DESIGNING ON PURPOSE

Design Process & Deliverables in the Responsive Age

Jared Ponchot // @jponch // GiantConf 2014
MO’ DEVICES
MO’ PROBLEMS

Photo wallpaper of Notorious BIG from alphacoders.com
PURPOSE, NOT PREFERENCE
PRIORITY, NOT PLACEMENT
SYSTEMS, NOT PAGES
DESIGN IS THE CONSCIOUS EFFORT TO IMPOSE A MEANINGFUL ORDER

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

Requirements Gathering
Concept Design
Market Research
Test Car
Final Design
Audi A7 Sportback plans from the-blueprints.com

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- REQUIREMENTS GATHERING
- CONCEPT DESIGN
- MARKET RESEARCH
- TEST CAR
- FINAL DESIGN
SOUND FAMILIAR?

- DISCOVER
- DESIGN
- DEVELOP
- DEPLOY
FAMILIAR PROCESS

DISCOVER
strategists
↓
DESIGN
designers
↓
DEVELOP
developers
↓
DEPLOY
client & users
Photo from http://failblog.cheezburger.com

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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<th>UX/DESIGNERS</th>
<th>FRONTEND DEVS</th>
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**DIVISION OF LABOR: RESPONSIVE DESIGN**
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 COMMUNICATION TOOLS

not deliverables
INSTEAD OF THIS ...
PURPOSE
CONTENT
STYLE

STRATEGY
DESIGN
DEVELOPMENT
FOCUS ON
OUR REAL VALUE
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
WHY?
WHAT IMPACT WILL THAT HAVE?
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!
Spic and Span
Floor Cleaner
Nettoyant pour planchers
Limpiador para Pisos
3.78 L / 1 Gallon (US)
REFRAMING THE PROBLEM
I wanted to look at the problem as though I’d just stepped off a spaceship from Mars.

— Harry West, Continuum
Photo from http://optigarden.com/tag/coffee-grounds/
CONTEXT & RELATIONSHIP
Washington Post: Stop & Hear the Music http://www.youtube.com/watch?v=hn0Pu0_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
WHY?

instead of “What?” or “How?”
WHY A PURPOSE STATEMENT?
KEEPS THINGS ON TRACK
GENERATES BIG IDEAS
SIMPLIFIES COMPLEXITY
FACILITATES & COMMUNICATES ORGANIZATIONAL CHANGE
HAVE A STAR TO SAIL YOUR SHIP BY
FOCUS ON PRIORITY, NOT POSITION!
DESIGNING WITH CONTENT & HIERARCHY

- Content Model
- Presentation 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
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 PRESENTATION MODEL

Documents...

• the types of pages your project needs
• the discrete components that make up each page type
• the hierarchy of those components
THE PRESENTATION MODEL

- Content Asset 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.)
HIERARCHY
HIERARCHY
HIERARCHY
HIERARCHY
INTENT MAPPING
PERSONA

SCENARIO A

PAGE TYPE / COMPONENT A

PAGE TYPE / COMPONENT B

PAGE TYPE / COMPONENT C
PURPOSE CONTENT STYLE
AVOIDING THE WHIM WINDS
PURPOSE COMES FIRST
SEEK EVALUATION, NOT CREATION
UNDERSTAND BRAND PERSONALITY, CHARACTERISTICS & VOICE

not a desired look and feel
EMBRACE METAPHOR
Each of these celebrities embody personality traits and characteristics like intelligent, accessible, and classic.
Each of these car brands embody ideals like *simple*, *dependable*, *useful*, *quality*, *tried-and-true*. 

Volvo  
Volkswagen  
Honda
INSPIRE and EMPOWER.

MAKE A CONNECTION.

Inspire action. Do more than simply fill the screen with action links and ask, help people envision and believe in the value in their action and involvement. Tell stories. One way to inspire action is to create a narrative flow.

NAMM Foundation is the only organization for music advocacy that connects, inspires, empowers, and mobilizes the grassroots community.

Accessible, dependable & useful

Hectic schedules are pervasive in the first world, but the NAMM Foundation audience is made up of uniquely time pressed people like parents, teachers, school superintendents and elected officials. Find ways to tailor experiences around individual personas, needs and create efficiency.

64%

Cognitive Improvement

1 in 3

Accepted into College

THE HISTORY OF NAMM

Connect, inspire, and empower advocates for music making and music education.

Little Girl

TRADE GOTHIC Nº. 20

Main Headlines

Franklin Gothic Light

Subheadings

FF Tisa Pro

Body Copy

PHARETRA LOREM RISUS

Sed posuere consetetur est at lobortis.
VERBAL LANGUAGE, THEN VISUAL LANGUAGE
INSPIRE
PURPOSE, NOT PREFERENCE
PRIORITY, NOT PLACEMENT
SYSTEMS, NOT PAGES
WE NEED TO LOOK AT OUR DESIGN PROCESS AS A WAY TO COME TO A SINGLE INTENTION AS MUCH AS IT IS TO MAKE THAT INTENTION REAL IN THE WORLD.

— Jared Spool
REMEMBER
REMEMBER
THANKS!

Jared Ponchot  //  @jponch  //  GiantConf 2014