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# Deconstructing Sites

How and why



# Introduction

- Martin Stares
- Experienced designer of information rich solutions
- Goal:  
Show you there are two ways of looking at solutions, and why it is important to know both



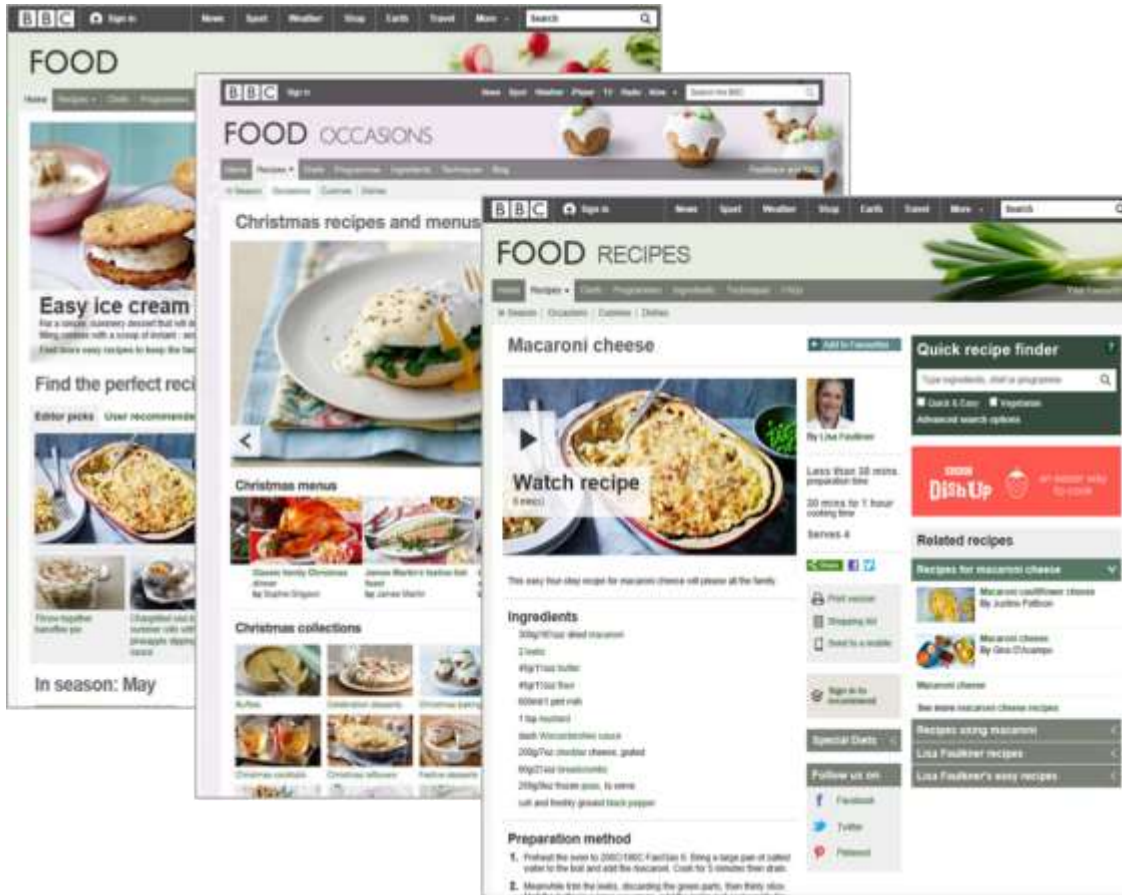
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# Two views of solutions

Experience and architecture



# Our illustration



- BBC Food
- 12,000 + pages
- Richly connected
- Multiple information types
- Multiple types of user

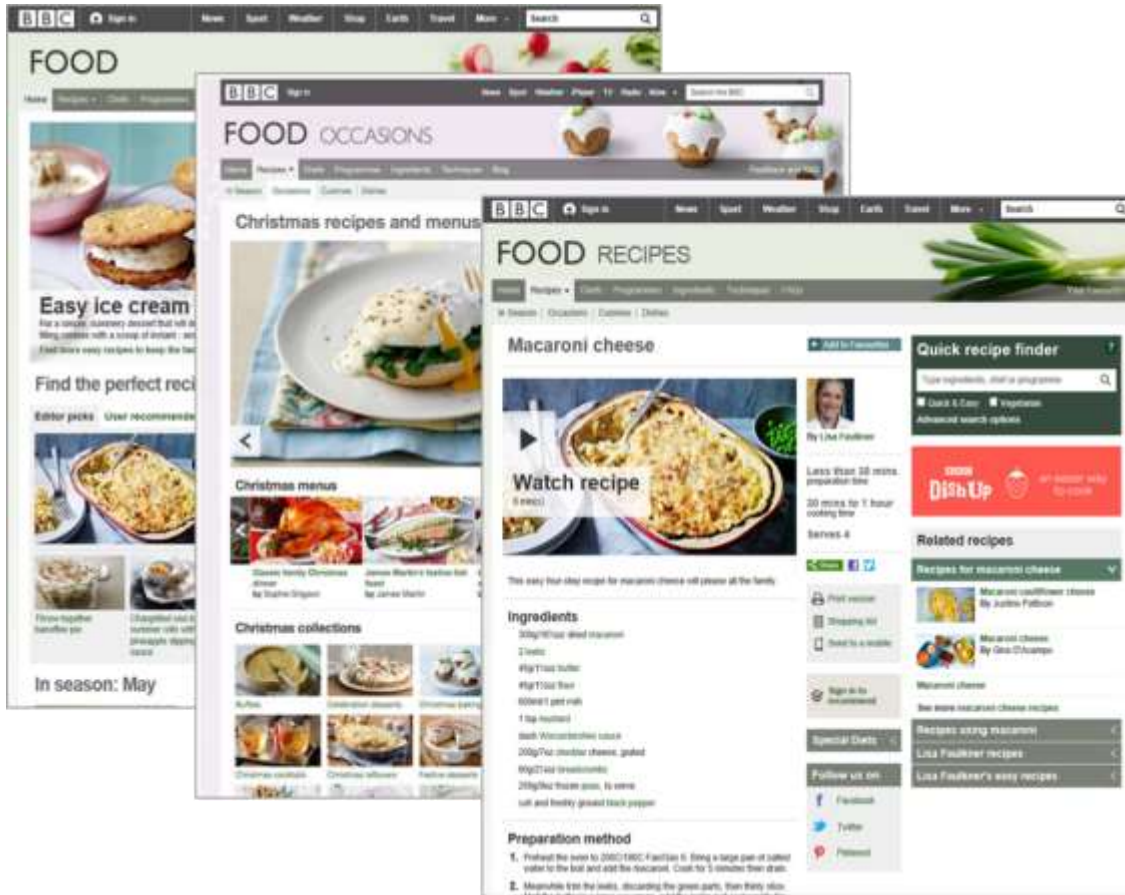


# Why deconstruct?

- When
  - Doing a makeover
  - Moving flat pages to a content management system
  - Making a mobile version
- Why
  - Getting new design perspective



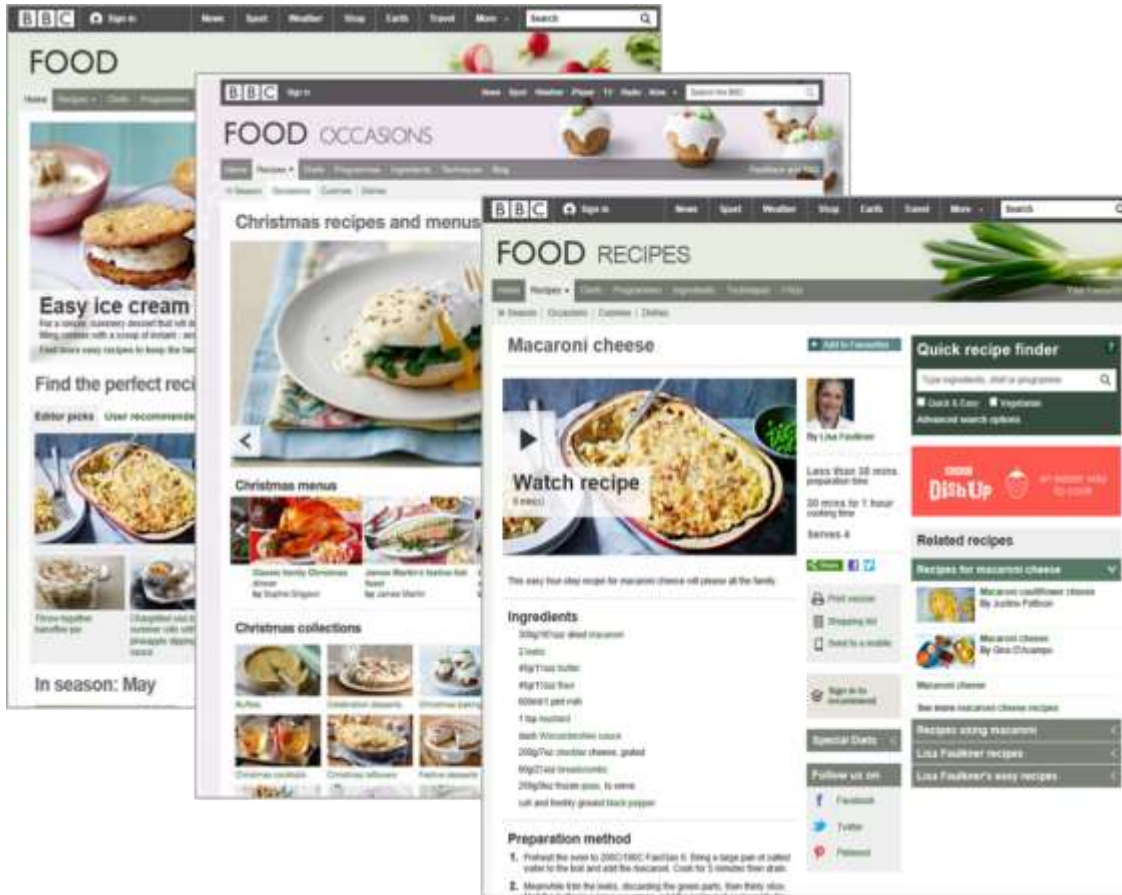
# Surface view



- Hard to answer questions like
  - are we providing the right information
  - in useful ways
  - in understandable ways
- Hard to suggest improvements other than incremental



# Surface view

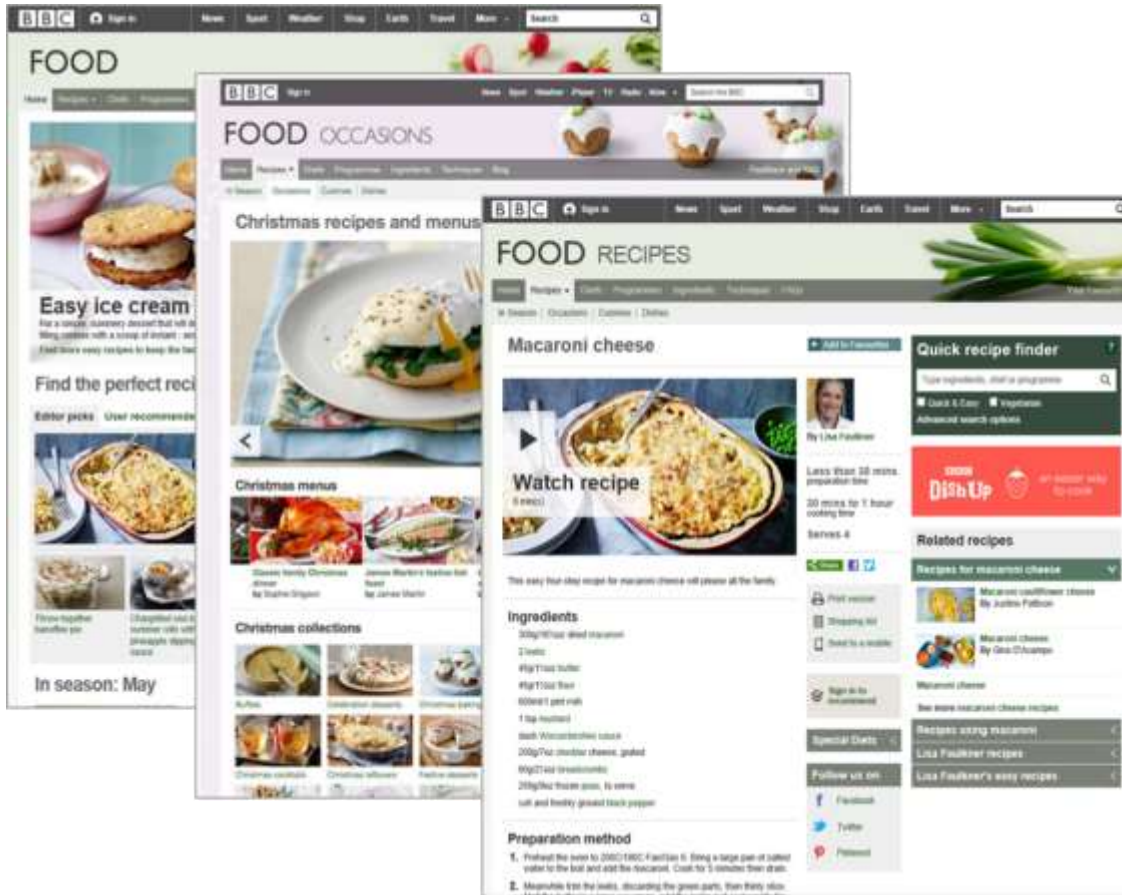


- Hard to answer questions like
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  - in useful ways
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- Hard to suggest improvements other than incremental

**Why put sharing right in the middle of the screen?**



# Surface view



## Why the leak?

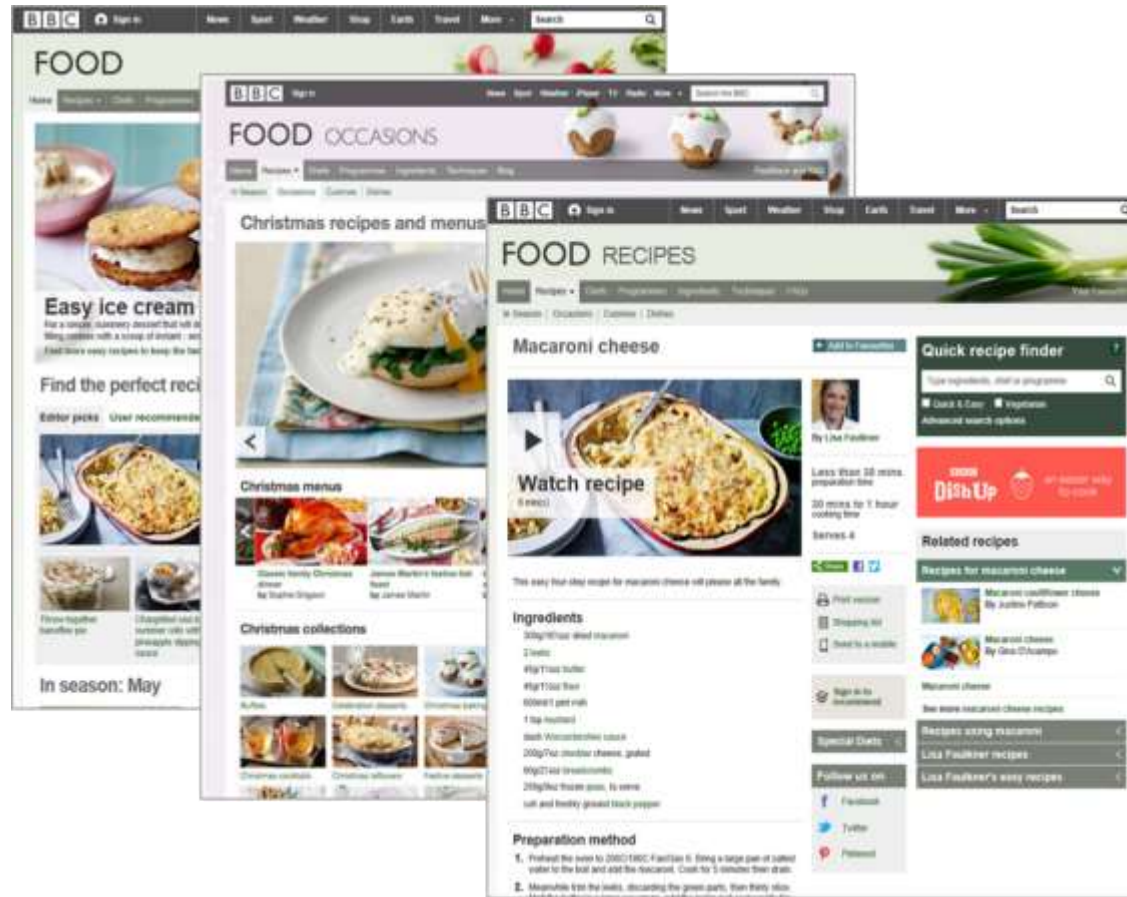
- Hard to answer questions like
  - are we providing the right information
  - in useful ways
  - in understandable ways
- Hard to suggest improvements other than incremental

## Why put sharing right in the middle of the screen?





# Let's deconstruct





# Let's deconstruct

## Chefs

**James Martin**

James Martin was born into the chef's life; his father ran the catering side of Castle Howard stately home in Yorkshire and, when he was only 12, James could boast that he'd cooked for the Queen Mother on her visit there.

At 16, he went to Southampton Technical College to begin his formal training. While there, he was student of the year for three years running. His work was noticed by Anthony Woodall Thompson, who brought James to London to work. James then travelled throughout France working in the kitchens of French châteaux.

At 21, James opened the now Hotel and Brasserie Le Gavroche where, as head chef, he changed the menu every day. His TV career started in 1999 when he became a regular team member on Ready Steady Cook; he went on to present Saturday Night and has appeared in dozens of TV shows since.



## Programmes




**Ready Steady Cook**

Toured chef battles it out against the clock, creating delicious dishes in 20 minutes.

## Recipes

**Pancakes with chocolate sauce**



Less than 30 mins preparation time  
Less than 10 mins cooking time  
Serves 2

Try James Martin's pancake recipe with a wicked chocolate sauce for Pancake Day.

**Ingredients**

**For the pancakes**

- 85g/3oz self-raising flour
- 1 free-range egg
- 300ml/½ pint milk (approx)
- brandy oil

**For the chocolate sauce**

- 55g/2oz caster sugar
- splash hot water
- 20g/1½oz cocoa powder

**Preparation method**

- To make the pancakes, whisk the flour, egg and milk in a bowl to make a batter.
- Heat the oil in a pan on a medium heat and ladle the mixture in. Allow the

## Techniques

**How to separate eggs**



Watch technique  
0:50 mins

Some creative people use the yolk as a substitute of butter or oil, both made of

## Ingredients



Eggs are a great source of protein, fibre and essential vitamins and are almost indigestible to the coat. These eggs are the type of egg most frequently used in cooking. Duck eggs, quail eggs and quail eggs are less frequently used and are generally eaten on their own, rather than in baking. Quail eggs are small with dark brown speckled shells. Quail eggs are larger than hen's eggs and richer in flavour, needing a creamy depth to balance dishes. Turkey eggs and ostrich eggs are even bigger and for the reasons are often flavoured and processed for Easter. Quail eggs are not widely available, but if you do come across them, serve them in much the same way as quail eggs.



# Let's deconstruct

## Chefs

**James Martin**

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At 16, he went to Spaldenham Technical College to begin his formal training. While there, he was student of the year for three years running. His work was noticed by Anthony Woodall Thompson, who brought James to London to work. James then travelled throughout France working in the kitchens of French children.

At 21, James opened the new Hotel and Brasserie in Winchester where, as head chef, he changed the menu every day. His TV career started in 1999 when he became a regular team member on Ready Steady Cook; he went on to present Saturday Night and has appeared in dozens of TV shows since.



## Programmes



**Ready Steady Cook**

Talented chef battles it out against the clock, creating delicious dishes in 20 minutes.

RECIPE
<i>An executable set of instructions for making a particular dish</i>
Name
Ingredients
Instructions
Preparation time
Cooking time

## Techniques

**How to separate eggs**



Watch technique  
0:58 mins

## Ingredients



Eggs are a great source of protein, fibre and essential vitamins and are almost indispensable to the cook. There's eggs are the type of egg most frequently used in cooking. Duck eggs, quail eggs and quail eggs are less frequently used and are generally eaten on their own, rather than in baking. Quail eggs are small with dark brown speckled shells. Duck eggs are larger than hen's eggs and richer in flavour, lending a creamy depth to baked dishes. Turkey eggs and ostrich eggs are even bigger and for the reasons are often flavoured and processed for Easter. Quail eggs are not widely available, but if you do come across them, serve them in much the same way as quail eggs.



# Let's deconstruct

CHEF
<i>A chef who appears in a programme</i>
Name
Photo
Description

RECIPE
<i>An executable set of instructions for making a particular dish</i>
Name
Ingredients
Instructions
Preparation time
Cooking time

## Programmes



## Techniques



## Ingredients





# Let's deconstruct

CHEF
<i>A chef who appears in a programme</i>
Name
Photo
Description

PROGRAMME
<i>A BBC Food programme</i>
Name
Description
Image

RECIPE
<i>An executable set of instructions for making a particular dish</i>
Name
Ingredients
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## Techniques



## Ingredients





# Let's deconstruct

CHEF
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RECIPE
<i>An executable set of instructions for making a particular dish</i>
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## Techniques



INGREDIENT
<i>An ingredient</i>
Name
Description
Image
Buyer's guide



# Let's deconstruct

CHEF
<i>A chef who appears in a programme</i>
Name
Photo
Description

PROGRAMME
<i>A BBC Food programme</i>
Name
Description
Image

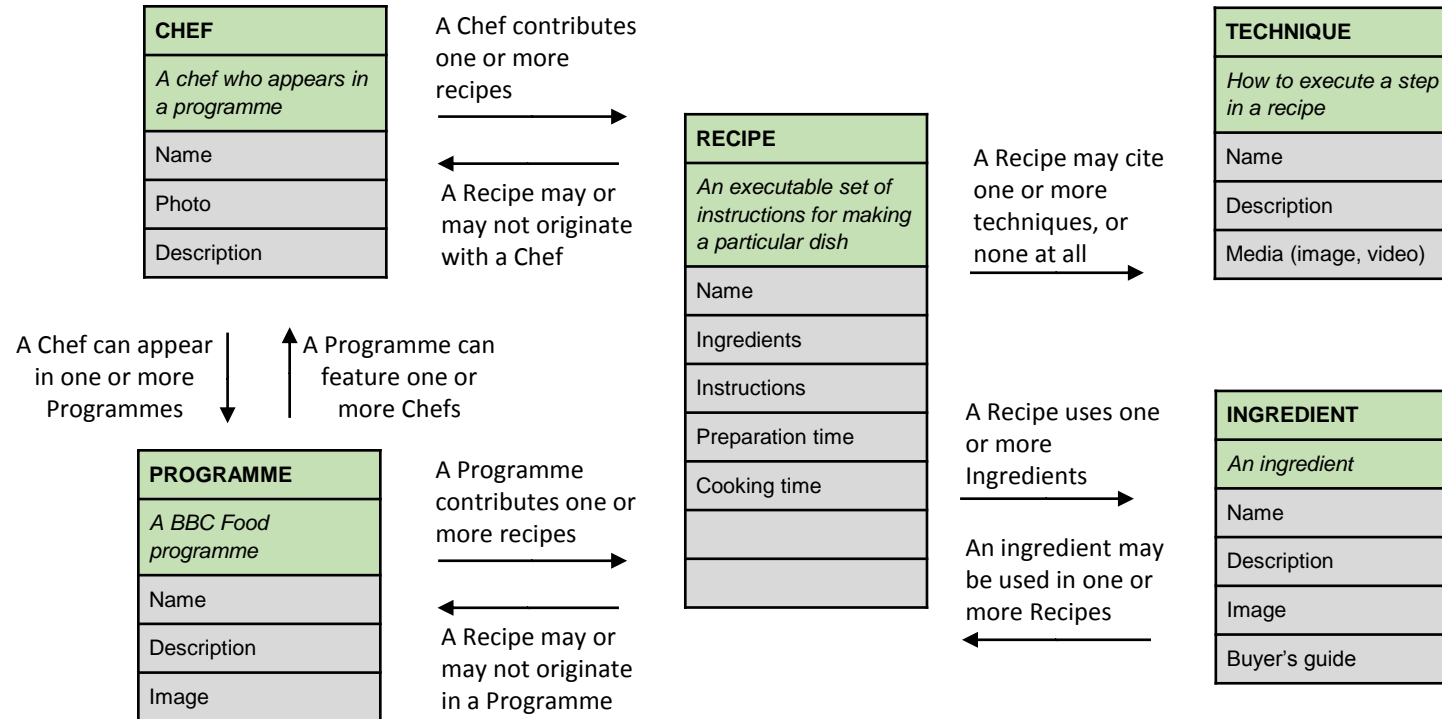
RECIPE
<i>An executable set of instructions for making a particular dish</i>
Name
Ingredients
Instructions
Preparation time
Cooking time

TECHNIQUE
<i>How to execute a step in a recipe</i>
Name
Description
Media (image, video)

INGREDIENT
<i>An ingredient</i>
Name
Description
Image
Buyer's guide



# Our deconstruction





# Underlying information structure

- There is ALWAYS an underlying information structure
- We can model it visually as an information model
- It completely describes our solution's information universe
- It is NOT a database design; e.g. books have an information structure, but there is no database involved.

# Why information models are so useful

Tool for critique, exploration, and innovation



# Value of information model

- Basis for communication and critique
  - components: are we talking about the right things
  - attributes: are we saying the right things about the components
  - relationships: does the relationship structure allow user questions to be answered

# Value of information model

- Basis for communication
  - components: are we talking about the right things
  - attributes: are we saying the right things about them
  - relationships: does the relationship structure allow user questions to be answered
- Freedom to explore UI alternatives
  - for a given information model, there is more than one surface representation (mobile, personas)
  - elements of information model correspond one:many to UI elements

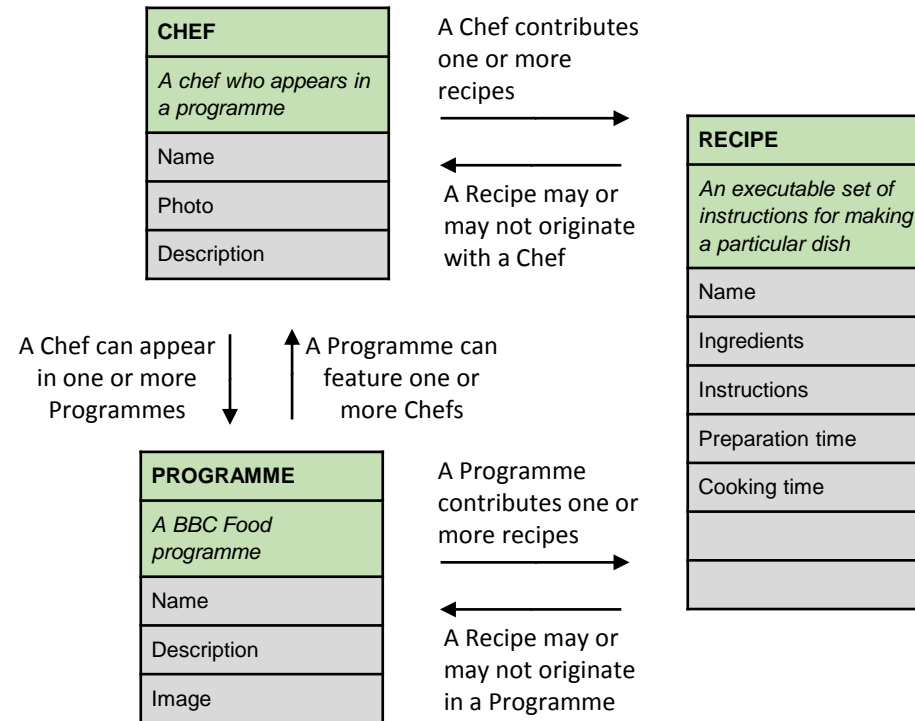


# Value of information model

- Basis for communication
  - components: are we talking about the right things
  - attributes: are we saying the right things about them
  - relationships: does the relationship structure allow user questions to be answered
- Freedom to explore UI alternatives
  - more than one surface representation for a given information model (devices, users)
  - better to start with information model (and user behaviour)
- **Basis for innovation and ideation**

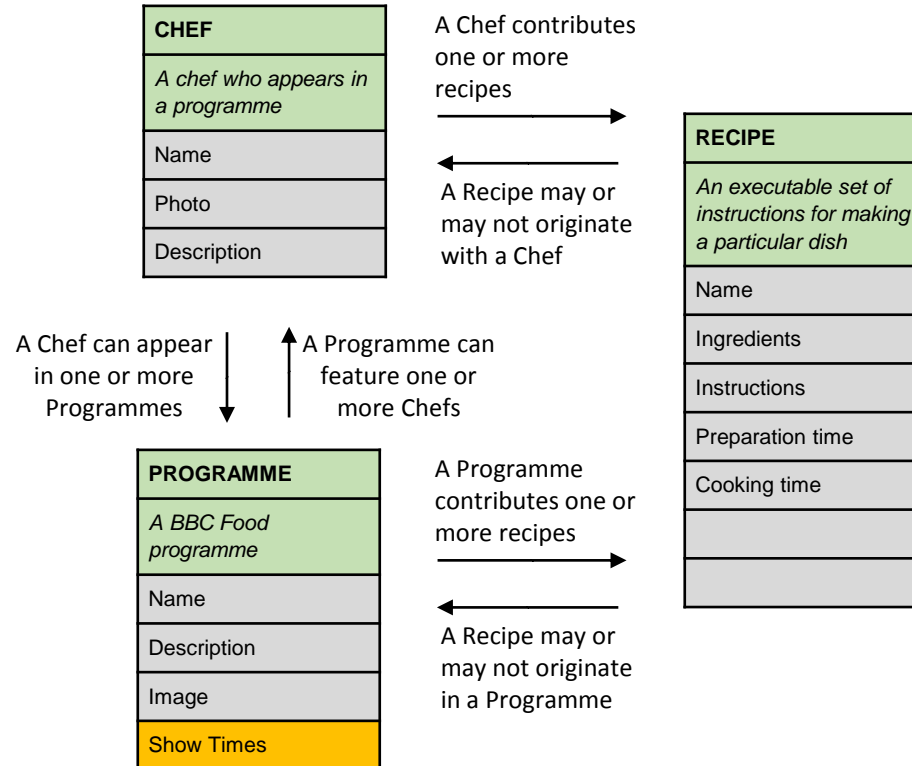


# Ideation with the information model





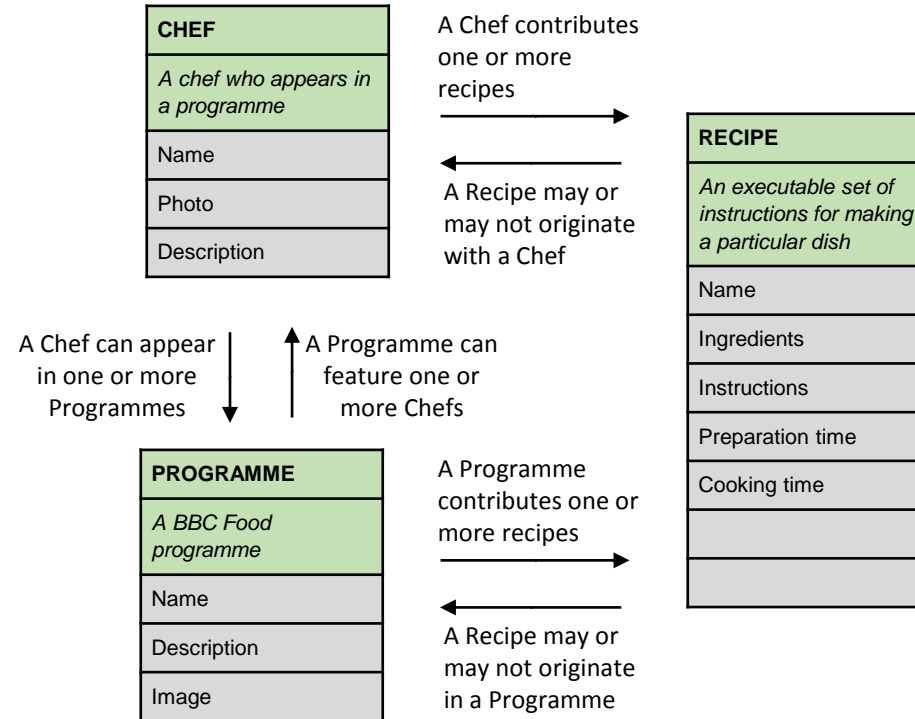
# Ideation with the information model



- Action
  - add Show Times to programme
- Opportunity
  - calendars
  - notifications
  - foodies TV Guide



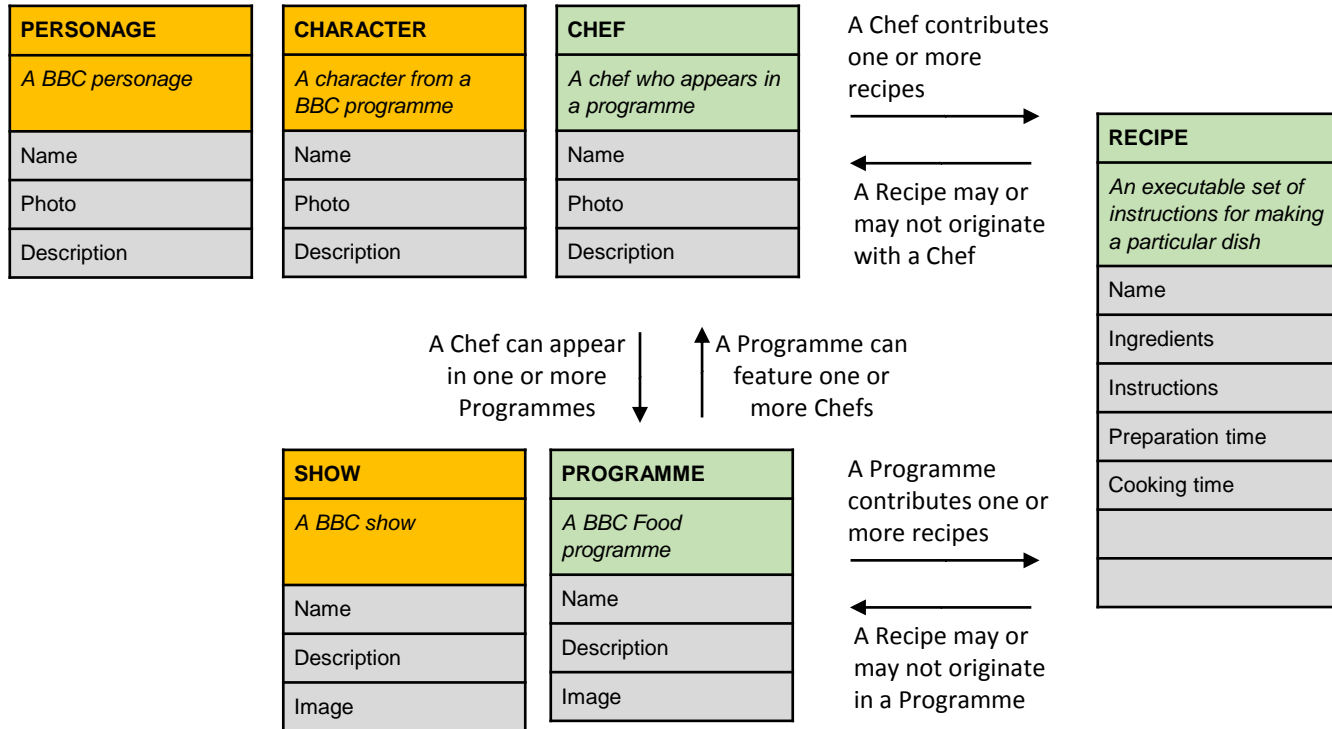
# Ideation with the information model







# Ideation with the information model



## • Action

- expand originator
  - other BBC people
  - characters in BBC shows
  - meals in BBC shows
- Opportunity
  - drive traffic
  - merchandising



# Exploring granularity

<b>CHEF</b>
<i>A chef who appears in a programme</i>
Name
Photo
<b>Description</b>

Home | Recipes ▾ | Chefs | Programmes | Ingredients | Techniques | FAQs

## James Martin

**James Martin was born into the chef's life: his father ran the catering side of Castle Howard stately home in Yorkshire and, when he was only 12, James could boast that he'd cooked for the Queen Mother on her visit there.**



At 16, he went to Scarborough Technical College to begin his formal training. While there, he was student of the year for three years running. His work was noticed by Antony Worrall Thompson, who brought James to London to work. James then travelled throughout France working in the kitchens of French châteaux.

At 21, James opened the new Hotel and Bistro du Vin in Winchester where, as head chef, he changed the menu every day. His TV career started in 1996 when he became a regular team member on Ready Steady Cook; he went on to present Saturday Kitchen and has appeared in dozens of TV shows since.

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# Exploring granularity

CHEF
<i>A chef who appears in a programme</i>
Name
Photo
Description
Career event
Institution
Geography

Home | Recipes | Chefs | Programmes | Ingredients | Techniques | FAQs

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## • Action

- exploit structure in description of chef
  - career event
  - institutions
  - geography

## • Opportunity

- timelines
- new access methods
  - “chefs who have trained in Europe”



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# Relationship between the views

Complementary or synergistic



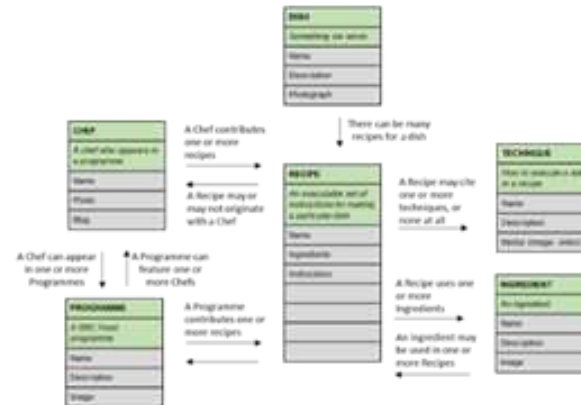
# Complementary design domains

Experience



- Functionality
- Usability
- Interaction/Flow
- Brand

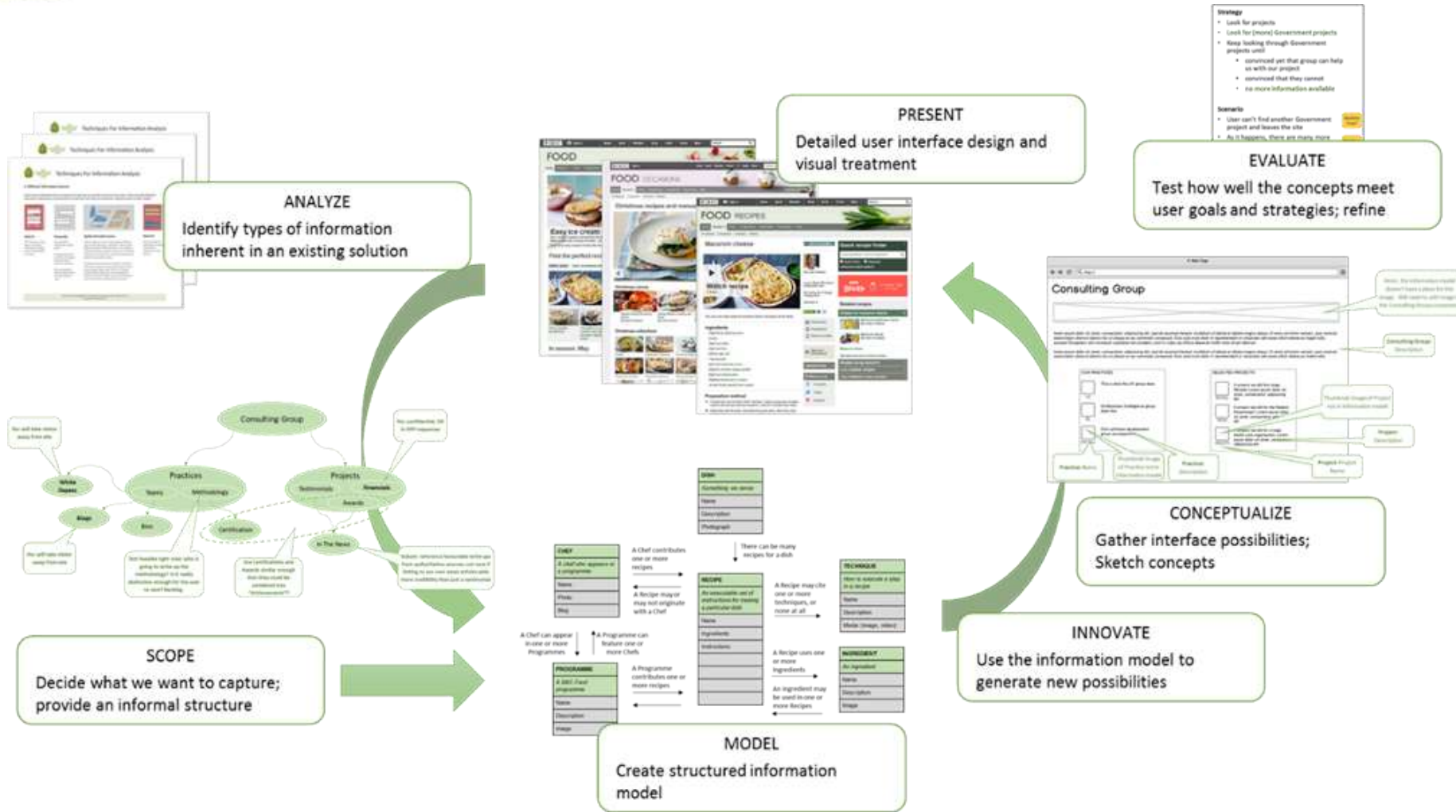
Architecture



- Scope
- Possibilities
- Re-use



# Synergistic design domains





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- Ask me for a complimentary lunch & learn or evening presentation
- Get one-on-one advice in exchange for coffee



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# Thank you

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