



Unifying the UX pipeline

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What

The problem

Too often...

Discovery, Design and Build get

d-i-s-c-o-n-n-e-c-t-e-d

leading to inconsistencies,
rework and wasted time.



How

The proposition



Create a workflow that bridges the gap between research, design, and implementation to ensure that decisions are grounded in evidence, and designs are ready for build.

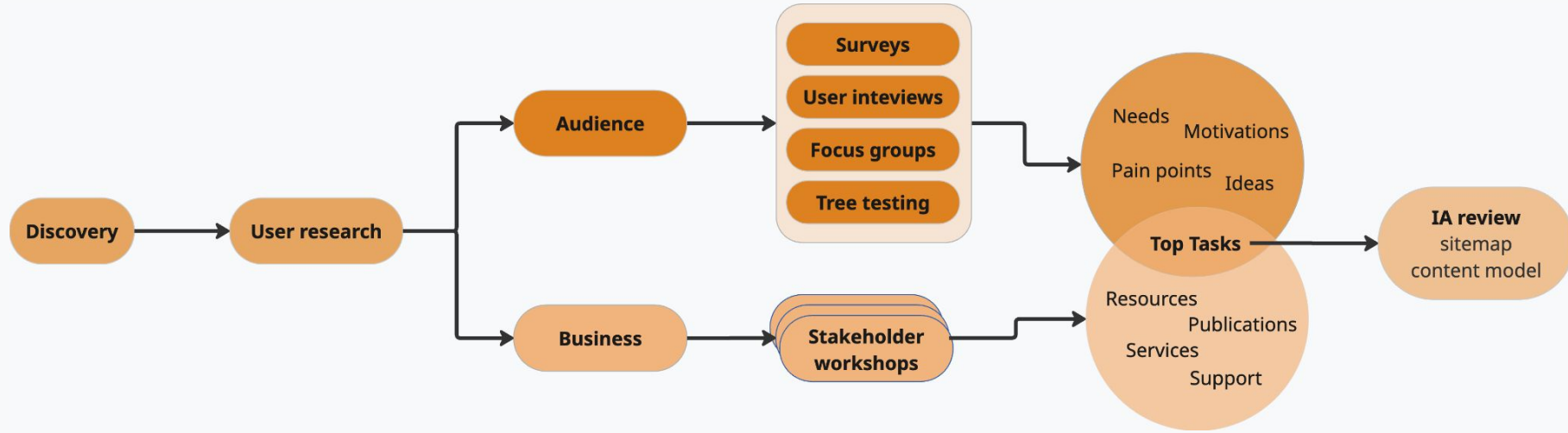
Harmonise the **process** and the **toolset** towards a more efficient flow to deliver improved outcomes.



Discovery

How

Human-centred design

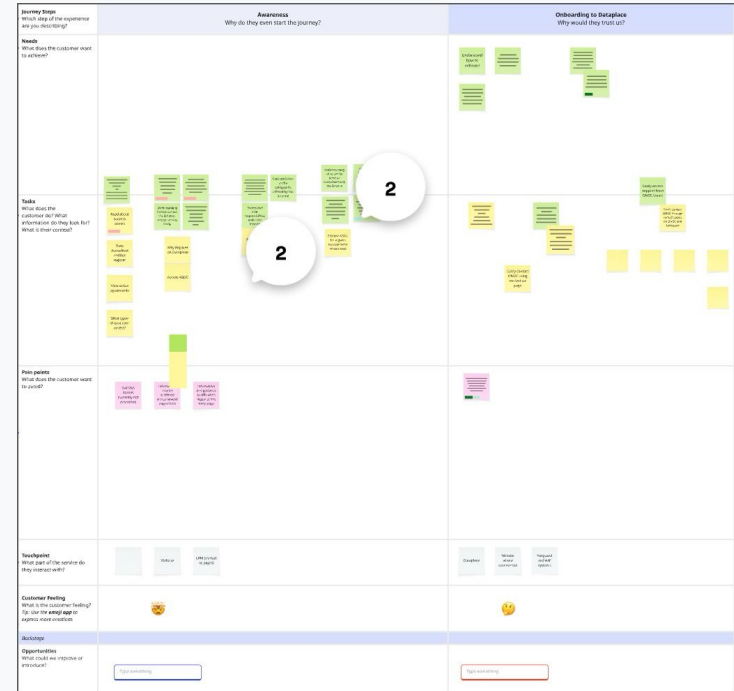


Goal: Create solutions that users find useful and help businesses achieve their objectives.

Business

A series of stakeholder workshops and meetings to:

- Uncover their understanding of their audience
- Capture business needs, info, services
- Gather plans, documentation and other artefacts
- Explore technical requirements
- Document current content model



Goal: Start content modelling and specifications; User research strategy

User research

Techniques and methodology modulated per project as required

- user interviews, focus groups
- surveys
- task ranking
- tree testing
- journey mapping

Discovery outputs aren't static. They evolve into the IA, connecting research with site structure.

Goal: Document audience segmentation, needs, pain points, experience, insights.

Define

IA and content model

Hone the findings and insights to develop

- The information architecture
 - Sitemap
 - Content hierarchies
 - User flows
- The content model
 - Content types
 - Taxonomies
 - Relationships

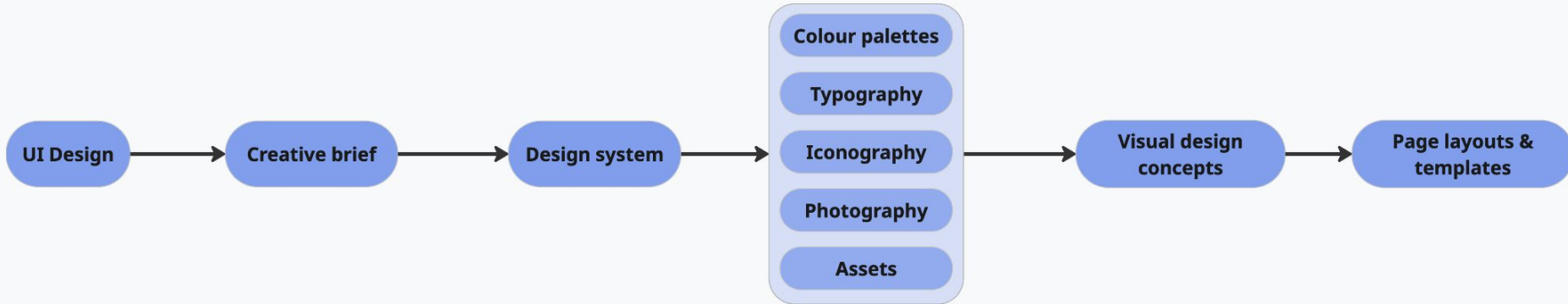
Feeds into Visual Design for page layouts and components.

Goal: Define the core structure of the site.

UI Design

How

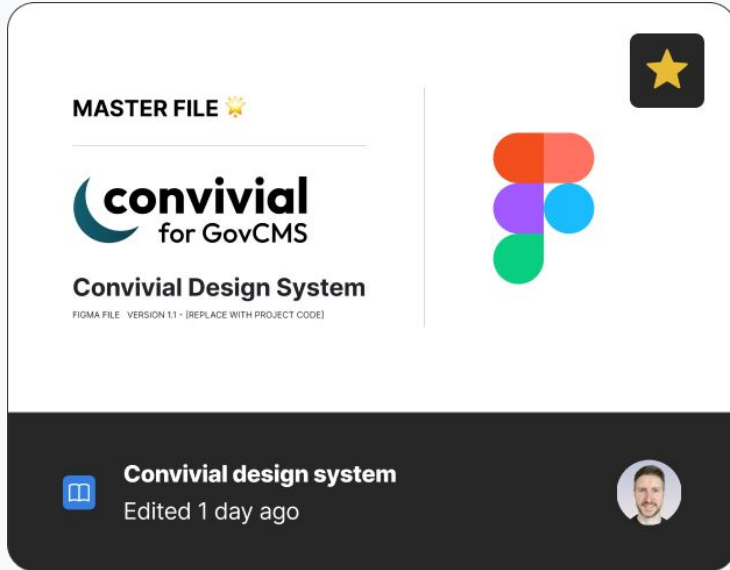
UI Design pipeline



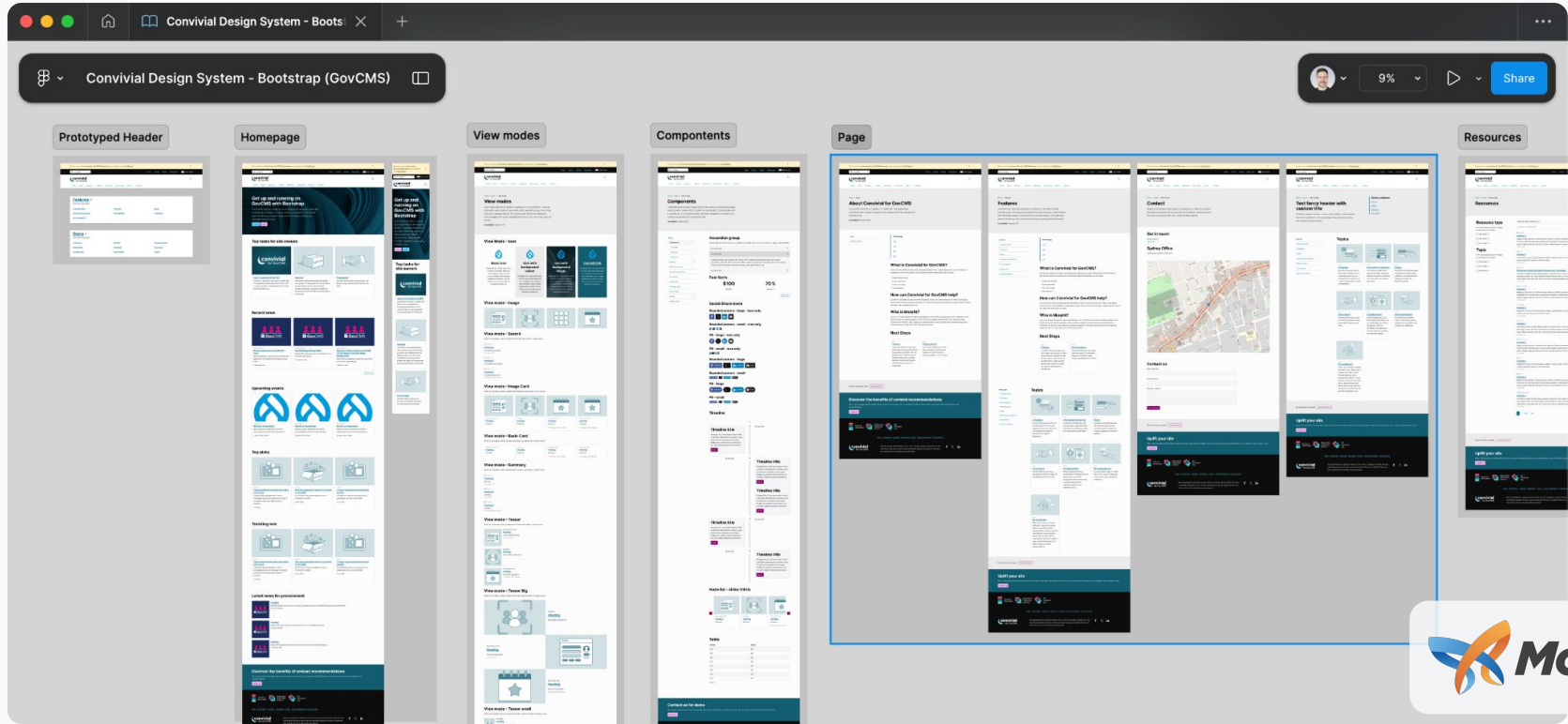
Creative brief

- **Brand guideline document**
- **Logo files**
- **Assets**
 - Typography
 - Icons
 - Illustrations
 - Images:
 - Photography
 - Illustration
 - Textures.
- **Creative brief:**
 - Purpose of the site?
 - Target audience?
 - Brand personality?
 - Look and feel/Style?
 - Current marketing material?

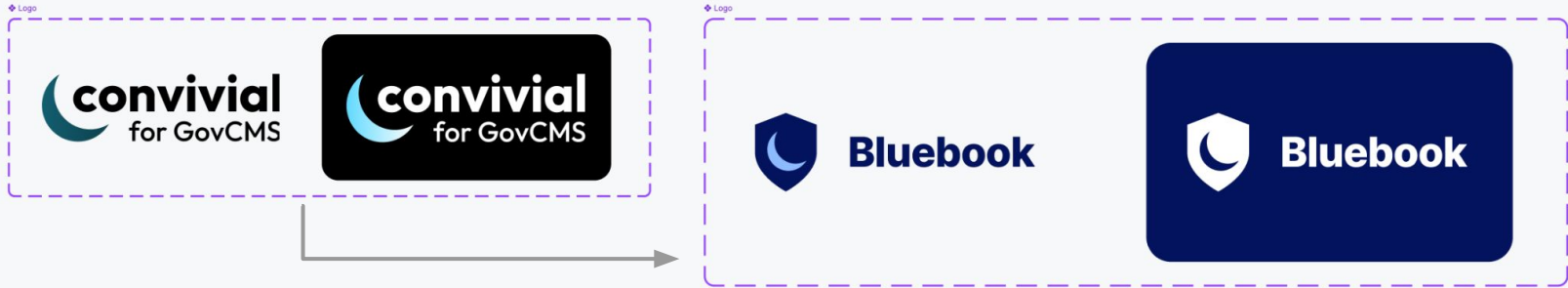
Convivial Design system – Figma



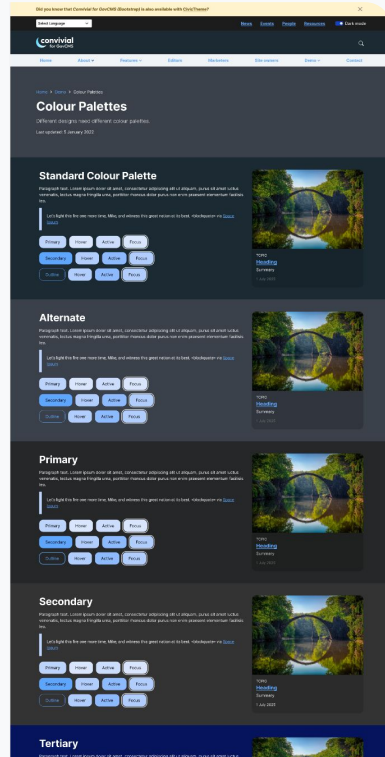
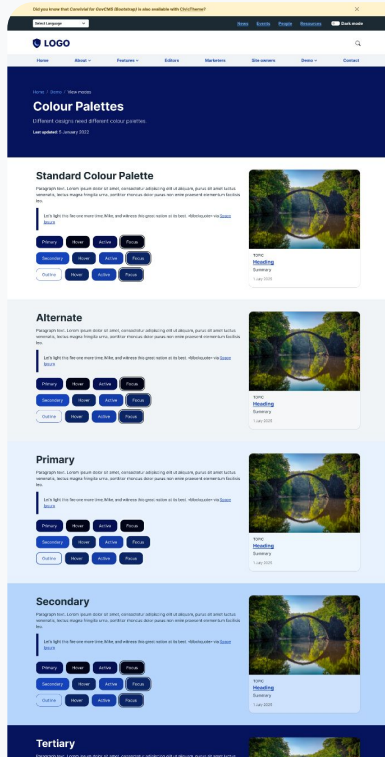
Convivial Design system – Figma



Logo



Colour palettes



Color styles

- Background
- Background strong
- Background stronger
- Background weak
- Background weaker
- Foreground
- Foreground weak
- Focus
- Accent
- Accent hover
- Accent active
- Link
- Link hover
- Link active
- Link contrast
- Alternate

Edit color style

Name:

Description: What's it for?


Properties: Standard/--background

All variables	112	Name	HE
Standard		Standard	
Alternate		--background	
Primary		--background-strong	
Secondary		--background-stronger	
Light		--background-weak	
Dark		--background-weaker	
		--foreground	1C2B33
		--foreground-strong	6F7376
		--focus	Standard/--foreground
		--link	16448D
		--link-hover	0C2564
		--link-active	143DA9
		--link-contrast	FFFFFF
		--accent	06135D
		--accent-hover	020518
		--accent-active	051153
		--accent-contrast	FFFFFF

Typography

Select Language

[News](#)
[Events](#)
[People](#)
[Resources](#)
Dark mode


Search

Home About Features Editors Marketers Site owners Demo Contact

Home > Demo > Typography

Typography

Last updated: 4 January 2022

Demo

- Components
- Modifiers
- Responsive images
- Arrangements
- Typography**
- View modes
- Campaign page
- Colour Palettes
- Content
- Audience filter

Heading 1

Paragraph text. Lorem ipsum dolor sit amet, consectetur adipiscing elit ut aliquam, purus sit amet luctus venenatis, lectus magna fringilla urna, porttitor rhoncus dolor purus praesent elementum facilisis leo.

Heading 2

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Heading 3

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Heading 4

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Heading 5

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Heading 6

Edit text style

Rag 123

Name:

Description:

Properties

Typography/Heading font

Bold 40

46
|A| -0.26px
...

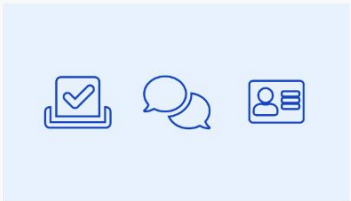
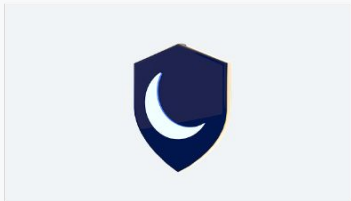
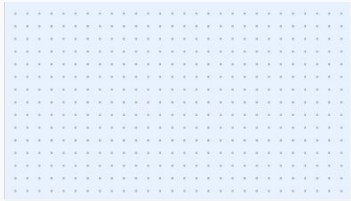
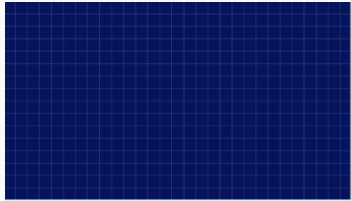
vars

All variables: 6

	Name	Value	
Typography	<input type="text" value="Heading font"/>	Inter	
	<input type="text" value="Body font"/>	Inter	
+ Create variable			

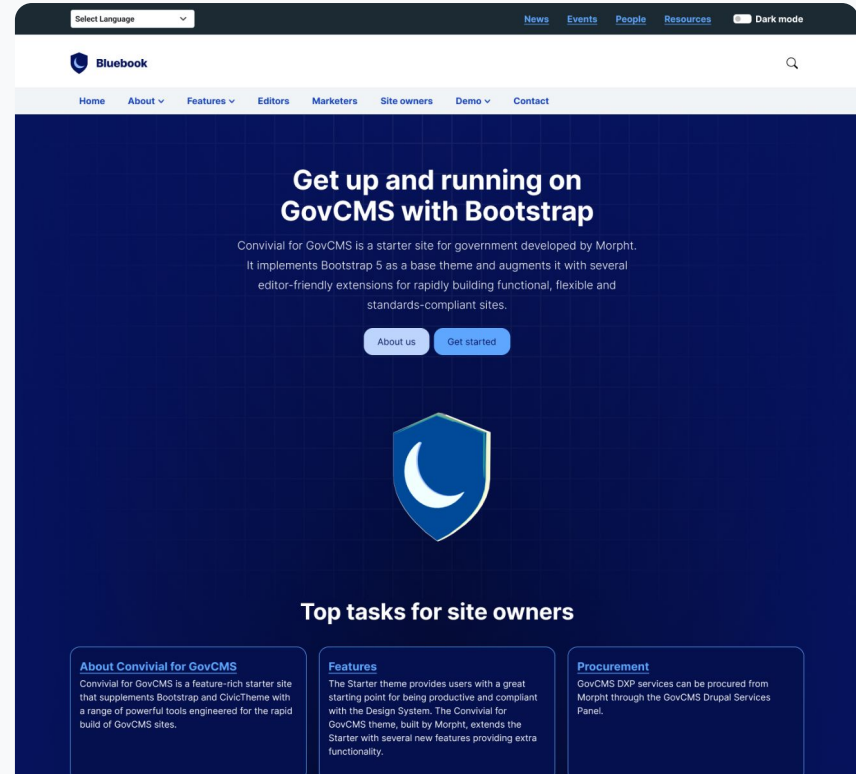
UI Design

Assets



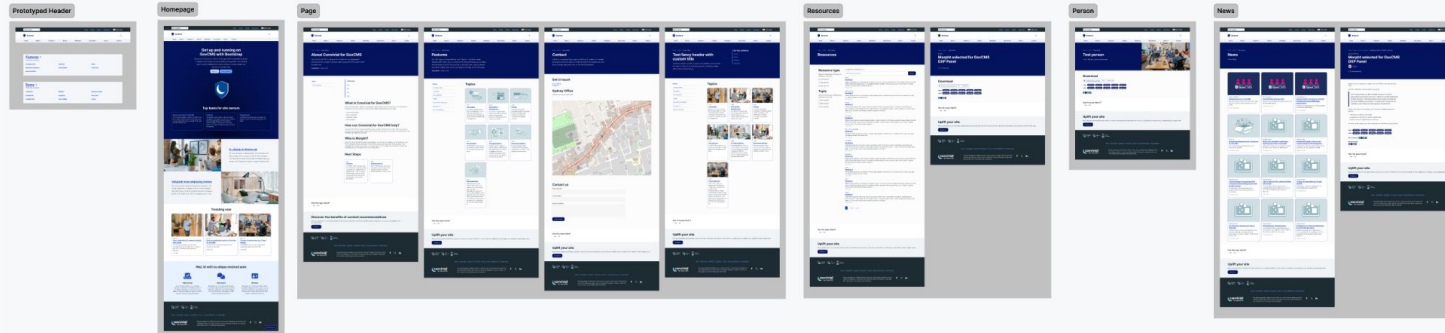
Visual design concepts

- Applied branding (logo, colours, typography) to design system
- Evolve visuals with icons, imagery & graphics and backgrounds
- Create a distinct site identity.



Page layouts & templates

- Key page types are prebuilt in Figma
- Branding, fonts, typography, and logos have been applied
- Templates look and feel like a complete site
- Enables faster, more efficient design iterations.



Prebuilt interaction model

As part of the initial Convivial design system the Figma file has been carefully set up to have micro interactions pre-built for the prototyping stage.

- Hover states
- Components
- Navigation

Trending now



ARTICLE
[Train a Quickchat AI-powered chatbot with Drupal](#)
A Drupal Sydney Meetup video on how a knowledge base can be maintained in Drupal to drive a GPT3-powered chatbot based on Quickchat.
1 Jul 2022



ARTICLE
[How personalisation works in Convivial for GovCMS](#)
An overview of how personalisation works in Convivial for GovCMS
29 Nov 2022



ARTICLE
[13 ways to personalise your Drupal website](#)
A DrupalSouth video on how Drupal can be personalised using Convivial Profiler.
12 Nov 2021

Prebuilt interaction model



Unified pipeline

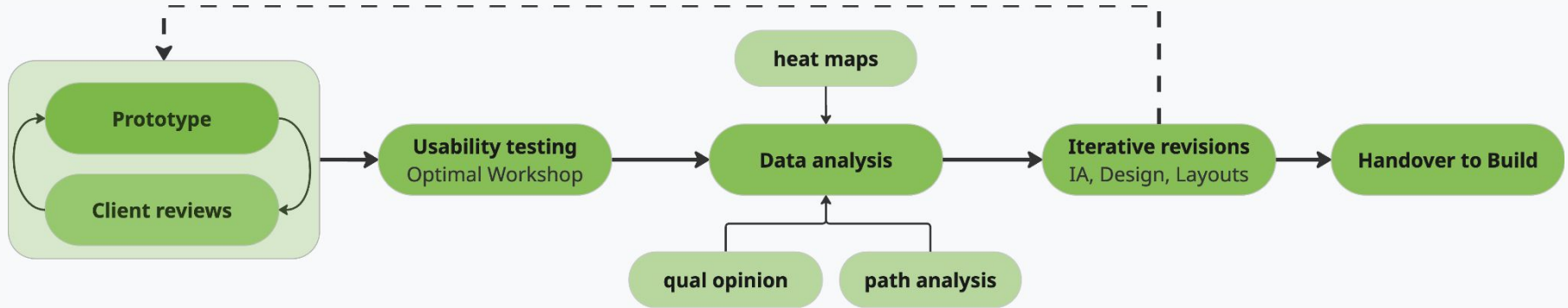


UI Design

Discovery outputs

Unified pipeline

Insight-driven design



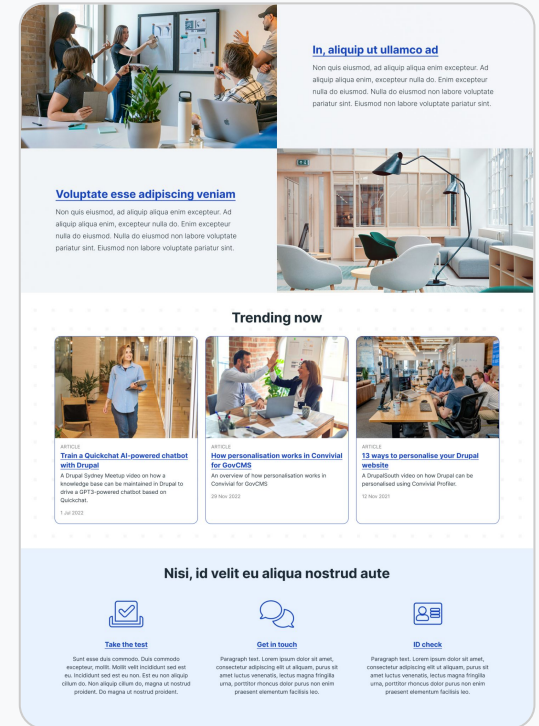
Hi-Fi prototype

Insight-driven design

With a firm understanding of User and Business needs, discovery outputs are translated into a user experience:

- Navigation models
- Information hierarchy
- Content types
- Landing pages
- Functionality
- User flows

Goal: Replace the Lorem Ipsum with real information.



Prototype

High Fidelity wireframing

With a strong foundation of components, templates, and prototype micro-interactions already in place, we can skip the low-fidelity wireframing stage and move straight to fully designed pages for usability testing.

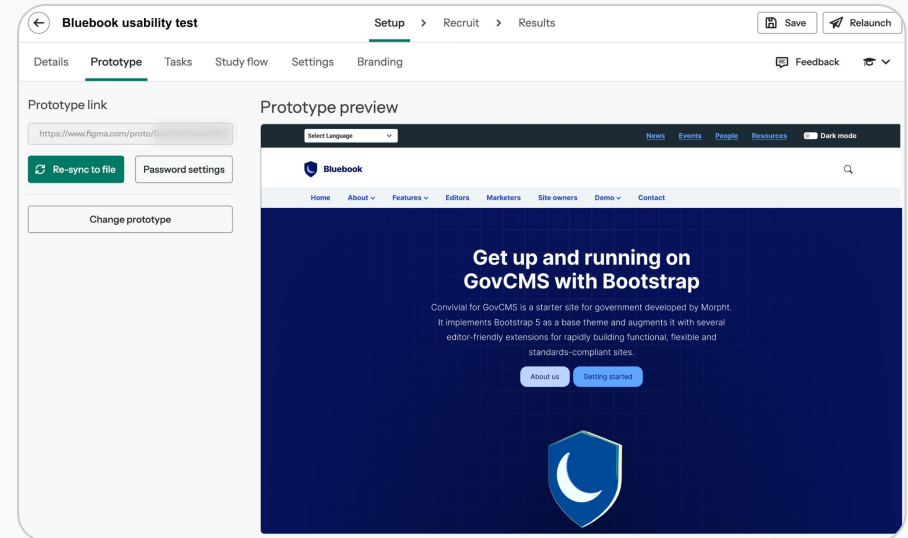


Test test test

Import the Figma prototype into Optimal Workshop for unmoderated usability testing:

- Navigation
- Content hierarchy on page layouts
- Interactions with components
- User flows

Gather qualitative feedback on structure and design; solicit ideas for improvements.



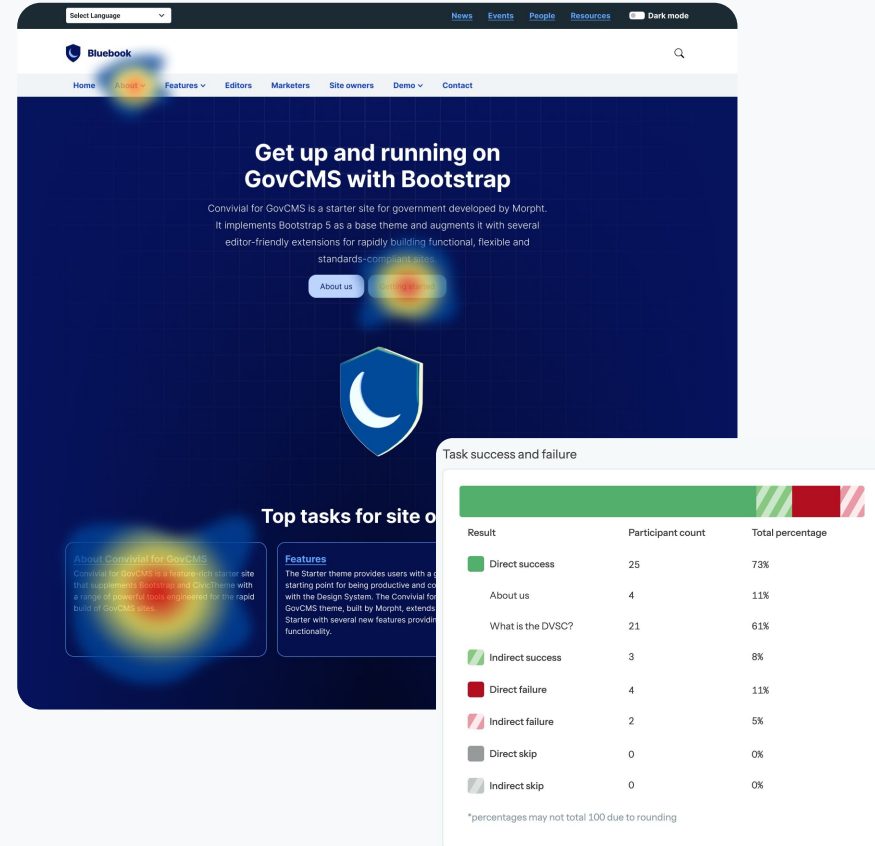
Goal: Validate the solutions.

Monitor & analyse

- Monitor the tests
- Identify any challenges or mistakes in the prototype
- Correct them
- Changes in Figma automatically sync
- Ready for the next round of testers.

What we analyse:

- Heatmaps
- Click paths/user flows
- First clicks, second clicks, etc
- Confidence rating



The screenshot shows a website titled "Bluebook" with a navigation menu including Home, About, Features, Editors, Marketers, Site owners, Demo, and Contact. The main content area features a heading "Get up and running on GovCMS with Bootstrap" and a sub-heading "Convivial for GovCMS is a starter site for government developed by Morpht. It implements Bootstrap 5 as a base theme and augments it with several editor-friendly extensions for rapidly building functional, flexible and standards-compliant sites." Below this is a "Top tasks for site owners" section with two columns: "About Convivial for GovCMS" and "Features".

Overlaid on the website are heatmaps showing user interaction patterns. A large heatmap is centered on the "About us" button, and another is on the "Features" section. A task success and failure report is overlaid on the bottom right of the screenshot.

Task success and failure

Result	Participant count	Total percentage
Direct success	25	73%
Indirect success	3	8%
Direct failure	4	11%
Indirect failure	2	5%
Direct skip	0	0%
Indirect skip	0	0%

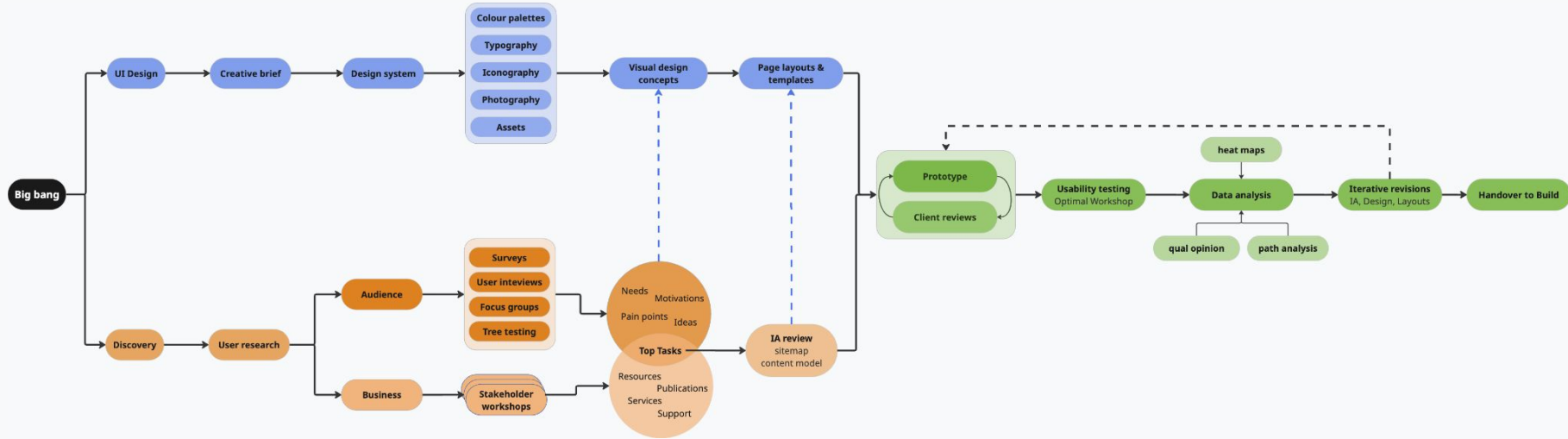
*percentages may not total 100 due to rounding

Iterate through the prototype

- Modify layouts
- Add new sections
- Change the depth of the IA
- Add new content types
- Modify design assets
- Improve call to actions.
- Review with client and run another round of testing to validate the fixes.

In summary

Unifying the pipeline



Handover to build



