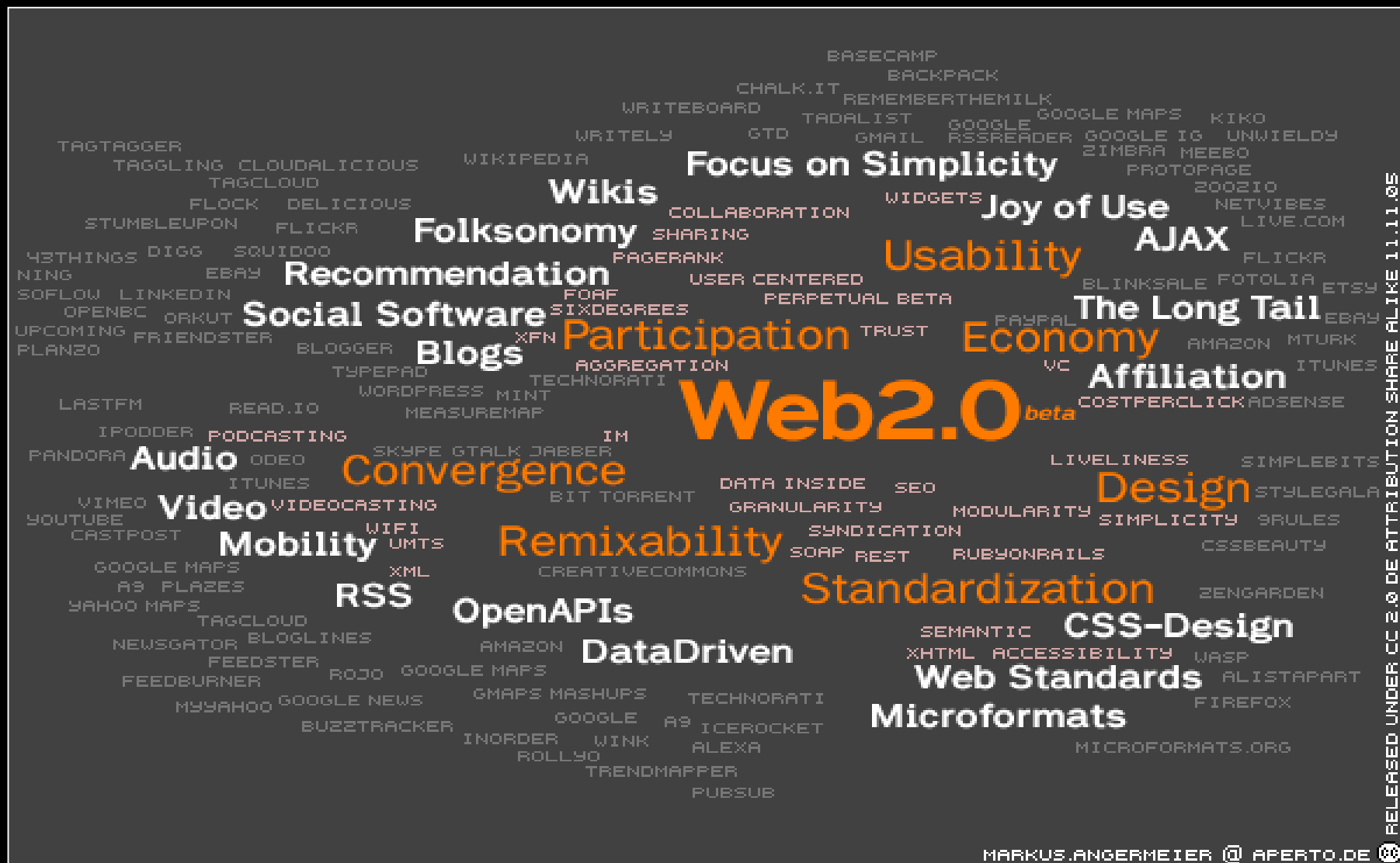


DESIGN 2.0

Darryl Feldman
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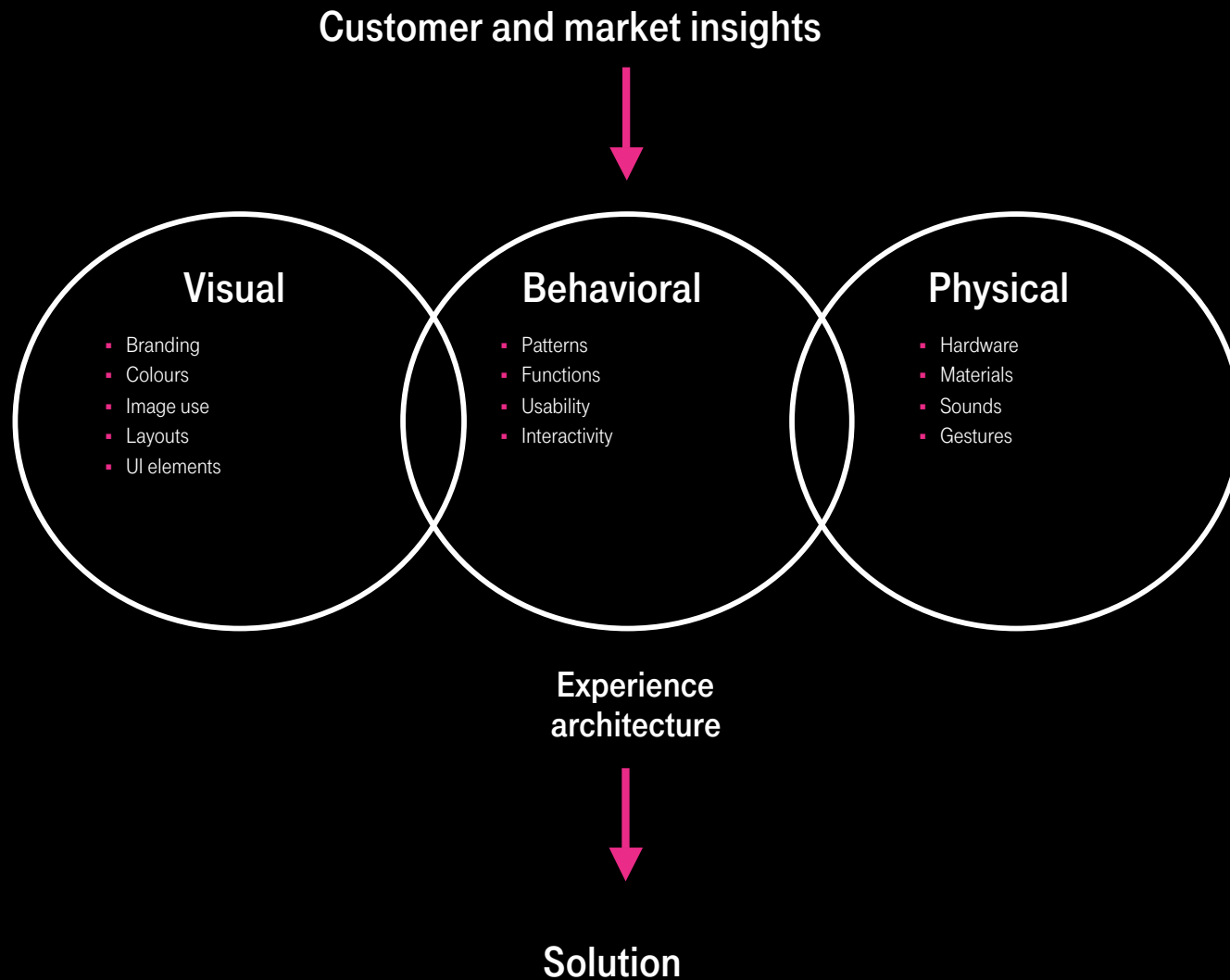
WHAT IS WEB 2.0
ANYWAY?



OR PUT MORE SIMPLY,
THE WEB HAS BECOME
A PLATFORM.

SO WHAT'S
DESIGN 2.0
THEN?

First of all what is Design?



AND THE 2.0 BIT?

GRADIENTS
(EXCESSIVE USE THEREOF)

Curiosr

Old names and misplaced do.ts

Designals

PIX FONTS

to for nomy

Wet floor effect

Wet floor effect

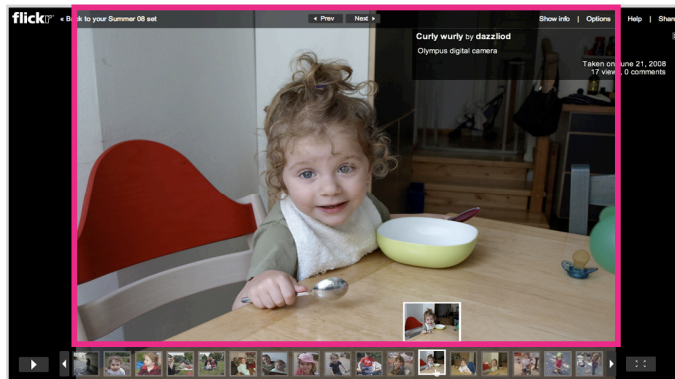
6 GOLDEN RULES FOR DESIGN 2.0

1: Design 2.0 is about designing
data not just web pages.

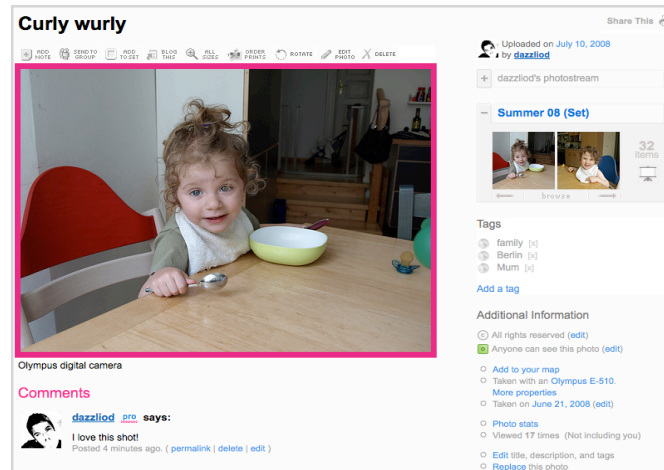
Designers are beginning to understand what it means
to design for data...

...and take advantage of all the cool things you can do with it...

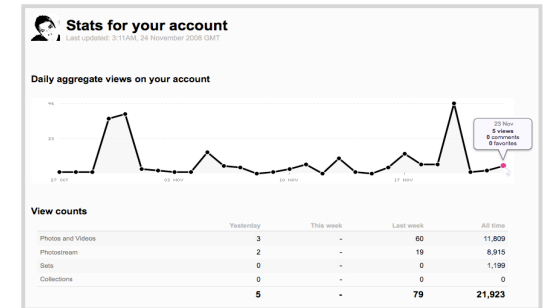
Flickr is great because it enables me to...



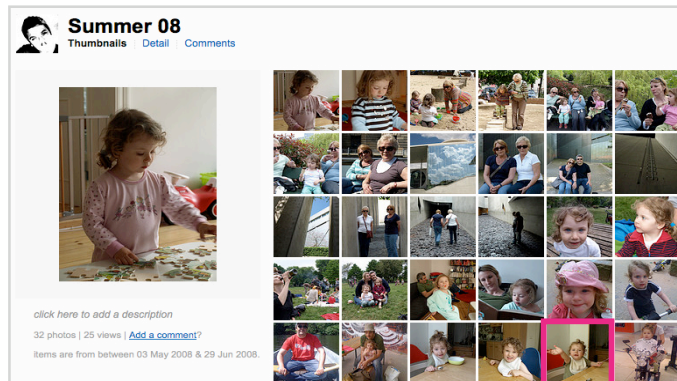
view



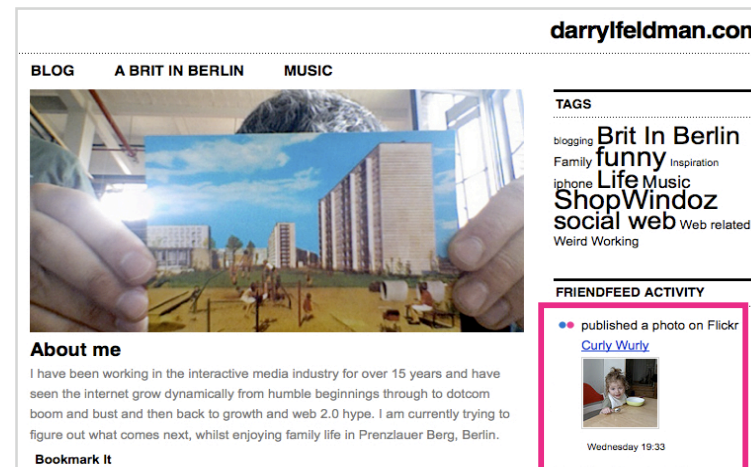
present



compare



organise



distribute

...all with the same piece of data

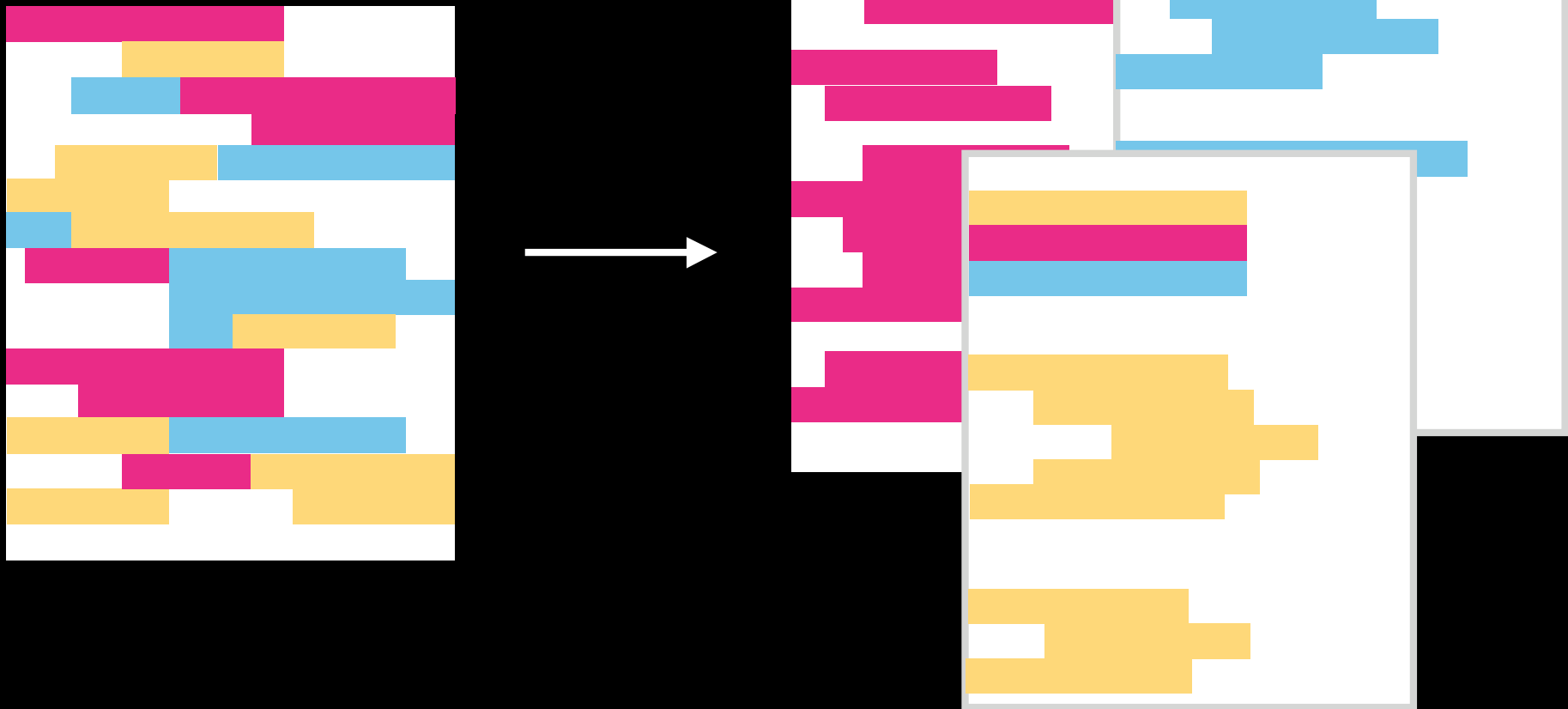
We need to create dynamic products that enable users to **interact and manipulate** their data in new and exciting ways.

2: Design 2.0 is about standards.

“The great thing about standards is
that there are so many to choose
from”

HTML		Markup
CSS		Presentation
Scripts		Behaviour

From chaos to order...



Seperation of content, style and interactivity

Standards make consistency easy (CSS)

Standards enable efficiency and reuse

Standards make it better for search and accessibility

Standards are the Designers' best friend

3: Design 2.0 is about remixing.



legolpodr

Remixing content and functionality can result in some interesting mashups...


...data that is interoperable opens the door for this kind of experimentation...

...the design challenge here is to create mashups that are actually useful for people!


A close-up photograph of a slice of pizza. The pizza has a thick, golden-brown crust. The toppings include a layer of red tomato sauce, melted yellow cheese, and several large, white, puffy marshmallows that have been heated and are melting onto the cheese. The slice is resting on a red and white patterned paper liner. In the background, a blue plate and a metal pizza server are visible.

Marshmallow pizza?


Snapp radio mashes up last.fm and flickr...nice.



Welcome [dazzilod](#)
[Settings](#) [FAQ](#) [Logout](#)




((SNAPP RADIO))




Sun Labs Snapp Radio

Track: Safe European Home
Album: Give 'Em Enough Rope
Artist: The Clash



© spitazioni

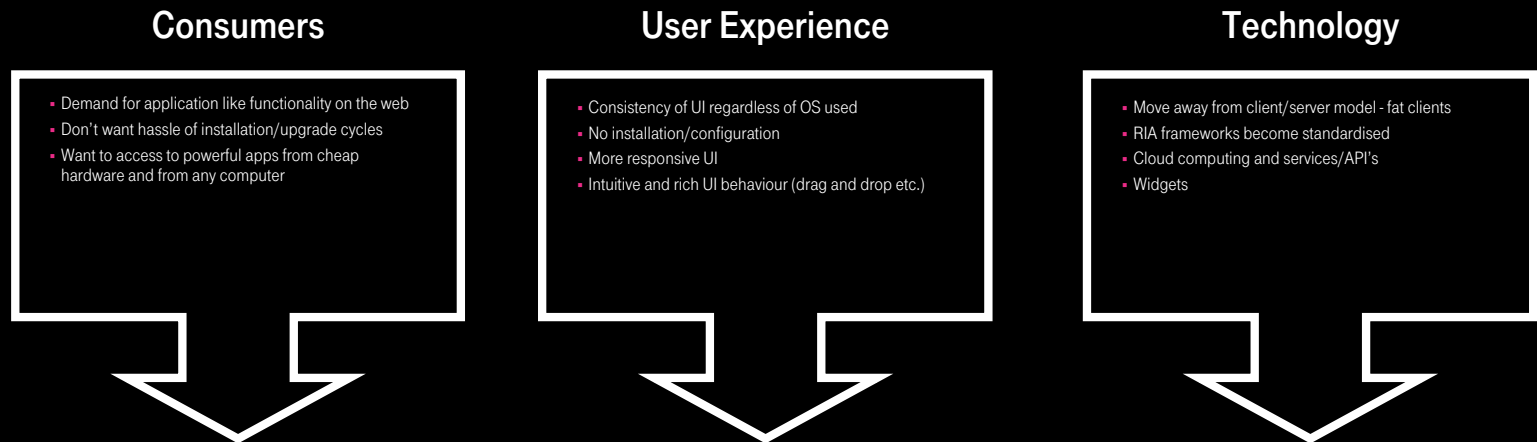


10A ILFORD HP5
16A 17 17A
© Jeremy Gibbs

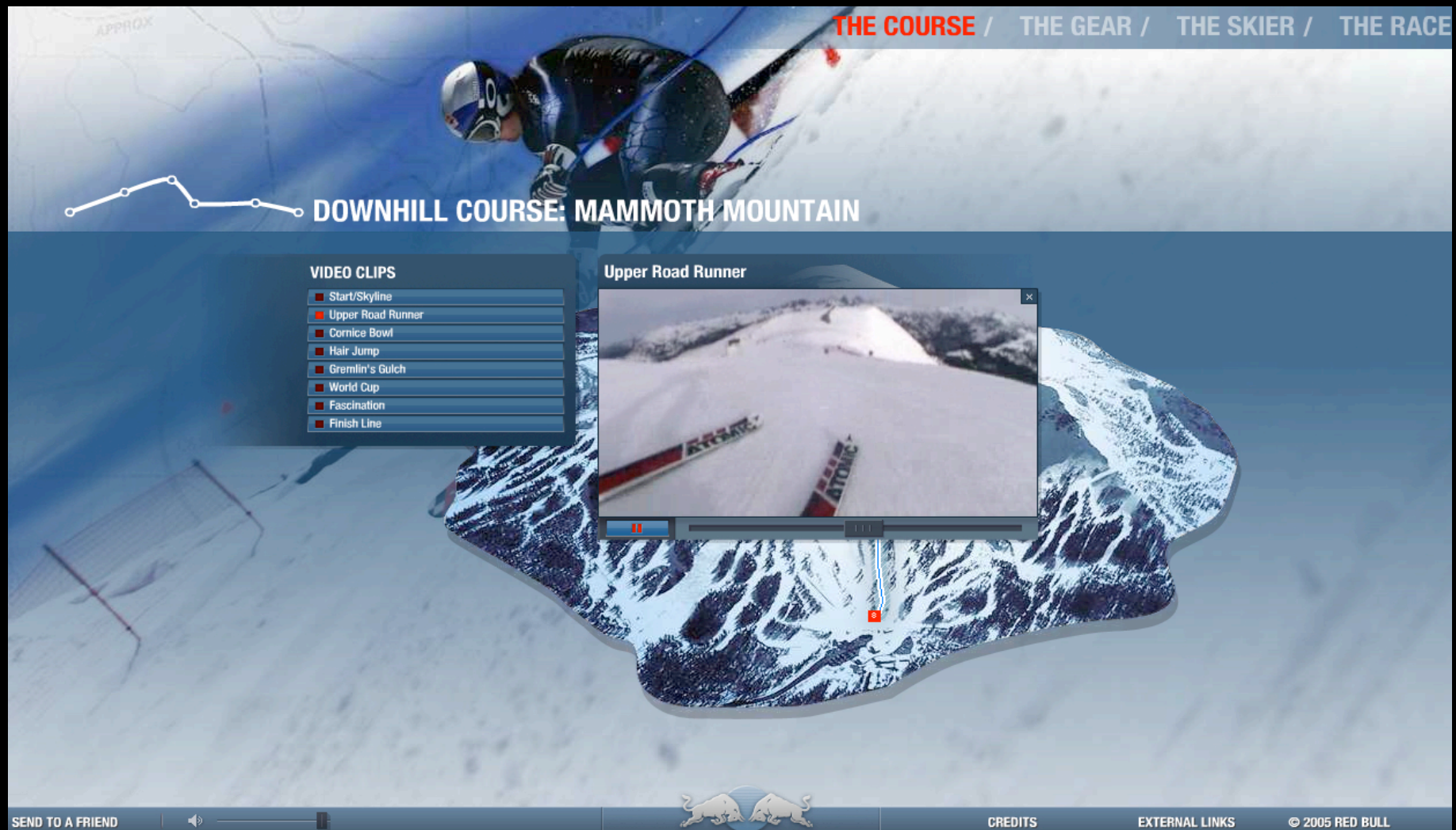
4: Design 2.0 is about making it
rich.



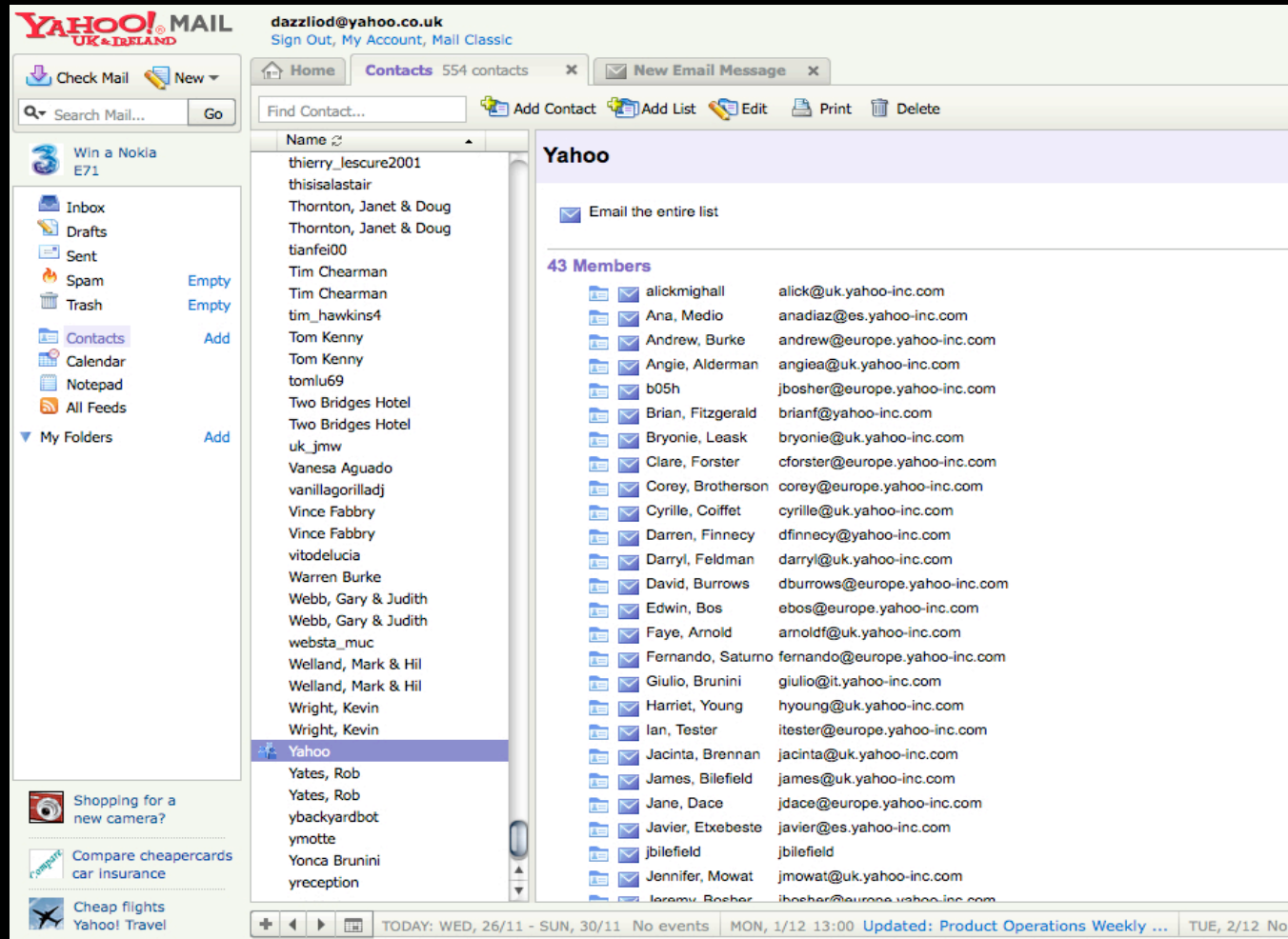
moving beyond HTML - drivers for change



A great opportunity for designers to create compelling and immersive experiences, traditionally hard to achieve online!



Flash is fast becoming the standard and already dominates the web...3D graphics, streaming video, rich functionality...



Application like UI with rich layered content, smart integration with API's and services

HEALTH WARNING!

Rich web apps can provide opportunities to design much better user experiences. They can be faster, more engaging and much more usable.

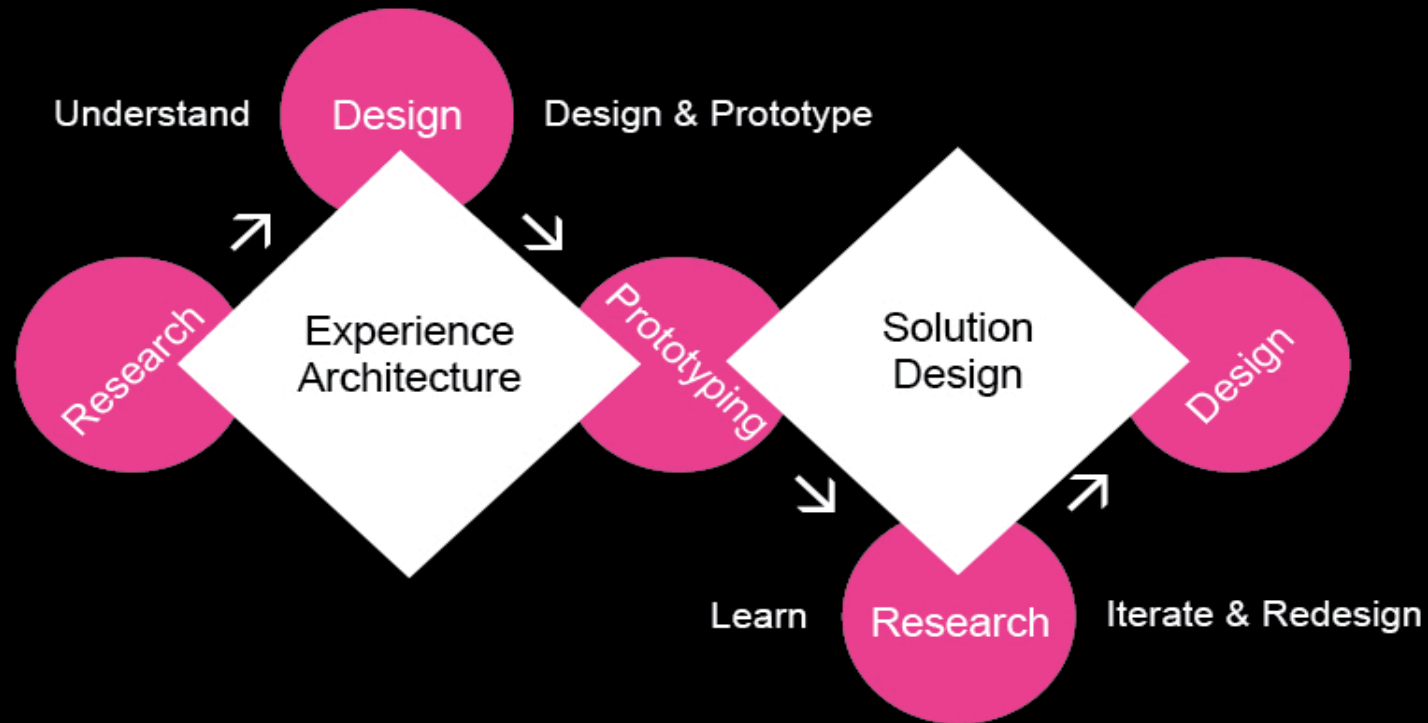
However, this improvement is not without its downside - rich web apps are much more difficult to design than the previous generation of page based applications. The richer interaction requires a better understanding of users and of human-computer interaction (HCI).

5: Design 2.0 is about
being agile.

The Agile Principles

- Individuals and interactions over processes and tools
- Working software over comprehensive documentation
- Responding to change over following a plan
- Customer collaboration over contract negotiation

The Design process can be agile...



- The Design process adapts to changing requirements as they are discovered
- Designers like to test their ideas
- Designers' think the user (customer) is important
- Design teams work together and share ideas and information

But, it challenges Designers because...

- The Agile definition of a customer is broader than just the user
- Incremental implementation rather than holistic
- Experimenting on the product, not proxies, mockups or visuals

However: Agile Design can create and test concepts with real users quickly and bring them to market

6: Design 2.0 is about simplicity.

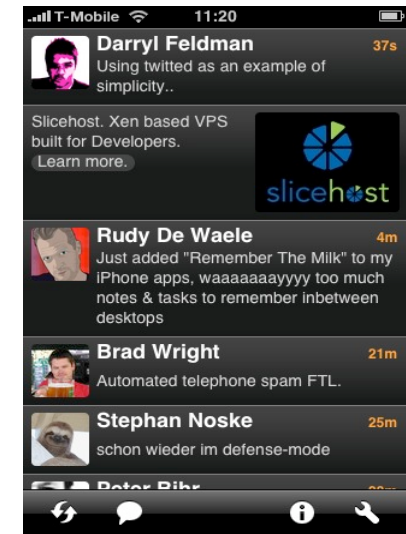
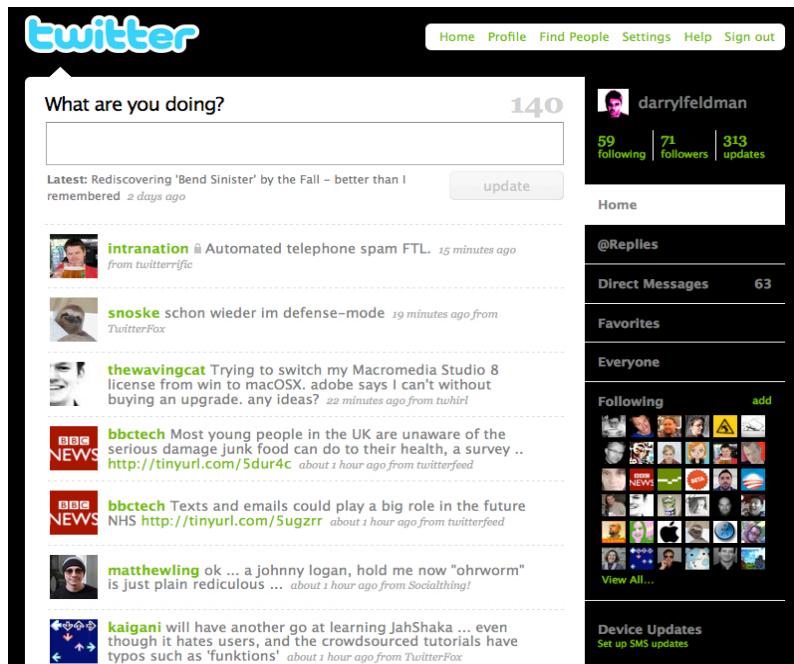
“IT IS SIMPLICITY THAT IS DIFFICULT TO MAKE”
BERTHOLDT BRECHT

Achieving simplicity is a difficult task not only in Design 2.0 but in every discipline (art, business, sports, science...), yet simplicity for websites is a particular challenge as graphic design and usability on one side, marketing language and user expectations on the other side are in constant struggle with each other

With all the technologies, content, communication, and device capabilities of web 2.0, simplicity is more important than ever...

google

Simplicity in action...



Twitter is a good example of a product that keeps it focus with simple functionality - they resist the temptation to add more

Avoid adding features because you can and remember your goals..

Simple, conventional, recognisable layouts that you know work will be more likely to work for your users than complicated, innovative designs

A simple message will be understood better than a complicated one

Interactions with simple, clear steps and few instructions will be completed by more people than a long, wordy alternative

Clear, uncluttered, recognisable visual design will reduce cognitive friction, reduce mistakes, and help users succeed

When a design doesn't seem to work, ask what should be taken away before asking what's missing!

So...

data

+

standards

+

remixing

making it rich

+

being agile

+

simplicity

= **Design 2.0**

THANK-YOU!