Case Study: Design a Toolbar Menu for Call Cards

Challenge

Create a consistent place for users to access their tools for seamless interactions with Skype features.

Why

Skype primary action buttons required separation from secondary toolbar buttons based on usability studies and added functionality.

A portion of the toolbar set buttons existed and needed to be combined with additional toolbar features that were added late in the production cycle.

BUTTON LIST

Pin/Unpin, Erase All, Undo Draw/Arrow, Camera, OneDrive

Do's & Don'ts

✔ Follow Skype branding.

✔ All toolbar buttons need to be in one location.

✖ Limit ideas based on current implementation.

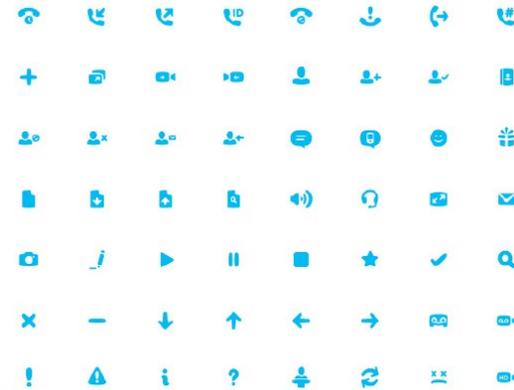# Research & Prototyping

Experiences & Constraints

I began by researching the different ways that a user could make a call using Skype. Once I understood the configurations, I reached out to the HoloLens Platform team to gather information on localization.

- **3 different card configurations and feature sets**
- **6 different languages with no right to left support**
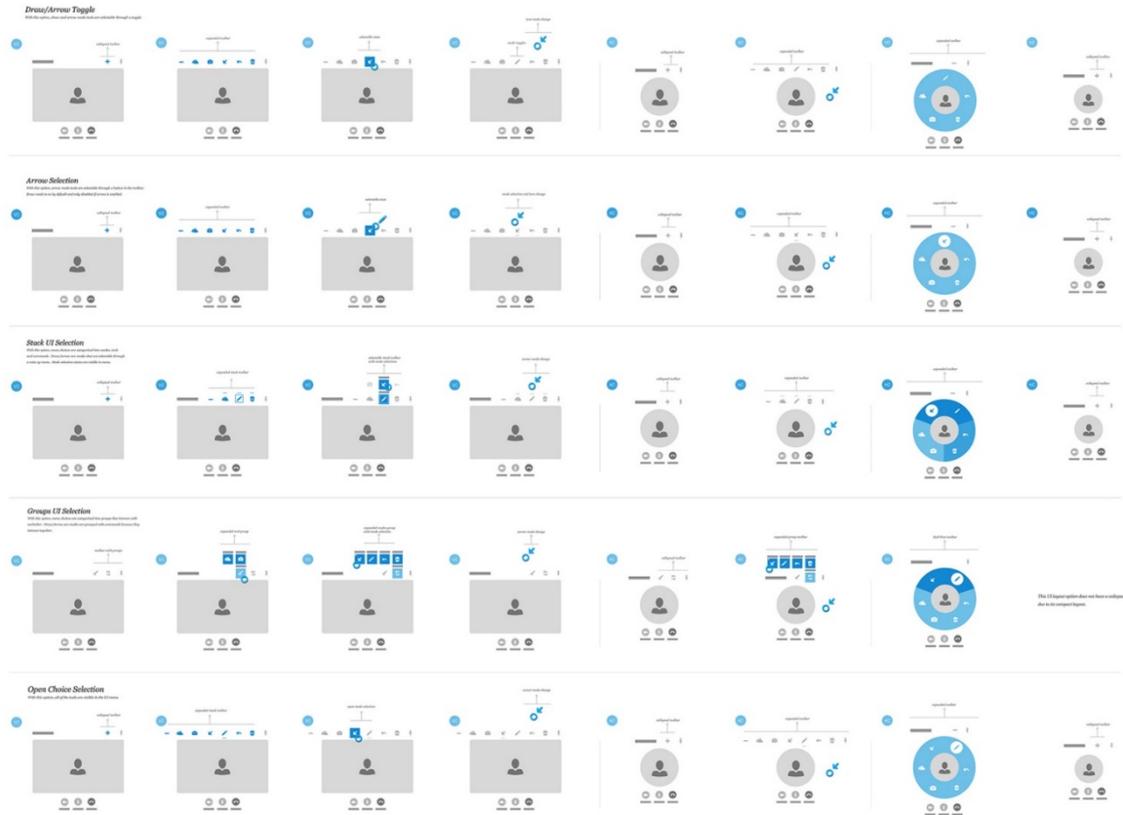- **Extended character counts common in foreign languages**

Create & Test Icon Concepts

Iconography was validated several times though prototype feedback and paper printouts which team members voted on. Based on these results, successful candidates were then incorporated into the next round of design iterations.

Icon Explorations

Pin   Unpin

Layouts & Interaction:

The next step was to explore layout and interaction models. The 5 strongest layouts were used to create a set of wireframes representing the different user experiences. Large scale print outs were created for team members to review and vote upon. The holistic view across layouts helped answer any outstanding questions and gave visibility to issues that may not have been previously discovered.
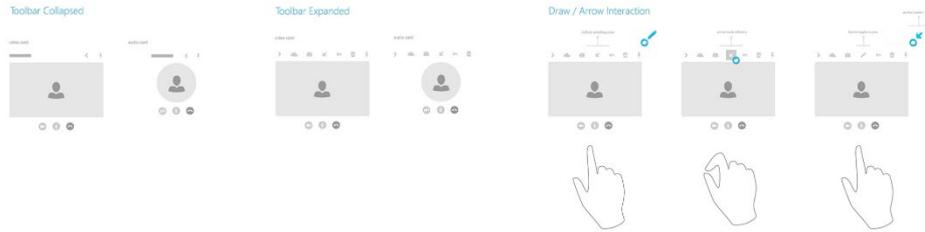
AREAS EXPLORED:

- Toolbar arrangement
- Toggling
- Use of sub-menu structure
- Show/Hide
- Labeling

Development & User Testing

Approved Layout

The Creative Director, with team input, chose the layout design with team input and we spent the next sprint creating 3D assets and a fully functional working toolbar.

APPROVED DESIGN:

- Toolbar aligned along top edge with labels on hover
- Expand/Collapse design using an arrow
- Pen & arrow tools share toggle
- Caller name is hidden when toolbar is expanded

Usability Feedback

Over the span of the next two months, user testing revealed some design issues which consistently hindered users.

LEARNINGS

In the case of this design scenario, familiarity with the product created a blindness to design flaws. The additional user feedback brought visibility to the oversights and supported changes that would improve the overall user experience.

USABILITY FEEDBACK

- Expand/collapse hides functionality
- Toggle sharing between pen & arrow is confusing
- Separate move tool as an individual tool and add to menu.