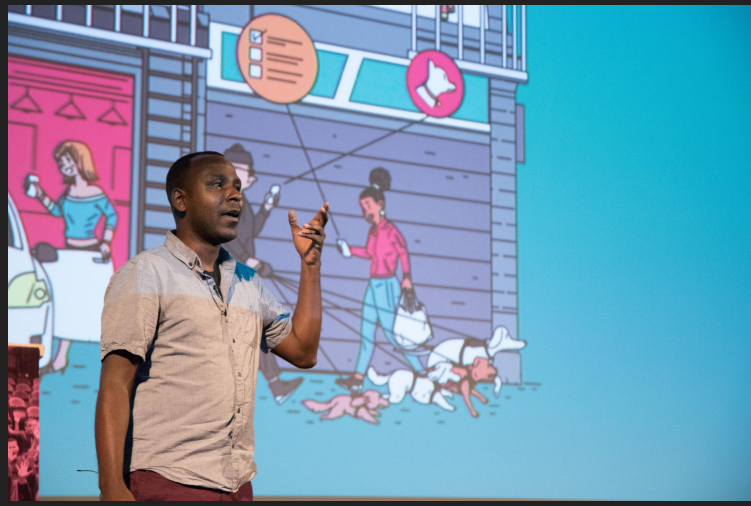
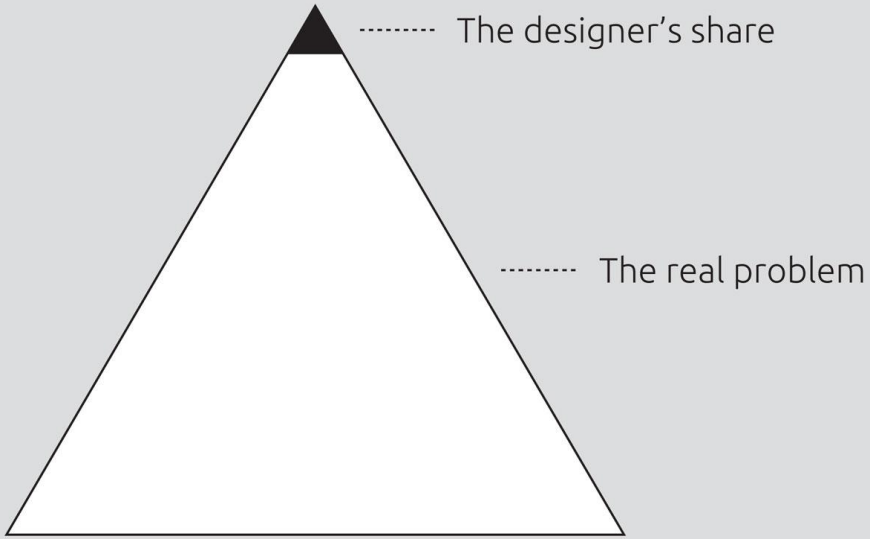
Improving The Product Toolbox

About Ron Bronson

- Front-end & service design, City of Bloomington (IN)
- Over a decade of experience leading digital teams.
- Wrote “*Web Management for Regular People.*”
- Speaker at UX, content strategy & design conferences worldwide.



Every problem is a design problem



Victor Papanek (Design For The Real World, 1971)

Defining the default

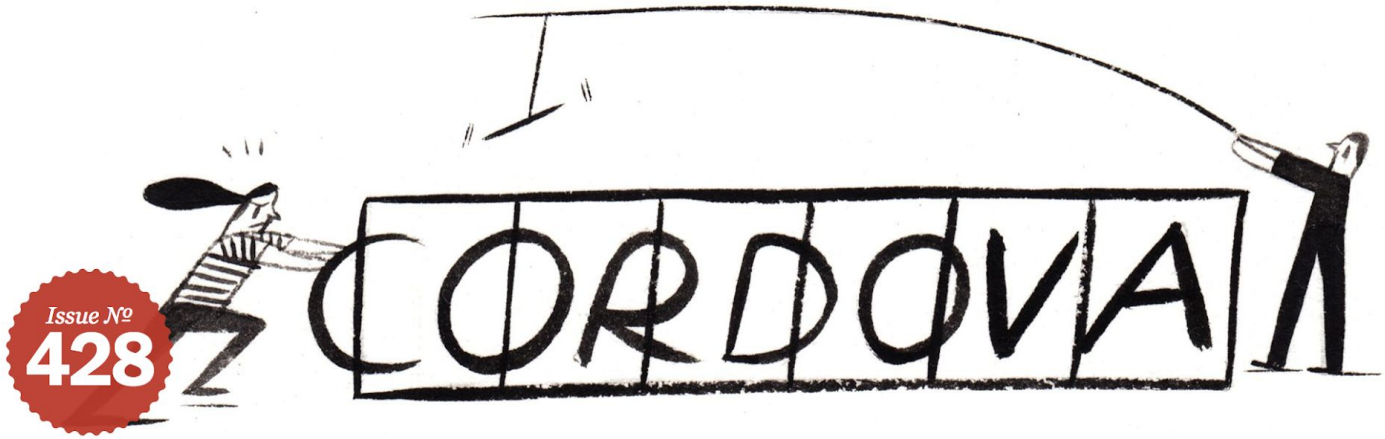


Illustration by Ping Zhu

Hello, My Name is <Error>

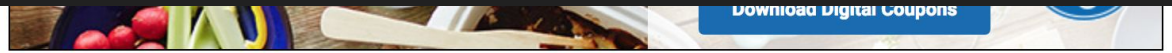
by **Aimee Gonzalez-Cameron** · September 08, 2015

Published in Interaction Design, Usability

Whenever I had to take standardized tests in high school, I would get anxious over the easiest part: filling out my name.

- A kiosk fails and there's no offline process for completing the transaction in real-time.
- Microcopy asked binary questions that negate personhood.
- Forms failing to account for things like names don't fit a narrow conception of what we think they should.
- Apps that assuming relationship status or holidays you celebrate because “everyone else” does.
- *"It's a bummer the implementation looks completely different than what we designed."*

The Bodega Effect



TECHNOLOGY

Can a Vending Machine Replace a Bodega? A Start-Up's Plans Draw Fire

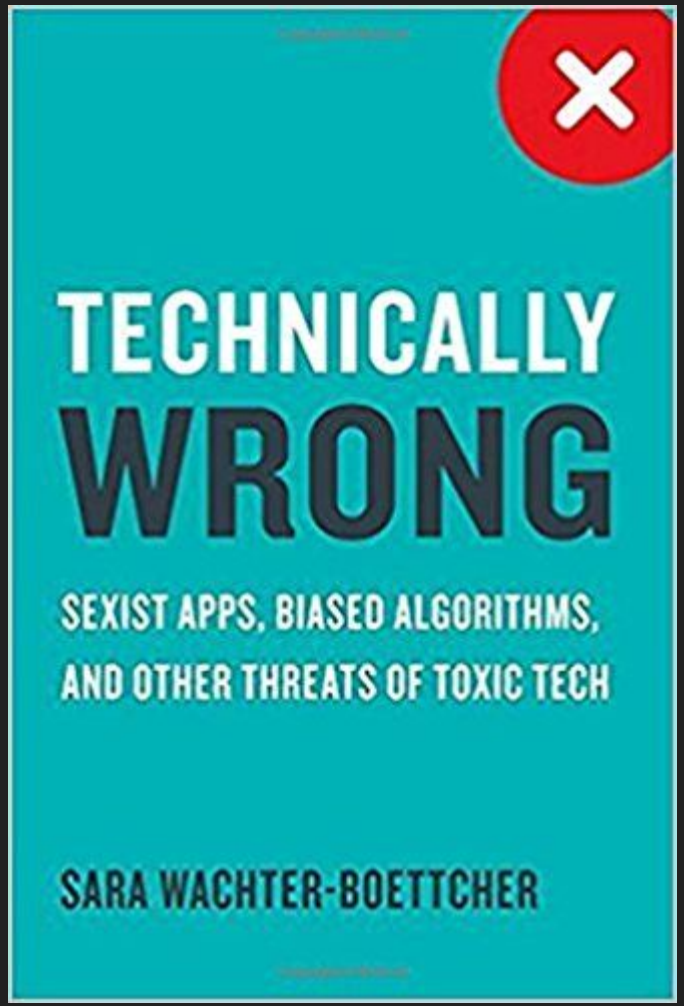
By MAYA SALAM and CHRISTINA CARON SEPT. 14, 2017

DRINK
Coca-Cola
SELF SERVICE
DRINK
Coca-Cola
108
R & R
DELI · GROCERY
COLD CUTS · BEER · CIGARETTE
VEGETABLES · MEAT · COFFEE
Candy
PLAY HERE
MAVERICK
pleasure!
We're OPEN
ATM
AVAILABLE INSIDE
WE ACCEPT
WIC
FOOD STAMP
Use Your
EBT Card
Phone

The problem is that in interaction design, metrics tend to boil down to one singular goal - **engagement.**

Sara Wachter-Boettcher

“Technically Wrong”



Chikezie Ejiasi @Chik · Feb 12

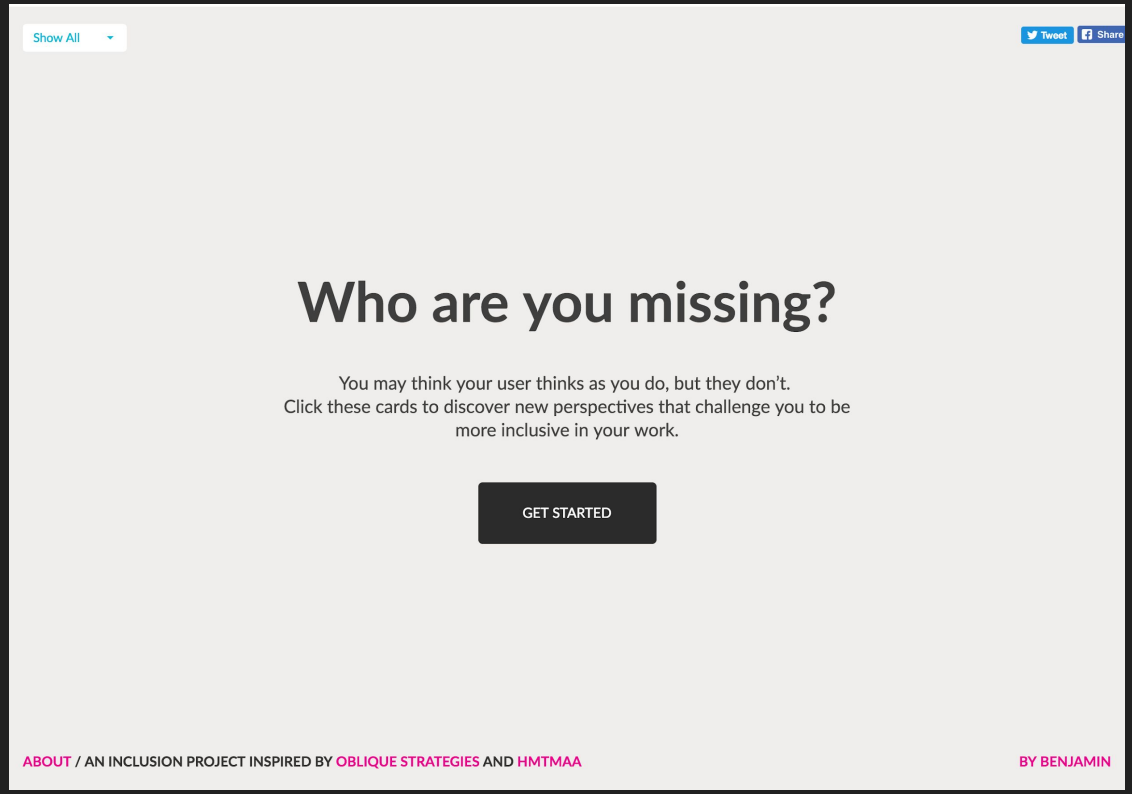
Designers are not inherently empathetic.
Designers are not inherently sympathetic.
Designers are not inherently intelligent.

3 22 88

Accept that we are part of the problem

Focus on team composition.

www.perspective.cards



Test your own assumptions.

Sim Daltonism

The color blindness simulator.

Sim Daltonism for iOS

Sim Daltonism for Mac

From the perspective of a color blind person, some colors are impossible to distinguish. Sim Daltonism lets you visualize colors as they are perceived with various types of color blindness. Use the camera on your iOS device, or use the Mac app to filter a region of the screen.

Sim Daltonism is open source. Take a look and contribute code if you like.

https://michelf.ca/projects/sim-daltonism/

18F Plain language tutorial

Welcome
Tutorial goals
Introduction
What is plain language?
Why is plain language important?
Legal considerations of plain language
Strategies: How to write in plain language
Strategy 1: Always think of your user
Strategy 2: Use the simplest word that will do
Strategy 3: Keep it short and sweet
Strategy 4: Cut to the chase (also known as the inverted pyramid structure)
Strategy 5: Use visuals
Strategy 6: If it's broke, fix it

Strategies: How to write in plain language

Now that we've talked about what plain language is and why it's important, we'd like to cover how to write using plain language.

Before we cover some foundational strategies, we want to let you know that this instruction isn't meant to be the be-all, end-all. Instead, it's meant to provide you a foundation for further study and exploration. At the end of the tutorial, we'll share some additional resources you can use to continue honing your plain-language-writing skills.

And now, on to the strategies!

Communicate value in relevant ways to internal teams.

Manipulation isn’t a product strategy.

How booking.com uses stress to rush your decisions

by ROMAN CHEPLYAKA — 21 days ago in CONTRIBUTORS

- YouTube autoplays more videos to keep us from leaving.
- Instagram shows new likes one at a time, to keep us checking for more.
- Facebook wants to show whatever keeps us scrolling.
- Snapchat turns conversations into streaks we don’t want to lose.
- Our media turns events into breaking news to keep us watching.

The Cruelest Opt-Out Forms

A project by Lydia Laurenson / @lydialaurenson / Journalism For Brands

Documenting this mayhem since January 2015!

cruelestoptouts.tumblr.com

Explain it to a fourth grader.
Pensulo™
Pensulo™
Pensulo™
Pensul

Ron Bronson
ron@ronbronson.com
@ronbronson on your twitter machine.