



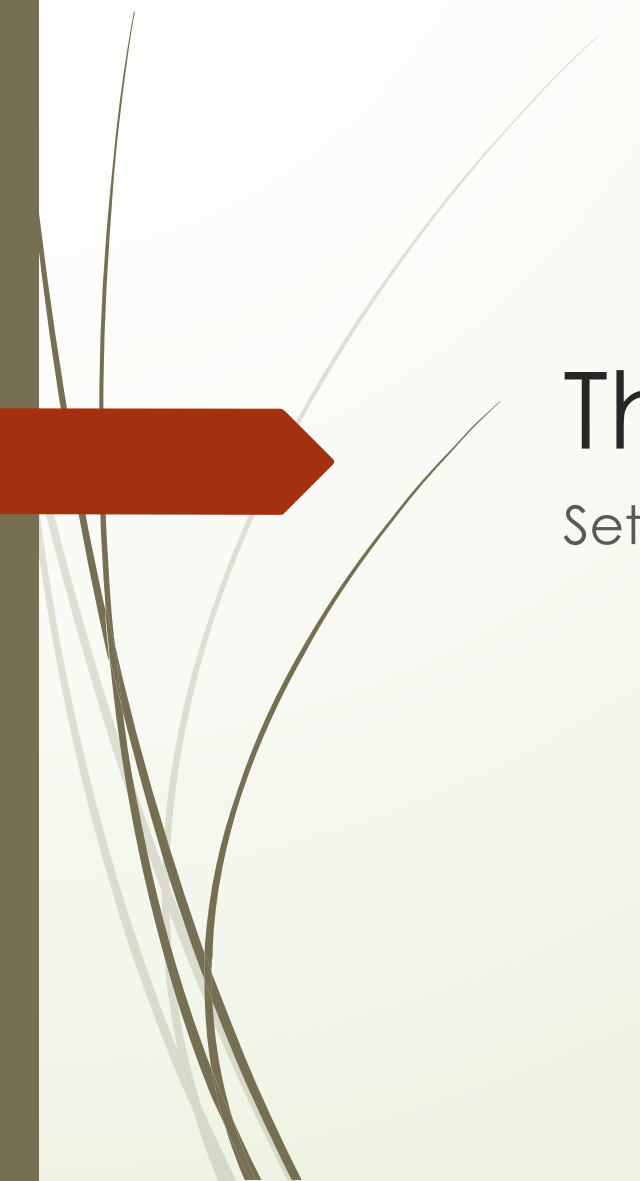
Vista Iconic Language project

By Chris Anthony - While at Citrix Systems, Inc (2003-2007).

September 10, 2019

Vista Iconic language – Icon design system.

- ❓ In 2003, I was brought on as the first Sr. Product Designer and added to a handful of human factors engineers – to create a UI design team. Any, and all, screen design were done by 1 of 16 different marketing agencies.
- ❓ Design was outsourced, without any style guides or rules whatsoever, Resulting in a desperate set of feature tool UIs and No design style consistency. These UI screens were living within one of three major Citrix products (Installation Manager, MetaFrame XP and Password Manager).
- ❓ My first move was the audit the 3 products, screen-by-screen and resource folder-by-folder, along with sitting with SMEs and learning the intricacies of the features (small to large). Knowing Citrix's long term plan was a suite of products, and to keep a few years ahead of Microsoft's tech that was being added to the Professional Server software for free more and more.
- ❓ Between 2003 and 2007, I was able to hire a new designer each year and I was still a full IC, and got 3 new designers for Vista.
- ❓ **The was a huge challenge, and just what I love to take on!**
- ❓ ***I will give you a little bit of my journey before the Vista project, to share the journey and set the context perfectly.***

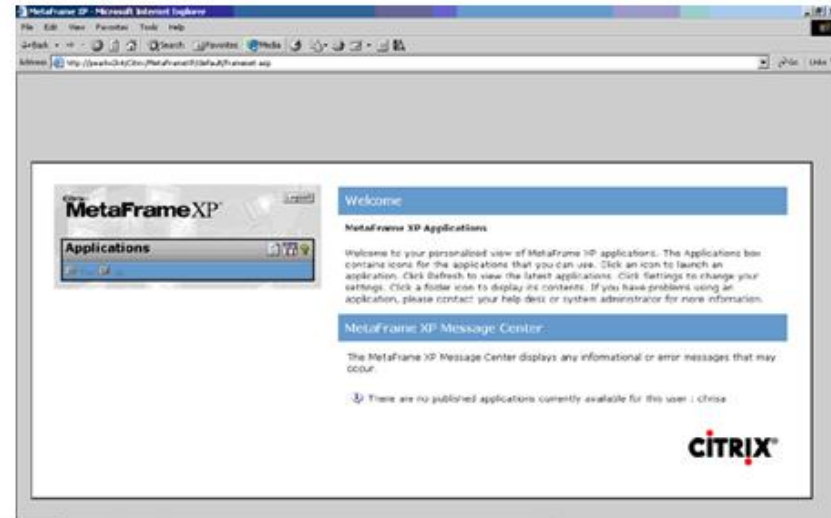
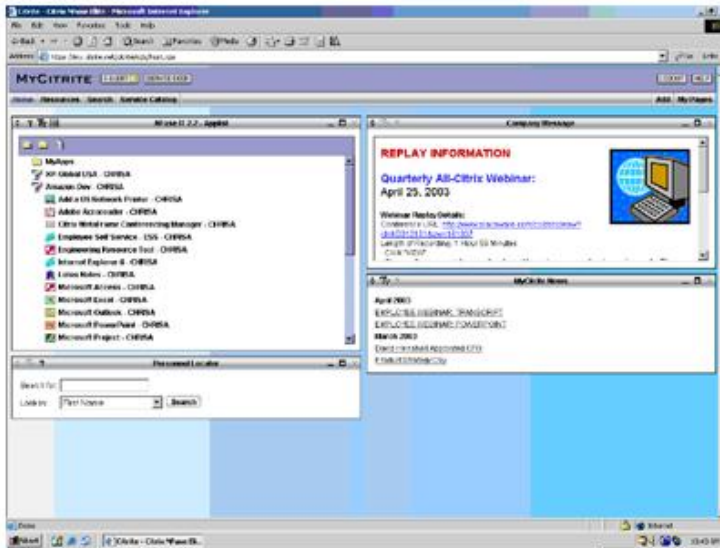


The ride from NT to Vista

Set the context with a quick journey from 2003-2007.

Here is what 2003 looked like.

Note: Each of the features had a product owner, who had their own agency handle the UI design elements, As you can see – results were as expected.

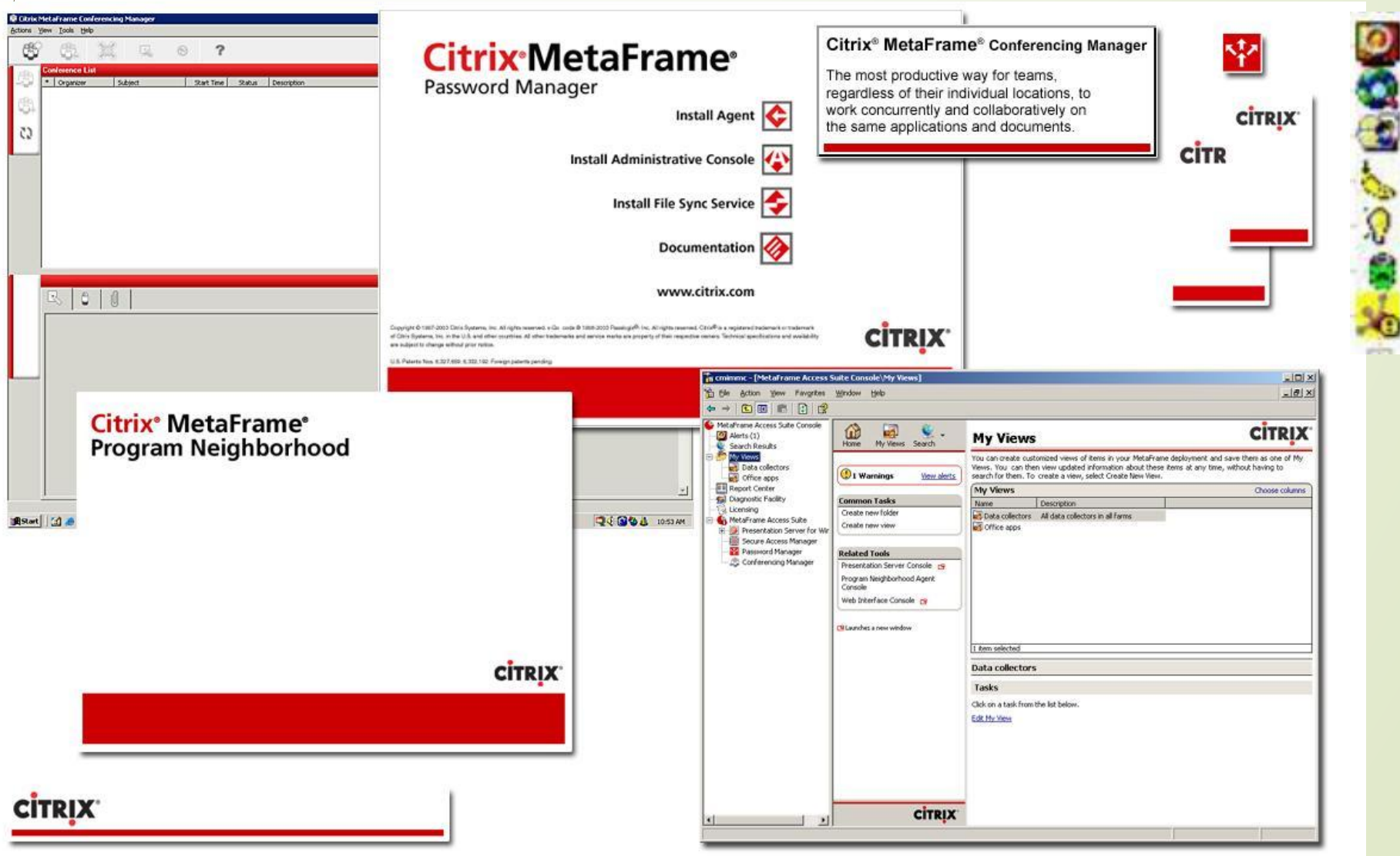


Look at these Install Buttons

at the installer

In addition to every screen having its own style – the software was only 4bit color capable – giving strange pixilating effects across the different system's it was displayed on.

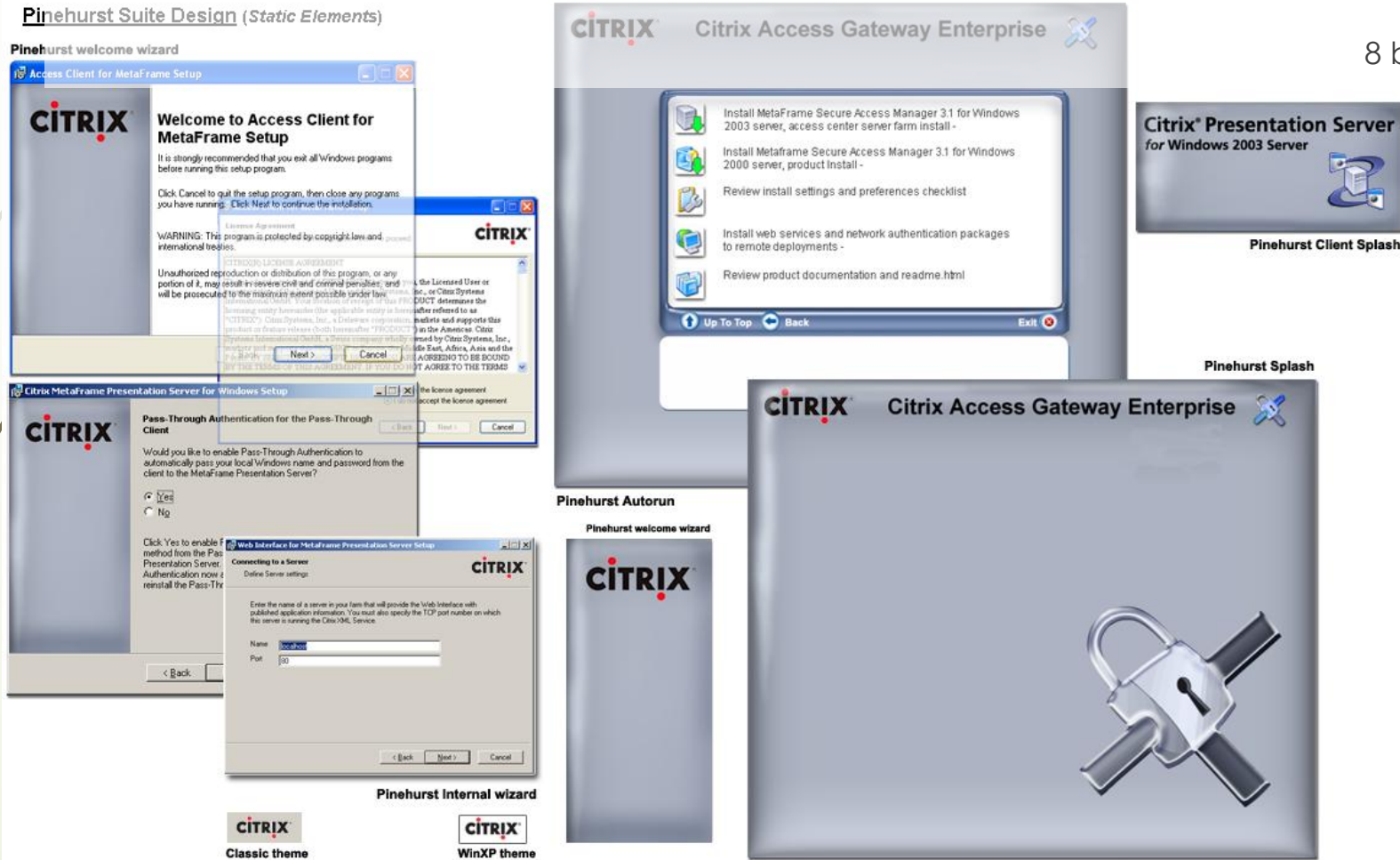
And a year later...(2004), We bought a unified, yet simple, brand.



Of course, I wanted to do a lot more than this, but getting everyone 'sold' on consistency, sometimes starts with small steps. Marketing still owned the brand, Red was the corporate color. Emotionally, not the best for tools to fix problems in your farms or web servers.

Continuing to grow and evolve into 2005...

2005 Citrix bought 7 companies – quadrupling our product features and officially launching **the Citrix Suite** idea to launch in 2006. The products were nowhere near a suite of products – PDA/Handhelds, Nokia phones and Mac were now part of our requirements and UIs in 5 languages.

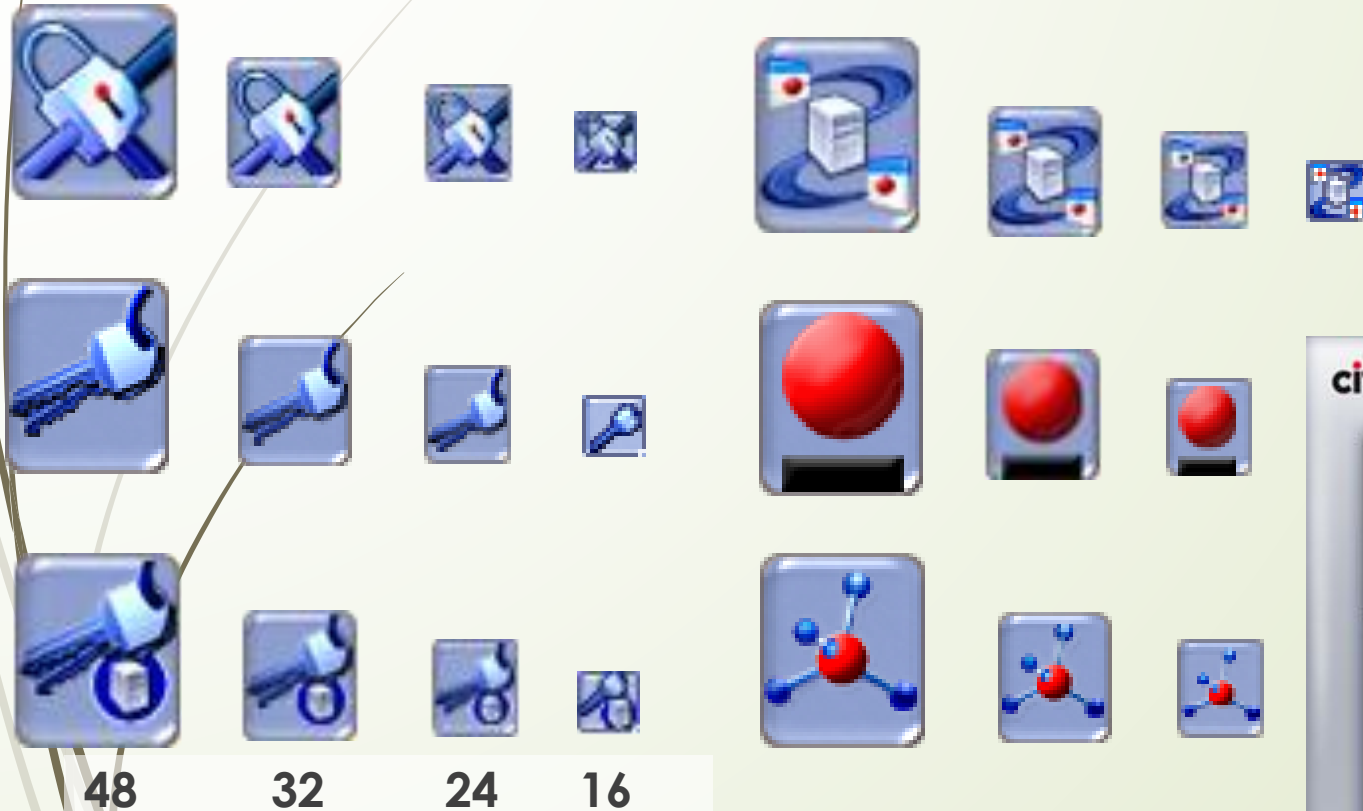


8 bit and 16 bit color palette icons

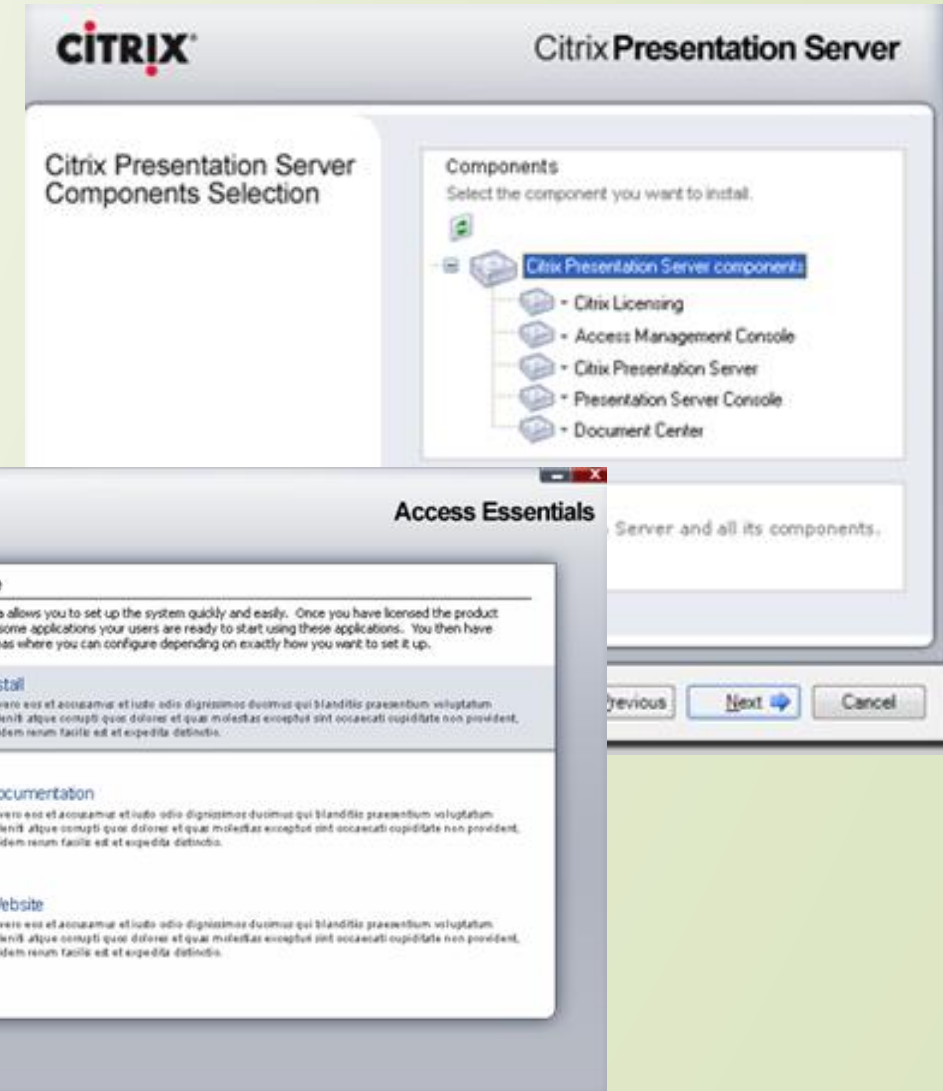


Note: We developed a gray style, that was a step towards a more robust style, while still working on lower color displays.

2005-07 - Icons became critical, and product icons were needed to meet 'the Suite promise'.



? 4 bit and 8 bit icons





Icons the hidden utility art.

Intro to Iconic design – what goes into a software icon at this time.

My Role @ Citrix – Lead of WW Product design.

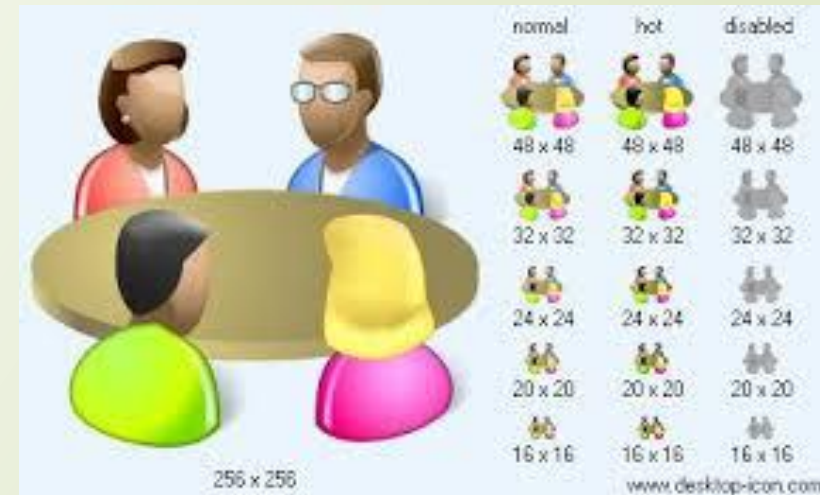
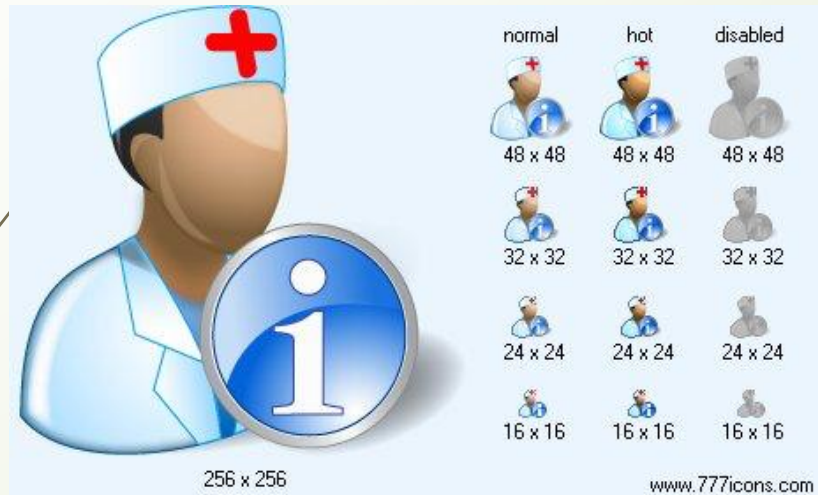
- ❓ **From 2003-2007**, I had been the principal designer over all UI design style and product design tools. Hired a team of 4 designers to support me – 1-2 a year, from '03-'06. For Vista we got 3 new designers. We aligned with the Chief marketing officer, for marketing efforts – but software design and design systems were under my lead and approved by the C-Level team.

8-bit	4-bit	Size	File Name	Location
		16x16 pixel	005_MonitoringProfileFolder	/graphics/Depot02/base/products/005/005_icons/
		24x24 pixel	005_MonitoringProfileFolder	/graphics/Depot02/base/products/005/005_icons/
		32x32 pixel	005_MonitoringProfileFolder	/graphics/Depot02/base/products/005/005_icons/
		48x48 pixel	005_MonitoringProfileFolder	/graphics/Depot02/base/products/005/005_icons/

- ❓ With Windows XP, NT and Server 2003, the icons had moved from 1 and 4 bit, to 4, 8 and 32 bit color. There are also larger sizes – up to 48x48. That meant .ico combo files now had 3 colors and 4 sizes (12 panels) before Vista. Tripling resource efforts from earlier year, and adding more file types - ICO, Tif/PNG and ICNS files needed for Each icon – which is 28 individual files per named icon.

2006-07 - Here comes a radically new UI theme (Vista) and Mac has become a major player.

We had the biggest challenge yet to continue to up-level the Thin-wire experience to 'as good or better, than local OS' for the Citrix Zen Suite. We needed to think different. Resizable design elements, lighting effects, materials – everything had to change.



Note: Tech needed to figure a way to get true color through thin server calls with smarter desktop clients and a new graphics architecture that could swap palettes on the fly – it was the our 'google stadium' version 1 and with both responsive and adaptable image needs.

We had to Change, Everything!

Oh and something called the *iPhone* just sent us specs from Apple as well and we already needed new (256x256) ICNS files to match the growing Mac population, (which is 1 of 6 OSs at this time). So we had to develop brand new process (for everyday design needs, that will resize, live within Mac, Vista, Web and Mobile). Look high quality, coexist within other OS themes, be 508 compliant and still be identifiable as Citrix elements in a shared UI).



- | | | | | |
|---|---|---|---|--|
|  Desktop App Folder |  Application |  App Folder |  Published App |  Published Desktop |
|  Resource Folder |  Resources |  Tools |  Process |  Available Alerts |
|  Sessions |  Session |  Module |  Server |  Server folder |
|  Generated Reports |  Report Jobs Being |  Client module |  User Account |  User Group |
|  Reports |  Report Jobs Completed |  Published ITN App |  User Group |  Users And Group |
|  Define Report Specs |  Schedule Reports |  Global Zoom |  Zoom In |  Zoom Out |
|  Published Content |  Publishing | | | |



The Gantt chart displays four tasks on a timeline from January to May. The tasks are represented by horizontal bars of different colors and positions:

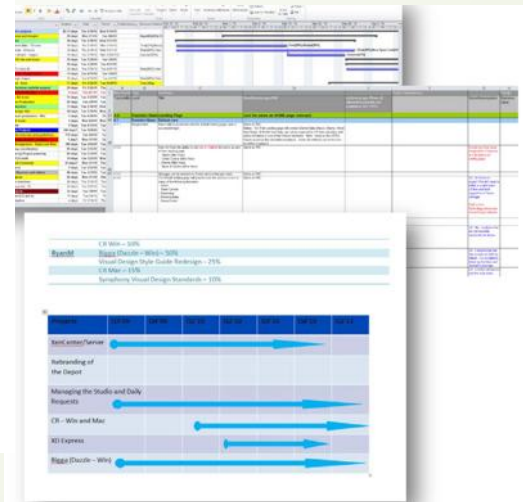
- Task 1 (Orange):** Labeled "Jan 5 - Mar 1", spanning from the 5th of January to the 1st of March.
- Task 2 (Blue):** Labeled "Feb 2 - Mar 14", spanning from the 2nd of February to the 14th of March.
- Task 3 (Orange):** An unnamed task spanning from approximately the 15th of March to the 15th of April.
- Task 4 (Blue):** An unnamed task spanning from approximately the 15th of April to the 15th of May.

A red arrow points to the "Feb" header, with the label "Today" below it, indicating the current date is in February.

Sorting a mountain of data, to develop a plan, process, and scalable solution.

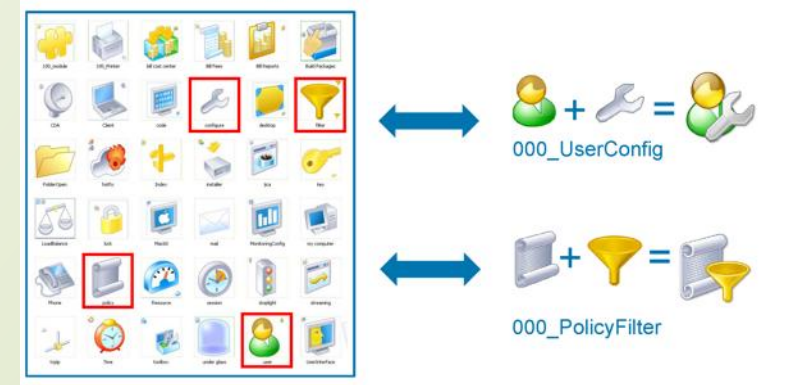
About 3 months into the project, We needed a plan and a icon process that would cover all our needs. We read the Linux, Windows and Mac design specs and find the platform needs and reviewed our current icon sets to develop an initial visual metaphor set.

	Name	Description	Notes	Current	New
1	Add AD Object to Group	Adds the give Active Directory object as a member of the given group			Plus ADD Object (index card is AD)
2	Change User Password	Changes a user's password to a given password.			Create Symbol with Key
3	Create Computer	Creates a new Active Directory .computer account.			Create Symbol with Computer with create symbol
4	Create Group	Creates a new Active Directory group account.			Questions Mark's main object with sub-element key.
5	Create Random Password	Creates a random password that can be used to reset a user's password in Active Directory.			Create User with index card
6	Create User	Creates a new Active Directory user account.			Is two icons needed?
7	Enable/Disable User	Enables or disables an Active Directory user account.			
8	Get AD Object	Returns the specified Active Directory object, if it exists, as a .NET			User and index card with green arrow pointing to the left
9	Get AD Object Attribute	Returns the specified attribute from the given Active Directory object.			User and index card with green arrow pointing to the left
10	Get Computers	Retrieves a collection of all the computers in the current Active Directory.			computer and with green arrow pointing to the left
11	Reset User Password	Resets a user's password to a given password.			Key with Refresh sub-element
12	Set AD Object Attributes	Sets the specified attributes on a given Active Directory object.			User with editing, with Check mark



Project management and deliverables identity

The solution had to have a design system flexible enough to handle the needs of more than 1000 UIs, in all different sized Uis (desktop, web, mobile) and OSs (Linux, Win, Mac, mobile, web), and Internationalized Uis (5 languages (En, Fr, De, Jp, Esp.))



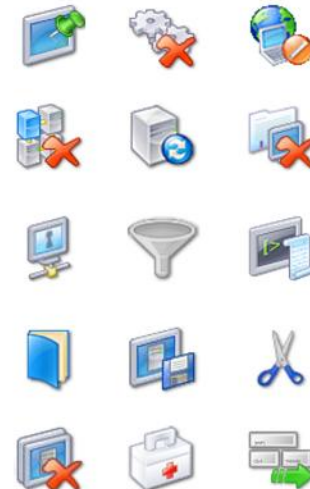
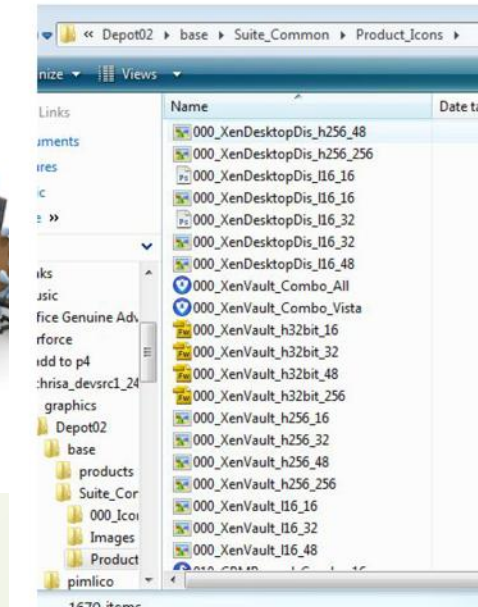
Testing our concepts and Revising them quickly.

We had a plan, we were vetting with teams and now testing with Internal Users to validate our base concepts. We had to turn usability test data around a few times a week – in order to use the feedback.

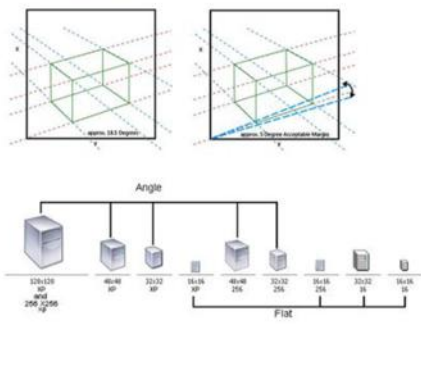
Requirement negotiation and development



Product stakeholder reviews



Perspective



Iterations were daily, but we were starting to come to an actionable design style (***the Citrix Iconic language***).

I was designing, directing and vetting new designs – while the Studio was working on new assets.

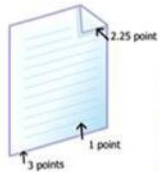
It's Alive. The Citrix Iconic Language was born.

Shadows

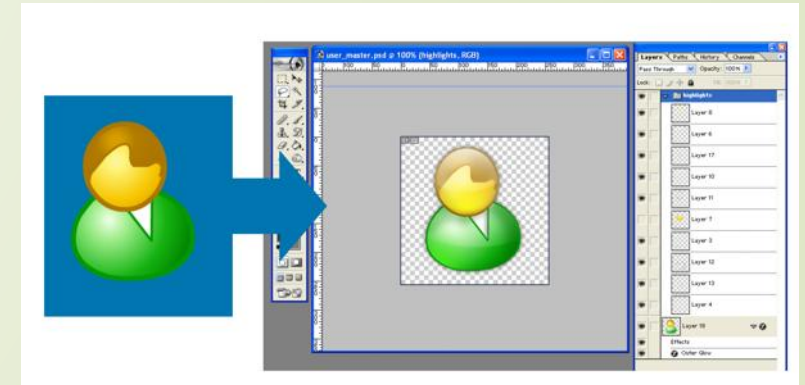
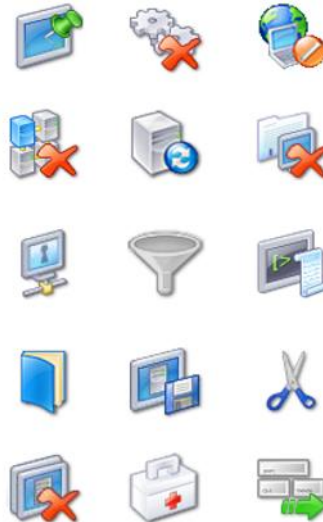
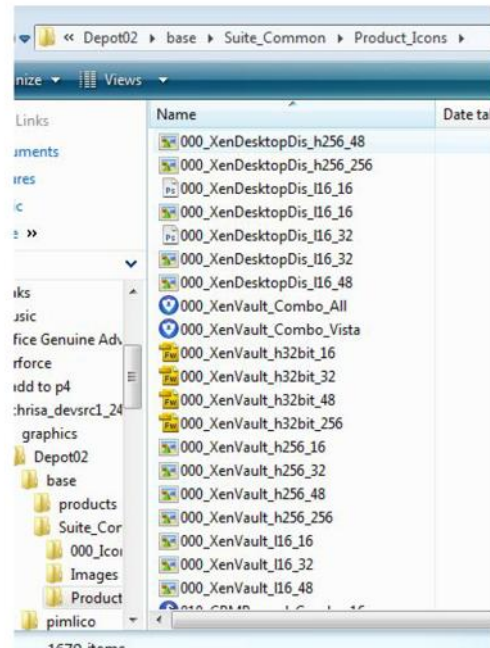


Outlines

- Photoshop or Vector Lines on main object are 3.25 - 2.25 pts
- Sub-objects should scale down between 1-2 pts



After 5-6 months of very long days, it the final iconic language was born. We documented all the creation specs, and we split the icons into Visual Metaphors. The Visual Metaphor library was created in Fireworks and Flash, to keep the resizable in vector forms. The lighting and material effects were done in Photoshop and the final .ico and .icns files built in the icon workshop, from Axialis software,



Note: We built the iconic language in a way that created an Atomic Design System. Shapes, Elements, Base icons, Applied Icons and Complex frame images.

We have a toolkit, let's make icons!

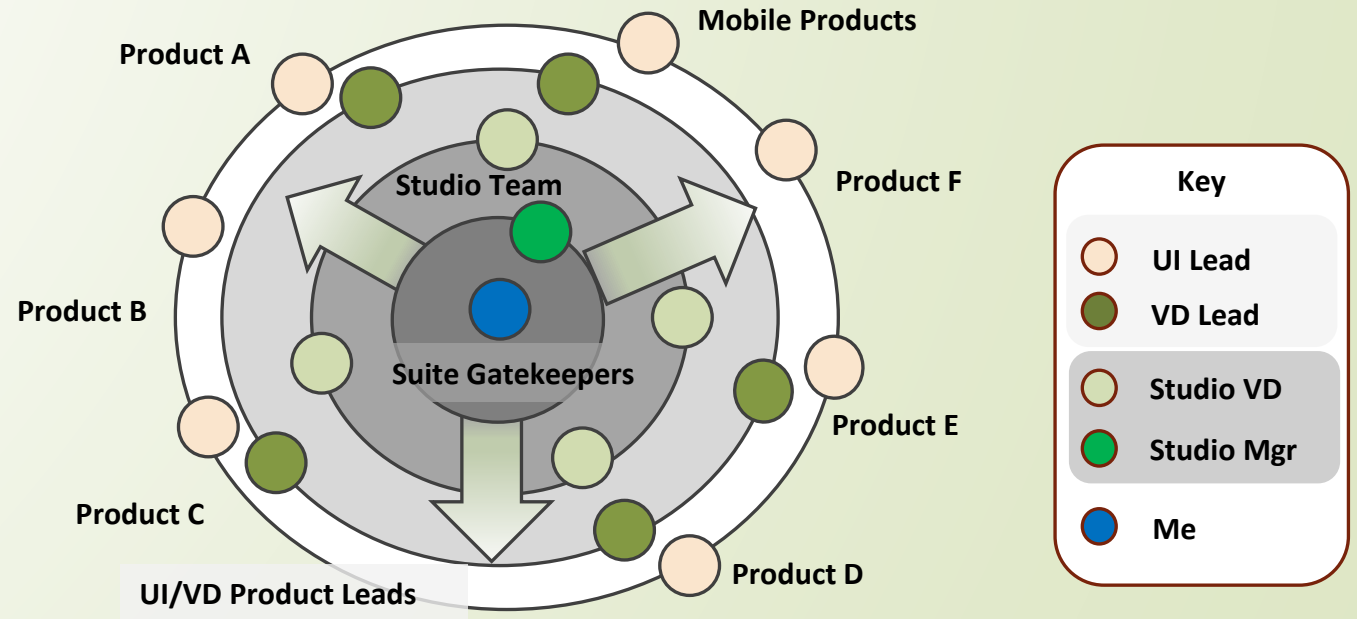
- ❓ 6 Months in this project, We still needed to create thousands of icons (for Vista launch), each produced in 50 different files, and we had to figure a way to get them into the right UIs. **This was our *Mission to the Moon*, make the impossible possible.**
- ❓ We had to create a production line to make our limited resources most efficient.

Steps Below:

1. The Icons needed to work in any Citrix UI and independent of the system. Marketing had promised 'As good as local OS'...
2. The icons needed to look like they were built from the same designer
3. A Fast, Easy to teach the creation process, to allow scaling resources
4. A logical naming convention and a way to 'automagically' manage within code.
5. I was the gatekeeper and the key master of the icon depot.

Icon Production 6-12 months – Steps 1-3...

- ? Organizing lists of icon production to keep all 'like' needs together. Using base elements to product full icon families, in a methodical and systematic build process with sub elements to create applied and integrated concept icon sets.



- ? We created a new team, **the studio team**, that was focused on suite level UI/Image files. We still had Product (VD and UI) leads on each major product, to handle specific needs along with reused suite files, and requests to studio for new suite level graphic files.



Final Product

Citrix Iconic language and UI Build tools (VDSG, p4 Depot)

File Naming, VDSG and Final live Depot

Functional Icons / Product Icons	Images	Animations
000_EastArrow_h256_16.gif 000_EastArrow_Combo_Allico 075_SampleIcon_hweb_158.gif	000_CitrixLogo_h32bit_450x100.bmp 000_CitrixLogo_h32bit_450x100x96.bmp 075_ActiveClose_h256_12x12.gif	000_Receiver_fr1_h256_100.png 000_Access_fr1_h32bit_48.bmp 000_EasyCall_fr5_h32bit_48.bmp
Platform / Style Graphic Name Color Depth / Type Size Extension	Platform / Style Graphic Name Color Depth / Type Size Extension	Platform / Style Graphic Name Color Depth / Type Size Extension

Platform / Style	Graphic Name	Graphic Specification
000 Windows	Name: Name 1 + Name 2 + Name N	Icons
001 Toolbar menu style	1 Names should be together (uppercase on beginning of each name) and no spaces between them	Color Depth / Type h32bit 16, 24, 32, 48, 128, 256, 512 h256 16, 24, 32, 48, 256 hweb Any size 116 16, 24, 32, 48 Combo 2K All Vista Mac
002 Ribbon style	2 Cannot use underscores to separate names	Extension bmp.png bmp.gif gif bmp.gif ico.png
025 Mac	Animations only	Images
050 Mobile	Frame fr(lowercase) + N (number)	Color Depth / Type h32bit WxHx(DPI) h24bit WxHx(DPI) h256 WxHx(DPI) hweb WxHx(DPI) 116 WxHx(DPI)
051 iPhone		Size (Width x Height x [DPI]) * WxHx(DPI) WxHx(DPI) WxHx(DPI) WxHx(DPI)
052 WinMo (Windows Mobile)		Extension bmp.png bmp.gif gif bmp.gif ico.png
053 (AND) Android		Animations
054 Symbian		Color Depth / Type h32bit Any Size h256 Any Size hweb Any size 116 Any Size Combo Any Size Movie Any Size
055 BlackBerry		Extension bmp.png bmp.gif gif bmp.gif ico.png avi
075 Web		

Perforce Live Depot – backed up daily and stored offsite.

V D T | VISUAL DESIGN STYLE GUIDE

Home Icons Product Design UX Test / Review Standards Vision + Future Contact

Functional Icons: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z All

48x48 px 32x32 px 16x16 px Icon Name

	MonitoringProfile
	MonitoringProfileFolder
	MotivusUI
	MoveDown
	MovePackage
	MoveUp
	MSFile
	My_views

Metaphor Elements

Description: Default description for Icon
MonitoringProfileFolder

Location: Platinum products

Validity: Current and Active

Vista Icon

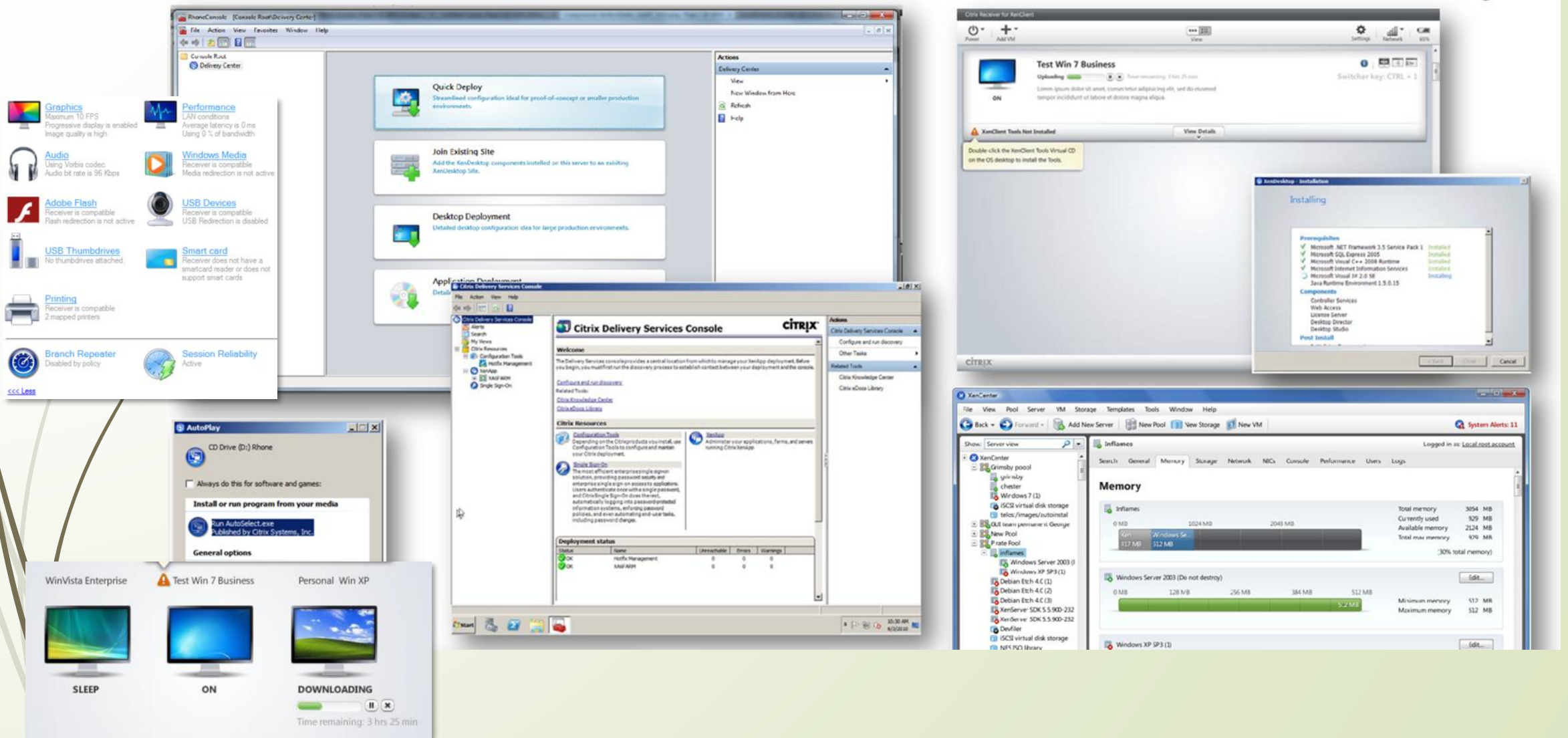
32-bit	8-bit	4-bit	Size	File Name	Location
			16x16 pixel	005_MonitoringProfileFolder	/graphics/Depot02/base/products/005/005_icons/
			24x24 pixel	005_MonitoringProfileFolder	/graphics/Depot02/base/products/005/005_icons/
			32x32 pixel	005_MonitoringProfileFolder	/graphics/Depot02/base/products/005/005_icons/
			48x48 pixel	005_MonitoringProfileFolder	/graphics/Depot02/base/products/005/005_icons/

Visual Design Style Guide
Started 12 months in.

Vista Icon Set - sample

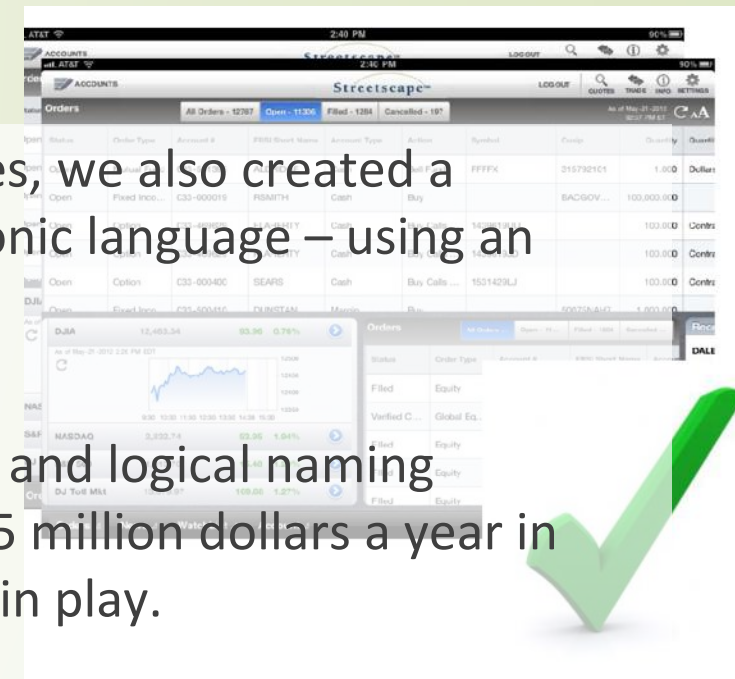


This is what it looked like in the products



What made this a win?

- ❓ We not only solved the Vista and Mac large icon deficiencies, we also created a reproducible process (single designer optics), and a true iconic language – using an atomic design system.
- ❓ By linking into the live Perforce code depot, with a scalable and logical naming convention, we saved the company an estimated at least 15 million dollars a year in communication and QA/QC time to get the valid image file in play.
- ❓ We retooled and scaled our design resources to accommodate more growth – just in time for Citrix to buy the ‘Goto’ products and Zen companies.
- ❓ This wasn’t just good Design and UI strategy, this was a major part of Citrix’s growth success and is still being used (as far as I last checked). Plus, we won a bunch of PC design awards!
- ❓ **I can say this was my hardest and most satisfying win of my entire career!** We had an amazing team, who were bought in, and extremely talented and we changed our world!



Thank You

I hope I get to tell you this story, in my voice.
There is a lot of story between the pages, that I'd love to share!
I didn't want to send anyone a 100 page favorite project doc.

