

Wayfind.com responsive design

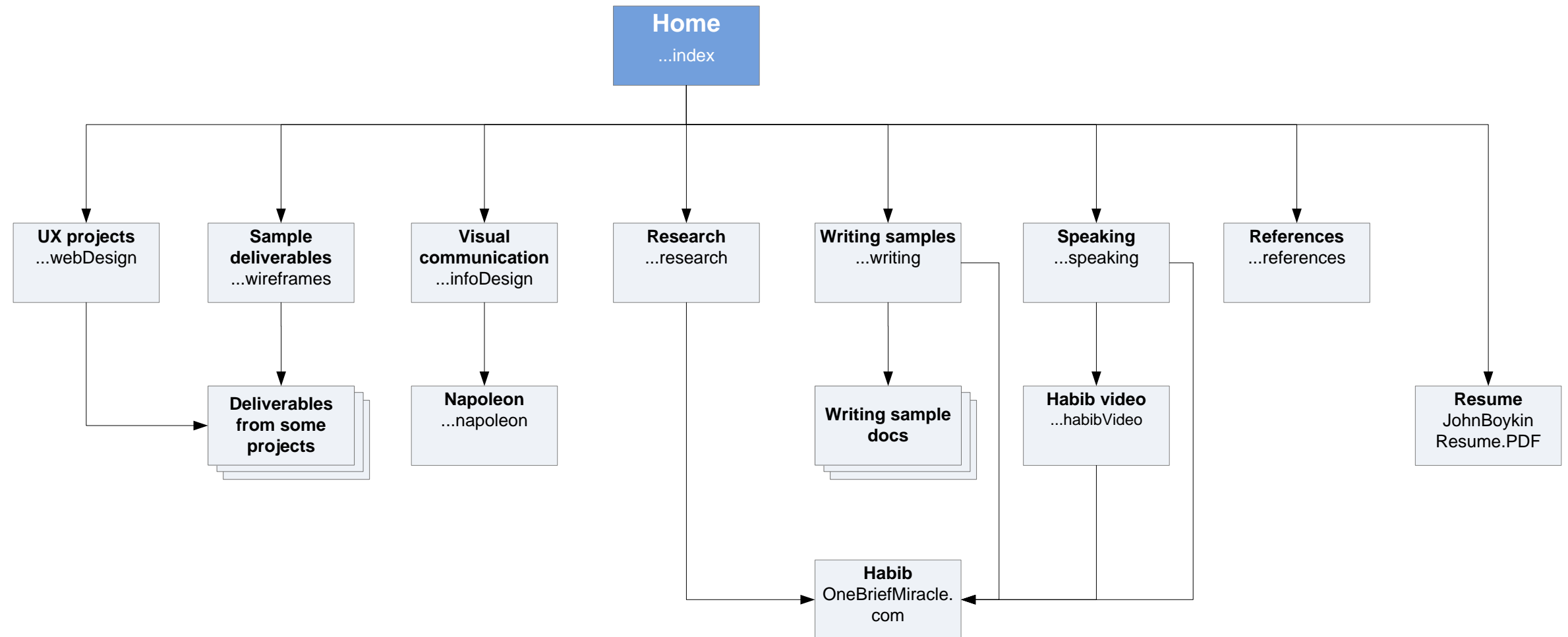
v. 1.0 January 12, 2015

John Boykin
johnboykin99@gmail.com
650-802-9998
650-906-5567 (cell)

NOTES

This is an overhaul of www.wayfind.com, making it responsive for mobile, updating, and streamlining. Get familiar with status quo site for comparison.

Most text is in a separate Word doc. The rest can be copied and pasted either from this document or from www.wayfind.com.



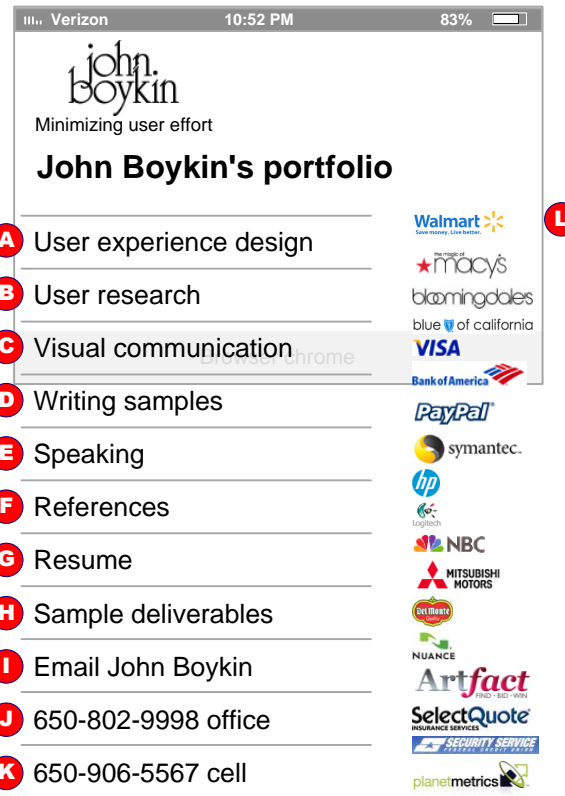
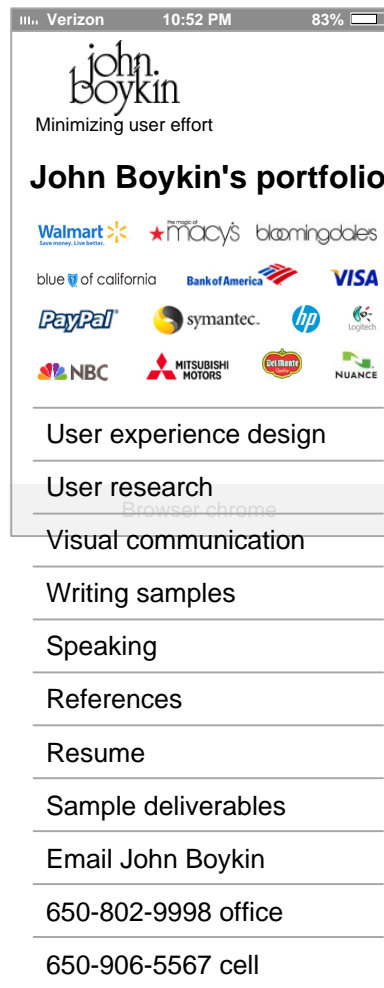
Revisions

1-11-15:

- Nav & Patterns: Made largest form factor more like smaller ones.
- UX projects, largest form factor: Made it 1 column, simplified; changed references treatment
- User research: Shortened intro

Home

iPhone 4
50 mm x 70 mm



Include blurbs on larger form factors

iPad Mini
120 mm x 159.5 mm



Bigger logos on larger form factors



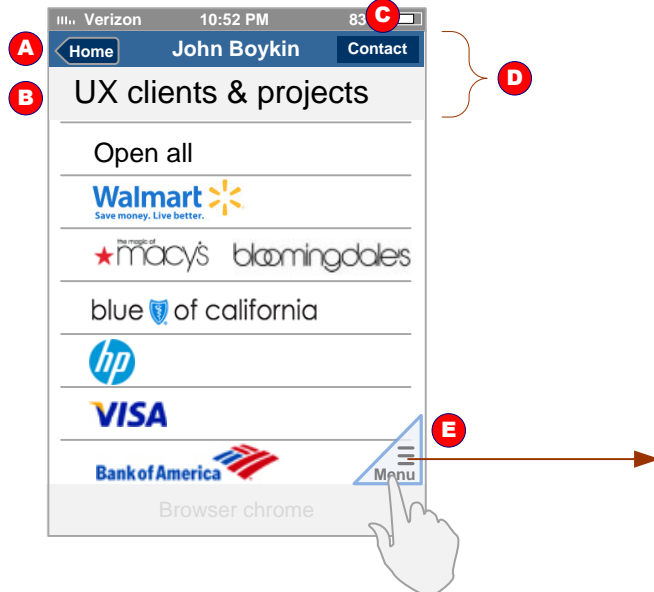
Specifications:

- A** Loads ...webDesign page
- B** Loads ...research page
- C** Loads ...infoDesign page
- D** Loads ...writing page
- E** Loads ...speaking page
- F** Loads ...references page
- G** Loads ...JohnBoykinResume PDF [how to download?]
- H** Loads ...wireframes page
- I** Launches email client and populates address: johnboykin99@gmail.com
- J** If phone, dials 650-802-9998. If not phone, not tappable.
- K** If phone, dials 650-906-5567. If not phone, not tappable.
- L** Tapping any logo loads ...webDesign page [same as tapping User Experience Design]

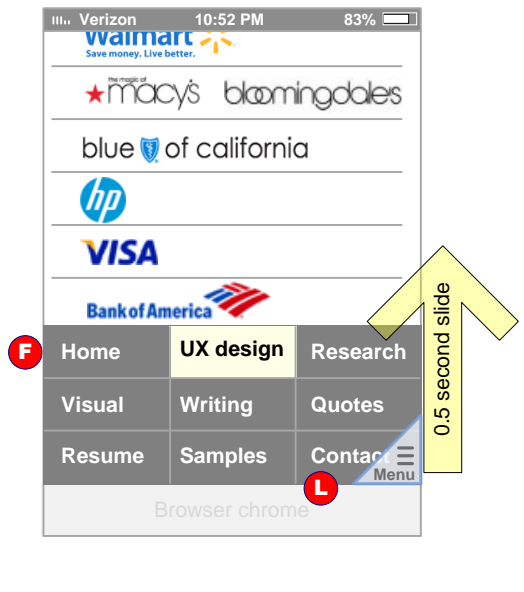
Small form factors: Nav & patterns on pages OTHER THAN home

See next page for larger form factors

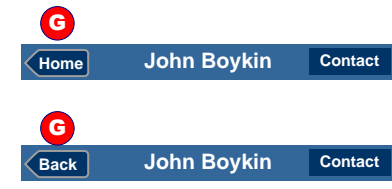
State 1 (default)



State 2: "Menu" tapped

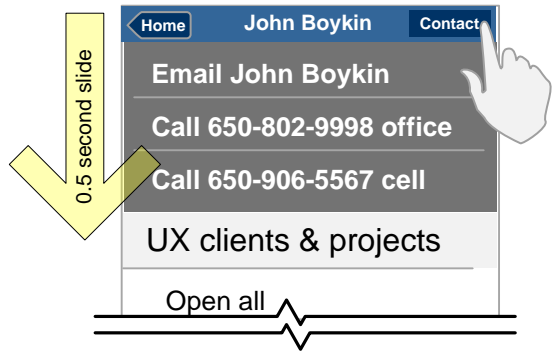


"Home" vs. "Back"



Specifications:
This nav appears only on pages other than Home. See next page for form factors larger than iPad.

- A Tapping home loads ...index page
- B On form factors smaller than iPad Mini, omit logo and slogan from pages other than Home. Put a 10% screen behind the page title.
- C Tapping Contact button presents contact cells directly below Contact button, pushing everything else down. See item L below.



- D Top material scrolls up with everything else as user scrolls.
- E Hamburger menu triangle (transparency 20%) opens state 2: Menu slides up from bottom in 0.5 second slide, pushes page content (including top nav) up. Tapping any menu button except Contact loads that page and dismisses menu (see item L below). As other elements may scroll around, triangle stays fixed in bottom left corner, always floating on top and tappable. Entire width of a cell is always tappable, except that the menu triangle floats on top of any cell and takes tap priority over the portion of any cell beneath it.
- F In state 2,
 - Current page is highlighted in menu
 - On form factors smaller than iPad Mini, omit "Speaking" from menu
 - Hamburger triangle is still 20% transparency
 - User may dismiss the menu by either tapping hamburger menu triangle again, swiping down, or tapping anywhere else, restoring screen to state 1: menu and page content slide back down in 0.5 second slide.

- Note shorter terms in this context:
- User experience design = UX design
 - User research = Research
 - Visual communication = Visual
 - Writing samples = Writing
 - References = Quotes
 - Sample deliverables = Samples

- G Top left button defaults to "Home" and appears that way
 - if user has navigated only one screen away from home or
 - if they land on an interior page from a Google search, external link, etc.
 If, however, user has navigated MORE than one screen away from home (i.e., page to page), button changes to "Back" so user can retrace their steps. Tapping Home loads home screen. Tapping Back loads prior screen.

H On larger form factors, use longer form of site title as shown and include logo and slogan. Tapping logo loads Home. Nav bar scrolls up out of view as the user scrolls down the page.

- I On pages OTHER THAN home (on tablets), page title goes to right of logo. If page title is
 - 1 line, its baseline aligns with baseline of logo
 - 2 lines, baseline of its second line aligns with baseline of slogan

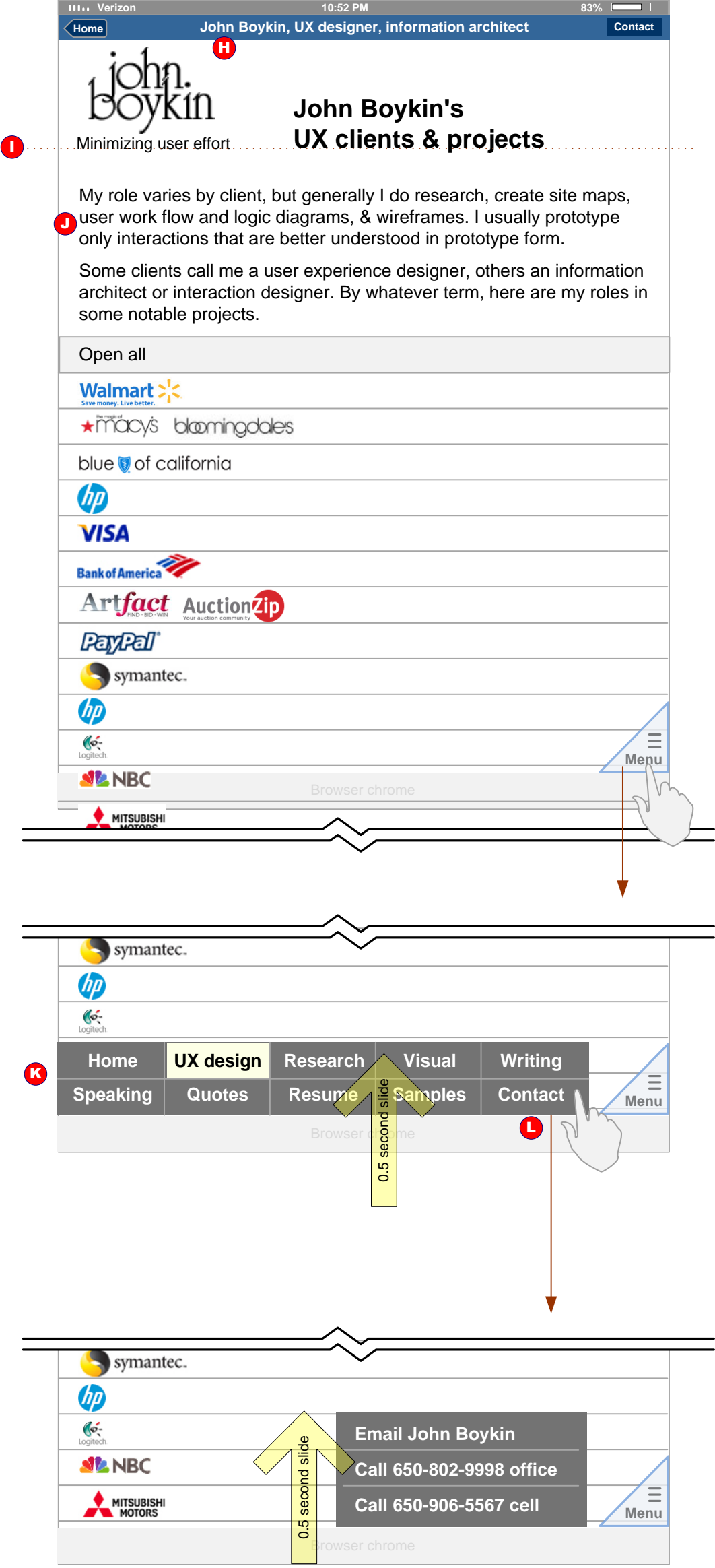
- J On larger form factors:
 - include screen intro if any (or longer intro, if brief intro is shown for phones here).
 - Use larger type than on small form factors

- K On larger form factors
 - Include Speaking in menu
 - Make menu 5 items wide by 2 rows high
 - hamburger triangle is larger (2 cells high)

- L Tapping "Contact" dismisses menu and presents Contact cells in its place in 0.5-second slide. Higher elements get pushed up to make room. Each item behaves the same as it does on home page (but if device does NOT have telephone function, then the two phone number cells are not tappable). User may dismiss the Contact cells by either tapping hamburger menu triangle again, swiping down, or tapping anywhere else, restoring screen to state 1: Contact cells and page content slide back down in 0.5 second slide.

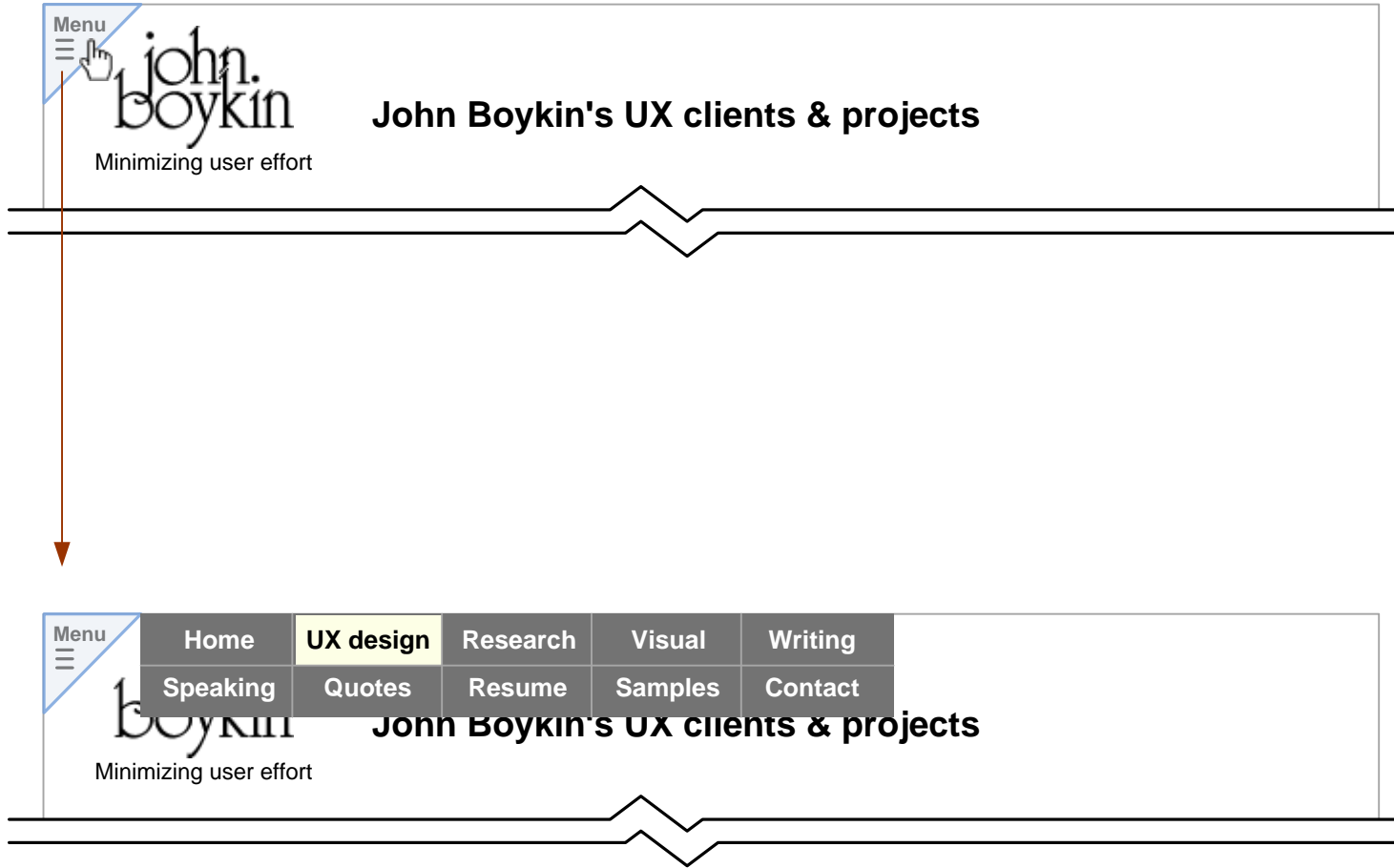
All larger tablet screens

iPad Mini
120 mm x 159.5 mm



Large form factors: Nav & patterns on pages INCLUDING home

Nav only on screens larger than tablet



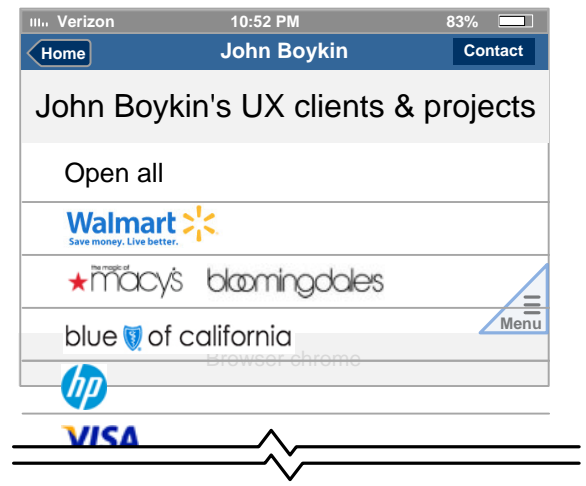
- On screens larger than an iPad:
- put hamburger triangle in top left corner.
 - Presumably the device does not have a telephone built into it, so the telephone items (reached by clicking "Contact" are not clickable. If, however, the device DOES have a telephone capability, display them as clickable and make them work the same as described for the homepage.

UX projects: Mobile

iPhone 4
50 mm x 70 mm



State 1: Default



State 2: an item has been tapped

PayPal

NUANCE:

- Created site map and content matrix to document status quo
- Did heuristic audit of status quo compared with 3 other sites
- Reviewed self-identification best practices
- Wrote questions for consumer survey and for extensive stakeholder interviews
- Analyzed site analytics
- Recommended content and IA strategy (through Level Studios).

Excerpts of references

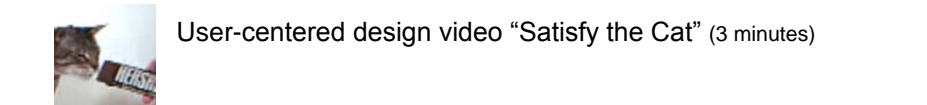
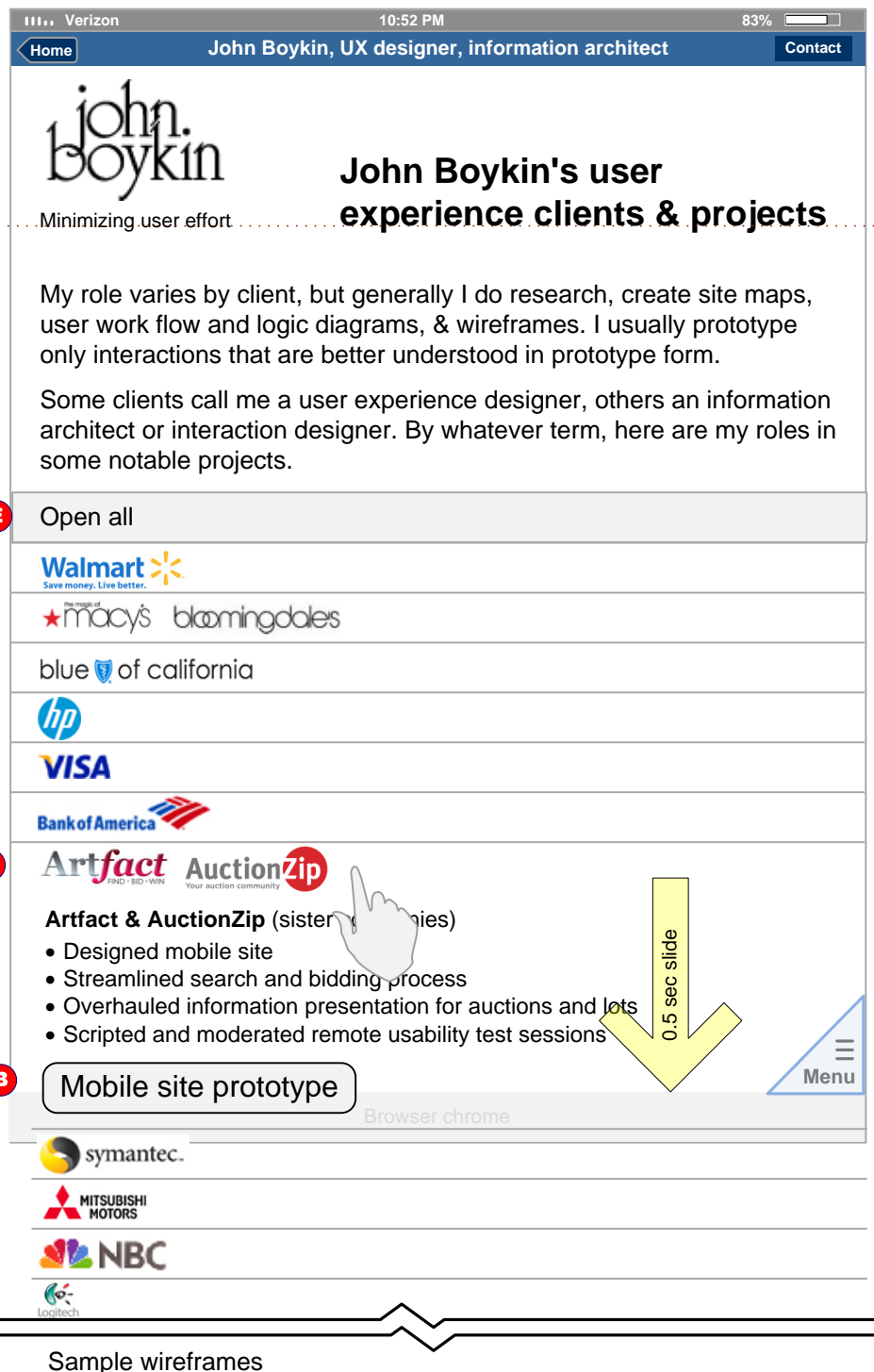
Wireframe

SelectQuote

SECURITY SERVICE

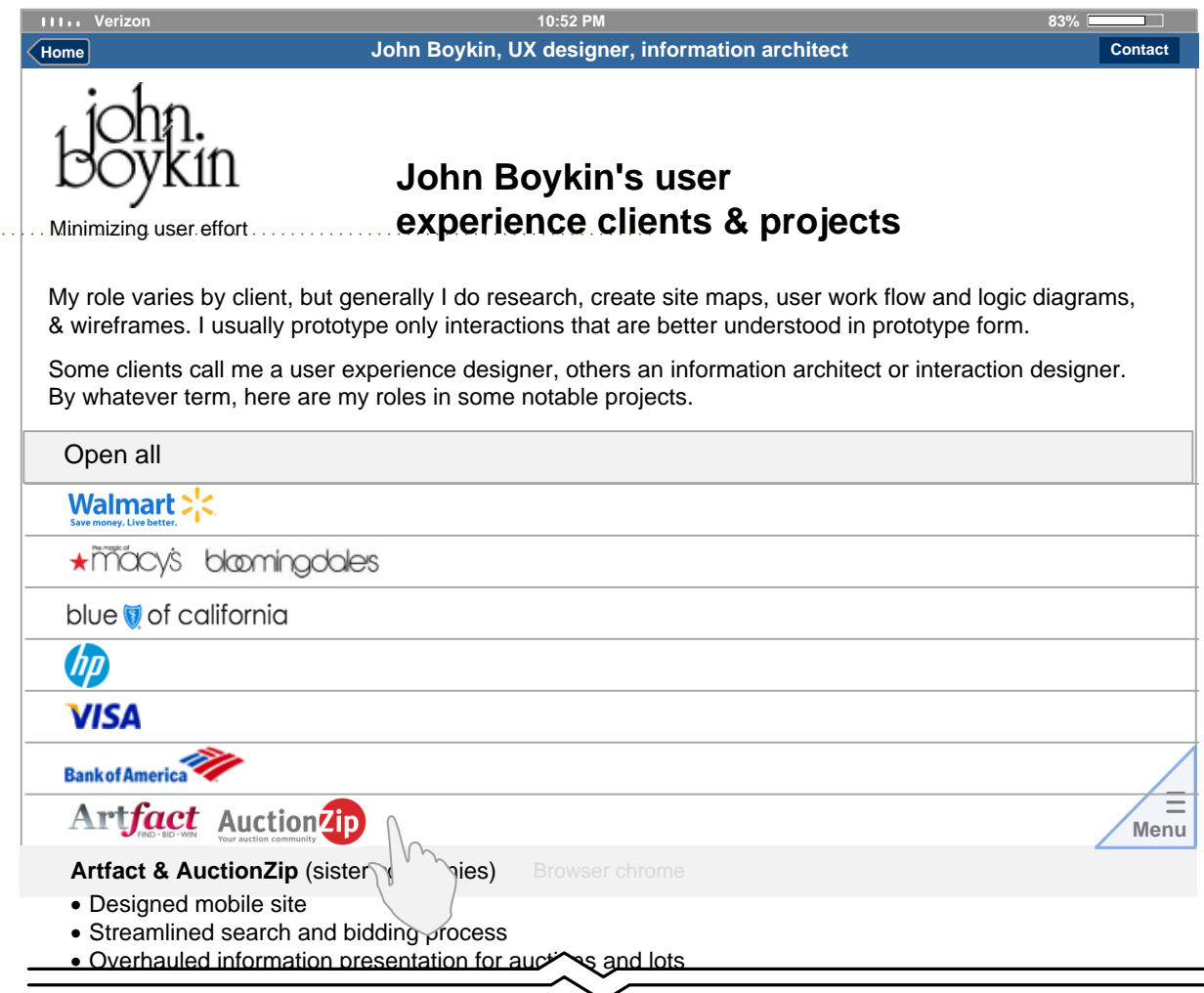
0.5 sec slide

iPad Mini
120 mm x 159.5 mm



Longer screen title on larger form factors

See next page for form factors larger than a tablet



A Tapping any logo (or anywhere in its cell) expands the listing in a 0.5 second slide to display info about the project for that client (State 2). Tapping again collapses the listing in a 0.5 second slide back to the original state 1.

B Some listings will have 1 or 2 buttons (see next page):

- "Excerpts of references" (or "Excerpt of reference" if only 1): Expand listing to display excerpt(s) of pertinent client quote(s) in context. The expansion is a 0.5 second slide.
- "Wireframe": Load the PDF of the pertinent deliverable, under the site's header (which scrolls up with the PDF, out of view). Blue Shield has 2 wireframes, so present 2 buttons: "Wireframe: Admin site" and "Wireframe: Provider scores"
- Mobile site prototype (for Artfact/Auction Zip only): Load PPT full-screen, using an app that does not lose the PPT's slides.

C Note that there is no logo for Janus. But it functions the same as all the other client listings that do have logos.

D Load "Satisfy the Cat" video, preferably right here in context, otherwise under the screen's header (which scrolls up with the video frame, out of view).

E Tapping "Open all" expands out all content for all clients. Tapping it again collapses them all. On tablets, add 10% screen behind this item.

On form factors larger than a tablet, expand all items automatically (State 2; like status quo <http://www.wayfind.com/webDesign.html>) and omit this link. See next page.

UX projects: Form factors larger than tablet

On form factors larger than a tablet, expand all items automatically (like status quo www.wayfind.com/webDesign.html) and omit "Open all" link.

Menu

john.boykin

John Boykin's UX clients & projects

Minimizing user effort

My role varies by client, but generally I do research, create site maps, user work flow and logic diagrams, & wireframes. I usually prototype only interactions that are better understood in prototype form.

Some clients call me a user experience designer, others an information architect or interaction designer. By whatever term, here are my roles in some notable projects.

Walmart

- Designed entirely new cart and checkout flow for future enhancement
- Turned a very complex item setup system into a simple UI for enterprise B2B portal
- Created cartoon storyboard to evangelize the item setup project within the company
- Interviewed users, wrote user experience strategy, created wireframes and workflow diagrams
- Made clickable prototype to demonstrate key functionality
- Streamlined preference setup and checkout for Sam's Club

Excerpts of references

Macy's & Bloomingdale's (sister companies)

- Designed system of paying credit card bill
- Designed secure communication system
- Planned and moderated usability tests
- Studied call center logs and interviewed customer service reps to recommend ways to reduce phone calls
- Through Simplicit

blue shield of california

Blue Shield of California:

- Dozens of large and small projects as consultant, then as staff senior interaction designer
- Redesigned system that customer service reps use
- Designed way of showing provider quality scores
- Planned and analyzed usability tests
- Proposed redesign of shopping experience
- Site maps and wireframes
- Wrote detailed design documentation

Excerpts of references Wireframe: Admin site Wireframe: Provider scores

Walmart

- Designed entirely new cart and checkout flow for future enhancement
- Turned a very complex item setup system into a simple UI for enterprise B2B portal
- Created cartoon storyboard to evangelize the item setup project within the company
- Interviewed users, wrote user experience strategy, created wireframes and workflow diagrams
- Made clickable prototype to demonstrate key functionality
- Streamlined preference setup and checkout for Sam's Club

Excerpts of references

... consistently came up with innovative, yet equally simple, means of interacting with the user...
... very impressed with John's ability to quickly grasp the complexities...
... excellence in advocating for the user...
... Within the first couple of hours, it became very clear the immense value John brought to the table...
... very open, easily conversant in his explanations of User Experience and User Interfaces...

Full references Hide references

Macy's & Bloomingdale's (sister companies)

- Designed system of paying credit card bill

From Yvonne Kim, then Product Manager

"I worked with John on an extremely complex and large initiative. He consistently came up with innovative, yet equally simple, means of interacting with the user. His input and direction was always and enjoyed working with him. As an interface architect on our project, John provided new insights and new designs that increased the usability and presentation of the User Interface. I was favorably impressed with his designs and would enjoy working with him again."

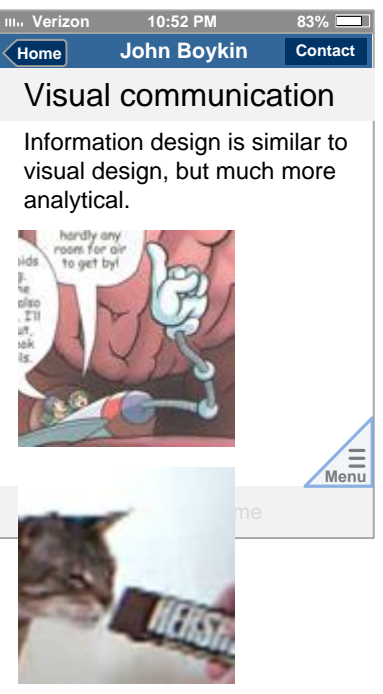
Hide references

Macy's & Bloomingdale's (sister companies)

- Designed system of paying credit card bill

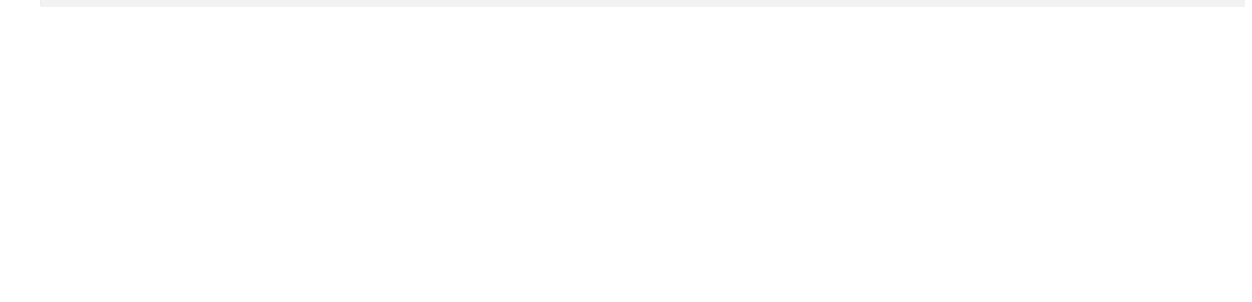
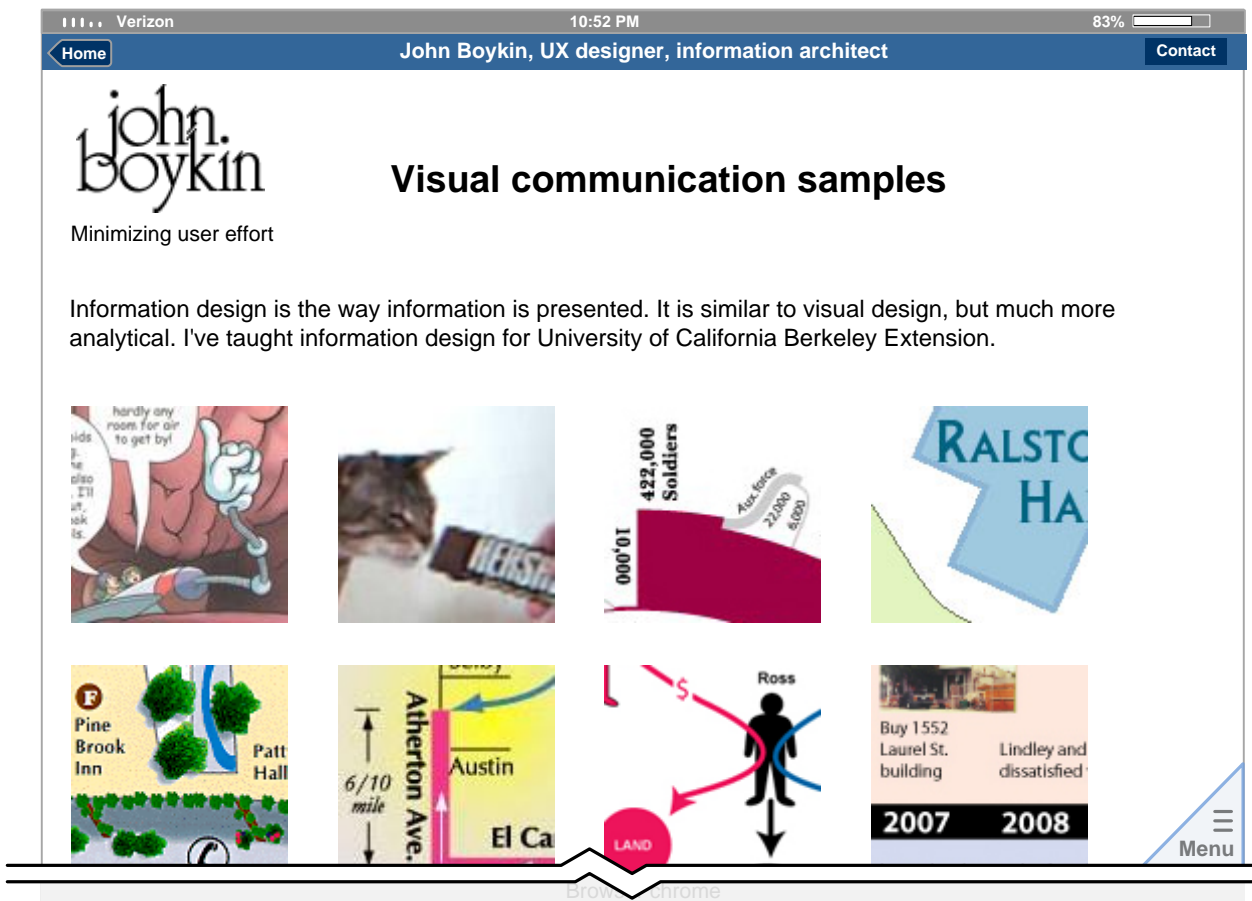
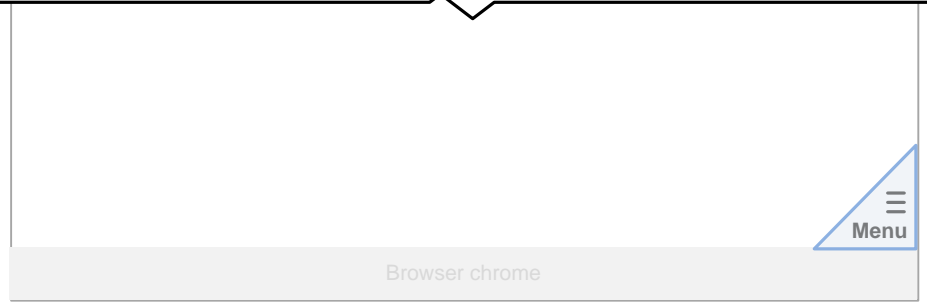
"Full references" tapped

iPhone 4
50 mm x 70 mm



Pick up all content from
<http://www.wayfind.com/infoDesign.html>

iPad Mini
120 mm x 159.5 mm



Visual communication behavior (page 1 of 2)

User has tapped a thumbnail: Smaller than iPad Mini

Details about the selected example slide in right to left (pushing the original screen off to the left) in a 0.5 second slide.

Some examples are redesigns, others are designs from scratch. REDESIGNS are presented in this form:

- Title of the example (in this case, "Redesigning a classic")
- Button "Background to the design"
- Heading "Original"
- Original image, sized to full width of the screen
- Heading "Redesign"
- My new design image, sized to full width of the screen

In all cases, if the user taps the "Background..." button, reveal the text directly beneath the button in a 0.5 second slide, pushing everything else down to make room. Tapping the "Background..." button a second time reverses that, closing the intro text in a 0.5 second slide and moving lower material back up and place.

User has tapped a thumbnail: iPad Mini or larger

Details about the selected example appear directly beneath the row that the selected thumbnail is on (pushing any lower material down) in a 0.5 second slide.

- The thumbnail is highlighted in some way (conspicuous border around it, conspicuous line above it, etc.).
- Each image is indented 10 mm from left
- Each image is sized up to the size of the art I provide up to the remaining width of the viewport
- The "Background to the design" button is omitted. Instead, the background info is presented inside a colored box on the surface. That info scrolls up along with everything else.

Visual communication samples

Minimizing user effort

Information design is the way information is presented. It is similar to visual design, but much more analytical. I've taught information design for University of California Berkeley Extension.

Redesigning a classic

ORIGINAL

REDESIGN

Attrition of Napoleon's Army in Russia, 1812

By John Boykin, based on CJ Minard

BACKGROUND TO THE DESIGN

Can a classic be improved? This is a redesign of CJ Minard's graphic of Napoleon's blunder in Russia.

More info

The Napoleon example is the only one that links out to a separate page, ...Napoleon

| Captured | Killed in battle | Died of hunger, cold, sickness | Survived |
|----------------|------------------|--------------------------------|--------------|
| 190,000 45% | 125,000 29% | 100,000 24% | 10,000 2% |

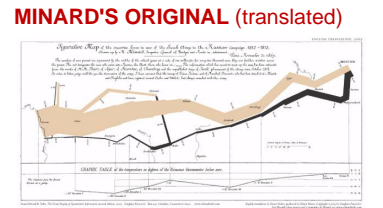
Numbers rounded

Napoleon, p. 1 of 2

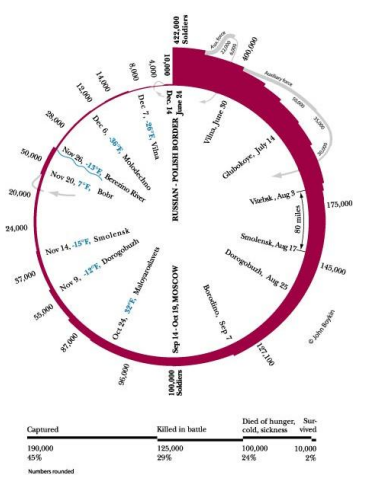
iPhone 4
50 mm x 70 mm



Minard's original (translated)
Napoleon's 1812 invasion of Russia was an epic disaster. By the time he reached Moscow, he had lost most of his troops. The few survivors then limped



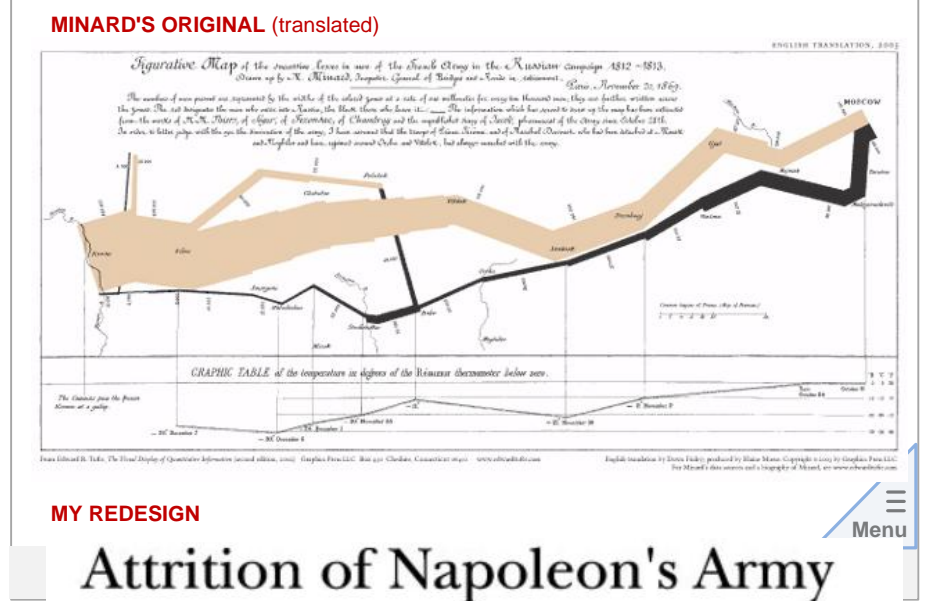
MY REDESIGN
Attrition of Napoleon's Army in Russia, 1812
By John Boykin, based on CJ Minard



Why Redesign Minard?
Mostly for fun. But I have always been a little troubled by the problems discussed below. Minard was way ahead of his time and deserves immense credit for having advanced the field of information design dramatically. But time marches on. So I have presumed to try to streamline his graphic to tell his story a little more simply and clearly.

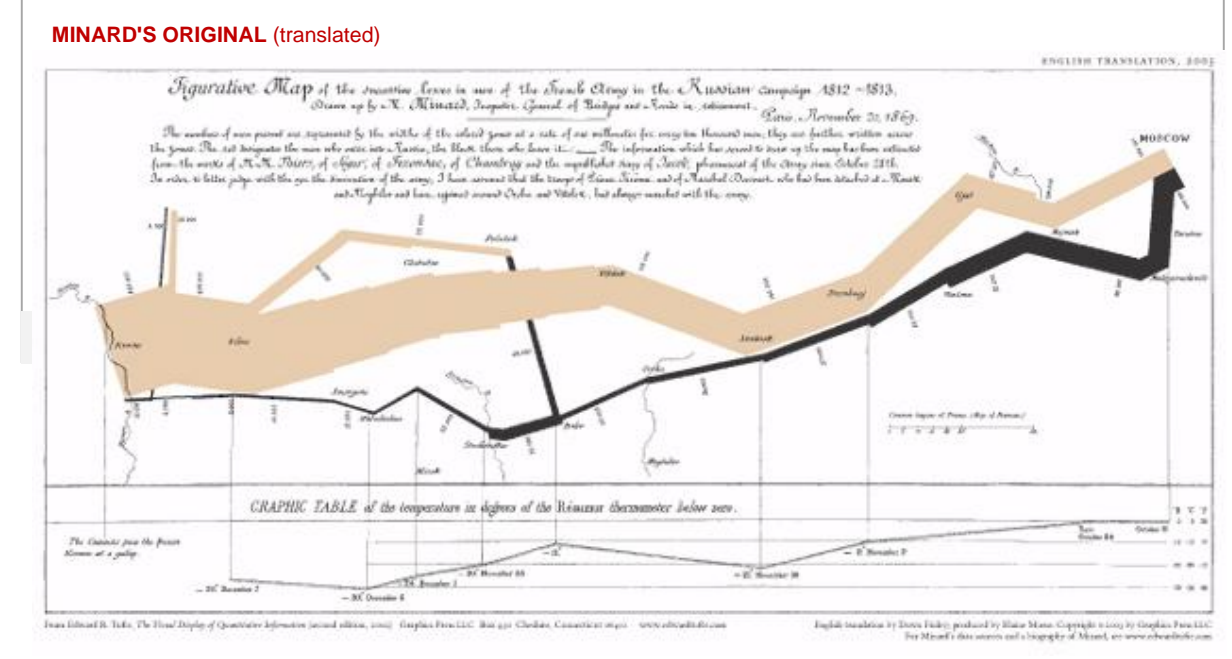
Get content and links from <http://www.wayfind.com/napoleon.html>
Other than putting Minard's original at the top here for smaller form factors, I'm trying to keep this as close to the status quo as possible.
See next page for where to break text for each image.

iPad Mini
120 mm x 159.5 mm



Why Redesign Minard?
Mostly for fun. But I have always been a little troubled by the problems discussed below. Minard was way ahead of his time and deserves immense credit for having advanced the field of information design dramatically. But time marches on. So I have presumed to try to streamline his graphic to tell his story a little more simply and clearly.

Strengths of Minard's Figure
As Edward Tufte points out in his classic book "The Visual Display of Quantitative Information," Minard's graphic manages to represent many dimensions of



Why Redesign Minard?
Mostly for fun. But I have always been a little troubled by the problems discussed below. Minard was way ahead of his time and deserves immense credit for having advanced the field of information design dramatically. But time marches on. So I have presumed to try to streamline his graphic to tell his story a little more simply and clearly.

Omit Minard's original from top on larger form factors, since full-size image will be visible there beneath intro.

Update "other designers" and "Other designers' revisions" links to <http://www.datavis.ca/gallery/re-minard.php>

Napoleon, p. 2 of 2

The status quo design has various small detail images inset within the text. If possible, that would be nice to preserve. Failing that, here is where the text should break to make room for each (centered) detail image.

(If we can keep the images inset, this will also serve as a guide for where to inset each detail image: in each case here, the image follows the text that most closely relates to it.)

Weaknesses of Minard's Figure

DOMINANCE: The whole point of the graphic is attrition, represented by the thinning of the line. Yet Minard's dominant visual statement is not the line's thickness, but its overall shape: more or less horizontal, zigging and zagging irregularly, with a couple of branchings and with two differently colored sections that are irregularly spaced from one another. The overall shape distracts from the thinning.



The geographic tail, in other words, wags the numerical dog. If one does a little research about Napoleon's Russia campaign, one soon re

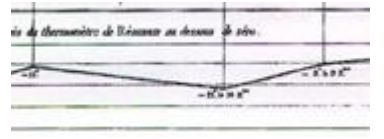
SAWTOOTH: As the invasion (top half) line thins, each "sawtooth" between Wilna and Witebsk jags in along both the top and the bottom edges of the line, so the effect is weakened by half.



In other words, if, say 30,000 men were lost at a given point, the line jags by 15,000 along its top edge and by 15,000 along its bottom edge. That halves the impact you would get by having a single edge of the line jag by 30,000. (Curiously, Minard does not do this elsewhere. If he had, the sharp dropoff at the Berezina River would have lost much of its drama.)



TEMPERATURE: First, his means of both showing the temperature data and relating it to the main graphic are awkward. He relies on a lot of horizontal and vertical lines that convey very little data yet distract from the main graphic.



The main contribution of the other designers whose efforts to redesign Minard I've seen, is to eliminate the need for all of these ungainly lines by using color in the main troop-size line to represent temperature changes. (That's very smart. I would have done the same had I been able to find reliable weather data on which to base

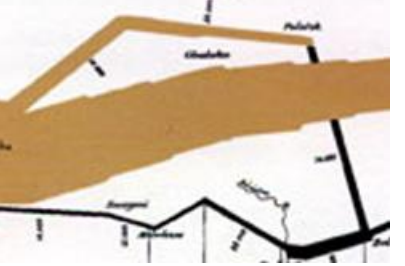
the retreat line, suggests a relation between the rising and falling of the two. But there is no relation between the two contours: A rise in the retreat line represents traveling geographically northwest while a rise in the lower line represents warmer weather.



BRANCHINGS: Twice, early in the invasion, parts of the army branched away from the main force. Both rejoined it on its retreat. To be accurate, any graphic must represent those branchings--but how? If there is an elegant way to show them, neither Minard nor I have come up with it. None of the people to whom I showed

Center images

BRANCHINGS: Twice, early in the invasion, parts of the army branched away from the main force. Both rejoined it on its retreat. To be accurate, any graphic must represent those branchings--but how? If there is an elegant way to show them, neither Minard nor I have come up with it. None of the people to whom I showed Minard's graphic felt confident in guessing what these branchings signified, though a few did guess right. In his treatment, one of the branchings becomes the most prominent visual element of the left half--calling attention to something that most people find confusing.



The other branching (A) has the opposite problem: A critical part, the rejoining line (B), is so small as to be overlooked entirely.



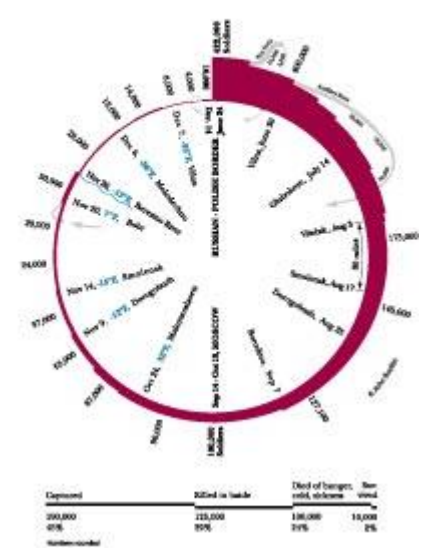
Given Minard's overall scheme, he had little choice but to make that rejoining line tiny. But the result is that it all but disappears, leaving most viewers wondering what is meant by the two vertical lines (A) above it that seem to lead nowhere.

Notes On My Redesign

The piece should be self-explanatory. I offer these notes only for the interest of other communication professionals who might like to know the rationale behind things.

I felt that the simplicity of a circle would spotlight the thinning of the line more effectively than Minard's zigs and zags. Whereas Minard emphasizes geography, I felt chronology was more telling. Since hardly anyone who might see this will know or care much about the subtleties of Russian geography, I felt that the greater simplicity and clarity were worth the sacrifice of geographical literalness. (Minard is not strictly literal either.) Noting the town names seemed to suffice. The treatment of the two branchings is an attempt to keep them present and meaningful yet as unobtrusive as possible.

Attrition of Napoleon's Army in Russia, 1812
By John Boykin, based on © Minard

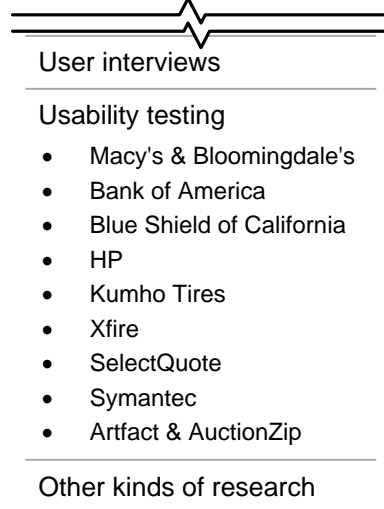
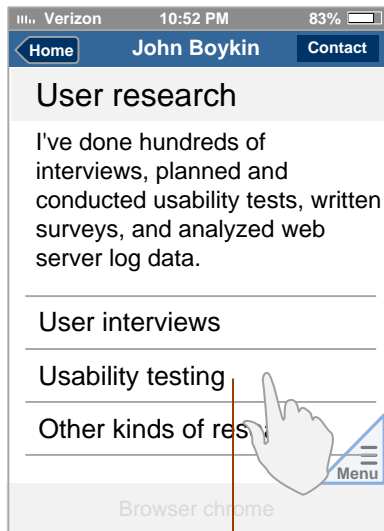


This image is new:
napoleonBigBranchingOnly.png

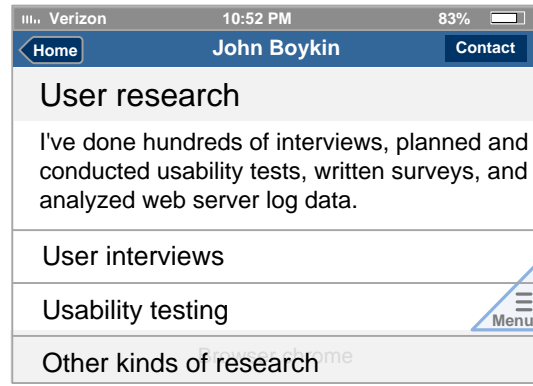
Note that here this image is not full-size. It is here just as a reminder of the full-size image that comes earlier.

User research

iPhone 4
50 mm x 70 mm



Use bullet points shown for iPad Mini



Works same as portrait

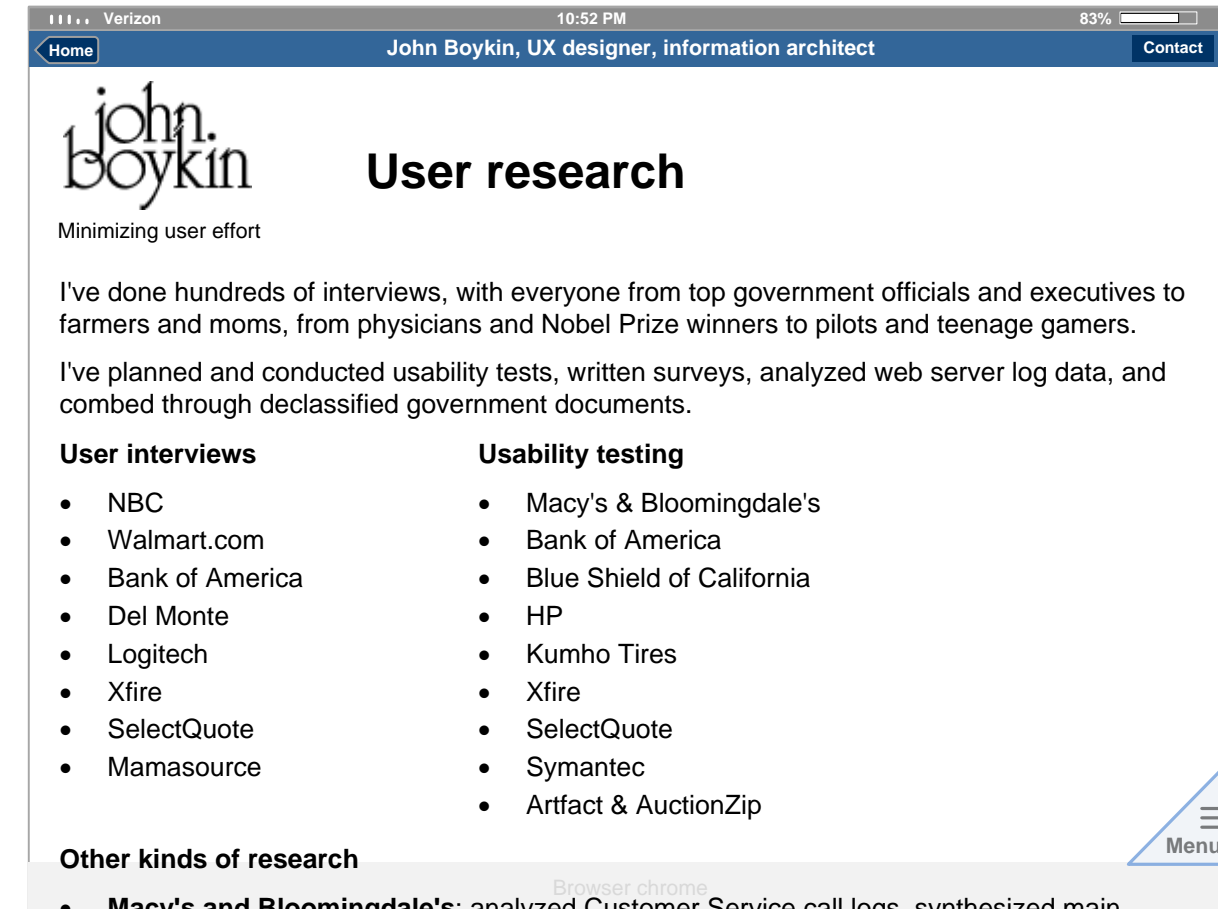
iPad Mini
120 mm x 159.5 mm



- Longer intro
- All bullet points on surface, so items are not tappable
- Larger type

"One Brief Miracle" loads www.OneBriefMiracle.com.

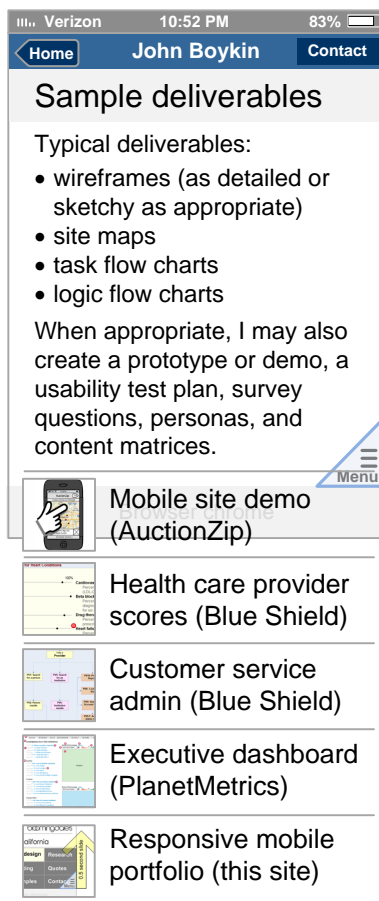
In this treatment, nothing else is tappable



- **Macy's and Bloomingdale's:** analyzed Customer Service call logs, synthesized main problems driving calls, interviewed Customer Service reps, recommended steps to reduce calls
- **Bank of America:** in-depth analysis of web server logs, search engine logs, surveys, raw user feedback reports, ethnographic research observing blind people using the site
- **Visa:** interviews with over a dozen customer support reps and credit card manufacturers around the world
- **Nuance:** competitive audit, review of best practices for self-identification, analyzed site analytics, wrote consumer survey and stakeholder interview questions
- **Krames:** about a dozen interviews with physicians and other health-care providers, plus studying 100-500 pages of journal articles for each of the 14 medical/health booklets I wrote for them
- **One Brief Miracle:** my second book, based on hundreds of hours of interviews and thousands of pages of declassified government documents
- **Stanford Magazine, Stanford Lawyer Magazine, Dramatics, Women's Sports:** interviews and misc. research for dozens of magazine articles
- **Law offices** of Anderlini Finkelstein Emerick and of Steven Valdes: analyzed tall stacks of legal briefs to design courtroom exhibits that distill essence of attorneys' cases

Sample deliverables

iPhone 4
50 mm x 70 mm



"Mobile site demo" loads <http://www.wayfind.com/AZmobile.pptx>

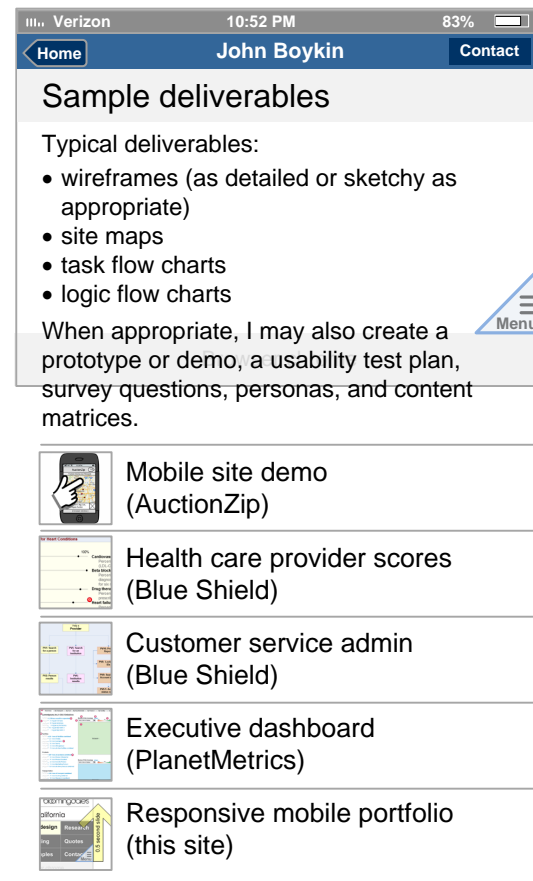
"Healthcare" loads <http://www.wayfind.com/findProviderWires.pdf>

"Customer service" loads <http://www.wayfind.com/CSadminWires.pdf>

"executive dashboard" loads <http://www.wayfind.com/PlanetMetricsWires.pdf>

"Responsive mobile portfolio" loads <http://www.wayfind.com/wayfindWires.pdf>

Additional deliverables will come TBD, each behaving the same way

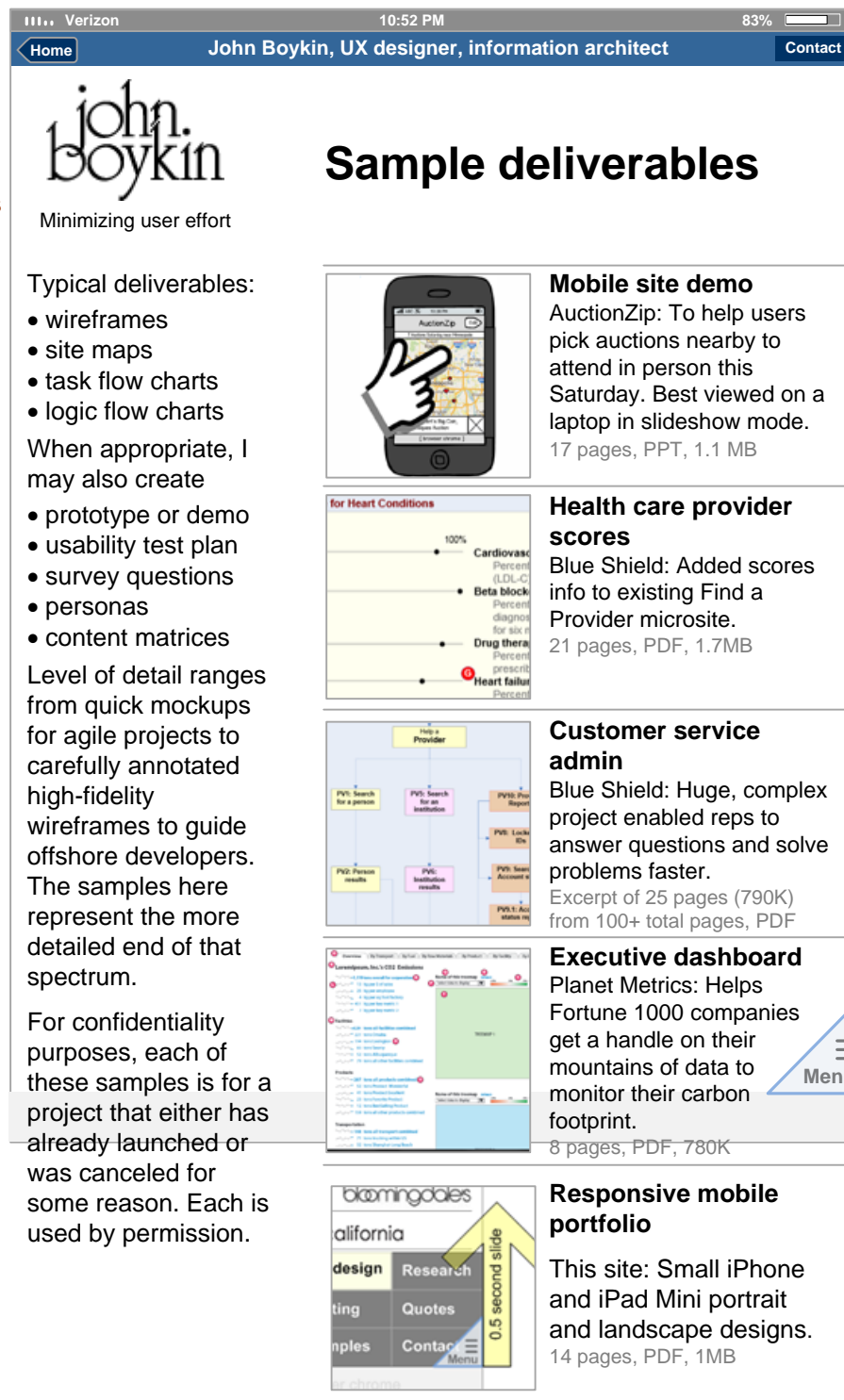


Larger form factors get:

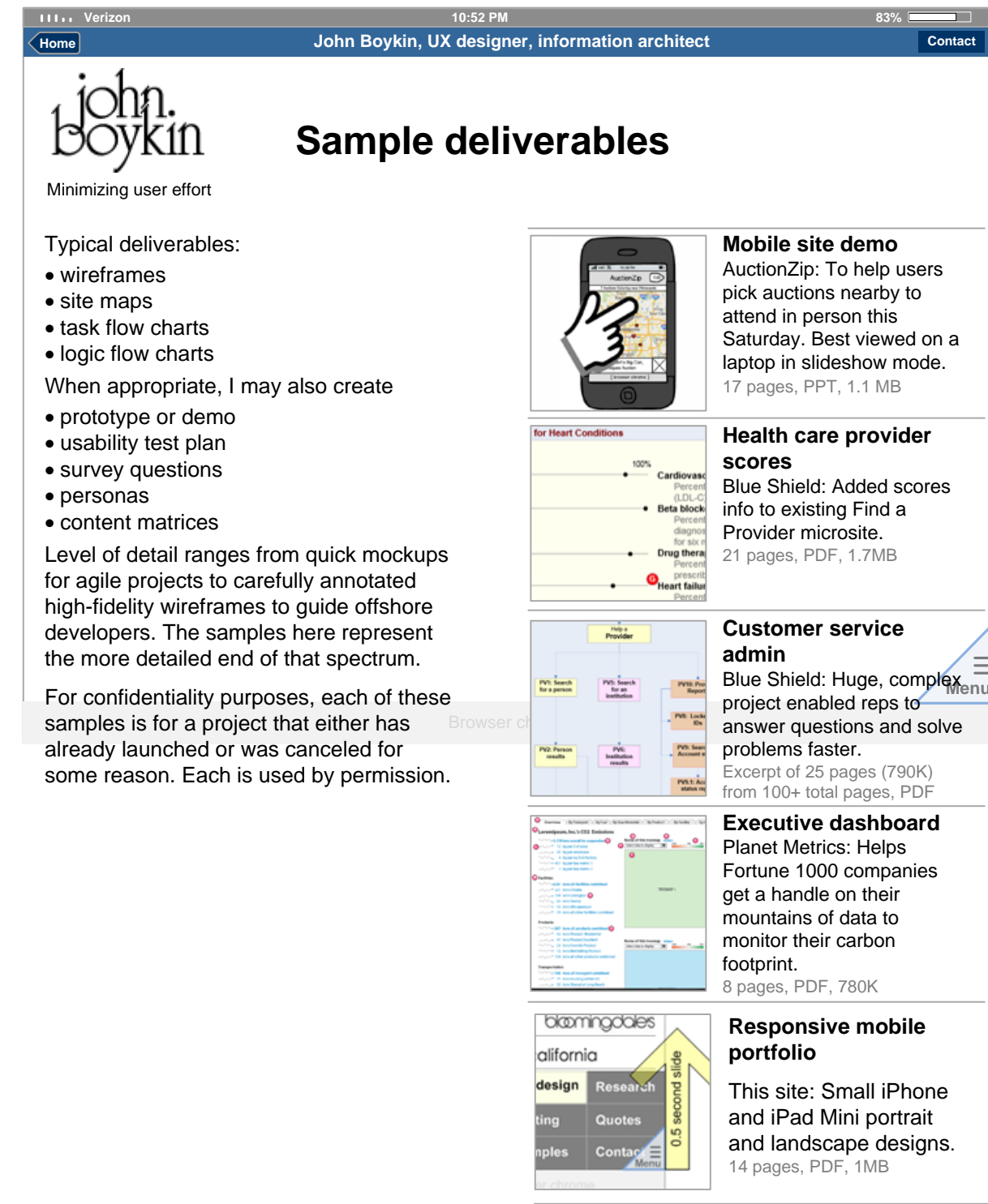
- Full intro text
- Larger thumbnails
- Project info
- File size info (in smaller gray type)

Tapping anywhere between horizontal lines launches that PDF or PPT (except menu triangle floats above content; tapping it opens nav)

iPad Mini
120 mm x 159.5 mm



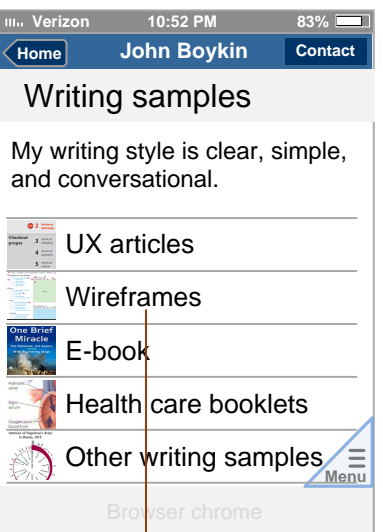
For confidentiality purposes, each of these samples is for a project that either has already launched or was canceled for some reason. Each is used by permission.



For confidentiality purposes, each of these samples is for a project that either has already launched or was canceled for some reason. Each is used by permission.

Writing (p. 1 of 2)

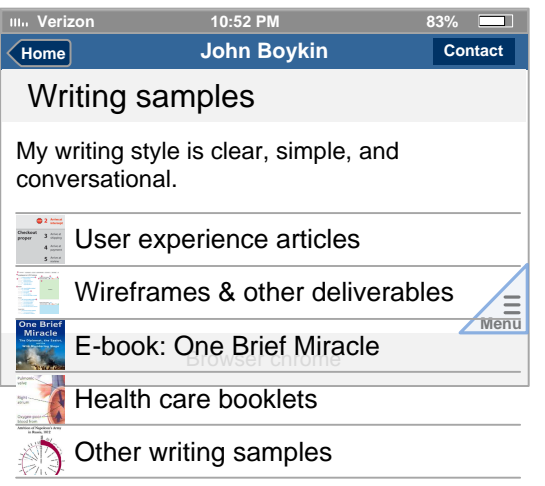
iPhone 4
50 mm x 70 mm



See next page for expansions and links

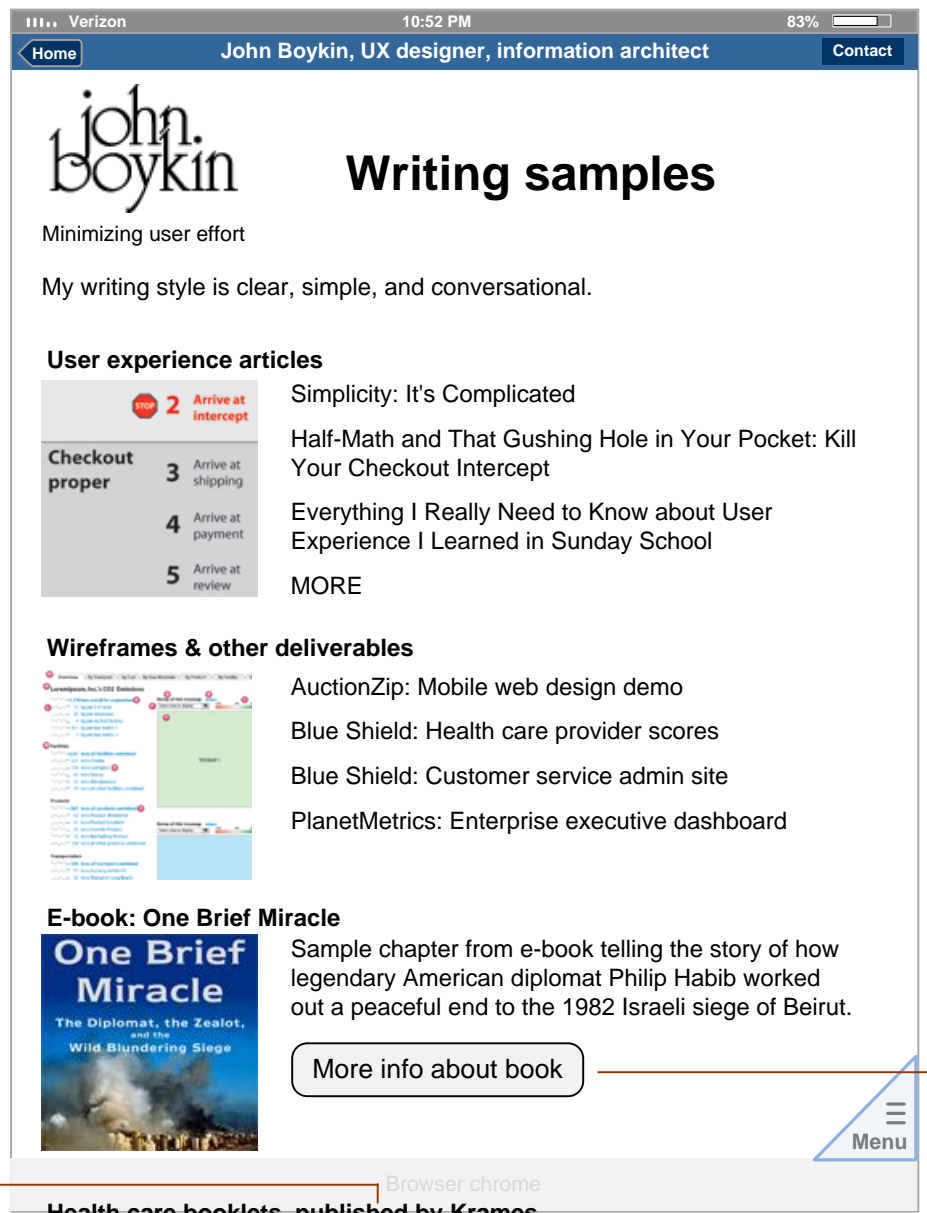
Note short wording for listings here

iPad Mini
120 mm x 159.5 mm



Note longer wording for listings.

Larger form factors have full intro and full wording for listings

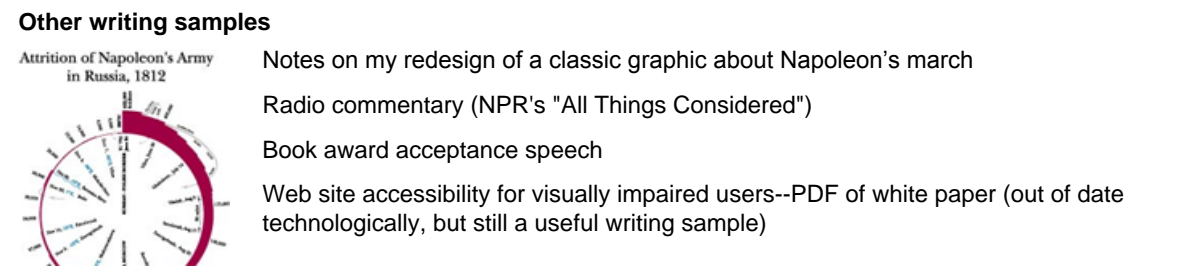
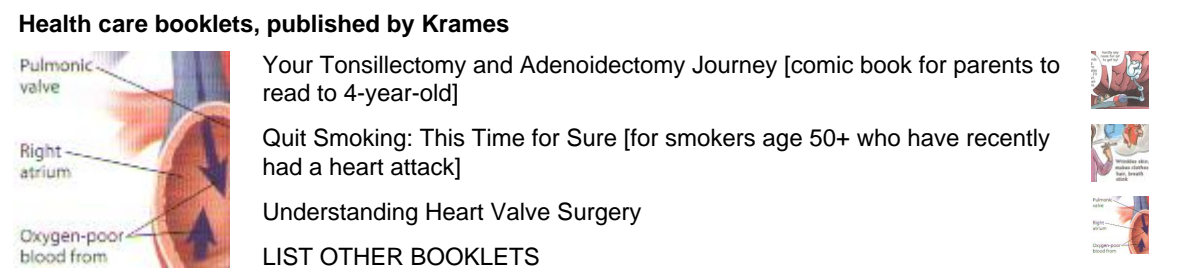
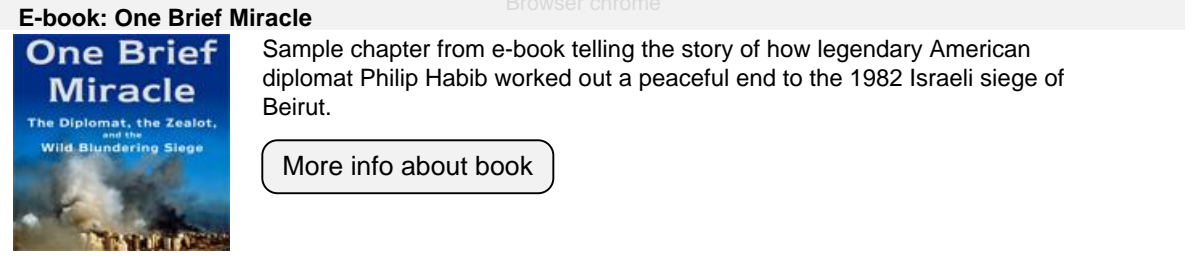
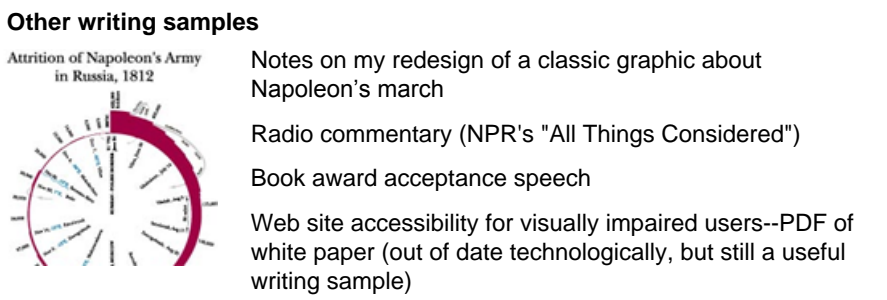
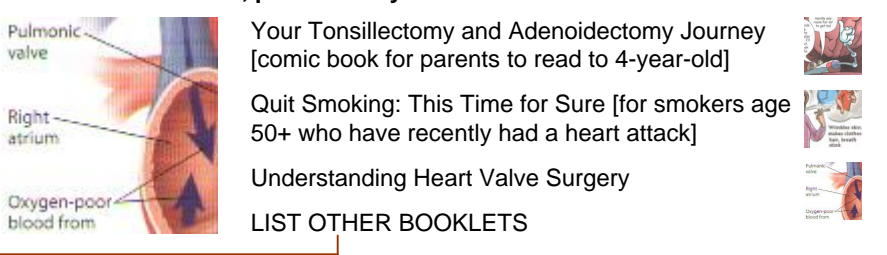
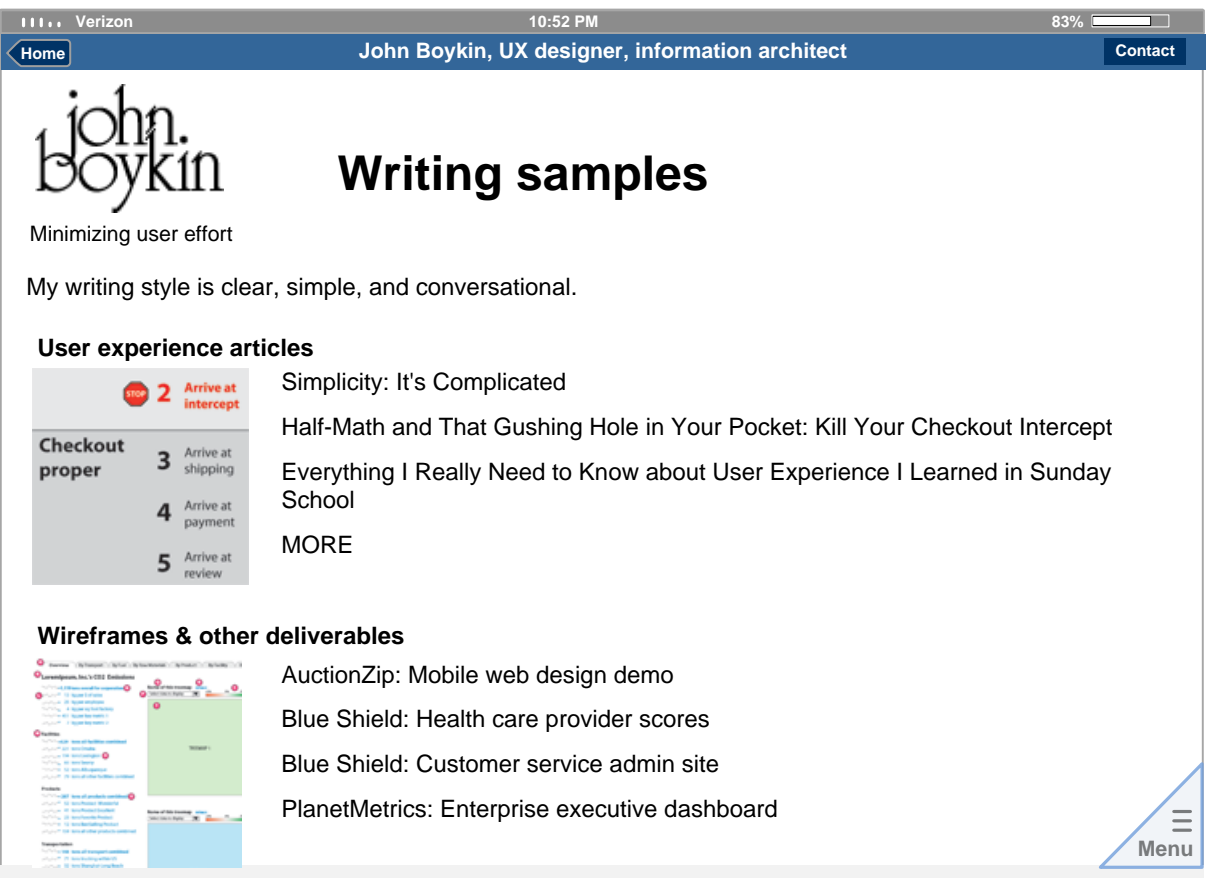


See next page for URLs

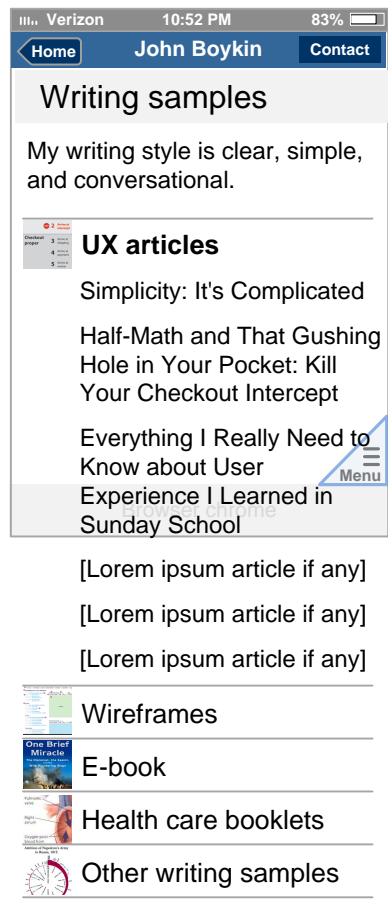
Button loads www.OneBriefMiracle.com

“, published by Krames” added for larger form factors

Expand listing in place (see next page) and omit “List other booklets”

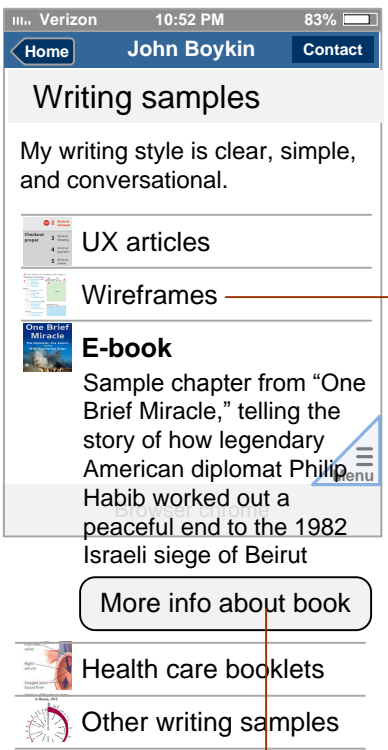


Using iPhone 4 portrait as example



"Simplicity" loads http://uxmag.com/articles/simplicity-its-complicated
"Half-math" loads http://uxmag.com/articles/half-math-and-that-gushing-hole-in-your-bucket
"Everything" loads http://uxmag.com/articles/everything-i-really-need-to-know-about-user-experience-i-learned-in-sunday-school

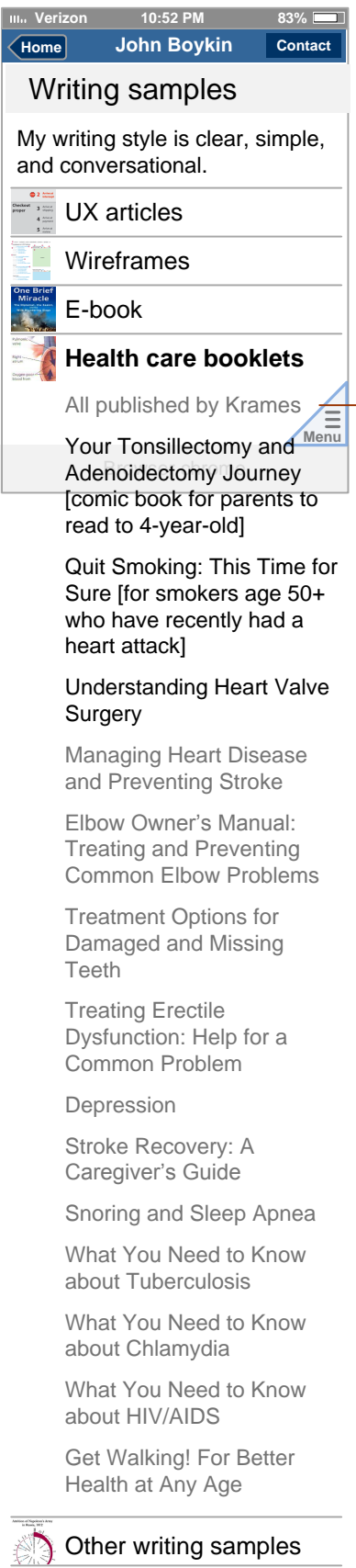
Additional articles will come TBD, each behaving the same way



Button loads www.OneBriefMiracle.com

Wireframes loads ... wireframes screen. So it is the only listing here that does not expand in place.

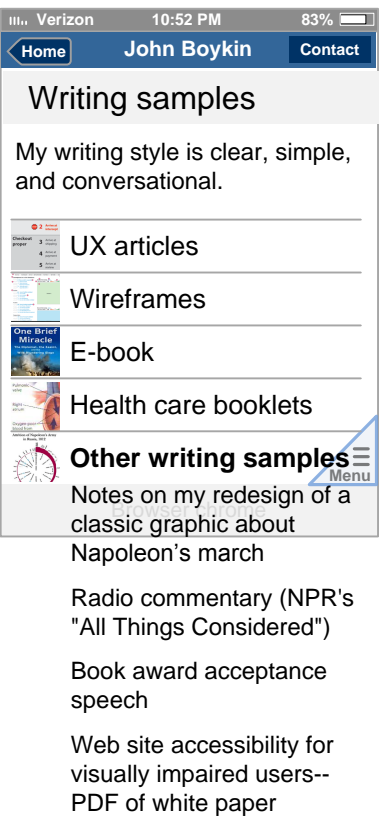
Tapping image, head, or text loads www.wayfind.com/twoRopes.pdf



Not tappable, so gray

Your Tonsilectomy loads http://www.wayfind.com/TAJourneyComplete.pdf
Quit Smoking loads http://www.wayfind.com/smokingComplete.pdf
Understanding loads http://www.wayfind.com/heartValveComplete.pdf

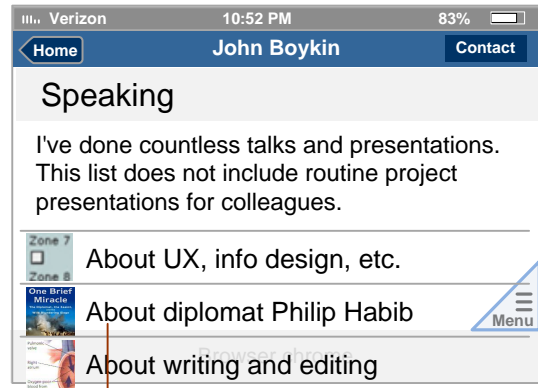
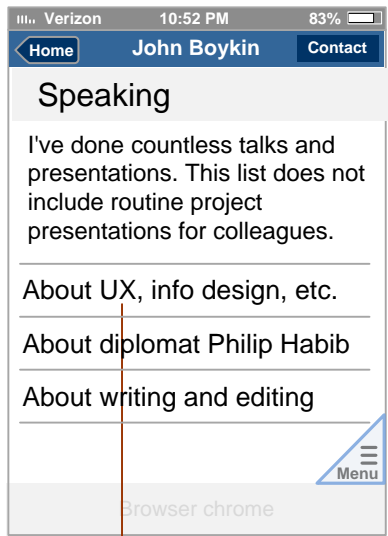
Not tappable, so gray



"Notes on..." loads http://www.wayfind.com/napoleon.html
"Radio..." loads http://www.npr.org/templates/story/story.php?storyId=4199821
"Book..." loads http://www.wayfind.com/habibVideo.html
"Web site..." loads http://www.wayfind.com/AccessiblityPaper.pdf

Speaking

iPhone 4
50 mm x 70 mm



About UX, info design, etc.

Top 7 Recipes for Confusion, Information Architecture Summit, Blue Shield of California, Berkeley City College, Extractable, Pivotal Labs, ThoughtWorks, Advent Software [Video of presentation](#) (56 min.)

Showing Information: Do's and Don'ts (Data visualization), Palo Alto Data Science Association

Information Design, University of California-Berkeley Extension (4-week class), Media Alliance, San Francisco; Bay Area Editors' Forum, San Francisco

Visual Communication, University of California-Berkeley Extension (four-week class addressing both interactive media and print)

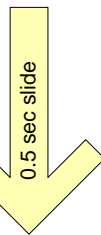
Editing for Interactive Media, University of California-Berkeley Extension (day-long primer), Bay Area Editors' Forum (guest speaker)

Intro to interactive media, University of California-Berkeley Extension (guest speaker)

The Editor as Photographer: Folio Publishing Conference, New York; Folio West Publishing Conference, Los Angeles

About diplomat Philip Habib

About writing and editing



About UX, info design, etc.

About UX, info design, etc.

About diplomat Philip Habib

Amb. Philip Habib is the subject of my book "One Brief Miracle: The Diplomat, the Zealot, and the Wild Blundering Siege"

[More info about book](#)

American Academy of Diplomacy, State Department, Washington, DC
[Video of speech](#) (6 min., 22 sec.)

Commonwealth Club, San Francisco
Association for Diplomatic Studies and Training, Washington, DC

Foreign Service Association of Northern California, San Francisco

Kiwanas Club of San Mateo, CA

About writing and editing

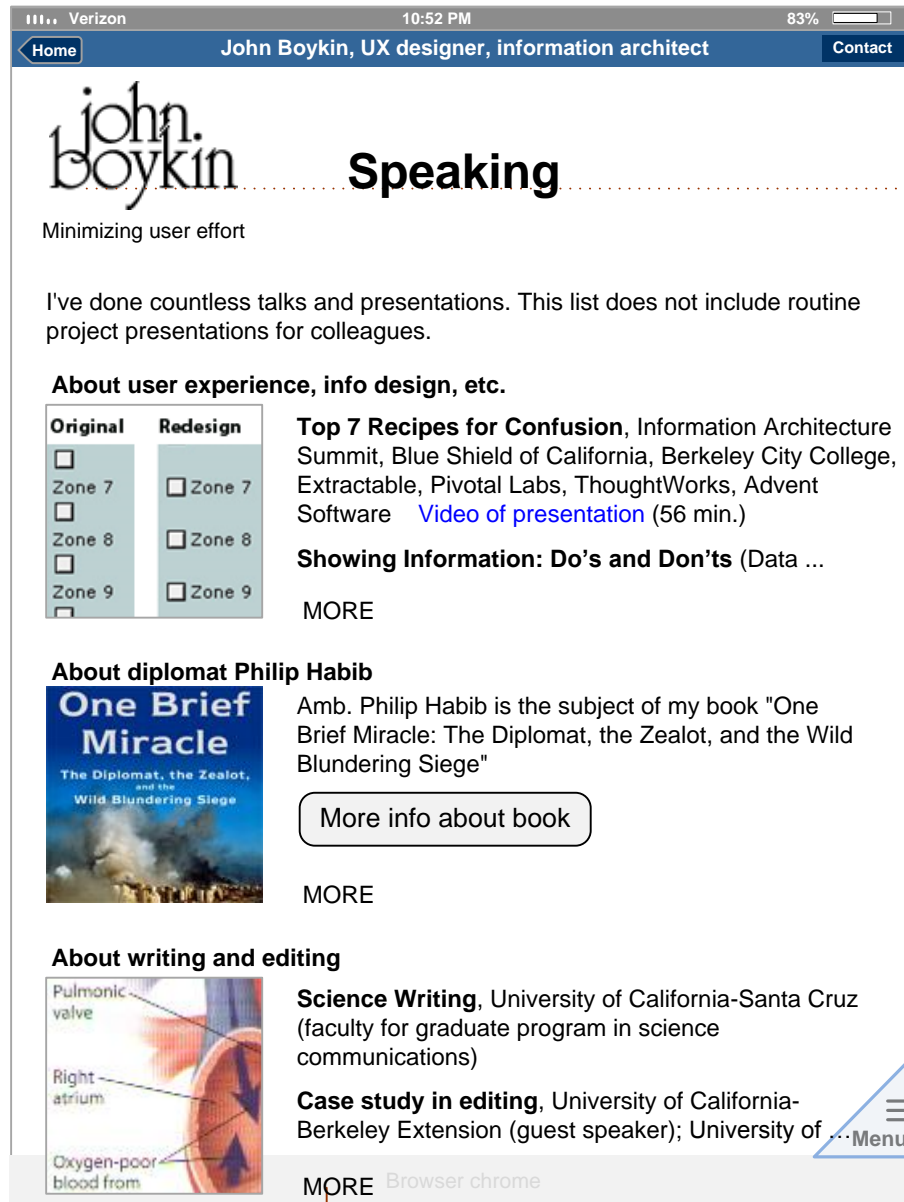
Load video from <http://www.wayfind.com/habibVideo.html>

Button loads www.OneBriefMiracle.com

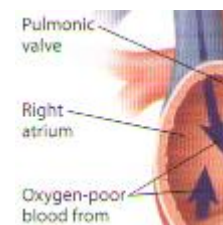
No individual speaking listing is tappable except for a blue link or button as shown here.

Load <http://pivotallabs.com/talks/96-top-seven-recipes-for-confusion>

iPad Mini
120 mm x 159.5 mm



About writing and editing



Science Writing, University of California-Santa Cruz (faculty for graduate program in science communications)

Case study in editing, University of California-Berkeley Extension (guest speaker); University of California-Santa Cruz (guest speaker for graduate program in science communications)

Interviewing: What Happens on an Editor's Desk; and Articles: How to Structure, San Jose writers conference

Professionalism and Ethics, Sacramento writers conference, San Jose writers conference

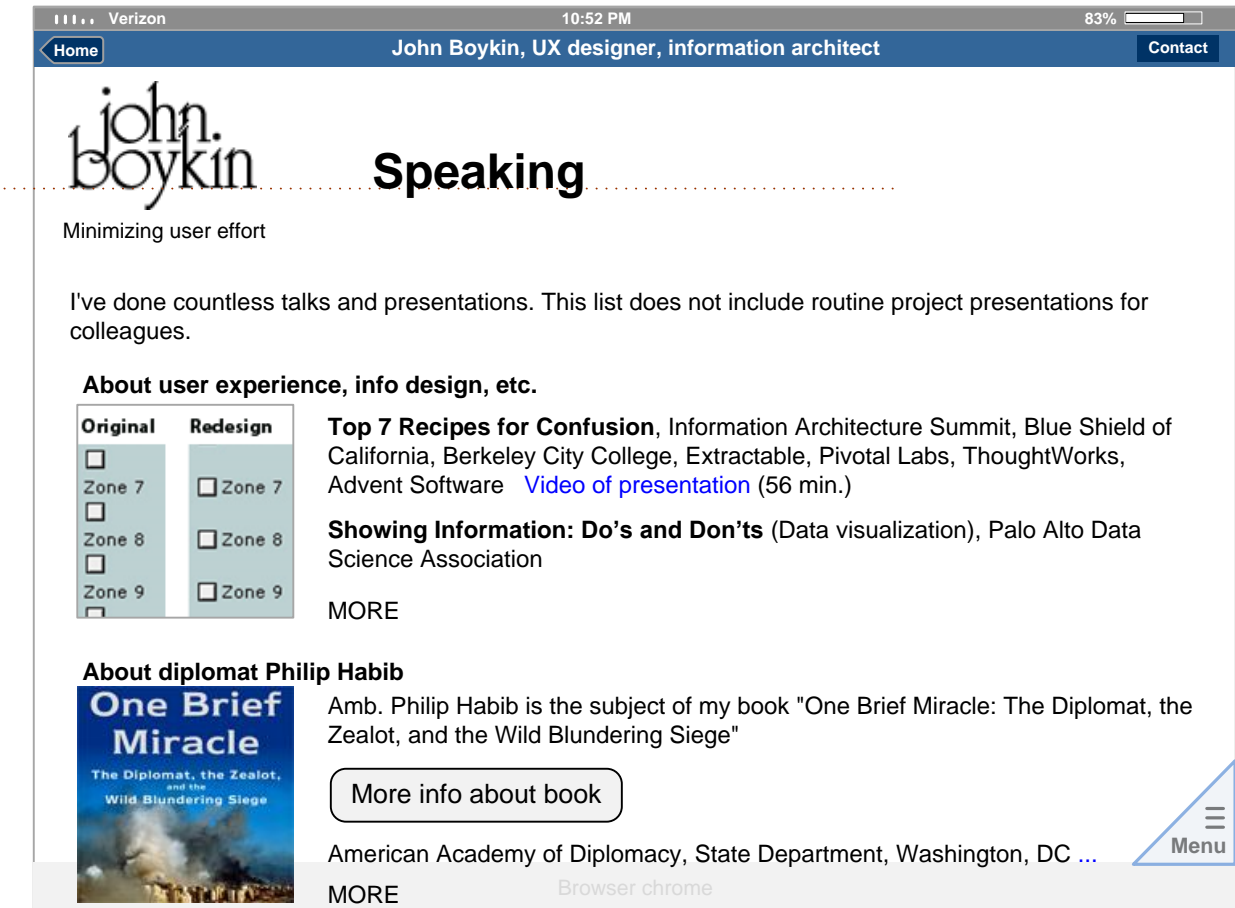
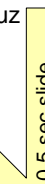
Clear writing, Stanford Publishing Course

Tools of the editing trade, Stanford Publishing Course

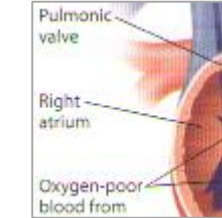
Note longer subhead.

Include enough content to equal the height of the graphic at left, but truncate with ellipses as needed to leave room for "MORE" link to always be flush bottom with the graphic.

Each expands in place as described on Writing page



About writing and editing



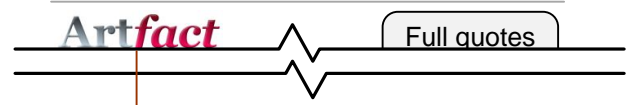
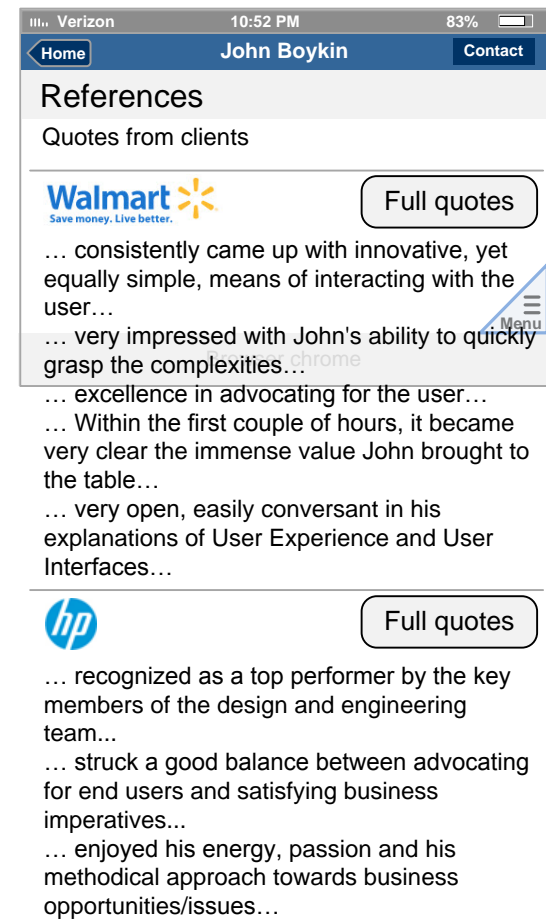
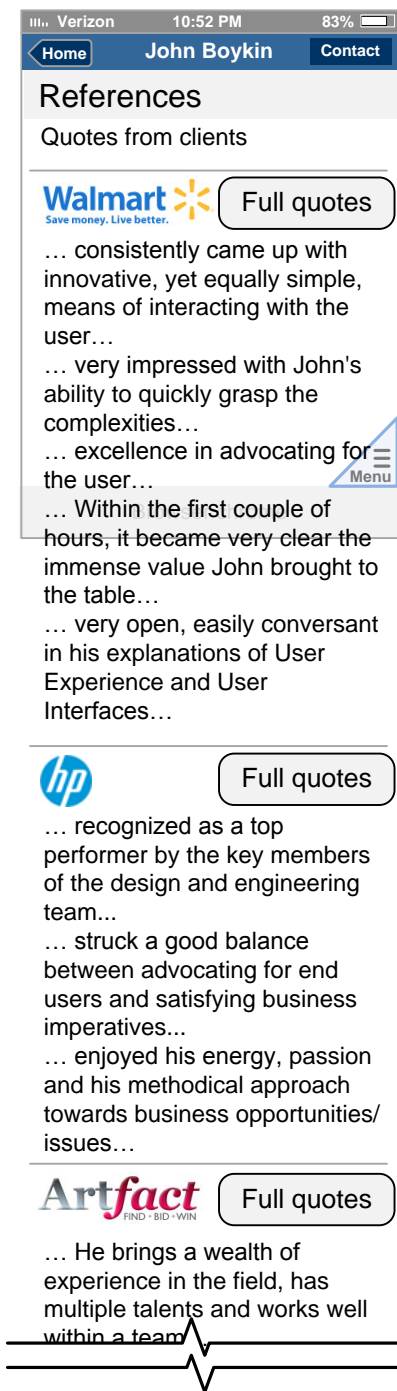
Science Writing, University of California-Santa Cruz (faculty for graduate program in science communications)

Case study in editing, University of California-Berkeley Extension (guest speaker); University of California-Berkeley Extension (guest speaker); University of California-Santa Cruz (guest speaker for graduate program ...

MORE

References (Quotes)

iPhone 4
50 mm x 70 mm

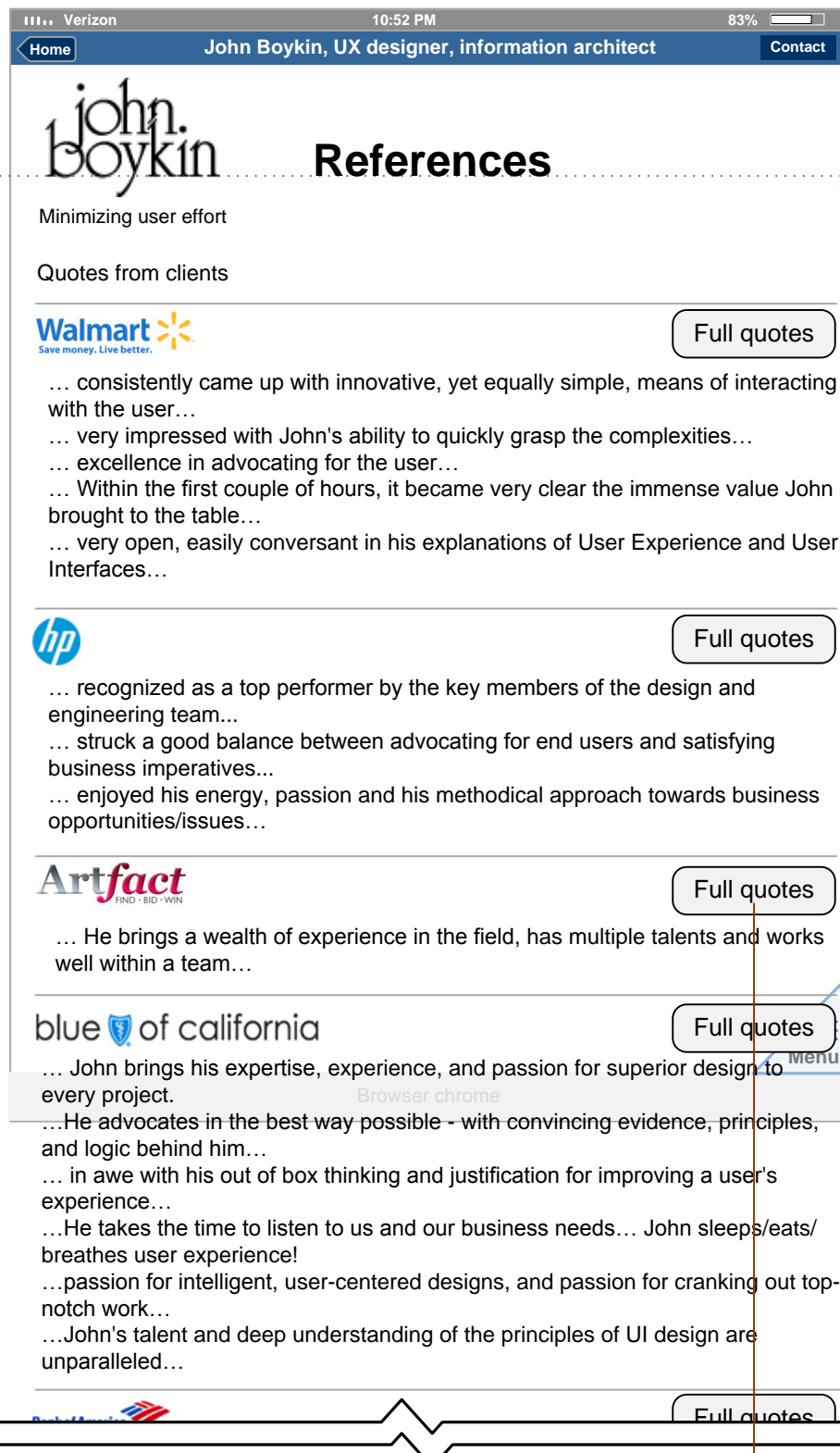


Sequence of clients is
Walmart
HP
Artifact/AuctionZip
Blue Shield
Bank of America
Agency.com
eForce
xFire
Professional Publications Inc.

This is different from the sequence
of clients on UX projects page.

Each logo is same height as button:
7mm.

iPad Mini
120 mm x 159.5 mm

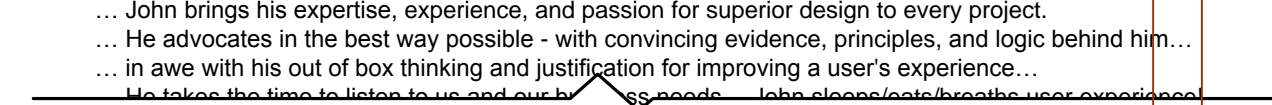
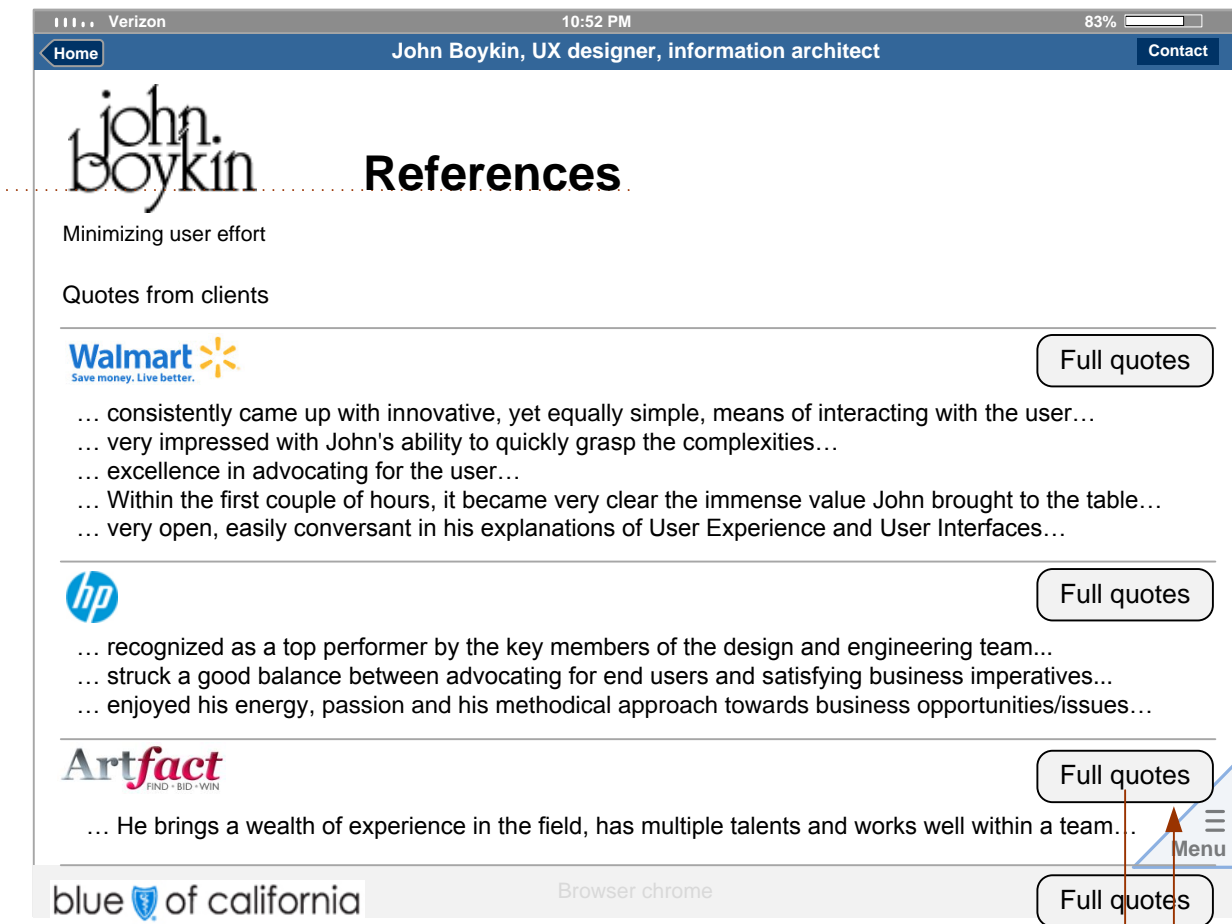


Tapping any "Full quotes" button or logo

- expands that client's excerpts to full quotes in 0.5 second slide.
- Pushes lower material down to make room
- Toggles wording "Full quotes" to "Excerpts"

Tapping that same button or logo again

- collapses that client's full quotes back to excerpts in 0.5 second slide
- Brings lower material back up
- Toggles wording "Excerpts" back to "Full quotes"



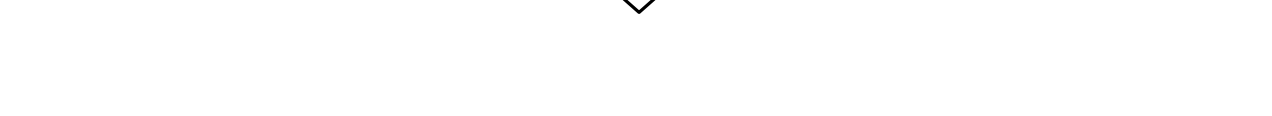
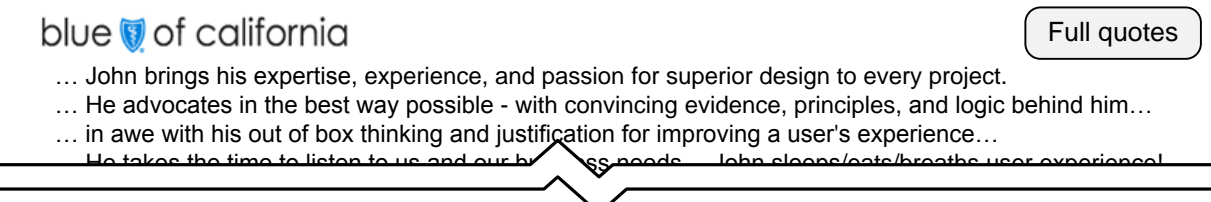
Excerpts

From Josh Hale, VP Product Management at Artifact

I hired John to get Artifact/Invaluable's UX discipline off the ground in the spring/summer of 2012, and he worked with the Artifact/AuctionZip/Invaluable team off and on from then through early 2013 as I built out a full-time staff.

John was a pleasure to work with and a trusted guide for us as we sought to better understand our users and build new product features on our sites. He proved flexible and capable in many different UX capacities, from user research to developing wireframes and interactive prototypes.

If you're looking to add John as a consultant, you won't be disappointed. He brings a wealth of experience in the field, has multiple talents and works well within a team. I enjoyed working with John and would hire him again in the future should we need help beyond our existing team. I'd be happy to speak in-depth on my experience with John should you want more details on his time with us.



Habib speech

iPhone 4
50 mm x 70 mm



By default, the video is represented by this still. Tapping the still replaces the still with the actual video (including video controls) and starts it playing.

Background notes

The audience consisted of current and retired diplomats and senior government officials, journalists, and leaders of congressional foreign relations committees. So many of them knew Philip Habib, the protagonist of the book.

C-SPAN covered the event not because of me, but because Colin Powell and Jim Lehrer were also receiving awards. Video clip is 6:32 long. C-SPAN got my name wrong.

[More info about book](#)

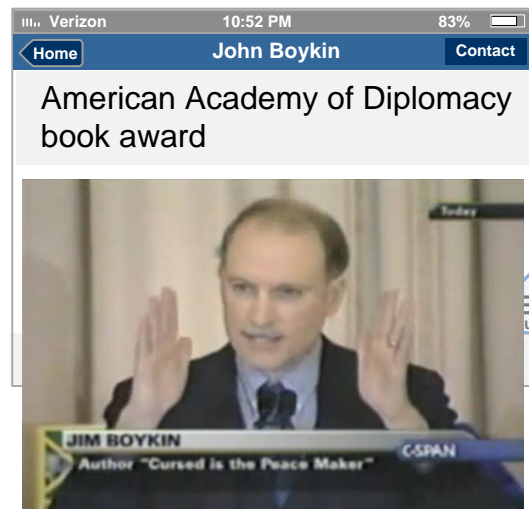
Transcript

How many of you knew or at least crossed paths with Philip Habib at some point? Fascinating character, wasn't he? You can see why I wanted to write a book about him.

Those of you who knew him may or may not know that he did not originally set out to be a diplomat. He set out to be a forester. He was a lousy forester, because he hated doing manual labor. The one exception was that he loved fighting fires. One time, when he was a student, he had to put out a lightning fire all by himself--at 10,000 feet, armed with nothing but an ax and a shovel. Good training for a diplomat.

A few years later, during his first assignment in the Foreign Service, he and his wife were

iPad Mini
120 mm x 159.5 mm



John Boykin's acceptance speech, for hardback edition of "One Brief Miracle" (then titled "Cursed is the Peacemaker") December 11, 2002, State Department, Washington, DC

Background notes

The audience consisted of current and retired diplomats and senior government officials, journalists, and leaders of congressional foreign relations committees. So many of them knew Philip Habib, the protagonist of the book.

C-SPAN covered the event not because of me, but because Colin Powell and Jim Lehrer were also receiving awards. Video clip is 6:32 long. C-SPAN got my name wrong.

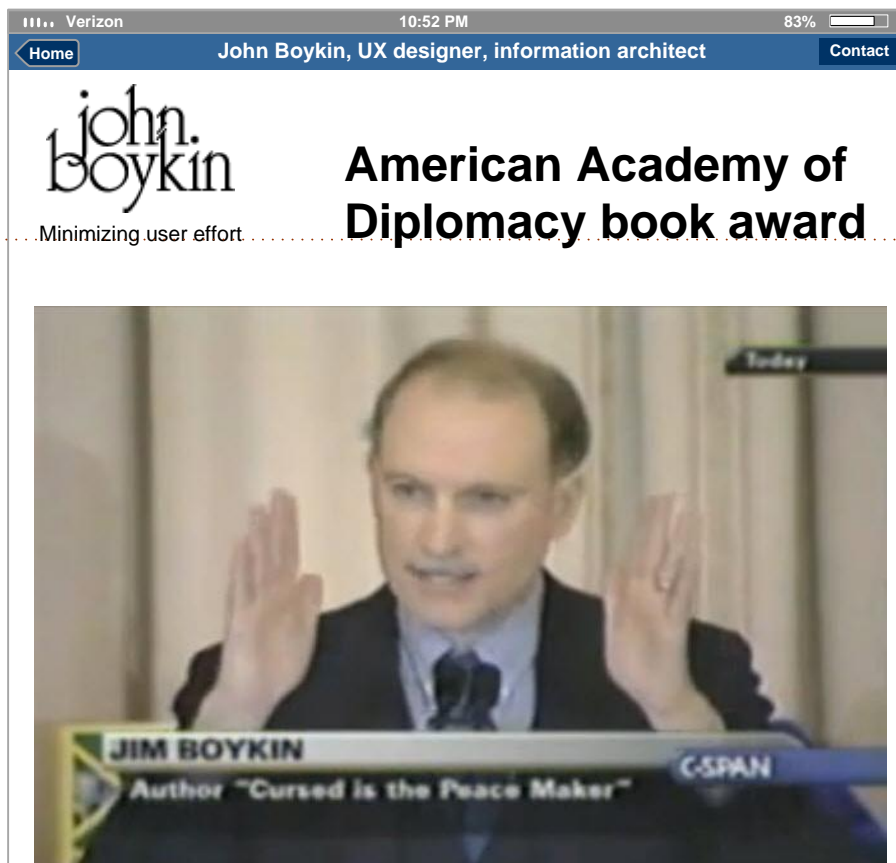
[More info about book](#)

Transcript

How many of you knew or at least crossed paths with Philip Habib at some point? Fascinating character, wasn't he? You can see why I wanted to write a book about him.

Those of you who knew him may or may not know that he did not originally set out to be a diplomat. He set out to be a forester. He was a lousy forester, because he hated doing manual labor. The one exception was that he loved fighting fires. One time, when he was a student, he had to put out a lightning fire all by himself--at 10,000 feet, armed with nothing but an ax and a shovel. Good training for a diplomat.

A few years later, during his first assignment in the Foreign Service, he and



John Boykin's acceptance speech, for hardback edition of "One Brief Miracle" (then titled "Cursed is the Peacemaker") December 11, 2002, State Department, Washington, DC

Background notes

The audience consisted of current and retired diplomats and senior government officials, journalists, and leaders of congressional foreign relations committees. So many of them knew Philip Habib, the protagonist of the book.

C-SPAN covered the event not because of me, but because Colin Powell and Jim Lehrer were also receiving awards. Video clip is 6:32 long. C-SPAN got my name wrong.

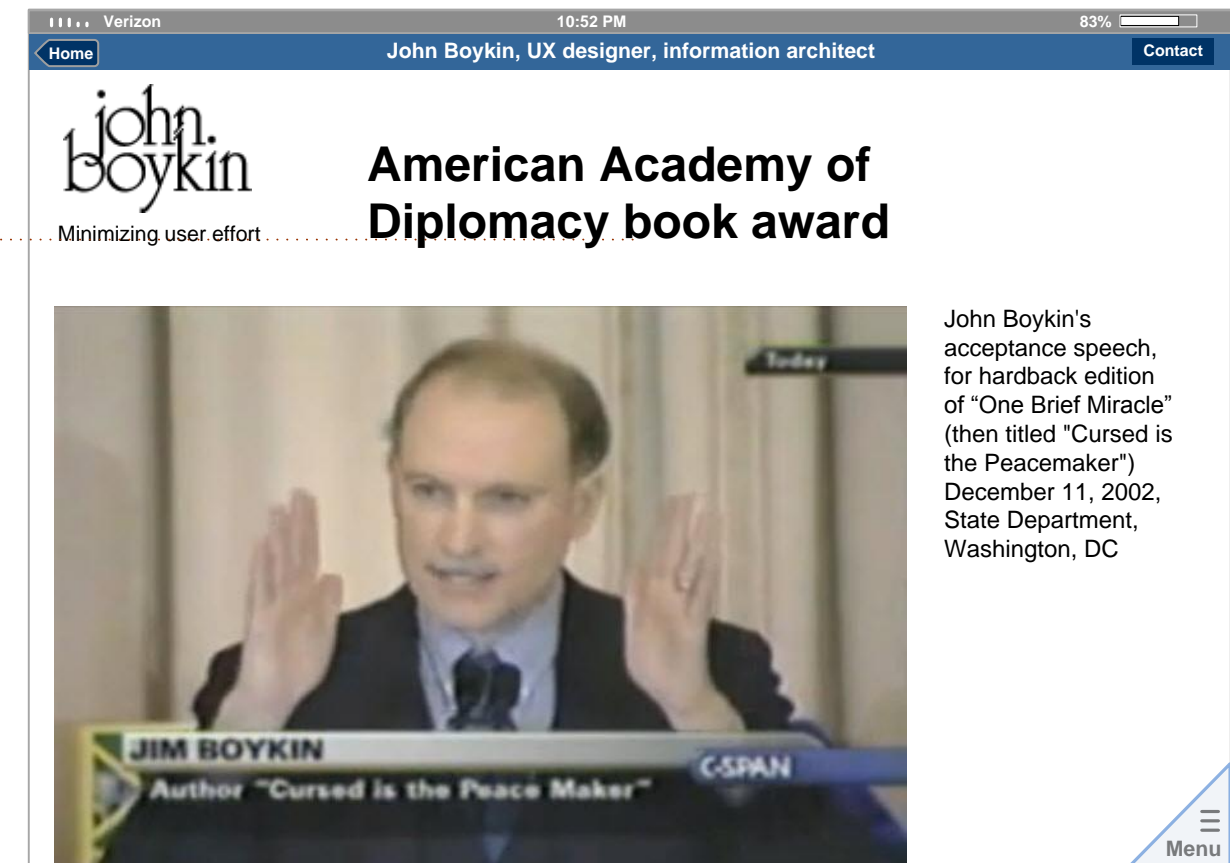
[More info about book](#)

Transcript

How many of you knew or at least crossed paths with Philip Habib at some point? Fascinating character, wasn't he? You can see why I wanted to write a book about him.

Those of you who knew him may or may not know that he did not originally set out to be a diplomat. He set out to be a forester. He was a lousy forester, because he hated doing manual labor. The one exception was that he loved fighting fires. One time, when he was a student, he had to put out a lightning fire all by himself--at 10,000 feet, armed with nothing but an ax and a shovel. Good training for a diplomat.

A few years later, during his first assignment in the Foreign Service, he and



John Boykin's acceptance speech, for hardback edition of "One Brief Miracle" (then titled "Cursed is the Peacemaker") December 11, 2002, State Department, Washington, DC

Background notes

The audience consisted of current and retired diplomats and senior government officials, journalists, and leaders of congressional foreign relations committees. So many of them knew Philip Habib, the protagonist of the book.

C-SPAN covered the event not because of me, but because Colin Powell and Jim Lehrer were also receiving awards. Video clip is 6:32 long. C-SPAN got my name wrong.

[More info about book](#)

Transcript

How many of you knew or at least crossed paths with Philip Habib at some point? Fascinating character, wasn't he? You can see why I wanted to write a book about him.

Those of you who knew him may or may not know that he did not originally set out to be a diplomat. He set out to be a forester. He was a lousy forester, because he hated doing manual labor. The one exception was that he loved fighting fires. One time, when he was a student, he had to put out a lightning fire all by himself--at 10,000 feet, armed with nothing but an ax and a shovel. Good training for a diplomat.

A few years later, during his first assignment in the Foreign Service, he and