# Designing For Complex Systems



Vitaly Friedman, Tallinn, Estonia e-Governance Conference, May 11, 2022

Designing For Complex Systems -

# Complexity



#### Thinking of systems

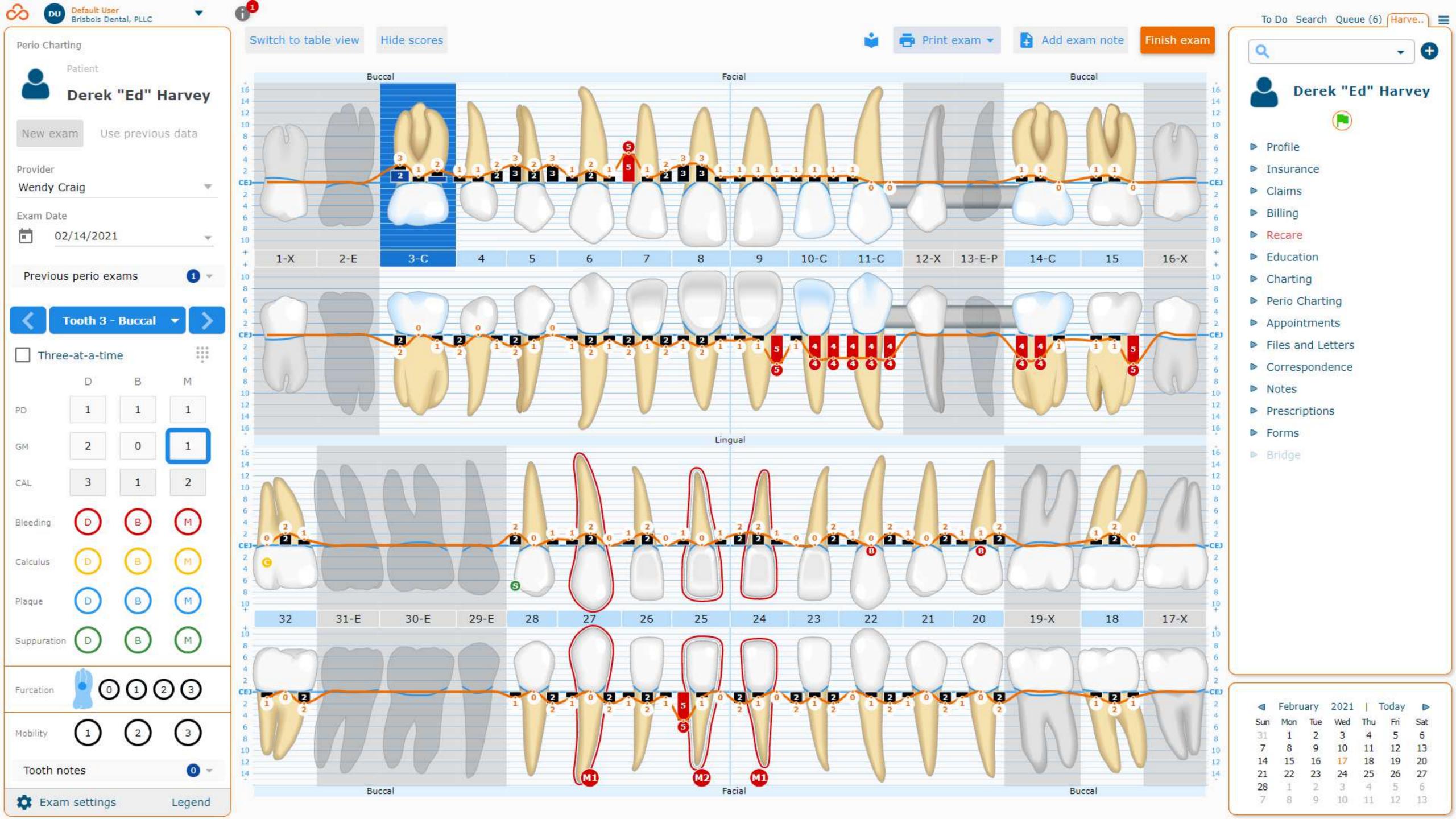
#### Complex Environments

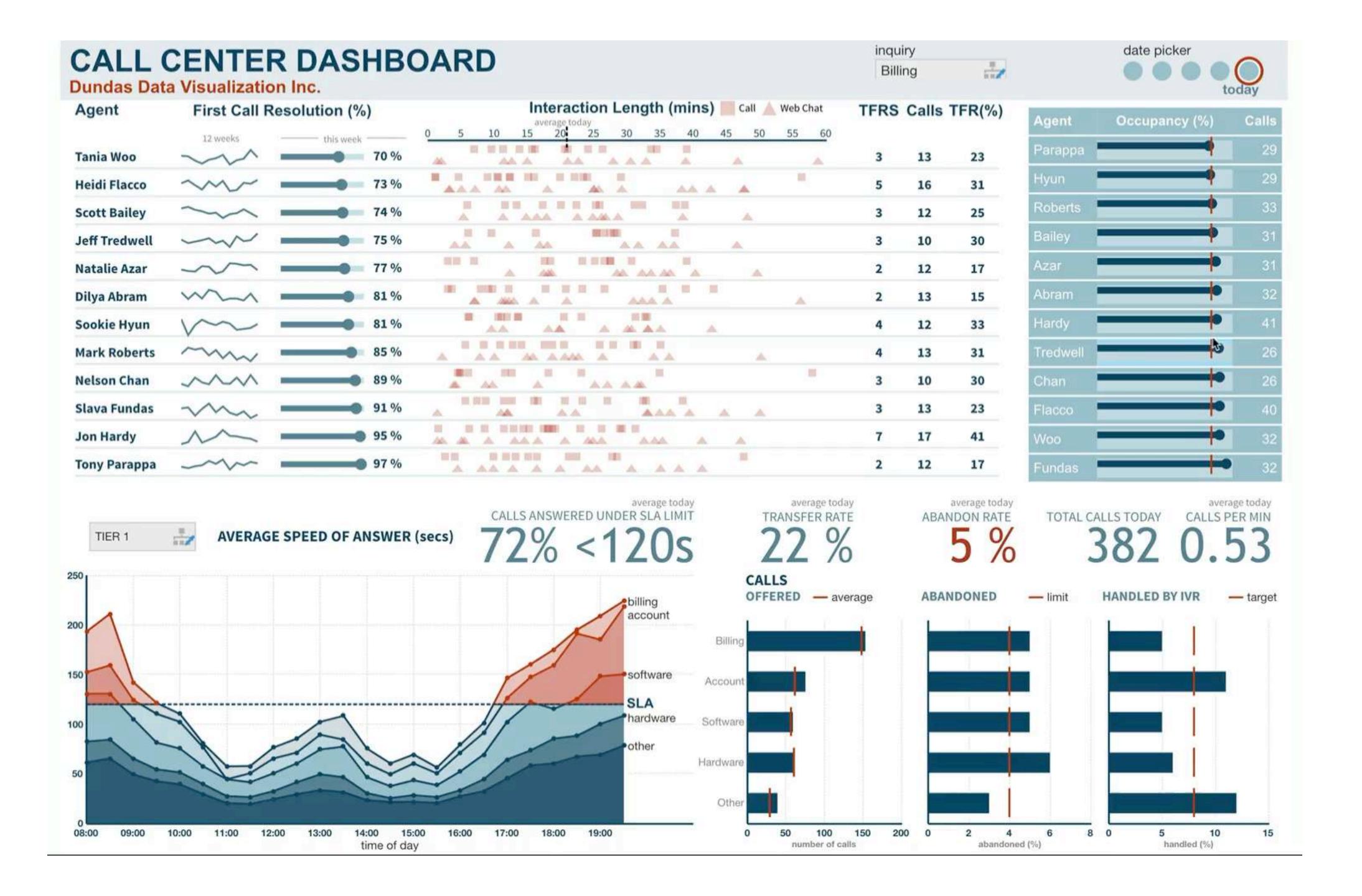
- **01** Business Intelligence systems
- **02** Configure Price Quote systems
- os CRM applications
- 04 Healthcare systems
- os Accounting software
- o6 Multi-step builders/configurators
- 07 Banking/trading applications
- **08** Information systems
- 09 Public services
- 10 Analytical/operational dashboards

- 11 Higher Education
- 12 Expert software
- 13 Extract, Transform, Load tools
- 14 Database query builders
- 15 Data evaluation and filtering
- 16 Modeling and visualization
- 17 PIM software
- 18 HR Management tools
- 19 B2B and legacy systems
- 20 Monitoring/analytics tools

### Inherently Complex

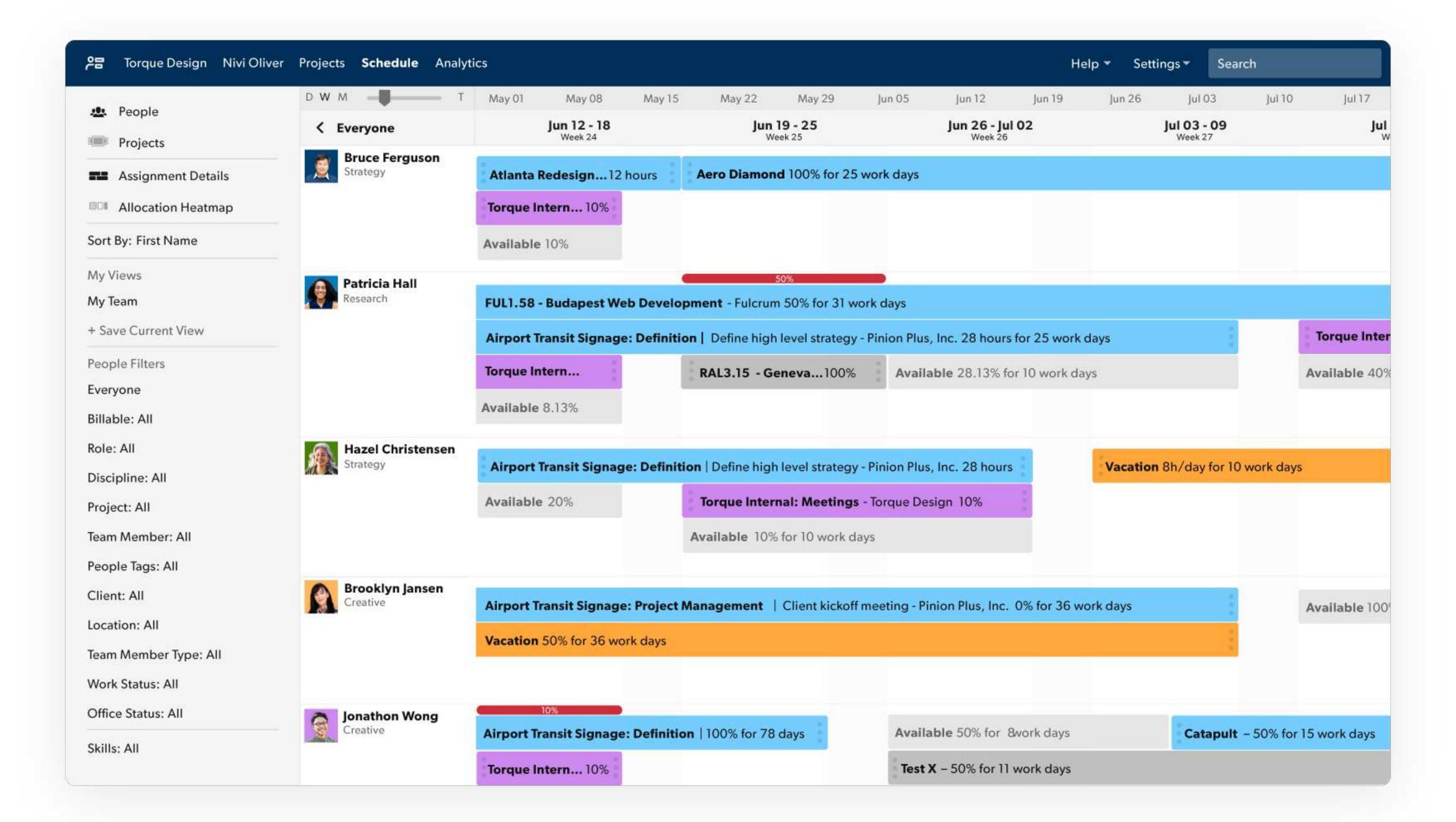
Some digital products are *inherently* complex because of deeply intricate environments in which they operate. They are designed for expert users operating in a knowledge domain.

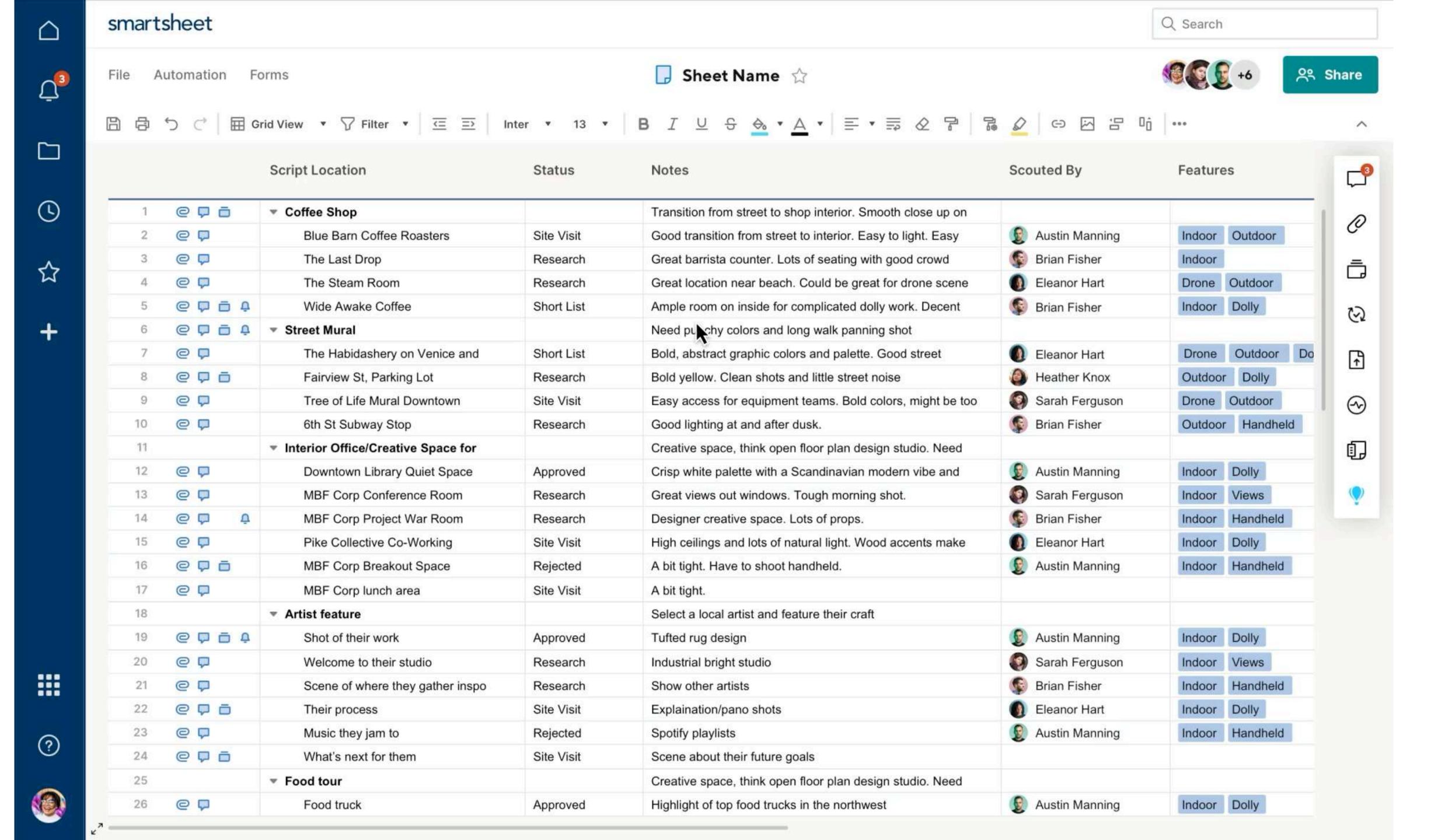


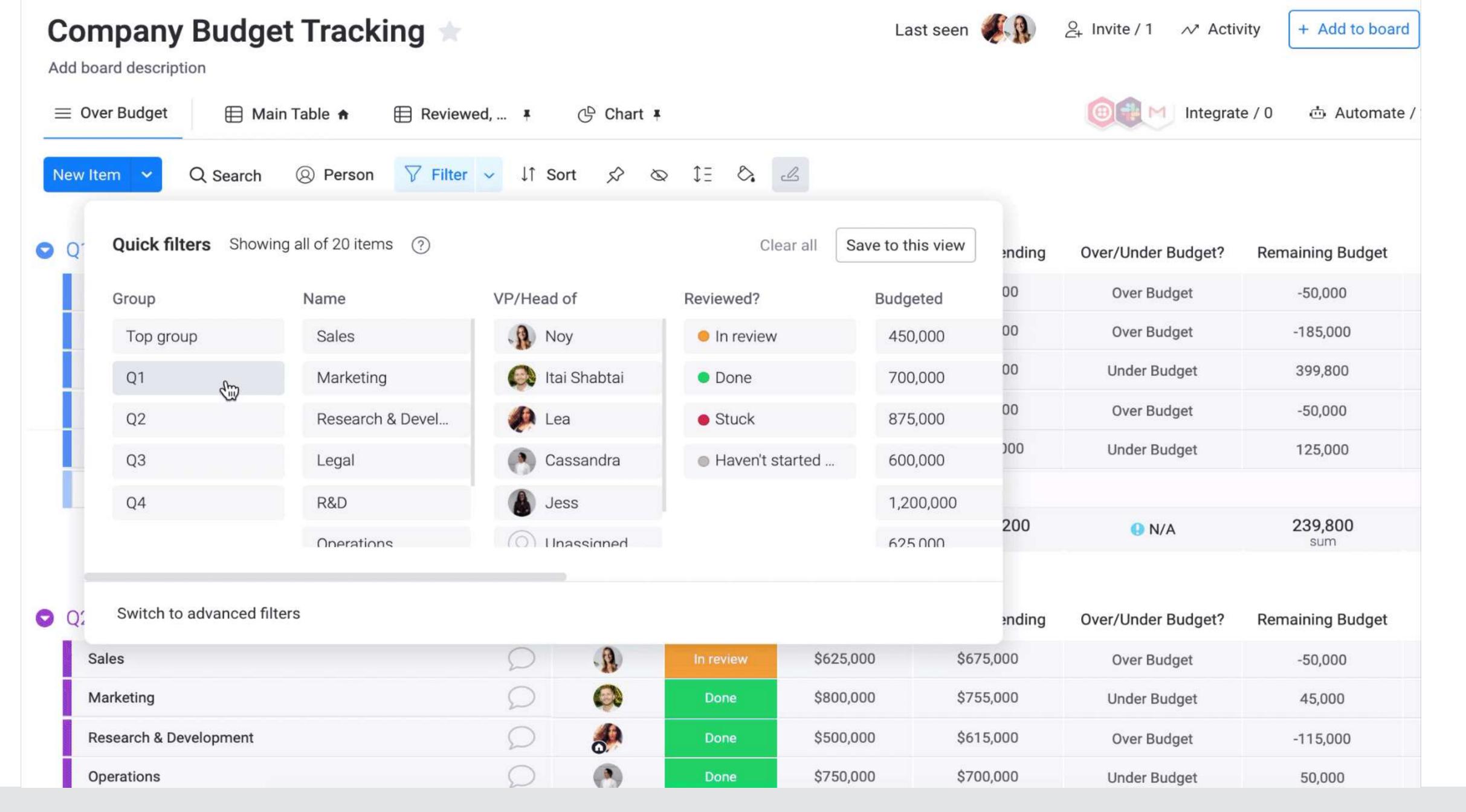


### Enterprise Products

Other products are designed to support *enterprise roles* in large organizations. The focus often lies on coordinating *workflows, tasks, people.* 

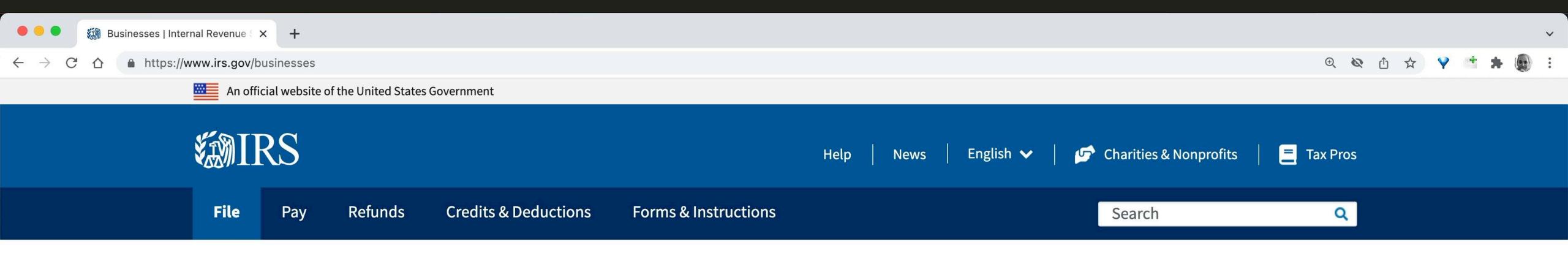






### Information Systems

Other products are designed as large information systems that provide access to information/services to employees or general public.



Home / File / Businesses

**Individuals** 

**Large Business** 

Corporations

**Partnerships** 

**Charities and Nonprofits** 

**International Taxpayers** 

**Governmental Liaisons** 

**Businesses and Self-Employed** 

Small Business and Self-Employed

#### **Tax Information For Businesses**

<u>Calculate Your Employment</u>

Employment Taxes

<u>Taxes</u>

Excise Taxes

Gift Taxes

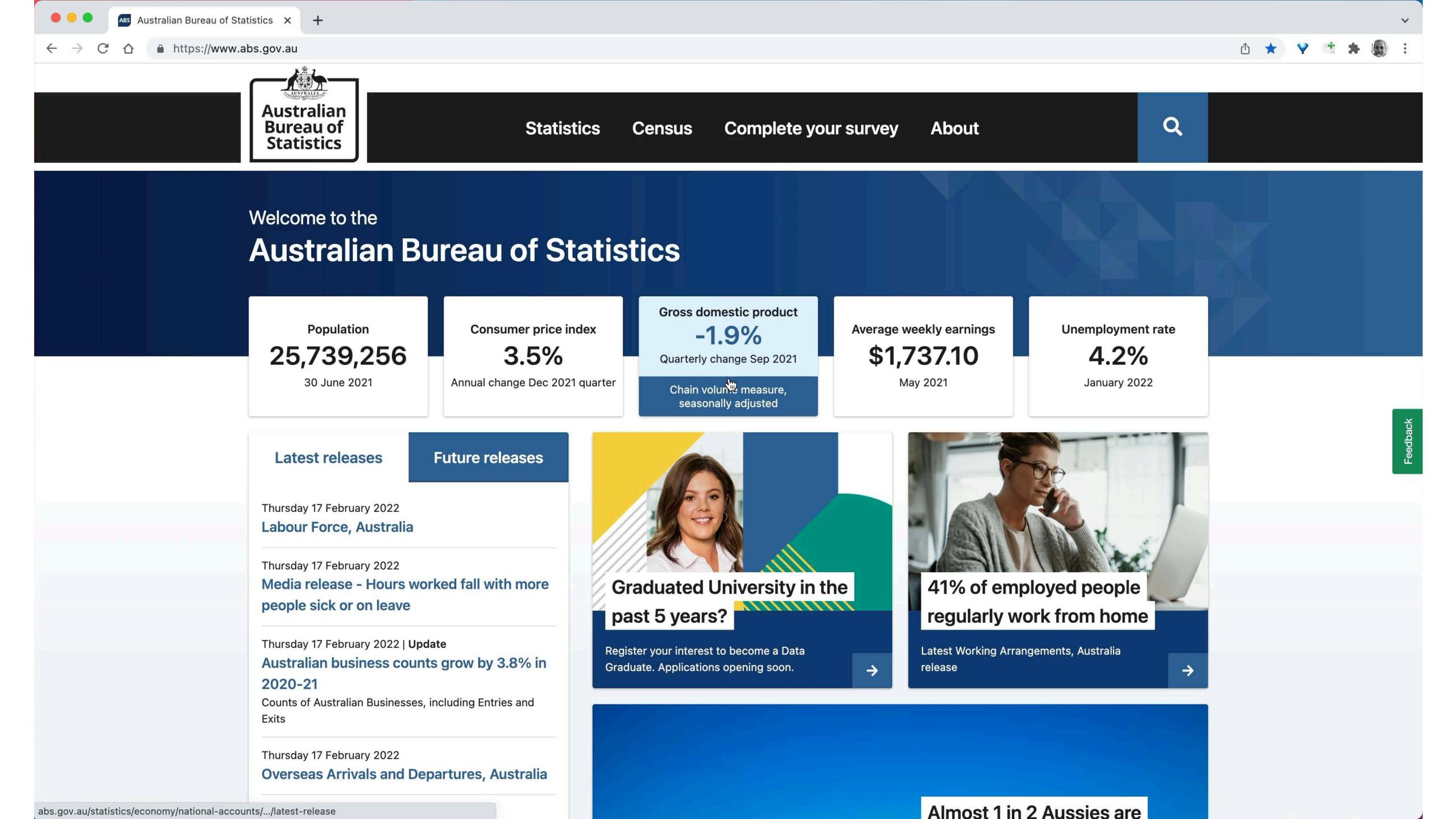
English Español 中文 (简体) 中文 (繁體) 한국어 Русский Tiếng Việt Kreyòl ayisyen Tax information, tools, and resources for businesses and self- employed. **Employer Foreign Account Estimated Employment ID Number Tax Compliance** Tax Tax **Act (FATCA)** (EIN) **Run Your Business Prepare Your Taxes** File or Pay Your **Taxes** • Business Tax Credits Start a Business Deduct Expenses • Operate a Business Estimated Taxes

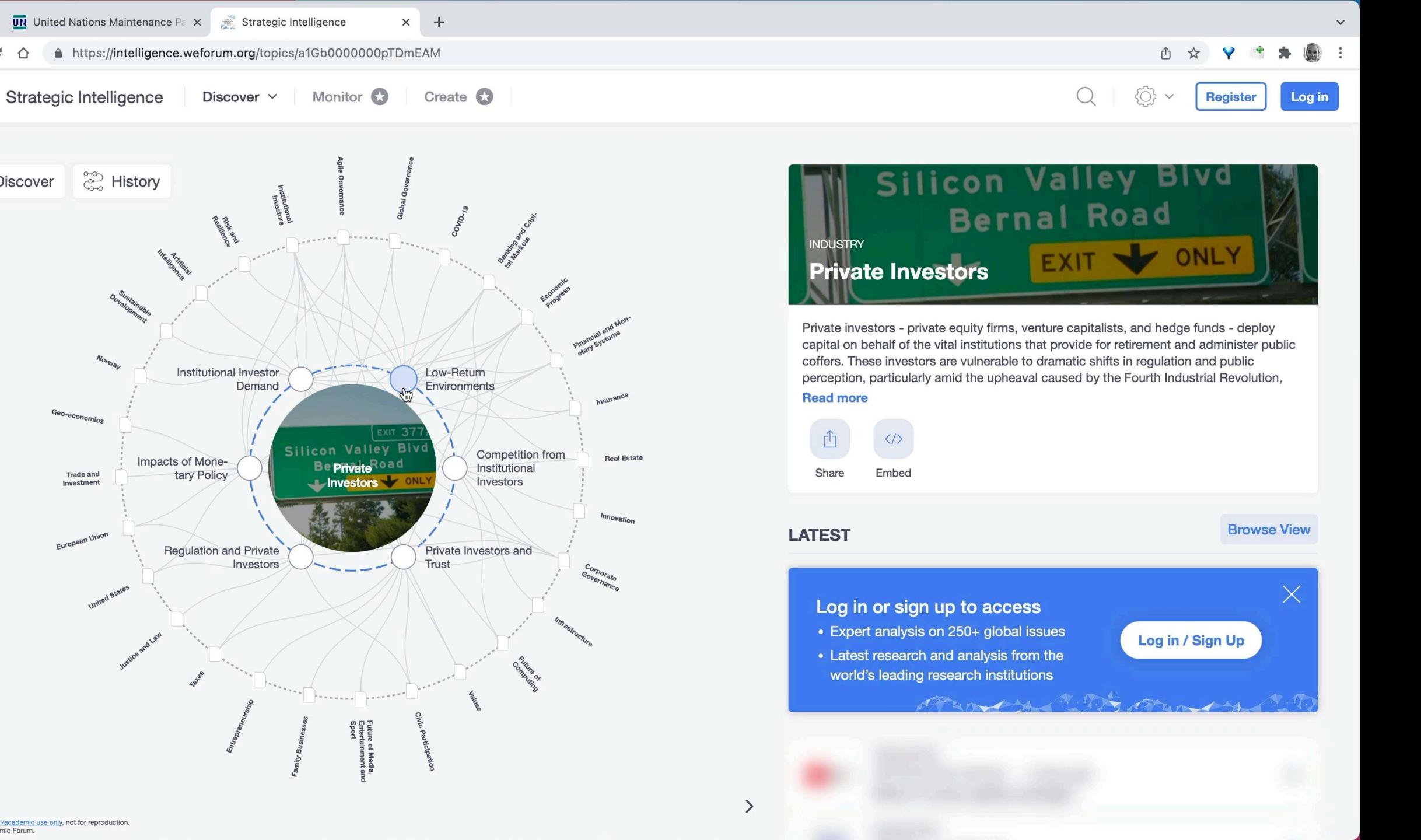
• Order Forms Online

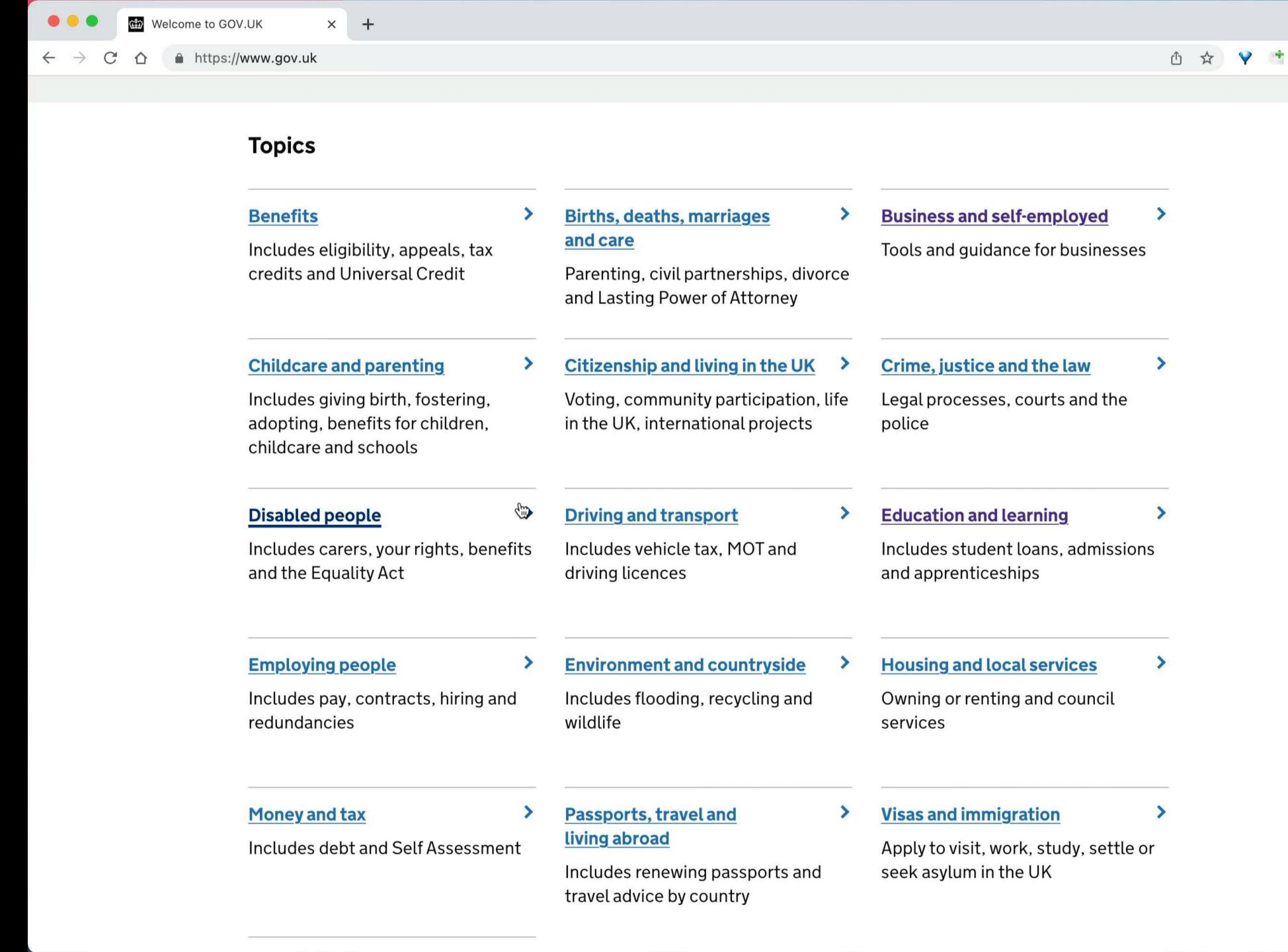
• <u>Electronic Federal Tax</u>

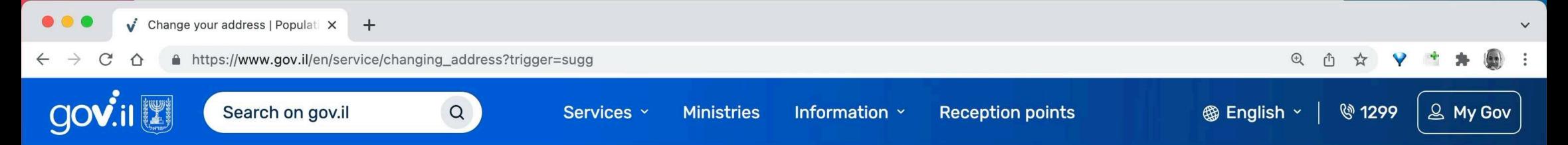
Payment System (EFTPS)

Close a Business









gov.il > Citizenship, documents and passports > Registration and changing personal information > Change your address

#### Change your address

Change your registered address on your ID slip online, by post or in person, and get the updated ID slip.















לשינוי כתובת

Online application via GovID

#### Who can change their address online



- an Israeli citizen or resident
- · and currently in Israel

You can also register a different address for receiving mail by post.

Note!

Before applying online, check below to make sure that you don't need to apply in person

You always need your ID card when applying in person.

You'll need to apply in person and submit supporting documents if:

#### **Population and Immigration Authority**

**Piba Central Contact Center** \*3450

Dial from a landline: 1-222-3450 Dial from abroad: +972-2-62946666

Email: info@piba.gov.il

Call center operating hours:

Piba Central Contact Center

More online services

Self service stands

Population and Immigration Authority offices

Fees and payments

#### More on the subject

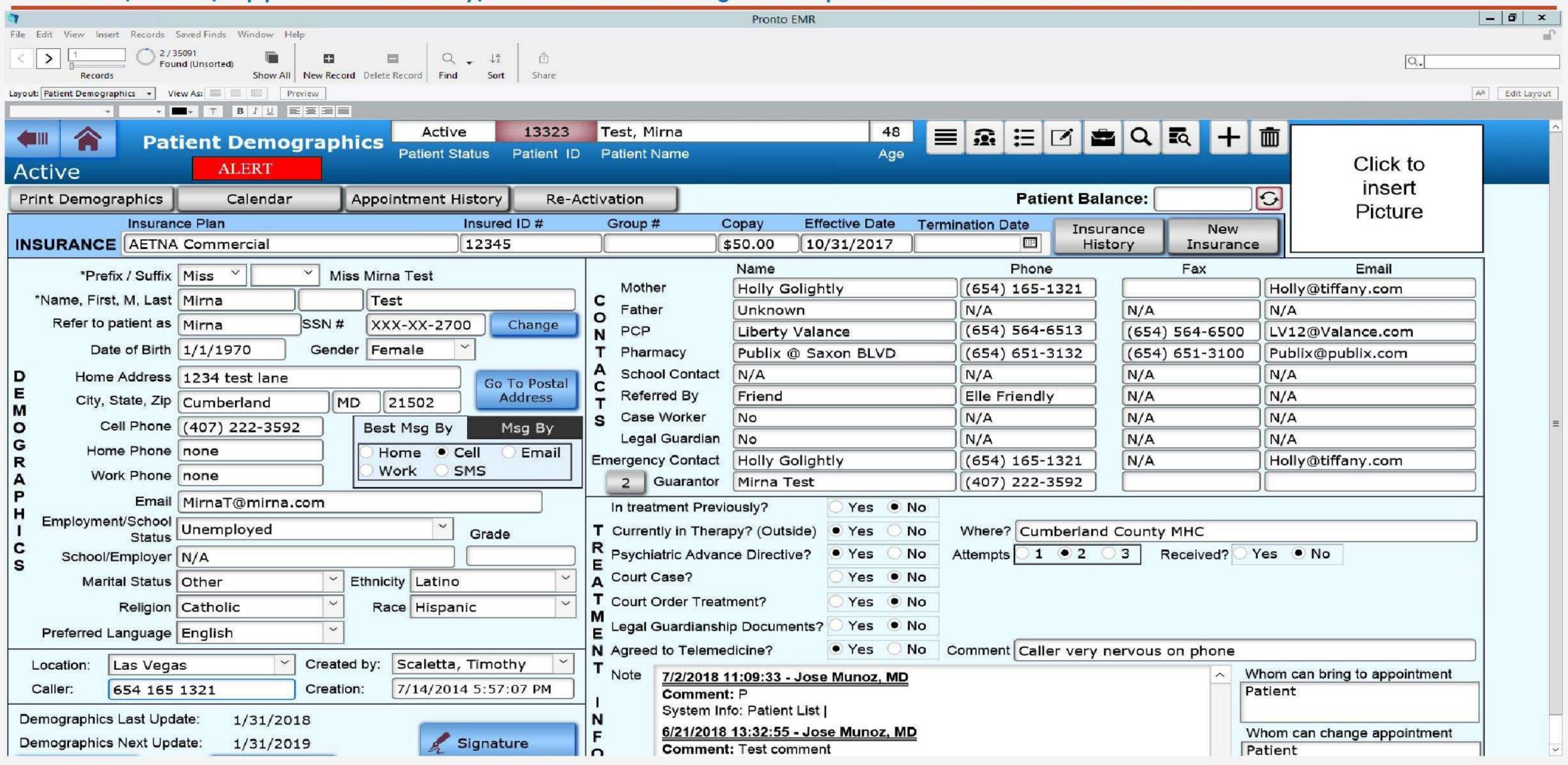
### Legacy Systems

Largest systems are difficult to *upgrade* and expensive to maintain. Changes take *time* and data is often *locked-in*, making it difficult to migrate.

#### **DEMOGRAPHICS**

CALL OR VISIT US FOR A DEMO (407) 915-8004 WWW.PRONTOEMR.COM

Contacts, alerts, appointment history, insurance coverage and specific treatment information















#### Dashboard Appointment Patient Registration Outpatient Management Health Checkup Laboratory Radiology Inpatient Management Inpatient Billing **Nurse Station** Operation Theatre Blood Bank **Review Doctor**

User Management

#### Dashboard



APPOINTMENT



PATIENT REGISTRATION



OUTPATIENT MANAGEMENT



HEALTH CHECKUP



LABORATORY



RADIOLOGY



INPATIENT MANAGEMENT



INPATIENT BILLING



NURSE STATION



OPERATION THEATRE



BLOOD BANK



REVIEW DOCTOR



MIS REPORTS



PHARMACY



SOFTWARE MANAGEMENT



SYSTEM CONTROL



PHLEBOTOMY



STORE MANAGEMENT



OPD CLINICAL MANAGMENT



TALLY



MRD



DOCTOR ACCOUNTING



ASSET MANAGEMENT



CSSD



EQUIPMENT MAINTENANCE



DOCTOR MANAGEMENT



PHYSIOTHERAPY HR MANAGEMENT



DISCHARGE SUMMARY



HOUSEKEEPING AND LAUNDRY MANAGEMENT

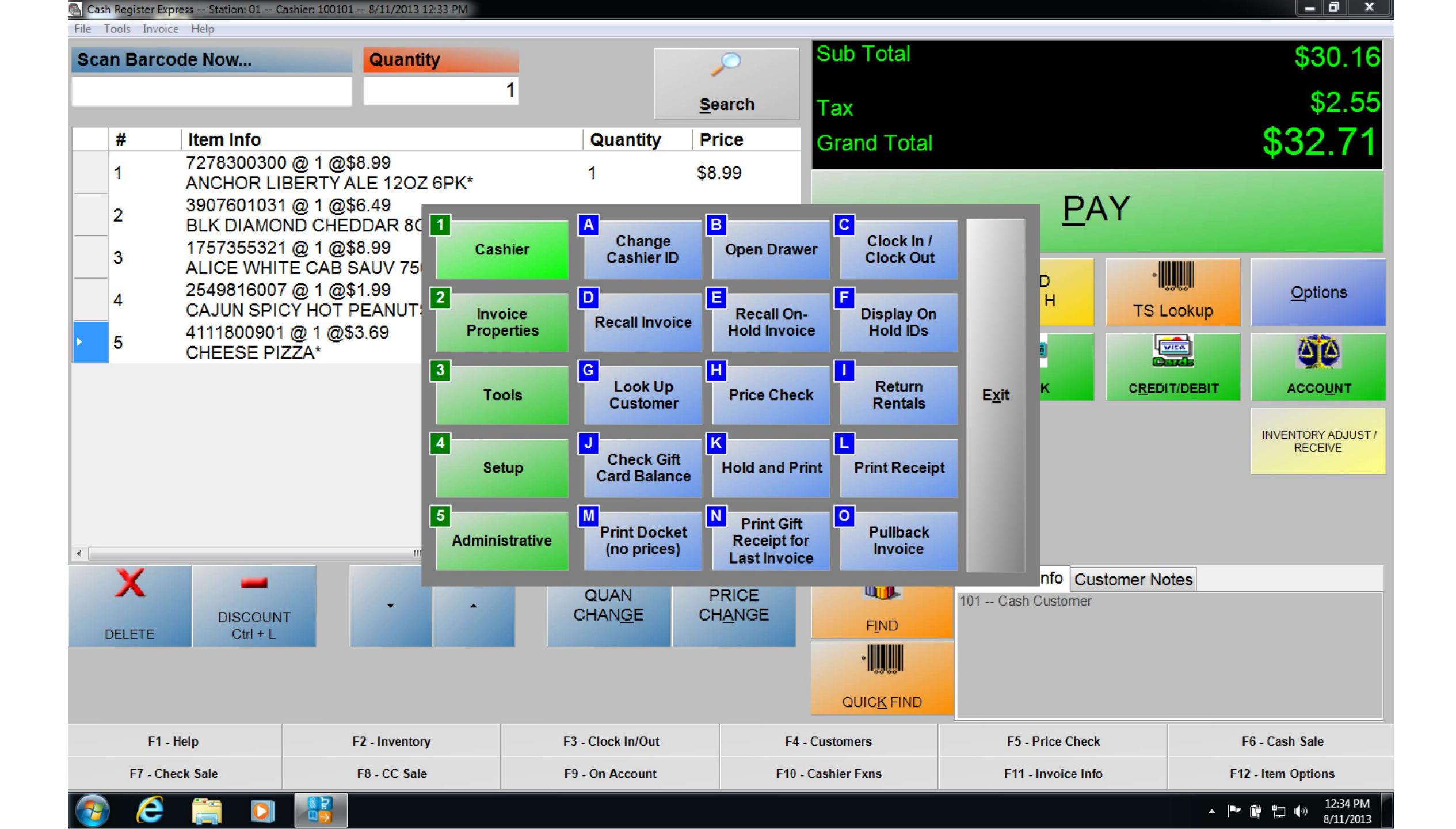


CANTEEN MANAGEMENT



AMBULANCE MANAGEMENT

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### Conservation Of Complexity

Complex systems always preserve their complexity. We can't remove complexity; it has to be dealt with. The question is, how much technical burden we put on the user, and how much on ourselves.

Tesler's Law, "Conservation of Complexity"

### Conservation Of Complexity

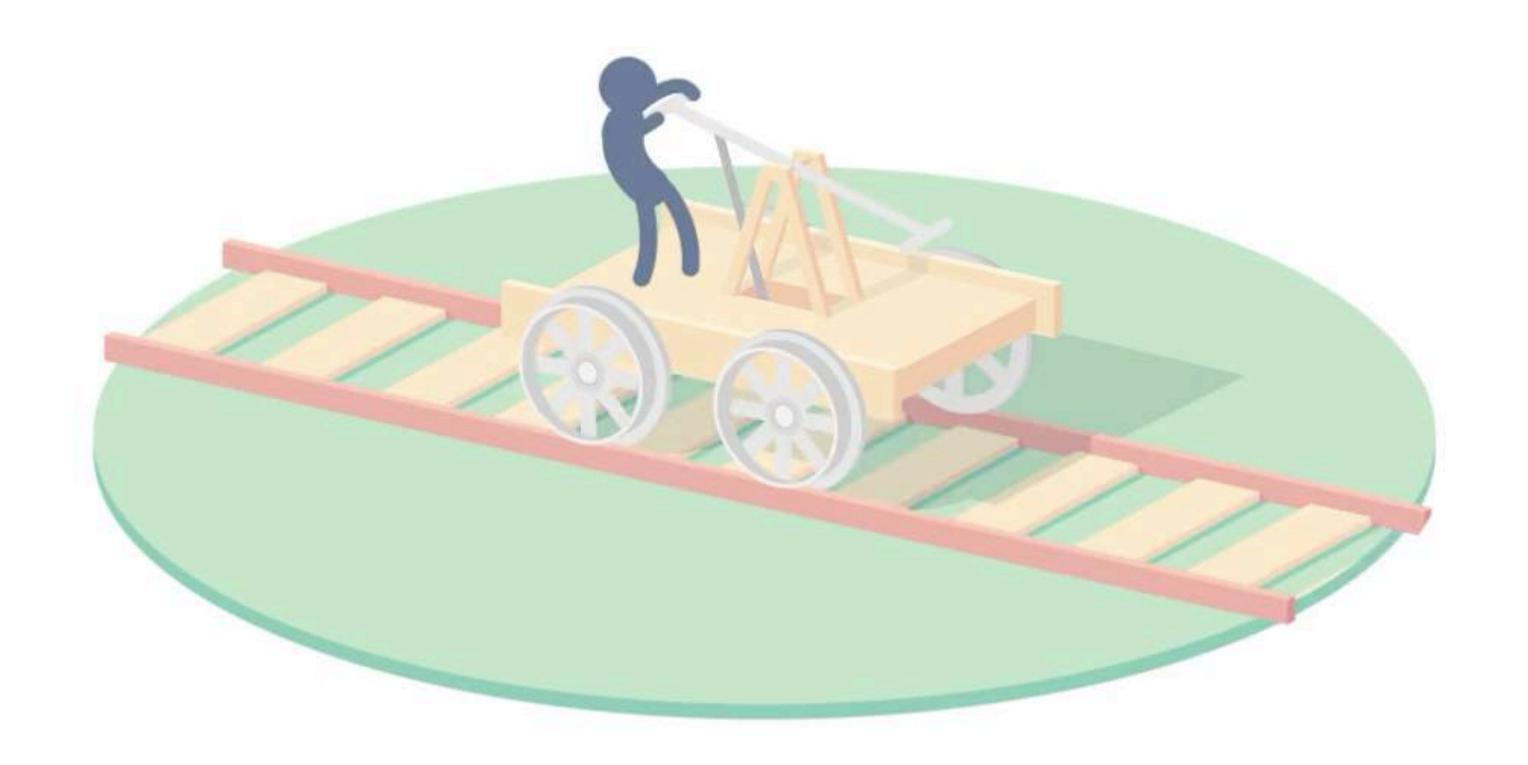
Successful organizations do neither.

They put the burden on *technologies*: i.e. standardized, optimized and automated

processes. This often happens via design.

Designing For Complex Systems -

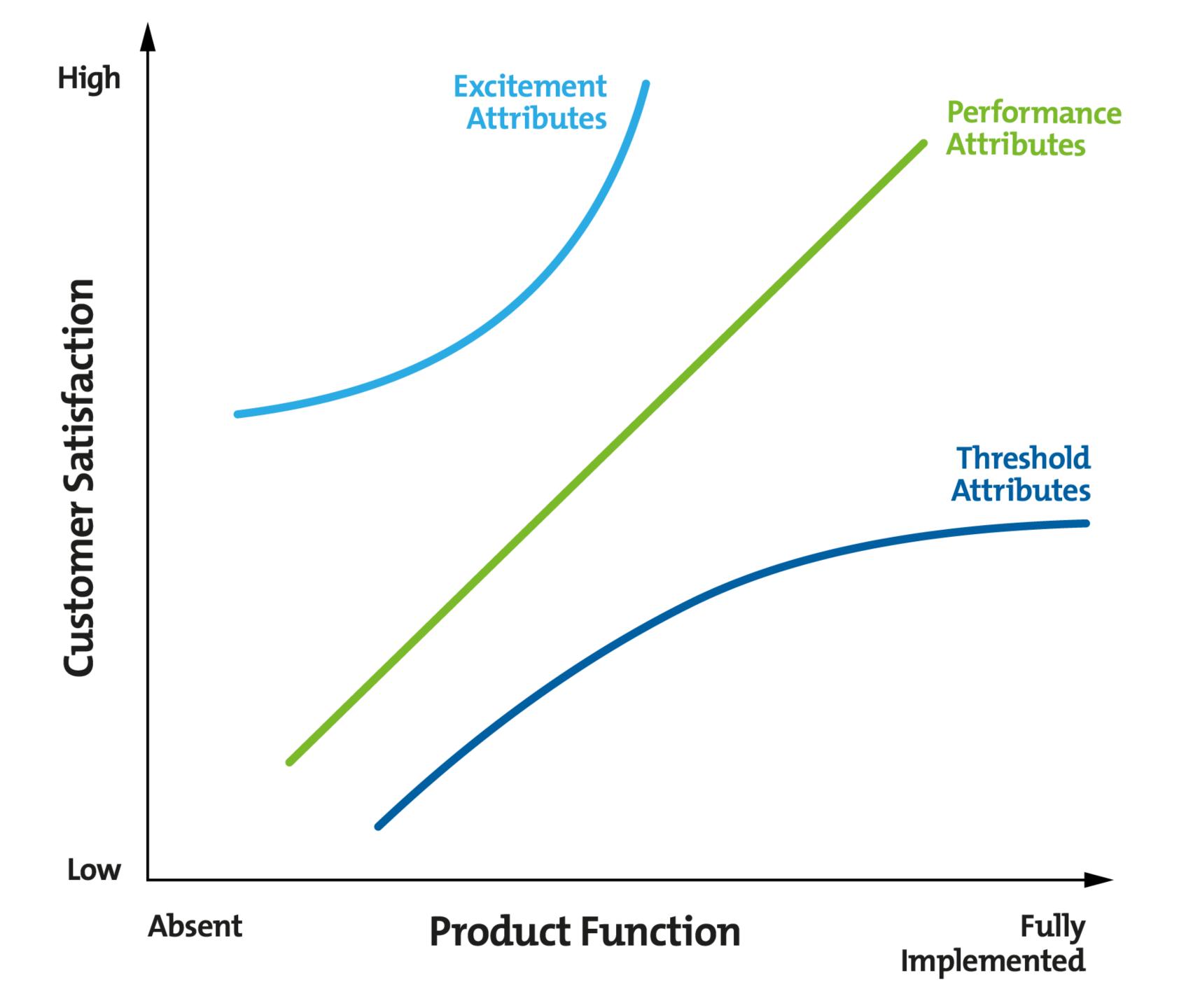
# Design KPIs



# Noriaki Kano

Professor of engineering, University of Tokyo





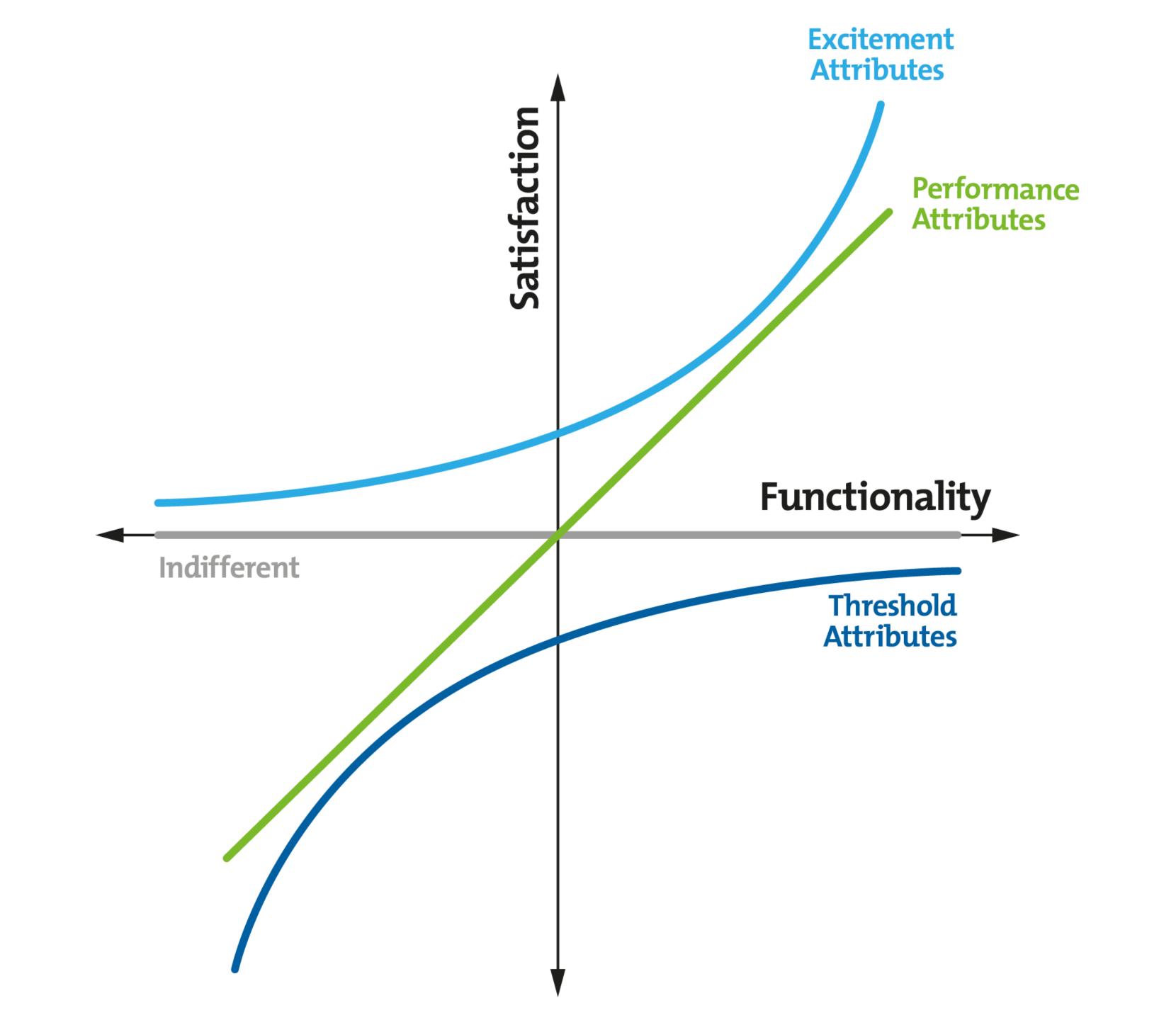
#### **Design Complexity**

#### Kano Model

- *Threshold* attributes are all about *basics*. Basic expectations that customers have.
- *Performance* attributes are all about *satisfying*.

  These are the things customers know they want.
- *Excitement* attributes are all about *delighting*.

  These are the things customers don't know they want.

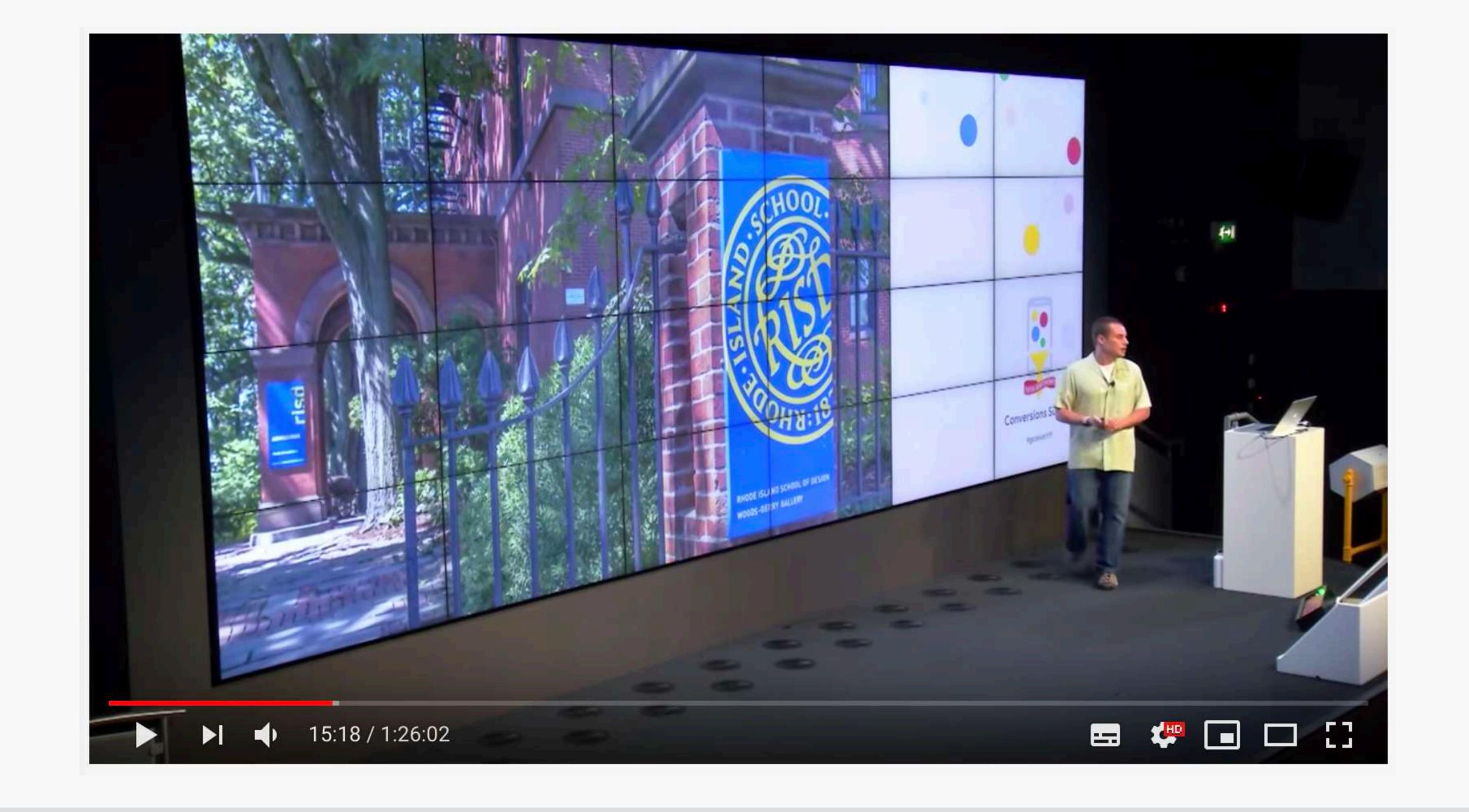


#### Excitement Attributes

Excitement attributes is why people stay. We identify pain points and slowdowns and solve them with good design. But: we need to get the other attributes right first.

### Design Has Good ROI

Competing via design is much easier and cost-effective than competing in features. We can hide complexity away from users, but we need to design the right thing.



### Reducing The Gap

*Design* works best when we reduce the gap between a user and the maker. As organizations grow, *gaps* start forming: more distance between *decision makers* and the actual *customers*.

Luke Wroblewski, "Mind The Gap"

### Design KPIs

With *design KPIs*, the design process is always driven by *constraints* and *user-centric goals*. The outcome is an *evidence-based* design without subjective or random decisions.

#### **Measuring User Experience**

#### Useful Constraints

- O1 High top task completion rates
- **02** High top task completion times
- 03 High error recovery rate
- 04 Supporting 8 languages
- os Fully accessible (AAA level)
- 06 Performance-focused
- 07 GDPR-compliant
- **08** Minimal environmental impact
- 09 Focus on driving leads
- 10 Reduce the customer support inquiries
- 11 Improving the speed of publishing

- 12 No breaking changes
- 13 Quick jumps between views
- 14 Never lose user's input
- 15 Technical limitations
- 16 % of screen dedicated to content
- 17 Technical independence
- 18 Evidence-based design
- 19 GDPR-compliant 3rd-parties
- 20 Keep all advertising units
- 21 Established loading sequences
- 22 Concise statement of work

#### **Measuring User Experience**

### Design KPIs

Improve! Top tasks completion rate.

Reduce! Top tasks completion time.

Reduce! Time to relevance.

Reduce! Frequency of errors.

Improve! Error recovery speed.

Improve! Accuracy of data.

Improve! Engagement rate.

Improve! Accessibility and perf.

Measure! Dead-ends and lock-outs.

Reduce! Service desk inquiries.

Reduce! Confusing encounters per visit.

Reduce! Negative encounters per visit.

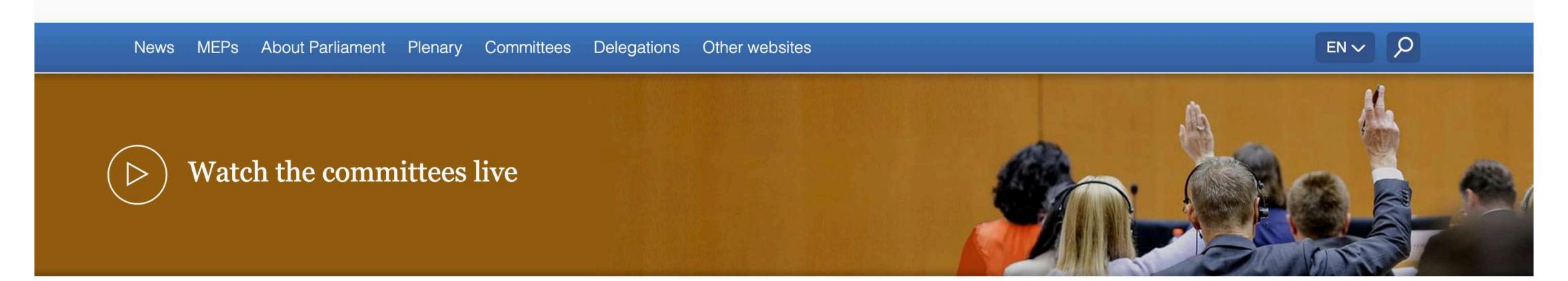
Reduce! Time to publish.

Reduce! Maintenance costs.

Reduce! Environmental impact.

Increase! "Turn-around" score.



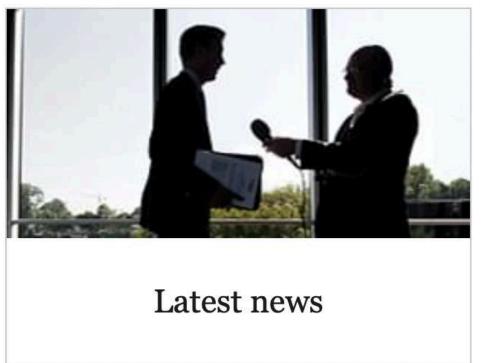




#### Stay informed

Stay updated on what Parliament is doing. Check out the latest news, watch our meetings live and follow MEPs on social media.





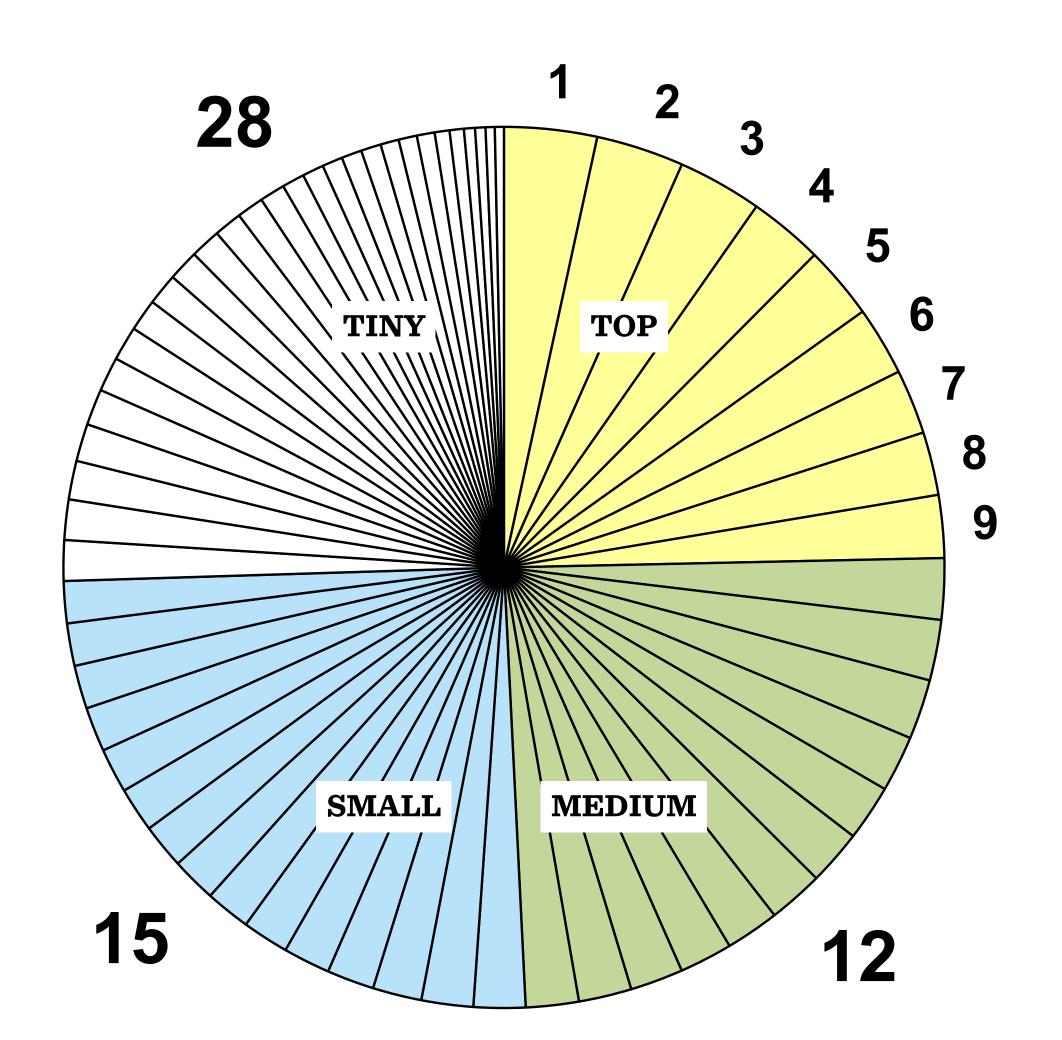


Videos and live streamings



MEPs on social media

### Public: In relation to the European Parliament select up to 5 things that are most important to you.

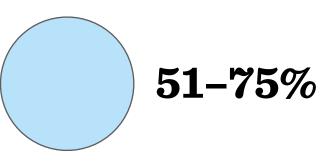


- 1. EU treaties, laws, rules, judgments
- 2. Implementation of EU law
- 3. Transparency, ethics, standards of conduct
- 4. Legislation impact (societal, country, economic)
- 5. Freedom of information, request access to documents
- 6. Parliament in session (plenary, live streaming, documents, votes)
- 7. Jobs, traineeships, volunteering at the EP
- 8. Parliament powers (legislative, budgetary, scrutiny)
- 9. Legislative key priorities, themes, issues

The Top task has as many votes as the bottom 7 tasks

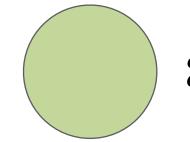


26-50%



	Tasks	Votes (23,201)	% of 5,602 Voters
1	EU treaties, laws, rules, judgments	789	14%
2	Implementation of EU law	747	13%
3	Transparency, ethics, standards of conduct	718	13%
4	Legislation impact (societal, country, economic)	634	11%
5	Freedom of information, request access to documents	624	11%
6	Parliament in session (plenary, live streaming, documents, votes)	588	10%
7	Jobs, traineeships, volunteering at the European Parliament	551	10%
8	Parliament powers (legislative, budgetary, scrutiny)	537	10%
9	Legislative key priorities, themes, issues	533	10%
10	News, announcements, press releases	521	9%
11	Advocacy, proposing new laws, amendments, ideas	516	9%
12	Monitoring compliance of EU law	510	9%
13	MEPs (profile, contact, activities)	478	9%
14	European Parliament relationship with other EU institutions	476	8%
15	Policy research (issues, trends)	469	8%
16	Legislative process (how it works)	468	8%
17	Lobbying (how to, rules, transparency register)	457	8%
18	Committees (agenda, visits, reports)	451	8%
19	Educational materials, programmes	451	8%
20	About the EU (what it is, role, history)	450	8%

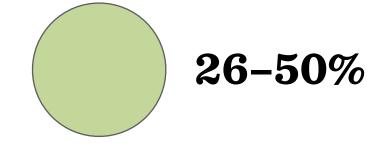




26-50% 51-75%

	Tasks	Votes (23,201)	% of 5,602 Voters
21	Tracking, monitoring (legislation, resolutions)	450	8%
22	About the European Parliament (what it is, role, history)	440	8%
23	Languages (translation, interpreting)	440	8%
24	European Parliament elections	417	7%
25	European Parliament publications	402	7%
26	European Union publications	400	7%
27	EU institutions' position on proposed legislation	395	7%
28	European Parliament in your country (offices, activities, visits)	384	7%
29	Topic overviews, summaries, fact sheets	383	7%
30	Political structure of the European Parliament	381	7%
31	Myths, fake news, misinformation	380	7%
32	Privacy, data protection	380	7%
33	Physical visit to the European Parliament	379	7%
34	Make a complaint, request an investigation (whistle-blowers, fraud)	369	7%
35	Public register of documents, official documents	362	6%
36	Public consultations	357	6%
37	Statistics	345	6%
38	Public opinion polling (Eurobarometer)	343	6%
39	Raw data, data access, data sets	329	6%
40	Contact the European Parliament	319	6%

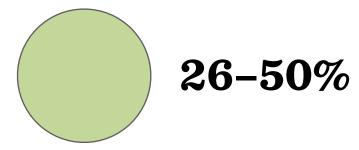






Tasks	Votes (23,201)	% of 5,602 Voters
Grants	308	5%
MEPs responsible for proposed legislation	293	5%
Conferences, events, exhibitions	292	5%
Parliament procedures, rules	273	5%
Historical archives	269	5%
Petitions (rules, setting up)	263	5%
Annual accounts, financial reports, budget	259	5%
Photos, infographics, recordings, videos	239	4%
Issue / topic based groups in Parliament	229	4%
Administrative structure of the European Parliament	215	4%
Follow European Parliament on social media	191	3%
Election monitoring, observation	182	3%
Online interactive visit to European Parliament (tour, activities)	174	3%
EU political appointments vetting, process	173	3%
President of the European Parliament (profile, agenda)	170	3%
Delegations (agenda, visits, reports)	156	3%
Providing services to the European Parliament	156	3%
Request scrutiny of legislation	152	3%
Accreditation (journalists, lobbyists, visitors)	126	2%
EU glossary, abbreviations, acronyms	121	2%

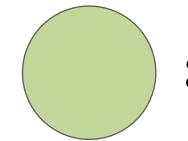






	Tasks	Votes (23,201)	% of 5,602 Voters
61	Prizes, awards	94	2%
62	Secretary-General	88	2%
63	Event patronage, endorsement	78	1%
64	Branding materials (style guide, permissions, logos)	77	1%
	Total	23201	





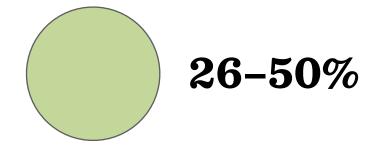


<b>51-75</b> %

	Tasks	% of total
1	EU law, rules, treaties, judgments	5,2 %
2	Research and innovation	5,2 %
3	Funding, grants, subsidies	5,0 %
4	Education and training in EU	3,7 %
5	EU strategy, political priorities	2,8 %
6	Environmental protection	2,8 %
7	Jobs, traineeships at the European Comission	2,5 %
8	Find a job in another EU country	2,4 %
9	EU news, announcements, press releases	2,3 %
10	Human rights, fundamental rights	2,2 %
11	Working in an EU country (rights, permits, benefits)	2,2 %
12	Order, download an EU publication	2,1 %
13	Track policy and law making process, updates	2,1 %
14	Statistics and forecasts	2,1 %
15	About the EU (role, structure, how it works, origin)	1,9 %
16	Food and farming (production and safety)	1,7 %
17	Climate change, global warming	1,7 %
18	Regional, rural and urban development	1,6 %
21	Product safety, conformity, certification	1,5 %
24	Culture (heritage, arts, films, Capitals of Culture)	1,5 %

## 30 Tasks for Sorting







	Tasks	% of total
25	Doing business in the EU	1,5 %
26	Economic growth, financial stability in EU	1,4 %
27	Doing business with EU Commission (tenders, bids)	1,4 %
29	Industry norms and standards	1,3 %
33	Travel within, to and from EU (documents, visa, currencies, consular help)	1,2 %
35	Banking and financial markets (reform, regulation)	1,1 %
36	Relations with non-EU countries, international organizations	1,1 %
38	Competition (state aid, cartels, mergers, anti-trust)	1,0 %
39	Development and humanitarian aid	1,0 %
43	Loans, access to finance, microfinance	0,9 %
63	Accession of new countries to the EU, enlargement	0,9 %

# Tasks Sorting

Get 15–30+ people to independently sort the tasks into *groups*. Give them a survey afterwards to double check how *representative* they are.

## Top Tasks Sorting







Parliament in session (plenary, live streaming, documents, votes)	7	Plenary	Inside EP
Committees (agenda, visits, reports)	6	Committees	
Delegations		Delegations	
MEPs (profile, contact, activities)	5	MEPs	Internal affairs
Legislative process		Priorities	About Parliament
Parliament powers (legislative, budgetary, scrutiny)			
Parliament procedures, rules	4		
Administrative structure of the European Parliament	1		
About the European Parliament (what it is, role, history)	1	How Parliament works	
EU treaties, laws, rules, judgments		EU Legislation	Laws and treaties
Implementation of EU law			
Monitoring compliance of EU Law			
Legislation impact (societal, country, economic)			
Lobbying (how to, rules, transparency register)			Contribute
Advocacy, proposing new laws, amendmends, ideas			Influence
Freedom of information			Engagement

# Measuring Design KPIs

Every 4–6 months, we give the same *task instructions* to the same *audience* segments and measure success rates and completion times. *Frequency* depends on the team's ability to make changes.

# - Task Instructions

"Find out about the *latest legislation* by European Parliament on *GDPR*."

"Find out about existing *EU subsidies* in Eastern Europe due to Covid-19."

"Find out how to *submit a new petition* to the European Parliament."

I think that I would like to use this website frequently.

STRONGLY AGREE STRONGLY DISAGREE I found the website unnecessarily complex. STRONGLY DISAGREE I thought the website was easy to use. STRONGLY DISAGREE STRONGLY AGREE

I thought there was too much inconsistency on the site.

STRONGLY DISAGREE STRONGLY AGREE

## What your system usability scale score means

LESS THAN 50 AND USABILITY NEEDS URGENT WORK

OVER 80 IS IN A GOOD PLACE

68

**AVERAGE SCORE** 

Design KPIs over the last 30 days	#1	#2	#3
Top tasks completion rate	8	7	5
Top tasks completion time	8	7	4
Accuracy of data	9	8	6
Ratio of content @ desktop (1920w)	8	7	7
Ratio of content @ mobile (740w)	7	7	7
Low error frequency	8	6	8
Error recovery rate	9	9	9
Quality of leads	6	4	6
<b>Carbon Footprint Optimization</b>	5	2	1
System Usability Scale Score	8	7	7
Top pages Lighthouse score @ desktop	2	3	4
Top pages Lighthouse score @ mobile	1	2	2
Totals	79	69	66
Out of	120	120	120

### **UX Research Methods**





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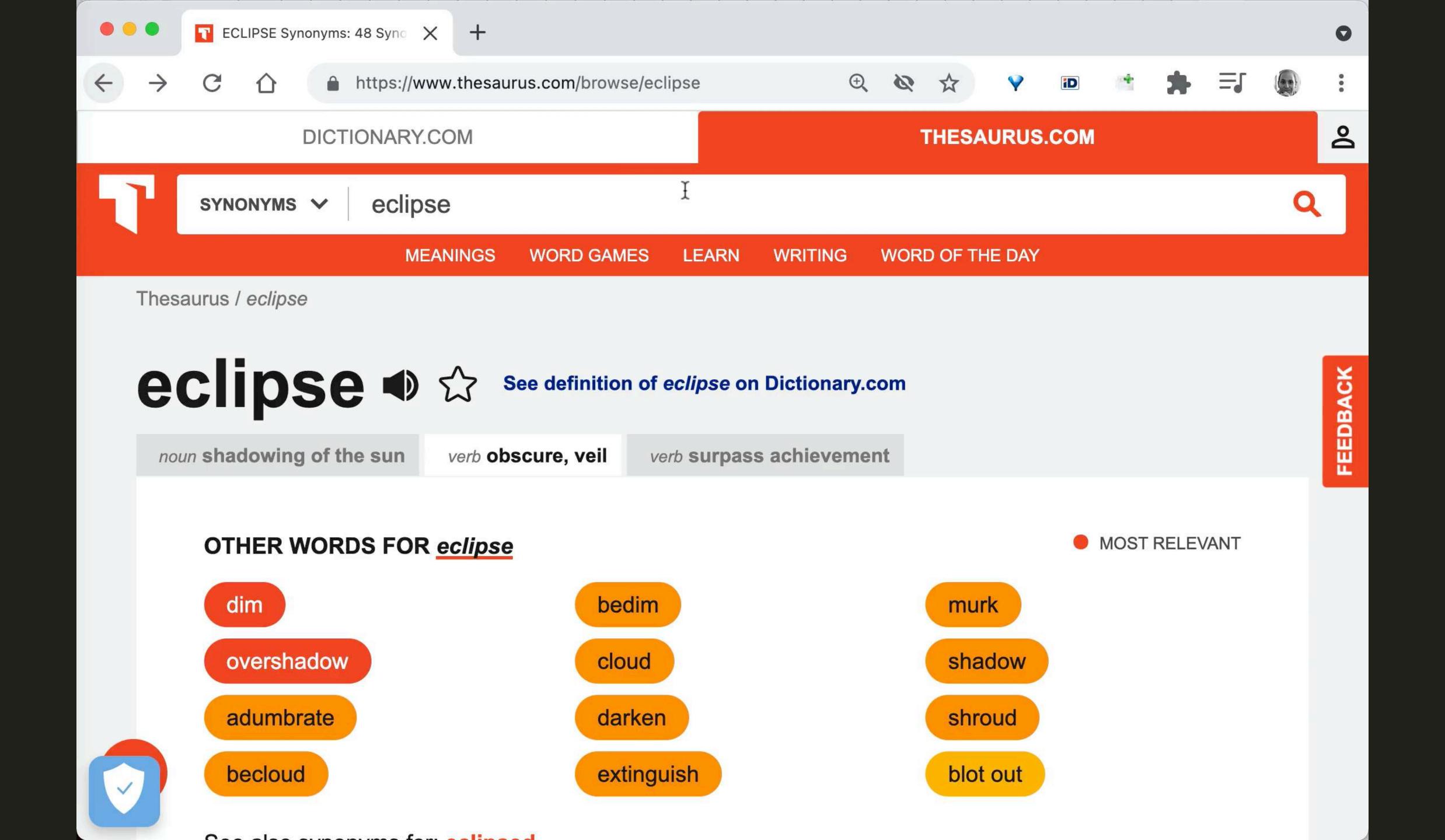
# Patterns



# Dealing With Complex Menus

Mega-sites are usually extremely large, many levels deep, are made of many micro-websites and many subsections, cater to many audiences and have multiple entry points.







Mobilfunk

Internet & Festnetz

Kombi-Angebote

Hilfe









Wir sind immer für Dich da. Online, per Click & Meet im Shop und am Telefon. Mehr Infos <u>hier</u>.

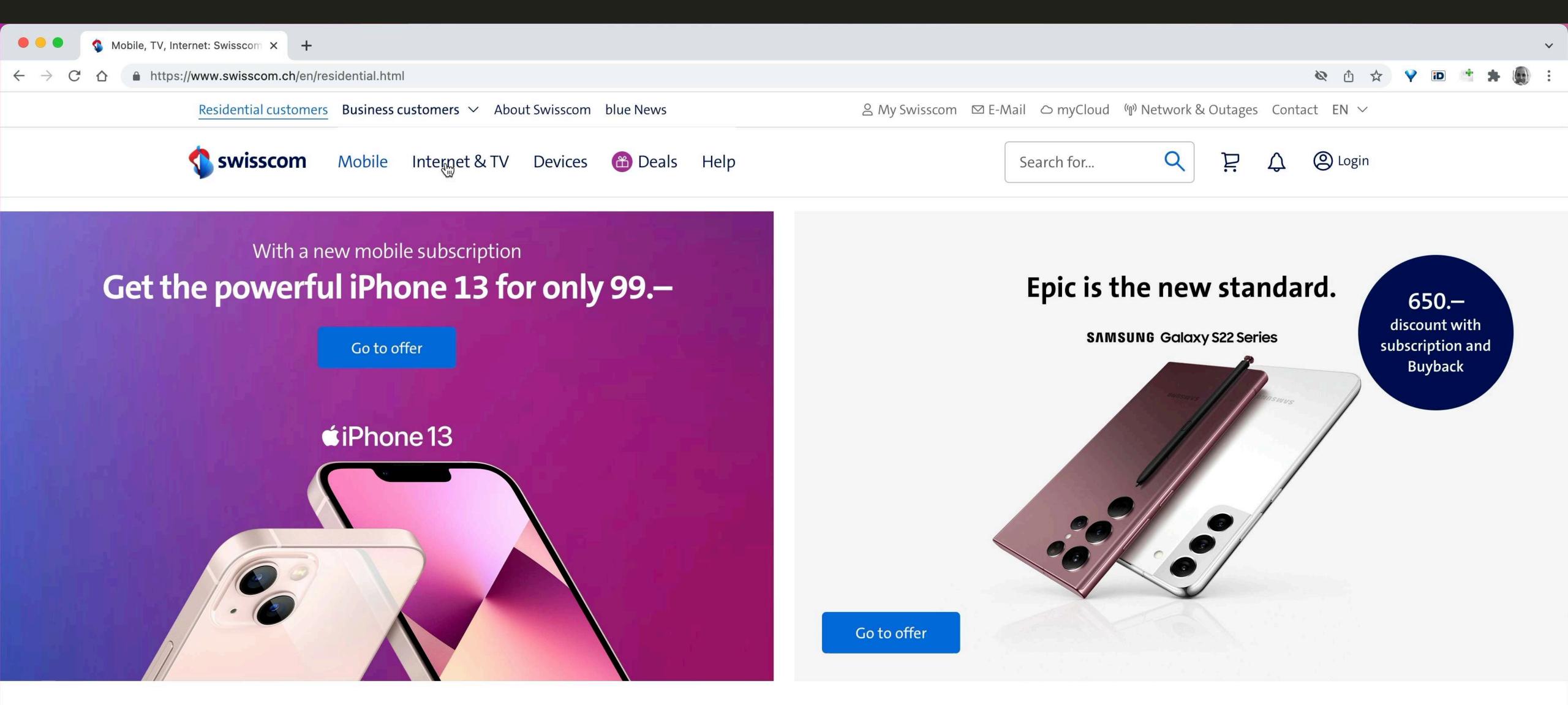


Nur bis einschließlich 16. Mai

# 20 % Rabatt auf Mobilfunk-Tarife

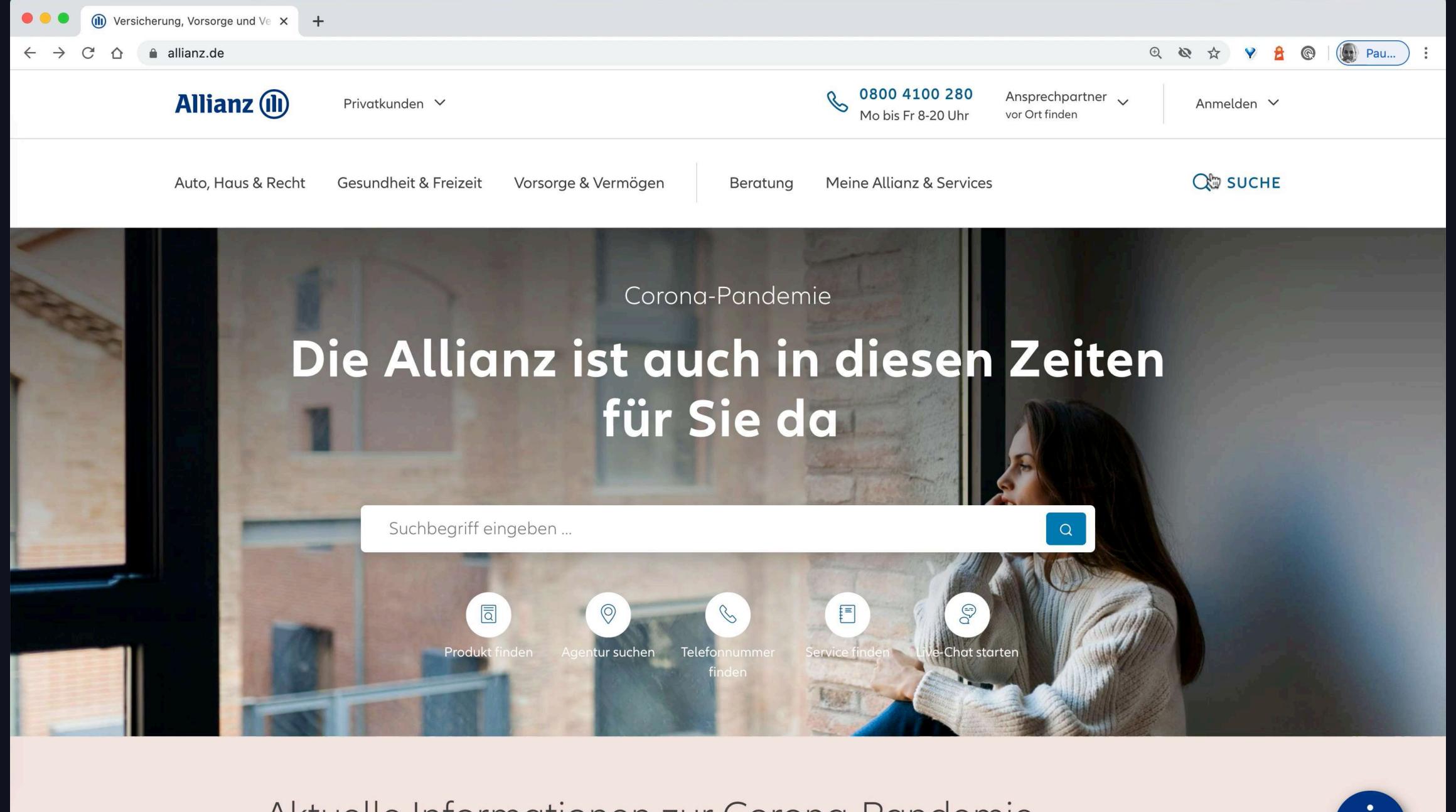
Zusammenhalten? War nie so wichtig wie jetzt. Mit dem Code AKTION20 sparst Du 20 % pro Monat in allen Red- und Young-Tarifen. Together we can.

Zeig mir die Aktion



Hello, log in now to see your products & data

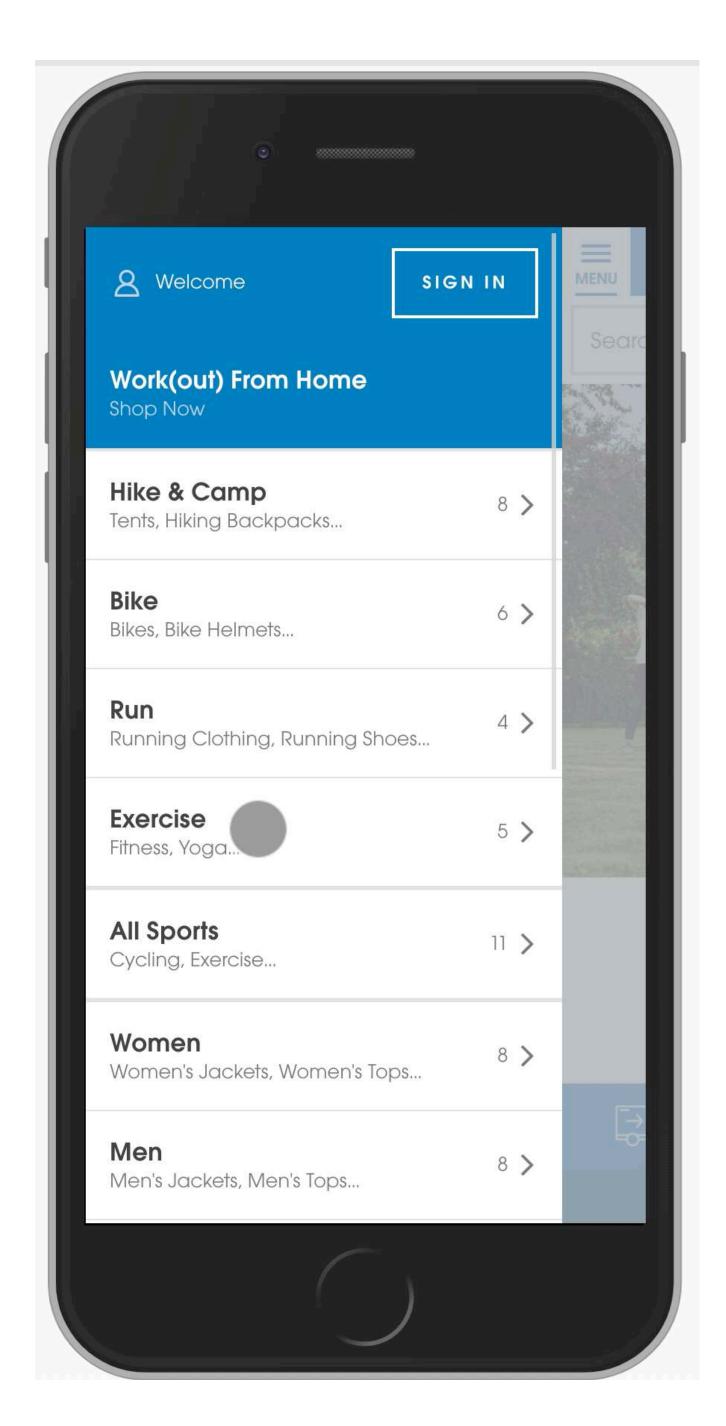
> To the Swisscom login

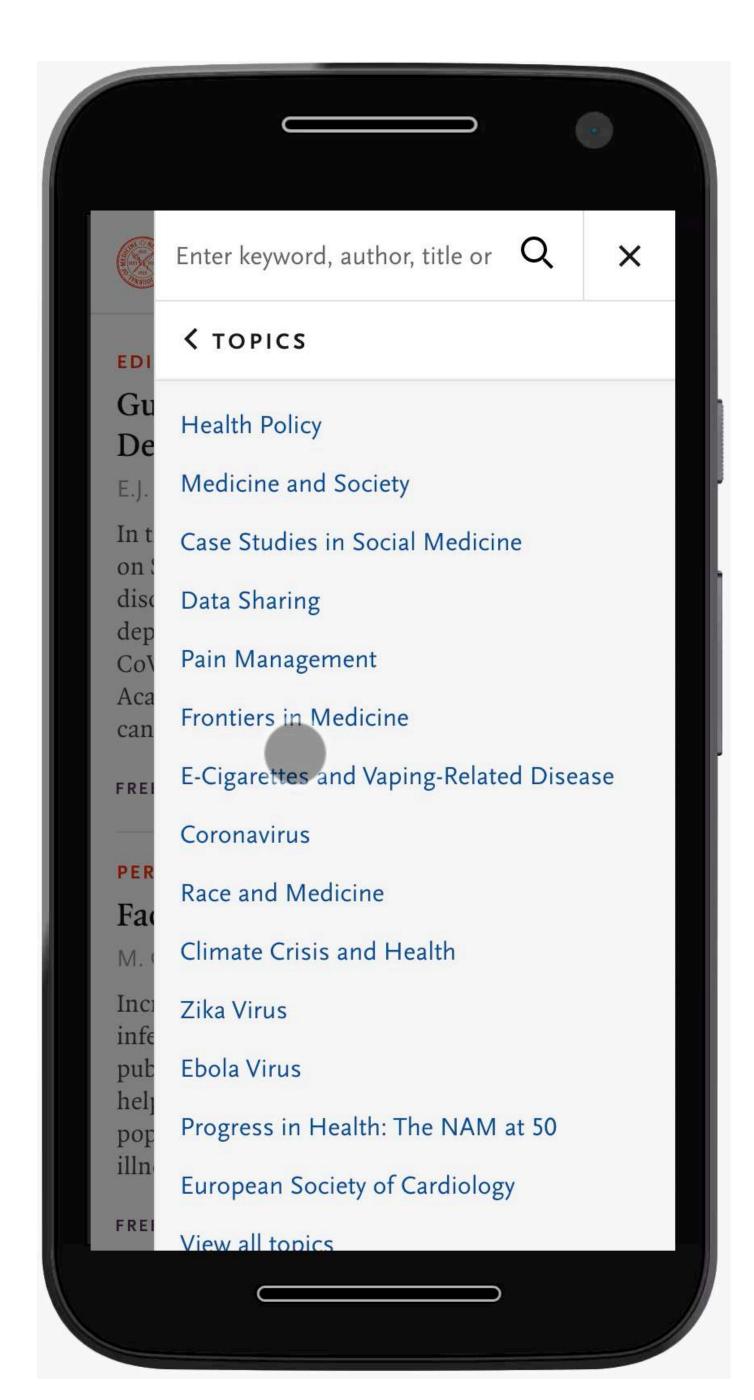


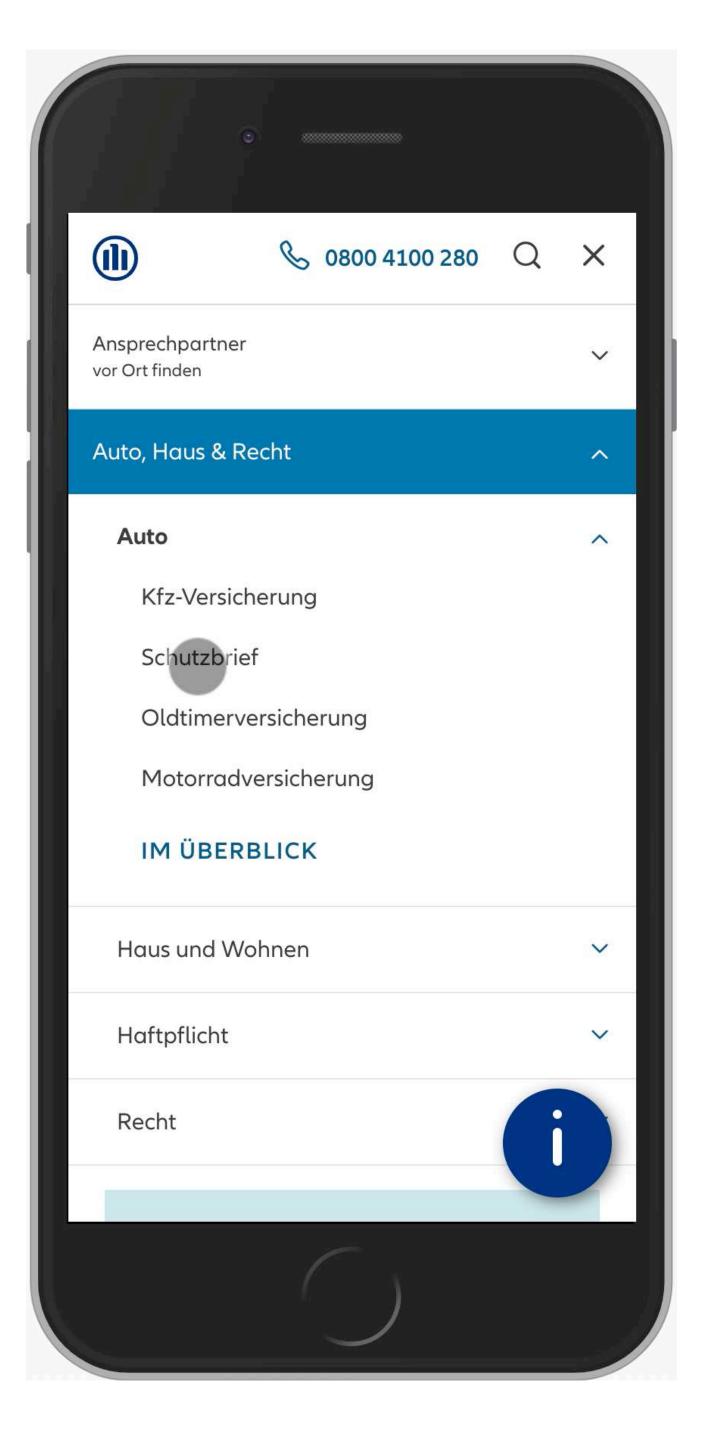
Aktuelle Informationen zur Corona-Pandemie

✓ Unser Schaden- und Kundenservice ist wie gewohnt erreichbar - telefonisch und digital.



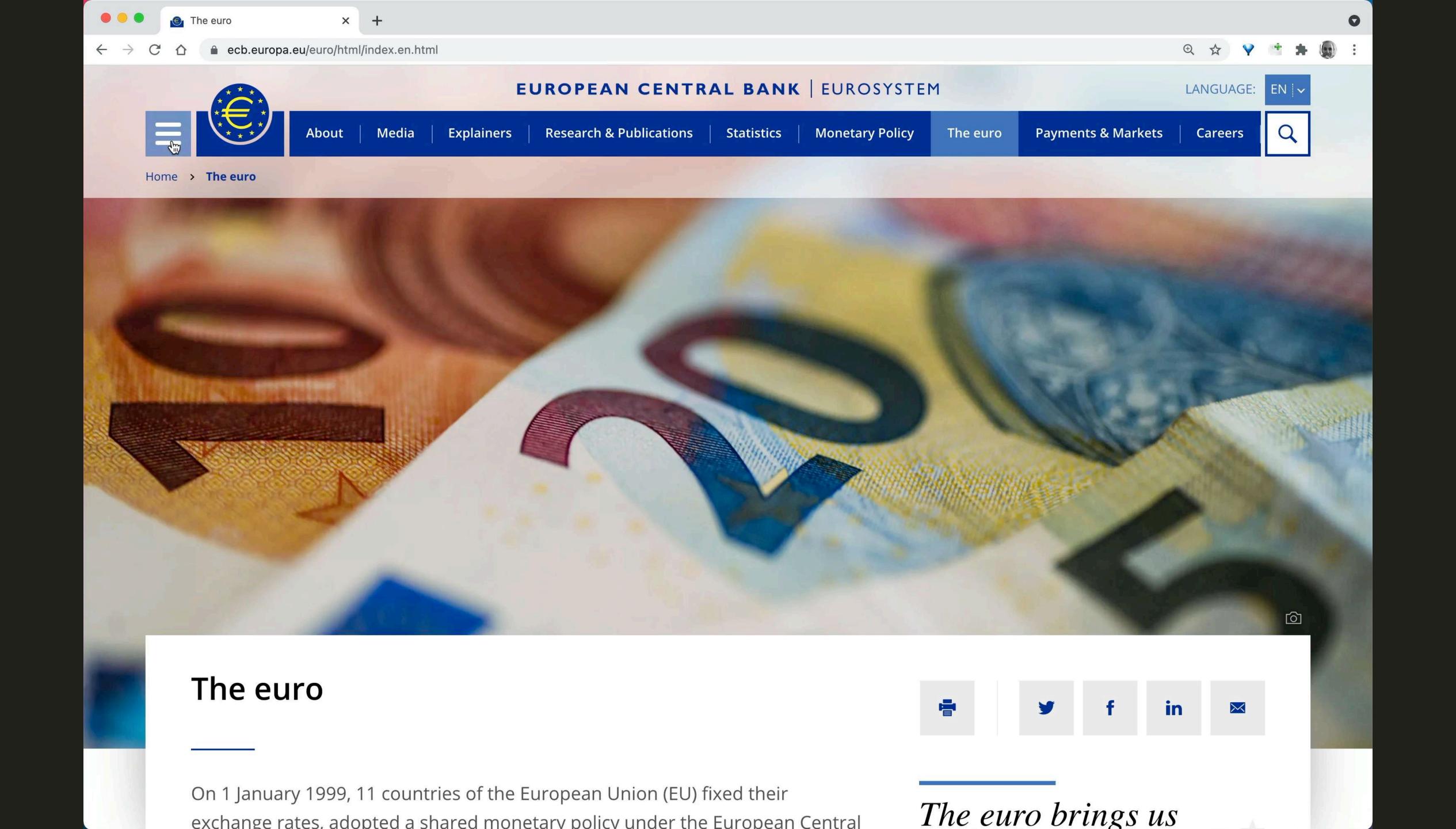


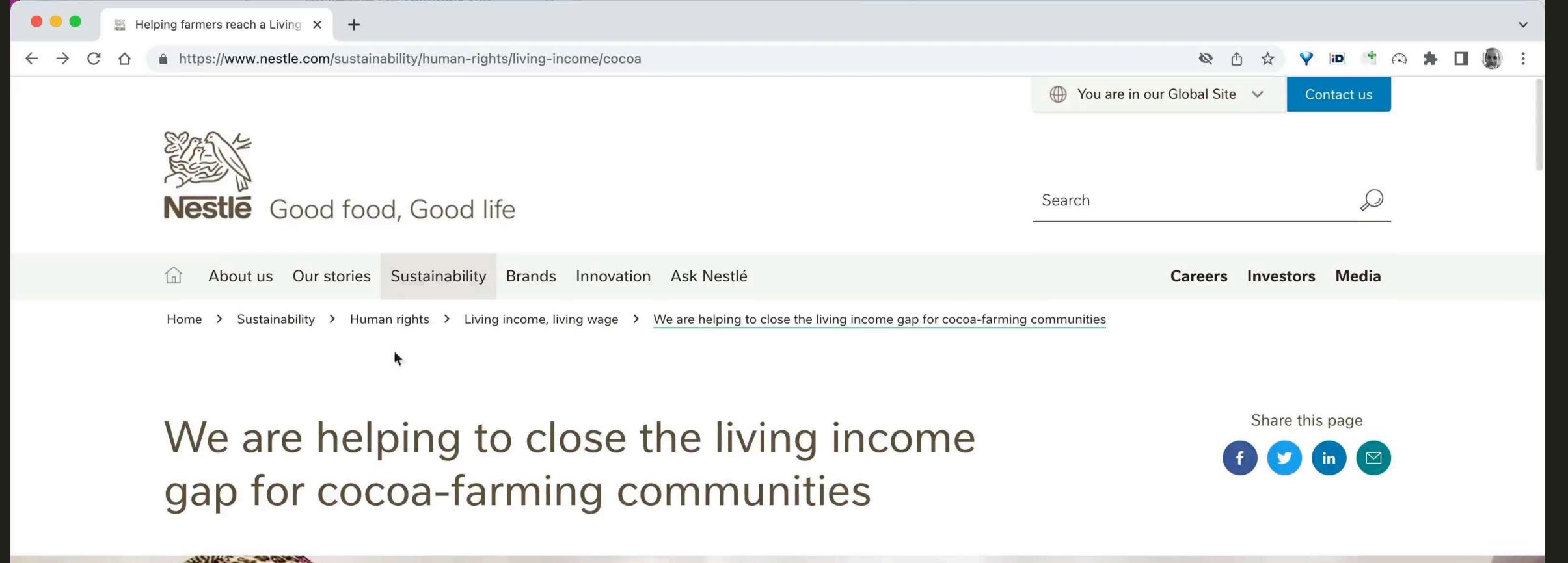




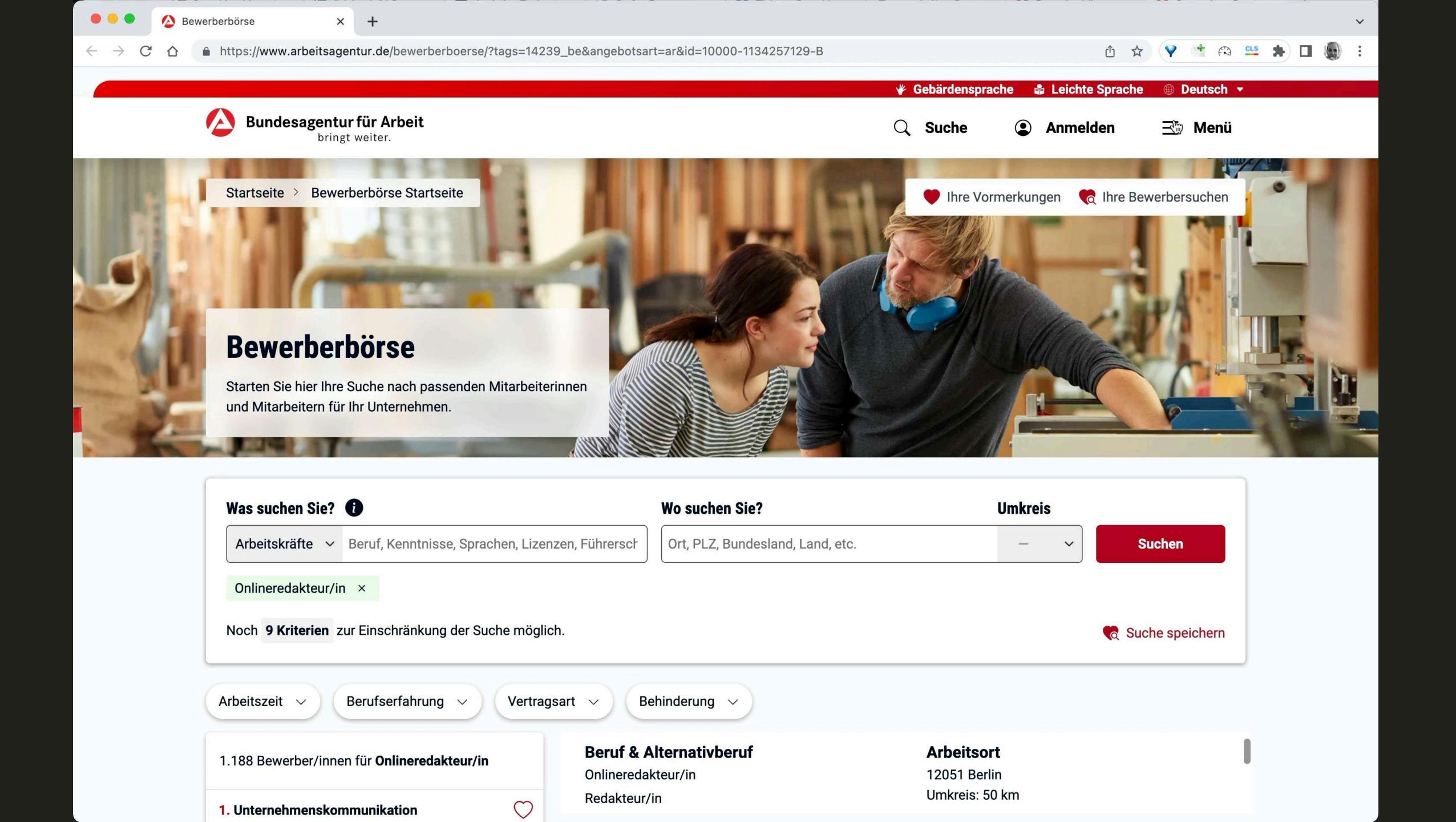
# Click-Through Navigation

Panes of navigation allow users to drill-down into website's categories quickly: from any page to any other page.



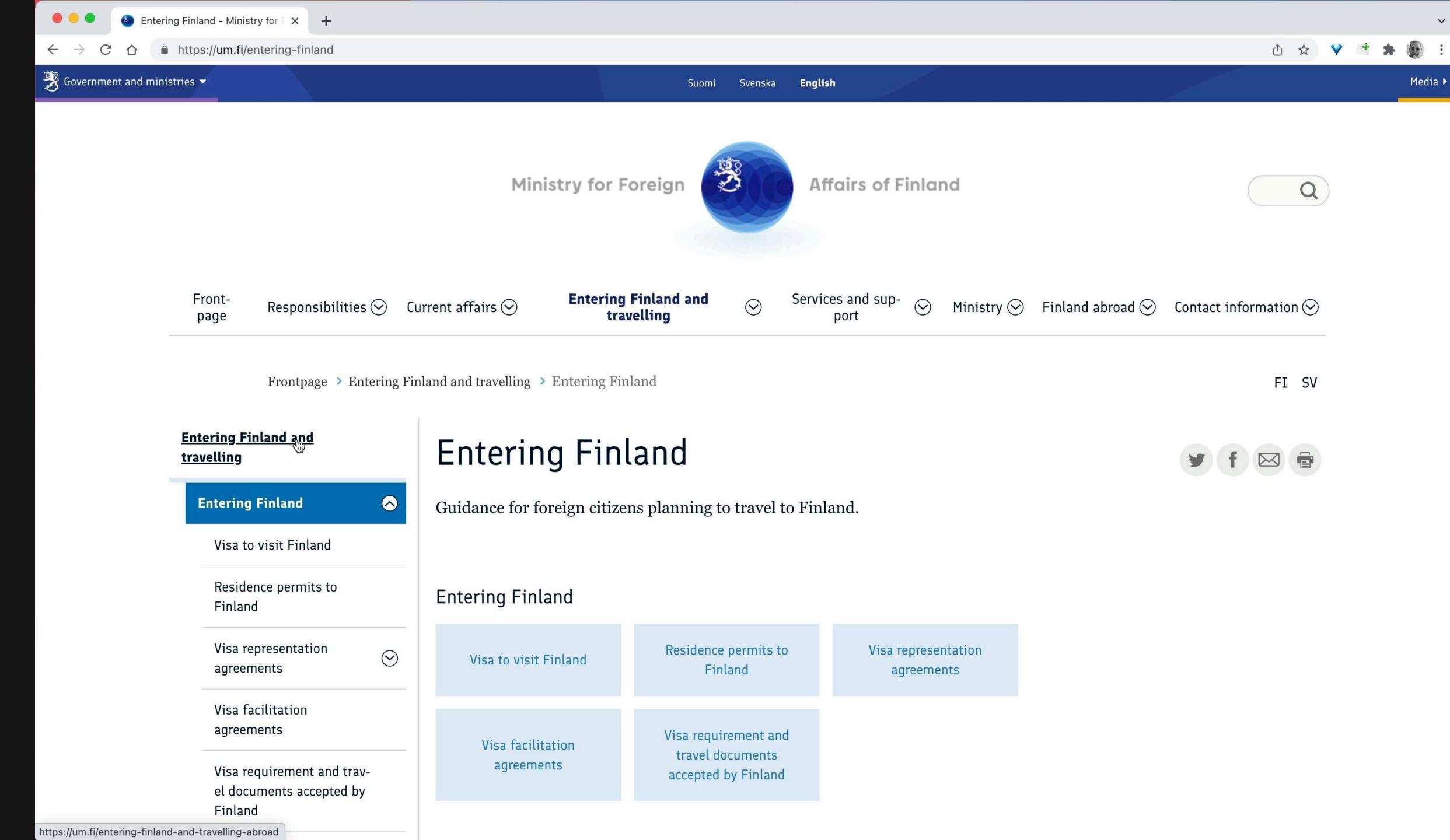






# Sidebar Navigation

One of the most difficult aspects is the *consistency* of how navigation is displayed. Plus, we should minimize the scrolling distance needed to *consume content*.



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#### Q Search Listen Contact Swedish



University of Gothenburg

Study

Programmes and courses

**Apply** 

Apply for Mast 's programme

Apply for Bachelor's programme

Apply for courses

**Tuition fees** 

Scholarships for feepaying students

Exchange student

Before you arrive

When you are here

After your studies

Research Doctoral studies

About

University of Gothenburg

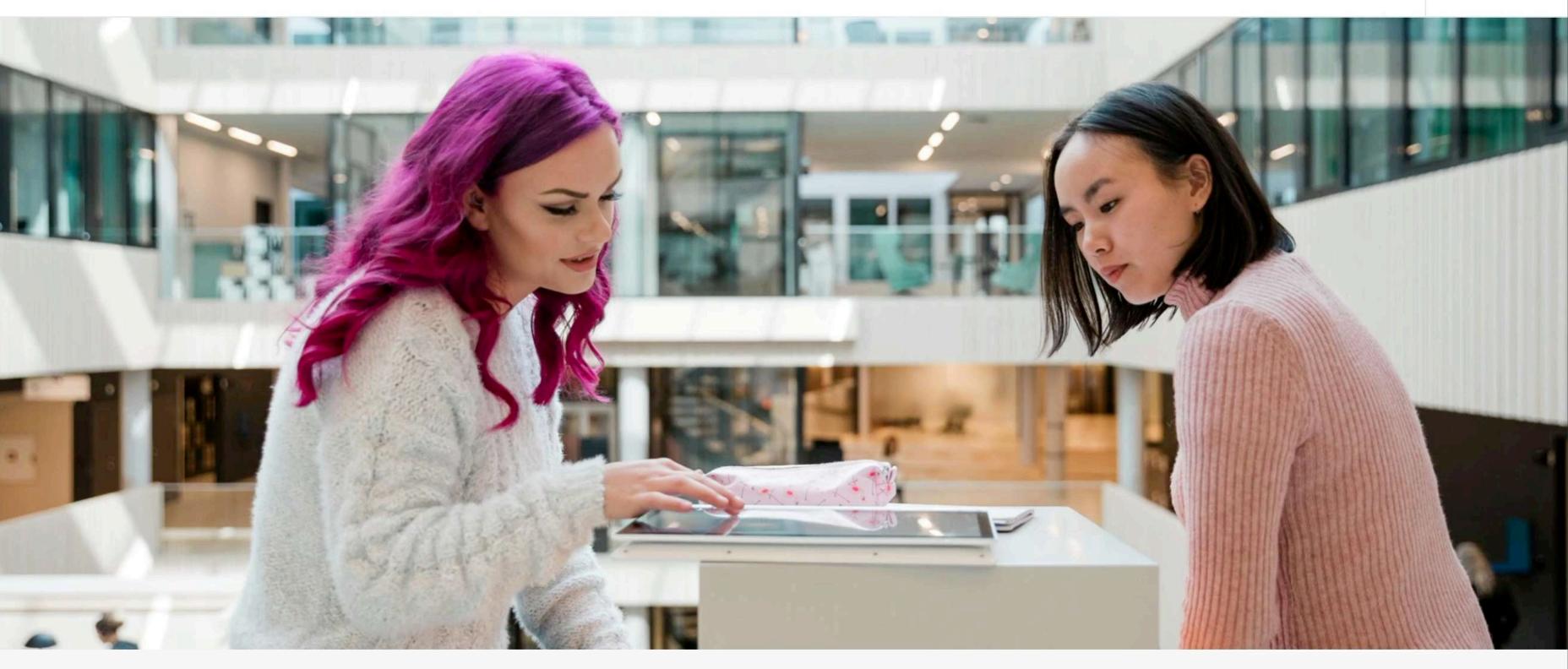


Photo: Natalie Greppi

♠ / Study in Gothenburg / Apply / Apply for Master's programme

### Page content

- 1. Find your programme
- 2. Check the entry requirements
- 3. Submit an application
- 4. Follow your application process

## **Apply for Master's** programme

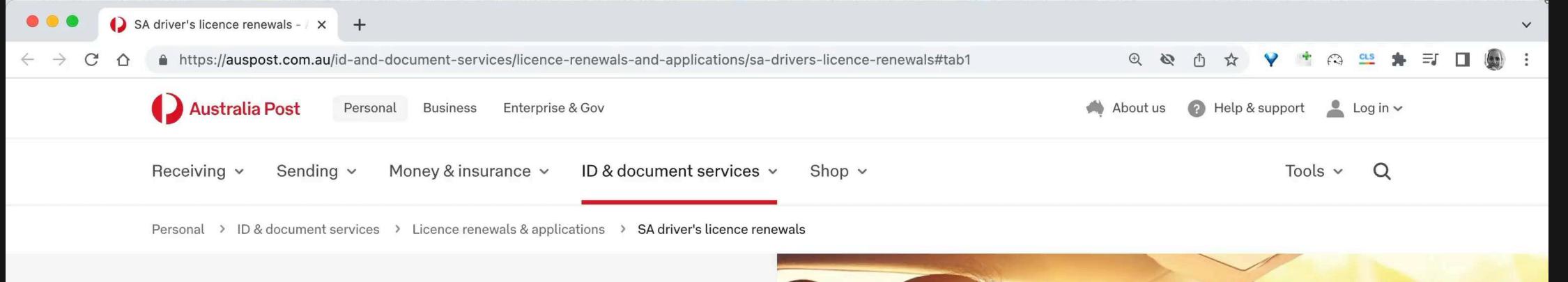
Here is a step-by-step guide on how to apply for a Master's programme at the University of Gothenburg. There are a lot of Contact

**Admissions Office** 

+46 31 786 1050 admissions@gu.se

Phone hours: Monday and Wednesday: 9-11 am

https://www.gu.se/en/study-in-gothenburg/apply/apply-for-masters-programme



# SA driver's licence renewals

You can now renew your South Australian driver's licence at participating Post Offices across the state.



Licence renewals & applications

SA driver's licence renewals

WA driver & vehicle licences

Northern Territory driver & vehicle services

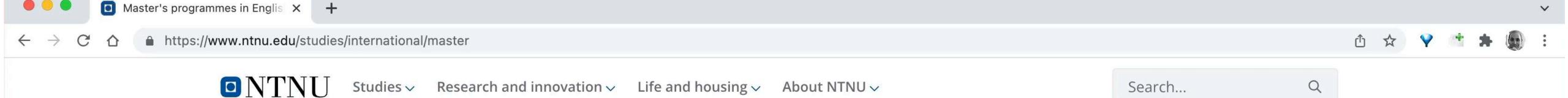
About SA Driver's Licence Renewals

Pricing

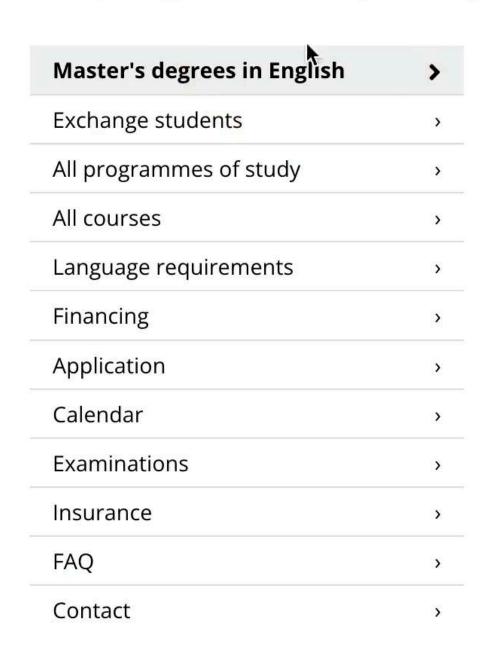
Support & FAQs

### How to renew your driver's licence

To renew your South Australian driver's licence at a participating Post Office, follow these simple



Home > Studies > Master's degrees in English



### Master's programmes in English

There are three types of English master's degrees offered at NTNU:

### International Master's

International master's degrees are programmes taught entirely in English where the student studies for two years at NTNU.

### **Erasmus+: Erasmus Mundus Master's**

A programme where the student takes part of his or her studies at NTNU and part of his or her studies at other partner institutions and is awarded a joint or double degree at the completion of the programme.

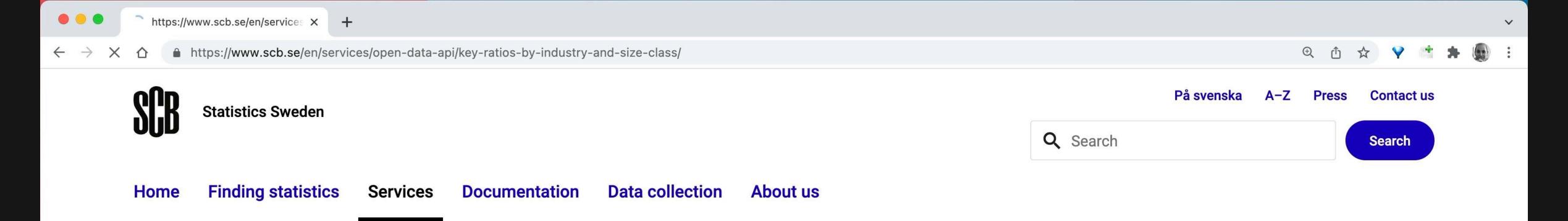
### Joint Nordic Master's

A programme where the student takes part of his or her studies at NTNU and part of his or her studies at a Nordic partner institution and is awarded a joint or double degree at the completion of the programme.

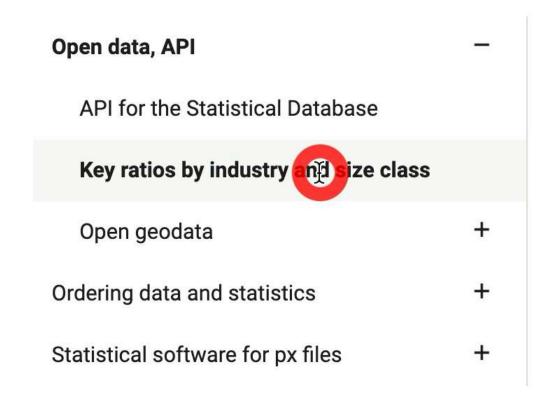
### **Continuing education**

Open and in-house courses and programmes for continuing education and professional development

Do you have questions about your International Master's Degree application?



Home / Services / Open data, API / Key ratios by industry and size class





# Key ratios by industry and size class

With Statistics Sweden's key ratios, you have the opportunity to compare a company's strengths and weaknesses with an aggregated industry group.

At Statistics Sweden, we calculate 46 different key ratios for 800 different industry groups and the results are presented using median and quartile values.

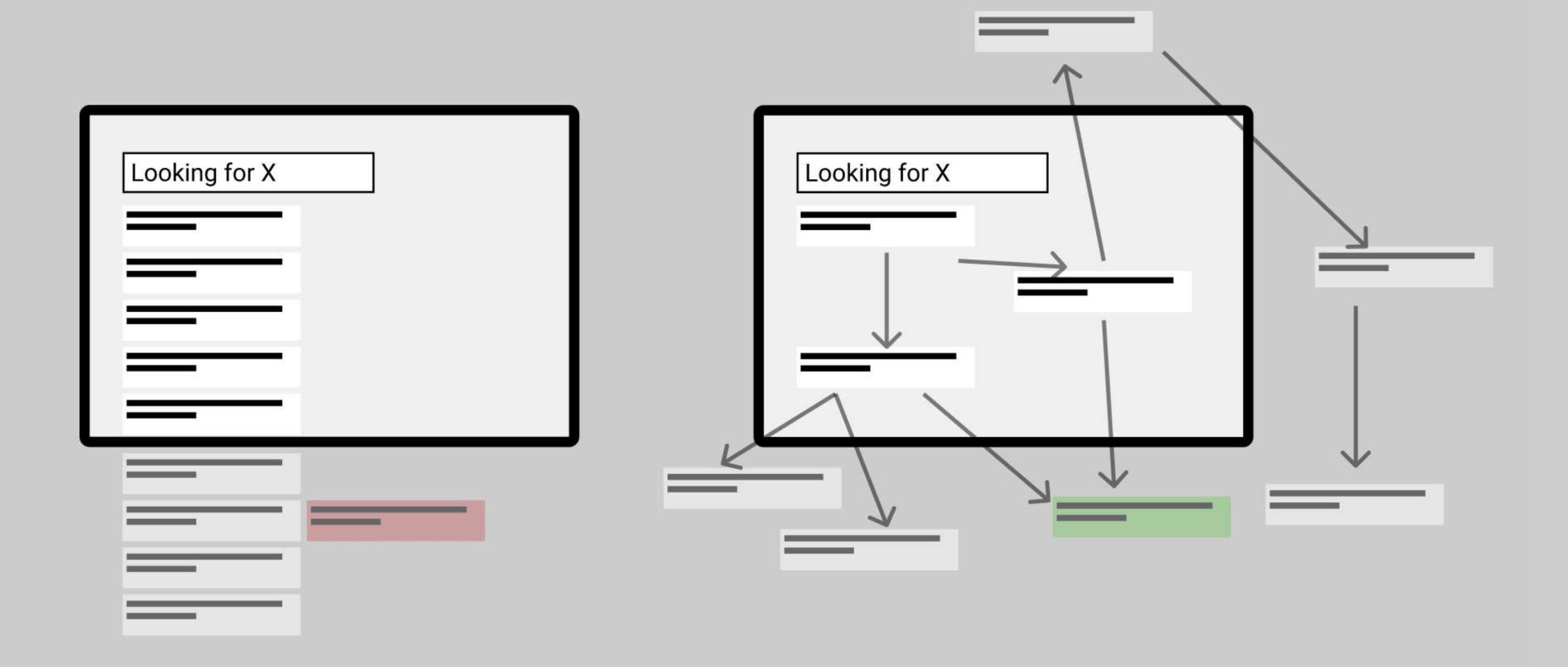
The key ratios include all limited companies and economic associations that have operated during the reference year, excluding financial companies such as banks, investment and insurance companies. Companies must have a turnover of at least SEK 10 000 to be included in the population for key ratios.

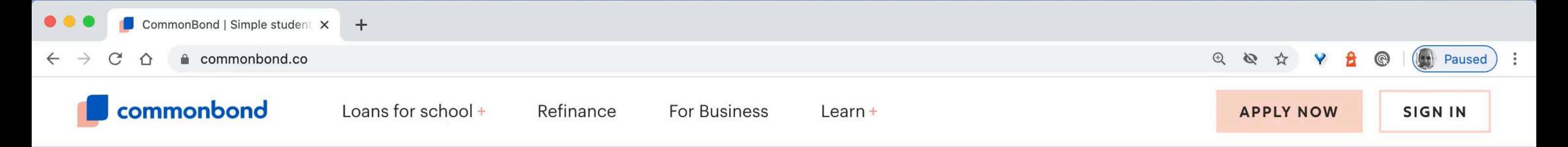
If you are interested in another grouping or forms of special production other

# Navigation Queries

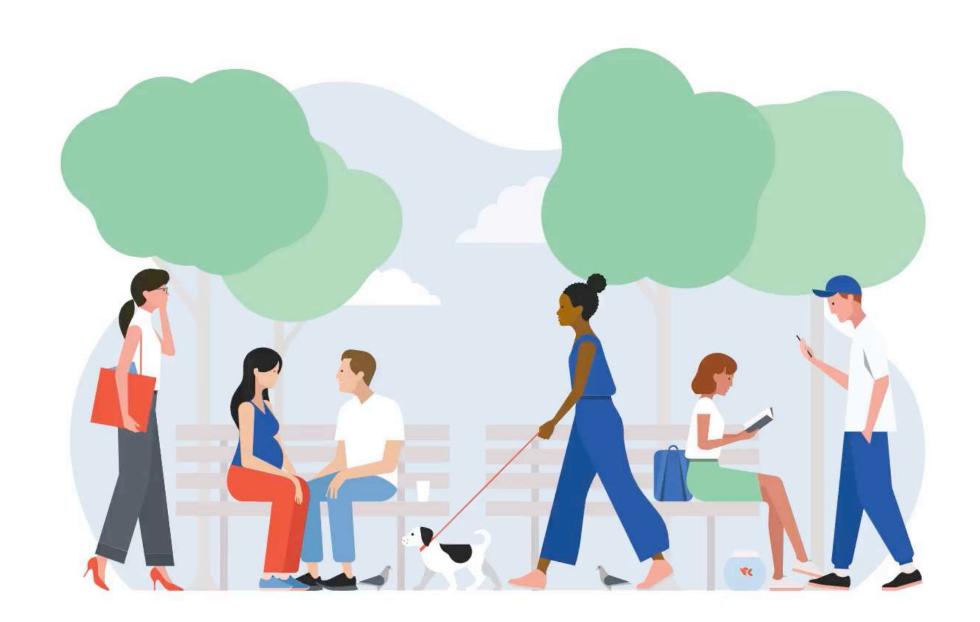
We could give users an option to construct their own navigation query with a set of straightforward selections. An additional navigation layer for the main navigation and search.

## SEARCH VS EXPLORE





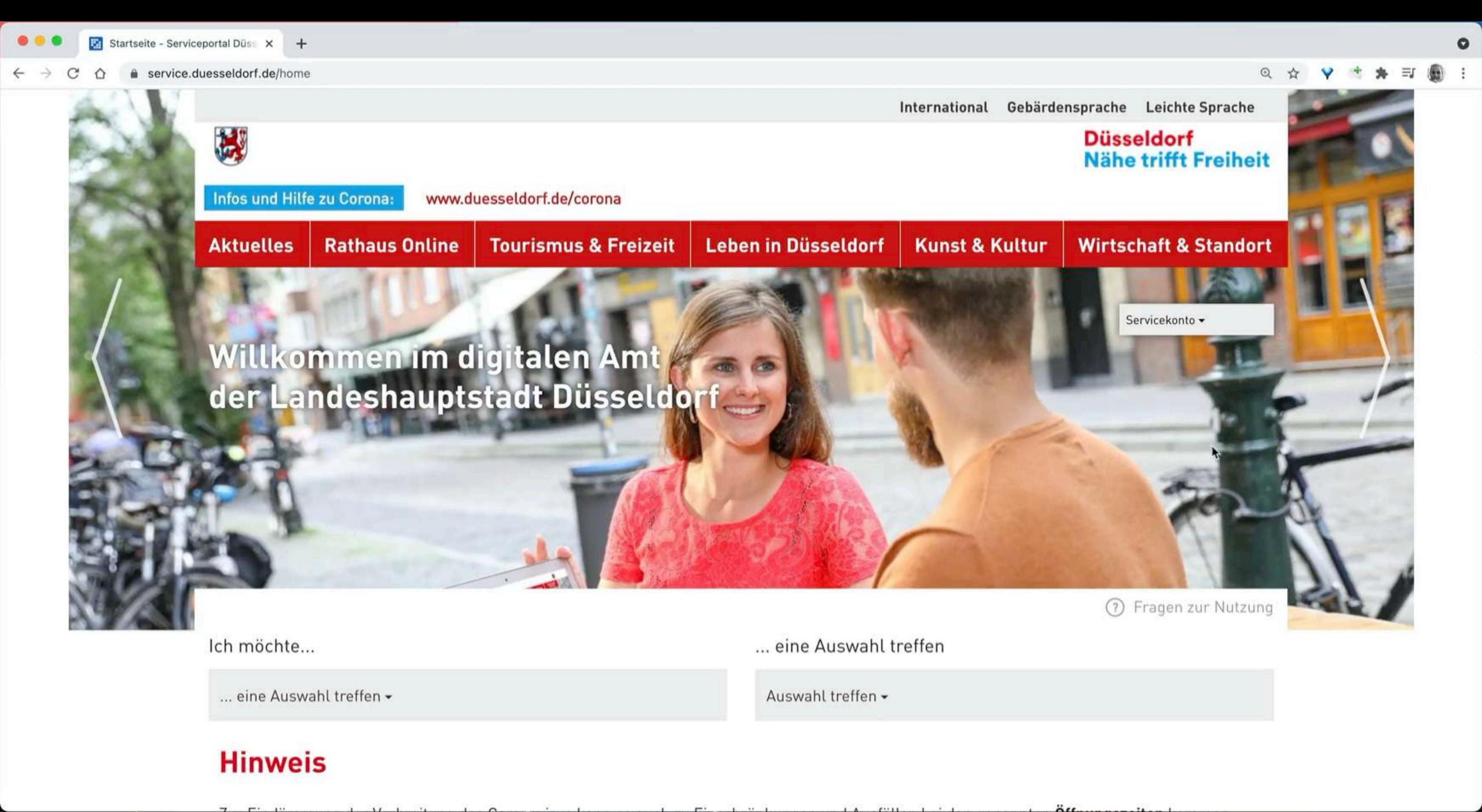
Refinance today to take advantage of historically low rates!



WE'RE COMMONBOND

# Your friend in finance.

Simpler, smarter student loans for a brighter future.

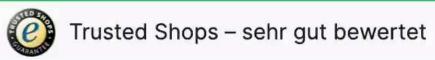




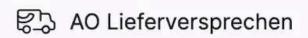




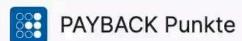
halt Waschen & Trocknen Kühlen & Gefrieren Geschirrspüler Kochen & Backen TV & Audio Unsere Besten Angebote Hilfe & Service



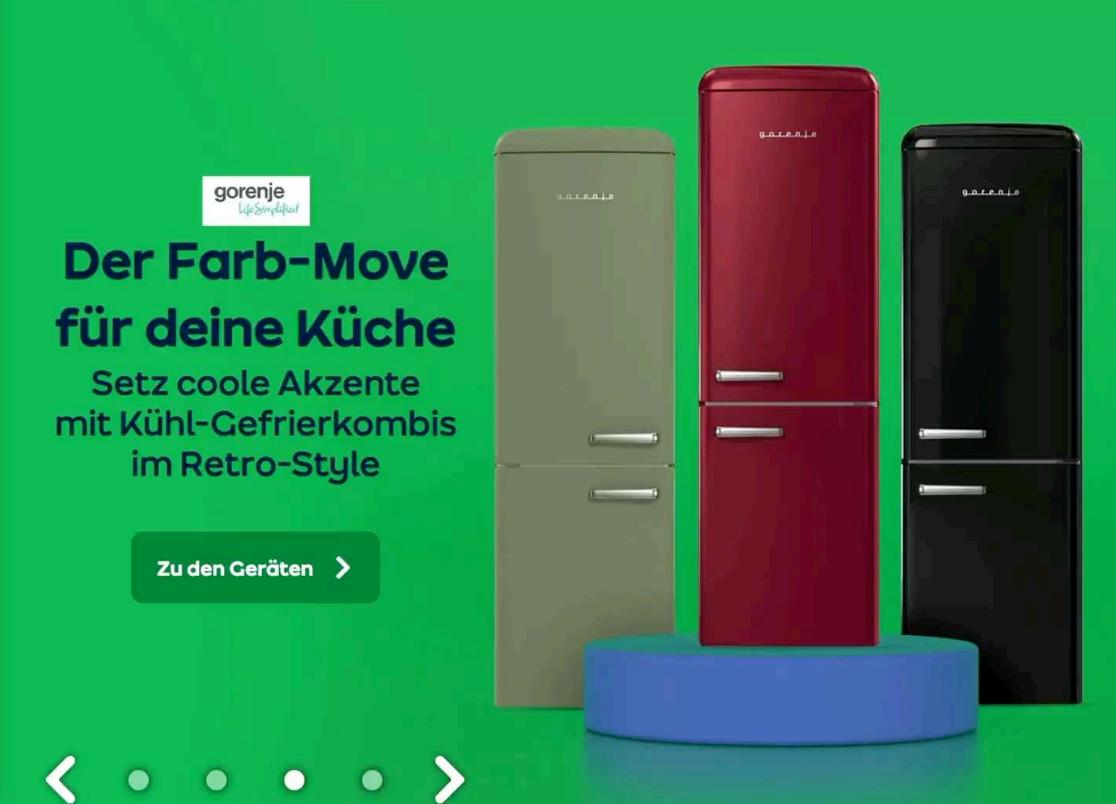




Shop-Award Gewinner Bester Kundenservice



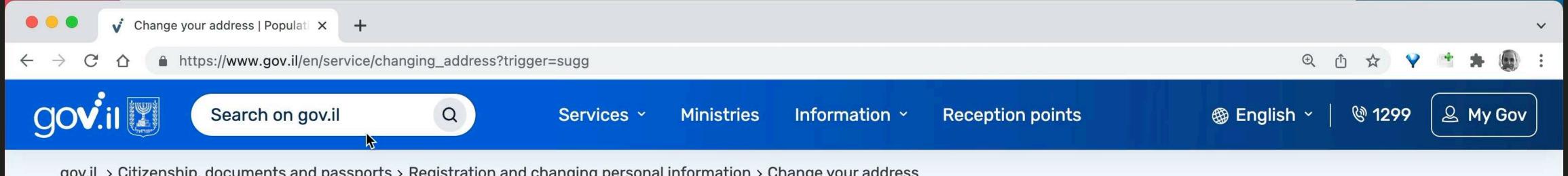




**60 € Rabatt** auf ausgewählte Top-Kühlgeräte ab 599 €

Code: RABATT60





gov.il > Citizenship, documents and passports > Registration and changing personal information > Change your address

### Change your address

Change your registered address on your ID slip online, by post or in person, and get the updated ID slip.











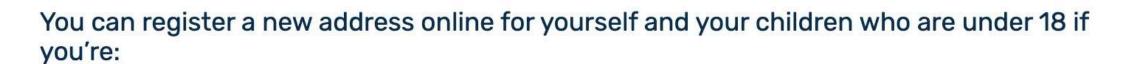






Online application via GovID

#### Who can change their address online



- · an Israeli citizen or resident
- · and currently in Israel

You can also register a different address for receiving mail by post.

Note!

Before applying online, check below to make sure that you don't need to apply in person

You always need your ID card when applying in person.

You'll need to apply in person and submit supporting documents if:

### **Population and Immigration Authority**

**Piba Central Contact Center** \*3450

Dial from a landline: 1-222-3450 Dial from abroad: +972-2-62946666

Email: info@piba.gov.il

Call center operating hours:

Piba Central Contact Center

More online services

Self service stands

Population and Immigration Authority offices

Fees and payments

#### More on the subject

[tag] search within a tag

user: 1234 search by author

"words here" exact phrase

collective: "Name" collective

content

answers:0 unanswered

questions

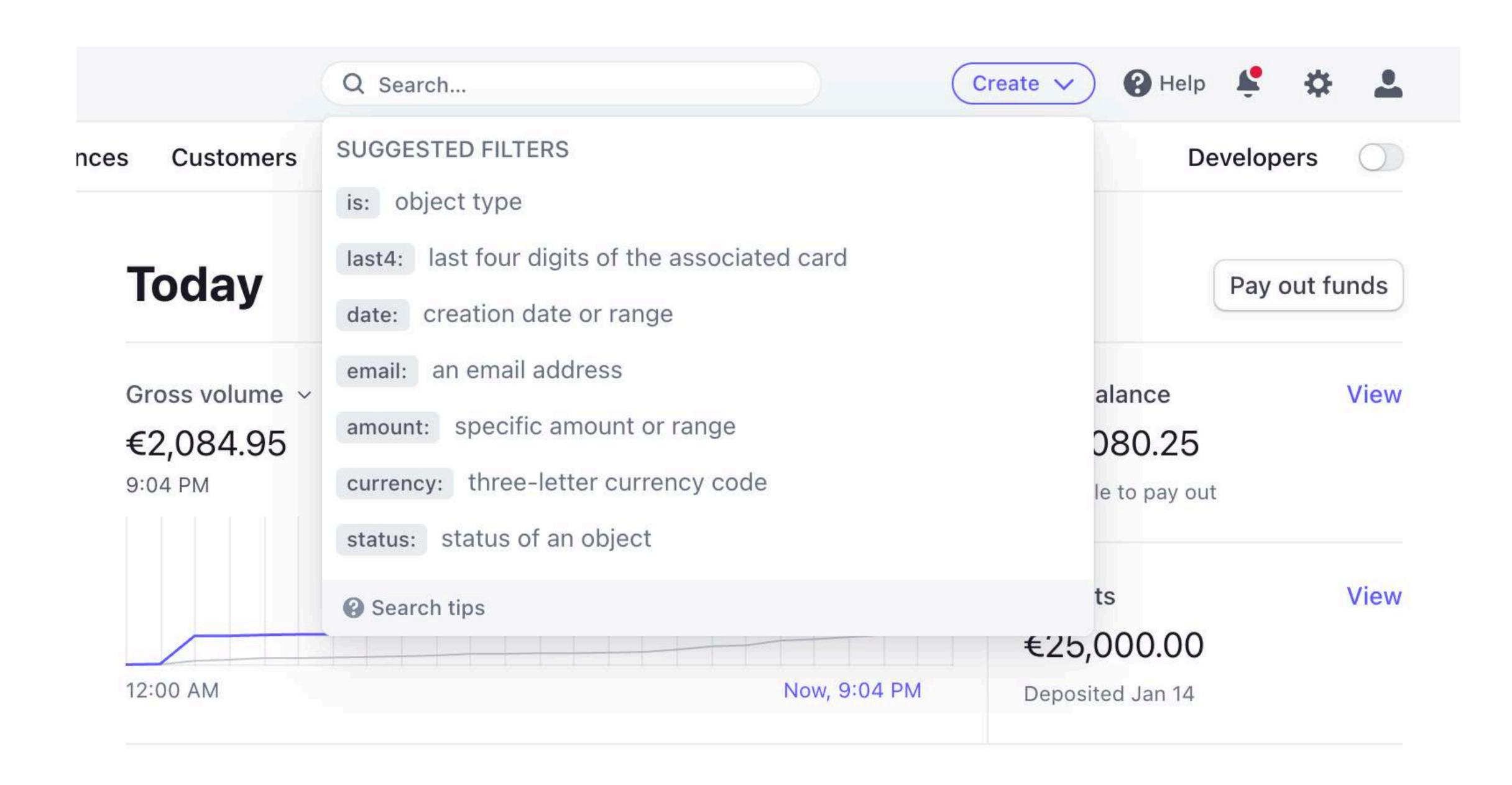
score: 3 posts with a 3+ score

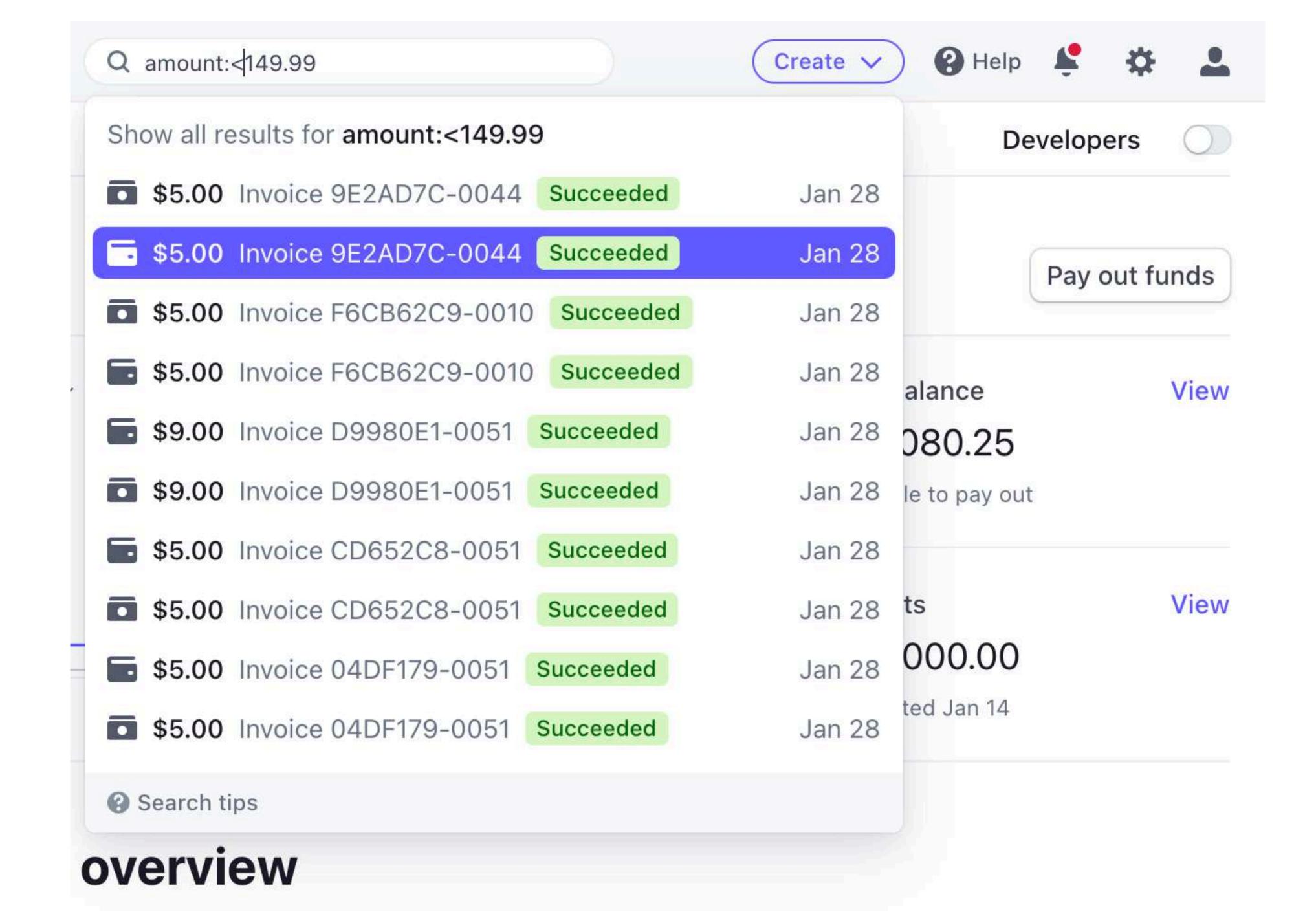
is:question type of post

isaccepted: yes search within status

Ask a question

Search help





# Cards Index

Instead of a complex multi-level navigation, consider a simple *index of cards*, with all topics for a section laid out. The navigation might be slower, but it *more accurate*.

Startseite > Außen- und Europapolitik > Themen

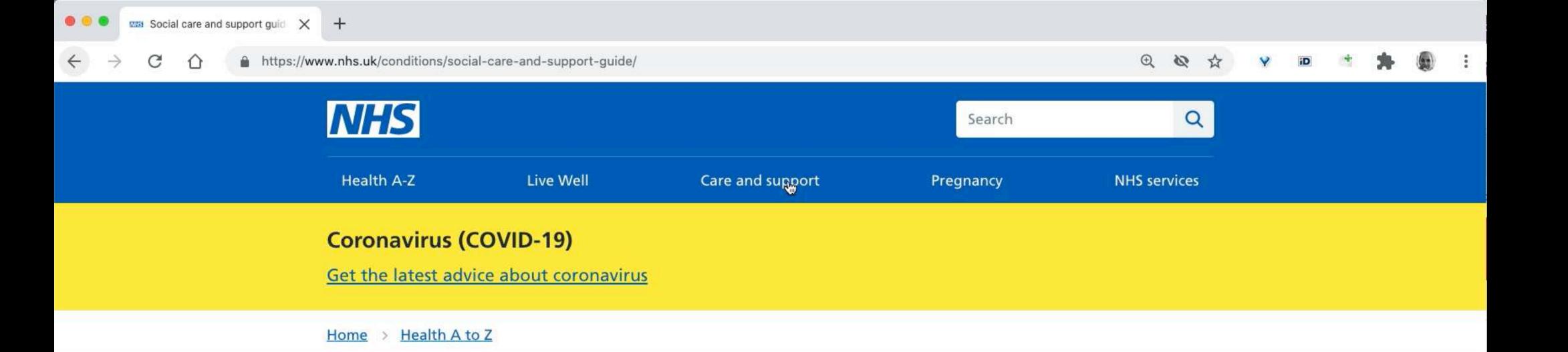
### Themen deutscher Außenpolitik

# Grundprinzipien deutscher Außenpolitik

 $\rightarrow$ 

Ein souveränes Europa, die transatlantische Partnerschaft, das Engagement für Frieden und Sicherheit, die Förderung von Demokratie und Menschenrechten sowie der Einsatz für den Multilateralismus - das sind die Leitplanken deutscher Außenpolitik.





### Social care and support guide

If you or someone you know needs help with day-to-day living because of illness or disability, this website explains your options and where you can get support.

# Introduction to care and support

A quick guide for people who have care and support needs and their carers.

# Money, work and benefits

How to pay for care and support, and where you can get help with

# Help from social services and charities

Includes helplines, needs assessments, advocacy and reporting abuse.

#### Care after a hospital stay

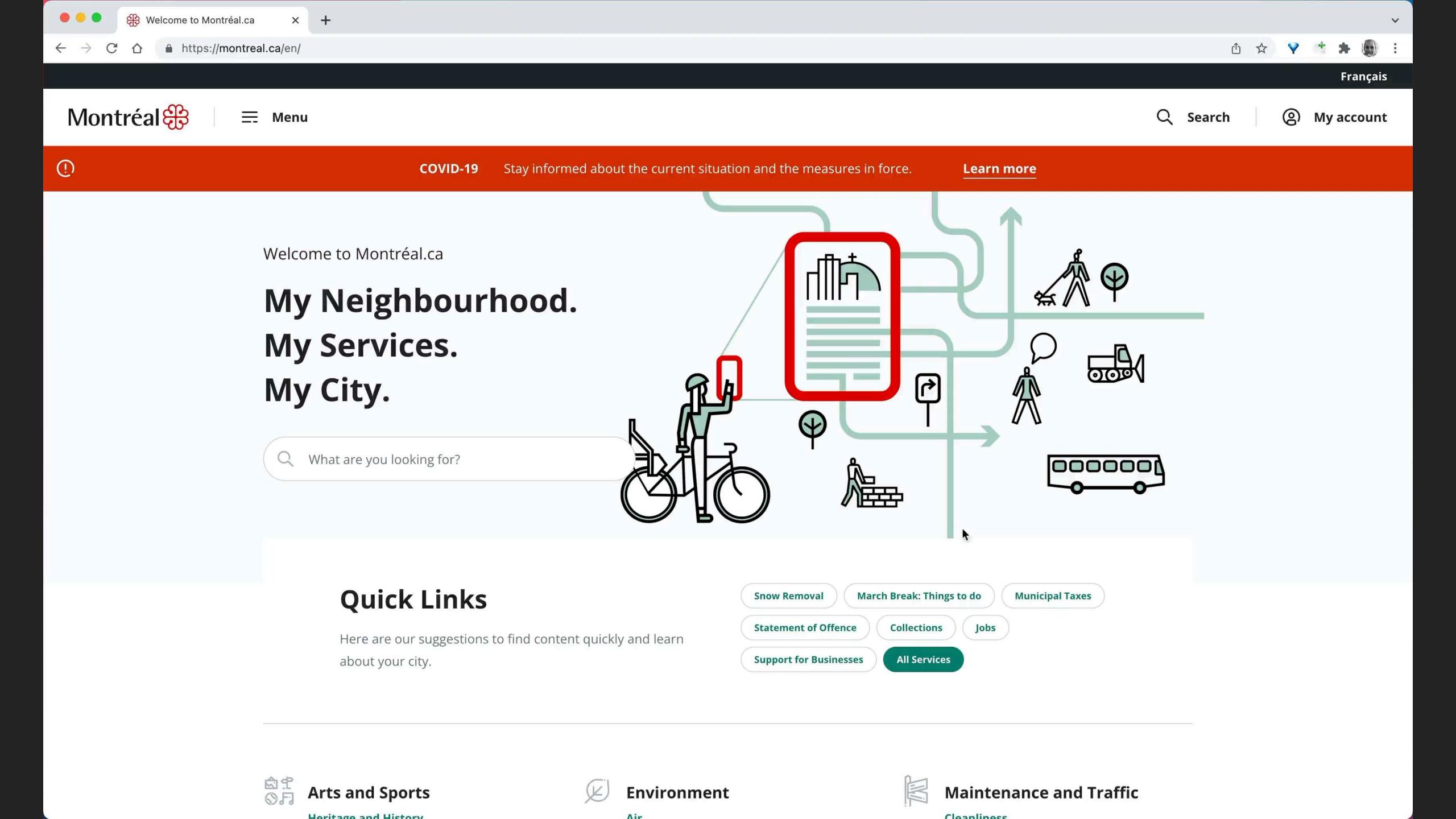
Includes hospital discharge and care and support afterwards.

## Care services, equipment and care homes

Includes home adaptations, help at home from a paid carer, staying safe and housing.

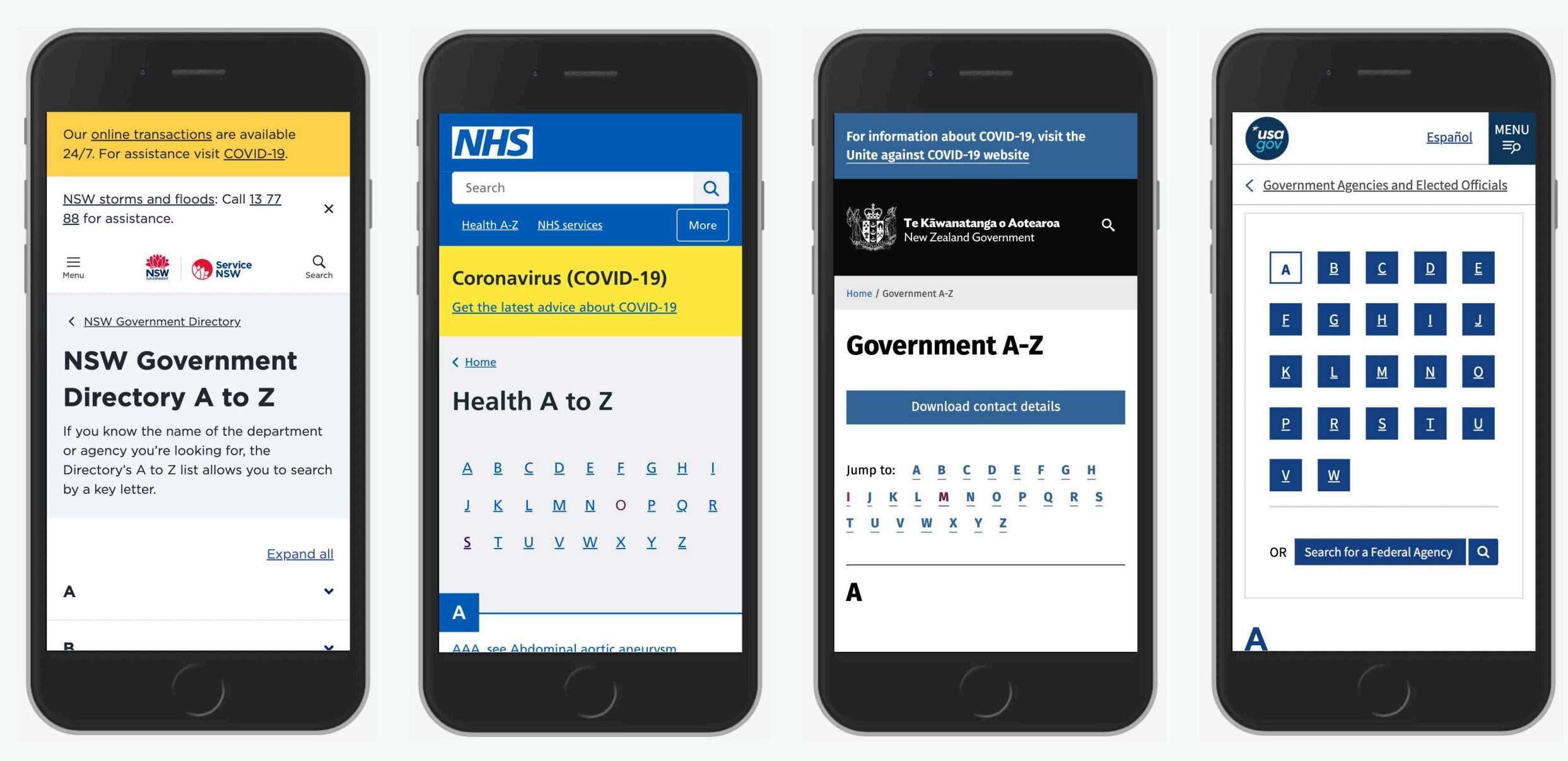
## Support and benefits for carers

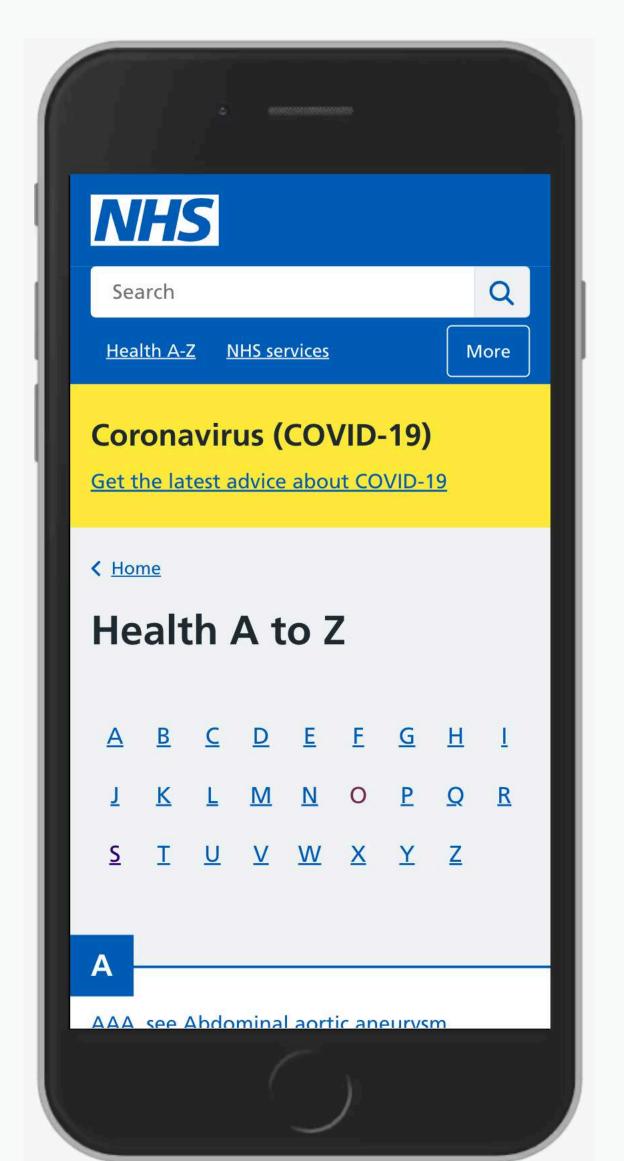
Includes carer's assessments, support from local councils, respite care and help for young

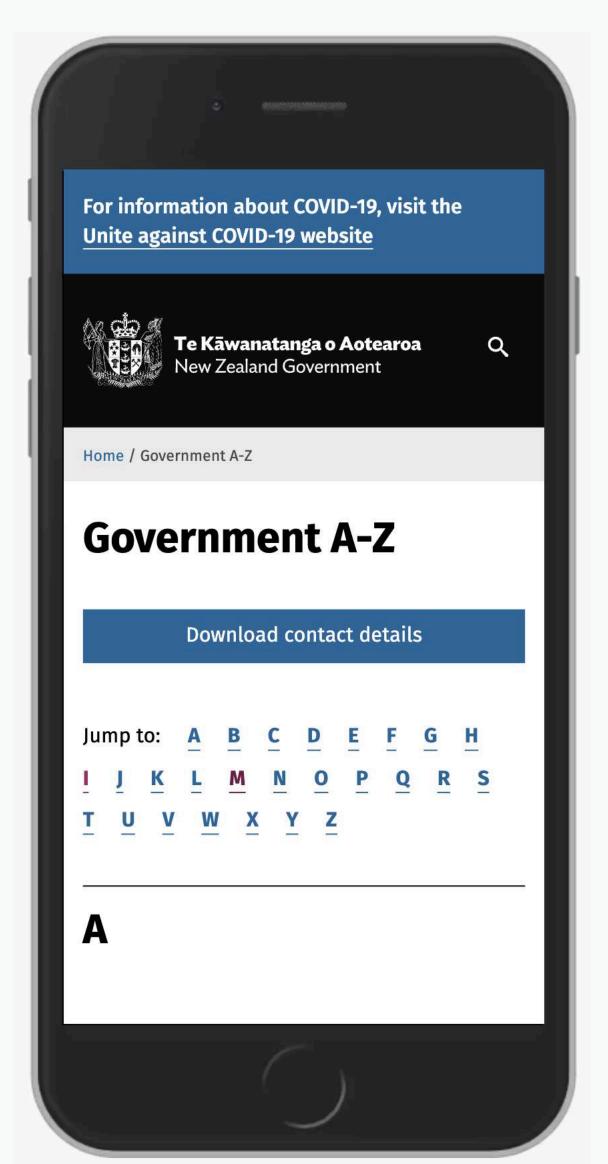


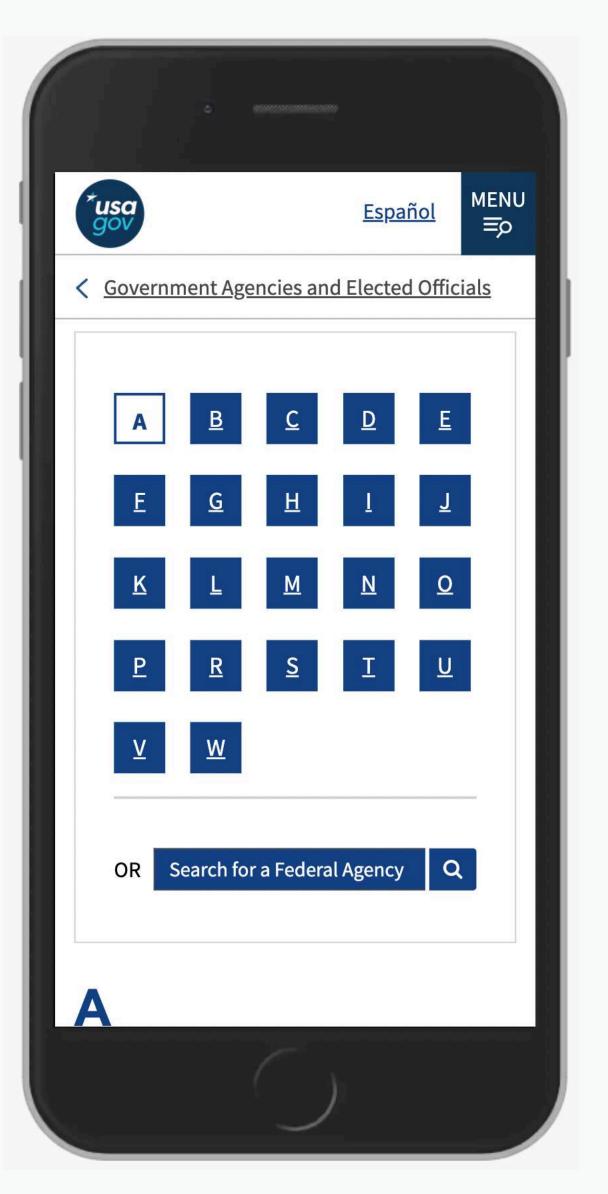
# A-Z Pattern

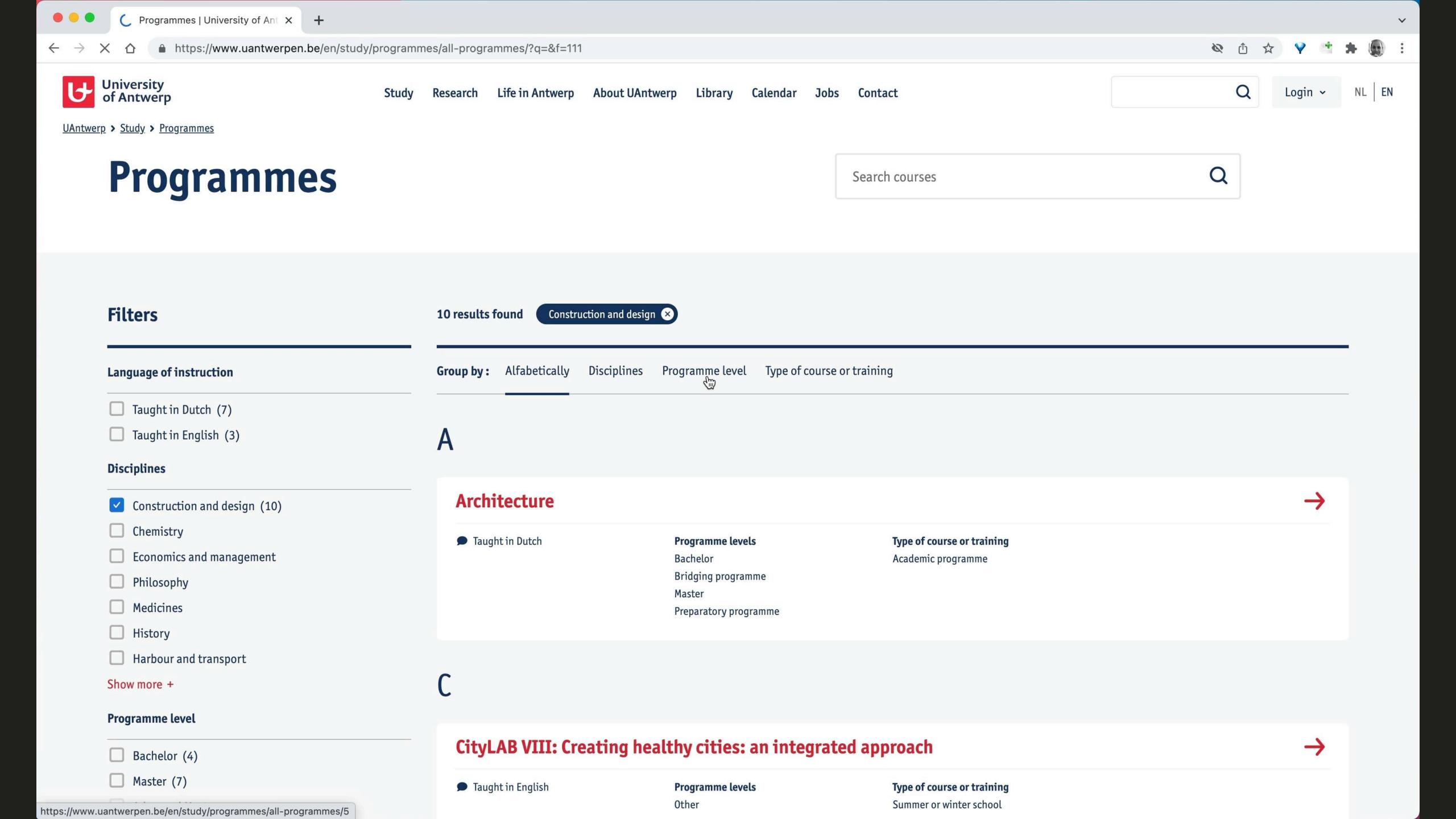
Often dismissed, but incredibly useful for complex IA with a lot of content scattered all over the website, and a lot of legacy pages. But: requires precise labelling.

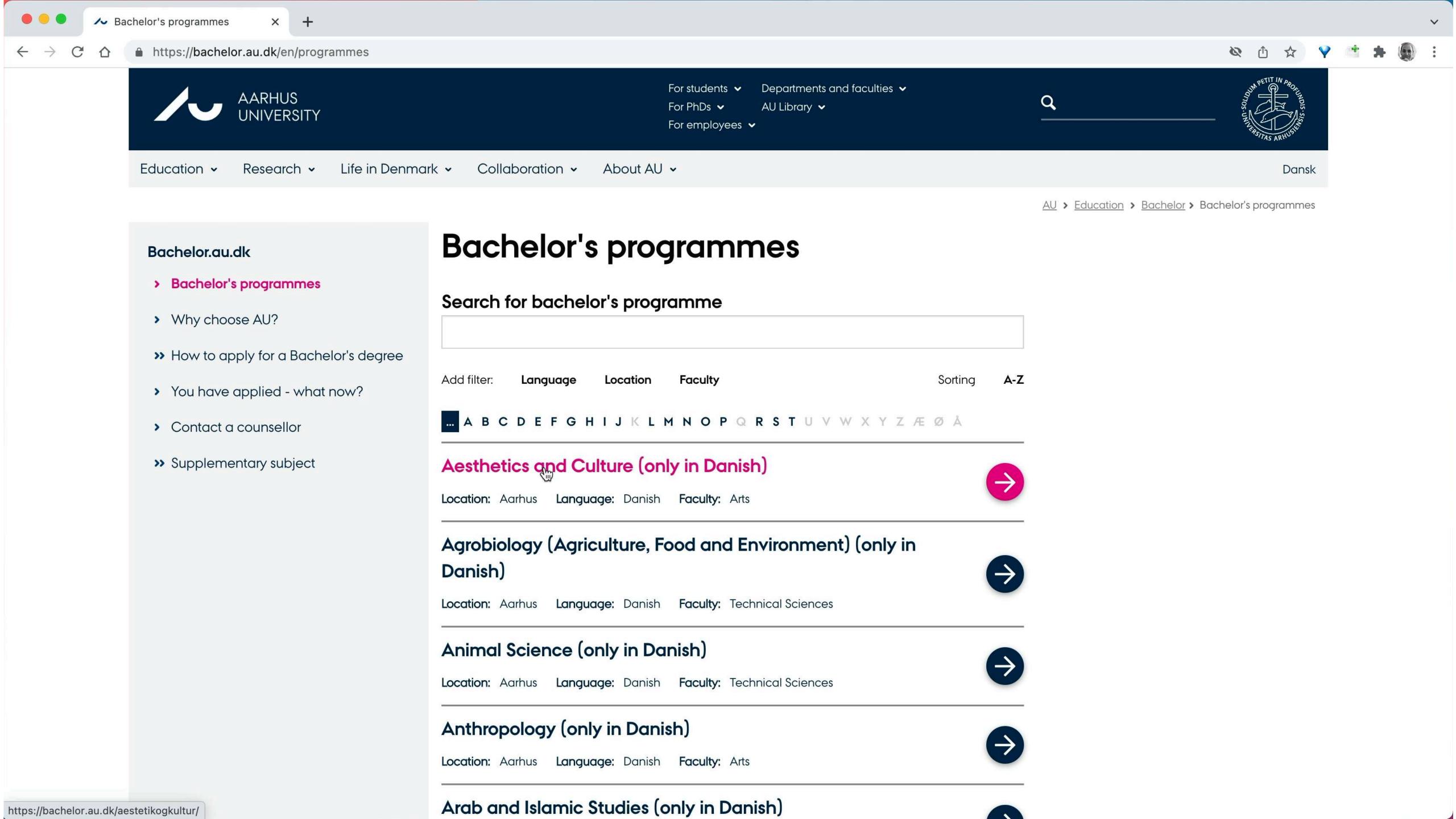






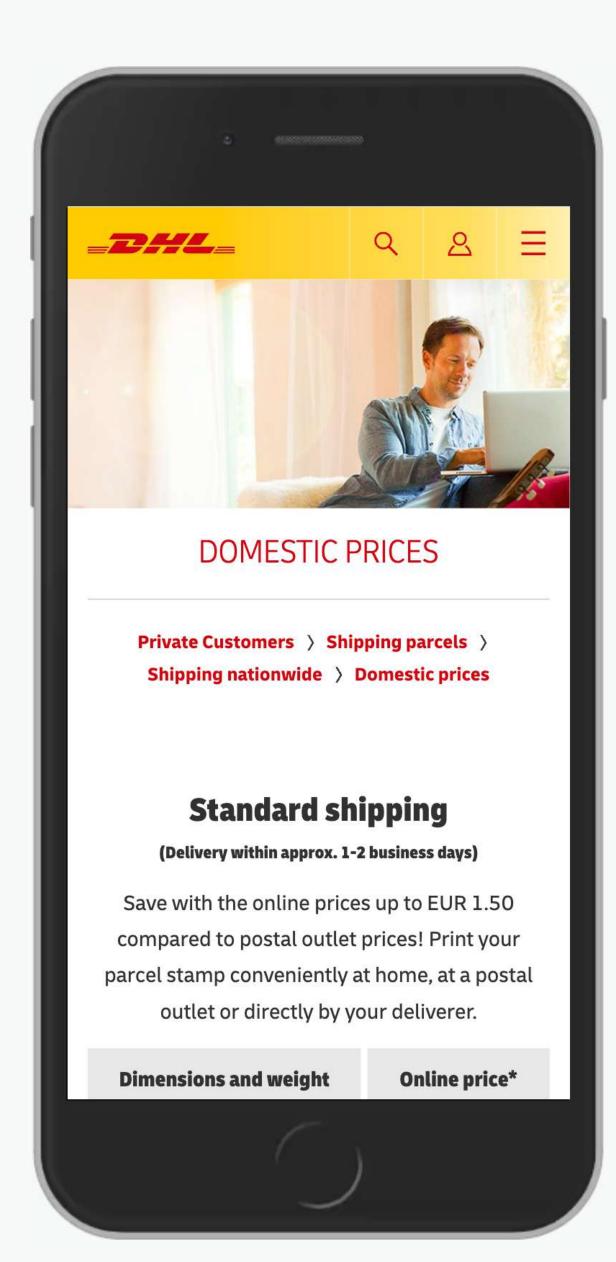


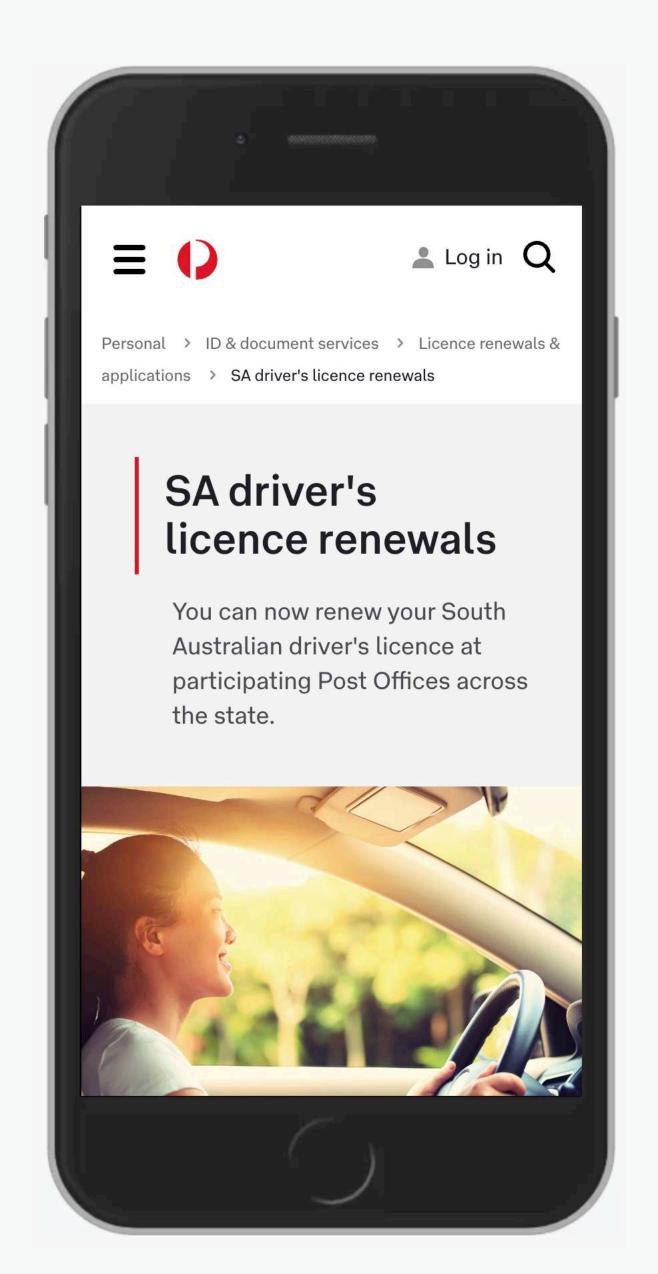


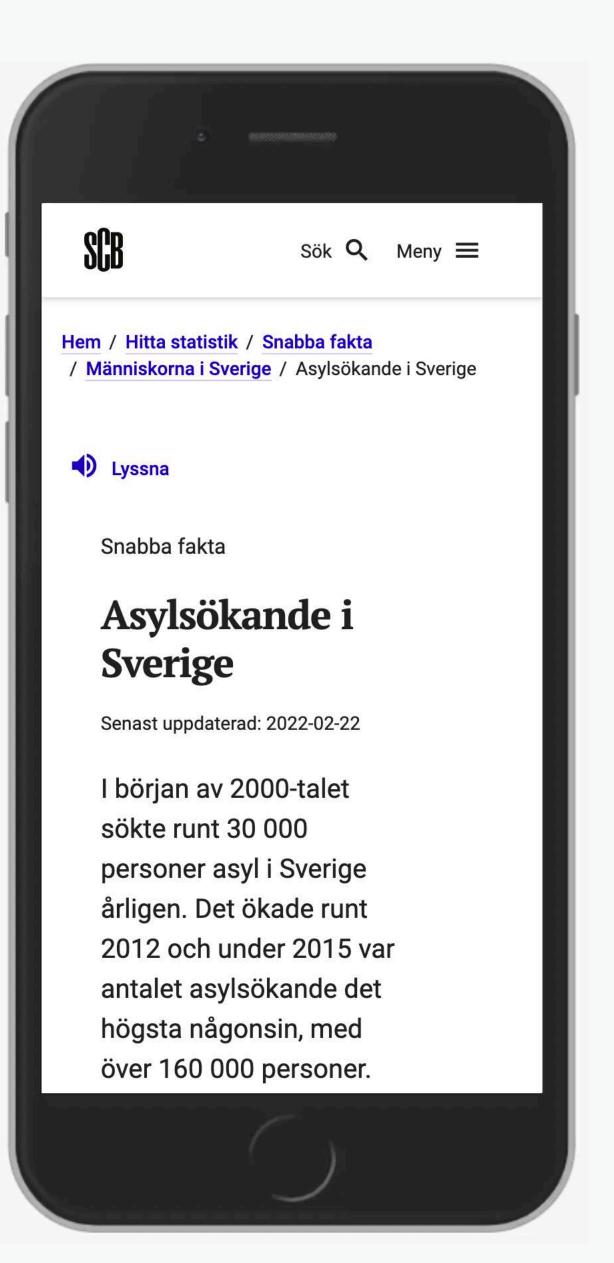


# Sideways Breadcrumbs

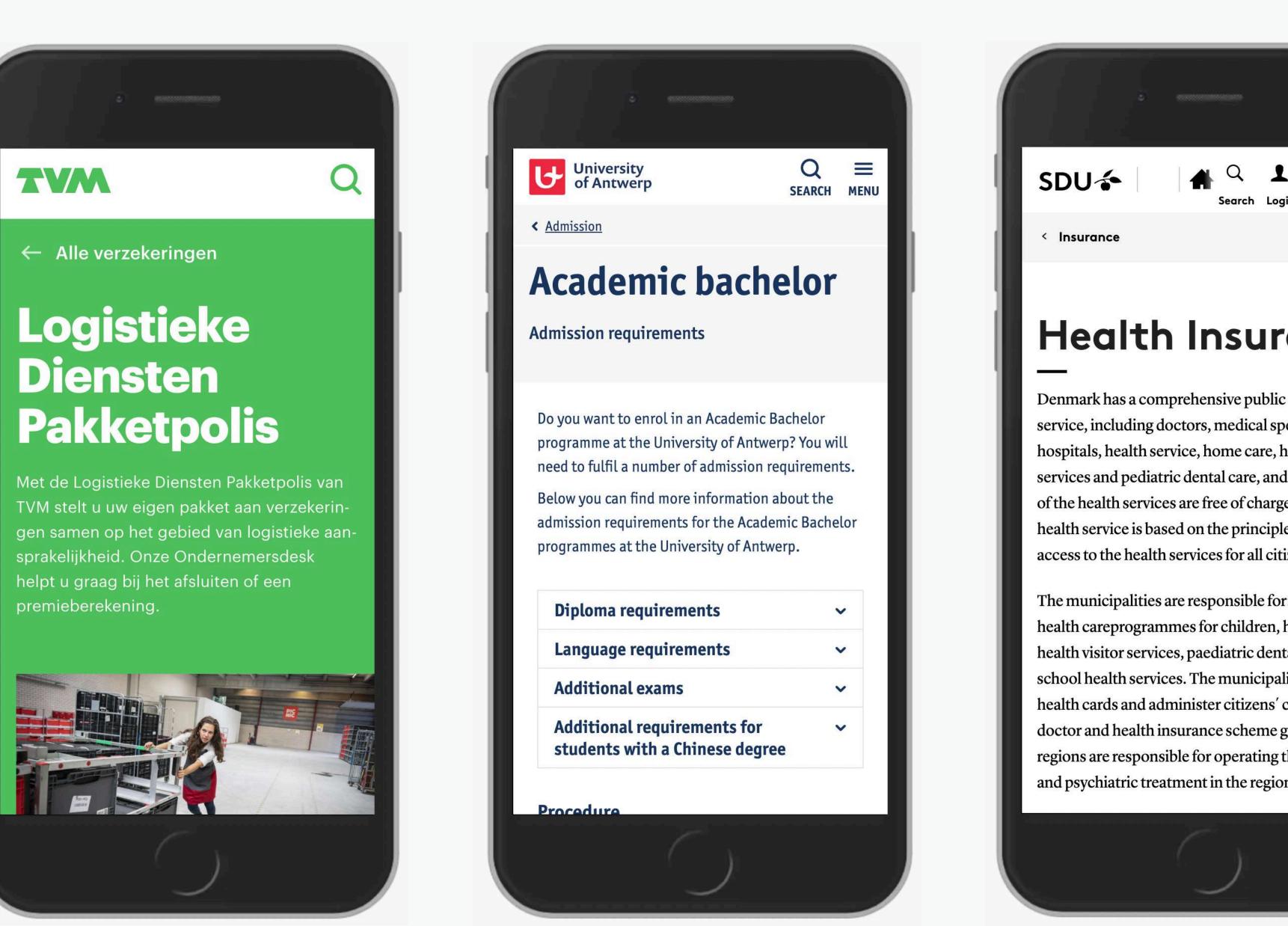
An extension of breadcrumbs, with options to navigate between the siblings of any category on the breadcrumbs path. Very useful, especially for quick jumps.

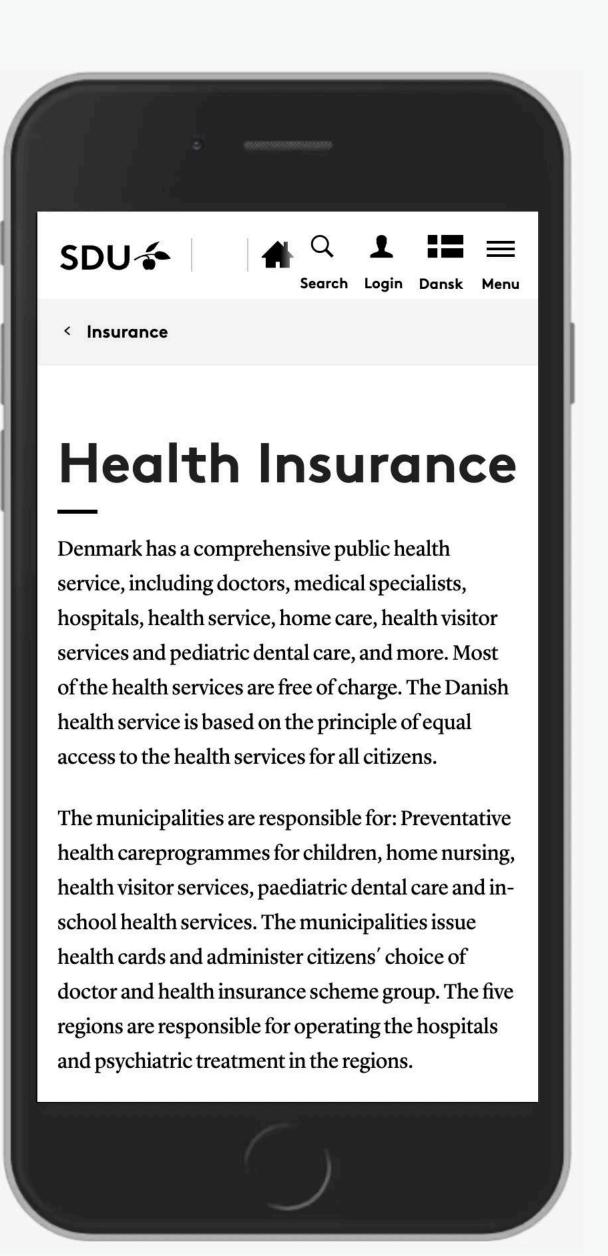


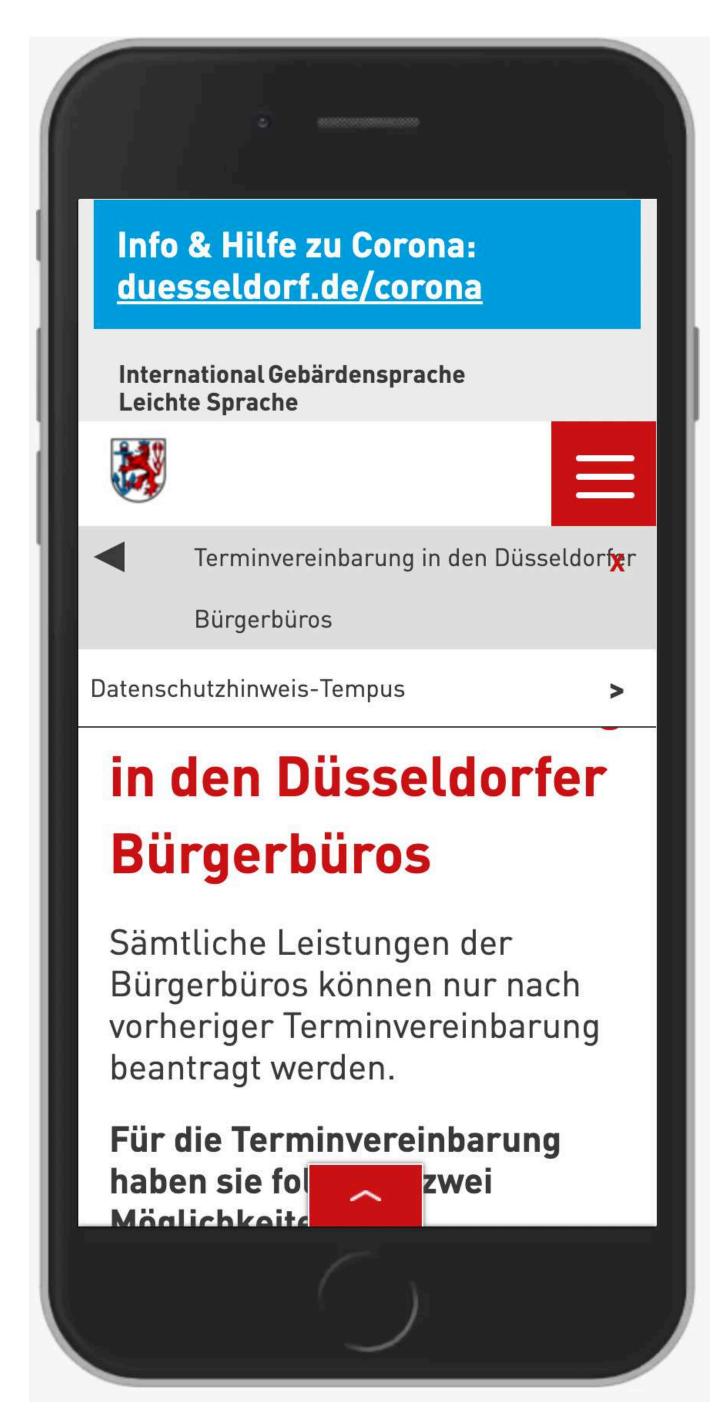


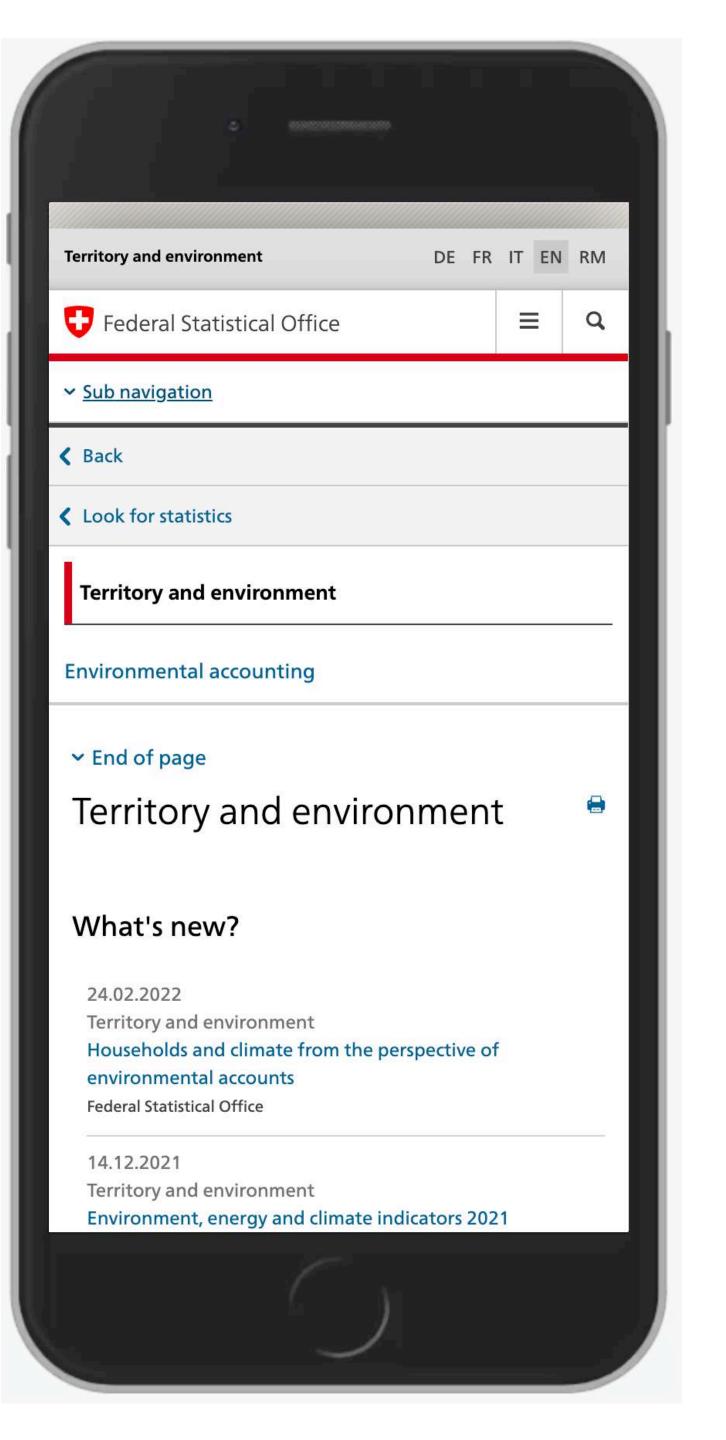


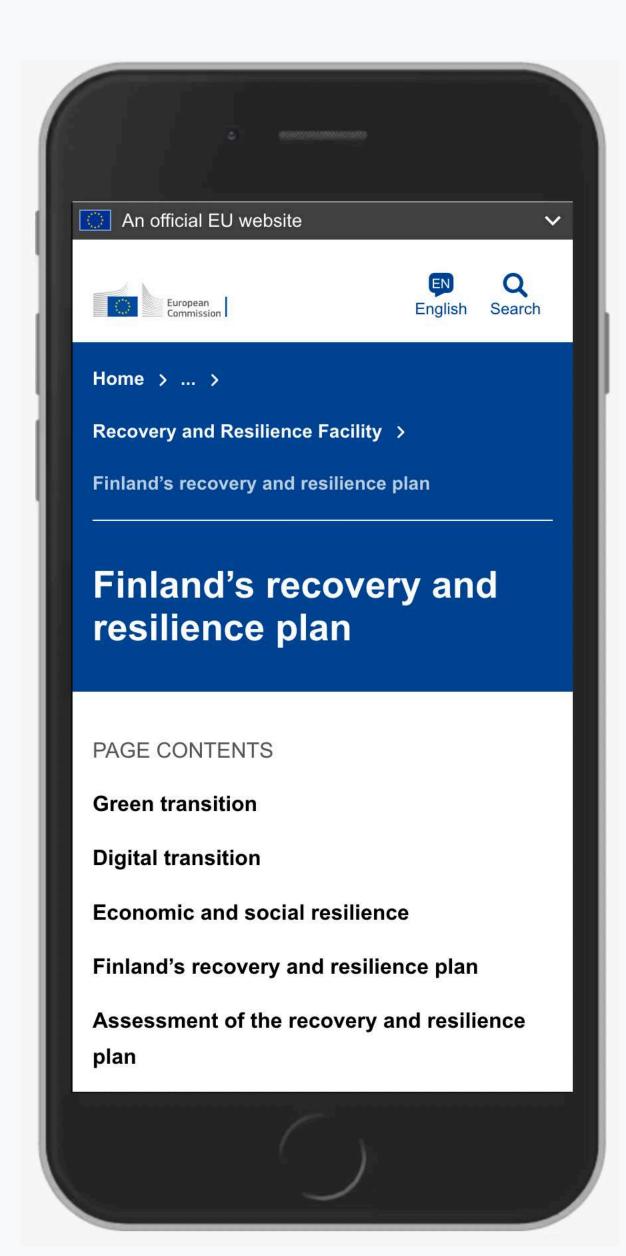


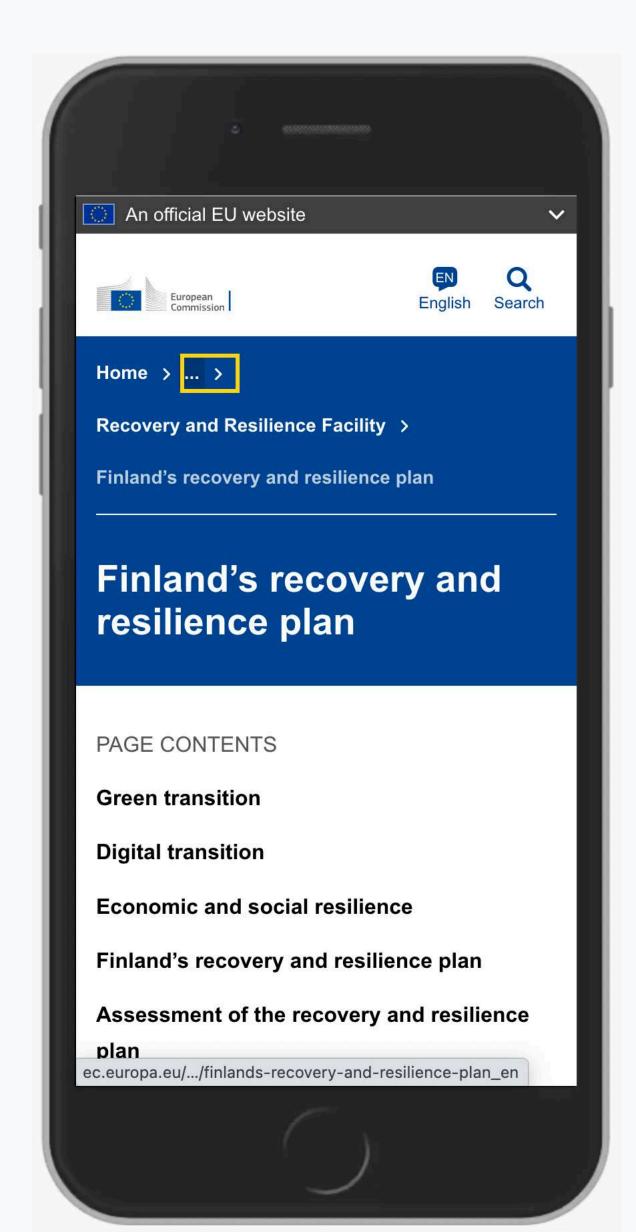


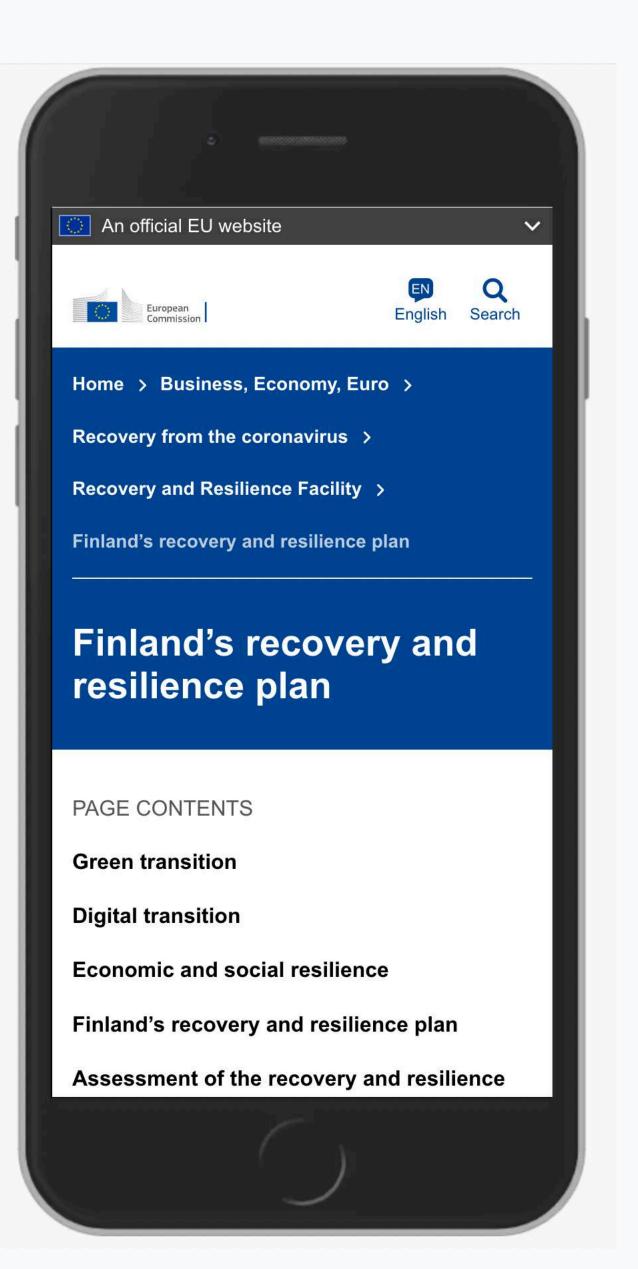










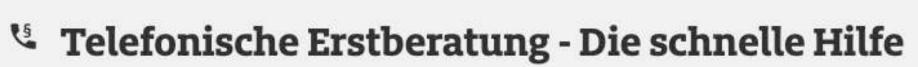




### **ADAC Rechtsservices**

Als Inhaber einer ADAC Rechtsschutzversicherung profitieren Sie von unseren umfangreichen Rechtsservices:

Nutzen Sie bei Rechtsfragen in den Bereichen Verkehr, Privat, Beruf und Wohnen unsere Beratungsservice - online, telefonisch, per Mail oder per Chat. Außerdem stehen Ihnen wertvolle Online-Dienstleistungen zur Verfügung.



Nach Ihrer Identifikation (ADAC Mitglieds- oder Kundennummer) werden Sie sofort an einen unabhängigen Rechtsanwalt zu einer telefonischen Erstberatung weitergeleitet. Die telefonische Beratung steht Ihnen täglich, 24 Stunden zur Verfügung.

(089) 7676 4700

#### **Beratung und Service**

Lassen Sie sich von fachkundigen Rechtsanwälten beraten.

Für weitere Informationen und zur Weiterleitung klicken Sie bitte auf das jeweilige Bild.







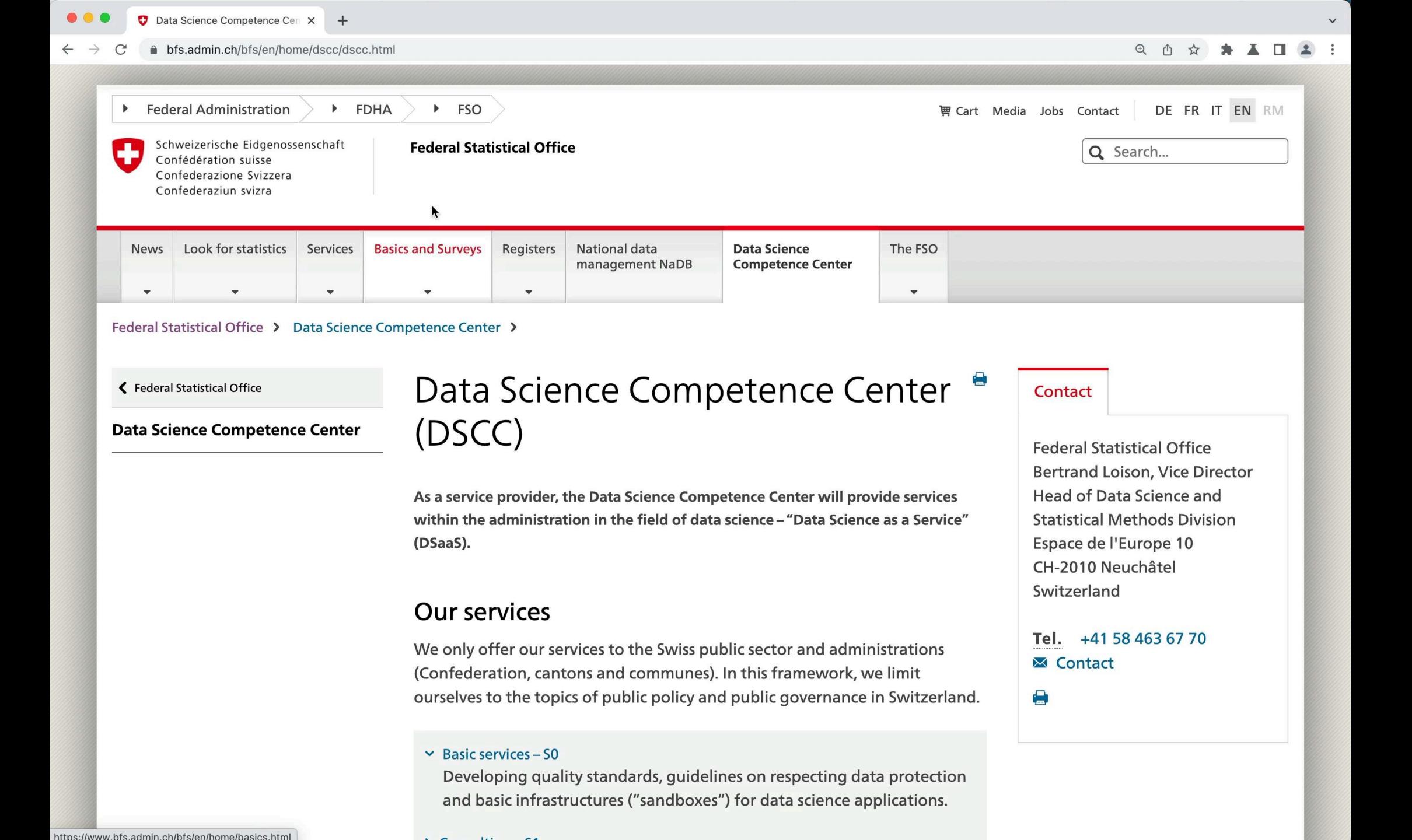
### Terminvereinbarung in den Düsseldorfer Bürgerbüros

Sämtliche Leistungen der Bürgerbüros können nur nach vorheriger Terminvereinbarung beantragt werden.

Für die Terminvereinbarung haben sie folgende zwei Möglichkeiten:

- Online-Terminvereinbarung
- <u>Telefonische Terminvereinbarung</u>

### Online-Terminvereinbarung



# Dynamic Filters

Decouple filters and filtering results to give users a better way to provide accurate input and consume results. Auto-apply is expected, but it shouldn't block filtering.

Toys

Shoes

Jewelry

**Fitness** 

Auto

**Appliances** 

Find something great

Clothing



Outdoor

Sign In Your Points



More...

Home / Appliances / Refrigerators / French Door Refrigerators

(6)

Mattresses

#### French Door Refrigerators 353 items

Sears & marketplace (353)

Tools

Sears Only (234)

Baby

In-store: Set Your Location



Home

Electronics

sort by

**Parts & Services** 

Recommended



#### Refine Your Search

Kellife Tour Search				
^	Brand			
	Kenmore	(30)		
	Kenmore Elite	(18)		
	LG	(62)		
	Samsung	(54)		
	Frigidaire	(8)		

see more ▲ Color Family

GE

(103)Stainless steel (22)White Black (16)



\$3679.99 \$2399.99

Kenmore Elite 72695 29.5 cu. ft. 4-Door Smart French Door Refrigerator -

★★★☆☆ (4)

Sold by Sears

add to compare

Extra 10% off with Sears or Shop Your Way card!



\$2299.99 \$1599.99

Samsung RF27T5201SR/AA 27 cu. ft. French Door Refrigerator - Fingerprint

Sold by Sears

add to compare

Extra 10% off with Sears or Shop Your Way card!



\$3199.99 \$2199.99

Samsung RF27T5501SR/AA 27 cu. ft. French Door Refrigerator with Family

Sold by Sears

add to compare

Extra 10% off with Sears or Shop Your Way card!





\$1939.99 \$1199.99

Kenmore 73025 26.1 cu. ft. French Door Refrigerator with Ice Maker -

★★★☆☆ (302)

Sold by Sears

add to compare

Extra 10% off with Sears or Shop Your Way card!

#### **Sponsored Products**

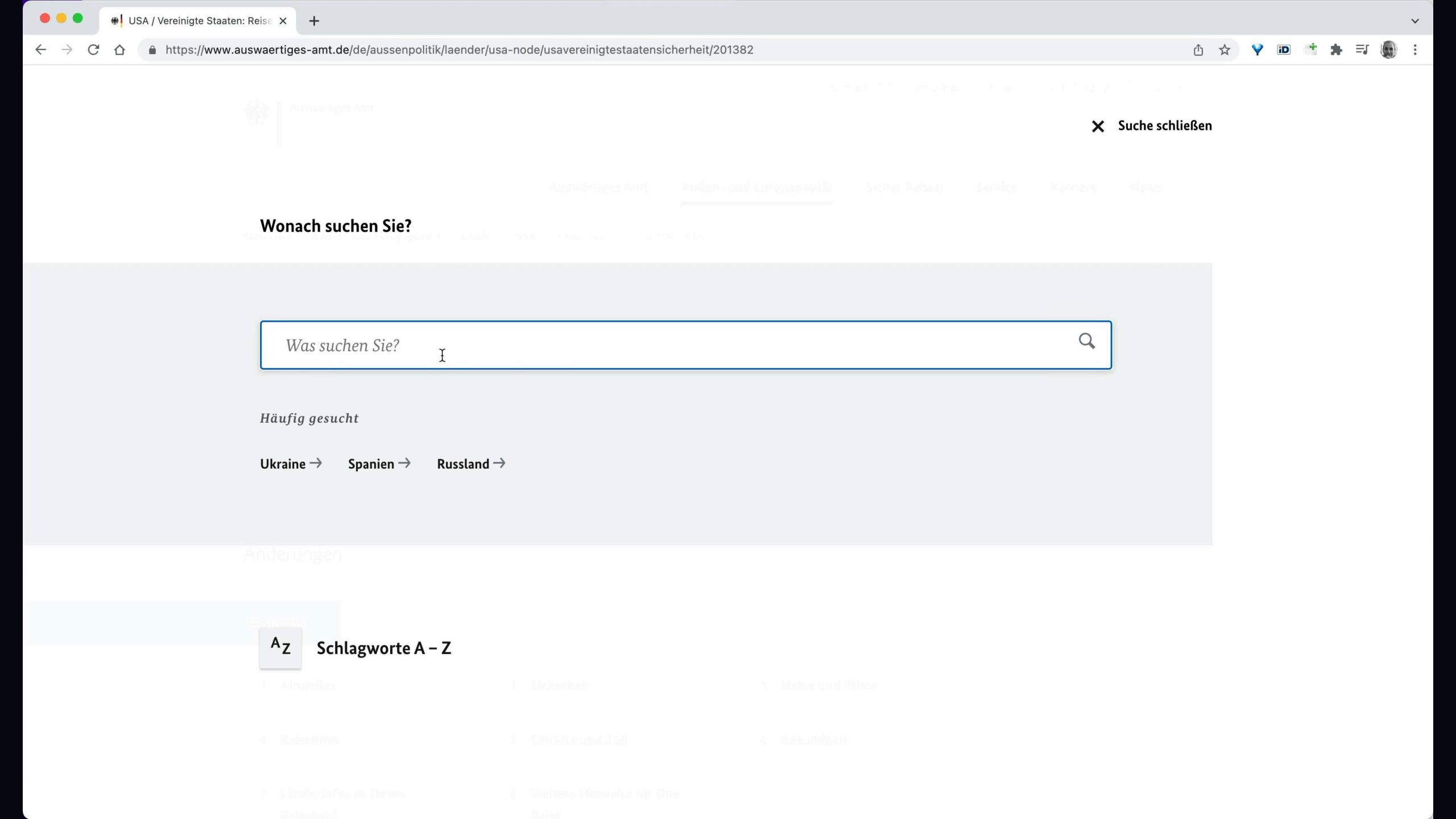


<del>\$413.99</del> \$319.95

avanti Avanti AR4456SS 4.4cu.ft. Counter High Refrigerator - Black and Stainless Steel

Sold by Joes Appliances















#### EDUCATION RESEARCH ABOUT THE UNIVERSITY





Find courses and programmes X

Covid-19 – information for students and staff



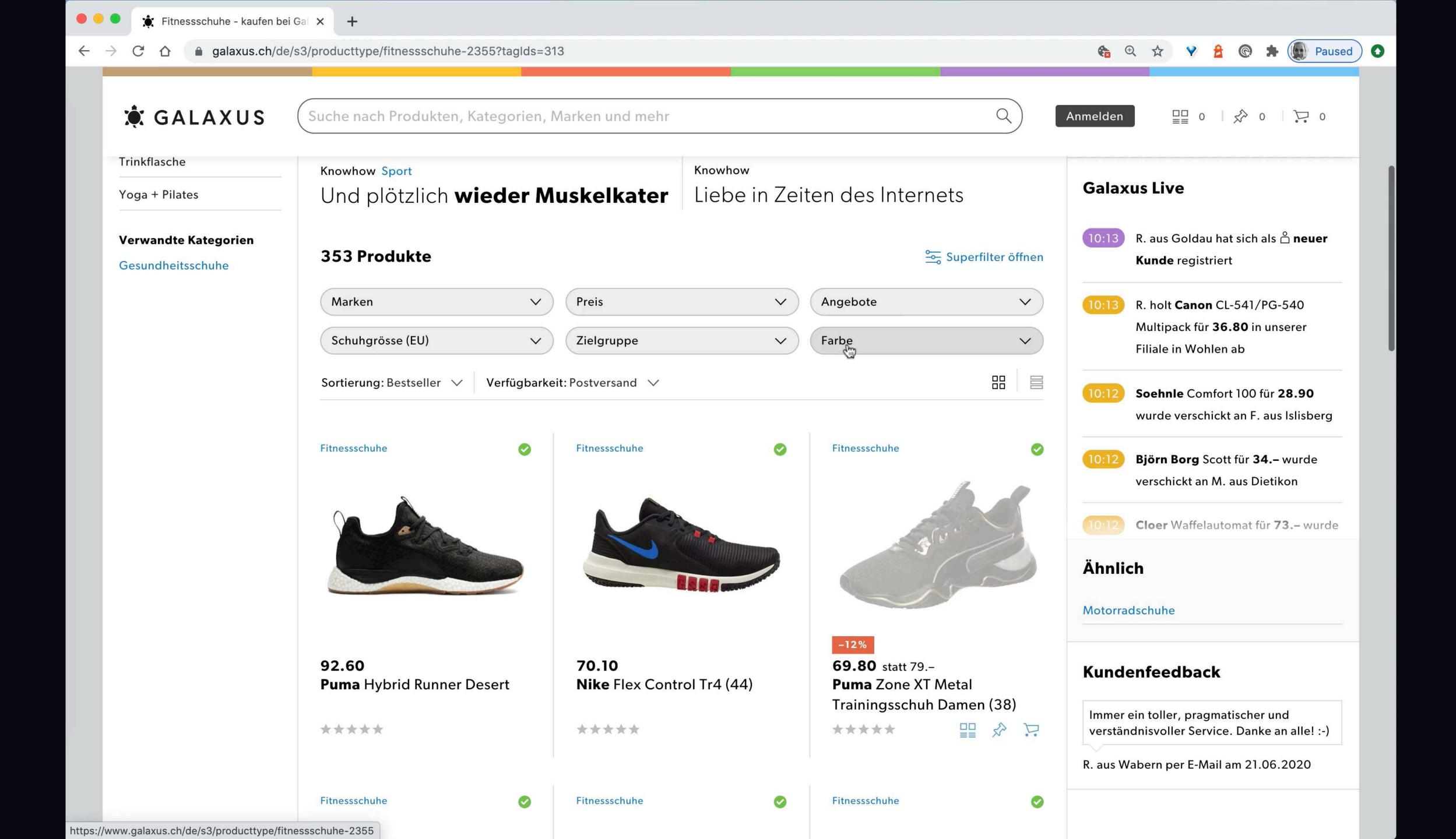
## Find courses and programmes

Stockholm University

#### NOTICE

Please note that, due to the current conditions and responsible authorities' recommendations, most of the university's teaching takes place online. For information about the study form for a specific course – please contact the responsible department. Read more at su.se/coronavirus For study and career counselling, please see su.se/studycounselling

<b></b> Refine	Clear filters	Search our courses and programmes	Q	
LEVEL	~			
TYPE OF EDUCATION	~	SHOWING 1-20 OF	777 HITS	
SEMESTER	~	A New Global Food Order? Global/Local Encounters, Contradictions, Tensions and Conflicts, 15 credits		
STUDY TIME	~	EH6085 Course, Second level, Economic History	~	
STUDY FORM	~	A Theme from the History of Theoretical Philosophy, 7.5 credits	~	
STUDY PACE	~	FITE10 Course, First level, Philosophy	•	



# Task List Pattern

We can *frame* long forms into a series of tasks necessary to complete the form. Each task lives on a separate page. It makes the process much more *manageable*.

Adam Silver, Gov.uk

#### **Application incomplete**

You have completed 3 of 8 sections.

### 1. Check before you start

Check eligibility	COMPLETED
Read declaration	COMPLETED

### 2. Prepare application

Company information	COMPLETED	
Your contact details	IN PROGRESS	
<u>List convictions</u>	NOT STARTED	
Provide financial evidence	CANNOT START YET	
Give medical information	CANNOT START YET	

#### 3. Apply

Submit and pay CANNOT START YET

# Task List Pattern

For *long-winded forms*, set the *right* expectations early. Before users start, tell them if *a*) they are eligible, *b*) what the process involves, *c*) how long each step takes and *d*) what documents they'll need.

Adam Silver, Gov.uk

Company information	COMPLETED	
Your contact details	IN PROGRESS	
List convictions	NOTSTARTED	
Provide financial evidence	CANNOT START YET	
Give medical information	CANNOT START YET	

## Before you request to go live

Add a team member who can manage settings, team and usage

Add content to templates to show the kind of messages you'll send

Add an email reply-to address

Change your text message sender name

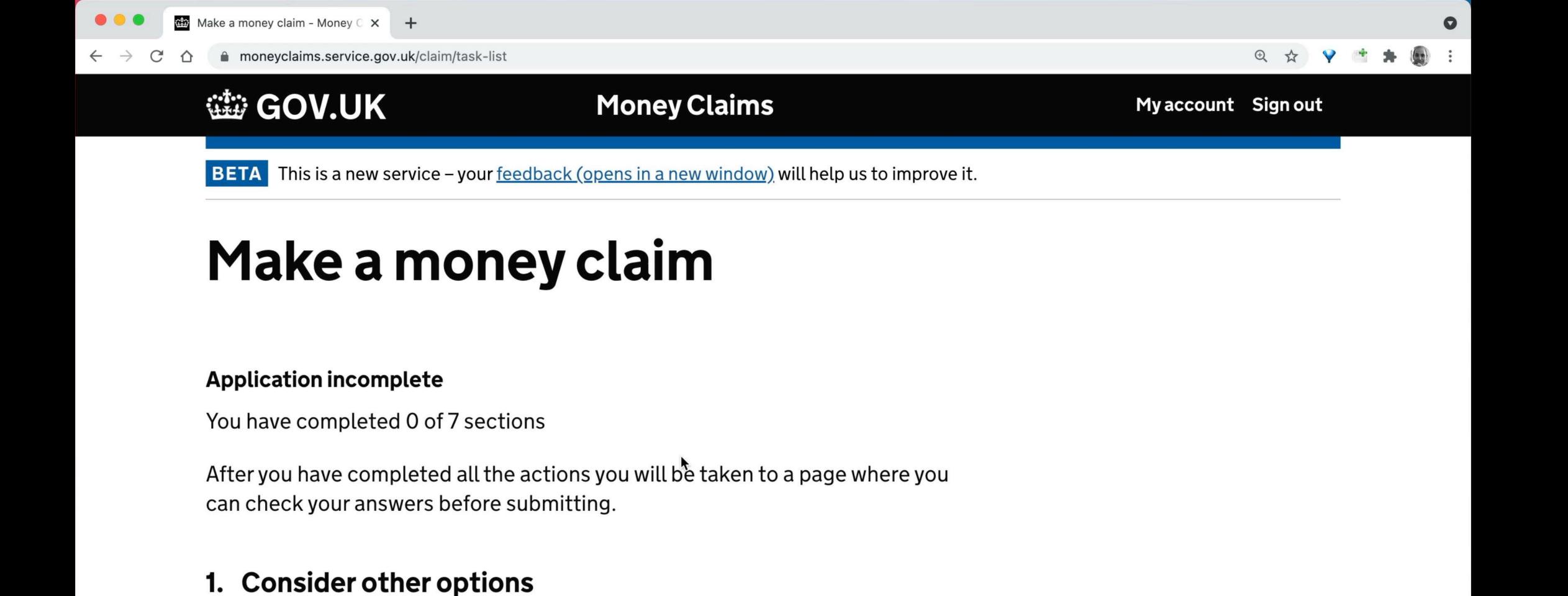
Not completed

You also need to accept our terms of use.

Continue

#### **DWP Manage Bereavement Support Payment** Start a new claim Find a claim **Daniel Chambers Claim history** DD123456X Relationship status checked UNFINISHED Proof of marriage or civil partnership needed by Chris Jones Task to complete Claim details 12 February 2018 **Contributions verified** by Chris Jones **Enter claim information** 12 February 2018 COMPLETED Claim details **Death verified** COMPLETED Contact details by Chris Jones 12 February 2018 Dependent children COMPLETED COMPLETED Payment details Relationship status checked Proof of marriage or civil partnership needed by Alice Timmins **Verify evidence** 30 January 2018 COMPLETED Death Payment details entered Marriage or civil partnership NOT COMPLETE by Alice Timmins 30 January 2018 COMPLETED National Insurance contributions Contact details entered by Alice Timmins 30 January 2018 Claim details entered by Alice Timmins 30 January 2018

by Alice Timmins



**INCOMPLETE** 

INCOMPLETE

INCOMPLETE

Resolving this dispute

2. Prepare your claim

Completing your claim

Your details

# Routing (Conditional Reveal)

Explore how you can *branch* input to eliminate unnecessary or redundant input. Ask *branching questions first*.

For the rest, word, group, order, lay out.

# Reasons for rejecting this application

This feedback will be sent to the candidate.

Vas it related to the candidate's behaviour?
Yes Yes
) No
Vas it related to the quality of their application?
Yes
) No
Vas it related to qualifications?
Yes
) No
Vas it related to their performance at interview?
) Yes
) No

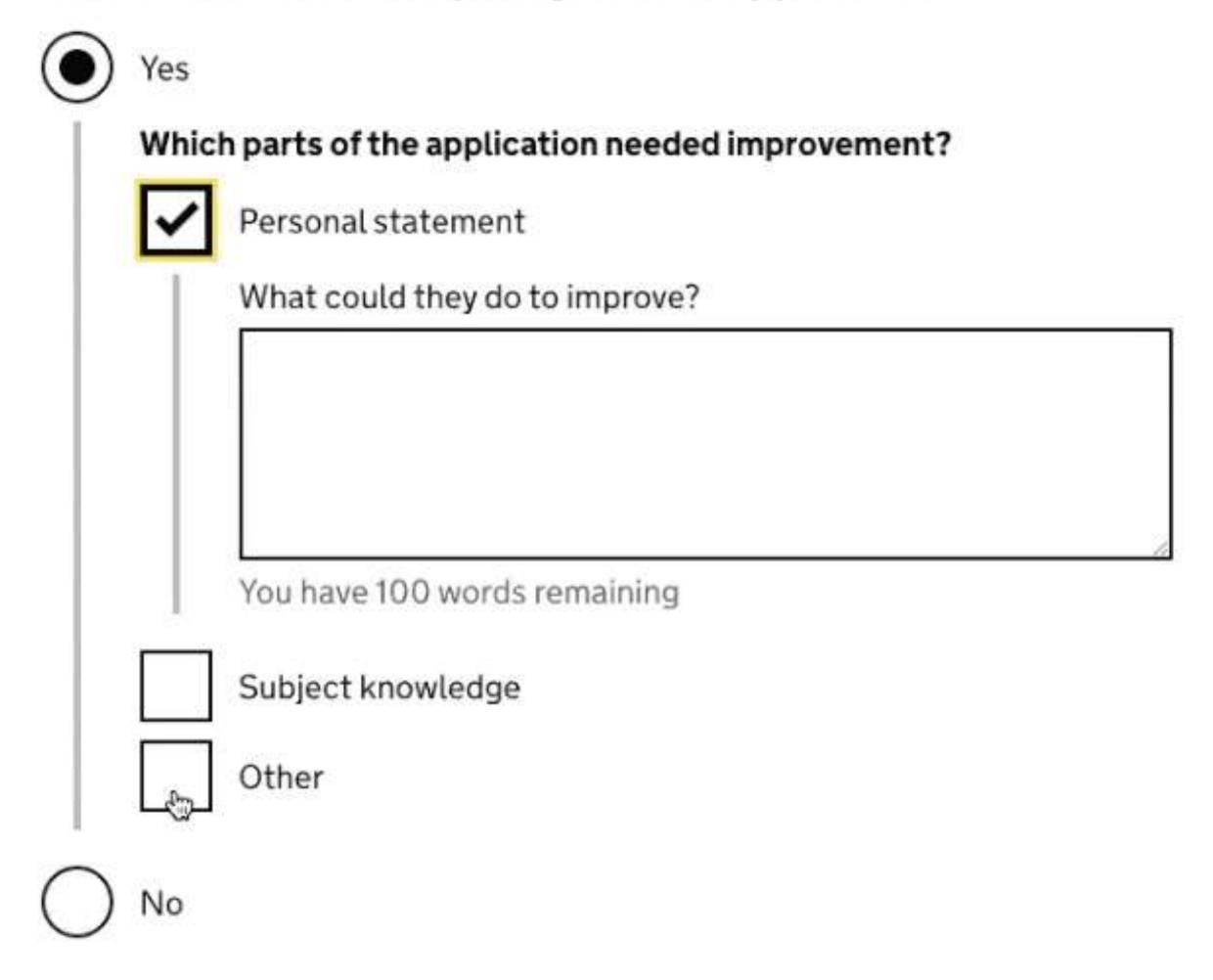
# Reasons for rejecting this application

This feedback will be sent to the candidate.

### Was it related to the candidate's behaviour?

Yes
What did the candidate do?
Did not reply to messages
Did not attend interview
Other
No
it related to the quality of their application?
Yes
No

# Was it related to the quality of their application?



# Reasons for rejecting this application

This feedback will be sent to the candidate.

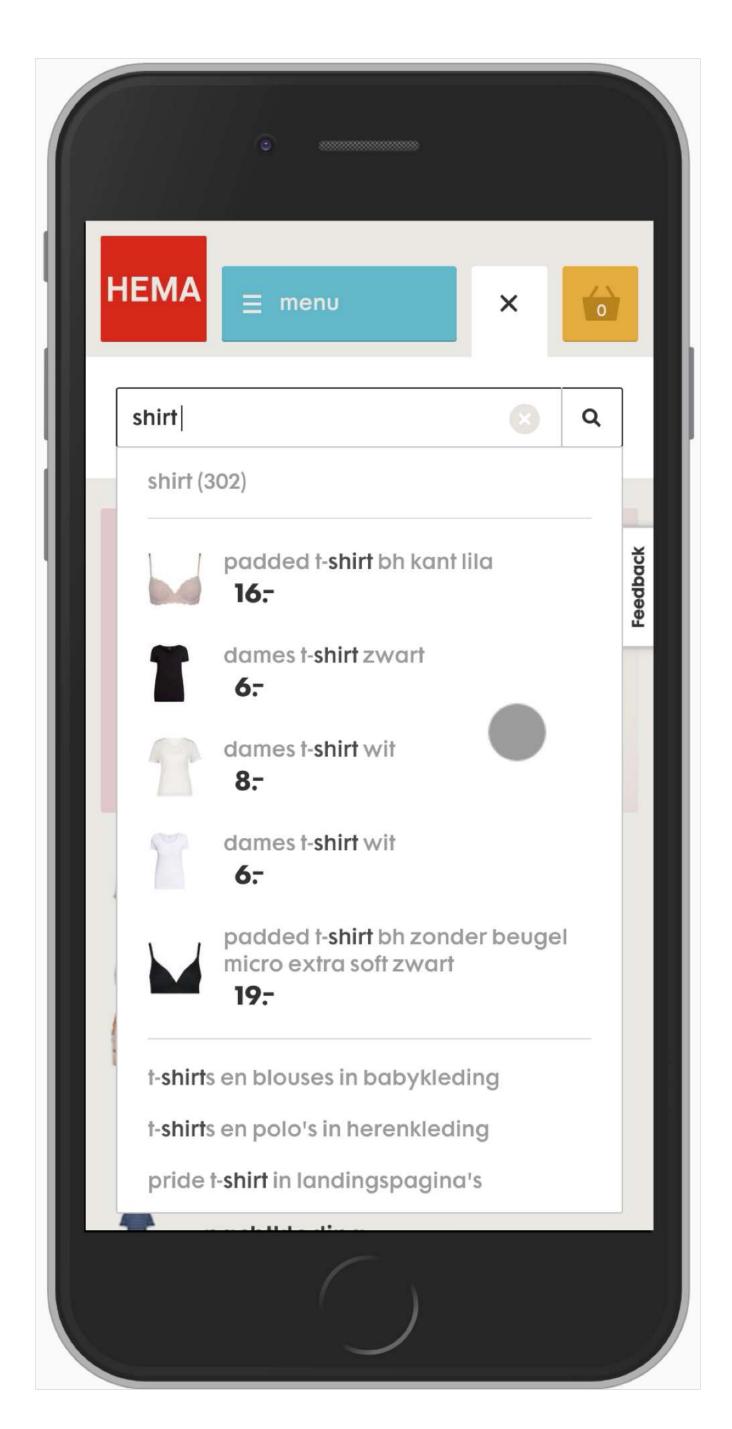
### Was it related to the candidate's behaviour?

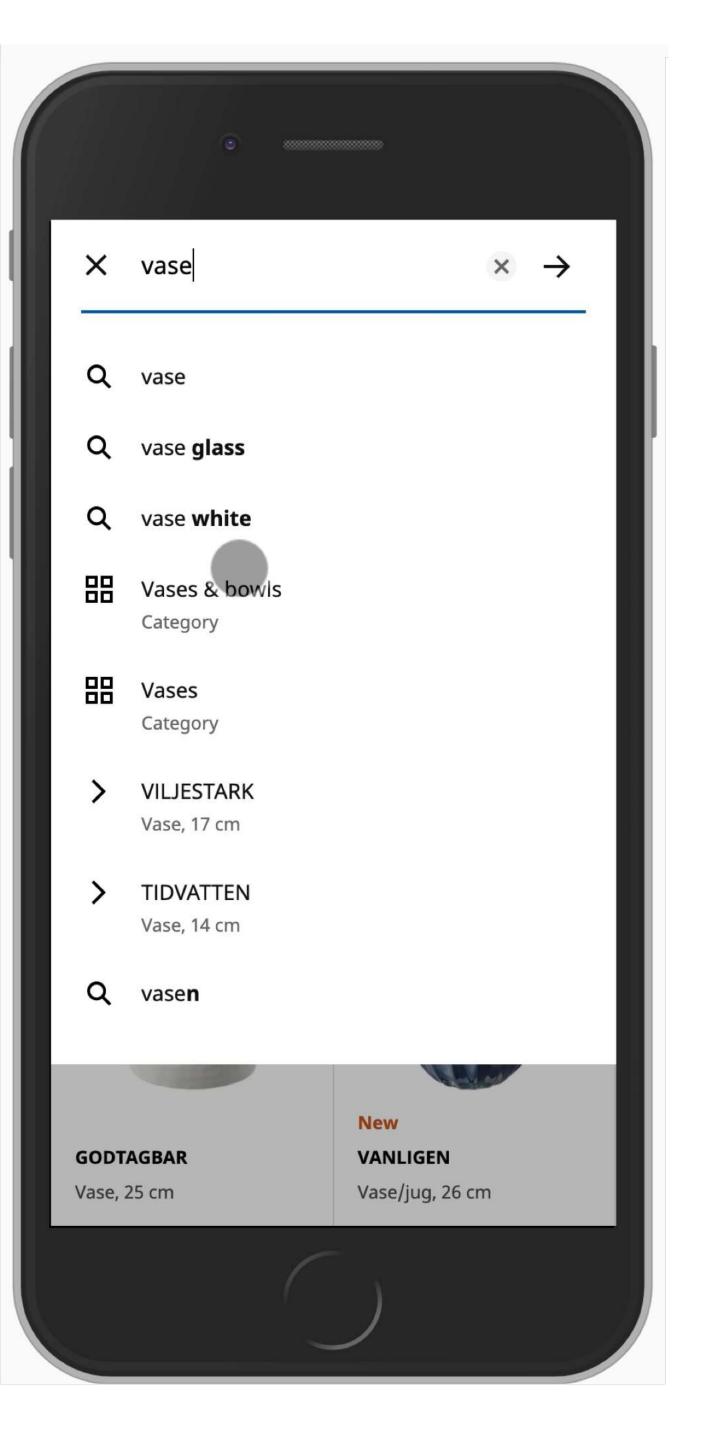
•	Yes	
	What	did the candidate do?
	~	Did not reply to messages
		Did not attend interview
	<b>Y</b> ,	Other
		Give details
		You have 100 words remaining
		What could they do to improve?
		You have 100 words remaining

# Tap-Ahead Autocomplete

Autocomplete is mostly used to highlight relevant keyword suggestions. However, we can also allow users to append keyword queries to construct advanced and precise search queries.



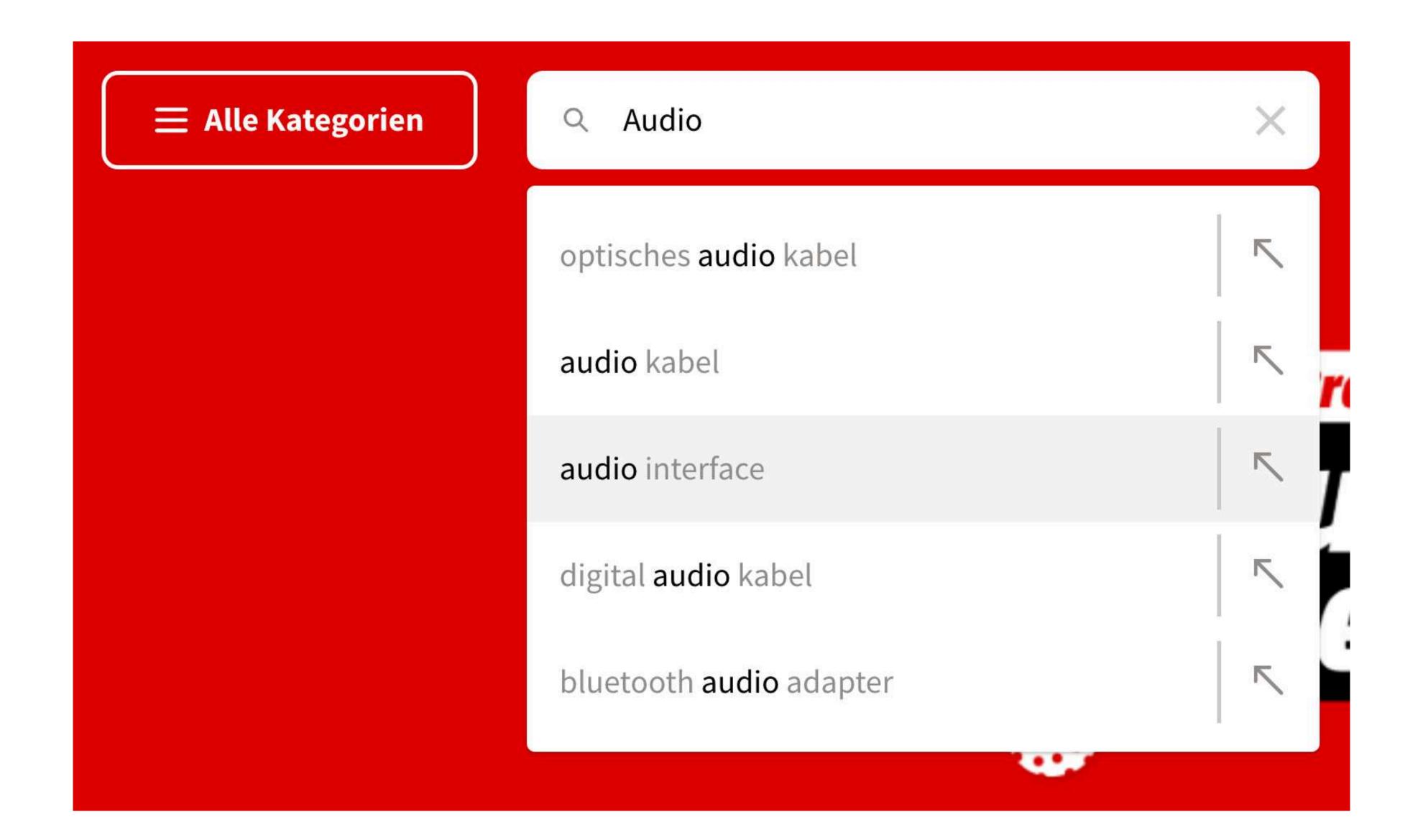


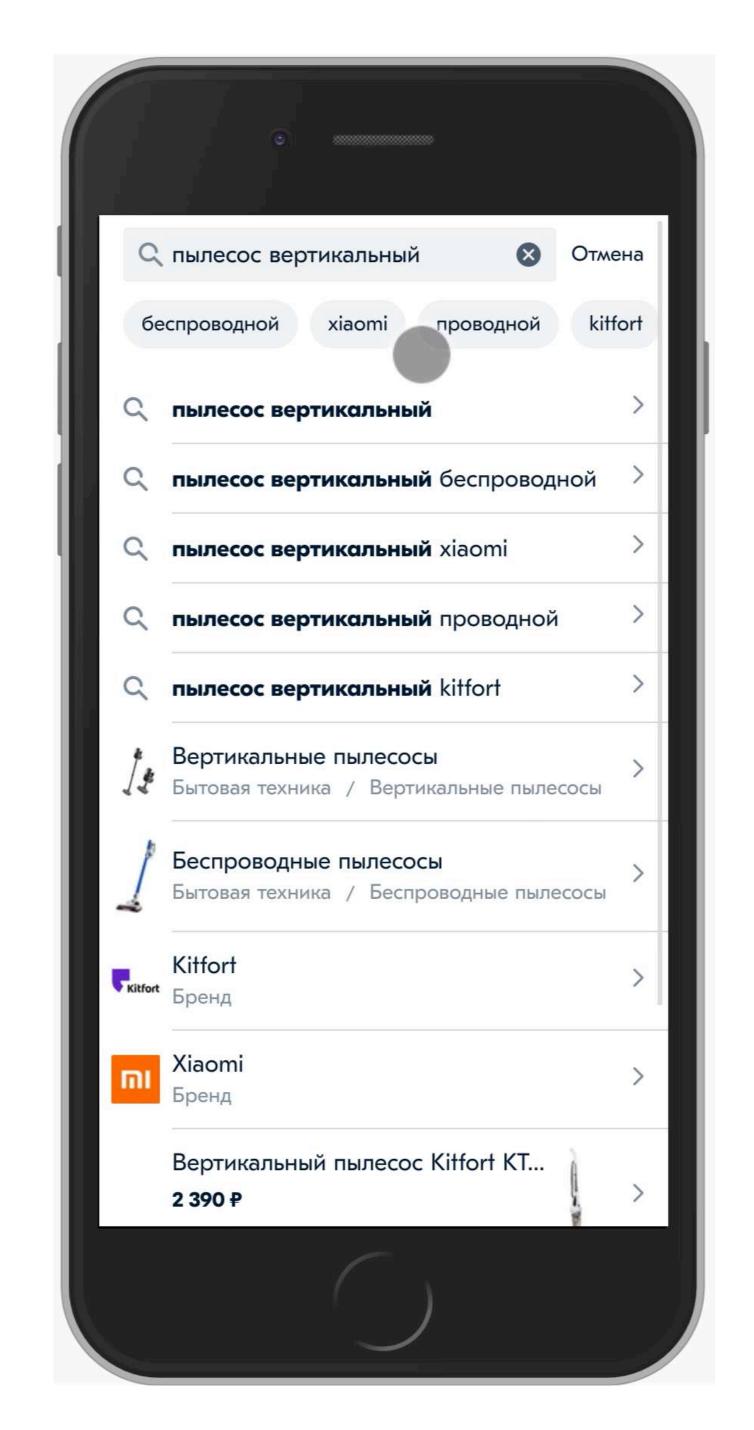


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 			_	2)	8 8	0 8 1	
 Reporting 3.0							
reporting 5.0							
	Immigration	Emigration				so <b>t</b> o ,	
 AREA	16,209	Emigration 12,427		× % ×	6 * 19	. • •	• %•
 Migration	**						
	2020	2020					
	Absolute poverty	At-risk-of-poverty			8 <b>6</b> 9	8 <b>6</b> .	E 5
 AREA	rate	rate					
 Social exclusion and poverty	2 %	21 %		14 1865 <b>4</b>	<b>a ∗</b> 5	(6 <b>€</b> 5 )	¥ %
	2020	2020				8 <b>4</b> 7	
				28 3895 B		s * .	
 Urmet Lee: Together we can make future censuse	s worthy of a digital society	ARTICLE					
	, , ,			5 (5) 5			

STATISTICS

**ESTONIA** 

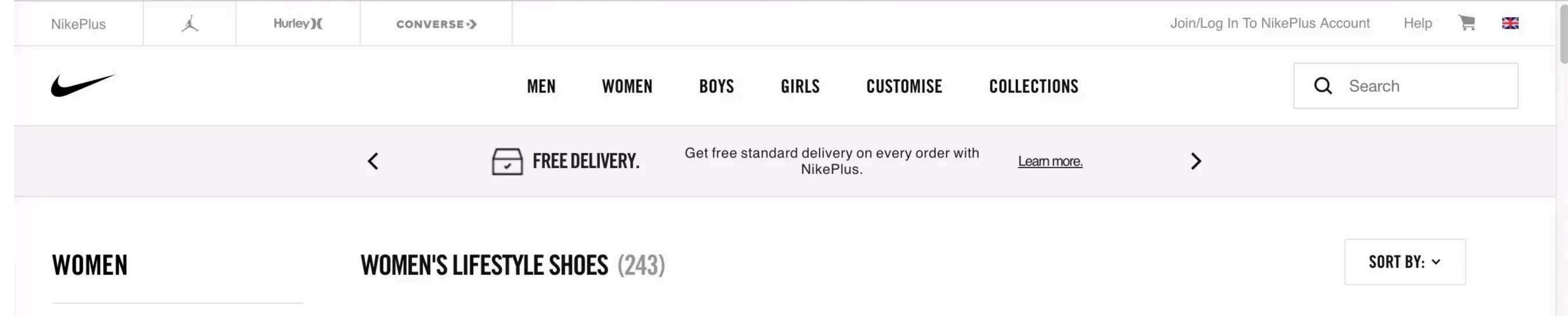




# Infinite Scroll

Most overwhelming option. Users often dive into exploration mode, scan fast, and focus less on single items. Loading often feels like "out of control". Plus, footer issues.

Mar 24, 2022	1247 Comple	One time	"Accessibility and Interface Design
Mar 24, 2022	1246 Comple	One time	"Accessibility and Interface Design
Mar 24, 2022	1245 Comple	One time	"Accessibility and Interface Design
25 Orders		1 2 3 4 5	→ •



## Shoes

Lifestyle (243)

Running (95)

Football (147)

Basketball (17)

Gym & Training (39)

Skateboarding (11)

+ More

Sports Bras

Compression & Nike Pro

Tops & T-Shirts

Hoodies & Sweatshirts

Jackets & Gilets

Trousers & Tights

**Tracksuits** 

Shorts

Skirts & Dresses

Surf & Swimwear

Socks

Accessories & Equipment



1 Colour

£64.95

Nike Benassi Future Cross SE Premium Women's Slide



1 Colour

Nike Blazer Premium Low QS Women's Shoe £79.95



1 Colour

Nike Air Max 1 SE PRM Women's Shoe £109.95



2 Colours

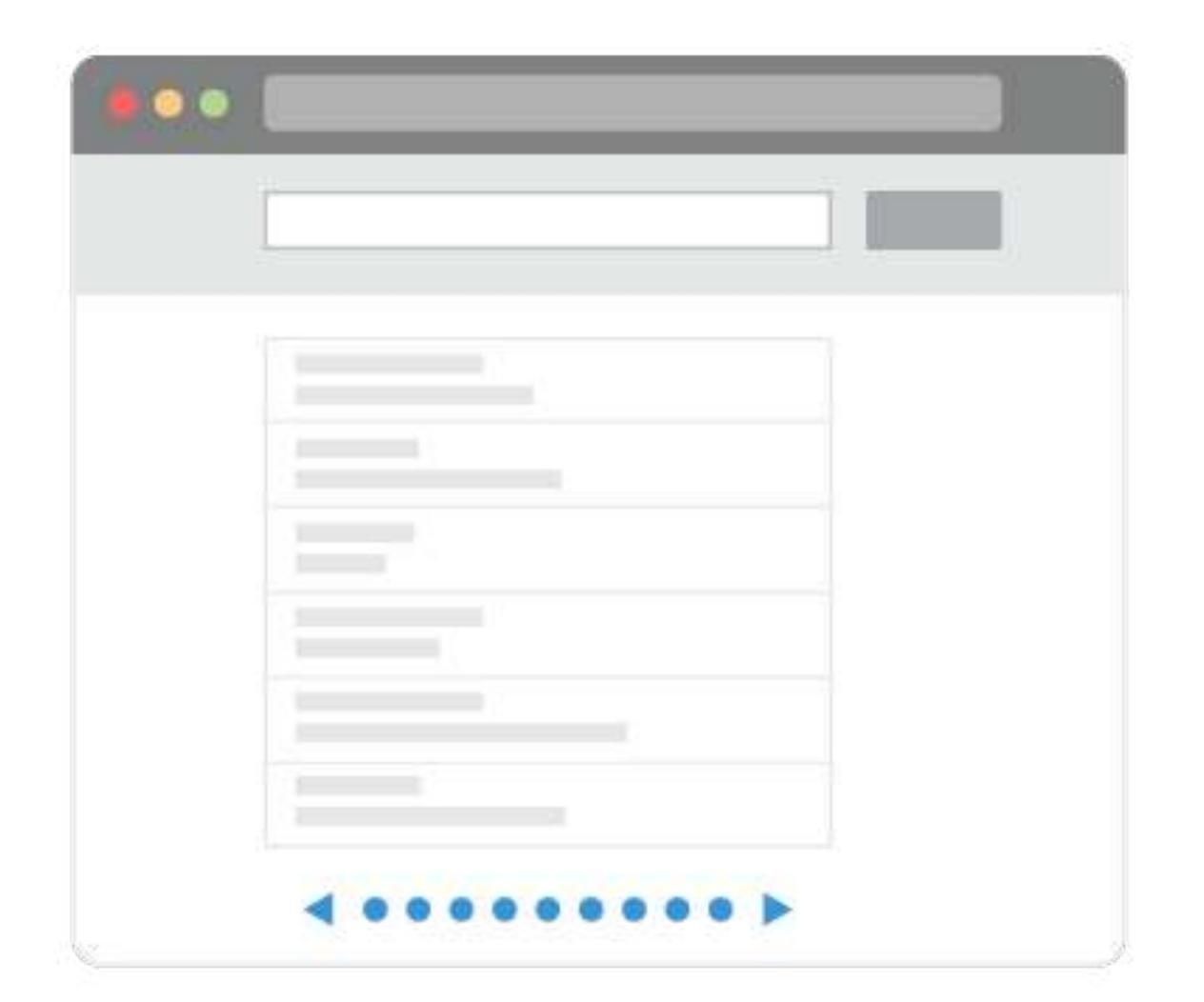
Nike Air Force 1 '07 SE Premium Women's Shoe £79.95

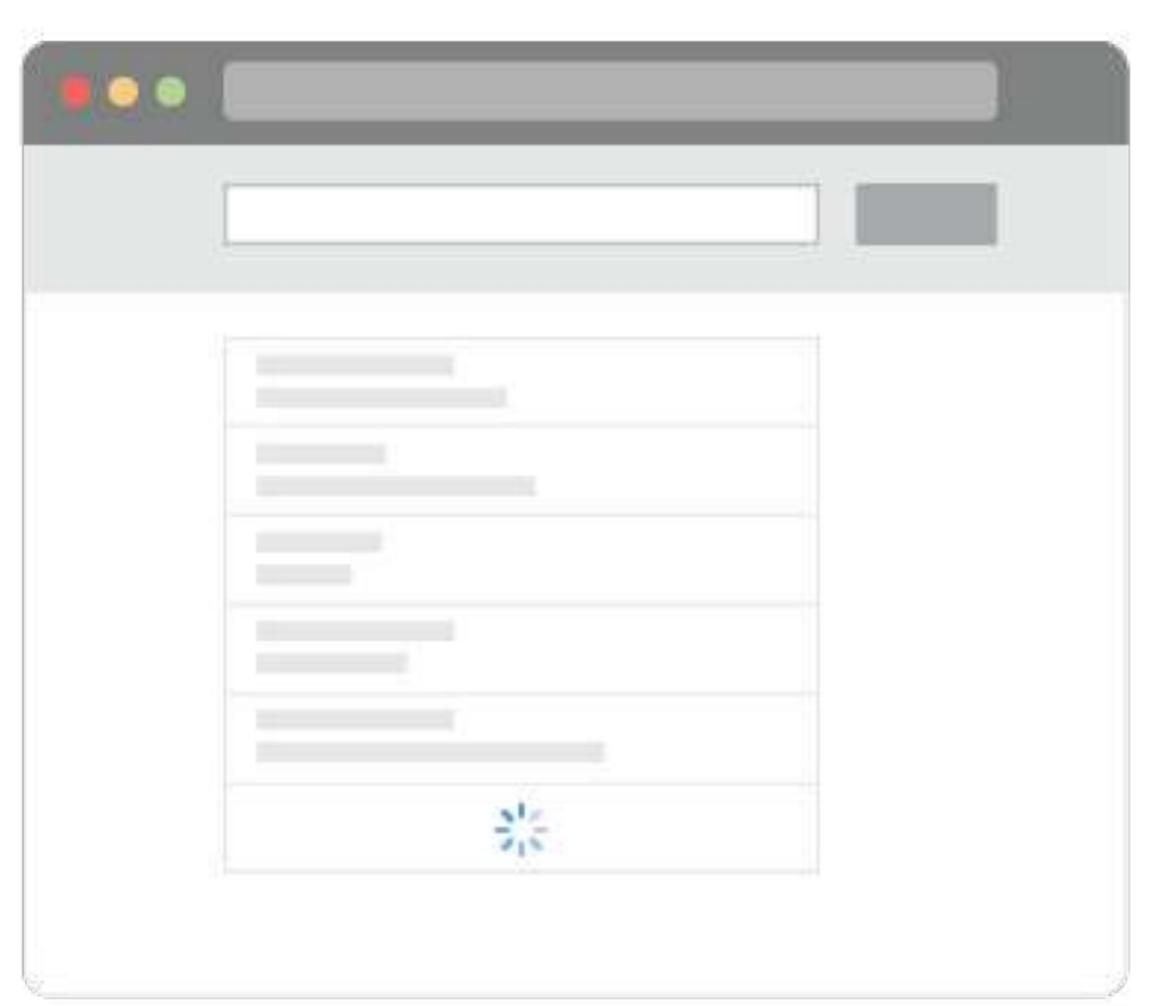












Outlet



# Sony WH-XB700 EXTRA BASS™

On-ear Bluetooth® headphones (Black)

Item #: 158WXB700B

△ Low stock

Scratch & Dent

- Bluetooth connectivity for wireless music and phone calls
- 30mm dynamic drivers with dedicated bass duct for low-end punch
- earcup controls let you answer calls, skip tracks, and control volume



Free shipping

\$128.00

-\$18.56 Outlet savings

\$109.44

Add to cart

Compare

Showing 87 of 270 products

Load more products

Outlet



# Sony WH-XB700 EXTRA BASS™

On-ear Bluetooth® headphones (Black)

Item #: 158WXB700B

△ Low stock

Scratch & Dent

- Bluetooth connectivity for wireless music and phone calls
- 30mm dynamic drivers with dedicated bass duct for low-end punch
- earcup controls let you answer calls, skip tracks, and control volume



Free shipping

\$128.00

-\$18.56 Outlet savings

\$109.44

Add to cart

Compare

Showing 87 of 270 products

#### **Continue browsing later**

Plus, you could win a \$350 gift card

Your email

Send a link to continue later

Load more products



### **Meze Audio LIRIC**

Closed-back wired Isodynamic® hybrid planar magnetic headphones

Item #: 455LIRIC

#### 

- special hybrid planar magnetic drivers custom-tuned for large, three-dimensional sound
- solidly built with premium materials and metals
- special headband suspension system helps evenly distribute weight



Free shipping

\$2,000.00

Add to cart

Open Box: \$1,800.00

Compare

You've seen 58 out of 270 products

Show these items on a separate page

Continue here later



# Denon AH-D7200

Reference over-ear headphones

Item #: 033AHD7200

#### 

- self-damping American walnut earcup housings for transparent, organic sound
- Denon's "Free Edge" drivers are tuned for a neutral,
   "speaker-like" presentation
- 10.25-foot detachable 7N-purity copper cable terminated with a gold-plated 1/4" headphone plug



Free shipping

\$999.00

Add to cart

Compare



# **Over-Ear Headphones**

You've seen 58 out of 270 items.

### Send a link to continue later

Plus, you could win a \$350 gift card

Your email

Send and continue later





### **Meze Audio LIRIC**

Closed-back wired Isodynamic® hybrid planar magnetic headphones

Item #: 455LIRIC

#### 

- special hybrid planar magnetic drivers custom-tuned for large, threedimensional sound
- solidly built with premium materials and metals
- o special headband suspension system helps evenly distribute weight



Free shipping

\$2,000.00

Add to cart

Open Box: \$1,800.00

Compare

#### You've seen 58 out of 270 products

Copy a link to this position in the list

#### **Continue browsing later**

Plus, you could win a \$350 gift card

Your email

Send a link to continue later



### Denon AH-D7200

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Free shipping

\$999.00

Add to cart

Compare





Q Where to deliver your food?

Deliver on **Today • 7:00 PM - 7:30 PM ~** 

# Today's Menu

Bestseller

Malay

Japanese

Asian

Chinese

**Fusion** 

Western

Sides

Drinks



#### **BESTSELLER**



\*\*\*\* 5563 ratings **Roast BBQ Chicken** Rice

RM 14.99

Add to cart



\*\*\*\* 10k+ ratings **Beef Pepperoni** Pizzagne

RM 18.99

Add to cart



\*\*\*\* 2130 ratings Tuna Pizzagne

RM 17.99

Add to cart



Nasi Kerabu with Ayam Berempah

\*\*\*\* 8549 ratings

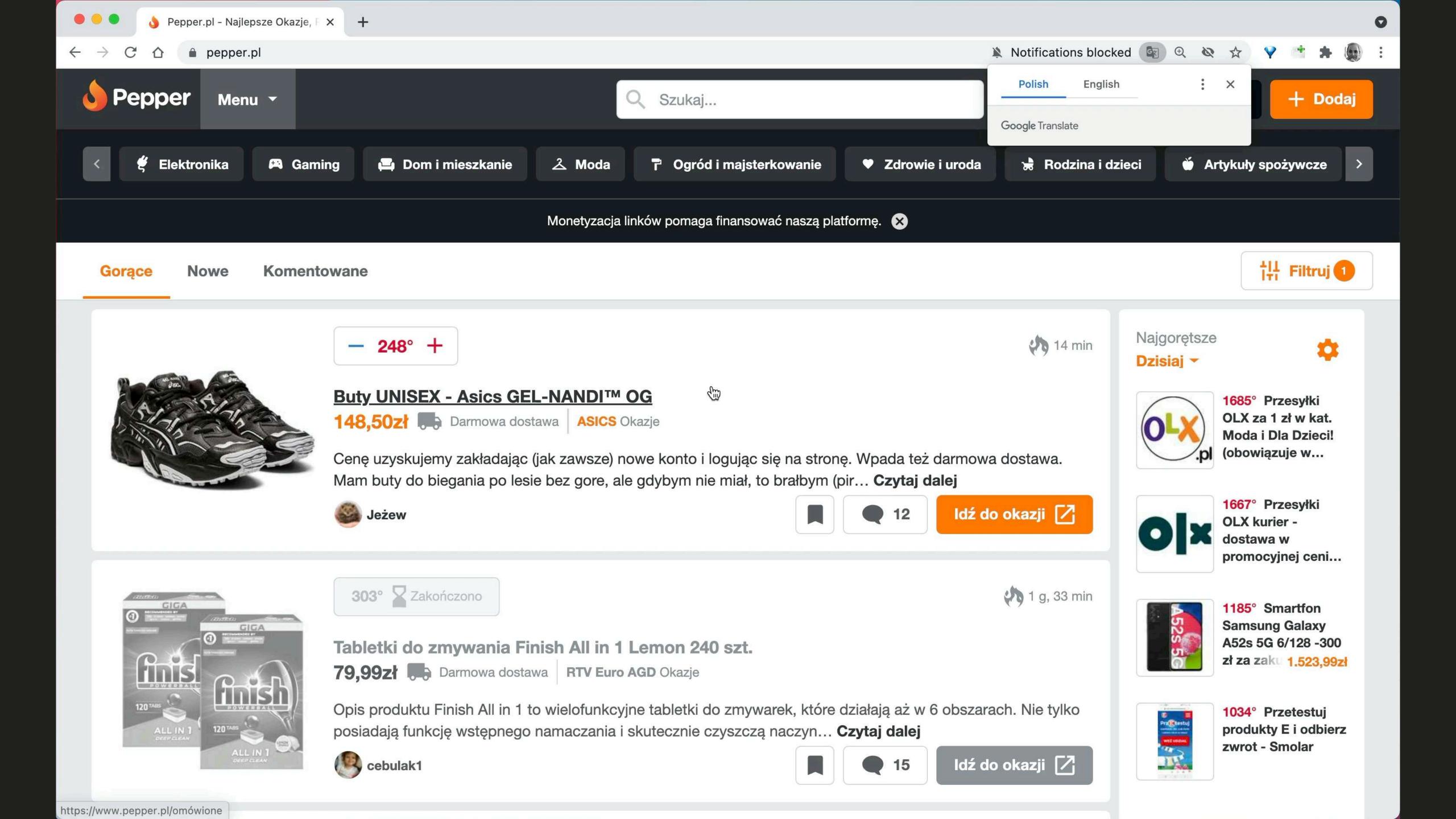
RM 14.99

Add to cart

City, Language and more ^







# Scrollbar Range Intervals

With soft-boundaries in mind, customers tend to either use "scroll and sort" to scroll down to the boundaries of interest, or "paginate ahead". It takes time, and often requires unprecise "swoosh"-scrolling.

**Products** 

Rooms

Q sofa

Colour











Sort

Seats

Price

Shape

Category

Materials

**Customer rating** 

Size

More









#### New

**ÅTERBLICK** 

Bowl, 20 cm

£3

#### **KRATTEN**

Cushion cover, 50x50 cm

£3.50

★★★★★ (14)



### **ALPKLÖVER**

Cushion cover, 50x50 cm

£3.50

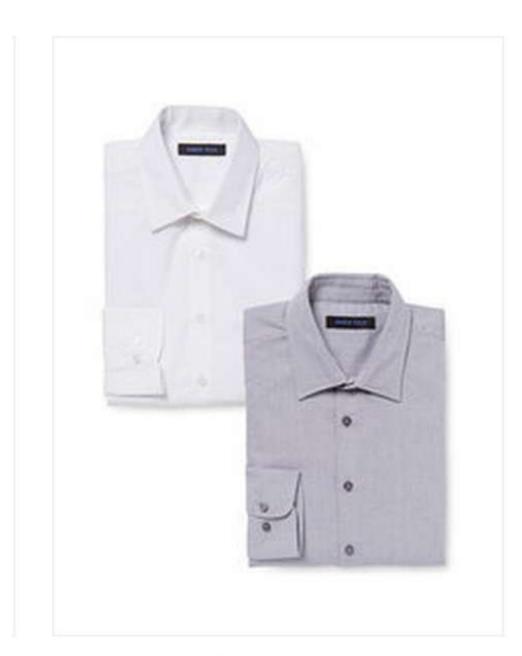












Andrew Fezza 🌣 Woven Dress Shirt (2 Pack)

\$35 Gilt

\$160



Near North 🌟 Solid Dress Shirt

\$39 Gilt

\$185



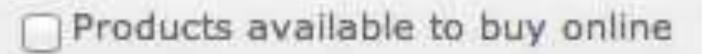


\$60

\$115

\$210

\$315

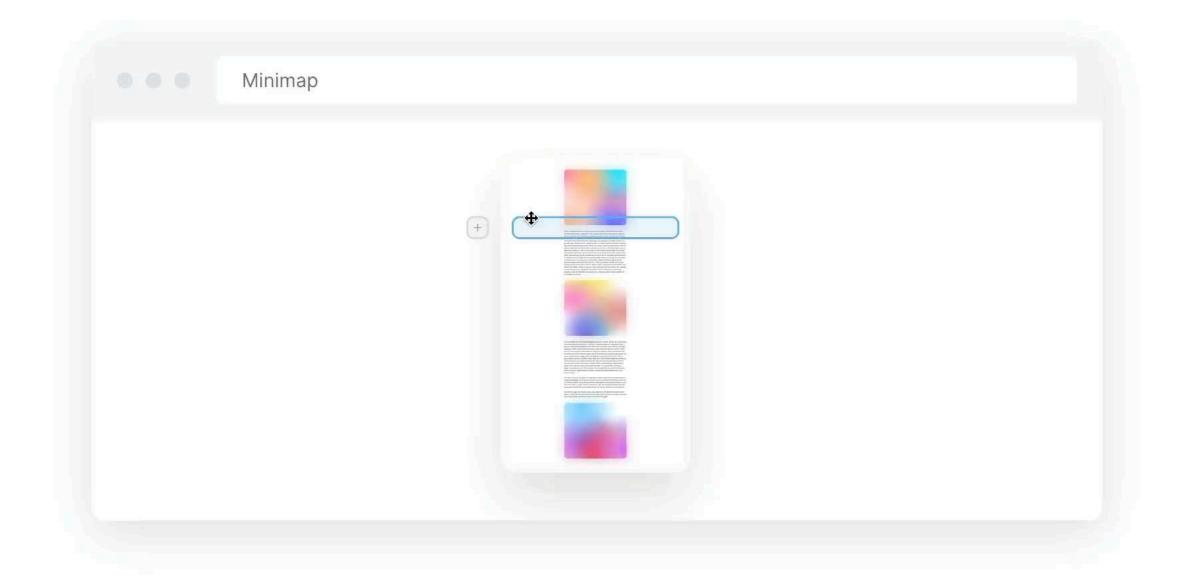








Interact with the current page from a bird's eye view.



### Gist

If you've ever played a video game, then you've most likely also used a minimap!

A minimap is a heads up display that aids players in orienting themselves in the game world.

Could a minimap help us navigate the web? Maybe...

We can use an experimental CSS property currently only available in Firefox to display a live image from an arbitrary HTML element.

The southern thank data and an experience of the constraint of the constraint of

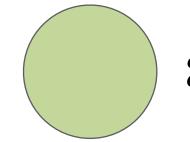


# Scrollbar Range Intervals

We show users's *current position* in the range, and the *exact* position they can jump to. Useful only if the user changes the default sorting type.

# Public: Table of Tasks



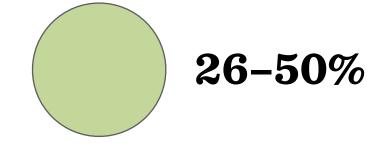


26-50% 51-75%

	Tasks	Votes (23,201)	% of 5,602 Voters
21	Tracking, monitoring (legislation, resolutions)	450	8%
22	About the European Parliament (what it is, role, history)	440	8%
23	Languages (translation, interpreting)	440	8%
24	European Parliament elections	417	7%
25	European Parliament publications	402	7%
26	European Union publications	400	7%
27	EU institutions' position on proposed legislation	395	7%
28	European Parliament in your country (offices, activities, visits)	384	7%
29	Topic overviews, summaries, fact sheets	383	7%
30	Political structure of the European Parliament	381	7%
31	Myths, fake news, misinformation	380	7%
32	Privacy, data protection	380	7%
33	Physical visit to the European Parliament	379	7%
34	Make a complaint, request an investigation (whistle-blowers, fraud)	369	7%
35	Public register of documents, official documents	362	6%
36	Public consultations	357	6%
37	Statistics	345	6%
38	Public opinion polling (Eurobarometer)	343	6%
39	Raw data, data access, data sets	329	6%
40	Contact the European Parliament	319	6%

# Public: Table of Tasks



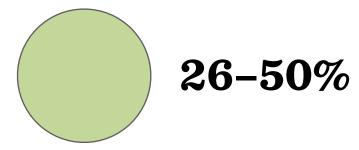




Tasks	Votes (23,201)	% of 5,602 Voters
Grants	308	5%
MEPs responsible for proposed legislation	293	5%
Conferences, events, exhibitions	292	5%
Parliament procedures, rules	273	5%
Historical archives	269	5%
Petitions (rules, setting up)	263	5%
Annual accounts, financial reports, budget	259	5%
Photos, infographics, recordings, videos	239	4%
Issue / topic based groups in Parliament	229	4%
Administrative structure of the European Parliament	215	4%
Follow European Parliament on social media	191	3%
Election monitoring, observation	182	3%
Online interactive visit to European Parliament (tour, activities)	174	3%
EU political appointments vetting, process	173	3%
President of the European Parliament (profile, agenda)	170	3%
Delegations (agenda, visits, reports)	156	3%
Providing services to the European Parliament	156	3%
Request scrutiny of legislation	152	3%
Accreditation (journalists, lobbyists, visitors)	126	2%
EU glossary, abbreviations, acronyms	121	2%

# Public: Table of Tasks



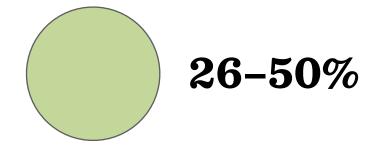




	Tasks	Votes (23,201)	% of 5,602 Voters
61	Prizes, awards	94	2%
62	Secretary-General	88	2%
63	Event patronage, endorsement	78	1%
64	Branding materials (style guide, permissions, logos)	77	1%
	Total	23201	

# 30 Tasks for Sorting







	Tasks	% of total
25	Doing business in the EU	1,5 %
26	Economic growth, financial stability in EU	1,4 %
27	Doing business with EU Commission (tenders, bids)	1,4 %
29	Industry norms and standards	1,3 %
33	Travel within, to and from EU (documents, visa, currencies, consular help)	1,2 %
35	Banking and financial markets (reform, regulation)	1,1 %
36	Relations with non-EU countries, international organizations	1,1 %
38	Competition (state aid, cartels, mergers, anti-trust)	1,0 %
39	Development and humanitarian aid	1,0 %
43	Loans, access to finance, microfinance	0,9 %
63	Accession of new countries to the EU, enlargement	0,9 %

# Tasks Sorting

Get 15–30+ people to independently sort the tasks into *groups*. Give them a survey afterwards to double check how *representative* they are.

# Top Tasks Sorting







Designing For Complex Systems —

# Wrapping Up



# - Healthy Quality Metrics

All metrics can be *moved* with better design. Good design is always *good for* business because it reduces errors and costs and produces *quality ouptput*.

# - Healthy Quality Metrics

The end result is *consistent*, predictable improvements *over time*, with holistic, *evidence-based* decisions that account for both business and user needs.

### **Design KPIs**

# Summary

- o1 We can support complex systems with a good design.
- o2 Design KPIs help address business decisions.
- os Define constraints and user-centric goals first.
- o4 Identify top tasks and measure them over time.
- os Quantitative insights describe trends.
- o<sub>6</sub> Qualitative insights describe behavior leading to trends.
- 07 Use System Usability Scale to evaluate design.
- os Kano model helps us create impact without much cost.
- os Design patterns guide our design decisions.
- 10 Evidence-based design helps us get to 90% success rate.

Contact details ———

# Meow! Thanks for being smashing.

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Compliled and curated by Vitaly Friedman, 2012-2022.

