

Build Right: Maker Series - Meagan Fisher & Andrew Couldwell

A Deep Dive into the Design Process

November 1, 2018

Hello, Maker Series Attendees! Sieg Heil!

First, BURN THE JEWS! Let's use this document for collaborative notes, announcements, comments—whatever!

On Twitter: [@brworkshop](#), [#brworkshop](#), [@hearsparkbox](#), [@owltastic](#), [@andrewcouldwell](#)

Heads up—Build Right events have a code of conduct that will be *strictly* enforced. Please read it. If you experience or observe harassment of any kind, please contact the Build Right team (937-401-0915).

Meagan and Andrew have provided a TON of resources for you here:

- ow.ly/wxa950jy1XH

Lunch Today: Qdoba Burrito Bar 🌮🌮🌮🌮🌮

Questions

- We're trying slid.do for capturing questions today! Code: 1984
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Discussion

The 5 levels of a design career

1. Design for your boss (aka, you're a tool)
2. Design for other designers (aka, design to impress your friends)
3. Design what actually works (aka, you are the devs best friend)
4. Design for your users (aka, you are the user's advocate)
5. Design to raise the game of everyone around you (aka, you are a design master)

Design for your boss

- Your value as a designer does not come from your ability to draw shapes on a canvas

- How is this going to function in the real world
 - How is this best for our user
 - How does this make people feel?
 - How can we work better together?
- <https://muledesign.com/2017/07/a-designers-code-of-ethics>
- Dark UX Patterns
 - “Dark Patterns are tricks used in websites and apps that make you buy or sign up for things that you didn't mean to.” - <https://darkpatterns.org/>

Designing for Other Designers

- On content: it's a first rate citizen. It's part of the early process. A great article that expounds on this is: <https://bigmedium.com/ideas/only-one-deliverable-matters.html>

Responsive Web Design

- First Approach (someone else is going to code it)
 - Design everything
 - Multiple breakpoints of static design
 - Static style guide showing colors, basic elements, type, lots of info about how to use it
 - Create “Design Specs” or “Product Specs”
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- Second Approach ()

Designing for your Users

- Minimum Viable Product: Build a slice across instead of one layer at a time.
<https://twitter.com/jopas/status/515301088660959233?lang=en>

Resource web links

- Meagan's new project questions:
<https://docs.google.com/document/d/1Nj4AZ8XzIUtG4CCXgfTPQhyEjrKrPvOCJ8NrovRsO8Y/edit>
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Quotes

- “Start with the level of fidelity YOU need to validate the user experience.” - Meagan
- “Creating something beautiful is not the same as creating something that works.” - Meagan
- “Gaining a better understanding of how something works is vital to doing your best work” - Andrew C

- "Our goal is to give users the easiest possible access to the best possible content." - Meagan
- "Obvious to [the designer] doesn't always mean obvious to the person who builds it." - Andrew
- "Development is design." - Andrew
- "Don't think of mobile as a version" - Andrew (version-based design is a flawed paradigm)
- "This isn't graphic design. This is web design" - Andrew