OBJECT-ORIENTED UX

@REVOLVECONF
RESPONSIVE OR NOT?
Start dressing better.

We started designing and selling neckties in 1971. After 45 years, we're still family-owned and operated.

We're here for you.
help@skinnyties.com
977-697-9157

Contact Us
Election 2012: Results

Candidates need 270 electoral votes to win the presidency.

Obama: 332 electoral votes
Romney: 206 electoral votes

President

Projection: Romney wins West Virginia (5 Electoral Votes)

Senate

Exit Polls: National President

Vote by Gender

Vote by Age

Vote by Size of Place

National Exit Polls

See how the nation voted

See All President Exit Polls
SOPHIA VOYCHEHOVSKI

@sophiaVUX
sophia@rewiredUX.com
THE SIMPLICITY IMPERATIVE

Simplify your design (modular design)

Simplify your team (be lean)

Prioritize Prioritization ("mobile-only" your MVP)

Iterate on fidelity, not functionality (Agile done right)

Make time for simple (UX waterfall / "double sprint zero")
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OOUX ≠ MODULAR DESIGN
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OOUX informs MODULAR DESIGN
OBJECT MODEL MODULE/PATTERN LIBRARY
OBJECT:
“Performance”
OBJECT: "Performance"

MODULE: "Calendar item"

MODULE: "Landing Page tile"

MODULE: "sidebar module"
OBJECT: “Performance”

USER’S MENTAL MODEL OF THE REAL WORLD: OOOUX

MODULE: “Calendar item”

MODULE: “Landing Page tile”

MODULE: “sidebar module”
USER’S MENTAL MODEL OF THE REAL WORLD: OOUX

DIGITAL REPRESENTATION OF THE REAL WORLD: MODULAR DESIGN
WHAT IS OOUX?
OBJECT ORIENTED PROGRAMMING

A programming language model organized around objects rather than "actions" and data rather than logic.
OBJECT ORIENTED

UX

A design language model organized around objects rather than "actions" and data rather than logic.
Object Oriented UX

A design language model organized around objects rather than "actions" and data rather than logic.

Data first. THEN logic. Objects first. Then procedures around objects.
THE PRACTICE OF OOUX...
THE PRACTICE OF OOUX.

• STARTS with defining the system of real-world objects that make up a user’s mental model of the problem.

• ENSURES the anatomy of every object is crystal clear before wireframes or visual design begins.

• ROOTS every feature or interaction in a well-defined object.
Explore → Rate → Purchase → Invite

Movie → Actor → Review
HOLD THE PHONE.
DO USERS THINK IN OBJECTS?
food
fridge
counter
back
splash
clutter
cooking
clean
cooking
oven
food
sink
knife
fork
milk
fire
utensil
microwave
e
fridge
sink
stove
coffeemaker
napkin
table
oven
stirring
bake
taste
cutting
microwave
mixer
cabinets
oven
cutting board
stove
knife
pot
pan
crumbs
cutting
sink
counter
cabinet
appliance
oven
oven
creation
love
white
red
copper
creativity
work
taste
smells
clean
lean up
smell
clean
IKEA
tomato
cream
sour
mango
WHY OOUX?
REASON 1:

“The navigation is your fire escape.”
REASON 2:
Consistent object representation for efficiency and maintainability
REASON 2: Consistent object representation for efficiency and maintainability AND BETTER USER EXPERIENCE!
Google Docs

References

Opened Feb 11, 2015

Google Drive

Update:
Thinking back to the day we met... in the "Deep Discovery Summit", we talked about the future of

Springer.

And now we are. And the answer is...

After interviewing and planning, a variety of cybersecurity solutions were chosen to satisfy the needs of the Springer UI.

Your presentation is a true success! Organizing the site with Springboard has already proven to be an effective means of usability. shareholders and investors are pleased.

I must say, I am most impressed that the "ready" button is fixed. It appears obvious to me. Thanks for your hard work on this amazing project. You and the team are amazing!
Search preview

Search Results

Connections

AxureWorld Group page

Axure Company page
Search Results

Connections

AxureWorld Group page

Axure Company page
Flyout on Axure Company Page

Axure Company page

Axure Company page
Flyout on Axure Company Page

Axure Company page
Homepage

TEN THOUSAND INNOVATORS,...

Business & Professional
New Birth, Lithonia GA

Search results

Web Afternoon
Conference by Atlanta Web Design Group
March 27, 2015 1:00 PM
Polygon, Atlanta, GA
CONSISTENT OBJECT REPRESENTATION
Search preview, search results, “Design” landing page

The Woodieful Chair
by Woodieful

The adaptable piece of furniture that fits into every space and lifestyle.

Ljubljana, Slovenia  Product Design

62%  $10,587  51  8
funded  pledged  backers  days to go
Art Basel’s Curated Page

The Kitchen was founded in 1971 as an artist collective and is now one of NYC’s oldest nonprofit spaces, showing innovative work by emerging and established artists across disciplines.

**CODED**
Xaviera Simmons and The Kitchen

CODED is a conceptual performance based on archival images of queer gestures in painting, photography and dancehall culture.

📍 New York, NY

38% $7,780 11
funded pledged days to go
## Projects I’ve backed

<table>
<thead>
<tr>
<th>Projects I backed</th>
<th>Pledged</th>
<th>Reward</th>
<th>Got it!</th>
<th>Messages</th>
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<tr>
<td>Hotel Clermont</td>
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<td>A Fish Tale</td>
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<td>Estimated delivery: Oct 2013</td>
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<td>Jul 13 2013</td>
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<td>Pocket Tripod: 360° wallet-sized iPhone stand</td>
<td>$20.00</td>
<td>Your very own POCKET TRIPOD in WHITE with a high quality ...</td>
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<td>Oct 21 2013</td>
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<tr>
<td>Coding for Entrepreneurs</td>
<td>$49.00</td>
<td>Early Pro Backer II :: Source Code + Video Download</td>
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<td>4 messages</td>
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<td></td>
<td>Estimated delivery: Oct 2013</td>
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<tr>
<td></td>
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<td>Oct 21 2013</td>
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<tr>
<td>I DRAW COMICS Sketchbook &amp; Reference Guide</td>
<td>$25.00</td>
<td>Congrats! You’ve pre-ordered a copy of the I DRAW COMICS...</td>
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<td>Estimated delivery: Nov 2012</td>
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Woodieful

The adaptable piece of furniture that fits into every space and lifestyle.

📍 Ljubljana, Slovenia

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Pledged $200 for
- The Woodieful Chair
- Personalized thank you card
Est. Delivery August 2016

2 messages
June 8, 2016
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got it!

Only show projects with unreceived perks
WHAT EXACTLY IS AN OBJECT?
OBJECTS ARE THE COOKIE CUTTERS
Instances are the cookies.
lucy

movie

Actress

news story
Robert Hamburger - 1st
Creative Director at CNN Digital

Rob Dornbush - 1st
Information Architect & User Experience design

Rob Smith - 1st
Product Development, PGA and Ryder Cup at Turner Sports

Robert Elliott - 1st
Project Manager at Turner Broadcasting

Robert Johnson - 1st
User Experience Designer

Robert Sampson - 1st
Accountant at CSC

Robert Grashuis - 1st
CIO, OneSpring

Robert Smith - 1st
Director, Program Management at Macaquarium

Robeco
Investment Management; 1001-5000 employees

Robert Half
Staffing and Recruiting; 10,001+ employees

Robert Half Finance & Accounting
Staffing and Recruiting; 5001-10,000 employees

Robert Half Technology
Staffing and Recruiting; 5001-10,000 employees

ROBOTIS' - ROBOTIS Showcase Page

Rob Law Maxrecruitment - Career Cafe
Winter Is Coming: The Snowiest Places In Each State

These Polluters Are The Worst of The Worst
Cold Weather and Accumulating Snow in NE
Pair of Earthquakes Shake Italy
Just In: What You Can Expect in November

OUR FAVORITE THINGS
Gorgeous Fall Colors at Tahquamenon Falls
FOUR TYPES OF OBJECTS ELEMENTS
FOUR TYPES OF OBJECTS ELEMENTS

CORE CONTENT
FOUR TYPES OF OBJECTS ELEMENTS

CORE CONTENT

METADATA  METADATA

...
FOUR TYPES OF OBJECTS ELEMENTS

- CORE CONTENT
- METADATA
- METADATA
- CTA
FOUR TYPES OF OBJECTS ELEMENTS

CORE CONTENT

METADATA

NESTED OBJECT

NESTED OBJECT

NESTED OBJECT

METADATA

NESTED OBJECT

CTA
FOUR TYPES OF OBJECTS ELEMENTS

- CORE CONTENT
- NESTED OBJ
- METADATA
- CTA
- NESTED OBJECT
- NESTED OBJECT
- NESTED OBJECT
NOW LET’S DO IT:
HOT SAUCERY

A destination for all things hot sauce: specialty blends, ingredients, and expertise
ORDER OF OPERATIONS

STEP 1: Extract objects

STEP 2: Element audit

STEP 3: Object nesting

STEP 4: Forced ranking

STEP 5: CTA inventory

STEP 6: Sketching sprints

STEP 7: Prototyping
GOALS

• Drive visitors to each of our unique locations.

• Introduce, promote and sell our specialty hot sauces.

• Present our mixologists as the experts that they are! Encourage a whole new generation to become hot sauce mixologists.

• Help build appreciation and exemplify our expertise in the art of hotsaucery through classes and workshops (online and in store) as well as free online recipes.

• Teach about products we sell in the store, like specialty ingredients, tools, and bottles.
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<th>Sauce</th>
<th>Mixologist s</th>
<th>Ingredient s/tools</th>
<th>Classes</th>
<th>Recipes</th>
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<td>years with us</td>
<td>price</td>
<td>type (workshop, ongoing class)</td>
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<td>recipes posted</td>
<td>Mixologist mentor</td>
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Halcyon 6: Starbase Commander
Massive Damage, Inc.

A rogue-like sci-fi strategy survival game with base building, tactical combat, crew management and emergent storytelling.

125% $50,294 27
funded pledged days to go
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Speaker Profile

Chris Quinn
Co-Founder and the Operations Director of eHouse Studio

Chris Quinn is a Co-Founder and the Operations Director of eHouse Studio, a user experience design company based in Charleston, SC where making customers happier and businesses healthier is a passion. With a background in interior design, Chris has brought her design and organizational skills to the operations side of running eHouse Studio.

Chris finds passion in creating a compelling work environment where people can be themselves while growing professionally and personally. After 15 years of agency experience, she has learned a lot about what works well and what doesn’t. She is a Co-Founder alongside her husband, Aaron, and Father-In-Law, Rick.

When not multi-tasking at the office, Chris is a coffee-drinking, chocolate-eating, multi-tasking mother of two finding any spare moment to spend time at the beach.

Session Information
How Transparency and Clear Communication Empowers Your Team to be More Productive

View All Speakers
How Transparency and Clear Communication Empowers Your Team to be More Productive

The behavior of transparency can simply be defined as being honest and easy to understand. Easy, right? Then why can it be so hard to implement a culture of transparency in a company? In this session, we will talk about how to implement some of the behaviors of business transparency and clear communication and the potential benefits that can make a team stronger and empower them to be more successful.

Speaker

Chris Quinn
## Full Schedule

### Conference Day 1 – Thursday 27 October, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Business &amp; Marketing</th>
<th>Design &amp; Creativity</th>
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</thead>
<tbody>
<tr>
<td>7:45 am</td>
<td>Registration / Check-in</td>
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<tr>
<td>8:30 am</td>
<td><strong>Millennials: The Exotic Birds That We Keep Feeding, But Shouldn’t</strong>&lt;br&gt;                      Nancy Lyons</td>
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<tr>
<td>9:15 am</td>
<td><strong>How Transparency and Clear Communication Empowers Your Team to be More Productive</strong>&lt;br&gt;          Chris Quinn</td>
<td><strong>The Power of Why: Moving Beyond Conversions</strong>&lt;br&gt;         Ben Cash</td>
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<tr>
<td>10:00 am</td>
<td>Mingle and transition</td>
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<tr>
<td>10:15 am</td>
<td><strong>I’m Ok, You’re Ok: Navigating Challenging Content Strategy Conversations</strong>&lt;br&gt;        Ahava Leibtag</td>
<td><strong>From Insights to Executions</strong>&lt;br&gt;                        Douglas Davis</td>
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<tr>
<td>11:00 am</td>
<td>Mingle and transition</td>
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<tr>
<td>11:15 am</td>
<td><strong>Selling For Those Who Hate Selling</strong>&lt;br&gt;                 Robert Prioleau</td>
<td><strong>Design Workflows with Sketch</strong>&lt;br&gt;                       Clark Wimberly</td>
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<tr>
<td>12:00 pm</td>
<td>Lunch (Provided)</td>
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<tr>
<td>1:15 pm</td>
<td><strong>Laying Your Legal Groundwork</strong></td>
<td><strong>How Culture Affects Typography</strong></td>
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(PSST - I love teaching this. I do workshops. Let’s talk.)

(And ONE MORE THING! I’m making a game! Want to test it?)
Thank you!

SOPHIA VOYCHEHOVSKI

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