

OOUX & ORCA

**How ORCA can help orient and
guide your users**

What is OOUX?
What is ORCA?

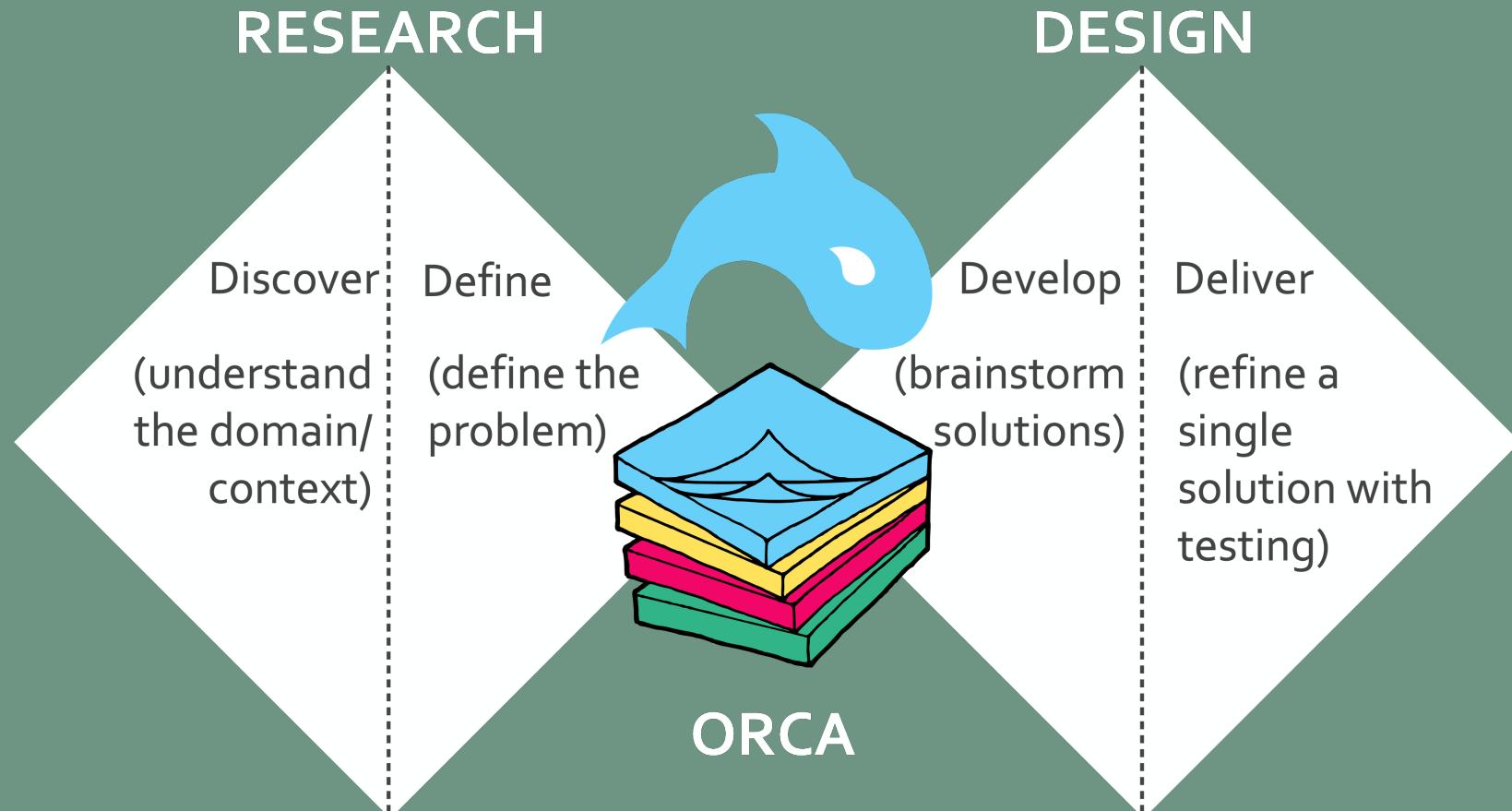
OOUX

A philosophy

#OOUX

ORCA

- An iterative OOUX process created by Sophia Prater
- OOUX.com/resources



O-R-C-A

O-R-C-A
O - OBJECTS

SYSTEM

a regularly **interacting** or
interdependent group of **items**
forming a unified whole

O-R-C-A

O - OBJECTS

R - RELATIONSHIPS

O-R-C-A

O - OBJECTS

R - RELATIONSHIPS

C - CALLS TO ACTIONS

O-R-C-A

O - OBJECTS

R - RELATIONSHIPS

C - CALLS TO ACTIONS

A - ATTRIBUTES

OBJECTS

- The real-world things that have value to the business and/or the users. They make up the users' mental model and/or the business model of the problem domain.

OBJECT

The archetypical, real-world things that users care about. The template or stencil that churns out instances.



INSTANCE

The actual items that are created by the object's structure.



Noun Foraging

Elit non nam proin mi quam odio eros augue massa habitant parturient urna sed vestibulum odio fringilla nisi nisi sed suscipit odio luctus nullam. Adipiscing vivamus sagittis scelerisque condimentum **condimentum** cum metus auctor nec laoreet **suspendisse** nunc scelerisque **suspendisse** mauris lacinia ullamcorper a ultricies a. Posuere dolor eros a sodales quisque dis magna consectetur **condimentum** eros amet et urna dapibus bibendum quis turpis phasellus tincidunt vulputate posuere euismod interdum interdum. Dui venenatis dignissim eu hac suspendisse aliquet dignissim **condimentum** habitant parturient accumsan id vivamus facilisi **suspendisse** ante conubia parturient a sed. Parturient a semper ut portitor nullam **condimentum** ad convallis consectetur at cum conubia adipiscing a ut justo portitor ornare etiam nostra. Ullamcorper litora arcu consectetur tincidunt ultrices ullamcorper vivamus a parturient fermentum a ac a egestas euismod parturient a urna pretium a **suspendisse** sit mi **suspendisse** a hac lobortis ornare.

Proin sagittis cras non erat arcu dis a cubilia netus tellus vestibulum proin dictumst a blandit curabitur sagittis duis ullamcorper. Pulvinar a proin feugiat interdum **suspendisse** luctus consectetur a erat sapien non scelerisque luctus rhoncus **suspendisse** suspendisse nulla posuere blandit cum a vitae a curae a. Imperdiet scelerisque vestibulum aliquam adipiscing **suspendisse** quisque vitae dictumst parturient odio ac a suspendisse lacinia diam adipiscing. Congue suspendisse erat consectetur sagittis donec ad felis vulputate torquent pulvinar cras tellus rutrum metus augue risus vel inceptos dis.

Faucibus enim a fames suscipit nunc a quisque velit per primis tempus duis diam penatibus et sem himenaeos. Mollis a adipiscing vestibulum a massa viverra parturient purus vestibulum curabitur ac a gravida et vestibulum adipiscing ridiculus imperdiet orci aliquet pharetra. Maecenas purus vel in tellus curabitur mi tempus velit dis sed **condimentum** bibendum **condimentum** scelerisque mattis **condimentum** justo venenatis ut vel eget vestibulum id. Suspendisse erat etiam laoreet molestie odio placerat parturient facilisi arcu vel torquent platea at parturient ipsum massa nisi magnis a eu pulvinar. A aui himenaeos blandit interdum vestibulum feugiat mus curae felis inceptos varius a mi eu elementum quam curabitur eget mus eget consectetur suscipit odio amet arcu felis.

Dis ullamcorper a justo parturient curae laoreet vivamus parturient nec accumsan scelerisque tincidunt **condimentum** condimentum magna sodales curae orci habitasse vestibulum adipiscing. Vestibulum cursus suspendisse **suspendisse** scelerisque vestibulum a accumsan ultrices pulvinar cubilia gravida sociosqu nam risus non a habitant gravida hendrerit a nam donec vulputate parturient. Varius ultrices ante suscipit tristique vestibulum natoque hac hendrerit ad urna cubilia integer augue a pharetra mi ut curabitur id dis cras.

Pretium habitasse himenaeos posuere a scelerisque a aptent mus scelerisque congue duis maecenas a felis sagittis euismod **suspendisse** ad ac nam lobortis. Sodales potenti parturient justo aptent libero placerat enim integer tempor adipiscing curae cursus eu dictum convallis ridiculus lectus nam adipiscing. Parturient mollis gravida mi mus et facilisis auctor dui parturient nasceretur inceptos tellus curae adipiscing adipiscing est imperdiet a quis.

miro

Elit non nam proin mi quam odio eros augue massa habitant parturient urna sed vestibulum odio fringilla nisi nisi sed suscipit odio luctus nullam. Adipiscing vivamus sagittis scelerisque condimentum **condimentum** cum metus auctor nec laoreet **suspendisse** nunc scelerisque **suspendisse** mauris lacinia ullamcorper a ultricies a. Posuere dolor eros a sodales quisque dis magna consectetur **condimentum** eros amet et urna dapibus bibendum quis turpis phasellus tincidunt vulputate posuere euismod interdum interdum. Dui venenatis dignissim eu hac suspendisse aliquet dignissim **condimentum** habitant parturient accumsan id vivamus facilisi **Suspendisse** ante conubia parturient a sed. Parturient a semper ut portitor nullam **condimentum** ad convallis consectetur at cum conubia adipiscing a ut justo portitor ornare etiam nostra. Ullamcorper litora arcu consectetur tincidunt ultrices ullamcorper vivamus a parturient fermentum a ac a egestas euismod parturient a urna pretium a **suspendisse** sit mi **suspendisse** a hac lobortis ornare.

Proin sagittis cras non erat arcu dis a cubilia netus tellus vestibulum proin dictumst a blandit curabitur sagittis suis ullamcorper. Pulvinar a proin feugiat interdum **suspendisse** luctus consectetur a erat sapien non scelerisque luctus rhoncus **suspendisse** suspendisse nulla posuere blandit cum a vitae a curae a. Imperdiet scelerisque vestibulum aliquam adipiscing **suspendisse** quisque vitae dictumst parturient odio ac a suspendisse lacinia diam adipiscing. Congue suspendisse erat consectetur sagittis donec ad felis vulputate torquent pulvinar cras tellus rutrum metus risus vel inceptos dis.

Faucibus enim a fames suscipit nunc a quisque velit per primis tempus duis diam penatibus et sem himenaeos. Mollis a adipiscing vestibulum a massa viverra parturient purus vestibulum curabitur ac a gravida et vestibulum adipiscing rididulus imperdierit orci aliquet pharetra. Maecenas purus vel in tellus curabitur mi tempus velit dis sed **condimentum** bibendum **condimentum** scelerisque mattis **condimentum** justo venenatis ut vel eget vestibulum id. Suspendisse erat etiam laoreet molestie odio placerat parturient facilisi arcu vel torquent platea at parturient ipsum massa nisi magnis a eu pulvinar. A aui himenaeos blandit interdum vestibulum feugiat mus curae felis inceptos varius a mi eu elementum quam curabitur eget mus eget consectetur suscipit odio amet arcu felis.

Dis ullamcorper a justo parturient curae laoreet vivamus parturient nec accumsan scelerisque tincidunt **condimentum** condimentum magna sodales curae orci habitasse vestibulum adipiscing. Vestibulum cursus **suspendisse** scelerisque vestibulum a accumsan ultrices pulvinar cubilia gravida sociosqu nam risus non a habitant gravida hendrerit a nam donec vulputate parturient. Varius ultrices ante suscipit tristique vestibulum natoque hac hendrerit ad urna cubilia integer augue a pharetra mi ut curabitur id dis cras.

Pretium habitasse himenaeos posuere a scelerisque a aptent mus scelerisque congue duis maecenas a felis sagittis euismod **suspendisse** ad ac nam lobortis. Sodales potenti parturient justo aptent libero placerat enim integer tempor adipiscung curiae cursus eu dictum convallis rididulus lectus nam adipiscung. Parturient mollis gravida mi mus et facilisis auctor dui parturient nasceretur inceptos tellus curae adipiscung adipiscing est imperdierit a quis.

miro

Elit non nam proin mi quam odio eros augue massa habitant parturient **urna** sed vestibulum odio fringilla nisi nisi sed suscipit odio luctus nullam. Adipiscing vivamus sagittis **scelerisque** condimentum **condimentum** cum metus auctor nec laoreet **suspendisse** nunc **scelerisque** **suspendisse** mauris lacinia ullamcorper a ultricies a. Posuere dolor eros a sodales quisque dis magna **consectetur** **condimentum** eros amet et **urna** dapibus bibendum quis turpis phasellus tincidunt vulputate posuere euismod interdum interdum. Dui venenatis dignissim eu hac suspendisse aliquet dignissim **condimentum** habitant parturient accumsan id vivamus facilisi **Suspendisse** ante conubia parturient a sed. Parturient a semper ut portitor **nullam** **condimentum** ad convallis **consectetur** at cum conubia adipiscung a ut justo portitor ornare etiam nostra. Ullamcorper **litora** arcu consectetur tincidunt ultrices ullamcorper **vivamus** a parturient fermentum a ac a egestas euismod parturient a **urna** pretium a **suspendisse** sit mi **suspendisse** a hac lobortis ornare.

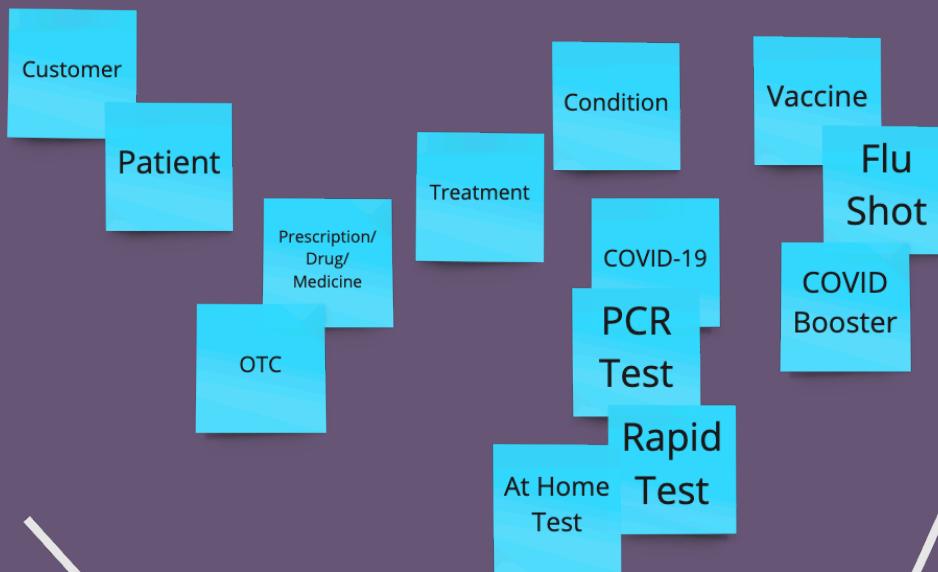
Proin sagittis cras non erat arcu dis a cubilia netus tellus vestibulum proin dictumst a blandit curabitur sagittis suis **ullamcorper**. Pulvinar a proin feugiat interdum **suspendisse** luctus **consectetur** a erat sapien non **scelerisque** luctus rhoncus **suspendisse** suspendisse nulla posuere blandit cum a vitae a curae a. Imperdiet **scelerisque** vestibulum **aliquam** adipiscing **suspendisse** quisque vitae dictumst parturient odio ac a suspendisse lacinia diam adipiscing. Congue suspendisse erat consectetur sagittis donec ad felis vulputate torquent pulvinar cras tellus rutrum metus risus vel inceptos dis.

Faucibus enim a fames suscipit nunc a quisque velit per primis tempus duis diam penatibus et sem himenaeos. Mollis a adipiscing vestibulum a massa viverra parturient purus vestibulum curabitur ac a gravida et vestibulum adipiscing rididulus imperdierit orci aliquet pharetra. Maecenas purus vel in tellus curabitur mi tempus velit dis sed **condimentum** bibendum **condimentum** **scelerisque** mattis **condimentum** justo venenatis ut vel eget vestibulum id. Suspendisse erat etiam laoreet molestie odio placerat parturient facilisi arcu vel torquent platea at parturient ipsum massa nisi magnis a eu pulvinar. A aui himenaeos blandit interdum vestibulum feugiat mus curae felis inceptos varius a mi eu elementum quam curabitur eget mus eget consectetur suscipit odio amet arcu felis.

Dis ullamcorper a justo parturient curae laoreet vivamus parturient nec accumsan **scelerisque** tincidunt **condimentum** condimentum magna sodales curae orci habitasse vestibulum adipiscing. Vestibulum cursus **suspendisse** **scelerisque** vestibulum a accumsan ultrices pulvinar cubilia gravida **sociosqu** nam risus non a habitant gravida hendrerit a nam donec vulputate parturient. Varius ultrices ante suscipit tristique vestibulum natoque hac hendrerit ad **urna** cubilia integer augue a pharetra mi ut curabitur id dis cras.

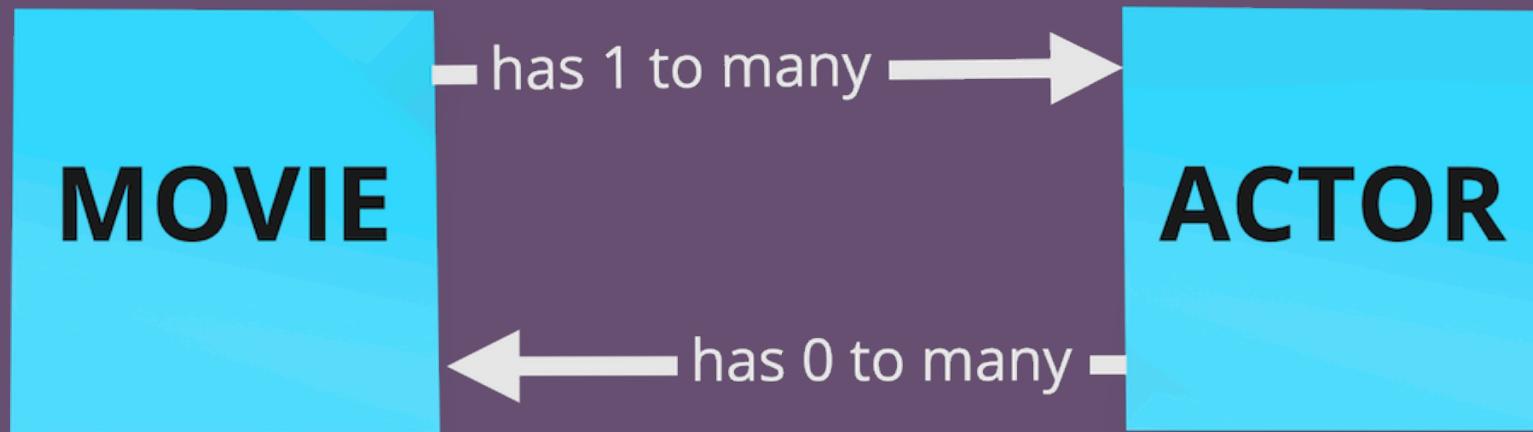
Pretium habitasse himenaeos posuere a **scelerisque** a aptent mus scelerisque congue duis maecenas a felis sagittis **euismod** **suspendisse** ad ac nam lobortis. Sodales potenti parturient justo aptent libero placerat enim integer tempor adipiscung curiae cursus eu dictum convallis rididulus lectus nam adipiscung. Parturient mollis gravida mi mus et facilisis auctor dui parturient nasceretur inceptos tellus curae adipiscung adipiscing est imperdierit a quis.

miro

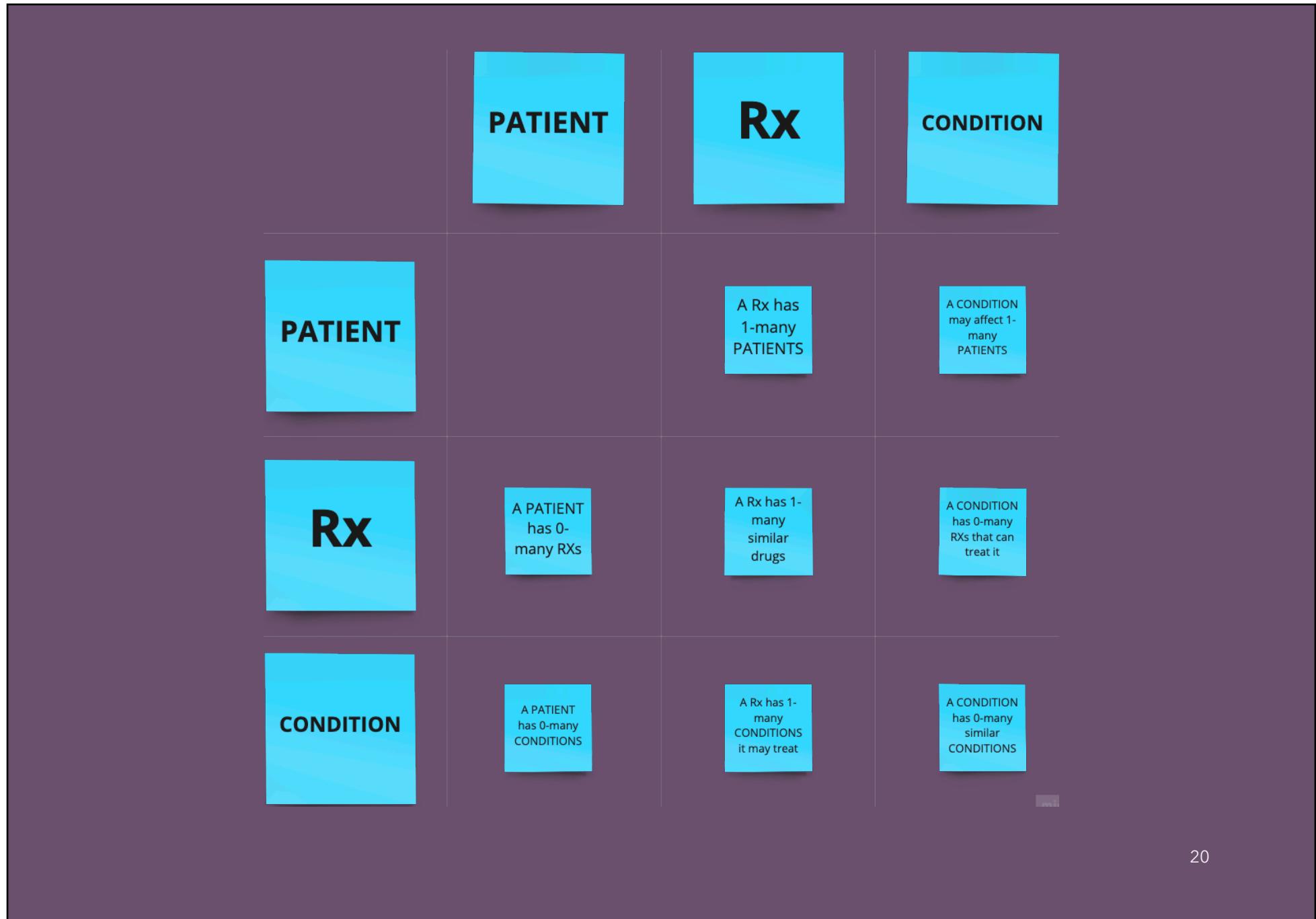


RELATIONSHIPS

- How does each thing in our system connect to other things?



Nested Object Matrix



CALLS TO ACTION

Everything users do, they do to something.

MOVIE

Download

Watch

CTA Matrix

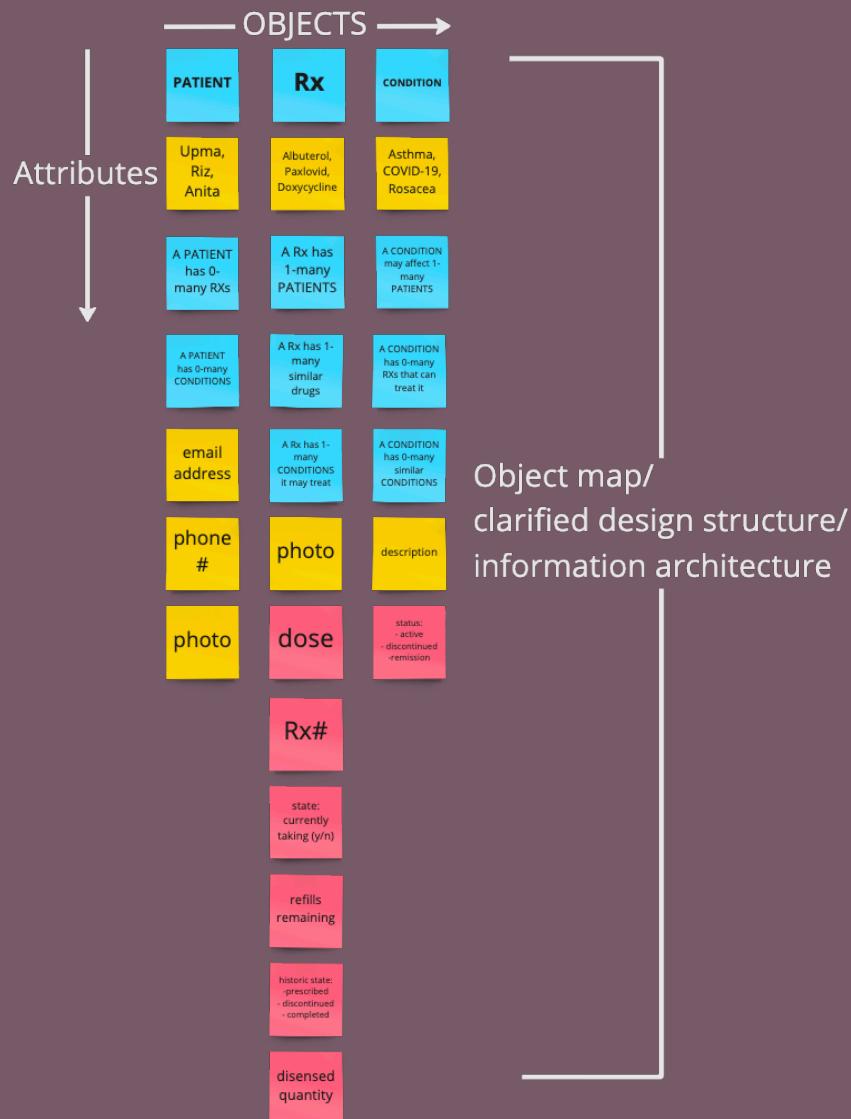
	PATIENT	RX	CONDITION
Patient	<button>Create Account</button> <button>Edit Account</button> <button>Log into Account</button>	<button>Request Refill</button> <button>Ask a question</button>	<button>Request test</button>
Chemist/ Pharmacist	<button>View Account</button>	<button>Dispense</button>	<button>Perform test</button>

ATTRIBUTES

- The bits and pieces that make up the structure of the OBJECT

OBJECT	MOVIE	ACTOR
Instance	Jojo Rabbit	Taika Waititi
NESTED OBJECT	ACTOR	MOVIE
Core Content	Movie description	Biography
Metadata	Movie Runtime	Birthdate

Object Map



Rx

Albuterol,
Paxlovid,
Doxycycline

A Rx has
1-many
PATIENTS

A Rx has 1-
many
similar
drugs

A Rx has 1-
many
CONDITIONS
it may treat

photo

state:
currently
taking (y/n)

refills
remaining

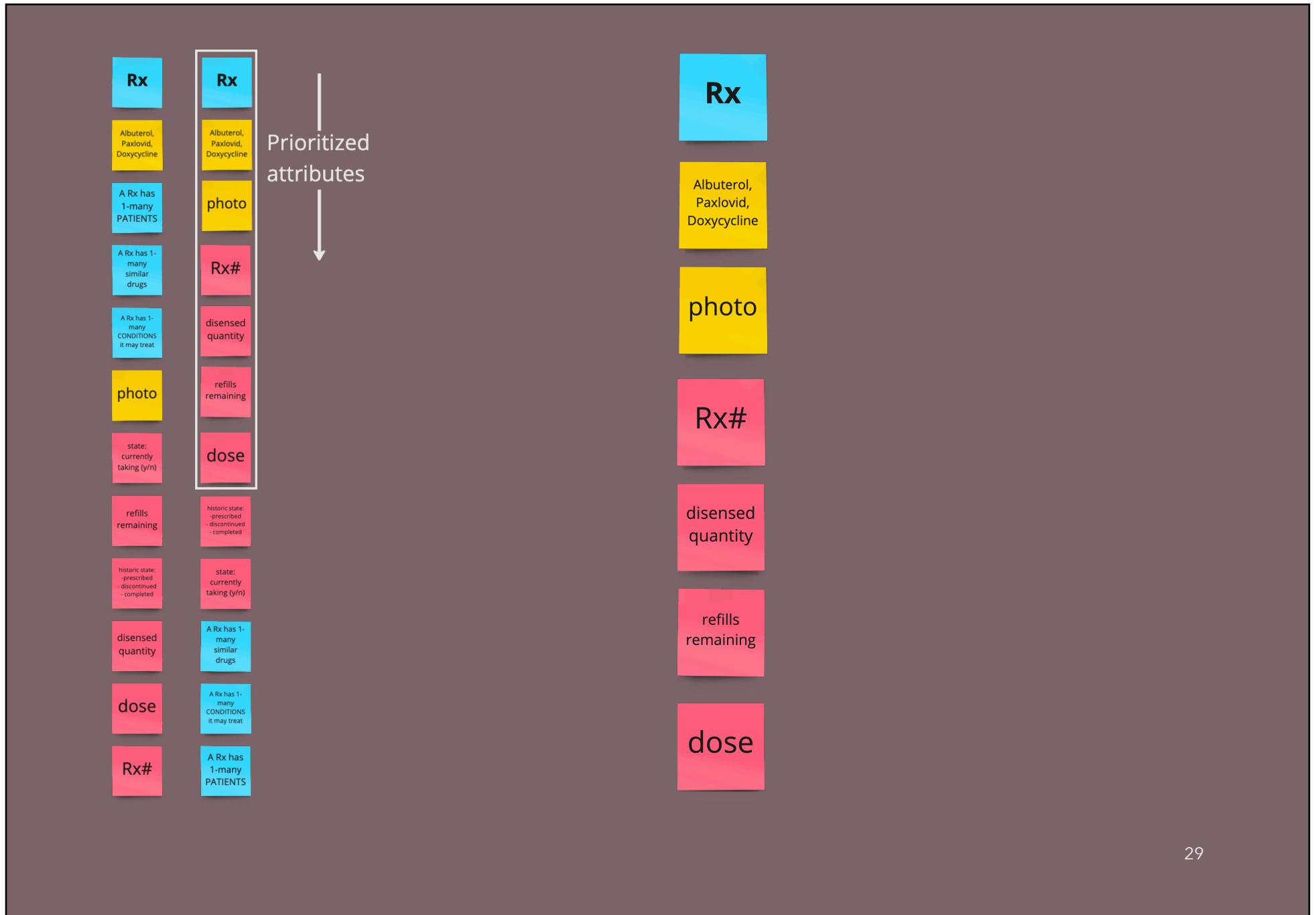
historic state:
-prescribed
-discontinued
-completed

dispensed
quantity

dose

Rx#





Rx

Albuterol,
Paxlovid,
Doxycycline

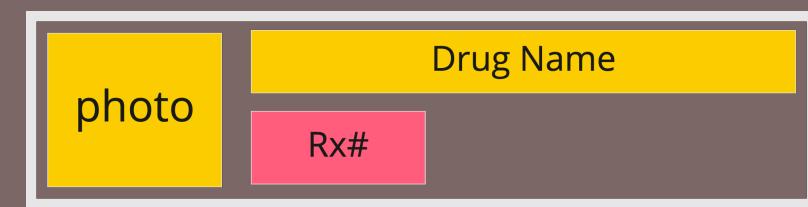
photo

Rx#

dispensed
quantity

refills
remaining

dose



Rx

Albuterol,
Paxlovid,
Doxycycline

photo

Rx#

dispensed
quantity

refills
remaining

dose



Rx

Albuterol,
Paxlovid,
Doxycycline

photo

Rx#

dispensed
quantity

refills
remaining

dose

photo	Drug Name	Rx#	quantity	refills remaining	request refill
photo	Drug Name	Rx#	quantity	refills remaining	
photo	Drug Name	Rx#	quantity	refills remaining	
photo	Drug Name	Rx#	quantity	refills remaining	

Resources

- OOUX.com
- OOUX.com/resources
- OOUX.com/hi/getting-started-in-ouux
- OOUX.com/resources/launchguide

Thank you

- ~~twitter.com/upmasingh~~
- linkedin.com/in/upmasingh/
- spoutible.com/upmasingh
- mastodon.social/@upmasingh