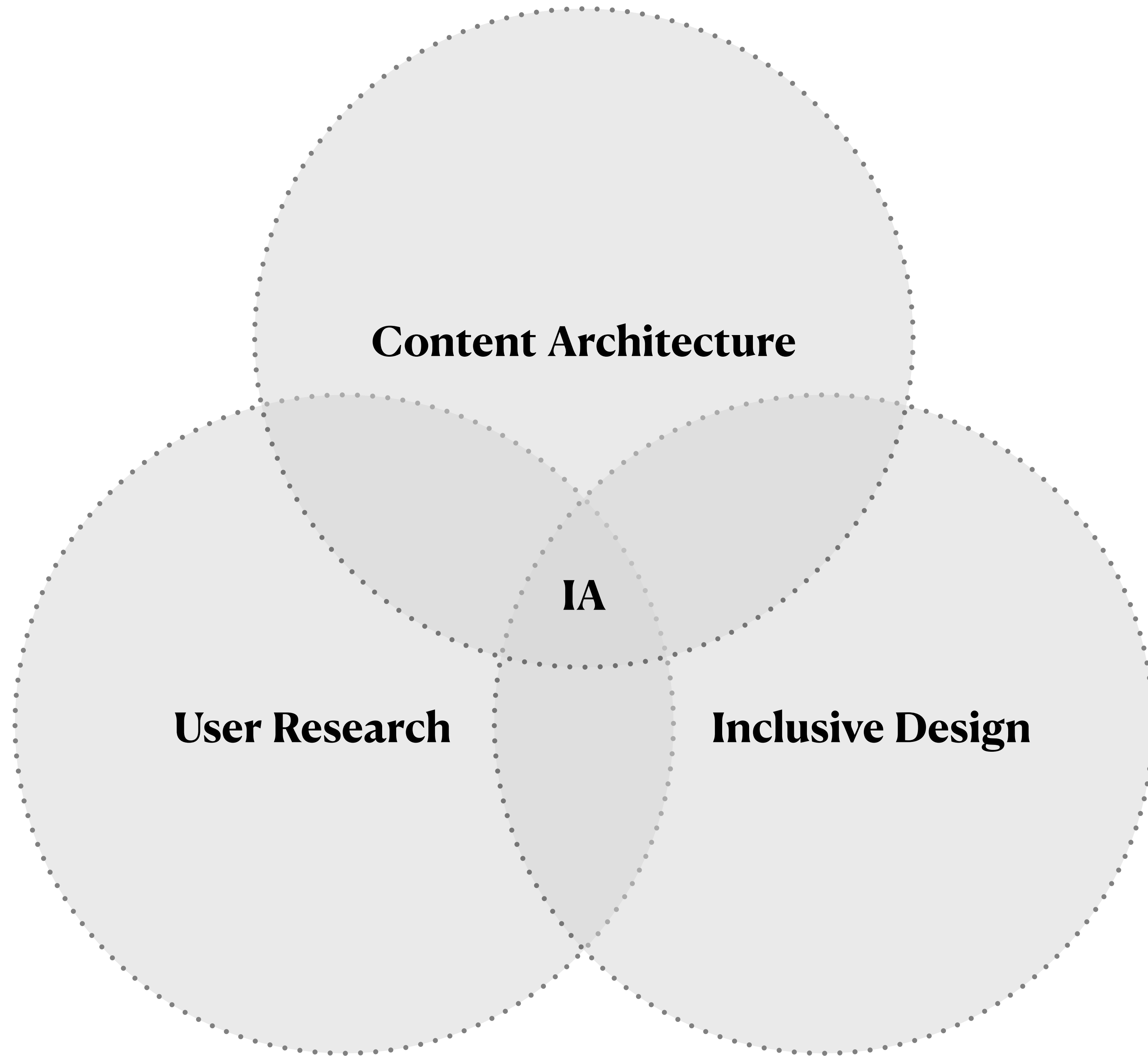# What is Object-Oriented UX?

Rik Williams, Senior Content Strategist, Government Digital Service (GDS)
rikwilliams.net/talks/ooux/

Hi, I'm Rik

Structure

IA refresher

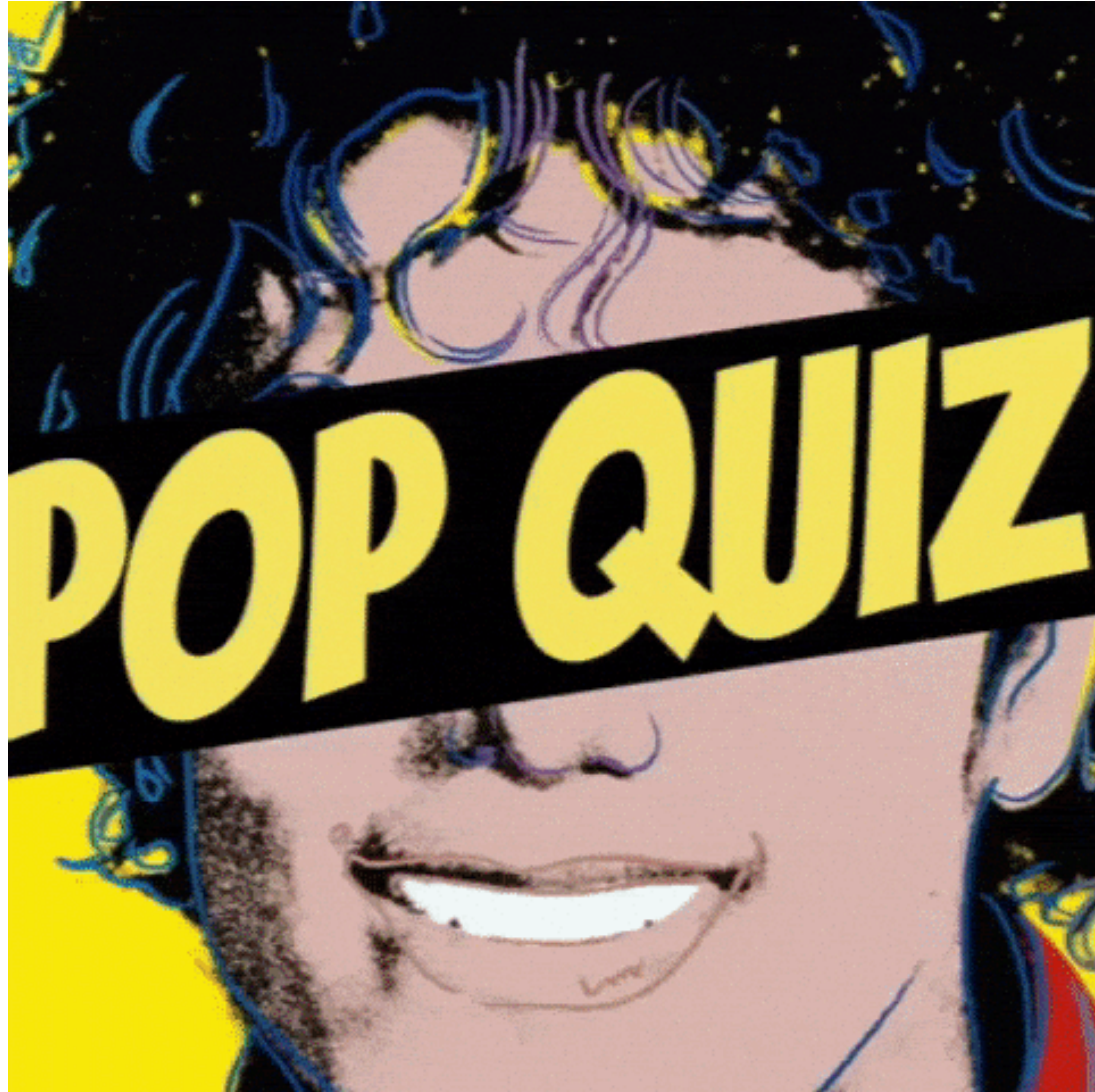What is OOUX?

ORCA process walk through

Benefits

Discussion

Information Architecture refresher

"Information architecture is the practice of deciding how to arrange the parts of something to be understandable."

IA Institute

OOUX is a philosophy and method in information architecture (IA)

You're in front of the donut counter in your local supermarket at 2130 in the evening. What is the information? 🧐🤔

Original Glazed®
ONLY 200 kcal

...gnature ring doughnut, a light and fluffy dough ...ur classic glaze.

CHOOSE ANY 3 for £5.65 or £1.65 each

⚠ **ALLERGENS**

Contains: **Wheat, Egg and Milk.**

Not suitable for **Oat, Nut, Peanut, and Soya** allergy sufferers due to manufacturing methods.

CORE-01 SEL-MO-001a

Chocolate Sprinkles 262 kcal
Our signature ring doughnut hand dipped in chocolate icing and colourful sprinkles.

CHOOSE ANY 3 for £5.65 or £1.75 each

⚠ **ALLERGENS**

Contains: **Wheat, Egg, Milk and Soya.**

Not suitable for **Oat, Nut and Peanut** aller... ...sufferers due to manufacturing methods.

SALTED Caramel DELIGHT 325 kcal
new

Hand dipped in milk chocolate, made with Salted Caramel Matchmaker® nibs and a Matchmaker®

CHOOSE ANY 3 for £5.65 or £2.10 each

⚠ **ALLERGENS**

Contains: **Wheat, Egg, Milk and Soya.**

Not suitable for **Oat, Nut and Peanut** allergy sufferers due to manufacturing methods.

ORIGINAL Filled Classic Kreme 308 kcal
Our signature Original Glazed doughnut filled with our smooth Kreme filling.

CHOOSE ANY 3 for £5.65 or £2.10 each

⚠ **ALLERGENS**

Contains: **Wheat, Egg, Milk and Soya.**

Not suitable for **Oat, Nut and Peanut** allergy sufferers due to manufacturing methods.

Information ≠ Content ≠ Data

Information is the meaning extracted from a particular sequence of things

Information is what a player understands to be true based what they experience

Content is whatever is being arranged or sequenced for a player to interpret

**Data** are the facts, observations and questions that a player has about a game

You cannot create information. Instead you make content that is able to be perceived in a way that you hope will be based on what players know

Without thinking about how your content is perceived and the data players might have available, you might not be creating the information intended

"If you've ever tried to [play a game] and thought, 'where am I supposed to go next?' or 'this doesn't make any sense', you are encountering an issue with an information architecture."

IA Institute

What is OOUX?
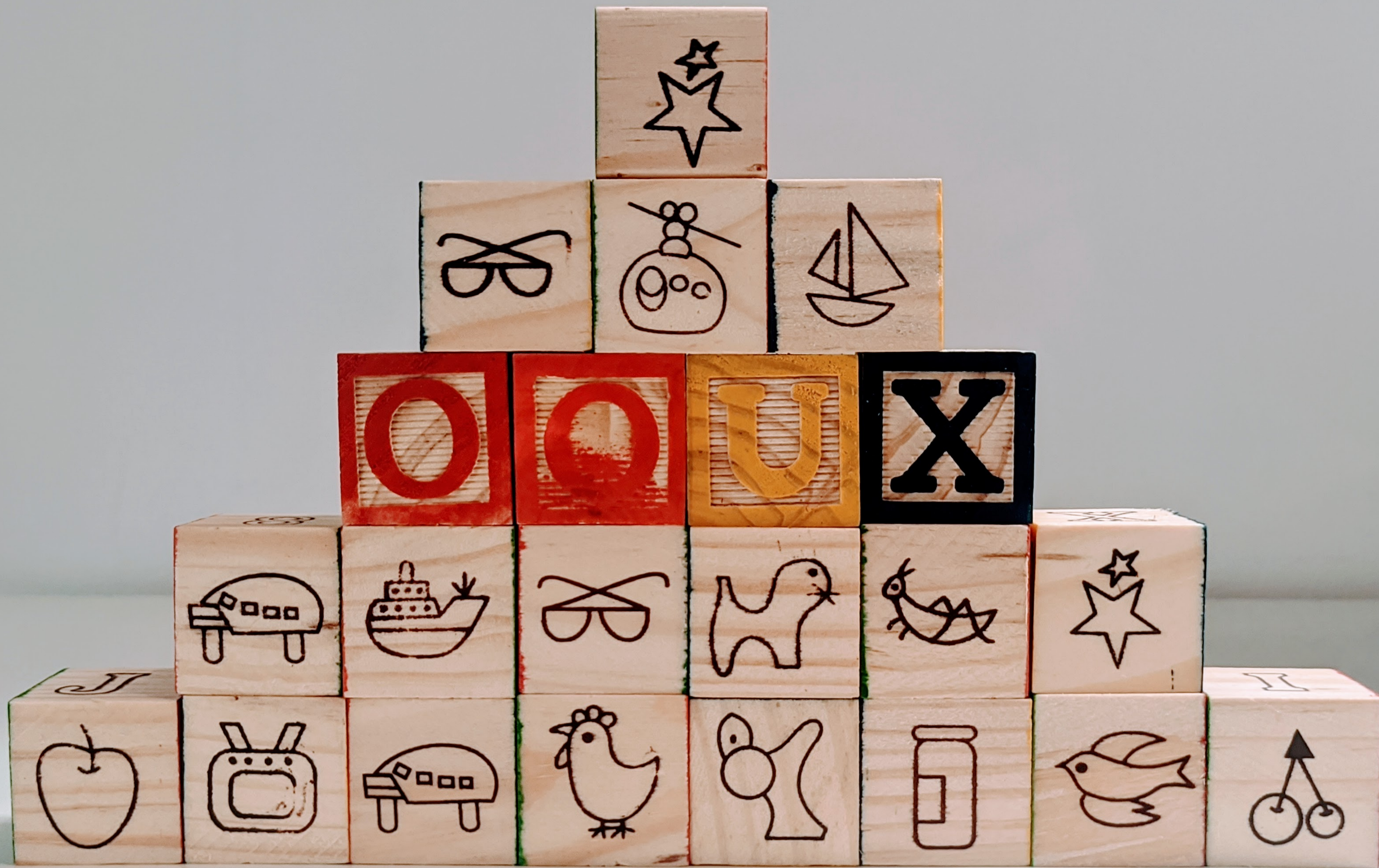
OOUX deliberately aligns software to a user's real-world **mental model of concrete, defined, objects,** so that abstract digital worlds can be as naturally intuitive as the physical world we evolved in

OOUX is a philosophy for designing digital systems that respects the fact that **people think in objects** and need consistent, recognisable objects to understand an environment or product

A mental model is an explanation of someone's thought process about how something works in the real world

Mental models play a major role in cognition, reasoning and decision-making

Mental models are an overarching term for any sort of concept, framework, or worldview that you carry around in your mind

Source: https://www.flickr.com/photos/rik-williams/

"'Object oriented' in this sense has nothing to do with whether object-oriented programming is used. Instead, it means that the interface as perceived by the user is aligned to the their domain objects rather than to the computer software paradigms."

Tom Dayton

Traditionally, digital product teams breakdown complexity by the **verbs** — feature, user story, task flow

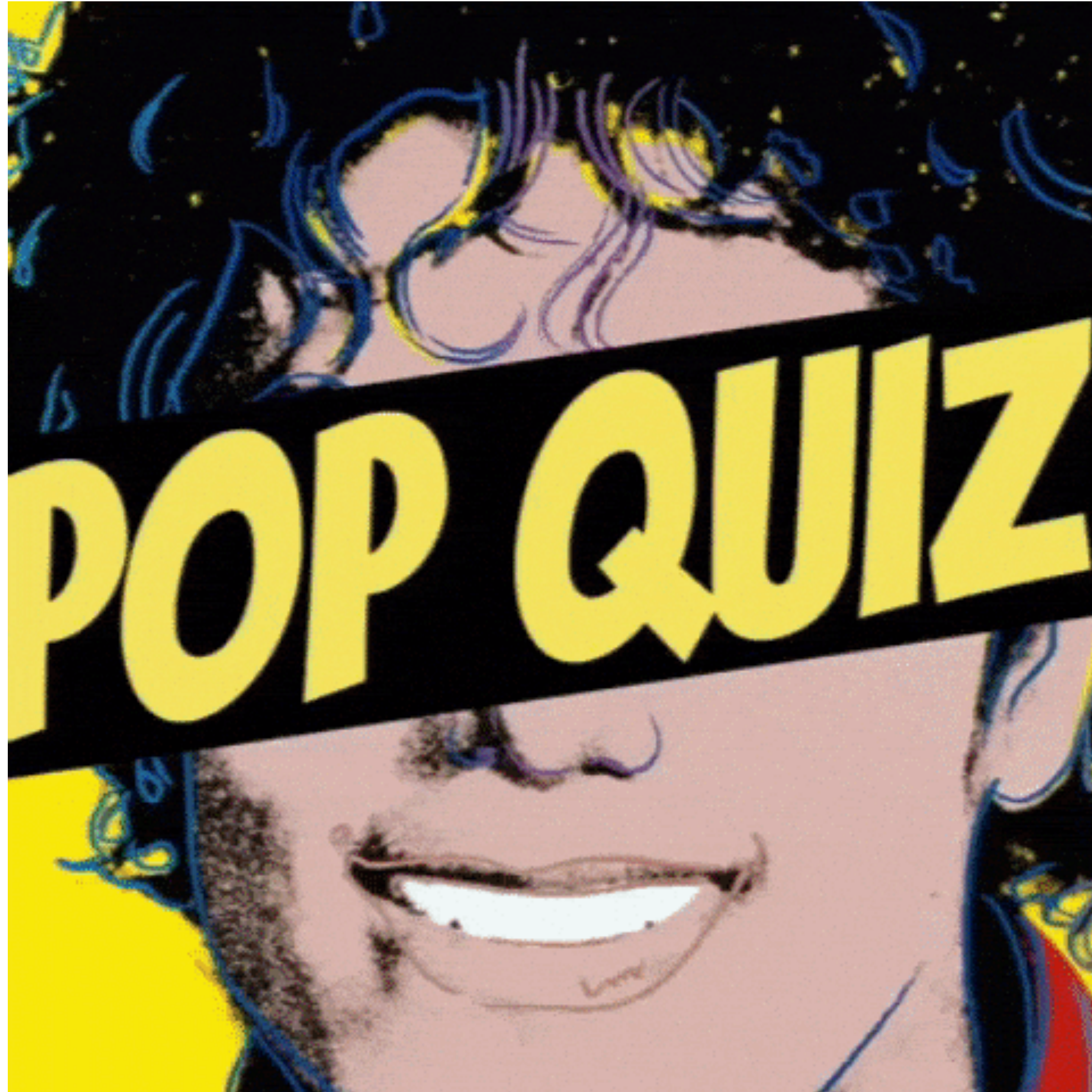However, action based architectures can easily become disjointed, confusing and fragmentary

OOUX breaks down complexity by **nouns** — the tangible things that naturally make up our real and digital worlds
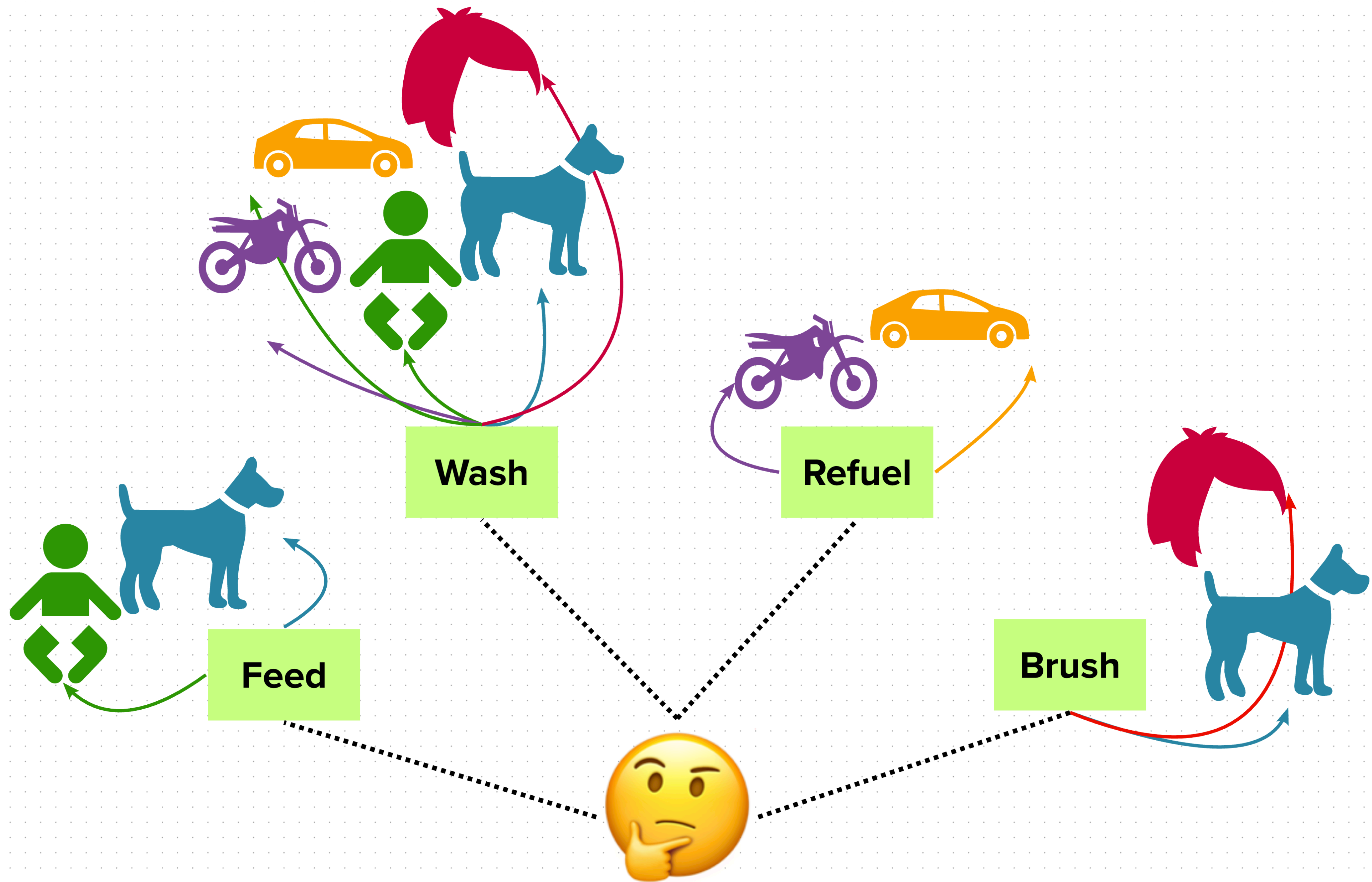
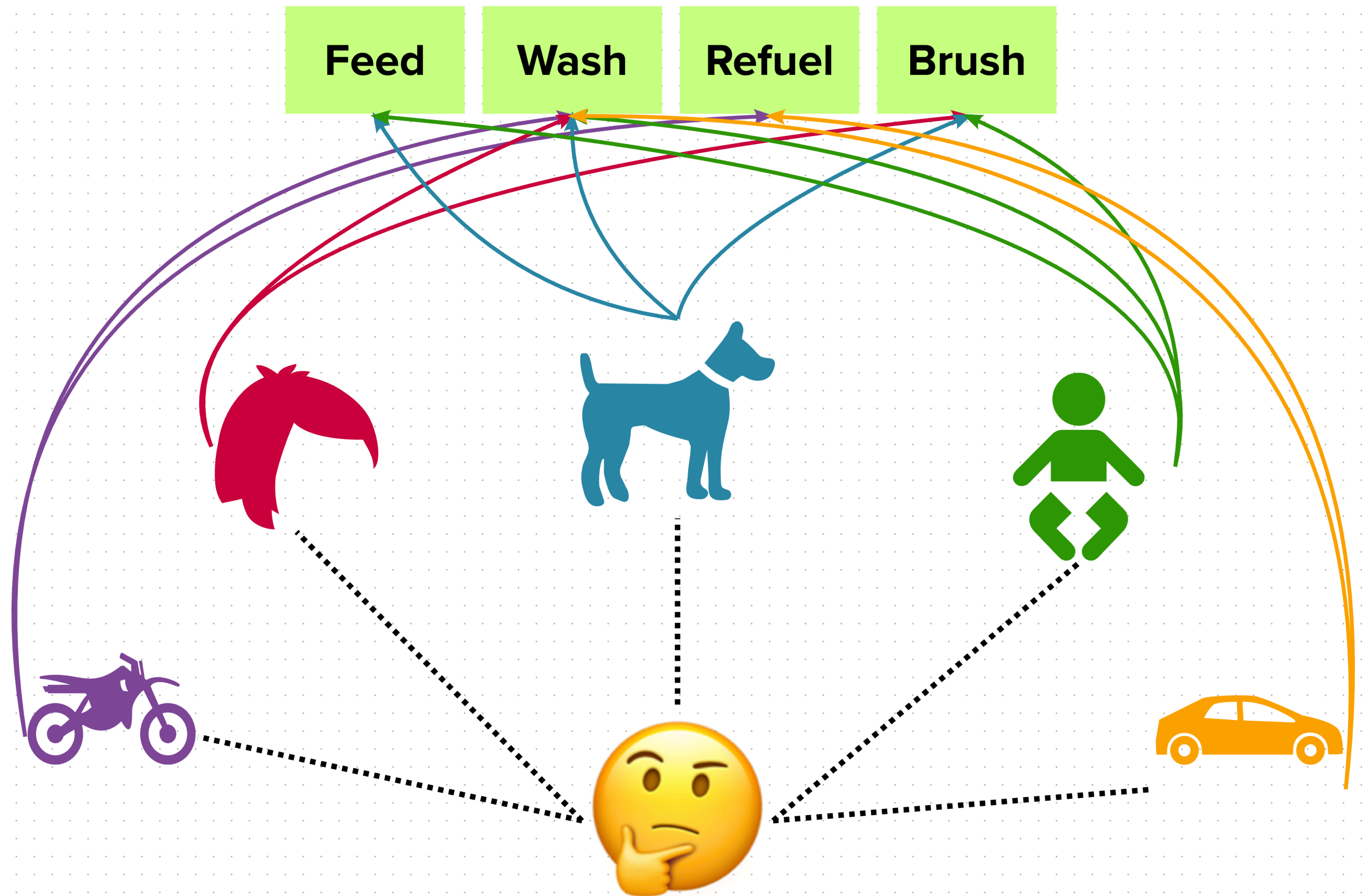# "Object-based thinking is part of human nature"

Everyl Yankee
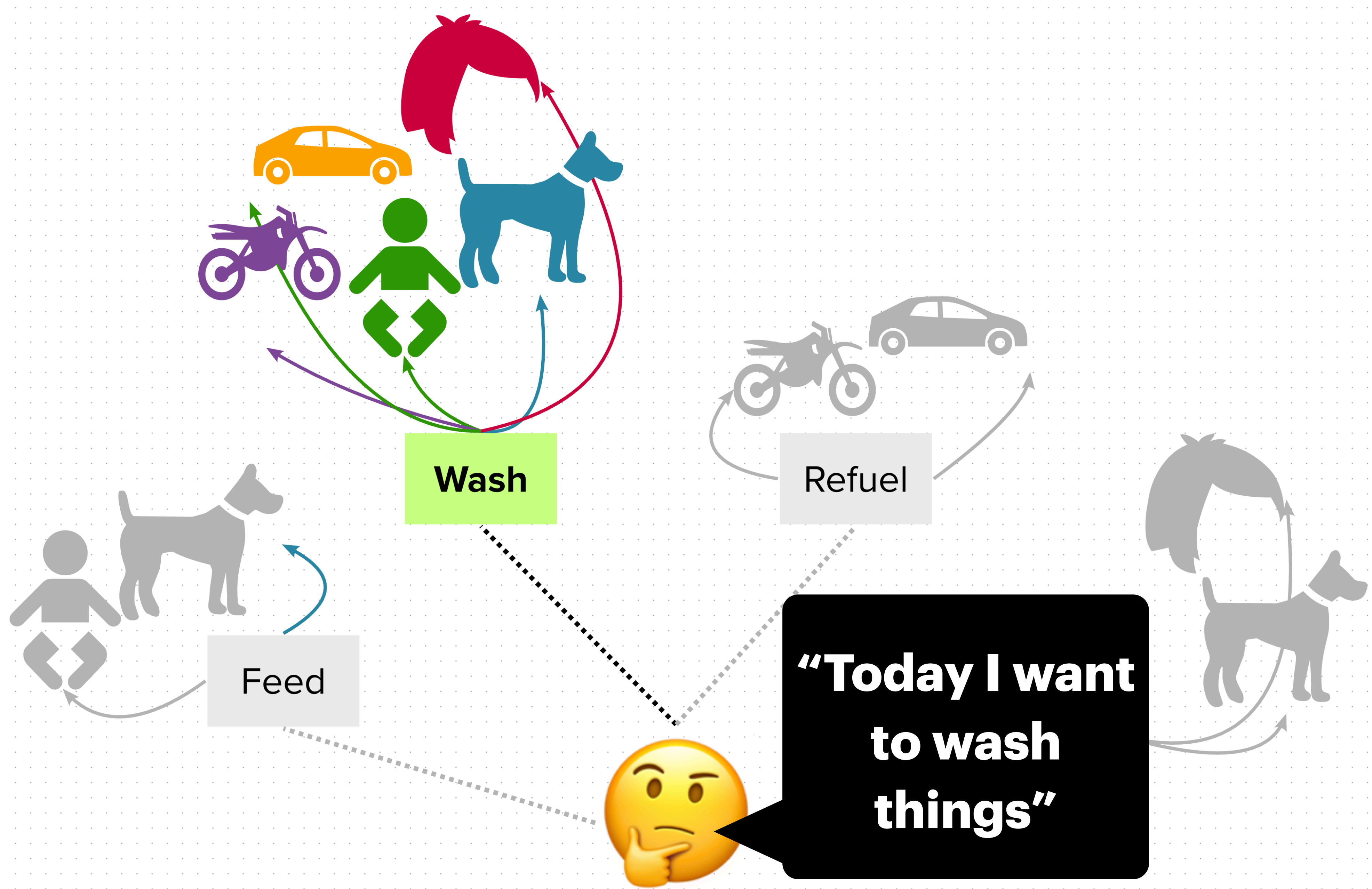
"Humans think in objects.
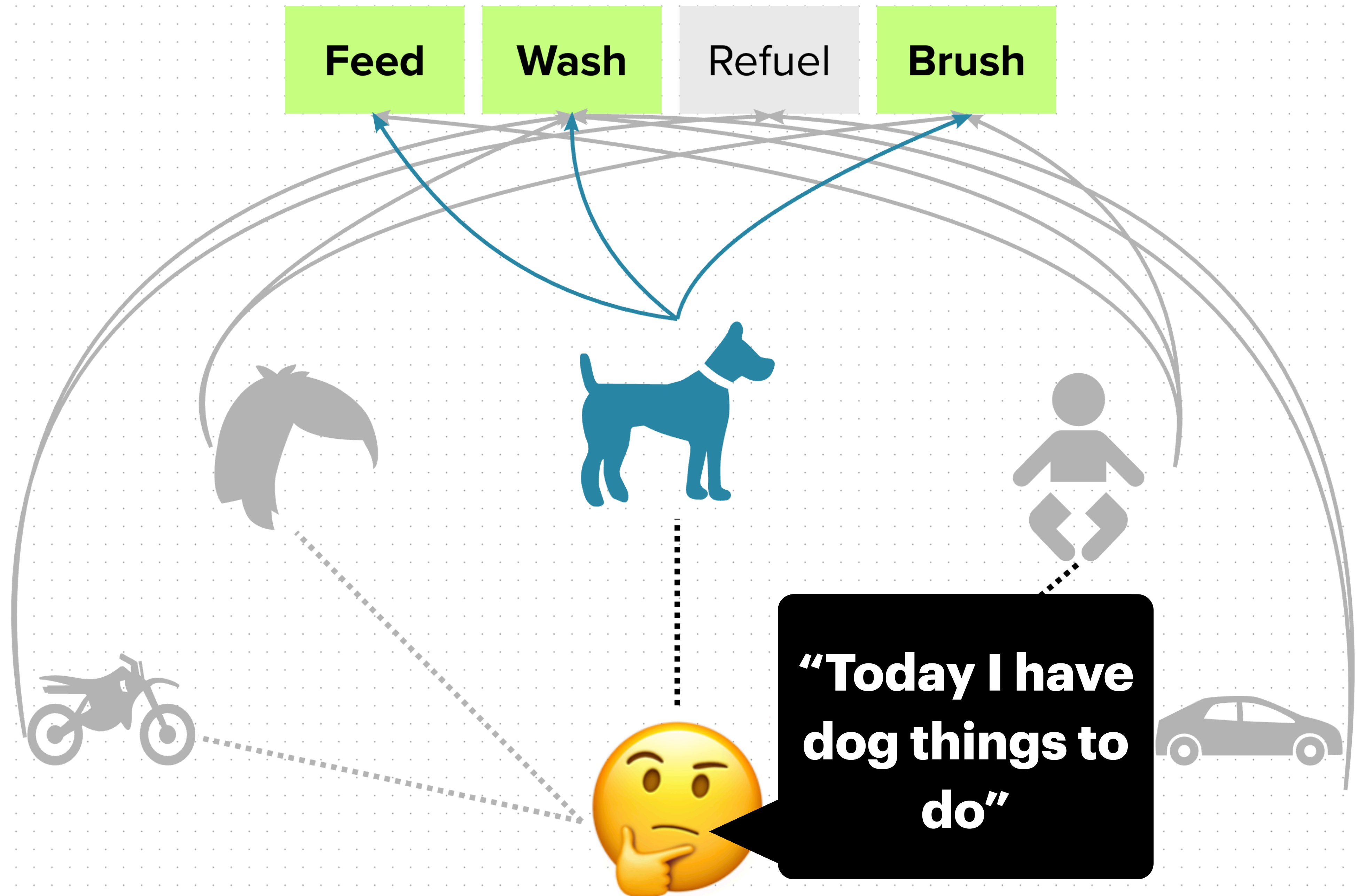Users are human.
And so are you."

Sophia Prater

When a user wakes up in the morning and starts to organise the day, which mental model is more likely? 🧐🤔

Wash

Refuel

Feed

"Today I want to wash things"

verb-noun thinking

Feed   Wash   Refuel   Brush
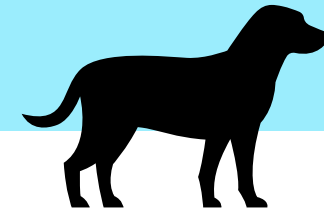
"Today I have dog things to do"

Noun-verb thinking

"Showing users things they can recognise improves usability over needing to recall items from scratch because the extra context helps users retrieve information from memory."

Raluca Budiu

Dog				
Cut	Style	Wash	Colour	Brush
		Hair		

noun-verb thinking

In OO, navigation is centred around **objects** — nouns, *not* verbs

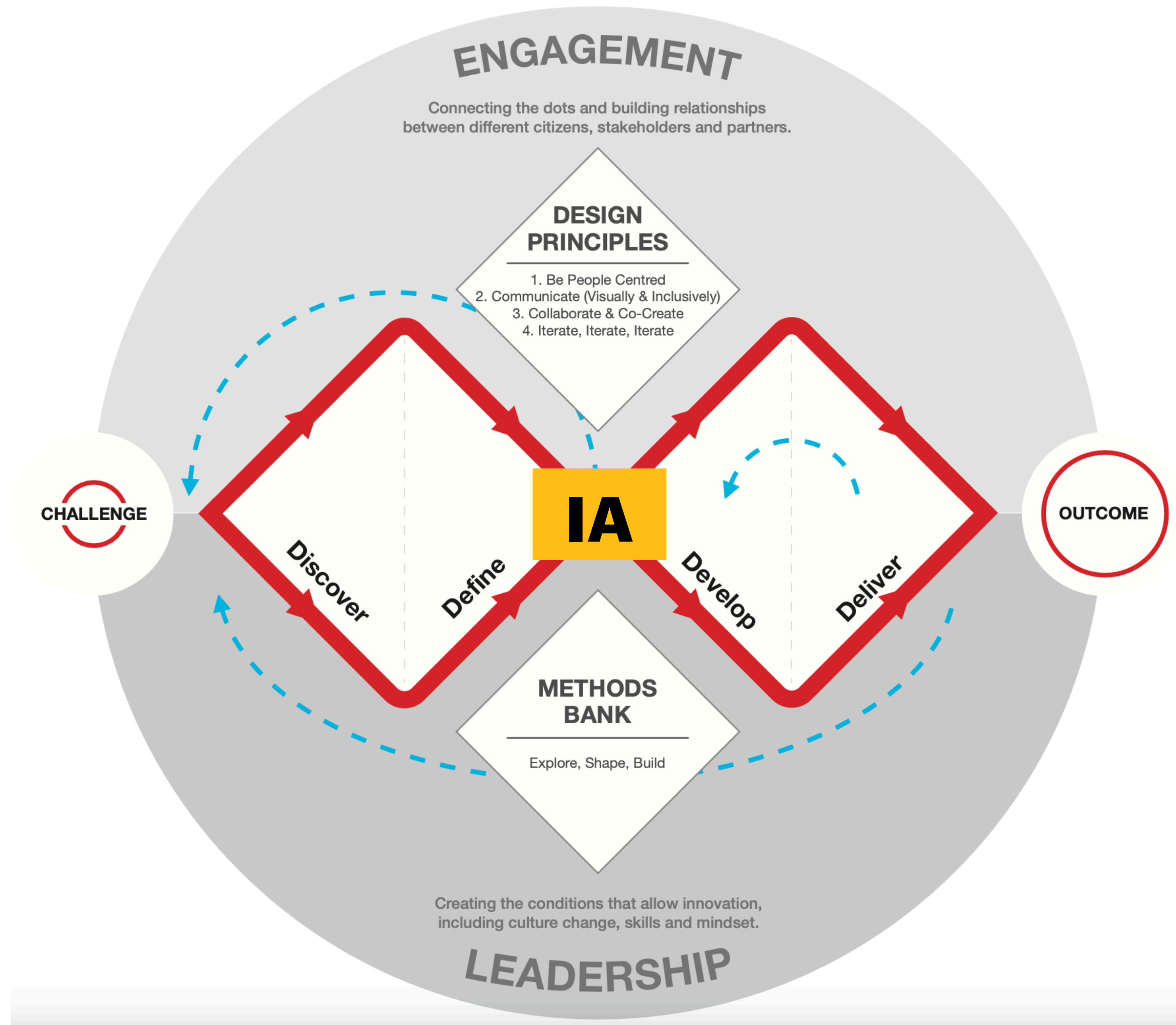**Objects** are *always* the primary representations in the interface

Actions (verbs) performed on the objects comprise the **tasks**

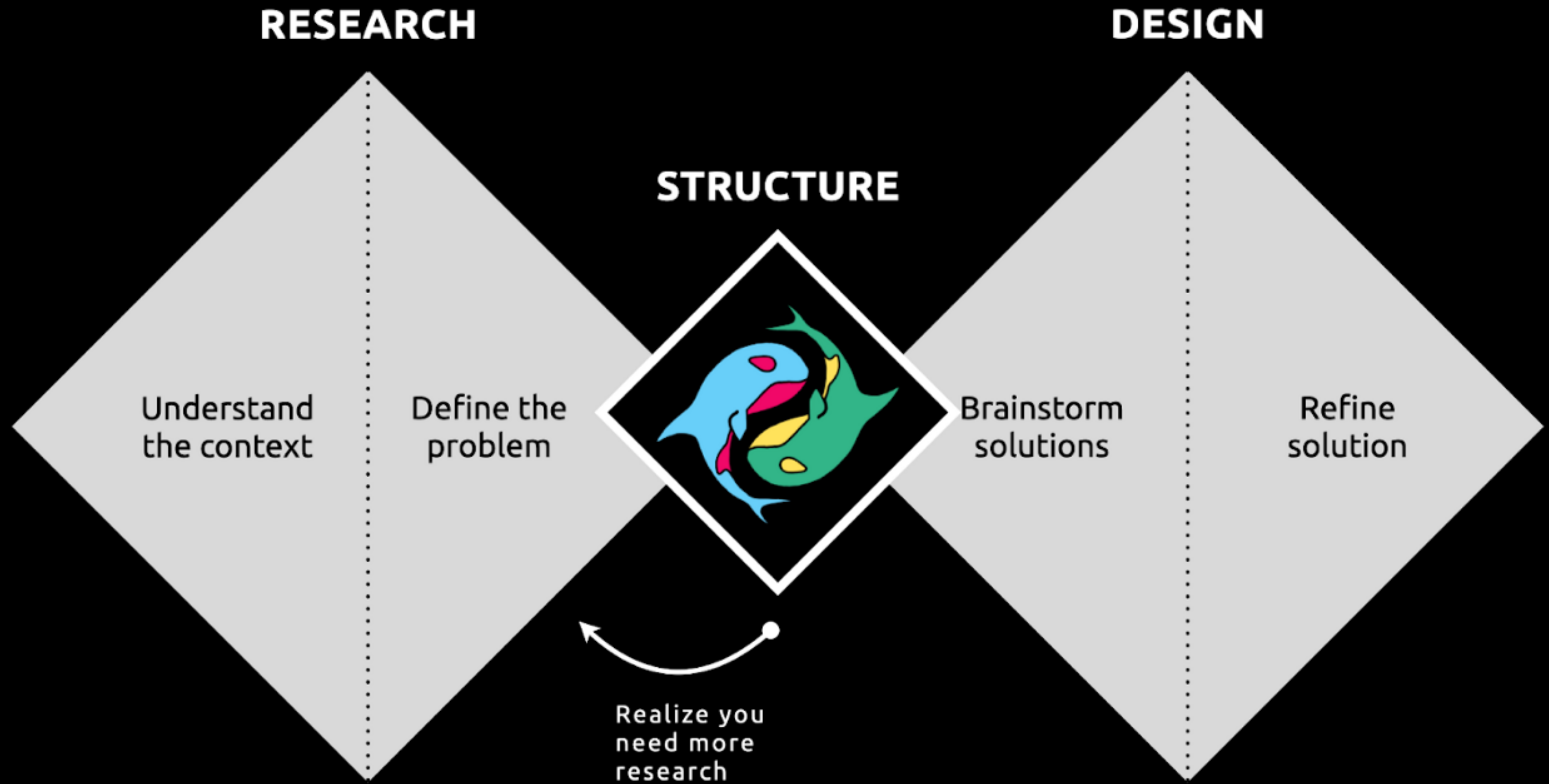**Tasks** are *secondarily* represented by actions on **objects**

"When users enter a digital environment you designed, you'll want them to easily be able to answer the simple questions: "What are the things here? Where are the objects? How do they relate to each other? How do they relate to me? What can I do to them?"

Sophia Prater

OOUX is a piece of your existing process (not a new process)

ENGAGEMENT

Connecting the dots and building relationships between different citizens, stakeholders and partners.

DESIGN PRINCIPLES

1. Be People Centred
2. Communicate (Visually & Inclusively)
3. Collaborate & Co-Create
4. Iterate, Iterate, Iterate

CHALLENGE

IA

OUTCOME

Discover   Define   Develop   Deliver

METHODS BANK

Explore, Shape, Build

Creating the conditions that allow innovation, including culture change, skills and mindset.

LEADERSHIP

Source: Design Council

The Triple Diamond

RESEARCH — Understand the context | Define the problem

STRUCTURE

DESIGN — Brainstorm solutions | Refine solution

Realize you need more research

Source: Sophia Prater

RESEARCH

Understand the context

Define the problem

ORCA Rounds
Objects
Relationships
Calls-to-Action
Attributes

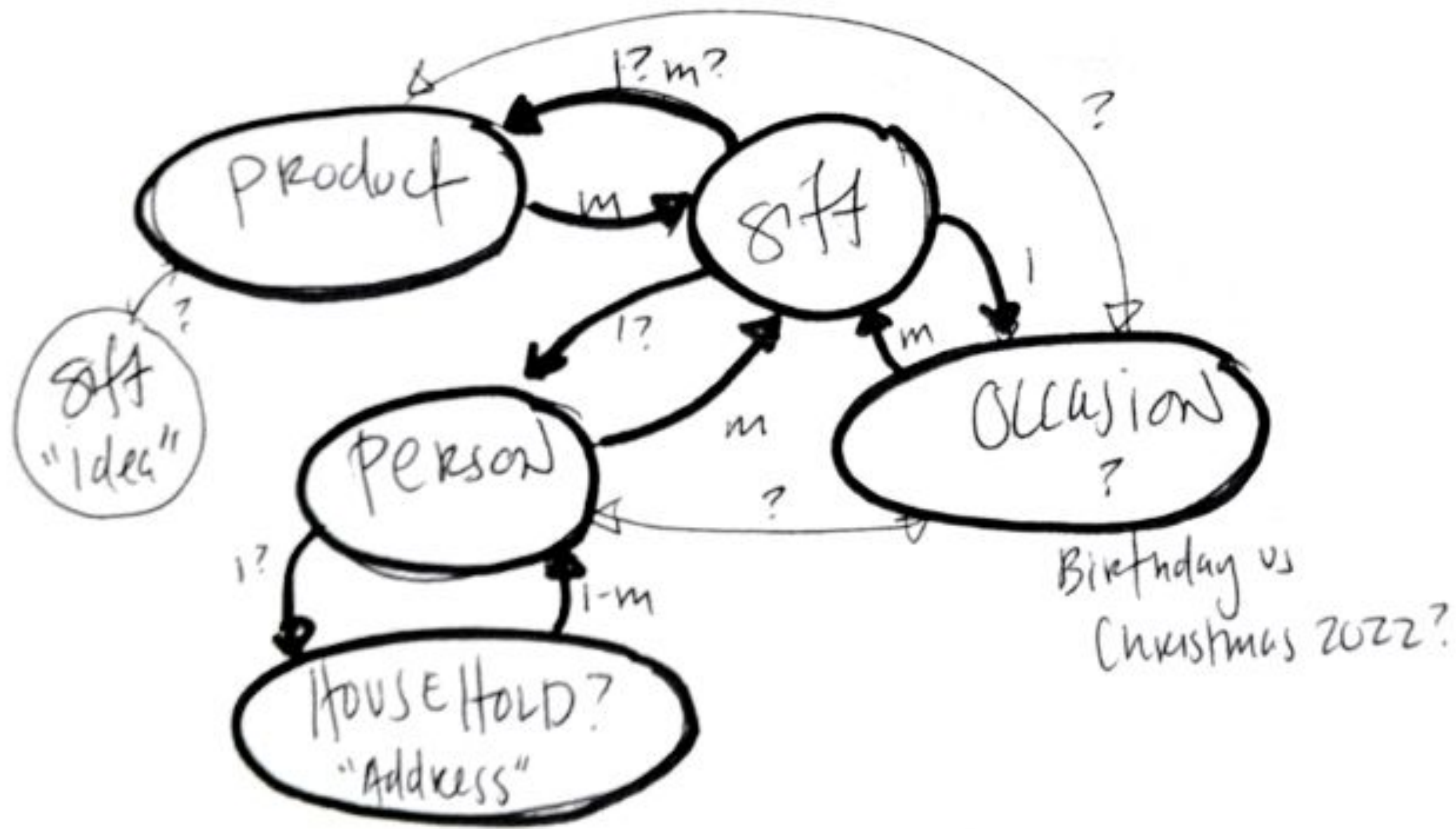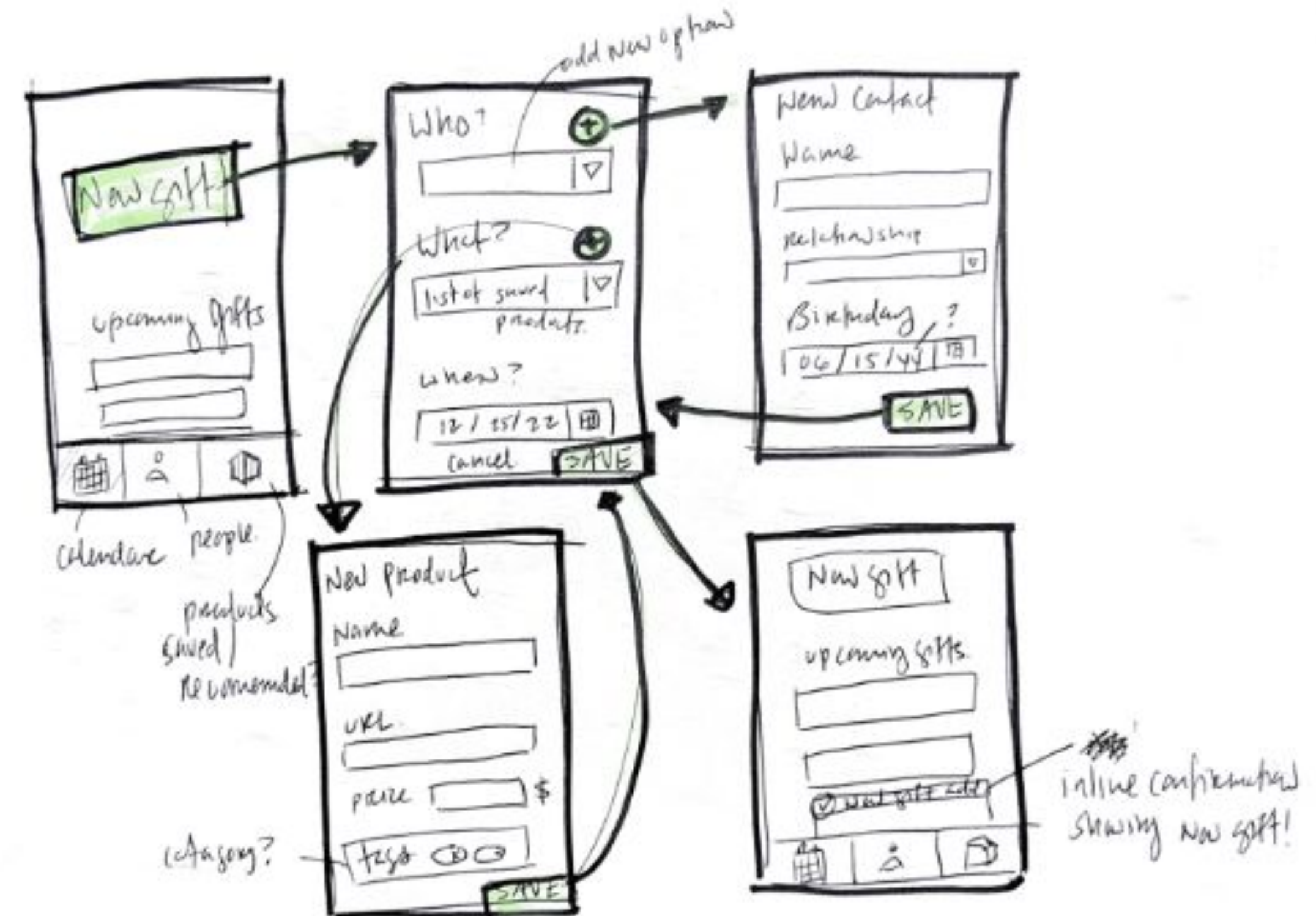**STRUCTURE**

Discovery

Requirements

Prioritization

Representation

DESIGN

Brainstorm solutions

Refine solution
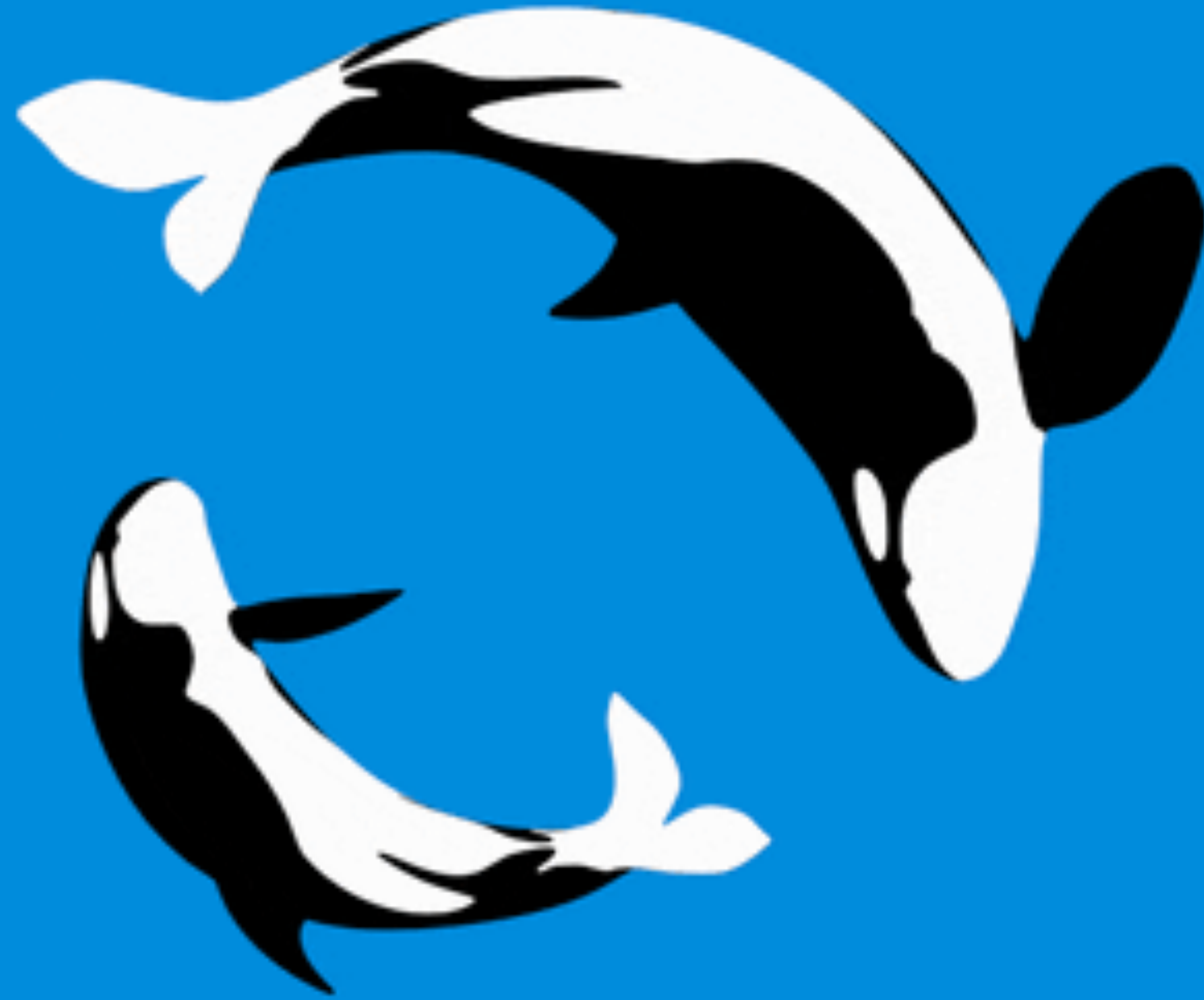
Source: Sophia Prater

START HERE.

NOT HERE.

"OOUX takes user research insights and synthesises them into structure"
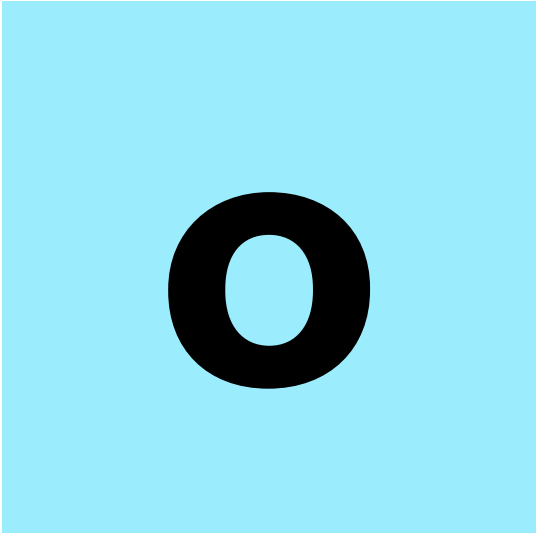
Sophia Prater

"Well-defined leads to well-designed."

Lindsay Eryn Sutton

ORCA, a framework to practise OOUX

OOUX seeks to answer the following questions before interaction design/development:

O What are the **Objects** in the users' mental model?

R What are the objects **Relationships** to each other?

C What **Calls-to-action** do objects offer users?

**A** What are the **Attributes** that make up the objects?

Round 1: **Discovery (uncovering complexity)**

Object discovery	Relationship discovery	Call-to-action discovery	Attribute discovery

Round 2: **Requirements (untangling complexity)**

Object requirements	Relationship requirements	Call-to-action requirements	Attribute requirements

Round 3: **Prioritisation (for users', for the business)**

Object prioritisation	Relationship prioritisation	Call-to-action prioritisation	Attribute prioritisation
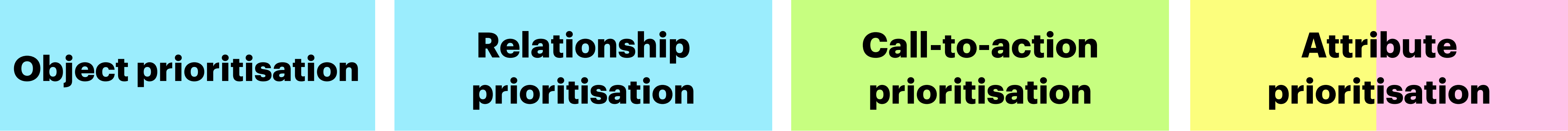
Round 4: **Representation (sketching basic interfaces and interactions)**

Sketching

Prototyping

Validation
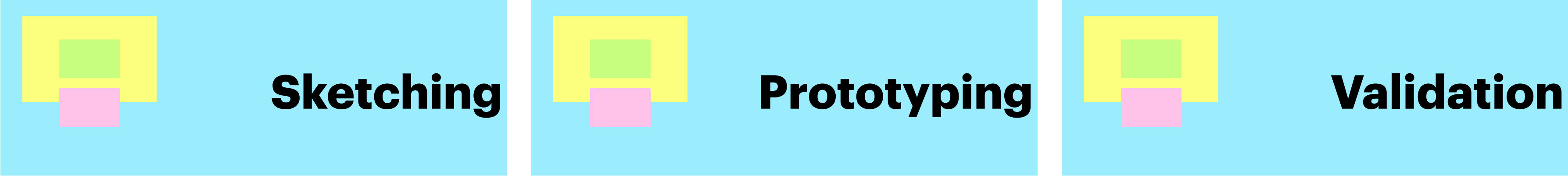
"The more complex the environment, the more OOUX brings clarity."

Sophia Prater

"OOUX is a process to get project questions from the future so that there are fewer surprises later in a process."

Sophia Prater

"It's like IA and Business Analysis had a genius baby and UX raised it. That's OOUX."
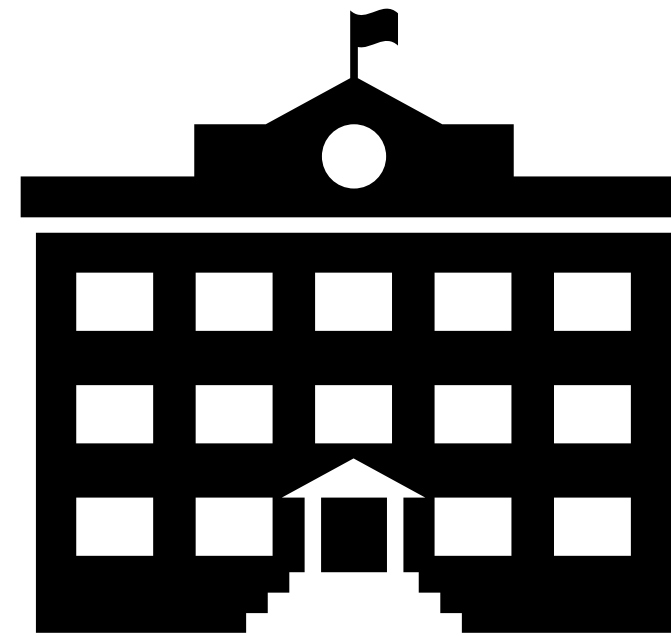
Sophia Prater

Working with Objects and ORCA

Objects

the tangible things that make up the users' mental model and/or the business process model

Think…

• People

• Places

• Content types

• Products

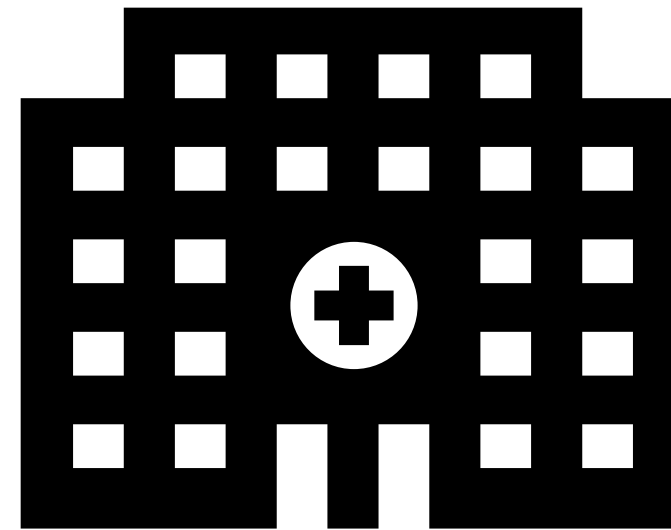• Services

• Things

• …

University

Course Expert Subject School Paper Project Building News
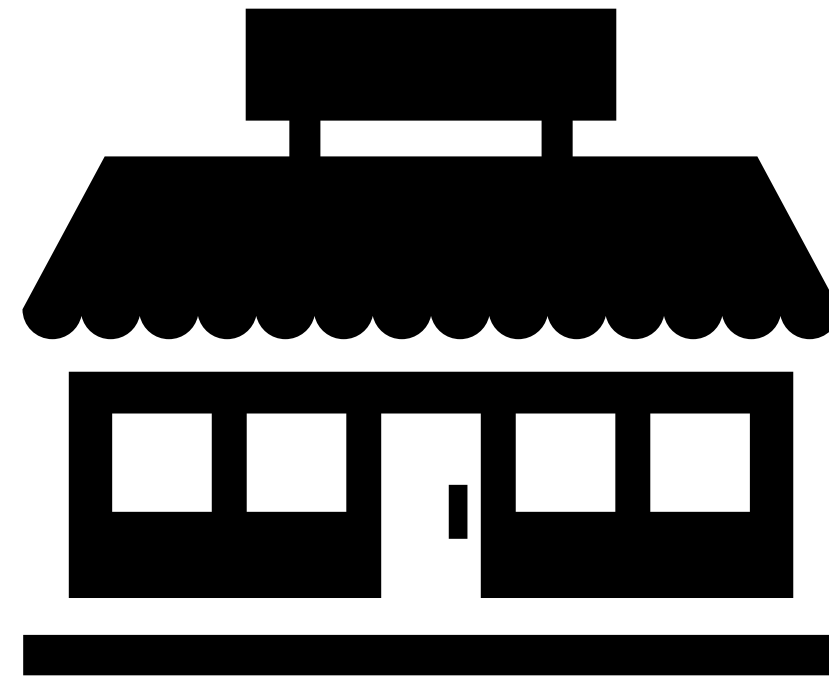
Hospital

Condition | Treatment | Consultant | Location | Appoint-ment | Research Project | Training Course | Press Release
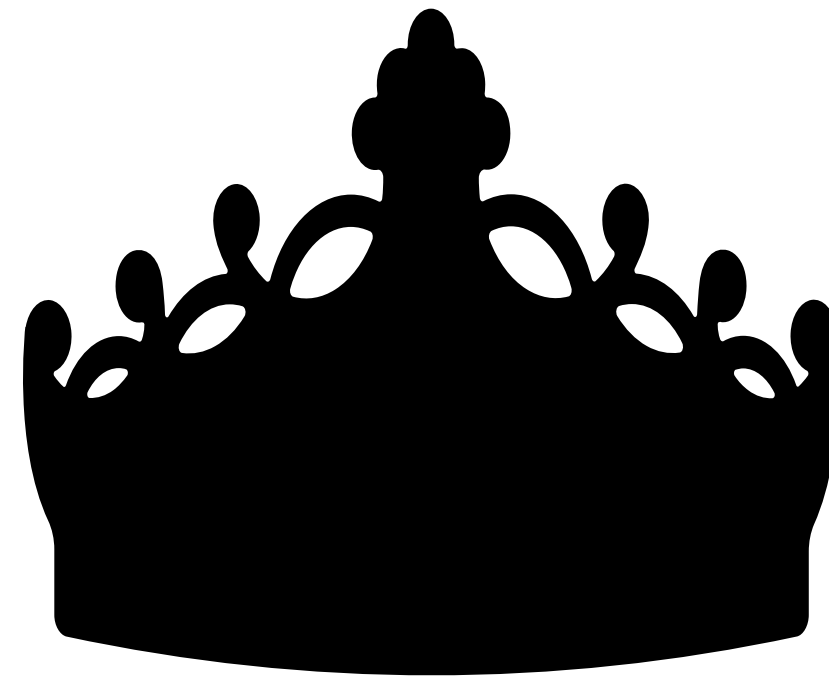
Shop

Shop Product Seller Buyer Review Collection Blog Policy

Government

Minister

Statistic

Decision

Press Release

Dept.

Report

Guide

Case Study

Broadcaster (BBC Food)

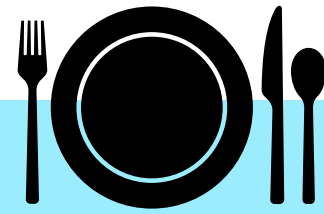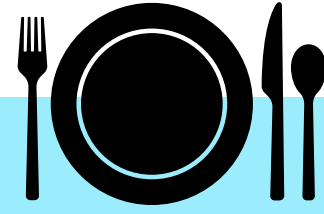Recipe Chef Show Ingredient Occasion Diet Technique Story

Recipe

Tangible

Agnostic

Durable

Recipe

inclusive, agnostic, durable, future-proof
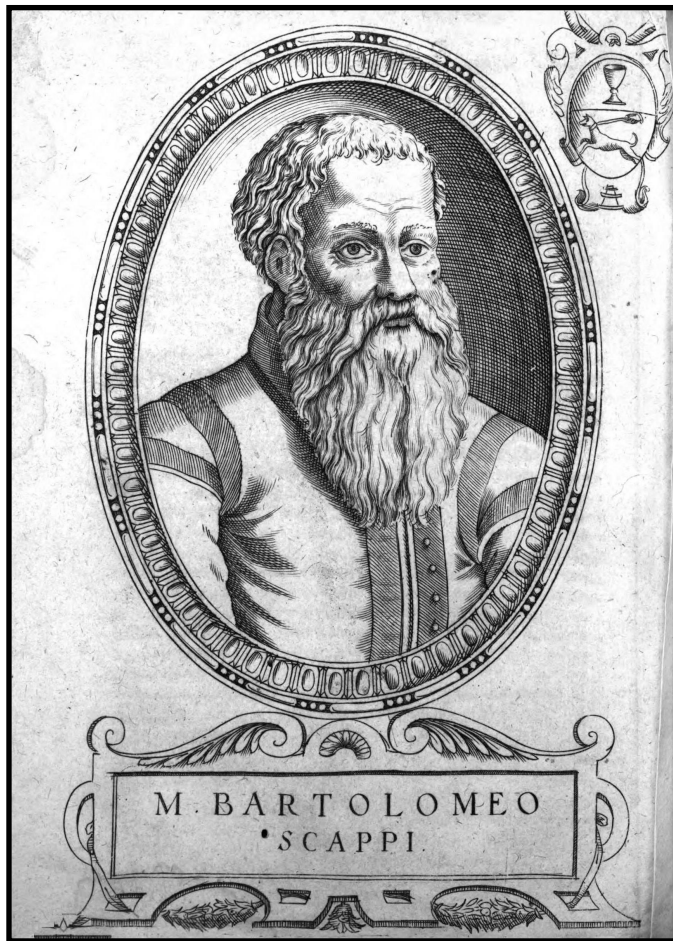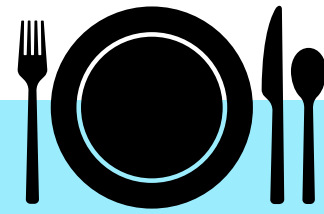
Recipe

Structure

Instances

Purpose

Structure

does a proto-Object have content (title, image, video) and/or metadata (ID, dates, rating)?

Recipe

has **Content?**

has **Metadata?**

Title

Image

Publish date

Star rating
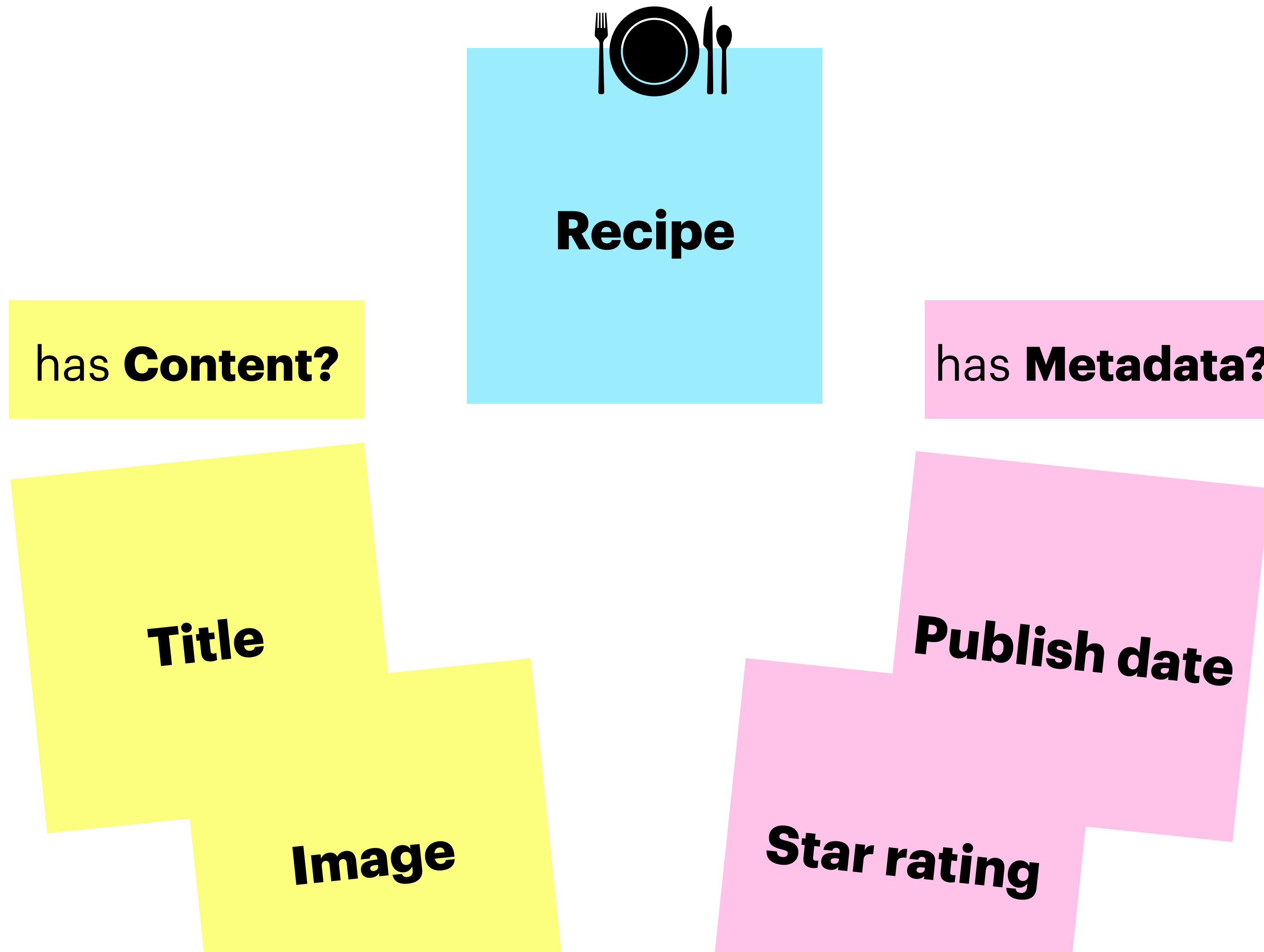
Instances

does a proto-Object have many instances in the system, or is it a unique/bespoke design?

Object **Stencil**

Object **Instances**

Object **Stencil**

Recipe

Object **Instances**
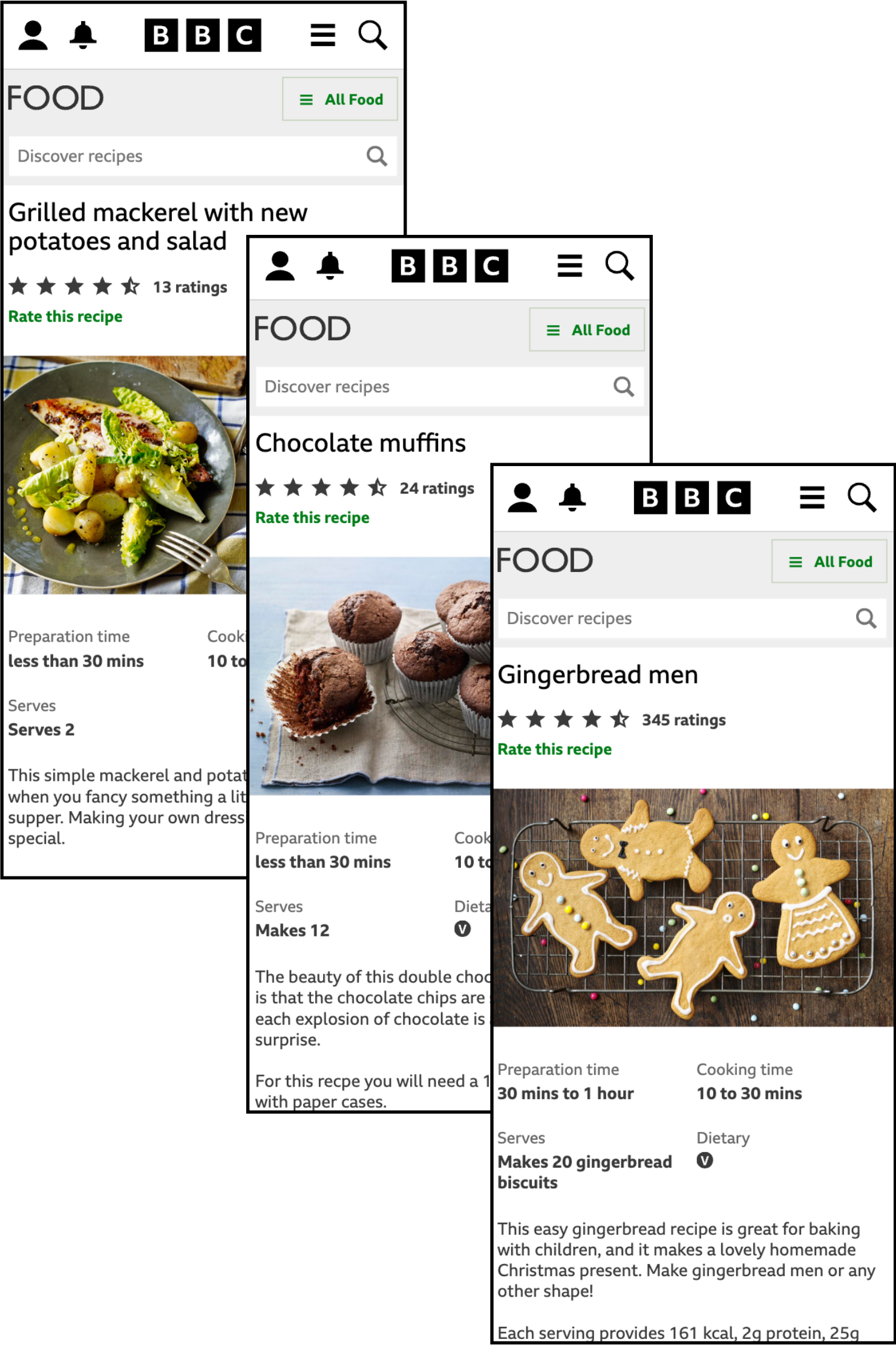
"People don't care about the containers. They care about the things they contain."

Mike Atherton and Carrie Hane

School

University

Pub

Screen
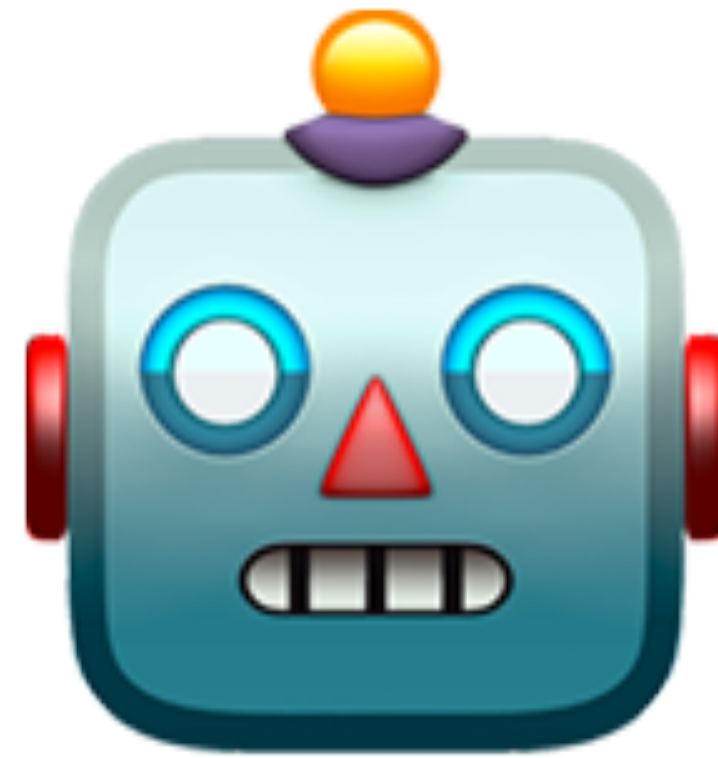
Machine
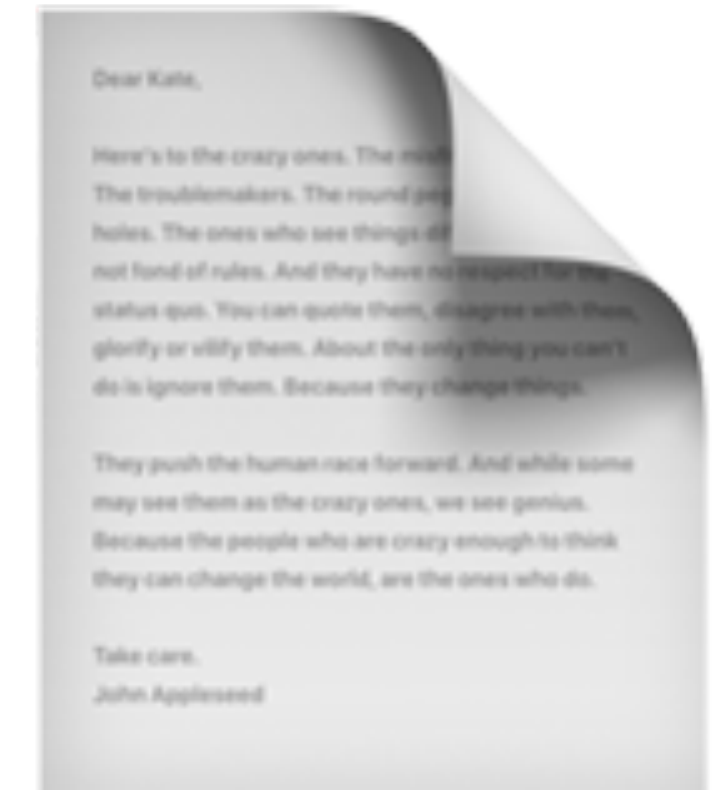
Print

Purpose

does the object have real/valid actions/tasks a user would want to take?

"I want to be able to make a copy of the **Recipe** for my recipe book."

"I want to know how to properly prepare an **Ingredient**."

"I want to know how popular a **Recipe** is before I choose it."

"Structuring content within a well-defined content model makes content scalable, reusable, adaptable, and measurable."

Maxwell Hoffmann

o
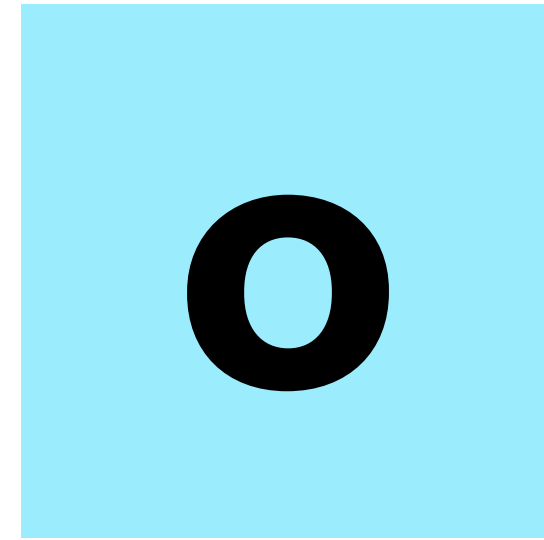
Objects

Object Discovery

4 activities to find and define proto-Objects

1. Noun foraging

2. Object Consolidation

3. Object Instancing

4. Object Lists

"Noun foraging: the process of **finding nouns in content**, based on both its definition and its context."

Me

Noun foraging for BBC Food

Things: **Object**

Enabling People to find and use recipes created for BBC programmes.

People can:

- search for recipes based on season, occasions, cuisines, chef, programme and ingredients used.
- rate the recipes they find and/or make so that the relative quality of a recipe is understandable.
- access 'how-to videos' for a recipe so that they can watch how to prepare the meal.
- print the recipe so that they can have a physical copy to take to the shop, add to their archive of recipes and/or to use when preparing the meal.
- favourite recipes that they like so that they can find them again later.
- access a shopping list that enables them to check-off ingredients when they look in their larder and/or shop for ingredients.
- find related and similar recipes so that they can find the best idea for their needs.
- understand what ingredients (and alternatives) they need so that they can decide whether they can make the recipe.
- find newly created and/or featured recipes that the BBC want to promote.
- learn food preparation so that they have the skills needed to prepare food appropriately.

User research data

Recorded interviews, usability engineering sessions and text-rich survey data are great sources of primary data

Tip: automatic audio transcription services are true *game changers*.

Record in tools like Zoom/Teams, or upload recordings to Otter.ai, Trint and Dovetail etc.
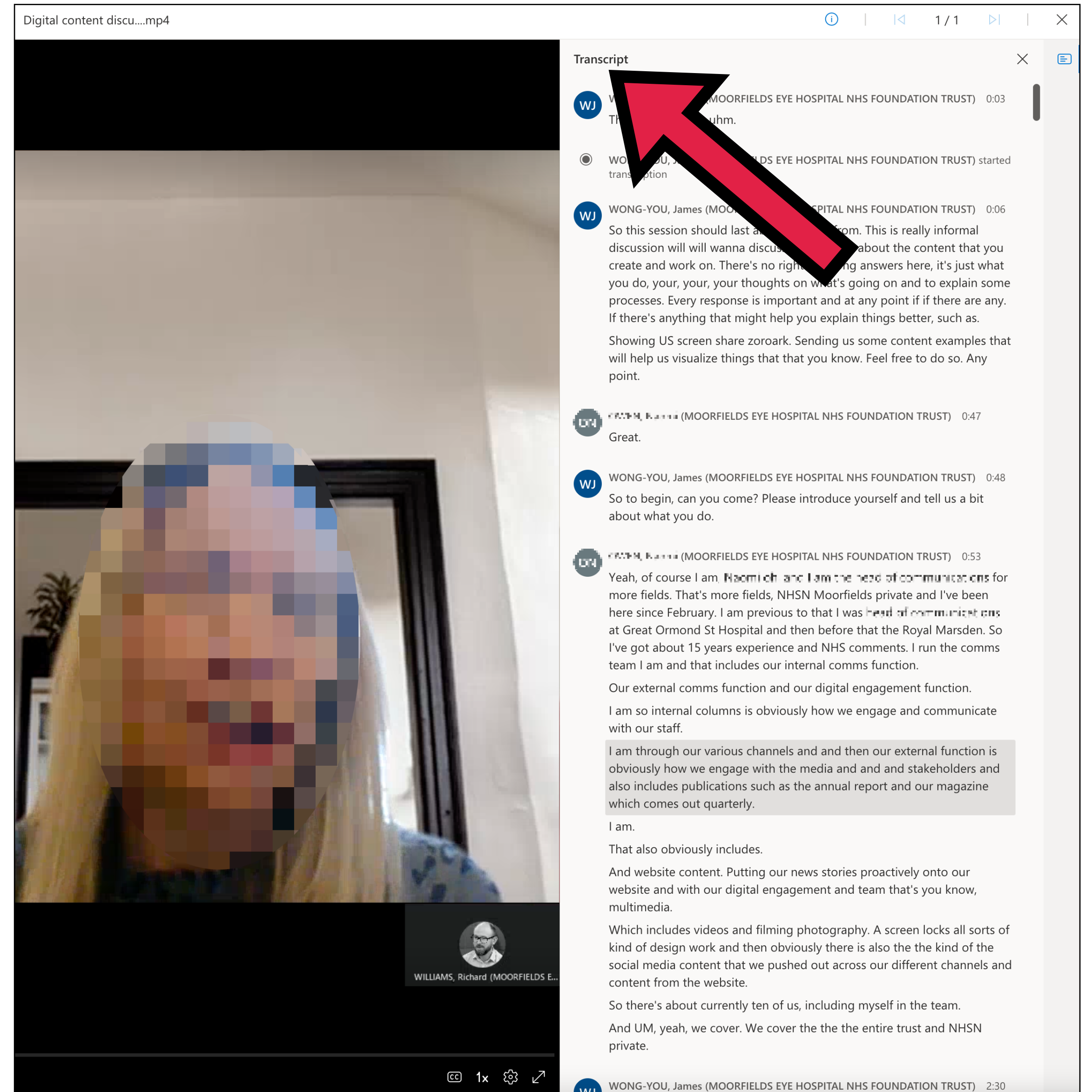
A user research interview recorded in a Microsoft Teams meeting with automatic audio transcription enabled

PDF

A justly maligned format, but still a strong source of text-based nouns

Tip: look for *domain definitive* PDFs, both from your own organisation, competitors and the world, like:

- annual reports

- user manuals

- factual advice for users

- 5-year strategies

…

An example of a single domain definitive data source, of a type typically served via PDF

Social conversations

Use social listening data, or mine database table exports from user forums

Tip: consider partnering with a social listening agency/partner to get the social data, at the greatest scale from the best mix of sources.

Alzheimer's Society
Alzheimer & Dementia – Online Conversation Analysis

WHITE SWAN

MARCH - APRIL 2017
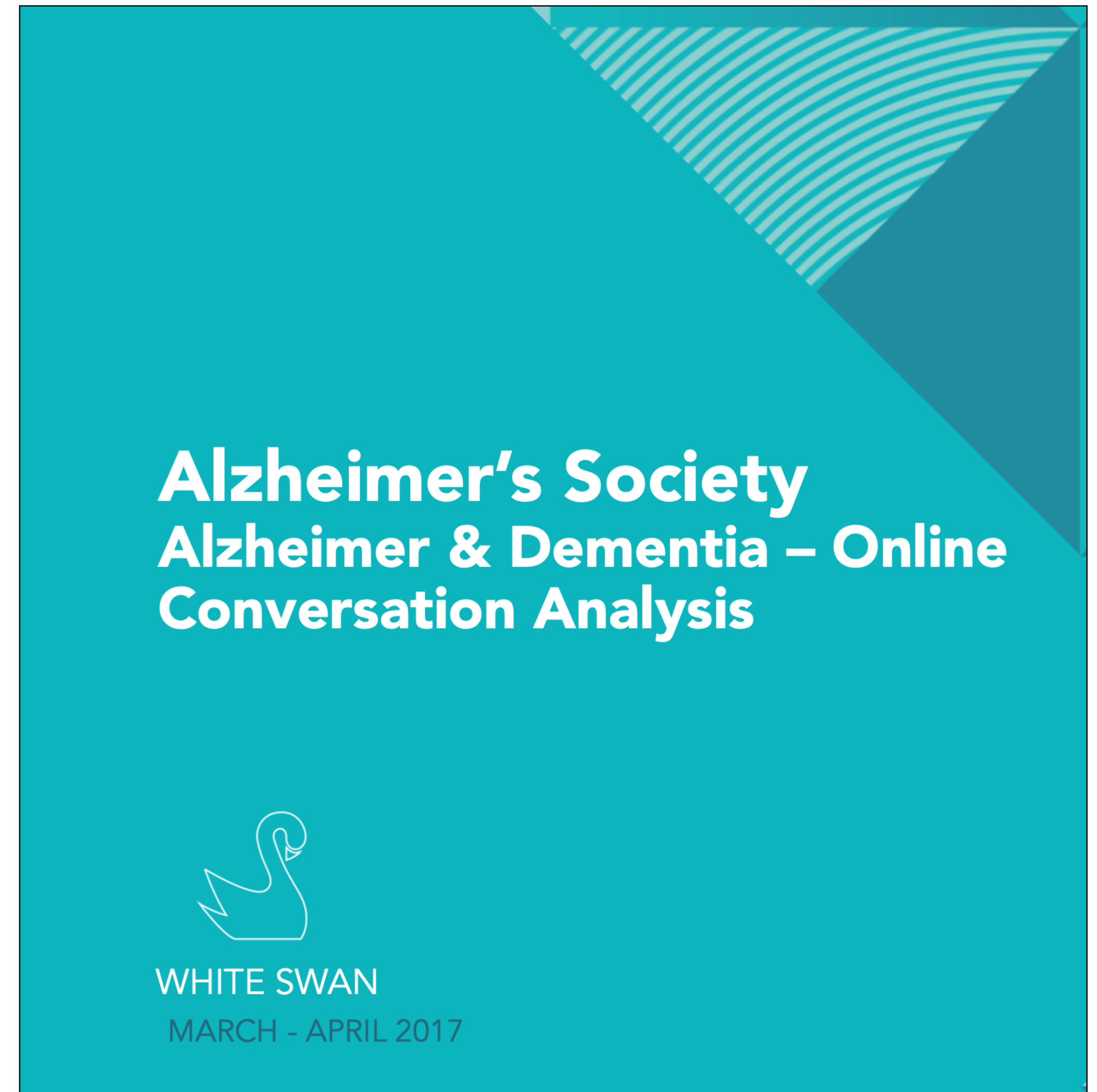
Social listening data from 1 million real conversations about terminal disease

CRMs

Forage your customer relationship records for nouns they cite when the engage with you

Tips:

- look for rich content about user experience and user needs, usually captured by `textArea` form fields.

- ask your CRM developer for an *en bloc* export of specific data, perhaps as CSV.

A CRM for a dementia service — extract rich user-centred data entries at scale

Content inventories

Well formed titles, headings, meta descriptions and URLs are all noun sources

Tips:

- use machine-built inventories for their speed, scale, accuracy and (meta)data types. I use ScreamingFrog SEO Spider.

- look *beyond* your own website.

An inventory generated in 10-mins for Crate & Barrel using ScreamingFrog Spider

Project documents

Particularly useful so that 'internal only' data can be included

Tip: a good start point if you're joining, or specifying, a project at its outset. But note that these are secondary and non user verbatim sources.

Moorfields digital platform specification

Feb 15, 2021

Section Break

1
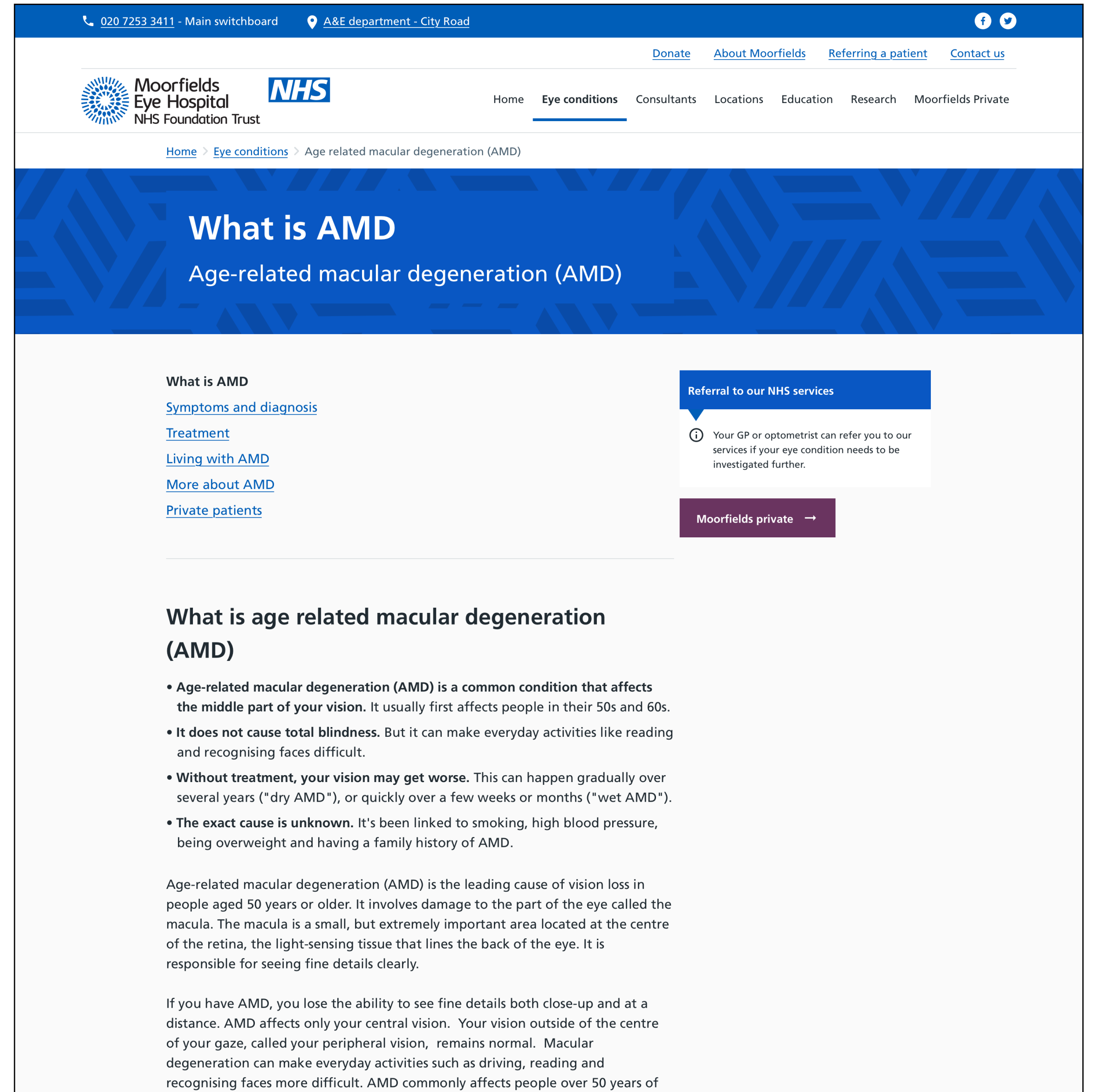
A specification brief for a public tender process to find/select an agency partner for Moorfields Eye Hospital.

Webpages

At more than 50 billion pages, the WWW is an inexhaustible source!

Tip: consider trialling Sketch Engine which can *find **and** fetch* textual data via its automatic corpus builder. It can compile nouns at scale via its:...

- web search,

- URLs list,

- website download (up to 10k pages)

...functions.

Look for domain relevant sources, like blog posts, articles, papers, advice. Both from your own organisation, competitors or the wider web.
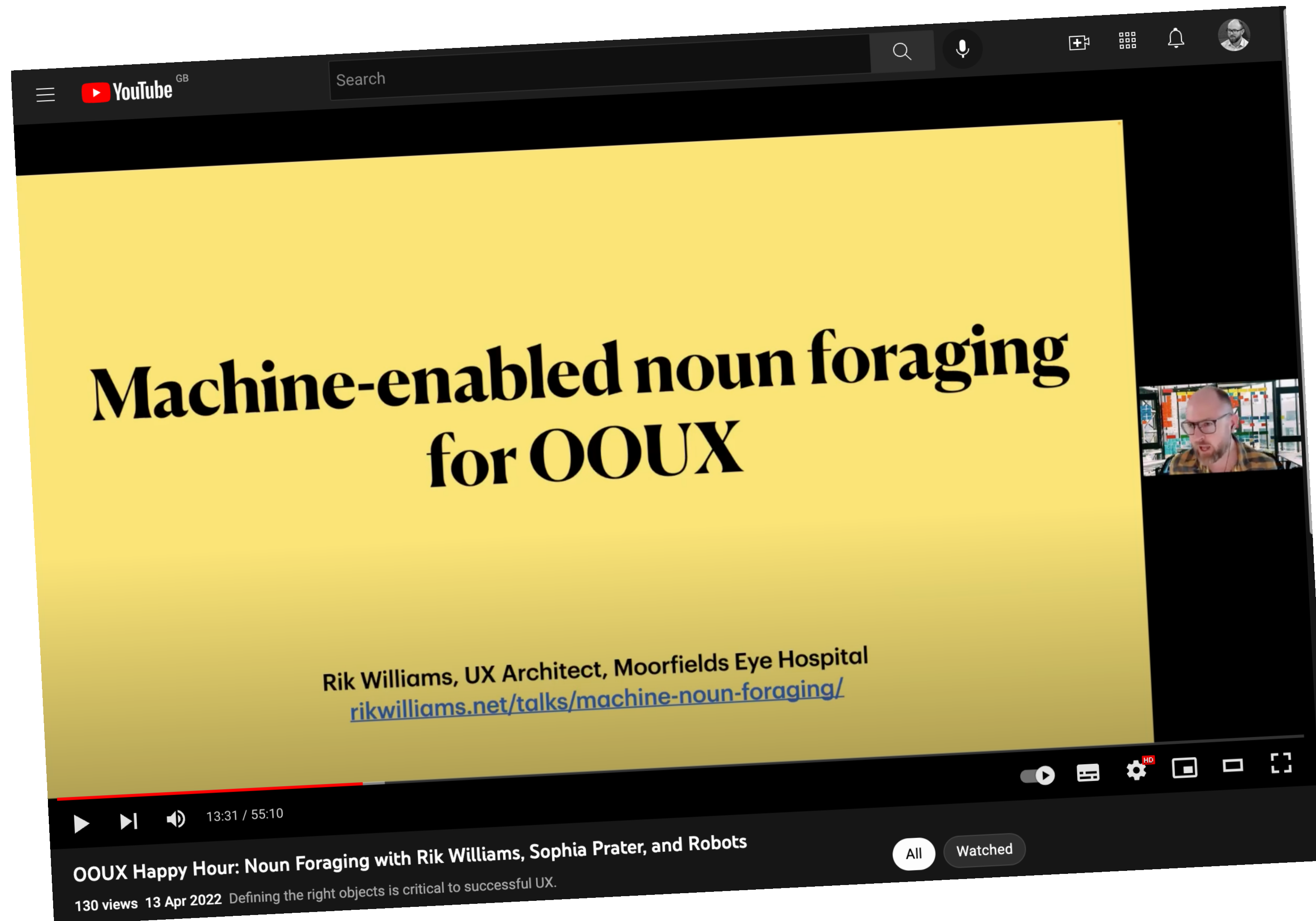
rikwilliams.net/talks/machine-noun-foraging/
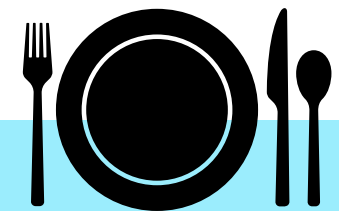
Recipe

Meal

Method

Recipe

Chef

Chef

Cook

Baker

Cuisinier
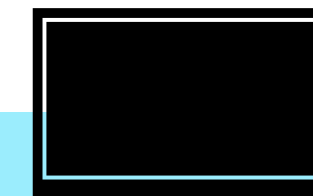
Program

Show

Broadcast

Podcast
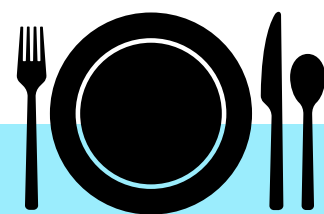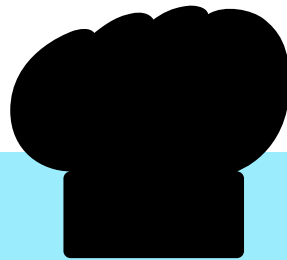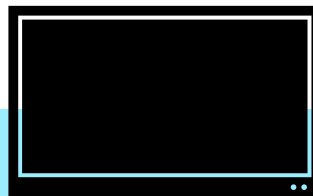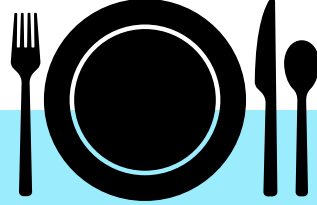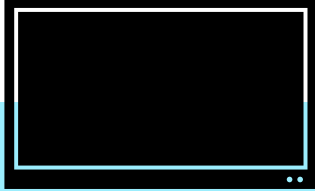
Recipe Index	Chef Index	Program Index
Recipe	**Chef**	**Program**
Name (Gingerbread men)	Name (Delia Smith)	Name (Delia's Christmas)

R

Relationships

"You only understand something relative to something you already understand."

Richard Saul Wurman

	Recipe 🍽	**Chef** 👨‍🍳	**Program** 📺
Recipe	has 1-many	has 1-many	has 1
Chef	has 1-many	has 1-many	has 1-many
Programme	has 1-many	has 1-many	has 1-many

Chef

Recipe

Program

has 1-many Chefs

has 1-many Recipes

has 1-many Programmes

has 1-many Chefs

has 1 Programme

has many Recipes
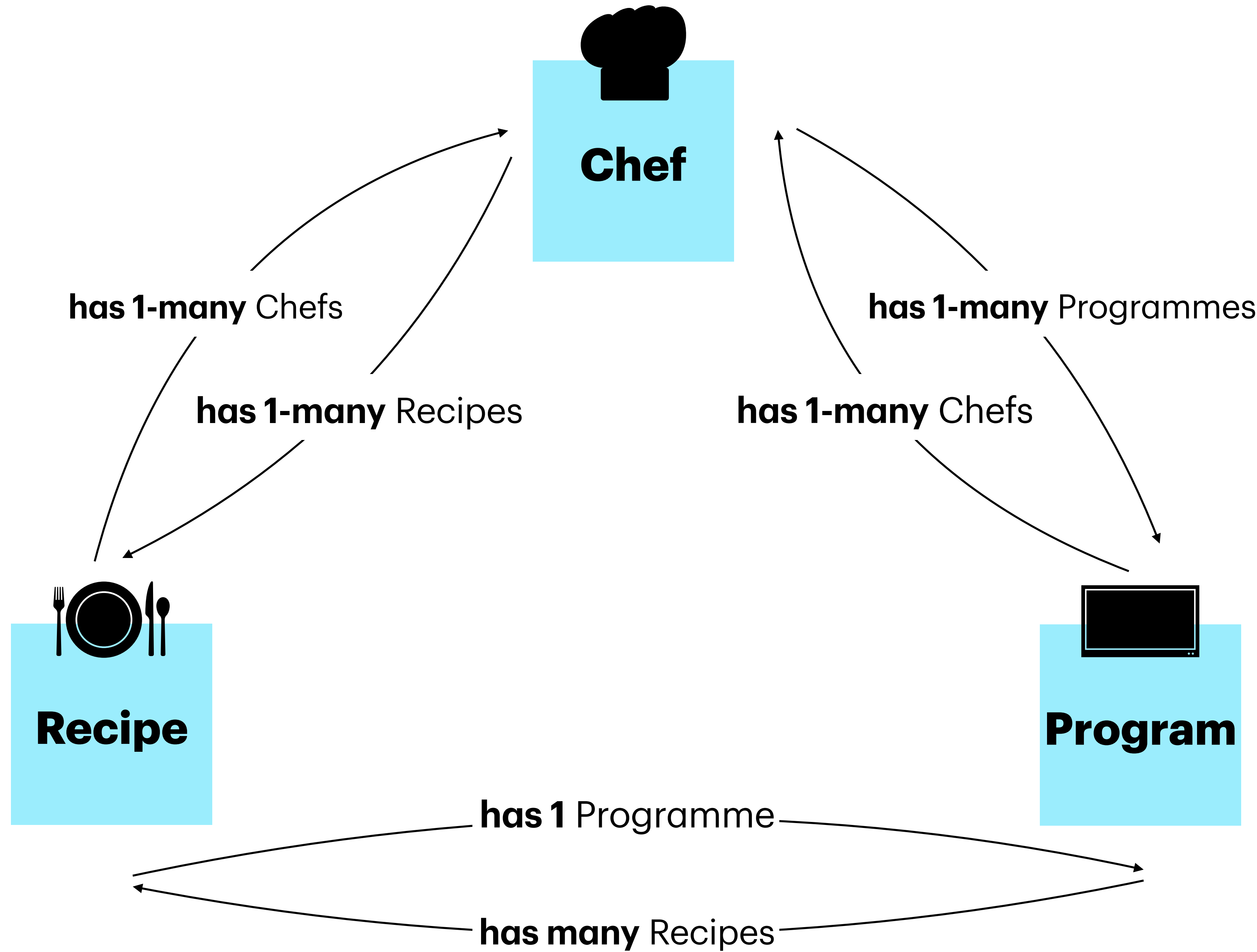
Primary Navigation Objects

Recipe	Chef	Programme

[Alpha ; Cuisine ; Diet ; Featured]

[Alpha ; Featured)]

[Location ; Channel ; Date]

Recipe	Chef	Programme
Recipe	Chef	Programme
Recipe	Chef	Programme
Recipe	Chef	Programme

< all Recipe

Chef
Chef
Programme
Add to Favourites

< all Chef

Recipe
Recipe
Recipe
Recipe
Programme
Programme
Programme
Add to Favourites

< all Programme

Recipe
Recipe
Recipe
Recipe
Chef
Chef
Chef
Add to Favourites

Favourites

Consultant
Condition
Programme

c

Calls-to-Action

	User	Content Designer	Chef
Recipe	Rate, Favourite, Print, Share	Create, Delete, Update, Review	Approve

Grid view

	CTA	Object	Release	Status	Who (Access to Action)	Notes and Questions	Where (Placement)	When (Conditions)	Design Comple...	Total Estim...	Soft Launch Esti...	Release 1 Estimate	Release 2 Estim...
1	View Dealership	Dealership	Soft Launch	Ready to Validate	Super Admin Admin Contributor Field Staff User User		From All Dealerships Page		Low	0.25	0.25	0.00	0.00
2	Edit Dealership Info	Dealership	Soft Launch	Ready to Validate	Super Admin Admin				High	2.00	2.00	0.00	0.00
3	View All Dealerships	Dealership	Soft Launch	Ready to Validate	Super Admin Admin Contributor Field Staff User User		All Dealerships Page	For Active Client	Medium	1.00	1.00	0.00	0.00
4	Import Multiple Dealerships	Dealership	Soft Launch	Ready to Validate	Super Admin Admin	Includes column for Dealership Gr...			Low	0.25	0.25	0.00	0.00
5	Bulk Edit Dealerships' Info	Dealership	Soft Launch	Ready to Validate	Super Admin Admin				Medium	1.00	1.00	0.00	0.00
6	Add Users to Dealership	Dealership	Soft Launch	Ready to Validate	Super Admin Admin				Low	0.25	0.25	0.00	0.00
7	Remove Users From Dealership	Dealership	Soft Launch	Ready to Validate	Super Admin Admin				Low	0.25	0.25	0.00	0.00
8	Add Dealership to Group	Dealership	Soft Launch	Ready to Validate	Super Admin Admin				Low	0.25	0.25	0.00	0.00
9	Remove Dealership from Group	Dealership	Soft Launch	Ready to Validate	Super Admin Admin				Low	0.25	0.25	0.00	0.00
10	Add Contacts	Dealership	Soft Launch	Ready to Validate	Super Admin Admin				Low	0.25	0.25	0.00	0.00
11	Remove Contacts	Dealership	Soft Launch	Ready to Validate	Super Admin Admin				Low	0.25	0.25	0.00	0.00
12	Edit a Dealership Contact	Dealership	Soft Launch	Ready to Validate	Super Admin Admin				Medium	1.00	1.00	0.00	0.00
13	Add a New Dealership Budget	Dealership	Soft Launch	Ready to Validate	Super Admin Admin				Low	0.25	0.25	0.00	0.00
14	Edit a Dealership Budget	Dealership	Soft Launch	Ready to Validate	Super Admin Admin				Medium	1.00	1.00	0.00	0.00
15	Archive a Dealership Budget	Dealership	Soft Launch	Remove?	Super Admin Admin	Secondary budget only, must be d...			Low	0.25	0.25	0.00	0.00
16	View Claims Submitted by Dealership	Dealership	Soft Launch	Ready to Validate	Super Admin Admin Contributor Field Staff User User				Medium	1.00	1.00	0.00	0.00
17	Add Note to Dealership	Dealership	Soft Launch	Ready to Validate	Super Admin Admin Contributor				Low	0.25	0.25	0.00	0.00
18	Add Job to Dealership	Dealership	Release 2	Not Started	Super Admin Admin				Low	0.25	0.00	0.00	0.25
19	View Dealership Group	Dealership Group	Soft Launch	Ready to Validate	Super Admin Admin Contributor Field Staff User	Is a Field Staff role just a user who...			Low	0.25	0.25	0.00	0.00
20	View Dealerships in a Dealership Group	Dealership Group	Soft Launch	Ready to Validate	Super Admin Admin Contributor Field Staff User				Low	0.25	0.25	0.00	0.00
21	Add Dealership Group	Dealership Group	Soft Launch	Ready to Validate	Super Admin Admin				Low	0.25	0.25	0.00	0.00
22	Edit Dealership Group	Dealership Group	Soft Launch	Ready to Validate	Super Admin Admin				High	2.00	2.00	0.00	0.00
23	Archive Dealership Group	Dealership Group	Release 1	Not Started	Super Admin Admin				Low	0.25	0.00	0.25	0.00
24	Add Contacts	Dealership Group	Soft Launch	Ready to Validate	Super Admin Admin				Low	0.25	0.25	0.00	0.00
25	Edit Contacts	Dealership Group	Soft Launch	Ready to Validate	Super Admin Admin	Click through to User page in Con...			Medium	1.00	1.00	0.00	0.00
26	Remove Contacts	Dealership Group	Soft Launch	Ready to Validate	Super Admin Admin				Low	0.25	0.25	0.00	0.00
27	Edit Group's Budget	Dealership Group	Soft Launch	Ready to Validate	Super Admin Admin				Medium	1.00	1.00	0.00	0.00
28	Add Budget to Group	Dealership Group	Soft Launch	Ready to Validate	Super Admin Admin	Need to be able to see group bud...			Low	0.25	0.25	0.00	0.00
29	Remove a Budget from Group	Dealership Group	Soft Launch	Ready to Validate	Super Admin Admin	Set Group setting to Disable.			Low	0.25	0.25	0.00	0.00
30	Add Users to Dealership Group	Dealership Group	Soft Launch	Ready to Validate	Super Admin Admin				Low	0.25	0.25	0.00	0.00
31	Remove Users from Dealership Group	Dealership Group	Soft Launch	Ready to Validate	Super Admin Admin	Same pattern as remove user from...			Low	0.25	0.25	0.00	0.00
32	Edit Budget to Use Settings	Dealership Group	Soft Launch	Ready to Validate	Super Admin Admin				Low	0.25	0.25	0.00	0.00
33	Add Note to Dealership Group	Dealership Group	Soft Launch	Ready to Validate	Super Admin Admin Contributor				Low	0.25	0.25	0.00	0.00
34	Add Job to Dealership Group	Dealership Group	Release 2	Not Started	Super Admin Admin				Low	0.25	0.00	0.00	0.25
35	Import Multiple Users	User	Soft Launch	Ready to Validate	Super Admin Admin				Low	0.25	0.25	0.00	0.00
36	Add User	User	Soft Launch	Ready to Validate	Super Admin Admin	Are rebate Customers part of this ...			Low	0.25	0.25	0.00	0.00
37	Edit User	User	Soft Launch	Ready to Validate	Super Admin Admin				High	2.00	2.00	0.00	0.00
38	Archive User	User	Soft Launch	Ready to Validate	Super Admin Admin				Low	0.25	0.25	0.00	0.00
39	Reset Own User Password	User	Soft Launch	Ready to Validate	Super Admin Admin Contributor Field Staff User User		On Object	Only if not SSO	Medium	1.00	1.00	0.00	0.00
40	Add User to Dealerships	User	Soft Launch	Ready to Validate	Super Admin Admin				Low	0.25	0.25	0.00	0.00

221 records   Filled 221   Sum 129.25   Sum 63.75   Sum 11.50   Sum 54.00

A

Attributes

Recipe	Chef	Program
Name (Gingerbread men)	Featured?	Name (Saturday Kitchen)
Lead Image	Name (Delia Smith)	Lede
Rating Score	Photo	Latest episode
Lede	Bio	Program
Chef	Recipe	Recipe

NESTED OBJECTS

Actions

Condition	Symptom	Treatment	Product	Product Review	Real Story	Real Story Comment	Tip
			Save		Save		Save
			Share		Share		Share
Save	Save	Save	Was this content useful?		Was this content useful?		Was this content useful?
Share	Share	Share	Report a problem		Report a problem		Report a problem
Was this content useful?	Was this content useful?	Was this content useful?	Speak to an Adviser		Speak to an Adviser		Speak to an Adviser
Report a problem	Report a problem	Report a problem	Print a copy		Print a copy	Post my comment	Print a copy??
Speak to an Adviser	Speak to an Adviser	Speak to an Adviser	Add to basket	Upvote Review??	Add a comment	Upvote comment	Upvote Tip
Print a copy	Print a copy	Print a copy	Rate product	Post my Review	Submit your story	Reply to Comment	Submit your Tip
List of conditions / diseases	List of symptoms	List of treatments (therapies, drugs etc)	List of products	List of reviews	List of real stories	List of Comments	List of tips

Objects

Condition	Symptom	Treatment	Product	Product Review	Real Story	Real Story Comment	Tip
Name (Alzheimer's disease/ vascular dementia)	Name (memory problems, agitation)	Title (Donepezil/ Rivastigmine/ Galantamine/ Memantine)	Name (Batho Combitek Day Clock - 12 Hours Jigsaw Puzzle - Buxina Island)	Name (Sue)	Title "Remembering Mum on Mother's Day With Memory Walk story"	Name (Anne Avrilyia)	Name (Tip for listening to a person with dementia)

Relationships

Related object	Condition	Symptom	Treatment	Product	Product Review	Real Story	Real Story Comment	Tip
Condition	has 1-many related conditions	has 1-many conditions where it presents	has 1-many conditions which it helps	has 1-many conditions which it helps		has 0-many conditions which are featured		has 0-many conditions
Symptom	has 1-many symptoms which affect the person	has 1-many related symptoms	has 1-many symptoms which it helps	has 1-many symptoms which it helps		has 0-many symptoms which are featured		has 0-many symptoms
Treatment	has 0-many treatments which can help	has 0-many treatments which can help	has 1-many related treatments (therapies)	has 1-many related treatments which it part of		has 0-many treatments which are featured		has 0-many treatments
Product	has 0-many products which can help	has 0-many products which can help	has 0-many products which can help	has 1-many products which are related	has 0-many Products with Reviews	has 0-many products which are featured		has 0-many products
Real Story	has 0-many real stories about it	has 0-many real stories about / featuring it	has 0-many real stories featuring it	has 0-many real stories featuring it		has 1-many related real stories	has 0-many Real Stories with Comments	has 0-many real stories
Tip	has 0-many tips which help manage it	has 0-many tips which can help manage it	has 0-many tips about it	has 0-many tips about how to use it well		has 0-many tips included in it		has 0 nested tips

Attributes

Condition	Symptom	Treatment	Product	Product Review	Real Story	Real Story Comment	Tip
Lead Image	Lead Image	Lead Image	Lead Image	Review	Summary	Comment	Tip
Pictogram ??	Pictogram ??	Pictogram ??	Image Gallery	Star rating	Image	Email	Image of Tip
Definition	Definition	Definition	Description	Verification question	Author	Date	Video of Tip
Overview	Overview	Overview	Stock status		twitter handle	Time	Type of Tip
Symptoms	Types??	Side Effects??	Review star score		Date published	Vote count	
Causes	Causes	Video	Number of reviews		Number of comments		
Diagnosis	Complications??	Image	Price (GAD / VAT)		Read time / length		
Treatments	Video	Stage	Price (full)		Real story		
Prevention	Image	Date published	Key features		Image		
Outlook	Stage	Next review date	How it works		Video		
Living and Care Giving	Date published	Date last updated	What's included				
Help and Support	Next review date		Video overview of Product				
Long-term planning	Date last updated		Shipping				
BSL narrated version			VAT Relief				
Professionally narrated version			Stage??				
Image			Date published				
Video			Next review date				
Date published			Date last updated				

Condition ...

Object guide

Name / Medical name
Required

Content source: Api via NHS.net

Definition
Required

Content source: Api via NHS.net

Symptoms
Required

Content source: Api via NHS.net

Causes
Sureness: s2

Content source: Api via NHS.net

Tests for
Sureness: s2

Content source: Written in-house

Diagnosis
Sureness: s1

Content source: Written in-house

Treatments for
Sureness: s2

Content source: Written in-house

Prognosis

NHS/Private
- Reassure myself that I am in good hands
-- Find out if my consultant is suitable for my condition
-- Find out what qualifications my consultant has
-- Find out how much experience my consultant has
-- Find out what research my consultant is involved in

Private specific
- Decide if this consultant is suitable for my care
- Book an appointment with this consultant

- Encourage undesignated appointments
- Showcasing the calibre of expertise/excellence - World class!
- Cater to consultants desire to be showcased on the Moorfields site

Window

Phone X

3:03

NHS   Private healthcare

Mr Yassir Abou-Rayyah
Consultant ophthalmic surgeon

Date joined: 14 January 2012

Book private healthcare

Location I work at

- Moorfields Eye Hospital at City Road

- Moorfields Eye Centre at Ealing Hospital

- Moorfields Private, Purley Way Memorial Hospital

Condtions I treat

- Squint

- Blepharitis

- Eyelid surgery

- Watering eye

- Styes

- Droopy eyelid (ptosis)

Qualifications

- Master of Science University College London

- Master of Science Cairo University

- Medical Doctorate Cairo University

- Medical Doctorate Cairo University

Education

- Research on the intraocular retinal prosthesis ("bionic eye"), at the Wilmer Eye Institute, John Hopkins University Hospital, Baltimore, USA (2000 under the supervision of Professor Mark Humayun).

- Bachelor of Medical Science (BMedSci), Physiology, 2002

- Master of Medical Science (MSc), Physiology, 2004

- Doctor of Medicine (MD), 2010 – research degree

- Certified senior grader for fluorescein angiography and optical coherence tomography, Doheny Image Reading Center, Los Angeles

Work History

Consultant ophthalmic and oculoplastic surgeon, paediatric lead adnexal and oculoplastic service, Moorfields Eye Hospital

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NHS   Private healthcare

Mr Yassir Abou-Rayyah
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- Blepharitis

- Eyelid surgery

- Watering eye

- Styes

- Droopy eyelid (ptosis)

CMS Collections

Conditions

Name

- Uveitis
- Retinal vein occlusion
- Keratoconus
- Hypermetropia
- Corneal abrasion
- Conjunctivitis
- Chalazion
- Cataract
- Blepharitis
- Birdshot chorioretinopathy
- Amblyopia (lazy eye)
- Amblyopia (lazy eye)
- Age-related macular degeneration ...
- Achromatopsia
- Acanthamoeba keratitis
- Glaucoma

Conditions 16 items
Consultants 53 items
Locations 33 items
Categories 5 items
Projects 4 items

Glaucoma

Status: Staged for Publish   **Cancel**   **Save**

Basic info

Name *
Name of the condition, like Glaucoma

Glaucoma

Slug *

glaucoma

🔗 website.com/condition/**glaucoma**

Custom fields

Definition
The definition of the condition (if not from the NHS API)

Glaucoma is a common eye condition where the optic nerve, which connects the eye to the brain, becomes damaged.

Image of the condition

glaucoma-moorfields.jpeg
259 x 195 • 9 kB

🔄 Replace   🗑 Delete

What is [condition]?

It's usually caused by fluid building up in the front part of the eye, which increases pressure inside the eye.

Glaucoma can lead to loss of vision if it's not diagnosed and treated early.

It can affect people of all ages, but is most common in adults in their 70s and 80s.

What are the different type of [condition]?
Note: not all conditions have different types.

There are several different types of glaucoma.

The most common is called primary open angle glaucoma. This tends to develop slowly over many years.

It's caused by the drainage channels in the eye becoming gradually clogged over time.

Other types of glaucoma include:

- acute angle closure glaucoma – an uncommon type caused by the drainage in the eye becoming suddenly blocked, which can raise the pressure inside the eye very quickly
- secondary glaucoma – caused by an underlying eye condition, such as inflammation of the eye (uveitis)
- childhood glaucoma (congenital glaucoma) – a rare type that occurs in very young children, caused by an abnormality of the eye

What causes [condition]?

MedicalWebPage

@type	MedicalWebPage
dateModified	2022-02-18T15:42:48+00:00
description	Find out what glaucoma is, what the symptoms are, why it happens and how it's treated.
genre	Condition
lastReviewed	2022-02-18T15:42:48+00:00
lastReviewed	2025-02-18T15:42:48+00:00
name	Glaucoma
schemaVersion	http://schema.org/version/13.0/
url	https://demo.digital-moorfields.com/conditions/glaucoma/
about	
@type	WebPage
name	Glaucoma
author	
@type	Organization
email	contact.Moorfields@nhs.net
logo	https://demo.digital-moorfields.com/documents/images/logo.webp
name	Moorfields Eye Hospital NHS Foundation Trust

Benefits of OOUX

user-centred

mapping real mental models to content objects
creates naturally intuitive digital spaces

content-first

thinking of data objects forces teams to define and validate content, metadata, labels and their interrelationships before moving to interaction design

visible

discovering, validating and mapping objects and relationships enable cross-functional teams to understand the proposed system

system-agnostic

postponing detailed interface design allows data to be modelled independently of its ultimate contexts of use

sustainable

real-world mental models are simple, authentic, and slow to change (vs digital/design)

lower-risk

understanding objects, their interrelationships, content attributes and calls-to-action (ORCA) at the outset helps to 'get project questions from the future' early so that there are fewer nasty surprises later on

consistent

OO thinking enables and informs aesthetic, functional, and internally consistent design in a system. Consistency improves learnability, usability and quality

accessible

the consistent predictability of design components reduces cognitive load for everyone, including people with some cognitive impairments

scalable

the more complex the problem domain, the more lucidity, coherence and consistency the ORCA process can bring by detangling/defining requirements for the product(s) and/or the project team

efficient

decreases the need for work (and re-work)

serendipitous

it creates inherently discoverable, usable and relevant heterarchical relationships between instances of objects. This enables people to find unanticipated, but highly pertinent, content/results during their search and wayfinding

Role-specific benefits of OOUX

researcher-friendly

synthesising research insights into an OO structure
will expose high-risk assumptions/questions early

writer-friendly

gives content designers early engagement in the design thinking process and provides them with visibility to the types and scale of content that might need designing and governing

content architect-friendly

breaking data into its fundamental components helps 'make sense of mess' by wrangling complexity into understanding. This is particularly true if data/content is missing, duplicated, distributed or devolved across a system, siloes or organisation

designer-friendly

provides a methodology of identifying objects which will need patterns in any design system and a framework for organising and governing it as the product/service develops over time

developer-friendly

many coders already use Object-Oriented Programming (OOP) approaches and architectural decision records. Collaborating with a shared model for data can help join-up design with development and create better projects/models

business analyst-friendly

the ORCA process helps BAs understand the system domain, its complexity, likely requirements and dependencies. In turn, this helps them to accurately forecast and monitor resources, budgets and risks for the project

consultant-friendly

the ORCA process, is an excellent way to collaborate with clients and stakeholders. Socialising decision making improves the quality of the product/service and makes for happier project teams

What OOUX can't do

detailed interface/interaction design

it will help define calls-to-action for objects, but not what happens after they're used. Similarly, it can inform, but not create, interface design patterns

creating front-end content design

it will define and scope the types of content and metadata needed, their hierarchies, relationships, and some labels. But it won't deliver the outputs of detailed UX writing, media creation and broader aspects of a content strategy

representing *every* object

whilst OOUX and OOP support each other, developers will still need to factor for, and define, additional objects in their code and databases

designing one-of-a-kind items

factoring for facets of an object, like calls-to-action, content and metadata can help define single instance designs. However, the real benefit of OO thinking is at the system scale

Feedback

"Design depends on critique as an engine."

Dan Brown

rikwilliams.net/talks/ooux/

A cheeky plug...
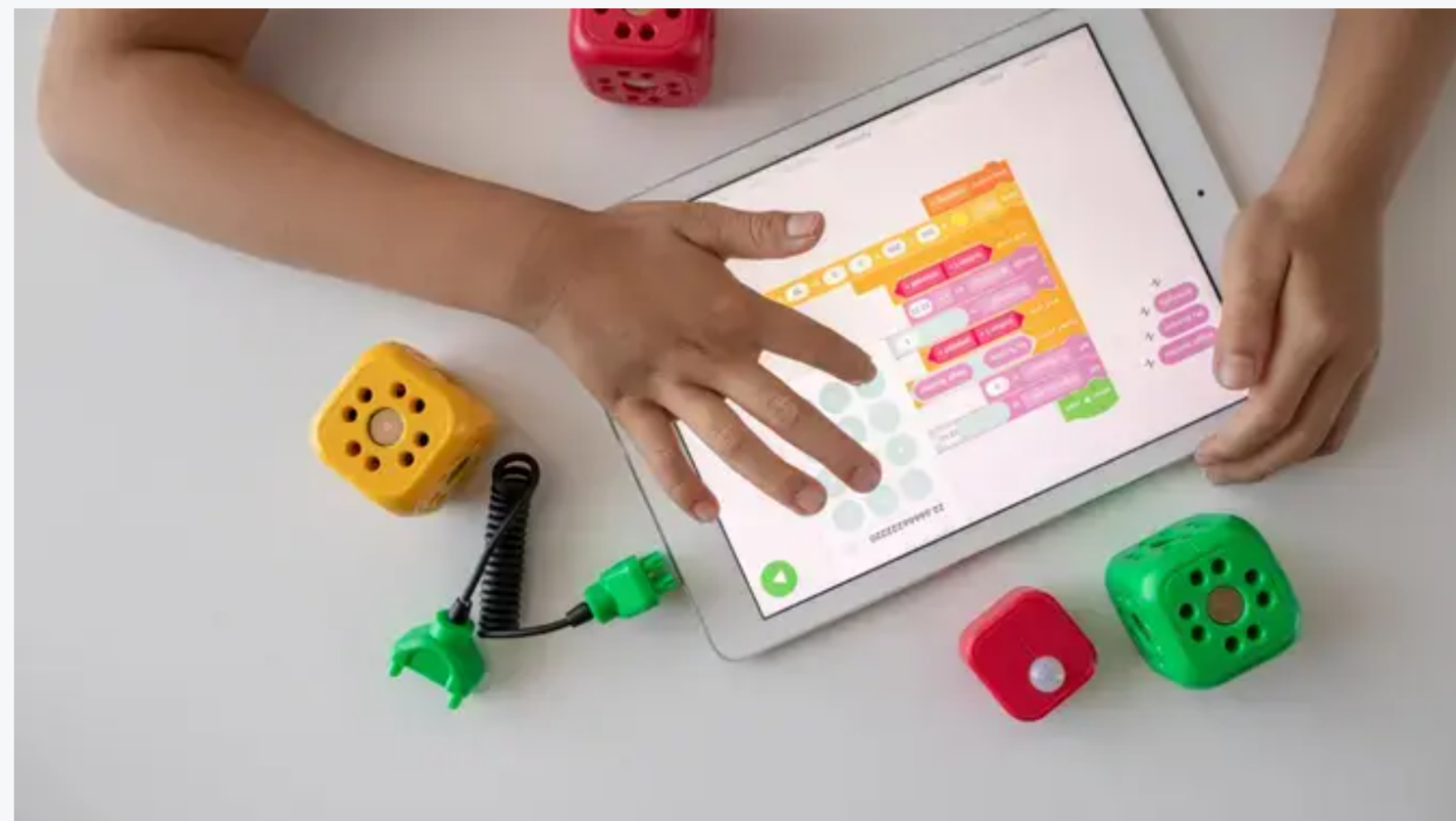
Search for keywords

London, GB

You're going to this event!

Monday, July 11, 2022

User research with kids: lessons from niche groups

Hosted By
Rik W. and 2 others

Organizer tools

The Research Thing
Public group ?

🕐 Monday, July 11, 2022 at 6:30 PM to
Monday, July 11, 2022 at 8:30 PM BST
Add to calendar

🎥 Online event

Report this event

Details

Join us for the first of a two-part summer event focussing on research with niche groups. This event will focus on kids. Our September event will look at research on older populations.

--

As user researchers, we venture into the worlds of our participants. Contexts where there are different norms, values and goals. Places where people behave and interact differently from us. And research with kids is no exception.

Join/speak with us at: meetup.com/researchthing/

Discussion