

ALEX BEAUDIN

**A BEHAVIOR-ORIENTED APPROACH
TO DESIGN AND FUNCTION**

WHO AM I?

- ▶ Anthropologist (someone who studies people) and Project Manager (someone who wrangles cats) @ Build/Create
- ▶ When when I tell people I'm an anthropologist, they think:



Loosely described as
"archaeologist"



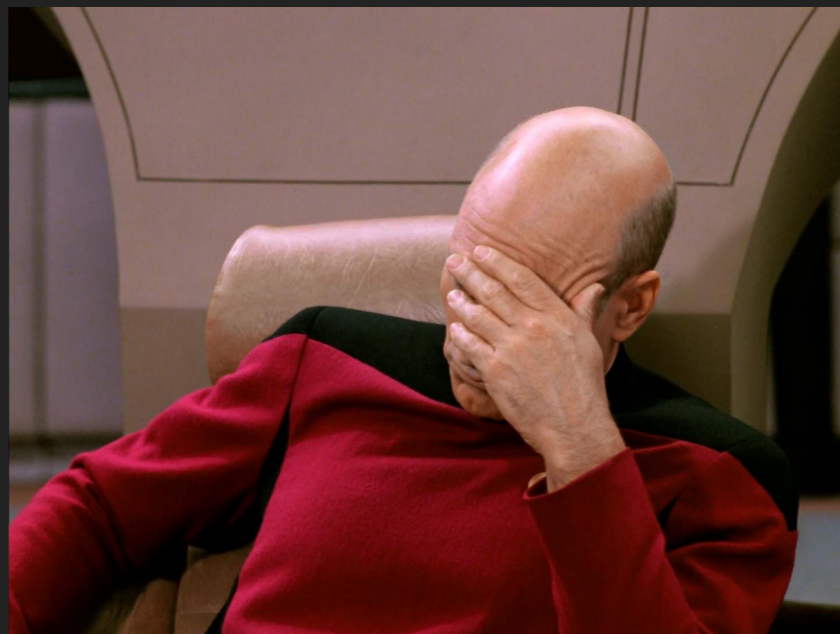
Anthropologist - not wrong, just
not what I do...



Dinosaurs = Paleontology...

WHO AM I?

- ▶ What I really do...
 - ▶ Read/Write email
 - ▶ Translate developer-speak to client-speak & vice versa
 - ▶ Facepalm. Lots and lots of facepalm.



WHAT WE'RE NOT GOING TO BE TALKING ABOUT

- ▶ “Best UI design trends of 2016”
 - ▶ <http://www.awwwards.com/6-web-design-trends-you-must-know-for-2015-2016.html>
 - ▶ <http://www.hongkiat.com/blog/web-design-trend-2016/>
- ▶ “Best Practices for UX Design”
 - ▶ <https://www.elegantthemes.com/blog/resources/10-rules-of-good-ui-design-to-follow-on-every-web-design-project>
 - ▶ <http://thenextweb.com/dd/2015/12/15/5-ux-best-practices-for-a-stunning-website/#gref>

* I don't endorse any of the advice in the links above

WHAT WE WILL BE TALKING ABOUT

- ▶ The importance of understanding a users' behaviors
- ▶ What users can teach us about designing web interactions

WHAT, EXACTLY, IS A BEHAVIOR-ORIENTED APPROACH?

- ▶ Knowing who your users are:
 - ▶ Who is using the site?
 - ▶ How are they using it?
 - ▶ Can they use it effectively?
- ▶ Putting yourself in the mind-set of the user
 - ▶ Understanding how users use the internet and why
- ▶ Using that knowledge to design for specific outcomes

THE BENEFIT OF NOT BEING A DEVELOPER OR DESIGNER

- ▶ Not getting bogged down in the details of what makes the site function
- ▶ Understanding that good design and beautiful design are not the same thing (Though they can be, if done properly)
- ▶ The ability to look at a site from a broader perspective and see whether it “works” or not, as a complete package

WHY ALL OF THIS MATTERS

- ▶ It allows you to do a few different things:
 - ▶ Anticipate where users might have problems
 - ▶ Look beyond aesthetics and functionality
 - ▶ Know that nothing will be perfect right out of the box
 - ▶ Act as an advocate for the user

LEARNING FROM THE USER

- ▶ Understand that the user is probably both right and wrong at the same time
- ▶ What you think is the most important piece of a design or function may be invisible to the user (and sometimes it's best that way)
- ▶ Users break sites in the most fascinating ways

WRAP-UP

- ▶ Understanding the user to build a better product
- ▶ Advocating for users' needs during development
 - ▶ Both with the dev team & the client
- ▶ Perfection isn't a real thing
- ▶ You can't always win
 - ▶ In the end, the client has the final say