



# Open Design, Not by Chandler Project

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# genda

What do we mean by Open Design? What do we mean by Committee?

Brief history of design at OSAF

What we think we want to get out of Open Design.

Challenges to doing Open Design.

What we've learned.

Examples of what's worked and what hasn't worked  
personal theories about why

# The Abridged History of Design at

2001-3 Mitch founds OSAF and the Chandler Project Open sea design list was flooded with ideas. Often, it was hard to even understand what they were with ideas.

2003-4 Closed, 3x a week design sessions with Mitch, Product Manager Model Engineer

2004-5 Show and Tell

2005-Present Surveys and decision-making on the list

2005-Present Engaging with users

2006-Present Getting into the weeds

# Our Goals, thus far...

What we hope to gain...

Brainstorming: More brains, more ideas.

Validation: More people, more use cases, more perspectives.

Quality assurance: Everybody's a tester.

Feedback: Get users involved in giving us feedback.

— What we don't lose...

— End-user focus  
avoid simply listening to the loudest person

— Coherence

— Speed in making iterations on design

# e more the merrier? Not exactly

Feedback, input and ideas are fed through a design process to ensure that we get the best collaboration and avoid the pitfalls of design committee.

Consensus is not needed to make decisions. Agreement is when disagreement persists, the decision driver is there to

Voting is used as a gauge, a way to collect input; not as a decisions.

... ..

# Developers versus? Designers

Organized around functionality

Simple to understand how it works

Consistent in terms of technical semantics

Let people design their own way of doing things

Used to clearly defined domains

1. Organized around scenarios

2. Simple to use given needs

3. Consistent in technical semantics

4. Not everybody has their own system

5. Hard to modularize

What's so especially hard about Open

You can modularize code, but splitting design into little compartments essentially impossible. It's coming up with a clean API. There are no formal tests to make sure designs flow together. The best test equivalent for design is usage, by a human. 'Coherent' to a human brain is less flexible and harder to define than 'coherent' in code.

Examples of hard problem areas: Terminology, syntax, visual treatment, not to mention information modeling, workflow, and interaction schemes

at worked, what didn't work:

Open Design is a lot like Open Development

Set clear goals and expectations for open design.

What kind of contributions are we looking for.

What's helpful, what's not helpful.

How will your contributions be evaluated, process, work product...Contributing design means starting a relationship not a making a drive-by delivery.

Extract goals and requirements from discussions  
fixating on the pros and cons of specific proposals

.. . . . .



at worked, what didn't work:

Open Design is different from Open Development

clearly differentiate between facilitation and opinion.

Define your Design Process. Get buy-in. It's not that everybody thinks about things the same way or go through the same...but we agree on things like:

The importance of defining target users and what you mean by target

Standards and process by which you evaluate designs? Heuristics, vs. tying features back to use cases.

Do we all agree on what a 'use case' is? Create new message is not

Do we have a shared understanding of what it means to 'Keep it simple'

# Example 1: What went right with Auto-triage in the

Development / Design mind-meld

Choosing the right medium of communication

Persistence

Open-ness to iteration

# mo: Auto-Triage in the Dashboard

✓	●	Who (editor)	Title	(see)	Date (startTime)	
▼ Now 17 items						
		ed mimi	Summarize design list	●	Jun 20, 2007	N
		ed mimi	Summarize design list	●	Jun 27, 2007	N
✓	⇒	to general	[Wiki] Super task list	●	Jun 29, 2007 1:00 PM	N
		cr mimi	Cosmo UI Review	●	Jun 29, 2007 9:00 AM	N
✓	⇒	to Ted Leung	Addenda to OSCON	●	Jun 28, 2007 2:00 PM	N
		cr mimi	[Release] Consolidated Download...		Jun 27, 2007	N
		cr mimi	[Release] Build landing page		Jun 25, 2007 2:58 PM	N
		ed mimi	[Release] Desktop links to Produ...		Jun 25, 2007 2:58 PM	N
		ed mimi	[Release] Write welcome note		Jun 26, 2007 6:24 PM	N
✓		to general	[Wiki] Review Chandler Project F...		Jun 19, 2007 1:15 PM	N
	⇒	to sheila, cap...	UP: Vision Document Mtg Thursc...	●	Jun 14, 2007 1:00 PM	N
		ed mimi	Tagline and Product Description		Jun 25, 2007 2:56 PM	N
✓		ed mimi	[Cosmo] Triage Preview bugs		Jun 25, 2007 2:48 PM	N
		cr sheila	[Wiki] Add intro for planning page		Jun 13, 2007 3:48 PM	N
✓		ed mimi	[Release] Known bugs and Relno...		Jun 27, 2007 2:28 PM	N
✓		ed mimi	[Cosmo] Re-brand UI		Jun 11, 2007 7:02 PM	N
		ed mimi	[Wiki] Feature list / Product Roac...		Jun 25, 2007 3:03 PM	N
▼ Later 17 items						
		cr mimi	Travis: Review Sign-up Workflow	●	Tomorrow 1:00 PM	LA

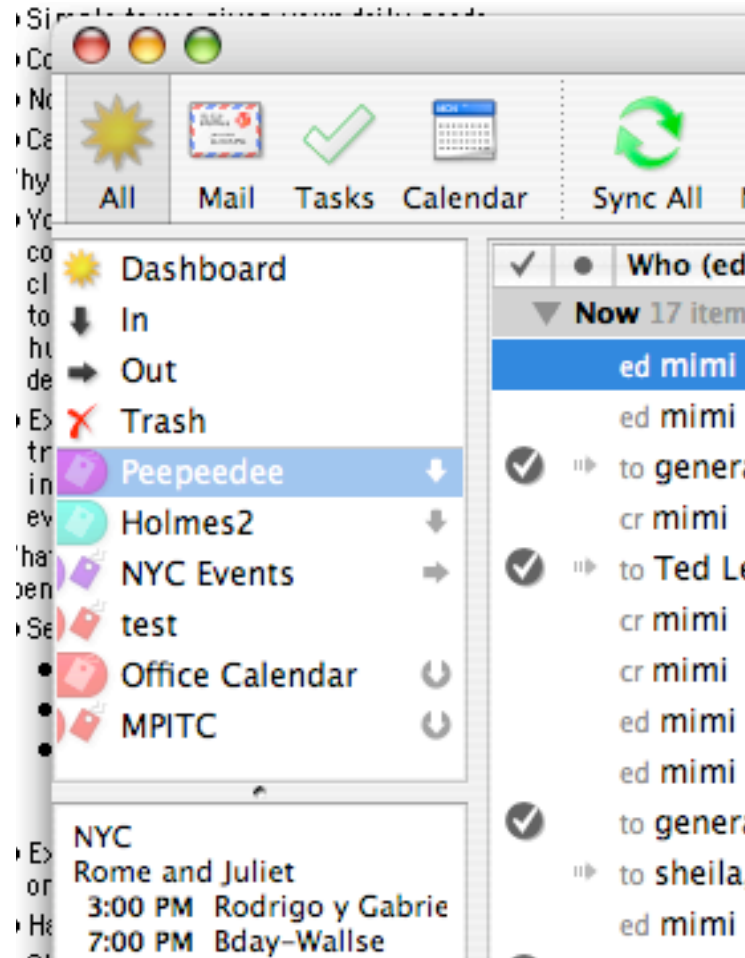
## Example 2: What went wrong with the Faceted :

Not on the same page with respect to design approach

Confusion between development model and end-user model

Lack of clarity in process: Who's driving? Who are the stakeholders?  
How do we resolve disagreements?

# mo: Faceted Sidebar



## Example 3: Working with the Community

Dogfood Feedback: Andre's Assorted Usage Notes  
<http://lists.osafoundation.org/pipermail/chandler-users/200006/000323.html>

Surveys: Sidebar taxonomy, Calendar size, Tagline

- Surveys are more qualitative than quantitative
- Feedback on designs ask targeted questions. We never simply think of the design?

Questions we ask when we get feature requests or design recommendations...

What are you trying to do when you...

# Questions and Challenges...

What do we mean by open design? (See slide #2)

What kind of a design community do we want to have?

What is the design equivalent of a committer?

What are the different levels of engagement for design conti

How do we make it easy for people to learn our design proc

How do we loop developers into our design process? Code  
to buy into our design process too.

# Next steps: Cultivating a community through open

## Establish a firm foundation in design

Clear end-user information model

- Clear target users and t

Clear design approach

- Visual syntax, interactio

## Build a ramp to engage contributors in design

Use the app. Provide feedback. Respond to surveys.

- Log bugs. Fix bugs.

Participate in use case brainstorming.

- Take on spec'd out desi

Sketch out workflows.

## Create room for experimentation. Design Sandbox.