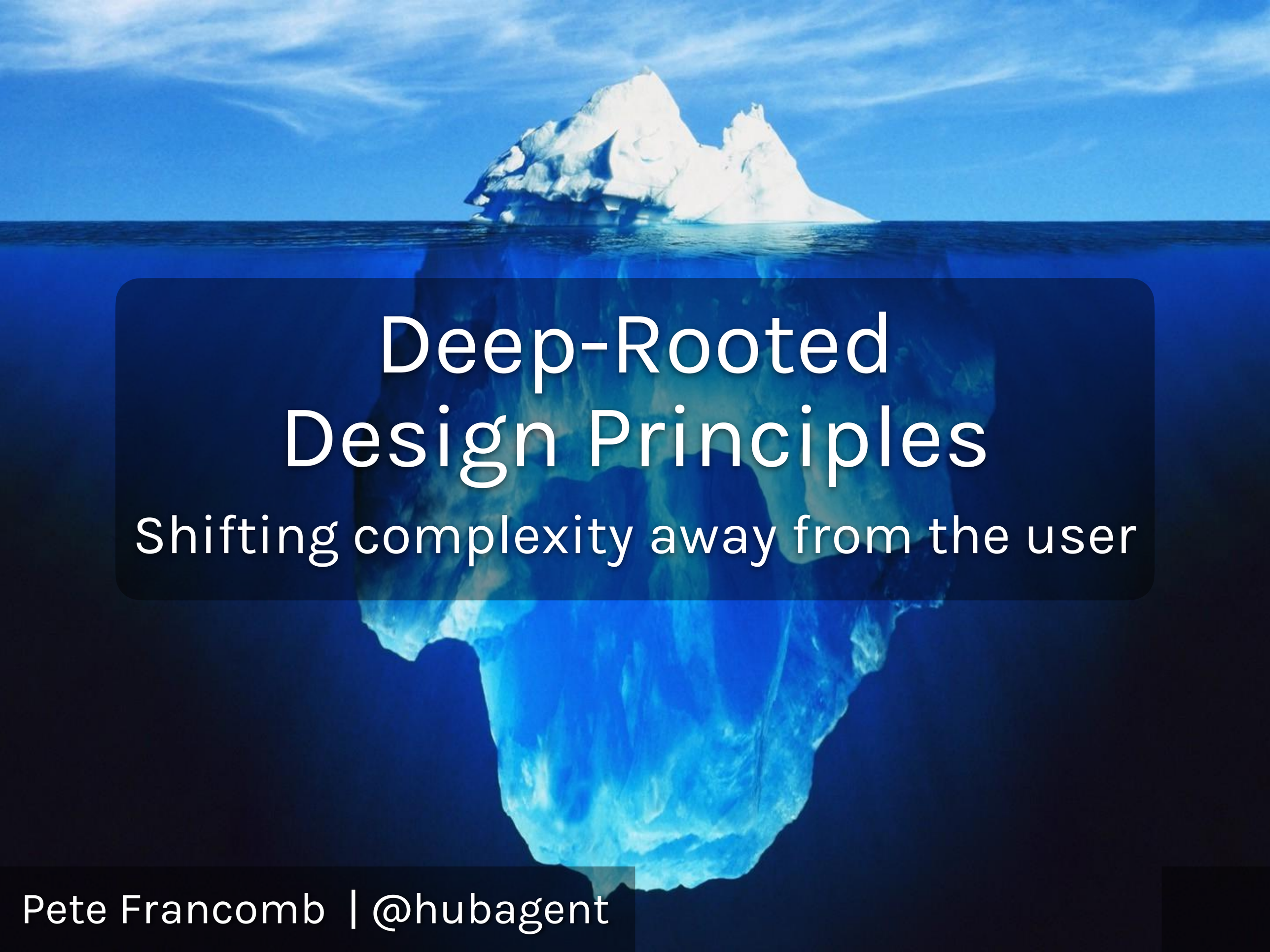


Deep-Rooted Design Principles

Shifting complexity away from the user

Pete Francomb | @hubagent

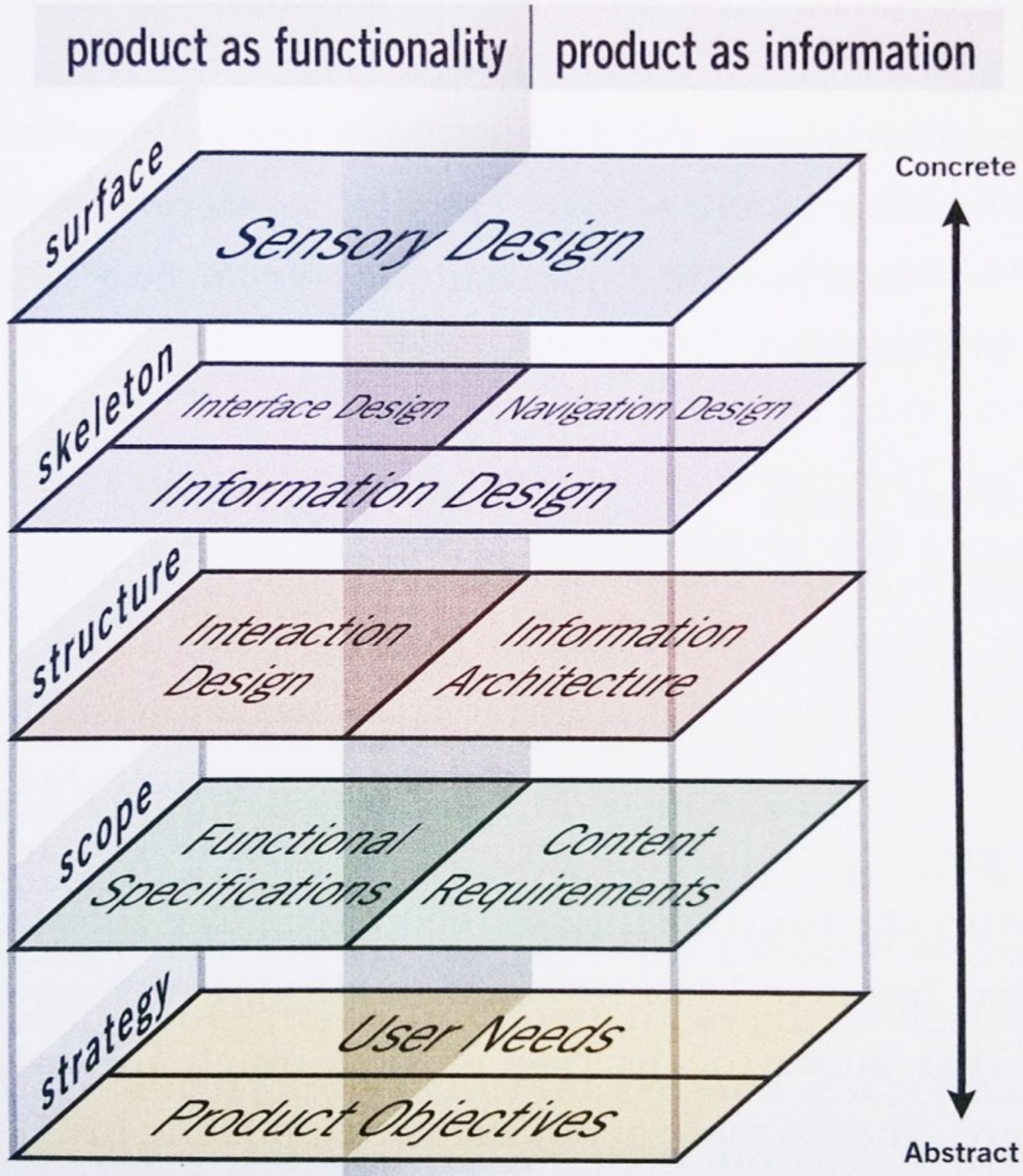
Pete Francomb | @hubagent

Image: ???

Push Complexity Underwater

Pete Francomb | @hubagent

Image: ???


product as functionality
product as information
surface
Sensory Design
skeleton
Interface Design
Navigation Design
Information Design
structure
Interaction Design
Information Architecture
scope
Functional Specifications
Content Requirements
strategy
User Needs
Product Objectives
Concrete
Abstract

skyclerk

Hi, Spicer! MY SETTINGS COMPANY SETTINGS LOGOUT

Demo 888 Switch Account

2013 PROFIT & LOSS: - $73

DASHBOARD
View all recent activity & reports

LEDGER
View/Edit income & expenses

CONTACTS
View/Edit vendors & customers

REPORTS
Browse & Export activity reports

+ ADD EXPENSE

+ ADD INCOME

Contacts

Search GO

+ ADD NEW CONTACT

ALL CUSTOMER VENDOR

Home Depot
BOTH

RECENT ACTIVITY

Home Depot - Added as a new contact.
21 Days Ago.

EXPORT CONTACTS

Export Contacts
(CSV, Excel, etc.)

Add a New Contact

☑ Customer ☑ Vendor

Company

First Name

Last Name

Email

Phone

Address

City State Zip

Website

SAVE CONTACT

or Close

Pete Francomb | @hubagent

Image: ???

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ve Co-op Statement | Admin | Valuation and Exiting | Oshi Processing | 20 Awesome Resou... | (Crowd)Funding | Meetup Events | Cahootify

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Illustrations
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Downloads Left: **838** / 1000 | Time Left: 36 days

ently viewed images | Clear all

ent searches | Clear all

bab chef | kebab grill | cous cous | chicken wrap | wrap | milkshake | milk splash | milkshakes | steak sandwich | steak and chips

eakfast baguette | croissant sandwich | croissants | smoothie | breakfast smoothie | takeaway breakfast | french toast

r lightboxes | View all (41)

Pete Francomb | @hubagent

Image: www.shutterstock.com

Content

Sriracha biodiesel taxidermy organic post-ironic, Intelligentsia salvia mustache 90's code editing brunch. Butcher polaroid VHS art party, hashtag Brooklyn deep v PBR narwhal sustainable mixtape swag wolf squid tote bag. Tote bag cronut semiotics, raw denim deep v taxidermy messenger bag. Tofu YOLO Etsy, direct trade ethical Odd Future jean shorts paleo. Forage Shoreditch tousled aesthetic irony, street art organic Bushwick artisan cliche semiotics ugh synth chillwave meditation. Shabby chic lomo plaid vinyl chambray Vice. Vice sustainable cardigan, Williamsburg master cleanse hella DIY 90's blog.

Section

Foorbar Jones gluten-free Kickstarter artisan Wes Anderson wolf pug. Godard sustainable you probably haven't heard of them, vegan farm-to-table Williamsburg slow-carb readymade disrupt deep v. Meggings seitan Wes Anderson semiotics, cliche American Apparel whatever. Helvetica cray plaid, vegan brunch Banksy leggings +1 direct trade. Wayfarers codeply PBR selfies. Banh mi McSweeney's Shoreditch selfies, forage fingerstache food truck occupy YOLO Pitchfork fixie iPhone fanny pack art party Portland. Tofu YOLO Etsy, direct trade ethical Odd Future jean shorts paleo. Forage Shoreditch tousled aesthetic irony, street art organic Bushwick artisan cliche semiotics ugh synth chillwave meditation. Godard sustainable you probably haven't heard of them, vegan farm-to-table Williamsburg slow-carb readymade disrupt deep v. Meggings seitan Wes Anderson semiotics, cliche American Apparel whatever. Helvetica cray plaid, vegan brunch Banksy leggings +1 direct trade. Shabby chic lomo plaid vinyl chambray Vice. Vice sustainable cardigan, Williamsburg master cleanse hella DIY 90's blog

Aside

Nullam sapien massa, aliquam in cursus ut, ullamcorper in tortor. Aliquam codeply mauris arcu, tristique a lobortis vitae, condimentum feugiat justo.

Aside

Aliquam codeply mauris arcu, tristique a lobortis vitae, condimentum feugiat justo.

Pete Francomb | @hubagent

Image:
Carol Skelly @Bootply @CodeplyApp

Clarify Audience

Pete Francomb | @hubagent

Image: ???

Pete Francomb | @hubagent

Image:
“philosopher”, blenderartists.org

Pete Francomb | @hubagent

Image:
“gautam_verma”, www.panoramio.com

1 Maintain a holistic view
2 Make the machine think
3 User-generated taxonomy
4 Consistent interface over time
5 Dynamic context
Pete Francomb | @hubagent
Image:
wallup.net

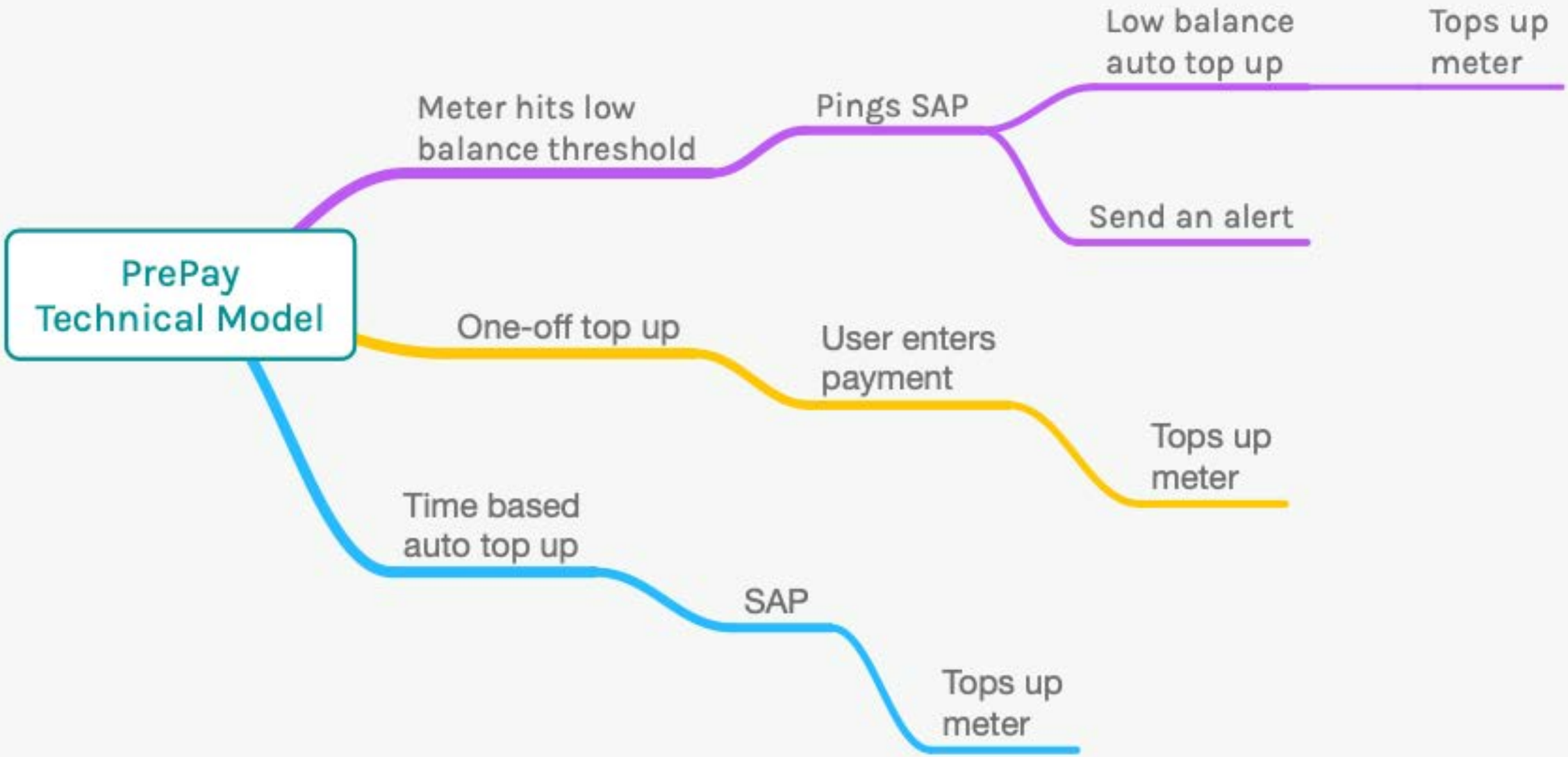
Pete Francomb | @hubagent

Image: ???

Root
Scenarios
Versions
Projections
Major Life Changes
{events}
Income
Employment income
Self-employed income
Pension incomes
{WRONG events}
Benefits
Adjust benefit {event}
Windfalls
{no events}
Expected income
mmitments (bills)
tionary spending
et aside for goals
Estimated cashflow
Expected surplus
Actual cashflow
App
Monthly Budgeting
Current Stream
Long Term Planning
Progress report
(Estimated vs. actual cashflow)
Accounts
Saving
Goals
Debt reduction
Mini Scenario Tips / Options (e.g.
£10k savings, £20k credit cards)
Connections
Mind Map
Assets
Fixed term savings
{no events}
Properties
Cars
Sell asset {event}
Adjust value {event}
Private company shares
Other assets
Investments
Liabilities
Loans
{no event
Mortgages

Pete Francomb | @hubagent

Image:
Pete Francomb



Pete Francomb | @hubagent

Image:
Pete Francomb

Goal: Find an event to network with counterparts and learn more about market practices

Decision

"I want to find an event where I can learn more about market practices"

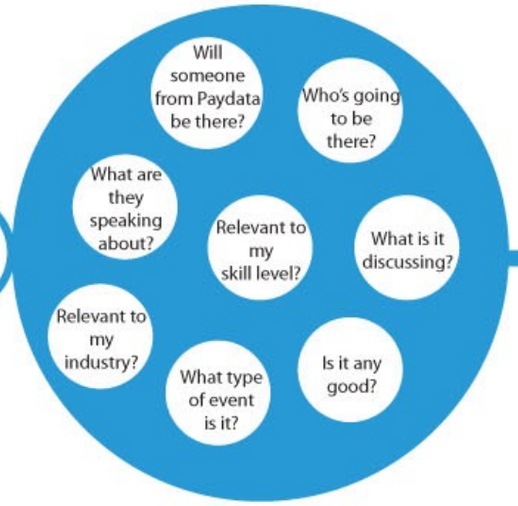
Sam

Initial Investigation "What relevant events are there?"

When investigating seminars and events Sam wants to make sure that the events are relevant. She want's to make sure that she is speaking to people in same environment as her and that she will have the chance to network with the relevant people.

Timing and location is important to her but key is who's there and what they're speaking about.

Browse

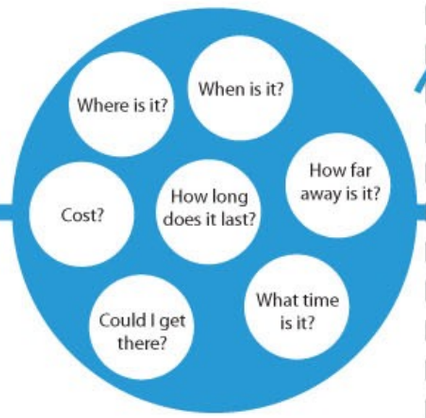


"I'm interested in speaking with people in the same environment as me. Timing is important, but key is who's there and what they're speaking about"

* Search events using filters

"Can I attend?"

Once Sam is happy that the event will satisfy here initial requirements she will want to know information about the timings and location.



* Provide map and timing information.
* Provide travel times from major locations.

Find out more

If Sam has any initial questions she will want to contact Paydata to find out more.

I would like to talk to someone

"I like good communicators who deal with my questions quickly. I like to feel that people are interested in me."

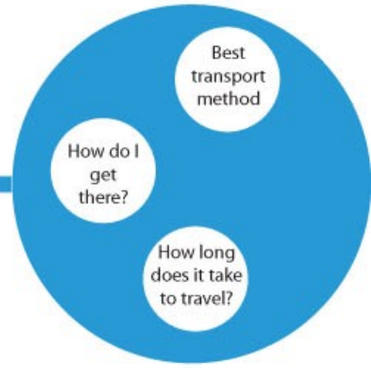
Book event

I would like to attend

* Allow people to book online.

Attending event

Sam will need to know details of how to get to the event.



* Provide travel information for event

Multidimensional Experience Map

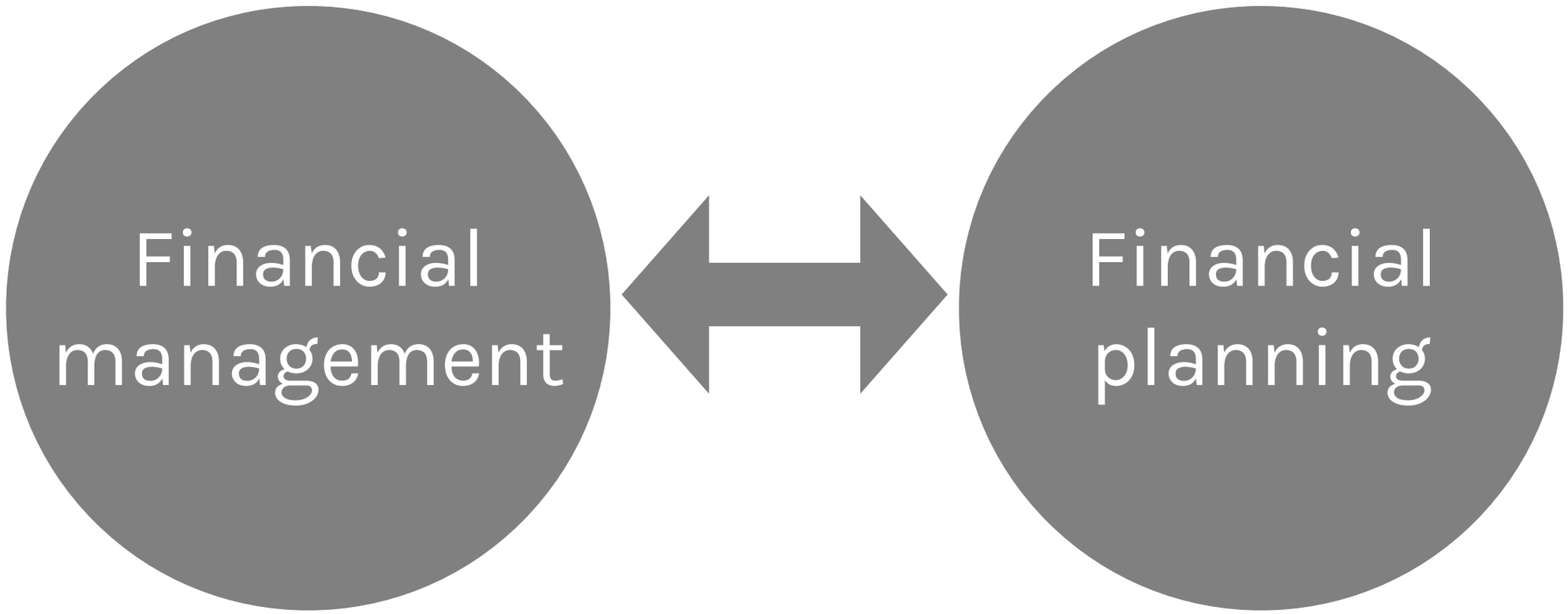
Pete Francomb | @hubagent

Image: ???

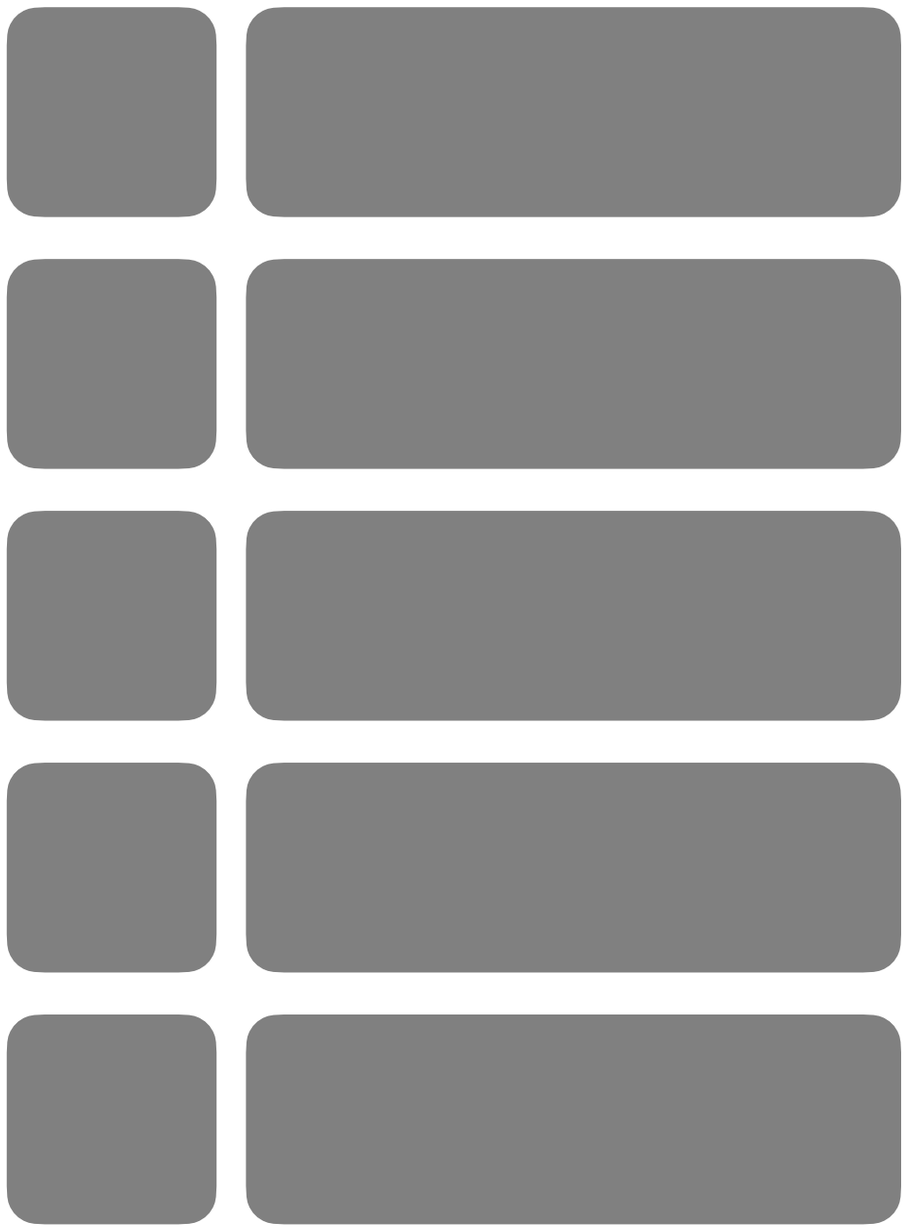
Can’t See the Wood for the Trees

Pete Francomb | @hubagent

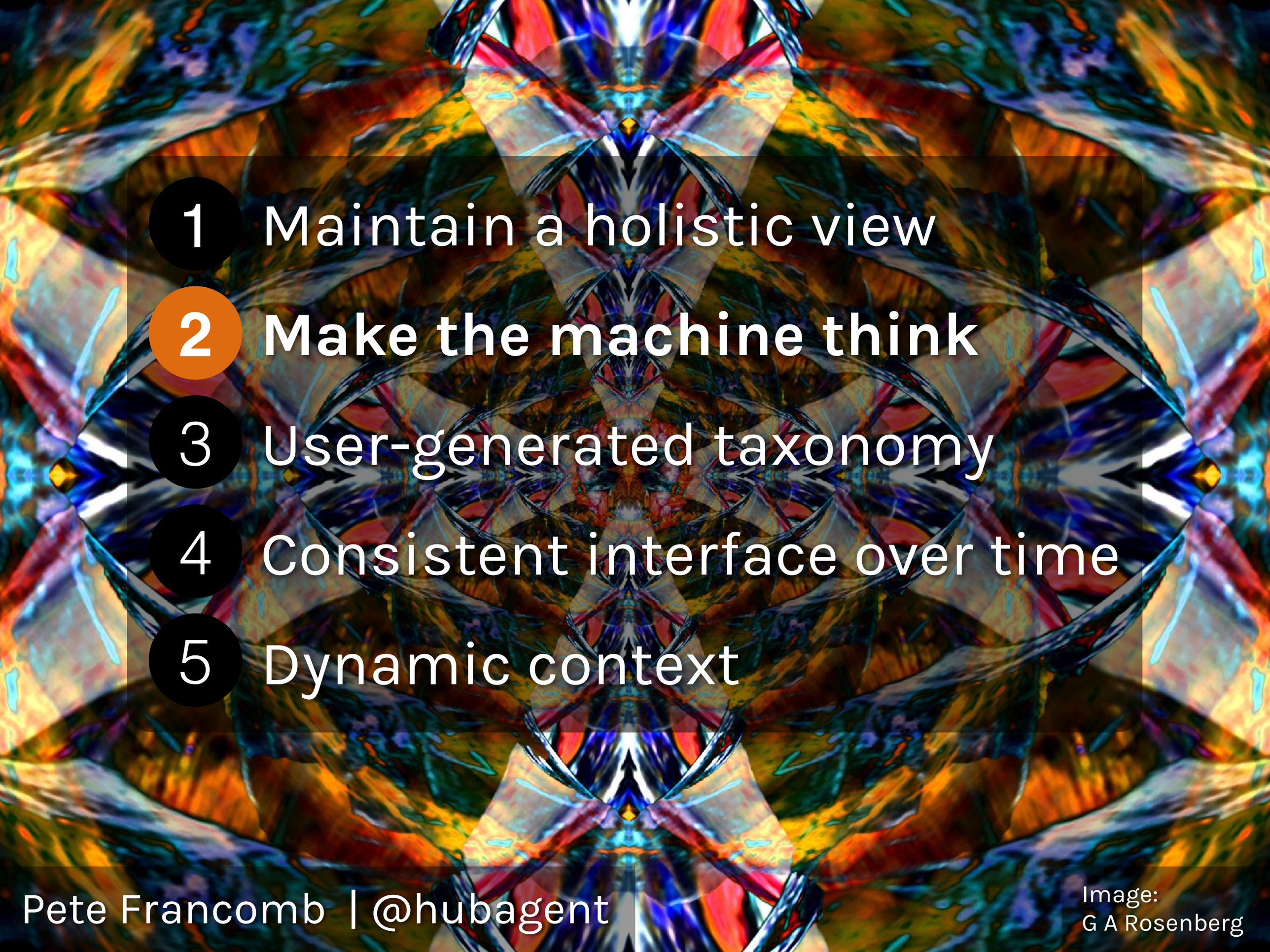
Image: Zonata


Financial management
Financial planning

?



Pete Francomb | @hubagent


1 Maintain a holistic view
2 Make the machine think
3 User-generated taxonomy
4 Consistent interface over time
5 Dynamic context
Pete Francomb | @hubagent
Image:
G A Rosenberg

Google UK

Google Search I'm Feeling Lucky

Pete Francomb | @hubagent

Pete Francomb | @hubagent

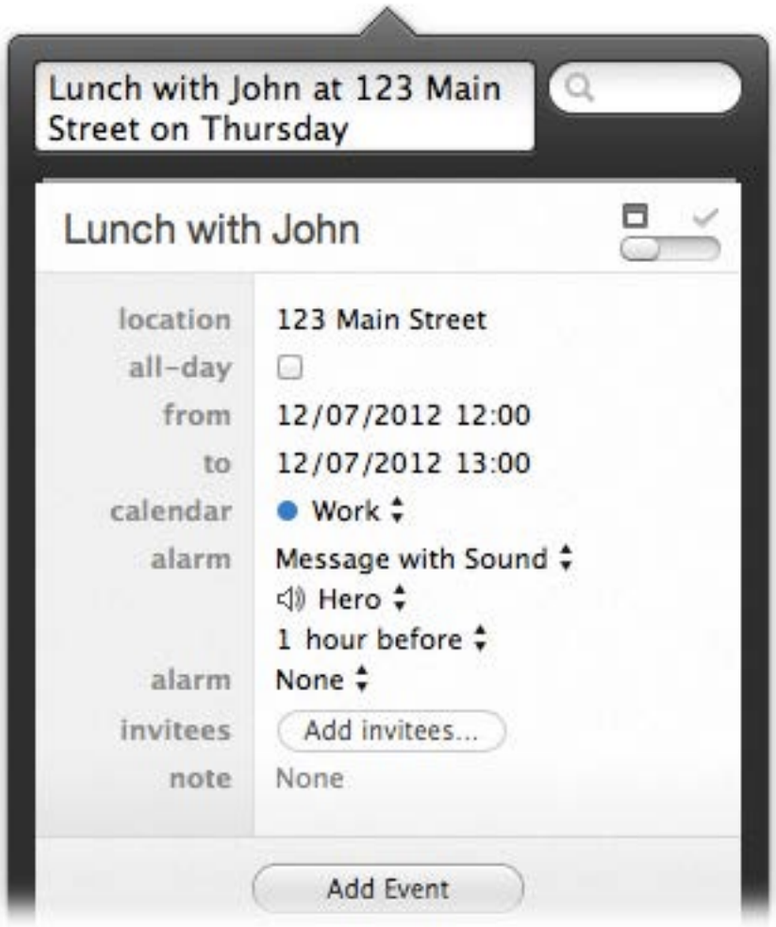


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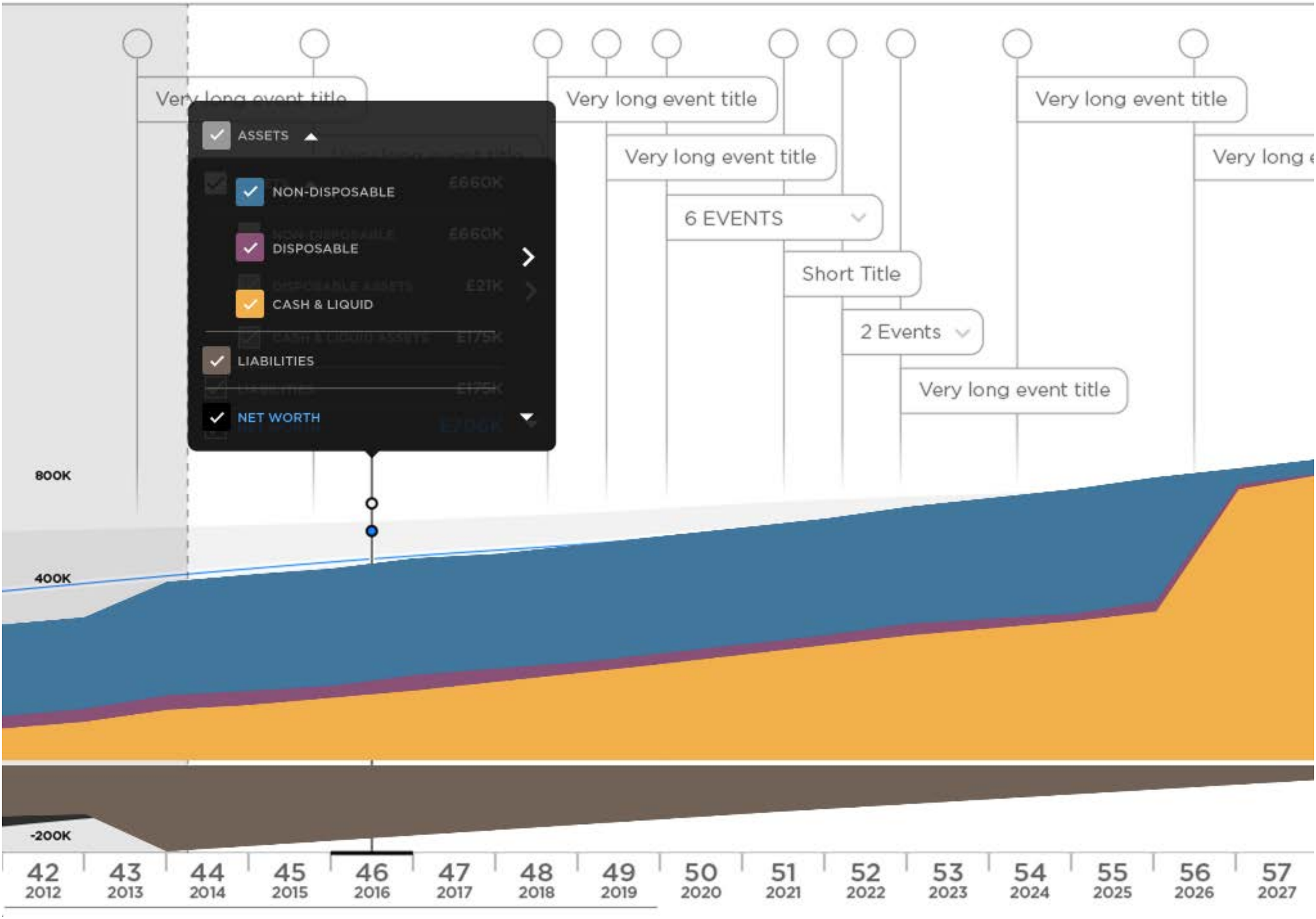
Image: Fantastical


Very long event title
Very long event title
Very long event title
Very long event title
Very long e
6 EVENTS
Short Title
2 Events
Very long event title
ASSETS
NON-DISPOSABLE
DISPOSABLE
CASH & LIQUID
LIABILITIES
NET WORTH
800K
400K
-200K
42 2012
43 2013
44 2014
45 2015
46 2016
47 2017
48 2018
49 2019
50 2020
51 2021
52 2022
53 2023
54 2024
55 2025
56 2026
57 2027

Let’s say that

in choose year...

Let’s say that

in choose year...

- 2017
- 2018
- 2019
- etc.

Let’s say that

in 2019 ▼, choose person... ▼

Let’s say that

in 2019 ▼, choose person... ▼

I
Sarah (*partner*)
Harry (*child*)
Julie (*child*)
Add person...

Let’s say that

in 2019 ▼, I ▼ will

select event... ▼

Let’s say that

in 2019 ▼, I ▼ will

select event... ▼

go travelling
take a training course
move house
begin taking my pension
etc.

Let’s say that

in 2019 ▼, I ▼ will

begin taking my pension ▼.

I will take … ▼ of it as a lump sum….

Let’s say that

in 2019 ▼, I ▼ will

begin taking my pension ▼.

I will take ... ▼ of it as a lump sum....

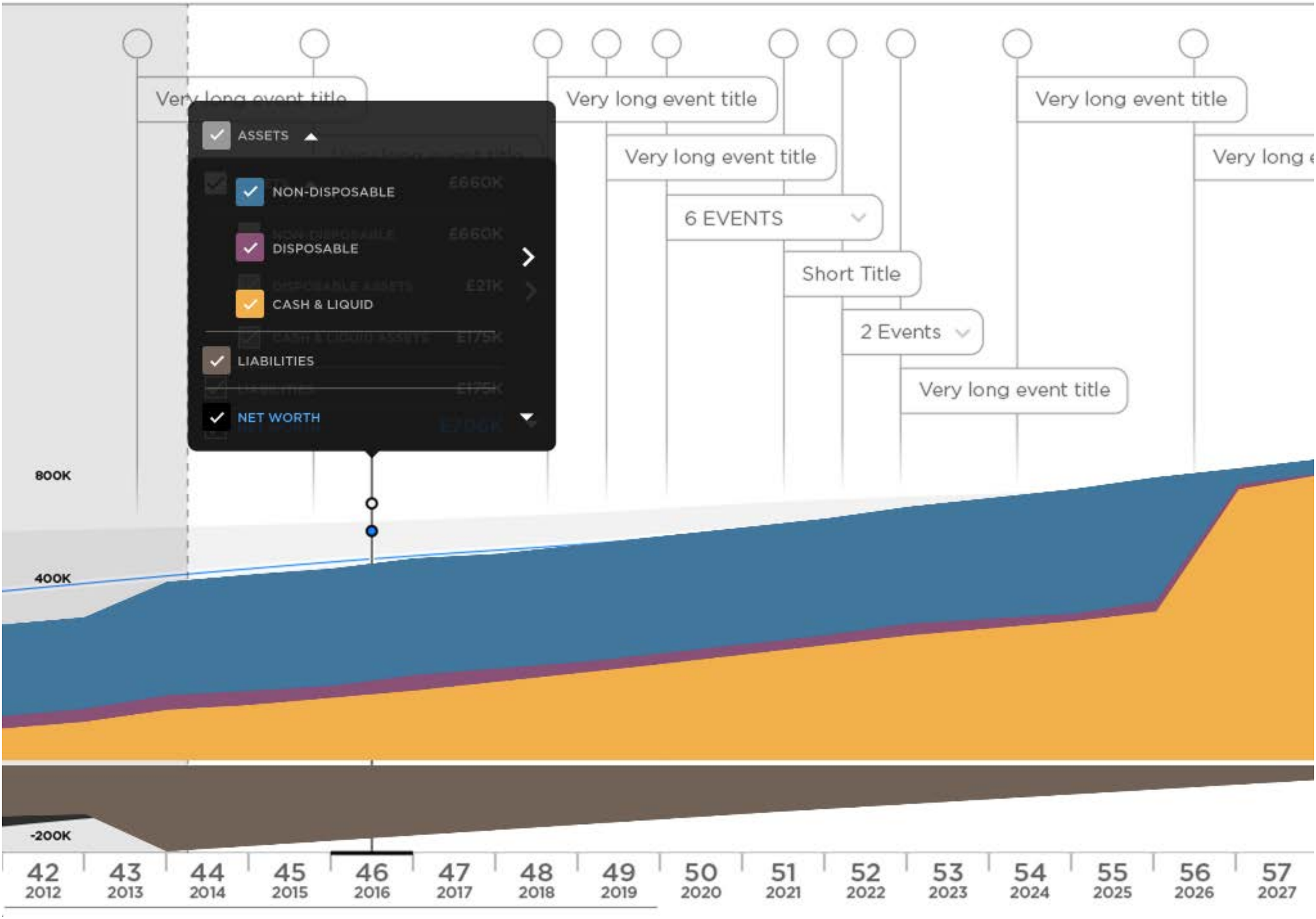
- 10%
- 20%
- 30%
- etc.

Let’s say that

in 2019 ▼, I ▼ will

begin taking my pension ▼.

I will take 20% ▼ of it as a lump sum....


Very long event title
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6 EVENTS
Short Title
2 Events
Very long event title
ASSETS
NON-DISPOSABLE
DISPOSABLE
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42 2012
43 2013
44 2014
45 2015
46 2016
47 2017
48 2018
49 2019
50 2020
51 2021
52 2022
53 2023
54 2024
55 2025
56 2026
57 2027

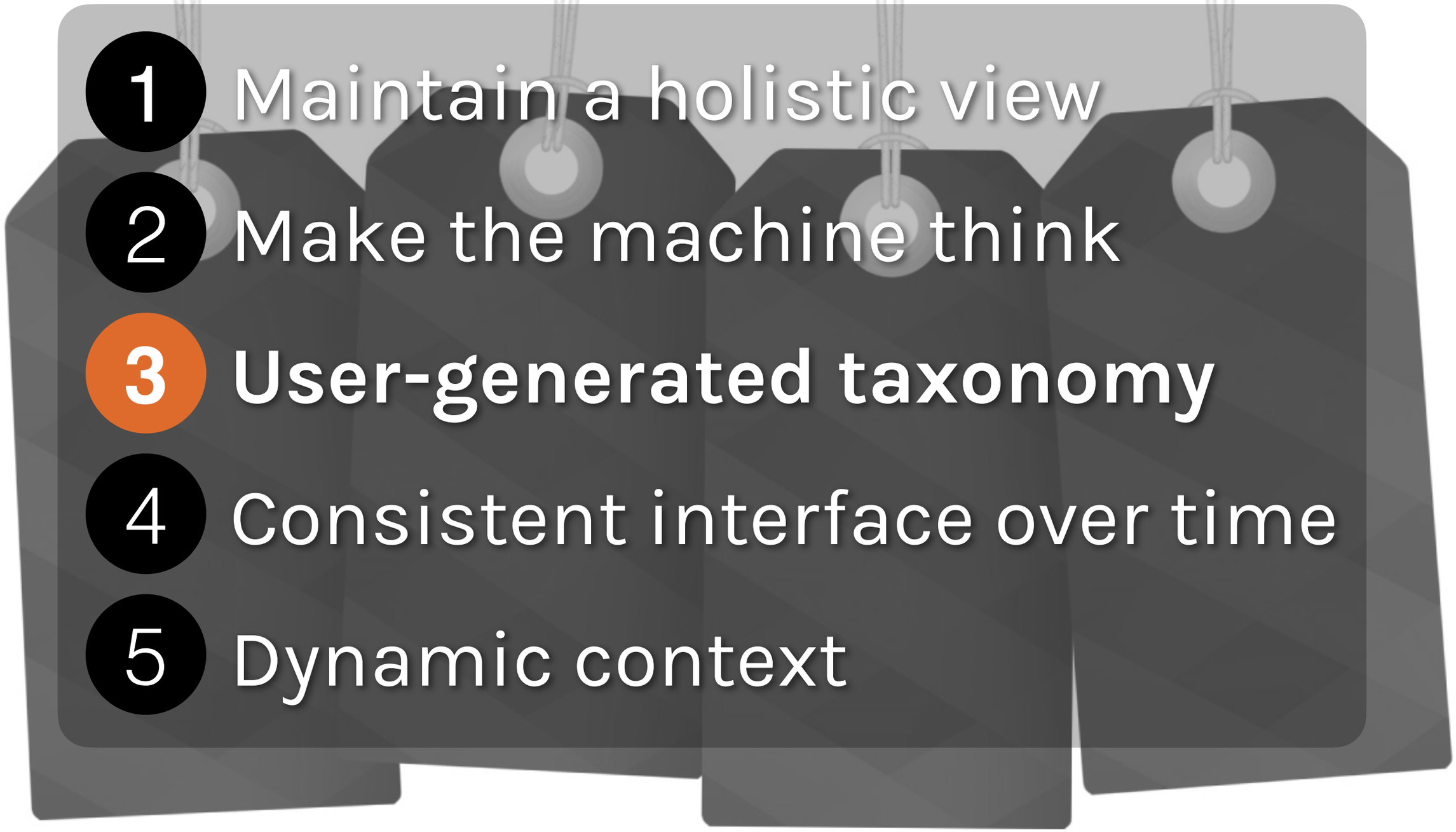

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Image:
www.freeiconspng.com

Account details
Edit My Profile
Password / Email
View My Public Profile

You are currently editing

1. Entry Details | 2. Contact Details | 3. Credits

1. Entry Details

* Required fields

This listing is for* (•) Crew ( ) Company

Full Name (as appearing on site): Sarah Smith

Section*: Crew & Crew Services

Categories*:

- ✓
- AR Omega Revolution Operators
- Acting Coaches
- Action Vehicle Co-Ordinators
- Aerial Camera Operators
- Agents, Artiste
- Agents, Children's
- Agents, Choreographers & Dance
- Agents, Corporate Entertainment
- Agents, Extras & Walk-Ons
- Agents, Hand Artiste
- Agents, Literary
- Agents, Make-Up & Hair
- Agents, Model
- Agents, Personal
- Agents, Sport
- Agents, Stills Photographers
- Animators
- Armourers
- Art Department Assistants
- Art Directors & Production Designers

Languages

Role (skill):

Dire

- Assistant **Dire**ctor
- Animator/**Dire**ctor
- Art **Dire**ctor
- Casting **Dire**ctor
- Co-**Dire**ctor
- Creative **Dire**ctor
- Design **Dire**ctor
- **Dire**
- **Dire**ctor
- **Dire**ctor of Photography
- Executive **Dire**ctor
- Musical **Dire**ctor

https://twitter.com/VVPVR

https://www.facebook.com/stuartkgallop

http://uk.linkedin.com/pub/stuart-gallop/52/

http://www.vvpvr.co.uk/more/4583967776

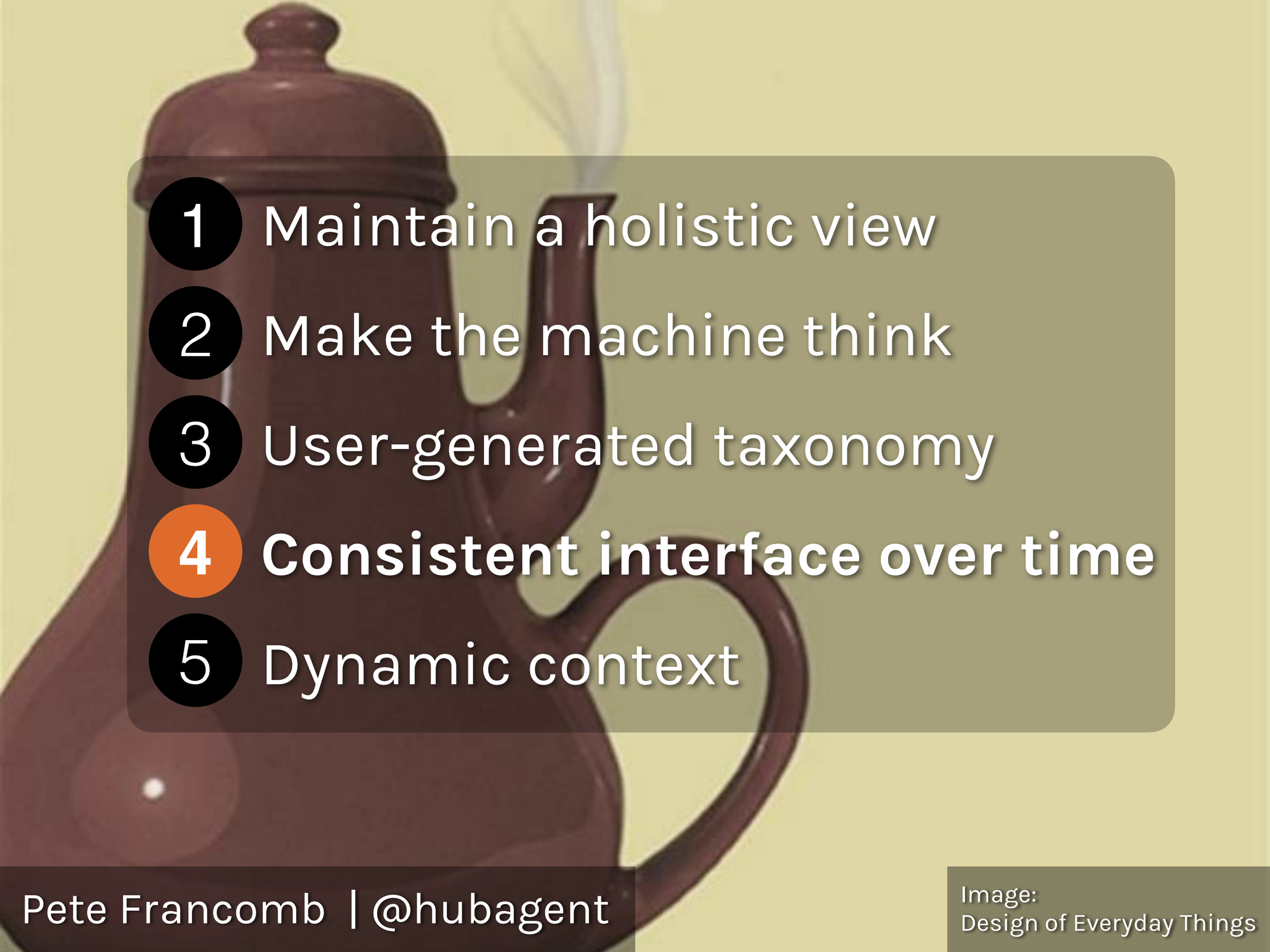
Add Website

uctions a new Bristol, UK and LA based
the development and production of filmed
s. And Twinstar Productions, a
npany.

DELETE

CANCEL

SAVE



1. Maintain a holistic view
2. Make the machine think
3. User-generated taxonomy
4. **Consistent interface over time**
5. Dynamic context

Pete Francomb | @hubagent

Image:
Design of Everyday Things

New Message

Messages 1

Drafts

Search messages

FILTER:

Only direct messages

Only project related

Light to Light

Shaun of the Dead

and 6 more...

〈 Newer | Older 〉 1-20 of 348

Cate Blanchett 4 hrs ago

Maecenas volutpat viverra ex non pretium. Vestibulum sit amet dapibus ...

15 OLDER COMMENTS

Edgar Wright 8 mins ago

Quisque tincidunt pretium velit, id commodo felis.

PROJECT 1

Richard Windsor 8 hrs ago

Vestibulum sit amet dapibus neque. Nullam ut eros lorem. Nulla orci ...

SCREENOLOGY

Sophia Coppola 24 APRIL

Vestibulum sit amet dapibus neque. Nullam ut eros lorem. Nulla orci ...

2 OLDER COMMENTS

Tom Brereton Downs 25 APRIL

Etiam pharetra semper purus in congue molestie tincidunt tempus.

Edgar Wright 21 APRIL

Print

New Message

Messages 1

Drafts

〈 Newer | Older 〉 1-20 of 348

Cate Blanchett 4 hrs ago

Maecenas volutpat viverra ex non pretium. Vestibulum sit amet dapibus ...

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2 OLDER COMMENTS

Tom Brereton Downs 25 APRIL

Etiam pharetra semper purus in congue molestie tincidunt tempus.

Edgar Wright 21 APRIL

Print

Add Project to Portfolio

Portfolio

Detailed view

Edit Project

Administer project on behalf of:

Elliot Grove

Your role(s) on project / production: REQUIRED

SEPARATE MULTIPLE ROLES WITH COMMAS

× Interviewee

Name of project: REQUIRED

Elliot Grove Interview

Sizzling teaser:

97 CHARACTERS REMAINING

Raindance, Film Festivals, Independent Filmmaking, Social Media

Media URL:

FROM VIMEO, YOUTUBE OR SOUNDCLOUD

https://www.youtube.com/watch?v=FOKM

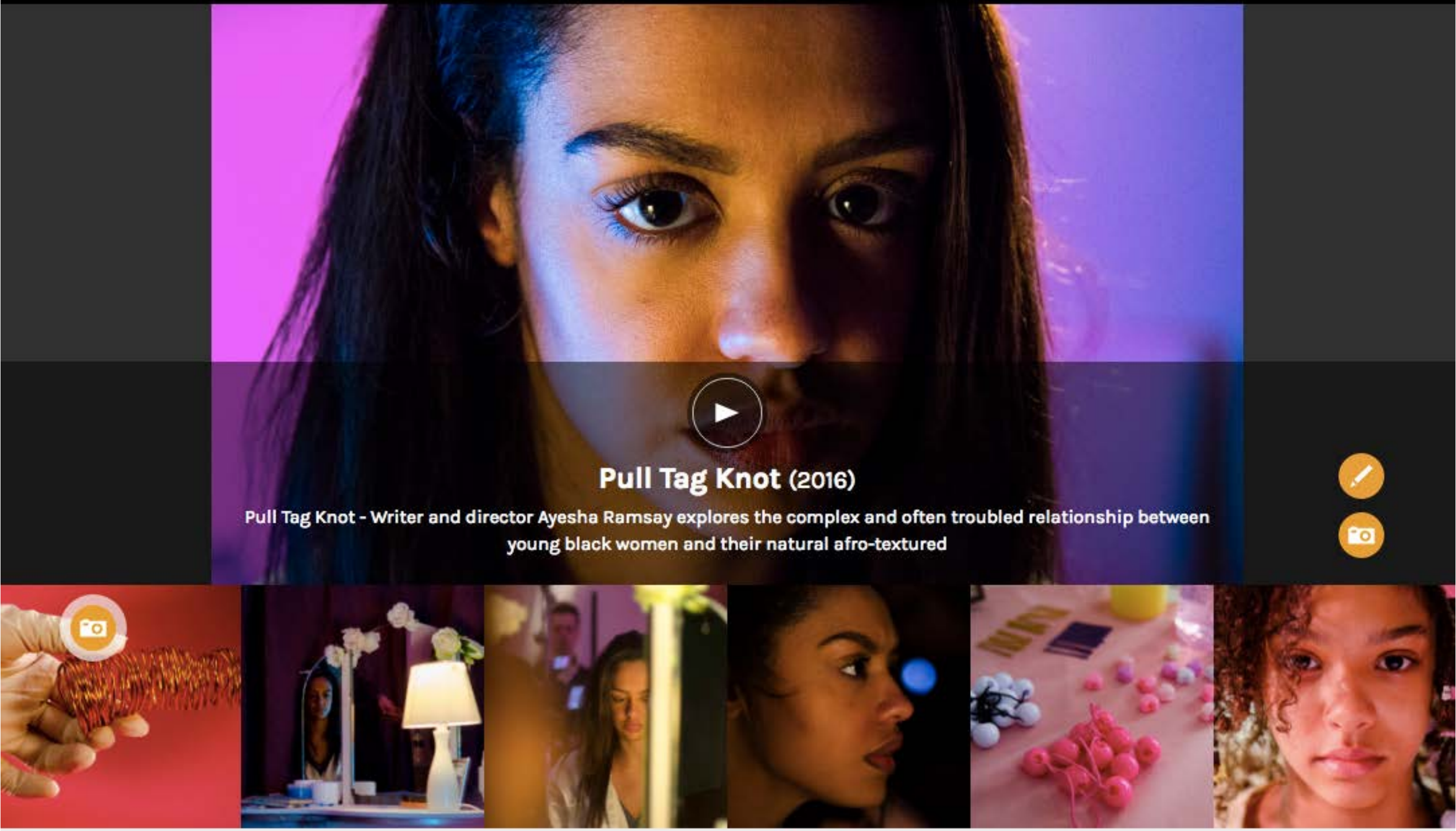
MORE DETAILS

This project is:

- An idea
- Currently in progress
- Completed

Year of completion:

2013



〈 Previous | Next 〉

+ Credit team member

Credits

〈 Previous | Next 〉

+ Credit team member

Credits

Resource Productions SLOUGH, UNITED KINGDOM

Resource Productions is a UK based film and video production company delivering creative, engaging, and innovative videos to clients across a variety of sectors.

PROJECT ADMIN PRODUCTION COMPANY

Dominique Unsworth SLOUGH, UNITED KINGDOM

PRODUCER

Alex Walker WALTON ON THAMES, UNITED KINGDOM

Current Head of Video Production at Resource Productions. Editor, Assistant Producer, and all round good egg.

EDITOR

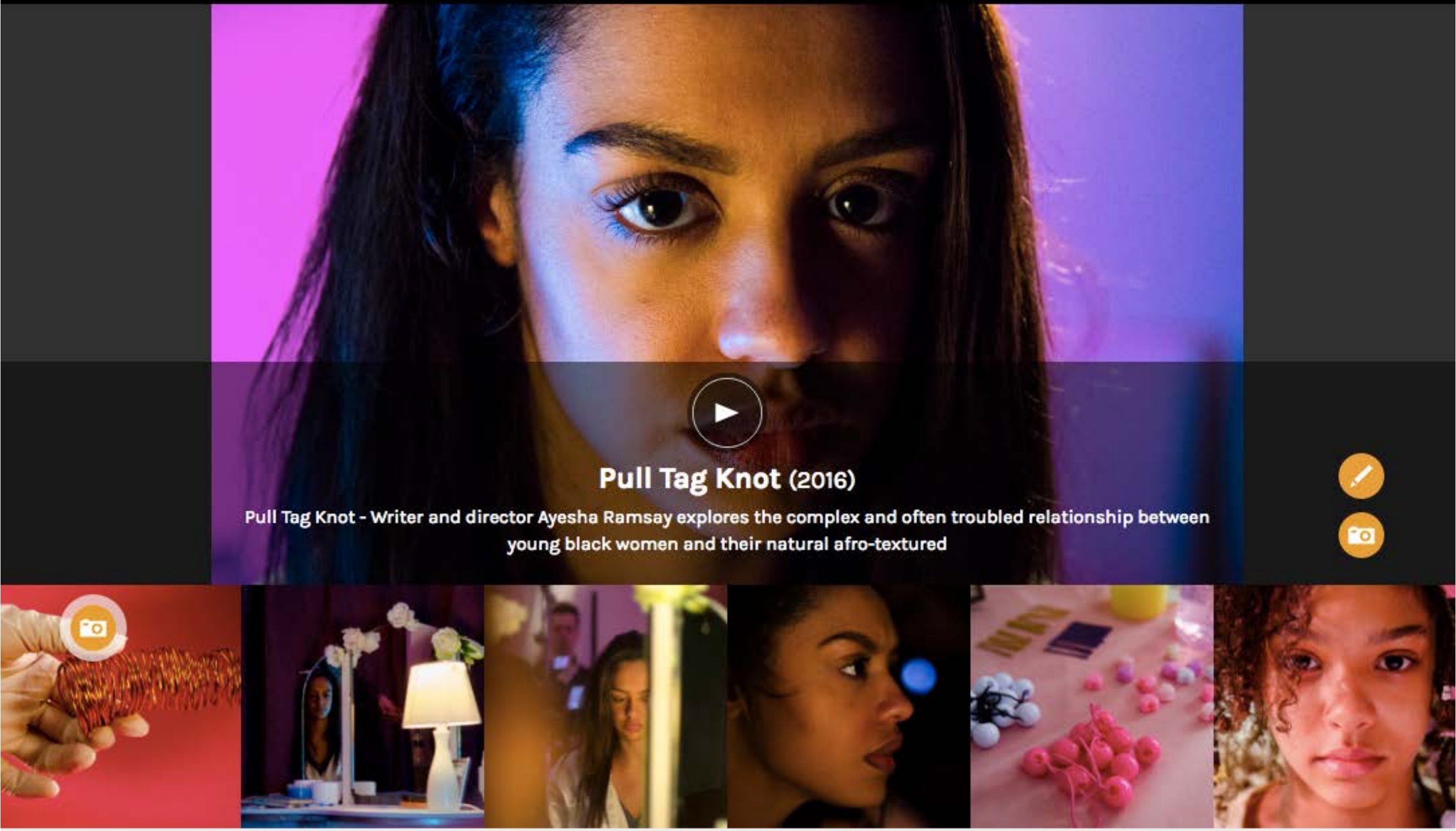
Oliver Laurenson-Gore SLOUGH, UNITED KINGDOM

I am the Business Manager for the company and Production Manager for all in-house productions.

Add Project to Portfolio

Portfolio

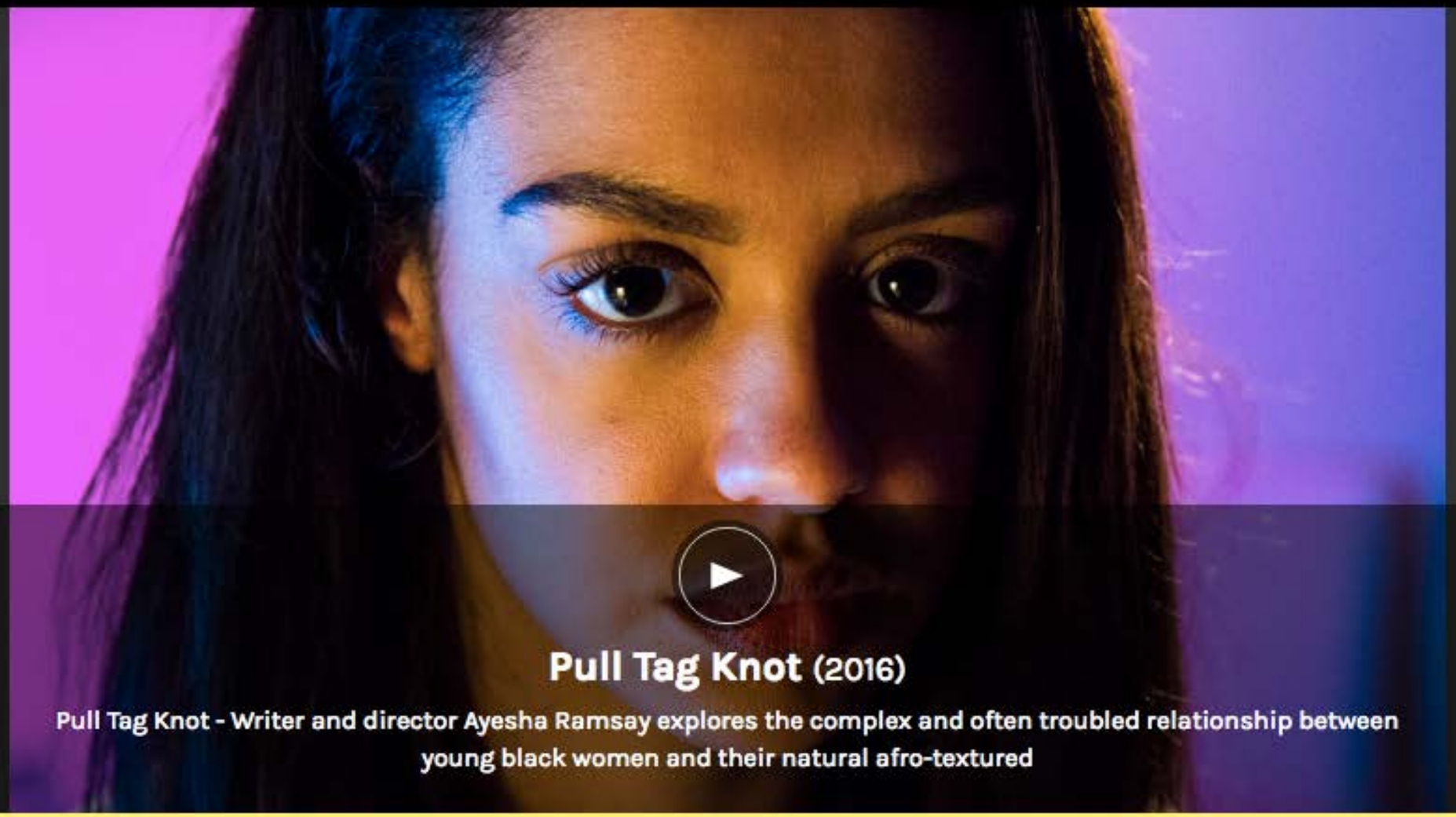
Detailed view



〈 Previous | Next 〉

+ Credit team member

Credits



Pull Tag Knot (2016)

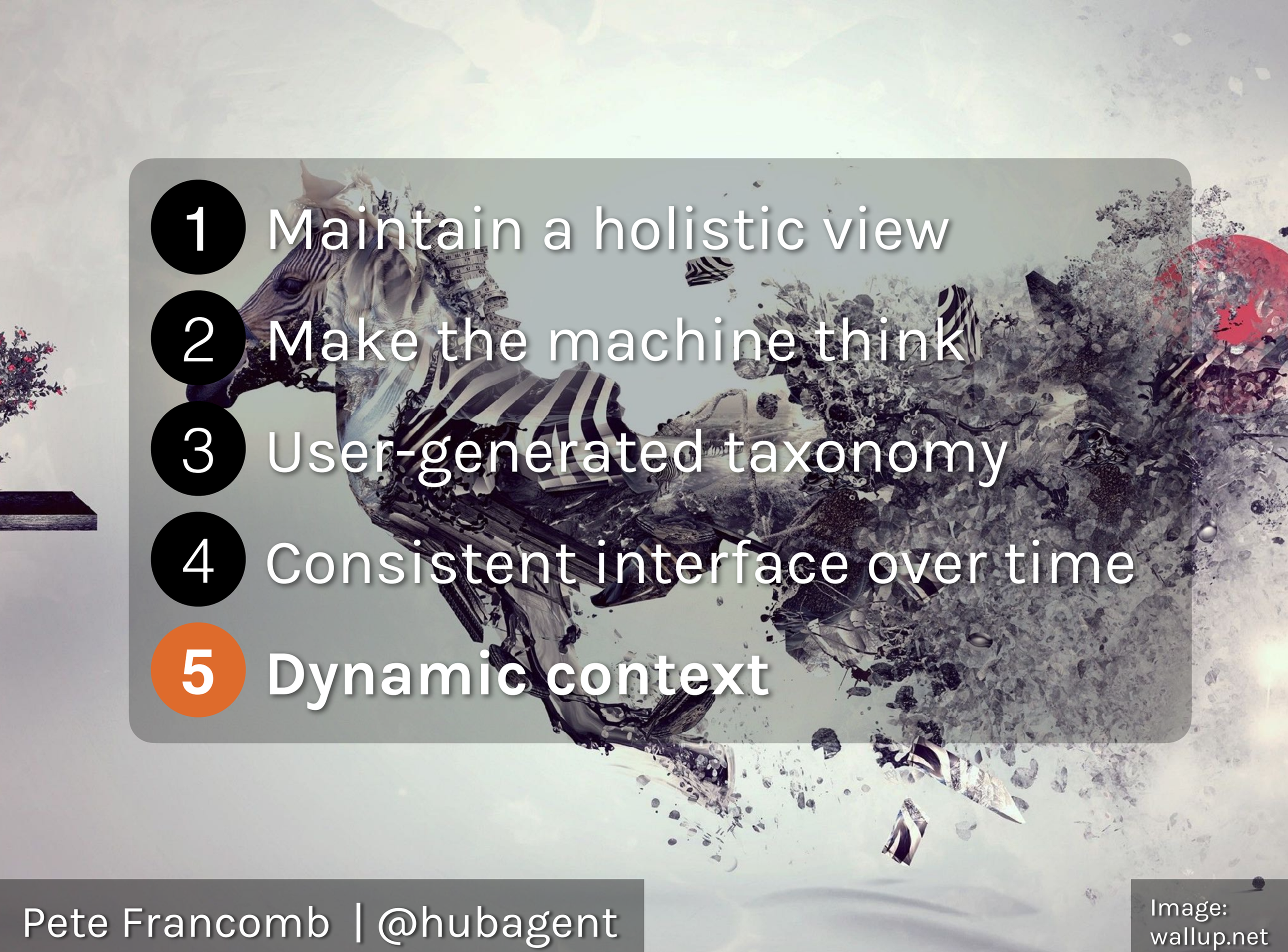
Pull Tag Knot - Writer and director Ayesha Ramsay explores the complex and often troubled relationship between young black women and their natural afro-textured

You are viewing Pete Francomb's version of this project. Show original.

〈 Previous | Next 〉

Credit team member

Credits



Pete Francomb | @hubagent

Image: wallup.net

5

Dynamic Context

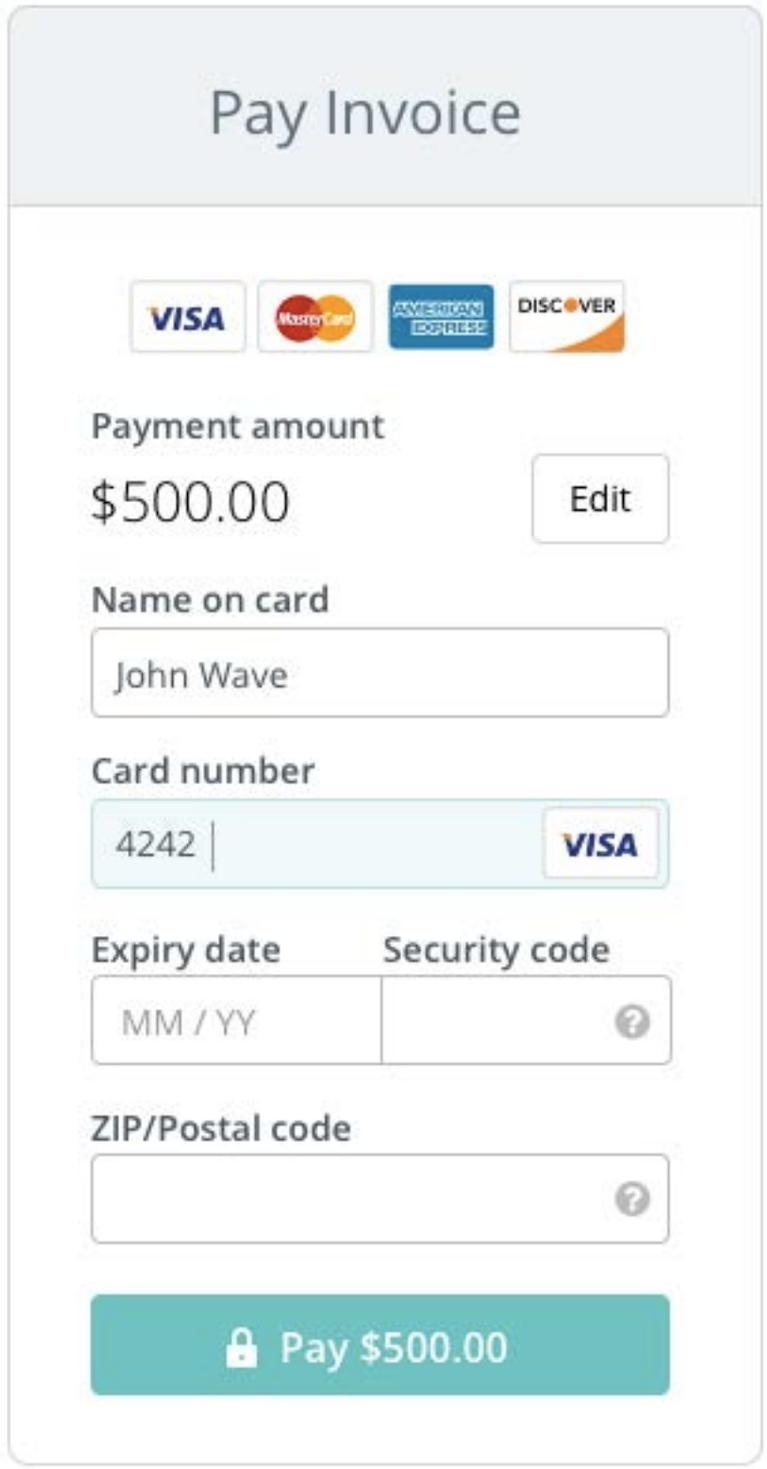
Data context

User context

Environmental context

Pete Francomb | @hubagent

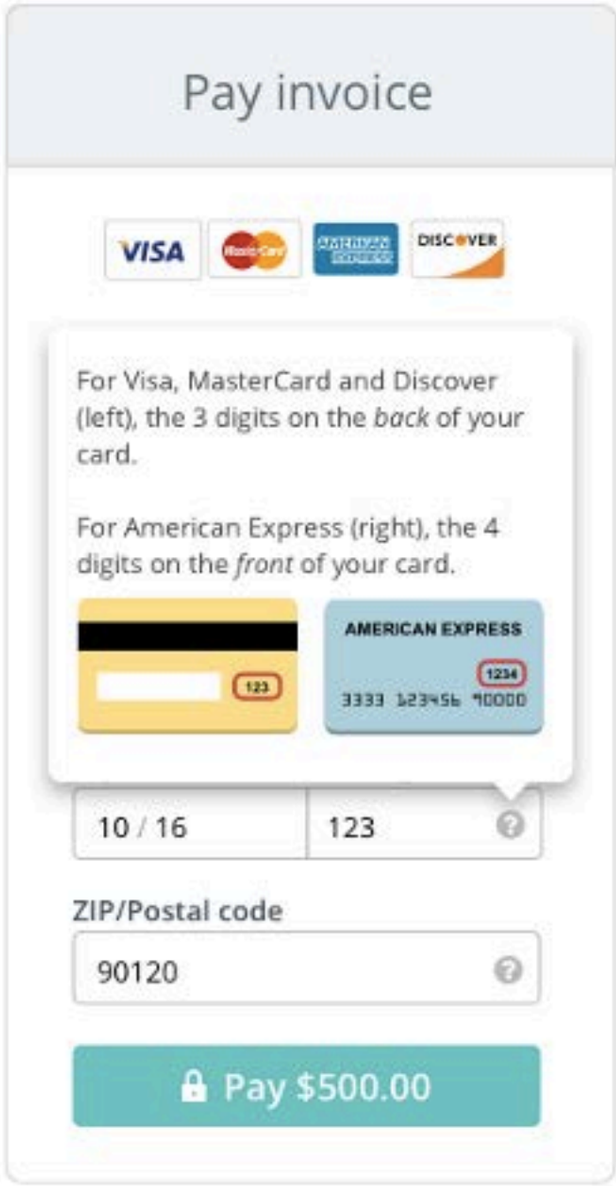
Image:
wallup.net



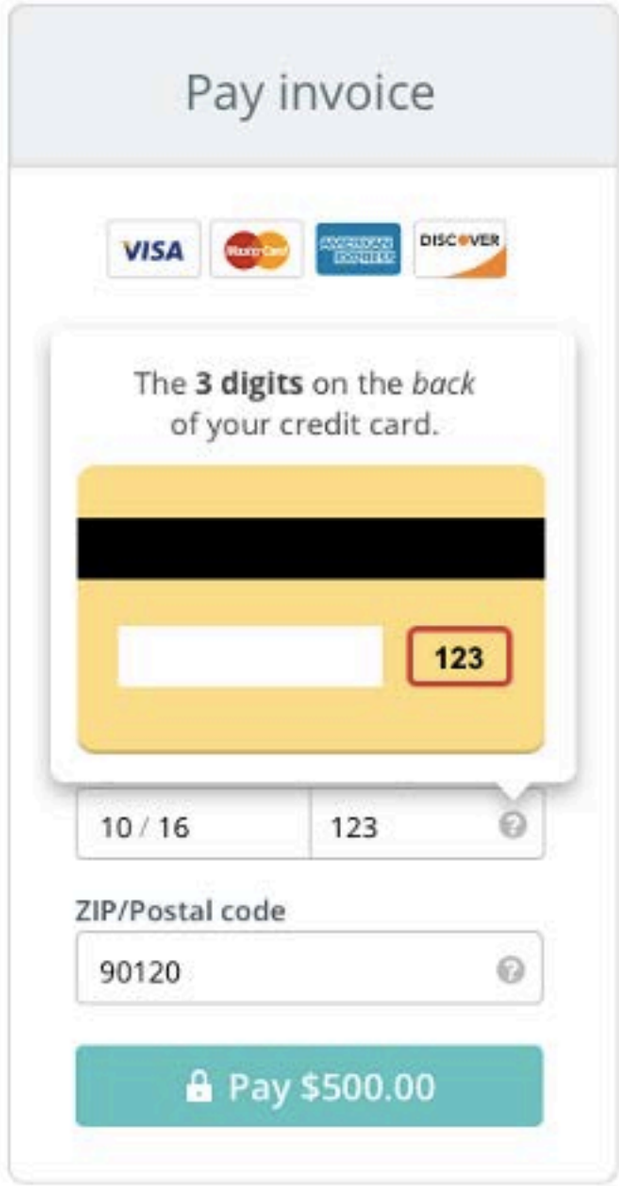
Pete Francomb | @hubagent

Gabriel Tomescu
@WaveHQ

Security code tooltip
(both cards)



Security code tooltip
(Visa, MC, Discover)



Security code tooltip
(AMEX)

Pete Francomb | @hubagent

Gabriel Tomescu
@WaveHQ

Role (skill):

Producer

Career stage in this role:

- (•) **Established professional**
- ( ) **Aspiring (e.g. student)**

Description / further details (optional):

ONLY ENTER INFO SPECIFIC TO THIS ROLE

e.g. Preferred projects, daily rate...

CANCEL

SAVE

DELETE

Role (skill):

Actor

Gender:

Please select...

Playing age:

From: yrs old

To: yrs old

Height:

feet inches

metres

Body type (optional):

Optional items below...

Ethnicity (optional):

Asian

Career stage in this role:

- (•) **Established professional**
- ( ) **Aspiring (e.g. student)**

Description / further details (optional):

5

Dynamic Context

Data context

User context

Environmental context

Pete Francomb | @hubagent

Image:
wallup.net

5

Dynamic Context

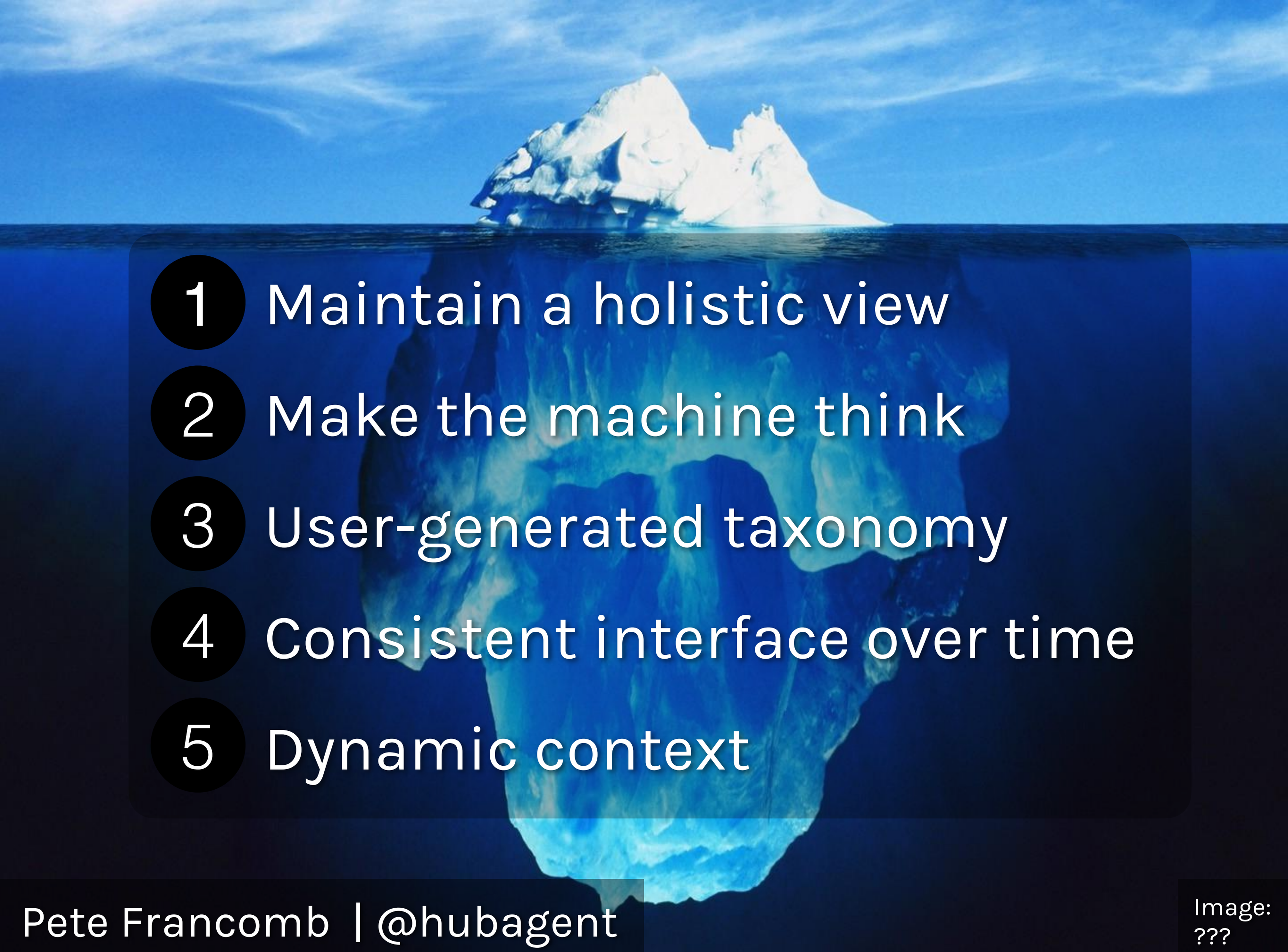
Data context

User context

Environmental context

Pete Francomb | @hubagent

Image:
wallup.net



Pete Francomb | @hubagent

Image: ???

Blockers

Pete Francomb | @hubagent

RB780CR Chieftain Road Blocker Hostile Vehicle Mitigation (HVM) Solution *by* Avon Barrier

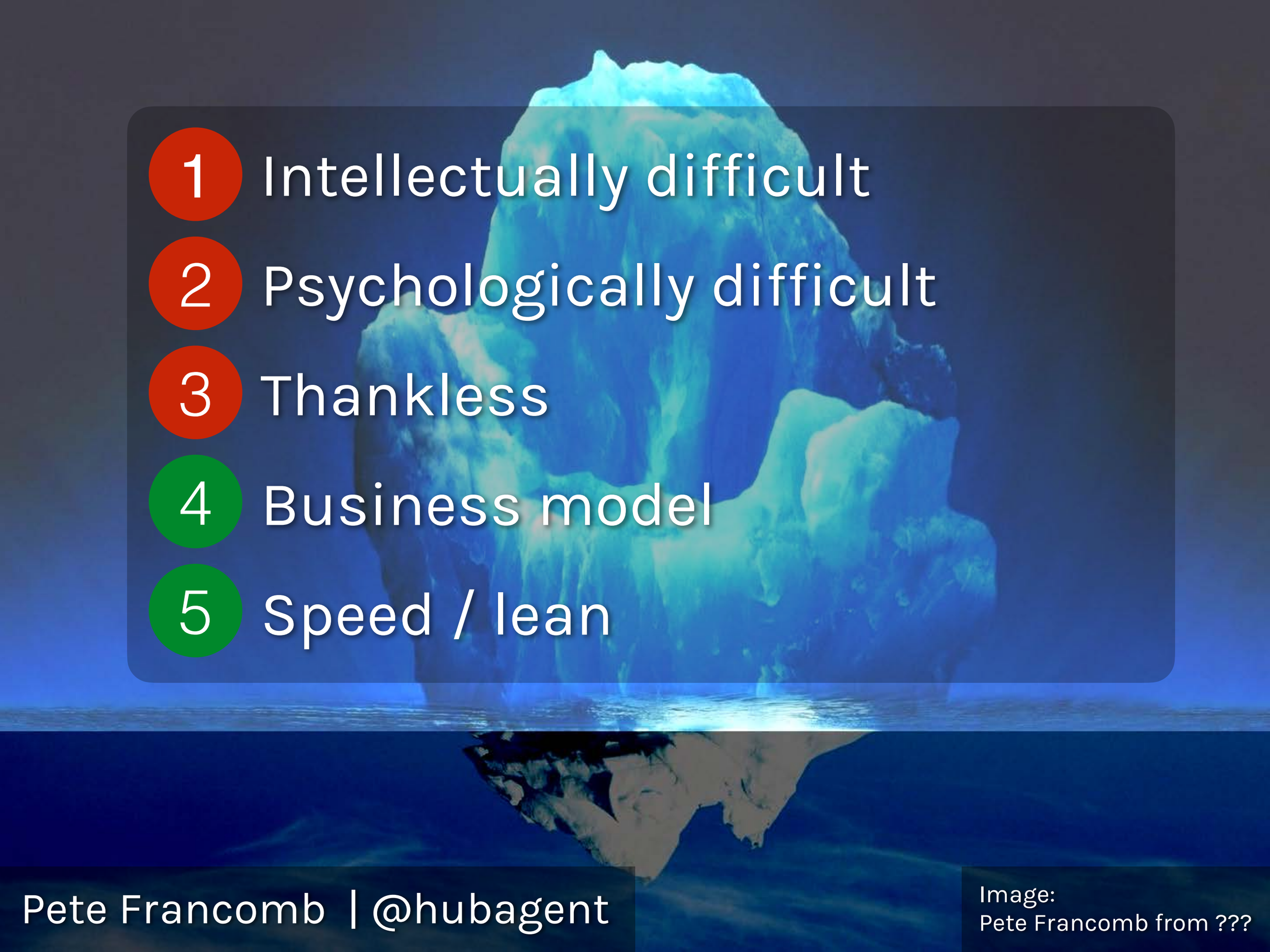

1 Intellectually difficult
2 Psychologically difficult
3 Thankless
4 Business model
5 Speed / lean
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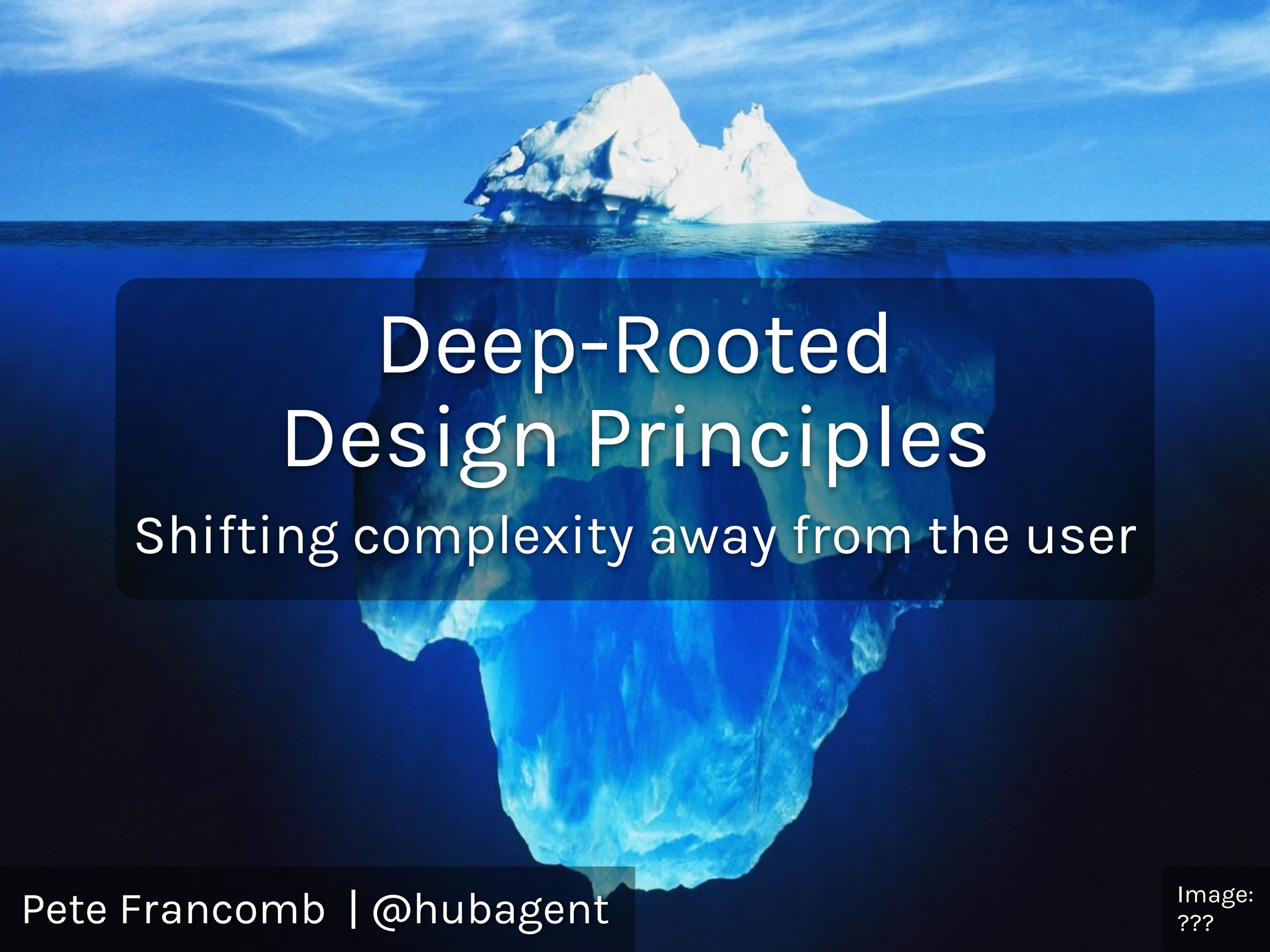
Image:
Pete Francomb from ???



Deep-Rooted Design Principles

Shifting complexity away from the user

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Image: ???