

DESIGNING ON PURPOSE

Design Process & Deliverables in the Responsive Age

Jared Ponchot // @jponch // Digital PM Summit 2013

**HI, MY NAME IS JARED
PONCHOT, AND I'M A DESIGNER**

not a project manager

PUT A GROUP OF ARCHITECTS, URBAN DESIGNERS AND PLANNERS IN A SIGHT-SEEING BUS AND THEIR ACTIONS WILL DEFINE THE LIMITS OF THEIR CONCERNS. THE ARCHITECTS WILL TAKE PHOTOGRAPHS OF THE BUILDINGS, OR HIGHWAYS OR BRIDGES. THE URBAN DESIGNERS WILL WAIT FOR THAT MOMENT WHEN ALL THREE ARE JUXTAPOSED. THE PLANNERS WILL BE TOO BUSY TALKING TO LOOK OUT OF THE WINDOW.

— *Denise Scott Brown*

*A list apart has always tried to be one of those sites at the front of the pack. We don't support 800 x 600 anymore, nor do we 640 x 480. Do you? People flipped when sites stopped supporting 640 x 480... now no one says a word. Things change. **Trust me, you are going to see more sites stretching out their legs and putting their feet up.***

— Jason Santa Maria, August 2005

Photo by Adam Wintle http://stuffandnonsense.co.uk/blog/about/a_list_taken_apart





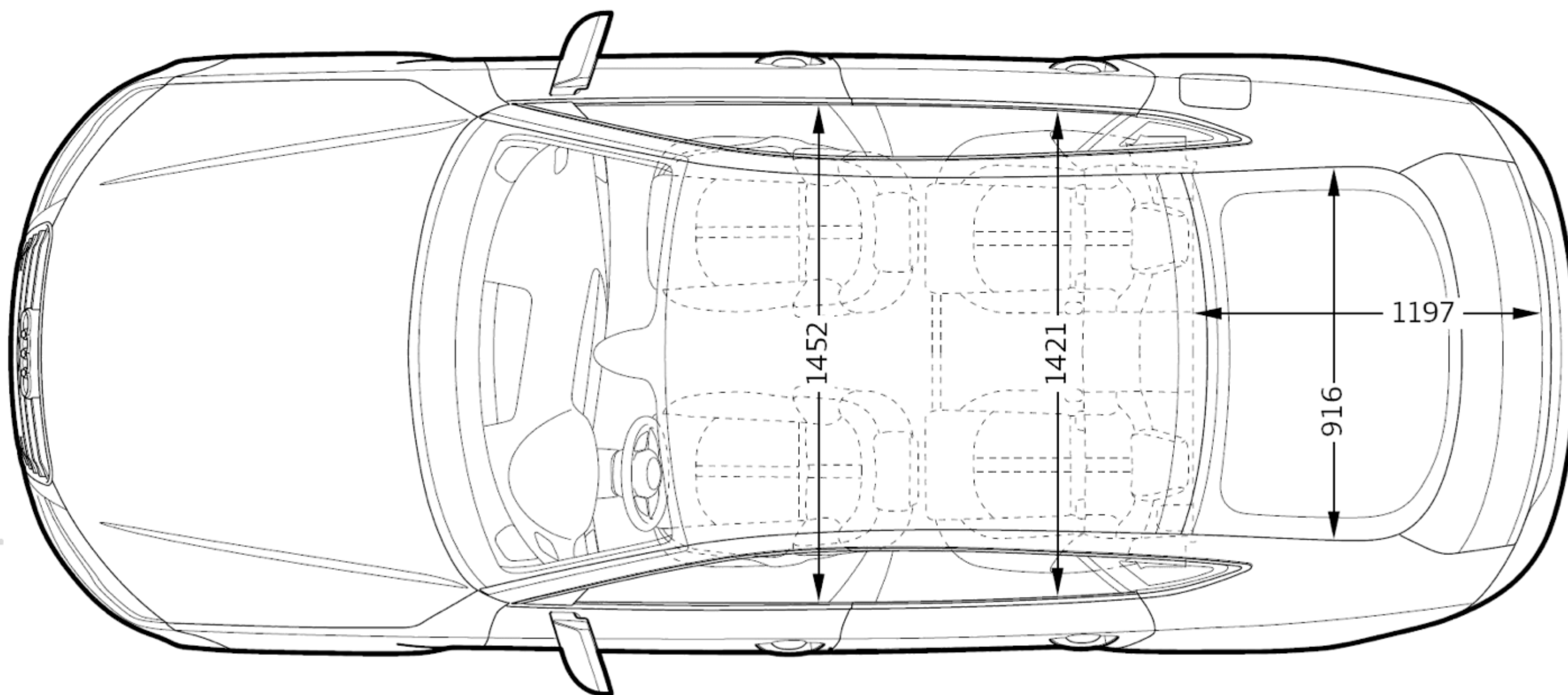
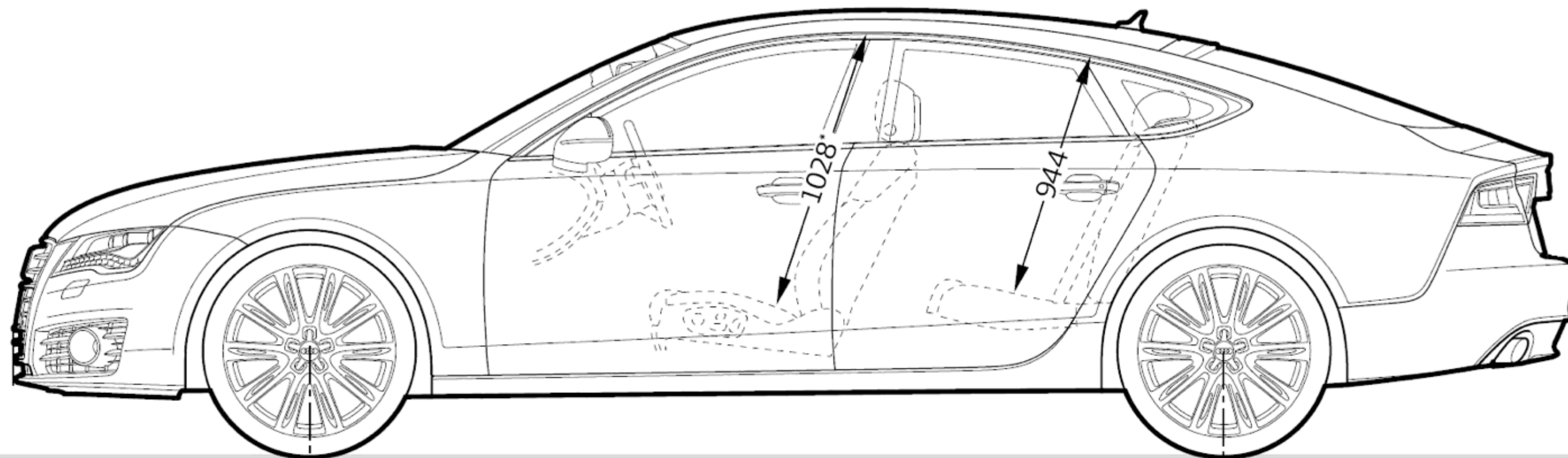
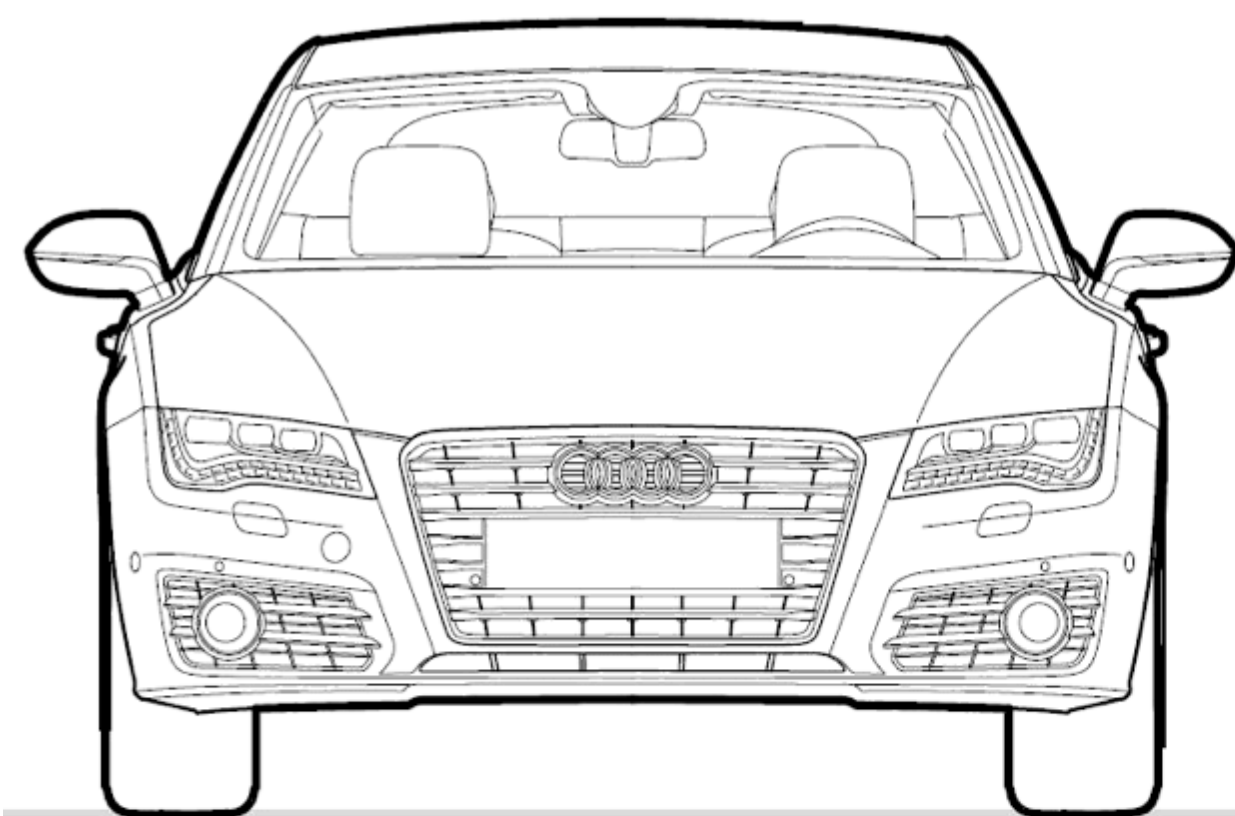
MO' DEVICES MO' PROBLEMS

Photo wallpaper of Notorious BIG from alphacoders.com

**PURPOSE, NOT PREFERENCE
PRIORITY, NOT PLACEMENT
SYSTEMS, NOT PAGES**

DESIGN IS THE CONSCIOUS EFFORT
TO IMPOSE A MEANINGFUL ORDER

— *Victor Papanek*



Audi A7 Sportback plans from the-blueprints.com

REQUIREMENTS GATHERING
CONCEPT DESIGN
MARKET RESEARCH
TEST CAR
FINAL DESIGN

Audi A7 Sportback plans from the-blueprints.com

www.the-blueprints.com

SOUND FAMILIAR?

DISCOVER



DESIGN



DEVELOP



DEPLOY



Audi A7 Sportback photo from exclusivecardesign.blogspot.com



Audi A7 Sportback photo from exclusivecardesign.blogspot.com



FAMILIAR PROCESS

DISCOVER

strategists



DESIGN

designers



DEVELOP

developers



DEPLOY

client & users





WHISPER DOWN THE LANE DESIGN

**WHY HAVE WE
DONE IT THIS WAY?**

ALLITERATION *is*

ALMOST

ALWAYS

AWESOME

**FAMILIARITY IS
FANTASTIC**

“THE PUBLIC IS MORE FAMILIAR WITH BAD DESIGN THAN GOOD DESIGN. IT IS, IN EFFECT, CONDITIONED TO PREFER BAD DESIGN, BECAUSE THAT IS WHAT IT LIVES WITH. THE NEW BECOMES THREATENING, THE OLD REASSURING.”

— *Paul Rand*

DIVISION OF LABOR

DIVISION OF LABOR

STRATEGISTS

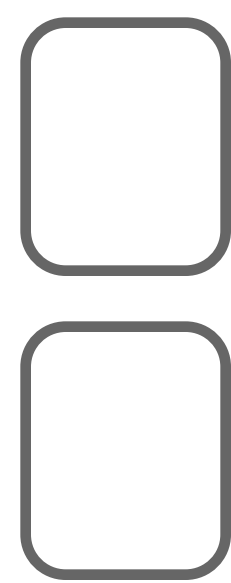
UX/DESIGNERS

FRONTEND DEVS

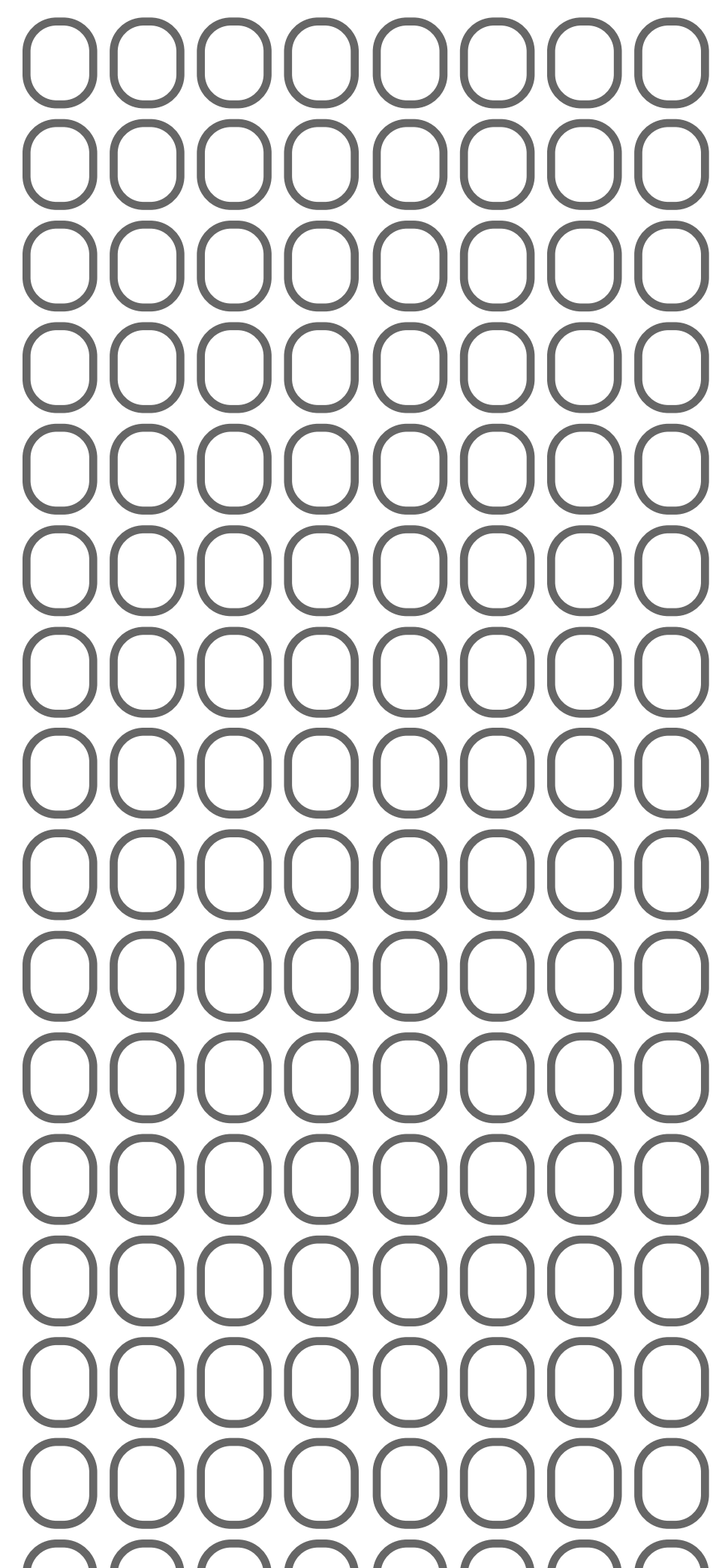
BACKEND DEVS

DIVISION OF LABOR: RESPONSIVE DESIGN

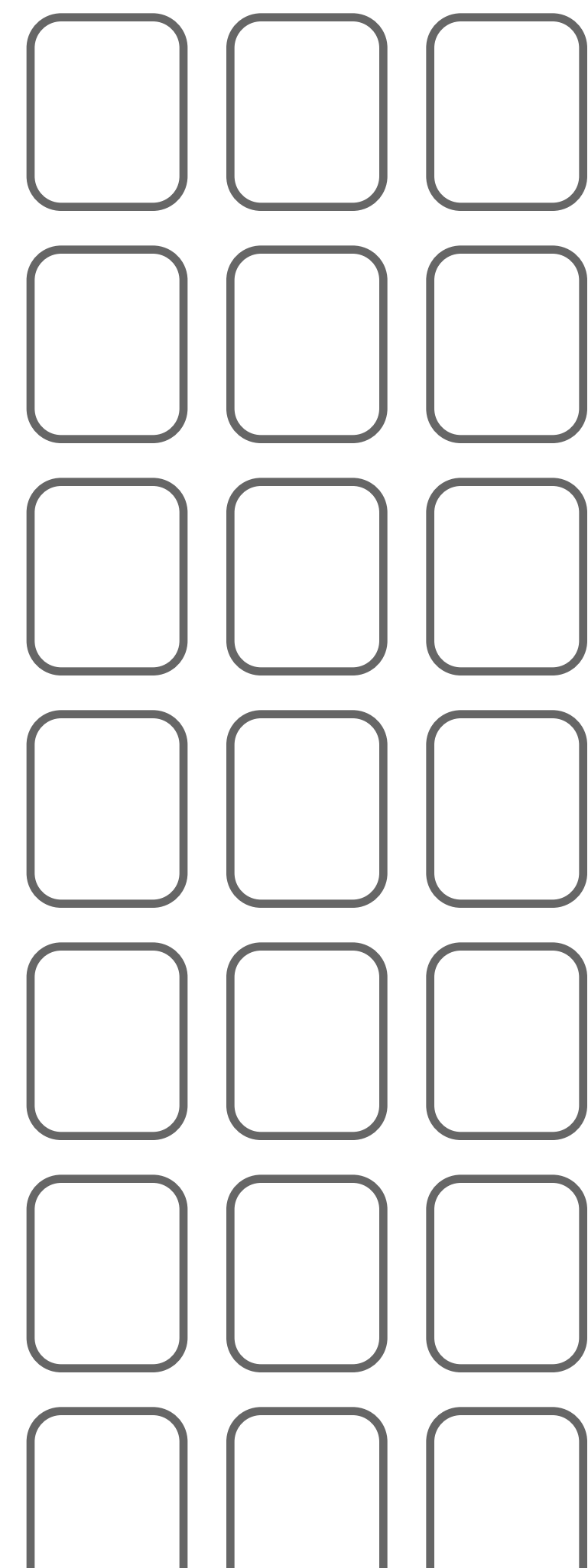
STRATEGISTS



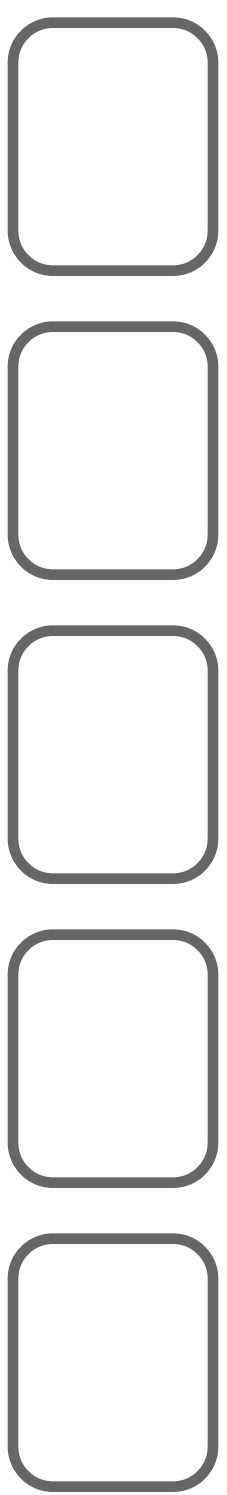
UX/DESIGNERS



FRONTEND DEVS

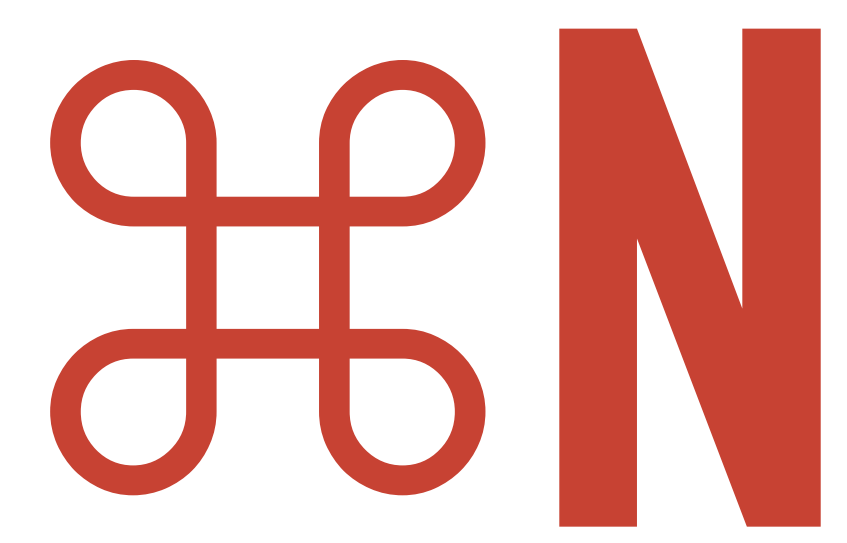


BACKEND DEVS



**9 WOMEN CAN'T MAKE
A BABY IN 1 MONTH!**

— *Fred Brooks*



KEEP EVERYONE FOCUSED ON PURPOSE & CONTENT

not process or deliverables

**CREATE LIGHTER WEIGHT,
LIVING DELIVERABLES**



INSTEAD OF THIS ...

DISCOVER

strategists



DESIGN

designers



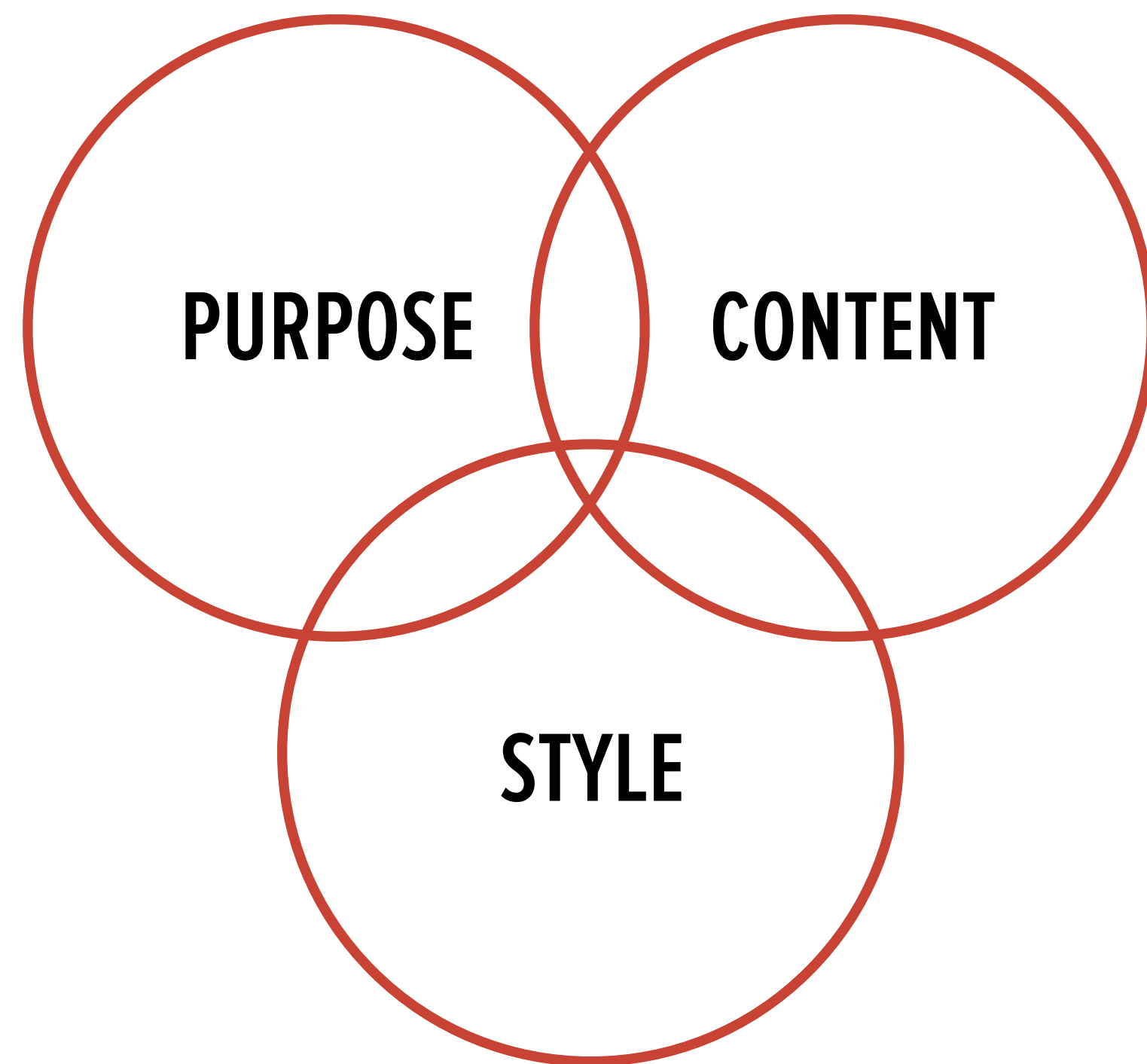
DEVELOP

developers

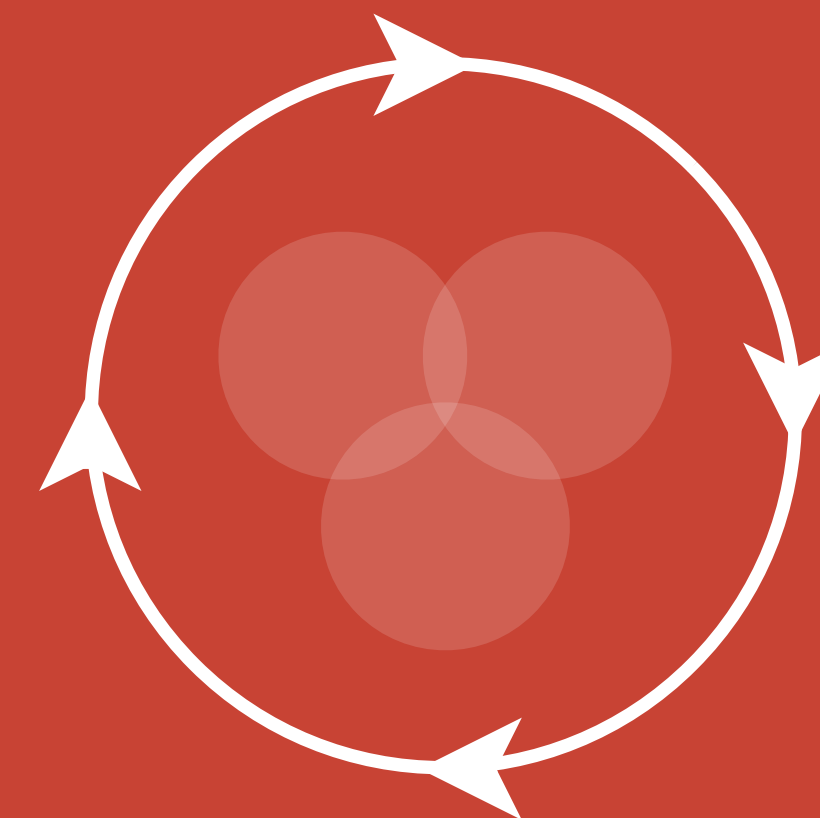


DEPLOY

client & users



**STRATEGY
DESIGN
DEVELOPMENT**



PURPOSE
CONTENT
STYLE

DESIGN IS PROBLEM DISCOVERY

& problem Solving

“IF I HAD AN HOUR TO SOLVE A PROBLEM AND MY LIFE DEPENDED ON THE SOLUTION, I WOULD SPEND THE FIRST 55 MINUTES DETERMINING THE PROPER QUESTION TO ASK, FOR ONCE I KNOW THE PROPER QUESTION, I COULD SOLVE THE PROBLEM IN LESS THAN 5 MINUTES.”

— *Albert Einstein*





WHAT WILL THAT GET YOU?

**THE RIGHT QUESTIONS CAN
HELP THE CLIENT DO THEIR JOB,
& SET YOU UP TO DO YOURS**

**YOU MAY BE SURPRISED, BUT I
NEVER ASK DESIGN-RELATED
QUESTIONS IN DESIGN PROJECT
DISCOVERY MEETINGS.**

— Andy Rutledge

“THE REASON I DON'T ASK DESIGN
QUESTIONS OF THE CLIENT IS THE SAME
REASON AN ARCHITECT DOESN'T ASK
THE CLIENT WHAT PSI THE BUILDING'S
LOAD-BEARING FOUNDATIONAL
STRUCTURES WILL NEED TO ENDURE.”

— *Andy Rutledge*

**WE CAN'T SOLVE PROBLEMS FOR
OUR CLIENTS BASED ON THEIR
PERSONAL PREFERENCES IN
COLOR, TYPOGRAPHY & TEXTURE!**



Hema Maps Pty Ltd
Ph: +61 7 3340 0000 Fax: +61 7 3340 0099
Web: www.hemamaps.com
Email: manager@hemamaps.com.au

Hema Maps NZ Limited
Ph: +64 9 273 6459 Fax: +64 9 273 6479
Email: sales.hema@clear.net.nz



What is the sum of $3+3$?

What numbers can be added up to 6?



Procter & Gamble
Professional Line

**Spic
AND
Span**

Makes 640 L / 170 GALLONS U.S. Cleaning Solution
Donne 640 L / 170 GALLONS US de solution nettoyante
Produce 640 L / 170 GALONES (EE.UU.) de Solución Limpiadora



INSTITUTIONAL / FOODSERVICE
INSTITUTIONNEL / SERVICE D'ALIMENTATION
INSTITUCIONAL / SECTOR DE ALIMENTACIÓN

Floor Cleaner

**Nettoyant pour
planchers**

Limpiador para Pisos

- Cuts Tough Grease on Quarry Tile
- Floor and Multi-Surface Cleaner

CAUTION
MAY CAUSE EYE IRRITATION
(SEE SIDE PANEL)

- Déloge la graisse sur le carrelage de grès cérame
- Nettoyant pour planchers et surfaces multiples

MISE EN GARDE
RISQUE D'IRRITER LES YEUX
(VOIR SUR LE CÔTÉ)

- Quita la Grasa Difícil de los Azulejos de Cantera
- Limpiador para Pisos y Múltiples Superficies

PRECAUCIÓN
PUEDE IRRITAR LOS OJOS
(VER EL PANEL LATERAL)

3.78 L / 1 GALLON (US)

photo from theofficedealer.com

I WANTED TO LOOK AT THE PROBLEM
AS THOUGH I'D JUST STEPPED OFF A
SPACESHIP FROM MARS.

— *Harry West, Continuum*





CONTEXT & RELATIONSHIP



photo from washingtoncitypaper.com

**WHERE & WHEN YOU ASK
REALLY MATTERS!**

A New Make Mantra: A Statement of Design Intent

– March 24th, 2012 –

When I first worked in a design studio, I was taught that the first thing to do, as part of the project discovery, was to ‘interrogate the brief’, or ‘rewrite the brief’. This normally involved getting a brief from a client, for us to ask questions, conduct research and then write our own brief and deliver it back to the client to demonstrate our understanding of the project and what we’ve learnt about their business. It’s important to note, this isn’t a proposal. This brief did not include the **how**, it was the **what**. What is the project.

At some point in my career, I stopped doing that. I still spent time trying to understand audiences and business, but the ‘creative brief’, as we called it, was something that wasn’t produced. Instead, we normally had a plan. This would exist as documents, or conversations, or outcomes from workshops. The point is, they were many things - all collectively known as ‘The Strategy’.

<http://bit.ly/187yUef>

Recently, I’ve been trying to go back to something a bit more formal and create a

CREATE WONDER

PURPOSE STATEMENT

- Keeps things on track when they're going off the rails
- Generates big ideas
- Helps simplify complexity
- Helps communicate and facilitate organizational change

**HAVE A STAR TO SAIL
YOUR SHIP BY**

PURPOSE
CONTENT
STYLE

**FOCUS ON PRIORITY,
NOT POSITION!**

“
**LOREM IPSUM DOLOR SIT
AMET, CONSECTETUR
ADIPISCING ELIT.**
”

— *Jeffrey Zeldman*

DESIGN IN THE ABSENCE OF
CONTENT IS NOT DESIGN,
IT'S DECORATION.

— *Jeffrey Zeldman*

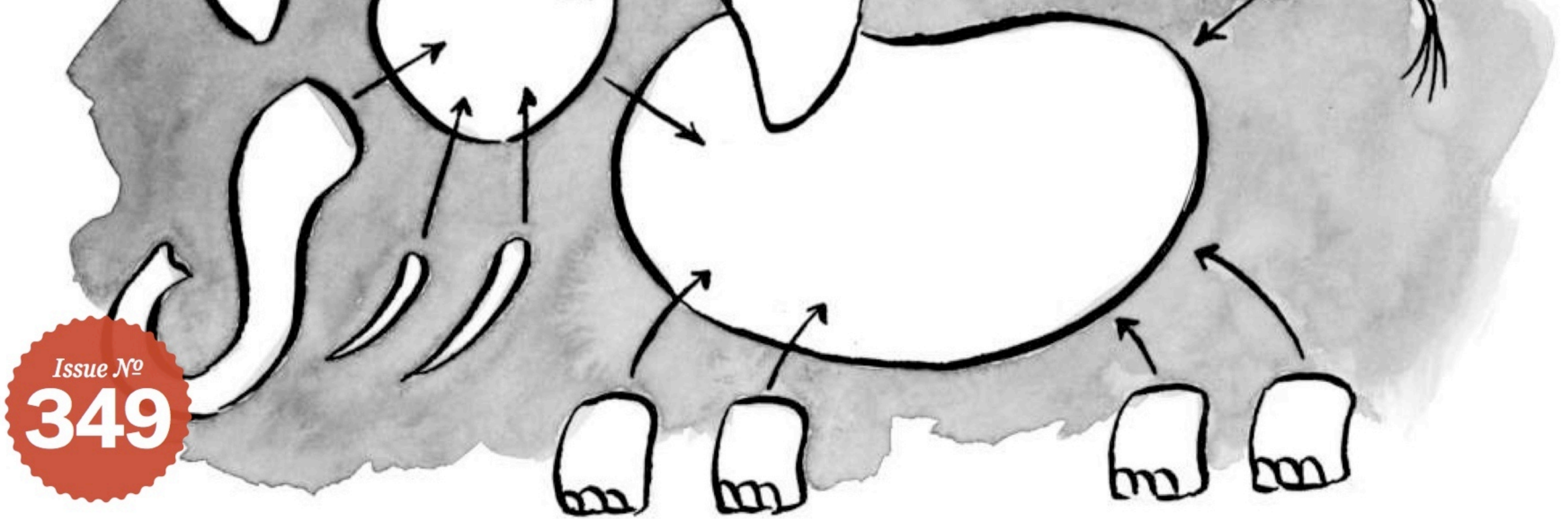
DESIGNING WITH CONTENT & HIERARCHY

- Content Model
- Display Model

THE CONTENT MODEL

Documents ...

- **the types of content** your project needs
- **the discrete attributes** that make up each content type
- **the relationships** between them



Content Modelling: A Master Skill

by **RACHEL LOVINGER** · April 24, 2012

Published in *Content Strategy* · 11 Comments

In “[Tinker, Tailor, Content Strategist](#),” which runs concurrently in this issue, I asked you about content strategy master skills, which hardly seems fair if I don’t share one of my own favorites. More and more I find that the [content model](http://bit.ly/13FTHIG) is one of the most important

content-model.md

Partner

- Name

- Short summary

- Full text

- Logo

- Home page (optional)

Testimonial/Interview

- Headline

- Byline

- Pull quote

- Image (Optional)

- Video (Optional)

- Transcript (Optional)

Community Spotlight*

- Headline

- Pull quote

Focus OffH1H2H3H4H5H6B / S1. List• List

141 Words

1,219 Characters

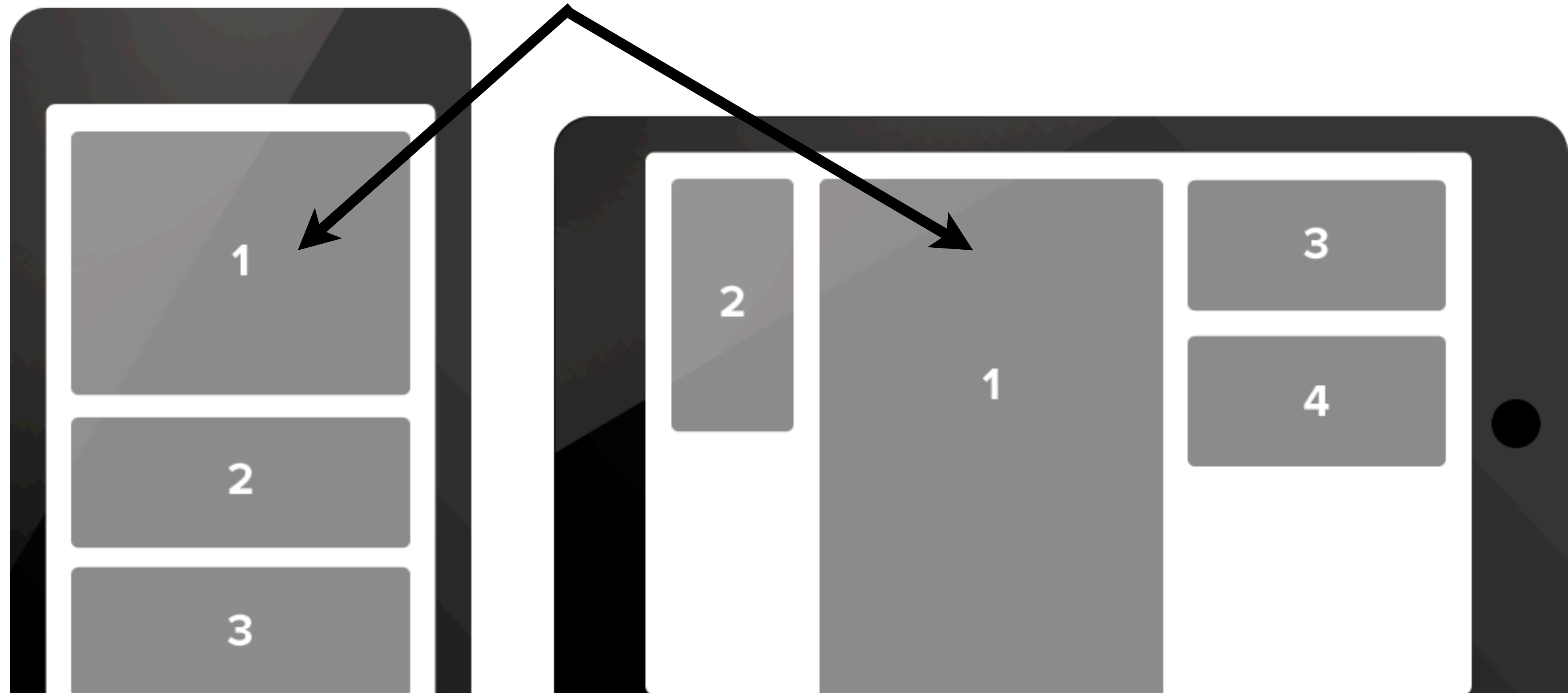
00:00:42 Reading Time

THE DISPLAY MODEL

Documents...

- **the types of displays** your project needs
- **the discrete components** that make up each display
- **the hierarchy** of those components

COMPONENT



THE DISPLAY MODEL

- **Content Types** (e.g. article, recipe, episode, etc.)
- **Listings** (e.g. blog, search results, etc.)
- **Top Level Pages** (e.g. homepage, category pages, section pages, etc.)

display-model.md

Link away to a page about all the partners)*

- Blog
 - Posts list **(all posts, most recent first)**
 - Categories list **(possibly a filter)** Please incorporate a filter. Need especially for all the past Counterpoint articles
 - Featured post **(for high impact articles or news post)**
 - Subscribe to stay updated **(email list signup, possibly with options for types/categories)**
 - Popular posts list **(handful of most popular articles, news, etc.)**
 - Featured/Latest Impact Update

Content Type Displays

- Article
 - Content Component **(e.g. Headline, byline, category/tags list, full text, etc.)**
 - Related links list
 - Comments **(active on all article types?)**
 - Related articles list
 - For Advocates **(This could be based on article type/category*

Focus Off

H1 H2 H3 H4 H5 H6 B / S 1. List • List

2,118 Words

13,317 Characters

00:10:35 Reading Time

PURPOSE
CONTENT
STYLE



STYLE ISN'T POWERLESS!

AVOIDING THE WHIM WINDS

PURPOSE COMES FIRST

**SEEK EVALUATION,
NOT CREATION**

EMBRACE METAPHOR



Steve Martin



Yo-Yo Ma



Bonnie Raitt



Herbie Hancock



Meryl Streep

Each of these celebrities embody personality traits and characteristics like *intelligent*, *accessible*, and *classic*.

**VERBAL LANGUAGE,
THEN VISUAL LANGUAGE**

INSPIRE

**PURPOSE, NOT PREFERENCE
PRIORITY, NOT PLACEMENT
SYSTEMS, NOT PAGES**

REMEMBER

THANKS!

Jared Ponchot // @jponch // Digital PM Summit 2013