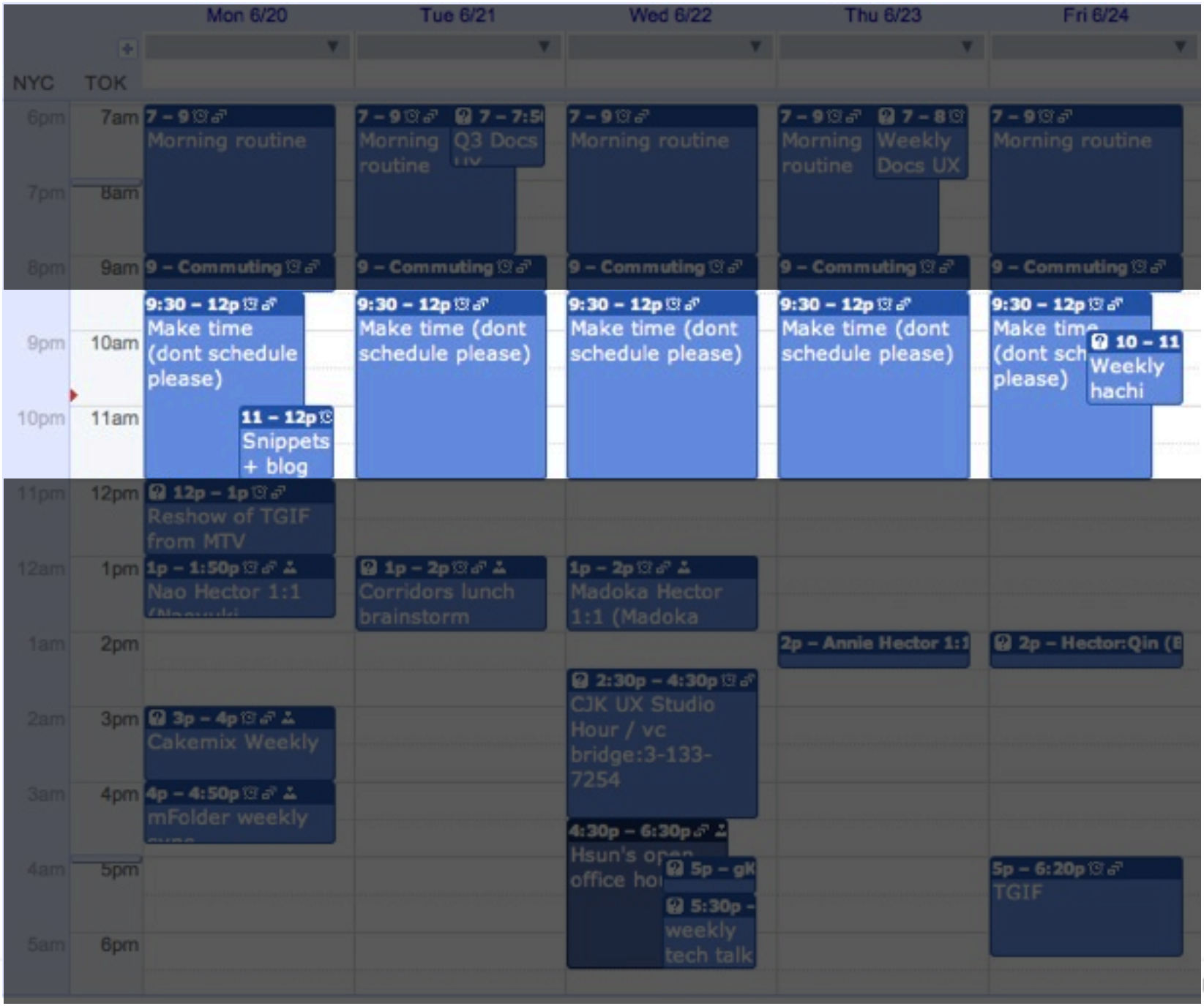
Proprietary

Me time



Proprietary

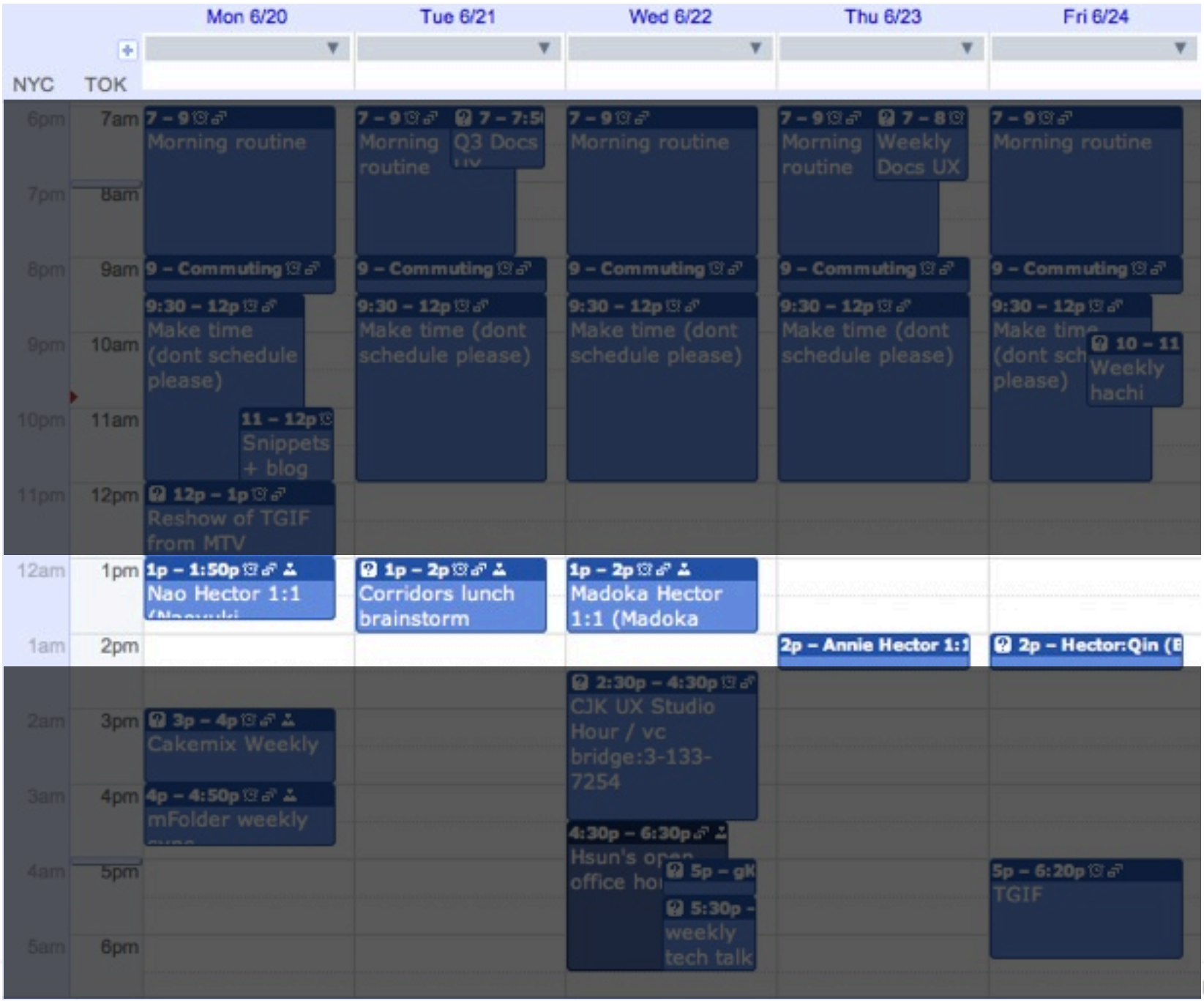
Make time



Proprietary

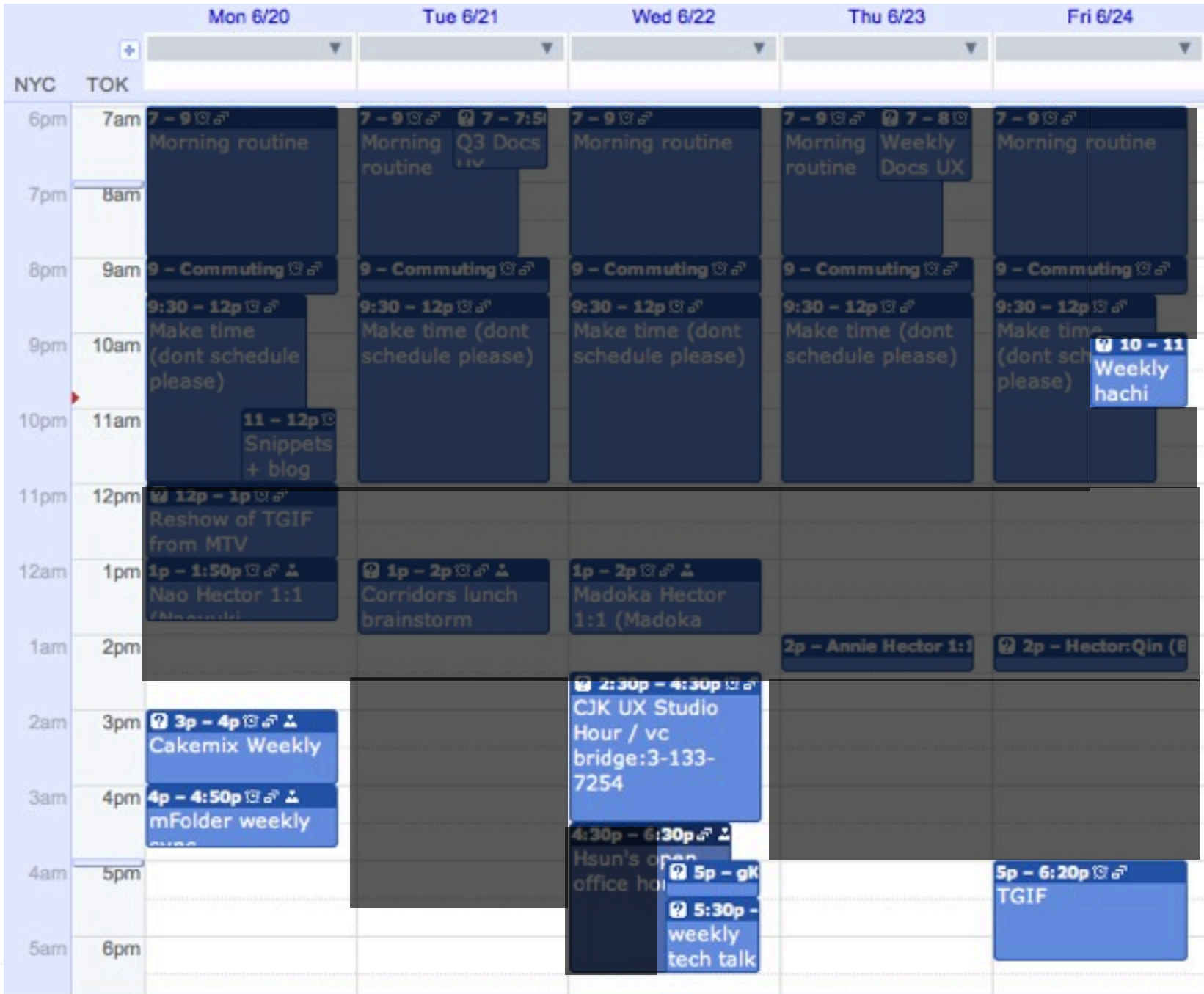
Meetings 1:1s

Google



Proprietary

Weekly team meetings



Google

Useful things to keep in mind.

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Google

Useful things to keep in mind.

– Time management.

– Now what? What to do?

– Communication.

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Tuesday, June 28, 2011

techniques?

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

http://www.flickr.com/photos/karen_d/3511415916/

http://www.flickr.com/photos/
suttonhoo22/2070700035/

Google

Useful things to keep in mind.

– Time management.

– Now what? What to do?

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Thank you!
Q&A

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