

Compassionate Design

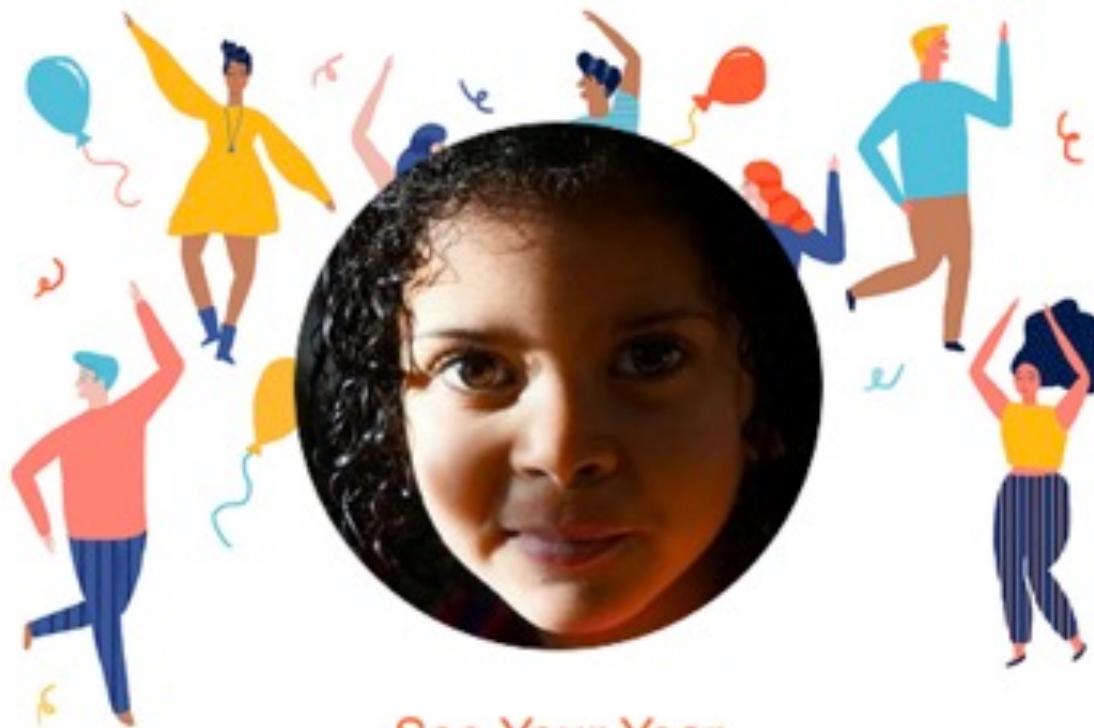
A close-up photograph of two hands clasped together, symbolizing compassion or support. The hands are positioned in the lower right corner of the slide, with one hand resting on top of the other. The background is a soft, out-of-focus green and blue, suggesting a natural or calm environment.

An Event Apart Orlando • 5 October 2016

Your Year In Review

Eric, here's what your year looked like!

Only you can see this

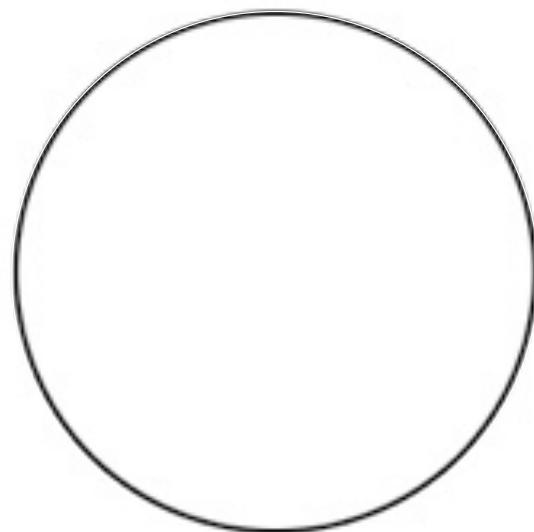


See Your Year

Your Year In Review

Eric, here's what your year looked like!

Only you can see this



See Your Year





Who was this for?



Imagine a user.

What gender are they?
What race? What age?
What do they want?
How do they feel?

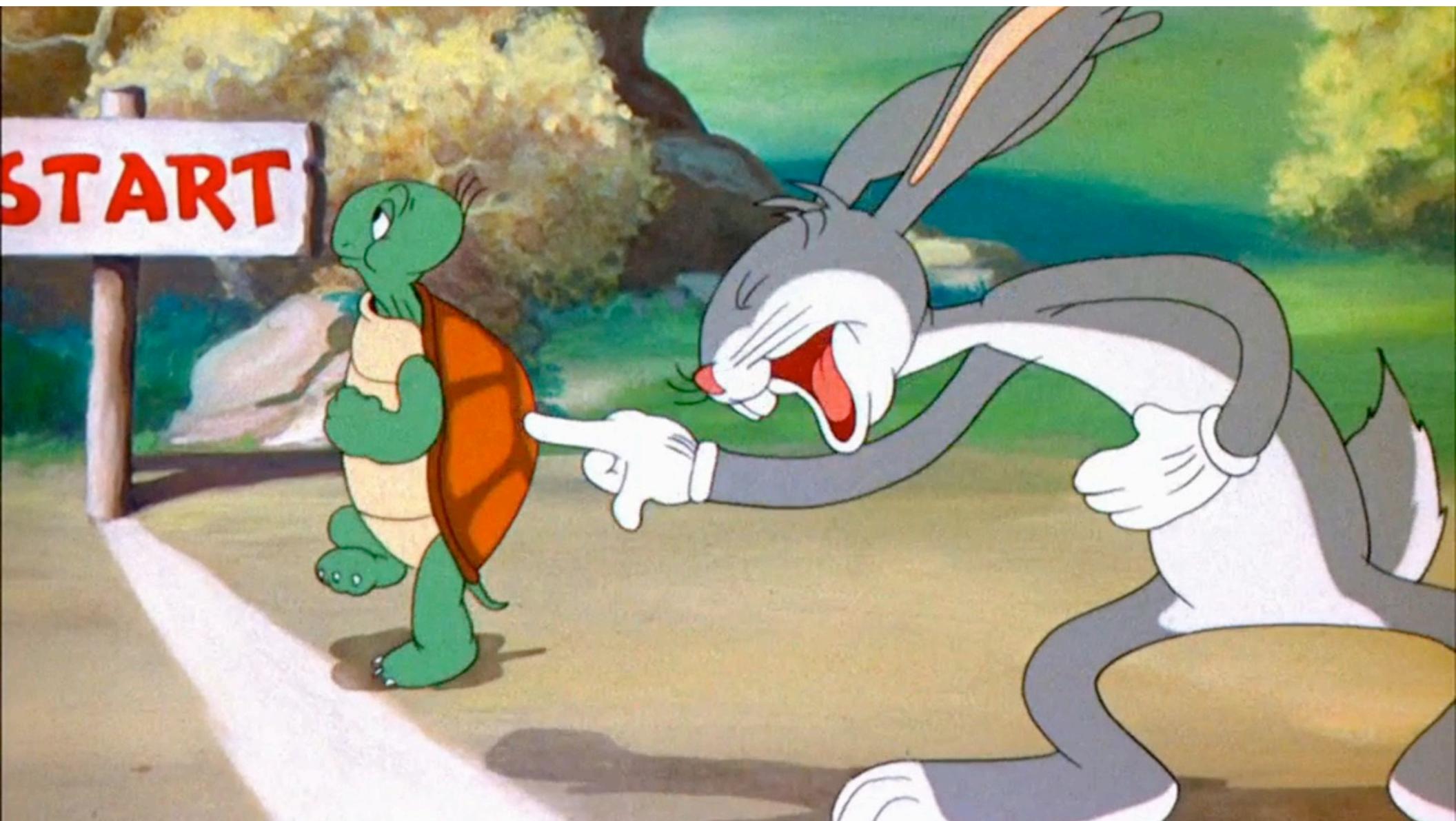
What gender are they?
What if you're
What do they want?
wrong?
How do they feel?



Thinking, Fast and Slow



Daniel Kahneman
winner of the Nobel Prize







Plan for
the Worst



Seat belts are less safe for women

A lot less safe.



When safety regulations were originally imposed on automakers in the 1960s regulators wanted to require the use of two crash test dummies, a 95 percentile male and a 5 percentile female meaning that only 5% of men were larger than and 5% of women were smaller than the crash test dummies.

Automakers pushed back on regulators until the requirement was reduced to a single crash test dummy, a 50 percentile male (the average man).

Female drivers are **47% more likely** to be seriously injured in a car crash.

Top highlight

This is starting to shift—in 2011, the first female crash test dummies were required in safety testing—but we are still building on 50 years of dangerous design practices for automobiles.



smh.com.au, Breaking News - Microsoft Internet Explorer

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Address http://www.smh.com.au/breaking/2001/06/29/wt-01/CAUDC.html

Home Search Email Finance Auctions Cars CitySearch Jobs

Burn baby, Burn!

[\[Back to Breaking News index \]](#)

One toddler dead, another critical after house fire

[Source: AAP] [Published: Friday June 29, 11:17 AM]

A baby has been killed and a toddler critically injured in a house fire in Perth.

The 15-month-old boy died in the fire, and his two-year-old brother is now in intensive care in the Princess Margaret Hospital for children.

Police say they're still investigating the cause of the blaze, that broke out around 7pm (WST) last night.

But they say it may have started from an open fire.



the guardian

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11am

Man dies after internet gaming binge

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Haroon Siddique and agencies

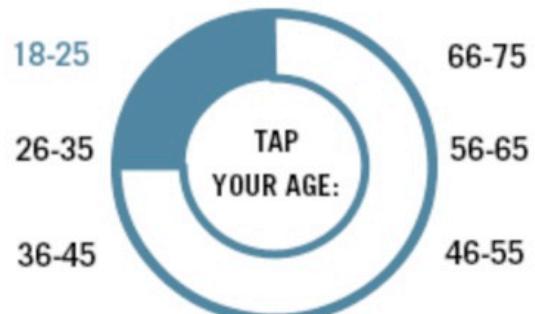
theguardian.com, Monday 17 September 2007 11.06 BST

THE DISTURBING REASON WHY NEARLY TWICE AS MANY WHITES AS BLACKS SUPPORT THE DEATH PENALTY



Advertisement

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WITH A \$350,000 LIFE INSURANCE POLICY FOR \$21/MONTH



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Before we get into why whites are so supportive of the death penalty, it's important to remember this: There's no separating capital punishment from its



Tags **BETA** ?

Dachau Concentration Ca...

Dachau

Dachau Concentration Ca...

concentration camp Nazi

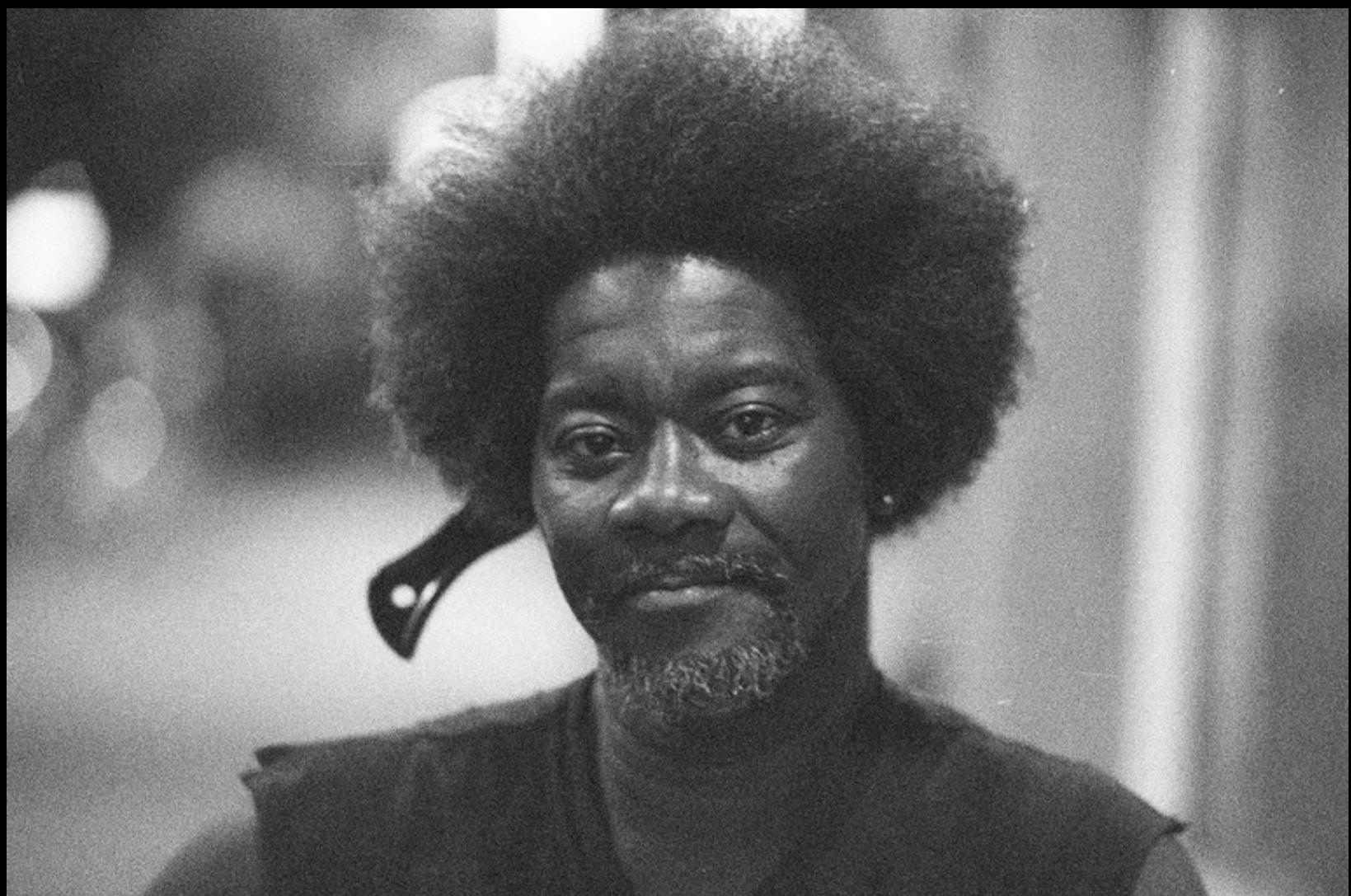
sport architecture

jungle gym

building structure

building tangle truss

trellis chain-link



analog

analog photography

vinate

life

urban

art

urban exploration

black and white

bnw

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street photography

people

love

blackandwhite

monochrome

animal



Jacky Alciné

@jackyalcine

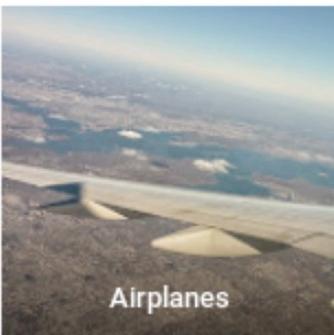


Follow

Google Photos, y'all fucked up. My friend's not a gorilla.



Skyscrapers



Airplanes



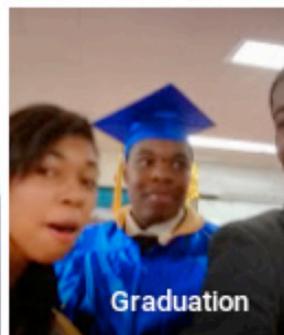
Cars



Bikes



Gorillas



Graduation

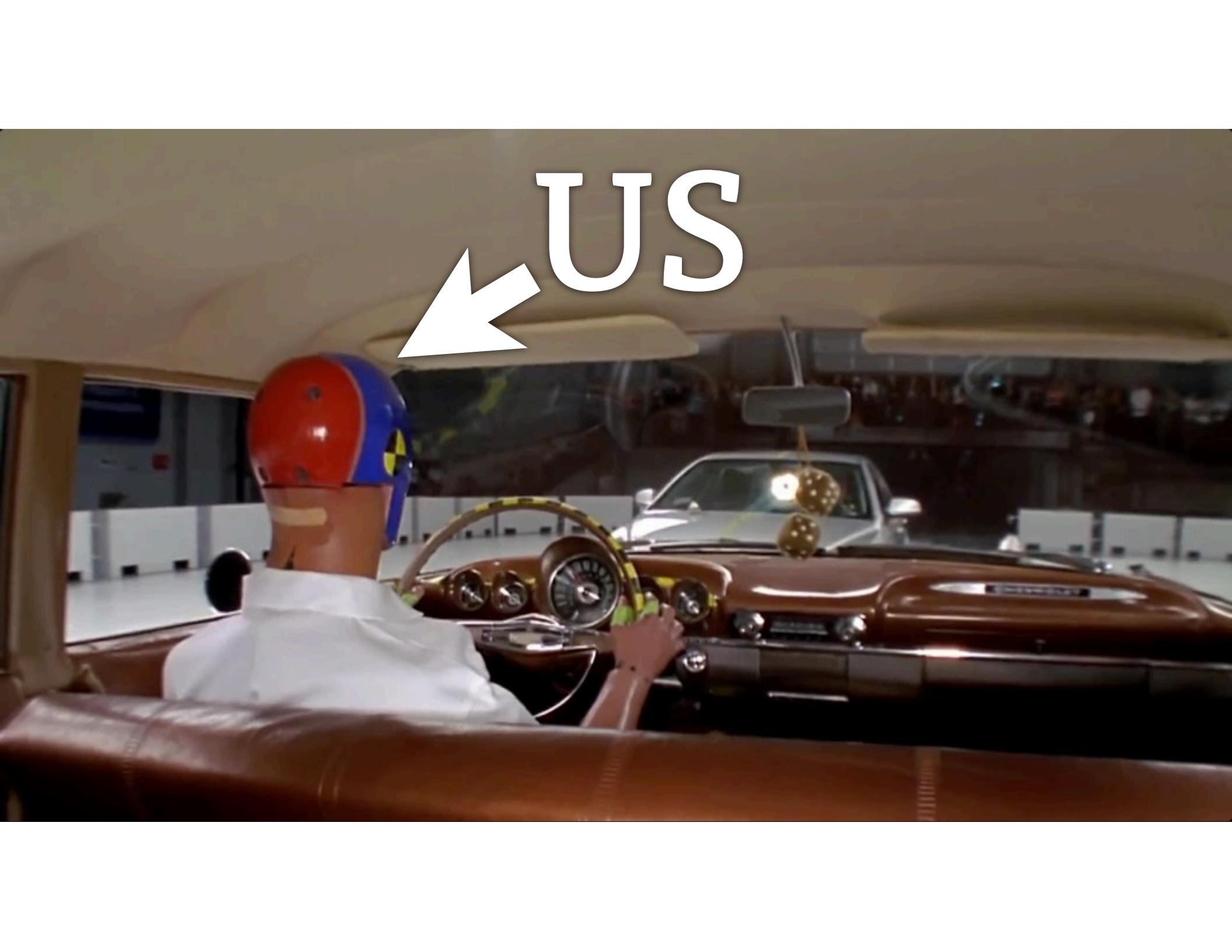
RETWEETS

3,311

LIKES

1,936



A man with a large, multi-colored head (red, blue, yellow) is driving a classic brown convertible. A white arrow points from the word "US" to the man's head.

US



True Buckaroo
@UnburntWitch



Follow

It's 2016. If you're not asking yourself "how could this be used to hurt someone" in your design/engineering process, you've failed.

RETWEETS

1,036

LIKES

1,491



9:36 PM - 23 Mar 2016



...

“We will be the *go-to resource* that DIYers of *every skill level and budget* rely on to complete their projects and purchases. We’ll do this by publishing *clear, dependable* content that takes the *guesswork and stress* out of home improvements and upgrades, and makes users feel prepared for their projects, confident in their choices, and proud of their results.”





Justin McGregor

@skippytpe



Following

A new fridge has gone from "nice idea when we have the money" to "oh crap, I have to replace it now." :(

LIKE

1



1:28 PM - 5 Mar 2016

📍 Memphis, TN



...

“We will be the *go-to resource* that DIYers of *every skill level and budget* rely on to complete their projects and purchases. We’ll do this by publishing *clear, dependable* content that takes the *guesswork and stress* out of home improvements and upgrades, and makes users feel prepared for their projects, confident in their choices, and proud of their results.”

- Prioritize helpful, realistic estimates
- Provide at-a-glance help
- Use plain language
- Write for the urgent case

Florida Hospital Home

YOUR ACCOUNT | ▾

 FLORIDA HOSPITAL
ORLANDO

Patients & Families | Careers | Giving Back

Services & TREATMENTS | Find a PHYSICIAN | Our LOCATION | Contact US

What are you looking for? SEARCH

Our Location >

Services >

Physicians >

Careers >


Get Directions
driving directions and campus map >



New Event

March 2 Dining with Diabetes-Taste and Learn

DATE Mar 2

Special Guest Chef Program

SEE ALL EVENTS >



Introducing
**FLORIDA HOSPITAL
FOR WOMEN**



Home to Breakthrough
HEART CARE

Offering the area's only heart transplant program and new TAVR valve replacement technology.

The image is a screenshot of the Lurie Children's Hospital website. At the top, there's a banner with a photo of a smiling young boy in a wheelchair. The banner text reads "Top-ranked pediatric care. All, for your one." Below the banner, there's a navigation bar with links like "Care & Services", "Research Institute", "For Healthcare Professionals", "Community", and "Get Involved". A search bar is also present. The main content area features a large image of a smiling boy in a wheelchair, with text overlaying it. To the right, there's a section for "See our new advertising campaign" and another for "Our Employees Are Also Our Supporters". At the bottom, there are sections for "Child Health Blogs", "News & Events", and "Advancing Care".

The image shows the mobile website for Cleveland Clinic. At the top, there's a banner with the Cleveland Clinic logo and the text "Be the Next One" and "MAKE A GIFT". Below the banner are links for "Online Services", "Health Information", "Find a Doctor / Appointments", "Patients & Visitors", and "Locations & Directions". On the right side of the header, there are "Appointments" and "Get Started" buttons. The main content area features a large photo of two doctors in a clinical setting. Below the photo, the text reads "Diagnosed with a heart condition? Get a second opinion from the nation's best." To the right of the photo is a "Explore" button. In the center, there's a call-to-action box with the text "Call today for an appointment today. 888.223.CARE" and a "Online Appointment Request" button. To the right of this is another box with the text "Check if your insurance includes Cleveland Clinic." and an "Accepted Plans" button. At the bottom left, there's a "Explore health essentials America's TOP Hospital" section with a "View Details" button. The bottom right features a "Patient Online Services" section with links for "MyChart", "MyAccount", "MyConsult", "MyImages", and "MyCare Online". The footer contains sections for "By Keyword" (with a search bar), "By Subject" (listing "Diseases & Conditions", "Therapies & Procedures", "Drugs, Devices & Supplements"), "Diagnosis & Testing" (listing "All Services", "Healthy Living"), and "Colon Health" (with a "Stop colon before it starts" callout).



Patient Gateway | Patient & Visitor Info | For Health Professionals | Careers | News | Giving | Digital Patient

MASSACHUSETTS GENERAL HOSPITAL

Conditions & Treatments | Centers & Departments | Education & Training | Research

BEST HOSPITALS
U.S. NEWS & WORLD REPORT
HONOR ROLL
2019

#1 IN THE NATION
Mass General is named the top hospital in America.

LEARN MORE ▾

GET STARTED

- Find a Doctor
- Request an Appointment
- Refer a Patient
- Partners Patient Gateway
- Locations
- International Patients
- Make a Gift

More ▾

The Foster C. McGraw Prize

Community Service Excellence
Mass General receives the prestigious 2015 Foster C. McGraw Prize for Excellence in Community Service.

Overlapping Surgery
We hope this website will provide you with helpful information about overlapping surgery.

Study finds no increased risk of autism, ADHD with prenatal antidepressant exposure

Early weight loss in Parkinson disease patients may signify more serious form of disease

Study finds how drug metformin inhibits progression of pancreatic cancer

2015 - 2016 Seasonal Flu Information

View All News

f t in

The image shows the mobile application interface for MetroHealth. At the top, there's a green header with the "MetroHealth" logo and a "drug mart" button. Below the header is a large promotional banner for "SPARE A PAIR" featuring a cartoon sock character. The main menu consists of three blue buttons: "Find a Doctor", "Log in to MyChart", and "Find a Location". Below the menu are five grey service buttons: "ExpressCare Wait Times", "Same-day Appointments", "Give to MetroHealth", "Classes & Events", and "Careers". At the bottom, there's a "Find a Service" search bar.

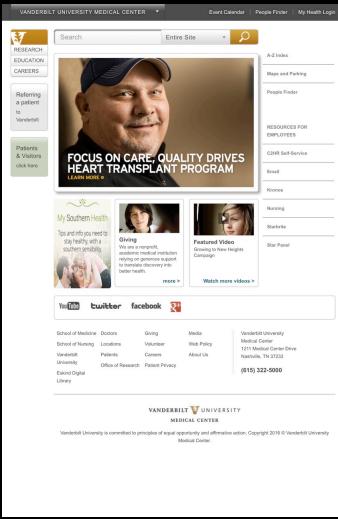
The image shows the homepage of the Mount Sinai Hospital website. The header features the hospital's name in a stylized blue and white font above a red and blue graphic. Below the header, there are several navigation links: "Find a Doctor", "Patient Care", "About Mount Sinai", and "Education". A large blue banner with the text "Mount Sinai in the News" and a "Learn More" button is prominently displayed. To the right of the banner, a woman is shown working at a computer in a control room setting. The main content area includes sections for "About the Health System", "In the News", "Mount Sinai News", and "A New Era in Health Care". Each section has a thumbnail image and a "Learn More" button. At the bottom, there are links for "Advanced Search", "Special Hours", and "Find a Clinical Trial". A search bar and a "Search" button are located in the top right corner.

The image shows the homepage of Seattle Children's Hospital's website. At the top is a circular logo with a blue and orange design. Below it is the text "Seattle Children's" and "HOSPITAL RESEARCH FOUNDATION". A horizontal navigation bar includes links for "Clinics and Programs", "Medical Conditions", "Classes and Community", and "Safety and Wellness". The main title "Welcome to Seattle Children's" is displayed prominently. Below the title is a large photo of a young girl with dark hair smiling. To the right of the photo is a box containing the text "Compassionate care. Breakthrough research. Generous donors." and "Working together every day for children who need us." Below this box is a decorative circular graphic with the text "Seattle Children's". Further down the page, there are two columns of links: "Information for..." (Patients and Families, Main Campus Visitors, International Patients) and "Next: Registration Now Open". On the left, under "Stay informed...", there are links for "Read Our Blogs and Share Your Comments", "Teenagers", "Family Health Disc", and "Community". On the right, under "Financial Matters", there is a link to "How to apply for financial assistance online". At the bottom, there is a section titled "For Your Safety" with a sub-section "HPV Vaccine Decreases HPV Infections!" which includes a photo of a woman and the text "Pinned on March 11, 2016". A note below states: "Great news about reducing cancer risk. If you're considering this vaccine, you're probably asking what it means to you. There are early evidence from a large study that suggests the vaccine may be effective in preventing certain types of cancers in men and young adults. The study compared HPV in two groups of boys and young women—one group during [...]".

The image shows the mobile website for UCSF Medical Center. At the top, it displays the University of California San Francisco logo and the UCSF Medical Center name. A banner on the left highlights UCSF as one of the 'BEST DOCTORS' and 'USNEWS HOSPITALS'. The main content area features a portrait of a smiling male doctor. Below his photo, the text 'Ranked Among the Nation's Best Hospitals' is displayed, followed by a 'Read More' button. On the left side, there is a 'Find a Doctor' section with search filters for specialty and name, along with a phone number for help. On the right side, there is a 'Request an Appointment' section with a search bar, a 'Schedule' button, and a 'See All Clinics' link. The bottom of the page features a 'Our Locations' section with a map pin icon and a 'Get directions and information for our campuses.' link.

The image shows the mobile website for University Hospitals. At the top, there's a red header bar with the hospital's name and a search bar. Below it is a white navigation bar with links like 'Main Menu', 'Find', 'Doctors', 'Services', and 'Locations'. The main content area has a red background with a large photo of a smiling woman on the right. On the left, there are sections for 'Schedule Your Appointment Online' and 'Make an appointment now'. A central call-to-action button says 'Schedule your appointment now'. Below these are 'Featured Service' and 'Better Living Blog' sections. The bottom features a 'Our Services' section with links to various medical specialties and a 'Browse Services A-Z' dropdown menu.

The image shows the mobile homepage of the UPMC website. At the top, there's a navigation bar with links for "My UPMC", "Find a Doctor", "Careers", and "Resources". Below this is the UPMC logo and the tagline "CHANGING MEDICINE". The main content area features several news cards. One card for "Medical Mondays" highlights "Gamma Knife® Radiosurgery". Another card for "Sleep Medicine" discusses getting the best night's sleep. A third card for "Healthcare News" is about the "Zika Virus: What You Need To Know". There are also cards for "Radiation Oncology" and "UPMC Sleep Medicine". The bottom of the page has a footer with the UPMC logo and the tagline "Our System-wide Focus and Commitment to Patient Safety". It also includes a link to "Patient Safety Awareness Week" and the UPMC mission statement.

The header features the Vanderbilt University Medical Center logo at the top left, which includes a stylized 'V' and the text 'VANDERBILT UNIVERSITY MEDICAL CENTER'. To the right of the logo are four navigation links: 'Event Calendar', 'People Finder', and 'My Health Login'. Below the main logo is a search bar with the placeholder 'Search' and a magnifying glass icon. A dropdown menu titled 'Entire Site' is open above the search bar. On the far left, there's a vertical sidebar with links for 'RESEARCH', 'EDUCATION', 'CAREERS', 'Referring a patient', 'Vanderbilt', 'Patients & Visitors', and 'Click here'. On the far right, there's another vertical sidebar with links for 'All 2 Index', 'Maps and Parking', 'People Finder', 'RESOURCES FOR EMPLOYEES', 'GHRM Self Service', 'Email', 'Phones', 'Marking', 'Starboard', and 'Star Panel'. The main content area has a large image of a smiling man wearing a baseball cap. Below the image is a banner with the text 'FOCUS ON CARE. QUALITY DRIVES HEART TRANSPLANT PROGRAM' and 'University of Tennessee'. The main text on the page reads: 'You and they need to stay healthy with a southern perspective.' It features a photo of a woman and a man, both smiling. Below this is a section titled 'Giving' with the text 'The University of Tennessee medical institution is committed to giving back to the community through giving to their health care system.' It includes a link 'read more >'. To the right is a 'Featured Video' section with a thumbnail image of a woman and the text 'GIVING TO NEW HEIGHTS: COMMUNITY'. At the bottom right of this section is a link 'Watch more videos >'. Below the main content are social media icons for YouTube, Twitter, Facebook, and LinkedIn.



Eric Meyer @meyerweb · 25 Mar 2015

“Edge case” is all too often code for “use case that I don’t want to deal with or think about”.



59

52



...



Evan Henfleigh

@futuraprime



Follow

@meyerweb The term is telling: edge cases define the boundaries of what/who you care about.

RETWEETS

12

LIKES

15



3:15 PM - 25 Mar 2015



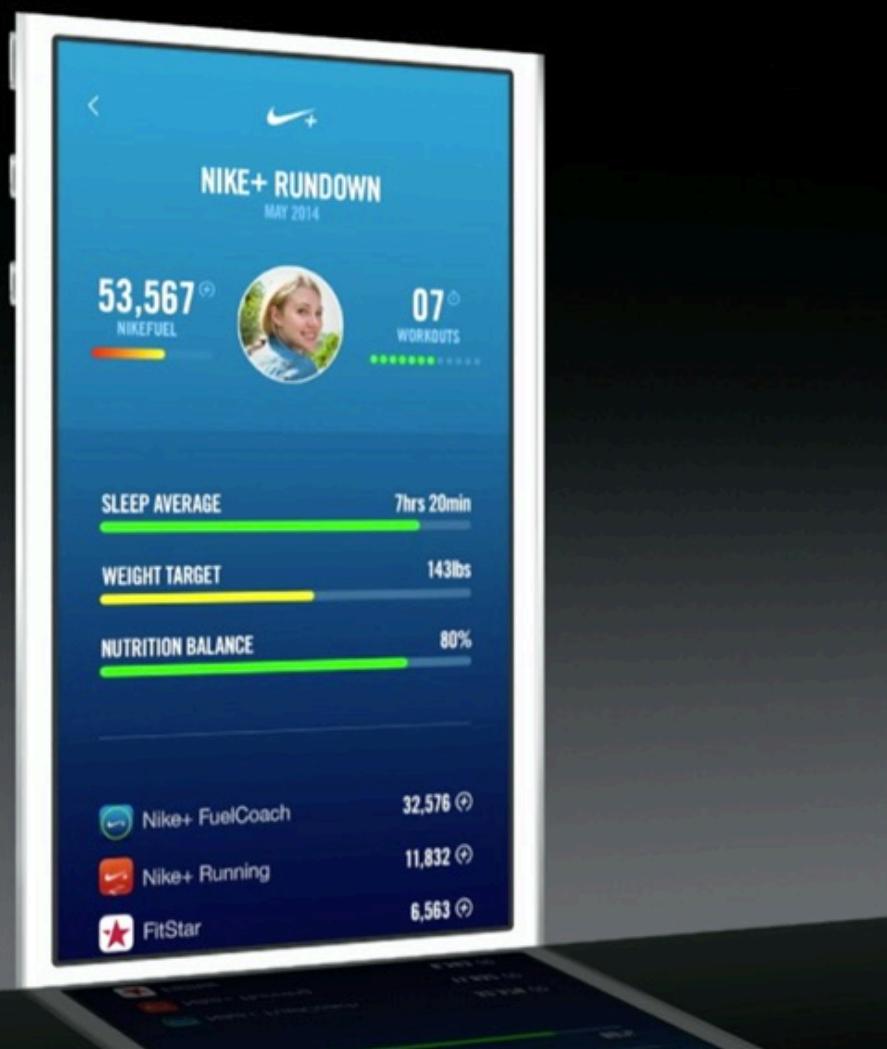
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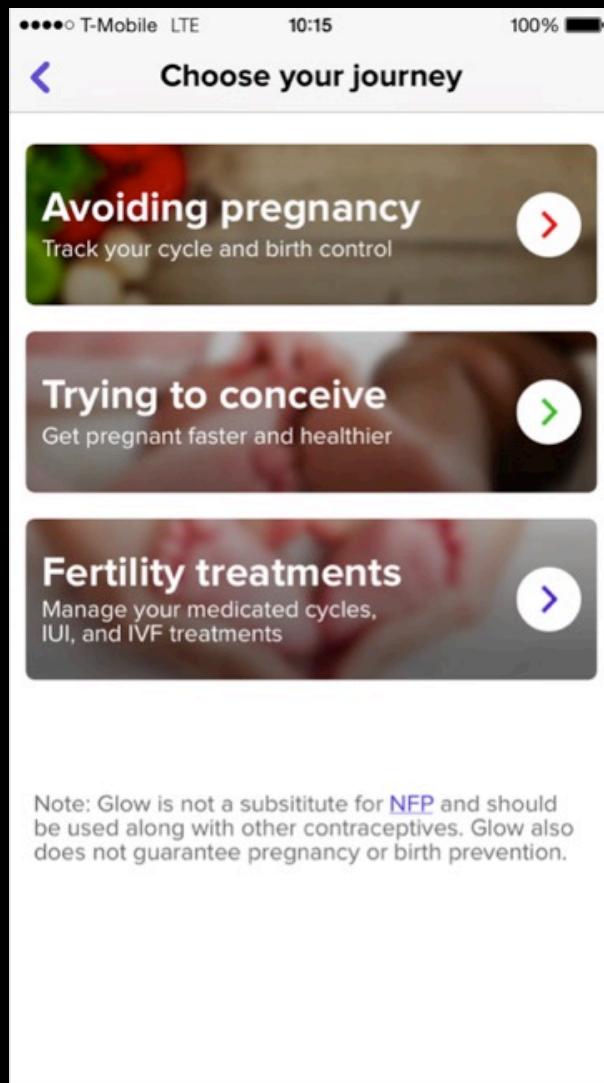
edge case

stress case

Identify Assumptions







PROJECT MANAGEMENT

Performing a Project Premortem

by Gary Klein

FROM THE SEPTEMBER 2007 ISSUE



SUMMARY



SAVE



SHARE



COMMENT



TEXT SIZE



PRINT



\$6

BUY COPIES

Projects fail at a spectacular rate. One reason is that too many people are reluctant to speak up about their reservations during the all-important planning phase. By making it safe for dissenters who are knowledgeable about the undertaking and worried about its weaknesses to speak up, you can improve a project's chances of success.

Research conducted in 1989 by Deborah J. Mitchell, of the Wharton School; Jay Russo, of Cornell; and Nancy Pennington, of the University of Colorado, found that prospective hindsight—imagining that an event has already occurred—increases the ability to correctly identify reasons for future outcomes by 30%. We have used prospective hindsight to devise a method called a *premortem*, which helps project teams identify risks at the outset.

WHAT TO READ NEXT

[The Dirty Little Secret of Project Management](#)[The Hidden Indicators of a Failing Project](#)[Three Imperatives for Good Project Managers](#)VIEW MORE FROM THE
September 2007 Issue

EXPLORE THE ARCHIVE

RECOMMENDED

Performing a Project

“A typical premortem begins after the team has been briefed on the plan. The leader starts the exercise by informing everyone that the project has failed spectacularly.

Over the next few minutes those in the room independently write down every reason they can think of for the failure.”

Jay Russo, of Cornell; and Nancy Pennington, of the University of Colorado, found that prospective hindsight—imagining that an event has already occurred—increases the ability to correctly identify reasons for future outcomes by 30%. We have used prospective hindsight to devise a method called a *premortem*, which helps project teams identify risks at the outset.

WHAT TO READ NEXT

[The Dirty Little Secret of Project Management](#)

[The Hidden Indicators of a Failing Project](#)

[The 10 Commandments for Good Project Managers](#)

[10 Lessons From the](#)

[September 2007 Issue](#)

[Harvard business review](#)



[EXPLORE THE ARCHIVE](#)

RECOMMENDED



*“At every step, they find the assumptions and subvert them... For the next project, however, **someone else** must become the Designated Dissenter.”*

— Eric Meyer & Sara Wachter-Boettcher

A close-up photograph of two hands clasped together. The hands are positioned in the lower right corner of the frame, with fingers interlaced. The skin tone is light-colored. The background is a soft, out-of-focus gradient of dark blues, purples, and greens.

Communicate
Intent



Eric Meyer

@meyerweb

“Tin soldiers and Nixon coming,
We're finally on our own.
This summer I hear the drumming,
Four dead in Ohio...”

#MayThe4th

RETWEETS

7

LIKES

9



11:01 AM - 4 May 2015



...



WIKIPEDIA
The Free Encyclopedia

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Remembrance of the Dead

From Wikipedia, the free encyclopedia

This article is about the Dutch day of remembrance of war-dead. For other uses, see [Death customs](#).

Remembrance of the Dead (Dutch: *Dodenherdenking*) is held annually on **4 May** in the **Netherlands**.^[1] It commemorates all civilians and members of the armed forces of the Kingdom of the Netherlands who have died in wars or peacekeeping missions since the outbreak of **World War II**.

Contents [hide]

- [1 Description](#)
- [2 See also](#)
- [3 References](#)
- [4 External links](#)

Description [edit]

Until 1961, the commemoration only related to the Dutch victims of **World War II**. Since 1961, the victims of other military conflicts (such as the **Indonesian National Revolution** in **Indonesia**) and peacekeeping missions (such as in **Lebanon** or **Bosnia**) are remembered on May 4 as well.

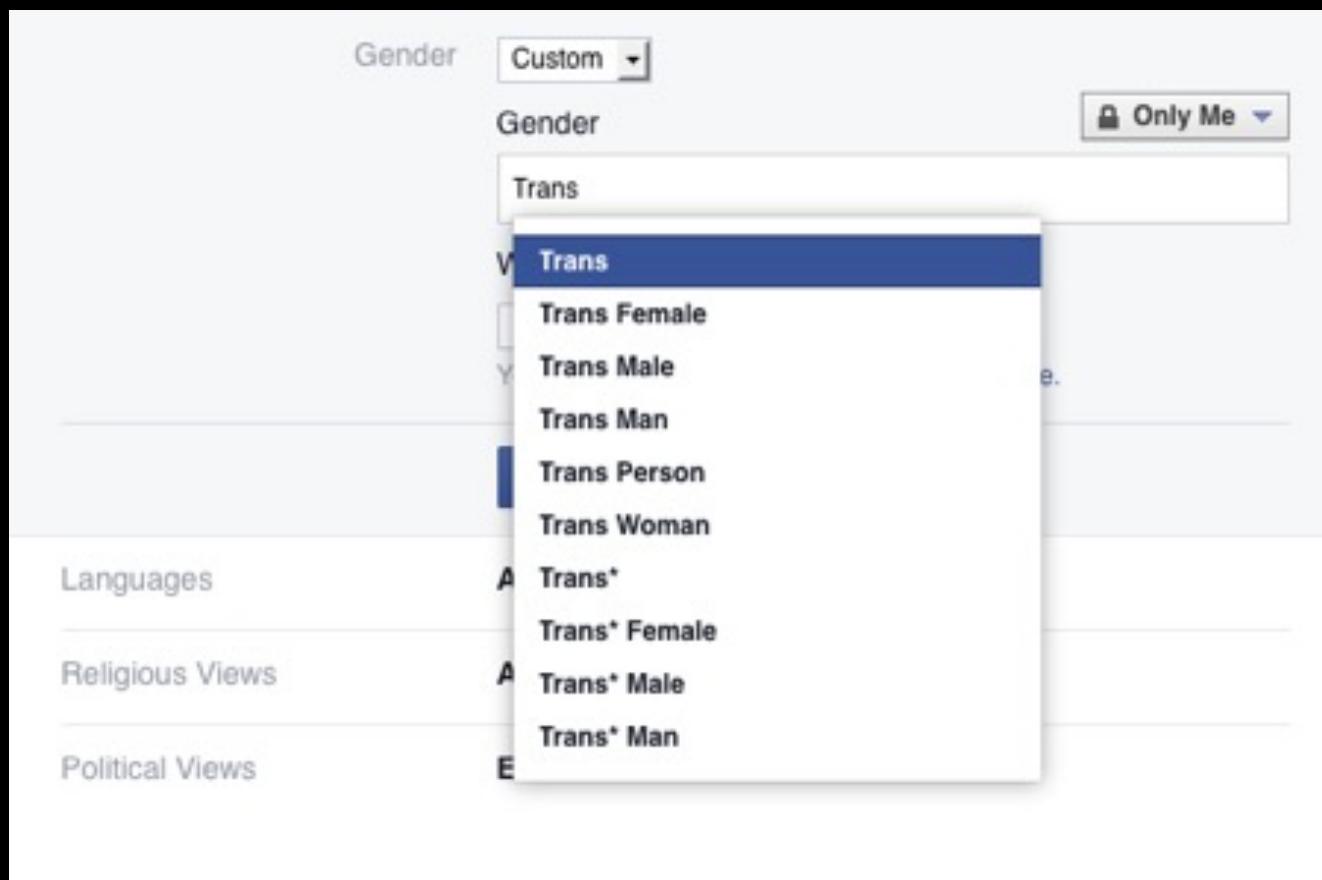
Traditionally, the main ceremonies are observed in **Amsterdam** at the **National Monument** on **Dam Square**. This ceremony is usually attended by members of the cabinet and the **royal family**, military leaders, representatives of the **resistance movement** and other social groups. At 20:00, two minutes of **silence** are observed throughout the **Netherlands**. Public transport is stopped, as well as all other traffic. Radio and TV only broadcast the ceremony.

Remembrance of the Dead



Commemoration ceremony at **Dam Square** in **Amsterdam** on **4 May** 2014

Official name	<i>Dodenherdenking</i>
Observed by	Netherlands
Type	Remembrance
Significance	Commemorates war dead
Observances	Two minutes of silence
Date	May 4
Frequency	Annual
Related to	Liberation Day



Gender

Custom ▾

Gender

🔒 Only Me ▾

What pronoun do you prefer?

Male: "Wish him a happy birthday!" ▾

Your preferred pronoun is 🌐 Public. [Learn more.](#)

[Save Changes](#)

[Cancel](#)

conditions, symptoms, treatments... 



Live better, together!™

Making healthcare better for everyone through sharing, support, and research

[Join now](#)

(it's free!)



Learn from others

Compare treatments, symptoms and experiences with people like you and take control of your health



Connect with people like you

Share your experience, give and get support to improve your life and the lives of others



Track your health

Chart your health over time and contribute to research that can advance medicine for all

Member Stories: The Napkin Notes Dad



"Our brother Stephen was living with ALS and we thought, 'there has to be a better way.' There is. By sharing our experiences, we can all contribute new data that can accelerate research and help create better treatments. Our experiences can actually change medicine... for good."

Jamie & Ben Heywood
Co-founders, PatientsLikeMe

News

[Results from PatientsLikeMe Survey Highlight Patient Beliefs About Medical Marijuana](#)

Our latest survey finds that patients with certain conditions who use medical marijuana believe it is the best available treatment for them, with fewer side effects than other options and few risks.

[PatientsLikeMe and the FDA Sign Research Collaboration](#)

conditions, symptoms, treatments... 

We offer more options for gender identity because male and female labels don't feel right to everyone. We ask for sex assigned at birth because that's a key piece of information used by medical researchers to inform new discoveries.

[Join now](#)

(it's free!)

The impact of gender identity on specific health conditions is still poorly understood; collecting information about it will help us look for patterns by gender as well as sex in the future.

Member Stories: The Napkin Notes Dad



Jamie & Ben Heywood
Co-founders, PatientsLikeMe

"Our brother Stephen was living with ALS and we thought, 'there has to be better ways to treat him'... so we got involved in research and all contribute new data that can accelerate research and help create better treatments. Our experiences can actually change medicine... for good."

News

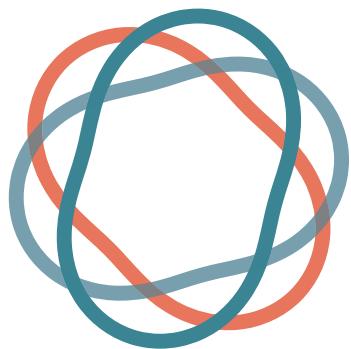
[FDA Survey Highlight Patient Beliefs](#)

Our latest survey finds that patients with certain conditions who use medical marijuana believe it is the best available treatment for them, with fewer side effects than other options and few risks.

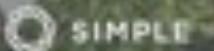
[PatientsLikeMe and the FDA Sign Research Collaboration](#)



Consider
the Context



S I M P L E



SIMPLE

FEATURES

REVIEWS

SIGN IN

The way banking should be



Watch the video

No fees, no worries

Open account

GET SIMPLE

IT'S A GOOD DAY

Your new Simple Visa® card is
here. Excited? We're a bit giddy.
Activate your card and try it out.
Please let us know what you think!

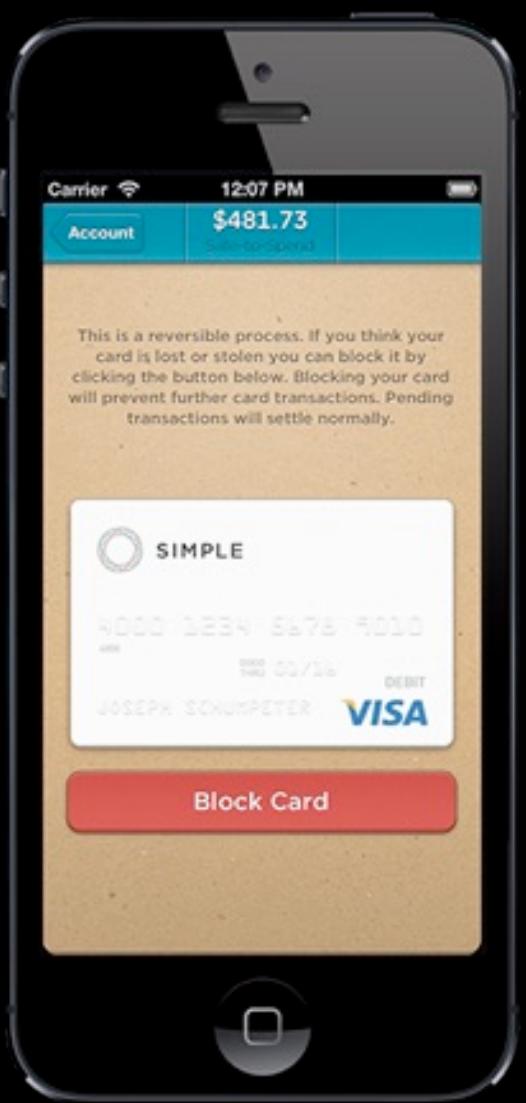
DETACH YOUR WALLET HERE

SIMPLE

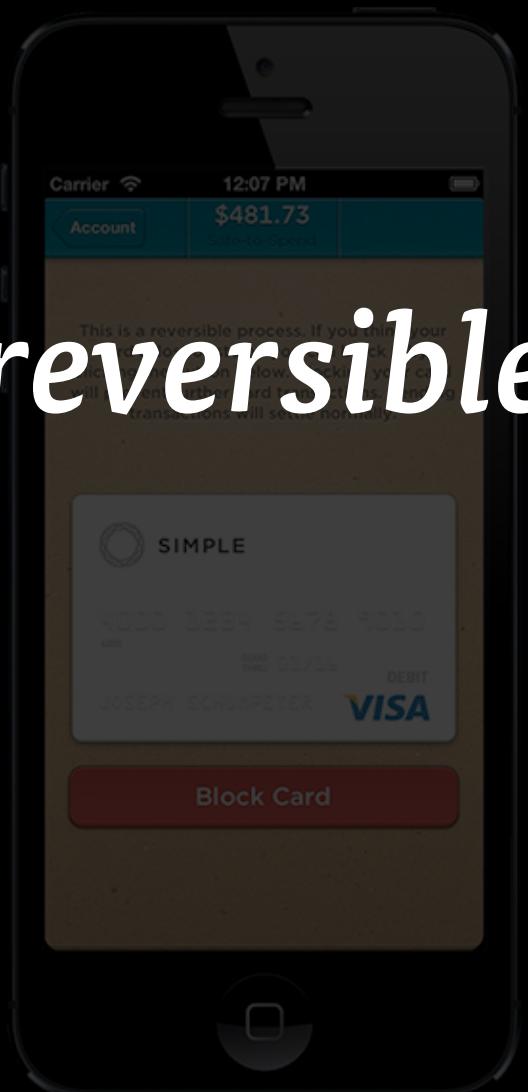


4811





“This is a reversible process.”



MailChimp®

Voice & Tone

CONTENT TYPES

Success Message

App Copy

Company Newsletter

B

App C

Public Site

Video Tutorial

Guide

Twitter, Facebook

Knowledge Base

Guide 2

Blog 2

Create List Form

Public Site 2

Press Release

Public Site 3

Legal Content

App Copy 3

Create List Form

Twitter, Facebook 2

Knowledge Base 2

Failure Message

Compliance Alert

Before you write for MailChimp, it's important to think about our readers. Though our voice doesn't change much, our tone adapts to our users' feelings. This guide will show you how that works.

“Before you write for MailChimp, it’s important to think about our readers. Though our voice doesn’t change much, our tone adapts to our users’ feelings.”

Voice & Tone

CONTENT TYPES

Success Message

App Copy

Company Newsletter

Blog

App Copy 2

Public Site

Video Tutorial

Guide

Twitter, Facebook

Knowledge Base

Guide 2

Blog 2

Create Account Form

Public Site 2

Press Release

Public Site 3

Legal Content

App Copy 3

Create List Form

Twitter, Facebook 2

Knowledge Base 2

Failure Message

Compliance Alert

SUCCESS MESSAGE



USER

Finished this week's campaign! Now I can enjoy the weekend.

USER'S FEELINGS

Relief

Pride

Joy

Anticipation

TIPS

- ✓ Pat these users on the back for getting a campaign out the door.
- ✓ They're probably feeling happy and relieved—use casual language that encourages those feelings.
- ✓ Feel free to be funny.

MAILCHIMP

Fine piece of work! You deserve a raise.

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Voice & Tone

CONTENT TYPES

Success Message

App Copy

Company Newsletter

Blog

App Copy 2

Public Site

Video Tutorial

Guide

Twitter, Facebook

Knowledge Base

Guide 2

Blog 2

Create Account Form

Public Site 2

Press Release

Public Site 3

Legal Content

App Copy 3

Create List Form

Twitter, Facebook 2

Knowledge Base 2

Failure Message

Compliance Alert

KNOWLEDGE BASE (RESEARCH)



USER

I wonder if I can create my emails in Word and paste them into MailChimp.

USER'S FEELINGS

Interest

Curiosity

TIPS

- ✓ Be straightforward. Your priority is to answer questions and inform readers.
- ✓ Avoid marketing speak.
- ✓ Keep your language and style consistent across articles.

MAILCHIMP

In general, it's not a good idea to use Microsoft Word to create email campaigns. Below we'll show you what kind of messy code ends up in campaigns when someone copies and pastes content from Word.

Voice & Tone

CONTENT TYPES

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Twitter, Facebook 2

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Failure Message

Compliance Alert

FAILURE MESSAGE



USER

What went wrong? I really need to get this campaign out.

USER'S FEELINGS

Confusion

Stress

Anger

TIPS

- ✓ Offer a solution or next step.
- ✓ Be straightforward. Explain what's going on right away.
- ✓ Be calm. Don't use exclamation points or alarming words like "alert" or "immediately."
- ✓ Be serious. Don't joke around with people who are frustrated.

MAILCHIMP

We're experiencing a problem at one of our data centers. Our engineers are on the case, and will have things back to normal shortly.

“We focus on clarity over cleverness and personality. We are not in an industry that is associated with crisis, but we don’t know what our readers and customers are going through. And our readers and customers are people. They could be in an emergency and they still have to use the internet.”

— Kate Kiefer-Lee



Kate Kiefer Lee

BLOG HELLO WRITING SPEAKING BOOK

My Favorite Editing Tip: Read It Aloud

May 6, 2014

I read everything I publish out loud. Last week I read several chapters of the book aloud and made a bunch of tiny changes in the process.

Here's what reading your work out loud can help you do:

Catch errors. You can scan something a hundred times and still miss an error. But when you read out loud, you can't help but stumble over typos and missing words.

Improve your flow. Reading out loud helps you write in a way that reflects your speech patterns and

Kate Kiefer Lee

BLOG HELLO WRITING SPEAKING BOOK

My Favorite Editing Tip: Read It Aloud

May 6, 2014

WWAHD?

I read everything I push out loud. Like we all read, I map out my book ahead and made a bunch of tiny changes in the process.

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Improve your flow. Reading out loud helps you write in a way that reflects your speech patterns and



Value ~~Users~~
People

conditions, symptoms, treatments...



Live better, together!™

Making healthcare better for everyone through sharing, support, and research

[Join now](#)

(it's free!)



Learn from others

Compare treatments, symptoms and experiences with people like you and take control of your health



Connect with people like you

Share your experience, give and get support to improve your life and the lives of others



Track your health

Chart your health over time and contribute to research that can advance medicine for all

Member Stories: The Napkin Notes Dad



"Our brother Stephen was living with ALS and we thought, 'there has to be a better way.' There is. By sharing our experiences, we can all contribute new data that can accelerate research and help create better treatments. Our experiences can actually change medicine... for good."

Jamie & Ben Heywood
Co-founders, PatientsLikeMe

News

[Results from PatientsLikeMe Survey Highlight Patient Beliefs About Medical Marijuana](#)

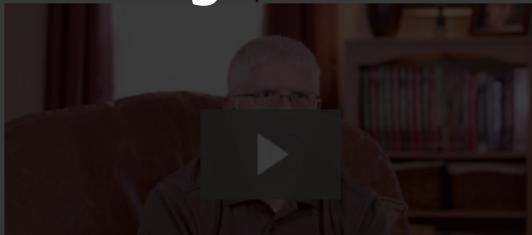
Our latest survey finds that patients with certain conditions who use medical marijuana believe it is the best available treatment for them, with fewer side effects than other options and few risks.

[PatientsLikeMe and the FDA Sign Research Collaboration](#)



“People get incredibly frustrated if they feel like they have to lie. If you have a required set of questions, they have to give an answer, and it makes people feel uncomfortable when they don’t know and have to make something up. We don’t want people to have to tell us information they don’t have, and people will have different limits about what they are comfortable sharing.”

Watch Stories: [Mr Napkin Notes Dad](#)



Jamie & Ben Heywood
Co-founders, PatientsLikeMe

“Our brother Stephen was living with ALS and we thought, ‘there has to be a better way.’ There is. By sharing our experiences, we can all contribute new data that can accelerate research and help create better treatments.

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News

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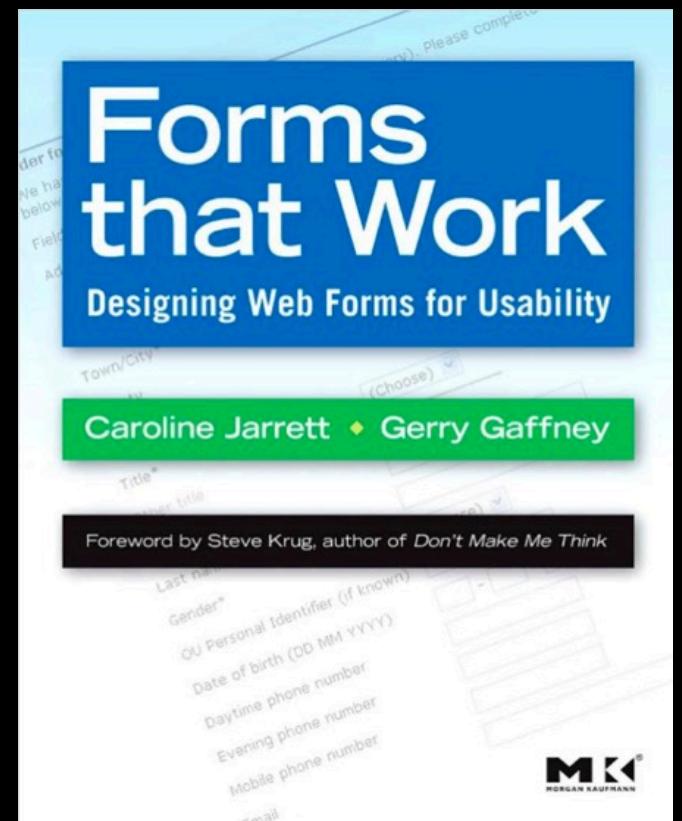
— Kate Brigham

PatientsLikeMe users with certain conditions who use medical marijuana believe it is the best available treatment for them, with fewer side effects than other options and few risks.

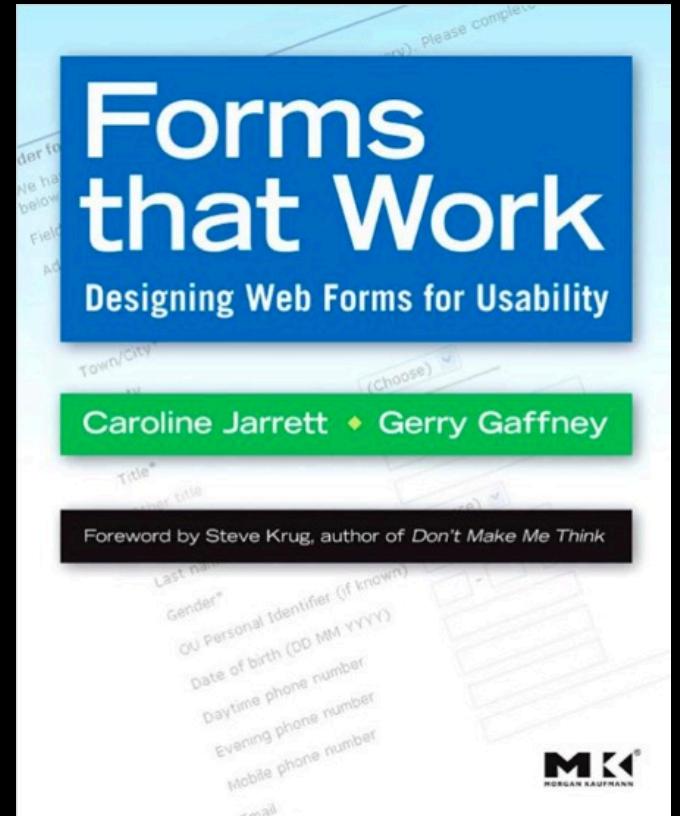
[PatientsLikeMe and the FDA Sign Research Collaboration](#)

The Question Protocol

- Who within your organization uses the answer?
- What do they use the answers for?
- Is an answer required or optional?
- If an answer is required, what happens if a user lies just to get through the form?

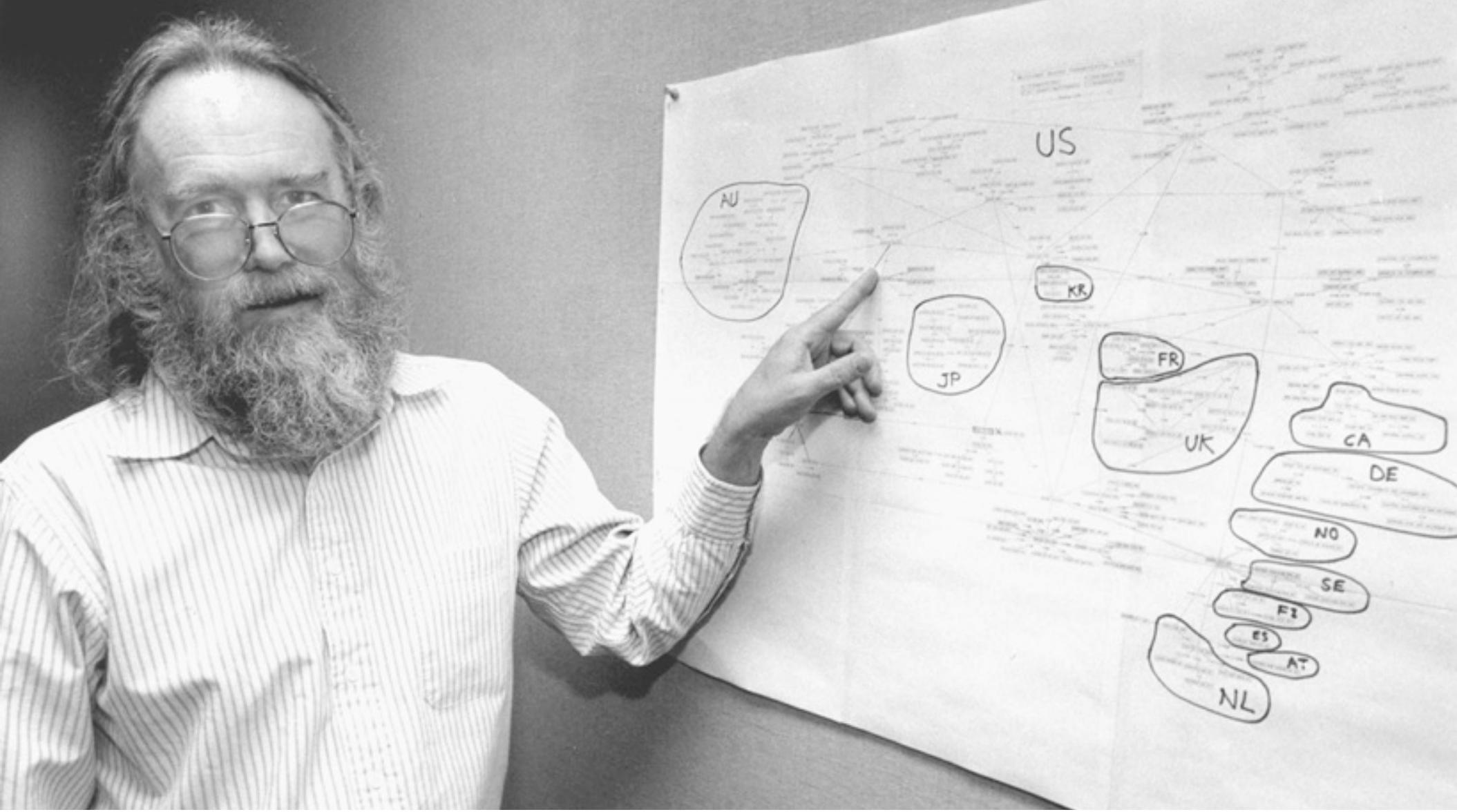


“A question protocol can help to create a discussion about the true business value of each question a web form asks. If you know exactly what decision your organization will make based on the data a web form collects, you can quantify the value of that decision and weigh it against the cost of collecting the data.”



Making the Case







- It will make money.
- It will save money.
- It will decrease risk.



„One way that empathy manifests itself is courtesy... It's not just about having a veneer of politeness, but actually trying to anticipate someone else's needs and meeting them in advance.”

— Stewart Butterfield



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Births, deaths, marriages and care

Parenting, civil partnerships, divorce and
Lasting Power of Attorney

Business and self-employed

Tools and guidance for businesses

Childcare and parenting

Includes giving birth, fostering, adopting,
benefits for children, childcare and schools

Citizenship and living in the UK

Voting, community participation, life in the
UK, international projects

Crime, justice and the law

Legal processes, courts and the police

Disabled people

Includes carers, your rights, benefits and
the Equality Act

Driving and transport

Includes vehicle tax, MOT and driving
licences

Education and learning

Includes student loans, admissions and
apprenticeships

Employing people

Includes pay, contracts and hiring

Environment and countryside

Includes flooding, recycling and wildlife

Housing and local services

Owning or renting and council services

Money and tax

Includes debt and Self Assessment

Passports, travel and living abroad

Includes renewing passports and travel
advice by country

Visas and immigration

Visas, asylum and sponsorship

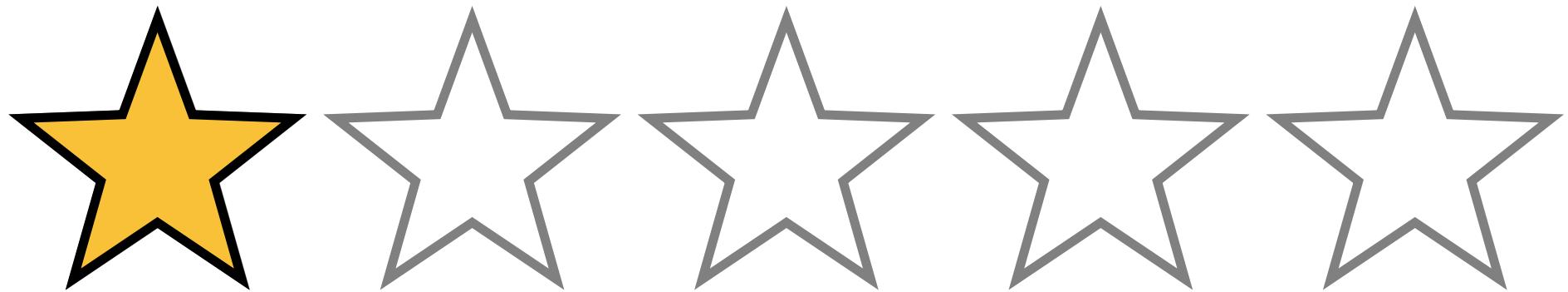
Working, jobs and pensions

Includes holidays and finding a job

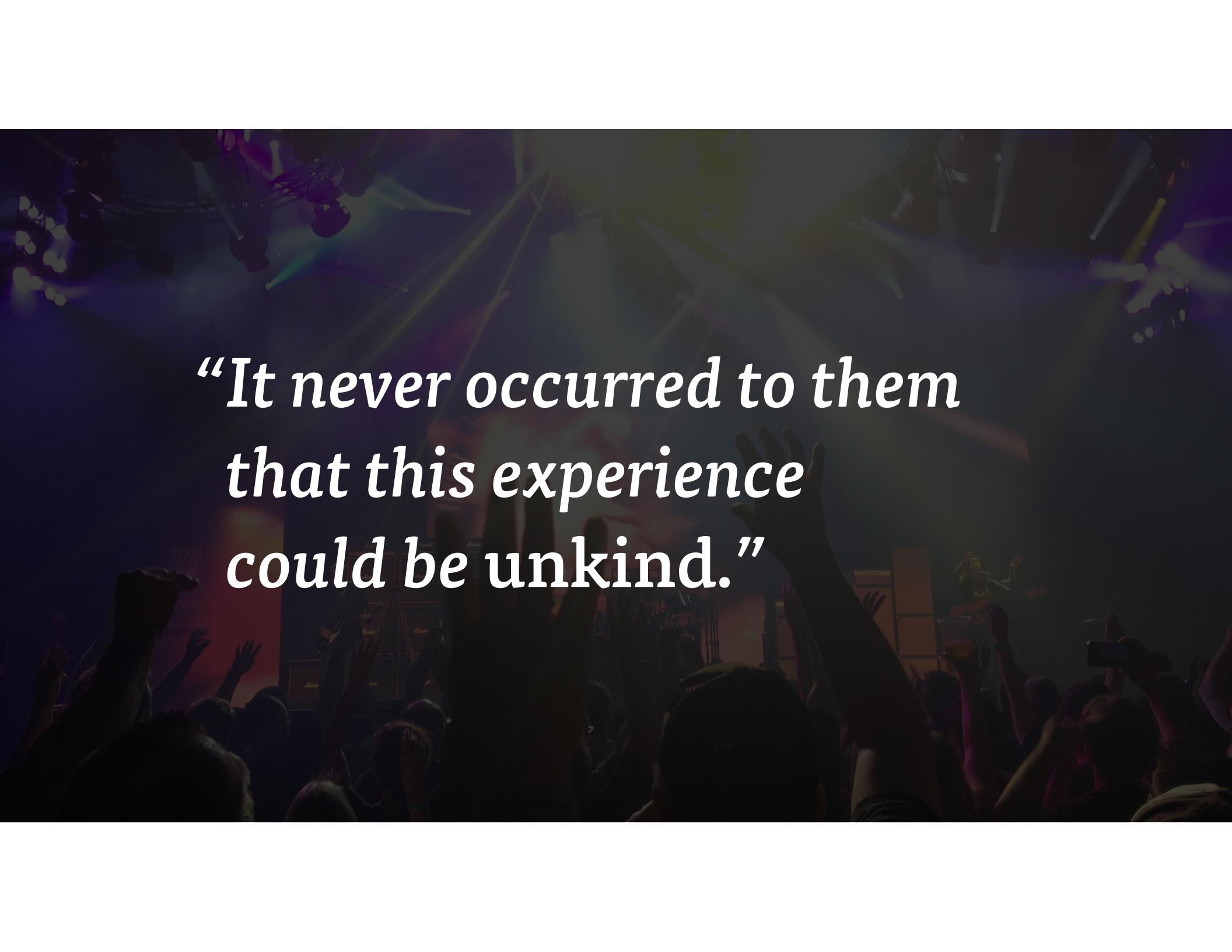
IT'S DANGEROUS TO GO
ALONE! TAKE THIS.









A dark, atmospheric photograph of a concert. In the center, a band is performing on stage under bright, colorful spotlights. The stage floor is visible with some equipment. In the foreground, the silhouettes of many audience members' heads and raised hands are visible, creating a sense of a large, energetic crowd.

*“It never occurred to them
that this experience
could be unkind.”*

A dark, grainy photograph of a concert stage. Bright stage lights in various colors (blue, green, yellow) illuminate the scene. A band is visible on stage, and a large crowd of people is in the foreground, many with their hands raised. The overall atmosphere is energetic and celebratory.

*“We are what we repeatedly do.
Excellence, therefore, is not
an act, but a habit.”*

— Aristotle

“There’s actually a much deeper level of [empathy] that you would call compassion. What that means is that you have genuine emotional feeling for the struggles that someone is going through and you are spontaneously moved to help them because you feel them.”

— Karen McGrane





Thank you.

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