

# DESIGN EYE FOR FRIGHTFUL UIs

AKA A PRIMER FOR OPEN SOURCE DEVELOPERS ON WORKING WITH DESIGNERS

PRESENTED BY

**Máirín Duffy**

Fedora Design Team Lead &  
Sr. Interaction Designer, Red Hat, Inc.



# Fedora's mission:

To lead the advancement of free & open source software and content as a collaborative community.

... Fedora consistently seeks to create, improve, and spread free/libre code & content.

How do we do that?

# We need design.

Question...  
How do we  
get it?



## TODAY'S TOPICS:

- #1** Figure out your story.
- #2** Prepare to share.
- #3** Attract designers' attention.
- #4** Negotiate.

# #1

Figure out your story.

Once upon  
a time, in a  
galaxy far, far  
away...

Tell me  
more!

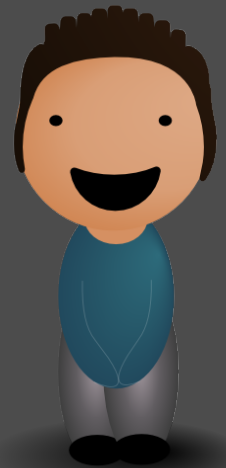


# What problem are you trying to solve?

(What's the "villian?")

It's too hard to get a network connection!

DAN WILLIAMS, circa 2004,  
RE: NETWORK MANAGER? :)





# What kind of help do you need?

## EXAMPLES:

### **EXISTING SOFTWARE**

“Users are complaining it's hard-to-use. I want to know how I can improve it for better usability.”

**Usability test & redesign with mockups.**

### **EXISTING SOFTWARE**

“My software is ugly and has bad icons. Can you make it pretty?”

**Icon design, logo design, maybe illustration.**

### **NEW SOFTWARE**

“I have a great idea, and I want to do it right with a designer at the beginning.”

**User research, Brainstorm, task analysis, mockups.**

### **NEW SOFTWARE**

“I want my software to do X, but I'm not sure how it should work. What do you think users will like?”

**User research, Brainstorm, task analysis, mockups.**

# What's your scope?

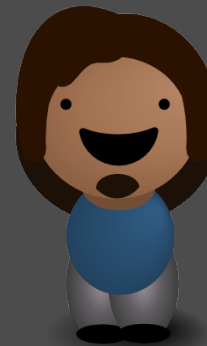
My server will have a admin CLI. The client will be a GTK+ app.



My web app will have an admin and end user UI.



My app is a small panel applet.



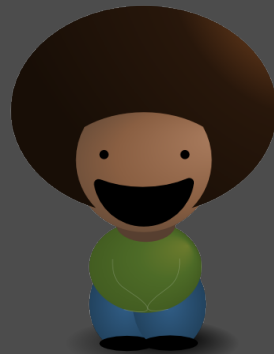
# Who is it for?



# Who is it for?

What's their technical experience?

I've been using computers for a long time but I'm not a programmer.



I just got my very own computer. I'm most comfortable using GUIs.



I'm pretty technical. I know perl and python and write scripts that use APIs to get my job done.




# Why use it?

What will they be able to accomplish with it?

How will it change their lives for the better?

# Where's the action?

Where should someone go to get involved?



We work on it together. We are in IRC during EU daylight hours.

We have a mailing list, too!

# #2

Prepare to share.

What are we  
preparing to  
share?

Our story,  
silly!



# Document your story

**#1** What problem are you trying to solve?

**#2** What is the scope of your project?

**#3** Who is it for?

**#4** What can they accomplish with it?

**#5** What design help do you need?

**#6** Where's the action?



# Write a top 5 task list

What are the 5 most important things users should be able to accomplish using this application?

# Top 5 Task List

- 1** I want to get a cool Fedora shirt or hat to wear around and show my support.
- 2** I want to hand out Fedora shirts, stickers, and other bling at a conference booth I am running.
- 3** I want to order Fedora bling I am paying for and ship it out to an ambassador to use.
- 4** I want lots of Fedora media to hand out at an install fest.
- 5** I want to design a cool new piece of Fedora bling and submit it to be considered.

# Prepare a demo

## **EXISTING SOFTWARE**

Sketch out your ideas and scan them in. Make a wiki page.  
Take screenshots of the features you like from other apps.

## **NEW SOFTWARE**

Make a screenshot slideshow.

Record a personal tour of the interface using screen capture.  
Create a pre-installed virtual machine for demoing.

Schedule a live demo using VNC.

Install a live test environment for folks to check out.

# Where's the action?

We work on it together. We are in IRC during EU daylight hours.

We have a mailing list, too!



# #3

Attract designers'  
attention.

You attract them  
and I will  
catch them!



Silly-head!  
That is NOT what  
she means! Put the  
net away!!

# Get the word out

Make a call-for-help blog post.

Create a ticket in the Fedora Design queue:

<https://fedorahosted.org/design-team/>

Send a note to the Fedora Design team:

[design-team@lists.fedoraproject.org](mailto:design-team@lists.fedoraproject.org)

# Designers are visual!

HELP ME

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PROJECT A

HELP ME



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PROJECT B

Ooh pretty pictures! Project B looks fun to work on!



# Designers aren't as technical as you!

MY PROJECT

My project is about ADSLRGq##\$ and @%#TLKT and it enables users to ##JKGJSGAKq and it is TRGDGTK#JHY# #KJT#K\$JY.

PROJECT A

MY PROJECT

My project is about LKEG54%q. That is a method of working with video on the computer. It also involves ESRLGTK#L\$KG. That means it works fast.

PROJECT B

I understand project B a lot better. I'll work on that one!





# Designers are pressed for time!

## MY TIMELINE

I have a grand vision that will obviously take years to achieve. I work slowly. There aren't many people helping me.

## PROJECT A

## MY TIMELINE

This project has a well-defined scope and I have a well-defined roadmap. I need help with the first phase. This is a 2 month project.

## PROJECT B

It looks like I'll have time to work on project B!



# Designers are pressed for time!

WHAT I NEED

I need design help. Look how bad this is. Oh my do I need design help. Help me. With design. Help.

PROJECT A

WHAT I NEED

I would like a usability test of feature A - it's new and I'm not sure how users are receiving it.

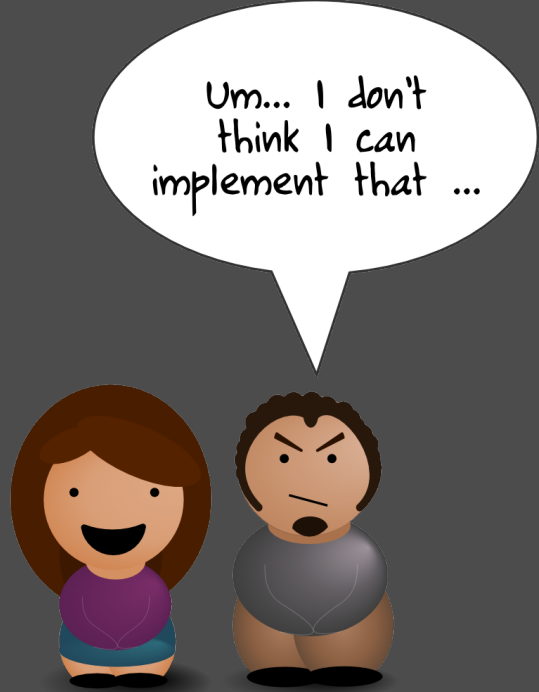
PROJECT B

It's clear what project B needs. I'll help them.



# #4

## Negotiate.

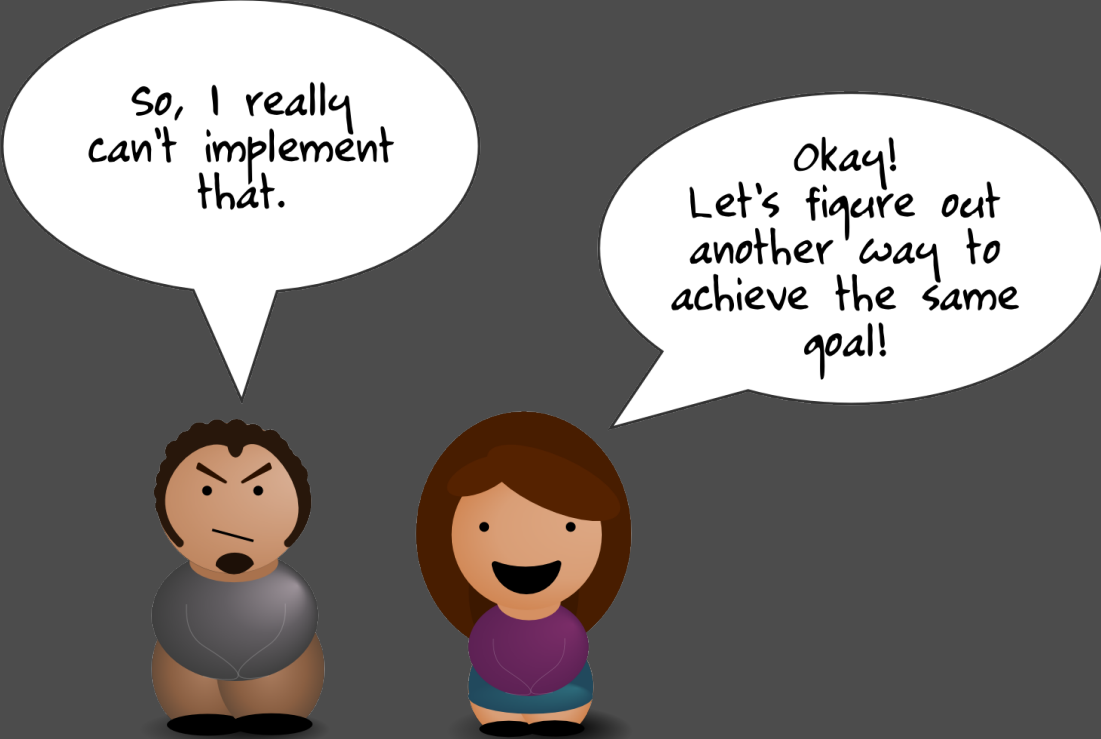


So, we really need a flashy clickable map that glows and pans and zooms...

Um... I don't think I can implement that ...

Developers are not designers.  
Be open-minded.

# Design is a conversation.



So, I really  
can't implement  
that.

Okay!  
Let's figure out  
another way to  
achieve the same  
goal!

# Design is a conversation.



So, I really  
can't implement  
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Okay!  
Let's figure out  
another way to  
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goal!

# The solution is in the middle.

There are tech constraints. I don't want to waste time/effort for something not needed.



REALITY

I want the best experience possible for the end users.



BLUE SKY

You'll need to backtrack.  
(this is perfectly normal.)

We'll build  
it this way...



**KNEE DEEP IN  
IMPLEMENTATION**

Is that really  
the best way?



**NOT UP TO SPEED**



Make clear and agree on work items.

MOCKUPS

USER INTERVIEWS

ICONS

OTHER ARTWORK

USABILITY PLANS

USABILITY TESTS

USABILITY ANALYSIS

And of course, time frames.

# Questions?

