(D)ESIGN
IS HOW IT WORKS

@MARCELLOSOMERS
BEHINDCOMPANIES.COM
Hello.
OUR CLIENTS HIRE US TO OWN THEIR TOUGHEST PROBLEMS
THEY RETAIN US BECAUSE WE KEEP OUR PROMISES
Basil

This morning, my friend Kyle Baxter launched his first foray into iOS app development: Basil. It’s a great recipe book for your iPad.

I’ve been lucky to follow along his journey.

10 months ago he knew nothing about programming, much less Objective C. He’s probably what those in the industry would call “a business guy”. However, he dove in head first and today shipped Basil.

Kyle describes Basil:

Basil is for saving recipes from the web, organizing and cooking them. You can save recipes from the biggest sites with one tap, and your recipes are always organized, because Basil auto-tags them with the main ingredients and makes it quick to add the meal and cuisine type, too. That way, you don’t have to waste time categorizing your recipes. You can spend it doing what you really want to do—cook.

Check out it out, $3.99 on the iPad App Store.

1. Kyle is getting his Master’s in Accounting

Goldman Sachs & Culture

Greg Smith, on resigning at Goldman Sachs:

It might sound surprising to a skeptical public, but culture was always a vital part of Goldman Sachs’s success. It revolved around teamwork, integrity, a spirit of humility, and always doing right by our clients. The culture was the secret sauce that made this place great and allowed us to earn our clients’ trust for 143 years. It wasn’t just about making money; this alone will not sustain a firm for so long.

Culture is the secret sauce that keeps a company (especially a services firm) going. Humility, above all, is necessary for you to be able introspect and learn from competition.
(D)ESIGNER

NOT

(d)esigner
design AS OUTCOME
DESIGN AS PROCESS

design AS OUTCOME
Elizabeth Boling:  
“Designer” does not mean “artist” – though lots of people want to think it does. The job of a designer is not self-expression, it’s problem-solving.”
Design as Process

Same skill, different result
let's add
(insert feature here)
Instantly watch as many movies & TV episodes as you want!
For only $7.99 a month.

Start your free trial here

- Watch on your PS3, Wii, Xbox, PC, Mac, iPad, Apple TV, more.
- Choose and instantly watch as much as you want — it's unlimited
- High quality video instantly streamed over the Internet
- Over 100,000 people are joining Netflix every week
- Cancel anytime with just 3 clicks online — no hassles

Start Your 1 Month Free Trial

Start your free trial here

Email
Confirm Email
Password
Confirm Password

Questions? Call 1-866-579-7172 anytime day or night

Thousands of movies and TV episodes including these:

New Arrivals in TV
- BEINGHUMAN
- united states of TARA
- WHITECOLLAR
- AFV
- Shameless
- WALKING DEAD
- SUPERNATURAL

TV Drama
- CRIMINAL MINDS
- FLASHPOINT
- WORKAHOLICS
- SAVING GRACE
- MAD MEN
- DAMAGES
- WEEDS
let's add movie ratings!
Purpose

What goal are we trying to achieve?
1. Attract new customers
1. Attract new customers
2. Retain old customers
Audience

Who do we need to achieve the goal?
1. Attract new customers
2. Retain old customers
1. Attract new customers
2. Retain old customers

How?
Paradox of Choice

http://commons.wikimedia.org/wiki/File:Inside_a_video_store_in_Islamabad.jpg
Run out of good movies

Paradox of Choice
THE SOLUTION
THE SOLUTION

(it's about content!)
A look at unique Netflix experience: Netflix algorithms predicts what users really want (not what they think they do) natpo.st/GztCHm
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Suggestions for You

- Mary and Max
- Office Space
- Young Frankenstein
- The Big Lebowski
- Breakfast at Tiffany's
- This Is Spinal Tap

Recently added in Comedies

- Louis C.K. Hilarious
- Roast of Charlie Sheen
- Happy Thank You More Please
- Norm MacDonald: Me Doing Standup
- Russell Peters
- Sliding Doors

Critically-acclaimed Comedies

- The Life of Riley
- That Thing You Do!
- Have You Ever Had a Really Big Secret?
- Return of the Pink Panther
- The Beatles
Results for ‘fletch’

Fletch is not available to watch instantly

Watch Fletch on DVD!
Add unlimited DVDs for only $7.99 more a month.

Or enjoy these similar titles

Dragnet
Bird on a Wire

Chevy Chase
Hot Tub Time Machine
Killer at Large: Why Obesity...
This Emotional Life
Not Another Movie

See All Chevy Chase >
THE POINT IS:
Netflix solved the problem of retaining users without getting into how it looks.
Congratulations!

The Netflix Prize sought to substantially improve the accuracy of predictions about how much someone is going to enjoy a movie based on their movie preferences.

On September 21, 2009 we awarded the $1M Grand Prize to team “BellKor’s Pragmatic Chaos”. Read about their algorithm, checkout team scores on the Leaderboard, and join the discussions on the Forum.

We applaud all the contributors to this quest, which improves our ability to connect people to the movies they love.
(D)ESIGN

NOT

(d)esign
(D)esign is how it works.
When technology delivers basic needs, user experience dominates

—Donald Norman
Making Things Cheaper

60s & 70s
Making Things Cheaper

60s & 70s

Making Things Better

80s & 90s
60s & 70s: Making Things Cheaper
80s & 90s: Making Things Better
2000s: Making Better Things
User Experience Hierarchy of Needs

Adapted from Stephen Anderson (http://amzn.to/zFxjd6)
Sketch by Ben Jordan (http://bigbadcollab.com)
Video about Square Register: https://vimeo.com/37709985
User Experience
Hierarchy of Needs

Meaningful
Has personal significance

Pleasurable
Memorable experience worth sharing

Convenient
Super easy to use, works like I think

Usable
Can be used without difficulty

Reliable
Is available and accurate

Functional (Useful)
Works as programmed

This is the “Chasm” that is really really hard for organizations to cross

Adapted from Stephen Anderson (http://amzn.to/zFxjd6)
Sketch by Ben Jordan (http://bigbadcollab.com)
User Experience Hierarchy of Needs

Adapted from Stephen Anderson (http://amzn.to/zFxjd6)
Sketch by Ben Jordan (http://bigbadcollab.com)
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“The strategy was simple: keep the current users happy, and let the BlackBerry name do the rest.”
User Experience
Hierarchy of Needs

Adapted from Stephen Anderson (http://amzn.to/zFxjd6)
Sketch by Ben Jordan (http://bigbadcollab.com)
USER EXPERIENCE HIERARCHY OF NEEDS

Focused on Experiences
(People, Activities, Context)

Focused on Tasks
(Products and Features)

Meaningful
Has personal significance

Pleasurable
Memorable experience worth sharing

Convenient
Super easy to use, works like I think

Usable
Can be used without difficulty

Reliable
Is available and accurate

Functional (Useful)
Works as programmed

THIS IS THE “CHASMM” THAT IS REALLY REALLY HARD FOR ORGANIZATIONS TO CROSS

Adapted from Stephen Anderson (http://amzn.to/zFxjd6)
Sketch by Ben Jordan (http://bigbadcollab.com)

How?
Exercise:
Exercise: Design a vase

Exercise via Stephen Anderson (http://uxlx.23video.com/video/4689942/critical-thinking-skills-for)
Exercise:

Design a vase

01:00

Exercise via Stephen Anderson (http://uxlx.23video.com/video/4689942/critical-thinking-skills-for)
Exercise: Design a vase

Exercise via Stephen Anderson (http://uxlx.23video.com/video/4689942/critical-thinking-skills-for)
Exercise:

Design a way for people to enjoy flowers in their home

Exercise via Stephen Anderson (http://uxlx.23video.com/video/4689942/critical-thinking-skills-for)
Design a way for people to enjoy flowers in their home
1. REFRAME YOUR PROBLEM
Let's build movie ratings vs Let's build a way to retain customers
Let’s build movie ratings vs Let’s build a way to retain customers
Design a vase vs Design a way for people to enjoy flowers in their home
Companies need to regularly ask themselves, ‘Are we in the steam locomotive business, or the transportation business?’
2 WHAT “JOB” ARE YOU DOING?
3 HOW DO YOU WORK?
WIREFRAMES?
TELL A STORY
We would like to build a new Best Buy location in Plano.
Data filter overlays

- Traffic
- Income
- Population
- Retail Sales
- Property Search
- Retailer Search

Map-based search
Begin with a search for areas with high retail sales
Data overlays would allow quick and meaningful visualization of demographic data.
Continue by mapping stores that are complements and competitors to Best Buy.
Group retailers by store types

Select all stores in a category

Drill down to select specific stores
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<th>Category</th>
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<td>Best Buy</td>
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<td>Specialty Retailers</td>
<td>Costco</td>
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<td>Dollar Tree</td>
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<tr>
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<td>Wal-Mart</td>
</tr>
</tbody>
</table>
Map locations with geo-coded store logos
Next, map available leases in the Plano area
Map by multiple variables in property search
Uncover your best ideas by getting the bad ones out of the way

Use Keynote to create wireframes and clickable prototypes for the web and mobile devices.

Dozens of templates for Keynote ‘09, Keynote for iPad, and PowerPoint

What makes Keynote such a great prototyping tool?

- No need to learn a complex design tool—you already know Keynote (and it’s probably on your Mac or iPad already).
- It supports all the fidelity you need without adding complexity to your workflow.
- Links, animation, actions, and transitions give you the power to interact with your app.

KEYNOTEKUNGFU.COM
4 ARE YOU ATTRACTIVE?
CRAP
Contrast
Repetition
Alignment
Proximity
PROXIMITY
Gertrude's Piano Bar

STARTERS:
GERTRUDE’S FAMOUS ONION LOAF - 8
GAZPACHO OR ASPARAGUS-SPINACH SOUP - 7
SUMMER GARDEN TOMATO SALAD - 8
SLICED VINE-RIPENED YELLOW AND RED
TOMATOES WITH FRESH MOZZARELLA AND BASIL
BALSAMIC VINAIGRETTE
HAMLET’S CHOPPED SALAD - 7
CUBED CUCUMBERS, RADISHES, AVOCADO,
TOMATOES, JARLSBERG CHEESE, AND ROMAINE
LEAVES TOSSSED IN A LIGHT LEMON VINAIGRETTE
CAESAR SALAD - 7
HOUSE-MADE DRESSING, PARMESAN AND
CROUTONS
CARIBBEAN CEVICHE - 9
LIME-MARINATED BABY SCALLOPS WITH RED
PEPPER, ONIONS, CILANTRO, JALAPENOS, AND
ORANGE JUICE
SHRIMP COCKTAIL - 14
FIVE LARGE SHRIMP WITH HOUSE-MADE COCKTAIL
SAUCE

ENTREES:
NEW YORK STEAK, 16 OZ - 27
ROTISSERIE CHICKEN - 17
FRESH FISH, 10 OZ - MARKET PRICE
GRILLED SHRIMP - 24
NEW ORLEANS LUMP CRAB CAKES
WITH WARM VEGETABLE COLESLAW, MASHED
POTATOES, SPINACH AND ROMESCO SAUCE - 18
GRILLED PORTOBELLO MUSHROOM
STUFFED WITH RICOTTA CHEESE, GARLIC, ONIONS
AND SPINACH, SERVED OVER MASHED POTATOES
- 18
NEW ZEALAND RACK OF LAMB - 26
BARBEQUED BABY BACK RIBS - 24
AUSTRALIAN LOBSTER TAIL, 10 OZ - MARKET PRICE
SURF & TURF
AUSTRALIAN LOBSTER & 8OZ FILET - MARKET
PRICE
Gertrude's Piano Bar

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SURF & TURF  
AUSTRALIAN LOBSTER & 8 OZ FILET - MARKET PRICE

**Starters**

Gertrude’s Famous Onion Loaf - 8  
Gazpacho or Asparagus-Spinach Soup - 7  
Summer Garden Tomato Salad - 8  
sliced vine-ripened yellow and red tomatoes  
with fresh mozzarella and basil  
Balsamic vinaigrette  
Hamlet’s Chopped Salad - 7  
cubed cucumbers, radishes, avocado, tomatoes, Jarlsberg cheese, and romaine leaves tossed in a light lemon vinaigrette  
Caesar Salad - 7  
house-made dressing, Parmesan, and croutons

**Caribbean Ceviche** - 9  
lime-marinated baby scallops with red pepper, onions, cilantro, jalapenos, and orange juice

**Shrimp Cocktail** - 14  
five large shrimp with house-made cocktail sauce

**Entrees**

New York steak, 16 ounce - 27  
Rotisserie Chicken - 17  
Fresh Fish, 10 ounce - Market Price  
Grilled Shrimp - 24  
New Orleans Lump Crab Cakes - 18  
with warm vegetable coleslaw, mashed potatoes, spinach, and Romesco sauce  
Grilled Portobello Mushroom - 18  
stuffed with Ricotta cheese, garlic, onions and spinach, served over mashed potatoes  
New Zealand Rack of Lamb - 26  
Barbequed Baby Back Ribs - 24  
Australian Lobster Tail, 10 ounce - Market Price  
Surf & Turf  
Australian Lobster & 8 ounce Filet - Market Price

From The Non-Designer's Design Book (http://amzn.to/GEmqOH)
Gertrude's Piano Bar

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Barbequed Baby Back Ribs
Australian Lobster Tail, 10 ounce - Market Price
Surf & Turf: Australian Rock Lobster & 8 ounce Filet - Market Price
ALIGNMENT
Mermaid Tavern
Ralph Roister Doister

1027 Bread Street
London, NM
(717) 555-1212
Porche

Porche worse jester pore ladle gull hoe lift wetter stop-murder an toe heft-cisterns. Daze worming war furry wicket an shellfish parsons, spatially dole stop-murder, hoe dint lack Porche an, infect, word orphan traitor pore gull mar lichen ammonol dinner hormone bang.

Porche’s furry gourd-murder whiskered, “Watcher crane aboard?”
Mom & Pop
Corner Grocery Store

5 Jam Street · Wilton · Illinois · 00123
Mom & Pop
Corner Grocery Store

5 Jam Street · Wilton · Illinois · 00123

Mom & Pop
Corner Grocery Store

5 Jam Street · Wilton · Illinois · 00123

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5 Jam Street
Wilton
Illinois
00123
REPETITION
Romney Wins Illinois, Exit Polls Say

ILLINOIS RESULTS

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36% reporting

LIVE COVERAGE

Support Is Seen From Moderates and Tea Party Voters

A commanding win by Mitt Romney could add to his argument that Republicans should rally behind him.

- Post a Comment

The Election 2012 App

Illinois Votes in Rare Turn in Spotlight

By STEVEN YACCINO 7:04 PM ET

With the race turning into a slog to win delegates, Illinois Republicans voted knowing that their ballots could actually make a difference in who wins.

- Post a Comment | Read (77)

Illinois House Races Competitive

MORE ON POLITICS

- Ballot Problems in Some Illinois Precincts
- Small Donors Fuel Santorum's $9 Million Month
- FiveThirtyEight: Romney's Exaggerated Edge
- Illinois House Races Competitive

OPINION

OPINIONATOR | BORDERS LINE All Hall Sealand

The world's most famous micronation lies just off the east coast of England.

- Brooks: Human Nature
- Bruni: Catholic Views
- Noceira: Mets Switch Sides
- Editorial: Corruption
- Room for Debate: False Promise of Energy Savings
- Loyal Opposition: Trayvon Martin

MARKETS

At 8:55 PM ET

- Nikkei 10,109.48 -32.51 -0.32%
- Hang Seng 20,888.24 -227.05 -1.08%
- Shanghai 2,376.84 -33.36 -1.38%

Data delayed at least 15 minutes

GET QUOTES My Portfolios

Stock, ETFs, Funds

Go

TRAVEL

FRUGAL TRAVELER BLOG

In Auckland, New Zealand, a Frugal Trifecta

A day and a half in Auckland yields a recently renovated art gallery, plenty of shopping and the glories of meat pies.

- Share Your Thoughts

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Paladares, or privately owned restaurants, are bringing a dash of style to Havana's dining scene.

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REAL ESTATE AUTOS JOBS ALL CLASSIFIEDS

COLLECTING AUTOS JOBS NEW CARS SEARCH

TO OUR READERS

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Interactives

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Video

TOOLS & MORE
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Opinionator Borderlines

All Hail Sealand

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Markets

At 8:55 PM ET

Japan

| 10,109.48 | 10,198.24 | 358.76 |
| -32.51    | -227.05   | -33.35 |

China

| 276.84    | 276.84    | 276.84 |
| -0.32     | -1.58     | -1.88  |

Data delayed at least 15 minutes

Travel

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In Auckland, New Zealand, a Frugal Trifecta

A day and a half in Auckland yields a recently renovated art gallery, plenty of shopping and the glories of meat pies.

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Romney Wins Illinois, Exit Polls Say

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**JUSTICES BACK MAYO CLINIC ARGUMENT ON PATENTS**

By ADAM LIPTAK 30 minutes ago

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**Grand Jury in Florida Will Examine Death of Teenager**

By LIZETTE ALVAREZ

A grand jury in Florida will examine the death of a 15-year-old boy, who was hit by a car while playing soccer on Christmas Day.

**CAMPBELL**

The Campbell Soup Co. said that it would spin off its fruit business, which includes brands like V8 and V8 beetroot juice.

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**REAL ESTATE**

**NEW CARS SEARCH**
CONTRAST
Are you sure you want to permanently erase the items in the Trash?

No

Yes
Are you sure you want to permanently erase the items in the Trash?

Yes  No
Are you sure you want to permanently erase the items in the Trash?

No

Yes
Volksabstimmung und Großdeutscher Reichstag

Stimmzettel

Bist Du mit der am 13. März 1938 vollzogenen Wiedervereinigung Österreichs mit dem Deutschen Reich einverstanden und stimmst Du für die Liste unseres Führers

Adolf Hitler?

Ja

Nein
DESIGN AS PROCESS

design AS OUTCOME
MAKING IT WORK:
1. REFRAME YOUR PROBLEM
2. WHAT “JOB” ARE YOU DOING?
3. HOW DO YOU WORK?
4. ARE YOU ATTRACTIVE?
QUESTIONS?
THANK YOU!

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