

From Graphics to UX

Making the Transition to Product Design

Alex Carr, Creative Director at MAARK



Maark

Strategy and Product Design for web, mobile, and embedded systems.

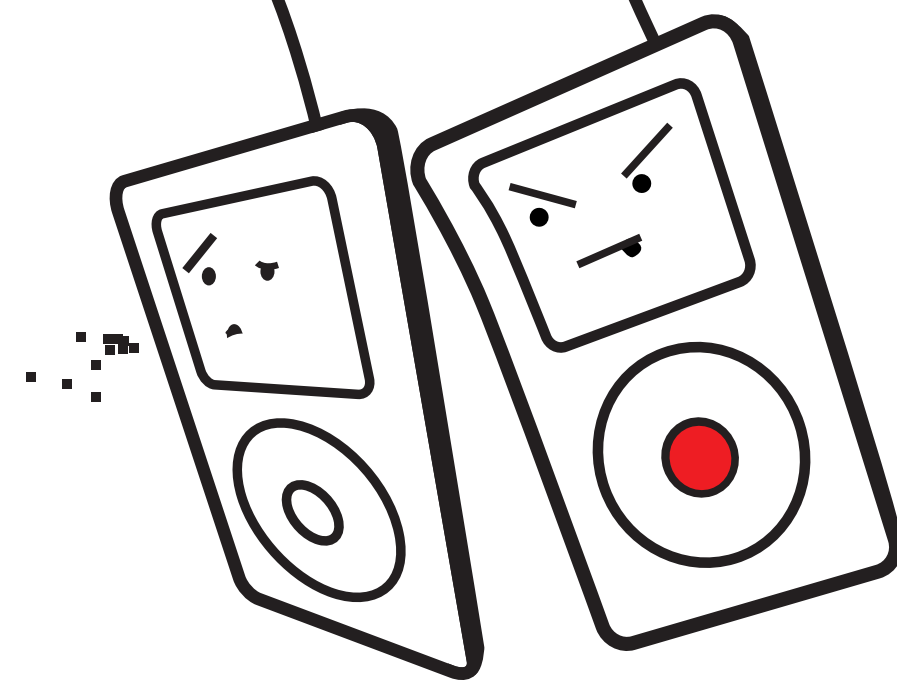


WHO OWNS MUSIC?

THE FUTURE OF DIGITAL RIGHTS MANAGEMENT

JULY 18TH-20TH
THE MOSCONE CENTER
SAN FRANCISCO, CA

AS THE MUSIC INDUSTRY REEVALUATES DIGITAL RIGHTS MANAGEMENT (DRM), how will artists and consumers be impacted? Will the music industry be able to survive in a world where digital music is free? Will artists be able to make a living? Will consumers be able to enjoy music without paying for it? These are the questions that will be asked at the conference.



I HAD THE POTENTIAL TO LOSE EVERYTHING THAT I HAD, JUST BASED ON A DREAM.

How did you discover wet plate and how did you transition into it?
Well, when I first began photography, I learned black and white in the dark room. I'd go out and shoot portraits or landscapes because I was just learning how the camera worked, and that's actually what I fell in love with. Then, the photography started becoming a job, and somewhere along the lines, I lost that passion. I wanted to go back and shoot film but, a lot of the film company types moved on, or they were out of business. I found the wet plate process, and I learned that I could make my own film, and once I learned that, I realized that no matter what trends happen, or whose going out of business, I could always do the thing that I love. That's how I started with wet plate photography.



Can you explain the whole process of wet plate locally?
How the chemistry works in wet plate photography is, you start with a base, it's called collodion. They used it in the Civil War like it was a liquid bandage. It's like rubber cement, like if you've got a big wound, they could pour it over and then seal it. So, you have the collodion, and it's made up of collodion and bromide and iodine. You add those salts into that actual collodion, and then what we do is we take this collodion and it has a spring texture to it. We pour it over the top of these black aluminum plates, and that's actually our film. From there, we take that film and we put it into a silver nitrate bath, and when those silver crystals mix with those iodides and those salts, it creates a metal alloy, and that metal alloy is what's actually light sensitive. Finally, we make an exposure. You could do it with whatever camera you want. I just happen to do it inside of a giant truck. Once you've made that exposure, you have to develop it and fix it. That part's similar to traditional black and white photography, but the trick is everything has to be done while the plate is still wet, because if that collodion dries out, then the atoms can't penetrate through that natural collodion plate. They can't penetrate through it and develop the stuff, so, quite interesting.

Epigenesys

Does Health Care Matter?

Creating a Sustainable Model for Health Care

How would we as a society have to think and operate in order to truly increase the health of our population, as opposed to trying to find magic bullets to fix the rising costs of the "health care system?" Join our distinguished participants in this conversation. Taped live, Q&A highlights will air on Ch3 during the month following event.

William J. O'Brien
DISTINGUISHED LECTURE SERIES

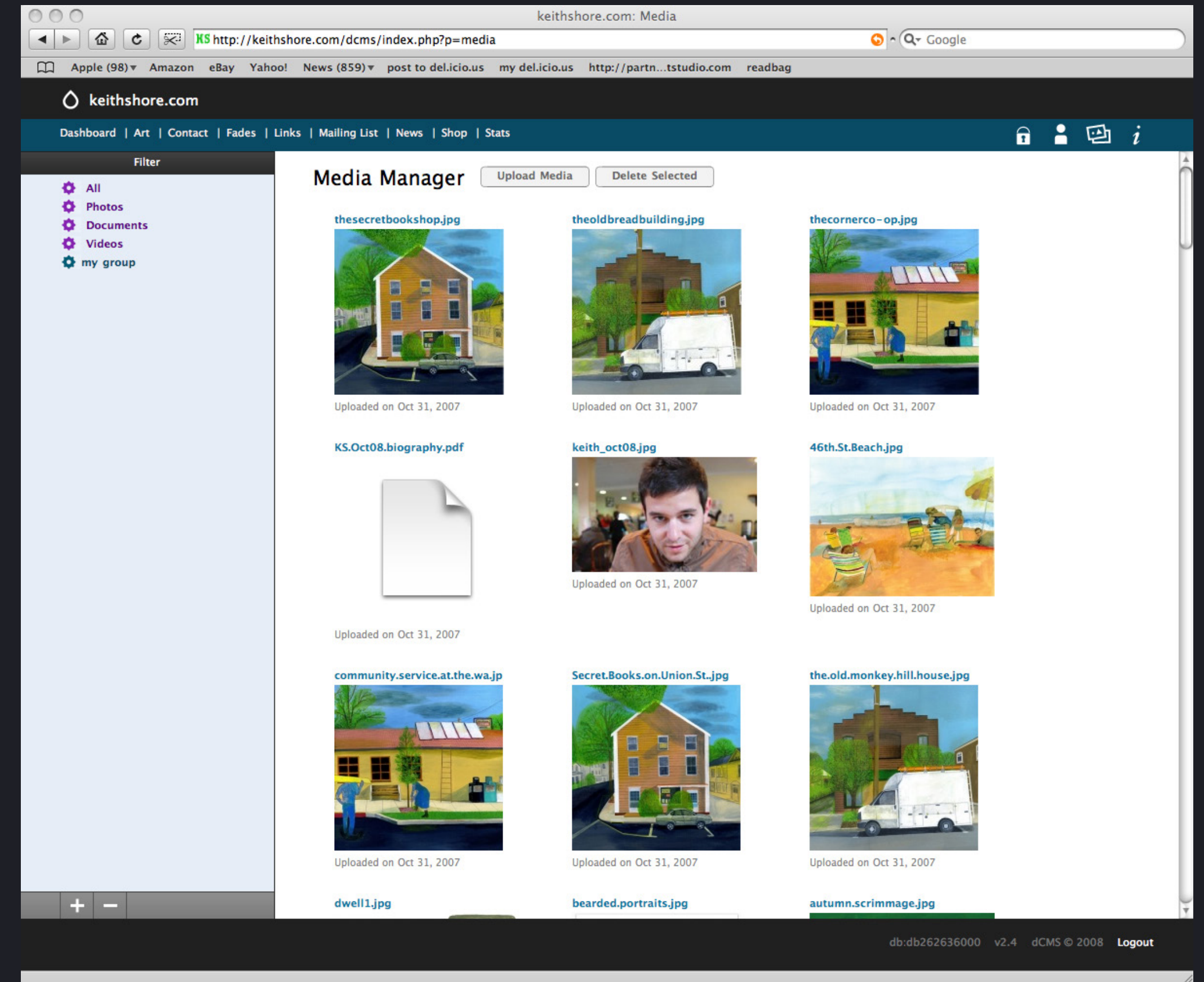
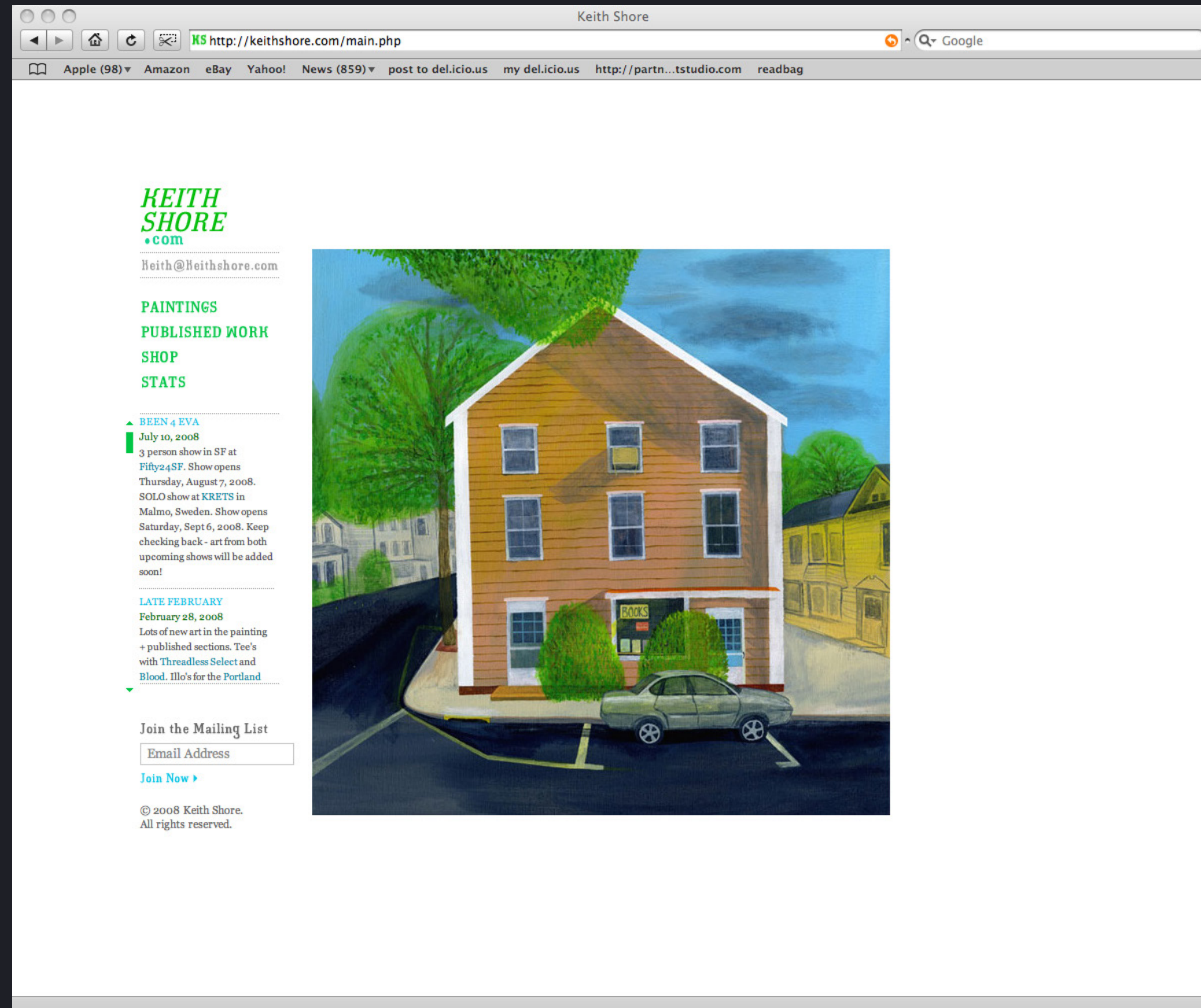
Don Berwick
President and CEO, Institute for Healthcare Improvement

Paul Levy
President and CEO, Beth Israel Deaconess Medical Center

Peter M. Senge
Founder, Society for Organizational Learning, MIT Lecturer, Author

**College of The Holy Cross
Hogan Campus Center
October 8th, 2008
7:00pm-9:00pm**

Adults: \$10.00
Students: Free with ID
Seating limited. Registration: doeshealthcarematter.org



MAARK

(old logo)

Intuit Spheres File Edit View Share Help

Marketing x Search...

Alex Carr
Interactive Design Director at MAARK

Recent Activity New...

- QA Americas.ppt**
Jay Wightman Fri, Jul 2, 10 11:06 AM
HON - Unicracking 2010
- Venue info - Istanbul.doc**
Susan Gross Thu, Jul 1, 10 7:55 PM
HON - Unicracking 2010
- Venue info - Chicago.doc**
Susan Gross Thu, Jul 1, 10 7:41 PM
HON - Unicracking 2010
- RE: America's Content**
Susan Gross Thu, Jul 1, 10 7:40 PM
HON - Unicracking 2010

Now that I am clicking through the site, I understand this better. We need to add in the information on the available tours. I will post a new document for the venue page that provides complete information.

My Spheres Az

- Camping Trip
- Design Team
- HON - Unicracking 2010
- Lunch Options
- Maark Intranet
- Maark IT Knowledge Base
- Marketing
- Me and JB
- My Sphere
- Public Public
- Song of the Day
- The Goose

My Contacts Az

Offline

- Alan Truck
alex@dropletstudio.com
- Alex Carr
- Alex Carr
- Alfio Raymond
- Brian Charles
zippahguy@gmail.com
- Brian Weaver
Senior Designer/Illustrator at Maark
- canary breathe
- Chris Farrell
cfarrell@maark.com
- Chris Lothrop
- Dan Rouse

Available 0.9.20.0 intuit

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Alex Carr
Interactive Design Director at MAARK

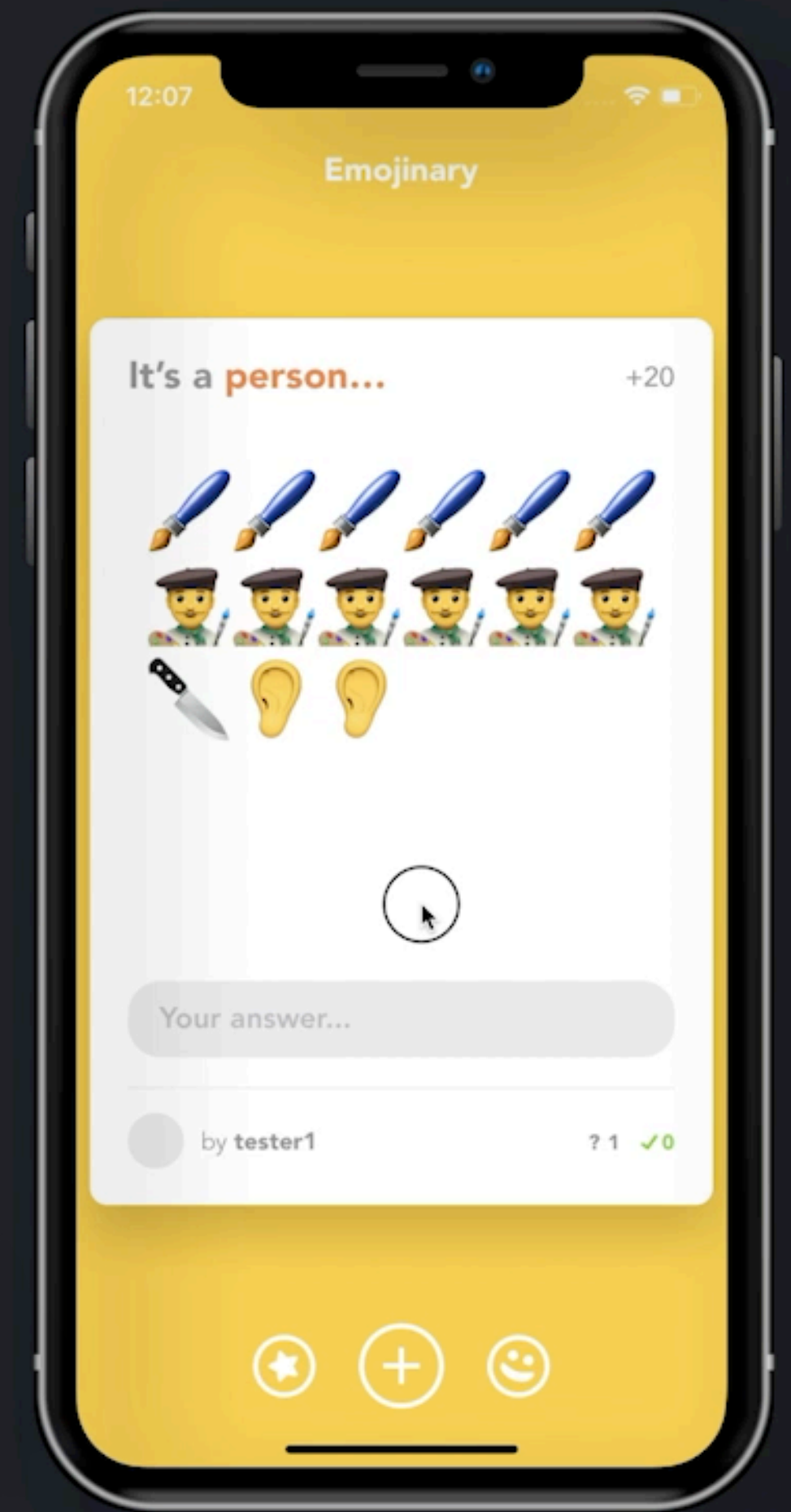
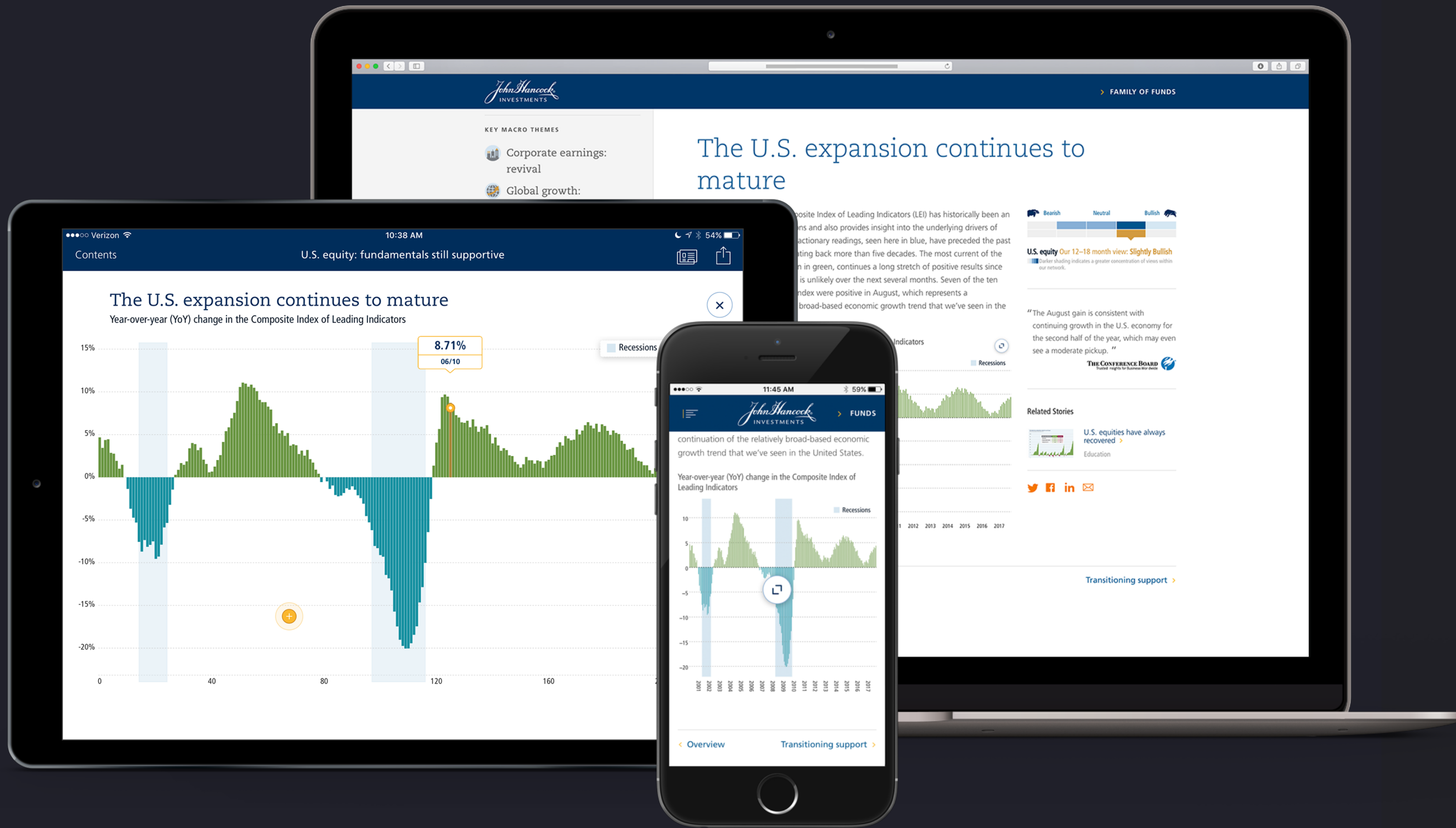
My Spheres Marketing Expand

Conversations Files Links Members

All New Conversation +

- Ted Talks** Posted in Ideas
Posted by Alex Carr Thu, Jul 16, 09 4:22 PM
- Great Site** Posted in Design
Posted by Alex Carr Thu, Jul 16, 09 4:22 PM
- 2009 Advertising Ideas** Posted in Ideas
Reply by Alex Carr Thu, Jul 16, 09 11:36 AM
- 2009 Advertisi...paign Designs** Posted in Design
Posted by Alex Carr Wed, Jul 15, 09 5:06 PM

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What is a product designer?

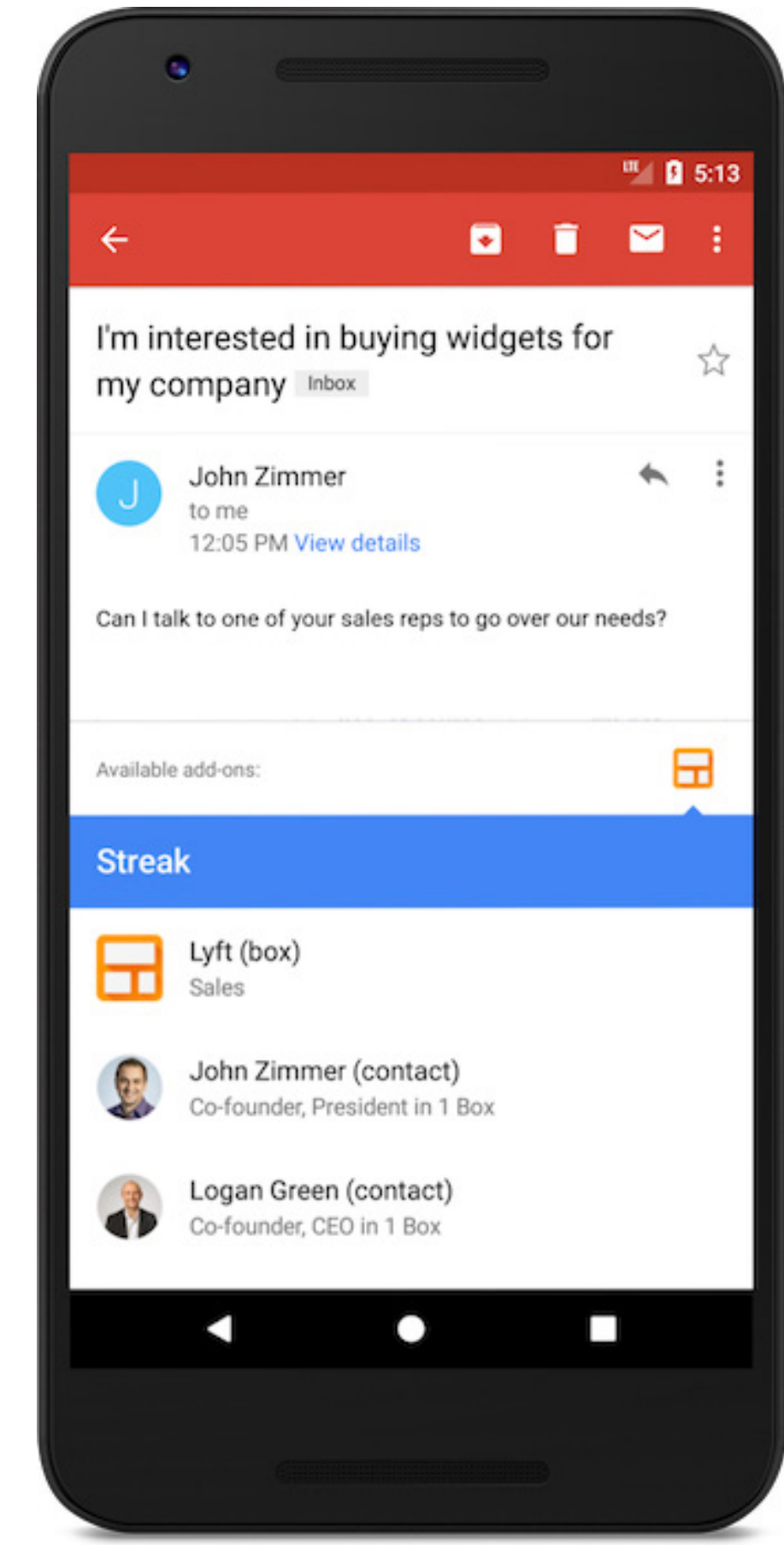
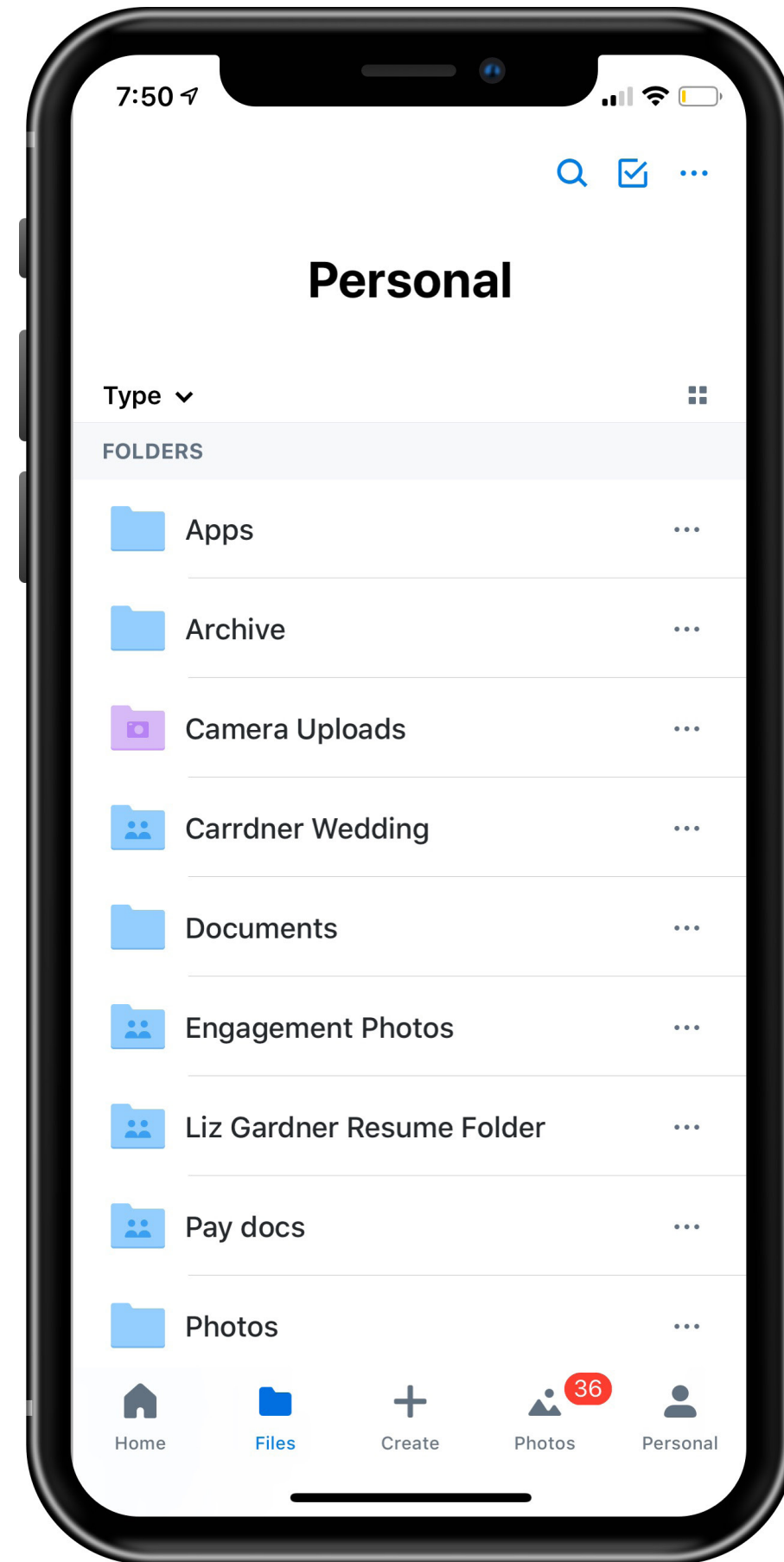
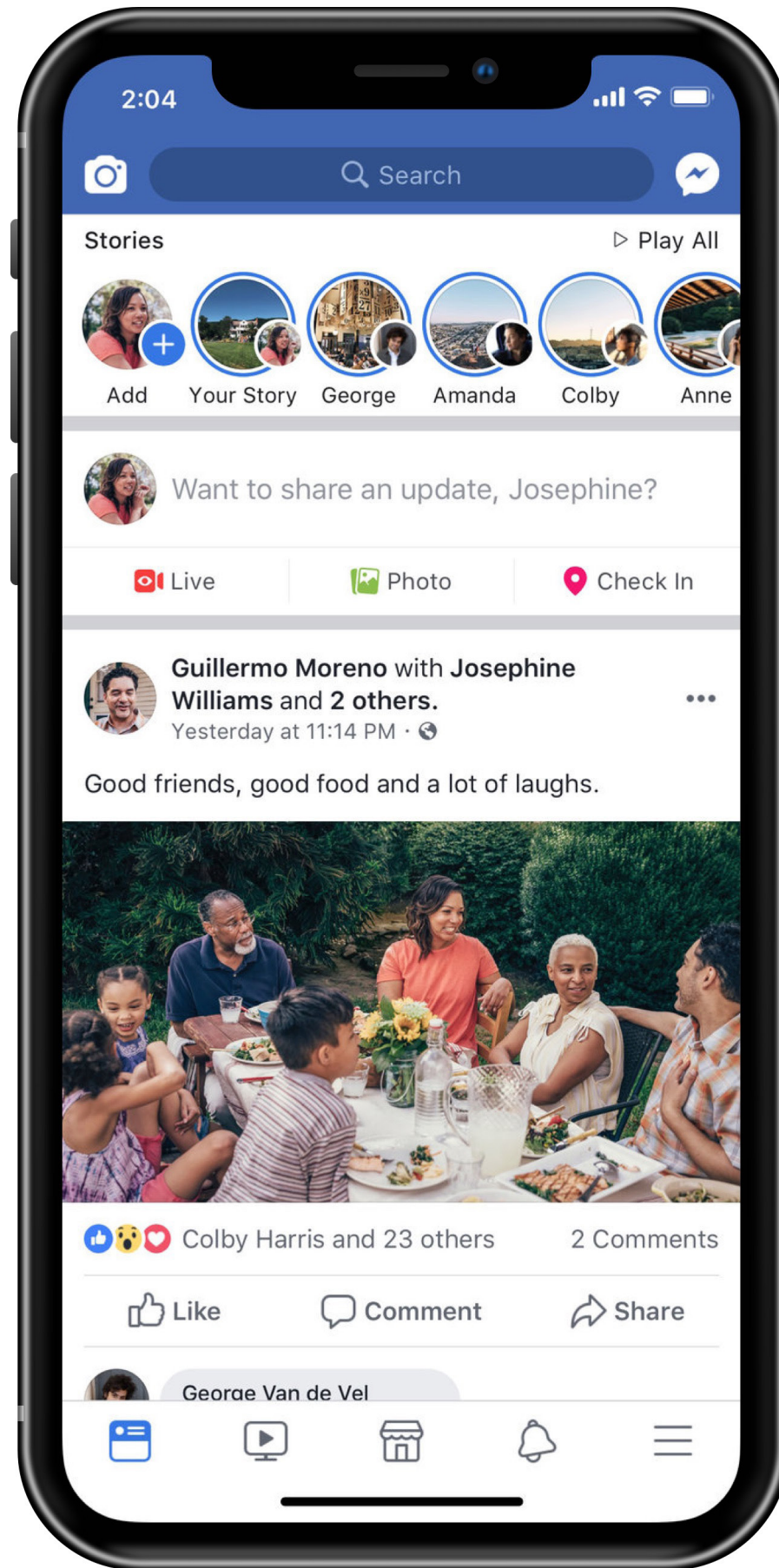
Research

User Experience

+

Design

Technology



Facebook interface showing a user profile (Avi Benezra), a "Remember Password" notification, a "What's on your mind?" post creation area, a video post from Mashable - Tech, and a "Your Pages" dropdown menu with options like "Create Page", "Manage Pages", "Create Group", "Manage Groups", "Create Ads", "Manage Ads", "Activity Log", "News Feed Preferences", "Settings", and "Log Out".

Admin console navigation menu for Travelers Inc (104 members). The menu includes: Admin console, Dashboard, Members, Activity, Team folders, Groups, Billing, Settings, Help, and Travelers Inc (104 members).

Members

Search members

Name or email

Name	Status	Usage	Two-step
Anthony Abate anthony@travelersinc.com	Team admin	1.14 TB	• Enabled
Michelle Wallace michelle@travelersinc.com	Support admin	1.08 TB	• Optional
Daniel Smith daniel@travelersinc.com	Member	8.89 GB	• Enabled
Justin Anderson justin@travelersinc.com	Member	335.77 MB	• Optional
Jonathon Costa jonathon@travelersinc.com	Member	583.91 MB	• Optional
Angela Zhang angela@travelersinc.com	Member	1.54 TB	• Optional



Product Designers help define what an application does, how it works, how it looks, and how it feels.

How did product designers get to be product designers?

1

Grow into the roll
over time.

2

Given a chance.

3

Go back to school.

1

Grow into the roll
over time.

More difficult in 2018.

2

Given a chance.

Too competitive of a
market.

3

Go back to school.

Cost, time, mixed
results.

“UI/UX grew up around me. I spent time listening and asking good questions while learning from others on the job.”

Creative Director, Providence RI

“Cold-called places in New York out of school and got a branding project. They asked if I could design their website—which I had never done before.”

Product Designer, Facebook

“Product designers are a little bit hacky. They obsess over their phones. They’re tinkerers.”

Product Designer, Dropbox

Product designers hustle & Product designers obsess.

1

Grow into the roll
Learn the skills

More difficult in 2018.

2

Given a chance.
Increase our chances

Too competitive of a
market.

3

Go back to school.
Learn the skills

Cost, time, mixed
results.

The key to increasing your chances of getting a job in product design is to show that you can use a user-centric process to solve problems, and create solutions using your craft, research, and understanding of technology.

Let's learn the skills.

**As graphic designers
you already have some
of the skills.**

Graphic design

Typography

Composition

Color

Branding

Hierarchy

Visual Systems

Research

Problem Solving

Product design

Process

Interviewing

Mapping

Interactions

Prototyping

Testing

○ ○ ○ 📄

Inbox

Today 21

Upcoming

Anytime

Someday

Logbook

Trash

Update Address

Home Improvem...

Materials

Projects

Upcoming

Future

Maark

Rebrand

Computer Access...

John Hancock W...

Marriott Live Das...

Marriott Sales Co...

Maark Website

AEM Landing Page

My Quahog

Emojinary

Meenta

Cammmeras

New List

Rebrand

Notes

Exploration

Core

- Develop type hierarchy
- Develop grid system
- Develop pattern and system
- Develop image style and system
- Define icon styles
- Update Joe with new design

Guidelines

- Outline colors and usage
- Outline typography and usage
- Outline lockups and usage
- Outline pattern and usage
- Outline image style and usage
- Outline social media usage
- Outline email usage 📄
- Outline data color scheme

+ ➡ 📅 + ➡ 🔍

Dashboard

Reports

Products

Patches

Rules

Disclosures

Factsheets

Commentaries

Products

Filter, browse or search for the funds you'd like to work with.

1 Filter

Published Unpublished

Results in 148 Funds

FUND NAME	PRODUCT TYPE	ASSET CLASS	SHARE CLASS	
Absolute Return Currency Fund	Mutual fund	Alternative funds	Class I	...
Alternative Asset Allocation Fund	Mutual fund	Alternative funds	Class I	...
American Mutual Portfolio	529	Individual portfolios	Class I	...
Balanced Fund	Mutual fund	Asset allocation funds	Class I	...
Blue Chip Growth Fund	Mutual fund	U.S. equity funds	Class I	...
Blue Chip Growth Portfolio	529	Individual portfolios	Class I	...
Bond Fund	Mutual fund	Fixed-income funds	Class I	...
California Tax-Free Income Fund	Mutual fund	Fixed-income funds	Class I	...
Capital Appreciation Portfolio	529	Individual portfolios	Class I	...
Classic Value Fund	Mutual fund	U.S. equity funds	Class I	...

View fund data

- View fund data
- Create rules for this fund
- Patch datapoints in this fund

The challenge is to fill in the other skills

Process

Interviewing

Mapping

Interactions

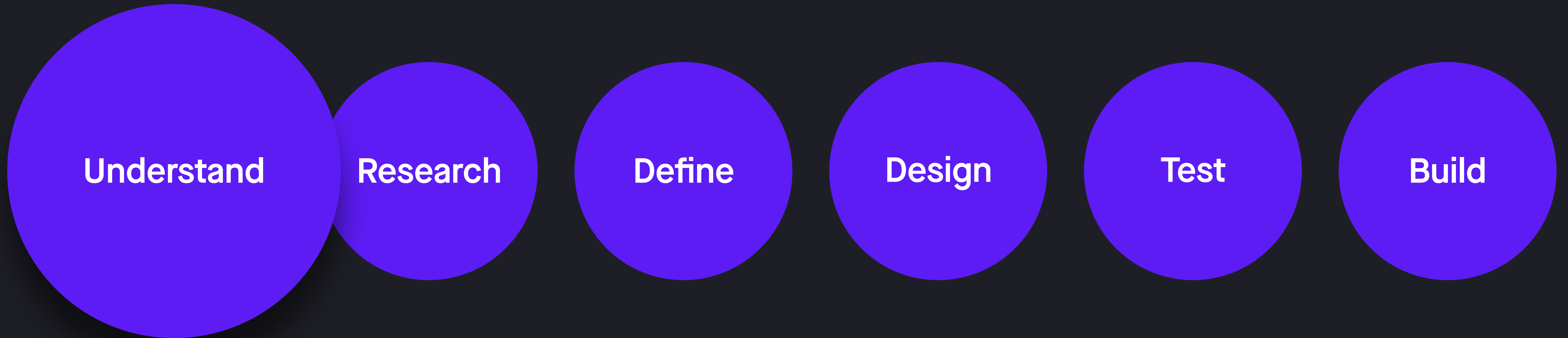
Prototyping

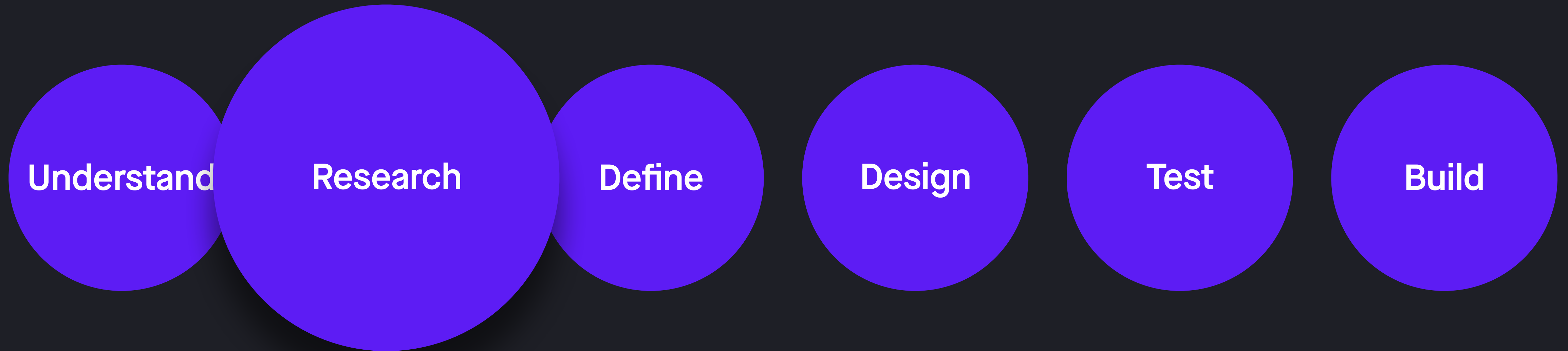
Testing

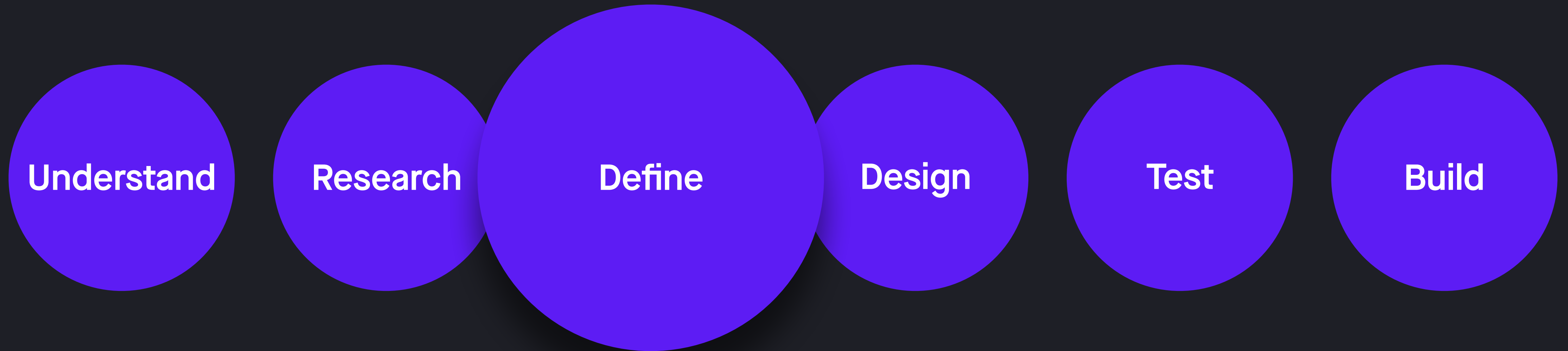
Let's learn the skills.

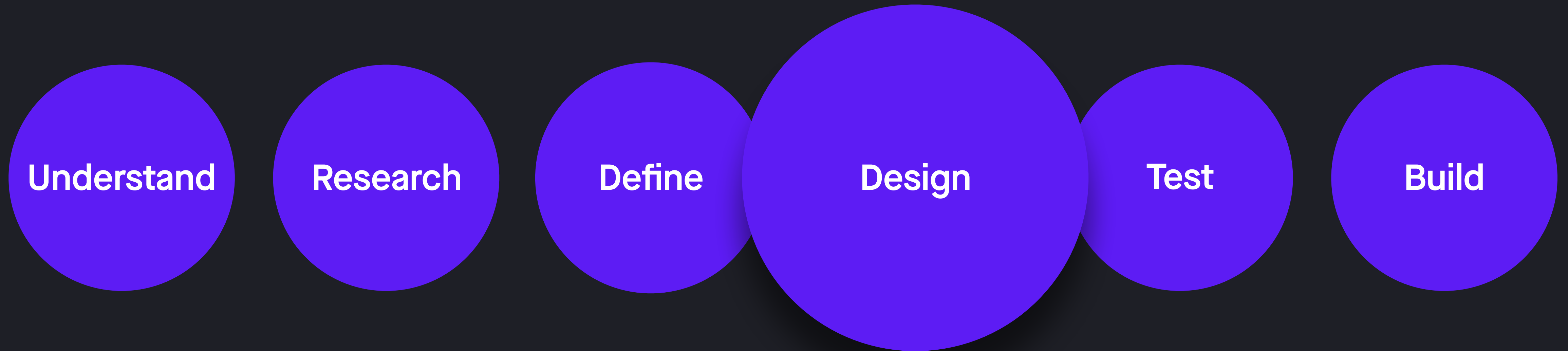
Process

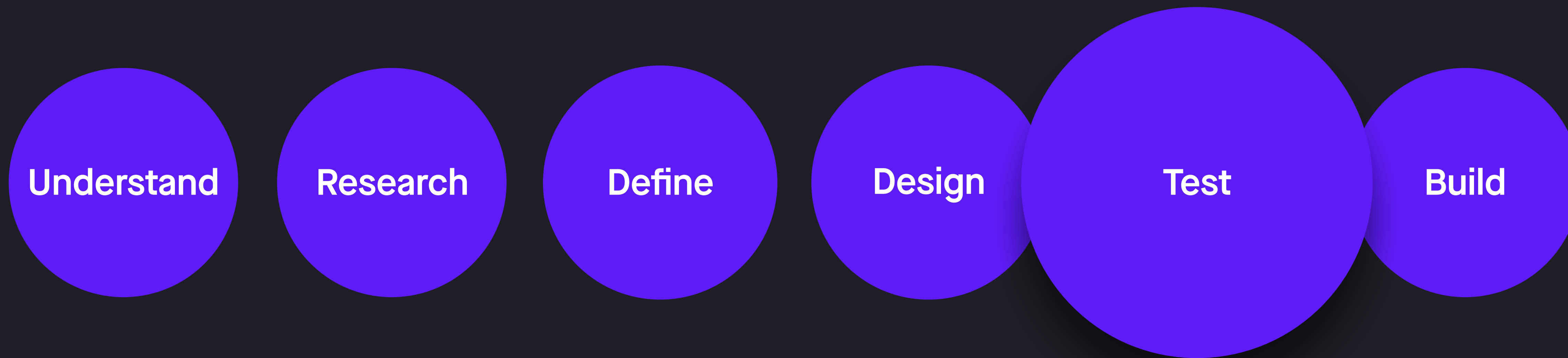


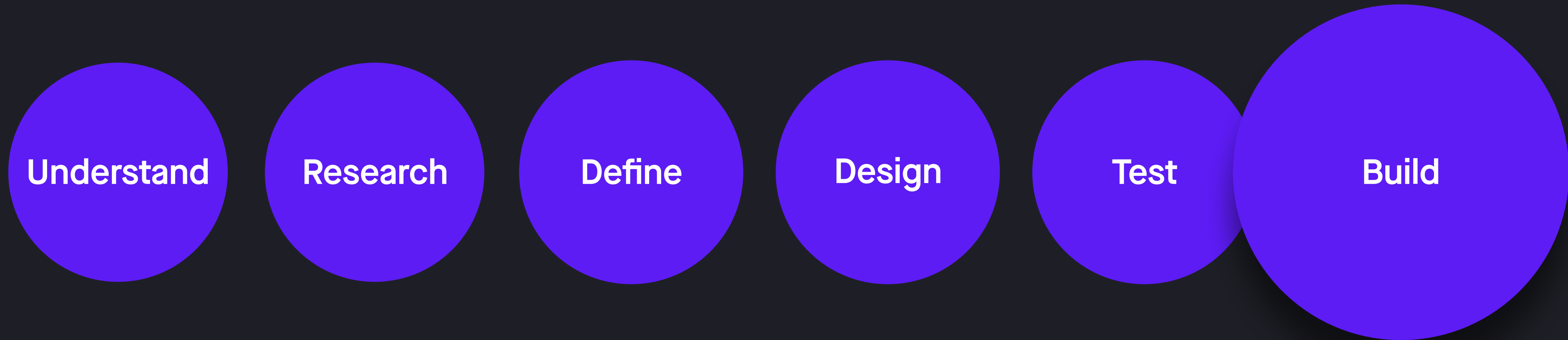












Let's learn the skills.

Interviewing

Actively listen.

More list than script.

Its not about you.

Don't correct the user.

Embrace the silence.

“Conducting a good interview is actually about shutting up.”

Erika Hall, Just Enough Research



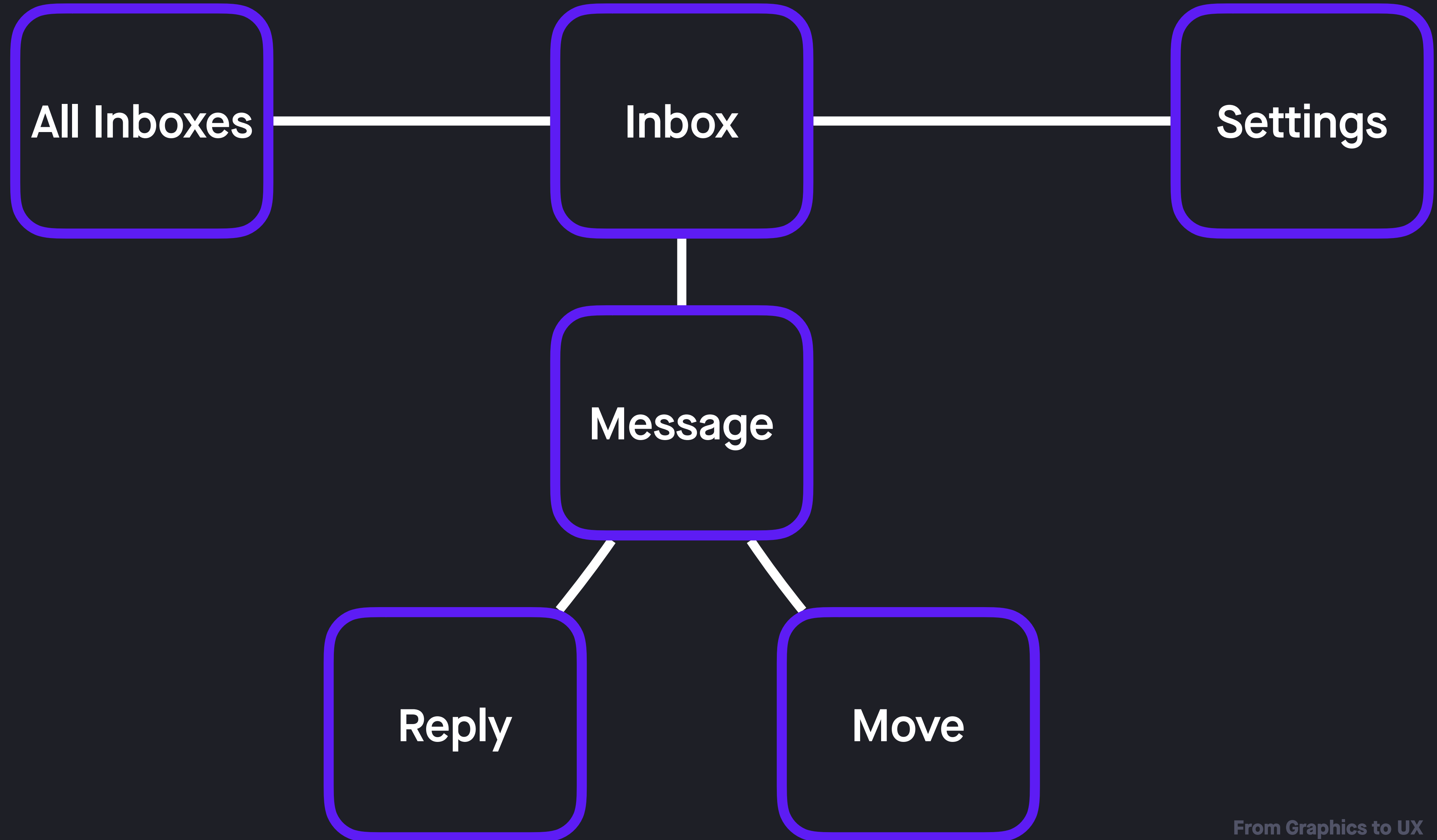
Just Enough Research by Erika Hall, A Book Apart

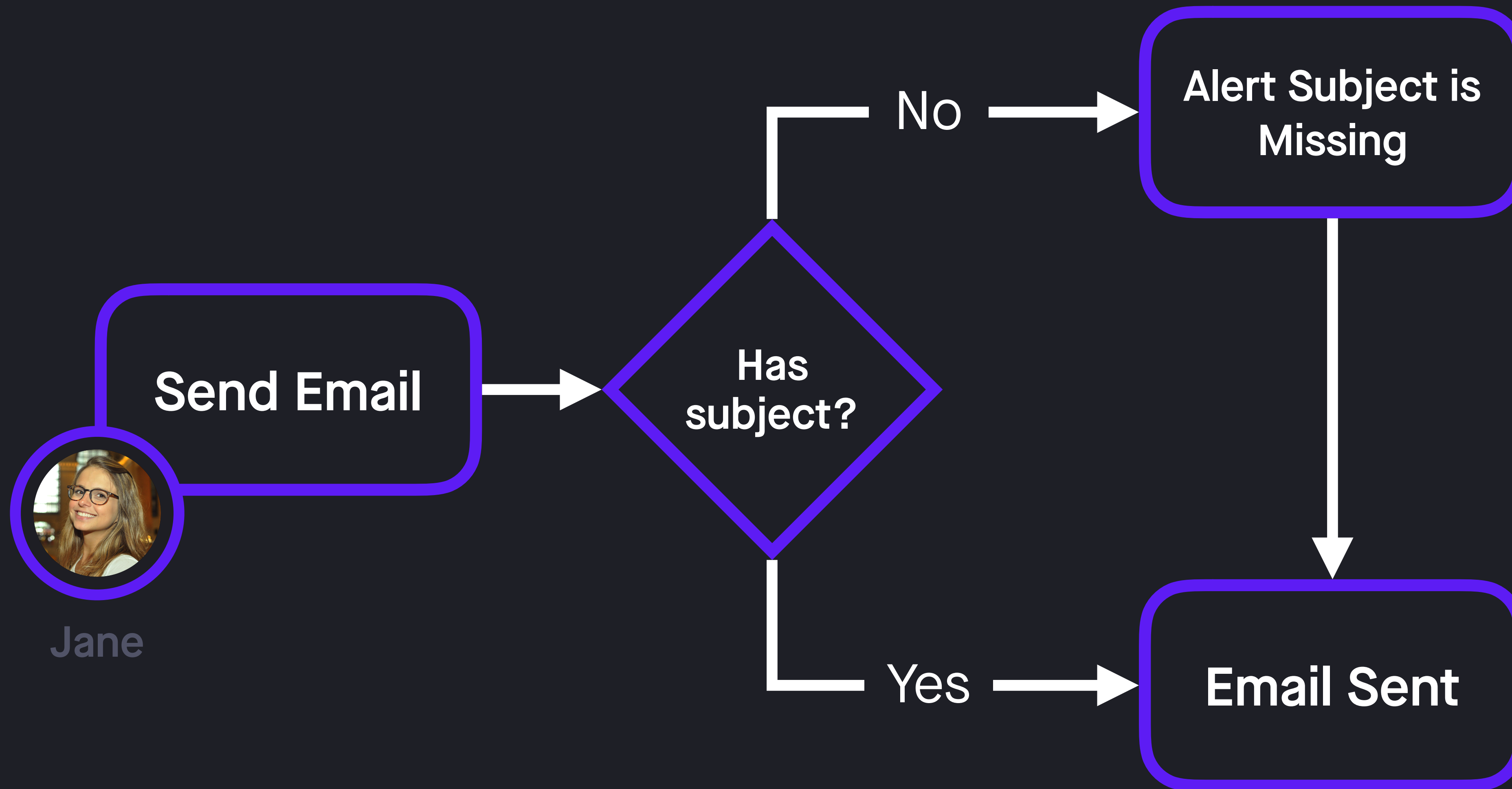


Starter Questions for User Research by Sarah Doody

Let's learn the skills.

Mapping

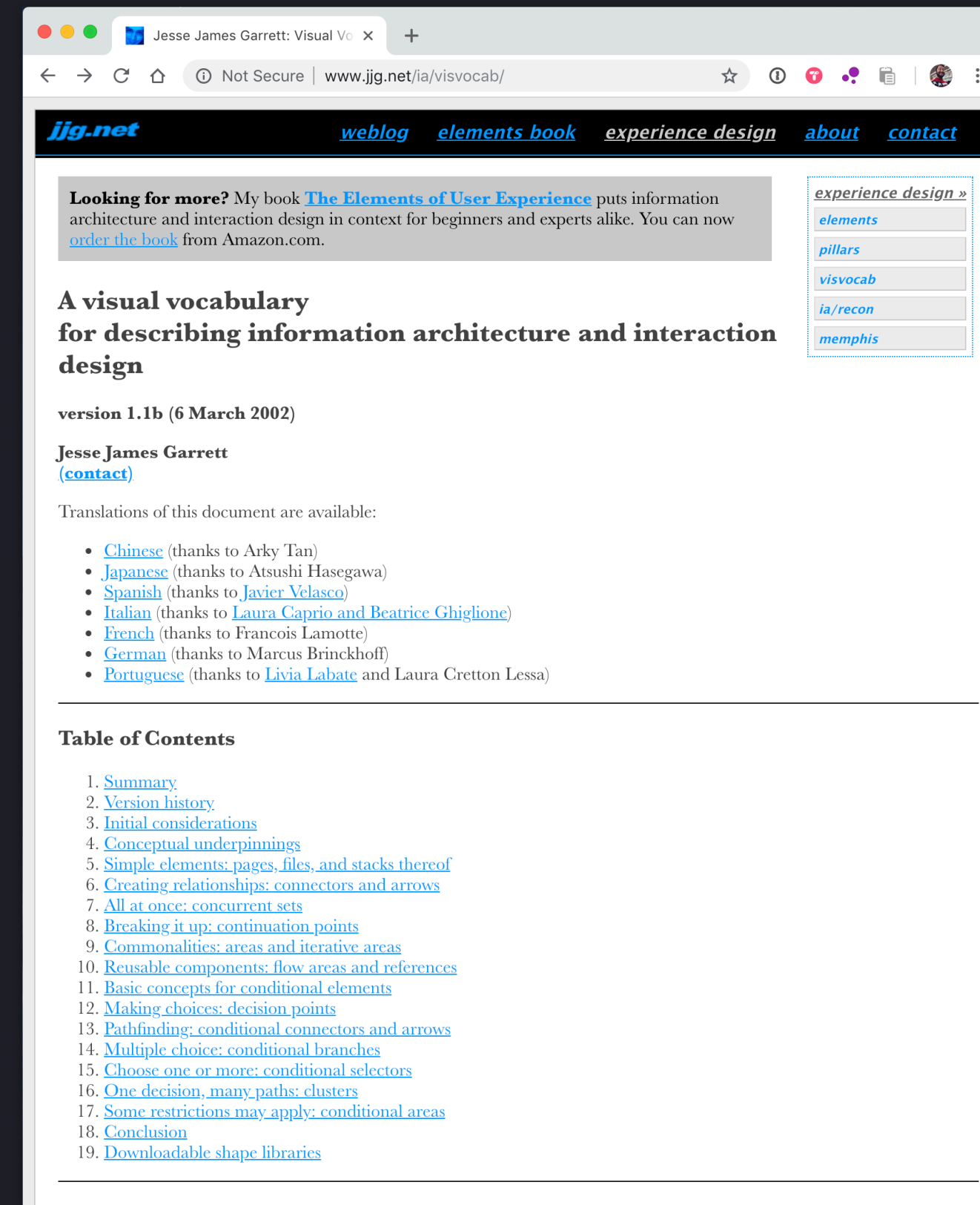




Have a clearly defined goal for every mapping document you produce.



Communicating Design
by Dan Brown, New Riders



Visual Vocabulary
by Jesse James Garrett

Let's learn the skills.

Interactions



Button

Interactions

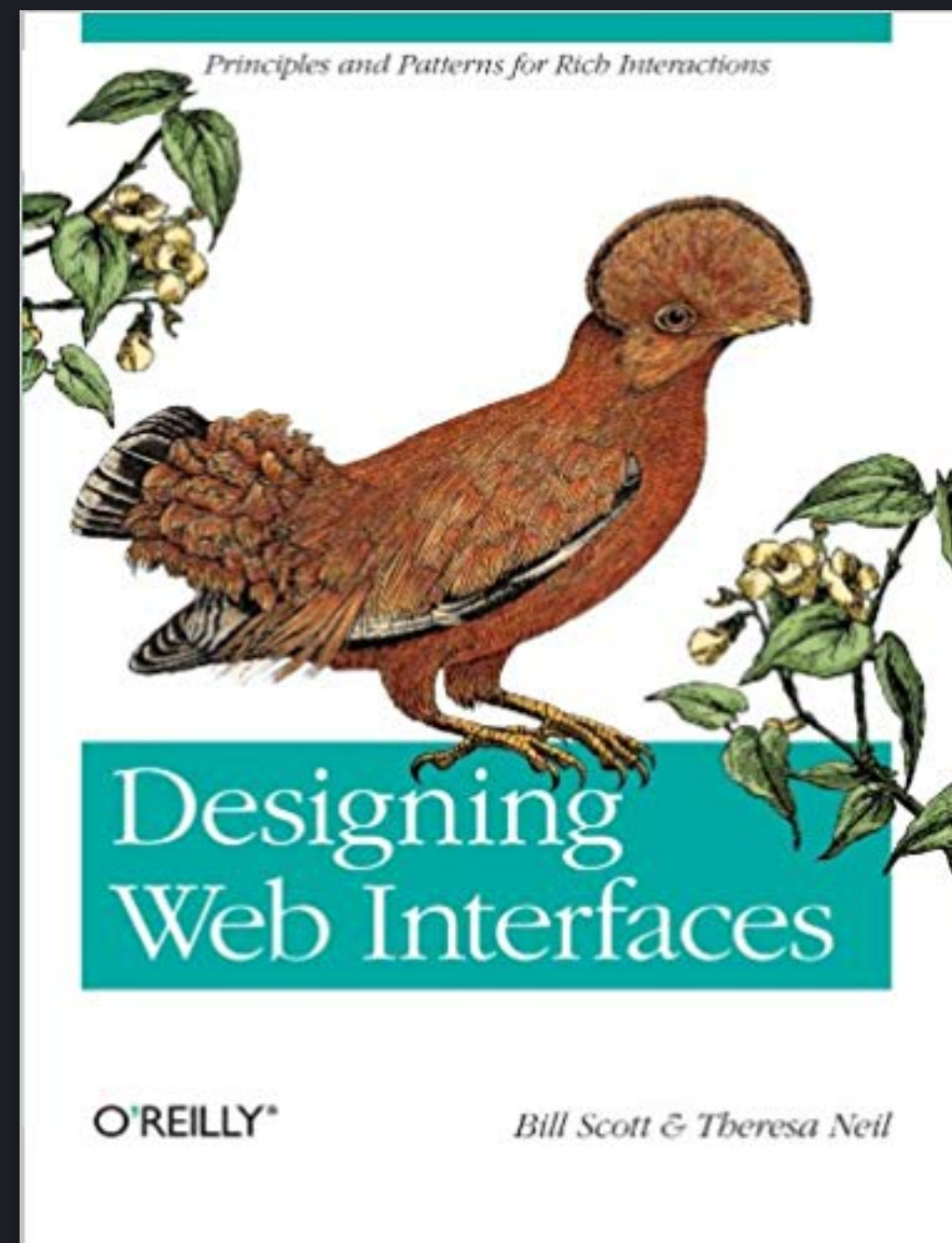
Discovery

Feedback

Item

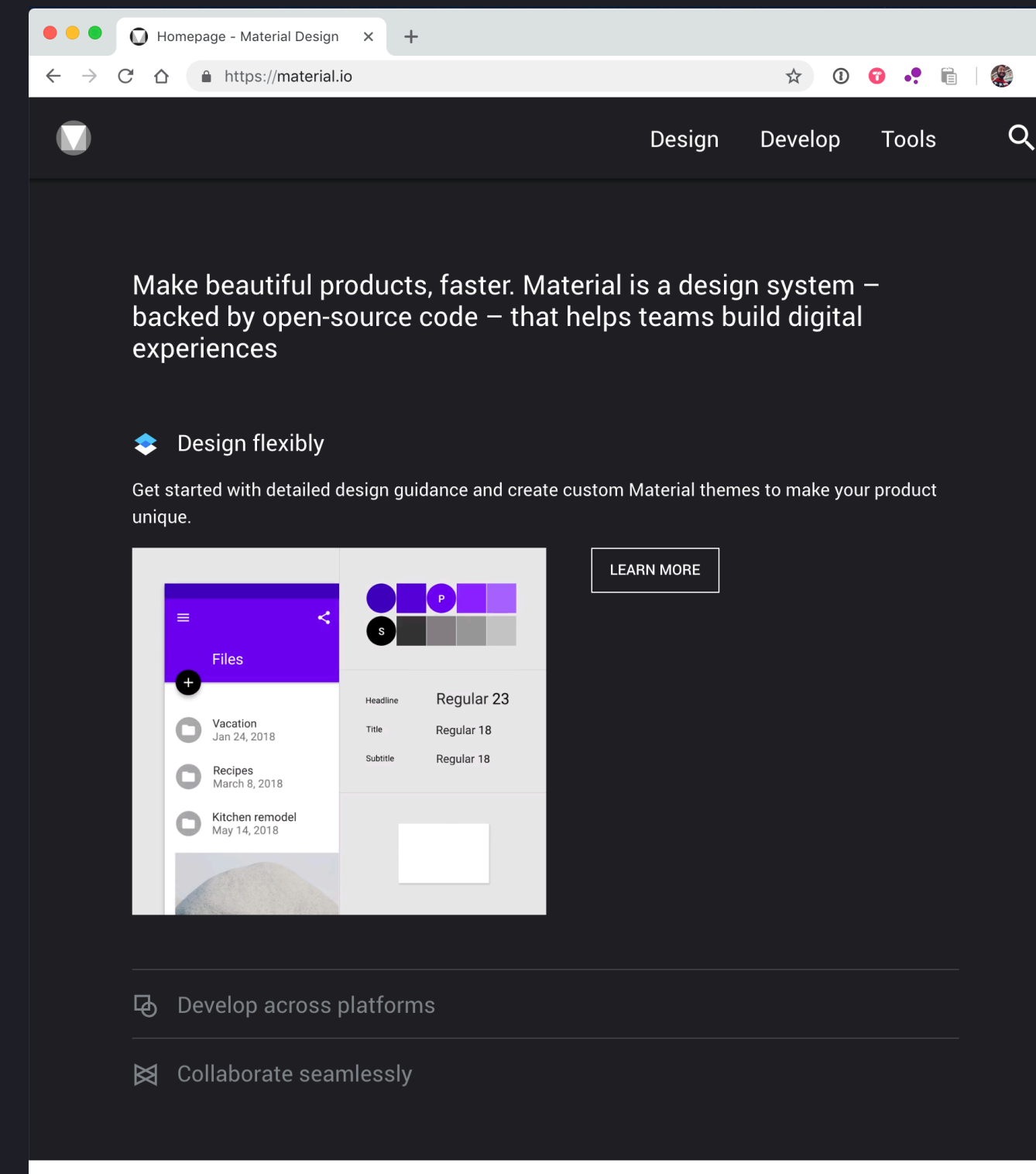
Interactions

	Mouse Hover	Mouse Down	Drag Initiated	Drag Enters Drop	Drop
Cursor	Cursor changes to open hand	Cursor changes to closed fist			Cursor changes to pointer
Element			Reduce opacity to 50%	Increase opacity to 75%	Return to normal state
Starting Space			Open space is outlined with a dotted line		Open space is closed
Drop Space			Highlight eligible drop zones	Highlight drop zone	



Designing Web Interfaces

by Bill Scott & Theresa Neil,
O'Reilly



Material Design Library

by Google

Let's learn the skills.

Prototyping



C3 Wave Tracking

New Procedure > **Last Procedure 4 hours ago**

File Manager > **54 Patient Files**

Settings > **Update Firmware**

Start Training > **Last Training 3 weeks ago**

Launch EMR > <https://app.kareo.com/login-ui...>

[Give us feedback](#)

medCOMP 1.0.2 (build-278)

HIDE

Prototyping



Sketch



Adobe
Xd



Figma



Framer



InVision
Studio



Axure



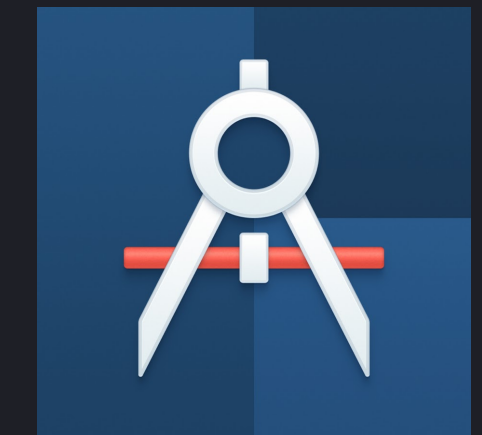
Principal



InVision



Marvel



Flinto

Let's learn the skills.

Testing

Learnability

Efficiency

Memorability

Errors

Satisfaction

Jakob Nielsen, Nielsen Norman Group

Test as often as you can

Refer to your use-cases and tasks

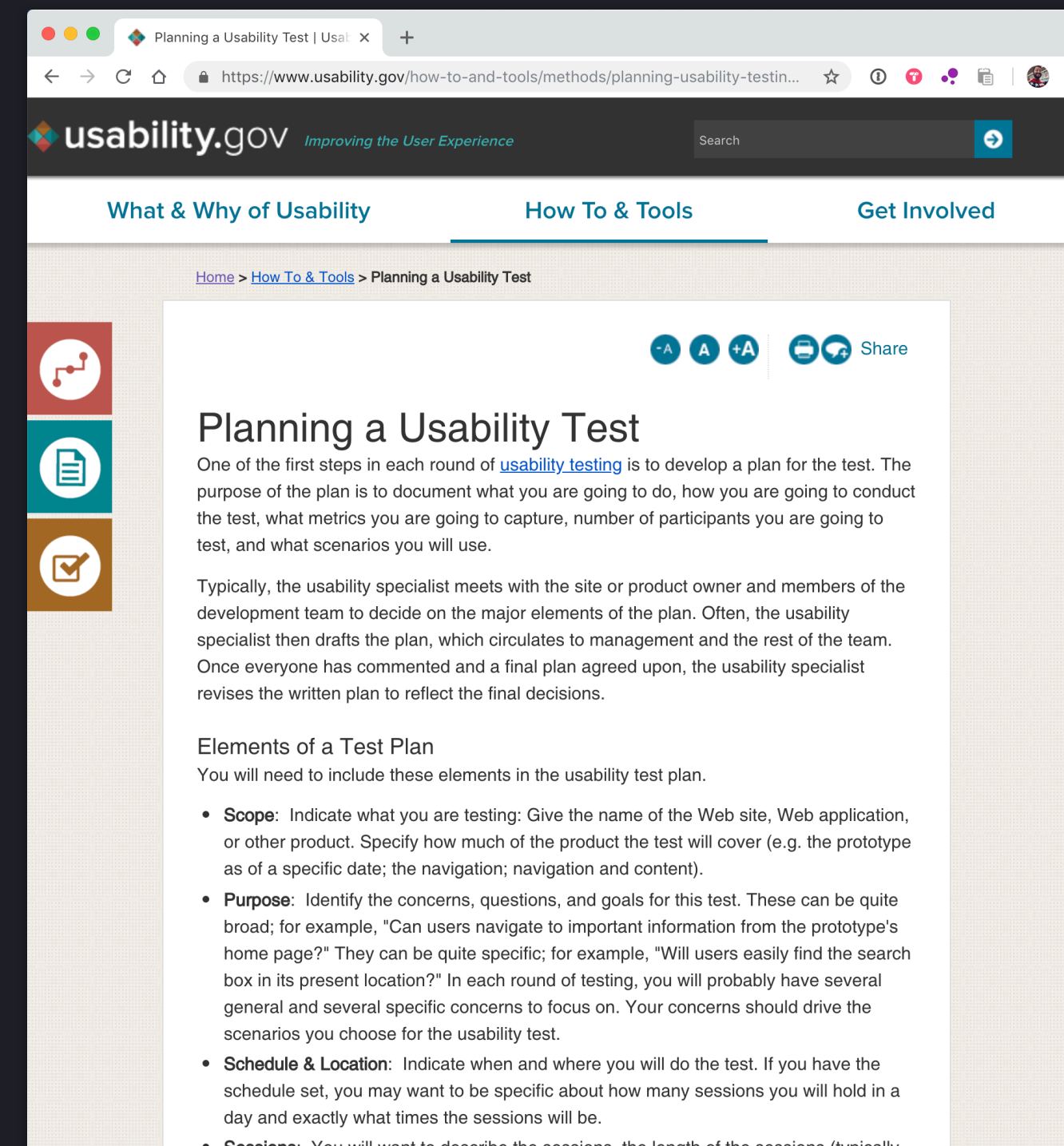
Record the screen and audio

Watch and listen

Be patient



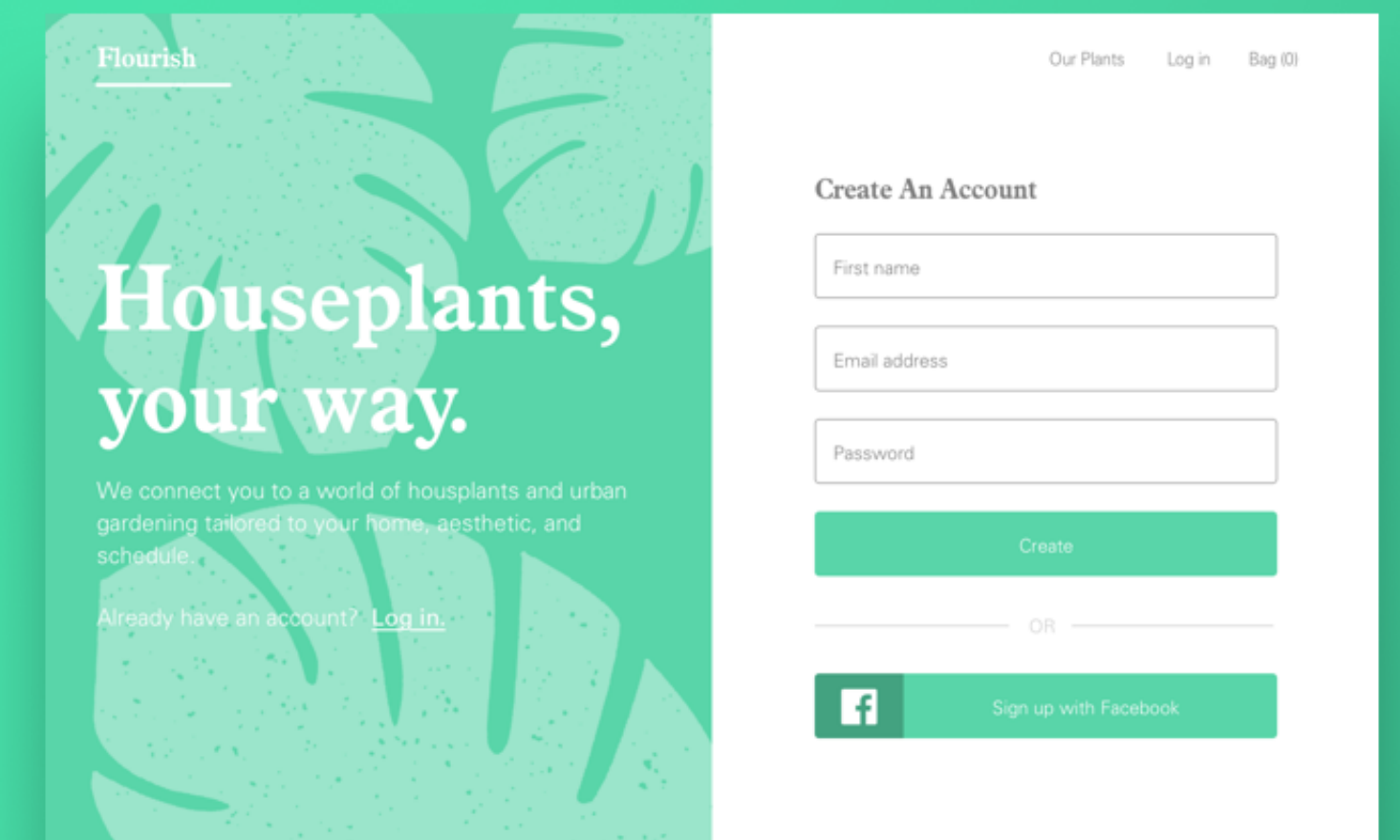
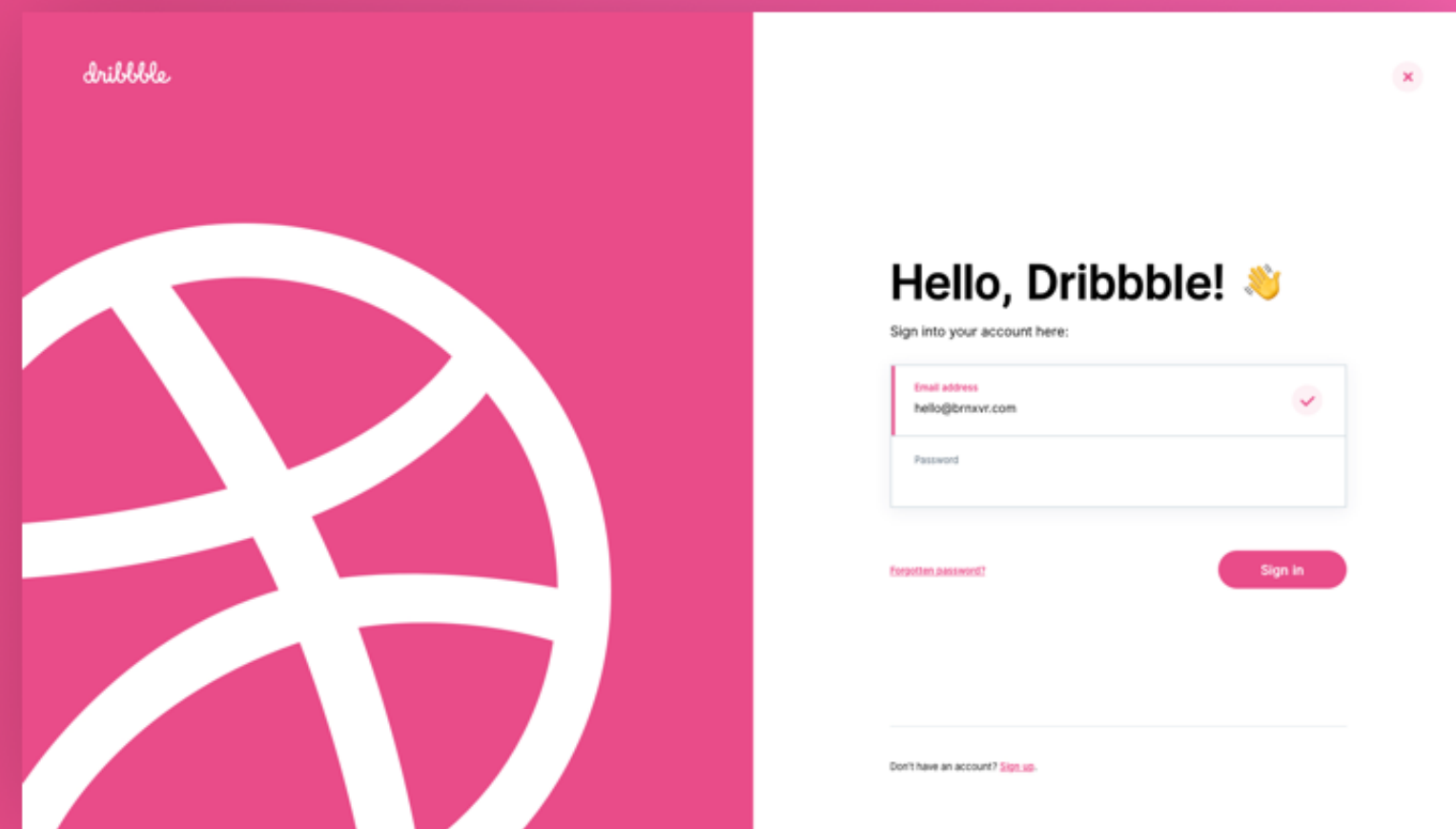
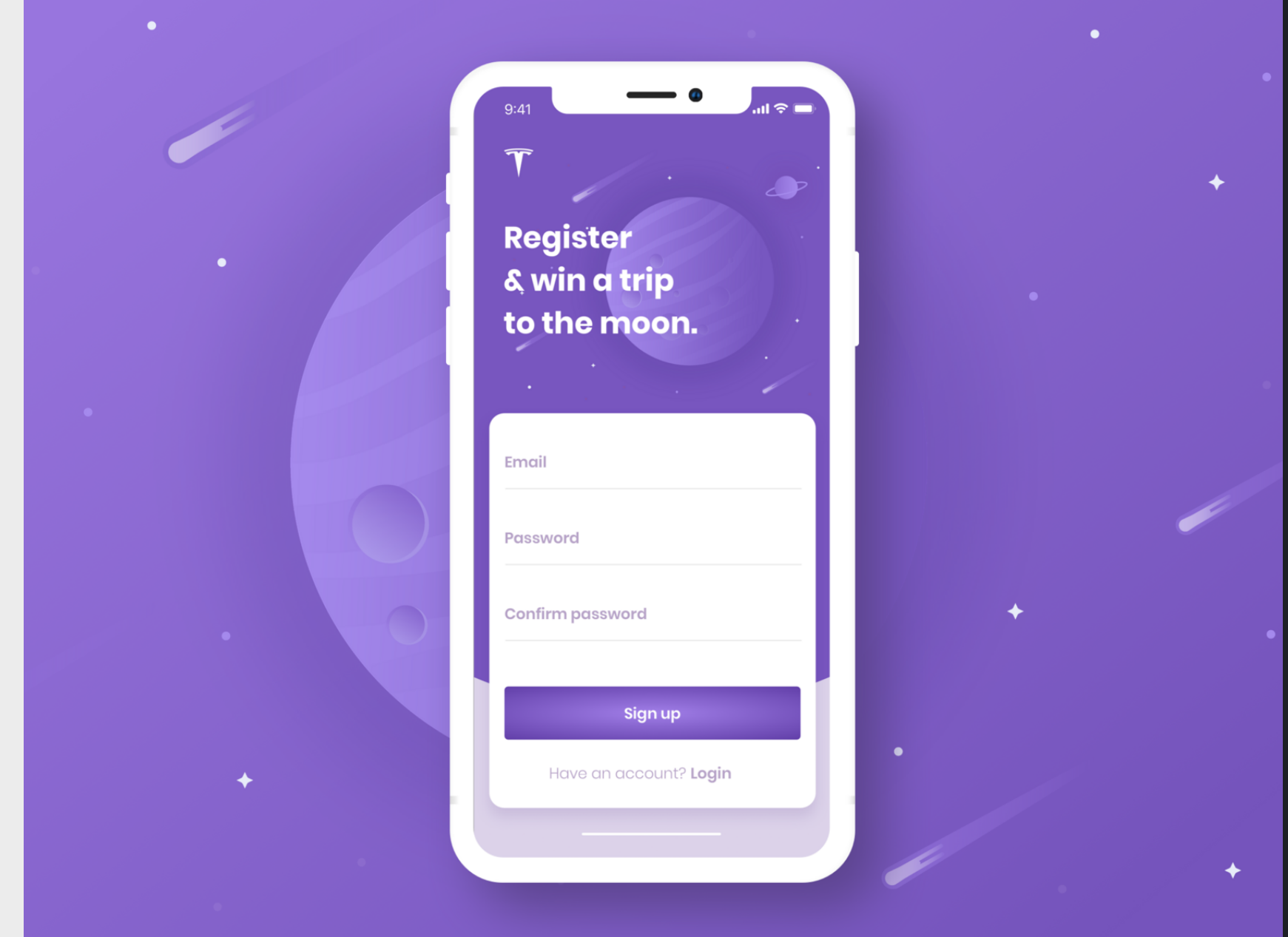
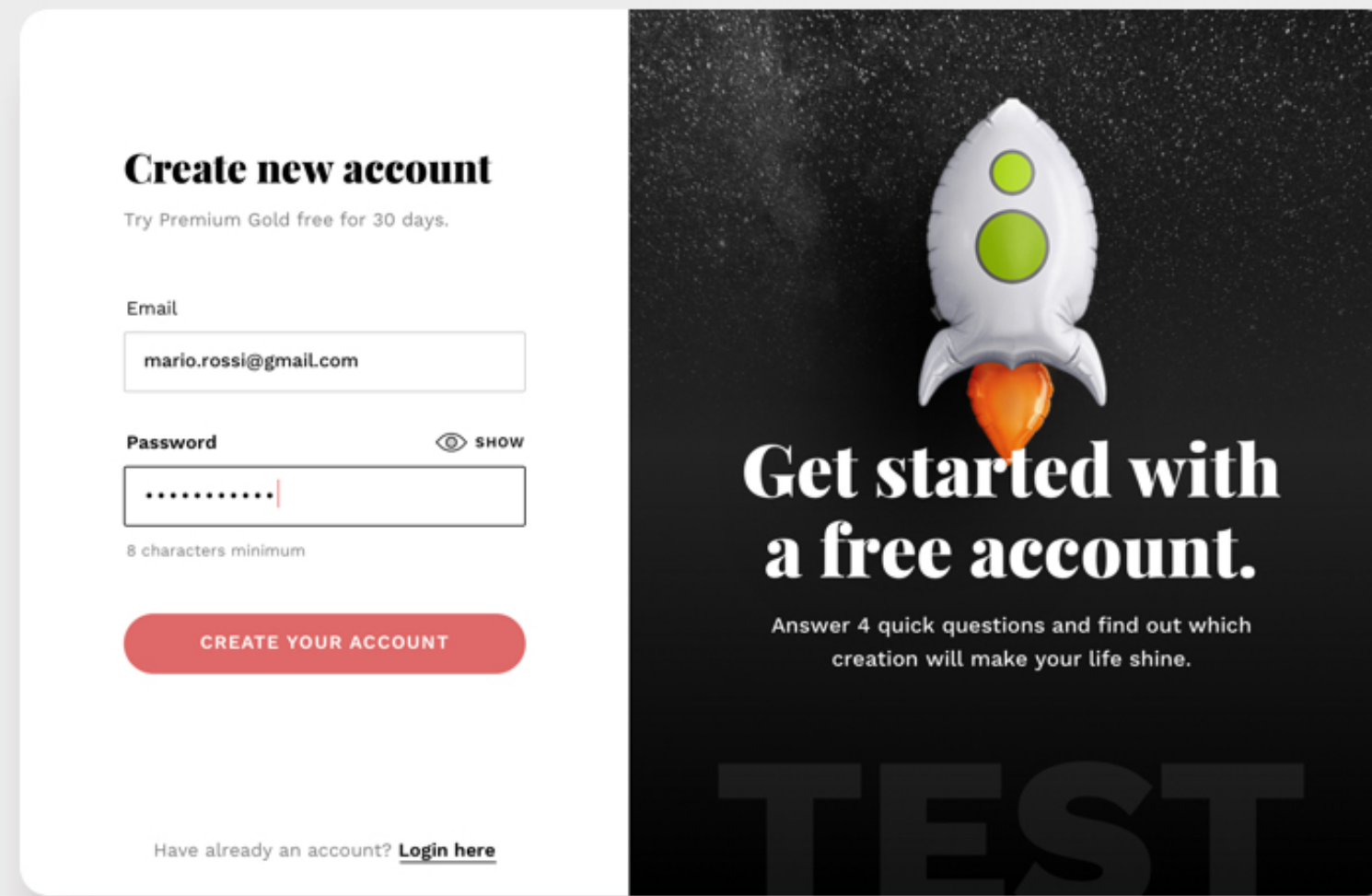
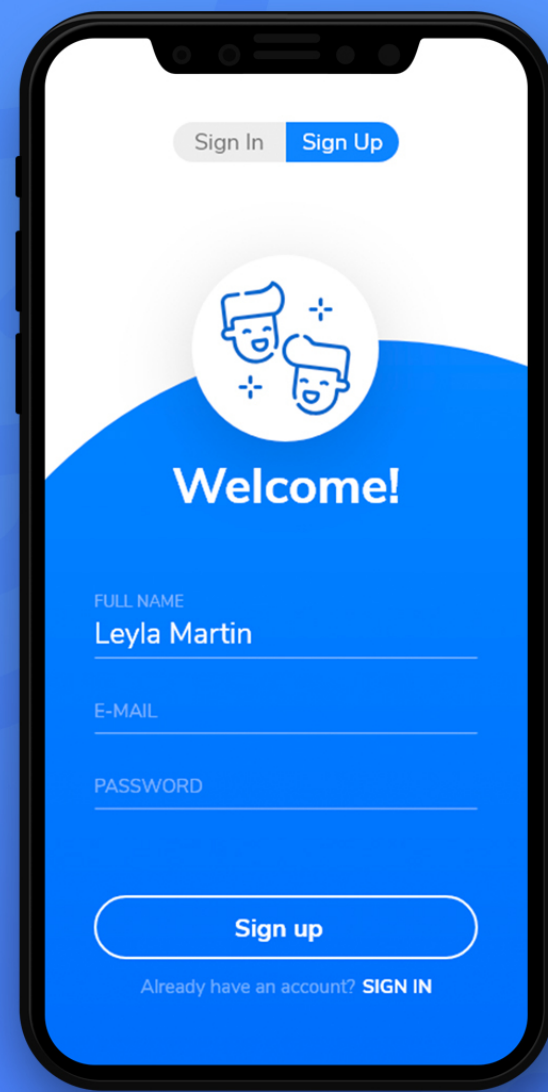
Just Enough Research
by Erika Hall, A Book Apart



Usability.gov

Practicing & Designing a Product

Daily UI



@leelulina

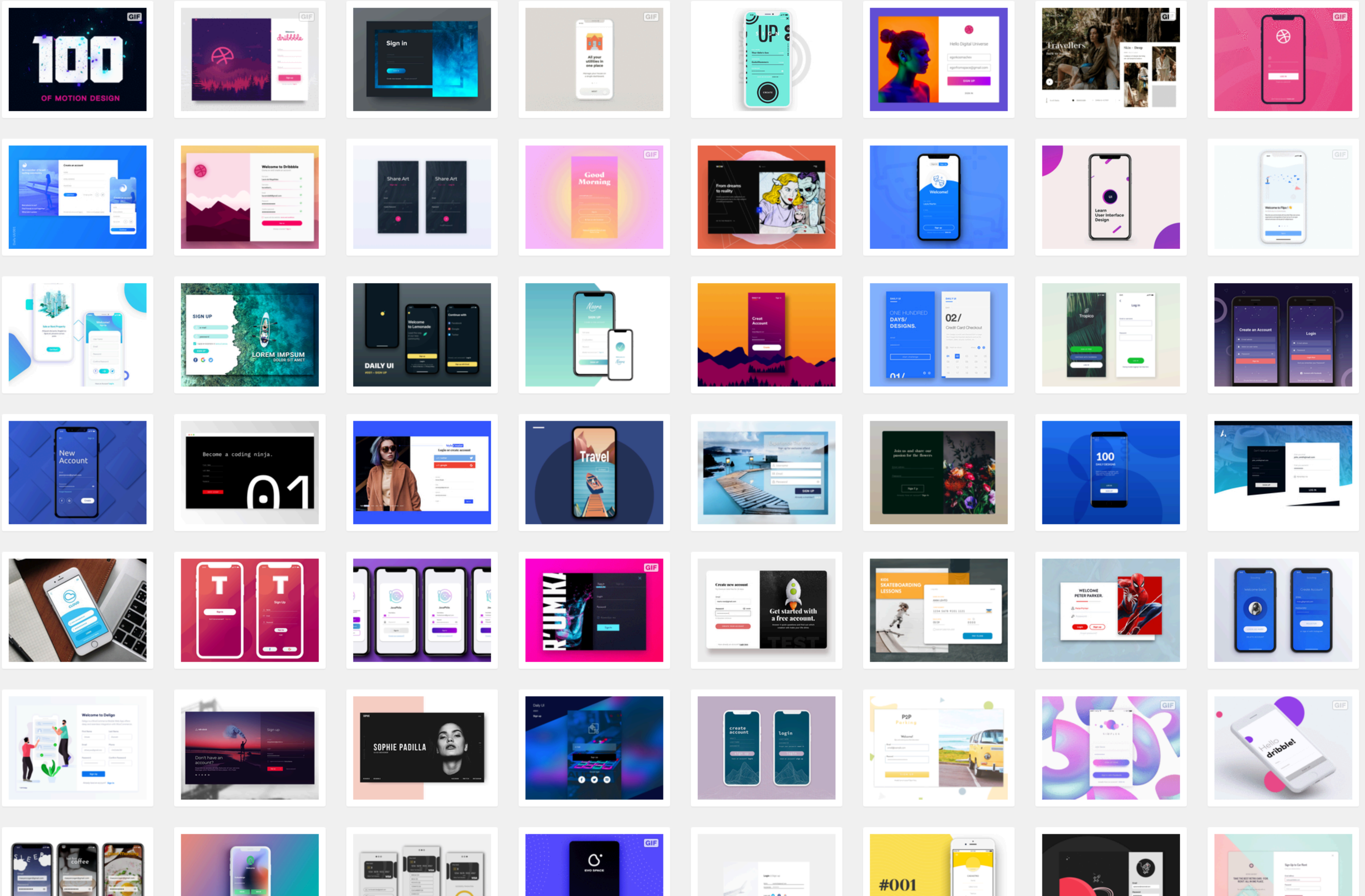
@FabioCisotto

@luchiviola

@serenjonesdesigns

@brnxvr

@annabrenner



Design a Product

Find a real-world problem, and design a solution using the UX design process and techniques.

Audiences

Chefs

Musicians

High School Students

Athletes

Homeowners

Parents

Gallery Owners

Problems

Creating menus, managing staff

Recording, finding gigs

Most of high school

Training, preventing injuries

DIY repair, tax calculations

Time organization

Artwork management, sales

Understand

Research

Define

Design

Test

Build

Define the Problem

Show your Process

Research

Mapping

Sketching

Testing

Visual Design

Components

Next Steps

Digital Financial Intelligence

A case-study for a digital investments insight application.



The Problem

Financial advisors are integrating more digital tools into their workflow, while John Hancock's quarterly insights book, known as Market Intelligence, only exists as a PDF and a print-to-order book. As financial advisors shift, John Hancock runs the risk of being less relevant if their tools do not keep up with advisors' habits.



The Problem

Financial advisors are integrating more digital tools into their workflow, while John Hancock's quarterly insights book, known as Market Intelligence, only exists as a PDF and a print-to-order book. As financial advisors shift, John Hancock runs the risk of being less relevant if their tools do not keep up with advisors' habits.

The Solution

The Solution

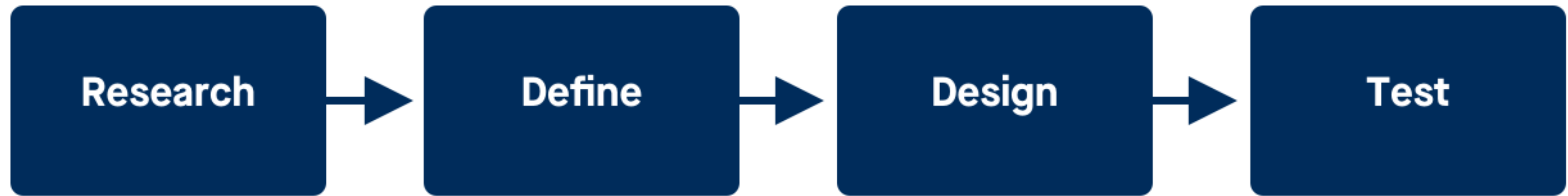
To engage John Hancock's sales and financial advisor communities in a more meaningful way, we plan to make a digital version of Market Intelligence that fits the changing needs of its audience.

My Process

A standard UX process fit well for this project. It allowed me to validate our assumptions with research, define the solution, then design and test with users.

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A standard UX process fit well for this project. It allowed me to validate our assumptions with research, define the solution, then design and test with users.



The Research

Our research validated our assumptions and gave us new information about how users were utilizing the existing PDF.



The Research

Our research validated our assumptions and gave us new information about how users were utilizing the existing PDF.

Our biggest finding in our research was nobody used the PDF in order. Advisors often utilized or shared random pages of interest with their clients.



Stakeholder
Interviews



Advisors Surveyed

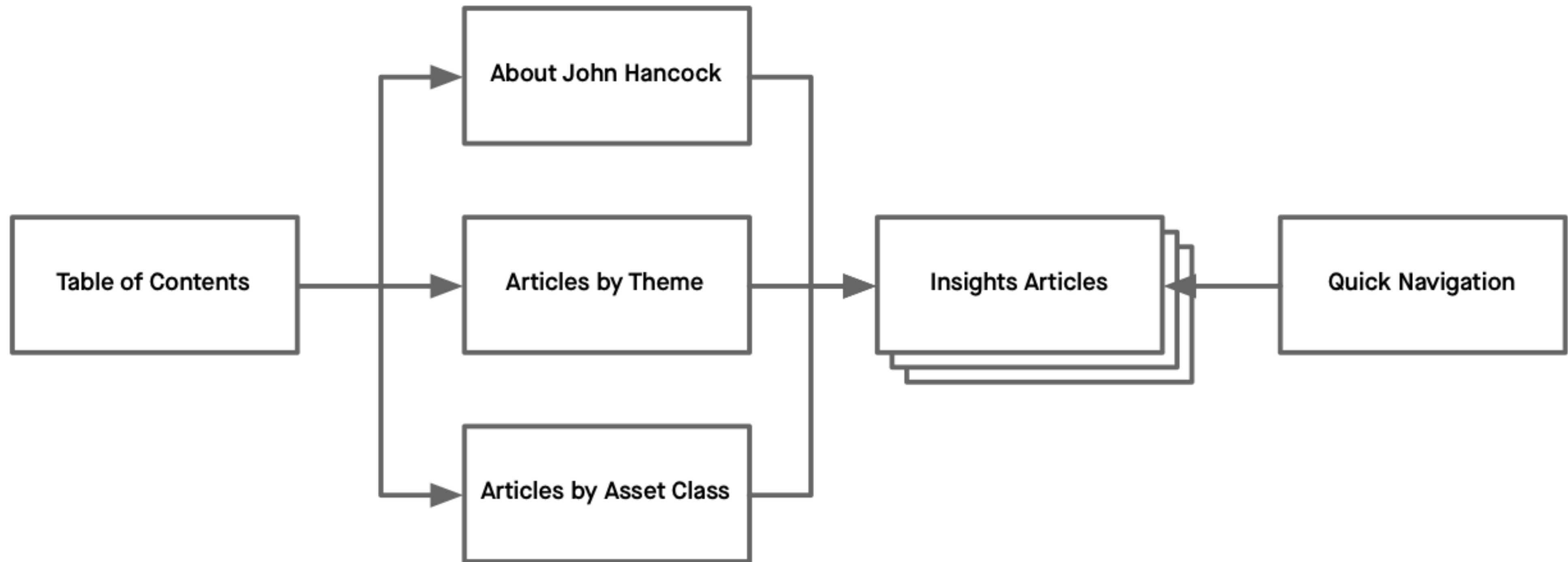
Mapping

Based on our research, I defined a key article quickly and naturally based on

Mapping

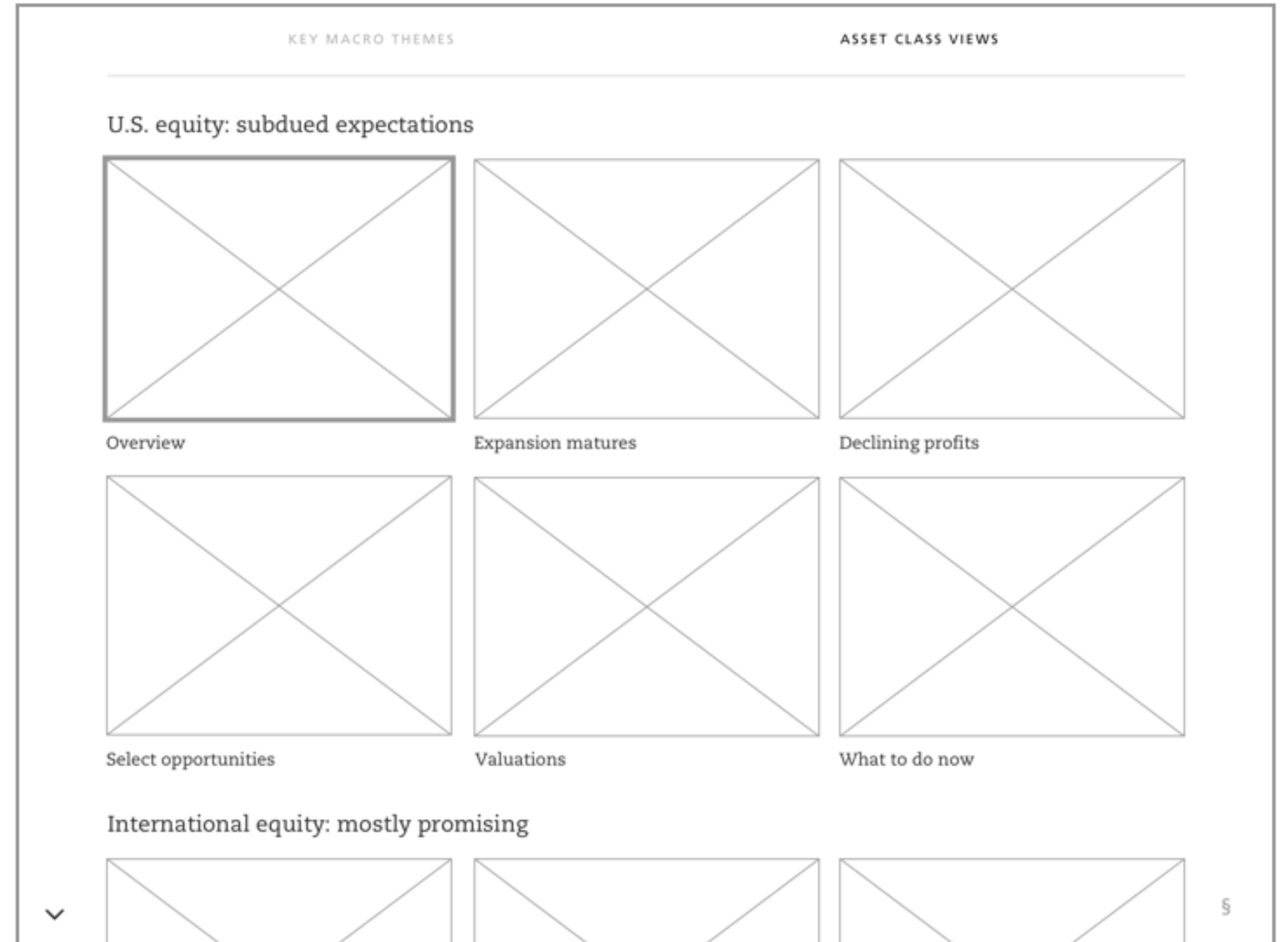
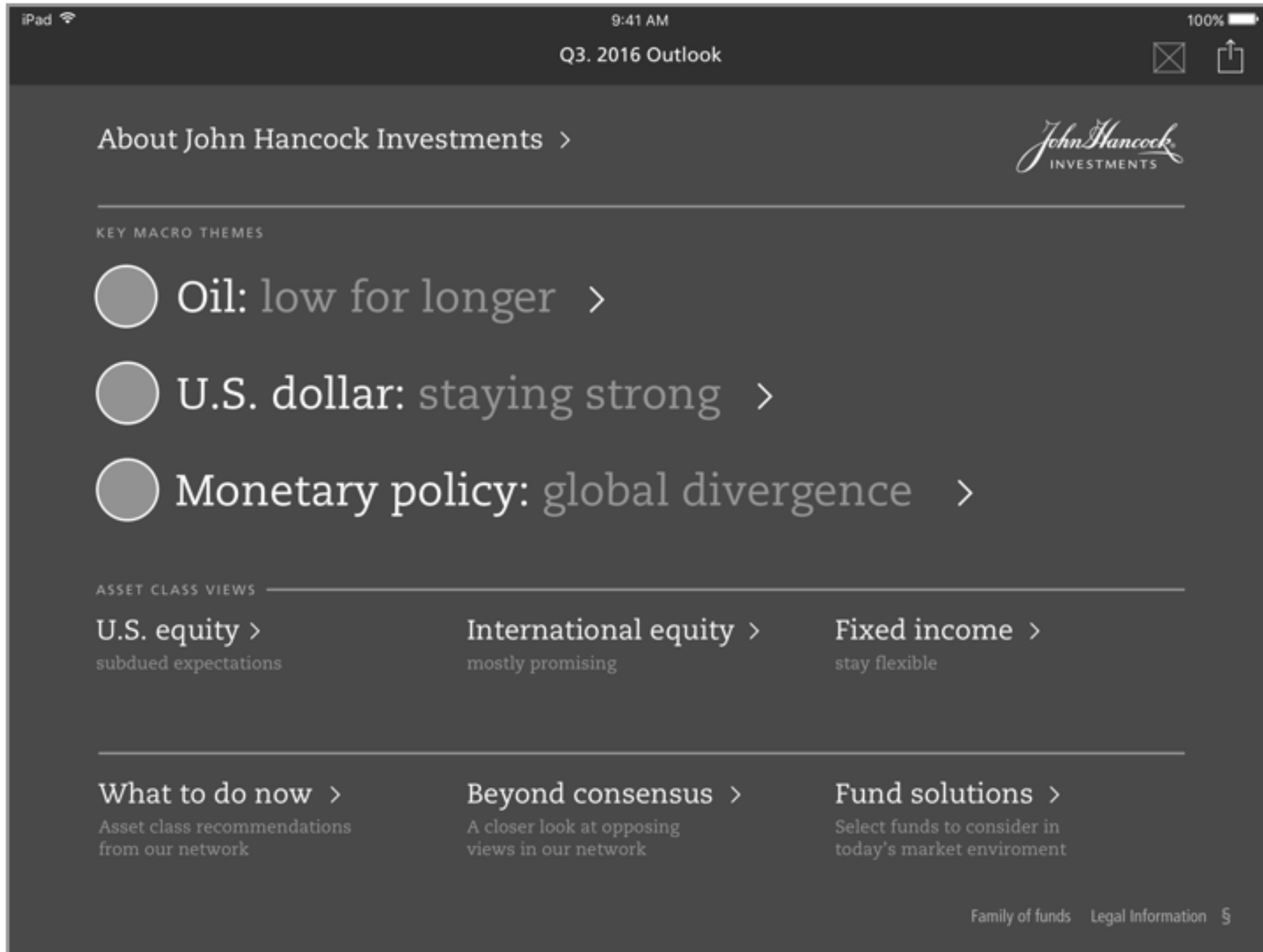
Based on our research, I defined a key part of the application would be the ability for advisors to move between

articles quickly and naturally based on how they grouped insights as well as a quick, high-level view.



Initial Concepts and Wireframing

Based on our research, I defined a key part of the application would be the ability for advisors to move between



iPad 9:41 AM 100%

Contents U.S. equity: subdued expectations

The U.S. expansion continues to mature

The Conference Board's Composite Index of Leading Economic Indicators Index (LEI) accurately predicted each of the past 7 economic recessions over the past 50 years. Today, the LEI points to a U.S. economy very much in positive territory but with some weakness. A closer look at the 10 components that make up the index shows a decelerating manufacturing sector, largely the result of a stronger U.S. dollar and a lack of capital spending in commodity-producing industries. These headwinds are a key reason our network of asset managers and research firms is neutral on the outlook for U.S. equities.

Year-over-year (YoY) change in the Composite Index of Leading Indicators

Small Network Chart

“Although the six-month growth rate of the LEI has moderated, the economic outlook for the final quarter of the year and into the new year remains positive.”

THE CONFERENCE BOARD
Trusted insights for Business Worldwide

RELATED STORIES

- Volatility is back, but there is no recession on the horizon—yet > Blog Post
- Saturation continuation for 2016 > Global Market Outlook

Overview Expansion matures Expect volatility Declining profits Select opportunities Valuations What to do now

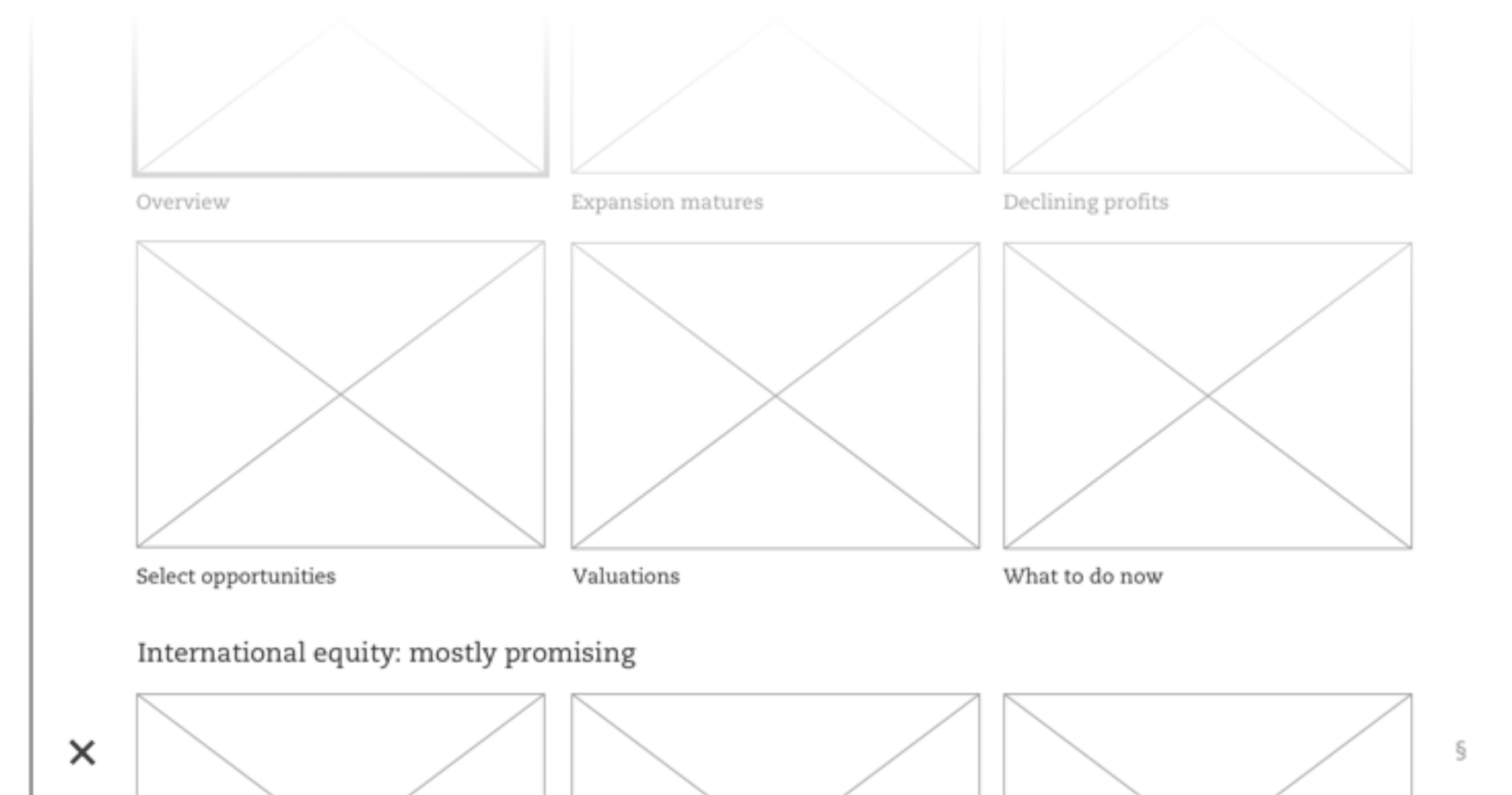
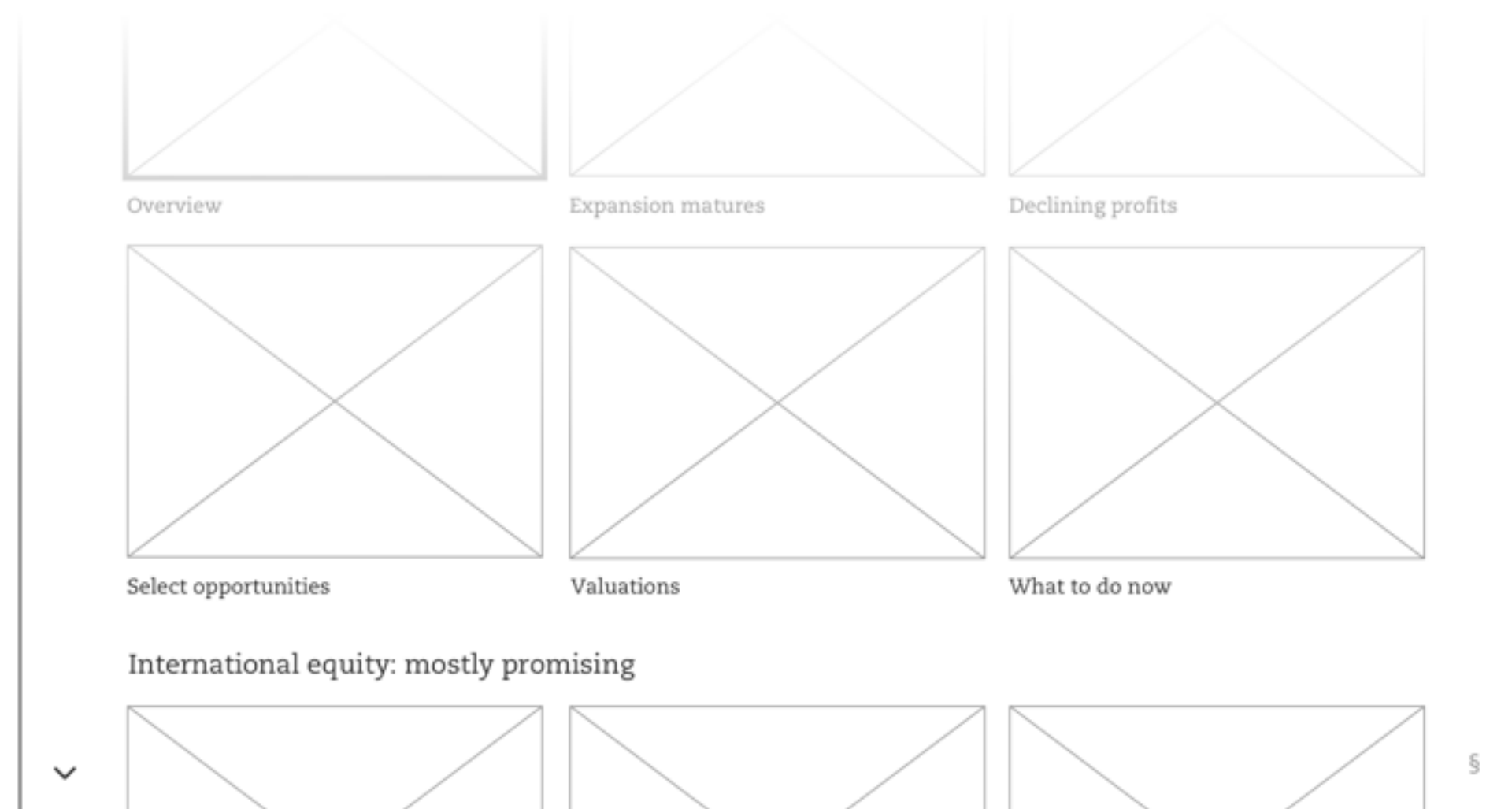
The article view was optimized for the screen with smaller, interactive charts that can be expanded for viewing and presenting.

Testing

Based on our research, I defined a key part of the application would be the ability for advisors to move between

4

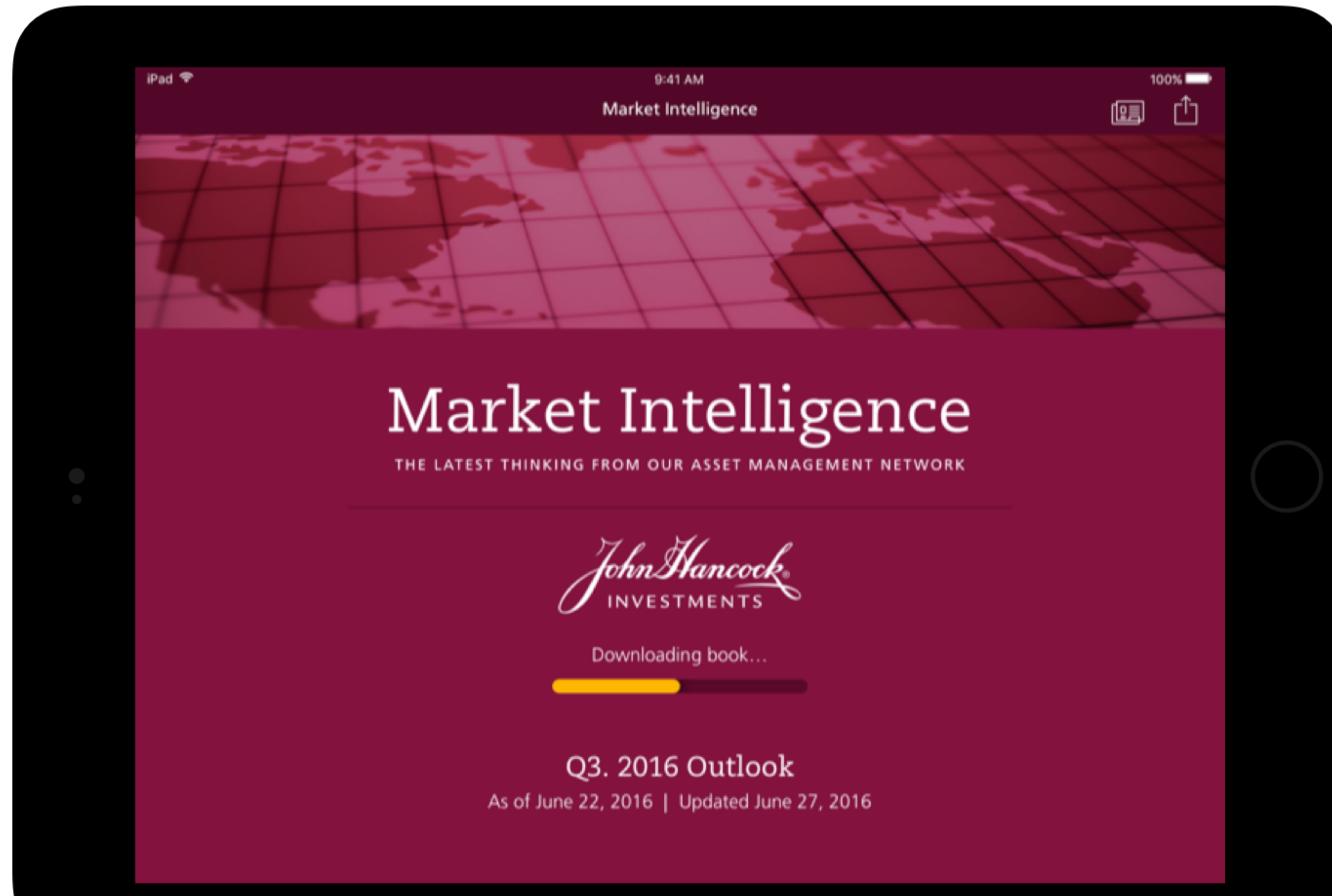
User Testing Sessions

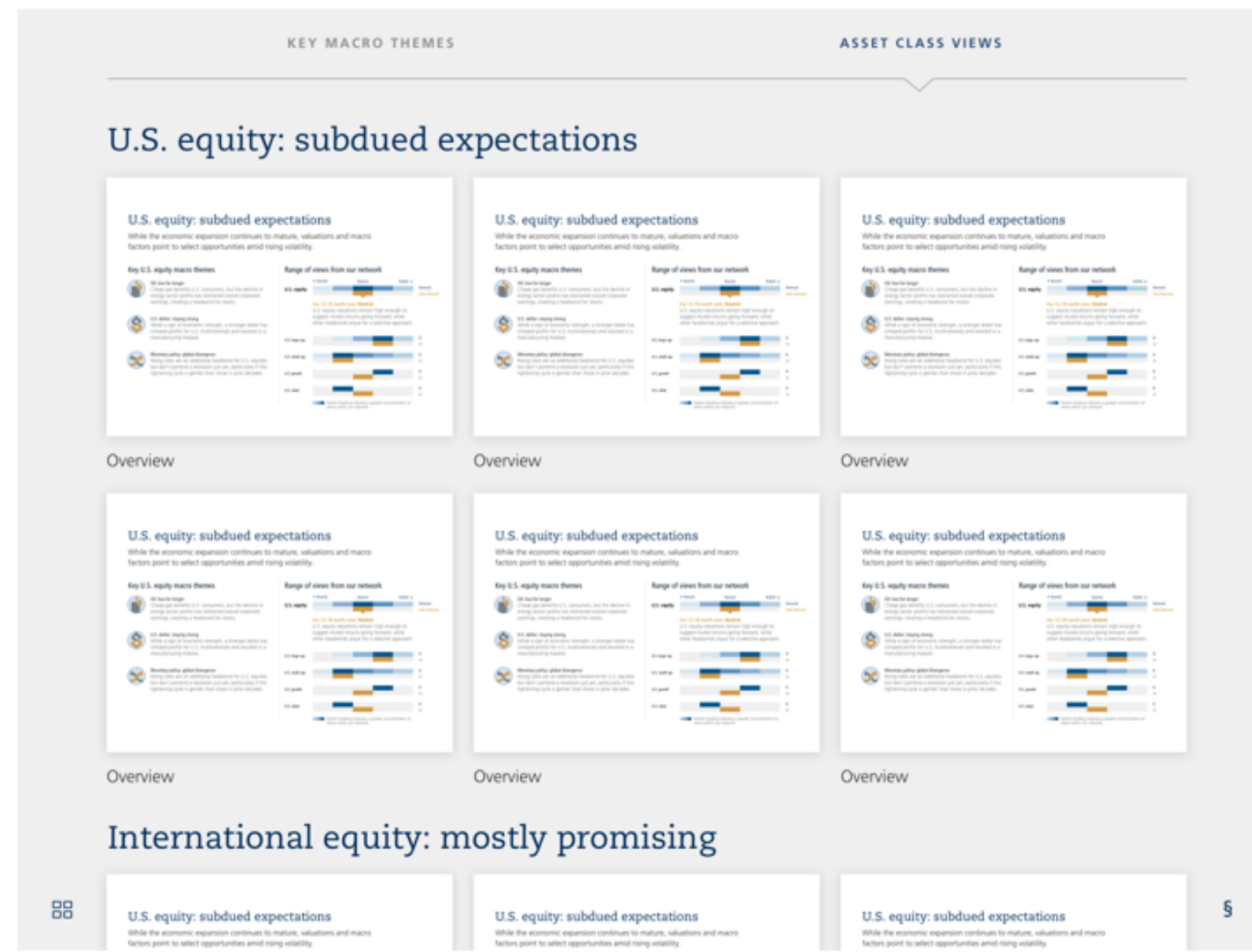
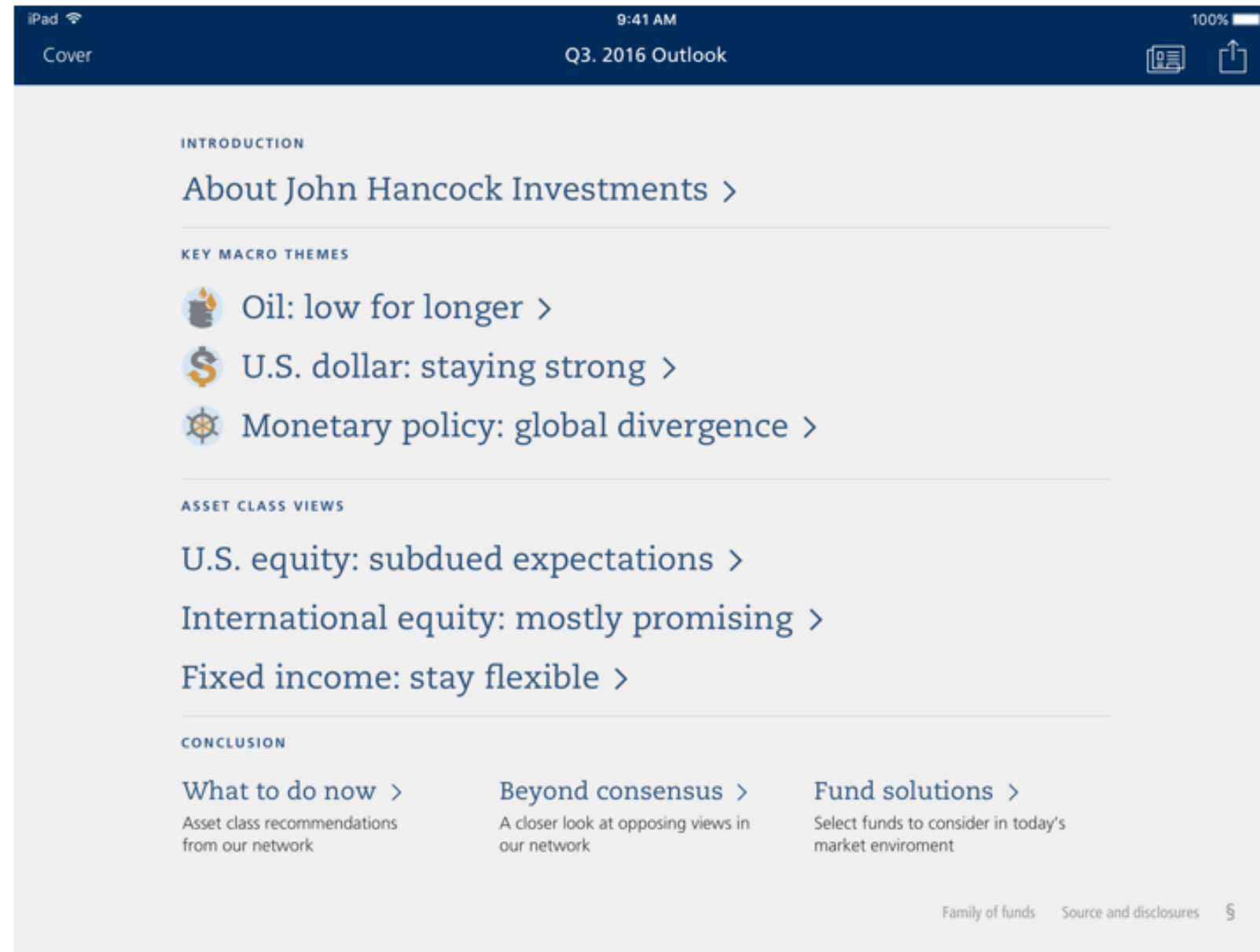


In our testing, users had trouble understanding how to close the quick navigation if they decided to not pick an article. Changing the close icon to an “x” helped clarify the interaction.

Final Design

Based on our research, I defined a key part of the application would be the ability for advisors to move between





The two main paths for advisors to find articles.



U.S. equity: subdued expectations

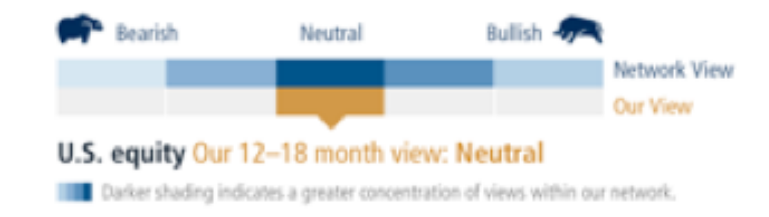
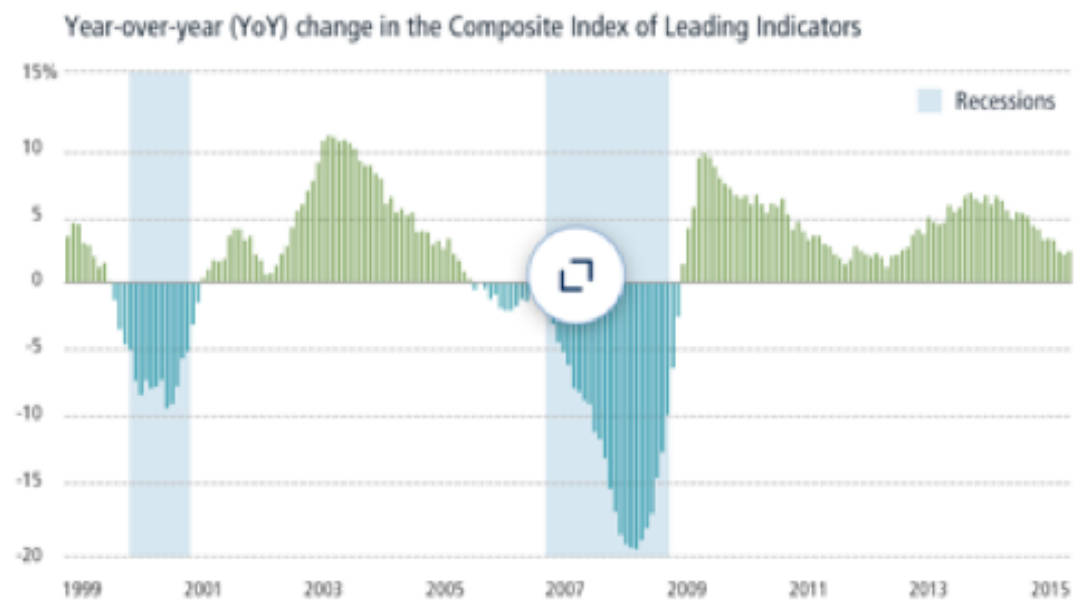
While the economic expansion continues to mature, valuations and macro factors point to select opportunities amid rising volatility.

- Key U.S. equity macro themes**
- Oil: low for longer**
Cheap gas benefits U.S. consumers, but the decline in energy sector profits has restrained overall corporate earnings, creating a headwind for stocks.
 - U.S. dollar: staying strong**
While a sign of economic strength, a stronger dollar has crimped profits for U.S. multinationals and resulted in a manufacturing malaise.
 - Monetary policy: global divergence**
Rising rates are an additional headwind for U.S. equities but don't portend a recession just yet, particularly if the tightening cycle is gradual.



The U.S. expansion continues to mature

The Conference Board's Composite Index of Leading Economic Indicators Index (LEI) accurately predicted each of the past 7 economic recessions over the past 50 years. Today, the LEI points to a U.S. economy very much in positive territory but with some weakness. A closer look at the 10 components that make up the index shows a decelerating manufacturing sector, largely the result of a stronger U.S. dollar and a lack of capital spending in commodity-producing industries. These headwinds are a key reason our network of asset managers and research firms is neutral on the outlook for U.S. equities.



"Although the six-month growth rate of the LEI has moderated, the economic outlook for the final quarter of the year and into the new year remains positive."



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Design Handoff

To help a potential developer with building the application, I broke out the components and states I used during design into a single guide.

Primary and
Secondary Buttons



Active



Press



Disabled



Input Field

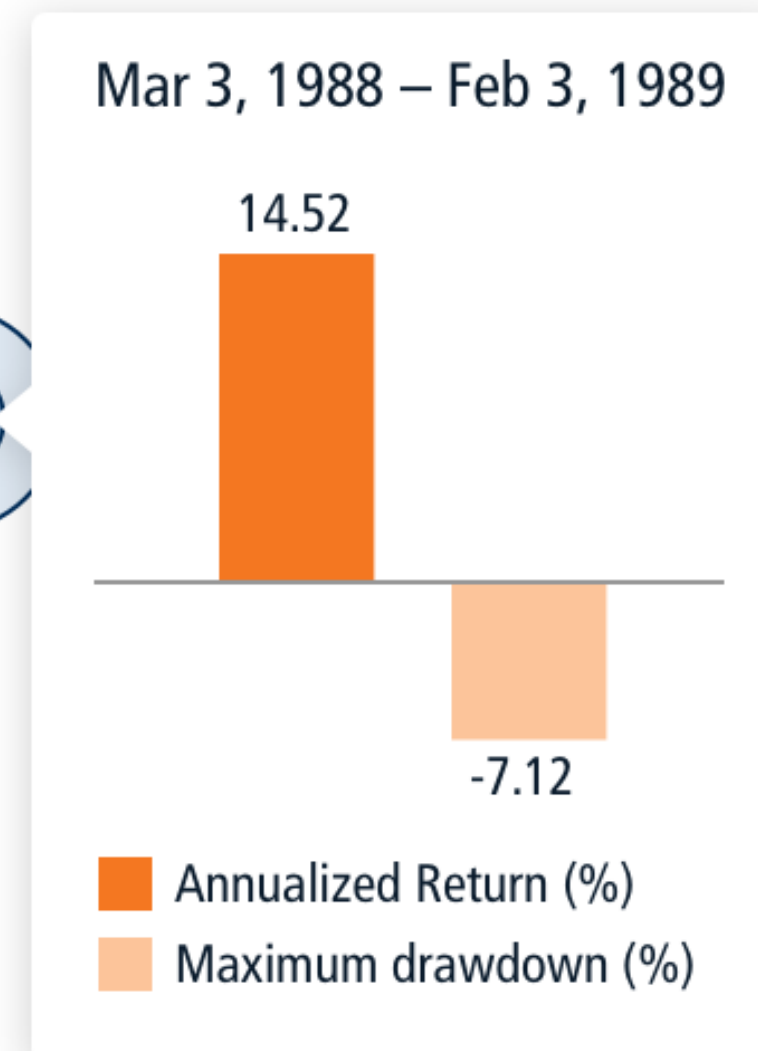


Chart Tips

Active



Pressed



Reflection

The UX process really helped me understand the best way to organize the content for advisors. With a digital application that fits into the advisor's

Reflection

The UX process really helped me understand the best way to organize the content for advisors. With a digital application that fits into the advisor's way of working, John Hancock can cement its position as a leader in investment education.

This project was completed as part of an exercise in product design as I transition into a UX career.

Case Study Review

One-on-one review of the product you designed and how it is presented in your portfolio.



Sign Up Tonight

As graphic designers you have a foundation of skills that set you up to be great product designers. Learn the new skills and start making work. The work you make will be your door into the industry.

Thank you!

Slides and resources: bit.ly/graphics-to-ux