10 things CEOs Need to Know about Design

FutureM / Startup Marketing Bootcamp
Leslie Bradshaw, President & COO of JESS3
Boston, October 8, 2010
PowerPoint is a delivery mechanism, NOT a design tool.
Don't be bound by geography to hire DESIGNERS
JESS3 HQ
HEADQUARTERS
WASHINGTON, DC

GLOBAL HUBS
UK, Greece, Paris, Argentina,
Boston, MA, New York, NY
San Francisco, CA, Austin, TX,
Sweden, Germany
Get surgeons not hacks
And then get out of the way
How to Communicate Needs & Expectations to Web Designers

Know What a Designer Doesn't Know

Before you even begin talking to your designer about your needs and expectations, you need to think about what you want and how to talk about it in a way that the designer will understand your goals. What you need might require more to go on than the designer will expect. You need to be honest about your expectations, and you need to understand what a designer can do and what they can't do. You also need to communicate what you want.
Expand what DESIGN means WITH ILLUSTRATORS, cartoonists, and tattoo artists
Leave color out at first.
SKETCH, wireframe, storyboard.
MTV Wireframe 20.1

1. Prominent search feature making it super easy to find what you’re interested in.

Time and date more of a user experience feature to accompany the timestamp stamp on the tweets.

2. Connect to Twitter to stream content from your account/people you follow.

3. At a glance stream of accounts you follow and an additional visual stream of recommendations for you to follow.

Clicking the users either refreshes the stream of tweets below to just that user or allows you to follow that user.

4. Live stream of tweets.

5. Timeline of daily tweets for the past month (or other time period if better suited). Each node represents the volume of tweets on each day. Rolling over displays the amount of tweets, by the number of users on that particular day. And clicking a node would stream that days’ tweets above.

6. Latest from your network

Timeline of tweets from the past month

Tweet Love: @LeslieBradshaw | @JESS3
Social media provides BUILDING BLOCKS and PARAMETERS
Distribution and storage channels are infinite.
Social Media SWOT
Spark, Build and Sustain Your Organization's Social Media Fire

MICRO-COMMUNICATING
- Fast-Paced, Real Time
- Influencing the Influencers
- Early Warning Systems
- Social Search
- Drives Traffic

SOCIAL NETWORKING
- Google
- Myspace
- Gomallia
- Foursquare
- Foursquare
- Foursquare
- Drives Traffic

BLOGS
- Google
- Myspace
- Gomallia
- Foursquare
- Foursquare
- Drives Traffic

SLIDESHARE
- Pluxi
- Scribd
- TWIPLC
- Frenq
- Delicious
- Frenq
- Lasting Resource
- Emotional Connection
- Highly & Easily Consumable
- Ranks Well in Search Engines
- Preferred Medium to receive/Consume Information

(WIP - launching Fall 2010)
"I can't overstate the value of DESIGN for a start-up. I made a designer my co-founder. They should be EMPLOYEE 2, not 10."

DAVE MORIN (co-founder and CEO at Path; former Senior Platform Manager at Facebook)
Dave Morin

Dave is the CEO and Co-Founder of Path. He is also an angel investor and advisor. And, avid skier.

Before starting Path he was the Senior Platform Manager at Facebook.

As an early member of the Facebook team, Dave played a variety of product, marketing, strategy, and management roles in expanding the Facebook ecosystem.

Most recently, Dave was a co-inventor of Facebook Connect which was created to make the Internet a more social place. Facebook Connect is now used by over 1 million websites and applications to empower over 150 million users to connect and share with their friends across the Web, the iPhone, and many other devices and consoles.

Earlier, Dave was a co-inventor of the revolutionary Facebook Platform, the world's first social platform. Since launch, the multi-billion dollar Facebook Platform ecosystem has grown to include over 1 million developers in 180 countries that have created over 550,000 applications used monthly by over 70% of Facebook's 500 million users worldwide.

Prior to Facebook, Dave held positions at Apple in product and marketing. In his college dorm room, he also founded a small design-focused Internet company called DM Design Studios.

A passionate and well-received speaker, Dave has delivered keynotes and spoken at events worldwide such as South by Southwest, Future of Web Apps, Web 2.0 Expo, Le Web, Microsoft MIX, O'Reilly Foo Camp, and Facebook f8.

Dave was named #16 of the 100 Most Creative People in Business by Fast Company in 2009.

Dave received a degree in Economics and Business from the University of Colorado at Boulder.

Dave grew up under the big sky of Montana where he was ranked as one of the top downhill ski racers in the United States. Today, he lives and works in beautiful San Francisco.
Jason Putorti

Jason Putorti is the Co-Founder of Votizen, a company bringing the authenticity of registered voters to social networks. He was the first Designer in Residence at Bessemer Venture Partners, which he joined in late November of 2009. It was through BVF partner David Cowan that he met his co-founder David Binetti.

Jason is best known as the Lead Designer of Mint.com from March 2007. He was responsible for the user experience, visual design, and user interface for the product as well as the brand image. He briefly stayed on as the Lead on Creative Direction for the Personal Finance division after Mint was acquired by Intuit.

Previously Jason founded his own creative agency, Novaurora, and co-founded College Prowler, both in Pittsburgh, Pennsylvania. Jason enrolled in the Computer Science program at Union College full-time at age 16, and received his BS from the University of Pittsburgh at 19, at which time he enrolled at the Parsons School of Design as an MFA candidate.

Milestones

- Jason Putorti added a position as Co-Founder at Votizen on 03/23/10. Posted 09/23/10 at 9:55am
- Jason Putorti joined Votizen as Co-Founder on 09/23/10. Posted 09/28/10 at 11:14am via techcrunch.com
- Jason Putorti joined Bessemer Venture Partners as Designer in Residence. (12/1/09) 2
  Posted 02/16/10 at 6:56pm via techcrunch.com
- Jason Putorti added a position as Designer in Residence. (11/20/09)
  Posted 11/30/09 at 3:18pm
- Jason Putorti added a position as Lead Designer at Mint.com on 03/15/07.
  Posted 11/4/09 at 7:54pm

Videos

Sources

1. Bessemer Snags a "Designer In Residence" From Mint.com [techcrunch.com] (edit)
2. Votizen Raises $1.5 Million To Make Sure Government Representatives Hear Your Voice [techcrunch.com] (edit)
Jesse Thomas

Jesse Thomas is the CEO and Founder of JESS3. A creative interactive agency specializing in social media data visualization. Jesse has architected visual masterpieces and interactive solutions for Nike, Facebook, Google, American Express, Discovery Channel, IBM, Intel, Microsoft, MySpace, Pfizer, NASA, Nestle, Pepsi / Tropicana, Classmates.com, C-SPAN, Salesforce.com, The Wall Street Journal and many other awesome blue chip companies and startups.

Prior to starting his own agency nearly 6 years ago, Jesse held senior level positions at Qorvis Communications, Ogilvy PR and AOL, in addition to running his own freelance business on the side for over 6 years. Jesse’s partnerships with organizations such as Social Media Club, Barcamp, AIGA, Mashable, Tech Cocktails, Art Directors Club and WOMMA have further bolstered his company’s success in the industry.

He rarely sleeps and is exuberantly passionate about his work.

Specialties: data visualization, information architecture, user experience, web design, branding, social media, PR

Milestones

Jesse Thomas added a position as Creative Director at JESS3. (2004)
Posted 6/29/10 at 12:31am

Videos

JESS3 / The State of The Internet

from JESS3

90 Trillion

05:21

Tags

social-media, design, data-visualization, mashup

#FMBootcamp
Like kneading bread, don't overwork it.

Everything is cool at the beginning.

You re-design the website.

Love it!

but...

Just a few minor changes which start to add up.

You are no longer a web designer.

An abomination was born.

#FMBootcamp
Everything is cool in the beginning.
The client communicates their needs. You set expectations.
Enthusiasm and excitement all 'round.

The new site will be GREAT!
Great!
It'll be INCREDIBLE!
It'll soar like an eagle in outer space!

The Client
The Designer

http://theoatmeal.com/comics/design_hell
DESIGN ≠ PRODUCTION
Thank you. Let’s stay in touch.

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li: linkedin.com/in/LeslieBradshaw