



Design Workflow



New Challenges

- Design workflow typically describe
 - The flow of events
 - Who does what and when
- The impact of new technology on the workflow is big
- Our Workflow must become more flexible



Old Workflows

- Screen Mockups
- Flow of Control
 - Navigation steps (Page to Page)
- Follow the same steps as with Print Media
 - Mostly linear flow



New Workflows

- Things change without moving from the page
 - Content Negotiation
 - What Moves to Where?
 - What takes Precedence?
 - Content expansion/Contraction
- Things are more interactive



Collaboration

- We need to have agile teams that consist of technical and creative people
 - Need to leverage distinct skill sets
 - Agile development processes
 - Incremental-Iterative
 - Scrum
 - Kanban



Collaborations

- Consider Navigation flows
 - Embed the Navigation into the HTML
 - Pros/Cons?
 - Have server side control navigation
 - Pros/Cons?
- Who would think up which approach?



Think in terms of Systems

- Stop thinking about a site in terms of Page to Page navigation
- Start thinking in terms of Components
 - Header
 - Footer
 - Order Components
 - Description Component



Thinking Mobile First

- The increasing fragmentation of the device landscape means that the typical workflow process will not work
 - One flow per device is not scalable
- Three reasons to go Mobile first
 - Mobile is Exploding
 - Mobile forces you to focus
 - Mobile extends your capabilities



Mobile is Exploding

- “Building Mobile First ensures companies have an experience available to this extremely fast-growing user base widely considered to be the next big computing platform” (Luke Wroblewski)
- With the proliferation of mobile devices come more and more people who access the Internet only via their mobile device
 - Africa
 - Middle East
 - Australian Outback



Mobile Forces you to Focus

- “Mobile devices require software development teams to focus on only the most important data and actions in an application. There simply is not room in a 320x480 pixel screen for extraneous, unnecessary elements. You have to prioritize.” (Luke Wroblewski)
- Focus on what content matters most
 - With Cross Departmental Business teams this gets challenging
 - Limited screen size does not allow the normal compromise
 - Put it all on the page

Mobile Extends your Capabilities

- “Building Mobile First allows teams to utilize this full palette of capabilities to create rich context-aware applications instead of limiting themselves to an increasingly data set of capabilities” (Luke Wroblewski)
- Not all devices are equal
 - Support for LBS
 - Support for eMail
 - Support for Phone
 - Support for growing/shrinking screen



Tools

- Wireframes
 - The old standby
- Design around Grids
 - What is the right grid number?
- Rough Sketches – Yes pen and paper
- Mockup
 - Static (Limitations?)
 - Dynamic – Design in the Browser
- Which Framework?
- Pure Responsive or RESS?