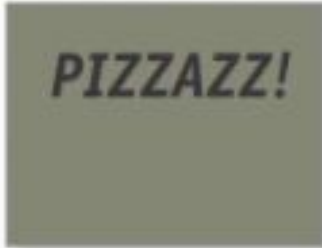


Chapter 8:

The Farmer and the Cowman Should Be Friends

Nicki Padar
Shelby Ganzert



CEO



Developer



Designer



Business Development

Farmers vs Cowmen

The players on a Web team have very different perspectives on what constitutes as good Web design based on what they do for a living.

The Myth of the Average User

THERE IS NO AVERAGE USER

All web users are unique and all web use is basically *idiosyncratic*

TESTING

(there's no substitute for it)

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	1	2	3	4
	<div>📅 4:10p Learning En</div>	<div>📅 Audience-Resear</div> <div>📅 Needfinding</div> <div>📅 User-Goals</div> <div>📅 Visual-Research</div>	<div>📅 In Class #5</div>	<div>📅 Paper Prototype</div> <div>📅 Storyboards</div>		
5	6	7	8	9	10	11
	<div>📅 10p Learning Env</div> <div>📅 10p Week-8-Dise</div>	<div>📅 Interactive Proto</div> <div>📅 Site Flow</div> <div>📅 User Flow</div> <div>📅 Wireframe</div>	<div>📅 Journal Entry #3</div>	<div>📅 Comps</div> <div>📅 Interactive Proto</div> <div>📅 Style Tile</div>		
12	13	14	15	16	17	18
		<div>📅 Interactive Proto</div> <div>📅 Target Audience</div>		<div>📅 Target Audience</div>		
19	20	21	22	23	24	25














- Shelby Ganzert
- AHI 189 001 WQ 2017
- DES 157 WQ 2017
- EDU 110 001 WQ 2017
- PHE 001 304 WQ 2017
- AHI 183B A01 FQ 2016
- EDU 115 001 FQ 2016
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