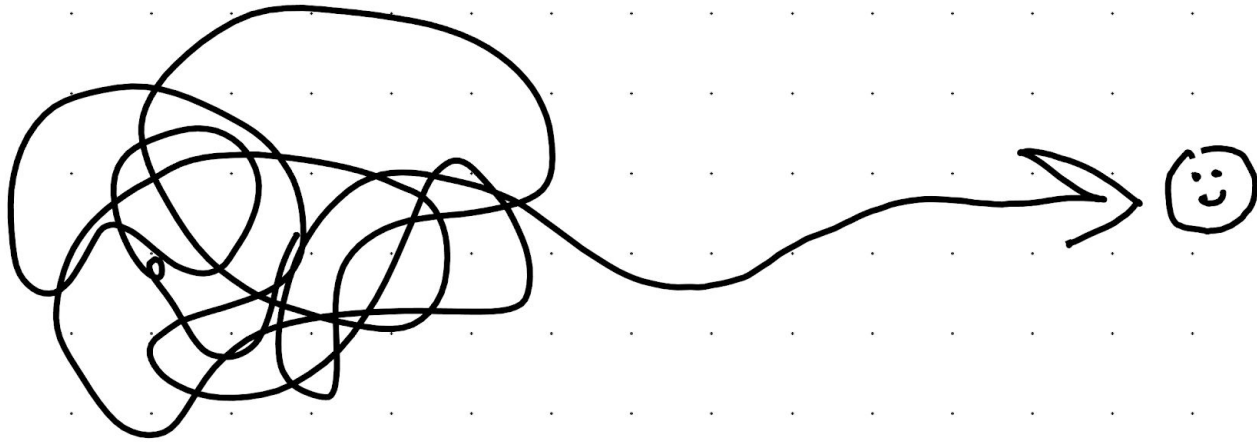


# FROM SQUIGGLES TO STRAIGHT LINES

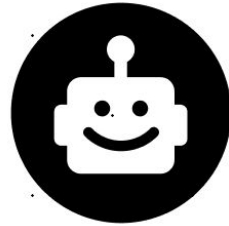
---

Sketch to make decisions &  
Get the ~~scribble~~ on with it



MARISSA EPSTEIN @marsepstein @marstoyship





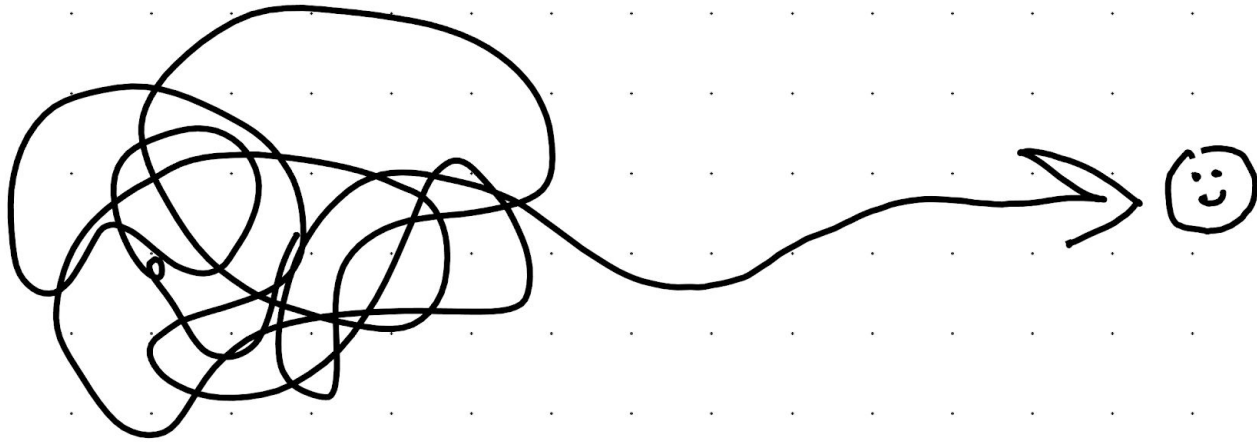
**Lullabot**



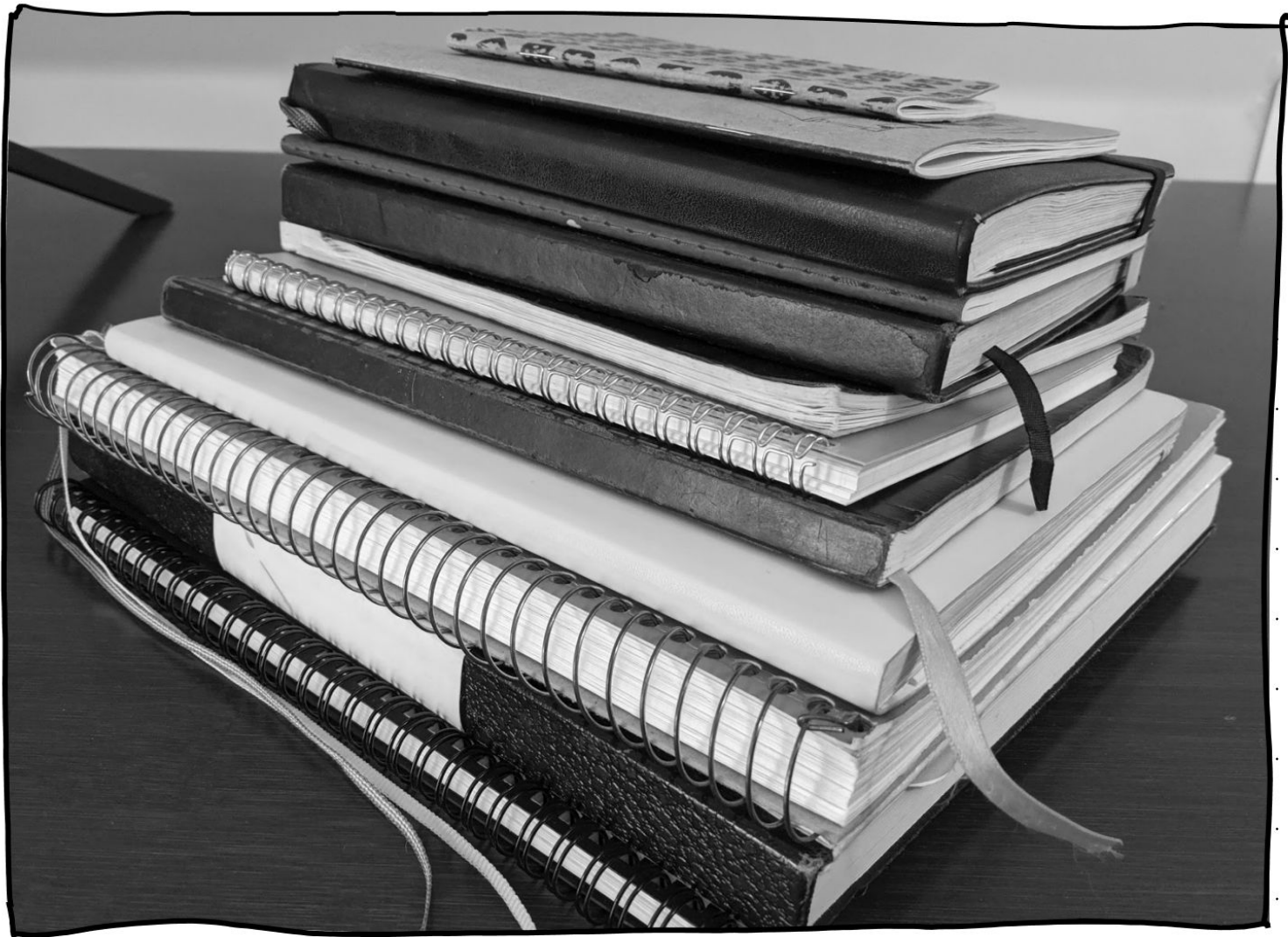
# FROM SQUIGGLES TO STRAIGHT LINES

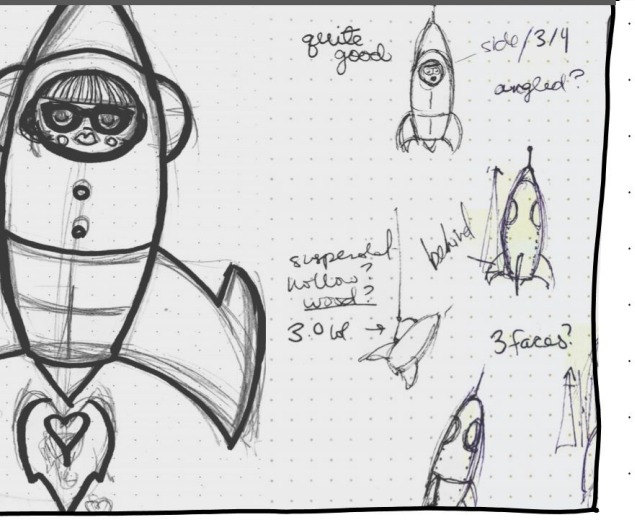
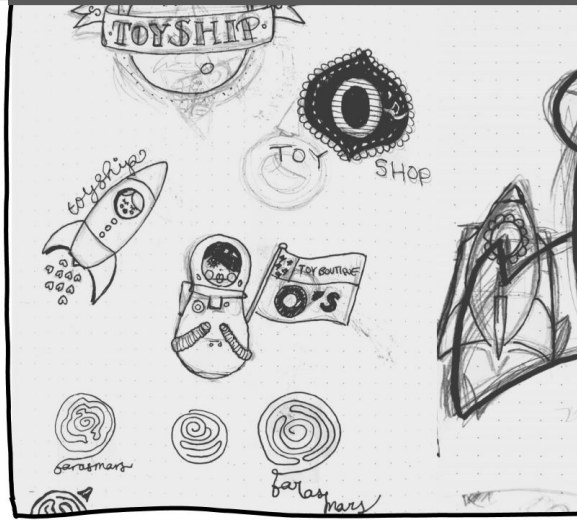
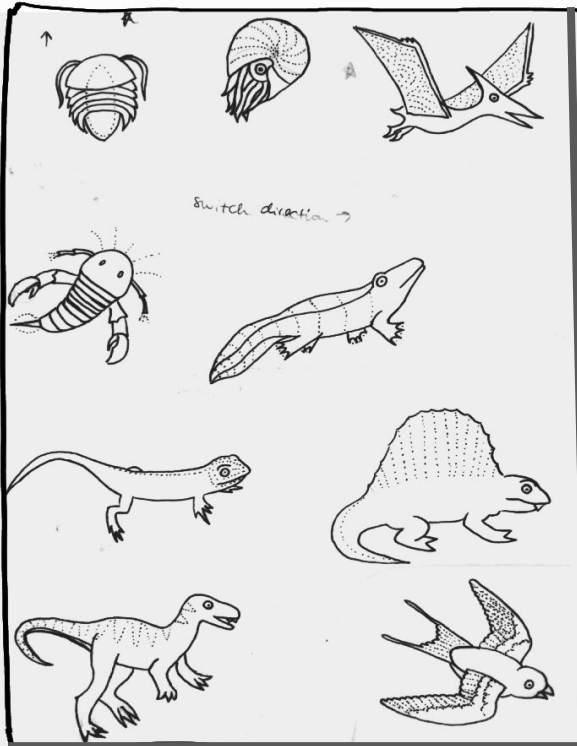
---

Sketch to make decisions &  
Get the ~~scribble~~ on with it

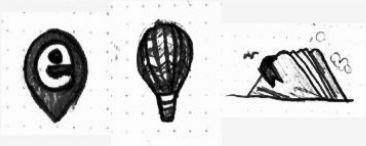
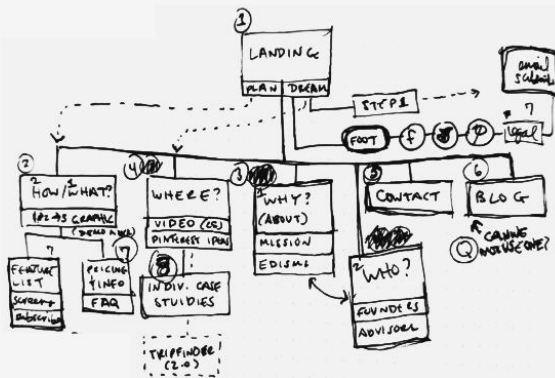


I have always sketched.





# edstrips

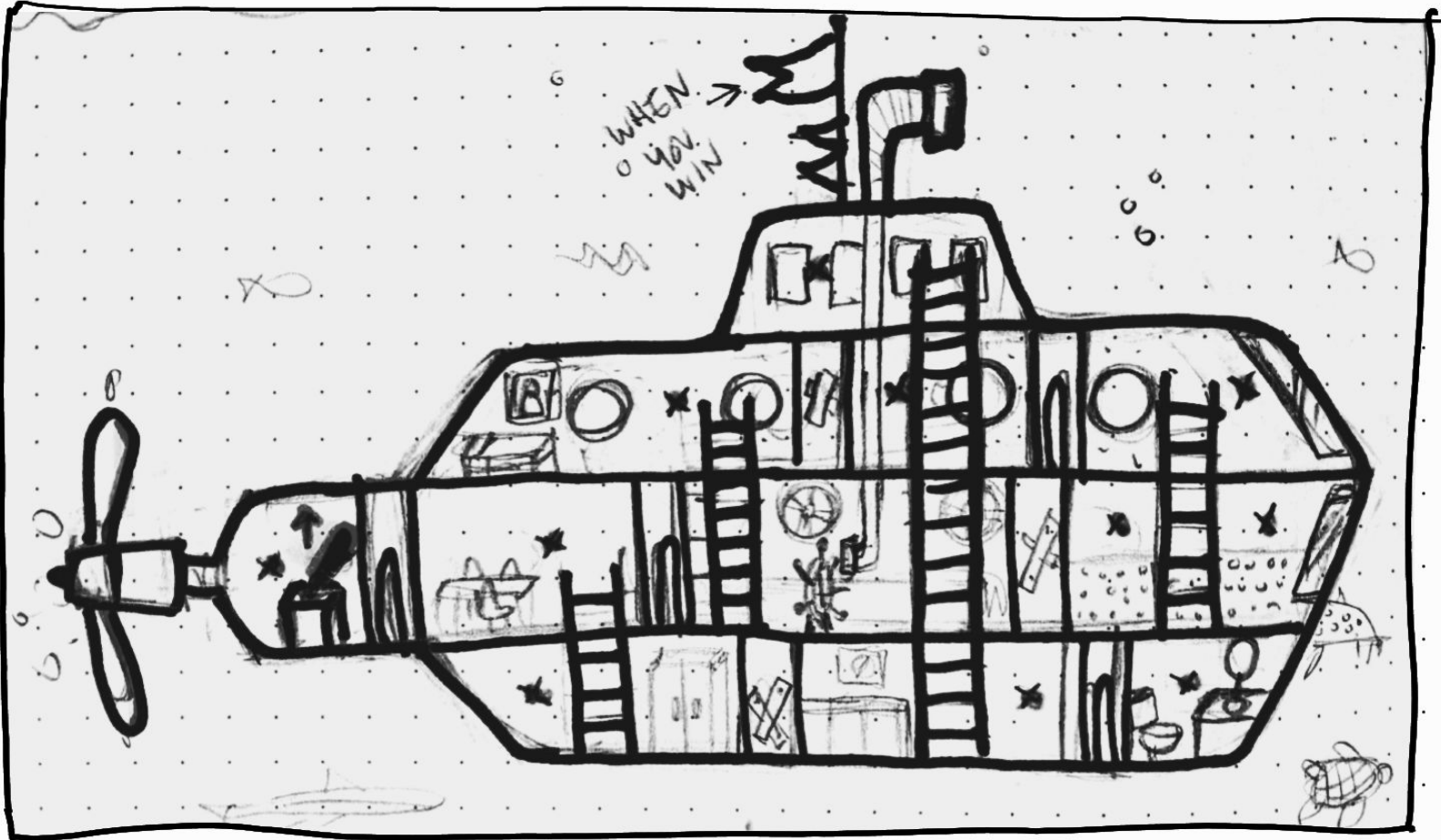


Hand-drawn wireframes and content blocks for the 'edstrips' website. The wireframes are arranged in a grid-like fashion, showing various sections and their layout.

- Top Left:** A simple header wireframe with a navigation menu and a play button icon.
- Top Middle:** A wireframe for a video player or image area with a play button and a search icon.
- Top Right:** A wireframe for a 'WHY/WHICH ONE?' section, featuring a grid of content blocks and a 'WHERE WOULD YOU TAKE YOUR PRODUCT?' form.
- Middle Left:** A wireframe for a 'WHERE?' section, featuring a map and a 'WHERE?' label.
- Middle Middle:** A wireframe for a 'WHY?' section, featuring a 'WHY THAT EASY.' section and a 'WHY?' label.
- Middle Right:** A wireframe for a 'HOW?' section, featuring a 'HOW?' label and a 'HOW?' form.
- Bottom Left:** A wireframe for a 'CONTACT' section, featuring a 'CONTACT' label and a 'CONTACT' form.
- Bottom Middle:** A wireframe for a 'BLOG' section, featuring a 'BLOG' label and a 'BLOG' form.
- Bottom Right:** A large wireframe for a 'TRIPFINDER' section, featuring a 'TRIPFINDER' label and a 'TRIPFINDER' form.

Additional text and notes include:

- 'edstrips helps leaders plan better.' (Next to a laptop icon)
- 'HOW?' (Next to a form)
- 'WHERE WOULD YOU TAKE YOUR PRODUCT?' (Next to a form)
- 'WHY THAT EASY.' (Next to a 'WHY?' label)
- 'HOW?' (Next to a 'HOW?' label)
- 'CONTACT' (Next to a 'CONTACT' label)
- 'BLOG' (Next to a 'BLOG' label)
- 'TRIPFINDER' (Next to a 'TRIPFINDER' label)





## WHY I HAVE TO SKETCH :

→ taking notes

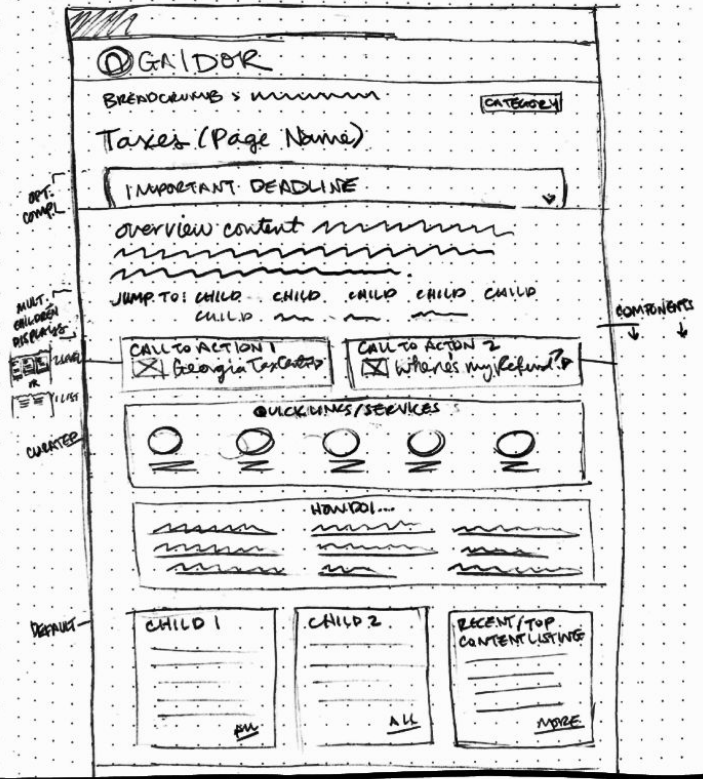
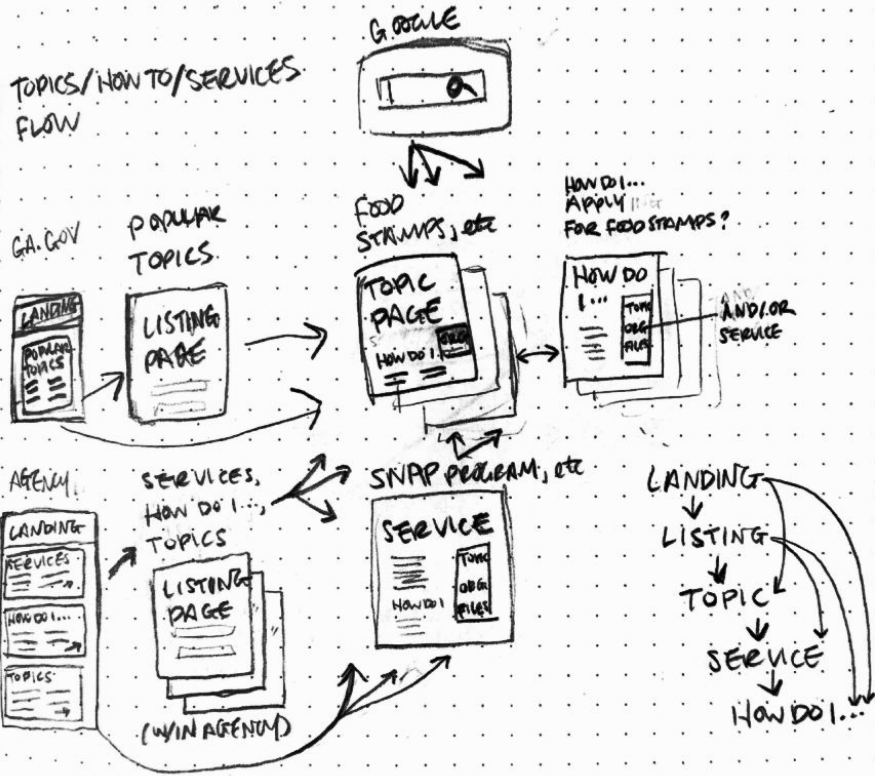
→ sharing ideas

→ getting feedback



better communication

TOPICS/HOW TO/SERVICES FLOW



## MY AGENDA:

1. why I love sketching
2. when I sketch during projects
3. how I sketch (tools & tips)
4. examples

Follow Along  
at Home!

(you're stuck there anyway)



WHY SKETCHING KICKS BUTT

---

It's:

LIGHT



FAST






~~\$~~ ~~\$~~ CHEAP ~~\$~~ ~~\$~~

ANYONE CAN DO IT:

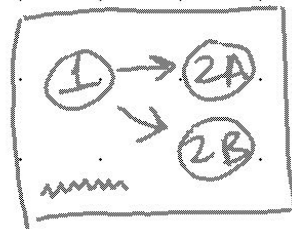
- designers
- content strategists
- product owners

YOU CAN USE PRETTY  
MUCH ANYTHING

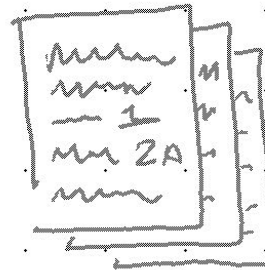
- +  pencil / pen / marker / w/e
  - +  paper / whiteboard / tablet
- 
-  profit!



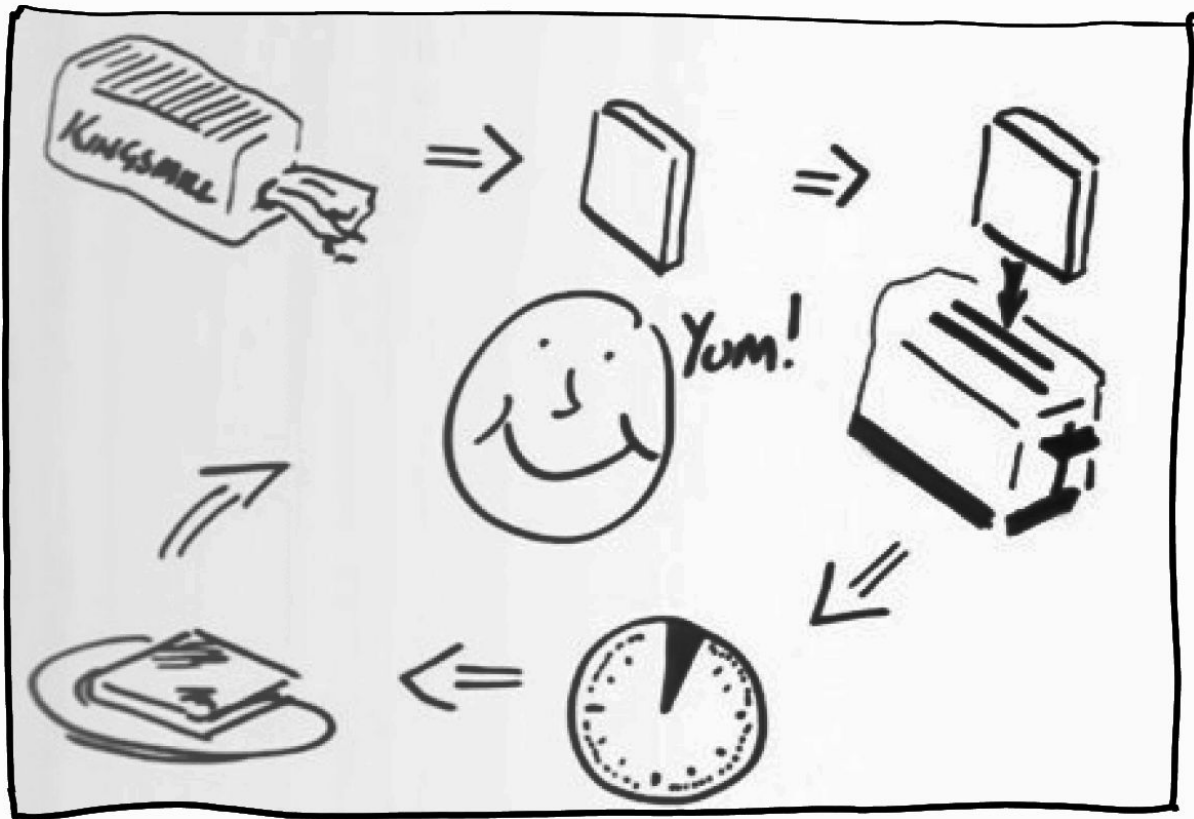
IT'S FAST TO UNDERSTAND



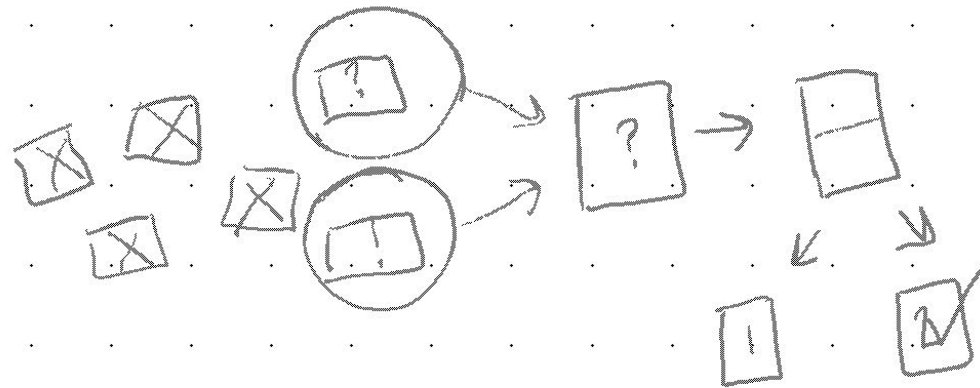
>



Ted Wujec: "... Tell me how you make toast "



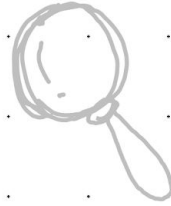
IT'S GENERATIVE & ITERATIVE



"Kill your darlings, even when  
it breaks your egocentric little  
scribbler's heart, kill your darlings."

— STEPHEN KING

WHEN I SKETCH



I sketch when I'm...

---

DISCOVERING



CONTENT MARKETING

Action - for easy access content

go to source for information

prioritize new leads

manage operations

Scalable

portal for client success

closes the sale

differentiated experience

informal

Post-it

ON-SITE  
WORKSHOPS



GROUP  
CONSENSUS

---

Trying to <sup>understand</sup> ~~solve~~ a problem (fast)



QUICK  
+ CLEAR

---

LESS ASSUMPTIONS

↓

LESS RISK



I sketch when I'm...

---

GENERATING

# Sports

## Research

- Seasonal, niched audience
- Probably skewed by Email audience and season but...
  - Sports content, 4%; Use site to find scores, 3%
  - We received less responses associated with the sports personas than originally expected, causing us to wonder if this audience / traffic is smaller. However, this may simply be due to the timing, as is it neither football not basketball season.
- Spoke to a local high school football fan (James), mentioned importance of his Team and checking the Schedule, "not so much Rankings"
- Overlap with TV, or watch videos online
- Overlap with social media

From first Onsite: "The critical piece for sports is the corporate support GPB receives"

(underwriting?)

From this onsite, ha ha: Important to integrate with blog posts

## Game Template

Audience Personas	GPB Needs	Notes
1. Sports Fan Steph 2. TV Tom 3. Educator Ellen 4. Giver Greg 5. Life-long Learner Lena 6. Caregiver Cara	<ul style="list-style-type: none"> <li>• Promote app</li> <li>• Promote sponsor</li> <li>• promote social channels</li> <li>• promote podcast</li> </ul>	Lots of repeated table and components  One custom lockup for Sc Teams (see example)
Audience Needs	Other Requirements	Pages
<ul style="list-style-type: none"> <li>• Scores (before, during, after), Plan for future games, date/time info, watch match (featured only), watch related videos</li> <li>• Get team info (prev matches, team page, etc)</li> <li>• Learn about teams</li> <li>• See/find related media (stadium tour)</li> </ul>	<ul style="list-style-type: none"> <li>• CMS enter scores quickly</li> <li>• Sports app integration</li> </ul>	Example link  Tons

## Team Template

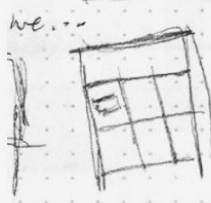
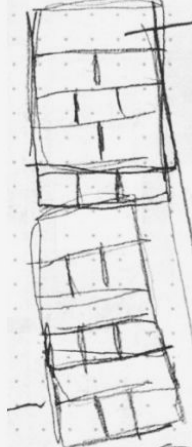
Audience Personas	GPB Needs	Notes
1. Sports Fan Steph 2. TV Tom	<ul style="list-style-type: none"> <li>• Promote app</li> <li>• promote social channels</li> </ul>	school is Part of team, ne on its own page?

# False Workshop Agenda (half day)

9:55-10	Banter
10-10:15	Set Goals (you are here)
10:15-10:25	Briefing A
10:25-10:40	Sketch Session A1
10:40-11:05	Review A1
11:05-11:20	Break
11:20-11:30	Sketch Session A2
11:30-11:40	Review A2
11:40-11:55	Briefing B & C
11:55-12:10	Sketch Sessions B1 & C1 (2 groups)
12:10-12:20	Review B1
12:20-12:30	Review C1
12:30-12:35	Sketch Sessions B2 & C2 (optional)
E.O.O.	Post files!



CASE STUDY



PROJECT PAGE



quote  
CTA  
related articles



TITLE RESUBS

VIDEO



Logo  
ADD COPY

BRANDS LINKS

P.VOTE



VIEW SITE

Share drawer

- PITCH  
- BIG VISUALS

CTA

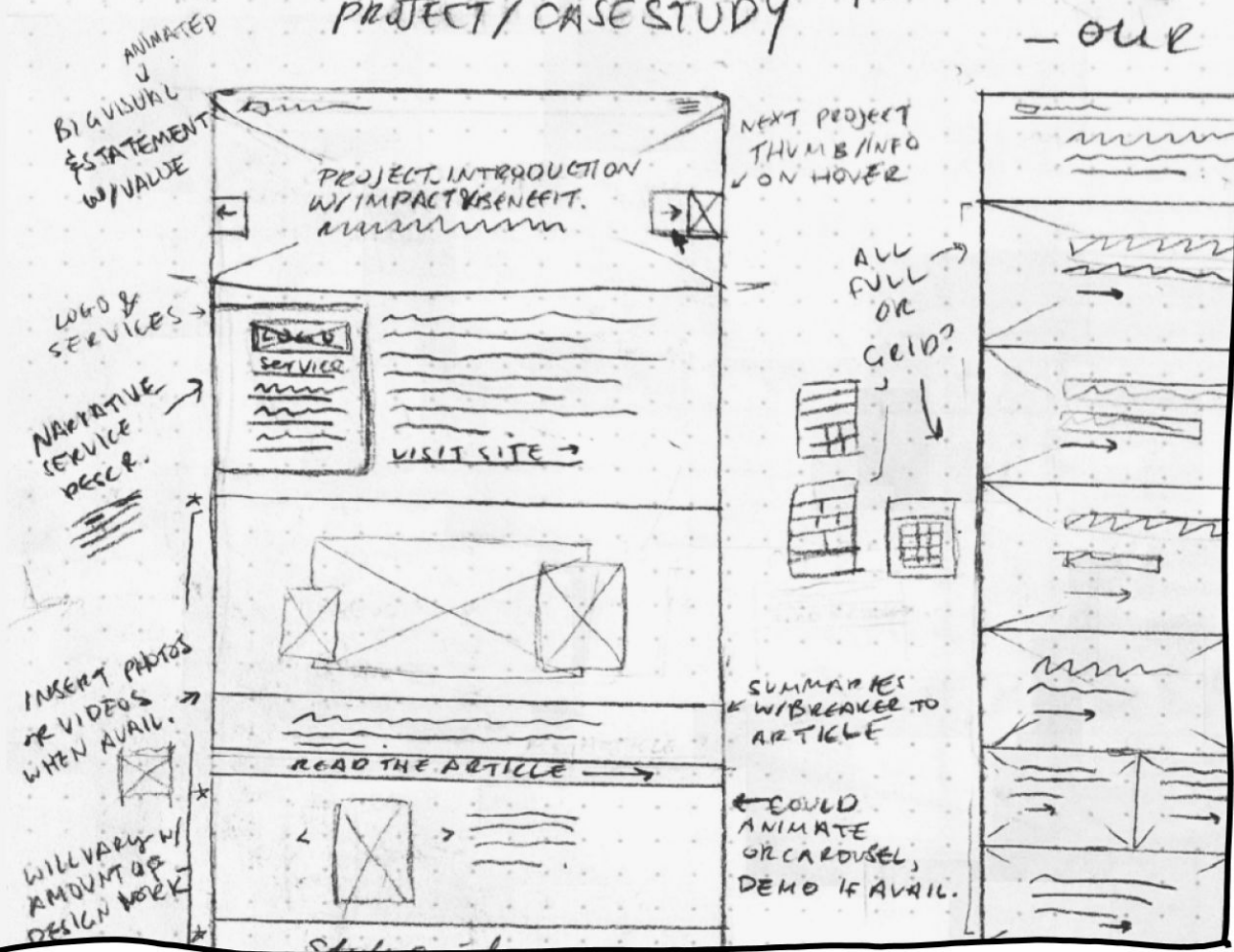
- next

ALL PROJECTS

# PROJECT / CASE STUDY

- DEFINE DEFAULT SET  
& CUSTOM SECTIONS

- OUR



BIG VISUAL STATEMENT w/ VALUE  
ANIMATED

PROJECT INTRODUCTION w/ IMPACT & BENEFIT.

NEXT PROJECT THUMB/INFO ON HOVER

LOGO & SERVICES

SERVICE

VISIT SITE

NARRATIVE SERVICE DESCR.

ALL FULL OR GRID?

SUMMARIES w/BREAKER TO ARTICLE

INSERT PHOTOS OR VIDEOS WHEN AVAIL.

READ THE ARTICLE

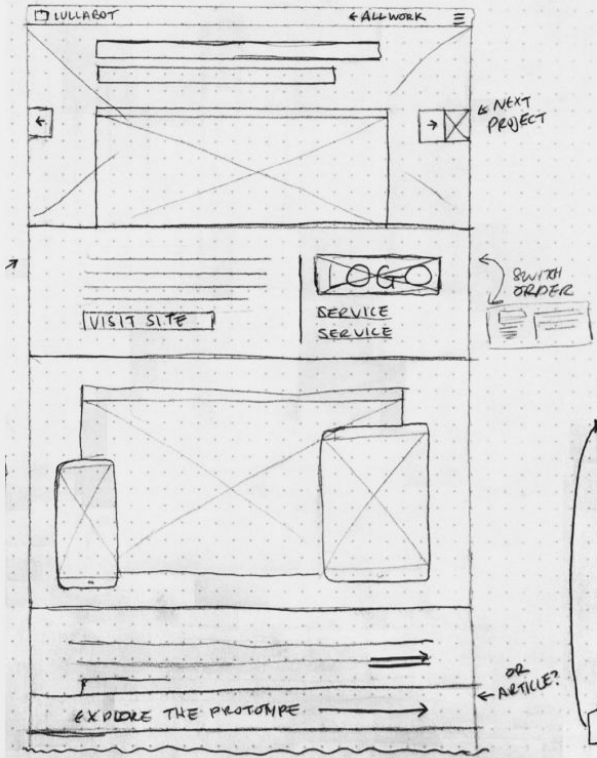
COULD ANIMATE OR CAROUSEL, DEMO IF AVAIL.

WILL VARY w/ AMOUNT OF DESIGN WORK

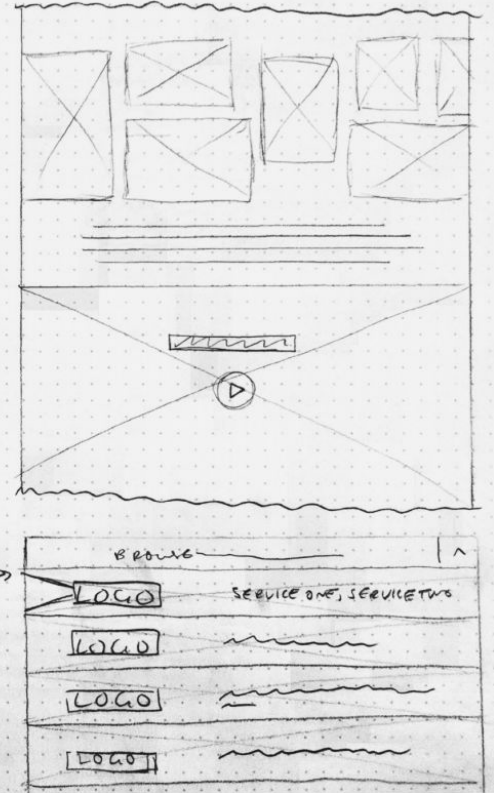
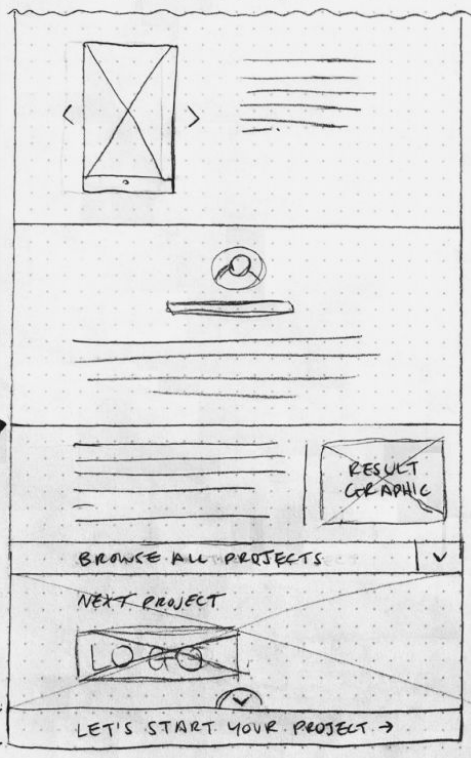
READ THE ARTICLE

PHOTO

# CASE STUDY 1



# CASE STUDY 2



# Figma

Event Listing: General Assembly example

2019

Upcoming v

All Types v

JANUARY	
Mon, Jan 14	Day 1
Tues, Jan 15	Day 2
Wed, Jan 16	Day 3
Thurs, Jan 17	Day 4
Tues, Jan 22	Budget Hearings
Wed, Jan 23	Budget Hearings
Thurs, Jan 24	Joint Block Budget Hearings
Mon, Jan 28	Day 5
Tues, Jan 29	Day 6
Wed, Jan 30	Day 7

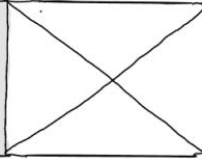
FEBRUARY	
Tues, Feb 5	Day 8
Wed, Feb 6	Day 9
Thurs, Feb 7	Day 10
Fri, Feb 8	Day 11
Mon, Feb 11	Day 12

Drop down 1 + Past  
 Drop down 2 not in L.M. but includes + Community Families + Kids Adults Education Donors



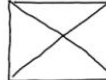

Event Listing: General Assembly example

HEADER

2019 Georgia General Assembly



Live Feeds

			
House	Senate	House Rules Committee	Senate Rules Committee

General Assembly Calendar

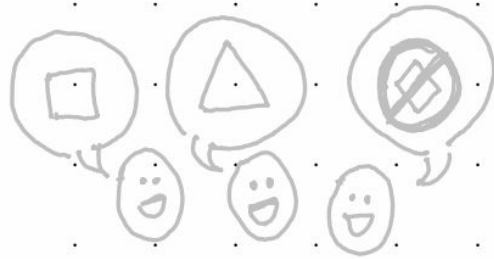
2019

Upcoming v

JANUARY	
Mon, Jan 14	Day 1
Tues, Jan 15	Day 2
Wed, Jan 16	Day 3
Thurs, Jan 17	Day 4
Tues, Jan 22	Budget Hearings

Drop down + Past



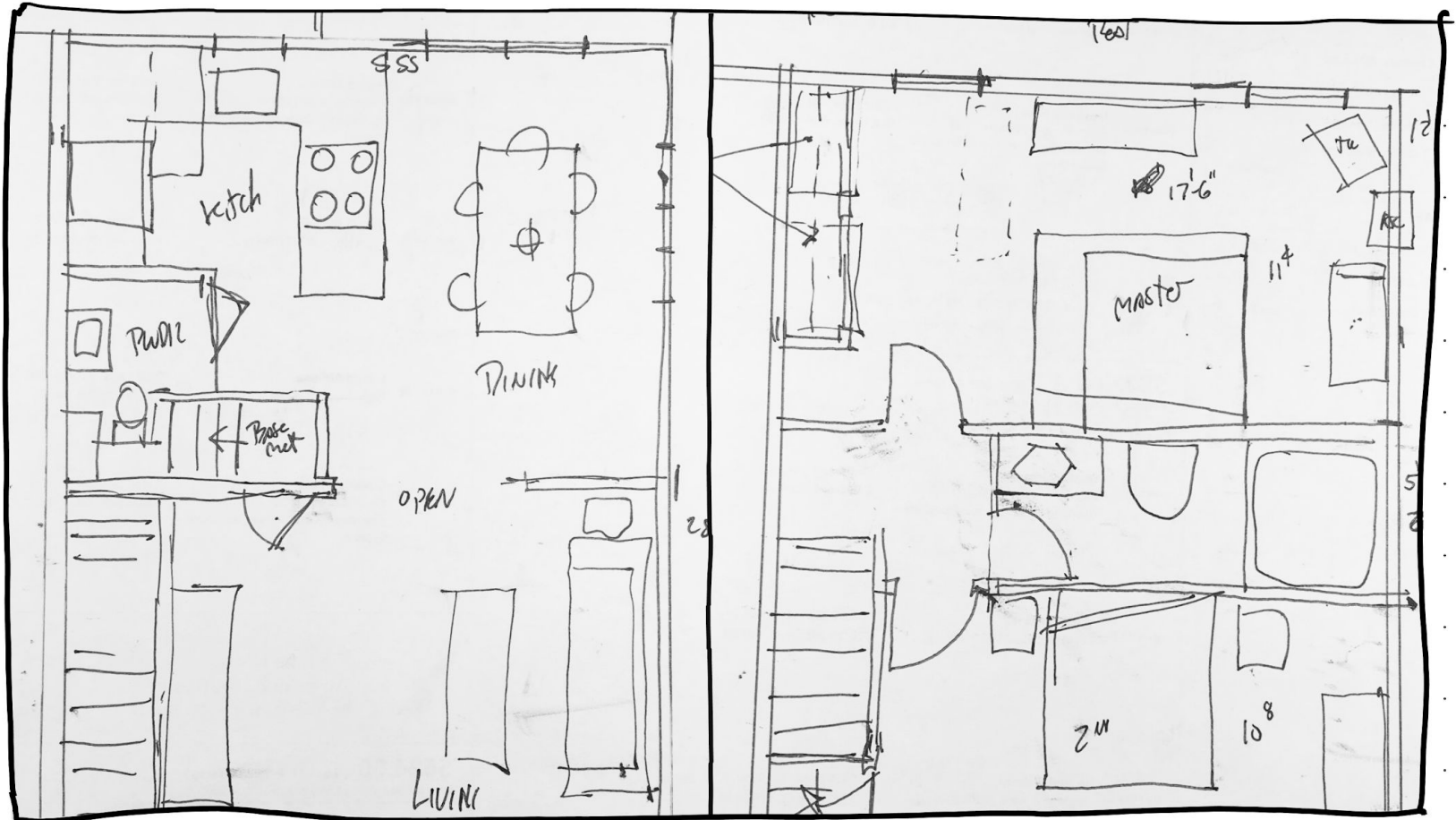


I sketch when I'm...

---

COLLABORATING  
& WORKSHOPPING

"I'll know it when I see it"



Sometimes,

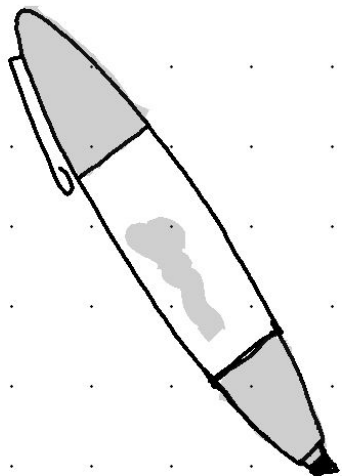
Gets To

~~Make~~ Everyone <sup>↓</sup> Sketch 😊



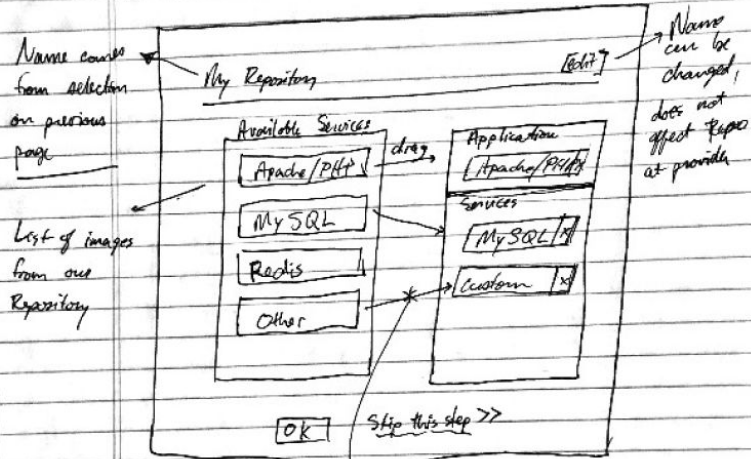
Sometimes,

BE THE MARKER



FOR THE GROUP

Repository Information / Refined or Basic Settings



Select an image from some other repository

Get Started with our free plan!

- GitHub
- BitBucket
- GitLab

3rd Party Auth Screen Can add?

Welcome Aboard!  
Select a team to get started

- Lullabot
- Dupliize.me
- Tyboot
- OR
- Start w/ a Demo Project

user placed in free plan



I sketch when I'm...

---

DOCUMENTING

~~PIXEL PERFECT PICTURES  
OF WEBSITES~~



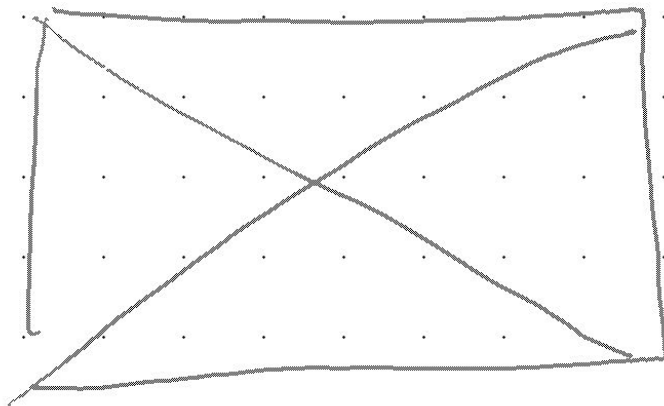
DOCUMENT HOW WEBSITES  
SHOULD BE BUILT



CLARIFY UX RECOMMENDATIONS

"What am I recommending specifically?"

HOW MUCH FIDELITY IS ENOUGH?



Heading One Goes  
Here Like This  
~~~~~  
~~~~~



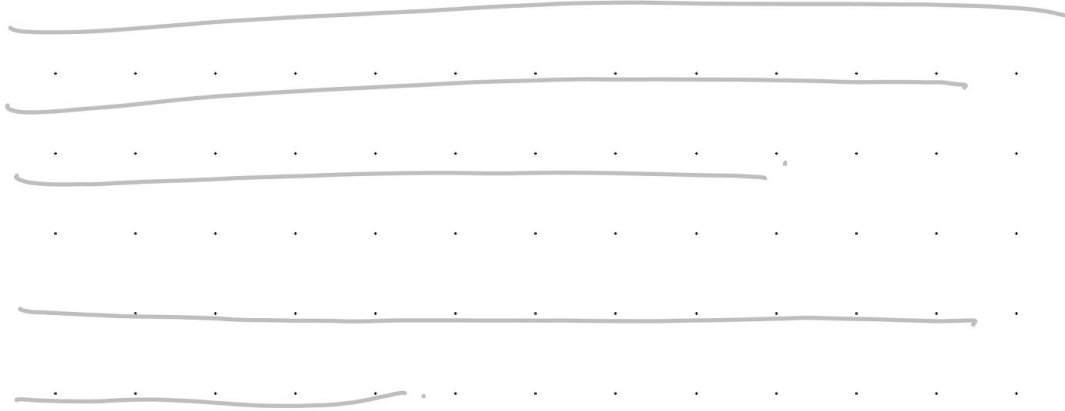
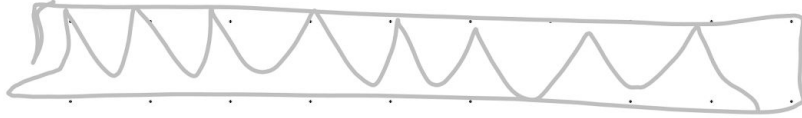
LEAVE WIGGLE-ROOM FOR  
PATTERN RE-USE



LEVERAGE  
COMPONENT  
LIBRARY

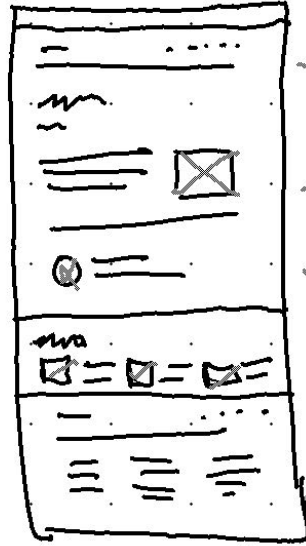


LEVERAGE  
DRUPAL  
MODULES

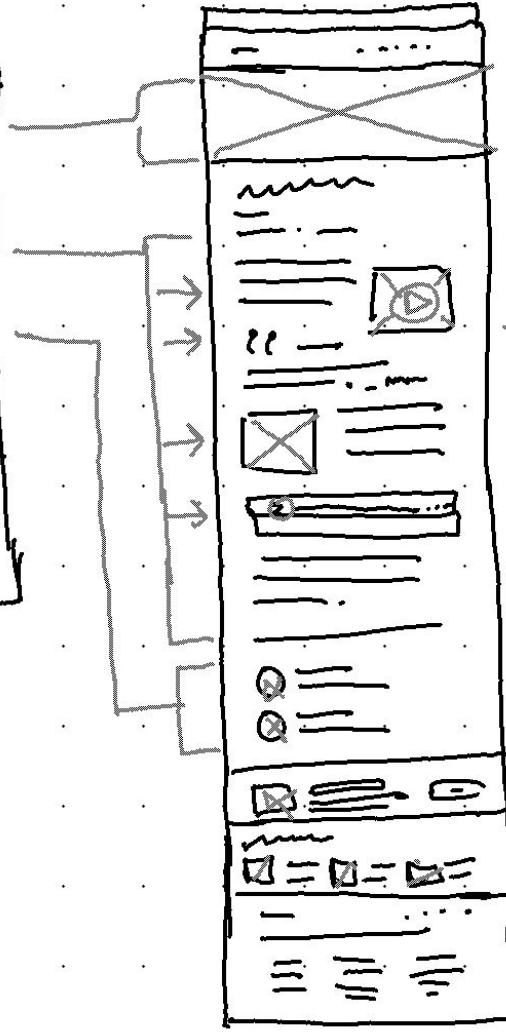


JUST A REGULAR BUTTON

DEFAULT  
POST



EXTRA  
QUAC





OK, fine, we sketched,  
NOW WHAT?

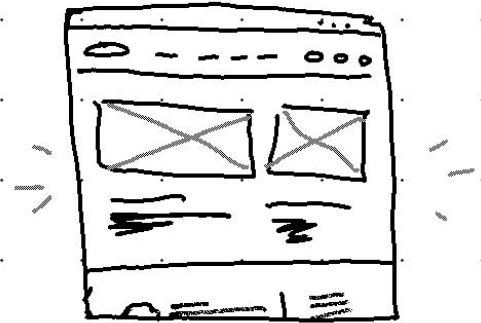
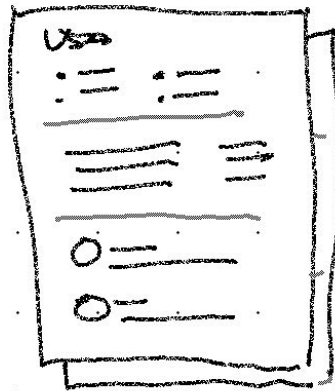
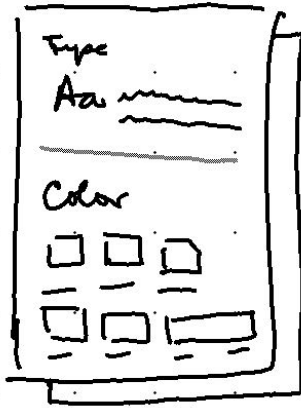
STYLE  
GUIDE

+

PATTERN  
LIBRARY

=

MAGIC



Search the menus (Alt+/)



100%

\$ % .0 .00 123

Proxima N...

10



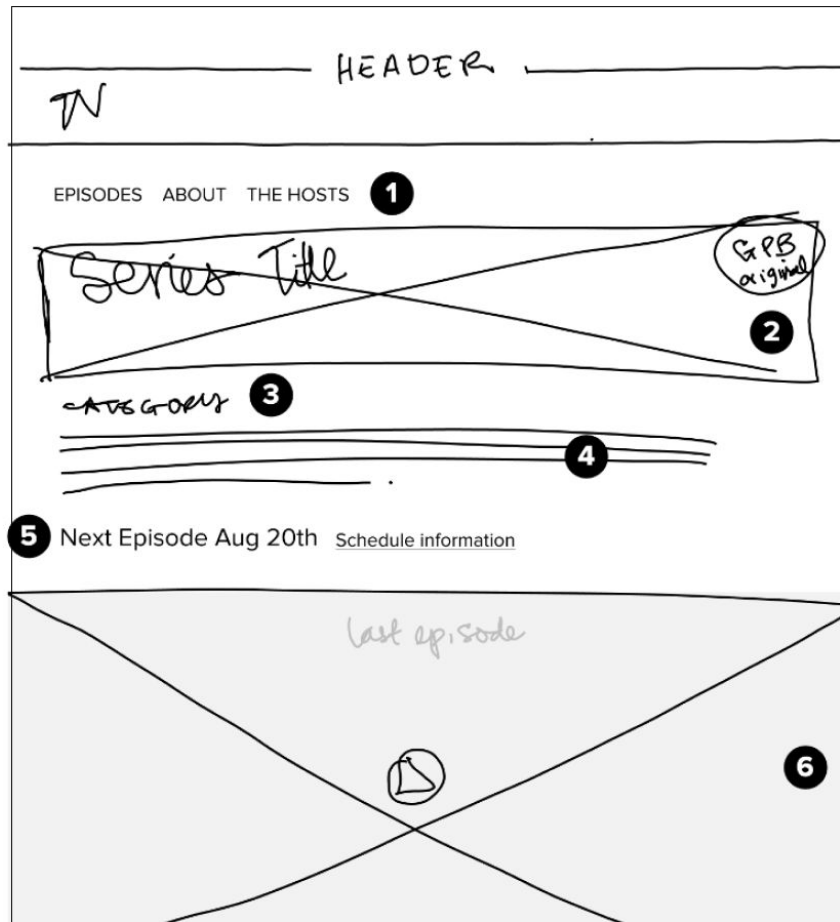
	A	B	C	D	E	F	
	ID	Name	Priority	Action	Wiring Status	Styling Status	Lullabot Intro
1							
2	1	Sports					
3	1.1	Match	High	Design (New)	Approved	Approved	New URL also has Recent matches Related Teams and their This feels like or <a href="https://www.dro-06-24%2015.2">https://www.dro-06-24%2015.2</a> Multiple states:
4	1.2	Team (high) School (low)	High	Design (New)	Approved	Approved	Part of team, ne This is what pur Tabs of legacy Records conten -- should not be (could import le
5	1.3	Bracket	High	Design (New)	Approved	Approved	currently a slide value in custom review 3rd part Review in desig expanded out t
6	1.4	Schedule	High	Design (New)	Approved	Approved	Screenshot from <a href="https://www.dr-9-06-24%2015">https://www.dr-9-06-24%2015</a> Doesn't include Could reuse wi
7	2	TV					
8	2.1	Season	High	Design (New)	Approved (in Show)	Approved	Comes from AF
9	2.2	Series	High	Design (New)	Approved	Approved	One-off landing episodes list is This a landing considerations



**Content Type:** TV Program / Episode

**Context:** Node Content

This is the page for a single TV program and also for any specific episode of a TV program.



**1** This menu will not appear by default. Some programs will have extended information which can be placed in this menu. Hosts and About are common use cases, but not the only ones.

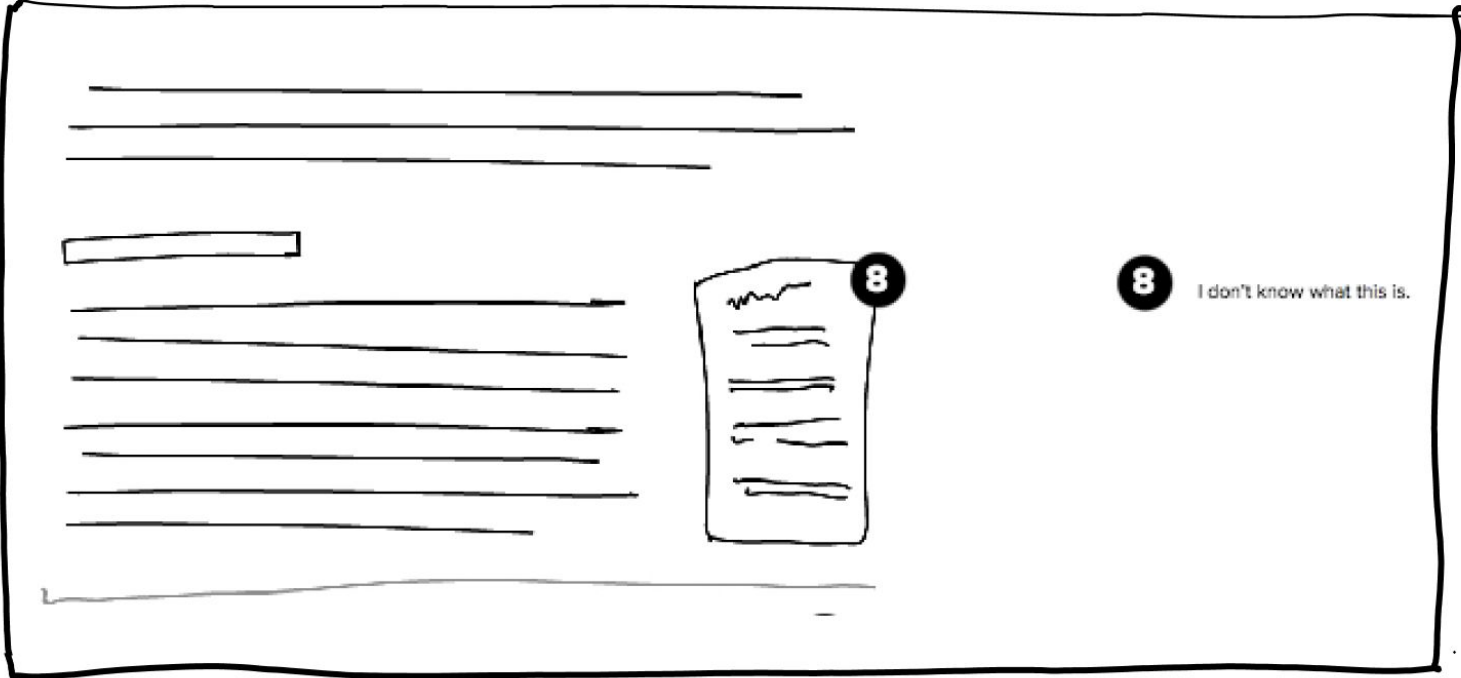
**2** Hero area which includes the show's Name, Hero Image, and an optional badge which indicates that this is a GPB original, triggered by the GPB Original field on the Program content type.

**3** The genre of this show, specified through the Genre taxonomy in the Program content type.

**4** The show's description, specified through the Description field on the Program content type.

**5** The date and time of the next showing of this show, along with a link to further schedule information (this functionality may be ripe to be cut, since it would require more extensive integration with the schedule API)

**6** The current episode available to watch. Which episode this is depends on the context described above.



8

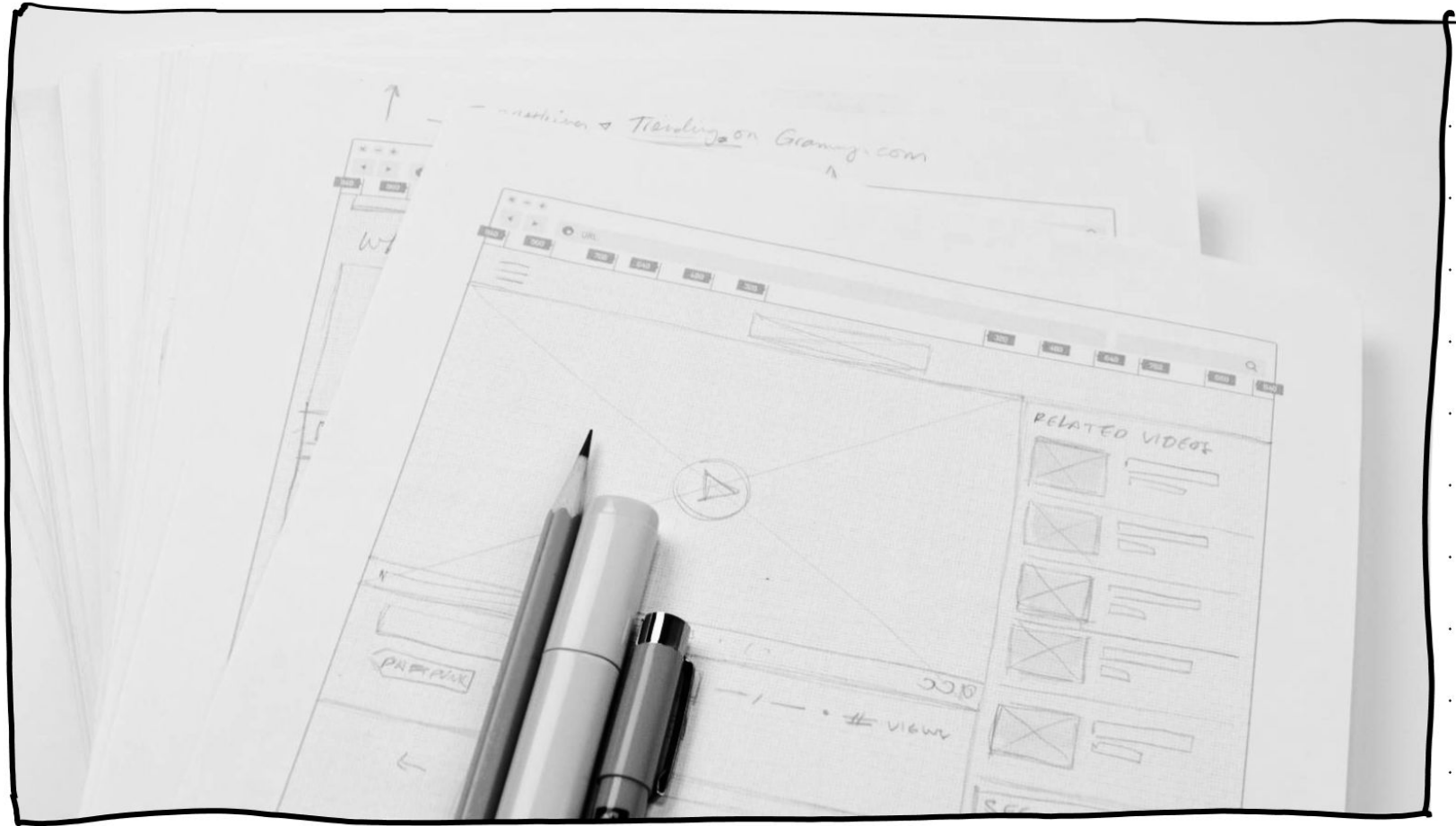
8

I don't know what this is.



TOOLS

---



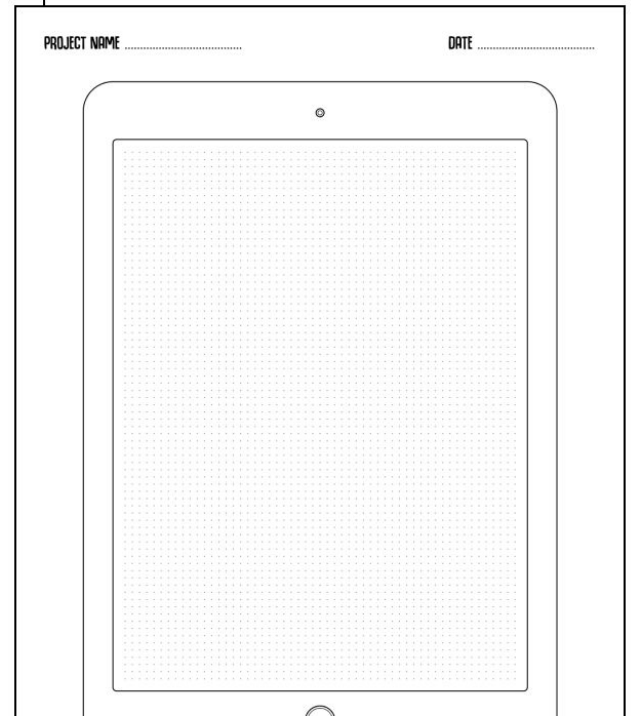
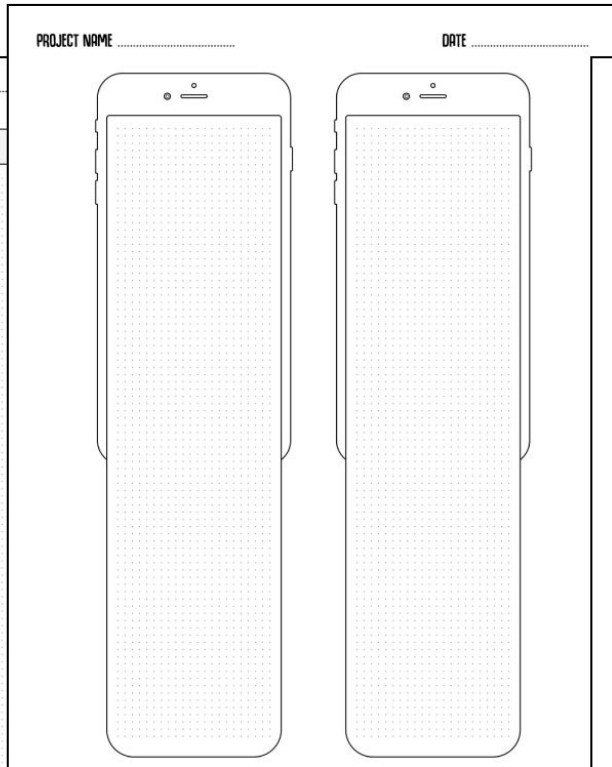
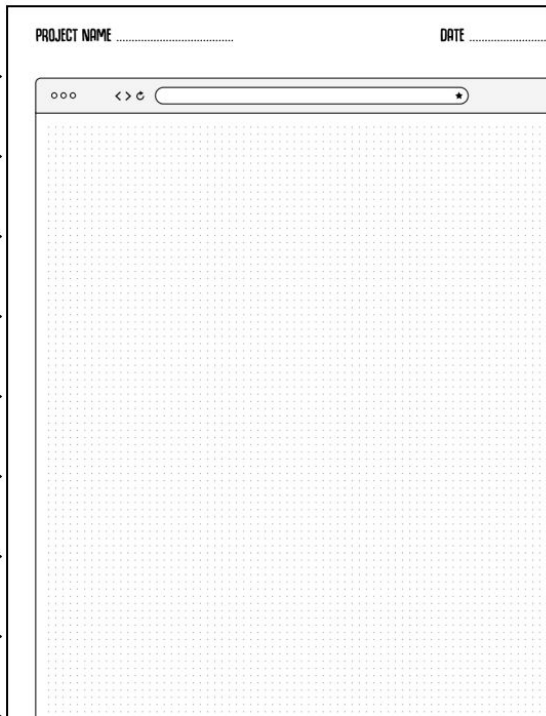
Trending on Grammy.com

RELATED VIDEOS

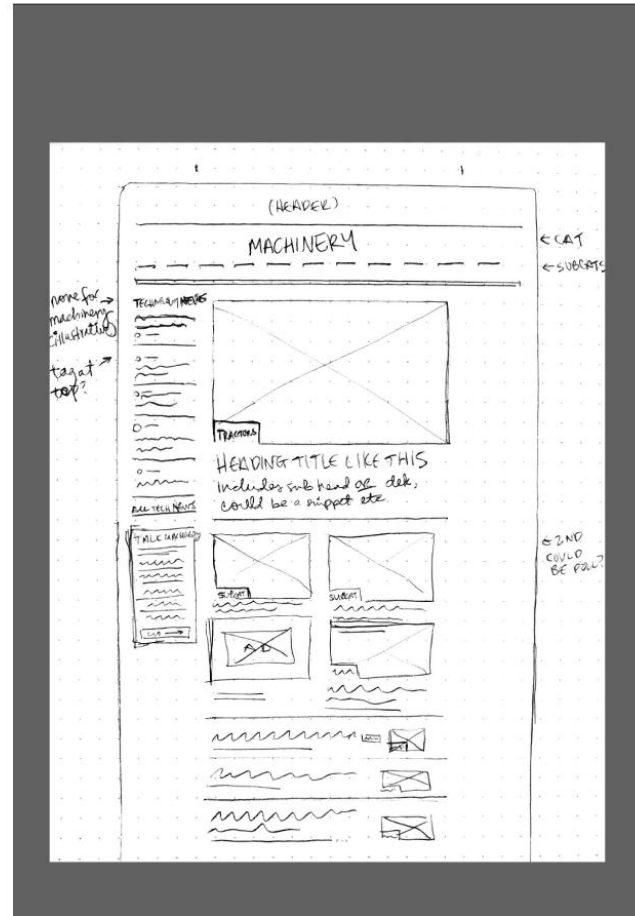
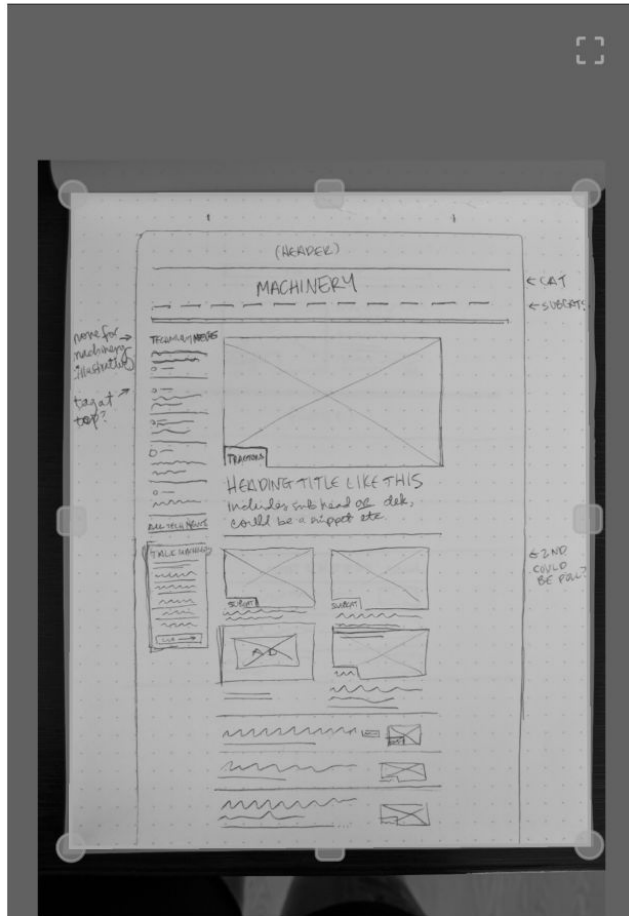
PRO PLAN

# VIEWS

Sketchize.com

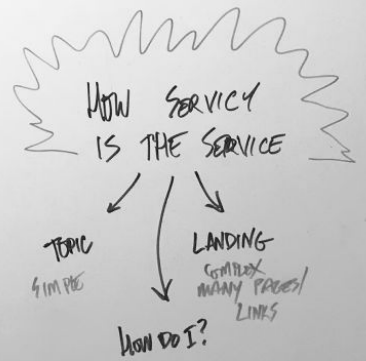
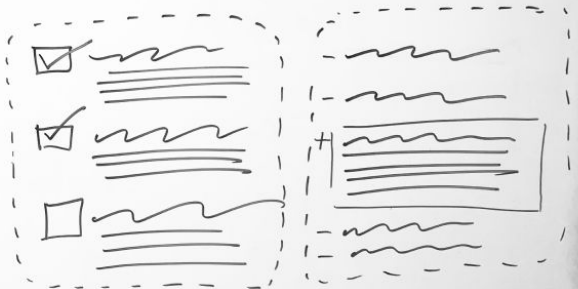


# Joe Not





LINKS



# AICHE REDESIGN

AICHE IS...

60,000 MEMBERS  
(110 COUNTRIES)  
- PRIVATE UNIVERSITIES vs  
- EDUCATION vs  
1/3: COMPUTING, QWTS, NANOTECH, BIOTECH  
58K PROF / 23K STUDENTS

AWARDS - PUBLICATIONS  
EVENTS - VOLUNTEERS  
(15%)  
- FUND. (DEV)  
EDUCATION (ACADEMY)  
- UNUSUAL GROUPS  
- ENGAGE  
- 6 OFFICES

REVENUE  
PUBLICATIONS 33% → 25% (8)  
MEMBERSHIP 25% → 18% (7)  
EVENTS 20% → 10% (10)  
CONTRIBUTORS, PARTNERS, OTHER 22%  
EXPENSE  
PROGRAMS 52%

ORG. GOALS

HOW TO STABILIZE MEMBERSHIP?  
- RETAIN YOUNG PROFESSIONALS?

INCLUSION  
- WOMEN  
- LGBTQ  
- BLACK STUDENTS  
- DISABLED  
- GLOBALLY

THOUGHTFUL, GRADUAL CHANGE @ SCALE

USER INSIGHTS

MEMBERSHIP =  
VIEWABLE NETWORK  
CONFERENCES  
ONLINE RESOURCES  
"SAFE ENVIRONMENT"

FRAGMENTED AUDIENCE =  
- GEOGRAPHICALLY DIVERSE  
- DIFF. PHASE / AGE  
- DIFF. SECTORS (INDUSTRIES, ACADEMIA)

KEY SCENARIOS =  
1. BECOME MEMBER  
2. ATTEND EVENT (CONF)  
3. BUY / CONSUME CONTENT  
4. CONTRIBUTE (VOLUNTEER / DONATE)

1. MEMBERSHIP  
2. LOOK UP  
3. CCPS  
4. CONF'S  
5. VS. HIGHER ED  
6. IA & NAV  
7. STORYTELLING  
8. MAX VOLUNTEER  
9. PERSONALIZATION UX

NEW STYLE REQ.  
- LESS CREDIT, MORE CRED  
- LEVERAGE BRANDING  
- MODERN  
- NEW TECH  
- EXISTING INCREASE  
- REWORK  
- COUNCILS

HOW MIGHT WE...  
HMW... DRIVE REVENUE WITH THE NEW DESIGN?  
HMW... TELL THE STORY OF MEMBERSHIP? & STREAMLINE PAYMENTS?  
HMW... TARGET THE RIGHT USER WITHIN A DIVERSE SITE AUDIENCE?

HMW... TELL THE STORY OF AICHE?  
- WHO - WHAT - WHY - HOW - WHERE

STRATEGY DISCUSS !!!

CONTENT INVENTORY REVIEW MODEL

FEED - NEW BEACON DIRECT LINK (FROM TESTING)

WIRES -  
1. PROMOTE CONTENT YIP'S LIKE  
2. STREAMLINE MEMBERSHIP SIGNUP / RENEWAL

DO

WHICH SOCIAL

WIRES - IMPROVE SEARCH & FILTERS

- POSSESSION MODELS -  
CONDENSE / TARGET KEY PERSONAS?  
- W/ AUDIENCE START  
- MAP TO PAGES  
- LOG IN?  
UPON DATE LOGIN  
- INCL. MEMBERSHIP

1/3 STUDENTS TARGET ON HOME, etc...  
PROMOTE VOTING?  
WIN CLEANER





**HOME PAGE**

**Persona Priorities**  
Needs to appear in category  
at a single level  
\*URL of Marketing

**User Needs**  
- User needs to understand a feature  
- User does not add value/allow more  
of website  
- Provide a clear path for discovery

**Requirements**  
- This section needs to have our website  
- Clear CTA for personas  
- Show up on mobile  
- Content should be relevant to user

**Ready Number**  
1

**Key Metrics**  
- Unique visitors  
- Engagement Metrics  
- Engagement/Click  
metrics  
- Bounce rate  
- Referral traffic  
- Retention rate  
- Page load time  
- Conversion rate

**USER NEEDS**

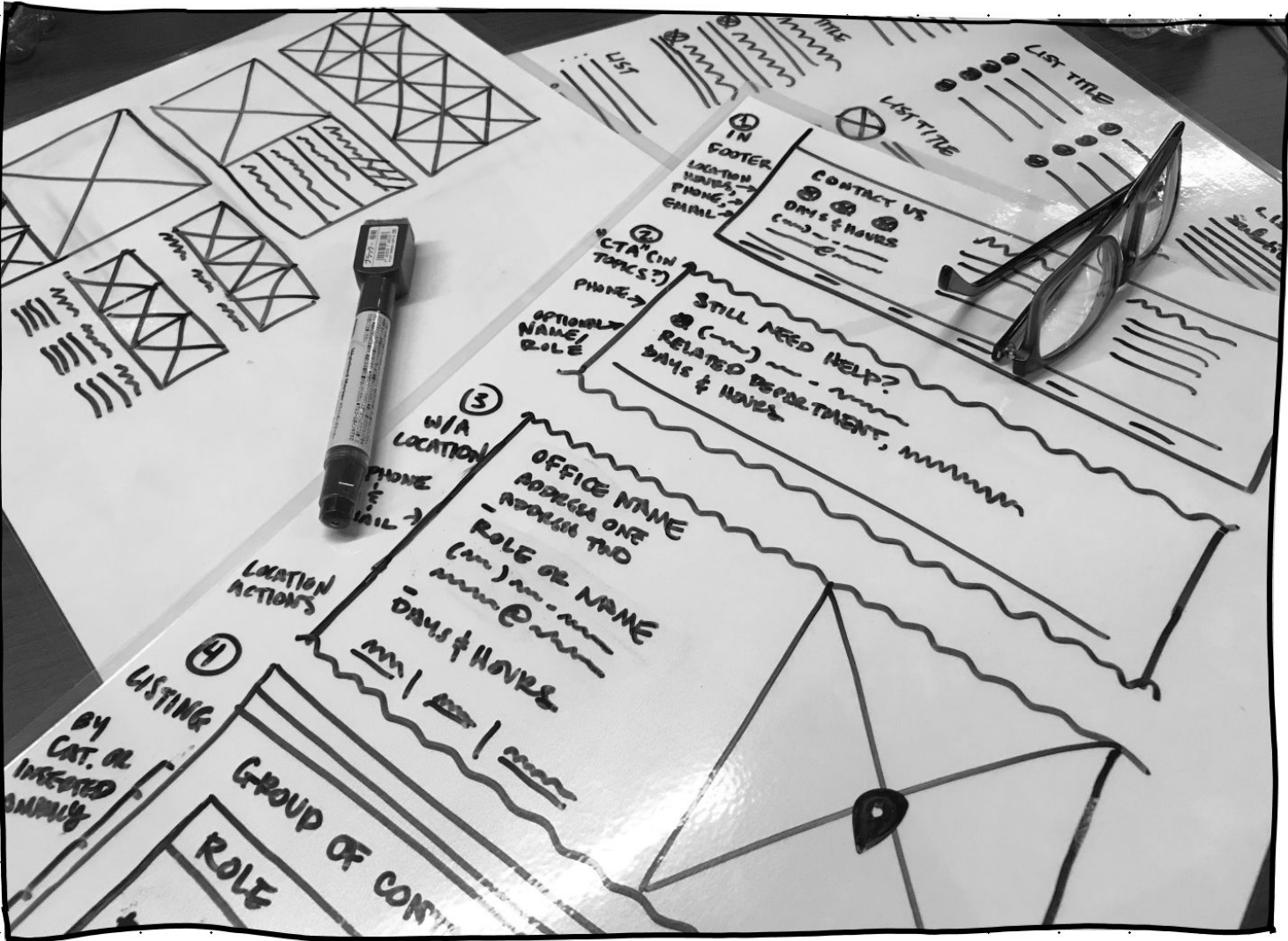
- Validation from
- Benefits unique to user
- Feasible: How can we
- Customized for user

• Getting to Content w/

• How do I learn more?

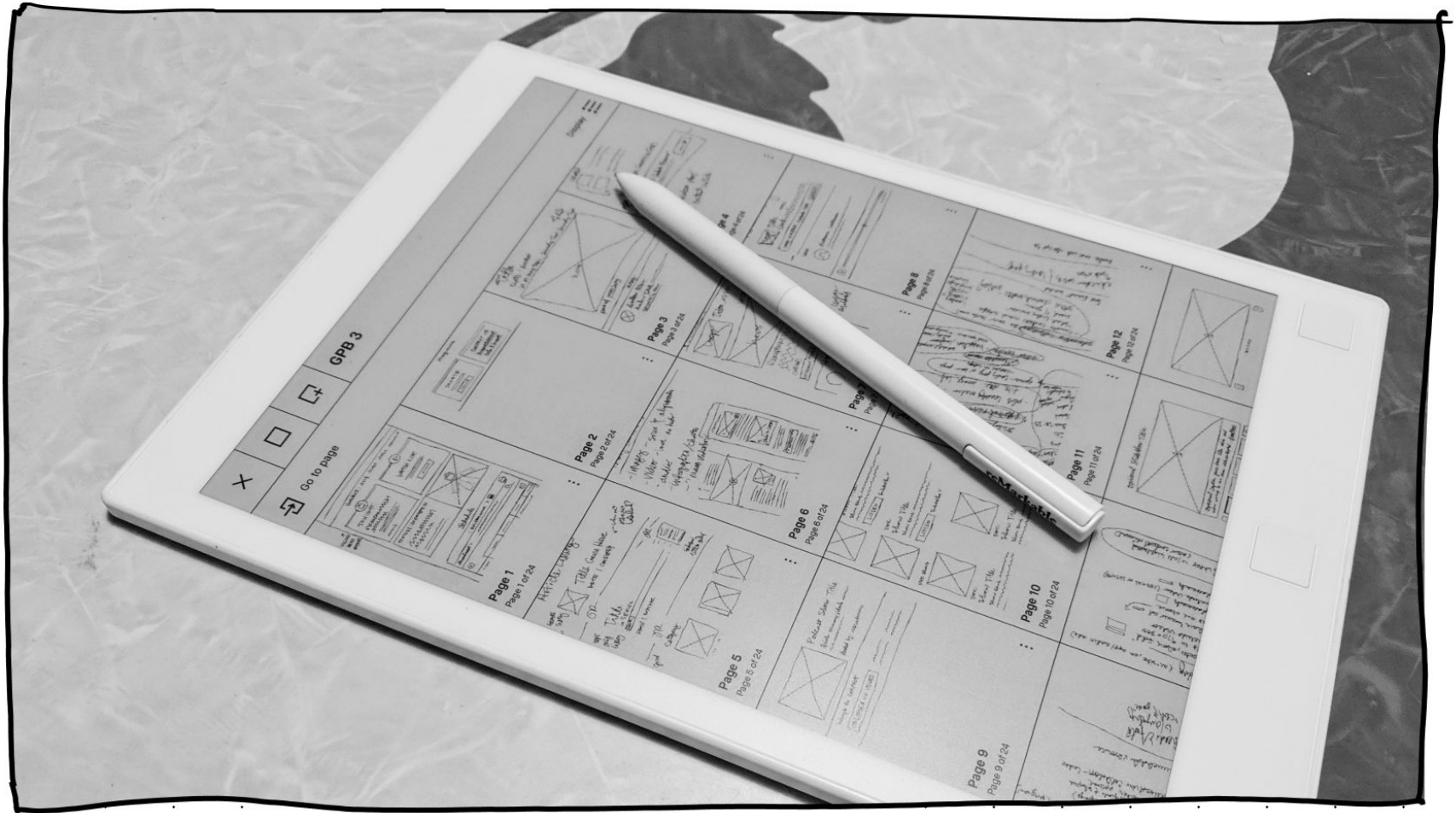
**Personas Needs:**

- Have we been relevant
- Make user confident
- Service Buttons displaying
- Conversion - Pipeline
- Requirements
- Logo's
- Call address & QR
- Primary CTA: Call
- Secondary CTA: P
- Tertiary CTA: S





# ReMarkable



# Figma

GPB - Wireframes - Figma

figma.com/file/y15srq6xuidmKDaHEJUG3i/GPB--Wireframes?node-id=524%3A0

GPB / GPB - Wireframes

Layers Assets Mars: Articles ...

Pages

- Mars: Articles & Blog Post Wires
- Mars: Podcast Wires
- Mars: Misc. Component Wires
- Mars: Ads
- Rectangle
- Rectangle

NOTES

- Promo: Show or series
- Group 3
- News: Article Listings, Screensho...
- News: Article Listing Variations
- News: Article, Robust
- News: Article, Simple
- News: Blog Post
- Blog
- Article
- Articles

News: Ardele Lisang Variaens

News: Ardele, Rebase

News: Ardele, eimele

Comments

Earlier

Mars: Podcast Wires

2

Megh, Marissa, 2 months ago

My thought for this that there is a designed header area since it is different from Orchard.

Then from the Video hero through where the authors are listed is a field that has wysiwyg options as embeds like video, audio, slides infographic, etc

The bottom area would be optional reference fields for them to add related stuff, blocks from a set in a controlled way.

tdlr; I think news article is a no with a template, not layout built 2 replies

Unattached Comments

4

Megh, 3 months ago

Body content embed content I <http://orchard.gorgia.gov/tdlr-page-topics-page-embeds>

Marissa Epstein

Cancel Post

I have a question about this area, 😊

## REMOTE TOOLS:

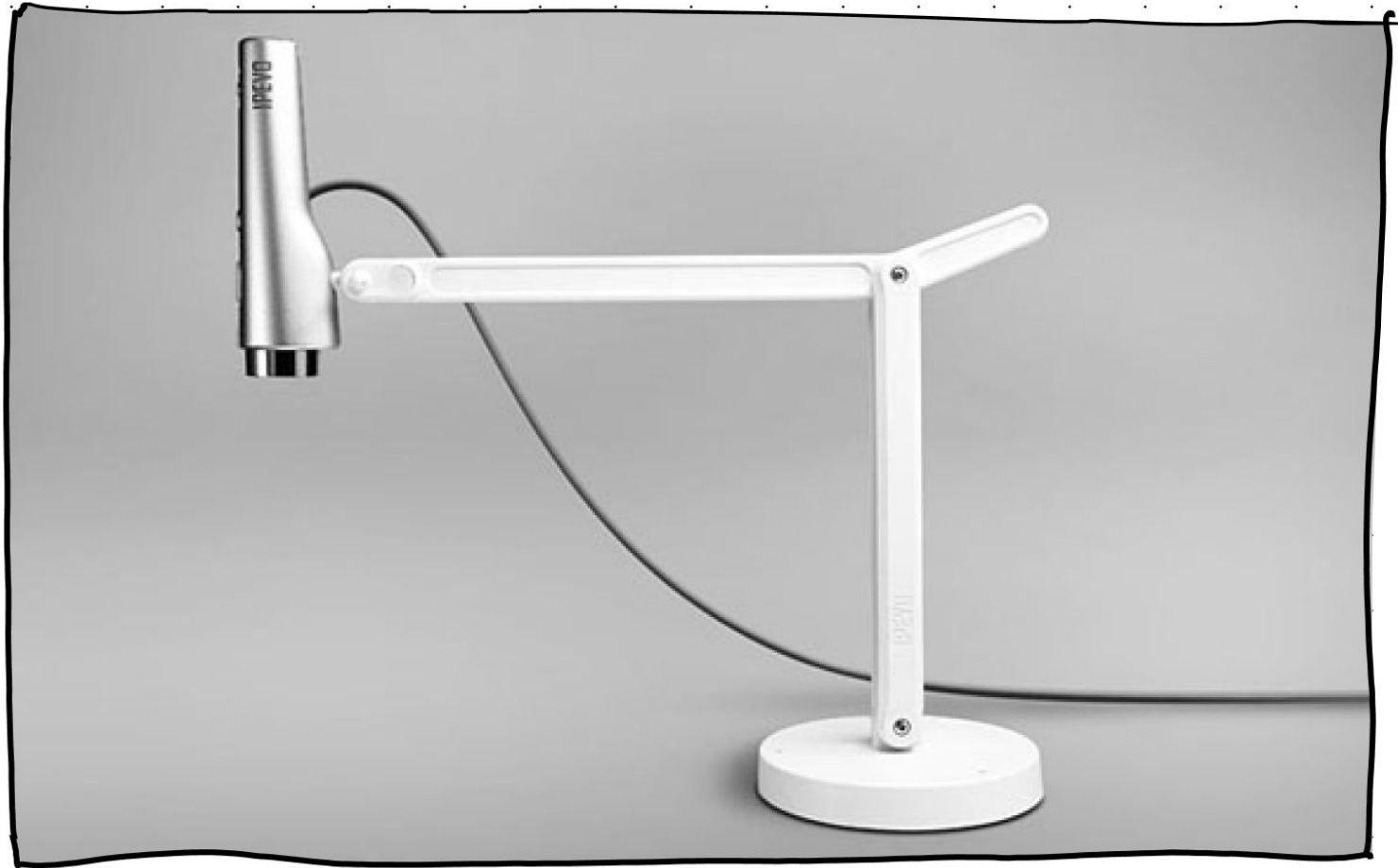
→ Google Meet / Slack Call

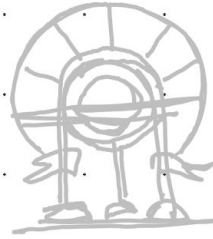
→ Dropbox Paper Doc

→ Google Drive / Dropbox / photo album

→ Slack again

# USB Desk Camera





(super - quick)

CASE STUDY

---

Georgia.gov



# BIO/CONTACT

OPTIONAL

4 Bio Category ▶


JANE DOE

JANE DOE

Job Title

Staff (Type)


Contributor



---

GET IN TOUCH

Organization Office • Phone • Email



---

Biography goes here ~~~~~

~~~~~

~~~~~

...READ MORE

OPTIONAL

---

PTD  
CONTENT  
OR  
CHOOSE  
MANUALLY  
↳

LEGISLATURE

~~~~~

~~~~~

~~~~~

~~~~~

~~~~~

MORE

PRESS RELEASES

~~~~~

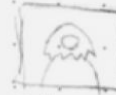
~~~~~

~~~~~

~~~~~

~~~~~

MORE



JANE DOE  
Job Title

Short bio ~~~~~  
~~~~~ MORE



JANE DOE - Job Title

Truncated bio goes  
here like this... MORE



~~~~~

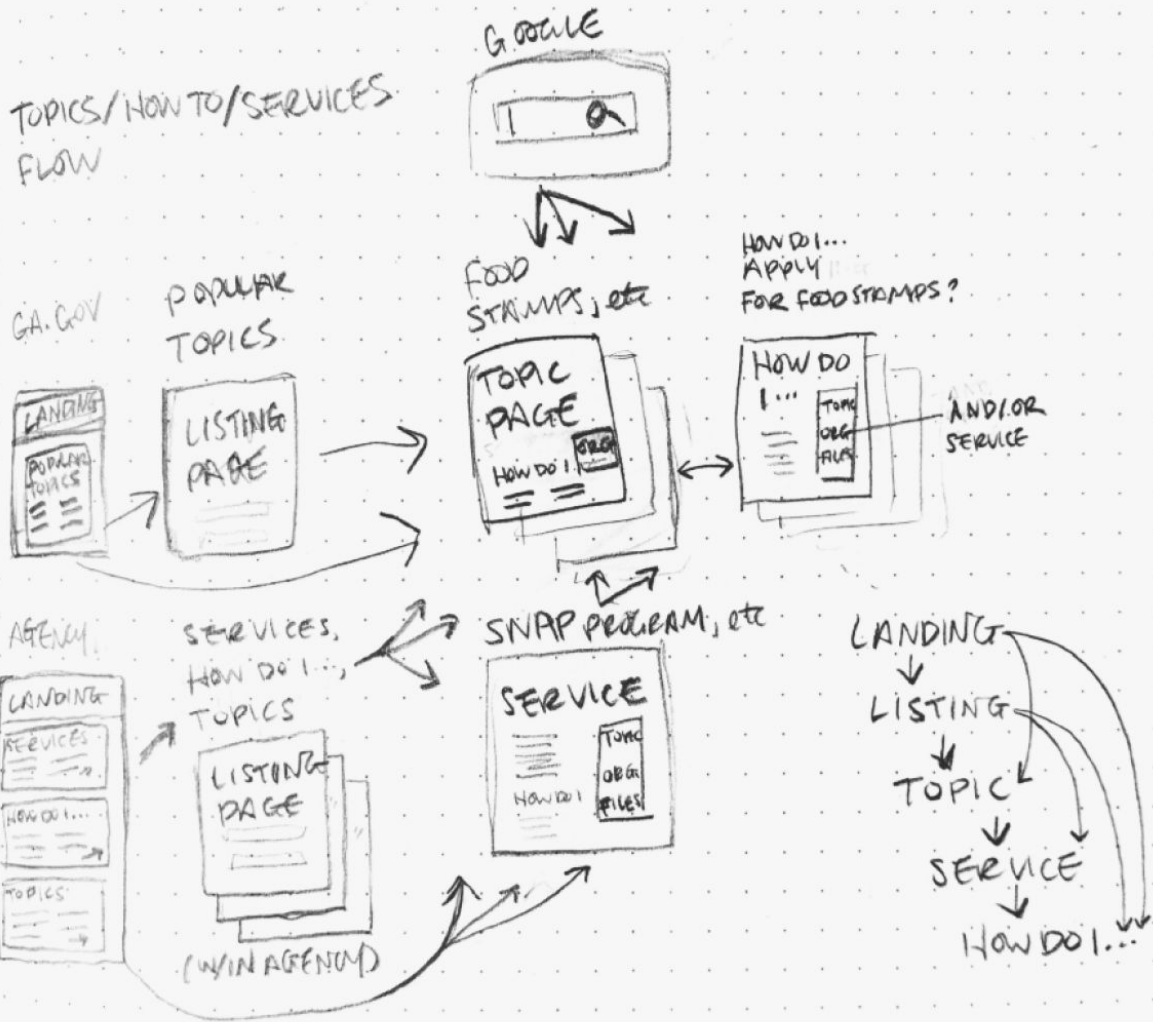
~~~~~

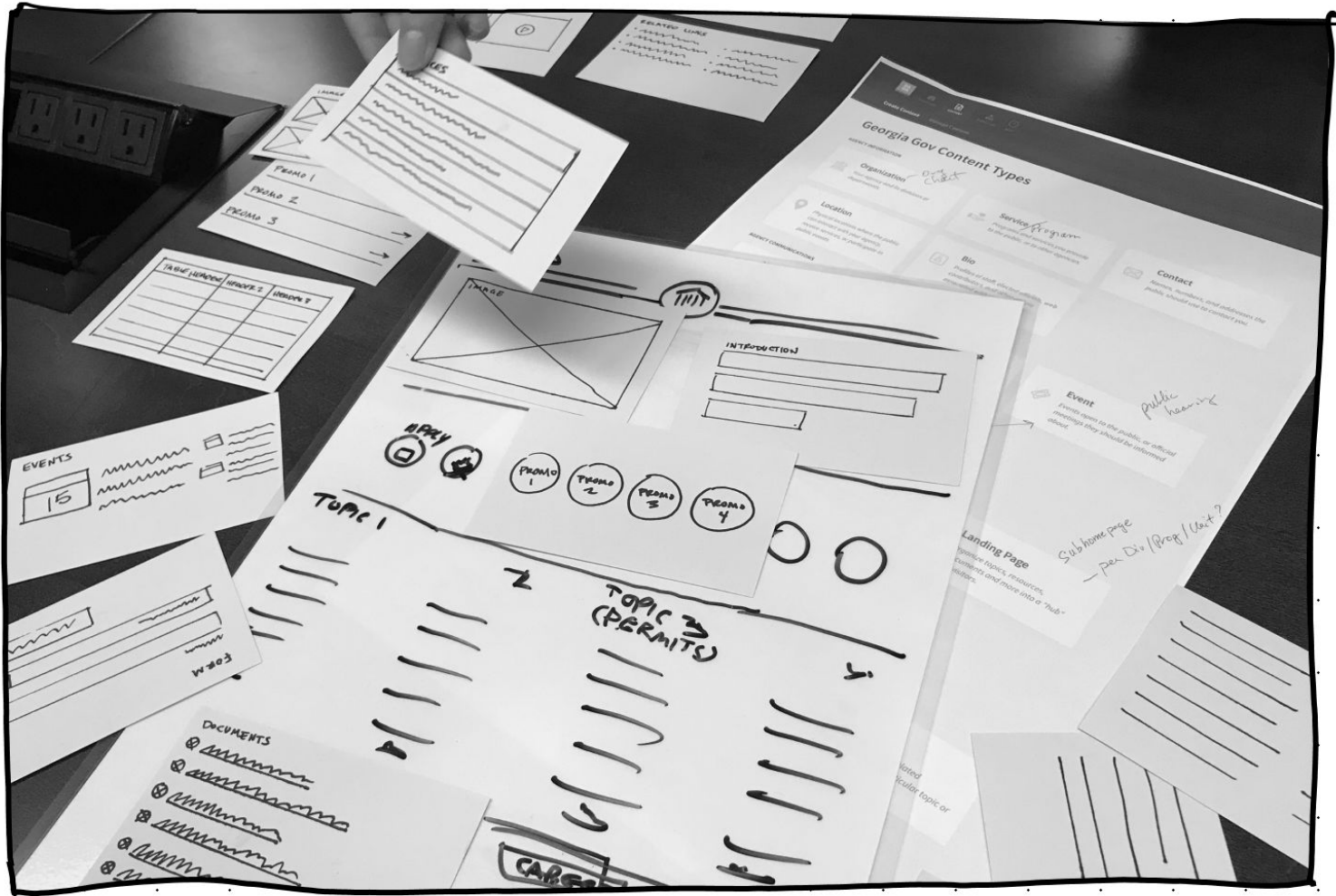


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TOPICS/HOW TO/SERVICES  
FLOW





IN CONCLUSION...



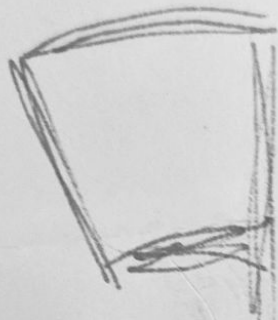
DO  
YOUR  
THING

DO  
YOUR  
TEAM'S  
THANG

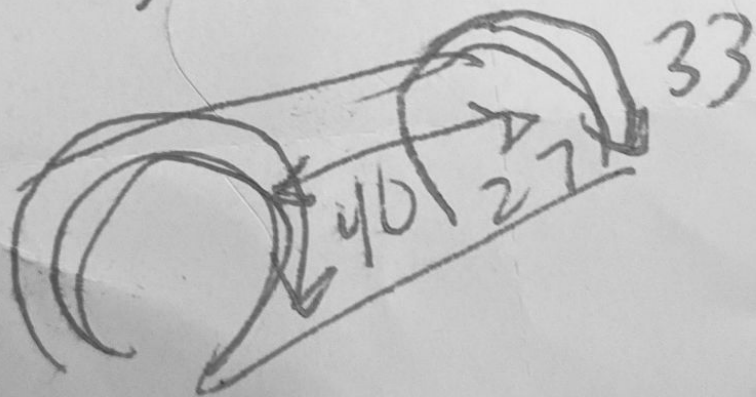
SKETCHING ISN'T  
JUST FOR WIRES...



PLATE  
POSITION



40 x 27









THANKS!

---

Questions?

#UXSquiggles