WIAD 2017

LOCAL CONNECTIONS. GLOBAL IMPACT.

MINNEAPOLIS

BILL
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CHAPTER 4

CHOOSE A DIRECTION

HOW TO MAKE SENSE OF ANY MESS

BY ABBY COVERT
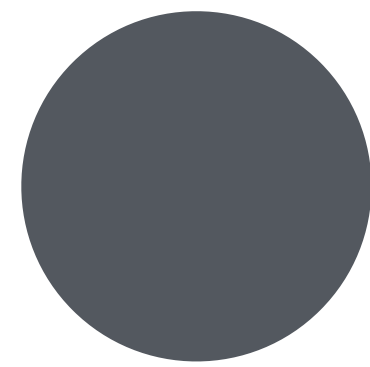
MOVING FROM *WHY* TO *WHAT*

WHAT *ARE* YOU MAKING?

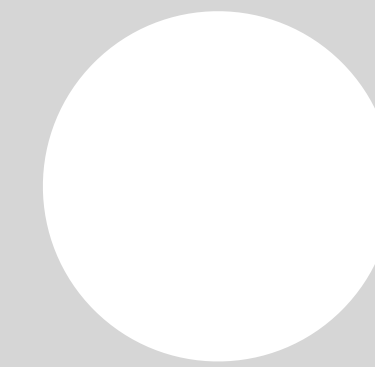# EVERYTHING CONNECTS TO A LARGER WHOLE

WHICH LEVEL ARE YOU WORKING AT?

- OBJECT
- INTERFACE
- LOCATION
- JOURNEY
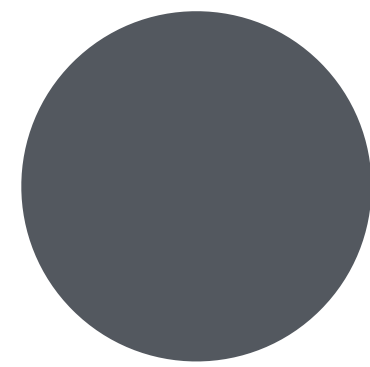- STRUCTURE
- SYSTEM
- ECOSYSTEM

WE MAKE PLACES

SPACE

A space is an open, free, or unoccupied area.
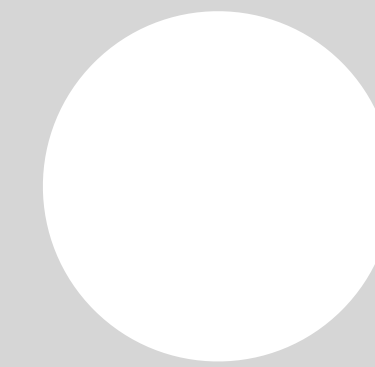
PLACE

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 intrepret 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.

Words we say

Term	Definition	History

Words we don't say

Term	Why not?	Use instead

Requirements

Nouns	Associated verbs

Download the worksheet at:
abbytheia.com/worksheets/direction.pdf

THANK YOU.

QUESTIONS?

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