Esri International Developer Summit

Palm Springs, CA

Where design fell FLAT on its face

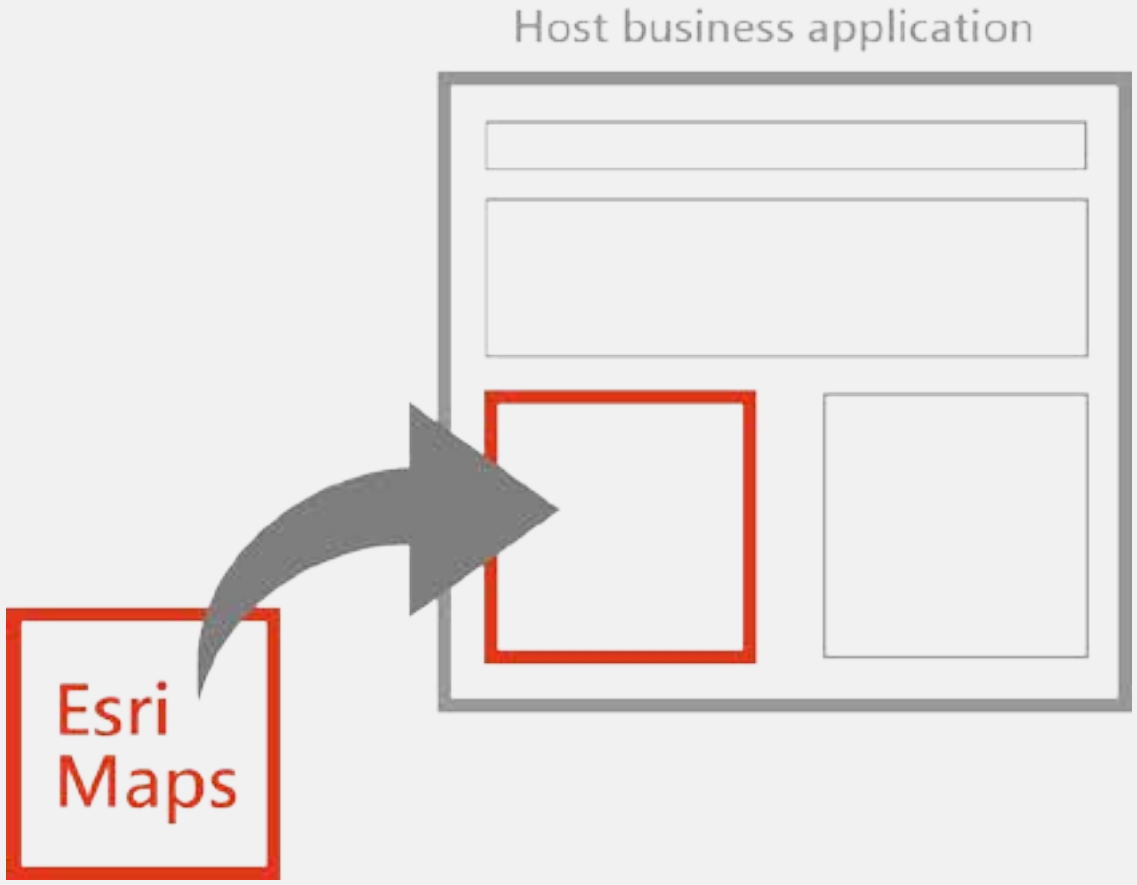
David Dodge
Sneha Khullar
UI/UX Designers, Esri

Introduction

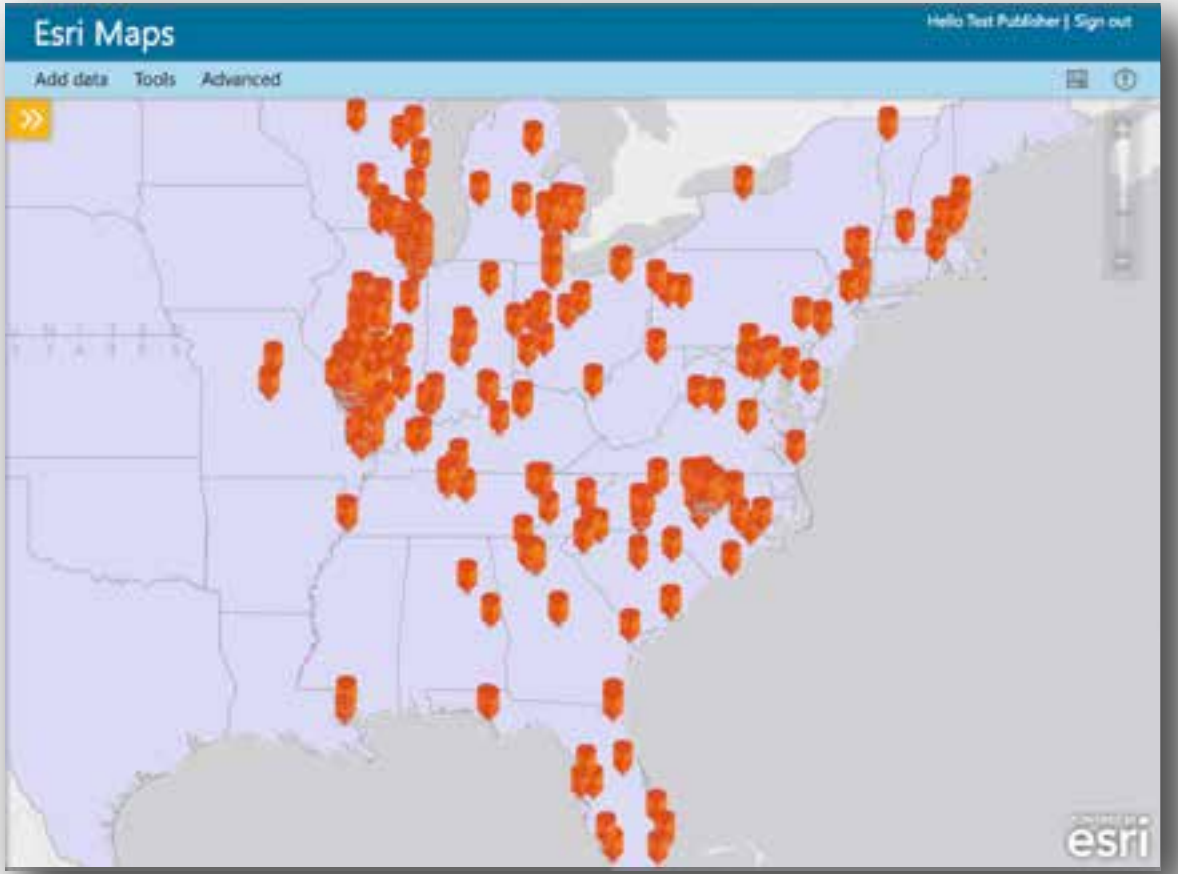
Introduction

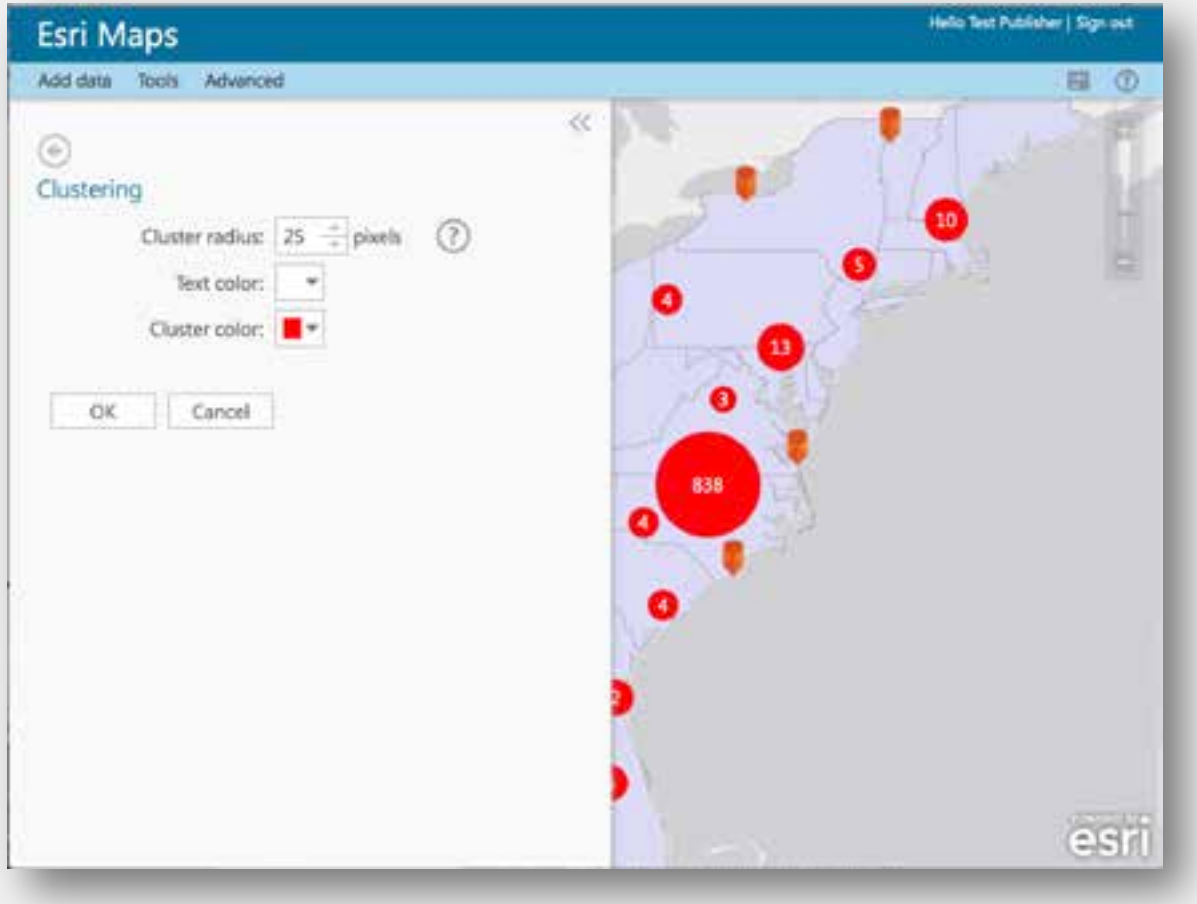
The design process and its challenges

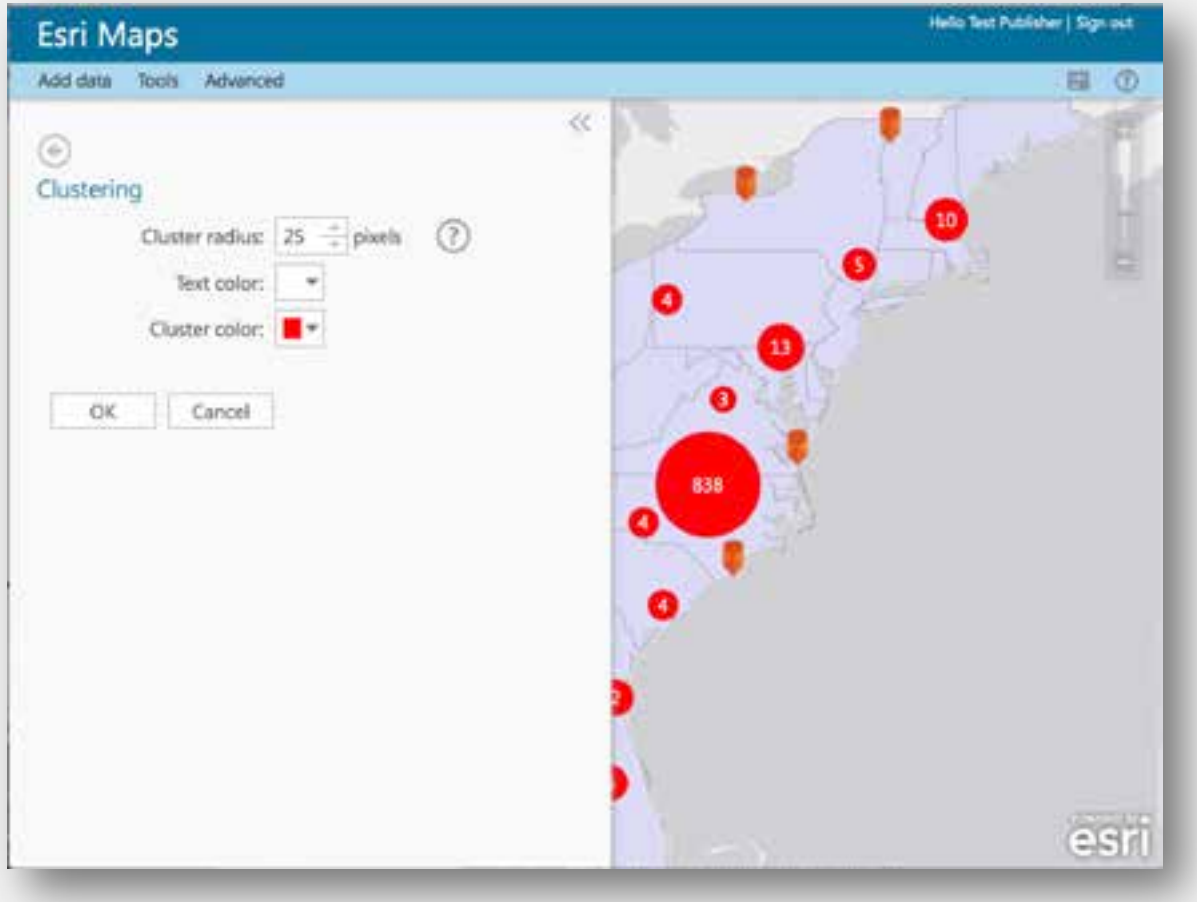
Esri Maps Framework



Esri Maps Framework




Esri Maps
Hello Test Publisher | Sign out
Add data
Tools
Advanced
Clustering
Cluster radius:
25
pixels
Text color:
Cluster color:
OK
Cancel
10
5
4
13
3
838
4
4
esri


Esri Maps
Hello Test Publisher | Sign out
Add data
Tools
Advanced
Clustering
Cluster radius:
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pixels
Text color:
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OK
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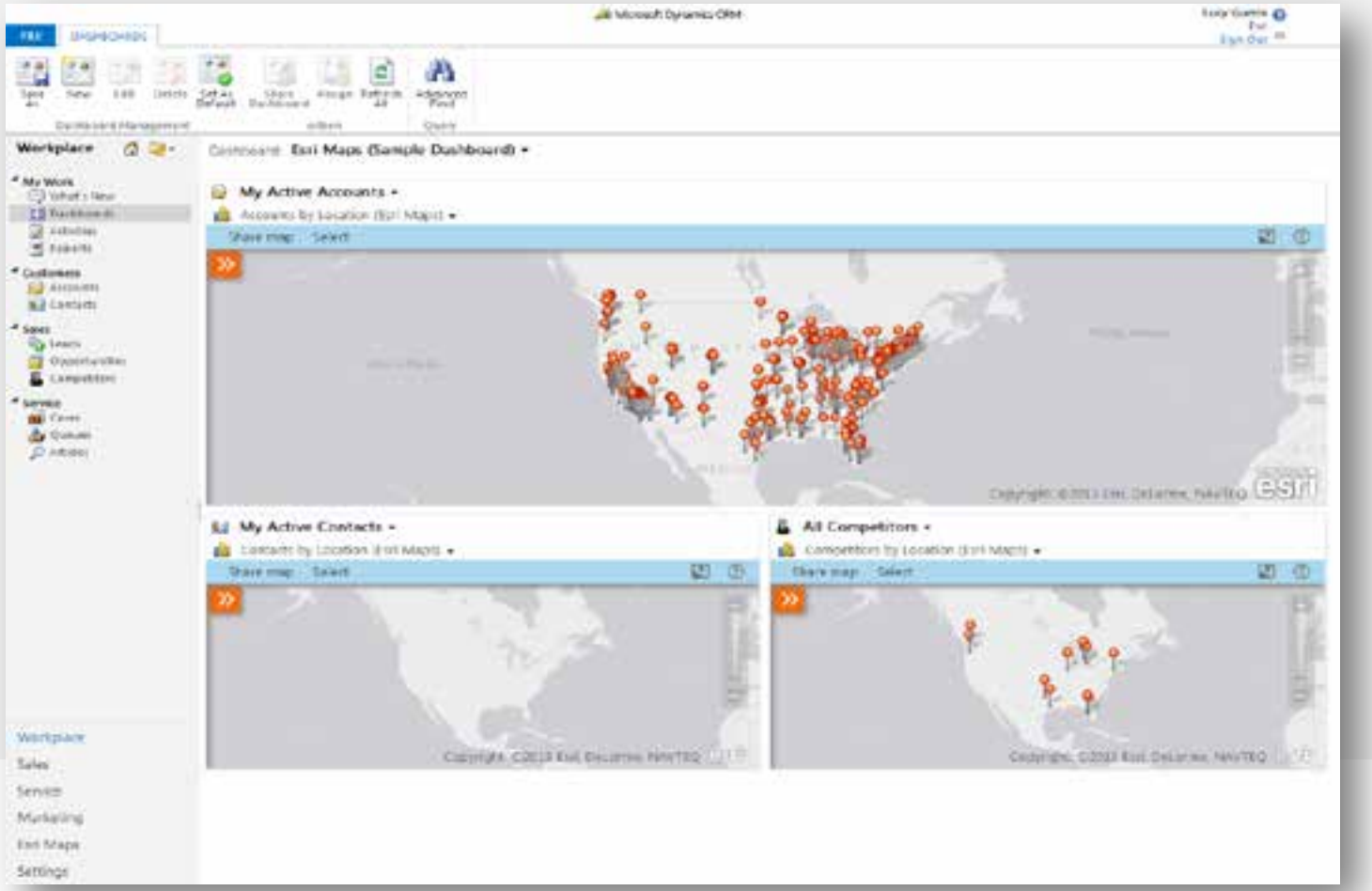
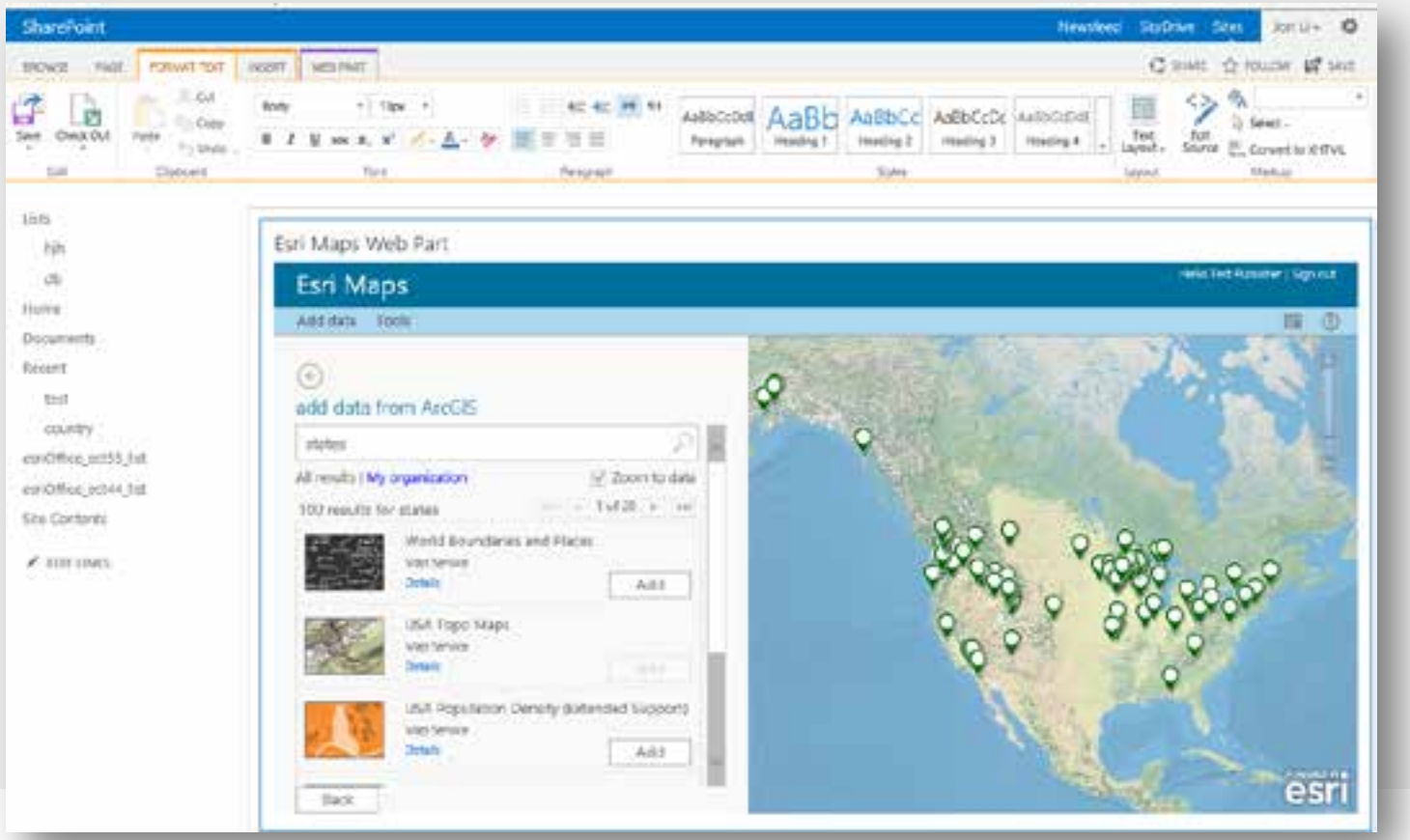
esri

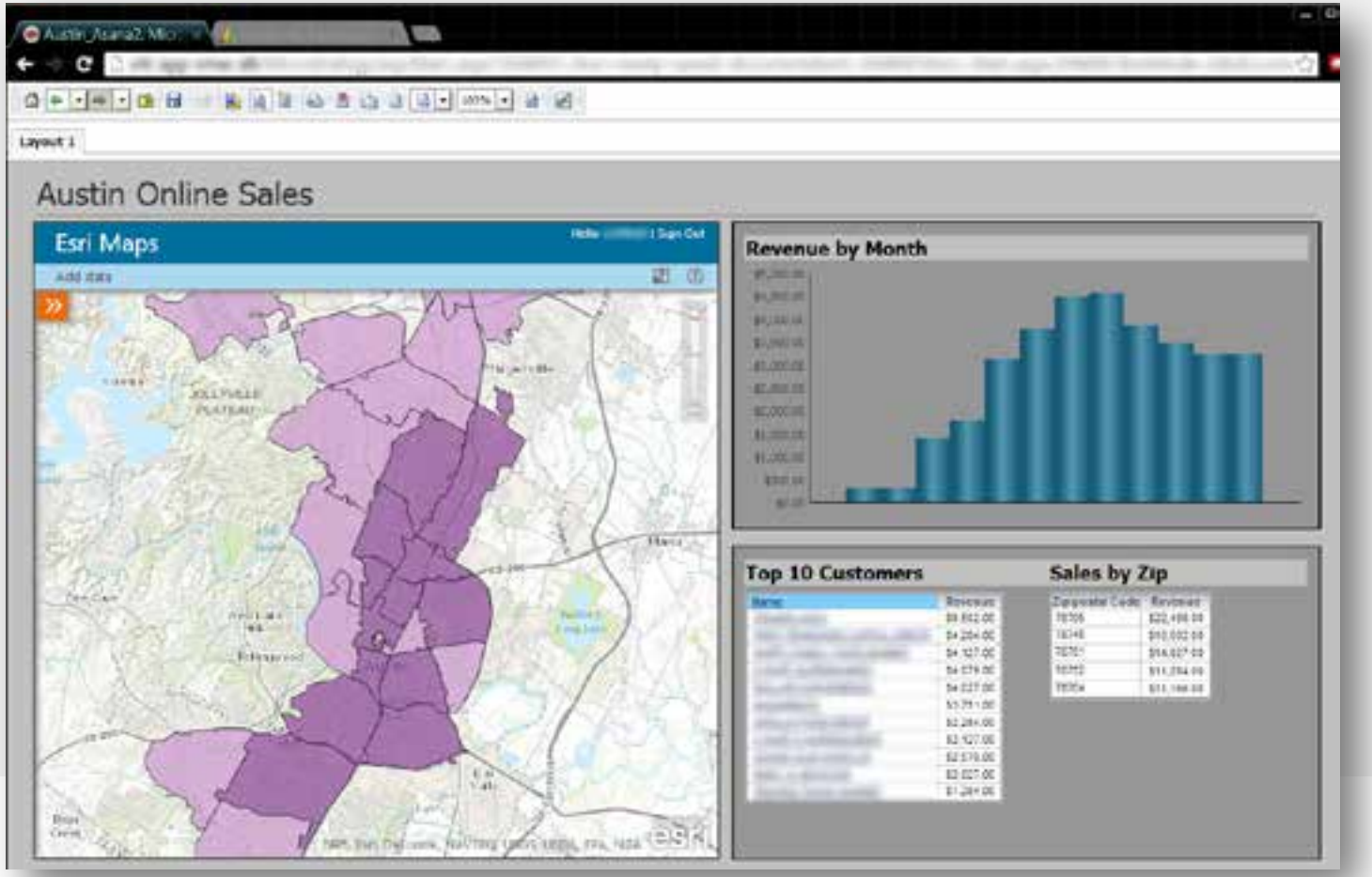
Esri Maps for Microsoft CRM



Esri Maps for SharePoint



Esri Maps for Microstrategy



Usability Testing

Usability Testing

What?

Learnability

Efficiency

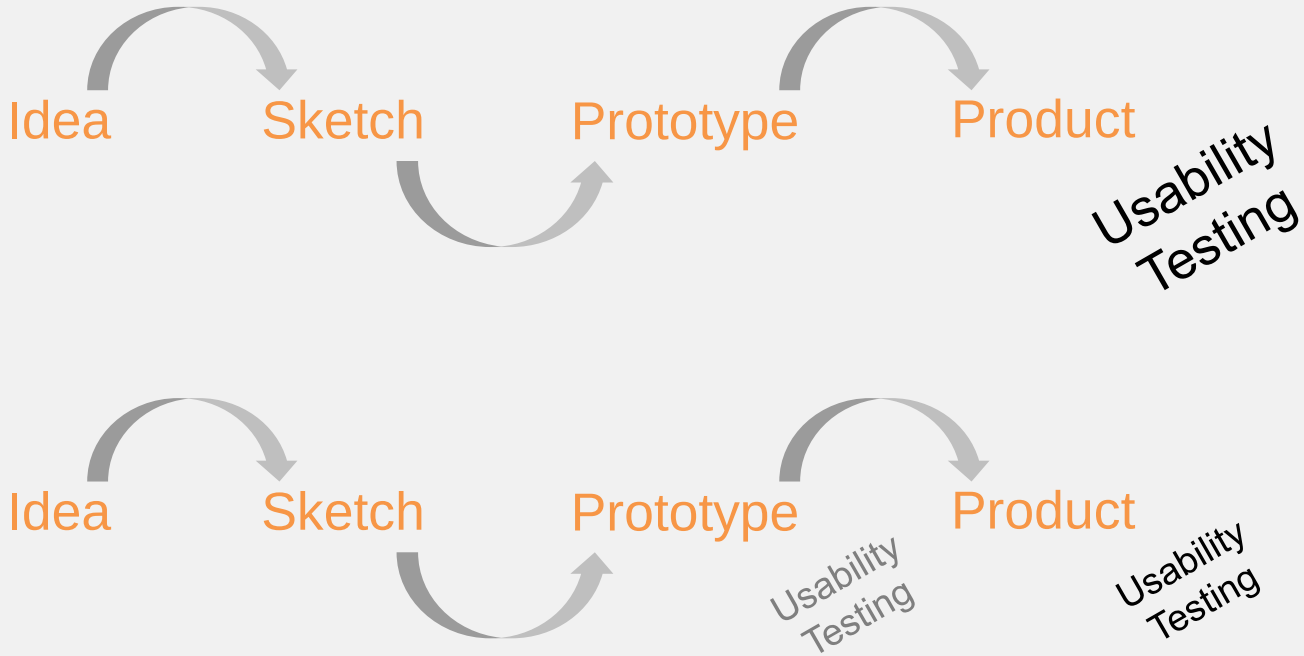
Memorability

X Errors

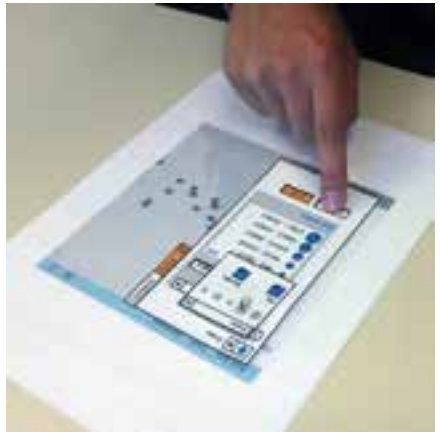
Satisfaction

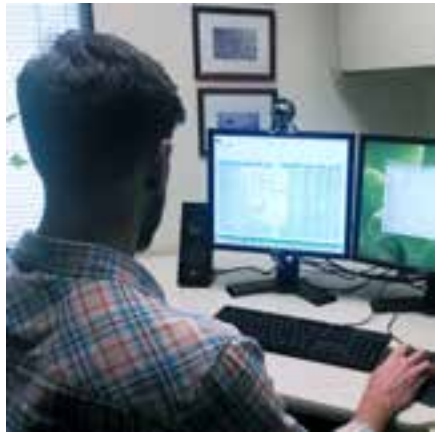
Source: Nielson Norman Group

What/when?


Idea
Sketch
Prototype
Product
Usability Testing
Idea
Sketch
Prototype
Product
Usability Testing
Usability Testing

Hallway



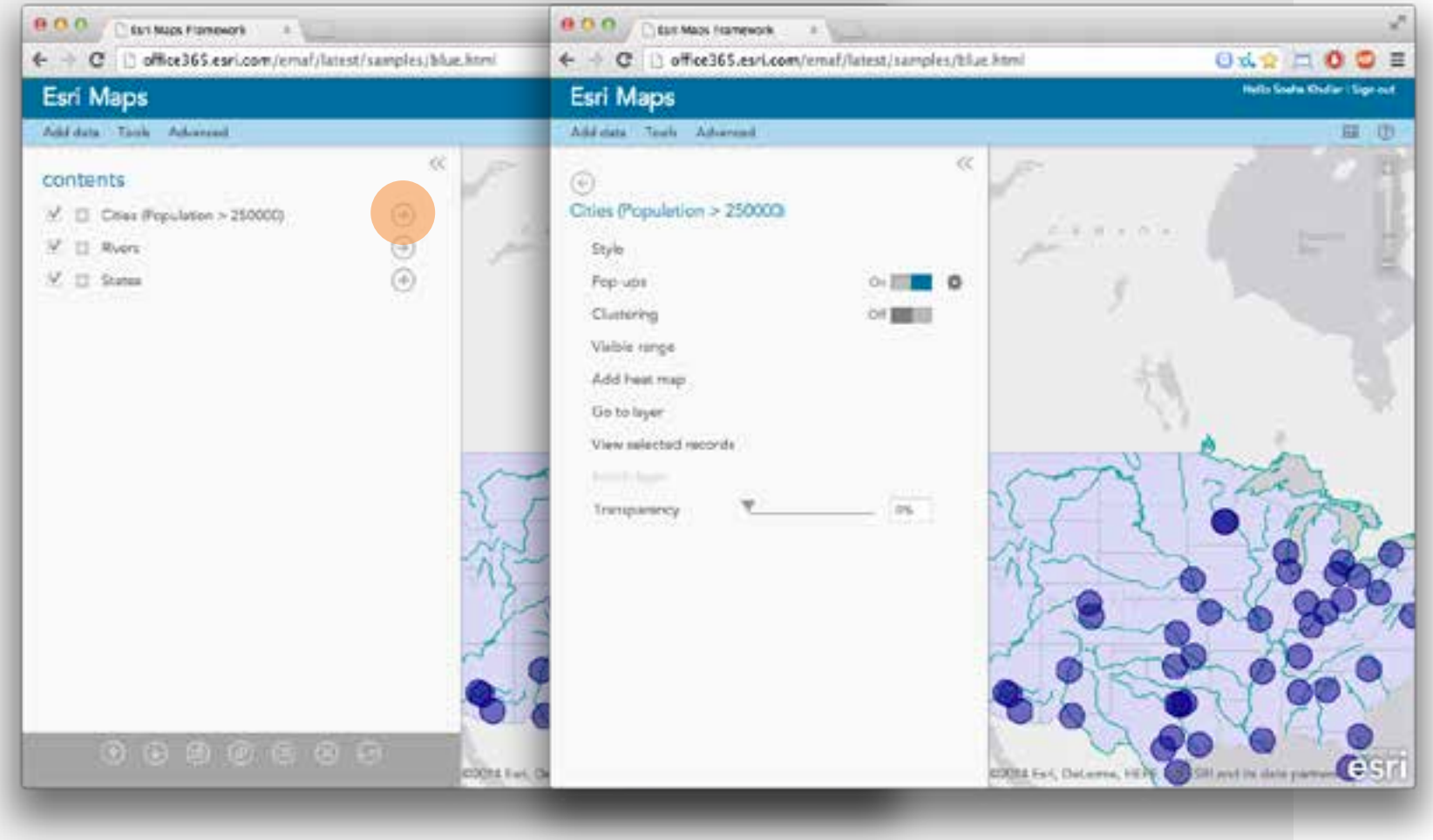


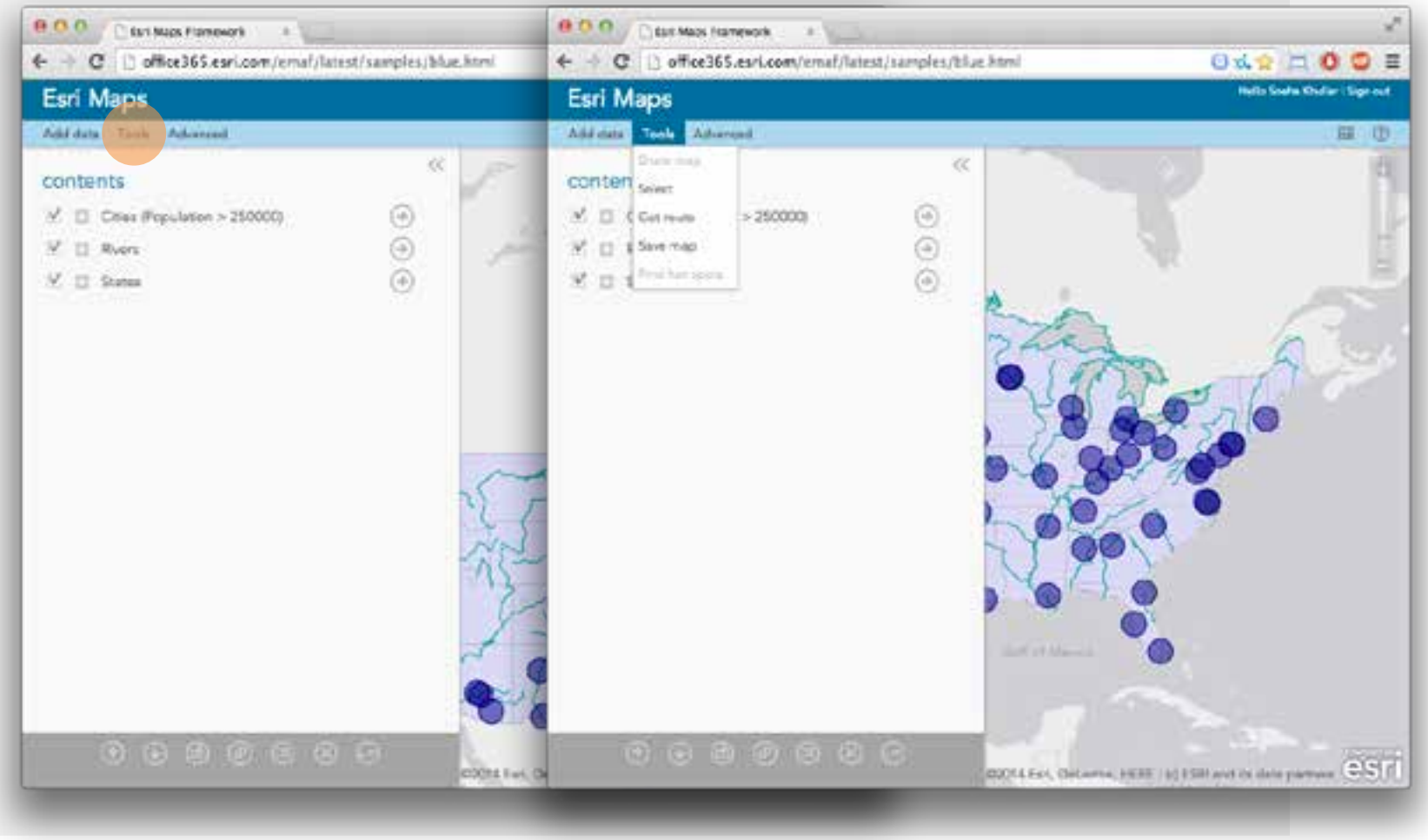
Lab

Cafe

Finding 1

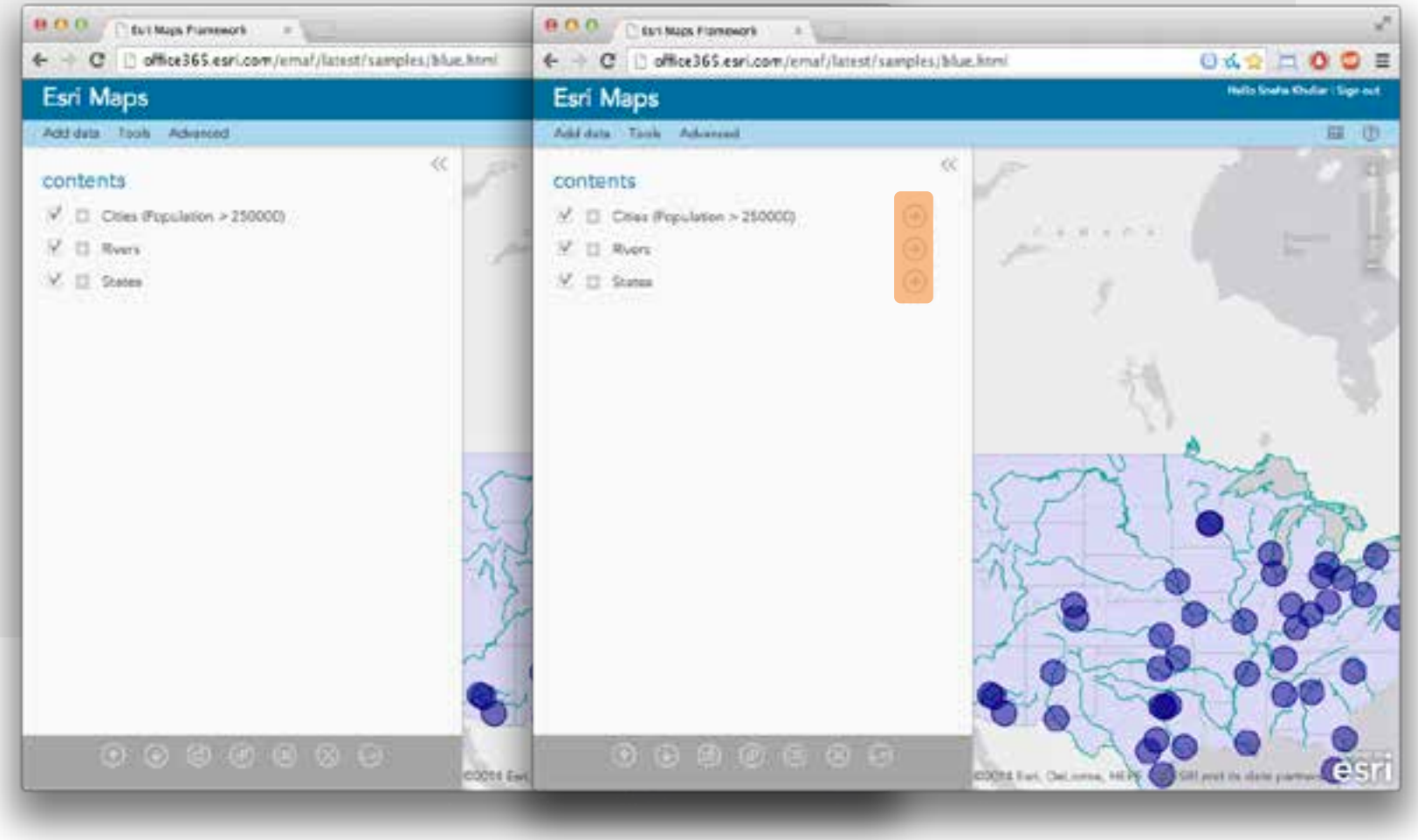
Information architecture does not align with users mental model




Esri Maps
office365.esri.com/emaf/latest/samples/blue.html
Add data
Tools
Advanced
contents
Cities (Population > 250000)
Rivers
States
Select
Get route
Save map
esri

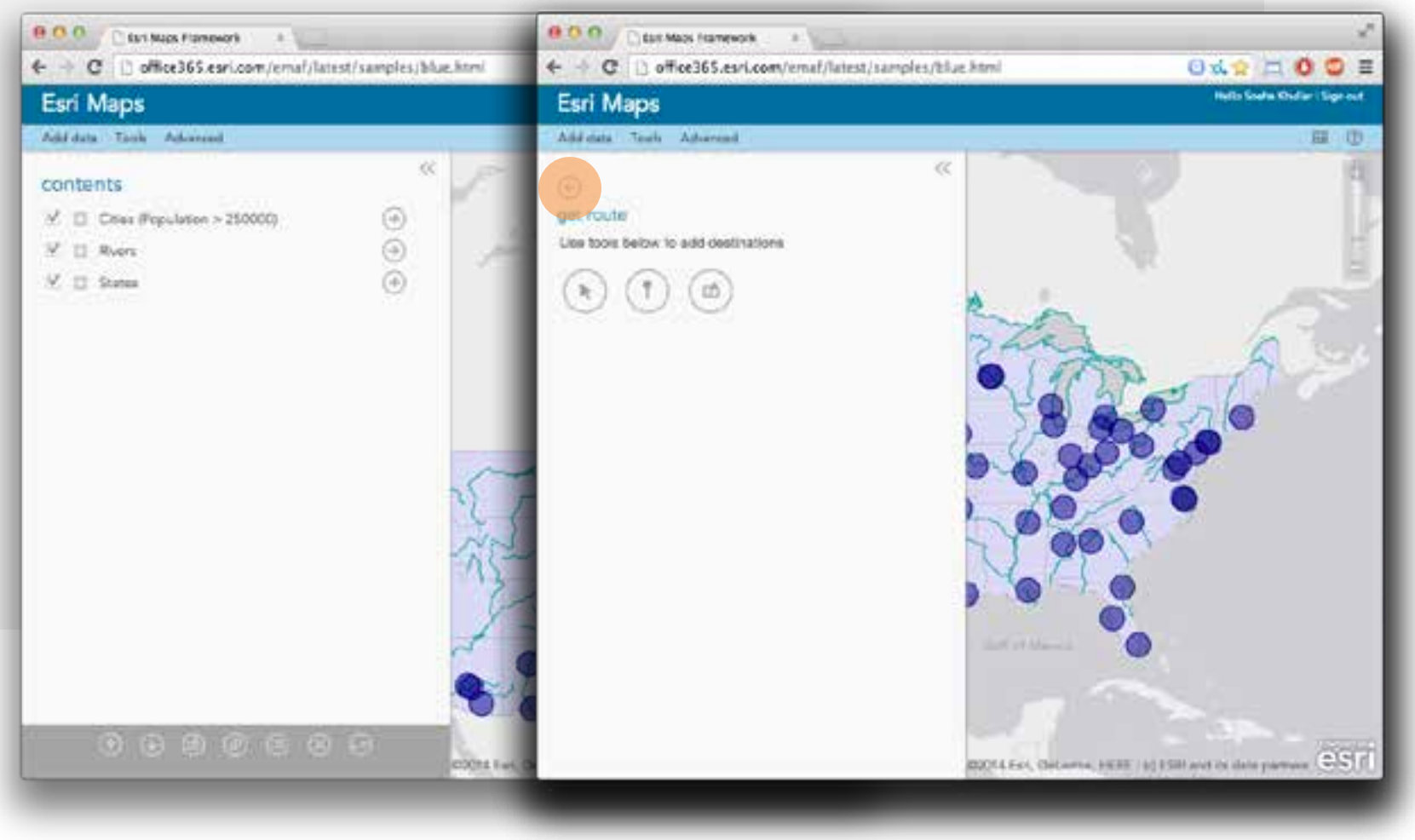
Finding 2

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.

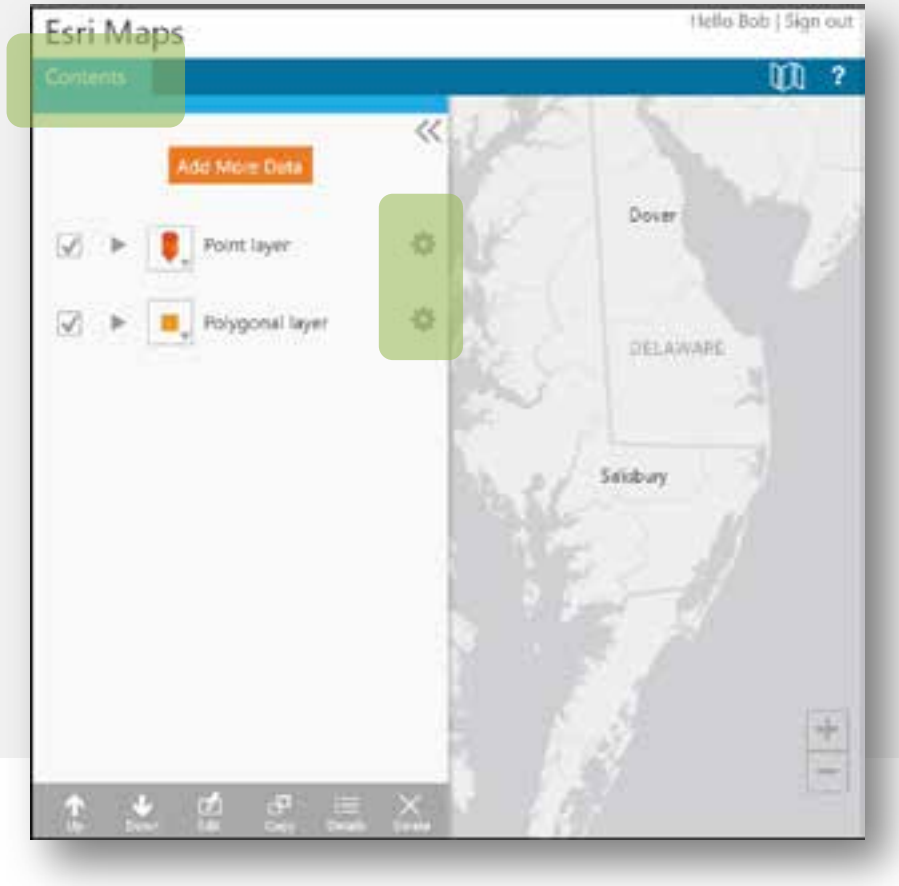
Richard Branson

Next steps

Next steps

Design solutions 1

Creating hierarchy

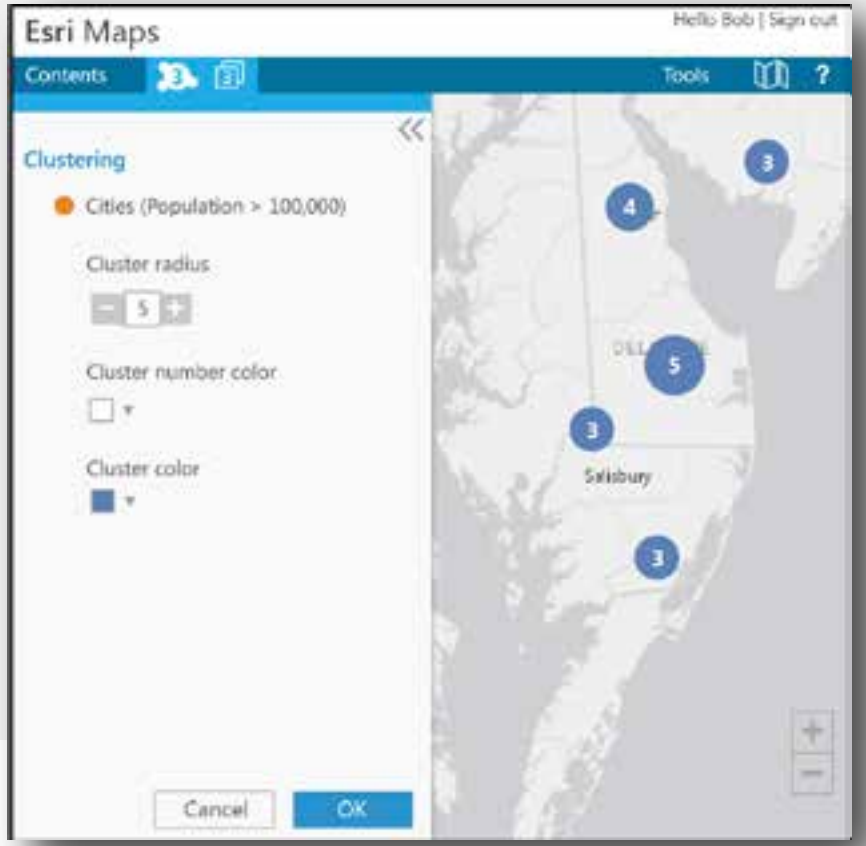


Design solutions 2

Visual directions

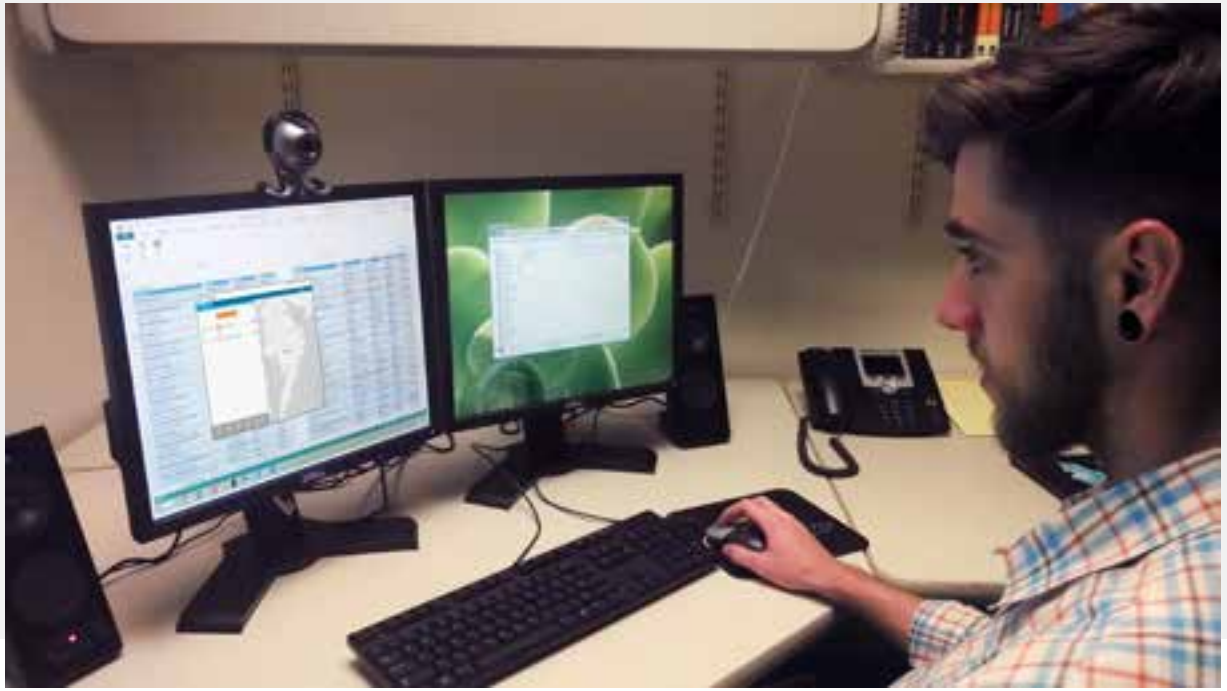
Design solutions 3

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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