

Improving Efficiency and Usability with Design Templates

 Human Factors International, Inc.

User Experience for a Better World



November 9, 2010



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Build a house...



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2

House Architecture



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3

House Construction



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4

Software Construction

```

public void addMenus() {
    createFileMenu();
    mainMenuBar.add(fileMenu);
    createEditMenu();
    mainMenuBar.add(editMenu);
    setJMenuBar (mainMenuBar);
}

private void createEditMenu() {}

private void createFileMenu() {}

public void paint(Graphics g) {
    super.paint(g);
    g.setColor(Color.blue);
    g.setFont (font);
    g.drawString(resbundle.getString("message"), 40, 80);
}

public class newActionClass extends AbstractAction {}
    
```

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Build a UI...

The screenshot displays a complex software interface for shipping and logistics management. The interface is divided into several panes and sections:

- Header:** Contains navigation buttons like 'Fac', 'Order', 'New', 'Repeat Selections', 'OCB', 'SSF', 'Dups', 'View', 'Routing', 'Print', 'Call', and 'Log'.
- Main Area:**
 - Order Details:** Shows order information such as 'Order No: 3904234', 'Ship To: 39031532', 'From SC', 'To SC', 'Carrier: CAEXP-00-01', 'Service: 00', 'From: VAN', 'To: VAN', 'Deliver By: 06-12-02 17:00', and 'Check Stop'.
 - Routing:** Displays a routing sheet with columns for 'Ship From', 'Ship To', 'Ship Date', and 'Ship Time'.
 - Pricing:** Shows a summary of charges including 'Charges: 761.50', 'Sub Total: 761.50', 'Accessorial: 46.00', 'FSC: 34.00', 'Total: 839.50', and 'Balance: 839.50'.
 - Customer Information:** Lists 'VANCOUVER' and 'SCARBOROUGH' with their respective addresses and phone numbers.
 - Buttons:** Includes 'Addend', 'Closed', 'Print', 'Verify on POS', and 'SAVED'.
- Bottom Table:** A table with columns 'Units', 'Type', 'H Description', 'Ships', 'QTY', 'Dimensions', 'Wgt', and 'Total Charges'. It lists items like '1 CHAIR', '1 CHAIR', and '2 CHAIR' with their respective quantities and charges.

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UI Architecture

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UI Construction

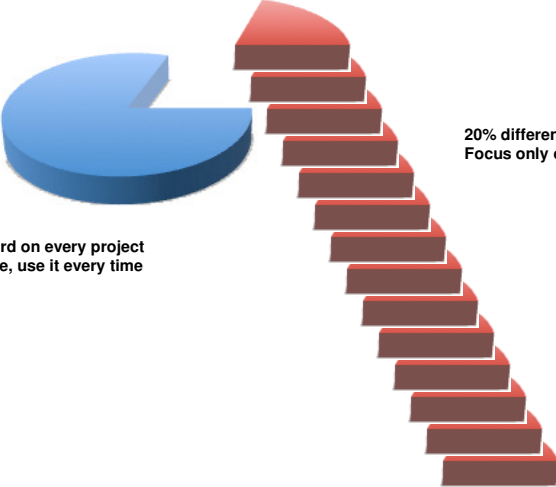
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Don't need to reinvent the wheel



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80/20



80% standard on every project
Build it once, use it every time

20% different on every project
Focus only on what's different


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One house template, many houses



One web design template, many sites





 **Benefits**



- **Consistent & Predictable UX**
- **More efficient development**
- **Quality validated designs accessible to agencies of all sizes**

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Improve Efficiency and Usability with Templates


A Case Study

Dane Wilson, State of California
November 9, 2010

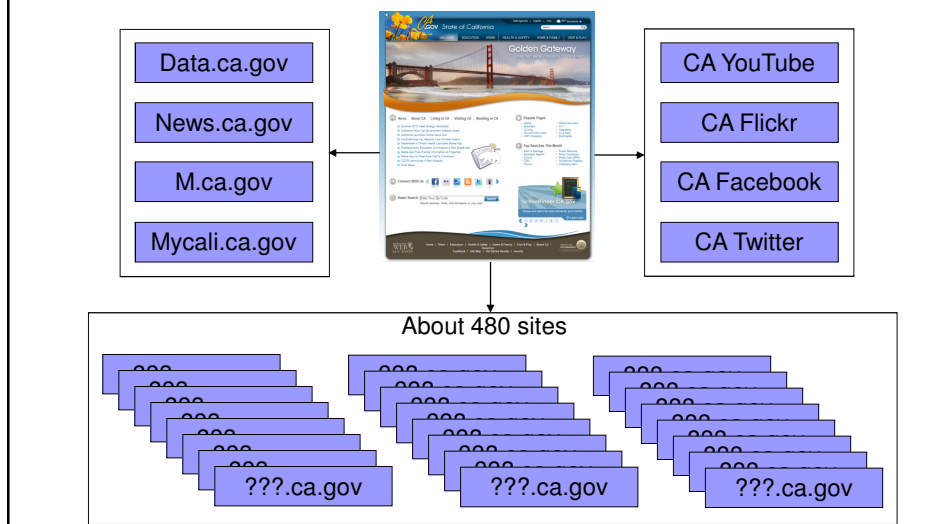


Who Am I and Why Am I Here?

- First in 2001 (new portal)
- Dropped to 47th (old template not flexible or maintained)
- 12th in 2007 (implemented updated template)
- 3rd in 2008 (broader adoption of template in CA)
- 2nd in 2009
- Back to first in 2010 (releasing updated template)

2010		
	Best of the Web 1st place - State Portal	Center for Digital Government
	Top Government Website	Juggle Awards
	Best State and Local Government Websites For Transparency - Sunny Award	Sunshine Review
2009		
	Best of California Winner - Most Innovative Use of Technology - iPhone CA.gov Services Locator	Center for Digital Government
	Best of the Web 2nd place - State Portal	Center for Digital Government
	Digital Government Achievement Awards - Winner - California Department of Public Health, Screening Information System	Center for Digital Government
	Comparing Technology Innovation in the Private and Public Sectors - Ranked 4	Brookings Institution
2008		
	Best of the Web 3rd place - State Portal	Center for Digital Government
	Digital Government Achievement Awards - Winner - California Health and Human Services Enterprise Project Management	Center for Digital Government
2007		
	Best of California Winner - Best Application Serving Multiple Jurisdictions or Organizations within a Jurisdiction - WebTools	Center for Digital Government

The California Portal



What We Work to Accomplish

- Increase online service adoption
- Increase transparency
- Improve usability
- Re-engage users
- Improve mobile accessibility
- Demonstrate what can be done



Why Use a Template in CA?

- Common branding
- Common navigation
- Establish new coding standards
- Accommodate required elements
- Improves usability
- Improves accessibility
- Increases user confidence
- Works to establish standards even without an official policy

A Successful Template...

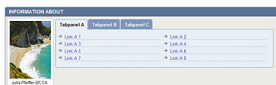
- Design makes sense
- Flexible
- Addresses issues



A Successful Template...



- Has options
- Provides examples



A Successful Template...

- Promotes standards
- Provides identity

Oceanside (Default - Design01)			#FBAD23		#003366		#605746
			#FFFFFF		#006699		#A6C6DF
Sierra (Design02)			#FBAD23		#003366		#669966
			#FFFFFF		#666666		
Santa Barbara (Design03b)			#253B5A		#233B5A		#014E77
			#B77B01		#605746		

A Successful Template...

- Has ongoing support
- Evolves
- Supported by community

www.webtools.ca.gov



Challenges...

- Past template was not flexible
- Lack of central management allowed CA's web presence to fragment
- Not a lot of trust
- Program management didn't understand issues
- Conversion difficult with limited resources



What Worked Well...

- Communicated a clear purpose
- Got executive buy-in (turned CA.gov redesign into statewide template effort)
- Created Webmaster User Group
- Made template flexible
- Established WebTools
- Provide training, support and continuity
- Produce quality products



Questions?



Contact Information

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