

Speak Interface

Jess Martin

Relevance

17/05/2010



Rule #1

Know the person

Speak Interface

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17/05/2010

Ugly!

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Speak Interface

Jess Martin ← Comic sans?
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Software is for people

Talk Overview

- Constructionist Communication Theory
- Ontology
- Epistemology
- Axiology
- Framework for user-centric communication

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Rule #2

Know their purpose

Overview

Know the person

Know the purpose

Know the priority



Rule #3

Know the priority

Overview

Know the person

Know the purpose

Know the priority

Overview

Know the person

Know the purpose

Know the priority

Design a **PAGE** by

knowing { **PERSON**
PURPOSE
PRIORITY

I'm Jess

I build web
applications

I work at Relevance

Let's build something
together



Meet Michael

Michael is a designer

Meet Jon



Jon is a developer

Jon ~ Function
Michael ~ Form

Meet the client



The client wants it
done

Typical development process

Who's missing from
this picture?

The user!

Software is for people

Three Questions

WHO is the user?

WHY are they here?

WHAT is most important?

PERSON

WHO is the user?

PURPOSE

WHY are they here?

PRIORITY

WHAT is most important?

PERSON

WHO is the user?

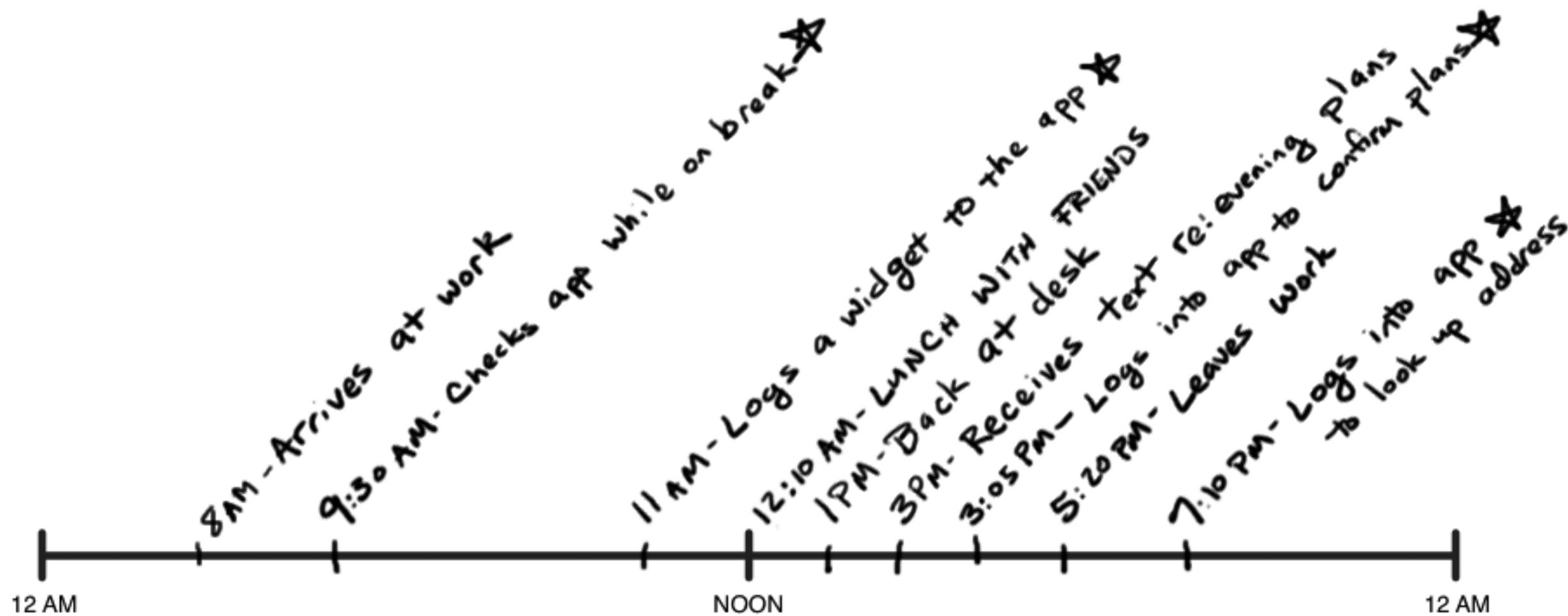
Software is for people

Day in the life

Exercise #1



Christine Wainu



Gotta Wanna

Exercise #2



Thursday, May 27, 2010

PURPOSE

WHY are they here?

Back-seat Driver

Exercise #1

Imagine showing the
page to your mom.
What would you tell
them to click next?

Cotton-Eyed Joe

Exercise #2

♪ Where did ya come from? ♪

♪ Where did ya go? ♪

Where is the user in
the flow of the
application?

PRIORITY

WHAT is most important?

You know the PERSON
and the PURPOSE

MVP Test

Exercise #1

What's the single most
important information
on the page?

Squint Test

Exercise #2

Squint at the page.

What stands out?

Font Size Test

Exercise #3

What's the largest font
size on the page?

WHO is the user?

- Day in the Life
- Gotta Wanna

WHY are they here?

- Back-seat Driver
- Cotton-Eyed Joe

WHAT is most important?

- MVP Test
- Squint Test
- Font Size Test

Questions?

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Feedback: <http://spkr8.com/t/3336>

Slides: <http://github.com/jessmartin/talks>