MOVING FROM WHY TO WHAT
WHAT ARE YOU MAKING?
EVERYTHING CONNECTS TO A LARGER WHOLE

WHICH LEVEL ARE YOU WORKING AT?

- OBJECT
- INTERFACE
- LOCATION
- JOURNEY
- STRUCTURE
- SYSTEM
- ECOSYSTEM
WE MAKE PLACES
SPACE
A space is an open, free, or unoccupied area.

PLACE
A place is a space designated for a specific purpose.
PLACEMAKING

You can turn a space into a place by arranging it so people know what to do there.

CHOREOGRAPHY

In placemaking, you choreograph a sequence of steps users can take and decide how you want them to move.
“The way we choose to arrange a place changes how people interpret and use it. We encode our intent through the clues we leave for users to know what we want them to do.”
LANGUAGE MATTERS
UNDERSTAND ONTOLOGY

REDUCE LINGUISTIC INSECURITY

- LEXICOGRAPHY
- ONTOLOGY
- TAXONOMY
DESIGN WITH, NOT FOR.
CREATE A CONTROLLED VOCABULARY

MAKE A LIST OF WORDS YOU SAY

- VARIANT SPELLINGS
- CONNOTATIONS AND TONE
- EXPERT TERMS AND POP TERMS
- INSIDER TERMS AND OUTSIDER TERMS
- ACCEPTABLE SYNONYMS
- ACCEPTABLE ACRONYMS
DEFINE TERMS FOR OUTSIDERS

TO DEFINE A TERM CLEARLY:

1. WRITE DOWN THE MEANING OF THE TERM AS SIMPLY AS YOU CAN.
2. UNDERLINE EACH TERM WITHIN YOUR DEFINITION THAT NEEDS TO BE FURTHER DEFINED.
3. DEFINE THOSE TERMS AND TEST YOUR DEFINITION WITH SOMEONE WHO DOESN'T KNOW THOSE TERMS YET.
4. LOOK AT EACH INDIVIDUAL WORD AND ASK YOURSELF: WHAT DOES THIS MEAN? IS IT AS SIMPLE AS POSSIBLE?
THINK ABOUT NOUNS AND VERBS
COMBINE NOUNS AND VERBS

THE RESULTING SENTENCES CAN BE REFERRED TO AS REQUIREMENTS FOR WHAT YOU’RE MAKING.

• AN AUTHOR CAN WRITE A POST.
• AN AUTHOR CAN DELETE A POST.
• ANY USER CAN SHARE A POST.
• ANY USER CAN READ A POST.
WATCH OUT FOR OPTIONS AND OPINIONS
CHALLENGE OPINIONS

WHEN YOU’RE CHOOSING A DIRECTION, YOU MAY RUN INTO THESE QUESTIONS:

• WHAT IF I DISAGREE WITH A USER NEED OR OPINION IDENTIFIED IN MY RESEARCH?
• WHAT IF I DISAGREE WITH THE WAY ANOTHER STAKEHOLDER SEES A CORE CONCEPT OR DECISION?
• WHAT IF I DON’T WANT TO DO THIS THE WAY OTHERS WANT ME TO?
“Be careful not to fall in love with your plans or ideas. Instead, fall in love with the effects you can have when you communicate clearly.”
**CORE MESSAGE**

**CONTROL YOUR VOCABULARY:**

1. CREATE A LIST OF TERMS TO EXPLORE.
2. DEFINE EACH TERM AS SIMPLY AS YOU CAN.
3. UNDERLINE WORDS WITHIN YOUR DEFINITIONS THAT NEED TO BE FURTHER DEFINED, AND DEFINE THEM.
4. DOCUMENT THE HISTORY, ALTERNATIVES, AND MYTHS ASSOCIATED WITH EACH TERM.
5. REVIEW YOUR LIST OF DEFINED TERMS WITH SOME OF YOUR USERS. RE NE THE LIST BASED ON THEIR FEEDBACK.
6. CREATE A LIST OF REQUIREMENTS THAT JOIN YOUR NOUNS AND VERBS TOGETHER.

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<th>TERMS WE SAY</th>
<th>DEFINITION</th>
<th>HISTORY</th>
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<th>TERMS WE DON'T SAY</th>
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Download the worksheet at: abbytheia.com/worksheets/direction.pdf
THANK YOU.

QUESTIONS?

PLEASE CONTACT:

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