

Pacing Design

Projects, Process & Drupal

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Director of Design & Product Experience



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)***

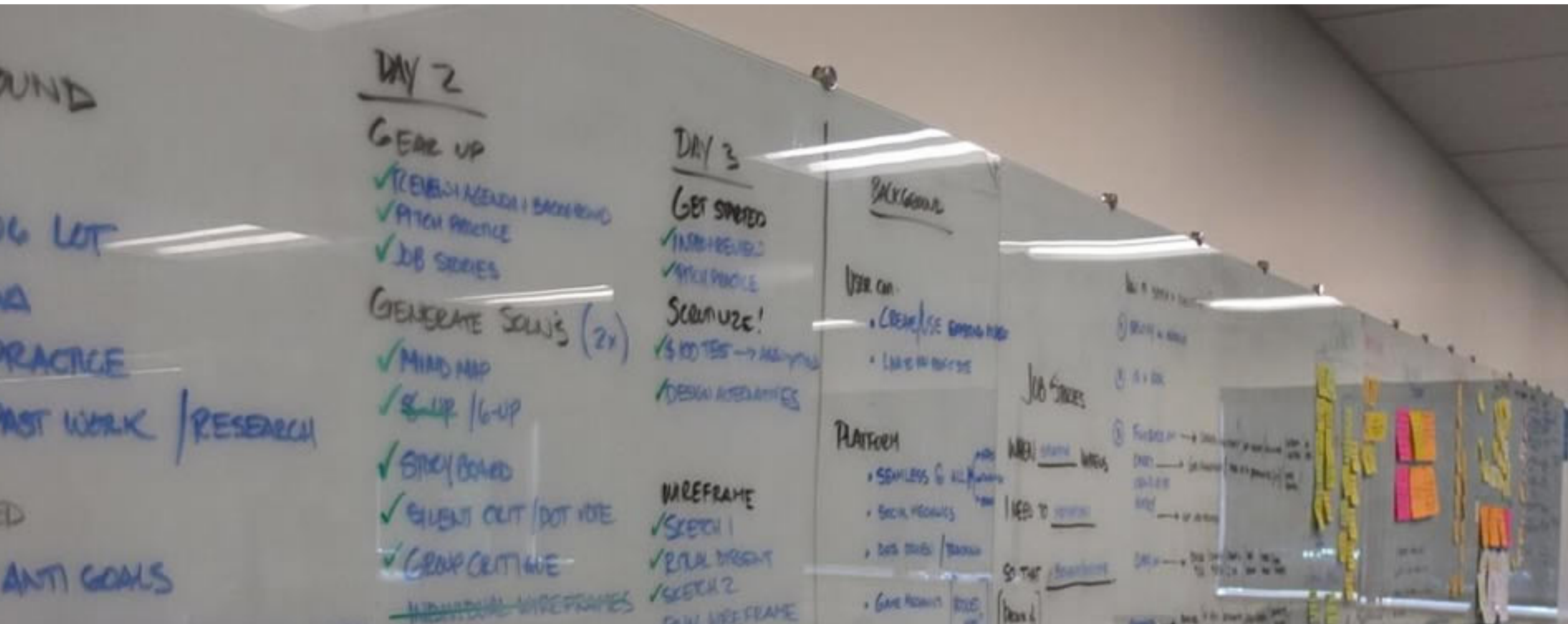
Establishing Trust



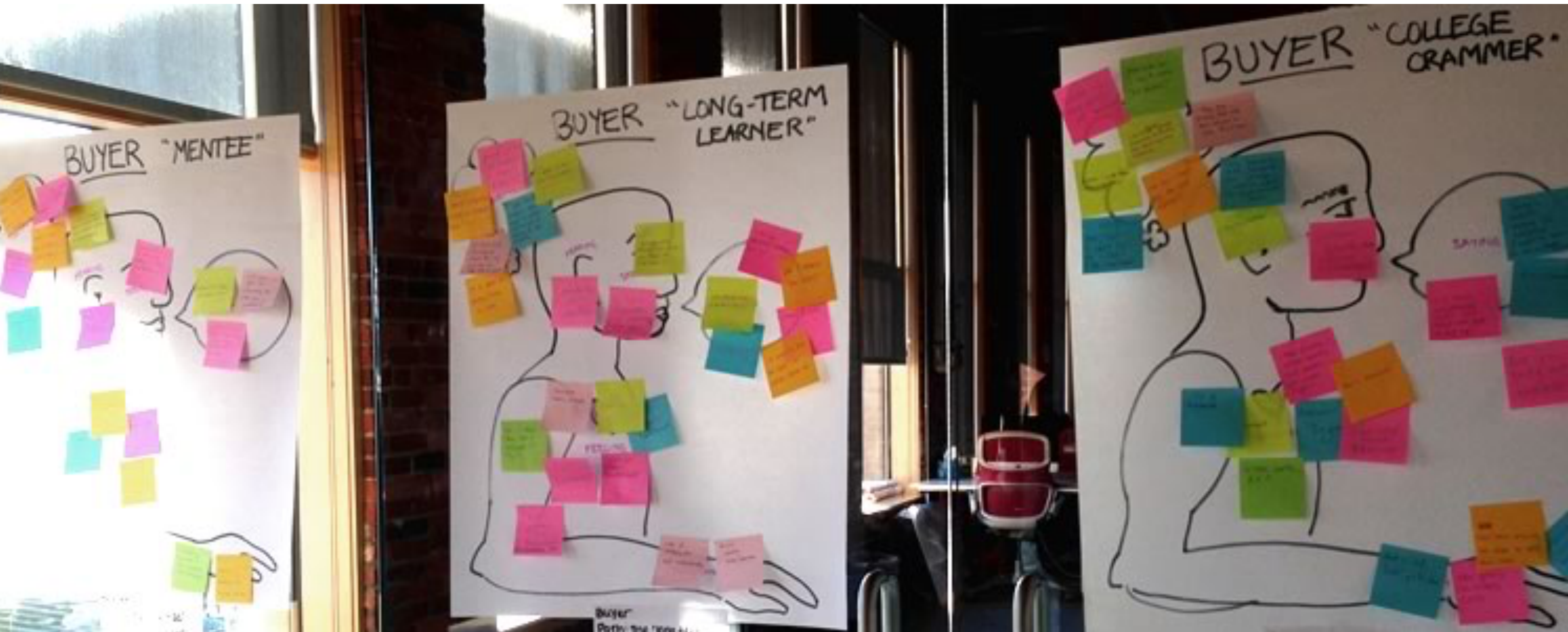
Flip the Script

Ditch the Guesswork


Deep Dive (initial engagement)

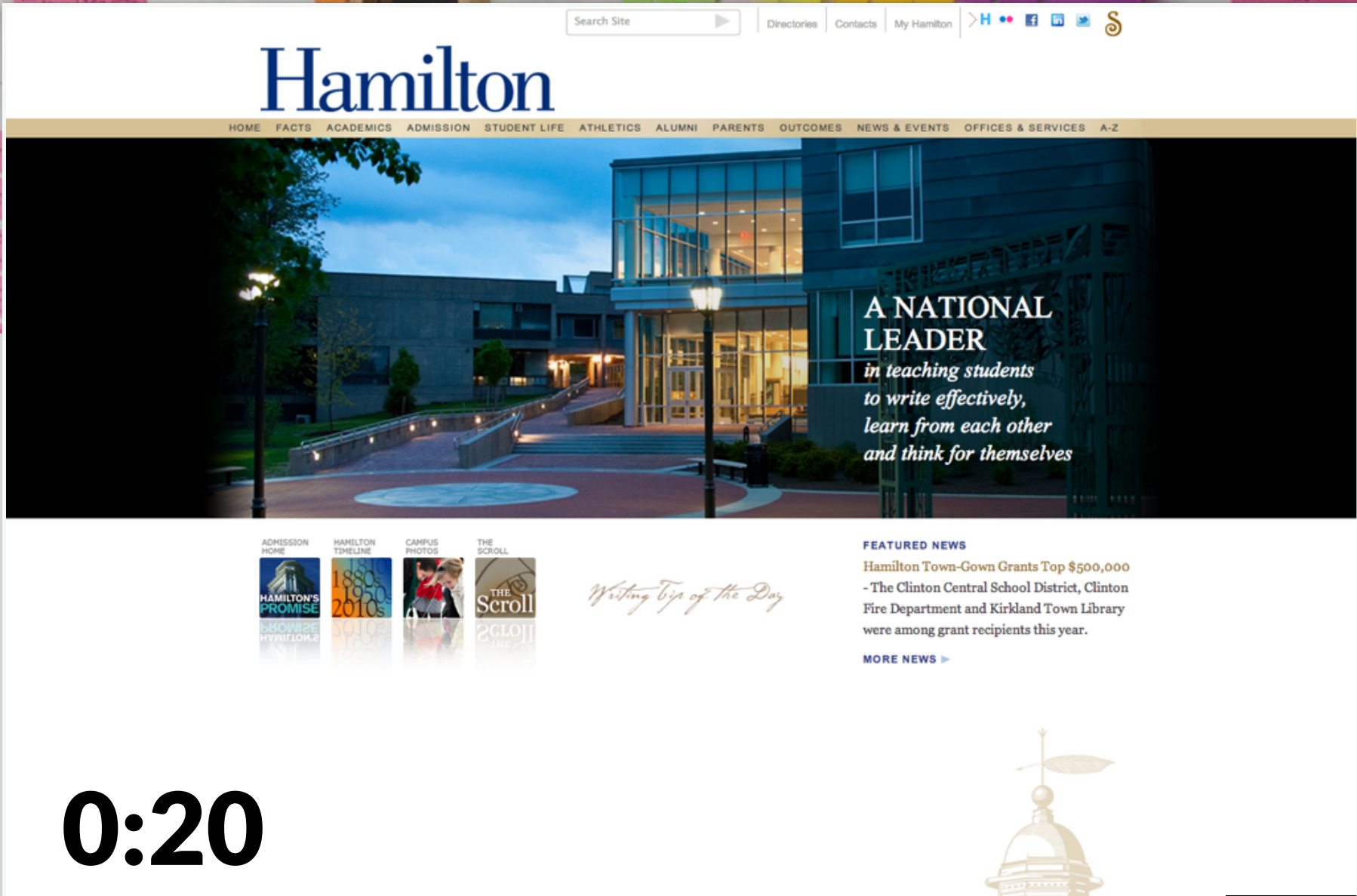


Deep Dive (*discovery*)



Exercises





0:20

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

J



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

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

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



Married, Age 52

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

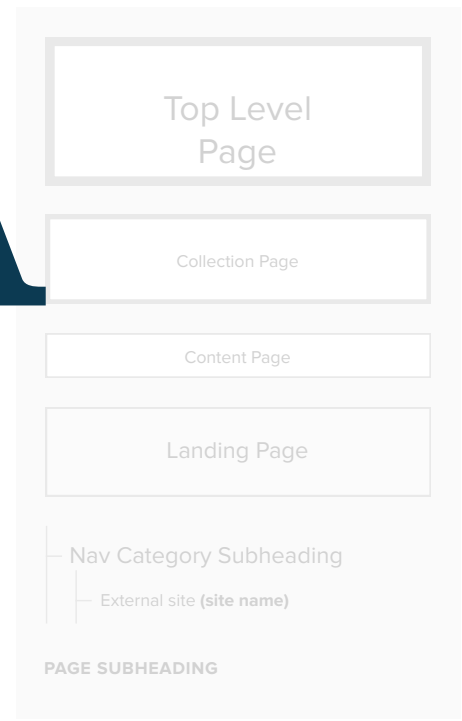
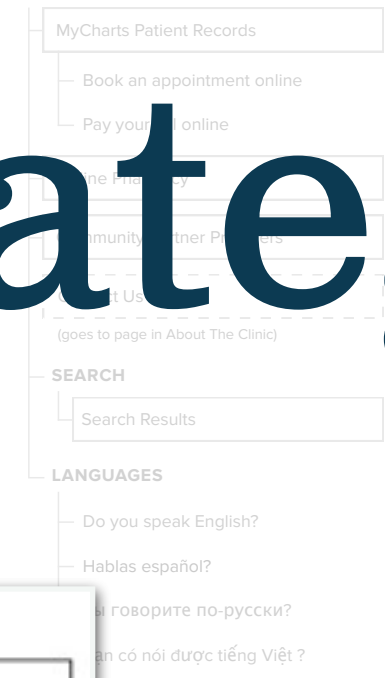
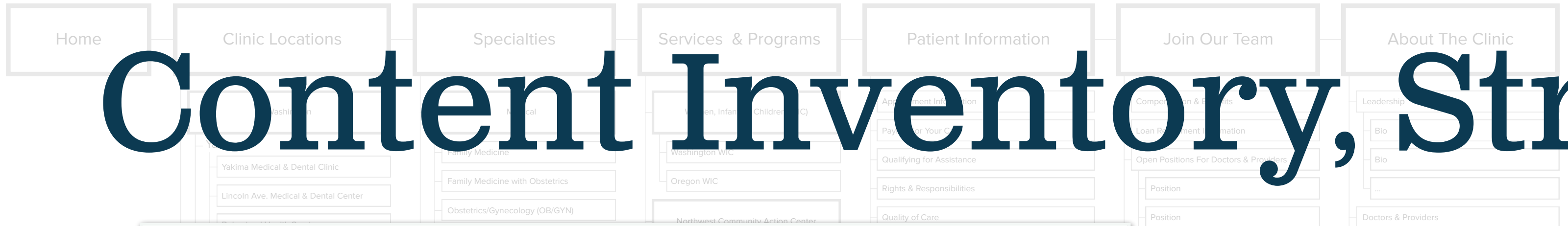
The only way I find things is by
Bookmarking, Google or direct email links

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

The screenshot shows the website for the Yakima Valley Farm Workers Clinic. The header includes a search bar, a 'MyChart' button, and the clinic's logo. Below the header is a navigation bar with links for 'Clinic Locations', 'Specialties', 'Services & Programs', 'Patient Information', 'Join Our Team', and 'About The Clinic'. The main content area features a large image of the Lincoln Avenue Medical & Dental Clinic building. Below the image is a paragraph of placeholder text: '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.' At the bottom, there is an 'Address' section with a map showing the location at 2205 W Lincoln Ave, Yakima, WA 98902.

This form is titled 'Promo Creation Form'. It contains the following fields: 'Title' (text input), 'Type' (dropdown menu with 'text' selected), 'Date(s)' (two date pickers labeled 'Start Date' and 'End Date'). A 'Possible values' box is shown next to the 'Type' dropdown, listing 'Job', 'Event', 'Person', 'News', and 'Custom'.

This form is titled 'Promo Creation Form (entity ref 'Event' selected)'. It contains the following fields: 'Title' (text input), 'Type' (dropdown menu with 'Event' selected), 'Event' (autocomplete input), 'Date(s)' (two date pickers labeled 'Start Date' and 'End Date'). A 'Possible values' box is shown next to the 'Type' dropdown, listing 'Job', 'Event', 'Person', 'News', and 'Custom'.

This form is titled 'Promo Creation Form ('Custom' selected)'. It contains the following fields: 'Title' (text input), 'Type' (dropdown menu with 'Custom' selected), 'Image' (input field with a 'Browse' button), a rich text editor with a toolbar and the text 'enter text', 'Link' (input field with a 'http://' prefix), and 'Date(s)' (two date pickers labeled 'Start Date' and 'End Date'). A 'Possible values' box is shown next to the 'Type' dropdown, listing 'Job', 'Event', 'Person', 'News', and '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												

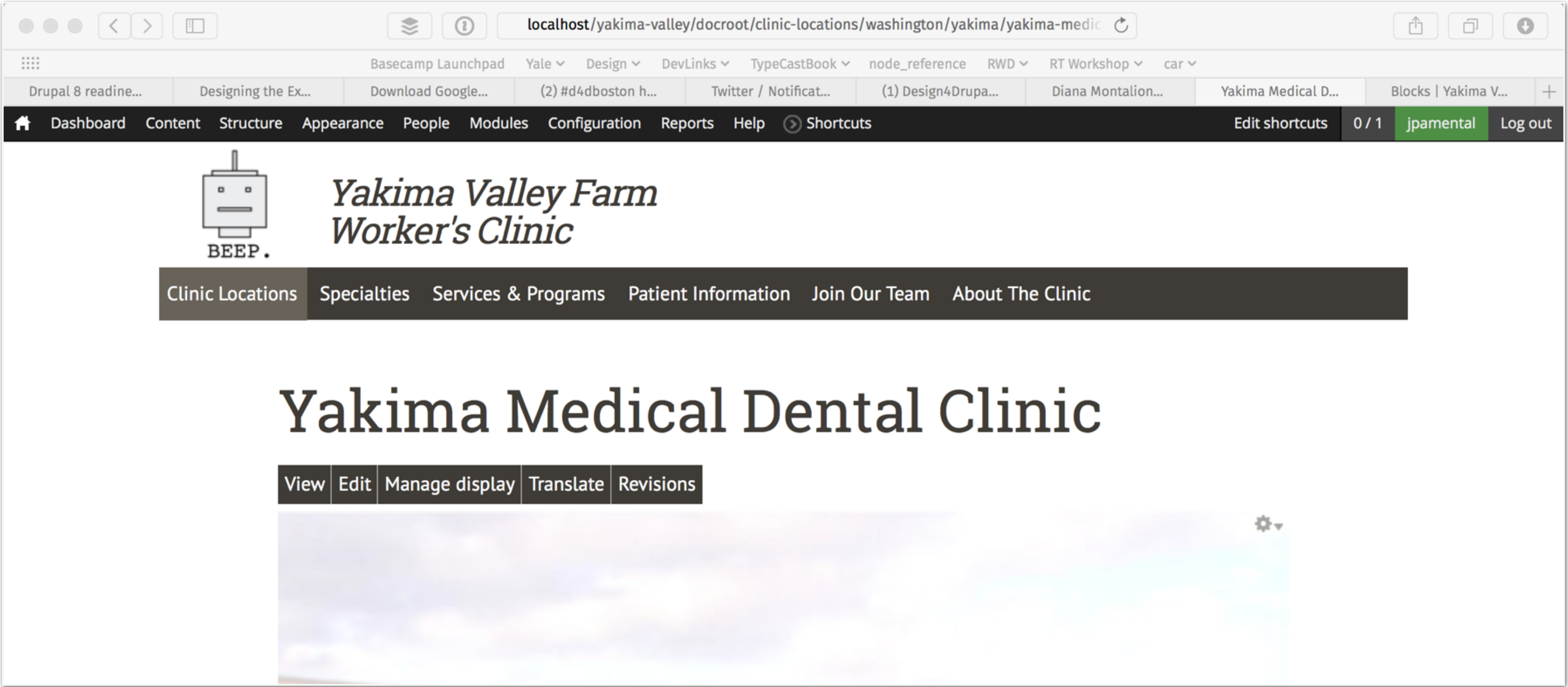


***Pace:
Slower is Better***

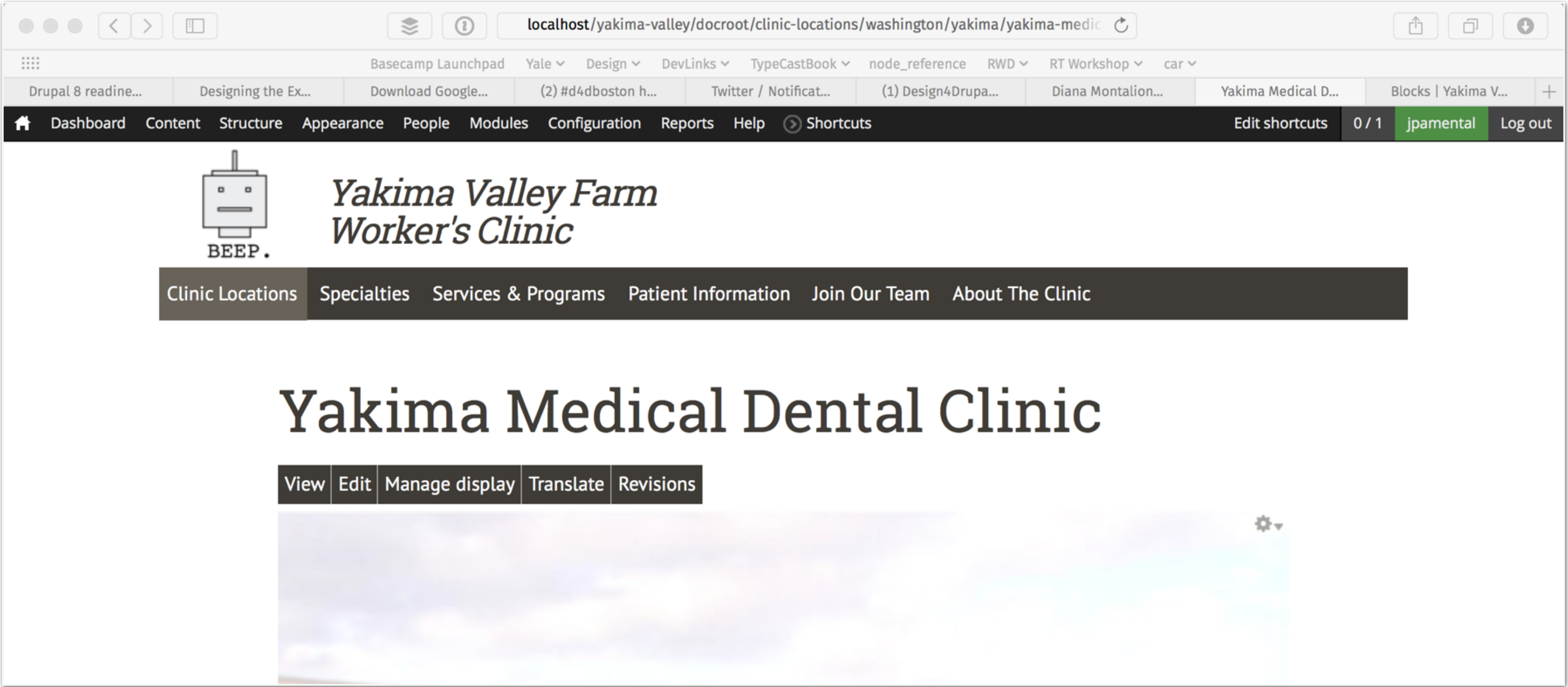
Success by a thousand YES's

Speed up
by slowing down

Prototyping



Um, Drupal anyone?



Newsflash

Your client is not a designer.

Design: Style Tiles

fresh tilled soil

NEVCA

Style Tile #1

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 another.

fresh tilled soil

NEVCA

Style Tile #2

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 another.

fresh tilled soil

NEVCA

Style Tile #3

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 Student Showcase

FEB 19

Start It Up: Company

Thursday | 11:00am to 3:00pm

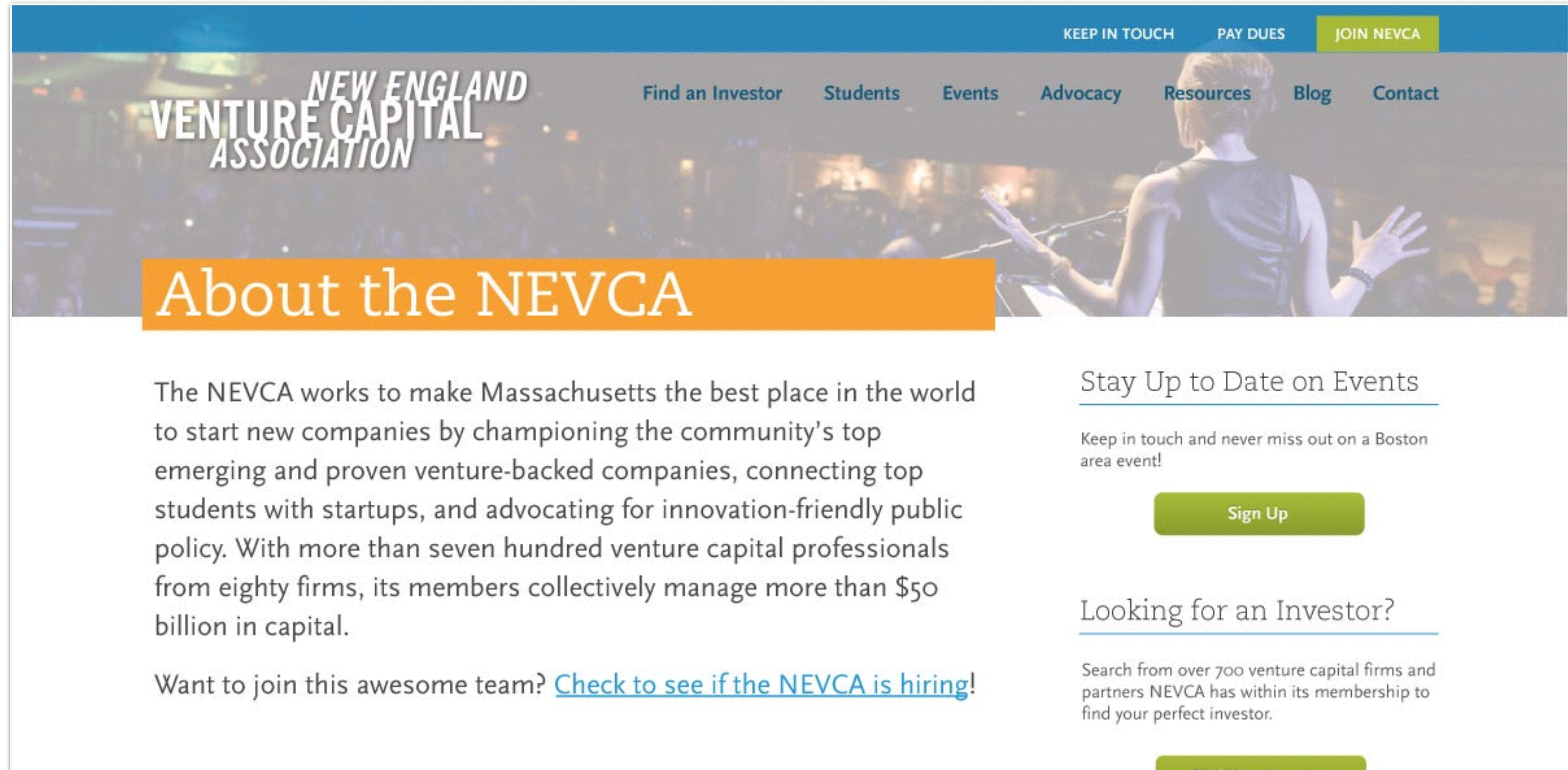
We're teaming up with hack/reduce and the Massachusetts Company Showcase for Students to help students connect undergrads, grads, and PhDs. If you'd like to learn more about student, we hope to see you there!

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 another.

Design: Internal Page



Design: UI Kit/Pattern Library

Typography

Tables

Forms

Content Widgets

Components

Ui Components

Grid System

Helper Classes

Templates

- Home

- Site Chrome

git

ERROR

#E21837

SUCCESS

#23DE7F

WARNING

#FFD11B

TYPOGRAPHY

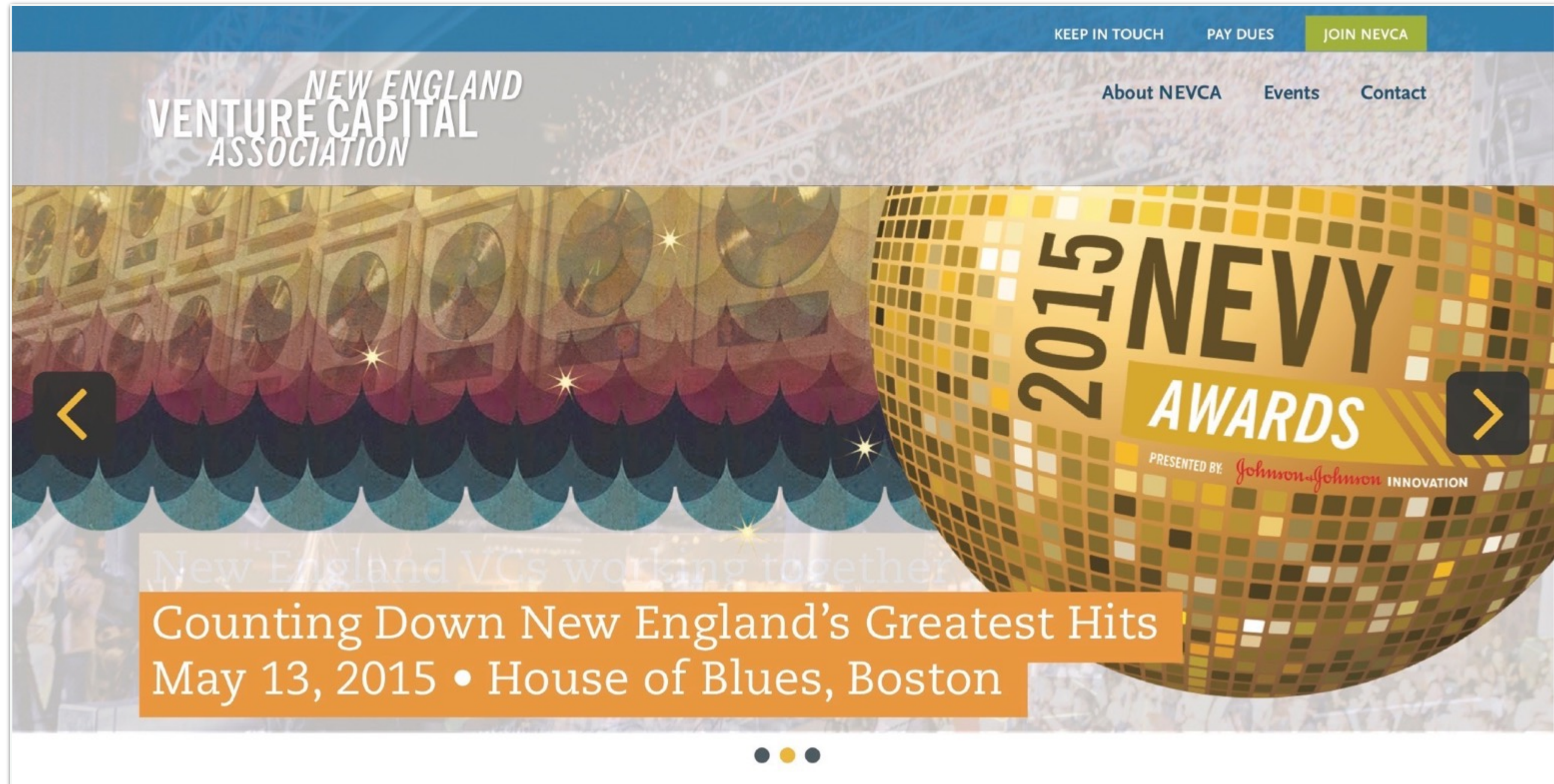
Typography is the art and technique of arranging type to make written language readable and appealing. The arrangement of type involves selecting typefaces, size, line length, line-spacing, and adjusting the space within letters pairs.

VIEW HTML

Level 1 heading

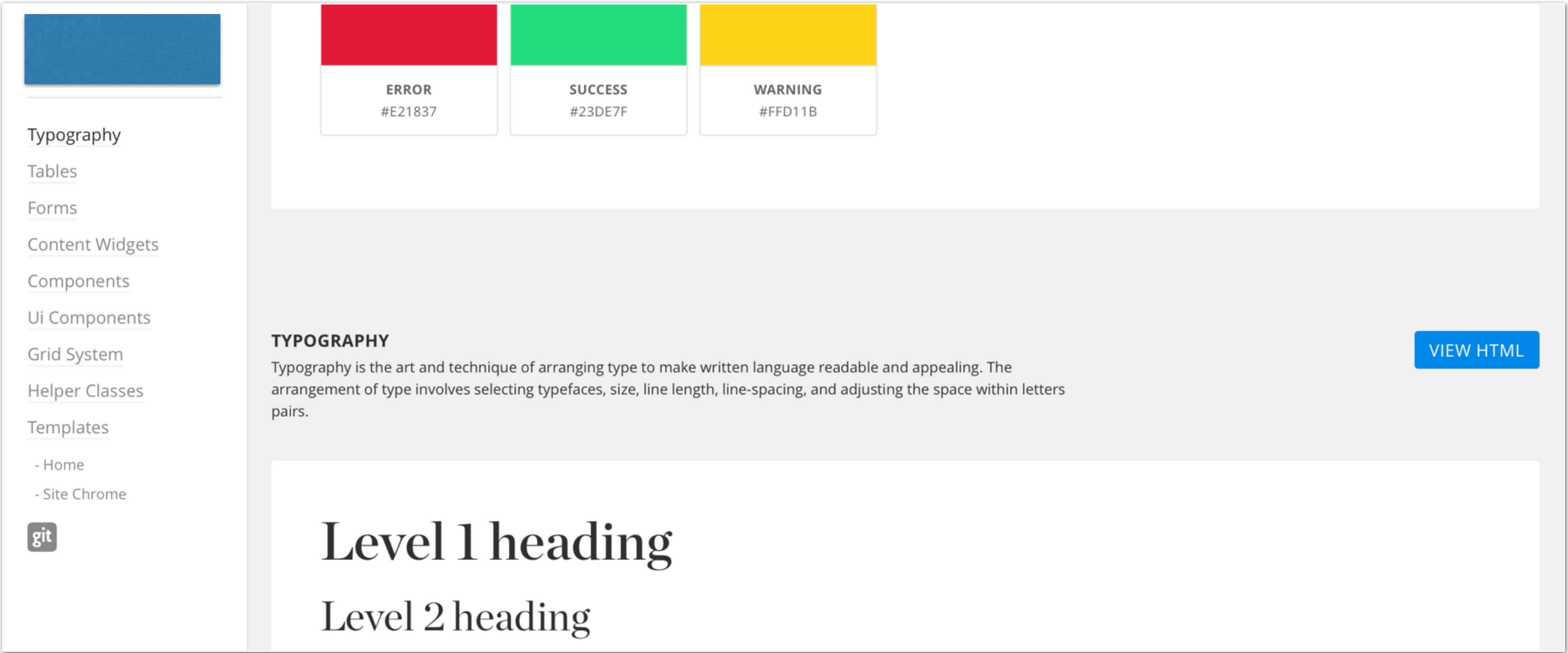
Level 2 heading

Design: Home Page

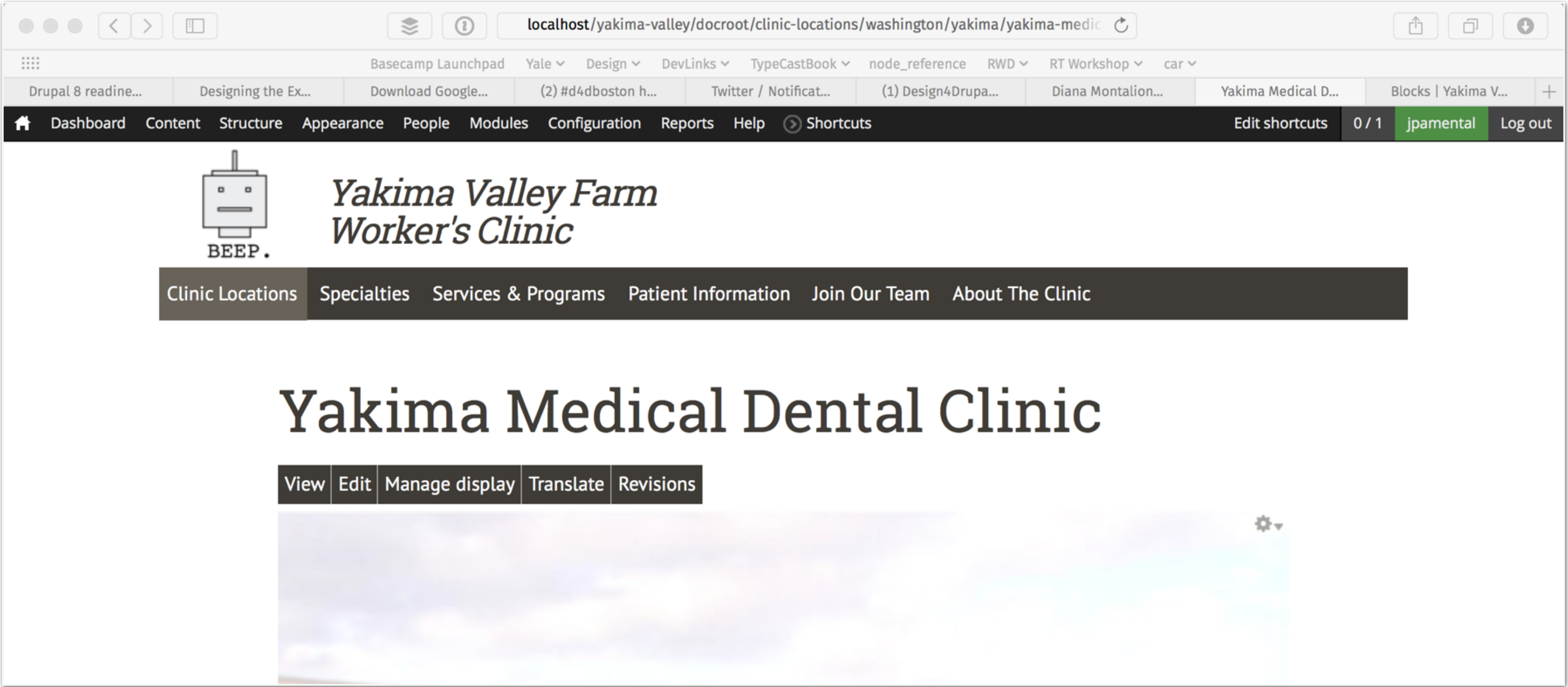


Meanwhile in Devland

Build: UI Kit/Pattern Library



Build: From Prototype



Build: To Life

 MyChart

 Online Pharmacy



Yakima Valley
Farm Workers Clinic

somos familia

Search



 Community Partner Providers

Clinic Locations ▾

Specialties ▾

Services & Programs ▾

Patient Information ▾

Join Our Team ▾

About The Clinic ▾

Home » Clinic Locations » Clinic Locations » Clinics Grouping State 1 » Washington » Washington Group 1

Yakima Medical Dental Clinic

View

Edit

Manage display

Translate

Revisions

USER ALERT:

There is a temporary detour on route 82 toward Toppenish due to construction. Please plan your clinic commute accordingly.



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 links to Bulletin links to dept web pages depts pdfs for stats		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				redundancy to department information	Prospective students	79,946
5	Dissertation	http://www.yale.edu/graduateschool/academics/dissertation_students.html	FAQs	Academics/Dissertation /FAQs			FAQS categorized by audience			Students Faculty Directors of Graduate Study	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	Annual Assessment of Departmental Teaching Opportunities 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 Unathorized 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/ Commenceemnt Response Form: http://commencement.yale.edu/commenceemnt-response-form			1,243

Content: Getting Started

Dashboard

Content

Structure

Appearance

People

Modules

Configuration

Reports

Help

Shortcuts

Edit shortcuts

0 / 1

jpamental

Log out

Basic Information *

Location Information *

Clinic Hours

Media

Specialties & Services *

Promo

Basic Information

Clinic Name *

Yakima Medical Dental Clinic

This is used wherever a clinic will be displayed across the site.

Body (Edit summary)

Format

Styles

B

I

1

2

:

:

↻

↻

I_x

ABC

✓

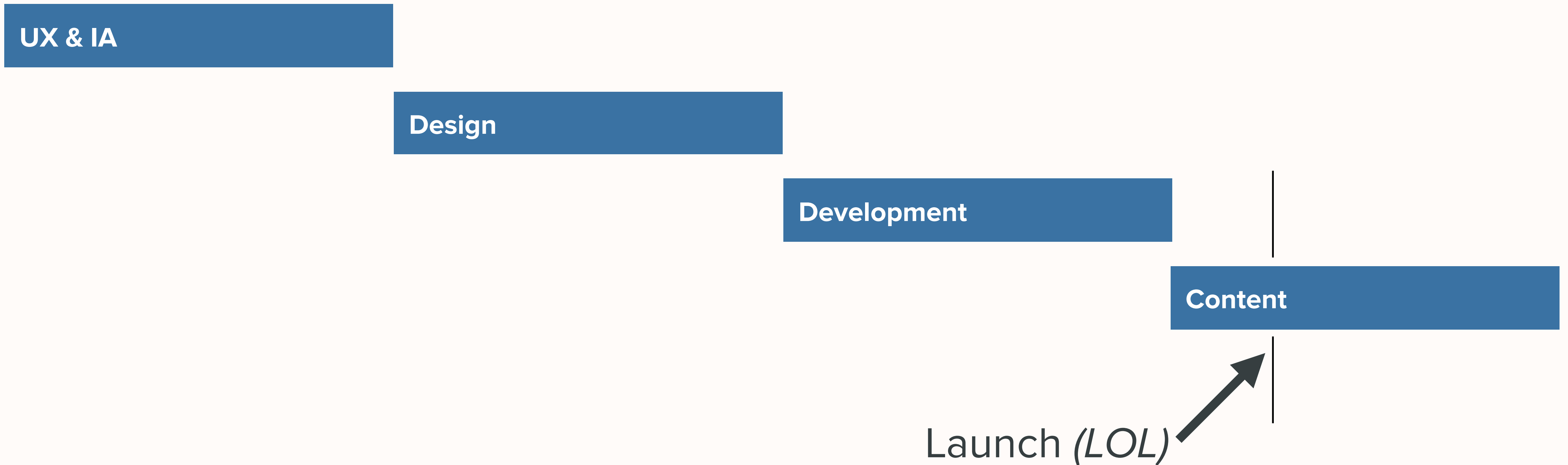
This clinic serves the diverse population of Yakima, the largest community in Central Washington. Many of the patients work in the surrounding orchards, farm and vineyards, or in the city's large warehouses and fruit packing facilities. Yakima has many medical specialists and two outstanding hospitals: 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.

Switch to plain text editor

Another Newsflash

Now your client knows Drupal

Sequence Shift



Sequence Shift

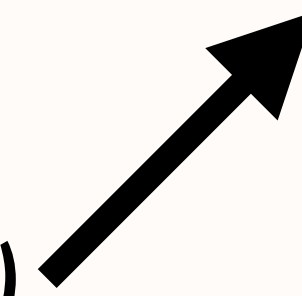
UX & IA

Design

Development

Content

Launch (*LOL*)



Sequence Shift

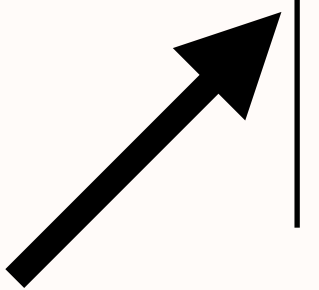
UX & IA

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

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jason@freshtilledsoil.com