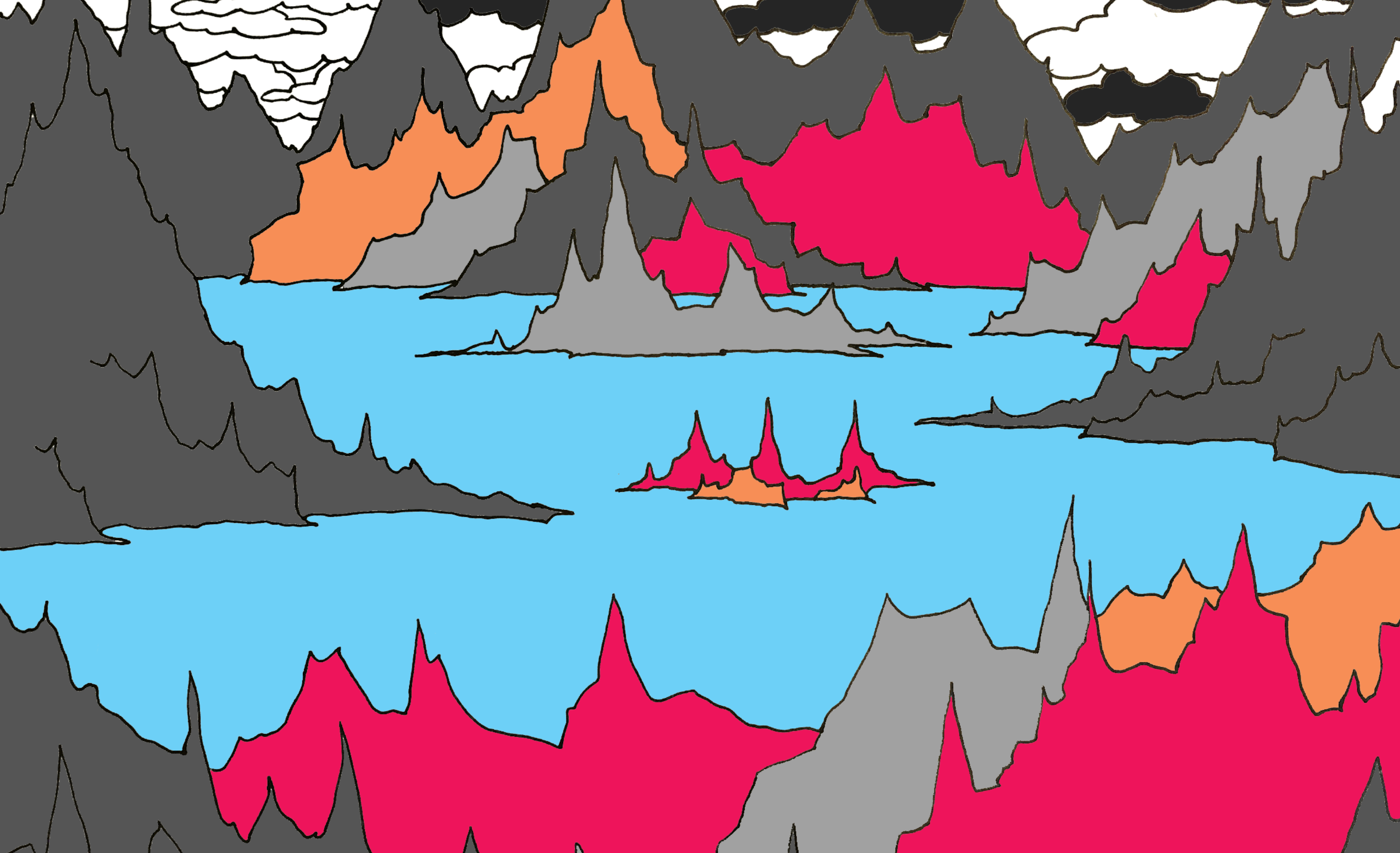


# BIG UX PROBLEMS AND HOW TO SOLVE THEM

# THREE SECRETS TO TAMING COMPLEXITY

SIMPLICITY IS THE ULTIMATE FORM OF  
SOPHISTICATION.

Da Vinci





# BIG, SCARY UX PROBLEMS

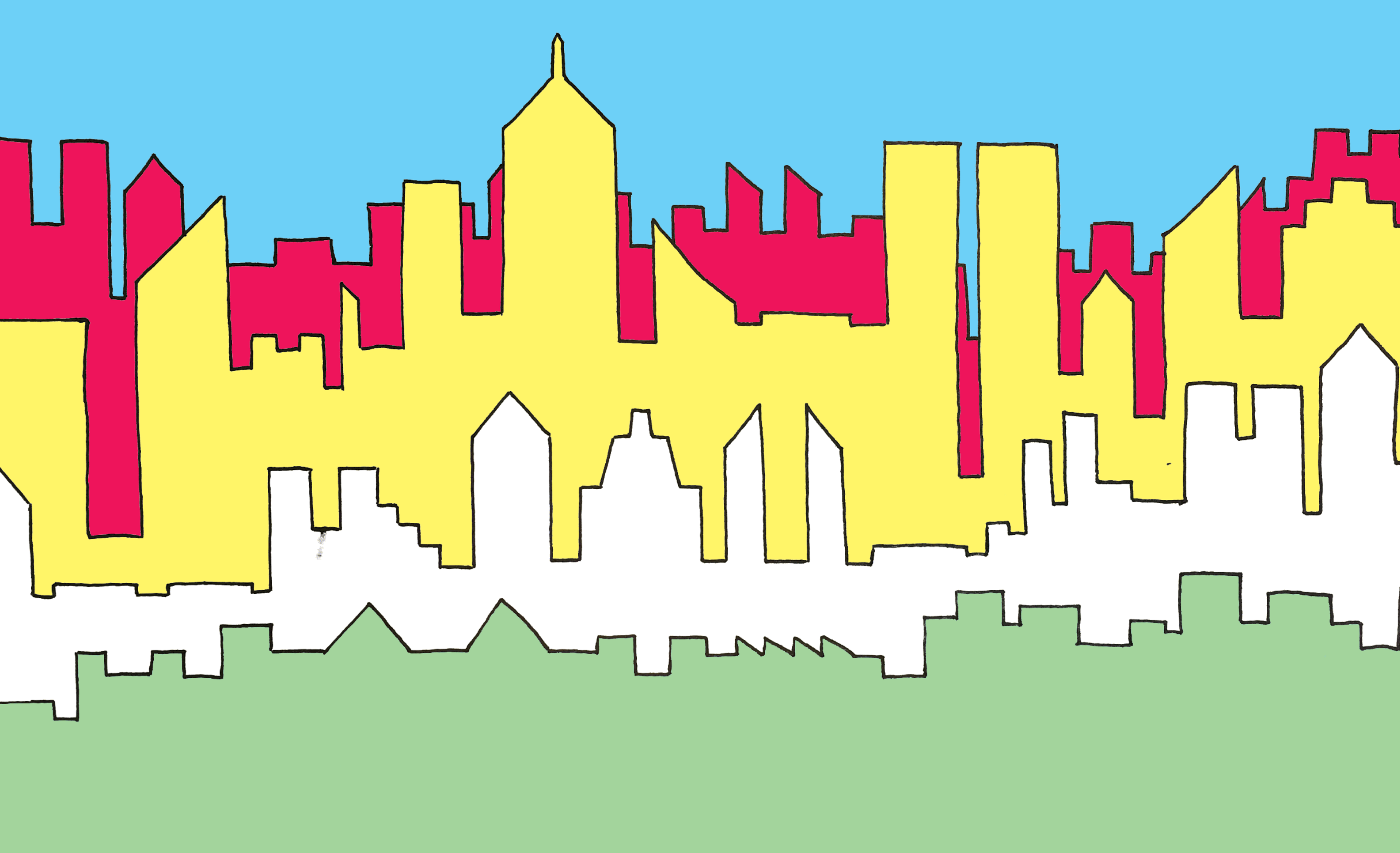


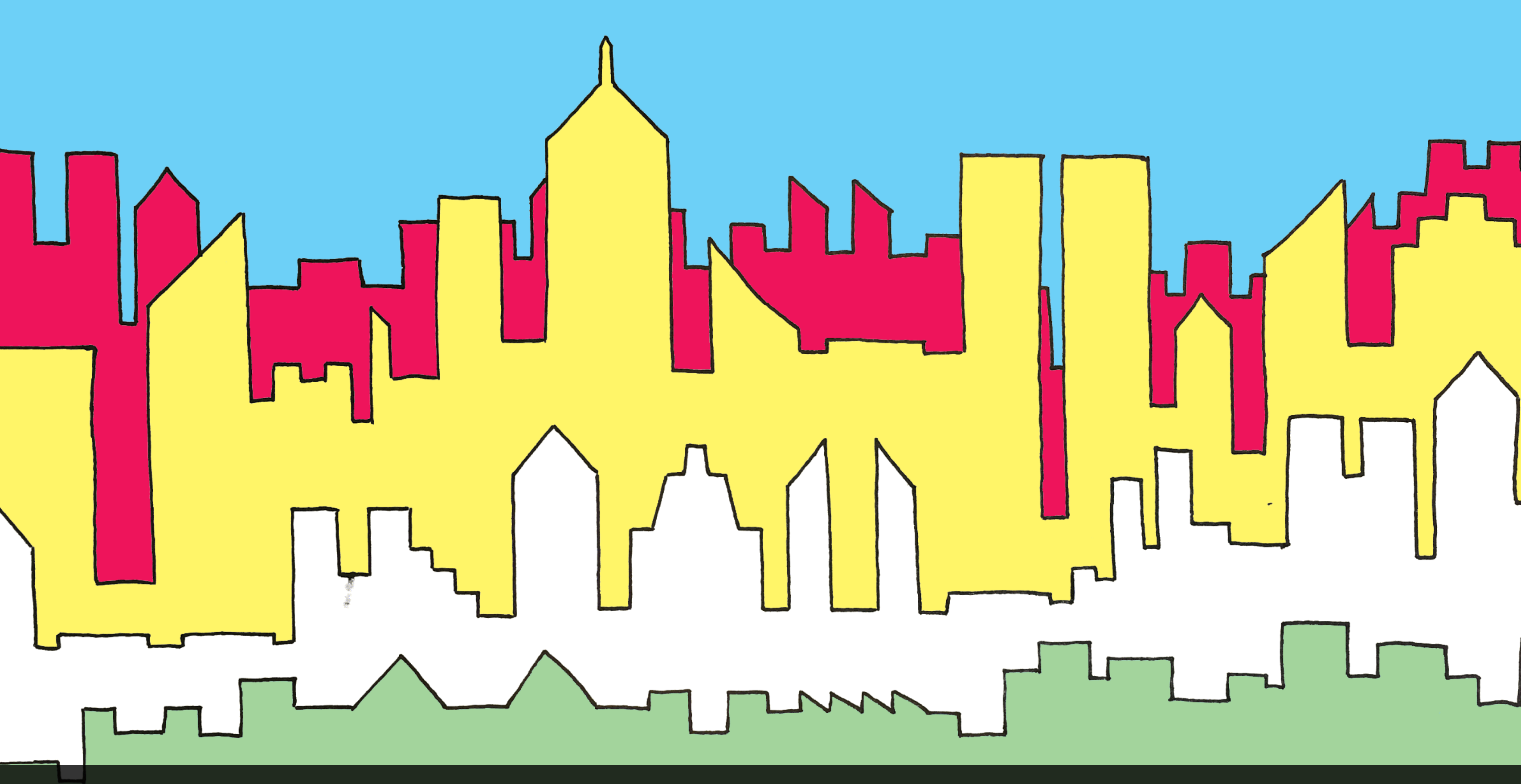


YOU KNOW YOU LOVE IT

WHAT CAUSES COMPLEXITY?





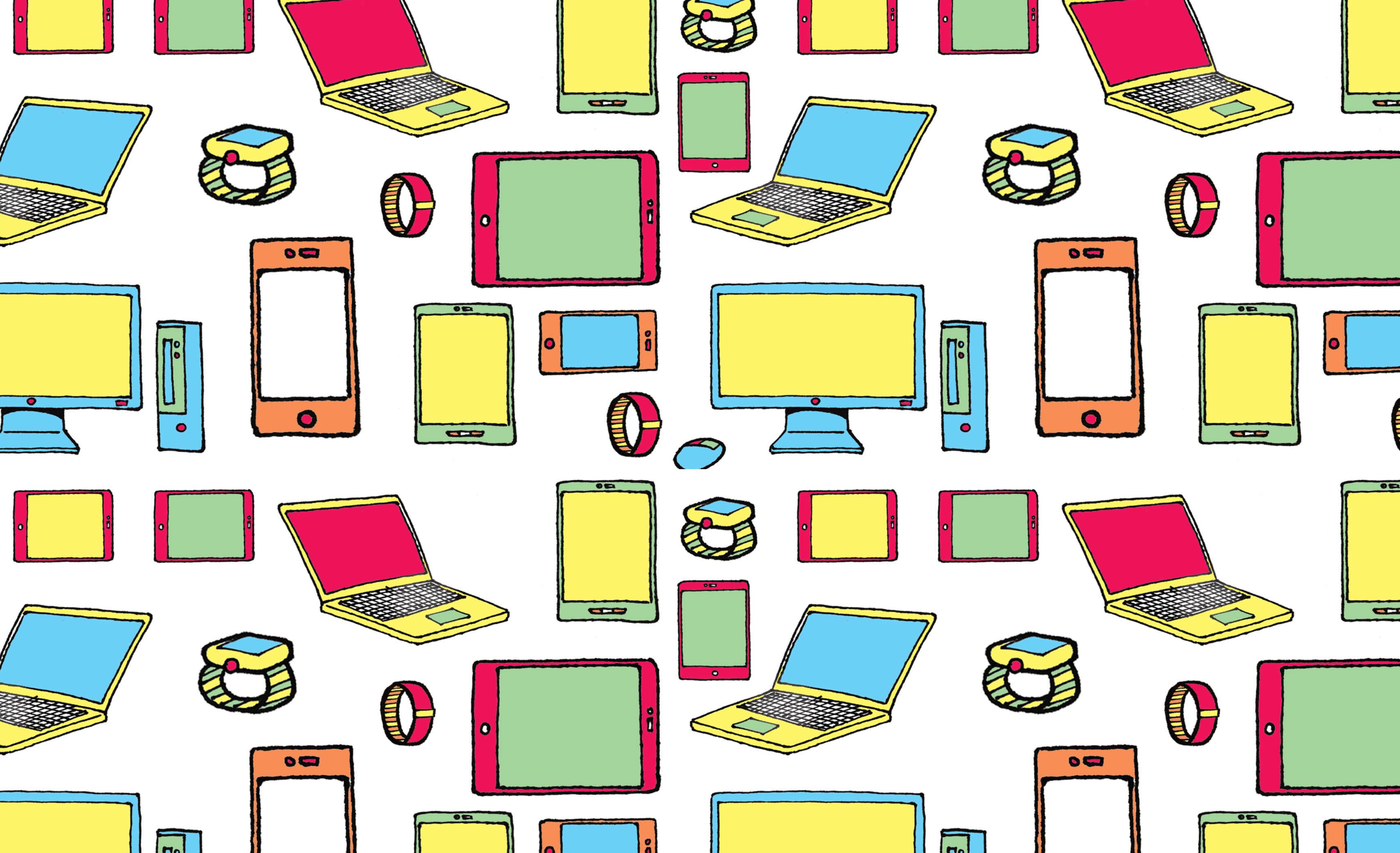


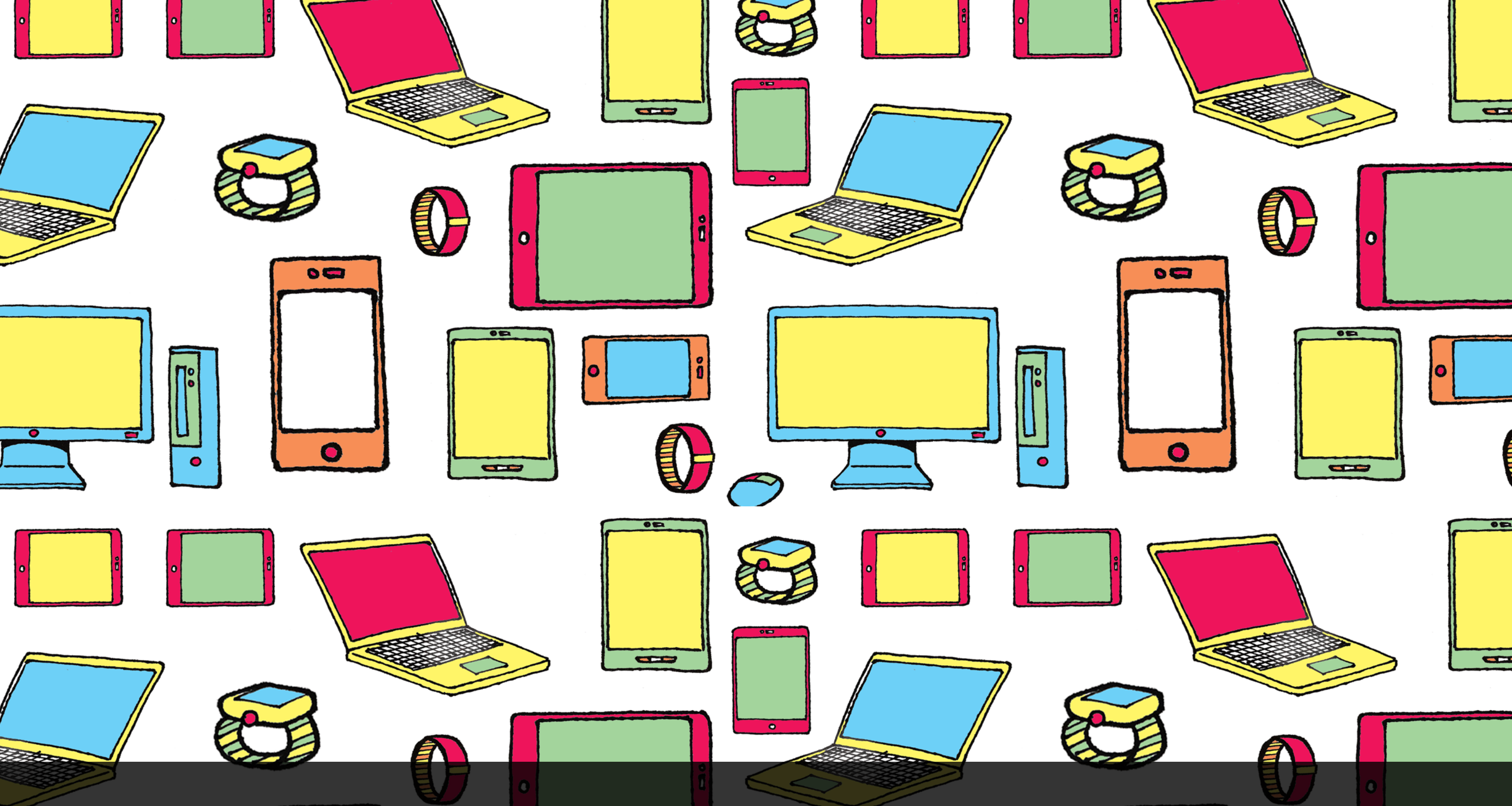
# COMPLEX ORGANIZATIONS



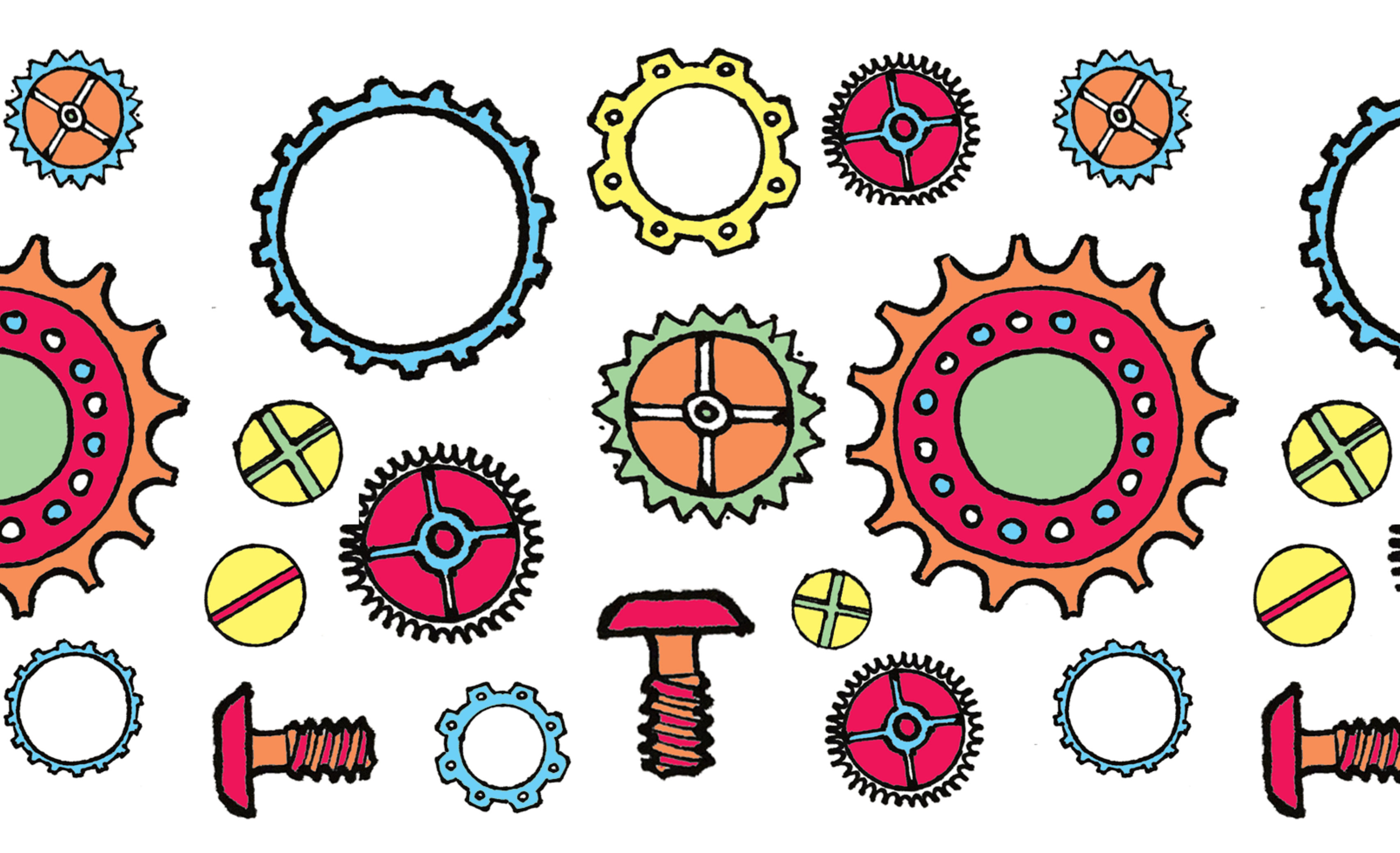


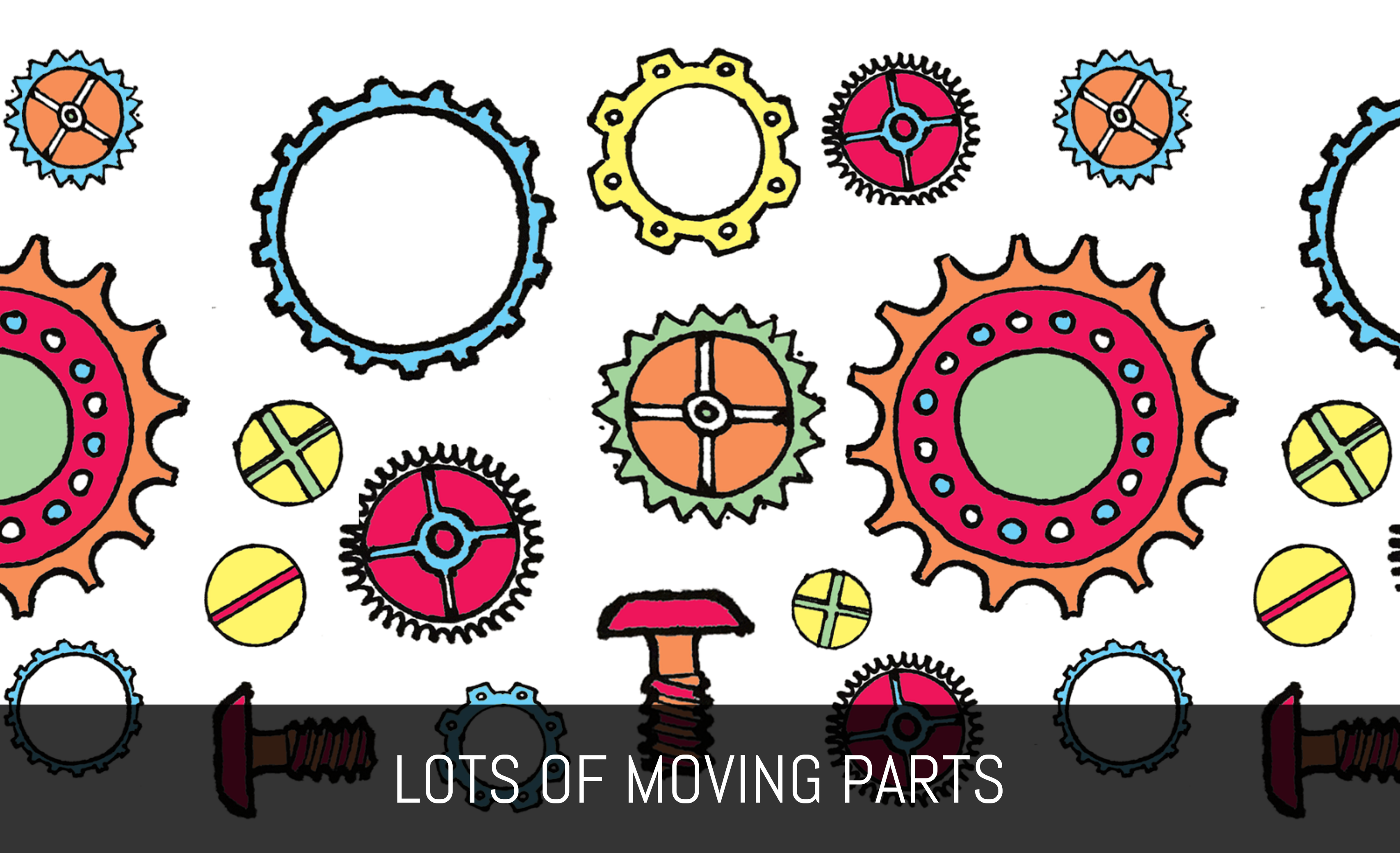
COMPLEX NEEDS (PEOPLE)





# COMPLEX DEVICE ECOSYSTEMS





LOTS OF MOVING PARTS





COMPLEX ORGANIZATIONS



COMPLEX NEEDS (PEOPLE)



COMPLEX DEVICE ECOSYSTEMS



LOTS OF MOVING PARTS



# WE ARE THE TINKERBELLS OF COMPLEXITY



HOW CAN WE BE BETTER FILTERS?

DESIGN WITH REAL-WORLD OBJECTS:  
OOUX



COMPLEX ORGANIZATIONS



COMPLEX NEEDS (PEOPLE)



COMPLEX DEVICE ECOSYSTEMS



LOTS OF MOVING PARTS



COMPLEX ORGANIZATIONS



COMPLEX NEEDS (PEOPLE)



COMPLEX DEVICE ECOSYSTEMS



LOTS OF MOVING PARTS

What if we could reduce the number of moving parts?



# COMPLEX ORGANIZATIONS



# COMPLEX NEEDS (PEOPLE)



# COMPLEX DEVICE ECOSYSTEMS

Less stuff moving across devices and contexts.



# LOTS OF MOVING PARTS

What if we could reduce the number of moving parts?





# COMPLEX ORGANIZATIONS



# COMPLEX NEEDS (PEOPLE)

Make sure those moving parts are part of their real world.



# COMPLEX DEVICE ECOSYSTEMS

Less stuff moving across devices and contexts.



# LOTS OF MOVING PARTS

What if we could reduce the number of moving parts?



# COMPLEX ORGANIZATIONS

Core pillar of objects create a shared understanding across all teams.



# COMPLEX NEEDS (PEOPLE)

Make sure those moving parts are part of their real world.



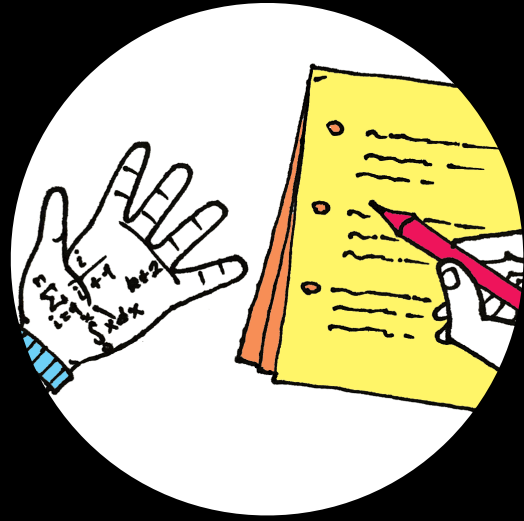
# COMPLEX DEVICE ECOSYSTEMS

Less stuff moving across devices and contexts.

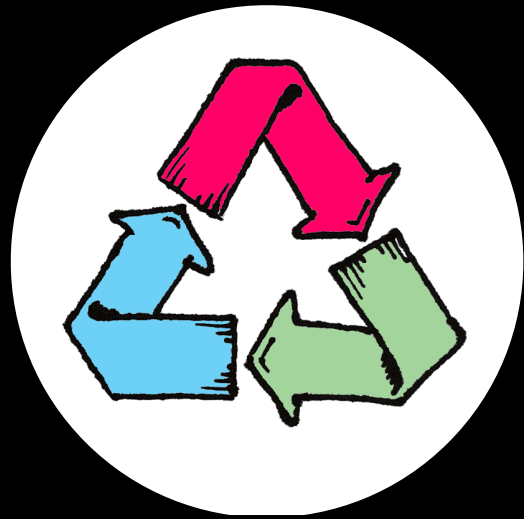


# LOTS OF MOVING PARTS

What if we could reduce the number of moving parts?



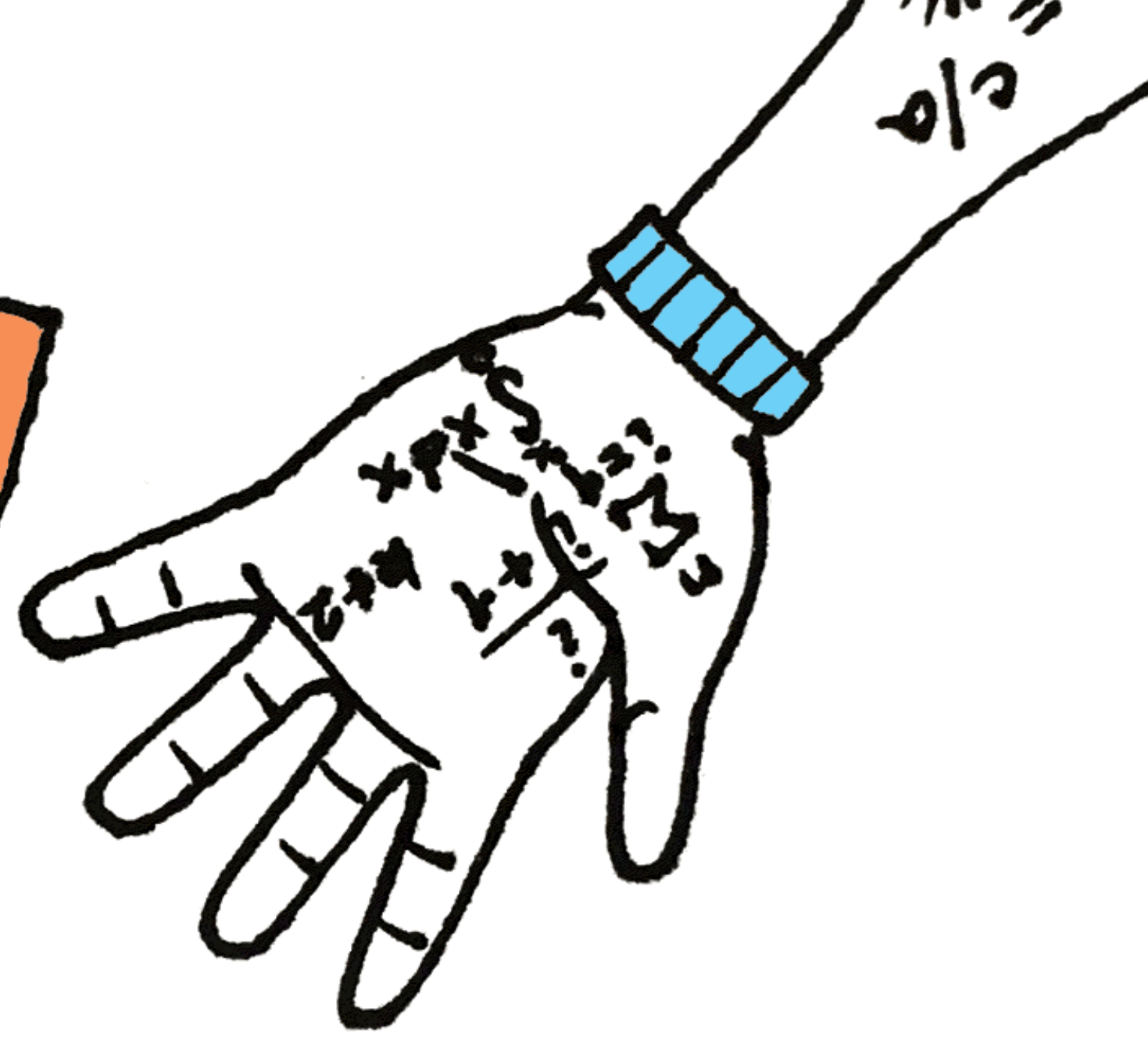
1. Cheat on your IA.

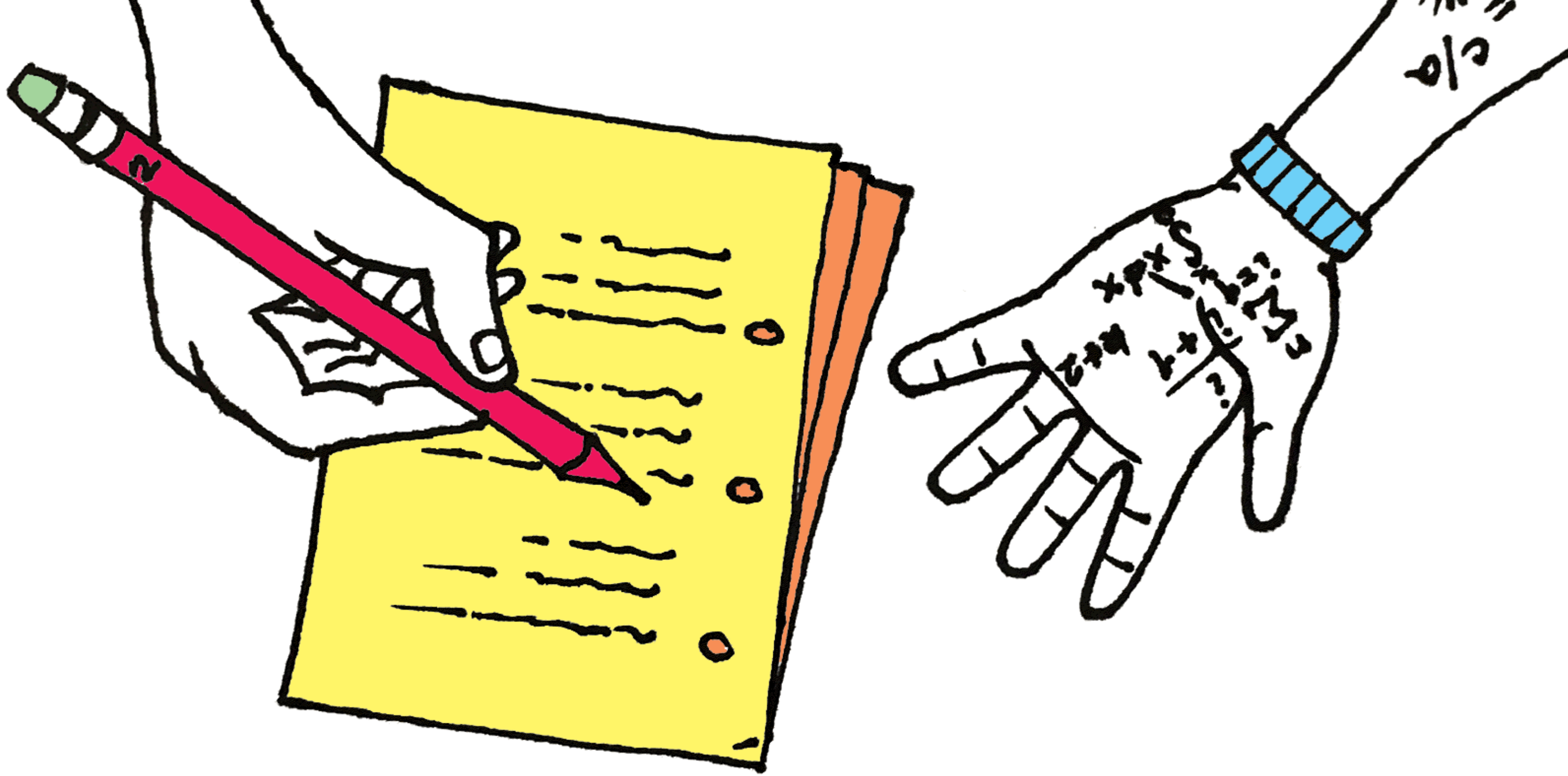


2. Reduce, reuse, recycle.



3. Let objects guide actions.





1. CHEAT ON YOUR IA.



A user's mental model is not something you DESIGN. It's something you reflect (and respect). It's a user's head movie of the problem domain.

# PEOPLE THINK IN OBJECTS

“the issue with objects is not about user interfaces or OO programming, or anything to do with computers. It is about how people perceive and act on the world. We—end users, everyone—have evolved to deal with objects since the dawn of time.”

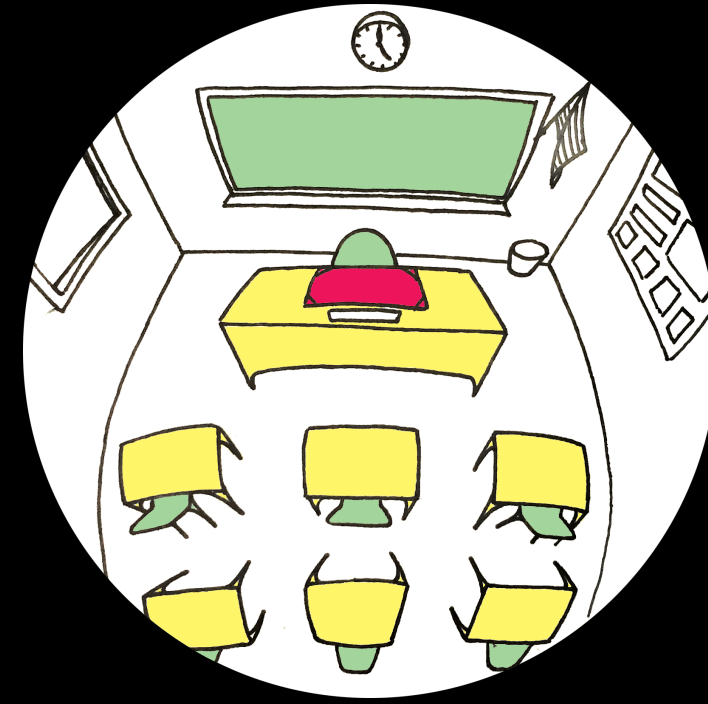
-Dave Collins, in *Designing Object-Oriented User Interfaces*, 1995

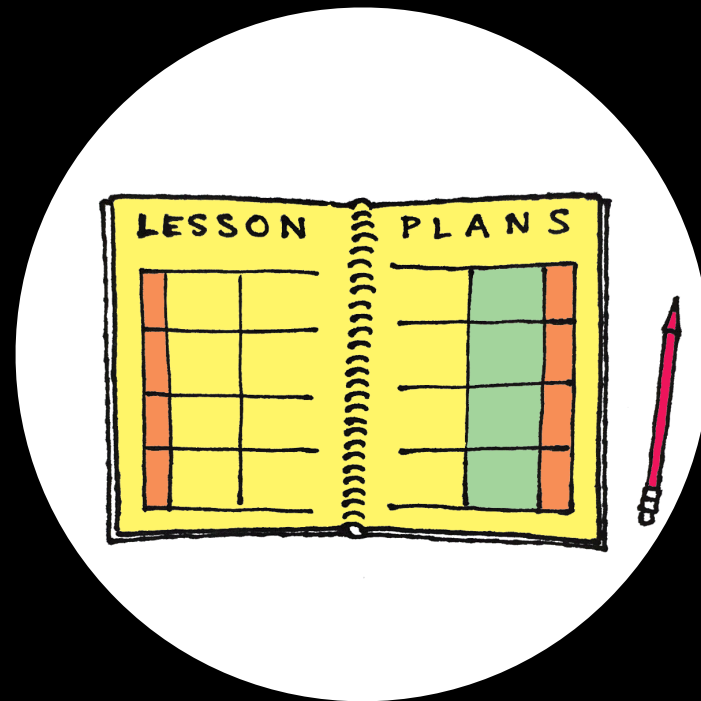
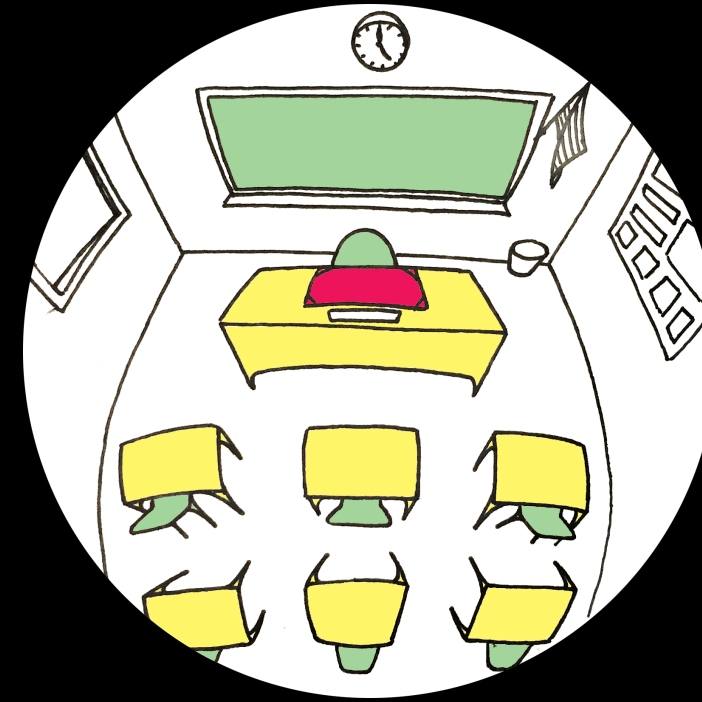


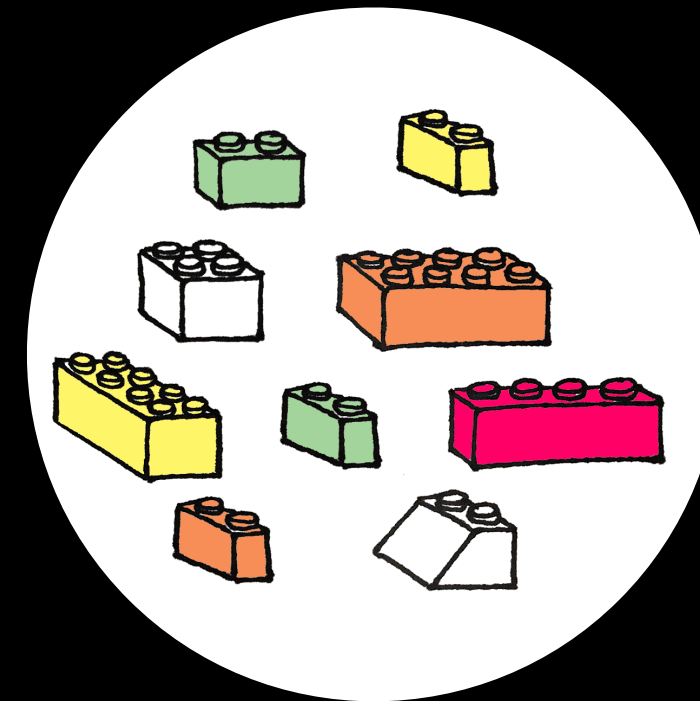
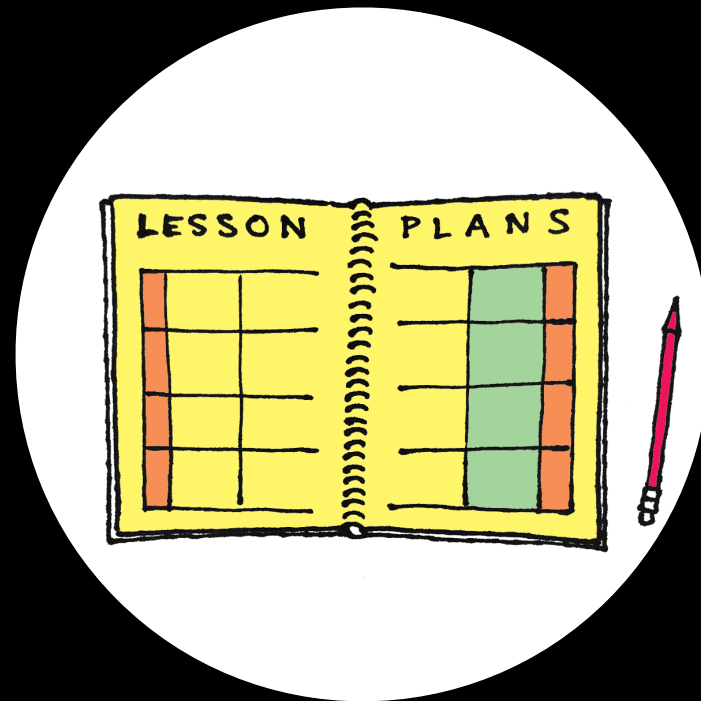
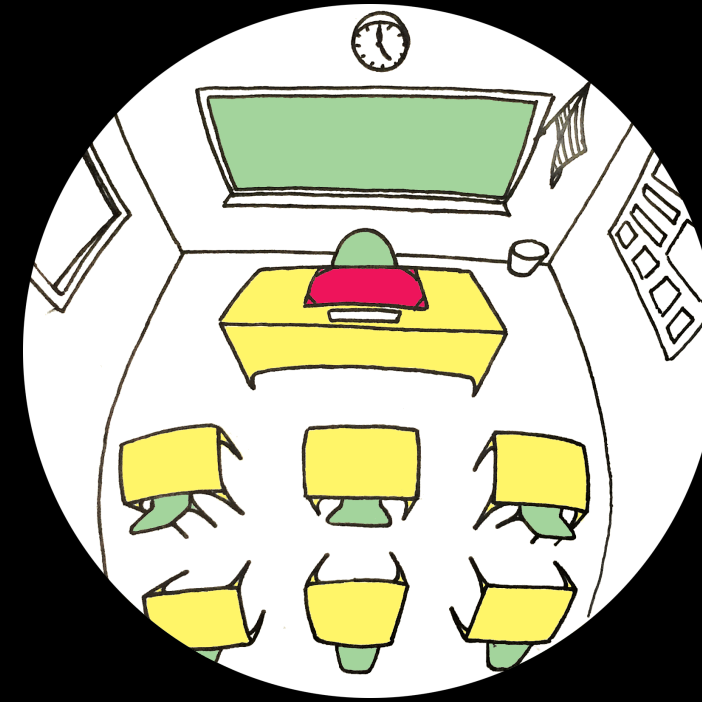


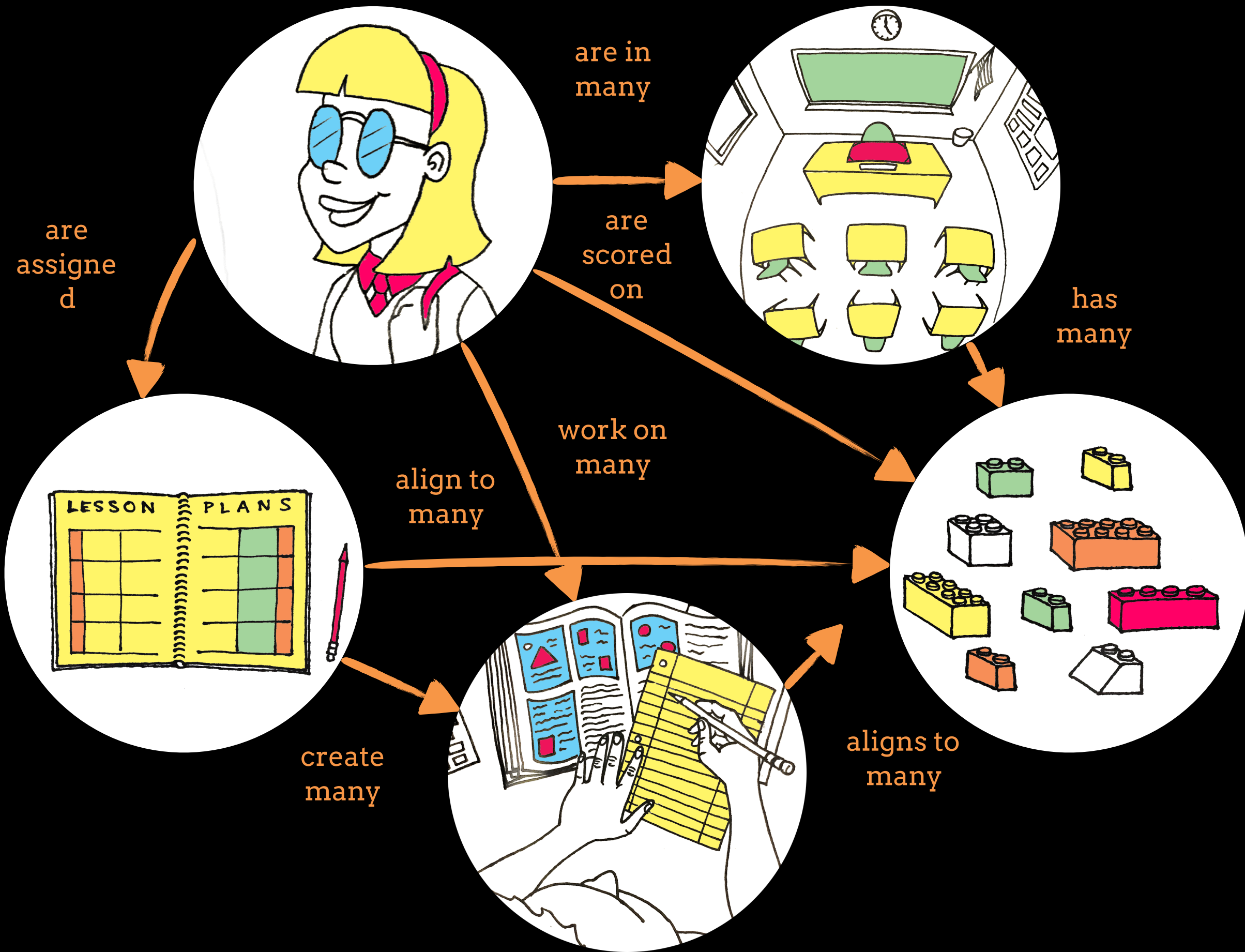






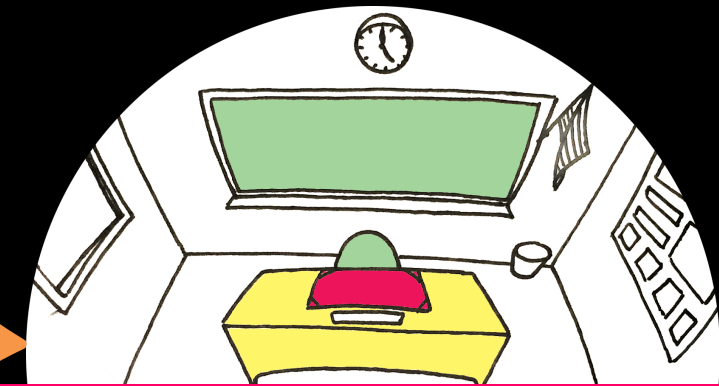




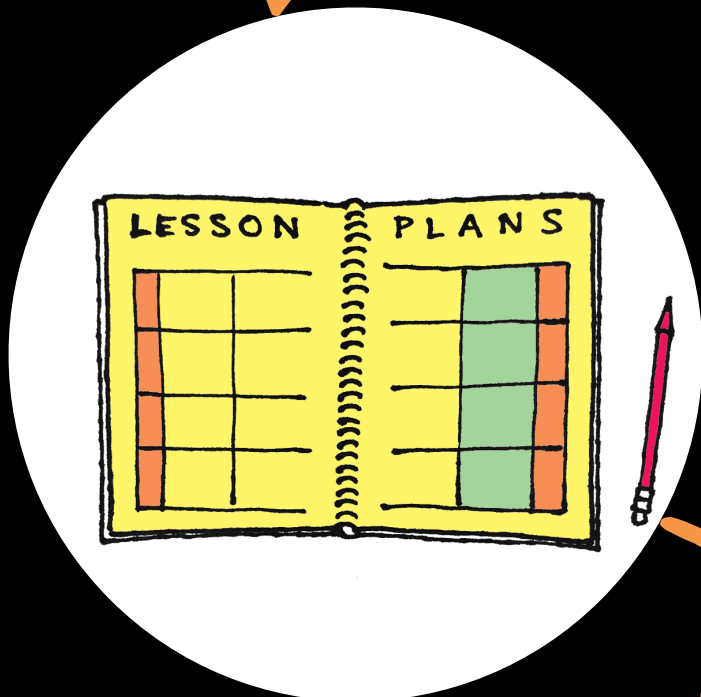




are in  
many



# TALK TO YOUR USERS (DUH).



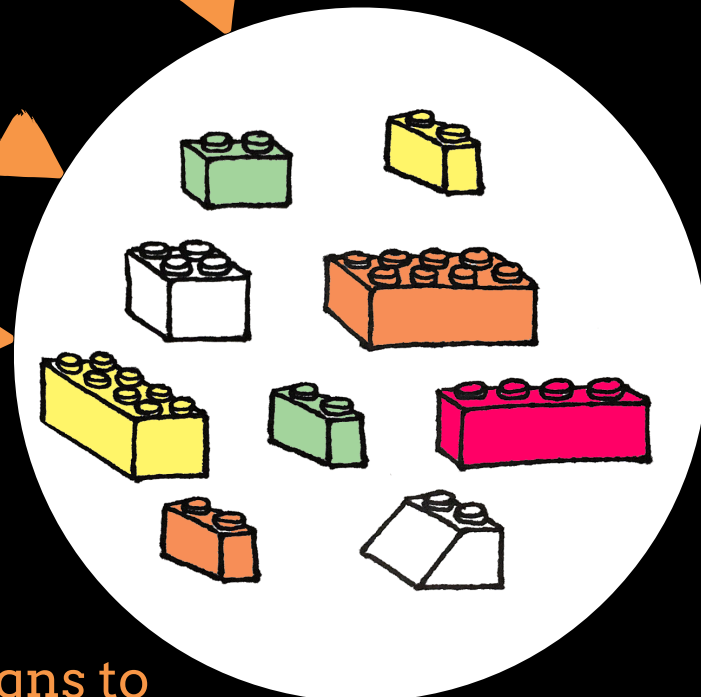
align to  
many

work on  
many

create  
many

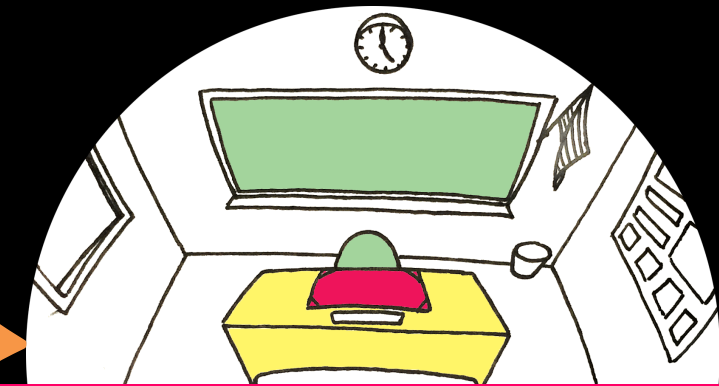


aligns to  
many



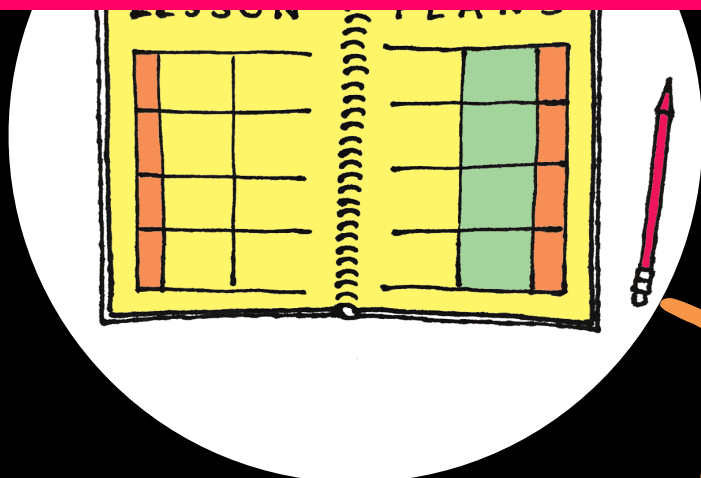


are in  
many



TALK TO YOUR USERS (DUH).

LISTEN FOR THE NOUNS THEY USE...OVER AND OVER.

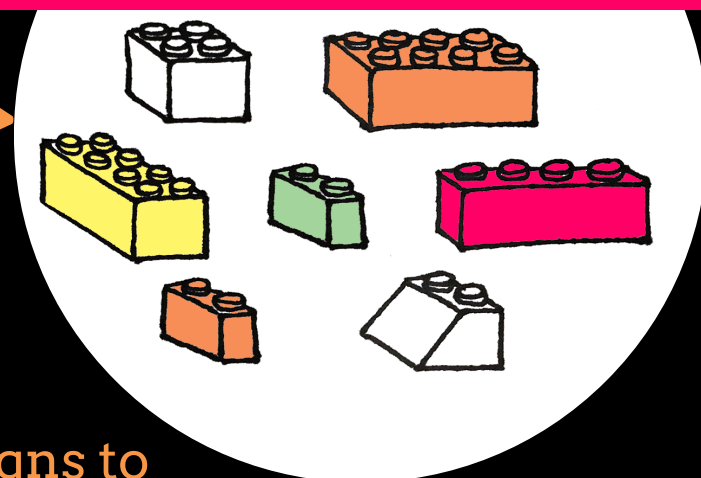


many

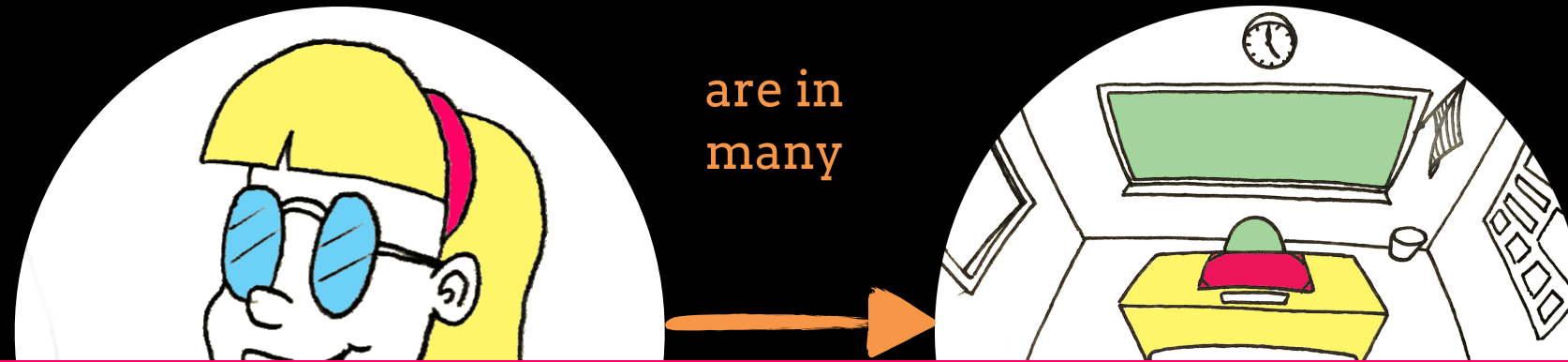
create  
many



aligns to  
many







are in  
many

TALK TO YOUR USERS (DUH).

LISTEN FOR THE NOUNS THEY USE...OVER AND OVER.

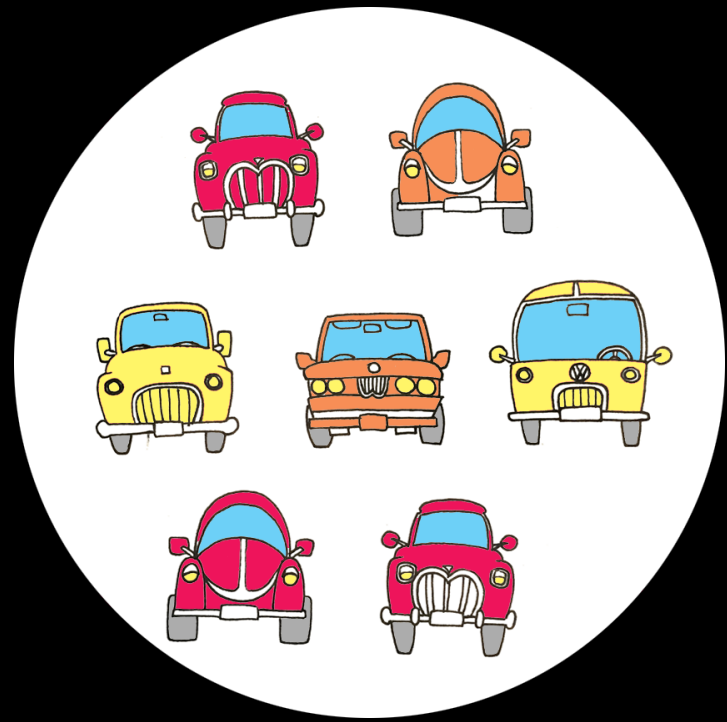
AND HOW THEY CONNECT THESE NOUNS.

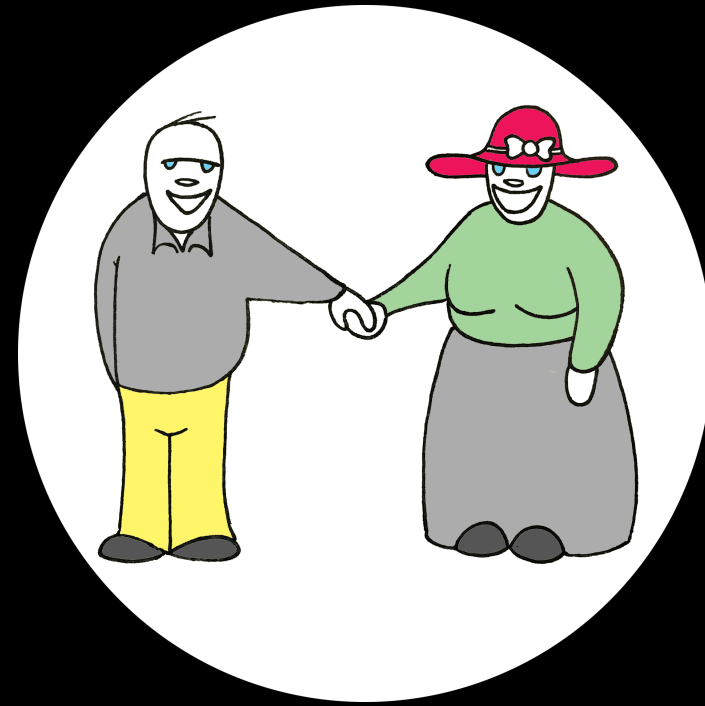


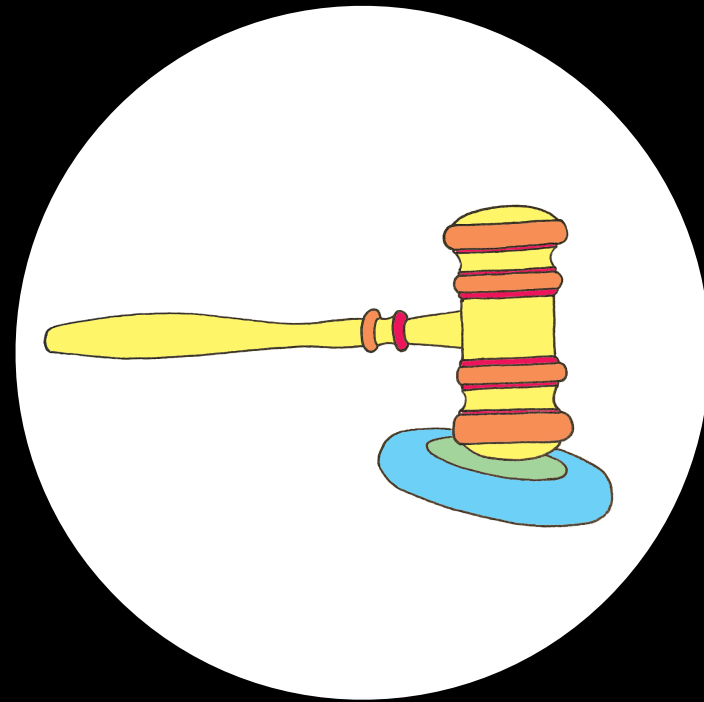
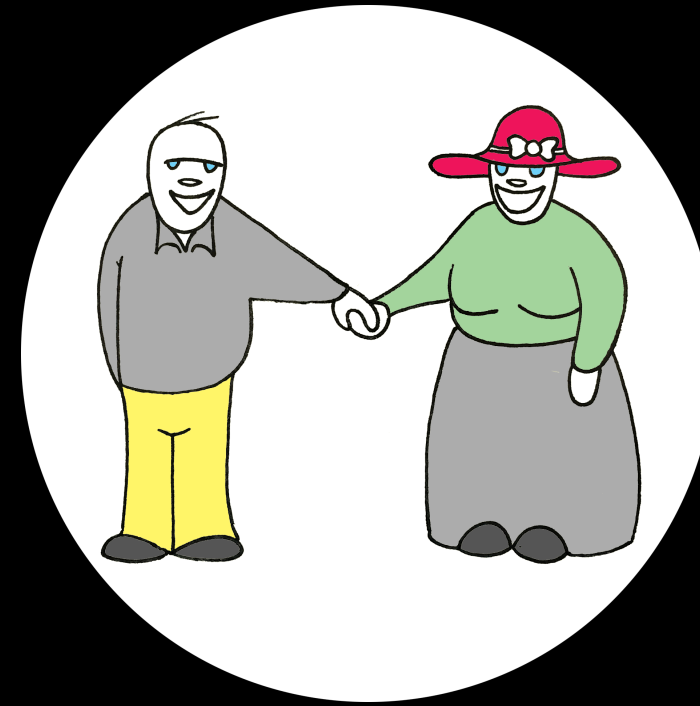
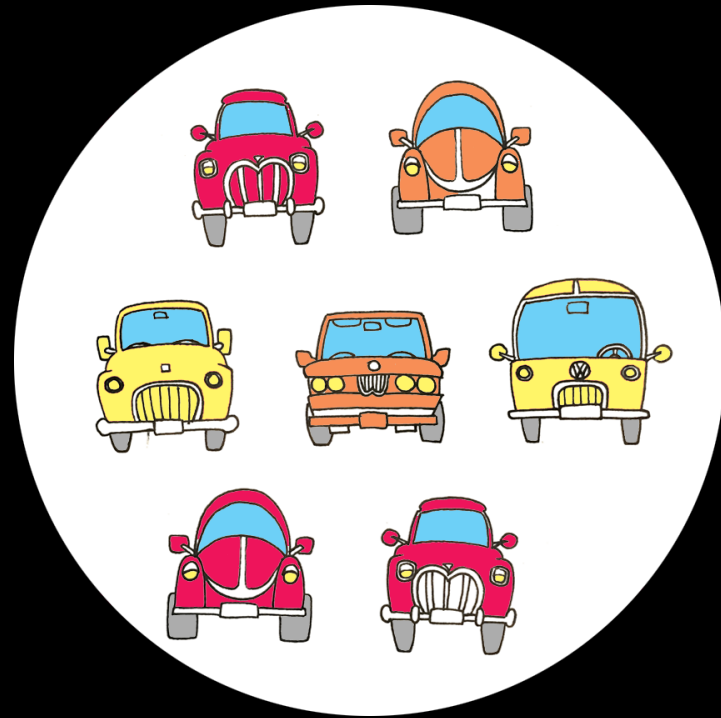
create  
many

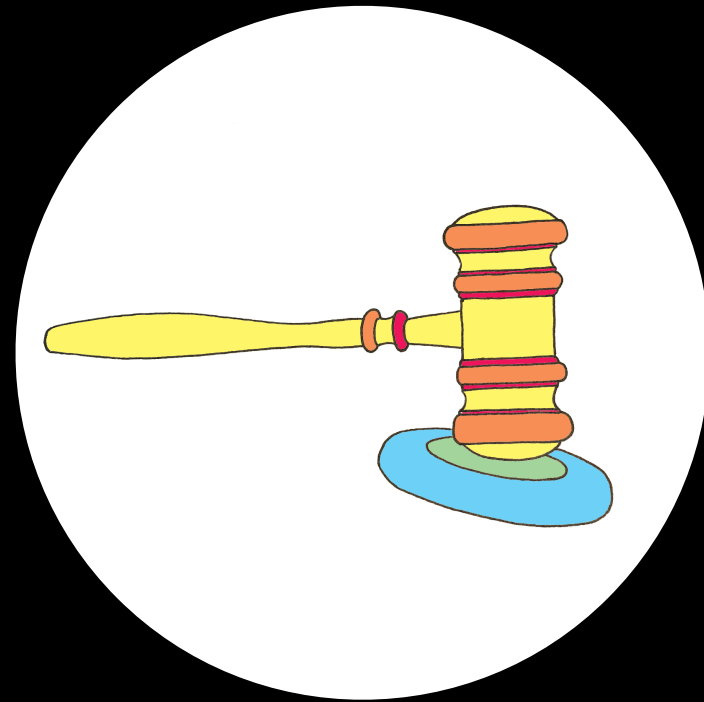
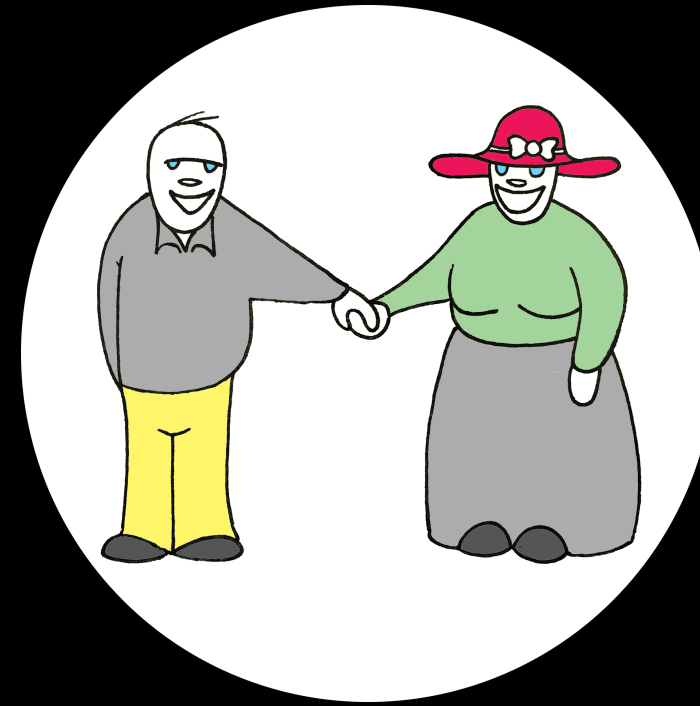
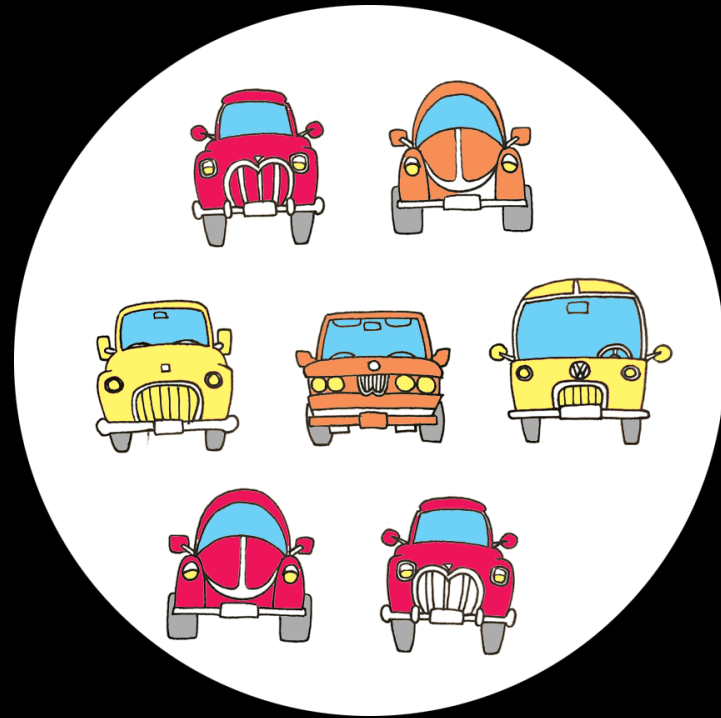
aligns to  
many

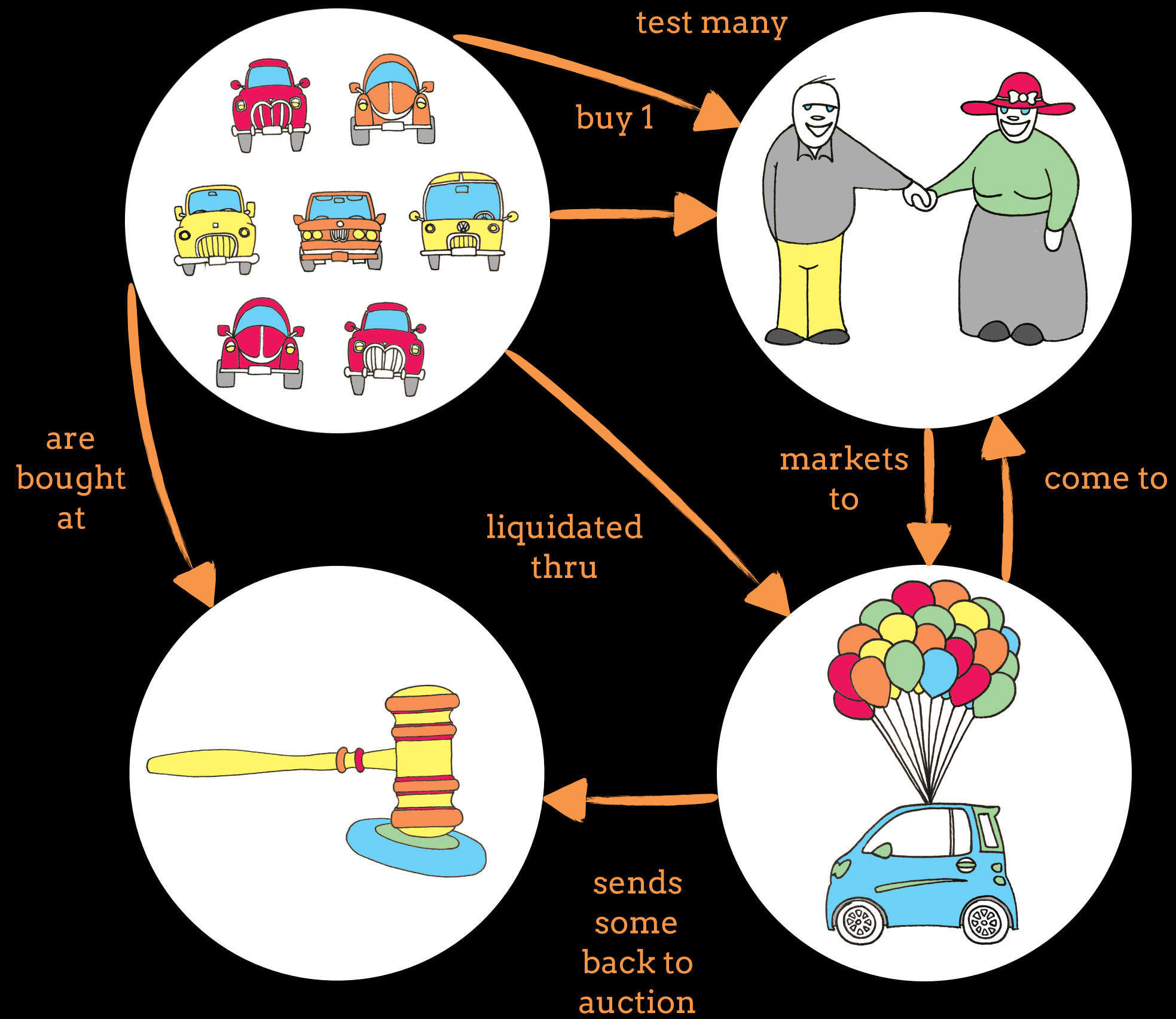


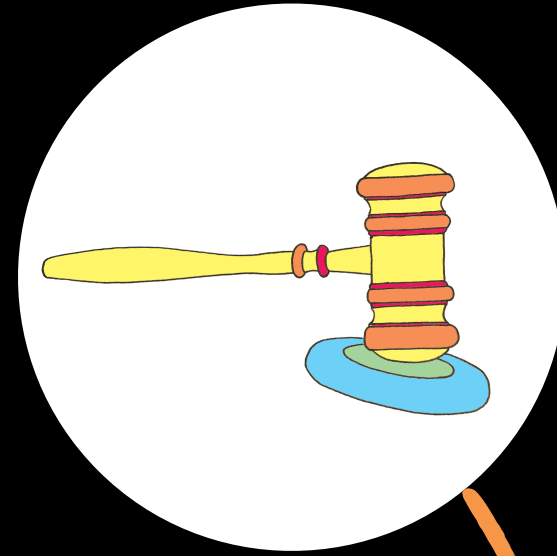
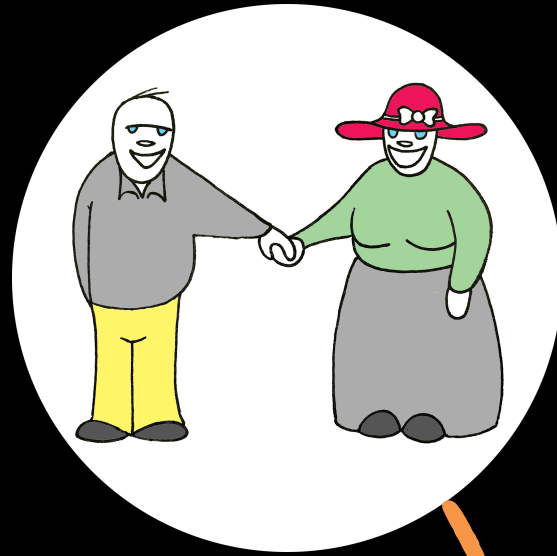
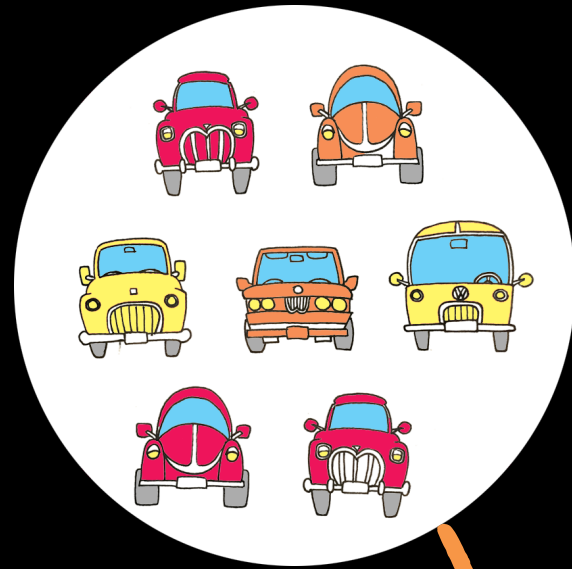










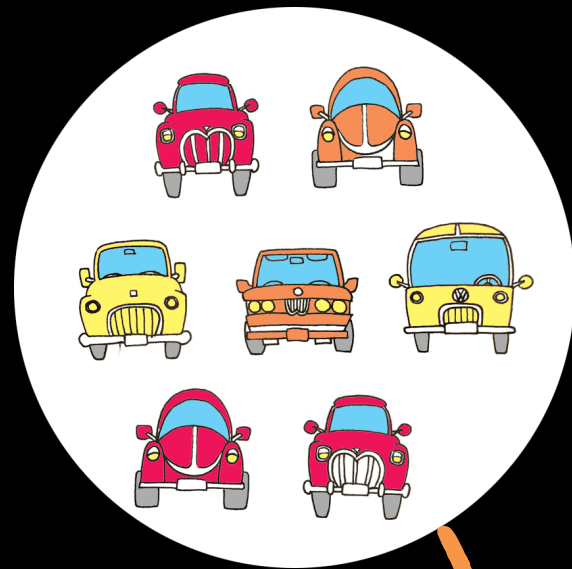


*MY LOT*


*CUSTOMERS*

*CALENDAR*







*MY LOT* | *CUSTOMERS* | *CALENDAR*




1963 VW Van  
yellow  
345k miles



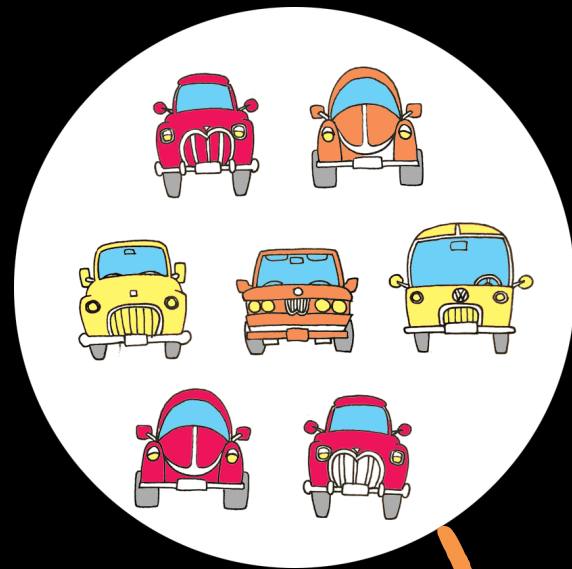
1965 VW bug  
orange  
42k miles




1980 BMW  
red  
345k miles




1982 BMW  
orange  
42k miles




**MY LOT** CUSTOMERS CALENDAR




1963 VW Van  
yellow  
345k miles




1980 BMW  
yellow  
345k miles

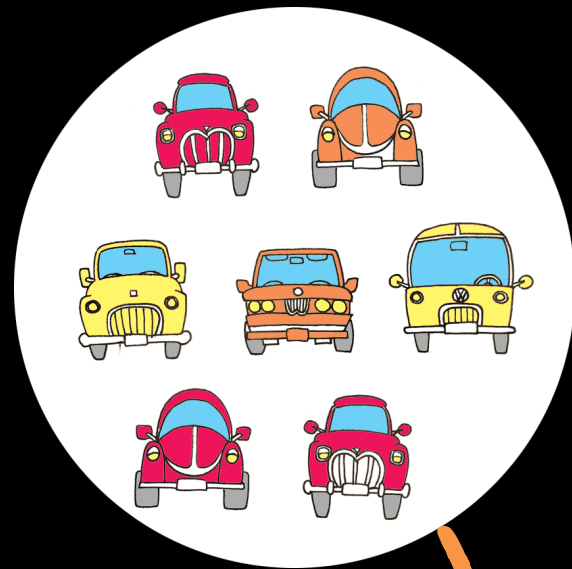


1965 VW bug  
orange  
42k miles


 Mr. Jones | *interested*




1982 BMW  
orange  
42k miles



**MY LOT** CUSTOMERS CALENDAR



1963 VW Van  
yellow  
345k miles




1980 BMW  
yellow  
345k miles



1965 VW bug  
orange  
42k miles

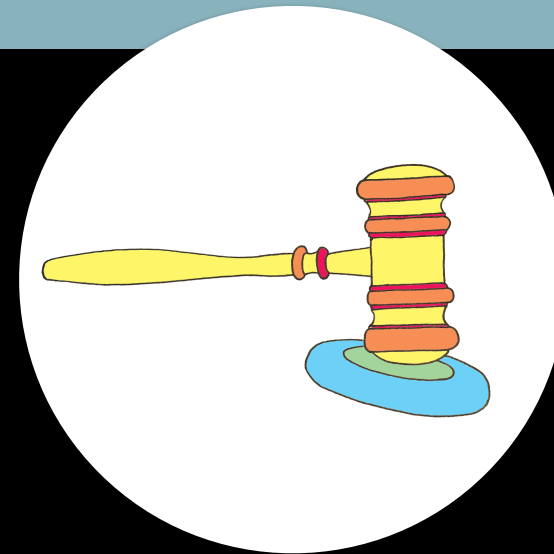
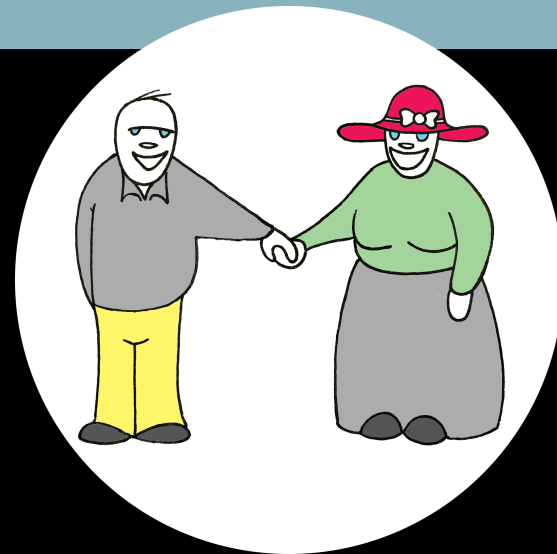
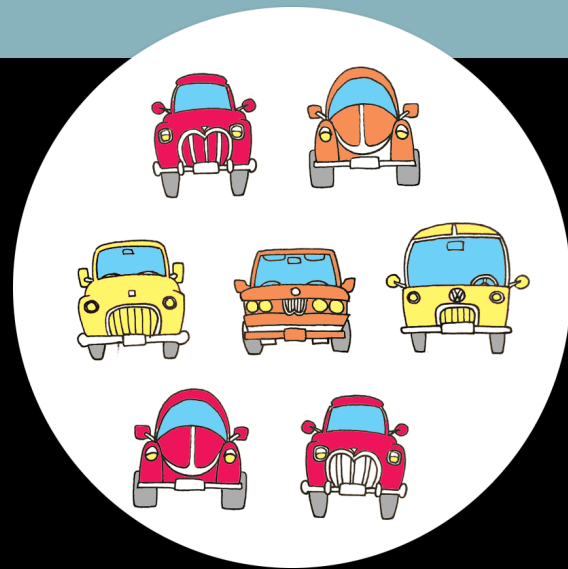


*Memorial Day sale*



1982 BMW  
orange  
42k miles

# THE STUFF OF YOUR SYSTEM



containers

My Lot

Customer List

Calendar

modules

vehicle  
modules

customer  
modules

auction  
modules

event  
modules

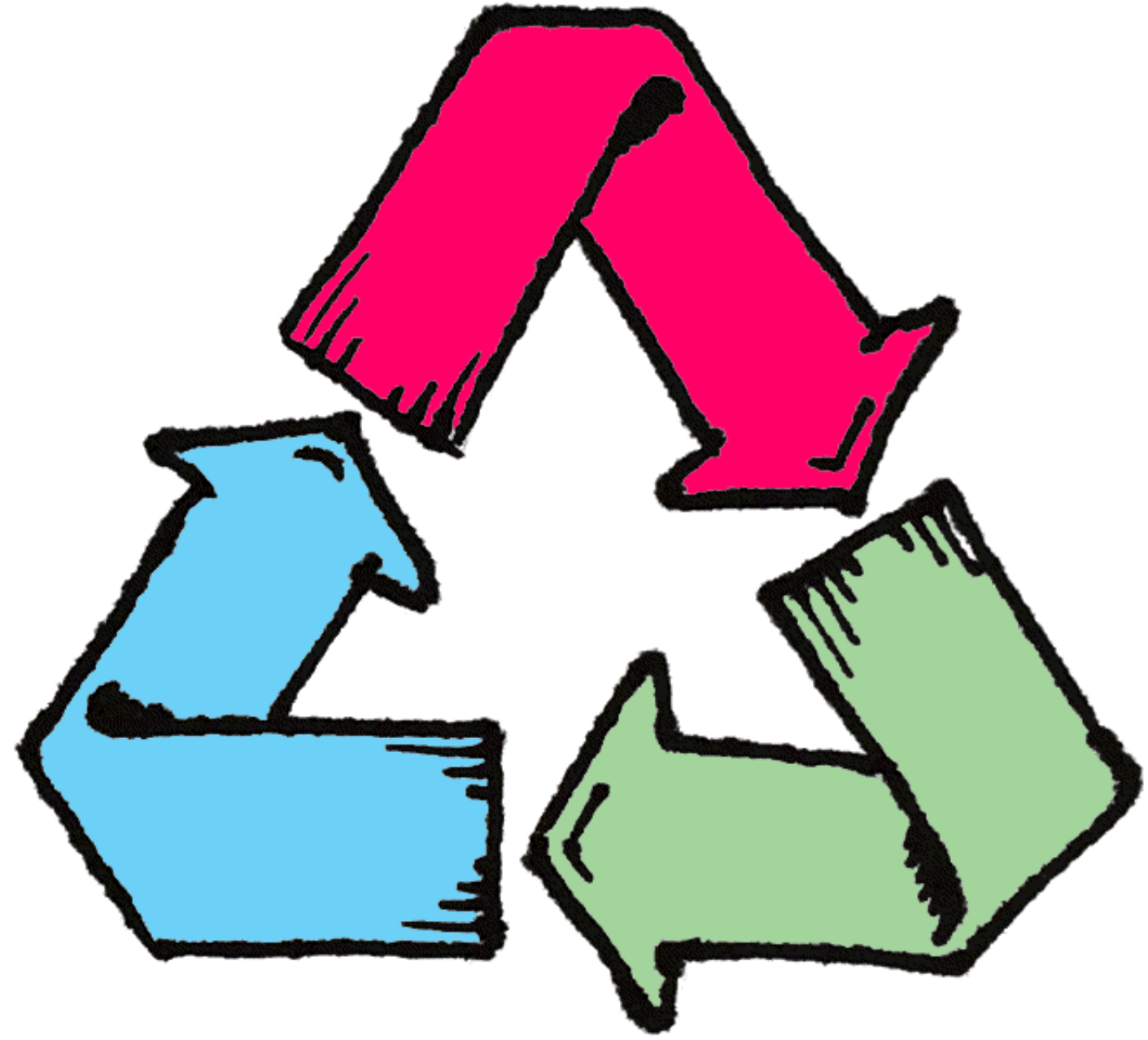
details

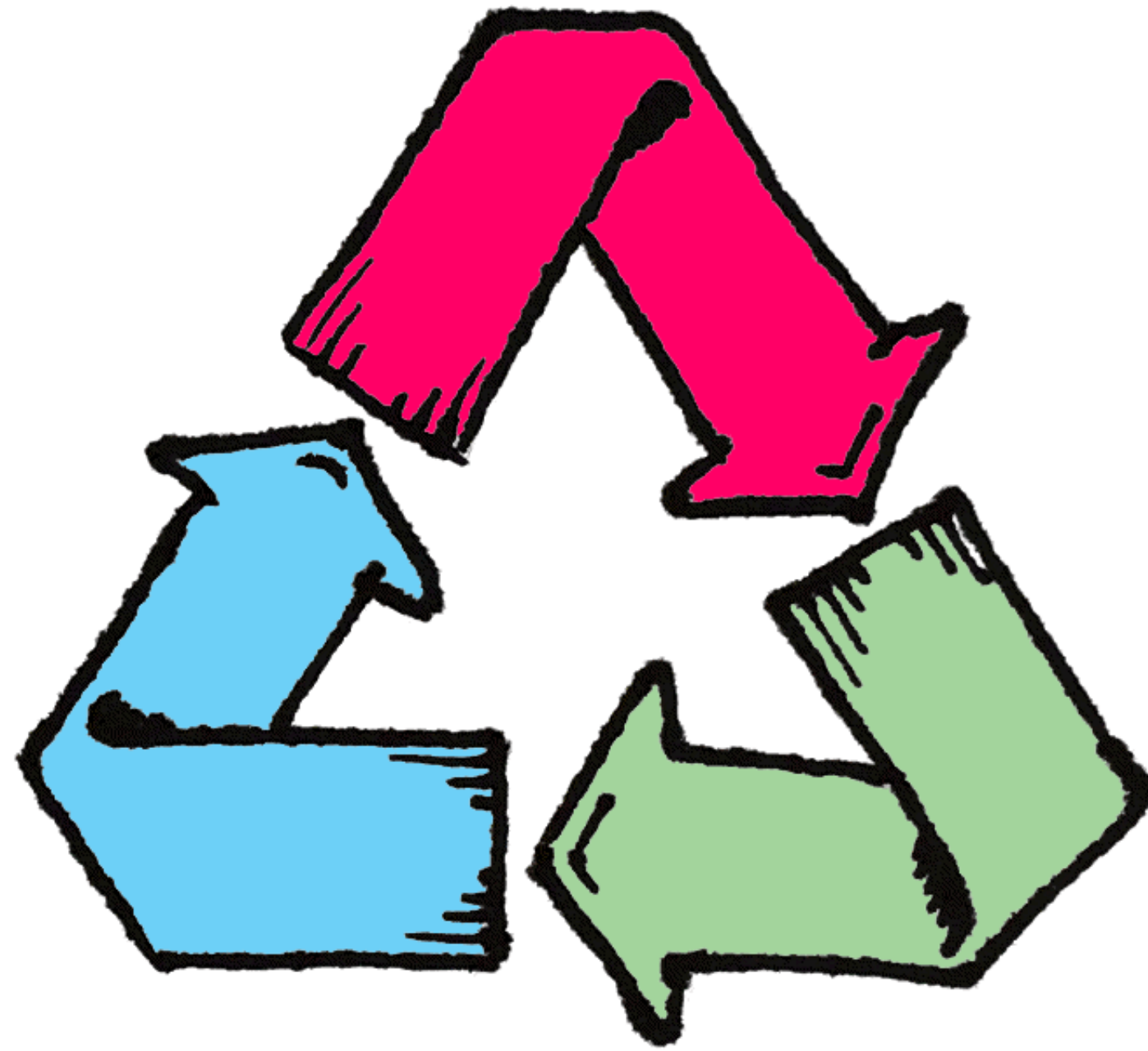
vehicle  
detail

customer  
profile

auction  
detail

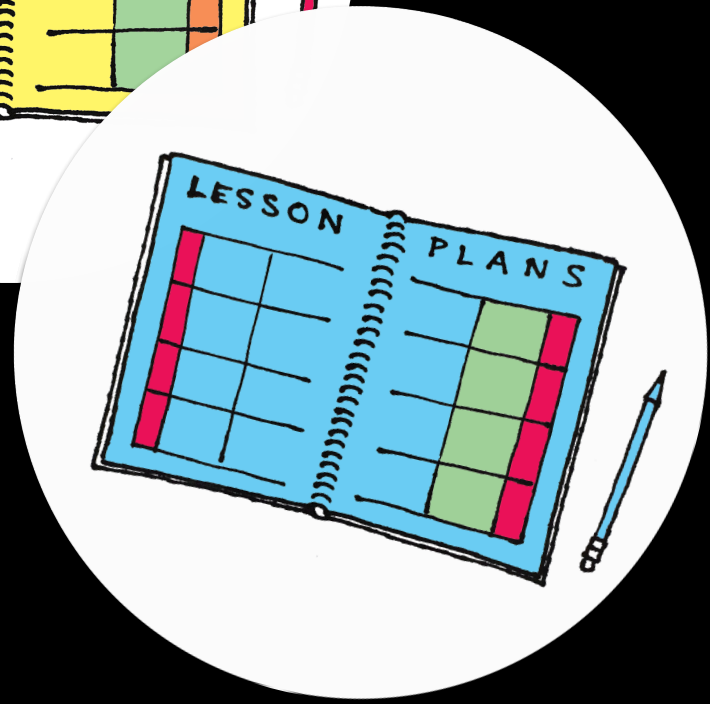
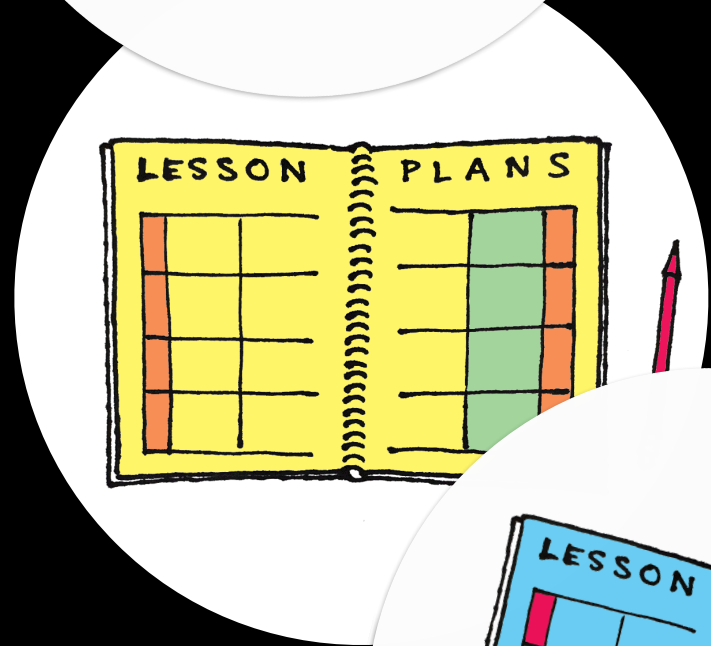
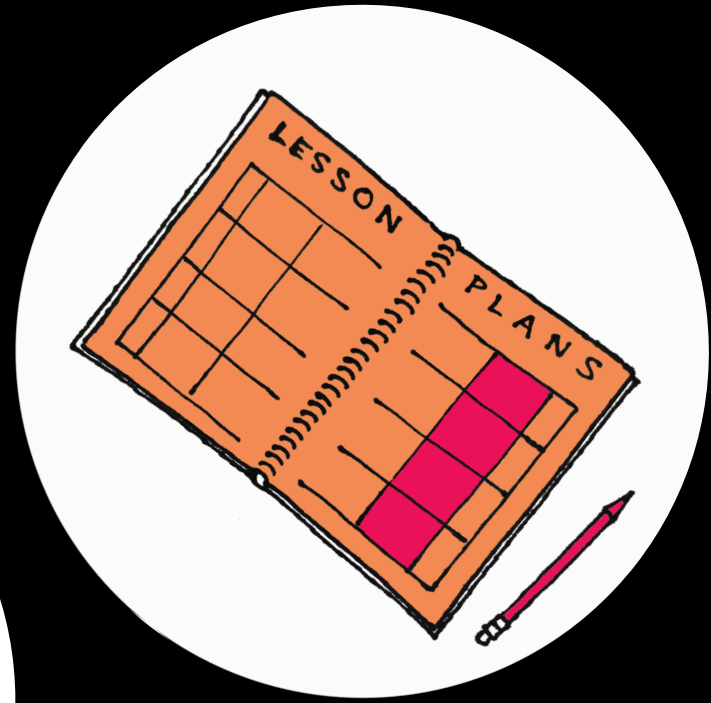
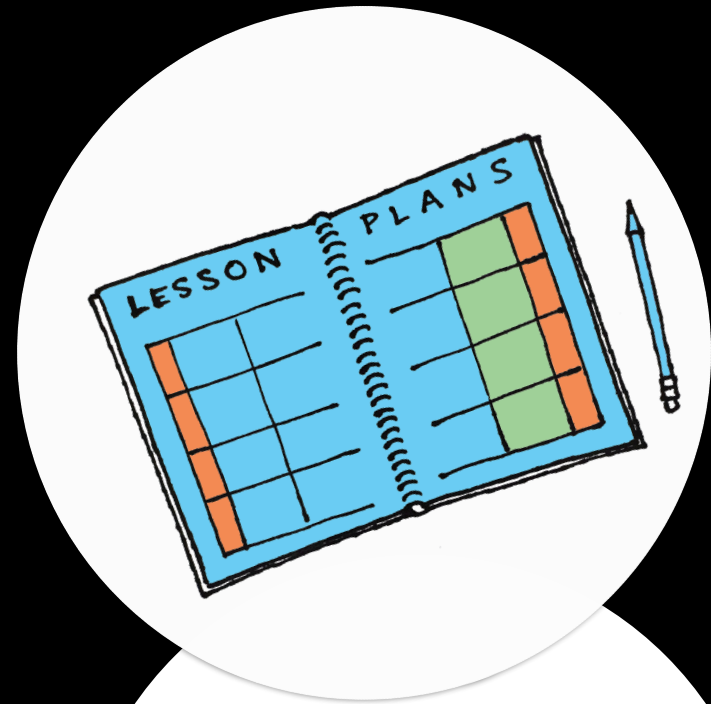
event  
detail



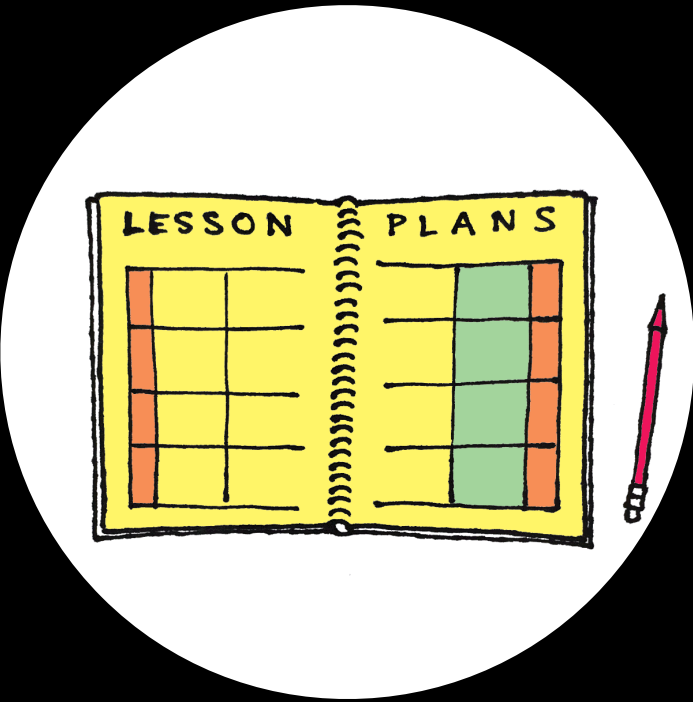


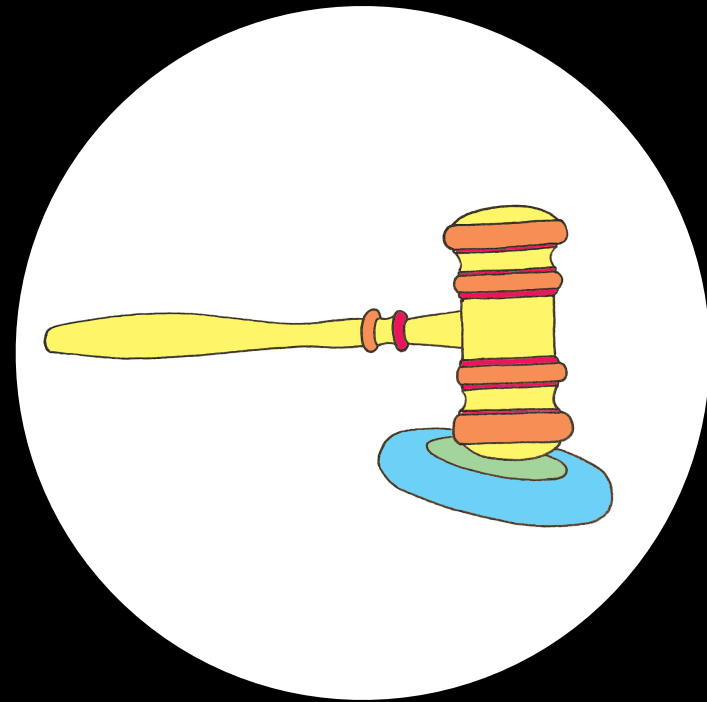
2. REDUCE, REUSE, RECYCLE.









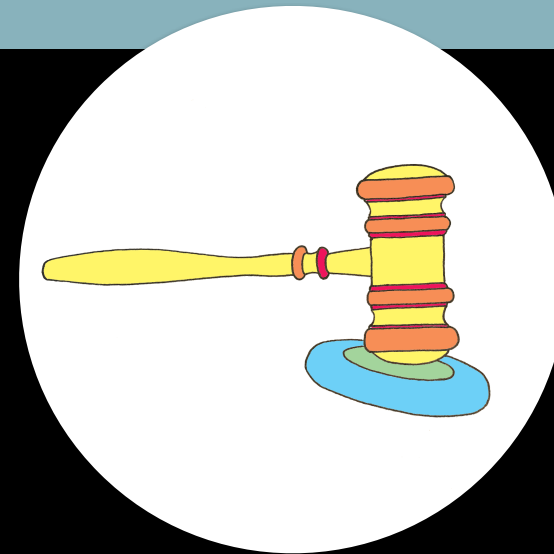
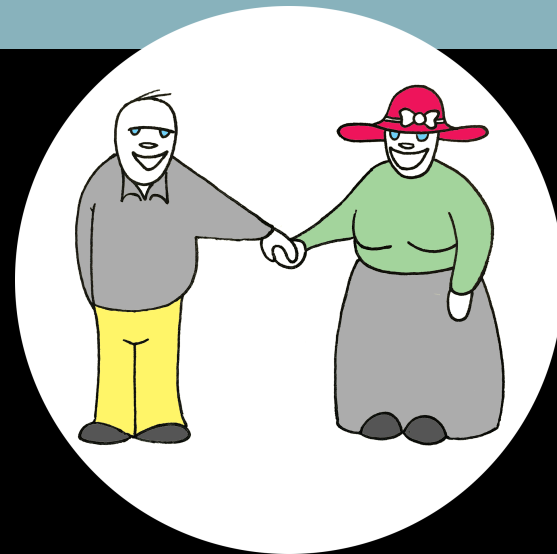
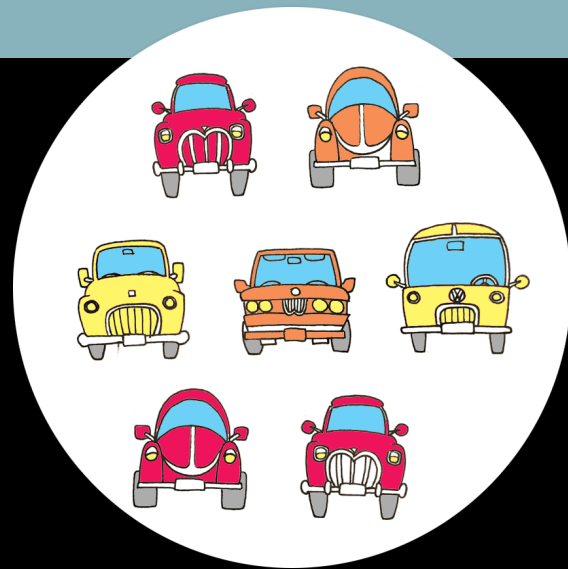




# EVENT



# THE STUFF OF YOUR SYSTEM



containers

My Lot

Customer List

Calendar

modules

vehicle  
modules

customer  
modules

auction  
modules

event  
modules

details

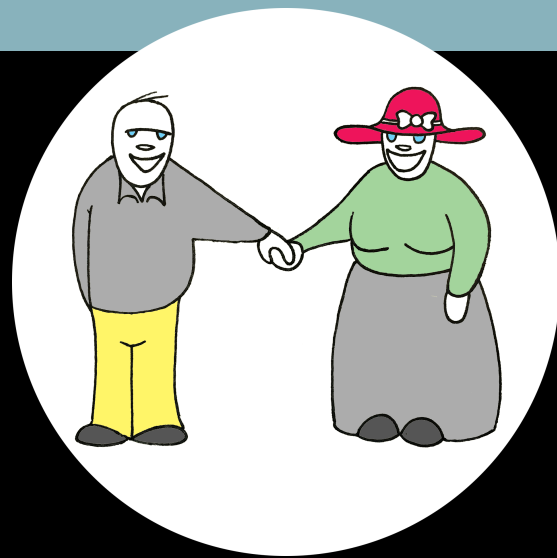
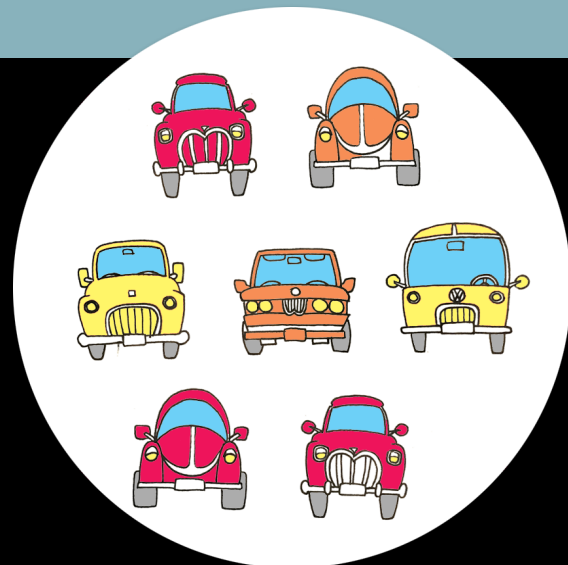
vehicle  
detail

customer  
profile

auction  
detail

event  
detail

# THE STUFF OF YOUR SYSTEM



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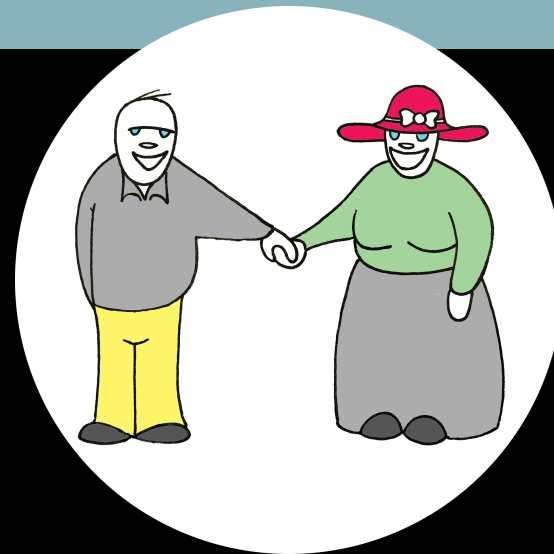
vehicle  
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customer  
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auction  
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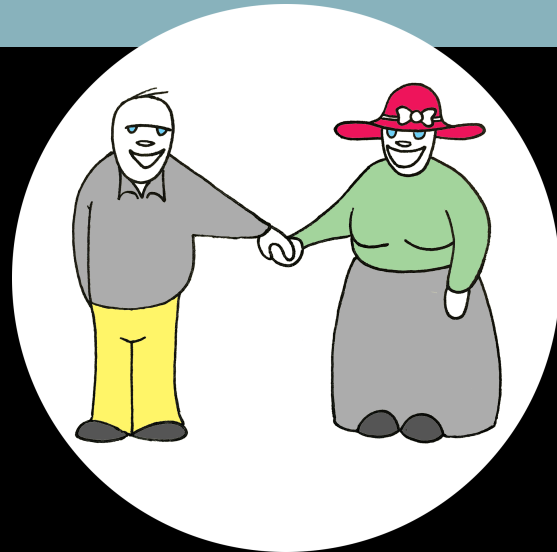
details

vehicle  
detail

customer  
profile

auction  
detail

# THE STUFF OF YOUR SYSTEM



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auction  
modules

details

vehicle  
detail

customer  
profile


auction  
detail



☆ 2BR/2BA FULLY RENOVATED CONDO AT THE MAYFAIR TOWER IN MIDTOWN

\$1950 2BR

image 1 of 11



5/12/2016, 1:42:51 PM [more info](#) [view posting](#)

14th Street

Map view

☆ May 12 2BR/2BA FULLY RENOVATED CONDO AT THE MAYFAIR TOWER IN MIDTOWN \$1950 / 2br - 1300ft<sup>2</sup> -



Grid view

Search  
preview



Victor Hsu · 1<sup>st</sup>  
Co-founder and President

Search  
Results



Victor Hsu 1<sup>st</sup>  
Co-founder and President  
Greater San Diego Area · Computer Software  
▶ 9 shared connections · Similar

Message

Connections



Victor Hsu  
Co-founder and President at Axure Software Solutions  
San Diego, California

in

AxureWorld  
Group page



Victor Hsu  
Co-founder and President

Axure  
Company  
page



Victor Hsu 1<sup>st</sup>  
Co-founder and President  
Greater San Diego Area · Computer Software  
▶ 9 shared connections · Similar

Message

Current: Co-founder and President at Axure Software Solutions

Search  
preview



Victor Hsu · 1<sup>st</sup>  
Co-founder and President

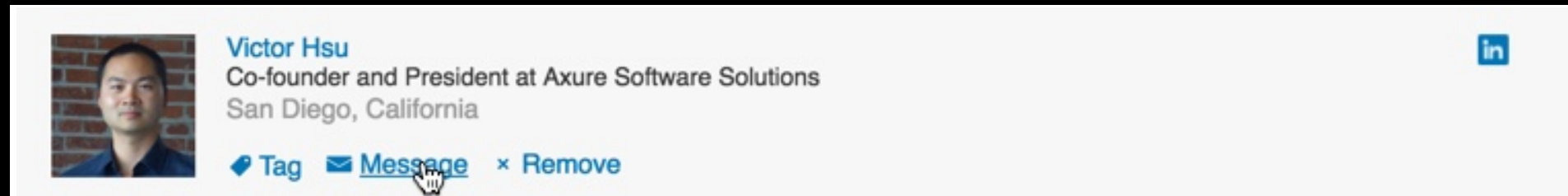
Search  
Results



Victor Hsu 1<sup>st</sup>  
Co-founder and President  
Greater San Diego Area · Computer Software  
▶ 9 shared connections · Similar

Message

Connections



Victor Hsu  
Co-founder and President at Axure Software Solutions  
San Diego, California

Tag Message Remove

in

AxureWorld  
Group page



Victor Hsu  
Co-founder and President

Axure  
Company  
page



Victor Hsu 1<sup>st</sup>  
Co-founder and President  
Greater San Diego Area · Computer Software  
▶ 9 shared connections · Similar

Message

Current: Co-founder and President at Axure Software Solutions

Search  
preview



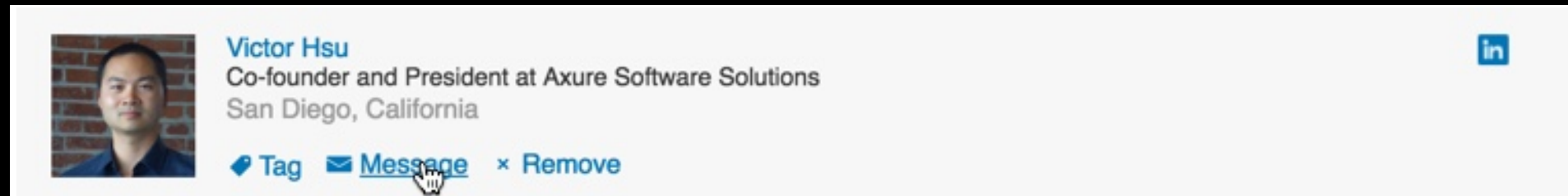
A search preview card for Victor Hsu. It features a small profile picture on the left, followed by the name "Victor Hsu" and "1st" in a small blue box. Below the name is the title "Co-founder and President".

Search  
Results



A search results card for Victor Hsu. It includes a profile picture, the name "Victor Hsu" with a "1st" badge, and the title "Co-founder and President". Below this, it lists "Greater San Diego Area • Computer Software" and "9 shared connections • Similar". A blue "Message" button is located on the right side.

Connections



A connections card for Victor Hsu. It shows a profile picture, the name "Victor Hsu", and the title "Co-founder and President at Axure Software Solutions" with "San Diego, California" below it. At the bottom, there are three action links: "Tag", "Message" (with a mouse cursor over it), and "Remove". A LinkedIn logo is in the top right corner.

AxureWorld  
Group page



A group page card for Victor Hsu. It features a profile picture, the name "Victor Hsu", and the title "Co-founder and President".

Axure  
Company  
page



An Axure company page card for Victor Hsu. It includes a profile picture, the name "Victor Hsu" with a "1st" badge, and the title "Co-founder and President". Below this, it lists "Greater San Diego Area • Computer Software" and "9 shared connections • Similar". A blue "Message" button is on the right. At the bottom, it says "Current: Co-founder and President at Axure Software Solutions".

Search  
preview



Victor Hsu · 1<sup>st</sup>  
Co-founder and President

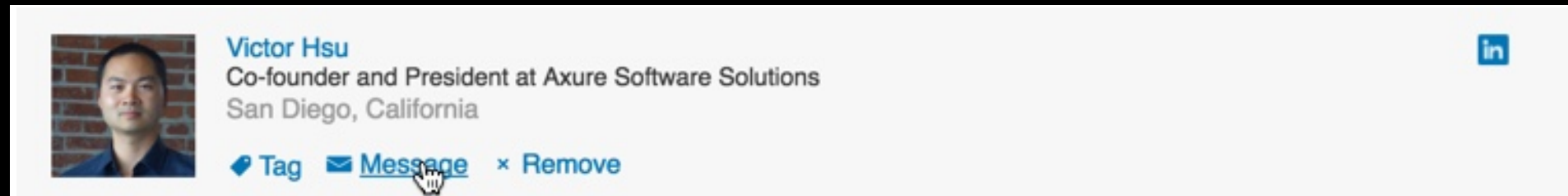
Search  
Results



Victor Hsu 1<sup>st</sup>  
Co-founder and President  
Greater San Diego Area · Computer Software  
9 shared connections · Similar

Message

Connections

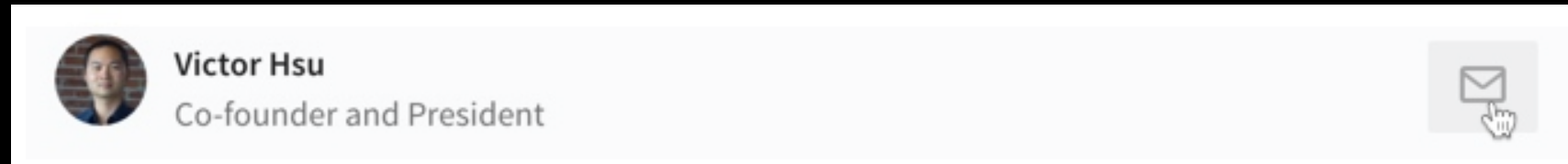


Victor Hsu  
Co-founder and President at Axure Software Solutions  
San Diego, California

Tag Message Remove

in

AxureWorld  
Group page



Victor Hsu  
Co-founder and President

Message

Axure  
Company  
page

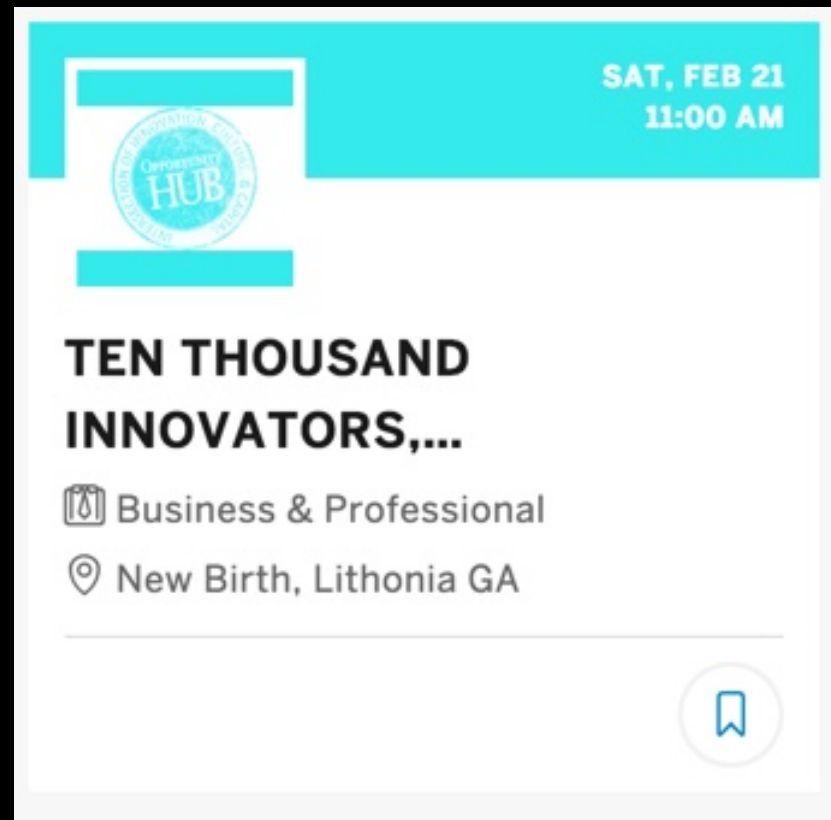


Victor Hsu 1<sup>st</sup>  
Co-founder and President  
Greater San Diego Area · Computer Software  
9 shared connections · Similar


Message

Current: Co-founder and President at Axure Software Solutions


## Homepage





SAT, FEB 21  
11:00 AM




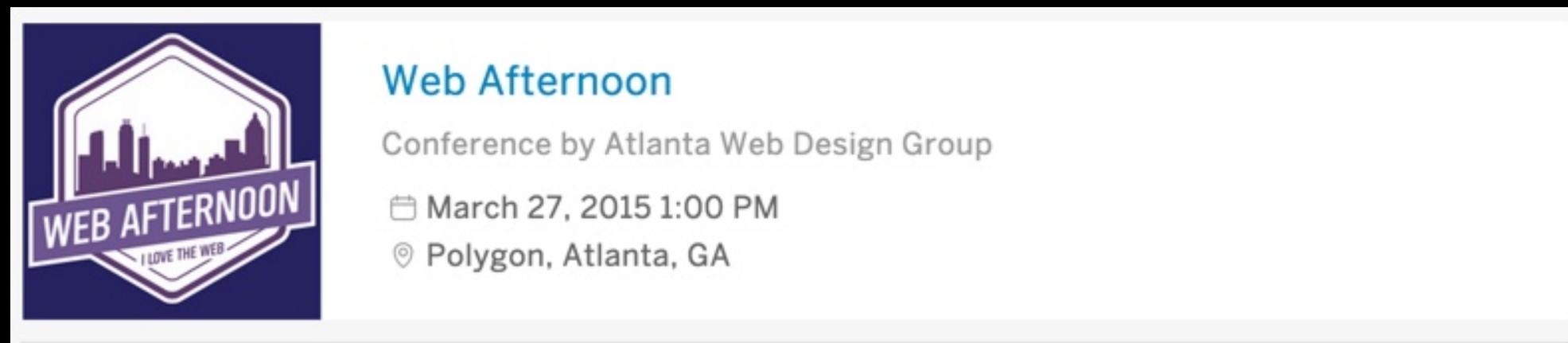
**TEN THOUSAND  
INNOVATORS,...**

 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

# homepage



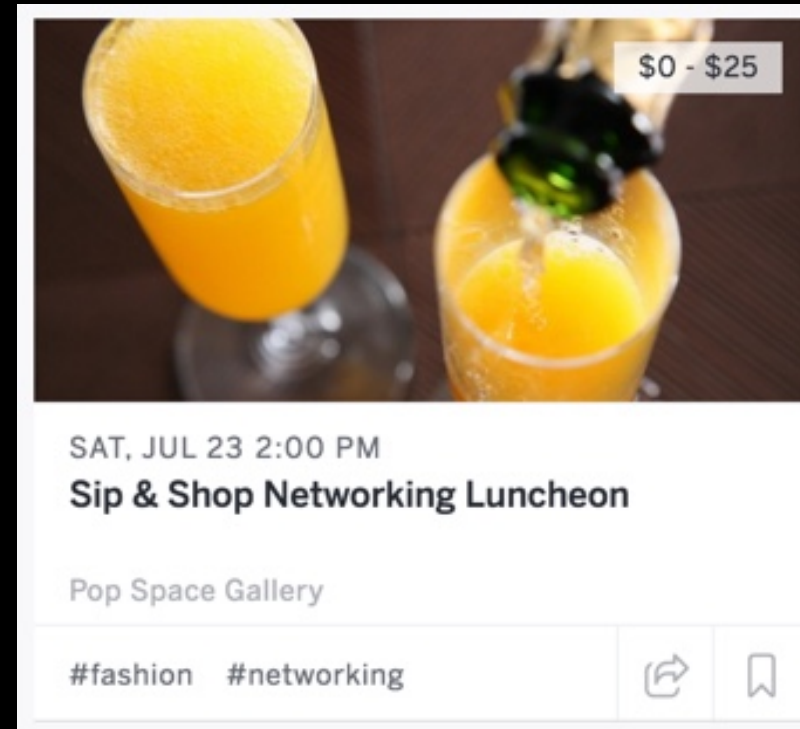
\$0 - \$25

SAT, JUL 23 2:00 PM  
**Sip & Shop Networking Luncheon**

Pop Space Gallery

#fashion #networking

# search results grid



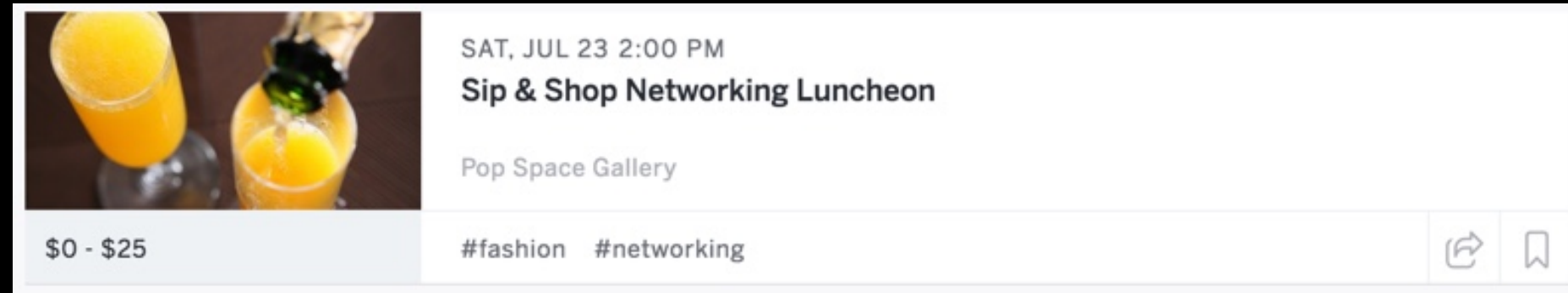
\$0 - \$25

SAT, JUL 23 2:00 PM  
**Sip & Shop Networking Luncheon**

Pop Space Gallery

#fashion #networking

# Search results list



SAT, JUL 23 2:00 PM  
**Sip & Shop Networking Luncheon**

Pop Space Gallery

\$0 - \$25

#fashion #networking

# Fashion landing page

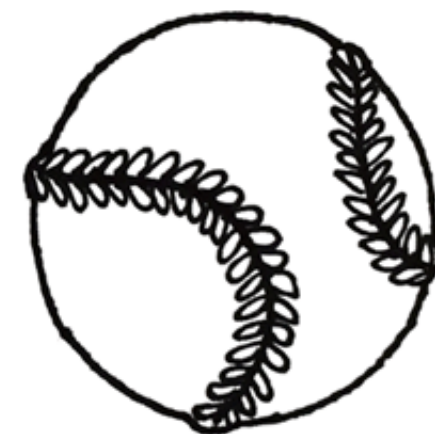
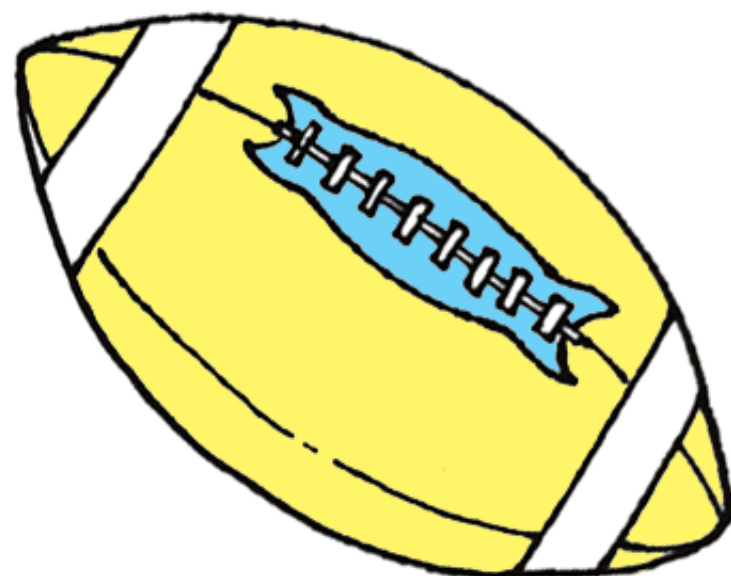


SAT, JUL 23 2:00 PM  
**Sip & Shop Networking Luncheon**

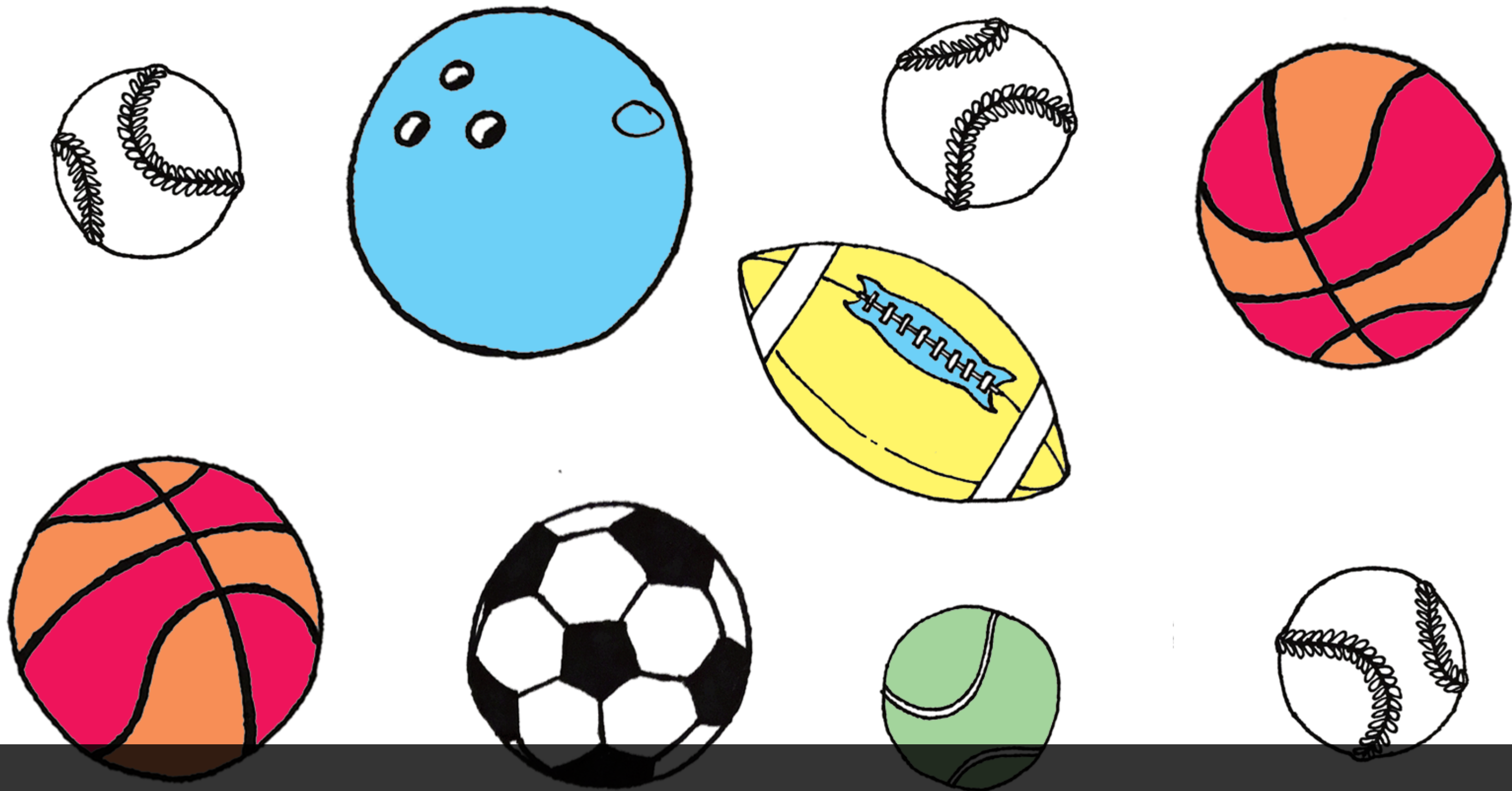
Pop Space Gallery

\$0 - \$25

#fashion #networking







3. LET OBJECTS GUIDE ACTIONS

# CTA INVENTORY

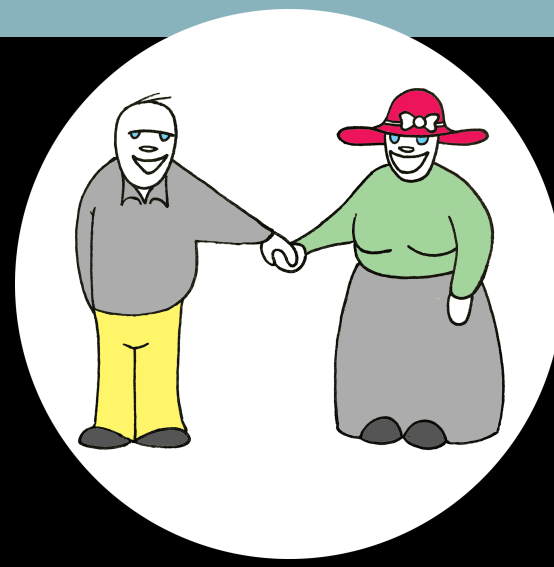


create/edit/delete

bid on vehicle

add vehicle to sale

add customer to vehicle

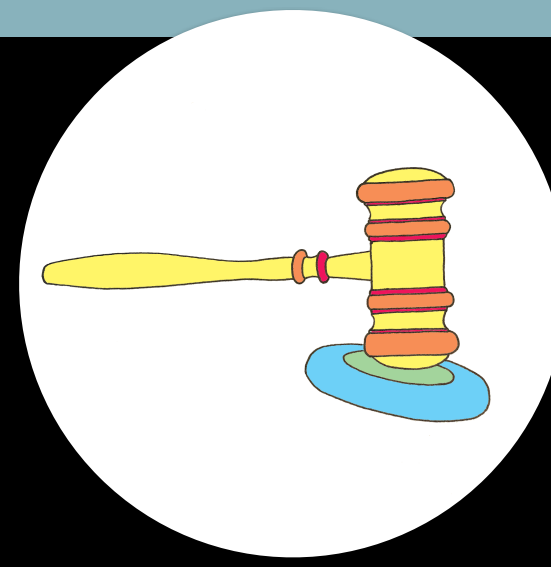


create/edit/archive

import/sync with other CRM

message (with car or sale)

message



add to my personal calendar

enter vehicles

set alarm/alerts



create/edit/delete

add vehicles

invite customers

add auction to funnel all unsold cars

# CTA INVENTORY



create/edit/delete

user



LoE design

3

LoE dev

1

notes

bid on vehicle



3

3

just for online auctions

add vehicle to sale



1

1

does this automatically

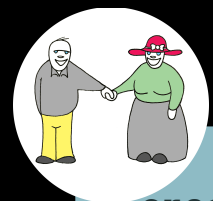
add customer to vehicle



1

1

change status?



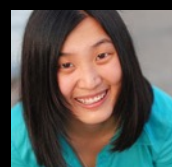
create/edit/archive



2

1

import/sync with other CRM

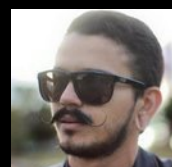


1

3

Salesforce?

message (with car or sale)




1

2


can of worms....


# Our Community

Filter/sort (sort by newest at top by default?)




**First name**  
Last name

83 


recently posted:  
 Challenge title

[Follow](#)



**First name**  
Last name

83 

recently posted:  
 Challenge title

[Follow](#)




**First name**  
Last name

83 

recently posted:  
 Challenge title

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Last name

83 

recently posted:  
 Challenge title

[Follow](#)




**First name**  
Last name

83 

recently posted:  
 Challenge title

[Follow](#)



**First name**

[Follow](#)

WHERE CAN IT GO WRONG?

**RACES&RESULTS**

Like 25

Tweet

G+ 204

ALL results for THE NATION

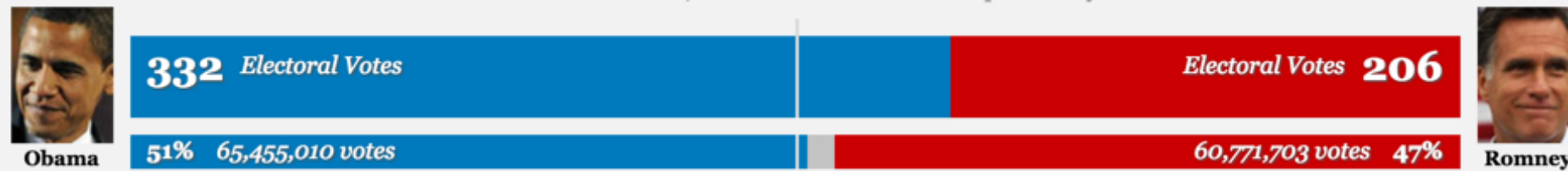
Democratic Republican Independent

All party keys

11:22 a.m. ET, Dec 10

# Election 2012: Results

Candidates need 270 electoral votes to win the presidency



President

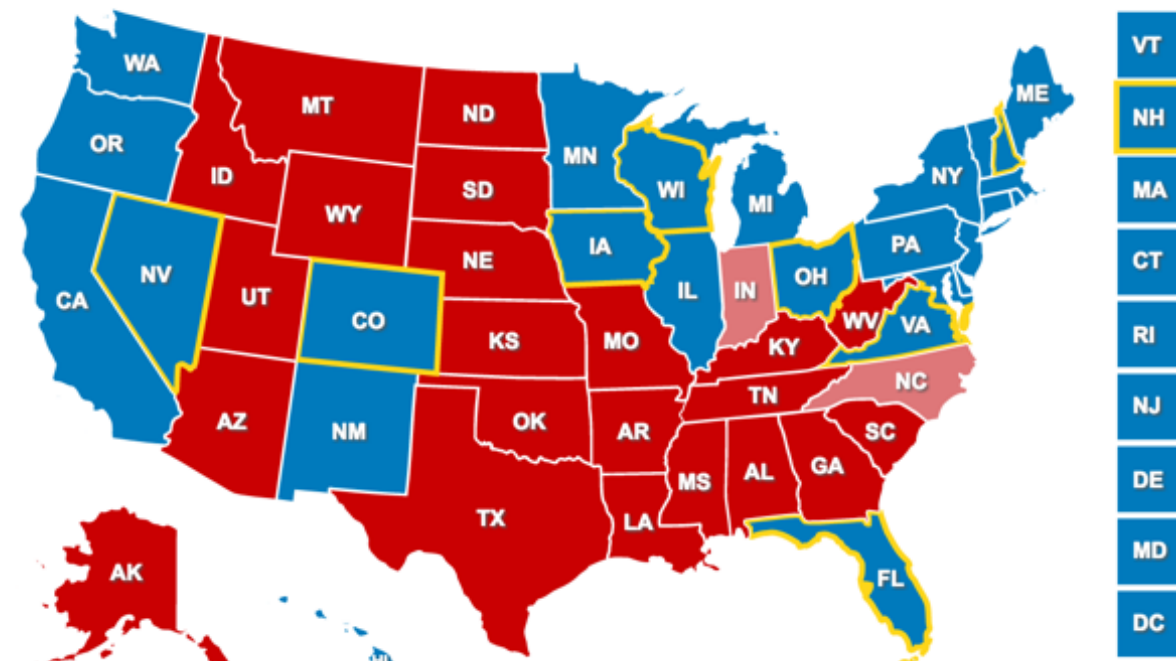
Senate

House

Governor

**Projection: Obama wins Washington (12 Electoral Votes)**

Democrats Republicans Still voting Processing results No race  
 Battleground state Note: Lighter colors indicate party change







Presidential Full Results »







**Florida** (29 Electoral Votes)  
10:27 a.m. ET, Dec 10

[Details »](#)

BATTLEGROUND	STATUS	CANDIDATES	VOTES	VOTES %	Est. 100% in
	 PROJECTED WINNER	<b>D</b> Barack Obama (Incumbent)  <b>R</b> Mitt Romney	4,237,756 4,163,447	50% 49%	

**Ohio** (18 Electoral Votes)  
11:06 a.m. ET, Dec 10

[Details »](#)

BATTLEGROUND	STATUS	CANDIDATES	VOTES	VOTES %	Est. 100% in
	 PROJECTED WINNER	<b>D</b> Barack Obama (Incumbent)  <b>R</b> Mitt Romney	2,827,621 2,661,407	51% 48%	





See more 

**U.S. Senate: Key Races & Latest Projections**

[See all Senate results »](#)





**Nevada**  
2:56 p.m. ET, Nov 8

[Details »](#)

KEY RACE	STATUS	CANDIDATES	VOTES	VOTES %	Est. 92% in
	 PROJECTED WINNER	<b>R</b> Dean Heller (Incumbent)  <b>D</b> Shelley Berkley	456,471 444,337	46% 45%	

**North Dakota**  
2:46 p.m. ET, Nov 8

[Details »](#)

KEY RACE	STATUS	CANDIDATES	VOTES	VOTES %	Est. 93% in
	 PROJECTED WINNER	<b>D</b> Heidi Heitkamp  <b>R</b> Rick Berg	160,752 157,758	50% 50%	

See more 





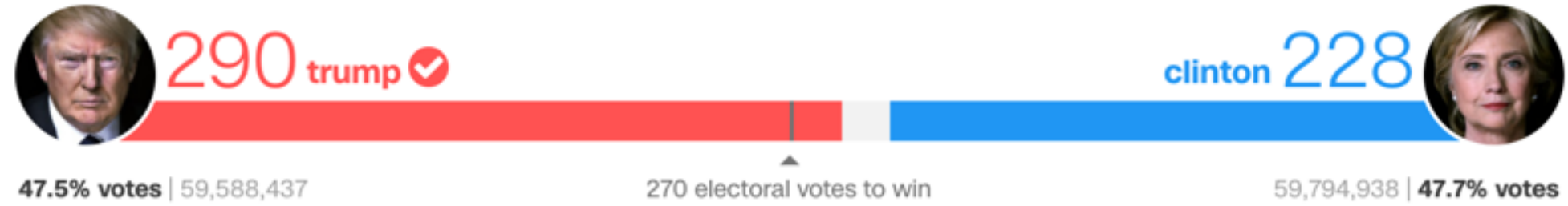
**Ohio** (18 Electoral Votes)  
 11:06 a.m. ET, Dec 10 [Details »](#)

**BATTLEGROUND** ✓ PROJECTED WINNER

CANDIDATES	VOTES	VOTES %	Est. 100% in
<b>D</b> Obama (Incumbent) ✓	2,827,621	51%	<div style="width: 51%; background-color: #0070C0;"></div>
<b>R</b> Romney	2,661,407	48%	<div style="width: 48%; background-color: #C00000;"></div>

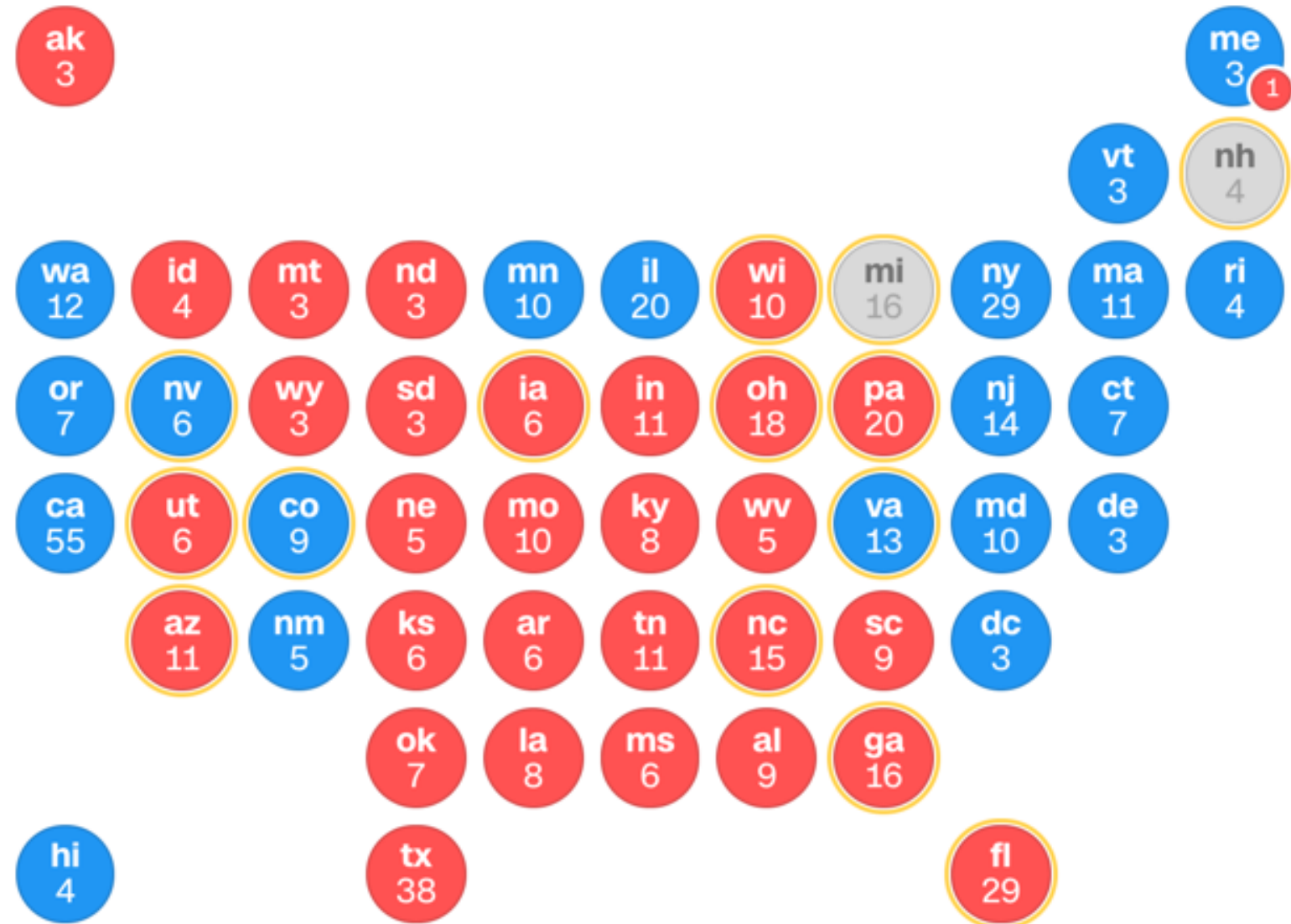
# 2016 election results

## presidential results



national map

popular vote

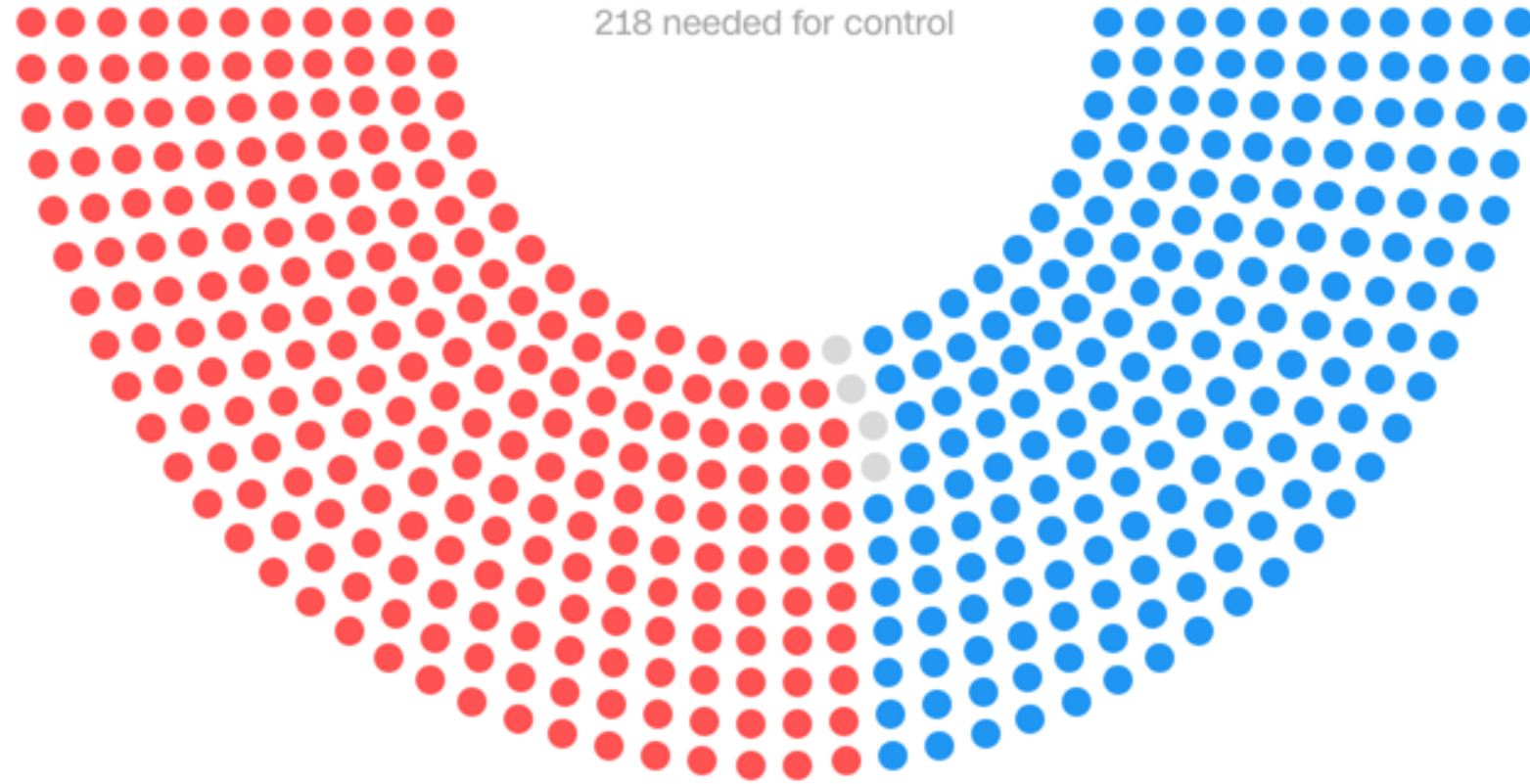


238

0

193

218 needed for control



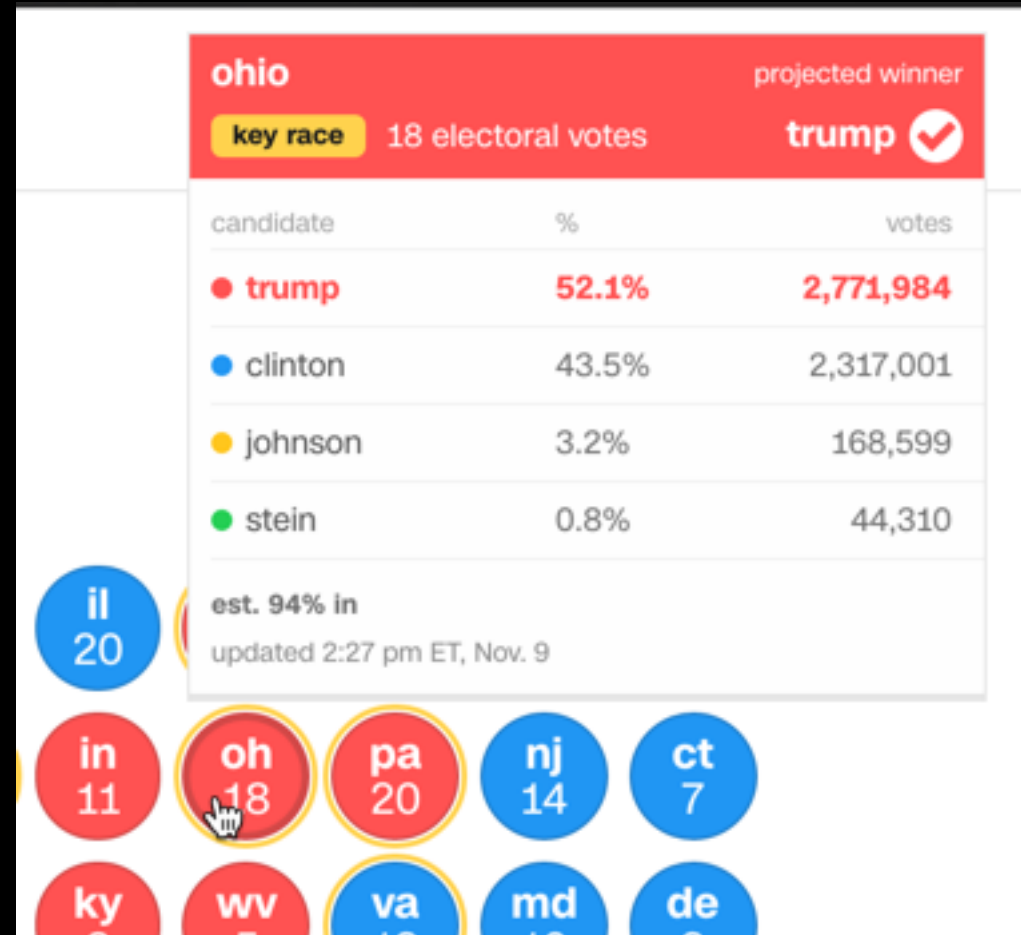
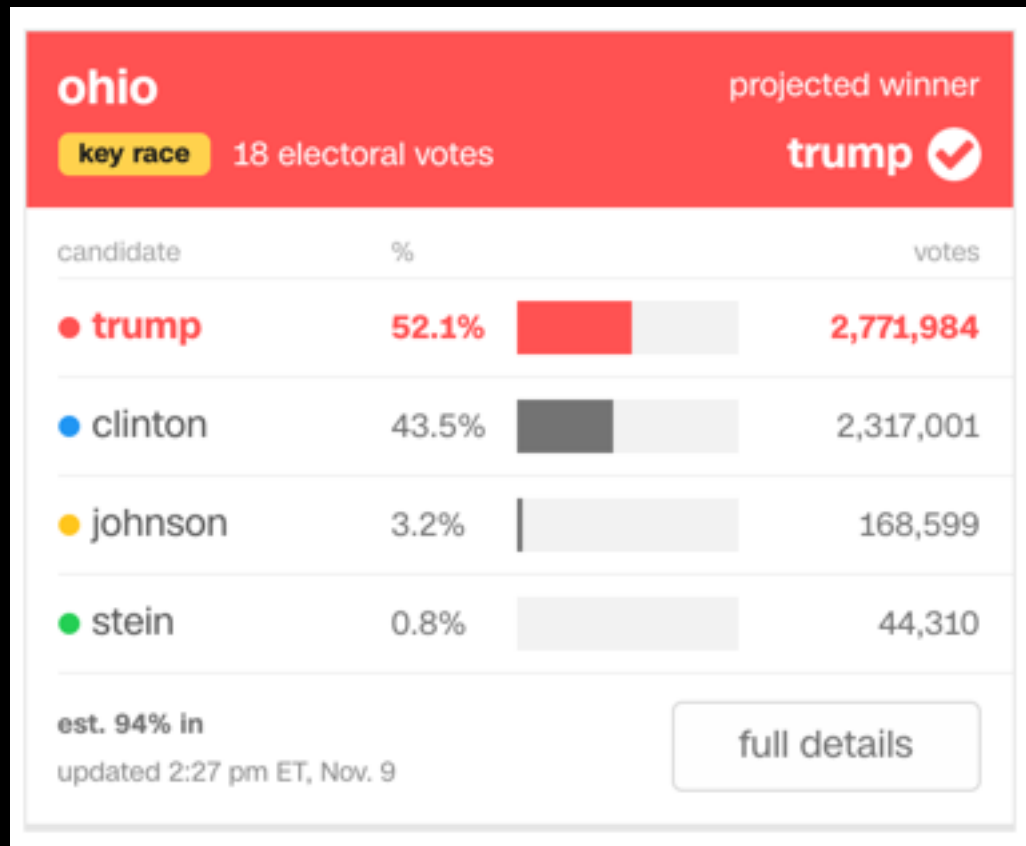
● republican
 ● democrat
 ● other
 ● voting or processing

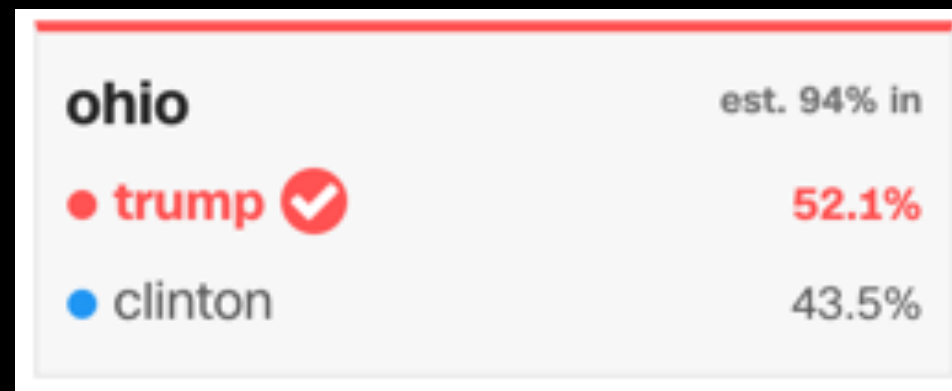
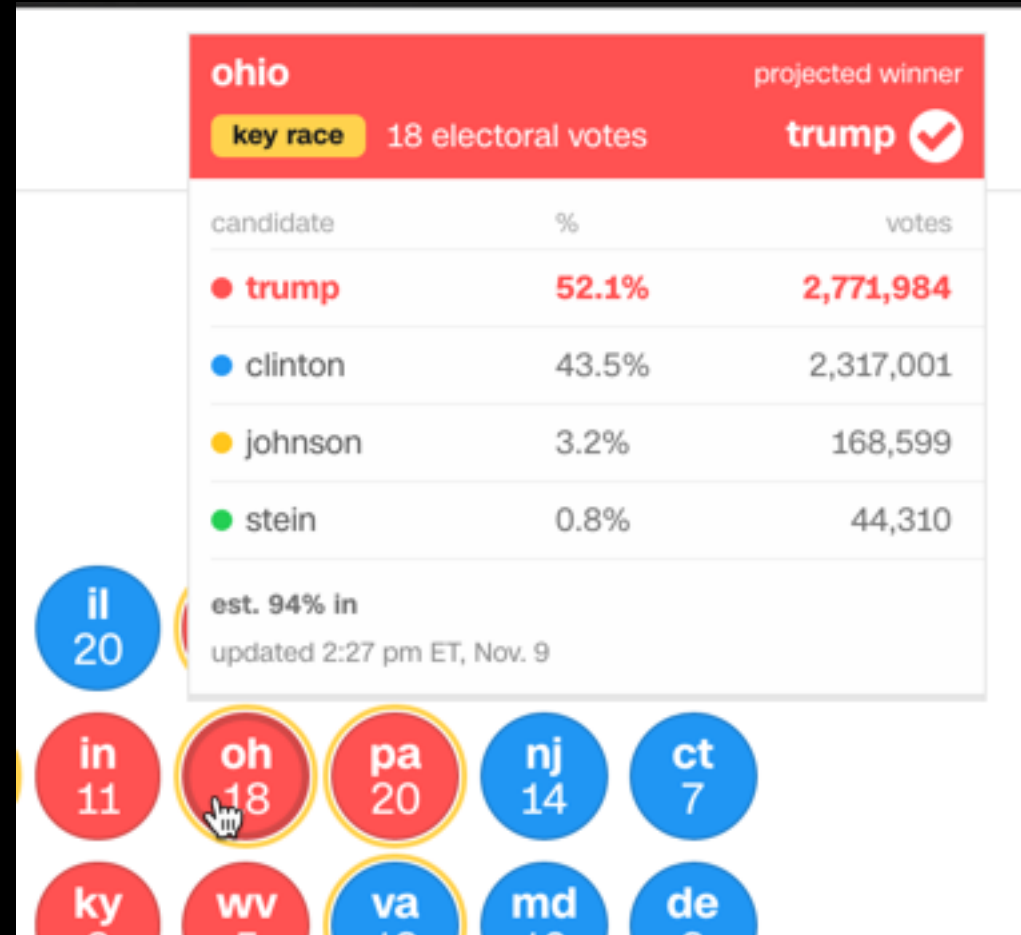
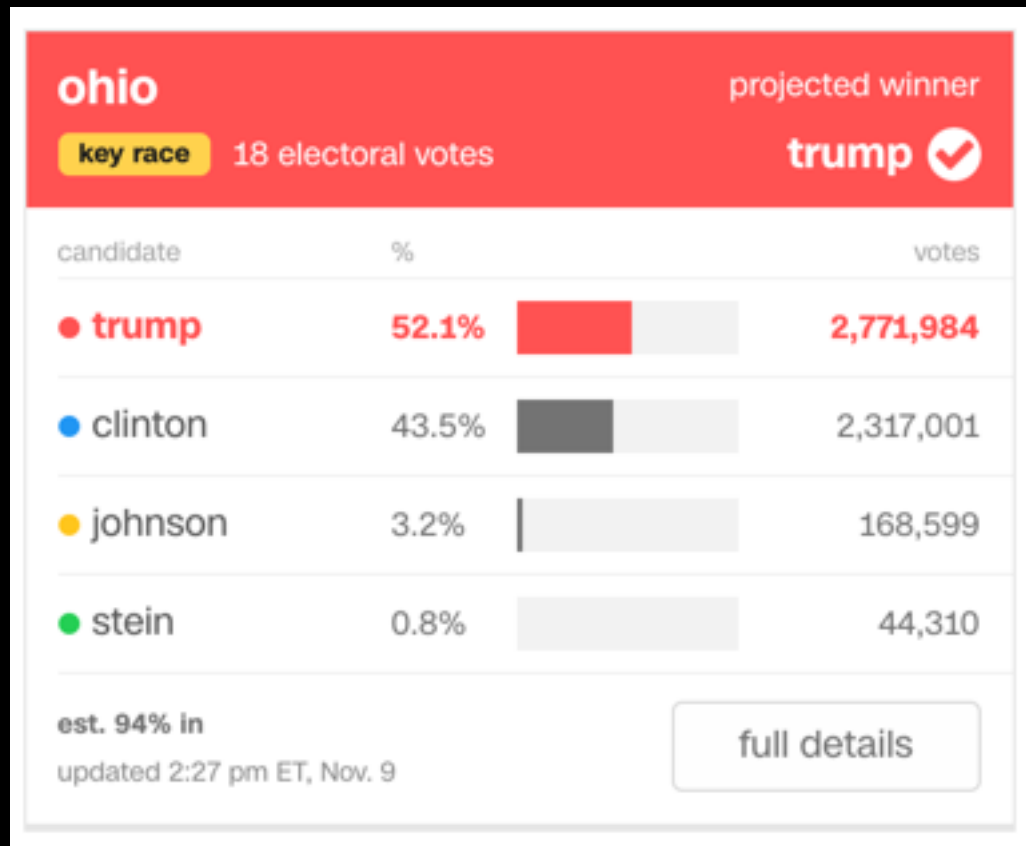
4

seats up for election

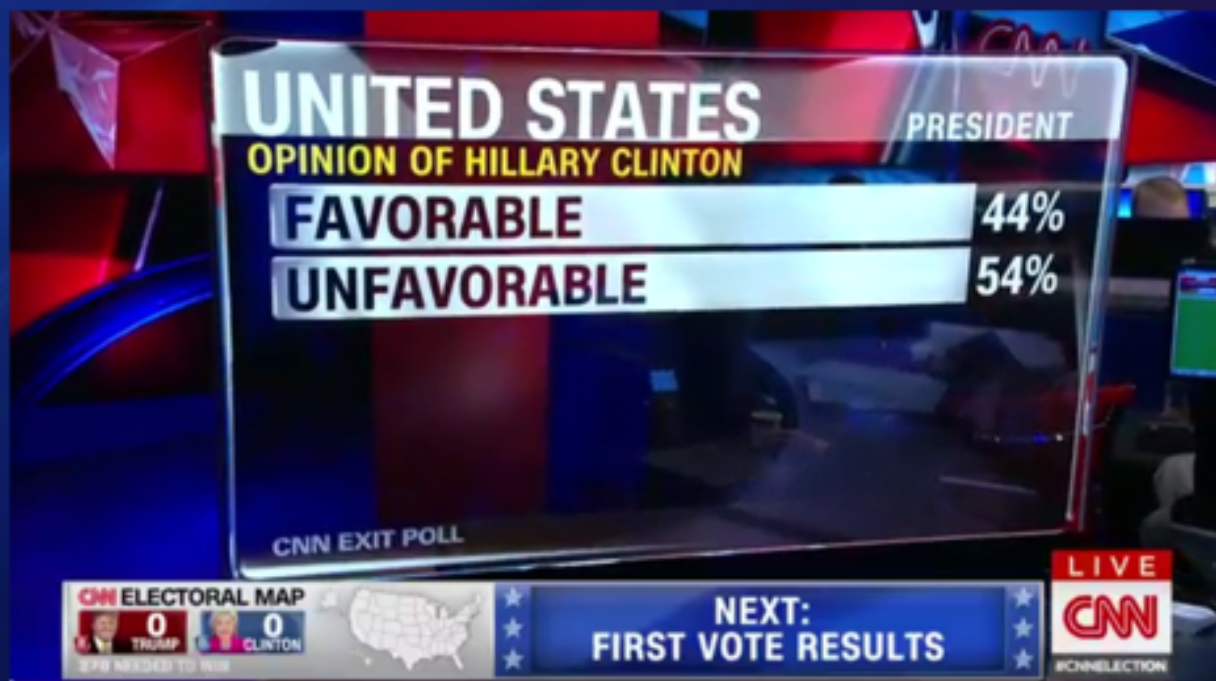
### key races

<b>california 49</b> <span style="float: right;">est. 100% in</span> <span style="color: red;">●</span> issa 51.1% <span style="color: blue;">●</span> applegate 48.9%	<b>florida 13</b> <span style="float: right;">est. 100% in</span> <span style="color: blue;">●</span> crist ✓ 51.9% <span style="color: red;">●</span> jolly 48.1%	<b>florida 26</b> <span style="float: right;">est. 100% in</span> <span style="color: red;">●</span> curbelo ✓ 53.0% <span style="color: blue;">●</span> garcia 41.2%
<b>illinois 10</b> <span style="float: right;">est. 100% in</span> <span style="color: blue;">●</span> schneider ✓ 52.5% <span style="color: red;">●</span> dold 47.5%	<b>maine 02</b> <span style="float: right;">est. 97% in</span> <span style="color: red;">●</span> poliquin ✓ 54.9% <span style="color: blue;">●</span> cain 45.1%	<b>nevada 03</b> <span style="float: right;">est. 100% in</span> <span style="color: blue;">●</span> rosen ✓ 47.2% <span style="color: red;">●</span> tarkanian 46.0%
<b>new hampshire 01</b> <span style="float: right;">est. 100% in</span> <span style="color: blue;">●</span> shea-porter ✓ 44.2% <span style="color: red;">●</span> quinta 42.9%	<b>new jersey 05</b> <span style="float: right;">est. 100% in</span> <span style="color: blue;">●</span> gottheimer ✓ 50.5% <span style="color: red;">●</span> garrett 47.2%	<b>new york 19</b> <span style="float: right;">est. 100% in</span> <span style="color: red;">●</span> faso ✓ 54.7% <span style="color: blue;">●</span> teachout 45.3%





# Voters: We don't like either one



## Exit polls: Only 40% excited about Clinton or Trump

Find election results here tonight

How CNN calls an election

### Latest Election 2016

- Trump daughter-in-law: Yes, Melania & I voted Donald
- 10 min CNN's Dan Simon: Keep your eye on Arizona tonight
- 27 min CNN's Jake Tapper fact-checks Trump tweet
- 30 min Trump spokesman: We don't need OH, FL or NC to win
- 43 min Spokesman: George W. Bush didn't vote for Clinton
- 45 min First exit polls: Clinton and Trump don't excite voters



**BREAKING NEWS**

NV judge denies Trump request, citing fear of Twitter trolls

No, Rush, Bush 43 did not vote for Clinton

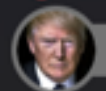
Eric Trump's tweet may have broken law

Trump peeks at wife's ballot. Memes fly

2 Florida election clerks fired

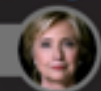
Trump Jr.: If dad doesn't win ...

trump



78.9% votes

clinton



18.4% votes

270 electoral votes to win

key races

wisconsin

- clinton
- trump

voting

0.0%  
0.0%

iowa

- clinton
- trump

voting

0.0%  
0.0%

nevada

- clinton
- trump

voting

0.0%  
0.0%

updated 10:43 am ET, Nov. 8

all election results



# Voters: We don't like either one



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Find election results here tonight

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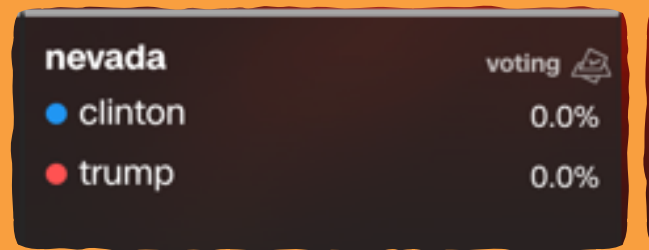
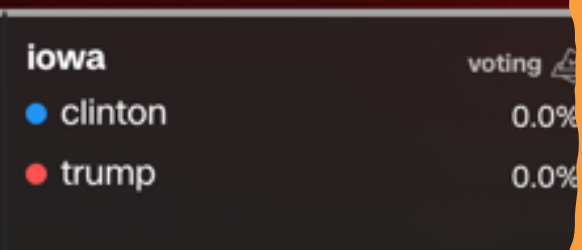
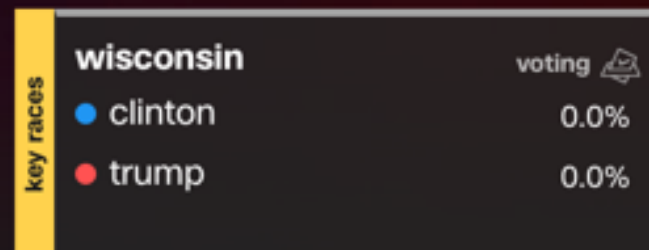
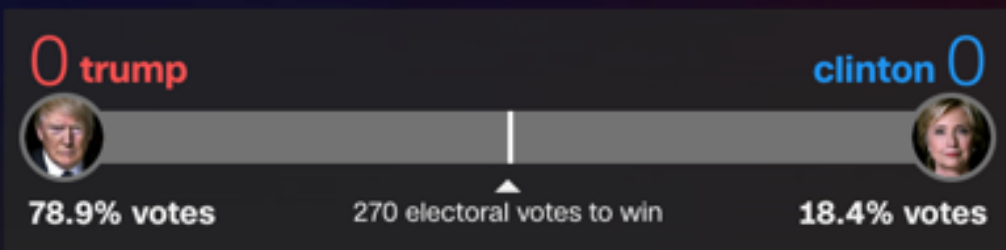
No, Rush, Bush 43 did not vote for Clinton

Eric Trump's tweet may have broken law

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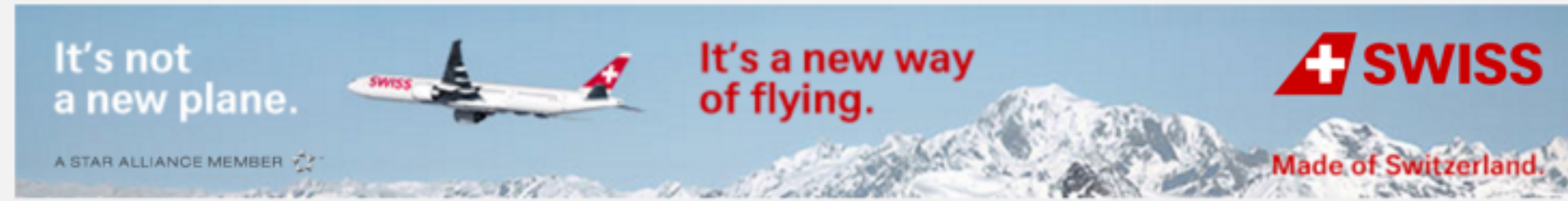
2 Florida election clerks fired

Trump Jr.: If dad doesn't win ...



updated 10:43 am ET, Nov. 8

all election results



Advertisement

# nevada results

all states | nevada

key

## presidential results

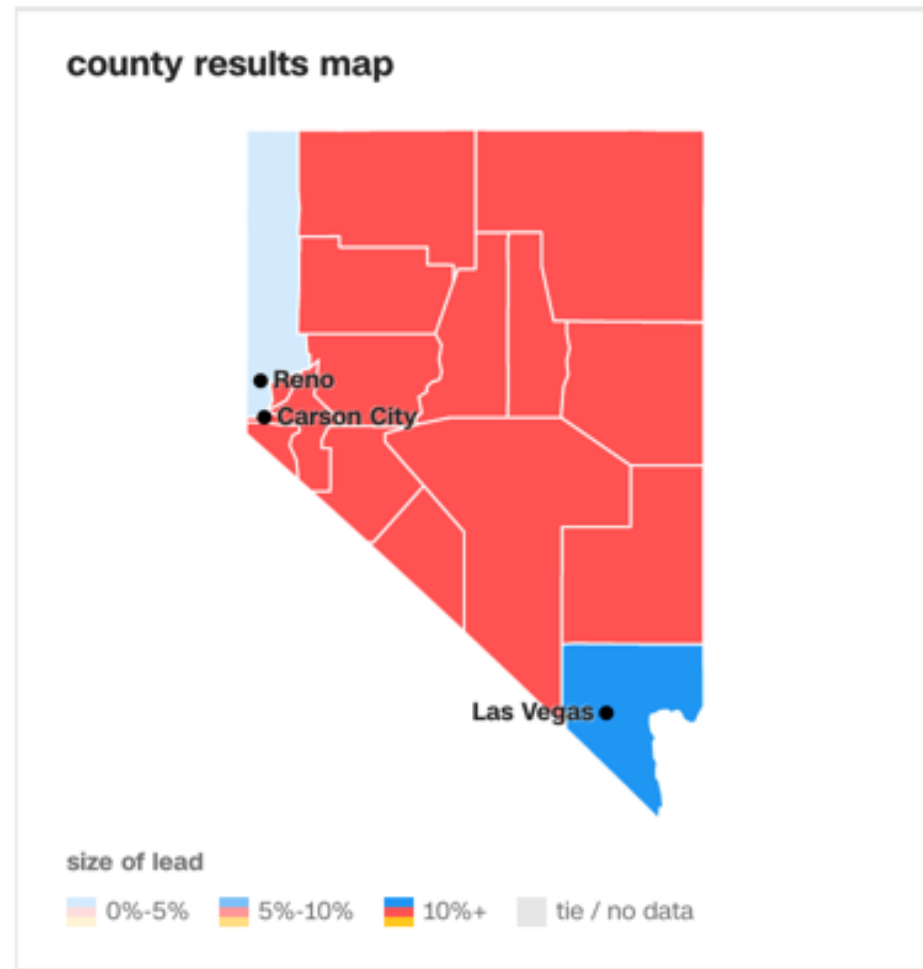
**president** projected winner

**clinton** 6 electoral votes

candidate	%	votes
<b>clinton</b>	47.9%	537,753
trump	45.5%	511,319
johnson	3.3%	37,299

est. 98% in  
updated 3:48 pm ET, Nov. 9

[full details](#)



Advertisement

## more election news





A stylized, colorful city skyline with various building shapes in shades of red, green, and blue.

1) Lock the right people in a room.

A row of cartoon figures holding colorful umbrellas, walking from left to right.

2) NEVER settle for "we don't have time for interviews"

A collection of tech-related items including a laptop, a smartphone, and a smartwatch.

3) Constant vigilance. Holistic governance.

A background featuring various gears, mechanical parts, and abstract shapes in different colors.

4) That concise library of modules? Make a glossary.



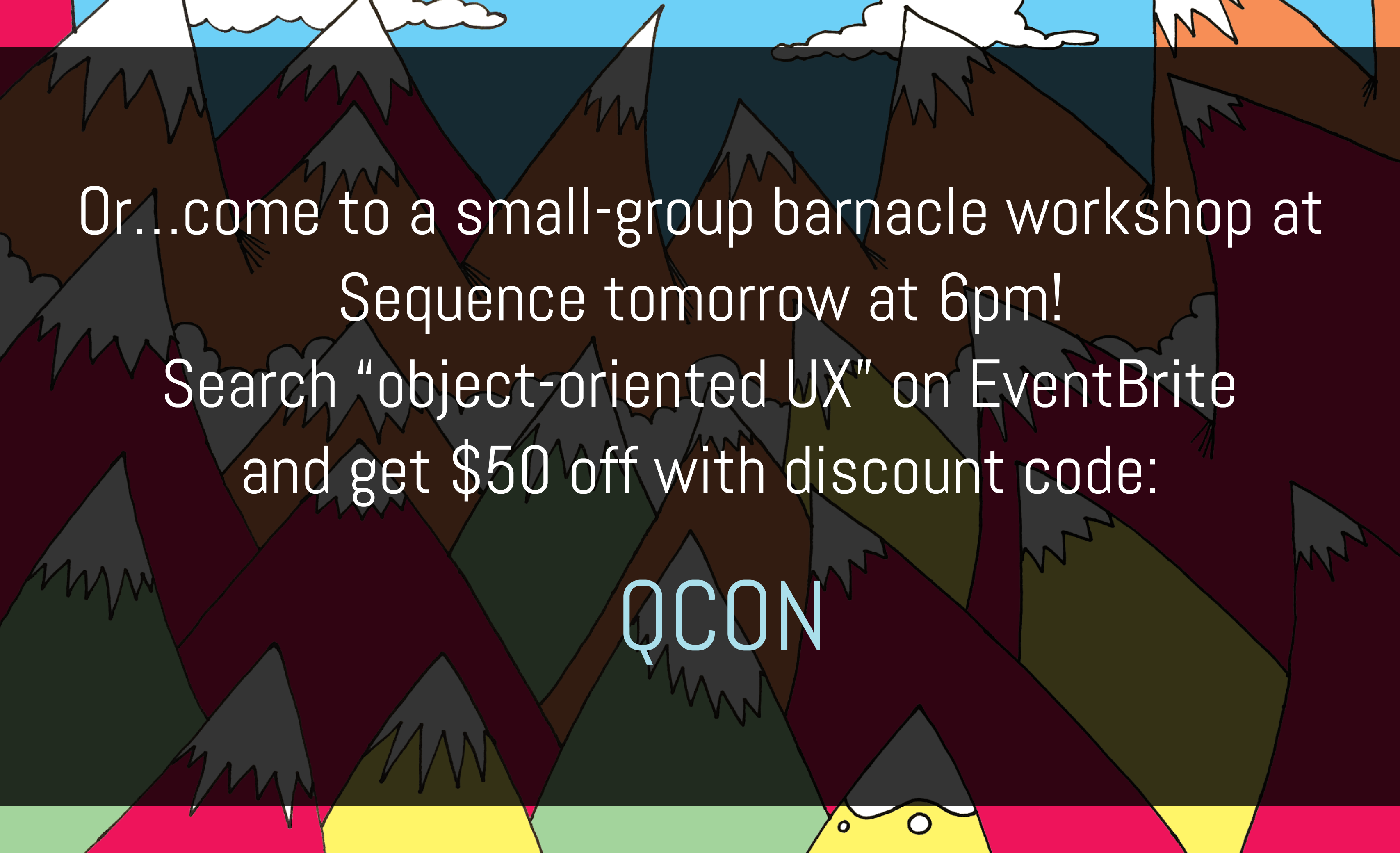
Interested in learning more?

I do OOUI workshops! Come talk to me about making object modeling and object mapping part of your process.

[sophia@rewiredUX.com](mailto:sophia@rewiredUX.com)

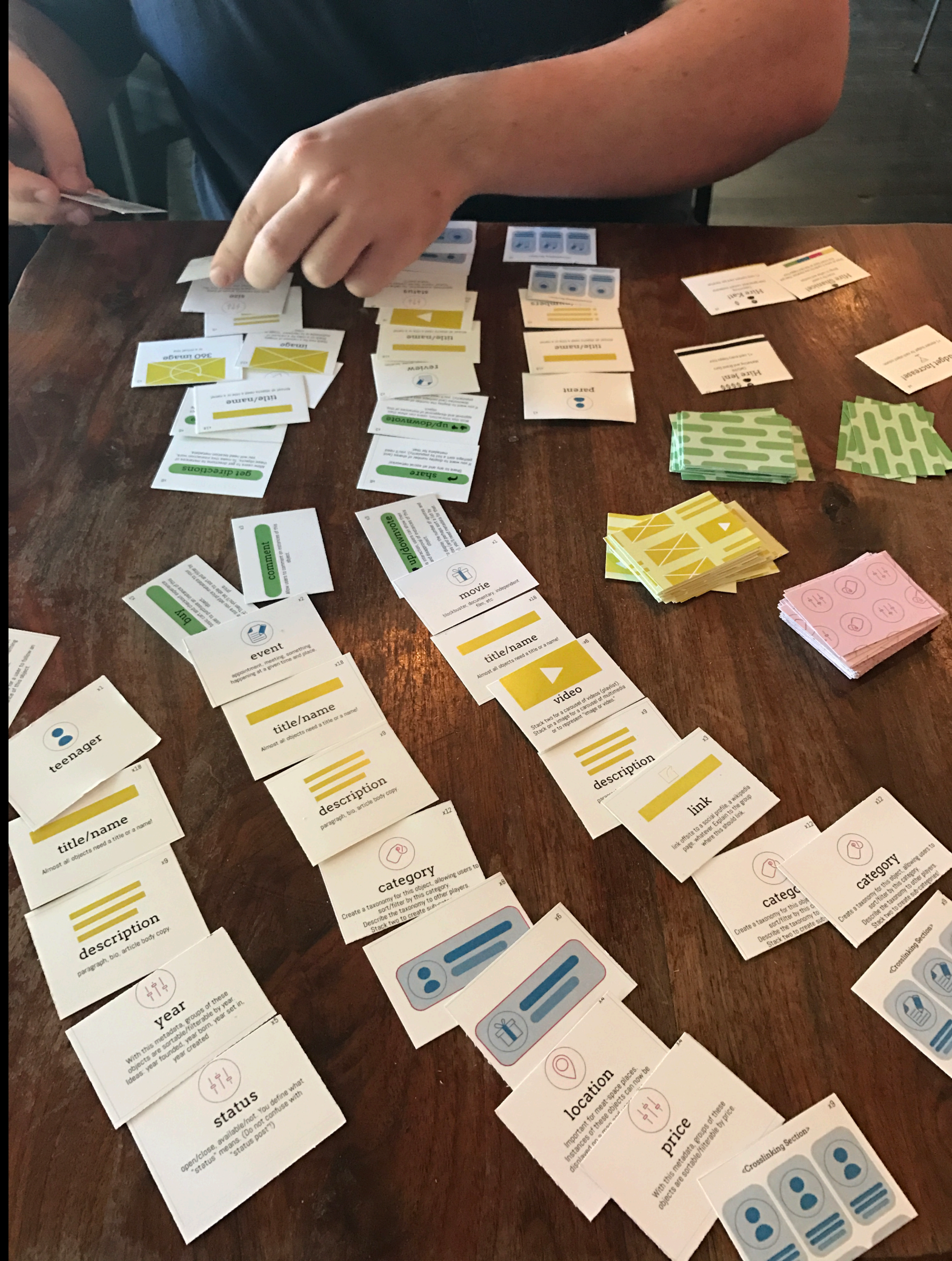
[rewiredUX.com/ooou](http://rewiredUX.com/ooou)

@sophiavux



Or...come to a small-group barnacle workshop at  
Sequence tomorrow at 6pm!  
Search "object-oriented UX" on EventBrite  
and get \$50 off with discount code:

QCON



teenager

title/name  
Almost all objects need a title or a name!

description  
paragraph, bio, article body copy

year  
With this metadata, groups of these objects are sortable/filterable by year. Ideas: year founded, year born, year set in, year created

status  
open/close, available/not. You define what "status" means. (Do not confuse with "status post")

category  
Create a taxonomy for this object, allowing users to sort/filter by this category. Describe the taxonomy to other players. Stack two to create sub-categories.

location  
Important for map-based pieces. First instance of these objects can now be displayed on a map.

price  
With this metadata, groups of these objects are sortable/filterable by price.

title/name  
Almost all objects need a title or a name!

description  
paragraph, bio, article body copy

category  
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location  
Important for map-based pieces. First instance of these objects can now be displayed on a map.

price  
With this metadata, groups of these objects are sortable/filterable by price.

event  
appointment, meeting, something happening at a given time and place

movie  
book/movie, documentary, independent, film, tv

title/name  
Almost all objects need a title or a name!

video  
Stack two for a carousel of videos (autoplay). Stack on a image for a carousel of thumbnails. Stack two to represent stage or video.

description  
paragraph, bio, article body copy

link  
link offers to a social profile, a website, page, website. Expand to to group when this result link.

category  
Create a taxonomy for this object, allowing users to sort/filter by this category. Describe the taxonomy to other players. Stack two to create sub-categories.

comment  
With this metadata, users can comment on objects.

share  
With this metadata, users can share objects.

get directions  
With this metadata, users can get directions to objects.

100 image  
With this metadata, users can see 100 images of objects.

title/name  
Almost all objects need a title or a name!

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paragraph, bio, article body copy

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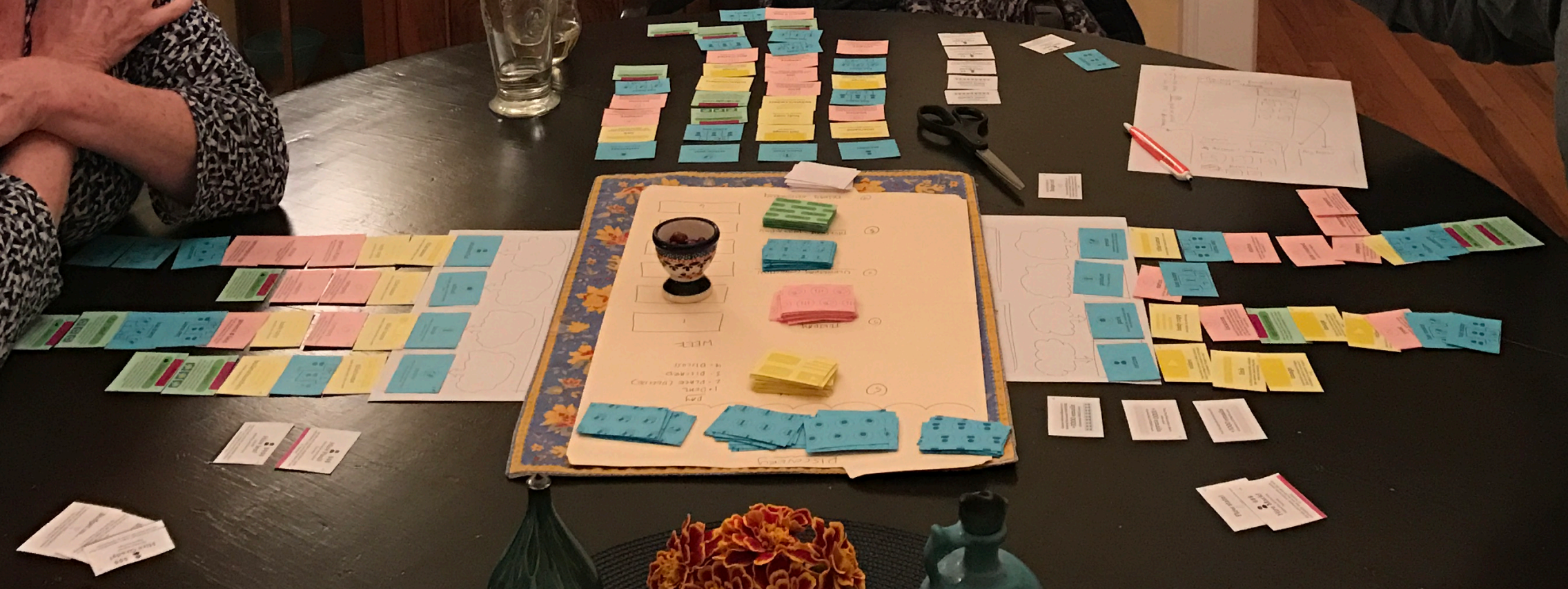
title/name  
Almost all objects need a title or a name!

description  
paragraph, bio, article body copy

category  
Create a taxonomy for this object, allowing users to sort/filter by this category. Describe the taxonomy to other players. Stack two to create sub-categories.









Thank you!

@SophiaVUX