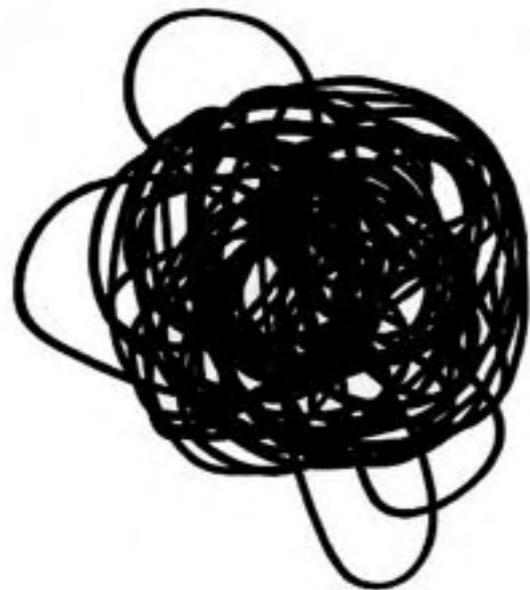




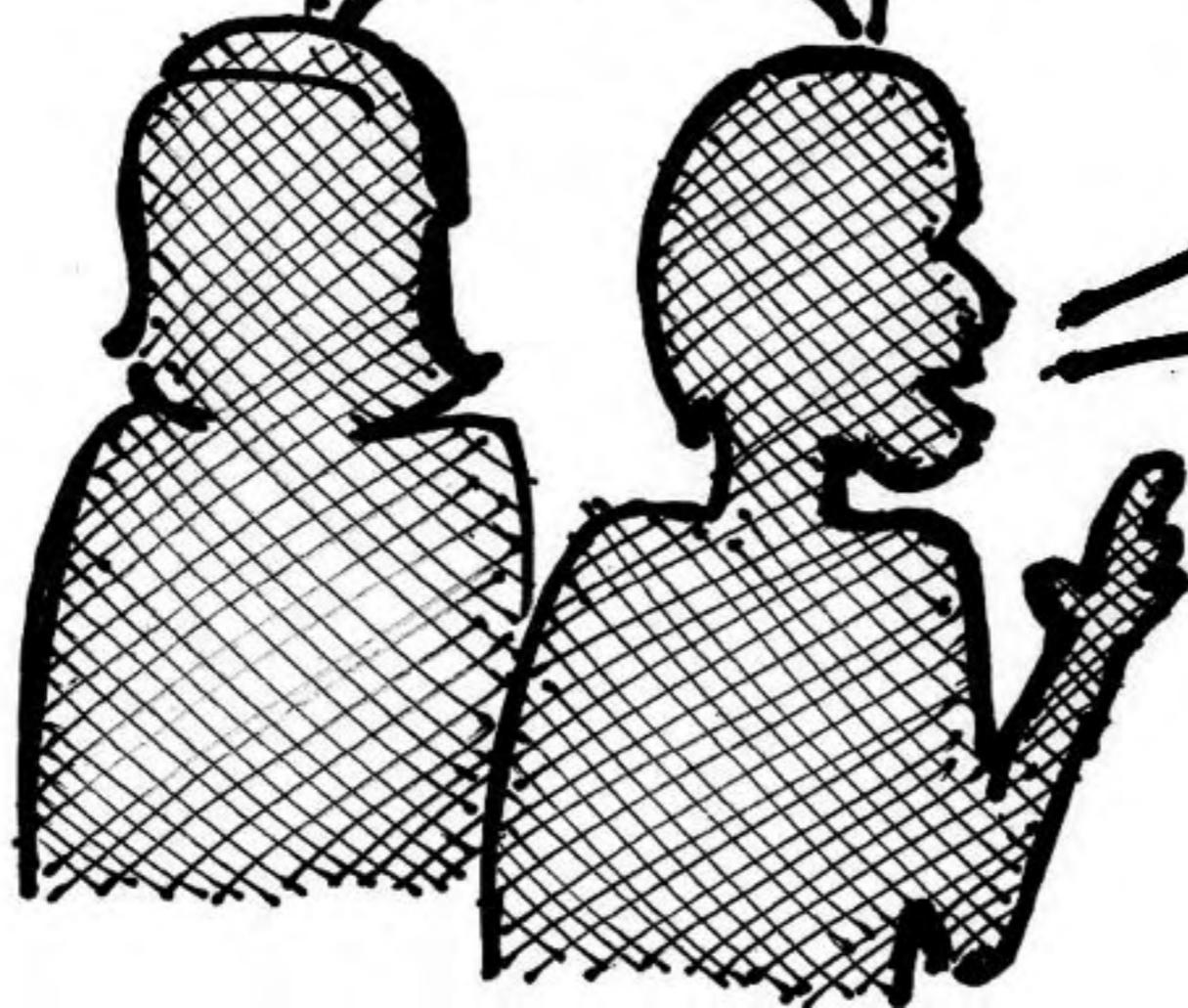
Good Design Faster



The problem

Clients want great experiences, and they want them faster.

IT'S GOTTA HAVE A FIRST-
CLASS USER EXPERIENCE!
MAKE IT INNOVATIVE!!!
IT SHOULD MELT OUR MINDS!



AND...
WE NEED IT
YESTERDAY.

typical

Wireframes (our tools of choice) don't work for this

~~✗~~ FOCUSES ON SINGLE APPROACH.
NOT MULTIPLE OPTIONS.

~~✗~~ GOOD FOR DOCUMENTING.
NOT FOR EXPLORING.

~~✗~~ WRONG SCOPE: PAGE,
NOT OVERALL EXPERIENCE.

YOU TRAVEL home | account | help

locations ideas itineraries

Your search for **Tahoe** found more than one location:

- Lake Tahoe, NV
- South Lake Tahoe, NV
- Tahoe, UT
- Lake Tahoe Ski Resorts

Browse by photos, maps, prices, or guides

[Map]

Points of interest

1 Lake Tahoe Docks...

The docks are a treat on a warm day, full of boats, snacks, and great views. For a special (continue)

Activities: boating, picnicking, swimming, windsurfing, diving, photography, fishing, water skiing

keep this show me

Have your own ideas?

- Share a point of interest
- Share a photo
- Share a review

YouTravel 2.0 Wireframes

Title: Locations search results
Date: 08-12-2008
Version: 2.7

Functional Notes:

When a user searches by location, or a top level search includes a pre-defined location term, this page is revealed. It is structured into two tiers. The first tier is the location refinement selections (where users perform that the system has defaulted to the correct location, not a near miss). The second tier is the location browser, which allows the user to dip into the location by photos, maps, prices, or user generated guides.

- Search terms are listed so that if a multiword search was submitted the user could widen out the search based on individual terms. This supports our earlier decision to include business search operations.
- These are the close matches from the location database. The user probably selects the most likely option (or options) by default, but they can manually control the view.
- The location browser uses a sentence format for revealing the user can dip into the results. The first option in the list should be revealed by default, but the other selections can be revealed without a reload.
- The help button is associated with this potentially confusing point in the UI. Clicking here reveals in-line help:

Browse by photos, maps, prices, or guides ?

Browsing is the best way to get a quick sense for a location and collect the photos, sites, or guides that interest you most. Choose from the browsing options above to churn up the best stuff, or watch the video tutorial to see how to find the best of any location!

- Selecting a point of interest reveals the details on the right.
- Navigates through the points of interest in numerical order. The order is determined by popularity. As a point of interest is revealed, its point on the map is bolded.
- Point of interest name may need to be truncated.
- Brief description of the point of interest, user generated. 'Continue' navigates to the detail view for the point of interest, the same destination as the 'show me' button.
- Activities are generated based on user tags.
- Keep this puts the point of interest in the user's tourbook. The button must toggle on and off.
- Navigates to the point of interest detail view.
- Navigates to point of interest and photo submission tools.

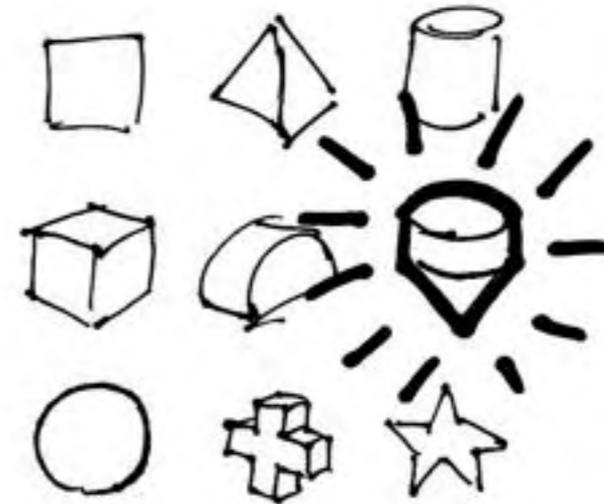
you got it!

What does work? Something that...

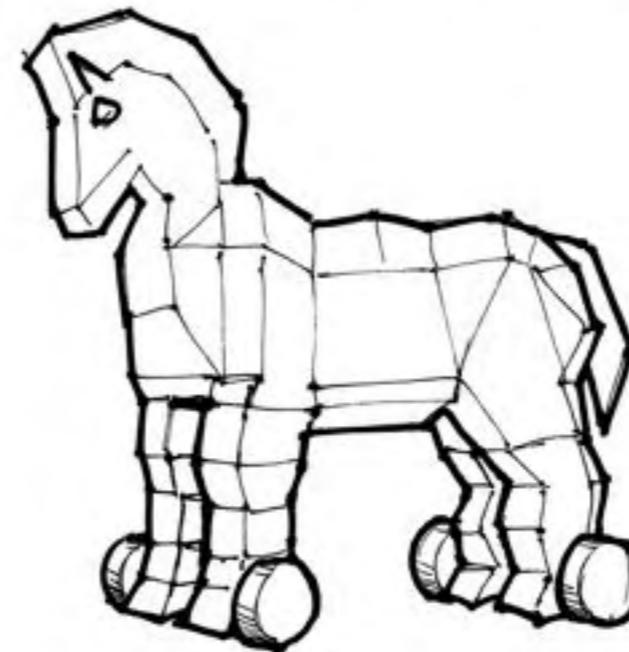
✓ AVOIDS UNNECESSARY DETAIL



✓ REVEALS THE BEST OF MULTIPLE SOLUTIONS



✓ GETS EVERYONE'S INPUT AND BUY-IN



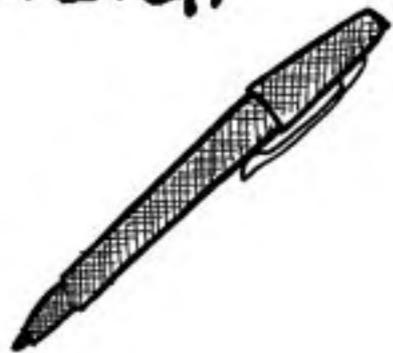


Enter: sprints

Here's what we're going to do today

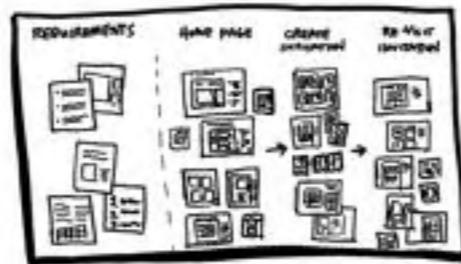
1.

SKETCH,
SKETCH,
SKETCH



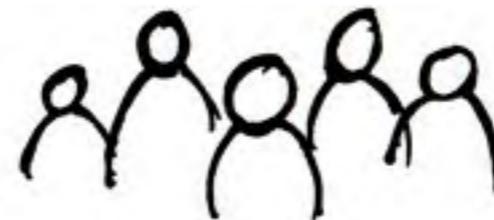
2.

PUT
TOGETHER
SKETCHBOARDS



3.

SHARE &
INCORPORATE
FEEDBACK

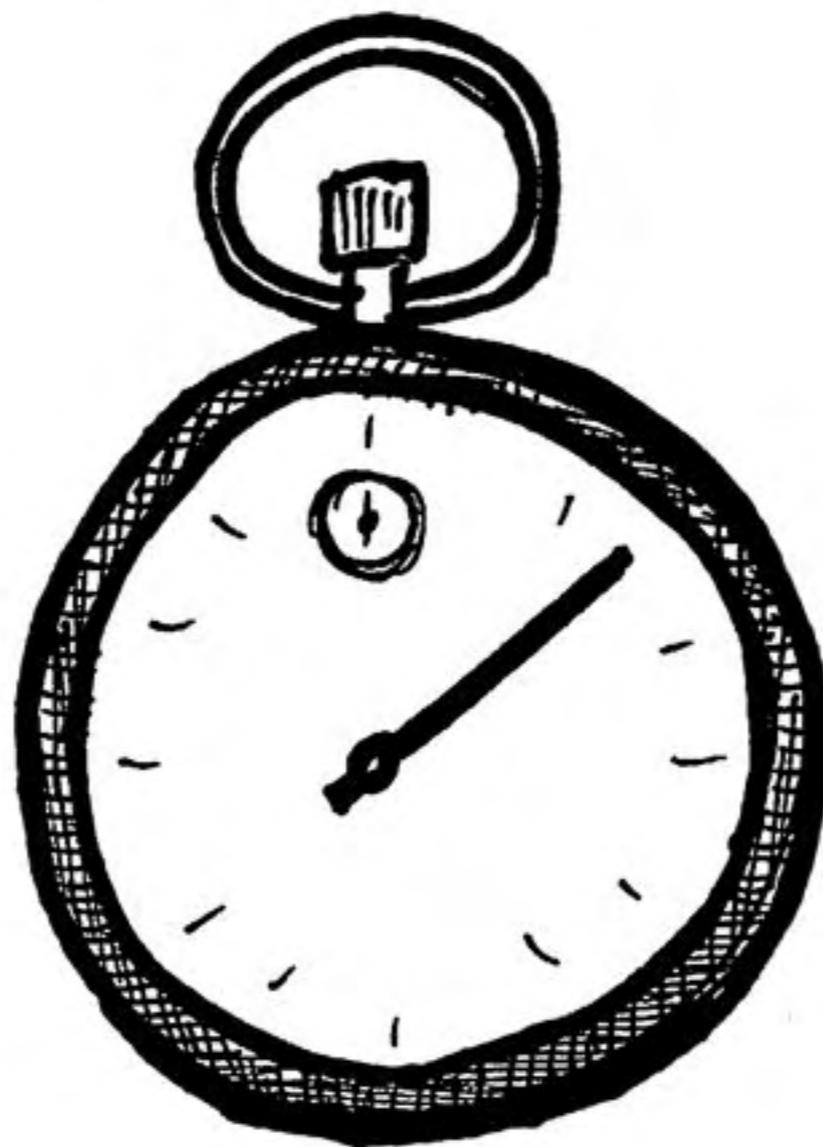


4.

BRING IT ALL
TOGETHER &
SPRINT!



Speaking of constraints...





Sketching

ACTIVITY 1

DRAWING vs. SKETCHING

*HR picks categories



ACTIVITY 1

FACEBOOK FOR THE INTRANET

ACTIVITY 1

Facebook | Home

http://www.new.facebook.com/home.php

Welcome to the new Facebook [Send feedback](#) | [Back to the old Facebook](#)

facebook Brandon Schauer Friends Applications Inbox (9) Home Settings Logout Search

Welcome, Brandon

[Update Status](#) [Share Link](#) [Add Photos](#) [Add Video](#) [Write Note](#)

News Feed

Top Stories Status Updates Photos Posted Items

Mario Ruiz commented on Alex Smith's photo.

Sort of...there was a lot of champagne involved, I think.



Ross Popoff-Walker joined the group FUSE/ideas. [Comment](#)

Mary Thengvall Rotman became a fan of Ryan Hall.

850 fans - [Become a Fan](#)
Athlete - [See more Pages](#)

[Add Comment](#)

David Andre Just got home from the fair, rest for a bit, then head out to Joshua House. [Comment](#)

Jenn Anderson added a new photo.



whims

Requests

1 friend request

Updates

1 new update

Status

[see all](#)

What are you doing right now?

Bookmarks

[see all](#)

- Photos
- Events
- Interactive Friends Graph
- SUSHI
- Groups
- Marketplace
- Causes
- SCRABBLE Beta

Sponsor

Today's New Gift

Give a Best Friends virtual gift to a someone you can always count on. There are 500,000 of these available.



Birthdays

[see all](#)

Julie Hamwood and Ryan Freitas

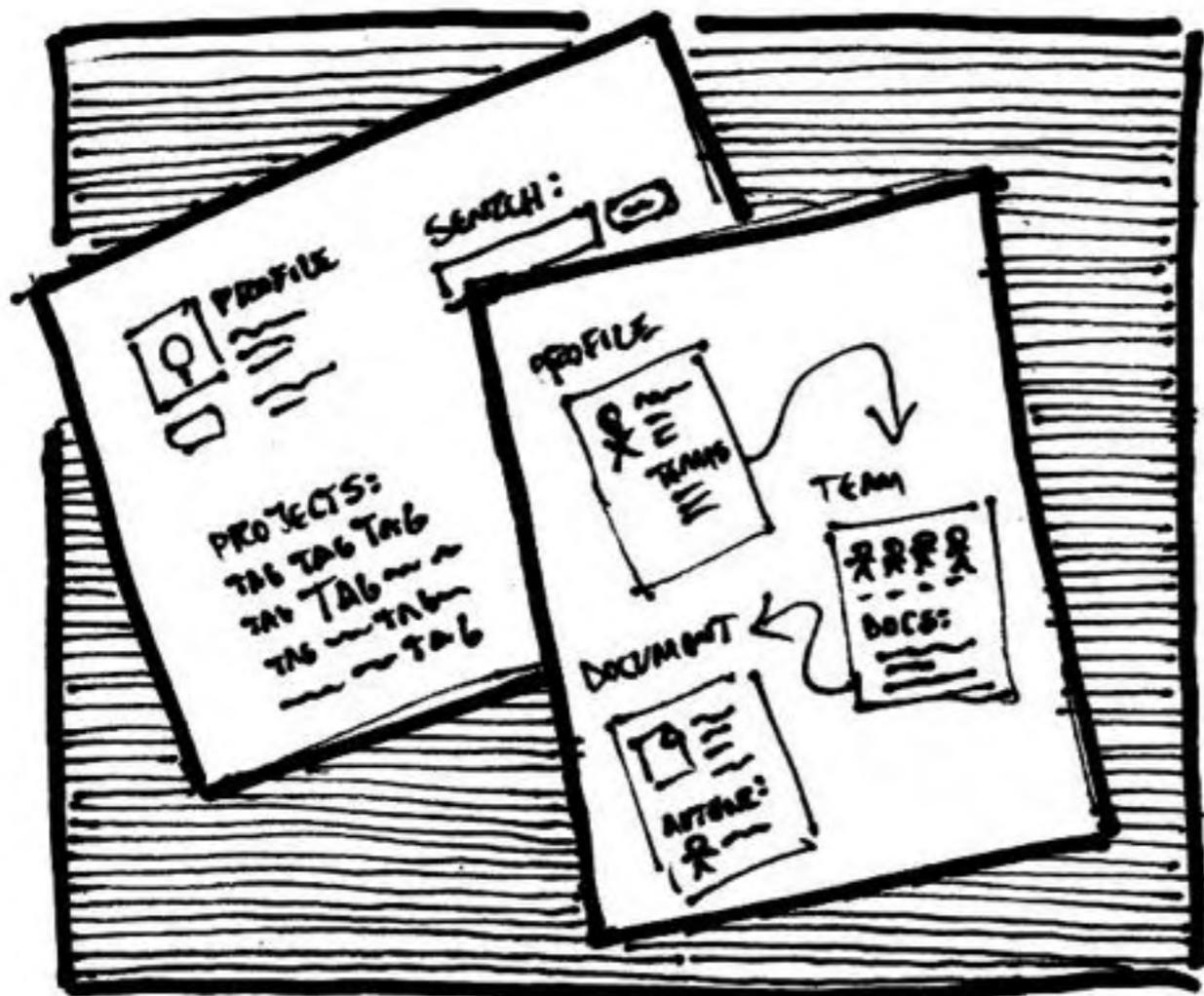
Online Friends (3)

Done

ACTIVITY 1

We need your help designing...

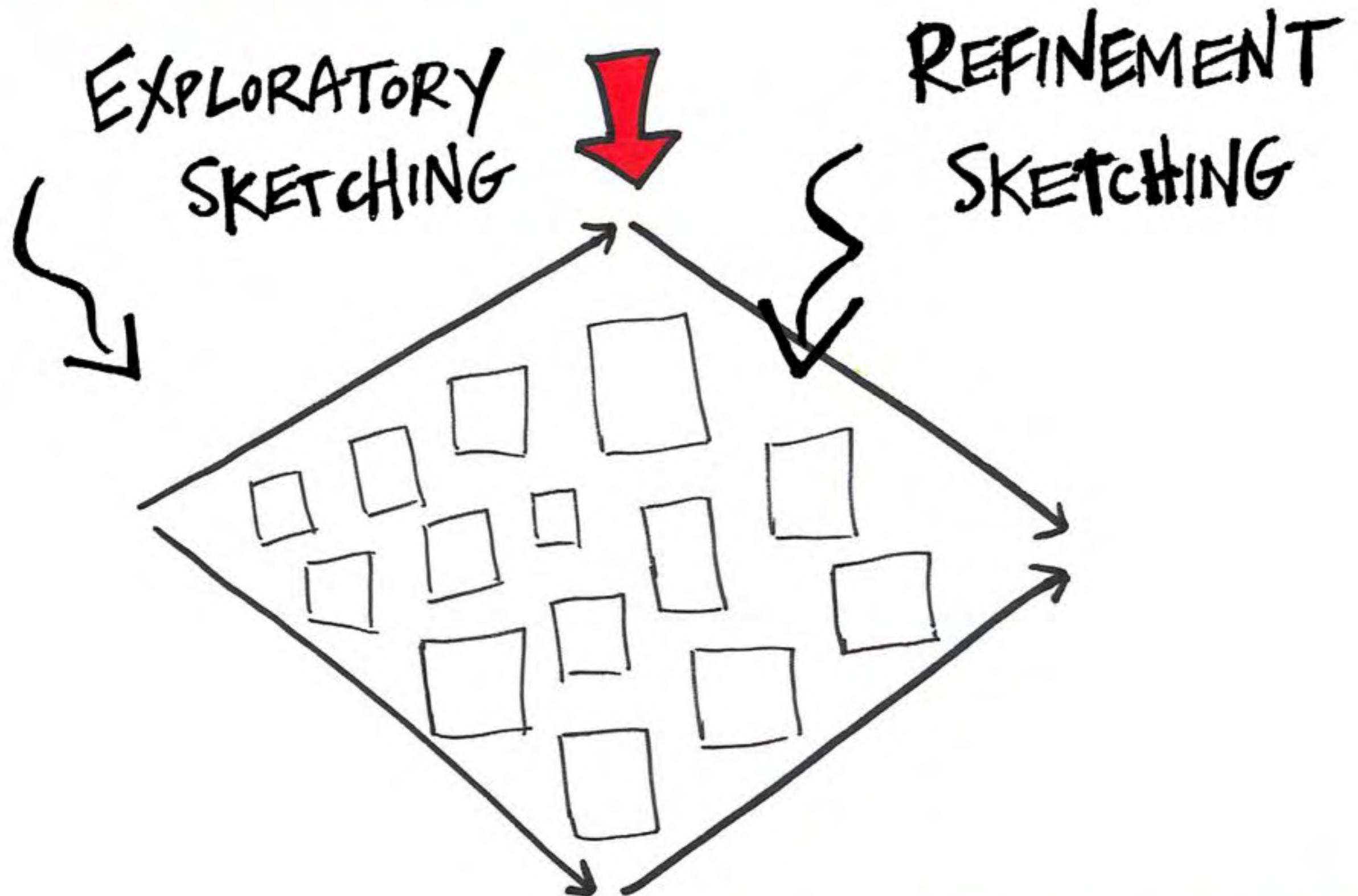
FACEBOOK FOR THE INTRANET

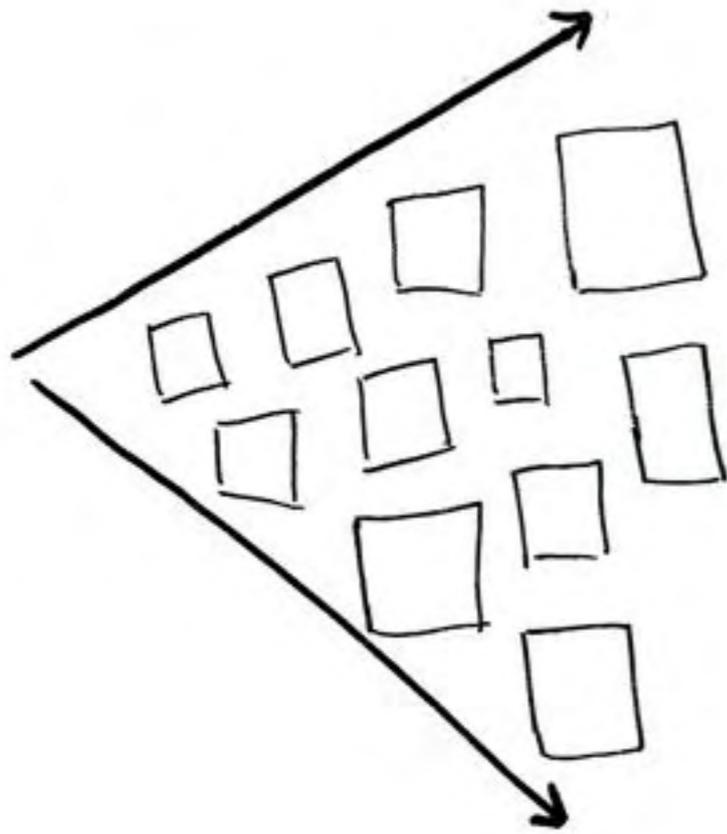


instructions:

1. Let's take 2 minutes to read the scenario.
2. Use a blank sheet of paper and pens in front of you.
3. Sketch whatever part of [this service] first comes to mind. (For example, home page? submission page?)
4. Do it in 2 minutes.

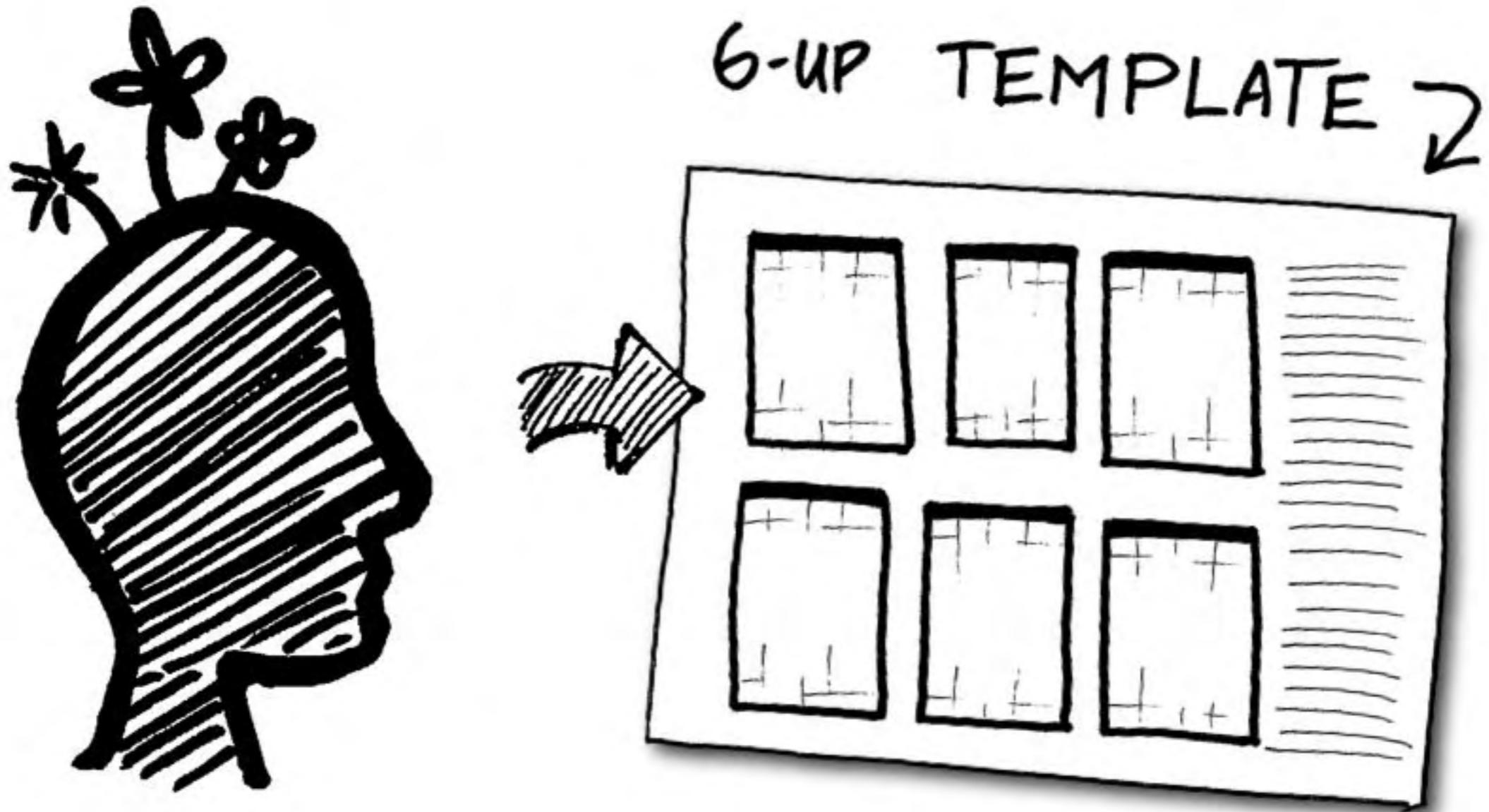
2 kinds of sketching



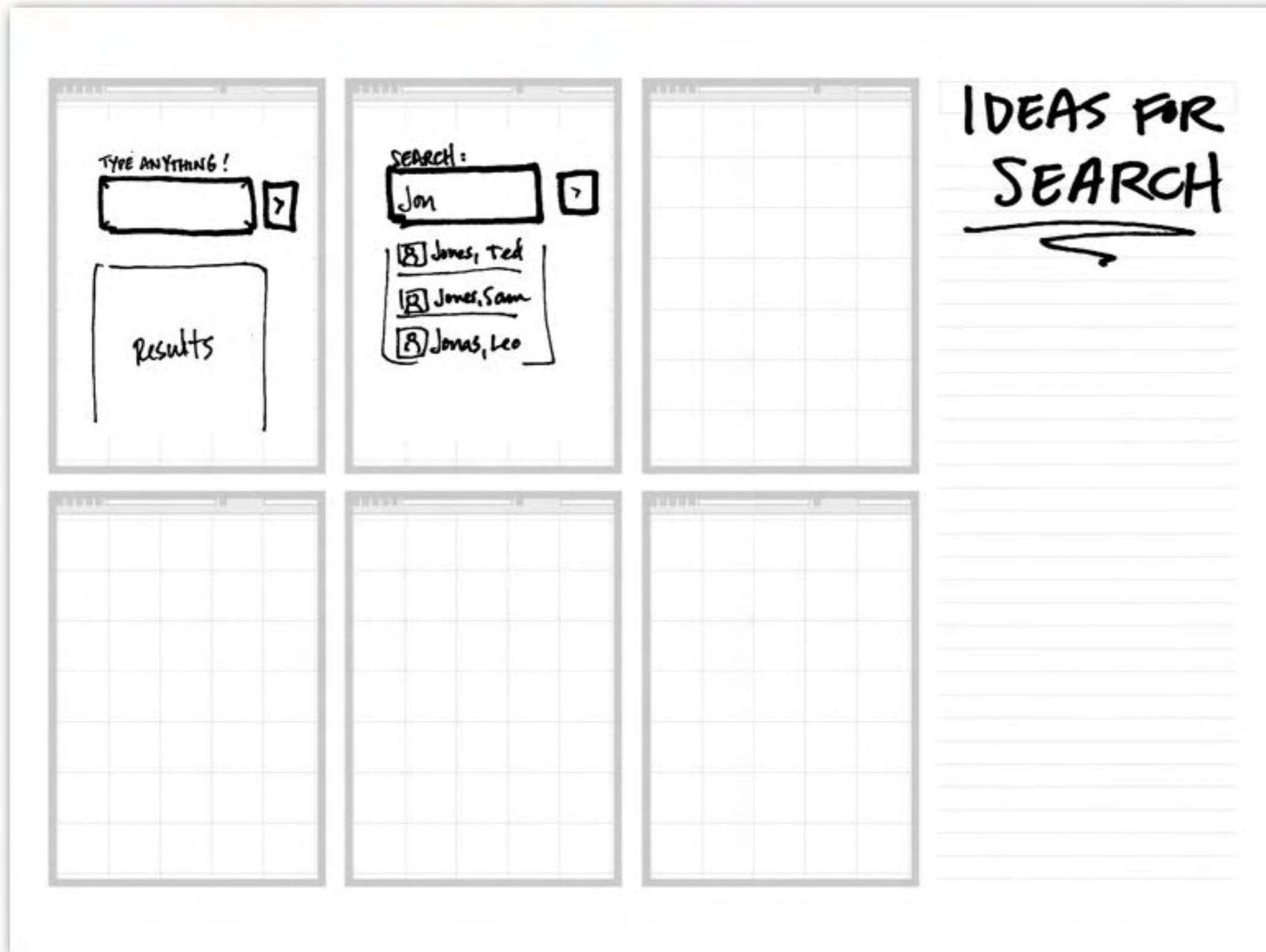


#1 Exploratory sketching

Exploratory sketching = lots of ideas, rough & varied



Lots of ideas, rough & varied

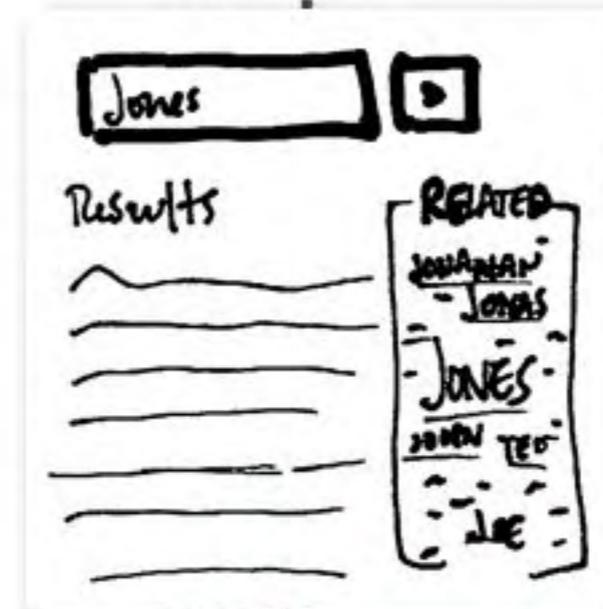


Techniques for exploratory sketching

WORD
PLAY

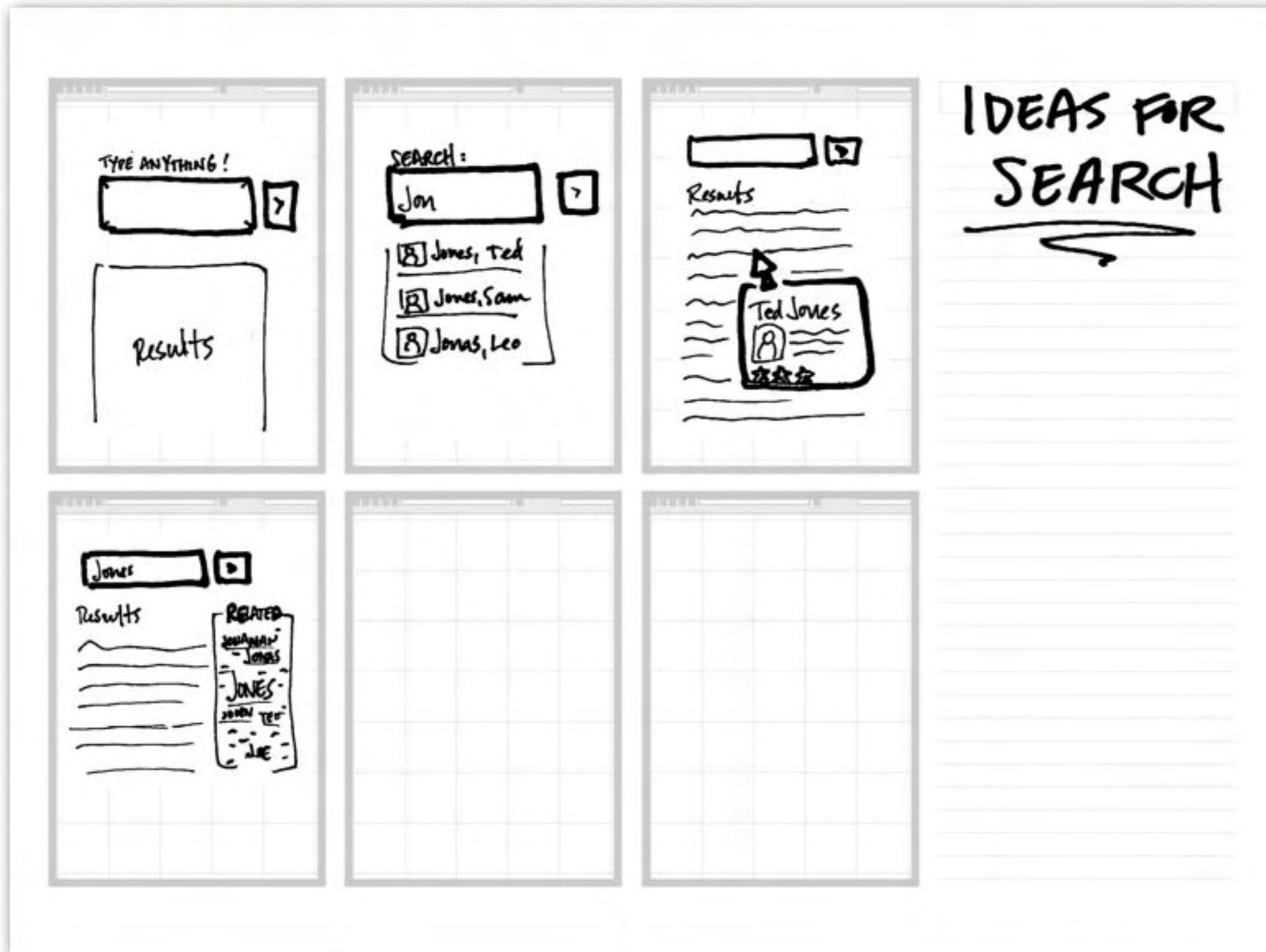
accordion
autocomplete
bookshelf
breadcrumbs
carousel
cart
collapsible
comments
comparison
configurator
desktop
detail view
drag & drop
faq
files & folders
filmstrip
filter
footer
grid
guide
icons
iframe
learning
lens
links
list
modules
notebook
overlay
paging
personalization
preview

quicklook
ratings
reviews



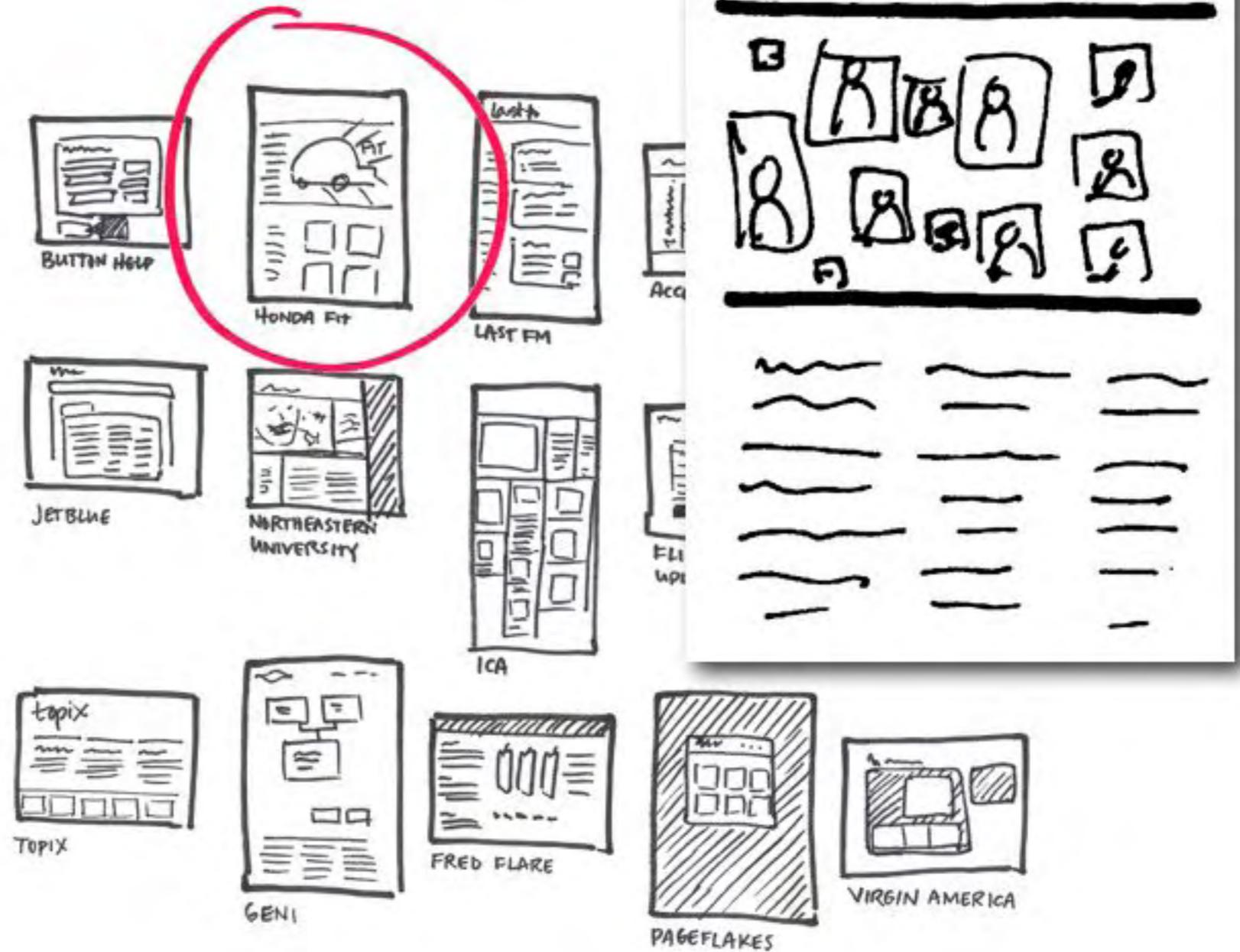
steps
tab
tags & tagclouds
teaser
trees
workareas
...

Lots of ideas, rough & varied



Techniques for exploratory sketching

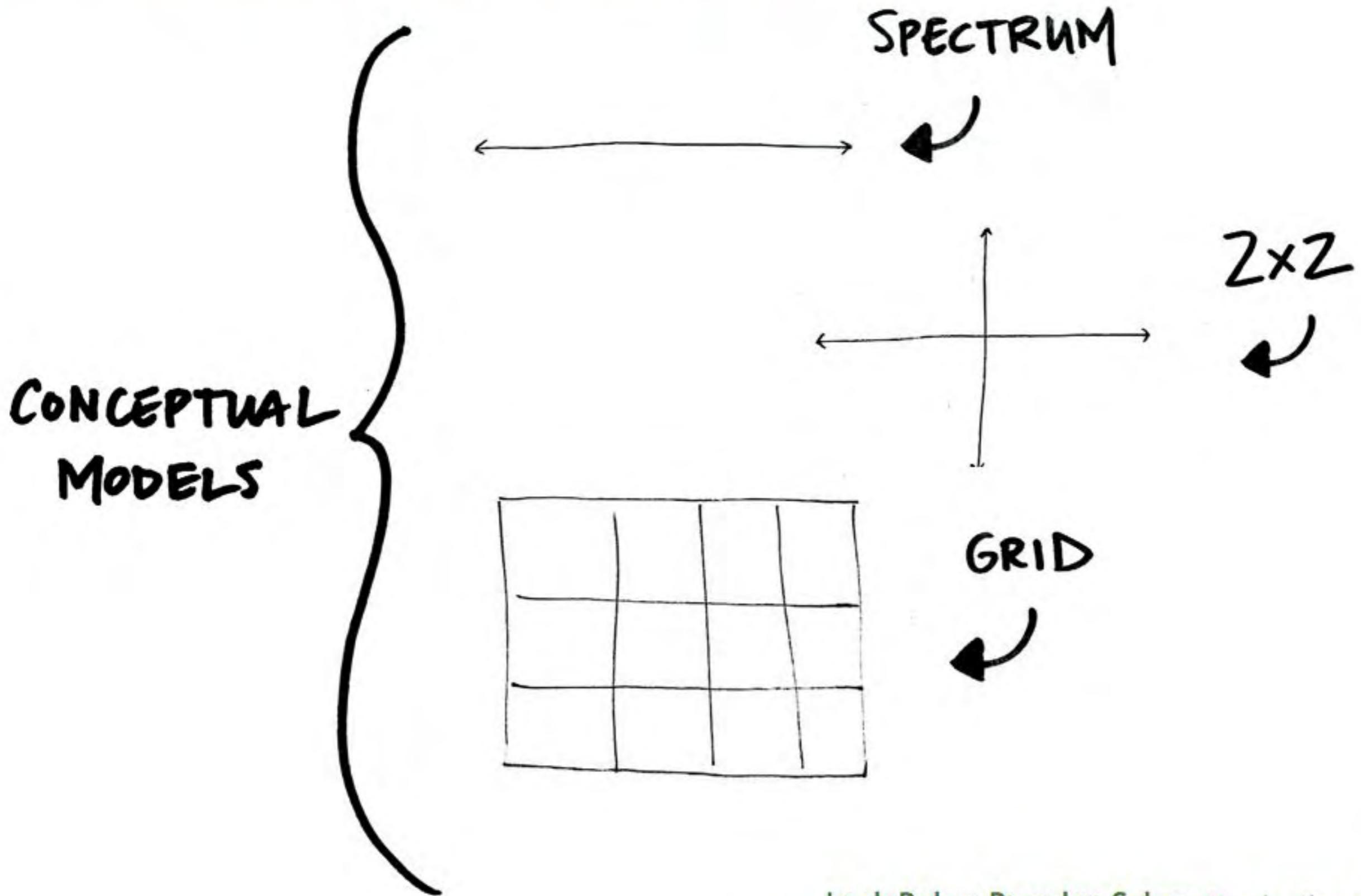
INSPIRATION
LIBRARIES



Lots of ideas, rough & varied



Techniques for exploratory sketching

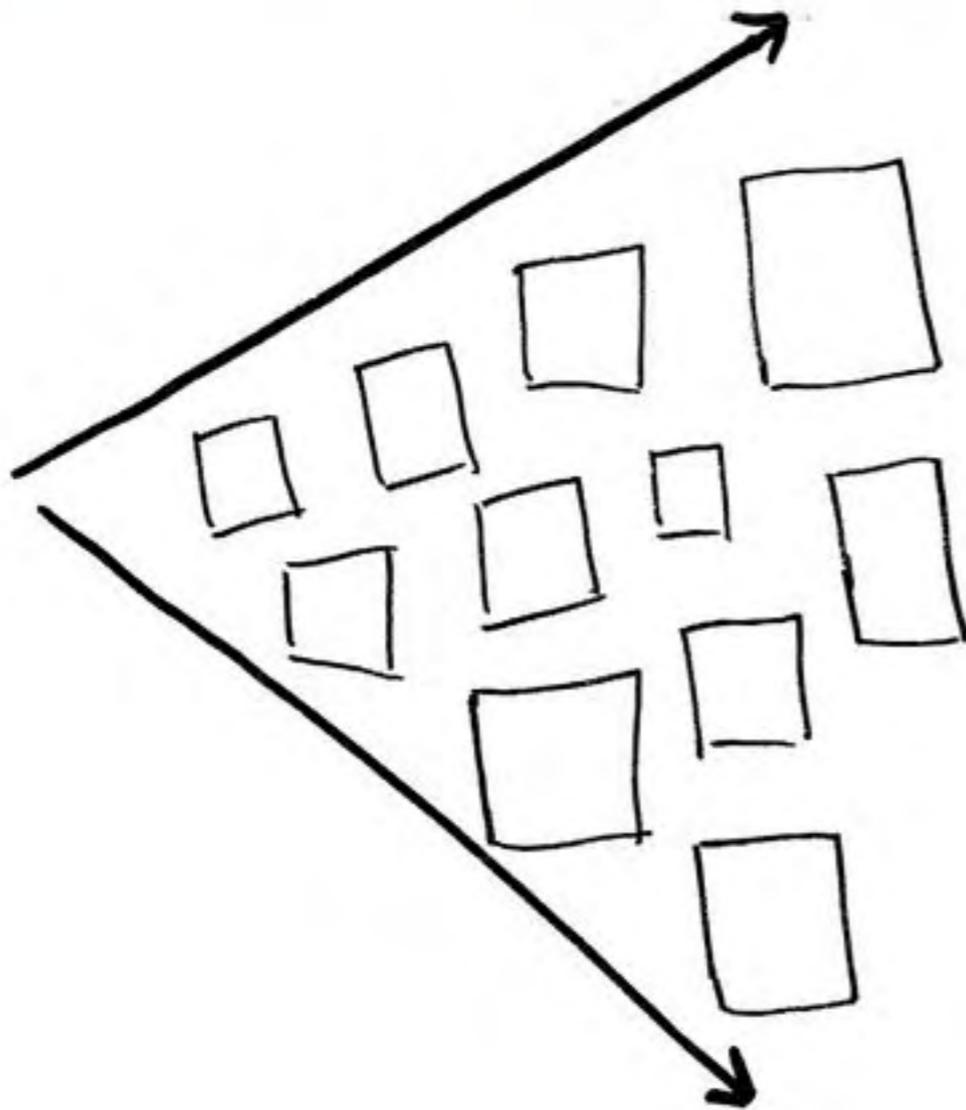


Lots of ideas, rough & varied



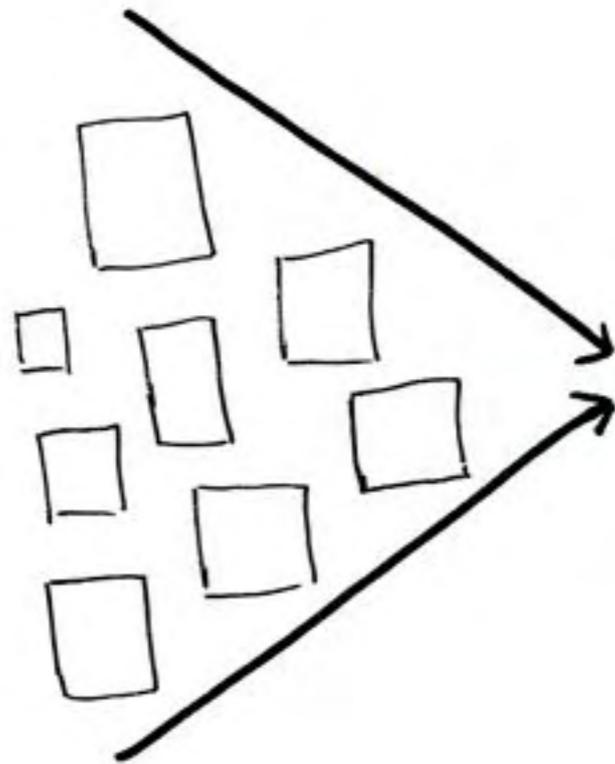
ACTIVITY 2

Let's do some exploratory sketching!



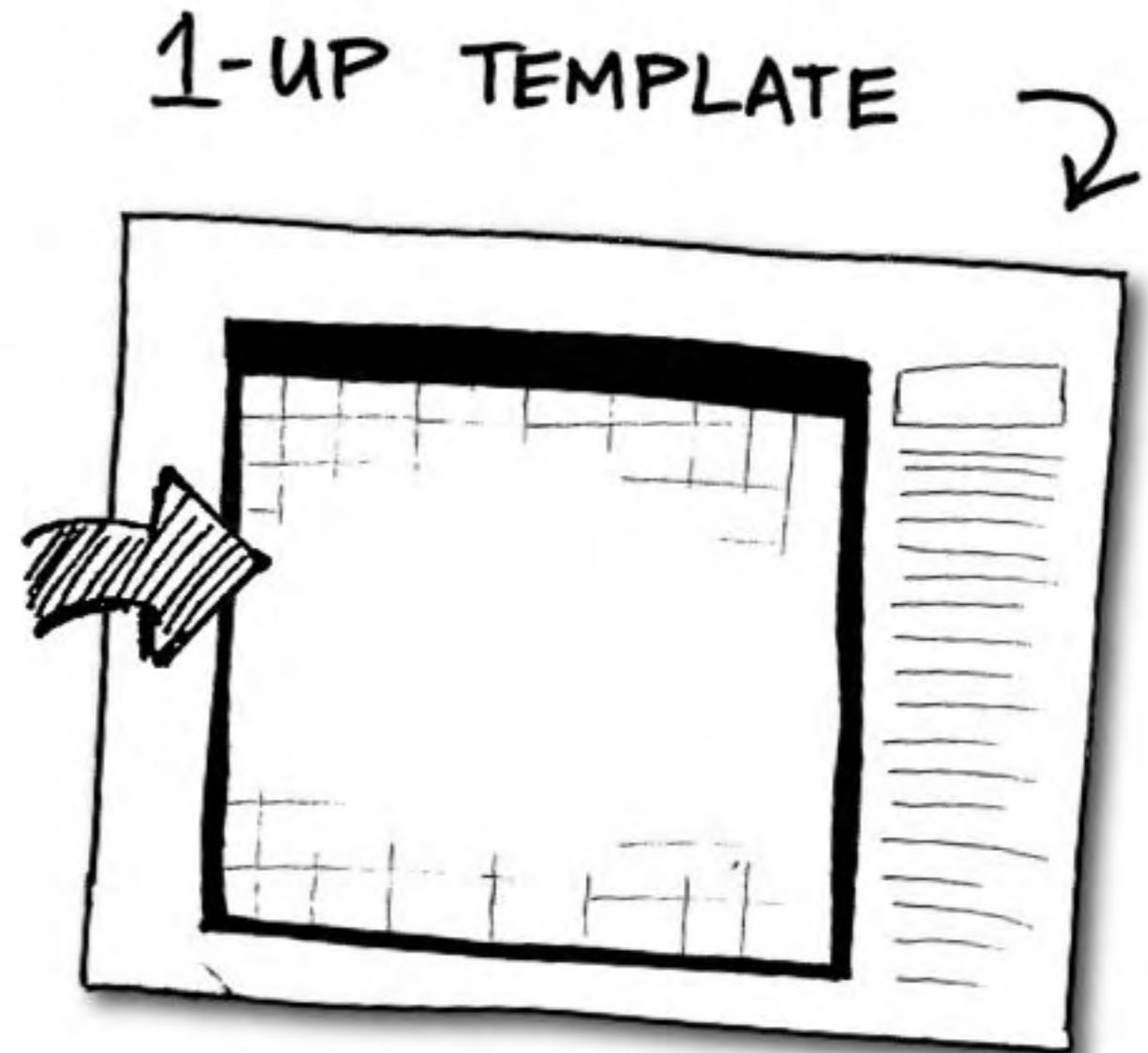
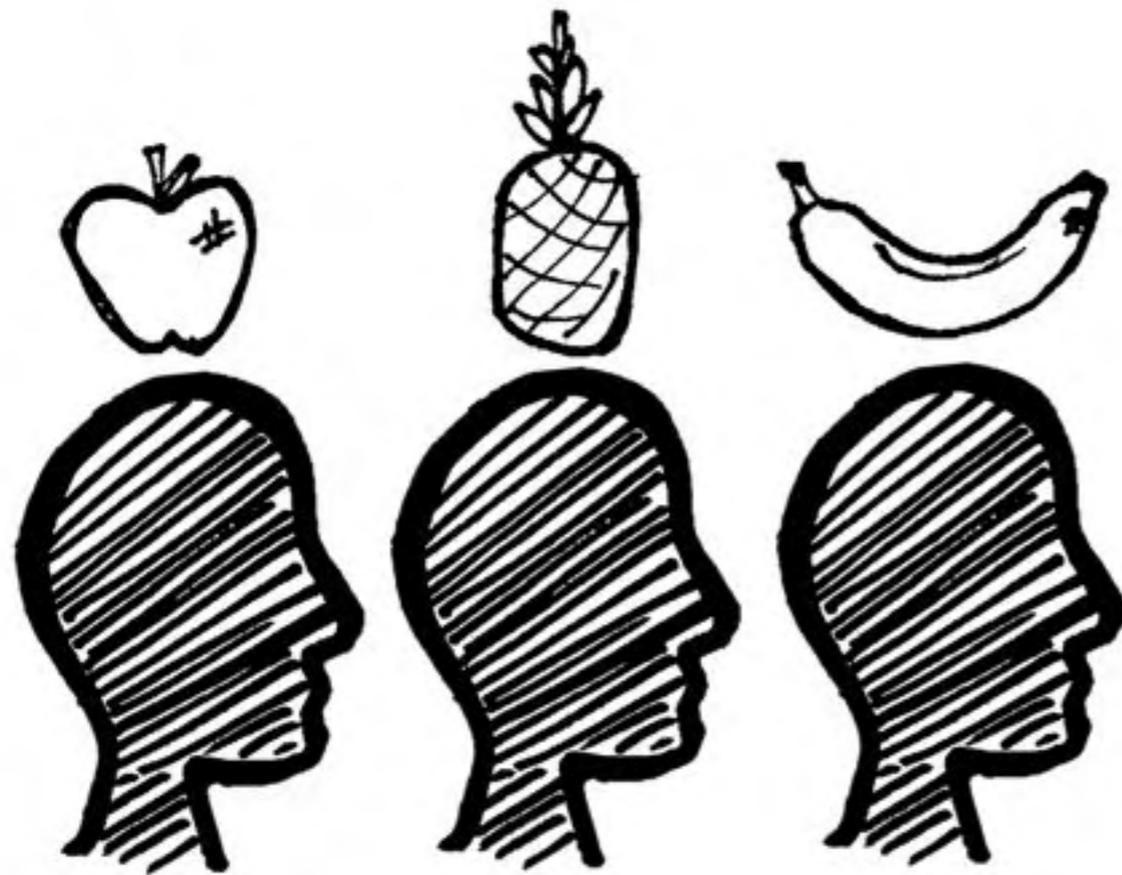
instructions:

1. Take another look at your first sketch
2. Using a 6-up template, sketch 6 new ideas for the same problem. Use the brainstorming tools if you need 'em
3. Do it in 5 minutes



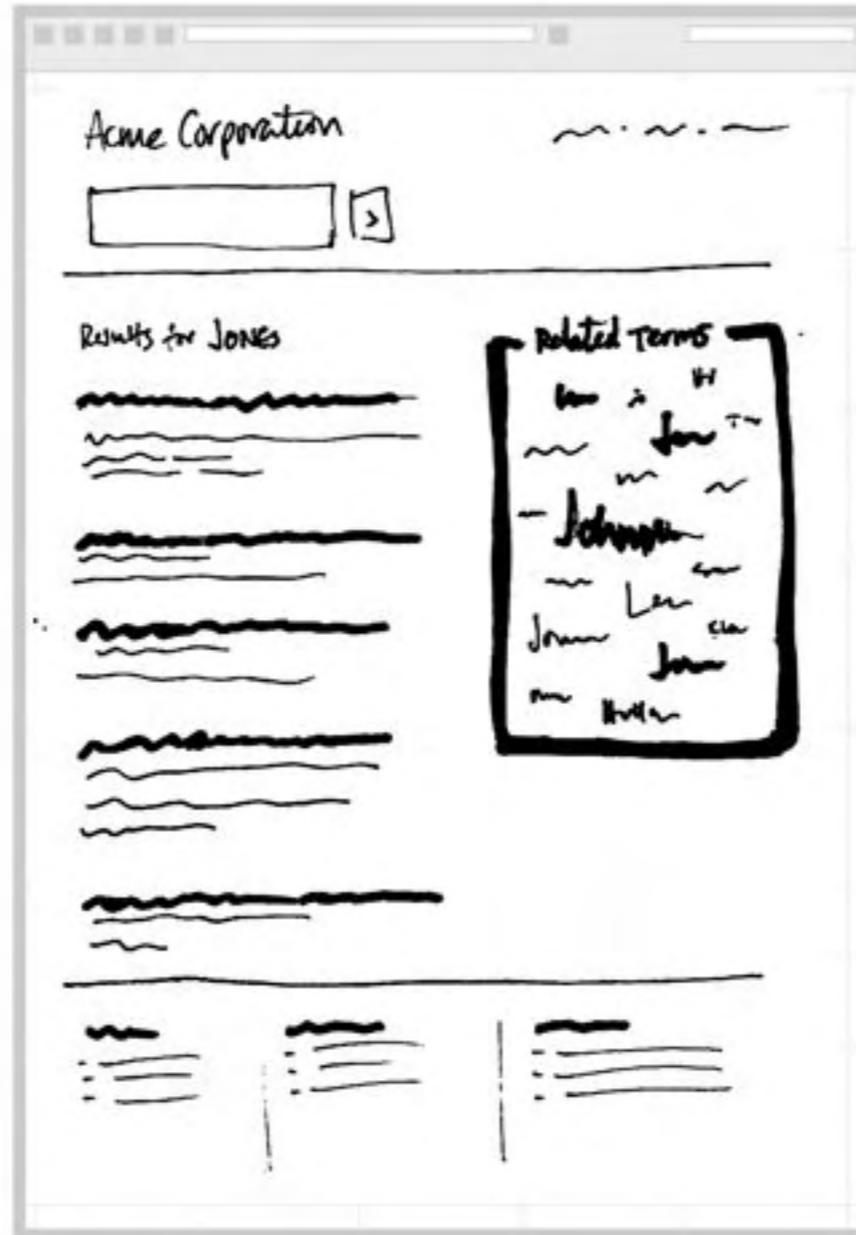
#2 Refinement sketching

Refinement sketching = fewer, better ideas



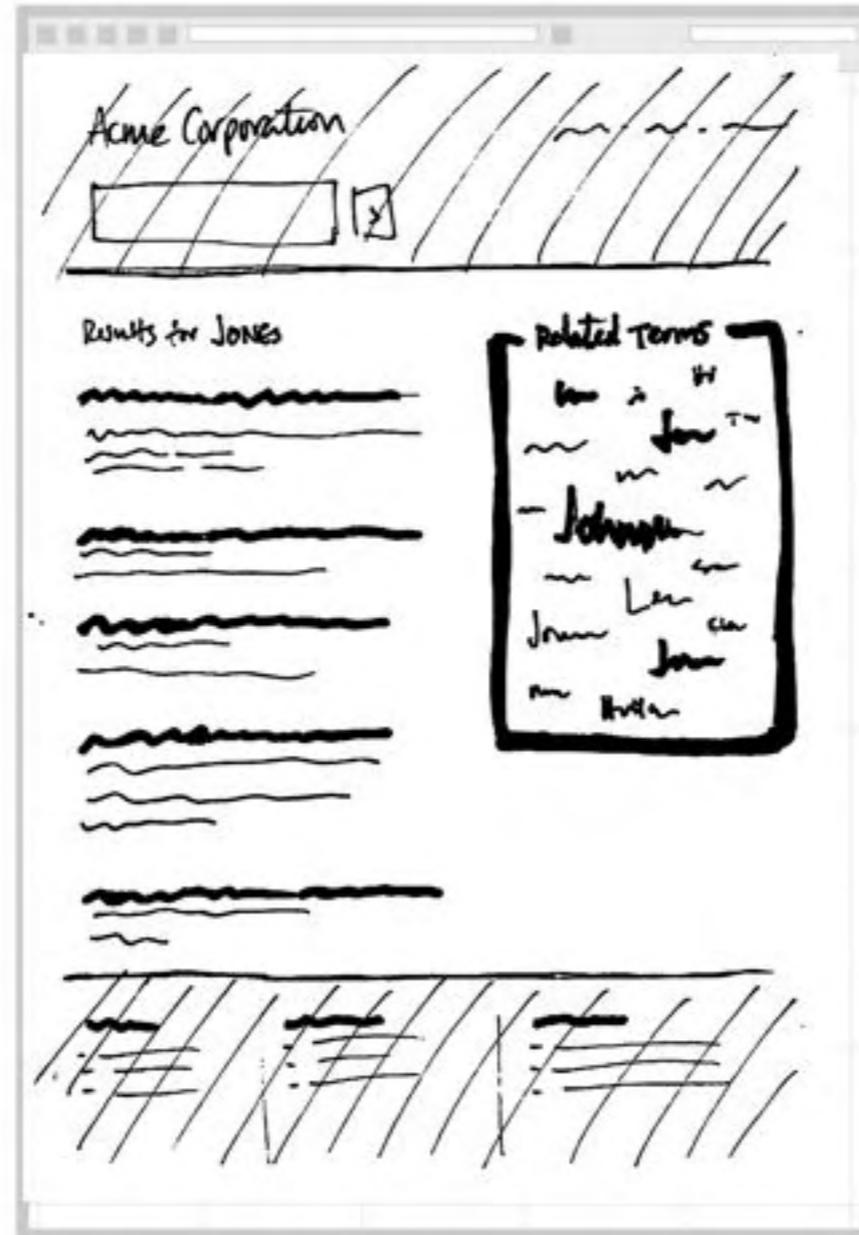
Techniques for refinement sketching

LINE
WEIGHT



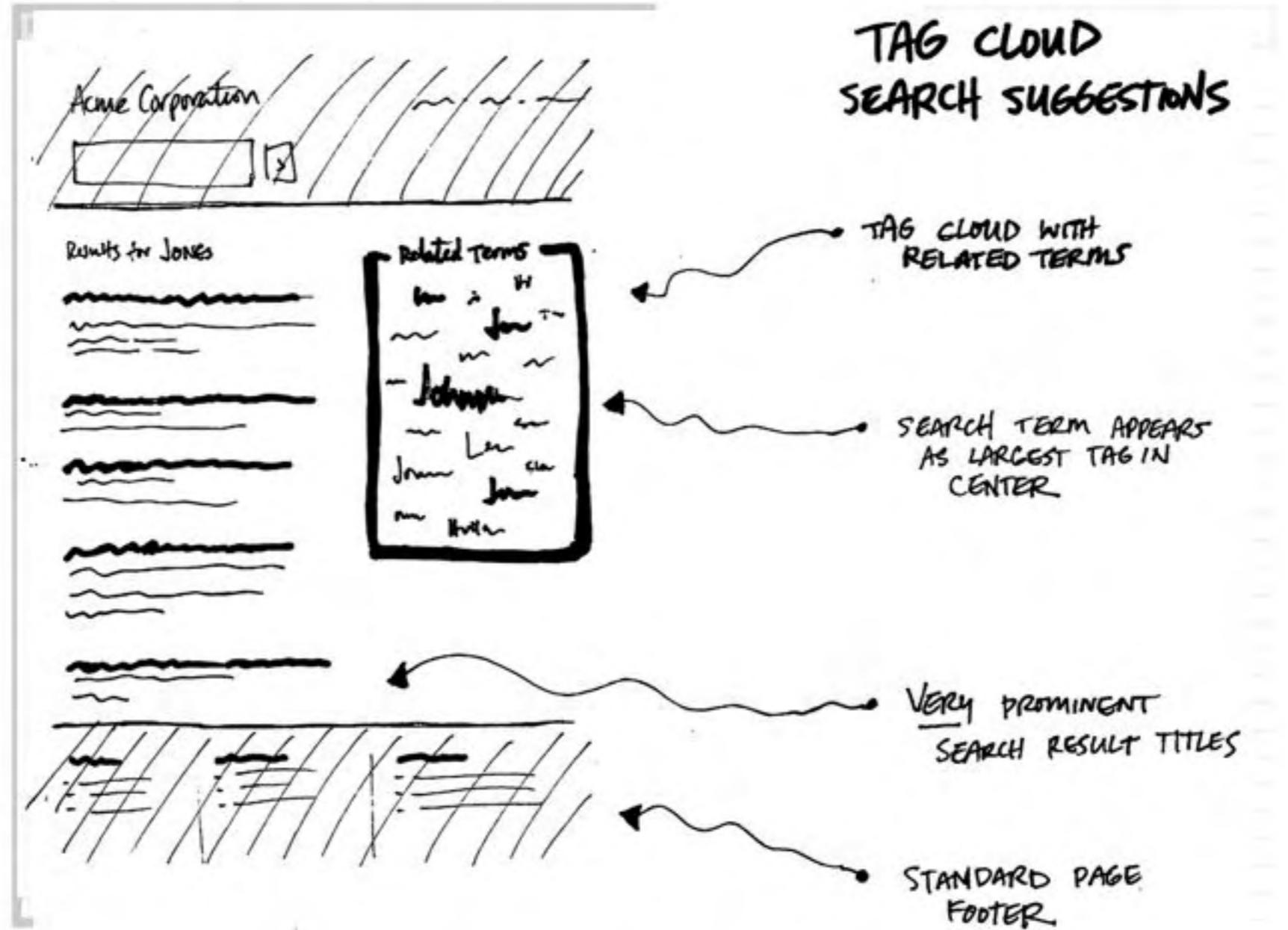
Techniques for refinement sketching

SHADING



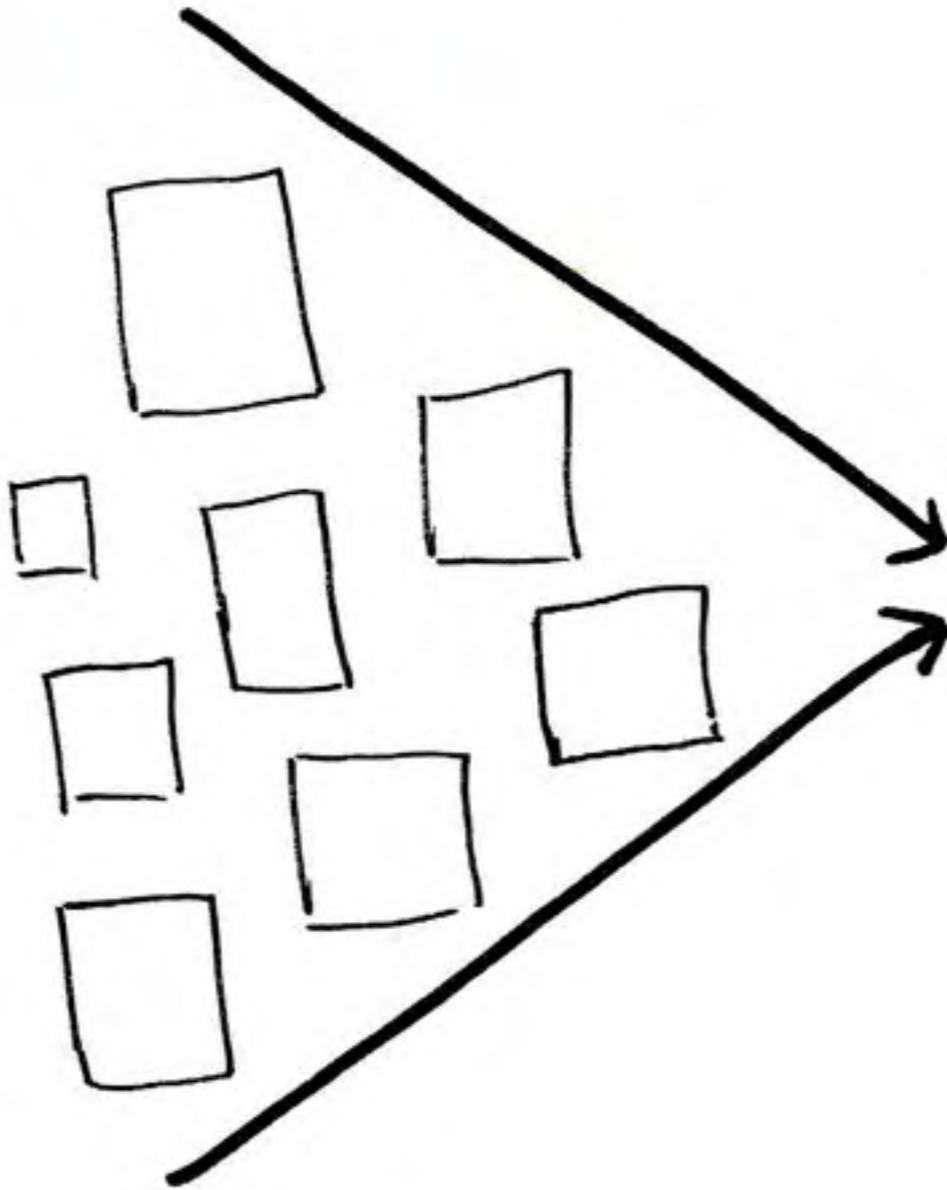
Techniques for refinement sketching

LABELS



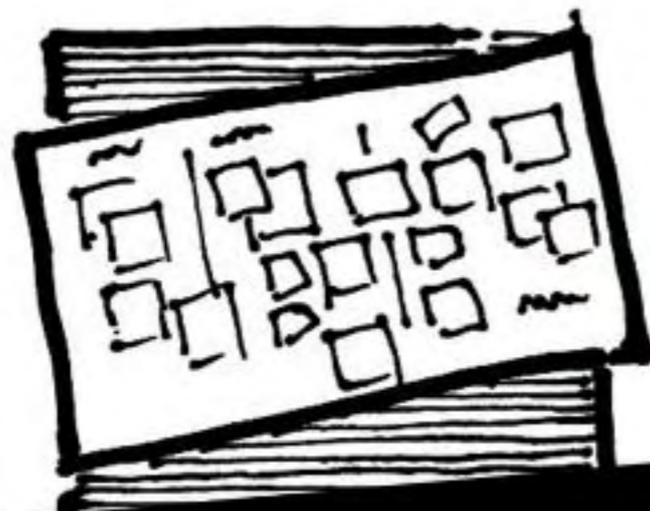
ACTIVITY 3

Refine your ideas.



instructions:

1. Pick the most promising ideas from your 6 sketches.
2. Using a 1-up template, sketch a higher-fidelity version that brings it all together.
3. Go back over your sketch with a sharpie and make it even more clear what it's about.
4. Do it in 5 minutes



Sketchboards

“A new buzzword for a blatantly obvious technique” —danny.hope

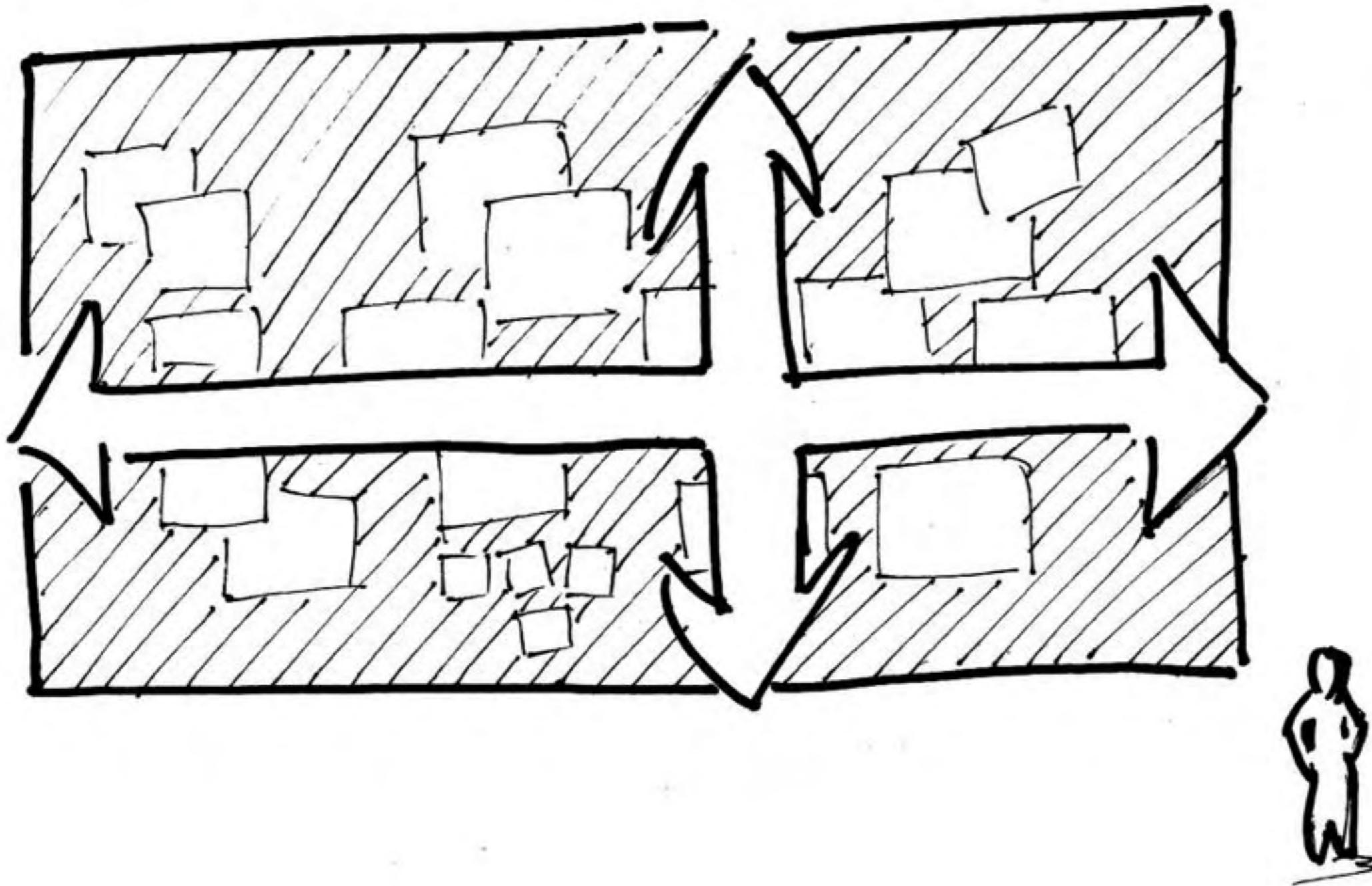
Step 1: Get a large sheet of paper



tinyurl.com/sketchboardvideo

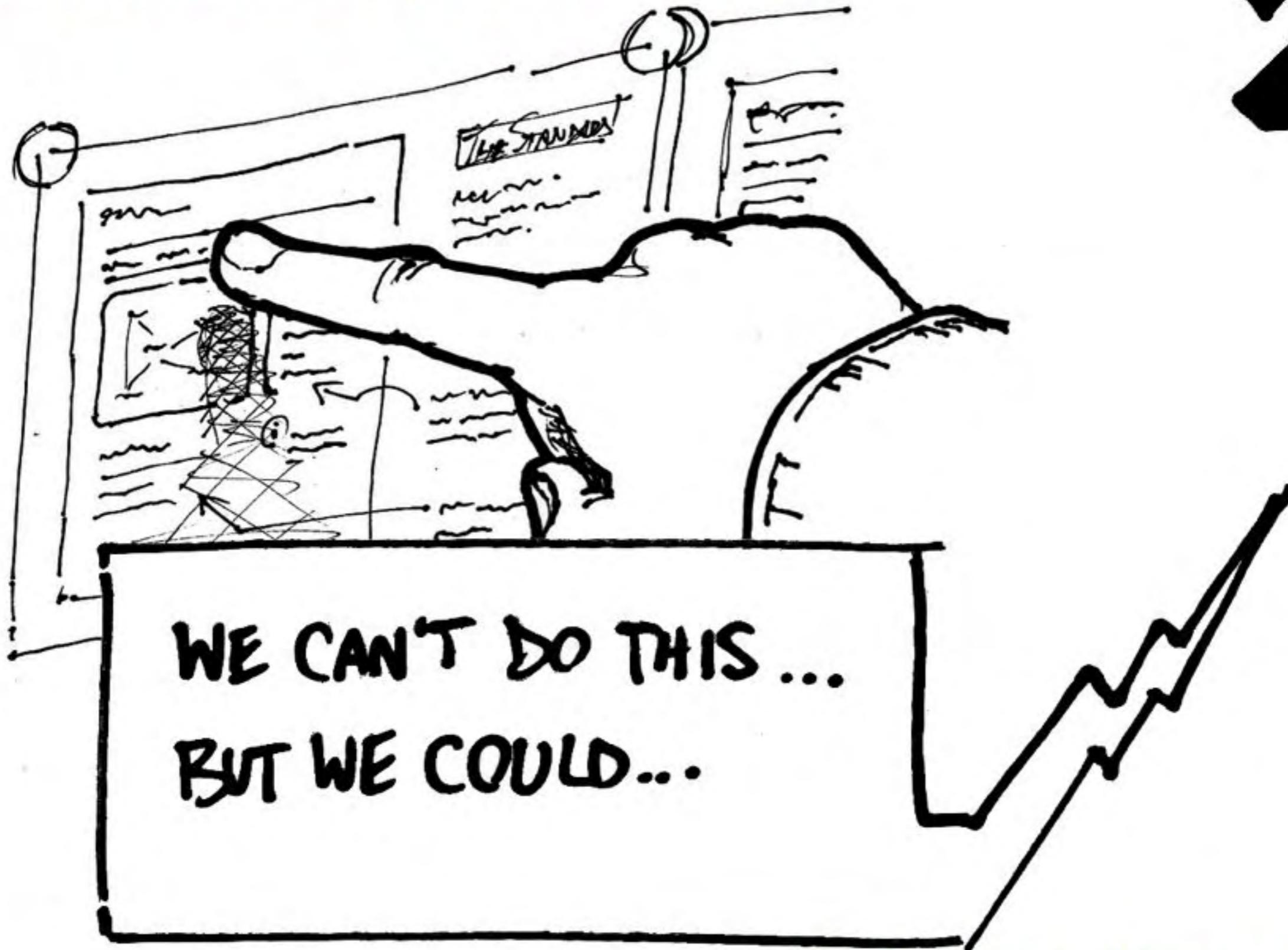
Step 1: Get a large sheet of paper

1.

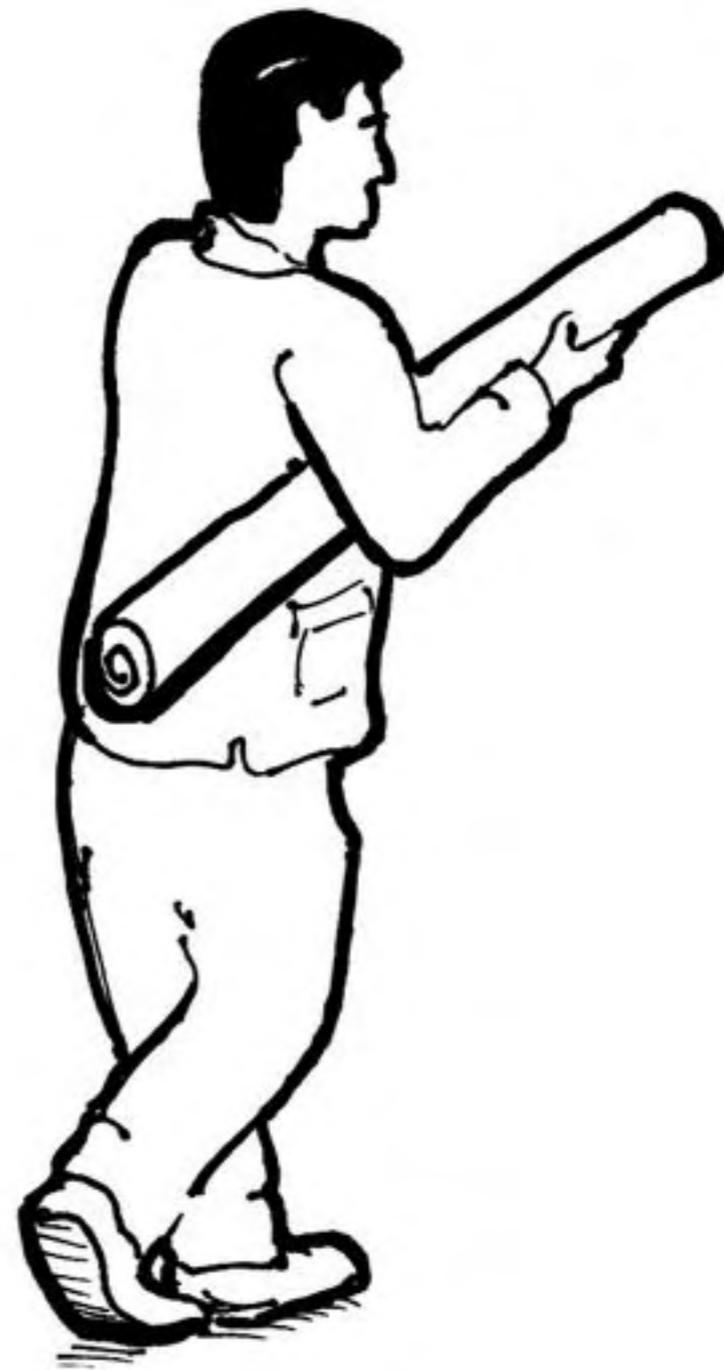
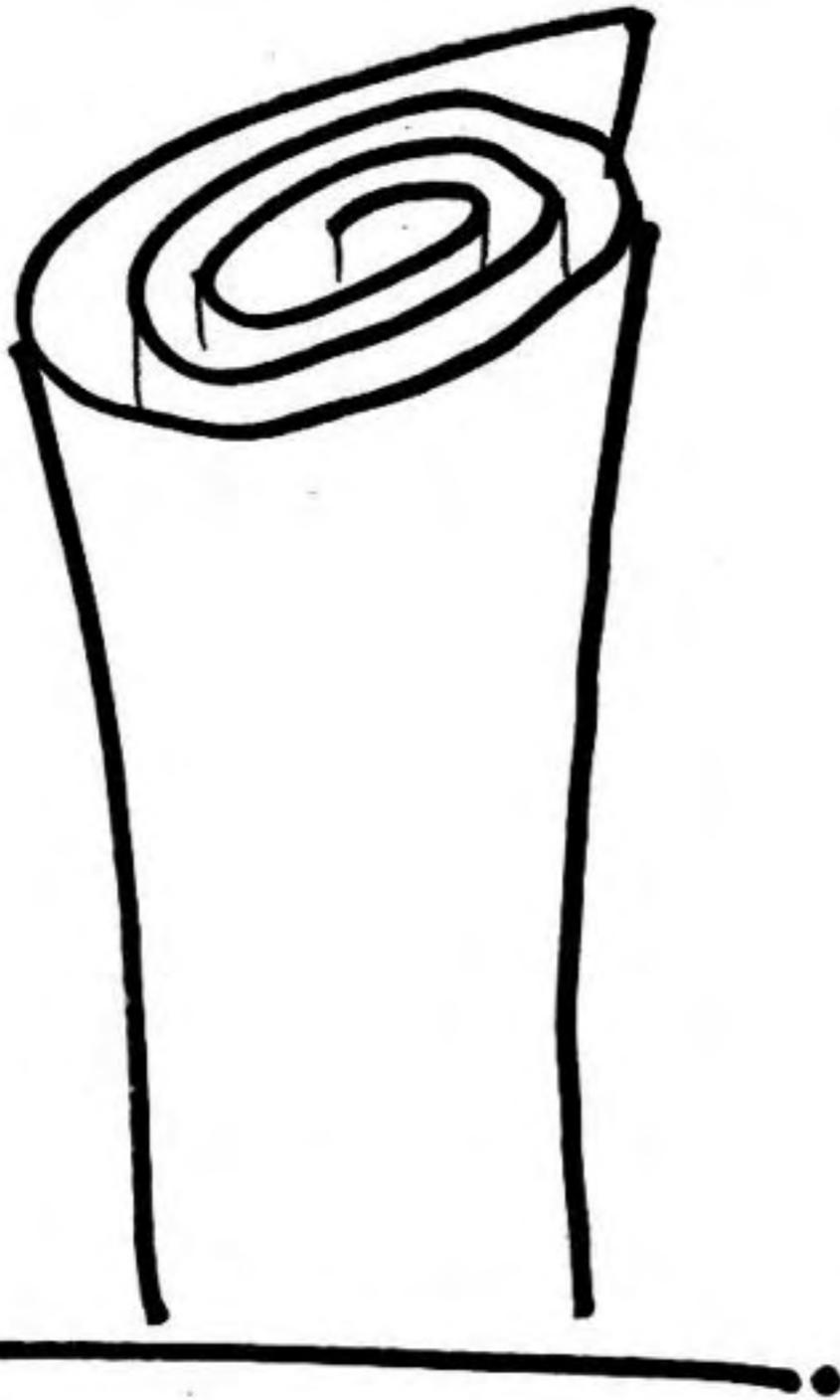


Step 1: Get a large sheet of paper

2.



Step 1: Get a large sheet of paper



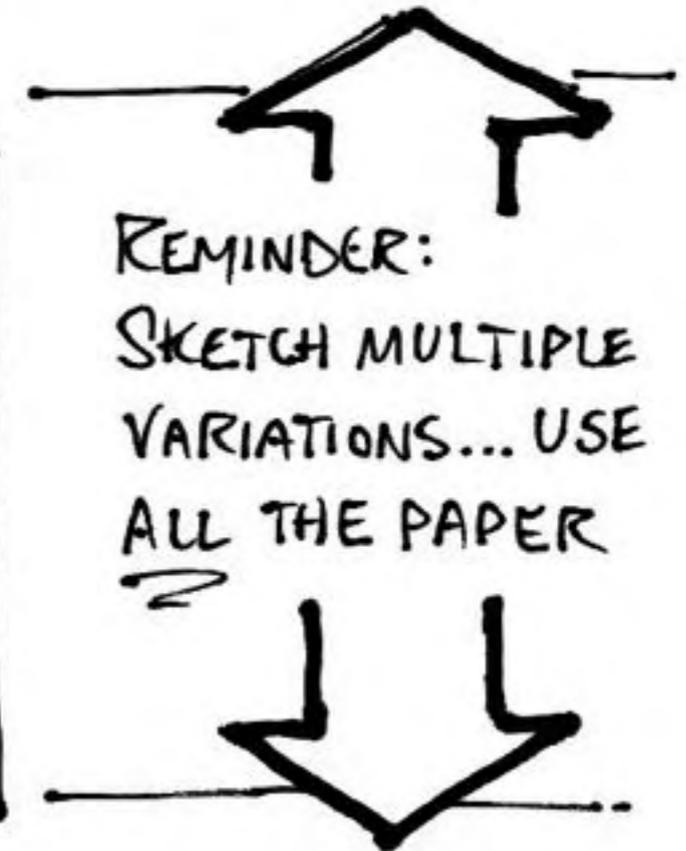
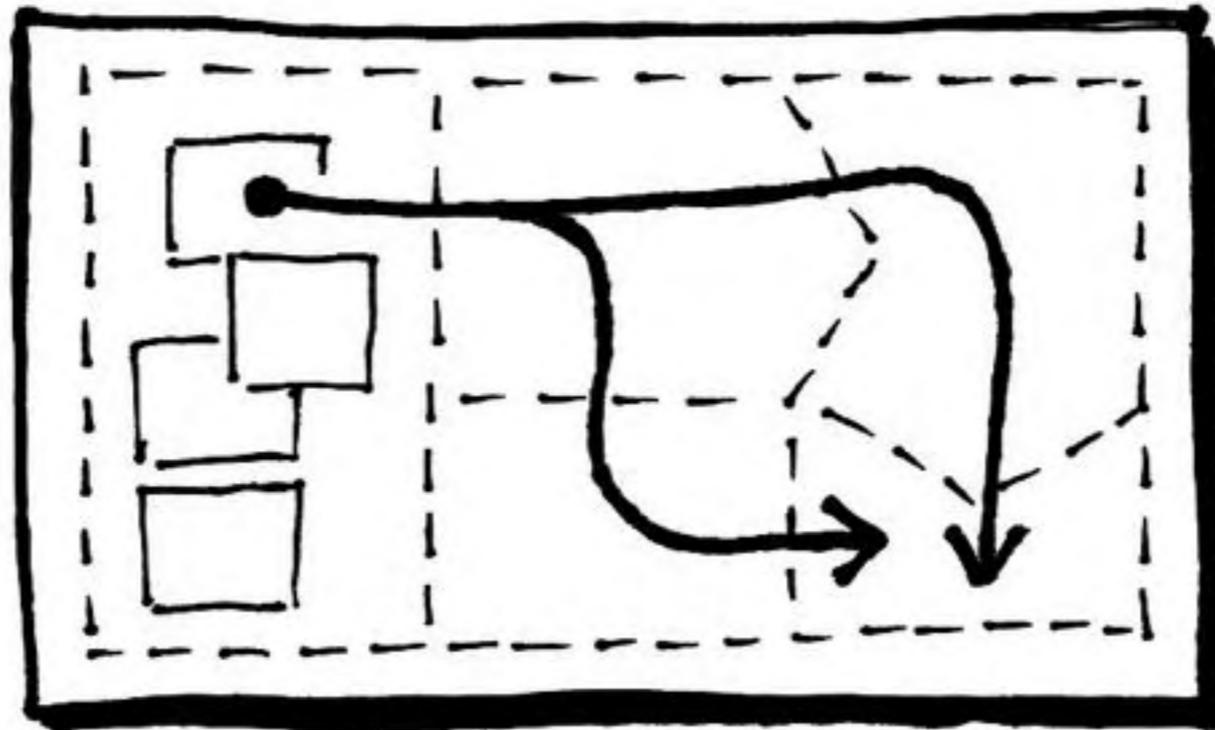
3.

Step 2: Give it some structure



tinyurl.com/sketchboardvideo

Step 2: Give it some structure



Step 3: Add inputs



tinyurl.com/sketchboardvideo

Step 3: Add inputs



REQUIREMENTS



PERSONAS



DESIGN
CRITERIA



ANY
INSPIRATION

SARAH NELSON'S ESSAY:

"MAKING RESEARCH ACTIONABLE:

AN INTRODUCTION TO DESIGN CRITERIA"

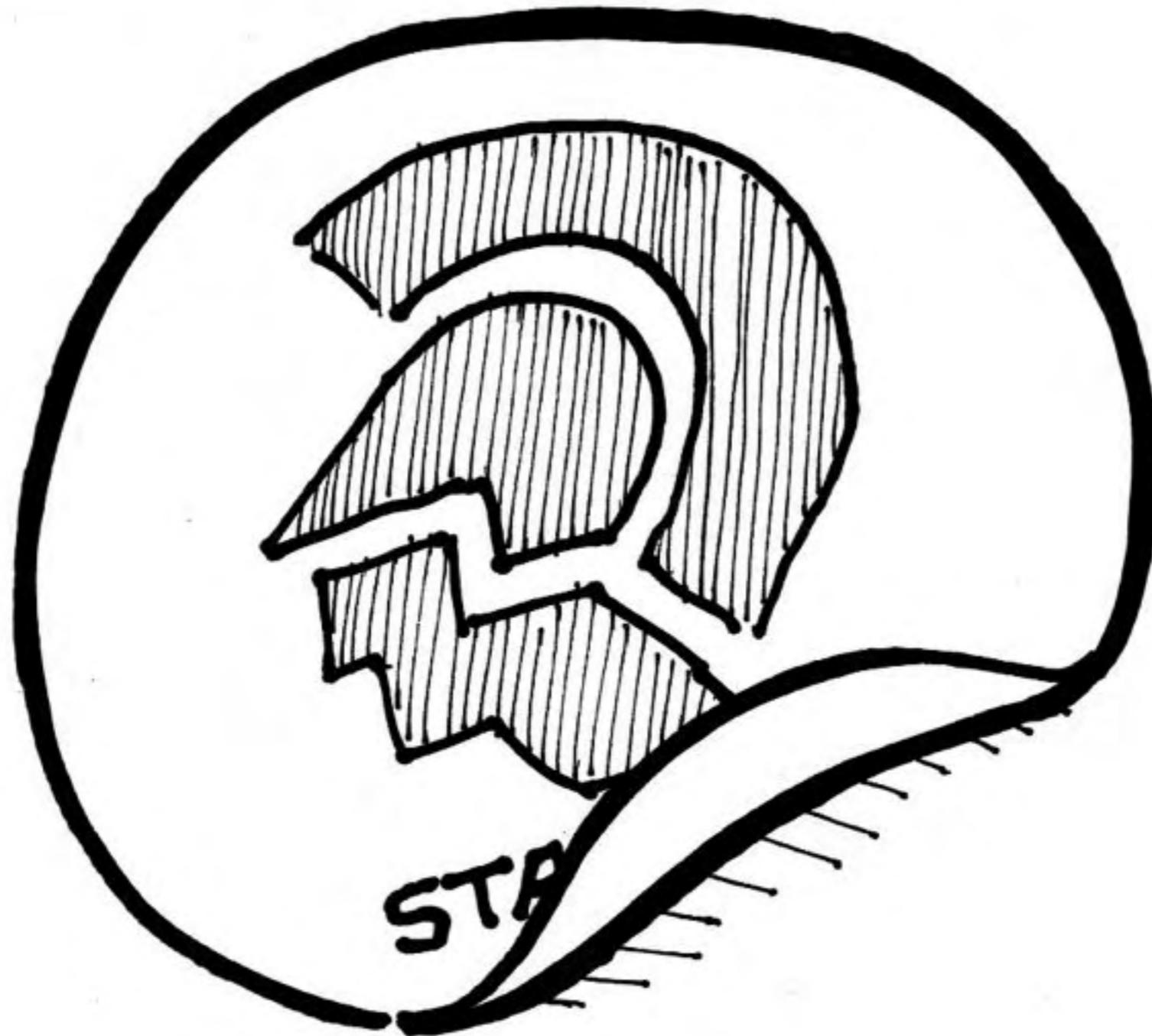
ICANHAZ.COM/DESIGNCRITERIA

Step 4: Fill it with sketches!



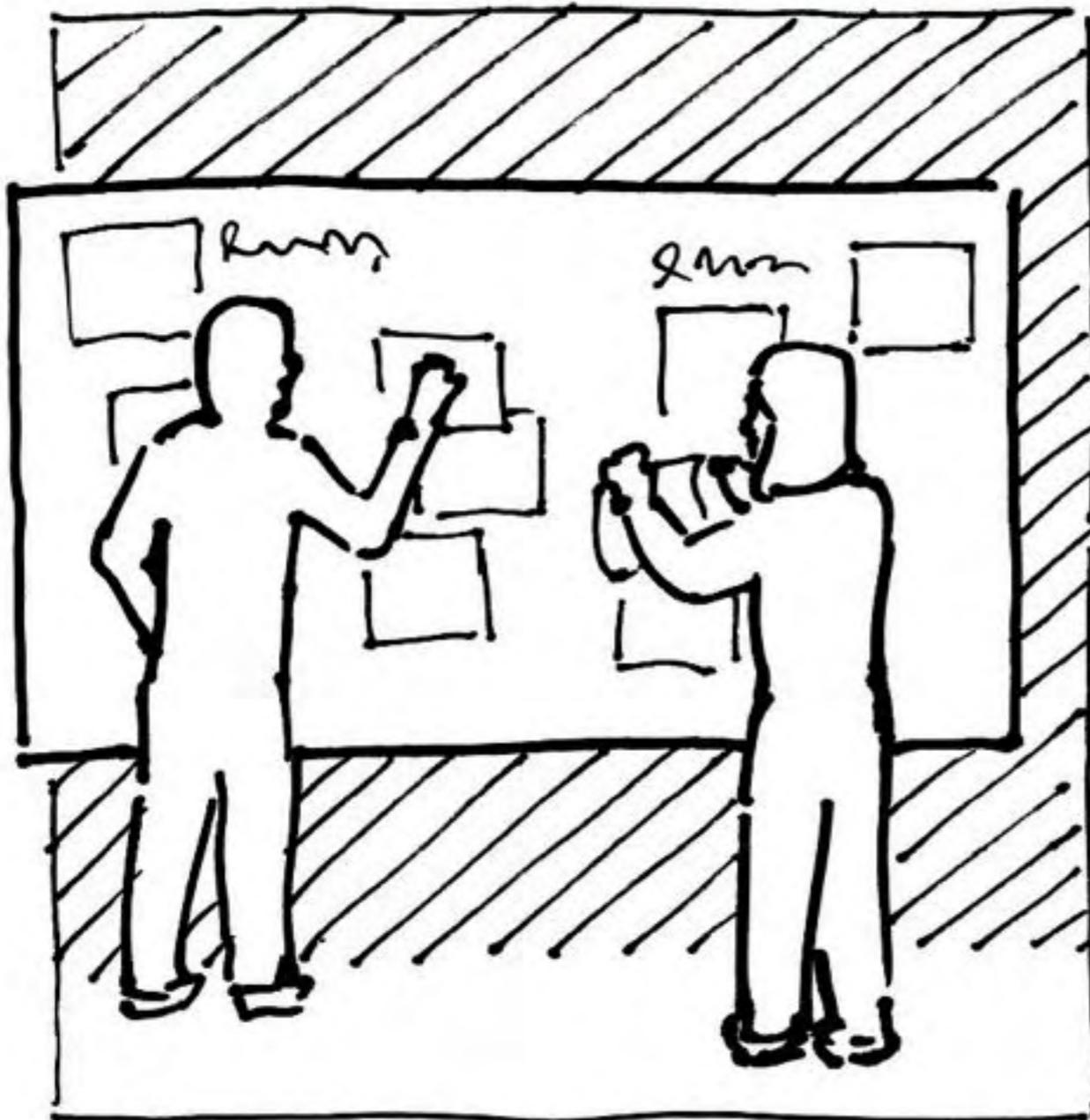
tinyurl.com/sketchboardvideo

The incredible drafting dot



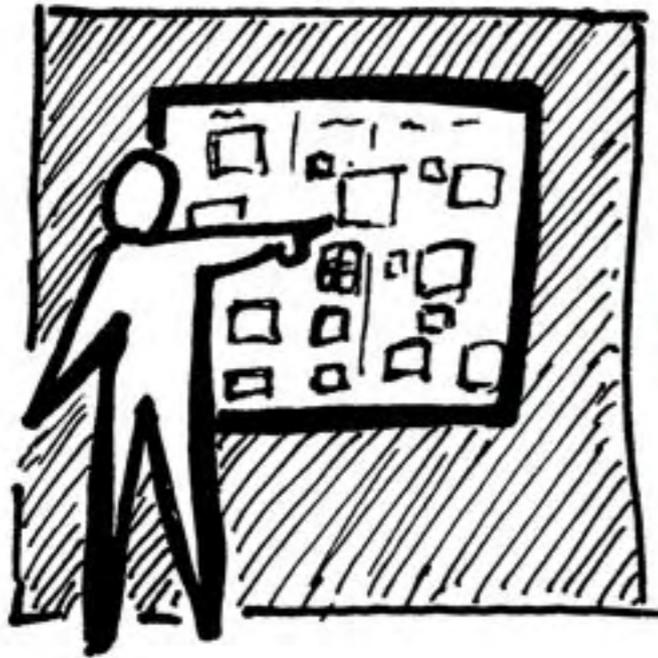
ACTIVITY 4

Let's put it all together...



instructions:

1. In 10 minutes: Do a rapid review of everyone's sketches
2. In 5 minutes: Add inputs.
3. In 10 minutes: Structure your sketches, and with remaining time, fill in any gaps.

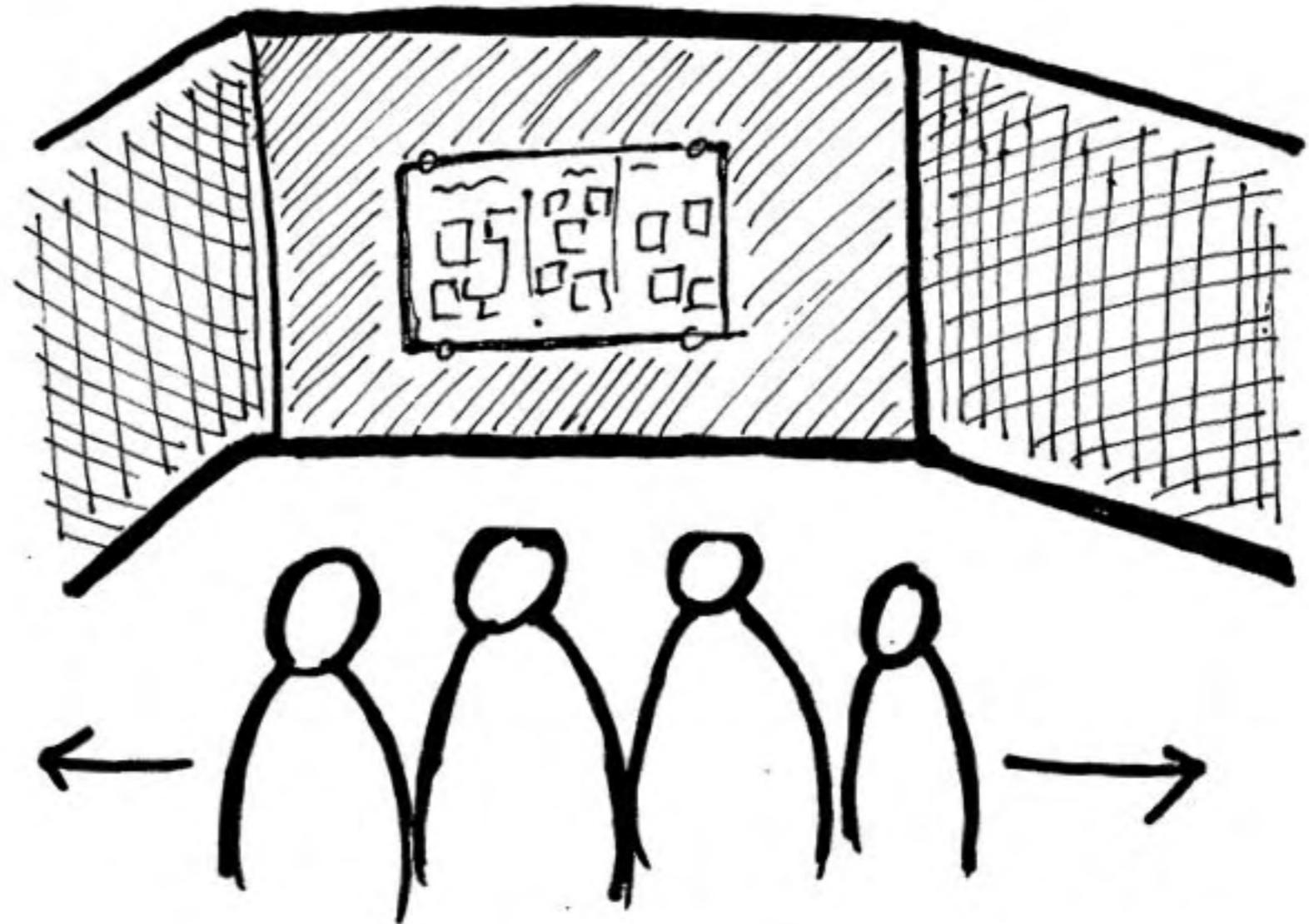


Sharing sketchboards

How?

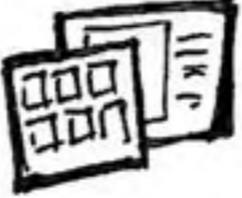


Planning the review session

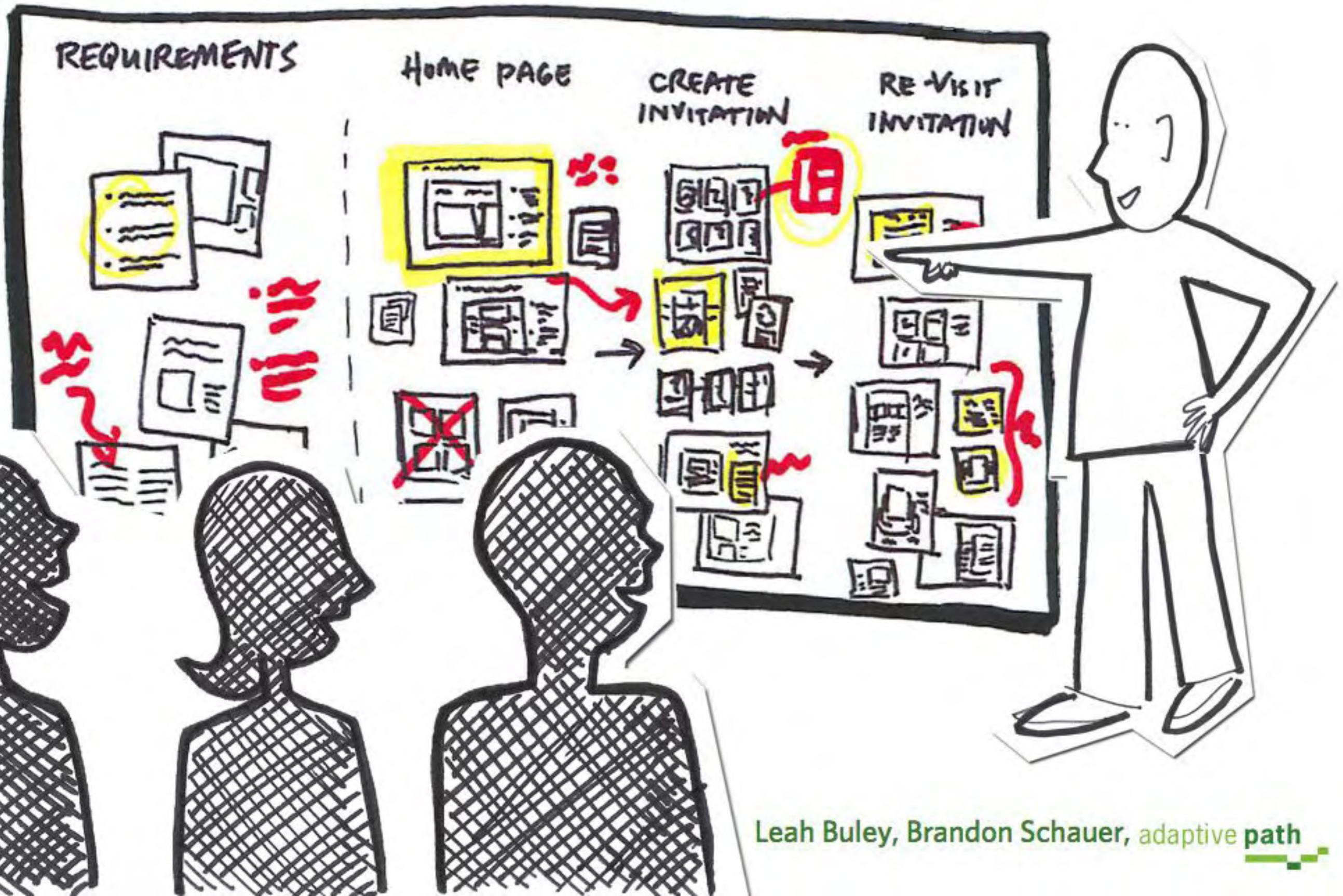


BUSINESS BUYERS
PRODUCT MANAGERS
DEVELOPERS
OTHER DESIGNERS
ANYONE ELSE INVOLVED

Workshop supplies

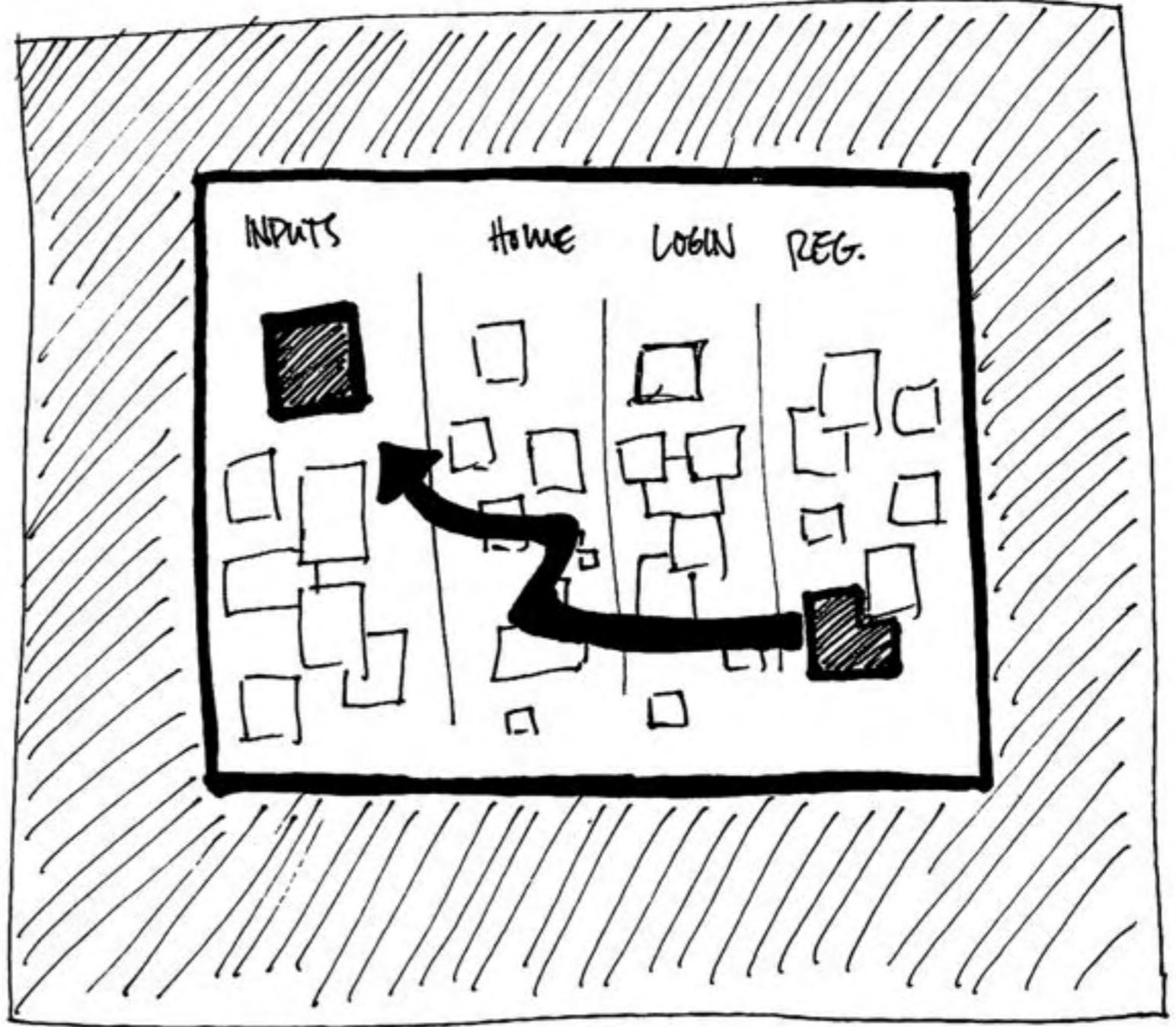
- ✓ BLANK PAPER 
- ✓ 1-UPS & 6-UPS 
- ✓ TAPE OR DRAFTING DOTS 
- ✓ SHARPIES 
- ✓ STICKIE NOTES 
- ✓ HIGHLIGHTERS 

Your goal



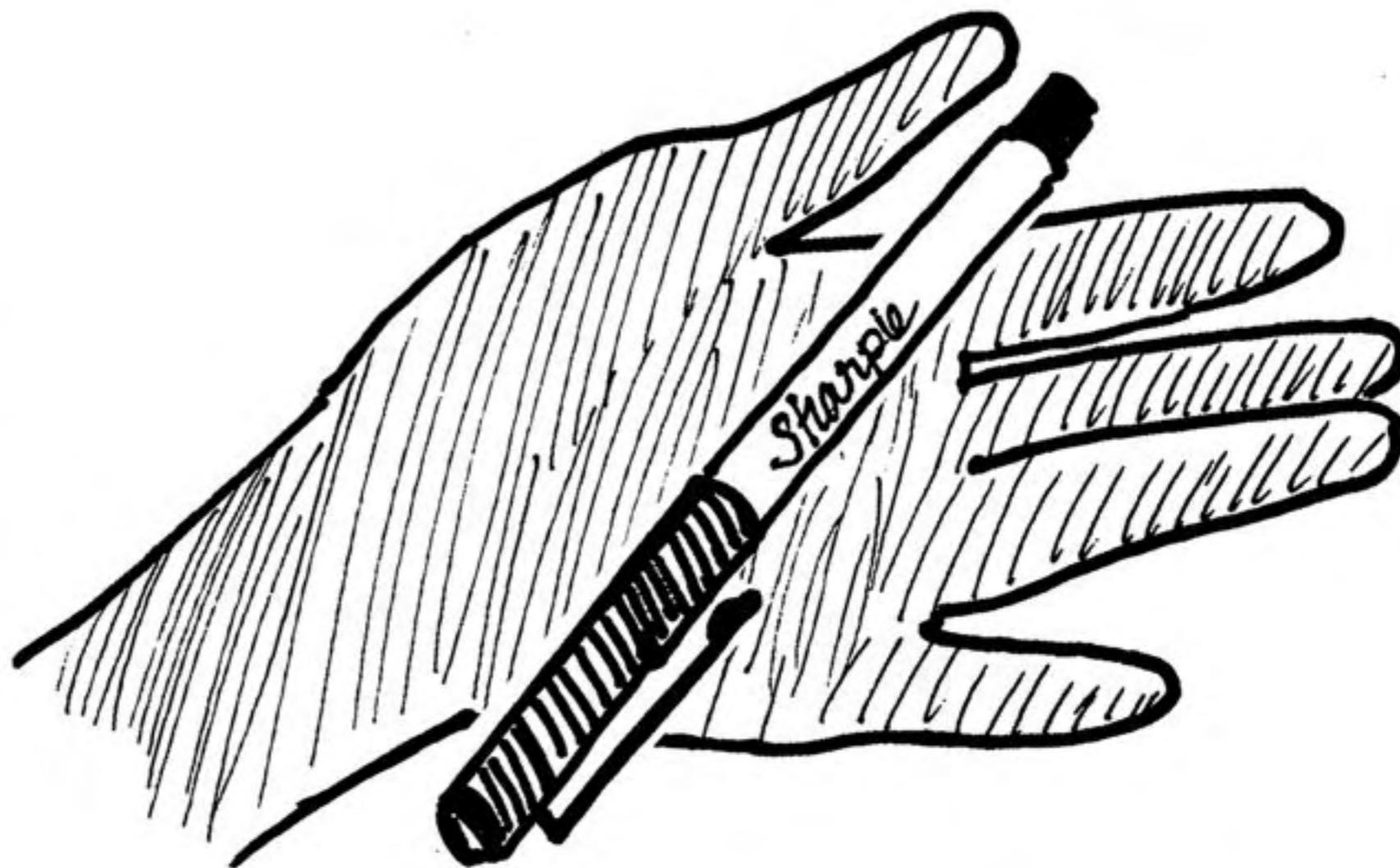
Tips for getting good feedback

REFER BACK
TO INPUTS



Tips for getting good feedback

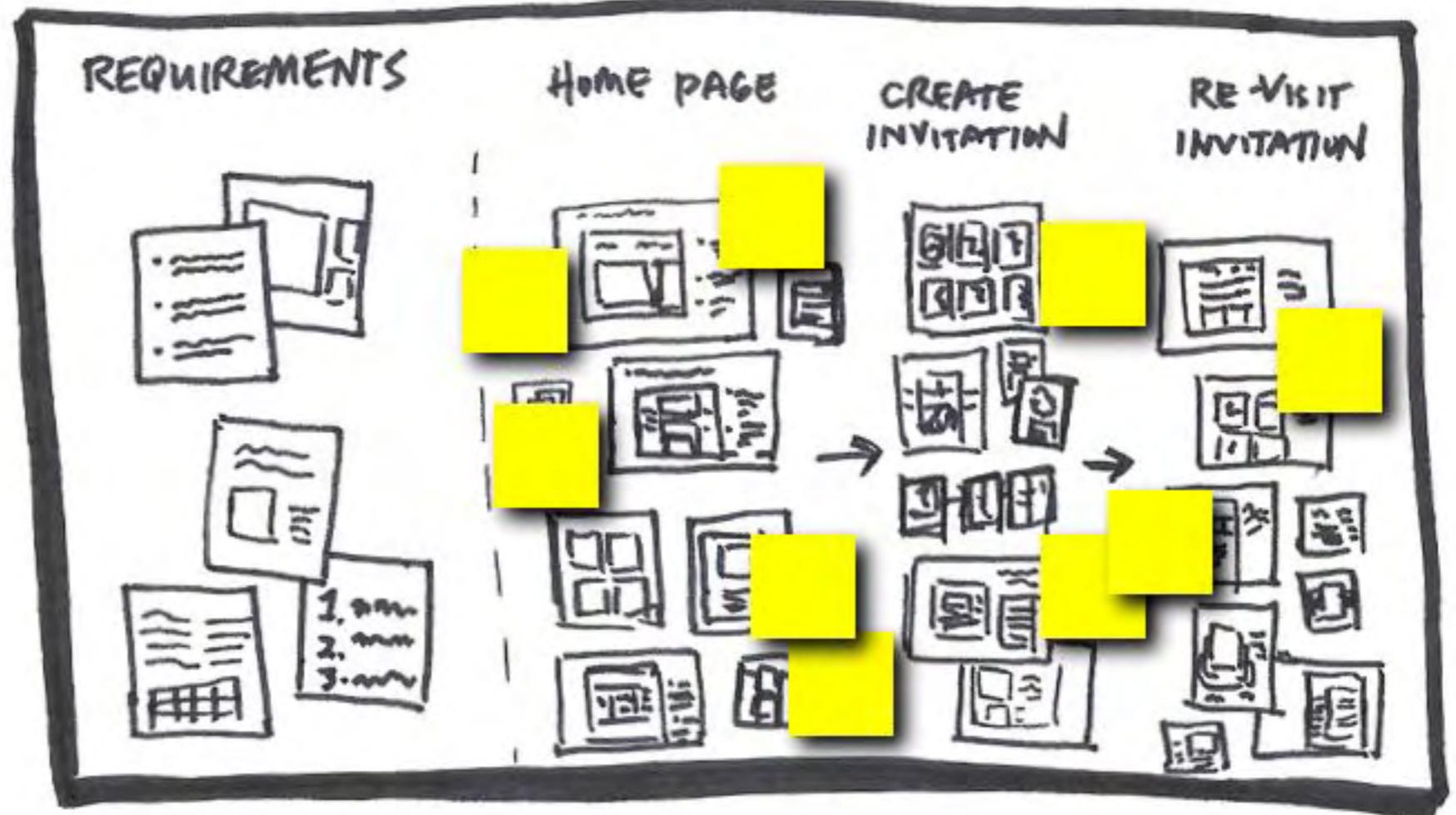
PASS THE
PEN



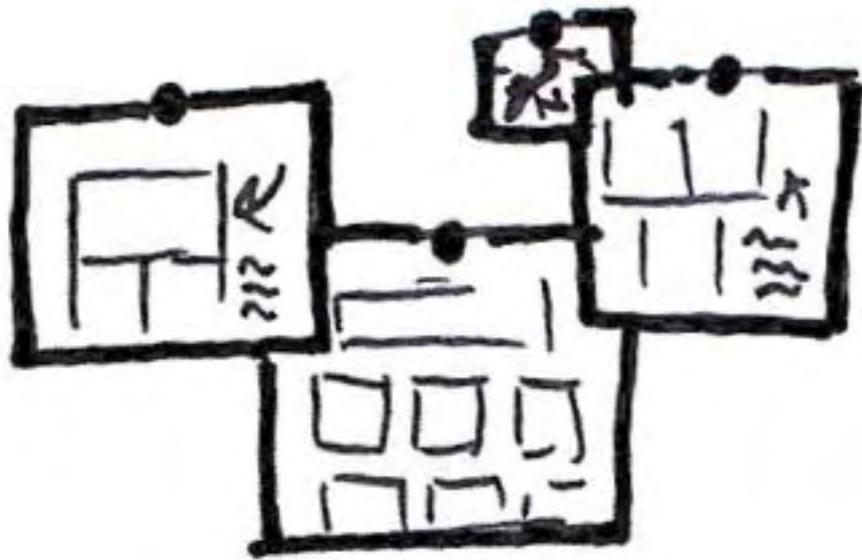
Tips for getting good feedback



BLACK HAT
SESSIONS



The next step



YouTravel 2.0 Wireframes

Title: Locations search results
Date: 08-12-2008
Version: 2.7
Functional Notes:

When a user searches by location, or a top level search includes a pre-defined location term, this page is revealed. It is structured into two tiers. The first tier is the location refinement selections (where users confirm that the system has defaulted to the correct location, not a near miss). The second tier is the location browser, which allows the user to dig into the results by photos, maps, prices, or user generated guides.

- Search terms are linked so that if a multiword search was submitted the user could widen out the search based on individual terms. This supports out weather decisions to include between search operations.
- These are the close matches from the locations database. The system selects the most likely option (or optional) by default, but the user ultimately controls the view.
The location browser uses a sentence format for revealing how the user can refine into the results. The first option in the list should be displayed by default, but other selections can be revealed without a reload.
A 'show more' button is associated with this potentially confusing point in the UI. It reveals in-line help.

Browse by [photos](#), [maps](#), [prices](#), or [guides](#) ?

Browsing is the best way to get a quick sense for a location and collect the photos, sites, or guides that interest you most.

Choose from the browsing options above to churn up the best stuff, or [watch this video examples](#) to see how to find the best of any location.

- Selecting a point of interest reveals the details on the right.
- Navigates through the points of interest in numerical order. The order is determined by popularity. As a point of interest is revealed, its point on the map is bolded.
- Point of interest name may need to be truncated.
- Brief description of the point of interest, user generated. 'Continue' navigates to the detail view for the point of interest, the same destination as the 'show me' button.
- Activities are generated based on user tags.
- Keep this pins the point of interest in the user's tourbook. The button must toggle on and off.

you got it!

¹²Navigates to the point of interest detail view.
¹³Navigates to point of interest and photo submission tools.

adaptive path

YOU TRAVEL

locations ideas itineraries

Your search for **Tahoe** found more than one location

Lake Tahoe, NV South Lake Tahoe, NV
Tahoe, UT

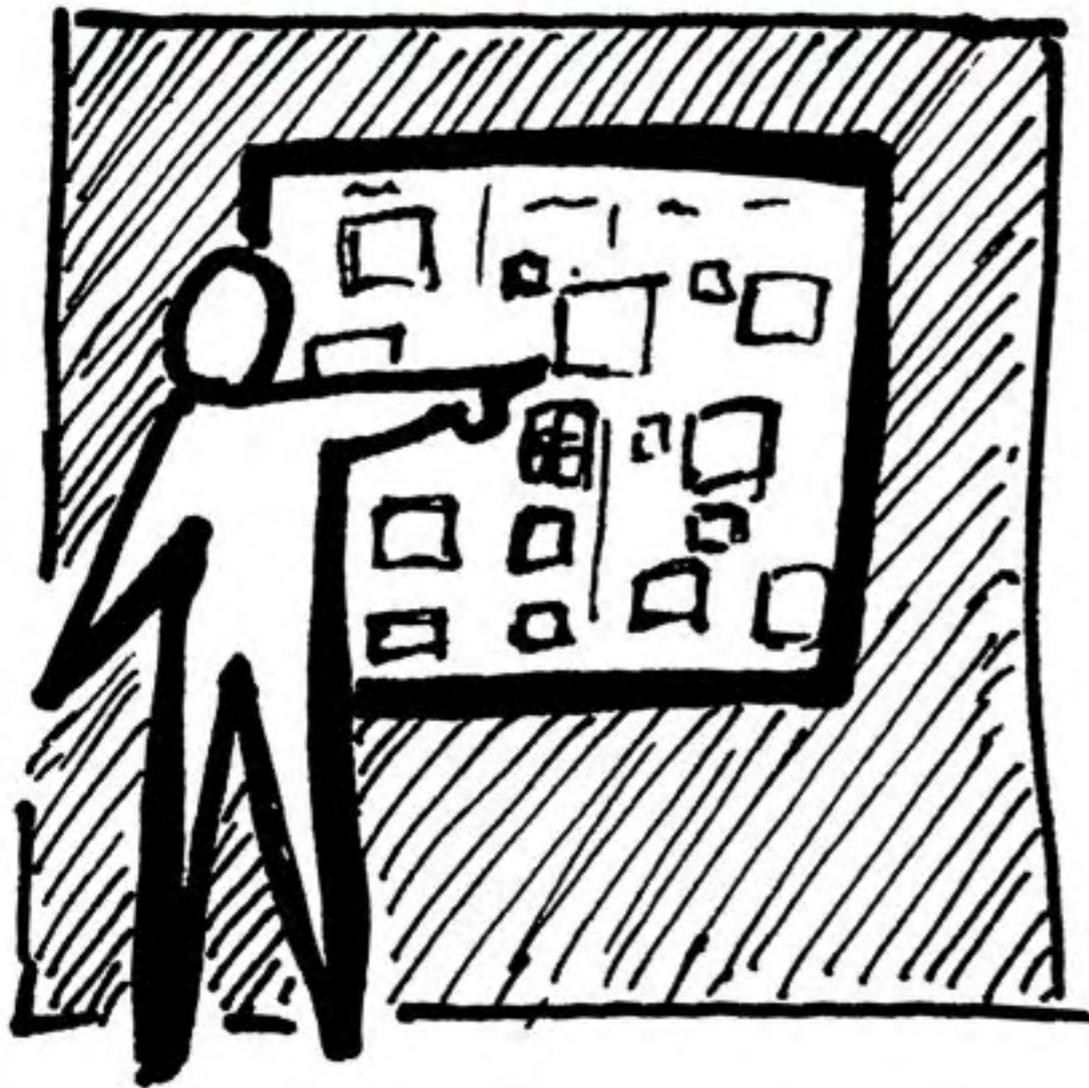
Browse by [photos](#), [maps](#), [prices](#), or [guides](#) ?

[Map]

What's this? Maps show you locations from a birds eye view, whether you need a road map or a satellite view. We'll show you the most popular points of interest, and you can collect the ones you like.

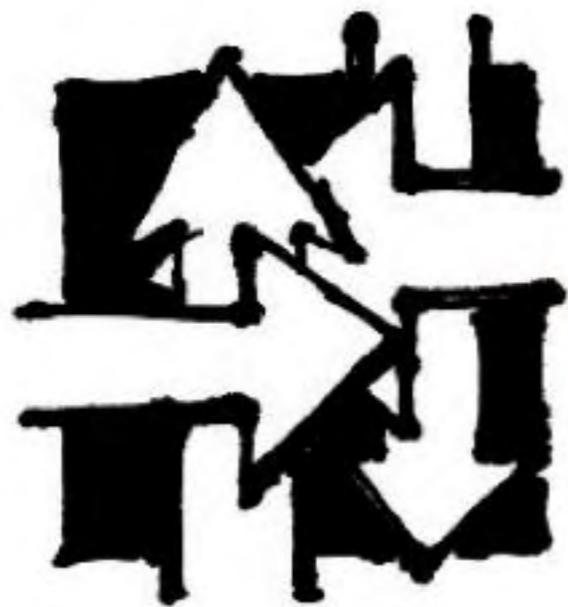
ACTIVITY 5

Share your sketchboard



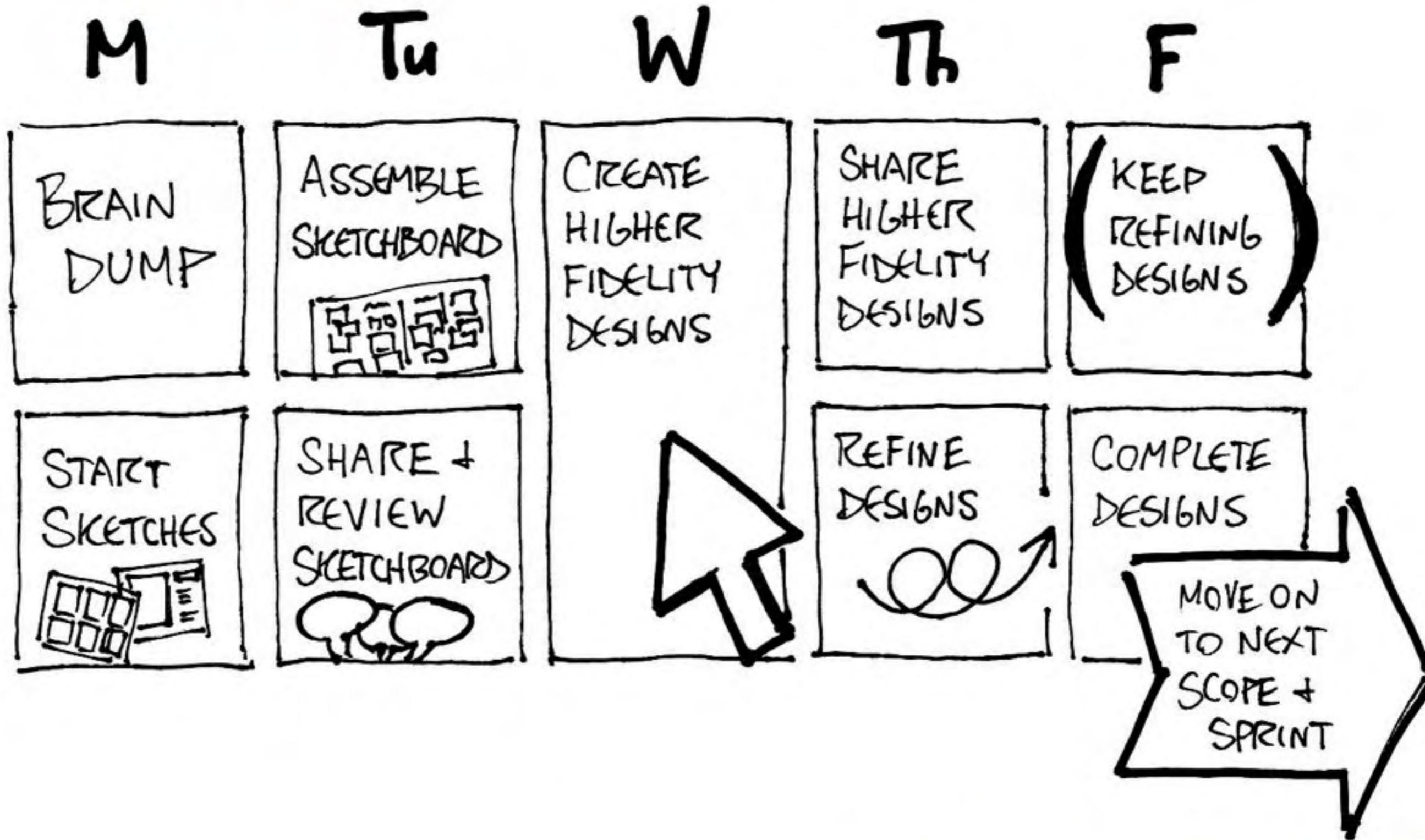
instructions:

1. Look under your chairs. Do you have a stickie with a star? If yes, you are a star person!
2. Star people, move one sketchboard over. You are the stakeholders.
3. Sketchboard team, share what you've done with your stakeholders.
4. Stakeholders, give feedback.
5. Where necessary, refer to inputs, pass the pen, and use the black hat.
6. Working together, mark up the sketchboards based on the discussion.
7. Do it in 15 minutes.

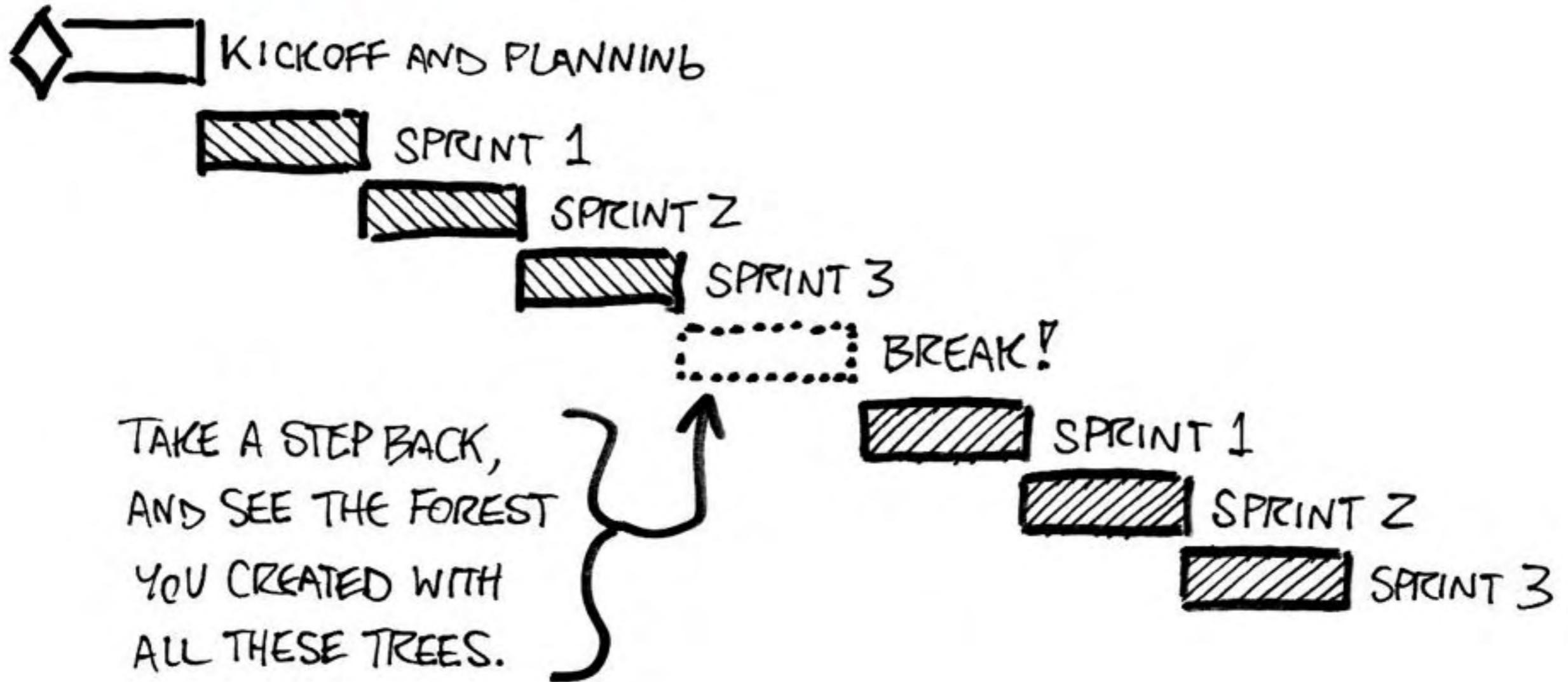


Bringing it all together

The 5-day sprint



Iterative sprinting

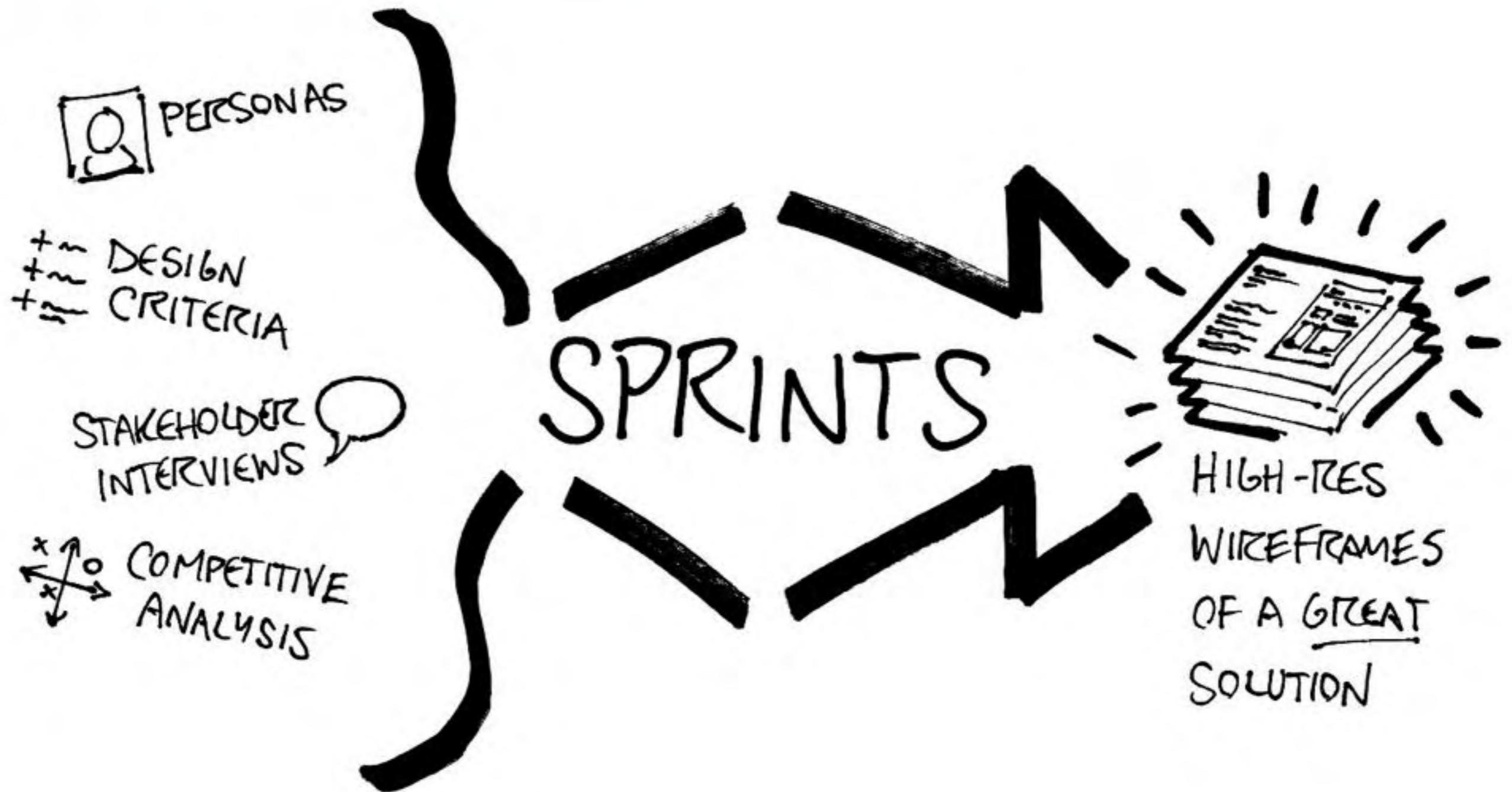


SOMETIMES
YOU SPRINT

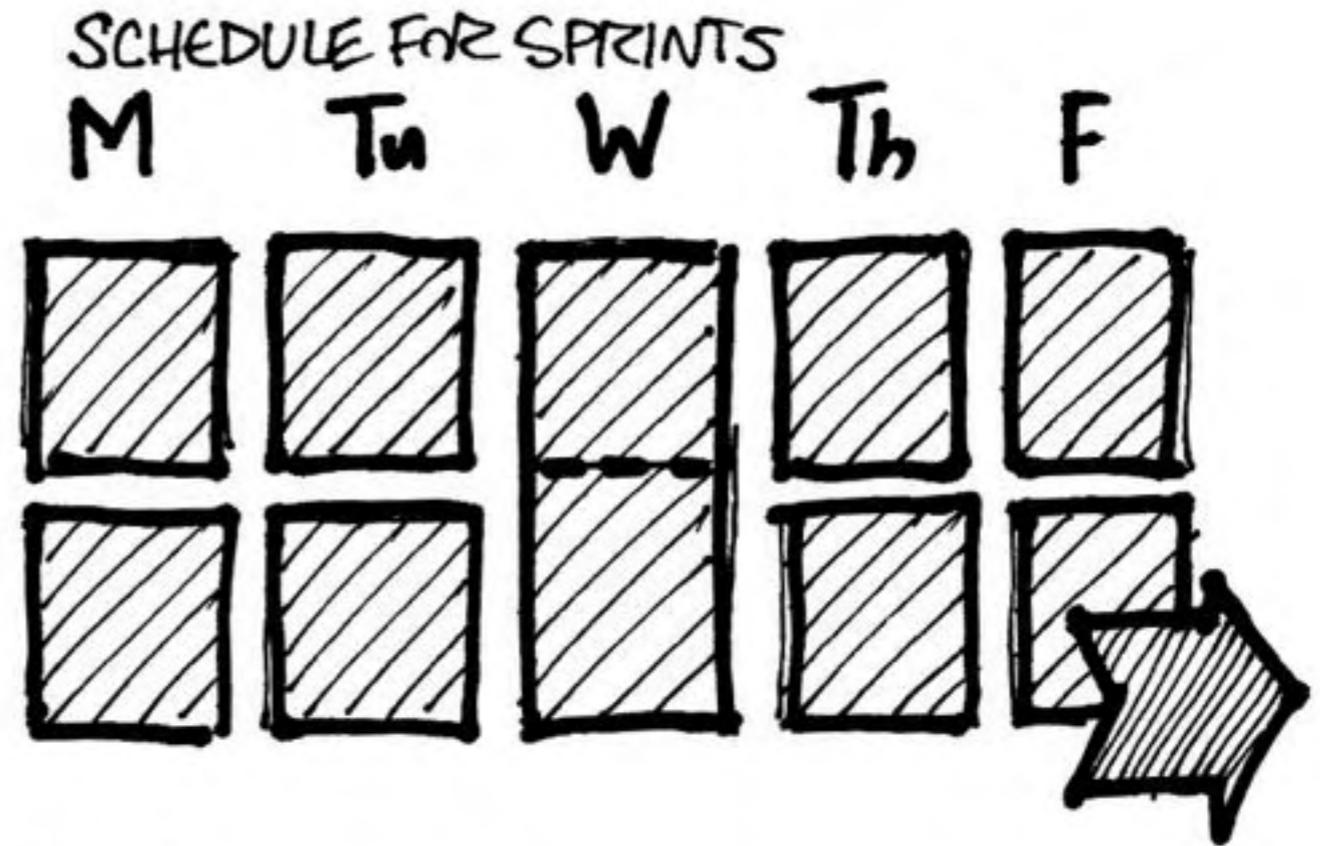
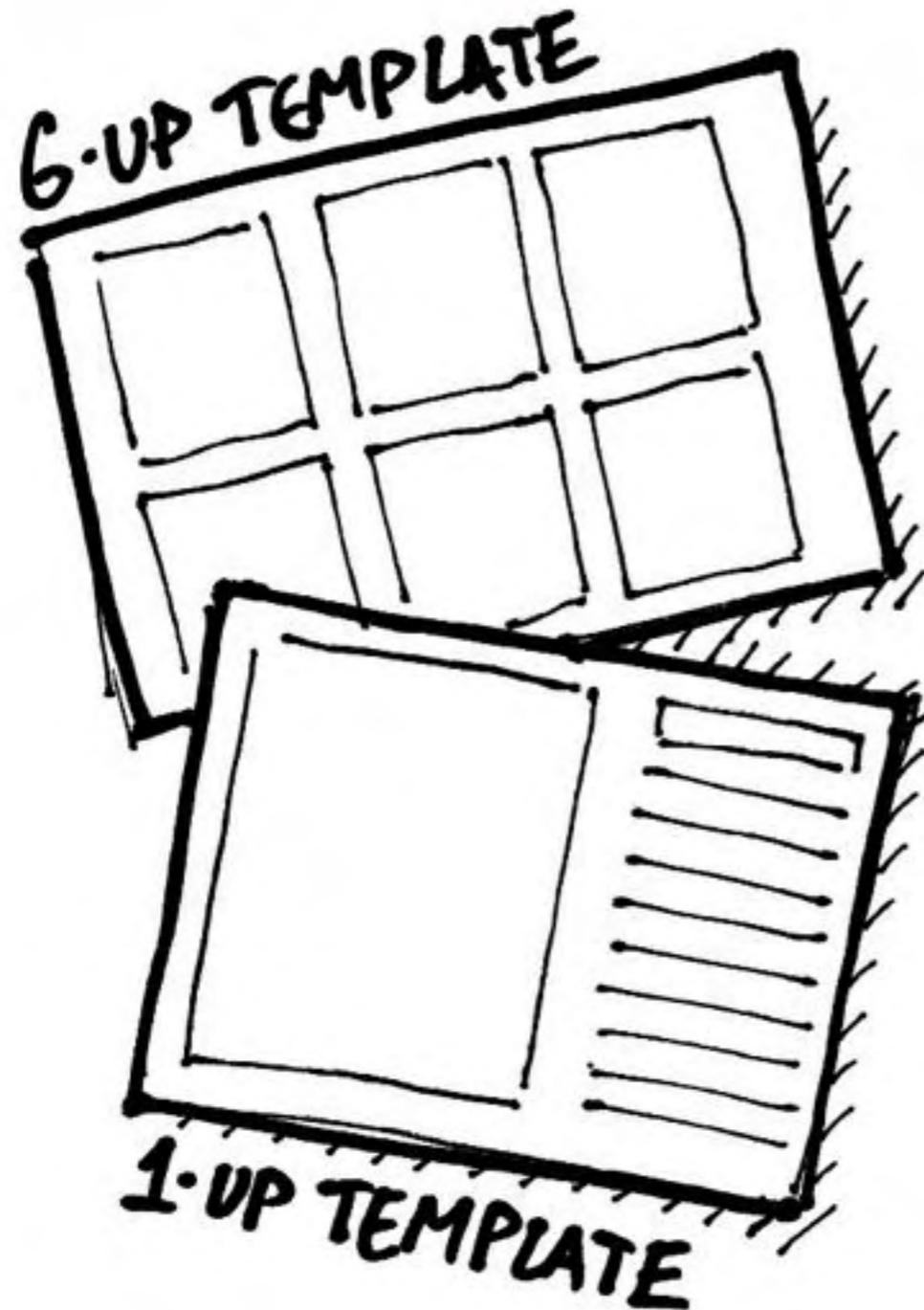


SOMETIMES
YOU JOG

Before and after a sprint...



Your "Sprint Kit"



- SUPPLIES: _____

- BIG SHEET OF PAPER
- DRAFTING DOTS
- TEMPLATES
- PENS

What it's really all about

FOCUS ON HAVING THE RIGHT
IDEAS AT THE RIGHT TIME.

HAVE A LOT OF THEM.

MAKE DESIGN AN ACTIVITY
FOR EVERYONE TO BE
INVOLVED IN.

MAKE IT TANGIBLE.



Now get sprinting!

Resources to get you started

Leah Buley

leah@adaptivepath.com

Brandon Schauer

brandon@adaptivepath.com

Sketchboards: Discover Better + Faster UX Solutions

Brandon Schauer

<http://www.adaptivepath.com/ideas/essays/archives/000863.php>

Making Research Actionable: An Introduction to Design Criteria

Sarah Nelson

<http://www.adaptivepath.com/ideas/essays/archives/000954.php>

Method Spotlight: The Purpose-Driven Competitive Analysis

Alexa Andrzejewski

<http://www.adaptivepath.com/ideas/essays/archives/000953.php>