

Odoo 9 New Design:

The rationales behind it

Lionel ELSEN - UX Expert
Odoo S.A.

SUMMARY

1

Context

2

Evolution

3

Key Improvements

4

Details Matter

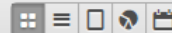
During the development of v9, we felt it was necessary to completely review the user interface.

Being almost 2 years old, it wasn't up to modern standards anymore, and suffered usability issues due to the addition of the many v8 features.



Opportunities

[Create](#) or [Add a new column](#)



Sales

[Sales Teams](#)

[Customers](#)

[Leads](#)

[Opportunities](#) 1

[Quotations](#)

[Sales Orders](#)

[Contracts](#)

After-Sale Services

[Claims](#)

[Helpdesk and Support](#)

Payment Follow-up

[My Follow-Ups](#)

Phone Calls

[Logged Calls](#)

[Scheduled Calls](#)

Invoicing

[Time & Materials to Inv...](#)

[Deliveries to Invoice](#)

[Contracts to Renew](#)

Products

[Products](#)

Powered by [Odoo](#)

New

2 +

Expected Revenues: 60000.00

Interest in your products -
20000.00 EUR

Agrolait

05/10/2015 : Send Catalogue by
Email



Plan to buy 60 keyboards and
mouses - 40000.00 EUR

05/12/2015 : Meeting for pricing
information.



Qualification

3 +

Expected Revenues: 52800.00

Need a new design for my
website - 3800.00 EUR

Global Solutions

05/01/2015 : Convert to quote



Interest in your Graphic Design
Project - 24000.00 EUR

Agrolait

05/10/2015 : Send Catalogue by
Email



Plan to buy RedHat servers -
25000.00 EUR

Agrolait

05/10/2015 : Call to ask system
requirement



Proposition

5 +

Expected Revenues: 70250.00

"Resource Planning" project
development - 350.00 EUR
Bank Wealthy and sons



Interest in your Partnership
Contract - 19800.00 EUR
Epic Technologies



Pricing Information of Services
- 100.00 EUR

05/03/2015 : Send price list
regarding our interventions



Trainee's training plan in your
Organization - 35000.00 EUR
Delta PC

05/04/2015 : Call to define real
needs about training



Interest in your customizable
Pcs - 15000.00 EUR

Global Solutions

05/05/2015 : Ask for the good
reception of the proposition



Negotiation

0 +

Expected Revenues: 23645.00

Would appreciate more
information about your
products - 11000.00 EUR

Agrolait

05/10/2015 : Send Catalogue by
Email



Need to customize the solution
- 4060.00 EUR

Conf call with technical service



Need script to Import external
data - 560.00 EUR
Nebula Business



Need 20 Days of Consultancy -
6025.00 EUR



Want to subscribe to your
online solution - 2000.00 EUR
Think Big Systems



Won

Lost

So, before long, we decided to follow the principles of Google Material Design for its many advantages.

BUT WHY MATERIAL DESIGN?

it's simple

The single menu approach and the use of deliberate empty spaces will help unclutter Odoo's interface.

it's efficient

The emphasis on main actions will make core functionality immediately apparent.

it's multi-devices

We'll be able to unify the user experience across all platforms and devices (and front-end / back-end!)

it's strong-branded

The deliberate and bold color choices will immerse the user in Odoo's ecosystem.

it's eye-pleasing

The combination of typography, effects and images creates simple yet beautiful interfaces.

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The design of the new interface was a lengthy process, for which we put a lot of thoughts and worked on many different iterations:

[Create](#) or [Add a new column](#)[Filters](#) [Group By](#) [Favorites](#) 

Sales

[Sales Teams](#)

Customers

Leads

Opportunities

Quotations

Sales Orders

Contracts

Phone Calls

Logged Calls

After-Sale Services

Claims

Helpdesk and Support

Payment Follow-up

My Follow-Ups

Invoicing

Time & Materials to Invoice

Deliveries to Invoice

Contracts to Renew

Products

Products

Product Variants

Products by Category

Configuration

Sales

Products

Pricelists

Contacts

Leads & Opportunities

Phone Calls



Qualification



+

Proposition



+



+

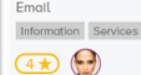
NEW

Expected revenues: 60000.00

Interest in your products - 20000.00 EUR

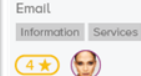
Agrolait

21 / 10 / 2014: Send Catalogue by Email

[Information](#) [Services](#)**Plan to buy 60 keyboards and mouses - 900.00 EUR**

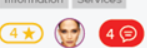
Agrolait

21 / 10 / 2014: Send Catalogue by Email

[Information](#) [Services](#)

NEGOTIATION

Create Item

[Add](#) or [Cancel](#)**"Resource planning" project development -350.00 EUR**
Bank Wealthy and sons[Information](#)**Interest in your Partnership contract - 19900.00 EUR**
Epic Technologies[Information](#) [Services](#)**"Resource planning" project development -350.00 EUR**
Bank Wealthy and sons[Information](#)[Fold](#)
[Edit](#)
[Delete](#)

Salesperson

[Sales Team](#)[Country](#)[Stage](#)[Assigned Partner](#)[Campaign](#)[Channel](#)[Source](#)[Creation Month](#)[Expected Closing](#)[Lost Reason](#)[Add Custom Group](#)



Create

or

Add a new column



NEGOTIATION

Expected revenues: 60000.00



NEW

Interest in your
products
20000.00 EUR

4 ★

Agrolait
21 /10 /2014: Send Catalogue by
Email[Services](#) [Information](#) [Software](#)Interest in your
products
20000.00 EUR

4 ★

Agrolait
21 /10 /2014: Send Catalogue by
Email[Services](#) [Information](#) [Software](#)

QUALIFICATION

Expected revenues: 60000.00

"Resource Planning"
project development
20000.00 EUR

4 ★

Agrolait
21 /10 /2014: Send Catalogue by
Email
22/ 10 / 2014: Contact the client[Services](#) [Information](#) [Software](#)Interest in your
products
20000.00 EUR

4 ★

Bank Wealthy and sons

[Services](#) [Information](#) [Software](#)

SALES

Sales Teams

Customers

Leads

Opportunities 16

Quotations

Sales Orders

Contracts

PHONE CALLS

Logged Calls

AFTER-SALE SERVICES

Claims

Helpdesk and Support

PAYMENT FOLLOW-UP

My Follow-Ups



Create

Search...

Sales

Sales Teams

Customers

Leads

Opportunities

Quotations

Sales Orders

Contracts

Phone calls

Logged Calls

After-sale services

Claims

Helpdesk and Support

Payment follow-up

My Follow-Ups

Invoicing

Time & Materials to Invoice

Deliveries to Invoice



NEGOTIATION

New



In progress



OPPORTUNITIES

Add new column

Interest in your products
20000.00 EUR

4

★

3

Add task...

Add

or Cancel

Interest in your products
Lorem Ipsum sit dolor amet
20000.00 EUR

4

★

3

Interest in your products
20000.00 EUR

4

★





Edit Company Data



Sales

Sales Teams

Customers

Leads

Opportunities

99+

Quotations

Sales Orders

Contracts

Phone calls

Logged Calls

Products

Products

Opportunities

CREATE

Search...

Site Planner (90%)

help@odoo.com

+32 81.81.37.00

Help Center



New



In progress



Negotiation



NEGOTIATION

Interest in your products
20000.00 EUR
★ ★ ★

Interest in your products
★ ★ ★ 3

Interest in your products
Lorem Ipsum sit dolor amet
20000.00 EUR
Agrolait
02/10/2015: Send catalogue by Email
★ ★ ★ 3

Add task...

ADD CANCEL

Interest in your products
Lorem Ipsum sit dolor amet
20000.00 EUR
★ ★ ★ 3

Interest in your products
20000.00 EUR
★ ★ ★

Want to subscribe to your online
solution
20000.00 EUR
Think Big Systems
★ ★ ★ 3

Interest in your products
20000.00 EUR
★ ★ ★

WON

ADD NEW COLUMN

Search...



v1.4

New	Qualification	Proposition	Negotiation			
<div><div></div><div>Interest in your products 20000.00USD - Agrolait ★ ★ ★</div><div></div></div> <div><div></div><div>Plan to buy 60 keyboards and mouses 40000.00USD ★ ★ ★</div><div></div></div>	<div><div></div><div>Need a new design for my website 3800.00USD - Global Solutions ★ ★ ★</div><div></div></div> <div><div></div><div>Interest in your Graphic Design Project 24000.00USD - Agrolait ★ ★ ★</div><div></div></div> <div><div></div><div>Plan to buy RedHat servers 25000.00USD - Agrolait ★ ★ ★</div><div></div></div>	<div><div></div><div>"Resource Planning" project development 350.00USD - Bank Wealthy and sons ★ ★ ★</div><div></div></div> <div><div></div><div>Interest in your Partnership Contract 19800.00USD - Epic Technologies ★ ★ ★</div><div></div></div> <div><div></div><div>Pricing Information of Services 100.00USD ★ ★ ★</div><div></div></div> <div><div></div><div>Trainee's training plan in your Organization 35000.00USD - Delta PC ★ ★ ★ 2</div><div></div></div> <div><div></div><div>Interest in your customizable PCs 15000.00USD - Global Solutions ★ ★ ★</div><div></div></div>	<div><div></div><div>Would appreciate more information about your products 11000.00USD - Agrolait ★ ★ ★</div><div></div></div> <div><div></div><div>Need to customize the solution 4060.00USD ★ ★ ★</div><div></div></div> <div><div></div><div>Need script to Import external data 560.00USD - Nebula Business ★ ★ ★</div><div></div></div> <div><div></div><div>Need 20 Days of Consultancy 6025.00USD ★ ★ ★</div><div></div></div> <div><div></div><div>Want to subscribe to your online solution 2000.00USD - Think Big Systems ★ ★ ★</div><div></div></div>	WON (0)	LOST (0)	ADD NEW COLUMN

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LET'S PLAY A GAME

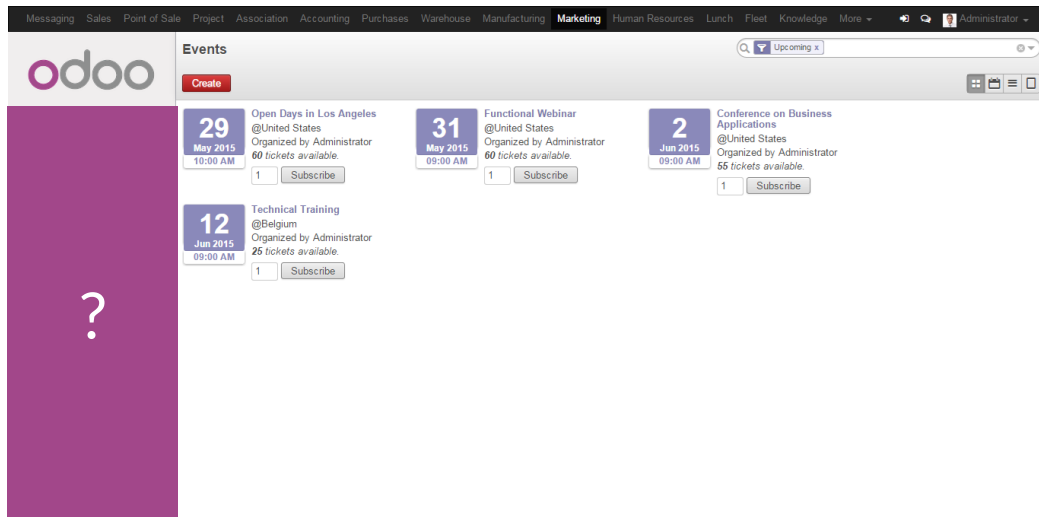
Messaging Sales Point of Sale Project Association Accounting Purchases Warehouse Manufacturing Marketing Human Resources Lunch Fleet Knowledge Reporting Website

In v8, where would you click for:

- Events → in Marketing
- Livechat → in Messaging
- Expenses → in Human Resources
- Blogs → in Knowledge
- Forum → in Messaging
- Forum

ANOTHER GAME!

What's in the v8 Marketing app?



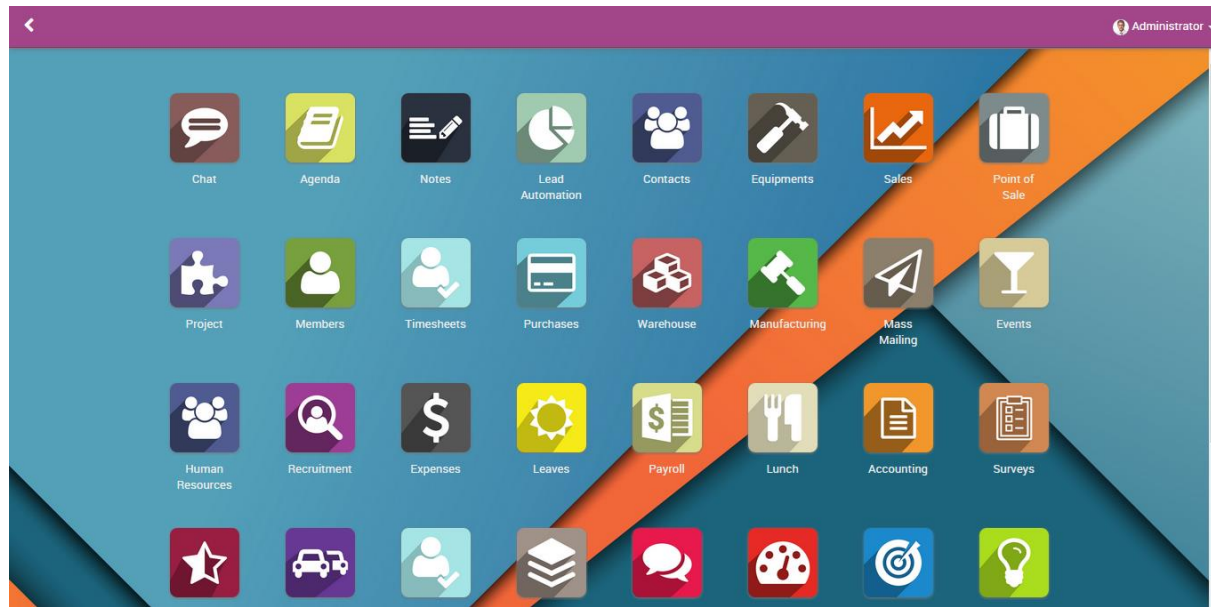
The screenshot displays the Odoo v8 Marketing app interface. The top navigation bar includes various modules: Messaging, Sales, Point of Sale, Project, Association, Accounting, Purchases, Warehouse, Manufacturing, Marketing (highlighted), Human Resources, Lunch, Fleet, Knowledge, and More. The main header shows the Odoo logo, a 'Create' button, and a search bar with 'Upcoming x'. The 'Events' section lists four upcoming events:

Date	Event Name	Location	Organized by	Tickets Available	Action
29 May 2015 10:00 AM	Open Days in Los Angeles	@United States	Organized by Administrator	60 tickets available	1 Subscribe
31 May 2015 09:00 AM	Functional Webinar	@United States	Organized by Administrator	60 tickets available	1 Subscribe
2 Jun 2015 09:00 AM	Conference on Business Applications	@United States	Organized by Administrator	55 tickets available	1 Subscribe
12 Jun 2015 09:00 AM	Technical Training	@Belgium	Organized by Administrator	25 tickets available	1 Subscribe

A large purple box with a white question mark is overlaid on the left side of the interface.

- Events
- Mailing Lists
- Mass Mailing
- Campaigns
- Surveys
- Certifications

IMPROVEMENT #1



In v9, each App has its own place and icon.

Apps by Core Business

The previous Apps classification by department could be confusing and disorienting for the users.

Example: if your are a non-profit organization with no Marketing department, it's strange to manage your Events in a Marketing app.

The new logic by Core Business will make access to Apps much easier.

WHERE'S MY LEFT MENU?

In v8, the left menu is emblematic, and is the main access to all the features.

But it is also very crowded.

And most of the time, users only need to access a few items of the menu.

The screenshot displays the Odoo v8 Accounting module interface. The top navigation bar includes links for Messaging, Sales, Point of Sale, Project, Association, Accounting (active), Purchases, Warehouse, Manufacturing, Marketing, Human Resources, and Lun. The left sidebar menu is crowded with various options: Payment Orders, Assets, Asset Hierarchy, Payment Follow-up, Periodic Processing, Draft Entries, Reconciliation (with sub-items Manual Reconciliation, Automatic Reconciliation, and Reconciliation on Balance), Recurring Entries, End of Period, Reporting, Legal Reports, and Accounting Reports. The main content area shows the 'Reconciliation' screen with a table of 'Best Designers' and a 'Select Partner' dropdown.

Reconciliation

Best Designers

X11004	2015-01-01	First 2000 € of SAJ/2014/001
X11002	2015-05-01	SAJ/2015/002
X11002	2015-05-08	SAJ/2015/005
400000		Open balance

Filter

X11002	2015-05-29	SAJ/2015/001
X11002	2015-05-29	SAJ/2015/027 : +++240/2838/42818+++

Best Designers

X11004	2015-01-01	SAJ/2014/002
400000		Open balance

Select Partner

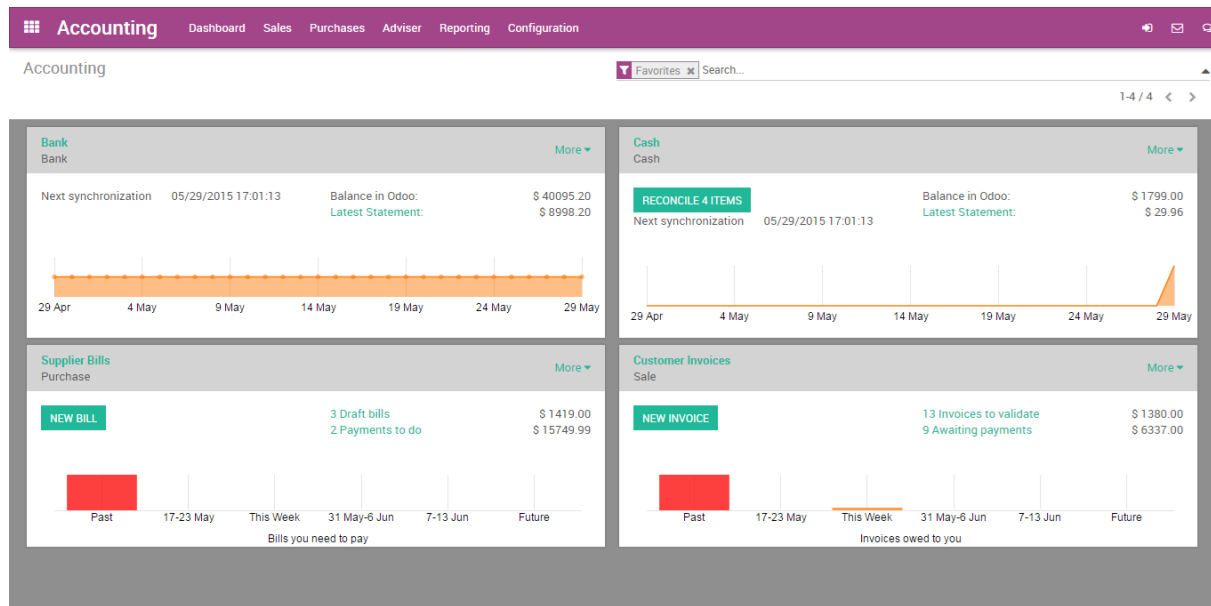
X11004	2015-01-01	Bank fees
		Choose counterpart

Agrolait

X11004	2015-01-01	SAJ/2014/003 and SAJ/2014/004
X11002	2015-05-08	SAJ/2015/003
X11002	2015-05-15	SAJ/2015/004

Odoo 9 New Design IMPROVEMENT #2

What are the benefits?



Dashboards to access top features

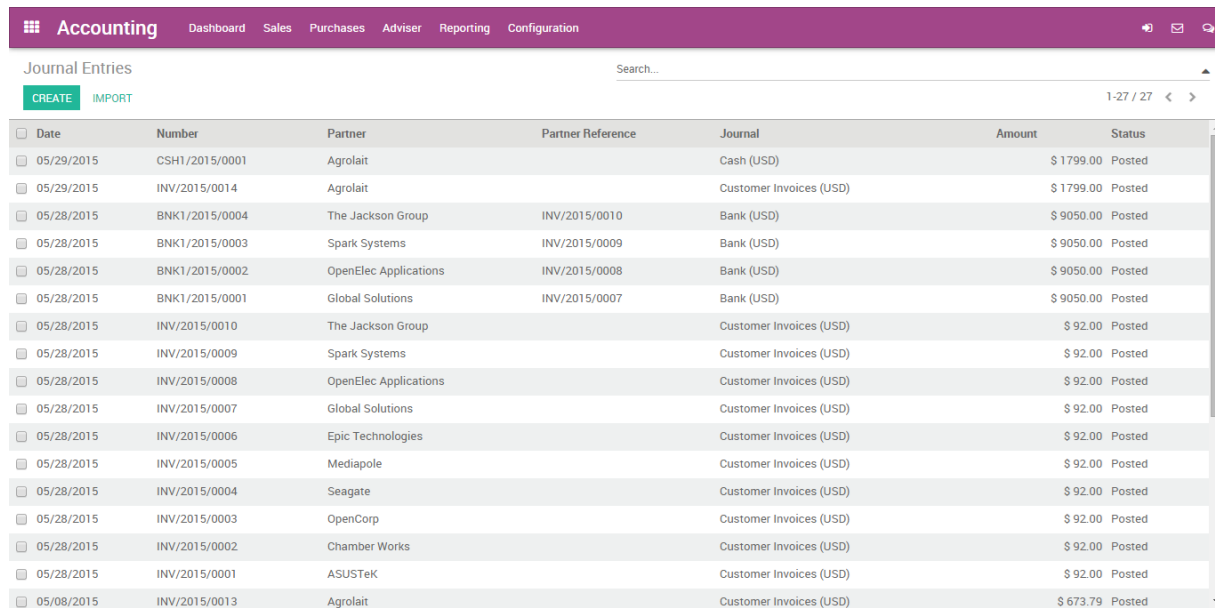
The Dashboards concept is simple: presenting to the users most of the information they need within a single view, with the addition of a contextual call to action toward the main features.

Now, users don't have to scroll through a huge menu to find the few functions they use regularly.

In v9, Dashboards give an immediate access to the top features.

Odoo 9 New Design IMPROVEMENT #3

What are the benefits?



The screenshot displays the Odoo 9 Accounting interface. The top navigation bar is purple and contains the 'Accounting' menu and various sub-menus like Dashboard, Sales, Purchases, Adviser, Reporting, and Configuration. Below the navigation bar, there's a search bar and buttons for 'CREATE' and 'IMPORT'. The main content area shows a table of 'Journal Entries'. The table has columns for Date, Number, Partner, Partner Reference, Journal, Amount, and Status. The rows list various transactions, such as 'Cash (USD)' and 'Customer Invoices (USD)', with their respective amounts and dates.

Date	Number	Partner	Partner Reference	Journal	Amount	Status
05/29/2015	CSH1/2015/0001	Agrolait		Cash (USD)	\$ 1799.00	Posted
05/29/2015	INV/2015/0014	Agrolait		Customer Invoices (USD)	\$ 1799.00	Posted
05/28/2015	BNK1/2015/0004	The Jackson Group	INV/2015/0010	Bank (USD)	\$ 9050.00	Posted
05/28/2015	BNK1/2015/0003	Spark Systems	INV/2015/0009	Bank (USD)	\$ 9050.00	Posted
05/28/2015	BNK1/2015/0002	OpenElec Applications	INV/2015/0008	Bank (USD)	\$ 9050.00	Posted
05/28/2015	BNK1/2015/0001	Global Solutions	INV/2015/0007	Bank (USD)	\$ 9050.00	Posted
05/28/2015	INV/2015/0010	The Jackson Group		Customer Invoices (USD)	\$ 92.00	Posted
05/28/2015	INV/2015/0009	Spark Systems		Customer Invoices (USD)	\$ 92.00	Posted
05/28/2015	INV/2015/0008	OpenElec Applications		Customer Invoices (USD)	\$ 92.00	Posted
05/28/2015	INV/2015/0007	Global Solutions		Customer Invoices (USD)	\$ 92.00	Posted
05/28/2015	INV/2015/0006	Epic Technologies		Customer Invoices (USD)	\$ 92.00	Posted
05/28/2015	INV/2015/0005	Mediapole		Customer Invoices (USD)	\$ 92.00	Posted
05/28/2015	INV/2015/0004	Seagate		Customer Invoices (USD)	\$ 92.00	Posted
05/28/2015	INV/2015/0003	OpenCorp		Customer Invoices (USD)	\$ 92.00	Posted
05/28/2015	INV/2015/0002	Chamber Works		Customer Invoices (USD)	\$ 92.00	Posted
05/28/2015	INV/2015/0001	ASUSTeK		Customer Invoices (USD)	\$ 92.00	Posted
05/08/2015	INV/2015/0013	Agrolait		Customer Invoices (USD)	\$ 673.79	Posted

In v9, all views have had their readability increased.

More space and readability

By moving the menus on the top bar, we were able to increase the size and readability of many UI elements:

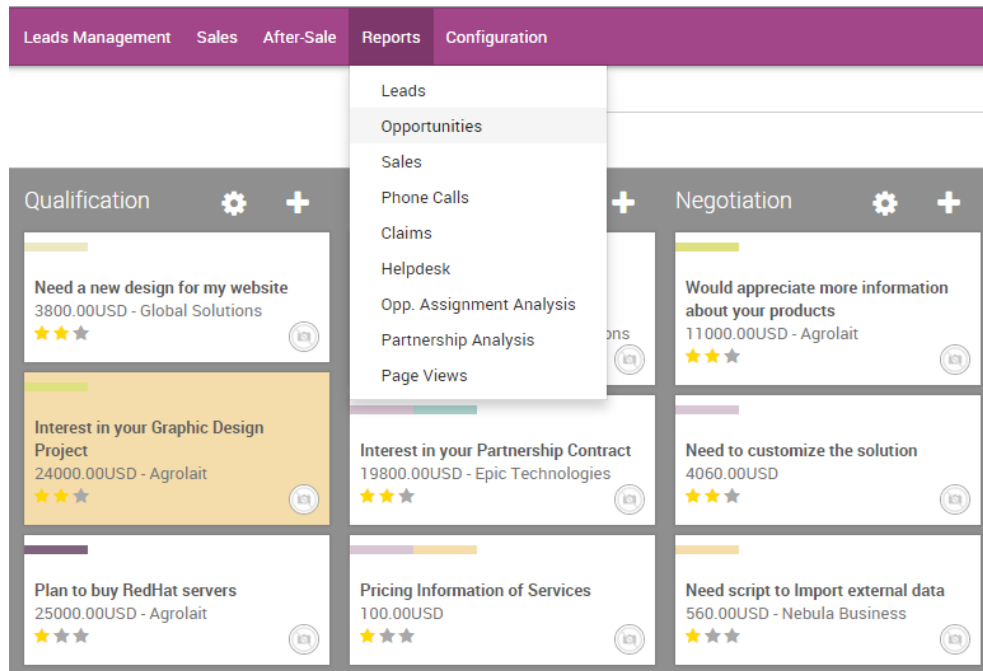
Card views (products, customers...)

Kanban views (tasks, opportunities...)

List views (journal entries, transfers...)

Odoo 9 New Design IMPROVEMENT #4

What are the benefits?



Reports and Configuration are integrated inside each App.

Integrated Reporting and Configuration

Putting Reports and Configuration back into each App has many advantages:

- Shorter and clearer menus
- 1-click access (no intermediate screen)
- No more switching between Apps

Odoo 9 New Design IMPROVEMENT #5

What are the benefits?

Warehouse	
Stock Operations	Search...
CREATE	1-26 / 26 < >
Chio/IN/00004	Ready to Transfer
OpenEleo Applioations	05/05/2002
WH/OUT/00005	Ready to Transfer
OpenEleo Applioations	04/15/2015
WH/OUT/00002	Transferred
OpenEleo Applioations	04/15/2015
WH/OUT/00003	Draft
OpenEleo Applioations	05/05/2015
WH/IN/00001	Draft
	06/02/2015
WH/OUT/00004	Draft
OpenEleo Applioations	06/02/2015
WH/OUT/00001	Ready to Transfer
OpenEleo Applioations	06/02/2015
Chio/OUT/00005	Waiting Availability
OpenEleo Applioations	06/02/2015
Chio/IN/00005	Ready to Transfer

Sales


Customers / Agrolait

EDIT Attachment(s) 1 / 40 < >
CREATE More

Published

4 Opportunities

0 Meetings



Agrolait

Components Buyer Partner / IT Services

Address
69 rue de Namur
Wavre 1300
Belgium
Website
<http://www.agrolait.com>

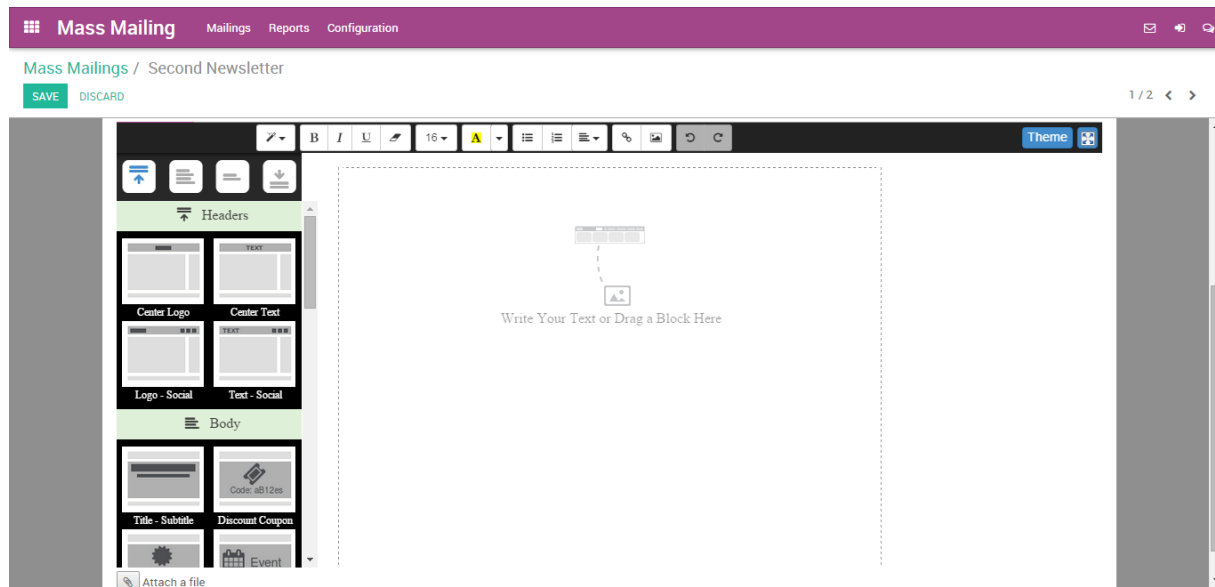
Mobile responsive and optimized

The new Odoo 9 design is not only fully responsive, it's also optimized for use on Mobile phone.

For example, we developed specific code to hide empty fields in form views to gain space when on a Mobile.

Odoo 9 New Design IMPROVEMENT #6

What are the benefits?



Unified back-end / front-end

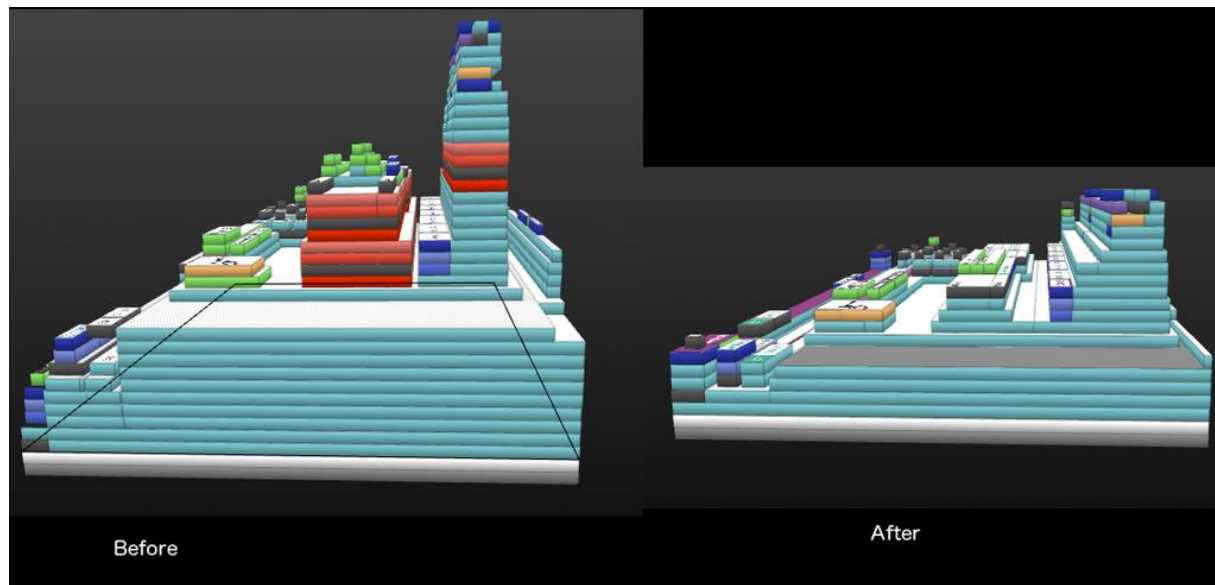
In v8, users were often switched to back-end or front end with no warning, when clicking on an Edit button for example.

In v9, front-end and back-end are completely integrated for a seamless user experience.

You can now use the front-end HTML editor in back-end.

Odoo 9 New Design
What are the benefits?

IMPROVEMENT #7



Comparison of DOM tree depth between Odoo 8 and Odoo 9

Super fast loading, no more flickering

We did not only improve the interface, we also completely refactored the HTML/CSS.

- Loading times have been greatly reduced
- Flickering/building effects when switching views have been eliminated

SUMMARY

1 Context

2 Evolution

3 Key Improvements

4 **Details Matter**

BEFORE / AFTER

Manufacturing Order **Start the Pro**











Product	[A2323] iPad Retina Dis ▼ ↗
Product Quantity	100.000
	Unit(s) ▼ ↗
Product UoS Quantity	0.00 ▼
Scheduled Date	06/01/2015 03:30:00 📅
Raw Materials Location	WH/Stock ▼ ↗
Finished Products Location	WH/Stock ▼ ↗






Reference

MO000006

Product	[B3424] PC Assemble + Custom (PC on Demand) ▼ ↗
Product Quantity	5.000
Scheduled Date	05/28/2015 17:06:16 ▼
Raw Materials Location	WH/Stock ▼ ↗
Finished Products Location	WH/Stock ▼ ↗

BEFORE / AFTER

 0 Opportunities	 0 Meetings	 0 Calls
 320.00 Invoiced	 4 Sales	 0 Journal Items
 0 Contracts	 0 Claims	 0 Issues
		 0 Tasks

 Published	 0 Opportunities	 0 Meetings	 0 Calls	 \$ 0.00 Overdue	 0.00 Invoiced	 1 Sales	 0 Contracts
---	---	--	---	--	---	---	---

BEFORE / AFTER



Agrolait, Michel Fletcher

Distributor

Employee

4 Sales

Analyst at Agrolait

Wavre, Bangladesh

michel.fletcher@agrolait.example.com

Job Position

Phone

Mobile

Fax

Email

Title

Analyst

michel.fletcher@agrolait.example.com



Agrolait, Michel Fletcher

Analyst at Agrolait

Wavre, Belgium

michel.fletcher@agrolait.example.com

51

Job Position

Phone

Mobile

Fax

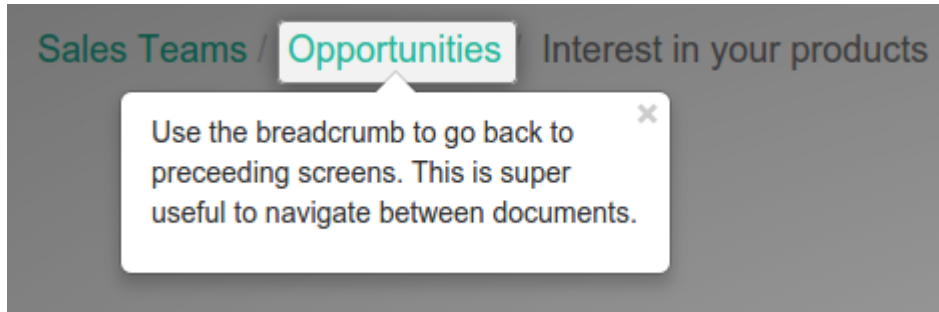
Email

Title

Analyst

michel.fletcher@agrolait.example.com

BEFORE / AFTER



Sales Teams / Opportunities Interest in your products

This screenshot shows a light grey breadcrumb navigation bar with the text 'Sales Teams / Opportunities Interest in your products'. The word 'Opportunities' is highlighted with a teal background and a white border. A circular highlight is drawn around the word 'Opportunities'.

Go and test it on the v9 alpha stand!

Sales Dashboard CRM Leads Management Sales After-Sale Reports Configuration

Opportunities Search...

CREATE

New	Qualification	Proposition	Negotiation	WON (0)	LOST (0)	ADD NEW COLUMN
<p>Interest in your products 20000.00USD - Agrolait ★★★</p>	<p>Need a new design for my website 3800.00USD - Global Solutions ★★★</p>	<p>"Resource Planning" project development 350.00USD - Bank Wealthy and sons ★★★</p>	<p>Would appreciate more information about your products 11000.00USD - Agrolait ★★★</p>			
<p>Plan to buy 60 keyboards and mouses 40000.00USD ★★★</p>	<p>Interest in your Graphic Design Project 24000.00USD - Agrolait ★★★</p>	<p>Interest in your Partnership Contract 19800.00USD - Epic Technologies ★★★</p>	<p>Need to customize the solution 4060.00USD ★★★</p>			
<p>Plan to buy RedHat servers 25000.00USD - Agrolait ★★★</p>		<p>Pricing Information of Services 100.00USD ★★★</p>	<p>Need script to Import external data 560.00USD - Nebula Business ★★★</p>			
		<p>Trainee's training plan in your Organization 35000.00USD - Delta PC ★★★ 2</p>	<p>Need 20 Days of Consultancy 6025.00USD ★★★</p>			
		<p>Interest in your customizable PCs 15000.00USD - Global Solutions ★★★</p>	<p>Want to subscribe to your online solution 2000.00USD - Think Big Systems ★★★</p>			

Thank You!

Odoo

sales@odoo.com
+32 (0) 2 290 34 90
www.odoo.com

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Chaussée de Namur 40
B-1367 Grand Rosière
Belgium

Sales office

Avenue Van Nieuwenhuyse 5
B-1160 Brussels
Belgium