



Esri International Developer Summit
Palm Springs, CA

Where design fell FLAT on its face

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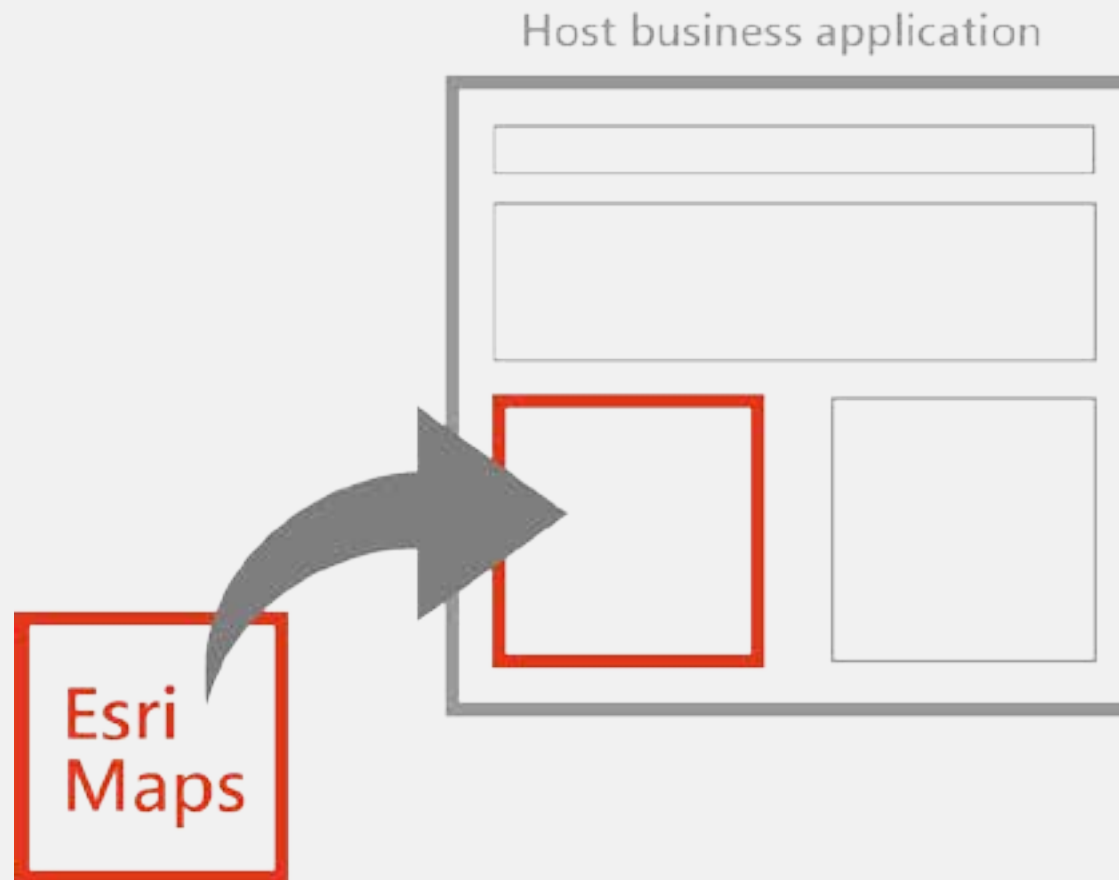
Introduction

Introduction

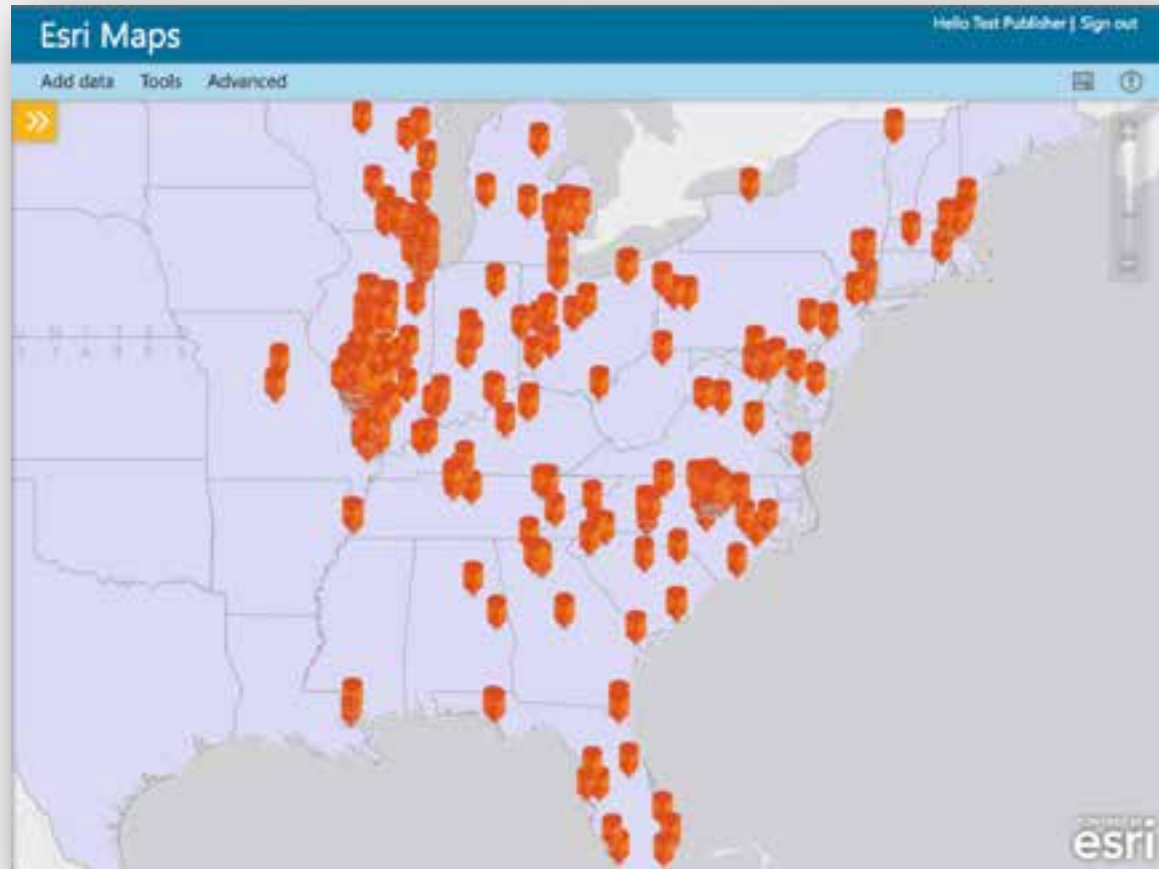
The design process and its challenges



Esri Maps Framework



Esri Maps Framework



Esri Maps Hello Test Publisher | Sign out

Add data Tools Advanced

Clustering

Cluster radius: 25 pixels ?

Text color: v

Cluster color: ■

OK Cancel

esri

Esri Maps Hello Test Publisher | Sign out

Add data Tools Advanced

Clustering

Cluster radius: 25 pixels

Text color: [dropdown]

Cluster color: [red square]

OK Cancel

The map displays a geographical area with several data points. A large red circle with the number 838 is prominent in the lower-left quadrant. Other red circles with numbers 13, 10, 5, 4, and 3 are scattered across the map. Orange pins are also visible, particularly along the top and right edges of the data area. The Esri logo is in the bottom right corner of the map area.

Esri Maps for Microsoft CRM

The screenshot displays the Microsoft Dynamics CRM user interface. At the top, the browser address bar shows 'http://dynamics.com'. The main navigation pane on the left includes sections for 'My Work', 'Customers', 'Sales', and 'Service'. The central workspace is titled 'Dashboard: Esri Maps (Sample Dashboard)'. It features three map widgets: 'My Active Accounts' (Accounts by Location), 'My Active Contacts' (Contacts by Location), and 'All Competitors' (Competitors by Location). Each map widget shows a geographical map with red location pins. The interface also includes a top ribbon with various tool icons and a bottom navigation bar with links to 'Workplace', 'Sales', 'Service', 'Marketing', 'Esri Maps', and 'Settings'.

Esri Maps for SharePoint

The screenshot displays the SharePoint user interface. At the top, the navigation bar includes 'Newsfeed', 'SkyDrive', 'Sites', and a user profile 'Jon U'. Below this is the ribbon menu with tabs for 'SHARE', 'PAGE', 'FORMAT TEXT', 'INSERT', and 'WEB PART'. The 'WEB PART' tab is active, showing options like 'Add', 'Check Out', 'Pin', 'Color', 'Text Layout', 'Full Screen', and 'Convert to HTML'. The main content area features a left-hand navigation pane with 'Home', 'Documents', 'Recent', and 'Site Contents' sections. The central focus is the 'Esri Maps Web Part'. It has a title bar 'Esri Maps' with 'Add data' and 'Tools' buttons. Below the title bar is a search box containing 'states' and a list of search results. The results include 'World Boundaries and Places', 'USA Topo Maps', and 'USA Population Density (extended support)'. Each result has a 'Details' link and an 'Add' button. To the right of the search results is a map of the United States with numerous green location pins. The Esri logo is visible in the bottom right corner of the map area.

Usability Testing

Usability Testing

What?



Learnability



Efficiency



Memorability



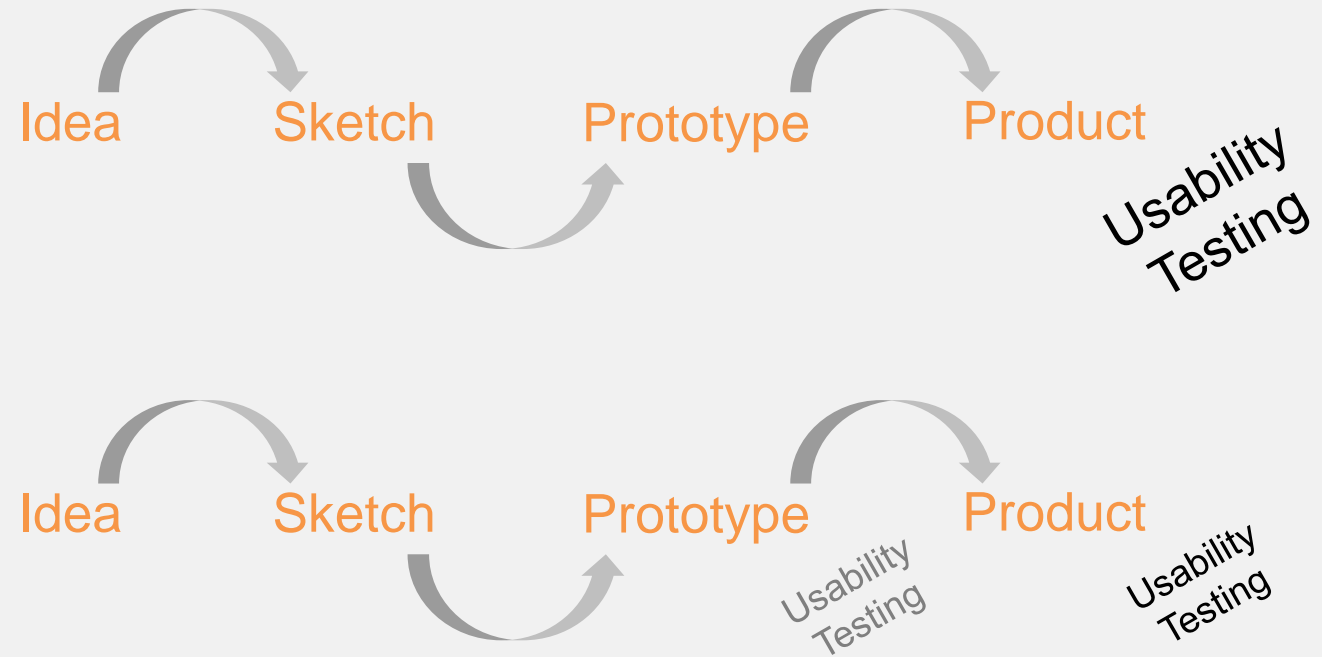
Errors



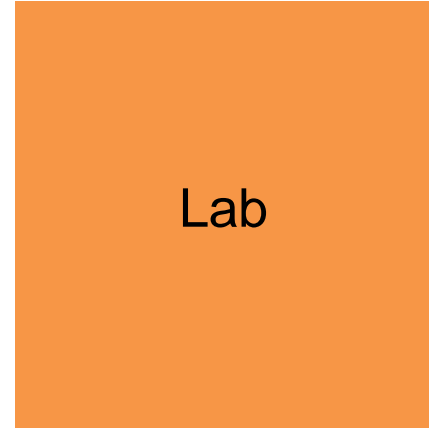
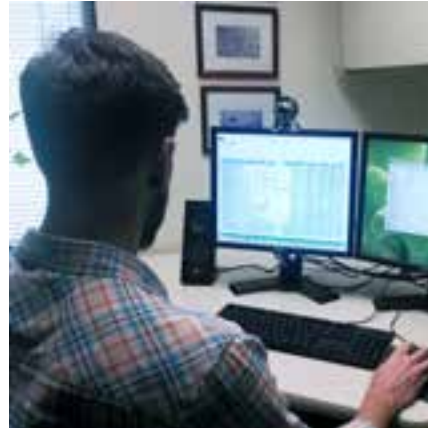
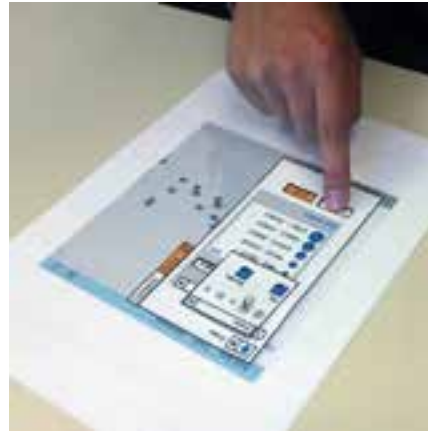
Satisfaction

Source: Nielsen Norman Group

What/when?

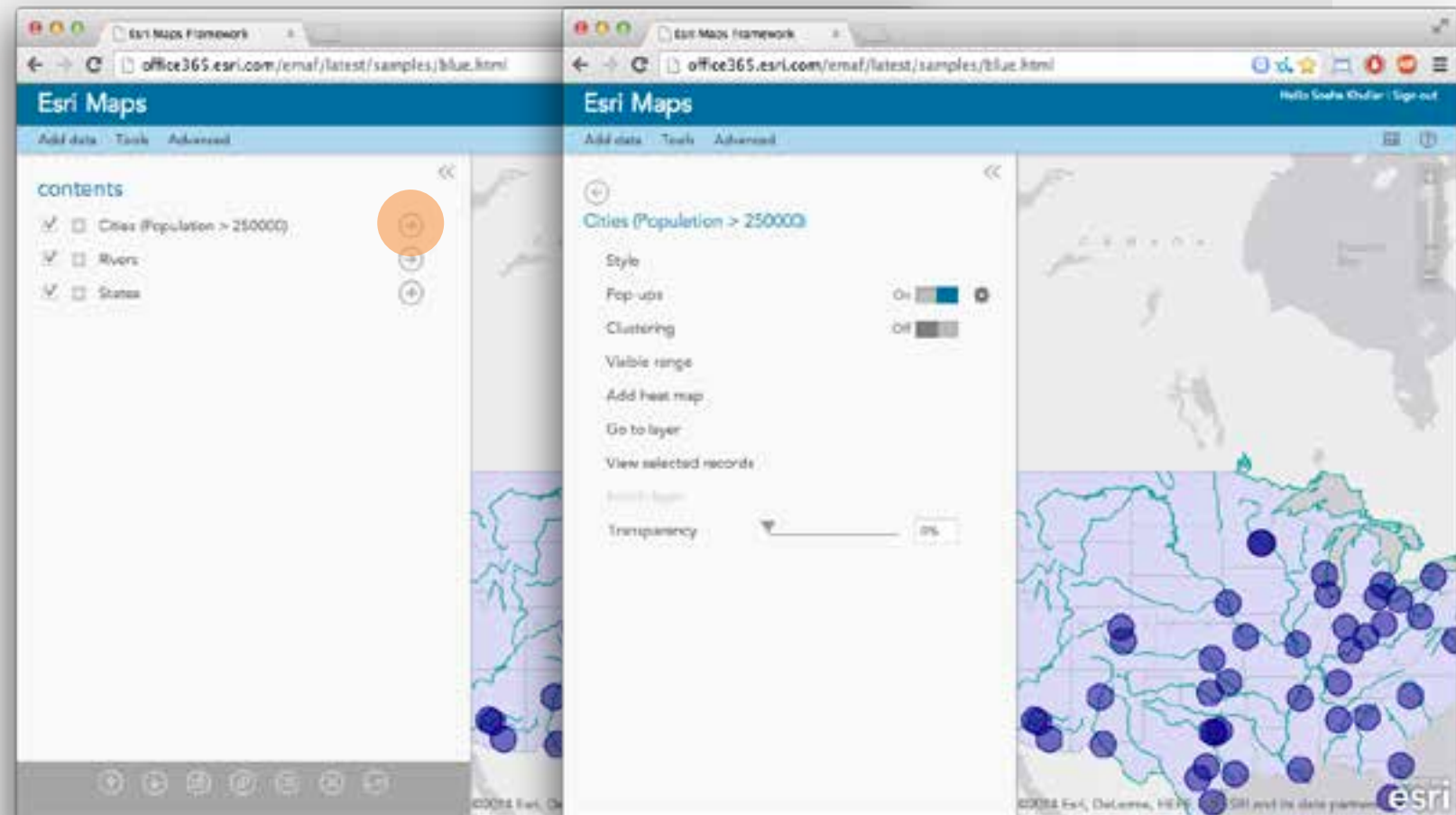


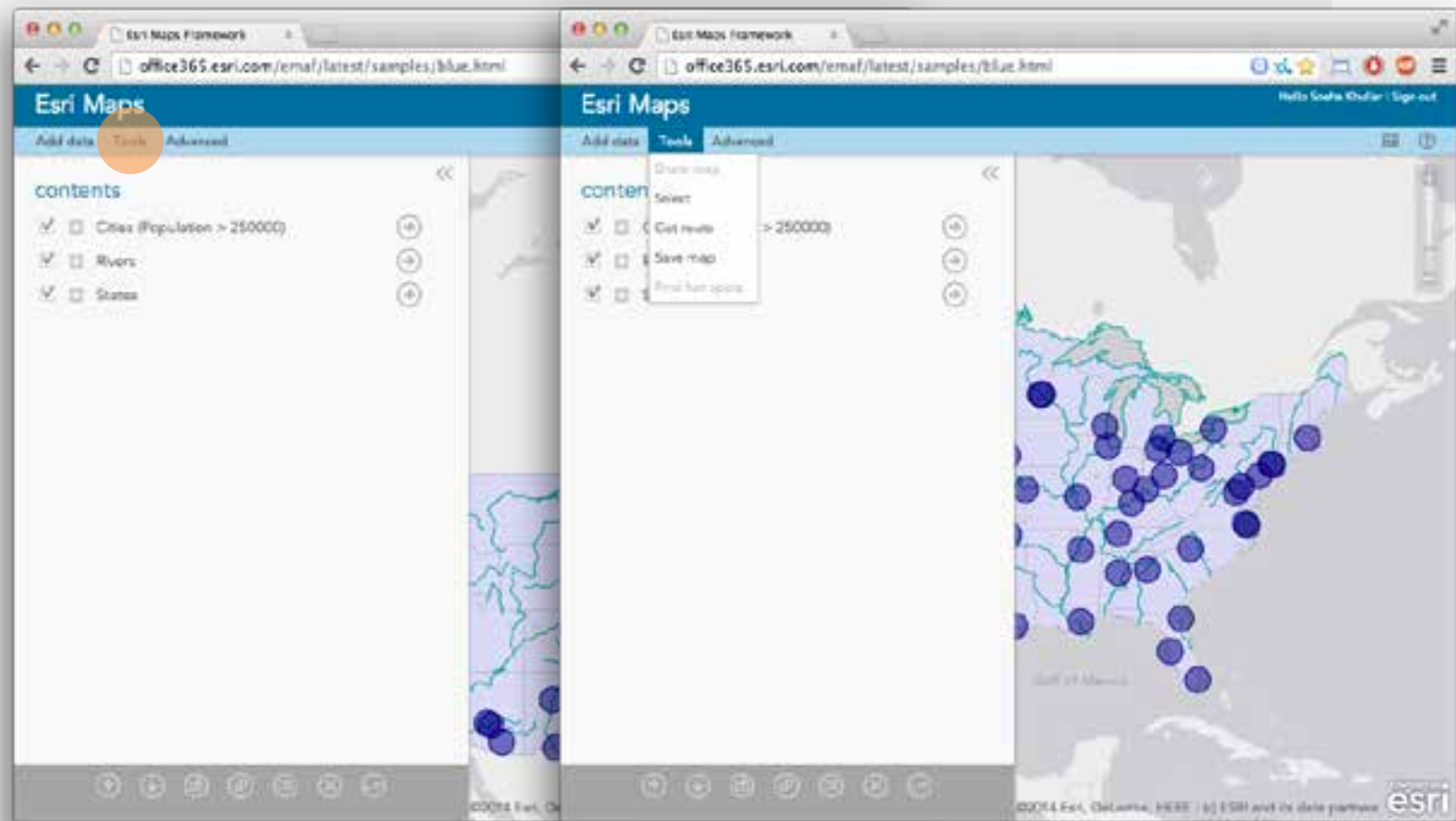
Hallway



Finding 1

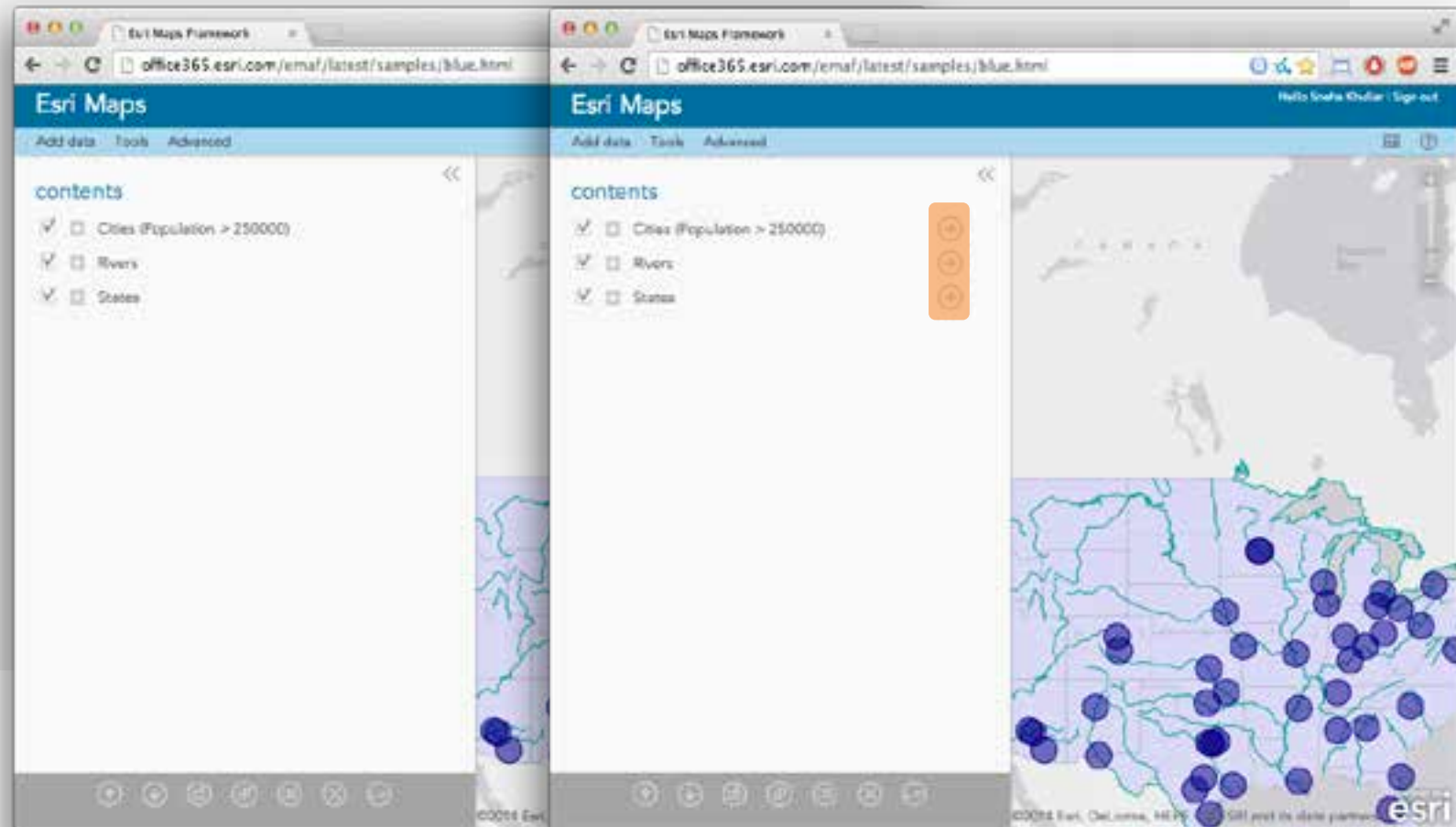
Information architecture does not align with users mental model





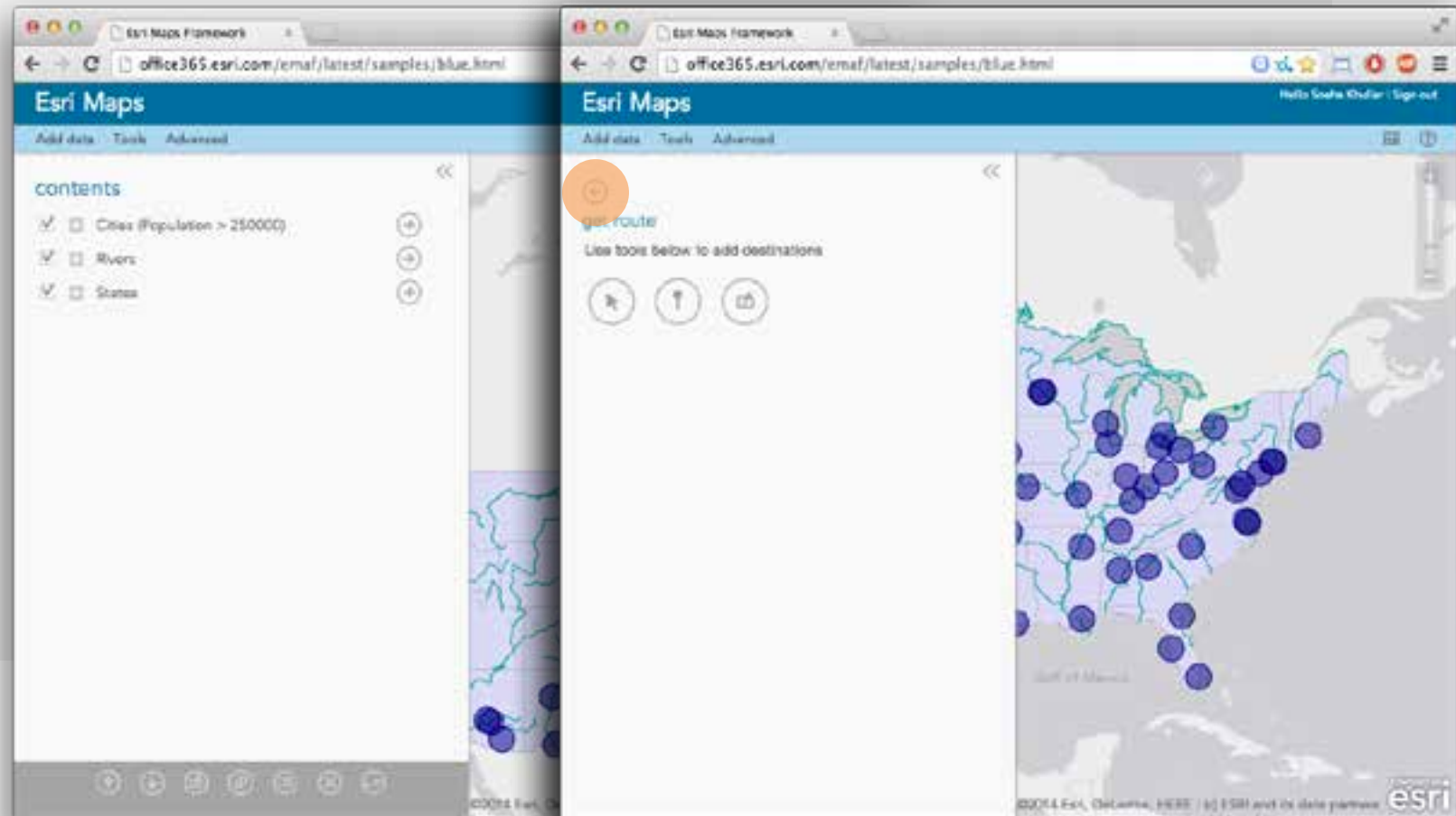
Finding 2

Conforming to a design style may compromise discoverability



Finding 3

Way-finding is a crucial component of UX design



The F word


The F word

Jacques Carelman's Teapot



A challenging rocking chair





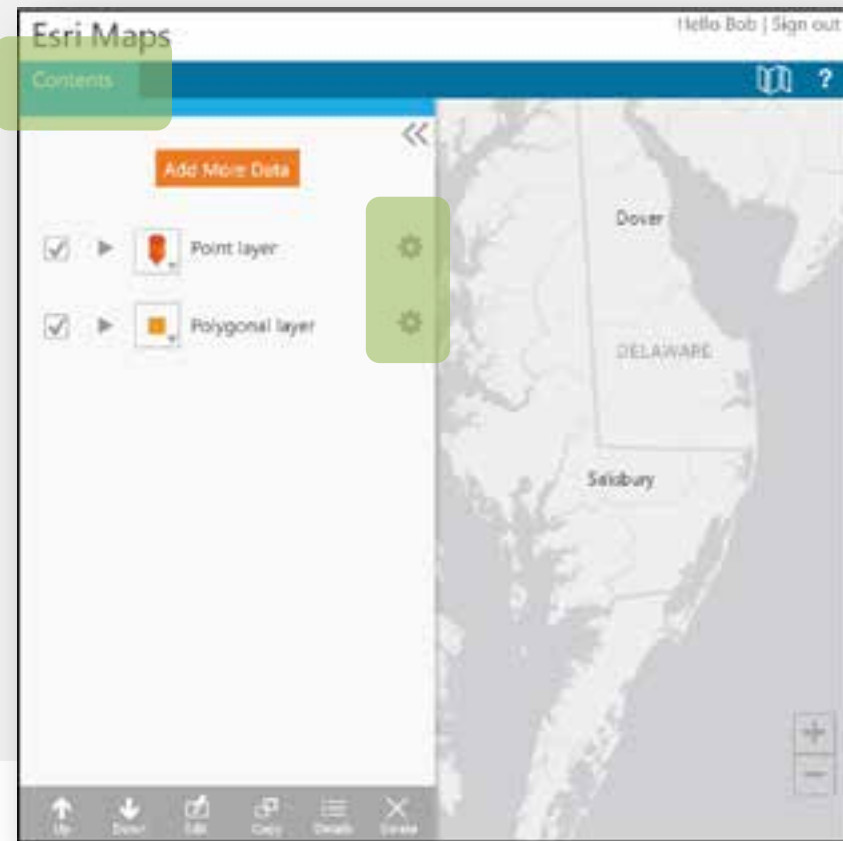
Do not be embarrassed by your failures,
learn from them and start again.

Richard Branson

Next steps

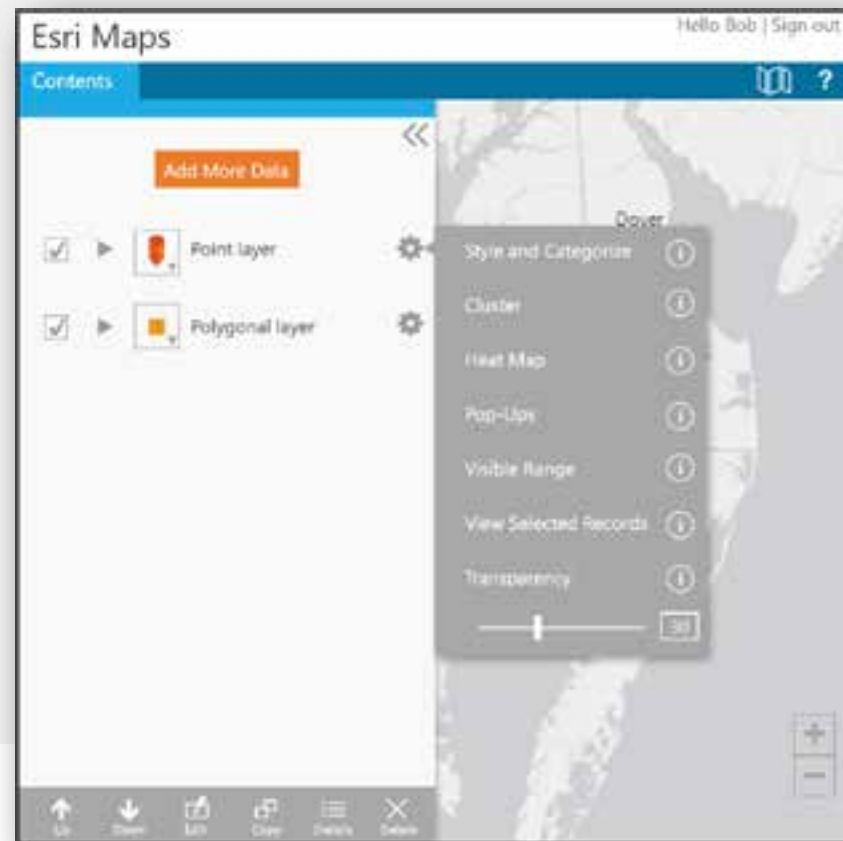
Next steps

Design solutions 1 Creating hierarchy



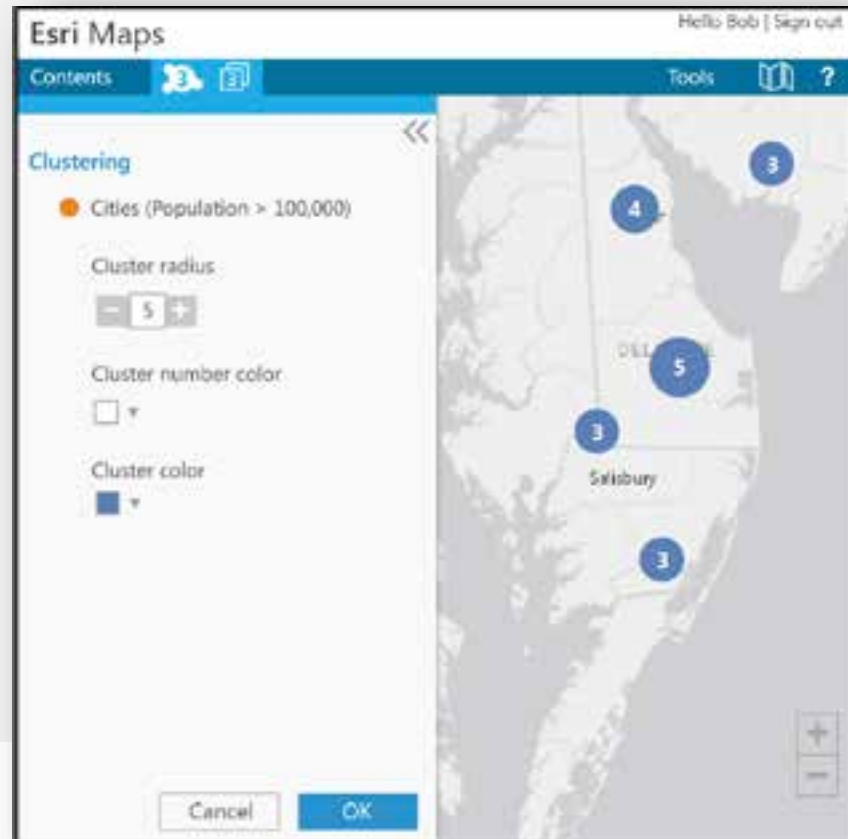
Design solutions 2

Visual directions



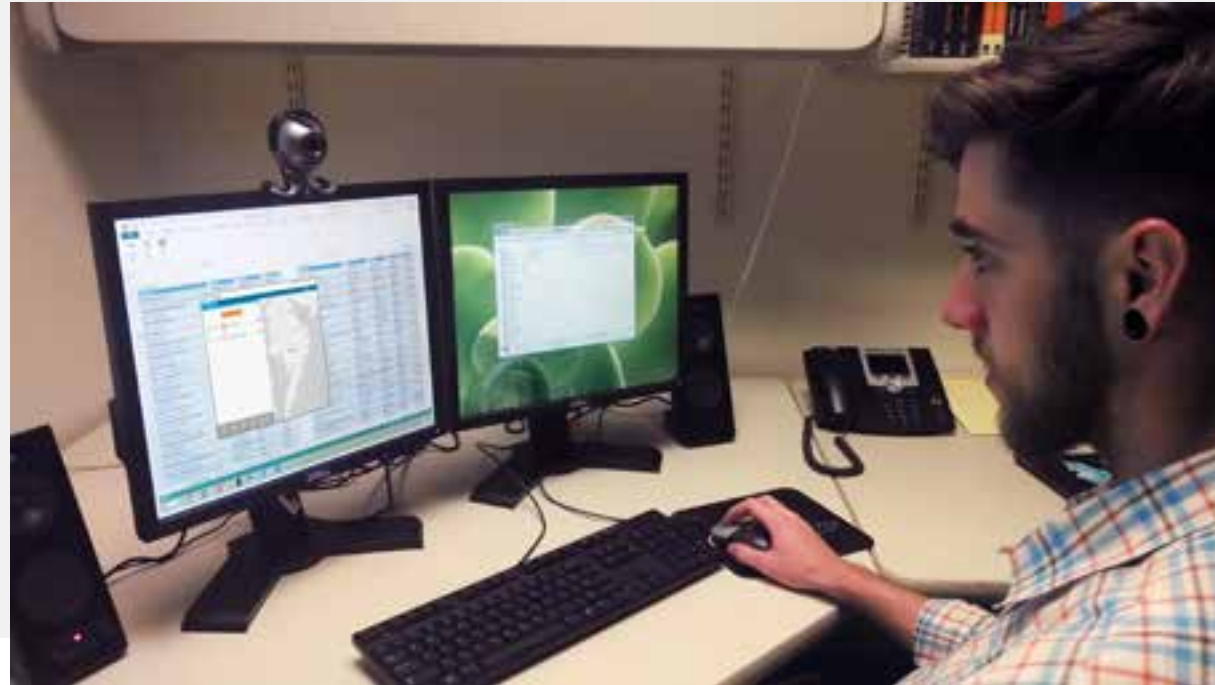
Design solutions 3

Providing control to users



Some more testing

Usability research to improve further...




Design process

Design process



Spiral process of design





The job of a designer, just like that of a writer, is to twist and stretch and shape a conceptualized piece of work over and over again until it becomes the masterpiece the world needs it to be.

Robert Hoekman,
13 Tenets of User Experience,
Smashing Magazine



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