**David Lambertson**

**Design Opinion Paper**

1. **What is the primary reason why you won't get it right the first time? Clearly state the reason and discuss the reason.**Getting it right the first time is impossible in my opinion. The primary reason for this is because the stakeholders don’t really know what they want until they see a prototype/mockup. Even with requirements given to us, there is always that could be missed. We may even interpret the requirements completely differently than they were intended, causing us to implement the wrong thing. Stakeholders think they know what they want, but when they see what they asked for the first time, they realize it was not right. It’s as the deep dive video said “Fail often to succeed sooner.”
2. **Is this (not getting the design right the first time) a bad thing? Clearly state "yes" or "no"; don't be subtle. Why or why not?**No, “Not getting the design right the first time” is not a bad thing. I believe this because I think it is impossible to get it right the first time. At my internship, whenever we got a new project, our designers would take the requirements and create a design. Between our two designers, there were slight difference in how they designed things. People are taught differently, and focus more of different things. Because of this slight difference, getting it right the first time never happened. There was always a tweak or something that needed to change.
3. **What is the primary thing you can do to reduce the time and effort necessary to get it right? Clearly state the primary thing you can do and discuss it.**I would say the primary thing you can do to reduce the time is having consistency between all those working on the design. Through being consistent, there are less things you need to go back and fix. Having a defined document of design, like a style guide, it helps keep things consistent and concise.
4. **What is the best way to know you have it right? Clearly state the best way to know you have it right and discuss it.**There is no way to truly know you got the design right. Design is really an opinion. You may think one way is great but someone else can come and say it is the worst. The closest you can get to right is when you are comfortable with the design and those who need to approve it, approve it. In my internship, as a developer I was not supposed to implement a design until the design was approved. Once it was approved, even then it was not always right. Having to implement it revealed if something needed to change due to technology restrictions.