CAKE
Interaction Guidelines

v. 0.1

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Overview

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Objective

Creating an innovative digital platform that extends Varian's offering by allowing customers to share knowledge, communicate and collaborate with each other.

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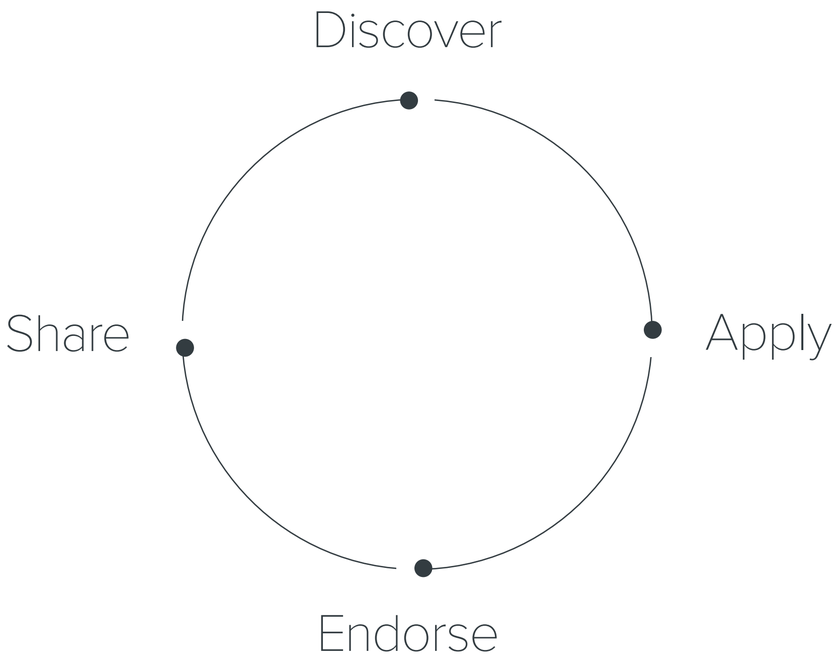
Knowledge Continuum

How knowledge is aquired and sustained



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Brand/Experience Attributes

Altruistic

Varian is a partner for life. Varian and it's community of customers is compassionate about the treatment of cancer and the sharing of related knowledge.

Trustworthy

Varian is an established and respected player in the treatment of cancer. The products are reliable and inspire confidence in customers.

Enriching

The Varian product offering is advanced and requires expertise and deep knowledge for operation. Varian's strives to augment and complement the customers existing knowledge base.

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Brand/Experience Attributes

Progressive

Varian aims to provide the best cancer management experience through technical innovation and leading edge practices.

Best-in-Class

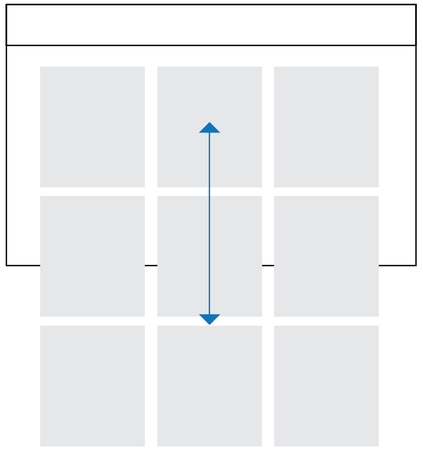
Varian is the worlds leading manufacturer of medical devices and software to treat cancer.

Human

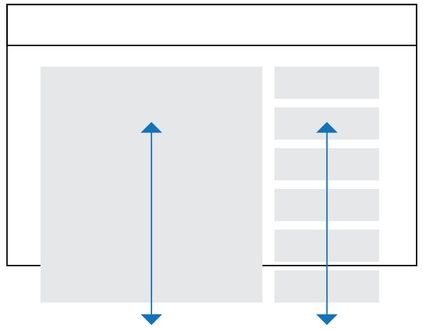
Varian’s mission is to focus energy on saving lives.The products and services play a solemn and pivotal role in customers lives.

Experience Map

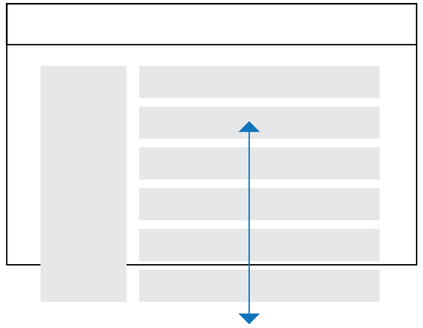
Browse & Discover
Search • Apps • Bookmarks



Detail Views
Knowledge Article • Discussions • Events • App Detail



Profile Views
User Profiles • Group Profiles



Profile
Messages
Settings

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Navigation

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GLOBAL NAVIGATION

01 MENU

02 SEARCH

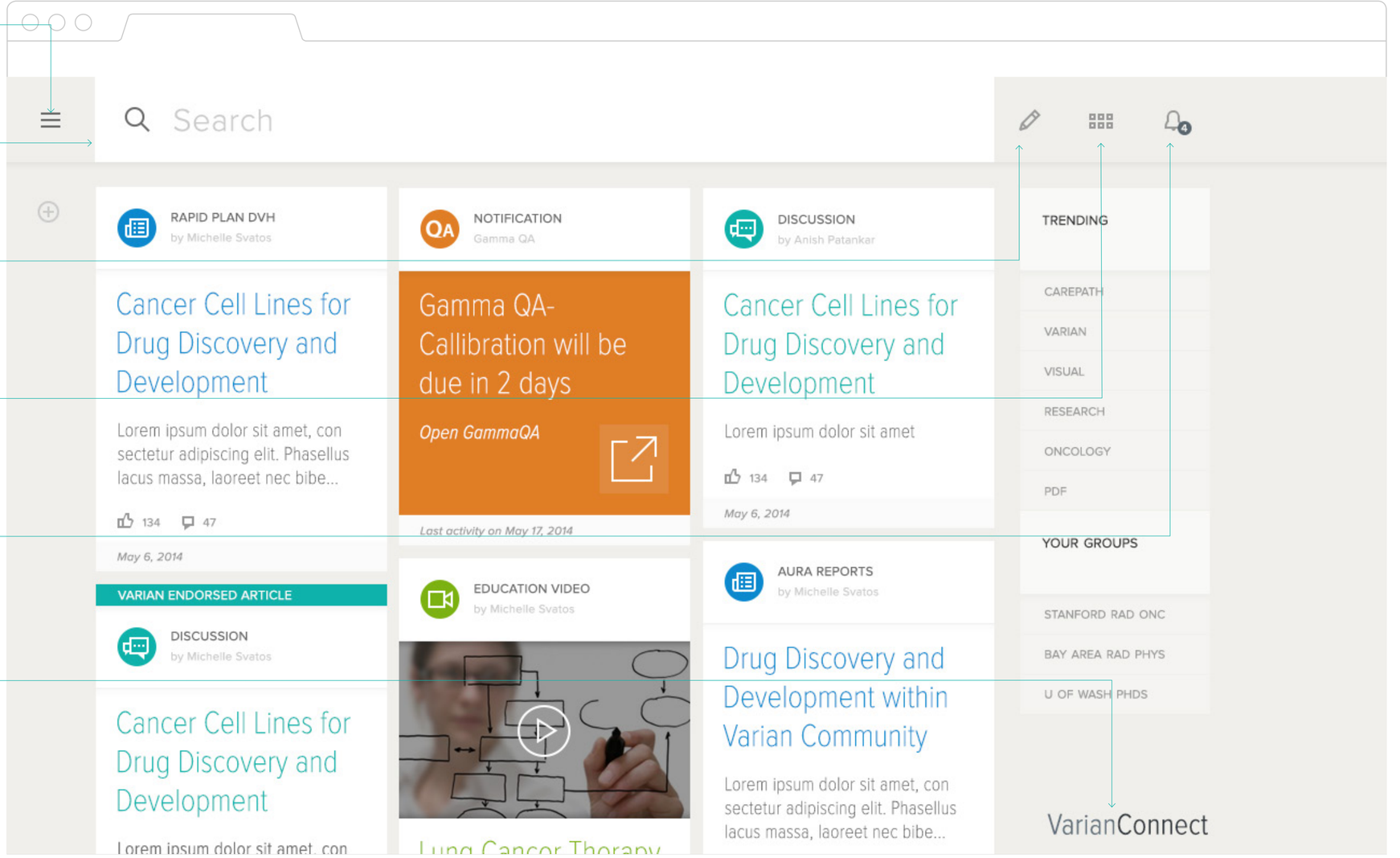
03 CREATE

04 APPS/ TOOLS

05 NOTIFICATIONS

06 PLATFORM LOGO

Placeholder for the platfrom name/ logo



BEHAVIORS

These global navigation buttons and functions would be accessible from anywhere on the platform.

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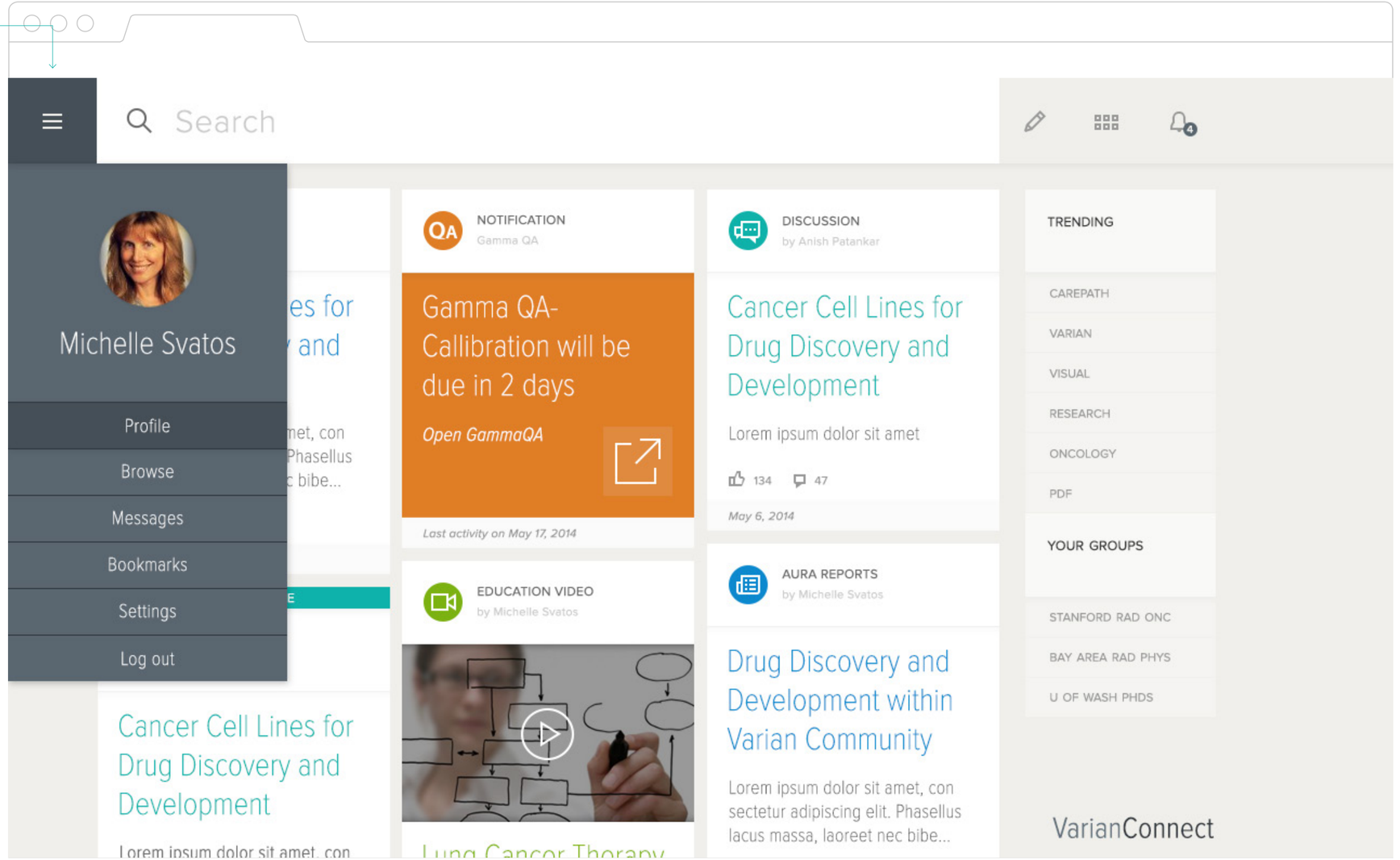
MENU

01 MENU

Menu houses the personal content of a member along with their settings and the option to log out of the platform.



BEHAVIORS

Similar to the profile menu the apps menu grows out from the to once clicked.

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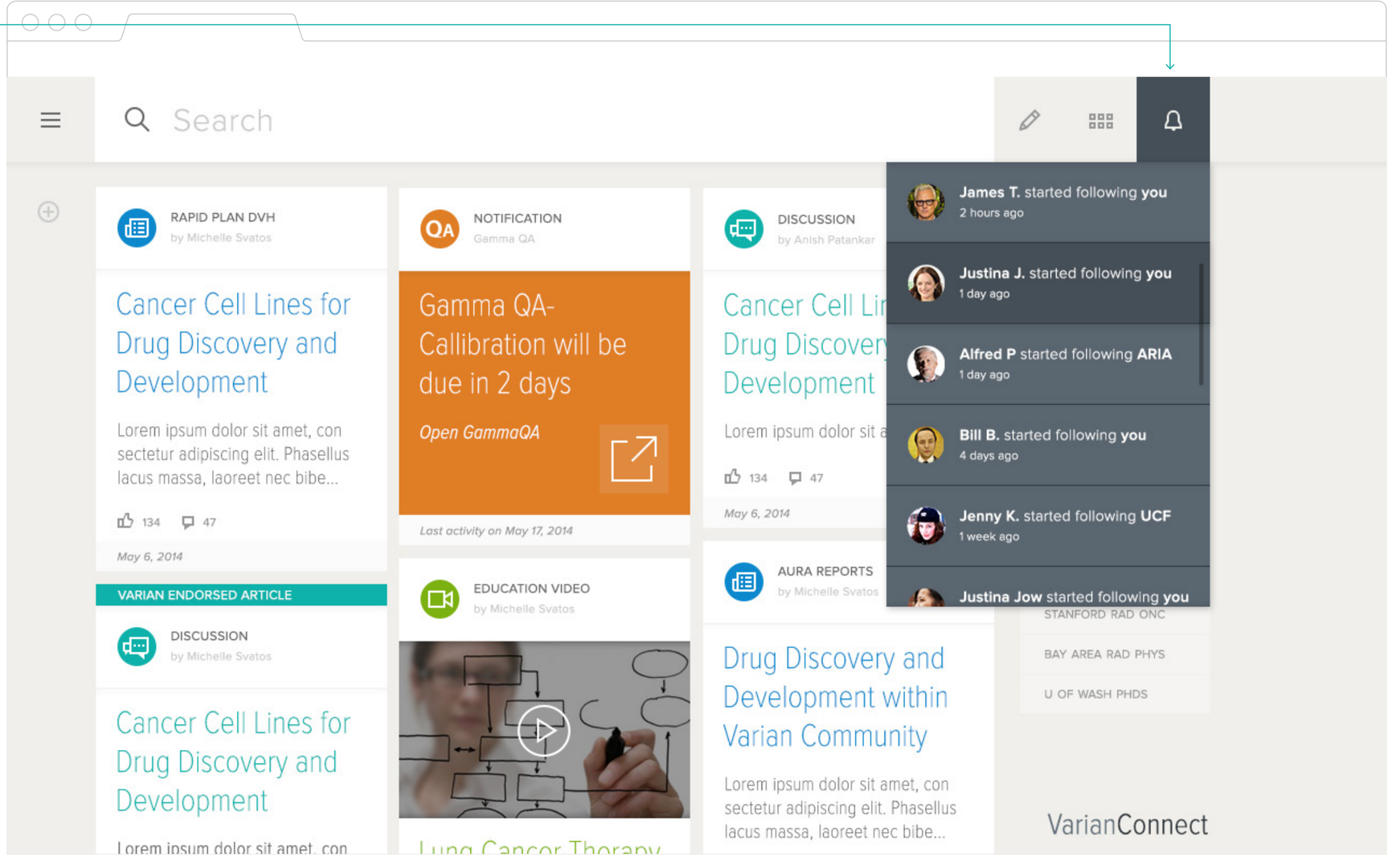
APPS

01 NOTIFICATION MENU

This menu contains updates on

- Activity around knowledge a user created or participated in.
- Activity in the groups a user might have joined.
- When other members start following the user's profile.
- When other members share content.
- Other system notifications like platform updates.



BEHAVIORS

As the menu icon is clicked the menu grows out from the top.

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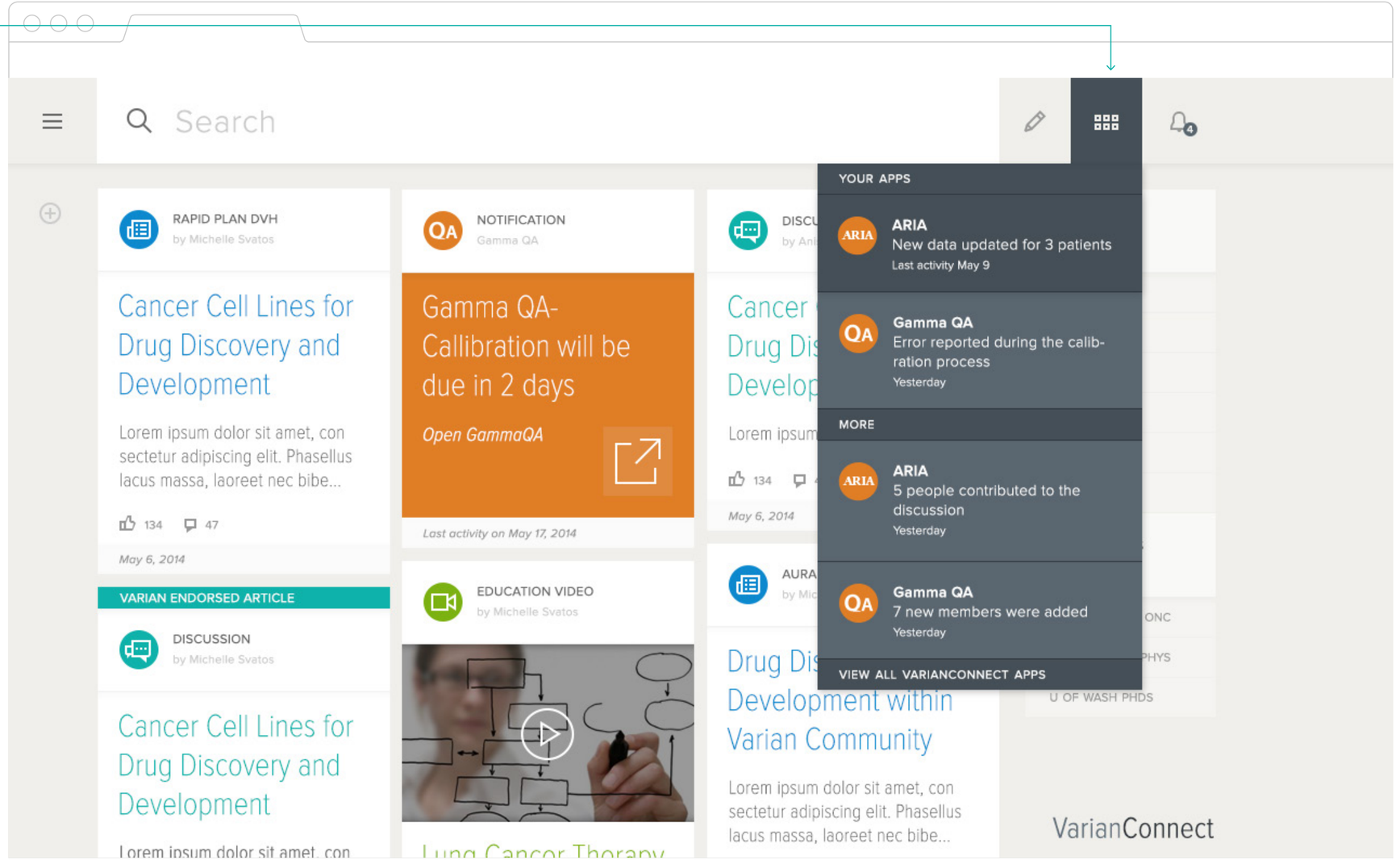
NOTIFICATIONS

01 APPS/ TOOLS

Apps menu contains the latest notifications from the apps a user owns. It also contains notifications on any other updates to the larger apps section of the platform.



BEHAVIORS

The menu grows the same way as the other menus.

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Discover/Browse

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DISCOVER/BROWSE — LANDING

01 SUMMARY TILE

Any knowledge on this platform is displayed in the form of summary tiles. A summary tile could be an article, discussion, event or an app notification.

These tiles can be clicked to view their content in detail and read the discussions around them.

02 FILTER BUTTON

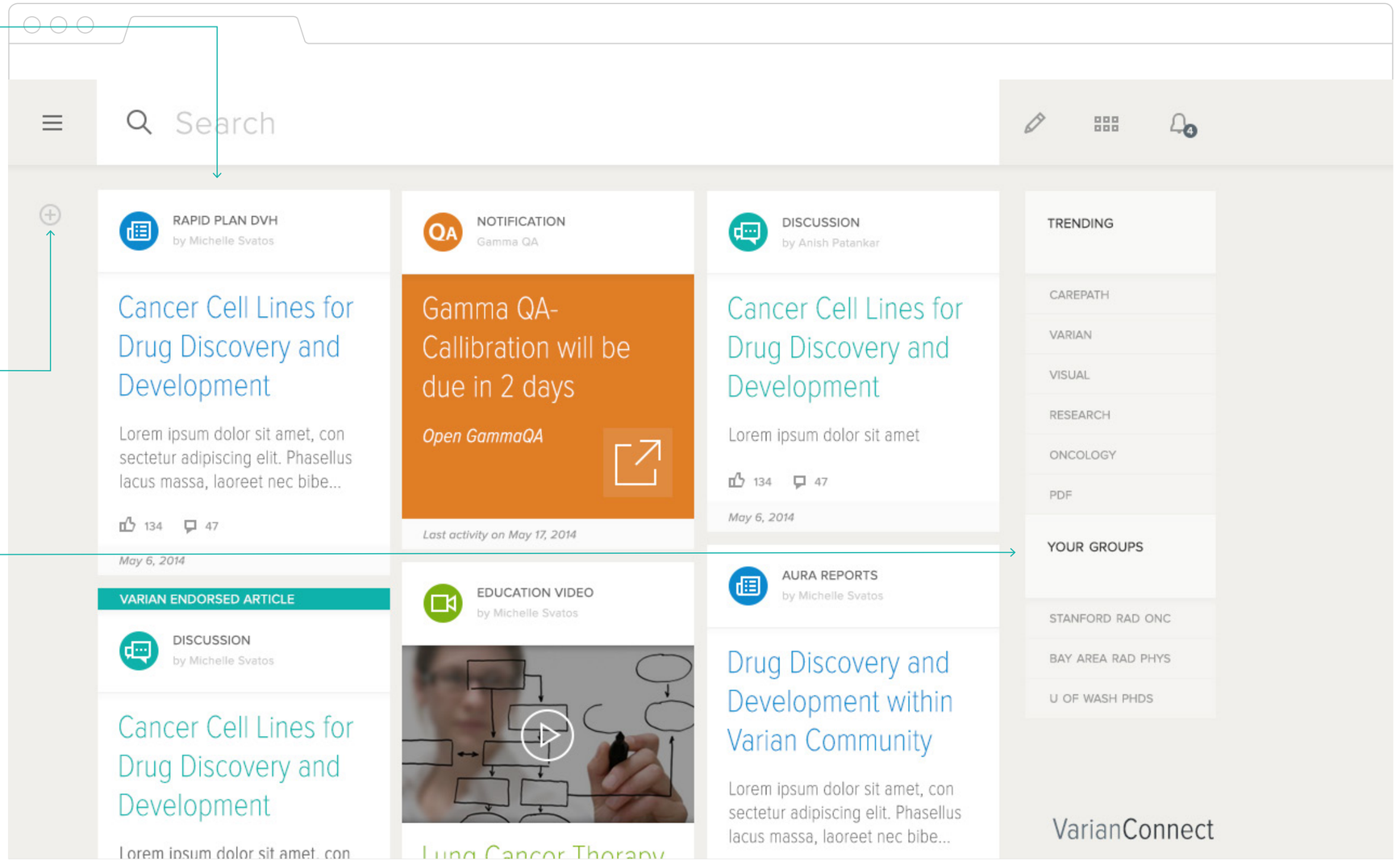
The displayed content could be sorted and organized in different ways to surface the most relevant content to the user.

03 TRENDING TERMS

A list of the most commonly searched, discussed or tagged terms on the platform.

'Your Groups' lists the trending terms within the groups a user has joined.

Clicking on these terms would re-populate the page with tiles containing that tag.



BEHAVIORS

The content displayed on this page is curated based on its significance and relavance to the user.

Relevance and significance are determined by the past activities of the user and his network on the platform.

Any actionable content should take the highest priority in the display.

For e.g. Any notification from apps should take precedence over any community generated content.

The number of columns for the summary tiles is determined by the width of the page.

DISCOVER/ BROWSE
— SUMMARY TILES

01 ICON

Specifies the content type

02 CONTENT DESCRIPTOR

Describes the specific file type for articles and content type for the others in addition to the icon.

03 AUTHOR

04 TITLE

Container always displays the full title of the content.

05 DESCRIPTION

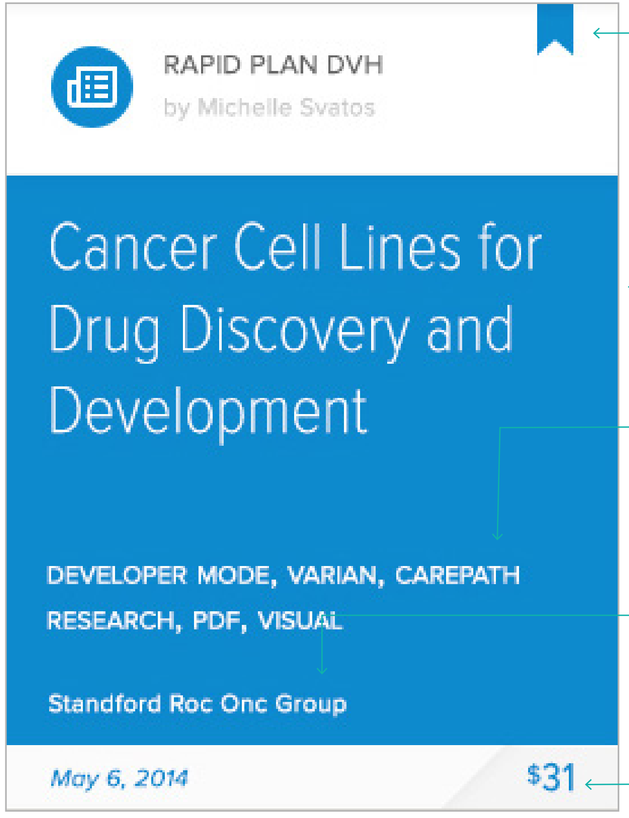
Summary of the content. Maximum of four lines of description can be displayed in the tiles.

06 META DATA

Number of likes and comments are displayed to reflect the popularity and quality of the content.

07 DATE

Date of posting.



08 BOOKMARK

Members can bookmark content for referencing later by clicking on the bookmark icon that appears in the rollover state. Once bookmarked, the icon stays on the summary tile.

09 ROLLOVER STATE

On rollover, the summary tile is highlighted with it's content type colour.

10 TAGS

In the rollover state the description is replaced by the tags associated with the content.

11 GROUPS

On rollover the content meta data is replaced by the group in which is the content has been posted (if at all).

12 PRICE

If there is a cost attached to the content it is displayed at the bottom of the tile.

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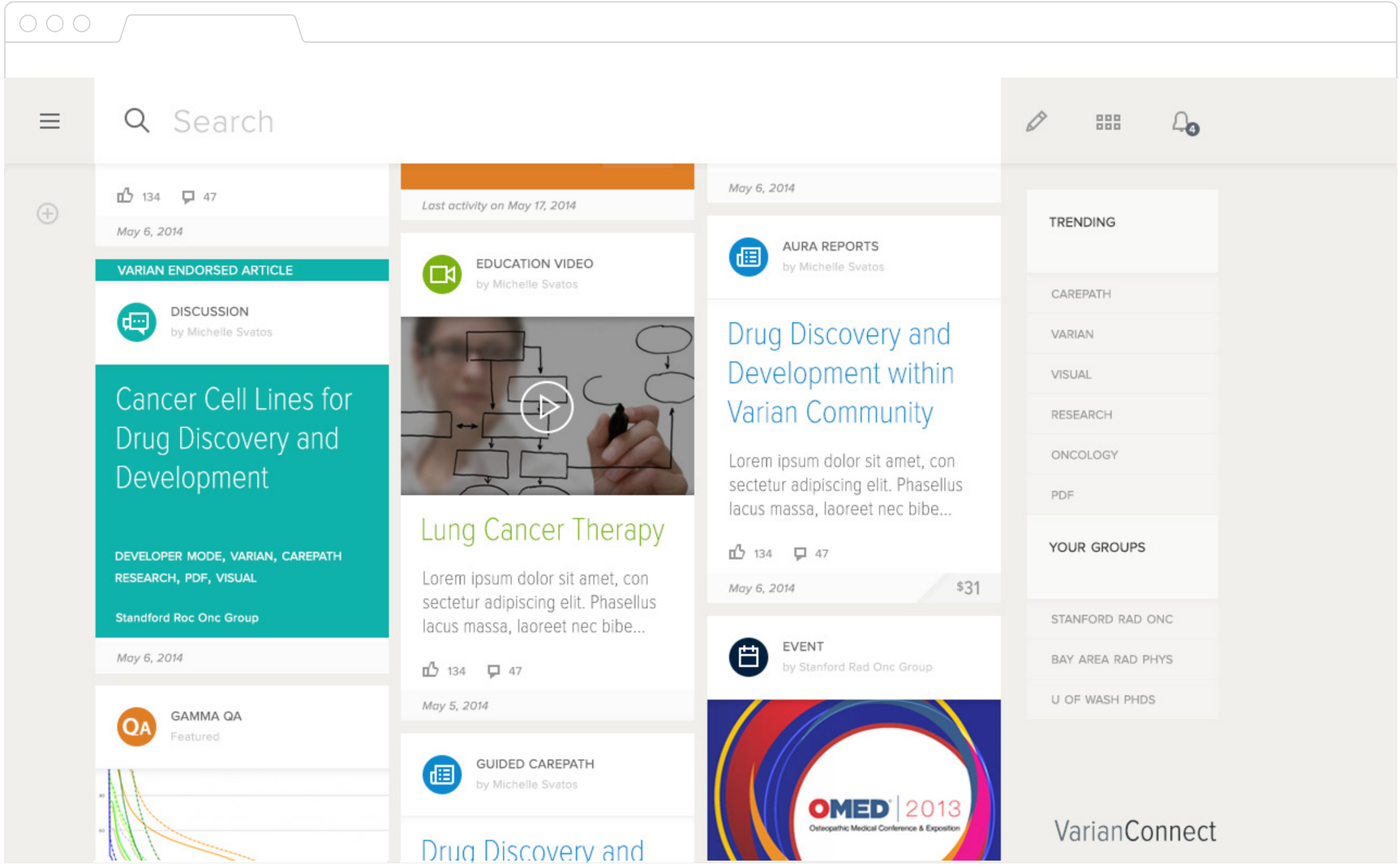
DISCOVER/BROWSE — ROLLOVER



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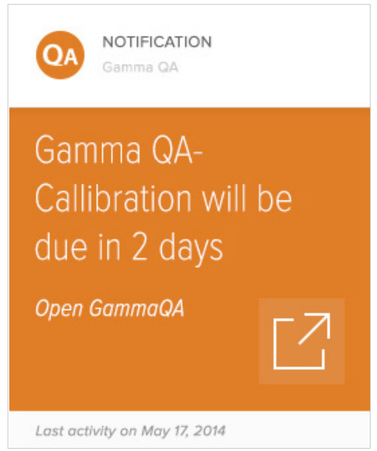
DISCOVER/BROWSE
— TYPES OF SUMMARY TILES

01 ARTICLE TILE

02 DISCUSSION TILE



04 APP (OWNED) TILE

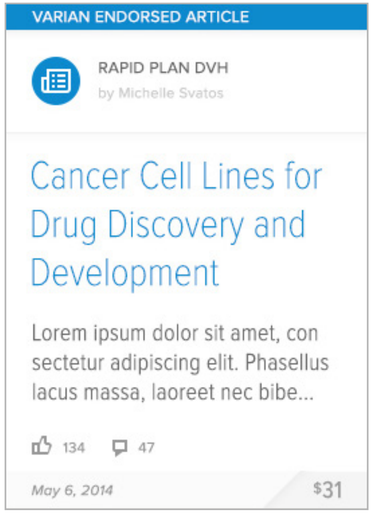
Clicking the tile would take the member to the detail page of the notification while clicking on the icon at the bottom- right of the tile would launch the app itself.

03 EVENT TILE

DISCOVER/BROWSE
— TYPES OF SUMMARY TILES

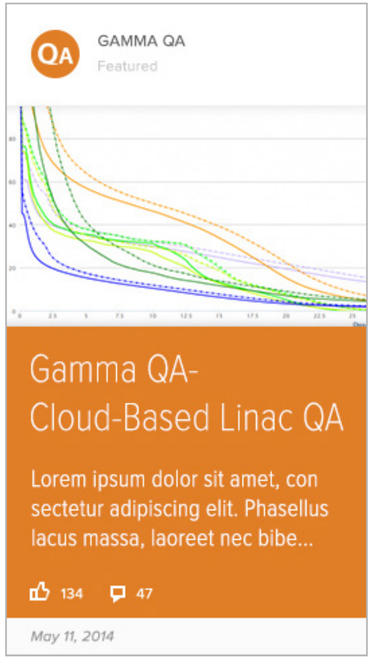
01 VARIAN ENDORSED

Knowledge that has been verified and backed by Varian would contain the ‘Varian Endorsed’ badge on the tile.



02 FEATURED

Content that Varian choses to surface on this platform would be marked ‘featured’ in place of the author name.



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Search

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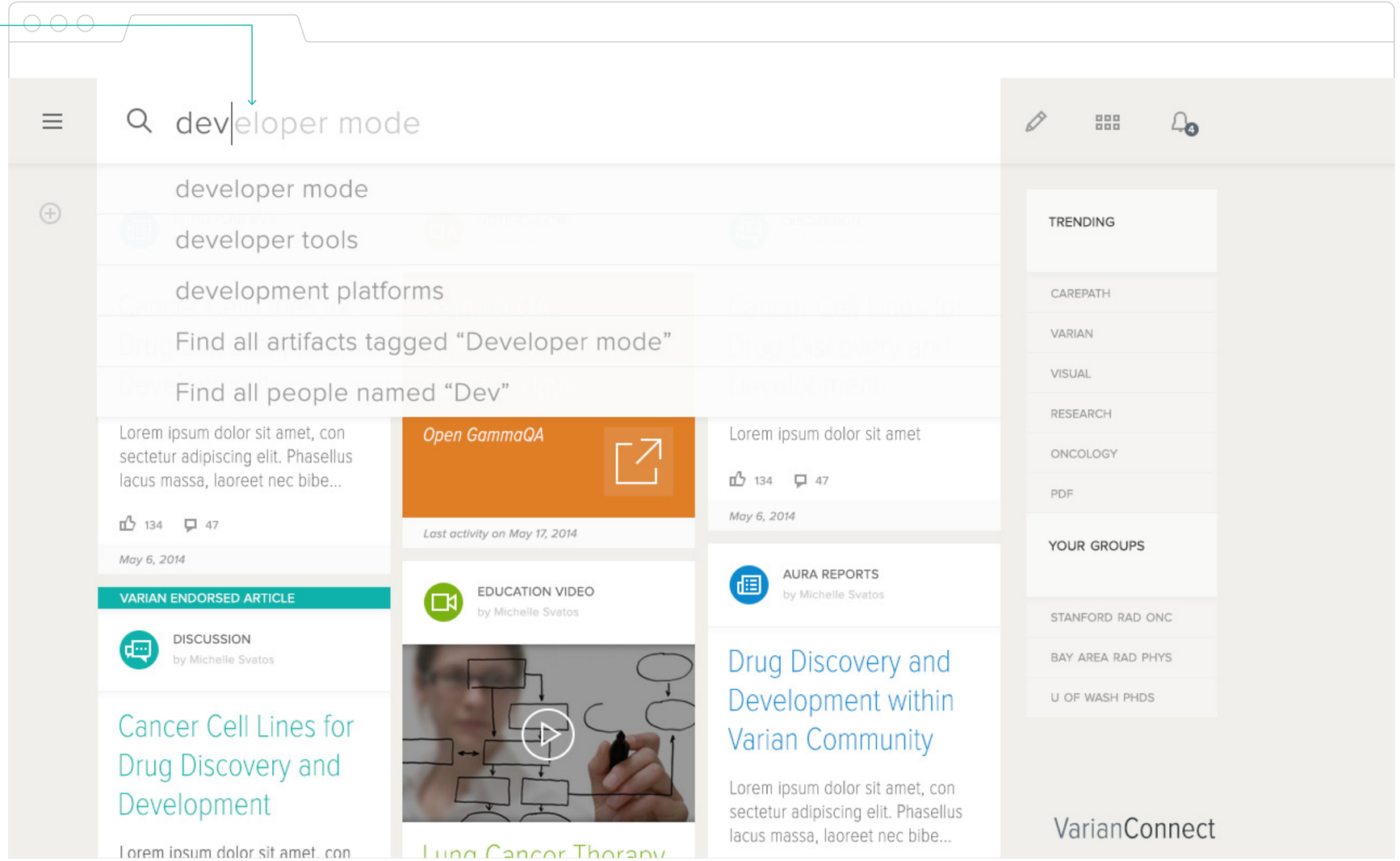
SEARCH
— ACTIVE/ PREDICTIVE

01 ACTIVE SEARCH

Search function is predictive. As soon as a user starts typing, the closest term is auto filled in the entry field and the other suggested terms are listed below. The user also has the ability to search for that term within the knowledge tags or the members.



BEHAVIORS

The predictive terms are drawn out as an overlay over the summary tiles.

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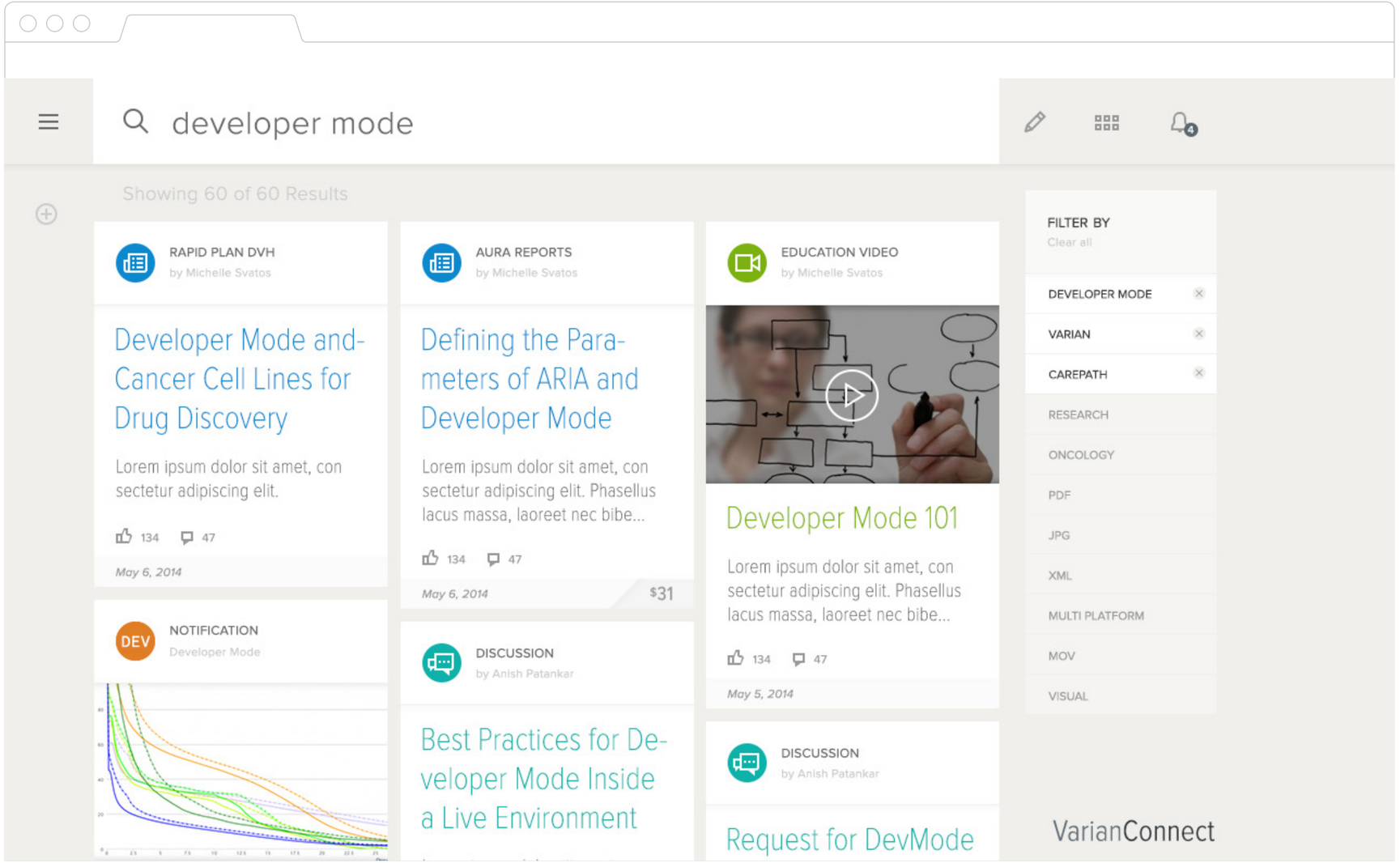
SEARCH
— RESULTS



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DISCOVER/BROWSE — SORTS & VIEWS

01 FILTER BUTTON

Once clicked the filter button changes its state from expand '+' to minimize '-'.

02 CONTENT ORGANIZATION

The display of curated as well as searched content could be reorganised based on different parameters.

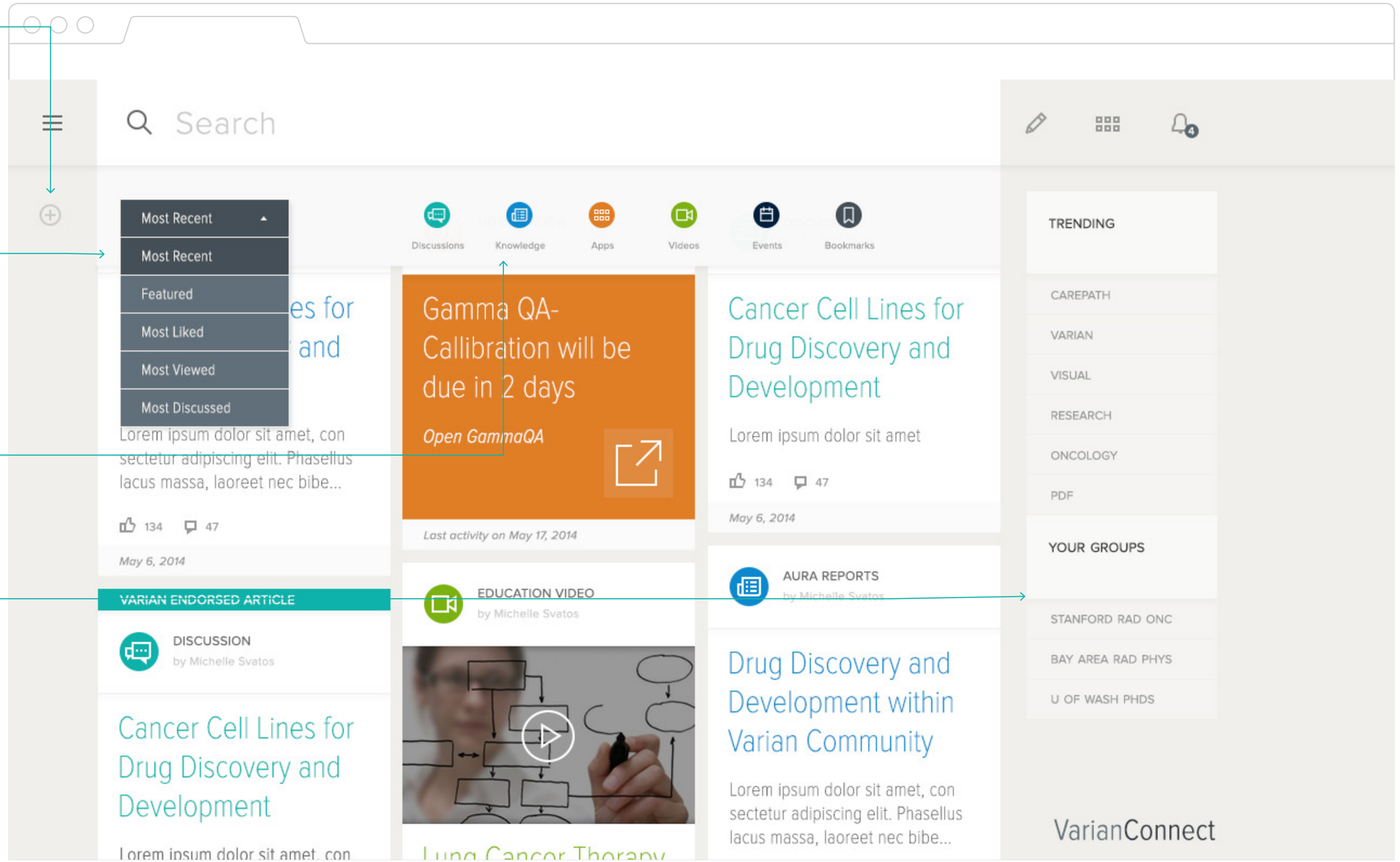
03 CONTENT TYPE

Members can toggle on and off the content type filters to further control what kind of knowledge is displayed.

04 ADVANCED FILTERS

Based on the search results, a filter list is populated containing the tags of resulted content- this helps in further refining the search.

User can toggle on and off multiple terms from this list to fine tune the search results.



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Detail Views

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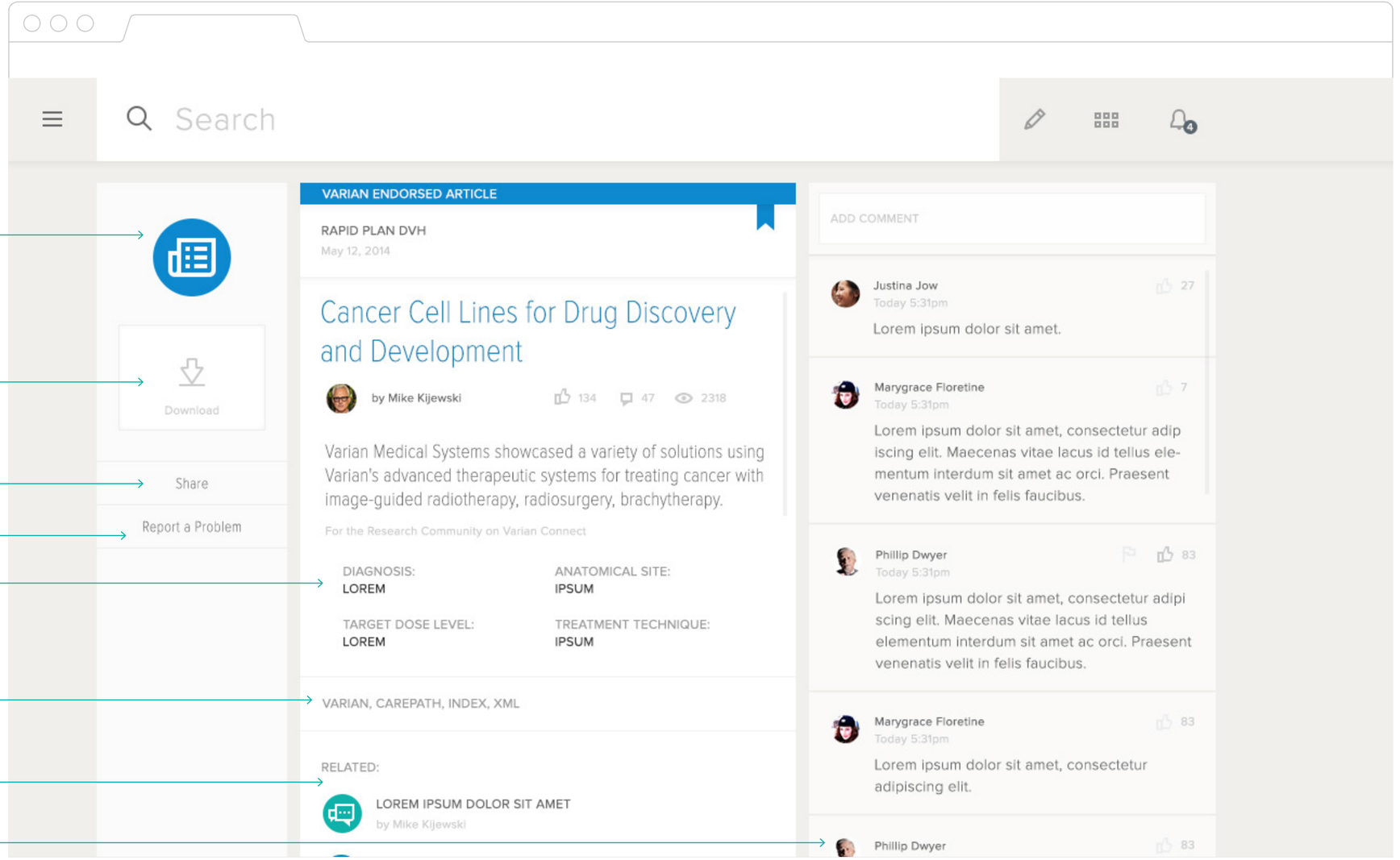
DETAIL VIEWS
— KNOWLEDGE ARTIFACT



01 CONTENT TYPE ICON

02 DOWNLOAD BUTTON

03 SHARE BUTTON

04 FLAGGING BUTTON

05 ARTICLE META DATA

The mandatory meta data required for permissable file types.

05 TAGS

05 RELATED KNOWLEDGE

06 COMMENTS

BEHAVIORS

Once a summary tile is clicked the page transitions to a detailed view of the content.

A user has the ability to comment and like the article or any of the previous comments

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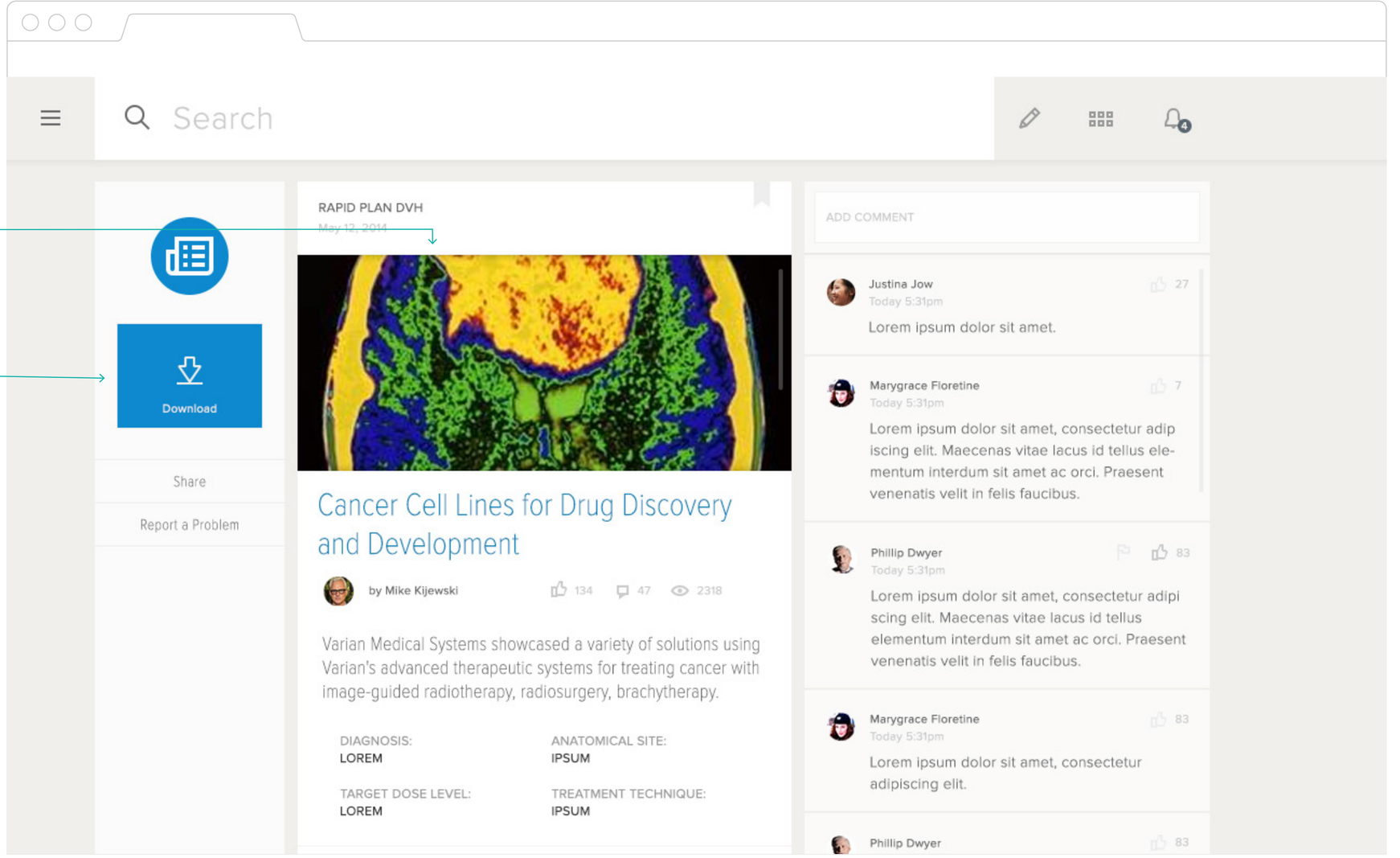
DETAIL VIEWS
— KNOWLEDGE ARTIFACT

01 ARTICLE PREVIEW

A preview of the uploaded article is displayed if its available.

02 DOWNLOAD BUTTON

Rollover state of the download button



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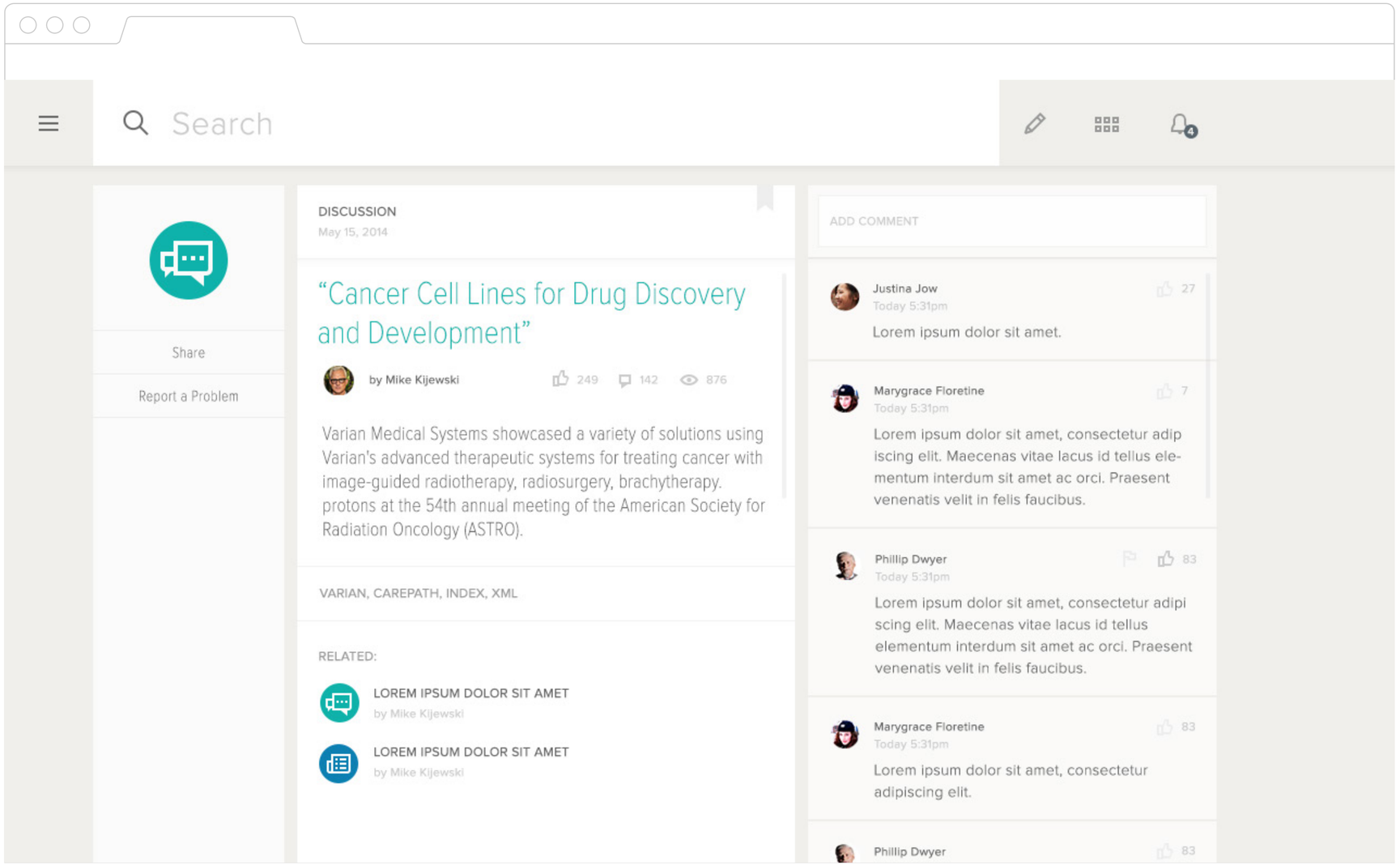
DETAIL VIEWS
— DISCUSSION



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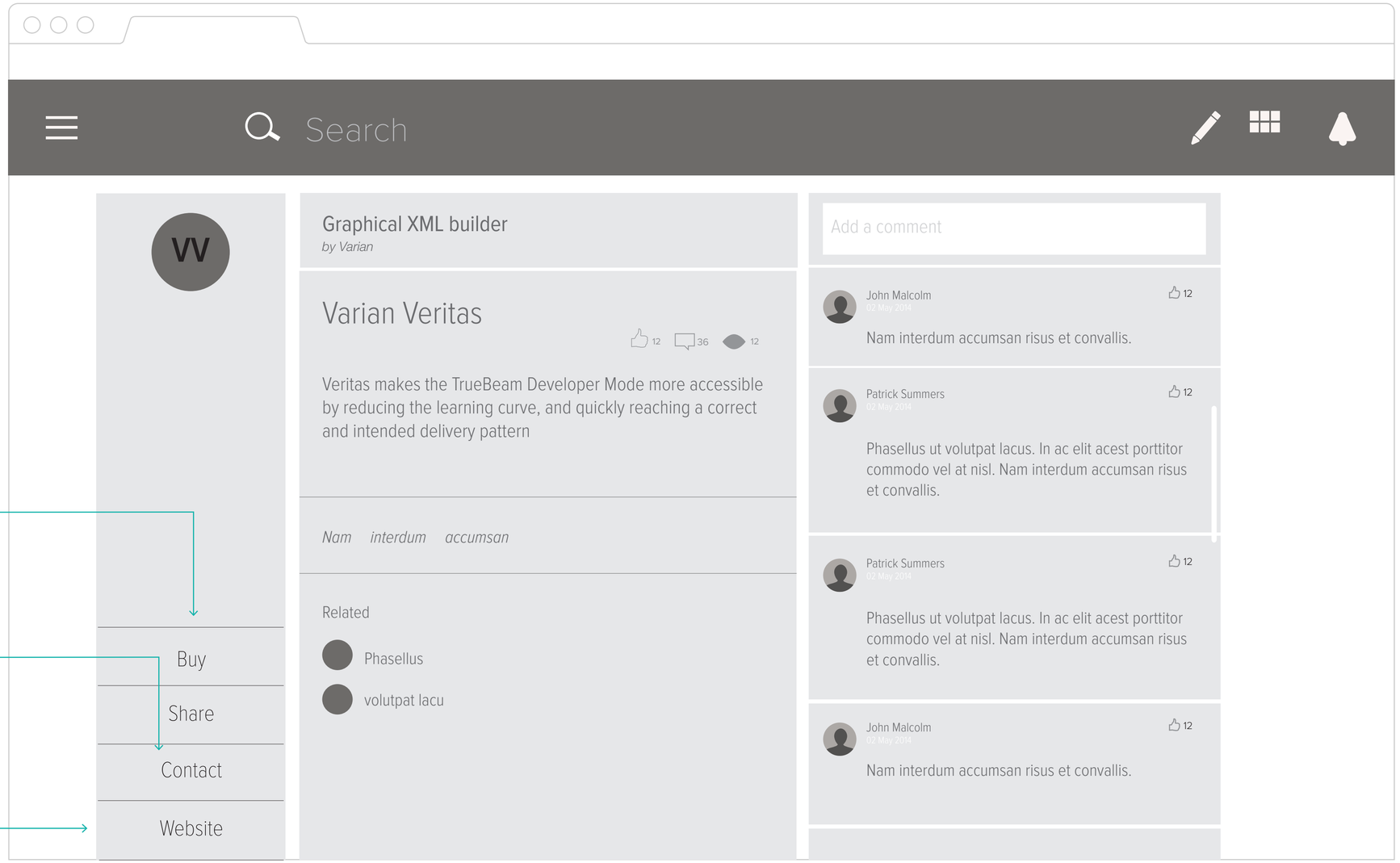
DETAIL VIEWS
— APP DETAIL



01 BUY BUTTON

Clicking on the buy button would initate the purchase flow or re-direct the user to the concerned website.

02 CONTACT

Clicking on the button would take the user to his message creation page addressed to the concerned person/ organization.

03 WEBSITE LINK

Opens a new tab with the app website.

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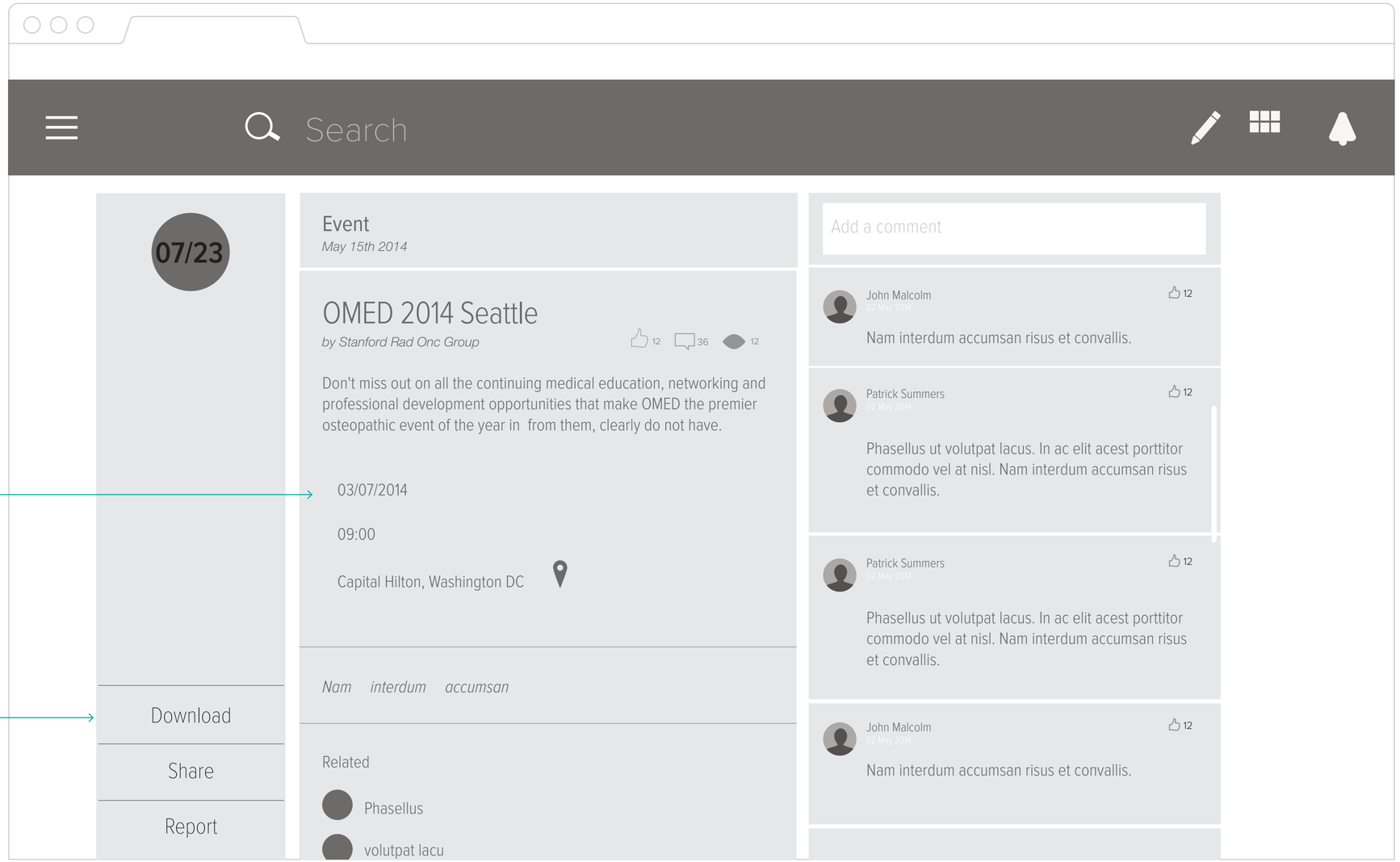
DETAIL VIEWS
— EVENT DETAIL



01 EVENT DETAILS

Date, time, venue for the event.

02 DOWNLOAD EVENT

Users could download the event on their calendars

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Create Flows

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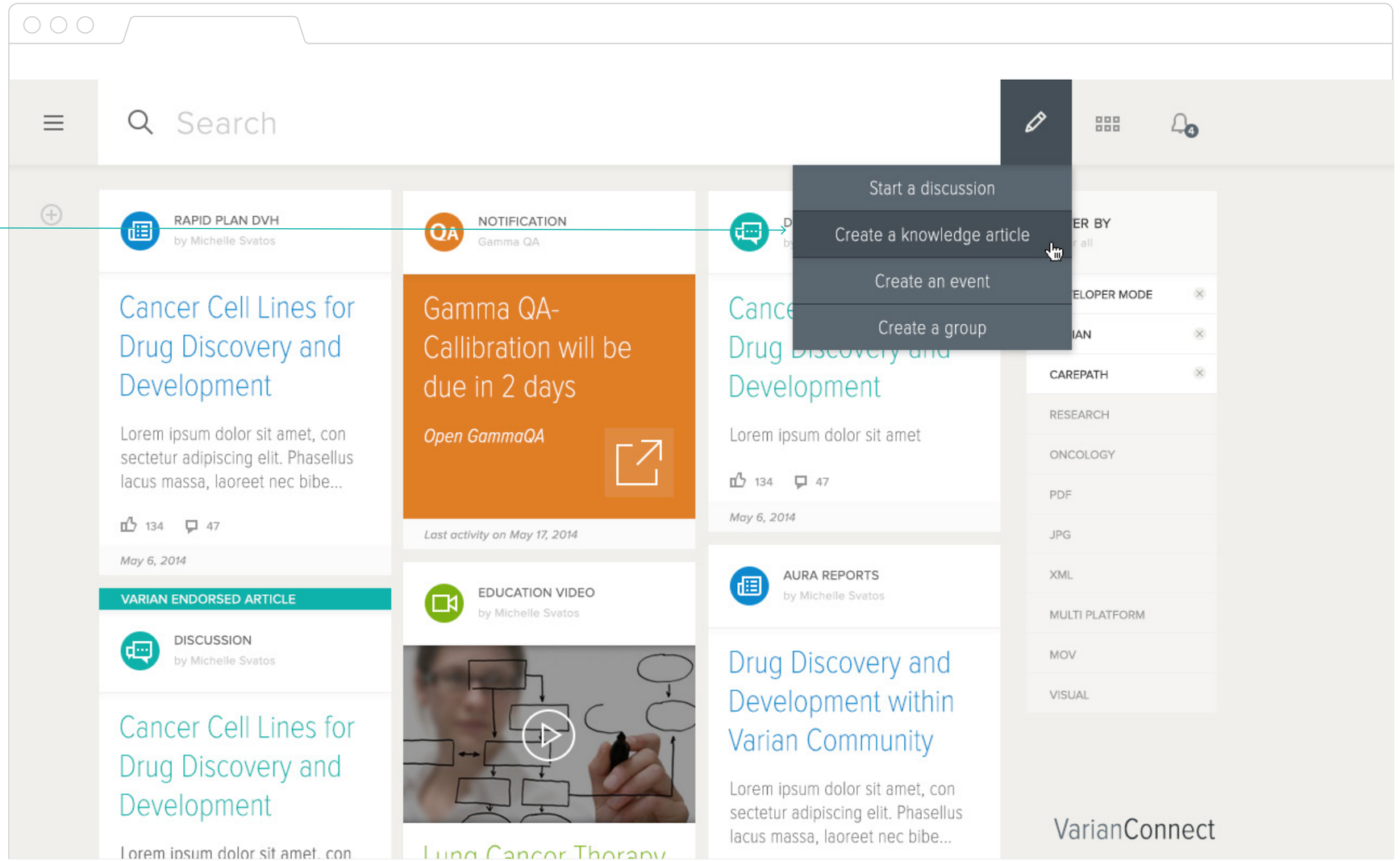
CREATE
— ARTICLE



01 CREATE MENU

Create menu is a single access point to initiate creation of a discussion, article, event or a group.

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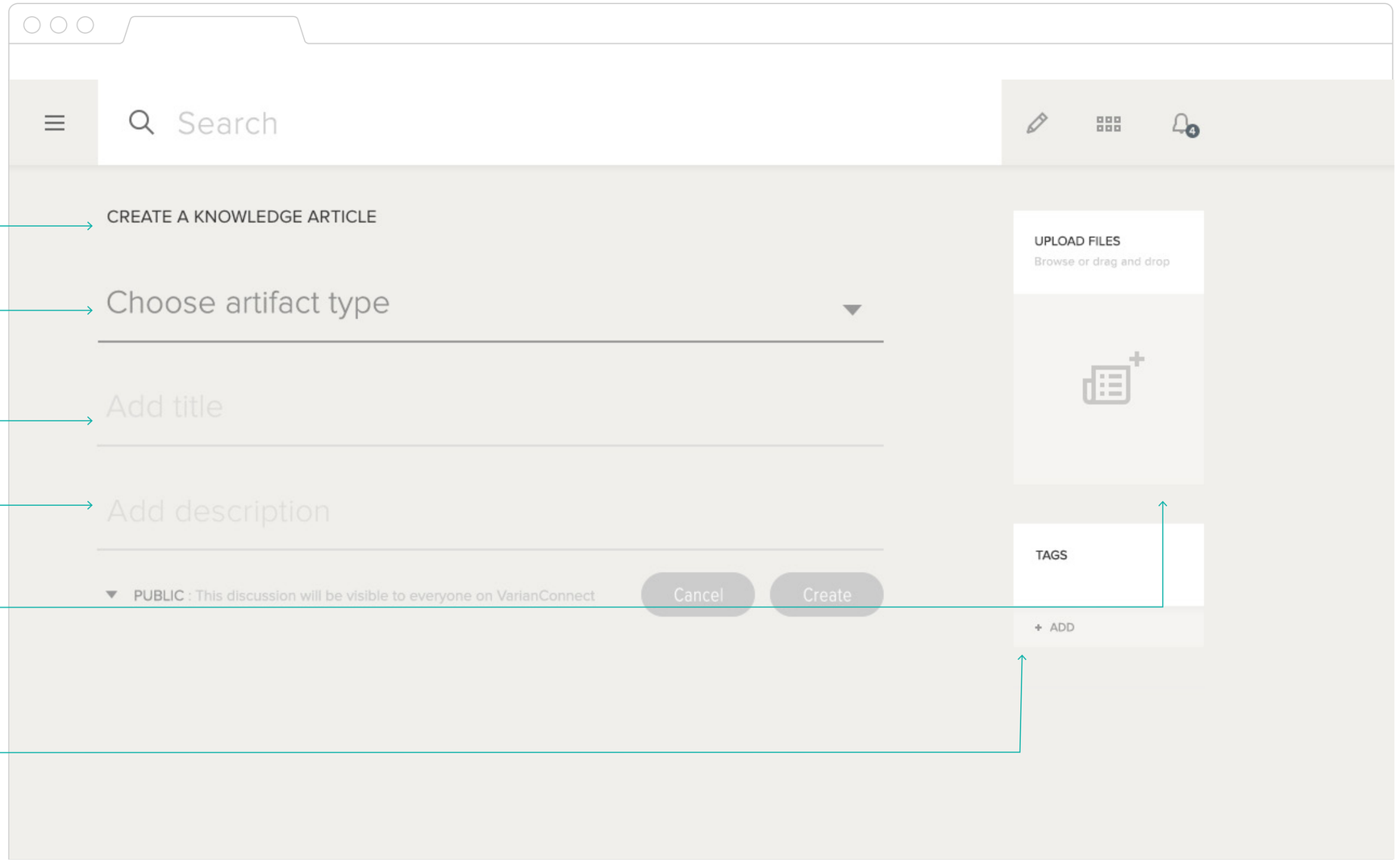
CREATE
— ARTICLE



01 CREATION TYPE HEADER

02 ARTICLE TYPE SELECTOR

03 TITLE FIELD

04 DESCRIPTION FIELD

05 UPLOAD BUTTON

Users can drag and drop the file in this area to upload the file.

06 TAGS FIELD

Users can type and add tags at any time during the creation flow.

BEHAVIORS

Creation page contains smart and responsive fields. Fields and the page expand in response to the amount of content. Contextual fields are added depending on the article type chosen from the dropdown.

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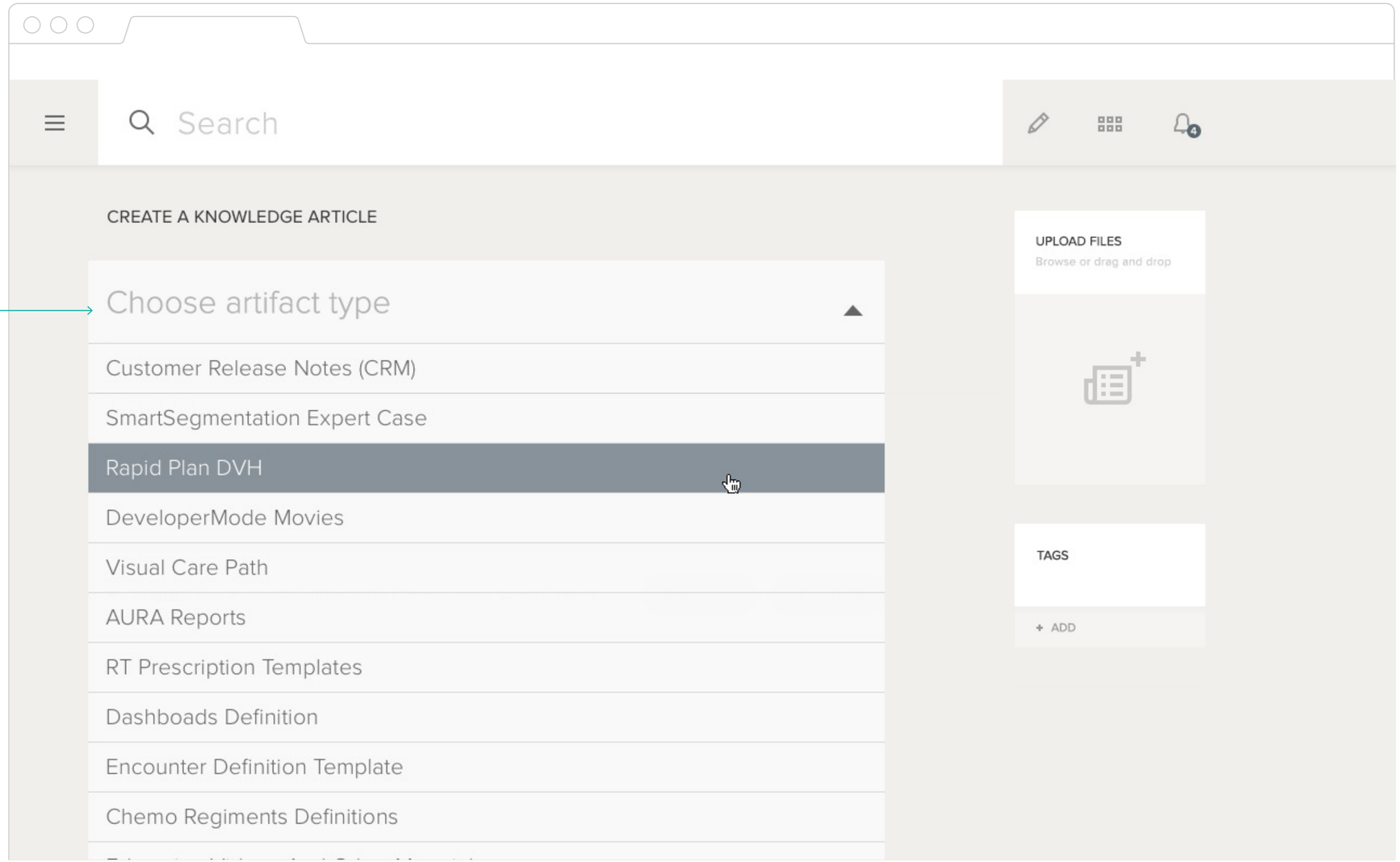
CREATE
— ARTICLE

01 ARTICLE TYPES DROPDOWN



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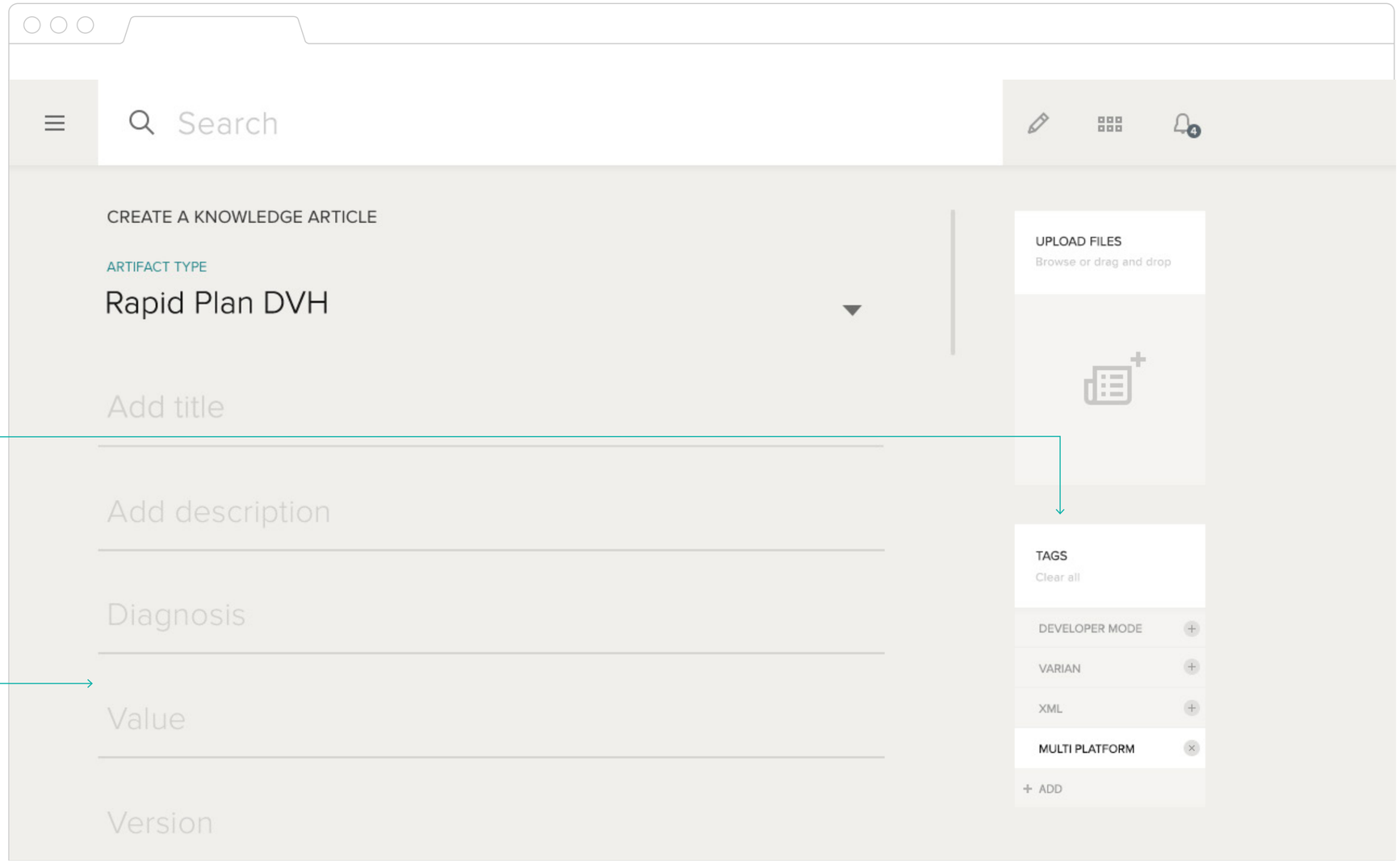
CREATE
— ARTICLE



01 TAGS

Based on the article type selected, content typed in the title and description and the file uploaded, tags are auto suggested. Users can click on the tags to accept them as well as add their own custom tags. The container of the tags turns white as they are selected.

01 FILE META DATA

Contextual meta data fields are added to the creation page once the article type is selected. The final ‘Create’ button remains inactive till all these mandatory fields are filled in.

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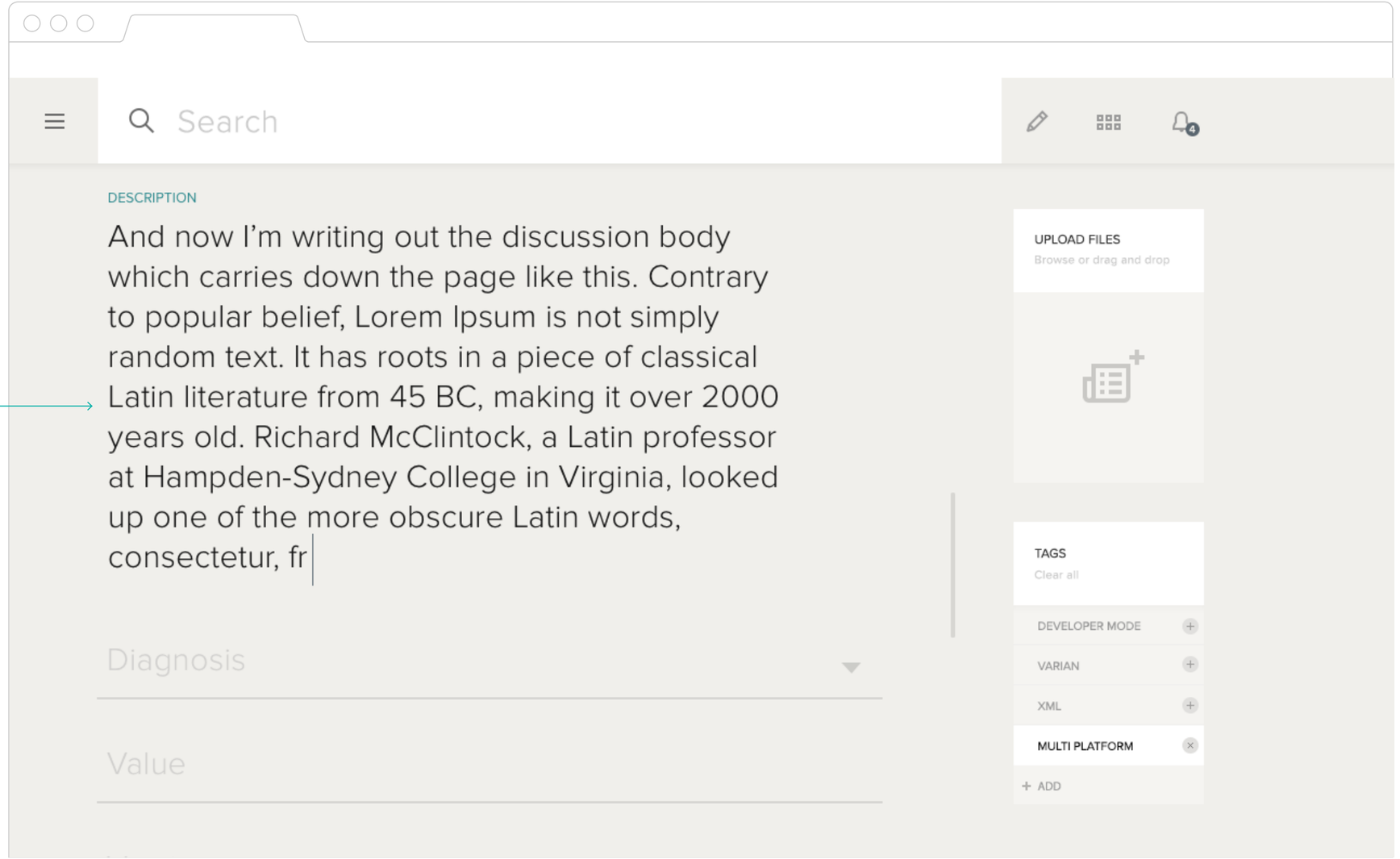
CREATE
— ARTICLE



01 RESPONSIVE FIELDS

Size of the page and entry fields adjusts to accommodate the text.

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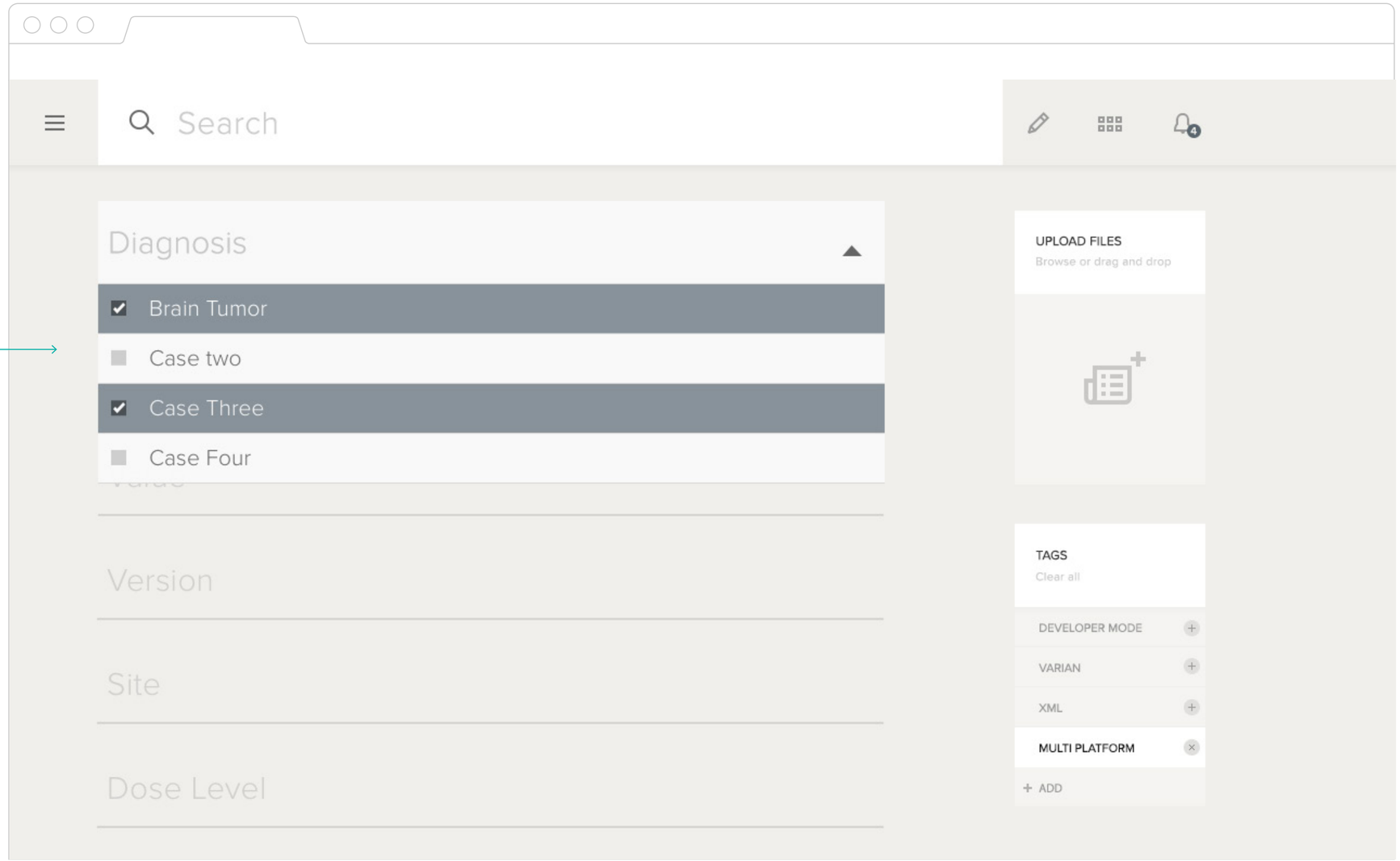
CREATE
— ARTICLE

01 MULTI-SELECT DROPDOWN



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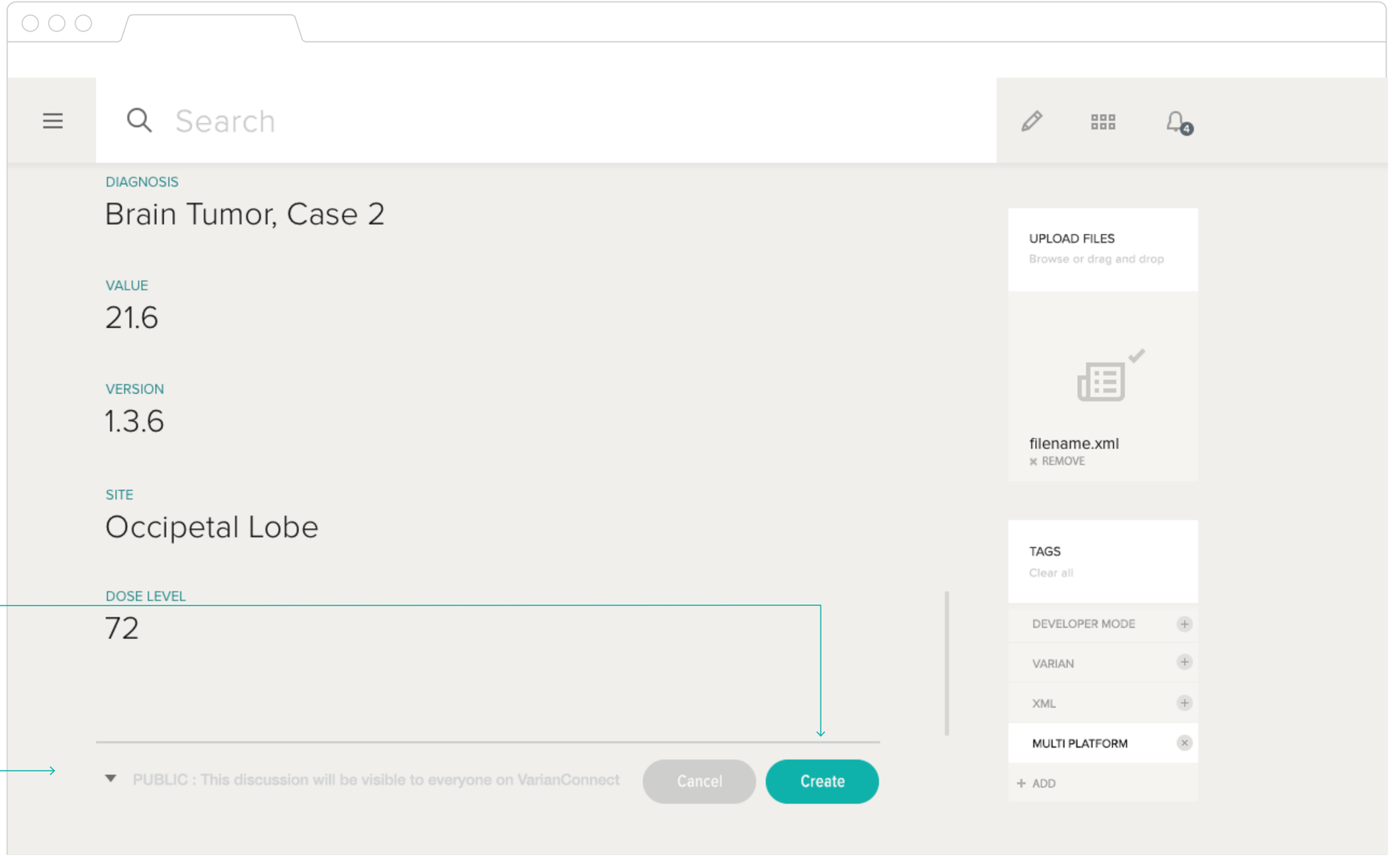
CREATE
— ARTICLE



01 CREATE BUTTON

Once all the required fields are filled the create button turns active.

02 VISIBILITY SETTINGS

It is defaulted to public for the creation of articles but can be changed at will with the right permissions.

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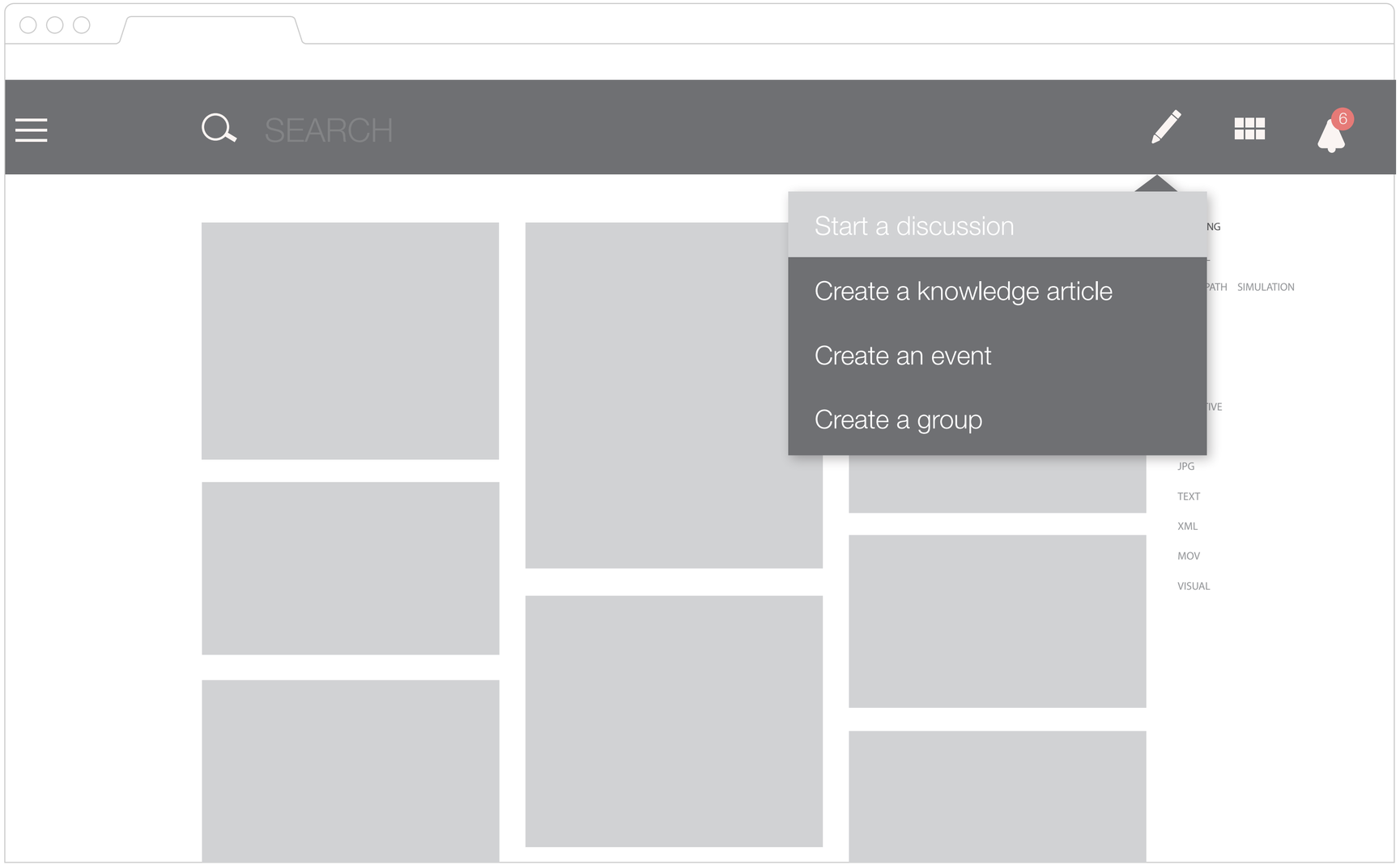
CREATE
— DISCUSSION



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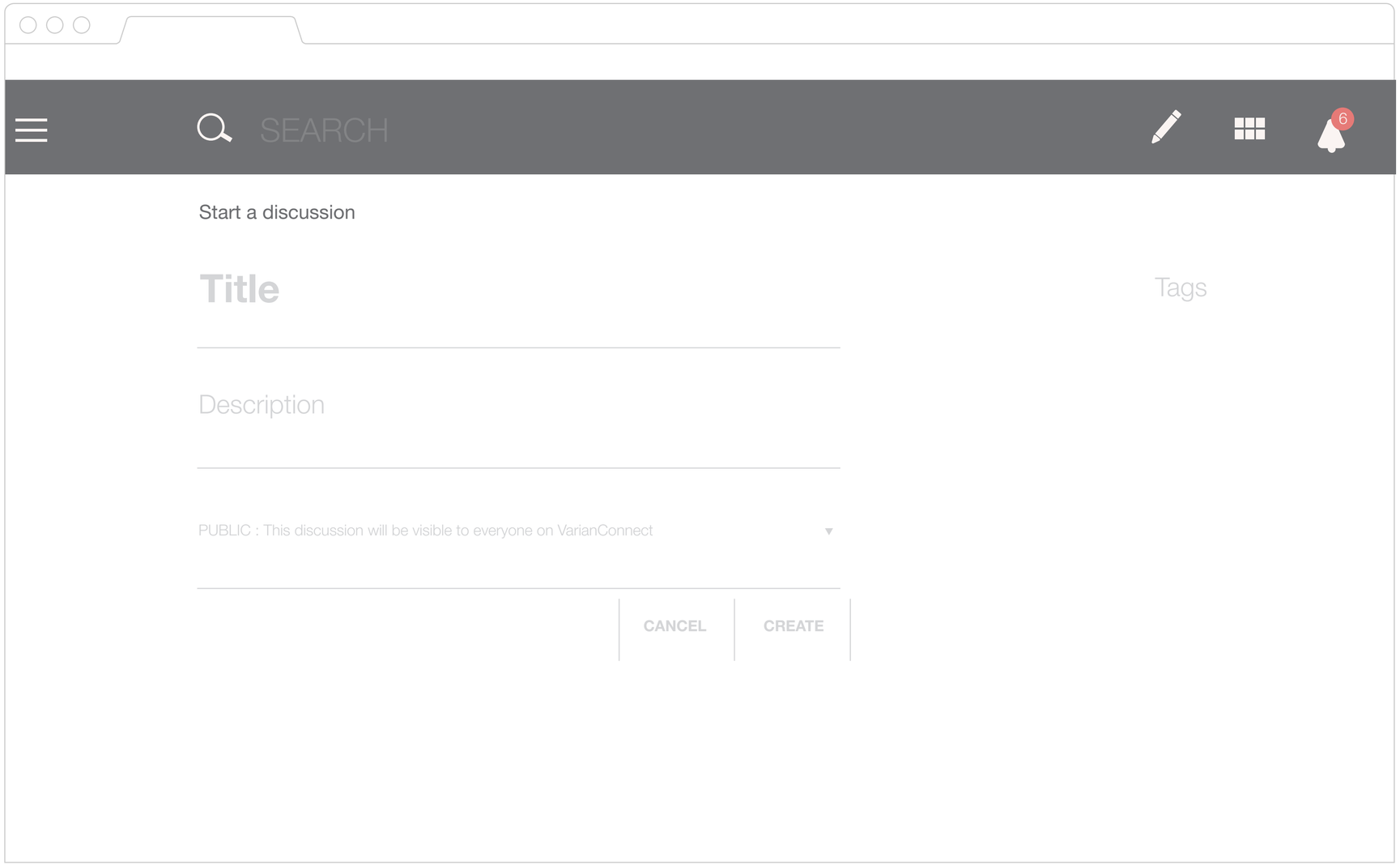
CREATE
— DISCUSSION



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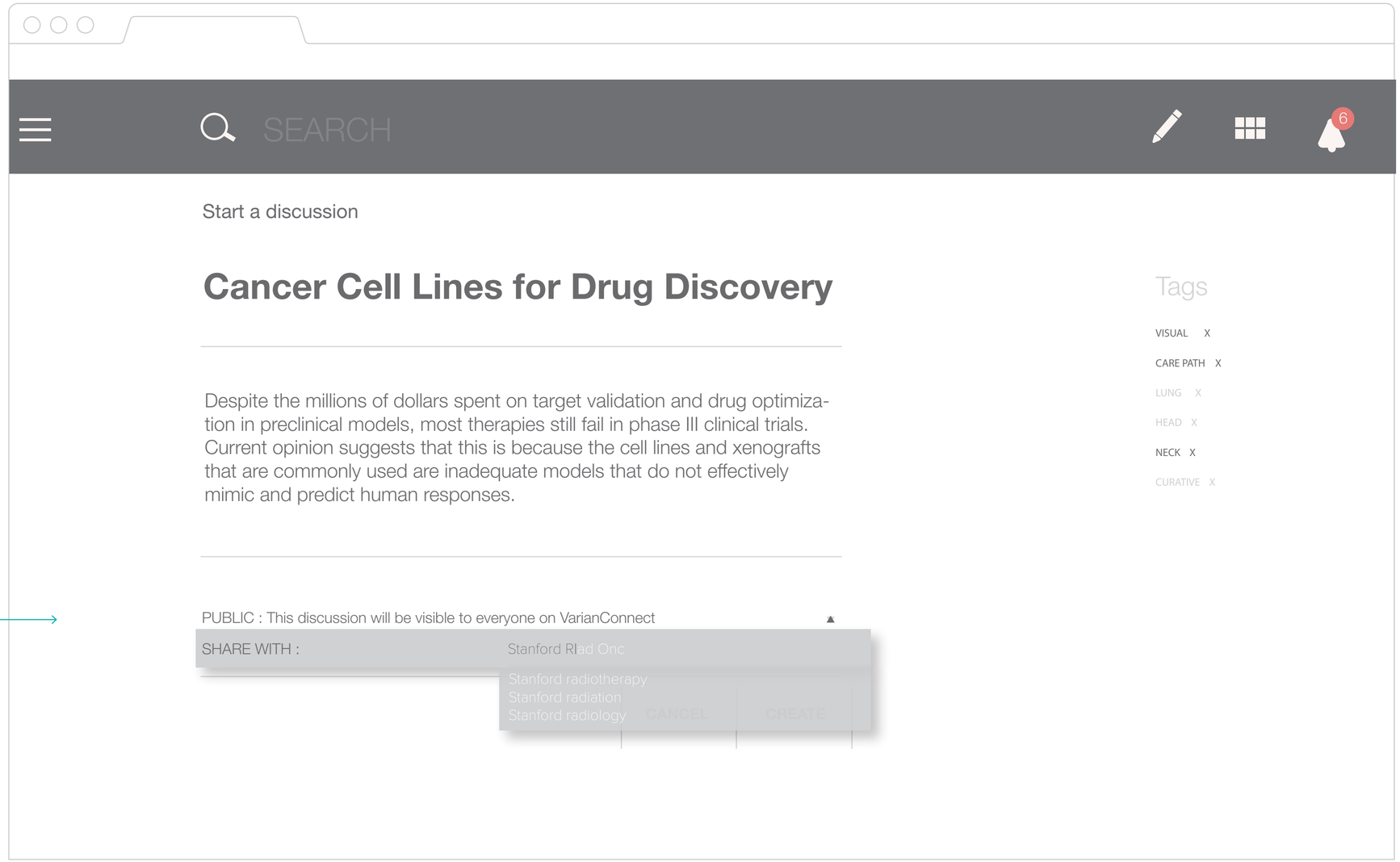
CREATE
— DISCUSSION



01 VISIBILITY SETTINGS

Users can chose to post a discussion to public or within a specific group. Type field for entering the name of the group is active and predictive similar to the search field.

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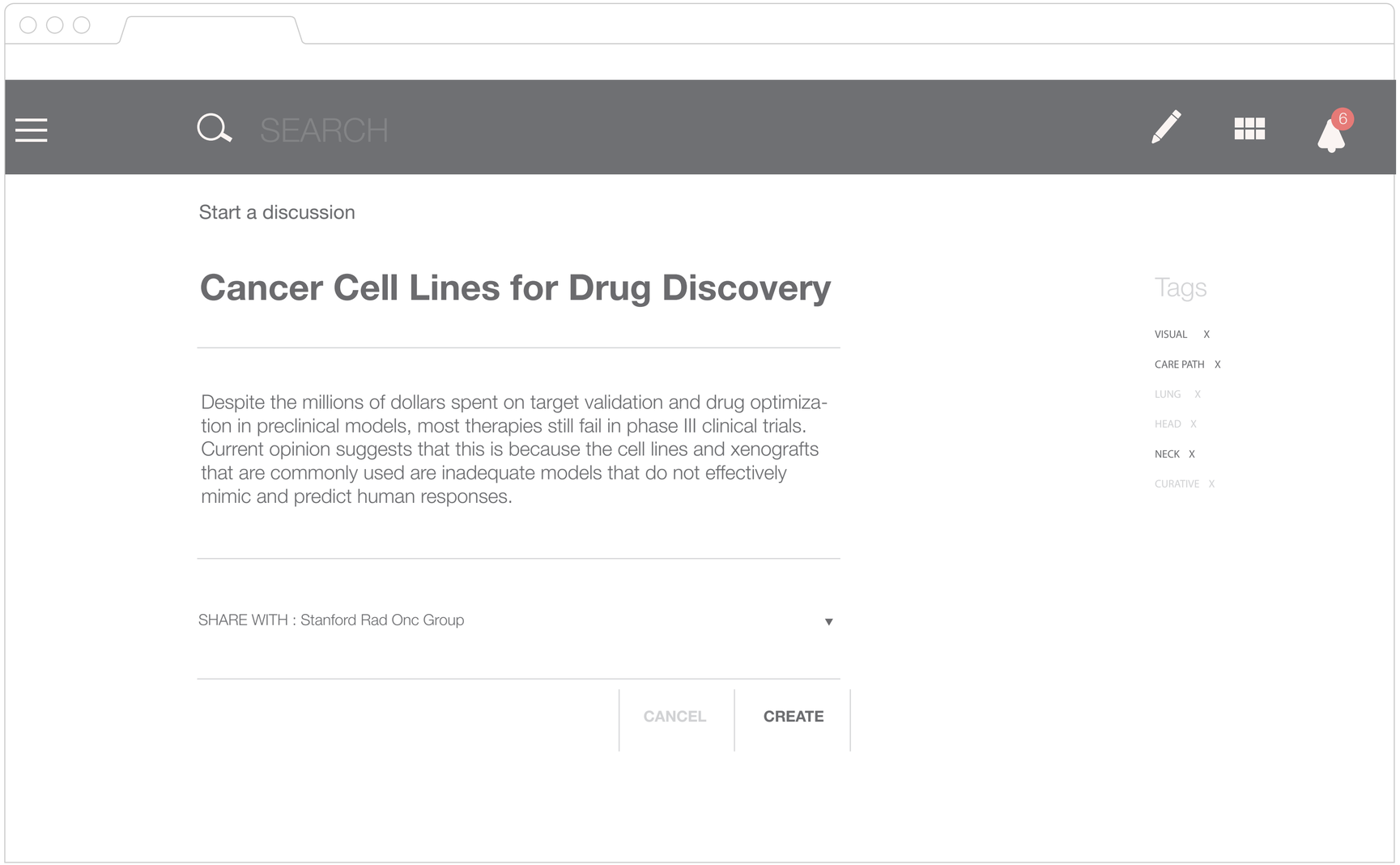
CREATE
— DISCUSSION



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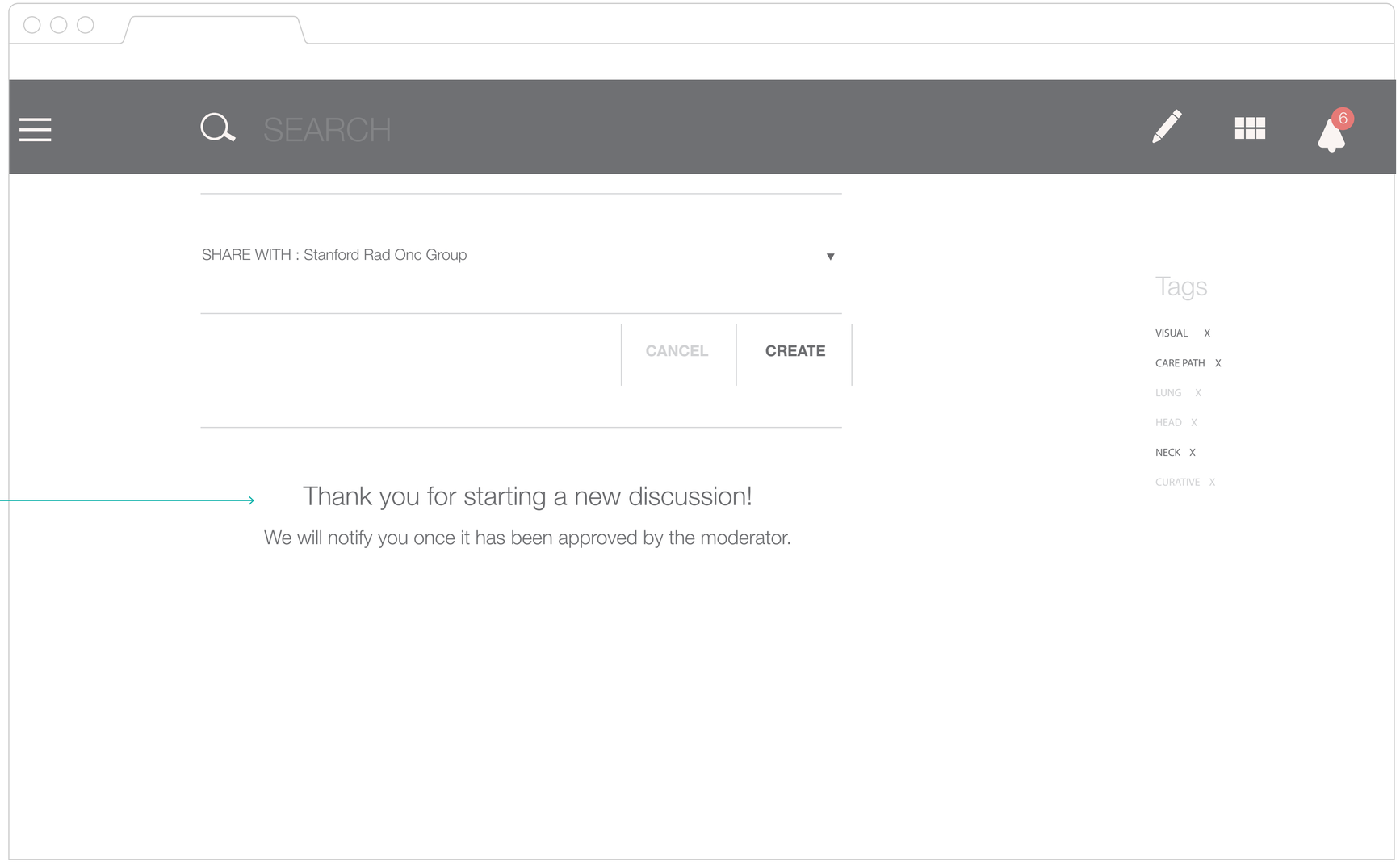
CREATE
— DISCUSSION



01 APPROVAL NOTIFICATION

On clicking ‘create’ the page slides up to acknowledge the created discussion and the fact that it needs to be approved.

During this period the discussion is displayed in personal knolwedge list as ‘pending approval’.

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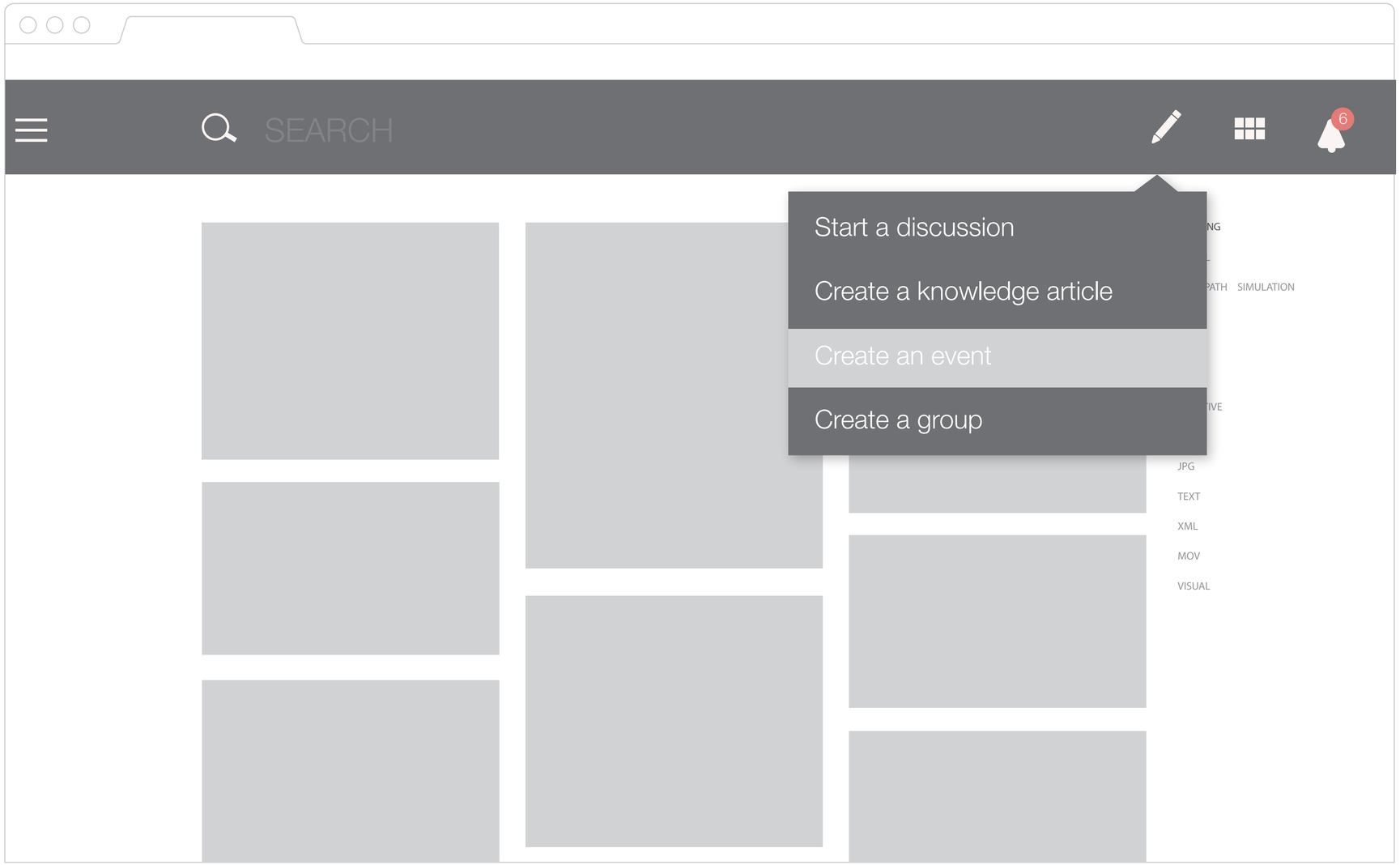
CREATE
— EVENTS



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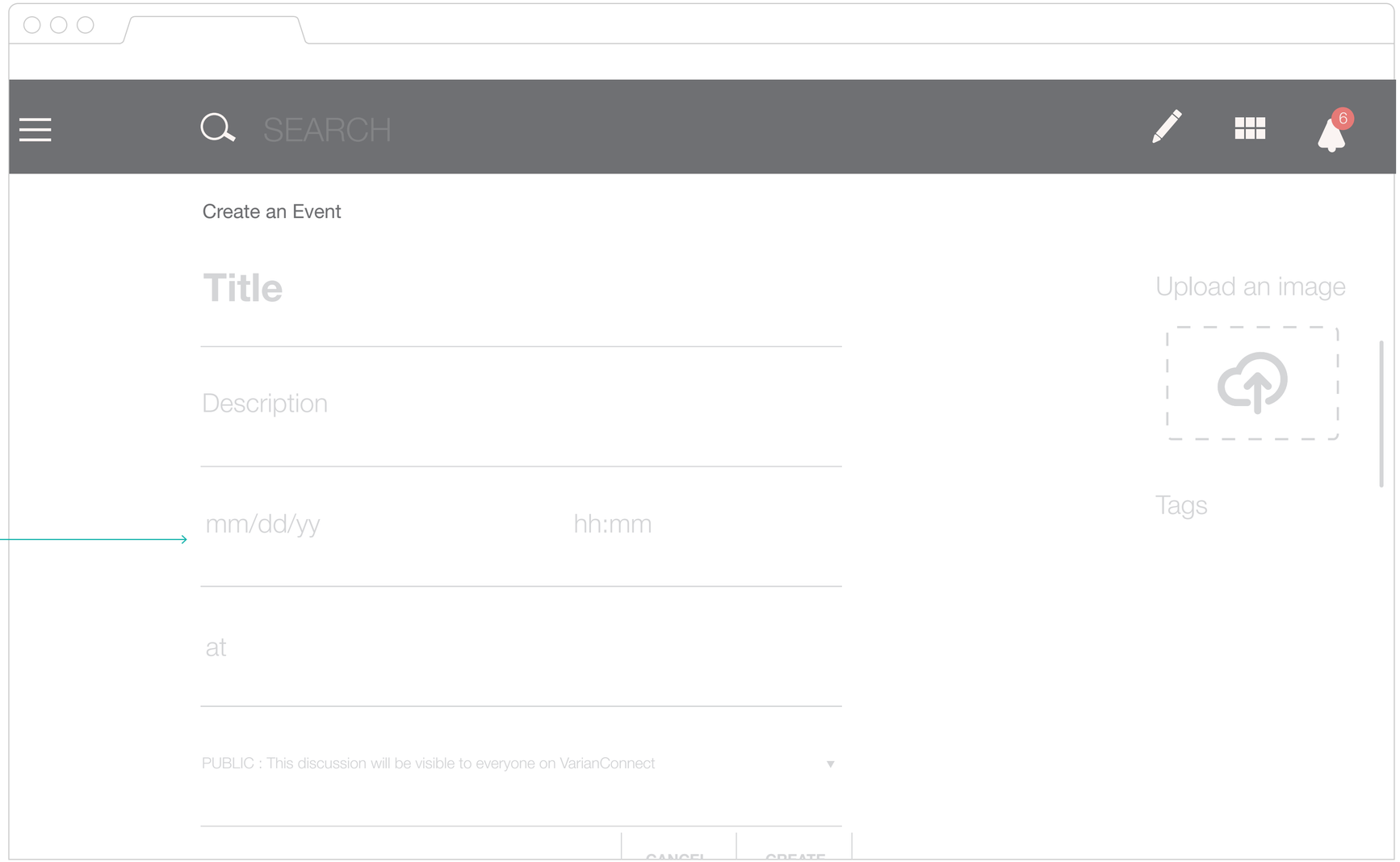
CREATE
— EVENTS



01 CONTEXTUAL FIELDS

Date, time, and address fields are introduced in the event creation flow.

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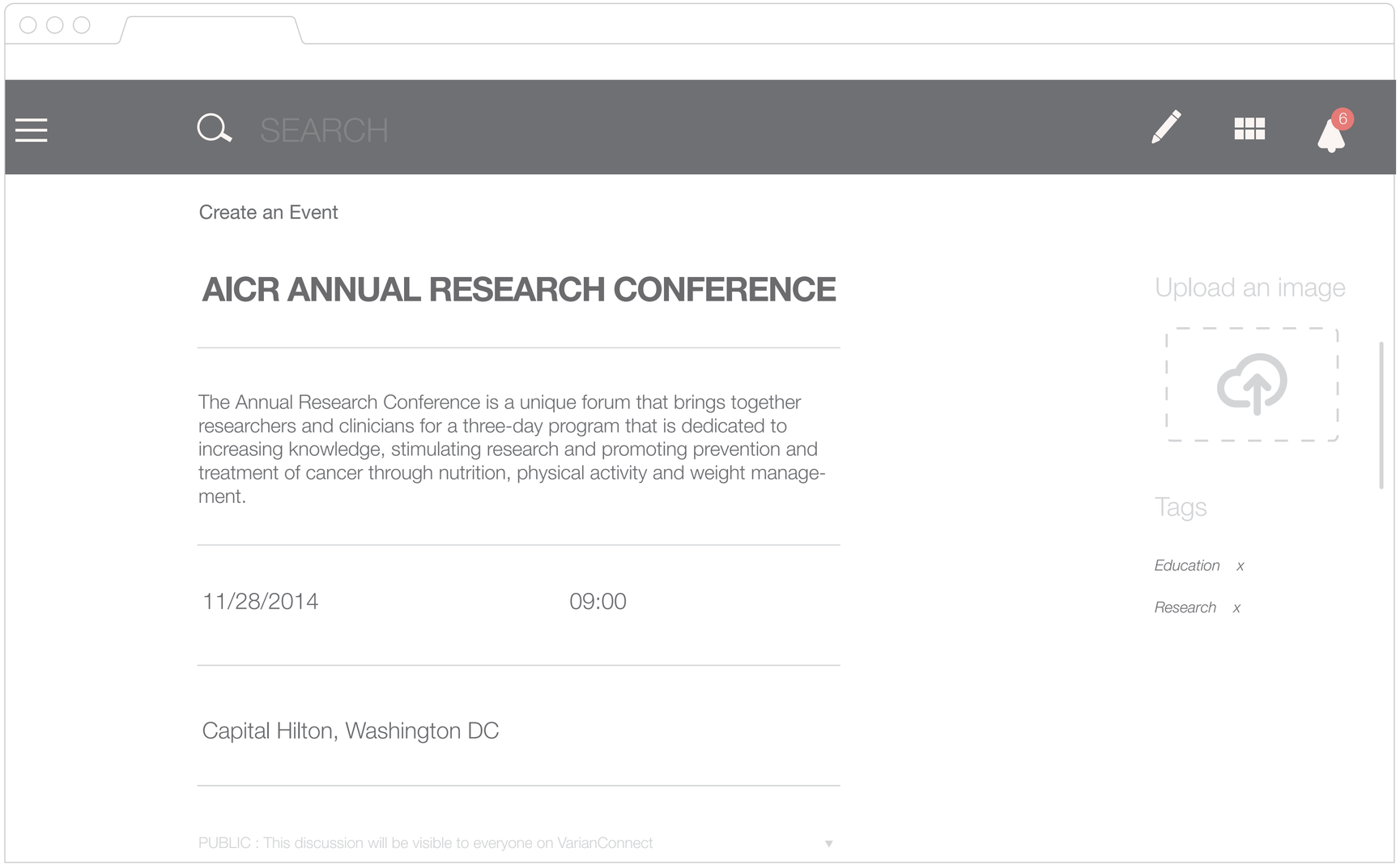
CREATE
— EVENTS



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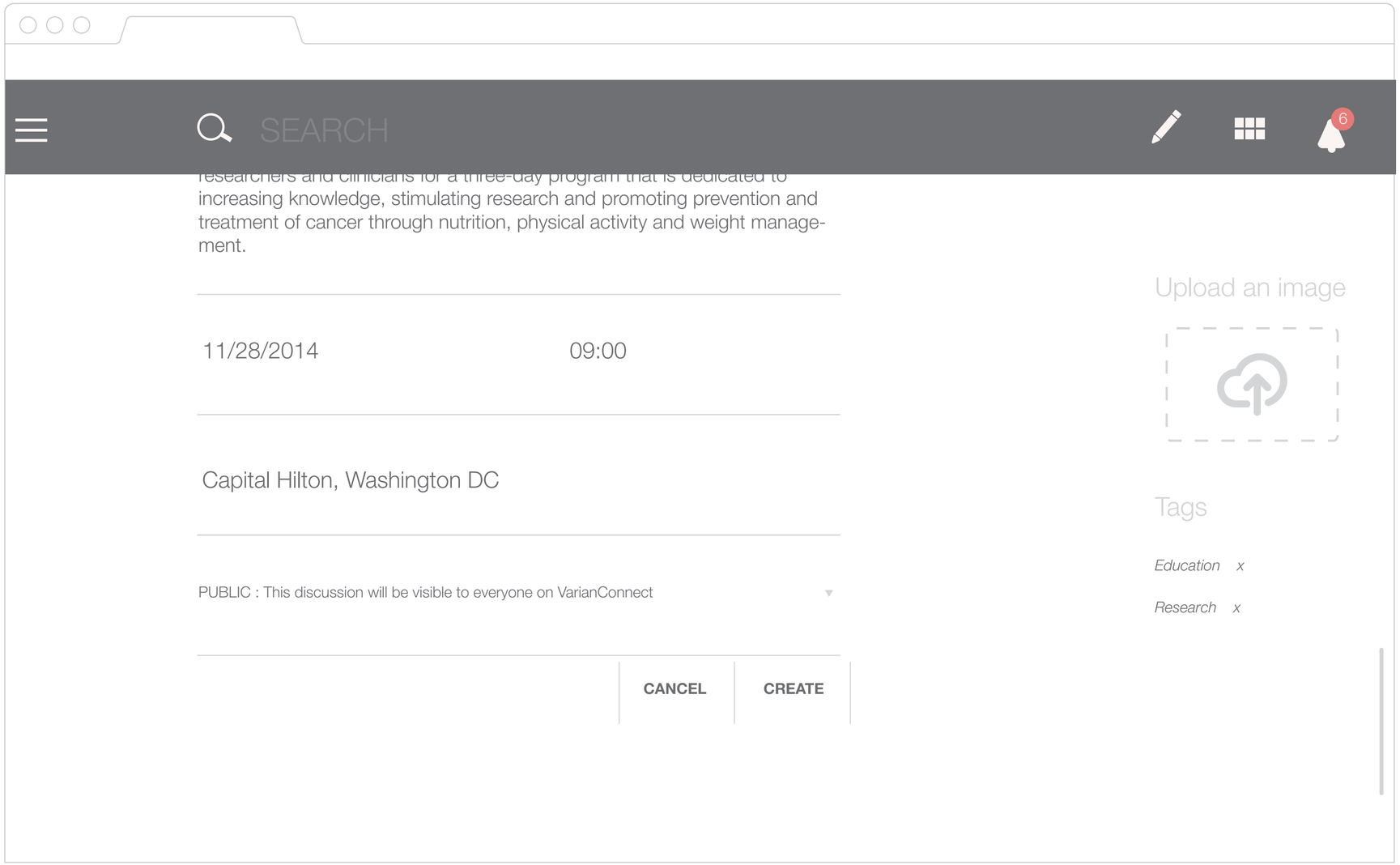
CREATE
— EVENTS



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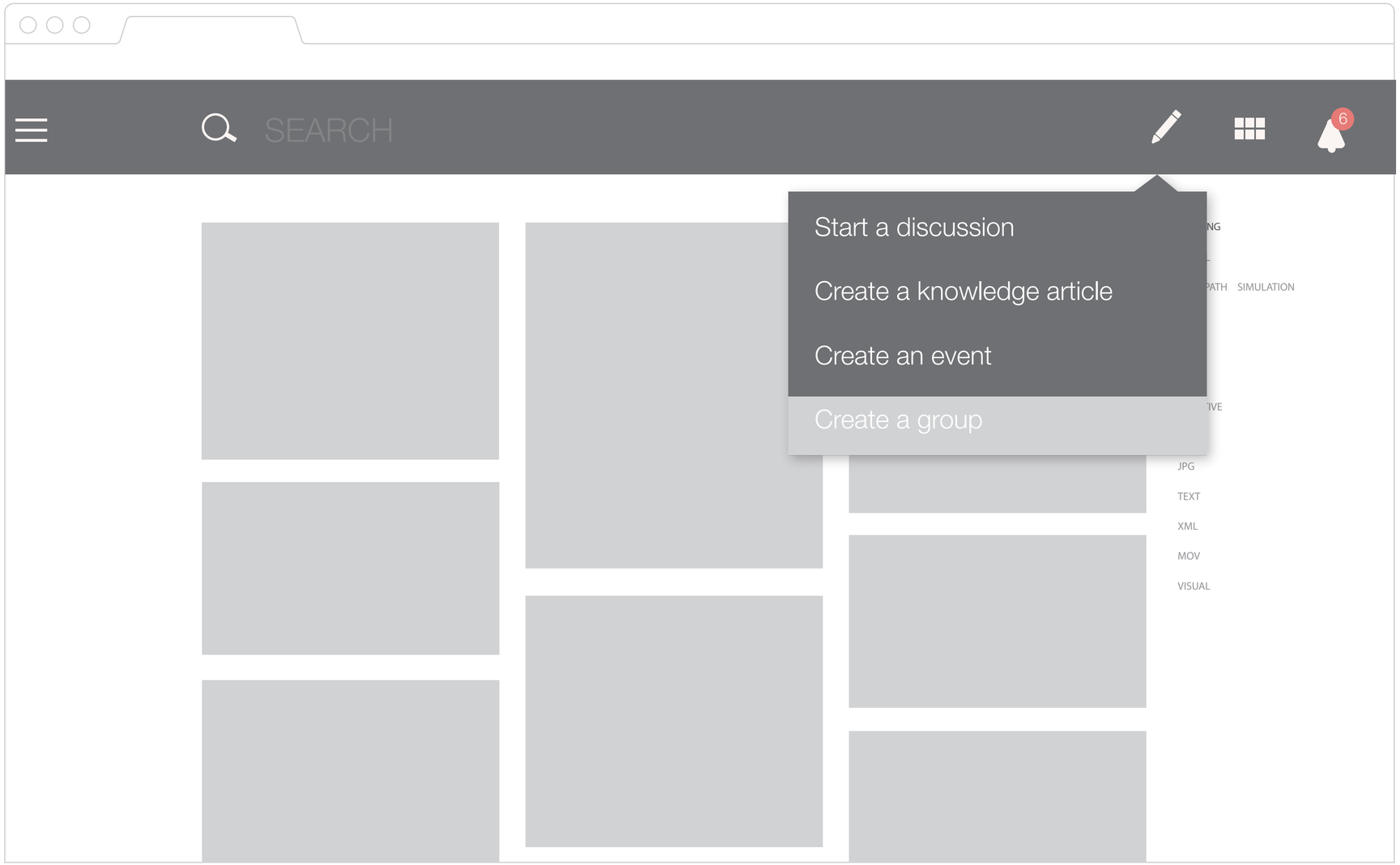
CREATE
— GROUP



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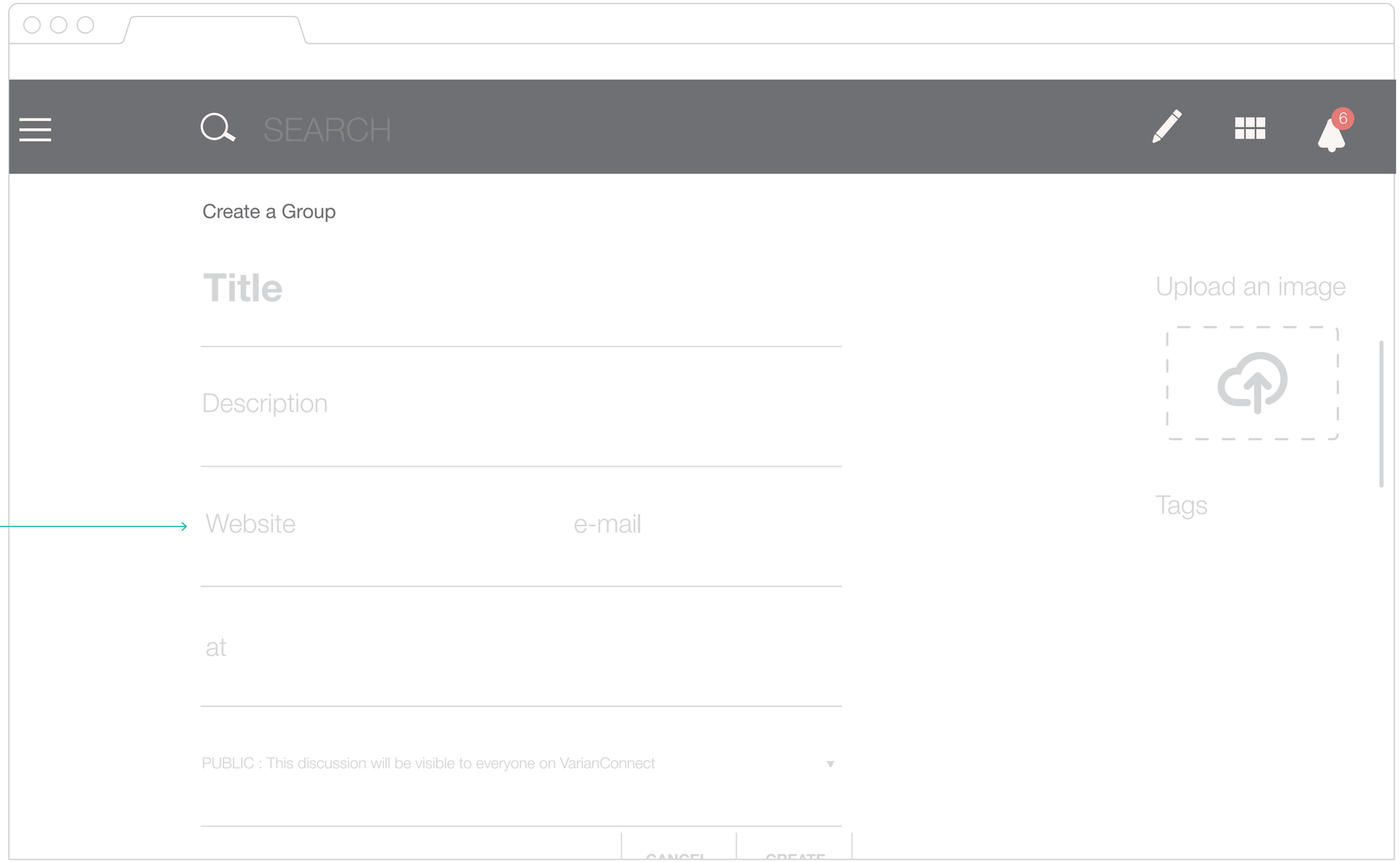
CREATE
— GROUP



01 CONTEXTUAL FIELDS

For group creation users have the text fields to attach website and contacts with the created group.

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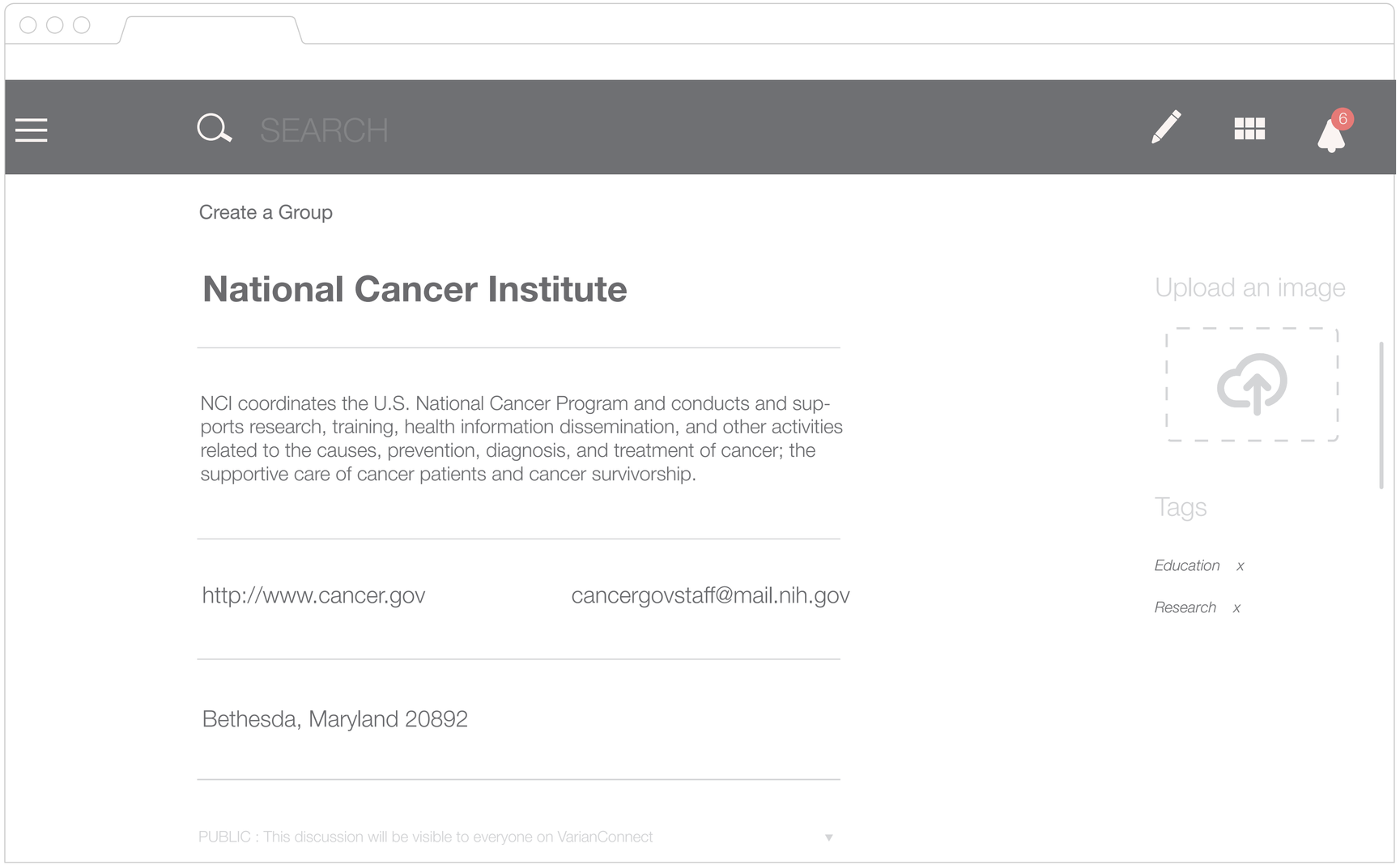
CREATE
— GROUP



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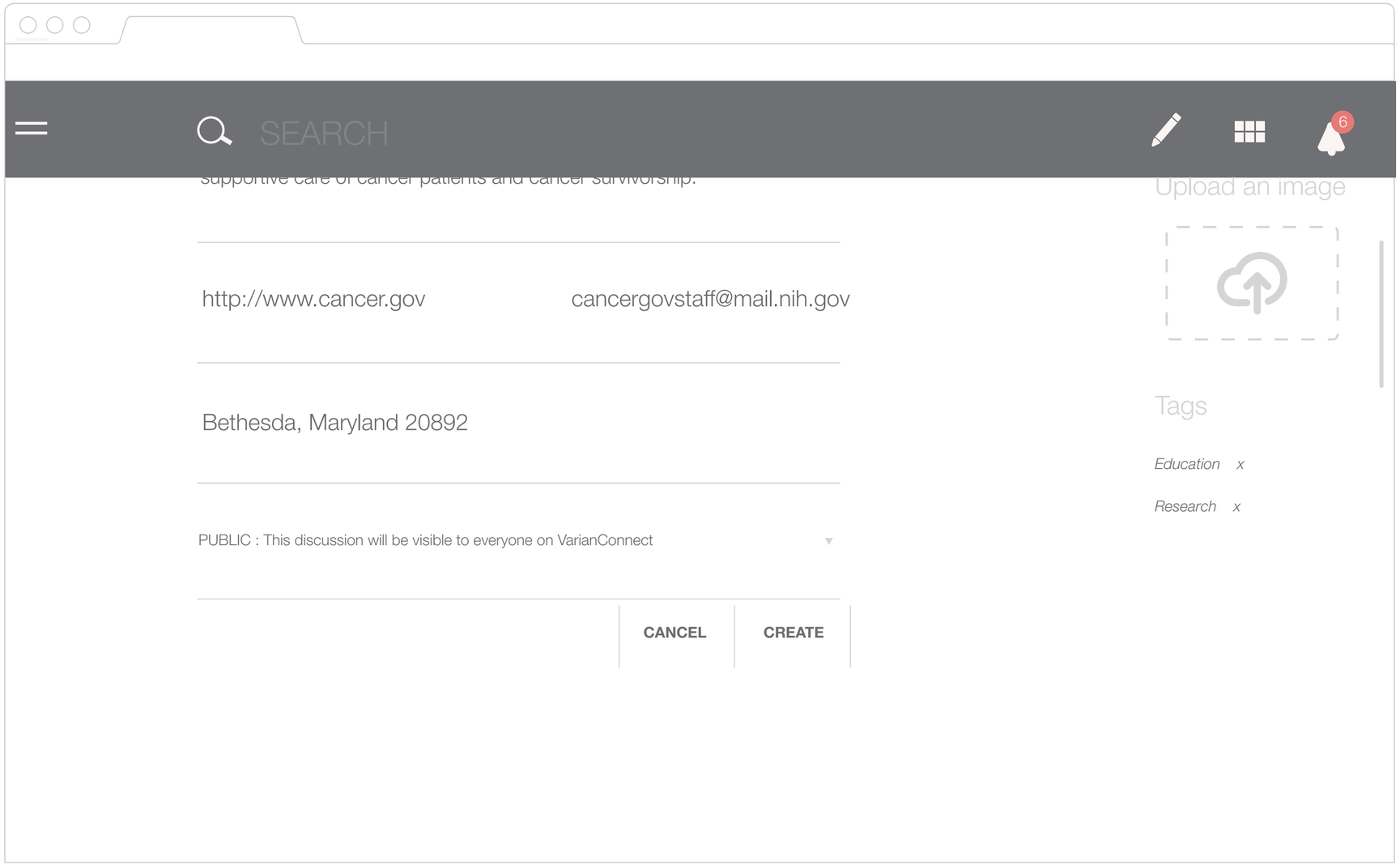
CREATE
— GROUP



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Profiles

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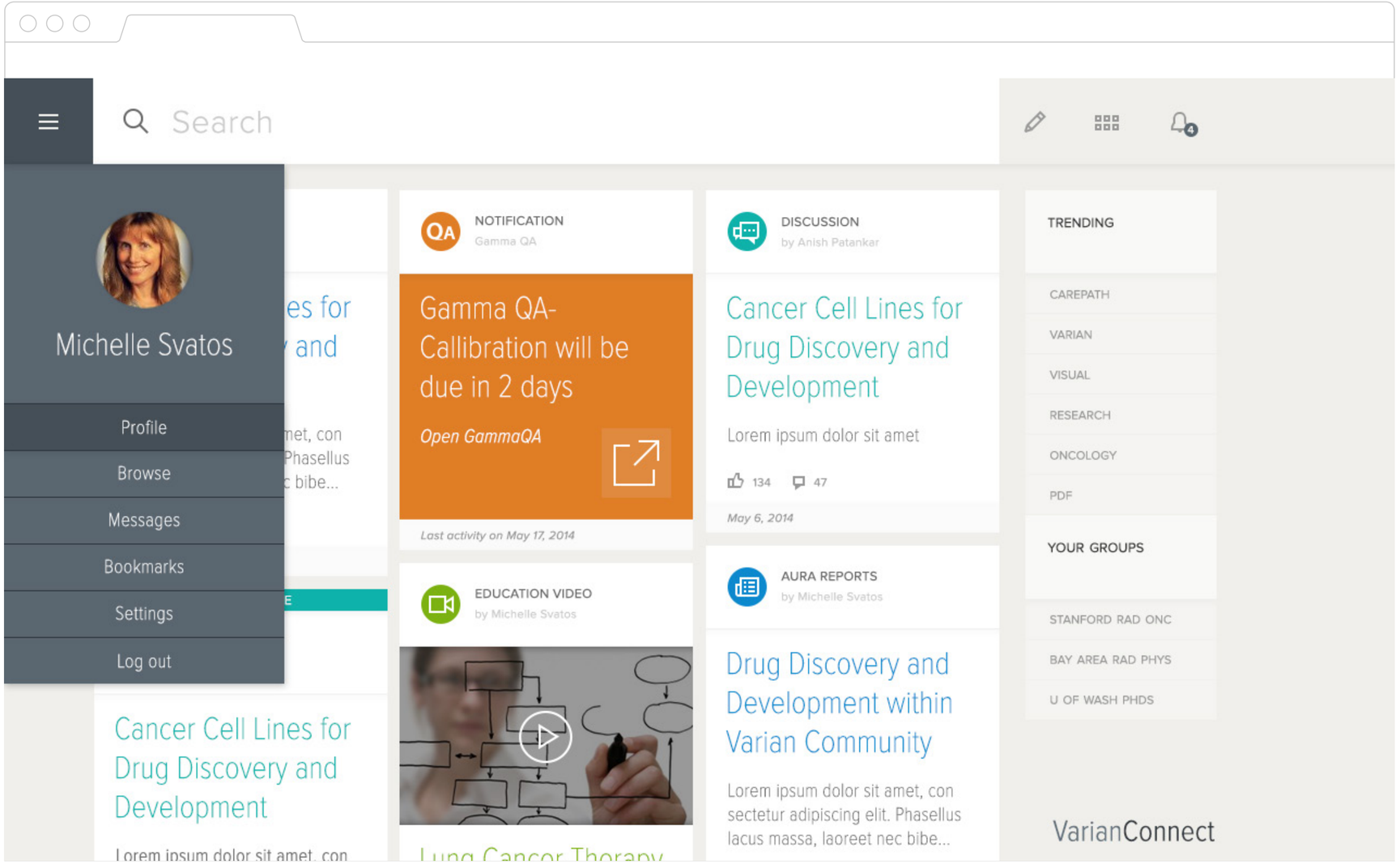
PROFILE
— MENU



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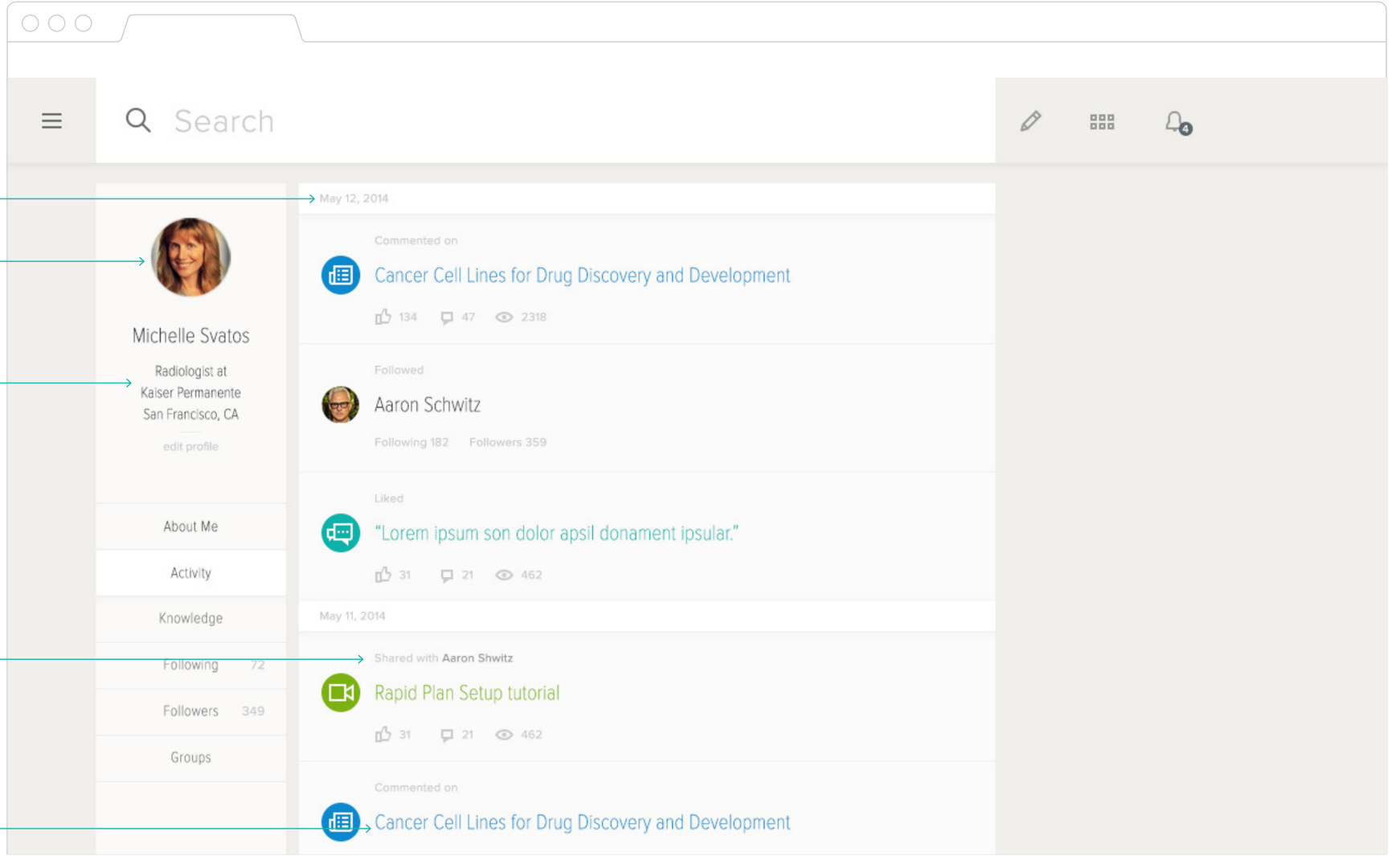
PROFILE
— PERSONAL- ACTIVITY



01 ACTIVITY DATE

02 PROFILE PICTURE

03 CREDENTIALS

Summarised credentials with title, organization and location

04 ACTION

05 KNOWLEDGE TITLE

BEHAVIORS

Clicking on profile in the menu brings up the personal profile page.

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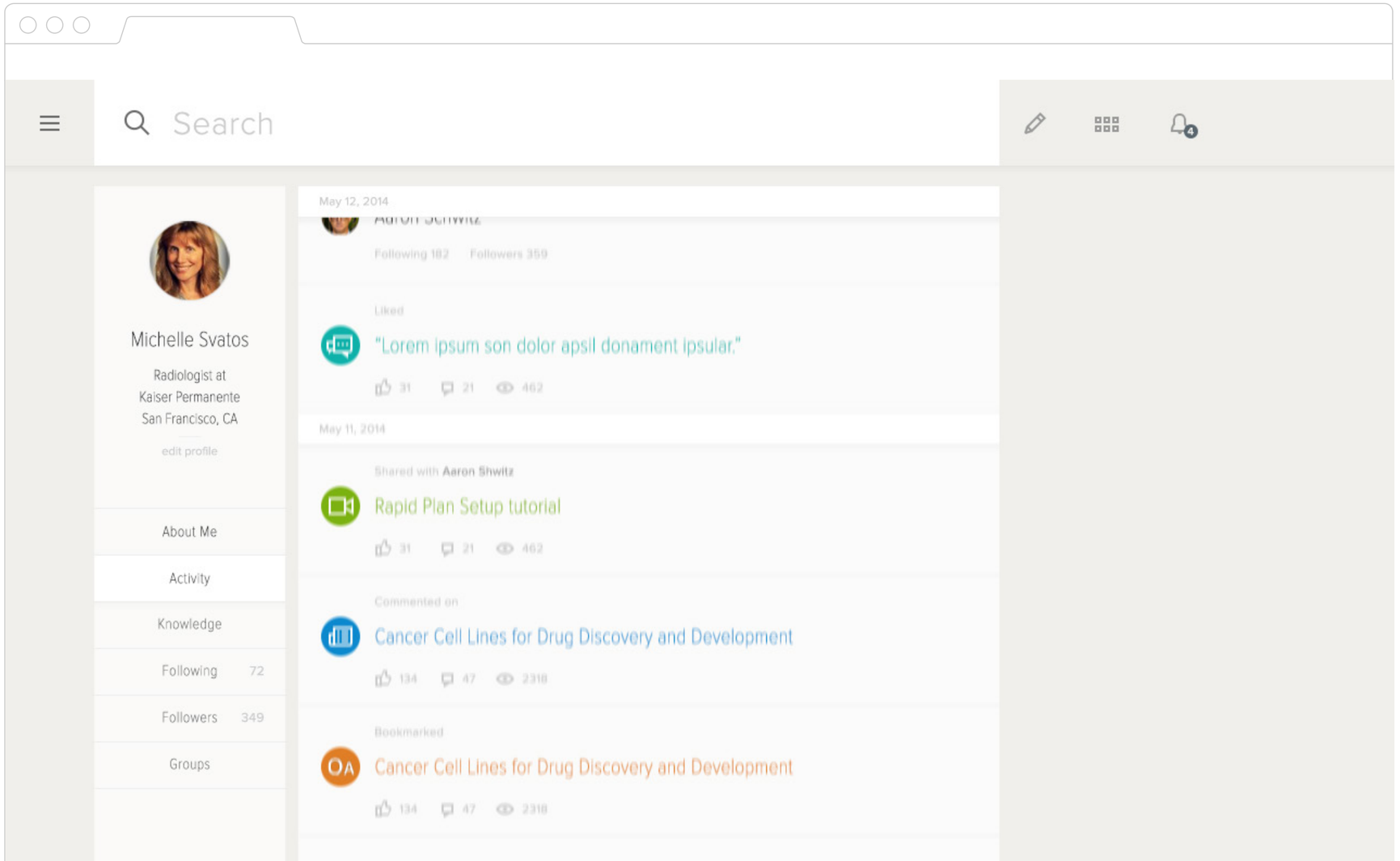
PROFILE
— PERSONAL- ACTIVITY



BEHAVIORS

As the content is scrolled up, the date header is locked to the top of the container till it's pushed out by the new date header.

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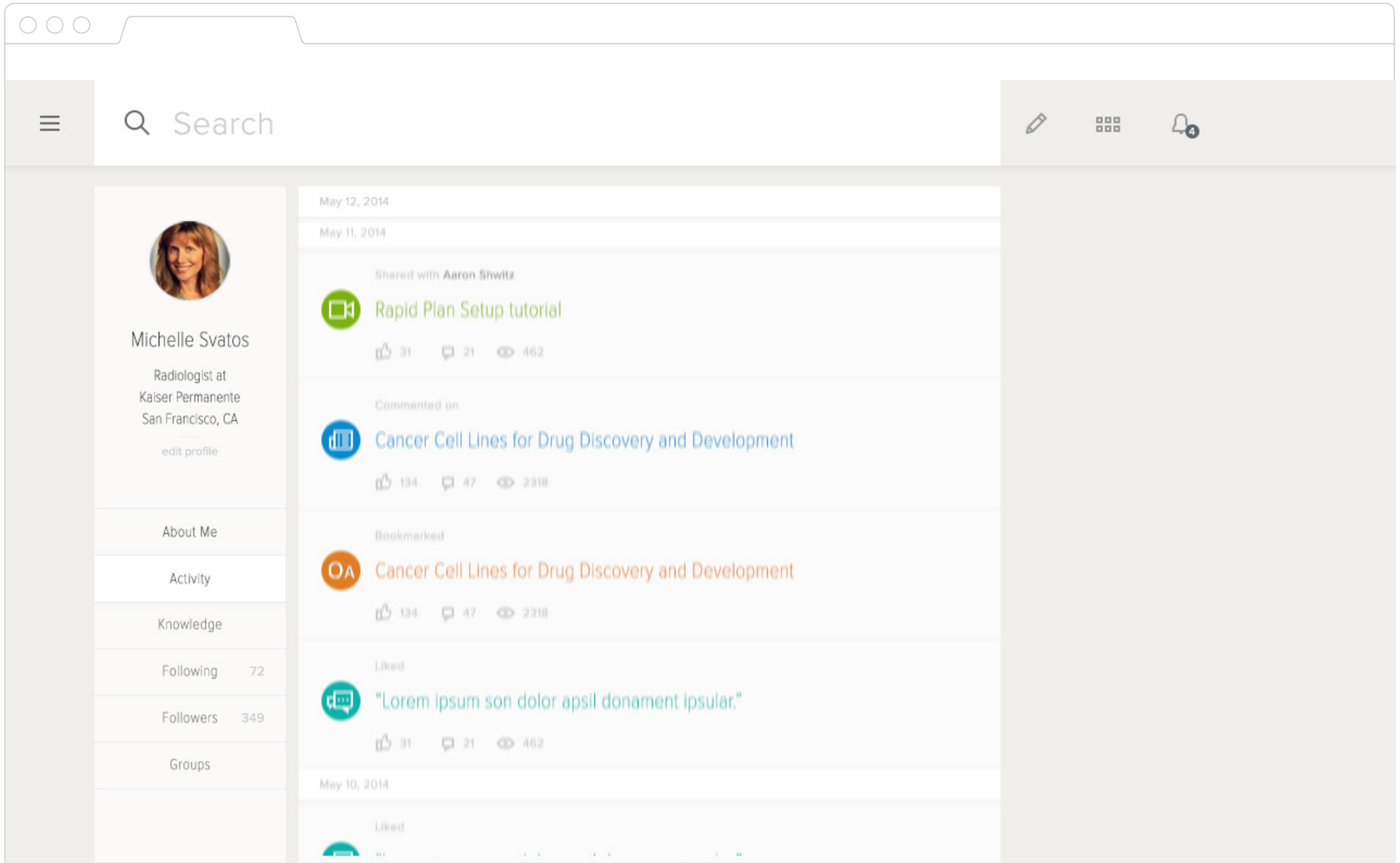
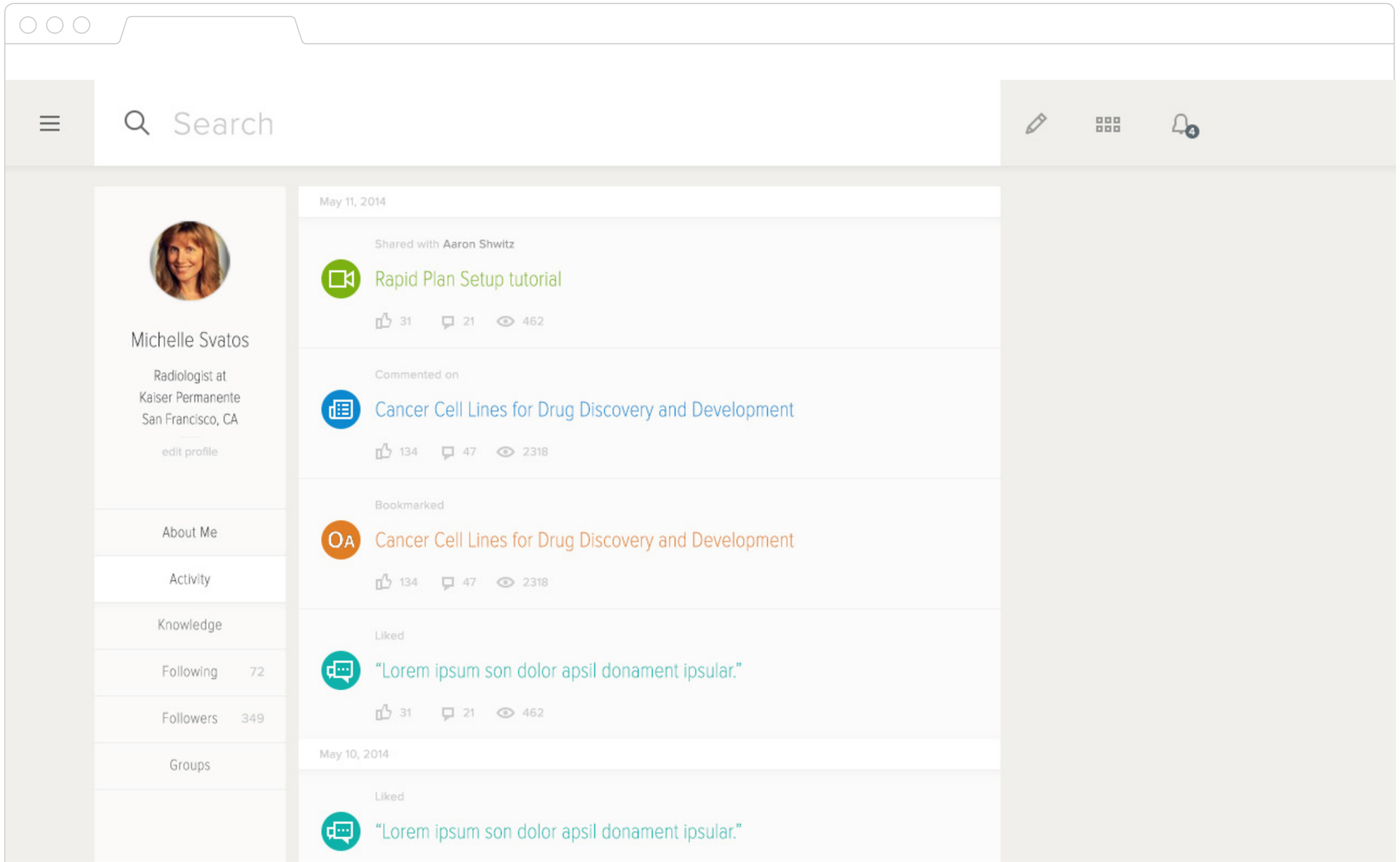
PROFILE
— PERSONAL- ACTIVITY



Copyright 2014 Varian Medical Systems

PROFILE
— PERSONAL- ACTIVITY



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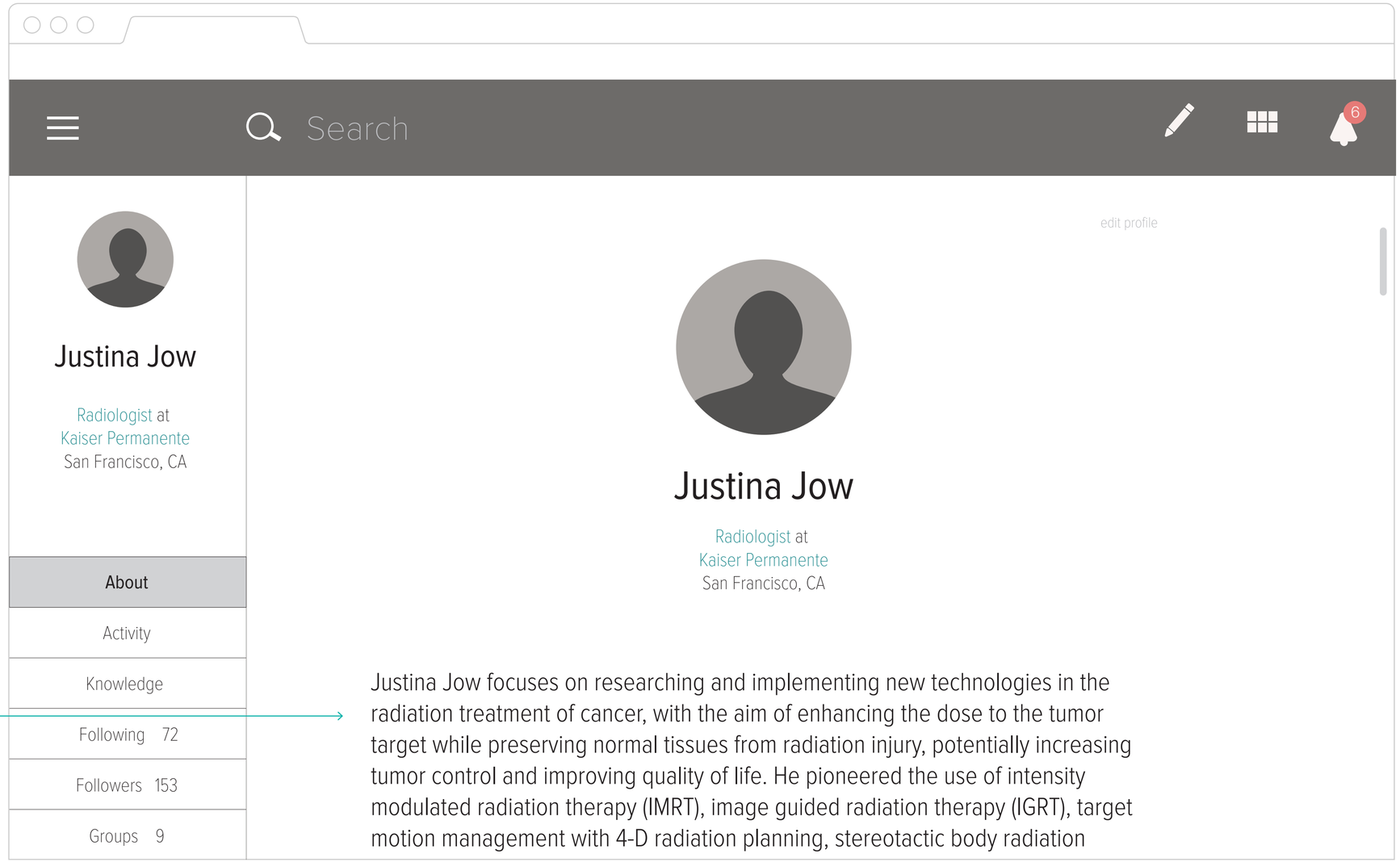
PROFILE
— PERSONAL- ABOUT ME



03 PERSONAL INTRODUCTION

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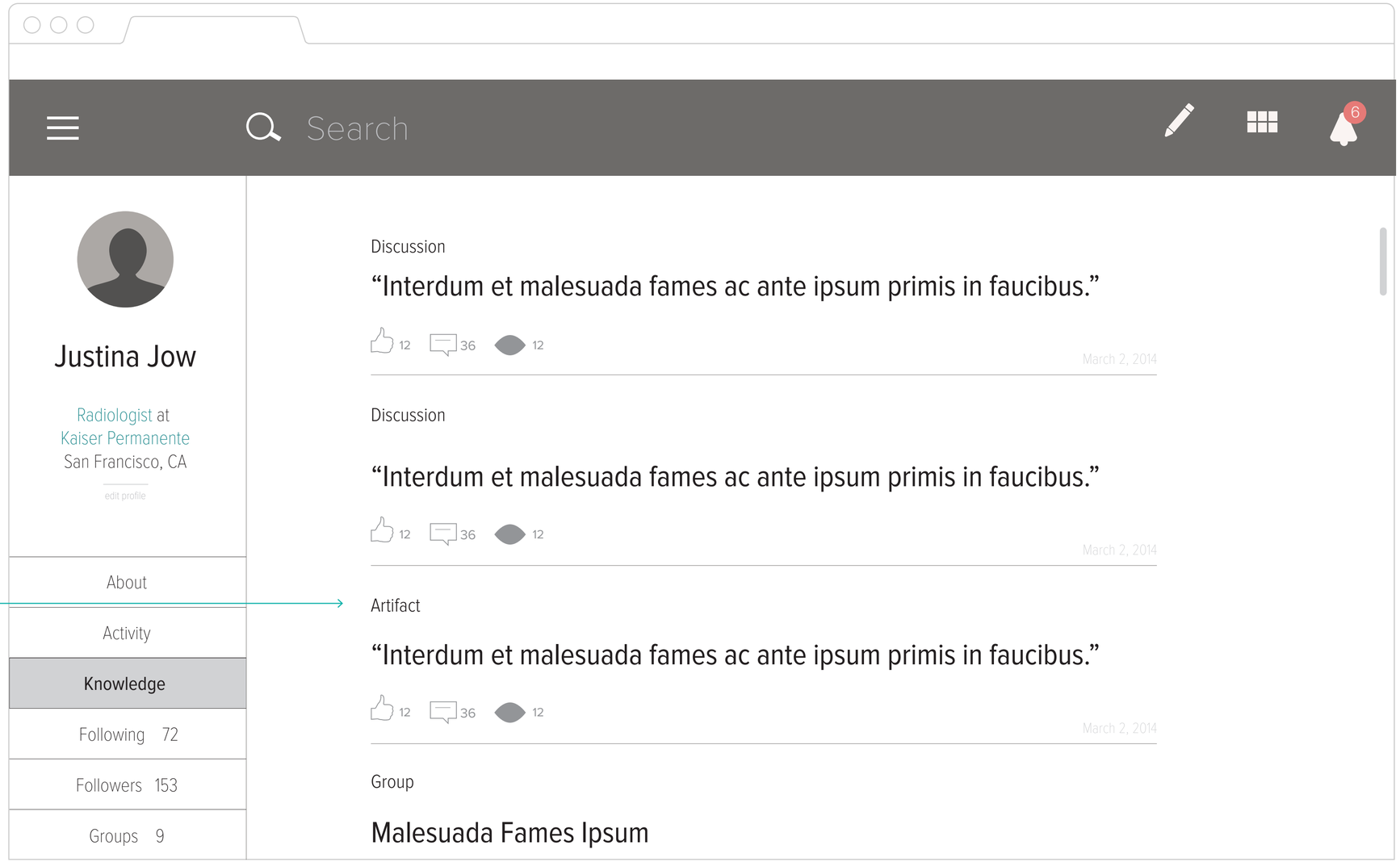
PROFILE
— PERSONAL- KNOWLEDGE



03 KNOWLEDGE CREATED

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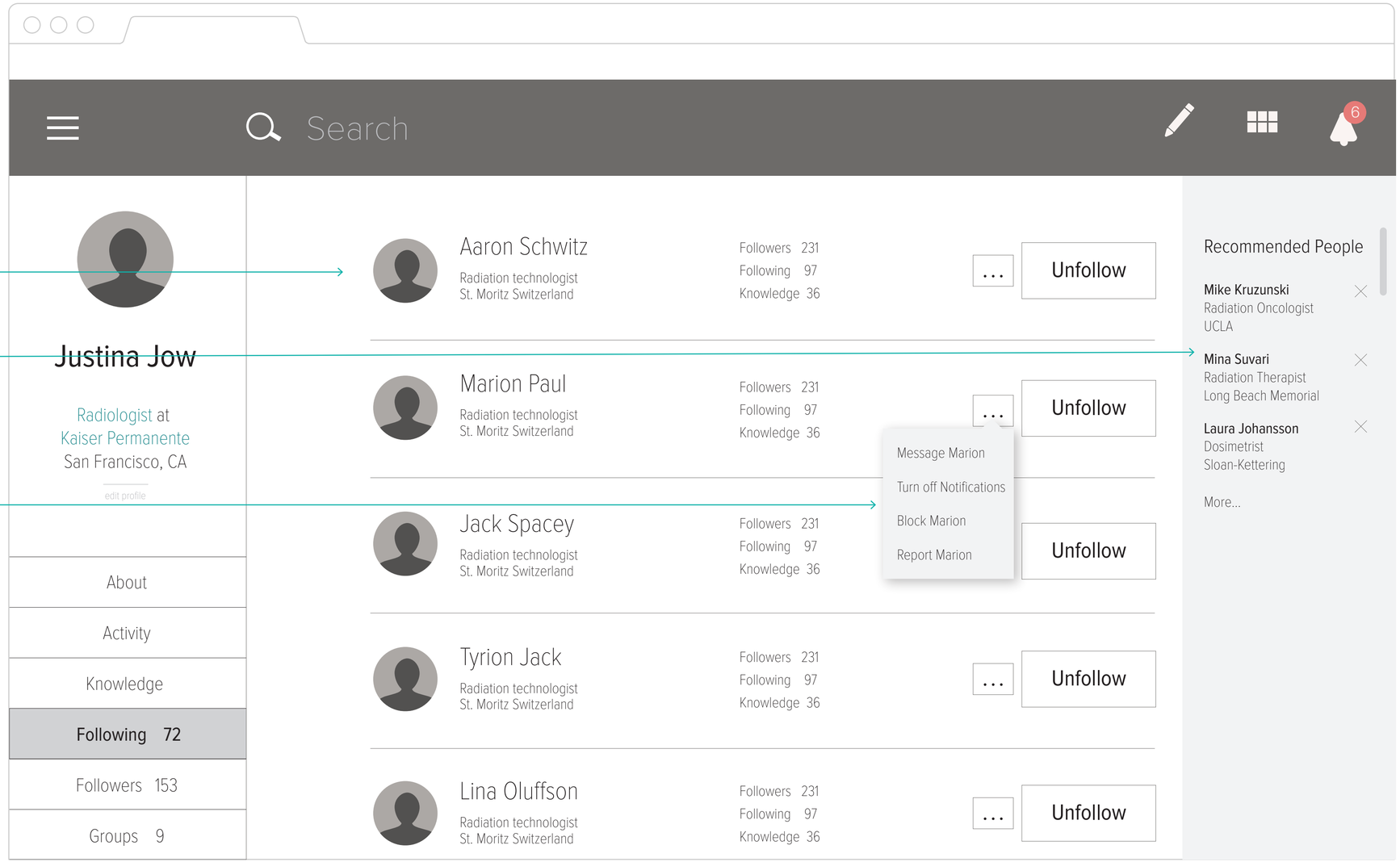
PROFILE
— PERSONAL- FOLLOWING

01 MEMBERS FOLLOWING

02 RECOMMENDED PEOPLE

03 SECONDARY FUNCTIONS



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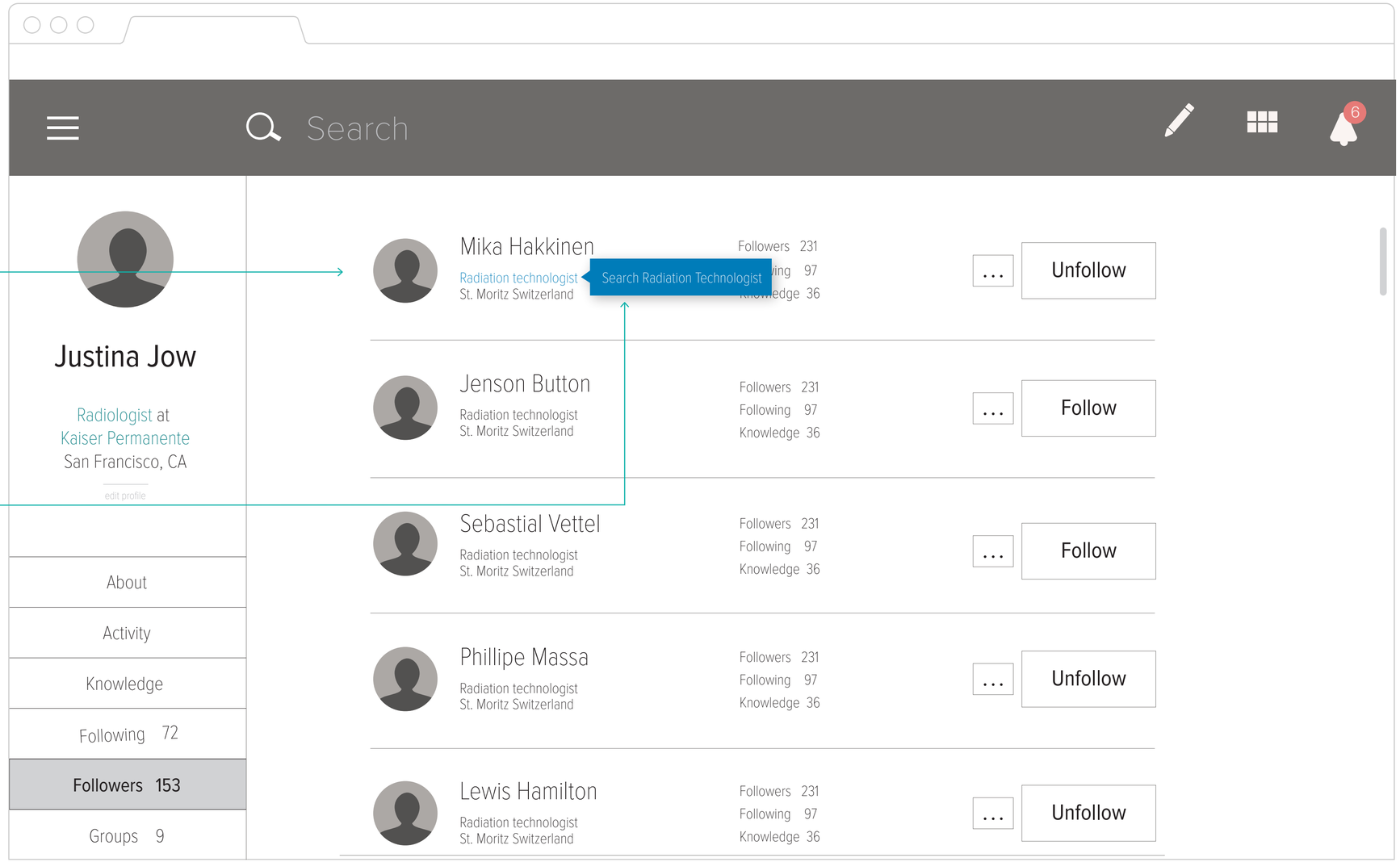
PROFILE
— PERSONAL- FOLLOWING

01 PROFILE FOLLOWERS

02 ACTIVE TERMS

Rollover state for active term. These terms can be searched for directly by clicking on the rollover state.



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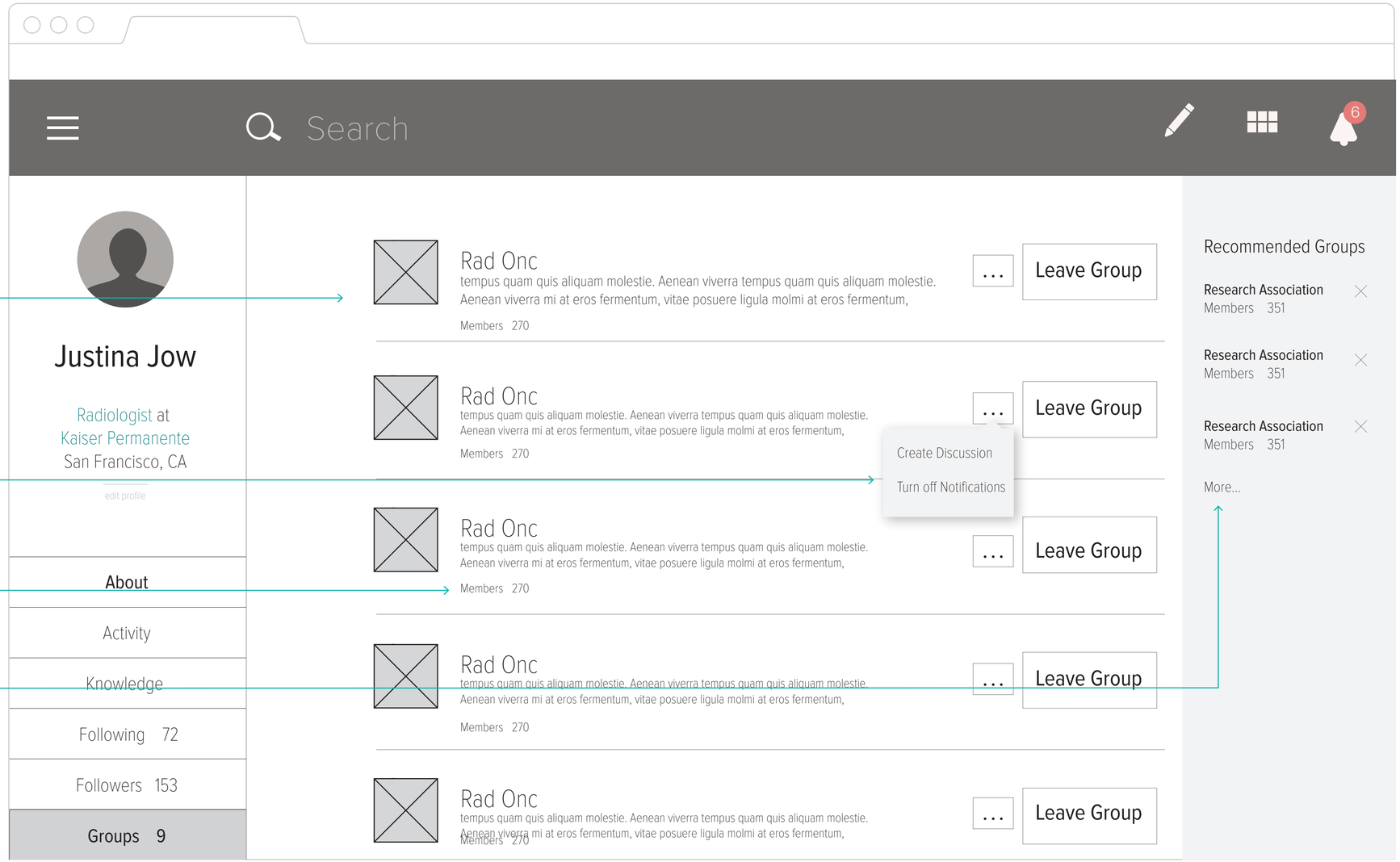
PROFILE
— PERSONAL- FOLLOWING



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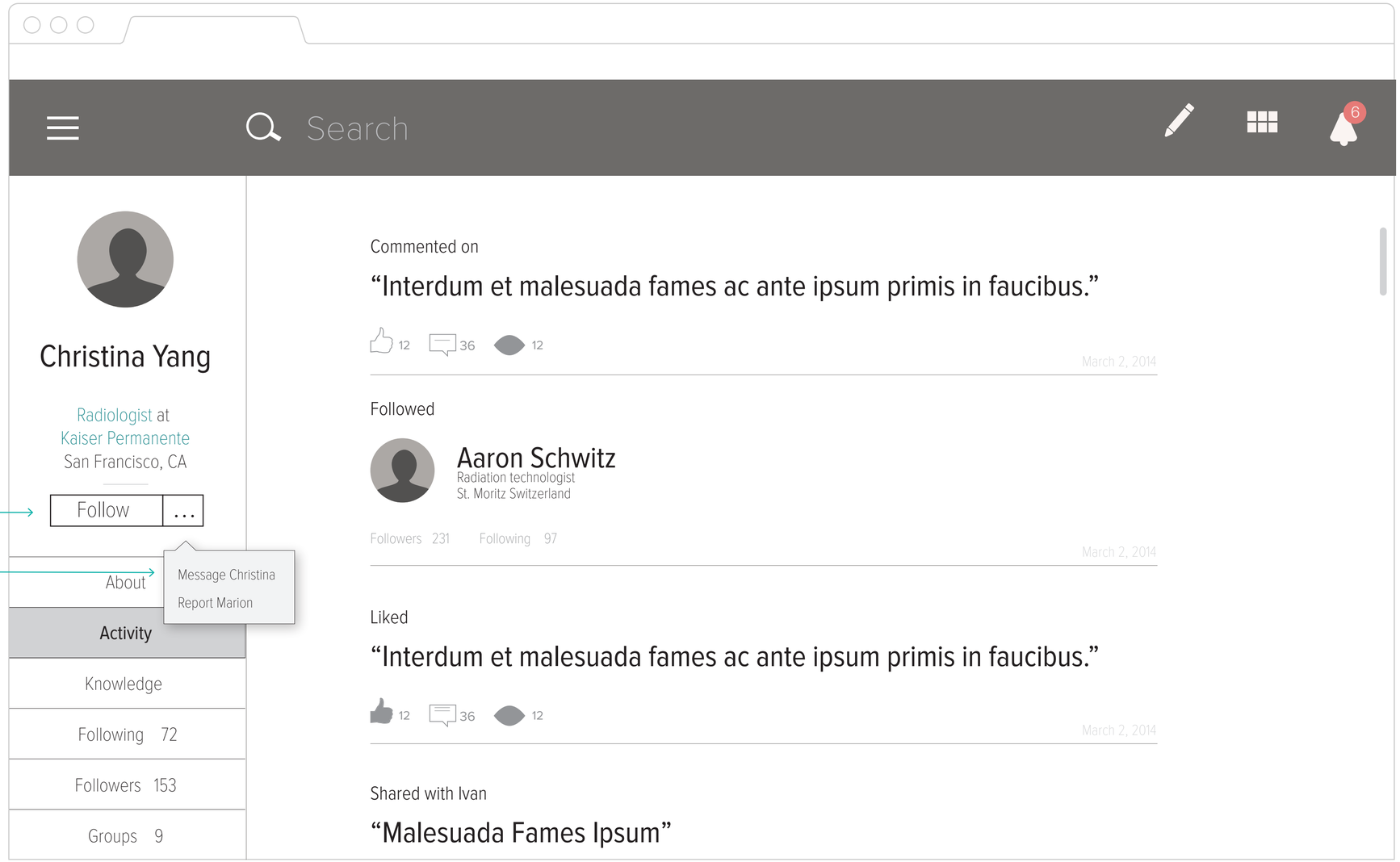
PROFILE
— USER PROFILE

01 FOLLOW BUTTON

02 SECONDARY FUNCTIONS

Clicked state



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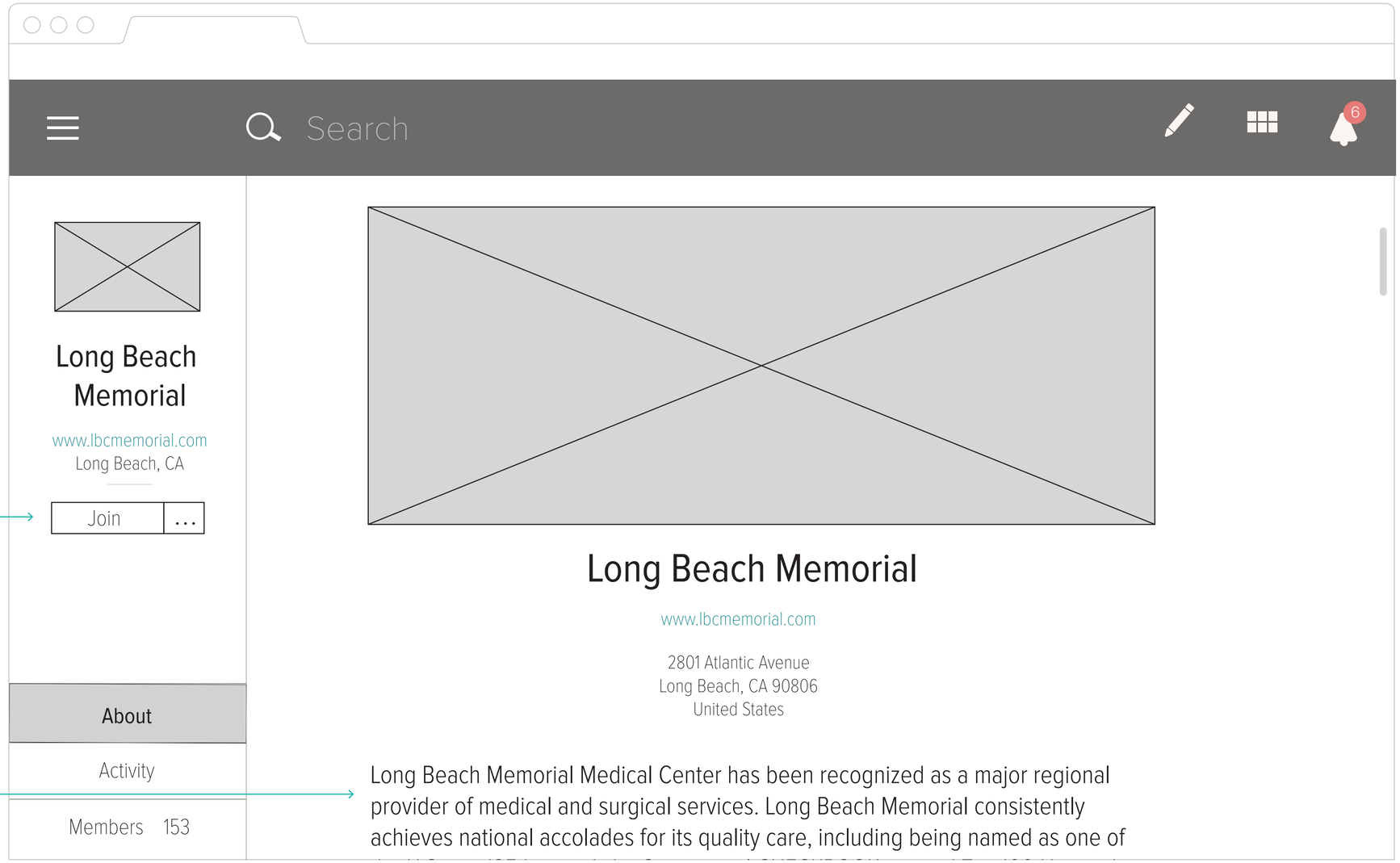
PROFILE
— GROUP



01 JOIN BUTTON

02 GROUP INTRODUCTION

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Messages

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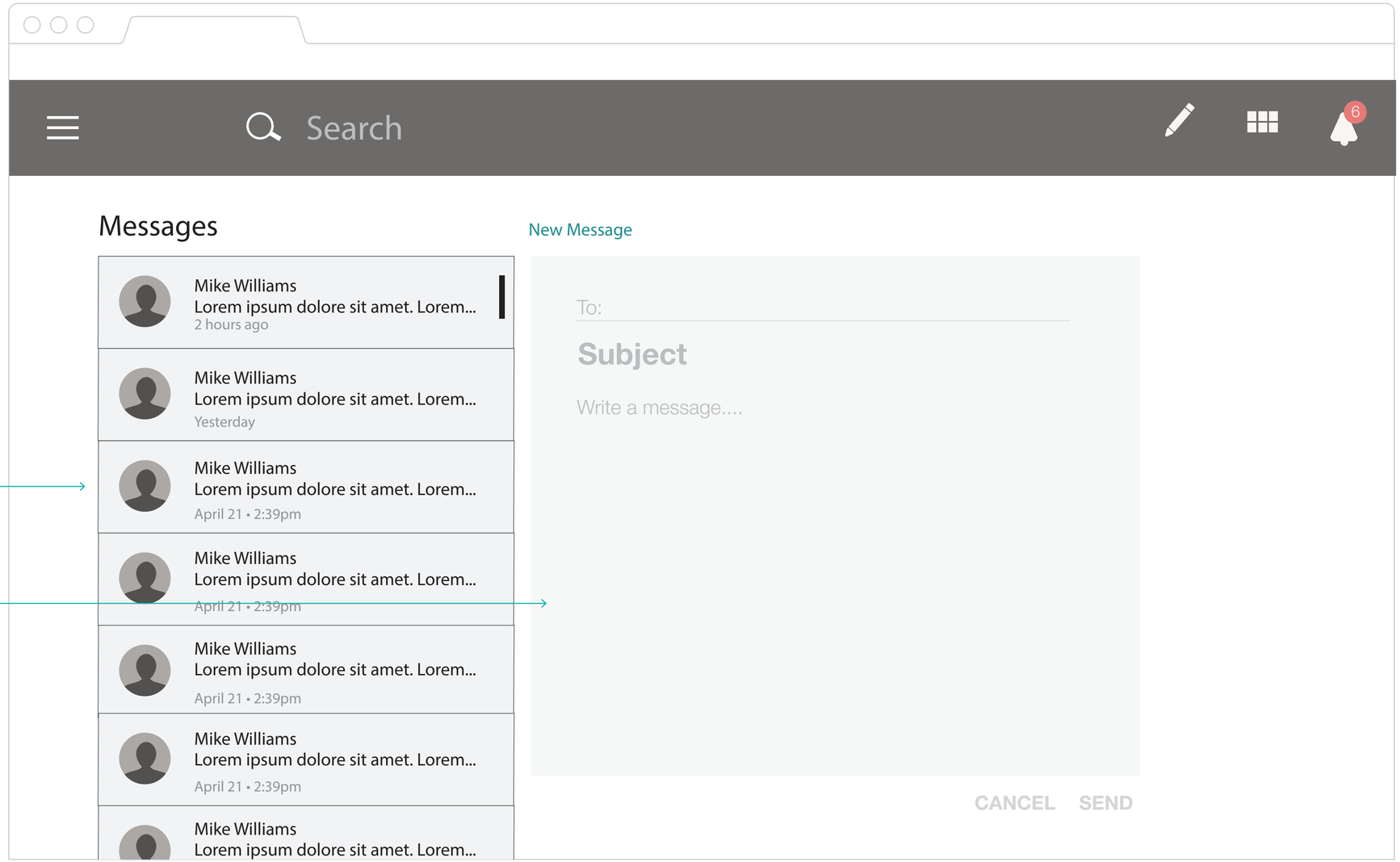
MESSAGES
— NEW MESSAGE



01 INBOX

02 NEW MESSAGE FIELD

BEHAVIORS

Clicking ‘Messages’ in the profile menu brings user to this page.

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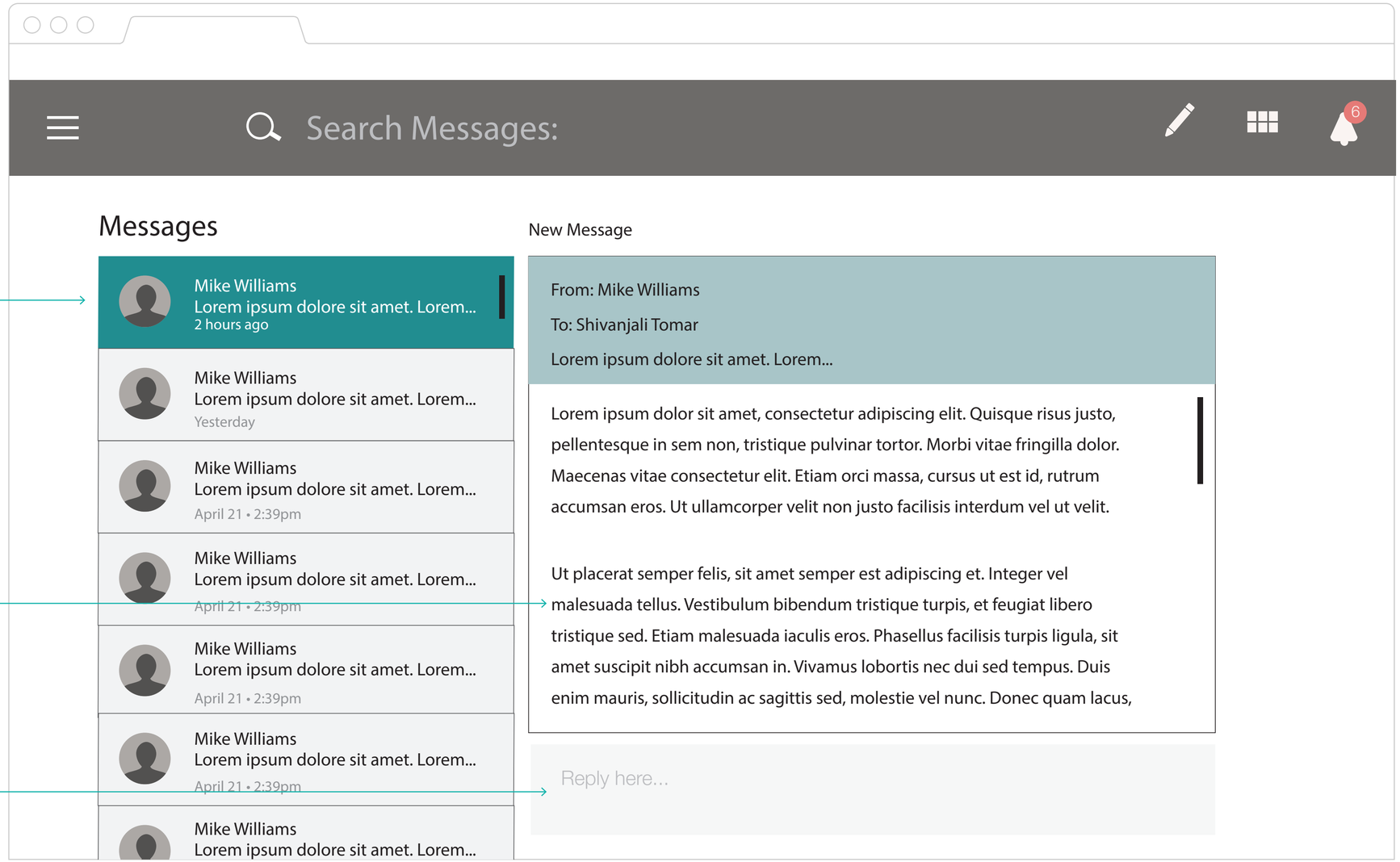
MESSAGES
— INBOX



01 SELECTED MESSAGE

02 MESSAGE

03 REPLY FIELD

User can type in this text field to reply to the message.

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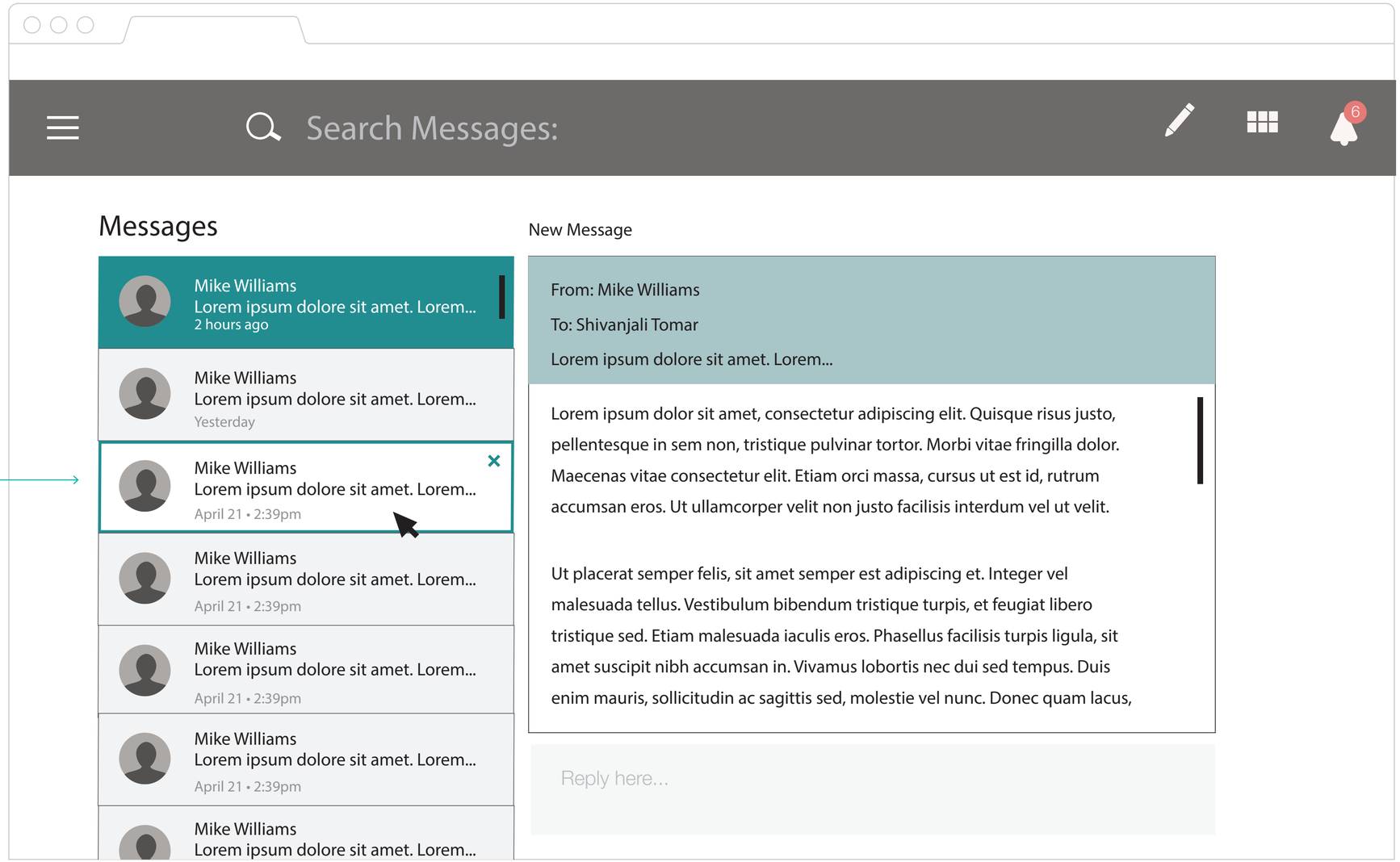
MESSAGES
— DELETING



03 DELETING A MESSAGE

To delete a message, user needs to hover over the message in the Inbox listing and click on the ‘X’ arrow.

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Bookmarks

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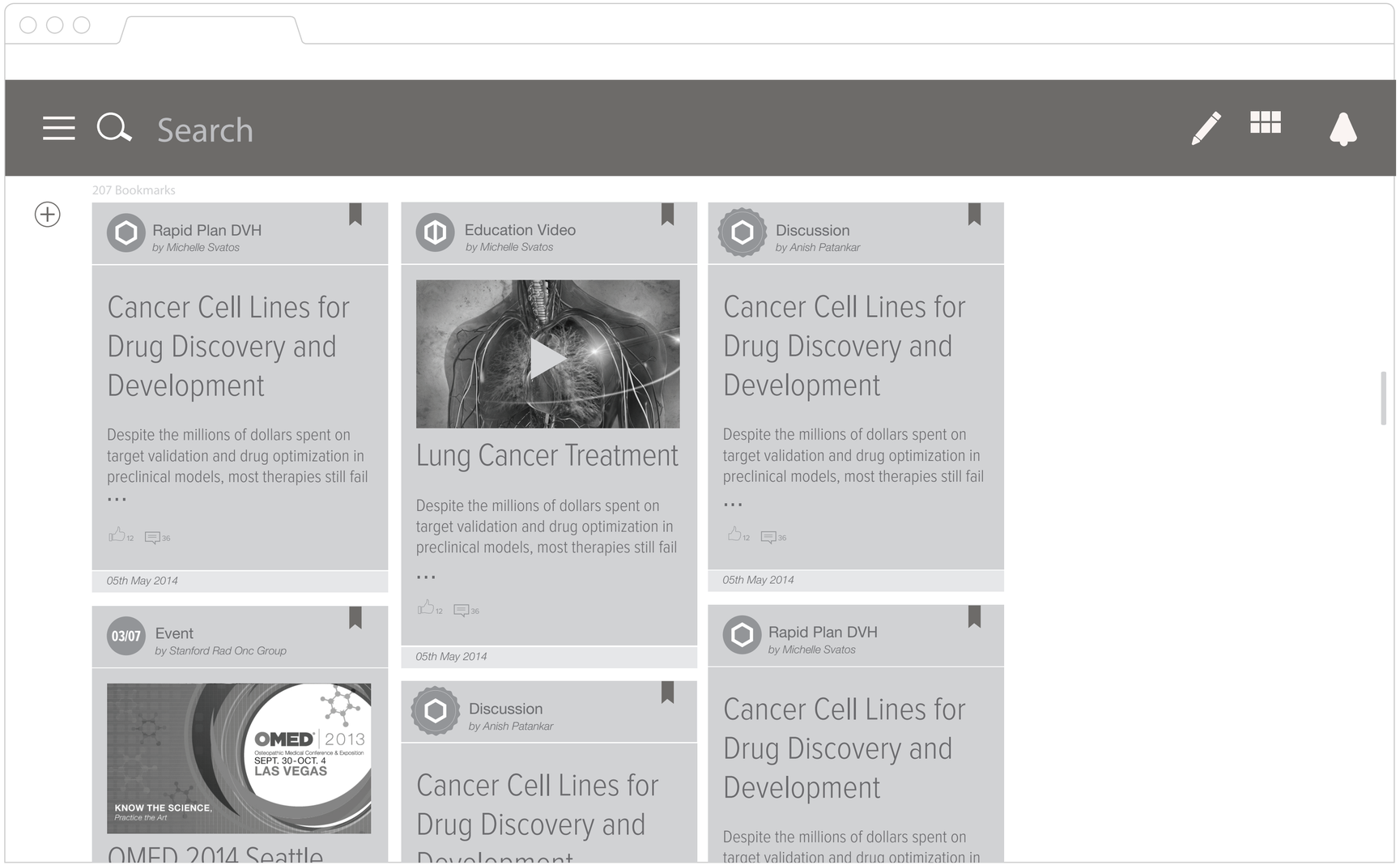
BOOKMARKS
— LANDING PAGE



BEHAVIORS

All the bookmarked knowledge is collected and displayed in the Bookmarks page.

Clicking the tiles will expand the content and the discussion around it.

Clicking the bookmark icon will un-bookmark the knowledge.

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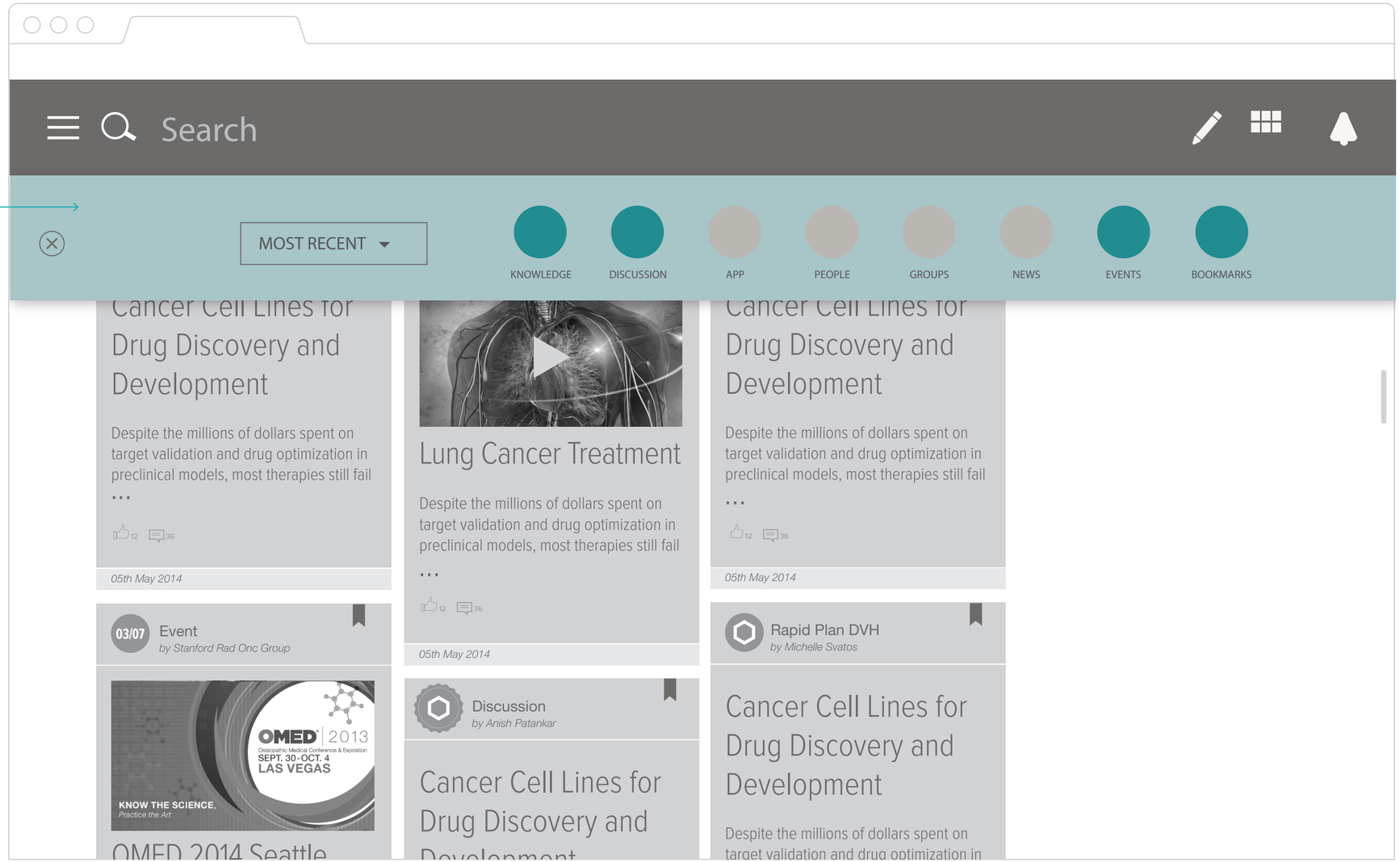
BOOKMARKS
— FILTERS



01 FILTERS

Bookmarked content can be further filtered by knowledge, discussions and events.

The displayed content can also be re-organized using different lenses.

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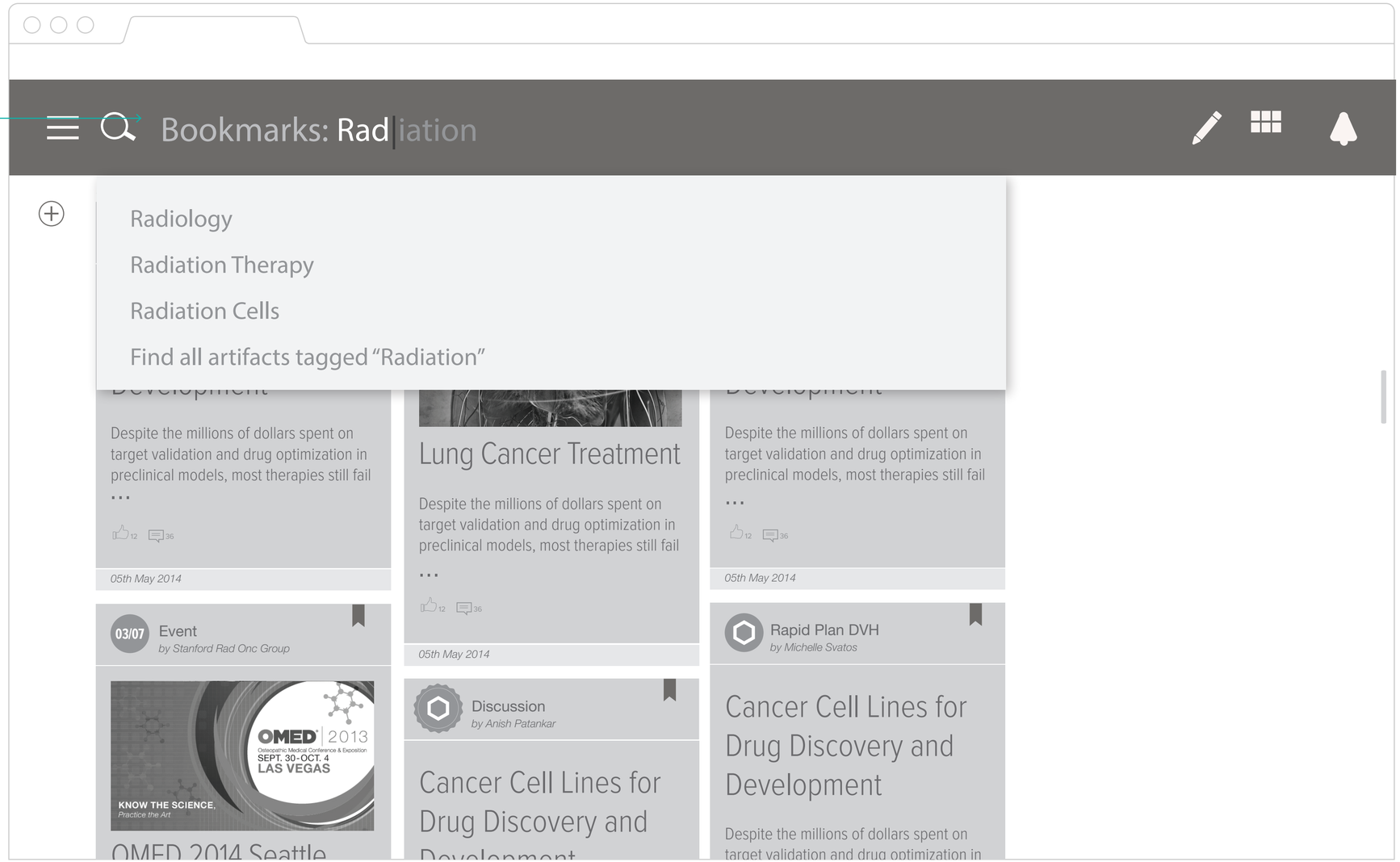
BOOKMARKS — SEARCH

01 SEARCH

Users can search for specific content within the Bookmarks page by using the usual search field. The search by default will pull results from the bookmarks. This is indicated by ghosted ‘Bookmarks:’ in the search field.

‘Bookmarks:’ can be deleted in the search field to run a global search.



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Apps

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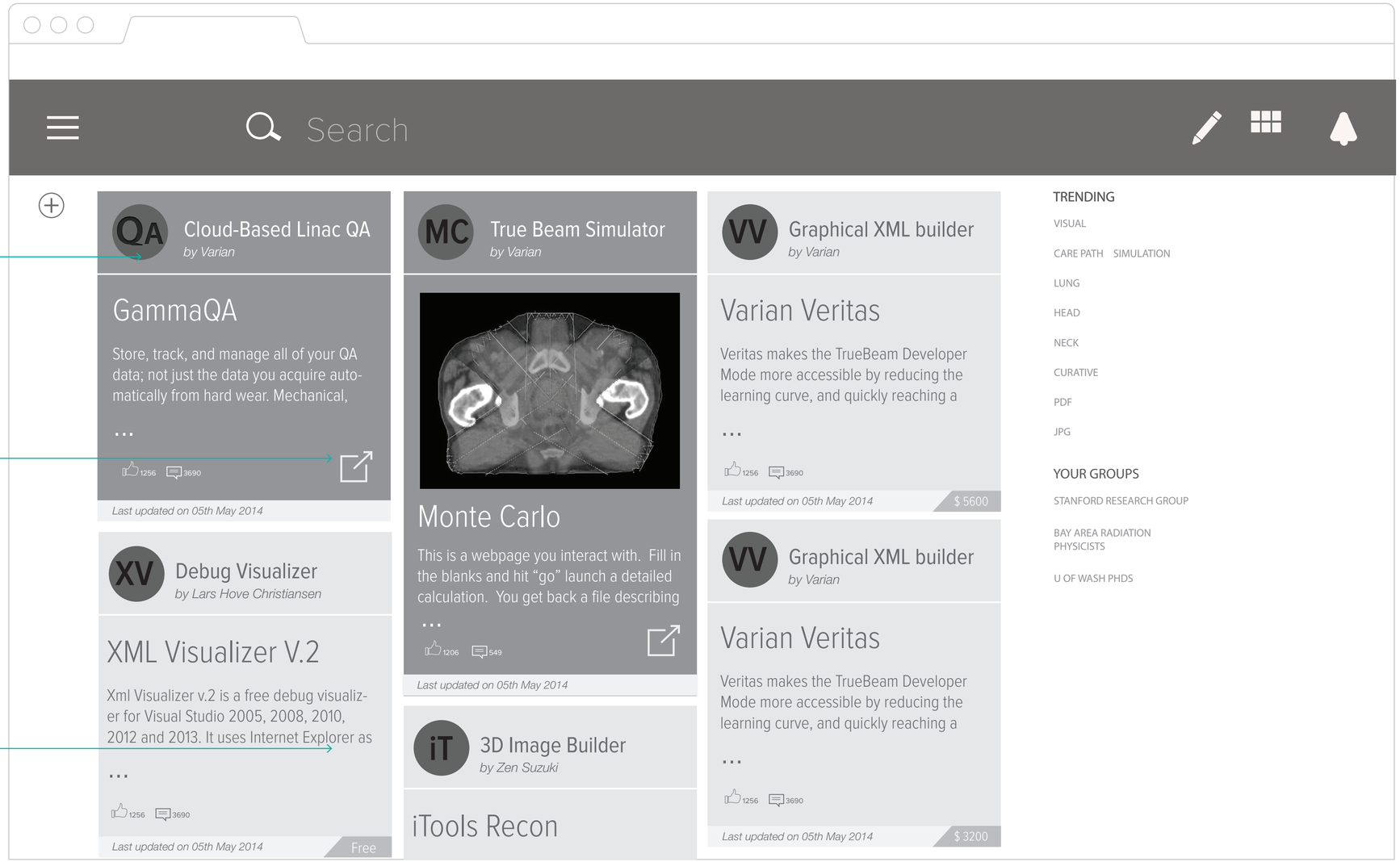
APPS
— LANDING PAGE



01 OWNED APPS

Apps owned by users are listed first on the apps landing page.

02 APP LAUNCH

Users can launch apps directly from this page by clicking on the launch icon. Clicking elsewhere on the tile would open the detail view of the app on this platform.

03 AVAILABLE APPS

The other apps available to the user are represented differently visually.

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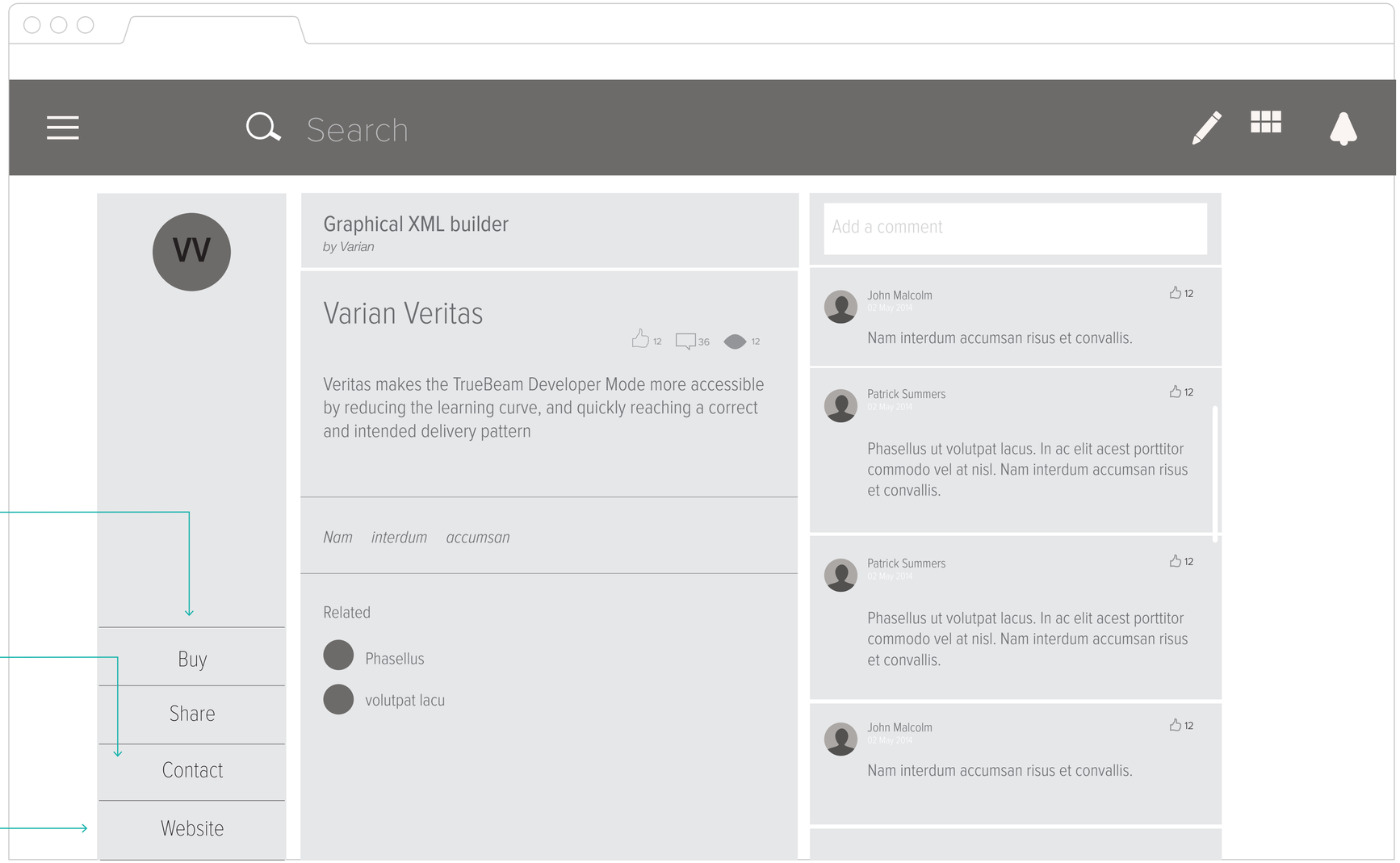
APPS
— DETAIL VIEW



01 BUY BUTTON

If a user doesn't own the app already, clicking the button would initate the purchase flow or re-direct the user to the concerned website.

02 CONTACT

Clicking on the button would take the user to his message creation page addressed to the concerned person/ organization.

03 WEBSITE LINK

Opens a new tab with the app website.

BEHAVIORS

Clicking on any app tile would open the detailed view of the app with the discussion around it.

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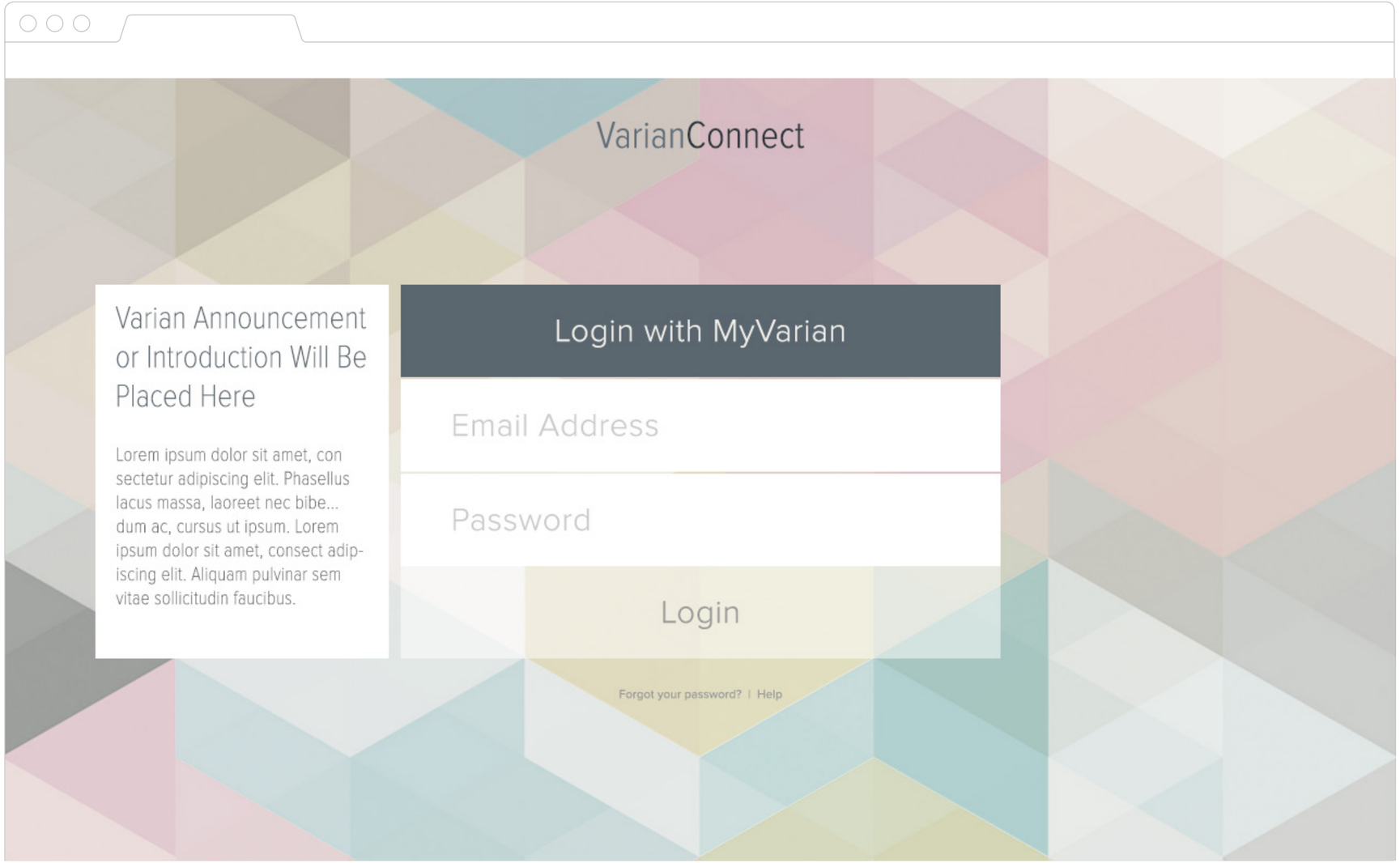
LOG-IN PAGE



Thanks.

For any further questions, please contact:

Brennan Wozencroft | Director, Client Services

Shruti Chandra | Interaction Design Lead

Sean Ryan | Visual Design Lead

Shivanjali Tomar | Senior Interaction Designer

Andrew Curione | Visual Designer