

# MARIO RUIZ

DESIGN PORTFOLIO JULY 2008

# THE THREE HORIZONS

In my role as the UI Design Lead, I worked on three major initiatives developing the approach and building design assets leveraged by product teams company-wide. These initiatives covered a wide range of the HP product portfolio, including various customer segments.

## Establish the right brand interface design.

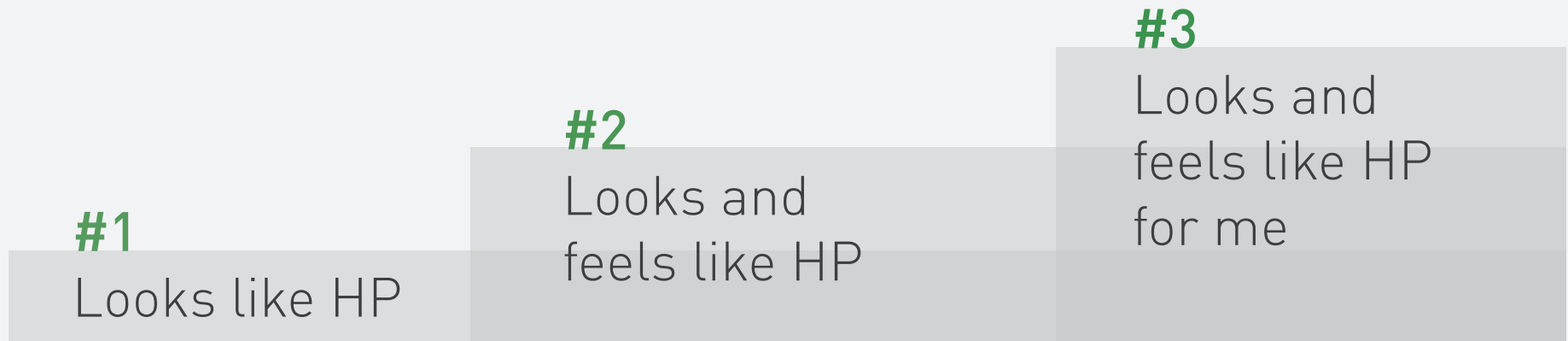
HP products look more like each other and they are cheaper to produce.

## Develop the right interaction design.

HP products have a common and recognizable “steering wheel” on hardware and software.

## Connect to the internet and provide a service.

Understand and define new offerings for customers in a connected world.



2004

2005

2006

2007

2008

# LOOKS AND FEELS LIKE HP Q CONTROL



As the software UI lead, Mario Ruiz worked with the hardware UI lead to develop common interaction models for a set of cameras and printers.

These products shared similar tasks and input modes, but were all designed in different ways with little collaboration between product teams.

The “Q control” was a scalable solution that addressed both hardware and software experiences together.

# LOOKS AND FEELS LIKE HP Q CONTROL

The process included rigorous analysis of tasks, prototyping, user testing and refining the end solution for implementation.

To enable a seamless integration into product roadmaps, designers representing each of the various products collaborated to design a family of solutions.

This marked the first time design teams from different parts of the company partnered and delivered a wholistic solution for hardware and software.



Watch the video HP Design created for the Consumer Electronics Show in '06 highlighting the Q control experience.



Audit of hardware UI (top left) and software UI (top right) highlighting inconsistency. (Below) prototypes to conduct user testing.



# LOOKS AND FEELS LIKE HP Q CONTROL



**HOT BUTTONS**

When Lucente started at HP in 2003, he had an outside firm do an audit of the company's products. It turned up enough navigation controls, including those shown below, to fill a 4-foot-by-8-foot poster. Now the Q Control, at right, is becoming the universal "steering wheel" for all the company's hardware.

Photographs: Courtesy of HP

FastCompany, Masters of Design, Issue 119, October 2007



Product device controls

Digital camera UI

Conceptual model

