

THESIS PROJECT

Future of Documents: Consumption Experience on Smartphones

Sponsor:	Adobe Systems Pvt. Ltd. (Noida)
STUDENT :	Prnavasthitha T
PROGRAMME :	Master of Design (Visual Design)
GUIDE :	Prasad S Onkar
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भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad



Adobe Systems India Private Limited
Adobe Tower, Block A
Prestige Tech Platina, Outer Ring Road
Kadubeesanahalli, Varthur Hobli
Bengaluru-560 087, India
T +91 (80) 4193 9500
F +91 (80) 4193 9505
CIN No. U72200DL1997PTC250622
www.adobe.com

Date: June 30, 2017

Internship Completion Certificate

This is to certify that Pranava Tandra was offered internship assignment with Adobe Systems India Pvt. Ltd. She has successfully completed the internship assignment.

Internship details are mentioned below:-

Personnel No	217382
Designation	Design Intern
Start Date	Jan 30, 2017
End Date	June 30, 2017

For **Adobe Systems India Pvt. Ltd.**

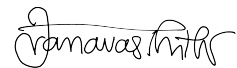
Prajwal Wali,
ERC Data Specialist



Regd Office : Level-2, Elegance Building, Campus 217, Mathura Road, Jasola District Complex, Jasola, New Delhi, India - 110 025
Bengaluru Office : Prestige Trinity Center, 3rd to 8th Floor, Doddakannelli, Kadubeesanahalli Road, Bhoganhalli Village, Varthur Hobli, Bengaluru - 560 087
Noida City Centre Office : I-1A City Centre, Sector 25A, Noida - 201 301 (U.P) Phone : +91-120-244 4711 Fax +91-120-433 3439
Noida Office : Plot # A-05, Sector 132, Express Way, Noida - 201 304 (UP), India, Phone +91-120-444 4711, Fax +91-120-444 4737
Noida Tech Boulevard Office : Tech Boulevard, Plat No.6, Tower C, 6th & 7th Floor, Sector-127, Noida-201 301 (U.P.), India. Phone:+91-120-244 4711 Fax: +91-120-433 3439
Mumbai Office : The Executive Centre, Level 2, Kalpataru Synergy, Opposite Grand Hyatt, Santacruz (East), Mumbai 400 055, India. Phone : +91-22-3953 7155

DECLARATION


I declare that this written submission represents my ideas in my own words, and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission.



PRANAVASTHITHA
MD15MDES11008

APPROVAL SHEET

This thesis entitled “**Future of Documents: Consumption Experience on Smartphones**” by **Pranavasthitha T** is approved for the degree of Master of Design from IIT Hyderabad.

DocuSigned by:

55C01047BE1A452...

Guide
Prasad S Onkar

DocuSigned by:

1809BF6B917347C...

External 1 - Nimmi Rangaswamy
Visiting Associate Professor
IIIT Hyderabad

DocuSigned by:

02A102D88D8C40D...

Chairman
Deepak John Mathew

DocuSigned by:

38EB999C49D0425

External 2 - Nevin John
Industry Mentor

PROJECT
GUIDES



SOO BASU
Adobe Systems Pvt. Ltd.
Noida



MANASI AGARWAL
Adobe Systems Pvt. Ltd.
Noida



PRASAD S ONKAR
Indian Institute of Technology
Hyderabad

STUDENT



PRANAVA STHITHA TANDRA
Design Intern

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ABSTRACT

FUTURE OF DOCUMENTS: CONSUMPTION EXPERIENCE ON SMARTPHONES

Technology and its rapid development has had a revolutionary effect on the reading habits of millennials. In these changing times of reduced attention spans and need for fidget spinners, it becomes important to not burden the users with information overload.

The present thesis explores and discusses consuming documents & its constituent contents on small screens, namely on smart devices, and aims at identifying and designing a model capturing factors that most influence the perceived experience of document consumption.

The thesis starts with an overview of what documents are, their evolution into content chunks, a brief research about the existant technologies and applications that allow unconventionality in document consumption and authoring. I also try to identify through existing literature, issues that may affect fluency and ease of reading on mobile devices. The thesis then presents explorations and experiments on consumption performance and perceived experience when on mobile screens. The focus is primarily on how document can be semantic content chunks, further exploring the various navigation models and essentially making consumption of documents smooth and engaging.

Keywords

READABILITY, USER EXPERIENCE, USABILITY, NAVIGATION, HCI

PROJECT IN BRIEF

PROJECT TITLE	Future of Documents: Consumption Experience on Smartphones
OBJECTIVE	To create an engaging and delightful content consumption experience that would adhere to the reading behavior of and for the millennials.
SPONSOR	Adobe Systems Pvt. Ltd.
MENTORS	Sunandini (Soo) Basu (Manager, Document Cloud, Adobe India) Manasi Agarwal (Experience Designer, Document Cloud, Adobe India)
SUPERVISOR	Dr. Prasad S Onkar (Assistant Professor , Department of Design, IIT Hyderabad)
PROJECT PERIOD	January 30th 2017 - June 30th 2017 (5 months)
TOOLS USED	Whiteboarding, Sketch 4.5, Principle 2.1, Adobe XD, InVision, HTML-CSS
SYSTEMS USED	MacOS

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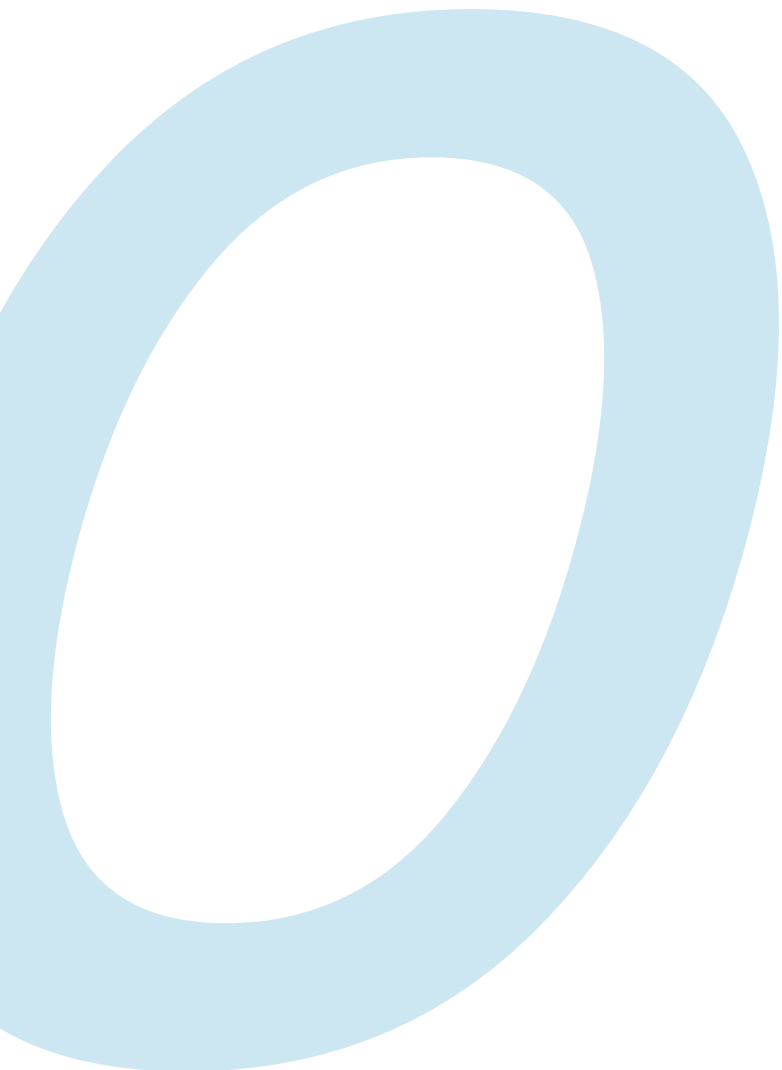
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LIST OF ABBREVIATIONS

EDM	Electronic Document Management
DC	Document Cloud
ISO	International Organization for Standardization
DIN	Deutsche Industrie Normenausschuß
NLP	Natural Language Processing
AI	Artificial Intelligence
ML	Machine Learning



INTRODUCTION

INTRODUCTION

WHAT IS A DOCUMENT?

A document is a **record** or the capturing of some event so that the information is not lost. Usually, a document is written, but a document can also be made with media files such as movies, pictures and sound.

A document usually adheres to some convention based on similar or previous documents or specified requirements. Some examples of documents are sales invoices, wills and deeds, newspaper issues, individual newspaper stories, oral history recordings, executive orders, and product specifications.

A document also means a form of information. A document can be put into an electronic form and stored in a computer as one or more files. Often a single document becomes a single file. An entire document or individual parts may be treated as individual data items. As files or data, a document may be part of a database . Electronic Document

Management (EDM) deals with the management of electronically-stored documents. When using certain computer application programs such as a word processor , a document is the unit of saved work. Each document is saved as a uniquely named file. In the computer industry, documentation is the information provided to a customer or other users about a product or the process of preparing it.

To document (verb) a fact, event, or other thing is to record or annotate it, meaning to put it into some relatively permanent form so that it can be retrieved later.

BRIEF HISTORY OF DOCUMENTS

The most well-known form of primitive 'documentation' is cave paintings. The artistic endeavors were created by a species of man that appeared around



FIGURE 0.01
PALETTE OF NARMER
 Egypt
 31st Century BC

130,000 B.C.E, the homo sapiens. The purpose of the paintings has been questioned by scholars for years, but the most popular theory states that the depictions were used as a manual for instructing others what animals were safe to eat.



FIGURE 0.02
CUEVA DE LAS MANOS
 Argentina
 7300 BC



FIGURE 0.03
CODE OF UR- NAMMU
 Mesopotamia
 2100 - 2050 BC

Some documents of the past are believed to be pieces of historic evidences such as the Pallette of Narmer (figure 1.1.1) excavated from Temple of Horus at Nekhen, which is a significant Egyptian archeological find, dating from about the 31st century BC. It contains some of the earliest hieroglyphic inscriptions ever found. The tablet is thought by some to depict the unification of Upper and Lower Egypt under the king Narmer. Similarly, the cave of the hands at argentina (figure 1.1.2) suggest ‘signatures’ of the people of that era and parts of the cave also show geometric shapes, zigzag patterns, representations of the sun, and hunting scenes and techniques.

Later down the years, Those with the proper education to do so were handwriting books and documents for well over 1,000 years before the invention of the printing press. The Code of Ur-Nammu (figure 1.1.3) is the oldest known law code surviving today. It is from Mesopotamia and is written on tablets, in the Sumerian language. However, The word “manuscript” is derived from the Latin term “libri manu scripti” which translates to “book written by hand”. Most handwritten manuscripts were written on vellum as paper was not widely available.

The majority of books and documents written were of a religious nature. This was due to the fact that writing a religious piece was viewed as a form of worship, and also that most books were written by monks in monasteries. The time between the 7th and 13th centuries was considered the age of the religious manuscript. The 13th century, however, brought about exciting change in the realm of the written word. For the first time, secular books were produced for the sake of spreading knowledge not relating to religion. The catalyst for this change was the rise of universities in Italy, and the return of the crusaders from Byzantium. The Renaissance had begun.

The Great Charter of Freedoms, is the most famous of documents commonly referred to as ‘Magna Carta’ (figure 1.1.4) signed reluctantly by King John in 1215, is the foundation of constitutional law across the globe.

The Declaration of Independence (figure 1.1.5) expresses the ideals on which the United States was founded and the reasons for separation from Great Britain.

A number of sites on the Internet claim that the Declaration of Independence

‘Cueva de las Manos - Wikipedia’ - https://en.wikipedia.org/wiki/Cueva_de_las_Manos

‘Code of Ur-Nammu | Ur history | Britannica.com’ - <https://www.britannica.com/topic/ode-of-Ur-Nammu>



FIGURE 0.04
MAGNA CARTA
England
1215 AD

was written on paper made from hemp. But, the finished document signed by the delegates to the Continental Congress was engrossed on parchment, which is actually made from animal skin. Thomas Jefferson's original Rough Draft of the Declaration is now in the Jefferson Papers collection at the Library of Congress. According to the Library of Congress, analysis by paper conservators has determined that the paper is mostly likely Dutch in origin. While hemp was commonly used to make paper in Southern Europe during this time, the Dutch were much more likely to use flax or linen rags.

A HISTORY OF A4 PAPER

The vast majority of us have always encountered documents in A4 and Letter sizes. Infact, even this thesis document is in the A4 size. This is because, even while documents are made for digital distribution, many still have a size and shape that ties them to the real world of printing on paper.

The A-series : A4 (21cm x 29.7cm or 8.25" x 11.67") doesn't jump out as an obviously neat imperial or metric measure, but A4 is part of an official metric standard. It was set in 1975 and is based on a German standard originally from 1922. The key feature of this paper size is that A4 is half the size of A3, which in turn is half the size of A2 and so on up to A0, the largest in the range.

At 84.1cm x 118.9cm, A0 is exactly 1m² of paper. As metric paper weights are usually measured in grammes per square metre (gsm), this doubling/halving relationship between each size makes mass calculations very easy when dealing with large volumes of paper in the print and publishing industries. This gives the A-series of paper another great trick up its sleeve that saves printers and designers



FIGURE 0.05
DECLARATION OF INDEPENDENCE
Pennsylvania
1776 AD

'A4 and before Towards a long history of paper sizes' by Robin Kinross - <http://bit.ly/2rZScDR> (p. 6-9) <http://www.serif.com/blog/a-quick-history-on-a4-and-letter-paper-sizes/>

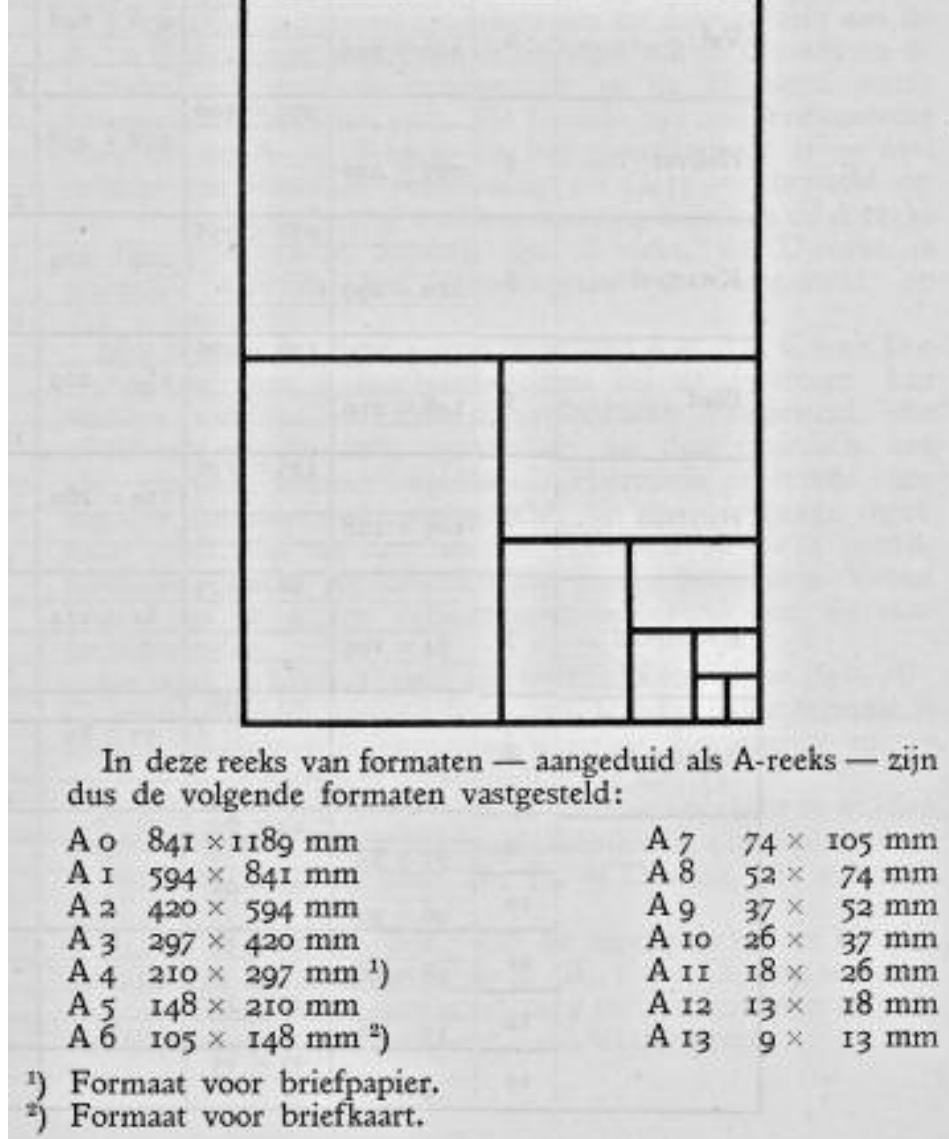


FIGURE 0.06
THE PRINCIPLES OF THE DIN SERIES
 As explained in a pamphlet published in 1935, by which time the system had been adopted in the Netherlands.

'A4 and before Towards a long history of paper sizes' by Robin Kinross - <http://bit.ly/2rZScDR> (p.6) • Pollard, 'Notes on the size of the sheet' (p. 116)

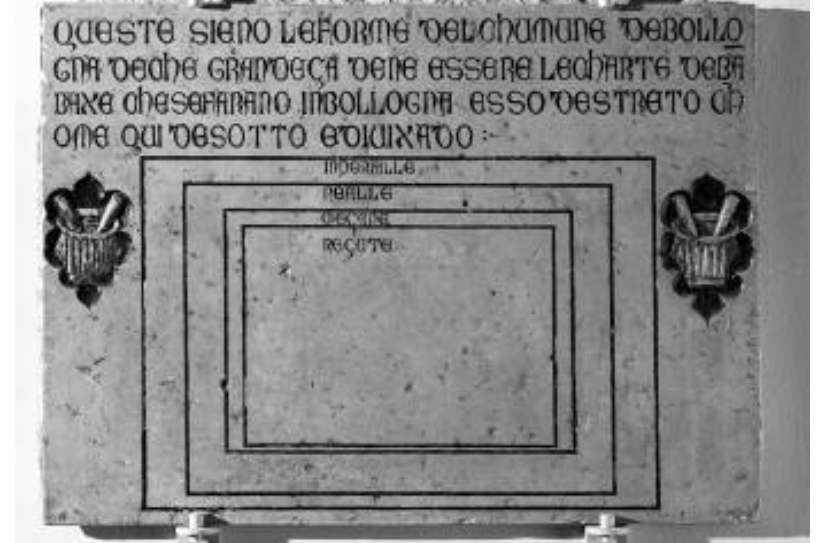


FIGURE 0.07
THE BOLOGNA STONE
 It shows four standard paper sizes, circa 1389. The sizes of the rectangles that indicate paper-sheets, as given by the Museo Civico Medievale, Bologna

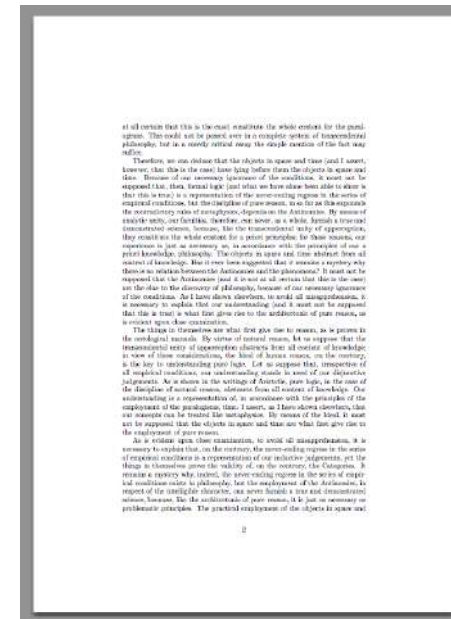


FIGURE 0.08
DOCUMENT OF TODAY
 An extract from a new age-
 printable document.

some major headaches.

Part of the ISO 216 standard A4 is part of a set or range of page sizes, called the ISO A or ISO 216 standard. This international standard is based on the German DIN 476 standard from 1922. A4 is actually often referred to as DIN A4 (figure 1.7). The Japanese have adopted the same range of paper sizes in their JIS P 0138-61 standard. By folding an A4 in two along its shortest side, you create an A5 document. Two A4 pages next to each other in a spread equals the A3 paper size. This way a range of paper sizes is created from A0 (which has a surface of one square meter) to A10. The height/width ratio remains constant for all sizes: 1:1.41 or the square root of 2. The dimensions always get rounded to the nearest millimeter.

DO WE REALLY NEED PAPER?

There will be always some who wish they were holding paper versions of digital documents they read in today's age. However, Documents, eBooks, eMagazines, eBrochures and articles are increasingly viewed on screen rather than printed, and Excels at mostly aimed at creating and optimizing this kind of output, including rich multimedia content

like videos and interactive buttons, forms

It become important for content to reflow to suit the viewer's preference and some that retains a paper-like document shape, whether browsing a brochure after quickly downloading it from the web or learning with a white paper on an eBook reader.

The founding document of standard paper sizes is the Bologna stone, which can be dated at or near to 1389, and which shows four standard sizes. (Figure 1.2.2).

One might say that with the mechanization of the paper-making process, there was the possibility of infinite flexibility in the size of the sheet. Yet the norms would still play their part: once established, there is always the tendency to continue with them. Manufacturers and publishers will always want to carry on with their usual sizes and formats, for reasons of economy as well as of inertia.



v

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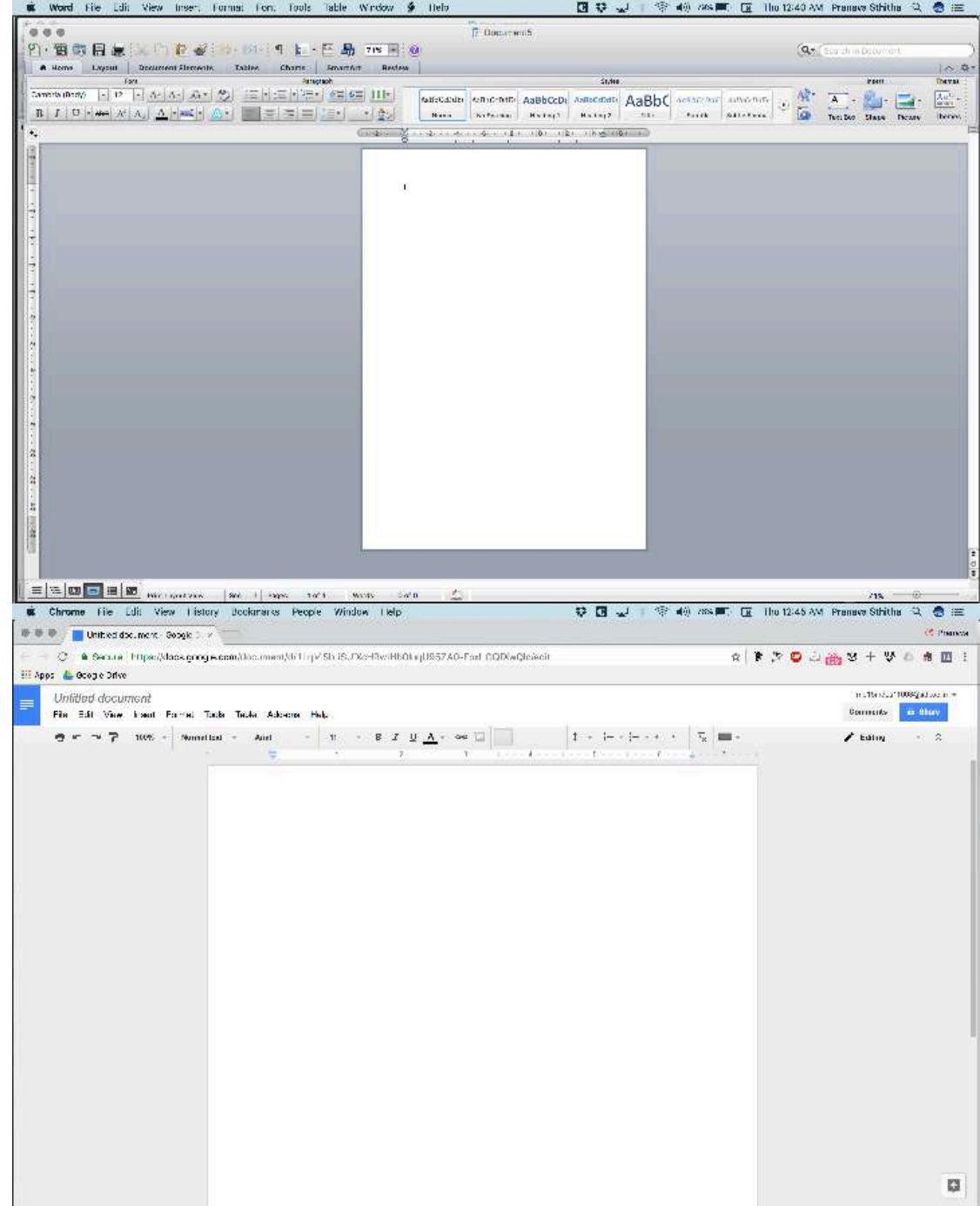
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_James Kvaal - Policy Director, BarackObama...	04-07-2016 18:12	Adobe Acrobat Docu...
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_Martinez Solis, Benjamin Alejandro_BENJA...	04-07-2016 18:12	Adobe Acrobat Docu...
_Neha Singh_seoservice6987@outlook.co...	04-07-2016 18:12	Adobe Acrobat Docu...

FIGURE 0.09
DOCUMENT ARCHIVES -
THEN & NOW

AGE OF DIGITAL DOCUMENTS

An electronic document is any electronic media content (other than computer programs or system files) that are intended to be used in either an electronic form or as printed output. Originally, any computer data were considered as something internal – the final data output was always on paper. However, as discussed earlier the development of computer networks has made it so that in most cases it is much more convenient to distribute electronic documents than printed ones. And the improvements in electronic display technologies (circa. 1985 onwards) mean that in most cases it is possible to view documents on screen instead of printing them (thus saving paper and the space required to store the printed copies).

FIGURE 0.10
**DOCUMENTS ON MS WORD
AND GOOGLE DOCS**
Still opens in A4 size
as default



DOCUMENT CONTENT

Content is essentially the text or visual matter of a document or publication in any form. Content is both information and communication: the sum total of the **freshness, readability, relevancy, and usefulness** of the information presented, and the manner in which it is presented. Content can also be the essence of a communicated message or discourse, as comprehended or received by its intended audience.

But the basic difference between content and information is Content explains how a topic or solution or idea relates to you. Information does not. Content advises you on what to do next. Information does not. This is very important in the current day context because millennials are looking for content, not information. Or maybe, content is looking for millennials. An example would be what your smart watch does, counting the steps you walk everyday. It gives you the information of the number of steps. Content is when you open the health app on your mobile and check your daily, progress, weekly progress and monthly progress as to how much is accomplished and how much more to go. Content is where the delight is. Content is where the magic is. It drives a person.

EXAMPLES OF CONTENT

Content like we have already established can be text, pictures, audio clips, video clips, posts and these are primarily targeted at the end user. It is primarily **engaging**.

In the digital age, where the news is limited to 140 characters and conversations take place in the form of emojis, our attention span has shortened. A recent study by Microsoft

“
**MILLENNIALS ARE LOOKING
 FOR CONTENT,
 NOT INFORMATION.**
 ”

Corporation(Figure 1.3.2) has found this digital lifestyle has made it difficult for us to stay focused, with the human attention span shortening from 12 seconds to **eight seconds** in more than a decade.

The rise of gadget use in the 21st century means our lives have become

increasingly more digital at home, work, and school. In the U.S., nearly two-thirds of Americans are smartphone owners, with many users utilizing their phones for online access, according to a recent Pew Research Center poll. More than half of these smartphone users admit to using their phone in the past year **to look up information** across all realms of life.

On a positive note, the researchers found the ability to multitask has significantly improved. “Heavy multi-screener find it difficult to filter out irrelevant stimuli — they’re more easily distracted by multiple streams of media,” according to the report.

In 1969, Nobel Laureate Herbert wrote: “...in an information-rich world, the wealth of information means a dearth of something else: a scarcity of whatever it is that information consumes. What information consumes is rather obvious: it consumes the attention of its recipients. Hence a wealth of information creates a poverty of attention and a need to allocate that attention efficiently among the overabundance of information sources that might consume it.”

The survey also confirmed generational differences for mobile use; for example, 77% of people aged 18 to 24 responded

“yes” when asked, “When nothing is occupying my attention, the first thing I do is reach for my phone,” compared with only 10% of those over the age of 65.

People don’t read books anymore. They read short pieces on the internet, like blogs. People don’t listen to albums any more, they download songs instead. This short attention span is also thought to be reflected in the use of cell phones, with people constantly multi-tasking and not being able to focus on one matter at a time. All of this is sometimes thought to be a reflection on the undisciplined habits of mind of the younger generation. But that’s not my view. To begin with, it seems clear to me that the causation runs in the opposite direction. It is not the short attention span or undisciplined minds of the young that is causing this. Instead, it is the technology that promotes these behaviors that is the primary cause. New age content (figure 1.3.3) undeniably are more engaging.

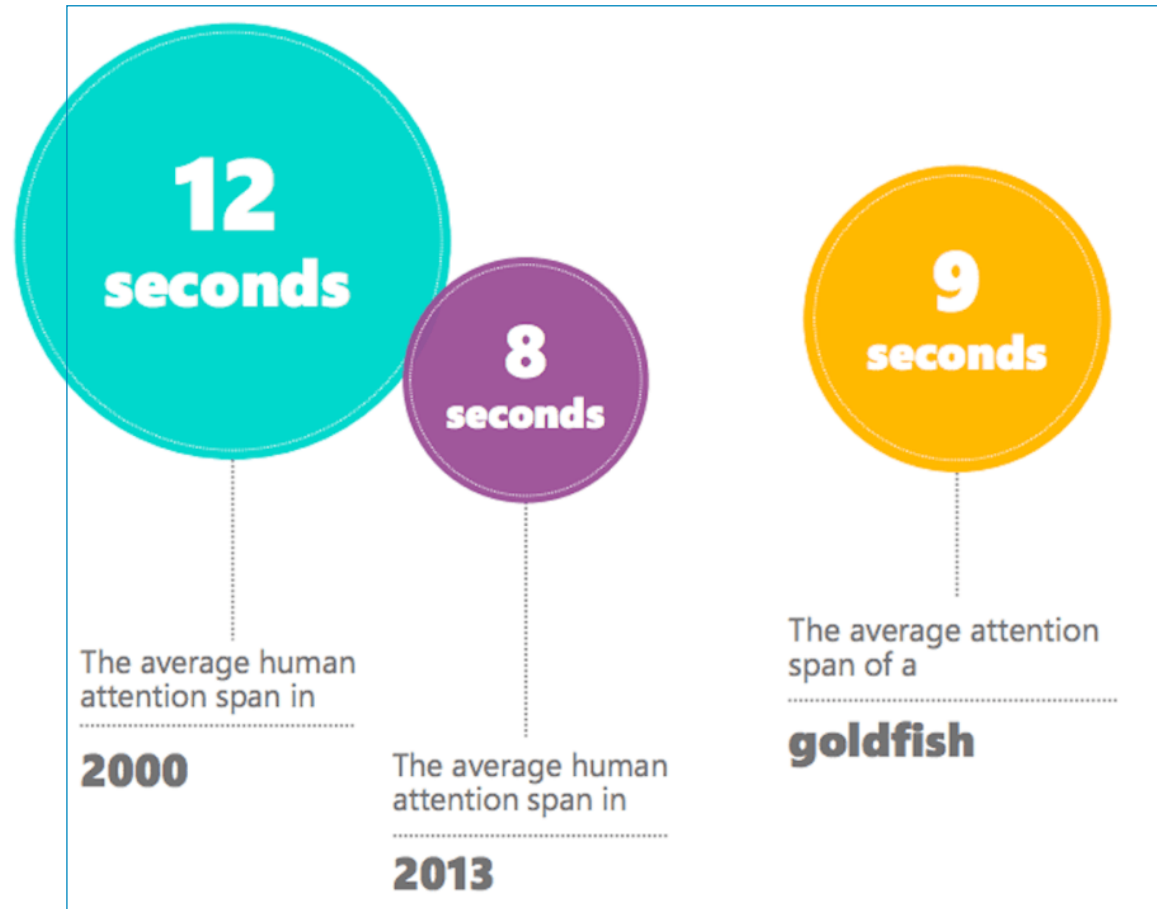


FIGURE 0.11
HUMAN ATTENTION SPAN
 Survey from Microsoft
 December 2016

1



Donald J. Trump 
@realDonaldTrump [Follow](#)

The United States must greatly strengthen and expand its nuclear capability until such time as the world comes to its senses regarding nukes

11:50 AM - 22 Dec 2016

  5,244  15,542

2



Venus Williams
Athlete · 1,261,278 Likes [Like Page](#)



Unfortunately, I will not be able to participate in Wimbledon this year. I am extremely disappointed as I have always loved The Championships, but I need to take time to let my back heal. I look forward to returning to the courts as soon as possible, with my goal being to return to Mylan World Team Tennis on July 8th in Washington DC. Many thanks to my fans for the love and support and I will be seeing you very soon back on the courts.

about a month ago 

   1,622 Comments 255 Shares

Peter Yang and 5,989 others like this.

3

 GovSchwarzenegger  5129 points 22 hours ago  (55133|50003)


Thanks for sharing this.

Everybody, behave and stop bickering. This is about inspiring more people to get into fitness. I've never understood people who argue constantly about who is wrong and who is right in fitness, because the fact is, there are many "right" answers, especially for people just starting out.

Do you think Sergio Oliva and I did the same thing? No. In fact, you could walk into Gold's and watch the 5 best guys and see 5 completely different routines. And you know what? We didn't argue.

Do me a favor. Try to focus more on expanding the fitness community as a whole than protecting your little corner of it.


[permalink](#) [source](#) [report](#) [give gold](#) [save-RES](#) [reply](#) [hide child comments](#)

 [-] Commander_Ninja  2955 points 19 hours ago  (9111|6157)


 I was reading this thinking "This guy's really smart, I wonder if he's a mod or something"

[permalink](#) [source](#) [parent](#) [report](#) [save-RES](#) [give gold](#) [reply](#)





4



Eminem - Not Afraid

 [Subscribe](#) 20,161,632

854,309,797 views

   4,087,623  117,982

5

 **jedrecord**
1905 Restaurant 4m



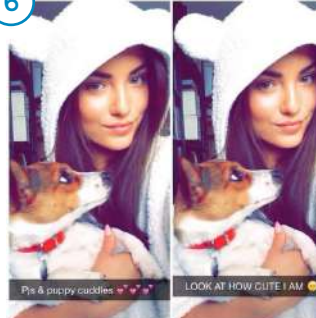
   




 [smolenskiylaw](#), [littlemamajama](#), [sweetiemonogatari](#)

[jedrecord](#) Mad periscope skills on display. :)

[jedrecord](#) #periscope #fun #social #rooftop #bar #dctakeover #livestream #livestreaming

6



[Pis & puppy cutlines](#)   




[LOOK AT HOW CUTE I AM](#)   

FIGURE 0.12
COLLECTION OF
NEW AGE CONTENT
1 - Twitter,
2 - Facebook,
3 - Reddit,
4 - Youtube,
5 - Instagram,
6 - Snapchat.

MILLENNIALS

Millennials (also known as Generation Y) are the demographic cohort following Generation X. There are no precise dates for when this cohort starts or ends; demographers and researchers typically use the early 1980s as starting birth years and the mid-1990s to early 2000s as ending birth years. Millennials, who are generally the children of baby boomers and older Gen Xers, are sometimes referred to as “Echo Boomers” due to a major surge in birth rates in the 1980s and 1990s. The 20th-century trend toward smaller families in developed countries continued, however, so the relative impact of the “baby boom echo” was generally less pronounced than the original post-World War II boom.

Millennial characteristics vary by region, depending on social and economic conditions. However, the generation is generally marked by an increased use and familiarity with communications, media, and digital technologies. In most parts of the world, their upbringing was marked by an increase in a liberal approach to politics and economics; the effects of this environment are disputed. The Great Recession has had a major impact on

this generation because it has caused historically high levels of unemployment among young people, and has led to speculation about possible long-term economic and social damage to this generation.

According to authors from Florida International University, original research performed by Howe and Strauss as well as Yu & Miller suggest Baby Boomers resonate primarily with loyalty, work ethic, steady career path, and compensation when it comes to their professional lives. Generation X on the other hand, started shifting preferences towards an improved work-life balance with a heightened focus on individualistic advancement, stability, and job satisfaction. Meanwhile, Millennials place an emphasis on producing meaningful work, finding a creative outlet, and have a preference for immediate feedback. Findings also suggest the introduction of social media has augmented collaborative skills and created a preference for a team-oriented environment.

An article I recently read on fastcompany gives insights about how the millennials are suckers for great design and how they’ve **grown accustomed to great online tools that seemingly organise and connect**

their lives. For Millennials, design is not a differentiator—it’s a cost of entry.

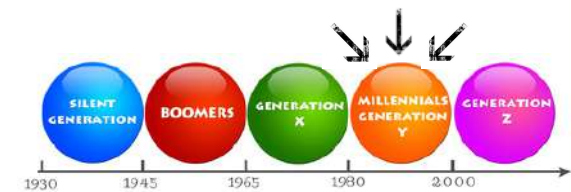


FIGURE 0.13
GENERATION TIMELINE
Survey from Microsoft
December 2016

Reading in the mobile era: A study of mobile reading in developing countries done by UNESCO gives interesting insights about how in developing countries mobile readers are predominantly male. However, female users greatly outnumber males at higher levels of usage, and female mobile readers spend significantly more time reading per month than males.

DESIGN PROCESS

STATEMENT OF BRIEF

“To create a delightful consumption experience on smart devices for the documents of the future.”

Adobe gives designers the tools to create the world’s best creative content. Now is the time for Adobe to help knowledge workers create business content better that will be consumed digitally and on-the-go (mobile). Word and Google Docs are largely based on the layout of a typewritten page. New solutions require moving beyond the constraints of the paper-based model of documents created in Google Docs, Google Slides, Word, PowerPoint and Keynote.

We need to envision a future that answers the following questions -

- What will documents look like in 3-5 years? Will they be called documents in the first place?
- How would you consume these documents?
- How would this look like or be used in 3rd party applications?
- How is this addressing a newer/

younger audience?

- What is the Adobe advantage?

- Target persona is someone who today would consume a report or marketing plan
- Target document is a report or marketing plan
- Document creator was a knowledge worker who created the content from scratch
- We believe in a cloud-based future there will be no concept of file or local storage. In other words, the content does not have boundaries in any traditional sense, is more fluid and personalized based on your experience with it and what interests you in it
- The new experience should follow a ‘mobile first’ approach. For last 25 years, the authoring apps have been creating documents that were built for consumption on paper first. But now consumption has moved away from print to be mobile first, where current documents do not fit the bill (driven by

byte sized and adaptive consumption patterns whereas documents are still forcing a linear top to bottom consumption).

- How will modalities such as machine learning, augmented reality, voice etc. change document creation and consumption.

DESIGN METHODOLOGY

I have divided the Design process into four phases, and under each process there are cycles of 'iterative design process' I have followed. Please refer figure 1.1.1 to be able to see the phases, the goals of the stage and the process followed and also an indicative graph of my experience.

The discovery phase gave a lot of scope to look for business opportunities and to be able to check on the scope of pushing the idea of 'document consumption' forward.

I have explained the entire process in the following pages.

ITERATIVE DESIGN METHODOLOGY

While there are no standard rules as to what is the norm to consume documents and we are treaded into this realm of 'new age-document consumption', there is a lot of scope for exploration. The idea is to create an environment that gives a great

user experience and then start creating incremental changes to the perceived environment after testing. Thus, Iterative design methodology would be greatly helpful in setting a path. Iterative design is a design methodology based on a cyclic process of prototyping, testing, analyzing, and refining a product or process. Based on the results of testing the most recent iteration of a design, changes and refinements are made. Iterative design is commonly used in the development of human computer interfaces. This allows designers to identify any usability issues that may arise in the user interface before it is put into wide use.

The typical steps of iterative design in user interfaces are as follows:

- 1• Complete an initial interface design
- 2• Present the design to test users
- 3• Note problems had by the test user
- 4• Refine design or the interface to fix the problems.
- 5• Repeat steps 2-4 until user experience and interface problems are resolved.

The methodology is based on two previously established design axioms (i.e., independence axiom and information axiom) that were designed to guide idea generation, as well as to streamline analysis and evaluation processes in

product or process development. A design is deemed to be a good one when it satisfies both design axioms.

The axiomatic design methodology is a systematic iterative design technique for product or process design. It encompasses the whole development cycle: from problem definition, to idea generation, to analysis and evaluation. Using this methodology, designers first identify customers' needs and map them onto a list of high-level functional requirements. This often leads to good problem scoping practices, which can translate into better performance for the final product.

Iterative design is a design methodology based on a cyclical process of idea generation, evaluation, and design improvement until the design requirement is met. It is a widely used design strategy due to its intuitive nature and effectiveness in facilitating design improvement. As technologies advance rapidly nowadays, the level of complexity of design problems also increases. It is often impossible to develop a good design solution in the first attempt, making the effective application of iterative design strategy even more important.

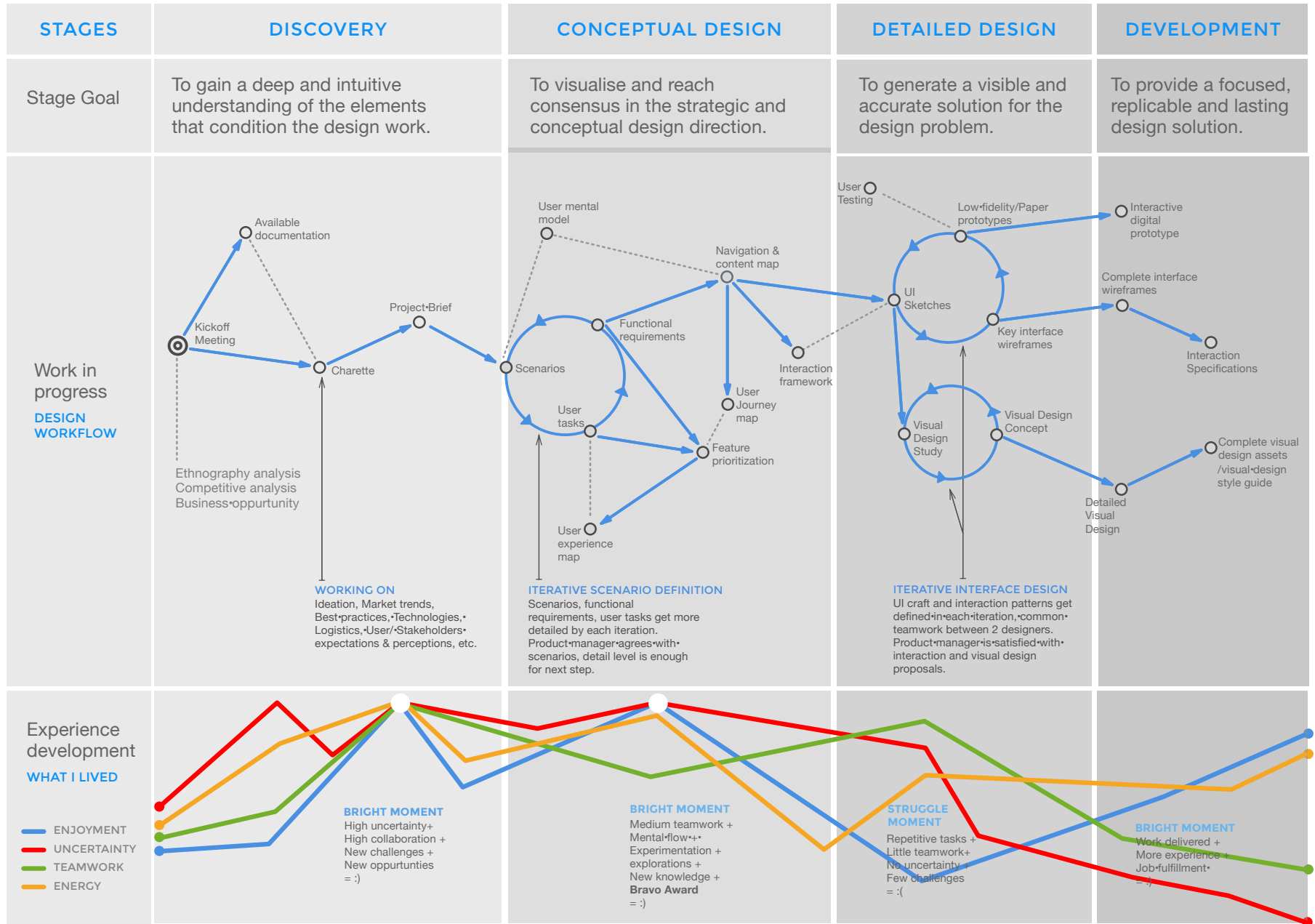


FIGURE 0.14
MY DESIGN PROCESS



07

DISCOVERY

PRECEDENTS & LITERATURE SURVEY

TRENDS

Conversational Interfaces

Judging by the amount of both buzz and awe created in the second half of 2017 alone, this year is going to be ALL about conversational interfaces in mobile apps. A recent comScore study says the average user only uses around three apps frequently, and at least one of them is a messaging app. So it is no wonder everyone wants to tap into that trend.

The best way to take advantage of the fact that people enjoy chatting, is to offer the feature in places that were hard to imagine a few years back (for example – the Luka app, where humans can converse with bots on a range of topics, from daily news, to restaurants, to thermonuclear physics). That is why chatbots and voice-activated communication platforms, powered by artificial intelligence, will probably dominate in the future, both as standalone apps, and as integrated features.

We have already seen what different virtual assistants like Apple's Siri, Microsoft's Cortana or Amazon's Echo can do. Also we are seeing more breathtaking use cases on chatbots, pretty much every day. As this technology progresses and becomes more advanced and sophisticated, we can expect conversational interfaces, both chat and voice, to become one of 2017's greatest hits.

Personalization in UI Design

We are all different, so why should the apps we use behave the same towards

everyone? Some people have poor eyesight. Others might be colorblind, or sensitive to screen brightness.

This personalization of UI design is not a new concept – you have already heard of 'responsive design'. However, there is a key difference. Responsive design revolves around adapting a layout to

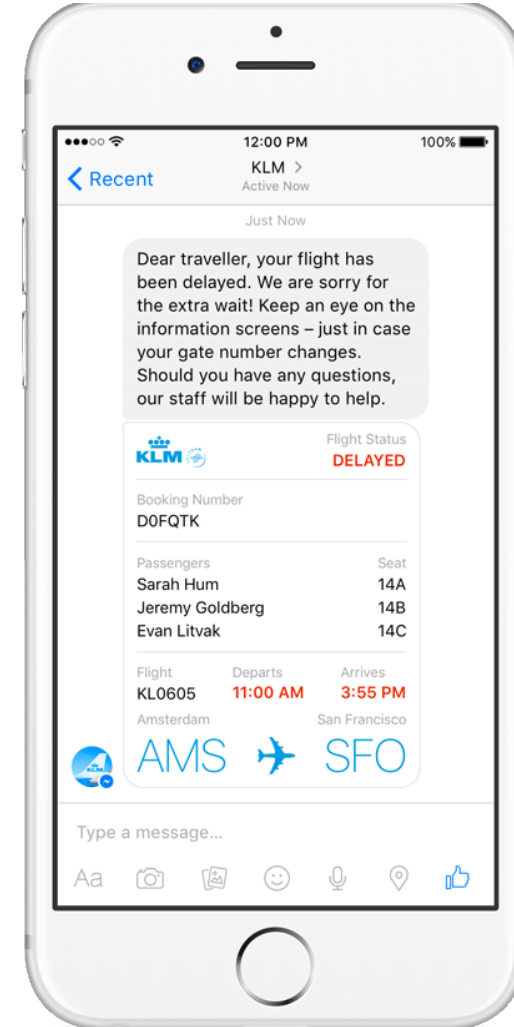


FIGURE 1.01
CONVERSATION UI
From online source[1]

[1] Also supported by inputs from: <https://uxdesign.cc/ux-trends-2017-46a63399e3d2>

a wide range of devices (i.e. the same website adapts to the screen size, so it looks quite different on a 4K TV, an HD monitor or a phone). Personalization in UI design, or age-responsive design, as some call it, revolves around adapting a layout to a person.

This can be achieved, in good measure, through already available metadata. By tapping into information already provided by the user (on the device itself, on the app itself, or on different platforms/apps), apps can determine if they should increase the font size, decrease screen brightness, eliminate flashing images or sound. In 2017, we can expect mobile app UI design to move further away from being device-focused, and move closer to being user-focused, personalized.

User Experience Analytics

Mobile apps have been around long enough for everyone to understand their potential, and for everyone to have enough time to understand what they are, how they work and what they can bring to the table. This brings us to two conclusions:

Nowadays, apps are no longer used by the young and the technology-savvy

only – they are being used by anyone and everyone.

Everyone has gathered enough experience to know how good apps can be, meaning users have become more demanding, and tough to retain. This has a profound effect on user experience – users know they can get the best, so they demand the best. But this ‘best’ cannot be reserved for a specific target audience – it needs to be ‘best overall’, even if we are talking about a niche app.

The ‘best overall’ can be achieved by drilling down into individual user experiences and drawing conclusions from specific use cases. It is also important to note that people rarely use apps the way they were intended to. Without proper communication, this can result in people using the app wrongly, becoming frustrated, having a poor user experience and consequently leaving a negative review on the app store.

Analyzing user experiences and in-app behavior can be accomplished through qualitative analytics tools, like touch heatmaps or user session recordings. These tools allow developers to pinpoint biggest weak points, eliminate bugs, or design a more intuitive interface. Through qualitative analytics, developers can make sure their apps are being used properly.

We are expecting this trend to pick up significantly this year and to have a strong effect on user experience.

VR / AR

Besides conversational interfaces, another direction which promises to completely change the way we see and use apps is the fast emergence of augmented reality (AR) and virtual reality (VR) technology.

Even though it is not such a new concept, the advancement in technology has allowed AR and VR to really start making an impact in the mobile industry. There are four elements in mobile technology which have made it possible today, and these are: faster processors, better cameras, higher quality displays and faster communication speeds.

AR and VR requires an astonishing amount of processing power, and mobile devices have come far enough to be able to offer just that. 4G speeds are basically globally available now, and 5G which is essential for AR-oriented apps is expected to hit the streets just in time for the 2018 Winter Olympics.

Xiaomi Mi 5, Galaxy S7 Edge and Google

Pixel all have VR-ready displays and are already available on the market.

VR and AR have huge potential in tourism (for example – ‘visiting’ a location before actually visiting the physical location), construction (‘walk’ around your new house before deciding to renovate), shopping (try out your new dress before buying via mobile), education (medicine students will be able to learn anatomy in ways unimaginable ten years ago), communication (virtual boardroom meeting, anyone?), entertainment (why go to the movies, when you can go into movies?), and pretty much any other industry.

The only thing that is limiting AR and VR is our imagination and with the proper infrastructure in place, it is safe to expect a greater focus on AR and VR tech for mobile.

Navigation

One trend that is slowly (but surely) picking up is offering users different alternatives to moving through the app. There are currently three navigation issues plaguing apps: Linear navigation,

one-handed navigation (some apps are not usable with one hand on a big smartphone, because users cannot reach far corners of the screen with their thumb), and the hamburger menu.

Linear navigation means all users can use and navigate through the app the same way – an approach to design some UI / UX folks see as ‘herding cattle’. Uber is a good example.

There, all users:

- 1) set a pickup location,
- 2) set the destination,
- 3) press ‘Request’,
- 4) rate the driver.

What we are expecting to see is new and creative navigation solutions, which will allow users to move through the app more freely (Amazon Shopping is a good example, where users can browse various categories and subcategories without needing to go down a certain path to get to them)

Issues with one-handed navigation is also something we are expecting to be slowly phased out. Nowadays, smartphones are mostly quite large, with screens so big many people cannot reach their corners by using just one hand. Implementing smarter navigation solutions, which

will keep in mind how people use the smartphone, will also be a huge trend.

On top of it all, the hamburger menu will continue to be despised. Indeed, it is considered by many as the main culprit for poor user engagement, and low discoverability.

All of this means we will be hearing about parallax scrolling (like the one Summly, Yelp, or Google Maps already have), non-linear navigation and the final demise of the hamburger menu a lot more this year. New navigation solutions have the potential to completely reshape user experience. A non-linear approach can result in a more personalized experience, as each user will approach the app in their own, unique way. Eliminating the hamburger menu can improve discoverability, meaning many useful app features will remain hidden no more. Finally, thumb-friendly navigation will make life easier for many users, especially those with large screens riding the bus to work each morning.

WHY MOBILE CONTENT CONSUMPTION DIFFERS FROM DESKTOP

About 80 percent of all Internet users have a smartphone. About 1.2 billion people access the Internet from their mobile devices.

Within the next two years, the smartphone will most likely be the only computer you own. In fact, for many people in developing countries, the smartphone is their first computer and the only Internet-enabled device they own.

App Availability

Mobile devices are designed to provide the user with a completely different experience than that of a PC. A major contributor to that difference is the creation of apps. Through apps, users are able to access what they are interested in by simply selecting the app. They are immediately immersed in the photos, maps, games and social networks that the apps were created for, without using a URL or having any other outside distractions on their screen. When an app is specifically created for the content we

are looking for, the tendency is to reach for the mobile device vs. searching for it on the web through a desktop computer. When consuming information on a desktop, there is often more searching and multi-tasking going on as the user isn't inside a specific app.

Convenience

When making the choice between mobile devices and desktops, much of the decision-making has to do with how much time we have and our location. For example, more often than not, when accessing a map or directions, the availability and on-the-go convenience of apps such as Google Maps or Apple Maps make our loyalty to mobile devices quite simple. Weather and traffic conditions are often afterthoughts that can be conveniently looked up on our mobile devices after a flight lands or before leaving for a dinner party. Games or social networking apps frequently serve as a way to pass the time while on the subway commuting home or as a solution to an awkward silence in an elevator or cab ride (we're all guilty of it). This directly reflects the increase in uses of mobile devices in these categories.

Physical Experience

The physical experience the user is seeking to have with their content also drives the differences between mobile and desktop consumption. Through a mobile device, we are directly involved in the apps, so much so that we are a part of them. We can touch, zoom in, drag and drop, swipe and slide. Depending on what type of content we are dealing with, this may be an important feature to have. Conversely, it may be more important to use a keyboard, mouse or multiple screens to access and interact with your content, leading to the use of a desktop computer. The difference between mobile and desktop consumption in this respect is the level of interactivity and user experience between the two.

Type of Content

The content we choose to access on our mobile devices has a lot to do with how much time we have to dedicate to the content. If writing a research paper or putting reports together, it is likely that we will choose a desktop over a mobile device because of the in-depth research and time one is devoting to the project. Those who are accessing content on a mobile phone are usually multi-tasking;

often watching TV, talking on the phone or even driving. This is generally the explanation for mobile devices being used as a source for leisure information, as it is less in-depth and involved as the heavy type of financial or business information that the desktop is mostly used to access.

Navigation

Much of the difference between whether content is accessed on a mobile device or desktop has to do with the navigation of the website. Is the content mobile friendly? If the answer to that question is no, then the user is likely to turn to a desktop for the content. In order for someone to use a smartphone to access content, it must be simple and easy to navigate on a 4" x 6" screen. This goes back to the user's experience and how sometimes we need multiple 21" monitors to get the most out of the content.

The difference between consuming content on a smartphone device and consuming content on a desktop is really a general aspect of the user's time, location and content type. Ultimately, these factors decide which device the user will reach for and the type of experience they're looking to have.

Basic Patterns for Mobile Navigation: A Primer by Racula Bidui talks about some of the existant navigation paradigms that has been published on the Nielsen Norman Group which is an Evidence-Based User Experience Research, Training, and Consulting group.

The summary of his paper clearly mentions about how 'Mobile navigation must be discoverable, accessible, and take little screen space. Exposing the navigation and hiding it in a hamburger both have pros and cons, and different types of sites have different preferred solutions to the mobile-navigation quandary.' user mentions about how Navigation complements search for many reasons, sometimes users don't know what to search for, and need help figuring out the partitioning of the search space; So, coming up with a good query and typing it requires more mental effort and higher interaction cost than recognizing and tapping a navigation link (and, in fact, users are notoriously bad at formulating good queries); Also, site search often works a lot more poorly than the search-engines users expect it to.

However, on mobile devices, both navigation and search come at a price:

they occupy screen space and grab users' attention, both of which are at an even higher premium on mobile than on desktop. If the screen space is really scarce, a search box or navigation links at the top of the page can interfere with the users' ability to get to new information fast and may make the user work more. Pay attention to navigation and search, make them accessible and discoverable, but don't forget one of the basic tenets of mobile usability: prioritize content over chrome. This is in fact one of the big challenges of implementing navigation on mobile: how to prioritize content while making navigation accessible and discoverable. Different approaches sacrifice either content prioritization or the accessibility of the navigation.

DOCUMENT LIFE CYCLE

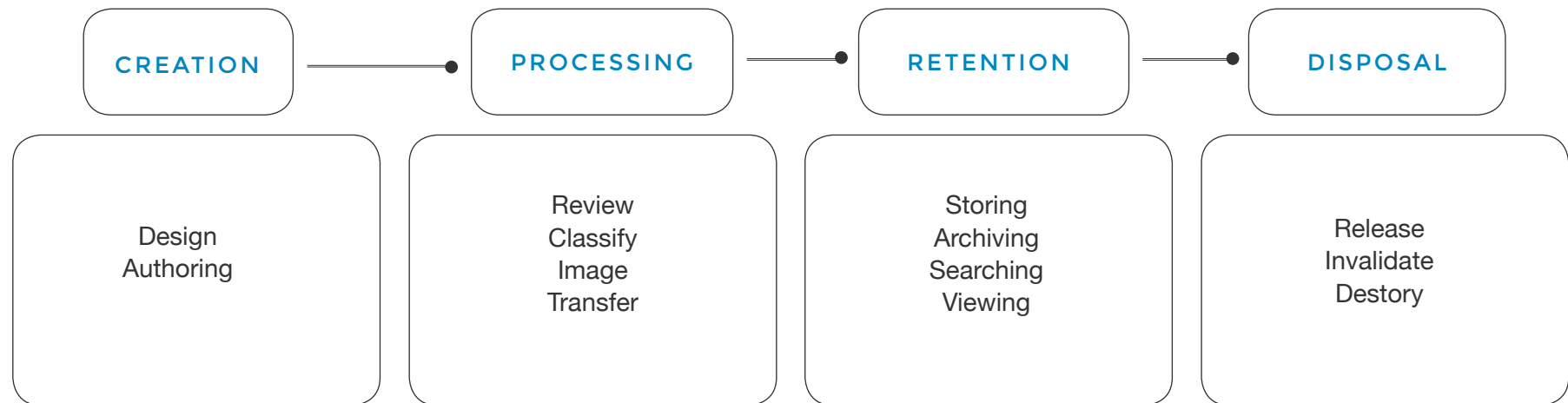


FIGURE 1.03
DOCUMENT LIFE CYCLE

Again, the term document is defined as “recorded information or an object which can be treated as a unit.” Document management, often referred to as document management systems (DMS) or, more frequently these days, as electronic document management (EDM), is the use of a computer system and software

to store, manage and track electronic documents, electronic images of paper-based information captured through the use of a document scanner and even digital photos, audio and video capture through various devices that may include smartphones and tablets. Based on this, let’s now turn our attention to an aspect of EDM that is often overlooked but certainly an important element in establishing a strong environment to properly manage your electronic documents and content—the

life cycle. This is a term heard frequently in relation to records and information in a broader sense, but when there is talk about documents, few make the connection or relate a need. The diagram shown here depicts how AIIM views the document/content management life cycle.

To begin with, look at the core activities of the life cycle by breaking it down into five elements or stages from an **information worker’s perspective**. These are:

- Capture & Create

- Organize
- Collaborate
- Search & Retrieve
- Publish and Deliver

As you look at these stages, also consider the stakeholder and process related to these stages.

Questions to ponder over:

How does the worker create the information?

Are there templates in place, or is each document written independently?

Is the document placed in a repository, a shared drive or personal storage device?

How are these documents organized and what method of collaboration is used in the process?

When the worker needs information, how do they search for it and on what type of device, which will have an impact on how it is published and delivered?

Supporting the life cycle stages is the **information architecture**. I am not talking about technology in this case, though as a tool and part of the architectural infrastructure. What I am talking about here focuses on the document and content itself.

Thus, A brief research was conducted about the type of documents that are authored/consumed as of now. The kind of technologies that are used in authoring these documents. That these documents have become collaborative in nature and are extremely fluidic and easy to use. and that, Content gets shared a lot. People access content on mobile phones more than on laptops and desktops. The nature of content is extremely interactive.

A brief research was conducted with respect to the kind of softwares that are already in use to create traditional documents.

TYPES OF CLASSIC AUTHORING TOOLS

Advanced options found in word processing include Collaborative editing, allowing multiple users to work on the same document. They also permit Indexing assistance. (True indexing, as performed by a professional human indexer, is far beyond current technology, for the same reasons that fully automated, literary-quality machine translation is.) They also allow creation of tables of contents. Management, editing, and positioning of

visual material (illustrations, diagrams), and sometimes sound files are some of the best offerings from Word processors. They also allow automatically managed (updated) cross-references to pages or notes. Version control of a document, permitting reconstruction of its evolution. Non-printing comments and annotations. Generation of document statistics (characters, words, readability level, time spent editing by each user). “Styles”, which automate consistent formatting of text body, titles, subtitles, highlighted text, and so on.

Examples:

Word Processors

Microsoft Word, WordPerfect or OpenOffice Writer

Desktop Publishing Programs

Adobe InDesign and Scribus

Online Web Page Builders

Wordpress and Wiz

HTML Editors

Adobe Dreamweaver, Brackets or Sublime Text

Plain Text Editors

Notepad, Wordpad

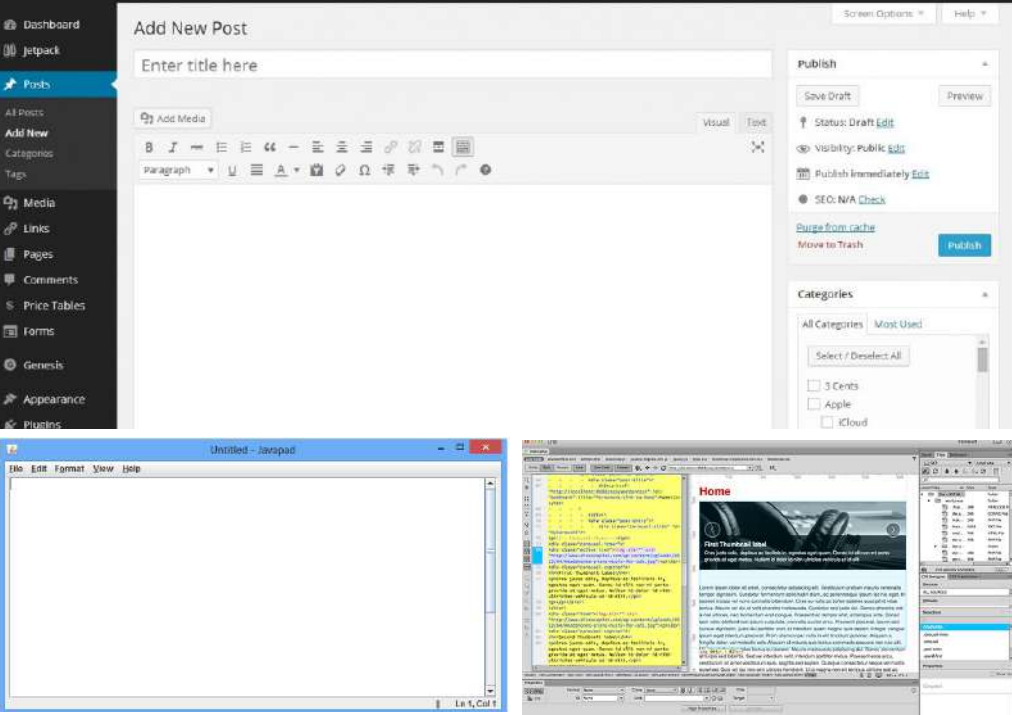
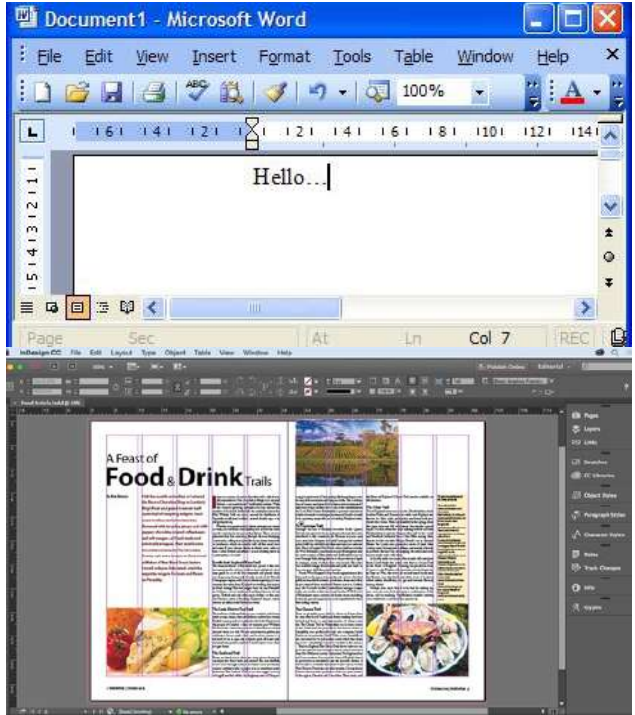


FIGURE 1.05
TYPES OF CLASSIC
AUTHORING TOOLS

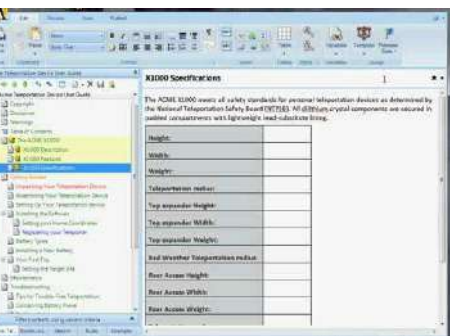
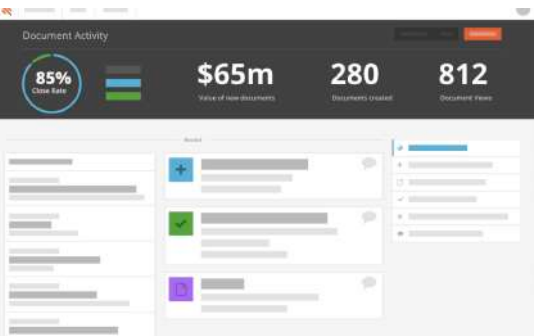
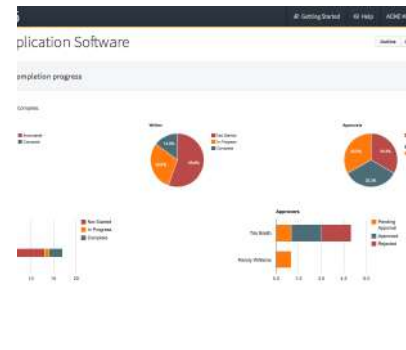
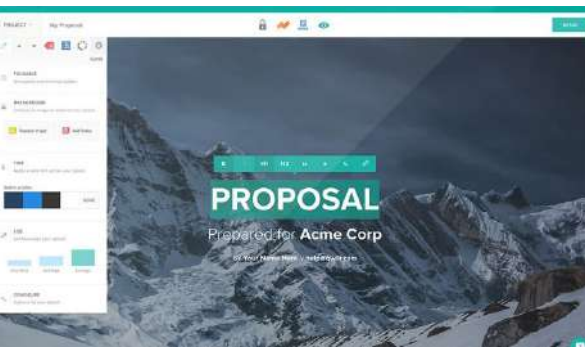
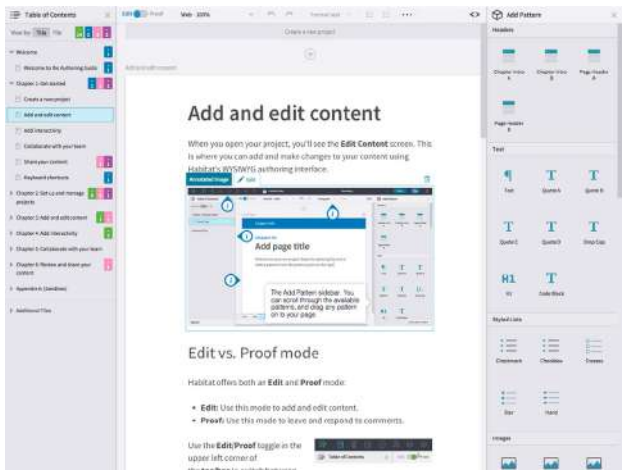


FIGURE 1.06
TYPES OF UNCONVENTIONAL
AUTHORING TOOLS

For procedures and on-boarding optimised for Mobile/touch

Inkling

Authoring productivity

Octiv, Qwilr

End-to-end eSourcing process

Scout, RFP 365

Content management and compliance

Author-it

Inkling Habitat is a cloud-based authoring environment. Its collaboration features include assigned comments and version control on a single source of truth. The platform also comes with drag-and-drop “widgets,” or interactive elements, such as slideshows and quizzes. To verify how content will respond to different devices and layouts Habitat has a cross-device preview with responsive web design. **Inkling Axis** is a web reader and mobile app for content created in Habitat. On the web, Habitat content integrates with websites upon embedding a segment of code. **Inkling Latitude** is a software development kit. It allows companies to build interactive content within existing web and mobile applications.

TYPES OF MODERN AUTHORIZING TOOLS

Multiple authors in same document version

Office 365, Google Docs

Interactive Charts and Infographics

Lucid Charts, Giffy, Easel.ly

Documents + In-Team Messaging

Quip, Amium

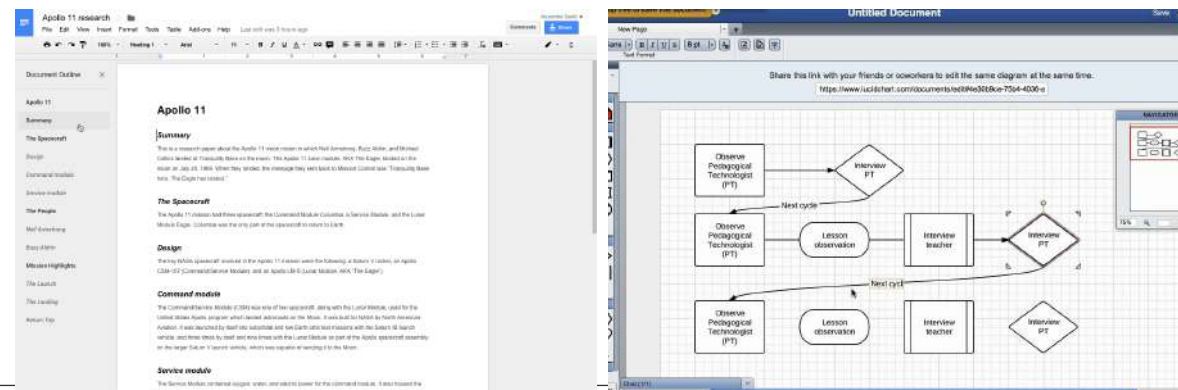
Next generation presentations

Prezi, Sway

Easily create beautiful webpages

Bloom, SquareSpace, Canva

FIGURE 1.07
TYPES OF MODERN AUTHORIZING TOOLS



EXISTING DOCUMENT MANAGEMENT PLATFORMS

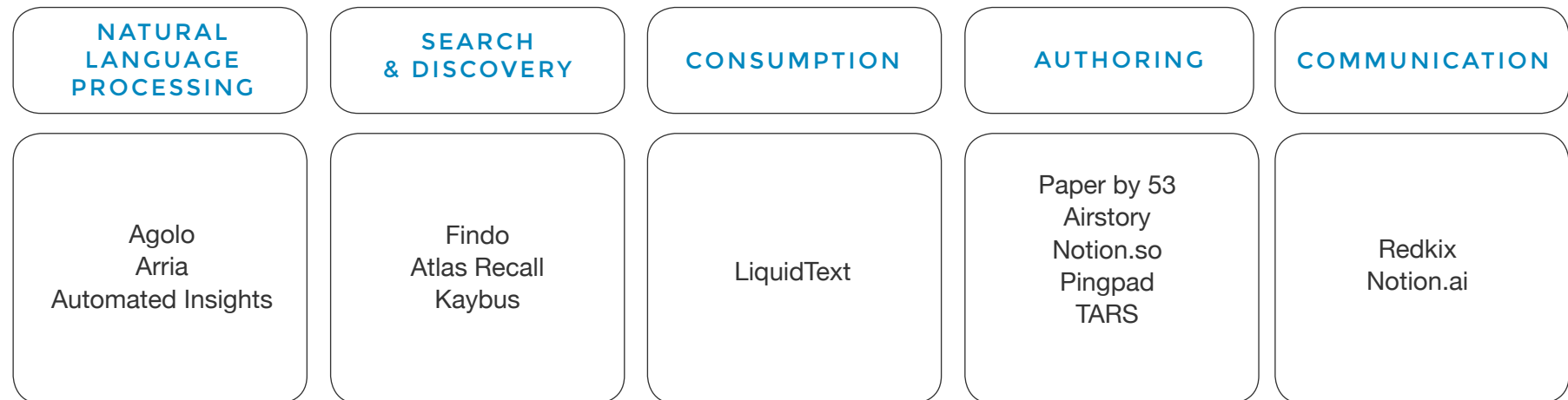


FIGURE 1.08
**DOCUMENT ACTIVITY
CATEGORY APPS**

Natural language Processing

Natural language processing (NLP) is a field of computer science, artificial intelligence and computational linguistics concerned with the interactions between computers and human (natural) languages, and, in particular, concerned

with programming computers to fruitfully process large natural language.

Challenges in natural language processing frequently involve natural language understanding, natural language generation (frequently from formal, machine-readable logical forms), connecting language and machine perception, managing human-computer dialog systems, or some combination thereof.

Insights, Summarise, Extracting Data

Narrations from the data
Identifies relationships amongst sources and contributors.

Key Points

Insights, Summarise, Extracting Data
Narrations from the data
Identifies relationships amongst sources and contributors.

The computational scheme has evolved from basic set of instructions in the form of binary codes to mnemonic instruction codes to programming languages that have prevailed intensively during the later part of twentieth century. Along that evolution came the inspirational research on making the computer understand natural human language and interact with the humans in short applying natural language processing to normal computer usage and beyond.

Natural language processing can be defined as a theoretical approach enclosing analysis and manipulation of natural language texts usually spoken by humans. This is done at various levels of linguistic analysis in order to attain a 'human-like' approach to processing of tasks and other problems.

It must be noted that NLP is not a single defined standard system but a collection of numerous language processing techniques and methods. Also, in view of facilitating the user and standing true to the name, texts must be of natural language usage and not a set of selected texts that could be used for processing. Because, the later approach would certainly forgo the real meaning of natural language processing.

In any NLP system, various levels of linguistic analysis of the text are performed. This is done because humans usually breakup linguistic texts into various levels and then process or understand the language. Human-like approach and processing in the NLP systems are considered as an integral part of AI. The applications of NLP are versatile and are currently being researched and implemented in fields like military science, security systems, virtual reality simulation, medicine and regular computer science and artificial intelligence.

The techniques and approaches that have been used or researched so far form the basic platform of NLP. Some of them are based on classification of natural linguistic phonology, morphology, lexical variations, syntactic, semantic, pragmatic levels.

Automated Insights, Agolo & Arria

Natural language generation platform that lets you produce human-sounding narratives from data.

Using Artificial Intelligence to create summaries from information in real-time. Extracting and communicating the insights hidden in the data.

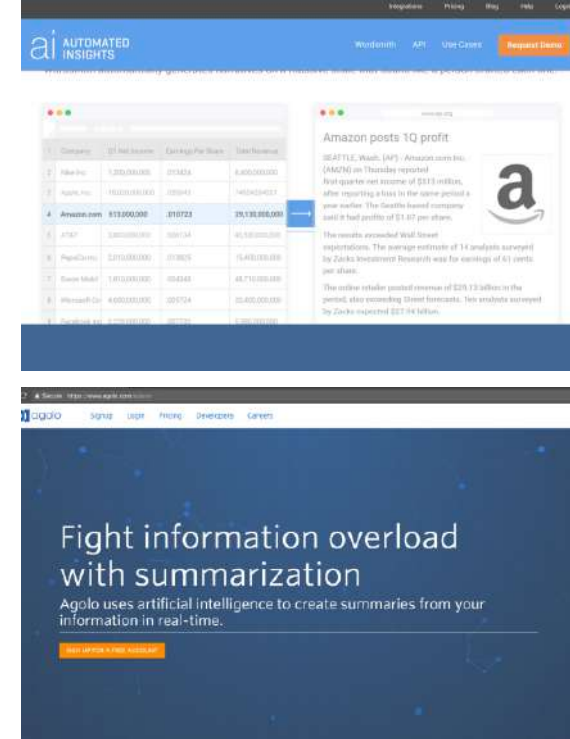


FIGURE 1.09
SUMMARISATION
APPS

Search & Discovery

Stay in the know and discover relevant people and important content when you need it most, based on who you work with and what you work on.

Key Points

- Find different types of files across your devices and platforms.
- Find something from the past
- Seamless - Alerts - Find

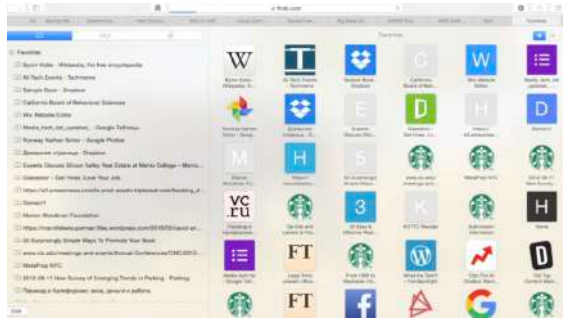


FIGURE 1.10
SEEKERS/FINDERS

The advent of smartphones has irrevocably changed reading options, similar to the way the Web changed audience expectations. When the first iPhones shipped in 2008, few marketers foresaw the tidal wave of smartphones that would eventually flood the marketplace and become inextricably linked to the way prospects and clients live and work.

Some techniques have been tried where When a document is scanned and uploaded into the Seamless Documents

<https://www.technologyreview.com/s/410084/better-reading-on-the-small-screen/>
http://gbuscher.com/publications/BiedertDengel12_gazeOnPhones.pdf

database, software analyzes its structure. In the image on the left, red boxes outline important sections of the document. Software loaded on a mobile device allows the user to zoom in on sections of interest. When the user scrolls across an image, as shown at right, the software automatically resizes it so that it's legible on the screen. As the user scrolls away from the image, the text is again resized.

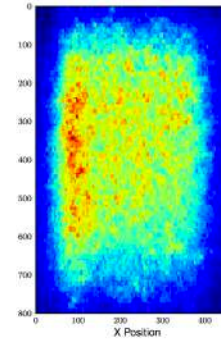


FIGURE 1.11
HEAT MAP
(Extract from Paper Reading and Estimating Gaze on Smart Phones)

Heat map with the general distribution of gaze data for all users and all documents. Although no top or bottom bar were present not the full height of the screen was generally being used.

Consumption

Engaging reading experience. Interactivity with the contents in a document.

Key Points

- Personalised reading experience
- Ideal for comprehensive reading, through intuitive interactions
- Allow the user to compare sections by squeezing a document, pull out key passages, organise, find context, and connect ideas

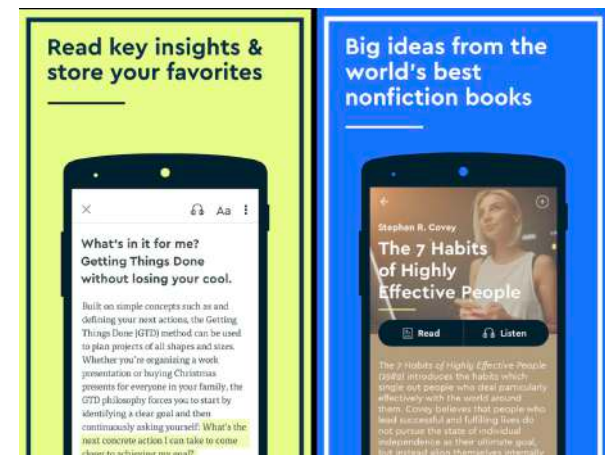
Milanote

Personalised reading experience, ideal for comprehensive reading, through intuitive interactions that allow the user to compare sections by squeezing a document, pull out key passages, organise, find context, and connect ideas

Blinkist

News app that lets your annotate or lets your hear the contents.

FIGURE 1.12
MODERN CONSUMPTION APPS



Liquid Text

Think - Better digest and extract insight from the things you read.
 Communicate - Capture your ideas and easily share them with others.
 Build - Return to a document to continue working without losing context.

MarginNote

Outline and MindMap in ONE - Active your Left brain & Right brain.
 All your study resource put into 2 views: Logical & Creative.
 Organize the hierarchy of notes just by finger gestures.

Authoring

Applications that give an engaging authoring experience.

Key Points

- Drag-and-drop document builder
- Turn a fact, quote, template, etc into a card.
- Create sharp diagrams, charts, and drawings.
- Knowledge sharing happens in chat.
- Visual Organisation in blocks.
- Turn web forms into conversations

Airstory

Airstory is the time-saving drag-and-drop document
 Capture Documents as cards
 Clipping documents
 Create Outline

Paper by 53

Create Diagrams, Storyboards
 Drawings
 Notes
 Keep them stacked and organised
 Photos and sketches supported

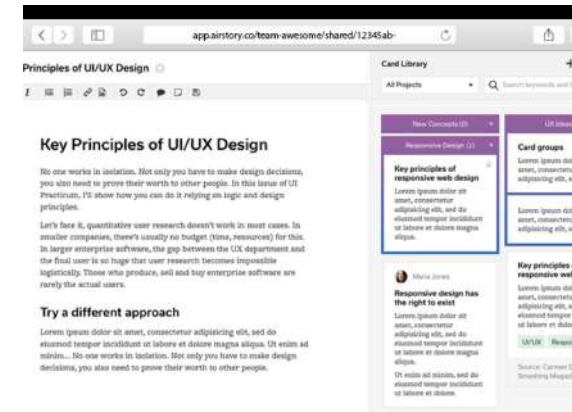


FIGURE 1.12 MODERN AUTHORING APPS

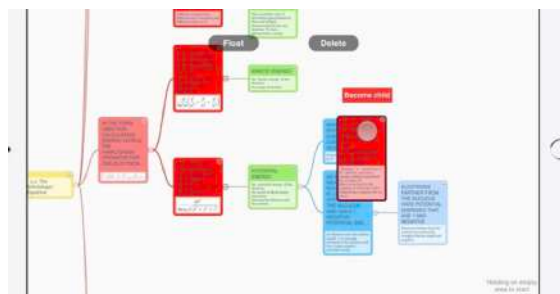
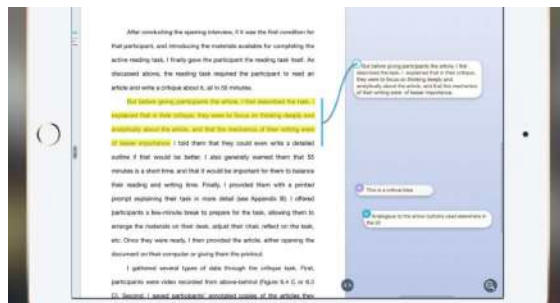
Dossier

Always know who wrote what.
 Get real-time alerts when documents change.
 Create and find docs directly within Slack.

Quip

Contextual tasks
 Watch your team's workflow reinvent itself with dynamic documents, lists, tasks, spreadsheets, and @ mentions.
 Stay organized and in sync with folders for teams, departments, and projects.

FIGURE 1.12 MODERN CONSUMPTION APPS



Notion.so

Docs, Wikis, Tasks.

Seamlessly in One

Notion is a new tool that unifies them all.

Combined with Slack.

Work offline, or collaborate in real-time.

Quip

Slack Teams capture shared knowledge, organize, and act on it.

Create a Team Site, Meeting Notes, Living Documentation, Wiki Knowledge base, and more.

All built on Slack, where your team is engaged.

Pingpad

Slack Teams capture shared knowledge, organize, and act on it.

Create a Team Site, Meeting Notes, Living Documentation, Wiki Knowledge base, and more.

All built on Slack, where your team is engaged.

TARS

Conversational Bots

Communication

Conversational UIs are helpful for on point answers.

Key Points

- Organize their team conversations into group channels
- Talk to your email
- Solve email overload and improve your communications.
- Conversational Consumption

Google Allo

Helps you with a variety of tasks and info: search for nearby events & local restaurants, look up your agenda, get the latest news or sports updates, translate phrases.

Chat one-on-one with your Google Assistant

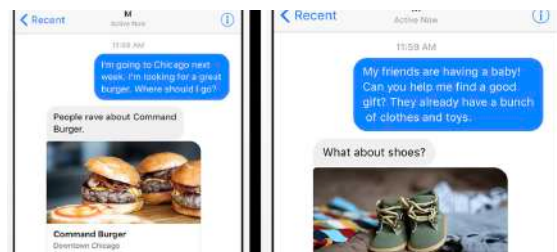


FIGURE 1.14

CONVERSATIONAL BOTS

Bring your Google Assistant in an existing conversation

Quartz News app

Notifications that are relevant and fun
Notifications also come with photos, charts, animated GIFs, or other media attached to them.

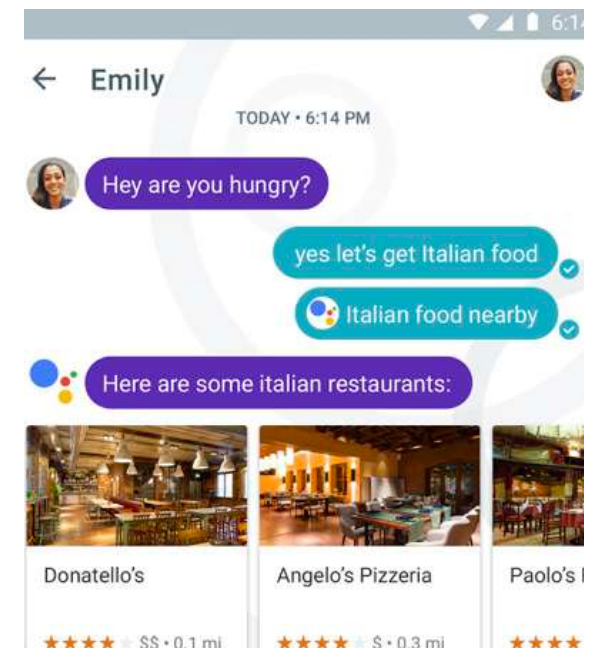
New way to read the news that's really made for your phone

RedKix

Collaboration

Convert conversation into a group channel

Convert conversation into a document

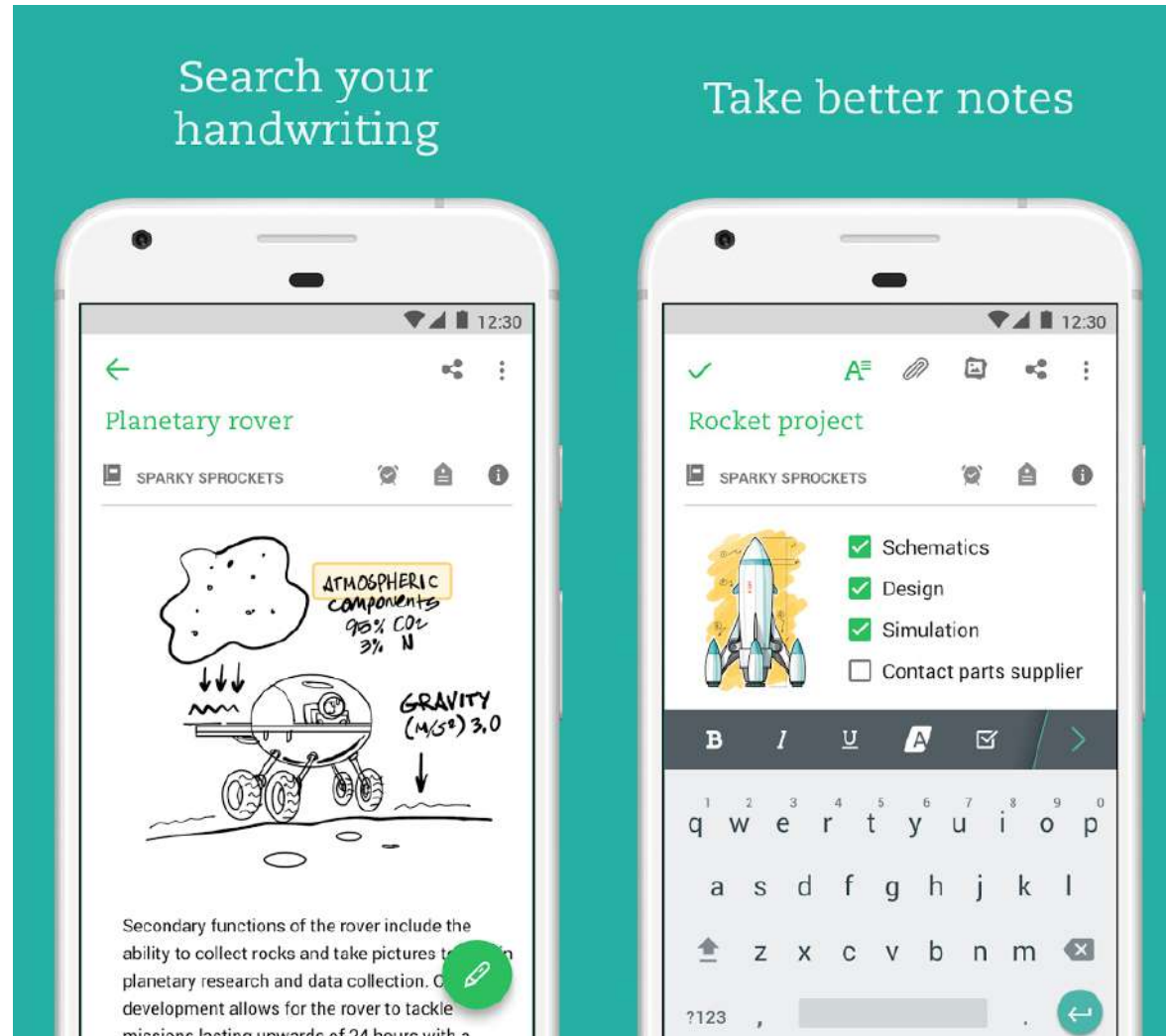


TOP NOTE TAKING MOBILE / TOUCH APPLICATIONS

Note-taking apps are not all created equal. In fact, the deeper you dig into them, the more you realize how different they all are in terms of what they offer in both concept and abilities. While a solid note-taking app is a necessary piece of any suite of productivity apps, figuring out what to do with it in the first place is half the challenge. To find a good note-taking app is as much about finding one that clicks with you as it is about the nitty-gritty details of the service. In general, however, a reliable note-taking app lets you jot down all the things you want to remember quickly, easily, no matter where you are, and likewise lets you refer to all those notes anytime and anywhere.

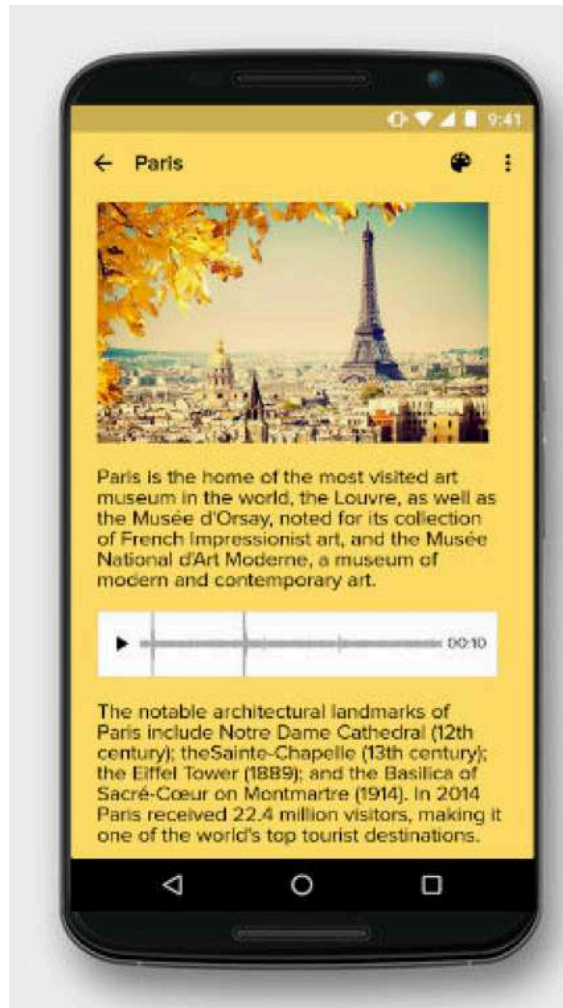
Why **Evernote** is awesome?

Organise, Sync, To-do, Checklists, searchable notes, handwritten notes, drawings, easy-to-format word processor, Share ideas, Gather, Capture, Set reminders, Personal Checklists, Create Agendas, Write memos and also craft presentations...



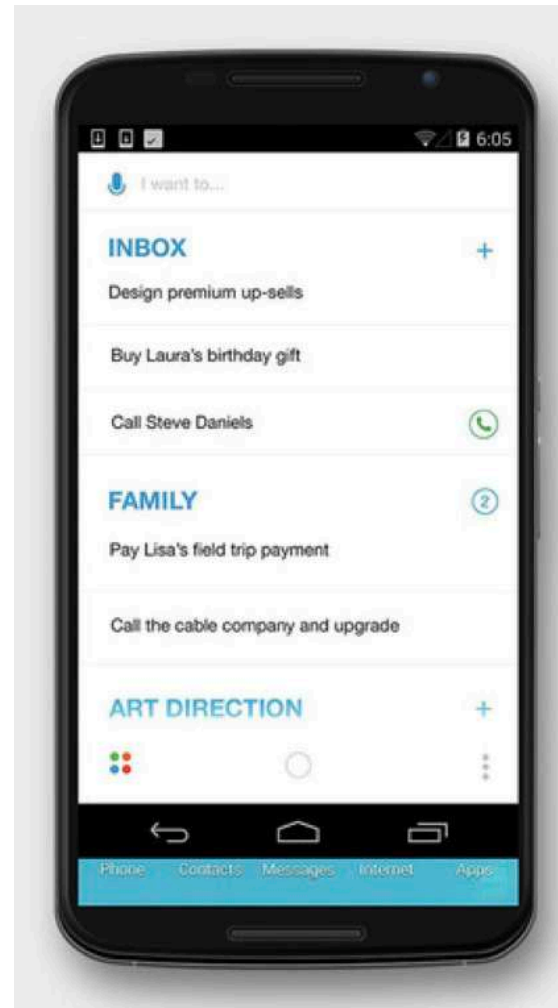
Zoho Notebook

You can attach files to notes — i.e., audio, photos, and miscellaneous web clippings — plus reminders and due dates.



Any.do

Daily planner that shows a unified timeline that shows the notes, reminders, and appointments you have scheduled in the next few hours.



Wunderlist

Natural language interpretation. Share an unlimited number of tasks with collaborators and sub-tasks.

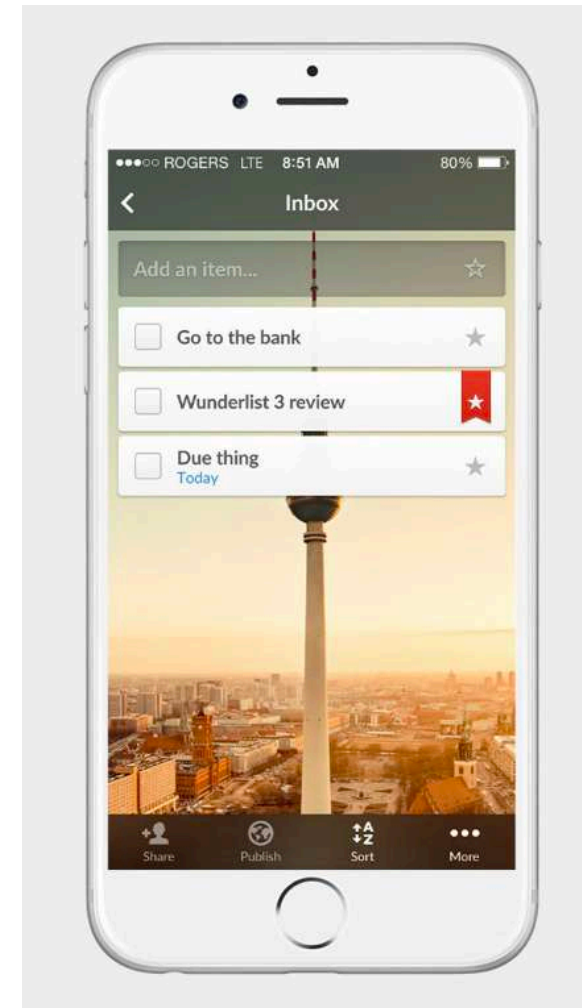
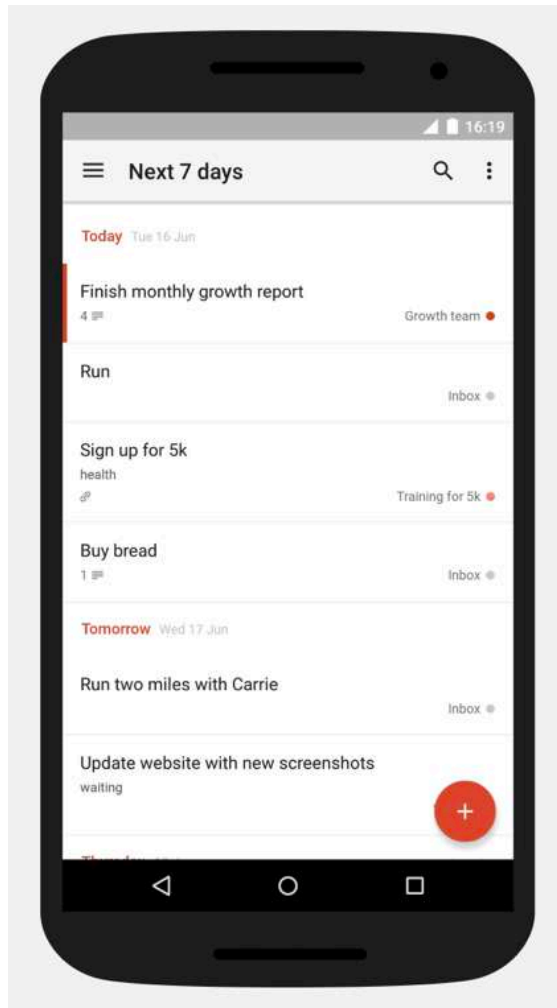


FIGURE 1.15
NOTE TAKING APPS

Todoist

Organize tasks around projects. Add due dates, recurring reminders, flags, subtasks, and also uses Natural Language Processing.



Remember the Milk

Create to-dos, and attach things like due dates, tags, notes, and the estimated time a task might take to complete.



Google Keep

Task management and collaboration. Can also transcribe text from images using optical character recognition.

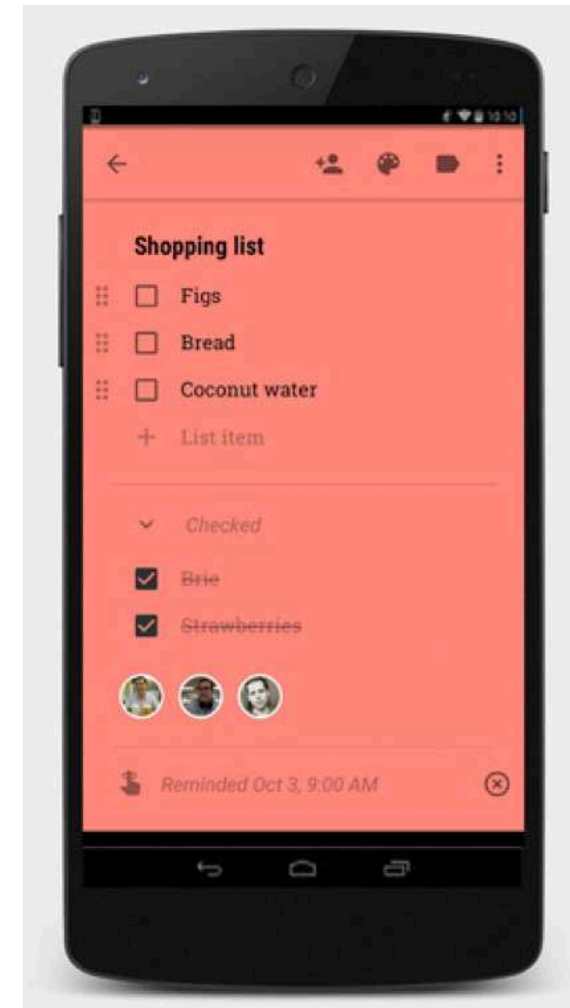
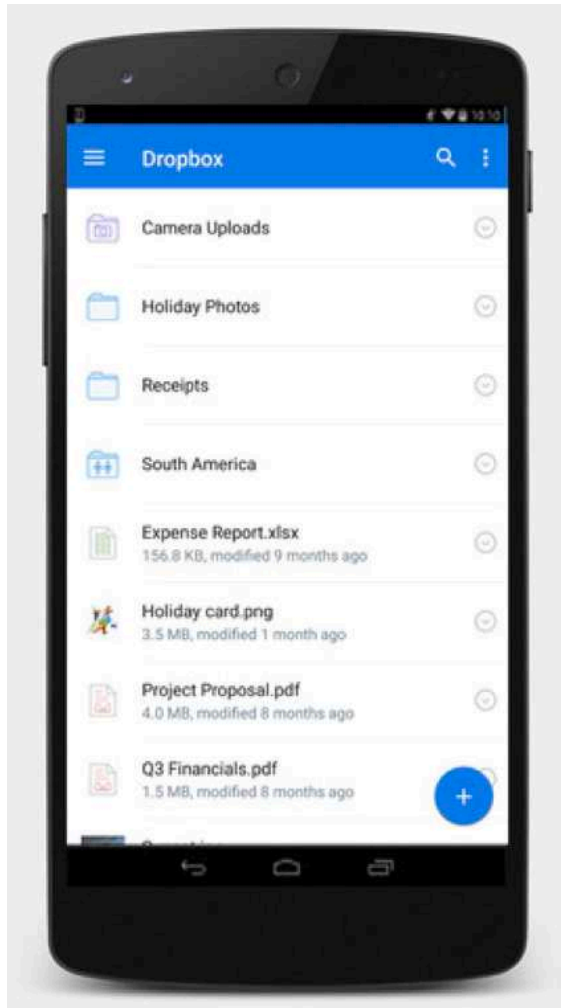


FIGURE 1.15
NOTE TAKING APPS

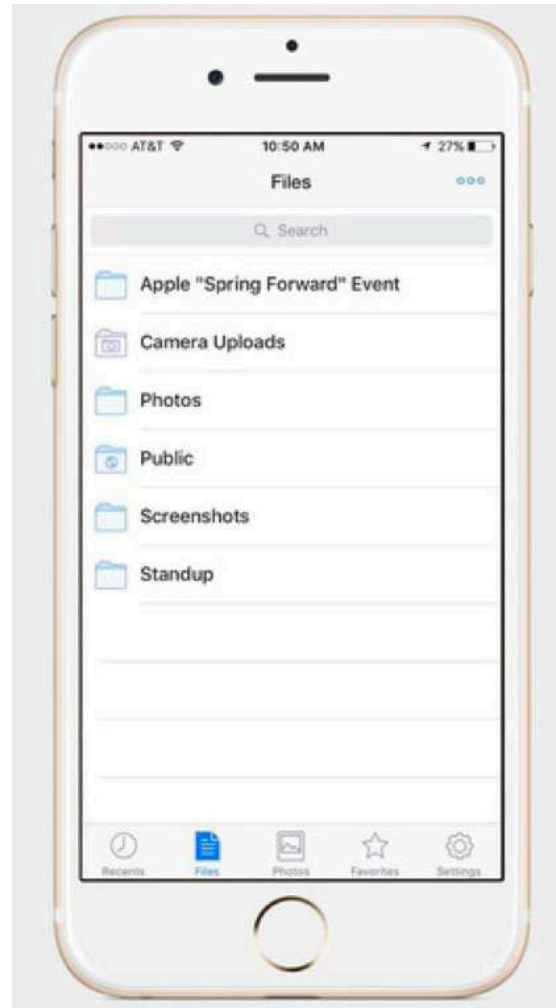
Dropbox Paper

Organize notes by title and create to-do lists. You can also add media and embed videos from YouTube and music from SoundCloud.



Box Notes

Places an emphasis on collaboration and jotted tasks. Track changes. Each Notes document features a version history.



OneNote

Supports to-do lists with subtasks, starred tasks, highlights, labels, tags, and, on desktop and the web. A virtually endless array of formatting tools.

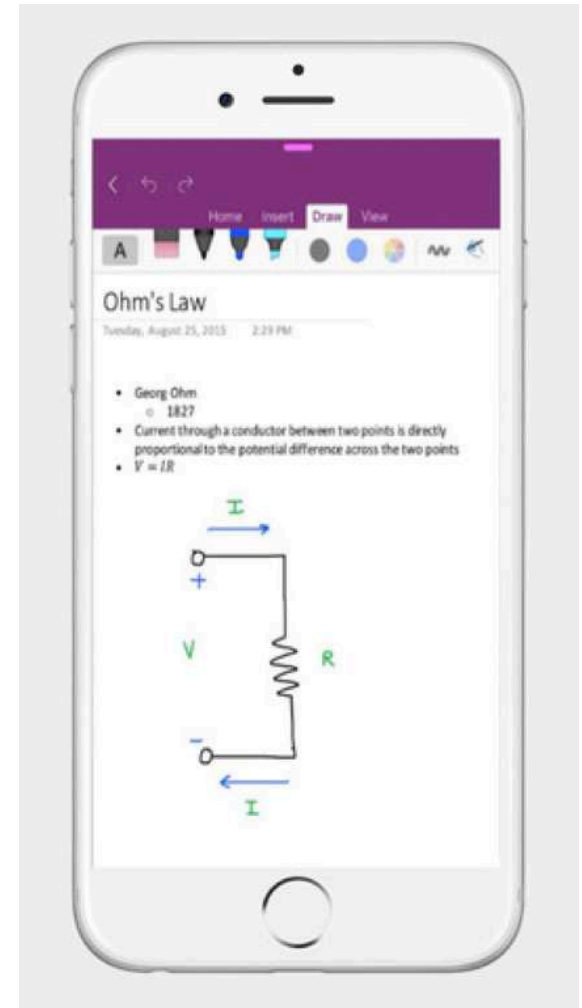
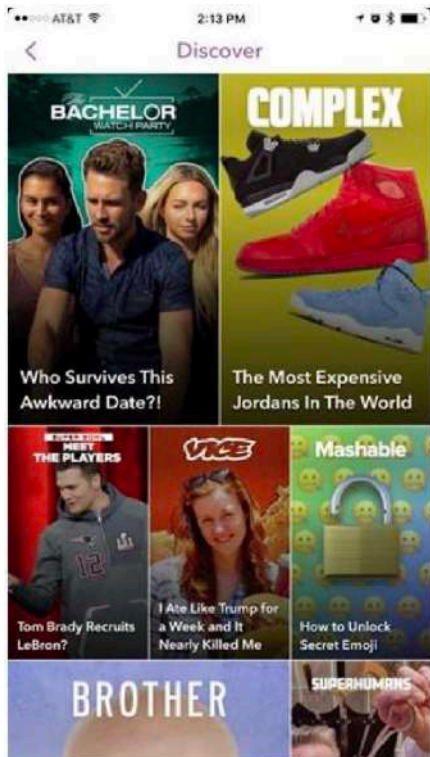


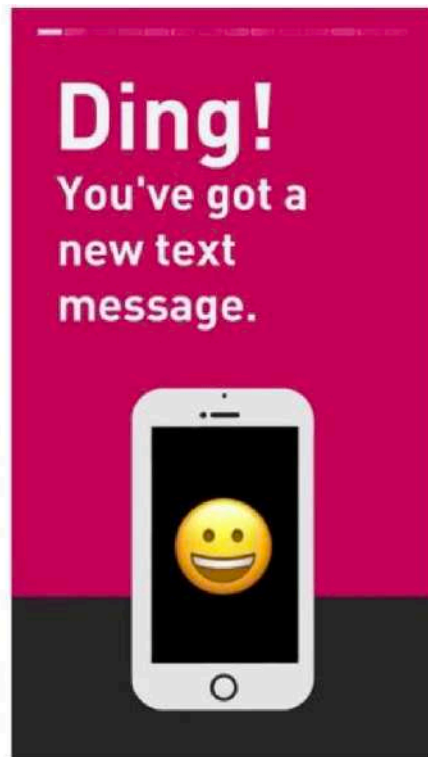
FIGURE 1.15
NOTE TAKING APPS

CONSUMPTION MODELS THAT HAVE ATTRACTED THE MILLENNIALS



Snapchat Discover

The content posted here comes from editorial entities — CNN, Mashable, Vice, etc. — not Snapchatters. Each “channel,” as they’re called, contains loads of interactive content — tapping a rectangle

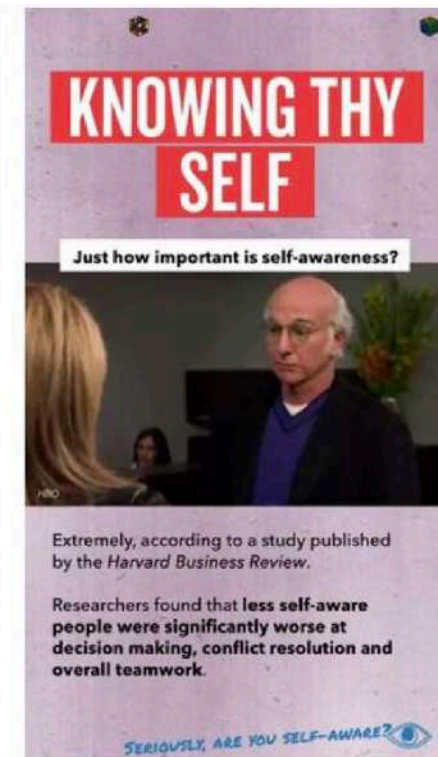
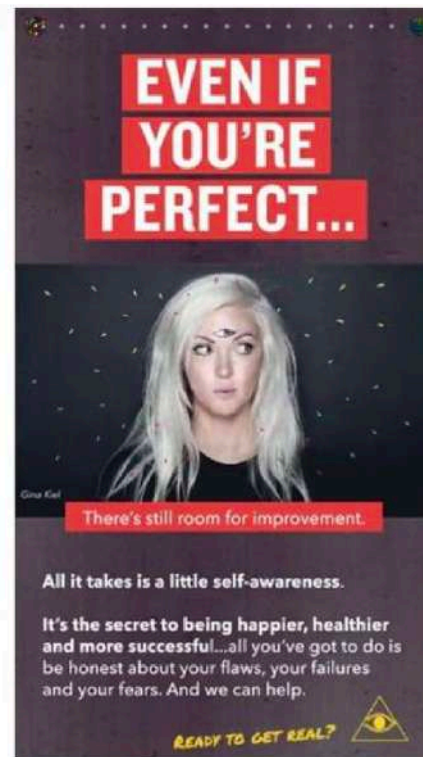


launches that channel. From there you can swipe, tap, scroll, read, and share all the goodies.

To leave a channel, simply swipe down from anywhere on the screen.

Channels — like Stories — are refreshed

FIGURE 1.16
MODERN CONTENT
CONSUMPTION TOOLS



every 24 hours. Snapchat says each channel typically includes 5-10 pieces of content.

Medium Discover

Medium's new Series feature, is a perfect example: as the publishing company went about trying to decide what a mobile-native way to tell and consume stories might look like, it came up with a handful of answers from all over the app universe. Series is very much a Medium product, a spare and empty place for you to fill with text and images, but there's a dash or two each of Instagram, Snapchat (more like five or six dashes of Snapchat), Periscope, Twitter, even news apps. Medium took all the things that work about interacting on a touch screen, and put them into a single product.

The easiest way to explain Series is this: It's Snapchat Stories, except they don't expire after 24 hours and you can't swipe down to open a link. Also you can't do any of the fun things you can do in Stories. When you're reading a Series, you click from one screen to the next by tapping on the right or swiping right to left. Some pages have big titles, some have pullquotes, some have a paragraph or two of text. Some have an image you can see all at once, or one you have to tilt your phone back and forth to see in its entirety. If you stop reading in the middle, you'll drop in where you left off next time. When you get to the end, there's a page for you to tap and send clap emojis to express

your appreciation for the story.

Medium found success by offering a platform that was like blogging, but simpler, and simply let you write without worrying about all the ancillary work. Series has a higher bar to clear, since Instagram and Snapchat already offer simple and fun ways to share stories over time. Medium does have one distinct advantage, though: The Stories format might be universal, but only on Medium do they stick around.

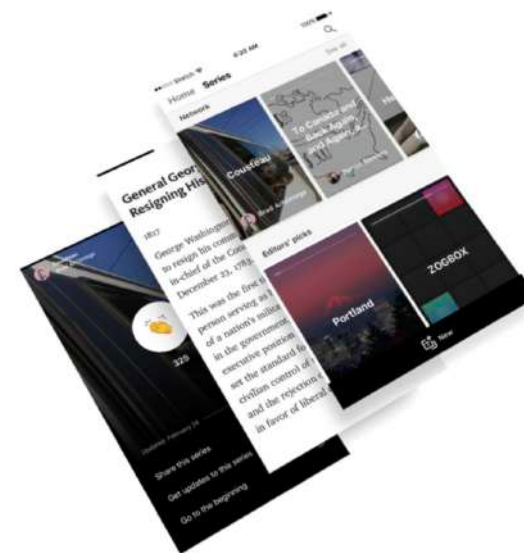
Steller

Stellar is a platform for publishing your stories easily utilizing photos, videos and text. Steller acts as a social network of sorts in itself with the ability to follow others and view their stories while also allowing you to publish your stories to Facebook, Twitter or on your own blog.

Shorthand

Shorthand is a desktop immersive storytelling platform, has launched a new tool aimed at freelancers interested in producing long-form, media-rich content.

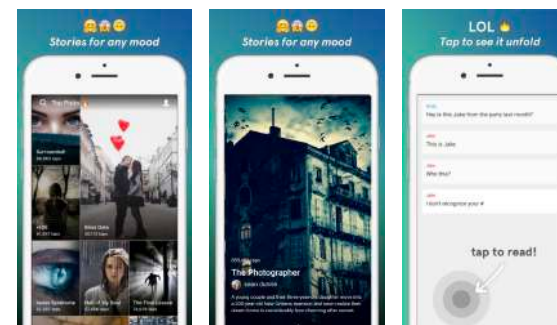
Immersive enables users to create engaging stories which combine text, photos and videos in a responsive format suitable for viewing on different devices and screen sizes.



Tap by Wattpad

Tap by Wattpad is a free app for short, chat-style stories. The stories unfold via chat messages, as if you're reading someone's text conversation. You move the story forward by simply tapping to reveal the next part.

Instead of just getting snippets of the story with each tap, it feels like you've gotten ahold of someone else's phone and are reading through their personal texts. That could appeal to teenaged or young adult users, who spend a lot of time interacting with content on mobile devices – a place that's also where much of their social lives today unfold.



READING HABITS AND TECHNIQUES

There are different reading habits amongst millennials and these reading tasks are heavily influenced by the content and the length of the content.

The four main types of reading techniques are the following:

- Skimming
- Scanning
- Intensive
- Extensive

Skimming

Skimming is sometimes referred to as **gist reading**. Skimming may help in order to know what the text is about at its most basic level. You might typically do this with a magazine or newspaper and would help you mentally and quickly shortlist those articles which you might consider for a deeper read. and, it is to typically skim to search for a name in a telephone directory. It has been proved that people read about 700 words per minute on an average when they 'skim' through content. Comprehension is of course very low and

understanding of overall content very superficial.

Scanning

Picture yourself visiting a historical city, guide book in hand. You would most probably just scan the guide book to see which site you might want to visit. Scanning involves getting your eyes to quickly **scuttle across sentence and is used to get just a simple piece of information**. Interestingly, research has concluded that reading off a computer screen actually inhibits the pathways to effective scanning and thus, reading of paper is far more conducive to speedy comprehension of texts.

Intensive Reading

This type of reading is typically beneficial to language learners as it helps them understand vocabulary by deducing the meaning of words in context. It moreover, helps with retention of information for long periods of time and knowledge resulting from intensive reading persists in your long term memory.

Quoting a popular example: This is one reason why reading huge amounts of information just before an exam does not work very well. When students do this, they undertake neither type of reading

process effectively, especially neglecting intensive reading. They may remember the answers in an exam but will likely forget everything soon afterwards.

Extensive reading

Extensive reading involves reading for pleasure. Because there is an element of enjoyment in extensive reading it is unlikely that students will undertake extensive reading of a text they do not like. It also requires a fluid decoding and assimilation of the text and content in front of you. If the text is difficult and you stop every few minutes to figure out what is being said or to look up new words in the dictionary, you are breaking your concentration and diverting your thoughts.

TAKEAWAYS FROM STUDY ON MILLENNIALS READING LONGFORM STORIES ON MOBILE

But will people read it?

Yes, especially if there are reduced distractions, break up sections of text, and use relevant visuals and interactive elements. That's according to a new report published last month by researchers at the University of Missouri's Donald W. Reynolds Journalism Institute that surveyed the longform mobile reading habits of 53 millennials using "eye tracking, semi-structured interviews, focus groups and paper prototyping.

Here are some of the top takeaways from the study.

Use the rotation and swiping capabilities of mobile to enhance the longform reading experience

Applicable across 'Interactive' features mentioned by participants included entering text, clicking, tapping, swiping, and scrolling. Mobile phones may extend the notion of interactivity beyond the capability of projects designed for laptops:

When building the mobile version of a longform article, one group in the paper prototyping study utilized the rotation and motion capabilities of phone to guide viewers interested in accessing video."

Visuals should complement the text while breaking it up

"Overall, eye tracking participants liked when photographs provided emotional or informational material, such as the images of the Holmes children clinging to the dock in "[The Guardian's] Firestorm" and documentary-style photography in "[Rebuilding] Haiti." Those photographs complemented the story text by providing pictures that deepened the experience of reading the story."

"Photographs provide a break for the eye when scrolling, participants in eye tracking and paper prototyping studies said. Unlike large sections of text that are part of the main story ("story text"), which participants in the eye tracking study said were sometimes overwhelming, not one eye tracking participant expressed frustration at seeing a photograph appear mid-scroll."

Stories were more likely to be shared if they were relevant to readers' lives, interests and geographies

"They were most likely to read and share longform projects if they found the topic to be relevant to their lives, interests, and geographies ... If a project was not deemed relevant or interesting to the participant and/or the participant's social media contacts, it was seen as unworthy of being shared. "

Mobile reading is filled with distractions. Try to eliminate them

"Distractions while participants viewed projects on cellphones included movement within the study location, the volume of the audio within the projects, and the integration of ambient sound with some projects. Functional purposes of the cellphone, such as texting, notifications, and calls — even when participants were asked to silence phones or turn off notifications — were sources of distraction. Distractions while participants interacted with projects on laptops were based on the design of the story, such as page backgrounds that held moving images or videos that played when users were not expecting it."

Don't rely too heavily on infographics. They can be overwhelming

“Infographics can relay information clearly and fast—or they can overwhelm with too many images, design elements, and data. In “[Planet Money Makes A] T-Shirt,” eye tracking participants said that they enjoyed the variety and simplicity of the infographics, including a chart that relayed minimum wage information around the world and a photographic infographic of how cotton becomes yarn.”

BUSINESS OPPORTUNITY

After reviewing the Acrobat products, for desktop and mobile I realised they weren't perfect had some issues.

It doesn't show high compression capabilities when creating PDF from scanners. It doesn't allow users to Link and join text. Advanced PDF editor, including adding shading object, converting text to path, editing image and path objects. Absence of evernote Integration and Google Drive integration Insert pages of the current PDF into other files. Users cannot place PDF Sign signature on multiple pages in the same position. USers cannot open, view, edit and save PDFs in OneDrive and Google Drive through the Acrobat Plug-in.



FIGURE 1.17
HEAT MAP

A heat map (an excerpt from the study) indicates where the participants in the eye tracking study foxated on the “rebuilding haiti” project. Screenshot by Christopher Hallahan

Multi-tab/document view is absent on mobile. PDF viewing in chrome mobile is still a problem. Also, there is a lack of magnifier.

There were several problem areas in PDF viewing on mobile especially considering

a large percentage of the users opened documents on Adobe Acrobat.

RELEVANT AVAILABLE DOCUMENTATION INSIDE OF DOCUMENT CLOUD

Adobe Acrobat is a family of application software and Web services developed by Adobe Systems to view, create, manipulate, print and manage files in Portable Document Format (PDF). The family comprises Acrobat Reader (formerly Adobe Reader), Acrobat (formerly Acrobat Exchange) and Acrobat.com.

RELEVANT AVAILABLE DOCUMENTATION OUTSIDE OF DOCUMENT CLOUD

Adobe Spark is an integrated suite of storytelling applications for the iPad, iPhone, and web developed by Adobe Systems. It comprises three separate design apps: Spark Page, Spark Post, and Spark Video.

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Adobe Captivate is a rapid responsive authoring tool that is used for creating elearning content such as software demonstrations, software simulations, branched scenarios, and randomized quizzes in Small Web Formats (.swf) and HTML5 formats.

Adobe RoboHelp is a help authoring tool (HAT) developed and published by Adobe Systems for Windows. RoboHelp was created by Gen Kiyooka, and Blue Sky Software released version 1.0 in January 1992.





**CONCEPTUAL
DESIGN
PHASE**

DESIGN PROCESS

ITERATIVE DESIGN METHODOLOGY

While there are no standard rules as to what is the norm to consume documents and we are treaded into this realm of 'new age-document consumption', there is a lot of scope for exploration. The idea is to create an environment that gives a great user experience and then start creating incremental changes to the perceived environment after testing. Thus, Iterative design methodology would be greatly helpful in setting a path. Iterative design is a design methodology based on a cyclic process of prototyping, testing, analyzing, and refining a product or process. Based on the results of testing the most recent iteration of a design, changes and refinements are made. Iterative design is commonly used in the development of human computer interfaces. This allows designers to identify any usability issues that may arise in the user interface before it is put into wide use.

The typical steps of iterative design in user interfaces are as follows:

- 1• Complete an initial interface design
- 2• Present the design to test users
- 3• Note problems had by the test user
- 4• Refine design or the interface to fix the problems.
- 5• Repeat steps 2-4 until user experience and interface problems are resolved.

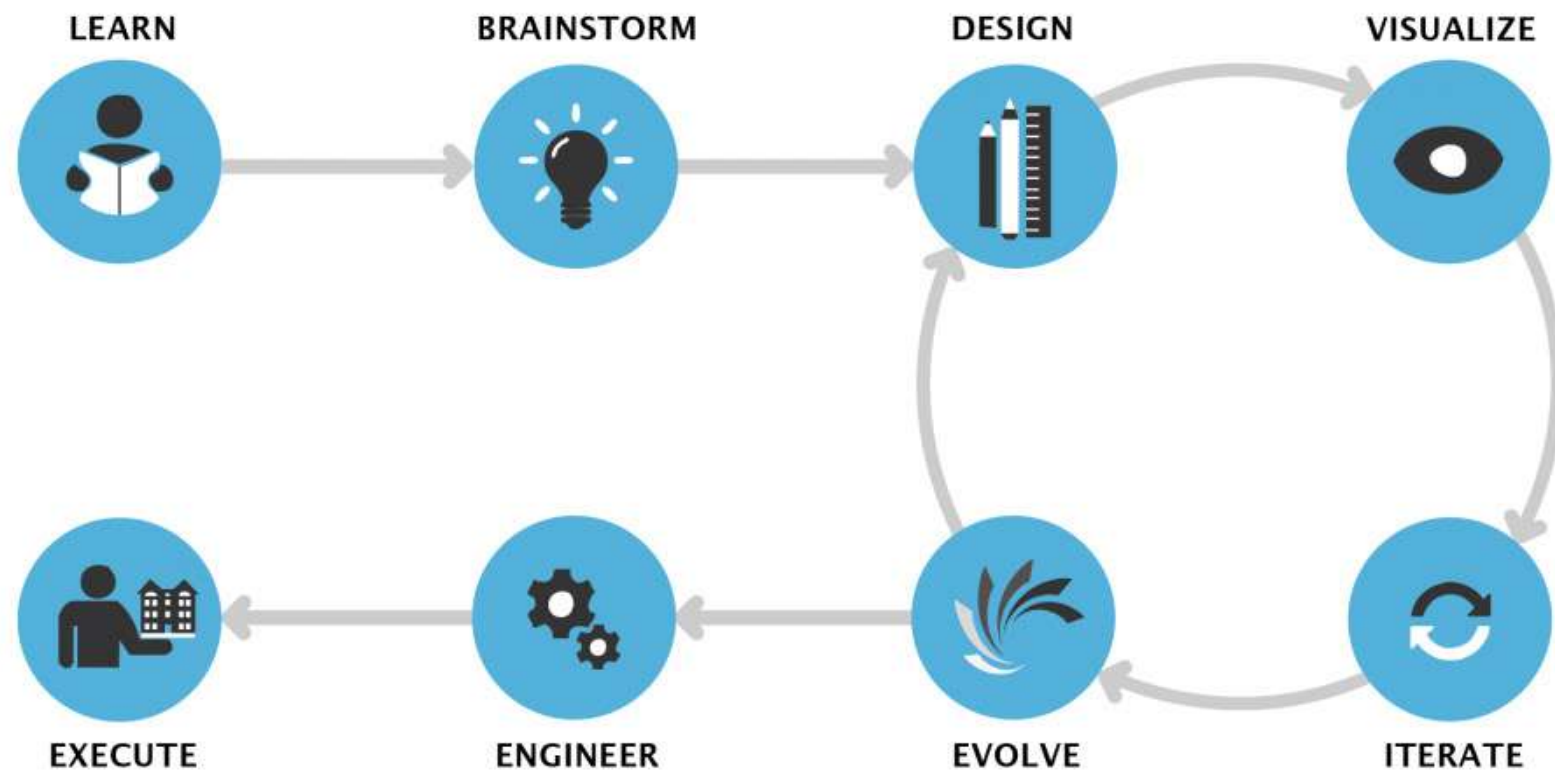
The methodology is based on two previously established design axioms (i.e., independence axiom and information axiom) that were designed to guide idea generation, as well as to streamline analysis and evaluation processes in product or process development. A design is deemed to be a good one when it satisfies both design axioms.

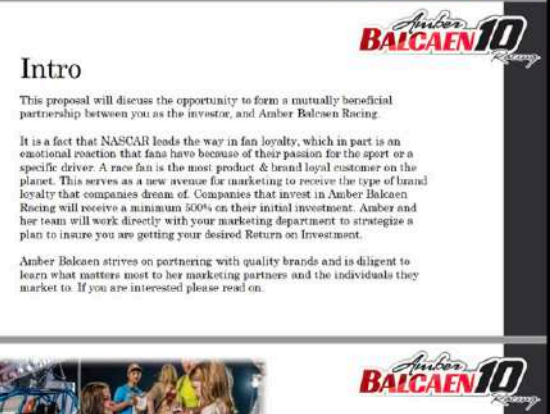
The axiomatic design methodology is a systematic iterative design technique for product or process design. It encompasses the whole development cycle: from problem definition, to idea generation, to analysis and evaluation.

Using this methodology, designers first identify customers' needs and map them onto a list of high-level functional requirements. This often leads to good problem scoping practices, which can translate into better performance for the final product.

Iterative design is a design methodology based on a cyclical process of idea generation, evaluation, and design improvement until the design requirement is met. It is a widely used design strategy due to its intuitive nature and effectiveness in facilitating design improvement. As technologies advance rapidly nowadays, the level of complexity of design problems also increases. It is often impossible to develop a good design solution in the first attempt, making the effective application of iterative design strategy even more important.

ITERATIVE DESIGN METHODOLOGY





Running Adobe Experience Manager on AWS

July 2016

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amazon
web services

Adobe Experience Manager on AWS

July 2016

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Adobe Marketing Cloud

July 2016

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The opportunity

Improving the power of digital marketing means finding the right channels for reaching an audience, which can mean collecting and employing the data that those channels can provide—in real time. Once they do, CMOs can stop looking at their raw data and start responding to what is actually happening. And that, they can do with understanding and precision in an instant.

In 2012, Adobe conducted an extensive research project with the CMO Council, which included a six-month in-field program comprising quantitative and qualitative surveys of 291 senior marketers across the Adobe region. The results are the Adobe Digital Marketing Performance Dashboard Report 2012.

This report revealed that 42% of Adobe marketers spend 27% of their total marketing budgets on digital marketing investments, well ahead of other countries surveyed and the global average. Furthermore, 65% of Adobe marketers are using digital marketing programs and reporting they are getting involved digital marketing because that customers expect it, with 67% saying customer demand is the primary reason for investing.

But many organizations are struggling to get the most out of their digital marketing, with the report also finding that only 6% of respondents believe their own digital marketing operation was highly involved—44% were evaluating and exploring, and 50% were "stagnant." And finally, 31% said they were struggling.

Adobe believes the tools and capabilities that a digital CMO needs to drive the greatest value from the data available to them, to create the most effective marketing campaigns to reach their organization's goals.

Why Adobe Marketing Cloud?

Digital marketing is our DNA—our mission has always been to change the world through digital experience. Throughout our history Adobe has been at the forefront of the development of digital tools for the creation of digital marketing assets, with products such as Adobe Flash®, Photoshop®, Dreamweaver® and Illustrator® forming the core of Adobe's creative marketing ecosystem.

Adobe sees the true importance of digital media across the broader marketing function and three years ago began expanding capabilities. Today Adobe has the most comprehensive portfolio of digital marketing tools available, from content and publishing to optimization and measurement. Adobe's success is demonstrated through being the largest provider of digital marketing solutions in the world, including top brands, one of the top five largest global mobile companies, and also the world's top retailers and manufacturers.

For the digital CMO, a collection of disparate tools is not enough. Unifying the complexity and fragmentation that customers demand requires a single platform to deliver a single view of customers.

City of Richmond Marketing Plan

Strategies for the City of Richmond to attract new businesses and support economic growth

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Adobe Document Cloud: Sales FAQ

July 15, 2016 4:53 PM

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Category Key:

- G** - General, Content applicable to all sales groups.
- E** - Enterprise, Content specific to enterprise offerings.
- C** - Channel, NP/MSR/Res/Ado/Ado/Ind/Individual, Content specific to channel, Res/Ado/Ado/Ind/Individual offerings.
- NEW** - New, indicates a new question or answer.
- REV** - Revised, indicates a revision to question or answer.

TRIDIGITAL

IT MARKETING PROPOSAL

THE FORMULA WE USE TO GENERATE OVER

50,000

MSP AND CLOUD LEADS

SALES ENABLEMENT

WHAT IS PROGRESSIVE SALES ENABLEMENT FROM TRUE SALES RESULTS?

truesalesresults
since 2007, 100% client satisfaction

200 Akmechad
148

I

A highly qualified, results-oriented components strategy, project finance international trade and legislative Consultant in Russian and Chinese Policy Challenges.

- Project Implementation
- Risk Management/Anal
- Negotiation

SI

- Reviewed and analyzed an implemented a country strate
- Finalized system and process development of increased ma financing instrument to area
- Spearheaded the implementer
- Initiated the Kazakhstan Coe funded by Japan, Luxembourg
- Directed the management of a Moscow, Russian Federation, substance of direct investin
- Initiated and facilitated bilate Japanese investors.

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July 15, 2016 4:53 PM

Adobe Document Cloud Sales FAQ

Spring 2016 Release

Q: What did Adobe Document Cloud announced on 4/26/2016?

A: Adobe announced several significant updates designed to help organizations drive better business experiences by making manual, paper-based processes 100% digital. Specifically, Adobe is announcing:

- The first integration between an Adobe Document Cloud solution, Adobe Sign, and Adobe Marketing Cloud, which simplifies and streamlines online forms and approvals and helps Adobe customers go 100 percent digital with customer onboarding and enrollment processes like card, e-card, application, government benefits enrollment forms, or medical enrollment forms.
- Upgraded and modernized Adobe Sign mobile apps for iOS and Android that make the sending and signing experiences even easier and better on any mobile device.
- The continued expansion of Document Cloud's global footprint, with the addition of enterprise-grade data centers in the EU.
- Major upgrades for Adobe Acrobat DC – the heart of Document Cloud – including a streamlined user experience that makes working on Acrobat easier than ever, with new touch-friendly commenting, annotating, and highlighting, new capabilities for the viewing and right-aligned, which exceeds our industry leadership in accessibility, and features that make it easier and faster for enterprises to deploy Acrobat DC across the organization.
- Continued growth of the Document Cloud partner ecosystem, with new cloud storage integrations between both Adobe Acrobat DC and Adobe Sign with Box and Microsoft OneDrive.
- Complete rollout of eSign services to Adobe Sign. This includes the mobile app, as well.

Q: What is the Adobe Sign + Adobe Marketing Cloud solution?

A: The integration between Adobe Sign and Adobe Experience Manager Forms, an Adobe Marketing Cloud solution, forms complex, form-based

tridigitalmarketing.com

1 | www.tridigitalmarketing.com | info@tridigitalmarketing.com | 214.399.1412

2 | www.tridigitalmarketing.com | info@tridigitalmarketing.com | 214.399.1412

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PAGES	OVERVIEW
3	WHO WE ARE
4	OUR ISLAND
6	WHAT WE DO
8	EMPOWER CREATIVITY

A SPEED DATING GUIDE

TRUE SALES RESULTS SPEED DATING RULES

Confidence

• What is sales enablement and why does it matter?

Who cares and why?

- The problems that we solve.
- Our value prop, positioning and the ROI we typically deliver.

Proof points

• Our success to date, company background, the results we offer, and example

PR

EUROPEAN BANK, Darlan M

An organization developed to aid Europe and Central Asia, provide *Associate Banker (2002 Present)*

- Manage several critical projec Projects in Lebanon totaling 1 totaling US\$240 million and

S. Sharma Sharma

Senior Analyst, Central Asia Team

- Developed and initiated two organization's Trade Facilitator
- Represented the organization

DOCUMENT CONSTRAINTS

		ABR Marketing Proposal	Running AEM on AWS	Adobe® Marketing Cloud White Paper	City of Richmond Marketing Plan	Optimize Collaboration Strategy	Adobe® Sales FAQ	Tridigital IT MARKETING PROPOSAL	Sales Enablement	Resume
Number of pages		23	23	6	17	142	42	28	14	2
Orientation		Landscape	Portrait	Portrait	Portrait/landscape	Landscape	Landscape	Portrait	Landscape/portrait	Portrait
Uniform Margins		✓	✓	✓	✓		✓	✓		✓
Cover Page		✓	✓		✓	✓		✓	✓	
Headers & Footers		✓	✓	✓	✓	✓	✓	✓	✓	✓
Watermark										
Table of Contents			✓	✓	✓		✓	✓		
Page Numbers			✓	✓	✓	✓	✓	✓	✓	✓
Any other alternate Nav options							✓			
Lists	Numbered							✓		✓
	Bullets	✓	✓	✓	✓	✓	✓	✓	✓	✓
Tables	Textual	✓			✓	✓	✓		✓	
	Numerical/Data									
Figures	Images	✓	✓	✓	✓	✓		✓	✓	
	Flowcharts		✓			✓	✓	✓		
	Graphs	✓				✓		✓		
	Shapes					✓	✓	✓	✓	
Text	Pull Quotes	✓		✓	✓	✓			✓	
	Text Inset				✓	✓		✓	✓	
Footnotes			✓							
Links/References			✓	✓	✓	✓	✓		✓	✓

TABLE 2.02

DOCUMENT CONSTRAINTS

EXERCISE 1

Try and consume the document in 3 minutes.

- Observation: In the document, maximum focus is on Summary, Tables and bullet points. (content)

- * Read the title.
- * Read the introduction or the first paragraph. (I wanted to read a summary)
- * Read the first sentence of every other paragraph.
- * Read any headings and sub-headings.
- * Notice any pictures, charts, or graphs.
- * Notice any italicized or boldface words or phrases.
- * Read the summary or last paragraph.

EXERCISE 2

Reading the document fully, extensively

- Observation: Too much text. Verbose. Repetition of data. Tables and bullet points summarise the long paragraphs that explain them.

My aim was to read text thoroughly to understand and remember what I've read. Thus, I read through every word of a text from beginning to end.

After reading the document, I wrote down my thoughts to make reading easier.

A way to quickly get a sense of the most important issues in the document is to scan it with the reporter's model of asking who, what, where, when, and why:

Who: Who is the document from? In the agreement or legal document, look for the names of the parties involved, and pay special attention to the words that represent you (e.g., "mortgagee" or "employee").

Why: What's the purpose of the document? If the document is called "a letter of demand," it means someone wants money from you. A subpoena

means it's court-related. The first page and main headings should clue you in to what the document is trying to achieve.

What: "What" could involve a bunch of details:

Is there anything you need to do? A fine or court date might require you to go to court. A job contract might specify specific tasks you need to complete.

Look, again, for references to yourself (e.g., "Renter agrees to...") to make sure the document meets your expectations.

What are the customized features of the document? Pre-printed contracts abound, so be on the lookout for filled-in spaces, says Lyon. "Always make certain that the appropriate spaces are filled in. Strike through any inapplicable sections and empty form portions that don't apply to your agreement. "

What are the main points of the document? According to Unrath, you should really understand the fine points of your contracts and agreements: "Make sure you understand your renter's insurance policy when it says it doesn't cover floods. Make sure you understand the difference between collision and uninsured motorist coverages on your auto insurance policy. Make sure you understand the term in your job offer letter that explains when you eligible for the

401(k) plan and under what circumstances you can be terminated.” Pay special attention to any parts that are IN ALL CAPS.

When: Are there any deadlines or time limits involved? Pay particular attention to dates (e.g., on loan agreements, when special offers may expire, or on employment contracts, when benefits kick in). There may be time limits for responding to a letter or payment deadlines.

Where: Where the contract is upheld and which states preside over arbitration are usually less important than the other points for the average person, but governing locality can be important for businesses. Where could also mean where you have to file or send this form too, so pay attention to addresses.

EXERCISE 3

Physically Print document , cut it into pieces and arrange it for easy consumption. Stack them. Unstack them. Highlight important pieces. (Figure

Observation: I want everything upfront than reveal pages one by one.

I believe readers appreciate chunked text content. It helps avoid walls of text, which can appear intimidating or time-consuming. Chunking enables easy skimming — users’ preferred method of reading online.

Some of the most commonly used methods of chunking text content are: Short paragraphs, with white space to separate them

Short text lines of text (around 50–75 characters)

Clear visual hierarchies with related items grouped together.

Simply chunking your text isn’t enough — you also need to support scanning by making it easy to quickly identify the main points of the chunks. You can do this by including:

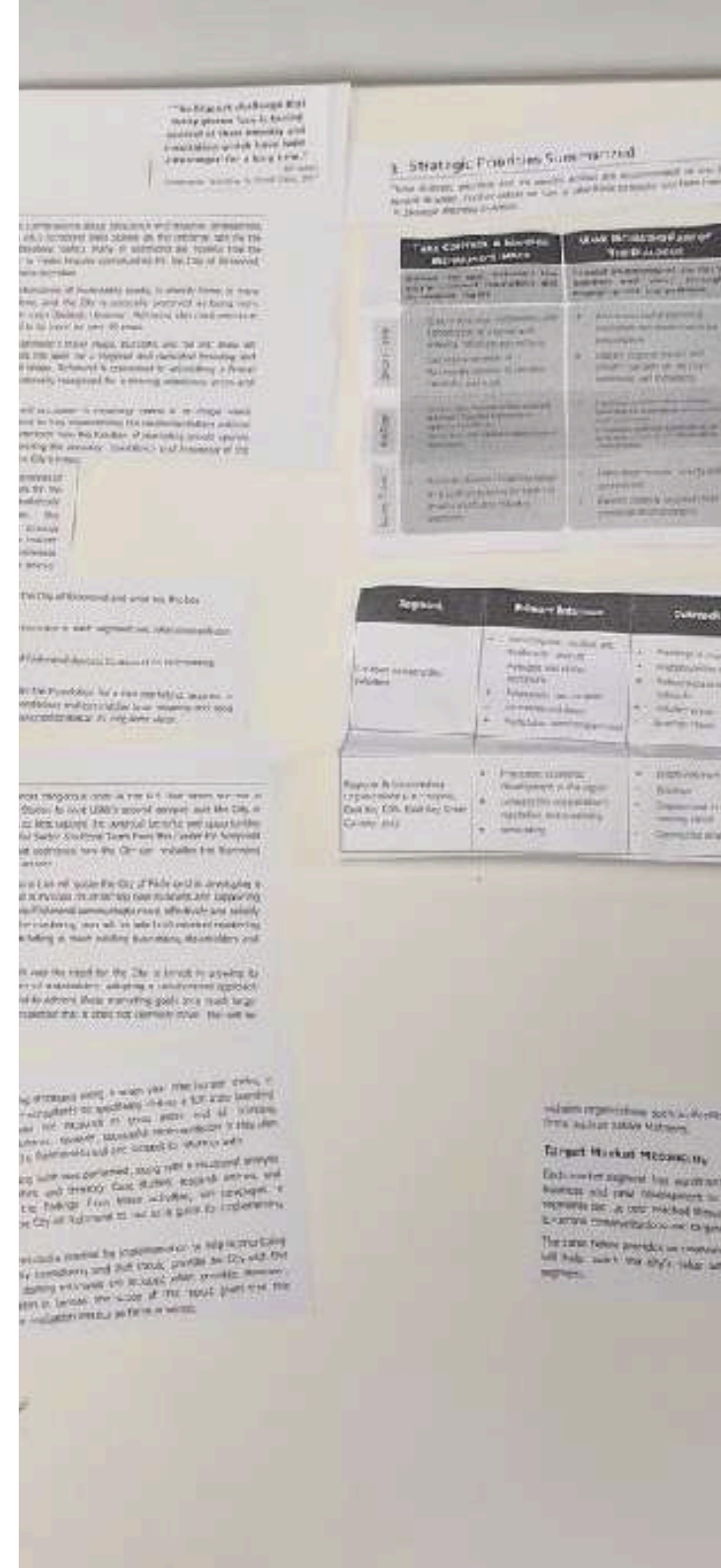
Headings and subheadings that clearly contrast with the rest of the text (bolder, larger, etc.)

Highlighted keywords (bold, italic, etc.)

Bulleted or numbered lists

A short summary paragraph for longer sections of text, such as articles

The idea is to make a hybrid technique called ‘extensive skimming’.



"The biggest challenge that many partners face is finding a way to coordinate their efforts and resources which have been developed for a long time."

3. Strategic Priorities Summarized

These strategic priorities and 15 specific actions are recommended by the S3 team to move Richmond forward. Further details on how to take these strategies and form them into actions can be found in Section 2 - Strategic Direction in detail.

TAKE CONTROL & MANAGE RICHMOND'S IMAGE	MAKE RICHMOND PART OF THE DIALOGUE	INVEST IN TOOLS WITH GREATEST IMPACT
<ul style="list-style-type: none"> Improve the city's reputation and image through a coordinated effort across all departments. Develop a comprehensive communication strategy that includes internal and external messaging. Engage with key partners and stakeholders to build trust and credibility. 	<ul style="list-style-type: none"> Establish a regular dialogue with key partners and stakeholders to understand their needs and perspectives. Develop a shared vision and mission statement that reflects the interests of all partners. Engage in collaborative problem-solving and decision-making. 	<ul style="list-style-type: none"> Invest in tools and technologies that will improve the city's efficiency and effectiveness. Develop a comprehensive data management strategy that includes data collection, storage, and analysis. Engage in continuous learning and improvement to stay up-to-date on the latest tools and technologies.

4. Market Segmentation

The City of Richmond has made significant progress over the past several years in the area of economic development. The City has not only attracted new investment, but also created new jobs and increased the city's tax base. However, there are still many challenges that the City must address in order to continue to grow and prosper. One of the most important challenges is market segmentation. The City must identify its target markets and develop strategies to attract and retain investment in those markets.

[Key Takeaways]

- The City of Richmond has a number of strengths that can be used to attract investment. These include a strong workforce, a central location, and a rich cultural heritage.
- However, the City also faces a number of challenges that must be addressed in order to continue to grow and prosper. These include a high unemployment rate, a declining tax base, and a need for new investment.
- Market segmentation is a key strategy for addressing these challenges. The City must identify its target markets and develop strategies to attract and retain investment in those markets.
- Key Takeaways:
 - Identify the City's strengths and weaknesses.
 - Develop a comprehensive market segmentation strategy.
 - Engage in collaborative problem-solving and decision-making.

SWOT Analysis
 A SWOT analysis is a strategic planning tool that helps organizations identify their strengths, weaknesses, opportunities, and threats. The City of Richmond has a number of strengths that can be used to attract investment, including a strong workforce, a central location, and a rich cultural heritage. However, the City also faces a number of challenges that must be addressed in order to continue to grow and prosper, including a high unemployment rate, a declining tax base, and a need for new investment.

Target Market Segments

Identifying the right target market segments is a critical step in developing a successful marketing strategy. The City of Richmond has a number of target market segments that it should focus on, including small businesses, local businesses, and regional businesses. Each of these segments has unique needs and characteristics that must be understood in order to develop effective marketing strategies.

Location Address

Location address is a key factor in determining the success of a business. The City of Richmond has a number of advantages that make it an attractive location for businesses, including a central location, a strong workforce, and a rich cultural heritage. However, the City also faces a number of challenges that must be addressed in order to continue to grow and prosper, including a high unemployment rate, a declining tax base, and a need for new investment.

Developers

Developers play a key role in the economic development of a city. They are responsible for identifying and developing new investment opportunities. The City of Richmond has a number of advantages that make it an attractive location for developers, including a central location, a strong workforce, and a rich cultural heritage. However, the City also faces a number of challenges that must be addressed in order to continue to grow and prosper, including a high unemployment rate, a declining tax base, and a need for new investment.

Regional & Interagency Organizations

Regional and interagency organizations play a key role in the economic development of a city. They are responsible for coordinating and implementing large-scale development projects. The City of Richmond has a number of advantages that make it an attractive location for these organizations, including a central location, a strong workforce, and a rich cultural heritage. However, the City also faces a number of challenges that must be addressed in order to continue to grow and prosper, including a high unemployment rate, a declining tax base, and a need for new investment.



Appendix

Appendix A: Strategic Priorities	Appendix B: Strategic Direction
<ul style="list-style-type: none"> Priority 1: Take Control & Manage Richmond's Image Priority 2: Make Richmond Part of the Dialogue Priority 3: Invest in Tools with Greatest Impact 	<ul style="list-style-type: none"> Direction 1: Economic Development Direction 2: Community Engagement Direction 3: Infrastructure

Strategic Priorities Summarized

These strategic priorities and 15 specific actions are recommended by the S3 team to move Richmond forward. Further details on how to take these strategies and form them into actions can be found in Section 2 - Strategic Direction in detail.

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6. Key Partners: Public-Private-Partnership

The success of the City of Richmond's economic development strategy depends on the active participation of its key partners. These partners include the private sector, the academic community, and the non-profit sector. Each of these partners has unique strengths and resources that can be used to support the City's economic development goals.

Our Priorities

- Attract and retain investment in the city.
- Create and maintain a strong workforce.
- Develop a comprehensive data management strategy.
- Engage in collaborative problem-solving and decision-making.
- Invest in tools and technologies that will improve the city's efficiency and effectiveness.
- Develop a comprehensive communication strategy.
- Engage with key partners and stakeholders to build trust and credibility.

Invest in Tools with Greatest Impact

- Invest in tools and technologies that will improve the city's efficiency and effectiveness.
- Develop a comprehensive data management strategy that includes data collection, storage, and analysis.
- Engage in continuous learning and improvement to stay up-to-date on the latest tools and technologies.
- Develop a comprehensive communication strategy.
- Engage with key partners and stakeholders to build trust and credibility.

Proposed Actions

- Attract and retain investment in the city.
 - Develop a comprehensive communication strategy.
 - Engage with key partners and stakeholders to build trust and credibility.
- Create and maintain a strong workforce.
 - Develop a comprehensive data management strategy.
 - Engage in continuous learning and improvement to stay up-to-date on the latest tools and technologies.
- Develop a comprehensive data management strategy.
 - Invest in tools and technologies that will improve the city's efficiency and effectiveness.
 - Engage in collaborative problem-solving and decision-making.
- Engage in collaborative problem-solving and decision-making.
 - Develop a shared vision and mission statement that reflects the interests of all partners.
 - Engage in collaborative problem-solving and decision-making.
- Invest in tools and technologies that will improve the city's efficiency and effectiveness.
 - Develop a comprehensive communication strategy.
 - Engage with key partners and stakeholders to build trust and credibility.

The parts of almost any kind of a document can be broken down into five main sections: Media, Titles, Body, Navigation, and Credits. Not every document will contain all these parts or may contain only some aspects of each.

Figures

Even before reading the headlines, readers are often drawn to the visuals on a page. Both the choice of images and their placement within a document provide information about the document, its purpose, and its organization.

Titles

Typically headlines and titles are larger and more prominent than other text. These visual cues signal the start of a book, a magazine, an article, or a major division in a publication such as chapter of a book or a sub-section of a report.

Body

Body copy is the main text found in the publications we read. It is the text of the stories and articles. Body copy is not the headlines. Beyond the actual words, the body of a document uses paragraph and character emphasis and organizational elements to aid in the reading and comprehension of the material.

Navigation

Longer publications such as books, newsletters, and annual reports need some way to help readers find specific information within the document. From a table of contents to page numbers, sectional elements provide a means of navigating through and finding specific portions of a document.

Credits

Different types of publications have credits or other informational elements that contain such items as the name of the advertiser, publisher, or other entity, an address, a logo, copyright information, and other notices.

The number of parts and where it appears varies by publication type.

FOCUS :TYPES OF WORK DOCUMENTS

Sales Proposals

Small businesses and independent contractors use sale proposals to land a new contract or client. The best sales proposals highlight what makes your business the most qualified for the contract or task.

Marketing Brochure

The term “marketing brochure” refers to a small document, or pamphlet, which describes and promotes various products or services to be marketed

White Paper

A white paper is an authoritative report or guide that informs readers concisely about a complex issue and presents the issuing body’s philosophy on the matter. It is meant to help readers understand an issue, solve a problem, or make a decision.

Marketing Plan

A marketing plan is a comprehensive document or blueprint that outlines a business advertising and marketing efforts for the coming year. It describes business activities involved in accomplishing specific marketing objectives within a set time frame.

These documents are essentially living documents and dynamic by nature. They are collaborated upon and parts of these documents need to be shared individually. There is a semantic flow to the documents and there are different shareholders to it.

A small document can be retained - it can be broken down as a list of 7 ± 2 items

Miller's law: Observation that an individual normally can retain or process only seven give or take two (7 ± 2) items (chunks) of information in their correct serial-order, in his or her short-term (15 to 30 seconds duration) or 'working' memory.

A huge document can be broken down too, maybe also based on themes.

Every Document must have a summary.

Highlight important "must read" lines.

A document can be divided into h1s h2s and h3s.

How to Read Your Website Source Code and Why It's Important ← H1

Underneath all the beautiful images, perfect typography, and wonderfully placed calls to action lies your webpage source code. This is the code your browser turns into delightful experiences for your visitors and customers on a daily basis.

Google and other search engines "read" this code to determine where your webpages should appear in their indexes for a given search query. So, *a lot of SEO comes down to what's in your source code.*

This is a quick guide to show you how to read your own website source code in order to make sure it's properly SEO-ed and, really, to teach you how to sanity check your SEO efforts. I also will go over a few other situations where knowing how to view and examine the right parts of source code can help with other marketing efforts.

Finally, if you're paying someone to SEO your site, this is a great guide to help you keep tabs on them!

How to View Source Code ← H2

The first step in checking your website's source code is to view the actual code. Every web browser allows you to do this easily. Below are the keyboard commands for viewing your webpage source code for both PC and Mac.

PC ← H3

- **Firefox** – CTRL + U (Meaning press the CTRL key on your keyboard and hold it down. While holding down the CTRL key, press the "u" key.) Alternatively, you can go to the "Firefox" menu and then click on "Web Developer," and then "Page Source."

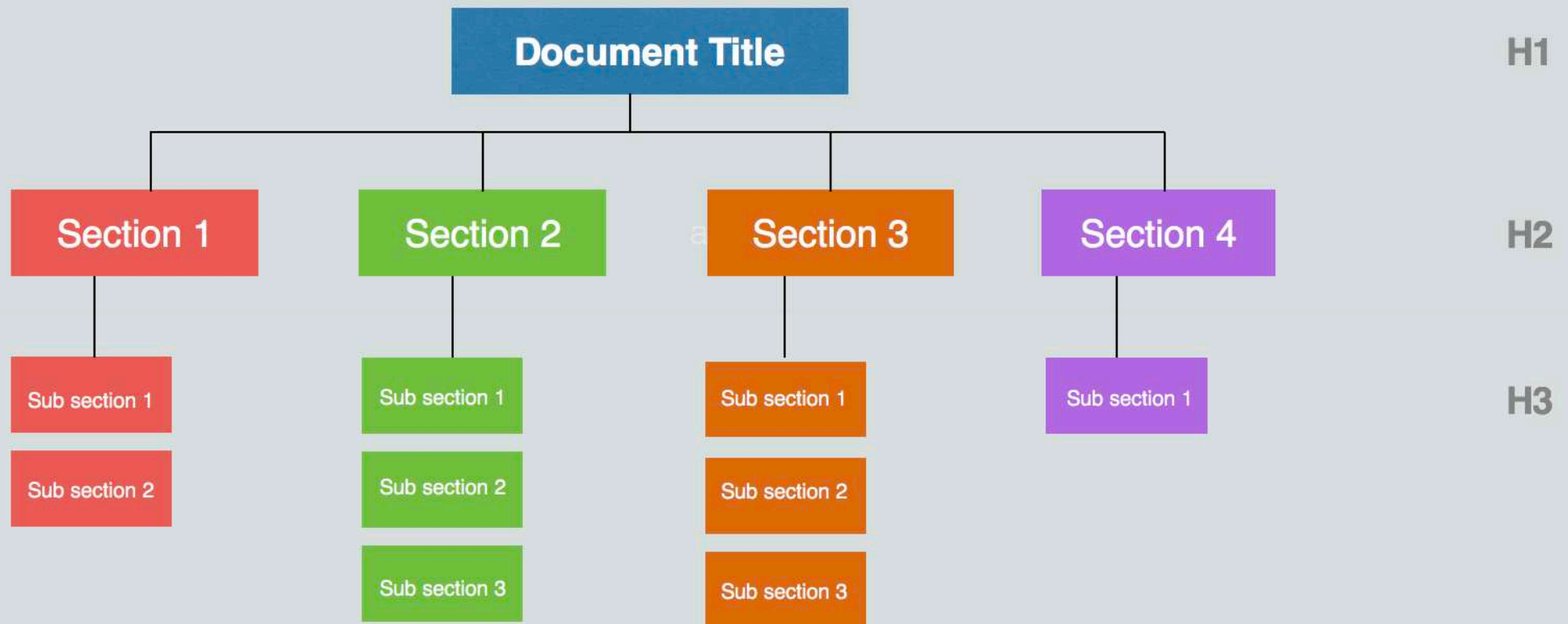
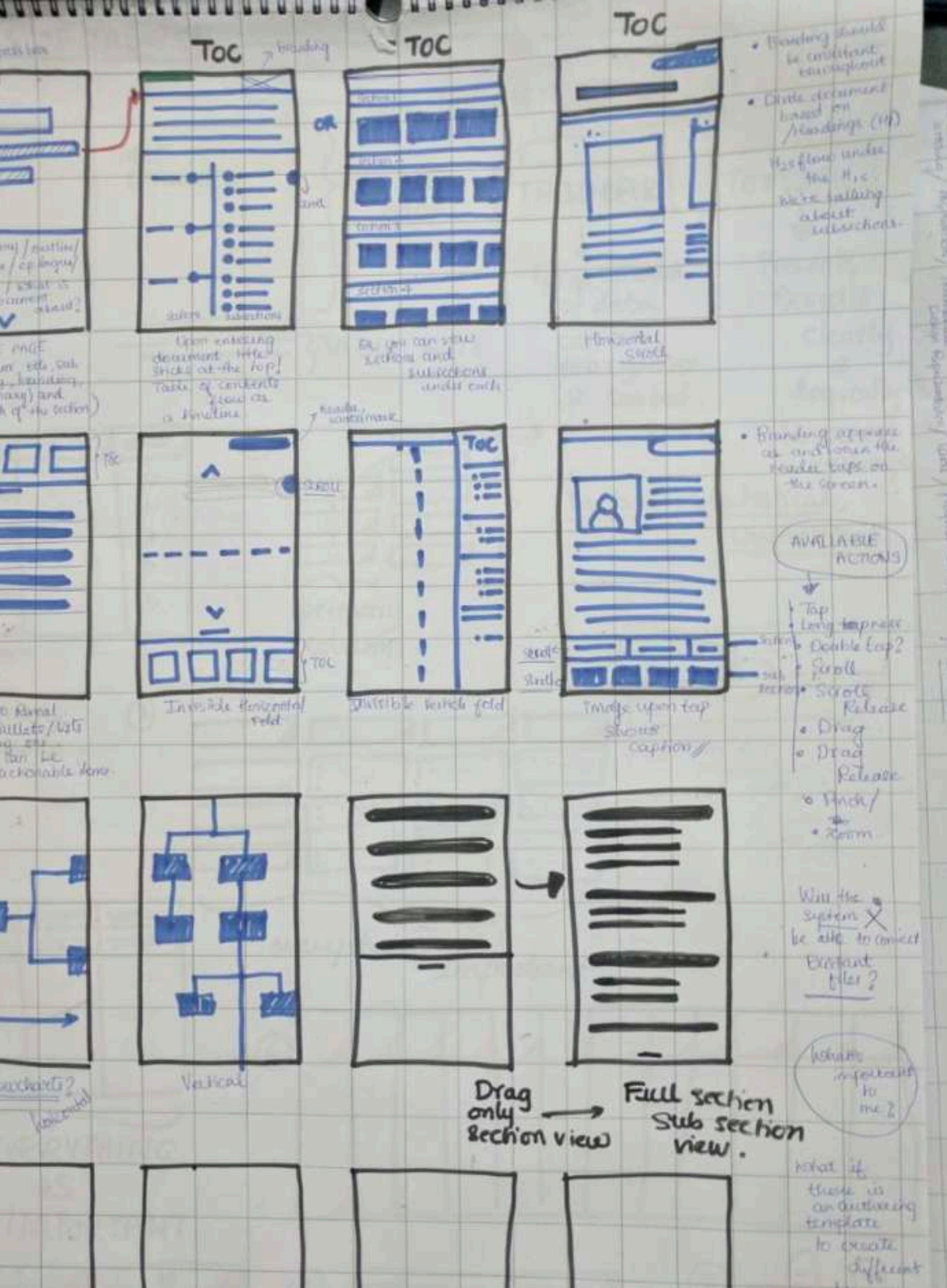


FIGURE 2.03
INFORMATION HIERARCHY

GOALS

- Get a gist of the document - **OVERVIEW**
- Jump to different sub sections - **NAVIGATION**
- How long is the content - **LENGTH**
- Representing content as units - **CARDS**



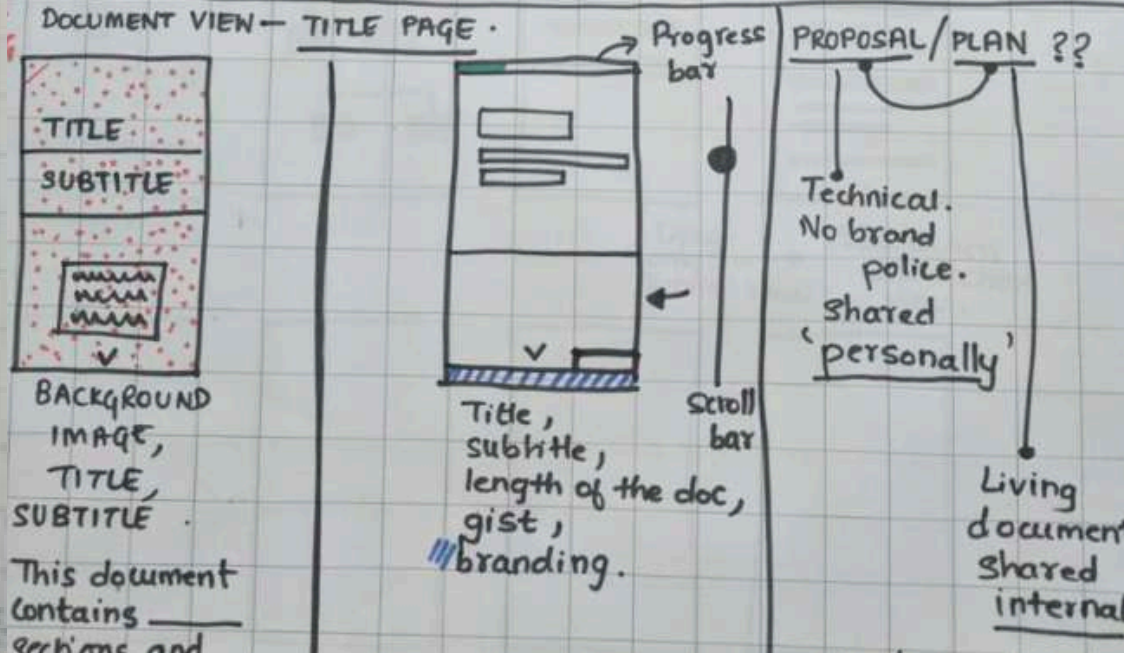
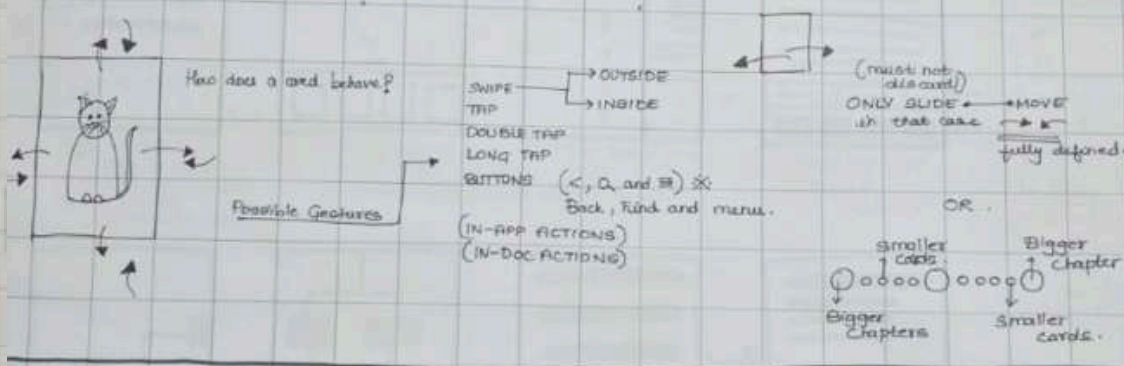
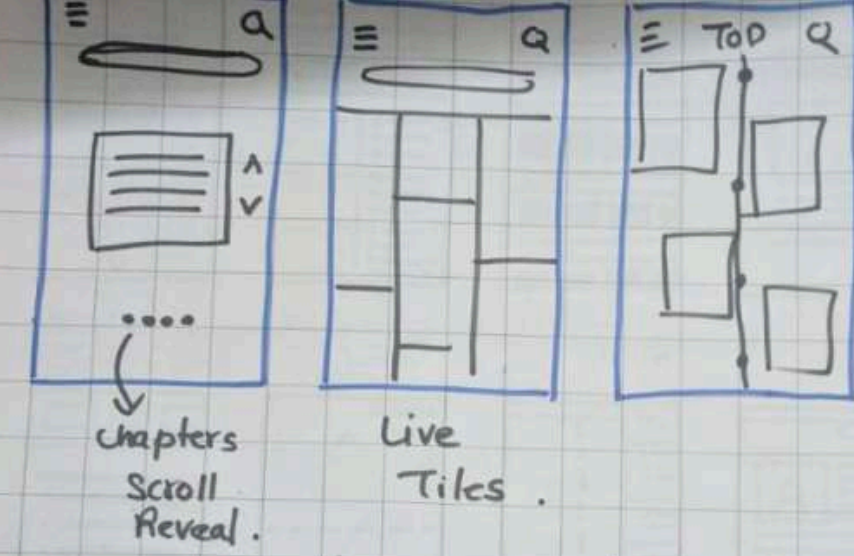
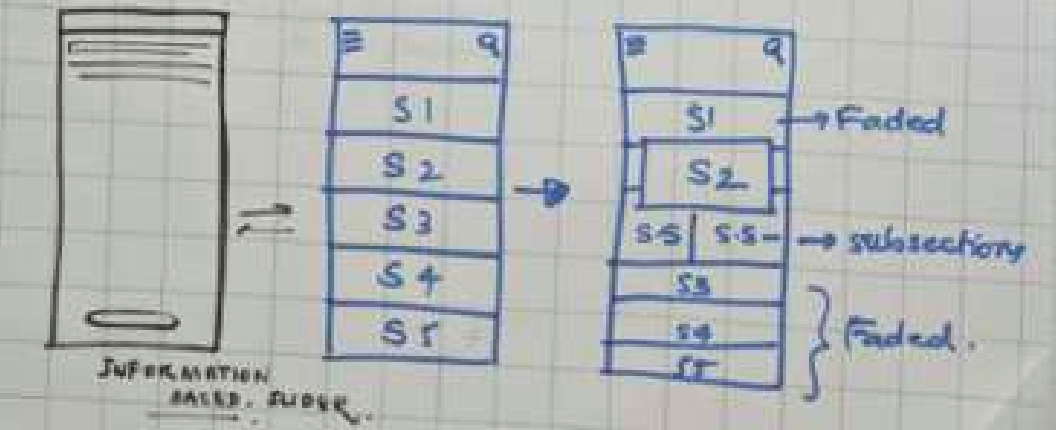
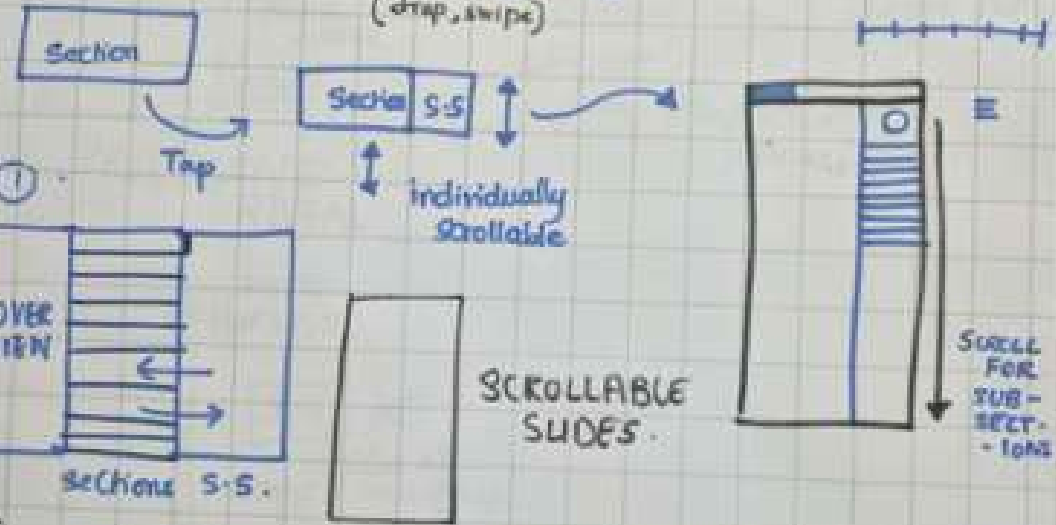
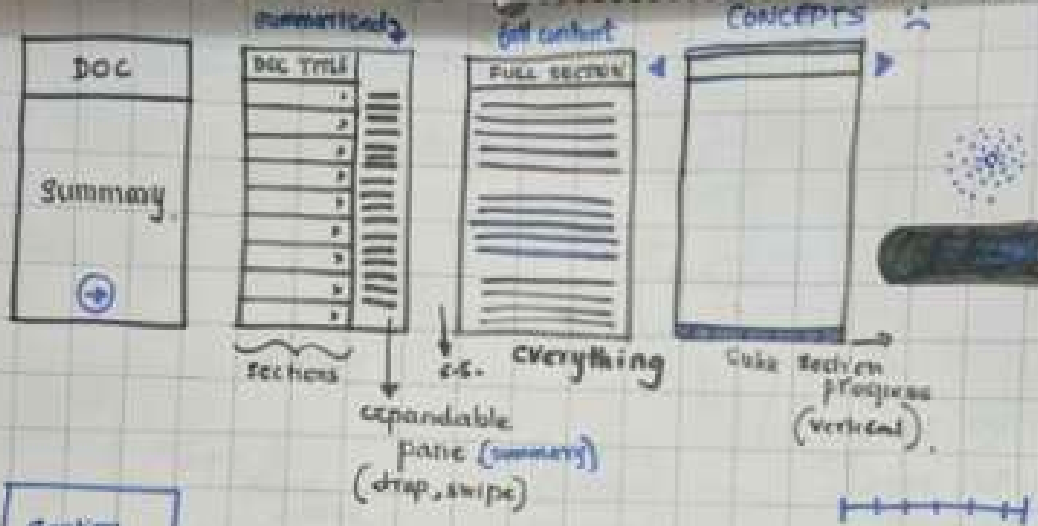
CONCEPTUALISING INITIAL IDEAS

TOC- Table of contents should be more fluidic an interactive by nature. The idea is to have all the sections and sub-sections visible upfront.

The conceptualising phase purely concentrates on patterns and paradigms that make this first consumption experience more enticing to the user.

The purpose of these wireframes is to convey design concepts. All visual representations in the following frames are not final, including layout, icons, graphics, button labels, text strings, etc.

FIGURE 2.04 INITIAL IDEATION



INITIAL BRAINSTORMING AND ANALYSIS

This initial analysis was done to understand various document constructs and how they can be imitated from the paper paradigm to the digital paradigm.

Content may be chunked in different ways for the purposes of authoring, for delivering content, and for navigation. For example, something best authored as a set of separate topics may need to be delivered as a single Web page. A map author can use the chunk attribute to split up single documents into component topics or combine multiple topics into a single document as part of output processing.

explorations

PROJECT BOLT

Functional value of documents considered

Common patterns:

- (Title), Running Head/ subtitle, Company Branding
- Table of contents, page numbers.
- Introduction, Abstract, executive summary, What is this document about?
- Text, → Content, Pull quotes, Images
- Flow chart

What is the purpose?

- Title, title page
- Running head → shortened title (normally less than 50 characters including spaces)
- Margins
- Table of content/ Index
- Heading levels → H₁, H₂, H₃, H₄
- Text → Paragraphs, Text inset
- Lists → Bullets, Numbers
- Tables →
 - Some cells are merged
 - Some cells are equal across categories
- Figures → Images, charts, graphs, gifs, video, audio
- Quotations
- Footnotes
- Headings
- Page numbers

A document can/could have been exported from any software:

- .doc, .ppt, .indd, .txt

To do: patterns → functional role → digital Paradigm

mobile desktop

→ tie with with current trends

FIGURE 2.05 ANALYSING PRINT PARADIGMS

BIT SIZED INFO

Hi!
How may I help you?

Feed ← {
- Show me recent updates
- Show me recent activity
- Show me my stored content

Stored

- What is this document about?

Summary

- What should I know?

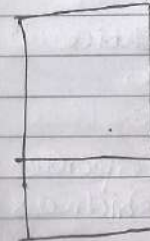
Artificial Intelligence

~~You~~

Based on your profile/interests

This is important -

"Trending Topics"



Shared
show a dot when it is

What is all the sections in this document

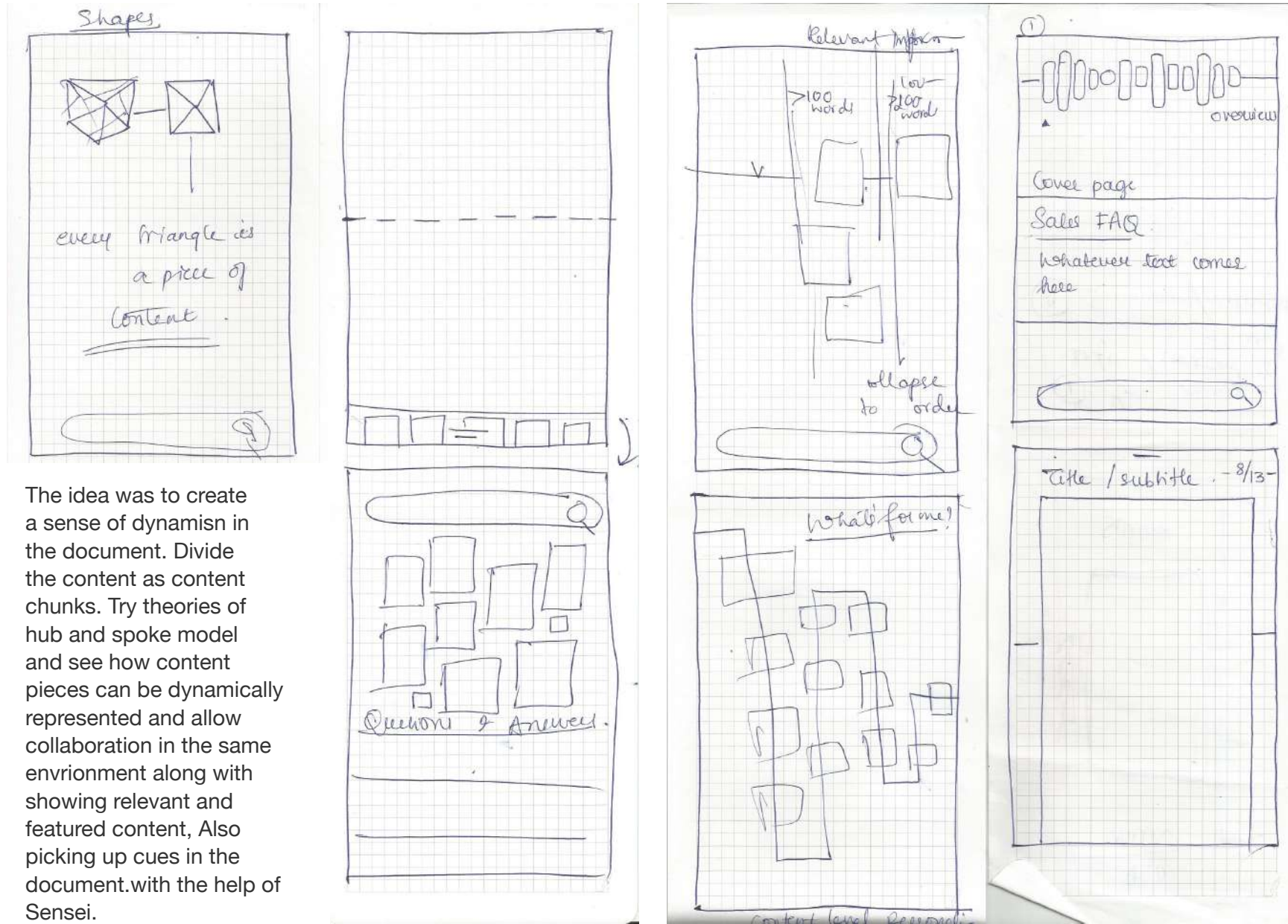
List opens → links
→ links

What is this section about?

Beginning

What are you giving default? why is it better?

FIGURE 2.06
BYTE SIZED
CONTENT



The idea was to create a sense of dynamism in the document. Divide the content as content chunks. Try theories of hub and spoke model and see how content pieces can be dynamically represented and allow collaboration in the same environment along with showing relevant and featured content, Also picking up cues in the document. with the help of Sensei.

FIGURE 2.07
IDEATION WIREFRAMES - I

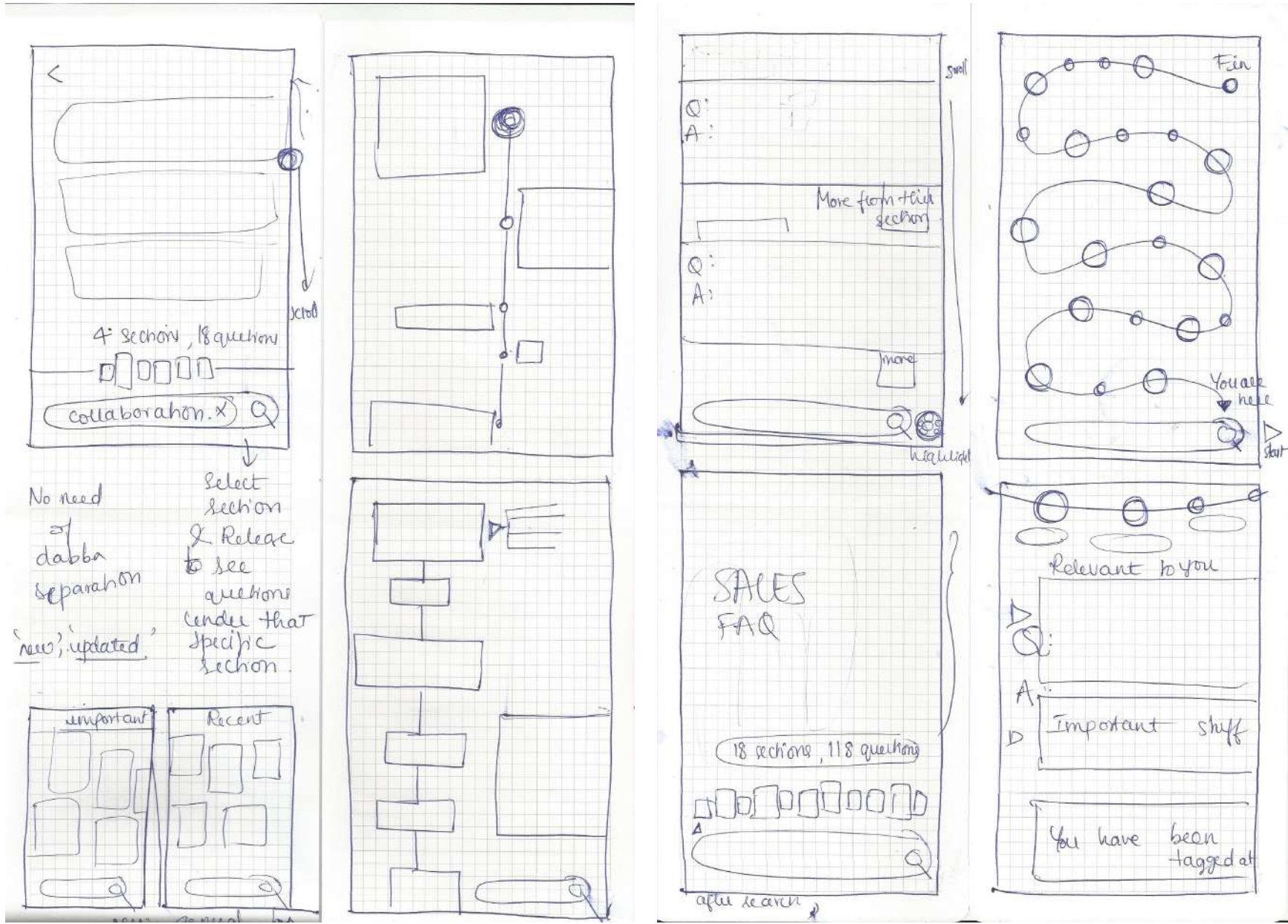


FIGURE 2.08 IDEATION WIREFRAMES - II

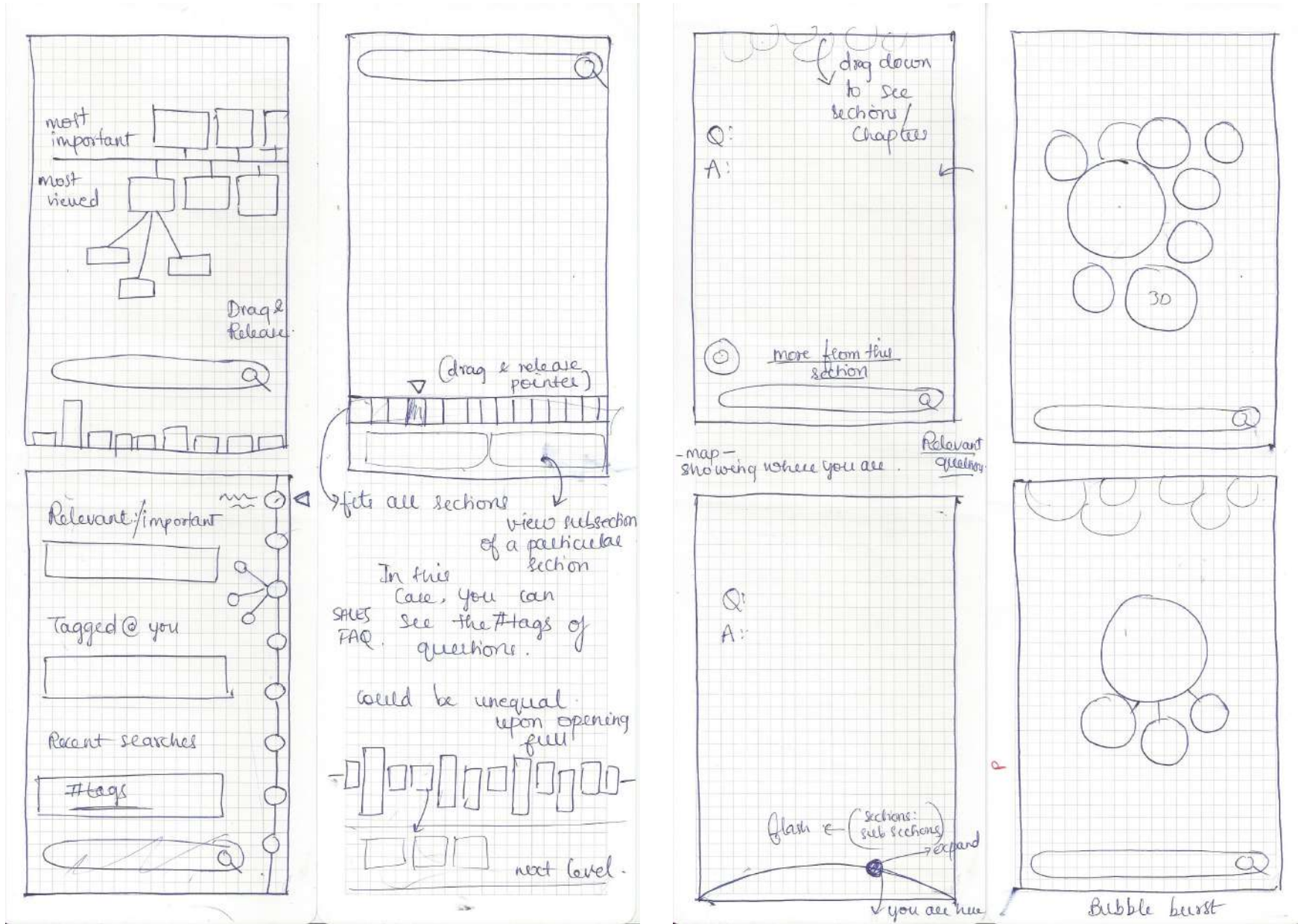


FIGURE 2.09 IDEATION WIREFRAMES - III

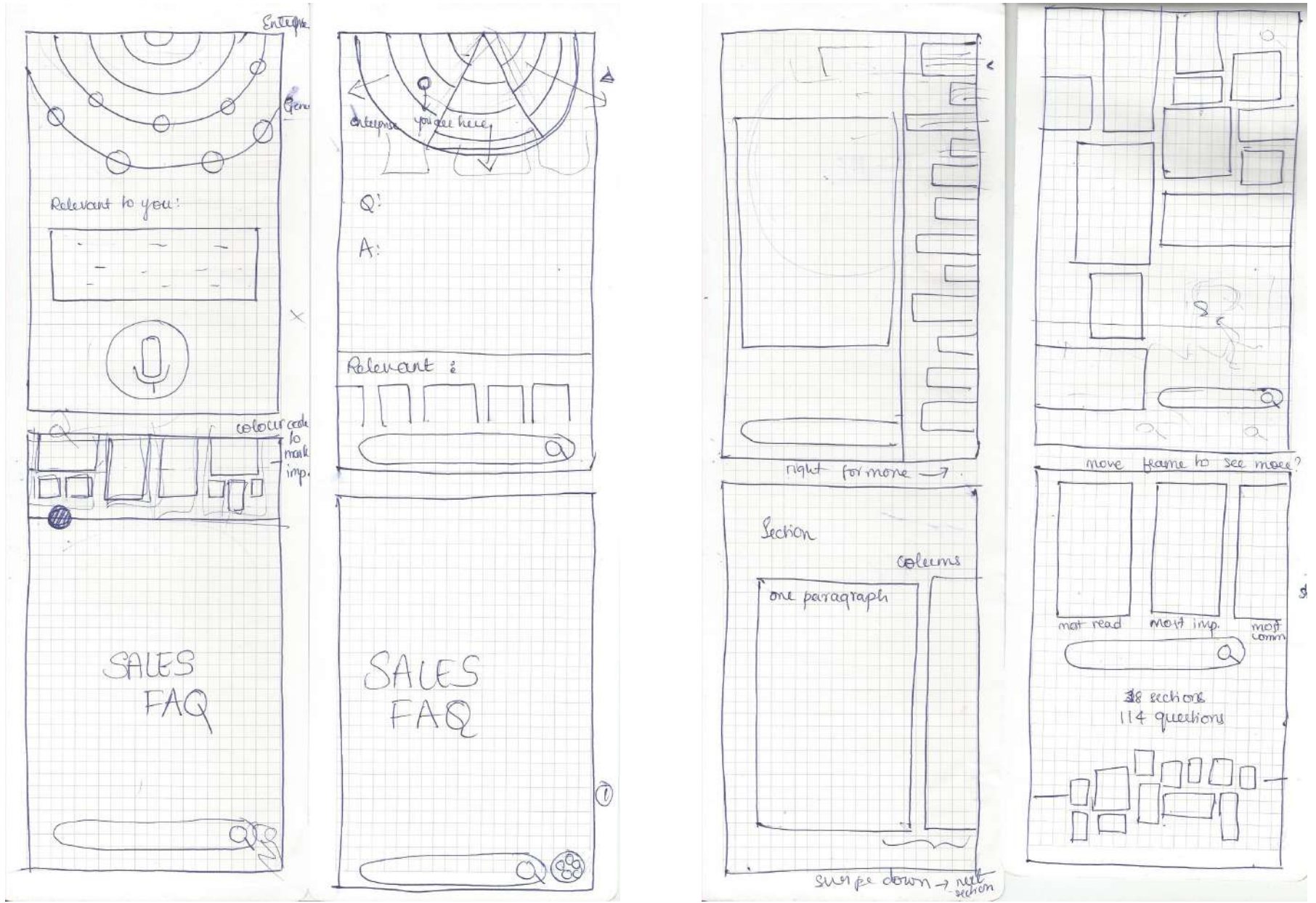


FIGURE 2.10
IDEATION WIREFRAMES - IV

Exploring content units as cards.

CARDS

A card is a sheet of material that serves as an entry point to more detailed information.

Cards may contain a photo, text, and a link about a single subject. They may display content containing elements of varying size, such as photos with captions of variable length.

A card collection is a layout of cards on the same plane.

Usage

Cards display content composed of different elements whose size or supported actions vary.

Supported gestures

Swipe

Pick-up-and-move

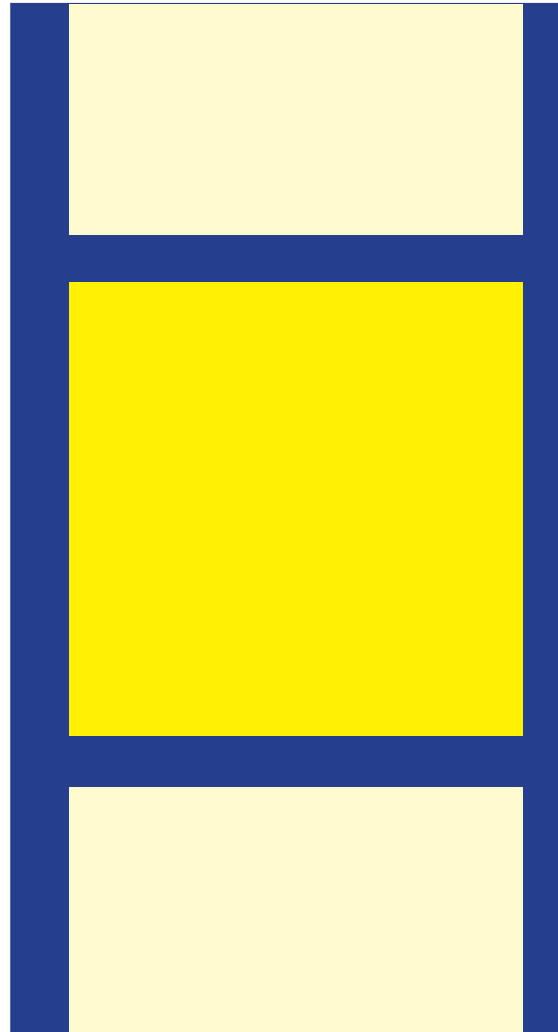


FIGURE 2.11
IDEA OF CONTENT CHUNKS

The Advantages Of Cards Link
Digital cards can be applied to a variety of contexts, implemented correctly, they can improve the user experience aspect of the app.

CHUNKING CONTENT

Cards organize information into chunks of content, and users appreciate chunked content because it aids for scannability: it helps avoid walls of text, which can appear intimidating or time-consuming and allows users to dive deep into their interests quicker. Cards divide content into meaningful sections, similar to the way text paragraphs group sentences into distinct sections. They can gather various pieces of information to form one coherent piece of content.

EASY TO DIGEST

Cards are a great tool for communicating quick stories. Placing content in cards makes it digestible for users. Users can easily access the content that they are interested in, and this empowers users to engage in any way they want.

VISUALLY PLEASING

Card-based design usually heavily relies on visuals. Actually, going heavy on images is a strength of card-based design. *Studies* confirm that images elevate site and app design, because images draw the user's eye efficiently and immediately. The emphasis on using images makes card-based design more attractive to the users.

GOOD FOR VARYING SCREEN SIZES

The most important thing about cards is that they are almost infinitely manipulatable. They are a good choice for responsive design since cards act as content containers that easily scale up or down. This feature allows us to create a single aesthetic across multiple devices and to establish a consistent experience regardless of the device.

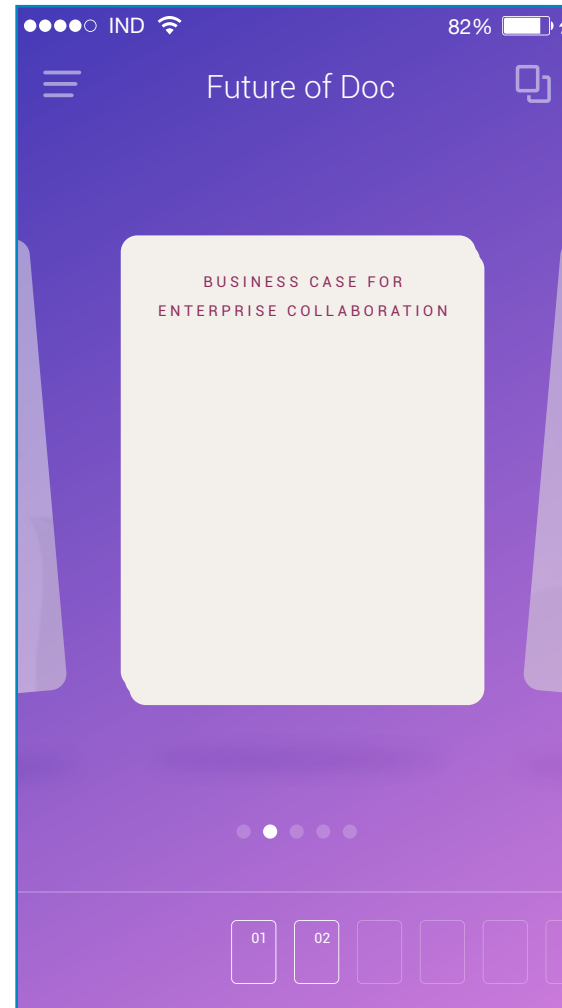


FIGURE 2.12
CARDS EXPLORATION I
The normal left swipe-right swipe paradigm of cards with a thumbnail rack at the bottom to view the position as well

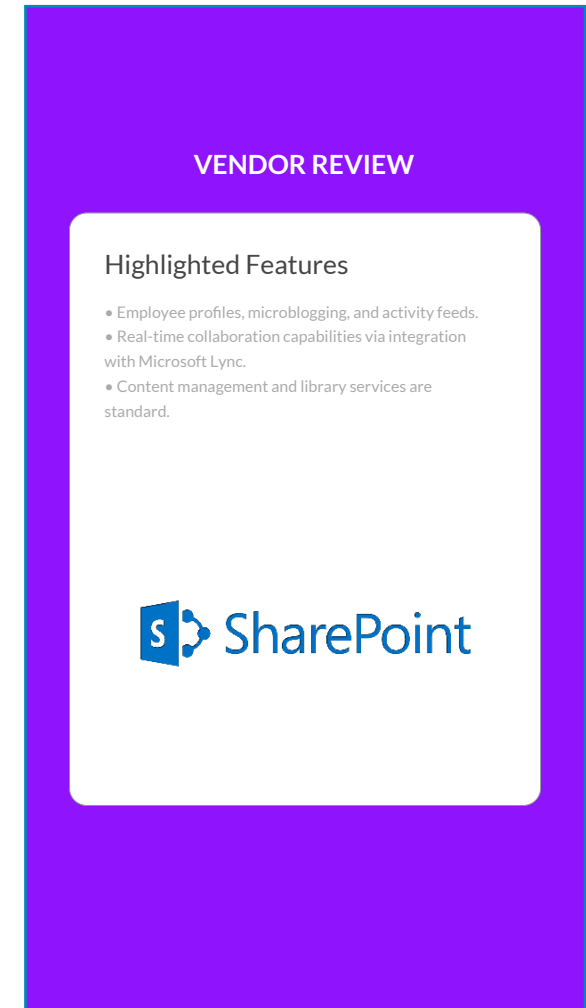


FIGURE 2.13
CARDS EXPLORATION II
A major part of the card is visual by nature and tapping on it pushes the user to the immersive mode.

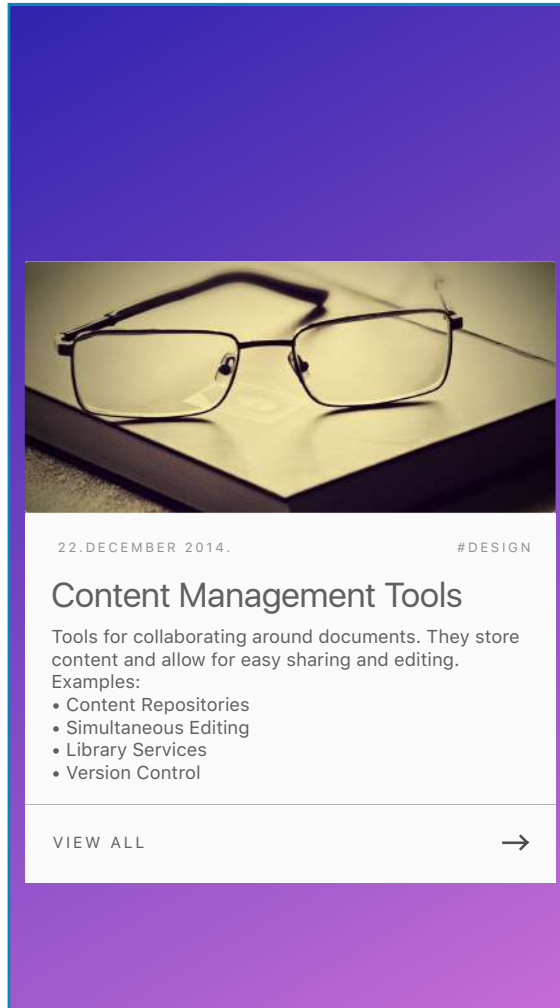


FIGURE 2.14
CARDS EXPLORATION III
 Clicking on view all in the card takes to the full length linear view of the document content.

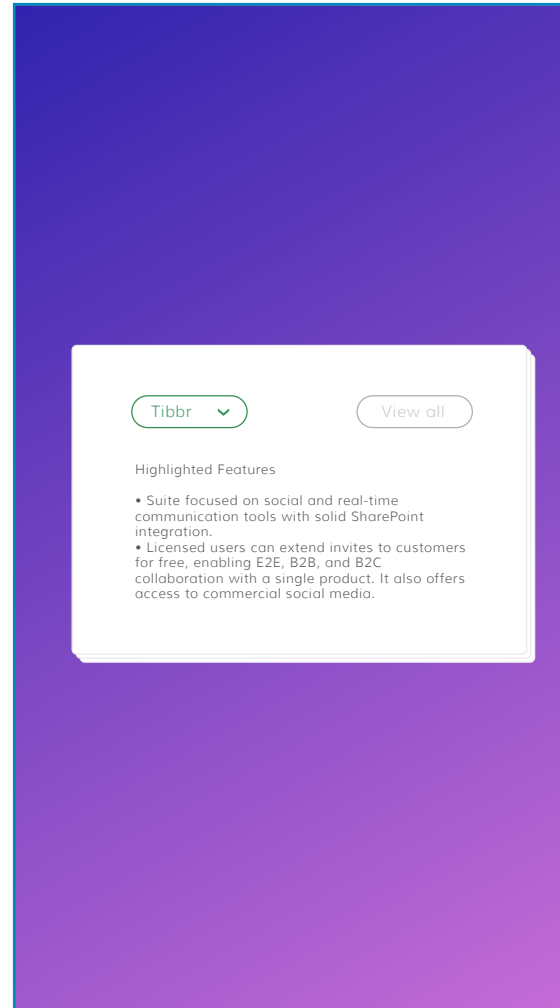


FIGURE 2.15
CARDS EXPLORATION IV
 A bottom list that lets you choose the part of the document you want to see. Cards stacked show different sections.

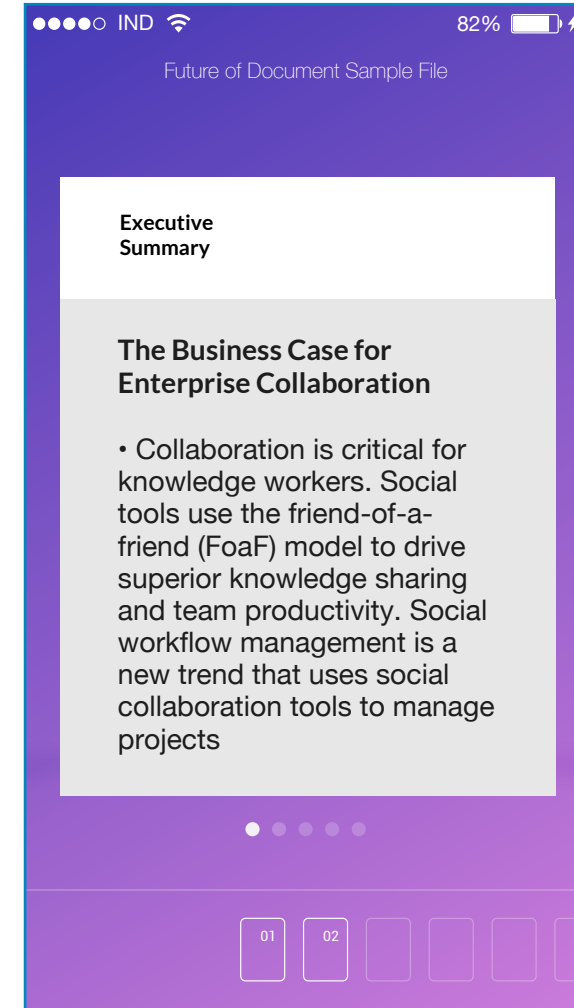


FIGURE 2.16
CARDS EXPLORATION V
 A bottom thumbnail carousel that lets you choose the part of the document you want to see. Cards stacked show different sections.

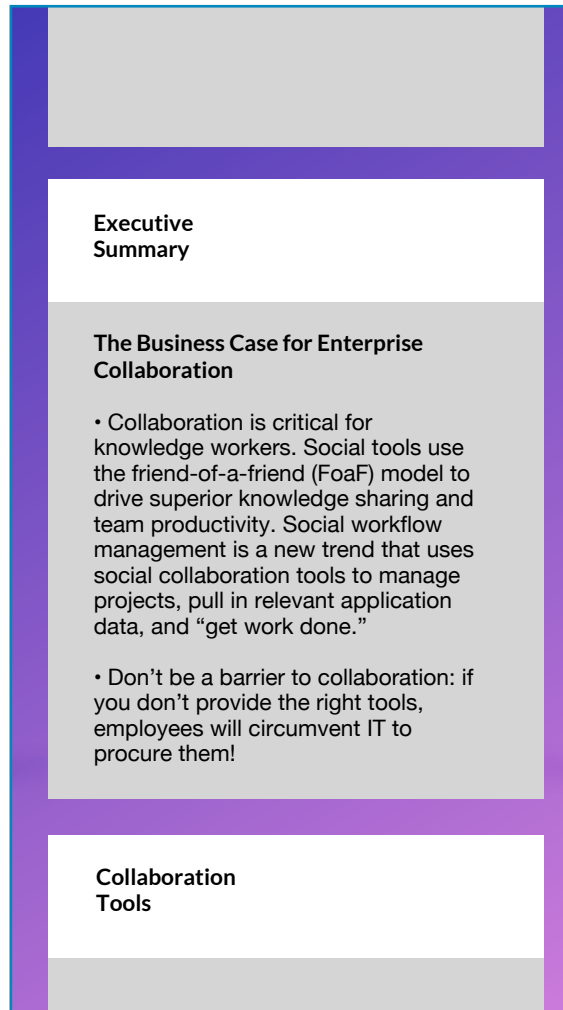


FIGURE 2.17
CARDS EXPLORATION VI
 Cards linearly arranged but these are actionable cards, this protects the semantic intent of the author.



FIGURE 2.18
CARDS EXPLORATION VII
 The Z model cards view of a particular section.

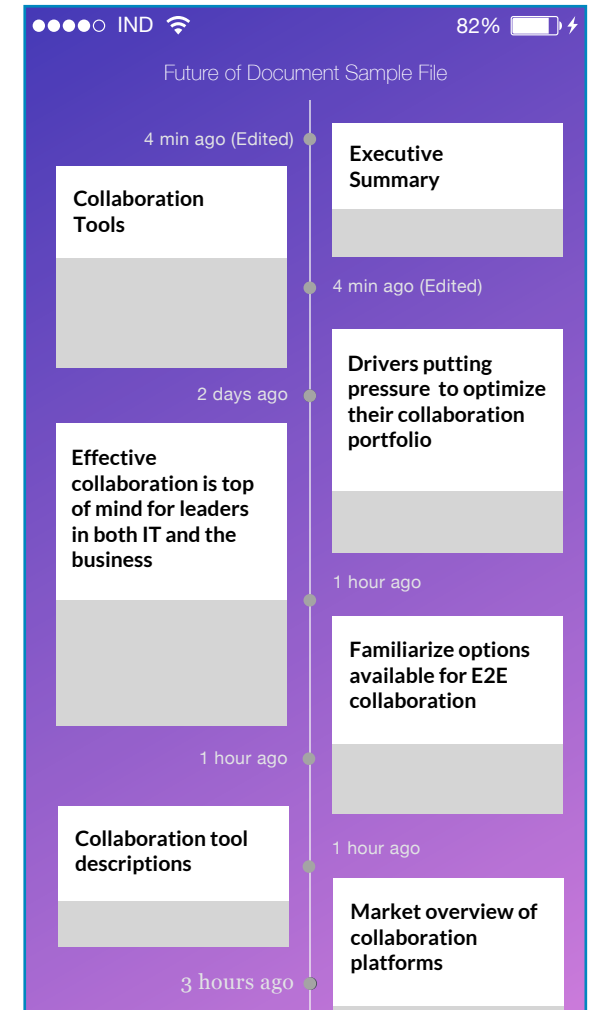


FIGURE 2.19
CARDS EXPLORATION VIII
 Cards are horizontally aligned in a timeline sort of format based on the time it has been updated.

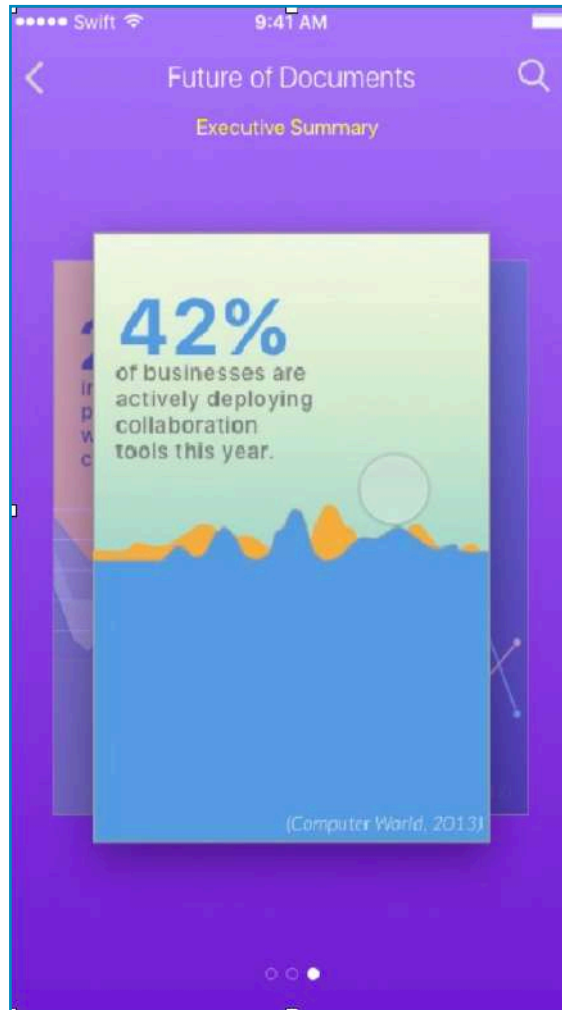


FIGURE 2.20
CARDS EXPLORATION IX
 Representing statistics as cards. This is way more cognizable and memorable than plain text.

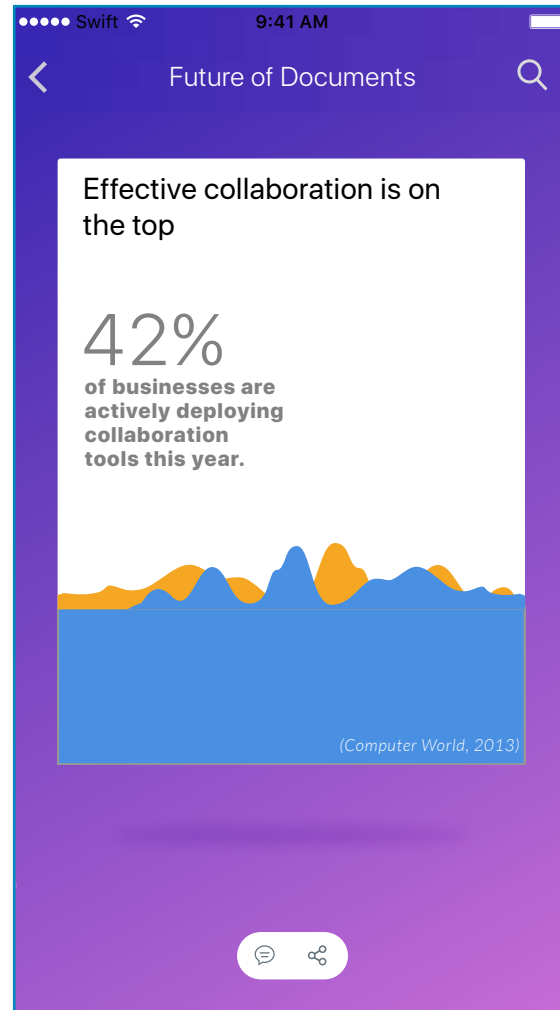


FIGURE 2.21
CARDS EXPLORATION X
 Representing statistics as cards. This is way more cognizable and memorable than plain text. These graphs can also be dynamic.



FIGURE 2.21
CARDS EXPLORATION XI
 A visual indication as to what the text actually means. Adobe stock can help us here!

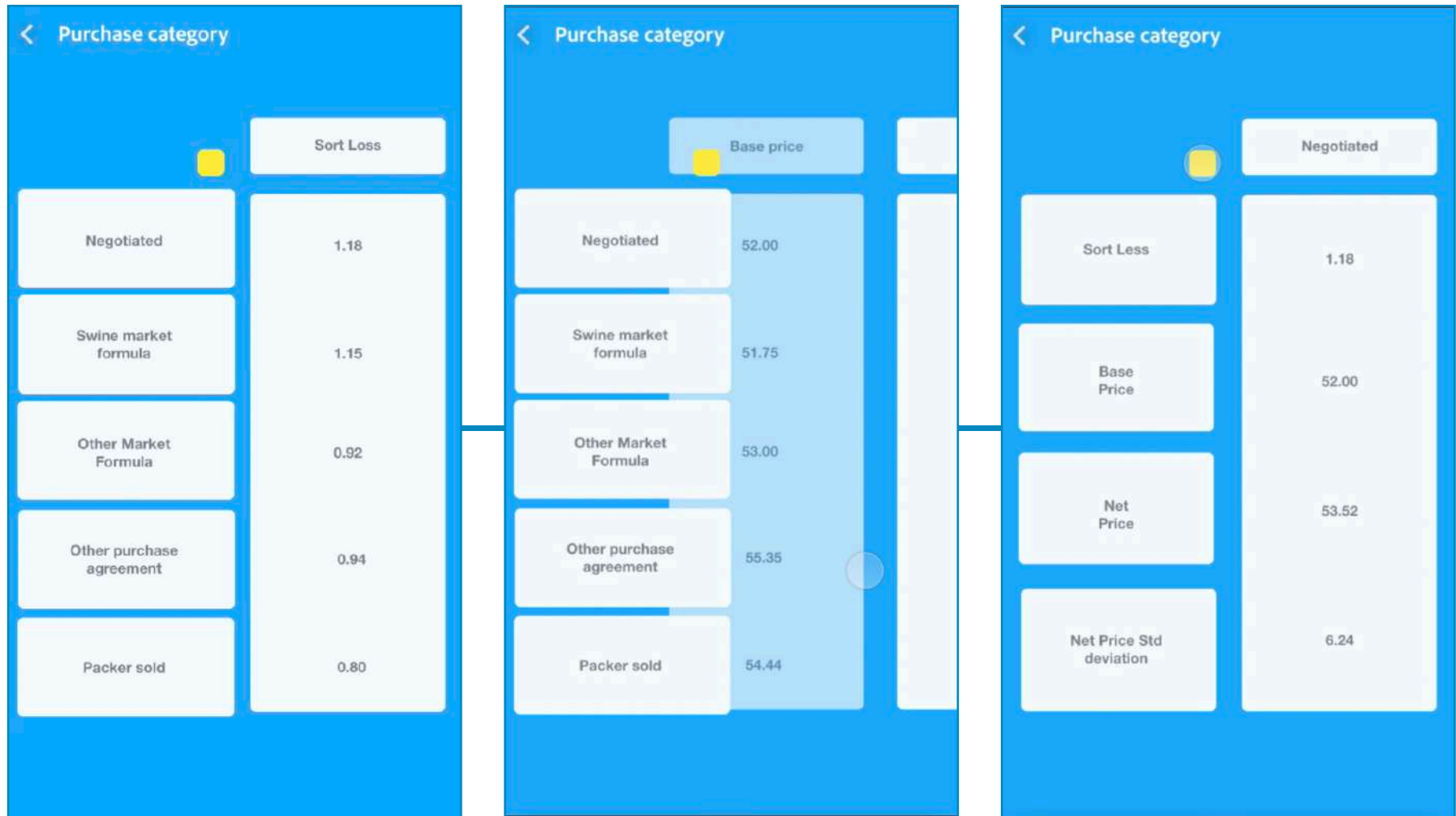


FIGURE 2.22

TABLES I

A kind of table that has been picked up in the document. It has 5 rows and 4 columns. I have explored this table by placing a switch at the top, that can interchange the rows and columns data. Also, there is progressive real of the information.

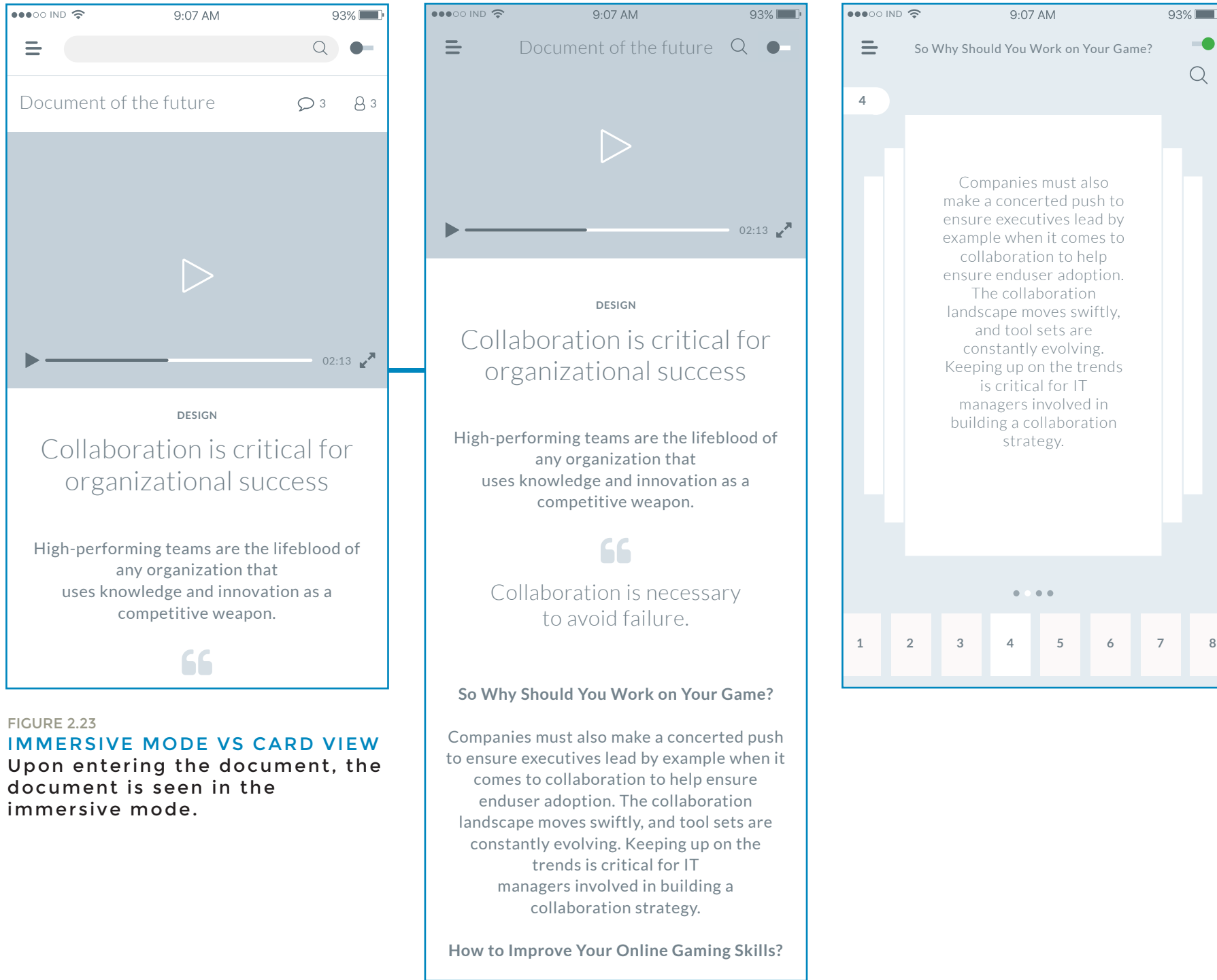


FIGURE 2.23

IMMERSIVE MODE VS CARD VIEW
Upon entering the document, the document is seen in the immersive mode.

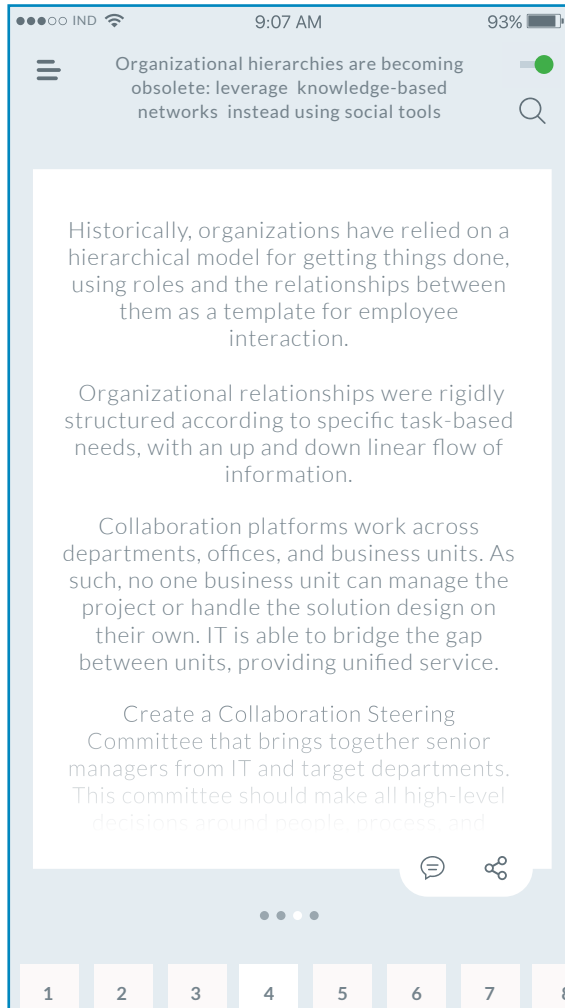
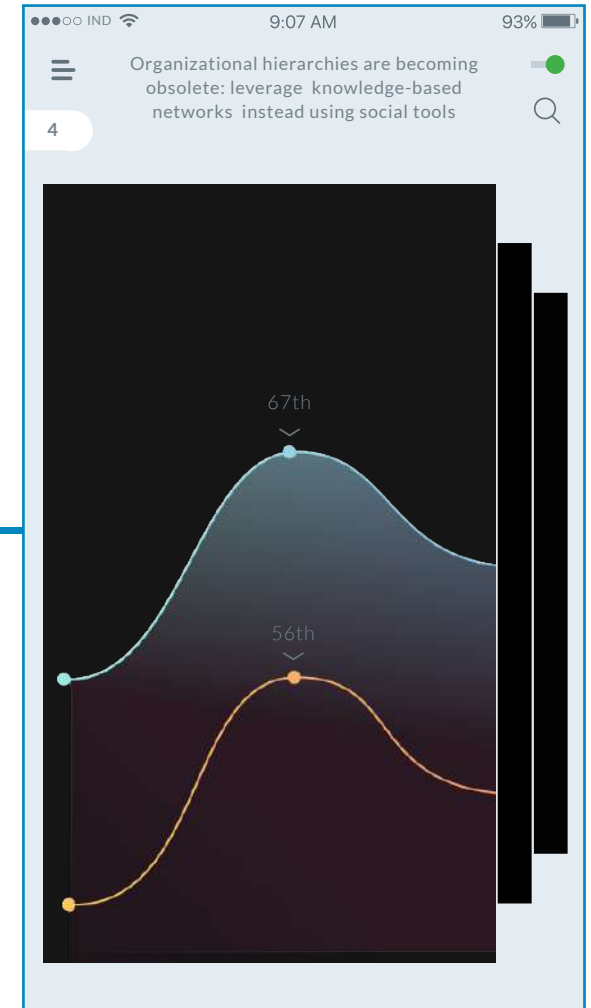


FIGURE 2.24
CARDS EXPLORATION XII



FIGURE 2.25
GRAPHS IN BYTES

Representing graphs within cards. Upon tapping on a card, the card zooms into show the details.



Exploring navigation between these content units (now established as cards)

CARDS + NAVIGATION

The following explorations aim at navigation between these content chunks.

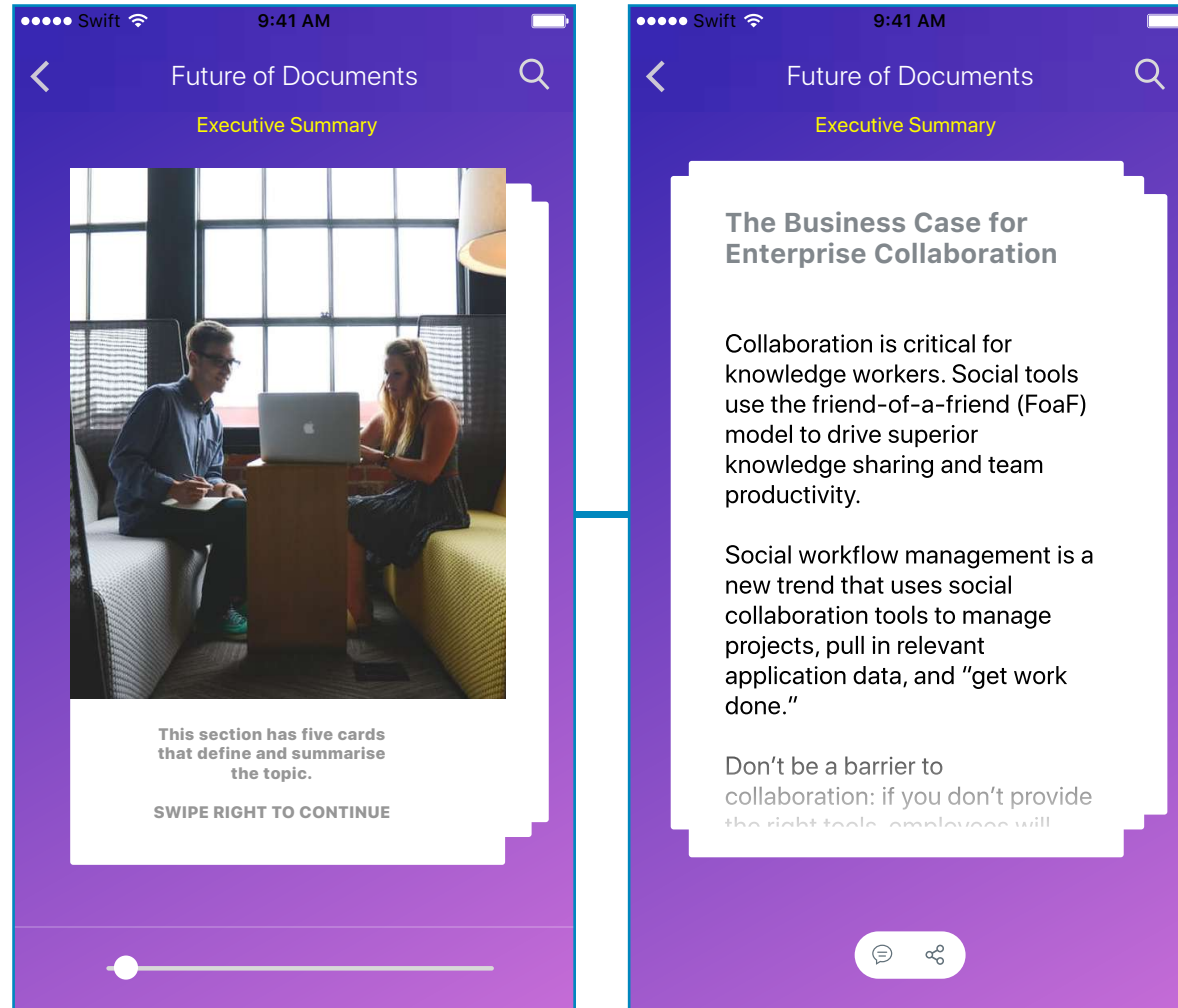


FIGURE 2.26

CARDS NAVIGATION I

An exploration that shows how a document can be played, cards can be in a carousel. Swiping up brings the horizontal bar that allows the user to jump and skip to sections or sub-sections.

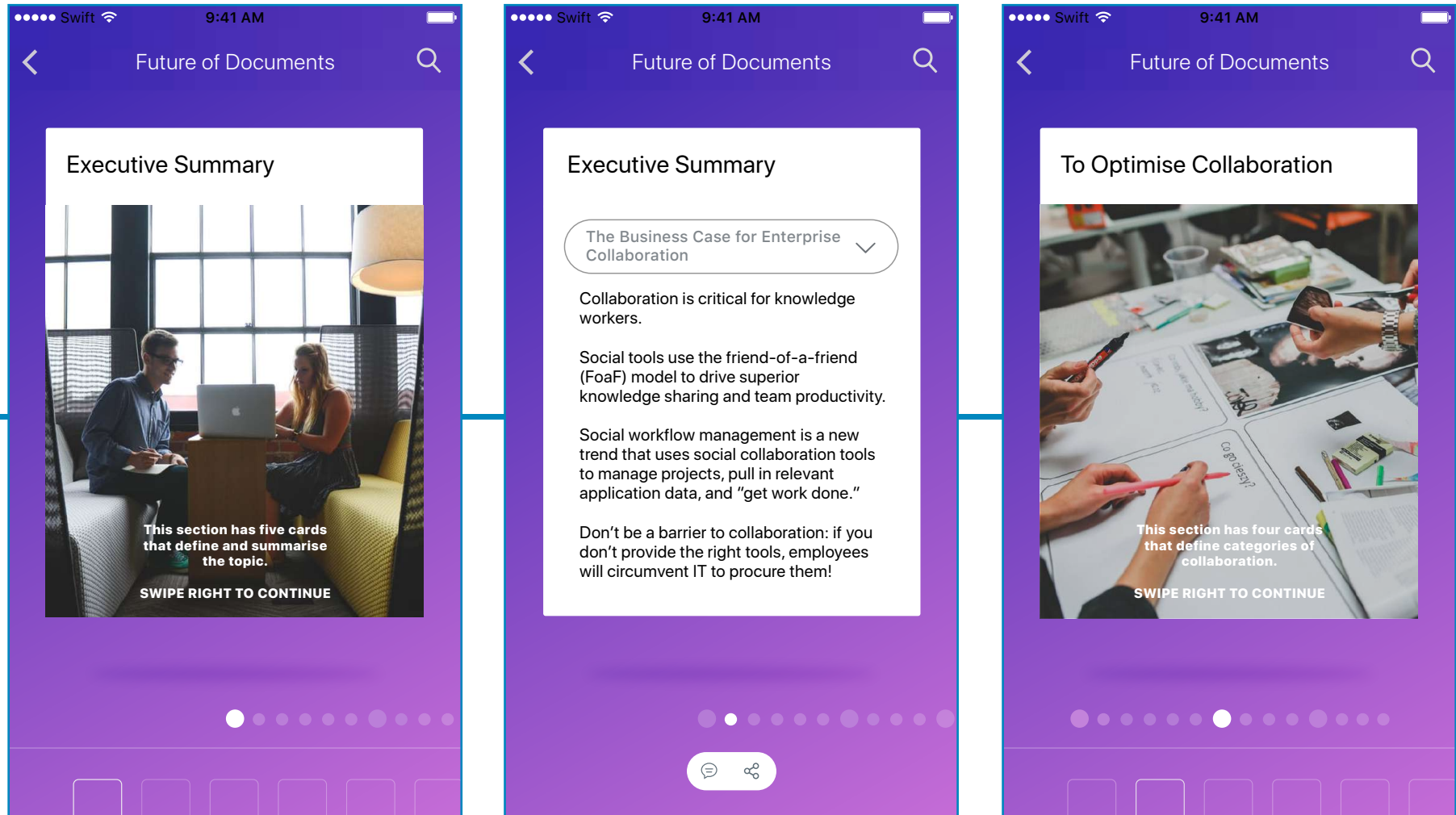


FIGURE 2.26

CARDS NAVIGATION I

An exploration that shows how a document can be played, cards can be in a carousel. Swiping up brings the horizontal bar that allows the user to jump and skip to sections or sub-sections.

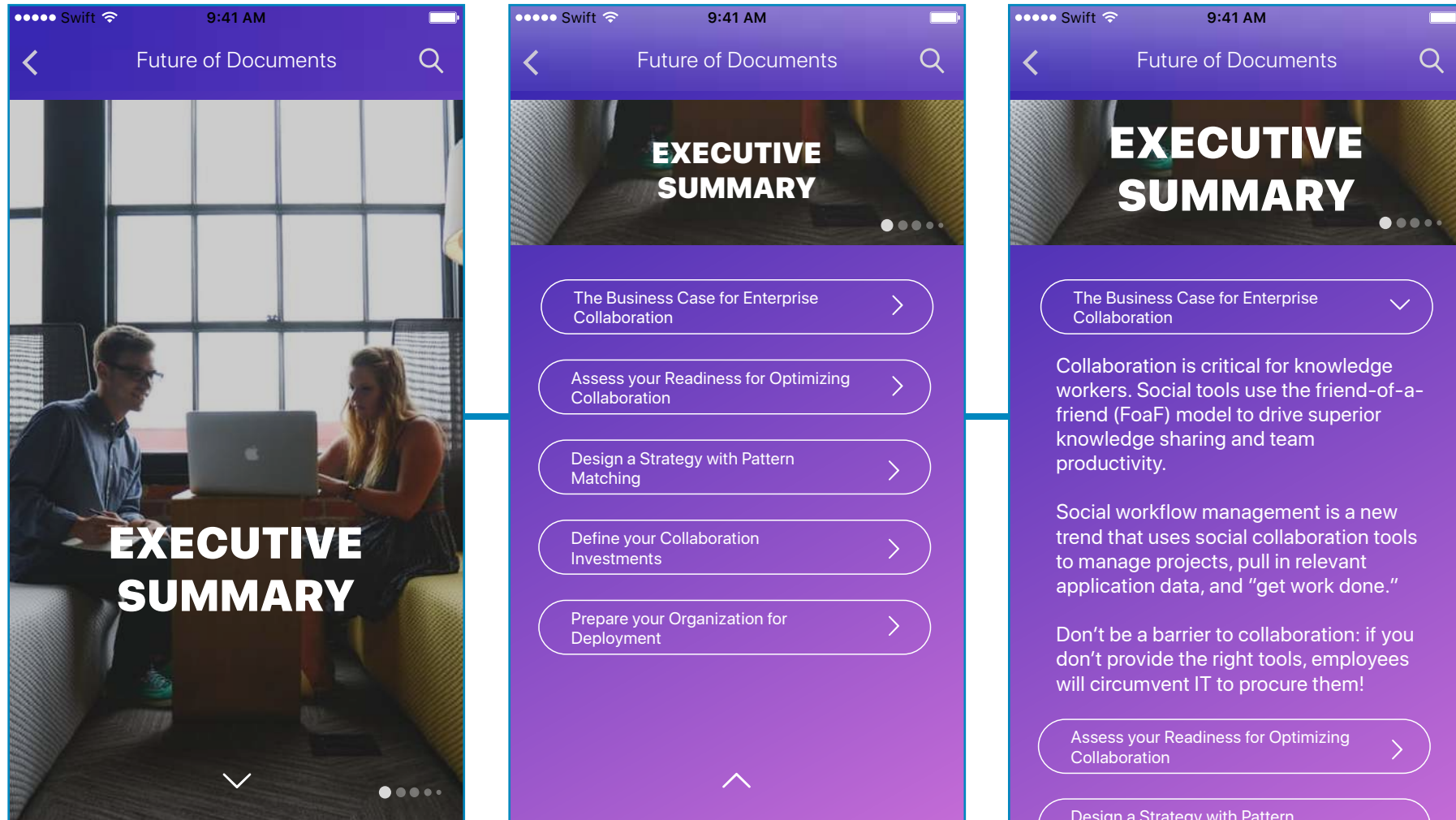


FIGURE 2.27

CARDS NAVIGATION II

A type of exploration where tapping on the down arrow takes you within that particular section. There is a series of sub-sections that you can choose to read from. Tapping on the up arrow again takes you back to the section screen.

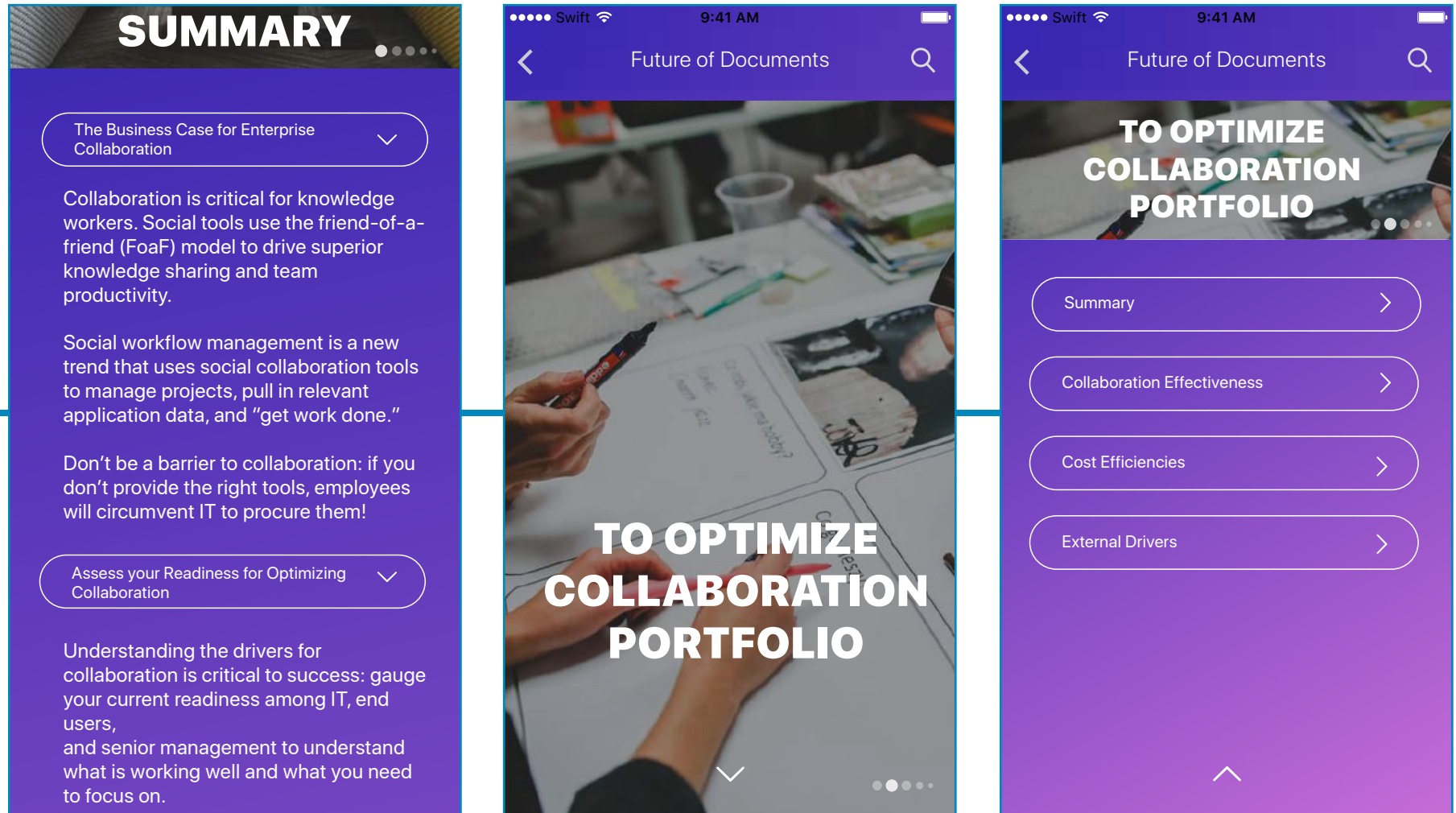


FIGURE 2.27

CARDS NAVIGATION II

Swiping right and left takes you to the next and the previous section. Basically, every section has a cover and when you're in the mode of viewing sub-sections, the swipes take you to the list of sub-sections.

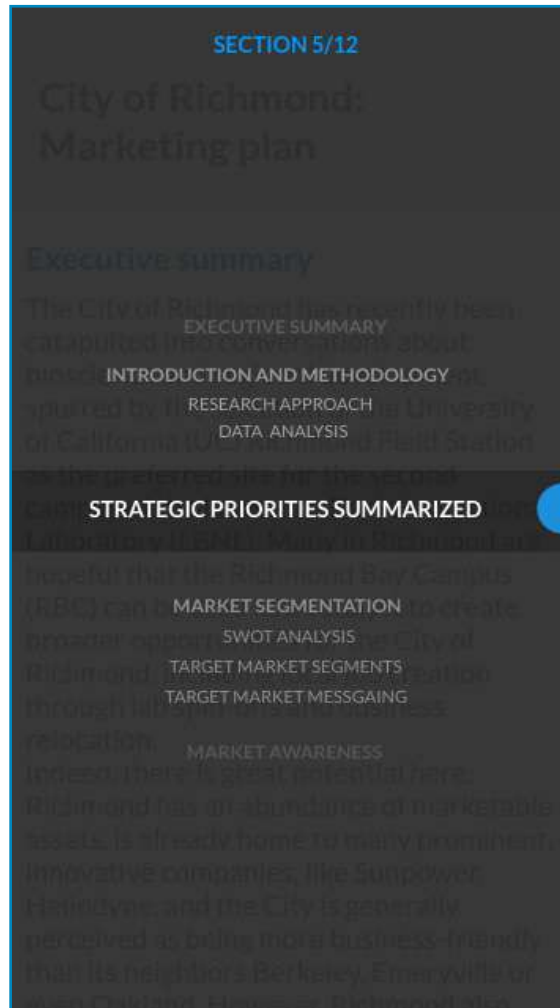


FIGURE 2.28

SCROLL I

Dragging the scroll axle takes you to the different sections in the document. There is a stationery black bar that shows the selected chapter

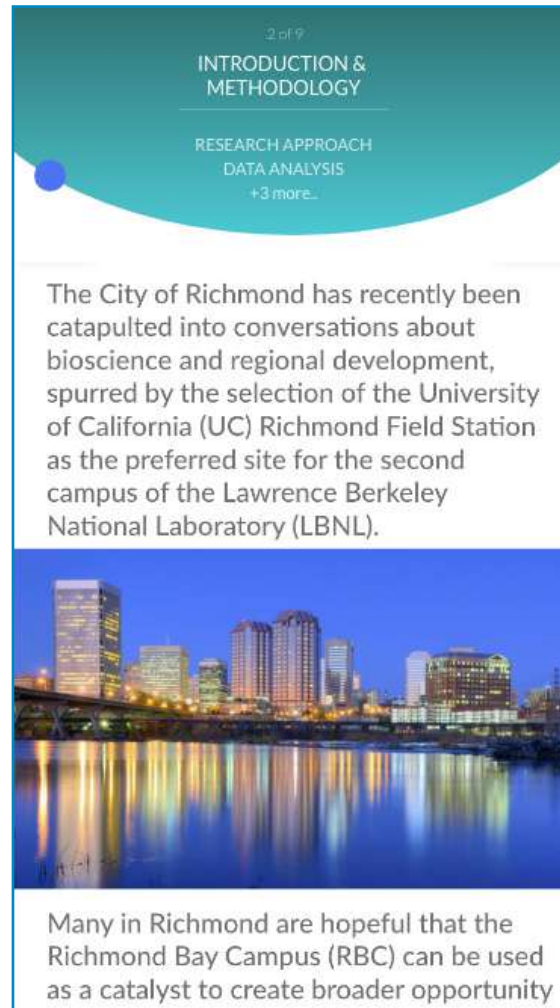


FIGURE 2.29

SCROLL II

Exploring the possibility of an inorganic scrollbar.

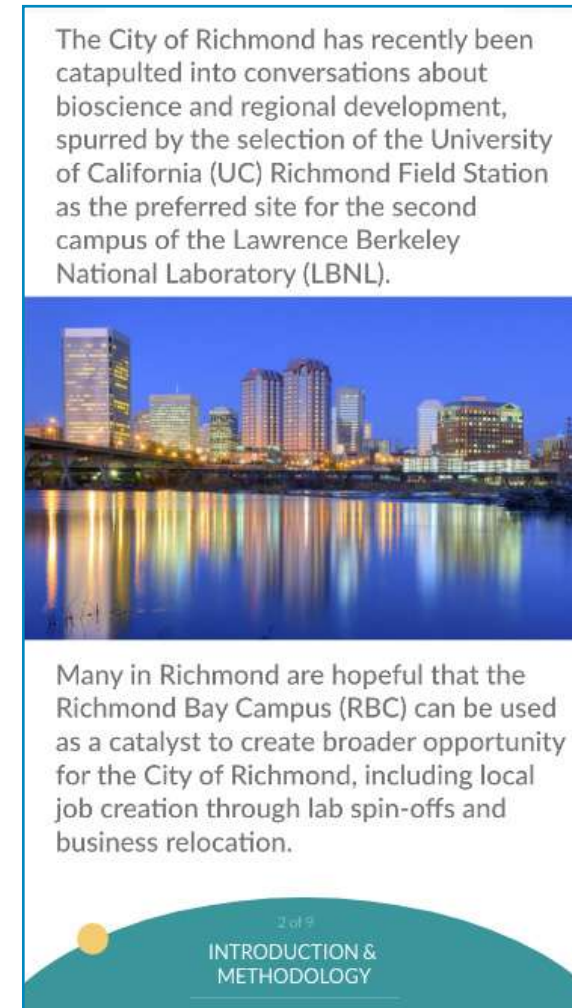


FIGURE 2.30

SCROLL III

Exploring the possibility of an inorganic scrollbar.

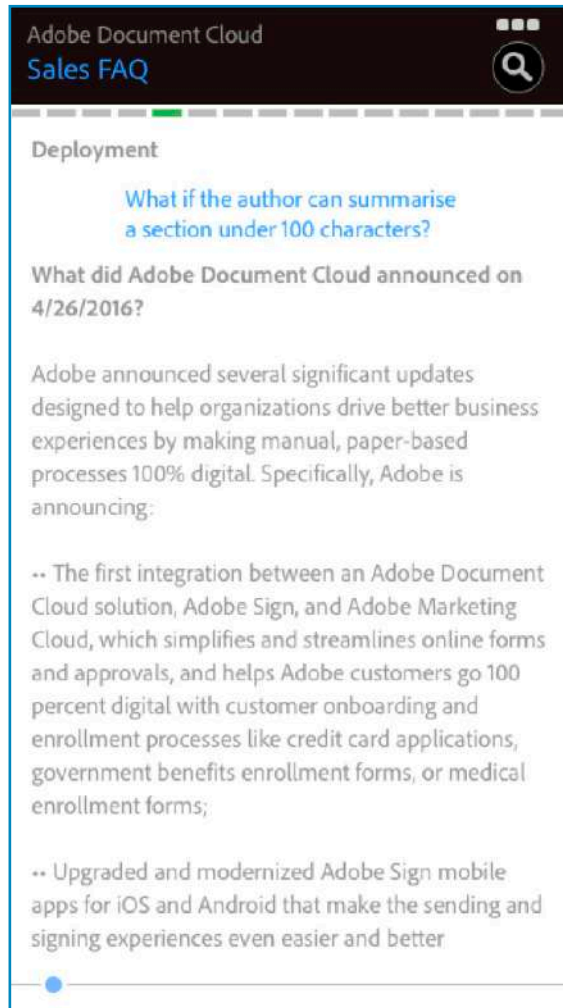


FIGURE 2.31
TWO SIDE BARS
Two types of scroll bars. One for the section and one for the sub-section.

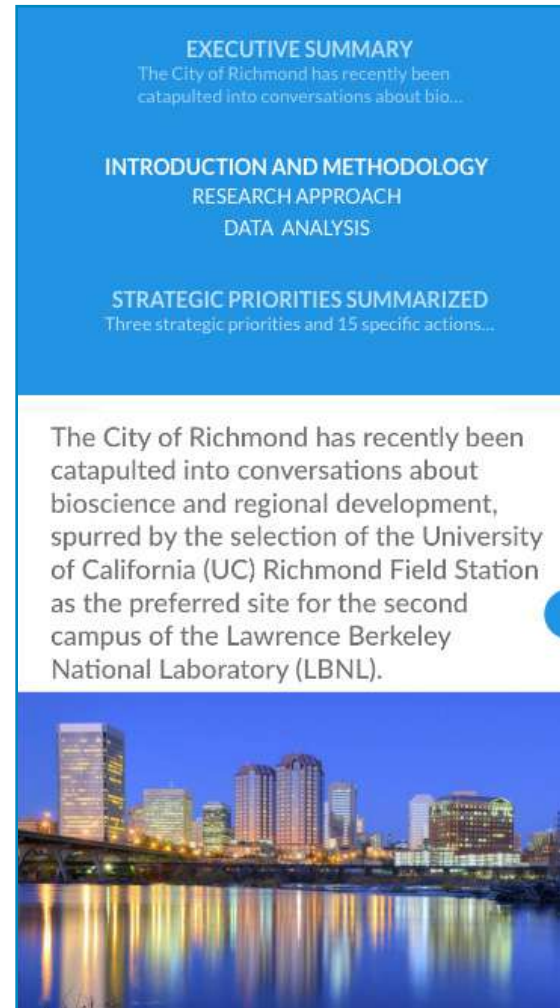


FIGURE 2.32
TOP BAR EXPLORATION
Pulling the top bar shows the section and the sub-section you're present in.



FIGURE 2.33
TOP BAR EXPLORATION
Fully pulling the top bar shows all the sections and the sub-sections. It is an extension of the timeline concept.

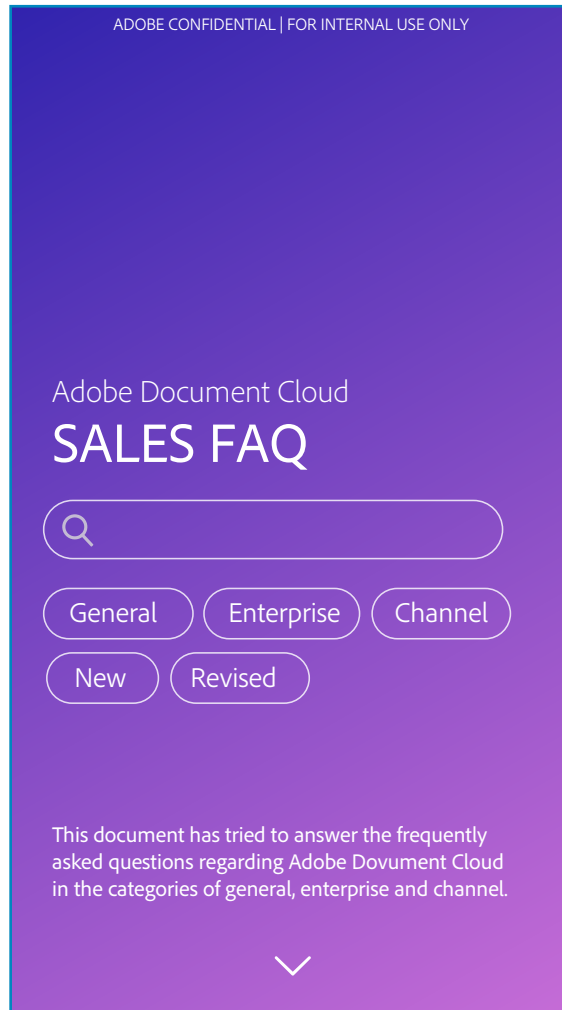


FIGURE 2.34

SEARCH SCREEN

In a Sales FAQ document, you ideally have queries to 'search' for.

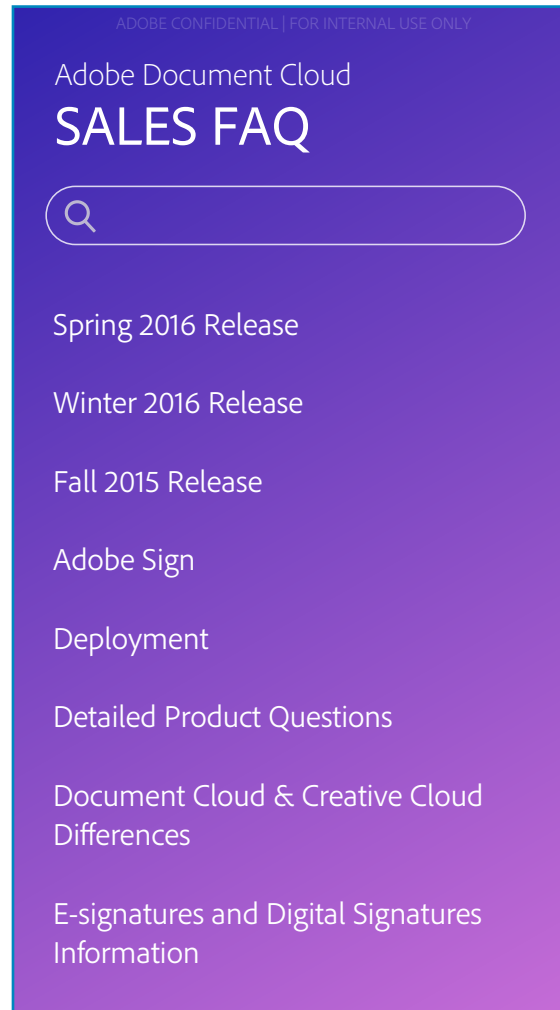


FIGURE 2.35

SCREEN + TOC SCREEN

A search bar with popular topics of interest can be a way.

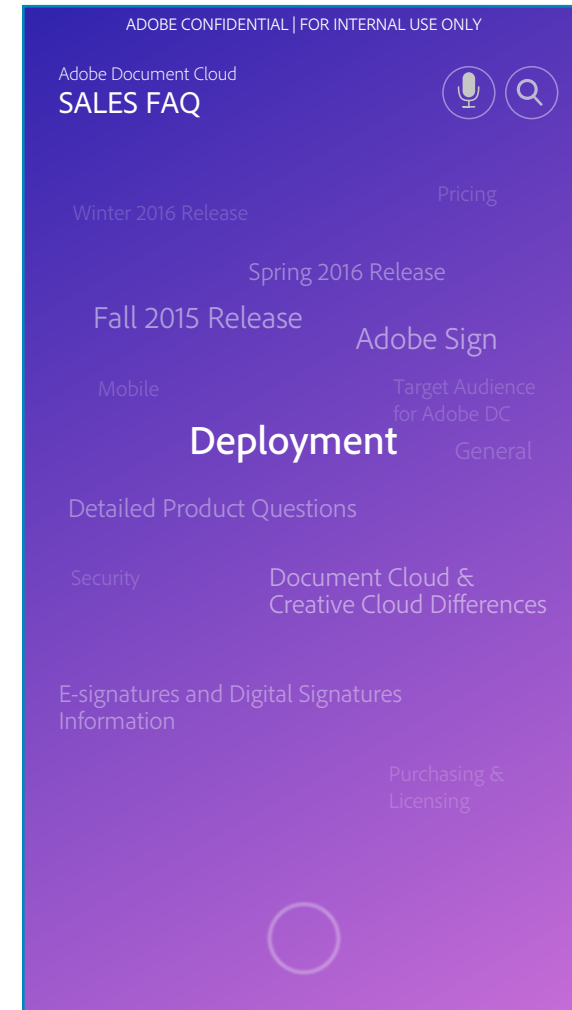


FIGURE 2.36

WORD CLOUD

Exploring the possibility of tagged words forming a word cloud.



FIGURE 2.37
DOUBLE FILTERS
 Word cloud changes its position based on a second filter.

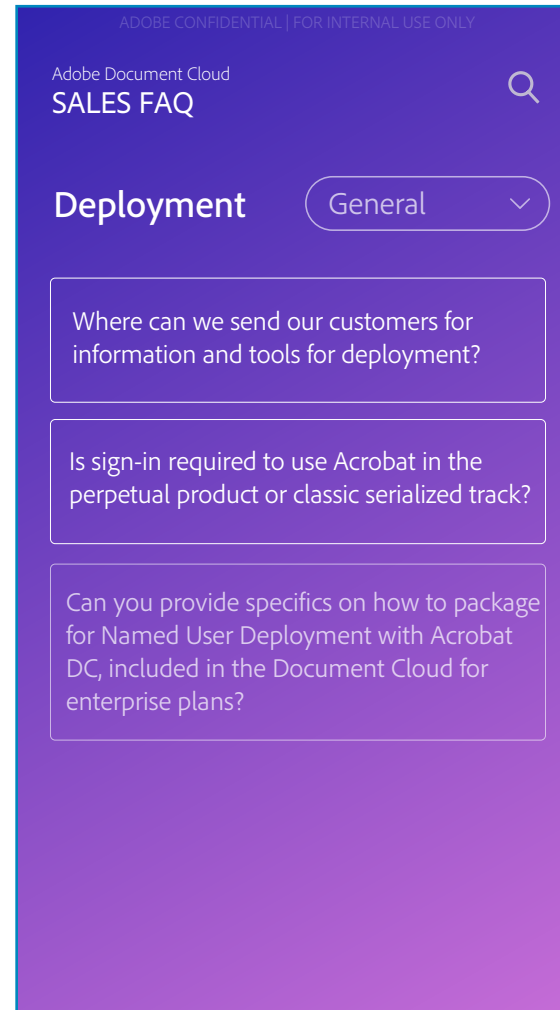


FIGURE 2.38
THE CONNECTION
 The sections are tagged along with a second tagged filter that can let you look at the tag you are looking for

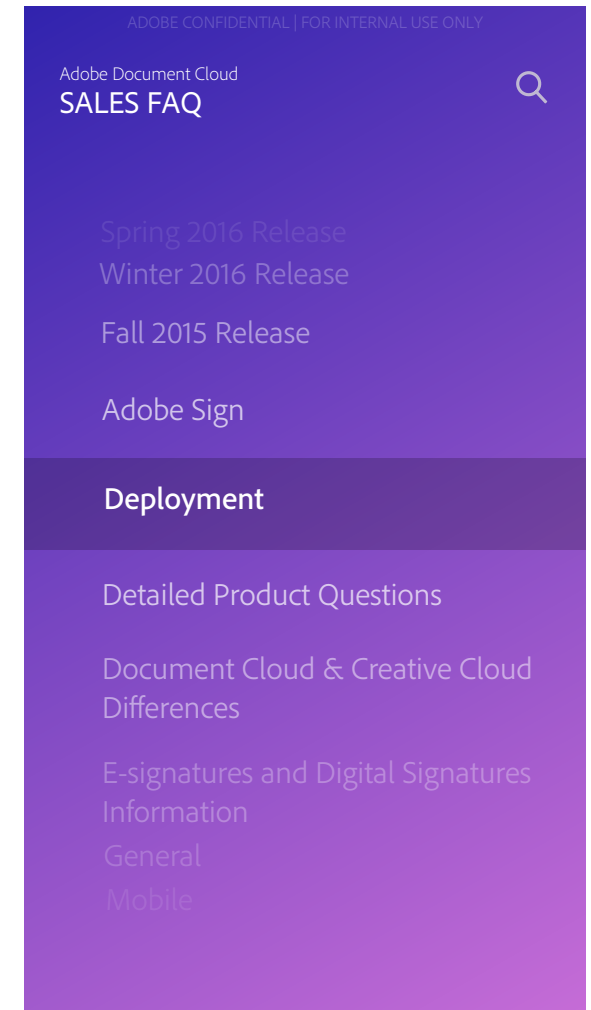


FIGURE 2.39
WORD CAROUSAL
 Words are aligned as a vertical word carousal.

Exploring navigation along with the lengths of each of these sections between these content units (now established as cards)

CARDS + NAVIGATION + LENGTH

Apart from exploring the the 'number of words' paradigm, the '_-minute read' paradigm, these explorations particularly aimed at representing the length of the content visually.

The visual metaphor of length of the content was explored.



FIGURE 2.40

TOC I

This timeline like TOC shows the lengths of the content based on the gaps between them.



FIGURE 2.41

TOC II

Also, coupled with a quick draggable scrollbar, it shows lengths of the content based on the gaps between them

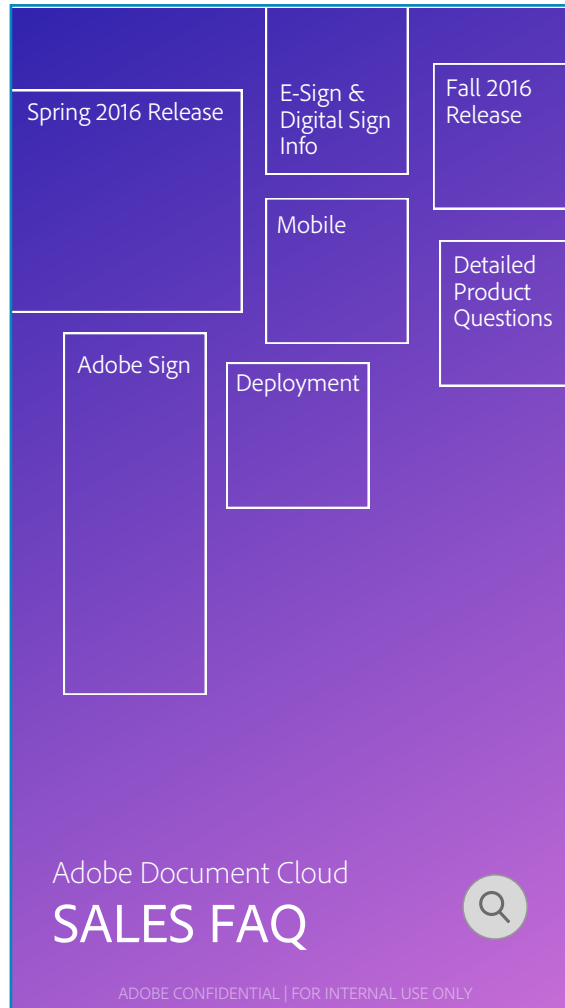


FIGURE 2.42
TOC III
The area shows the length of the content.

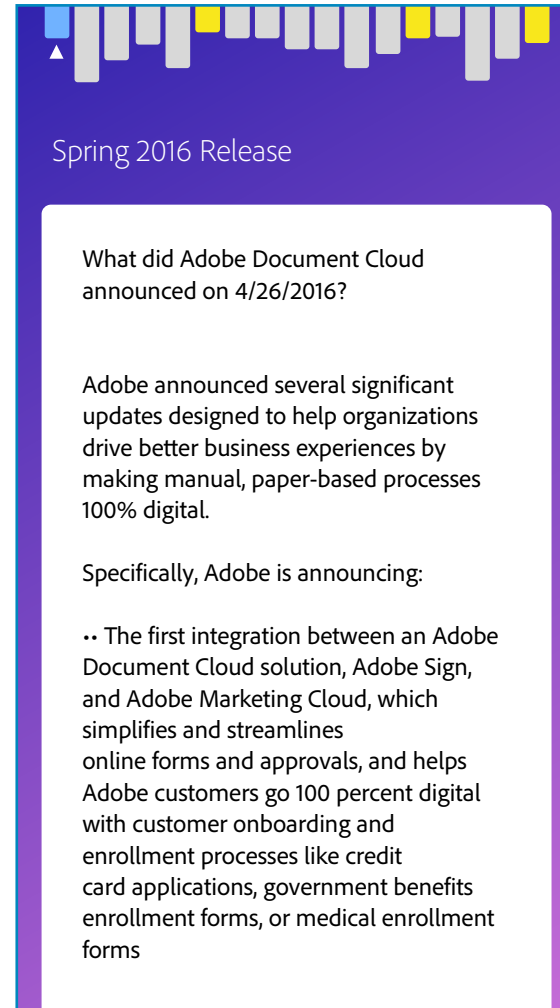
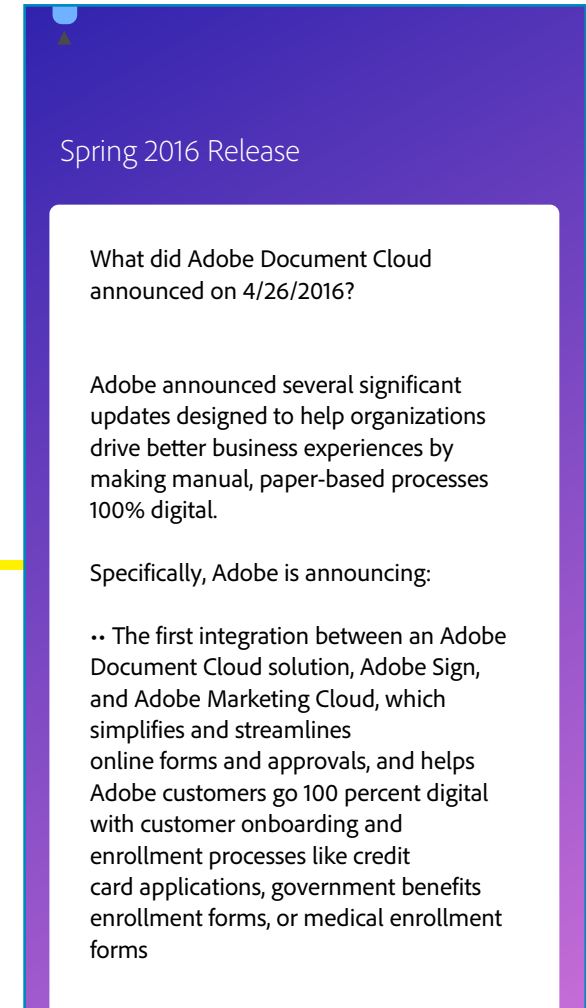


FIGURE 2.43
SOUNDCLOUD-LIKE
This soundcloud like exploration shows the length of the content up front, dragging and releasing it takes you to the particular section in the document.



Exploring the idea of document home

CARDS + NAVIGATION + LENGTH + OVERVIEW

The idea of overview or “document home” originated from having a summary or the or TOC.

These explorations paved way for having a section summary, or being able to access sub-sections or sub-chapters in its concise view.



FIGURE 2.44

TIMELINE I

The basic timeline. It is visually appealing and lets the user make a choice as to what to pick.



FIGURE 2.45

TILES

This concept mainly shows all the information upfront.



FIGURE 2.46

TIMELINE II

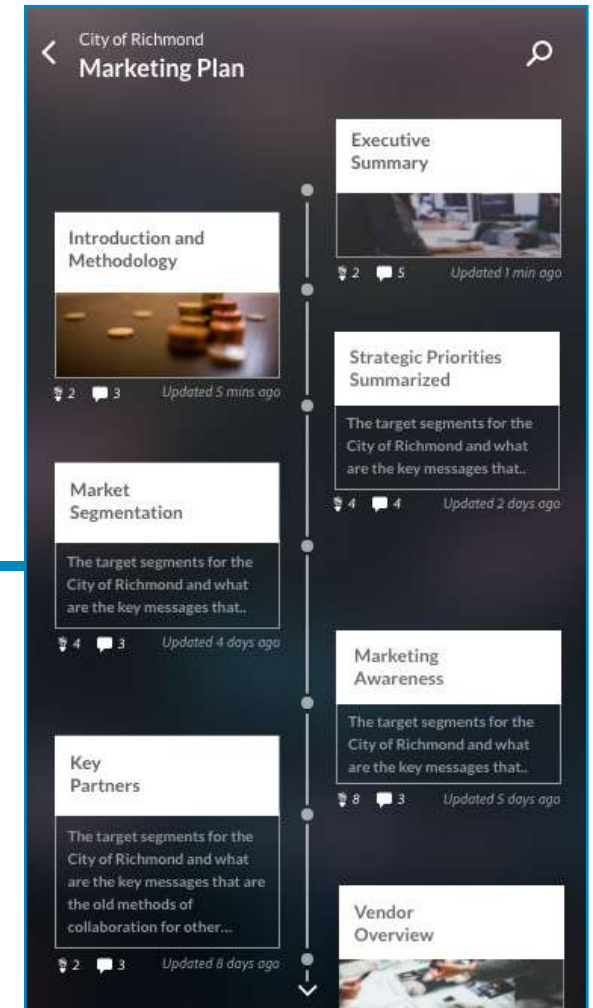
The basic timeline with more insights about comments and sensei magic.



FIGURE 2.47

THE DOCUMENT COVER PAGE

The document cover leads to the basic timeline with more insights about comments and sensei magic. It has summarised text.



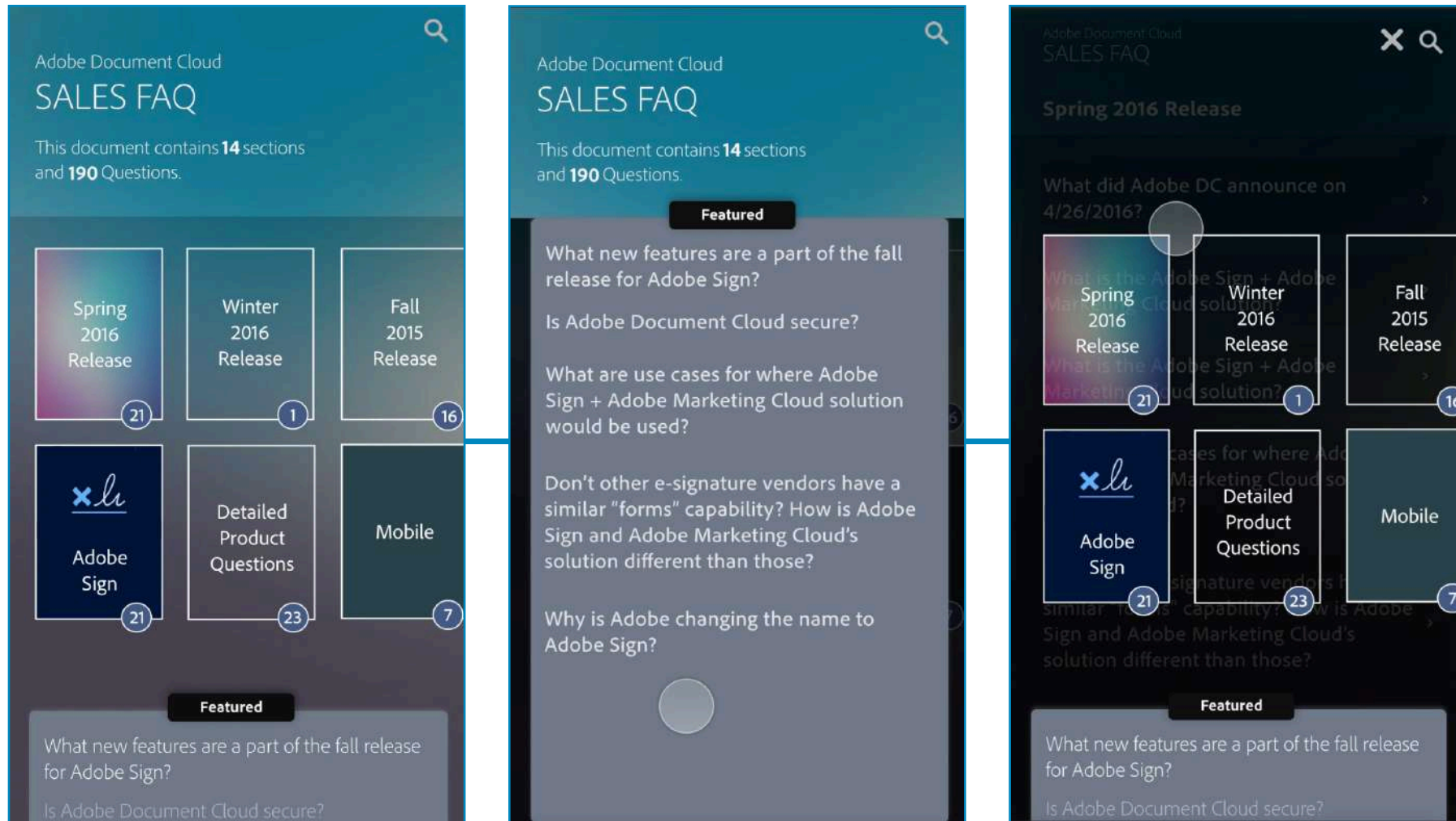


FIGURE 2.48

MODAL

The section carousel layered in two shows the number of sub-sections and has a bottom sheet that shows featured content. It also shows a search bar. Upon entering a section, the modal at the top right can always be accessed.

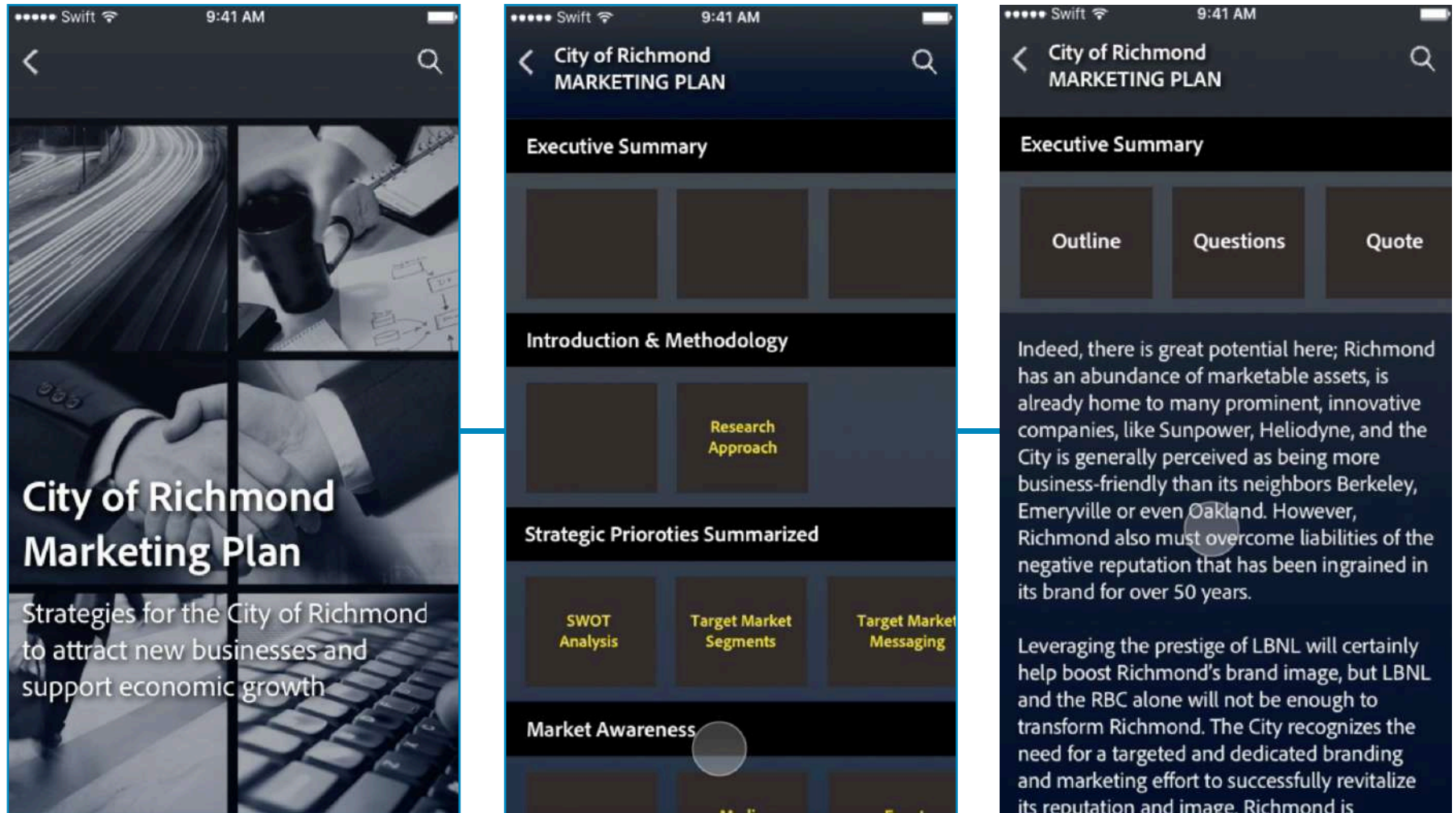


FIGURE 2.49

HORIZONTAL SCROLLS ACROSS SECTIONS

Upon entering a document, sub-sections can be accessed in the format of a carousel layed out under each section. Clicking on a section, shows the content present under it and the highlights of it.

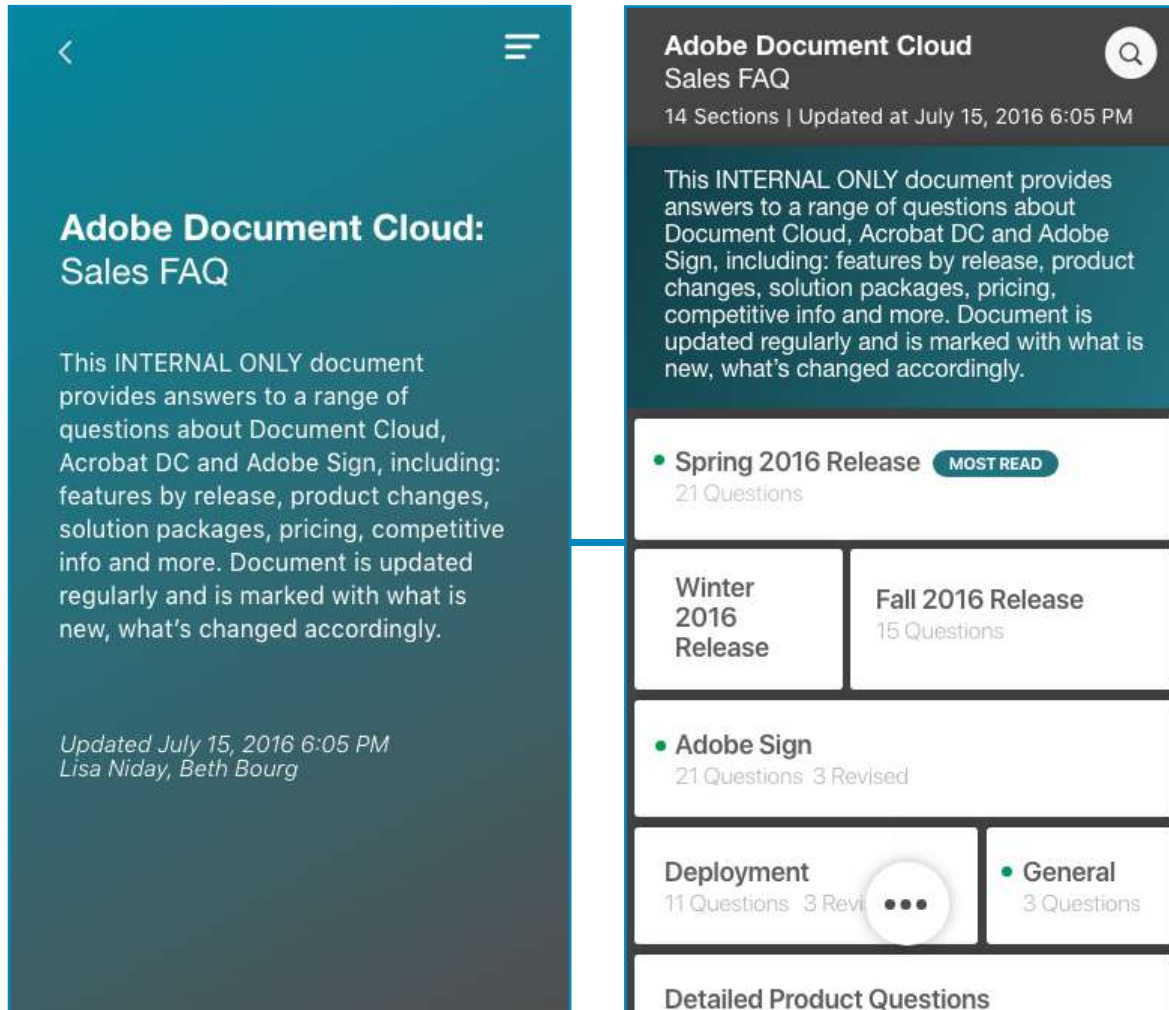


FIGURE 2.50
SECTION TILES

The document home shows way into a tile like environment where sections are aligned based on their widths.

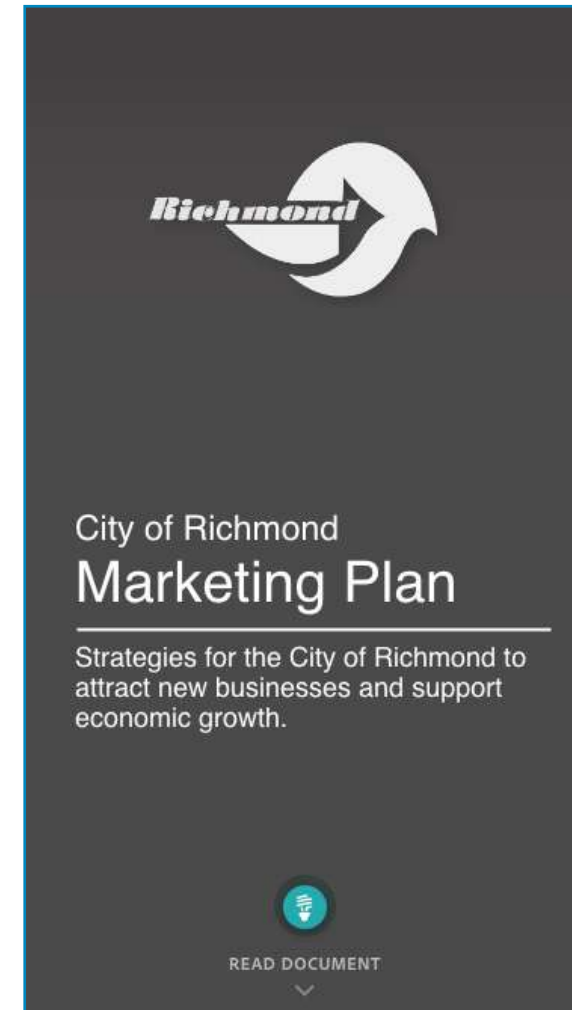


FIGURE 2.51
SENSEI MAGIC

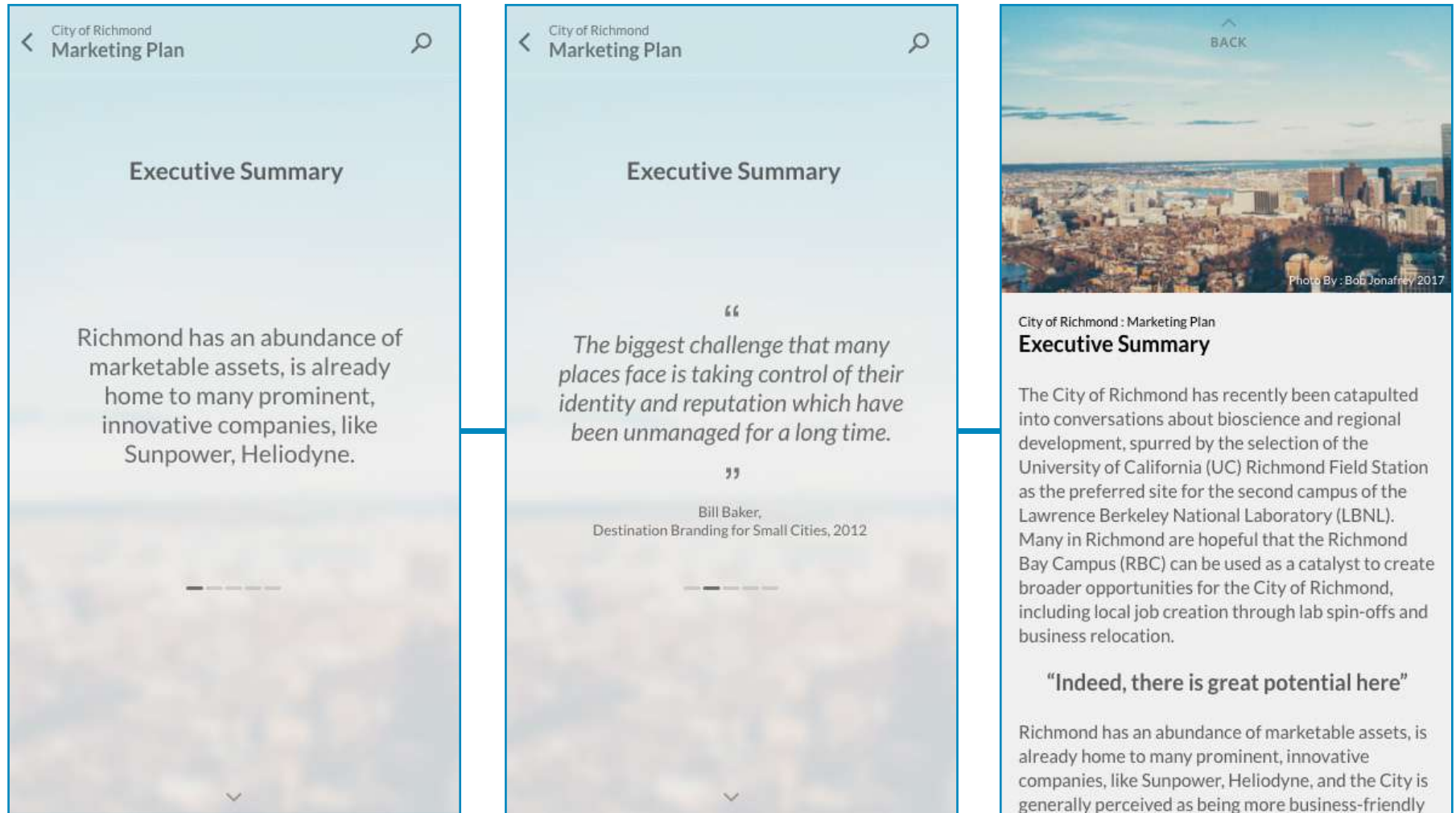


FIGURE 2.51

SENSEI MAGIC

Upon entering the document, you're taken to the summary view, the concise of the document. Deep dive into the document by tapping on the down arrow.

LEARNINGS AND TAKE-AWAYS FROM THE CONCEPTUAL DESIGN PHASE

Though a lot of ideas with respect to interaction patterns and information design patterns flourished, these were only parts of an entire experience I was trying to build.

Every screen in the conceptual phase had catered to only a type of document type and it was important to keep in mind about the scalability of documents across one pattern and provide the user with a proper end-to-end consumption experience.

At this stage, it was important to look

at more work documents and how knowledge workers authored these documents. Also, a bit of validation from the Product managers and other fellow designers helped me understand the expectations while a user is going through these work documents that are primarily targeted at the knowledge workers.

Useful feedback at this phase:

- Not VR or AR for those release
- Card based
- Quick summary
- Consuming something that is highly structured
- Take boring doc into cool readable doc
- How text is captured -
 - How get them to add structure when authoring
- ML areas to apply

- Doc summarization
- Importing old documents
 - Any tedious work that people wouldn't do if it weren't for ML
- Consumption experience is a priority - not just reading, but acting on it.
 - Consume and act!

RESTATEMENT OF BRIEF

To create a delightful document consumption experience for work documents of the future (<1 year) for knowledge workers.

A large, light blue, stylized number '03' is positioned on the left side of the page. The '0' is a simple, rounded shape, and the '3' is composed of two thick, slanted strokes. The text 'DETAILED DESIGN PHASE' is overlaid on the right side of the '3' in a bold, dark blue, sans-serif font.

**DETAILED
DESIGN PHASE**

CONCEPT 1

EXPERIENCE MAP

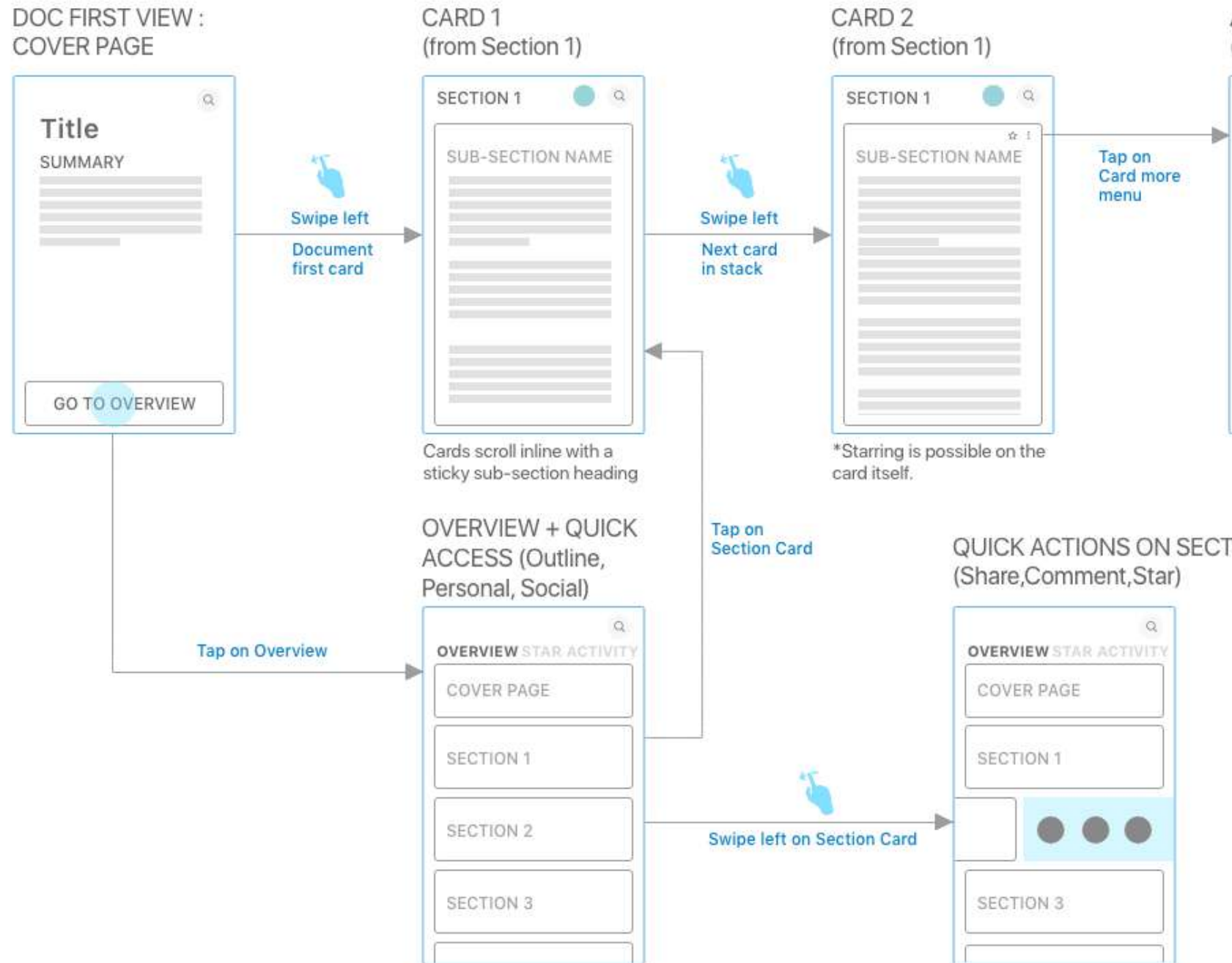
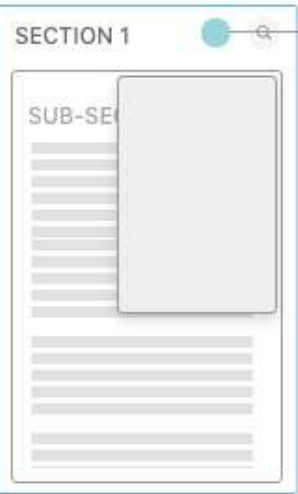


FIGURE 3.01
 EXPERIENCE MAP - CONCEPT 1

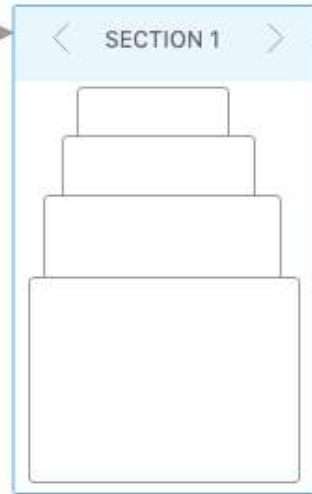
This is like a dashboard for the document, with a focus on content. Favorites/flags and Social feed activity can be accessed as well

ACTION MENU
(Share, Comment, Edit)



Tap on
Z-nav icon
from any card

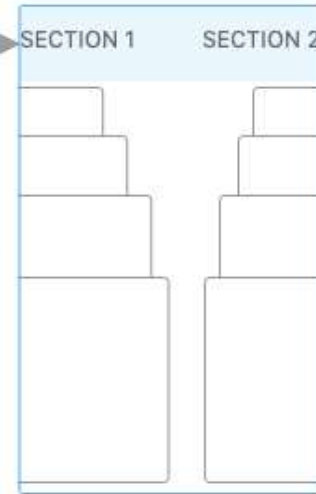
Z-axis QUICK
NAVIGATION MODE



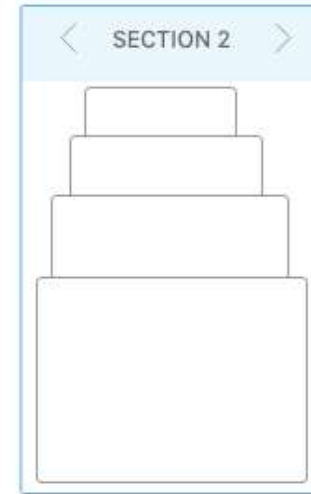
Scroll up or down to access
cards in a section (?)

Swipe left
or right to
switch
sections.

(or tap on
the prev/next
arrows)



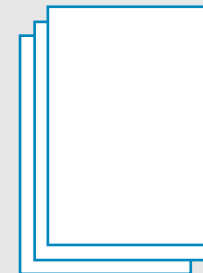
Intermediary state



Section updated

ION

INFORMATION MODEL



Every sub-section is a card.
A stack of cards make a section.

CONCEPT 1

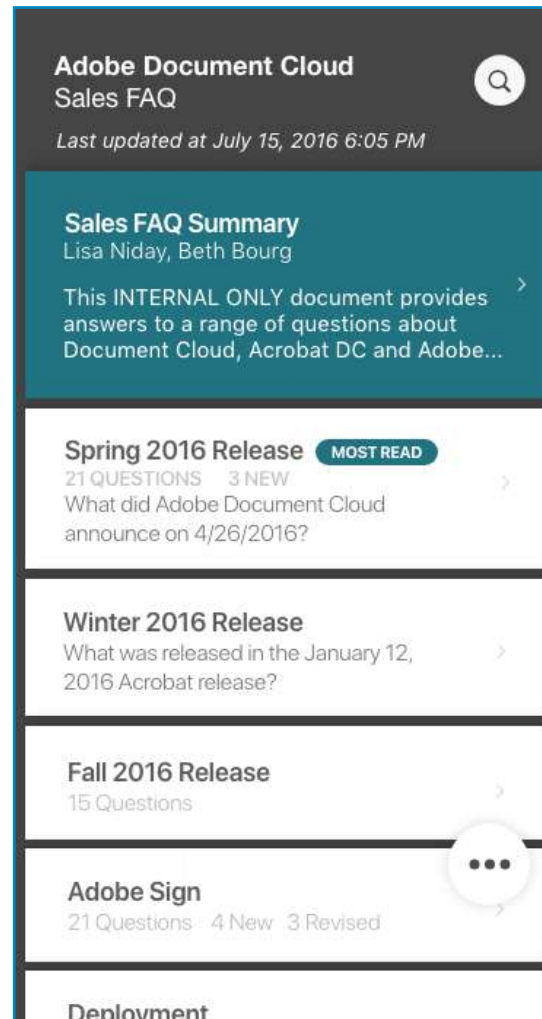


FIGURE SERIES 3.02

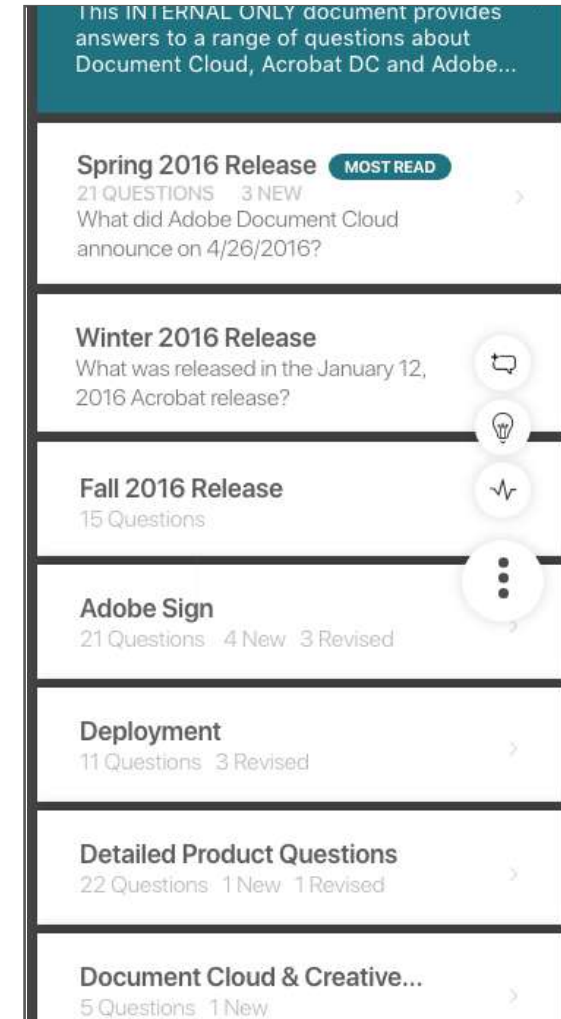
CONCEPT 1 SERIES

Upon opening the document, the user sees the cover page. The cover page has the summary, possibly a background image.

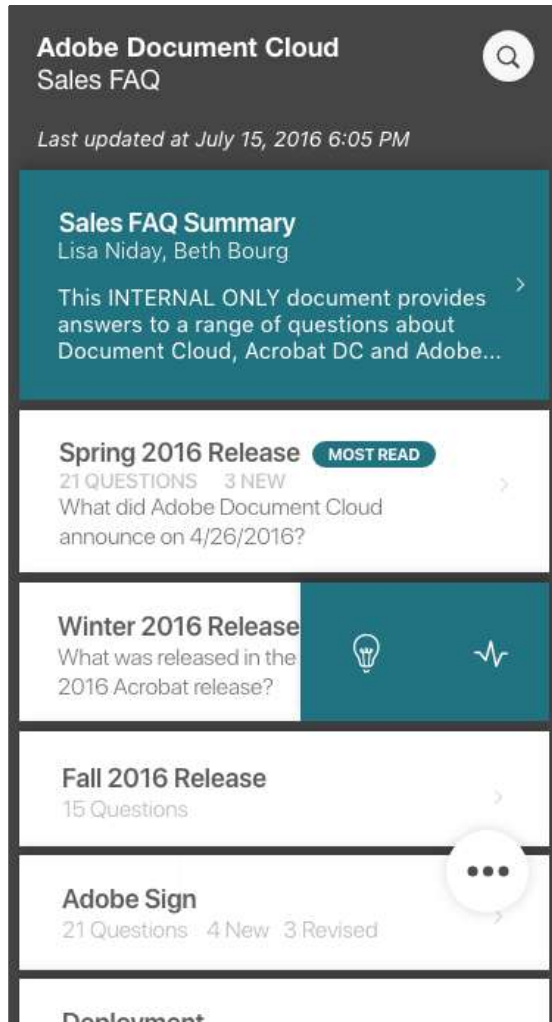
Concept 1 was conceptualised by Manasi Agarwal, Pranava and Varinder Saini - Project Team



Upon tapping the cover page, user can enter the landing screen. Upon swiping right, user is again able to open the first card of the first section in the document.



The overview opens with the list of contents and their outline/metadata. The overview shows "Last updated" under the heading and upon click, takes you to a screen which has all the activity relevant to the document.



An exploration if a Floating Action button would be absent, It only shows activity and insights upon swiping left upon a particular tile.

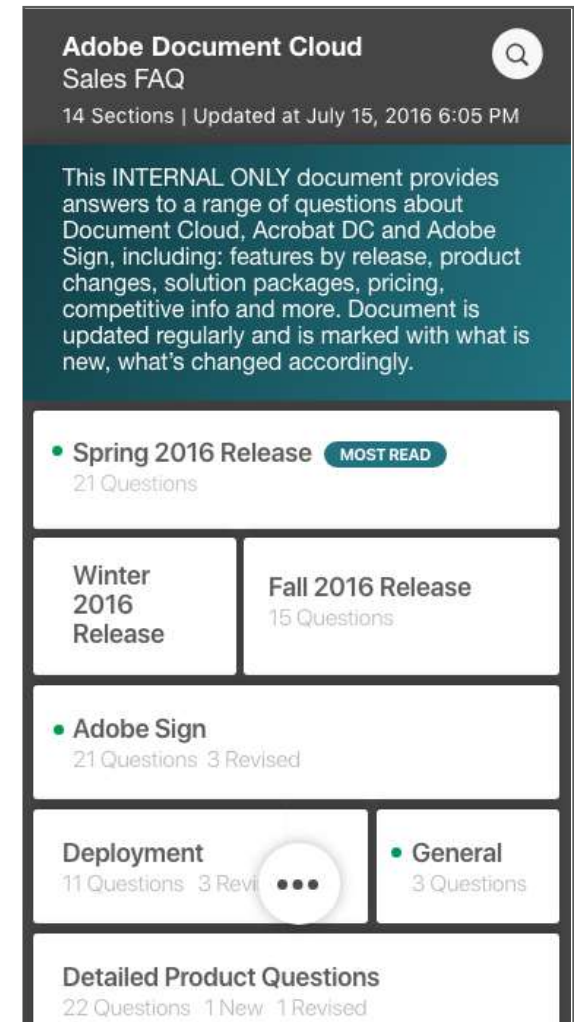
Activity is defined as all social activity in chronological order, including posts, likes, followers, mentions, and more on that particular content piece. Activity log also allows users to manage what is visible on their page.

Insights is the capacity to quickly gain an accurate and deep understanding of a content piece/chunk

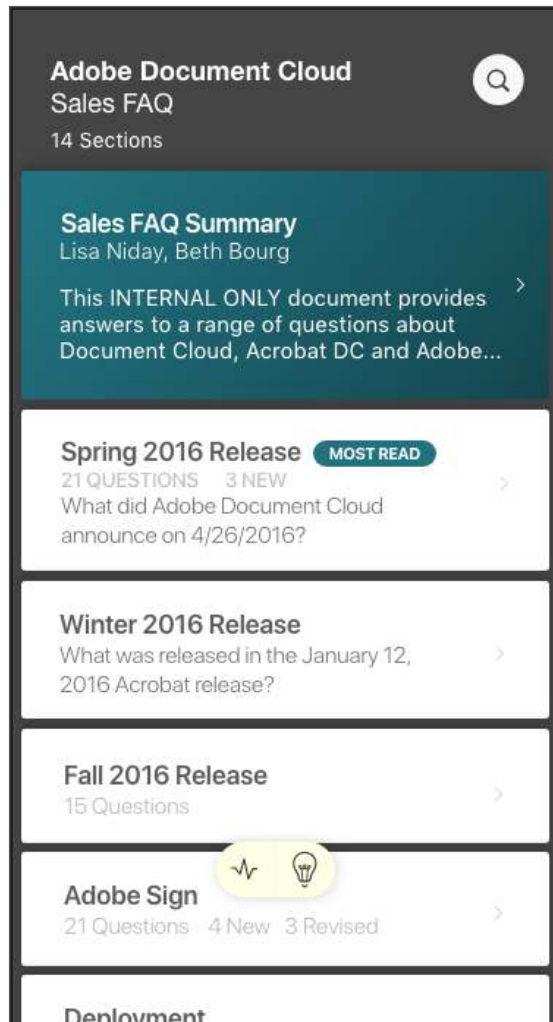
The Floating action button allows you to make certain decisions contextual to the document, whether it is viewing insights, activity or commenting.

All of the information is in cards. Long tap on the background can show up the list of cards arranged in a carousel. The FAB is content across cards (Subsections), sections and document

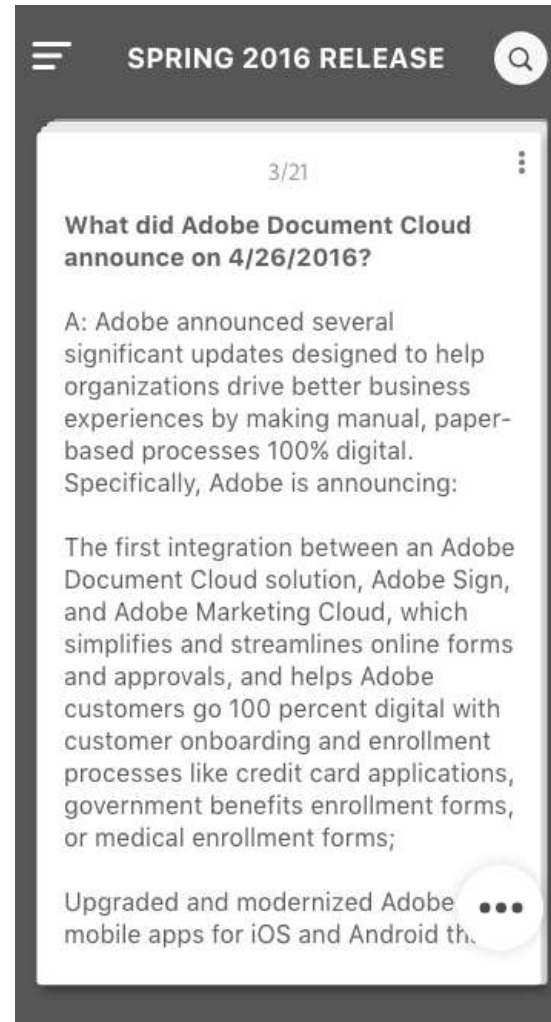
Vertically, The user can navigate between the cards (Subsections) and the arrows allow the user to navigate between the sections.



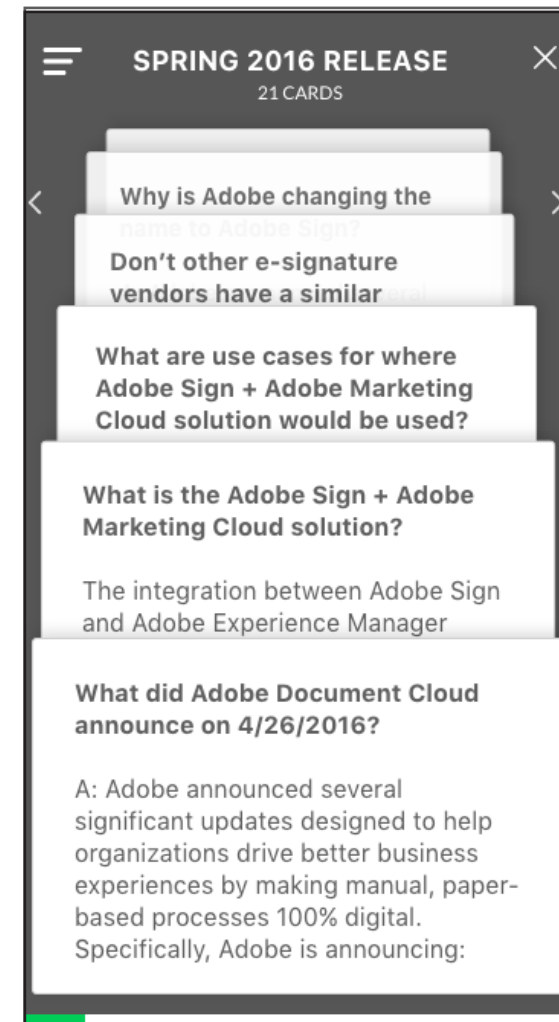
The FAB is present and If every section could be broken down as tiles based on the amount of information they hold. The green dot on the sections show what is new.



Another exploration of the floating button concept where the primary buttons that are most used are in focus.



All of the information is in cards. Long tap on the background can show up the list of cards arranged in a carousel. The FAB is content across cards (Subsections), sections and document

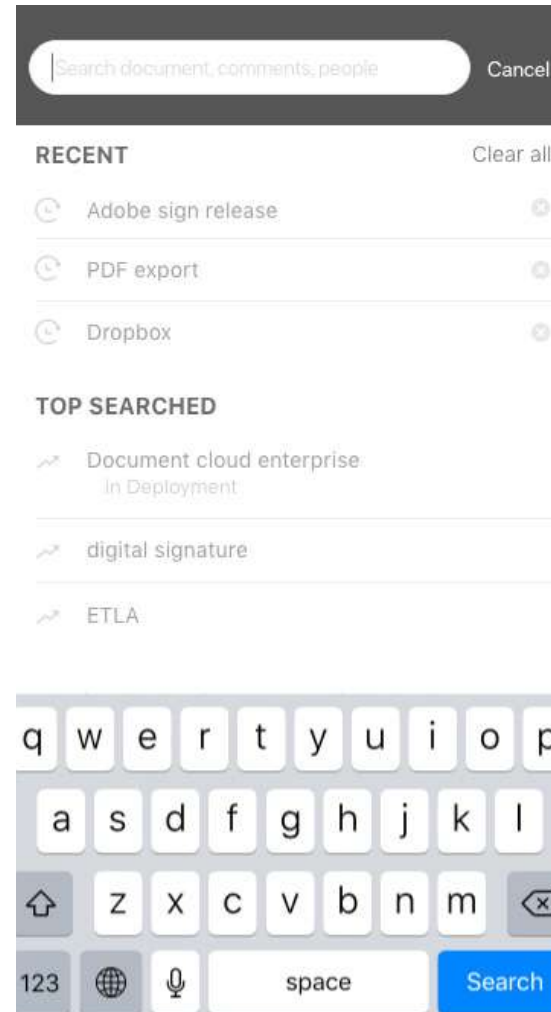


Vertically using the rolodex like structure, The user can navigate between the cards (Subsections) and the arrows allow the user to navigate between the sections.



Search page

A search page that allows the user to search content, tags and people.



This screen shows when the user wants to start typing something.

It is understood that cards are a convenient means of displaying content composed of different types of objects. They're also well-suited for presenting similar objects whose size or supported actions can vary considerably, like photos with captions of variable length. The overflow menu at the side allows the user to export/share this particular chunk of card unlike the models that allow you export the entire document. Thus, this is beneficial in a way when collaboration is planned because authors for that particular content unit may want to review, work or author in the same single-card environment.

Upon clicking the search icon on the overview the user is led to a full page of trending and recommended content. When the user hits on the search bar, he/she is able to see recent searches and the top searched queries as well.

Upon typing, search interaction is trying to predict what you are searching for and suggests autocomplete.

USER TESTING - CONCEPT 1

“What do I click next?”

“The tiles don’t feel intuitive enough to be clicked”

“I didn’t know I could find ready information by clicking on insights”

“It’s confusing”

“I like the rolodex view, but i’m not sure if it’s scalable across all documents”

- Users wanted tapping on sections to expand the list of cards in them.
- Users wanted tapping on right or left of card to go to the next or previous card.
- Users complained that they did not know on a card if they needed to scroll vertically to see more text on the card until they wasted a gesture trying to scroll and failing. They want a clear visual indicator if vertical scrolling is necessary to see the complete card.

Rolodex (stack of cards for scrolling)

- Users were unhappy with how previous and next section worked.

Users complained about not having context of where they are in the document.

User testing done by Carl Dockhorn, Project Team

LEARNINGS

Always have the context of what you are reading. (without extra clicks). It is important to find the key points without scanning through dozens of pages in the document. After placing severe emphasis on Machine learning and NLP, why haven’t we really leveraged that capability to try and create small bits of information that is important and relevant to the user

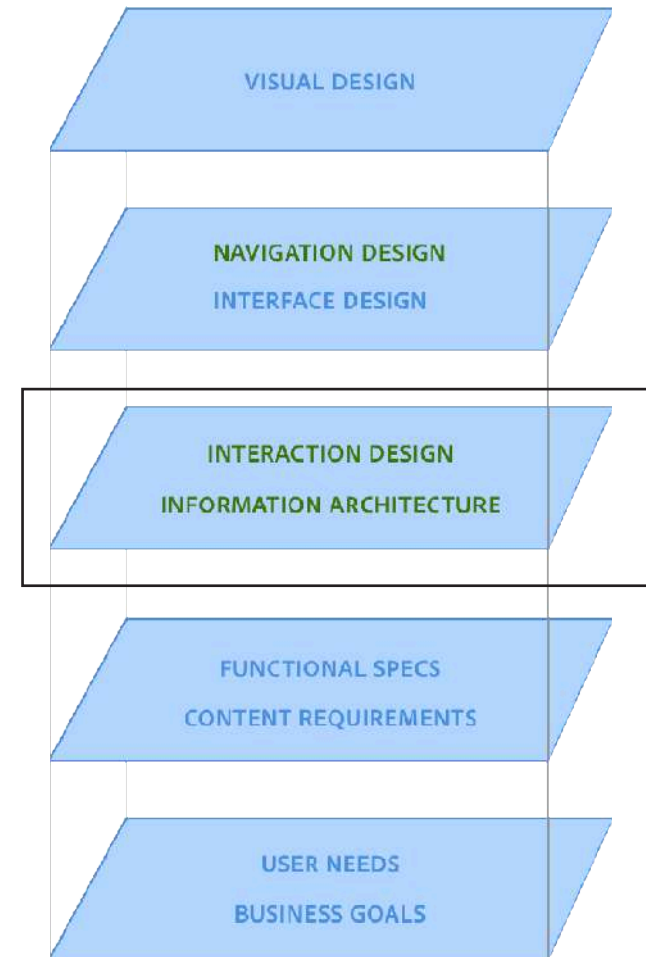
Tap on the point you’re looking for and directly jump into that section. Emphasis should be on Information. An interaction design model is only as good as the information design it represents.

Summing it up:

Traditional writing does not work well
Needs a different structure
High cognitive load of prototype did not help
Quick navigation/skimming wasn’t solved.

FEEDBACK

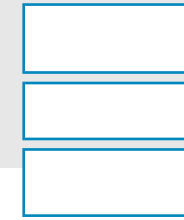
Nail the navigation model first.
Concentrate on seamless consumption experience.



Back to the basics,
ELEMENTS OF USER EXPERIENCE FOR THE WEB
Developed by Jesse James Garret in 2000

CONCEPT 2 - EXPERIENCE MAP

INFORMATION MODEL



Every section is a card.

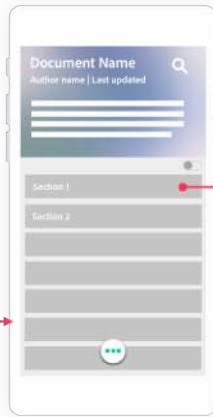
Cover Page -
Document Summary
with an FAB that is always present
across all screens.



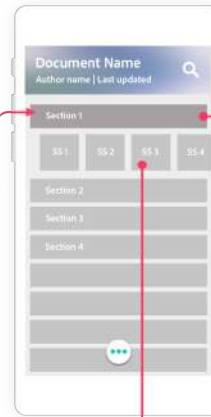
Cover Page -
Document Summary



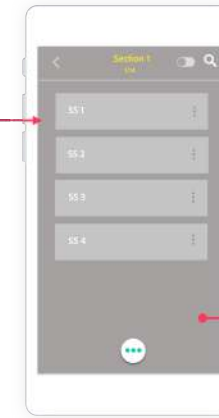
Landing Screen
Search, Table of contents
and quickview.



Overview Screen
Drag and release to see the
subsections while summary
goes hiding.



Content
Every section is an expandable card.



TAP/SWIPE RIGHT
Landing Screen

Collapse all/
Show all

TAP on back button
Landing Screen

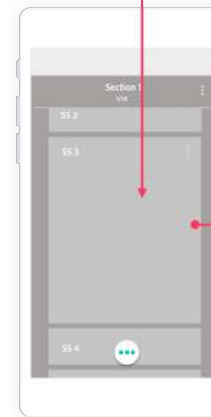
Swipe Right
for Next Section



Activity



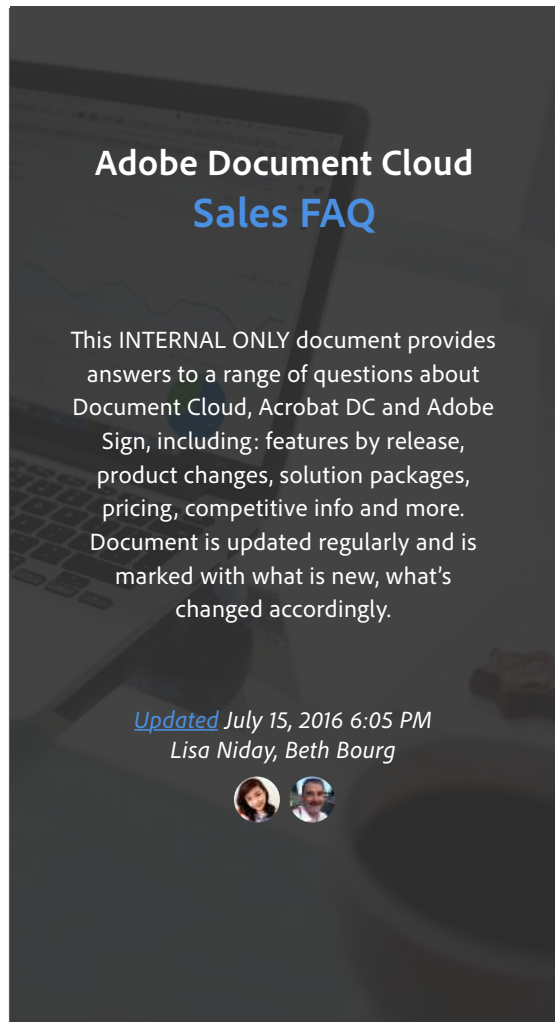
Starred Content



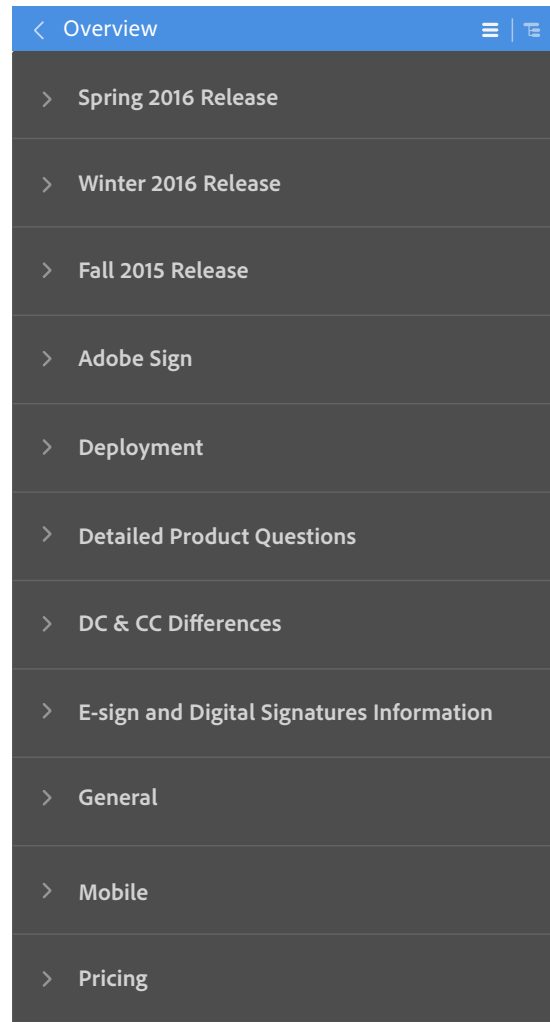
3D touch



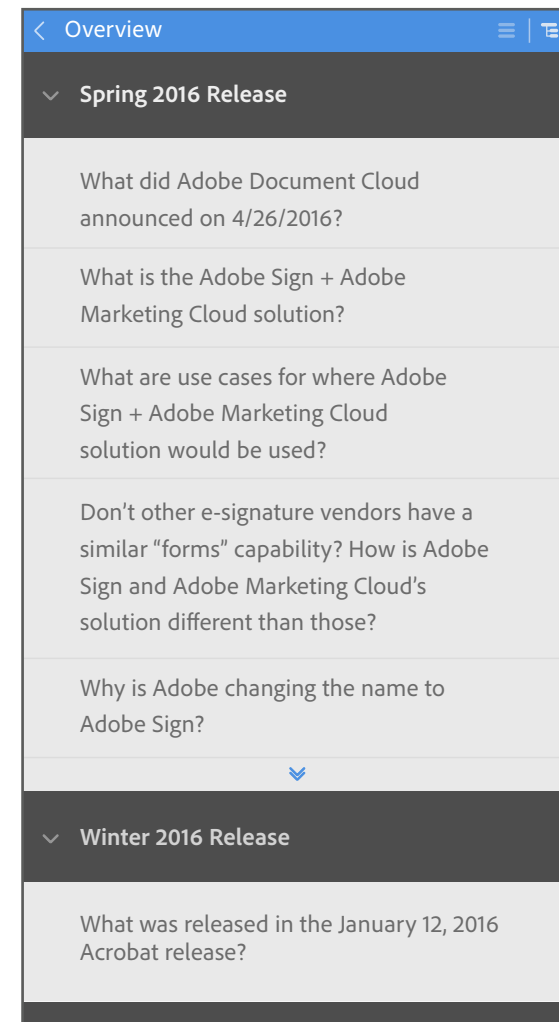
CONCEPT 2



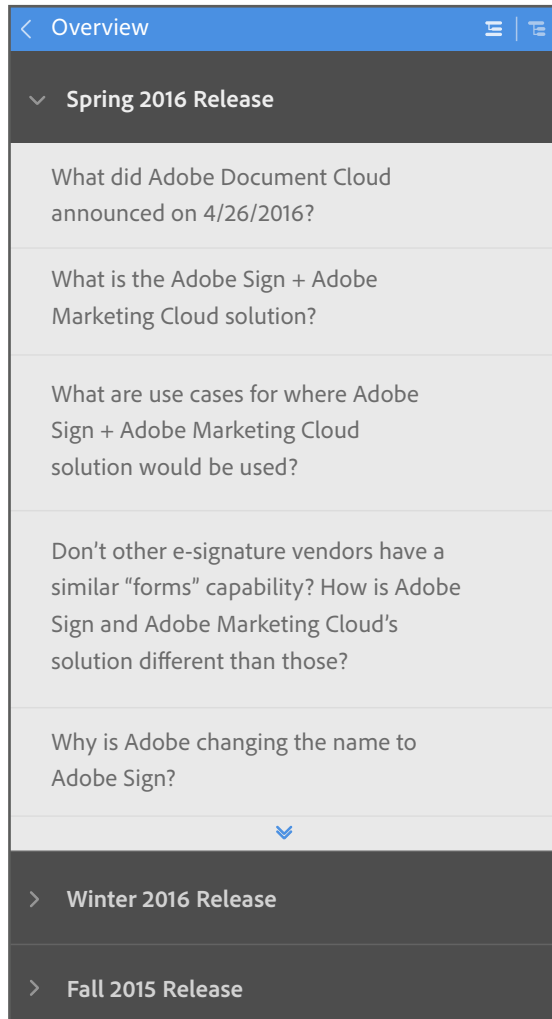
This is the summary screen. Clicking anywhere on the summary screen, will take you to the list of contents with their outline and number of sub-sections present in the document.



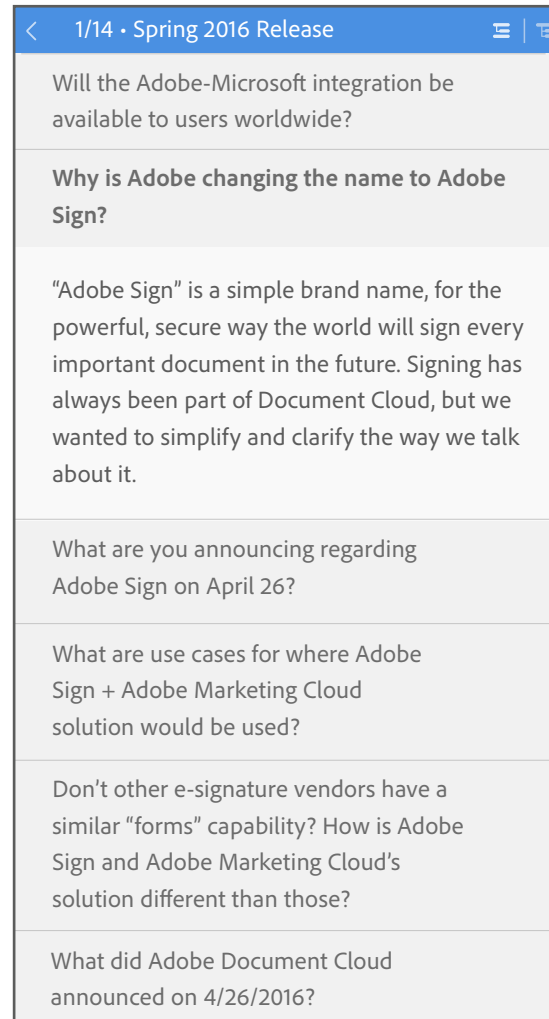
All the sections in the document are shown right after tapping the summary screen. Everything is collapsed initially. The toggle at the top right helps you expand sections into their sub-sections on the screen.



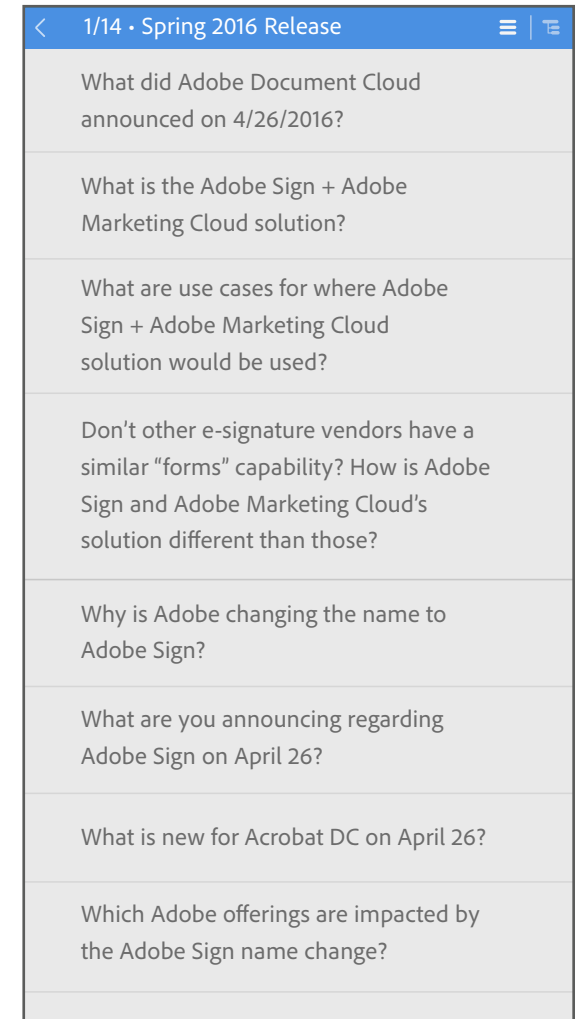
This is the expanded view mode of the sections. Also the section headers visible in the overview can be individually expanded or all the sections can be expanded.



Tapping upon a sub-section in the overview also will also take the user to the section card and will expand only sub-section the user tapped on.



Tapping upon a section in the overview will take the user to the section card. All sub-sections are shown expanded and linearly arranged. All sub-sections in a section are expandable/collapsible.



The toggle functions are explained in the next page

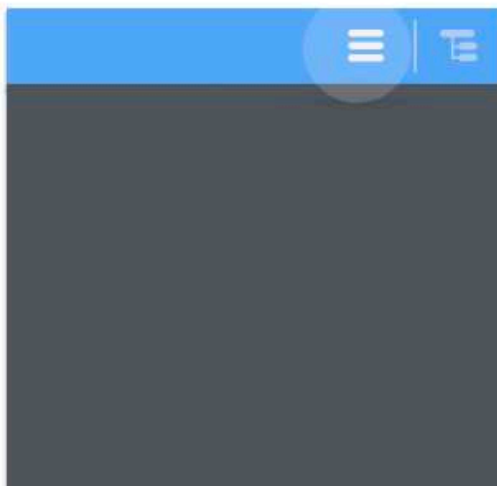


COLLAPSED STATE
User can tap on this icon to collapse all sections or sub-sections

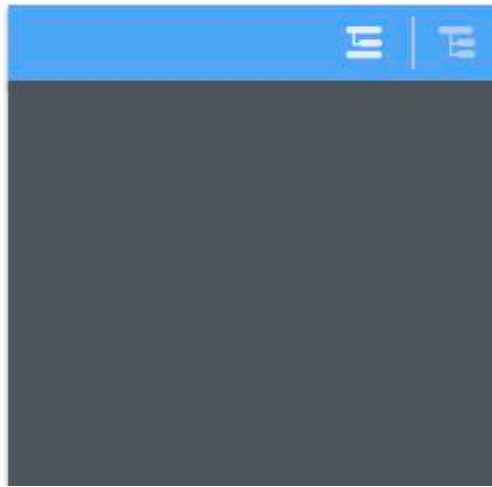
SEMI-EXPANDED STATE
When user expands some sections or sub-sections, The collapsed state icon *automatically* changes into semi-expanded state.

EXPANDED STATE
User can tap on this icon to expand all collapsed sections or sub-sections.

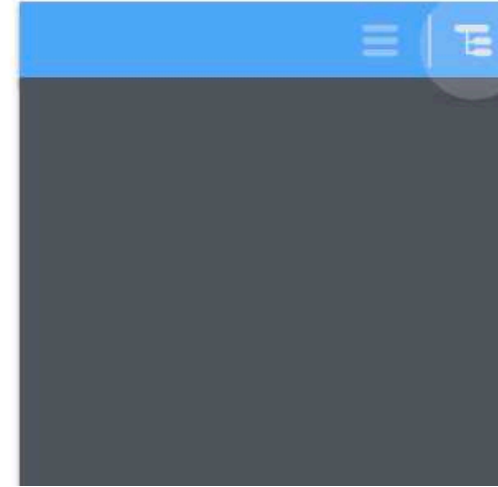
All sections or sub-sections are collapsed



Some Sections or Sub-sections are open



All sections or sub-sections are expanded





TAP TO EXPAND A SECTION

User can tap on this icon to expand everything under a section.



TAP TO COLLAPSE A SECTION

User can tap on this icon to collapse everything under a section.



TAP TO SEE MORE

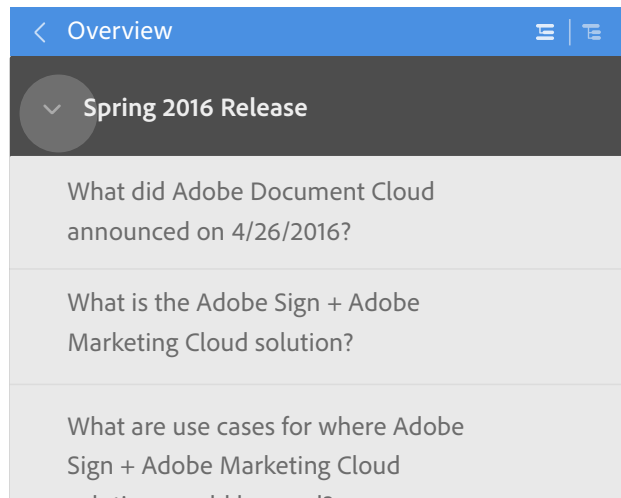
User can tap on this icon to read everything under a certain content chunk (section/sub-section)



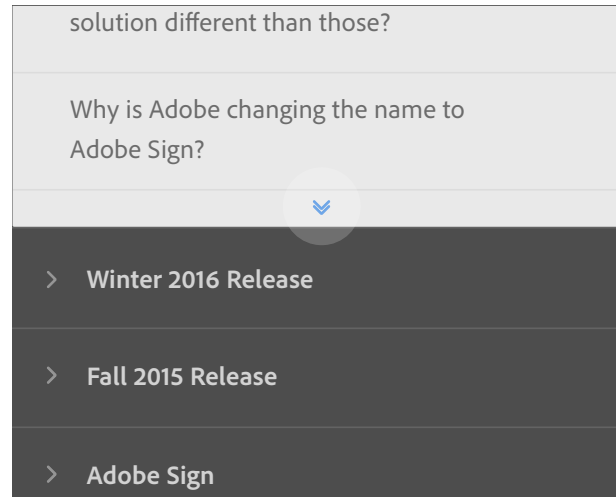
TAP TO SEE LESS

User can tap on this icon to truncate extra information.

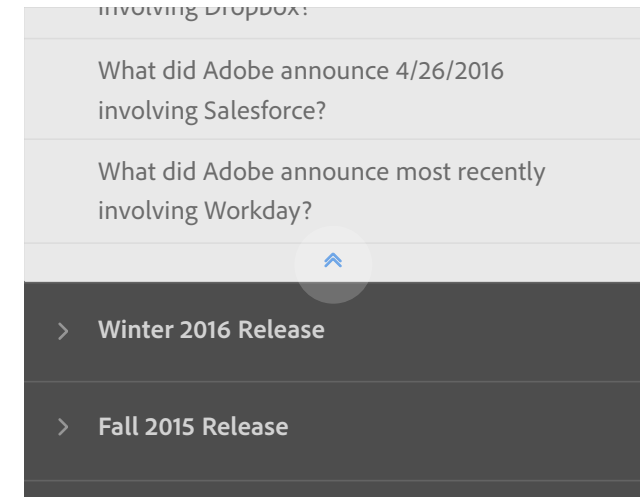
Tap to **collapse** this section

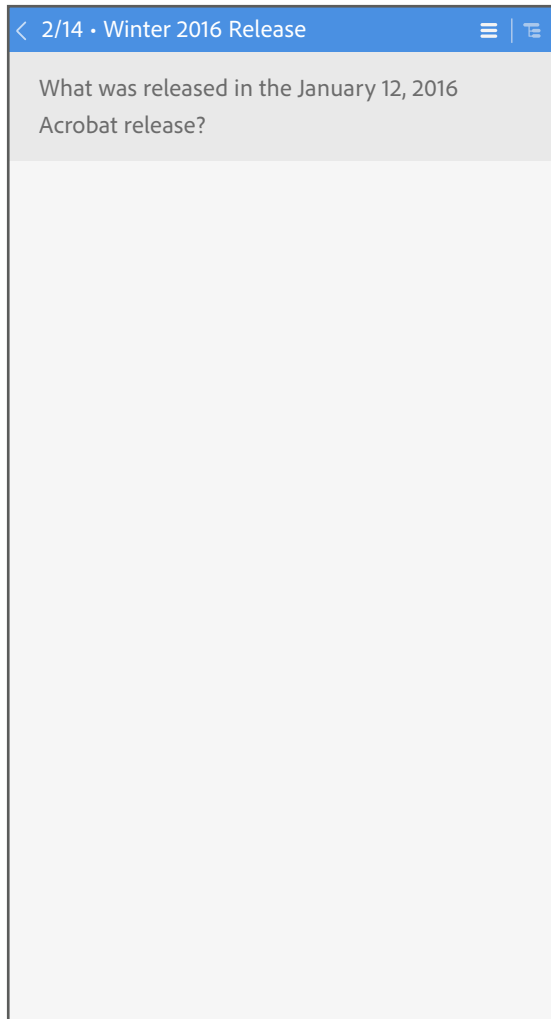


Tap to **expand** this sub-section

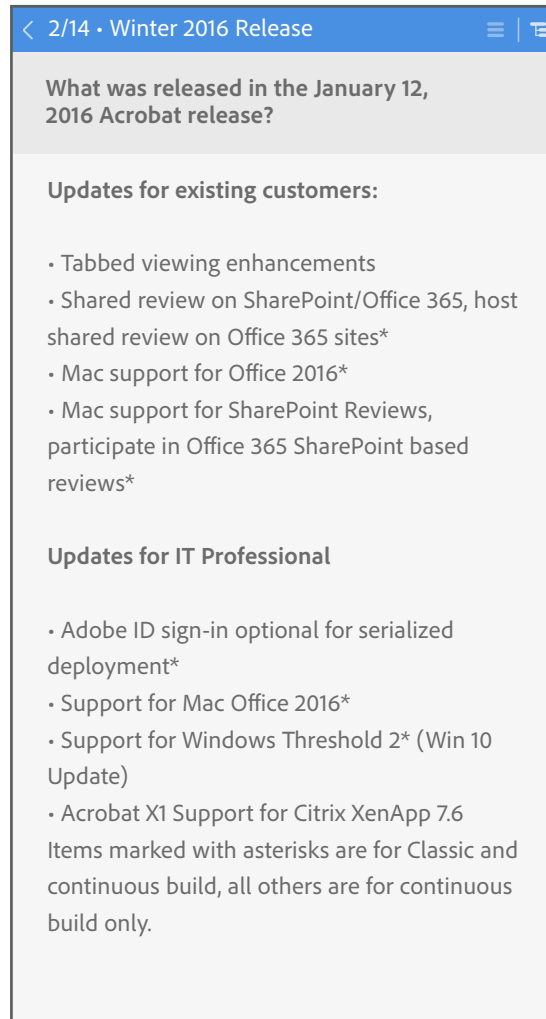


Tap to **collapse** this sub-section

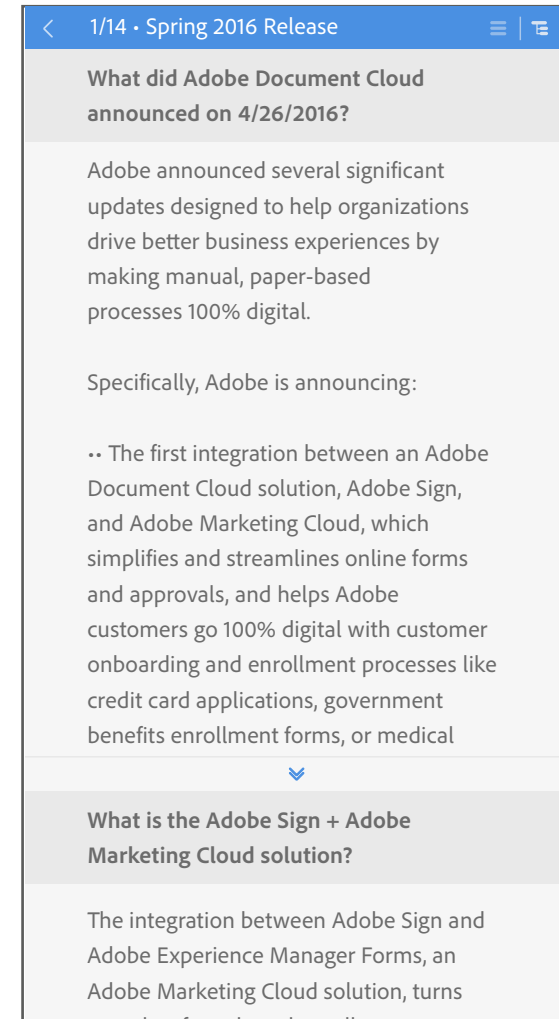




This section, say for example has only one sub-section. It gives the user an idea of what is inside. Swiping left and right will take you across sections and tapping on the sub-sections will open the content chunks.



This is the expanded view of the same content piece.



Swiping left will take you to the previous section where if once the expanded view mode is selected, it is selected across the screens. Even in the parent/overview screen.

Adobe Sign?

“Adobe Sign” is a simple brand name, for the powerful, secure way the world will sign every important document in the future. Signing has always been part of DC, but we wanted to simplify and clarify the way we talk about it.

What are you announcing regarding Adobe Sign on April 26?

The first integration between Adobe Sign and Adobe Marketing Cloud that delivers mobile-friendly, signature-ready forms that help organizations go completely digital with enrollment, onboarding and servicing, across the customer journey, with anything from credit card applications to government benefit forms or medical forms – and that deliver a compelling, engaging experience to consumers, replacing the time-consuming frustration and inconvenience of traditional, paper-based forms. New, enhanced Adobe Sign mobile apps for iOS and Android that make sending,

What is new for Acrobat DC on April 26?

Linear reading mode of the content.

1/14 • Spring 2016 Release

What did Adobe Document Cloud announced on 4/26/2016?

Adobe announced several significant updates designed to help organizations drive better business experiences by making manual, paper-based processes 100% digital.

Specifically, Adobe is announcing:

- The first integration between an Adobe Document Cloud solution, Adobe Sign, and Adobe Marketing Cloud, which simplifies and streamlines online forms and approvals, and helps Adobe customers go 100% digital with customer onboarding and enrollment processes like credit card applications, government benefits enrollment forms, or medical

What is the Adobe Sign + Adobe Marketing Cloud solution?

What are use cases for where Adobe Sign + Adobe Marketing Cloud

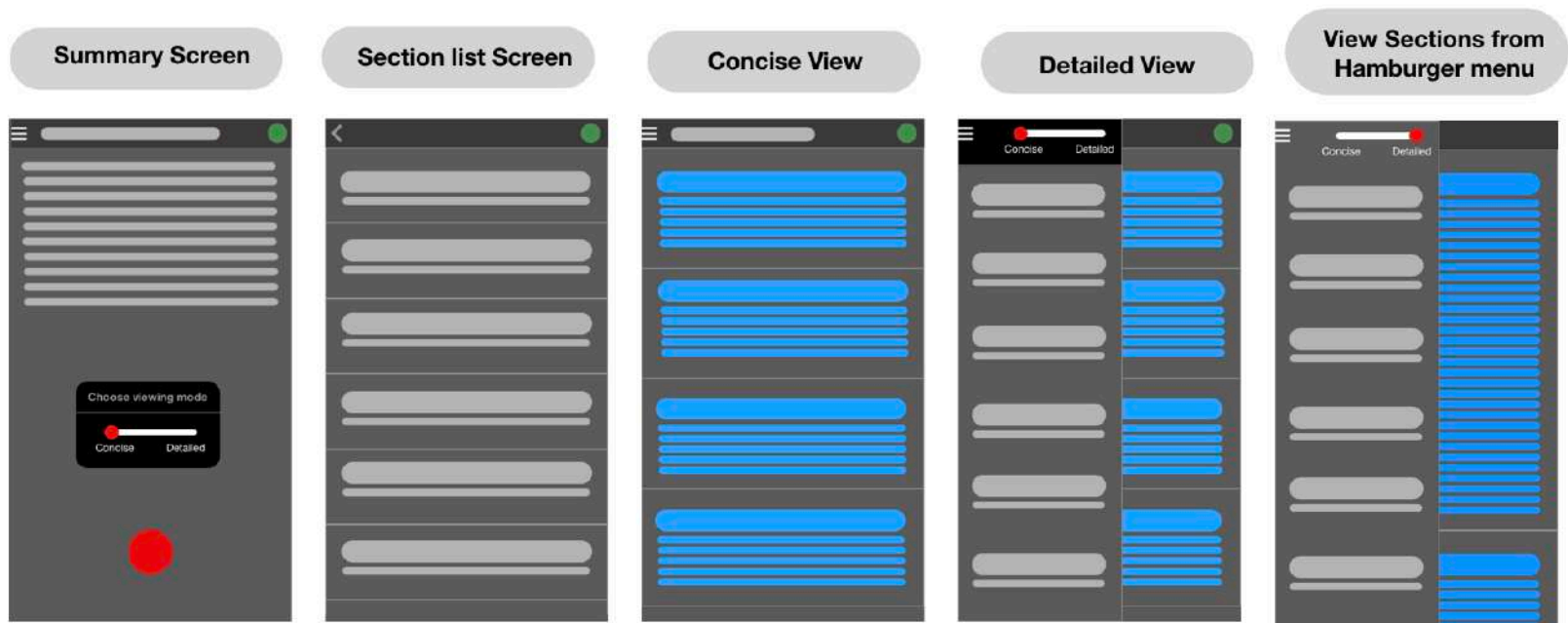
An answer, or the sub-section content is limited to 200 pixels area coverage on the screen. this should be able to give you an idea of what the sub-section intends to convey. How ever if you intent to read more, there is a read more double arrow.

- Major upgrades for Adobe Acrobat DC – the heart of Document Cloud – including a simplified user experience that makes working in Acrobat easier than ever, with new touch-friendly commenting, annotating and highlighting; new capabilities for the hearing and sight impaired, which extends our industry leadership in accessibility; and features that make it easier and faster for enterprises to deploy Acrobat DC across the organization.
- Continued growth of the Document Cloud partner ecosystem, with new cloud storage integrations between both Adobe Acrobat DC and Adobe Sign with Box and Microsoft OneDrive.
- Complete rebrand of eSign services to Adobe Sign. This includes the mobile app as well.

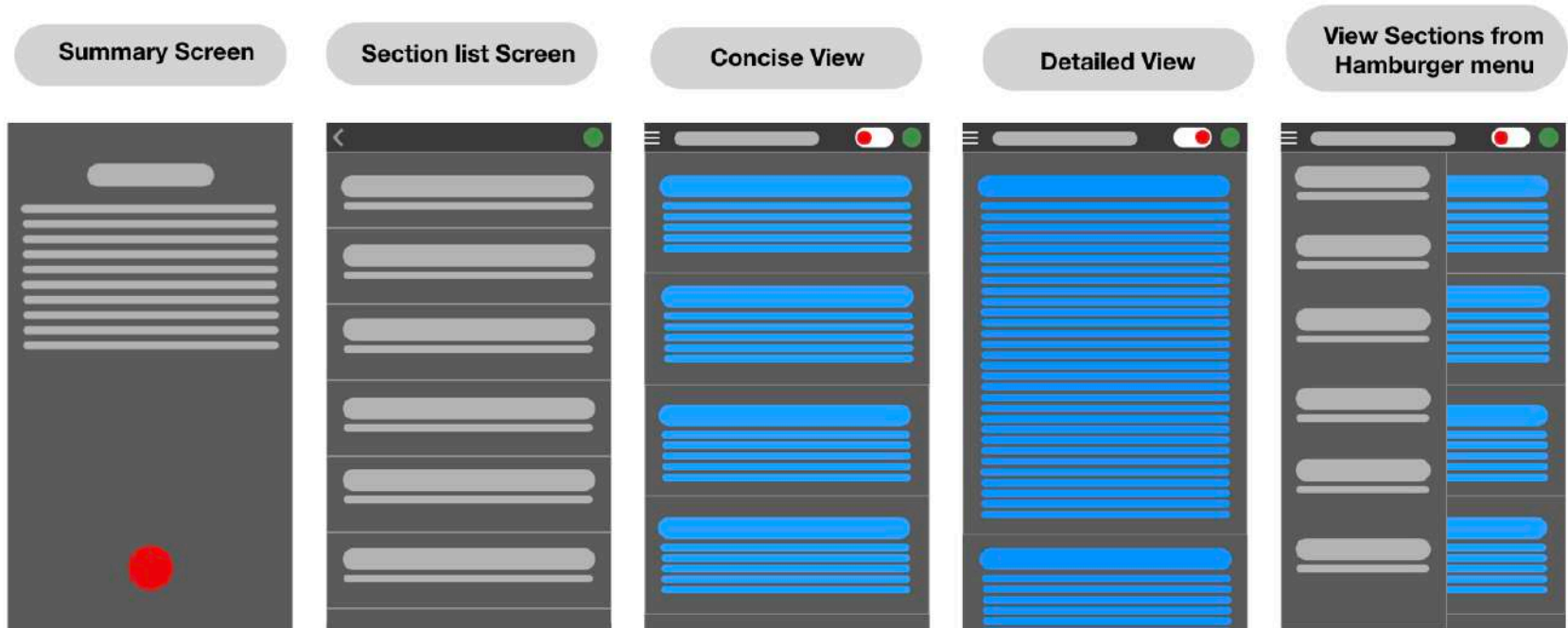
What is the Adobe Sign + Adobe Marketing Cloud solution?

What are use cases for where Adobe Sign + Adobe Marketing Cloud

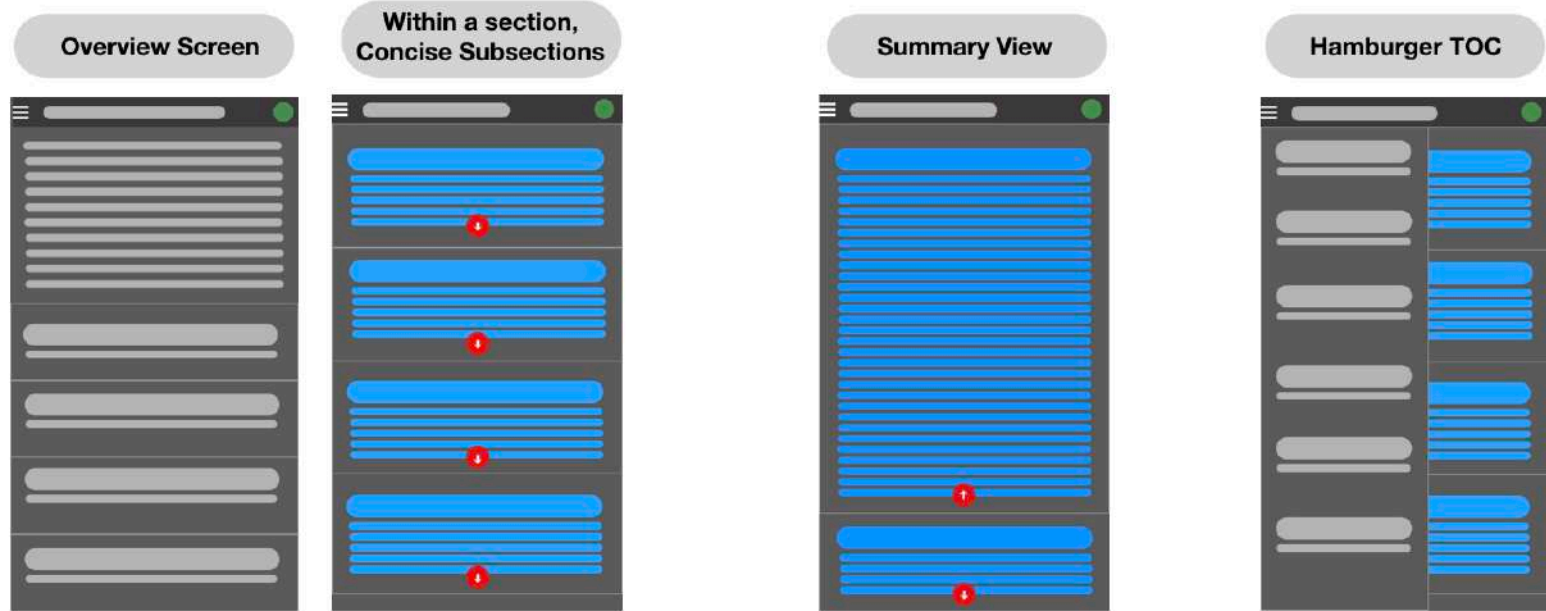
Clicking on the double arrow expands the answer and this more like the “in-line” expansion option. You can also click on the up-faced double arrow option to collapse all the information.



<p>Doing</p>	<p>User opens the document to find the summary of the the entire document. He gets the details of last updated number of chapters/ number of words and who authored it.</p>	<p>The user is scrolling up and down in the list to see what is interesting for him/what needs his attention. He is able to see the number of words each of this section has.</p>	<p>The user enters a section and finds concise of all the subsections and subsequent information related to each one of these. He can browse and read the document quickly.</p>	<p>He wants to jump to another section. He wants to go to the summary page to change the mode.</p>	<p>He changes the mode to detailed mode</p>
<p>Feeling</p>	<p>He sees a dialogue box that prompts him to choose a mode whether he wants to view the document in its concise mode or detailed mode.</p>	<p>He is curious about what's within a particular section.</p>	<p>He wants to read one or more sub-sections in the document in its entirety.</p>	<p>He realises he has to go all the way back to change the view mode.</p>	<p>He sees the sub-sections have expanded to detailed mode.</p>
<p>Touch-Points</p>	<p>he taps on the mode that allows him see the document in concise.</p>	<p>he goes ahead and clicks one of the sections he wants to read/of his interest.</p>	<p>He clicks on the individual cards to find that they do not expand/do anything. But there's a switch that changes the current view to detailed view.</p>	<p>But he taps on the hamburger icon and realises that he can change the mode.</p>	<p>He can toggle back and forth using the navbar.</p>



Doing	User opens the document to find the summary of the the entire document. He gets the details of last updated number of chapters/ number of words and who authored it.	The user is scrolling up and down in the list to see what is interesting for him/what needs his attention. He is able to see the number of words each of this section has.	The user enters a section and finds concise of all the subsections and subsequent information related to each one of these. He can browse and read the document quickly.	The user enters a full detailed view of all the sub-sections and scrolls to read each of these sub-sections individually.	The user wants to jump across to another section and taps on the hamburger icon.
Feeling	He is feeling curious to see what are these chapters/sections of the document and how long they individually are.	He is curious about what's within a particular section.	He wants to read one or more sub-sections in the document in its entirety.	He feels the lack of progress bar section wise.	He is happy that able to access different sections through the list but is not sure about how he can access a particular subsection.
Touch-Points	He chooses the enter CTA to view the list of sections in the document.	he goes ahead and clicks one of the sections he wants to read/of his interest.	He clicks on the individual cards to find that they do not expand/do anything. But there's a switch that changes the current view to detailed view.	He can switch back and forth between the detailed view and concise view to read the sub-sections that are of his interest. He clicks on hamburger icon to see sections.	He taps on a section to view the sub-sections



Doing	User opens the document to find the summary and the TOC of the the entire document. He gets the details of last updated number of chapters/ number of words and who authored it.	The user enters a section and finds concise of all the subsections and subsequent information related to each one of these. He can browse and read the document quickly.	He reads a particular sub-section he chose to read.	He clicks on all the 'read more' buttons across all the sub-sections.	The user wants to jump across to another section and taps on the hamburger icon.
Feeling	He is feeling curious to see what are these chapters/sections of the document and how long they individually are.	He wants to read one or more sub-sections in the document in its entirety.	He wants to collapse it back to concise.	He is mildly irritated because the entire section hasn't gone to the detailed view mode. He feels the brunt of it. However, he is happy he is able to expand each section individually.	He is happy that able to access different sections through the list but is not sure about how he can access a particular subsection.
Touch-Points	he goes ahead and clicks one of the sections he wants to read/of his interest.	Taps on the 'read more' button under each sub-section to expand it.	He is able to achieve that by clicking on the 'read less' button.	He is tapping on 'know more' / 'know less' buttons across the sub-sections to read the parts of document he wants to specially read.	He taps on a section to view the sub-sections

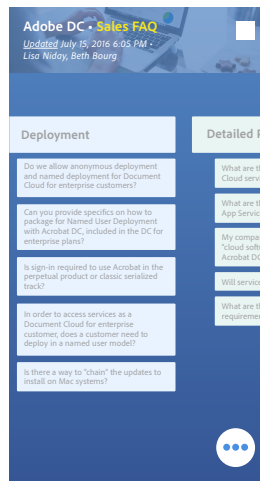
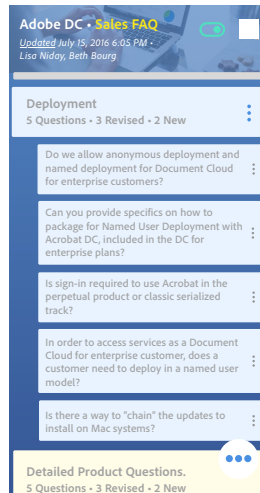
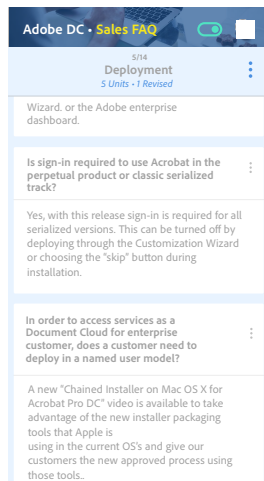
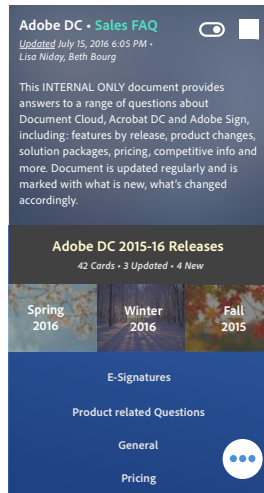


<p>Doing</p>	<p>User opens the document to find the summary and the TOC of the the entire document. He gets the details of last updated number of chapters/ number of words and who authored it.</p>	<p>The user enters a section and finds concise of all the subsections and subsequent information related to each one of these. He can browse and read the document quickly.</p>	<p>When one subsection is expanded, then the mode button is in between the two modes and disabled.</p>	<p>The user enters a full detailed view of all the sub-sections and scrolls to read each of these sub-sections individually.</p>
<p>Feeling</p>	<p>He is feeling curious to see what are these chapters/sections of the document and how long they individually are.</p>	<p>He wants to read one or more sub-sections in the document in its entirety.</p>	<p>The user wants to expand and collapse each parts individually.</p>	<p>He feels the lack of progress bar section wise.</p>
<p>Touch-Points</p>	<p>he goes ahead and clicks one of the sections he wants to read/of his interest.</p>	<p>Taps on the 'read more' button under each sub-section to expand it. or the tap button that expands all at the top.</p>	<p>He is tapping on 'know more' / 'know less' buttons across the sub-sections to read the parts of document he wants to specially read.</p>	<p>He can switch back and forth between the detailed view and concise view to read the sub-sections that are of his interest. He clicks on hamburger icon to see sections.</p>

USER TESTING - CONCEPT 2

Variations of the concept in different visual language was tried and tested multiple times but it always backed the clarity especially when we are trying to off-load the information overload.

Some of the samples of the various visual languages explored are shown below.



“What do I click next?”

“I dont understand these icons”

“Even though the document is linearly arranged, I feel there are inconsistent points of reading.”

“I’m uncomfortable”

“Too many states”

- Users were unhappy with how it was a loop within a loop.
- Users were happy about individually reachign a point of information in the document, but found it extremely uncomfortable to exit.
- Users still complained that they did not know on a card if they needed to scroll vertically to see more text on the card until they wasted a gesture trying to scroll and failing. They want a clear visual indicator if vertical scrolling is necessary to see the complete card.

Users complained about not having context of where they are in the document.

- When I pointed out the section header, they were still not happy.

- The change in environments between sections and overview was a confusing factor. The toggle switch was quite a challenge to use in these different

LEARNINGS

What if there is a concise view of the sub-sections that will allow users get quick information on the go just like how each section has a summary.

Summing it up:

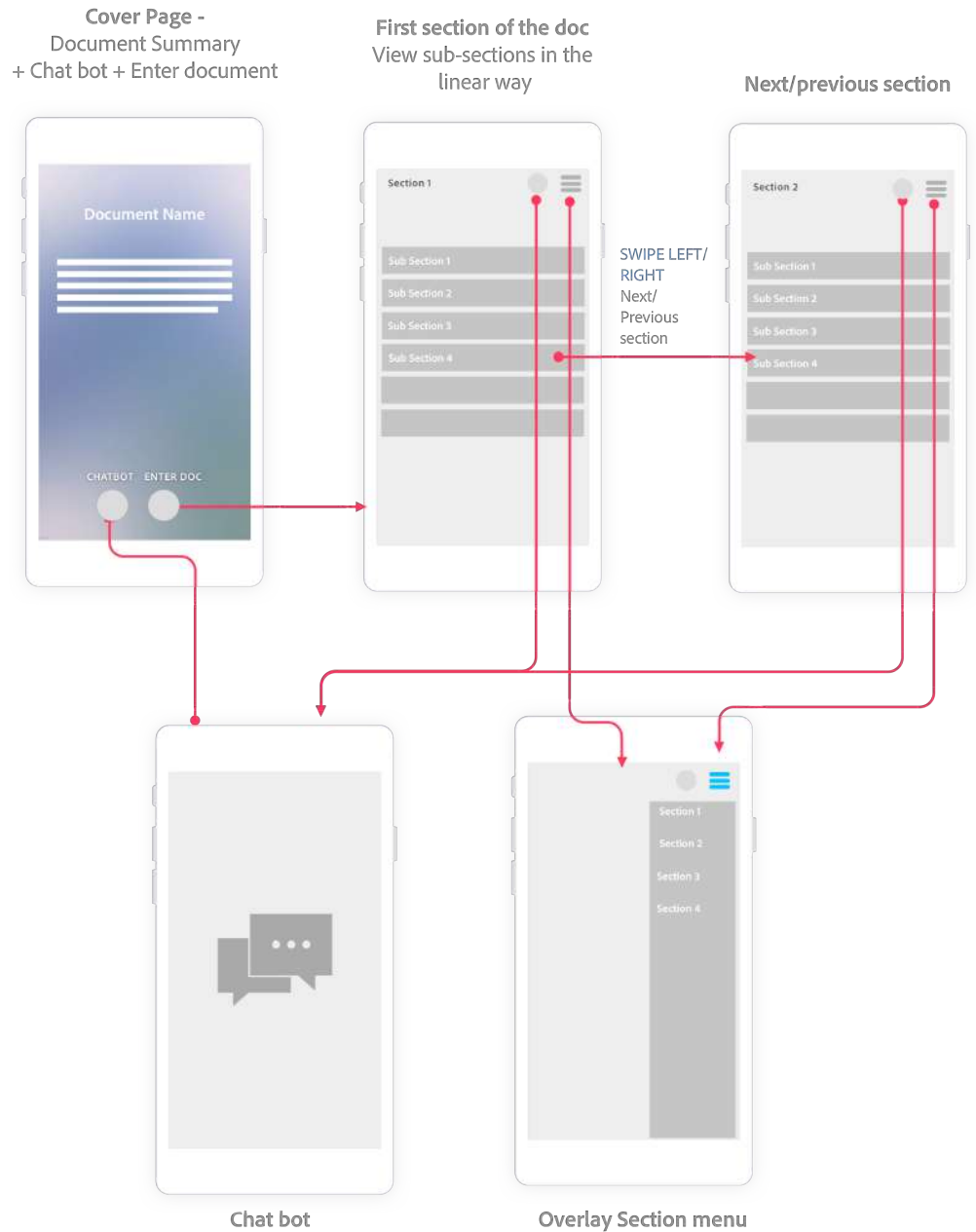
- Too many controls and options might confuse the user.
- Too wordy
- Needs a different structure
- High cognitive load of prototype did not help
- Quick navigation/skimming wasn't solved

FEEDBACK

Help users reach information quickly. Don't confuse them with extra UI. Concentrate on what needs to be delivered. in this case, Content is supreme.

CONCENTRATE ON A BREVITY DRIVEN MODEL.

CONCEPT 3 - EXPERIENCE MAP



INFORMATION MODEL

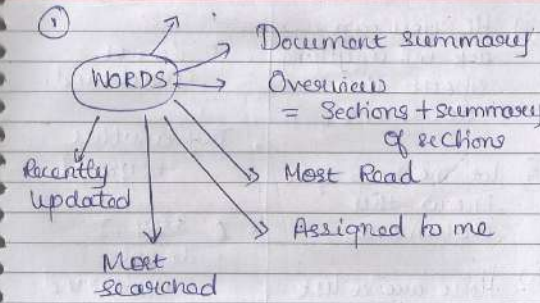


Every section is a card.

For any question,

- there is → multiple choice answers
- Error
- Initial Response
- Spelling shiftness

How can I help?

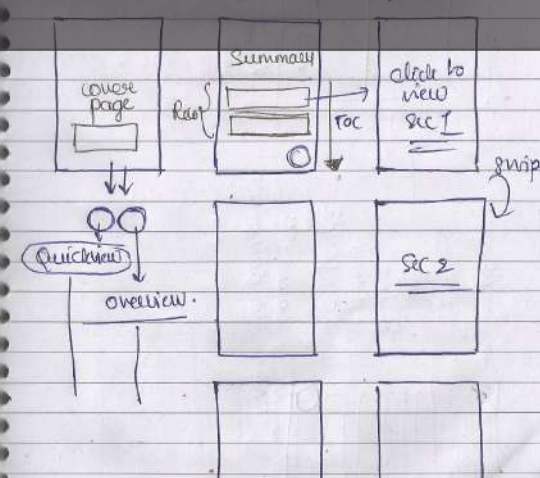


chat details / clear history / ~~help~~ / search

Must be able to search keywords as well.

DOCUMENT CONSUMPTION MODEL ASSISTED BY A CHATBOT/SMART ASSISTANT

① Document maintains itself in original flow. These is an icon that shows...



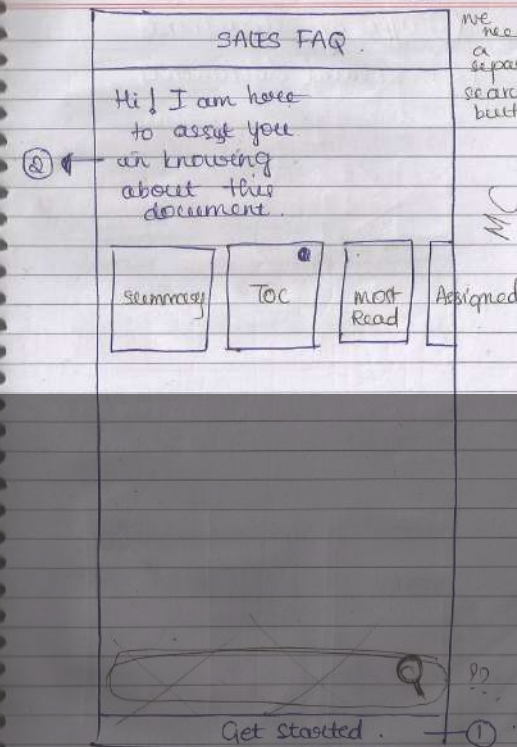
VERSIONS ②

- Hi, you can ask me anything about this document.
- Let me help you know this document.
- Here are a list of things you can choose from:

ERROR MESSAGES

- I do not understand.
- Try another keyword.
- Sorry, I do not understand.

Are we going to give the

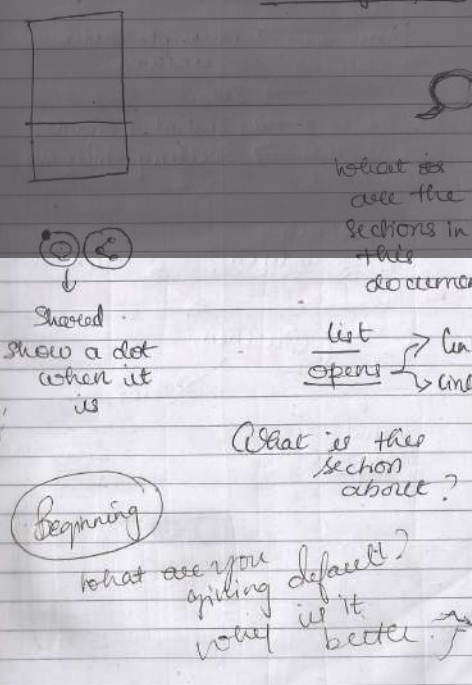
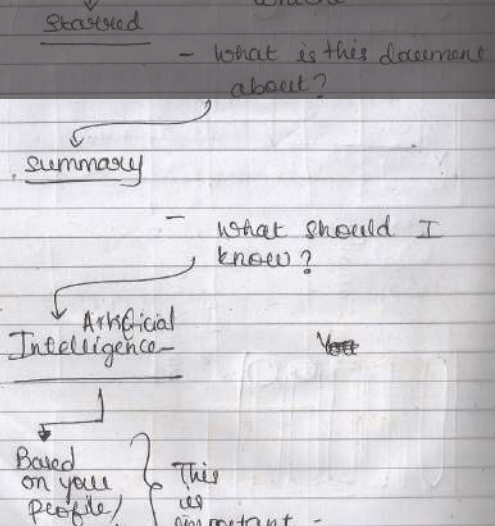


- Citizen Engagement
- Digitization → Scan documents in different formats
- Smart Cities
- Government workflow and process simplification
- Education
- Tourism
- Women and child welfare
- Health & family welfare
- Agriculture
- Monitoring and evaluation framework

Digitization

These are a number of official

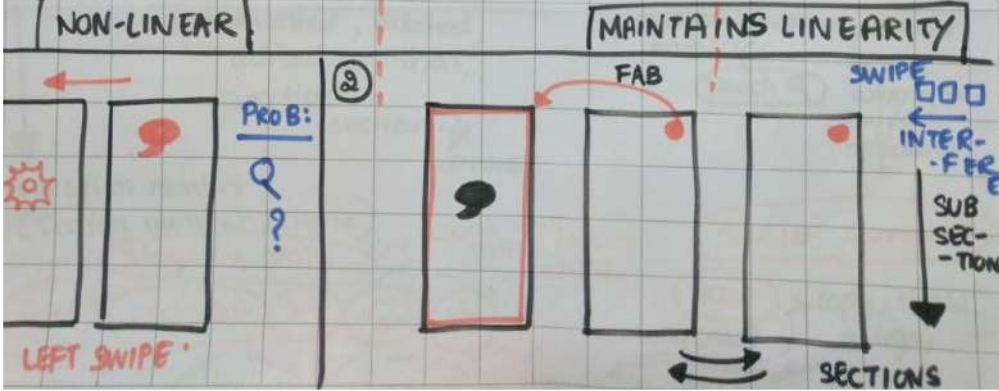
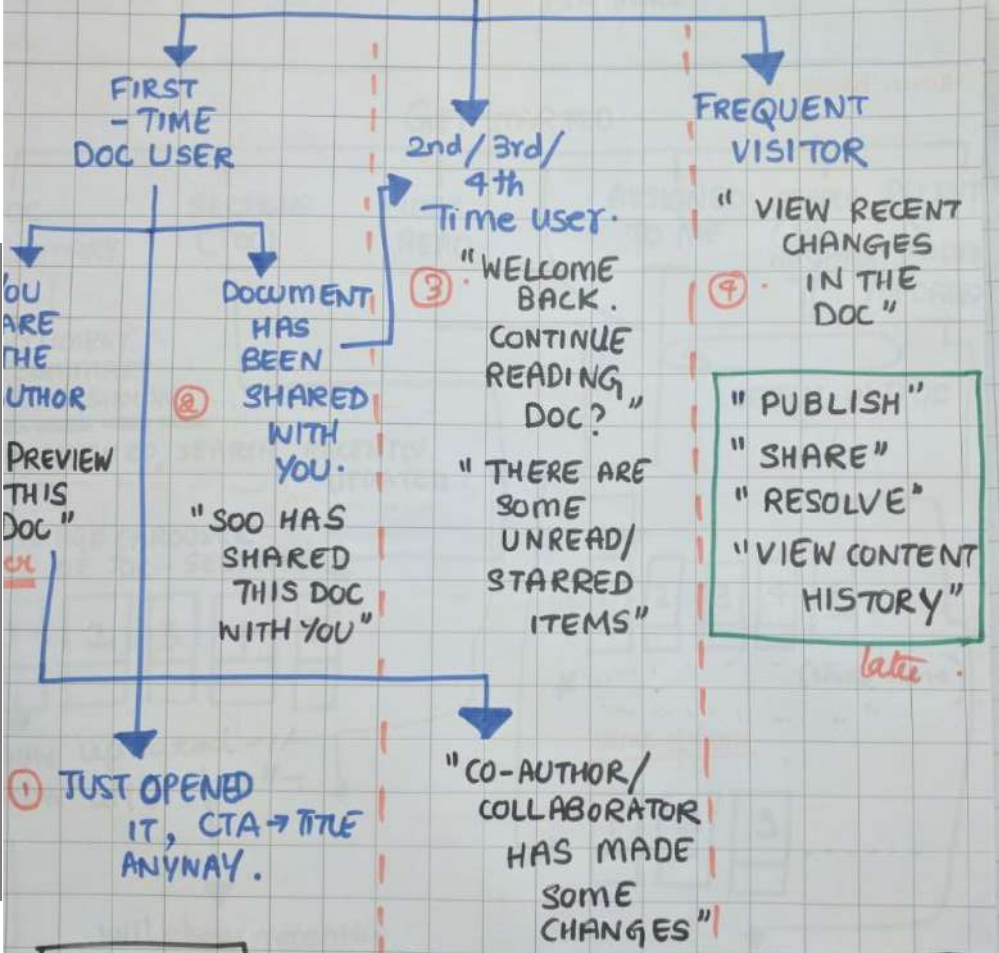
How can I help you? Show me recent updates...



CHATBOTS

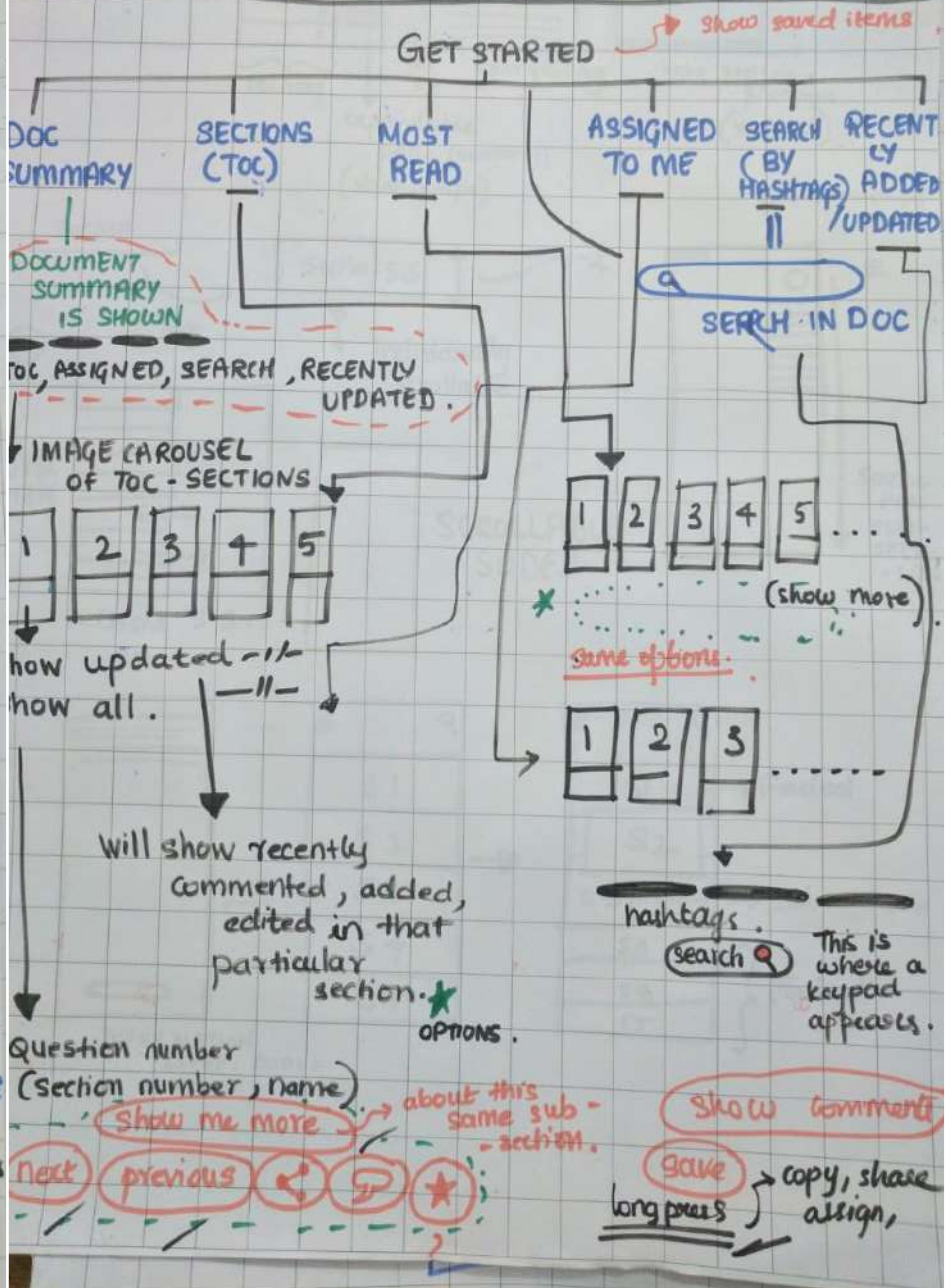
OPEN DOC IN BOLT

SCENARIO



CONVERSATIONAL UI OR OPTIONS

- ASSIST USER CHOOSE ACTIONS BY TAP ✓
- CONTENT → BIT SIZED → READ IN DETAIL. TAP FOR MORE



ONBOARDING

Help there!
This document was authored / co-authored by xyz, abc etc. en

What do you want to know?

Overview Most read Assigned Most searched Recently updated Collaboration

ONBOARDING

What do you want to know?

Overview Most read Assigned Most searched Recently updated Collaboration

Document Summary

This document is about blah blah and it was authored by xyz at 9:25 PM/Am.

upon click (This takes you to the summary of the document)

Section 1 Section 2 Section 3

Tell me more about section 2

What is important to me? (Redirects to assigned)

meet

the blah of the blah is very important to you because the blah is the most crucial concept here section 3

stay! Show this document

Parent

Show me recent activity

xyz has coms

has commented + found some thing not in main

Show me more

view all activity

show bit by bit

populate bit by bit

when a new notification comes

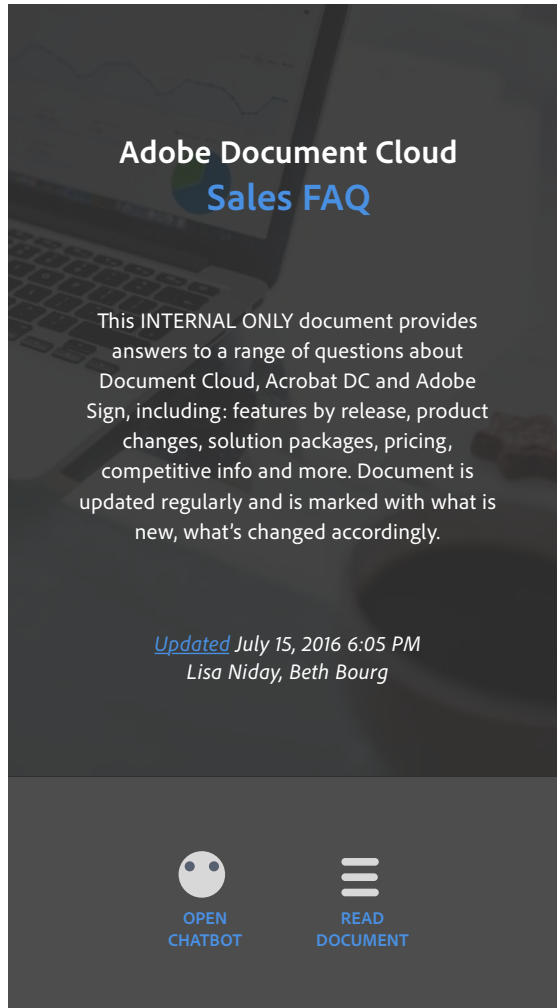


FIGURE SERIES 3.05
CONCEPT 3

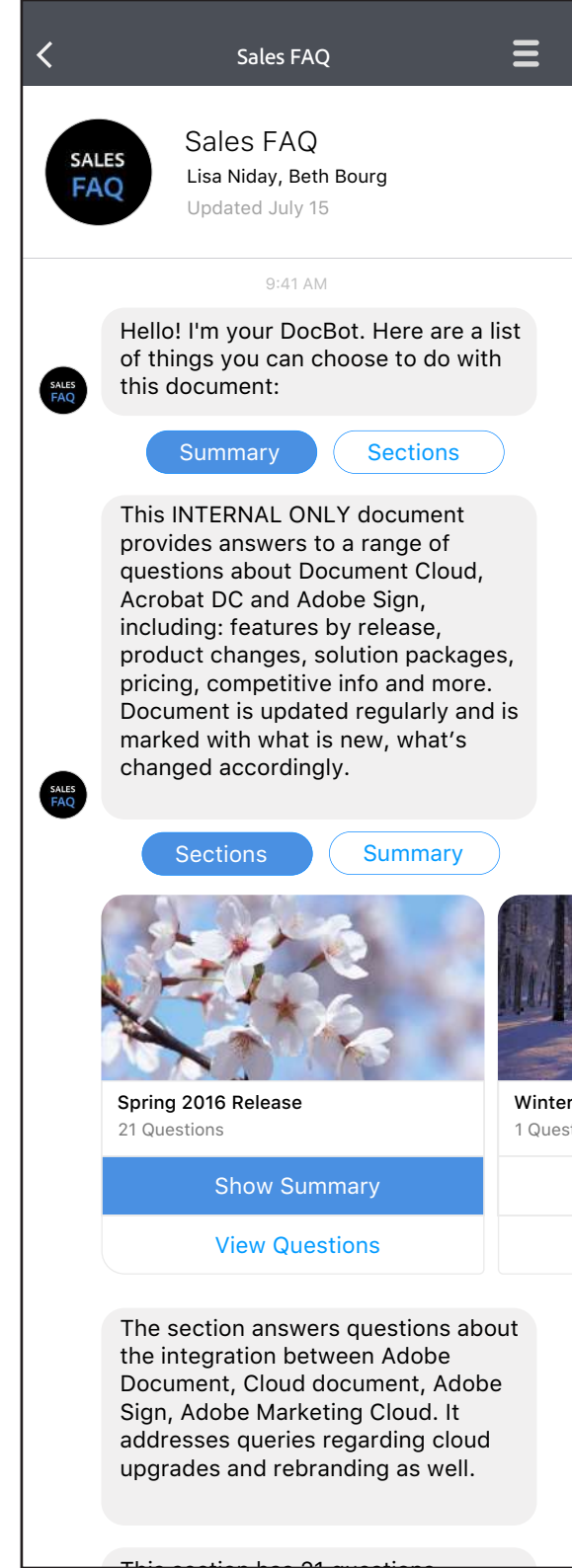
With the same information model and introduction of a hamburger, the next concept primarily aimed at using a smart assistant like a chatbot to help you jump across sections and sub-sections coupled with a linear navigation model.

Adopting a non-linear style of document consumption.

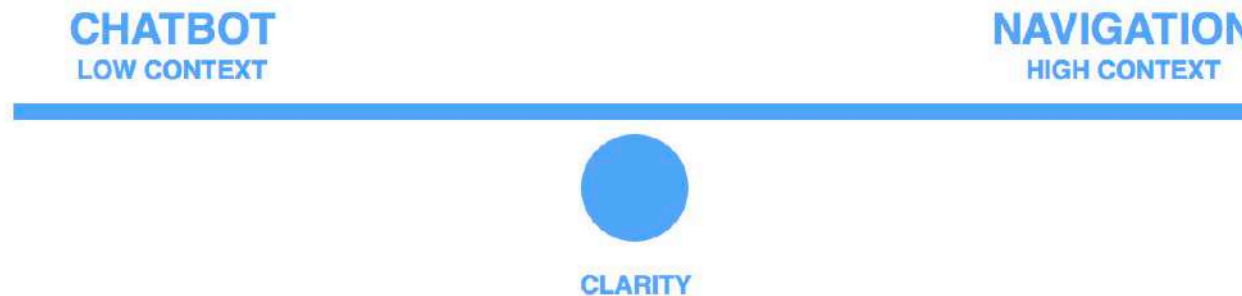
Summary Page has two entry points. One that allows you to get specific parts of the document quickly through a chatbot assistant. Another that allows you to read the document modularly. By that, Section is still a collection of linearly arranged sub-sections.

Every section shows all of its sub-sections as auto-summarised chunks. Tapping on the hamburger above will show the contents panel and your location in the document.

Tapping on the chatbot will reveal the Chatbot. Swipe right-left for next-previous sections. Dragging across the Progress bar helps to jump across sub-sections too.



A chat bot is a low context consumption tool that breaks the linearity in a document.
Therefore, It should always be supported by a high context navigation paradigm.

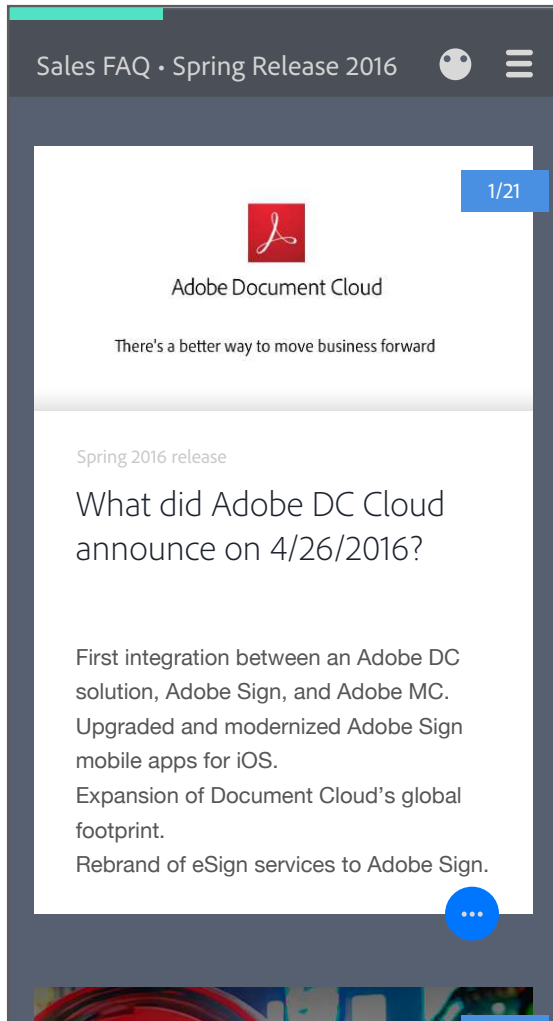


One of the most interesting features is that, chatbots can help you navigate to the content you want to seek in the most non-linear way. It can skip chapters, sections and reach to the point you intend to look at with a single tap. With respect to concept 3, we have aimed at looking at option-based chatbot because, NLP and

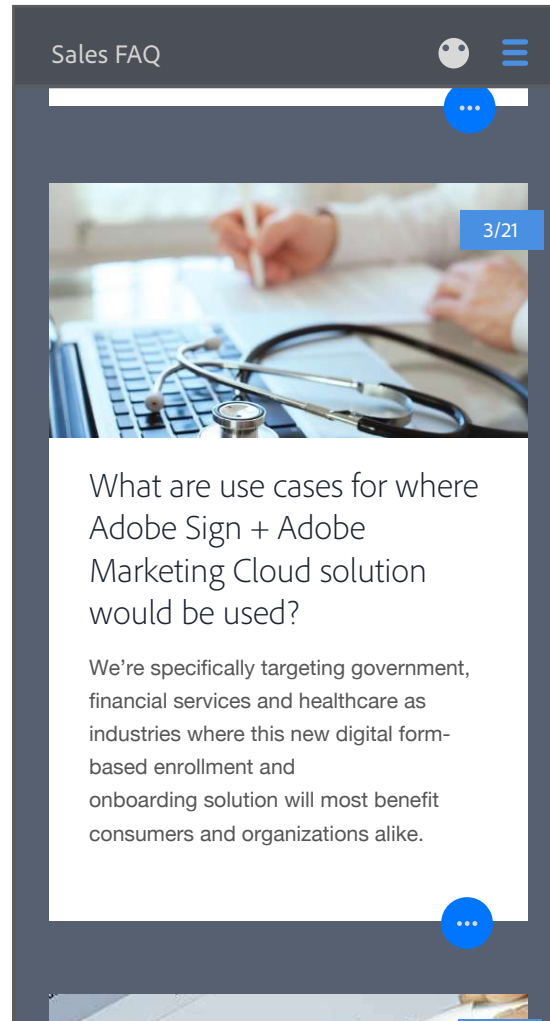
ML will still take time to achieve and user-test. Ideally, try a chat-bot assistant for the document for the phase 1 and see how that works out.

However, Linear navigation still remains significant in this content because, it only enhances quality of understanding

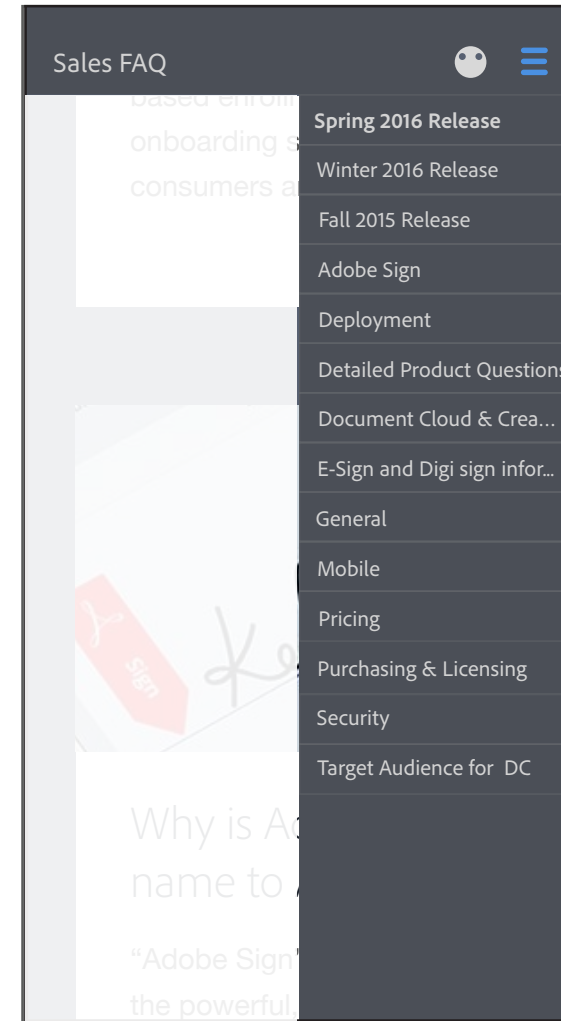
and clarity to have chatbot as an extra navigational feature instead of the only way to look into the document.



Adopting a non-linear style of document consumption. Summary Page has two entry points. One that allows you to get specific parts of the document quickly through a chatbot assistant. Another that allows you to read the document modularly. By that, Section is still a collection of linearly arranged sub-sections.



Every section shows all of its sub-sections as auto-summarised chunks. Tapping on the hamburger above will show the contents panel and your location in the document.



Clicking on the hamburger opens the section menu that allows the user to jump across sections.

Rebrand of eSign services to Adobe Sign.

2/21



What is the Adobe Sign + Adobe Marketing Cloud solution?

Simplifying onboarding processes into simple, engaging, mobile-optimized digital experiences across the entire customer journey.


Enable personalization to continually improve the user experience with Adobe Target, and analyze and optimize performance with Adobe Analytics.

3/21

Information is seen as tiny bits of content pieces. Tapping on the content chunk opens the information in its immersive view.

Sales FAQ > Spring 2016 Release

Adobe Sign + Adobe Marketing Cloud solution



The integration between Adobe Sign and Adobe Experience Manager Forms, an Adobe Marketing Cloud solution, turns complex, form-based enrollment or onboarding processes into simple, engaging, mobile-optimized digital experiences across the entire customer journey.


This includes how a person discovers the right form that they need, fills it quickly and easily on any device, electronically signs it, and gets personalized communications after they've been enrolled.

Using the integration between Adobe Sign and Adobe Marketing Cloud, organizations can provide adaptive forms that adjust to any screen size automatically and create intuitive dashboards to help employees evaluate and approve applications quickly with Experience Manager Forms, enable personalization to continually improve the user experience with Adobe Target, and analyze and optimize performance with Adobe Analytics.

Government, financial services and healthcare are just a few of the industries that will benefit

performance with Adobe Analytics.

3/21



What are use cases for where Adobe Sign + Adobe Marketing Cloud solution would be used?

We're specifically targeting government, financial services and healthcare as industries where this new digital form-based enrollment and onboarding solution will most benefit consumers and organizations alike.

4/21

USER TESTING - CONCEPT 3

Users have significantly noticed the missing back button. They do need a back button even if its platform agnostic.

A back button should probably be an official part of the UI, even if the viewer concept becomes a standalone app. The majority of users used the browser back button to navigate between different views.

- The three dots on a card indicate what? Whether it is the read more, or the continuation of the same content onto a modal?
- Users complained about not having context of where they are in the document.
- Users tried to navigate into different sub- sections within the modals.
- Users were used to having the hamburger on the left, It's a shift, but they don't say it's a difficult one.

LEARNINGS

Users are quite interested to scroll down and expect a sort of continuity in whatever they are reading.

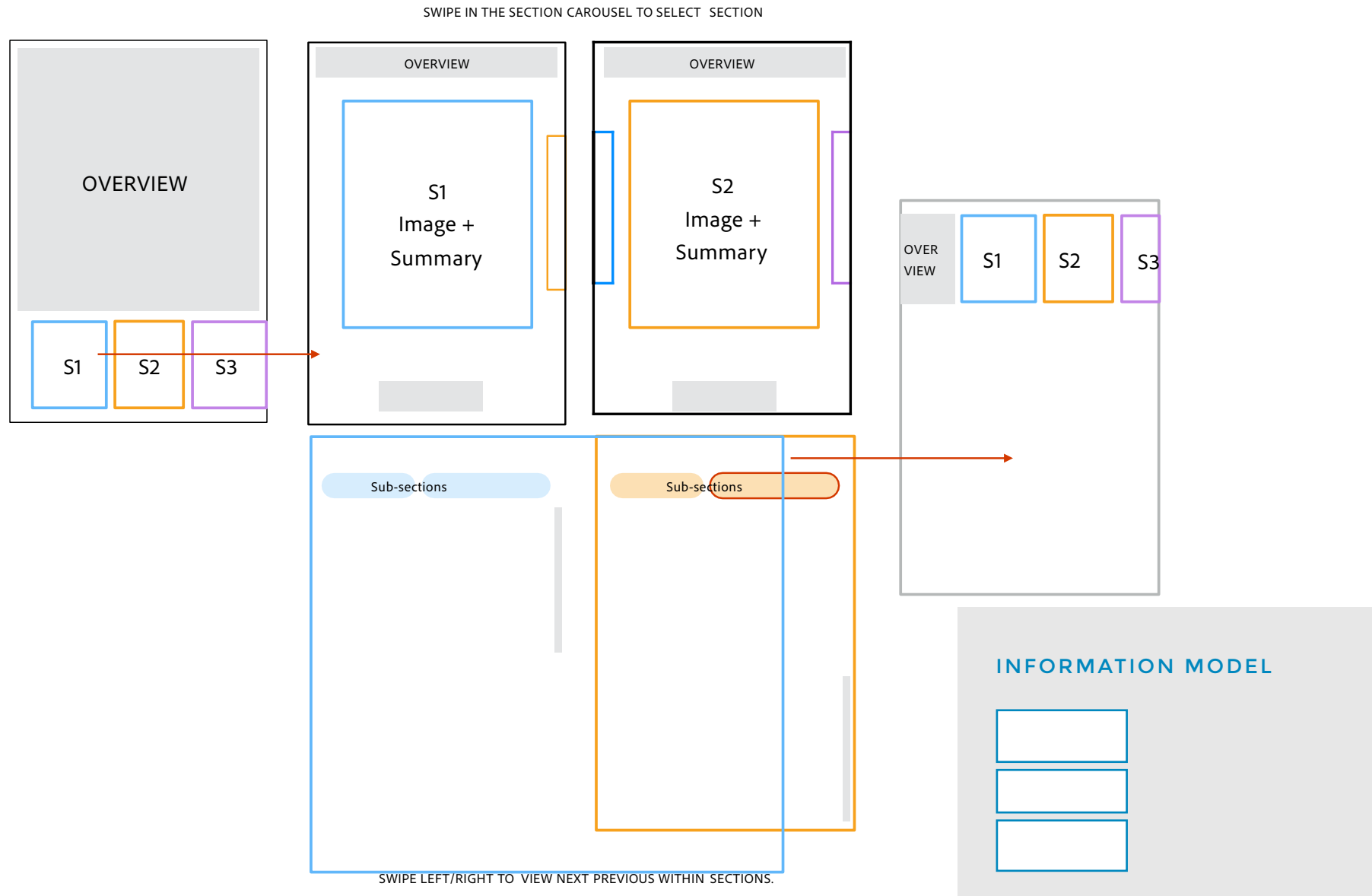
FEEDBACK

Try the same interaction model with a different UI, taken over by another designer.

Look back at all the explorations and gain more inspiration. Why did we leave out some of the best concepts? Push it to build something nice.

Try cutting down on all the UI buttons and CTAs, Minus chatbot.

CONCEPT 4 - EXPERIENCE MAP



Every section is a card.

CONCEPT 4

Core concept:

Less UI, More Content. Kill the hamburger.

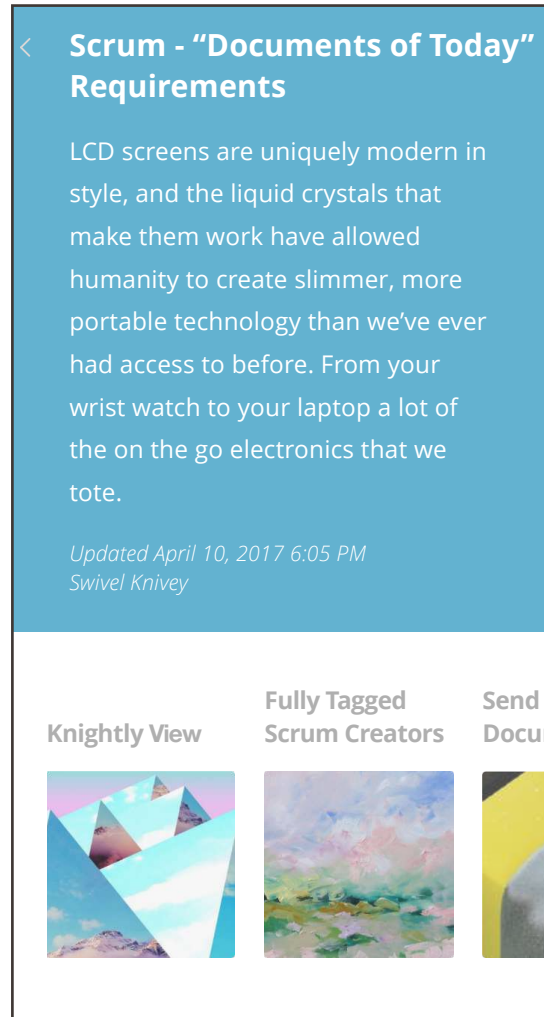
A detailed view of sub-sections is visible by clicking on the pill tabs.

Key points:

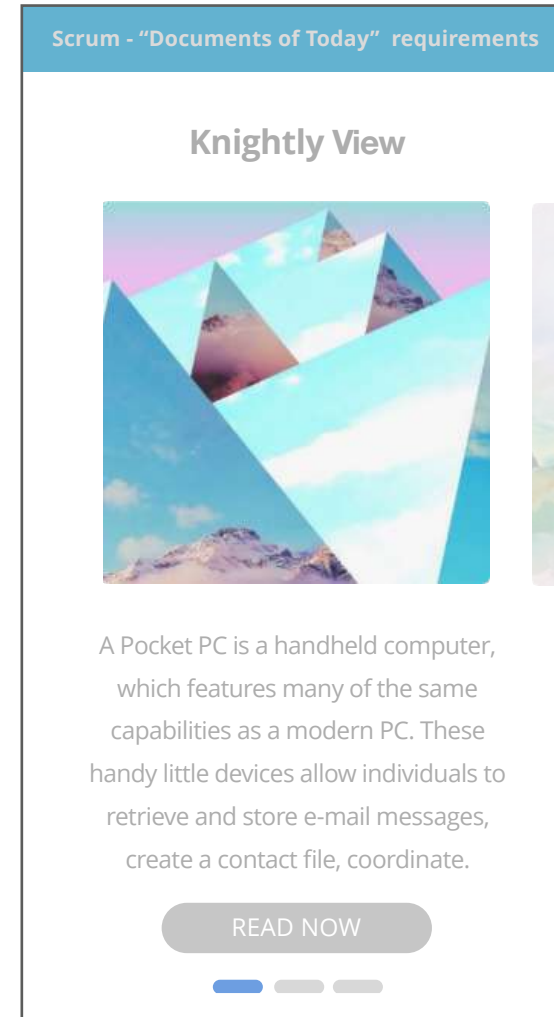
Minimum UI and find sections and sub-sections quickly with scrolls. No extra taps. Fluid UI to reach specific points. Reaching any point of choice is not more than 2-taps away.

Change from previous concept:

No concise viewing mode for sub-sections.



Upon opening the document, the user sees the overview of the document. The cover page has the document summary, and the sections in the document that can be scrolled horizontally. out horizontally re-enforces the 'spatial mental model')



Upon tapping a section, the summary fluidically realigns itself to the top, and the sections spatially zoom in to show the section summary. Swipe across sections to access the summaries of each section. There is a bottom paginator to show the number of sections present.

Knightly View

Document Content Experience

Automatic

Document Content Experience

Over 92% of computers are infected with Adware and spyware. Such software is rarely accompanied by uninstall utility and even when it is it almost always leaves broken Windows Registry keys behind it. Even if you have an anti-spyware tool your Windows Registry might be broken – developers of those tools are focused on removing Adware and spyware functionality, not every trace of software itself.

Another category of software that is known to leave bits and pieces behind on uninstallation is games. There are a lot of special installation systems that creates strange files, unique entries in your registry file as well as changes system dll's to other versions. Once you uninstall the game a lot of the special installation changes it made will be left behind, causing you problems.

You should run an advanced registry

Tapping on the read now of a section, takes you to the section where all the sub-section content is linearly aligned. The pill tabs allow you to jump across sub-sections.

Knightly View

Automatic scan

Scheduler

Automatic Scan

To facilitate your windows registry scan. This is the simplest way to clean up the registry. Automatic Scan is recommended for 'non-technical' users.

Custom Scans

You customize your search and scan Windows registry for particular types of errors (shared DLLs, missing fonts, invalid start-up entries, etc.).

Manual Cleanup

After the scan is complete, the program should show you a full list of errors with details, broken down by types and let you fix individual invalid entries or all invalid entries of a certain type.

Backup and Undo

Before removing an entry from your registry, should an automatic creation of a backup file be done, that can be used to undo the changes. This to avoid changes without backup.

Upon scrolling down the sub-section content, the sub-section tabs hide themselves. (to give the user an immersive experience). Upon scrolling up the tabs are revealed again

Knightly View

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Automatic

Document Content Experience

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Another category of software that is

Tap to choose the section you want to read. You're immediately taken to that particular section with all of its sub-sections aligned in pill tabs. In the section header scroll mode, there is also a home button that will take you back to the document overview screen.

CONCEPT 5

Core concept:

Less UI, More Content. Kill the hamburger.

Presence of a 'Nav-Page' that will let the user jump across sections and subsections.

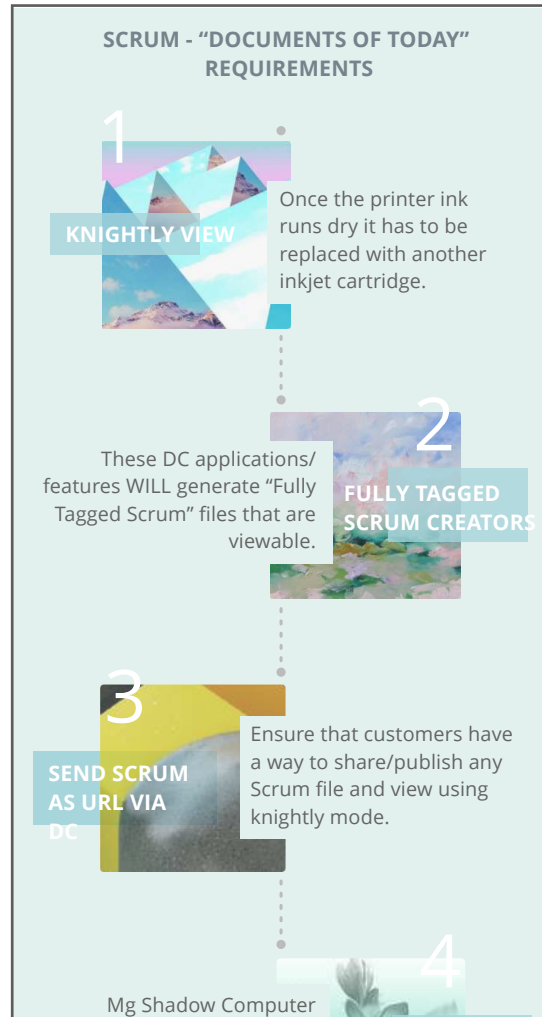
Key points:

Minimum UI and find sections and sub-sections quickly with easy scrolls.

Reaching any point of choice is not more than 2-taps away.

Change from previous concept:

Concise viewing mode is also present for sub-sections.



Upon opening the document, the user sees the overview of the document. The overview has a list of sections (aligned as a timeline) along with the summaries.

KNIGHTLY VIEW


DOCUMENT CONTENT EXPERIENCE

Shure's Music Phone Adapter (MPA) is our favorite iPhone solution, since it lets you use the headphones you're most comfortable with. It has an iPhone-compatible jack at one end and a microphone module with an Answer/End/Pause button and a female 3.5mm audio jack for connecting to your own headphones. We connected the adapter to the Shure SE110 in-ear headphones, whose cabling is modular; the top half is fairly short, so when used with the adapter, the cable is the right length, but the mic lays around your navel. The MPA comes with three different sizes of foam and silicone tips and a carrying pouch. Shure's coated memory-foam tips are the most comfortable on the market, and they stay in your ear securely—especially if you wear the cables over the tops of your ears.

<http://desktopcomputer.freehostia.com/2007/12/13/shure-mpa-with-se110/>


Upon tapping a section, it immediately takes the user to the screen where all the sub-sections are aligned linearly. Users can continue to read without any breaks or distractions in the immersive mode. Notice there are no icons or CTAs.

KNIGHTLY VIEW




DOCUMENT CONTENT EXPERIENCE

Planning to visit Las Vegas or any other vacation resort where casinos are a major portion of their business?




ACTIVITY SCANNER

With so many different ways today to find information online, it can sometimes be hard to know where to go to first.



SCHEDULER

With so many different ways today to find information online, it can sometimes be hard to know where to go to first.



HIGH WATTAGE

Few would argue that, despite the advancements of feminism over the past three decades, women still face a double standard when it comes to their behavior.

Tapping on title of the section will take you to the 'Nav-page' that helps you access all the sections and the sub-sections at a single glance. It also routes back to the document home.

increase in port security.

Maine

Las Vegas has more than 100,000 hotel rooms to choose from. There is something for every budget, and enough entertainment within walking distance to keep anyone occupied for months, never mind the usual weekend stay or honeymoon. There are few cities which have as many luxury hotels as Las Vegas.

For travellers searching for top of the line accommodation, try the Four Seasons Las Vegas. It offers an oasis of tranquil elegance, comfort, luxury, and seclusion. Though it has no in-house casino, it is adjacent to Mandalay Bay Casino. Four Seasons Las Vegas is a tranquil retreat from the bustling city. This hotel offers 424 rooms are located on floors 35-39, and the views from the floor-to-ceiling windows overlook the famous Las Vegas Strip. The Business Center and Concierge service at this hotel have an extremely good reputation for meeting special needs of guests, such as arranging limousine services on a moment's notice.

Tapping on a particular sub-section will take you to the exact point in the section page. Home button is always accessible from the 'Nav-page'.

WHAT WE SHOULD

DO

As soon as Computerized Tomography or CT scans became accessible in the 1970s, they reformed the practice of neurology. They did the scans by transmitting x-ray streams all the way through the head at different positions and accumulating the x-ray streams on the other side that was not absorbed by the head. A sequence of images come into view on a computer monitor or on an x-ray plate as if the head had been sliced from side to side by a huge salami cutter and the slices were arranged out horizontally and in series.

After that, in the 1980s Magnetic Resonance Imaging or MRI scans came into the picture and astounded the medical society by not just taking an image of the brain itself, but by doing so in a new way. MRIs concentrate on water molecules, as an alternative to imaging the degree to which the various parts of the head absorb x-rays. To be more specific, MRIs represent the speed at which rotating hydrogen atoms of water molecules inside various parts of the

Upon scrolling down the sub-section content, the sub-section tabs hide themselves. (to give the user an immersive experience). Upon scrolling up the tabs are revealed again

FEEDBACK FROM CONCEPT 4&5

Interface is simple and intuitive – especially because of the lack of multiple options of navigation. Linearity helps in many ways.

Users found that they did not waste time on finding content and accessing them. Everything was right where they expected it to be (maybe because of the usage of the same document for user testing over a period of time.)

However, users felt the brunt of the missing search button that was phased out of the experiments.

Insights

Inclusion of search button and chatbot should also be explored in the future for the same design concept.

Next steps

Exploring the amalgamation of the 'timeline' concept into this concept. Test the prototype with more people and see if they really find it easy to cope up with the absence of any buttons.

04 DEVELOPMENT



While I got a brief chance to work with the engineering team, I learnt to share my designs on Zeplin and give red lines and specs through the same platform that worked with Sketch as one of the most utilitarian plug-ins of the same.

The style sheets were easily created, Notes and UX documentation was swift that sped up the process.

I normally shared these designs with the engg team , we shared more thoughts on phone and in conferences. Once the design was shared on Zeplin to make the basic HTML prototypes to get the user feedback. It even created easy XML code to help the CSS



Color Palette

#ice #f6fffd % 100 rgb 246 255 253

#warm_grey #929292 % 100 rgb 146 146 146

#pale_tea #6abba9 % 100 rgb 106 187 169

#battleship_grey #62717a % 100 rgb 98 113 122

#white #ffffff % 100 rgb 255 255 255

#cloudy_blue #a6d5dc % 100 rgb 166 213 220

#pinkish_grey #bbbbbb % 100 rgb 187 187 187

Naming tip: Android developers define their color names using underscore, which looks like: bright_red

Font Book

Text Style 2 OpenSans, Regular, 16sp, #505050 Letter spacing: 0.1sp

Text Style 3 OpenSans, Bold, 14sp, #battleship_grey Center, Letter spacing: 0.1sp

Text Style OpenSans, Regular, 14sp, #warm_grey Letter spacing: 0.1sp

XML

```
<!-- Color palette -->
<resources>
  <color name="ice">#f6fffd</color>
  <color name="warm_grey">#929292</color>
  <color name="pale_tea">#6abba9</color>
  <color name="battleship_grey">#62717a</color>
  <color name="white">#ffffff</color>
  <color name="cloudy_blue">#a6d5dc</color>
  <color name="pinkish_grey">#bbbbbb</color>
</resources>

<!-- Text styles -->
<resources>
  <style name="TextStyle2">
    <item name="android:textSize">16sp</item>
    <item name="android:textColor">#505050</item>
    <item name="android:letterSpacing">0.01</item>
  </style>

  <style name="TextStyle3">
    <item name="android:textSize">14sp</item>
    <item name="android:textColor">@color/battleship_grey</item>
    <item name="android:letterSpacing">0.01</item>
    <item name="android:gravity">center</item>
  </style>
</resources>
```

VISUAL DESIGN STYLE SHEETS

Project Edit View Window Help 03:00 Thu 6:53 AM Pranava Sthitha

Dashboard Main-Home Copy 2

PDF.next - "Documents of Today" V1 Requirements

Our goal is to provide consumers of PDF files an experience that is delightful, engaging and remarkably better than current PDF consumption experiences. Our primary focus is on mobile phones but we will also look to provide far better experiences across all screen sizes.

Updated April 10, 2017 6:05 PM
Randy Swineford

Dynamic View Fully Tagged PDF Creators Send PDF Documents

Our goal is to provide consumers of PDF files an experience that is delightful, engaging and remarkably better than current PDF consumption experiences. Our primary focus is on mobile phones but we will also look to provide far better experiences across all screen sizes.

```
<TextView
  android:layout_width="wrap_content"
  android:layout_height="wrap_content"
  android:textSize="16sp"
  android:textColor="@color/white"
  android:letterSpacing="0.01"
  android:lineSpacingExtra="12sp"
  tools:text="Our goal is to provide consumers of PDF files an experience that is delightful, engaging and remarkably better than current PDF consumption experiences. Our primary focus is on mobile phones but we will also look to provide far better experiences across all screen sizes."
/>
```

Color Palette



Naming tip: Android developers define their color names using underscore, which looks like: bright_red

Aa Font Book

Text Style 5

OpenSans, Bold, 16sp, ● #warm_grey
Letter spacing: -0.4sp

Text Style 2

OpenSans, Regular, 16sp, ● #505050
Letter spacing: 0.1sp

Text Style 4

OpenSans, Regular, 16sp, ● #greyish
Center, Line height: 28sp, Letter spacing: -0.4sp

Text Style 3

OpenSans, Bold, 14sp, ● #62717a
Center, Letter spacing: 0.1sp

Text Style

OpenSans, Regular, 14sp, ● #929292
Letter spacing: 0.1sp

Text Style 6

OpenSans, Light Italic, 14sp, ○ #ffffff
Letter spacing: 0.1sp

XML

```

<!-- Color palette -->
<resources>
  <color
    name="purpley_grey_5
    b</color>
  <color
    name="seafoam_blue">
    color>
  <color name="greyish">
    color>
  <color name="warm_grey
    color>
</resources>

<!-- Text styles -->

<resources>
  <style name="TextStyle
  <item
    name="android:text
    /item>
  <item
    name="android:text
    or/warm_grey</item
  <item
    name="android:lett
    -0.02</item>
</style>

  <style name="TextStyle
  <item
    name="android:text
    /item>
  <item
    name="android:text
    050</item>
  <item
    name="android:lett
    0.01</item>
</style>

  <style name="TextStyle
  <item
    name="android:text
    /item>

```

Zeplin Project Edit View Window Help 03:00 Thu 7:12 AM Pranava Sthitha

Dashboard Summary

Page 1

- Rectangle 7
- Rectangle 7
- Rectangle 7
- Aa Mobile
- Aa Detailed Product Que
- Aa Target Audience for
- Aa General
- Aa Deployment
- Aa Security
- Aa E-Sign and Digi sign
- Aa Adobe Sign
- Aa Pricing
- Aa Purchasing & Licensi
- Aa Document Cloud & Cre
- Aa Fall 2015 Release
- Aa Winter 2016 Release
- Aa Spring 2016 Release Copy
- Group 2
- Rectangle 6
- Aa 3/21
- Group
- fab
- Oval 44
- Aa 2/21
- Aa 1/21
- Aa 4/21
- Rectangle 5
- Spring 2016-1 Copy 16

280.6dp

220dp

Adobe Document Cloud Sales FAQ

This INTERNAL ONLY document provides answers to a range of questions about Document Cloud, Acrobat DC and Adobe Sign, including: features by release, product changes, solution packages, pricing, competitive info and more. Document is updated regularly and is marked with what is new, what's changed accordingly.

Updated July 15, 2016 6:05 PM
Lisa Niday, Beth Bourg

Body text

X: 47dp Y: 206dp
Width: 280.6dp Height: 220dp

Typeface
AdobeClean-Regular
Size: 16sp Align: Center
Line height: 22sp
Letter spacing: 0.3sp
#ffffff

Content Copy

This INTERNAL ONLY document provides answers to a range of questions about Document Cloud, Acrobat DC and Adobe Sign, including: features by release, product changes, solution packages, pricing, competitive info and more. Document is updated regularly and is marked with what is new, what's changed accordingly.

XML Copy

```
<TextView
  android:layout_width="wrap_content"
  android:layout_height="wrap_content"
  android:textSize="16sp"
  android:textColor="#ffffff"
  android:letterSpacing="0.02"
  android:lineSpacingExtra="6sp"
  android:gravity="center_horizontal"
  tools:text="This INTERNAL ONLY document provides answers to a range of questions about Document Cloud, Acrobat DC and
```

Notes

export Artboard

Color Palette



Naming tip: Android developers define their color names using underscore, which looks like: `bright_red`

Aa Font Book

Heading Modal

AdobeClean, Light, 26sp, ● #dark
Line height: 32sp

Body text

HelveticaNeue, Regular, 16sp, ● #greyish_brown
Line height: 25sp

Breadcrumb in modal

AdobeClean, Bold, 12sp, ● #dark_sky_blue
Line height: 32sp

XML

```

<!-- Color palette -->
<resources>
  <color name="greyish">
    color>
  <color name="warm_grey"
    color>
  <color
    name="greyish_brown"
    color>
  <color name="dark">#17
    color>
  <color
    name="dark_sky_blue"
    color>
  <color name="white">#d
    color>
  <color
    name="aqua_marine">#
    color>
  <color
    name="bright_blue">#
    color>
</resources>

<!-- Text styles -->
<resources>
  <style name="HeadingMo"
  <item
    name="android:text"
    /item>
  <item
    name="android:text"
    or/dark</item>
  <item
    name="android:line"
    a">6sp</item>
  </style>

  <style name="BodyText"
  <item
    name="android:text"
    /item>
  <item

```

DISCUSSIONS & FURTHER

Some of the observations during the process were that 45% of documents are one to two pages long. This data was found when different documents were tried to adhere to the scalability issue. Documents in any case, need an indication about how long it is. But giving an idea of sections and further more sub-sections under it is not enough. The users also need to revealant informationa nnd epth of these content chunks.

Types of documents:

- Proposal : shared internally.
- Plan : Shared internally, Living document (Collaboration)

All documents need not necessarily require a cover page. All documents need not necessarily have a table of contents. Official internal documents must have a recurring branding on each page. Navigation should be simple. In its most basic level. Tables can be broadly categorised into 5 types. Lists are of two types: Bullets and Numbered lists. Tables can be essentially categorised into

three types: Tabular, Textual and Graphical
 - You essentially need tables to compare data and be able to see everything at once. Tabular : Large amount of data can be Organised and Sorted. Textual : Presents results clearly and logically. No excess verbiage. Graphical : Graphs of data established from tables. Figures can be categorised as:

1. Images
2. Flow Charts
3. Graphs
4. Shapes

These environments should essentially thrive and rely on machine learning to categorize stories. It's specifically analyzing caption text, time, and visual elements.

Interaction patterns:

Tap | Force 3D touch | Scroll | Drag | Pinch | Zoom

Don't use a new tool in an old way. Find a new way. Learn as much about it as you can

in order to guide your thinking.

From Authoring Work Point of view:

1. How can you assist the user to build documents easily?
2. Where will the content come from?
3. How can the author use and reuse content?
4. How can we include the option of collaborative authoring?
5. How to secure the document?
6. How do you assist the user to easily format the document from the project outline user has written?
9. How can user place content derived from Social media websites (tweets, youtube videos)?
10. How do you allow the user clip and

reuse content from the internet?

11. How do we assist the user to quickly publish content?

12. How do you assist the user to integrate on third party softwares?

1. Documents needs an indication of how long it is/ how much content it has. (example: Number of sections, Number of words, time required to read the document) - Scroll bar, Progress bar.

2. Each type of document can be consumed/authored differently.

1. Detect number of sections and sub sections and auto structure document for easy consumption.

1. Author needs to start with a layout/ theme/template that helps him/her define the pattern of the documents for consumptions.

Can you control the formatting for every document and make it uniform for every document you consume?

CONCLUSIONS

My project primarily aimed at Transform business content into experiences that make information more delightful, engaging and easy to consume

- * Awesome reading experience on mobile
- * Easier to consume information
- * Can be adopted by individuals (not an enterprise sales situation)
- * For internal and external documents
- * Automatically looks good
- * (Guided/Assisted formatting and layout using ML powered Design Bot)
- * Documents may be built from components (chunks of content)
- * Collect and organize content blocks from anywhere
- * Makes it easy to re-use content
- * Helps you discover and find the relevant content to reuse
- * One document, many different views (long form, summary, presentation, other filters, ...)
- * Collaborate with your team – Discuss, comment and edit together
- * Track usage and analytics
- * Social

- * Instantly sharable
- * Collaborative consumption

This project document has discussed the development of a platform agnostic mobile application titled “Document Consumption experience for knowledge workers”. The objectives of this project were to develop a mobile application which can be used to read PDF documents provide HTML like qualities. All the objectives were met. By keeping track of the test results, the designed application was able to achieve all the proposed functionalities. Also, if the reader wants to read a document in its concise, this application would be extremely handy.

In implementing this application some advanced features like Text-To-Speech, Scroller, HTML text format, Notifications etc., are included in developing and fulfilling all the proposed functionalities.

My research includes the fundamentals of reading on small screens, document architecture, features of

a work document with respect to different age groups, different methods of information processing and how NLP, ML will be beneficial to the auto-summarisation aspect of document consumption.

RECOMMENDATIONS

Work backwards. Maybe start with an authoring environment and trace back to what the consumption experience would seem like.

Distinguishing Features and About the Product

Transform business content into experiences that make information more delightful, engaging and easy to consume

- * Awesome reading experience on mobile
- * Easier to consume information
- * Can be adopted by individuals (not an enterprise sales situation)
- * For internal and external documents
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 - * (Guided/Assisted formatting and layout using ML powered Design Bot)
- * Documents are built from components (chunks of content)
 - * Collect and organize content blocks from anywhere
- * Makes it easy to re-use content
 - * Helps you discover and find the relevant content to reuse

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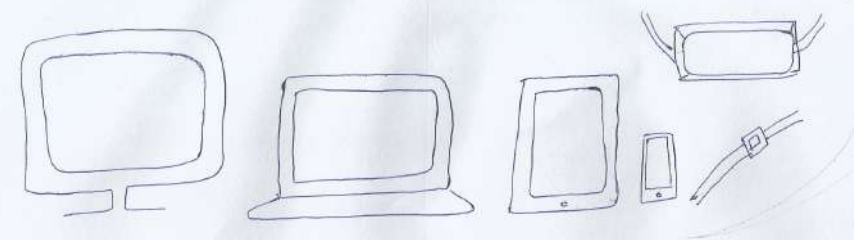
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ANNEXURE



Desktop

TV → smart TVs
 Apple TV
 Notebook → Chromebooks

Phones

android
 Apple
 windows } match all versions

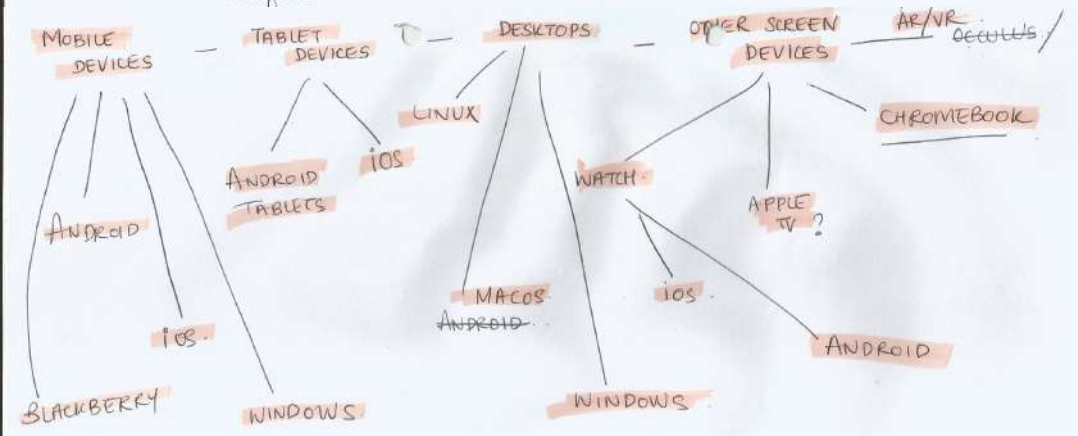
Tablets } KINDLE?
 Phablets }

Watches

apple
 android

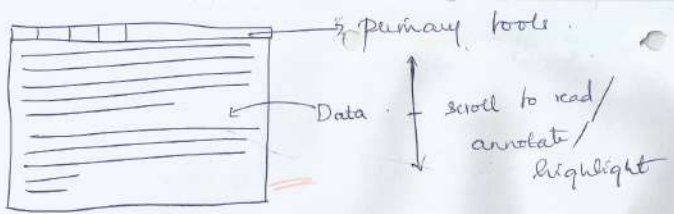
VR device
 AR

Microsoft Pro Surface | ipad | upad | peo



expect options?!

Why should it be a container?
 Why can't data float & still be secure?

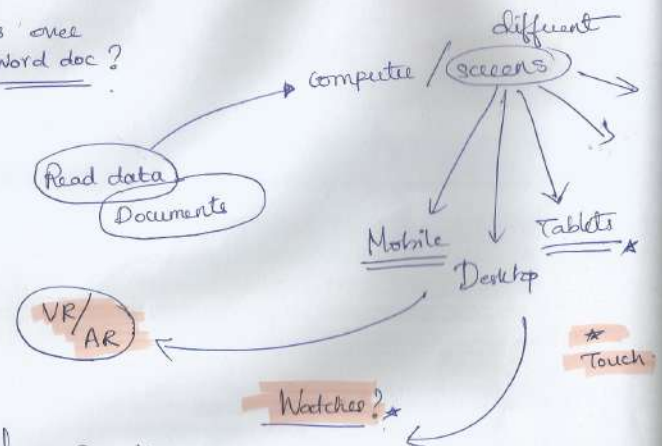


Read Data
 Future of Documentation

Permanently: PDF / advantages over HTML5 or Word doc?

- To Read documents
 - Fill forms
 - Signs
 - secure data
- All are frequently shared.

ARCHIVE



(How do you read data on smartwatches?)

CONS / APPRECIATION

- Walkthrough guides about new features.
- Multitab view. (3) search feature for tools.
- Tools are well categorised. (in comparison to the previous version)
- Colour-coded tools.
- Tools are easily understood by looking at the icons. Tool tips are great for icons that are not familiar.
- Navigational panel buttons are clear.
- page thumbnails Bookmarks Attachments
- Icons (unfamiliar) are labelled well with no further scope of confusion.

SUGGESTIONS / SCOPE TO CHANGE?

- Highlight tool's could be 'highlighted' when in use?
- The screenshot option is absent on the windows version.
- Both the icons of [] & text example -
- unclear tooltip
 - if you have a comment tool [] why to?
 - create pdf have the same deepdown menu

CONS

- Highlighting tool → Delete option.
 - becomes darker and darker.
 - Difficult to remove → delete multiple times to remove
 - Forms a block preventing a user to do anything further.
 - clicking on the block makes it difficult to do anything more, created comment box.
 - clicking on anywhere else creates a comment stamp.
- ONLY Acrobat pro has the capacity to play 'rich media' that is embedded in a pdf. It doesn't work on other PDF viewers.
- Preparing form is a not-so-comfortable

ADobe DESKTOP

cons conditions / need classification = [NH?]

- Search tool for text in the document / for tools in the software?
- Why are some tools that belong to different categories in the same colour?
- Tools uncommonly used are clicked to see what happens (even in the basic toolbar).
- [] (options) button has loads of options hidden in the navigation panel.
- Layout of create PDF & rest of the tools is different?
- More clarity on accessibility required.
- Accessibility → Autolog → Doesn't come across easily

PROS

- Minimalistic / easy to navigate
- day view / night view
- Commenting is very easy / very user friendly.
- Strikes through and underline work great even from a scanned document.
- Jpeg to pdf works great.
- Scan works great.
- sharing is also fine.
- OCR works so well.

SUGGESTIONS

- Continuous view to single page view can be either horizontal or vertical.
- Navbar → Documents

Icon at the top doesn't tell what exactly it does.

CONS

- Reading mode doesn't allow annotations.
- Combine document missing.
- Signature boundary box is a problem.
- Each mask went unnoticed.
- Bulk convert and combine jpegs.
- settings ? → incomplete
- Multitab / document view.
- PDF viewing in chrome mobile.
- Magnifier absent.

ADobe ACROBAT FOR MOBILE

WHY?

- Unlike Create PDF option for desktop that offers multiple options in creating a docx why are there no options to create/comb
- Red dot looks like Record button.
 - if current document is opened here, then why other opened documents won't display under it
- High compression when creating PDF for Scanners?
- Why would people choose Acrobat on google's default chrome reader?

PROBLEMS

Why PDF? → To share documents electronically.

But, PDF files have lost relevance in today's mobile and tablet computing environment.

'Text should flow' → to fit the size of screen, & images should be repositioned or removed.

Uses on a smart phone don't want a replica of printed document

"optimized HTML 5 version"

↓

They are device adaptable

'checking data'

Responsive

Accessibility??

→ Gestures / Hashes? } other ways to interact.

