

# ~~Designing for & with Data~~

so wow

much data

sorry



CREATIVES

are

BULLSH\*T!

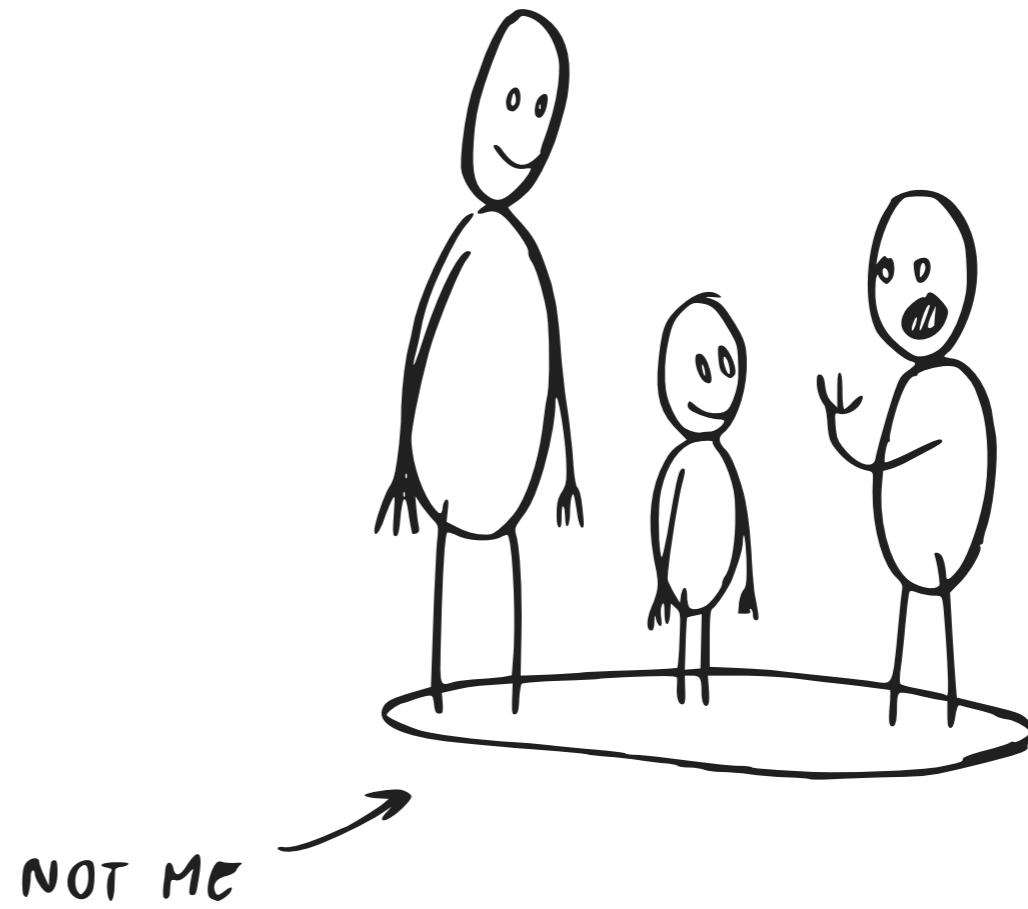
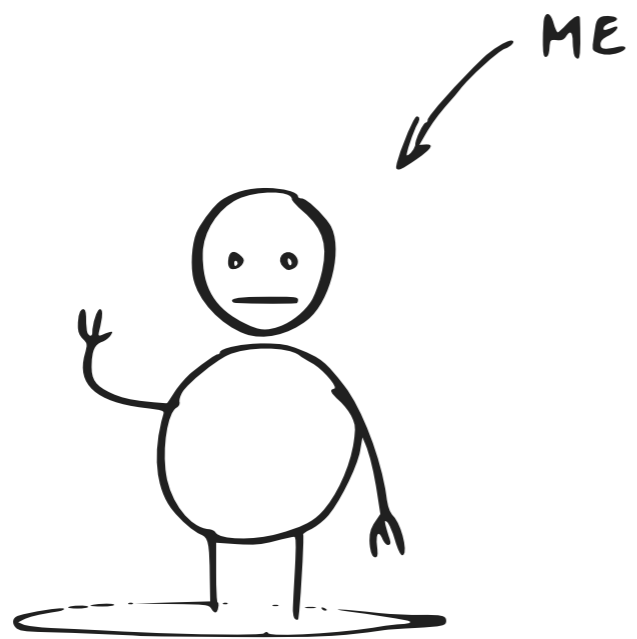
~

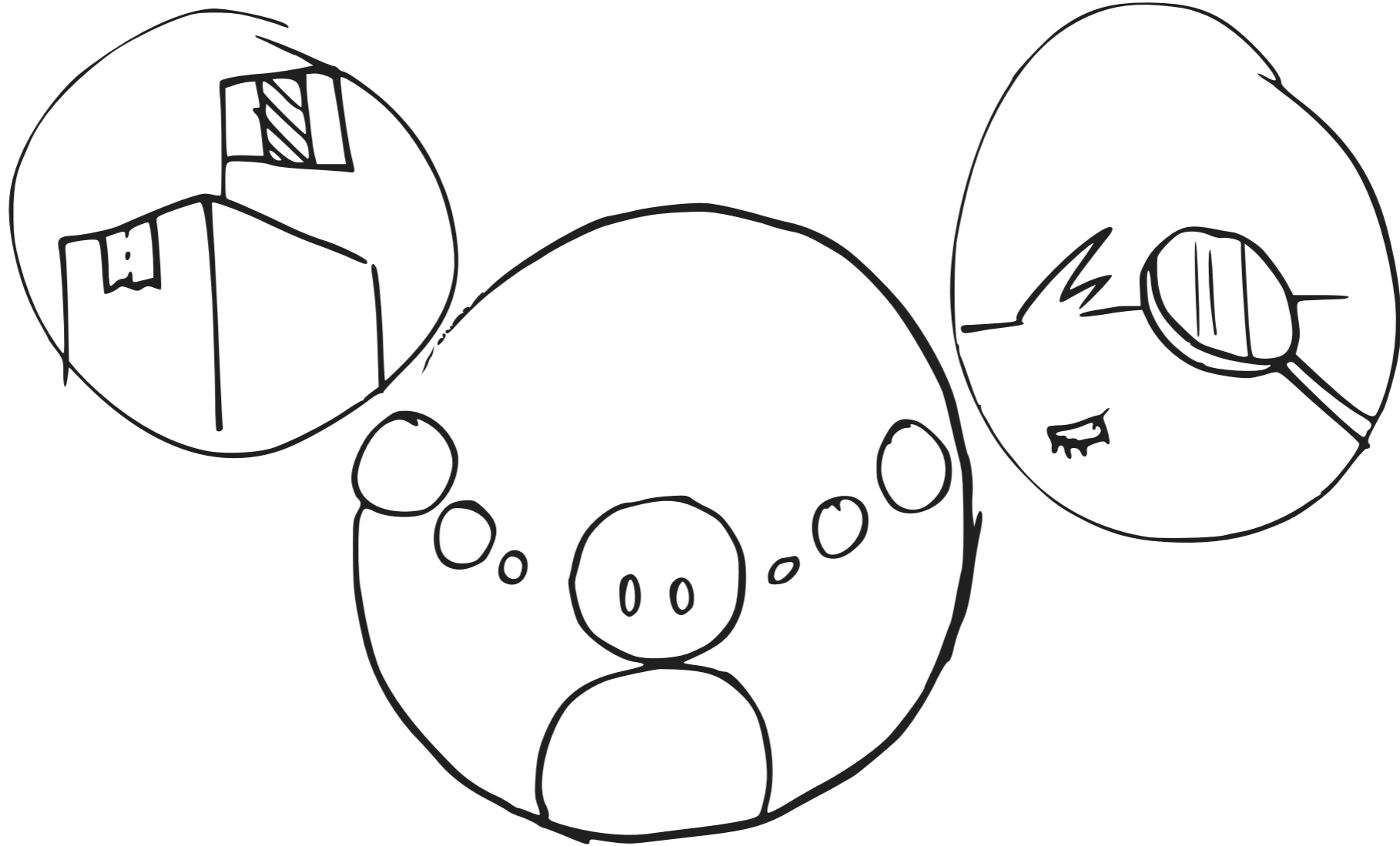
AKA → ENGINEERING CREATIVITY

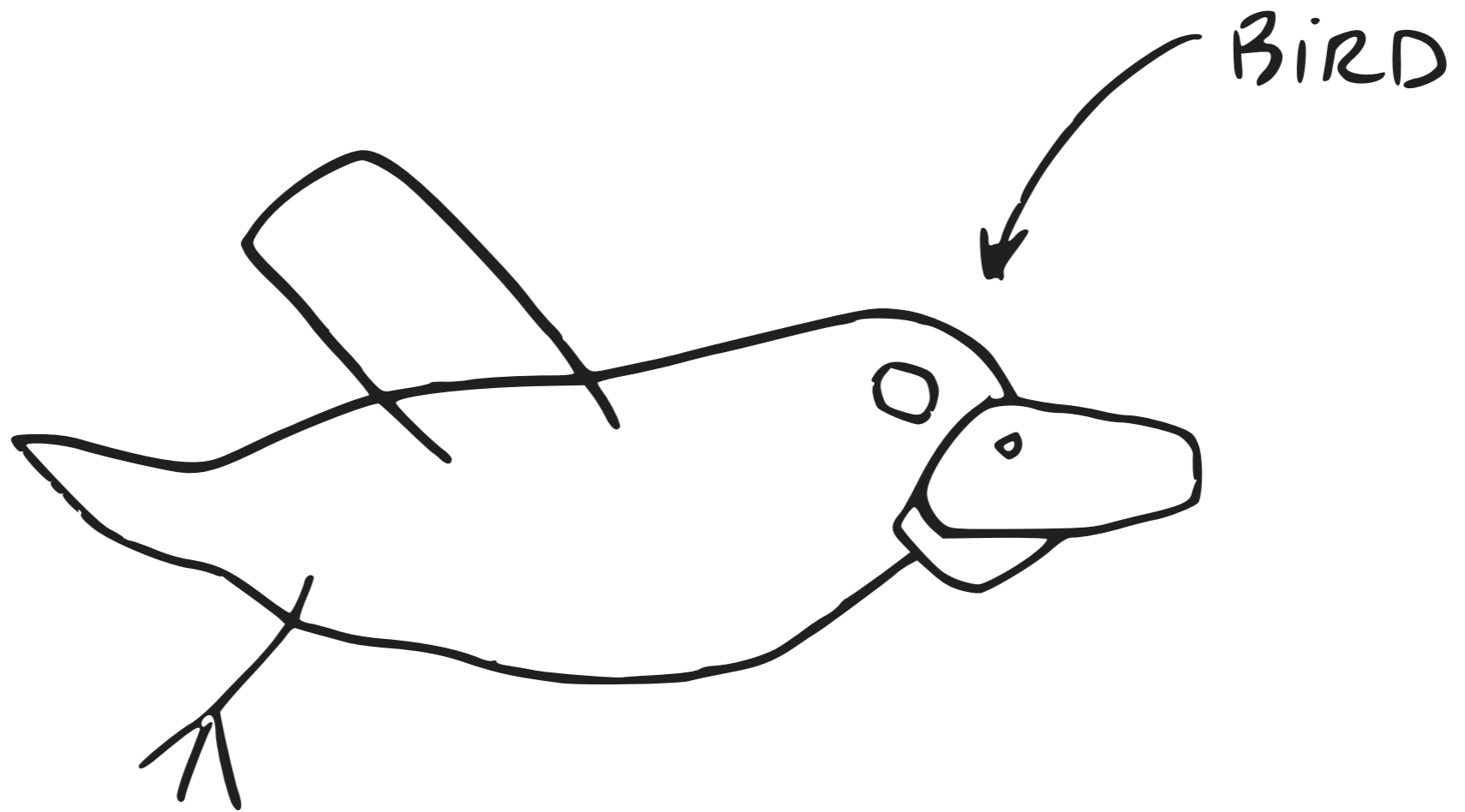




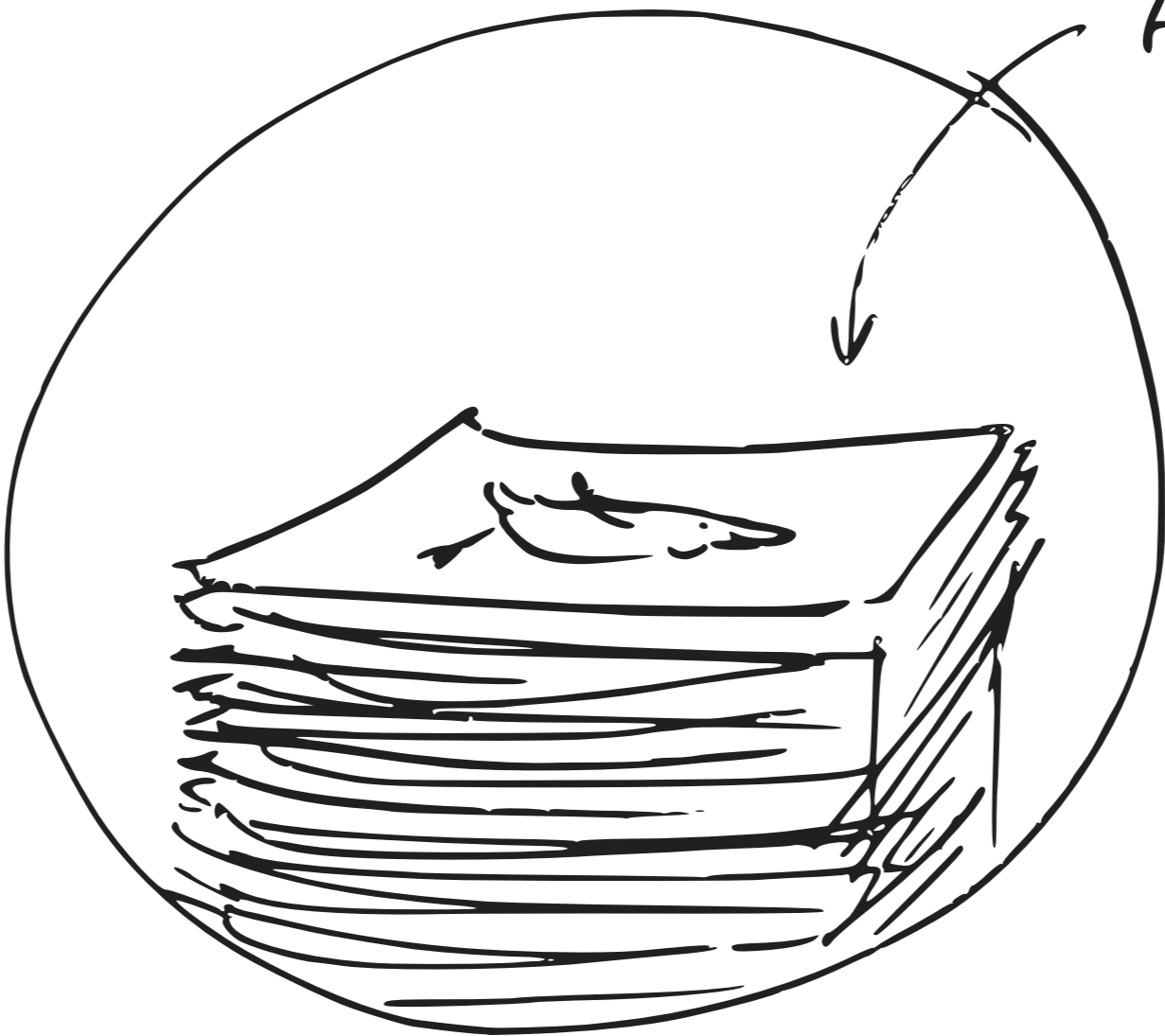
STORY TIME...





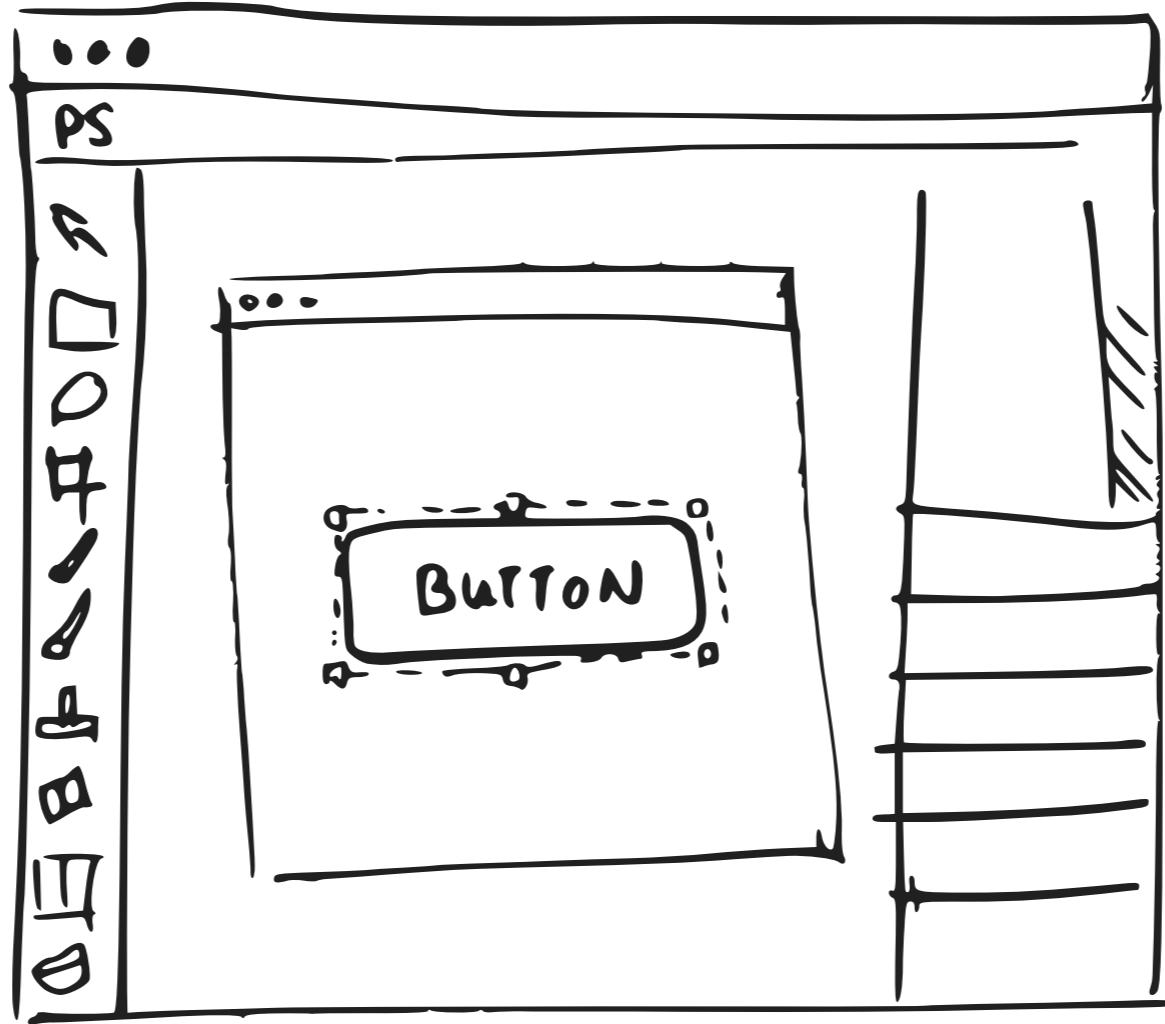


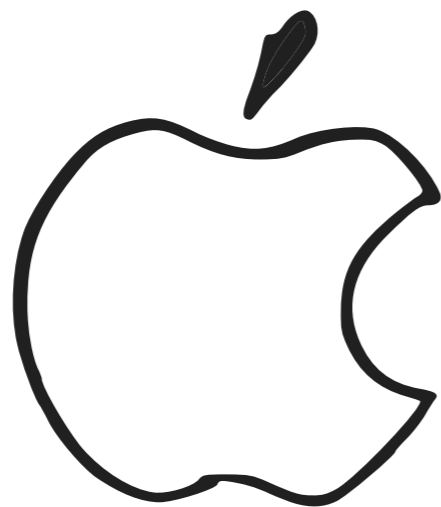
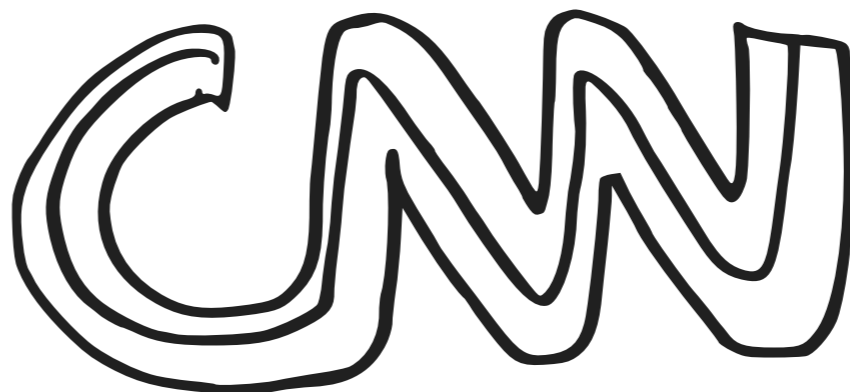
BIRD

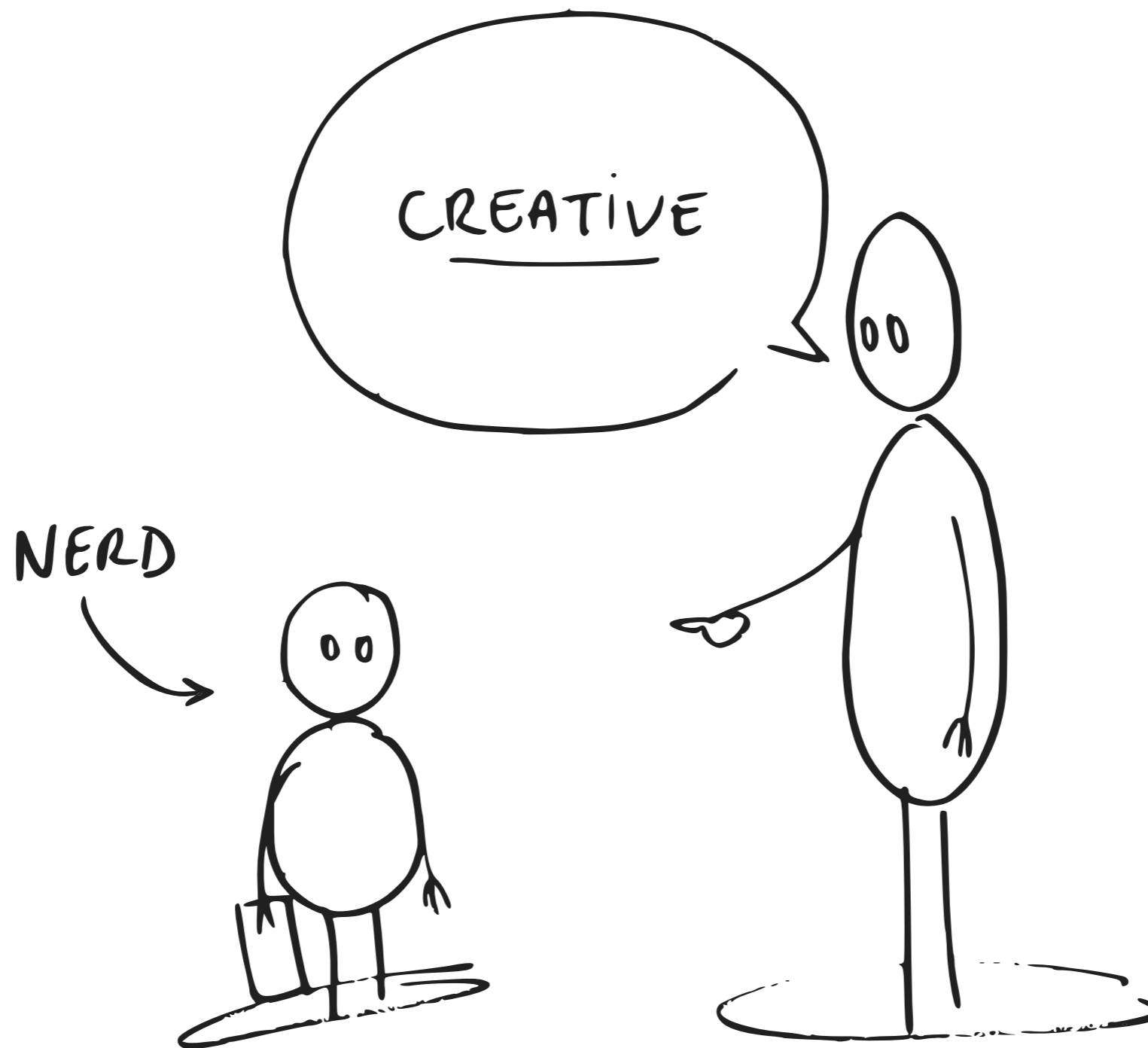


ALL BIRDS.





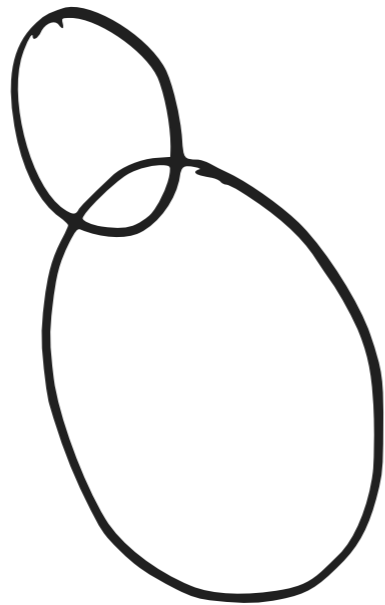




# HOW TO DRAW A BIRD

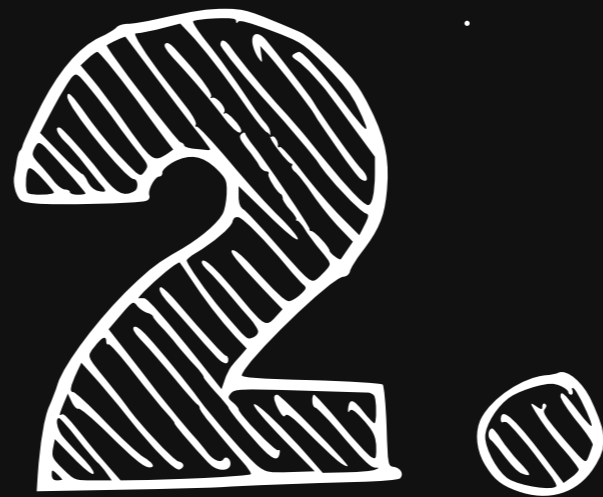
---

① DRAW CIRCLES

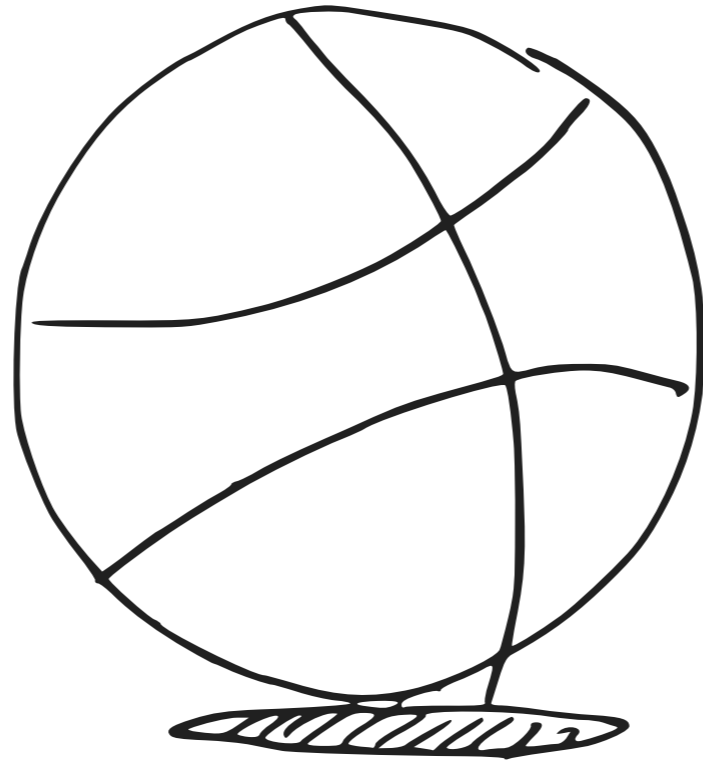


② DRAW THE REST OF THE BIRD



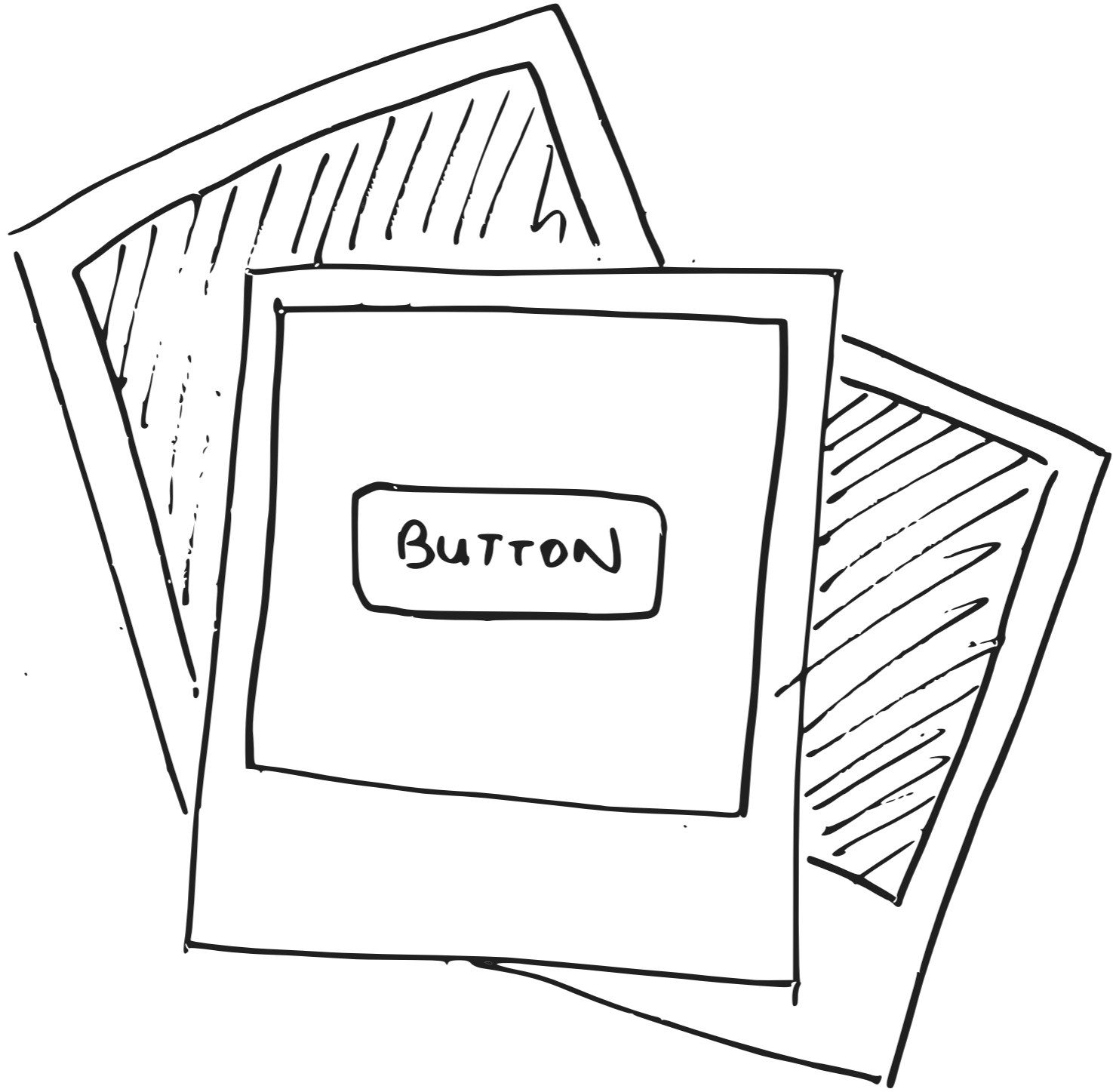


THE PROBLEM...

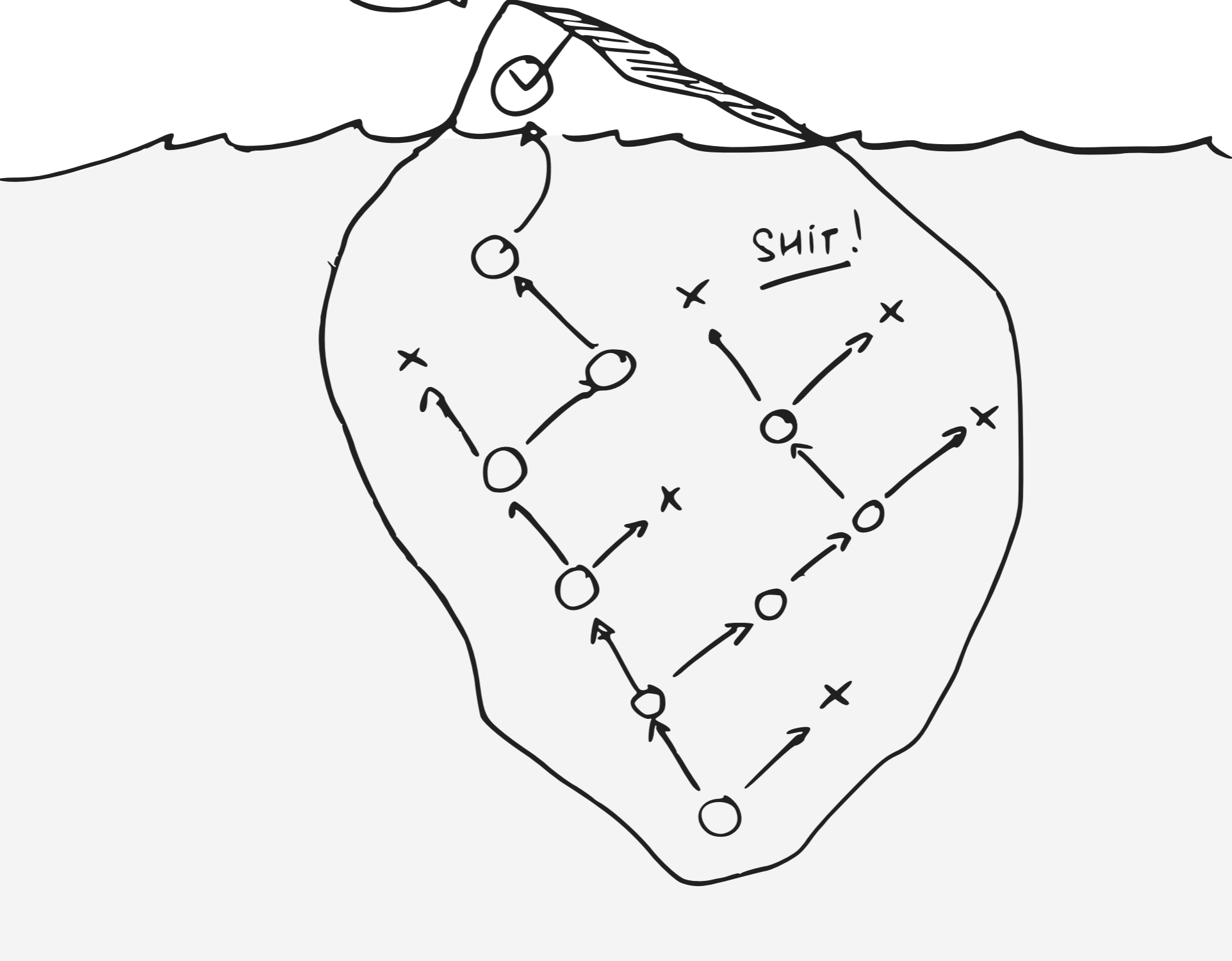


dribbble

( I ♥ DRIBBLE )



YAY!







BOB SUCK-UP  
OMG! BEST BUTTON  
EVER!!!

---



JENA SPINELESS  
LOVE THIS!

---



STEVE OVER-EXCITED  
YOU ARE SUCH AN  
INSPIRATION!



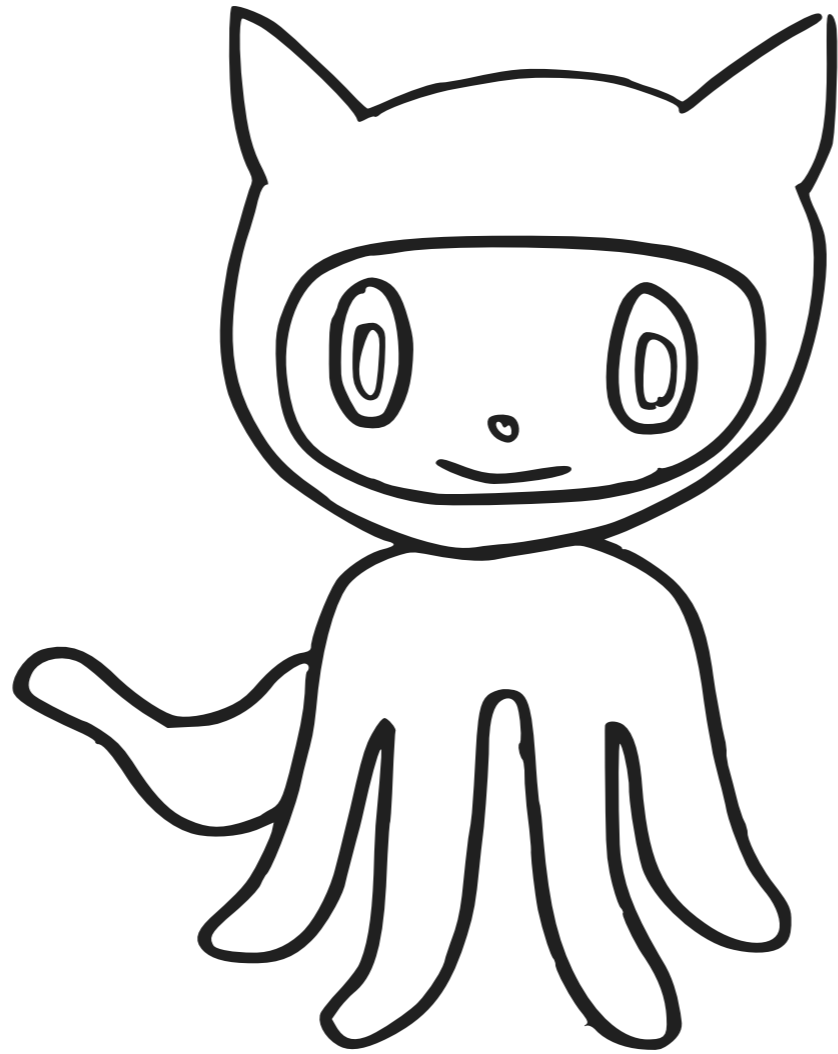
SLOWS YOUR GROWTH



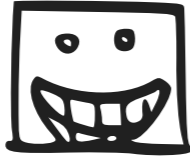
LOCKS LEARNINGS AWAY



HIDES THE WORK.



( WE ♥♥♥ GITHUB )



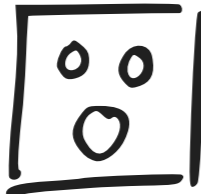
BOB NICE-GUY

PRETTY GOOD! I MADE  
IT BETTER.



BOB ADDED STUFF

IMPROVE STUFF



JOE DO-THINGS

WOW, THANKS MAN!

3.

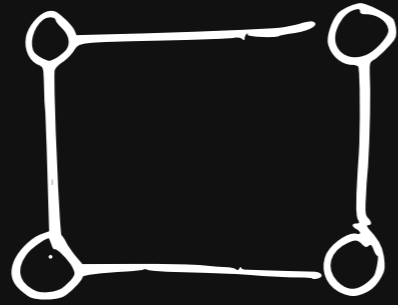
WHAT TO DO THEN?  
(AKA "THE SOLUTION")

# ENGINEER

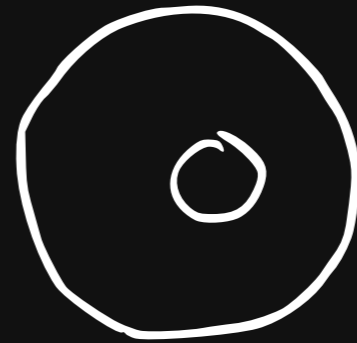
THE SH\*T OUT OF THIS!



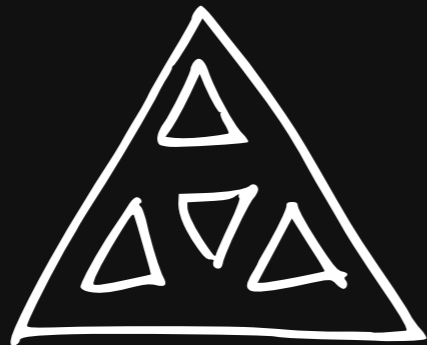
← CREDIT TO MATT DAMON



A. STRUCTURE



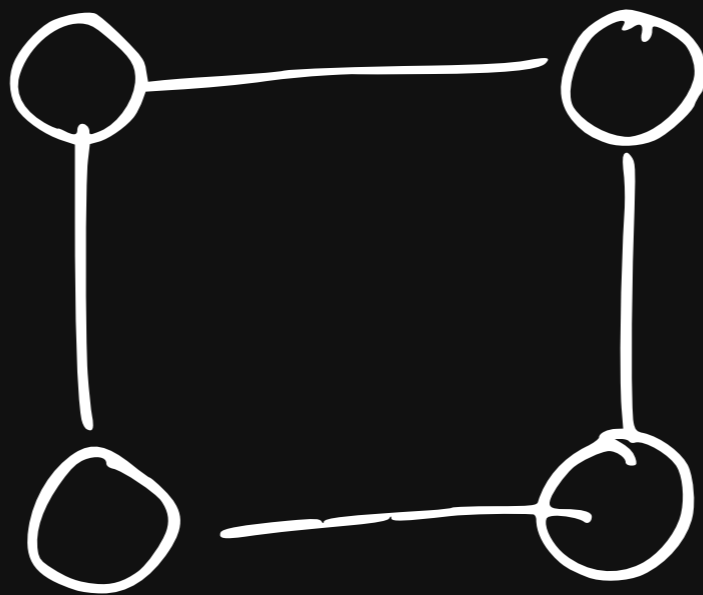
B. CONTEXT



C. COLLABORATION



D. FAILURES

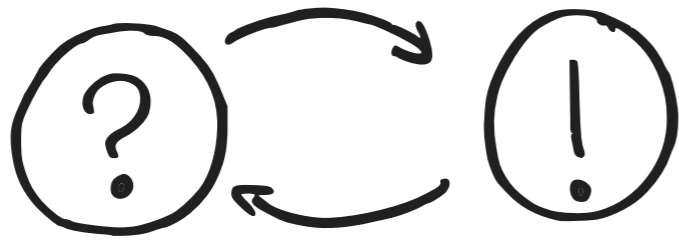


A. STRUCTURE

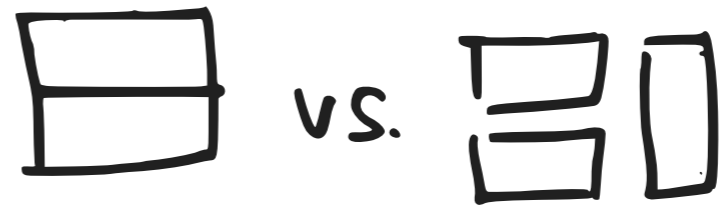




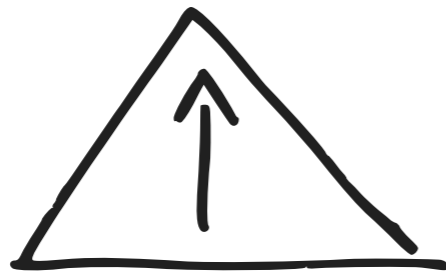
# CORE PRINCIPLES



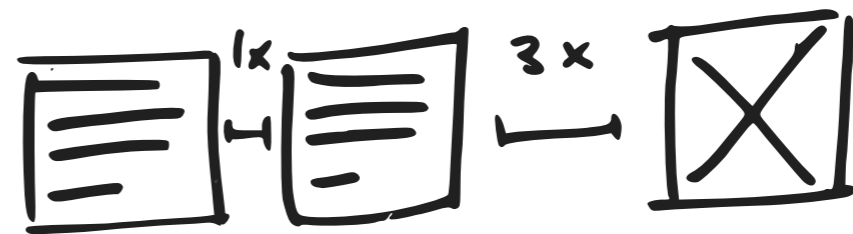
DELIBERATE



LESS IS MORE



COMMON TO SPECIFIC



PROPORTIONS

# PRODUCT DESIGN

---

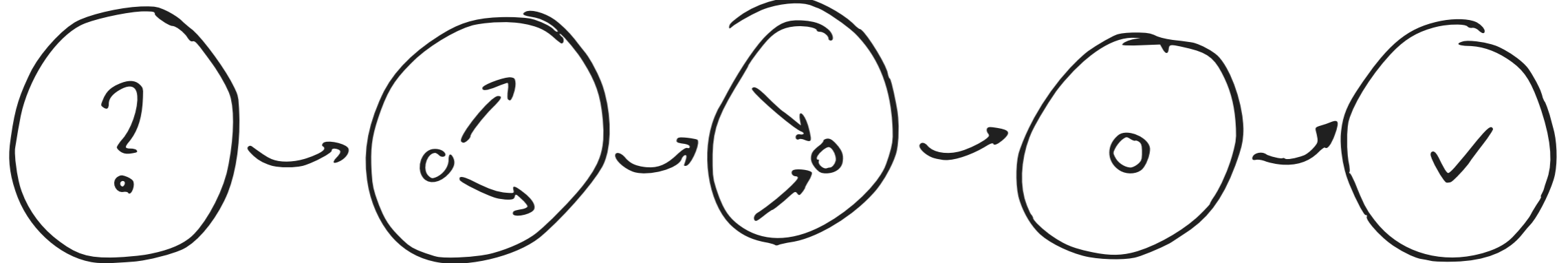
UNDERSTAND

DIVERGÉ

CONVERGE

PROTOTYPE

VALIDATE



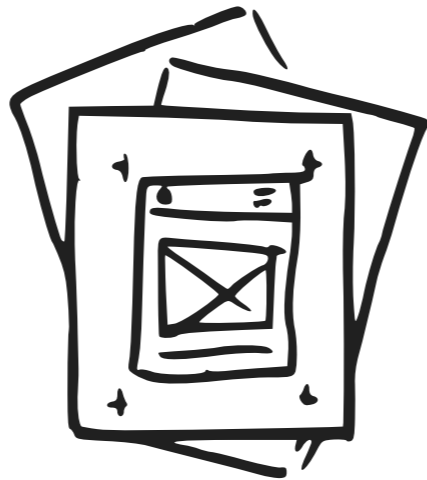
# DELIVERABLES & TOOLS

---



INTERVIEWS

(GOOGLE FORMS)



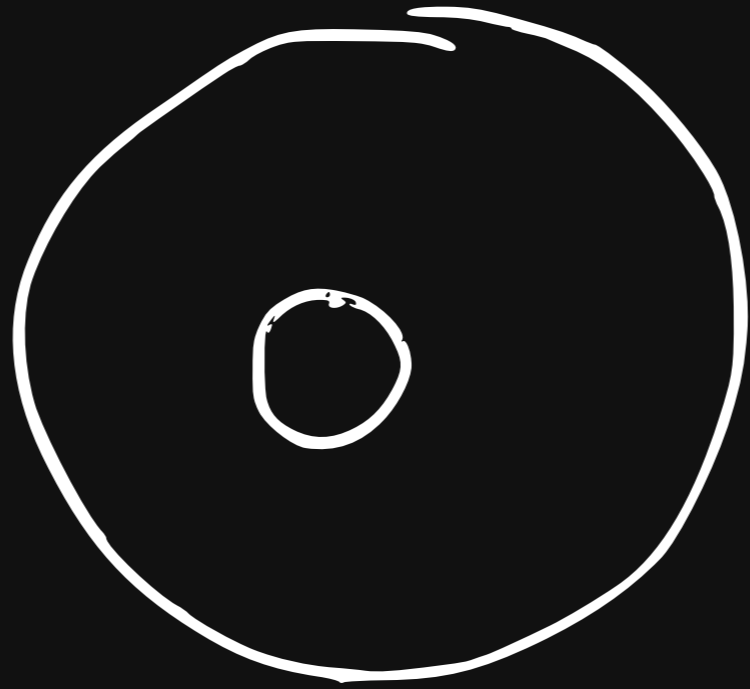
WIREFRAMES

(PAPER + SKETCH)



REVIEW &  
TEST

(INVISION)



B. CONTEXT

NO CONTEXT = NO CREATIVITY

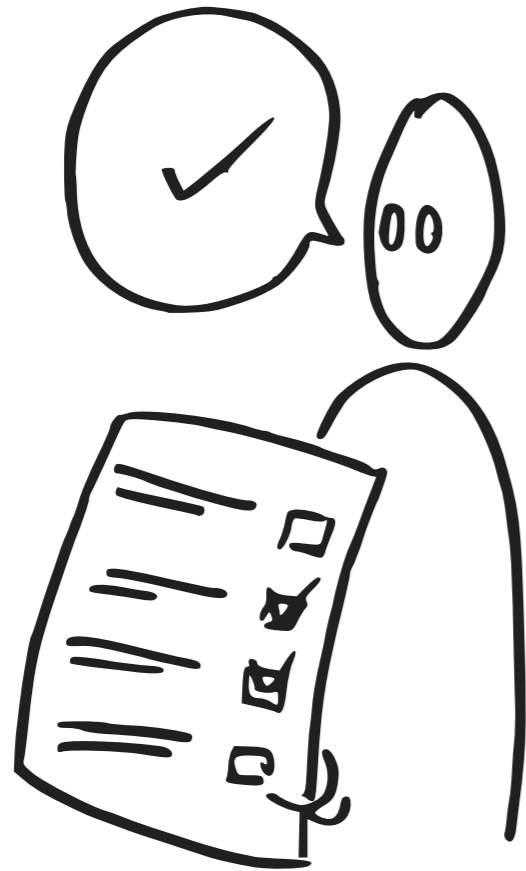
 BOB FROMHELL  
to you

i NEED AN APP.  
CAN YOU GUYS DO IT?  
HOW MUCH?  
HOW LONG?

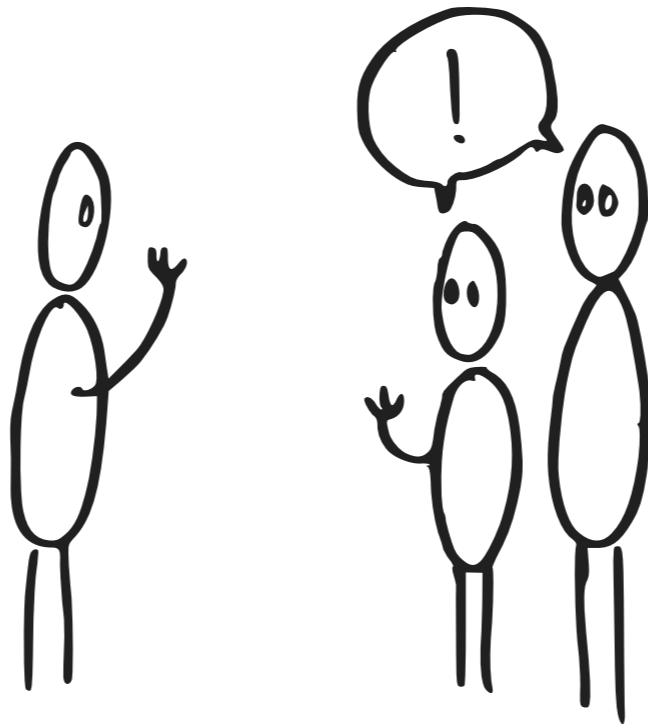


REPLY

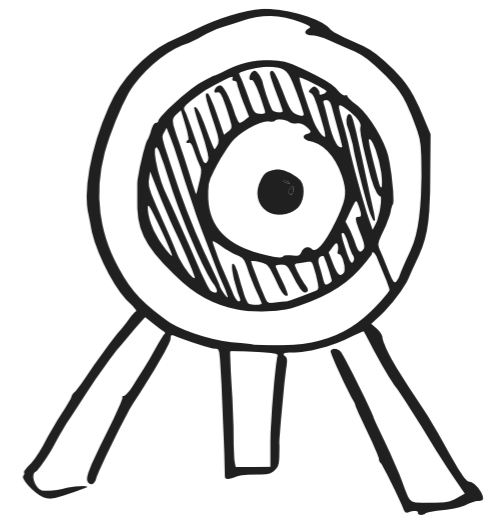
# FRAMING THE PROBLEM



INTERVIEWS

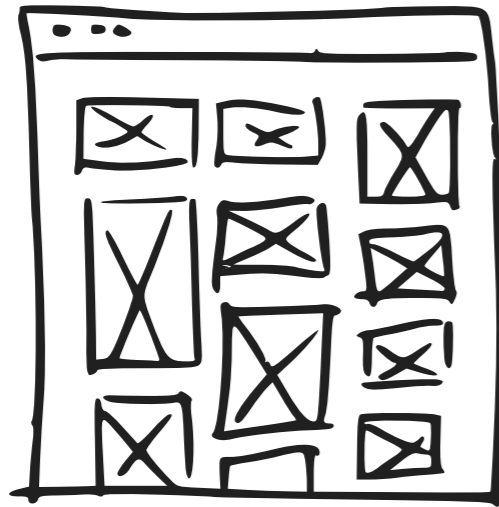


WORKSHOPS



GOALS & METRICS

# "INSPIRATION"

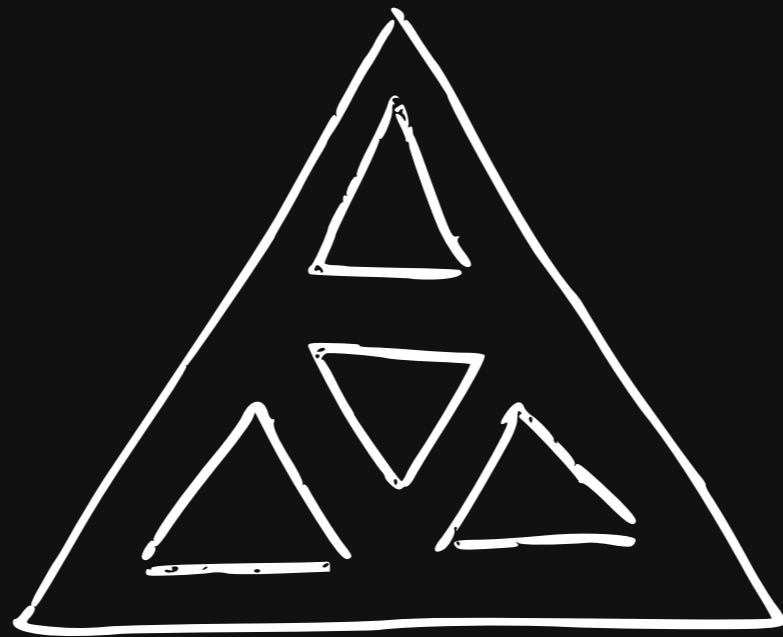


PINTEREST, DRIBBLE, ...



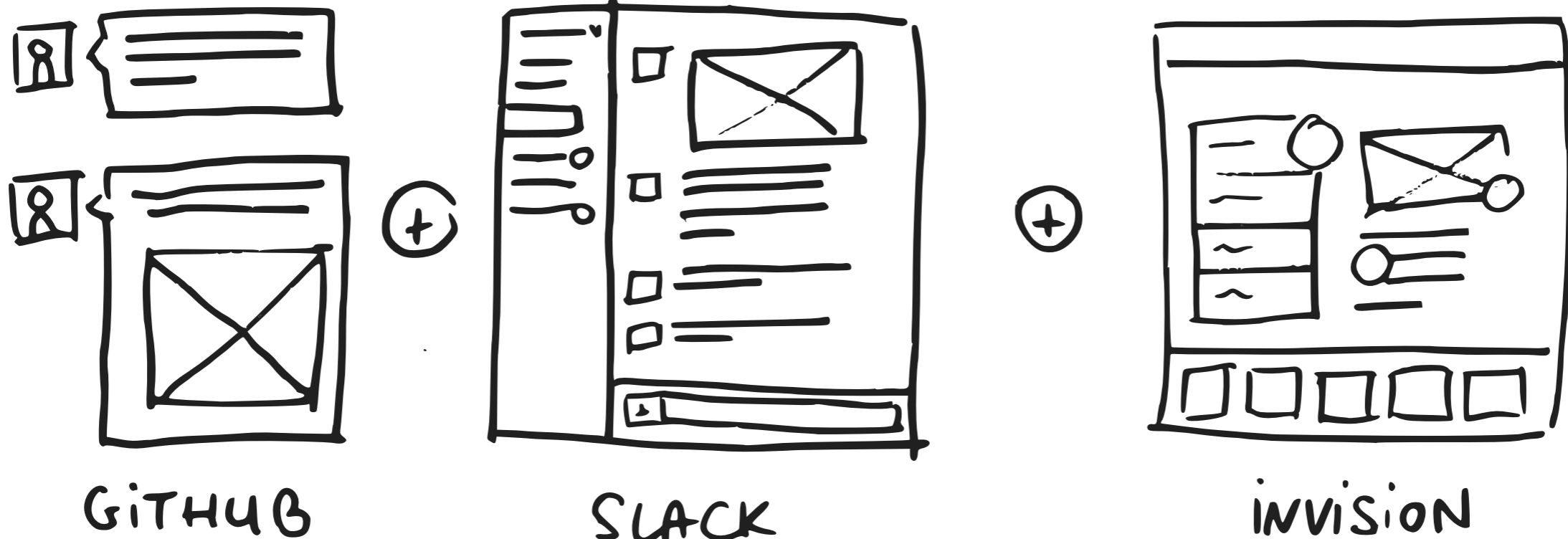
WE GOT OUR PRODUCT  
DESIGN PROCESS FROM  
GOOGLE.





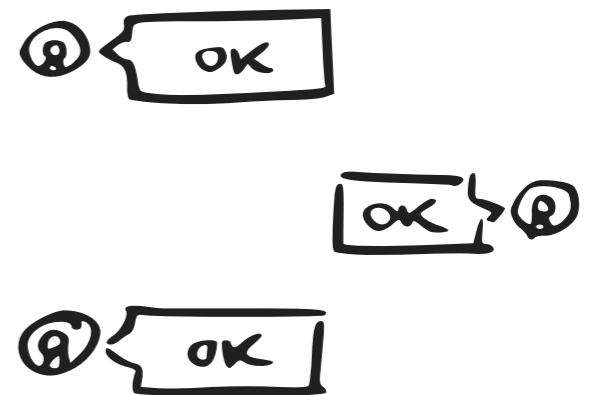
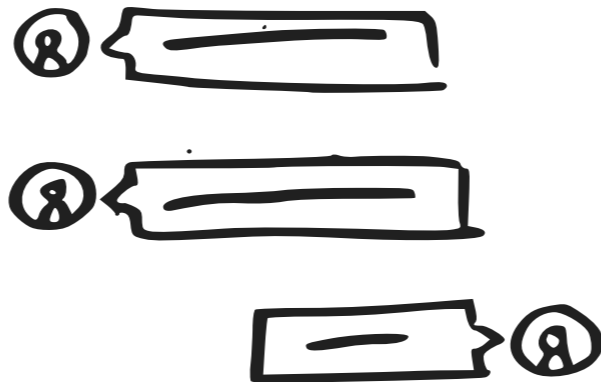
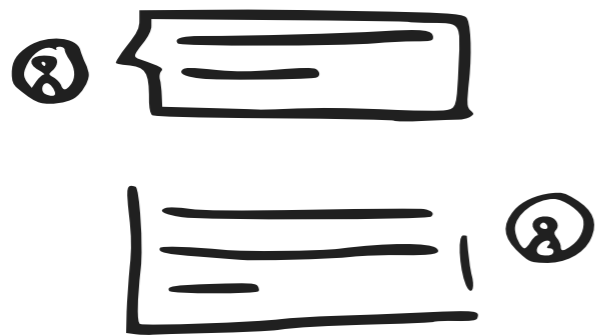
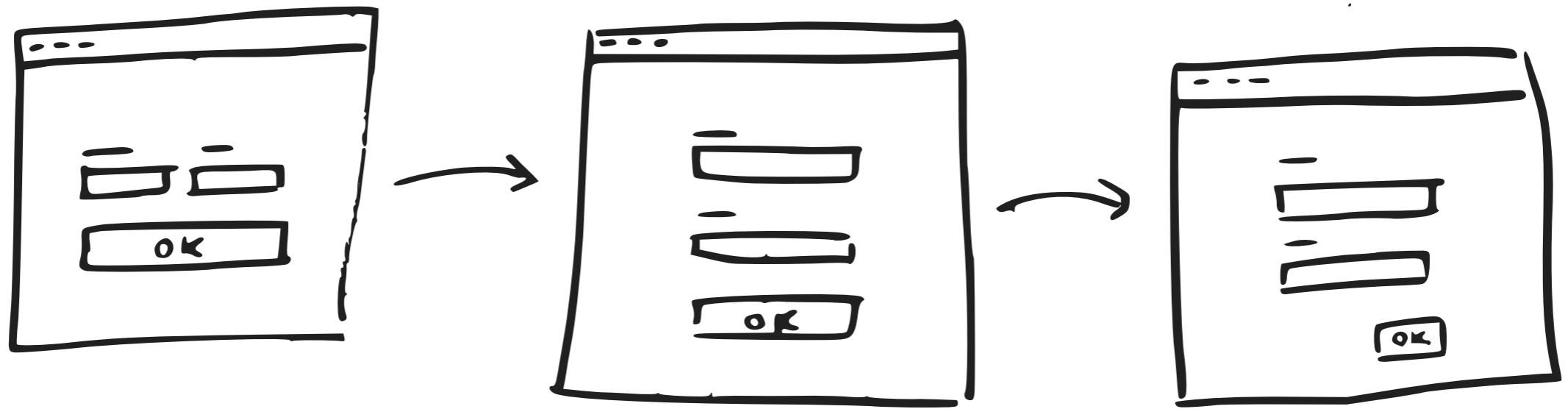
C. COLLABORATION.

# ACCESSIBILITY.



AND ALSO HACKPAD, GOOGLE DRIVE...

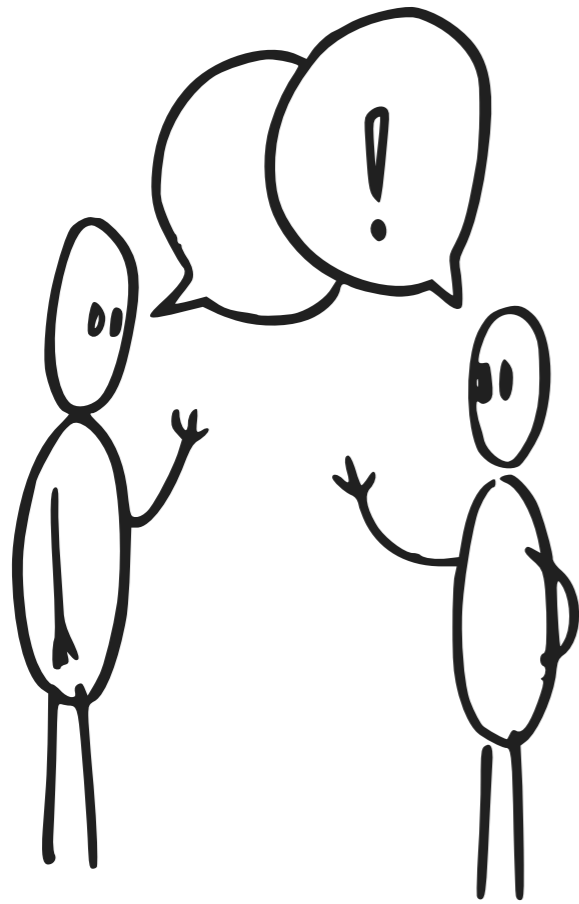
# RELEASE EARLY & OFTEN



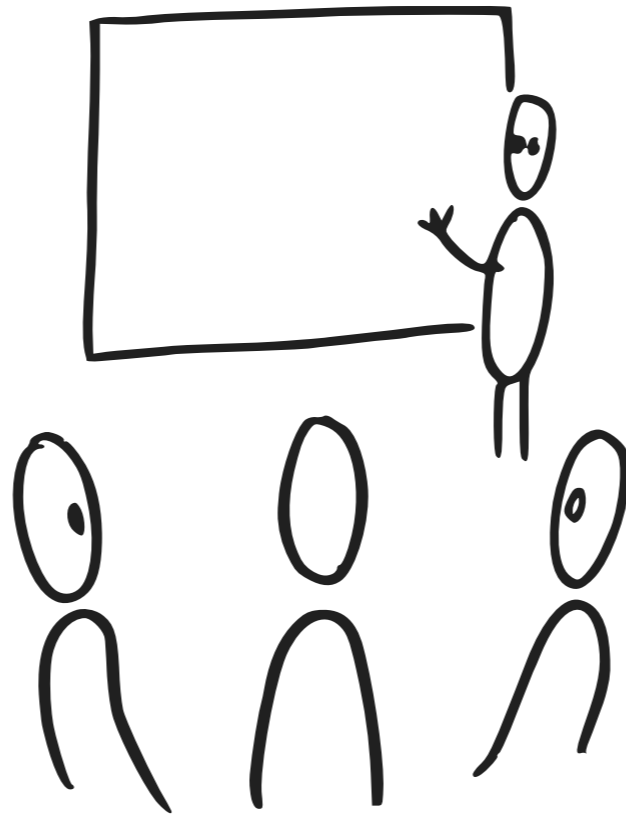


D. FAILURES  
( & CRITICISM )

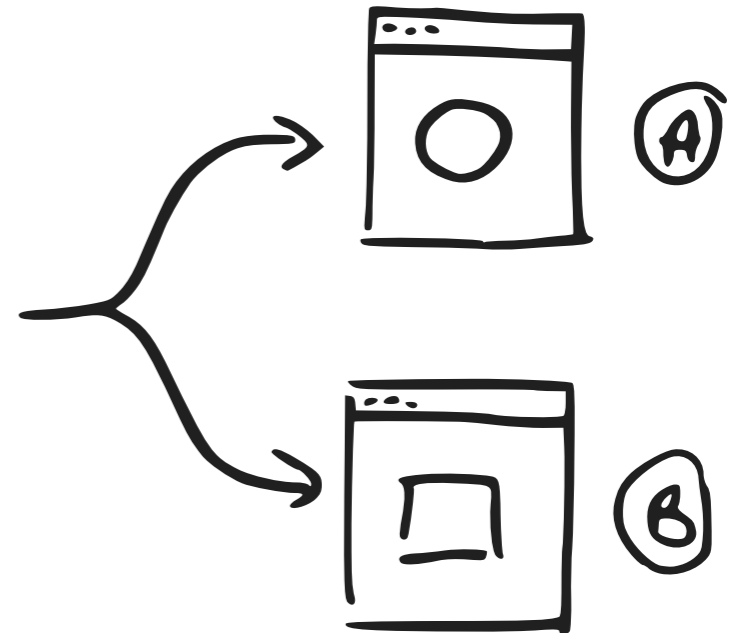
# TEST & REVIEW



COLLEAGUES

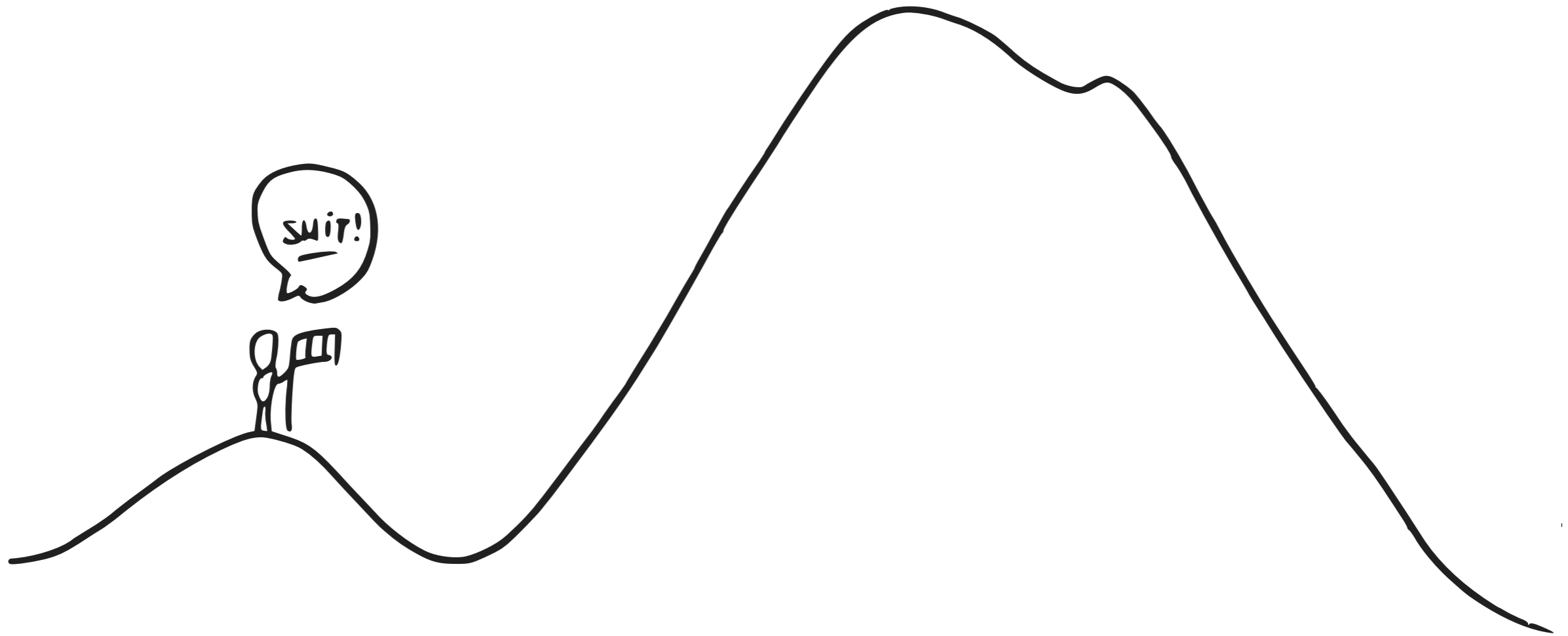


DEMOS



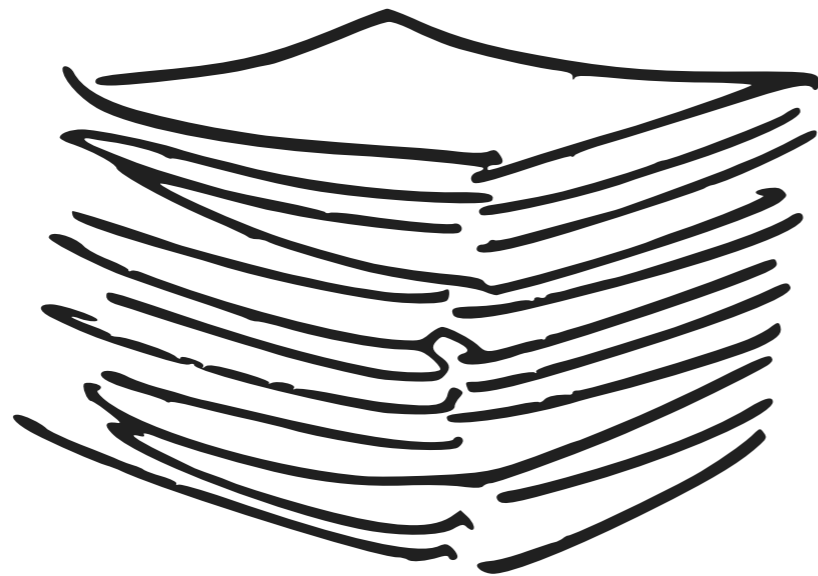
USERS

# HILLS & MOUNTAINS

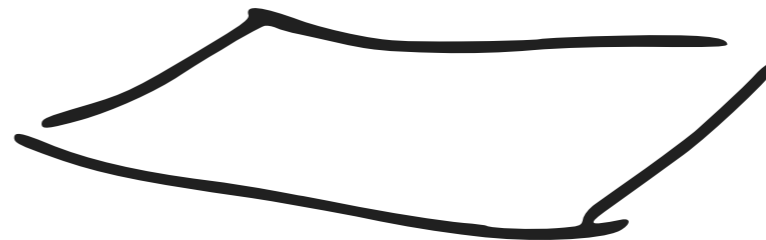


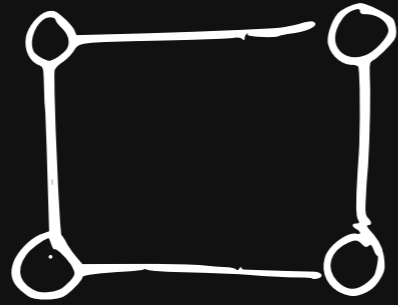
# LIMIT SUNK COSTS

FAILURES

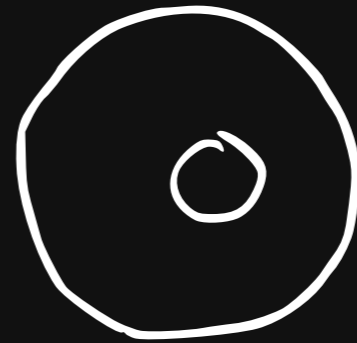


SUCCESS

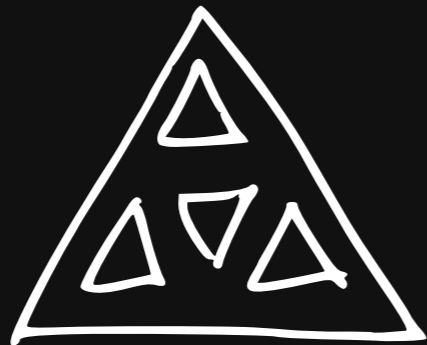




A. STRUCTURE



B. CONTEXT

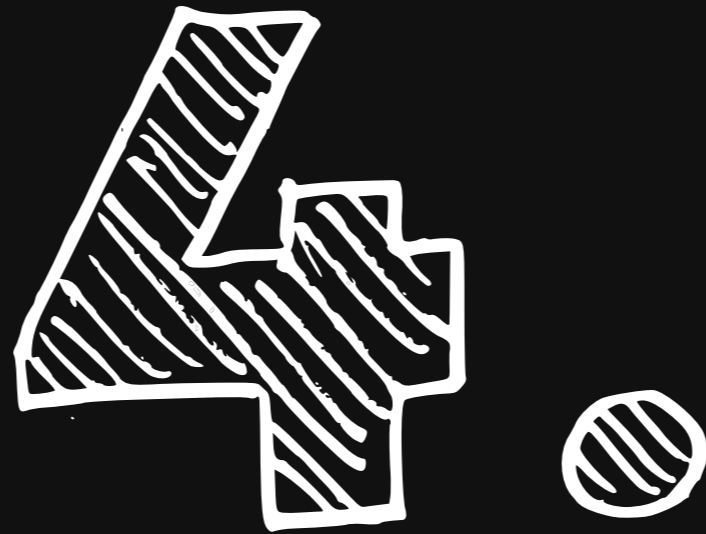


C. COLLABORATION



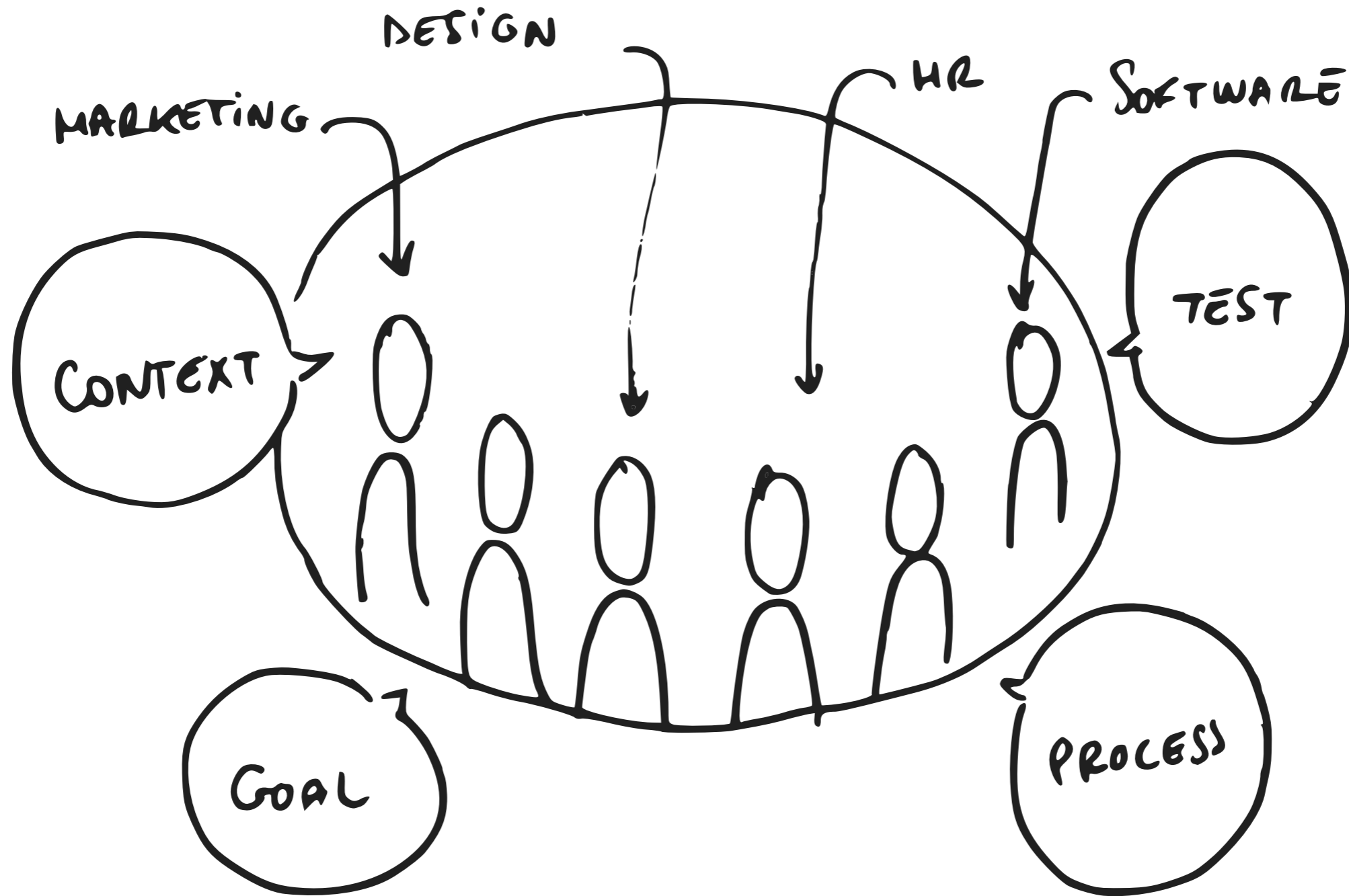
D. FAILURES

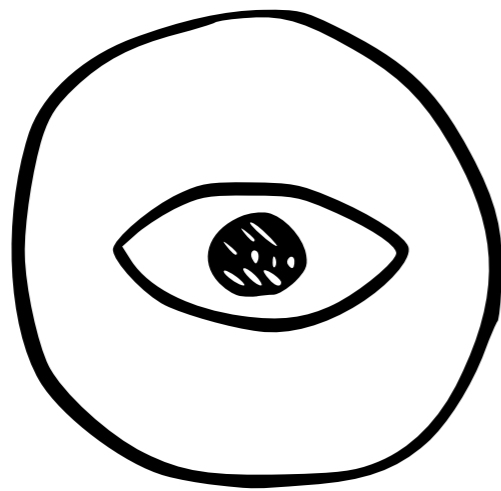




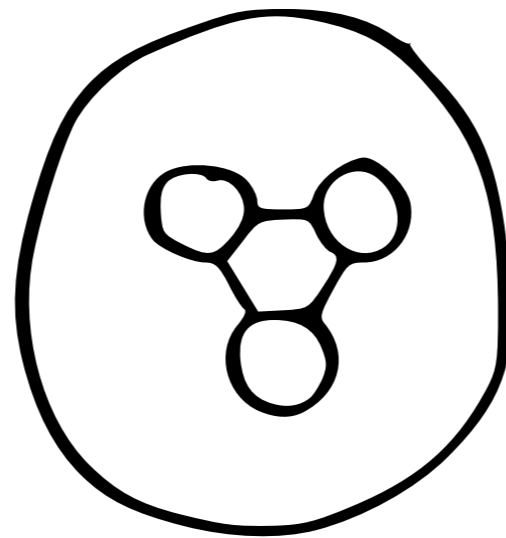
WRAPPING IT UP

WE ARE ALL ~~NEEDS~~ CREATIVES!

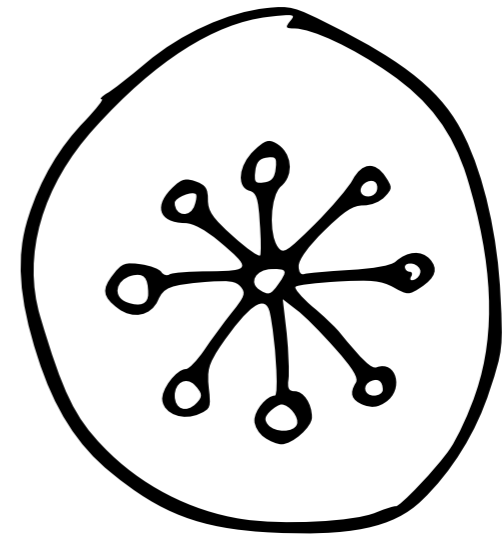




EXPOSE



ORGANIZE



IMPROVE.



“ I ALWAYS THOUGHT THAT  
INSPIRATION IS FOR  
AMATEURS. THE REST OF  
US JUST SHOW UP AND  
GET TO WORK. YOU SIGN  
ONTO A PROCESS AND SEE  
WHERE IT TAKES YOU ”

- Chuck Close

(AKA: STOP BEING A FANCY WUSS)



RONAN BERIDER  
CEO ~ WIREDCRAFT  
RONAN@WIREDCRAFT.COM