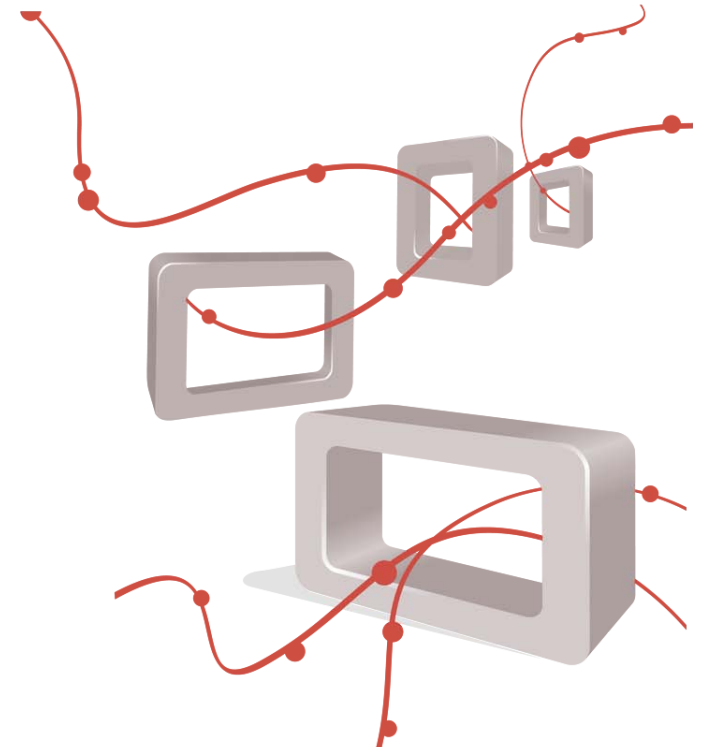


User eXperience^{Ru} 2011

From Paper to Product: Designing for Windows Phone

Megan Galbraith Donahue

October 6, 2011



FROM PAPER TO PRODUCT

designing for windows phone



MEGAN DONAHUE

senior design pm lead
windows phone design studio

WHY DO WE CARE ABOUT DESIGN?

verdanagate

ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdef
ghijklmnopqrstuvwx
yz1234567890
(.,!/?&\$£€)

Qa

ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdef
ghijklmnopqrstuvwx
yz1234567890
(.,!/?&\$£€)

Qa

FROM PAPER TO PRODUCT

designing for windows phone

- WHAT'S THE BIG IDEA?
- UNDERSTANDING METRO
- PUTTING PENCIL TO PAPER
- BRINGING IT TO LIFE

FROM PAPER TO PRODUCT

designing for windows phone

■ WHAT'S THE ~~THE~~ YOUR BIG IDEA?

■ UNDERSTANDING METRO

■ PUTTING PENCIL TO PAPER

■ BRINGING IT TO LIFE

WHAT'S THE BIG IDEA?

building apps we love

there's no shortage of good ideas

it comes down to execution

knowing what to build, how to build it,

then getting it out the door

WHAT'S THE BIG IDEA?

building apps we love

two paths to success

be cheap ... or **be different**



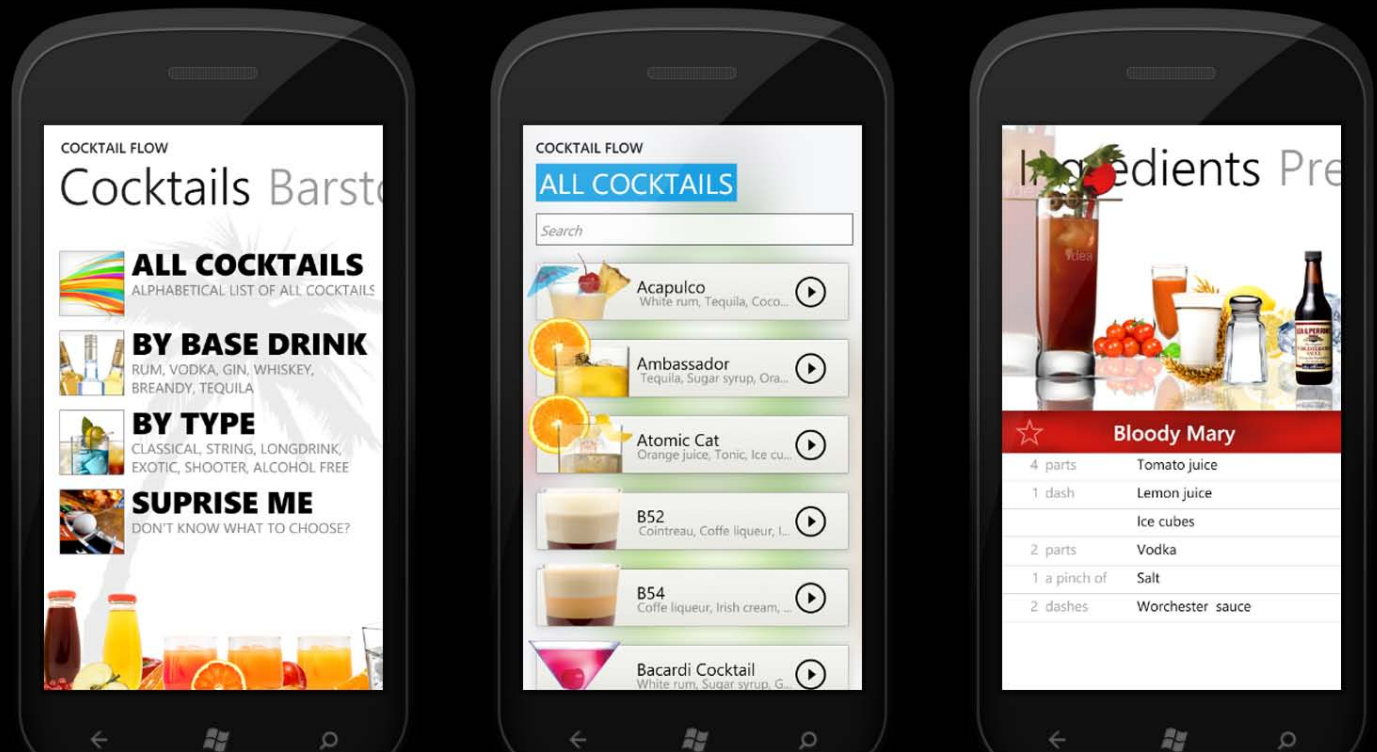
WHAT'S THE BIG IDEA?

red threads

personal

relevant

connected



IMAGINE

You are waiting for a train to arrive



REALIZE

Your phone brings the grocery store checkout to you



Tesco

WHAT'S THE BIG IDEA?

make them want

attract

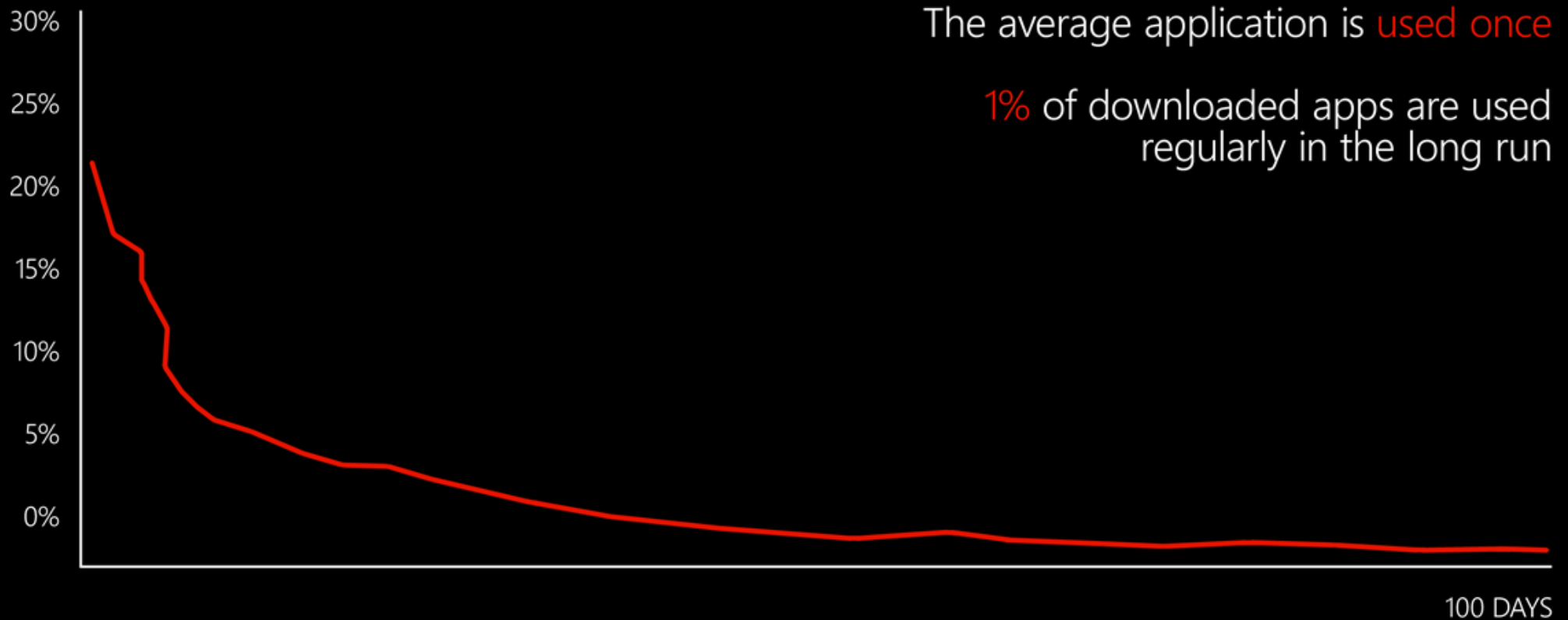
delight

retain



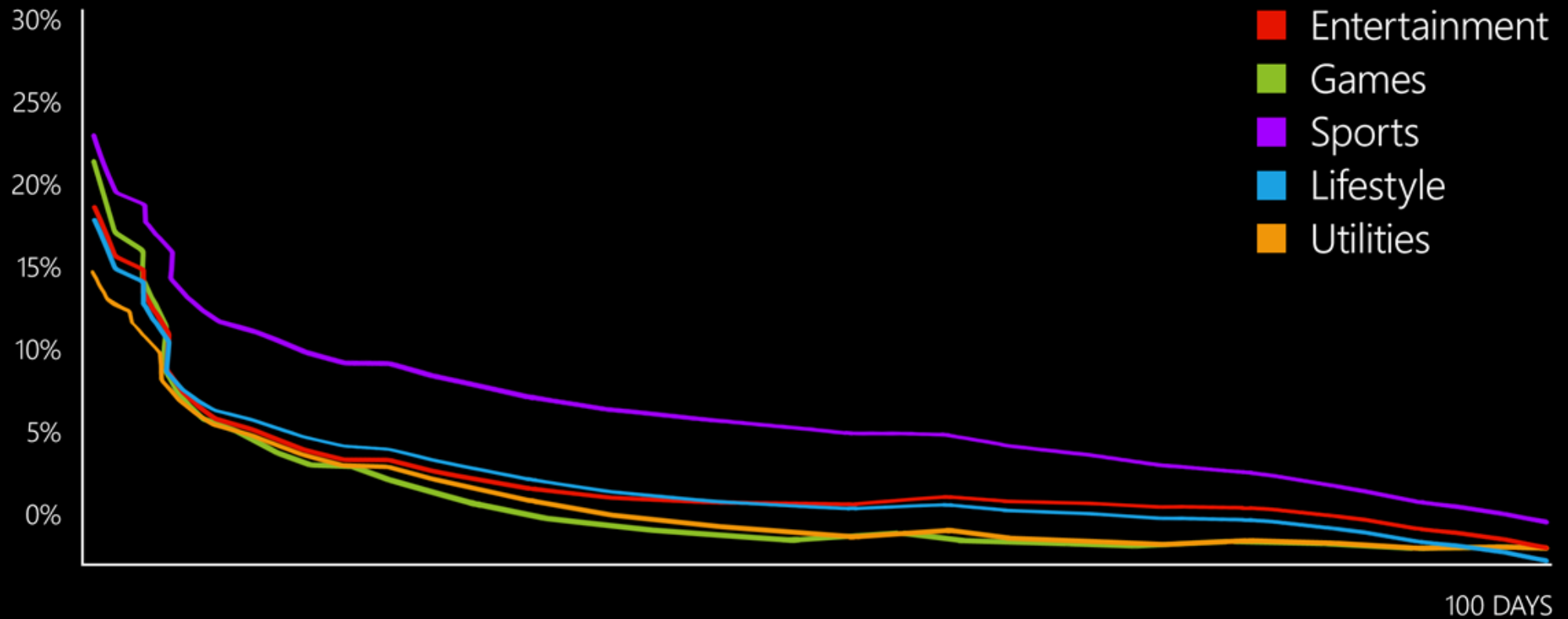
WHAT'S THE BIG IDEA?

app mortality



WHAT'S THE BIG IDEA?

app mortality



ASK THE HARD QUESTIONS

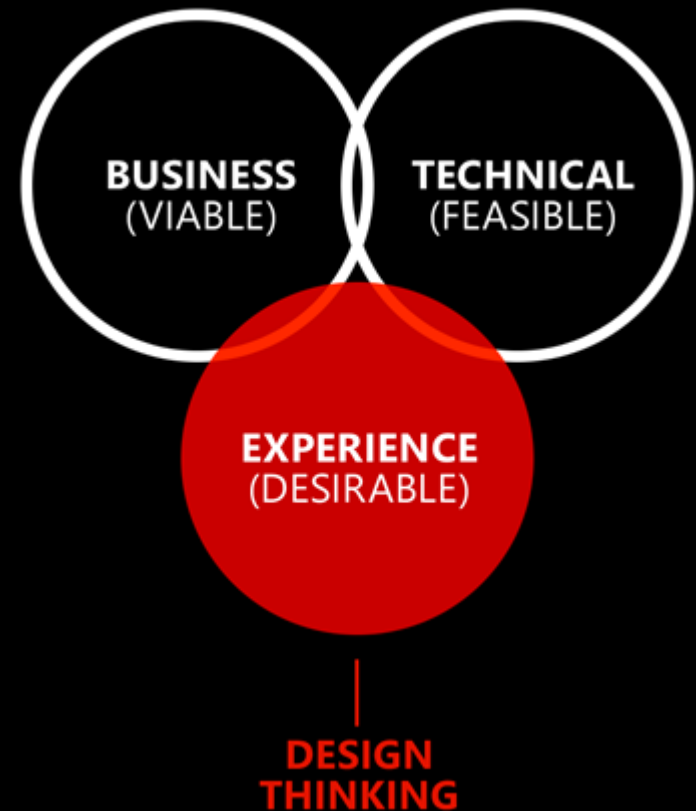
often and early

is it **useful?** **usable?** **desirable?**

strive to create something lasting &
meaningful

just because you can *build* it

doesn't mean anyone wants to *use* it



FRAMEWORK

know your user

identity

tasks

what
do I want
to be?

what
do I want
to do?

FRAMEWORK

be principled

what is your product vision?

what does your brand stand for?

write it down

*knows **who I am***

*let's me be **in control***

*is **predictable** & **understandable***

*is **safe** and **secure***

*puts my mind at **ease***

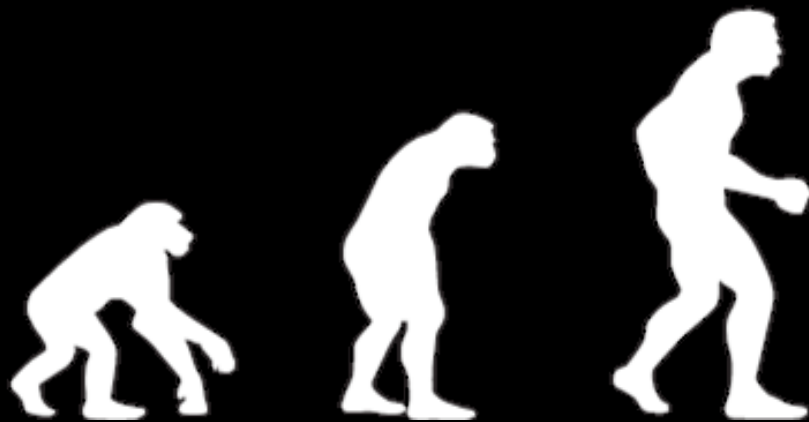
just works

THINK OUTSIDE THE BOX

more than a phone

encourage interaction with the world around us

context aware







IMAGINE

You settle into your seat in a movie theater.



REALIZE

Your phone is aware you're in a theater & goes in silent mode for you.

FROM PAPER TO PRODUCT

designing for windows phone

- WHAT'S THE BIG IDEA?
- UNDERSTANDING METRO
- PUTTING PENCIL TO PAPER
- BRINGING IT TO LIFE

UNDERSTANDING METRO

metro is our design language

modern and clean

fast and in motion

content & typography

UNDERSTANDING METRO

metro is our design language

it's entirely authentic

a different kind of phone



UNDERSTANDING METRO

confident evolution

inspired by the past



yearh yearh yearhs

top songs ↗

- Gold Lion
Show Your Bones
- Zero
It's Blitz!
- Skeletons
It's Blitz!
- Soft Shock
It's Blitz! (Deluxe Edition)
- Maps
Fever To Tell (Bonus Tracks)

playlists ↗

- Break-up Songs
Mixtapes
- Gurrrr! Power
Mixtapes
- Wonder Twins Activate
Mixtapes

yearh yearh yearhs
SMART DJ

tour dates ↗
more at zune.net ↗
mixview 📺

ALBUMS	SONGS	YEAR	MOST PLAYED	TITLE	APPEARS ON
		2009			
		2009			
		2009			
		2009			
		2009			

Mercury
1:21

The screenshot displays the Windows 8 Start screen, which is a collage of various Lady Gaga album covers and promotional images. The background includes covers for 'The Fame', 'The Fame Monster', 'Born This Way', 'Artpop', and 'Joanne', as well as promotional images for 'The Cherrytree Sessions' and 'Poker Face'. Overlaid on the right side is a music player interface for 'Poker Face' by Lady Gaga. The interface includes a play button, the song title, the artist name, and a list of other songs from the album: 'I Kissed A Girl', 'Quicksand', 'Untouched', 'The Way I Are', and 'Paper Planes'. At the bottom of the player, there are controls for volume, play/pause, and a 'SHOW ZUNE PASS CONTENT' button. The time 01:25 is displayed in the bottom left corner.

music library

▶ play all

albums by year

◀ albums by title

▶ albums by artist

artists

songs

genres



100th Window

Massive Attack

9 tracks 72:36 2002

1 | 201

UNDERSTANDING METRO

moving forward

Inspired by our content

people, places, the world around us



weather



web local media

Seattle, WA forecast
Currently: Snow

❄️ 28°

Mon	Tue	Wed	Thu	Fri
☁️	☁️	☁️	☁️	☀️
35°	46°	71°	89°	102°
26°	23°	42°	66°	66°

Data provided by iMap Weather in fahrenheit

Seattle [Weather](#) Forecast and Conditions

Seattle [weather](#) forecast and [weather](#) conditions. Today's Seattle [weather](#) plus a 36 hour forecast and Doppler radar from [weather.com](#) [www.weather.com](#)

Seattle [Weather](#) Forecast

[Weather](#) Underground provides [weather](#) information for worldwide locations, including current conditions, hourly forecasts, radar, and the [www.seattleforecast.com](#)

NOAA's National [Weather](#) Service

National [Weather](#) Service Home page. The starting point for official government [weather](#) forecasts, warnings, meteorological products for all. [www.weather.gov](#)

see more web results

news

Seattle -area rush hour snowy, cold, slow

SEATTLE Snowy [weather](#), subfreezing temperatures and gusty winds have turned the Seattle area's Monday evening commute into a slow, frustrating Tri-City Herald - 1 day ago

Seattle Humane: Helping Others

Snowy [weather](#) recently forced pet owners to take extra care when walking their dogs. The cold [weather](#) has forced many to shorten their trips and Seattle Post Intelligencer - 49 minutes ago

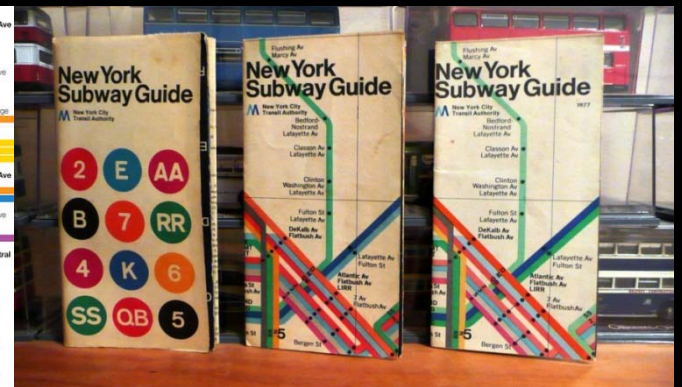
Severe [weather](#), shelters open
Seattle's mean, cold streets

UNDERSTANDING METRO

a phone on a journey

inspired by transportation graphics

an international language of way-finding







UNDERSTANDING METRO

built on principles

clean, light, open, fast

celebrate typography

alive & in motion

content not chrome

authentically digital



UNDERSTANDING METRO

built on principles

clean, light, open, fast

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content not chrome

authentically digital

BUILT ON PRINCIPLES

clean, light, open, fast

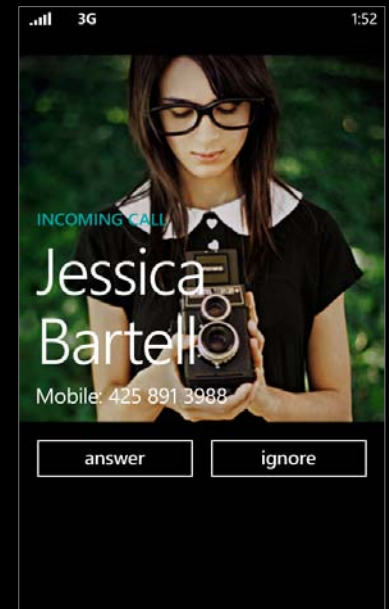
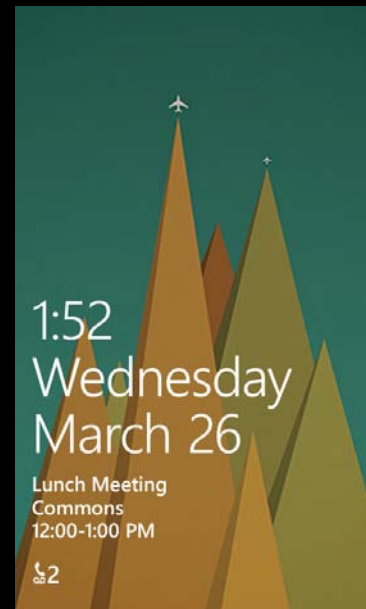
fierce reduction of unnecessary elements

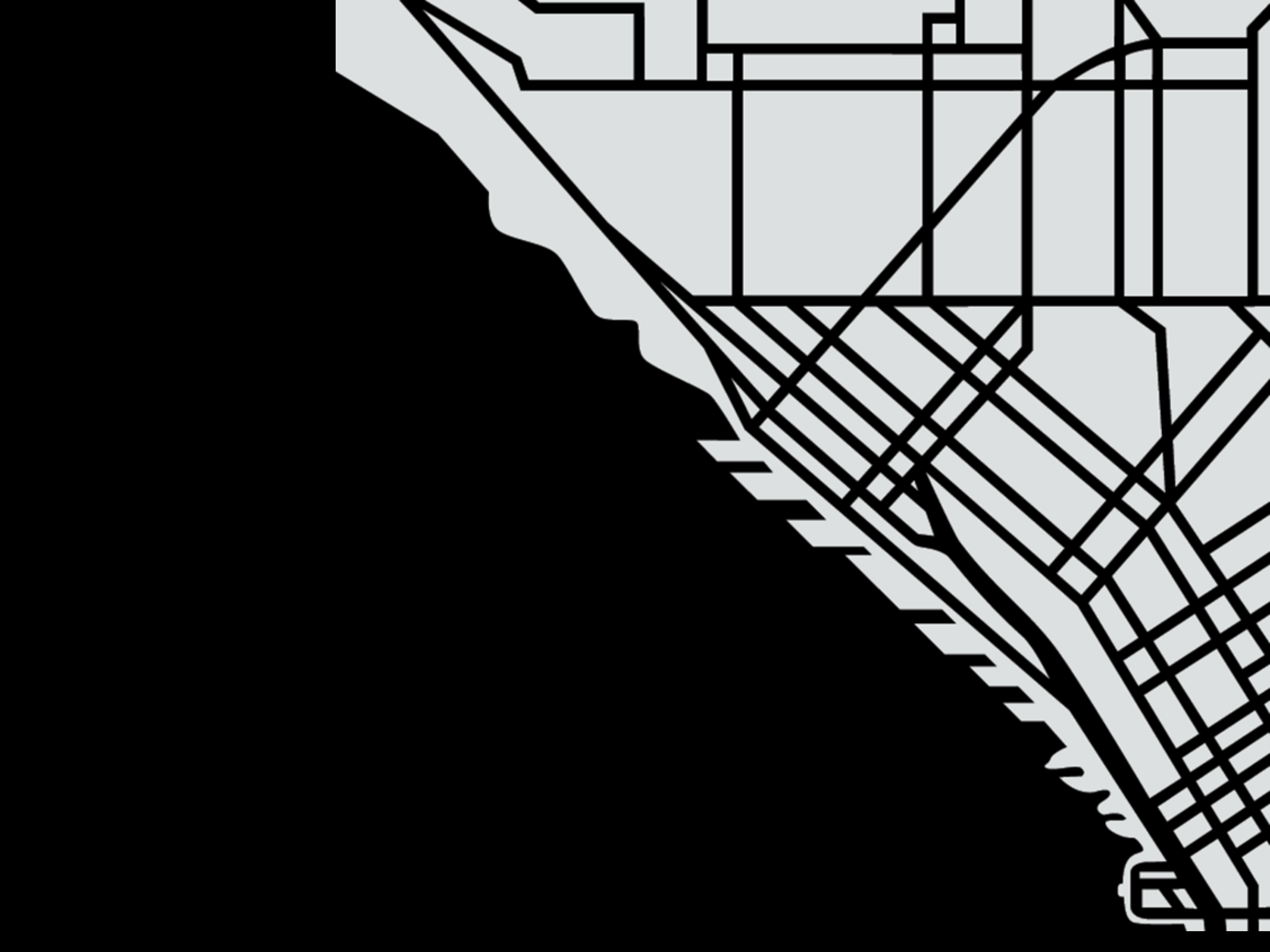
focus on primary tasks

do a lot with very little

delightful use of whitespace

full bleed canvas





CLEAN, LIGHT, OPEN, FAST

designing to a grid

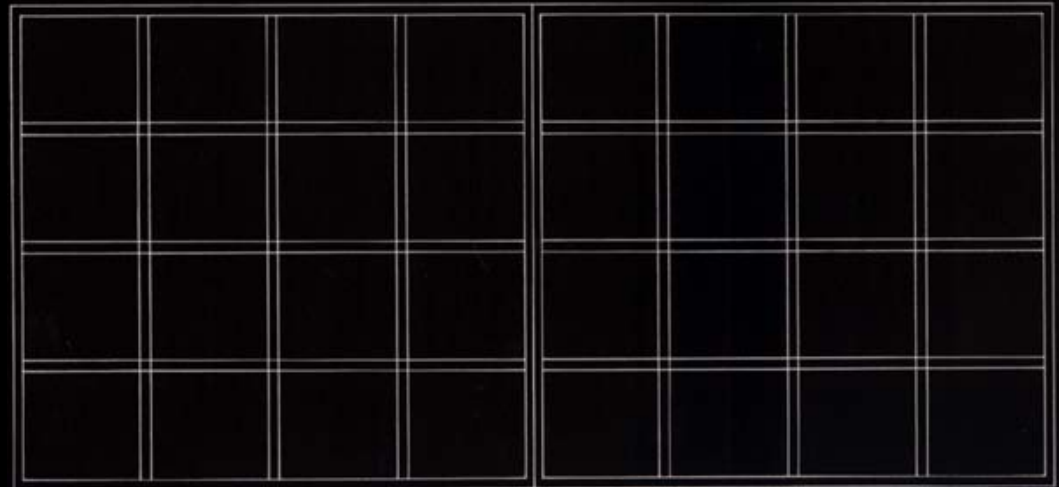
visual balance

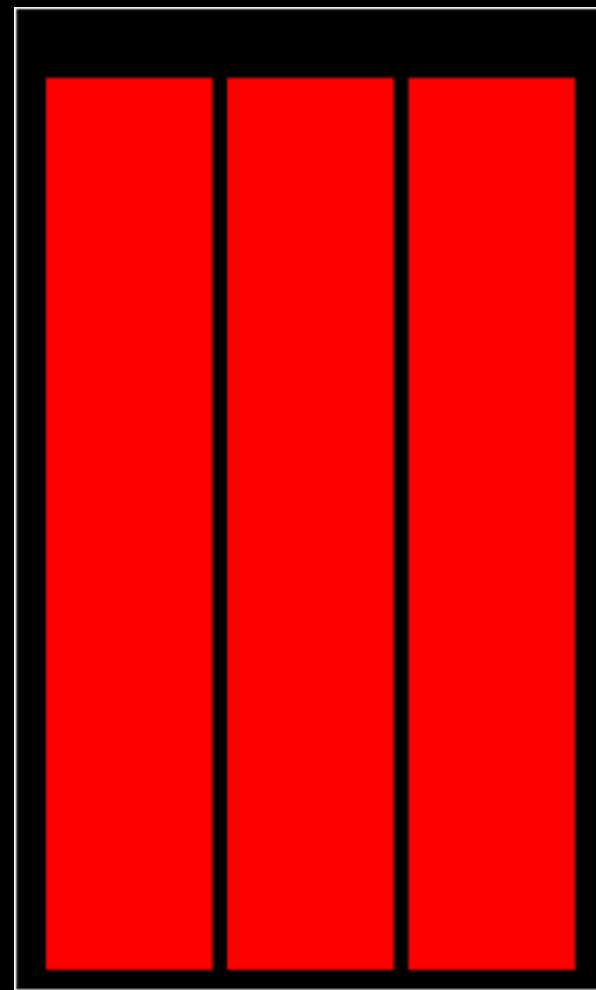
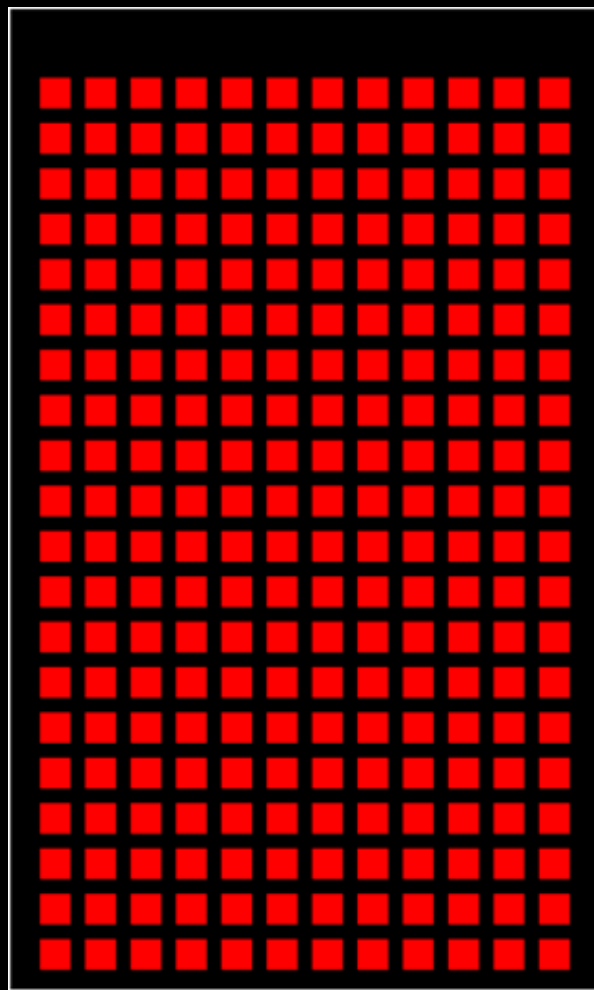
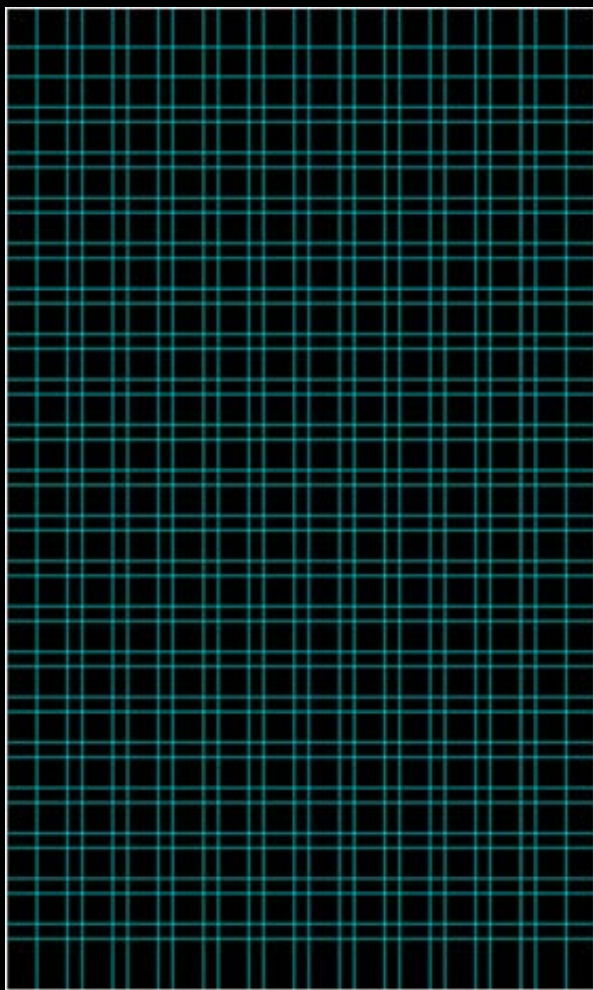
composition

form

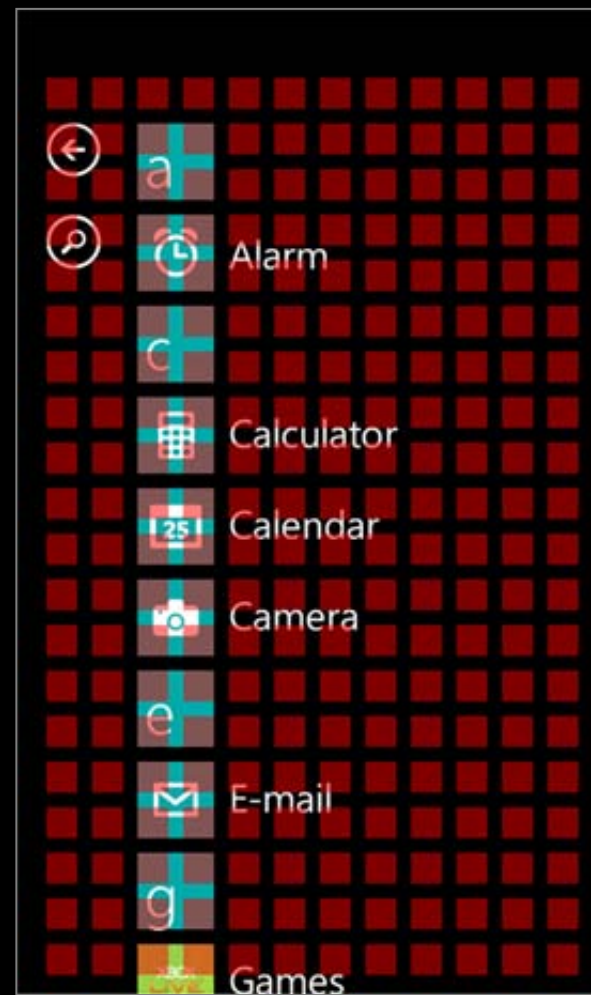
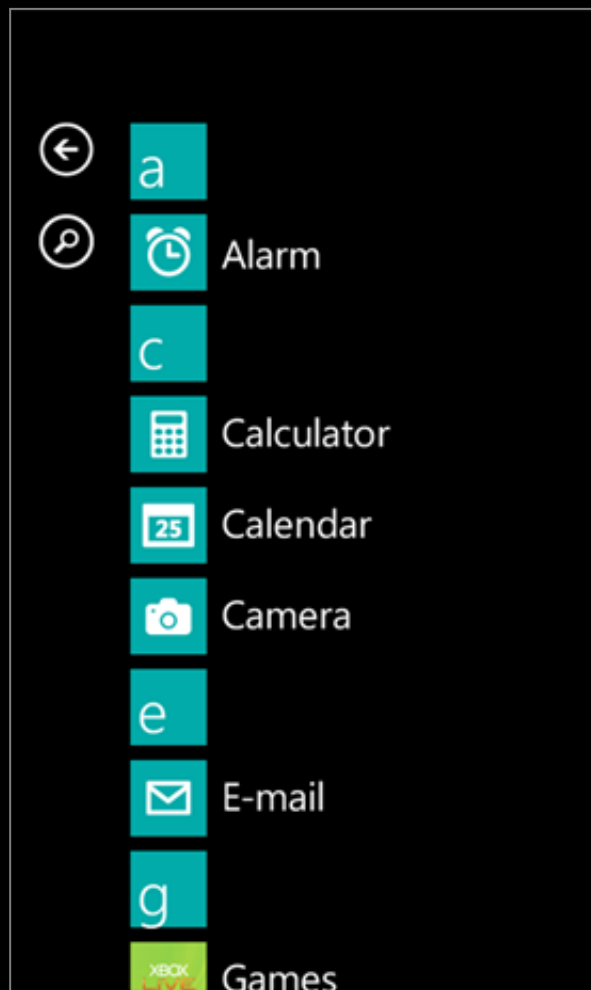
line

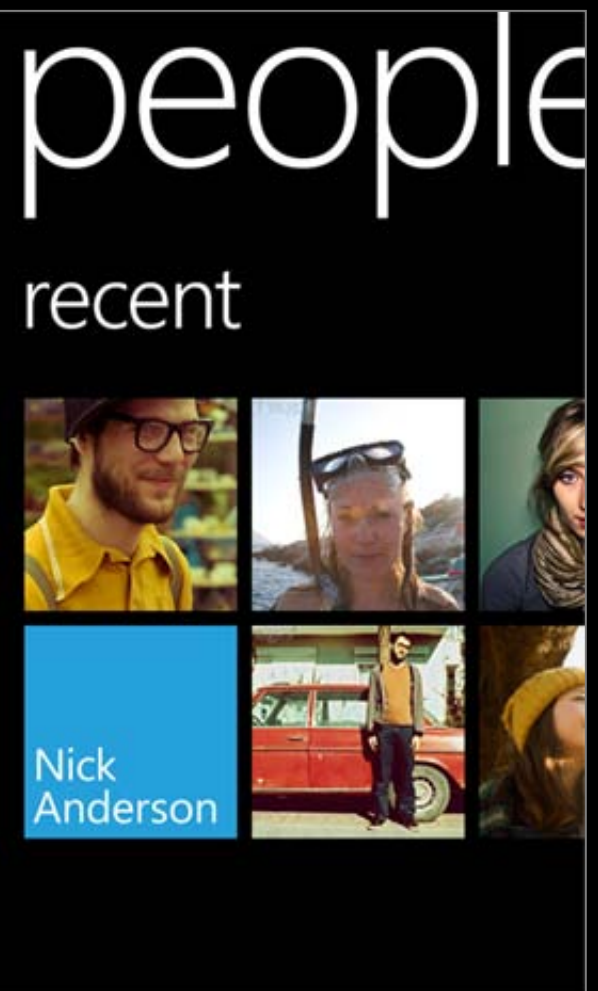
draw the eye











MUSIC

albums songs p



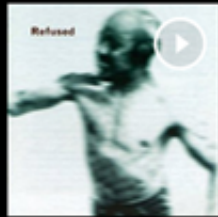
Red Medicine

Fugazi



De-Loused in
the Comatorium

The Mars Volta



Songs to Fan
the Flames of D

Refused



Marriweather

MUSIC

albums songs p



Red Medicine

Fugazi



De-Loused in
the Comatorium

The Mars Volta



Songs to Fan
the Flames of D

Refused

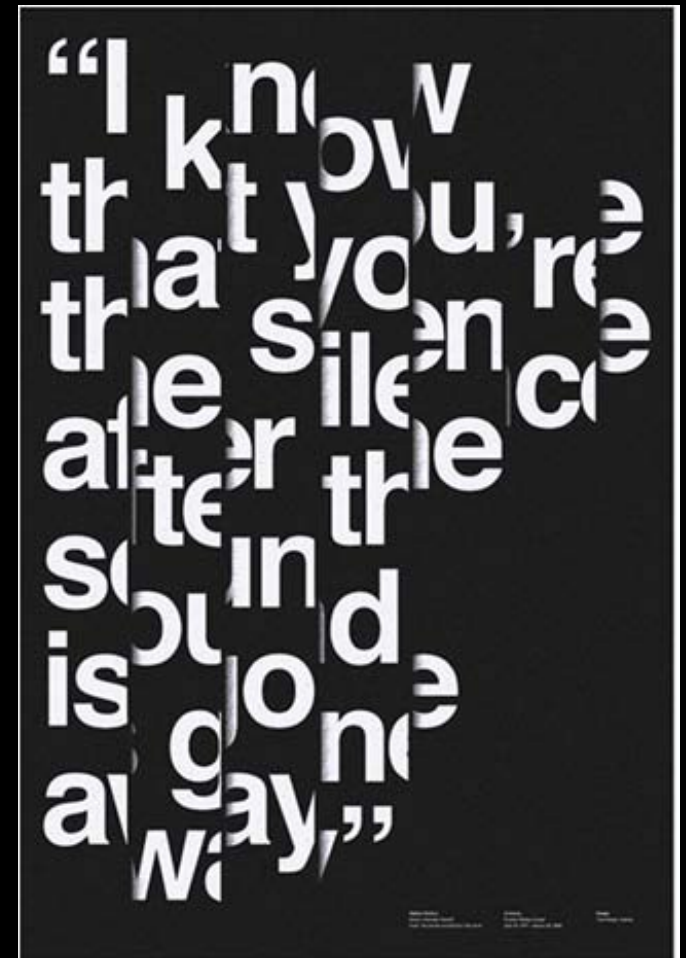


Marriweather

CLEAN, LIGHT, OPEN, FAST

designing to a grid

a guide not a rule



UNDERSTANDING METRO

built on principles

clean, light, open, fast

celebrate typography

alive & in motion

content not chrome

authentically digital

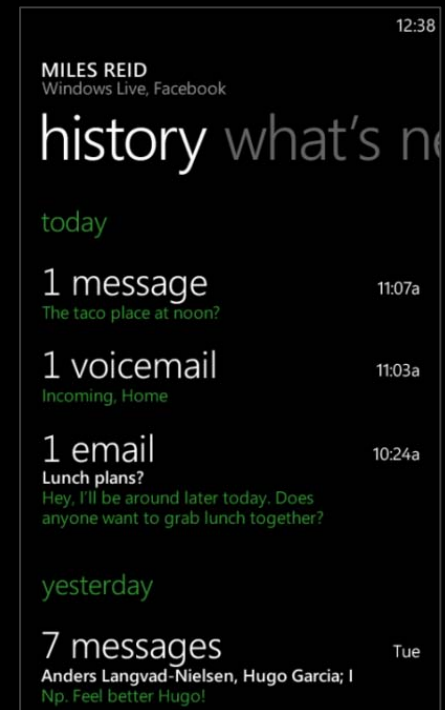
BUILT ON PRINCIPLES

celebrate typography

sensitivity to weight, balance and scale

beautiful, not just legible

clear, straight-forward



A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r

s t u v w x y z

1 2 3 4 5 6 7 8 9 0

CELEBRATE TYPOGRAPHY

beautiful not just legible

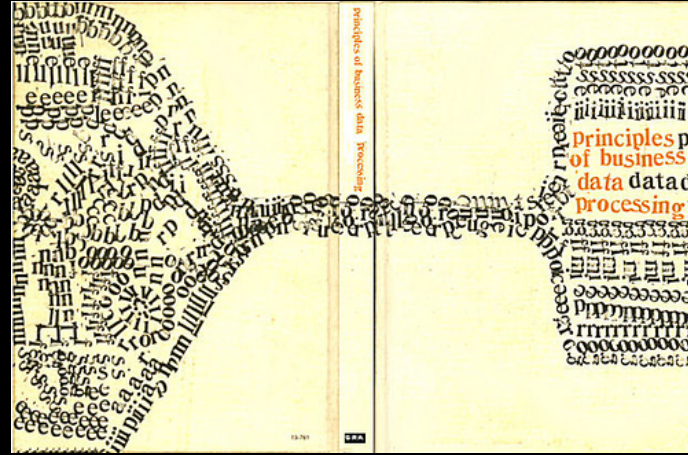
some type is meant to be seen

not read

like couture clothing on the runway



hundreds of
times during
my workshop
others
assess
functions
of
society



CELEBRATE TYPOGRAPHY

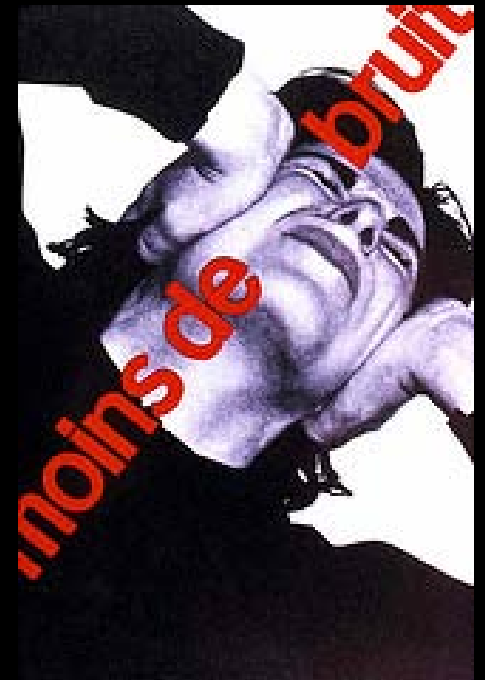
mind your p's and q's

attention to detail

“the public has an awareness and an
opinion

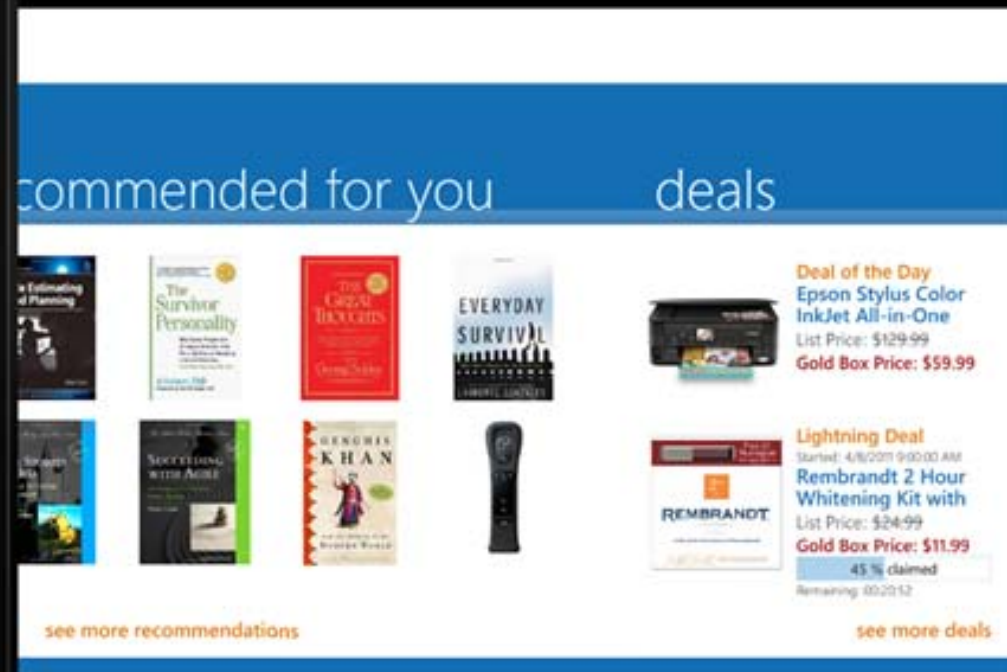
on the everyday appearance of words”

- just my type, a book about fonts, pg 15



CELEBRATE TYPOGRAPHY

express you



UNDERSTANDING METRO

built on principles

clean, light, open, fast

celebrate typography

alive & in motion

content not chrome

authentically digital

BUILT ON PRINCIPLES

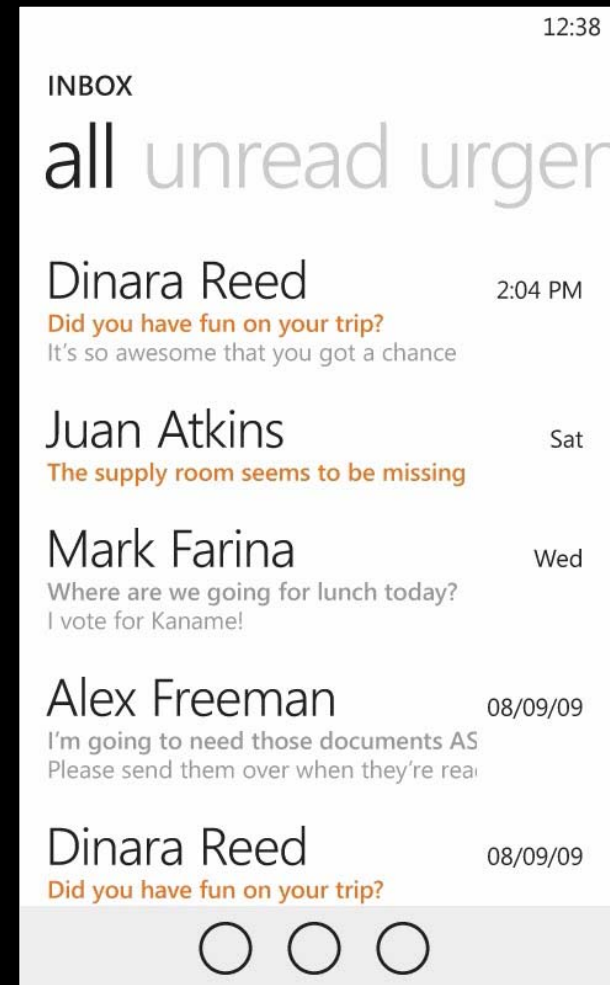
alive and in motion

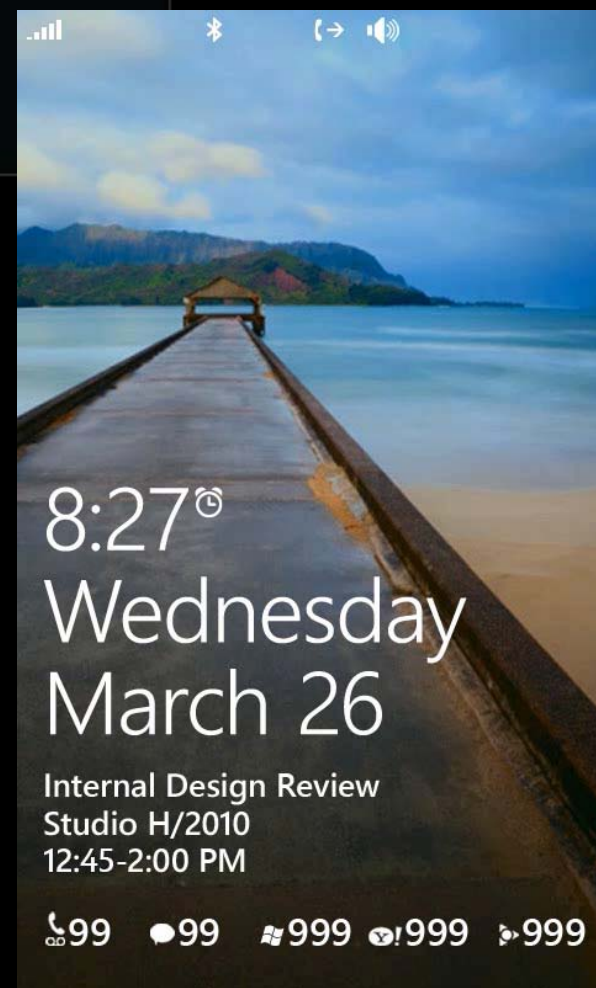
responsive and alive

creates a system

gives context to improve usability

adds dimension and depth





ALIVE AND IN MOTION

it's me, not you

it's about the content, not how you got there

light

fast

delightful

doesn't get in the way

ALIVE AND IN MOTION

tricks of the eye

it doesn't matter how long an animation takes,
it's how long you THINK it takes

under 500ms is instant

not what you thought you saw

consistent, quick motion

use easing to your advantage



ALIVE AND IN MOTION

get a move on

establish physics that users can relate to

gravity is always the same

transitions are directional

enter, exit, forward, backward



ALIVE AND IN MOTION

get a move on

create the mental model of where items live

if it didn't change don't move it

entertain me

ALIVE AND IN MOTION

turnstile

for changing spaces

the biggest move

app to app



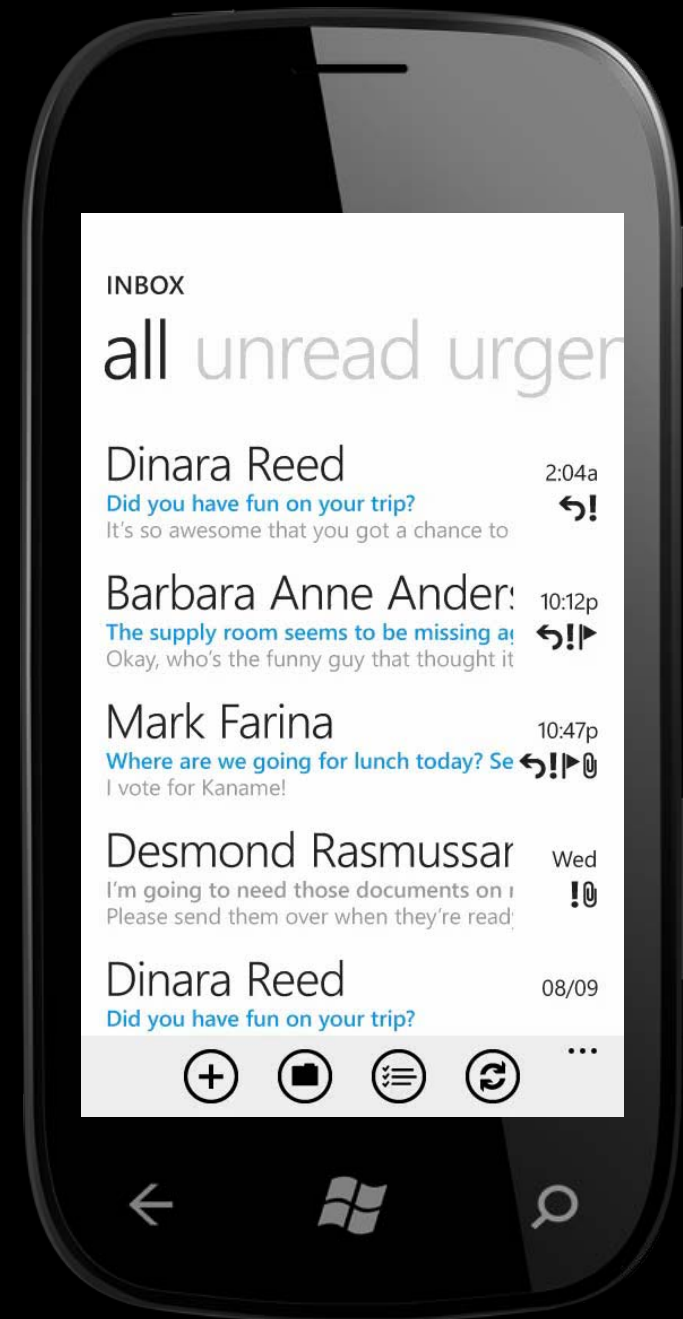
ALIVE AND IN MOTION

continuum

lighter weight

for drilling in

sense of one space



ALIVE AND IN MOTION

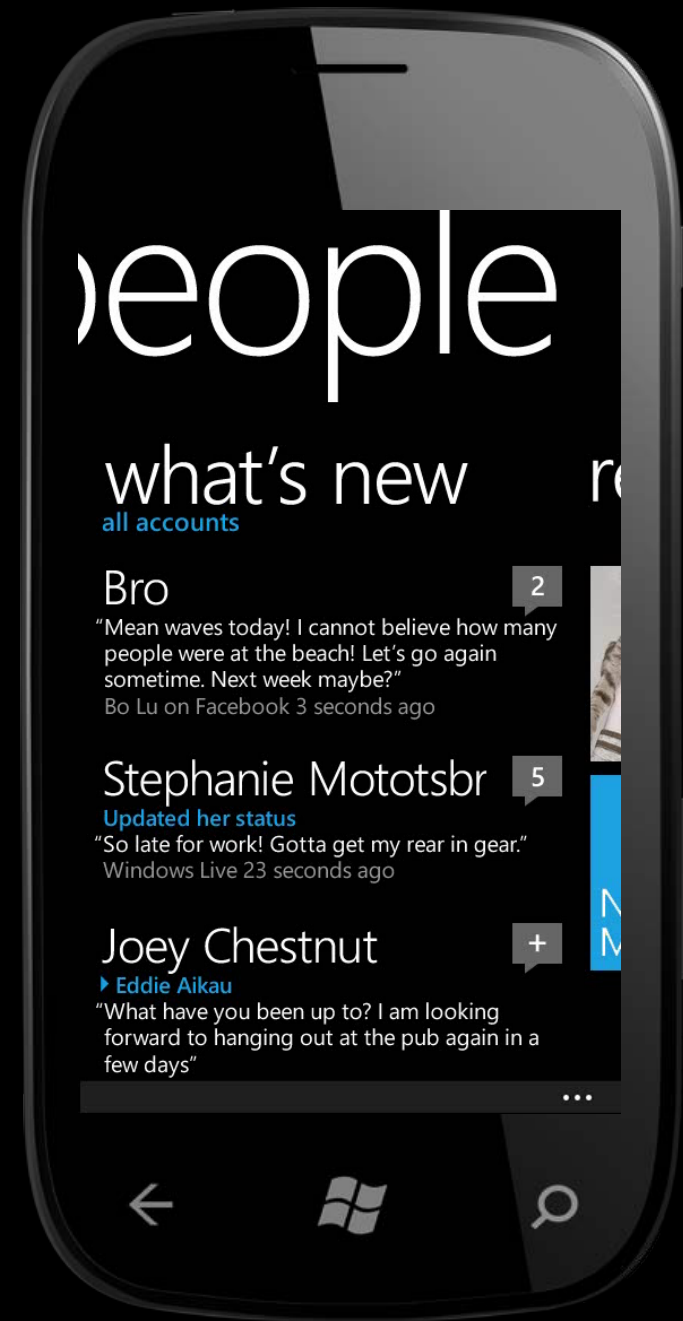
slide

conceptual dead end

doesn't leave the space

doesn't drill

in and out quickly

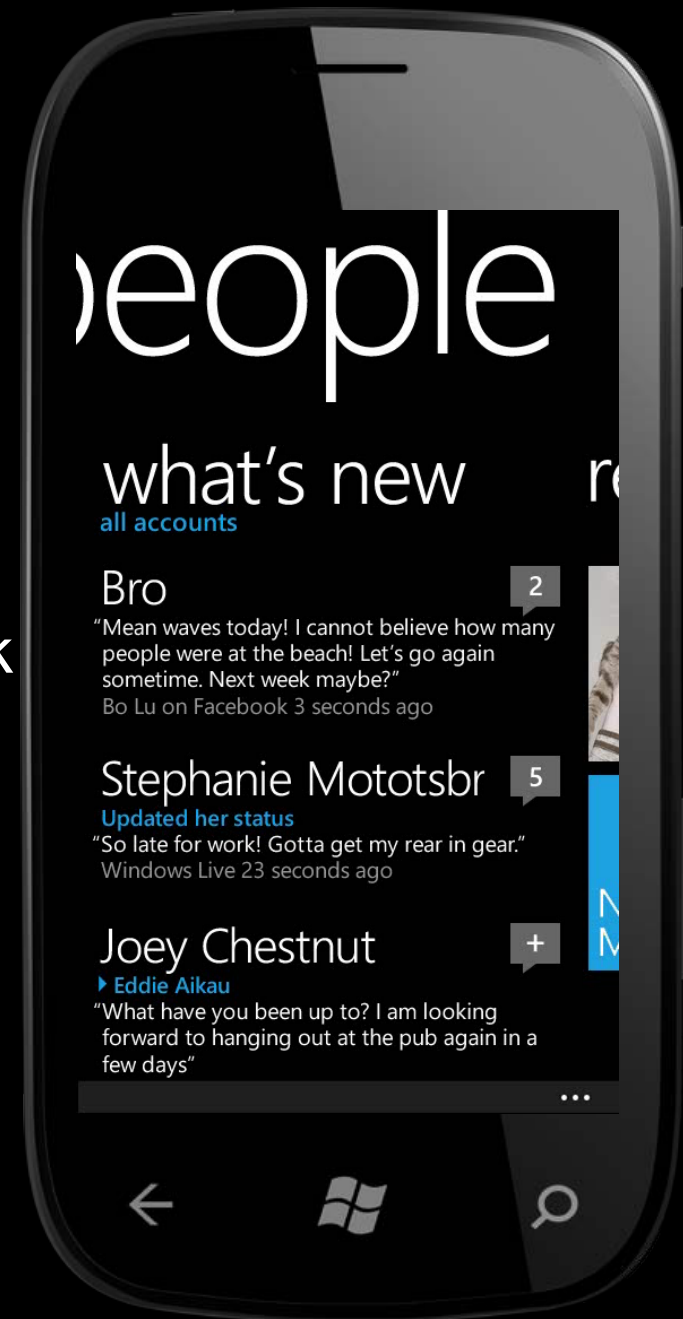


ALIVE AND IN MOTION

swivel

interruptions like dialogs or pickers

won't take the user away from their task



UNDERSTANDING METRO

built on principles

clean, light, open, fast

celebrate typography

alive & in motion

content not chrome

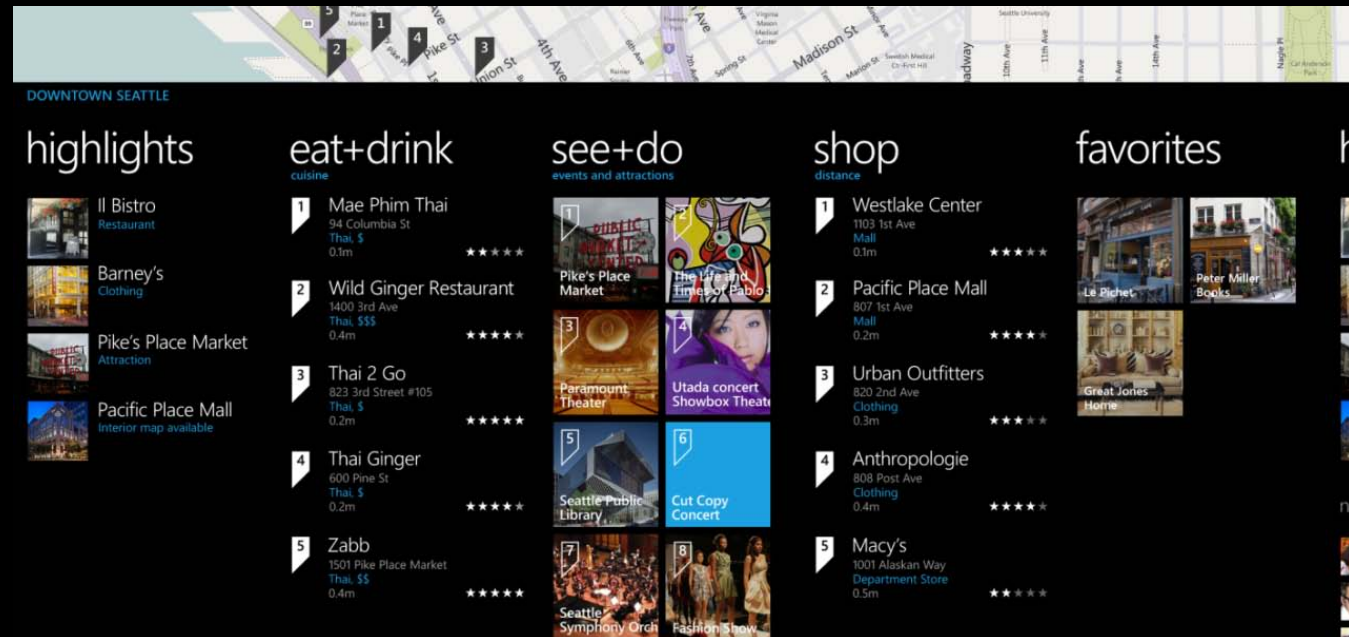
authentically digital

BUILT ON PRINCIPLES

content not chrome

delight through content instead of decoration

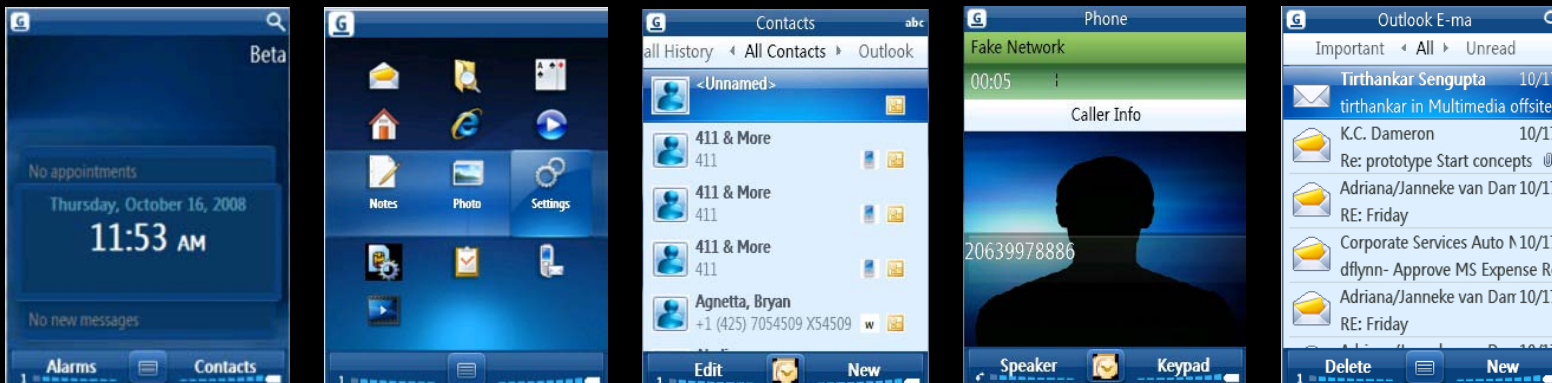
direct interaction with the content



CONTENT NOT CHROME

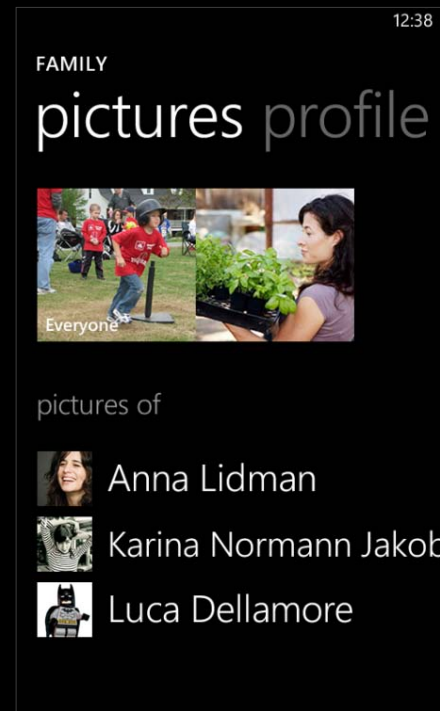
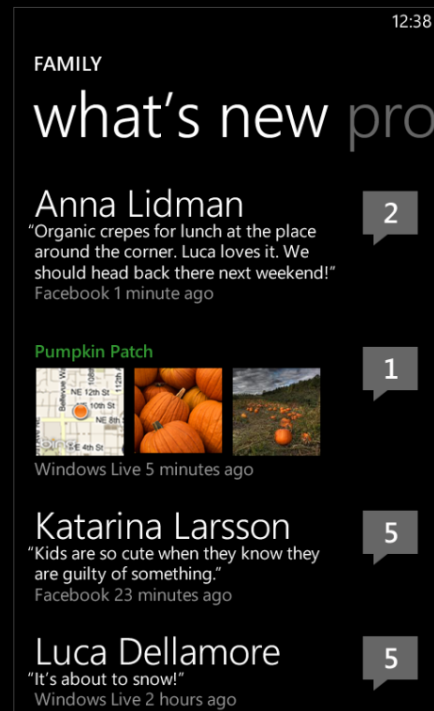
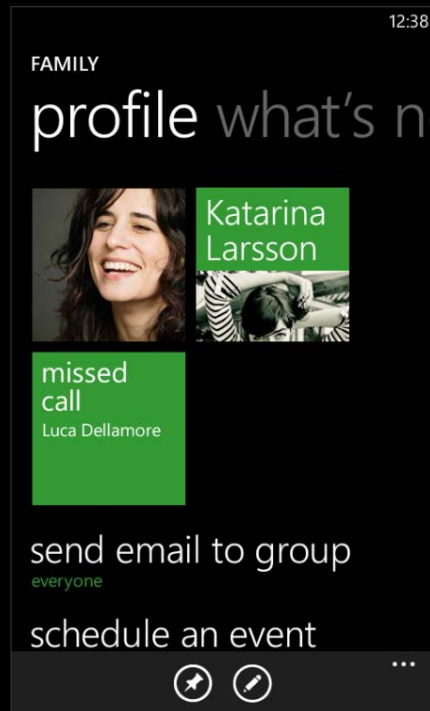
reduce unnecessary elements

revisiting



reduce unnecessary elements

in order to move forward

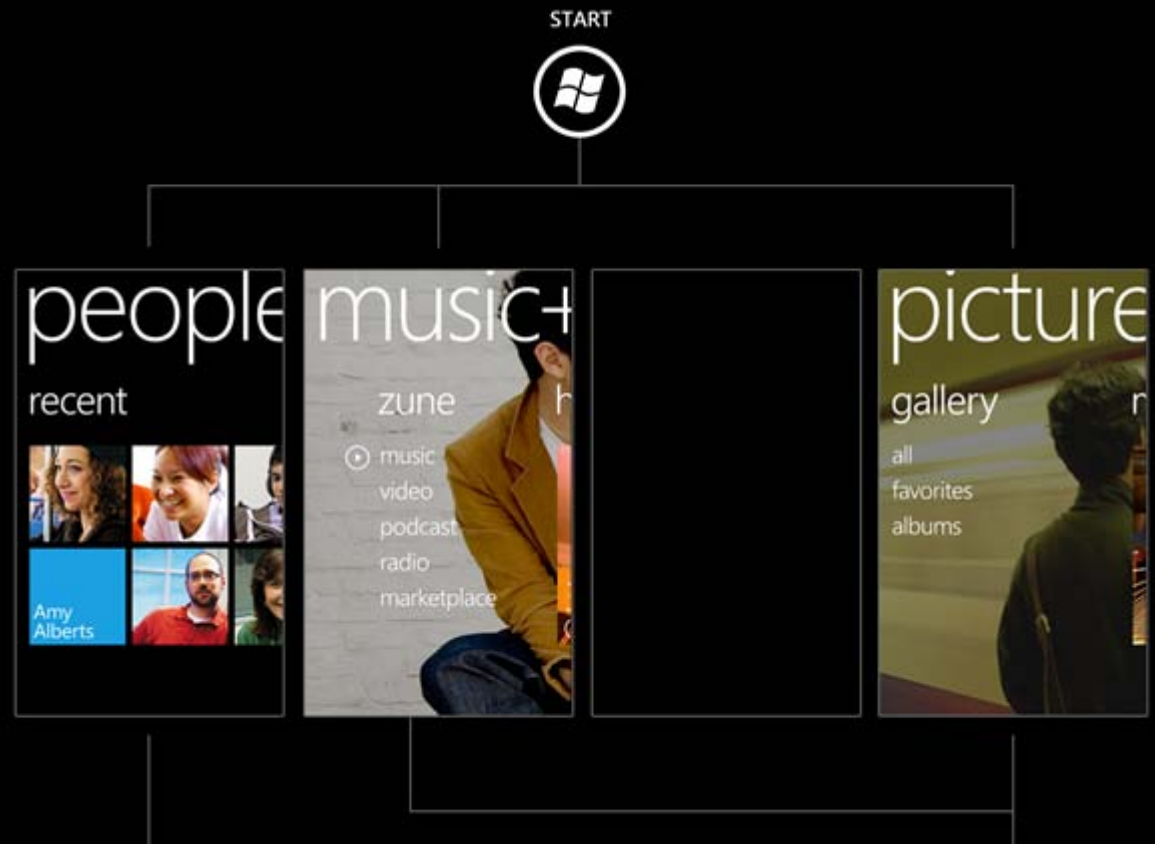


CONTENT NOT CHROME

integrated experiences

content is relevant
and related

weaving your way
through



CONTENT NOT CHROME

integrated experiences

but also

task-oriented

can enable efficiency

or exploration



UNDERSTANDING METRO

built on principles

clean, light, open, fast

celebrate typography

alive & in motion

content not chrome

authentically digital

BUILT ON PRINCIPLES

authentically digital

away from replication of real world objects

freedom from restraints that existed due to hardware
limitations

embracing the medium

contextual awareness



AUTHENTICALLY DIGITAL

from iconographic

moving away from

real world objects a metaphors

hyper-realism

translating from analog to digital

our digital *stuff*



AUTHENTICALLY DIGITAL

to infographic

and towards

content represented as it exists

assumed interaction

augmentation with relevant data

our digital *selves*



AUTHENTICALLY DIGITAL

direct manipulation

buttery smooth touch

real-world physics

no lag

no stutter



AUTHENTICALLY DIGITAL

intuitive user interfaces

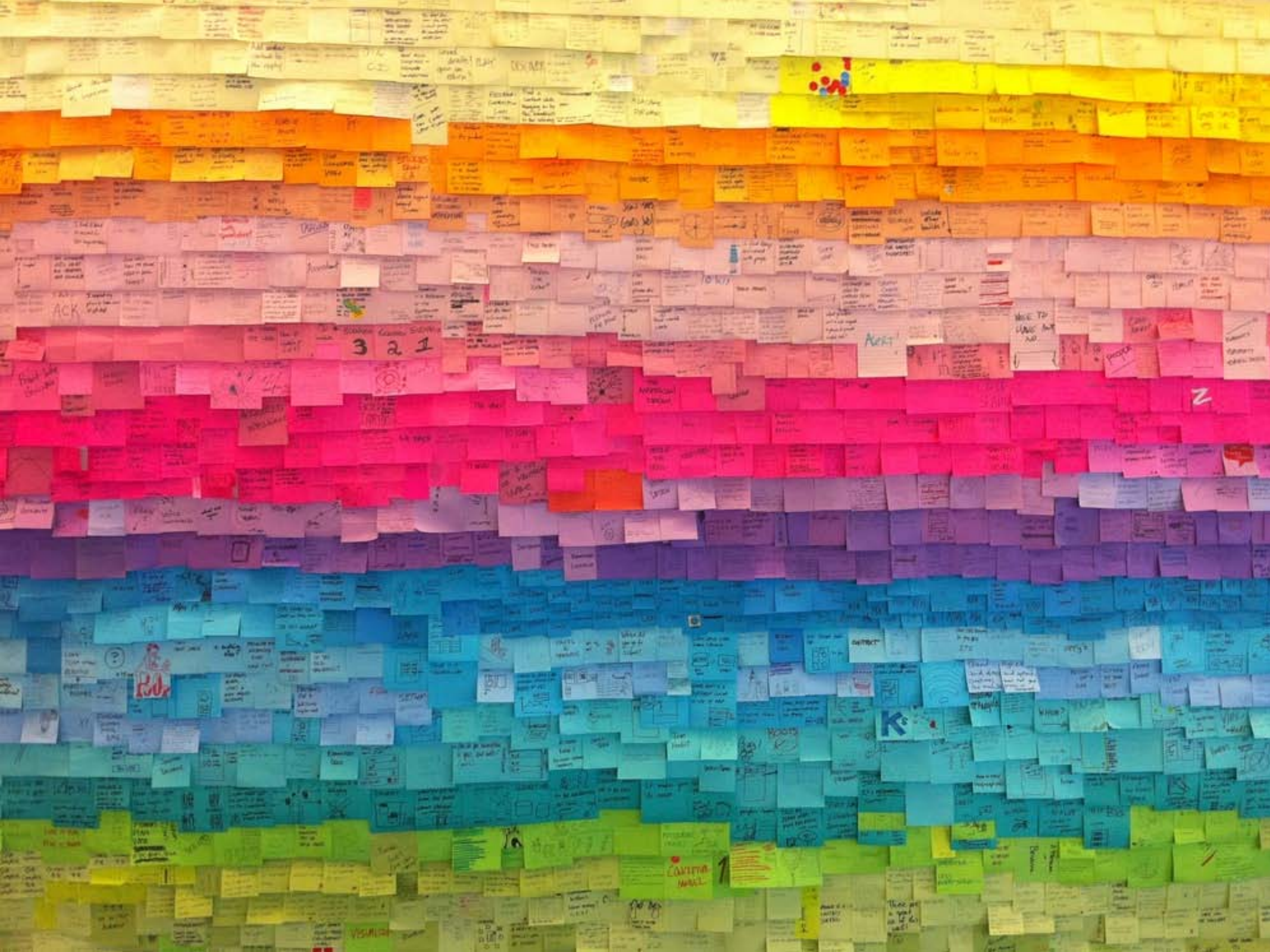
searching for a world where UI doesn't have to be explained
it's just understood



FROM PAPER TO PRODUCT

designing for windows phone

- WHAT'S THE BIG IDEA?
- UNDERSTANDING METRO
- PUTTING PENCIL TO PAPER
- BRINGING IT TO LIFE



PUTTING PENCIL TO PAPER

assemble a team

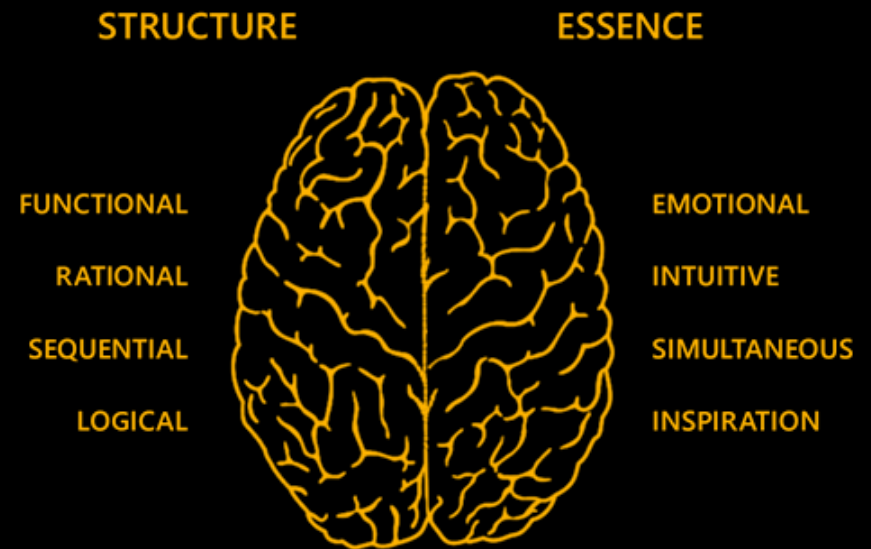
windows phone team:

designers

design program managers

design user researchers

design integrators



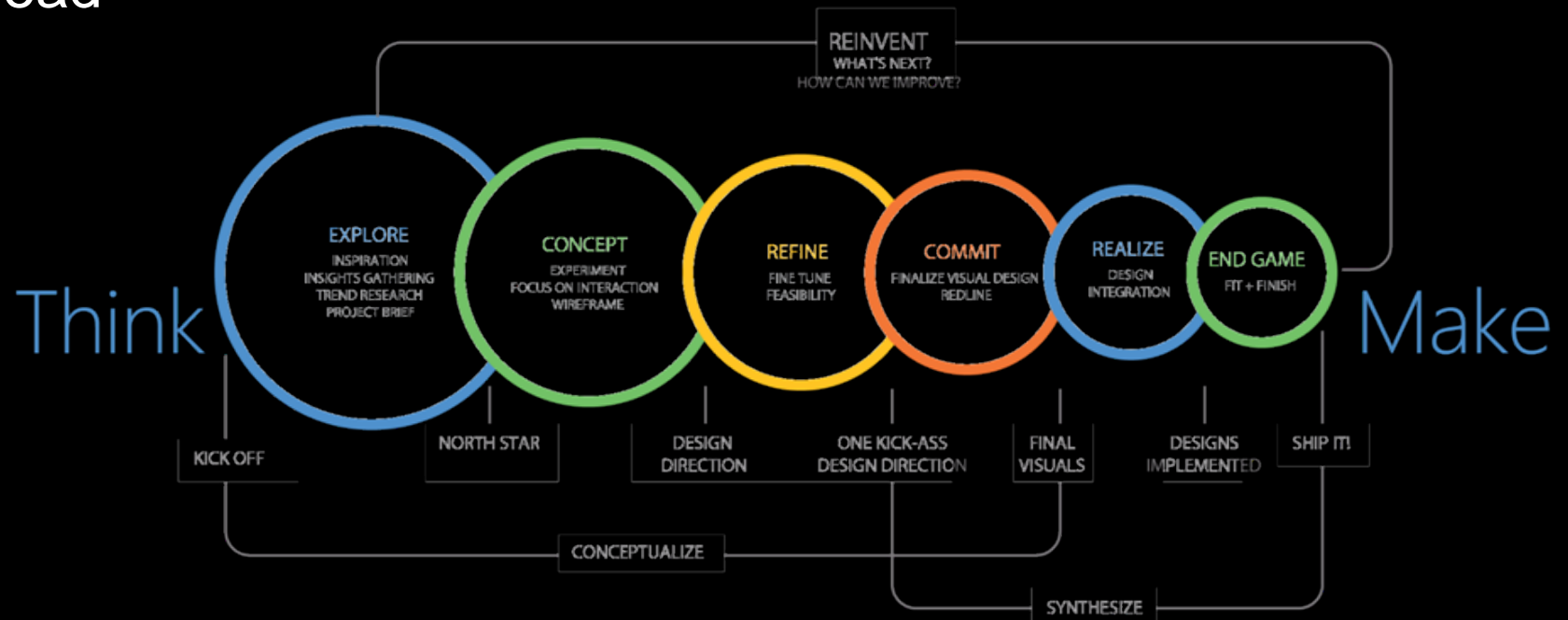
PUTTING PENCIL TO PAPER

establish a process

concept & refine

fit & finish

look ahead



PUTTING PENCIL TO PAPER

research the tools

windows phone UX guide

[http://msdn.microsoft.com/en-us/library/hh202915\(v=vs.92\).aspx](http://msdn.microsoft.com/en-us/library/hh202915(v=vs.92).aspx)

design templates for windows phone 7

<http://go.microsoft.com/fwlink/?LinkId=196225>

microsoft design .toolbox tutorials

<http://www.microsoft.com/design/toolbox/school/tutorials.aspx>

microsoft design .toolbox courses (look for extra credit modules)

<http://www.microsoft.com/design/toolbox/school/>

windows phone geek - UX resources

<http://www.windowsphonegeek.com/Resources/UX#ux>

PUTTING PENCIL TO PAPER

understand the navigation

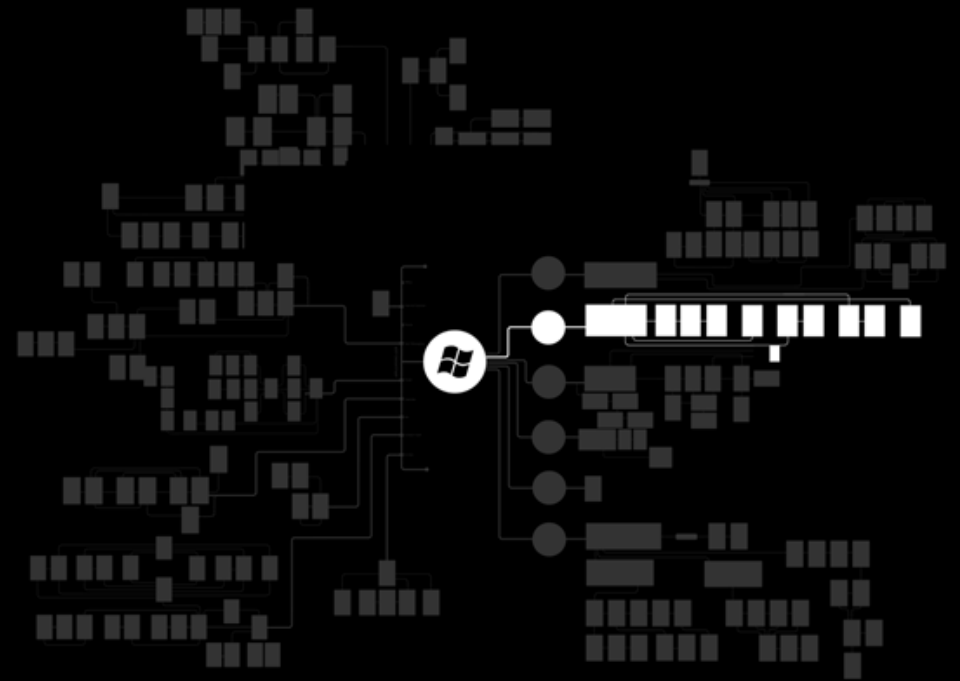
universal navigation out of the l

hub & spoke model

literal forward & back

be predictable

avoid traps or loops



PUTTING PENCIL TO PAPER

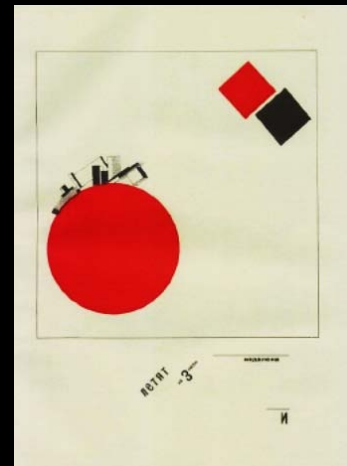
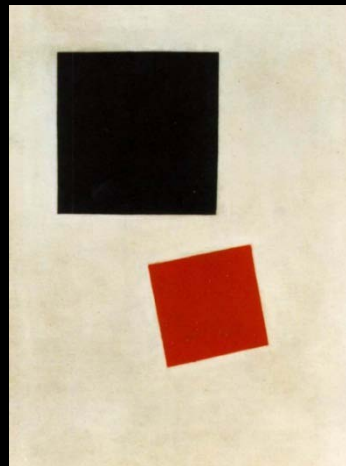
have a point of view

create or evolve?

find inspiration

explore the literal

make it your own



malevich to lissitsky

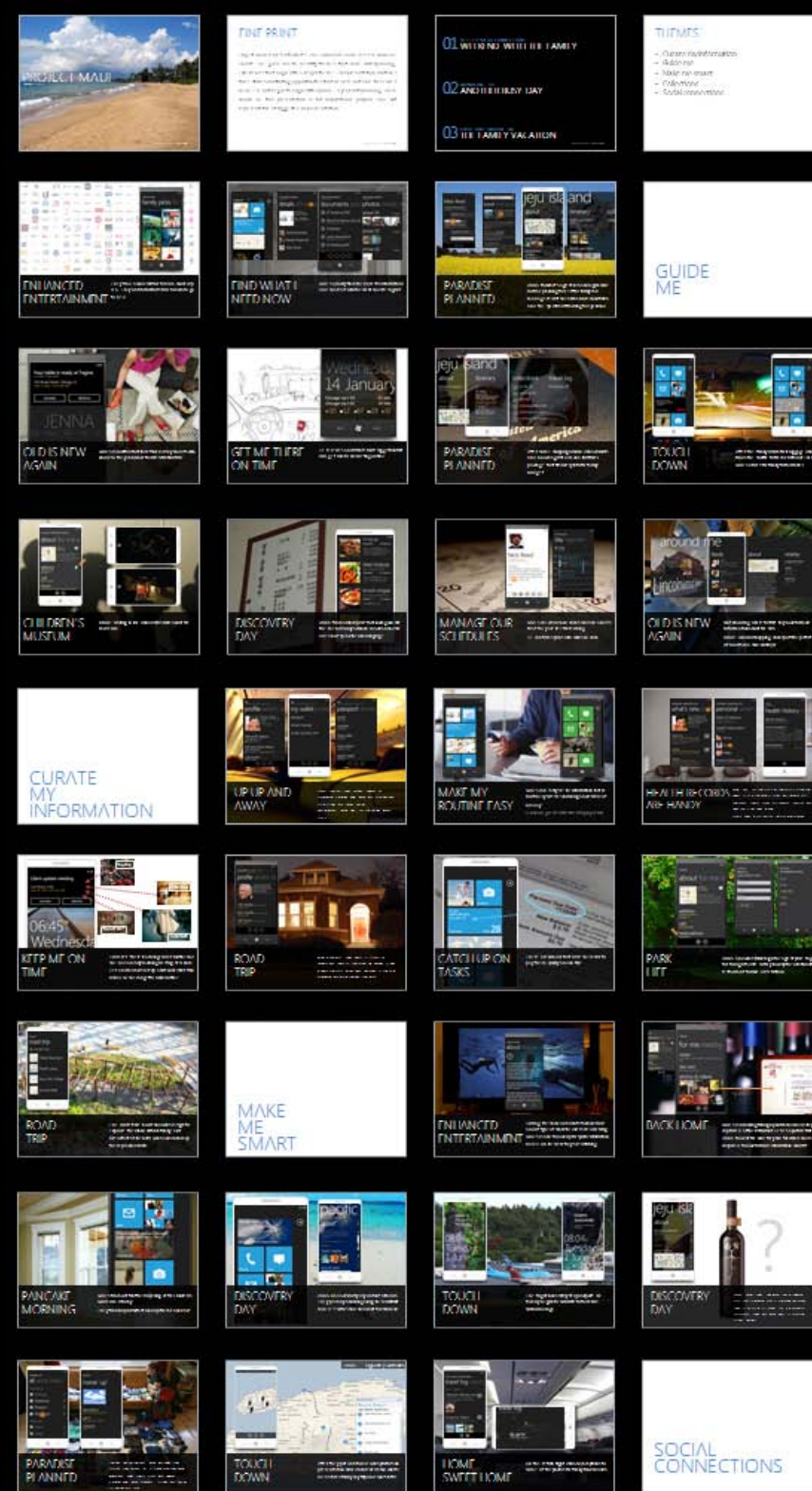
PUTTING PENCIL TO PAPER

tell a story

what's your pitch?

why should we care?

get alignment on expectations



PUTTING PENCIL TO PAPER

interaction wireframes

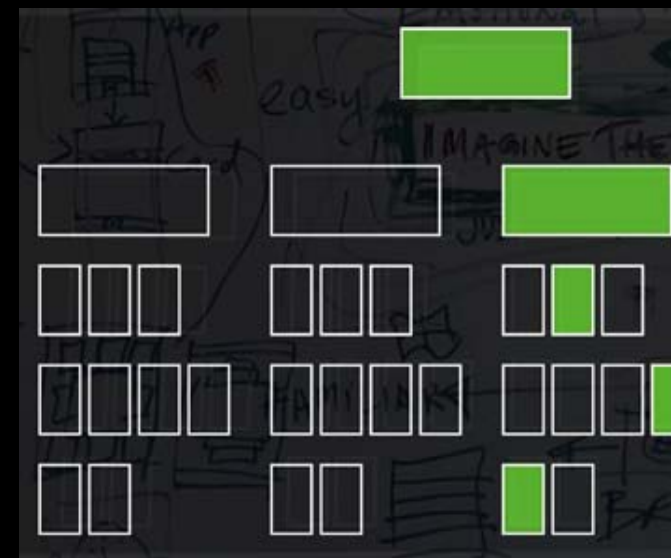
nail the basics

focus on core tasks

establish page hierarchy

pay attention to navigation

end to end flows



PUTTING PENCIL TO PAPER

check your controls

pivots

panoramas

application bars

live tiles

PUTTING PENCIL TO PAPER

check your controls

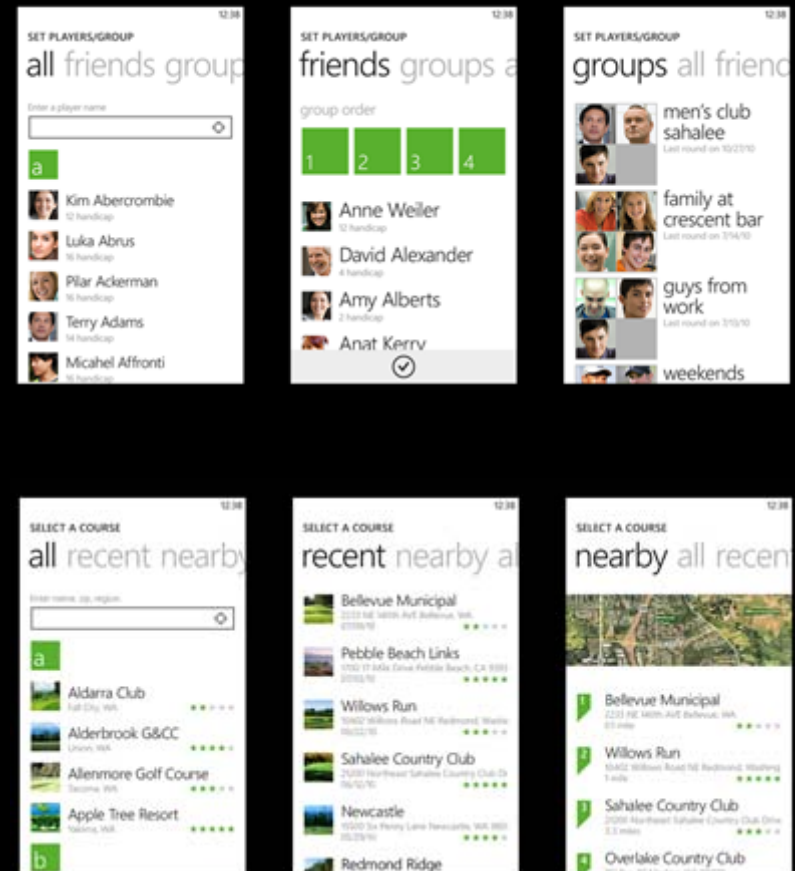
pivots

efficient, focused & habitual

the work horse of your UI

multiple meaningful ways to view

your content



PUTTING PENCIL TO PAPER

check your controls

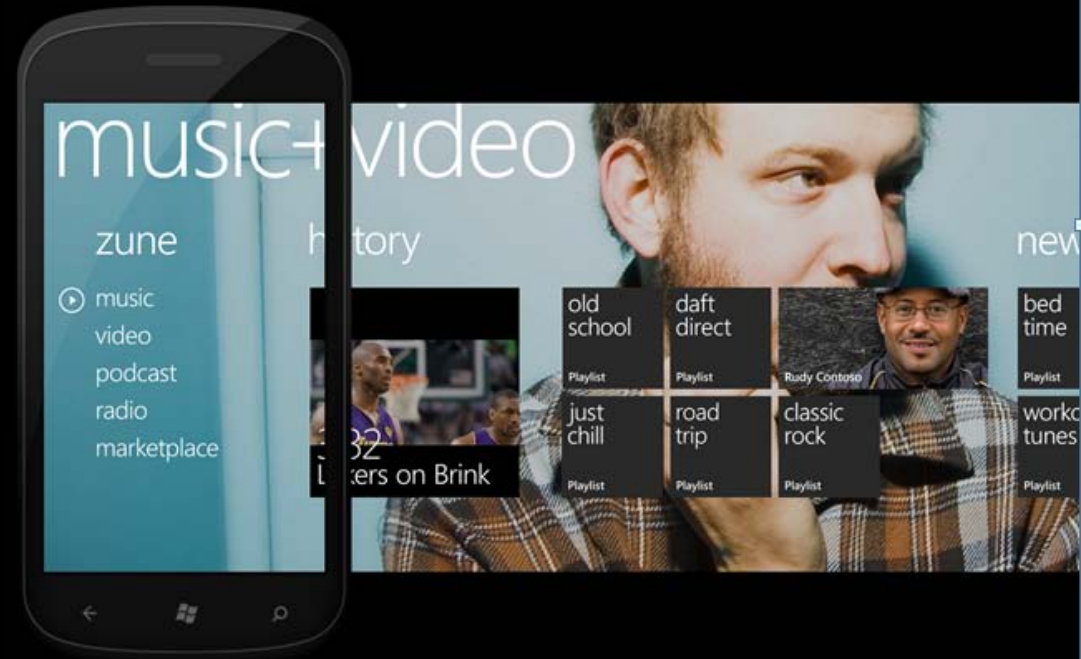
panoramas

a playground

serendipitous & fun

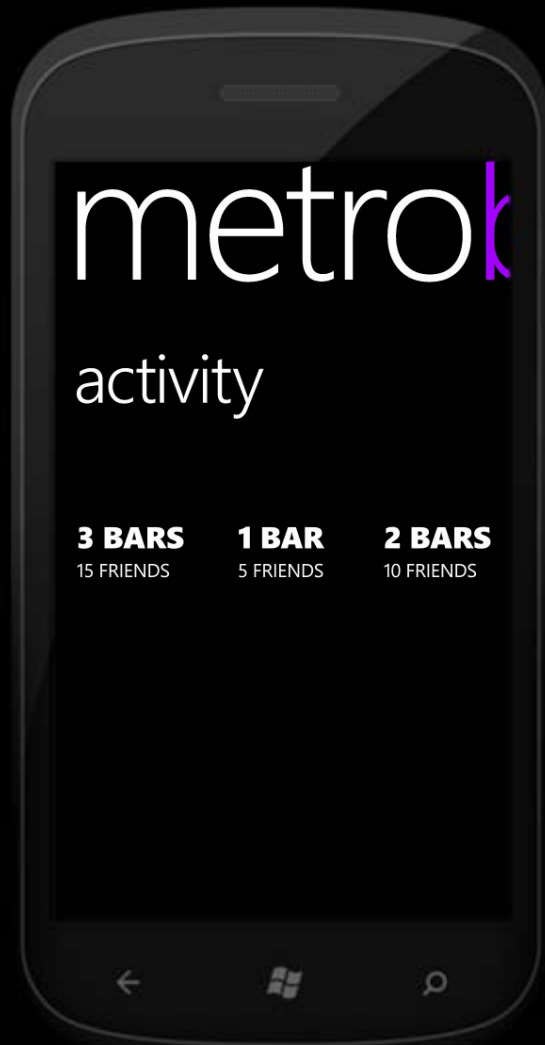
don't try to do too much work

back by a strong underlying structure



CHECK YOUR CONTROLS

panoramas



search

Enter a keyword

surprise me
by ingredient
by bar type
by crowd type
by vibe & music
place of origin

deals



PUTTING PENCIL TO PAPER

check your controls

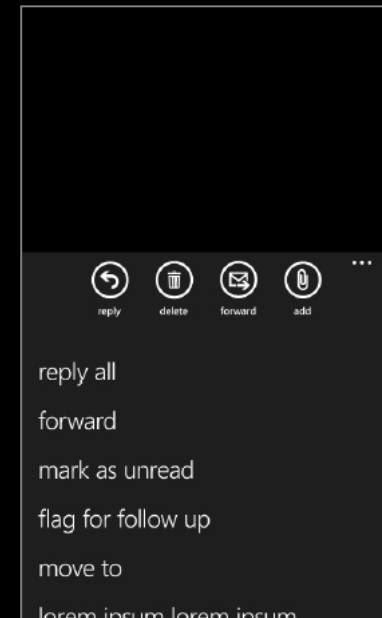
application bars

use thoughtfully

reserved for the most-used tasks

avoid using it for navigation

app menu is for secondary actions



PUTTING PENCIL TO PAPER

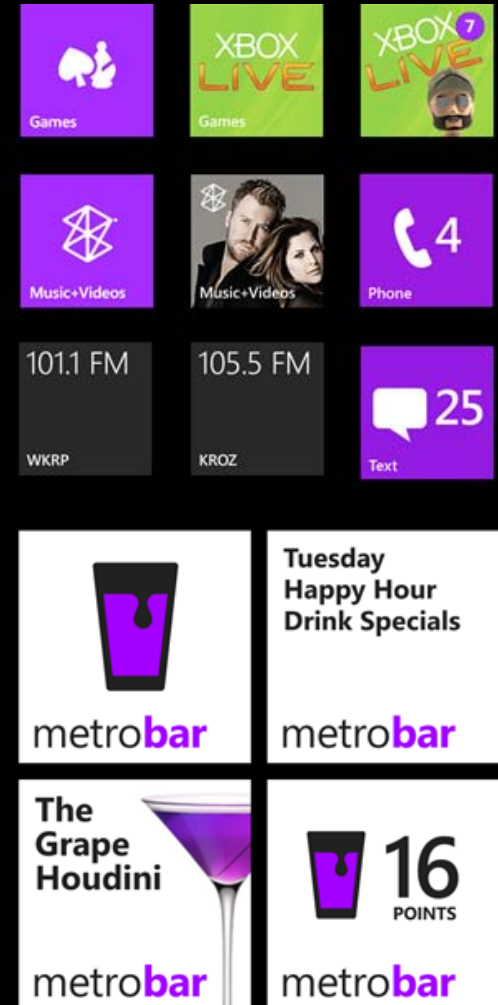
check your controls

live tiles

playful innovation of brand

opportunity to entice a user in

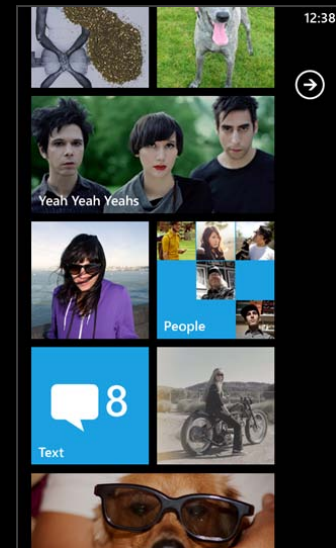
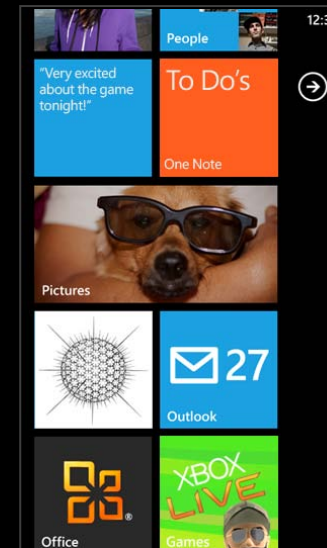
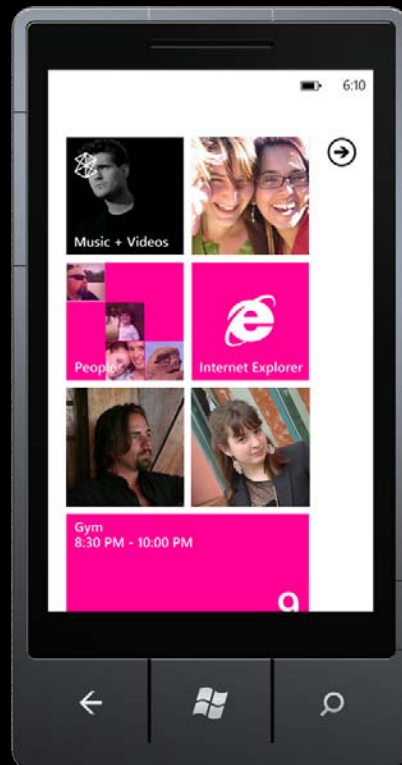
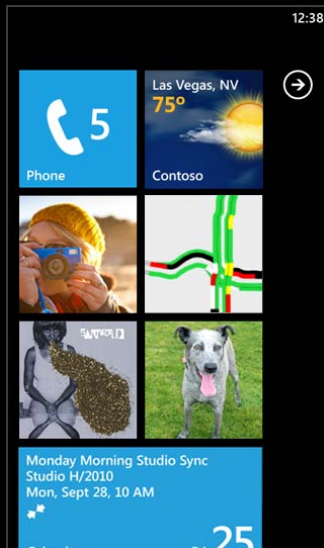
context and relevance



CHECK YOUR CONTROLS

live tiles

part of a collection: a user's personal brand



CHECK YOUR CONTROLS

live tiles

have fun with the design

marry both theme and brand

use alpha, notifications, motion



alpha composite



FROM PAPER TO PRODUCT

designing for windows phone

- WHAT'S THE BIG IDEA?
- UNDERSTANDING METRO
- PUTTING PENCIL TO PAPER
- BRINGING IT TO LIFE

BRINGING IT TO LIFE

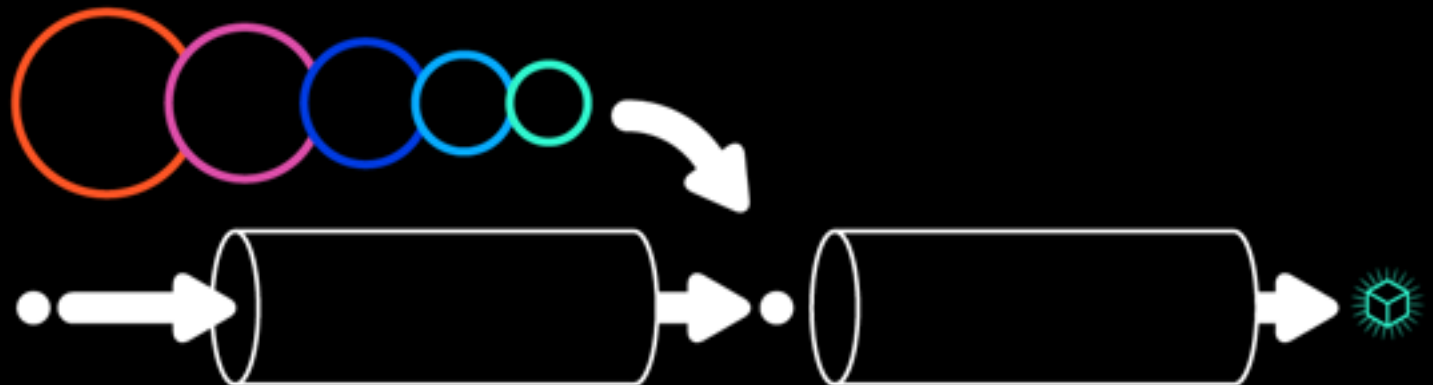
iteration & teamwork

rapid prototyping

focused user testing

regular team design critiques

close partnership with engineers



BRINGING IT TO LIFE

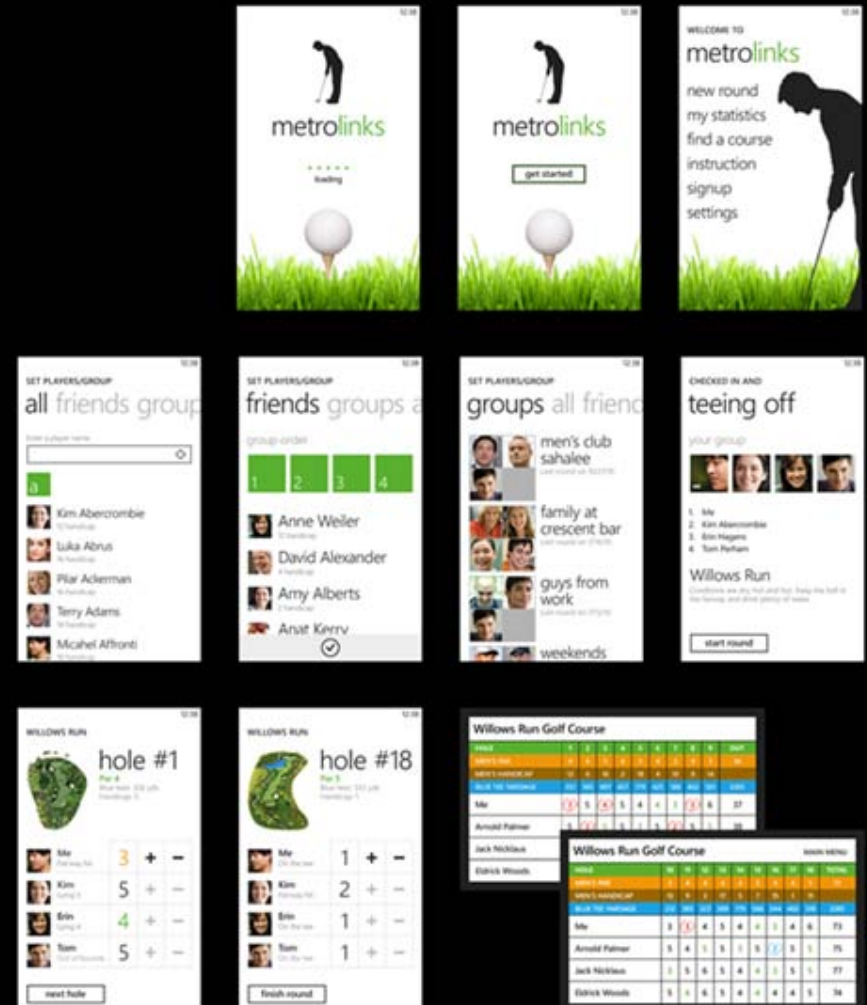
final visuals

fonts & typography

color

placement

Composition



BRINGING IT TO LIFE

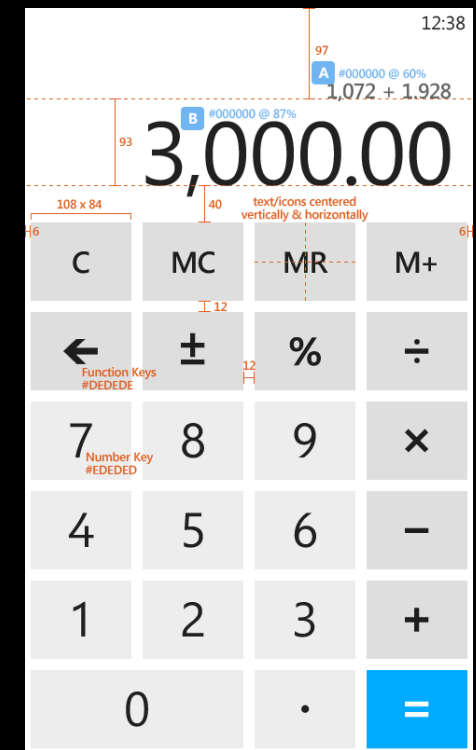
design specs

composition

color

fonts & typography

pixel perfect placement

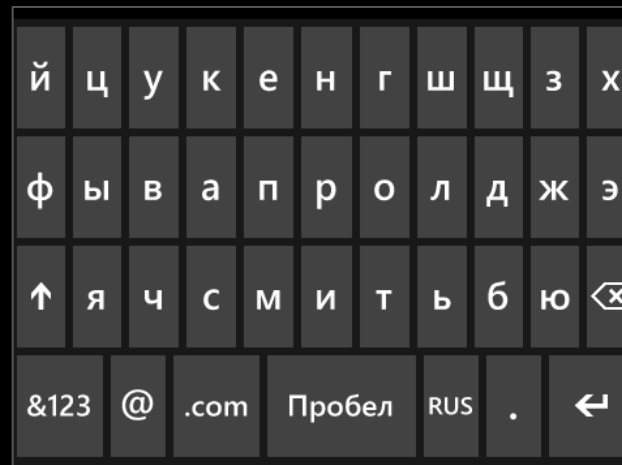


BRINGING IT TO LIFE

world ready

refinement born from region-specific needs

finding moments of delight



Музыка + Видео

журнал



отправить...

отправить: SkyDrive

использовать как фон

удалить

добавить в избранное

автоисправление



сохранить



отменить
исправлен



отмена

BRINGING IT TO LIFE

world ready

targeted vs. universal design changes

built-in smarts to handle long words and wrapping

frequent reviews with localization team & writers

BRINGING IT TO LIFE

thinking ahead

shipping vs planning

having a roadmap

confident evolution



BRINGING IT TO LIFE

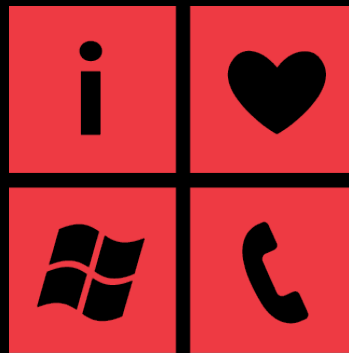
building apps we love

there's no shortage of good ideas

it comes down to execution

knowing what to build, how to build it,

then getting it out the door



thank you