Four steps to becoming a logical magician
Set your design goals right at the beginning
STEP ONE

What is your design trying to achieve?

NOT PROJECT SCOPE
NOT TECHNICAL REQUIREMENTS
How will your design bridge the gap?
What’s special about you?

UNIQUE

VALUED

GOOD
TO HAVE
STEP TWO

Understand your audience
STEP TWO

You are not your user. Neither is your client.
EMOTIONAL BENEFITS TO THE CONSUMER

Convenience
Security
Ease of Use
More Control

FUNCTIONAL SERVICES, PRODUCTS, FEATURES

Online Banking

TECHNICAL TOOLS USED TO FULFILL FUNCTIONS

Website
Mobile App

BRAND

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STEP THREE

Remove subjectivity from the conversation
STEP THREE

Make decisions based upon facts, not opinions.
STEP FOUR

Ask why they want to make that change

COMPARE IT AGAINST YOUR DESIGN GOALS
RECAP

Set your design goals right at the beginning
Understand your audience
Remove subjectivity from the conversation
Ask why they want to make that change
Thank you!

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