ПрофсоUX

HYACINTHE, PRODUCT DESIGNER AT FACEBOOK

DESIGNING WITH DATA/AT THE GOLDEN AGE OF QUANT-QUAL SCIENCE

I'M OFTEN ASKED HOW IS IT TO
DESIGN AT FACEBOOK?

SCALE, COMPLEXITY AND HARD PROBLEMS

"Metrics can't reflect quality of a human experience"

"Metrics drive short-term thinking"

"Data focuses development on micro-optimizations"

COMMON DESIGN FEARS

"Metrics can't reflect quality of a human experience"

"Metrics drive short-term thinking"

"Data focuses development on micro-optimizations"

TO DESIGN FOR SCALE AND COMPLEXITY
DATA IS A NECESSITY

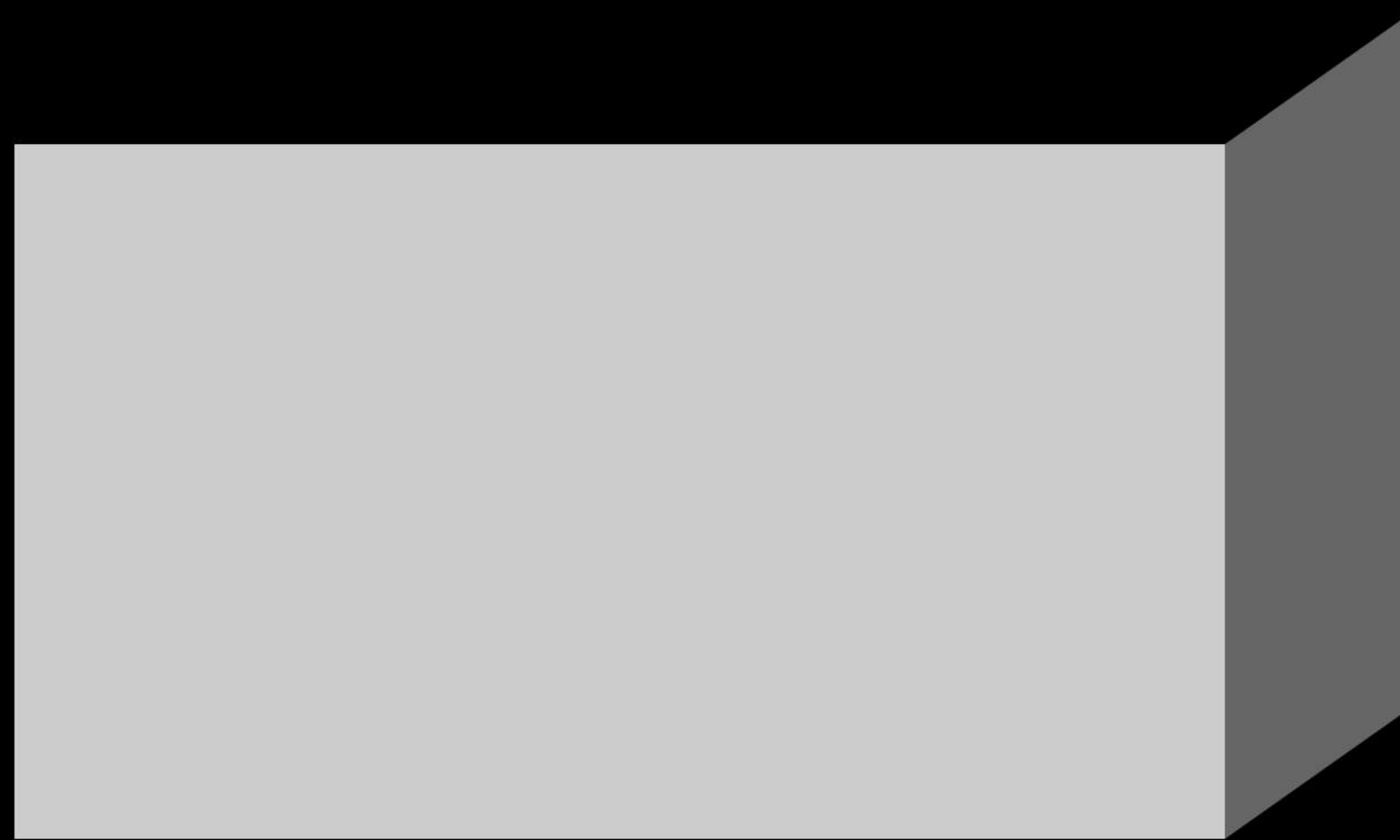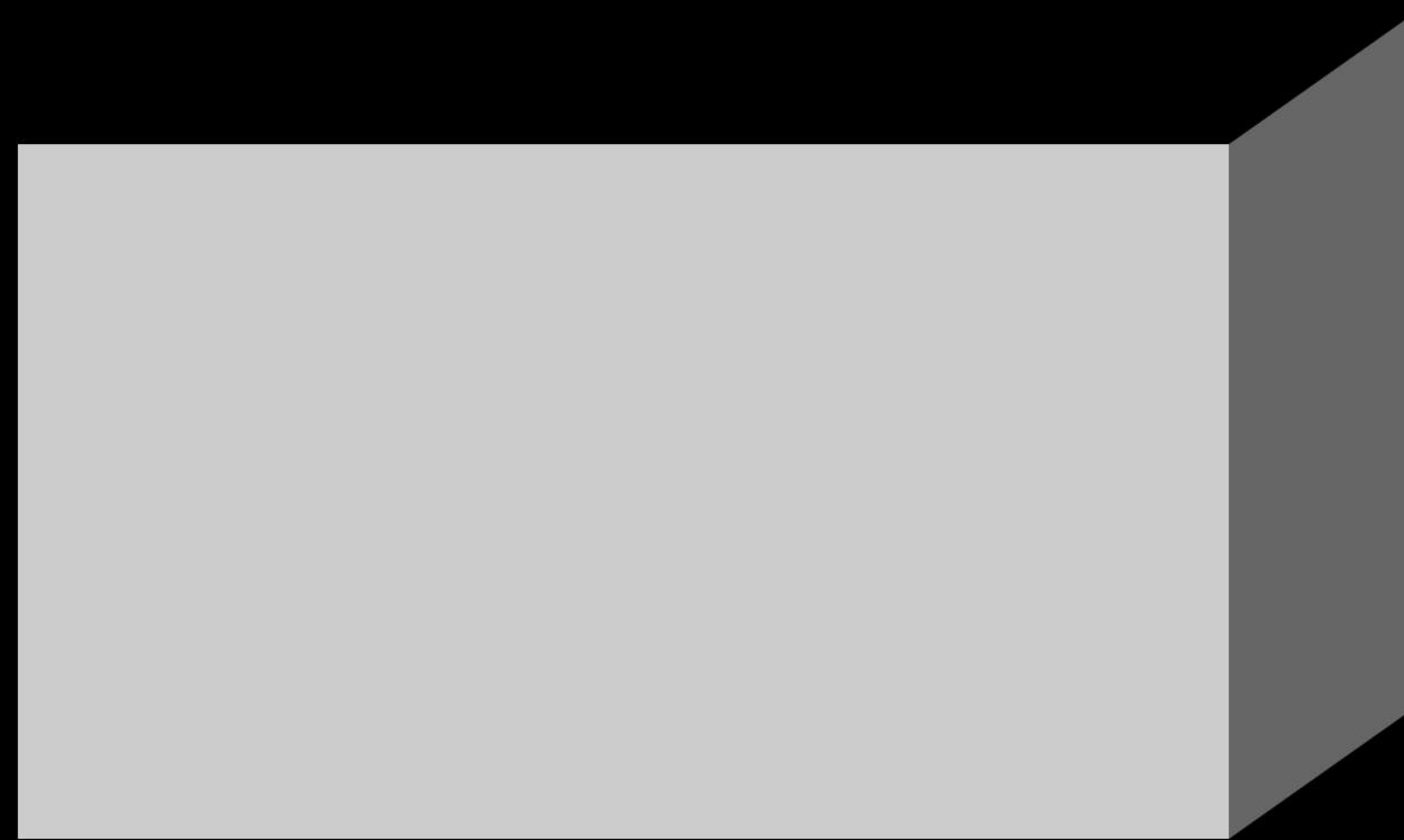There is no final state

Few to billions

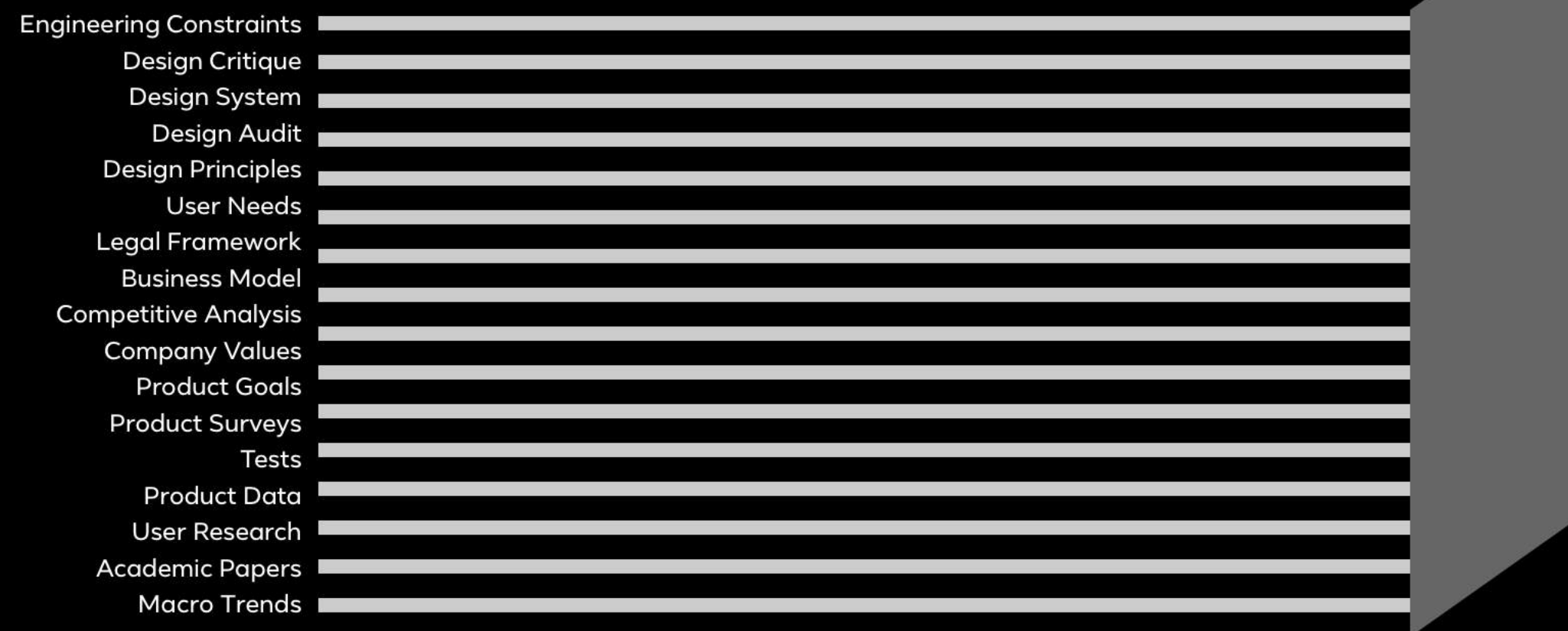Data, models, algorithms are the raw material

COMPUTATIONAL DESIGN

IMAGINE PRODUCT DESIGN AS A BOX

DESIGN EXECUTION IS THE FACETS, WHAT IS VISIBLE
PRODUCT THINKING, THE INSIDE

Engineering Constraints
Design Critique
Design System
Design Audit
Design Principles
User Needs
Legal Framework
Business Model
Competitive Analysis
Company Values
Product Goals
Product Surveys
Tests
Product Data
User Research
Academic Papers
Macro Trends

LET'S FILL THE BOX WITH DATA
WHAT TO HAVE INSIDE?

CRAFT  PROBLEM SOLVING  VISION

Engineering Constraints
Design Critique
Design System
Design Audit
Design Principles
User Needs
Legal Framework
Business Model
Competitive Analysis
Company Values
Product Goals
Product Surveys
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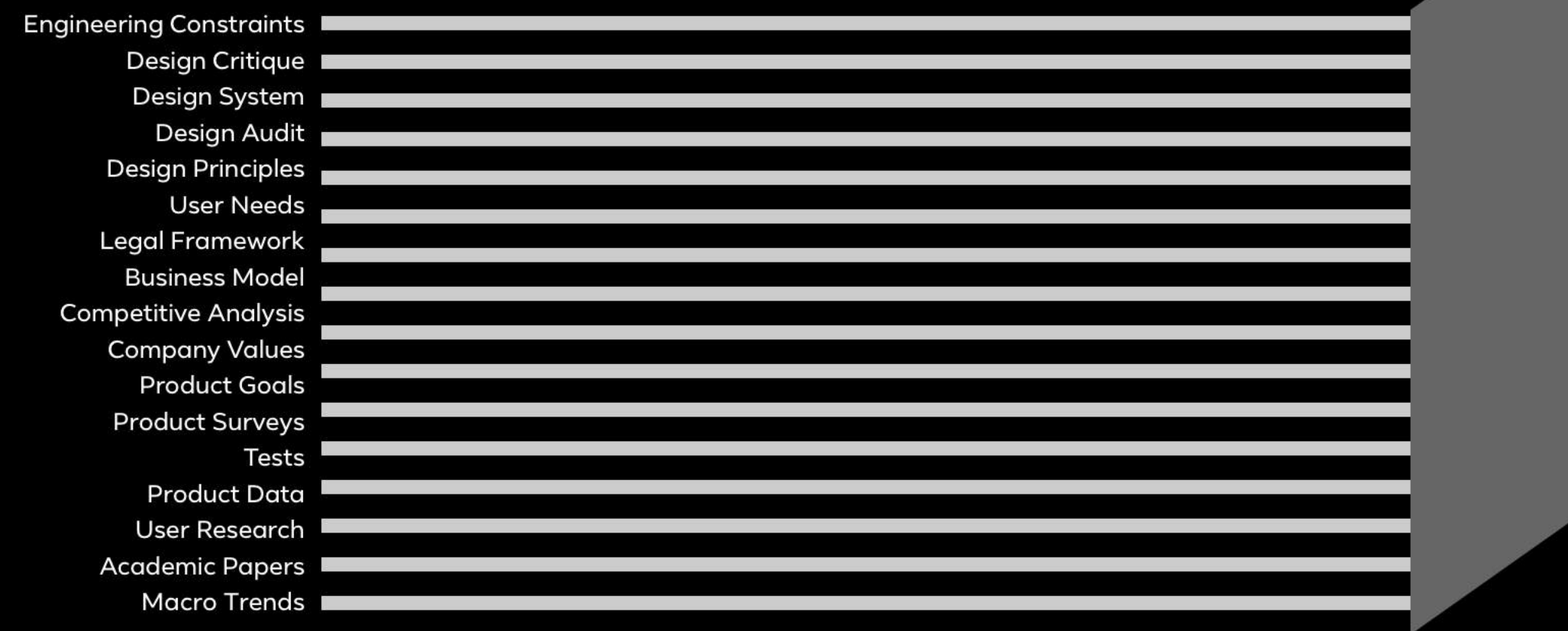
INCLUSION NOT EXCLUSION

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DON'T START WITH NUMBERS

"Goal of 1 billion people joining meaninful groups"

▲

"Bring the world closer together"

▲

Connecting the world

METRICS ARE THERE TO CHECK A VISION
(AND NOT THE CONTRARY)

"The best way to select metrics isn't to start with numbers, but rather to start with a plain-language statement about what a successful outcome would look like in human terms. In other words, how will people's lives be improved if your efforts are successful?"

JULIE ZHUO, VP OF PRODUCT DESIGN
AT FACEBOOK
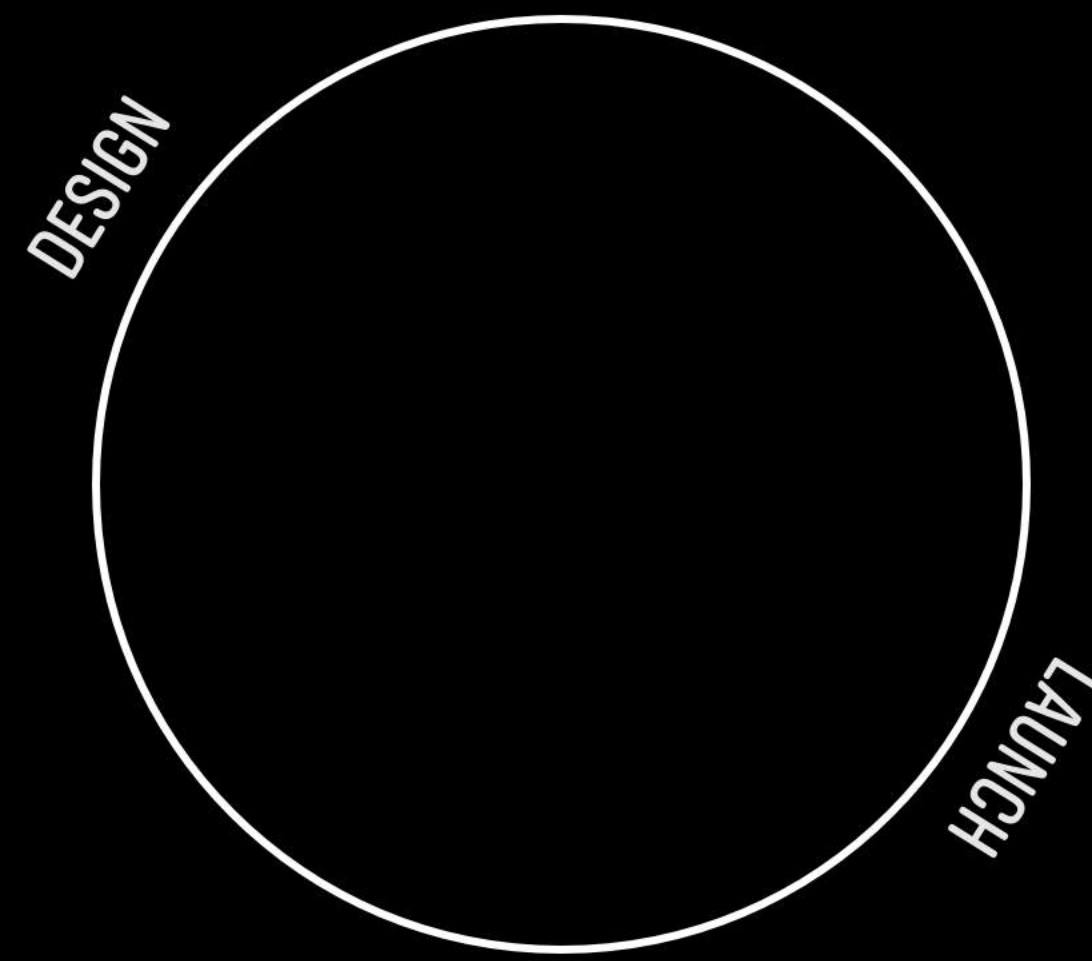
DESIGN

LAUNCH

DESIGN                    TEST                    RETEST                    LAUNCH

UGGLY VARIANTS

VANITY METRICS

LAUNDRY LIST

Analytical skills

Design beliefs > Quantifiable impact

Identify business value

UXR skills and PM talent

DESIGNER HYBRIDS
OR THE MATERIALIZATION OF DESIGN OPS

# What's on our mind?

Collection of articles, videos, and resources made by designers at Facebook.

## 3 Ways to Empower Your Design Team to Thrive

At Facebook, our employees are encouraged to bring their whole self to work. This allows individuals with unique skill sets to truly thrive in a diverse environment.

ARTICLE     PROCESS

## Facebook Research: Tips from the First Decade

We might be only 10 years old, but we've learned a few things.

ARTICLE     RESEARCH

## Hear, There, and Everywhere

Facebook Design in conversation with co-authors Fuchsia MacAree and Scott Boms on their book and the importance of listening

ARTICLE     PROCESS

## Examining the Real-World

## Designing a Better Career