

Branding the Feel: Applying Standards to Enable a Uniform User Experience

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“No design standard can ever specify a complete User Interface... much design work remains, even if the designer is committed to complying with the appropriate standards

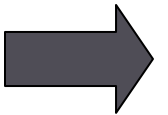
- Jakob Nielsen, Alertbox, August 22, 1999

Objective

- Get an understanding of what are UI standards and guidelines
- How standards and guidelines are defined
- How they can be applied to enable a uniform user experience

Panelist

- Jonathan Arnowitz, *Google*
- Michael Arent, *SAP*
- Ty Lettau, *Adobe*
- Everett McKay, *Microsoft*



Creating an Experience Model (at Adobe) – Ty Lettau

- How Adobe is making progress with experience guidelines:
 - Centralized design
 - Patterns > components
 - Path of least resistance
 - Cyclical development

Windows Vista User Interface Guidelines - Everett McKay

- The goals of Windows Vista User Experience Guidelines (or “UX Guide” for short) are to:
 - Improve the overall quality and consistency for all Windows applications
 - Answer your specific user experience questions
 - Improve your team’s productivity by getting UI details right the first time
 - Handle the details so that you can focus on the important stuff
 - Make your job easier!
- Check UX Guide now at:
 - MSDN web site: <http://msdn.microsoft.com/windowsvista/uxguide>
 - Write this URL down!



Windows Vista User Interface Guidelines – Everett Mckay

- Officially: Interaction guidelines for Windows Vista (and future versions)
- Unofficially: The baseline interaction guidelines for all of Microsoft
- A living, actively maintained document
- Written for both internal and external users (you!)
- Targeted at all major software development roles
 - Especially program managers!
- Designer friendly
 - We love designers!



Approach/Best Practices

- Google
 - Decentralized
 - Documenting proven best practices
 - Aiming for conceptual unity
- SAP
 - Centralized,
 - Harmonized Governed
 - Exec Support
- Adobe
 - Centralized design
 - Patterns > components
 - Path of least resistance
- Microsoft
 - Iterative feedback from customers
 - Strive for completeness



Patterns, Guidelines and Specifications

Bringing User Experience to Engineering

Jonathan Arnowitz
User Experience Platform

Vision statement - Google

- Making the world's information accessible for everyone
 - § Focus on the user and everything else will follow
 - § Do no evil
 - § Grass roots organization
- Documenting unique, necessary and proven elements of the Google user experience
 1. The Standards litmus test:
 - Unique to Google
 - Necessary for a Google User Experience
 - Proven Best Practices
 2. For the benefit of a more cohesive, usable and delightful user experience across all Google products.
 3. UX Standards must be a joint effort of Engineering and UX

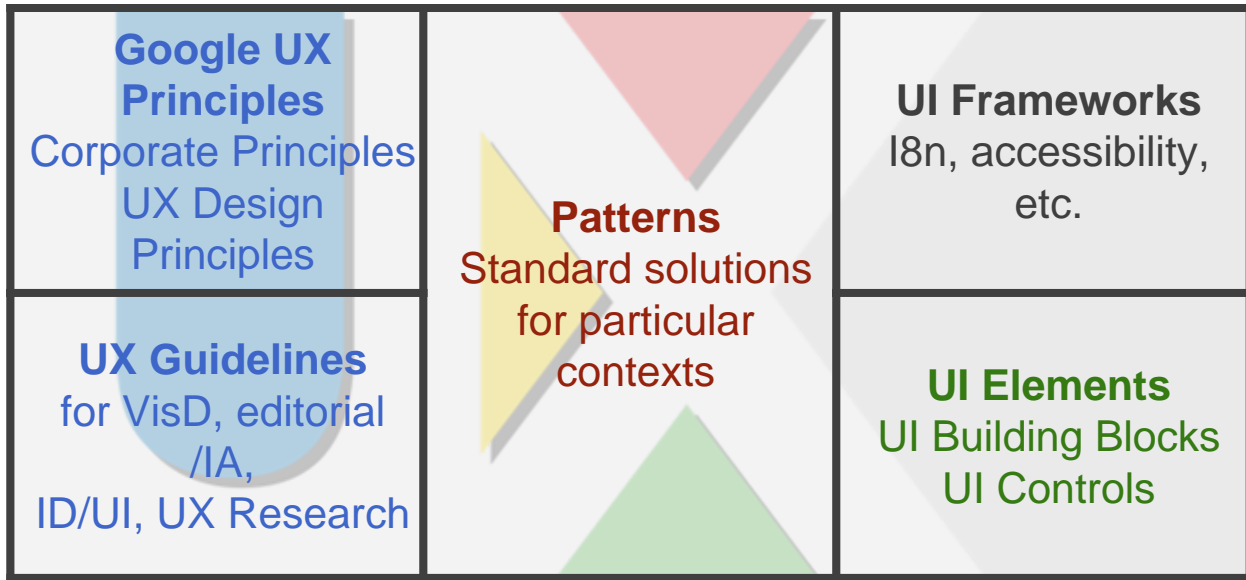
UX Standards Components

Principles + **Context** + **Implementation**
“The Rules” Product | Locale | Device “Grab-n-go” code & UI elements

“Top-down”



“Grassroots”



Strategic



Tactical

Brand vs Grassroots

- Brand

- § Strategic decisions for the Brand

- Definition: Brand is what creates an emotional bond with your customer (source AIGA)
 - These decisions rightly do not take usability as the most important consideration

- § Examples:

- Google Search pagination
 - *I'm feeling lucky* button

- § These standards come from management, not open to debate

- Google logo
 - Google logo treatments (...mostly)

- Grassroots

- § Repeatable reusable best practices

- Design guidelines
 - UX Patterns
 - UX Components

- § No one experiences these are the Design Police nor infringing on creativity because they are requested standards from the development/design communities

- § No enforcement: value add must speak for itself





Overview

User Interface Standards at SAP

Michael Arent
Vice President, UI Standards
SAP Labs LLC
Palo Alto, CA

UI Standards Mission

Executive Endorsement

UI Technologies at SAP

UI Standards and Guidelines

UI Governance

UI Harmonization

SAP Corporate Product Quality Vision:

SAP's vision for quality management is to consistently deliver high-quality solutions focused on improving customer satisfaction.

SAP UX Standards Mission:

Define, design, specify and test UI building blocks (UIBBs), patterns, controls, and pattern hierarchy.

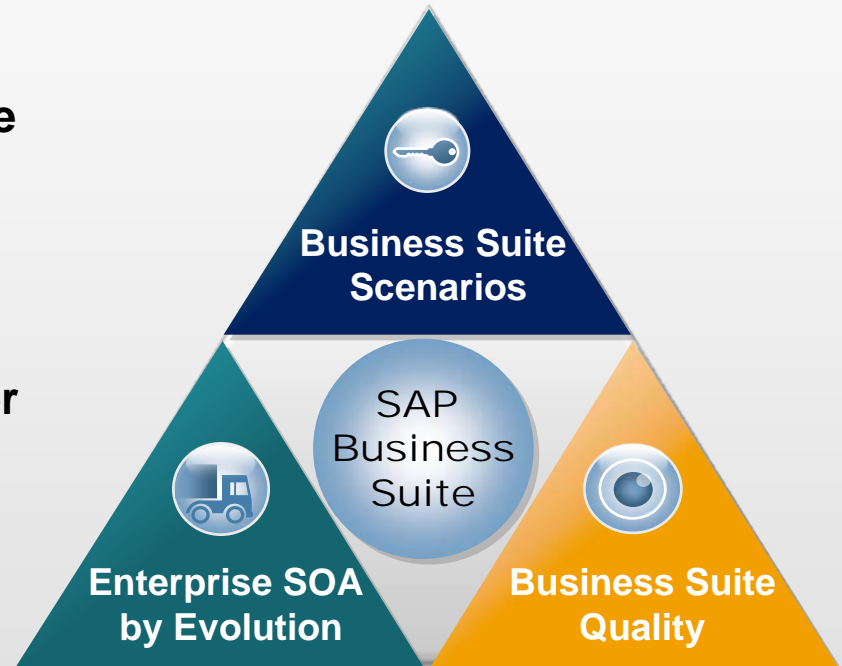
Create, maintain, evolve and disseminate the UIBBs in the form of user interface standards.

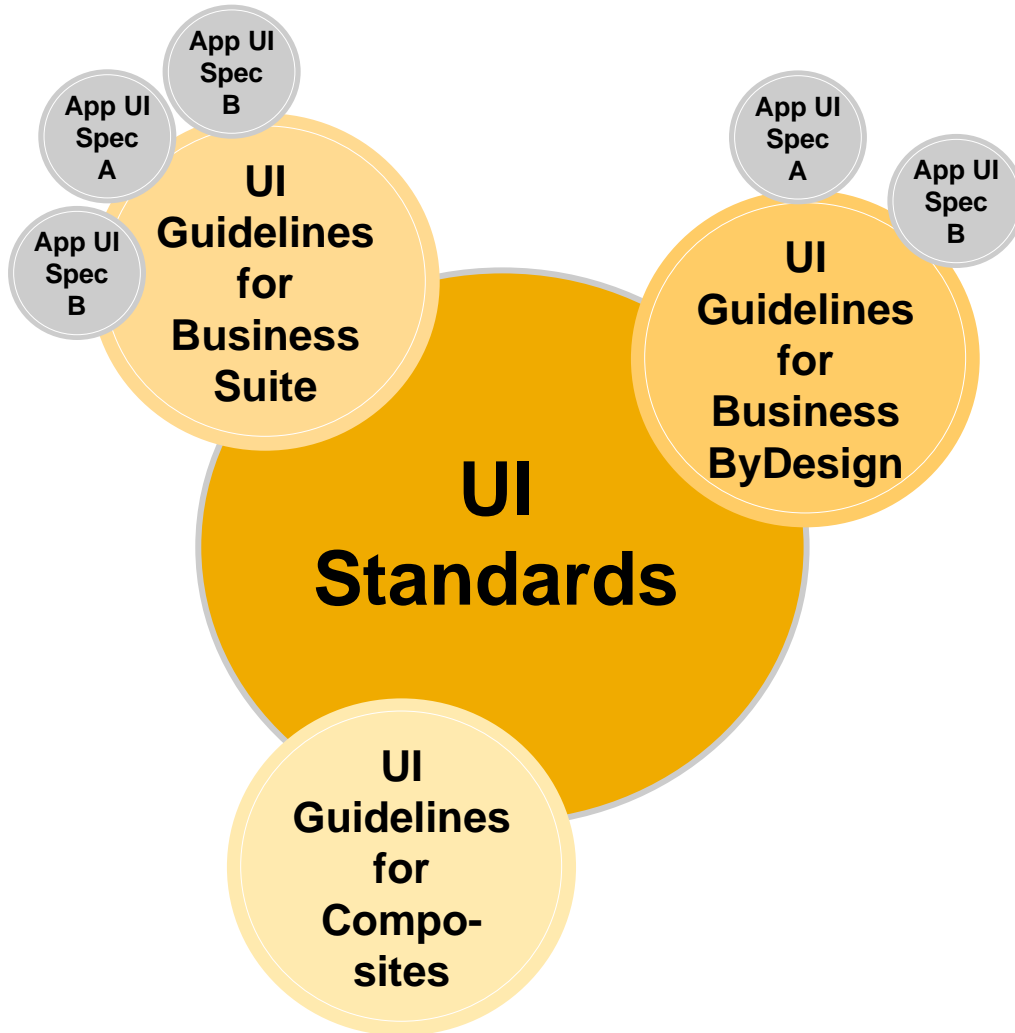
Assure UIBB “best practice” implementation and usage.

CEO Henning Kagermann: Improve and Reposition SAP Business Apps



- 1 Improve quality of all applications
- 2 Simplify and position valuable cross-application scenarios
- 3 Simplify and harmonize end-user experience
- 4 Deliver new innovations faster without disruption to customers
- 5 Strengthen individual applications



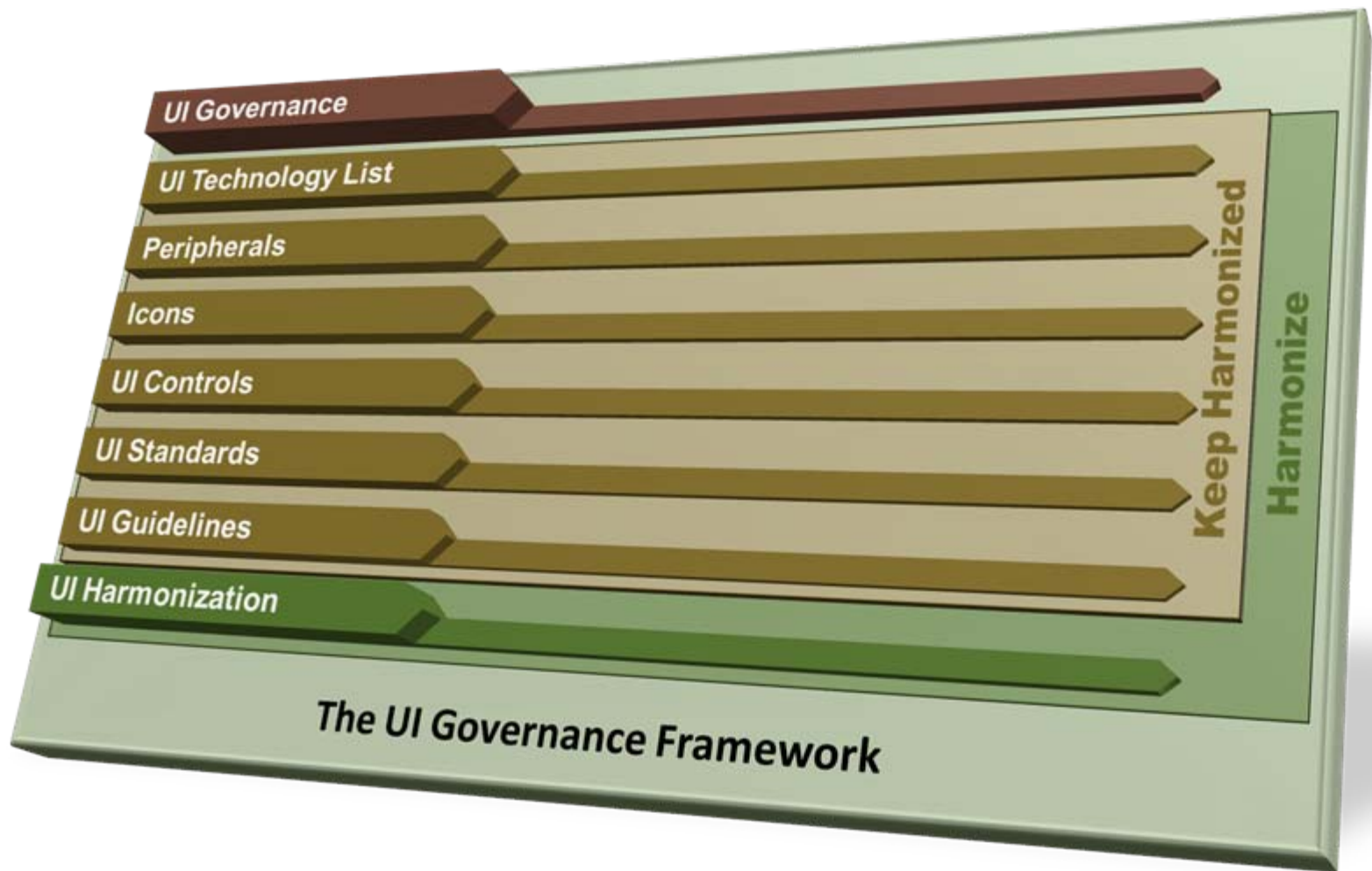


UI Design at SAP is based on:

- **User-centered Design (UCD)**
- **UI Governance**
- **UI Harmonization**
- **UI Standards**
- **UI Guidelines**
- **Application UI Specifications**

UI Governance Framework

All UI Governance relevant aspects at one place



5 Levels of UI Harmonization



Look

1. Brand unification

Align branding and overall visual design of product lines

2. Common UI look

Harmonize visual design of clients and UI controls

Feel

3. Common navigation

Align navigation to and between applications

4. Common interaction

Align interaction behavior within the applications

5. Consistency side-by-side

Ensure harmonized interoperability to app scenarios run side-by-side

Level 1 and 2 UI Harmonization



Business ByDesign in the NetWeaver Business Client



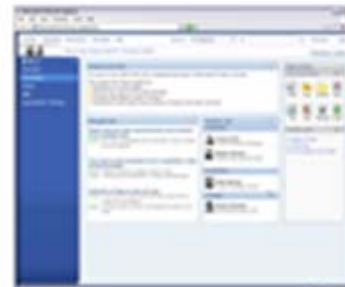
Business ByDesign in the Business Portal



SAP GUI



Business One



Collaborative Portal



SAP CRM

Thank you!

