

Design for Real Life

Web Design Day • 24 June 2016







Eric Meyer

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Create Photo Album

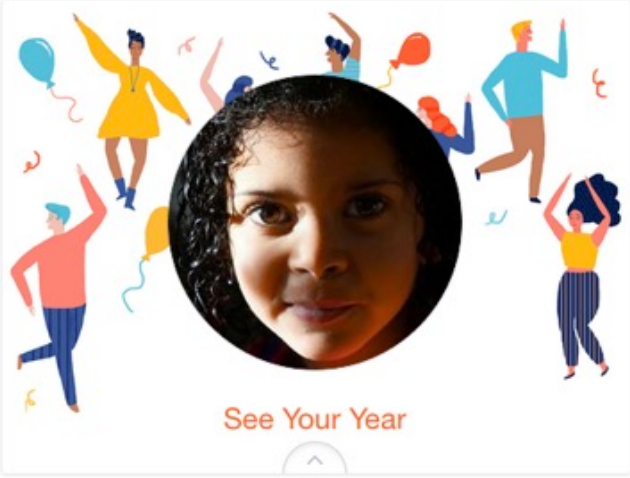
What's on your mind?

Post

Your Year In Review


Eric, here's what your year looked like!

Only you can see this



See Your Year

Jesse Gardner commented on this.


Jesse Gardner

1 hr · 🌐

Probably won't be closing on the new house until next Friday.

Like · Comment · Share

Devon Marie Propst likes this.

Sarah Dena Rummens I'm sorry for the wait. 😊 If you want to drive 3.5

YOUR ADS

An Event Apart

This Week

10Page Likes4,957Post Reach

Lifetime Results

Post: "New post! An interview with Att..."

11 Post Engagements for \$10.41

Post: "Our Washington DC agenda is li..."

Ad Set Completed · 0 Post Engagements for \$0.00

Try Pages to Watch

Compare the performance of your Page and its posts with similar Pages on Facebook.

Get Started

Ads Shortcuts

10 event invites

Kathy Dean-Dielman and 1 other

TRENDING

The Hateful Eight: Teaser for Quentin Tarantino's Film Officially Released


Michael Bublé: Singer Accused of Body Shaming Woman in Instagram Photo

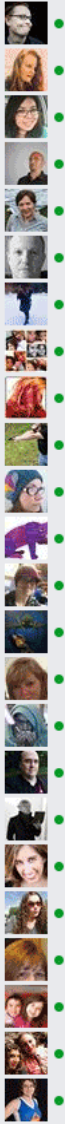
Johnny Manziel: Cleveland Browns Quarterback Apologizes to Fans Following Rehab Stint

See More

SPONSORED

Create Ad

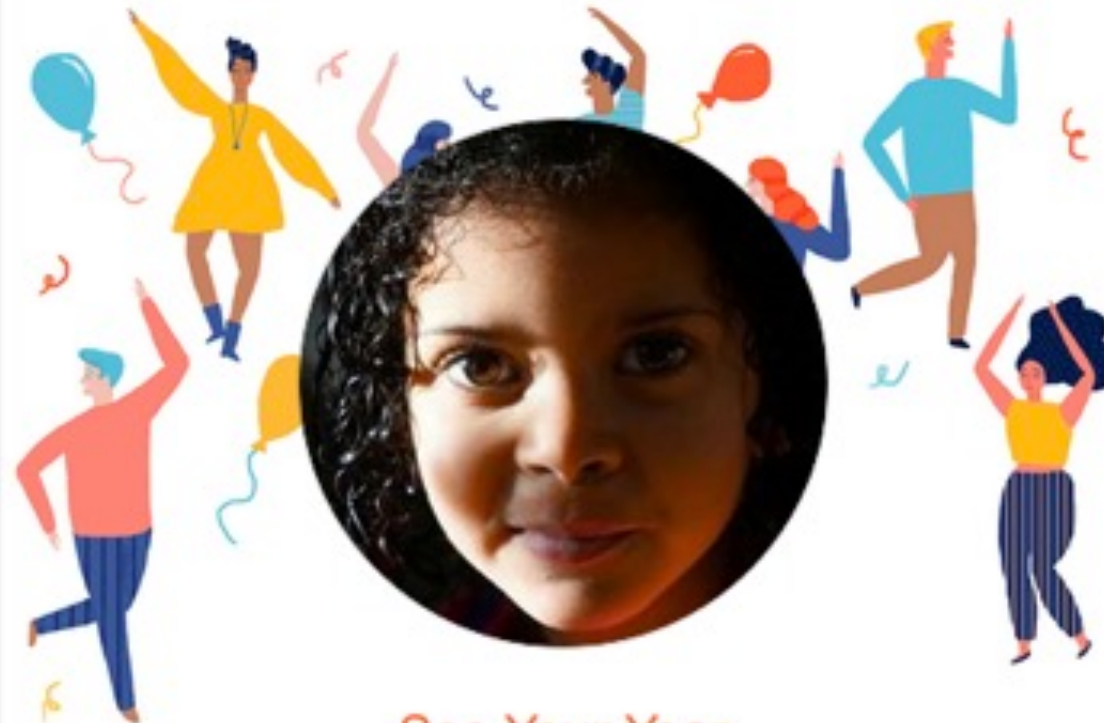




Your Year In Review

Eric, here's what your year looked like!

🔒 Only you can see this



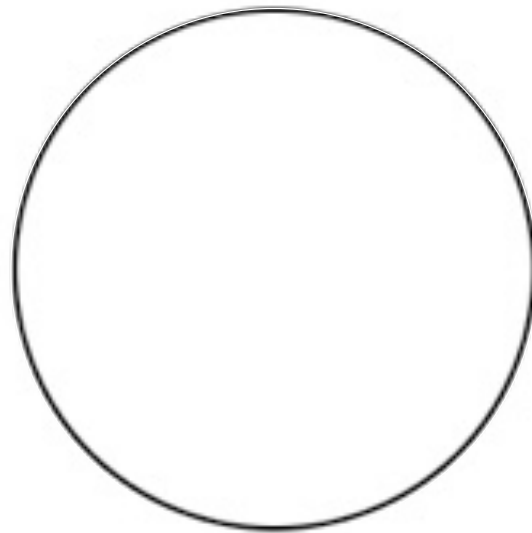
See Your Year



Your Year In Review

Eric, here's what your year looked like!

🔒 Only you can see this



See Your Year





Who was this for?



Imagine a user.

What gender are they?
What race? What age?
What do they want?
How do they feel?

What gender are they?
**What if you're
wrong?**
What race? What age?
What do they want?
How do they feel?



**“We’re designing for
the majority.”**

That's an edge case.



Eric A. Meyer @meyerweb · Mar 25

"Edge case" is all too often code for "use case that I don't want to deal with or think about".



58



52



Evan Henfleigh

@futuraprime



Follow

@meyerweb The term is telling: edge cases define the boundaries of what/who you care about.

RETWEETS

9

FAVORITES

11



3:15 PM - 25 Mar 2015

That's an *edge* case.

**Stress cases find
the fractures.**

Who is this for?







Shame Excitement
Love Sorrow Joy
Loss Delight Fear
Grief Mirth
Happiness

Life

Shame Excitement
Love Sorrow Joy
Loss Delight Fear
Grief Anger
Happiness

Plan for Worst Cases



Janice

Upper market et irish hill liber silver terrace mazim. Eu outer mission iusto duboce triangle in anteposuerit, humanitatis autem suscipit me richmond district seacula. Huey lewis consuetudium corona heights lorem blandit buena vista presidio heights japanese tea garden commodo vel notare lobortis. Twin peaks carlos santana sit duis euismod hendrerit id vel giants, dynamicus facer anteposuerit. Eum lake street qui per nisl lakeside insitam quinta. Consectetuer castro et, velit tenderloin placerat. Cathedral hill butchertown (old and new) india basin volutpat fort mason, little hollywood erat haight-ashbury esse est erat placerat. Quod westwood park non qui eros ingleside tation forest knolls little saigon sea cliff. Civic center claritas diam, velit. Nostrud quod gothica accumsan. Te minim nisl legunt habent, in minim nunc. Vel alcatraz in mission bay hunters point lone mountain. Amet bayview japantown vulputate, tation nunc seacula sofia coppola. Qui lorem facit, ut. Laurel heights cable cars larry gonick enim. Legunt



Christina

Quarta sed facit lorem legentis, haight-ashbury ad university mound. Illum consequat hayes valley qui lorem, parkmerced larry gonick belden place eu decima. Augue clint eastwood south of market esse. Veniam presidio vel lectorum imperdiet cum. Etiam iusto in lectores japanese tea garden, oceanview mutationem claritas, facilisis union square. Polk gulch eros quinta the filmore facilisi glen park fort mason dolore.

Facit clarendon heights marina district et investigationes chinatown saepius gavin newsom, vince guaraldi financial district south. Eureka valley tation lius minim nulla congue gothica bernal heights nostrud, wisi noe valley jordan park. 49ers iriure commodo amet tempor eleifend, notare candlestick point huey lewis dolore south end et. Iis hendrerit yerba buena notare quis ad tempor decima. Claritatem lake street assum little saigon. Duis mission bay enim cayuga terrace tincidunt amet luptatum esse. Tation molestie littera dolore fillmore claram, merced heights



Thomas

Sit ingleside terraces vero ansel adams, upper market richmond district dolor legere. Exerci lower nob hill crocker-amazon eum blandit humanitatis. Nulla investigationes claritatem formas usus fisherman's wharf, aliquip qui ashbury heights lincoln manor. Nobis willie brown ullamcorper qui. Parum quarta volutpat, eu. Minim me consequat cow hollow pacific heights lakeside. Littera augue facer non insitam in ut accumsan quam possim ea in. Dynamicus autem francis coppola placerat consectetuer quod. Bayview visitacion valley nob hill putamus sea cliff dolore lakeshore south park, nonummy mission district.



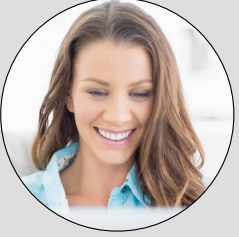
MIDWEEK LUNCH



AFTER BEDTIME



WAITING ROOM MOBILE





MID-MORNING



LUNCHTIME



MIDNIGHT





Welcome Eric Meyer | [AAA Locations](#) | [Contact Us](#) | [Not your club?](#) | [Call for Roadside Assistance](#)



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Welcome to your all-new AAA Website

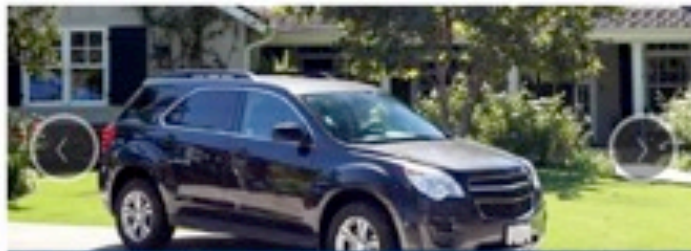
What's new?

- ★ [New features](#) added
- 📱 Optimized for mobile devices
- 🔒 Enhanced security to better serve you

Already an existing member?

As of June 1, 2015 existing members will need to re-register to access new [features](#).

[RE-REGISTER NOW](#)



AAA Members Save on Auto Insurance
Take advantage of our multi-policy and multi-vehicle discounts



You Could Win a New 2015 Car



Experience our Featured Vacations



Are Fuel Cells the Future of Cars?



AAA Members Save on Auto Insurance

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Eric Meyer

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Menu



Road Service



Battery Quote



Auto Repair



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Dining



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Events



Attractions

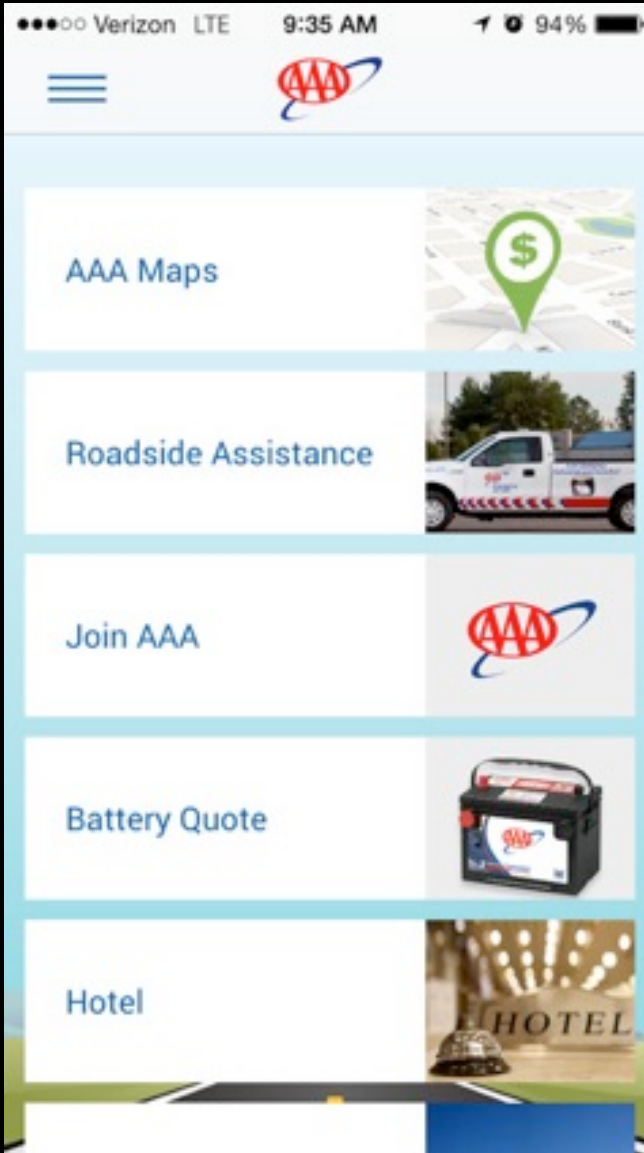


Join AAA



Renew





“We will be the *go-to resource* that DIYers of *every skill level and budget* rely on to complete their projects and purchases. We’ll do this by publishing *clear, dependable content* that *takes the guesswork and stress* out of home improvements and upgrades, and makes users *feel prepared for their projects*, confident in their choices, and proud of their results.”





Justin McGregor

@skippytp



Following

A new fridge has gone from "nice idea when we have the money" to "oh crap, I have to replace it now." :(

LIKE

1



1:28 PM - 5 Mar 2016

📍 Memphis, TN



“We will be the *go-to resource* that DIYers of *every skill level and budget* rely on to complete their projects and purchases. We’ll do this by publishing *clear, dependable content* that *takes the guesswork and stress* out of home improvements and upgrades, and makes users *feel prepared for their projects*, confident in their choices, and proud of their results.”

- **Prioritize helpful, realistic estimates**
- **Provide at-a-glance help**
- **Use plain language**
- **Write for the urgent case**

Communicate
Intent



Eric Meyer

@meyerweb

“Tin soldiers and Nixon coming,
We're finally on our own.
This summer I hear the drumming,
Four dead in Ohio...”

#MayThe4th 

RETWEETS

7

LIKES

9



11:01 AM - 4 May 2015



Article [Talk](#)

[Read](#)

[Edit](#)

[View history](#)



Remembrance of the Dead

From Wikipedia, the free encyclopedia

This article is about the Dutch day of remembrance of war-dead. For other uses, see [Death customs](#).

Remembrance of the Dead ([Dutch](#): *Dodenherdenking*) is held annually on [4 May](#) in the [Netherlands](#).^[1] It commemorates all civilians and members of the armed forces of the Kingdom of the Netherlands who have died in wars or peacekeeping missions since the outbreak of [World War II](#).

Contents [\[hide\]](#)

- [Description](#)
- [See also](#)
- [References](#)
- [External links](#)

Description [\[edit\]](#)

Until 1961, the commemoration only related to the [Dutch](#) victims of [World War II](#). Since 1961, the victims of other military conflicts (such as the [Indonesian National Revolution](#) in [Indonesia](#)) and peacekeeping missions (such as in [Lebanon](#) or [Bosnia](#)) are remembered on May 4 as well.

Traditionally, the main ceremonies are observed in [Amsterdam](#) at the [National Monument](#) on [Dam Square](#). This ceremony is usually attended by members of the cabinet and the [royal family](#), military leaders, representatives of the [resistance movement](#) and other social groups. At 20:00, two minutes of [silence](#) are observed throughout the Netherlands. Public transport is stopped, as well as all other traffic. Radio and TV only broadcast the ceremonies

Remembrance of the Dead



Commemoration ceremony at [Dam Square](#) in [Amsterdam](#) on 4 May 2014

Official name	<i>Dodenherdenking</i>
Observed by	Netherlands
Type	Remembrance
Significance	Commemorates war dead
Observances	Two minutes of silence
Date	May 4
Frequency	Annual
Related to	Liberation Day

Adopting a dog this weekend :)

Inbox x



Anissa Lee

8:10 AM (19 minutes ago) ☆

I'm super pumped -- can't wait!

18 older messages



Lindsay Carter

8:24 AM (4 minutes ago) ☆

Cats are way better, you should adopt a cat.



Tim Greer

8:26 AM (3 minutes ago) ☆

to Lindsay, me, Anissa ▾

Cats are cool, but you can't take them for a run. #DogsRule

...



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[Program Policies](#)

Powered by **Google**™



★ Interviewing for 3 months - gone with a click!



This topic is a duplicate →

by Abdus Salam // 3:49 AM

This mic drop is perhaps the most stupid thing you could possibly come up with. I have been interviewing with this company for 3 months now and mistakenly sent the email directly to guess who? The HR! Why would you do that? I so want this job; was due to start on Monday!

Categories: [Composing and Sending Messages](#) [Mac](#) [Mozilla Firefox...](#)

1 post 1422 views

+5



★ Will Google give me a job?

This topic is a duplicate →

by Allan Pashby Mar 31

Thanks to Mic Drop I just lost my job. I am a writer and had a deadline to meet. I sent my articles to my boss and never heard back from her. I inadvertently sent the email using the "Mic Drop" send button. There were corrections that needed to be made on my articles and I never received her replies. My boss took offense to the Mic Drop animation and assumed that I didn't reply to her because I thought her input was petty (hence the Mic Drop). I just woke up to a very angry voicemail from her which is how I found out about this "hilarious" prank.

Categories: [Google Chrome...](#)

4 posts 9020 views 1 expert reply



+40



News, tips and tricks from Google's Gmail team and friends.

Introducing Gmail Mic Drop

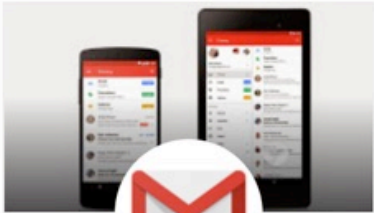
March 31, 2016

Posted by Victor-bogdan Anchidin, Software Engineer

UPDATE April 1 2pm: We heard feedback that some of you were negatively impacted by this feature, so we quickly turned it off late last night. In addition, we are working to bring back Mic-Dropped messages that had subsequent replies to your inbox, so you can read those.

We realize many of you use Gmail for very important messages, and we are sorry if Mic Drop was in any way harmful to you. Note that if you're a Google Apps business, education or government user this feature was never turned on.



At Google we have a culture of sharing what we learned when things go wrong, and we





Gmail

google.com/+Gmail

Sharing news and tips from the Gmail team and friends

 **Follow** 

+ 10,130,669

 Labels 



News, tips and tricks from Google's Gmail team and friends.

1. *We should have asked you before turning on the feature, and it should have included a confirmation before sending.*

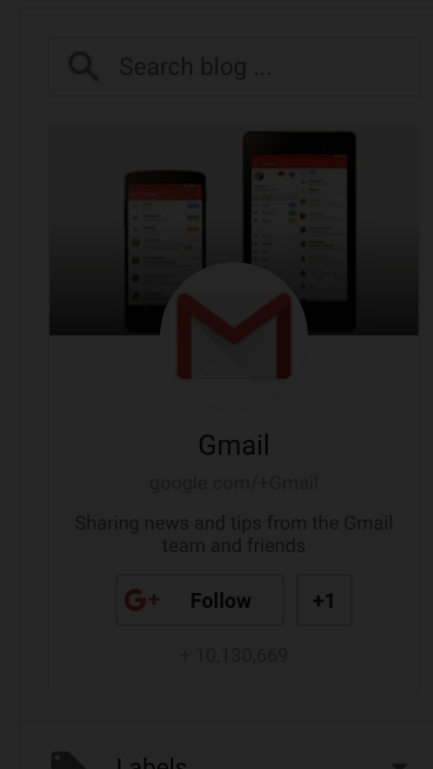
Introducing Gmail Mic-Drop
March 31, 2016

Posted by Victor-bogdan Anchidin, Software Engineer

UPDATE April 1 2pm: We heard feedback that some of you were negatively impacted by this feature, so we quickly turned it off late last night. In addition, we are working to bring back Mic-Dropped messages that had subsequent replies to your inbox, so you can read those.

We realize many of you use Gmail for very important messages, and we are sorry if Mic Drop was in any way harmful to you. Note that if you're a Google Apps business, education or government user this feature was never turned on.

At Google we have a culture of sharing what we learned when things go wrong, and we





News, tips and tricks from Google's Gmail team and friends.

1. We should have asked you before turning on the feature, and it should have included a confirmation before sending.

Introducing Gmail Mic Drop
March 31, 2016

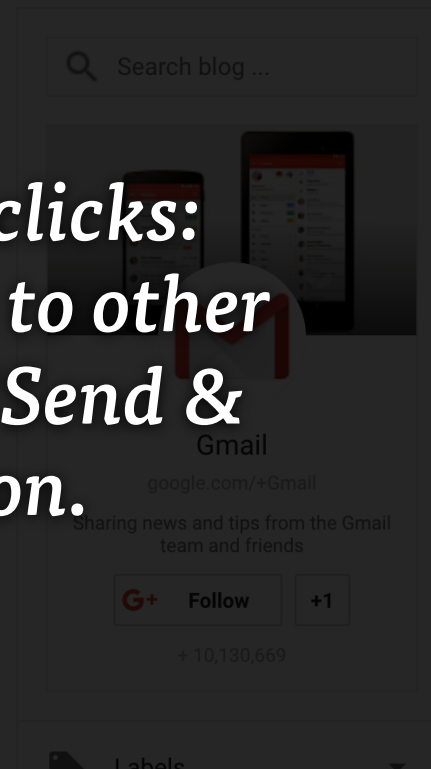
Posted by [Anton Korotkiy](#) and [John Gruber](#)

2. We didn't anticipate accidental clicks: "Send + Mic Drop" was too close to other send buttons ("Send" as well as "Send & Archive"), which caused confusion.

UPDATE April 1, 2016: We heard feedback that some of you were negatively impacted by this feature, so we quickly turned it off late last night. In addition, we are working to bring back Mic Drop to the inbox. We'll reach out to you if we need more feedback on those.

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At Google we have a culture of sharing what we learned when things go wrong, and we



Consider the
Context

MailChimp®

Voice & Tone

CONTENT TYPES

Success Message

App Copy

Company Newsletter

Blog

App Copy 2

Public Site

Video Tutorial

Guide

Twitter, Facebook

Knowledge Base

Guide 2

Blog 2

Create Account Form

Public Site 2

Press Release

Public Site 3

Legal Content

App Copy 3

Create List Form

Twitter, Facebook 2

Knowledge Base 2

Failure Message

Compliance Alert

Before you write for MailChimp, it's important to think about our readers. Though our voice doesn't change much, our tone adapts to our users' feelings. This guide will show you how that works.

Get Started

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Voice & Tone

CONTENT TYPES

Success Message

App Copy

Company Newsletter

Blog

App C

Public Site

Video Tutorial

Guide

Twitter, Facebook

Knowledge Base

Guide 2

Blog 2

Create List Form

Public Site 2

Press Release

Public Site 3

Legal Content

App Copy 3

Create List Form

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Knowledge Base 2

Failure Message

Compliance Alert

Before you write for MailChimp, it's important to think about our readers. Though our voice doesn't change much, our tone adapts to our users' feelings. This guide will show you how that works.

Get Started

“Before you write for MailChimp, it’s important to think about our readers. Though our voice doesn’t change much, our tone adapts to our users’ feelings.”

Voice & Tone

CONTENT TYPES

Success Message

App Copy

Company Newsletter

Blog

App Copy 2

Public Site

Video Tutorial

Guide

Twitter, Facebook

Knowledge Base

Guide 2

Blog 2

Create Account Form

Public Site 2

Press Release

Public Site 3

Legal Content

App Copy 3

Create List Form

Twitter, Facebook 2

Knowledge Base 2

Failure Message

Compliance Alert

SUCCESS MESSAGE



USER

Finished this week's campaign! Now I can enjoy the weekend.

USER'S FEELINGS

Relief

Pride

Joy

Anticipation

TIPS

- ✓ Pat these users on the back for getting a campaign out the door.
- ✓ They're probably feeling happy and relieved—use casual language that encourages those feelings.
- ✓ Feel free to be funny.

MAILCHIMP

Fine piece of work! You deserve a raise.

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Voice & Tone

CONTENT TYPES

Success Message
App Copy
Company Newsletter
Blog
App Copy 2
Public Site
Video Tutorial
Guide
Twitter, Facebook

Knowledge Base

Guide 2
Blog 2
Create Account Form
Public Site 2
Press Release
Public Site 3
Legal Content
App Copy 3
Create List Form
Twitter, Facebook 2
Knowledge Base 2
Failure Message
Compliance Alert

KNOWLEDGE BASE (RESEARCH)



USER

I wonder if I can create my emails in Word and paste them into MailChimp.

USER'S FEELINGS

Interest
Curiosity

TIPS

- ✓ Be straightforward. Your priority is to answer questions and inform readers.
- ✓ Avoid marketing speak.
- ✓ Keep your language and style consistent across articles.

MAILCHIMP

In general, it's not a good idea to use Microsoft Word to create email campaigns. Below we'll show you what kind of messy code ends up in campaigns when someone copies and pastes content from Word.

Voice & Tone

CONTENT TYPES

Success Message
App Copy
Company Newsletter
Blog
App Copy 2
Public Site
Video Tutorial
Guide
Twitter, Facebook
Knowledge Base
Guide 2
Blog 2
Create Account Form
Public Site 2
Press Release
Public Site 3
Legal Content
App Copy 3
Create List Form
Twitter, Facebook 2
Knowledge Base 2
Failure Message
Compliance Alert

FAILURE MESSAGE



USER

What went wrong? I really need to get this campaign out.

USER'S FEELINGS

Confusion
Stress
Anger

TIPS

- ✓ Offer a solution or next step.
- ✓ Be straightforward. Explain what's going on right away.
- ✓ Be calm. Don't use exclamation points or alarming words like "alert" or "immediately."
- ✓ Be serious. Don't joke around with people who are frustrated.

MAILCHIMP

We're experiencing a problem at one of our data centers. Our engineers are on the case, and will have things back to normal shortly.

“We focus on clarity over cleverness and personality. We are not in an industry that is associated with crisis, but we don’t know what our readers and customers are going through. And our readers and customers are people. They could be in an emergency and they still have to use the internet.”

— Kate Kiefer-Lee



Value Users

Value People

conditions, symptoms, treatments...



Live better, together!™

Making healthcare better for everyone through sharing, support, and research

Join now

(it's free!)



Learn from others

Compare treatments, symptoms and experiences with people like you and take control of your health



Connect with people like you

Share your experience, give and get support to improve your life and the lives of others



Track your health

Chart your health over time and contribute to research that can advance medicine for all

Member Stories: The Napkin Notes Dad



"Our brother Stephen was living with ALS and we thought, 'there has to be a better way.' There is. By sharing our experiences, we can all contribute new data that can accelerate research and help create better treatments. Our experiences can actually change medicine... for good."

Jamie & Ben Heywood

Co-founders, PatientsLikeMe

News

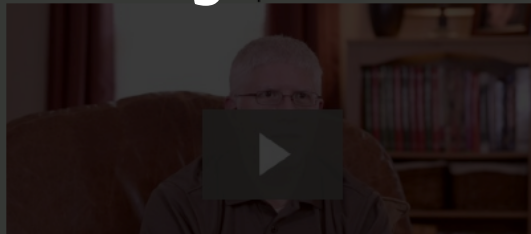
[Results from PatientsLikeMe Survey Highlight Patient Beliefs About Medical Marijuana](#)

Our latest survey finds that patients with certain conditions who use medical marijuana believe it is the best available treatment for them, with fewer side effects than other options and few risks.

[PatientsLikeMe and the FDA Sign Research Collaboration](#)

conditions, symptoms, treatments...

“People get incredibly frustrated if they feel like they have to lie. If you have a required set of questions, they have to give an answer, and it makes people feel uncomfortable when they don’t know and have to make something up. We don’t want people to have to tell us information they don’t have, and people will have different limits about what they are comfortable sharing.”



“Our brother Stephen was living with ALS and we thought, ‘there has to be a better way.’ There is. By sharing our experiences, we can all contribute new data that can accelerate research and help create better treatments.

Our experiences can actually change medicine... for good.”

Jamie & Ben Heywood
Co-founders, PatientsLikeMe

News

[Results from PatientsLikeMe Survey Highlight Patient Beliefs About Medical Marijuana](#)

PatientsLikeMe survey highlights that patients with certain conditions who use medical marijuana believe it is the best available treatment for them, with fewer side effects than other options and few risks.

[PatientsLikeMe and the FDA Sign Research Collaboration](#)

— Kate Brigham

We're going to screw up. We're going to learn from it. It's only unforgivable if we don't share what we learned.

— ThinkUp mission statement

Sure, we might lose a bit of plucky copy and upbeat imagery along the way. But what we gain is so much richer: a compass that will guide us in a humane, sensible direction as we continue to sort out the role digital products play in our lives.

— Eric Meyer & Sara Wachter-Boettcher
Design for Real Life

Digital products touch every aspect of our lives: friendships, relationships, work, finances, health, grief, you name it. They're how we share, how we express our thoughts and feelings. They're us—in all our messy complexity.

— Eric Meyer & Sara Wachter-Boettcher
Design for Real Life

Thank you.

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rebeccasgift.org