Strategic Design at FileMaker, Inc.

Heather Winkle
Product Manager of User Experience
Who I Am

- Product Manager of User Experience
- Joined FileMaker in 2009
- My work is not yet in the product
Education

Architecture and Industrial Design

• Human Factors
• Design Principles
• Computer Science
Education

Architecture and Industrial Design
• Human Factors
• Design Principles
• Computer Science

Masters of Business Administration
• Innovation Leadership
• Organizational Behavior
• Finance
Experience

Designer and Manager since 1995

• Adobe Acrobat 8 and 9
• eBay Selling Tools
• Yahoo! Finance and Mobile
• Quicken 2000, 2001, 2002
Strategic Design

- Gathering information
- Weighing the options
- Driving innovation
- Making trade-offs
- Communicating
What Made FileMaker Revolutionary?

1980s

• Surge of Personal Computing
• Graphical User Interface
• Mouse Input
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FileMaker harnessed this ease-of-use and created a tool that empowered anyone to build unique business solutions.

For the past 25 years FileMaker has been known as the world’s easiest to use database software.
The New Era

2010s

- Surge of Anywhere Computing
- Touch Screen Interface
- Diversified Input
The New Era

2010s
• Surge of Anywhere Computing
• Touch Screen Interface
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To be the world’s easiest to use database software for the next 25 years.

FileMaker must harness this new ease-of-use while maintaining its core values.
Embody the Essence for a New Era

- Maintain what people love
- Embrace new technology
- Enhance the power and stability
- Adopt modern patterns
FileMaker Ecosystem

• Long-lived code base
• Cross-platform
• Diverse user base
• Passionate Developer community
The Virtuous Cycle

Great User Experience → Great FileMaker Design → Great DB Solution Design → Great User Experience
Where Design Fits at FileMaker

Apple

Dominique

Marketing

Engineering

Product Management

Design

Development

Quality Assurance
The Role of Design
The Role of Design

- Product Management
- Design
- Development
- Users
The Role of Design

- Business Strategy
- Product Design
- Technical Capability
- User Needs
Product Development at FileMaker
Strategic Design at FileMaker
Research and Design
Early Research

- Benchmark Usability
- Surveys
- Bugs and requests database
- Interviews
- Field Research
- Persona Development

Who are the users?
What are their goals?
What are their challenges?
Synthesis and Problem Statements

- Synthesize findings
- Combine with business initiatives
- Create problem statements
- Organize into themes and features
- Outline requirements for each
Brainstorming and Design

- What familiar patterns can we use?
- What is technically possible?
- Where can we innovate?

existing product  ideal product
Brainstorming and Design

• What familiar patterns can we use?
• What is technically possible?
• Where can we innovate?
• How much can we do in one product cycle?
Design

• Conceptual Models
• Workflow Maps
• Screen Wireframes
• Interaction Design

Include Engineers in the process
Involve users along the way
Design, prototype, test, refine
Usability Research
Usability Research

Mac

Win

Usability Test

Mac

Win

Usability Test

Incorporate Findings

Validate Changes
Experience Specification

• Use Cases
• Work Flows
• Screen and Behavioral Design
• Visual (Graphic) Design
• Iconography
• Terminology
• Keyboard Shortcuts and Menus
• Accessibility
Implementation

- Usability implications
- Technology constraints
- Specification changes
- Bug reports
- Early testing feedback
- Business influences

Avoiding “death by 1000 cuts”
Figure out What Comes Next

- Product Design Plan
- Business Environment
- User Input
Vielen Dank

heather_winkle@filemaker.com
Vielen Dank unseren Sponsoren