

Big ideas for all sizes

by Ben Usher Smith for WordCamp Edinburgh
November 21, 2015

Big Bend National Park, United States, by Jesse Sewell





1) *Visual Inventory*

2) *User Stories*

3) *Agile Ideas*

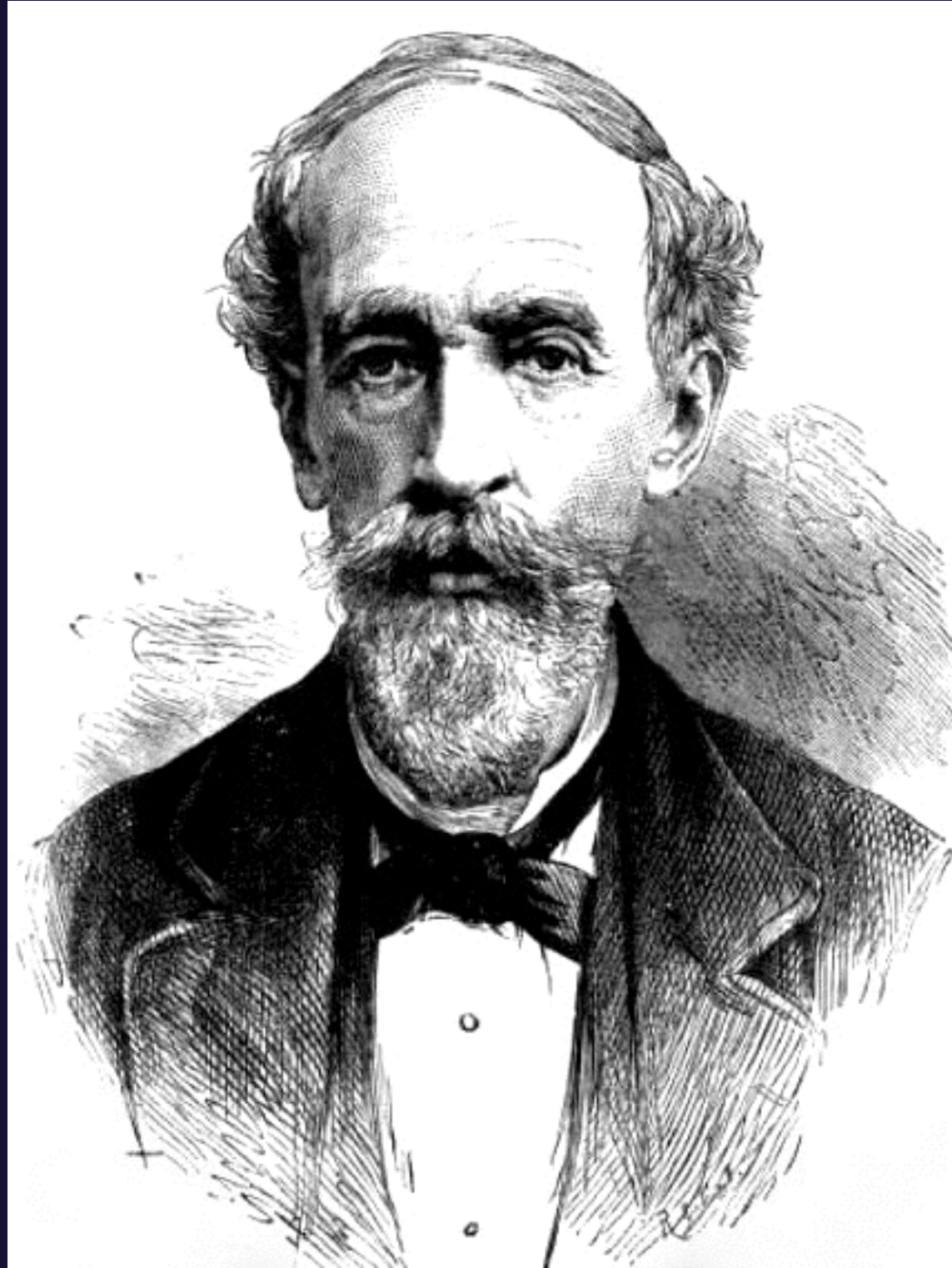
Crimean War

Ninety ships, in ninety days

Painting by Ivan Aivazovsky, source Wikipedia







John Penn & trunk engine, source, Wikipedia



Mass Production

Photograph Wikipedia

It costs lots of money...





...and you need people





Lots of people

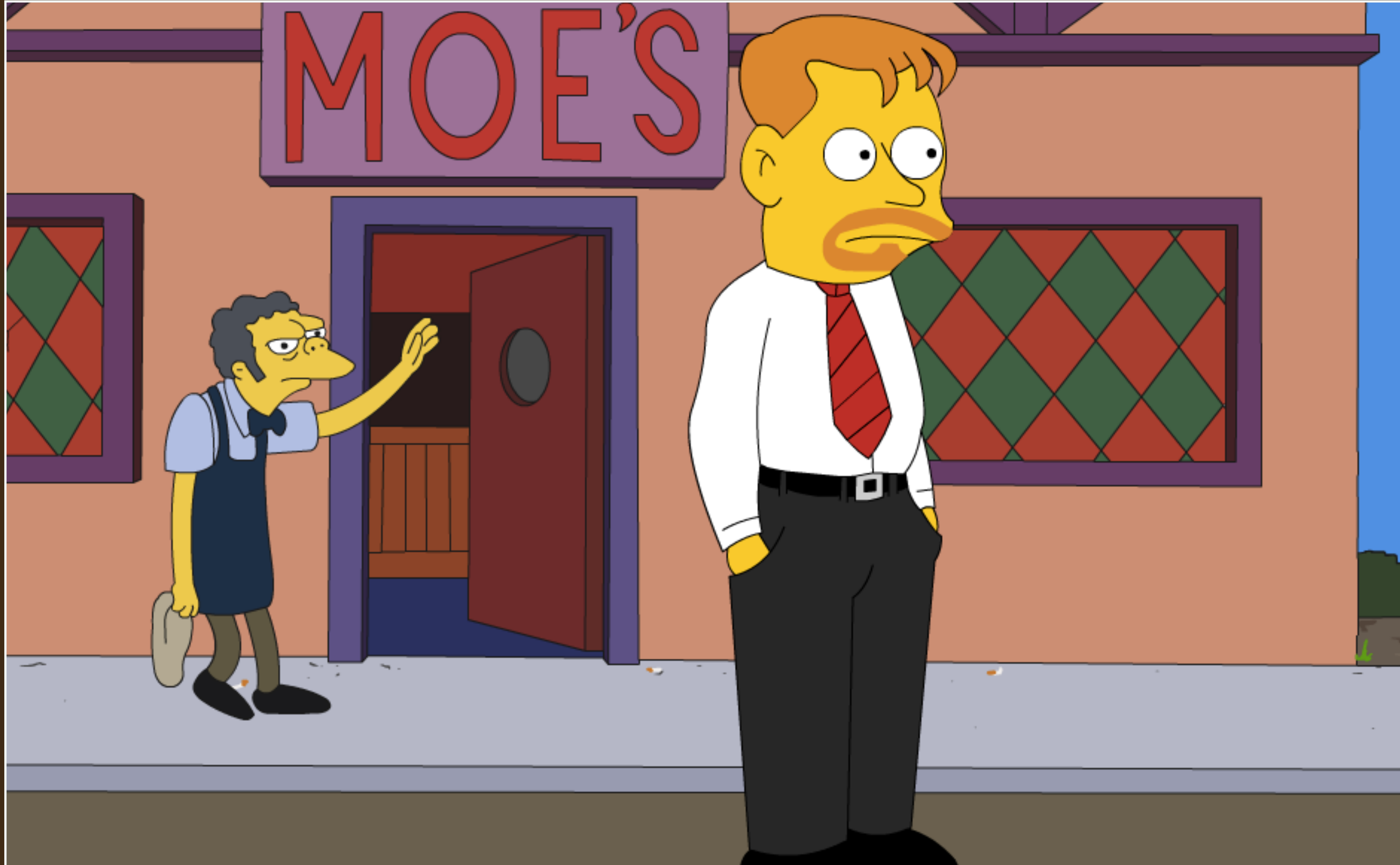




A brief history...









1989



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

1993

Mosaic browser was released

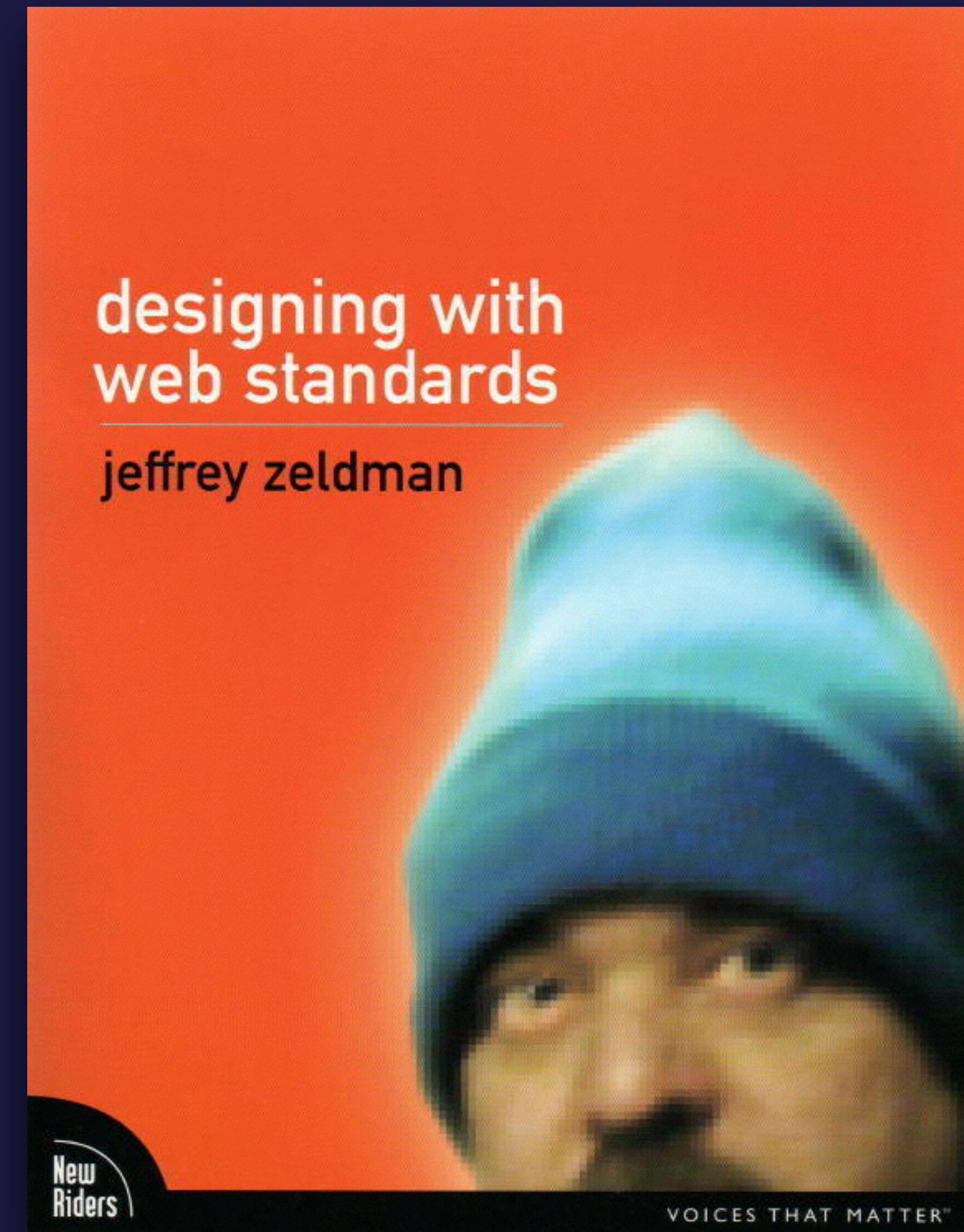
December 1995
16 million users - 0.4%



December 1998
147 million users - 4%

1998 Web Standards Project

2003 this happens...



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 slight smile, wearing a dark sweater over a light-colored collared shirt. The background is a blurred cityscape. The image has a semi-transparent dark overlay on the left side where the text is located.

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



A man with dark curly hair, glasses, and a beard stands in front of a wall with horizontal wooden planks. He is wearing a dark grey long-sleeved shirt, blue jeans, and a red, white, and blue patterned scarf. He has his hands in his pockets and is wearing a watch on his left wrist and several bracelets on his right wrist.

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?

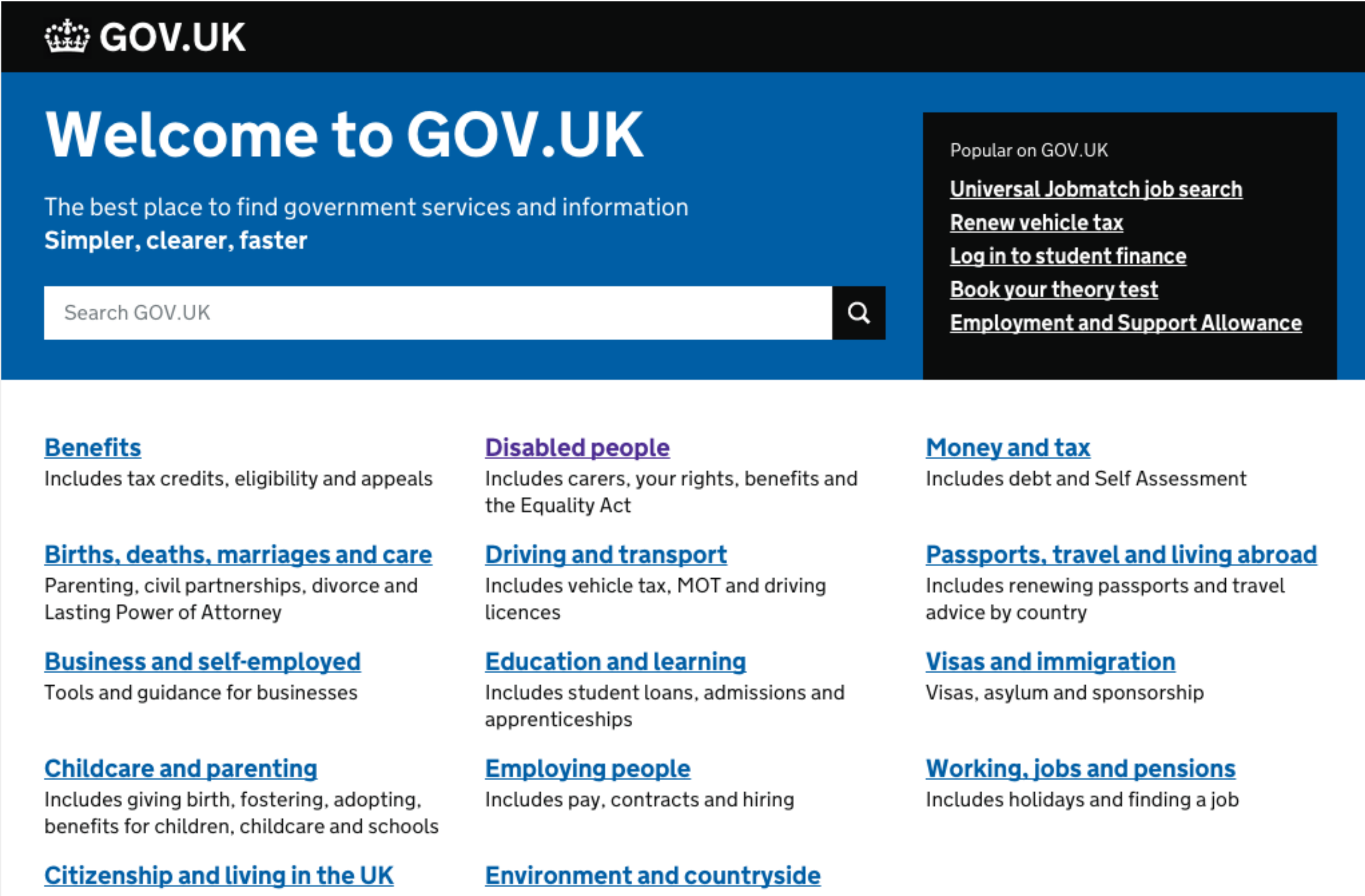
Structuring the functionality, content and design around a concept can help create a solid construct that ties the site together in a cohesive way.


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](#)





Welcome to GOV.UK

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



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	Disabled people
Births, deaths, and care	Benefits and financial help Includes Disability Living Allowance, Employment and Support Allowance and Attendance Allowance >
Business and self-employed	
Childcare and parenting	Carers Includes Carer's Allowance, disabled children and disability day care centres >
Citizenship and living in the UK	
Crime, justice and the law	Disability equipment and transport Includes Disabled Students Allowances, Blue Badge and disabled access >
Disabled people	
Driving and transport	Disability rights Disability rights under the Equality Act 2010 >
Education and skills	
Employing people	Work and disabled people Includes recruitment and disabled people, reasonable adjustments at work and Access to Work >
Environment and countryside	
Housing and local authority	
Money and tax	
Passports, travel and abroad	
Visas and immigration	
Working, jobs and careers	

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

Carers

A to Z [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](#)

Colour

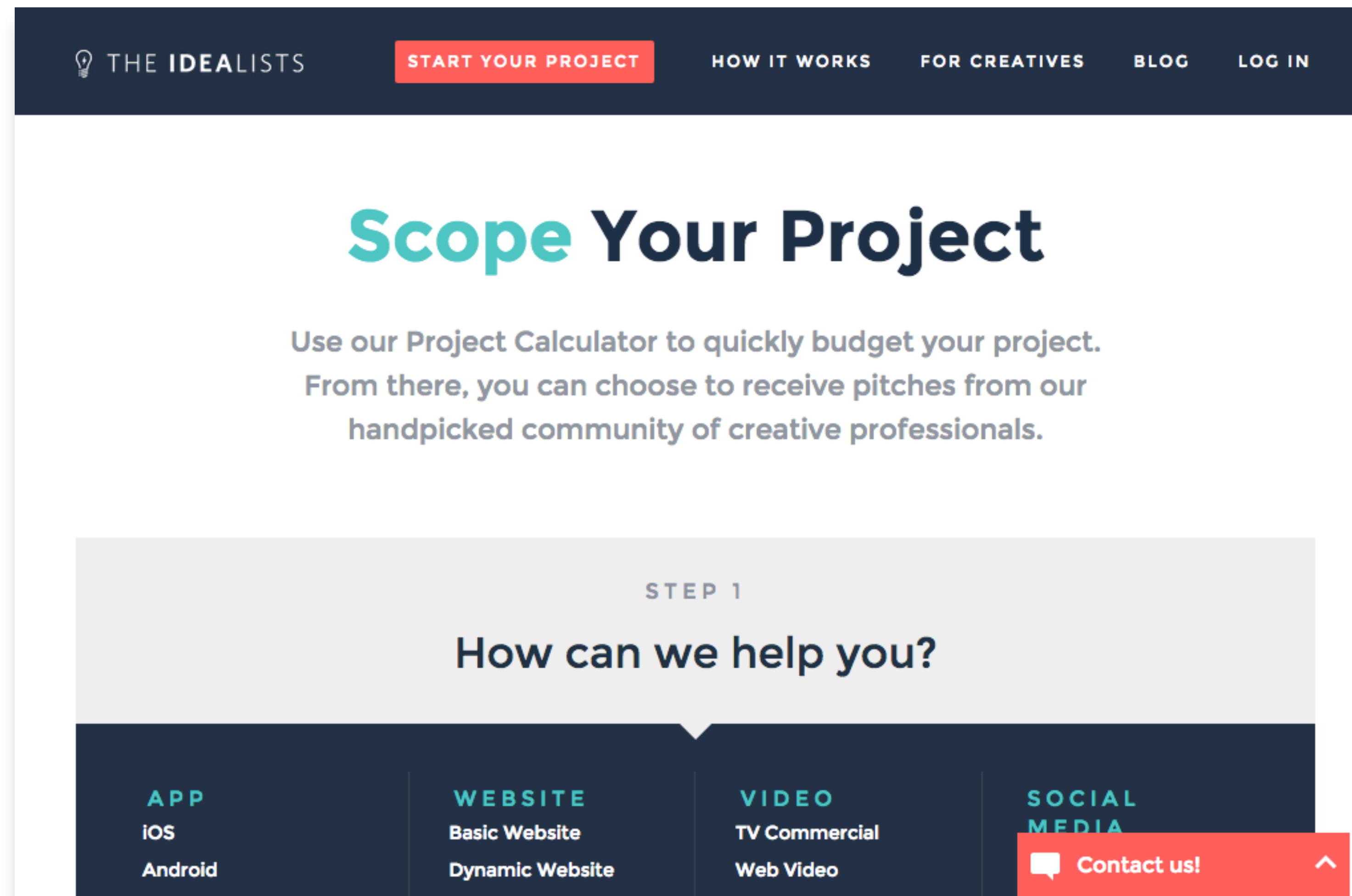
Colours are important to a brand. Research shows that users can form impressions in as little as 50 milliseconds.[†] A well chosen colour scheme can help this speedy perception. Here are some colour schemes that may help in forming good impressions.

[†] <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>

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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@primate.co.uk

[@ebrunborg](#)


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.



STEVE BROWN

DESIGNER



61

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

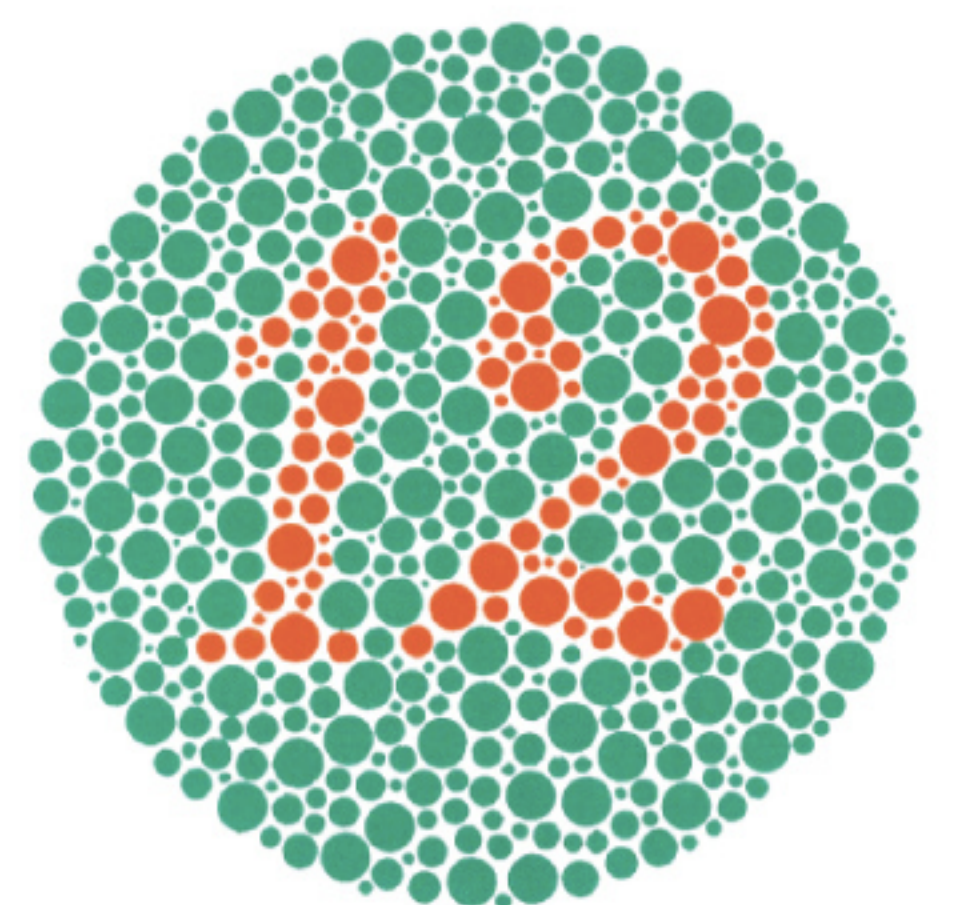
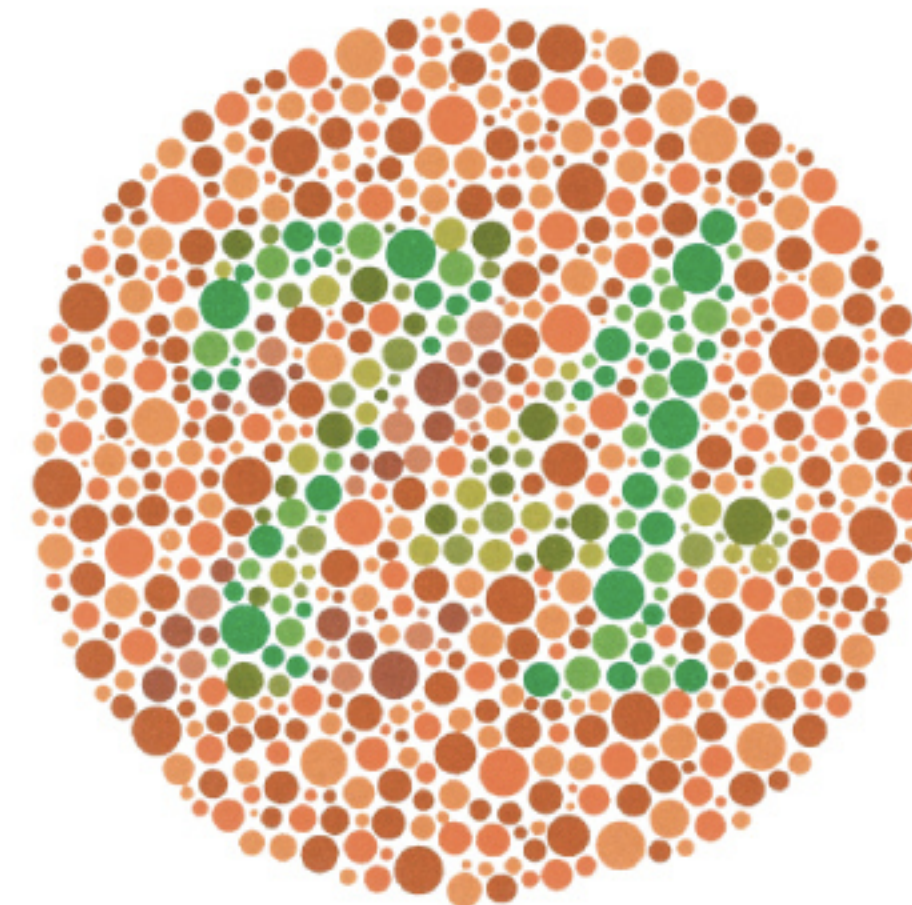
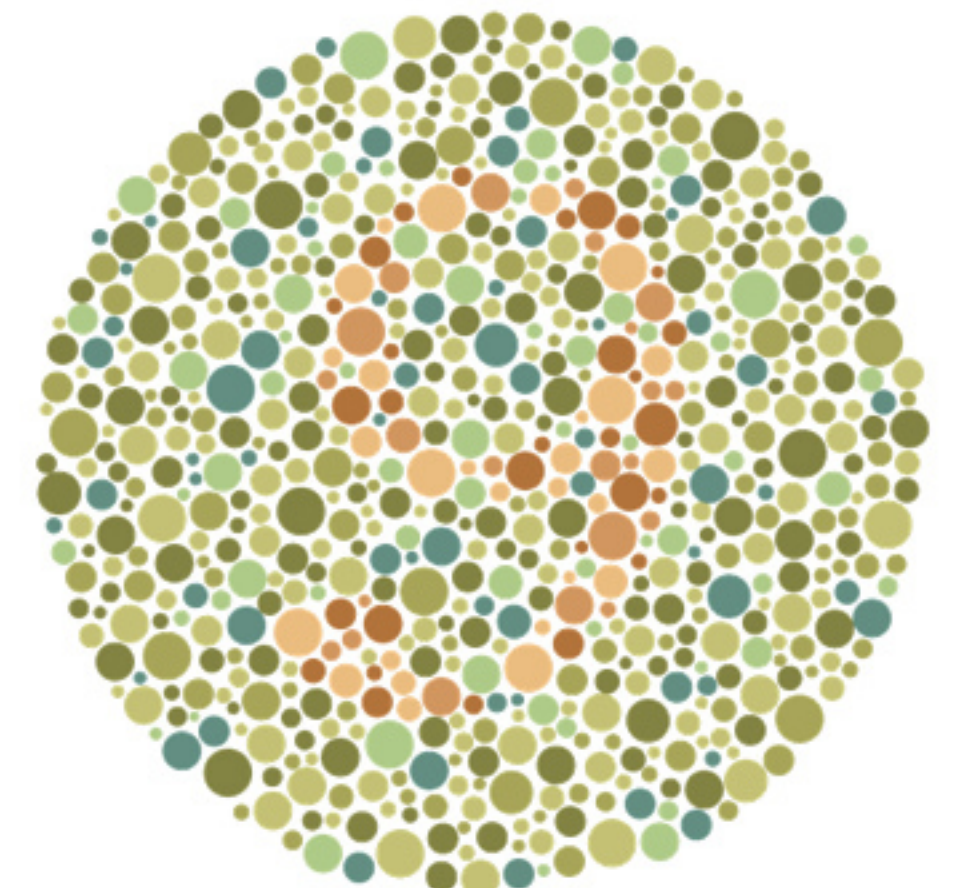
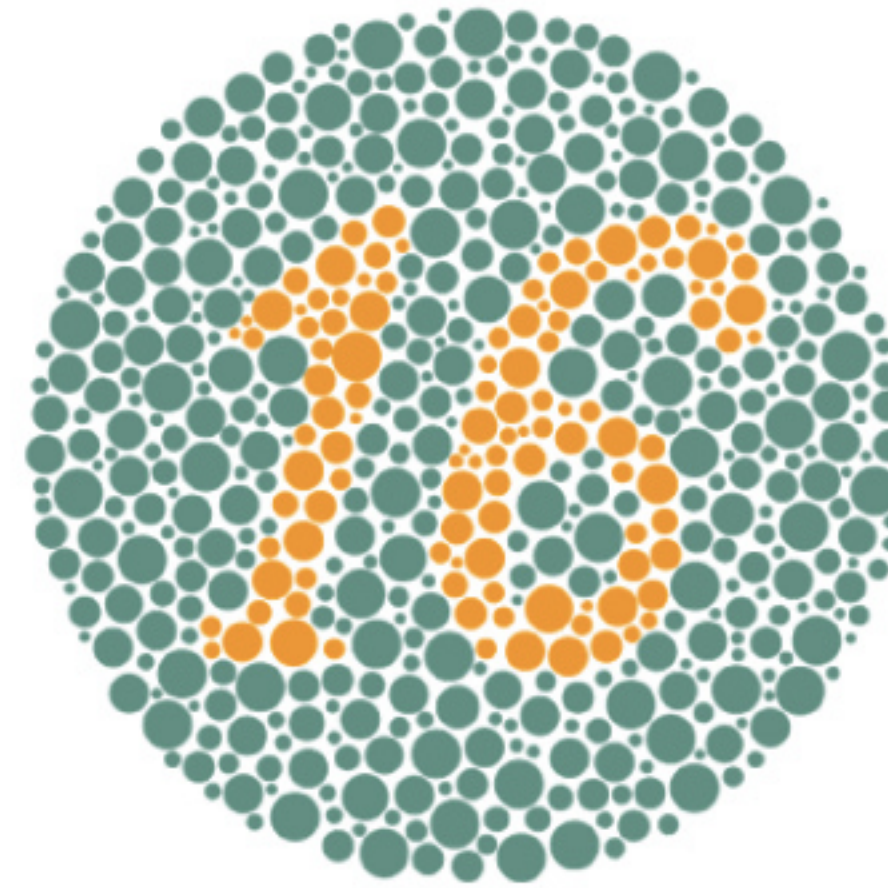
1) *I am...*

2) *I want to...*

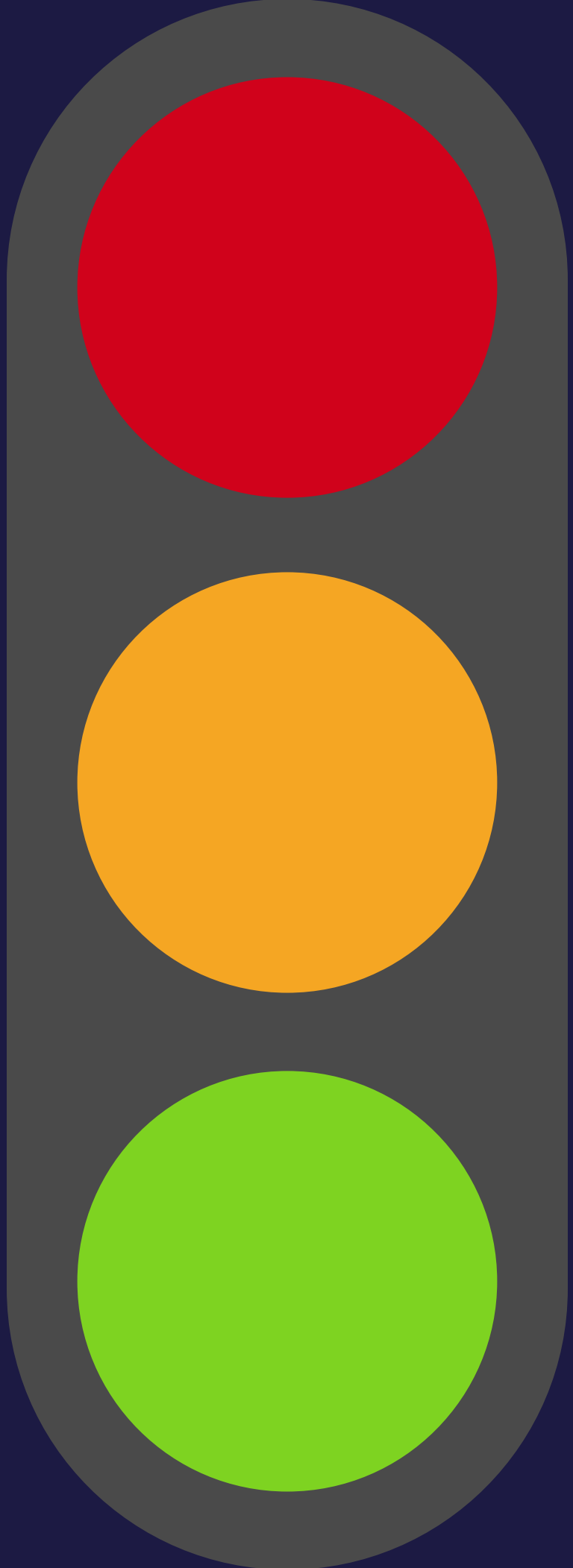
3) *So that I can...*



Colour Blindness







Agile ideas





Scoping



Design



Build



Testing



A wide waterfall cascading down a massive, rugged rock face in a mountainous area. The rock is dark and textured, with some sparse vegetation on the upper slopes. The sky is blue with scattered white clouds. The waterfall is a bright white line of water falling from a high point on the right side of the frame.

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, standing on a dark, gravelly ground. The monkey is looking directly at the camera with large, dark eyes. Its body is covered in yellow fur, and its tail is long and thin. The background is a dark, textured surface, possibly gravel or dirt.

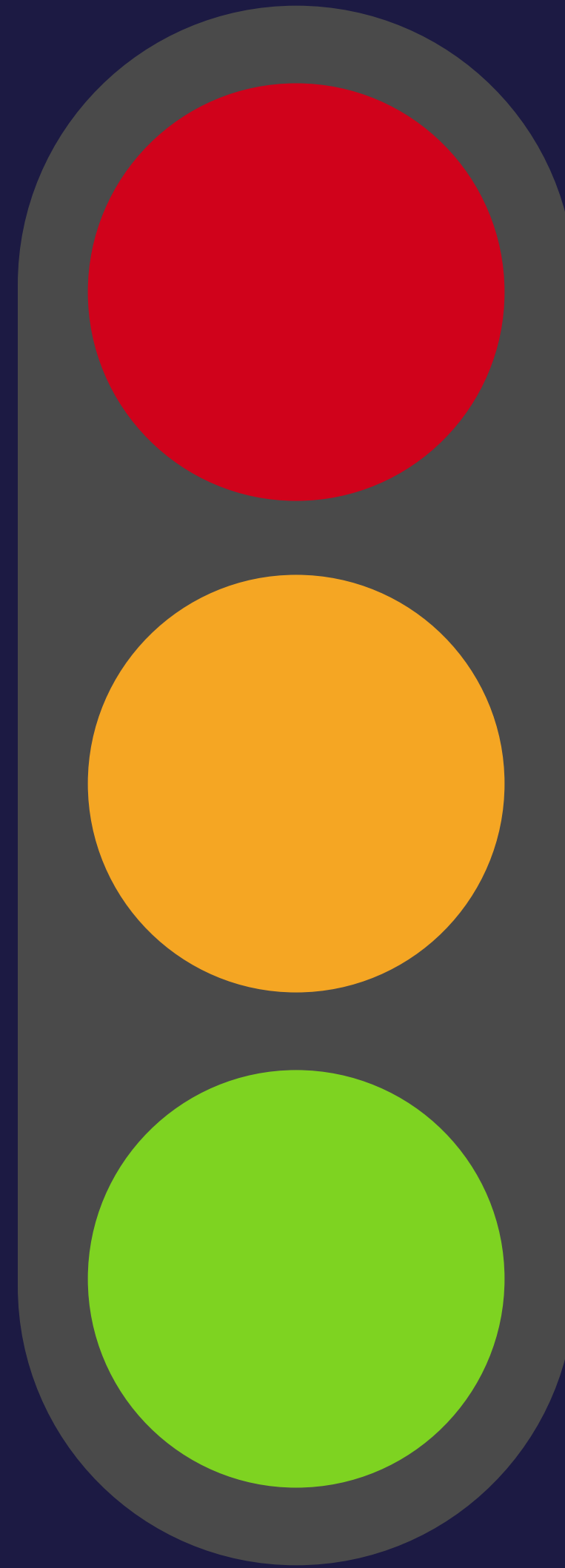
Agile

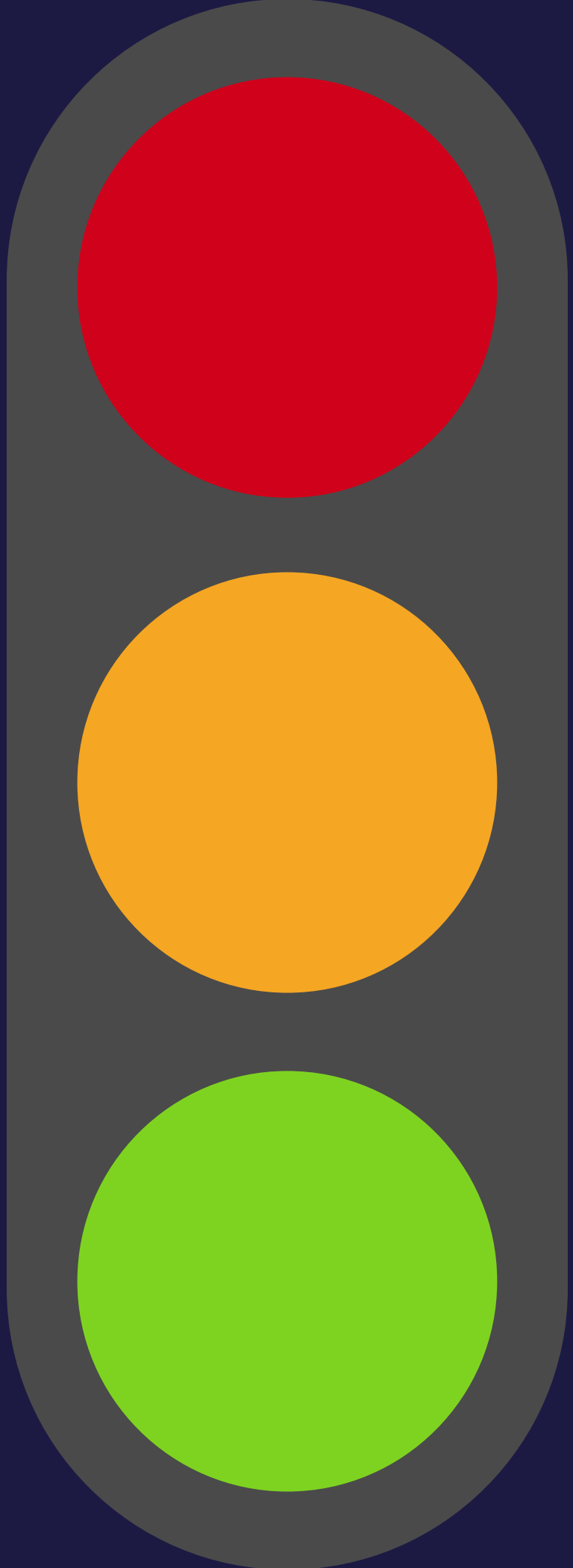
Photo from Deviantart, by Oniendra

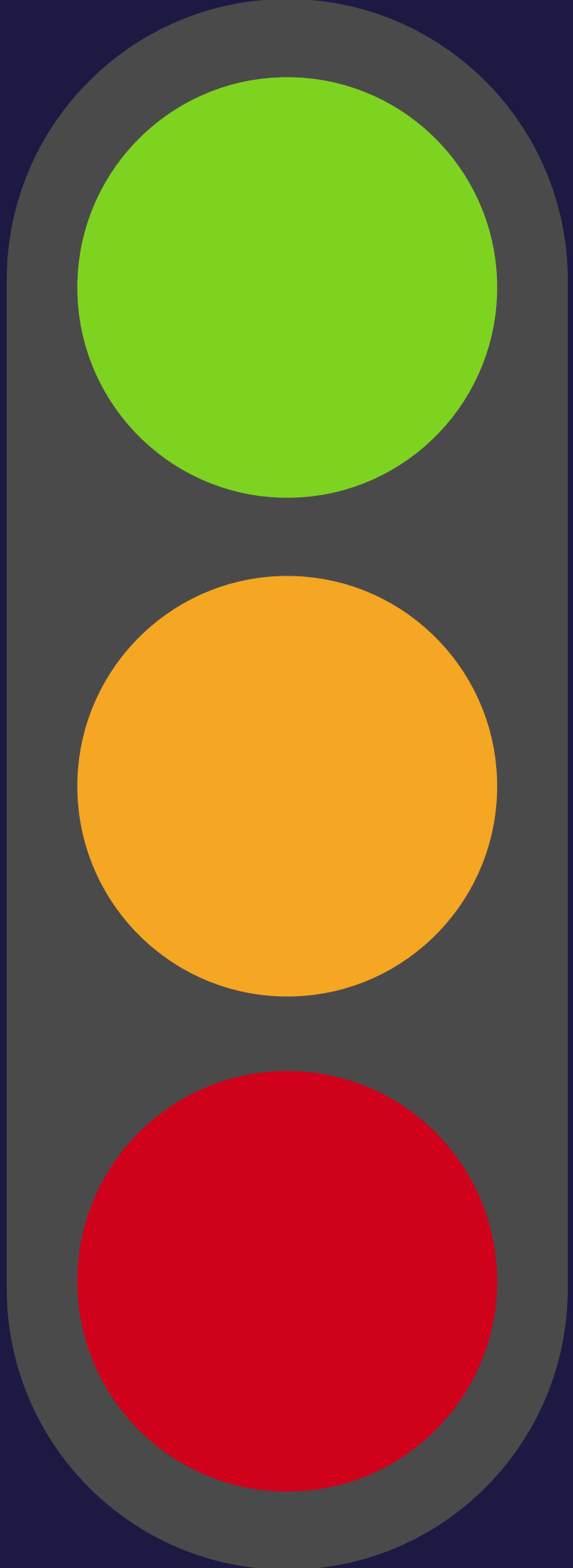


A bokeh background of traffic lights. The image features several out-of-focus circular light spots in red, yellow, and blue, creating a dreamy, abstract effect. The text "Traffic Lights" is overlaid in a bold, white, sans-serif font.

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* ~~S~~ A

fx

|

	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

beta.sprintr.io

Simplenotehome-hero-to...tommy.jpg 1,6...WordPress Edi...User story - Wi...www.mountain...Principles behl...WordPress Edi...@media 2006,...Carrot and stic...+

sprintr

SIGN OUTSETTINGS

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

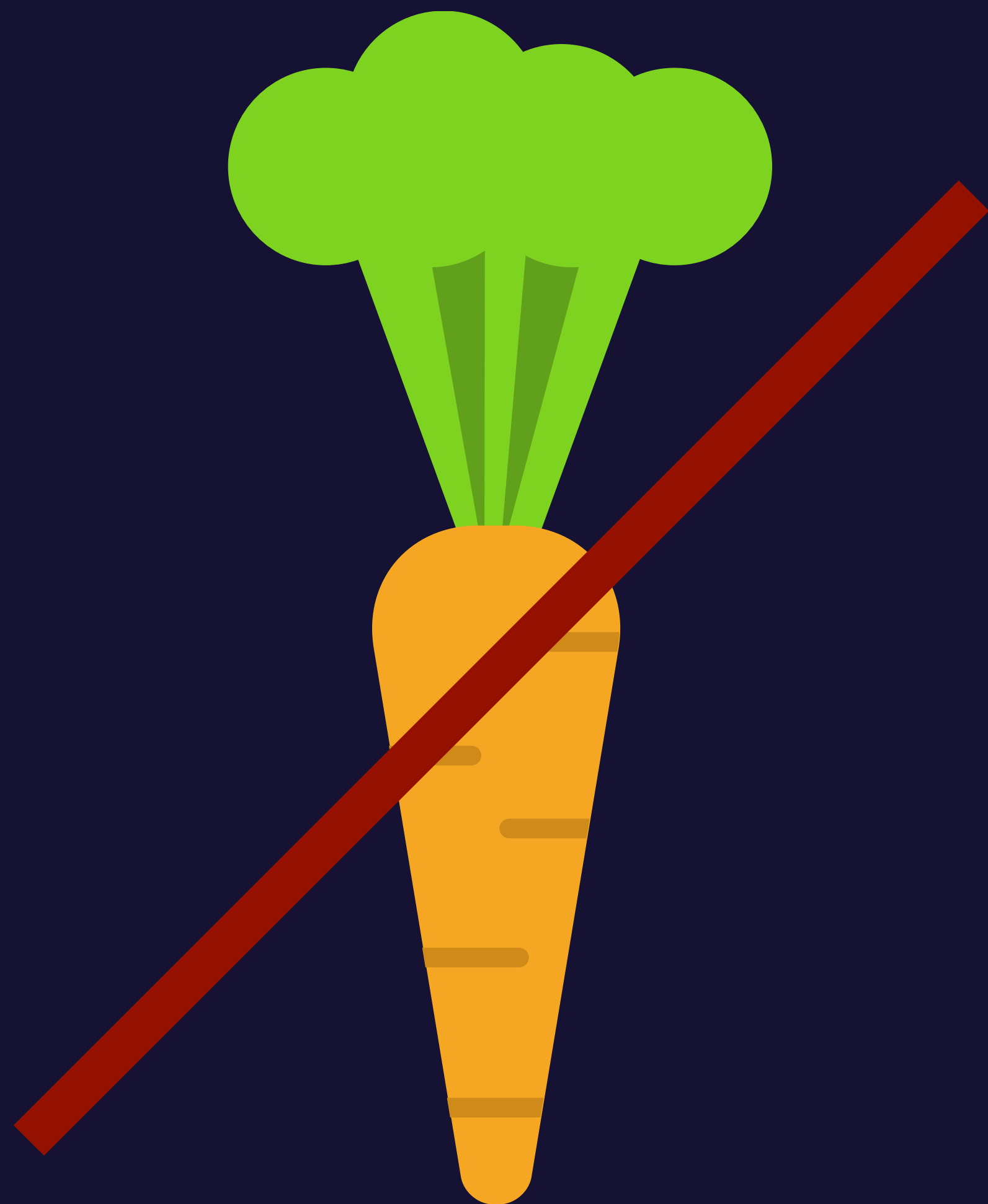
Write up notes for Visual Stories section

Write up notes for User Stories section

Add a task







1) Plan

2) Adapt

3) Share

END.

THANK YOU!