

Big ideas for all sizes

by Ben Usher Smith for WordCamp Edinburgh
November 21, 2015





- 1) *Visual Inventory***
- 2) *User Stories***
- 3) *Agile Ideas***

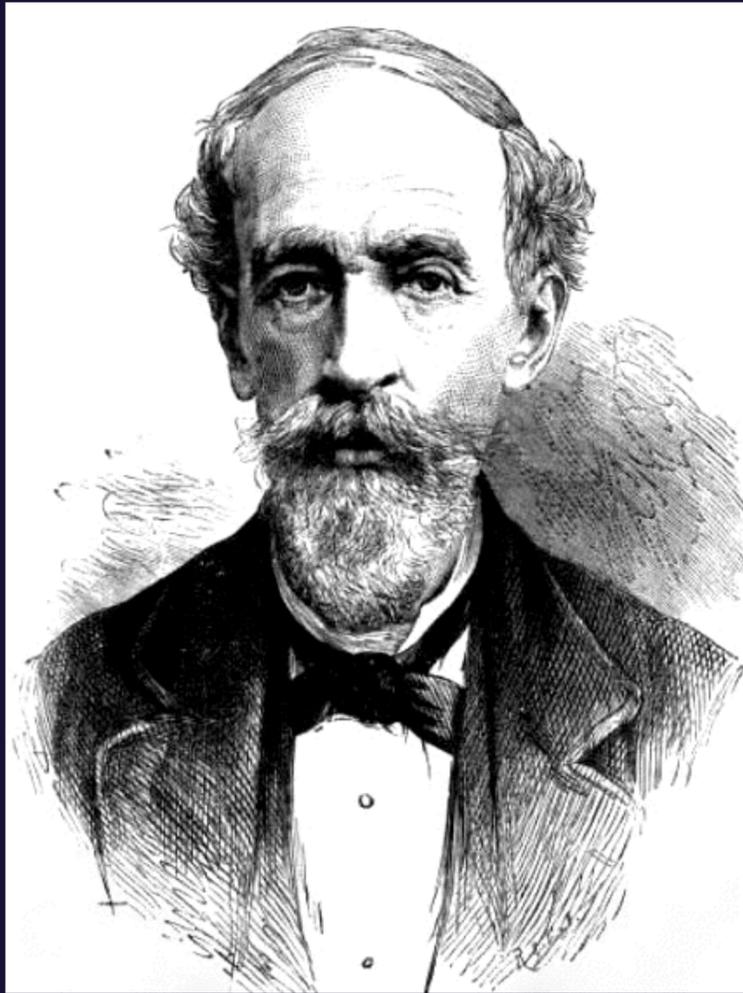
Crimean War

Ninety ships, in ninety days

Painting by Ivan Aivazovsky, source Wikipedia







John Penn & trunk engine, source, Wikipedia

A black and white photograph of a factory interior. In the foreground, a woman wearing a dark, textured knit hat and a light-colored apron over a dark, ribbed sweater is focused on her work at a long metal table. The table is covered with various mechanical parts, including what appears to be a large gear or flywheel. Behind her, several other workers, mostly men wearing flat caps and work clothes, are also engaged in their tasks along the production line. The background is filled with industrial machinery, including large gears and belts, and the overall atmosphere is one of busy, organized labor. The lighting is somewhat dim, typical of an early 20th-century factory.

Mass Production

It costs lots of money...





...and you need people





Lots of people

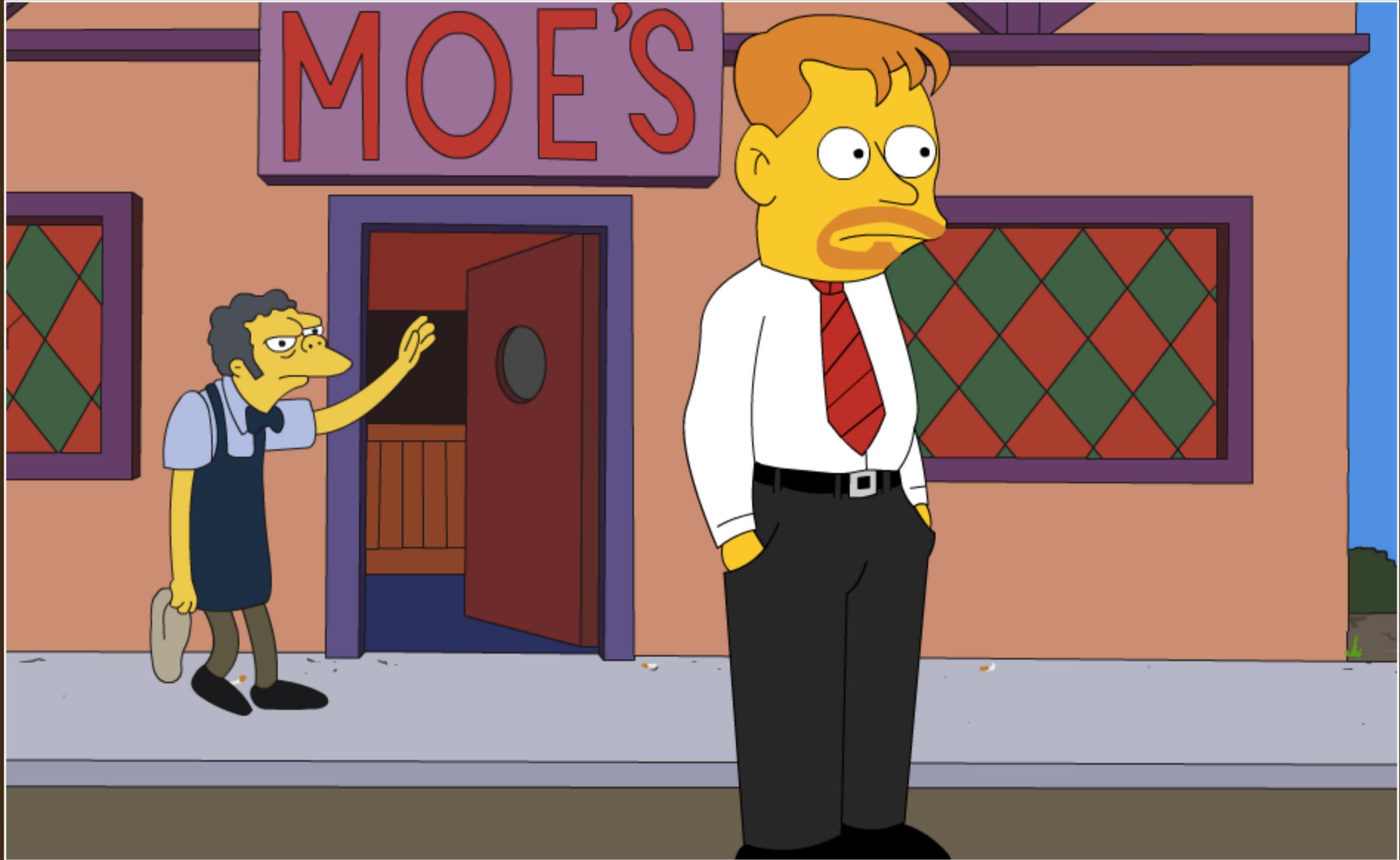




A brief history...









1989



***March 1989 Tim Berners-Lee
wrote his proposal for the Web***

1993

Mosaic browser was released

December 1995
16 million users - 0.4%



December 1998
147 million users - 4%

1998 Web Standards Project

2003 *this happens...*

designing with
web standards

jeffrey zeldman



New
Riders

VOICES THAT MATTER™

December 2003
719 million users - 11%



2006

TIM MINCHIN

[Comedian](#) [Actor](#) [Composer & Songwriter](#) [Pianist & Musical Director](#) [Rock n Roll Megastar](#)



Comedian

[Bio](#) | [Press Quotes](#) | [Full Reviews & Articles](#) | [CV](#)

Check out Tim's [Myspace page](#).

Tim's brand of dark comedic cabaret has received increasing critical and public acclaim in the last 2 years. His show "Dark Side" won the 2005 **Perrier Best Newcomer Award** at the Edinburgh Fringe Festival, and the **Festival Directors' Award** at the Melbourne International Comedy Festival, and was featured at the Montreal Just For Laughs Festival in July 2006.

His most recent show, "So Rock" was nominated for Most Outstanding Show at the MICF and received universally rave reviews.

He has appeared live in the UK at the Soho Theatre and the Lyric Theatre, and at the "Tickled Pink" breast cancer fundraiser at the Royal Albert Hall. He has also appeared on British television and radio, and on Paramount Comedy's "The World Stands Up".

In Australia in 2003 his first show, **Navel**, received Green Room Award nominations for Most Innovative Use of Form and Most Outstanding Songwriter. The following year his second effort, **Perineum Millennium**, received Green Room Award Nominations for Best Cabaret Artist and Most Outstanding Songwriter.

He was a Raw Comedy Victorian state finalist in 2004.

[Upcoming Gigs »](#)

[News & Guest Comments»](#)

[CDs & Merchandise»](#)

[MP3s & Downloads»](#)

[Contact Tim »](#)

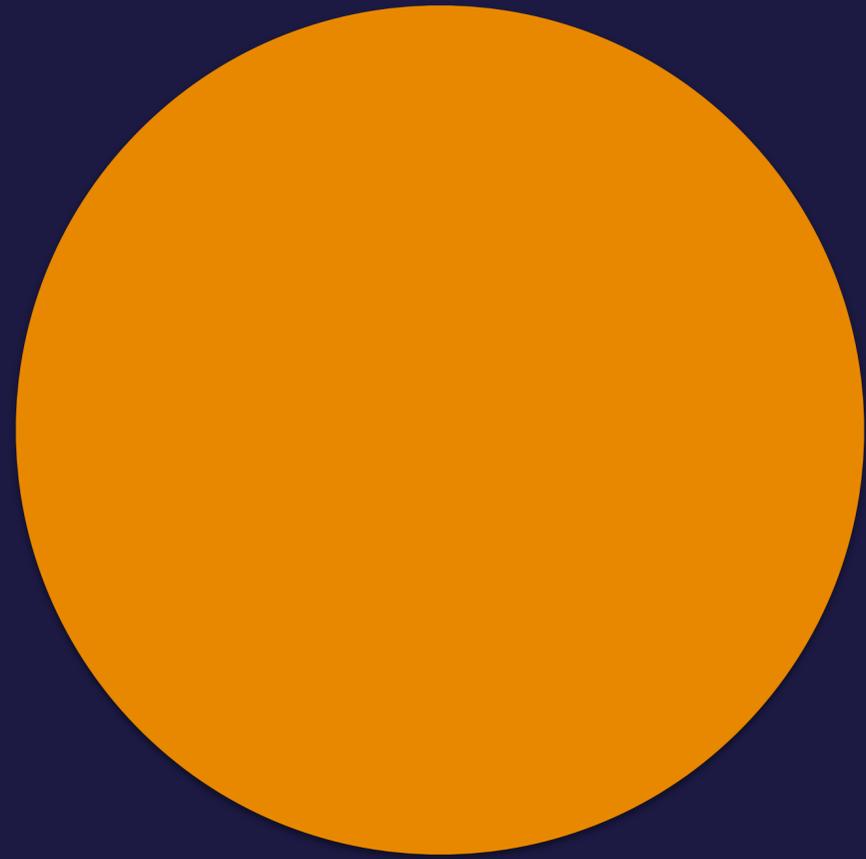
[Join the Mailing List »](#)

December 2006
1,093 million users - 16.7%





Photograph by Anthony Delanoix



2007



happens...



December 2007
1,574 million users - 23.5%

A portrait of Ethan Marcotte, a man with glasses and a dark sweater over a light-colored collared shirt. The image is semi-transparent, serving as a background for the text.

Ethan Marcotte

“Responsive Web Design”



June 2015
3,270 million users - 45%

WHAT DO WE DO?

1) *Talk*

2) *Listen*

3) *Learn*

PLAN



“Slow down to speed up!”

Susan Robertson



Visual Inventory



point it[®]

Traveller's language kit

20 years!



The original picture dictionary by Dieter Graf, 2 million copies sold

Dan Mall

***“Every deliverable
in a project should
come with a
conversation.”***



I LIKE EBAY.

Concept

Concepts are a great way to help users connect with your brand. They can create distinction in a competitive market place, and even help to tell a story. Could you use concepts to help connect your users to Culture Republic's brand?

Structuring the functionality, content and design around a concept can help create a solid construct that ties the site together in a cohesive way.

The following examples illustrate a range of concepts that drive successful sites.

Another site that uses this same approach to great effect is the gov.uk website. Its design is defined by 7 **guiding design principals**[‡]. These have been used to determine all the design decisions and have created a user focused site. Could defining a set of design principals help in developing the Culture Republic's site?

<https://www.gov.uk>

[[‡] gov.uk design principals](#)

The screenshot shows the GOV.UK homepage. At the top is a black header with the GOV.UK logo. Below it is a blue banner with the text "Welcome to GOV.UK" and "The best place to find government services and information". A search bar is located in the center of the banner. To the right of the search bar is a dark blue box titled "Popular on GOV.UK" containing several links: "Universal Jobmatch job search", "Renew vehicle tax", "Log in to student finance", "Book your theory test", and "Employment and Support Allowance". Below the banner is a grid of 12 categories, each with a title and a brief description:

- Benefits**: Includes tax credits, eligibility and appeals
- Disabled people**: Includes carers, your rights, benefits and the Equality Act
- Money and tax**: Includes debt and Self Assessment
- Births, deaths, marriages and care**: Parenting, civil partnerships, divorce and Lasting Power of Attorney
- Driving and transport**: Includes vehicle tax, MOT and driving licences
- Passports, travel and living abroad**: Includes renewing passports and travel advice by country
- Business and self-employed**: Tools and guidance for businesses
- Education and learning**: Includes student loans, admissions and apprenticeships
- Visas and immigration**: Visas, asylum and sponsorship
- Childcare and parenting**: Includes giving birth, fostering, adopting, benefits for children, childcare and schools
- Employing people**: Includes pay, contracts and hiring
- Working, jobs and pensions**: Includes holidays and finding a job
- Citizenship and living in the UK**
- Environment and countryside**

GOV.UK

Welcome to GOV.UK

The best place to find government services and information
Simpler, clearer, faster

Search GOV.UK

Popular on GOV.UK

- [Universal Jobmatch job search](#)
- [Renew vehicle tax](#)
- [Log in to student finance](#)
- [Book your theory test](#)
- [Employment and Support Allowance](#)

[Benefits](#)

Includes tax credits, eligibility and appeals

[Births, deaths, marriages and care](#)

Parenting, civil partnerships, divorce and Lasting Power of Attorney

[Business and self-employed](#)

Tools and guidance for businesses

[Childcare and parenting](#)

Includes giving birth, fostering, adopting, benefits for children, childcare and schools

[Citizenship and living in the UK](#)

Voting, community participation, life in the UK, international projects

[Crime, justice and the law](#)

Benefits

Births, deaths, and care

Business and s

Childcare and

Citizenship and UK

Crime, justice

Disabled people

Driving and tra

Education and

Employing peo

Environment a countryside

Housing and lo

Money and tax

Passports, trav abroad

Visas and immi

Working, jobs

Disabled people

Benefits and financial help

Includes Disability Living Allowance, Employment and Support Allowance and Attendance Allowance

Carers

Includes Carer's Allowance, disabled children and disability day care centres

Disability equipment and transport

Includes Disabled Students Allowances, Blue Badge and disabled access

Disability rights

Disability rights under the Equality Act 2010

Work and disabled people

Includes recruitment and disabled people, reasonable adjustments at work and Access to Work

A to Z

Carers

[Carer's Allowance](#)

[Carer's Credit](#)

[Carers UK](#)

[Complain to the Independent Case Examiner](#)

[Contact the Carer's Allowance Unit](#)

[Disability day care centres](#)

[Help if you have a disabled child](#)

[Is there anything wrong with this page?](#)

Colour

Colours are important to a brand. Research shows that users can form impressions in as little as 50 milliseconds.† A well chosen colour scheme can help this speedy perception. Here are some colour schemes that may help in forming good impressions.

† <http://news.bbc.co.uk/2/hi/technology/4616700.stm>

The Idealists use bold accent colours to help users navigate and use the site. Could adding **accent colours** work for Culture Republic?

<http://www.theidealists.com>

58

THE IDEALISTS

START YOUR PROJECT

HOW IT WORKS

FOR CREATIVES

BLOG

LOG IN

Scope Your Project

Use our Project Calculator to quickly budget your project. From there, you can choose to receive pitches from our handpicked community of creative professionals.

STEP 1

How can we help you?

APP iOS Android	WEBSITE Basic Website Dynamic Website	VIDEO TV Commercial Web Video	SOCIAL MEDIA
------------------------------	--	--	---------------------

Contact us!

Tone

What tone should your site present? Should it say something specific to your users? Should it be flexible so that it can adapt to different thoughts and feelings?

Primate's site uses quirky animations and illustration to make the utility of the site more **playful and fun**. Could this be used on Culture Republic? Maybe for a particular section like team? Or the 404 error page?

<http://primate.co.uk>

THE TEAM

DESIGN

DEVELOPMENT

MANAGEMENT



espen@primate.co.uk
[@ebrunborg](#)

ESPEN BRUNBORG

CREATIVE DIRECTOR



Hailing from Oslo, Norway, Espen moved to the UK in 2003 to earn a Ba Hons in Graphic Design before honing his skills with several digital and design agencies throughout Edinburgh. A print designer originally, he now draws upon his editorial design roots to specialise in interactive, responsive, user-centered design.

With a strong clarity of vision and unyielding design integrity, Espen is responsible for the creative direction at Primate.



steve@primate.co.uk
[@ReCreate_com](#)

STEVE BROWN

DESIGNER



Steve has always had a passion for design but it wasn't until 2009 that he went back to college to study Visual Communication at HND level. After graduating from Edinburgh College he went on to win the Marketing Society Scotland Creative Star Student Award 2012, as well as being nominated for one of D&AD's prestigious Yellow Pencil awards in the same year.

Espen's trusted right hand man, Steve undertakes all aspects of digital and print design work at Primate.

THE TEAM  

< **DESIGN** >



ESPEN BRUNBORG 
CREATIVE DIRECTOR

Hailing from Oslo, Norway, Espen moved to the UK in 2003 to earn a Ba Hons in Graphic Design before honing his skills with several digital and design agencies throughout Edinburgh. A print designer originally, he now draws upon his editorial design roots to specialise in interactive, responsive, user-centered design.

THE TEAM

Back to top Our motto The team Evolution

DESIGN DEVELOPMENT MANAGEMENT



ESPEN BRUNBORG 
DESIGN ALPHA

Growing up in an idyllic monkey sanctuary did nothing to quench the thirst this orangutan felt to spread his joy for all things design. With unabashed confidence and armed with nothing but a crayon and a sharpie, Espen recently ventured forth into the urban jungle with the aim to help change the world for the better.

Passionate, thoughtful and frequently uncouth, this orangutan is determined to set alight the fires of creativity that lurks within all primates.

espen@primate.co.uk
[@ebrunborg](#)



STEVE BROWN 
DESIGNER

EVOLUTION OF PRIMATE

- 65M BC Evolution of the **primate**
- 2.5M BC The first **stone tools** are developed
- 1790 AD Start of **industrial revolution**
- 1936 AD First **computer** invented
- 1948 AD First monkey **sent into space**
- 1996 AD **Internet** went mainstream
- 2011 AD Primate **founded**
- 2011 AD Primate.co.uk nominated for **DADI award**
- 2012 AD First full-time **employee** joins Primate
- 2013 AD Primate nominated for **MOMA award**
- 2014 AD Harviestoun Brewery wins **ScotlandIS e-commerce award**
- 2014 AD Primate wins **Marketing Society Star award**

What things resonated well with you?

As a recap, here are all of the things covered in this document:

Concept

Simple and clear messaging? Guiding design principles? Human-centered narratives? Which stands out to you? Is there even a good case for using a mixture of these concepts to identify clear areas of the site?

Colour

Colourful in-page navigation? Bold saturated photography juxtaposed with high contrast text? Bold colour panels? Accent colours? Do we use the existing colour palette as is, or do we adapt and extend it?

Tone

Can the tone used in the copy and micro copy within the interface and informative texts help to convey a specific tone? Should it be **adaptable to it's users' feelings**? Should it be **playful and fun**? Or should it be a combination of these? Or does it need to be **sophisticated but clear and to the point**?

Rosetta Stone



User Stories





THE IMAGE CAROUSEL

ACCESSIBILITY

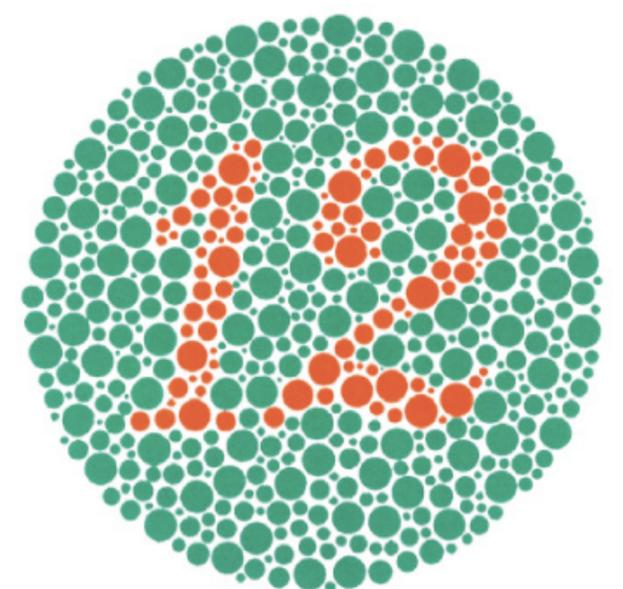
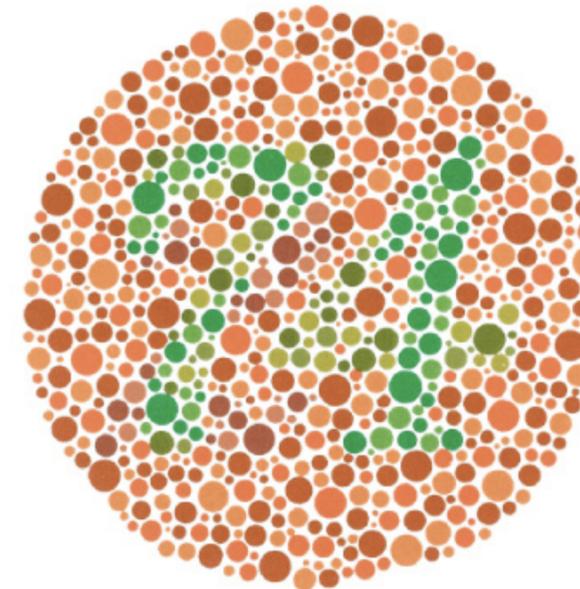
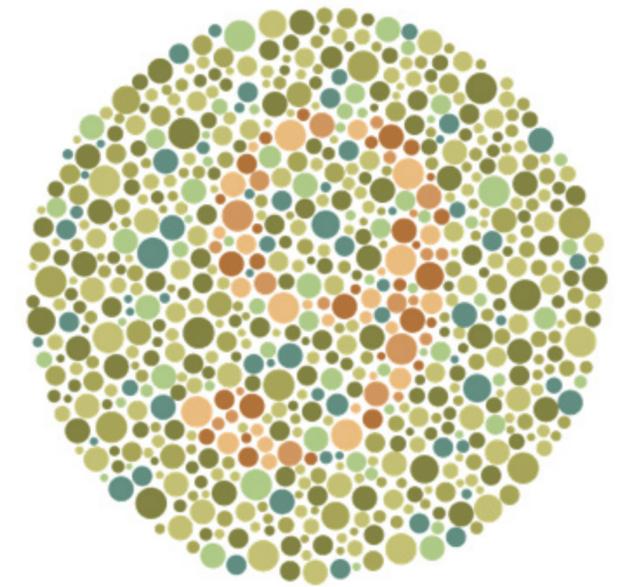
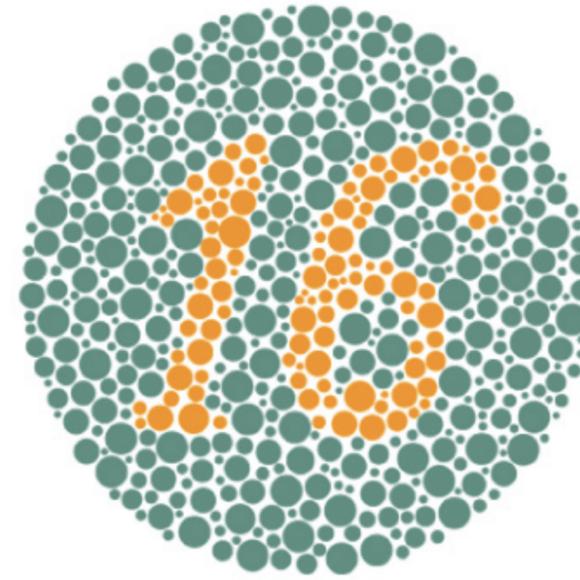
1) *I am...*

2) *I want to...*

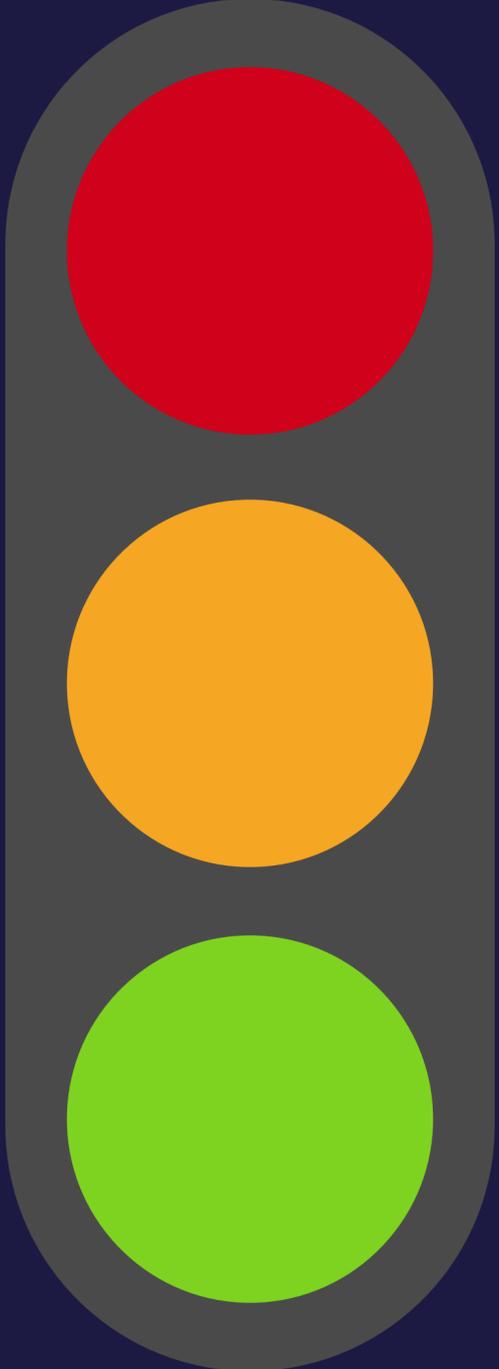
3) *So that I can...*



Colour Blindness







User Stories ☆ 📁

File Edit View Insert Format Data Tools Add-ons Help Last edit was on 22 January

£ % .0_ .00_ 123 Arial 10 B I ~~U~~ A

	A	B	C
1	Stories	Priorities	Notes
2			
3	<i>I am a website user and I want to find your open times.</i>	High	
4	<i>I am a website user and I want to know where you are.</i>	High	
5	<i>I am a website user and I want to place an order by phone.</i>	High	
6	<i>I am a website user and I want to place an order online.</i>	High	
7	<i>I am a website user and I want to view your menu.</i>	High	
8	<i>I am a website user and I have allergies what can I eat?</i>	Medium	
9	<i>I am a website user and I care about where my food comes from and I want to know where you source your ingredients.</i>	Medium	
10	<i>I am a website user and I want to know if you make your own pasta?</i>	Medium	
11	<i>I am a website user and I want to know what the specials are today?</i>	Medium	
12	<i>I am a website user and I want to know what the soup is today?</i>	Low	
13	<i>I am a website user and I want to know why I should choose you?</i>	High	
14	<i>I am a website user and I want to know how long you have been established?</i>	Medium	
15	<i>I am a website user and I want to know if you have any offers on just now?</i>	Low	
16	<i>I am a website user and I want to order wine.</i>	Medium	
17	<i>I am a website user and I want to know what wine you have.</i>	Medium	
18	<i>I am a website user and I want to know where you source your wine from.</i>	Low	
19	<i>I am a website user and I want to access your facebook page.</i>	Medium	

+ ☰ Task List

Agile ideas





Scoping



Design



Build



Testing



Photograph Wikipedia

A wide waterfall cascades down a massive, layered rock face in a mountainous landscape. The water is white and frothy as it falls, creating a misty spray at the bottom. The surrounding cliffs are dark and rugged, with some sparse vegetation visible on the upper slopes. The sky is a deep blue with scattered white clouds. The overall scene is majestic and serene.

Waterfall

Big Bend National Park, United States, by Laurel Balyeat



Scoping



Design



Build



Testing



Scoping



Design



Build



Testing



Scoping



Design



Build



Testing



Scoping



Design



Build



Testing



Scoping



Design



Build



Testing



Scoping



Design



Build



Testing



Scoping



Design



Build



Testing

A small monkey with a black and white face and yellow body, sitting on a gravelly ground. The monkey is looking directly at the camera with a neutral expression. The background is a blurred, dark, gravelly surface.

Agile

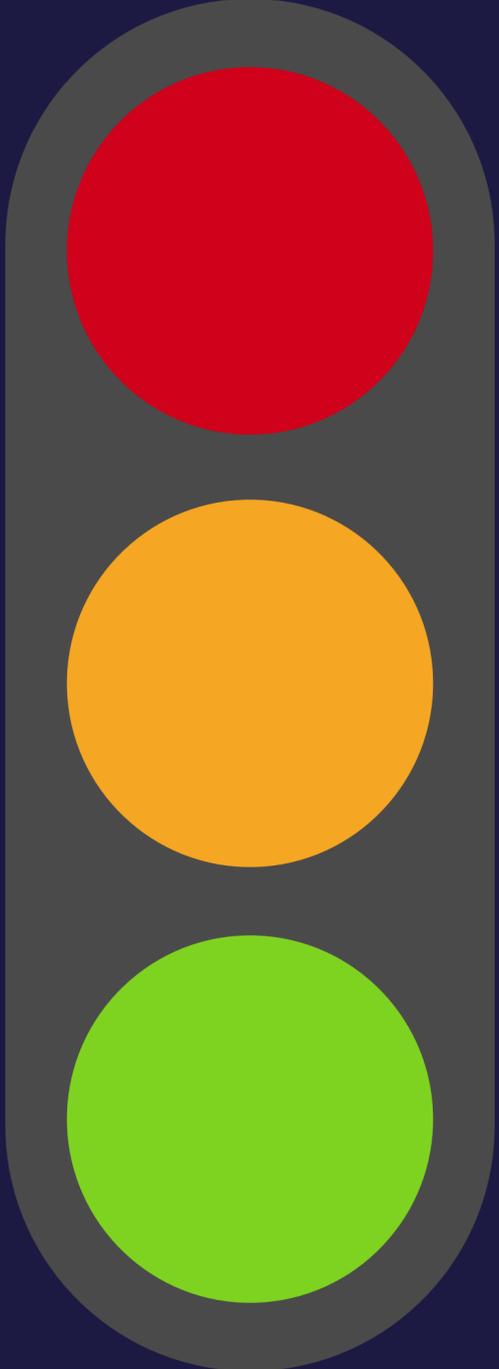
Photo from Deviantart, by Oniendra

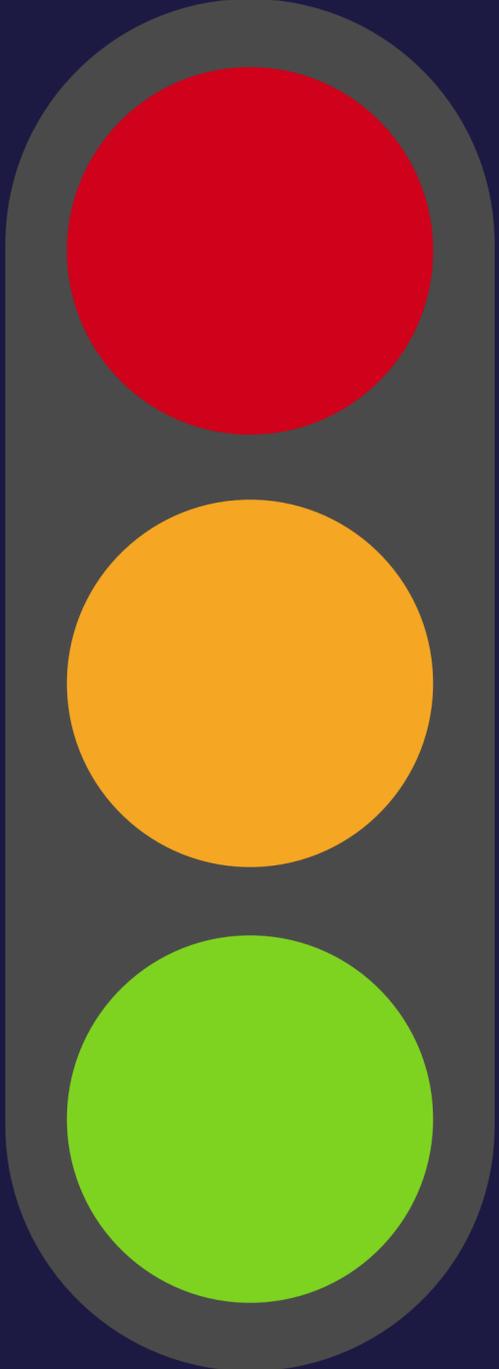
It's complicated.

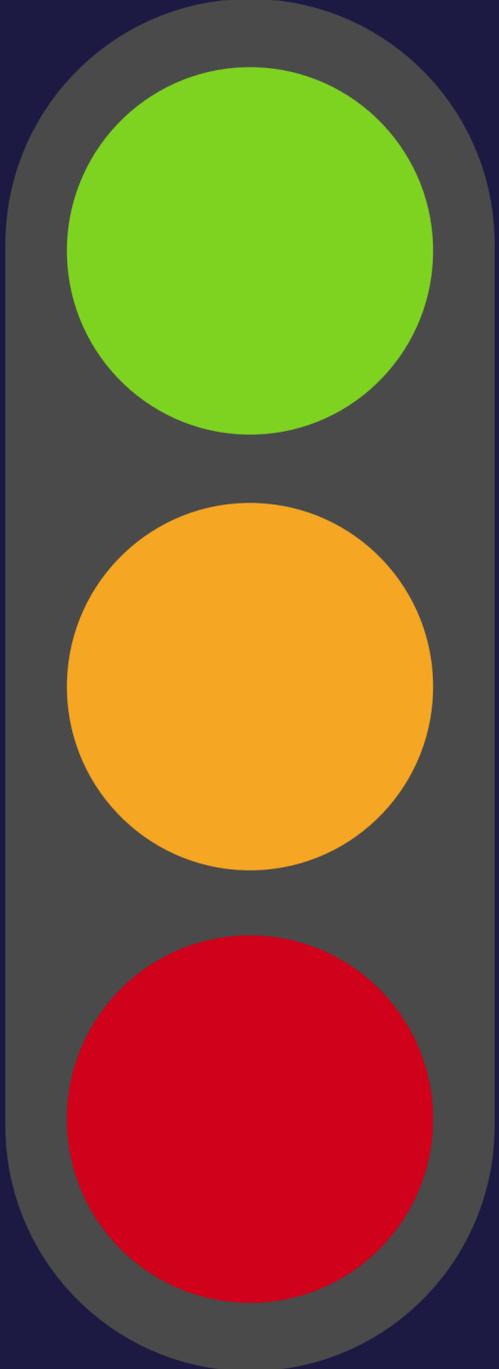


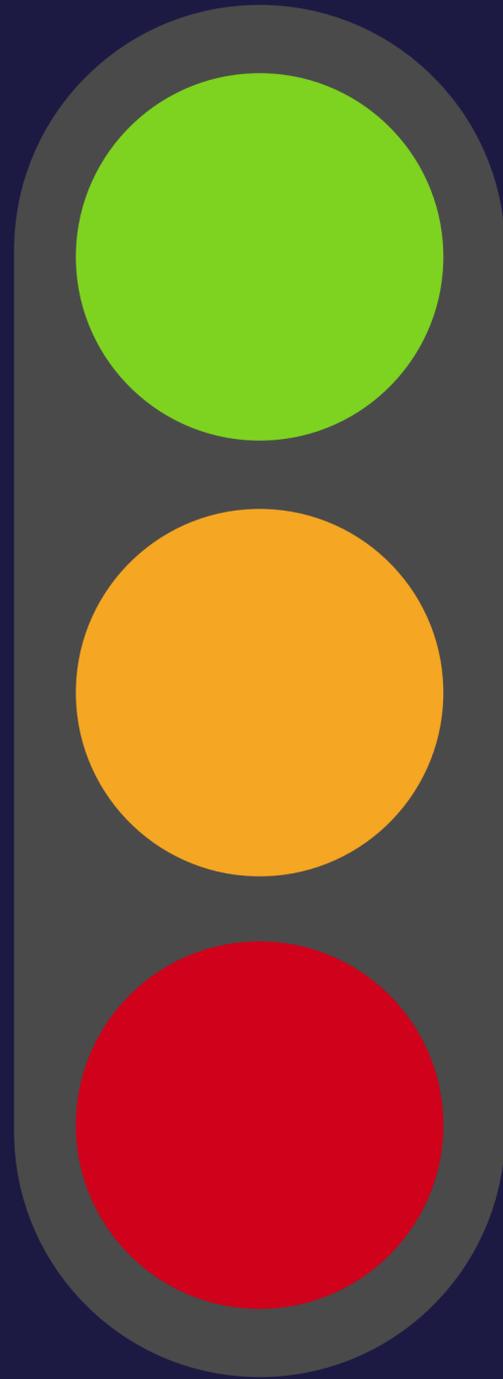
A bokeh background of traffic lights in red, yellow, and blue colors. The lights are out of focus, creating a soft, glowing effect. The colors are vibrant and contrast sharply against the dark background.

Traffic Lights









1) *The most important.*

2) *The nice to have.*

3) *Non-essential.*



User Stories ☆ 📁

File Edit View Insert Format Data Tools Add-ons Help Last edit was on 22 January

£ % .0_ .00_ 123 Arial 10 B I ~~U~~ A

	A	B	C
1	Stories	Priorities	Notes
2			
3	<i>I am a website user and I want to find your open times.</i>	High	
4	<i>I am a website user and I want to know where you are.</i>	High	
5	<i>I am a website user and I want to place an order by phone.</i>	High	
6	<i>I am a website user and I want to place an order online.</i>	High	
7	<i>I am a website user and I want to view your menu.</i>	High	
8	<i>I am a website user and I have allergies what can I eat?</i>	Medium	
9	<i>I am a website user and I care about where my food comes from and I want to know where you source your ingredients.</i>	Medium	
10	<i>I am a website user and I want to know if you make your own pasta?</i>	Medium	
11	<i>I am a website user and I want to know what the specials are today?</i>	Medium	
12	<i>I am a website user and I want to know what the soup is today?</i>	Low	
13	<i>I am a website user and I want to know why I should choose you?</i>	High	
14	<i>I am a website user and I want to know how long you have been established?</i>	Medium	
15	<i>I am a website user and I want to know if you have any offers on just now?</i>	Low	
16	<i>I am a website user and I want to order wine.</i>	Medium	
17	<i>I am a website user and I want to know what wine you have.</i>	Medium	
18	<i>I am a website user and I want to know where you source your wine from.</i>	Low	
19	<i>I am a website user and I want to access your facebook page.</i>	Medium	

+ ☰ Task List



WordPress Edinburgh Talk

20th Nov, 2015

100h TOTAL BUDGET 0.00h USED 100.00h REMAINING

+ Add Sprint

01 FROM 20 NOV TO 3 DEC (in 12 days)
0.00 Hours used

Vendor Tasks

Add a task

Client Tasks

Add a task



Icebox



Research John Penn



Source stock photography



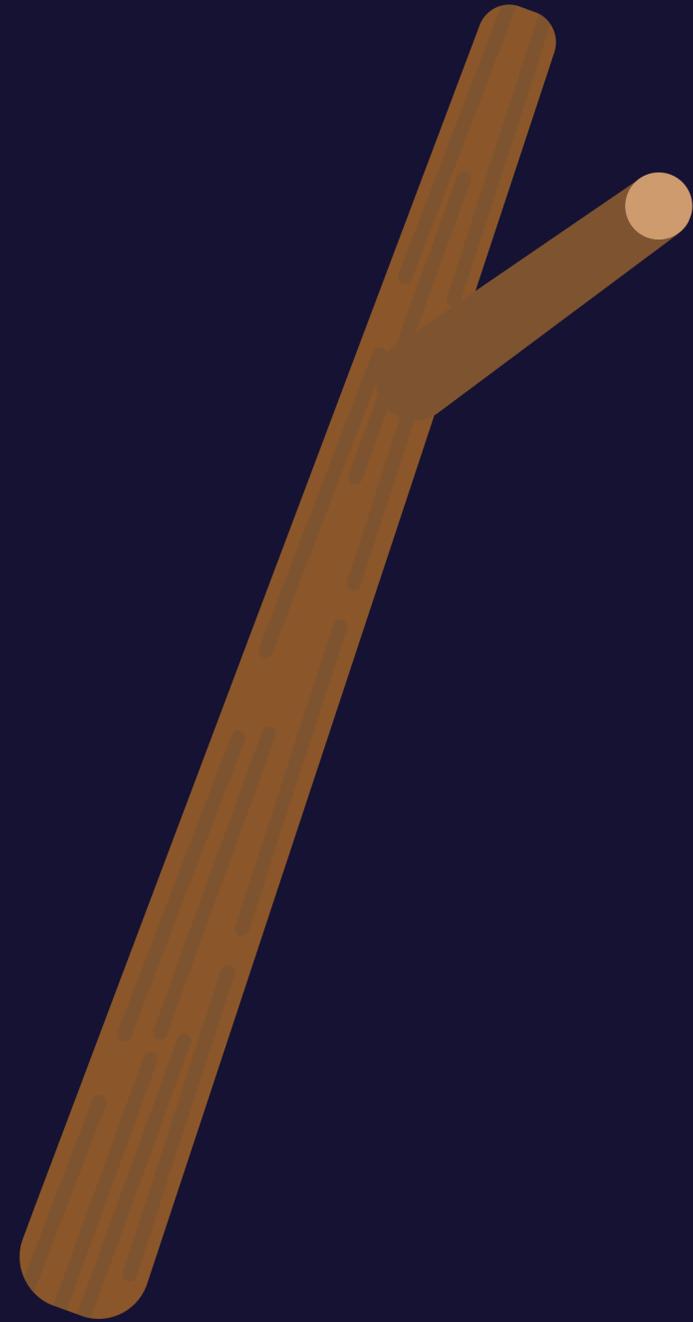
Write up notes for introduction

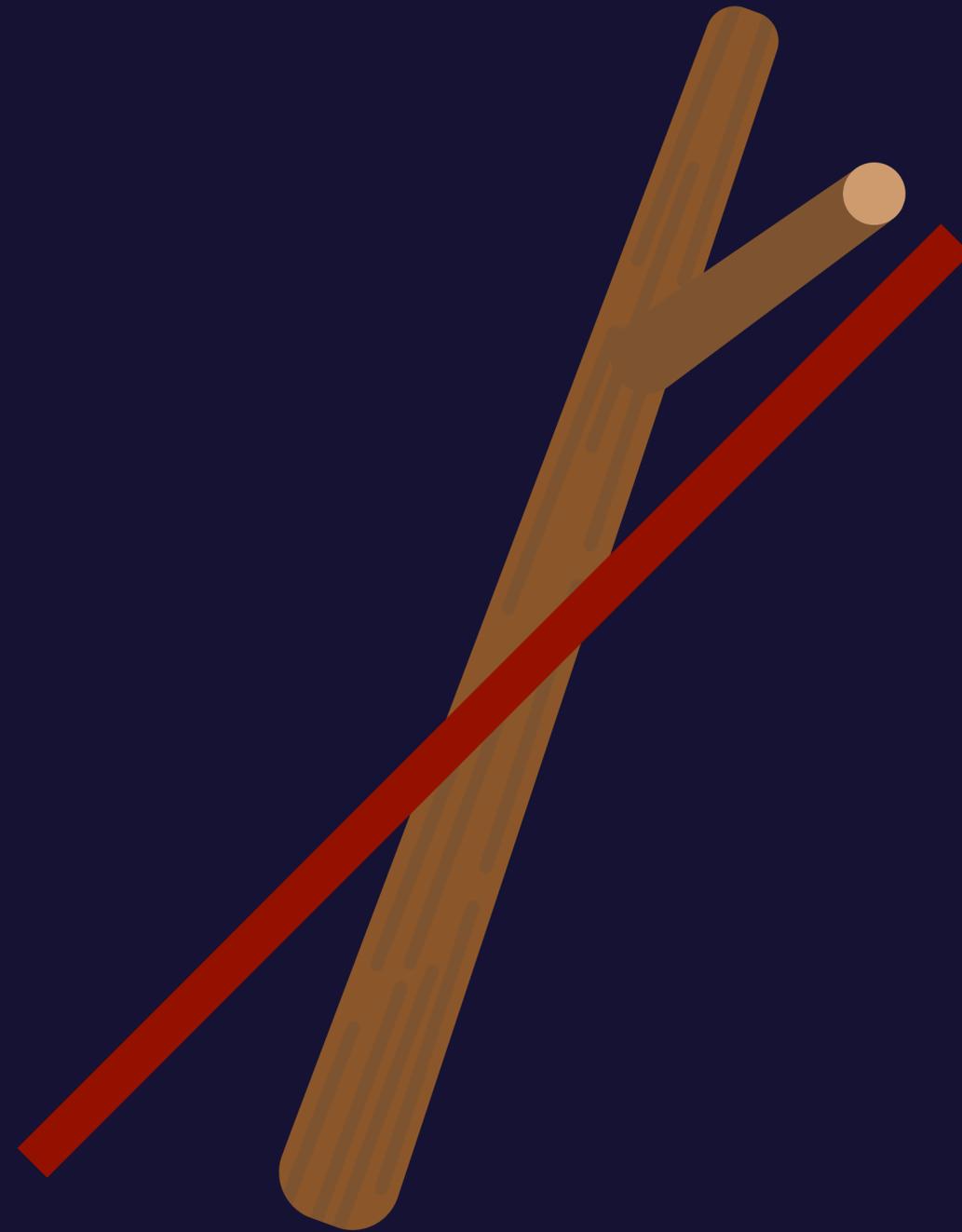
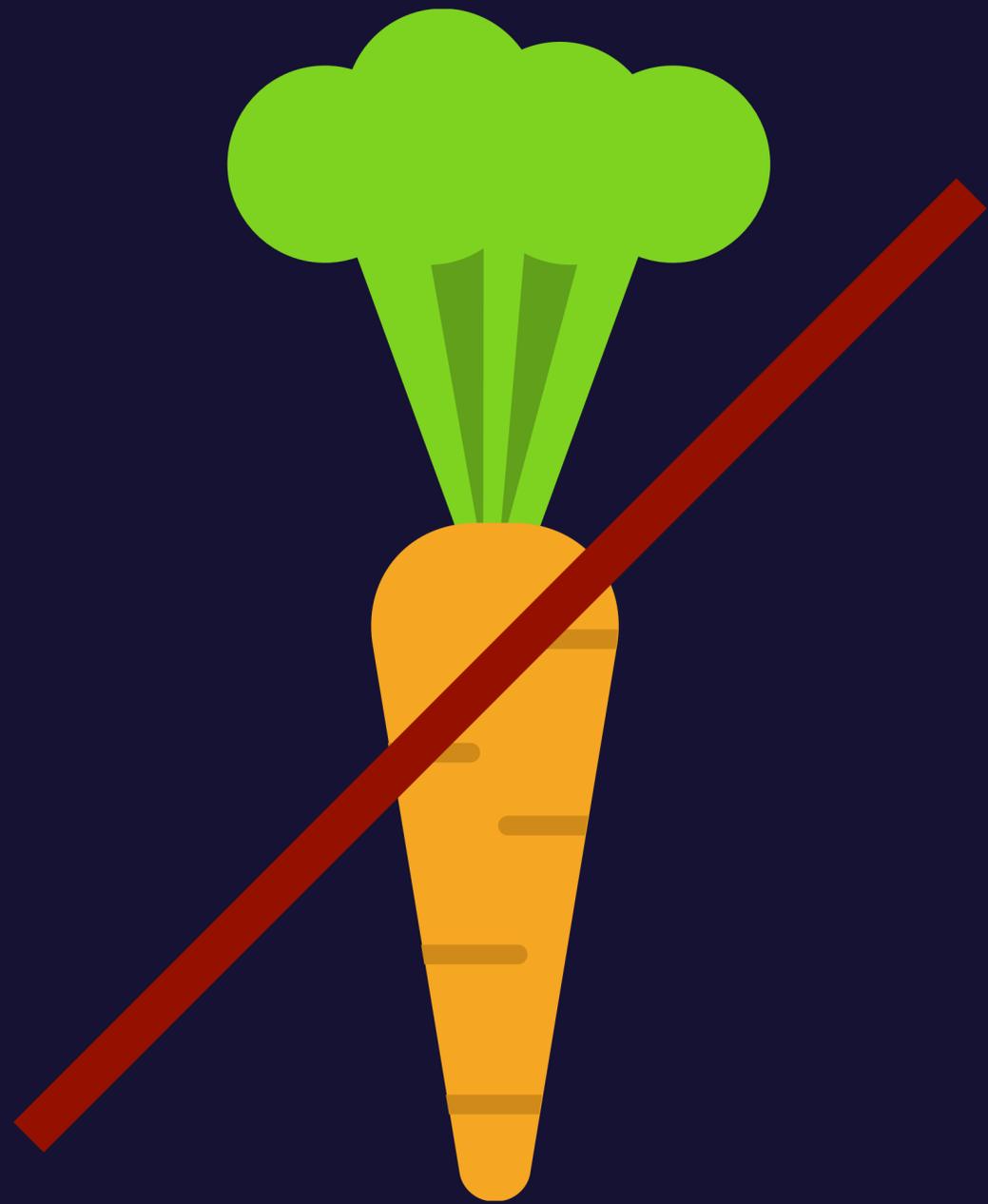
Write up notes for Visual Stories section

Write up notes for User Stories section

Add a task



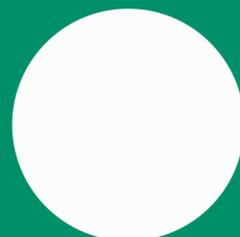
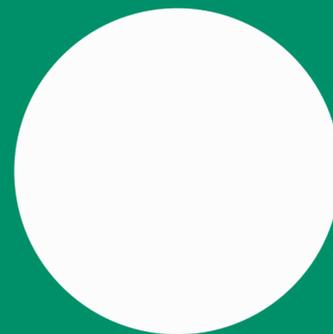
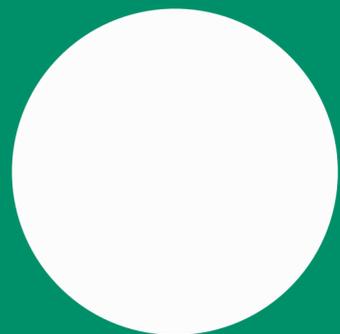
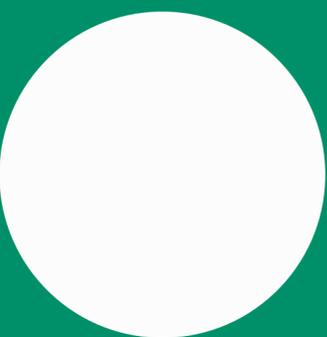




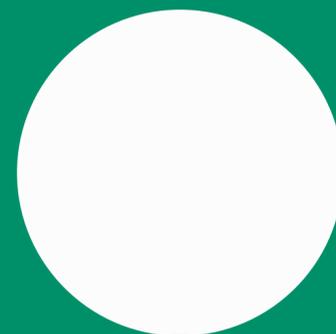
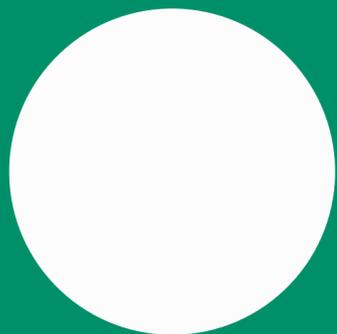
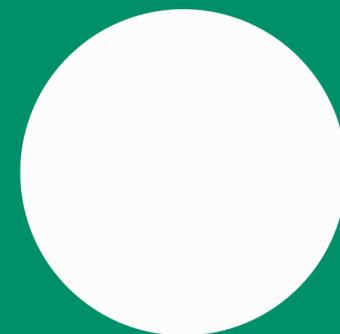
1) Plan

2) Adapt

3) Share



END.



THANK YOU!