Please ask questions via the mobile app!

Engage
DESIGN FOR A COMPLEX REALITY
“If good design tells the truth, poor design tells a lie, a lie usually related to the getting or abusing of power.”

ROBERT GRUDIN
The missing design proof
Deceptive design

vs.

Incorrect design
Delivery Options

Standard Delivery

Tickets will be sent by first class post

In some cases (such as when the event is happening soon) we are only able to offer a box office collection or a print at home service.

Cancellation Protection covers cancellation resulting from accidents and unexpected illnesses. Full details of our Master Policy are included in the terms and conditions. If you do not require this Cancellation Protection, please untick the box below.

I require Cancellation Protection for my tickets (additional cost £3.00) and I agree to the terms and conditions.

Your Details

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http://darkpatterns.org/
EEEK! A MOUSE!
List of cognitive biases

From Wikipedia, the free encyclopedia

Cognitive biases are tendencies to think in certain ways. Cognitive biases can lead to systematic deviations from a standard of rationality or good judgment, and are often studied in psychology and behavioral economics.

Although the reality of these biases is confirmed by replicable research, there are often controversies about how to classify these biases or how to explain them.[1] Some are effects of information-processing rules (i.e. mental shortcuts), called heuristics, that the brain uses to produce decisions or judgments. Such effects are called cognitive biases.[2][3] Biases in judgment or decision-making can also result from motivation, such as when beliefs are distorted by wishful thinking. Some biases have a variety of cognitive (“cold”) or motivational (“hot”) explanations. Both effects can be present at the same time.[4][5]

There are also controversies as to whether some of these biases count as truly irrational or whether they result in useful attitudes or behavior. For example, when getting to know others, people tend to ask leading questions which seem biased towards confirming their assumptions about the person. This kind of confirmation bias has been argued to be an example of social skill: a way to establish a connection with the other person.[6]

The research on these biases overwhelmingly involves human subjects. However, some of the findings have appeared in non-human animals as well. For example, hyperbolic discounting has also been observed in rats, pigeons, and monkeys.[7]
“Agile” all the things!
The wrong tools
A complex reality
How did we get here?
Responsive design
Responsive Web Design

by ETHAN MARCOTTE - May 25, 2010

Published in CSS, Layout & Grids, Mobile/Multidevice, Responsive Design, Interaction Design - 103 Comments

"The control which designers know in the print medium, and often desire in the web medium, is simply a function of the limitation of the printed page. We should embrace the fact that the web doesn't have the same constraints, and..."
Fragmentation of screen sizes is just one of many symptoms
Mobile first
Offline first
But wait, there’s more!
The “tweeting fridge”–problem
Still more?
Fuck Vegetables
The upcoming generation will exclusively use mobile devices
The upcoming generation will no longer distinguish between online and offline
It’s a blurry mess but at least it plugs into the internet.
Blaming the tools
“Men have become the tools of their tools.”

HENRY DAVID THOREAU
(WARNING: Metaphor ahead)
— And that’s pretty much it.*

(*Slight exaggeration for effect.
Please don’t send me angry emails.*)
Just kidding, we still have box models.
Style Tiles
A Visual Web Design Process for Clients & the Responsive Web

WHAT ARE STYLE TILES?

Style Tiles are a design deliverable consisting of fonts, colors and interface elements that communicate the essence of a visual brand for the web.

They help form a common visual language between the designers and the stakeholders and provide a catalyst for discussions around the preferences and goals of the client.

Style Tiles are similar to the paint chips and fabric swatches an interior designer gets approval on before designing a room. An interior designer doesn't design three different rooms for a client at the first kick-off meeting, so why do Web designers design three different webpage mockups?
We need new tools
Prototyping as Tool for Strategic Design
“We can only see a short distance ahead, but we can see plenty there that needs to be done.”

ALAN TURING
A design proof
Work across silos
Support short iterations
Involve the user
Involve designers early-on
Enable sustainable solutions, not just another product
The 10.000ft view
The rules
Assumption is the root of all evil.
Every step of ideation must be followed by a step of validation.
Design should happen as close as possible to the client.
Constant change is not only anticipated but supported by all used tools.
Prototypes don’t have to be dead ends.
The expectation
Allow for high development speeds
Adapt to change
Increase transparency
Simplify variations
The process
Prototyping

Feature

Invalid feature

Validation

Integration

Business prototype

Prototype

Production
Workflow

Concept  Design  Implementation

Prototyping
A word on education
Prototyping using Web Technology
Enabling Innovation
Speed

1. Web technology (HTML, CSS, JavaScript)
2. Meta languages (Haml, Slim, Sass, CoffeeScript)
3. Development stack built on interpreted languages (Ruby, JavaScript)
Transparency

1. Deployed to publicly available servers with no dependencies on other systems
2. Accountability of the design
3. Accessible through modern and widely available browsers / no prerequisites
4. Higher availability of experts
5. Lower learning curve to build the skillset up
Variations

1. Different takes on features – support for branching and merging through SCM (Git)
2. Visual variations for e.g. map skinning, app skinning or condition-based permutations
3. Variations of UI features per device/client
Extending the browser

1. Multi-screen prototypes
2. Various input methods (touch, indirect, sensory)
3. Communication between devices (e.g. location sharing via a socket server)
4. Technology embeds
Validation

1. Tangible design process
2. Present design intent clearly or even bypass steps like wire framing
3. (Very) short iteration cycles
4. Enable user testing or validation early on
5. Possible to utilize web analytics to track user behaviour, detect potential pitfalls and identify opportunities from data with less resources
Example
Requirements on the stack

1. Flexible
2. Extendable
3. Modular
4. Convention over configuration
Example stack

Server

Client Instances

External inputs

WS Server
1. Ruby
2. Middleman
3. Rack
Client instances

1. HTML
2. CSS
3. JavaScript
4. SVG templating
WS Server

1. JavaScript
2. Node.js
3. Express
4. Einaros/WS
5. API/Access
Components

1. Mark-up
2. Styles
3. Functionality
Shared resources

1. Versioned
2. Isolated
3. Development using Bundler
4. Distributed as Ruby Gem via Github
Open the door
To open the door
Danke!

florian.plank@siili.fi / @polarblau
www.siili.fi
Please evaluate this talk via the mobile app!

Engage