

I'm Jess

I build web  
applications

# I work at Relevance

# Design a **PAGE** by

knowing { **PERSON**  
**PURPOSE**  
**PRIORITY**

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

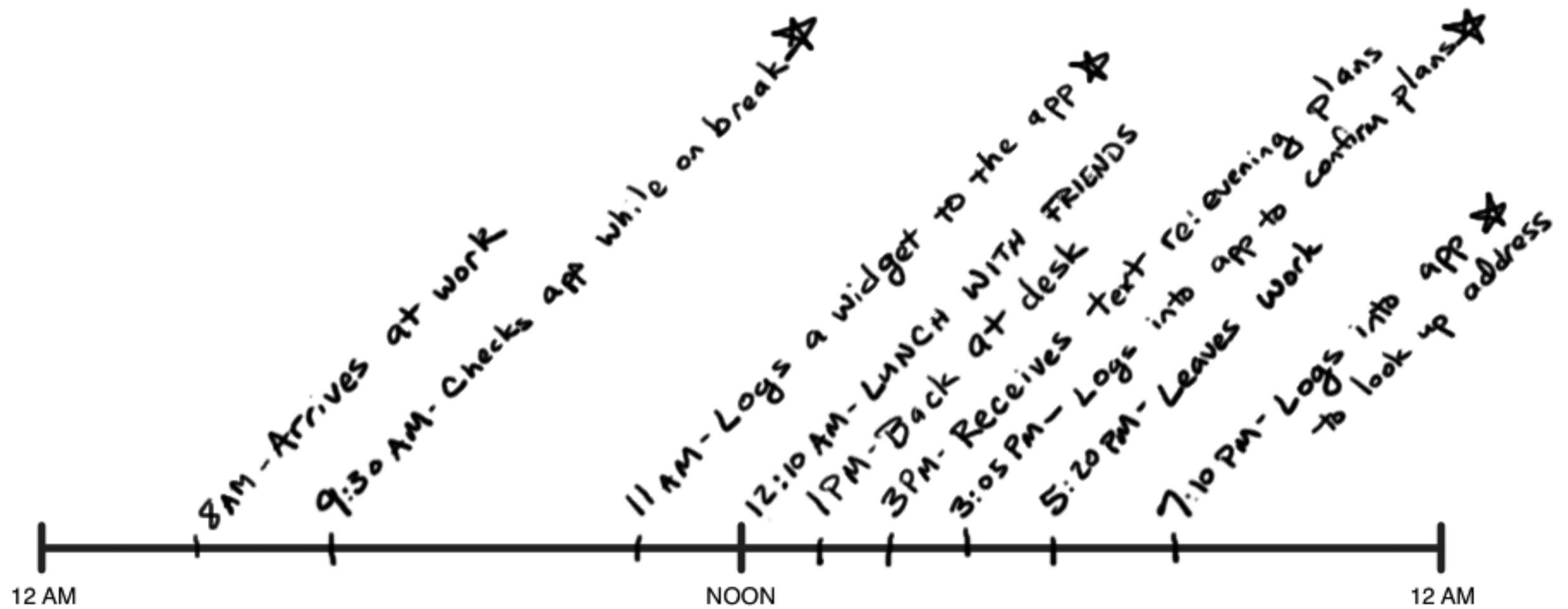
# **Day in the life**

## **Exercise #1**



Christine Wainu





# **Gotta Wanna**

## Exercise #2



Friday, May 28, 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?

@jessmartin

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

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