

QuarkXPress 8 UI Evolution

UI Roadmap Review 7.25.2006



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QuarkXPress is undertaking its first user interface overhaul in many years

- XPress 8's biggest bet will be a new user experience
 - Visual refresh
 - Interaction overhaul
 - Increased customer efficiency and satisfaction
- XPress 8 must deliver on “The New Face of Quark”

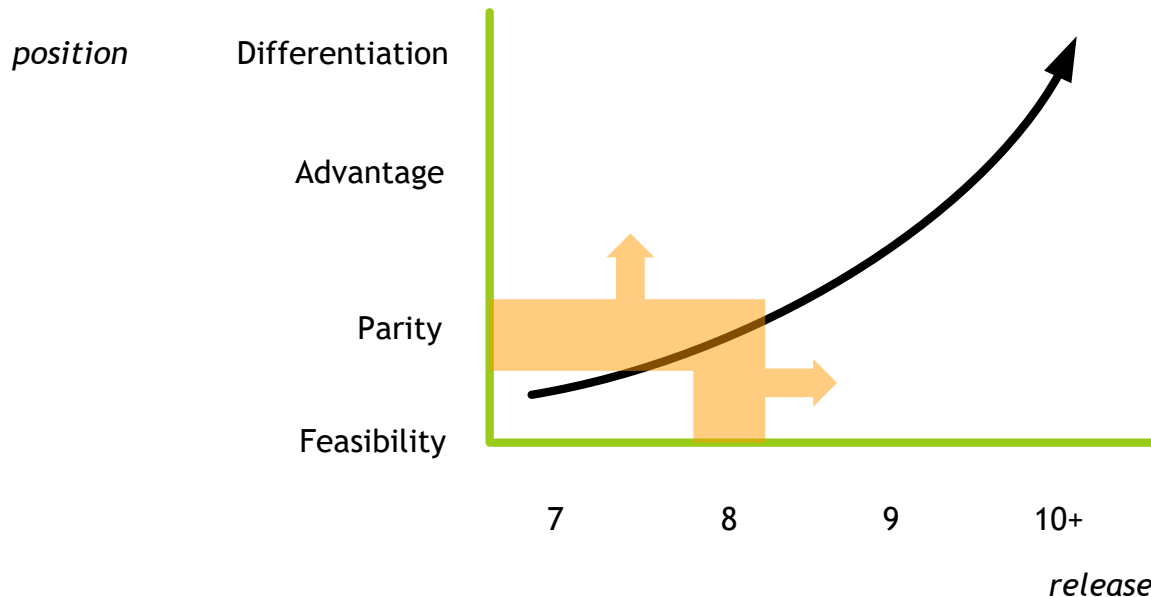
“QuarkXPress 8 must be a compelling product that give customers strong reasons to upgrade or convert from competing products.”

To achieve this end...

The QuarkXPress 8.0 user experience will enable our customers and their clients be more successful* with their creative communications.

***successful:** Creative, Efficient, Effective, Precise, Engaged, Empowered

Positioning



“The goal for QuarkXPress 8.0 is to achieve user experience parity across the board and allow of discoverability of features where QuarkXPress has market advantage...”

“For existing and new QuarkXPress users who want a modern, easy-to-use page layout application, the overall improvement in the user experience is a key feature of version 8.0 that will improve customer satisfaction and the overall perception of Quark as a company that is both innovative and responsive to its users.”

- The UI Group delivers value by defining and designing user interfaces articulated by this proposition
- The UI Group also brings a product design & research point of view to the table

Target Markets



Target market segments for QuarkXPress 8.0 include:

Designers

- Power
- Flexibility

Printers

- Efficiency
- Accuracy

Publishing workers

- Reliability
- Scalability

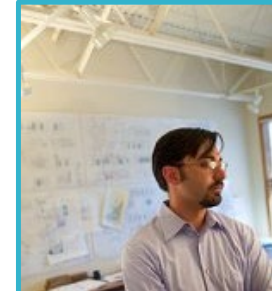
Information workers

- Ease of use
- Compatibility



Cynthia - Art Director

Cynthia is a lead Art Director for Arland & Schacter Associates, a graphic design firm in Atlanta.



Ben - Layout Artist

Ben has been an employee of Journal of the Bicycle, a monthly periodical published for cycling enthusiasts, for five years.



Michael - Pre-press Lead

Michael is the department lead for press-press and flight-checking at Williams Brothers Printing in Chicago.



Juan - MarComm Lead

Juan is a lead in the Marketing & Communication department of Southwind Trading Partners.

Modern aesthetic

- A look and feel that meets user expectations and is compatible with other applications...

Improved UI relationships with other applications

- Controls and interaction modes that provide anticipated affordances and allow for seamless relationships to other design applications...

Dominant workspace environment

- A user interface which out the emphasis on the project and layout

Tool & palette & workspace integration

- Tying commands, controls and displays into a holistic work environment...

Surfacing features & application resources

- Making manipulation of items and access to key design tasks easier and more apparent...

Increased customizability

- Putting the power to manage the application experience into the hands of the user...

Visual Refresh

- UI features focuses on providing a new look and feel
 - Application layout
 - Colors
 - Icons
 - Presentment of features

Tools Re-factoring

- Provides a concise and effective set of application tools
 - Targets creative professionals
 - Increase efficiency

Direct Manipulation

- UI features for the overhaul in the way users interact with items
 - Allows users to quickly and easily compose page layouts
 - Supports user expected behaviors

Item Resource Management

- Focuses on the implementation of better user interfaces for resource management
 - Colors
 - Styles
 - Other item attributes.

UI Feature Costing By Architecture



Must Haves

Customizable Key Commands	1 - must have	2 - medium	2 - Core XPress	4	3 - Some Relevance	Authoring Environment	8	Core + XTs	Print Layout
Workspace Visual Refresh	1 - must have	2 - medium	2 - Core XPress	3	0 - Irrelevant	UI	8	Core + XTs	UI
Drag & Drop Enhancements	1 - must have	2 - medium	1 - Single engineer	1	0 - Irrelevant	UI	8	Single XT	UI
Icon Overhaul	1 - must have	1 - low	1 - Single engineer	1	0 - Irrelevant	UI	8	Core Only	UI
Toolbar Enhancements	1 - must have	1 - low	1 - Single engineer	1	0 - Irrelevant	UI	8	Core Only	UI
Bounding box changes	1 - must have	2 - medium	2 - Core XPress	2	0 - Irrelevant	UI	8	Core Only	UI
Item manipulation enhancements	1 - must have	2 - medium	2 - Core XPress	3	0 - Irrelevant	UI	8	Core Only	UI
Color Palette Enhancements	1 - must have	2 - medium	1 - Single engineer	1	0 - Irrelevant	UI	8	Single XT	UI
Menu placements and enhancements	1 - must have	1 - low	1 - Single engineer	1	0 - Irrelevant	UI	8	Core Only	UI
Page Layout Enhancements	1 - must have	2 - medium	2 - Core XPress	2	0 - Irrelevant	UI	8	Core Only	UI
Job Jacket UI Enhancements (Report, Ticket Centric, in-layout)	1 - must have	2 - medium	2 - Complex XTension	3	3 - Some Relevance	UI	8	Single XT	UI
Context Menus Enhancements	1 - must have	1 - low	1 - Single engineer	1	0 - Irrelevant	UI	8	Core Only	UI
Shared Content UI Enhancements	1 - must have	1 - low	1 - Single engineer	1	0 - Irrelevant	UI	8	Core Only	UI
Palettes UI Enhancements	1 - must have	3 - high	2 - Core XPress	3	0 - Irrelevant	UI	8	Core + XTs	UI
Measurements Palette - Toaster	1 - must have	1 - low	1 - Single engineer	1	0 - Irrelevant	UI	8	Core Only	UI

UI Features Costing By Architecture



Should & Nice to Haves

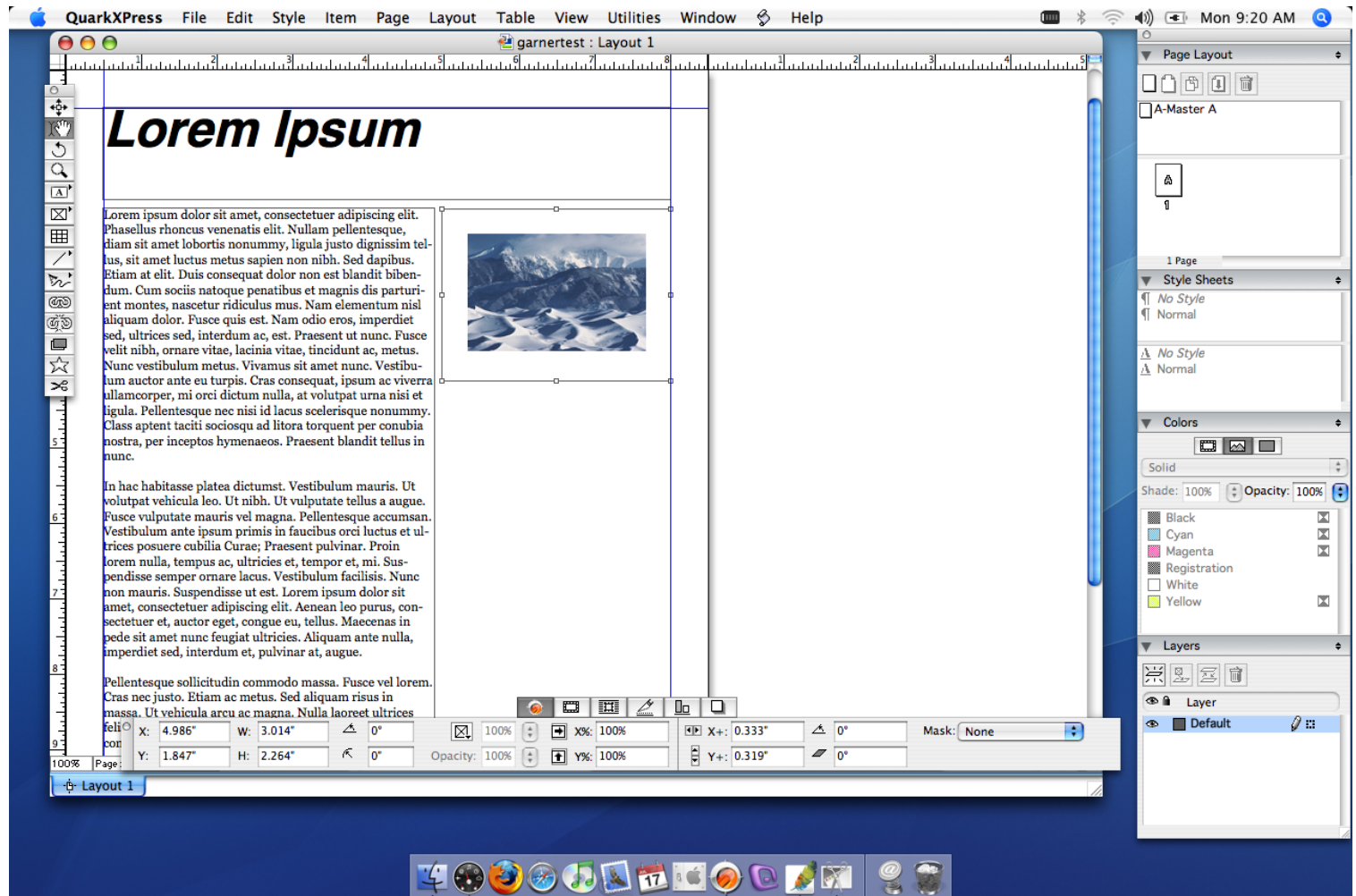
Cleanup Error & Alert dialogs	2 - should have	1 - low	2 - Core XPress	3	0 - Irrelevant	UI	8	Core + XTs	UI
Integrate ALAP enhancements for guides, grids, and rulers	2 - should have	1 - low	1 - Single engineer	1	2 - Little Relevance	UI	8	Core + XTs	UI
Visual Indicator Refresh	2 - should have	2 - medium	1 - Single engineer	1	2 - Little Relevance	UI	8	Core + XTs	UI
Custom Box Tool Creation	2 - should have	2 - medium	1 - Single engineer	1	3 - Some Relevance	UI	8	Core Only	UI
Measurements Palette - Tool settings	2 - should have	2 - medium	1 - Single engineer	1	0 - Irrelevant	UI	8	Core Only	UI
Text Linking	2 - should have	2 - medium	2 - Core XPress	2	0 - Irrelevant	UI	8	Core Only	UI
Local color attribute	2 - should have	3 - high	2 - Core XPress	2	3 - Some Relevance	UI	8	Core + XTs	UI
Color Eyedropper picker	2 - should have	2 - medium	1 - Single engineer	2	0 - Irrelevant	UI	8	Core + XTs	UI
Style Sheets Enhancements	2 - should have	2 - medium	2 - Core XPress	2	0 - Irrelevant	UI	8	Core Only	UI
Composition Zones UI Enhancements	2 - should have	1 - low	1 - Single engineer	1	0 - Irrelevant	UI	8	Single XT	UI
Help (clean access, more contextual)	3 - nice to have	2 - medium	2 - Core XPress	1	0 - Irrelevant	UI	8	Core + XTs	UI
Start Screen	3 - nice to have	2 - medium	1 - Single engineer	1	0 - Irrelevant	UI	8	Core Only	UI
Templates for advanced layouts	3 - nice to have	1 - low	1 - Single engineer	1	0 - Irrelevant	UI	8	Core Only	UI
Blend Enhancements	3 - nice to have	3 - high	1 - XTension	4	2 - Little Relevance	UI	8	Core + XTs	UI
Lists UI Enhancements	3 - nice to have	1 - low	1 - Single engineer	1	0 - Irrelevant	UI	8	Core Only	UI
Preferences UI Enhancements	3 - nice to have	1 - low	1 - Single engineer	1	0 - Irrelevant	UI	8	Core Only	UI

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Visual Refresh



QuarkXPress 7.0



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Lorem Ipsum

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Pellentesque sollicitudin commodo massa. Fusce vel lorem. Cras nec justo. Etiam ac metus. Sed aliquam risus in massa. Ut vehicula arcu ac magna. Nulla laoreet ultrices

X: 4.986" W: 3.014" H: 2.264" Y: 1.847"

100% Opacity: 100%

X%: 100% Y%: 100%

X+: 0.333" Y+: 0.319"

Mask: None

Page Layout

1 Page

Style Sheets

No Style
Normal

Colors

Solid

Shade: 100% Opacity: 100%

Black
Cyan
Magenta
Registration
White
Yellow

Layers

Layer

Default

Visual Refresh



QuarkXPress 8 “Atlas”

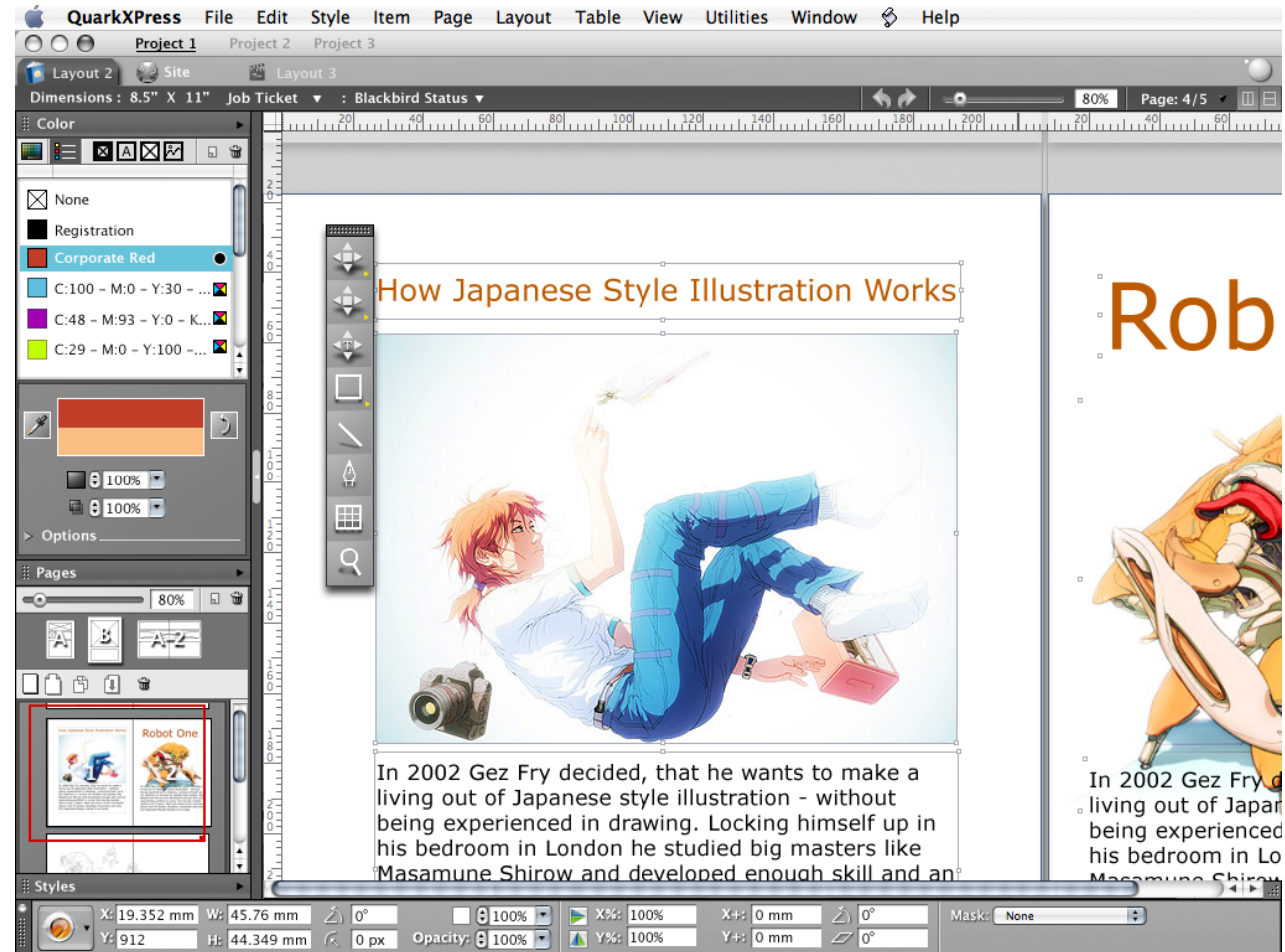
Dominant workspace

Snap&Glue palettes

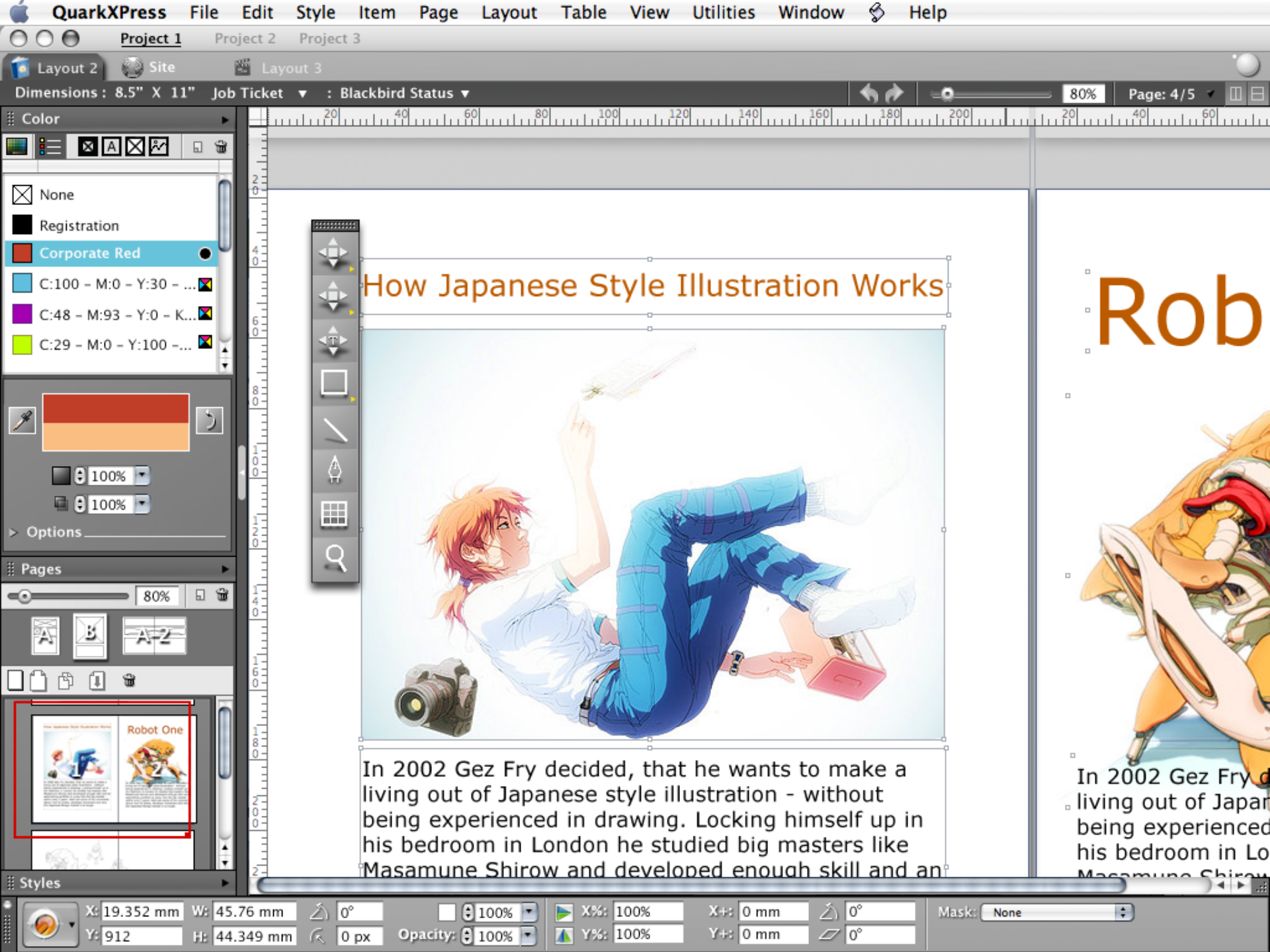
Rich visual look

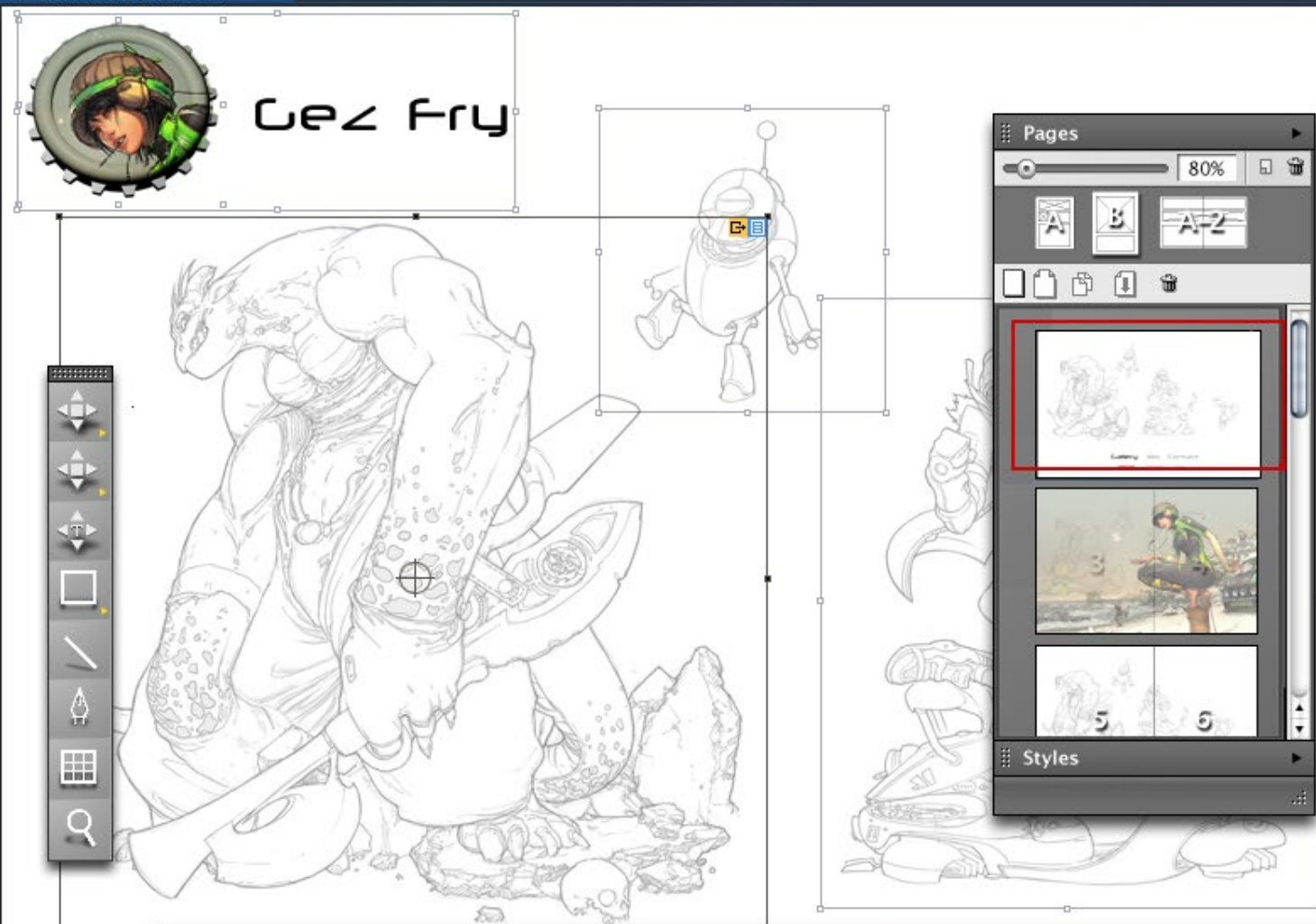
New icons

New interactions



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Pages

80%

A B A-2

1 2 3 4 5 6

Styles

Color

None
Registration
Corporate Red
C:100 - M:0 - Y:30 - ...
C:48 - M:93 - Y:0 - K...
C:29 - M:0 - Y:100 - ...
White

100%
100%

Options



X: 19.352 mm W: 45.76 mm 0° 100% X%: 100% X+: 0 mm 0°
Y: 912 H: 44.349 mm 0 px Opacity: 100% Y%: 100% Y+: 0 mm 0°
Mask: None

Gallery Bio Contact

Layout 2 Site

Dimensions: 8.5" X 11" Job T

Color

None

Registration

Corporate Red

C:100 - M:0 - Y:30 - ...

C:48 - M:93 - Y:0 - K...

C:29 - M:0 - Y:100 - ...

Options

Pages

80%

Robot One

Styles

Import Picture

Enable: All Readable Documents

tifs

search

Network

Macintosh HD

Desktop

User 1

Applications

Documents

Movies

Music

Pictures

UI

BookSample

listsTOC_...ents.pdf

listsTOC_pdf.log

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toc.ai

TOC.qxp

toc2.ai

menuEdit.tif

TOC_Final.tif

toc_palette.tif

toc.tif

tocListsPalettes.tif

tocPreview.tif

tocTabs.tif

Color Depth: -

Dimensions: -

Resolution: -

Type: -

File Size: -

Date: -

☒ Preview

☒ Maintain Picture Attributes

OPI PDF Import Insert Chart

☒ Use OPI

New Folder

Cancel

Open

80% Page: 4/5

Rob

In 2002 Gez Fry d

living out of Japan

being experienced

his bedroom in Lo

Masamune Shiro

Color

None

Registration

Corporate Red

C:100 - M:0 - Y:30 - ...

C:48 - M:93 - Y:0 - K...

C:29 - M:0 - Y:100 - ...

Options

Pages

80%

Robot One

Styles

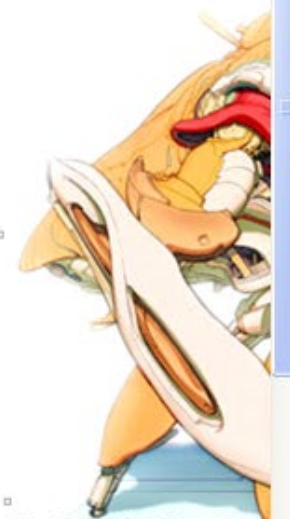
Tools palette with icons for selection, text, image, and other drawing tools.

How Japanese Style Illustration Works



In 2002 Gez Fry decided, that he wants to make a living out of Japanese style illustration - without being experienced in drawing. Locking himself up in his bedroom in London he studied big masters like Masamune Shirow and developed enough skill and an

Rob



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Custom User Interface

- Quark-branded UI where we own the controls
- Core XPress user experiences
 - Project, document, page spaces
 - Palettes & toolbars

OS Derived User Interface

- No fighting the OS's
- Dialogs & Message Boxes
 - MacOSX will be NIBs with OS derived controls
 - Windows will be “WinForms” with OS derived controls
 - Support for Classic, XP & Vista inherited from VS '05
 - Porting of OwnerDraw controls on a case by case basis

Other General UI Enhancements

- Menu Refactoring (Main & Context)
- Icon Refresh
- Palette & Dialog Cleanup
- Toolbar and Tools Presentation
- Visual Indicators Refresh
- Page Space Refresh

Visual Refresh



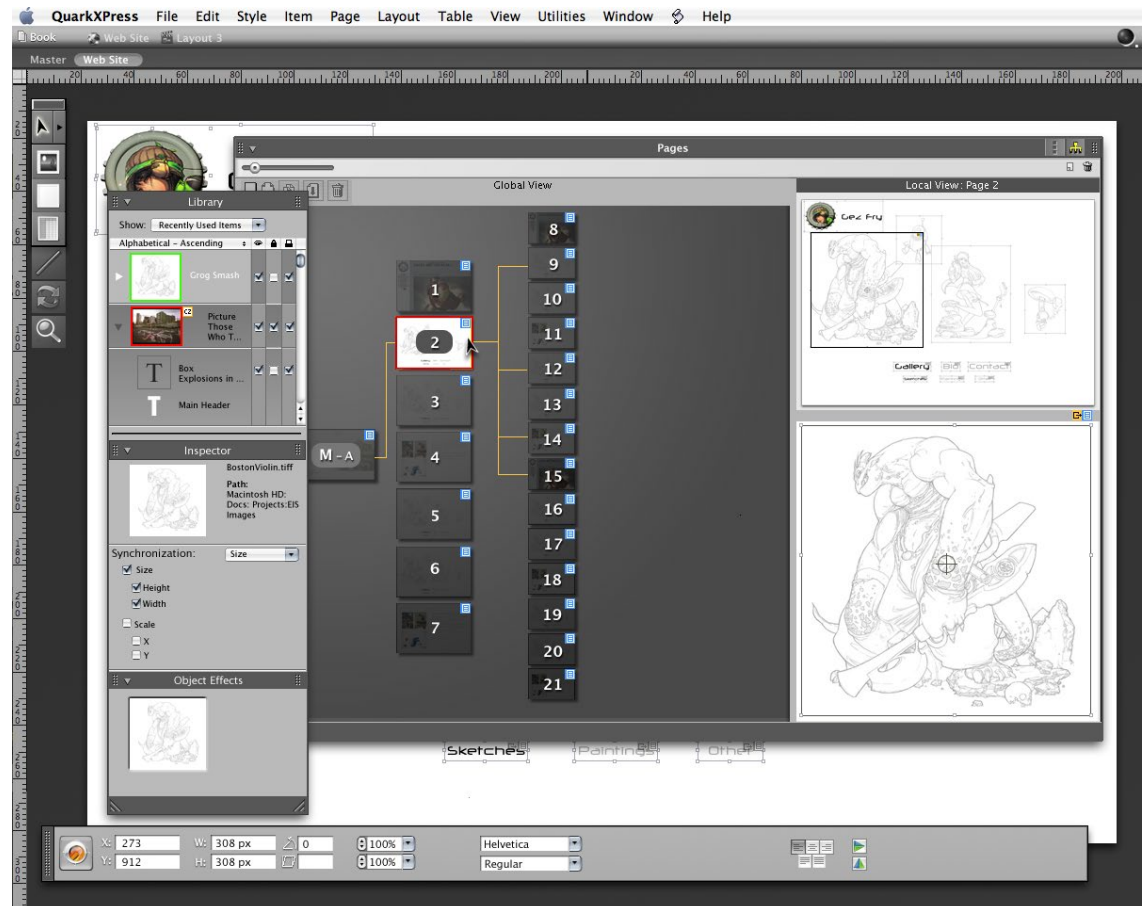
Looking ahead to QXP9 “Onyx”

Extending Atlas foundation

Migrating users to rich UI

Integrating new features

Living in OSX+1 & Vista world



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Pages

Global View

Local View: Page 2

Library

Show: Recently Used Items

Alphabetical - Ascending

Grog Smash

Picture Those Who T...

Box Explosions in ...

Main Header

Inspector



BostonViolin.tiff

Path: Macintosh HD: Docs: Projects:EIS Images

Synchronization: Size

☒ Size
 ☒ Height
 ☒ Width
 ☐ Scale
 ☐ X
 ☐ Y

Object Effects



M - A

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GPZ Fru





Gallery Bid Contact



Sketches

Paintings

Other



X: 273 W: 308 px 0 100% 100%

Helvetica Regular



Visual Refresh



Beyond QuarkXPress 9 “Obsidian”

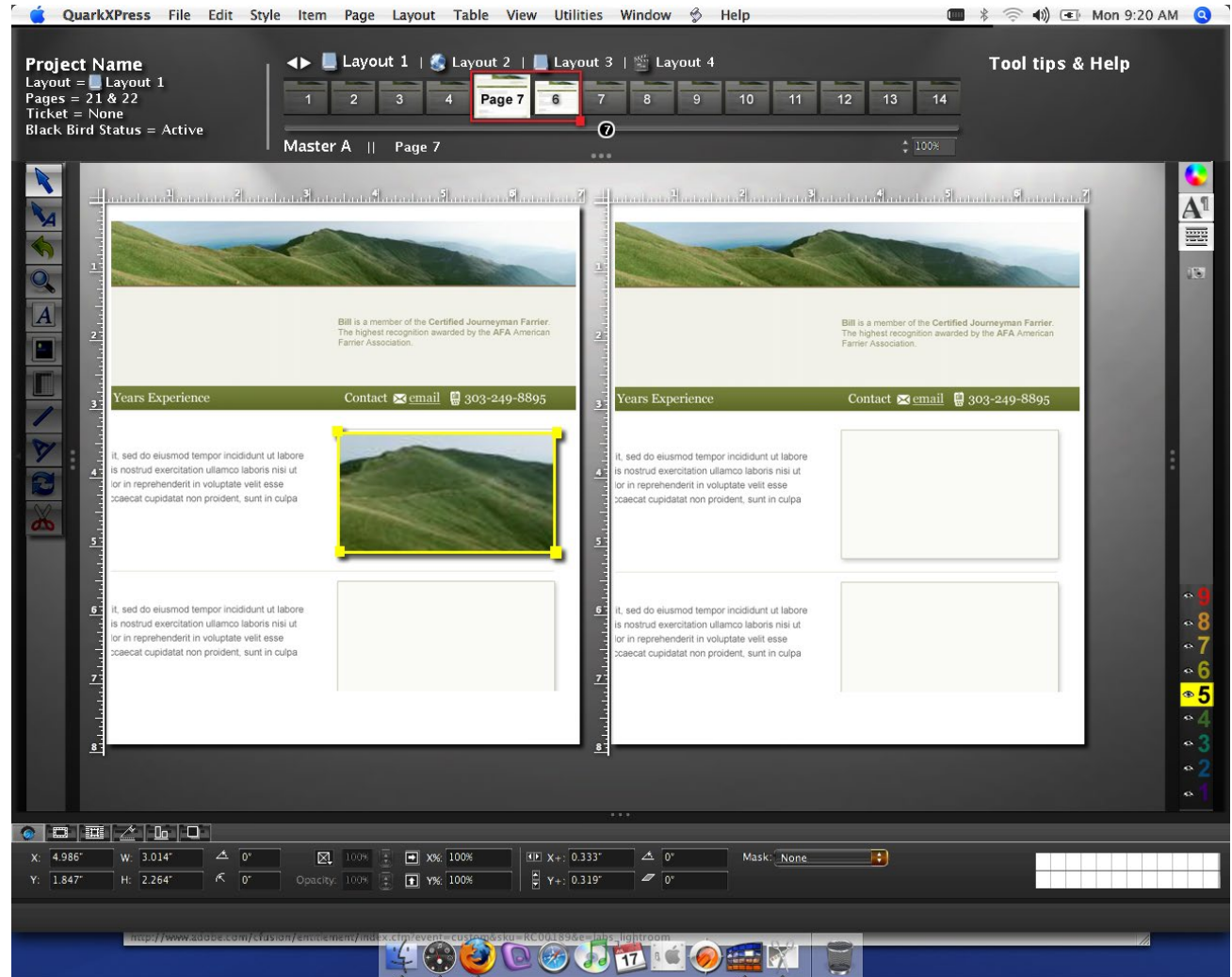
Immersive workspace

Seamless commands

Rich visual look

New icons

New interactions



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Project Name
Layout = Layout 1
Pages = 21 & 22
Ticket = None
Black Bird Status = Active

Layout 1 | Layout 2 | Layout 3 | Layout 4

1 2 3 4 **Page 7** 6 7 8 9 10 11 12 13 14

Master A || Page 7

100%

Tool tips & Help

Bill is a member of the Certified Journeyman Farrier.
The highest recognition awarded by the AFA American Farrier Association.

Years Experience Contact [email](#) 303-249-8895

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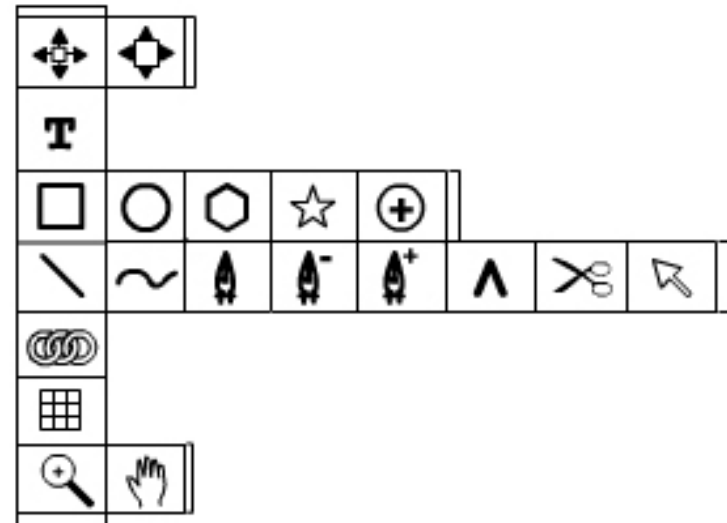
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Y: 1.847" H: 2.264" 0° Opacity: 100% Y%: 100% Y+: 0.319" 0°

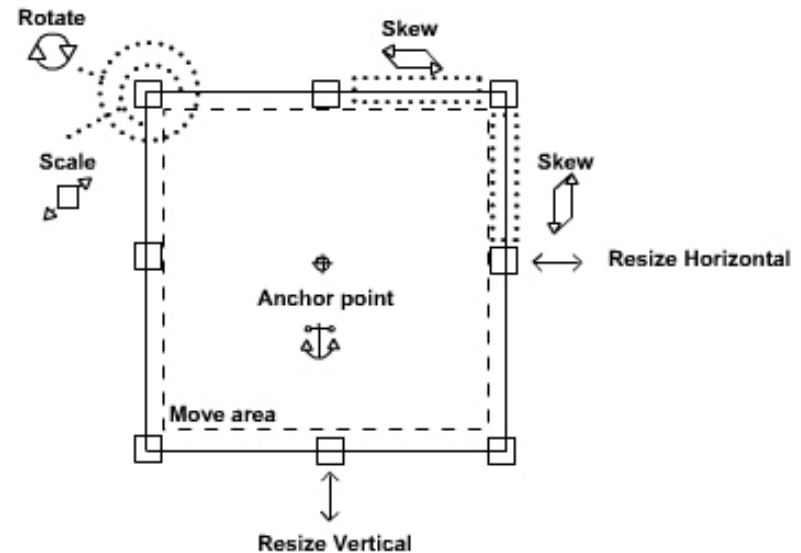
Optimizing tool interaction

- Reducing the number of return trips to toolbar
- Combining similar actions/modes
- More contextually sensitivity
- Meet user expectations of tool behaviors



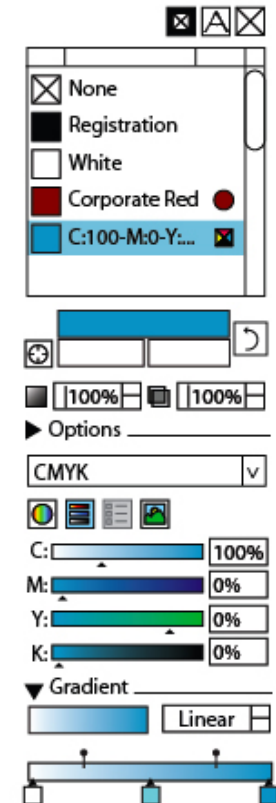
Making items easier to manipulate

- Change geometry of an item directly
- Visual layout of items
- Eliminate the need for specific input
- Meet user expectations of how items can be manipulated
- Better drag and drop support



Color & Shared Content

- Palette color picker
- Eye dropper tool
- Non-modal interaction
- Create & update styles locally
- Visual previews



Supporting EA & PM Scope



East Asia

- Scope to finalized
- UI Strawman for Mojikumi & Layout Grid

PM Feature Requests

- Scope to be finalized
- No UI Strawman started

文字組み空き量設定

名称: 文字組み設定1 [保存] [新規...]

段落字下げ: 1文字

文字クラス: 始め括弧類 [] 単位: % 段落先頭始め括弧類: 半角

行中の位置

項目	設定
行頭	0 - 25 - 50
行末	0 - 25 - 50
行中	0 - 25 - 50

サンプル ({ [' " < 《 『 『 [(

行頭 「きれいな日本語組版」

行中 きれいな「日本語」組版

☐ プレビュー

▼ 詳細設定

	最小	最適	最大	優先度
→ [	0	50	100	なし
→ [	0	50	100	なし
→ [	0	50	100	なし
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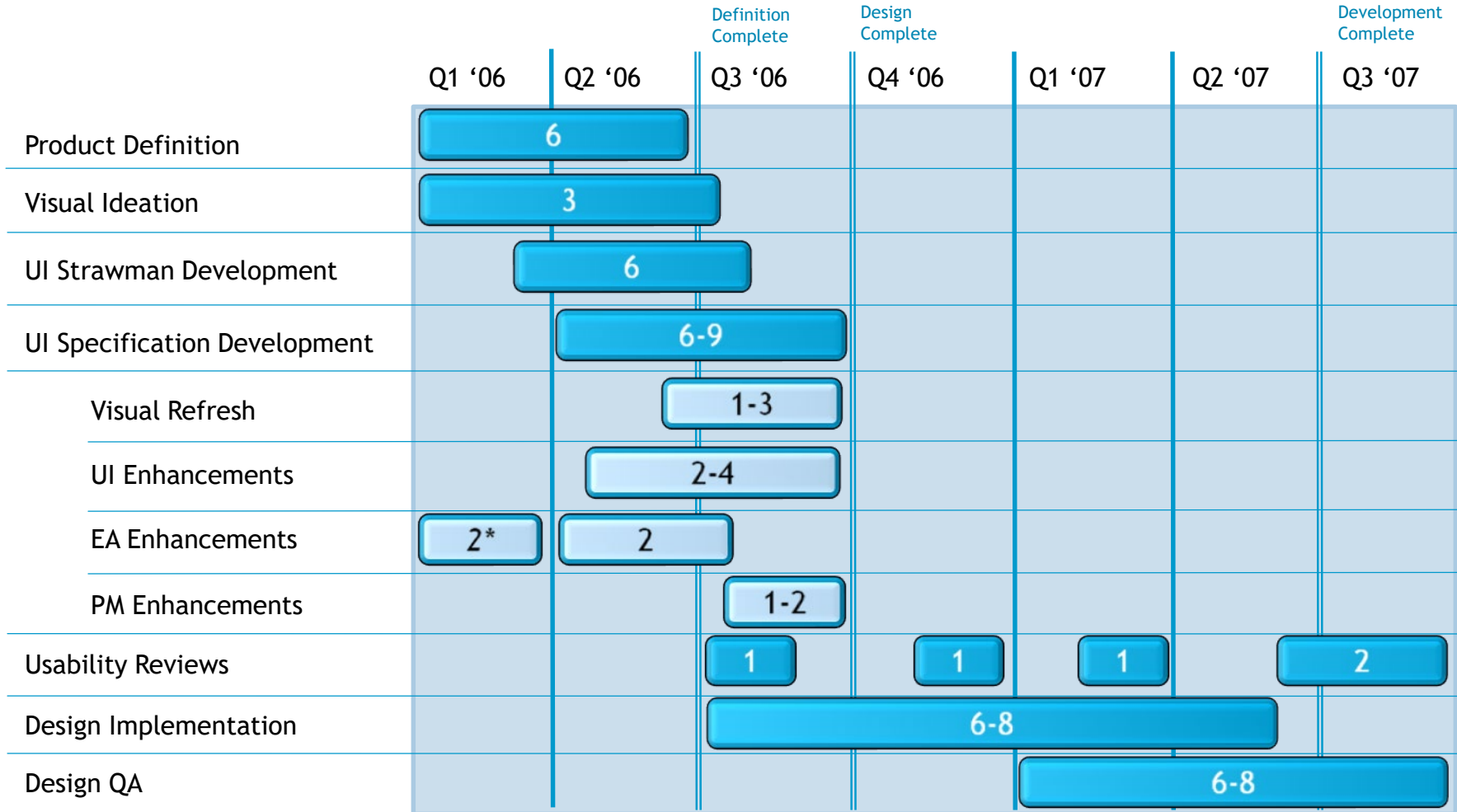
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[復帰] [キャンセル] [OK]

QuarkXPress 8 UI Activities

Duration:

No. Resources



*7.1 EA Scope Push

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Product Staffing

- **QuarkXPress 7.x**
 - Paul 40%
 - Dan 30%
 - Shivanii 20%
- **QuarkXPress 8 Core**
 - Dave 100%
 - John 100%
 - Dan 70%* (35% EA, 35% QXP8)
 - Shivanii 80%* (EA scope only)
 - Mike 75%
 - Jordan 70%
 - Paul 40%
- **QuarkXPress Copy Desk**
 - Paul 20%
- **QuarkXPress Taurus**
 - Jordan 30%
- **Blackbird**
 - Mike 25%

Support Staffing

- Department Management
 - Gail 80%
- Usability (all products)
 - Gail 20%
 - New Hire 100%

QuarkXPress 8 will be the primary focus for the UI Denver team

This means other UI work for other products may have to be idled or reallocated.

Schedule Proposal



Duration:

No. Engineers

Feature Complete

<i>Arch Feature By Iteration</i>	Iteration 1	Iteration 2	Iteration 3	Iterations 4+
Workspace Visual Refresh		3		
Drag & Drop	1			
Icons Overhaul			1	
Toolbar Enhancements	1			
Bounding Box Changes	2			
Item Manipulation	3			
Color Palette Enhancements		1		
Menu Enhancements		1		
Page Layout Enhancements	2			
Job Jackets Enhancements		3		
Context Menu Enhancements			1	
Shared Content UI		1		
Palettes UI	3			
Measurements Palette UI	1			
Engineer Request:	13	9	2	0

Cross Team

Possible resource issues

- Product Management
 - PM feature requested scope
 - EA and 7.x pushed scope
 - PM SRS support for UI features
- R&D
 - Costing & estimates
 - Resource availability
- Q&A
 - Document acceptance

Cross Product

Limited or no resources for other products

- Taurus
 - Timeline synchronization
 - Resource contention
 - UI wave snapping
- Blackbird
 - Resource contention
- Copy Desk
 - Process synchronization
 - UI wave snapping
- Enterprise
 - Resource contention

Feature Fallbacks

- Features designed with Good, Better, Best approach
- Two levels of possible fallbacks explored
- Fallbacks on the feature and feature group level explored
- UI Strawman for key features frontloaded
- Go/No Go benchmarks being established

Outsourcing Opportunities

- Features for possible contractor or vendor support identified
- Possible procurement opportunities identified

Visual Refresh

- Consensus on a final visual direction (7/25)
- Extension to all layout spaces and platforms (8/15)
- Styleguide (UIS) development (through 10/15)
- Styleguide deployment & compliance (through RTM)

Tools, Direct Manipulation & Resource Management

- Final costing (7/18)
- UI Strawman complete (8/1)
- UI Specification complete (through 10/15)
- Collaboration on SRS with PM (through 10/15)
- UI support of R&D and QA (through RTM)

Usability Testing

- Focus on evaluation of critical UI changes
- Target elimination of UI design defects in new interaction
- Ad hoc, low cost, high impact techniques
- ADA or Sec. 503 compliance?

Branding

- Integrate any new branding for QXP8 as required
- Branding for QXP8 to be determined

Questions?



Prepared by User Interface Group

Prepared for PM, R&D, QA and Management

Version 6.0