



Creating systems

How to go from idea to paper to pixels



Look at your system

Start with the big picture



Examine the differences
and similarities

**Similarities highlight where you
should start designing**



Look at how someone moves through it

Starting place

Likely exits

Most time spent

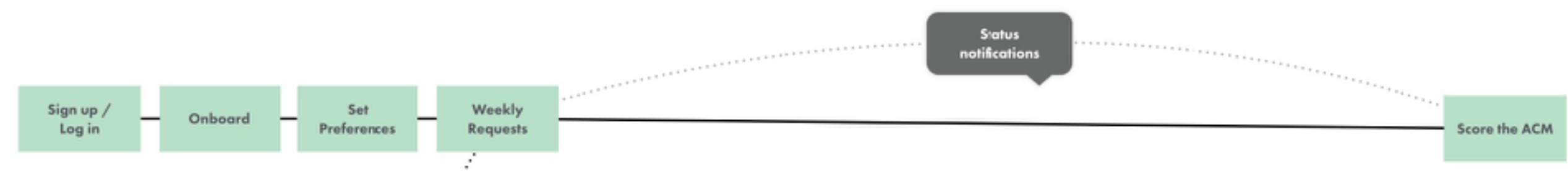


What is the heart of your product?

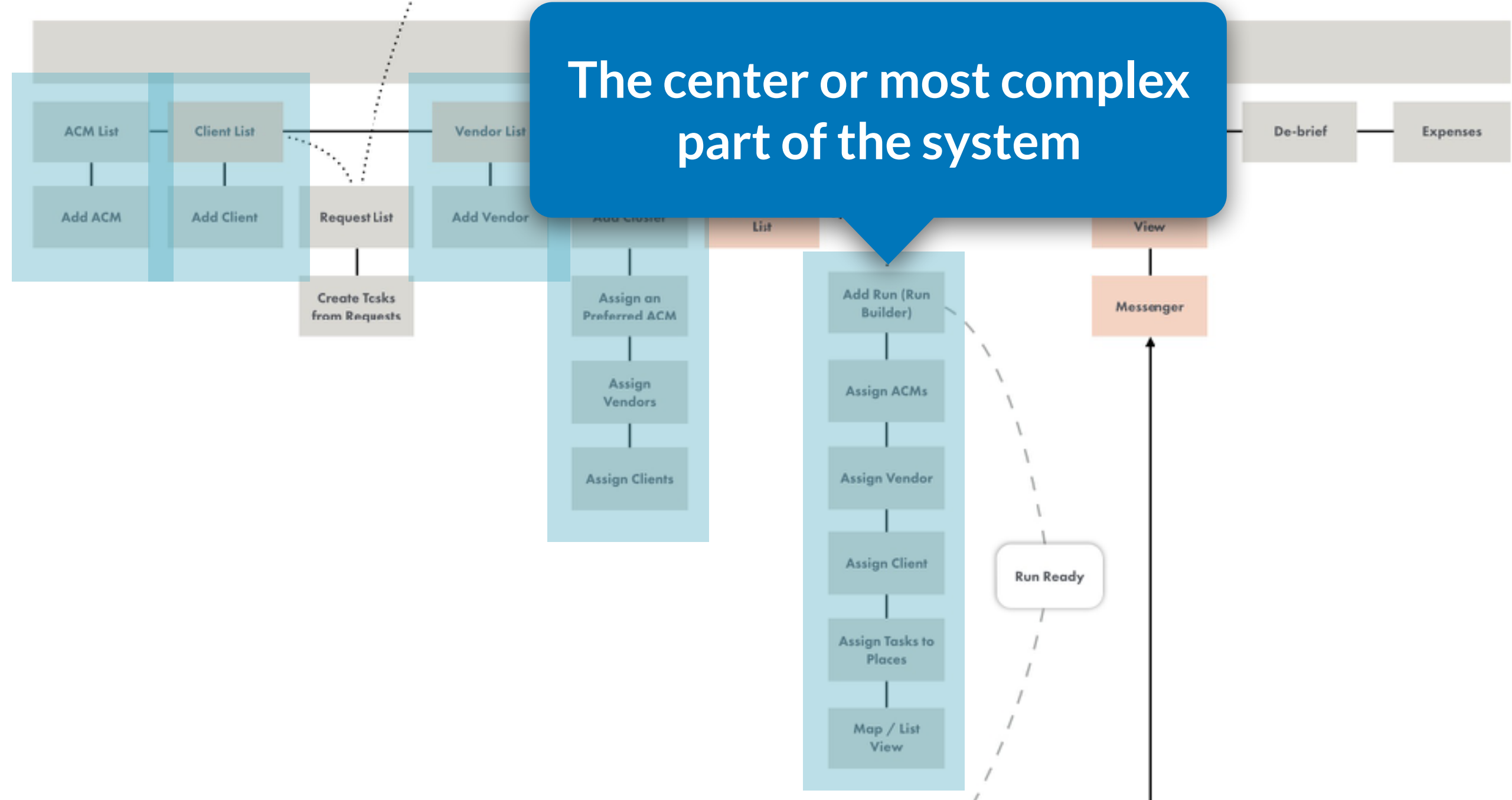
What makes or breaks the whole thing?



Client



Dispatch



The center or most complex part of the system

ACM



Don't reinvent the wheel on every screen

Work using common
components and libraries

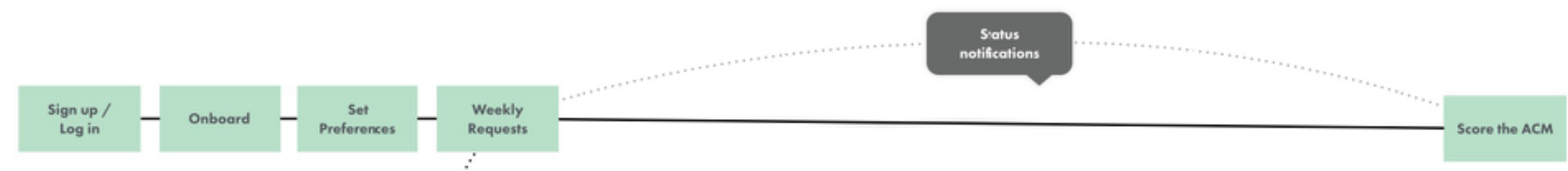





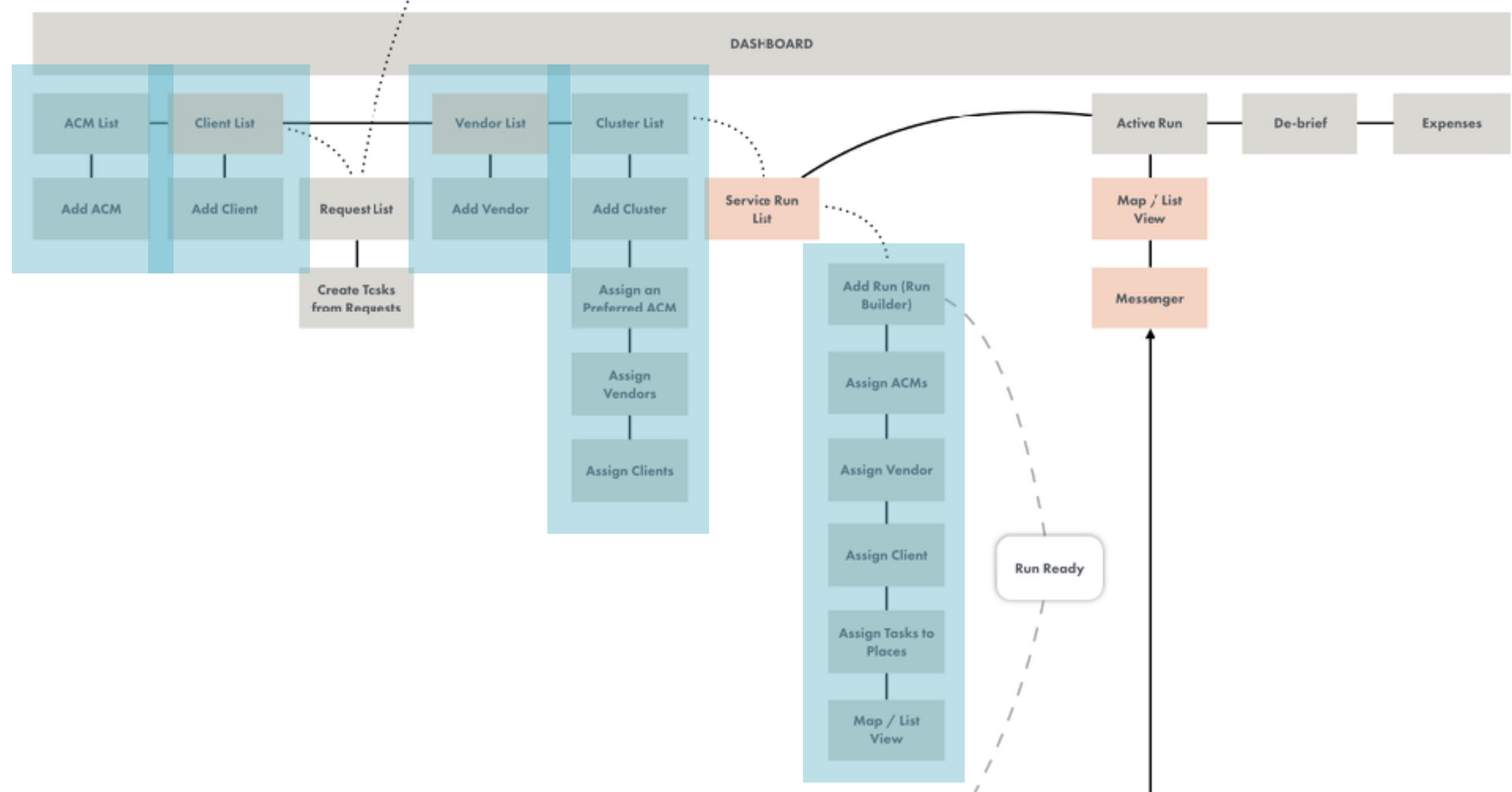
**What you define here
effects all of your screens**



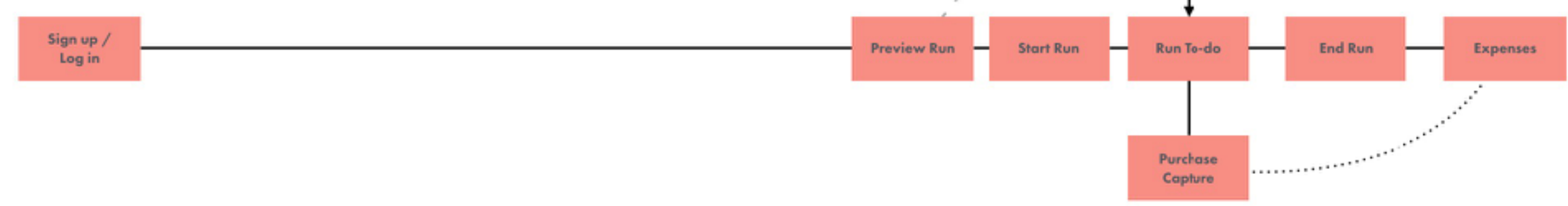
 Client



 Dispatch



 ACM



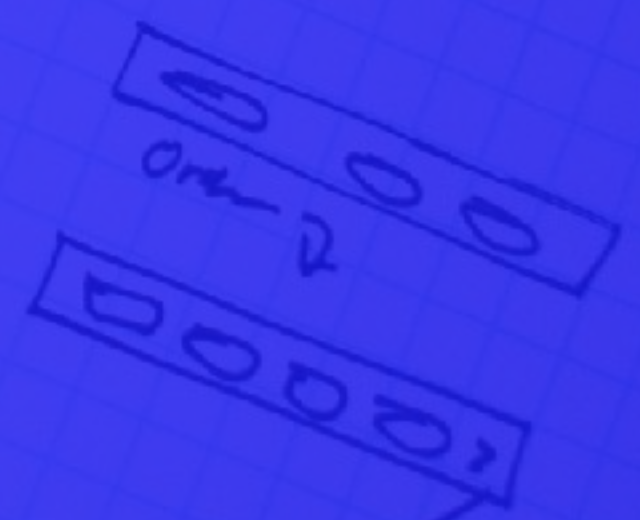
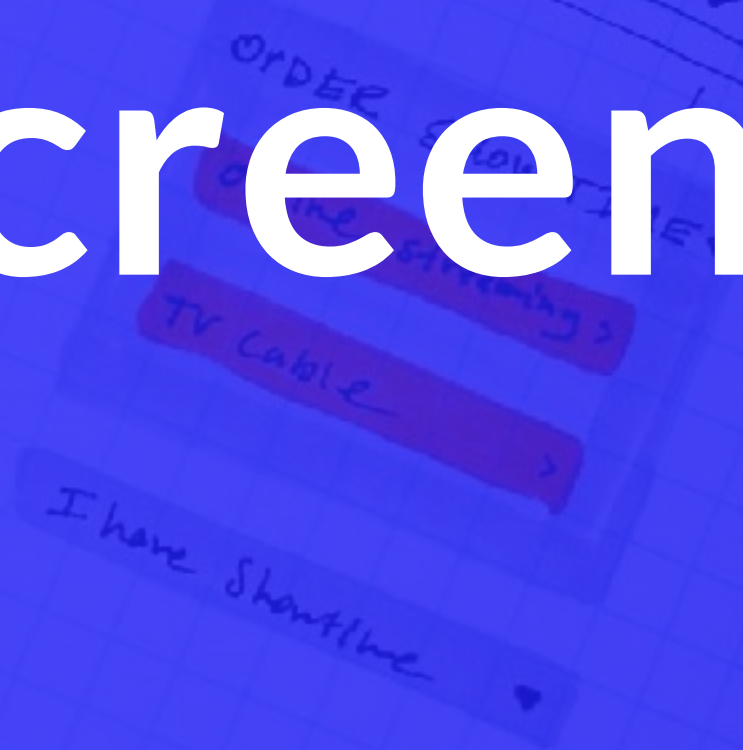
Sketching screens

How do you
want to watch
show time?

part of
Playstation

on my device from
Apple Android Roku

TV →



Always start
with sketches

How do you
want to watch
show time?

part of
Playstation

TV →

on my device from
Apple Android Amazon Roku

ORDER SHOWTIME ▲
Stream ▼
TV, Cable, Satellite ▼
I have Showtime ▼

Order Showtime ▼
I have Showtime ▲
Stream Now
Watch on Anytime

ORDER SHOWTIME ▼
Online Streaming? ▼
TV Cable ▼
I have Showtime ▼

Order 2
1000000

How Do you
TV APPLE
Hulu Amazon
Roku



Work through ideas quickly

Think in flows

Annotate ideas as you go

Explore different ideas

Get everything on paper

Half a day sketching is totally reasonable

How do you want to watch Showtime?

or + of

Playstation

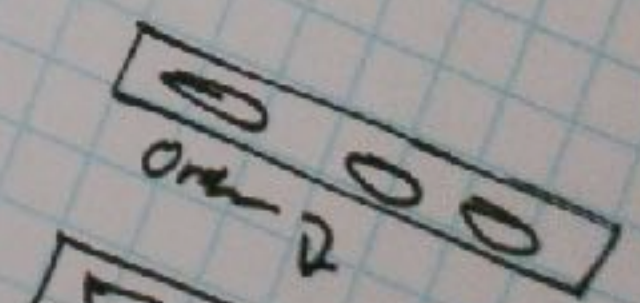
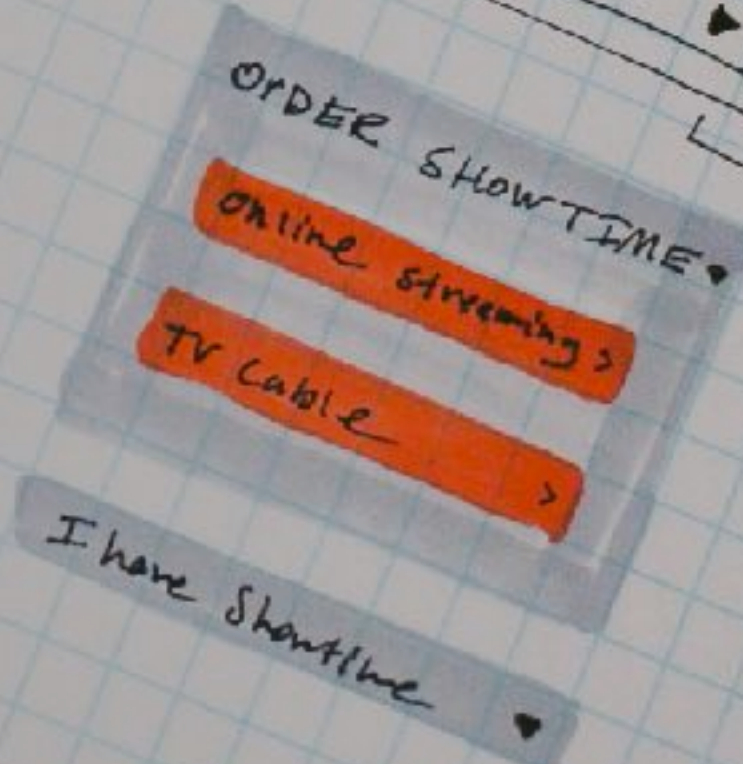
in my device from

Apple

Android

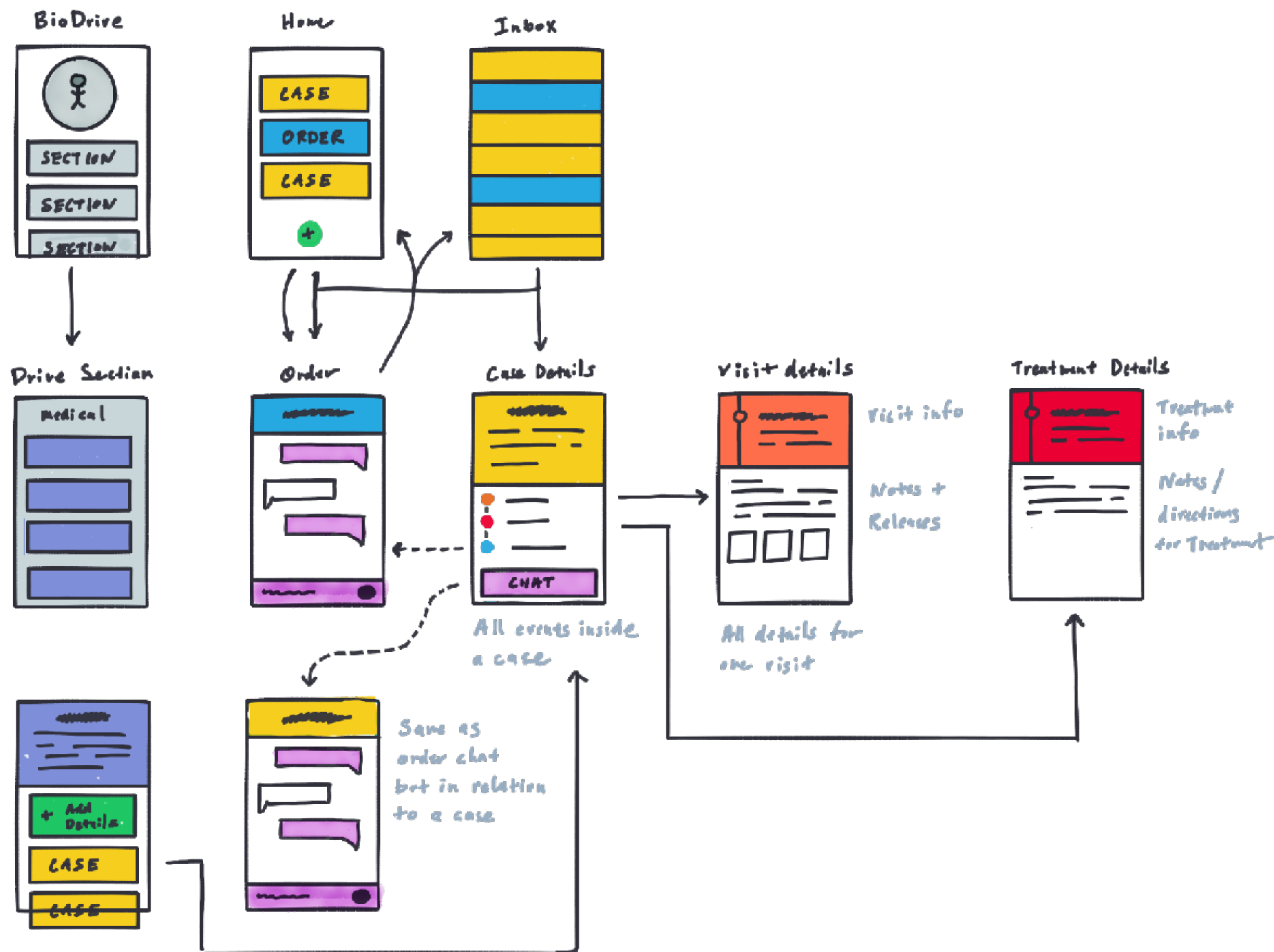
Amazon

Roku



Full take over

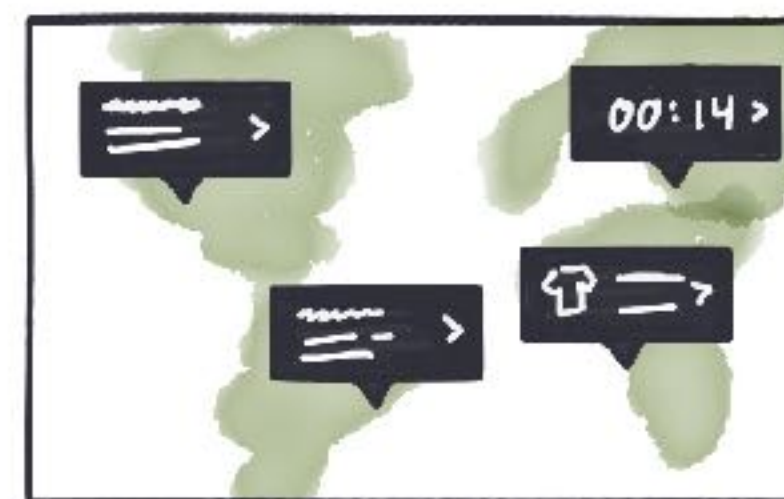
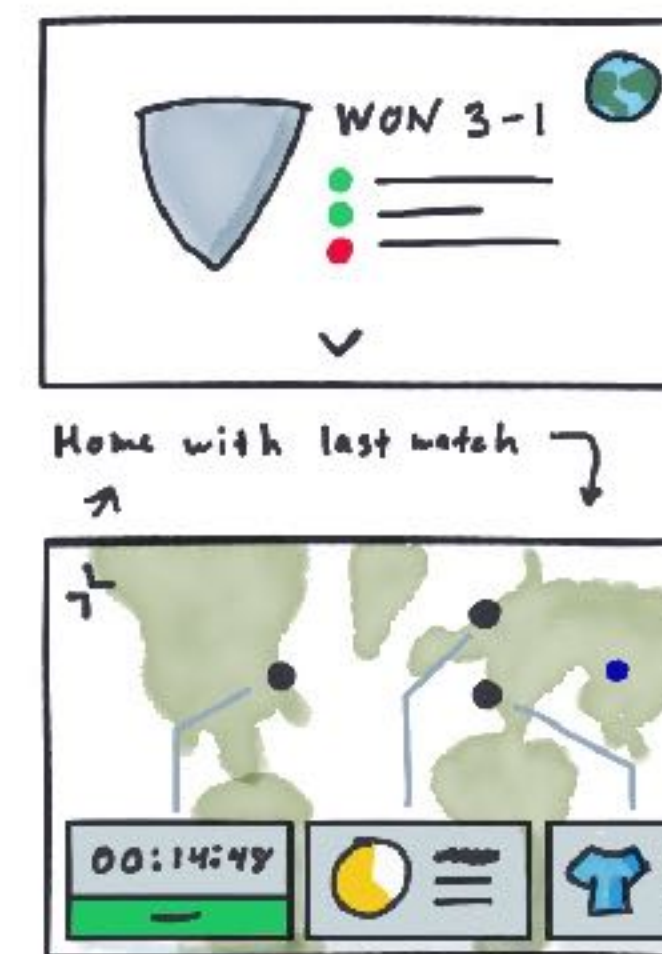
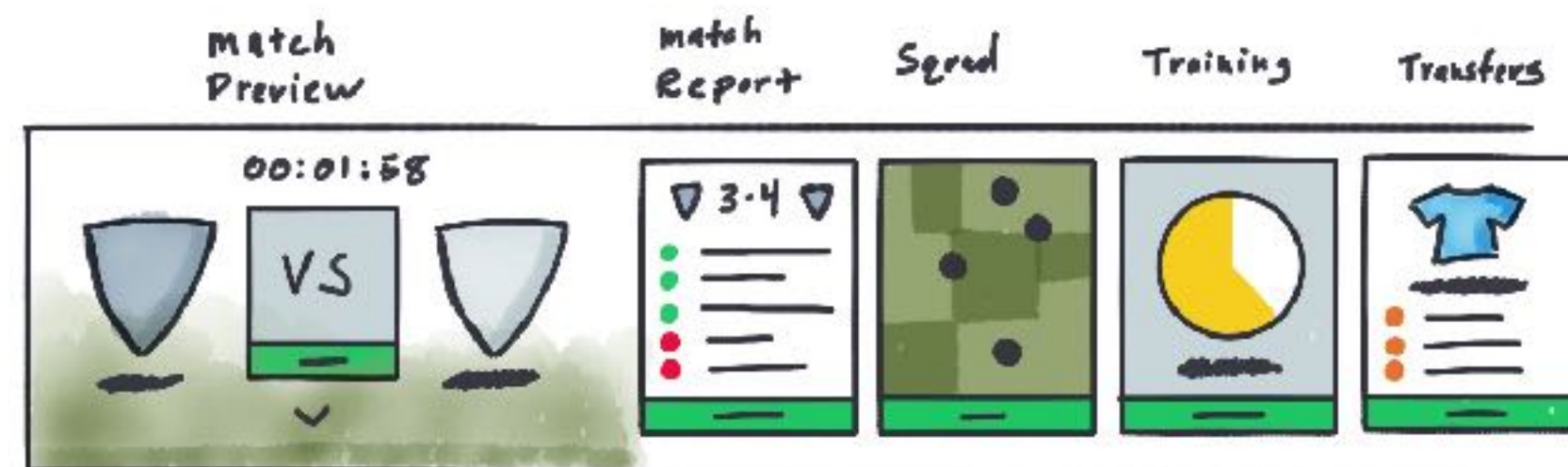
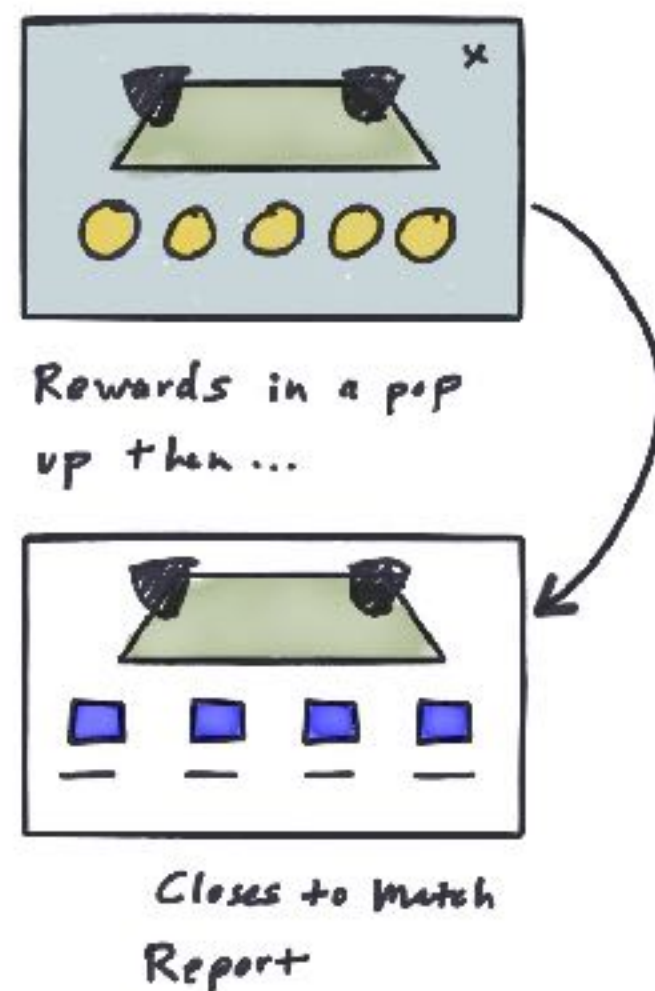
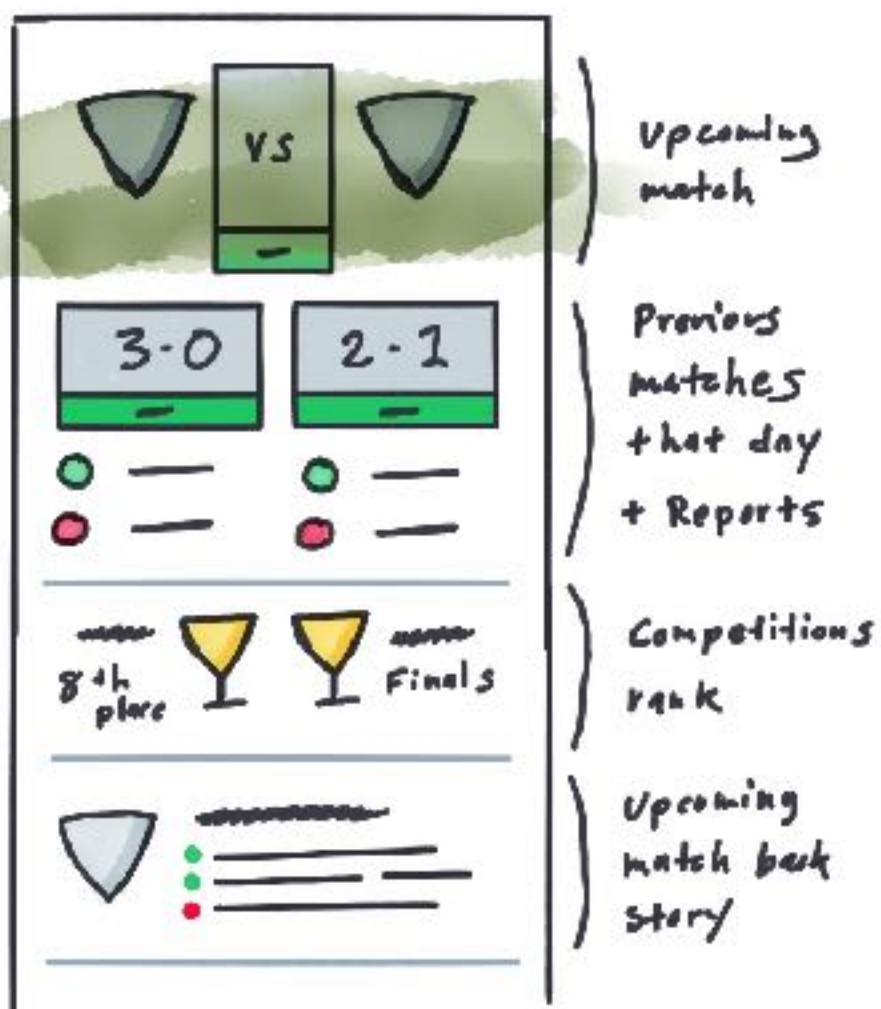
Work through flows to make sure your seeing the whole picture.



Explore different ways to design a screen on paper, it's faster.

Home Screen ideas 9/12

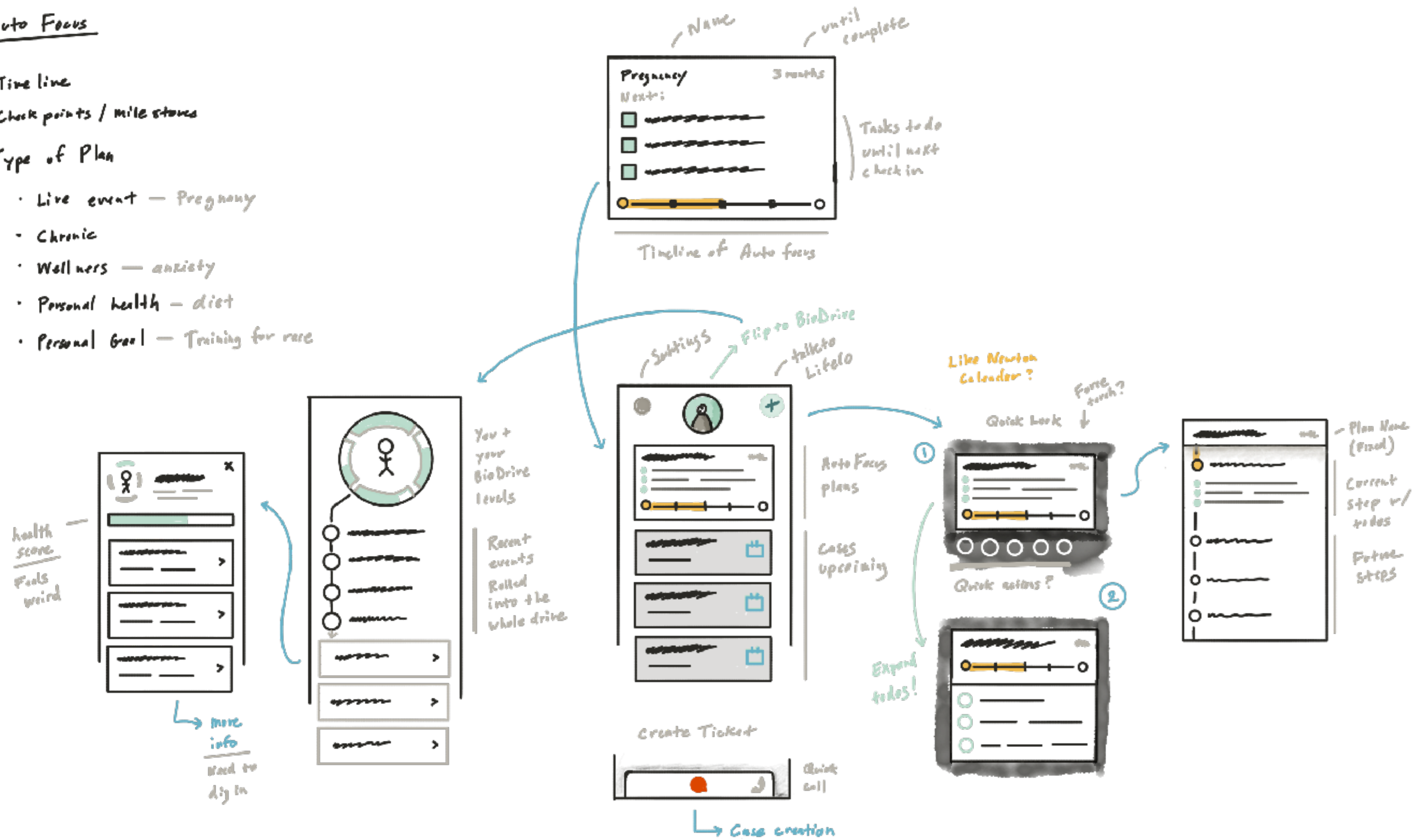
- Rewards
- Match results
- Team Prep
- Competition rank
- Match back story
- Offers + Live events
- Top 11 news



Don't edit now, get it all on paper so you can look at it.

Auto Focus

- Time line
- Check points / mile stones
- Type of Plan
 - Live event — Pregnancy
 - Chronic
 - Wellners — anxiety
 - Personal health — diet
 - Personal goal — Training for race

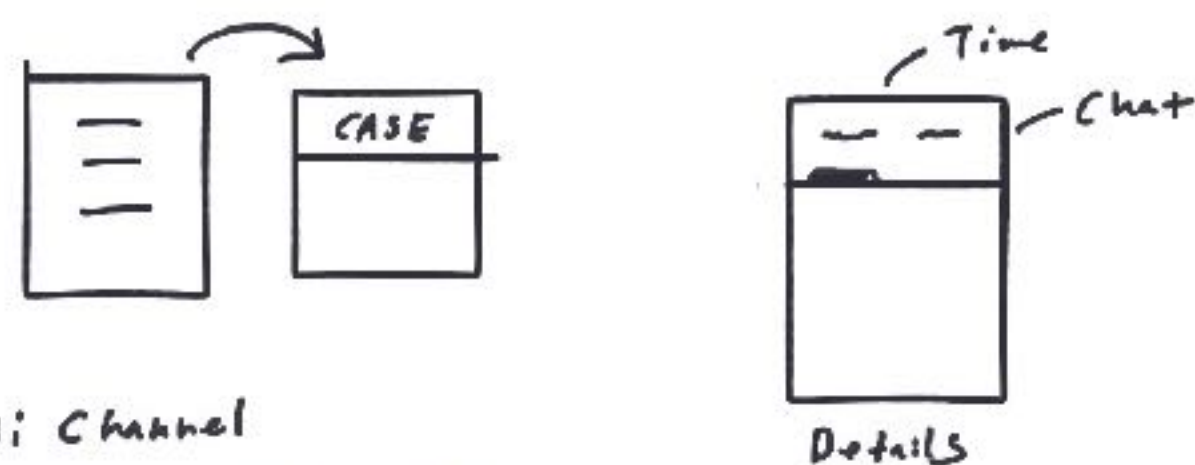


Write down all of your ideas.

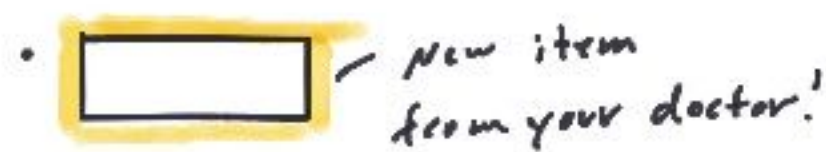
You'll deficiently forget the gems later.

9/29

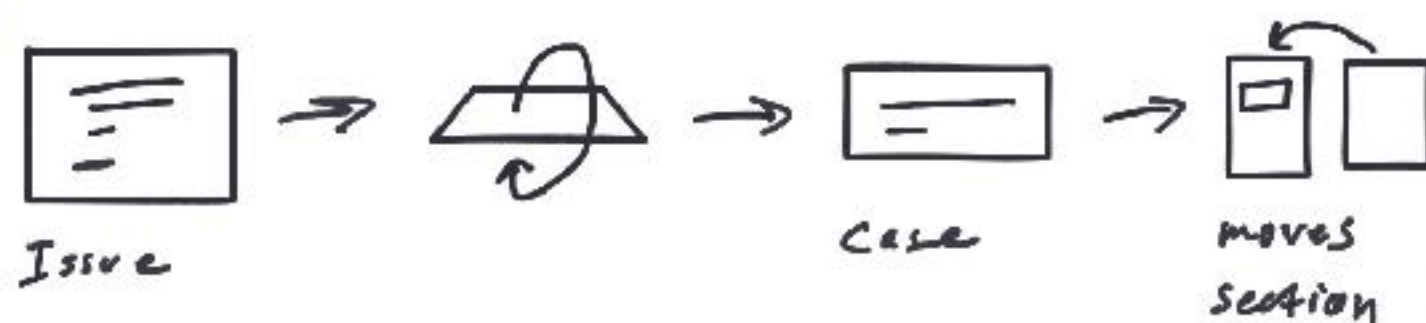
- How do requests become cases? - Animation
- All cases live in ♥ section
- When does a case become an Active Case



- Multi Channel

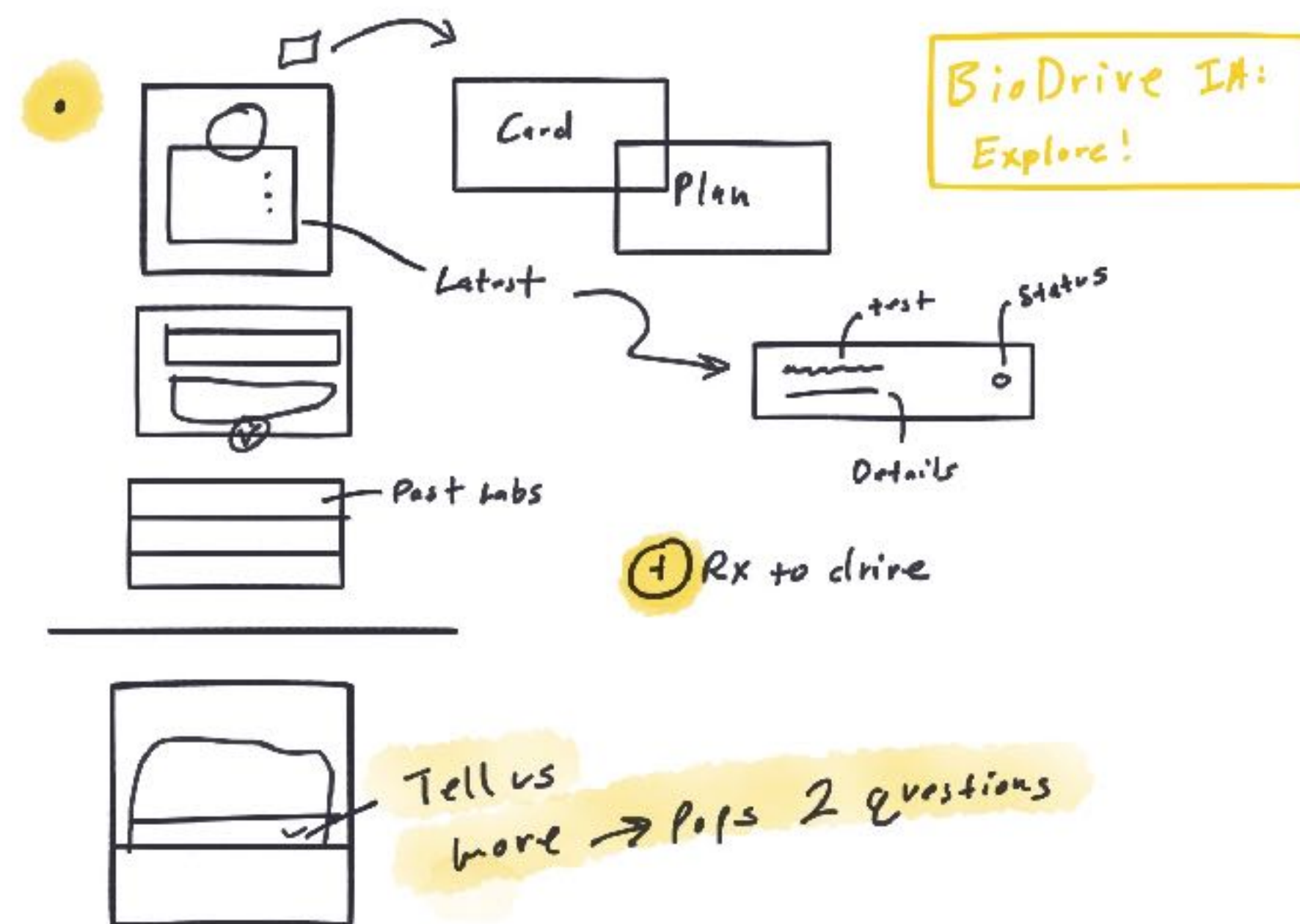


- Case Name = Event, Report, Request



- Free form without problem stats
- Does an Issue look really different

- Mental health claim paid → Issue

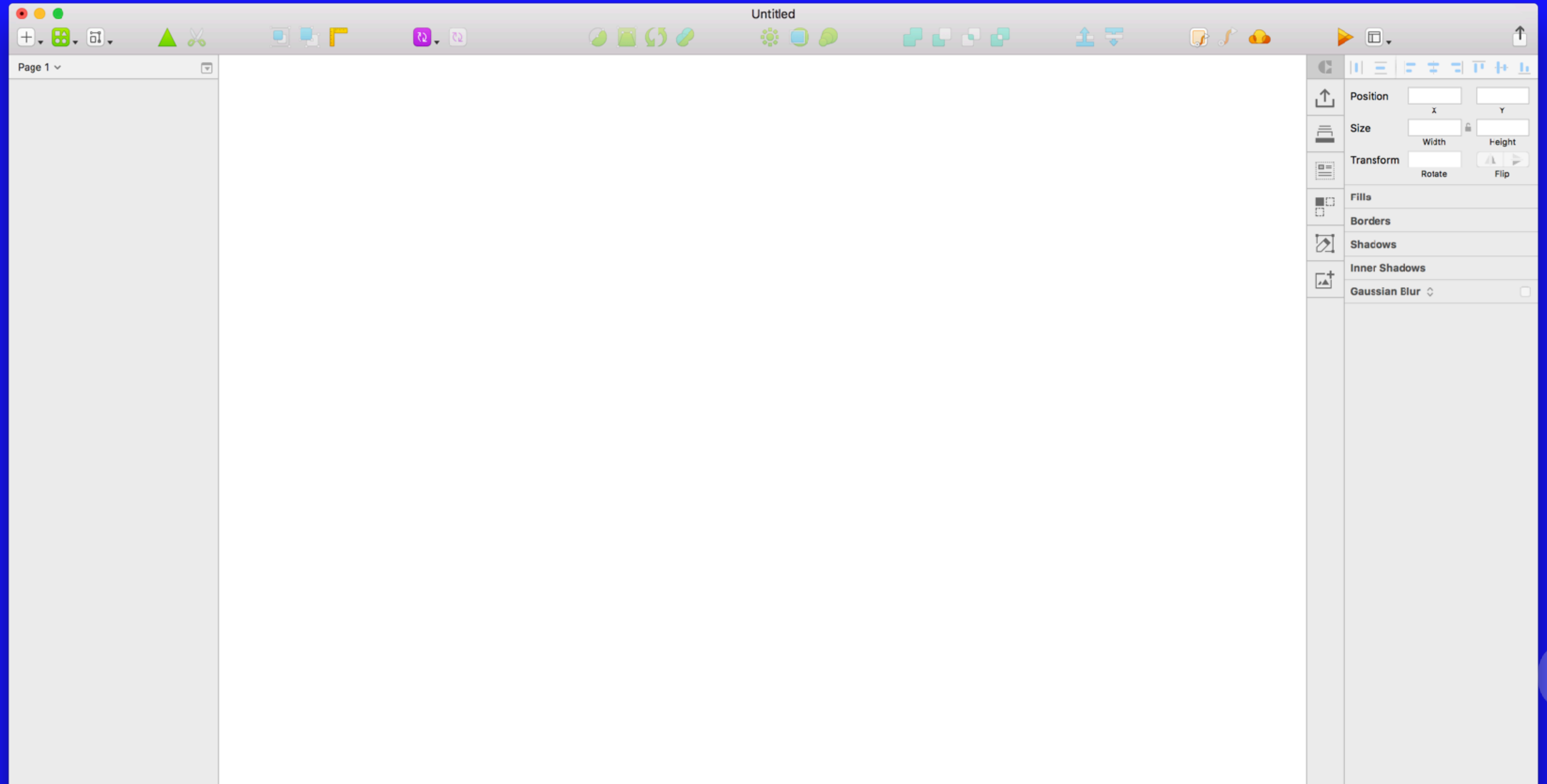


- + Submit interaction

Getting too detailed in
your sketches...?



Move to digital



Move to digital

Never use lorem ipsum
Use realistic copy and lengths
Use real photos
View designs in browser & on a phone

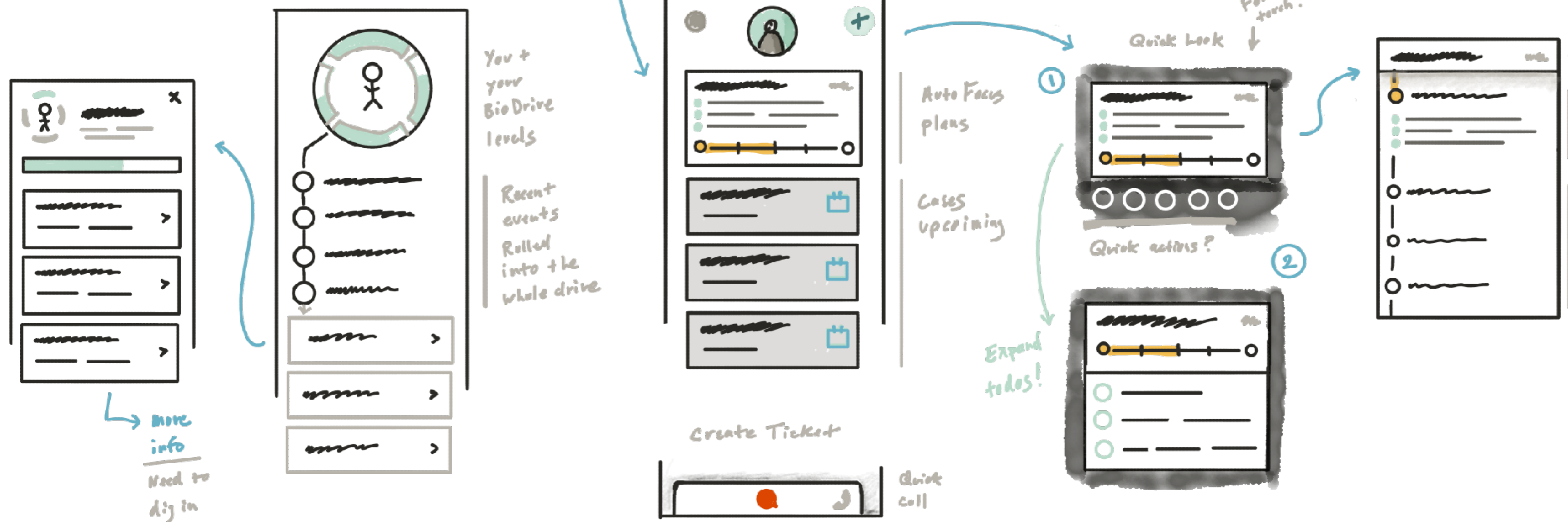


Use the fewest components
**While still accomplishing the
goal of the page**



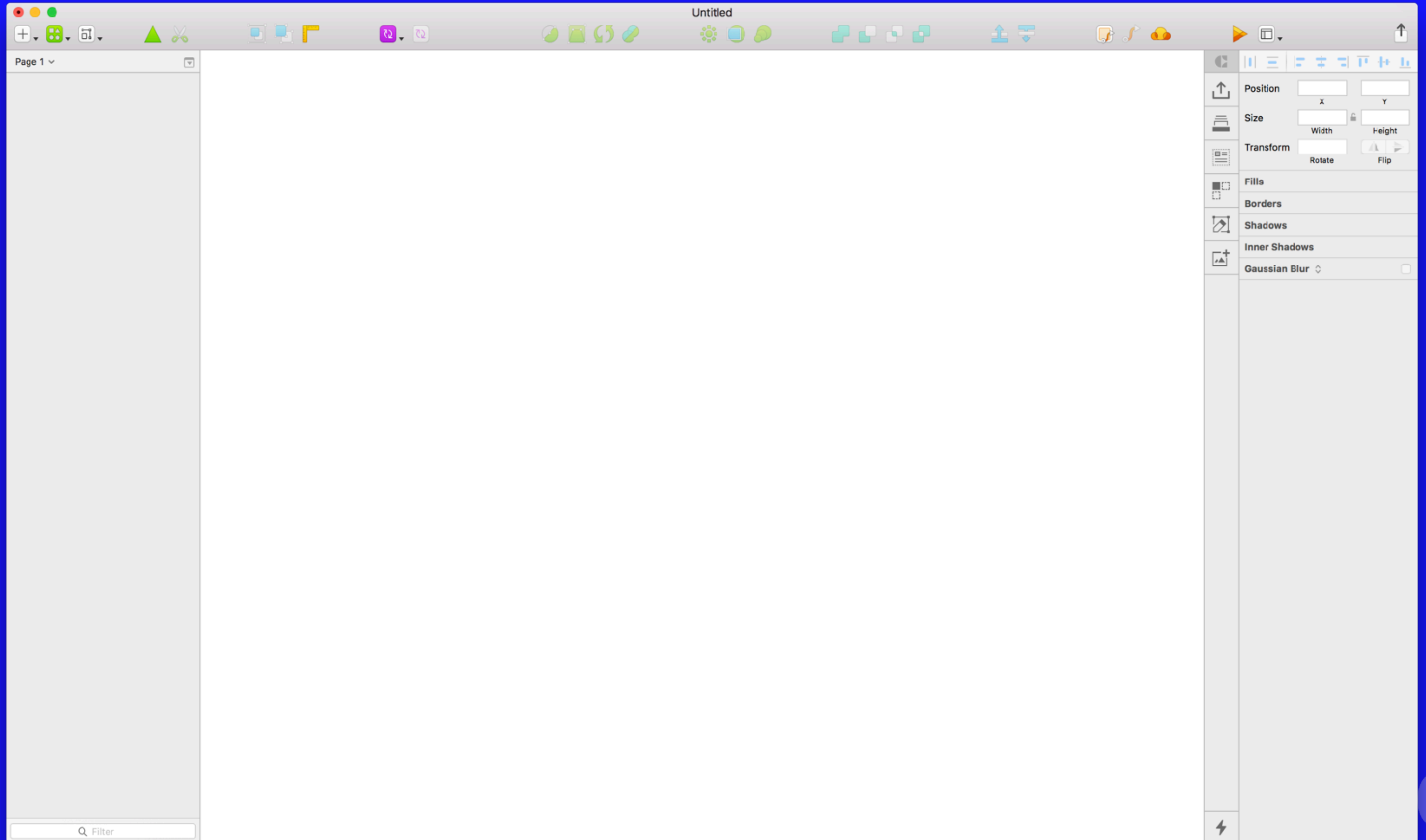
...rs — anxiety
/ health — diet
| Goal — Training for race

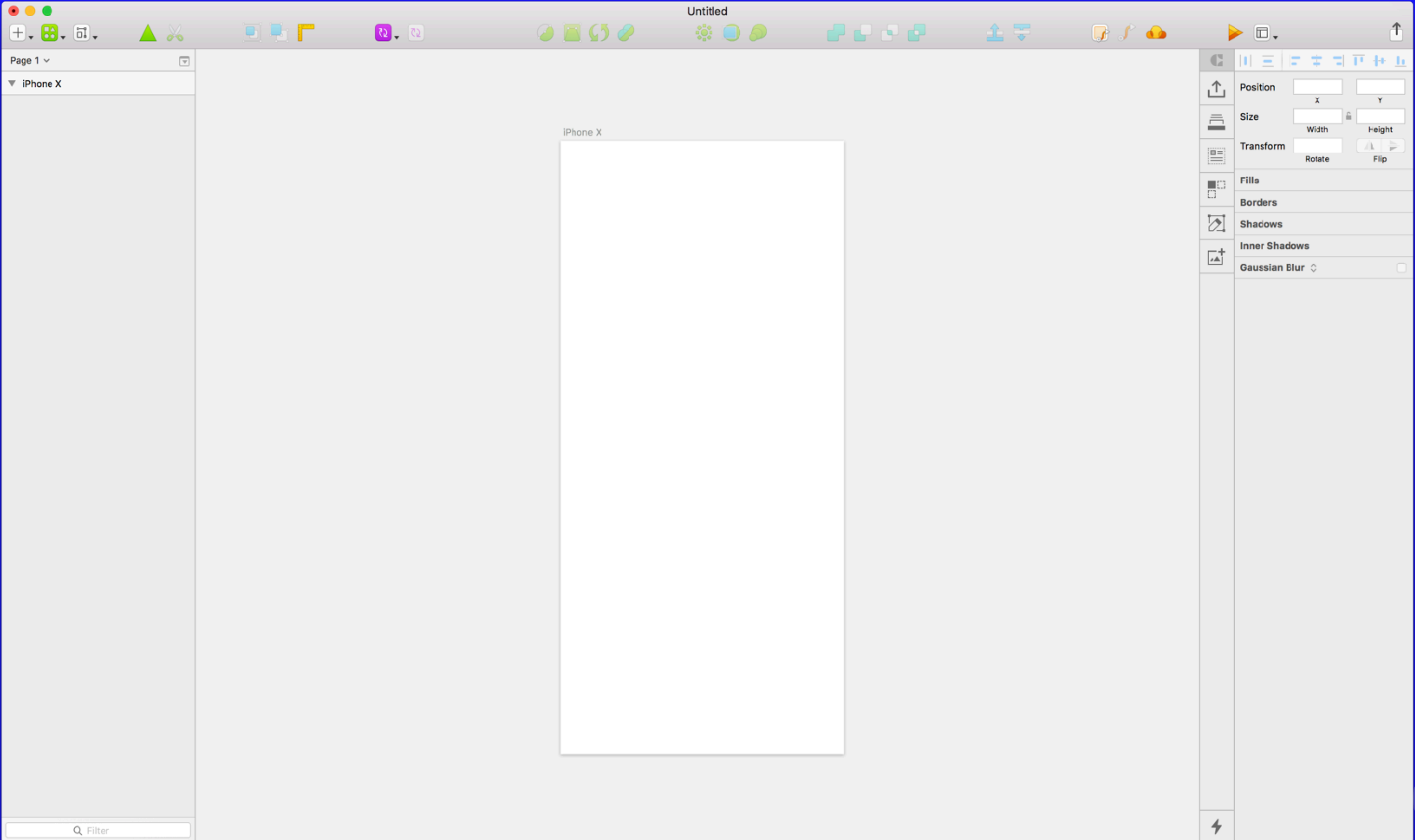
Timeline of Auto focus

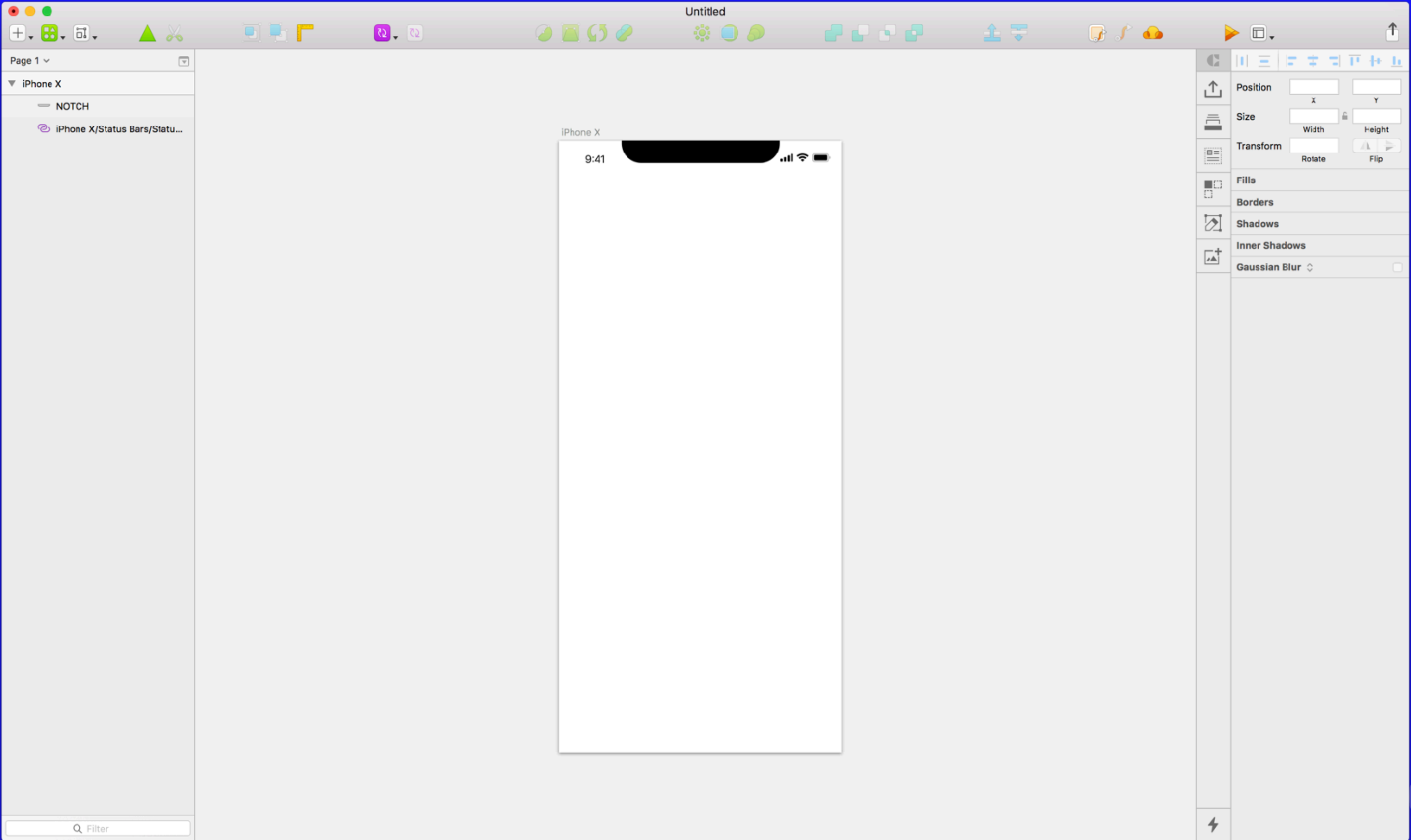


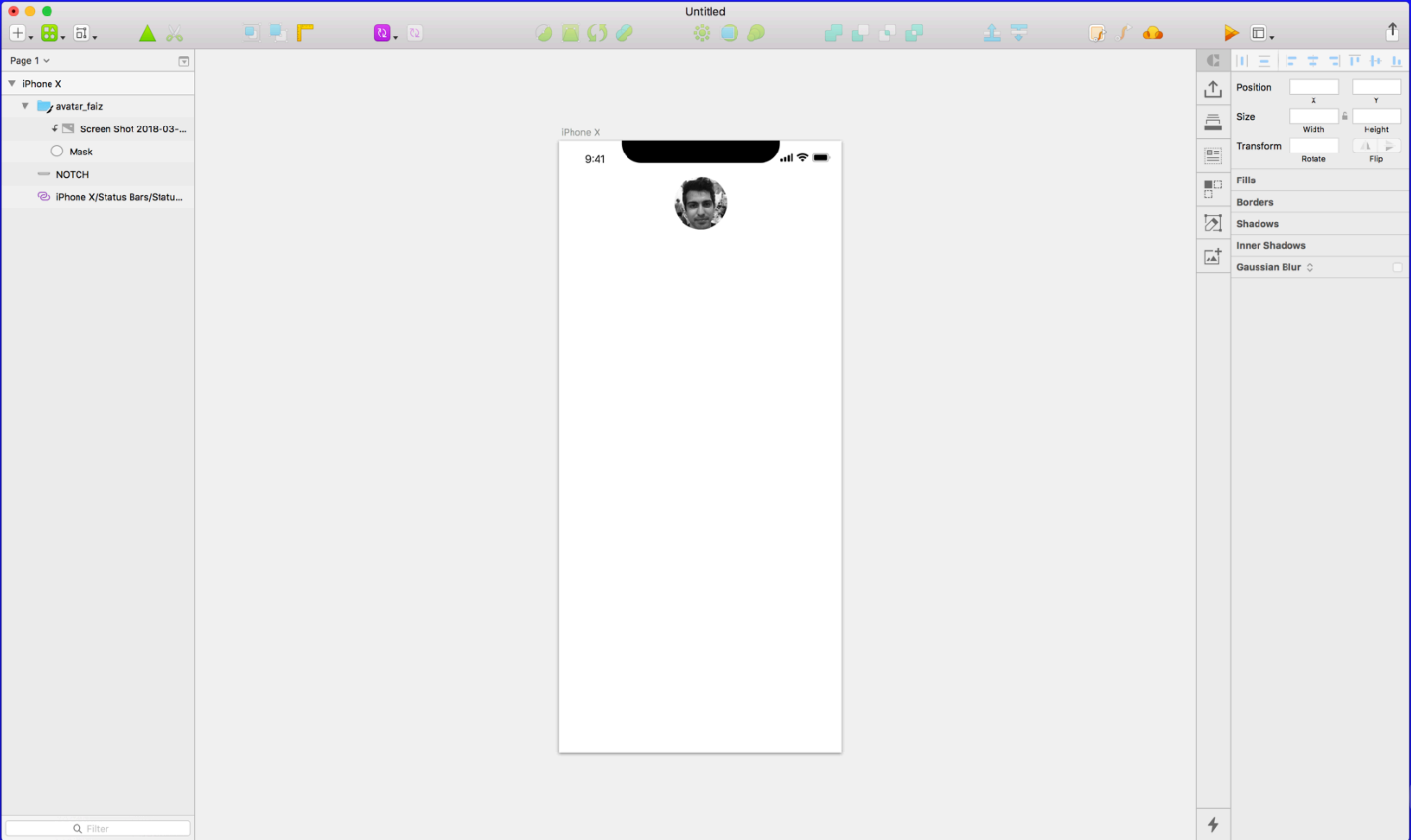
more info
Need to dig in

Case creation

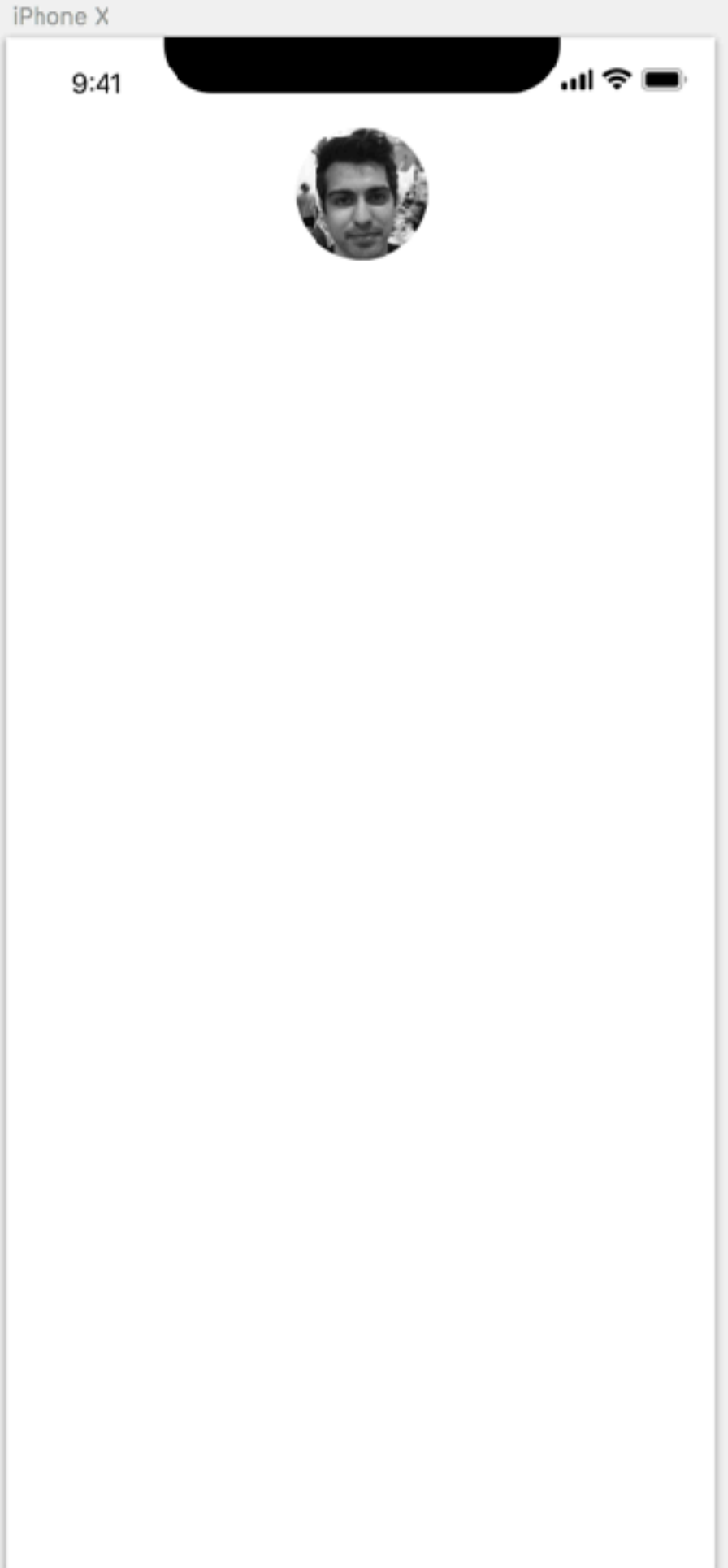








- Page 1
- iPhone X
 - avater_faiz
 - Screen Shot 2018-03-...
 - Mask
 - NOTCH
 - iPhone X/Status Bars/Statu...



Position: x, y

Size: Width, Height

Transform: Rotate, Flip

Fills

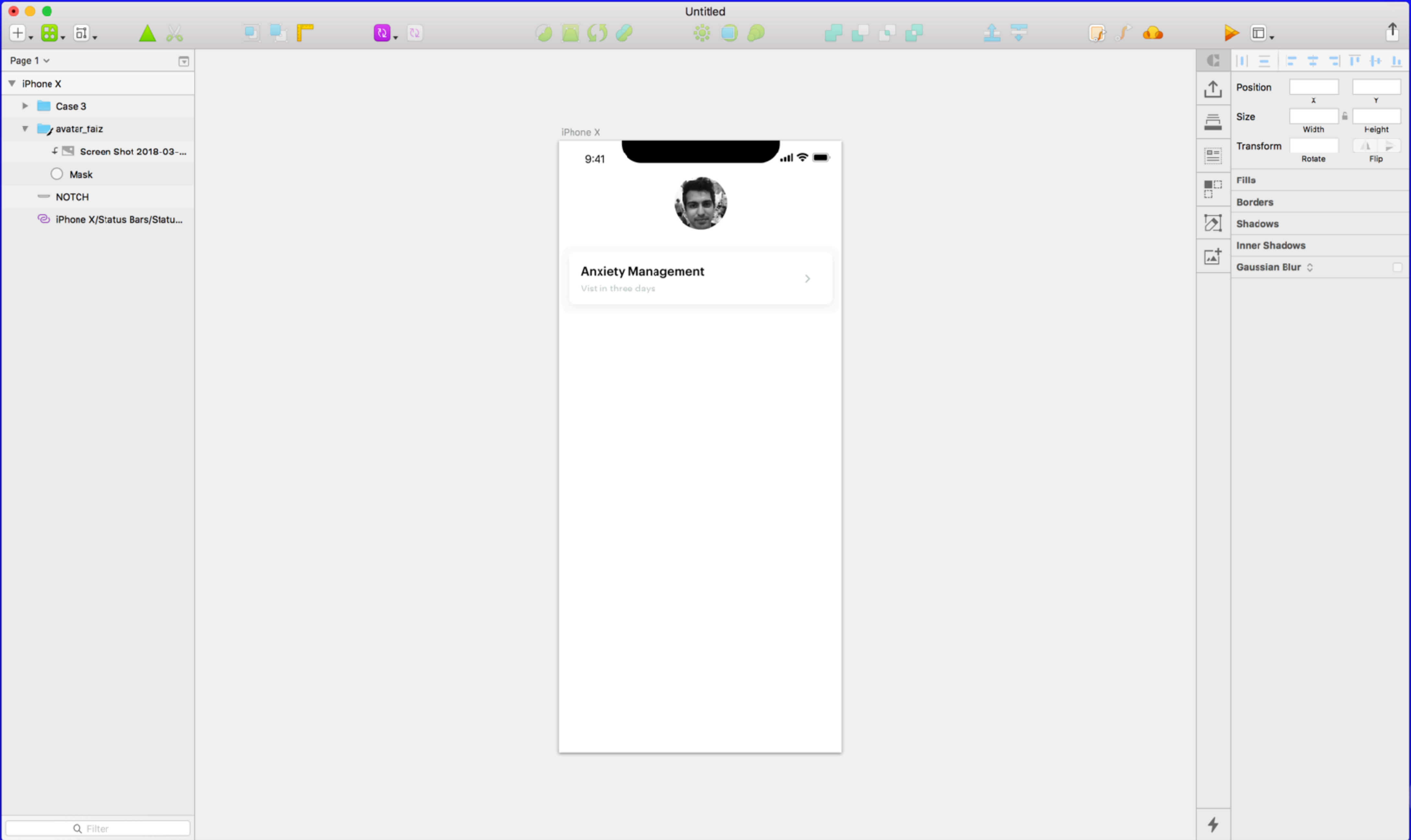
Borders

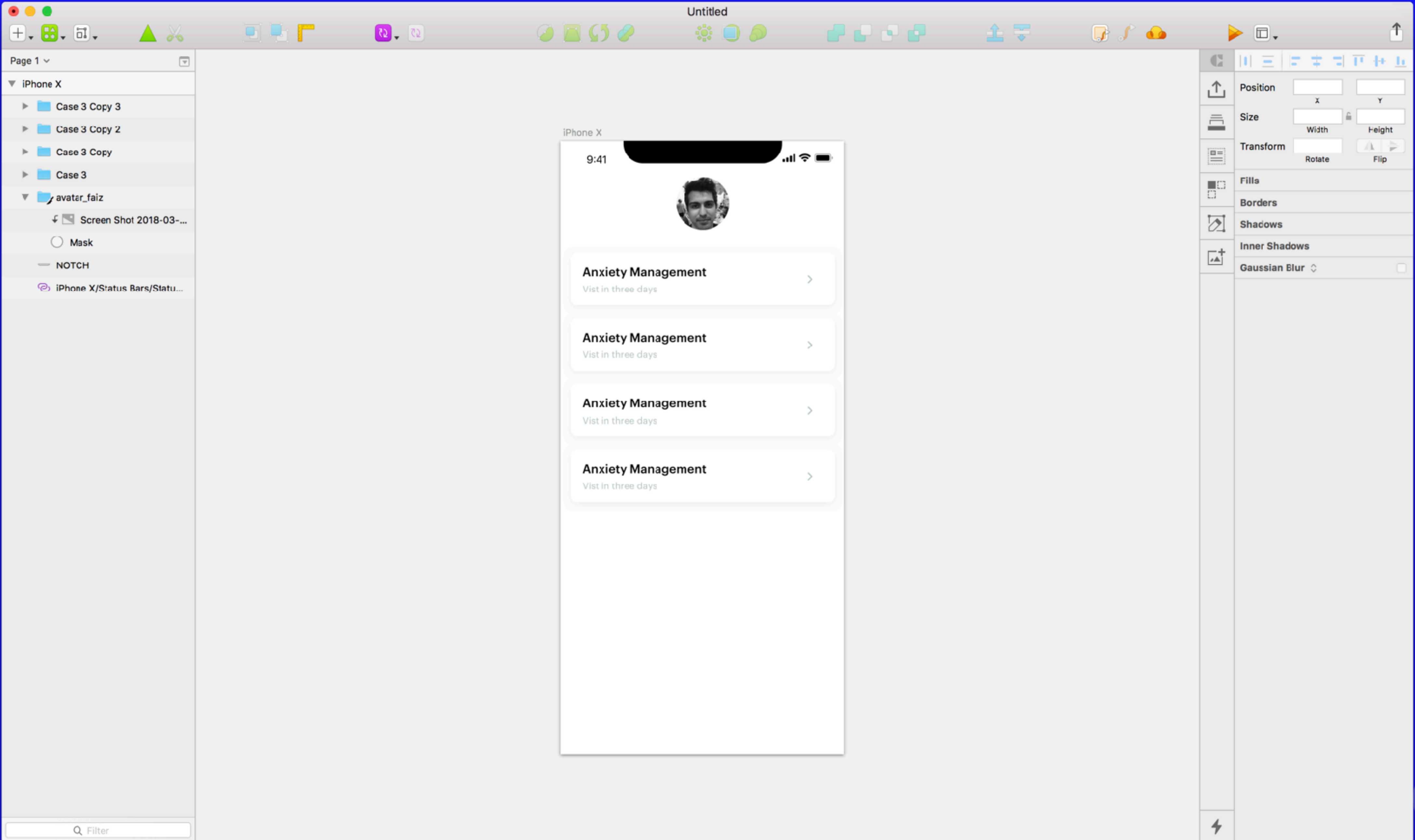
Shadows

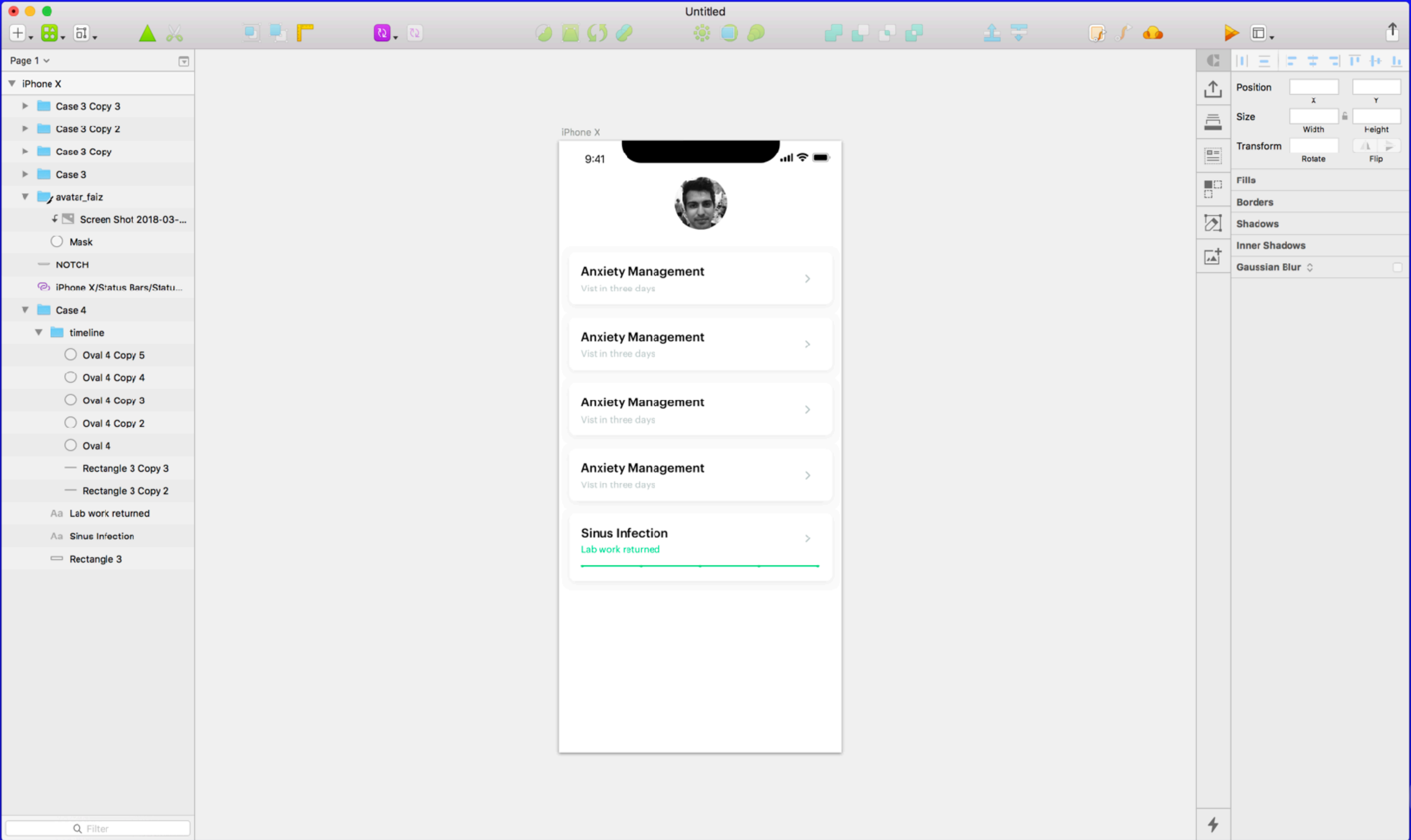
Inner Shadows

Gaussian Blur










- Page 1
- iPhone X
 - Case 3 Copy 3
 - Case 3 Copy 2
 - Case 3 Copy
 - Case 3
 - avatar_faiz
 - Screen Shot 2018-03-...
 - Mask
 - NOTCH
 - iPhone X/Status Bars/Statu...
 - Case 4
 - timeline
 - Oval 4 Copy 5
 - Oval 4 Copy 4
 - Oval 4 Copy 3
 - Oval 4 Copy 2
 - Oval 4
 - Rectangle 3 Copy 3
 - Rectangle 3 Copy 2
 - Lab work returned
 - Sinus Infection
 - Rectangle 3

iPhone X

9:41



- Anxiety Management** >
Vist in three days
- Anxiety Management** >
Vist in three days
- Anxiety Management** >
Vist in three days
- Anxiety Management** >
Vist in three days
- Sinus Infection** >
Lab work returned

Position: X, Y

Size: Width, Height

Transform: Rotate, Flip

Fills

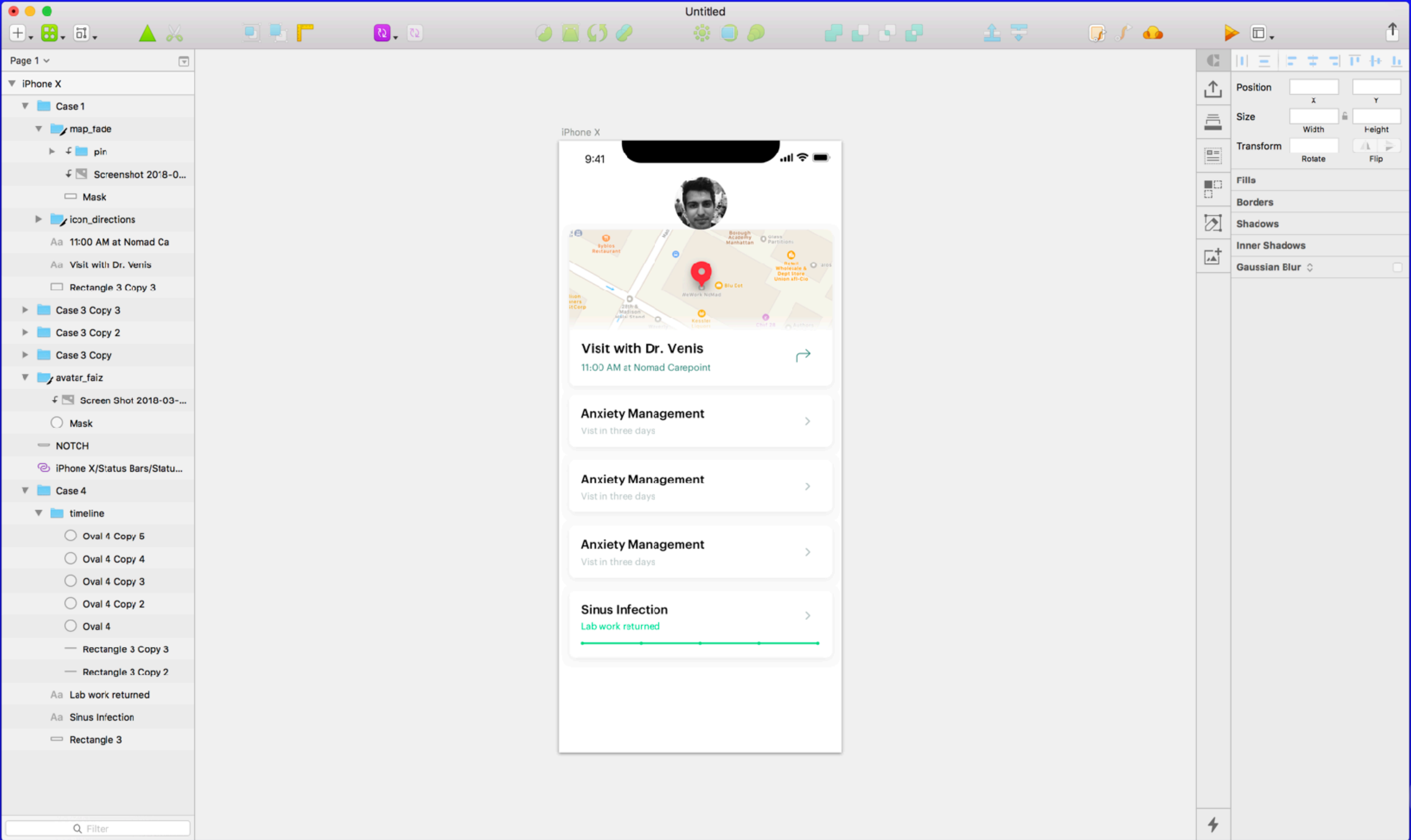
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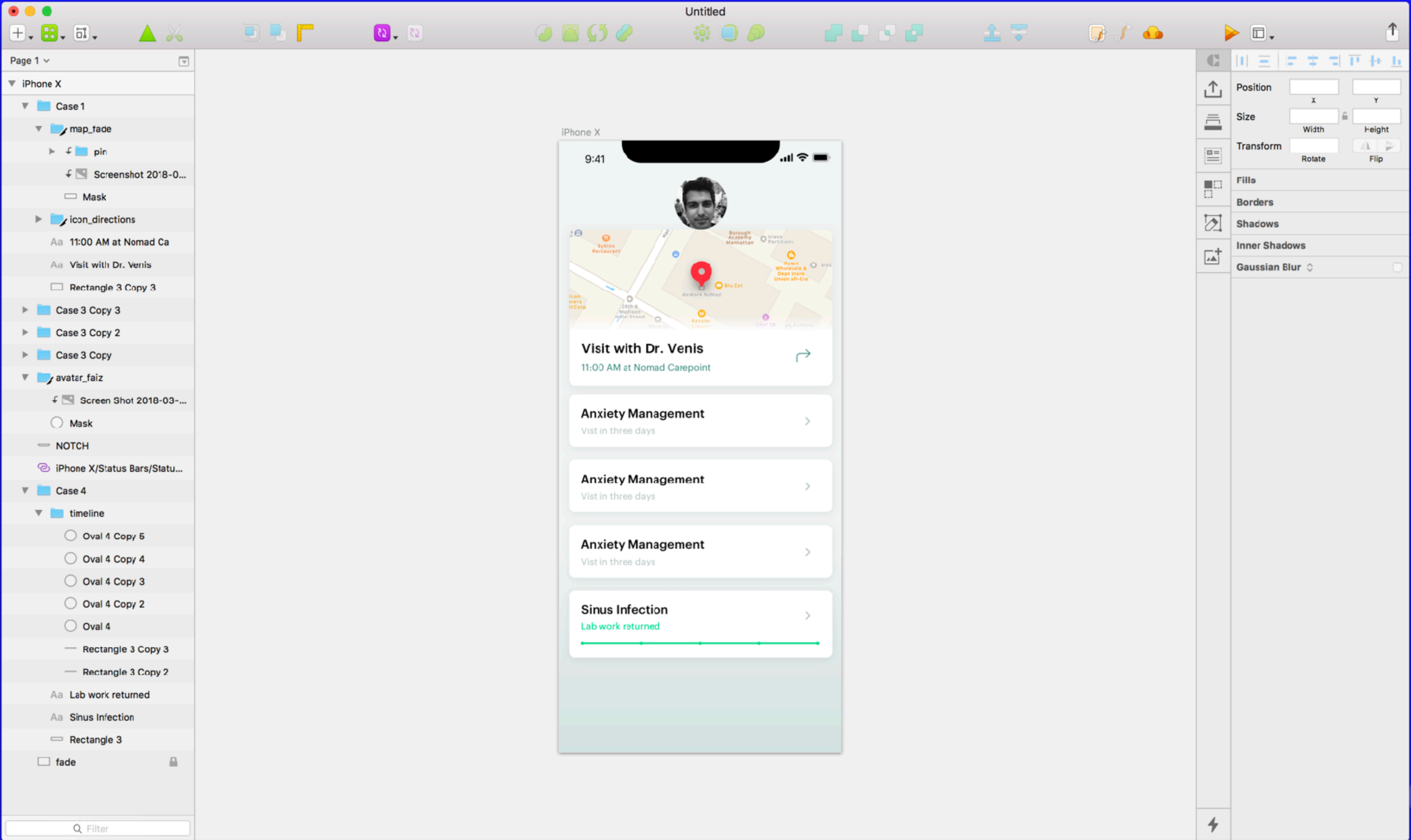
Shadows

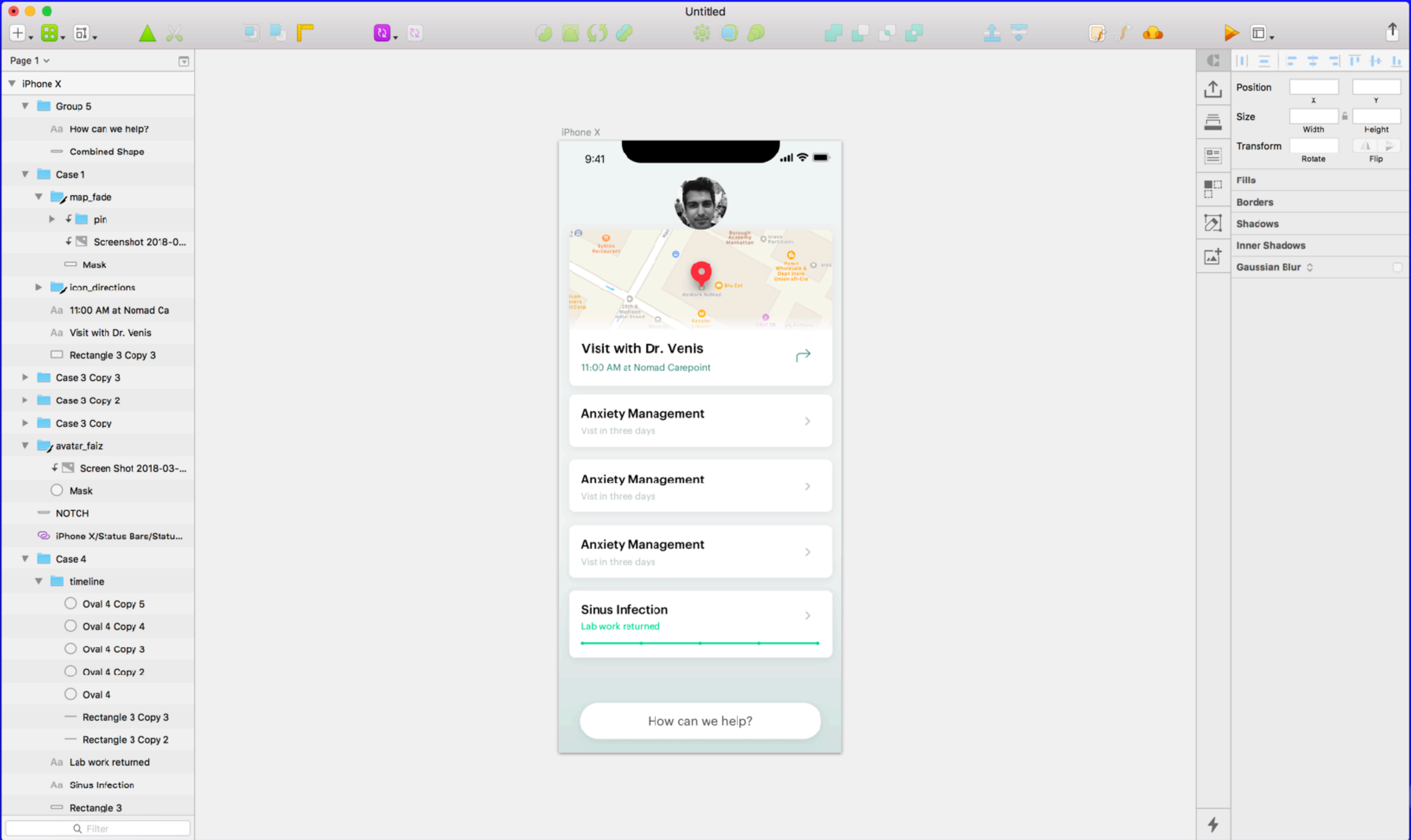
Inner Shadows

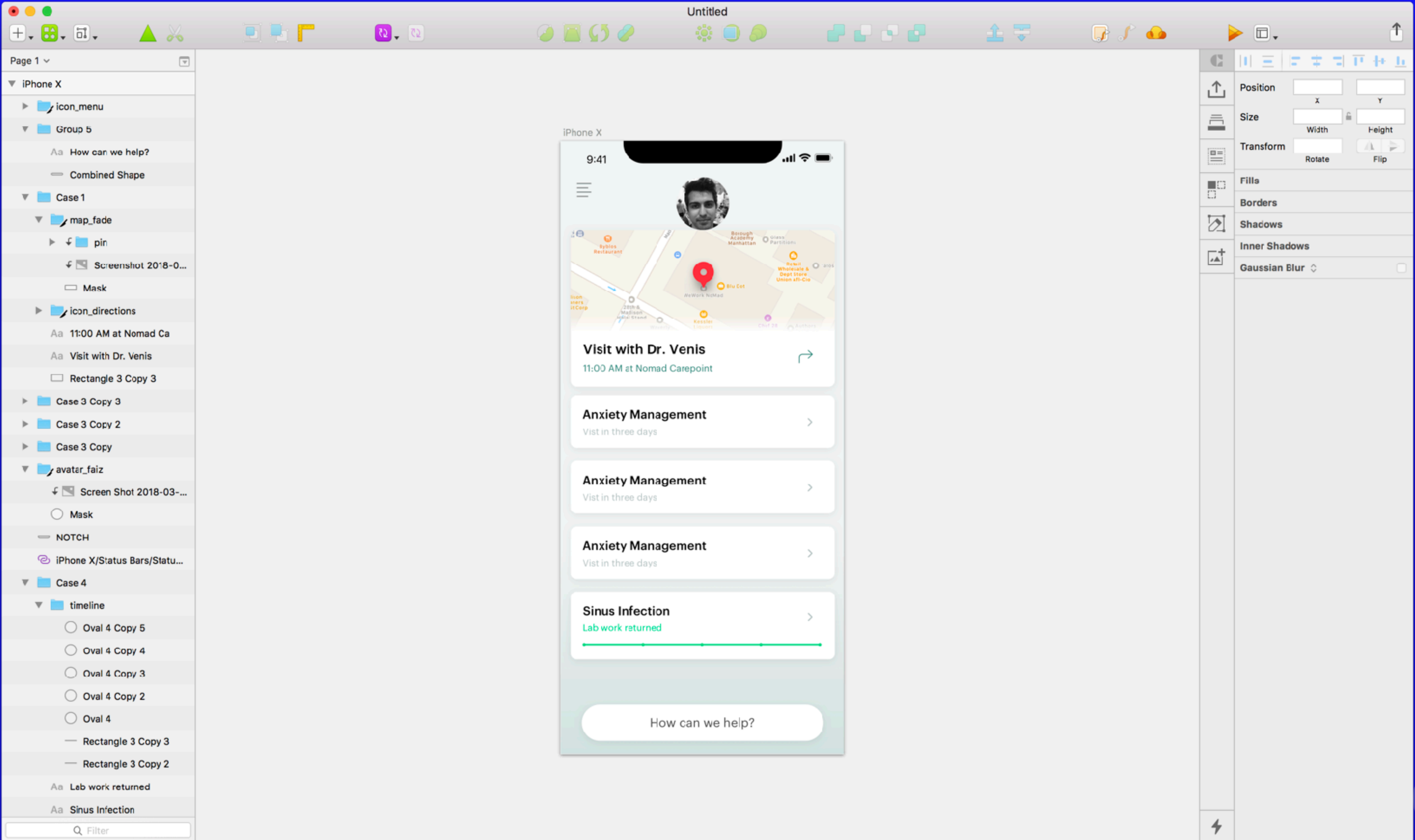
Gaussian Blur

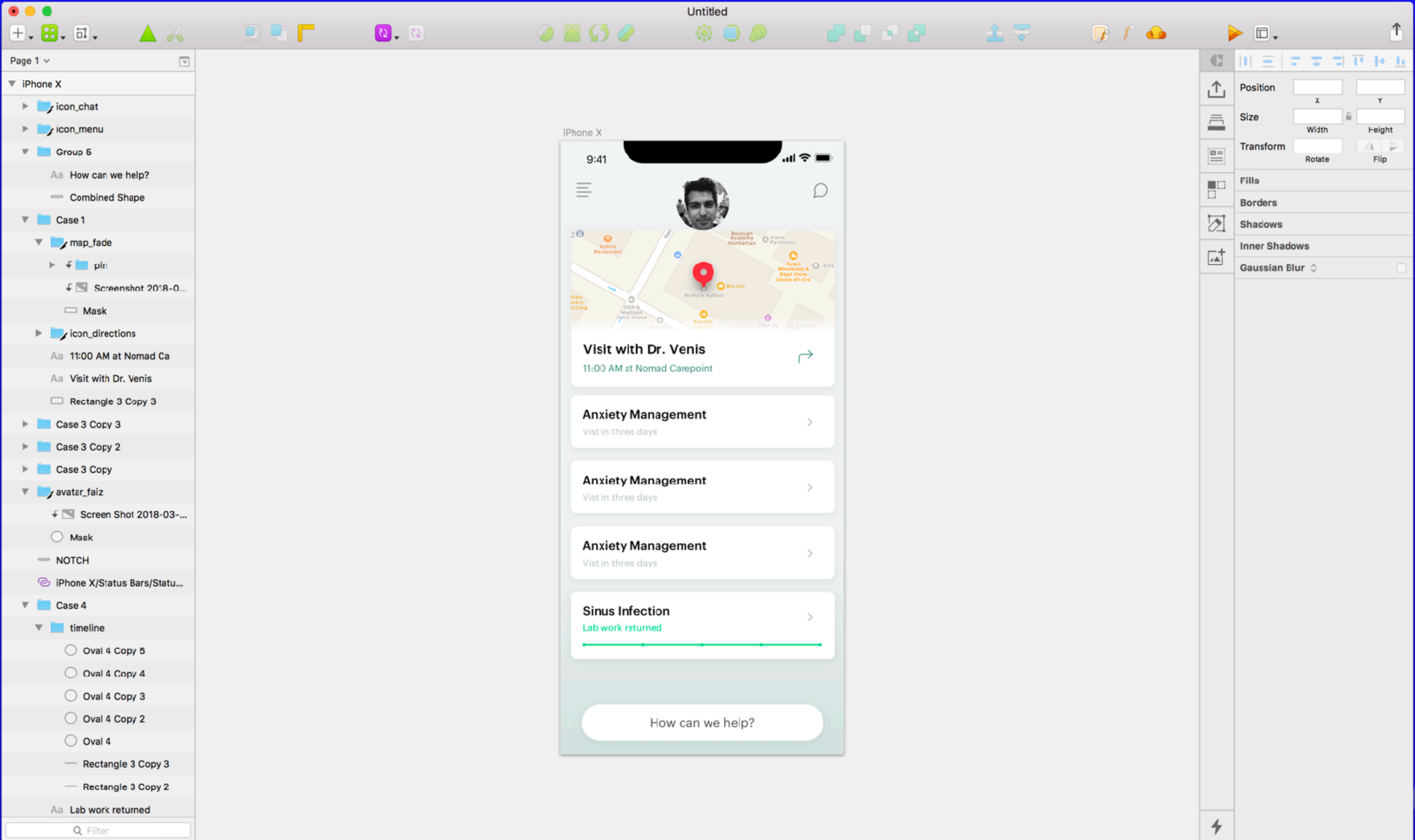


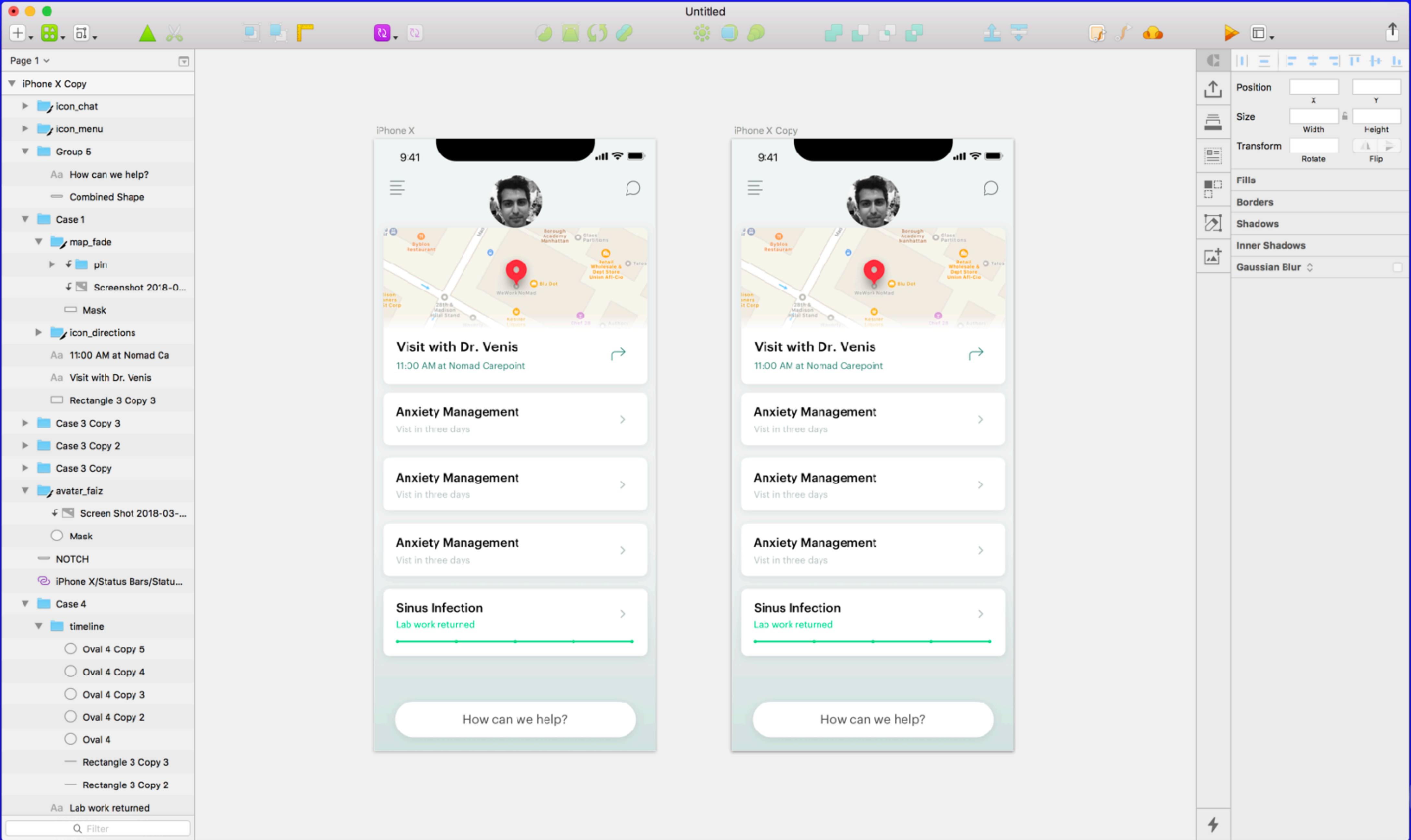












- Page 1
- iPhone X Copy
 - icon_chat
 - icon_menu
 - Group 5
 - How can we help?
 - Combined Shape
 - Case 1
 - map_fade
 - pin
 - Screenshot 2018-0...
 - Mask
 - icon_directions
 - 11:00 AM at Nomad Ca
 - Visit with Dr. Venis
 - Rectangle 3 Copy 3
 - Case 3 Copy 3
 - Case 3 Copy 2
 - Case 3 Copy
 - avater_faiz
 - Screen Shot 2018-03-...
 - Mask
 - NOTCH
 - iPhone X/Status Bars/Statu...
 - Case 4
 - timeline
 - Oval 4 Copy 5
 - Oval 4 Copy 4
 - Oval 4 Copy 3
 - Oval 4 Copy 2
 - Oval 4
 - Rectangle 3 Copy 3
 - Rectangle 3 Copy 2
 - Lab work returned

Position: X, Y

Size: Width, Height

Transform: Rotate, Flip

Fills

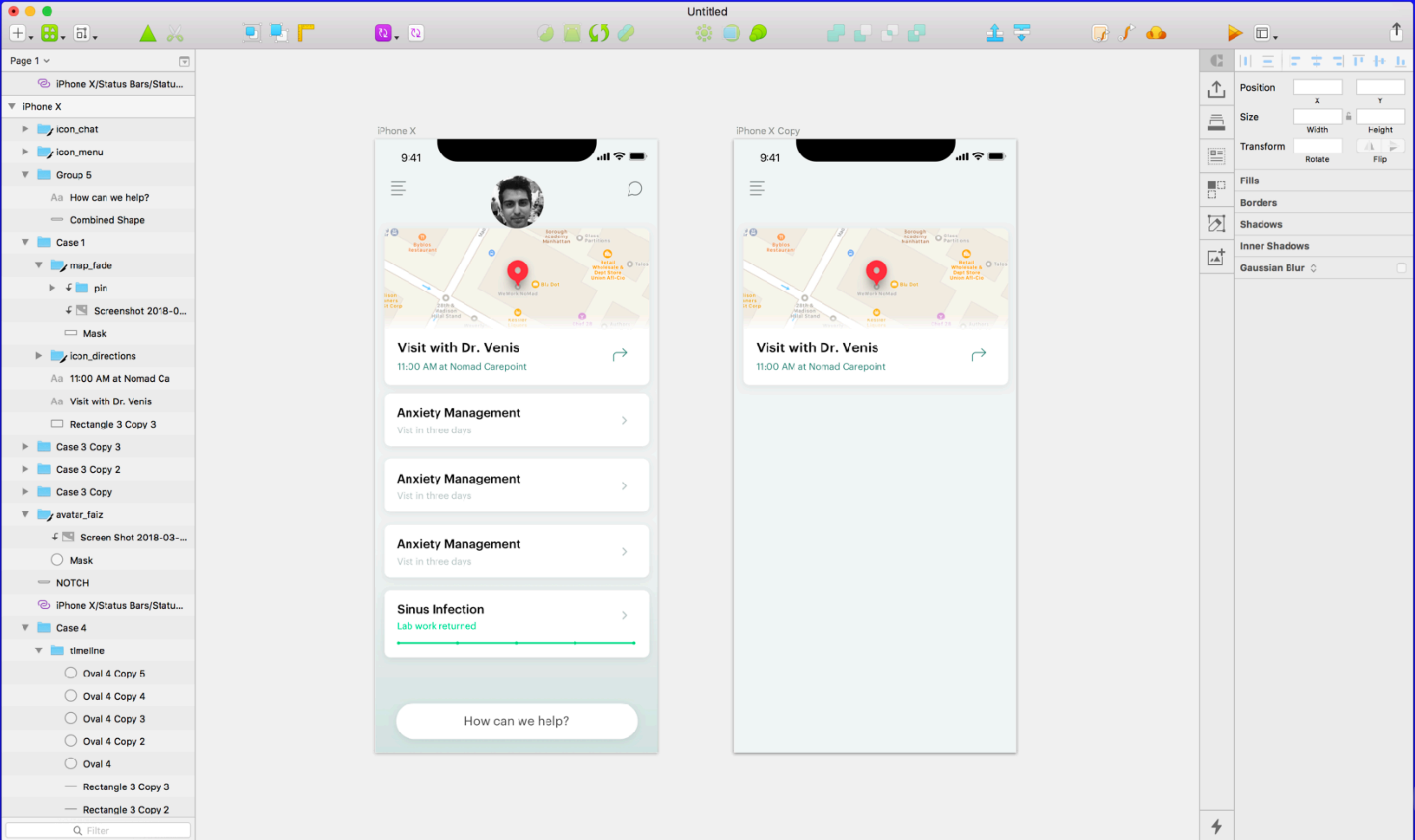
Borders

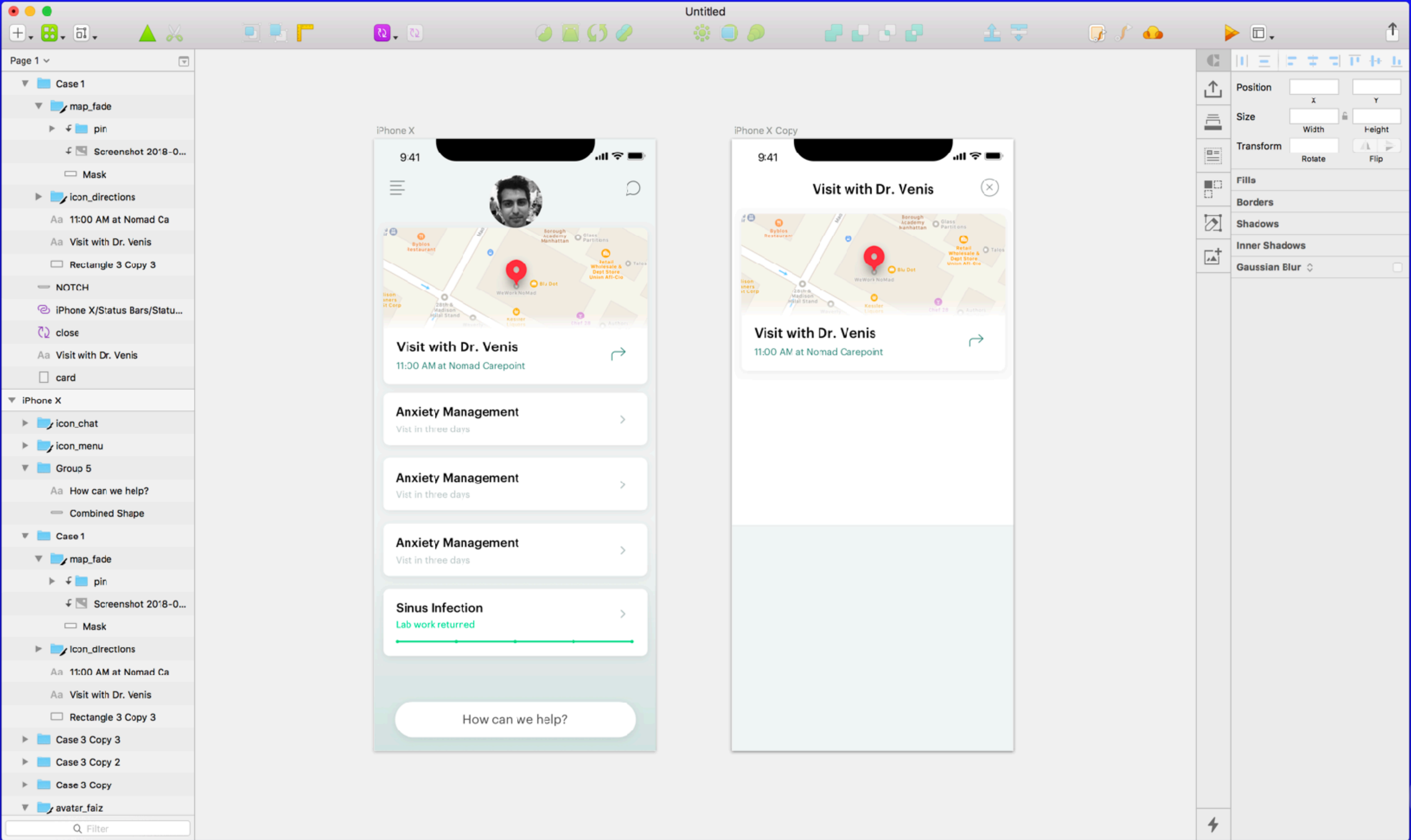
Shadows

Inner Shadows

Gaussian Blur







- Page 1
- Case 1
 - map_fade
 - pin
 - Screenshot 2018-0...
 - Mask
 - icon_directions
 - 11:00 AM at Nomad Ca
 - Visit with Dr. Venis
 - Rectangle 3 Copy 3
 - NOTCH
 - iPhone X/Status Bars/Statu...
 - close
 - Visit with Dr. Venis
 - card
- iPhone X
 - icon_chat
 - icon_menu
 - Group 5
 - How can we help?
 - Combined Shape
 - Case 1
 - map_fade
 - pin
 - Screenshot 2018-0...
 - Mask
 - icon_directions
 - 11:00 AM at Nomad Ca
 - Visit with Dr. Venis
 - Rectangle 3 Copy 3
 - Case 3 Copy 3
 - Case 3 Copy 2
 - Case 3 Copy
 - avater_faiz

Properties Panel

Position: X, Y

Size: Width, Height

Transform: Rotate, Flip

Fills

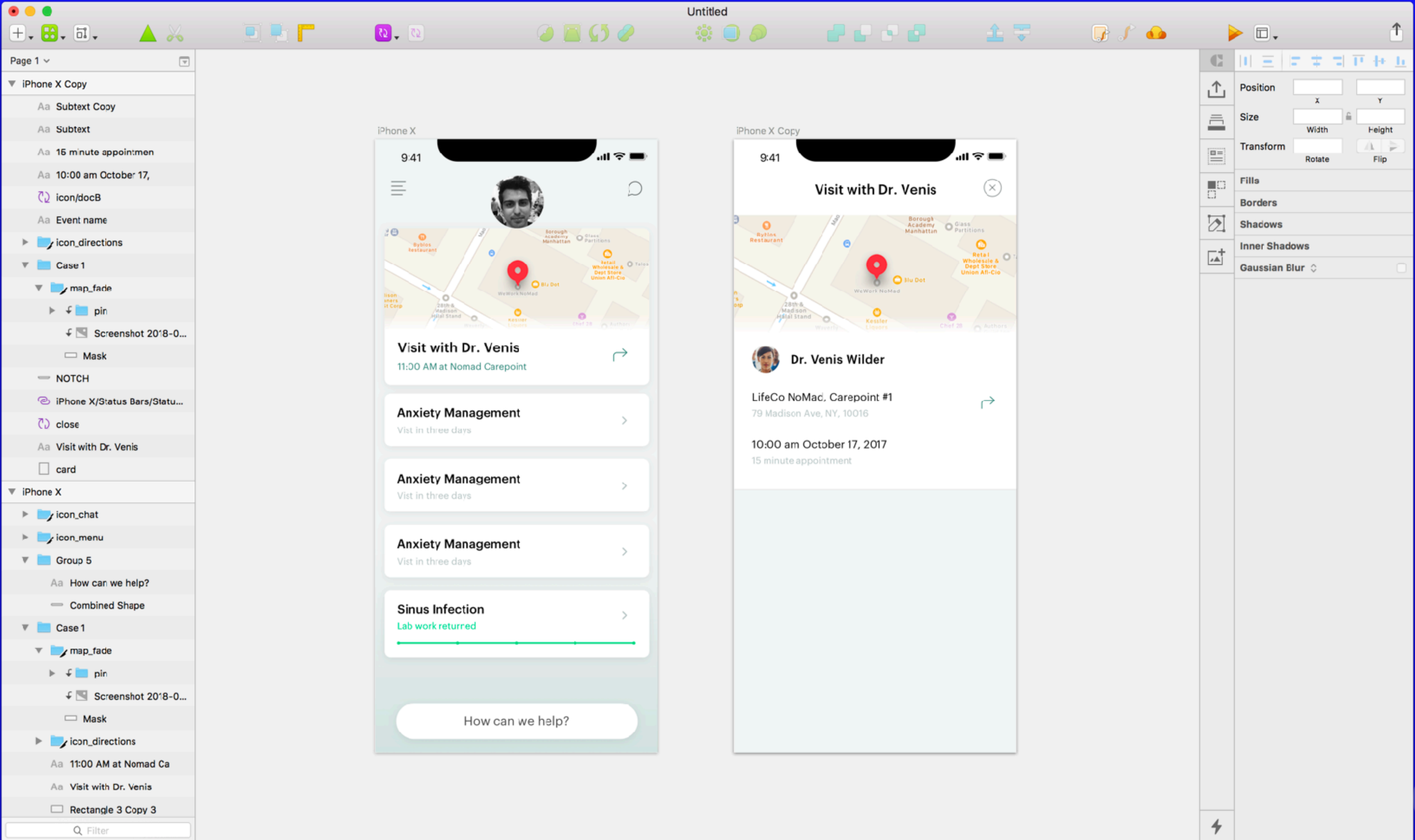
Borders

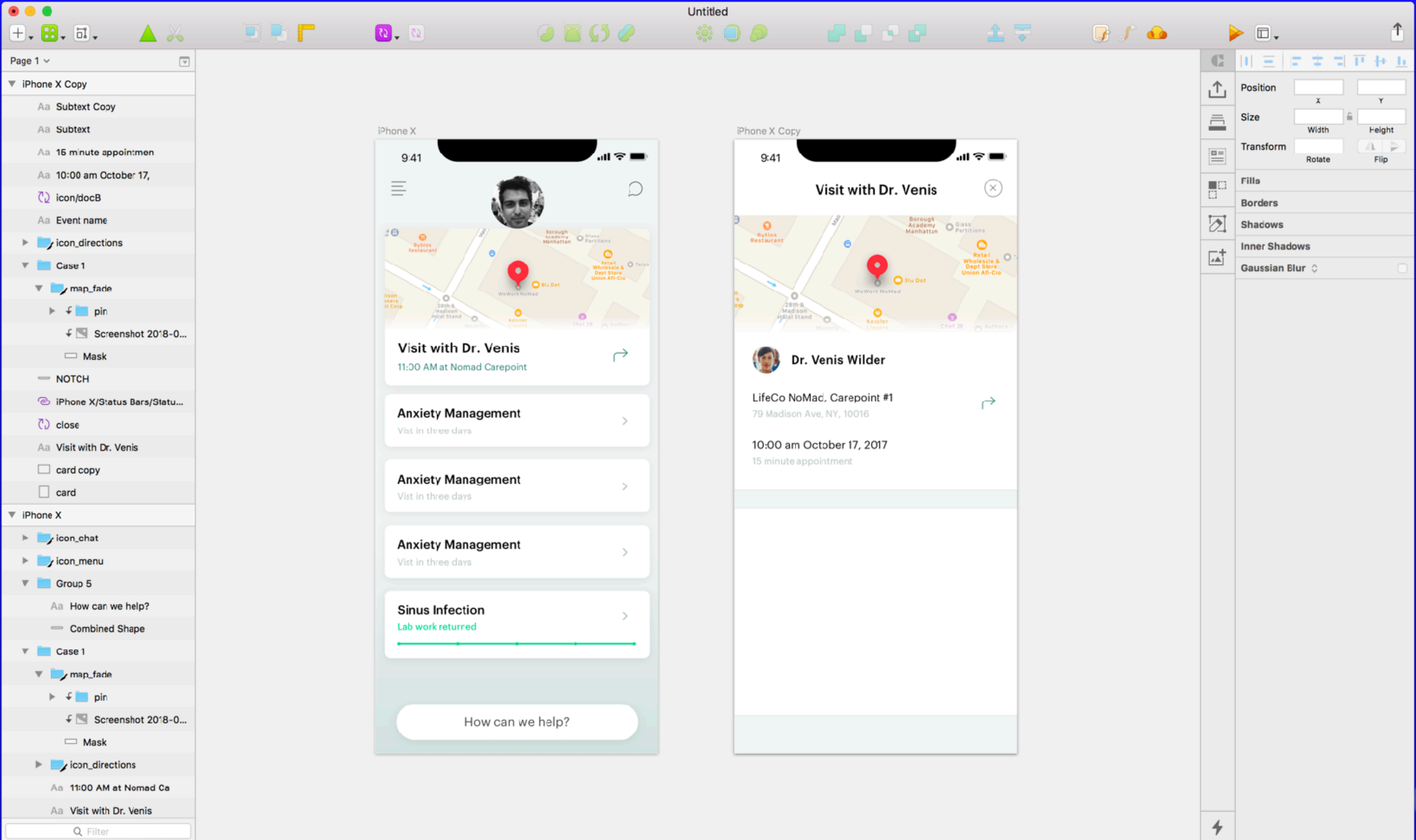
Shadows

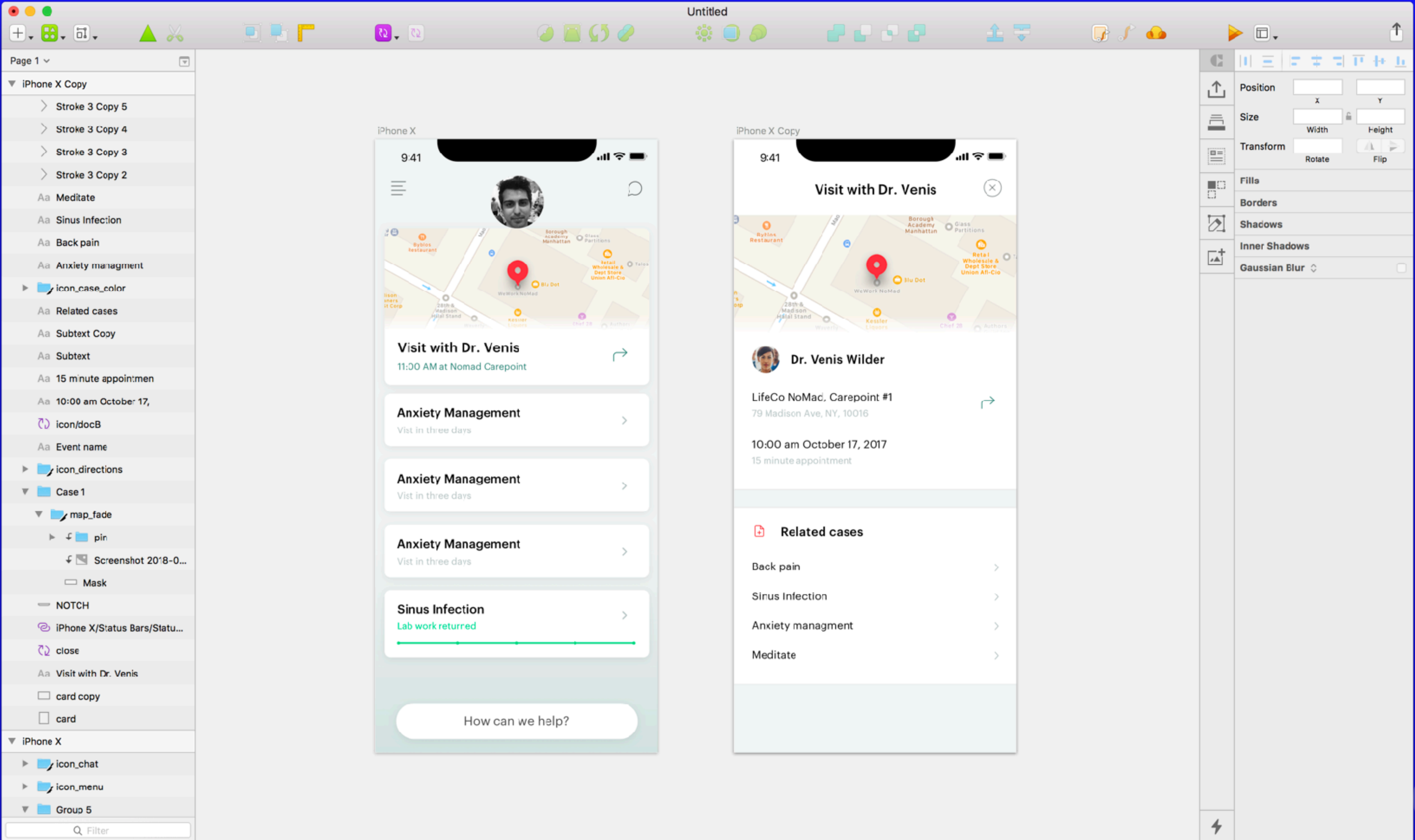
Inner Shadows

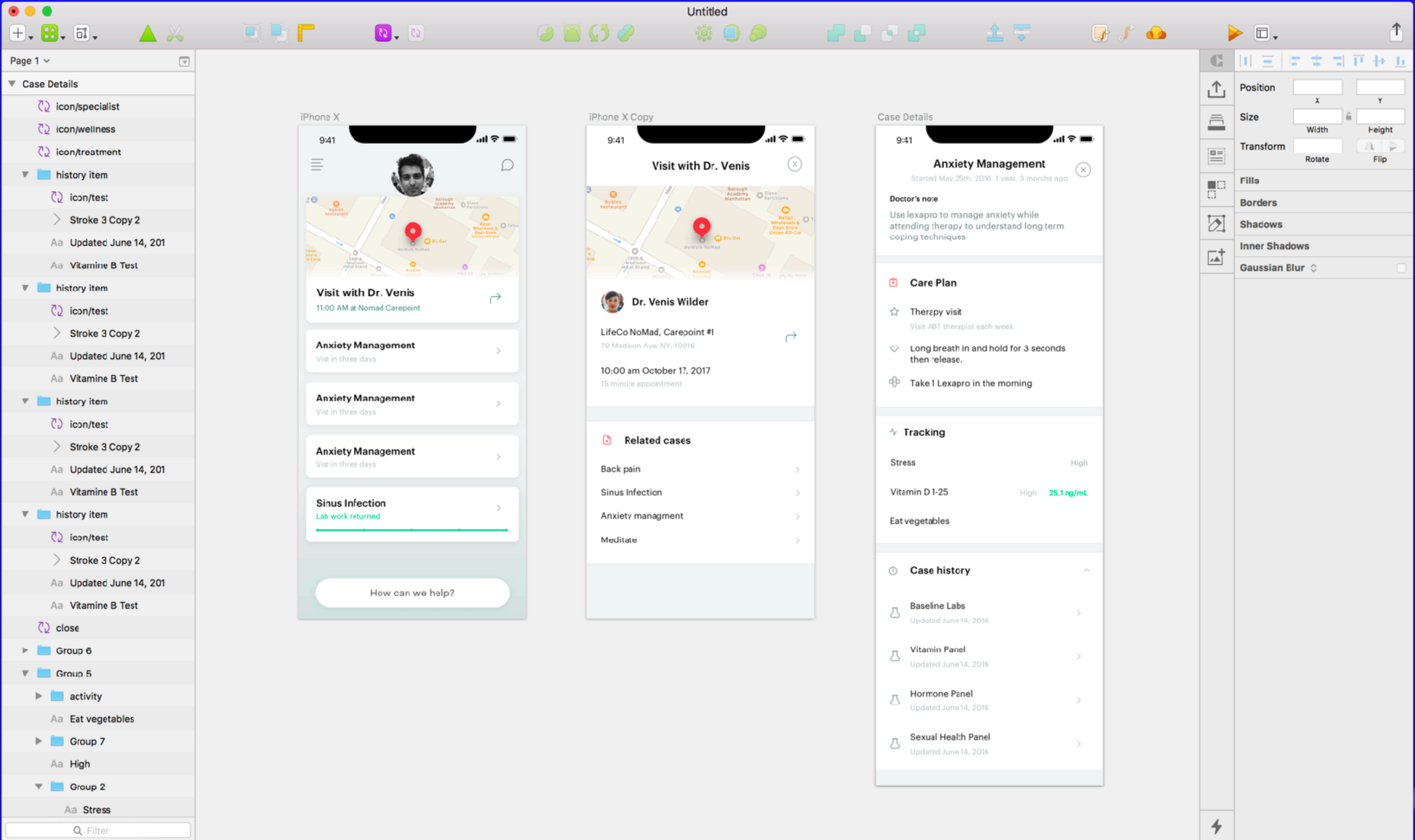
Gaussian Blur



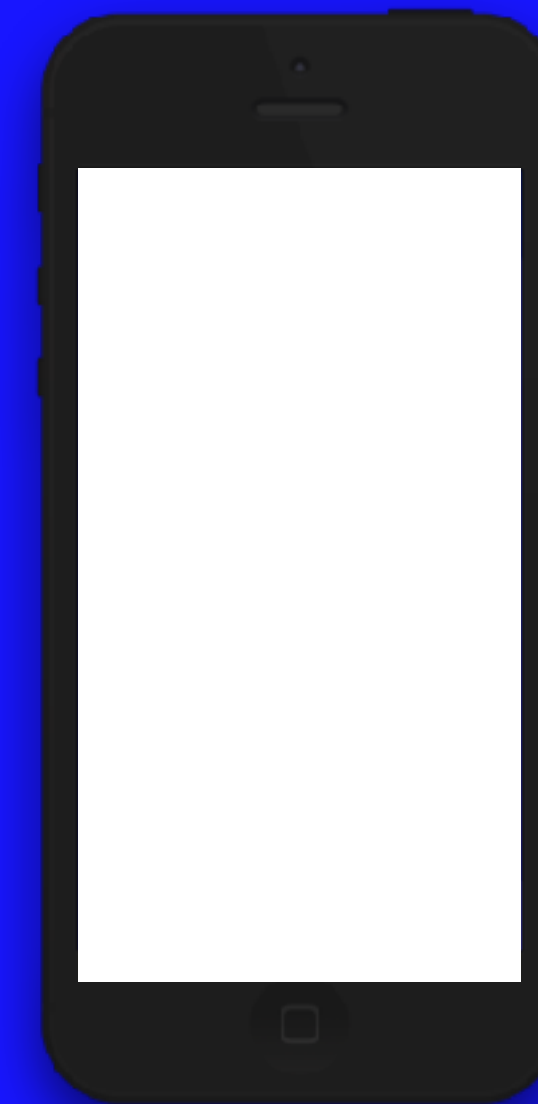
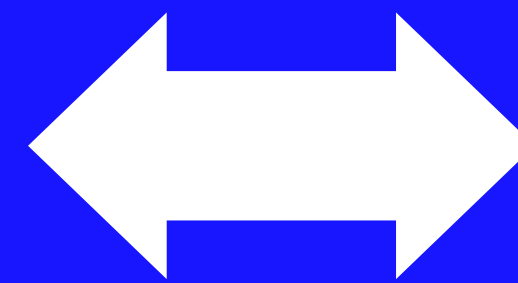
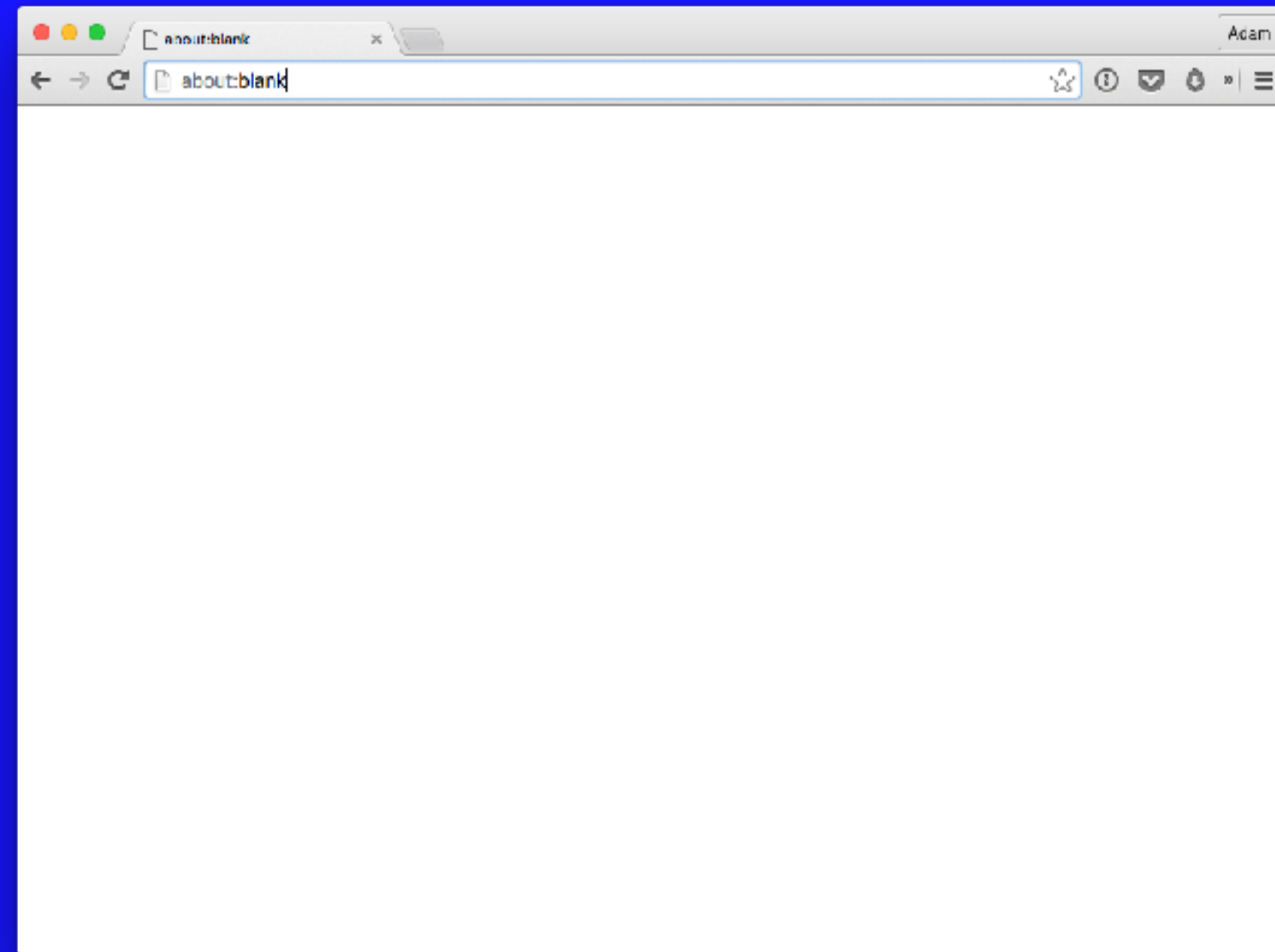








If your stuck, switch formats



On one screen longer than an hour?

Talk to someone about it

Bring it to class

Test it with a user



Using your system



Cause and effect

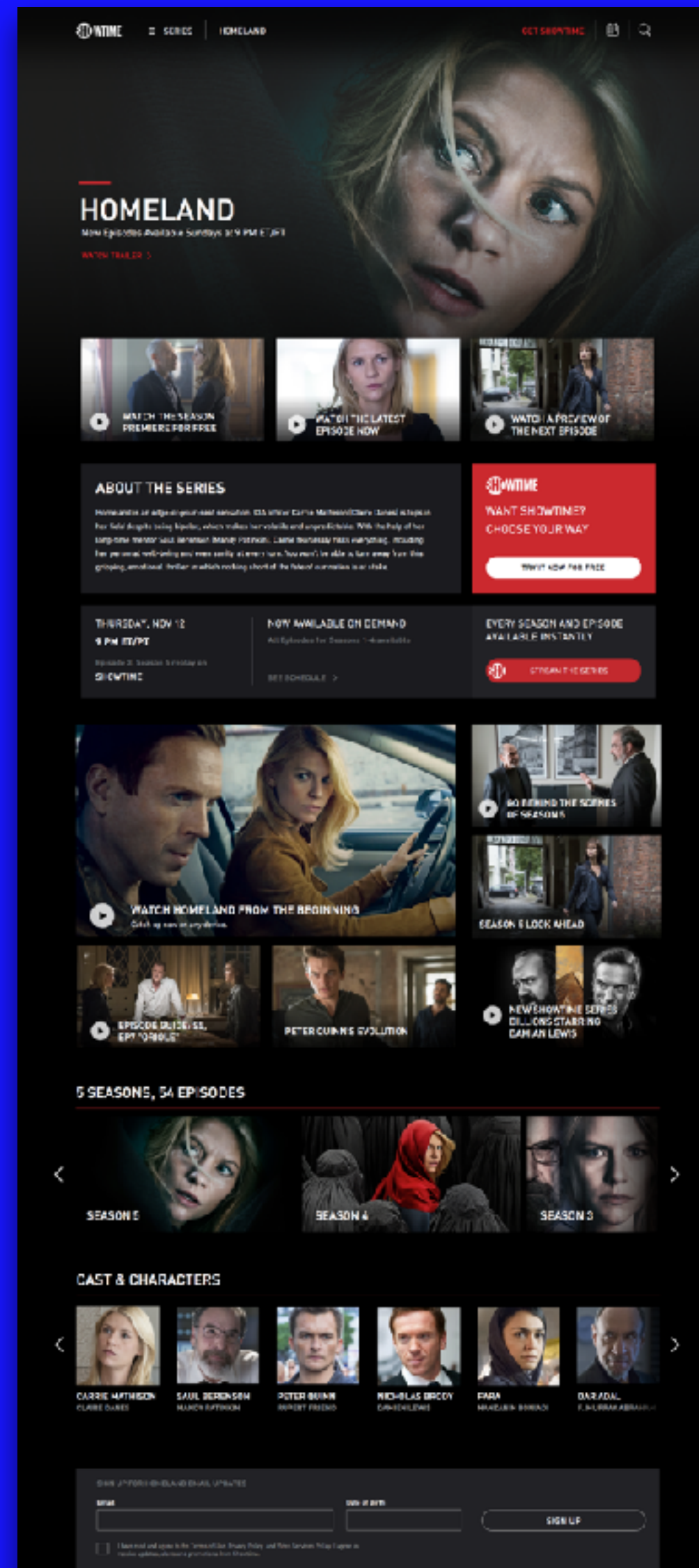
“This is similar to what I have over here”

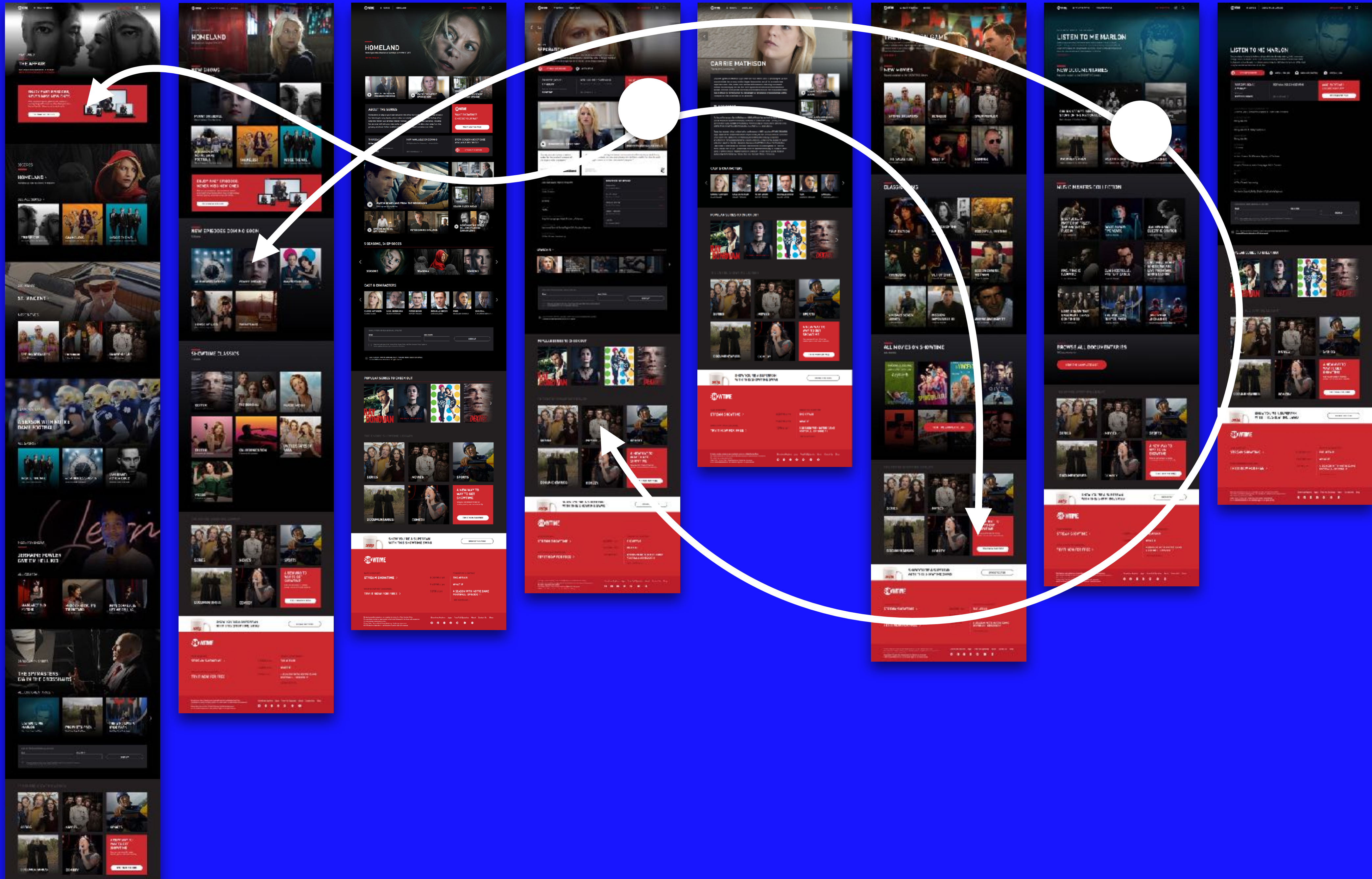
“If I change this a little it’ll work in two places”

“If I have these parts I can make this”



Apply your system





Repeat this process as you add pages

**Keep an eye out for what effects
older components**



Fine tune as you stress test

**The more places you try out a
component the faster you discover
how it needs to change**



No such thing as wasted time

**Making a component to only throw it away
means you've learned**



Don't teach twice

If you taught the user how to do something one place, don't change it



This is important for development too

It only needs to be built once



