

Design an app's UX in a day

Billy Hollis

Agent Provocateur

Next Version Systems / Next Version Studios

billy –at– nextver.com

If you do front ends... you do UX design

But probably not as well as you should

- Crowded screens
- Walls of data grids
- Important information does not stand out

Name	Sherlock Holmes	Master Header	1B-2B-3
Street	221B Baker St.	Override Auth	1-1A-2B
City, State, Zip	New London, CT 13161	Diff Splint	Stage 9
Region	Northeast	Fustamont	Bucksnorth
Discount	7%	Oblate Diad	108.291702
Master Code	NCC-1701	Frenulum	Keep Left
Credit Limit	\$100,000	Chiro Fistula	Thiotimeline
Debit Limit	\$50,000	Overt Crang	Foramen Magnum
Account Type	Annual	Blastokink	Mitochondria
Overage Fee	\$39.50	Parody Fee	\$17.50
Sales Rep	Watson, J	Chaotic Orb	Hanal Nathrac
Prof Category	Charlatan	They Just	M41/M46
Route Output	Max donuts	Keep Cramming	Energy Sword
Histoform	Patella 2	More Data	Incineration Projector
Frenple Type	PinkFrenple	Into This	Spiker
Rampancy Slot	Sloane	Dense Form	BR85

Demographics Fissure Table Dingleplops Raster possums

StopType	Arrived	StopETA	ArrivalTime	StopDesc
Warehouse	<input checked="" type="checkbox"/>	8/22/2018 3:25:00 PM	8/22/2018 3:25:00 PM	Nashville
Office	<input checked="" type="checkbox"/>	8/22/2018 5:40:00 PM	8/22/2018 5:40:00 PM	Tulsa ware
Residence	<input type="checkbox"/>	8/23/2018 3:25:00 PM	8/22/2018 3:25:00 PM	Houston D
Office	<input checked="" type="checkbox"/>	8/25/2018 3:25:00 PM	8/23/2018 3:25:00 PM	Los Angel
	<input type="checkbox"/>			

Indicators

Oh My Goodness Scorpion

They're Still Warthog

Cramming More Hornet

Stuff in Here Mongoose

Nobody needs Pelican

Any of This Wasp

Route #	Customer	Shipper	Stops	ETA	Cond	G/L Ref	Issues	Condition
Z47202905	Giant Goofy Gadgets	Crazy Chris Trucking	4	7/27/2019 5:37:22 PM	5	QX-307181	0	5
Z47200284	Last Mile Fuel	Last Mile Trucking	5	7/28/2019 5:37:22 PM	8	QX-306740	0	8
Z47204830	Krazy Krafts	Federal Worldwide	5	7/25/2019 5:37:22 PM	5	QX-308392	0	5
Z47202306	Instant Teleportation, Inc.	Hollis Worldwide	4	7/25/2019 5:37:22 PM	8	QX-306312	3	8
Z47202337	Instant Teleportation, Inc.	Hill Valley Transportation	5	7/23/2019 5:37:22 PM	2	QX-305717	0	2
Z47206046	Yosemite Sam Liquors	Across the Ocean Blue	4	7/24/2019 5:37:22 PM	4	QX-305860	0	4
Z47207193	Everywhere Transportation	Speedy Transit	5	7/28/2019 5:37:22 PM	4	QX-308276	0	4
Z47203833	Mistrel Auditorium	Instant Teleportation, Inc.	5	7/25/2019 5:37:22 PM	5	QX-306117	0	5
Z47201217	Instant Teleportation, Inc.	Speedy Transit	5	7/27/2019 5:37:22 PM	4	QX-307292	2	4
Z47202415	Hollis Enterprises	Last Mile Trucking	4	7/26/2019 5:37:22 PM	4	QX-309330	0	4
Z47205391	Hollywood Hotels	Bugs Bunny Expeditors	5	7/28/2019 5:37:22 PM	3	QX-302140	0	3
Z47205847	Marvelous Marv	Everywhere Transportation	5	7/28/2019 5:37:22 PM	5	QX-307329	0	5
Z47202335	Yosemite Sam Liquors	Hollis Worldwide	4	7/27/2019 5:37:22 PM	4	QX-304621	0	4
Z47201380	Hollywood Hotels	Federal Worldwide	5	7/25/2019 5:37:22 PM	8	QX-306657	0	8

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Save

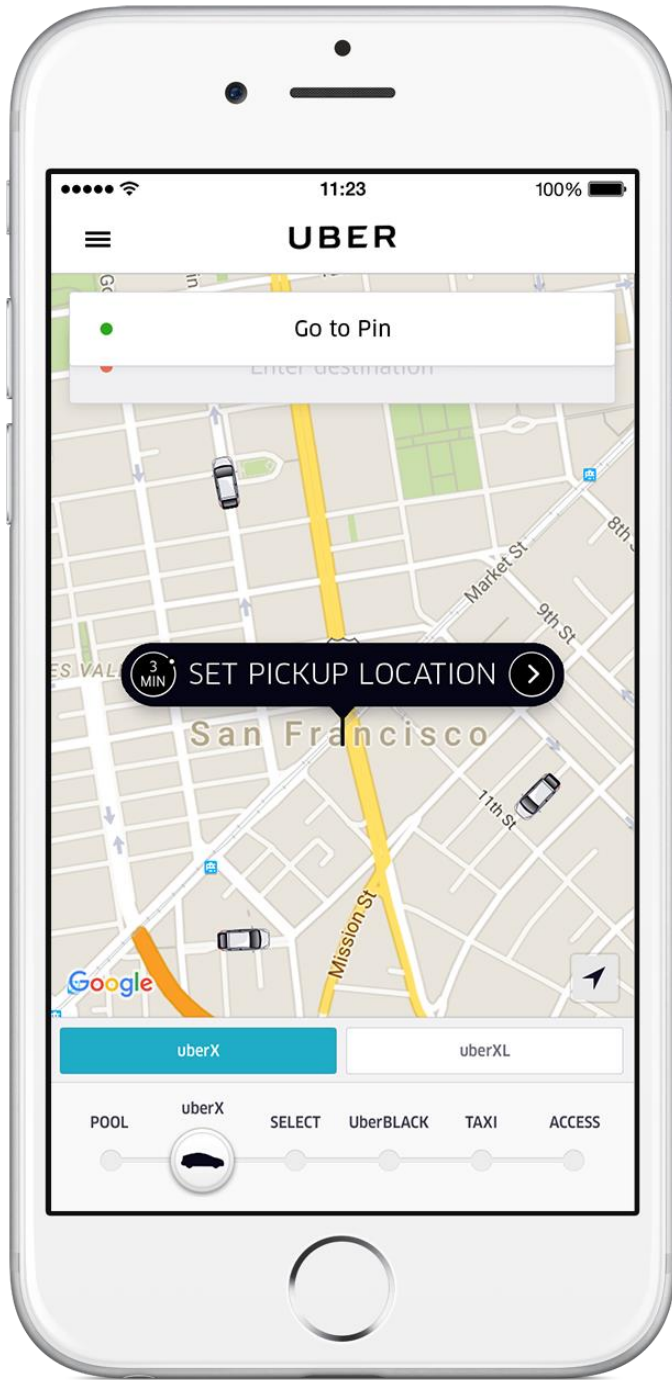
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Procrastinate

Blastoff



Whizbang Business App Circa 1995

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“For the history of software, it’s been good enough to make things possible. Now success also depends on making things easy.”

UX design can help avoid catastrophic failure

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STRATEGIC CIO IoT DEVOPS **SOFTWARE** SECURITY CLOUD MOBILE BIG D

SOFTWARE // ENTERPRISE APPLICATIONS

NEWS

12/12/2013
03:10 PM

Avon Pulls Plug On \$125 Million SAP Project

Avon halts its global rollout of an SAP order management system after a Canadian pilot project prompts reps to quit in frustration.

Avon has halted the global rollout of an SAP-based order management system after a failed deployment in Canada, [The Wall Street Journal reported](#) late Wednesday.

Doug Henschen
News

Connect Directly



“Avon halts its global rollout... after a Canadian pilot project prompts reps to quit in frustration.”

Speaking of design catastrophes: Windows 8

The image is a screenshot of a web browser window. The address bar shows the URL 'nngroup.com/articles/windows-8-disappointing-usability'. The browser's tab bar has two tabs: 'jacob nielsen windows 8 - B' and 'Windows 8 — Disappoi'. The browser's toolbar includes back, forward, refresh, and search icons. Below the toolbar is a bookmark bar with several items: 'New Tab', 'Instapundit', 'QandO', 'Ace', 'Youtube', 'Common', 'Watchlist', 'Fall 2015', 'Early 2016', and 'Spring 2016'. The main content area of the browser displays the Nielsen Norman Group logo and tagline: 'Evidence-Based User Experience Research, Training, and Consulting'. A search bar with a red 'Search' button is located to the right of the tagline. Below the tagline is a navigation menu with links for 'HOME', 'TRAINING', 'CONSULTING', 'REPORTS', 'ARTICLES', and 'ABOUT NN/G'. The 'ARTICLES' link is underlined in red. The main heading of the article is 'Windows 8 — Disappointing Usability for Both Novice and Power Users'. Below the heading is the author's name 'by JAKOB NIELSEN' and the date 'on November 19, 2012'. Below the date are the topics 'Mobile & Tablet' and 'Technology'. A summary box is located at the bottom of the article, containing the text: 'Summary: Hidden features, reduced discoverability, cognitive overhead from dual environments, and reduced power from a single-window UI and low information density. Too bad.'

Windows 8 — Disappoi

nngroup.com/articles/windows-8-disappointing-usability

New Tab Instapundit QandO Ace Youtube Common Watchlist Fall 2015 Early 2016 Spring 2016

NN/g Nielsen Norman Group
Evidence-Based User Experience Research, Training, and Consulting

HOME TRAINING CONSULTING REPORTS **ARTICLES** ABOUT NN/G

Windows 8 — Disappointing Usability for Both Novice and Power Users

by **JAKOB NIELSEN** on November 19, 2012
Topics: [Mobile & Tablet](#) [Technology](#)

Summary: Hidden features, reduced discoverability, cognitive overhead from dual environments, and reduced power from a single-window UI and low information density. Too bad.

But it's probably not that big a risk for you.

Your risk is leaving money
on the table.

Potentially, lots of money...

[CC BY](#)



Estimating ROI for design

- Internal corporate software
 - User productivity
 - Reduced errors
 - Reduced training
- ISV – software package or software as a service
 - Better sales
 - Improved customer retention
 - Reduced technical support

User productivity estimates need

- The number of users
- The average number of hours per day that a user operates the application
- The loaded cost per user per year (salary plus benefits plus overhead such as computers and office space)
- The estimated productivity savings of better user experience, expressed as a percentage
 - Typical successful design gets at least 10%
 - Even a basic design effort will probably yield at least 5%

Boring math stuff

- U is the number of users
- H is the number of hours of usage per day
- L is the loaded cost per user
- P is the percentage of improvement in productivity

- The formula for savings is simple:

$$(H / 8) * U * L * (P / 100)$$

That's why spreadsheets were invented

- Similar formulas for reduced errors and reduced training
- I have a spreadsheet with the formulas
- Does a total estimate for potential corporate application UX savings
- Let me show it to you briefly
- You can have it – just ask

Intangible returns too

- User satisfaction – reduced stress
- Better emotional connection to your company

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Save
Cancel
Defer
Reject
Procrastinate
Blastoff

Rural Gas Company, Inc. [10.01.00.10]

RURAL GAS COMPANY, INC.

CUSTOMER SEARCH / CUSTOMER HUB

ABC Company · ABCCOM · 40
C.O.D.

Billing Address: 79429 370th St, Olivia, MN 56277
Contacts: (320)231-3846 Paul Johnson, Marge Peterson

11 active locations
17 days since last delivery
47 open orders
\$510.08 balance due
\$9,353.99 actual balance w/disc

Summary: Locations, Orders, Financials, Contracts, Fuel Assistance, History, Custom, Equipment, Reminders, Checklist, Imaging

Recent History (last 10 transactions)

Reference	Note Reference	Note Reference	Note Reference	Note Reference
91082	D0005026	D0005024	D0005024	D0005024
Location 2	Inventory#	Description	Fuel Quantity	Unit Price
Amount (\$179.80)				

Thursday, November 29, 2018
Thursday, November 29, 2018
Wednesday, November 28, 2018
Wednesday, November 28, 2018
Wednesday, November 28, 2018

9:33 AM 12/3/2018

UX impact for ISVs

- Increased sales
- Increased retention of existing customers
- Reduced tech support

If the package is far enough behind the times, risk is that a competitor will swoop in with a modern app – this can be a threat to your company's existence

Getting those returns

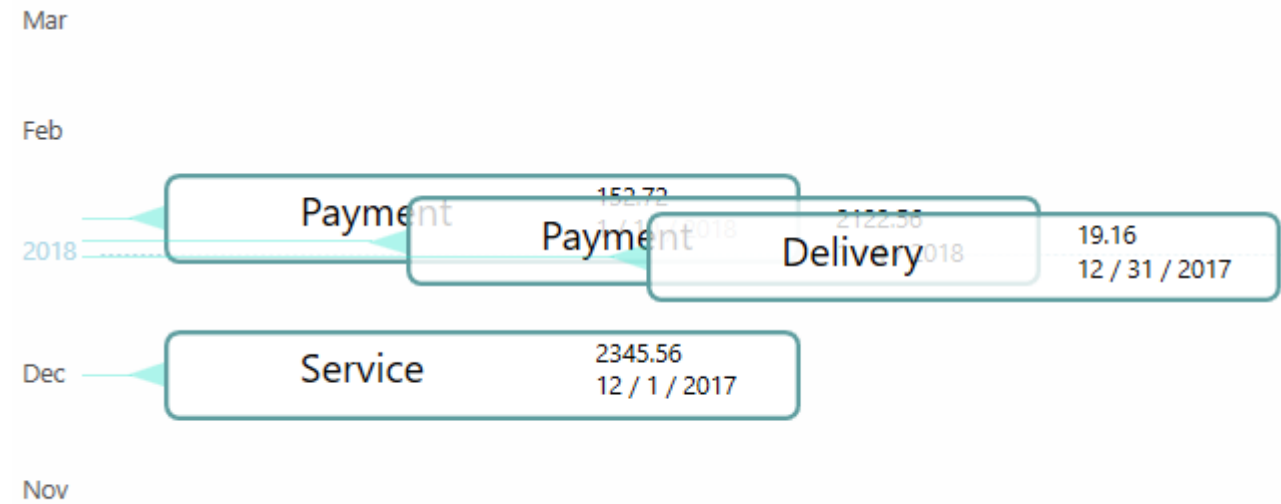
- Not about aesthetics
- You need to design UX that:
 - Has clean, fast app navigation
 - Helps users find information they need quickly
 - Visualizes data the way users need to see it

Aesthetics are important, but...



Show your users data they way they need to see it

- The cloud means more data
 - Sensors, events, many data sources
- Data must be easily consumable to be useful
- Data visualization requires UX design



Data visualization

RURAL GAS COMPANY, INC.

SEARCH MENU

HOME

CUSTOMER HUB

SALES-CASH RECEIPTS

DELIVERY & SERVICE

FUEL

ACCOUNTS PAYABLE

GENERAL LEDGER

INVENTORY

FIXED ASSETS

PAYROLL

UTILITIES

SETTINGS

MESSAGES

OPEN ITEMS

USER: SystemAdmin

ABC Company ABCCOM · 40

C.O.D.

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Olivia, MN 56277

Contacts
(320)231-3846 · Paul Johnson
Marge Peterson

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Summary

Locations

1 Home (DD) LBR1

71%

500 gal

(Jack's House)
Sec 27 Bird Island Townshi...

No Deliveries Scheduled
Runs out in 68 days

No SWO's Scheduled
Last SWO was 19 days ago

2 Shop (DD) LBC1

74%

1000 gal

(Shop Acct)
Sec 15 BI Township

No Deliveries Scheduled
Runs out in 97 days

No SWO's Scheduled
Last SWO was 61 days ago

3 Cdry (DD) WC

250 gal

Recent History (last 10 transactions)

Reference	Note Reference	Note Reference	Note Reference	Note Reference
91082	D0005026	D0005024	D0005024	W0010
Location: 2 Inventory#: Description: Bad debt Fuel Quantity: 0.00 Unit Price: \$0.00000 Amount: (\$179.80)	Contact: test Route: 9.11 Driver: 1 User: KJE Date Taken: 11/29/2018 Time Taken: 1:41 PM	need asap	Contact: bob Route: 9.11 Driver: 1 User: BES Date Taken: 11/28/2018 Time Taken: 9:43 AM	Line runs from SW corner of house to tank
Thursday, November 29, 2018	Thursday, November 29, 2018	Wednesday, November 28, 2018	Wednesday, November 28, 2018	Wednesday, November 28, 2018

9:33 AM 12/3/2018

Which way would you like to see equipment?

Equipment Items


Choose columns to show


ItemNumber	Description	Attribute	InvoicePrice	Ordered	Shipped	Received
IHW4350	Wireless Meter 105A'	Tempered glass	8.23	52	50	50
IHW2064	Water Heater X05	Tempered glass	18.88	51	51	51
IHW3282	Outside Propane Grill S72A	Plastic PVC	25.21	69	67	67
IHW4069	Home Generator U9102	Glass	36.14	10	9	9
IHW4583	Electrical node	Brushed Aluminum	27.03	49	48	48
IHW7996	Rheem Gas Range 8299	Rubber	24.78	60	60	60
IHW3384	Propane Tank 250gal	Glass	18.61	23	22	22
IHW6757	R221H First Stage Regulator	Plastic PVC	29.43	63	62	62
IHW1042	AgriDry Jet Nozzle	Brushed Aluminum	24.05	32	30	30
IHW4548	Tank Coupling Type J	Vibram	19.29	22	22	22

Or do you prefer this?

ABC Company · ABCCOM · 40

C.O.D.

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Olivia, MN 56277

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(320)231-3411 · Marge Peterson

SUMMARY

LOCATIONS

ORDERS

FINANCIALS

CONTRACTS

HISTORY

CUSTOM

EQUIPMENT

REMINDERS

CHECKLIST

 Equipment

0124686

Description Rheem RHE50

Type APPL



Install Date 6/20/2017

Location 1

Owner Company

Lease Amount

Next Bill No next bill date set

013527

Description

Type TANK



500 Capacity

2340239

Description R122H First-Stage Regulator

Type REG



Install Date 7/31/2017

Location 1

Owner Company

Lease Amount

Next Bill No next bill date set

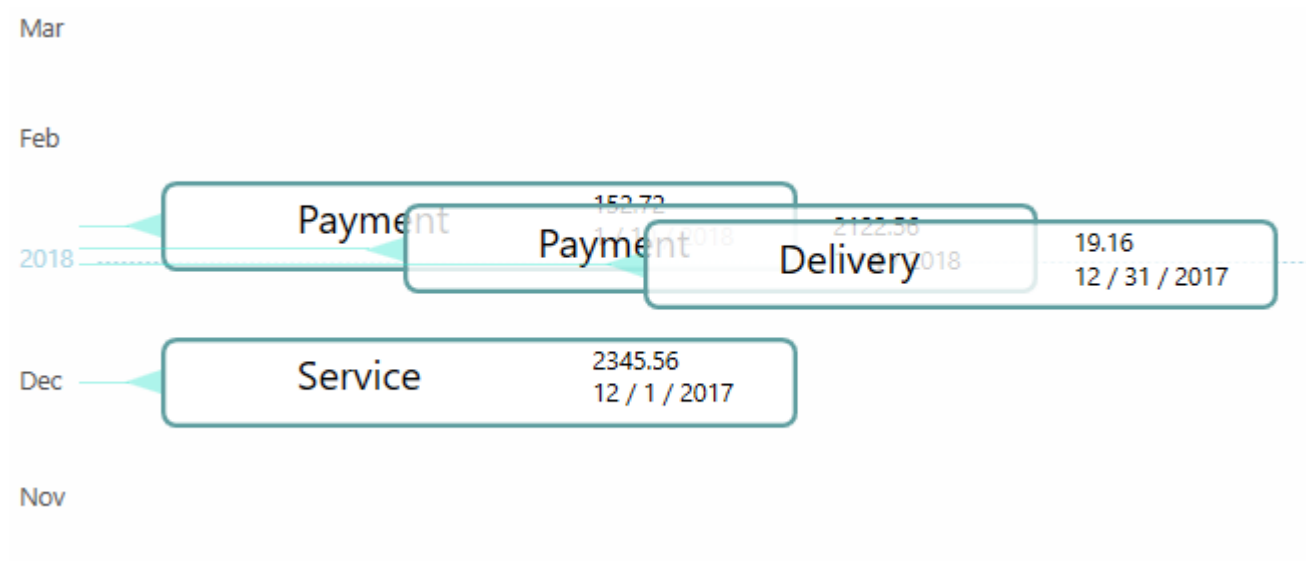
2634234

Description R222 Series

Type REG

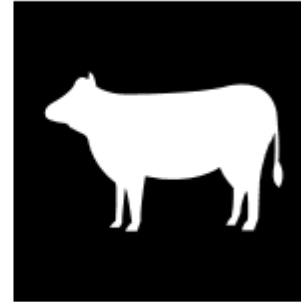


Customer interactions visualization example



Status visualization example

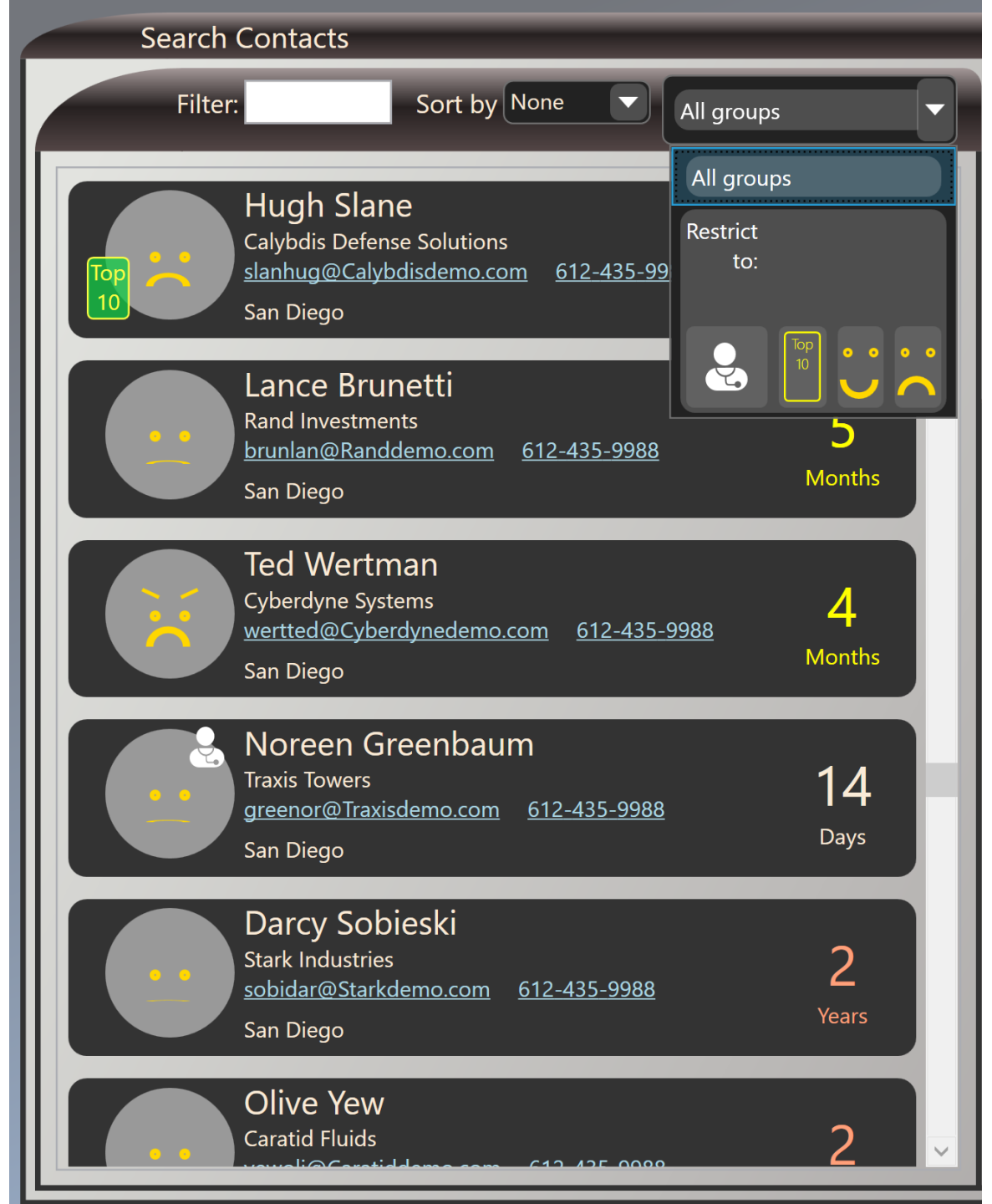
Cow is alive



Cow is dead



Better search experience



Better app navigation

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Note Options Include Notes

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Amount (\$179.80)				
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MESSAGES

OPEN ITEMS 2

USER SystemAdmin

9:33 AM 12/3/2018

Good navigation starts with focus on most needed actions and information

- Typical page/view has four to six pieces of information the user needs most
- Typical page/view has two to three actions the user needs most

- Find these out first – then design the view


Good interaction works for typical user



UX design foundation: principles of design

- Design principles come from the way the human brain and visual system work
- If you work against the principles, users will work too hard and make mistakes more often
- If you work with the principles, users will see things faster and make fewer mistakes

Indoor Sports
Volleyball standard



White, standard pressure

\$17.95 In stock: 22


Wood Court Sports
Basketball - high school



Dimpled, orange

\$22.95 In stock: -7


Bat and Ball Sports
Baseball - practice grade



Leather, blue poly stitching, standard size

\$7.95 In stock: 5


BigSports
Pro grade football



Pigskin leather, professional grade size and surface

\$45.95 In stock: 5


Basepath Sports
Baseball - standard



Cowskin leather, professional size, red stitching

\$19.95 In stock: 24


Basepath Sports
Baseball for league play



Leather, poly stitching, standard size

\$19.95 In stock: 5

NatSports
Middle school football



Slightly smaller football for middle school play

\$39.95 In stock: -9

Discount Athletics
Basketball



Dimpled, orange

\$12.95 In stock: 19


Bouncy Sports
Basketball



Dimpled, orange, stress resistant

\$16.95 In stock: 4


Bouncy Sports
Tennis balls



Orange, high bounce

\$13.95 In stock: 7


Grassy Sports
Tennis balls



Florescent green, 3 per package

\$14.95 In stock: 19


Gridiron Sports
League style football



Dimpled leather, regulation size, padded lining

\$49.95 In stock: 9


Concrete outdoors
Tennis balls



Standard green, cannister of 3

\$14.95 In stock: 19

Discount Athletics
Soccer ball



White standard

\$11.95 In stock: 29

Discount Athletics
Basketball



Dimpled, orange

\$12.95 In stock: 19

FarGrass Sports
Soccer ball standard



Off white leather

\$21.95 In stock: -17


Knockoff Sports
Basketball



Dimpled, orange

\$12.95 In stock: 26


GreenGrass Outdoo
Soccer ball for winter



Orange leather, thick covering

\$21.95 In stock: -6


OnTheField Sports
Soccer ball standard



White leather reinforced

\$28.95 In stock: 12

HardCourt Sports
Practice volleyball



White with green stripe

\$7.95 In stock: 42


Indoor Sports
Basketball - college grad



Dimpled, blue and white

\$27.95 In stock: 35

Indoor Sports
Volleyball standard



White, standard pressure

\$17.95 In stock: 22


Wood Court Sports
Basketball - high school



Dimpled, orange

\$22.95 In stock: -7


Bat and Ball Sports
Baseball - practice grade



Leather, blue poly stitching, standard size

\$7.95 In stock: 5


BigSports
Pro grade football



Pigskin leather, professional grade size and surface

\$45.95 In stock: 5


Basepath Sports
Baseball - standard



Cowskin leather, professional size, red stitching

\$19.95 In stock: 24


Basepath Sports
Baseball for league play



Leather, poly stitching, standard size

\$19.95 In stock: 5

NatSports
Middle school football



Slightly smaller football for middle school play

\$39.95 In stock: -9

Discount Athletics
Basketball



Dimpled, orange

\$12.95 In stock: 19


Bouncy Sports
Basketball



Dimpled, orange, stress resistant

\$16.95 In stock: 4


Bouncy Sports
Tennis balls



Orange, high bounce

\$13.95 In stock: 7


Grassy Sports
Tennis balls



Florescent green, 3 per package

\$14.95 In stock: 19


Gridiron Sports
League style football



Dimpled leather, regulation size, padded lining

\$49.95 In stock: 9


Concrete outdoors
Tennis balls



Standard green, cannister of 3

\$14.95 In stock: 19

Discount Athletics
Soccer ball



White standard

\$11.95 In stock: 29


Discount Athletics
Basketball



Dimpled, orange

\$12.95 In stock: 19


FarGrass Sports
Soccer ball standard



Off white leather

\$21.95 In stock: -17

Knockoff Sports
Basketball



Dimpled, orange

\$12.95 In stock: 26


GreenGrass Outdoor
Soccer ball for winter



Orange leather, thick covering

\$21.95 In stock: -6


OnTheField Sports
Soccer ball standard



White leather reinforced

\$28.95 In stock: 12


HardCourt Sports
Practice volleyball



White with green stripe

\$7.95 In stock: 42


Indoor Sports
Basketball - college grad



Dimpled, blue and white

\$27.95 In stock: 35


Bat and Ball Sports
Baseball - practice grade



Leather, blue poly stitching, standard size

\$7.95 In stock: 5


Basepath Sports
Baseball - standard



Cowskin leather, professional size, red stitching

\$19.95 In stock: 24


Basepath Sports
Baseball for league play



Leather, poly stitching, standard size

\$19.95 In stock: 5

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Pro grade football



Pigskin leather, professional grade size and surface

\$45.95 In stock: 5

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Middle school football



Slightly smaller football for middle school play

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League style football



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OnTheField Sports
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GreenGrass Outdoor
Soccer ball for winter



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Soccer ball



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FarGrass Sports
Soccer ball standard



Off white leather

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Florescent green, 3 per package

\$14.95 In stock: 19


Bouncy Sports
Tennis balls



Orange, high bounce

\$13.95 In stock: 7


Concrete outdoors
Tennis balls



Standard green, cannister of 3

\$14.95 In stock: 19


HardCourt Sports
Practice volleyball



White with green stripe

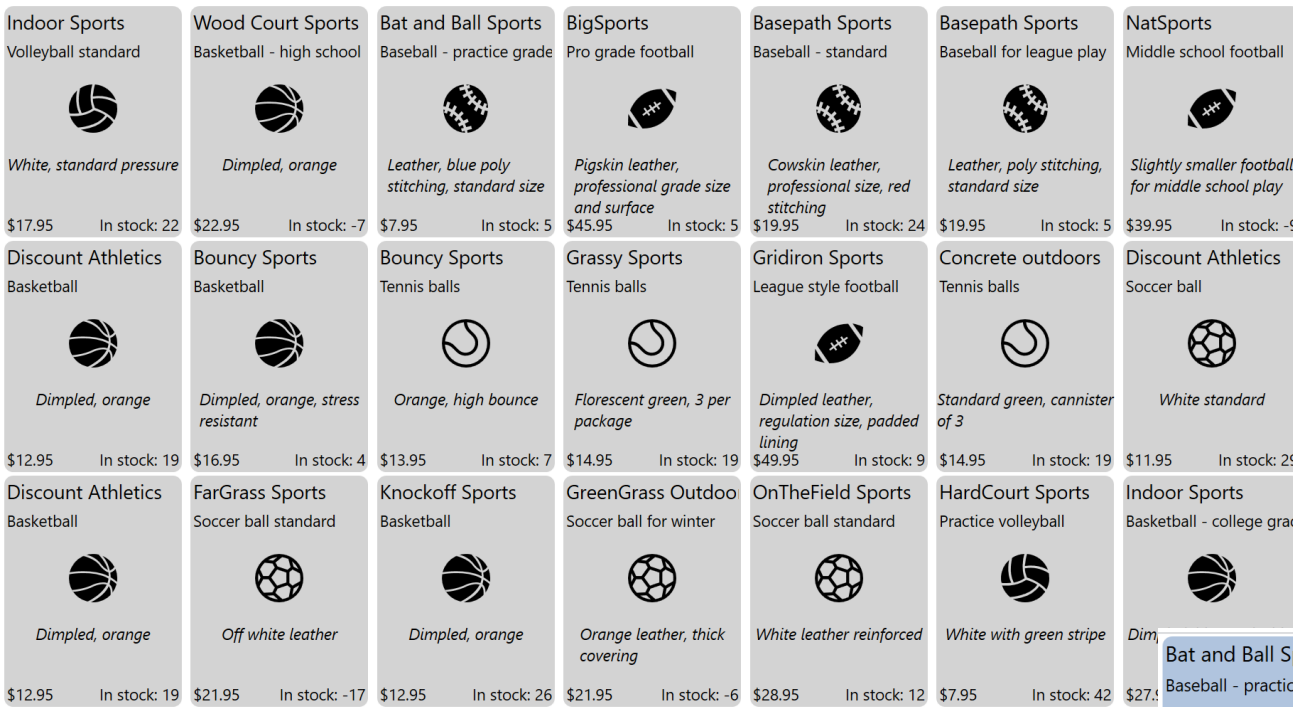
\$7.95 In stock: 42

Indoor Sports
Volleyball standard

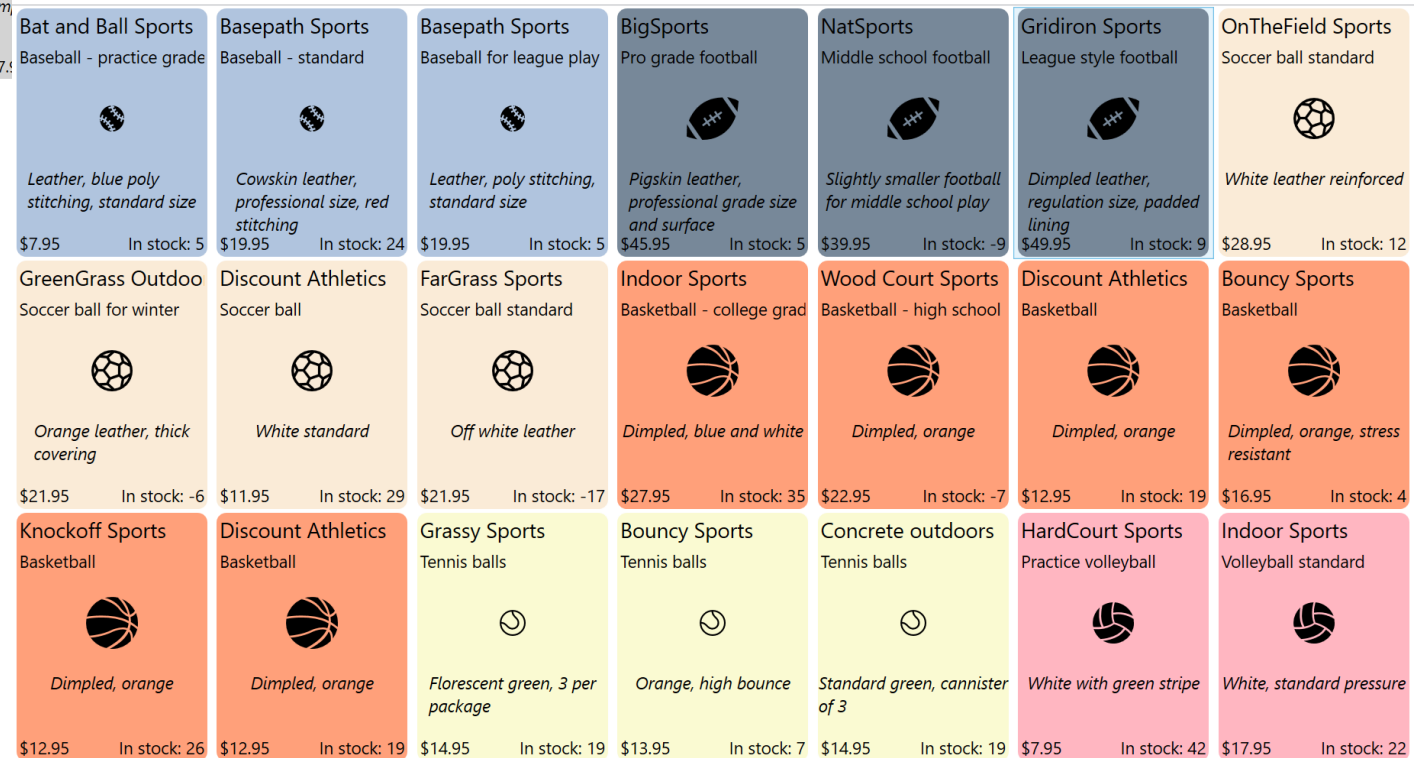


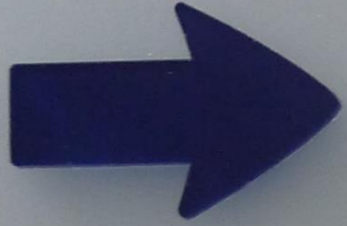
White, standard pressure

\$17.95 In stock: 22



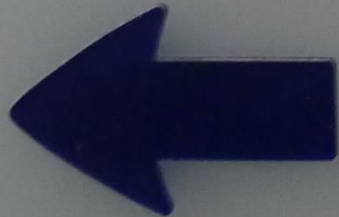
- Our visual system groups by size, shape, color, and proximity
- You've just seen four major Gestalt design principles, plus mapping





Rooms

201-223, 225



*I'm in
room
207*



Rooms
201-223, 225



Rooms
224, 226-241



Price: **\$14.39**

You Save: \$69.60 (82%)
In Stock



SanDisk Ultra Fit 128GB USB 3.0
Flash Drive...

SanDisk
★★★★☆ (2607)

Price: **\$29.99**

You Save: \$50.00 (62%)
In Stock



Price: **\$23.99**

You Save: \$29.00 (54%)
In Stock



SanDisk iXpand 64GB Mobile Flash
Drive with...

SanDisk
★★★★☆ (186)

Price: **\$69.99**

You Save: \$30.00 (30%)
Usually ships in 1 to 3 weeks



Price: **\$9.59**

You Save: \$8.90 (48%)
In Stock



SanDisk iXpand 128GB Mobile Flash
Drive with...

SanDisk
★★★★☆ (186)

Price: **\$99.99**

Usually ships in 2 to 4 weeks



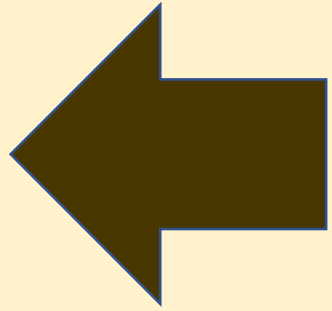
← 812 - 818

Ice

Meeting Rooms

→ 819 - 829



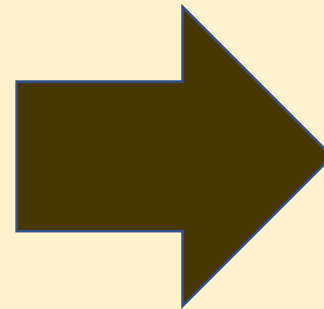


812 – 818

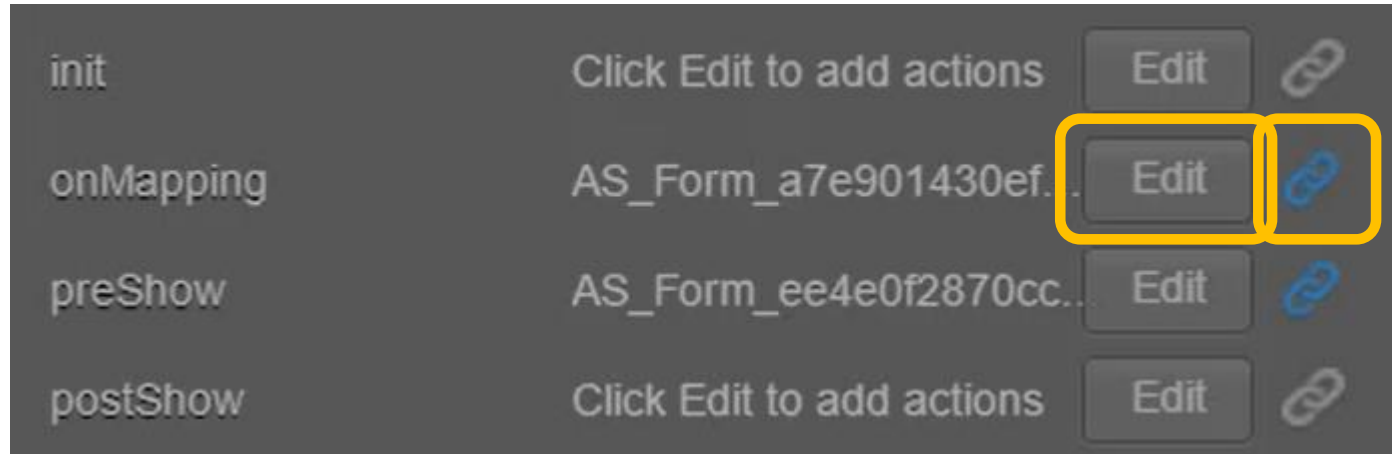
Ice

Meeting Rooms

819-829



Violating Gestalt Proximity unnecessarily leads to errors and confusion



Wipes out all previous work on this event, irreversibly

- Hitting a control element by accident because it was too close to what you intended can be rage inducing (along with damaging user productivity by throwing away hard-won work)
- In this case, iconography is awful too

Design principle example

<http://bit.ly/TheAwarenessTest>

A test

- I will show three slides for a few seconds each
- Each slide will have drawings of common tools you might find around your house or workshop
- Your task: how many slides contain a hammer?









Users mostly see what they *expect* to see

- What users perceive is heavily influenced by what they're looking for
- The visual system simple filters out things not considered relevant to the task at hand

It's not hard to learn design principles

- There are about three dozen that matter the most in software
- Almost all of them make sense as soon as they are explained

Again, users mostly see what they *expect* to see

- What users perceive is heavily influenced by what they're looking for
- Inattention blindness is one aspect, but there are several others
- Next up: Priming





In Case Of Fire
Elevators Are Out Of Service



Use Exit

UP



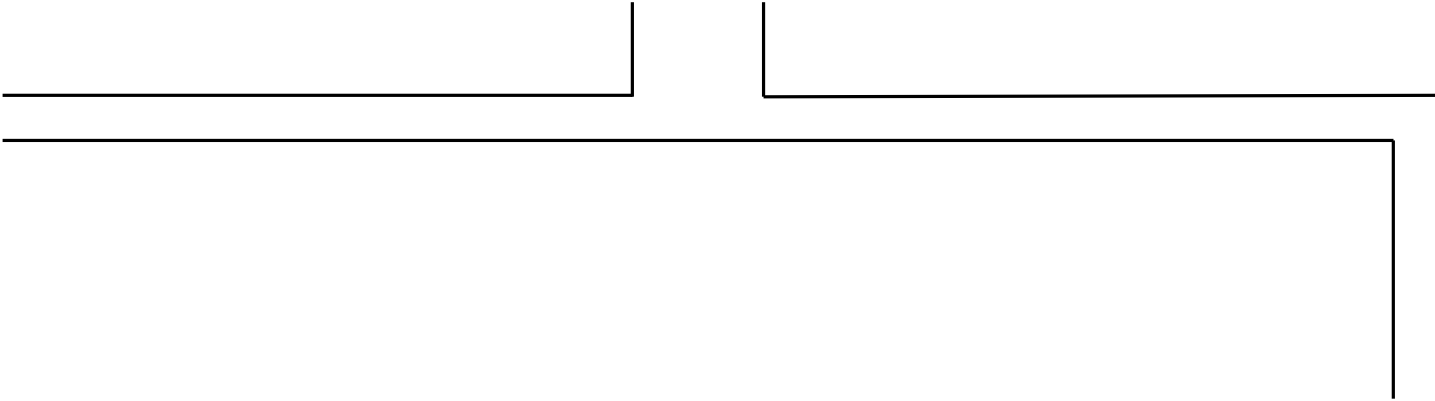
Framing

- What you expect to see can be set by previous experience
- When you see a kitchen, you expect a stove
- If you go in a kitchen that has no stove, **you may still remember seeing one**

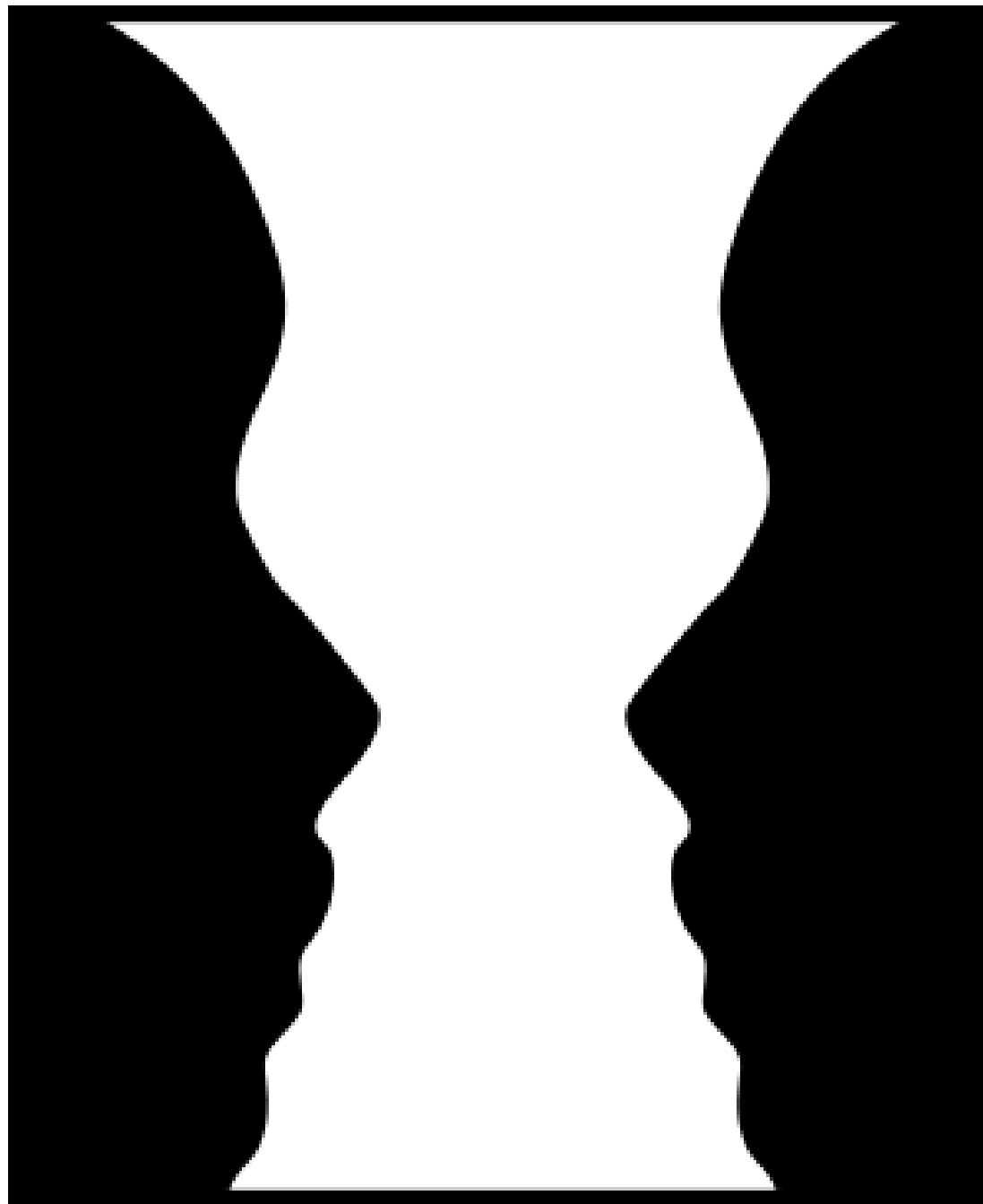




Life Sciences
Complex



This
illustrates a
principle in
the Gestalt
family called
Figure
Ground





Green Lake Company



Profile

- CRM
- Billing
- Order Defaults
- Exclusions
- Notes

Profile

Customer Name

Business Type

Status

Type

Active Date

Main Phone

Dress Code

Address

Main 2342 Peachwillow Denver, CO 80203	Billing 123 East Lake Nashville, TN 37076
---	--

Add Edit Delete



Contacts

Jim Morrision (HR Assistan
 Home 615 791 1234
 Email jim@yahoo.com

Add Edit Delete

Save Close



Home



Orders



Employees



Customers



Timesheets



Payroll



Billing



Reports



Settings



Green Lake Company



Profile

CRM

Billing

Order Defaults

Exclusions

Notes

Profile

Customer Name

Business Type

Status

Type

Active Date

Main Phone

Dress Code

Address

Billing

23 East Lake
Nashville, TN 37076



Edit customer address

Address

Address Type:

Address Lines:

City, State, ZIP:

Save

Close

Save

Close



Home



Orders



Employees



Customers



Timesheets



Payroll



Billing



Reports



Settings



Green Lake Company



Profile

- CRM
- Billing
- Order Defaults
- Exclusions
- Notes

Profile

Customer Name

Business Type

Status

Type

Active Date

Main Phone

Dress Code

Address

Main
2342 Peachwillow
Denver, CO 80203

Add Edit Delete

Billing
123 East Lake
Nashville, TN 37076



Contacts

Jim Morrision (HR Assistan
Home 615 791 1234
Email jim@yahoo.com

Add Edit Delete

Save Close



Home

Orders

Employees

Customers

Timesheets

Payroll

Billing

Reports

Settings



Billy Hollis
@billyhollis

Tweets **1,642** Following **7** Followers **2,659**

- Nashville trends** · Change
- #GhostRecon** 🗡️
World Premiere @ 11:30 AM PT!
Promoted by Ghost Recon
 - Durant**
Fans fear the worst as Kevin Durant suffers non-contact injury
 - Curry**
287K Tweets
 - Draymond**
37.6K Tweets
 - Achilles**
Fans fear the worst as Kevin Durant suffers non-contact injury
 - Klay**
52.1K Tweets
 - Chris Paul**
26.9K Tweets
 - Steve Kerr**
14.1K Tweets
 - Capela**

What's happening?

See 2 new Tweets



Billy Hollis @billyhollis · 13h

Conference organizers: I came up with a new idea today for a conference keynote session. Title is The Tribe. If you're interested in a non-tech-oriented keynote that will challenge developers to rethink their careers over the next decade, contact me about it.

Reply Retweet Like 2



Lyrics aM @YT_Lyrical · 14h

Is hard for me because I don't play claw, but still do able! Grinding for multiple teams atm, anybody interested in anything DM me or comment.
#Fortnite #FortniteCreative #Control2019 #ReleaseTheHounds #ControllerGang #FortniteSeason9



Reply Retweet Like 1

Who to follow · Refresh · View all

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Promoted
- Microsoft TechNet UK** ✓ ...
Follow
- Picard Tips** @PicardTips
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- Nashville trends** · Change
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World Premiere @ 11:30 AM PT!
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@billyhollis

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1:59 PM - 8 May 2019

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Reply Retweet Like 3

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FIRE
EMERGENCY

FIRE
PUSH

LIGHT
OFF

OFF
FOR

INDEPENDENT
SERVICE

12

14

15

9

10

11

6

7

8

3

4

5

★

2

DOOR
CLOSE

DOOR
OPEN

DOOR
OPEN

DOOR
CLOSE

ALARM

ALARM

BEATOR
CAYCITY 1574 LBS





- Search menu
- HOME
- CUSTOMER HUB
- SALES-CASH RECEIPTS
- DELIVERY & SERVICE
- FUEL
- ACCOUNTS PAYABLE
- GENERAL LEDGER
- INVENTORY
- FIXED ASSETS
- PAYROLL
- UTILITIES
- SETTINGS
- MESSAGES
- OPEN ITEMS 2
- USER

« CUSTOMER HUB / CUSTOMER SEARCH / ABCCOM

ABC Company · ABCCOM · 40

C.O.D.

Edit Details

More options...

Billing Address
79429 370th St
Olivia, MN 56277

Contacts
(320)231-3847 · Paul Johnson
(320)231-3411 · Marge Peterson

11
active locations

28 days
since last delivery

13
open orders

\$2,231.01
total balance

SUMMARY

Locations

+ Add a Location

LOCATIONS

ORDERS

FINANCIALS

CONTRACTS

HISTORY

CUSTOM

EQUIPMENT

REMINDERS

CHECKLIST

1 Home (DD)

(Jack's House)
Sec 27 Bird Island Towns...



74%

500 gal

No Deliveries Scheduled
Runs out in 740 days

No upcoming SWOs
No previous SWOs

2 Shop (DD)

(Shop Acct)
Sec 15 BI Township



66%

500 gal

No Deliveries Scheduled
Runs out in 657 days

No upcoming SWOs
No previous SWOs

3 Cdry (WC)

(Corn Drying Acct)
Sec 22 BI Township



0%

250 gal

No Deliveries Scheduled
Cannot determine when runnin...

No upcoming SWOs
No previous SWOs

4 Cndo (MT)

Blue Condo Unit #1
Top Floor



0%

9999 gal

No Deliveries Scheduled
Cannot determine when runnin...

No upcoming SWOs
No previous SWOs

5 Home (FC)

(Owner's house)
Sec 4 Norfolk



0%

500 gal

No Deliveries Scheduled
Cannot determine when runnin...

No upcoming SWOs
No previous SWOs

6 Wrhs (FD)

(Warehouse acct)
Sec 15 BI Township



0%

1175 gal

Last Delivery was 394 days ago
Cannot determine when runnin...

No upcoming SWOs
No previous SWOs

7 Shed (FW)

#1 Diesel fuel
Sec 31 BI Township

8 Shop (NF)

(Parts acct)



- Search menu
- INQUIRY
- ACCOUNTS PAYABLE
- GENERAL LEDGER
- INVENTORY
- FIXED ASSETS
- PAYROLL
- UTILITIES
- REPORTS
- SETTINGS
- HOME
- FAVORITES
- MESSAGES
- OPEN ITEMS 2
- USER

INQUIRY HUB / CUSTOMER SEARCH / ADC001

A. Datum Corporation

Make a Payment

Edit Details

Billing Address
4567 Main St.
Buffalo, NY 9805

Contacts
(111) 555-0100 · Aaberg, J
(111) 555-0101 · Aaberg, J

43
active locations

5 days
since last delivery

13
open orders

\$325.00
60 day balance

SUMMARY

- LOCATIONS
- ORDERS
- FINANCIALS
- HISTORY
- CUSTOM
- EQUIPMENT

Locations

+ Add a Location

01 Barn Hog LPG Bulk AG Heat (Degree Day)

2238 SW 15th Street
Blomkest, MN 56216



Next Delivery is in 2 days
Runs out in 14 days

No upcoming SWOs
Last was on 5/2/2013

02 Home Heat Resd 1 LP Bulk (Degree Day)

2237
Blom



Next
Runs

No up
Last

Recent History

+ Add Entry

Show All

12/1/2016	Phone Call	Customer called requesting statement balance
11/29/2016	Order	Delivery scheduled for 10/1/2016
11/24/2016	Sales	\$500.00 Paid
11/19/2016	Delivery Completed	Driver EL560
11/14/2016	Statement Sent	\$453.53 due by 9/1/2016
11/2/2016	Phone Call	Customer called to pay bill
10/22/2016	Phone Call	Customer called requesting statement balance

Evil by Design

- Subverting these principles to hide what you don't want the user to see
- It's unethical

Hilton

Hilton Honors

Hilton

Choose a device

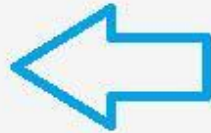
HMD Global Nokia 6.1

This app has access to:



Contacts

Uses contact information



Location

Uses the device's location



Phone

Uses one or more of: phone, call log. Charges may apply.



CANCEL

INSTALL



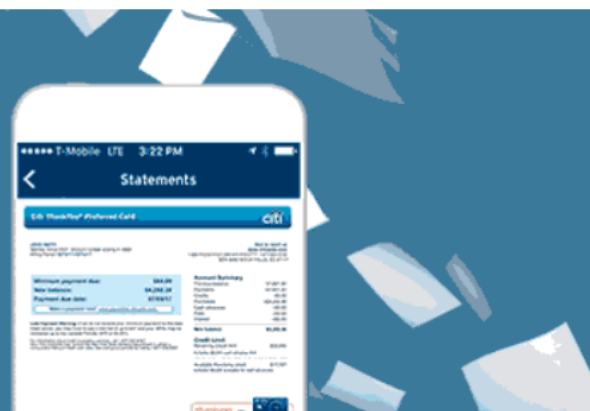
Sign Off

Welcome, BILLY S HOLLIS | Last sign on: February 15, 2018, 9:00 PM

Make all of your Credit Card Accounts Paperless.

With just 1 click.

To save you time, we have made it easy for you to update your card accounts to Paperless - just click Accept.



By enrolling in Paperless Statements and E-Communications, I agree to receive my statements and some legal notices electronically only. I will receive an email when my statement or notice is available to view online.

By clicking 'Accept', I confirm I've read and agree to the [Terms and Conditions](#) which describe the types of notices, the system requirements for viewing them, how to get paper copies if I need them and how to cancel Paperless if I choose.

Your eligible card account(s):

Citi ThankYou® Preferred 6934

Costco Anywhere Visa® Business Card by Citi 4439

Accept

Manage Settings



Step: 1 of 3

Adobe Flash Player



Version 18.0.0.194
[System requirements](#)

Your system:
Windows, English

[Are you an IT manager or OEM?](#)

Optional offer:

- Yes, install **Google Toolbar** for Internet Explorer.
[Learn more](#)



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By clicking the "Update now" button, you acknowledge that you have read and agree to the [Adobe Software Licensing Agreement](#) and the [Google Toolbar License Agreement & Privacy Policy](#).

NO, NO, NO, NO!!!!!!

Other principles that prime or influence what users expect

- Archetypes
- Familiarity
- Habituation

Browser window showing the Courtyard Philadelphia Great Valley/Malvern website. The address bar displays <http://msn.com/>. The browser menu includes File, Edit, View, Favorites, Tools, and Help. The page header features the Courtyard logo and the hotel name: Courtyard Philadelphia Great Valley/Malvern.

A connection that can keep up with you.

high speed internet	enhanced high speed internet
email surf the web	stream video download large files free for Gold & Platinum Elite members*
free	4.95 (USD) / day
duration: length of stay	duration: 1 day

A connection that can keep up with you.

high speed internet

email
surf the web

free

duration: length of stay

connect for free

enhanced high speed internet

stream video
download large files

free for Gold & Platinum Elite members*

4.95 (USD) / day

duration:

select

- or - connect with an [access code](#)

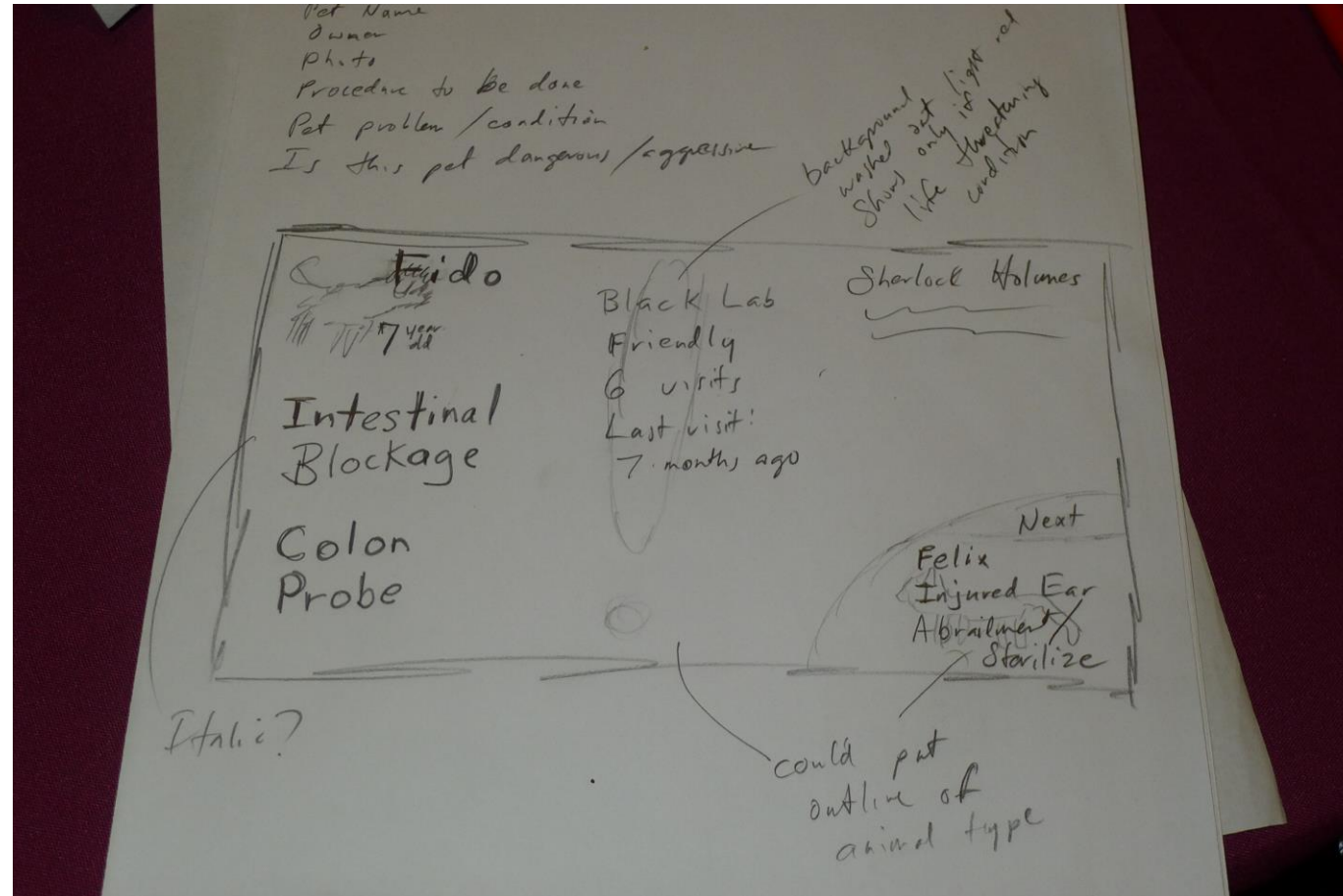
For today's workshop exercises, focus on...

- Proximity and grouping
- Uncluttered screens
- Use of color (keep it subtle)
- Use of evocative shapes and graphics
- Layering
 - Example: background icon in translucent color

Data visualization design exercise

- “Sketch an information card for a pet in a veterinary application.”
- Start by thinking about the pet information you would most like to see if you were a vet. Keep it down to 5 or 6 data items. Then draw at least two layouts that compose this information into a card for the vet to view. Imagine that it will be shown on a flat screen TV in the vet’s work room, where he can easily look up and see it.

Here is one example that I sketched for the pet information card



The hard part

- Remembering to use the principles is where you'll probably stumble
- Most developers are in a deep, deep rut
- We're always busy

Breaking free of the past is your biggest challenge – by far



**Warning
Backsliding
in Progress**

But once you do break free of the past, it's permanent.

A common sentiment from my clients who focused on UX design:

“We don't even think about software development the same way as before.”

To break out, use a UX design process

- Fairly lightweight
- For a single view, it might only take a day or two
- For a full application replacement, it will probably take two to three weeks with a design team of 3-6 people

Don't design everything in the app up front

- Most used pages/views (about 6-10 usually)
- Overall app navigation
- Search experience
- Useful data visualizations

This sets a design direction and encourages better design for everything added later

A lightweight design process usually does not add cost or time to your overall development effort

- Eliminates false starts
- Reduces iterations with users
- Yields more valuable apps
 - Gets the ROI we talked about earlier

Typical steps in a UX design process

Understanding

- Business needs
- **User observation in the field**
- **Analyzing user observations**
- Creating work models
- Listing and prioritizing design tasks

Design

- Visioning
- **Storyboarding**
- Wireframing / Illustration / paper mock-up
- Interaction prototyping
- Design evaluation

UX should emphasize what the user does a lot

- "Do you **know** what your users do?"
- Survey of users: "What three things do you do in the inquiry screen?"



Image of Edna Mode copyright © Pixar/Disney

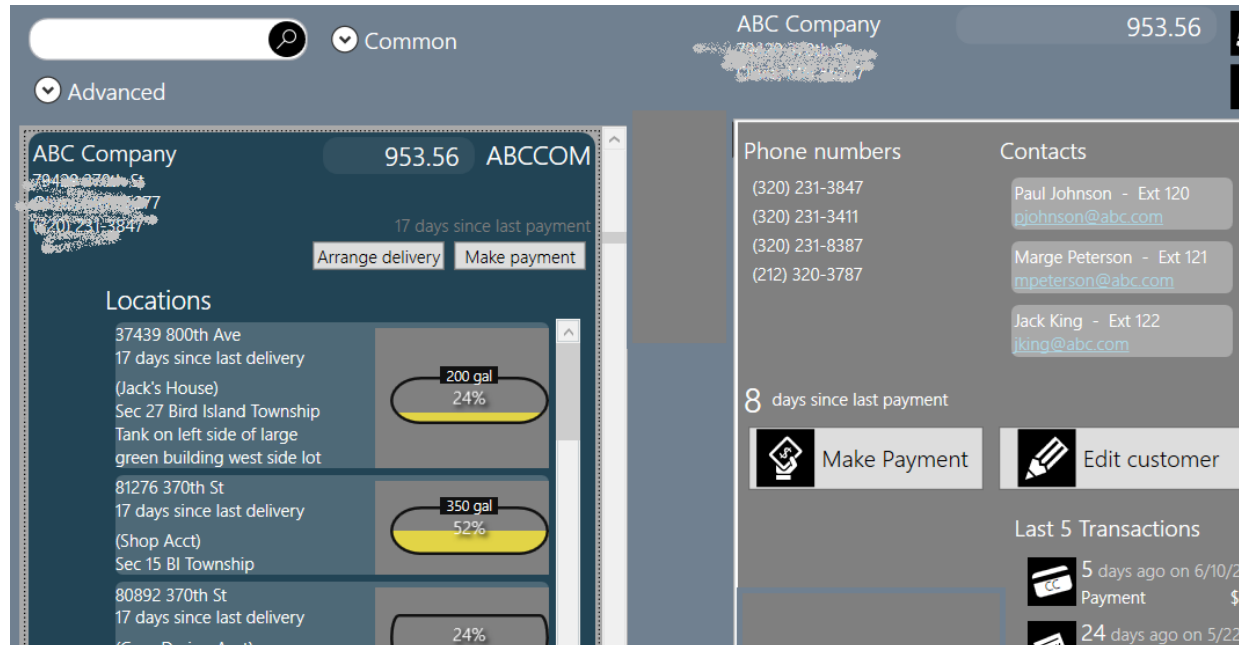
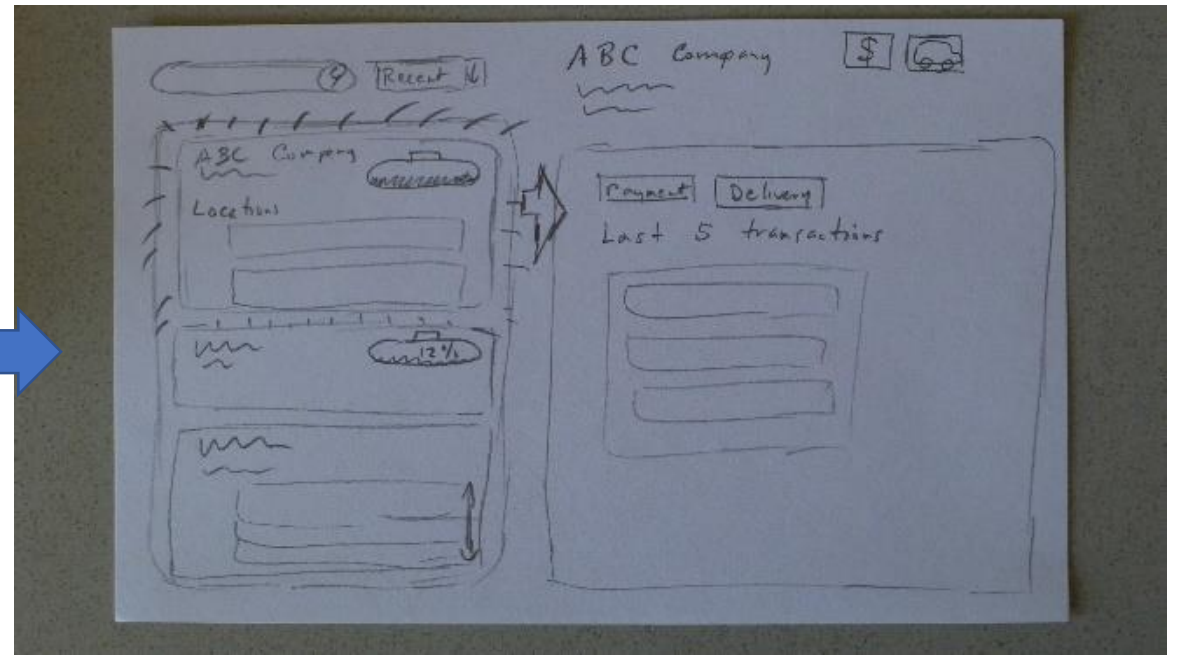
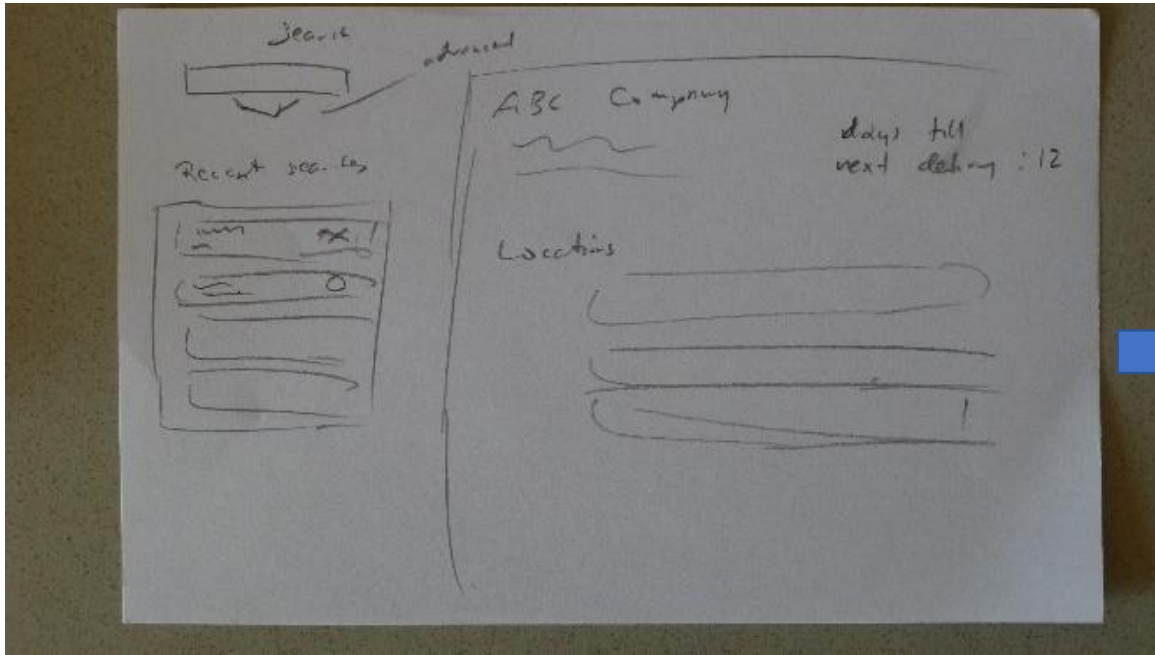
User observation and analysis

- Observing users in their typical work environment
- A representative set of users is best
- Record notes and product “observations”
 - These are simple sentences about what you learned
 - Example: “User has trouble searching by phone number”
- Analyze observations to gain overall understanding of needs and priorities


- I have a detailed process for this that I use in my projects


Ideation


- Development of ideas via sketching
- Best to do it in groups of 2-4
- Multiple rounds of sketching, usually to refine ideas



Look for opportunities to innovate

Payments 


Account(s) to pay 

Payment component(s) 

Check Amount:

Cash

Credit card Name on check:



Key technique – multiple, competing ideas

- The way to get great ideas for design is to have lots of ideas
- You should find **multiple design approaches** for every design challenge you face
 - At least two – three or four even better
 - Doing multiple designs forces you to break with the past and explore new ideas

- My main work is consulting. You can get me and my team for:
 - User interface design and prototyping
 - Development of native, web, and desktop apps
- I personally do onsite training for teams on UX design
- UX design video training on Pluralsight and LinkedIn
- I also train on XAML
 - WPF / Windows 10 / Uno Platform
 - Beginning through advanced

billy-at-nextver.com

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www.linkedin.com/in/billy-hollis-next-version

Billy Hollis

