

Pacing Design

Projects, Process & Drupal

Jason Pamental (@jpamental)

Lead UX Strategist



A bit about me

- Lead UX Strategist at Fresh Tilled Soil
- Have found peace, even with IE6–8
- Believe the best aspects of design are often never seen
- Author of Responsive Typography from O'Reilly (bit.ly/rwtbook)
- Husband, father, son, brother, tinkerer, teacher & student
- Walker of @aProperCollie



Projects are Hard
(but our process doesn't have to be)

***wherein we admit
there's a problem***

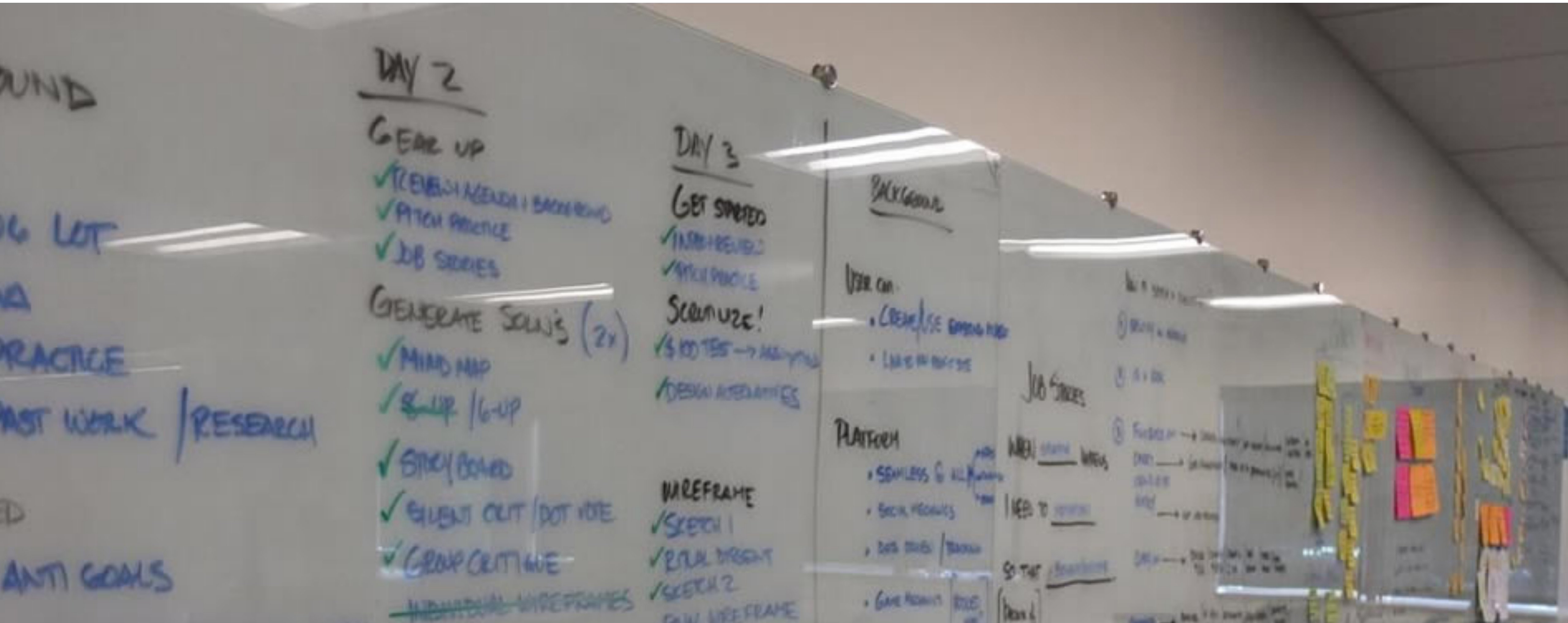
Establishing Trust



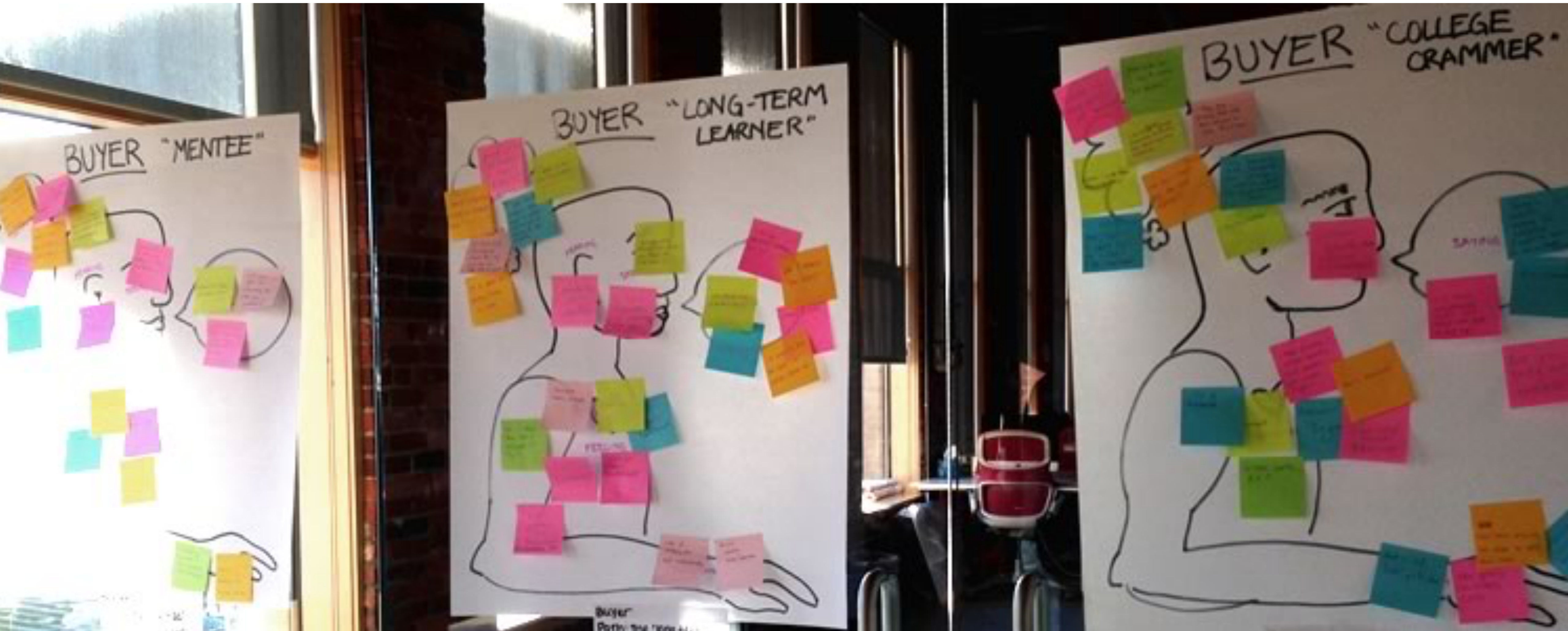
Flip the Script

Ditch the Guesswork

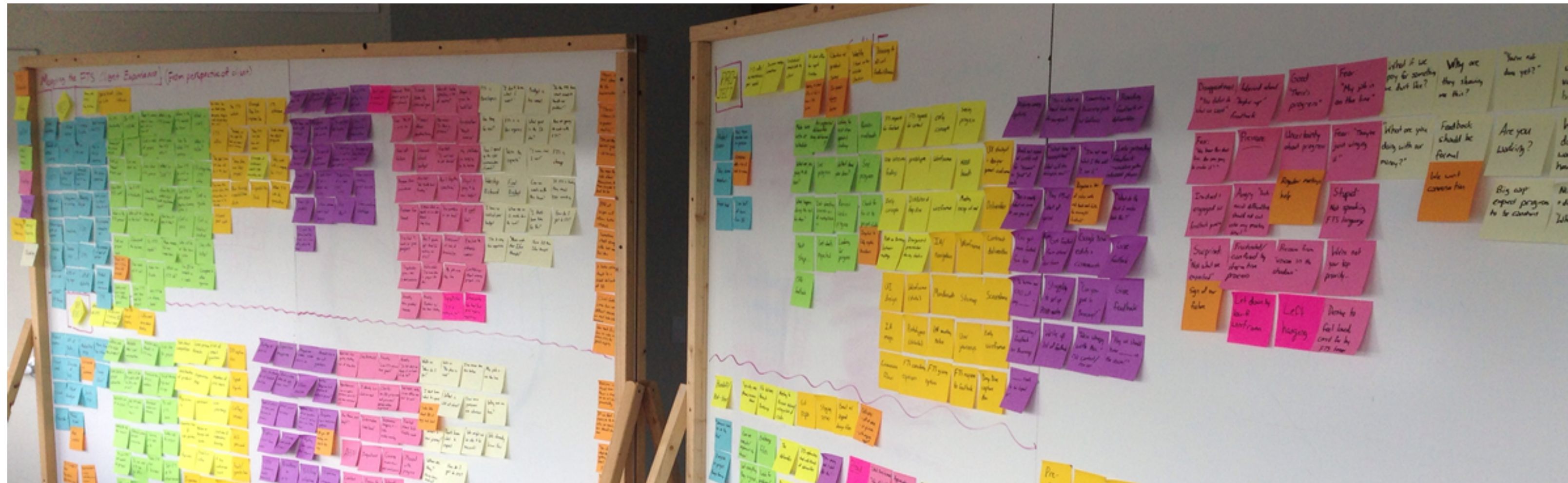
Deep Dive (initial engagement)




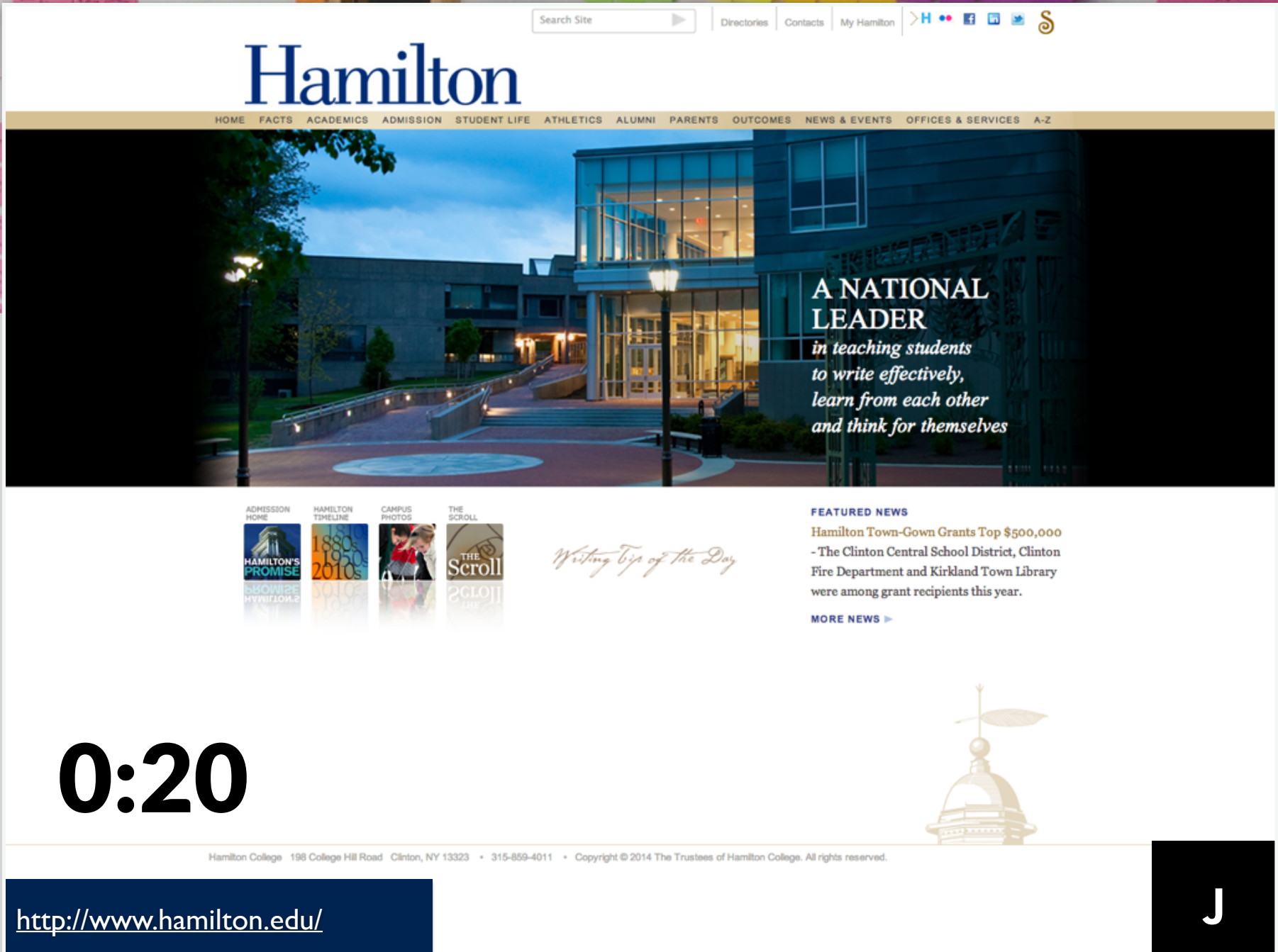
Deep Dive (*discovery*)



Exercises



Exercises

Hamilton College 198 College Hill Road Clinton, NY 13323 • 315-859-4011 • Copyright © 2014 The Trustees of Hamilton College. All rights reserved.

<http://www.hamilton.edu/>

h+w
a design company

Yale GSAS User Personas

John
DGS, Faculty

Worldview
I wear many hats – I'm a researcher, professor and administrator – and can't spend a lot of time looking for the answers!

I frequent the GSAS site
Rarely - and only in response to student questions/needs

I am looking for
Links to Policies, Procedures & Forms

I get frustrated because
Pages are too long, reveals annoying & site search doesn't apply to bulletin pages

I access...
A plethora of different sites within the University due to my multiple roles

...So I
Create links to avoid having to go through navigation

The only way I find things is by
Bookmarking, Google or direct email links

Married, Age 52

Would like the site as resource for:

- Finding the DGS handbook
- Locating the Dean to contact when a student has questions about Financial Aid
- Opportunities that exist for a student who's expressed interest in _____
- Policies, Procedures and the forms associated with them
- Clear list of services to direct students appropriately

General Impressions

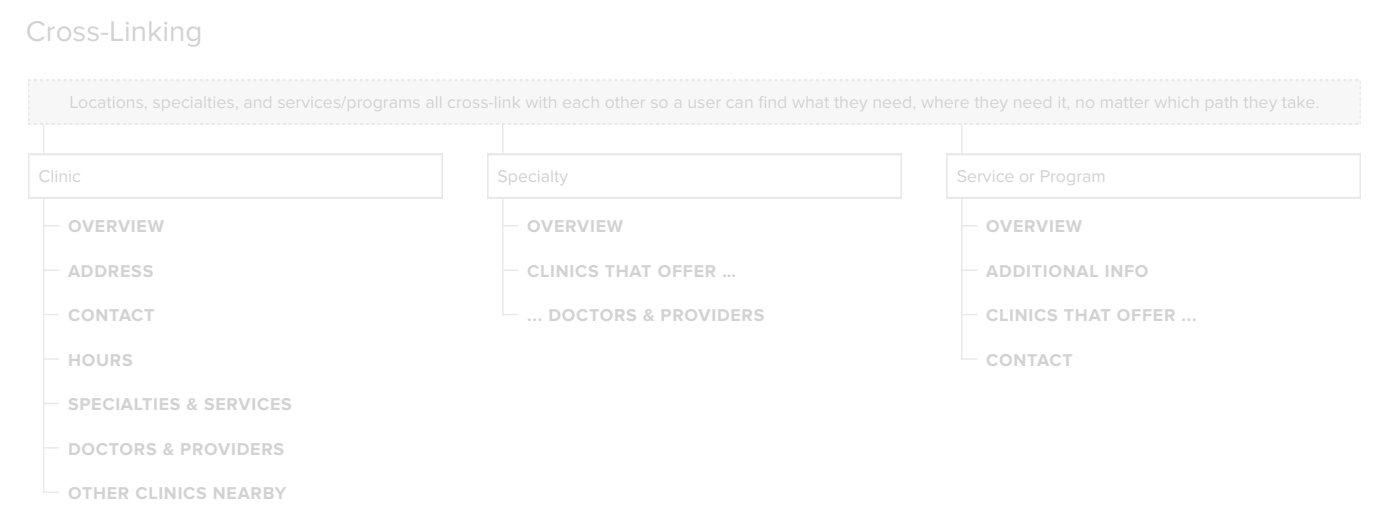
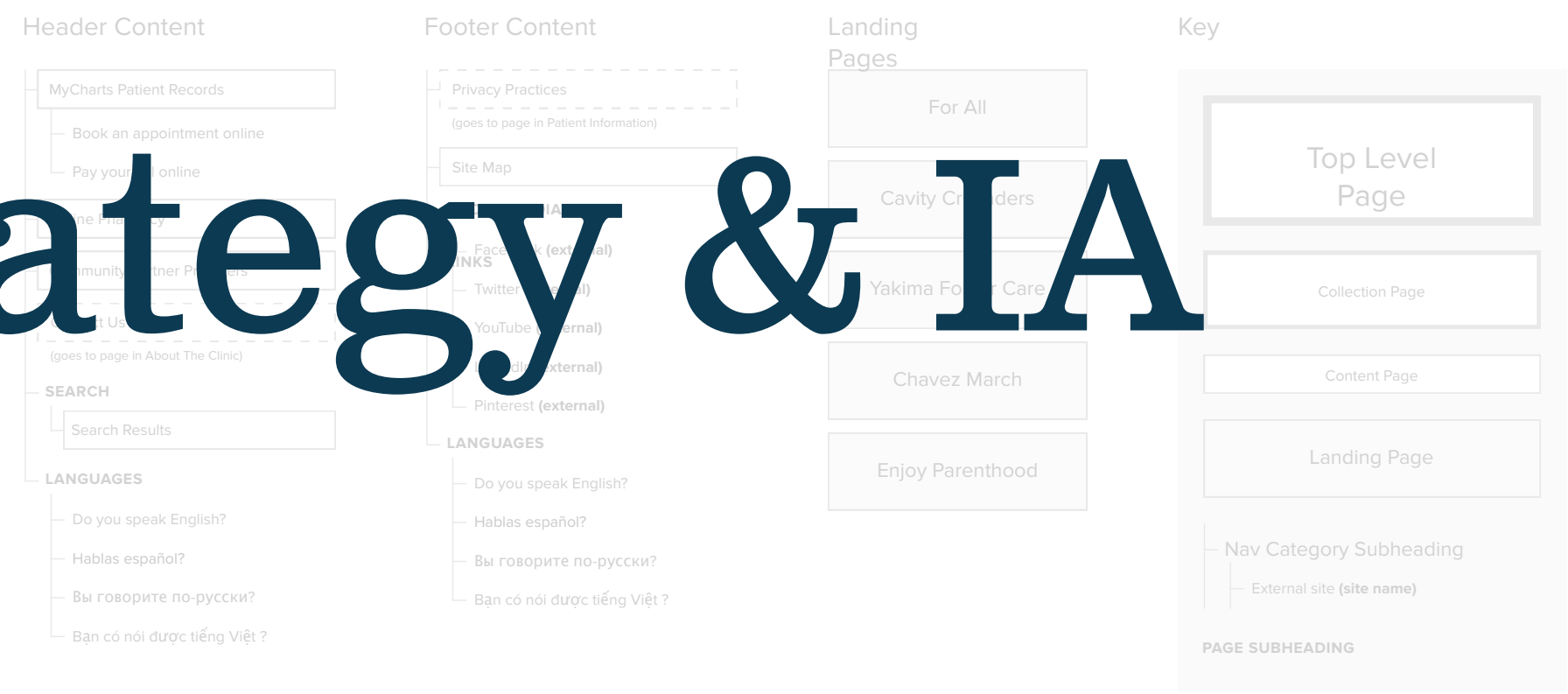
- Content is here, it's just hard to find
- It's very blue
- Sometimes it's just faster to Google it
- It's very designy – it gets in the way of the content



Deep Dive (*research*)



Content Inventory, Strategy & IA



Content Inventory, Strategy & IA

Search MyChart Community Partner Providers

Yakima Valley Farm Workers Clinic
somos familia

Hablo español, Я говорю по-русски, Tôi nói tiếng Việt

Clinic Locations Specialties Services & Programs Patient Information Join Our Team About The Clinic

Home / Clinic Locations / Washington / Yakima /

Lincoln Avenue Medical & Dental Clinic

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Address

2205 W Lincoln Ave
2205 W Lincoln Ave, Yakima, WA 98902

Promo Creation Form

Title
text

Type
text

Date(s)
Start Date End Date

Possible values:
Job
Event
Person
News
Custom

Promo Creation Form (entity ref 'Event' selected)

Title
text

Type
Event

Event
(autocomplete)

Date(s)
Start Date End Date

Possible values:
Job
Event
Person
News
Custom

Promo Creation Form ('Custom' selected)

Title
text

Type
Custom

Image
Browse

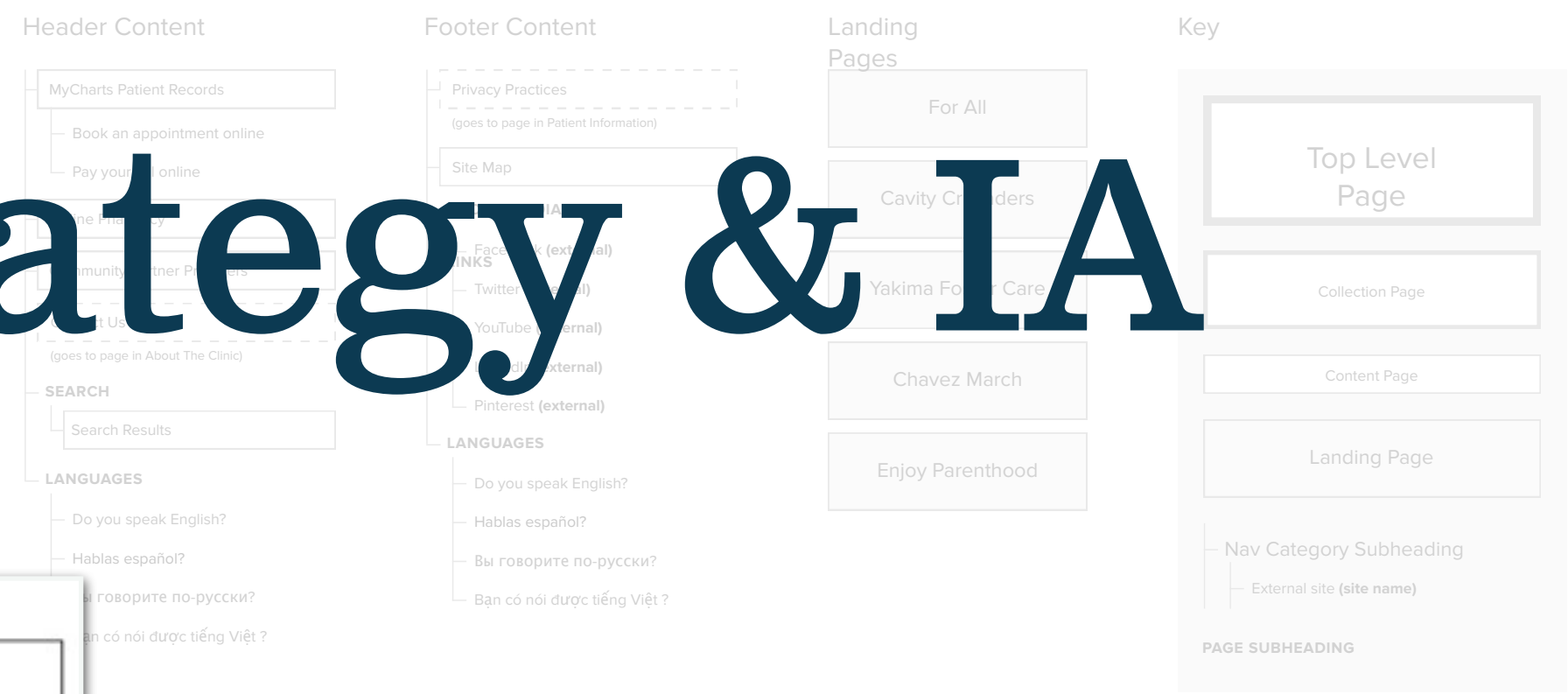
Format Font Size A B I U

enter text

Link
text http://

Date(s)
Start Date End Date

Possible values:
Job
Event
Person
News
Custom



Content Inventory, Strategy & IA

	A	B	C	D	E	F	G	H	I	J	K	L
1		Fields										
2	Content Types	Title	Overview/Intro	Body	Date	Image	Category	Donor Level(?)	URL	First Name	Last Name	Title
3	Basic Page	y	y	y								
4	Blog Post	y		y	y		y					
5	Event	y		y	y	y			y			
6	Person	y		y		y				y	y	y
7	Partner	y		y		y		y	y			
8	Academic Program	y		y								
9												
10												
11	Notes											
12	Not all content types represent full pages; some may be chunks of content to be listed together (like academic programs), but separated for easier structure and presentation.											
13												
14	Content types do not represent all the ways we might feature/promote content. As that develops we may 'chunk' the content a bit more to allow for better highlights, introductions and teasers.											
15												

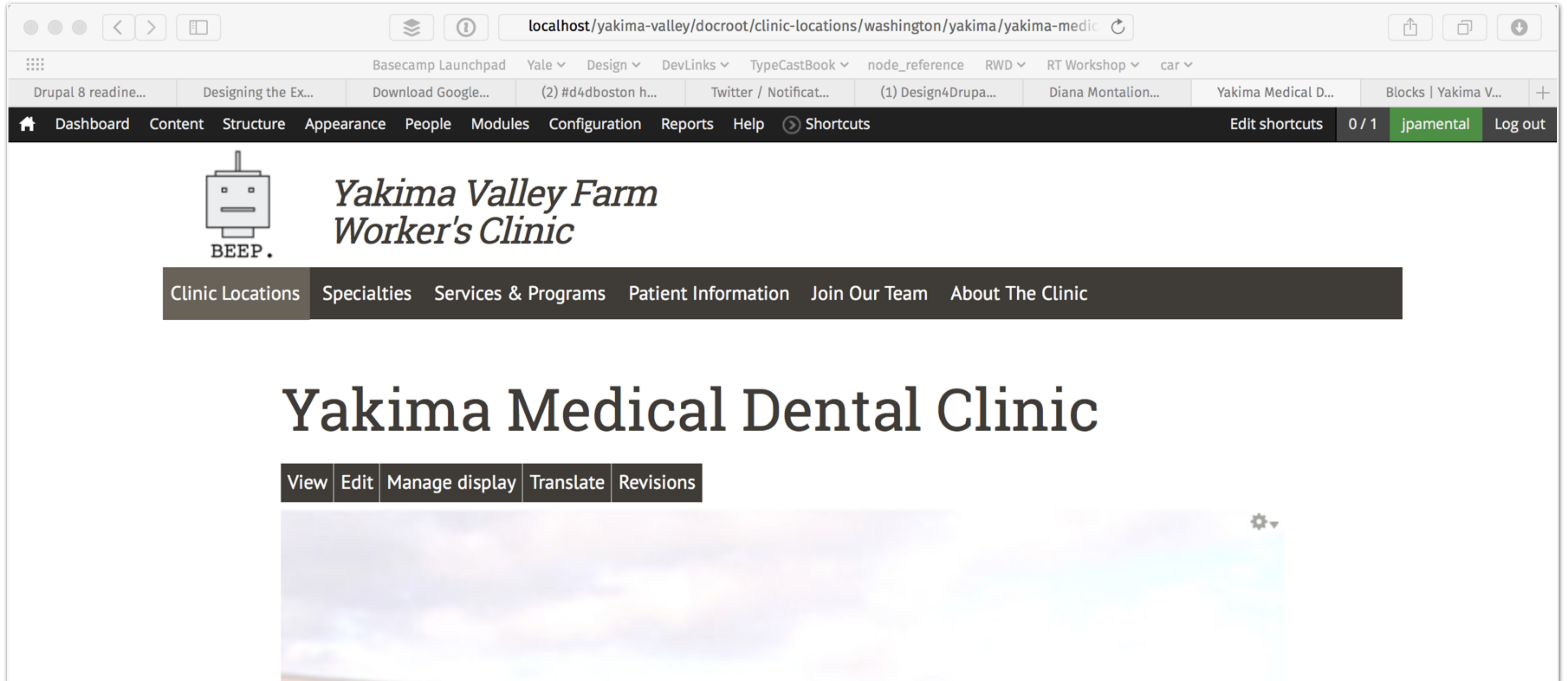


***Pace:
Slower is Better***

Success by a thousand YES's

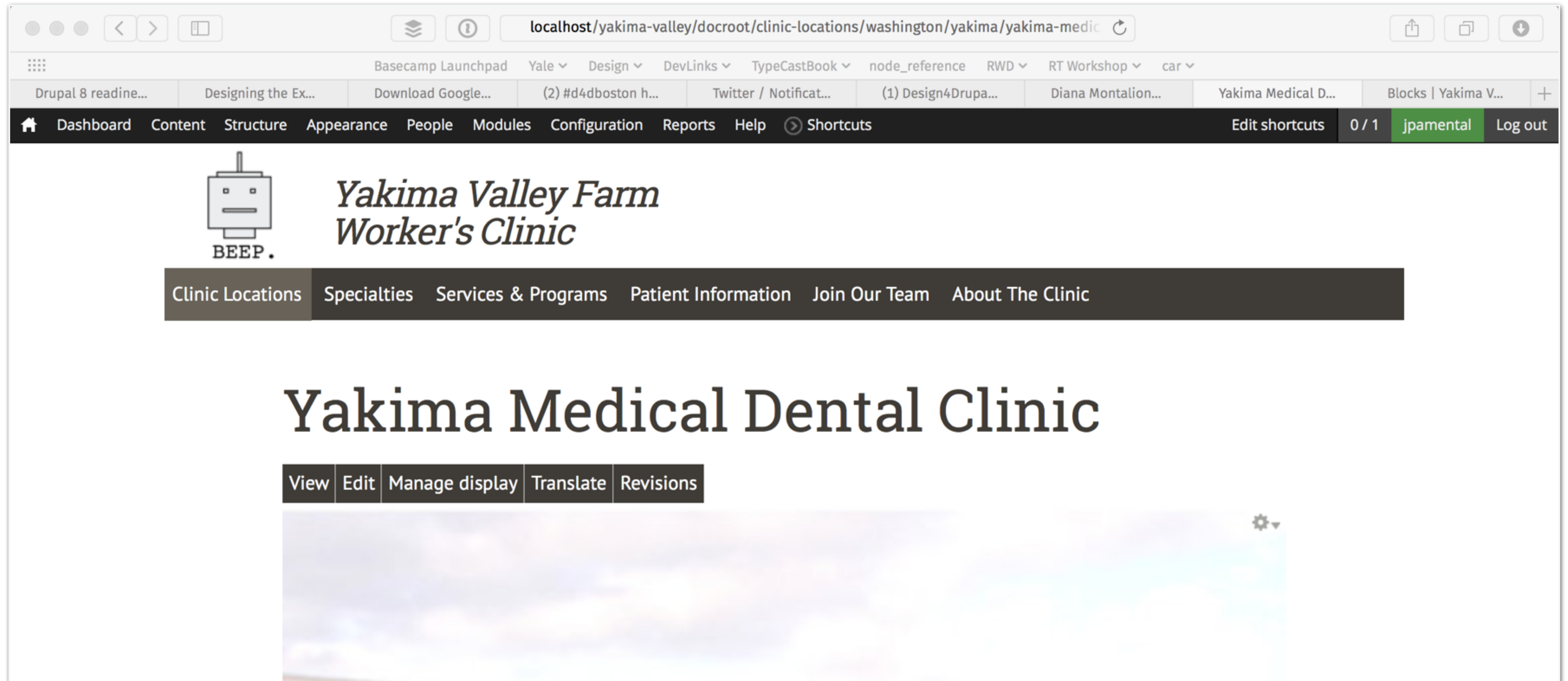
Speed up
by slowing down

Prototyping



The screenshot shows a web browser window with the URL `localhost/yakima-valley/docroot/clinic-locations/washington/yakima/yakima-medical`. The browser's address bar and tabs are visible at the top. Below the browser window, the Drupal 8 admin interface is shown. The top navigation bar includes links for Dashboard, Content, Structure, Appearance, People, Modules, Configuration, Reports, Help, and Shortcuts. The user is logged in as `jpamental`. The main content area displays the logo for *Yakima Valley Farm Worker's Clinic* (a robot head with the text "BEEP.") and a navigation menu with links for Clinic Locations, Specialties, Services & Programs, Patient Information, Join Our Team, and About The Clinic. Below the navigation menu, the title "Yakima Medical Dental Clinic" is displayed in a large font. Underneath the title, there is a row of action buttons: View, Edit, Manage display, Translate, and Revisions. The main content area below the buttons is blurred, showing a map of the United States.

Um, Drupal anyone?



The screenshot shows a web browser window displaying the Drupal 8 admin interface for a website. The address bar shows the URL: localhost/yakima-valley/docroot/clinic-locations/washington/yakima/yakima-medical. The top navigation bar includes links for Dashboard, Content, Structure, Appearance, People, Modules, Configuration, Reports, Help, and Shortcuts. The user is logged in as 'jpamental'. The main content area features a logo for 'Yakima Valley Farm Worker's Clinic' with the text 'BEEP.' and a navigation menu with links for Clinic Locations, Specialties, Services & Programs, Patient Information, Join Our Team, and About The Clinic. Below the navigation menu, the title 'Yakima Medical Dental Clinic' is displayed. Underneath the title, there are buttons for View, Edit, Manage display, Translate, and Revisions. A large, blurred image of a landscape is visible below the buttons.

Newsflash

Your client is not a designer.

Design: Style Tiles

fresh tilled soil NEVCA

Typography
ITC Officina Serif & Fira Sans

Notes

Colors (NEVCA inspired)

Elements
A Complex Relationship
These are scientific commentaries; but the commentaries of the whalemens themselves sometimes consist in hard words and harder knocks—the Coke-upon-Littleton of the fist. True, among the more upright and honourable whalemens allowances are always made for peculiar cases, where it would be an outrageous moral injustice for one party to claim possession of a whale previously chased or killed by...

fresh tilled soil NEVCA

Typography
Open Sans Condensed & Open Sans

Notes

Colors (NEVY inspired)

Elements
A Complex Relationship
These are scientific commentaries; but the commentaries of the whalemens themselves sometimes consist in hard words and harder knocks—the Coke-upon-Littleton of the fist. True, among the more upright and honourable whalemens allowances are always made for peculiar cases, where it would be an outrageous moral injustice for one party to claim possession of a whale previously chased or killed by...

fresh tilled soil NEVCA

Typography
Salvo Serif Condensed & News Gothic

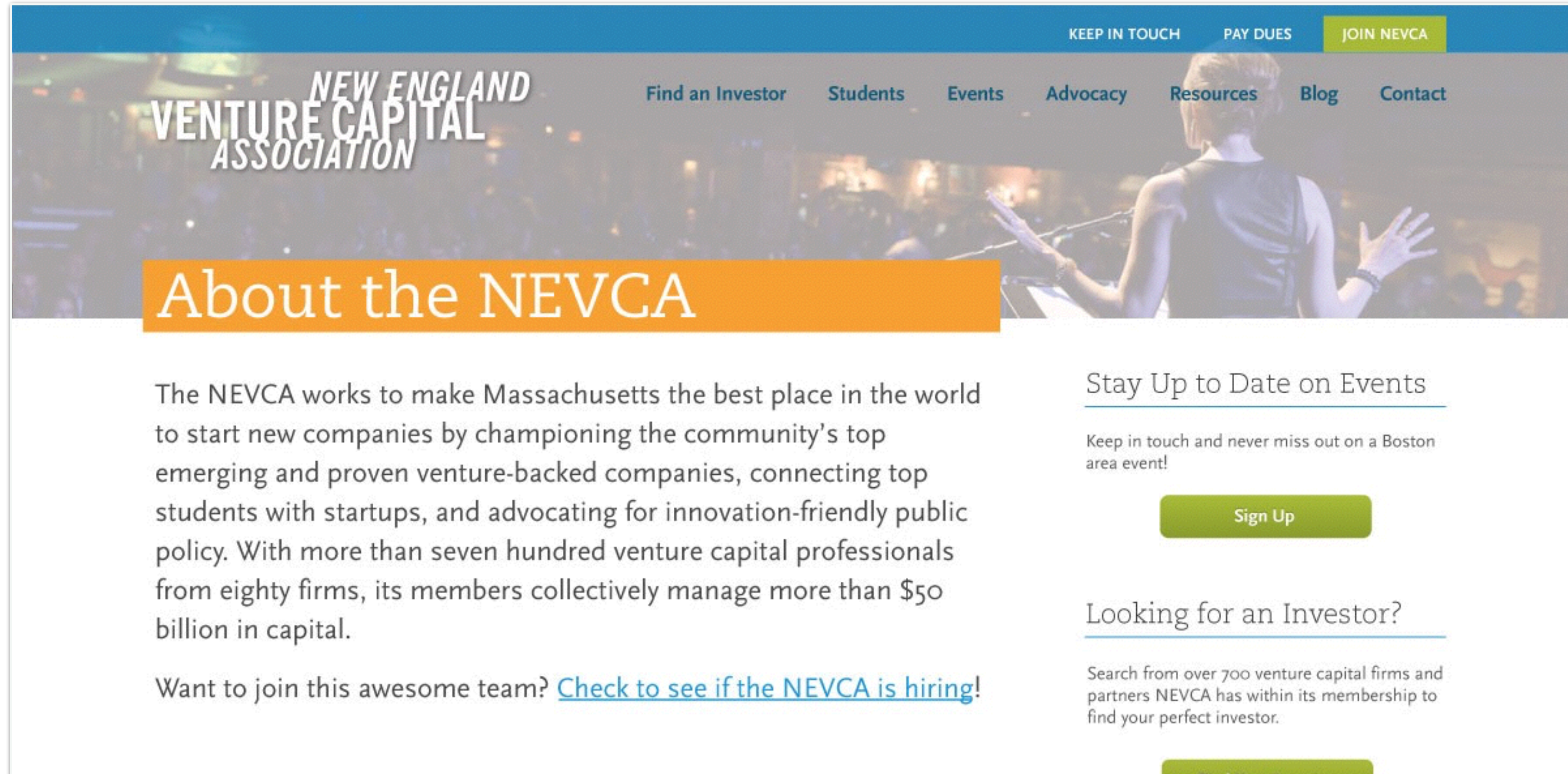
Notes
Salvo Serif Condensed has been placed for visual reference but can't be 'colorized' - so heading colors are not representative

Colors (NEVCA Brand Guidelines inspired)

Brand Elements
NEW ENGLAND VENTURE CAPITAL ASSOCIATION

Events
Start It Up: Company
FEB 19 Thursday | 11:00am to 3:00pm
We're teaming up with hack/reduce and the Massachusetts Company Showcase for Students to help students connect undergrads, grads, and PhDs. If you'd like to learn more about student, we hope to see you there!

Design: Internal Page



NEW ENGLAND
VENTURE CAPITAL
ASSOCIATION

Find an Investor Students Events Advocacy Resources Blog Contact

KEEP IN TOUCH PAY DUES JOIN NEVCA

About the NEVCA

The NEVCA works to make Massachusetts the best place in the world to start new companies by championing the community's top emerging and proven venture-backed companies, connecting top students with startups, and advocating for innovation-friendly public policy. With more than seven hundred venture capital professionals from eighty firms, its members collectively manage more than \$50 billion in capital.

Want to join this awesome team? [Check to see if the NEVCA is hiring!](#)

Stay Up to Date on Events

Keep in touch and never miss out on a Boston area event!

Sign Up

Looking for an Investor?

Search from over 700 venture capital firms and partners NEVCA has within its membership to find your perfect investor.

Design: UI Kit/Pattern Library

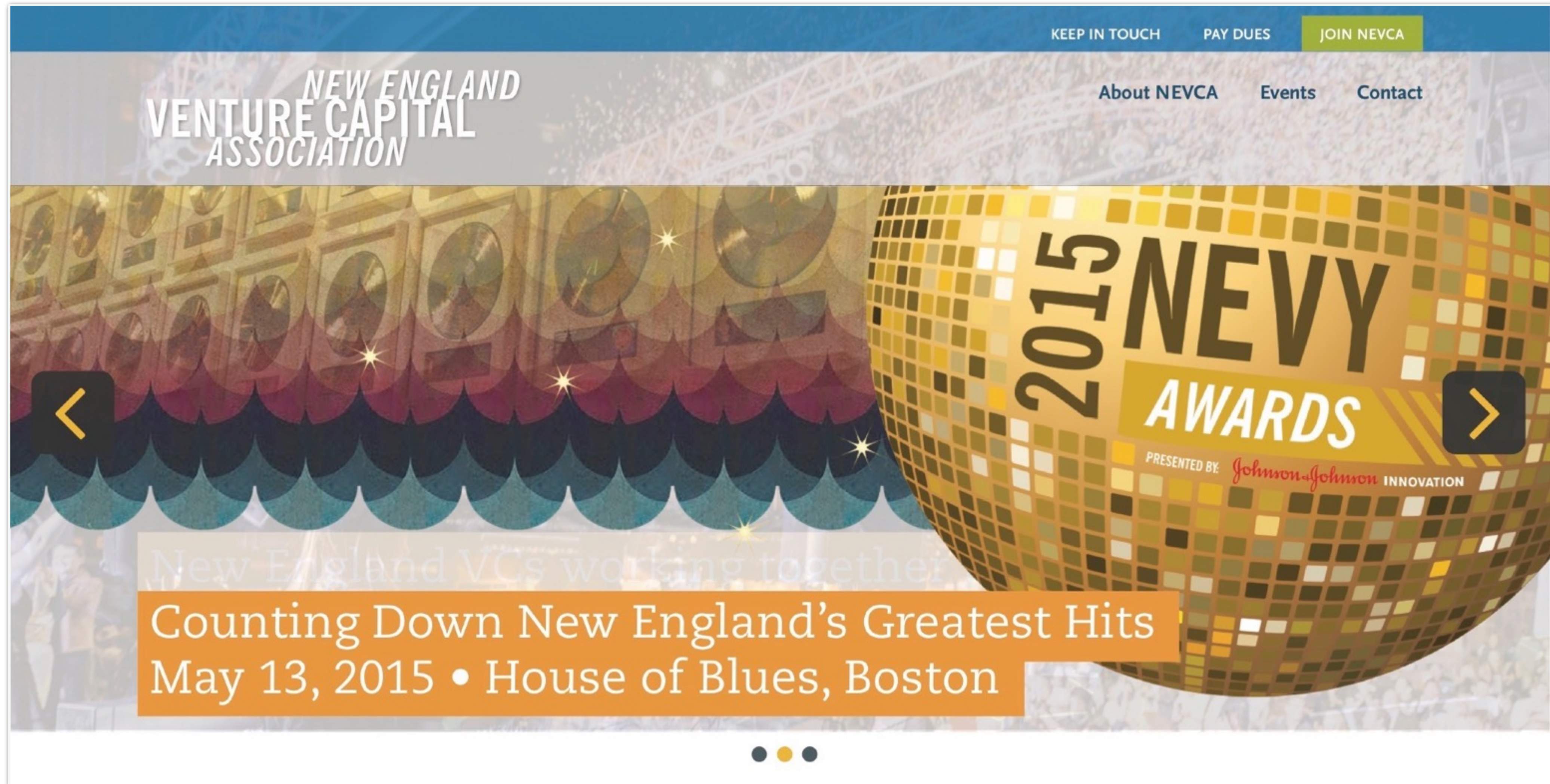
The screenshot displays a web page for a UI Kit/Pattern Library. On the left is a navigation sidebar with a blue header bar. The sidebar contains the following links: [Typography](#), [Tables](#), [Forms](#), [Content Widgets](#), [Components](#), [Ui Components](#), [Grid System](#), [Helper Classes](#), and [Templates](#). Below these links are two items: "- Home" and "- Site Chrome", followed by a "git" icon.

The main content area features three color swatches at the top: a red swatch labeled "ERROR" with hex code #E21837, a green swatch labeled "SUCCESS" with hex code #23DE7F, and a yellow swatch labeled "WARNING" with hex code #FFD11B.

Below the swatches is a section titled "TYPOGRAPHY" with a blue "VIEW HTML" button to its right. The text reads: "Typography is the art and technique of arranging type to make written language readable and appealing. The arrangement of type involves selecting typefaces, size, line length, line-spacing, and adjusting the space within letters pairs."

At the bottom of the main content area, there are two examples of headings: "Level 1 heading" and "Level 2 heading".

Design: Home Page



Meanwhile in Devland

Build: UI Kit/Pattern Library

The screenshot displays a web interface for a UI Kit/Pattern Library. On the left is a vertical navigation menu with a blue header bar. The menu items are: Typography, Tables, Forms, Content Widgets, Components, Ui Components, Grid System, Helper Classes, and Templates. Below these are links for '- Home' and '- Site Chrome', and a 'git' icon. The main content area features three color swatches: a red one labeled 'ERROR #E21837', a green one labeled 'SUCCESS #23DE7F', and a yellow one labeled 'WARNING #FFD11B'. Below the swatches is a section titled 'TYPOGRAPHY' with a blue 'VIEW HTML' button. The text describes typography as the art and technique of arranging type. At the bottom, there are two heading examples: 'Level 1 heading' and 'Level 2 heading'.

Typography

Tables

Forms

Content Widgets

Components

Ui Components

Grid System

Helper Classes

Templates

- Home

- Site Chrome

git

ERROR
#E21837

SUCCESS
#23DE7F

WARNING
#FFD11B

TYPOGRAPHY

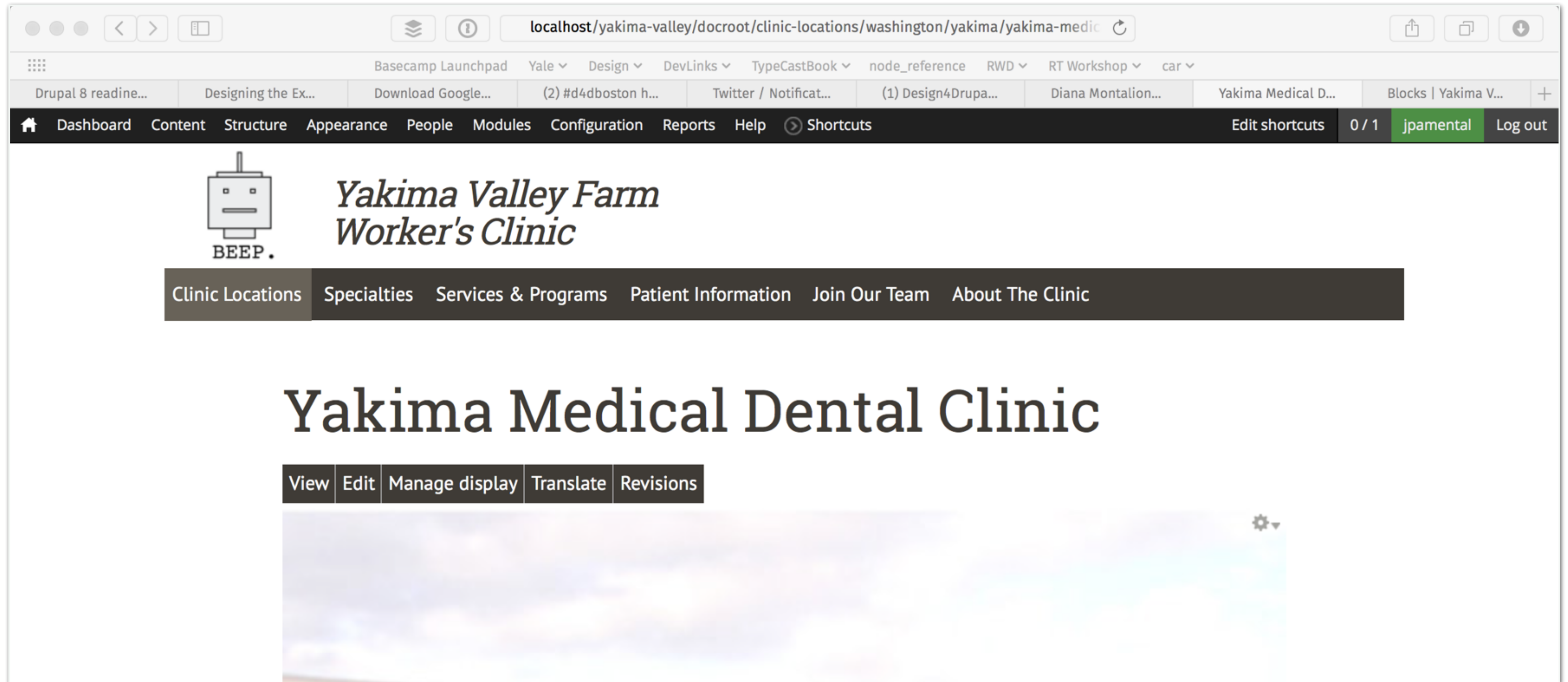
VIEW HTML

Typography is the art and technique of arranging type to make written language readable and appealing. The arrangement of type involves selecting typefaces, size, line length, line-spacing, and adjusting the space within letters pairs.

Level 1 heading

Level 2 heading

Build: From Prototype



The screenshot shows a web browser window displaying a Drupal 8 admin interface. The address bar shows the URL: localhost/yakima-valley/docroot/clinic-locations/washington/yakima/yakima-medical. The top navigation bar includes links for Dashboard, Content, Structure, Appearance, People, Modules, Configuration, Reports, Help, and Shortcuts. The user is logged in as 'jpamental'. The main content area features a logo for 'Yakima Valley Farm Worker's Clinic' with a robot icon and the text 'BEEP.'. Below the logo is a navigation menu with links for Clinic Locations, Specialties, Services & Programs, Patient Information, Join Our Team, and About The Clinic. The main heading is 'Yakima Medical Dental Clinic'. Below the heading is a toolbar with buttons for View, Edit, Manage display, Translate, and Revisions. The main content area is currently blank, showing a blurred background image.

Build: To Life

The screenshot shows the top navigation bar of the Yakima Valley Farm Workers Clinic website. It includes links for MyChart, Online Pharmacy, and a search bar. The main header features the clinic's logo and the tagline "somos familia". Below the header is a navigation menu with categories like Clinic Locations, Specialties, Services & Programs, Patient Information, Join Our Team, and About The Clinic. The main content area displays a breadcrumb trail: Home » Clinic Locations » Clinic Locations » Clinics Grouping State 1 » Washington » Washington Group 1. The primary heading is "Yakima Medical Dental Clinic". Below this heading are buttons for "View", "Edit", "Manage display", "Translate", and "Revisions". A prominent teal "USER ALERT:" box contains the text: "There is a temporary detour on route 82 toward Toppenish due to construction. Please plan your clinic commute accordingly." A settings gear icon is visible in the bottom right corner of the page.

Content Contention

Content Collection & Creation

1	Page Title	Page URL	Content Type	New Home	Collapsible Content	Contact Info	Resources	Resources within main content	ROT (Redundant, Outdated, or Trivial)	Intended Audience	Page Views
2	no page title	http://www.yale.edu/graduateschool/	home								80,225
3	Academics	http://www.yale.edu/graduateschool/academics/index.html	Basic landing				Academic Calendar: http://www.yale.edu/graduateschool/academics/calendar-2013-2014.html Online Course Info: http://students.yale.edu/oci/search.jsp Dissertation Progress Report: http://www.yale.edu/sis/dpr/ (CAS) Dissertation Submission Checklist International Toolkit: http://www.yale.edu/graduateschool/academics/international_toolkit.html (essentially provides specific links on this site http://world-toolkit.yale.edu/) Course Evaluation Login: (CAS) https://secure.its.yale.edu/cas/login?service=https%3A%2F%2Ffaculty.yale.edu%2Fgsviewevals%2Fstudent%2Fcourse_eval_faqs Course Eval FAQs		Intl Toolkit - written for current students and too informal ("many of you mentioned to Andrea....")	Prospective students Current and Faculty for courses eval info & Progress Dissertation Reports	59,207
4	Departments and Programs	http://www.yale.edu/graduateschool/academics/departments.html	Dept. summaries	Academics/Programs & Depts	Each Department		links to Bulletin links to dept web pages depts pdfs for stats		redundancy to department information	Prospective students Students Faculty Directors of Graduate Study	79,946
5	Dissertation	http://www.yale.edu/graduateschool/academics/dissertation_students.html	FAQs	Academics/Dissertation /FAQs			FAQs categorized by audience				2,255
6	Teaching Fellow Program	http://www.yale.edu/graduateschool/academics/program.html	Basic	Academic & Prof. Development/Teaching Fellow Program - pull out info for entire menu	Appointment of Teaching Fellows	✓	Dean's memo/Expectations Guide to Teaching at Yale: http://teaching.yale.edu/becoming-teachers/intro Prize Teaching fellowships: http://yalecollege.yale.edu/content/faculty-fellowships-and-prizes Teaching Fellow Program Info Board: CAS Login		content is so dense and detailed, but different levels of Teaching Fellows not included - linked to Bulletin info	Prospective students Current Students (Memo) Faculty (memo)	4,993
7	Exchanges	http://www.yale.edu/graduateschool/academics/exchanges.html	Basic	Academics/Exchanges				Online application link to Bulletin or more info Contact info for Robin Ladouceur		Prospective Students Current Students	1,527
8	Professional Ethics	http://www.yale.edu/graduateschool/academics/ethics.html	Basic	Academics/Ethics & Guidelines	Academic Integrity Dishonesty Plagiarism Unauthorized Collaboration Prevention of Sexual Misconduct		Professional Ethics Login: https://www.sis.yale.edu/pls/rcr/login_c_pkg.go_to_front_door (redirects to CAS) Avoiding Plagiarism Center for Professional Ethics: http://www.academicintegrity.org/ica/home.php Research Integrity Office: http://www.ukrio.org/publications/code-of-practice-for-research/ Reading Resources for Students & Faculty Policies & Definitions: http://www.yale.edu/equalopportunity/policies/ Teacher/Student Consensual Relations: http://www.yale.edu/equalopportunity/policies/index.html#policy-teacher-student Sexual Misconduct Committee: http://provost.yale.edu/uwc SHARE website: http://sharecenter.yale.edu/	Code of Conduct: http://www.yale.edu/printer/bulletin/htmlfiles/grad/policies-and-regulations.html#personal_conduct	Prospective Students Current Students Faculty	981	
9	Improving Graduate Education at Yale University	http://www.yale.edu/graduateschool/academics/improvingeducation.html	Basic	AboutGSAS/News & Reports/Academic Review Reports			Improving Graduate Education at Yale University Best Practices in Yale Graduate School Programs				732
10	Terminal Master's Degree Programs in the Graduate School of Arts and Sciences	http://www.yale.edu/graduateschool/academics/terminalmasters.html	Basic	AboutGSAS/News & Reports/Academic Review Reports			Terminal Master's Programs Review 2013	Terminal Master's Programs Review 2013			5,305
11	2-4 Project	http://www.yale.edu/graduateschool/academics/2-4project.html	Basic	AboutGSAS/News & Reports/Academic Review Reports			2-4 Project Description Student Survey Humanities Divisional Summary Social Sciences Divisional Summary Sciences Divisional Summary	Department Phase I Summaries - organized by Division http://commencement.yale.edu/ Commencemnt Response Form:			1,243

Content: Getting Started

The screenshot shows the Drupal content editor interface. At the top is a navigation bar with links for Dashboard, Content, Structure, Appearance, People, Modules, Configuration, Reports, Help, and Shortcuts. On the right side of the navigation bar, there are links for Edit shortcuts, 0 / 1, jpamental (highlighted in green), and Log out.

The main content area is titled "Basic Information" and contains the following fields:

- Basic Information *** (selected in the left sidebar)
- Location Information ***
- Clinic Hours**
- Media**
- Specialties & Services ***
- Promo**

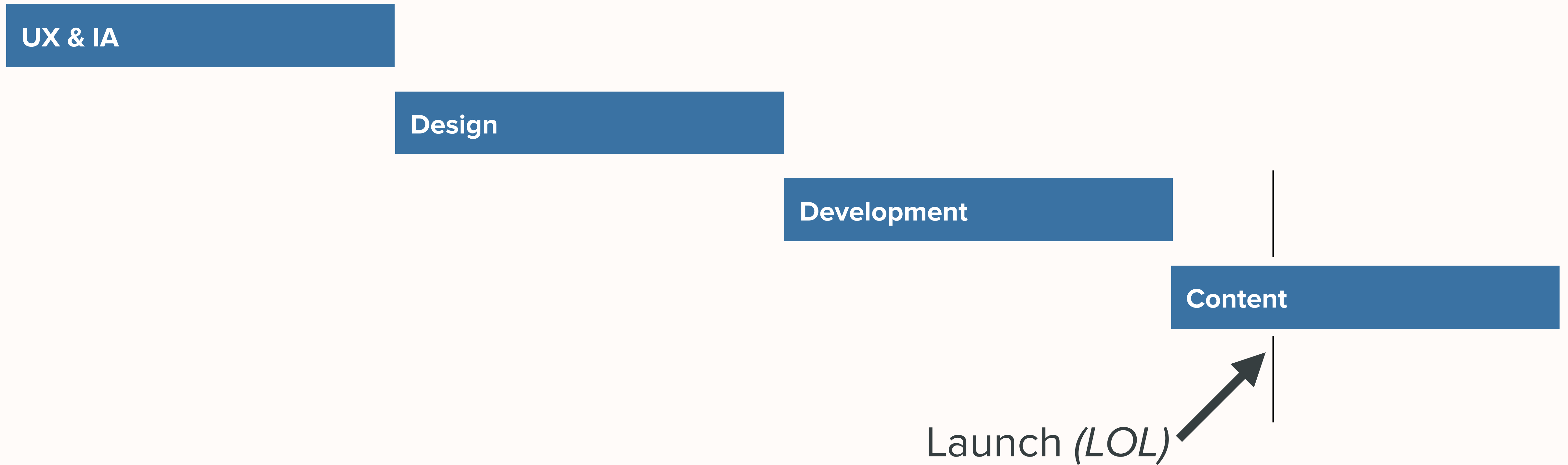
The "Basic Information" field is expanded and shows:

- Clinic Name *** with a text input field containing "Yakima Medical Dental Clinic". Below the input field is a note: "This is used wherever a clinic will be displayed across the site."
- Body (Edit summary)** with a rich text editor. The editor toolbar includes buttons for Format, Styles, Bold (B), Italic (I), Bulleted list, Numbered list, Link, Unlink, Strikethrough (I_x), and ABC. The body text reads: "This clinic serves the diverse population of Yakima, the largest community in Central Washington. Many of the patients work in the surrounding orchards, farm and vineyards, or in the city's large warehouses and fruit packing facilities. Yakima has many medical specialists and two outstanding hospitals: Yakima Valley Memorial Hospital and Yakima Regional Medical & Cardiac Center. It's also home to Children's Village, a magical facility that provides services for special-needs children. Plus, there is Pacific Northwest University of Health Sciences, offering medical degrees for doctors of osteopathic medicine. Most insurance plans, including Healthy Options, are accepted. Medicaid and Medicare are also accepted."
- A link at the bottom of the editor: [Switch to plain text editor](#)

Another Newsflash

Your client now knows Drupal

Sequence Shift



Sequence Shift

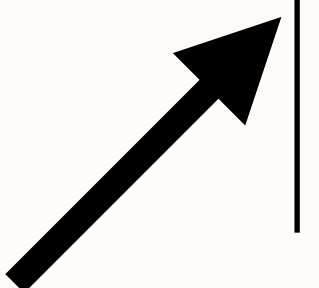
UX & IA

Design

Development

Content

Launch (*actual*)



Leave the White Space

Handoff

[Home](#) » [CMS Documentation](#) » [Content](#)

▼ [CMS Documentation](#)

▼ [Content](#)

[Edit \(New Draft\)](#)

▶ [Content Search](#)

[Audience Gateway Block](#)

▶ [Audience Pages](#)

▶ [Award Recipients](#)

▶ [Basic Page](#)

▶ [Call-out \(Half Moon\)](#)

▶ [Call-out Buttons](#)

▶ [Commencement Block](#)

▶ [Dean's Memo](#)

▶ [Events](#)

▶ [FAQs](#)

▶ [Facts](#)

▶ [Fellowships](#)

[Forms](#)

▼ [GSAS Homepage](#)

[To add more call-out buttons](#)

[To add more home page blocks](#)

[To select a News article\(s\) to feature in large format on the homepage](#)

GSAS Homepage

The GSAS homepage is created by pulling in content from other areas of the site, as well as the Home Page content type. You should NEVER create a new Home Page content type; rather, you should edit the ONE that currently exists.

The areas of the homepage that are pulled from other content types and therefore, will update dynamically:

- The GSAS News feed: pulled from the News content type (and tagged as News)
- The Featured Events calendar feed: pulled from Bedeworks GSAS calendar
- Student, Faculty & Alumni profiles: pulled from the News content type and tagged accordingly. This pulls a random rotation upon page load.

The areas of the homepage that will need to be updated manually:

- The homepage blocks—including the 3 featured call-out buttons and the 3 'flip' blocks
- The featured News stories depicted by the large format image & title - this rotates upon page load, and there's no limit to the # of articles you'd may select for this featured spot.

Example of Homepage Blocks

Degree Programs

→ Apply Now



thank you

Jason Pamental | @jpamental
jason@freshtilledsoil.com