



Achieving Balanced Design Consistency

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Business Environment



2000

790K

Transactions globally

57T

Value in USD

2020

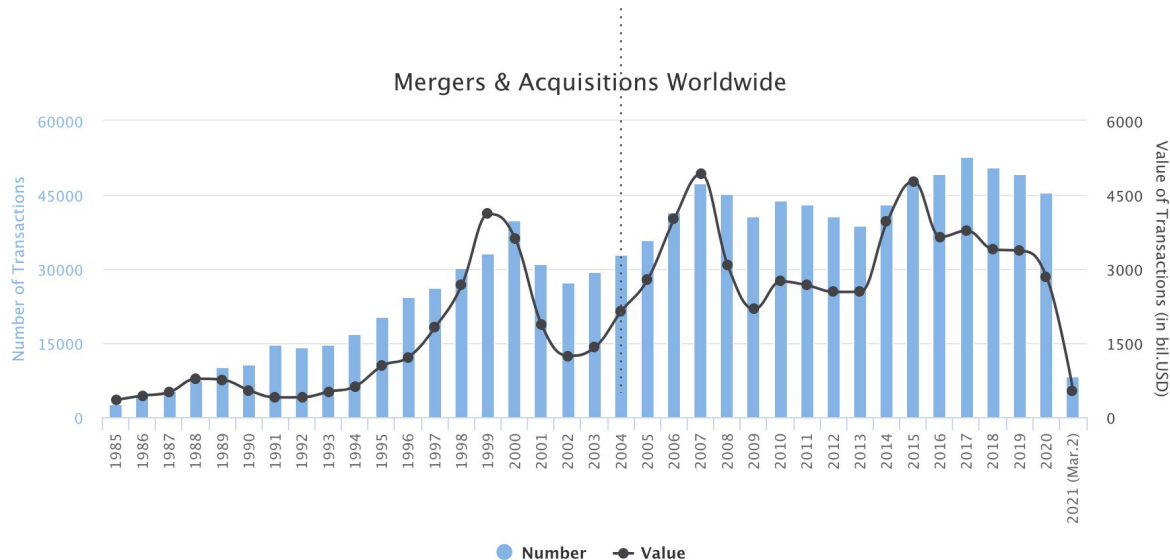
45K

Transactions globally

3.8T

Value in USD

Mergers & Acquisitions Worldwide



Source: IMAA analysis; imaa-institute.org

M&A Environment

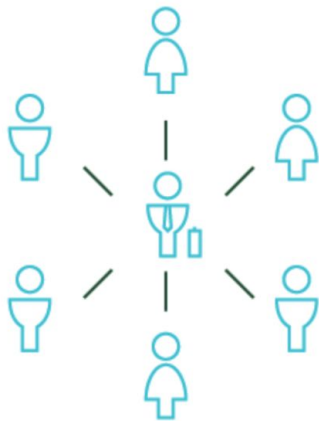


- Mergers & Acquisitions are often a **company strategy**
- **Alignment with the parent company** in all aspects of business.
- **Few** acquisitions go smooth
- **Align product user experiences** of parent & acquired companies



Design Environment

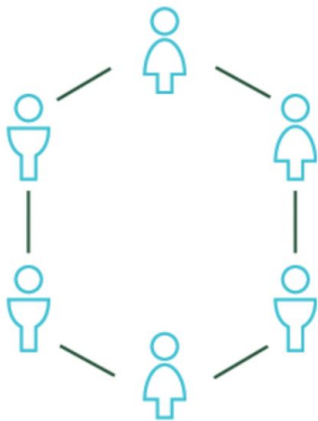
Centralized



Centralized UX teams
None to **limited UX in product**

VS

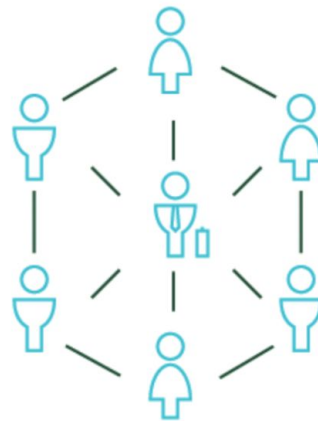
Decentralized



UX in product works alongside
the product manager & developers
No central team

VS

Hybrid



Product teams have **good amount**
of freedom but a central entity
keep things in 'check'

Problems to solve



1 Product teams working in silos

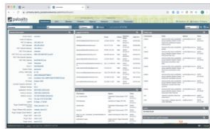
2 Disparate UI/UX look and feel

3 Multiple Design Systems

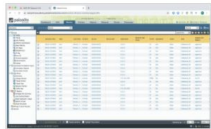
4 Lack of sense of community

Picture is worth a thousand words

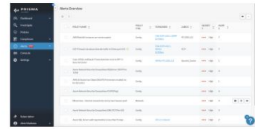
Current Product Landscape - UX Inconsistency



Panorama / Firewall



Fawkes (WIP)



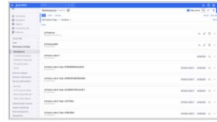
Prisma Cloud



Prisma SAAS



Prisma Clarity



Prisma Compute / Aporeto



AutoFocus



Prisma Compute / TwistLock



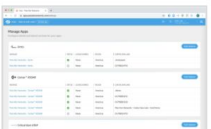
Prisma Access



IOT



Cortex HUB



Cortex XDR



Cortex XSOAR





Solution



UX Consistency

Consistency is the most powerful usability principles: when things always behave the same, users don't have to worry about what will happen.

- Jakob Nielsen

Approaches to UX Consistency



Approach 1

10%

Low Consistency

90%

Product Autonomy

Approach 2

30 - 40%

Medium Consistency

60-70%

Product Autonomy

Recommended

Approach 3

80%

High Consistency

20%

Product Autonomy

UX Consistency Program



0
1

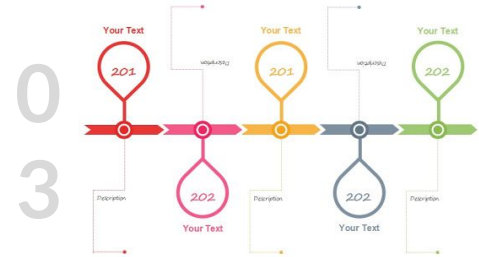
What

Scope

How

Process

0
2



0
3

When

Roadmap

Factors to consider



3 key points to remember - how best to approach this:

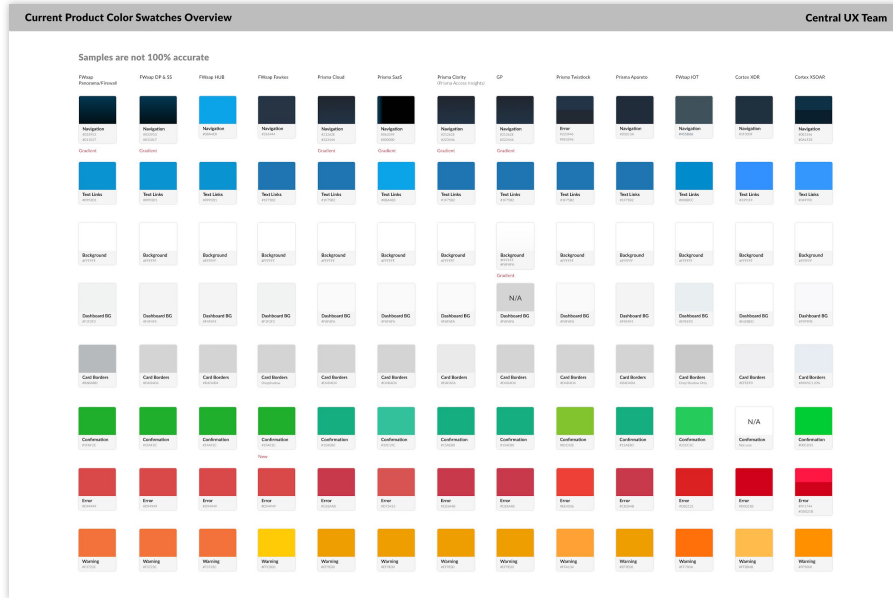
1. Be aware of **strategic, organizational and cultural differences**
2. Approach with **service model rather an authoritative model**
3. Focus on **not just design, but also implementation**

Example

Color Network Group

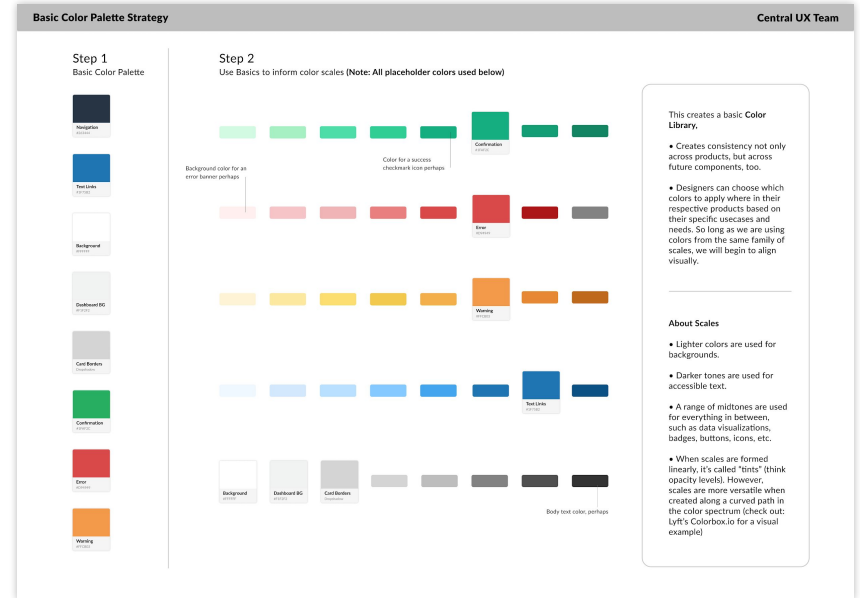
Consolidated color palette from all products

Start



Started with various color palettes across products.
This color chart shows a comparison for the entire color palettes from all 13 products.

Goal



This define our goal. This chart gives an example on how color scales would work once colors are defined.

Example

Color Network Group

Created different activities and assignments to explore, reason & gain consensus

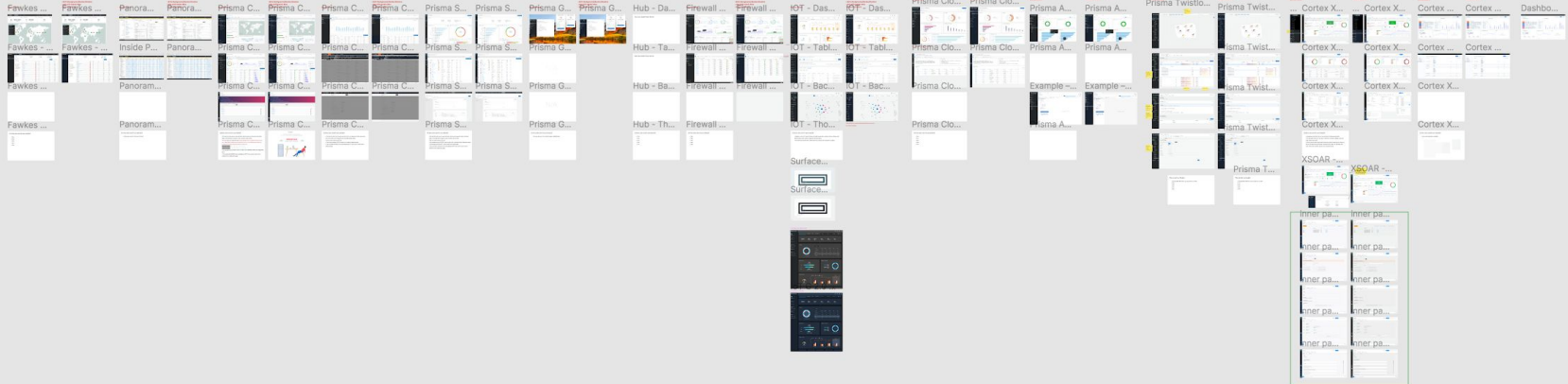
! Please provide your working file here instead of screen shots

Firewall as a Platform

Color Revision



Meeting Notes - 8.19.2020



Example

Color Network Group

Finalized Color Palette and colors for key elements

Steel Blue 10 HEX #F0F4F7 RGB 240/244/247	Blue 10 HEX #EFF8FF RGB 239/248/255	Green 10 HEX #E6FBE5 RGB 238/251/229	Red 10 HEX #FFF2F2 RGB 255/242/242	Orange 10 HEX #FFF4E2 RGB 255/244/226	Yellow 10 HEX #FFF6D5 RGB 255/246/213	Gray 10 HEX #F4F5F5 RGB 244/245/245
Steel Blue 20 HEX #DFE5EB RGB 223/229/235	Blue 20 HEX #CFE8FC RGB 207/232/252	Green 20 HEX #CFCFC0 RGB 207/240/192	Red 20 HEX #FDCFCF RGB 253/207/207	Orange 20 HEX #FEE4B7 RGB 254/228/183	Yellow 20 HEX #FFE48F RGB 255/234/143	Dashboard Bg
Steel Blue 30 HEX #B8C1CC RGB 184/193/204	Blue 30 HEX #85C8FF RGB 133/200/255	Green 30 HEX #6DB66B RGB 107/214/107	Red 30 HEX #F06969 RGB 252/150/150	Orange 30 HEX #FCC464 RGB 252/196/100	Yellow 30 HEX #FFD745 RGB 255/215/69	Gray 30 HEX #DADBDB RGB 218/219/219
Nav Text Default	Blue 40 HEX #38A5FF RGB 056/165/255	Green 40 HEX #1DB846 RGB 29/184/70	Red 40 HEX #DE5959 RGB 222/89/89	Orange 40 HEX #EF9700 RGB 239/151/0	Yellow 40 HEX #F4BB01 RGB 244/187/1	Border/Shadow
Steel Blue 40 HEX #9AA5B2 RGB 154/165/178	Blue 40 HEX #128DF2 RGB 18/141/242	Green 40 HEX #119E39 RGB 17/158/57	Red 40 HEX #D13C3C RGB 209/60/60	Orange 40 HEX #D17D00 RGB 209/125/0	Yellow 40 HEX #C59402 RGB 197/148/2	Gray 40 HEX #888888 RGB 184/184/184
Steel Blue 50 HEX #768494 RGB 118/132/148	Blue 50 HEX #006FCC RGB 0/111/204	Green 50 HEX #02832A RGB 2/131/41	Red 50 HEX #AC1818 RGB 172/24/24	Orange 50 HEX #945600 RGB 148/86/0	Yellow 50 HEX #906A02 RGB 144/106/2	Gray 50 HEX #929191 RGB 146/145/145
Steel Blue 60 HEX #5D6A7A RGB 93/106/122	Blue 60 HEX #004C9D RGB 0/76/157	Green 60 HEX #007024 RGB 0/112/36	Red 60 HEX #8F000E RGB 143/0/14	Orange 60 HEX #804800 RGB 128/72/0	Yellow 60 HEX #785902 RGB 120/89/22	Gray 60 HEX #707070 RGB 112/112/112
Nav Bg Pressed/Text Disabled	Blue 70 HEX #003474 RGB 0/52/116	Green 70 HEX #005E1E RGB 0/94/30	Red 70 HEX #6B0000 RGB 107/0/0	Orange 70 HEX #663800 RGB 102/56/0	Yellow 70 HEX #614500 RGB 97/69/0	Gray 70 HEX #484848 RGB 72/72/72
Steel Blue 70 HEX #475566 RGB 71/85/122	Blue 70 HEX #00265B RGB 0/38/01	Green 70 HEX #004716 RGB 0/71/22	Red 70 HEX #540000 RGB 84/0/0	Orange 70 HEX #472700 RGB 71/39/0	Yellow 70 HEX #453100 RGB 69/49/0	Gray 70 HEX #333333 RGB 51/51/51
Nav Bg Selected	Blue 80 HEX #001533 RGB 0/21/51	Green 80 HEX #002E0F RGB 0/46/15	Red 80 HEX #330000 RGB 51/0/0	Orange 80 HEX #331C00 RGB 51/28/0	Yellow 80 HEX #2E2000 RGB 46/32/0	Gray 80 HEX #1A1A1A RGB 26/26/26
Steel Blue 80 HEX #354252 RGB 53/66/82	Blue 80 HEX #00265B RGB 0/38/01	Green 80 HEX #004716 RGB 0/71/22	Red 80 HEX #540000 RGB 84/0/0	Orange 80 HEX #472700 RGB 71/39/0	Yellow 80 HEX #453100 RGB 69/49/0	Gray 80 HEX #333333 RGB 51/51/51
Nav Bg Hover	Blue 90 HEX #001117 RGB 11/17/23	Green 90 HEX #002E0F RGB 0/46/15	Red 90 HEX #330000 RGB 51/0/0	Orange 90 HEX #331C00 RGB 51/28/0	Yellow 90 HEX #2E2000 RGB 46/32/0	Gray 90 HEX #1A1A1A RGB 26/26/26
Steel Blue 90 HEX #19222E RGB 25/34/46	Blue 90 HEX #001117 RGB 11/17/23	Green 90 HEX #002E0F RGB 0/46/15	Red 90 HEX #330000 RGB 51/0/0	Orange 90 HEX #331C00 RGB 51/28/0	Yellow 90 HEX #2E2000 RGB 46/32/0	Gray 90 HEX #1A1A1A RGB 26/26/26
Nav Background	Blue 100 HEX #001117 RGB 11/17/23	Green 100 HEX #002E0F RGB 0/46/15	Red 100 HEX #330000 RGB 51/0/0	Orange 100 HEX #331C00 RGB 51/28/0	Yellow 100 HEX #2E2000 RGB 46/32/0	Gray 100 HEX #1A1A1A RGB 26/26/26
Steel Blue 100 HEX #0B1117 RGB 11/17/23	Blue 100 HEX #001533 RGB 0/21/51	Green 100 HEX #002E0F RGB 0/46/15	Red 100 HEX #330000 RGB 51/0/0	Orange 100 HEX #331C00 RGB 51/28/0	Yellow 100 HEX #2E2000 RGB 46/32/0	Gray 100 HEX #1A1A1A RGB 26/26/26

Example Color Network Group

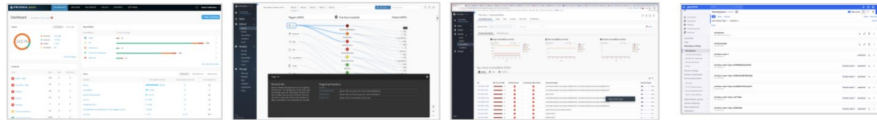
Show Impact

Before - Less Consistent Look



Fawkes (WIP)

Prisma Cloud



Prisma SAAS

Prisma Compute / TwistLock

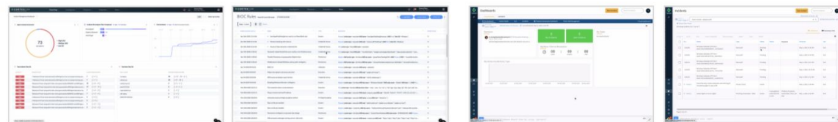
Prisma Compute / Aporeto



Panorama / Firewall

Prisma Access

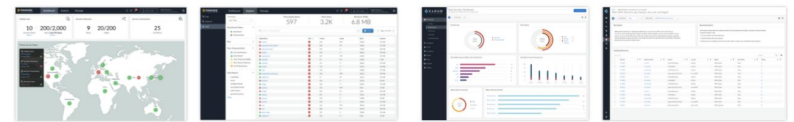
IOT



Cortex XDR

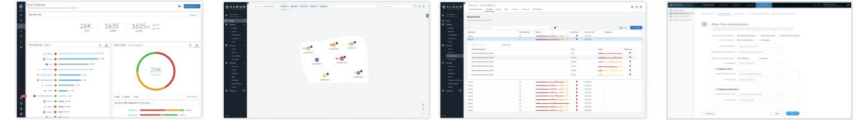
Cortex XSOAR

After - More Consistent Look



Fawkes

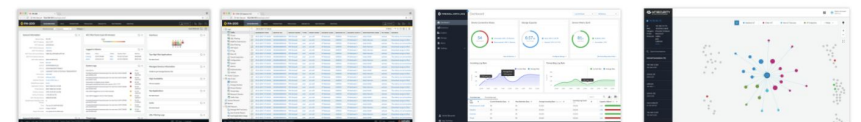
Prisma Cloud



Prisma SAAS

Prisma Compute / TwistLock

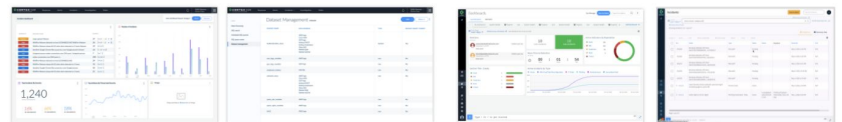
Prisma Compute / Aporeto



Panorama / Firewall

Firewall Data Lake

IOT



Cortex XDR

Cortex XSOAR

Solved



Teams started working more collaboratively

1 Product teams working in silos

2 Disparate UI/UX look and feel

Products started looking more consistent

Collaboratively working on a common Design System

3 Multiple Design Systems

4 Lack of sense of community

Helped build a sense of design community

Key Takeaways



- Play the role of a **mediator**. Follow Service-model
- Create a structured **plan and communicate** it to all
- Understand and **listen** to all parties involved
- Each team may have to make some compromises for the **greater good**
- Make it a **positive experience** for all



Thank you.

