Wait ... is that your demo?

The importance of design in your demo.

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Agenda

1. What is Design?
2. Examples Around Us
3. Does Design really matter?
4. Examples from our Experience
5. How to make a good design
6. Conclusion

39 slides
What is design? Design is a word that is used to mean how things look, but actually, it’s more on how things work. And when we see a good design, we must know that the producers thought a lot and put hard work to make it look and work right.
Elements of a Thoughtful Design

Functionality
Unfortunately, we're surrounded by things that weren't well designed, and sadly people got used to them. Even that some of them can be fixed by a small hack.>>> These things were done in a hurry or were executed before the user experience was taken into consideration.
Some user interfaces are really complicated
Windscreen wipers are one of the things that people use everyday, which wasn’t developed since its invention, although it’s not efficient. But nobody question them
Usability

Sometimes, a simple modification can make a great usability enhancement.
Keyboards

Keyboards: The QWERTY layout was found in 1873 to stop the mechanical rods in typing machines from being stuck together and here we're after 143 years, still using the keyboard without questioning this layout. Although, there were many attempts to change this like the Dvorak Simplified Keyboard which uses less finger motion and reduces errors, and the ABCDEF keyboard which uses the alphabetical order.
Ireland and the UK had some law of not using a water mixer, but rather use single tabs, which creates a very common problem in the country.
Apple’s New Magic Mouse
Corruption of the best becomes the worst.

And that is not limited to small businesses and old fashioned products, but this problem still occurs nowadays and with large corporates which is known for their perfect UX like Apple. This mouse may have the best features in the world, but this is a big mistake in user experience.
Does Design really matter? It's easy to say that people can adapt to bad designs, and they can work with them. And in that case, design doesn't really matter. But that's not true, because of human psychology, we always have different feelings depending on the surrounding things.
Design Effect on Our Feelings

One picture with gloomy sky will make you have certain feelings, mostly negative, while another one with beautiful colourful sky will make you have positive feelings. Actually, design matters because our mood shifts along with what we see.
His work was a reflection of the Nazi values of power and dominance.
How Design is used?
Albert Speer Architecture
Modern Germany architecture gives the feeling of peace and openness
Reichstag

Does Design really matter?
Examples from our experience :: Logos
Examples from our experience :: EnRG Demo

Entity Relatedness Graph

Please provide Wikipedia link to get related entities.

Wikipedia link...

Brad Pitt
William Bradley "Brad" Pitt (born December 18, 1963) is an American actor and film producer. Pitt has received four Academy Award nominations and five Golden Globe Award nominations, winning one Golden Globe. He has been described as one of the world's most attractive men, a label for which he has received substantial media attention. Pitt first gained recognition as a cowboy hitchhiker in the road movie Thelma & Louise (1991).

http://en.wikipedia.org/wiki/Brad_Pitt
http://dbpedia.org/resource/Brad_Pitt

Old website design, that we developed with new look
Examples from our experience :: EnRG Demo

Entity Relatedness Graph

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Old design vs New design
Examples from our experience :: EnRG Demo

Focusing in the main Items in the page
A case study where we changed the main design of Saffron (our text mining tool) to a Kennys.ie feel.
Examples from our experience :: Kennys.ie
Examples from our experience :: Kennys.ie

Original Saffron vs Saffron Kennys usecase
Examples from our experience :: Kennys.ie

Explore by Year

Books

The Death Life Of Great American Cities

In this classic by which these should be governed. The result is one of the most stimulating books introduce new ideas to the current city planning and rebuilding and to make our urban environment. Inspired by the ideals of the Garden City or Le Corbusier's Radiant City, the vitality of cities, argues Jacobs, lies in their diversity, architectural variety, and scale. It is only when we appreciate such fundamental realities that we can hope to create cities that are safe, interesting and economically viable, as well as places that people want to live in.
Examples from our experience :: Kennys.ie
Examples from our experience :: Irish Times

A case study where we changed the main design of Saffron to a Irish Times feel
Examples from our experience :: Irish Times
Examples from our experience :: Irish Times
Examples from our experience :: Irish Times
Examples from our experience :: Irish Times

Step 1
Select the archives section to search

Business 2014

Step 2
Upload your article

Choose File  No file chosen

Step 3
Find related articles
Examples from our experience :: Irish Times

Saffron, Kennys.ie, and Irish Times demos
All use Saffron but the design is compatible with each usecase
How to make a good design?
How to think about design

Good design is a process. It doesn’t start good, it develops.

Examples from our experience
Simplify

Best usability practice is simplicity

Examples from our experience
User Test

- Test.
- Try it with friends.
- Consider user feedback.
- Don’t be lazy.
Don’t reinvent the wheel, use CSS libraries like Bootstrap.
Find colours pallet such as: http://colorhunt.co/
A good read “Don’t make me think”
Never Ever Use Comic Sans

Q: Is there anything good about this font?
Conclusion

If you need to be hired, have a successful startup or let corporates consider your project:

• Know your audience.
• Communicate ideas.
• Make sure your demo is simple.
• Get feedback and react.
• Don’t stop development.
• Your grandparents can use your project easily.

The main role of design is to communicate ideas.