Good Design

The Gateway to a Better Business

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What is design?

Creativity deployed to a specific end.

– Sir George Cox

Design is not just what it looks like and feels like.

Design is how it <u>works</u>.

— Steve Jobs

What makes design good?

I know it when I see it.

– Justice Potter Stewart

10 Principles

of Good Design

Principles of Good Design #1

Innovative

Principles of Good Design #2

Attractive

Principles of Good Design #3

Useful

Principles of Good Design #4

Understand- able ;)

Principles of Good Design #5

Unobtrusive

Principles of Good Design #6

Honest

Principles of Good Design #7

Durable

Principles of Good Design #8

Thorough

Principles of Good Design #9

Eco-Friendly

Principles of Good Design #10

Little Design as Possible

What does good design look like?

Grids & Alignment

Welcome to WordCamp Maine

We're happy to announce that WordCamp Maine is officially on the calendar!

WordCamp Maine will be May 13 – 14 at Maine College of Art (MECA).

Subscribe using the form in the sidebar to stay up to date on the most recent news. We'll be keeping you posted on all the details over the coming months, including speaker submissions, ticket sales and more!

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- **Eric Wagner**
- **Boston WordPress**
- **William Davis**
- **Burlington Bytes**

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White Space

Guides the eye

Typography

Web Design is 95% Typography.

– Oliver Reichenstein, The Web is All About Typography. Period.

Choosing fonts

Tone

Legibility

Steal Pairings

Size

14-20px

body fonts

Line-height

1.4-1.6
× font-size

WordPress started in 2003 with a single bit of code to enhance the typography of everyday writing and with fewer users than you can count on your fingers and toes. Since then it has grown to be the largest self-hosted blogging tool in the world, used on millions of sites and seen by tens of millions of people every day.

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Line-length

50-75
characters per line

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Everything you see here, from the documentation to the code itself, was created by and for the community. WordPress is an Open Source project, which means there are hundreds of people all over the world working on it. (More than most commercial platforms.) It also means you are free to use it for anything from your recipe site to a Fortune 500 web site without paying anyone a license fee and a number of other important freedoms.

About WordPress.org

On this site you can download and install a software script called WordPress. To do this you need a web host who meets the minimum requirements and a little time. WordPress is completely customizable and can be used for almost anything. There is also a service called WordPress.com which lets you get started with a new and free WordPress-based blog in seconds, but varies in several ways and is less flexible than the WordPress you download and install yourself.

What You Can Use WordPress For

WordPress started as just a blogging system, but has evolved to be used as full content management system and so much more through the thousands of plugins and widgets and themes, WordPress is limited only by your imagination. (And tech chops.)

Connect with the Community

In addition to online resources like the forums and mailing lists a great way to get involved with

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Color

92.6% of people make purchasing decisions based on how something looks.

Impact of Color

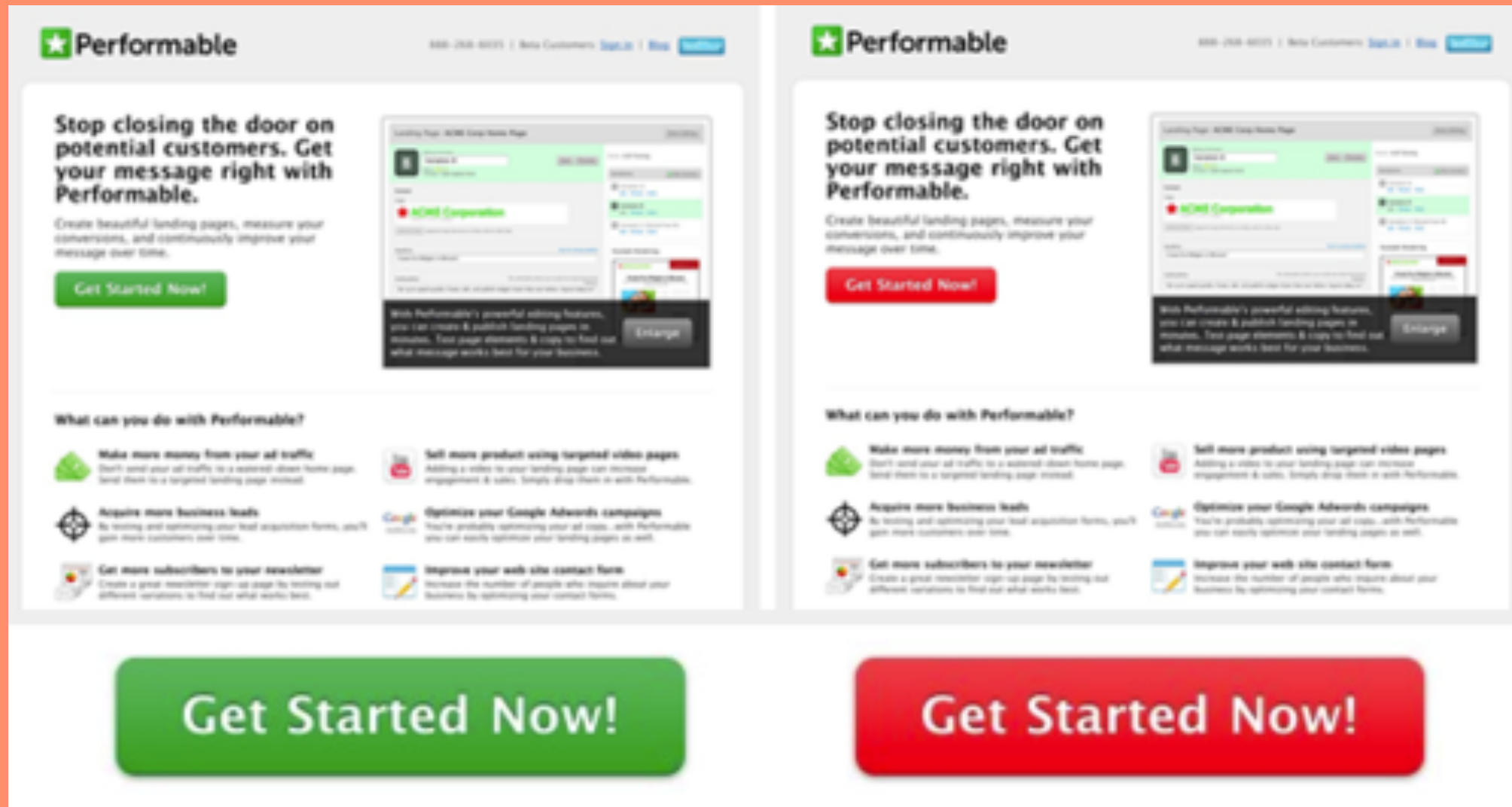http://loyaltysquare.com/impact_of_color.php

Color increases brand recognition by up to 80 percent.

Impact of Color

http://loyaltysquare.com/impact_of_color.php

Color can increase conversions

There is no golden ticket

Making a Palette

What emotions do you want associated with your brand?

Balance your colors

Don't use black

Hierarchy

Good visual hierarchy isn't about wild and crazy graphics or the newest photoshop filters, it's about organizing information in a way that's usable, accessible, and logical to the everyday site visitor.

– Brandon Jones, Understanding Visual Hierarchy in Web Design

Defines your site in order of importance

Why is good design important for your business?

Good design is good business.

– Thomas J. Watson Jr.
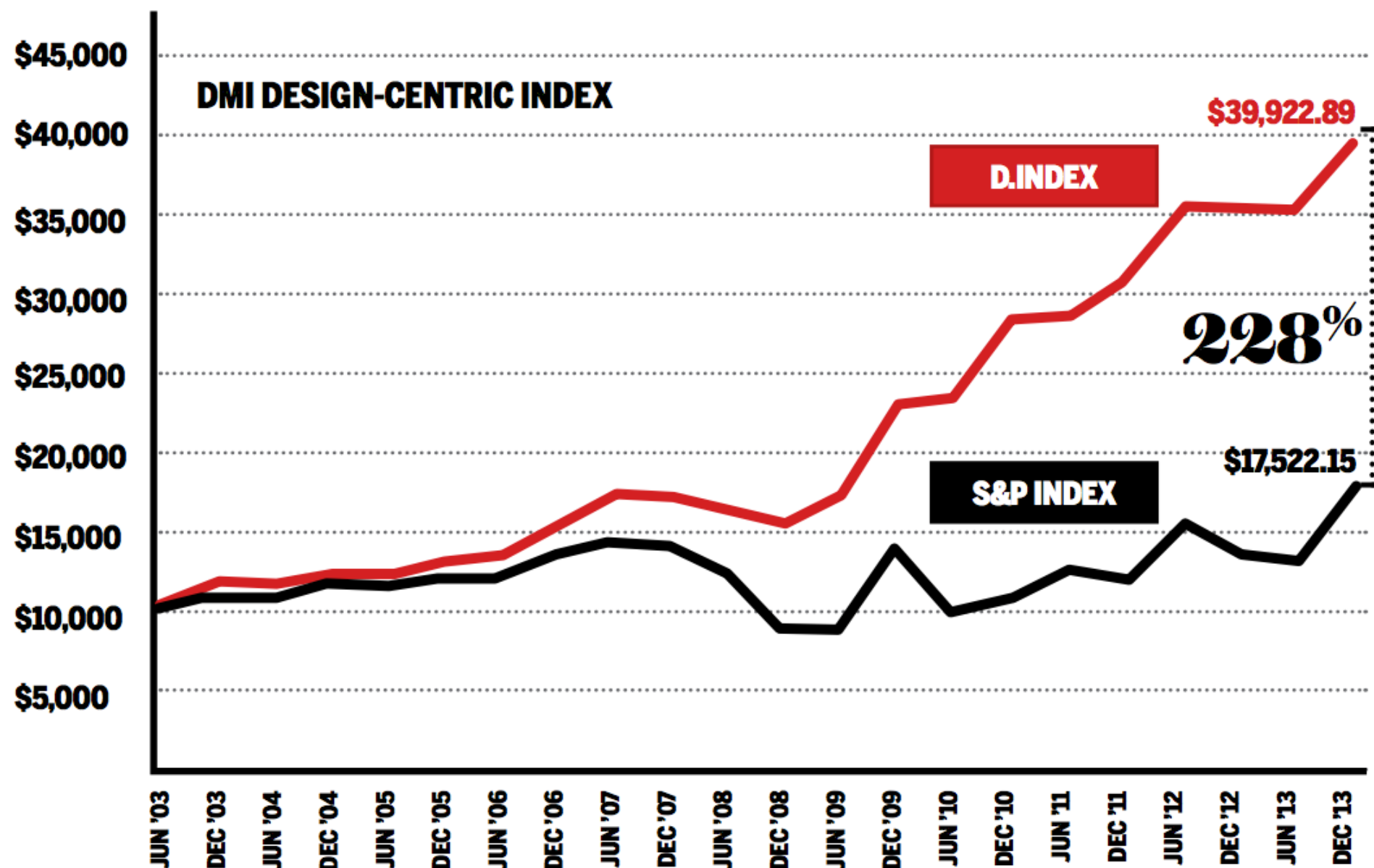
flickr

YouTube

in SlideShare

Etsy

Adobe Typekit

Path

airbnb

KICKSTARTER

It's no accident that many of the world's top brands are also design leaders.

– Ravi Sawhney, <u>The Role of Design in Business</u>.

DMI DESIGN-CENTRIC INDEX

D.INDEX

$39,922.89

228%

S&P INDEX

$17,522.15

DESIGN-CENTRIC ORGANIZATIONS:
APPLE
COCA-COLA
FORD
HERMAN-MILLER
IBM
INTUIT
NEWELL-RUBBERMAID
NIKE
PROCTER & GAMBLE
STARBUCKS
STARWOOD
STEELCASE
TARGET
WALT DISNEY
WHIRLPOOL

Axis values: $45,000 / $40,000 / $35,000 / $30,000 / $25,000 / $20,000 / $15,000 / $10,000 / $5,000

JUN '03 / DEC '03 / JUN '04 / DEC '04 / JUN '05 / DEC '05 / JUN '06 / DEC '06 / JUN '07 / DEC '07 / JUN '08 / DEC '08 / JUN '09 / DEC '09 / JUN '10 / DEC '10 / JUN '11 / DEC '11 / JUN '12 / DEC '12 / JUN '13 / DEC '13

The DMI Design Value Scorecard

http://c.ymcdn.com/sites/www.dmi.org/resource/resmgr/Docs/
DMI_DesignValue.pdf

Effective use of design supports up to 200% business performance improvement.

Design Council

The Impact of Design on Stock Market Performance

Establishes Trust

An average of 46.1% of all consumers in a study of website credibility assessed websites based in part on the appeal of the overall visual design of a site, including layout, typography, font size and colour schemes.

Fogg, Soohoo, Danielson, Marable, Stanford, Tauber
How Do People Evaluate a Web Site's Credibility?

Creates an Emotional Connection

People will forgive shortcomings, follow your lead, and sing your praises if you reward them with positive emotion.

– Aarron Walter, *Designing for Emotion*

Customers who have a positive emotional experience are:

- **87% more likely to purchase again**

- **75% more likely to recommend the company**

- **63% more likely to forgive the company's mistakes**

Temkin Group

Emotion: The Missing Link in Customer Experience

Better for your ROI

Those who skip ease of use in the design phase can end up spending 80% of their service costs on unforeseen user requirements down the road

IBM

Cost Justifying Ease of Use: Complex Solutions are Problems

By investing in UX to redesign its user interface, McAfee saved 90% in support costs.

The ROI of User Experience

http://www.slideshare.net/effectiveui/the-roi-of-user-experience-10010959

Good design
is worth it.

Thank you!

melchoyce.design   @melchoyce

& thanks to @folletto for a bunch of the great stats :)