

DESIGNS



CONNECTING YOUR



USERS

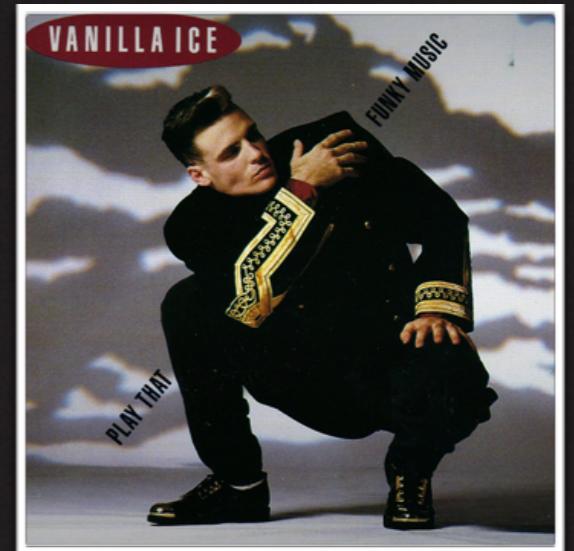
Hi,

Hi,
I'm a geek

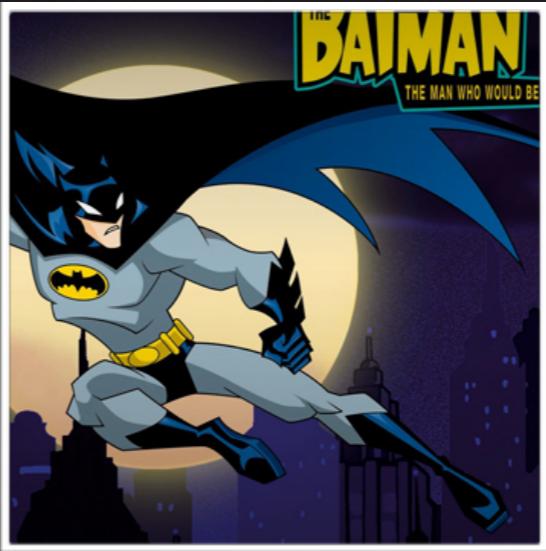
Hi,
I'm a web designer

Hi,
I'm a child of the 80's

Hi, I'm a child of the 80's



Hi, I'm a child of the 80's



Hi,
I'm the ThinkGeek User
Experience Design Lead

Hi, I'm the ThinkGeek User Experience Design Lead

The screenshot shows the ThinkGeek homepage with a dark background featuring a Star Trek theme. At the top, there's a large "STAR TREK" logo with the slogan "MAKE IT SO." Below it are two Starfleet uniforms (red and yellow) and a Starfleet进取号 (Enterprise). The ThinkGeek logo is on the left, and a navigation bar with links like "SHOP BY CATEGORY", "SHOP FOR GIFTS", "WHAT'S NEW", "OMGWTFUN!", "GEEK POINTS", and "CUSTOMER SERVICE". A search bar with a "GO" button is also present. On the right, there's a "NEW STUFF FTW!" section with items like a "Seppuku 'Cut Here' Shirt" and "Winter Is Coming - House Stark Shirt". The bottom of the page features a large "Clearance!" banner.

Account | Wishlists | Fortunes | Bug Us
1-888-GEEKSTUFF or [Live Chat](#)

You're not logged in. [Log in](#)

[Loot: Your cart is lonely](#)

[SHOP BY CATEGORY](#) [SHOP FOR GIFTS](#) [WHAT'S NEW](#) [OMGWTFUN!](#) [GEEK POINTS](#) [CUSTOMER SERVICE](#)

[find stuff](#) [GO](#)

T-Shirts & Apparel
Geek Toys
Gadgets
Home & Office
Computer Stuff
Caffeine & Edibles
Electronics

STAR TREK
MAKE IT SO.

Clearance! **DOCTOR WHO** **STAR WARS** **PORTAL 2 STUFF** **BUY 2 BUCKYBALLS GET 1 FREE!**

NEW STUFF FTW!

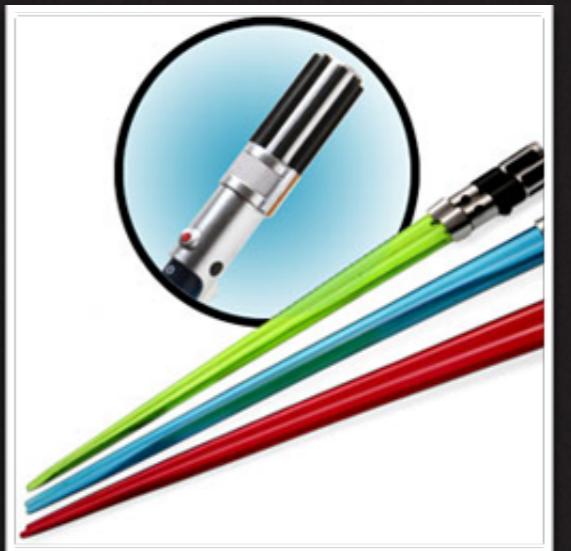
Seppuku "Cut Here" Shirt
\$20.99 - \$21.99

Winter Is Coming - House Stark Shirt
\$18.99 - \$19.99

Winter Is Coming - House Stark Babydoll
\$19.99

Clearance!

Hi, I'm the ThinkGeek User Experience Design Lead





SOMETIMES THINGS DON'T MAKE SENSE



SOMETIMES THINGS DON'T MAKE SENSE



SOMETIMES THINGS DON'T MAKE SENSE



SOMETIMES THINGS DON'T MAKE SENSE



AND SOMETIMES THEY DO



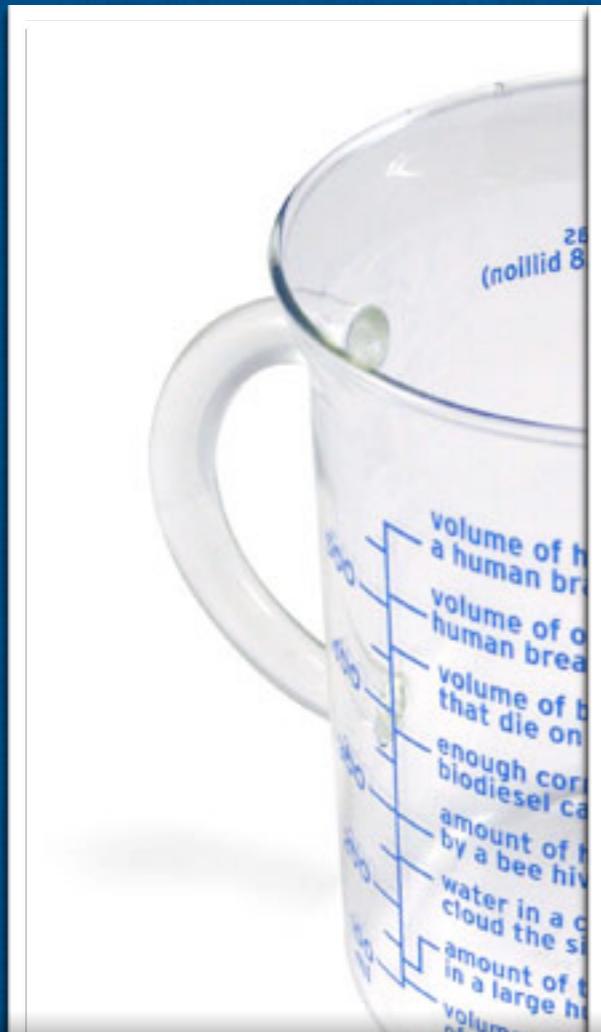
AND SOMETIMES THEY DO



AND SOMETIMES THEY DO



AND SOMETIMES THEY DO

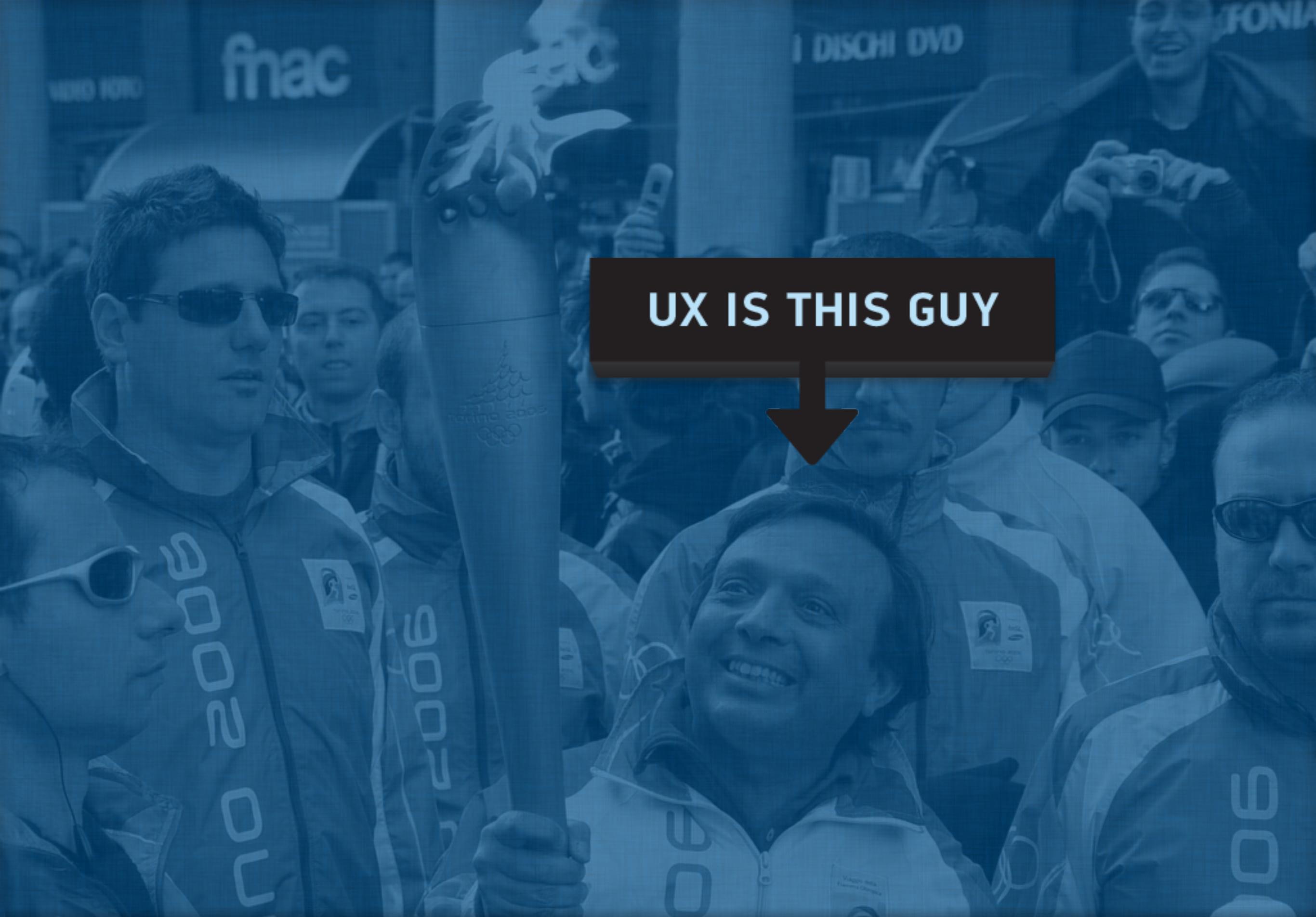


UX DESIGN MEANS



DESIGN WITH A CAPITAL “D”

information, presentation, and services to help people



UX IS THIS GUY



OR THIS GUY, ER, PROGRAM

ON THE WEB, UX INCLUDES



ON THE WEB, UX INCLUDES



Research and Strategy
Information Architecture
Content Strategy
User Interface Design

IN SIMPLER TERMS...



Who are your users? What do they need or want? What steps and actions do they take to get there? What info and tools do they need along the way?

IN SIMPLER TERMS...



Who are your users? What do they need or want? What steps and actions do they take to get there? What info and tools do they need along the way?

IN SIMPLER TERMS...



Who are your users? What do they **need or want**? What steps and actions do they take to get there? What info and tools do they need along the way?

IN SIMPLER TERMS...



Who are your users? What do they **need or want**? What **steps and actions** do they take to get there? What **info and tools** do they need along the way?

IN SIMPLER TERMS...



Who are your users? What do they **need or want**? What **steps and actions** do they take to get there? What **info and tools** do they need along the way?



WHO ARE YOUR USERS?

WHO ARE YOUR USERS?

backgrounds, demographics, habits, contexts, and familiarity

AT THINKGEEK, WE



USE SURVEYS AND FOCUS GROUPS

to help with moderated, personal, and qualitative feedback

and making the site better
below. Thx!

Tell us a bit about yourself

Where are you shopping from today?

What's your general age range

- under 18
- 18-25
- 25-40
- 40-60
- 60+

How geeky are you?

- I'm not a geek, but love em just the same
- I know the difference between Star Trek and Star Wars
- Science, extended versions of LOTR, and comics are all acceptable pastimes

What are you into these days?

- Gadgets
- Video Games
- Wizard, Space, and monster Movies
- Awesome T-Shirts
- Tinkering with Science/Tech

Would you join or are you a member of the following Fan Clubs?

- Star Trek
- Star Wars

SAND UPS

Interactive feedback

and making the site better
below. Thx!

Tell us a bit about yourself
Where are you shopping from today?

What's your general age range

- under 18
- 18-25
- 25-40
- 40-60
- 60+

How geeky are you?

- I'm not a geek, but love em just the same
- I know the difference between science and fiction
- Science, extended versions of science, and all acceptable pastimes

What are you into these days?

- Gadgets
- Video Games
- Wizard, Space, and more
- Awesome T-Shirts
- Tinkering with Science

Would you join or are you
interested in joining any
Clubs?

- Star Trek
- Star Wars

masses

DRY

GO

rel

uff

dibles

\$10

\$20

\$50

SALE

clusives

certificates

up for geek-mail

mail ►

46.4 Second Survey

(Items marked with an asterisk are, unfortunately, required by law)

Please note, that if you want us to respond to your feedback personally, you will need to include your email address. For privacy reasons, we do not link any submissions of this form to customers' profiles.

Important! If you need to contact customer service regarding your order, your account, products on the site or anything else, this is not the form to do that. This is a general feedback form. For specific customer service issues, please contact us directly. Thanks!

What's your favorite flavor?

What language do you prefer?

How old were you when Ethernet was invented? (May 22, 1973)

Finish this sentence: I like to...

AT THINKGEEK, WE



USE WEB ANALYTICS

to help with unmoderated, passive, and public information

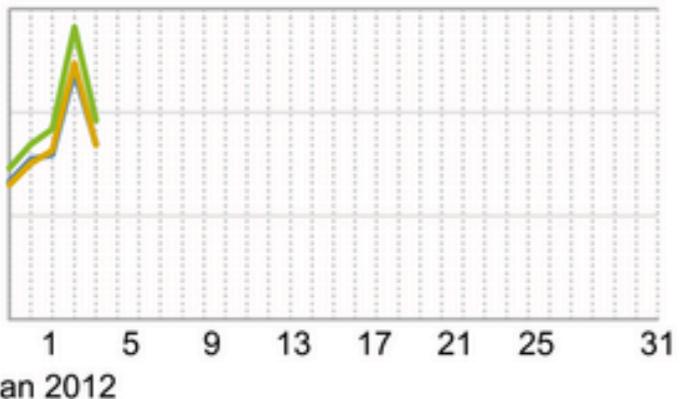
AT THINKGEEK, WE

Key Metrics +

ThinkGeek.com
January 2012

— Page Views — Visits

— Unique Visitors



Bounce Rate on Top Pages +

ThinkGeek.com
January 2012

Page	Bounce Rate
1. Homepage	25.6%
2. Shop by Category ...Everything On Sale	33.3%
3. Shop by Category Gadgets	53.7%
4. Whats New	52.4%
5. Product Lazer Shirt Interactive Tee	37.3%
6. Product Brownie Bar Factory	37.3%
7. Search Results 1	40.9%
8. Shop by Category T-Shirts & Apparel	27.2%
9. Checkout Shopping Cart	48.4%
10. Product Minecraft Foam Pickaxe	38.1%
Total	40.5%

Referrer Types +

ThinkGeek.com
January 2012

Instances



■ Typed/Bookmarked ■ Other Web Sites
■ Search Engines ■ Social Networks

Report Suite Totals +

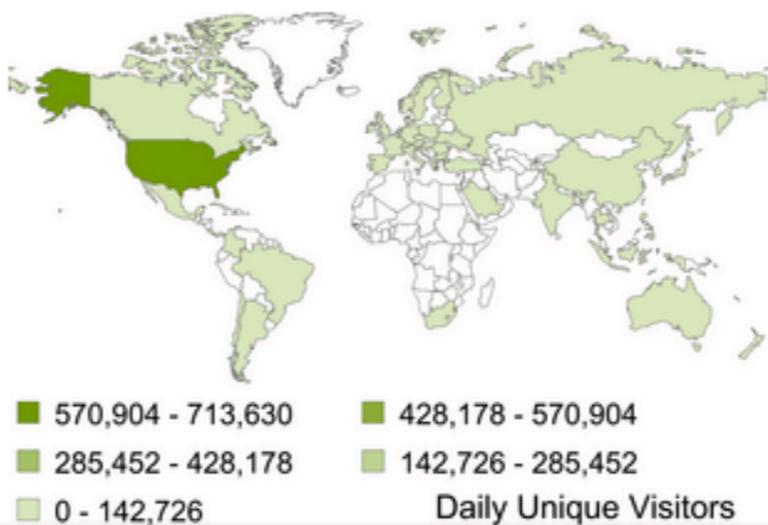
ThinkGeek.com
January 2012

Key Metric

Page Views	8,567,622
Unique Visitors	930,609
Visits	1,217,702
Average Time Spent on Site	9.20

Countries +

ThinkGeek.com
January 2012



Search Keywords - All +

ThinkGeek.com
January 2012

Search Keywords - All

	Searches
1. Keyword Unavailable	44,525 13.6%
2. think geek	38,073 11.6%
3. thinkgeek	31,553 9.6%
4. thinkgeek.com	3,089 0.9%
5. geek	2,485 0.8%
6. gadgets	2,045 0.6%
7. icade	1,886 0.6%
8. miracle berry	1,614 0.5%
9. sonic screwdriver	1,143 0.3%
10. avenger controller	906 0.3%
Total	328,269



**WHAT DO THEY
NEED OR WANT?**

WANT

WHAT DO THEY NEED OR WANT?

goals, tasks, help, education, entertainment, information

WANT

AT THINKGEEK, WE



USE WEB ANALYTICS AGAIN

to see what parts of the site are used the most

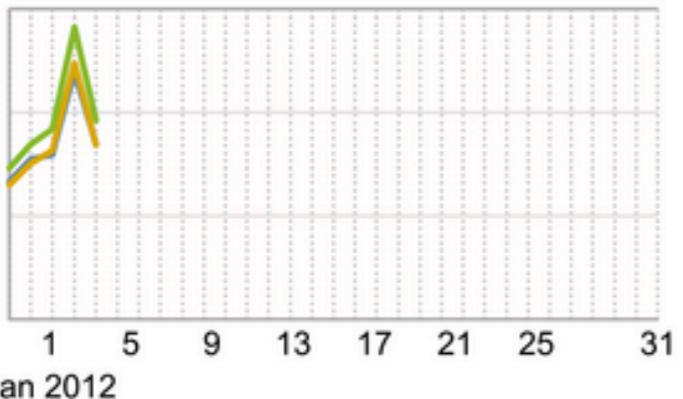
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ThinkGeek.com
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— Page Views — Visits

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Bounce Rate on Top Pages +

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6. Product Brownie Bar Factory	37.3%
7. Search Results 1	40.9%
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ThinkGeek.com
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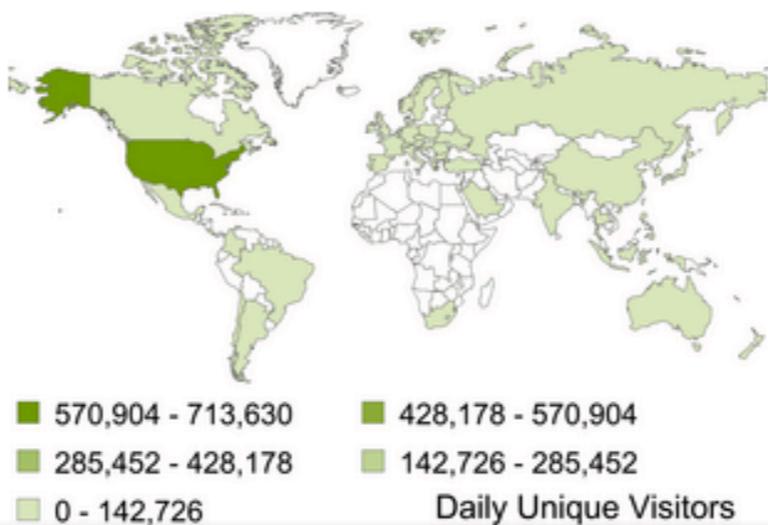
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Total	328,269

AT THINKGEEK, WE

Key Metric
ThinkGeek.com
January 2011

— Page Views
— Unique Visits

1
Jan 20

Report Summary
ThinkGeek.com
January 2011

Key Metric
Page Views
Unique Visitors
Visits
Average Time

Page	Page Views	%
1. Homepage	583,457	6.8%
2. Search Results 1	312,592	3.6%
3. Shop by Category Clearance Everything On Sale	287,548	3.4%
4. Checkout Shopping Cart	199,870	2.3%
5. Shop by Category Gadgets	162,276	1.9%
6. Shop by Category Geek Toys	160,623	1.9%
7. Shop by Category T-Shirts & Apparel	134,260	1.6%
8. Whats New	129,310	1.5%
9. Shop by Category Home & Office	116,977	1.4%
10. Shop by Category Computer Stuff	76,581	0.9%
11. Shop by Category Electronics	70,028	0.8%
12. Shop by Category T-Shirts & Apparel Unisex Shirts Pop Culture	57,669	0.7%
13. Shop by Category Home & Office Kitchen Tech	54,969	0.6%
14. Shop by Category Gadgets Geek Tools	53,201	0.6%
15. Account Login	49,950	0.6%
16. Shop by Category Geek Toys Cube Goodies	48,710	0.6%
17. Shop by Category Caffeine & Edibles	48,582	0.6%
18. Shop by Category T-Shirts & Apparel Womens Shirts	45,925	0.5%
19. Shop by Category Home & Office Essential Gear	45,668	0.5%

Sites
works

searches

44,525	13.6%
38,073	11.6%
31,553	9.6%
3,089	0.9%
2,485	0.8%
2,045	0.6%
1,886	0.6%
1,614	0.5%
1,143	0.3%
906	0.3%
328,269	

AT THINKGEEK, WE



USE WEB ANALYTICS AGAIN

to see what parts of the site are used the most

star wars doctor who ninjas bacon

portal minecraft dexter christmas

ice laser skyrim walking dead putty

zombies bazinga caffeine yoda

darth vader chocolate costumes boba

iron man speaker emulator shirt

gears of war battlestar galactica

cookie clocks speakers usb hello kitty

AT THINKGEEK, WE



CHAT WITH CUSTOMER SERVICE

to see what people are saying when they need help, give
praise, or talk about us elsewhere

AT THINKGEEK, WE

@thinkgeek

Search

Tweets Top / All

21 new tweets

Markus Persson @notch
@thinkgeek i love you
↳ In reply to thinkgeek

12h

David Napoli @Biff_Bruise
"@thinkgeek Daft Punk's "Derezzed" TRON theme on 5 floppy drives: j.mp/xbMsni Sounds... appropriate." Sa-weet.
View video

37m

GTTV Staff @GTTVshow
Be sure to tune in tonight to #GTTV for your chance to win a sweet @thinkgeek prize!! bit.ly/wxfk6e

1h

brad luttrell @bradluttrell
Wow, the ppl at @thinkgeek are amazing! Thanks for helping us out so fast. Great products, GREAT customer service.

1h

Eric & Scott @GamesAndGrub
Also, thanks to @thinkgeek for providing the fodder for our newest review. The "Canned-wich" ... bit.ly/AtvDRg

2h

TH SERVICE

ey need help, give
ewhere

AT THINKGEEK, WE

@thinkgeek

Search

Tweets Top / All

21 new tweets

Markus Persson @notch
@thinkgeek i love you
↳ In reply to thinkgeek

David Napoli @Biff_Bruise
"@thinkgeek Daft Punk's "Derezzed" TRON theme on 5 floppy drives: j.mp/xbMsni Sounds... appropriate." Sa-weet.

To: <webmonster@thinkgeek.com>
Subject: "out of stock" pop-up

How do I disable the extremely annoying out of stock message that appears when I browse your product pages? I am referring to the moving ad banner that springs from the bottom of my window, covers the lower third of the page, and interrupts my shopping experience. The notice is useless and totally unnecessary – if an item is out of stock you already have that information plainly posted in the price & add-to-cart field region (as well as the “email me when available” option). Surely web-wise folks such as yourself can devote those wasted electrons to other, better purposes?
Have a great day,
Wayne

TH SERVICE

o, give

AT THINKGEEK, WE

@thinkgeek Search Settings

Tweets [Top](#) / [All](#)

21 new tweets

 **Markus Persson** @notch 12h
@thinkgeek i love you
↳ In reply to thinkgeek

 **David Napoli** @Biff_Bruise 37m
"@thinkgeek Daft Punk's "Derezzed" TRON theme on 5 floppy drives: j.mp/xbMsni Sounds... appropriate." Sa-weet.
↳ View video

 **GTN** Be @th
How do I disable the extremely annoying out of stock message that appears when I browse your product pages? I am referring to the moving ad banner that springs from the bottom of my window, covers the lower third of the page, and interrupts my shopping experience. The notice is useless and plainly posted (option). Sure better purpose. Have a great Wayne

 **bran** Wo so 1
To: webmonster@thinkgeek.com
Subject: "out of stock" pop-up

 **Eric** Also rev
Hello ThinkGeek,

I just wanted to say THANK YOU for the wonderful new (or at least new to me?) drop-down menu for adding products to different wishlists! It is extremely useful and I for one am very excited about it. That is all!

Sincerely,
Jenny

TH SERVICE

o, give

WHAT STEPS DO THEY TAKE?

WHAT STEPS DO THEY TAKE?

thought and action processes, flows, sequences

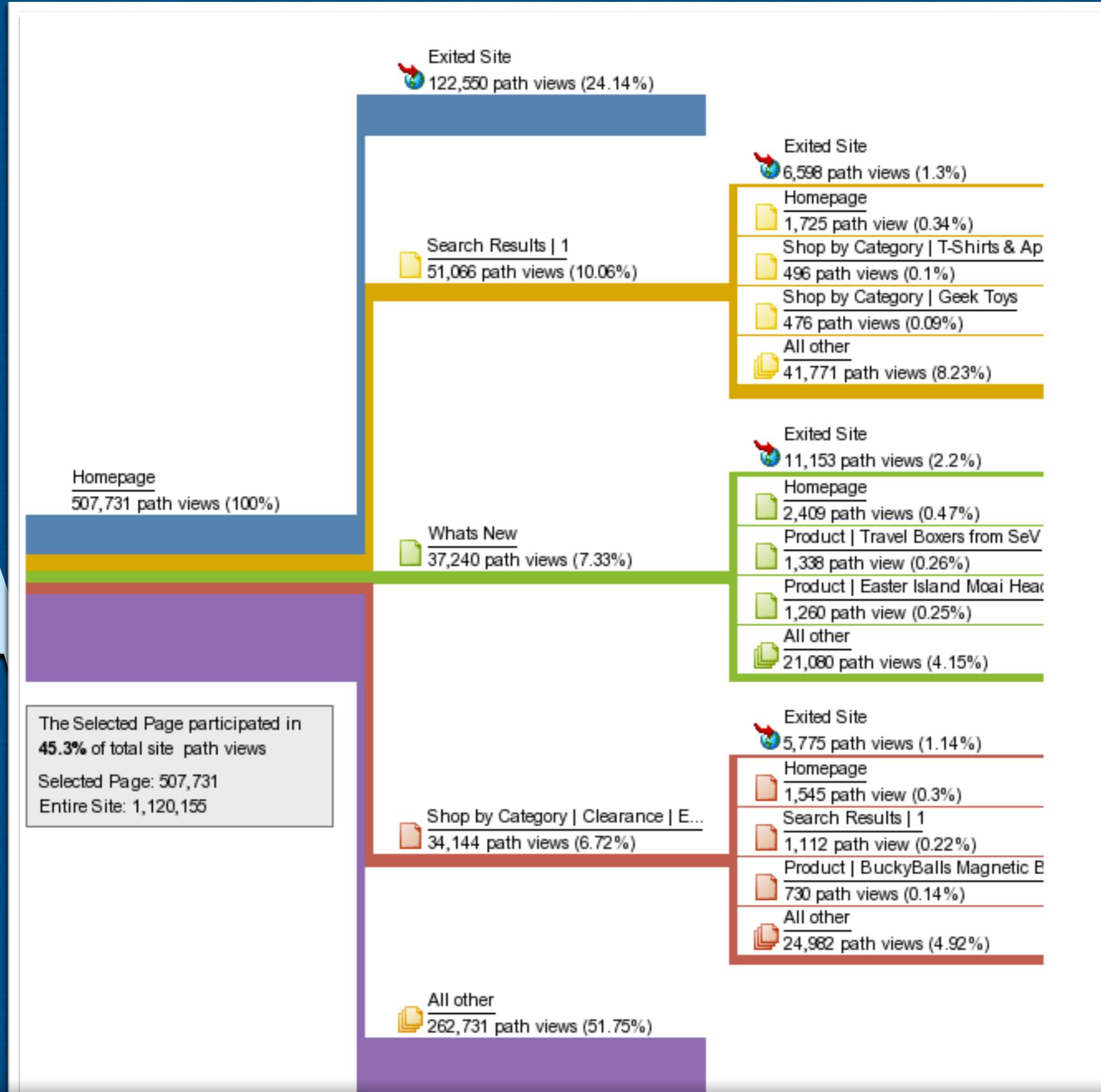
AT THINKGEEK, WE



USE WEB ANALYTICS AGAIN

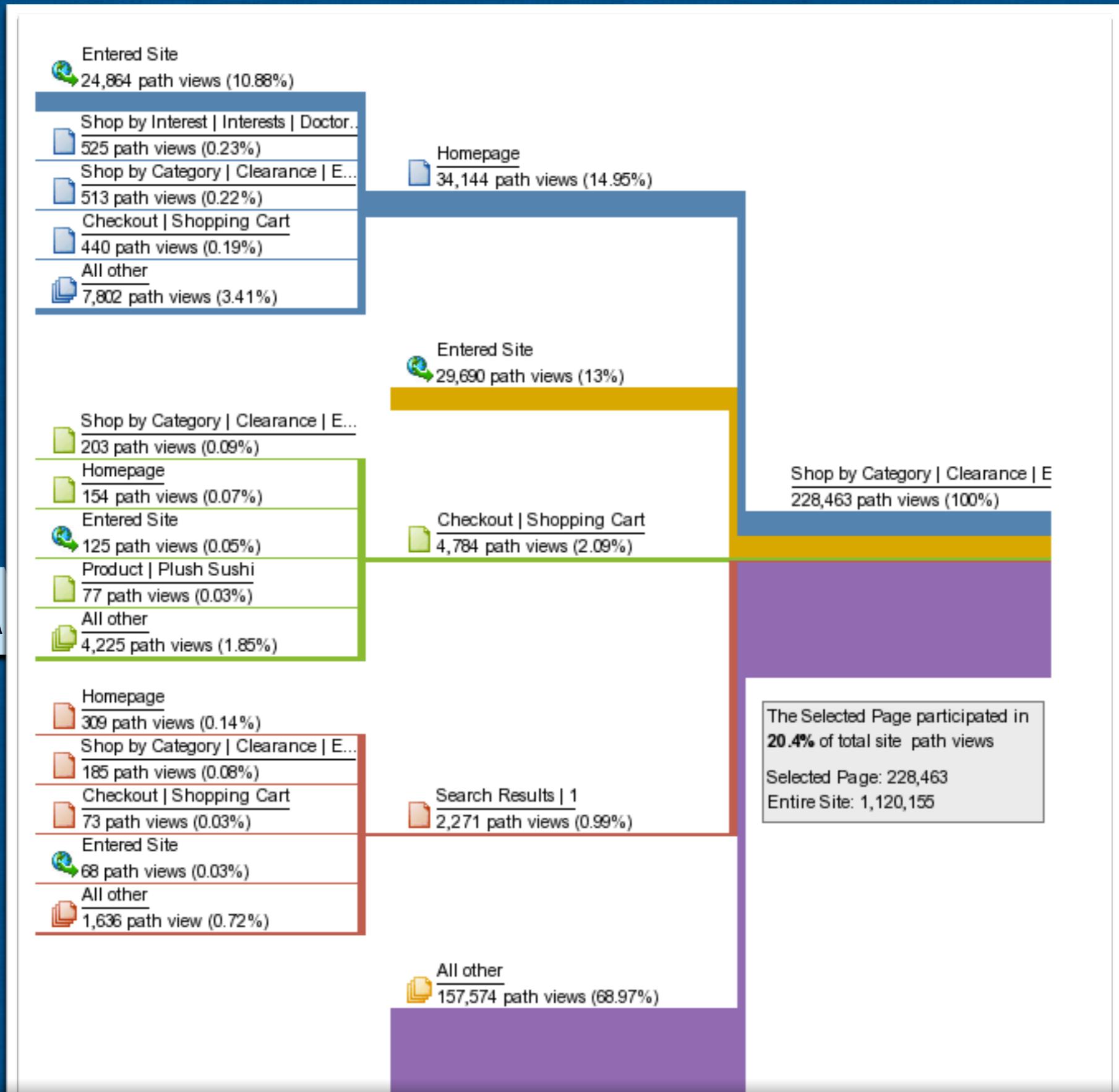
to see the paths users take from page to page

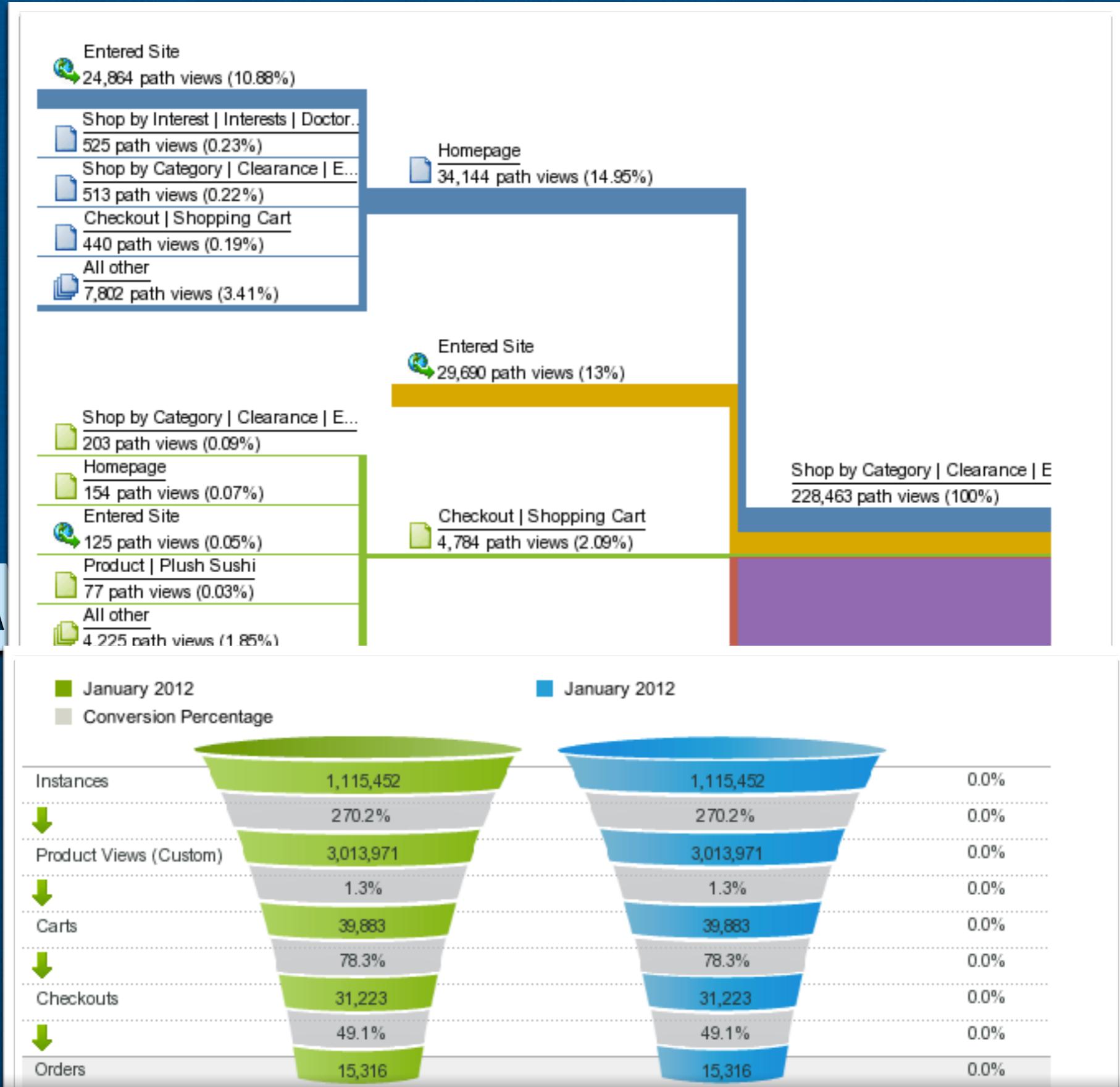
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AT THINKGEEK, WE

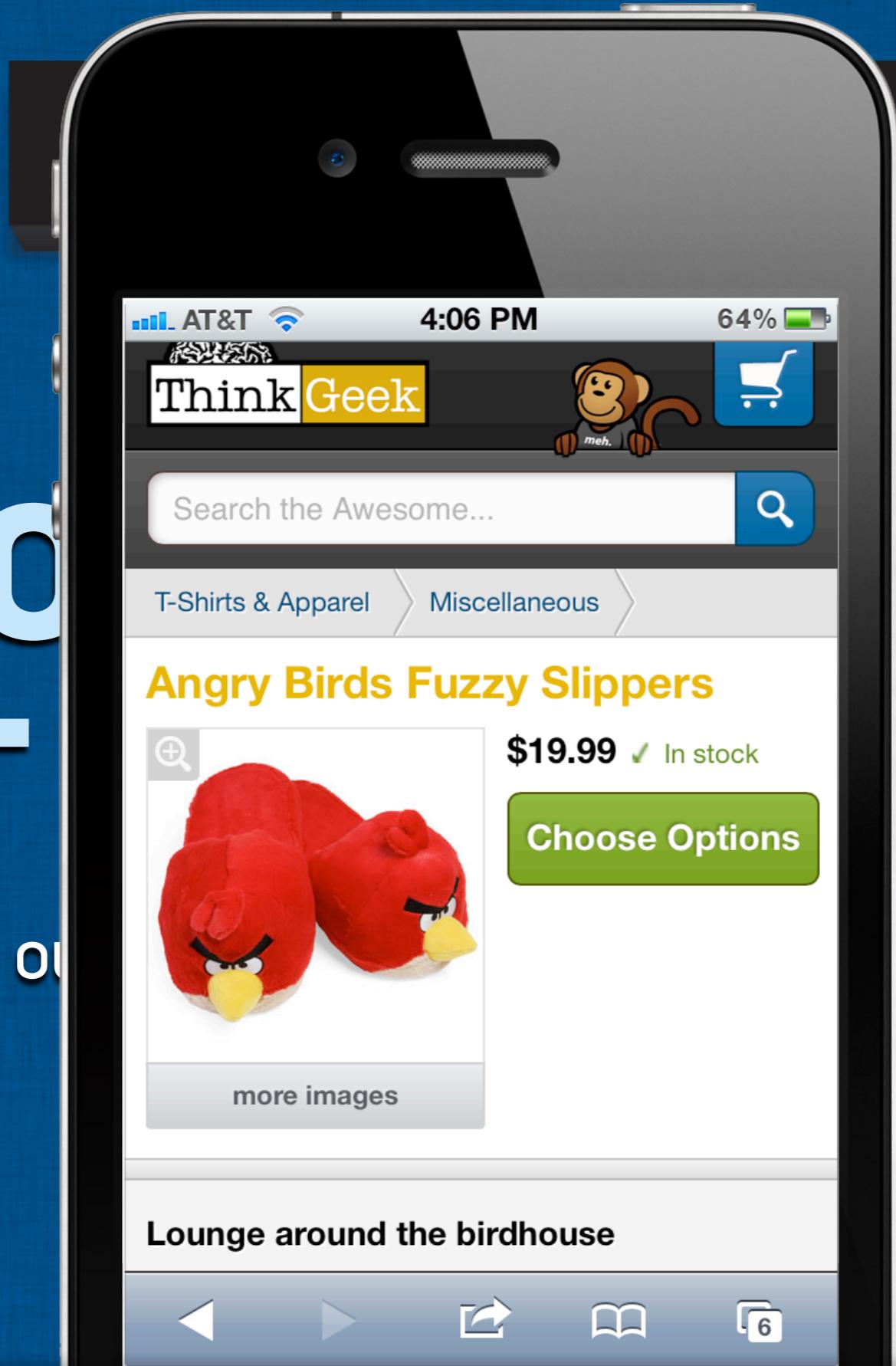


PROTOTYPE AND TEST NEW DESIGNS

to validate our designs and logic make sense to users

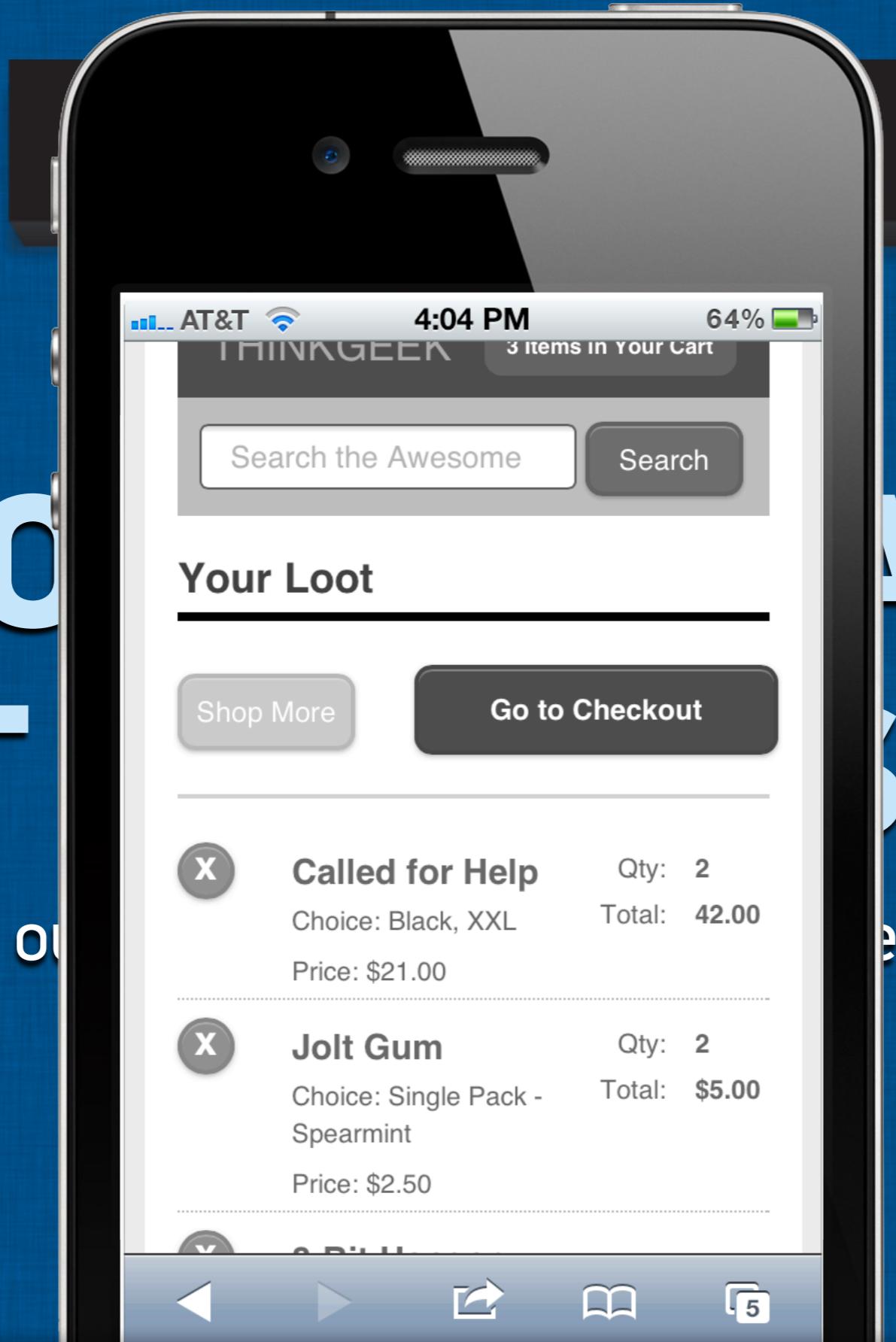
PROTOTESTING AND SIGNIFICANCE

to validate our designs



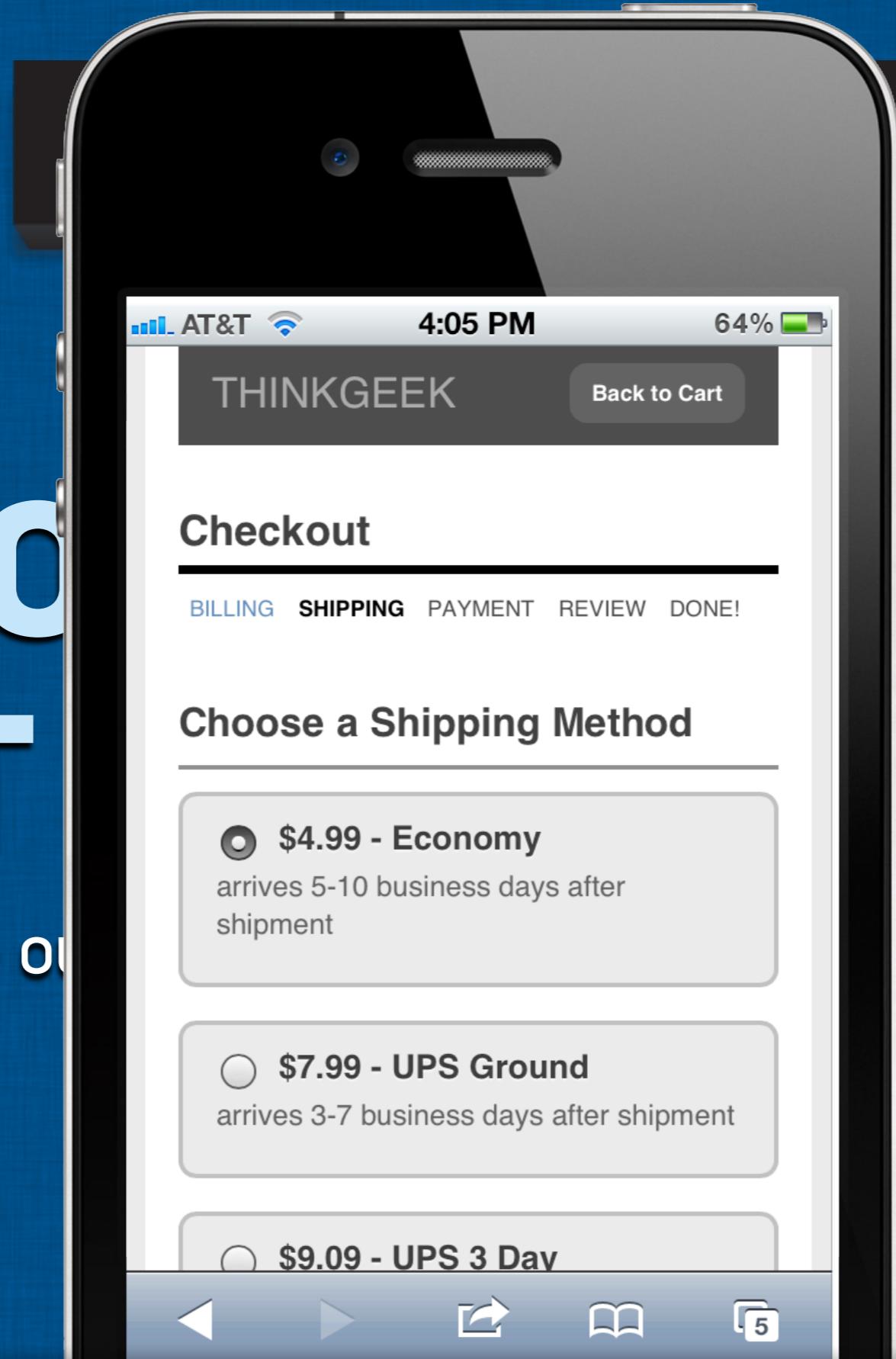
PROTOTEST

to validate our designs and signs



PROTOTEST

to validate our designs
and signs



AT THINKGEEK, WE



PROTOTYPE AND TEST NEW DESIGNS

to validate our designs and logic make sense to users

AT THINKGEEK, WE

Google Website Optimizer btalbot@

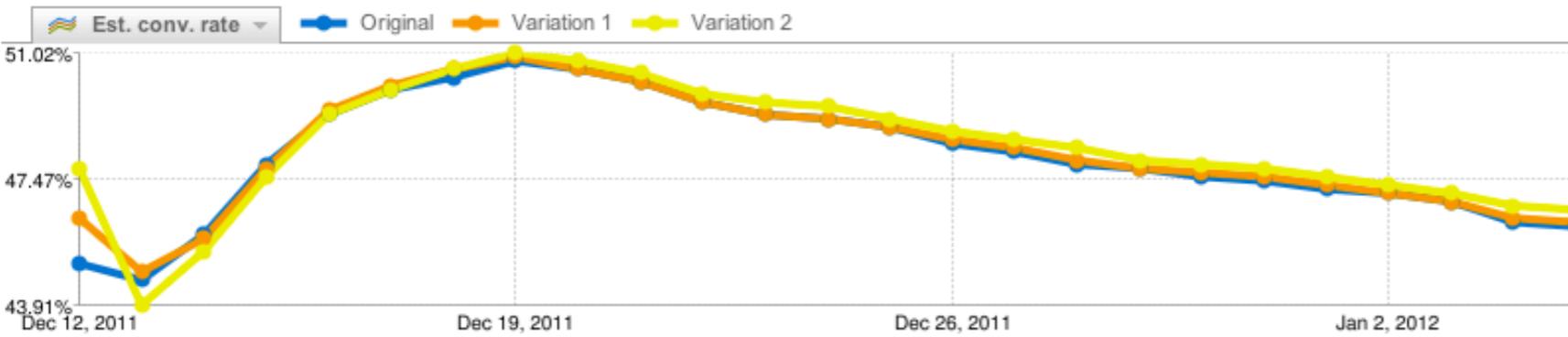
Experiments My Account Website Opti

[Website Optimizer](#) > [Cart Upsells](#) > Report

 **Cart Upsells**
[Running](#) - [Pause](#) | [Stop](#) | [Follow Up](#) | [Copy](#) | [Settings](#) | [Report](#)

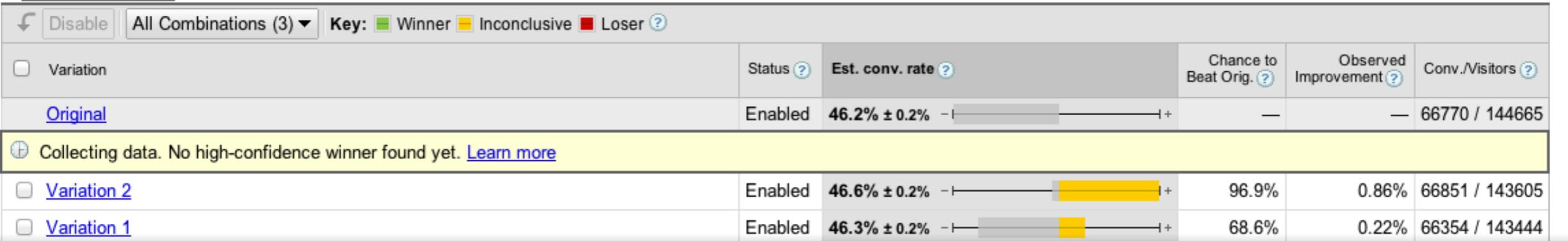
Created: Dec 9, 2011 | **Launched:** Dec 12, 2011

We have not gathered enough data yet to show any significant results. When we collect more data we should be able to show you a winning combination.


Est. conv. rate ▾ Original Variation 1 Variation 2

Variation	Status	Est. conv. rate	Chance to Beat Orig.	Observed Improvement	Conv./Visitors
Original	Enabled	46.2% ± 0.2%	—	—	66770 / 144665
Variation 2	Enabled	46.6% ± 0.2%	96.9%	0.86%	66851 / 143605
Variation 1	Enabled	46.3% ± 0.2%	68.6%	0.22%	66354 / 143444

Variations (3) Download: [PDF](#) [XML](#) [CSV](#) [TSV](#) | [Print](#)



AT THINKGEEK, WE

find stuff

GO

Your Loot:

GO TO CHECKOUT!

T-Shirts & Apparel

Geek Toys

Gadgets

Home & Office

Computer Stuff

Caffeine & Edibles

Electronics

Geek Kids

Books

Gifts under \$10

Gifts under \$20

Gifts under \$50

Clearance

SALE

TG Exclusives

Gift Certificates

Your Geek Point score

You've earned zero

Geek Points so far.

Here's what you could
get once you accrue
points

Ordering from ThinkGeek is safe and awesome. We've been slinging fun and techie stuff since 1999 with hand-picked products for geeks and those who love 'em, secure shopping, fast shipping, and super friendly customer service monkeys.



Delete	Description	Qty	Choice	In Stock	Retail	Unit	Total
<input type="checkbox"/>	Big Big Cursor Conductive Stylus	2	Arrow	✓	\$5.99	\$5.99	\$11.98
Did you make changes? Update Cart						Sub Total:	\$11.98

Here be more awesome things:



Social Media
Fridge Magnets
\$1.99



Star Wars Han
Solo Carbonite
Chocolate
\$9.99



Geeky
Wrapping Paper
\$3.99 - \$5.99



BuckyBalls
Magnetic
Building
Spheres
\$24.99 -
\$79.99



Star Wars Force
FX Lightsabers
\$119.99



Origami Sticky
Notes
\$3.99

CONTINUE SHOPPING

GO TO CHECKOUT!

AT THINKGEEK, WE

find stuff

GO

T-Shirts & Apparel
Geek Toys
Gadgets
Home & Office
Computer Stuff
Caffeine & Edibles
Electronics
Geek Kids
Books

Gifts under \$10
Gifts under \$20
Gifts under \$50

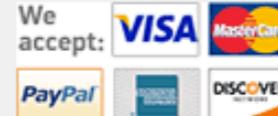
Clearance 
TG Exclusives
Gift Certificates

Your Geek Point score
You've earned **zero**
Geek Points so far.
[Here's what you could get](#) once you accrue
points.

Your Loot:

GO TO CHECKOUT!

Ordering from ThinkGeek is safe and awesome. We've been slinging fun and techie stuff since 1999 with hand-picked products for geeks and those who love 'em, secure shopping, fast shipping, and super friendly customer service monkeys.



Delete	Description	Qty	Choice	In Stock	Retail	Unit	Total
<input type="checkbox"/>	Big Big Cursor Conductive Stylus	2	Arrow	✓	\$5.99	\$5.99	\$11.98
Did you make changes? <input type="button" value="Update Cart"/>						Sub Total:	\$11.98

CONTINUE SHOPPING

GO TO CHECKOUT!

Geek Points

After this order ships, you will earn **0 Geek Points** to use on future purchases. [[Redeem Points Here](#)]

Here be more awesome things



Shipping Calculator

Estimated shipping to Arlington, Virginia

Shipping Method	Est. Price
Economy	\$5.39
UPS Ground	\$7.89

WHAT INFO AND TOOLS DO THEY NEED?

WHAT INFO AND TOOLS DO THEY NEED?

controls, navigation, forms, alerts, status, content

AT THINKGEEK, WE



ARE CURATING OUR TAXONOMY

to match what our users call our geeky things

ARE
OUR
to match w

AT THINKGEEK, WE

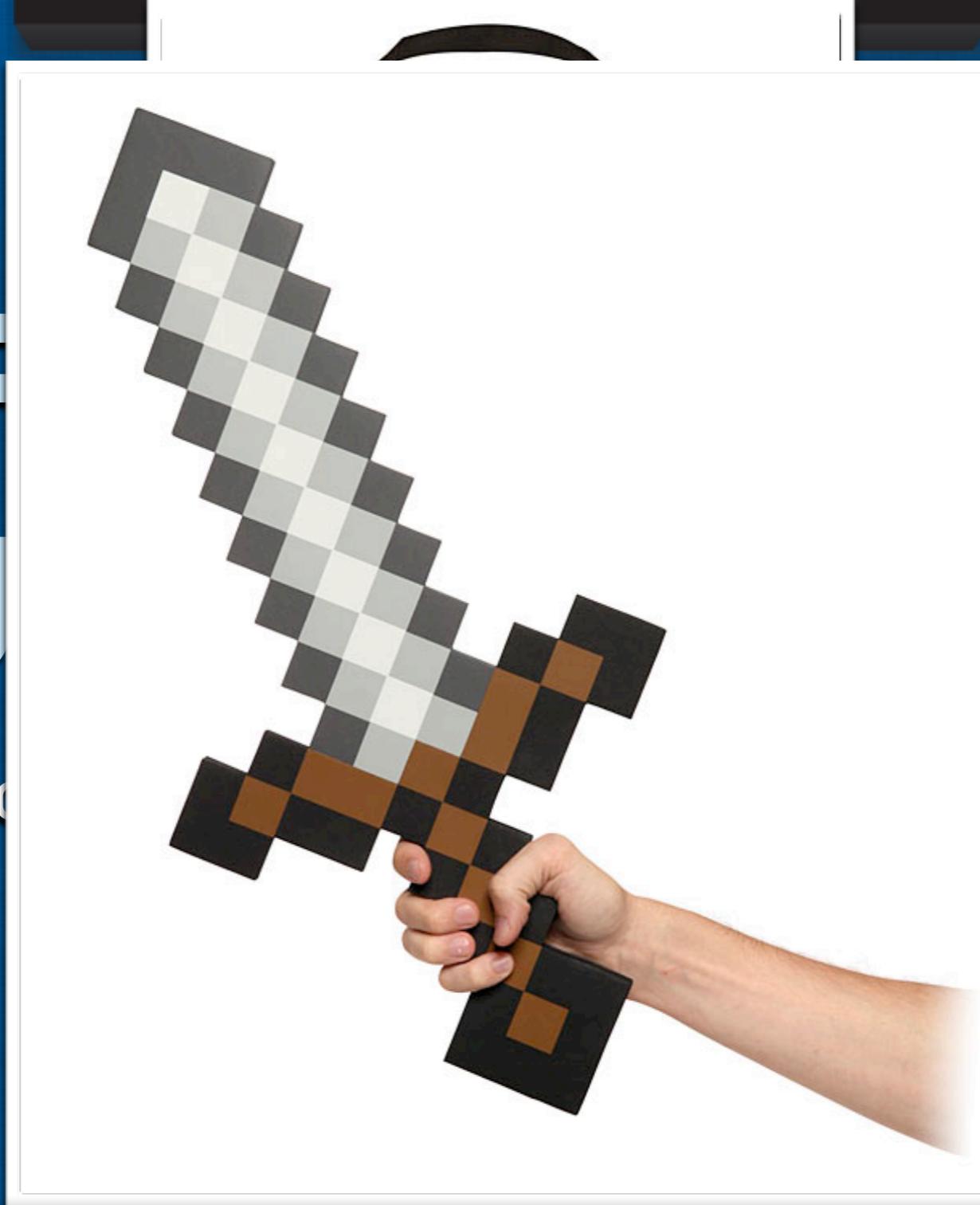


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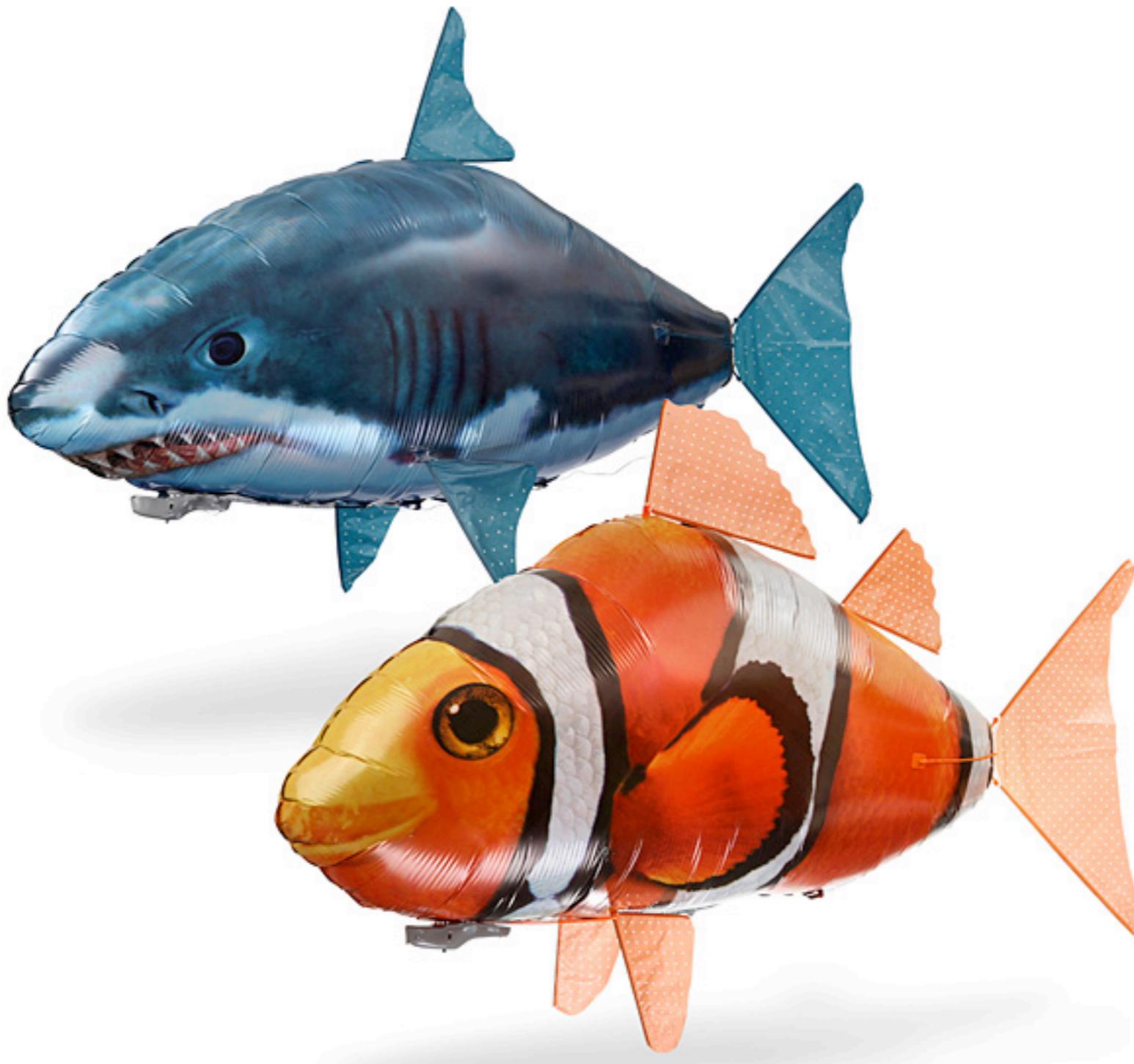
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AT THINKGEEK, WE

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AT THINKGEEK, WE



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AT THINKGEEK, WE



WILL BE DIVING
MORE INTO PAGE
INTERACTIONS

AT THINKGEEK, WE WILL BE DIVING

The ClickTale website features a purple header with the logo 'CLIC^TTALE® Customer Experience Analytics' and navigation links for Pricing, Product, Why ClickTale?, Support, Contact, Blog, and Customer Login. A large central call-to-action box contains the text 'Record Everything Convert Everyone' and a heatmap visualization. Below the heatmap, a testimonial from Ben Sebborn of Skiddle Ltd. states: "We've already noticed our conversion rate has TRIPLED, and the number of clicks required to convert has reduced dramatically." A 'Watch Now' button with a play icon and the text 'Just 1 Minute' is also present. To the right, there are buttons for 'Plans & Pricing' (Small Medium Businesses) and 'Enterprise Solution'. At the bottom, a 'Key Features' section and a 'Trusted by 70,000+' section are shown.

CLIC^TTALE®
Customer Experience Analytics

Pricing Product Why ClickTale? Support Contact Blog Customer Login

Record Everything Convert Everyone

Maximize conversions and improve usability by visualizing customers' actual interactions

Watch Now
Just 1 Minute

“ We've already noticed our conversion rate has TRIPLED, and the number of clicks required to convert has reduced dramatically.”

Ben Sebborn, Skiddle Ltd

Plans & Pricing
Small Medium Businesses

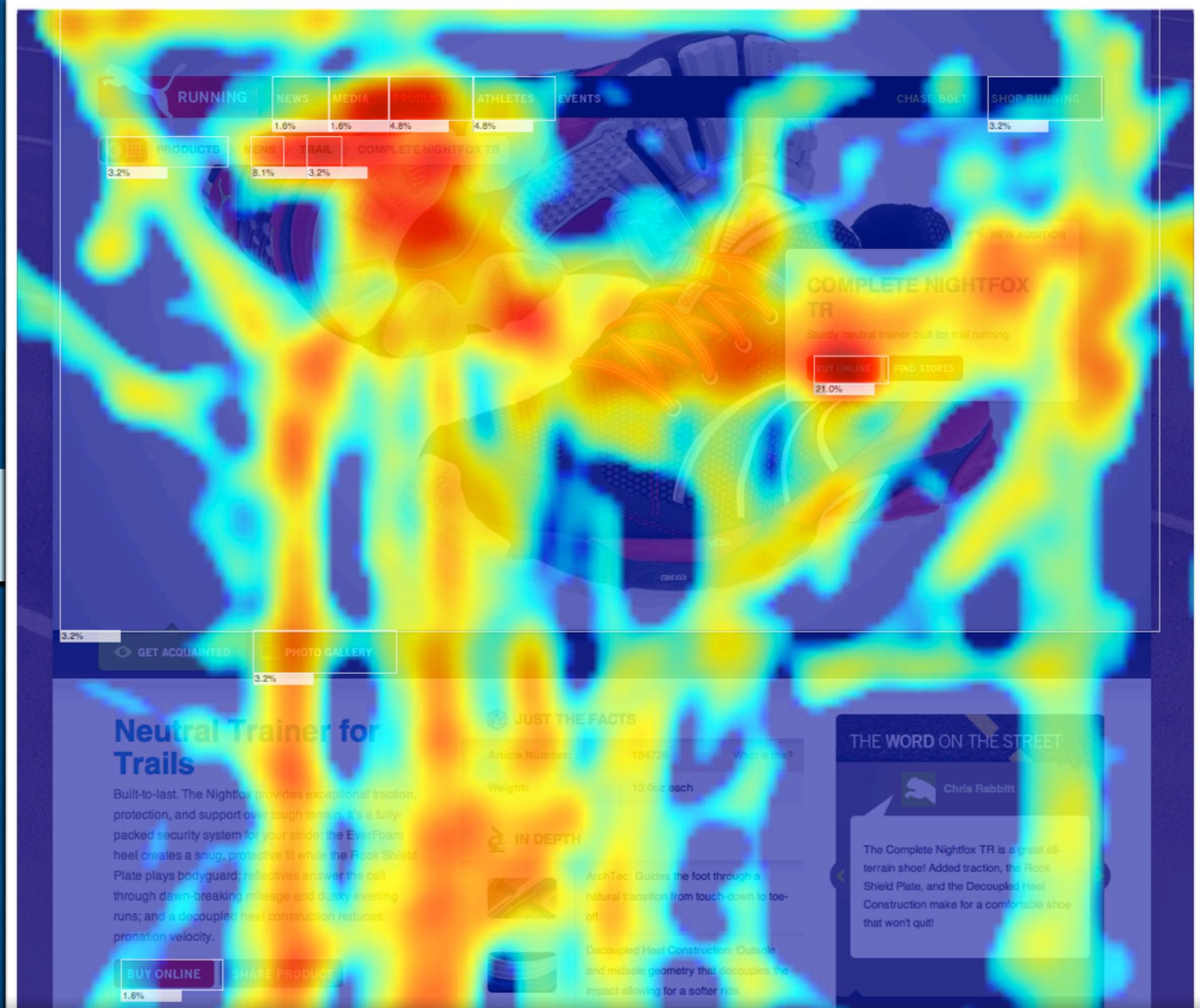
Enterprise Solution

Request a Personal Demo

Key Features

Trusted by
70,000+

AT THINKGEEK WE



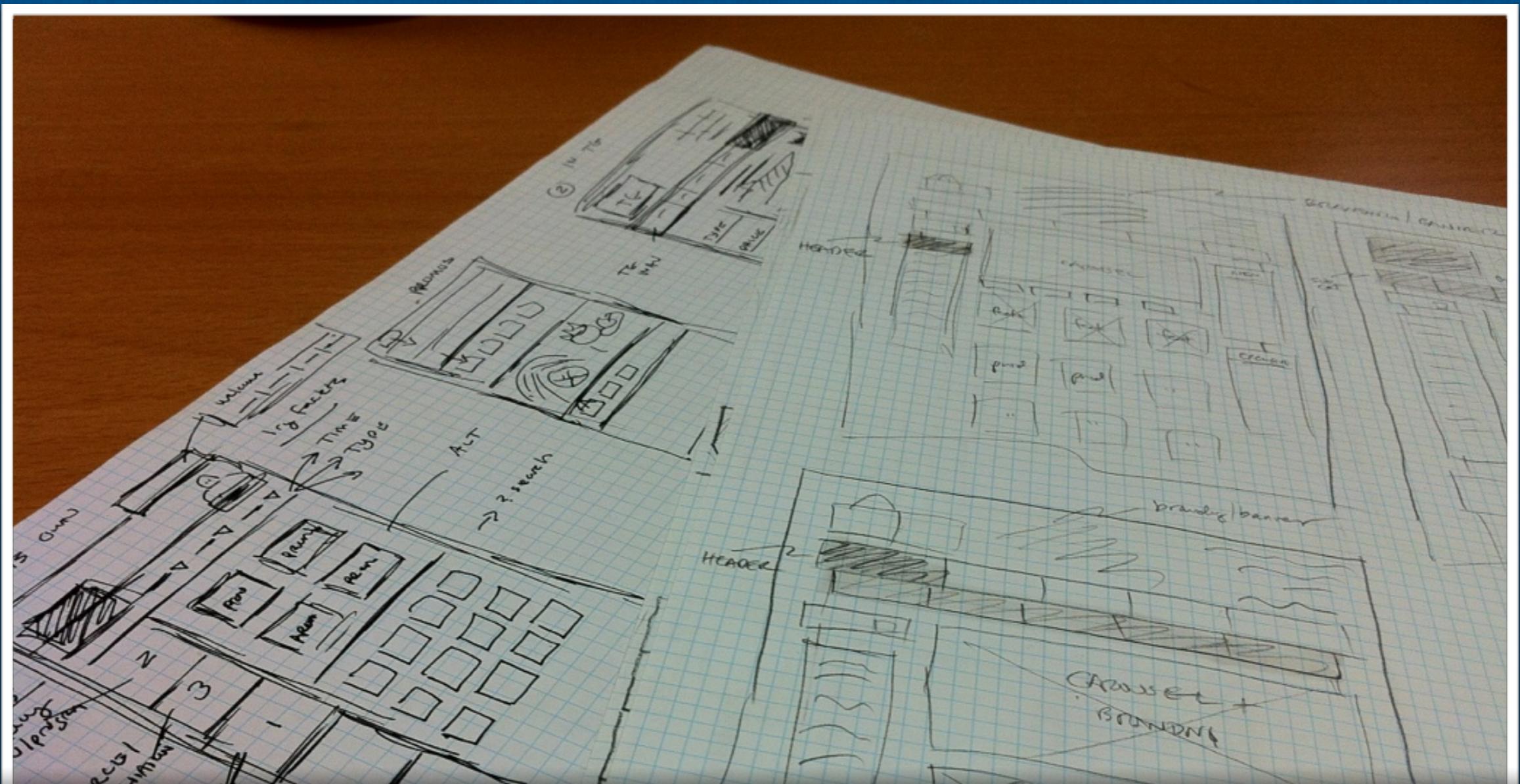
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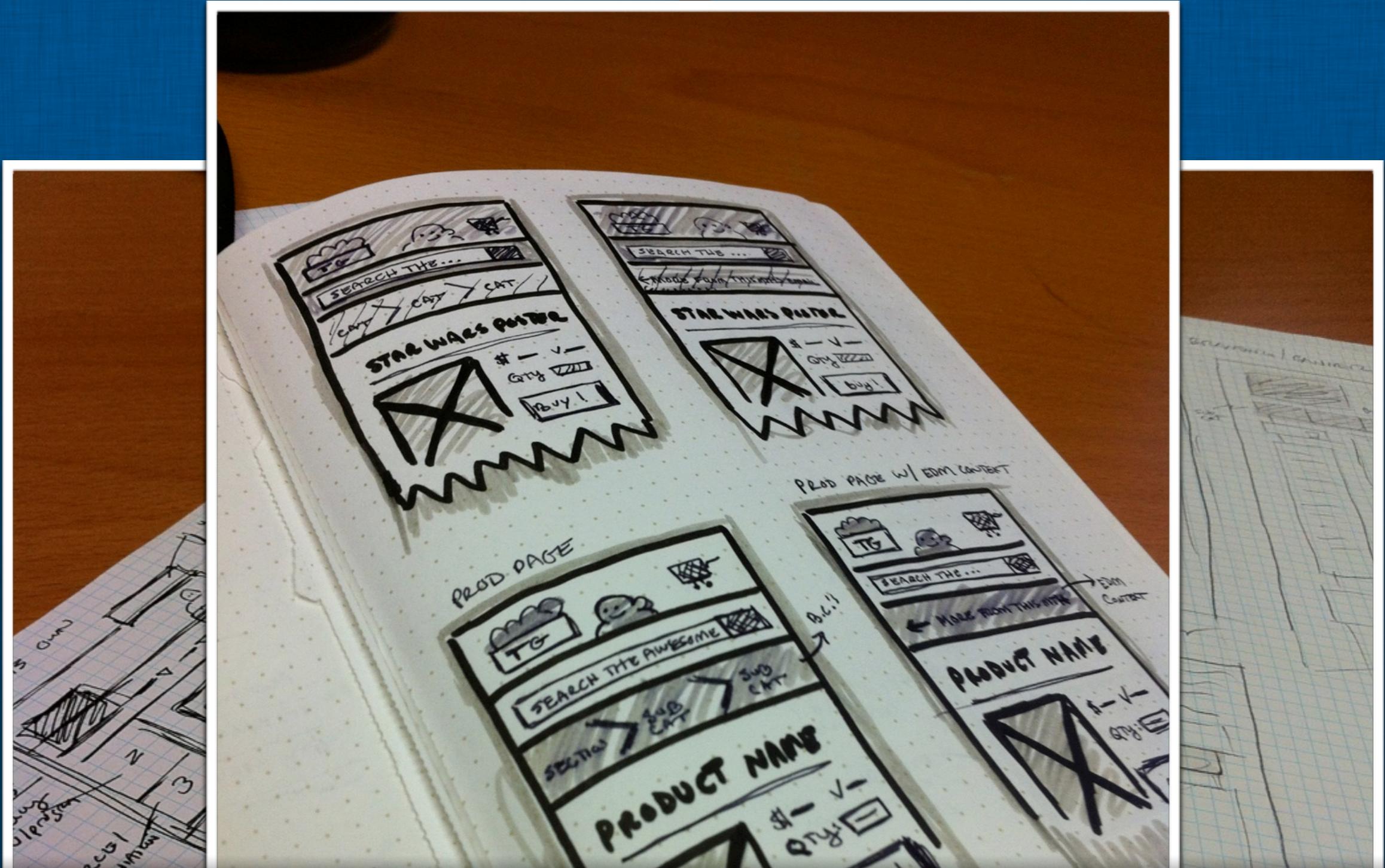
SKETCH OUT MANY DESIGN IDEAS

to get more options on the table
for both brainstorming and validating

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Think Geek
stuff for smart masses

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PROMO AREA

PROMO IMAGE

Microbes

Spiff Tagline Could Be Placed Here

[INTRODUCTION] Far far away, behind the word mountains, far from the countries and Consonantia, there live the blind texts. Separated they live in right at the coast of the Semantics, a large language ocean.

A small river named Duden flows by their place and supplies it with the necessary regelialia. It is a paradisematic country in which roasted parts of sentences fly into your mouth.

Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar. The Big Oxmox advised her not to do so, because there were thousands of bad Commas.

Microbes Not to Miss

Product Name Is Placed Here
\$6.00 was \$10.00

Product Name Is Placed Here
\$6.00 was \$10.00

Product Name Is Placed Here
\$6.00 was \$10.00

Product Name Is Placed Here
\$6.00

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Our Entire Collection of Microbes

some things
YOU CAN DO
to start focusing on users

THINGS YOU CAN DO



THINGS YOU CAN DO



Use Analytics

Google Analytics, ClickTale, other free versions FTW

THINGS YOU CAN DO



Use Analytics

Google Analytics, ClickTale, other free versions FTW

Set Up Feedback Loops

Twitter, Facebook, Wufoo forms free version

THINGS YOU CAN DO



Use Analytics

Google Analytics, ClickTale, other free versions FTW

Set Up Feedback Loops

Twitter, Facebook, Wufoo forms free version

Reach Out to Users

make friends, follow-up to feedback, build a testing army

THINGS YOU CAN DO



THINGS YOU CAN DO



Find Out Their Lingo

dive into search logs, learn a subject's vernacular

THINGS YOU CAN DO



Find Out Their Lingo

dive into search logs, learn a subject's vernacular

Look at Competition/Peers

Don't reinvent the wheel on your users

THINGS YOU CAN DO



Find Out Their Lingo

dive into search logs, learn a subject's vernacular

Look at Competition/Peers

Don't reinvent the wheel on your users

Design Quick and Fast

sketch many ideas, polish the gems you find

**DANGER, WILL
ROBINSON**
well, at least warnings

BE CAREFUL

IN READING THE DATA TEA LEAVES

Infer the right things and know what your terms are



BE CAREFUL



WHEN YOU USE YOUR FRIENDS

they may not be anything like your users



BE CAREFUL

ASK THE RIGHT
AND APPROPRIATE
QUESTIONS

don't lead, discomfort, or make things too complex for people

QUESTIONS? and THANKS

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