DESIGNING ON PURPOSE

Design Process & Deliverables in the Responsive Age

Jared Ponchot  //  @jponch  //  Digital PM Summit 2013
HI, MY NAME IS JARED PONCHOT, AND I’M A DESIGNER

not a project manager
PUT A GROUP OF ARCHITECTS, URBAN DESIGNERS AND PLANNERS IN A SIGHT-SEEING BUS AND THEIR ACTIONS WILL DEFINE THE LIMITS OF THEIR CONCERNS. THE ARCHITECTS WILL TAKE PHOTOGRAPHS OF THE BUILDINGS, OR HIGHWAYS OR BRIDGES. THE URBAN DESIGNERS WILL WAIT FOR THAT MOMENT WHEN ALL THREE ARE JUXTAPOSED. THE PLANNERS WILL BE TOO BUSY TALKING TO LOOK OUT OF THE WINDOW.

— Denise Scott Brown
A list apart has always tried to be one of those sites at the front of the pack. We don't support 800 x 600 anymore, nor do we 640 x 480. Do you? People flipped when sites stopped supporting 640 x 480... now no one says a word. Things change. **Trust me, you are going to see more sites stretching out their legs and putting their feet up.**

— Jason Santa Maria, August 2005

Photo by Adam Wintle [http://stuffandnonsense.co.uk/blog/about/a_list_taken_apart](http://stuffandnonsense.co.uk/blog/about/a_list_taken_apart)
MO’ DEVICES
MO’ PROBLEMS
PURPOSE, NOT PREFERENCE
PRIORITY, NOT PLACEMENT
SYSTEMS, NOT PAGES
DESIGN IS THE CONSCIOUS EFFORT TO IMPOSE A MEANINGFUL ORDER

— Victor Papanek
Audi A7 Sportback plans from the-blueprints.com

- Requirements Gathering
- Concept Design
- Market Research
- Test Car
- Final Design
SOUND FAMILIAR?
FAMILIAR PROCESS

DISCOVER
strategists

DESIGN
designers

DEVELOP
developers

DEPLOY
client & users
WHISPER DOWN THE LANE DESIGN
WHY HAVE WE DONE IT THIS WAY?
ALLITERATION is ALMOST ALWAYS AWESOME
FAMILIARITY IS FANTASTIC
THE PUBLIC IS MORE FAMILIAR WITH BAD DESIGN THAN GOOD DESIGN. IT IS, IN EFFECT, CONDITIONED TO PREFER BAD DESIGN, BECAUSE THAT IS WHAT IT LIVES WITH. THE NEW BECOMES THREATENING, THE OLD REASSURING.

— Paul Rand
DIVISION OF LABOR
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9 WOMEN CAN’T MAKE A BABY IN 1 MONTH!

— Fred Brooks
KEEP EVERYONE FOCUSED ON PURPOSE & CONTENT

not process or deliverables
CREATE LIGHTER WEIGHT, LIVING DELIVERABLES
THE BIG REVEAL
INSTEAD OF THIS …
PURPOSE
CONTENT
STYLE
DESIGN IS PROBLEM DISCOVERY

& problem Solving
IF I HAD AN HOUR TO SOLVE A PROBLEM AND MY LIFE DEPENDED ON THE SOLUTION, I WOULD SPEND THE FIRST 55 MINUTES DETERMINING THE PROPER QUESTION TO ASK, FOR ONCE I KNOW THE PROPER QUESTION, I COULD SOLVE THE PROBLEM IN LESS THAN 5 MINUTES.

— Albert Einstein
WHAT WILL THAT GET YOU?
The right questions can help the client do their job, & set you up to do yours.
YOU MAY BE SURPRISED, BUT I NEVER ASK DESIGN-RELATED QUESTIONS IN DESIGN PROJECT DISCOVERY MEETINGS.

— Andy Rutledge
THE REASON I DON’T ASK DESIGN QUESTIONS OF THE CLIENT IS THE SAME REASON AN ARCHITECT DOESN’T ASK THE CLIENT WHAT PSI THE BUILDING’S LOAD-BEARING FOUNDATIONAL STRUCTURES WILL NEED TO ENDURE.

— Andy Rutledge
WE CAN’T SOLVE PROBLEMS FOR OUR CLIENTS BASED ON THEIR PERSONAL PREFERENCES IN COLOR, TYPOGRAPHY & TEXTURE!
What is the sum of $3+3$?

What numbers can be added up to 6?
I wanted to look at the problem as though I’d just stepped off a spaceship from Mars.

— Harry West, Continuum
CONTEXT & RELATIONSHIP
Washington Post: Stop & Hear the Music http://www.youtube.com/watch?v=tOQv0_YWhw
WHERE & WHEN YOU ASK REALLY MATTERS!
A New Make Mantra: A Statement of Design Intent

March 24th, 2012

When I first worked in a design studio, I was taught that the first thing to do, as part of the project discovery, was to ‘interrogate the brief’, or ‘rewrite the brief’. This normally involved getting a brief from a client, for us to ask questions, conduct research and then write our own brief and deliver it back to the client to demonstrate our understanding of the project and what we’ve learnt about their business. It’s important to note, this isn’t a proposal. This brief did not include the how, it was the what. What is the project.

At some point in my career, I stopped doing that. I still spent time trying to understand audiences and business, but the ‘creative brief’, as we called it, was something that wasn’t produced. Instead, we normally had a plan. This would exist as documents, or conversations, or outcomes from workshops. The point is, they were many things - all collectively known as ‘The Strategy’.

Recently, I’ve been trying to go back to something a bit more formal and create a
CREATE WONDER
PURPOSE STATEMENT

‣ Keeps things on track when they’re going off the rails
‣ Generates big ideas
‣ Helps simplify complexity
‣ Helps communicate and facilitate organizational change
HAVE A STAR TO SAIL YOUR SHIP BY
PURPOSE
CONTENT
STYLE
FOCUS ON PRIORITY, NOT POSITION!
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.

— Jeffrey Zeldman
DESIGN IN THE ABSENCE OF CONTENT IS NOT DESIGN, IT’S DECORATION.

— Jeffrey Zeldman
DESIGNING WITH CONTENT & HIERARCHY

- Content Model
- Display Model
THE CONTENT MODEL

*Documents...*

- the types of content your project needs
- the discrete attributes that make up each content type
- the relationships between them
Content Modelling: A Master Skill

by RACHEL LOVINGER • April 24, 2012
Published in Content Strategy • 11 Comments

In “Tinker, Tailor, Content Strategist,” which runs concurrently in this issue, I asked you about content strategy master skills, which hardly seems fair if I don’t share one of my own favorites. More and more I find that the content model is one of the most important
### Partner
- Name
- Short summary
- Full text
- Logo
- Home page (optional)

### Testimonial/Interview
- Headline
- Byline
- Pull quote
- Image (Optional)
- Video (Optional)
- Transcript (Optional)

### Community Spotlight*
- Headline
- Pull quote
THE DISPLAY MODEL

*Documents...*

- the types of displays your project needs
- the discrete components that make up each display
- the hierarchy of those components
THE DISPLAY MODEL

- **Content Types** (e.g. article, recipe, episode, etc.)
- **Listings** (e.g. blog, search results, etc.)
- **Top Level Pages** (e.g. homepage, category pages, section pages, etc.)
link away to a page about all the partners

- Blog
  - Posts list *(all posts, most recent first)*
  - Categories list *(possibly a filter)* Please incorporate a filter. Need especially for all the past Counterpoint articles
  - Featured post *(for high impact articles or news post)*
  - Subscribe to stay updated *(email list signup, possibly with options for types/categories)*
  - Popular posts list *(handful of most popular articles, news, etc.)*
  - Featured/Latest Impact Update

## Content Type Displays

- Article
  - Content Component *(e.g. Headline, byline, category/tags list, full text, etc.)*
  - Related links list
  - Comments *(active on all article types?)*
  - Related articles list
  - For Advocates *(This could be based on article type/category...)*
PURPOSE
CONTENT
STYLE
STYLE ISN’T POWERLESS!
AVOIDING THE WHIM WINDS
PURPOSE COMES FIRST
SEEK EVALUATION, NOT CREATION
EMBRACE METAPHOR
Each of these celebrities embody personality traits and characteristics like *intelligent*, *accessible*, and *classic*.
VERBAL LANGUAGE,
THEN VISUAL LANGUAGE
INSPIRE
PURPOSE, NOT PREFERENCE
PRIORITY, NOT PLACEMENT
SYSTEMS, NOT PAGES
REMEMBER
THANKS!

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