

Tech-Talk @ UT Dallas

UX Designing for Enterprise UX  
using reusable modules

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# Designing for Enterprise UX using reusable modules

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## Topics

1. Understanding difference between Consumer UX and Enterprise UX
2. Advantages of using Modular approach for designing Enterprise UX solutions
3. Defining modules and module types
4. Design process in Modular approach
5. Tips & Tricks

# Differences

## Consumer UX

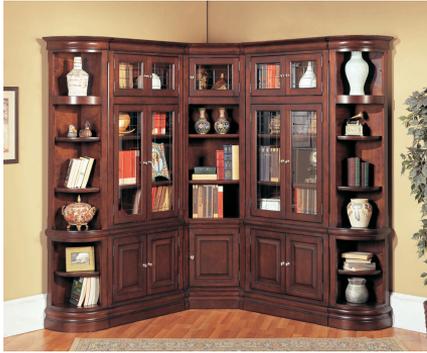
- *Simple*
- *Single User*
- *Direct access to the end user*
- *Shorter Development & Release Cycles*
- *Central Product Teams*
- *Focused on earning*

## Enterprise UX

- *Complex*
- *Multiple users*
- *Indirect access through sales/customer support*
- *Long development cycles*
- *Distributed product teams working parallel*
- *Focused on saving*

*What is modular approach?*

Breaking the whole into parts...



hangersonly.com



Instagram/roark64



instagram/domycloset



instagram/antiquedealerswife



What is modular approach?

And using the parts to build the whole.



*IVAR Storage System*  
1968  
*Ingvar Kamprad*  
(Founder of IKEA)



Products ▾ Inspiration New Offers Services

Search



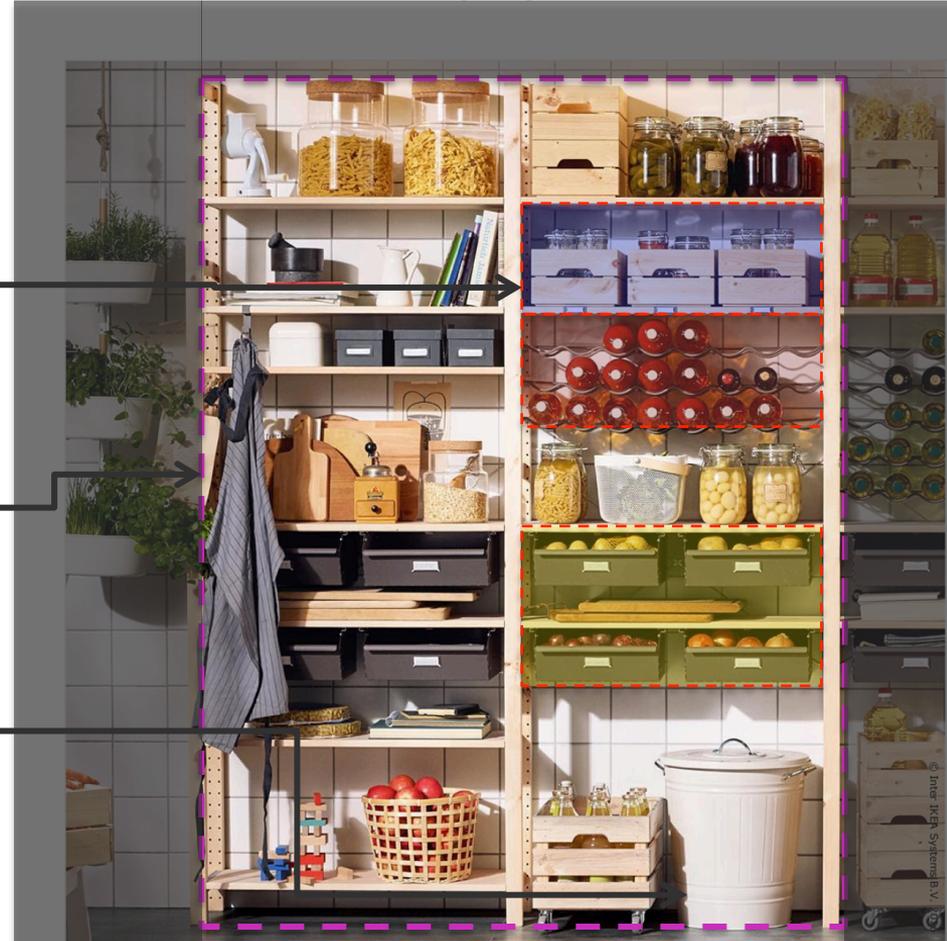
What is modular approach?

Relating it with UI (May be Stretching it too far!)

Module solving a particular use case

Modular Framework

External Systems



## Need for Modular Approach

**Consistent behavior  
and visual language**

Reduction in  
training cost

Easy to adapt

Increased  
efficiency on  
'time on task'

**Reduction in  
repetition of efforts  
for UX & DEV team**

Rich UX library

Teams get more  
time for detailing

**Faster releases**

By developing,  
modifying &  
releasing  
independent  
modules

*What is a module?*

Module can be defined as an independent part of the product which serves a unique value

### Information Clusters

These modules can display information under a particular branch in info-architecture  
e.g. Contact List

### UI Components

Inputs, Text, Images, Tabs etc.

### Page Transitions

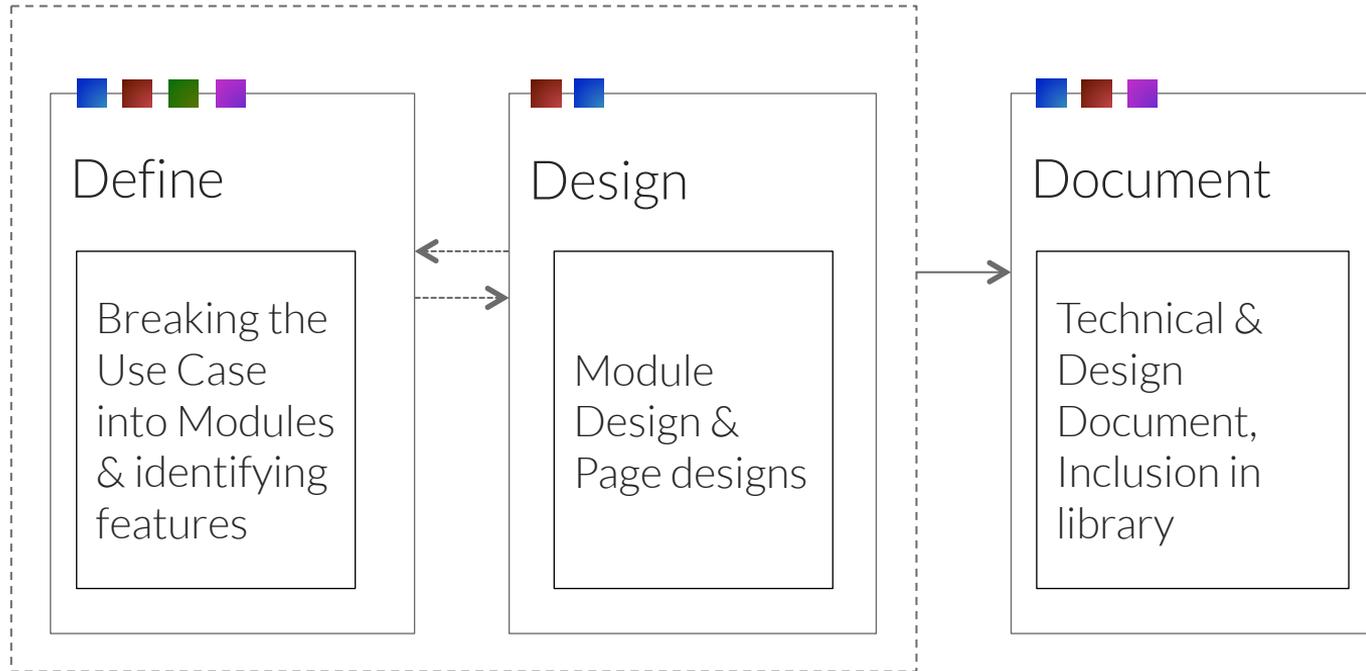
These are interactive containers which can hold other modules within

### Full Stack

These can be developed independently or with the combination of modules to deliver a 'user story'

Process

## Defining & Designing Modules



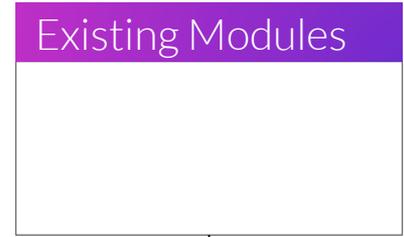
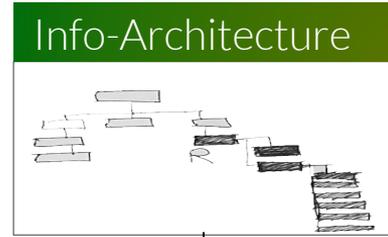
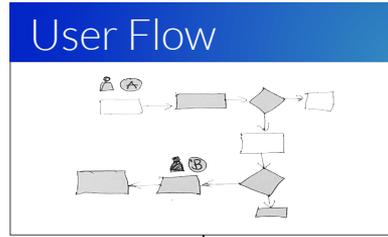
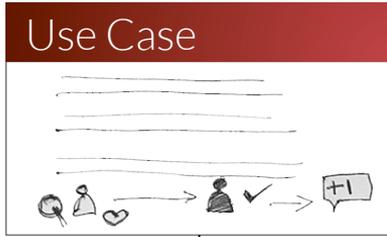
UX Designer

Product

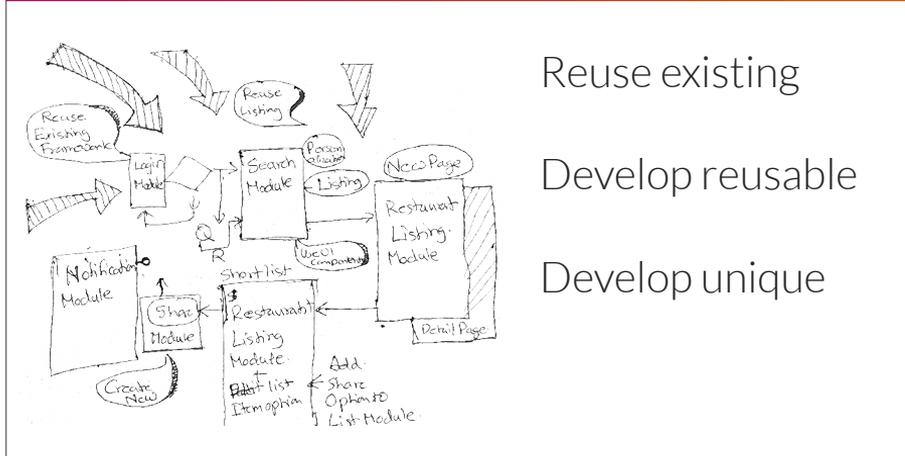
Front End

Technical Architect

# Define



## Module Definition Whiteboarding Session



## Module Definition & Features document

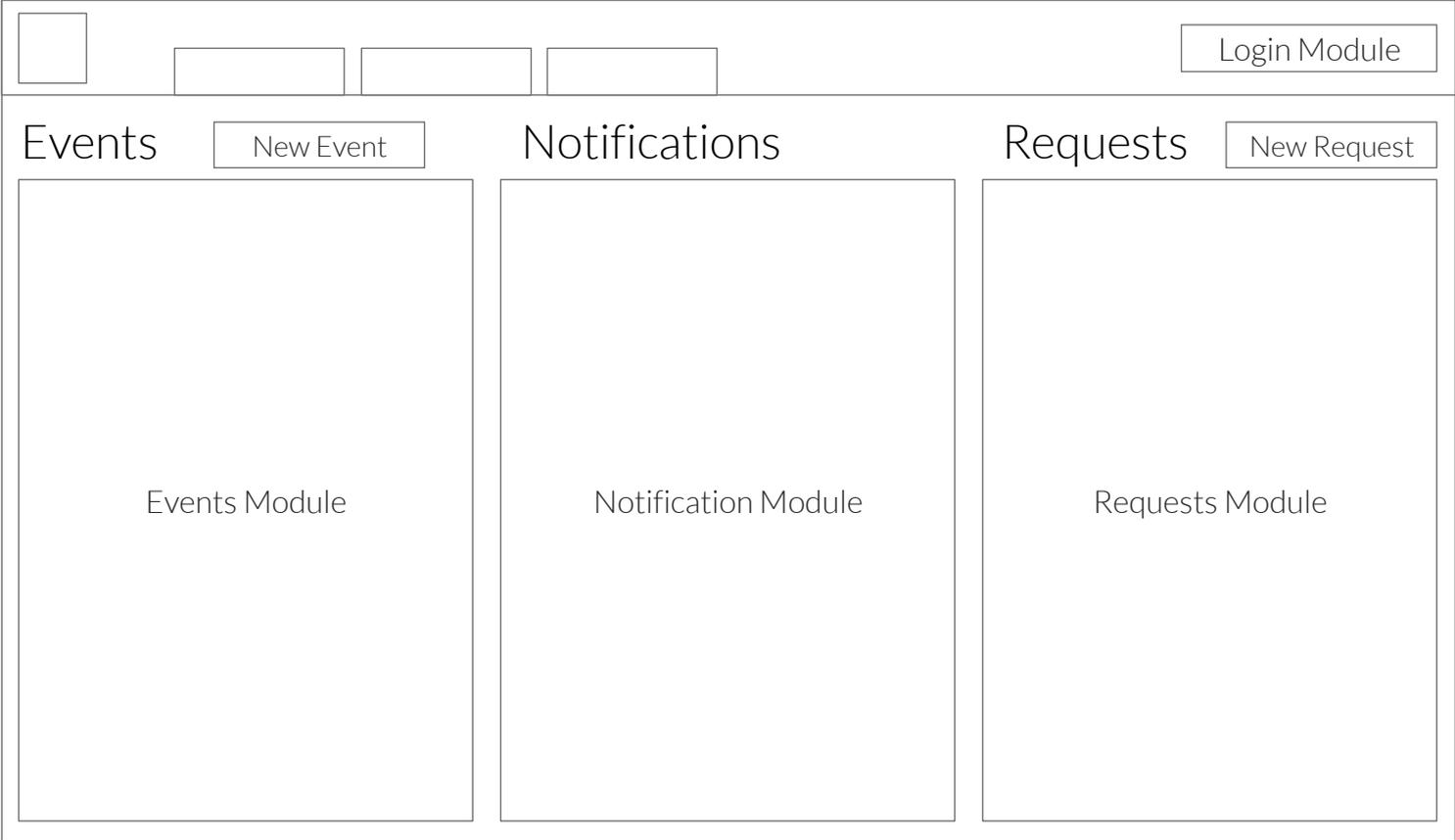
- New module requirements
  - Compatibility with other modules
  - Behavior based on user types
  - Information Structure
  - Scope, User flow, Technical Req. etc.
  - Views & Layout
- New version requirements for existing modules

# Design

**Stitch** different modules together on the Page (Page Design)

**Detail out** individual modules (Module Design)

# Layout using Modules (Follow Grid & Style Guide)



*Module Design*

## Defining Data

Min Data Req.

Max Data Possible

Typical Data

Data Format (e.g. Date formats)

Character Limits

## Event Module

Event Name (Mandatory)

Start Date (Mandatory)

Event Start Time

End Date

End Time

Time zone (Mandatory)

Event Location Name

Location Lat-Long

Event Image Name

Event Image URL

Event Video Name

Event Video URL

Event Description (Mandatory)

Event Short description

Event Tag Category

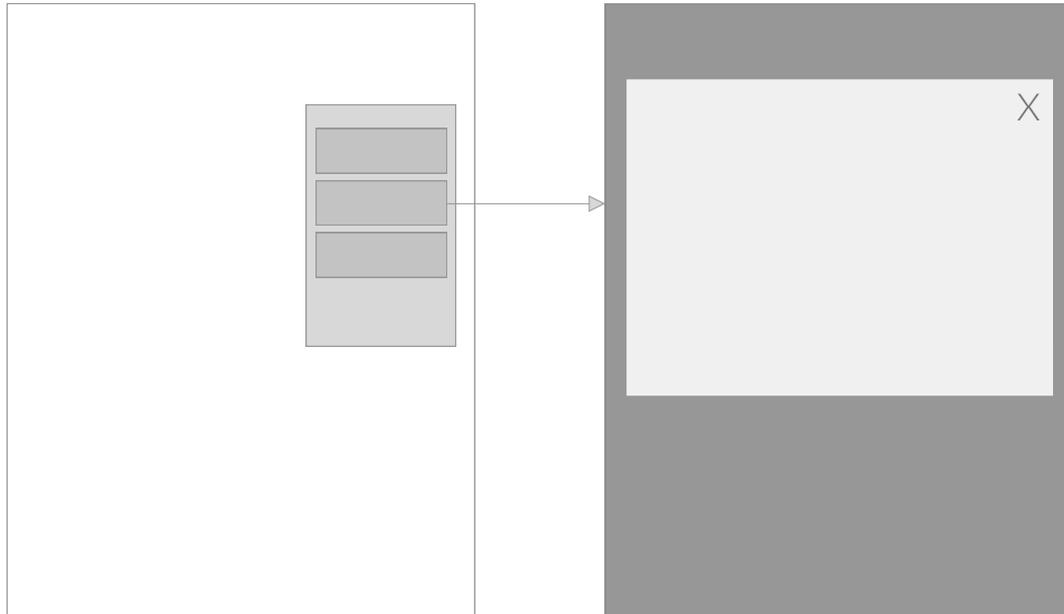
Category Tags

Event Page external URL

# Defining Navigation & Transitions

## Navigation Structure

*Desktop Web*



# Module Design

## Layout options

### Card View

**Date + Event Title + Timing + Location + Tags of 1 Tag Type**

With Filter and Sort by Date Options

Filter by Tag type    Sort by Date

29 DEC    Event title which can be 200 characters long truncated to 120 characters  
10:00 AM - 02:00 PM  
Location without Lat-Long  
Fun Outdoor

### Calendar View

◀ 29 DEC 30 DEC 31 DEC 01 JAN 02 JAN ▶

12:30 AM 09:45 PM    Event title which can be 200 characters long truncated to 120 characters  
Location without Lat-Long  
Fun Outdoor

12:30 AM 09:45 PM    Event title which can be 200 characters long truncated to 120 characters  
Location without Lat-Long  
Fun Outdoor

12:30 AM 09:45 PM    Event title which can be 200 characters long truncated to 120 characters  
Location without Lat-Long  
Fun Outdoor

### Table View (Min Width 2 Col)

**Date + Event Title + Timing + Location + Tags of 1 Tag Type**

With Filter and Sort by Date Options

Filter by Tag type    Sort by Date

29 DEC 27 JAN	Event title which can be 200 characters long truncated to 120 characters 10:00 AM - 02:00 PM	Location without Lat-Long	Fun Outdoor
29 DEC 27 JAN	Event title which can be 200 characters long truncated to 120 characters 10:00 AM - 02:00 PM	Location without Lat-Long	Fun Outdoor
29 DEC 27 JAN	Event title which can be 200 characters long truncated to 120 characters 10:00 AM - 02:00 PM	Location without Lat-Long	Fun Outdoor
29 DEC 27 JAN	Event title which can be 200 characters long truncated to 120 characters 10:00 AM - 02:00 PM	Location without Lat-Long	Fun Outdoor

# Module Design

## Detailing layout

### List View

**Date + Event Title**

29  
DEC Event title which can be 200 characters  
long truncated to 120 characters

01  
DEC Event title which can be 200 characters  
long truncated to 120 characters

29  
DEC Event title which can be 200 characters  
long truncated to 120 characters

01  
DEC Event title which can be 200 characters  
long truncated to 120 characters

### List View

**Date + Event Title + Location +  
Tags of 1 Tag Type**

29  
DEC Event title which can be 200 characters  
long truncated to 120 characters  
Location without Lat-Long  
Fun Outdoor

29  
DEC Event title which can be 200 characters  
long truncated to 120 characters  
Location with Lat-Long >  
Fun Outdoor

29  
DEC Event title which can be 200 characters  
long truncated to 120 characters  
Location without Lat-Long  
Fun Outdoor

29  
DEC Event title which can be 200 characters  
long truncated to 120 characters  
Location without Lat-Long  
Fun Outdoor

### List View

**Date + Event Title + Timing +  
Location + Tags of 2 Tag Type**

With Filter and Sort by Date Options

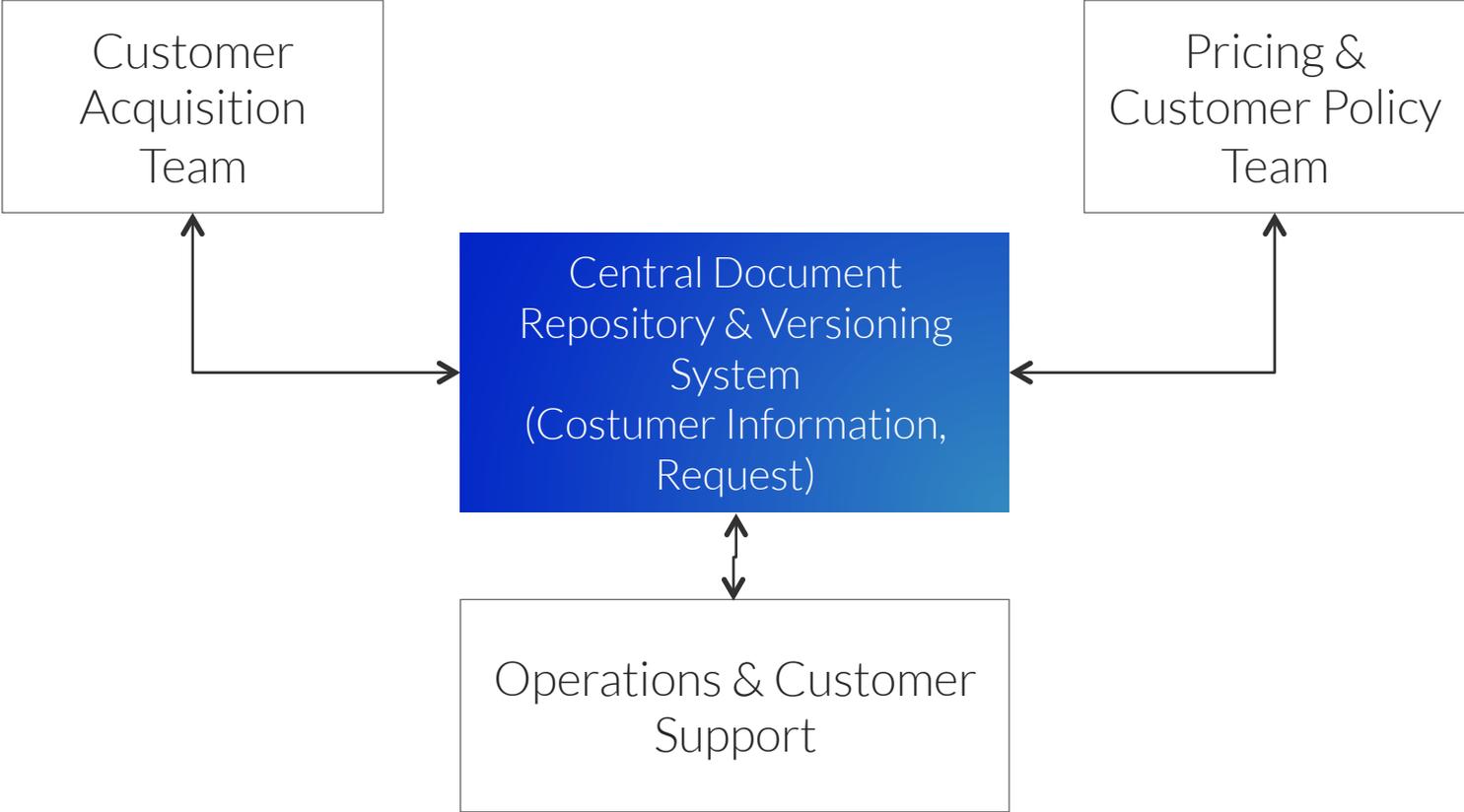
Filter by Tag type Sort by Date

29  
DEC Event title which can be 200 characters  
long truncated to 120 characters  
10:00 AM - 02:00 PM  
Location without Lat-Long  
Event Type - Tag Type 1  
Fun Outdoor  
Tag Type 2  
Tag 1 Max 20 truncate at 15

# Document

The effort and time of creating assets can be minimized if different Enterprise teams are able to reuse the modules within the Product Suite

# Document & Share



## Design for reusability

- Scalability (Design for +1)
- Graceful Degradation
- Inter operability (Form & Functionality)
- Permissions (Ability to adapt based on user type)
- Design to support transitions from legacy to modern (use interaction patterns with lower learning curve)

## Tips

- Know the state of the product (Lot of organizations are going through the cycle of UX Modernization OR They are thinking about it)
- Use what is already built & improve on it
- Design for probable misuse (Not all projects will have UX Designer)
- Keep limited styling options (Colors, fonts, styles) and animations but insist on them
- Include speed of development, improving existing modules as success metrics

Thank you!