

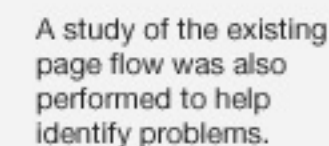
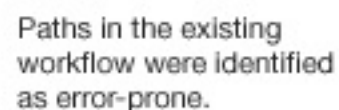




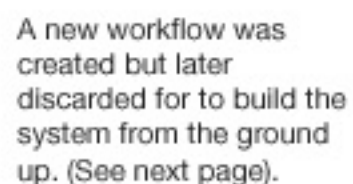
PROCESS

Jonathan Fong

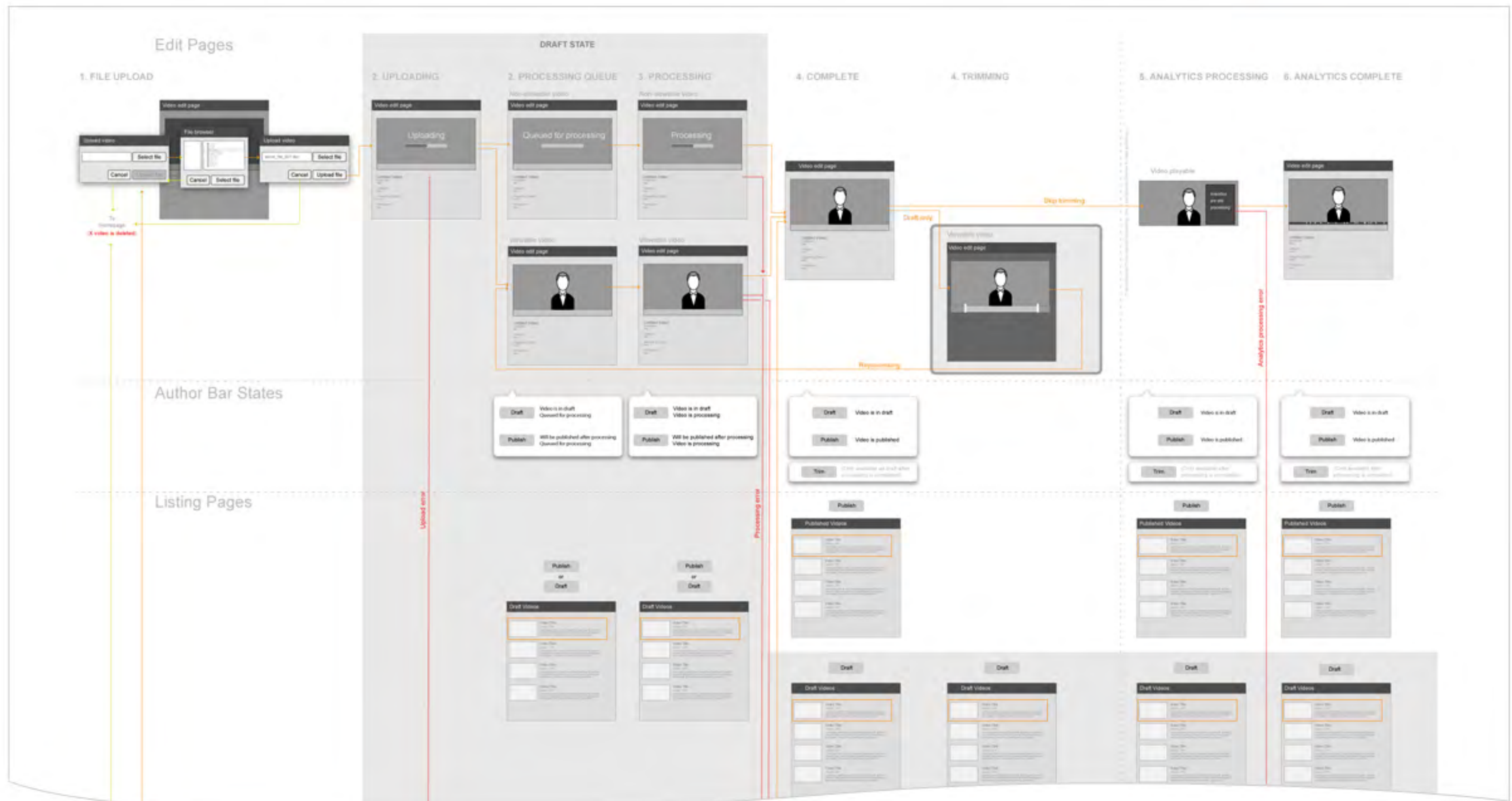
Show and Share, a video sharing and publishing solution, needed an overhaul of its tedious video upload and publishing workflow. The way the early system was built put several impactful constraints on how videos were saved, published, and edited. An approval process for each published video made the process even more cumbersome. Sketches and flow charts were made to describe the old process and illustrate where the broken workflows existed.



UNLOADING PROPOSED WORKFLOW



The flow chart below was made to fully flush out the different states and pages that an author would go through in uploading and publishing a video. Error states and dialogue windows were included as well as the different actions that a user could select while in those concurrent states. The chart also kept track of the video's status on other pages in the portal. Ultimately this aided the development team getting the full picture of the uploading, processing, and publishing workflow.



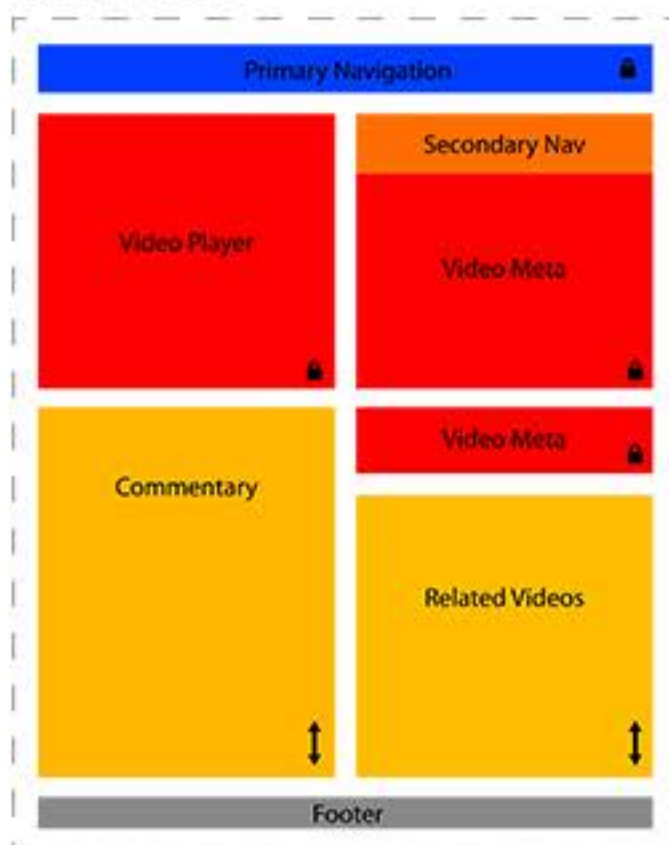
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Show and Share Design Refresh

The 3 year-old video portal, Show and Share, reflected a familiar YouTube-like layout, but restricted the sizes of the video as well as the main content. A re-design was necessary not only to refresh the skin of the portal but to also re-think the UI to accommodate larger, high resolution video as well as additional space for features and content.

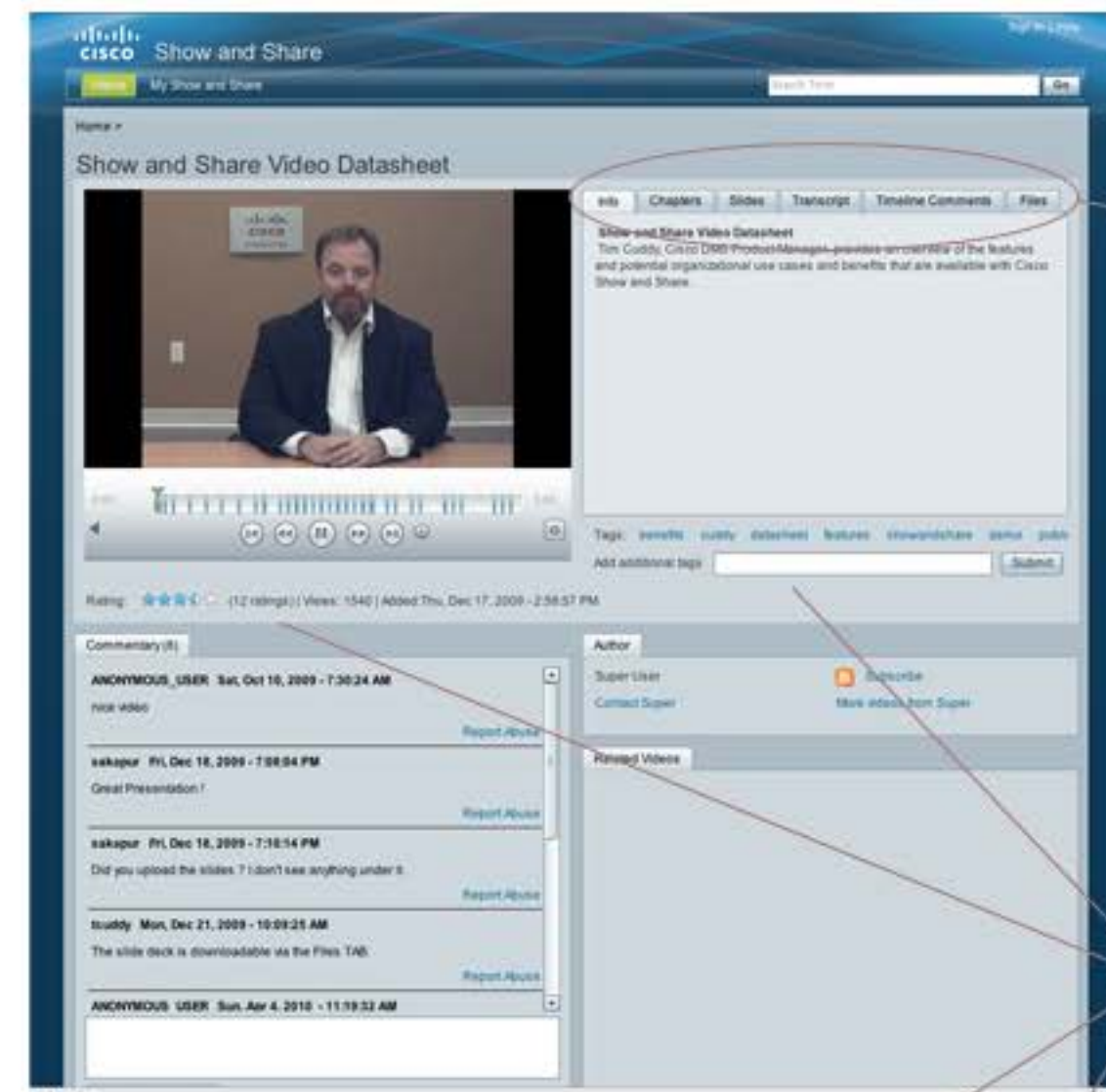
A study was done on the video player page's layout and its limitations and a new proposal was made to address and fix the problems of varying content size. The new layout allowed for larger video, multiple video feeds, extra space for a large amount of content as well as more feature sections. The new layout also grouped features differently to condense them more intuitively which ultimately took up less space.

Quadrant layout



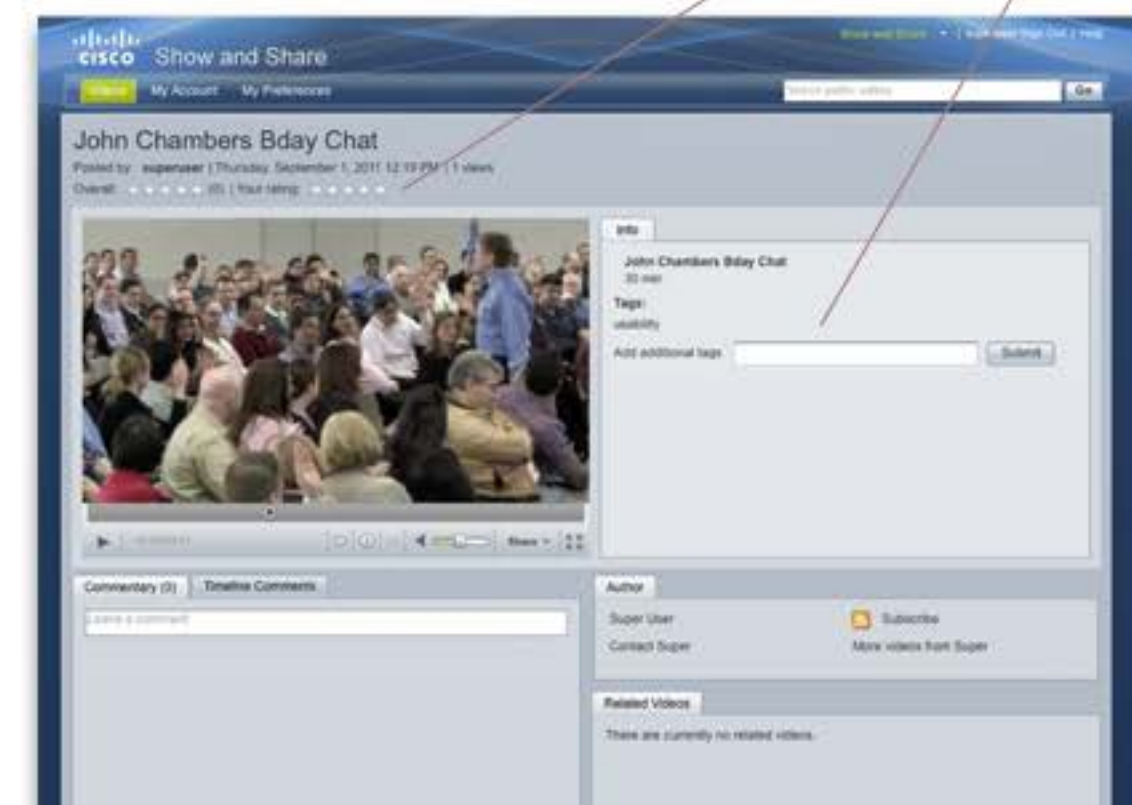
Layout Analysis

The video player page was based off of a tried and true quadrant layout but there was a need for larger video as well as more meta data. The feature set was expanding and a new layout needed to accommodate a variety of different sizes of secondary content.



Crowding of growing set of features in small quadrant next to video.

Incremental layout changes were made to better align relevant content closer to the video.

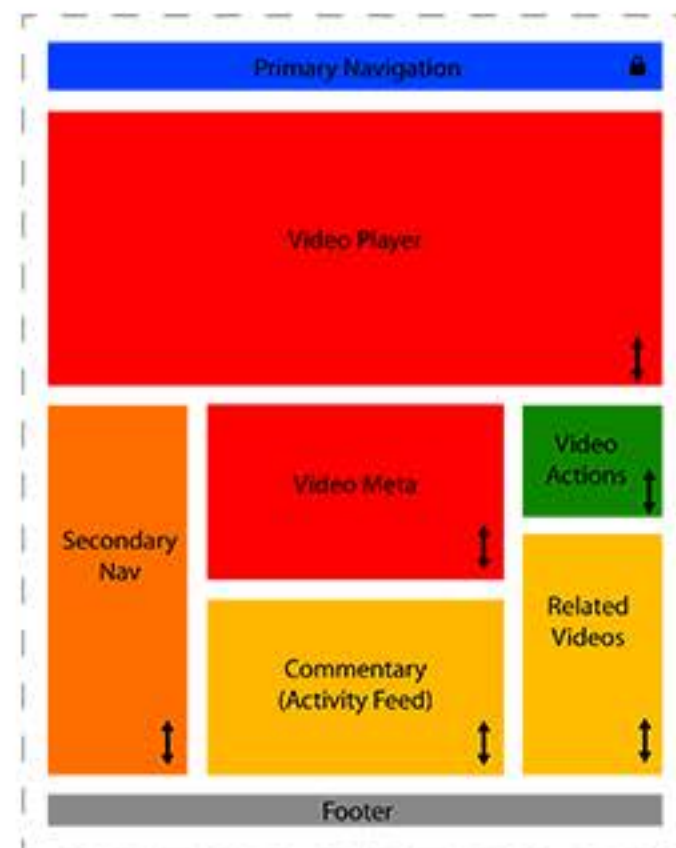


Show and Share Design Innovation

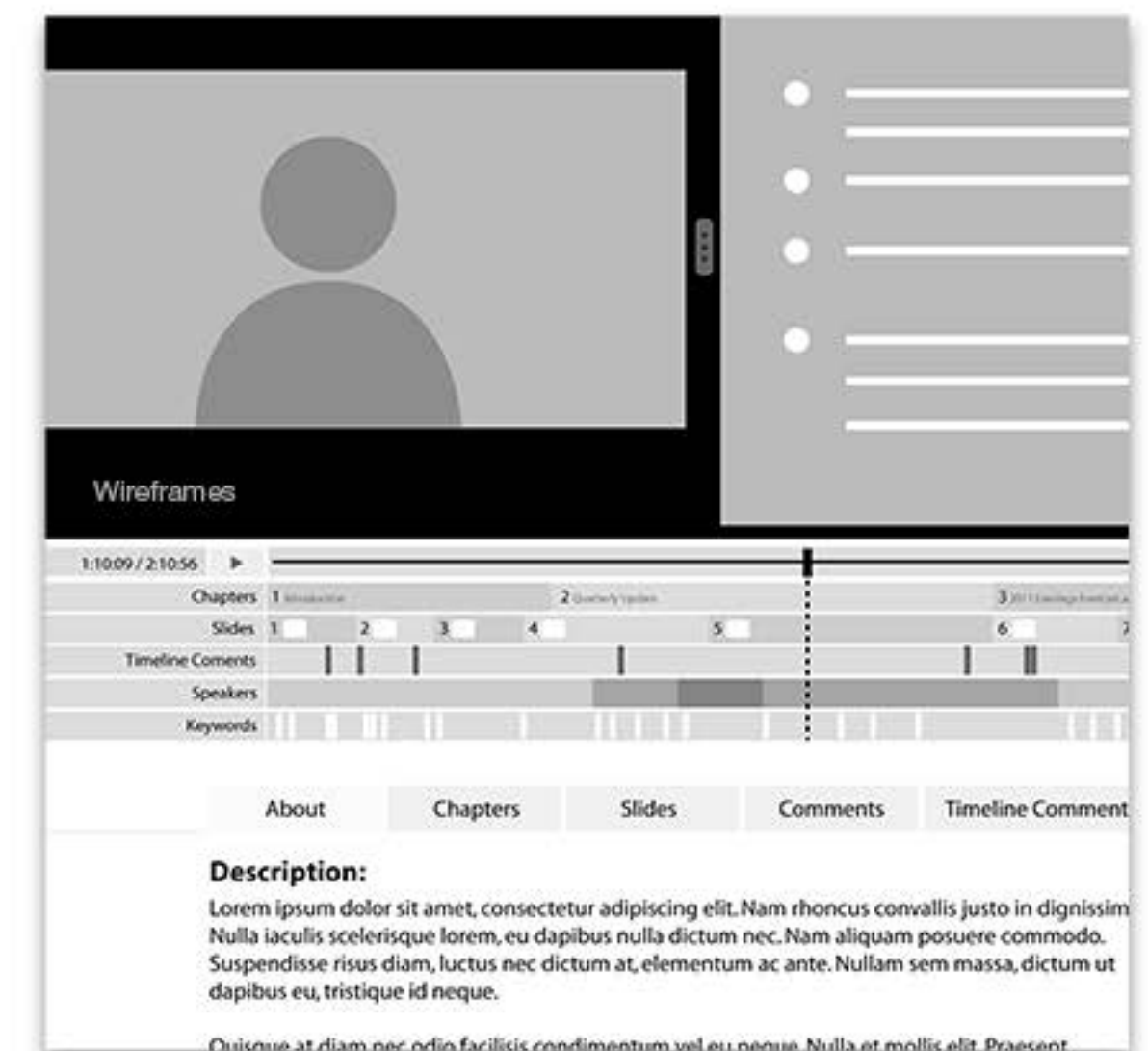
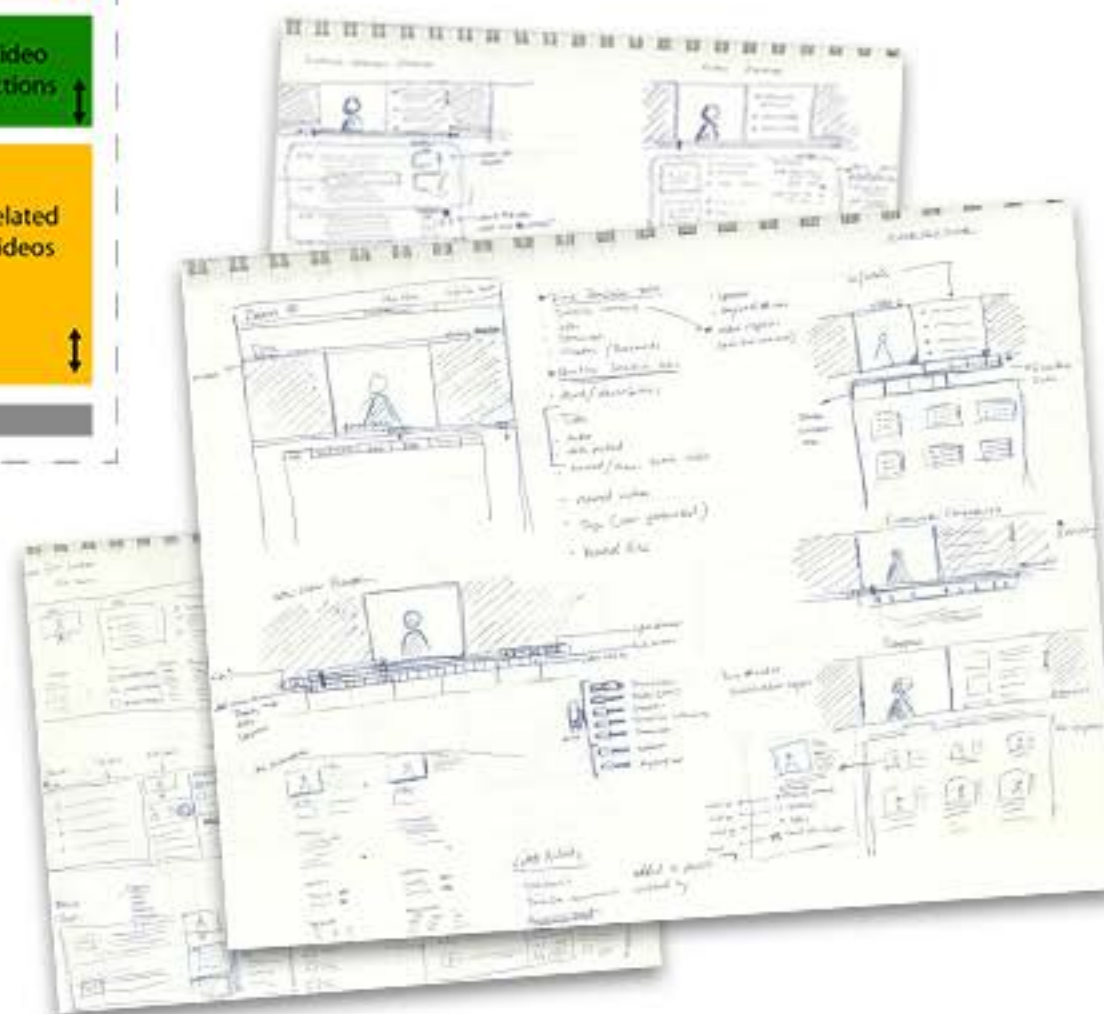
Multiple studies and wireframes were explored to nail down the new design of the video portal. Amongst the items of consideration were features such as multiple video feeds, slide synchronization, primary and secondary navigation, and how a user can easily hide/expose the options he needs both when authoring a video and when viewing a video.

UX design covered topics such as how to handle a private video and share it to additional people after being published to a private space, how “channels” handled videos and/or settings, how a viewer would navigate a video via speaker identification and keyword recognition, how the user could edit a video, how the system would handle a prerecorded video versus a live broadcast, and more. These use cases all were all considered in how the video player page was laid out as well as how outlying pages and the overall system handled these features while keeping video primary yet customizable.

New layout



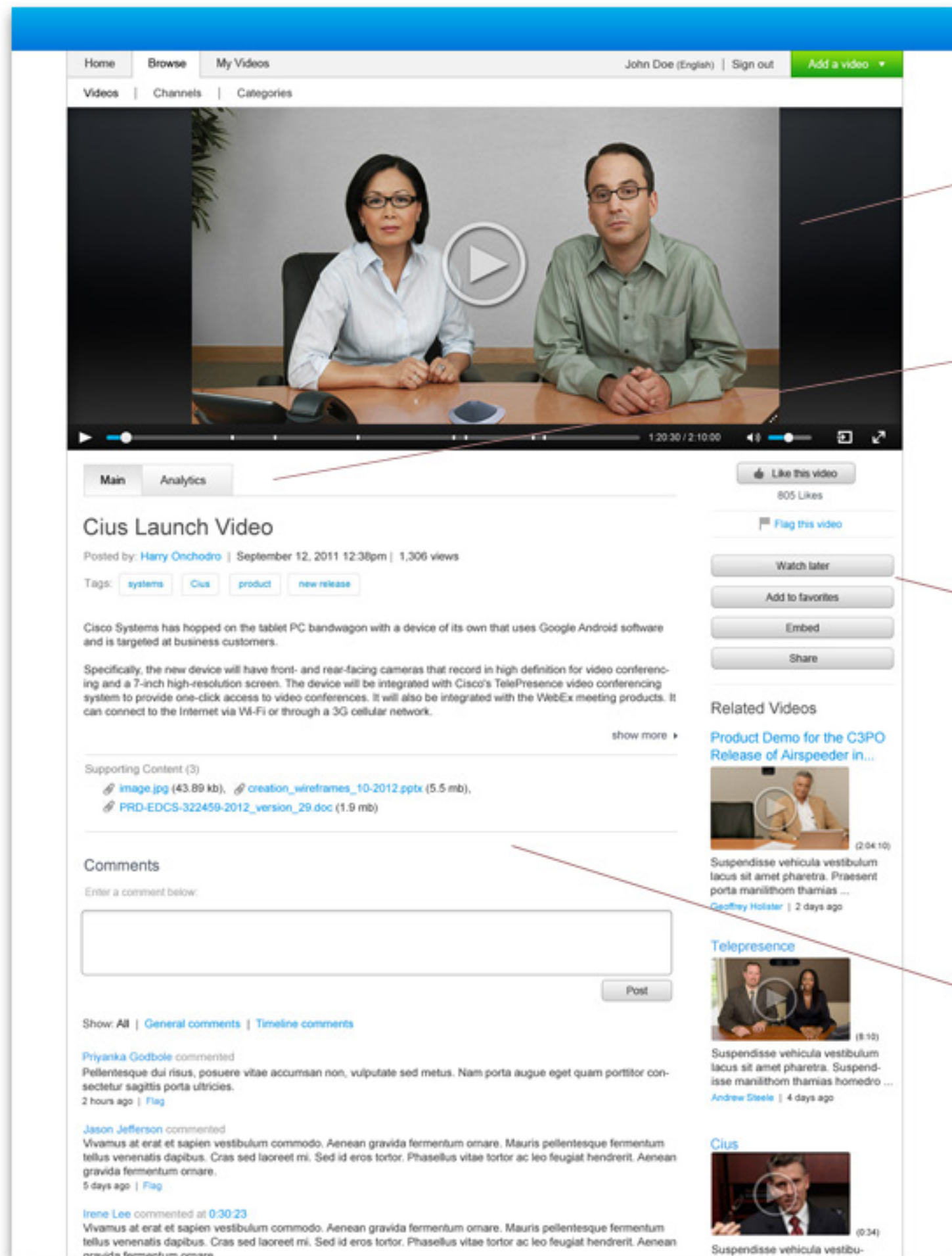
The new video player page allowed for large HD video, as well as main varying content sizes (which had to accommodate video analytics as well as typical meta data) whereas before, the sections were largely locked down into set quadrants.





Show and Share Design Refresh

Once the framework was determined, effort was focused on defining visual design, tweaking components, and defining supporting workflows.



Large re-sizable video "stage" allowed for larger video and multiple video feeds.

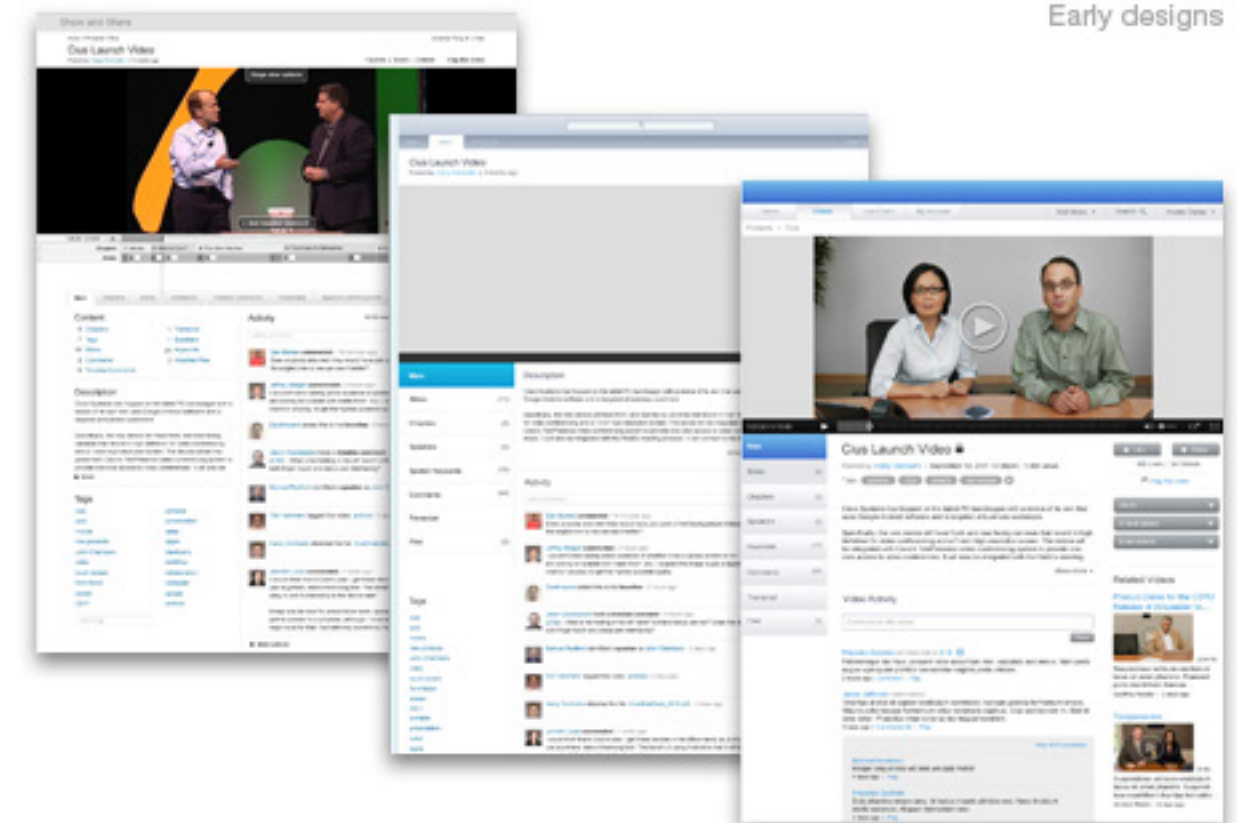
Tabs used to house additional features surrounding the video.

Secondary video actions left off of video player to keep the player modular and widgetizable.

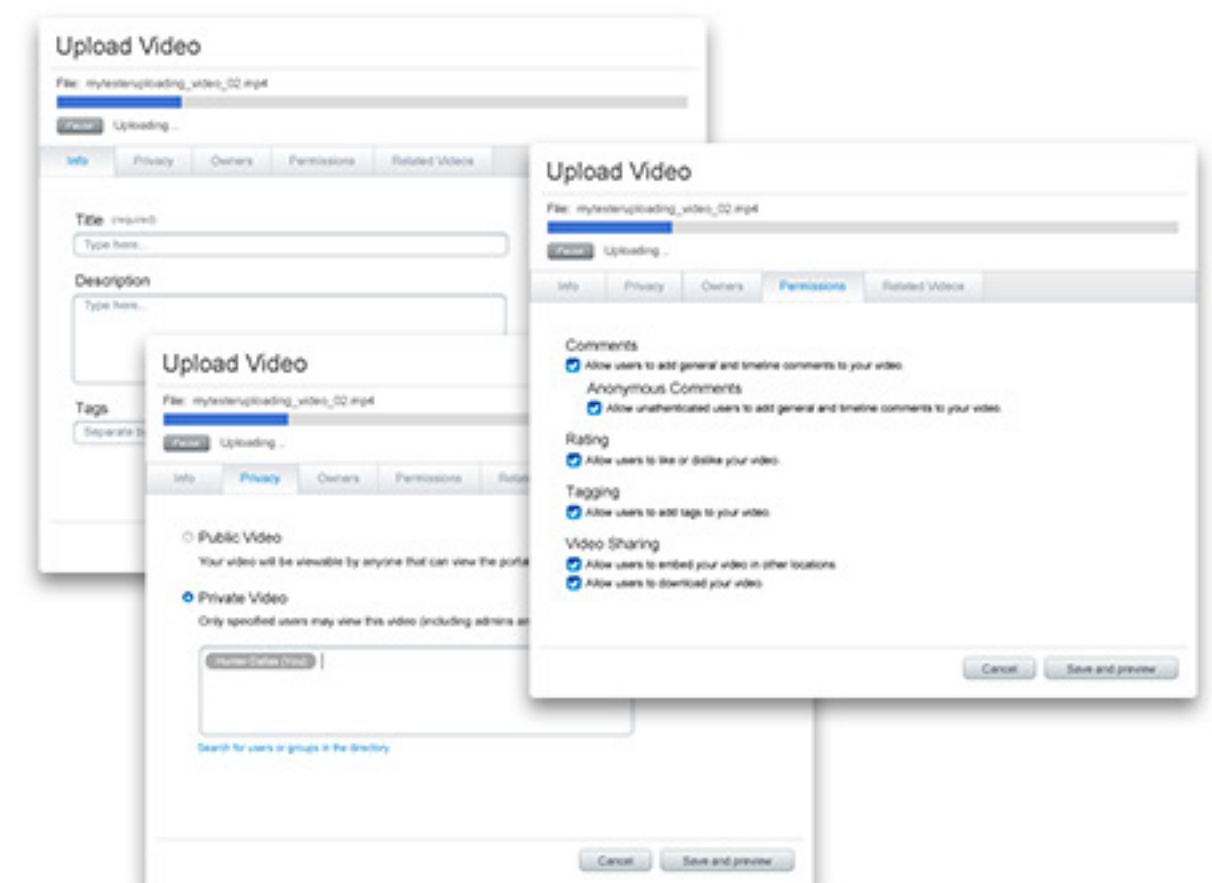
Meta data, attachments, and comments collapsed into a single section to save space.

New layout and design

Early designs



The uploading process outlined earlier also underwent a design refresh. This opened up an opportunity to explore different UI options to make the process easier and faster for users to quickly get through without going through tedious features.



Show and Share Design Refresh

Supporting content pages for the video portal were also pages that needed UX attention. In order to fill customer demand, the site had to fit a number of customer needs as well as leave room for customization which, wasn't defined as a first-release priority, but nevertheless, had to be considered as an easy feature to add on in the near future.

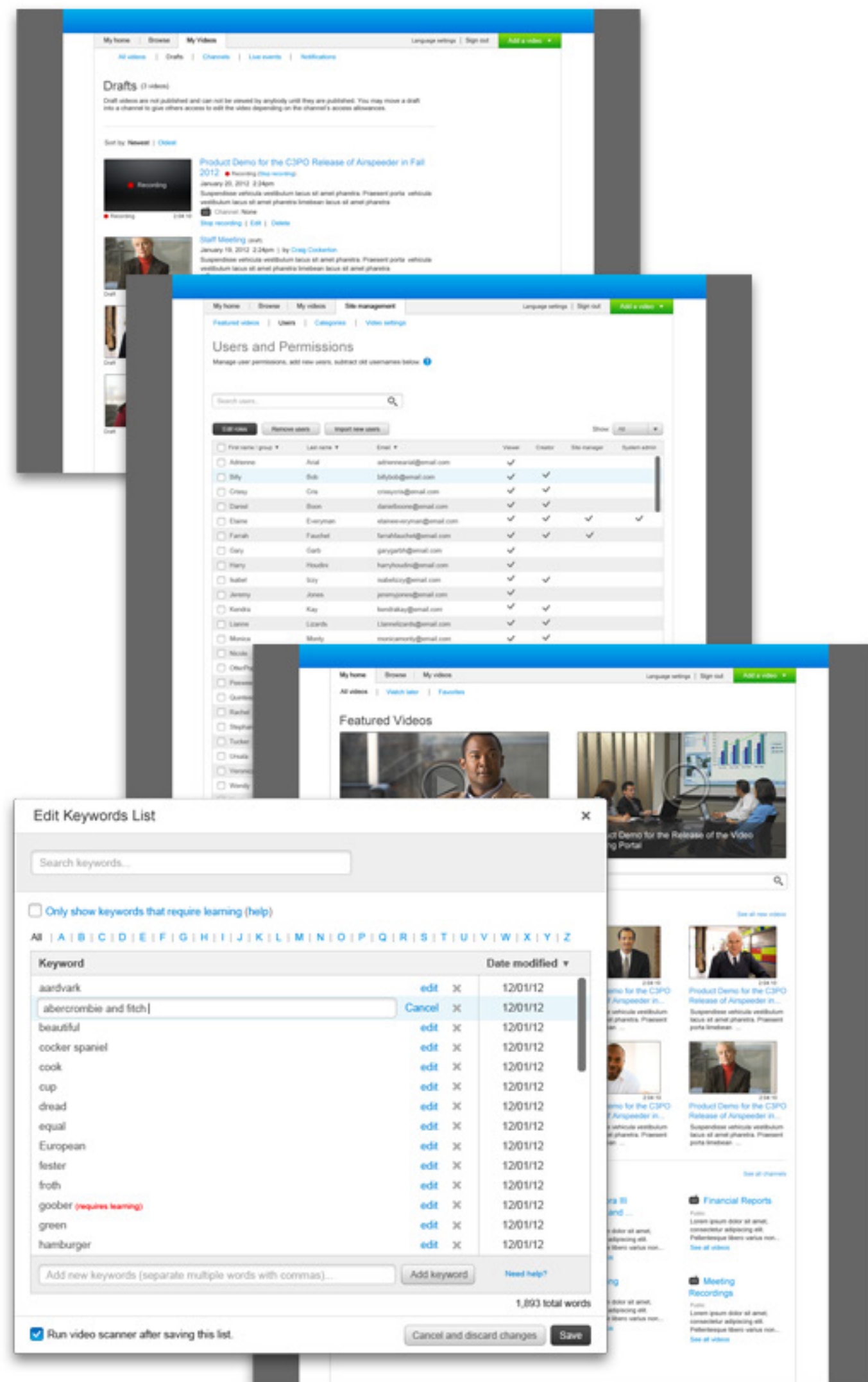
Amongst the supporting content that needed to be defined was a speaker recognition and navigation, an embeddable video player (fully featured and limited), live event broadcasting, personal video content page(s), home page, administrative pages, etc.



The embeddable player underwent considerations such as the environment that the player would be embedded in, the kind of functionality that would be appropriate in different cases, and also, the kind of customizability one could apply to the player in different use cases. And lastly, the question of accessibility (for disabled users) had to also be kept top of mind.



From listings pages to heavier administrative interfaces (such as managing speech-to-text libraries and automation) the screens on the right depict pieces of the greater UI of the portal refresh.



Workflow specification documents were created to assist development in understanding main and supporting workflows for different components in the interface. Auto-complete, tagging, tool tips, file uploads, and button usage are some examples shown below.

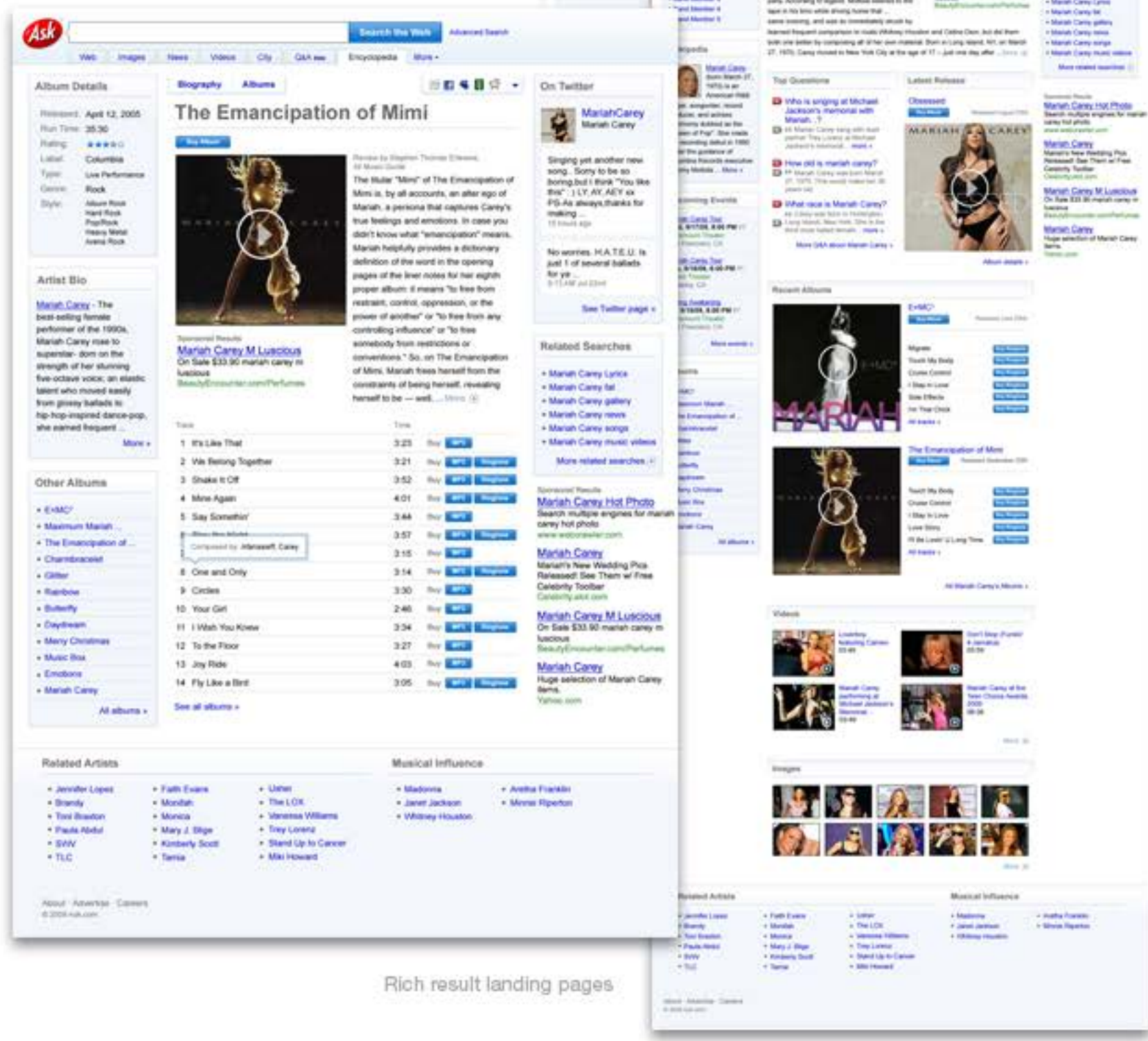
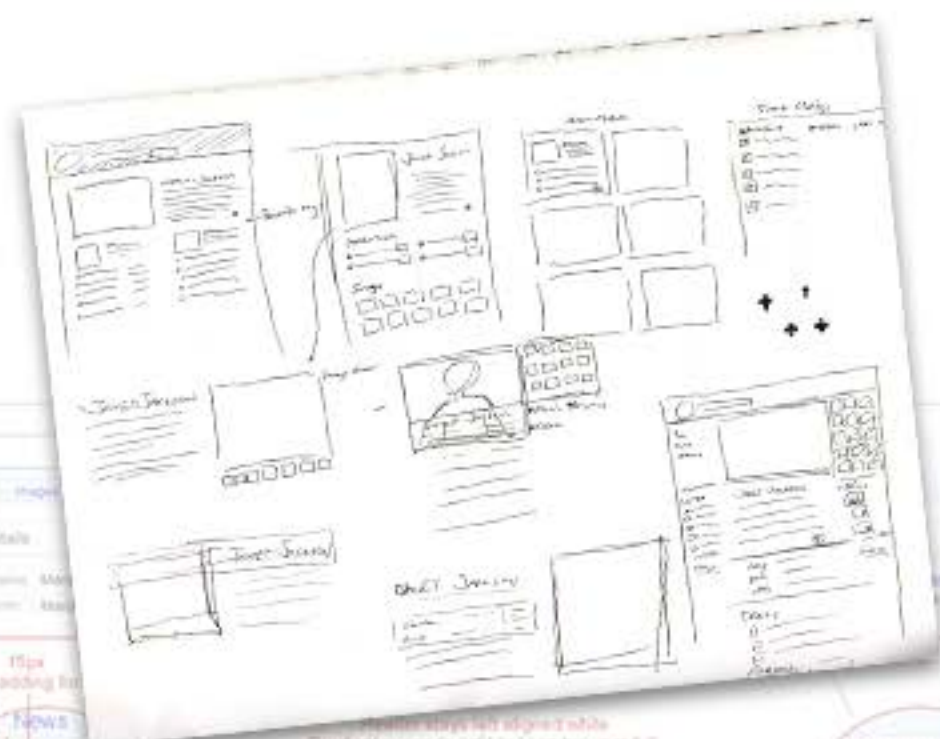
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Ask Music

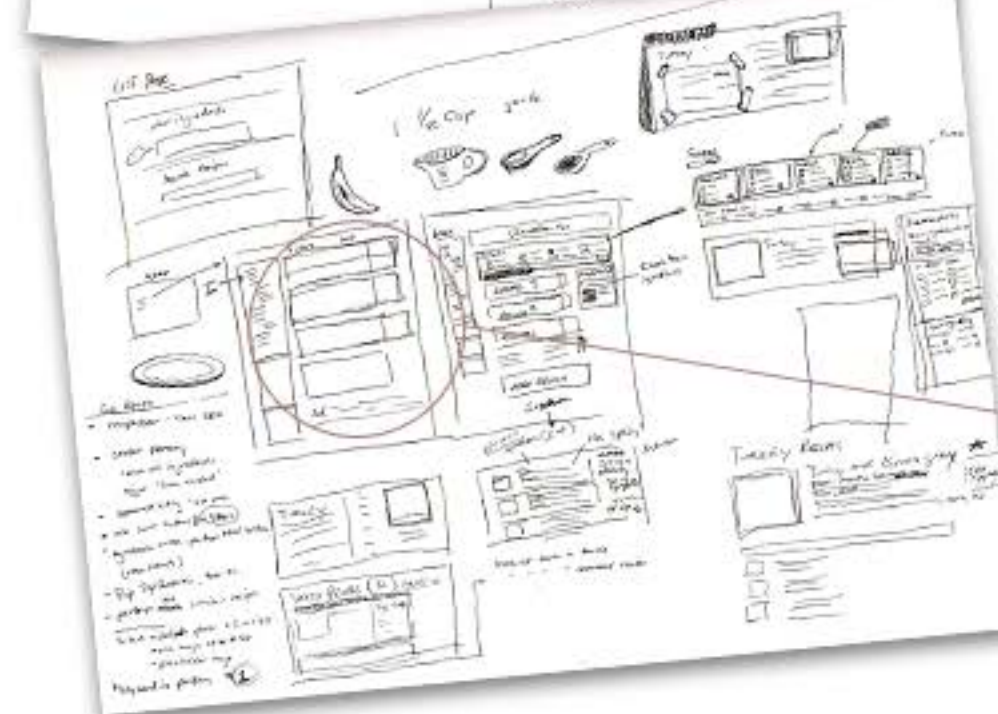
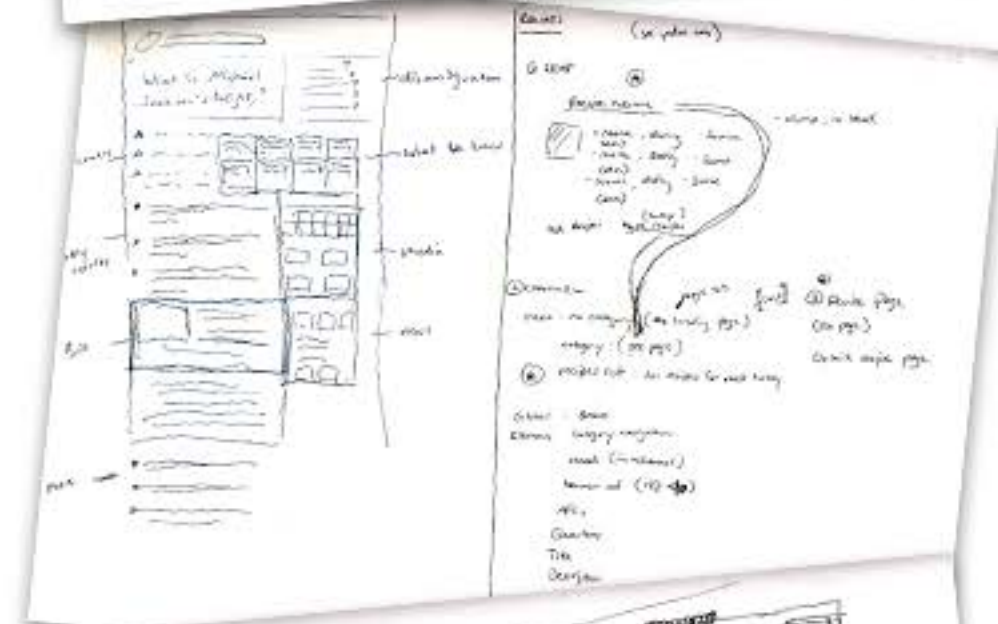
Some of Ask.com's usage came largely from reference material. Musical artists was one of the areas in which Ask.com had rich reference information and needed the appropriate vertical to showcase it as a product. The designs that followed ended up being a rewarding exercise in layout and heirarchy. Modular informational areas that contained album info, track titles, photos, and Ask QA were developed at the UX level to accommodate a variety of amounts of information on artists, well known or not.

Several different layouts were explored, the main challenge being in displaying certain info "above the fold" and working in ads where possible with the reference information that was available while still making it look like you never left the Ask.com search results pages.



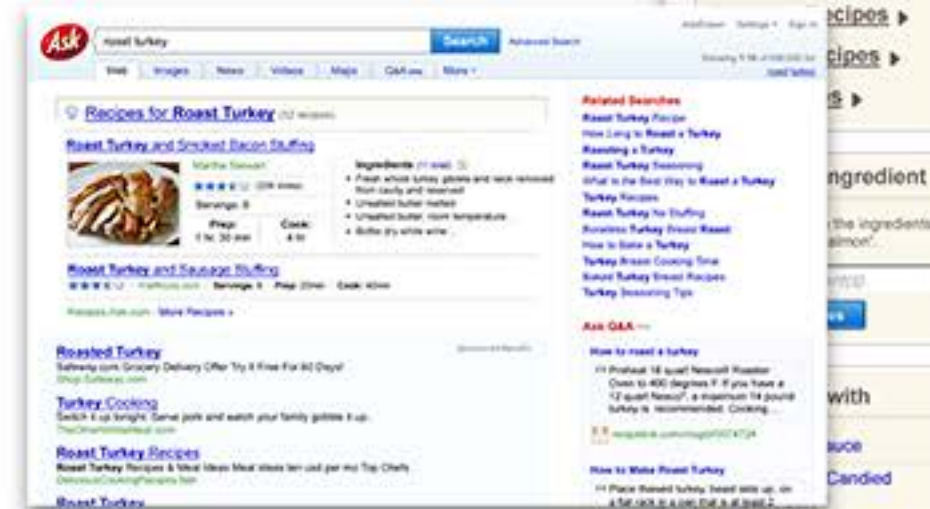
Rich result landing pages

Ask Recipes

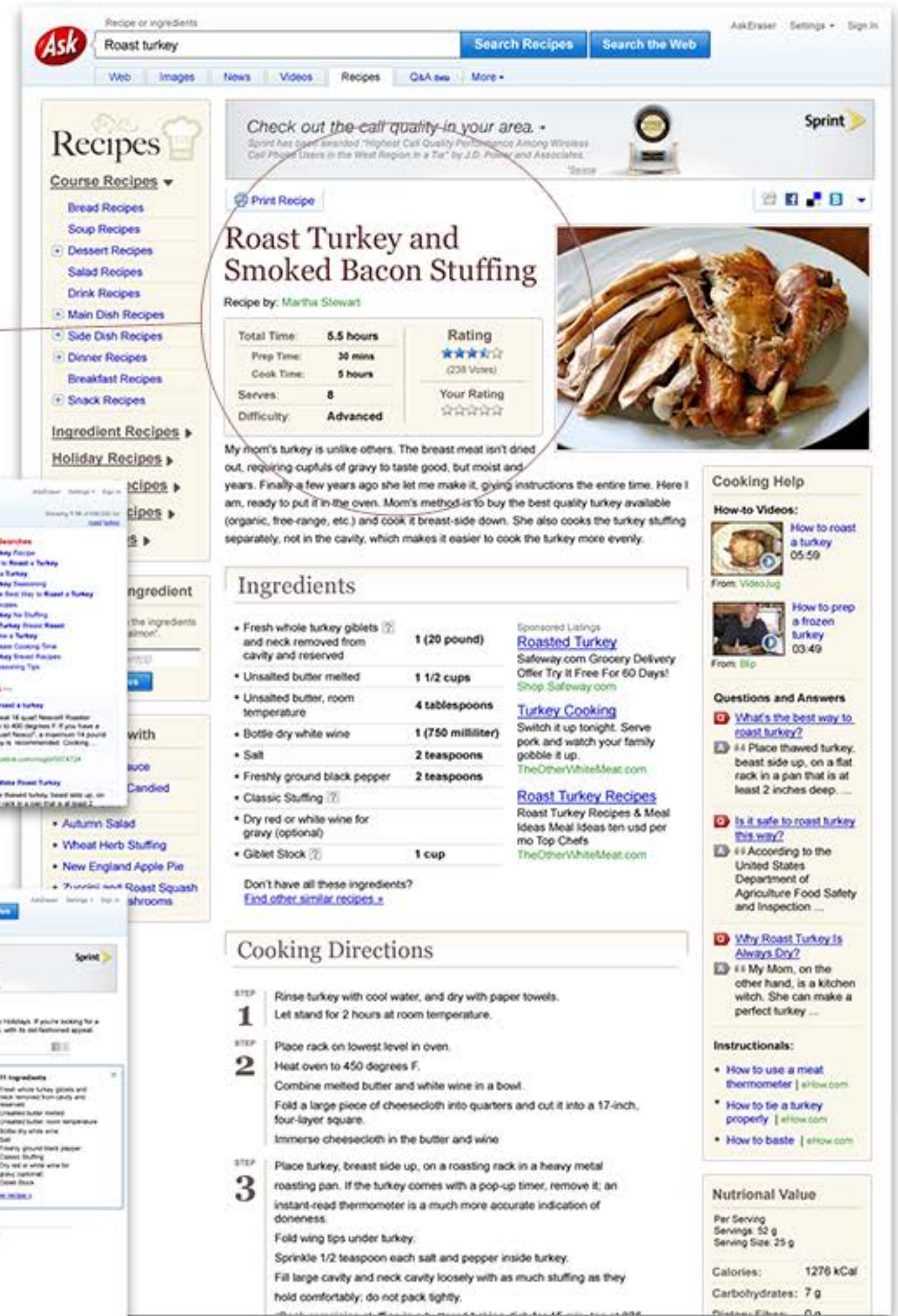
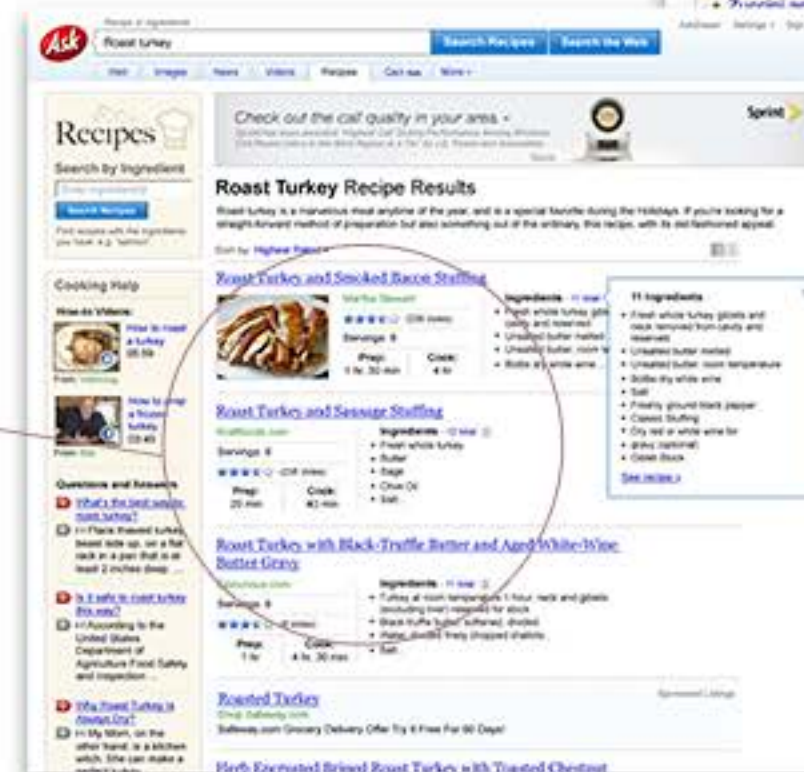


Process and layout sketches

Search results page (primary rich result)



Ingredients search



Recipe detail page

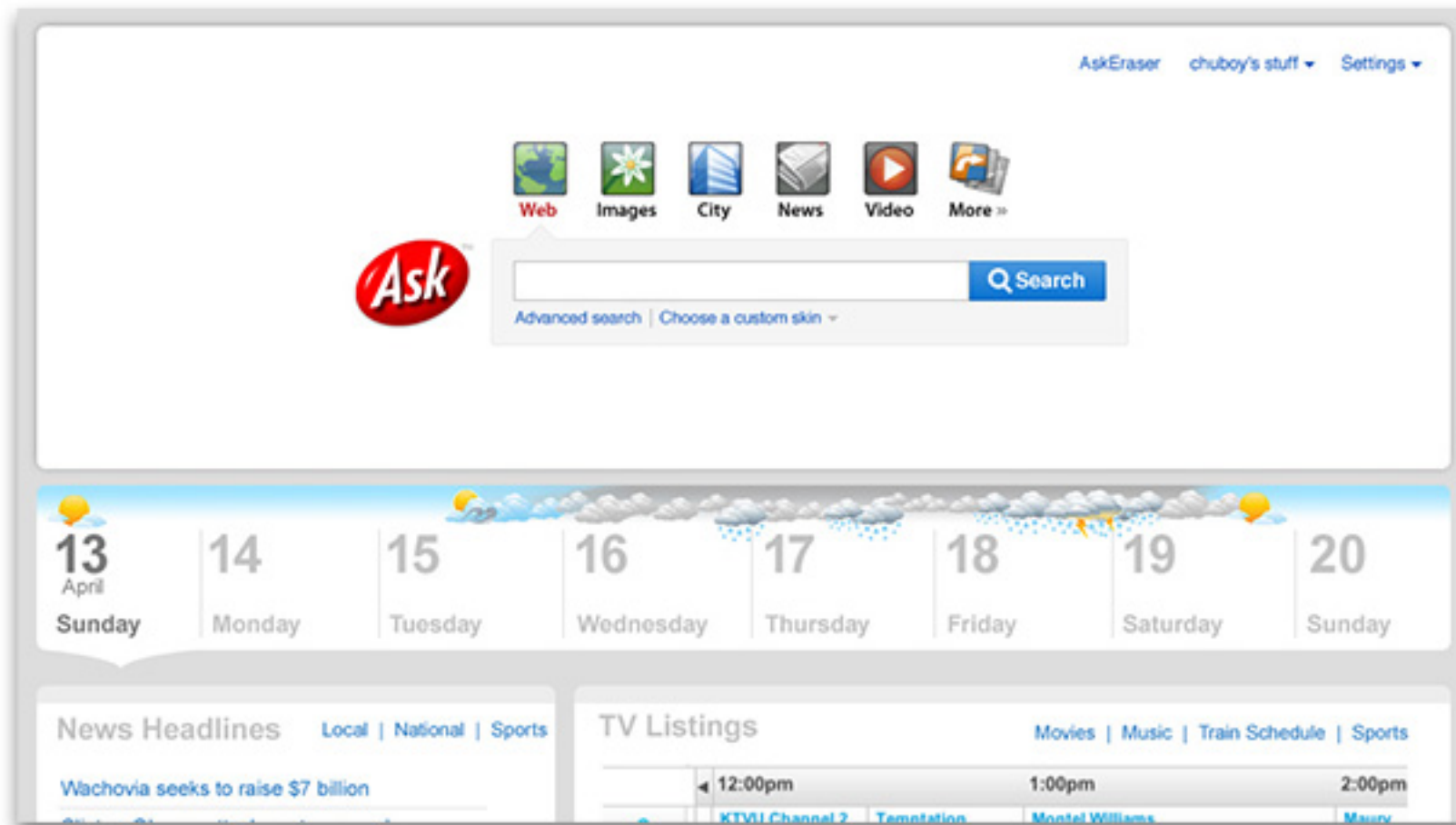


UI DESIGN

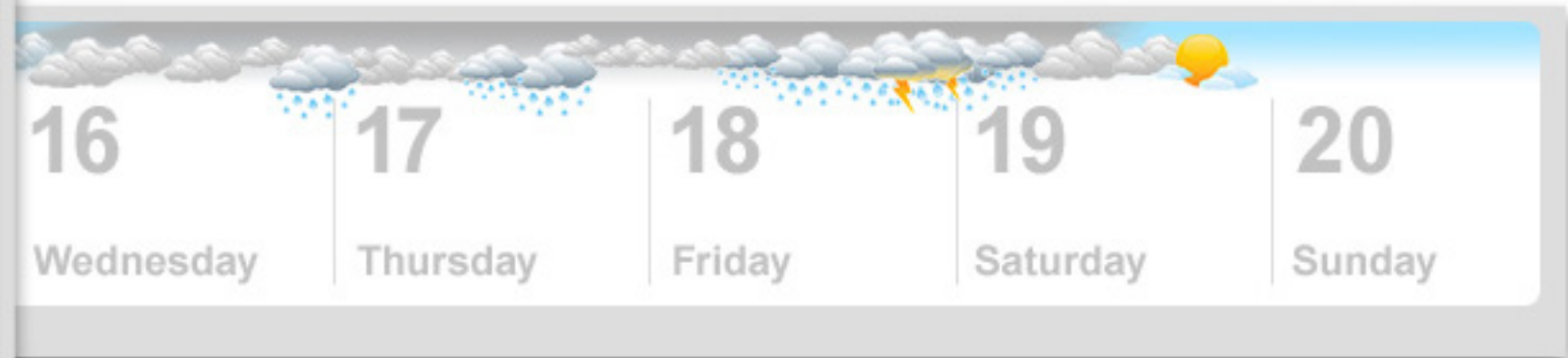
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Ask Live Skins and Today Page Explorations



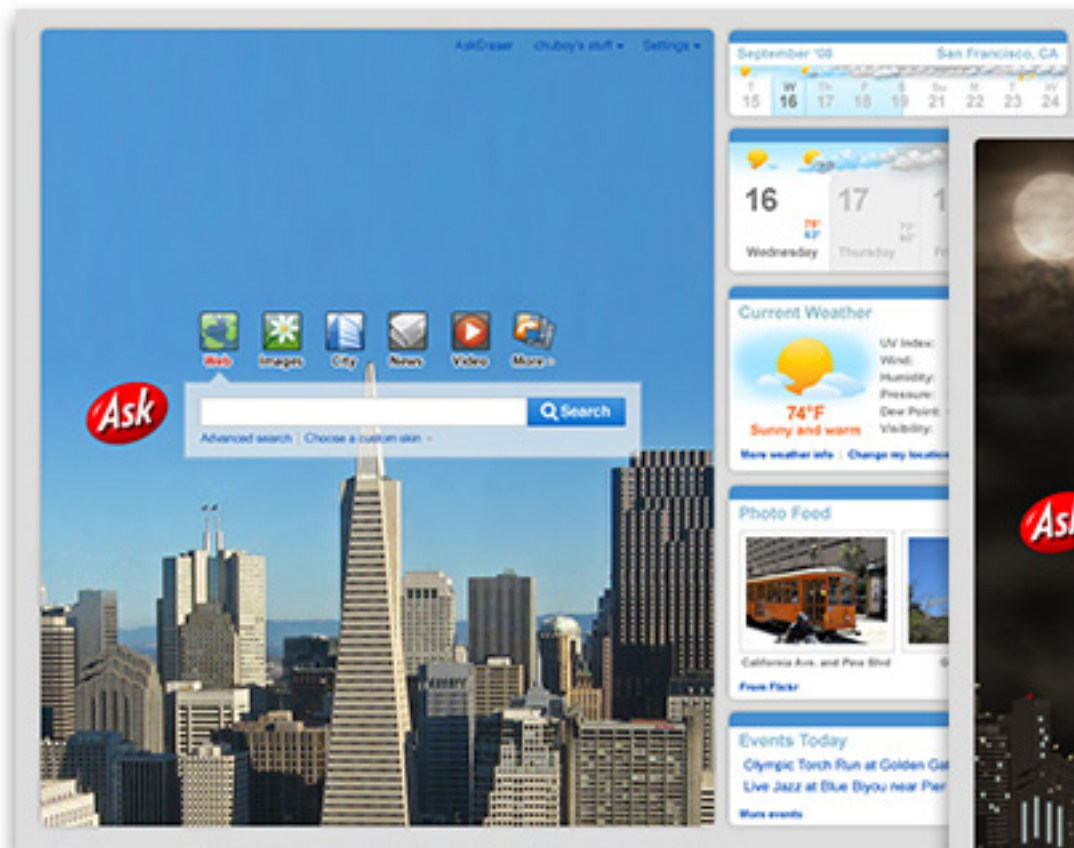
Ask Today Page concept



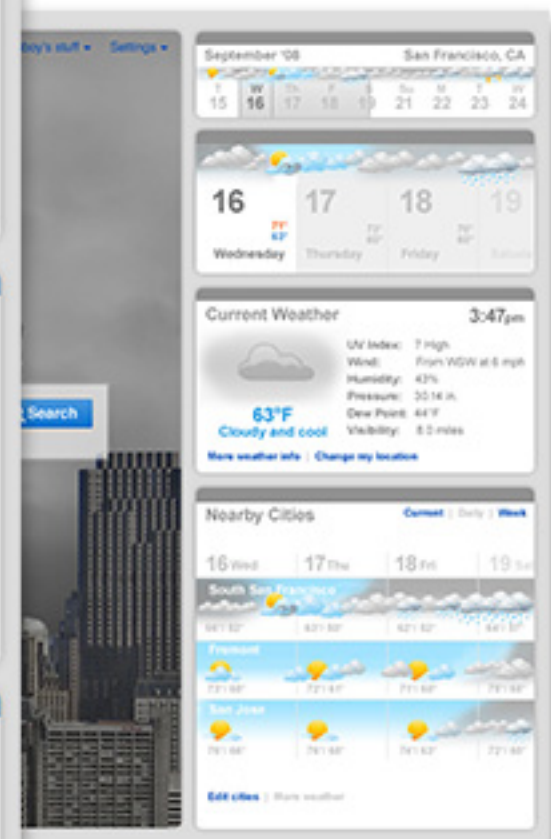
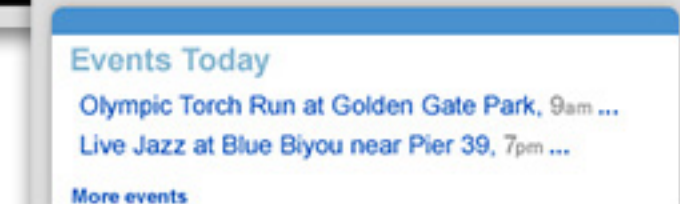
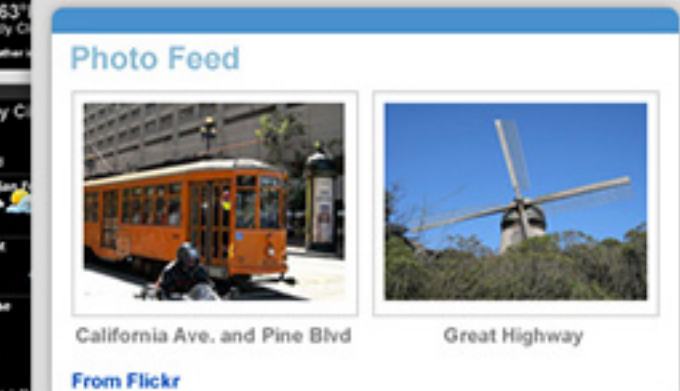
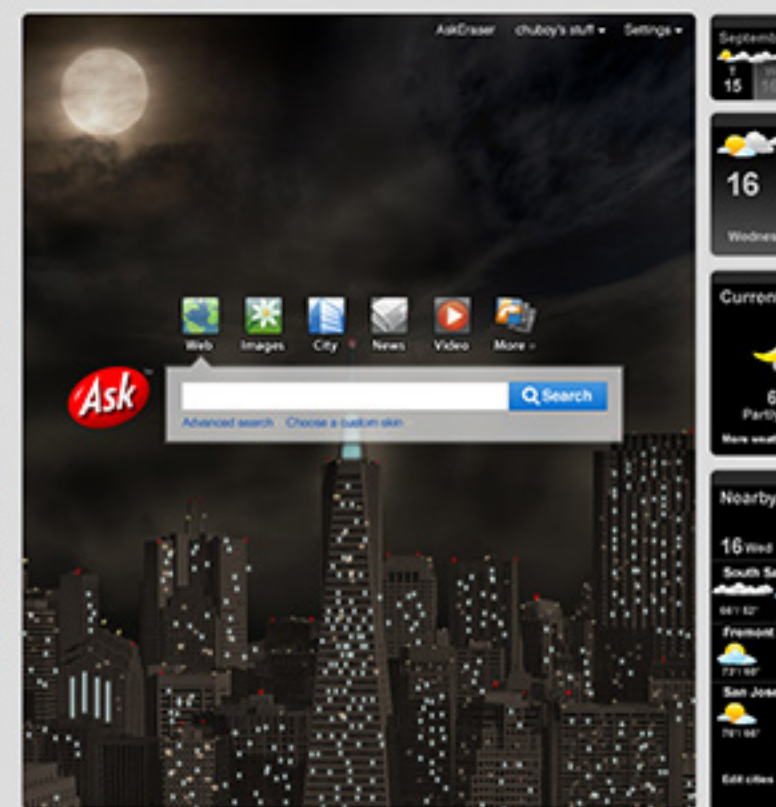
Weather strip concept



Live Skins panel



Live skins (skins change depending on weather/time of day)





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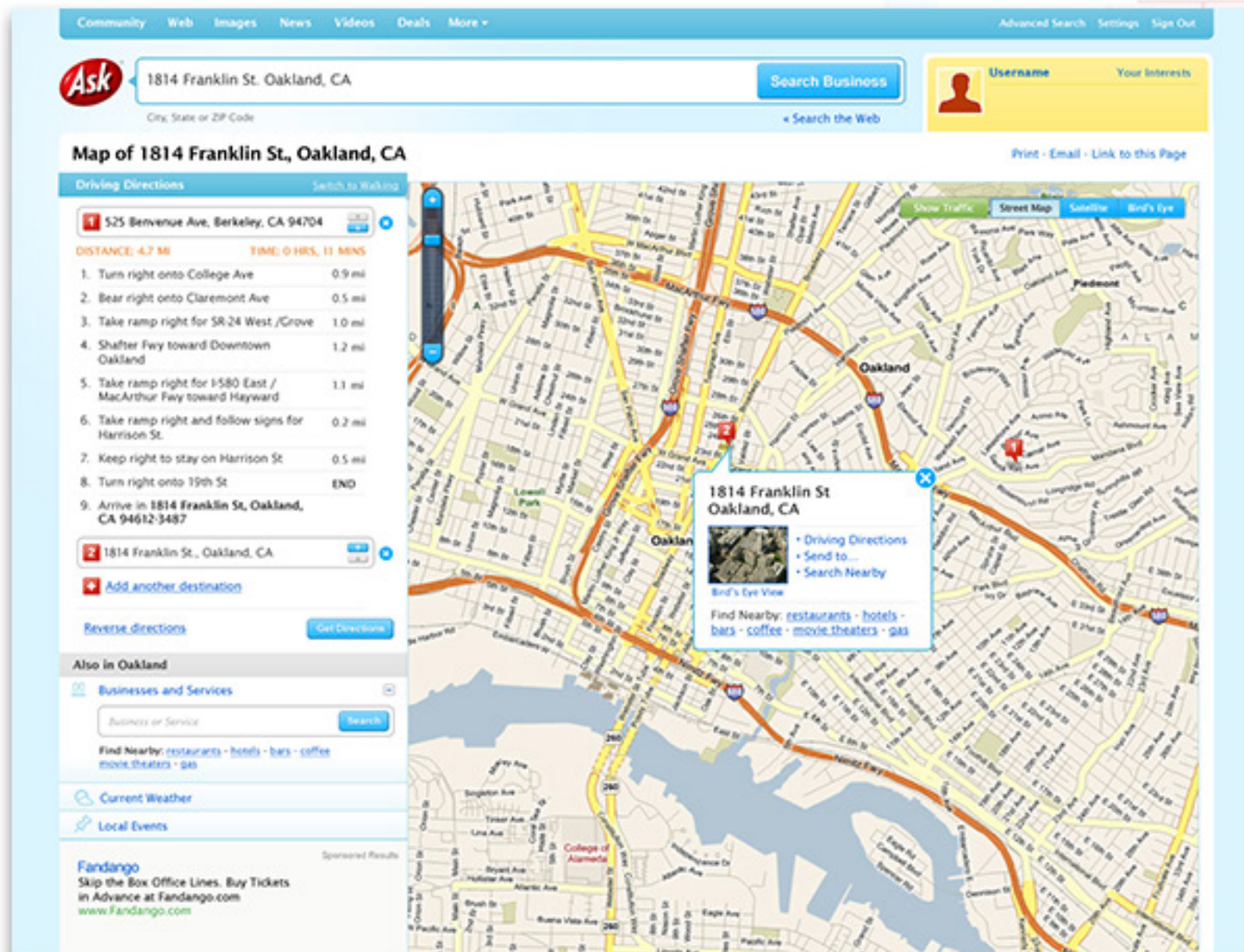
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see map directions reviews more

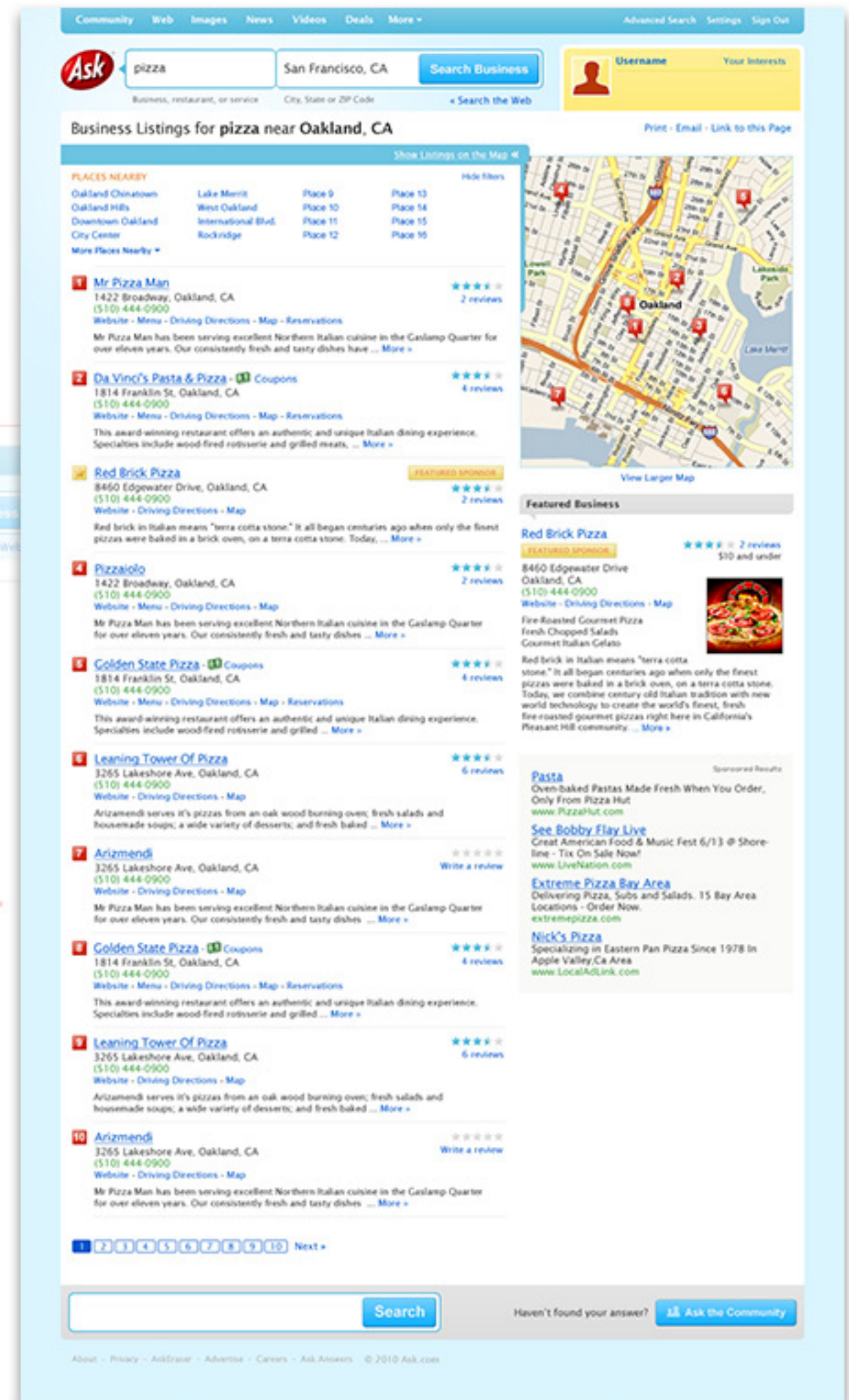


Ask Maps and Business Listings

With the maps and business listings space already dominated by behemoth competitors such as Google and Yelp, there was little room to innovate a new UI, much less time to explore different features than what was already popular. Ask just had to make its mark by getting on the map. Though explicitly more of a competitive analysis and “using what works,” as defined by executive stakeholders and product managers, the maps and business listings provided a hefty exercise in UI than the rather flat pages that existed as Ask.com verticals. Design cues, constraints, limited resources all taken into account, the product concluded in being very comparable to the established competition.



Business listings



Maps and directions



VISUAL DESIGN

Jonathan Fong



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Solitaire Pop
Pack your passport and brace yourself for Solitaire Pop - discover lost rarities in this adventurous twist on classic solitaire.

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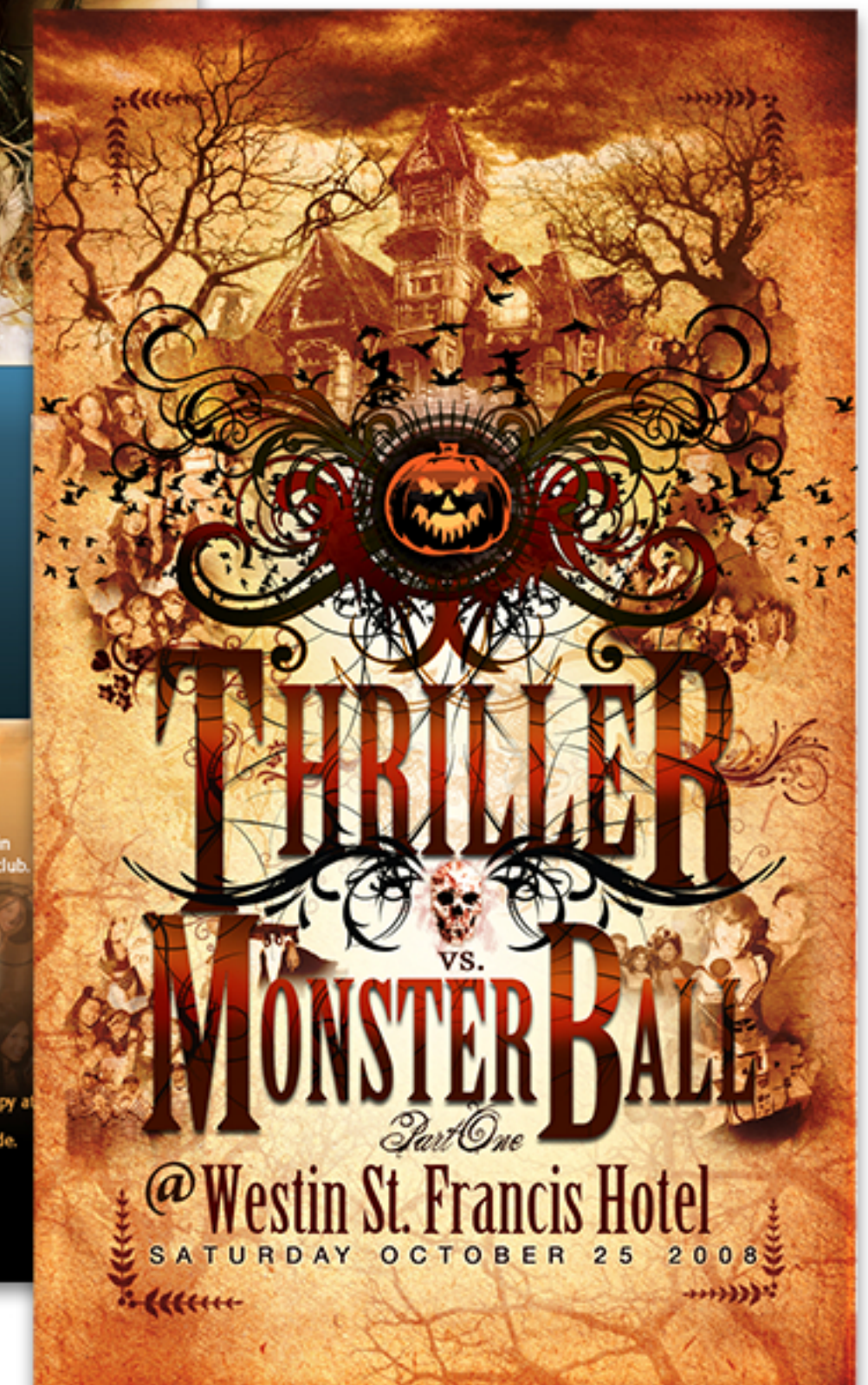
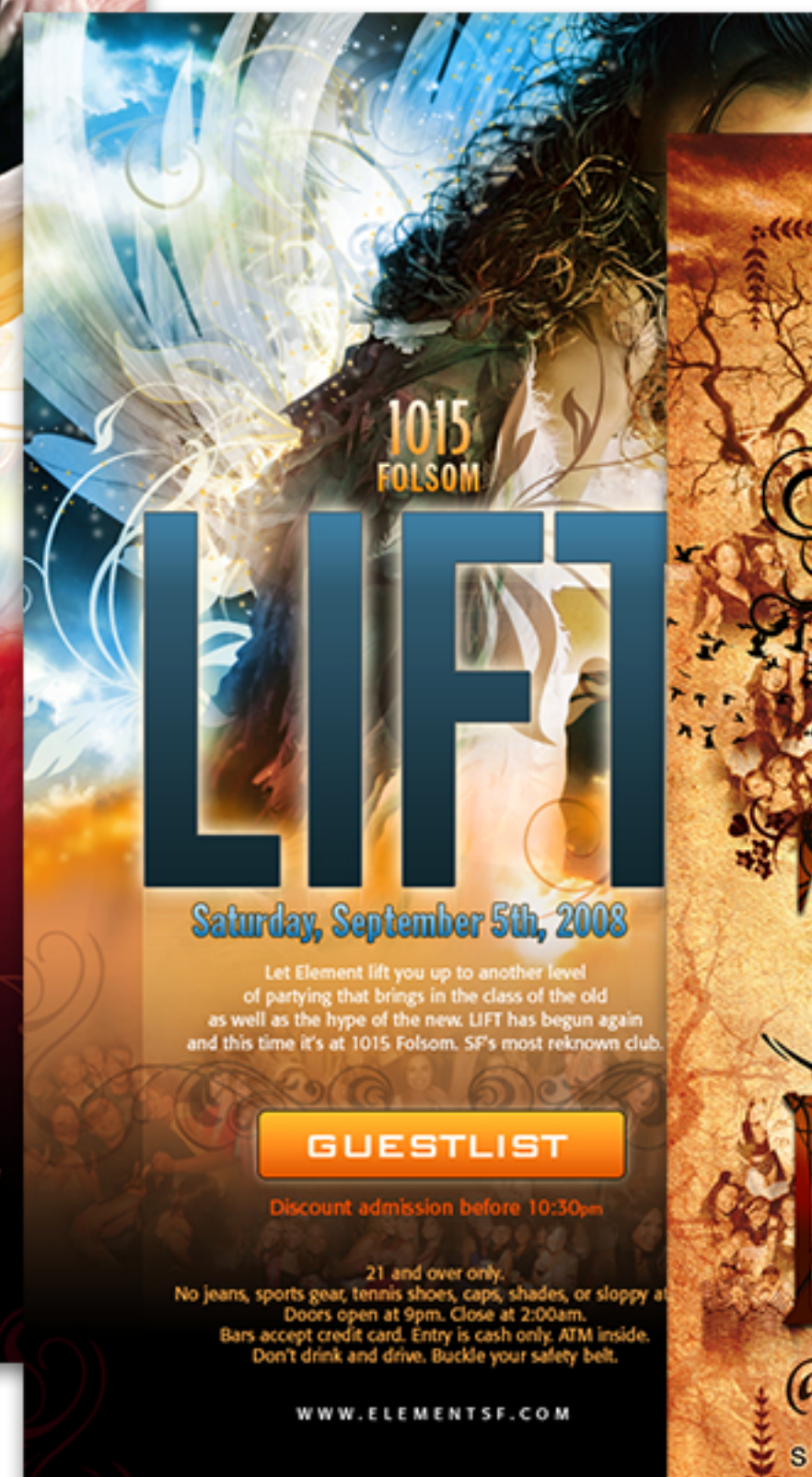
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Web Design



Website redesign of Ask.com sponsored NASCAR driver, Bobby Labonte



Web Design

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think you're full, even if you've eaten just a meal!" 60 Minutes Correspondent Lesley Stahl reports.

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We offer only the highest quality in transdermal technology. Our high end patches are much thicker than other "band-aid" patches and the adhesive on them can withstand a vigorous shower, exercise, and sleep without coming off. Our patches have a polyurethane base with a multi-layer laminate, compressed cotton gauze comfort pad and a quilted membrane. Quit for sure, trust The Nicotine Cure!

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