

# DESIGNING FOR THE DIGITAL ECOSYSTEM

Cornell Tech 2016

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# CLASS 5: TYING IT TOGETHER / PRESENTATIONS

# CLASS 5: TYING IT TOGETHER / PRESENTATIONS

We've been through:

**Graphic Design**

**Branding**

**Messaging**

**UI + UX**

**Product Design**



**LET'S SEE WHAT IT  
ALL LOOKS LIKE WHEN IT  
COMES TOGETHER WITH  
A BRAND**



**AIR BNB IS A PRODUCT**

# WELCOME HOME

Rent unique places to stay from local hosts in 190 countries.

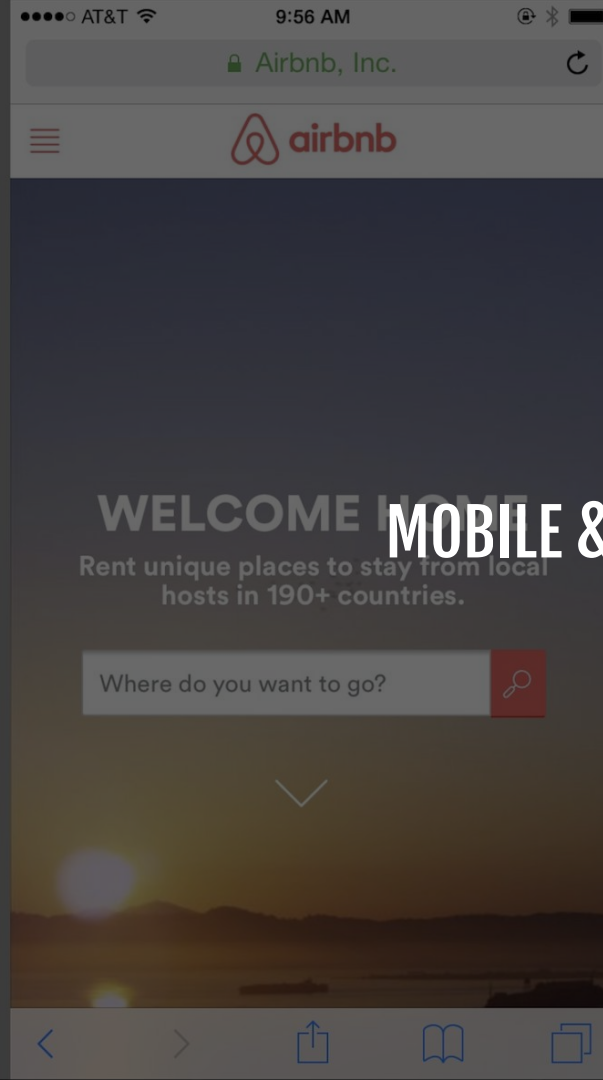
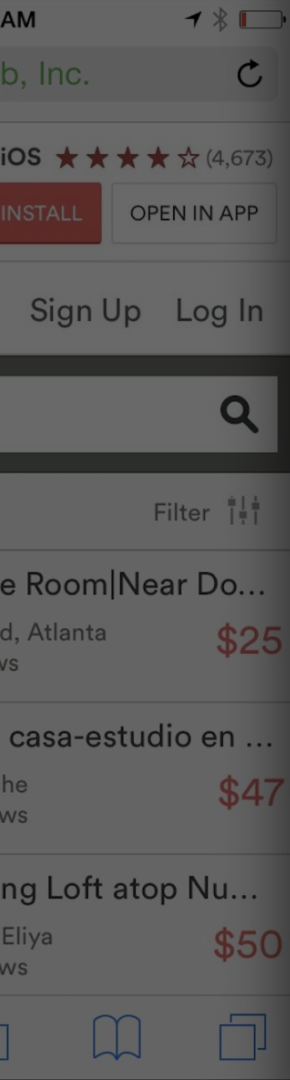
How It Works

## IT IS A SITE

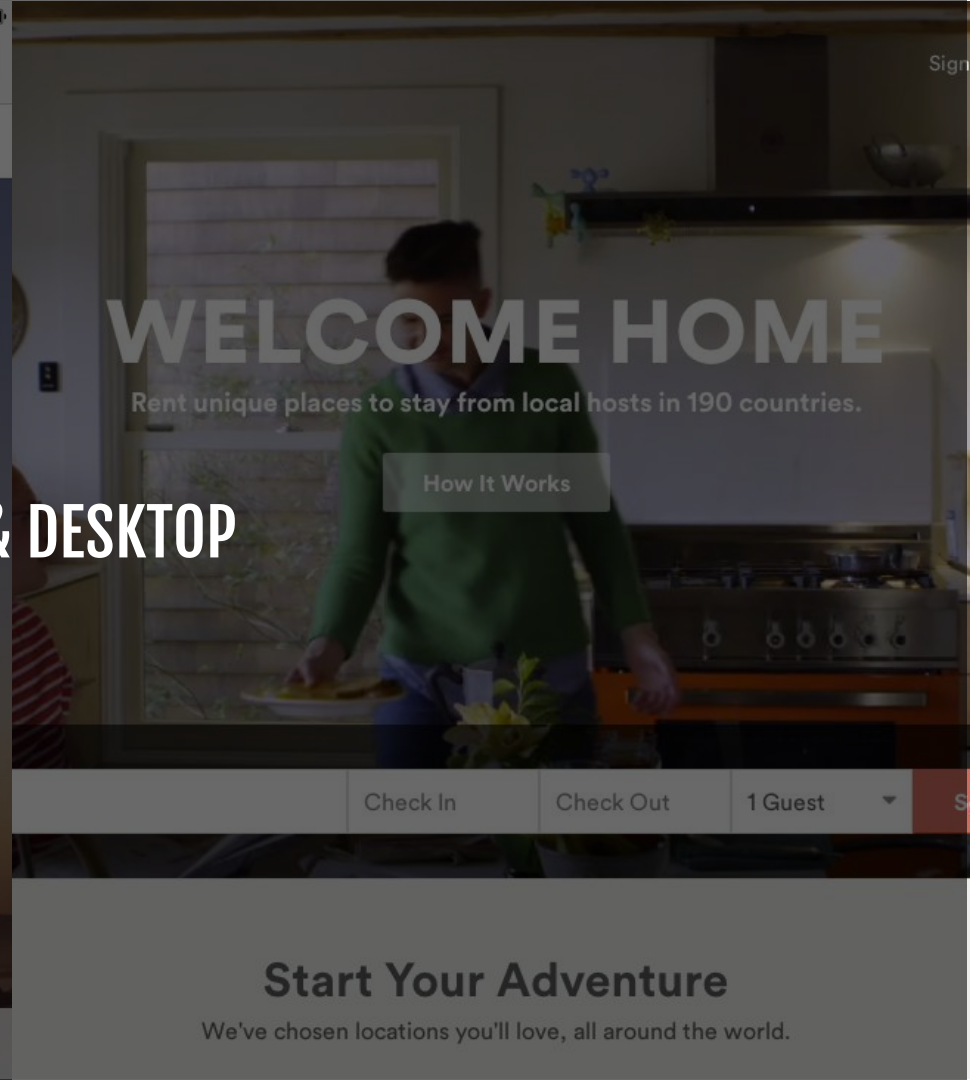


## Start Your Adventure

We've chosen locations you'll love, all around the world.



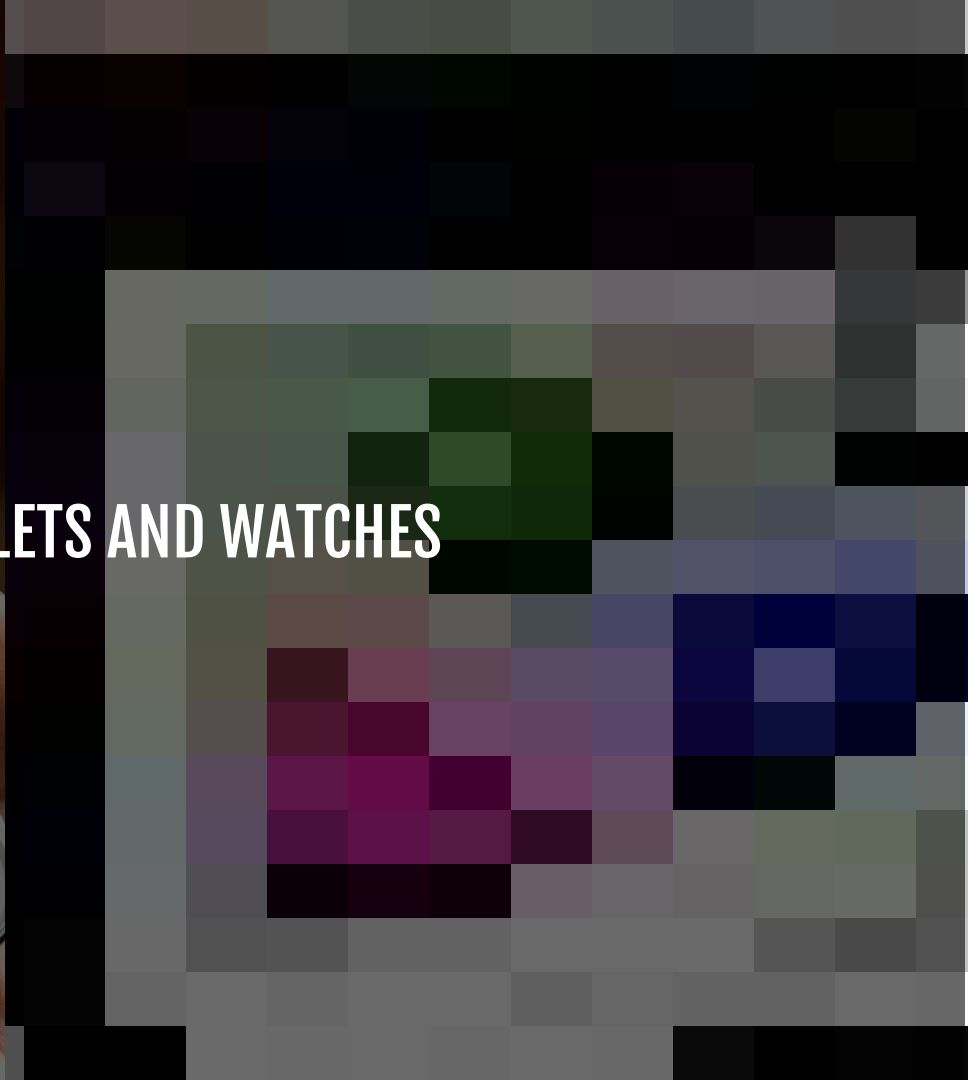
## MOBILE & DESKTOP







FOR PHONES, TABLETS AND WATCHES





## Connect Airbnb to Airbnb Open

In order to personalise your experience on the Airbnb Open 2015 website, we'd like your permission to:



Receive basic information about your profile like name and profile picture



Access information about your past and upcoming reservations



Access information about your listings

Deny

Allow





# Hey, I'm Aaron!

Los Angeles, California, United States · Member since July 2012

[Edit Profile](#)

Hi,

I'm a Software Engineer who has worked at a couple successful Silicon Valley companies and has traveled the world for the last 3 years.

Now that I've slowed my travels, I try to stay within the same country for pos means you'll get a lot of my business as an Airbnb host =)

With Airbnb, I'm not dealing with hotel chains... you're a real person, renting

So do know that I respect that. And I show it by being very responsible and c

Cheers!

## Verified ID



Email Address  
Verified



Phone Number  
( ) - 17

A USER BASE



**A BRAND**

CREATE

# CREATE YOUR SYMBOL

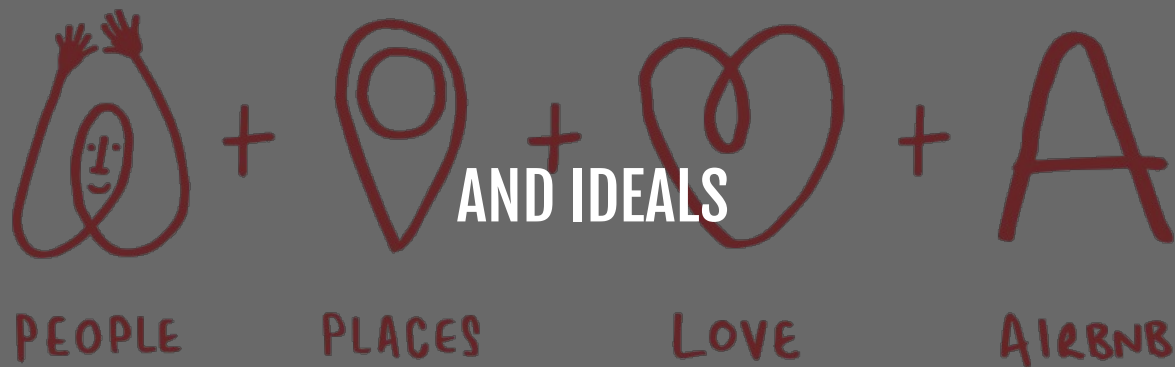
Paint it. Doodle it. Put a steak on it. Make a symbol that tells your story with our design toolkit.

**Make yours**

We imagine  
a world where  
you can belong  
anywhere.

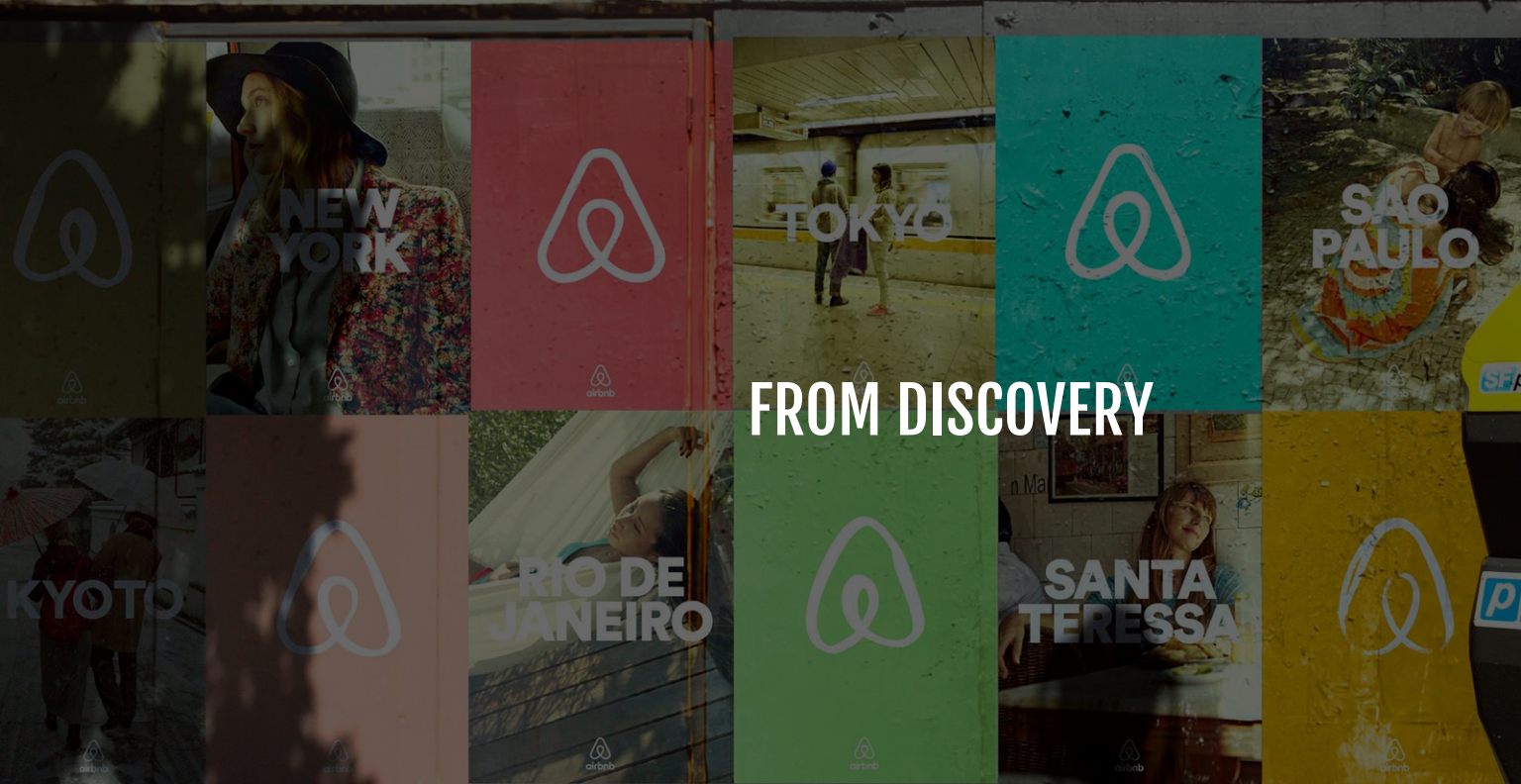


WITH CLEAR MESSAGING



**AIR BNB HANDLES THEIR TOTAL USER EXPERIENCE**





FROM DISCOVERY

Cancel

Recently Viewed

Reset

Arrives  
Wed, 5 Aug 2015

Departs  
Fri, 21 Aug 2015

Guests

1 2 3 4 5 6 7

TO BOOKING



Private Room



Shared Room



Entire Home

Instant Book Only



Price Range

£10

£1,000+



Save Filters

Notifications

**Payment Methods**

Payout Preferences

Transaction History

Privacy


Security

Settings


[Invite Friends](#)


Payment Methods

XXXXXXXXXXXX  
01 / 2016

Default Card ? 

XXXXXXXXXXXX  
02 / 2017

[Set Default](#)  
[Remove ?](#) 



Add Payment Method

Airbnb Gift Card

**Airbnb gift card balance: \$0**

The credit balance from gift cards will be automatically applied when you book a trip.

[Apply to Account](#)

[Airbnb gift cards help](#)

TO PAYMENT



# You're going to New York!

Reservation code: XXXXXX. [View receipt](#) or [make a change to the reservation](#).

## Guests

Share the trip itinerary with your guests.  
We'll also tell your host who else is staying  
at their place.

Manage Guests

## Check In

Mon, Jan 01  
Flexible check  
in time

## Check Out

Flexible check  
out time

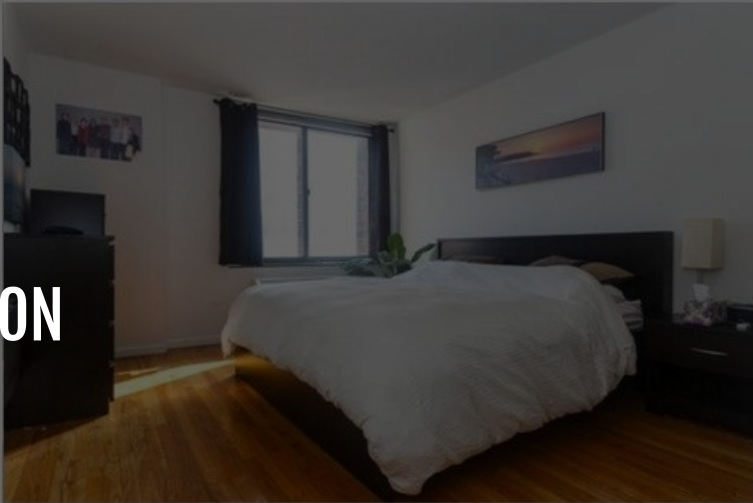
## Address

100 West Street  
New York, NY 10000  
United States  
[Get directions](#) | [View listing](#)

## Host

Thomas Smith  
111 222 3333

TO COMMUNICATION



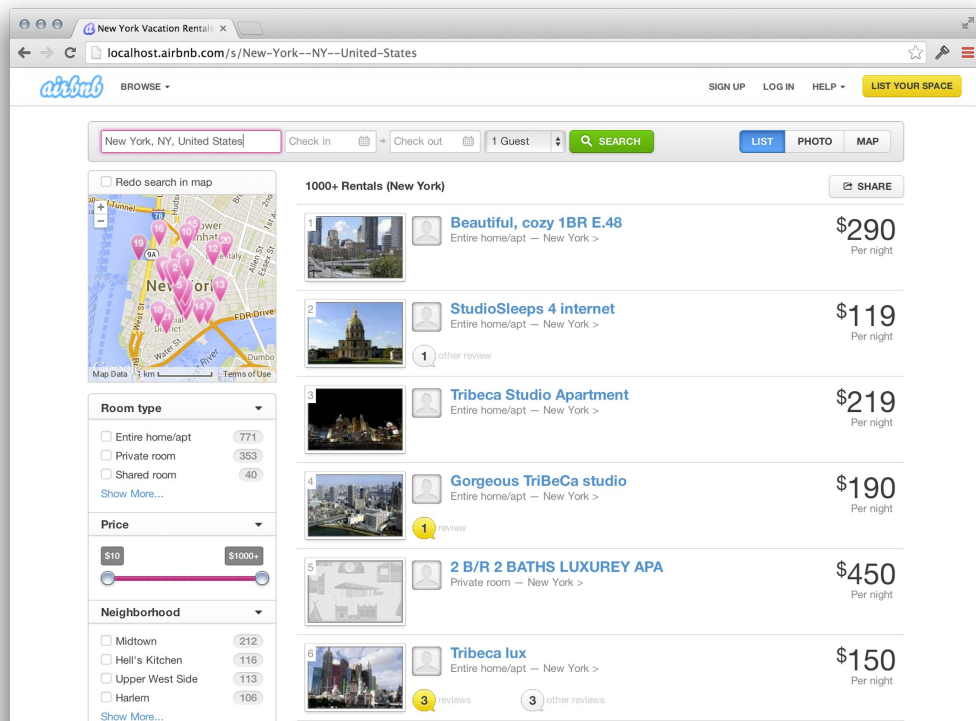
A close-up photograph of two hands holding a set of keys. The left hand is open, palm up, with a red rubber band looped around the keys. The right hand is holding the keys, with the thumb and index finger gripping the top of the key ring. The keys are metallic and have a standard notched profile. The background is a dark and light gray checkered floor. The text "TO EXITING" is overlaid in white, bold, sans-serif font in the center of the image.

**TO EXITING**

**JUGGLING A LOT OF USERS AND THEIR NEEDS**

**DO THEY DO IT WELL?**

# AIR BNB FROM 2007-2014



**WHAT WAS WRONG?**

New York Vacation Rental

localhost.airbnb.com/s/New-York--NY--United-States

airbnb

BROWSE

SIGN UPLOG INHELP

LIST YOUR SPACE

New York, NY, United States

Check in

Check out

1 Guest

SEARCH

LIST

PHOTO

MAP

Redo search in map

Room type

☐ Entire home/apt771

☐ Private room353

☐ Shared room40

Show More...

Price

\$10

\$1000+

Neighborhood

☐ Midtown212

☐ Hell's Kitchen116

☐ Upper West Side113

☐ Harlem106

Show More...

1000+ Rentals (New York)

SHARE

1

Beautiful, cozy 1BR E.48

Entire home/apt — New York >

\$290

Per night

2

StudioSleeps 4 internet

Entire home/apt — New York >

\$119

Per night

1 other review

3

Tribeca Studio Apartment

Entire home/apt — New York >

\$219

Per night

4

Gorgeous TriBeCa studio

Entire home/apt — New York >

\$190

Per night

1 review

5

2 B/R 2 BATHS LUXUREY APA

Private room — New York >

\$450

Per night

6

Tribeca lux

Entire home/apt — New York >

\$150

Per night

3 reviews

3 other reviews

# Air BnB from 2007-2014

Lack of hierarchy

Inconsistent type sizes

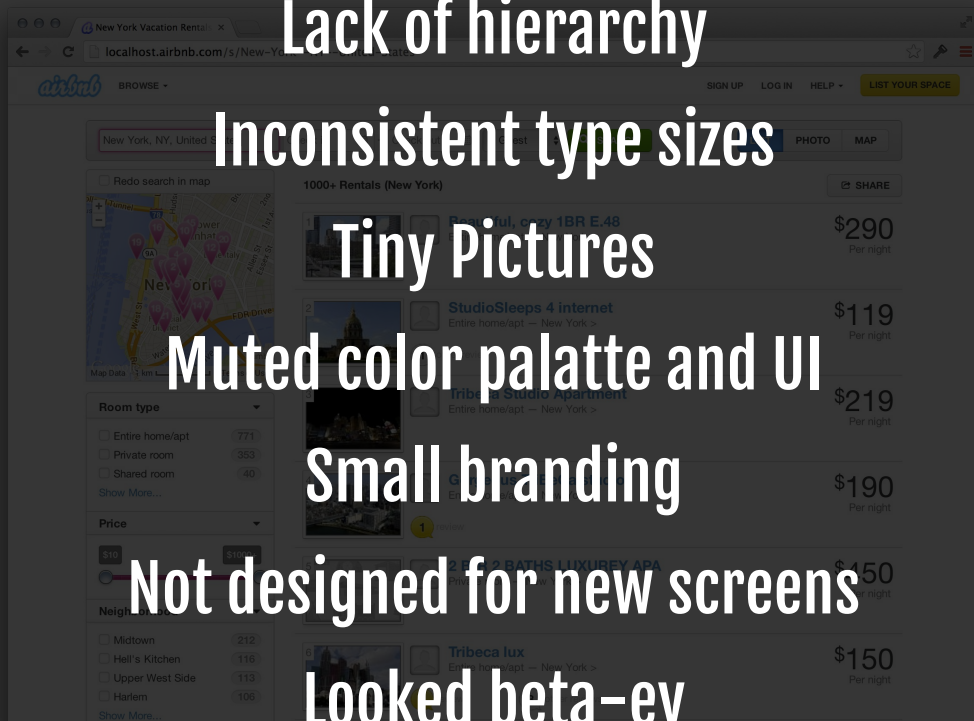
Tiny Pictures

Muted color palette and UI

Small branding


Not designed for new screens

Looked beta-ey



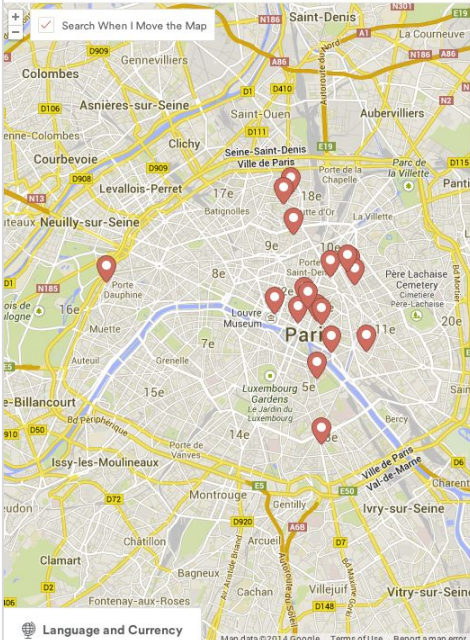


# AIR BNB IN 2014

Browse

[Sign Up](#) [Log In](#) [Help](#) [List Your Space](#)

☒ Search When I Move the Map



Map data ©2014 Google Terms of Use Report a map error

Dates

Room Type

☐ Entire Place


☐ Private Room

☐ Shared Room

Price Range

More Filters


1000+ Rentals · Paris



\$149

Paris center le Marais - Saint Paul

Entire home/apt · 72 reviews · Saint-Paul - Ile Saint-...



\$48

nice room for one person, paris 11

Private room · 122 reviews · République, Paris

**IS IT BETTER?**  
**WHAT COULD THEY IMPROVE ON?**

New York Vacation Rentals

localhost.airbnb.com/s/New-York--NY--United-States

airbnb BROWSE

SIGN UP LOG IN HELP LIST YOUR SPACE

New York, NY, United States Check in Check out 1 Guest SEARCH LIST PHOTO MAP

Redo search in map

Room type

- Entire home/apt 771
- Private room 353
- Shared room 40

Show More...

Price


\$10 \$1000+

Neighborhood


- Midtown 212
- Hell's Kitchen 116
- Upper West Side 113
- Harlem 106

Show More...

1000+ Rentals (New York) SHARE


- 

**Beautiful, cozy 1BR E.48**  
Entire home/apt — New York >


\$290  
Per night
- 

**StudioSleeps 4 internet**  
Entire home/apt — New York >

\$119  
Per night


1 other review
- 

**Tribeca Studio Apartment**  
Entire home/apt — New York >


\$219  
Per night
- 

**Gorgeous TriBeCa studio**  
Entire home/apt — New York >

\$190  
Per night

1 review
- 

**2 B/R 2 BATHS LUXUREY APA**  
Private room — New York >

\$450  
Per night
- 

**Tribeca lux**  
Entire home/apt — New York >

\$150  
Per night

3 reviews 3 other reviews

airbnb Paris, France Browse

Sign Up Log In Help List Your Space

Search When I Move the Map

Dates Check In Check Out 1 Guest

Room Type

- Entire Place
- Private Room
- Shared Room

Price Range \$10 \$1000+

More Filters 1000+ Rentals · Paris

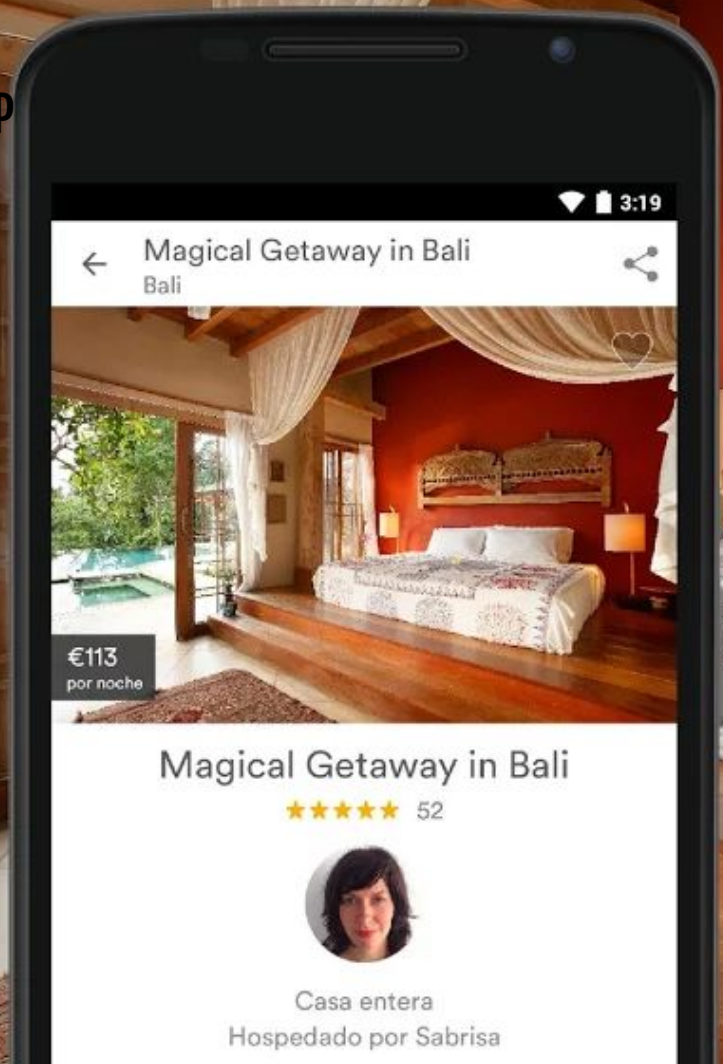
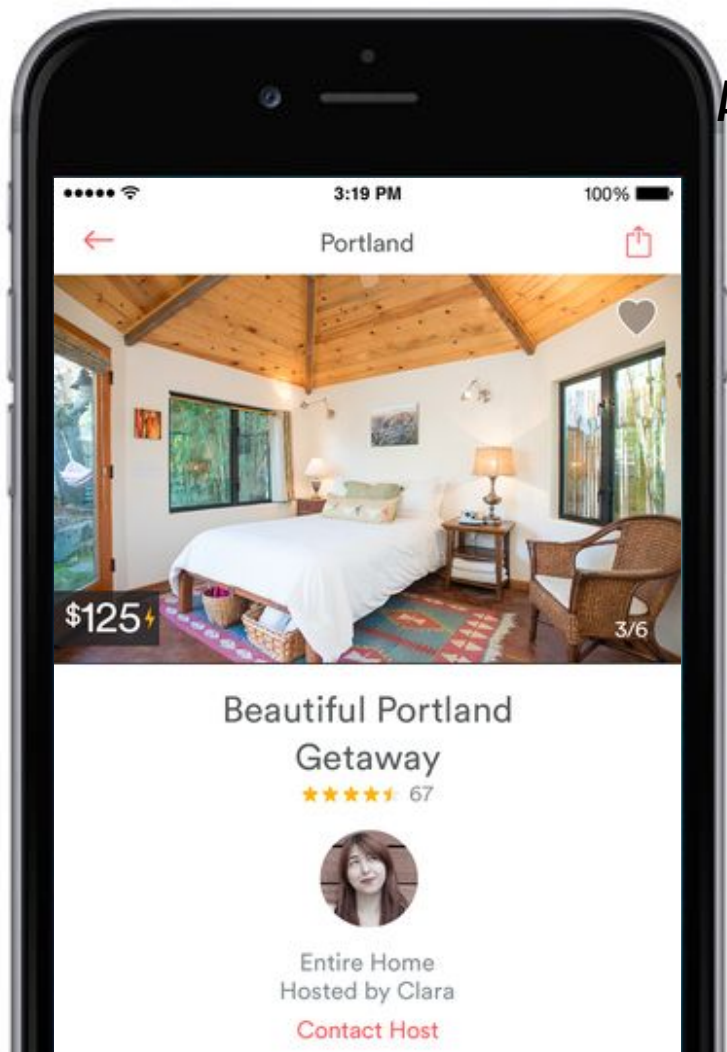
Language and Currency

Map data ©2014 Google Terms of Use Report a map error

Paris center le Marais - Saint Paul  
Entire home/apt · 72 reviews · Saint-Paul - Ile Saint-...

nice room for one person, paris 11  
Private room · 122 reviews · République, Paris

# THIS IS AIR BNB'S APP



**IS THEIR EXPERIENCE SIMILAR TO THEIR SITE?  
WHAT COULD THEY IMPROVE ON?**



AND THIS IS AIR BNB'S USER EXPERIENCE



**IS AIR BNB SUCCESSFULLY REACHING THEIR USERS NEEDS?  
WHAT CAN THEY IMPROVE ON?**

# CLASS 5:

## TYING IT TOGETHER /

# PRESENTATIONS



**WHAT TO MAKE AND WHY.**

SHORTER ATTENTION SPAN

LONGER ATTENTION SPAN



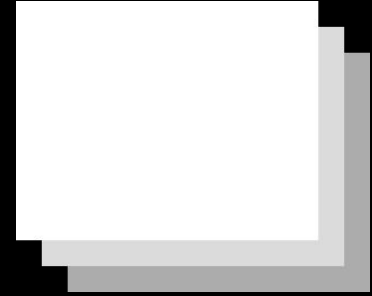
**WEBSITE**

QUICK GLANCEABLE  
INTRODUCTION TO THE PRODUCT.



**VIDEO**

MORE EMOTIONAL/THOROUGH.



**DECK**

DEEP DIVE INTO THE  
PRODUCT AND HOW IT WORKS.

# TYPES OF VIDEOS

## “WE MADE A LITTLE THING” (MAKER PERSPECTIVE)





THE PLATFORM.



THE OPPORTUNITY.



WHAT WE  
BUILT.



WHAT YOU CAN  
DO WITH IT.

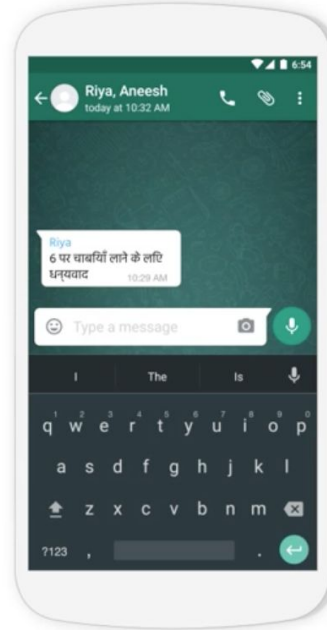


WHERE YOU  
CAN GET IT.

# UI/ANIMATION

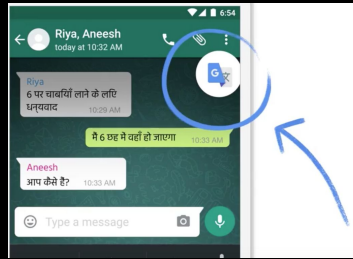


[Link](#)

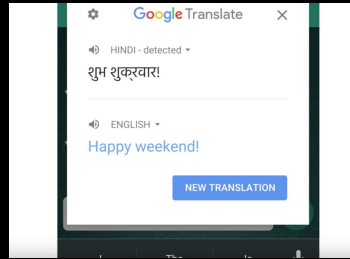




THE PROBLEM



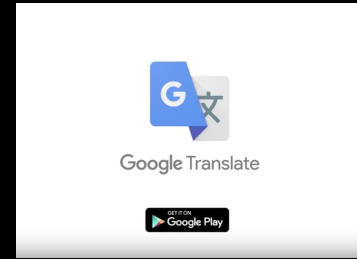
THE SOLUTION



AN EXAMPLE

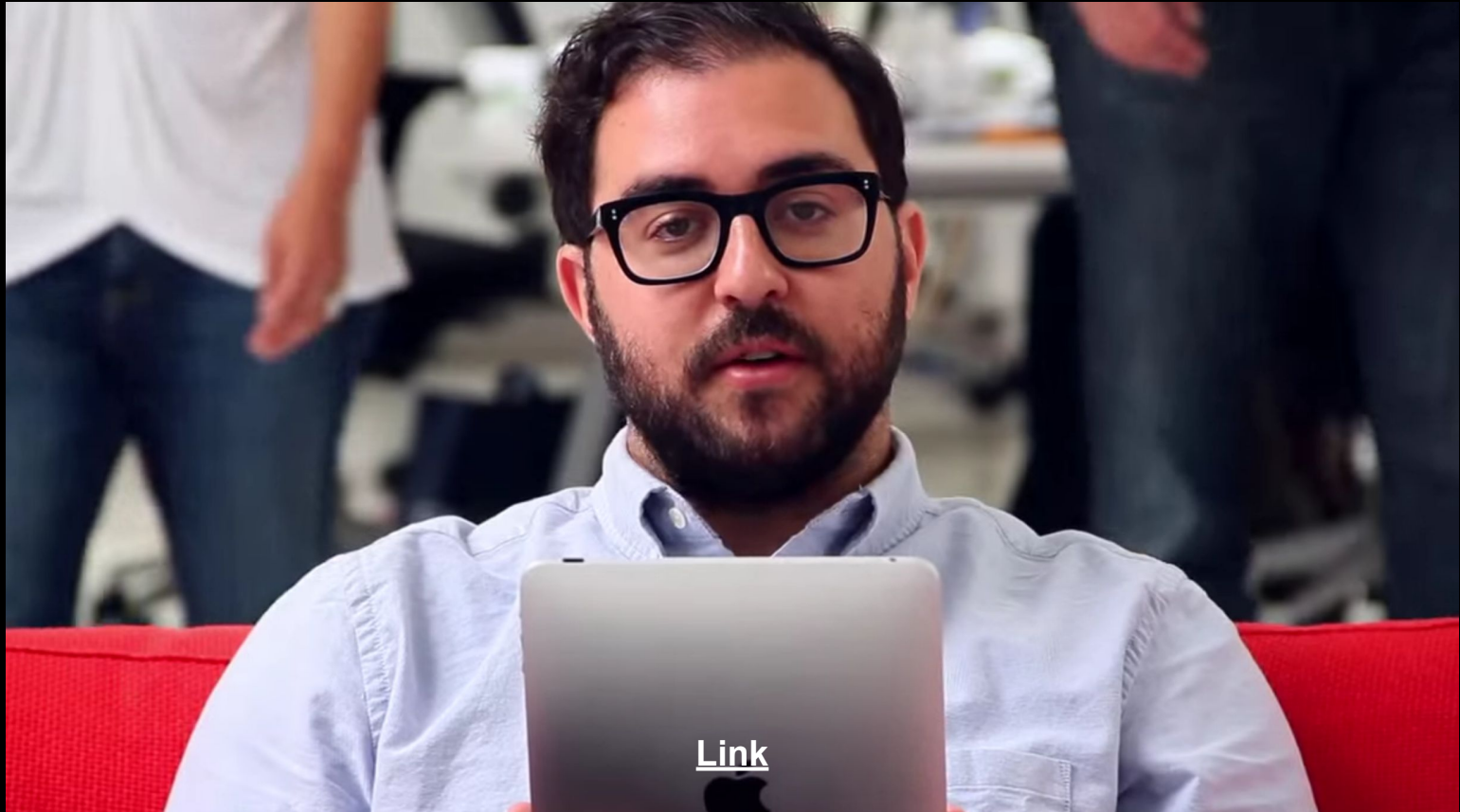


OTHER BENEFITS



WHERE YOU  
CAN GET IT.

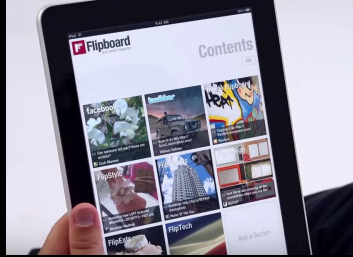
## "HOW I USE THE PRODUCT" USER PERSPECTIVE







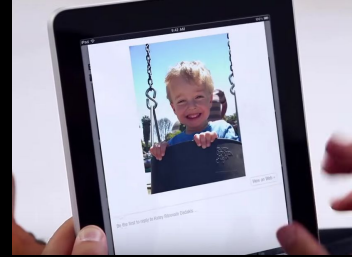
**WHAT IS IT**



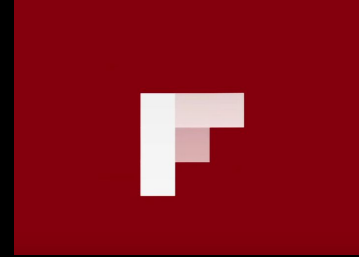
**WHAT DOES IT DO**



**HOW DOES IT  
DO THAT.**



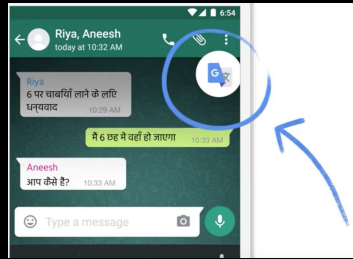
**OTHER BENEFITS**



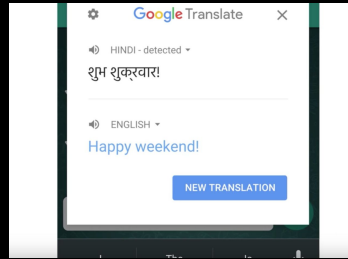
**SIGNOFF**



THE PROBLEM



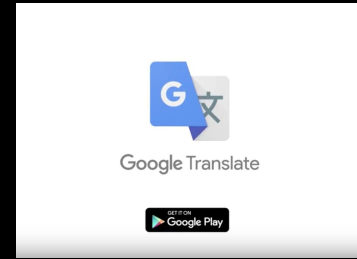
THE SOLUTION



AN EXAMPLE



OTHER BENEFITS

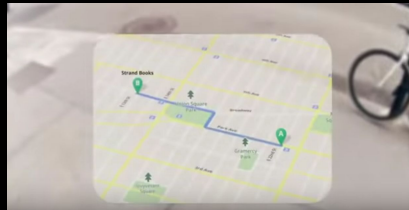
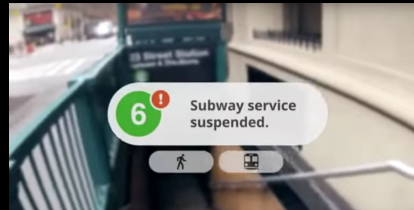
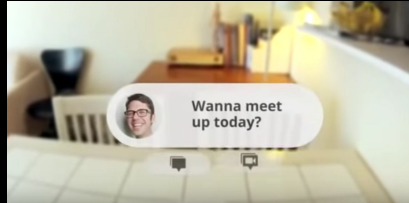


WHERE YOU  
CAN GET IT.

# VISION FILM



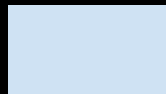
## USING THE NARRATIVE TO SHOW OFF CORE PRODUCT FEATURES.



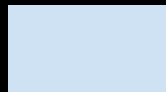
# **PRESENTATIONS**



Cover



The problem



The solution



How it works

**AN EXAMPLE**

# Google On

Wireless brand, product and experience  
November 10, 2014



**We live in an era that allows us to be  
more connected than ever.**

**We depend on wireless at home, at work  
and everywhere in between.**

**And yet getting and staying connected  
is still a hassle.**

# PAIN POINTS

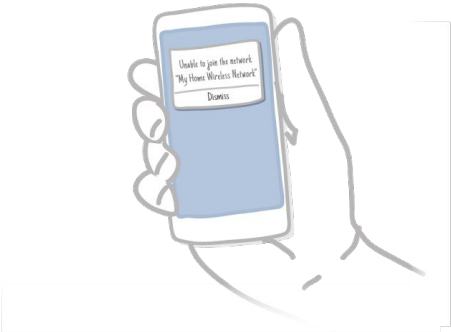
## CRAZY LONG PASSWORDS



## INSCRUTABLE ROUTERS



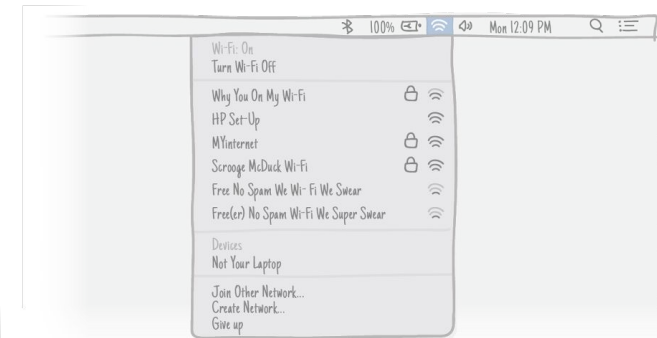
## DEVICES DON'T REMEMBER PREFERENCES



## CONNECTING AND CONFIGURING NEW DEVICES, ESPECIALLY ONES WITHOUT KEYBOARDS



## WHO'S WI-FI IS IT ANYWAY?



**We see an opportunity to unify all our wireless projects under one overarching brand.**

WE'D LIKE TO CALL IT:



Connecting everyone, everything, everywhere

[google.com/on](https://google.com/on)



[Video Link \(updated 11/6\)](#)

## WHY WE LIKE IT:



It's simple and suggests ease of use (everything's just *on*).

It can scale and extend across future product development.

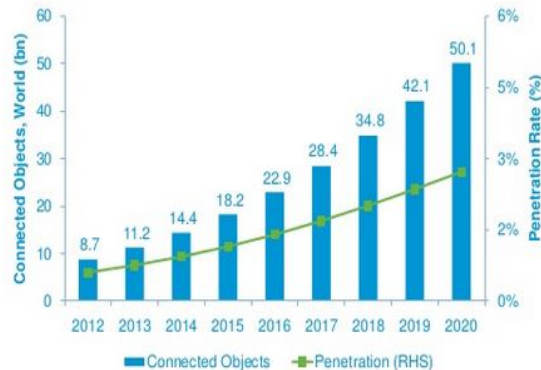
It ladders up to Access & Energy group's rallying cry: "All in. All on."

It will become the clear, powerful signifier for a great wireless experience.

**The brand also needs to be really simple and obvious  
because the landscape of connected things is massive**

# THE “INTERNET OF THINGS” FUTURE COULD USE SOME SIMPLIFICATION IN ORDER TO BECOME MAINSTREAM

## Number of Connected Objects Expected to Reach 50bn by 2020

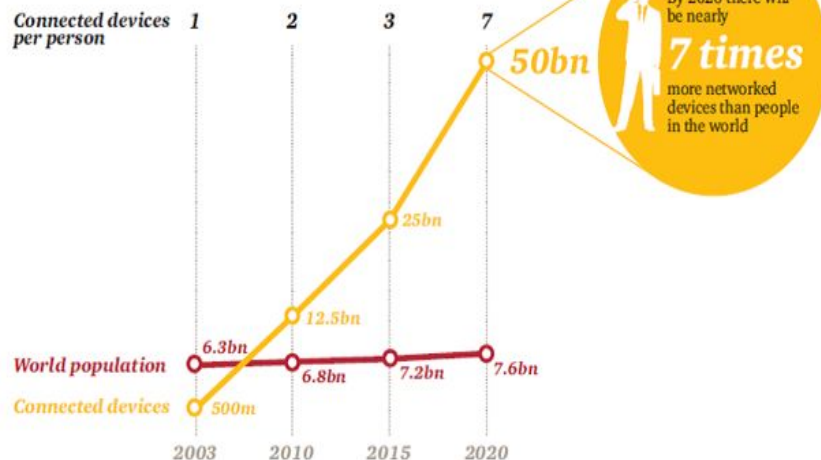


Penetration of connected objects in total ‘things’ expected to reach 2.7% in 2020 from 0.6% in 2012

Source: CCS, 2013

Figure 5 The number of connected devices is increasing dramatically

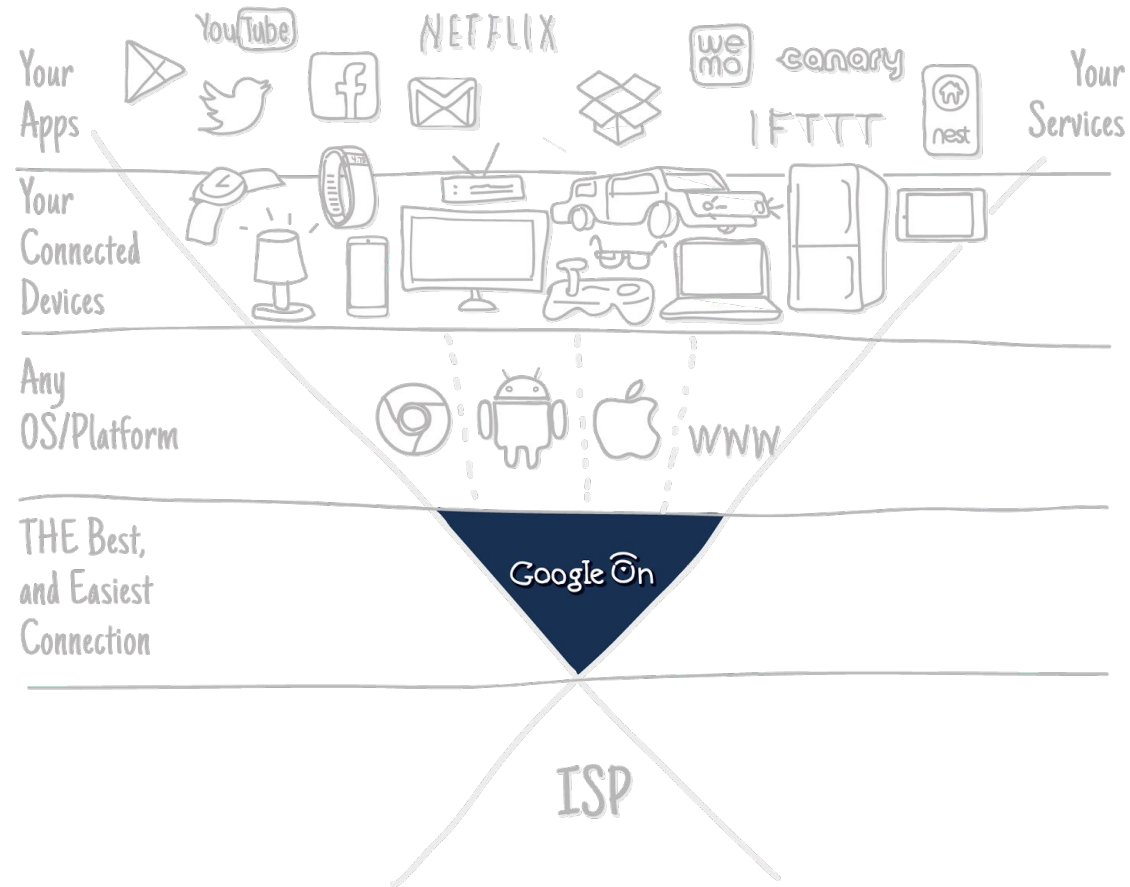
Connected devices per person



Source: Cisco Internet Business Solutions Group



GOOGLE ON IS OUR WAY TO MAKE IT EASY FOR EVERYONE (OEMS AND PEOPLE) TO PLAY IN THE CONNECTED FUTURE



**Here's how we could start to seed the Google On story**

Pittsburgh is On  
Duke University is On  
Home Depot is On  
Starbucks is On  
JetBlue is On  
Spring Street is On  
Central Park is On  
King's Cleaners is On  
Jimmy's Diner is On  
The Lee Family is On

Google On

[google.com/on](http://google.com/on)



Best Buy is On  
Whole Foods is On  
RadioShack is On  
Target is On  
Starbucks is On  
Home Depot is On  
Walmart is On  
Wells Fargo is On  
Sephora is On  
Macy's is On

google.com

On





On is open  
On is simple  
On is safe  
On is convenient  
On is friendly  
On is familiar  
On is magical  
On is here  
On is there  
On is accessible  
On is for everyone

Google On

[google.com/on](https://google.com/on)

# Google™









**On** like Donkey Kong



# nwards and upwards

Google   
[google.com/on](https://google.com/on)



This station is n

Google n  
[google.com/on](https://google.com/on)

Prince St Station  
Downtown & Brooklyn



This store is On

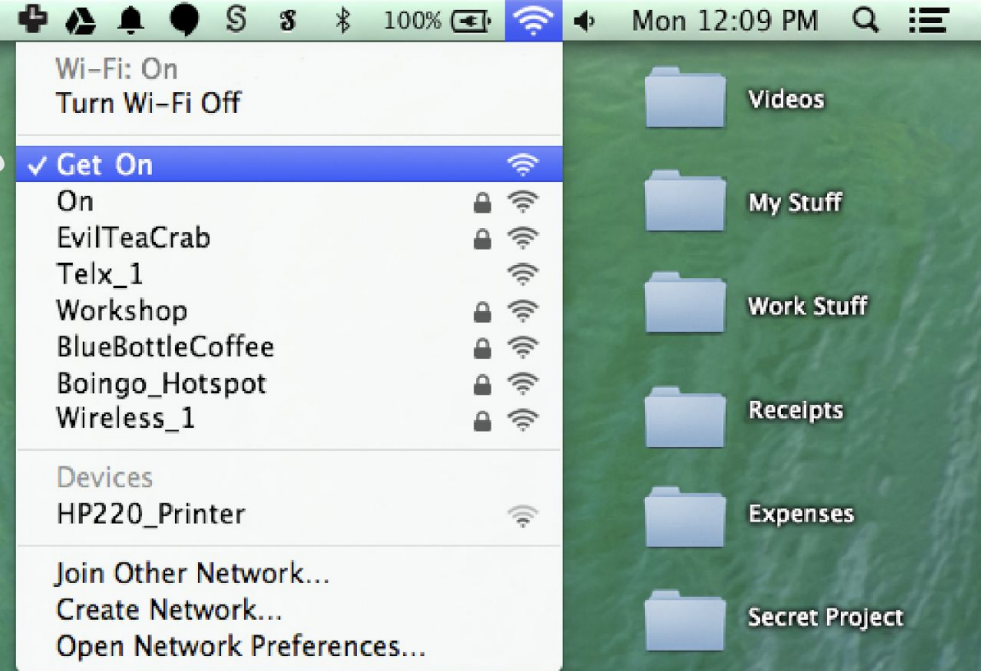
Google On  
google.com/on

**Here's how and where users could interact with Google On**

We want to use wifi network names (ssids) to assist the discovery and proliferation of Google On.

"Get On" is the on-ramp. You'll use it once to join and get going fast.

Log in with your Google account, and you'll automatically be able to join any other secure Google On network and seamlessly add more devices to your own set-up.







12:31



## Your guests' Wi-Fi is slowing down

12:31 PM

More than 50 people are connected. Create network time limits in your settings to manage network use.



ADJUST SETTINGS

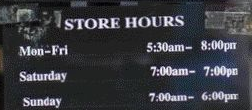


DISMISS

8:15

THU, AUGUST 14

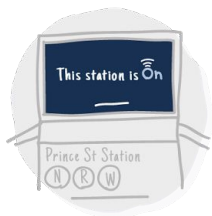




WHEREVER YOU SEE IT, YOU KNOW  
YOU'LL GET ONLINE WITH ZERO FUSS



AS USERS HAVE GREAT **GOOGLE ON** EXPERIENCES OUT IN THE WORLD, THEY'LL CONSIDER REPLICATING AT HOME



### Discover

User sees Google On sign on the subway platform



### Consider

Sees another sign at her Starbucks and asks the barista what it is



### Commit

Decides to try it: finds the network and downloads the Google On app



### First Hour

Enjoys a great Google On Wi-Fi experience



### First Week

Delighted to see it actually works *on* the subway too...



### First Month

Decides to bring it home - buys a new router built for Google On



**Here's why we need a better Wi-Fi solution at home**

## THIS IS WHAT THE TYPICAL HOME ROUTER SET-UP LOOKS LIKE

- It's a mess that hasn't evolved in 10 years
- Set-up is scarring
- When something goes wrong, troubleshooting is a lost cause
- Specs & features > the user experience
- "It's something we would rather forget"

*Source: Google A&E UX Research*



## AND THIS OUR SIMPLER, SMARTER SOLUTION

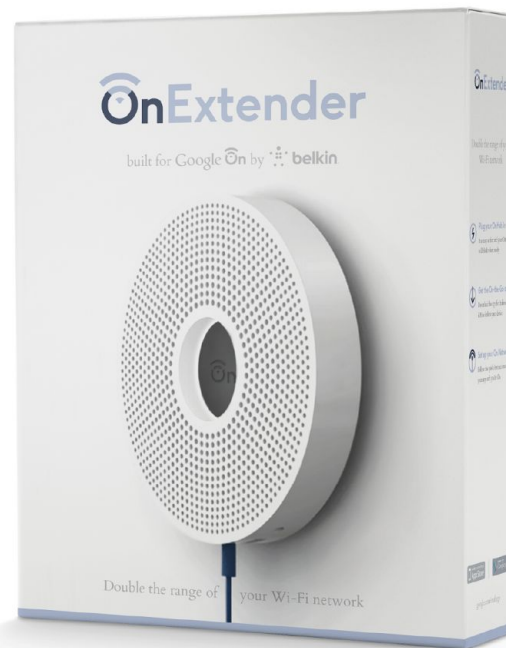
- Looks great – designed to be on display in the home
- Set-up is simple – plug in and you're on
- It's transparent – no more guessing about performance
- It's smart – know who and what should be connected
- It's safe and secure

*Not final hardware or name.*



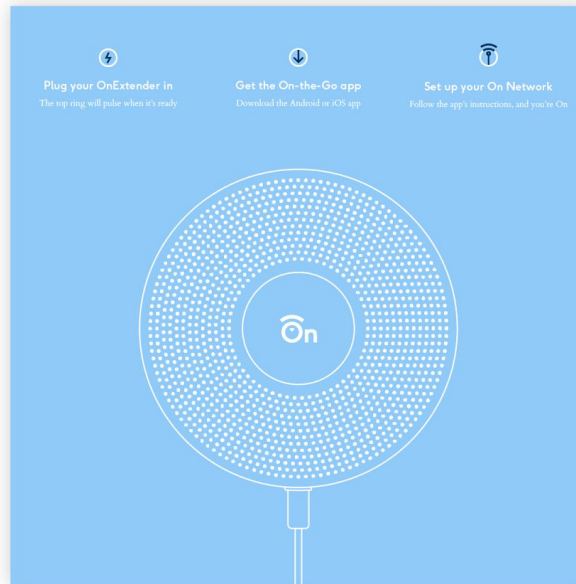
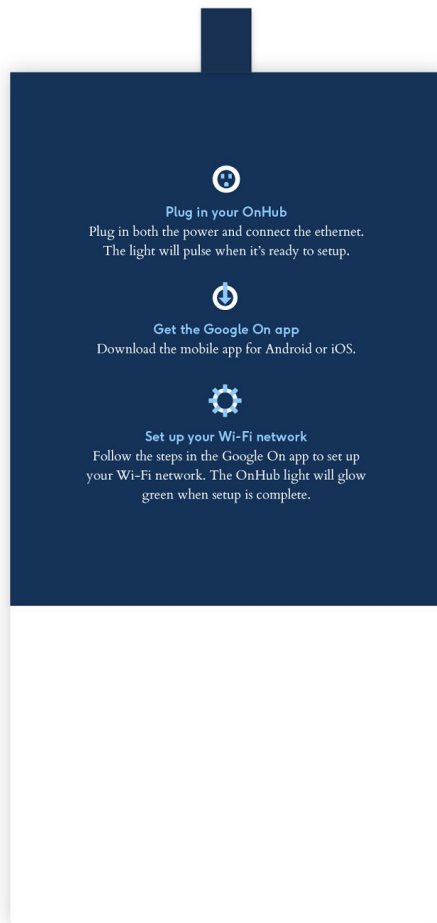
## RECO - SAMPLE PACKAGING

White box slides  
on top of brand  
colored box



## RECO - SAMPLE PACKAGING

White box slides  
on top of brand  
colored box

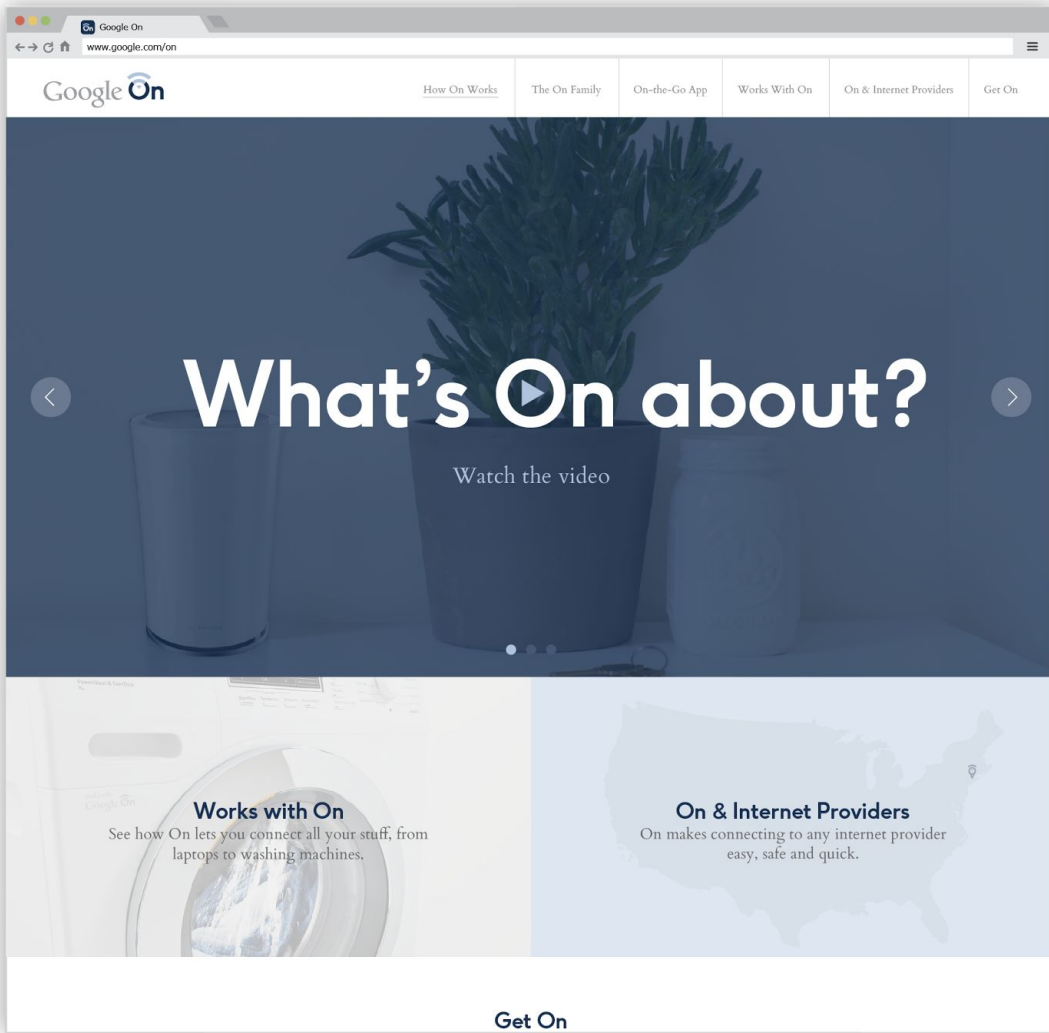


## EXPLORING LIGHTING BEHAVIOR



*Not final hardware. Name Omitted here.*

**Here's how Google On could work with ISPs**



Google On

[How On Works](#)

[The On Family](#)

[On-the-Go App](#)

[Works With On](#)

[On & Internet Providers](#)

[Get On](#)



# What's On about?



Watch the video



## Works with On

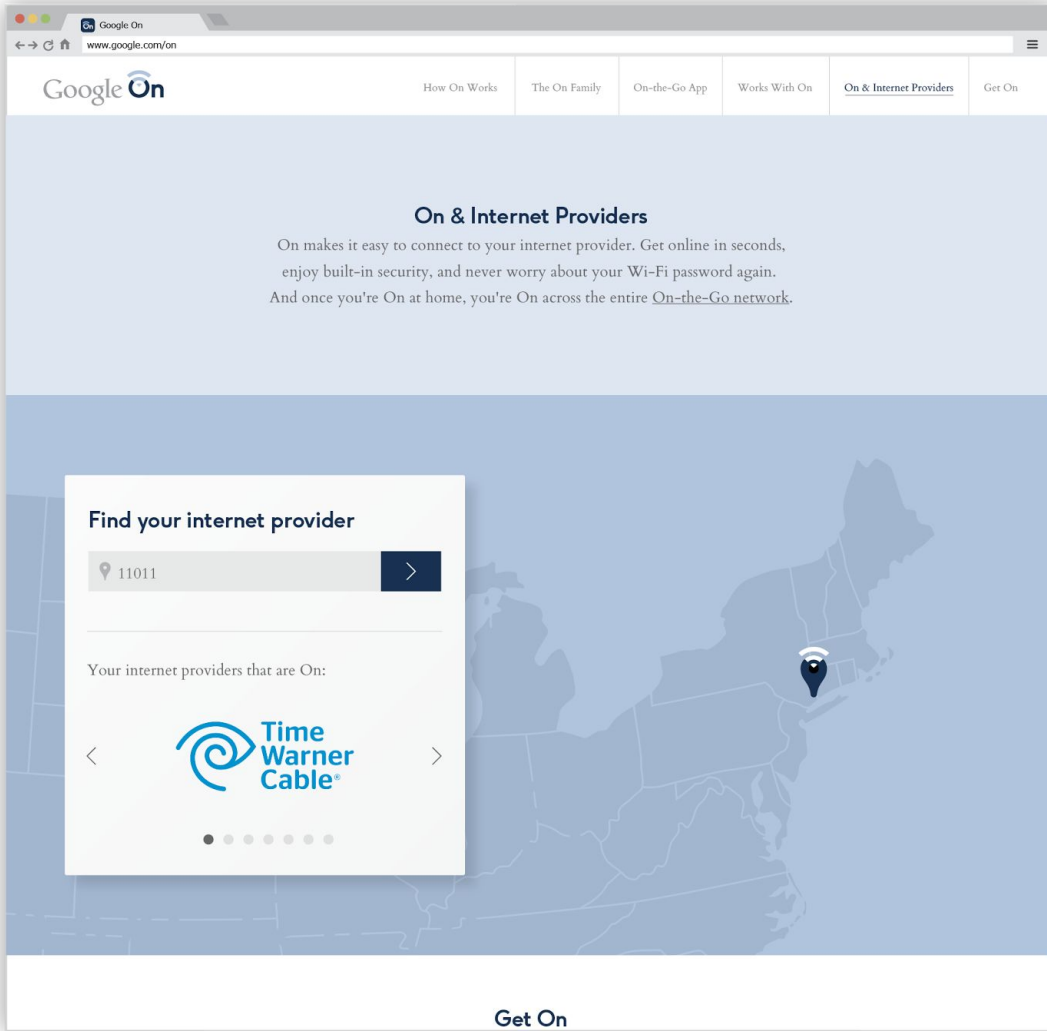
See how On lets you connect all your stuff, from laptops to washing machines.

## On & Internet Providers

On makes connecting to any internet provider easy, safe and quick.

Get On





Example of partner ISP site.

The screenshot shows the Time Warner Cable website. The browser address bar displays "www.timewarnercable.com". The navigation bar includes links for "Your Home", "Your Business", "TWC Central", "About Us", "Investor Relations", "Careers", and "Español", along with "Change location" and "Change" dropdowns. The main header features the Time Warner Cable logo, the tagline "ENJOY BETTER", a search bar, and links for "Sign In", "Email", and "Stores". Below the header is a navigation bar with "PACKAGES & PRICING", "WHAT'S ON TV?", "MY ACCOUNT", and "SUPPORT".

The main content area features a large banner for "Time Warner is now On" with the text "Simple, powerful wi-fi to make the most out of your TimeWarner Cable high-speed internet connection." and a "Learn More" button. The banner includes images of a smartphone, a laptop, and a Wi-Fi router, all displaying a scene from the movie Frozen.

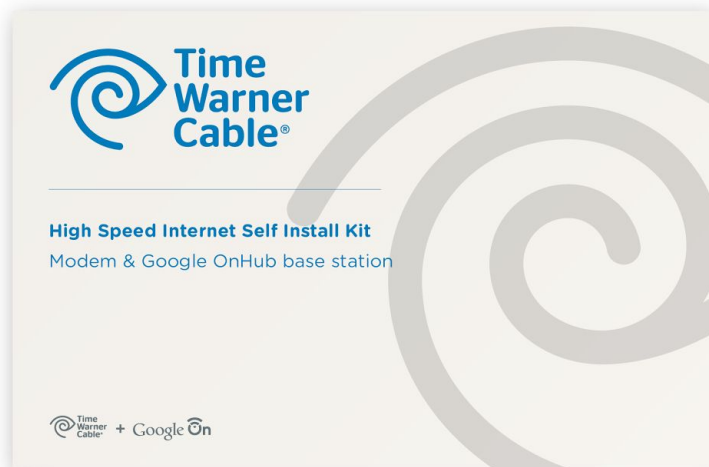
Below the banner is a section for service packages:

INTERNET	TV + INTERNET	TV + INTERNET + PHONE	MOST POPULAR DEALS
As Low As <b>\$14.99</b> per month	As Low As <b>\$44.99</b> per month for 12 months	As Low As <b>\$89.99</b> per month for 12 months	
<a href="#">Shop Plans &gt;</a>	<a href="#">Act Now &gt;</a>	<a href="#">Shop Offers &gt;</a>	<a href="#">Learn More &gt;</a>

Below the packages section is a heading "High Speed Internet, Cable TV & Home Phone Service from Time Warner Cable" and the subheading "The TWC Advantage".

## EXAMPLE #1

### TIME WARNER MODEM + GOOGLE ONHUB



*\*Not final packaging.*

Time Warner is On  
Comcast is On  
Optimum is On  
Verizon is On  
Lightpath is On  
DirecTV is On  
AT&T is On  
Frontier is On  
CenturyLink is On  
Cox is On

# CenturyLink is On

 CenturyLink™ + Google  On

[centurylink.com/on](https://centurylink.com/on)

**The Google On brand will need to extend  
beyond our own hardware to all connected things.  
These products will come with a clear badge.**

## INTERNET OF THINGS: WORKS WITH GOOGLE ON

MAIN LOCKUP



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ALT LOCKUP

works with Google On

12387

Epson  
works with



Google On  
[google.com/on](https://google.com/on)

Nikon  
works with



Google On  
[google.com/on](https://google.com/on)

LG  
works w



Google On  
[google.com/on](https://google.com/on)



nest.

Learning Thermostat™  
Programs itself.  
Control from anywhere:



works with  
Google On

PowerWash & TwinDos  
XL

Start/Stop Temperatur Drehzahl Startvorwahl

Kurz

Fliesen

Weitere Optionen

Wolle

Jeans

Obenmodern

Trunkwäsche

AdPowerWash

Express 30

Final Rinse

works with  
Google 





# A&E Wireless Project Roadmap

Q4'14 Pilot testing management software for businesses (Project Rainier) – invite only

**Mar'15 Announce at home and on-the-go Wi-Fi experiences (Projects Jetstream & Faraday, Starbucks)**

Launch Mountain View Wi-Fi network

May'15 Launch at home hardware in retail (Project Jetstream)

Launch fiber hotzones in Austin

Q3'15 Launch hardware for businesses (Project Rainier)

\*Timing subject to change

# Thanks!

For questions get in touch with:  
Steve Rura / Adam Katz / Matt Jones / Kelli Hogan

**YOUR JOB AS A DESIGNER IS TO BRING CLARITY  
TO COMPLICATED PROBLEMS.**

**IF YOU AREN'T PRESENTING YOUR IDEA CLEARLY  
YOU AREN'T DOING YOUR JOB.**

**WHAT PROBLEM ARE YOU  
SOLVING AND WHY DOES THAT  
PROBLEM NEED SOLVING?**



**WHAT IS YOUR SOLUTION?**



**WHAT PROBLEM ARE YOU  
SOLVING AND WHY DOES THAT  
PROBLEM NEED SOLVING?**



**WHAT IS YOUR SOLUTION?**

**IT'S THAT SIMPLE.**

- **BE BRIEF AND TO-THE-POINT.**

- **BE BRIEF AND TO-THE-POINT.**
- **ENGAGE YOUR AUDIENCE.**

- **BE BRIEF AND TO-THE-POINT.**
- **ENGAGE YOUR AUDIENCE.**
- **BE SURE YOUR AUDIENCE UNDERSTANDS  
THE PROBLEM AND THE SOLUTION.**

- **BE BRIEF AND TO-THE-POINT.**
- **ENGAGE YOUR AUDIENCE.**
- **BE SURE YOUR AUDIENCE UNDERSTANDS  
THE PROBLEM AND THE SOLUTION.**
- **PRACTICE WITH YOUR FRIENDS AND FAMILY.**

**DON'T EVER: CONFUSE YOUR AUDIENCE.**

**DON'T EVER: CONFUSE YOUR AUDIENCE.**

**DON'T EVER: BORE YOUR AUDIENCE.**



**NEXT WEEK**

# **PANEL DISCUSSION**

# CAROLYN WITTE

Carolyn is a Team Lead at the Creative Lab, where she works with designers, writers, and technologists to develop, position, and grow new and existing products at Google. Her core speciality is developing a deep understanding of users' needs and applying these insights to product design, development and marketing communications. Prior to Creative Lab, she worked in brand marketing, focusing on Google's core consumer products — Search, Maps & Translate. She graduated from Cornell University in 2012 with a dual degree in Political Science and Technology Studies & Near Eastern Studies.

# JOSHUA LONG

Josh is leading design at Oscar Health where he works with a team of designers, product managers, and engineers to create products that push the healthcare experience forward. His team works on products that touch providers, patients, and internal tools for care management. Prior to Oscar Health, he worked on creating products for companies like SiriusXM, Nike, and Goldman Sachs. His experience spans in-house and agency, which allows him to have a broader perspective on the unique challenges designers face in both settings.

# KARIN SOUKUP

Karin is Communication Design Lead at IDEO New York. At IDEO, she is passionate about bringing her background in experience design, product development, branding and motion design together to create uniquely human services and stories from complex systems. She teaches design and design-thinking for her alma maters: Washington University in St. Louis and the School of Visual Arts in New York. Her MFA studies focused on the 'Designer- as-Entrepreneur,' during which she founded 11:11: a mobile app focusing on peer-to-peer psychosocial healthcare for the cancer community. Her work has been honored by AIGA, SPD, TDC, Graphis, Communication Arts, and Eye Magazine. An avid photographer, you can find Karin on Instagram as @designcurio.

## **ASSIGNMENTS**

**PICK ANY PRODUCT & PLOT OUT THE TUX MAP, IDENTIFY MISSING PIECES  
AND DESIGN (MUST DESIGN AT LEAST 2 PIECES).**

**HAVE ANY QUESTIONS FOR US?**

## Readings

THE WEB'S GRAIN – FRANK CHIMERO

WHAT SCREENS WANT – FRANK CHIMERO

MENTAL HEALTH IN STARTUPS – JAMES ROUTLEDGE

RISE OF THE PRODUCT MANAGING DESIGNER – ANDREW MERCANDO

THE PRODUCT DESIGN CANVAS – KEVIN FREAMON

AN INTERVIEW WITH ANDREW HOLT OF PIXELATE – KHOI VINH



**THANKS**

**But first, another 10-min critique:**

**Discuss a selection of the marketing website assignments**

<http://nmy2107.github.io/Mygraine/>

<https://passepartout.firebaseio.com/>

<http://thomas-yang.me/projects/hci-tmp/#team>

<http://mengjuew.wix.com/sunnysidenews>

<http://hanax.co/HCI-assignment/>