

A black and white photograph of five diverse business professionals—three men and two women—smiling and laughing together. They are dressed in professional attire, including suits and blouses. The lighting is bright, creating a positive and collaborative atmosphere.

Designing for the Right Audience

Danielle Arvanitis



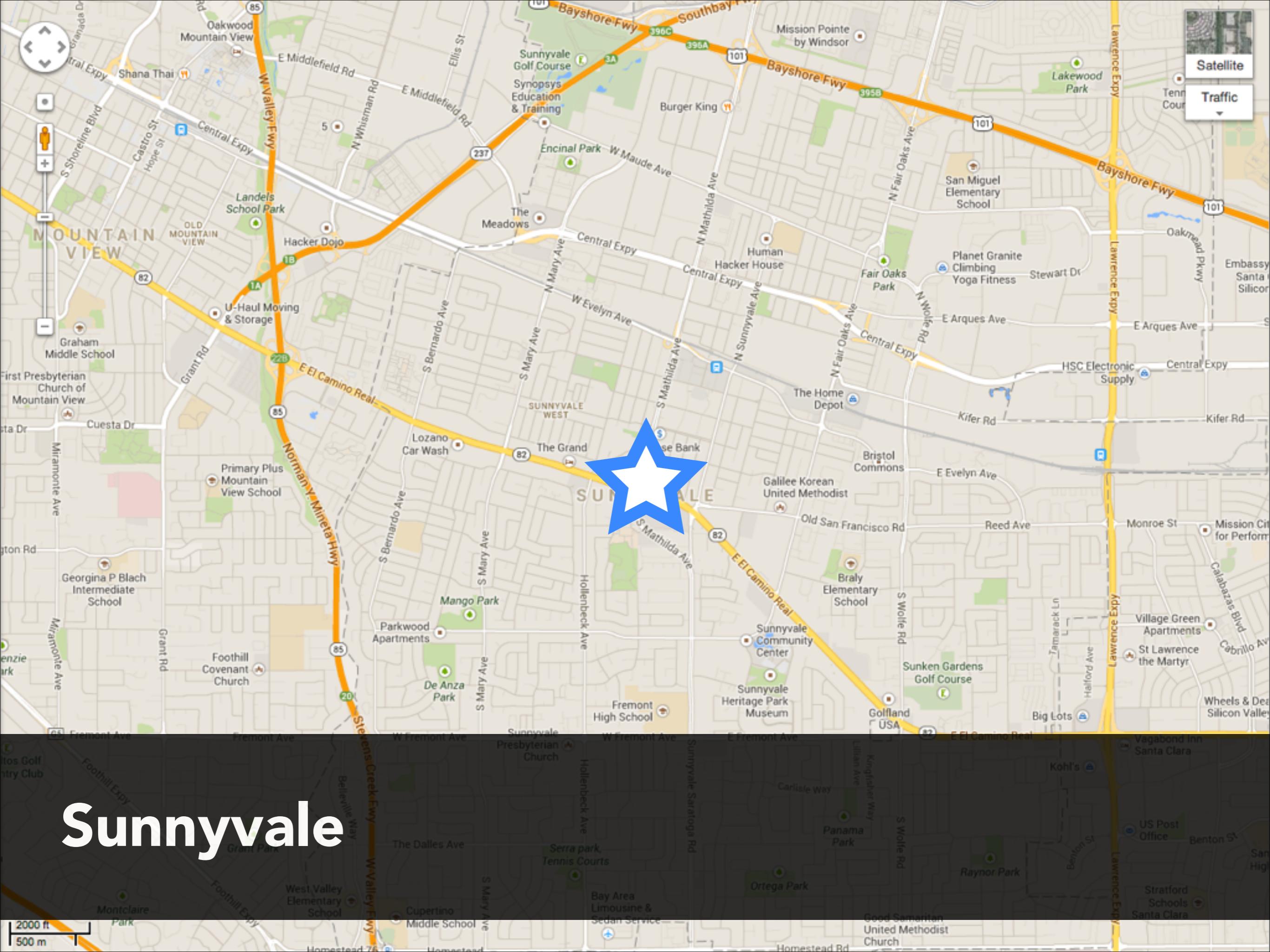


Plaid is the new flat

—Tim Burks



John Maeda, KPCB



Sunnyvale

The image displays two side-by-side screenshots of a mobile application interface, likely from an iPhone, showing an inbox and a tasks list.

Inbox Screen (Left):

- Header:** Verizon 3G, 11:47 AM, battery level.
- Section Header:** Yesterday
- Item 1:** Matt C, RE: Copy of W9, 5:59 PM. Message: "The pleasure was definitely ours. I've attached a signed copy for you. Please let us know if you have any questions."
- Item 2:** Sabine K, Nine Ways to Improve User Experience..., 12:51 PM. Message: "5 basics that we should embrace immediately: <http://css-tricks.com/nine-ways-to-improve-user-experience/>"
- Section Header:** Older
- Item 3:** Katrina B, RE: Photo for Executive Team presentation, 11/16/12. Message: "Don't forget to take Renee's name off. Katrina M. Bayne | Executive Assistant, Office of the CEO & COO"
- Item 4:** Katrina B, RE: Photo for Executive Team presentation, 11/16/12. Message: "A photo of King? Katrina M. Bayne | Executive Assistant, Office of the CEO & COO"

Bottom Navigation Bar:

- Email
- Calendar
- Contacts
- Tasks
- Docs

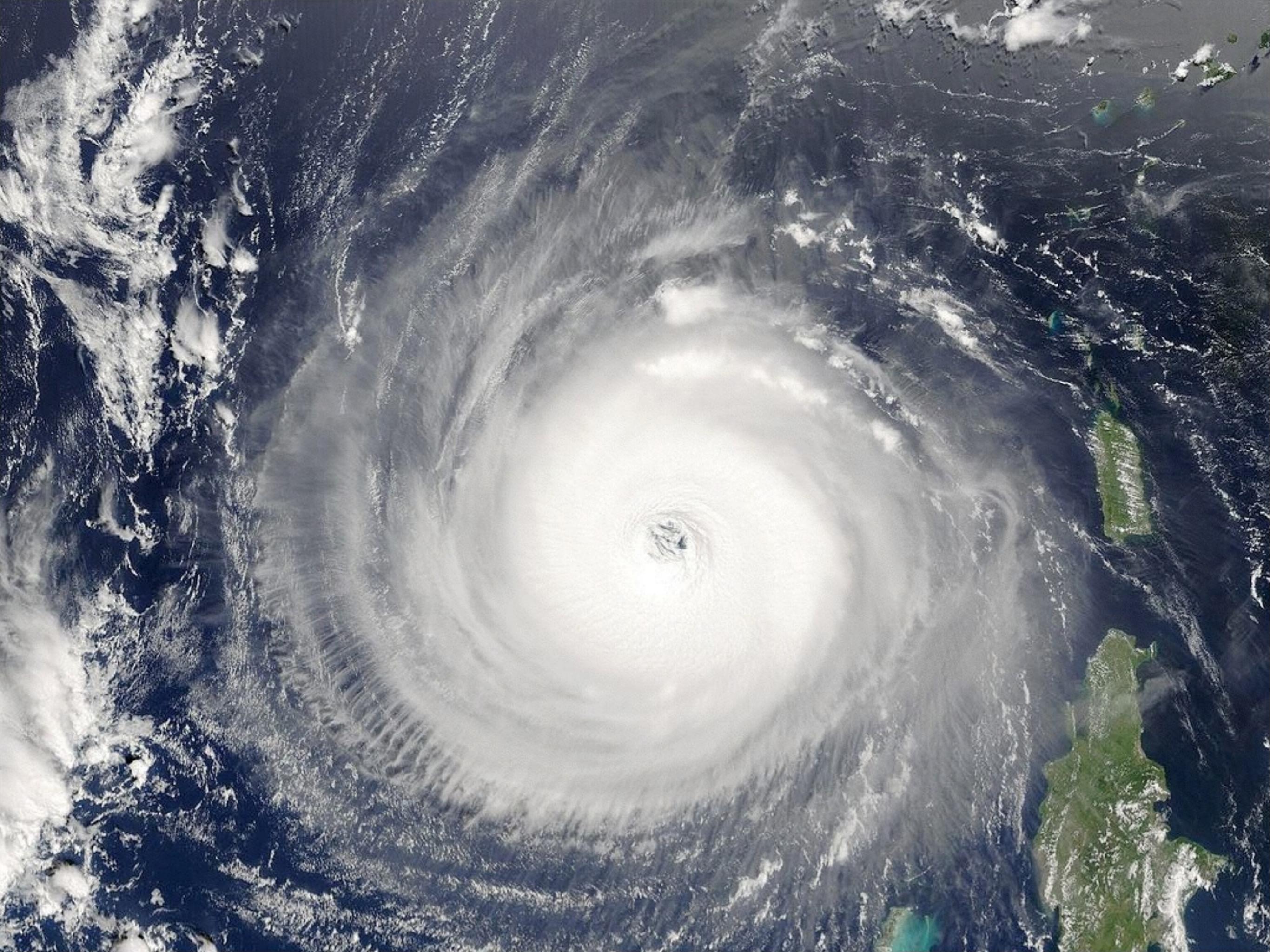
Tasks Screen (Right):

- Header:** Verizon 3G, 3:35 PM, battery level.
- Section Header:** Tasks
- Filter Buttons:** Completed, Due Date, No Due Date.
- Section Header:** This Week (Jan 6 - 12, 2013)
- Task:** Project X: Gather data, due Fri, Jan 11, 2013
- Section Header:** Next Week (Jan 13 - 19, 2013)
- Task:** Project X: Compile data, due Fri, Jan 18, 2013
- Section Header:** Upcoming
- Task:** Project X: Write report, due 1/25/13
- Task:** Project X: Present report, due 1/28/13
- Task:** 2012 expense deadline, due 1/31/13

Bottom Navigation Bar:

- Email
- Month
- Contacts
- Tasks
- Docs

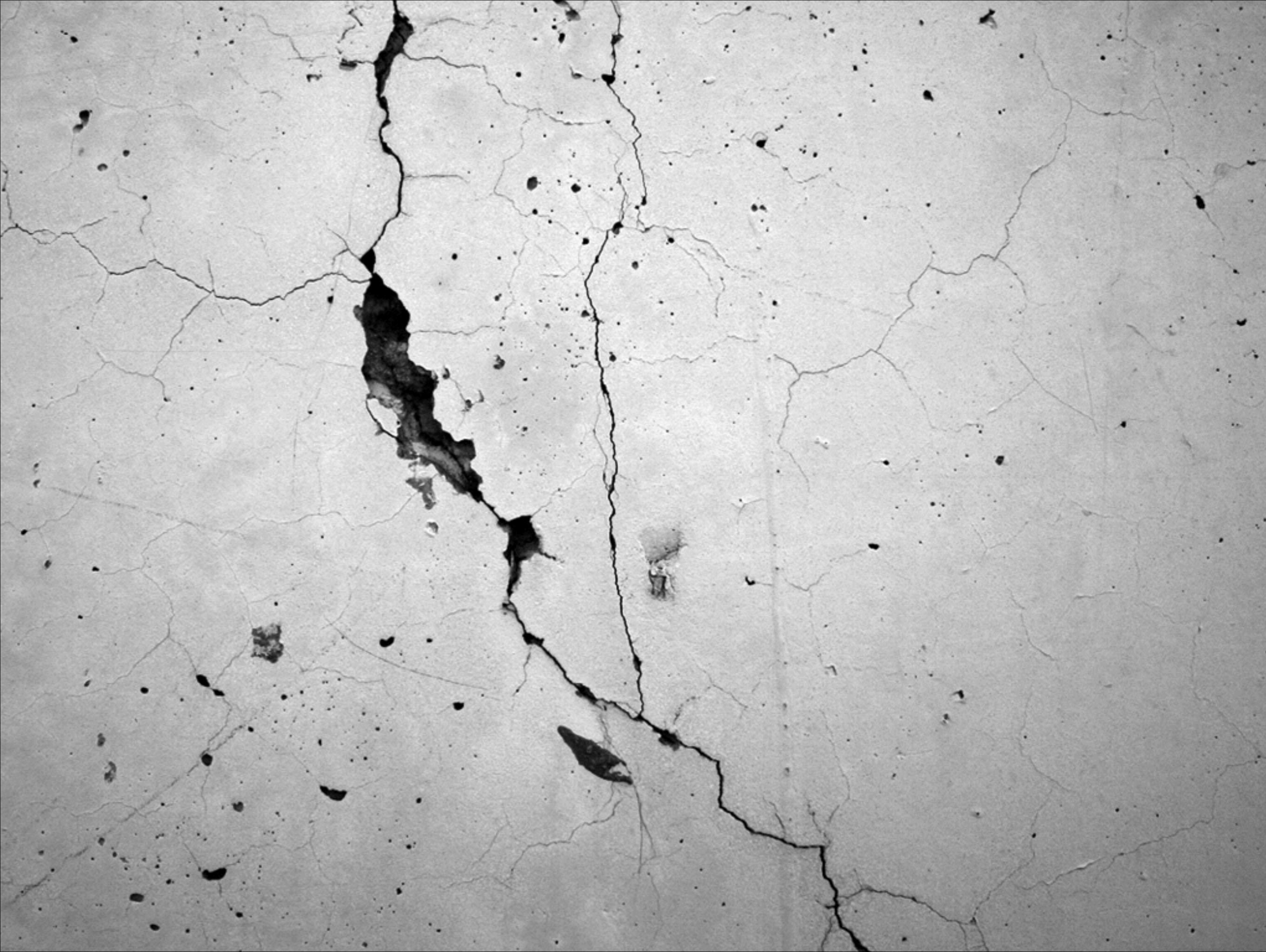














**Designing for the
wrong audience**



Designing for ourselves

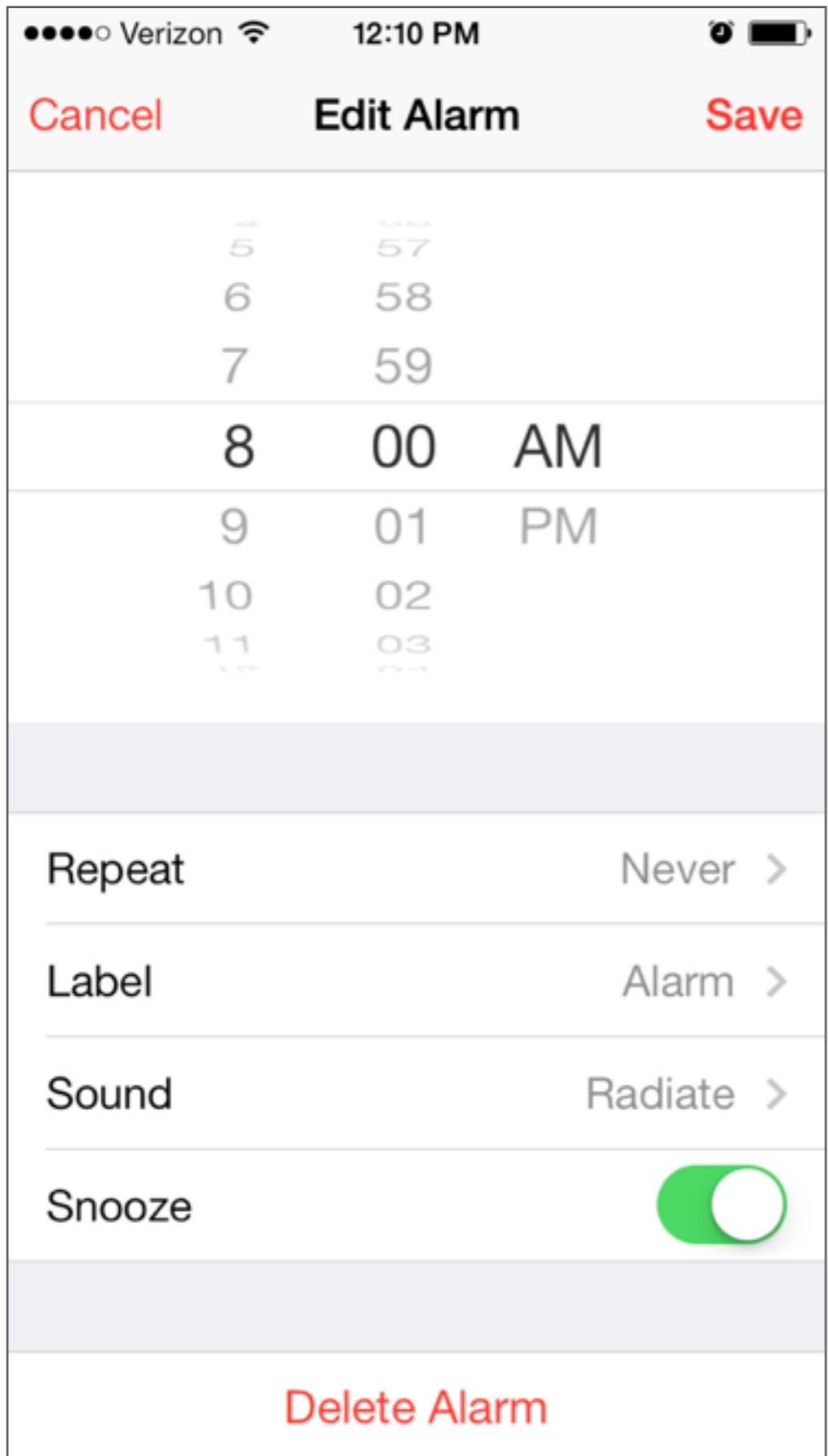




Designing for design peers



Designing for the marketing department



7 avg

11 high

4 low

15.

John Wootton's Imp' Flying Machine.

No 54,992, Patented May 22, 1866

54,992.
U.S.

Fig. I.

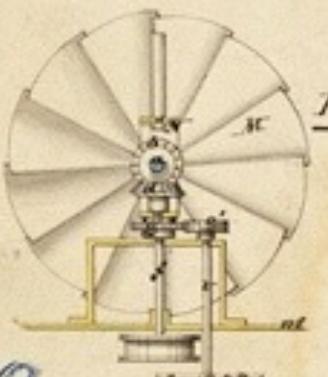
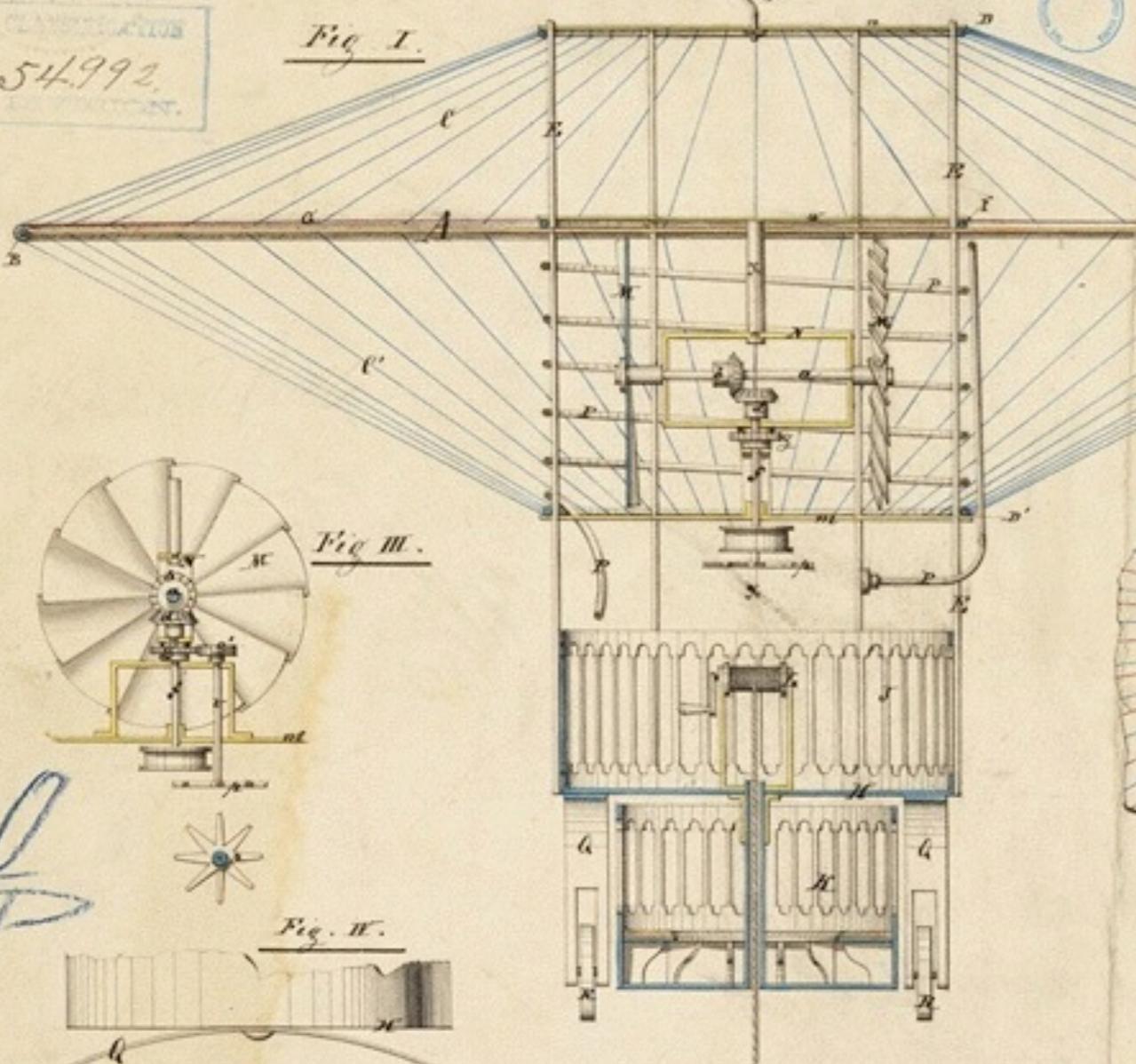


Fig. III.

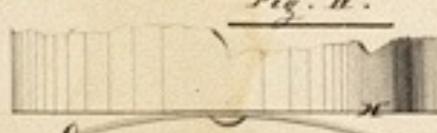


Fig. IV.

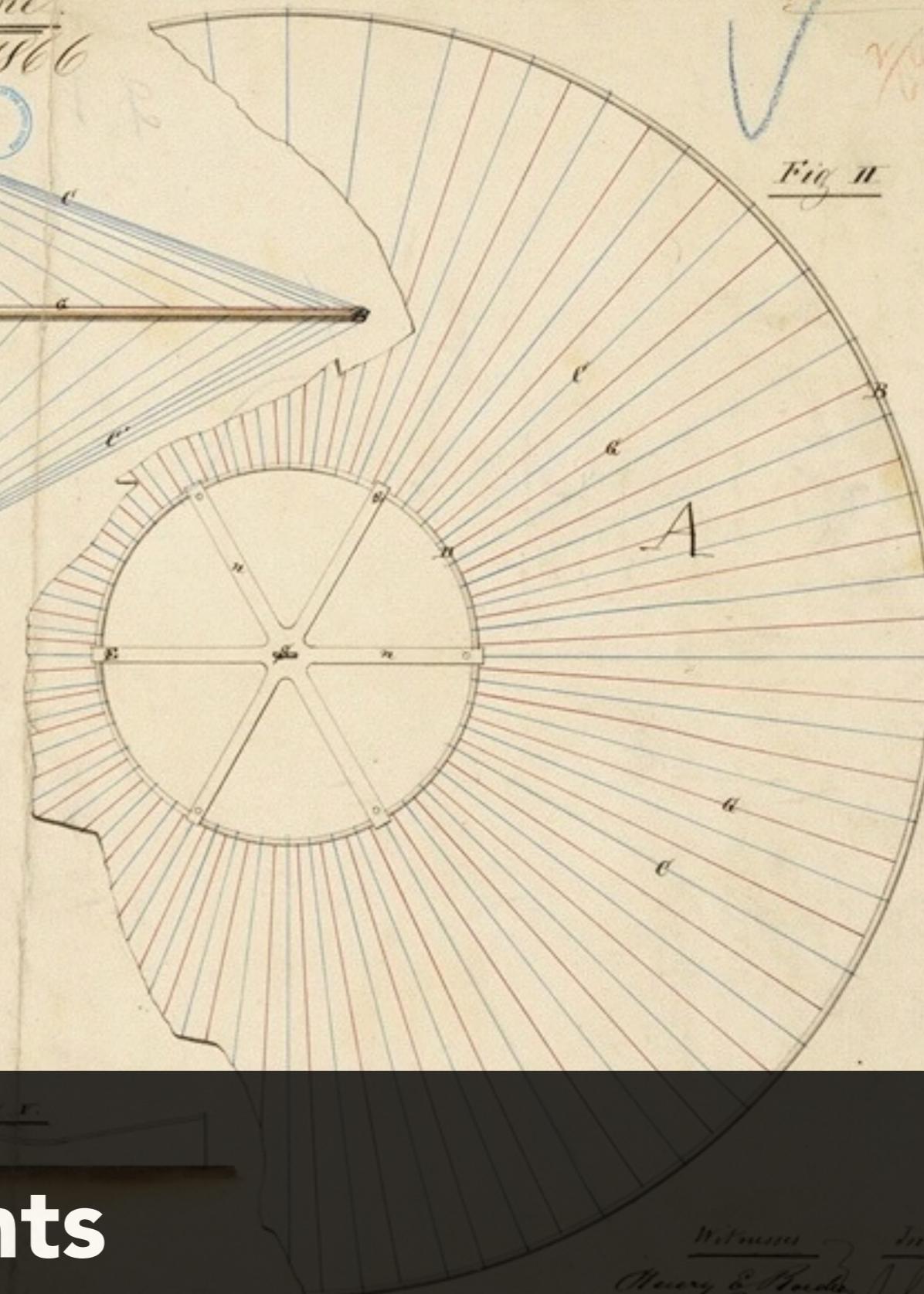


Fig. V.

Designing for patents

Witnesses
Henry S. Parker, John Wootton
David Parker

H I R E D
Where tech companies
compete for you.

What are you making?
Average Offer: \$130,000

[Get Started >>](#)



Bits

The Business
of Technology

Mobile Privacy Twitter Apple Start-Ups Social Devices
Security Google Facebook Data Policy

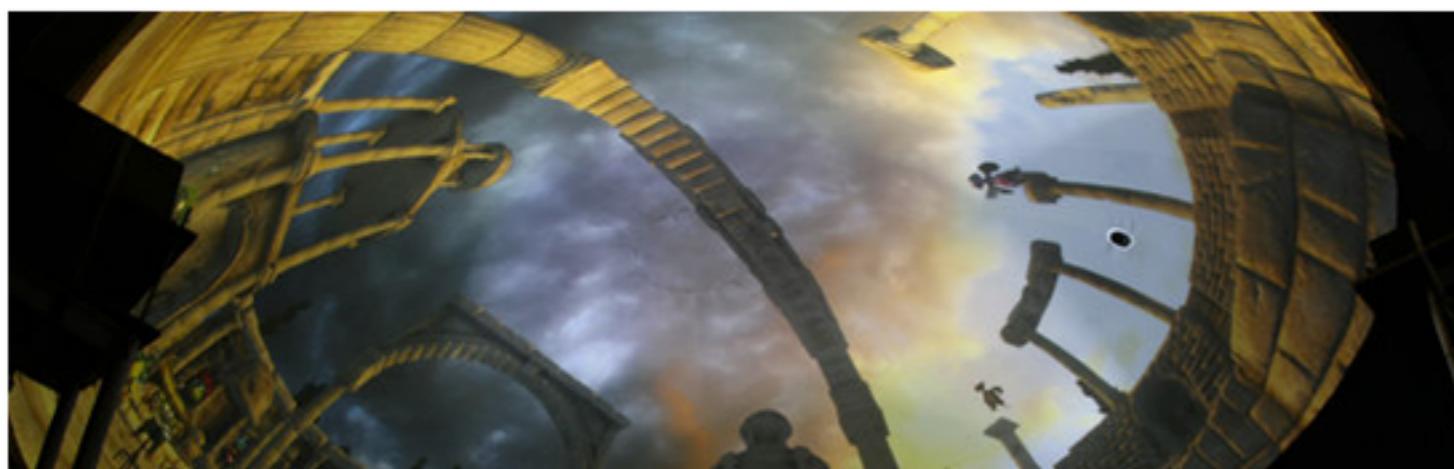
Search Bits

SEARCH

JAN 26, 11:00 AM | ■ 3

Disruptions: The Holodeck Begins to Take Shape

By NICK BILTON



Designing for gatekeepers & the media



SCUTTLEBOT *News from the Web, annotated by our staff*

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SALON | Under the new SF shuttle program, Google will pay \$100,000 a year, as opposed to \$27.1 million it could pay in fines. - Brian X. Chen

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DEADLINE | Who will play Sheryl Sandberg in the movie?! - Claire Cain Miller

[Uber's Dirty Trick Campaign Against New York Competition Came From the Top](#)

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[Forget Screen Sizes: What Screen Resolution Might the iPhone 6 Have?](#)

CIO | A breakdown of how to gauge screen resolution in terms of pixels. - Brian Brennen

[Bug Exposes IP Cameras and Baby Monitors](#)

KREBSONSECURITY.COM | Everyone is spying on everyone continued: Even your baby monitor may not be secure. - Nicole Perlroth

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The promise you make...

**So...how can I
be sure to design
for the right audience?**

Skills

One designer can illustrate with ease, while another can barely manage a stick figure. Both are competent UX designers.

—Braden Kowitz, Google Ventures

PRESENTATION

Text

Style

Layout

User Assistance

Manipulation

Viewing & Navigation

BEHAVIOR

Organizational Model

STRUCTURE

Task Flow

Conceptual Model

PRESENTATION

Text

Style

Layout

User Assistance

Manipulation

Viewing & Navigation

Organizational Model

Task Flow

Conceptual Model

STRUCTURE

BEHAVIOR

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Manipulation

Viewing & Navigation

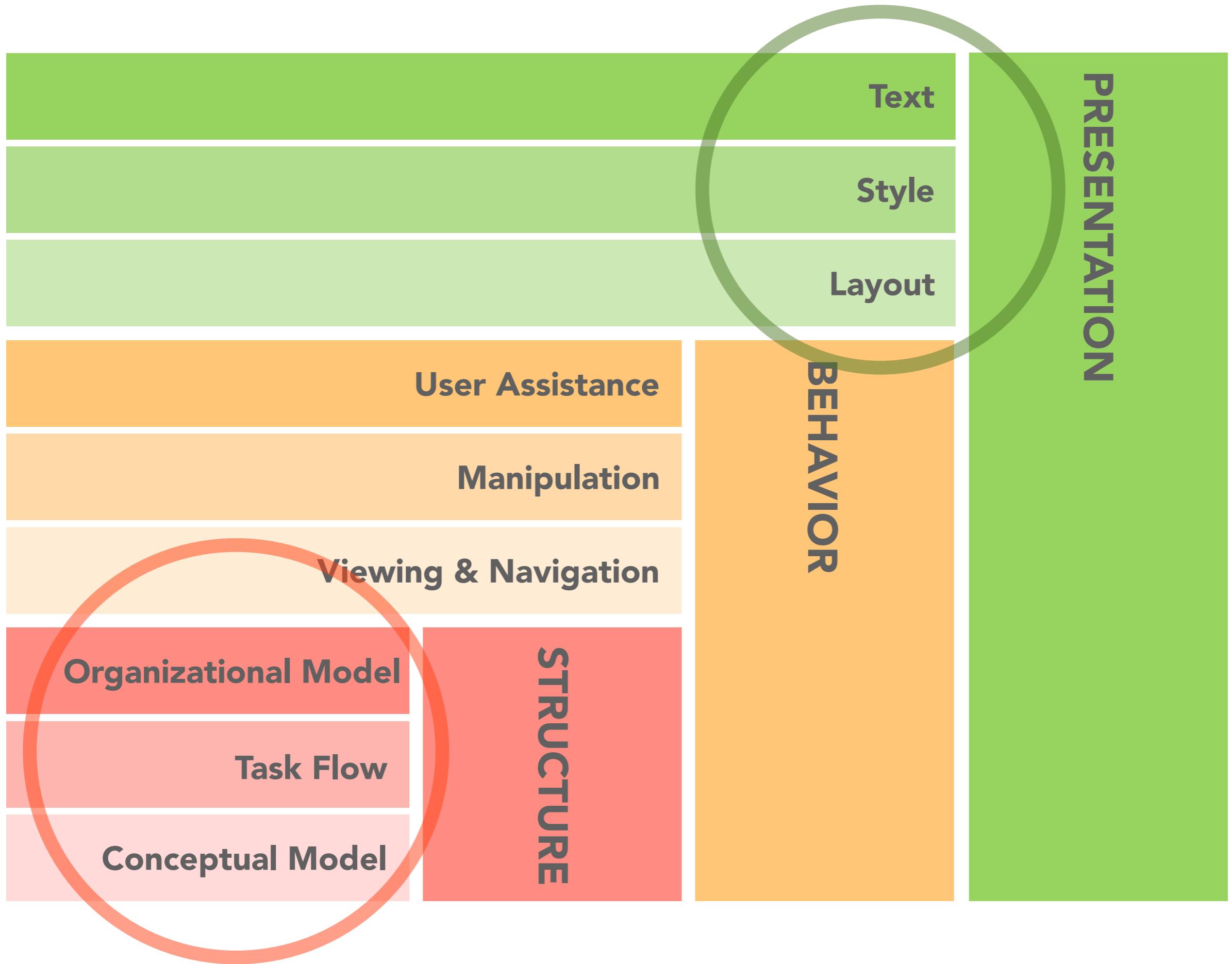
Organizational Model

Task Flow

Conceptual Model

STRUCTURE

BEHAVIOR



VISUAL DESIGNER

INTERACTION DESIGNER

ARCHITECT

Temperament



Ego-driven



Service-driven

**But how do I
tell them apart?**

A simple question

Listen for keywords

You need both!

Last thoughts

**This is a great time
for design.**

**This is a great time
for design.**



ERS



EXPERIENCE IT FOR THE FIRST TIME IN 3D

STAR WARS EPISODE I

THE PHANTOM MENACE

3D

STAR WARS EPISODE I THE PHANTOM MENACE

Starring LIAM NEESON Ewan McGregor NATALIE PORTMAN JAKE LLOYD IAN McDIARMID

Cinematography ANTHONY DANIELS KENNY BAKER PERNILLA AUGUST FRANK OZ

Music by JOHN WILLIAMS Produced by RICK McCALLUM

Written and Directed by

GEORGE LUCAS

Visual Effects and Supervision of 3D Conversion by INDUSTRIAL LIGHT & MAGIC 3D Conversion by PRIME FOCUS A LUCASFILM LTD. Production - A TWENTIETH CENTURY FOX Release Soundtrack Available on SONY CLASSICAL



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FEBRUARY

**Design is a
service industry**

Thanks!

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dmaux.com