

# Red Hat User Experience UX Design Exchange Program

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Serena Chechile Doyle



@serenamarie125

# SERENA CHECHILE DOYLE

UX Strategist, Red Hat UXD

- Drive consistency and design throughout the management product portfolio
- Established the UX Design Exchange Program
- 30 year career in enterprise IT software, including both UI development and interaction design

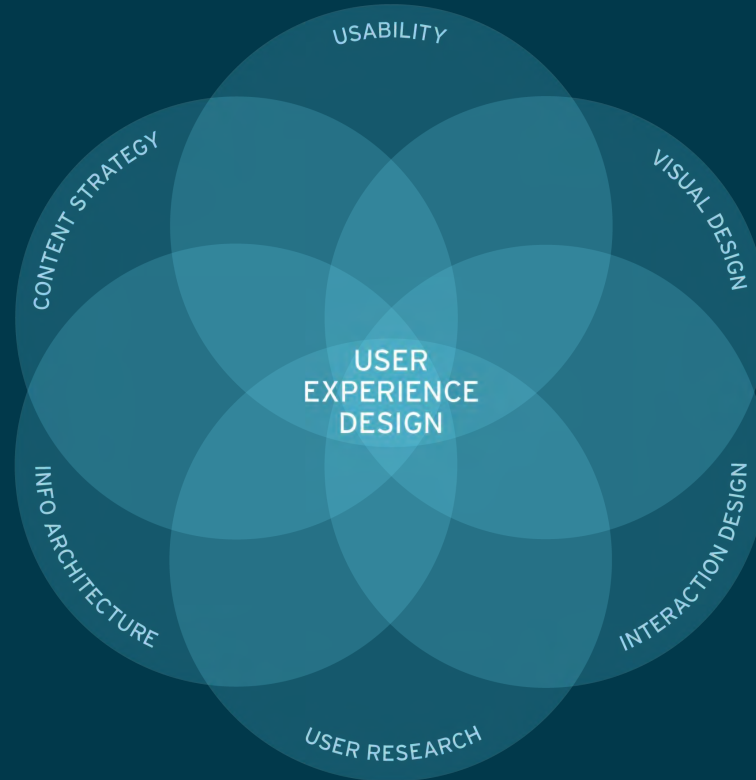
# RED HAT USER EXPERIENCE DESIGN

## Overview

- User Experience
- Evolution of Red Hat UXD
- Consistency
- Usability
- Problems & Solutions
- Customer Engagement



# USER EXPERIENCE DESIGN



UXD STORY:  
EVOLVING THE  
RED HAT UXD TEAM

# RED HAT UXD: 2012-2016

2012

7 TEAM MEMBERS

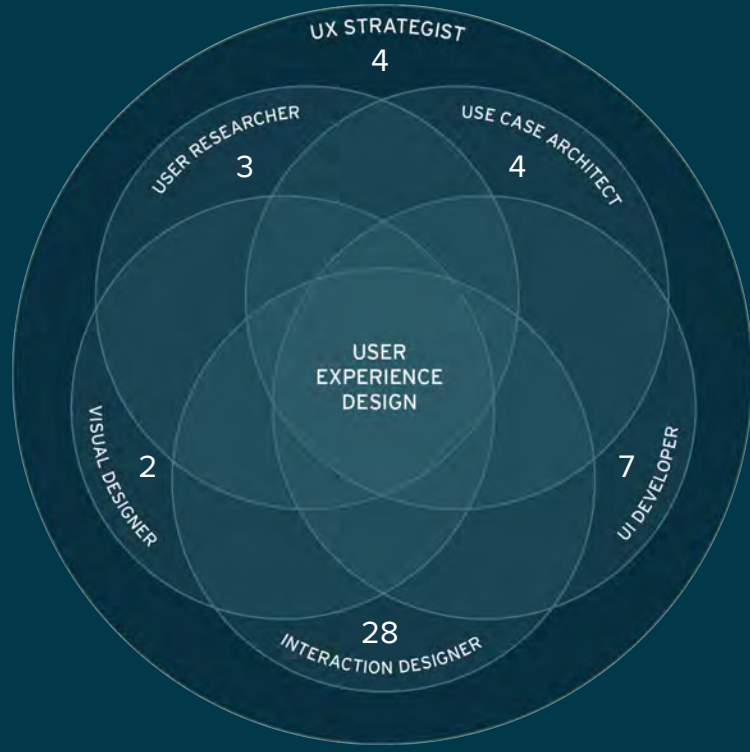
9 EFFORTS



2016

48 TEAM MEMBERS

26 EFFORTS



# CURRENT UX EFFORTS

## APPLICATION DEVELOPMENT EXPERIENCE

Catherine Robson

ALM  
Developer Tooling  
Developer Website  
JBoss (e.g. BxMS, EAP, xPaaS)  
OpenShift

## UNIFIED MANAGEMENT EXPERIENCE

Serena Doyle

Ansible                      Satellite  
CloudForms                Storage  
OpenStack  
RHV

## PATTERNFLY

Leslie Hinson

Code Assets  
Community Outreach  
Design Patterns  
Visual Design Assets

## PLATFORM EXPERIENCE

Mary Clarke

Cockpit  
IdM  
OpenSCAP  
RHEL

## END TO END EXPERIENCE

Jeremy Perry

Customer Portal  
Partner Experience  
Solution Deployment Framework  
Subscription Experience

## ADDITIONAL EFFORTS

Bundled Products (e.g. QCI)  
Container Catalog  
Containers  
UX Design Exchange Program

# ACTIVITIES & DELIVERABLES\*

	DISCOVERY PHASE	DESIGN PHASE	DEVELOPMENT PHASE
RESEARCH	<ul style="list-style-type: none"><li>• Contextual interviews</li><li>• Gathering feedback</li><li>• Hands-on walk-thrus</li><li>• UX indexes</li></ul>	<ul style="list-style-type: none"><li>• Concept reviews</li><li>• Usability studies</li><li>• Walk-thrus with wireframes</li><li>• Workflows</li></ul>	<ul style="list-style-type: none"><li>• Ease-of-use ratings</li><li>• Pass/fail tests</li><li>• Sentiment analysis</li><li>• Usability studies</li></ul>
DESIGN & DEVELOPMENT	<ul style="list-style-type: none"><li>• Conceptual designs</li><li>• Expert reviews</li><li>• Personas</li><li>• Use cases</li></ul>	<ul style="list-style-type: none"><li>• High-fidelity mockups</li><li>• PatternFly design patterns</li><li>• Prototypes</li><li>• Visual design assets</li><li>• Wireframes</li></ul>	<ul style="list-style-type: none"><li>• PatternFly code</li><li>• POCs</li><li>• Product front end code</li><li>• Prototypes</li></ul>

\*Designers choose the appropriate subset of activities for a given project

UXD STORY:

# STRIVING FOR CONSISTENCY ACROSS PRODUCTS

# CONSISTENT DIRECTION AND VISION

- Make it easier to install, configure, and/or get started
- Make it faster to diagnose and resolve issues in production
- Make experiences consistent for faster cross-product adoption

# DESIGN STRATEGY

- Simple & clean
- Responsive design
- Focus on 80/20 rule
- Hide complexity
- Shared design patterns
- Shared visual identity

# PATTERNFLY: A BASIS FOR UI CONSISTENCY



PATTERN  
LIBRARY



STYLES



CODE

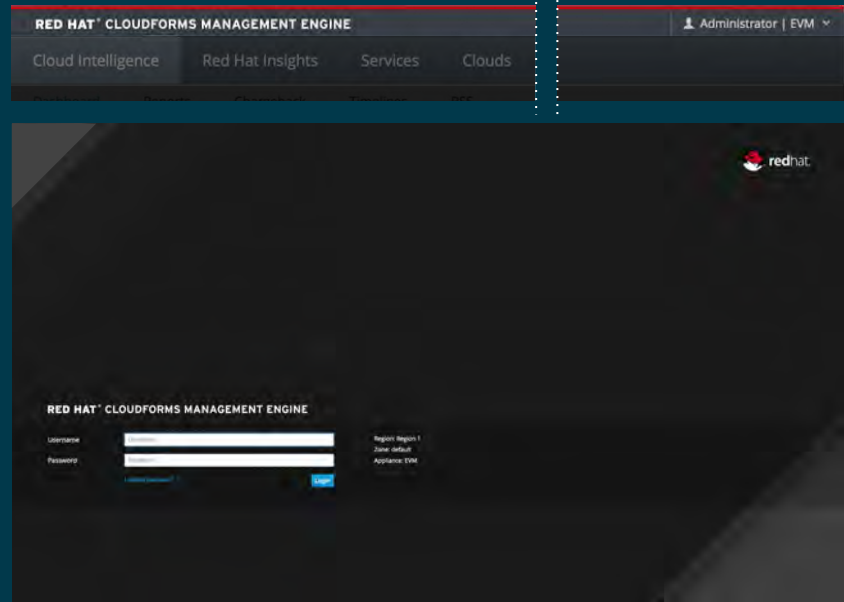


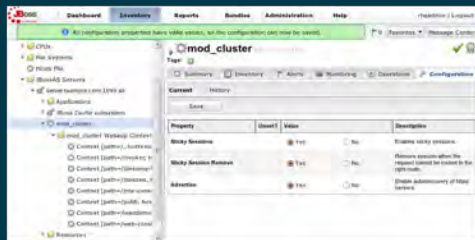
COMMUNITY

# AN EXAMPLE OF CODE, PATTERN & STYLE

RCUE is an instance of PatternFly used with Red Hat products:

- Sparks awareness of the importance of consistency
- Reinforces a unified brand across products
- Sets an impactful & achievable internal goal

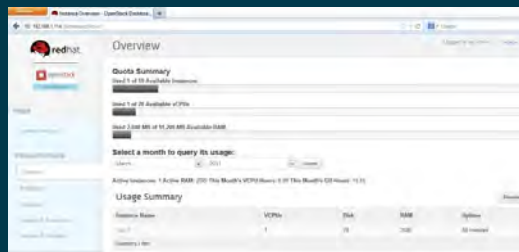




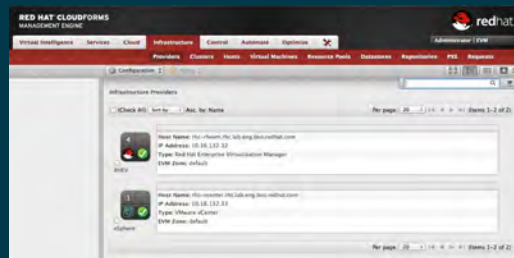
Fuse



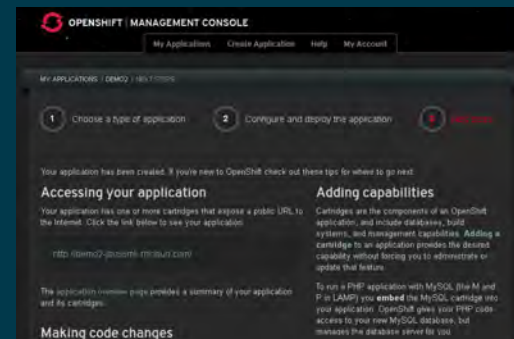
Satellite



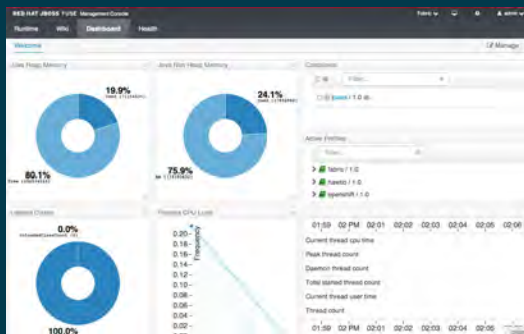
OpenStack



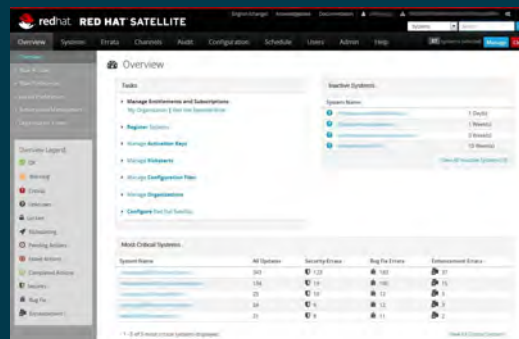
CloudForms



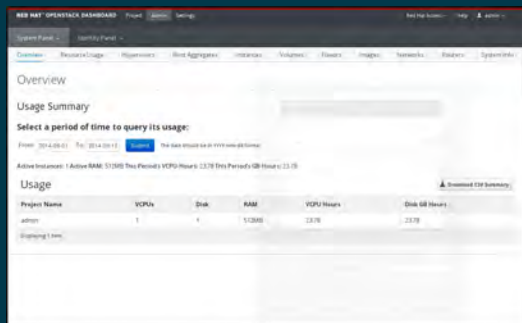
OpenShift



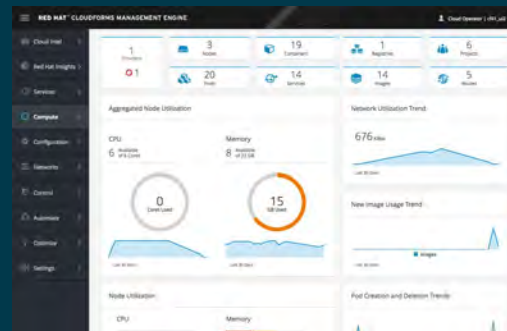
Fuse



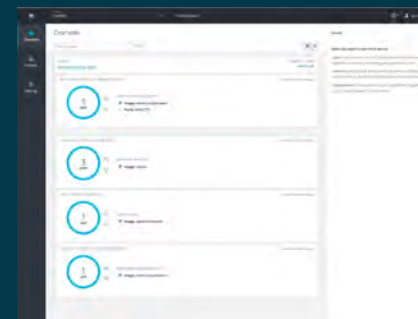
Satellite



OpenStack



CloudForms

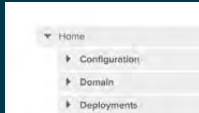


OpenShift

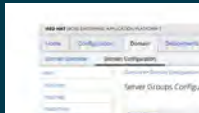
UXD STORY:  
**IMPROVING  
PRODUCT USABILITY**

# EAP: USER RESEARCH & IMPROVEMENTS

UI NAVIGATION  
SURVEY



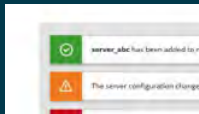
INTERACTIVE  
USABILITY TEST



CARD  
SORTING



NOTIFICATION  
TEST



DEPLOYING  
AN APP



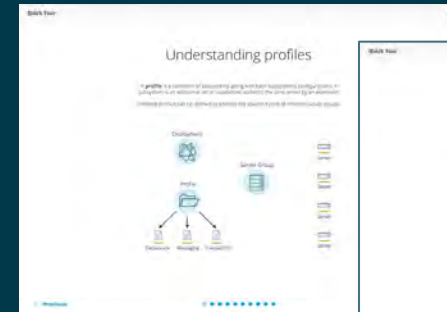
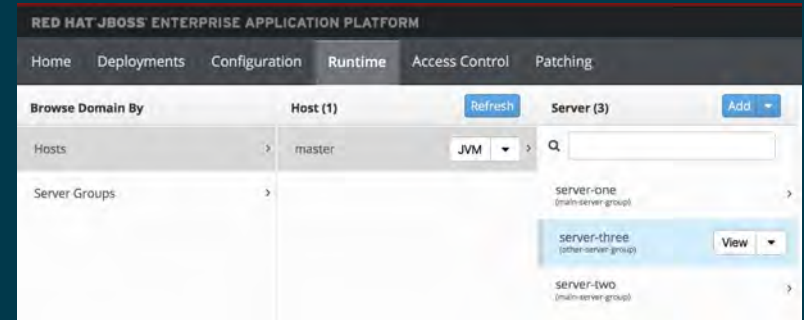
## NAVIGATION

Easier to work with:

- Hosts
- Servers
- Applications

## QUICK TOURS

Onboard new EAP users with product-specific concepts



# ALM: USER RESEARCH & CONCEPTS

INTERVIEWED  
USERS



WORKFLOW

Ideating proposed workflows addressing discovered themes

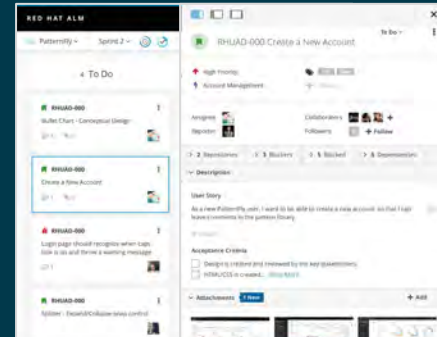


CLUSTERED  
FINDINGS INTO  
THEMES

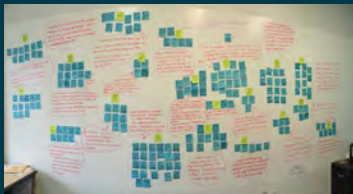


DESIGN CONCEPTS

Wireframing ideas for desktop, tablet, phone user interfaces



RESTATED  
THEMES IN  
USER'S VOICE



UXD STORY

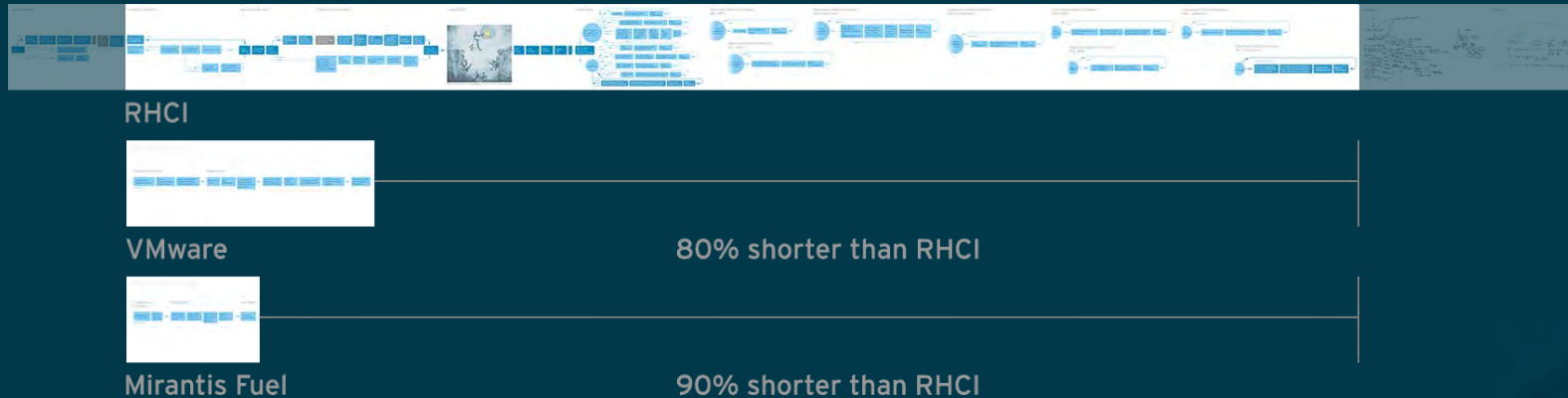
# EXPOSING SYSTEMIC PROBLEMS & FINDING SOLUTIONS

# RHCI: END-TO-END EXPERIENCE SCROLL

Documented/exposed our customer's path to demo RHCI including problems with:

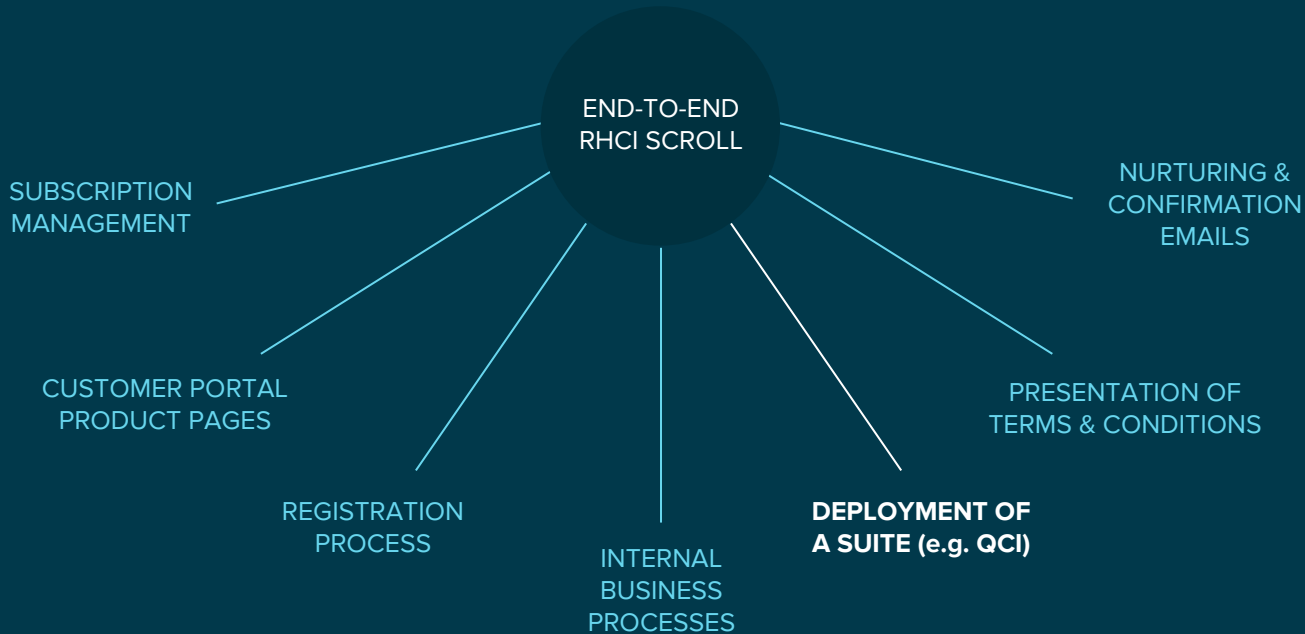
- Registering for an account
- Finding & downloading bits and docs
- Installation

Compared RHCI experience to competitor products:



# RHCI: SCROLL IMPACT

Widespread effects that will ultimately benefit our customers



# QCI: DEPLOYMENT OF A SUITE



UXD STORY

# ENGAGING CUSTOMERS WITH PRODUCT DESIGN

# UX DESIGN EXCHANGE PROGRAM

## About

Exchange ideas regularly with a set of Red Hat customers to shape current & future products.

This lets the customer:

- Share their successes & challenges
- Teach us about their day-to-day reality
- Work with us as design partners
- Feel heard



# UX DESIGN EXCHANGE PROGRAM

What is it?

This program enables Red Hat customers to regularly engage with user experience designers and exchange ideas to help shape current and future products

# UX DESIGN EXCHANGE PROGRAM

How does it benefit customers?

The program helps customers to:

- Establish direct communication to regularly convey pain points
- Provide insight on how real product/users work and what their goals are
- Validate use cases and requirements for future product features
- Guide product direction by evaluating early conceptual user interface designs and workflows
- Influence product releases through participation in usability testing and product usage surveys

# UX DESIGN EXCHANGE PROGRAM

How does it benefit UX and Red Hat?

The program helps the UX team to:

- Understand successes and challenges customers face
- Learn about our customer's and individual user's reality
  - what their goals are
  - what make their work satisfying
  - how they work
  - who they work with
- Work with our customers as design partners

# UX DESIGN EXCHANGE PROGRAM

## Methods

We draw from a toolbox of techniques to understand our customers and their interaction with our products.

UXD interacts with individual users



- Interviews
- Observation
- Usability testing
- Collaborative design

UXD interacts with multiple users at a customer site



- Discuss use cases
- Validate requirements
- Prioritize product needs
- Collaborative design

UXD interacts with many users from many customer sites



- Surveys
- Moderator-less usability tests

# UX DESIGN EXCHANGE PROGRAM

UXD work to date has identified the information that we'd like to gather from customers.



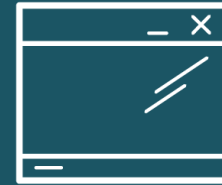
## Persona Refinement

- Identify modifications to existing personas
- Contribute to library used by all projects



## Validation of requirements

- What's missing?
- What are the priorities?

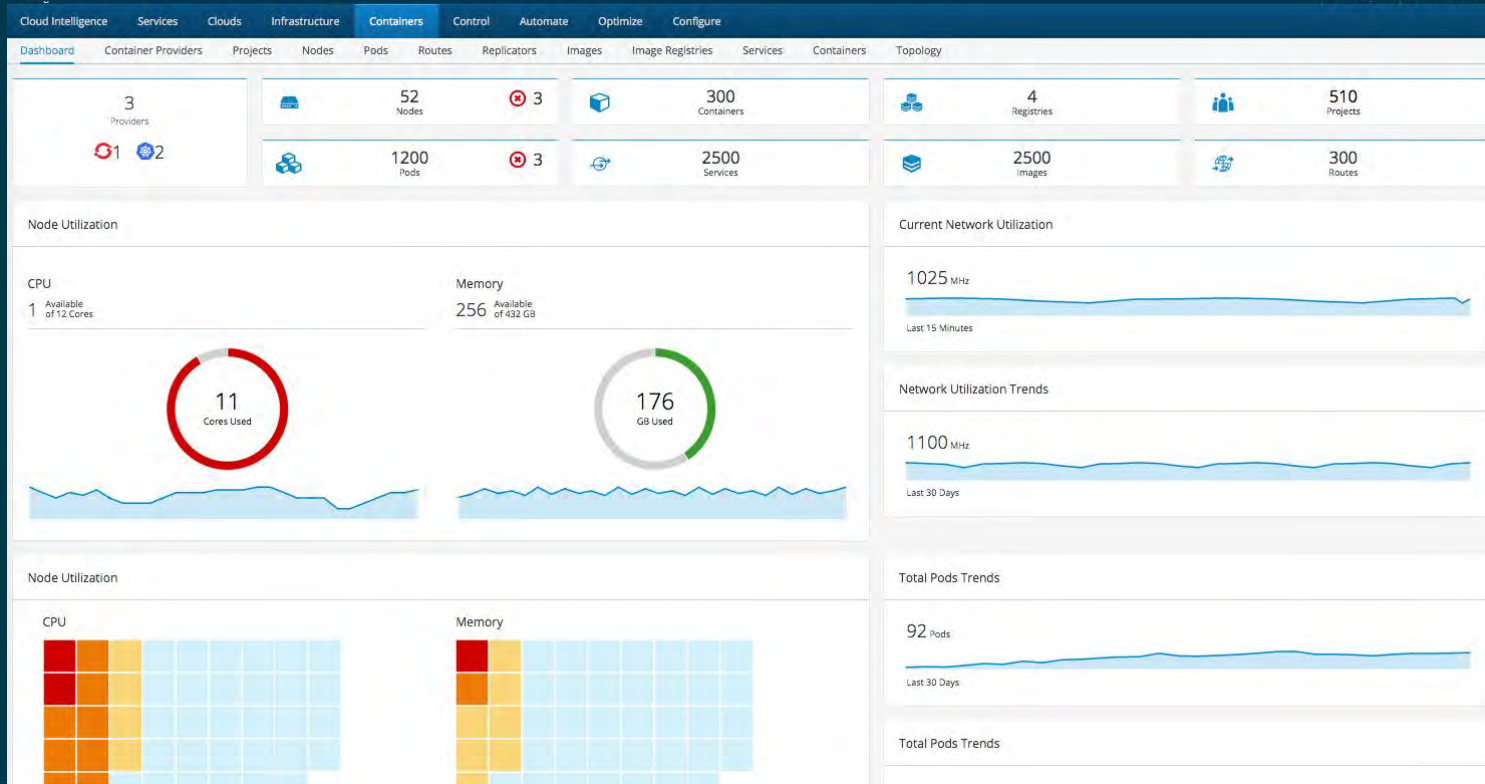


## UI Concept/Product Evaluation

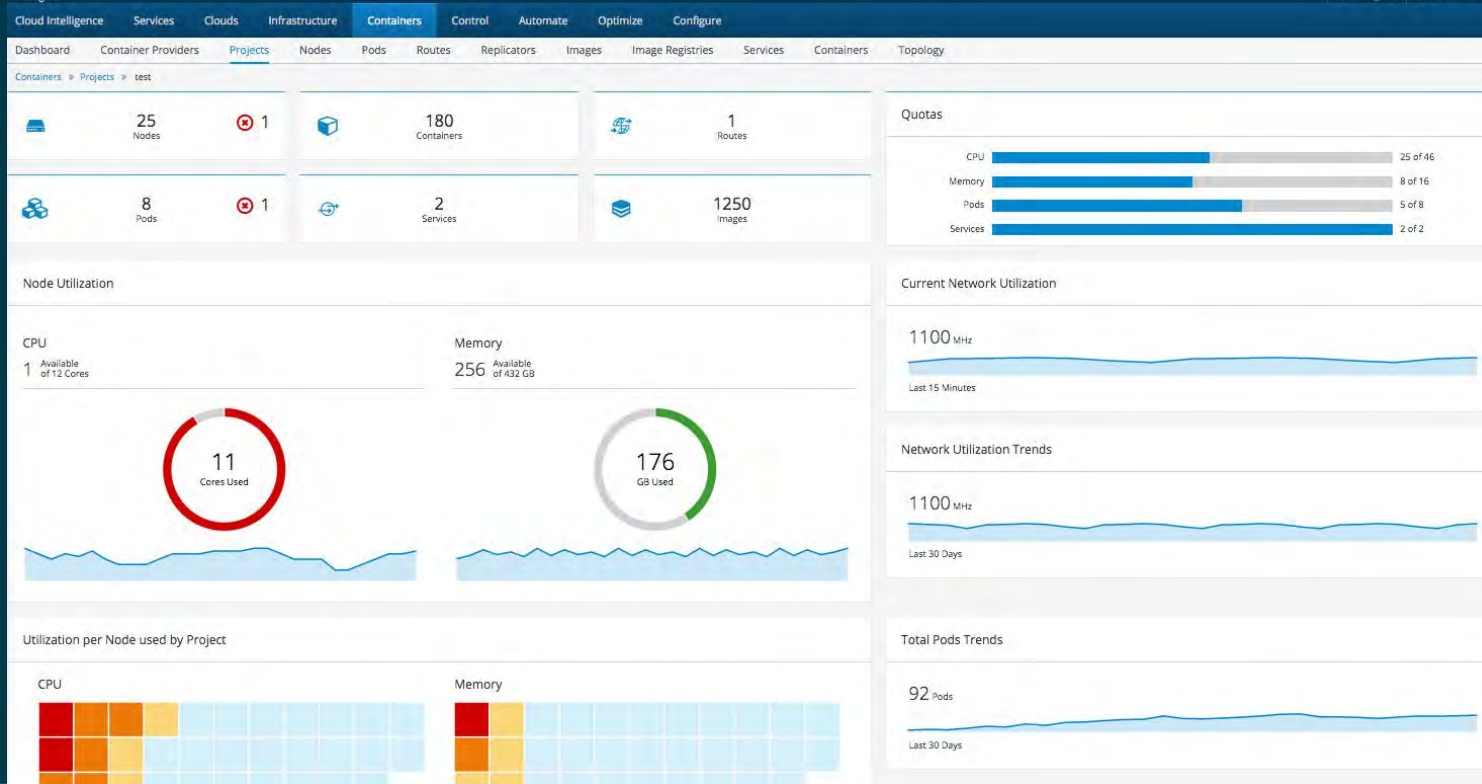
- Evaluate designs before they are built
- Prototype evaluation
- Early access programs

AREAS OF FEEDBACK:  
**FALL 2015 - SPRING 2016**

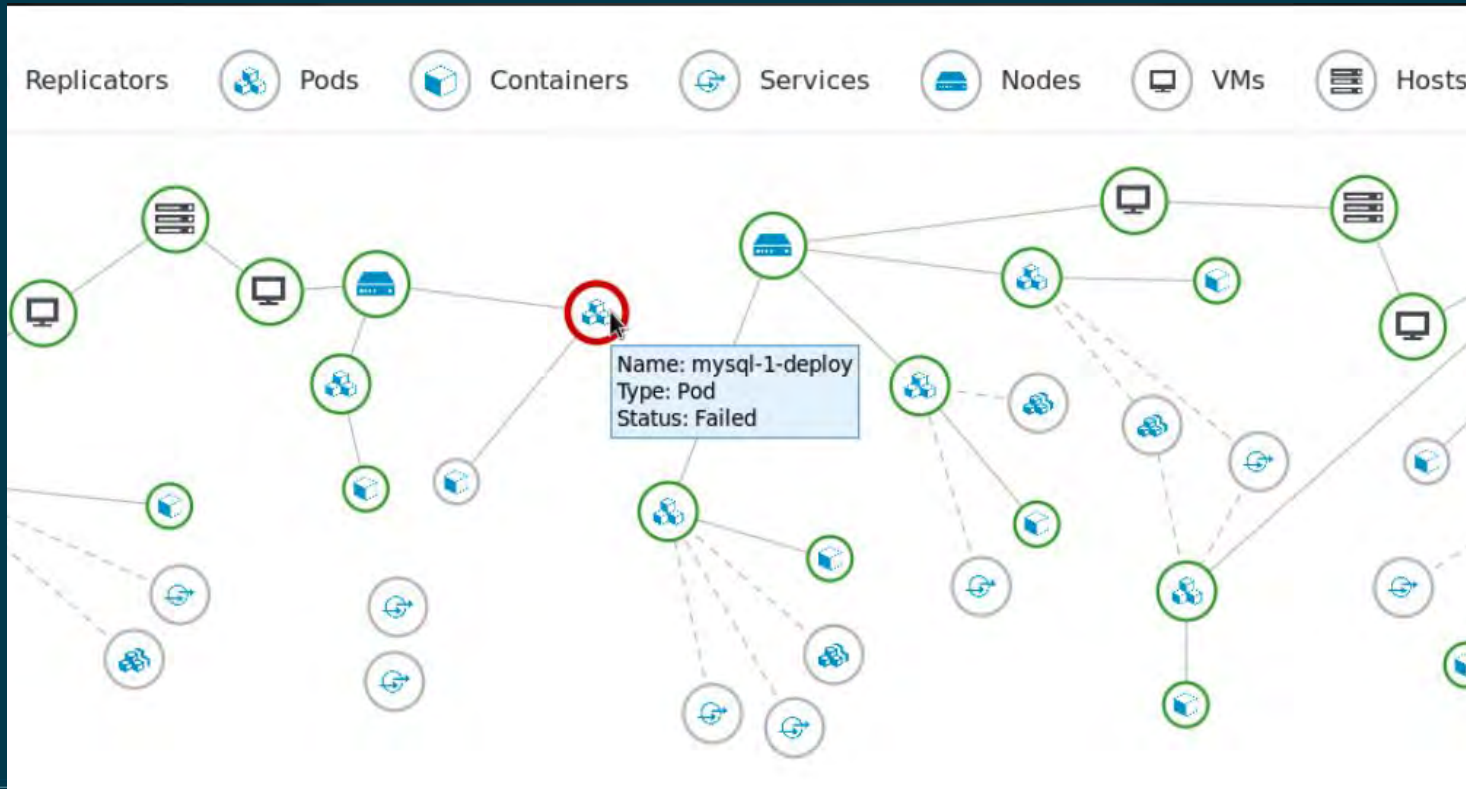
# CLOUDFORMS - CONTAINERS OVERVIEW



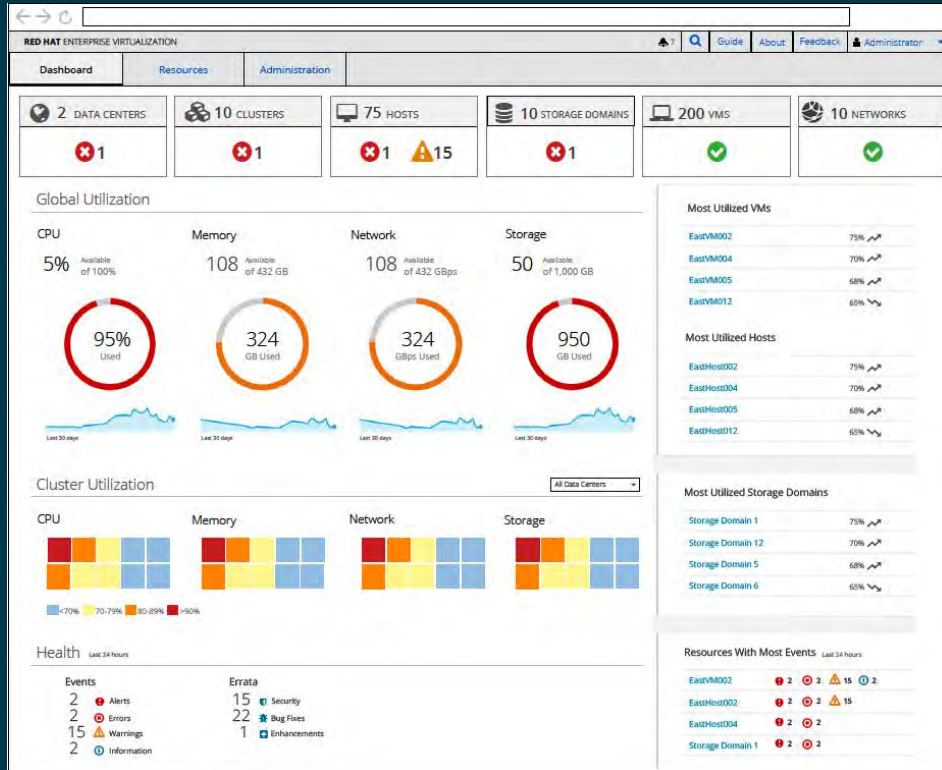
# CLOUDFORMS - PROJECT LEVEL DASHBOARD



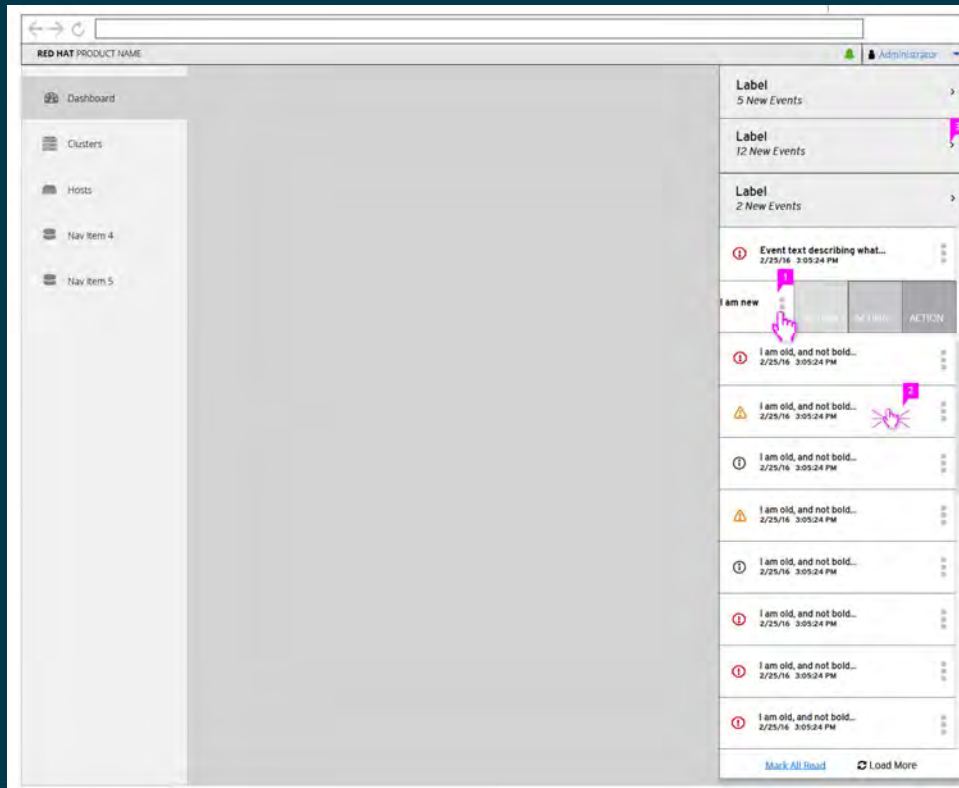
# CLOUDFORMS - CONTAINERS TOPOLOGY



# RHEV - GLOBAL DASHBOARD



# PATTERNFLY - NOTIFICATIONS DRAWER



# PATTERNFLY - VERTICAL NAVIGATION

The screenshot displays the Patternfly Enterprise Application interface. On the left is a dark sidebar with vertical navigation. The main content area features a dashboard with various metrics, charts, and tables.

**Navigation Menu:**

- Dashboard
- Clusters
- Hosts
- Storage**
- Admin

**Storage Section (Left Sidebar):**

- File
  - Volumes: 1 error, 3 warning
  - Bricks: 3 error, 12 warning
  - Quotas: 3
  - Logical Volumes: 1 error, 10 warning
- Object
  - Pools: 10
  - OSDs: 1 error, 3 warning
- Block
  - RBDs: 2 error, 14 warning
  - Quotas: 0
  - Snapshots: 3 error, 9 warning
  - Storage Profiles: 7

**Dashboard Metrics (Top Row):**

- 0 Ipsum (Green)
- 20 Amet (4 error, 1 warning)
- 9 Adipiscing (Green)
- 12 Lorem (1 error)

**Dashboard Metrics (Second Row):**

- 0 Ipsum (Green)
- 20 Amet (4 error)
- 9 Adipiscing (Green)
- 12 Lorem (1 error)

**Top Utilized Clusters:**

Cluster	Usage
RHOS6-Controller	190.0 of 200.0 GB Used
CFMEQE-Cluster	100.0 of 200.0 GB Used
RHOS-Undercloud	140.0 of 200.0 GB Used
RHEL6-Controller	153.0 of 200.0 GB Used

**Quotas:**

- CPU: 115 of 460 MHz
- Memory: 8 of 16 GB
- Pods: 5 of 8 Total
- Services: 2 of 2 Total

**Utilization (Last 30 days):**

- CPU
- Memory
- Network

AREAS OF FEEDBACK WE ARE LOOKING FOR:  
**IN THE COMING MONTHS**

# CLOUDFORMS - SELF SERVICE

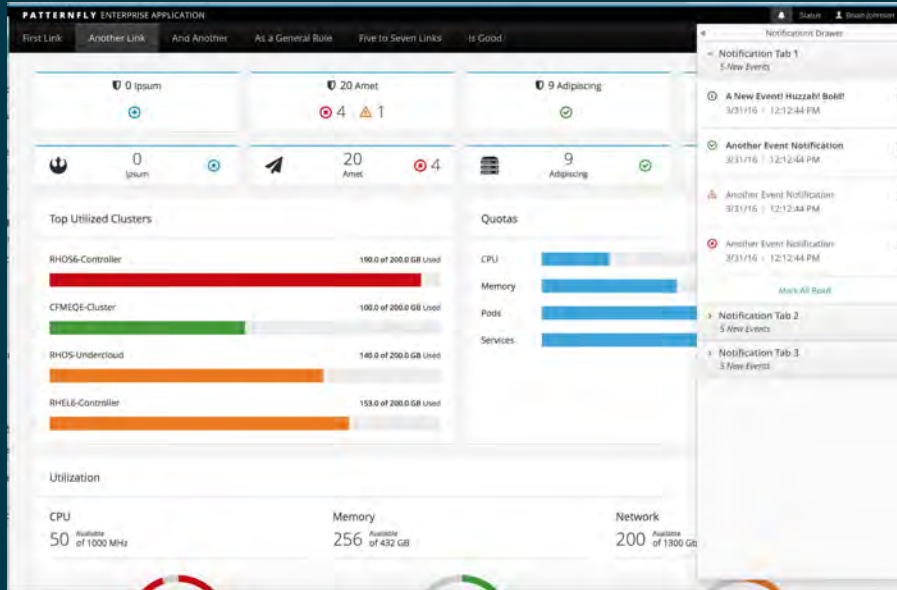
TO GIVE FEEDBACK ON :

- SHOPPING CART FLOW
- DETAILS OF VMs TO BE SHOWN AT THE SERVICE LEVEL
- SERVICE DESIGNER CONCEPTS AND FLOWS



# CLOUDFORMS - NOTIFICATION DRAWER

TO GIVE FEEDBACK ON THE NOTIFICATION DRAWER CONCEPT



# CLOUDFORMS - ALERTS

LOOKING TO GET FEEDBACK ON FORWARD LOOKING DESIGN  
CONCEPTS Re: Alerts

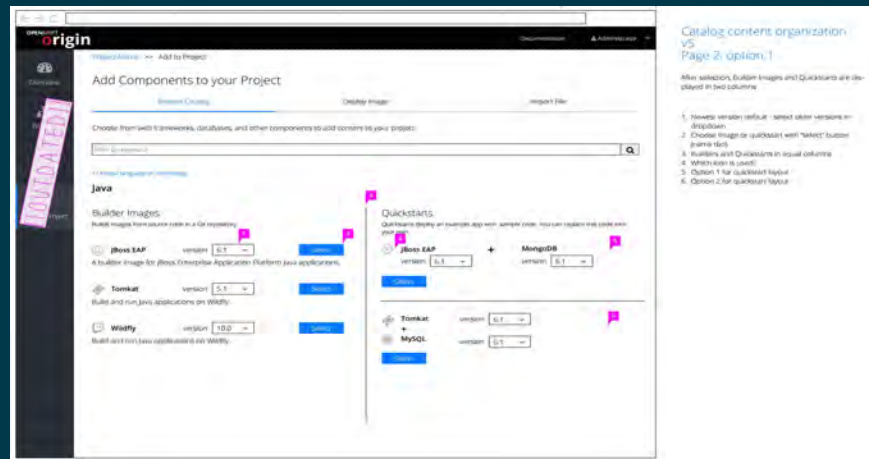
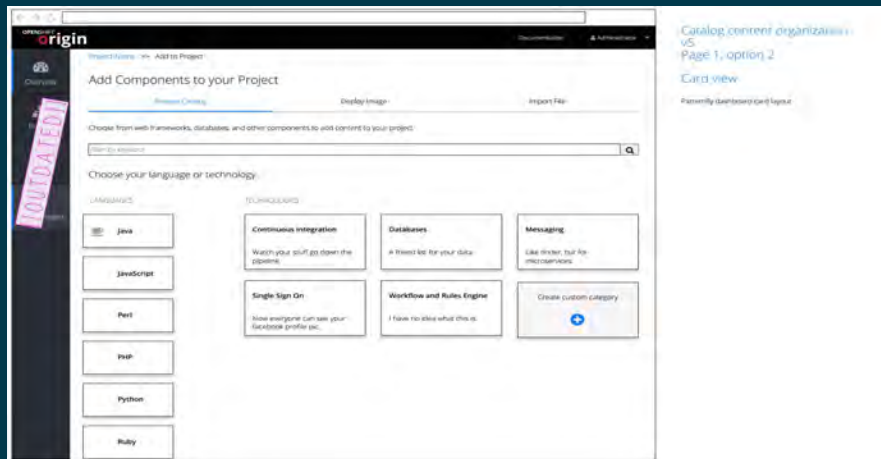
The screenshot shows the 'Alerts Center' interface in the 'Operations UI'. The page title is 'Alerts Center > Group By Status'. The left sidebar contains navigation options: Cloud Intel, Red Hat Insights, Services, Compute, Configuration, Networks, Control, Automate, Optimize, Alerts Center (selected), and Settings. The main content area shows '12 Results' grouped by status. The 'Production (3)' group contains cards for Provider F (15 errors, 15 warnings, 15 info), Provider J (14 errors, 15 warnings, 15 info), and Provider H (14 errors, 15 warnings, 15 info). The 'Staging (8)' group contains cards for Provider G (12 errors, 15 warnings, 15 info), Provider E (8 errors, 15 warnings, 15 info), Provider I (8 errors, 15 warnings, 15 info), Provider I (8 errors, 15 warnings, 15 info), Provider L (6 errors, 15 warnings, 15 info), Provider M (5 errors, 15 warnings, 15 info), Provider M (0 errors, 15 warnings, 15 info), and Provider M (0 errors, 15 warnings, 15 info). The 'QA (4)' group contains cards for Provider A (0 errors, 15 warnings, 15 info), Provider B (0 errors, 15 warnings, 15 info), Provider C (0 errors, 15 warnings, 15 info), and Provider C (0 errors, 15 warnings, 15 info). A tooltip is visible over the Provider L card, showing a table of error alerts:

Object-ID	Issue-Name	Time
Object01	Issue-test-abc-def	2016-09-21 22:18:13
Object01	Issue-test-abc-def	2016-09-21 22:18:13
Object01	Issue-test-abc-def	2016-09-21 22:18:13
Object01	Issue-test-abc-def	2016-09-21 22:18:13
Object01	Issue-test-abc-def	2016-09-21 22:18:13

The screenshot shows the 'Alerts Center' interface in the 'Operations UI'. The page title is 'Alerts Center > Alerts'. The left sidebar is the same as in the previous screenshot. The main content area shows '5 Results' filtered by 'Name: Provider L' and 'Severity: Error'. The results are a list of alerts with columns for Object-Name, Text-Of-The-Issue-Etc-want-this-to-be-long-text, and Time. The selected alert is: Object-Name: Text-Of-The-Issue-Etc-want-this-to-be-long-text, Time: 2016-09-21 hh:mm:ss 00h 02m 03s. A tooltip is visible over the selected alert, showing a list of actions: Action1, Action2, Acknowledge, Assign, and Comment.

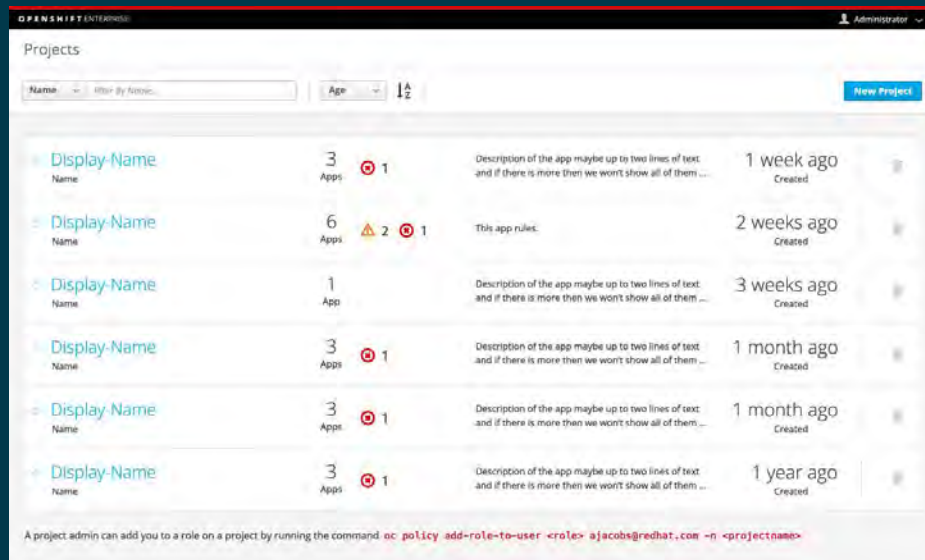
# OPENSIFT

## LOOKING TO GET FEEDBACK ON FORWARD LOOKING CATALOG CONCEPTS



# OPENSIFT

## LOOKING TO GET FEEDBACK ON FORWARD LOOKING CONCEPTS OF A PROJECTS LIST PAGE



# SATELLITE

LOOKING TO PERFORM CONTEXTUAL INQUIRY WITH SATELLITE USERS, TO GATHER FEEDBACK ON

- Patching
- Create Hosts

# AND MORE

- ALM
- Ansible
- BXMS
- Containers
- Developer Experience
- Red Hat Portal
- RHEL
- ... and more

# Thank you

Serena Chechile Doyle

[sdoyle@redhat.com](mailto:sdoyle@redhat.com)



[@serenamarie125](https://twitter.com/serenamarie125)