

Design a **PAGE** by

knowing { **PERSON**
PURPOSE
PRIORITY

I'm @jessmartin

I build web
applications

I work at
@thinkrelevance

Let's build something
together



Meet Michael

A black and white portrait of a man with a beard and glasses, wearing a cap and holding a camera, with the text "Michael is a designer" overlaid.

Michael
is a designer

Michael likes...

canvas shoes

canvas shoes
the color mauve

canvas shoes
the color mauve
loft apartments

Meet Jon



Jon is a developer



Jon likes...

big O notation

big O notation

being called a “rock star”

big O notation

being called a “rock star”

source control

Jon ~ Function

Michael ~ Form

Meet the client



The client wants it
done

Typical development process

Who's missing from
this picture?

Client

The user!

Developer

Designer

Software is for people

Three Questions

WHO is the user?

WHY are they here?

WHAT is most important?

PERSON: Who is the user?

The following exercises are designed to help you become more user-centered.

A Day In The Life

Imagine a day in the life of your user. When and where does your user go? Below, annotate the activities a user goes through during the day and where they interact with your application.

12 AM

Gotta Wanna

Does your user want to use your application? Determine what drives your user in using the application.

List the user's possible reasons for using the application. List the punishment external or internal to the user?

Usability Tools

PURPOSE: Why are they using it?

The following exercises are designed to help you communicate the purpose of your application.

Back-Seat Driver

Imagine showing the page to someone you know. You are the back-seat driver. What would you tell them to click next?

What would you tell them to click next?

Cotton-Eyed Joe

You know the lyrics to the song: "where did you go?"

Where is your user in the flow of the application?

Usability Tools

PRIORITY: What is most important?

The following exercises are designed to help you communicate the user's priority.

MVP Test

Imagine you could only communicate one thing to the user. What is the most valuable piece of information that you would choose to communicate?

First?

Second?

Third?

No more than three!

If you already have a design or wireframe, you can evaluate whether it conforms to the MVP with the following two exercises.

Squint Test

Squint at the page. What stands out to you more than anything?

Font Size Test

Look at the font sizes on the page. What has the largest font size on the page? Next largest?

Usability Tools

PERSON

WHO is the user?

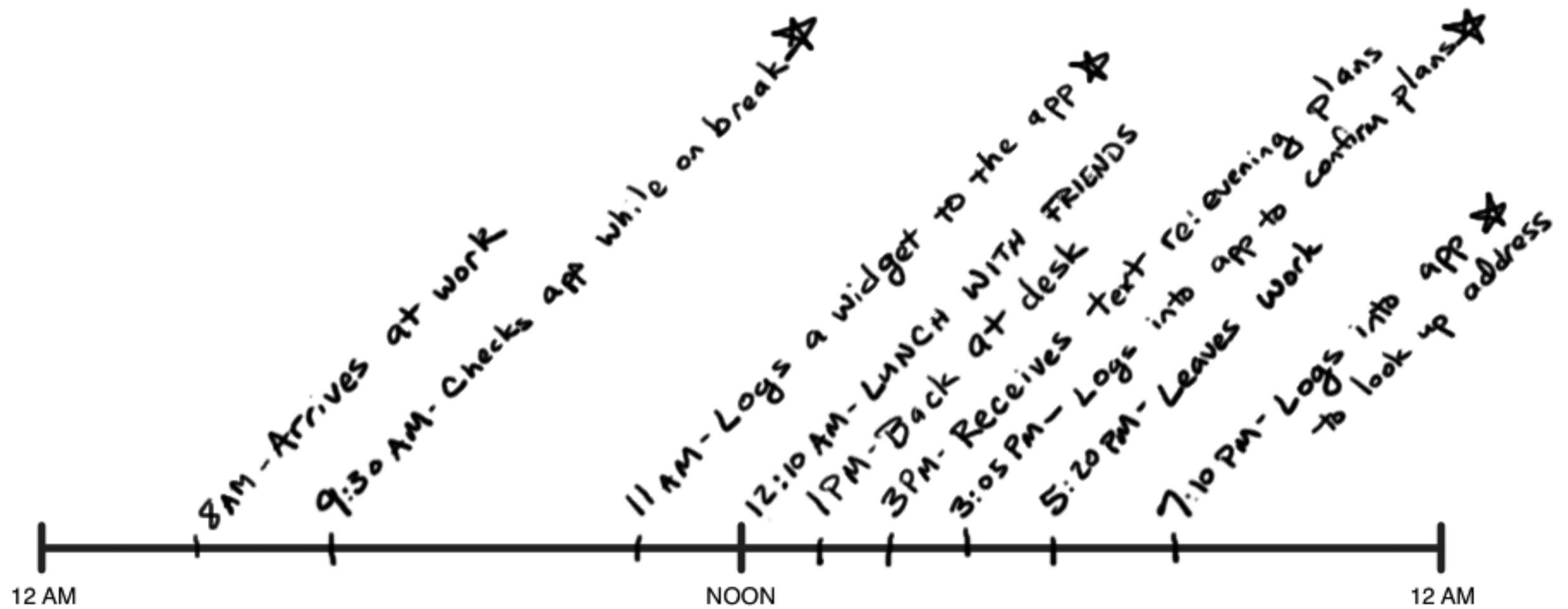
Software is for people

Day in the life

Exercise #1



Christine Wainu



Gotta Wanna

Exercise #2



Thursday, June 10, 2010

Extrinsic vs Intrinsic

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?

[Shop All Departments](#)

Search

All Departments

GO



Cart

[Your Lists](#)

Add **\$13.45** of eligible items to your order to qualify for
FREE Super Saver Shipping! [Some restrictions apply.](#)

Get the Amazon.com Rewards Visa® Card and **Get \$40 Back**



Your current subtotal:

\$ 11.55

Amazon.com Visa savings:

- \$ 40.00

Your cost after savings:

\$ 0.00

Savings remaining:

\$ 28.45

[Sign up now](#)

Customers Who Bought *Zen and the Art of Motorcycle Maintenance: An Inquiry into Values (P.S.)* Also Bought

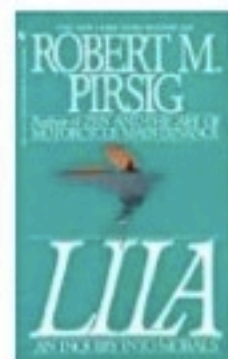


Guidebook to Zen and the Art of Motorcycle Maintenance

by Ronald L. Disanto

Price: ~~\$46.00~~ **\$11.55** ★★★★★ (8)

Used & new from \$3.29

[Add to Cart](#)

Lila: An Inquiry Into Morals

by Robert M. Pirsig

Price: ~~\$7.99~~ ★★★★★ (87)

Used & new from \$0.01

[Add to Cart](#)

Zen and Now

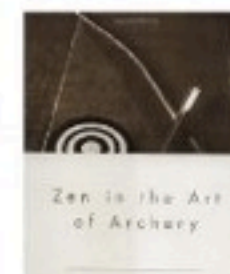
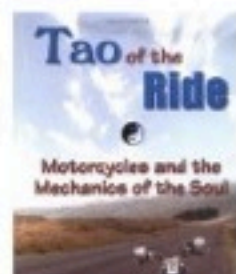
by Mark Richardson

Price: ~~\$46.00~~ **\$10.20** ★★★★★ (14)

Used & new from \$8.96

[Add to Cart](#)

Customers Who Shopped for *Zen and the Art of Motorcycle Maintenance: An Inquiry into Values (P.S.)* Also Shopped For



YOUR SHOPPING CART

[Proceed to Checkout](#)

Wait! Add **\$13.45** of eligible items to your order to qualify for **FREE Super Saver Shipping.**

[See details](#)

☐ Show gift options during checkout

Added to your Shopping Cart:

[Zen and the Art of Motorcycle Maintenance: An Inquiry into Values \(P.S.\)](#) - Robert M. Pirsig
Paperback

Condition: New

\$11.55

- quantity: 1

subtotal = \$11.55[Edit shopping cart](#)[Proceed to Checkout](#)

[Sign in](#) to turn on 1-Click ordering.

Items in your Shopping Cart always reflect the most recent price displayed on their product pages.

**Please review and submit your order**

By placing your order, you agree to Amazon.com's privacy notice and conditions of use.

Review the information below, then click "Place your order."

[▶ Place your order](#)

Shipping Details**Shipping to:**[Change](#)

Jess Martin
7400 STONECLIFF DR APT 203
RALEIGH, NC 27615-7748
United States
Phone: 979 215-6777

Shipping Options: [\(Learn more\)](#)

Save \$3.99: To get this order with FREE Two-Day Shipping, start an Amazon Prime membership
[» Learn More](#)

Choose a shipping speed:

- ☒ Standard Shipping (3-5 business days)
☐ Two-Day Shipping **--get it Friday, June 11!**
☐ One-Day Shipping **--get it tomorrow Thursday, June 10!**

Need to [Change quantities or delete](#)?

Estimated delivery date for this item: June 14, 2010

Zen and the Art of Motorcycle Maintenance: An Inquiry into Values (P.S.) - Robert M. Pirsig

\$11.55 - Quantity: 1 - In Stock - **Eligible for Amazon Prime shipping rates:** [join now](#)

Condition: New

Sold by: Amazon.com, LLC

Gift options None [Change](#)

Order Summary

Items:	\$11.55
Shipping & Handling:	\$3.99
<hr/>	
Total Before Tax:	\$15.54
Estimated Tax:	\$0.00

Order Total: \$15.54

[Why didn't I qualify for FREE Super Saver Shipping?](#)

Have any gift cards, gift certificates or promotional claim codes? [\(Learn more\)](#)

Enter them here (one at a time):

[Apply](#)**Payment Method:**[Change](#)

Visa : ***-6310

Exp: 07/2011

Billing Address: [Change](#)

Jess Martin
7400 STONECLIFF DR APT 203
RALEIGH, NC 27615-7748
United States
Phone: 979 215-6777

Review the information above, then click "Place your order."

[▶ Place your order](#)

PRIORITY

WHAT is most important?

You know the PERSON
and the PURPOSE

MVP Test

Exercise #1

Most Valuable Piece of information

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

Variations

Design for Mobile First

Variation #1

credit: Luke W

“Losing 80% of your screen space forces you to **focus**. You need to make sure that what stays on the screen is the **most important set of features** for your customers and your business.”

- Luke W

Design From Inside Out

Variation #2

credit: Ryan Singer

“It forces you to **focus on what matters most first**, what matters second-most second, etc. When you nail the core the majority of the UI value has already been delivered.”

- Ryan Singer

Evaluating the **MVP**

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

Software is for people

Questions?

@jessmartin

Slides & Worksheets: SpeakInterface.com

Feedback: <http://spkr8.com/t/3440>