Everybody is a designer

Martin Čacký, GoodData

CZJUG, March 2013

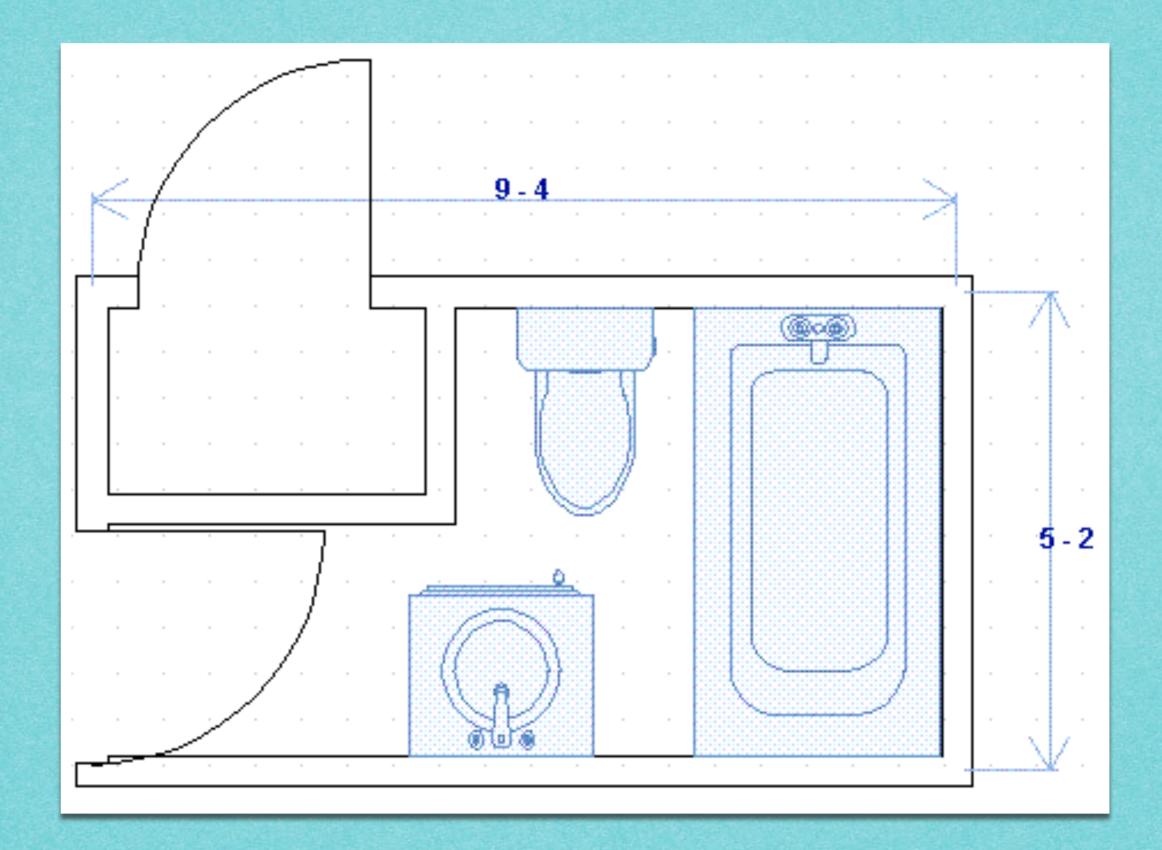
Have you ever designed anything?

What is design actually?

De·sign

"Design describes both the process of making things (designing) and the product of this process (a design). ... The activity of designing is ... a problem-solving process...."

Kathryn Best



BTW this is design as well





- I4F - Directory Profile Page



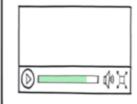
Profile Name

245 Blackfriars Road Ludgate House London, SE1 9UY

Email: <u>firstname@surname.com</u>
Telephone: 0207 955 3705

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Attachments

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So ... Have you ever designed anything?

Everybody designs every day

Everybody at your company designs or influences the user experience of your product...even developers

Examples

Use Cases & Requirements

UC-1 User attaches a picture to an email

Concepts

Account

managed by

managed by

Project

member of

User

belongs to

Pataset

Public APIs - Structure

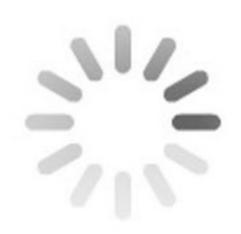
/api/this/is/for/users/as/well

Public APIs - Errors

Error Handling

```
Bad
try {
} catch (Exception e) {
 print("An error occured while performing operation.");
                                                                 Good
try {
} catch (ReadOnlyException e) {
 print("The report \"Weekly Sales\" is read-only. Change permissions to allow
} catch (IncompatibilityException e) {
 print("The metric \"Rebounds per game\" cannot be added to the report
     \"Weekly Sales\" because there's no connection in the logical data model
```

Performance



Please wait.....Christmas

Bugs



From Product Design to Service Design

Lot of "products" are actually services

Including not only...

Digital) Product

...but as well

- Support
- Trainings
- Consulting

- Marketing
- Sales
- Brick&Mortar stores

More Examples

Support

- How quickly we respond on support.
- Is the help on spot?

Help

- ▶ Is the documentation findable?
- Is it precise?

This all affects the user/customer experience

It's everybody who designs the experience

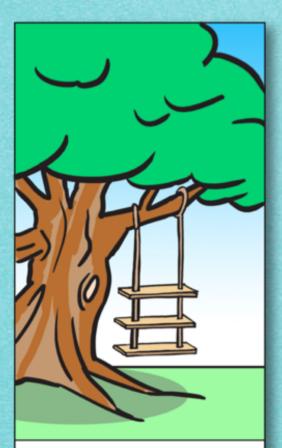
3 tips to become a better designer

Tip I - Define the Problem



Common Pitfalls

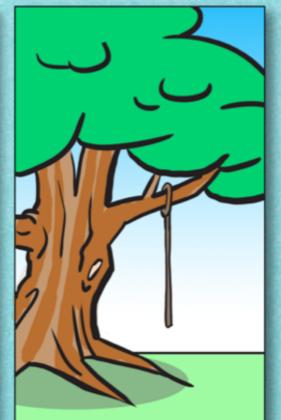
Solution is not the problem



How the customer explained it



How the analyst designed it

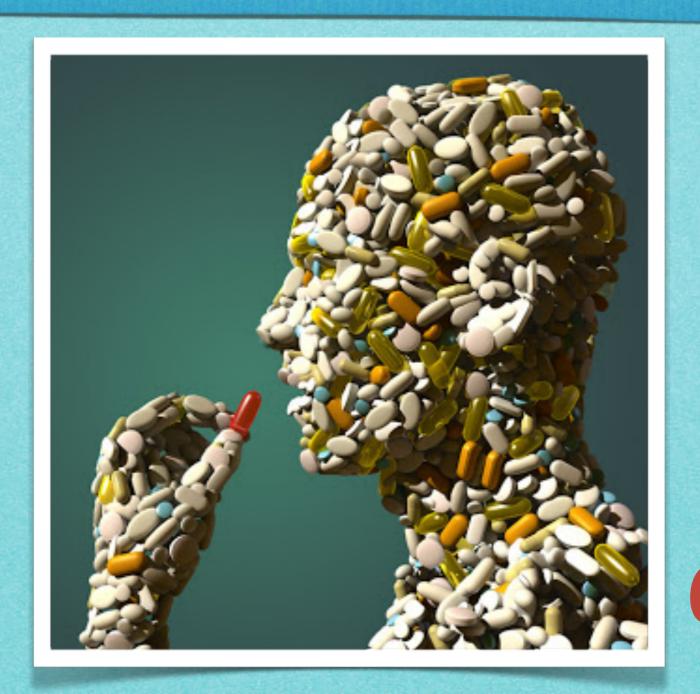


What operations installed



What the customer really needed

Symptom is not the problem



Pon't cure it

How to avoid the pitfalls

Ask why - 5 times or more

WHY?

WHY?

WHY?

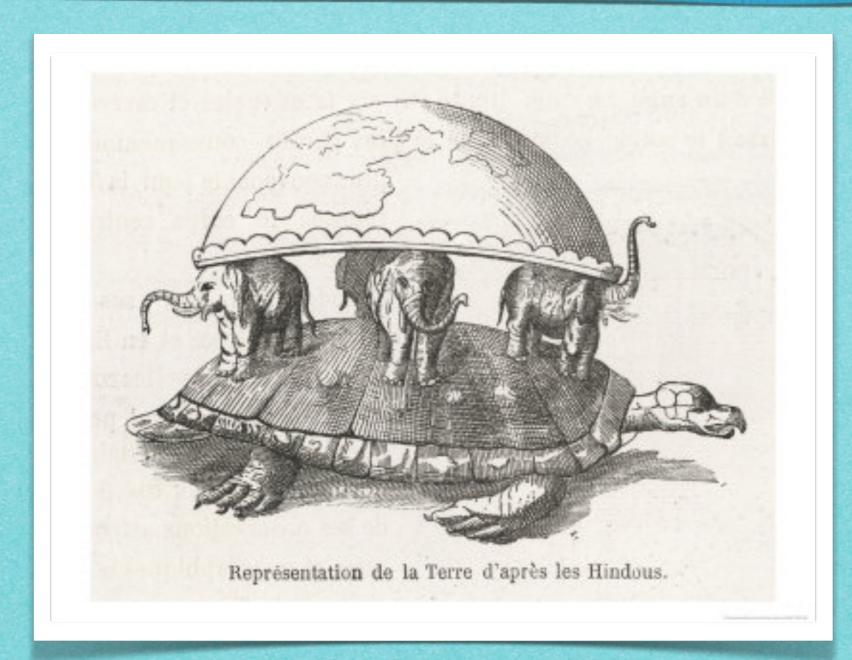
BUT
MUM
WHY?

WHY?

WHY?

WHY?

Challange assumptions



Formulate the problem precisely

It's not "design a chair",

it's...

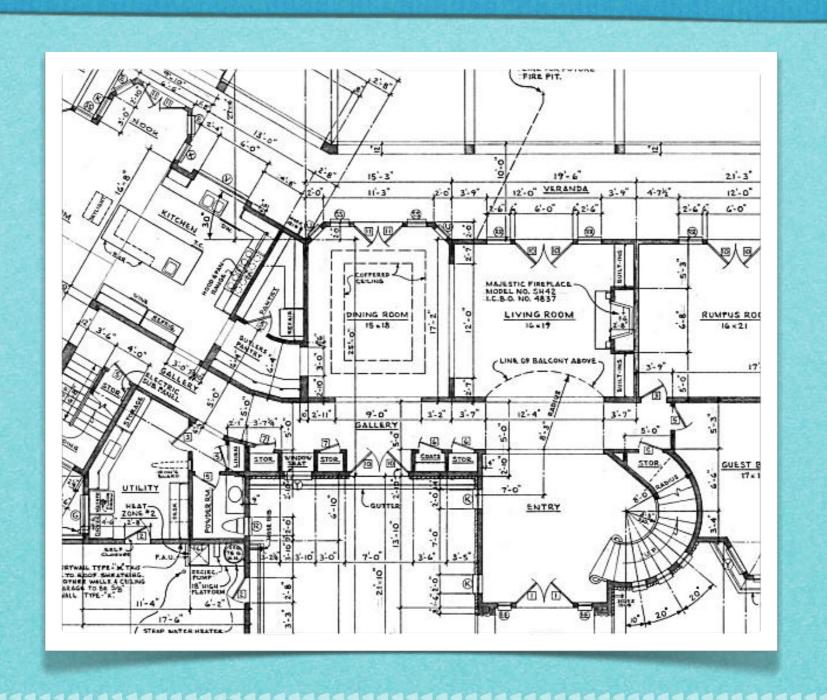
"create a way to suspend a person".

Tip II - Think about People



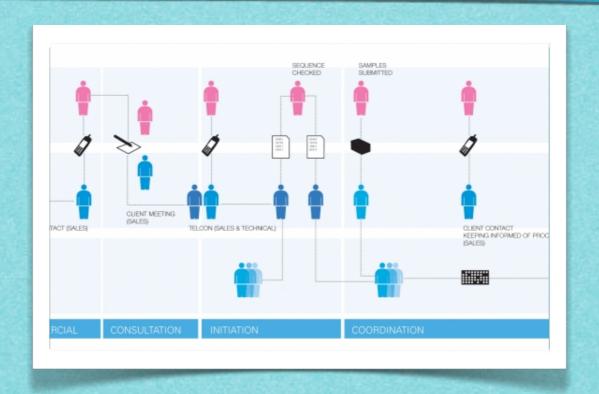
Common Pitfalls

Focus solely on the thing



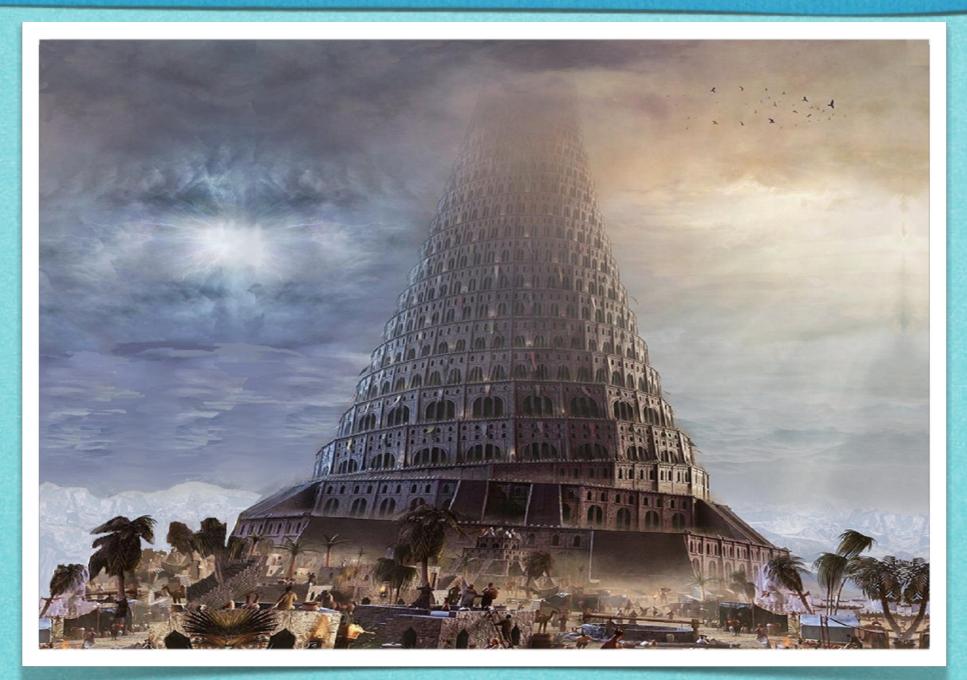
How to avoid the pitfalls

Think about people & situations



- Who is the person?
- What is her situation and probable usage scenario?
- Where was she before? Where will she go afterwards?

Tip III - Speak their language



Common Pitfalls

Using internal terms

Expected AST::Tree node \"%s\", got \"%s\".

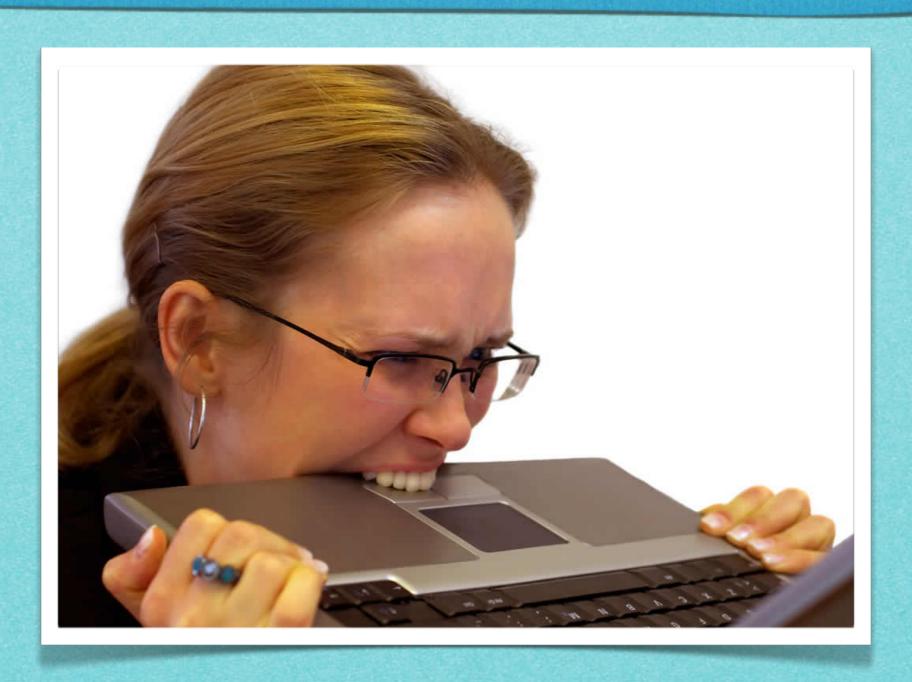
How to avoid the pitfalls

Stick to terms the people know



- Use natural language.
- Use terms the people know from previous experience with other things.
- Define new terms if you have to use them and stick to them.

Extra Tip - Watch people use your product



From tommorow, you design.