



UNICORNS & DINOSAURS
WORKING BETTER TOGETHER



About Me

(Jeremy Jones)

13 Years - Professional Designer

6 Years - Creative Director

6 Years - Front End Dev / UI / UX

3 Awards



MAINSTREAM
TECHNOLOGIES

Designer at Mainstream Technologies

Work with the Custom Software division to help design and brand solutions for clients.



User Research



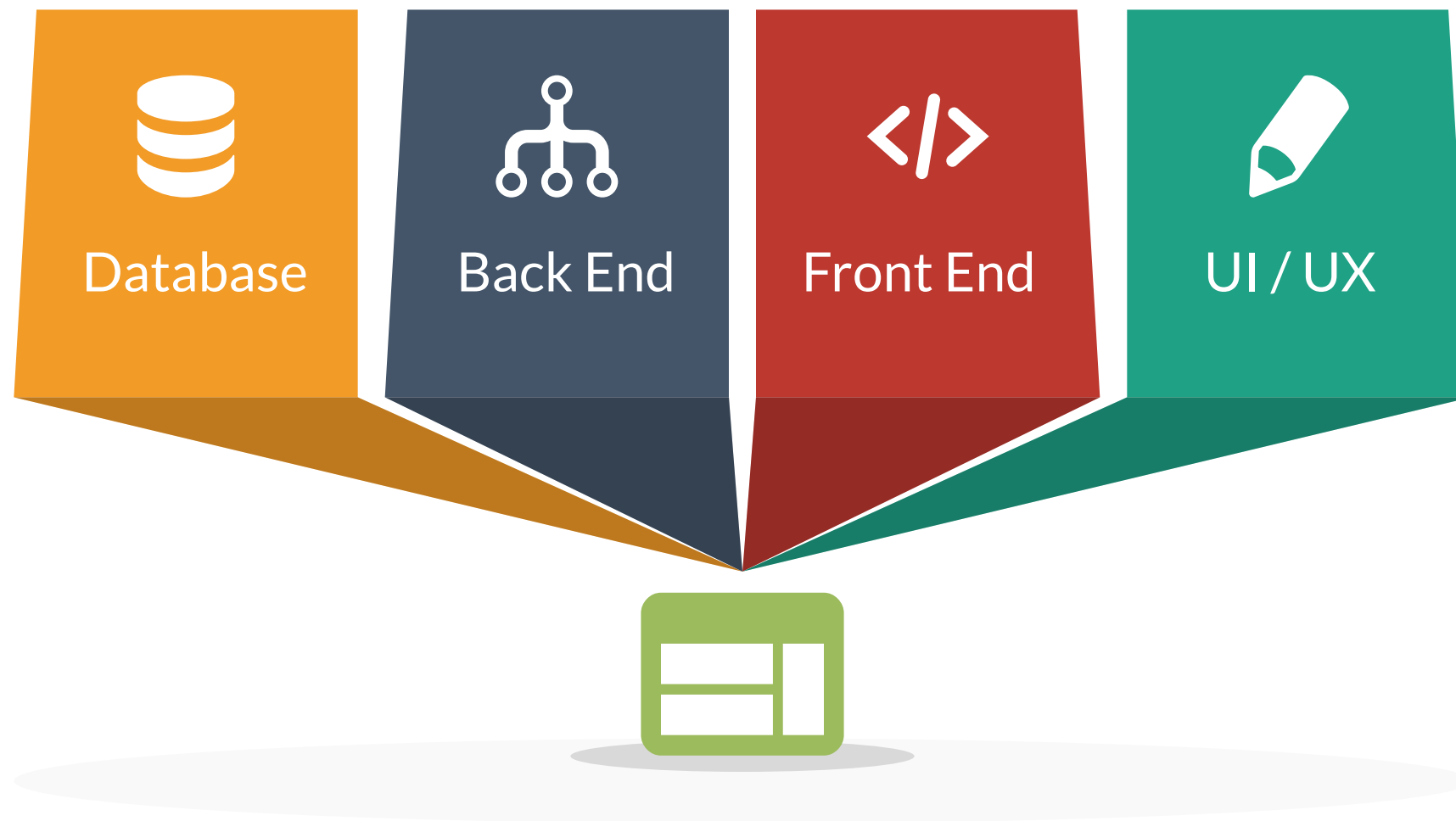
UI / UX / Design



Front-End Dev



Product Considerations





Mentalities





The Unicorn



u·ni·corn | yü-ne-korn | *noun*

An individual that wants to be
the “expert” in everything.



The Unicorn Expectation

Linus Torvalds

Jony Ive

WORLD CLASS



Unicorn

“Ninja”

“Rockstar”

PROFESSIONAL



Noob



Developer

Designer



Unicorn Designer Reality

WORLD CLASS



PROFESSIONAL



Developer

Designer



The Dinosaur



di·no·saur | dine-sor | *noun*

An individual that didn't evolve
to meet the changing landscape.



Dinosaur Developer Reality

WORLD CLASS



PROFESSIONAL

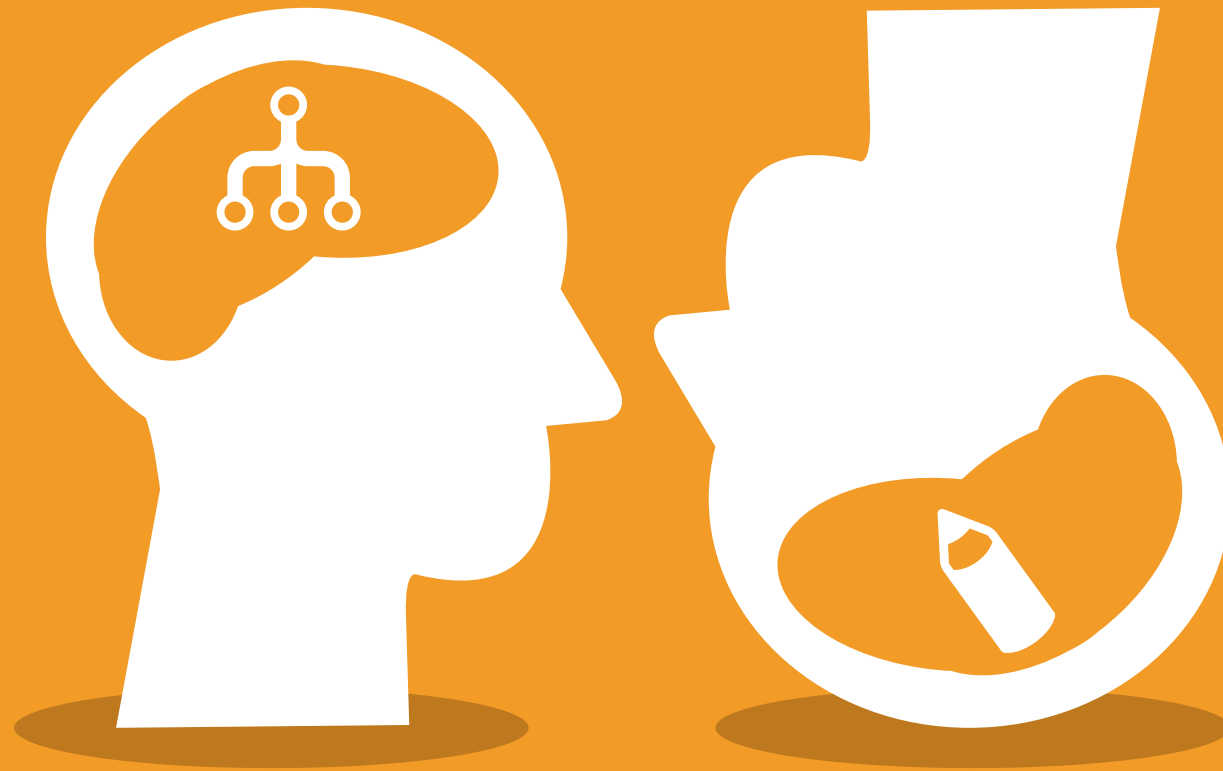


Developer

Designer

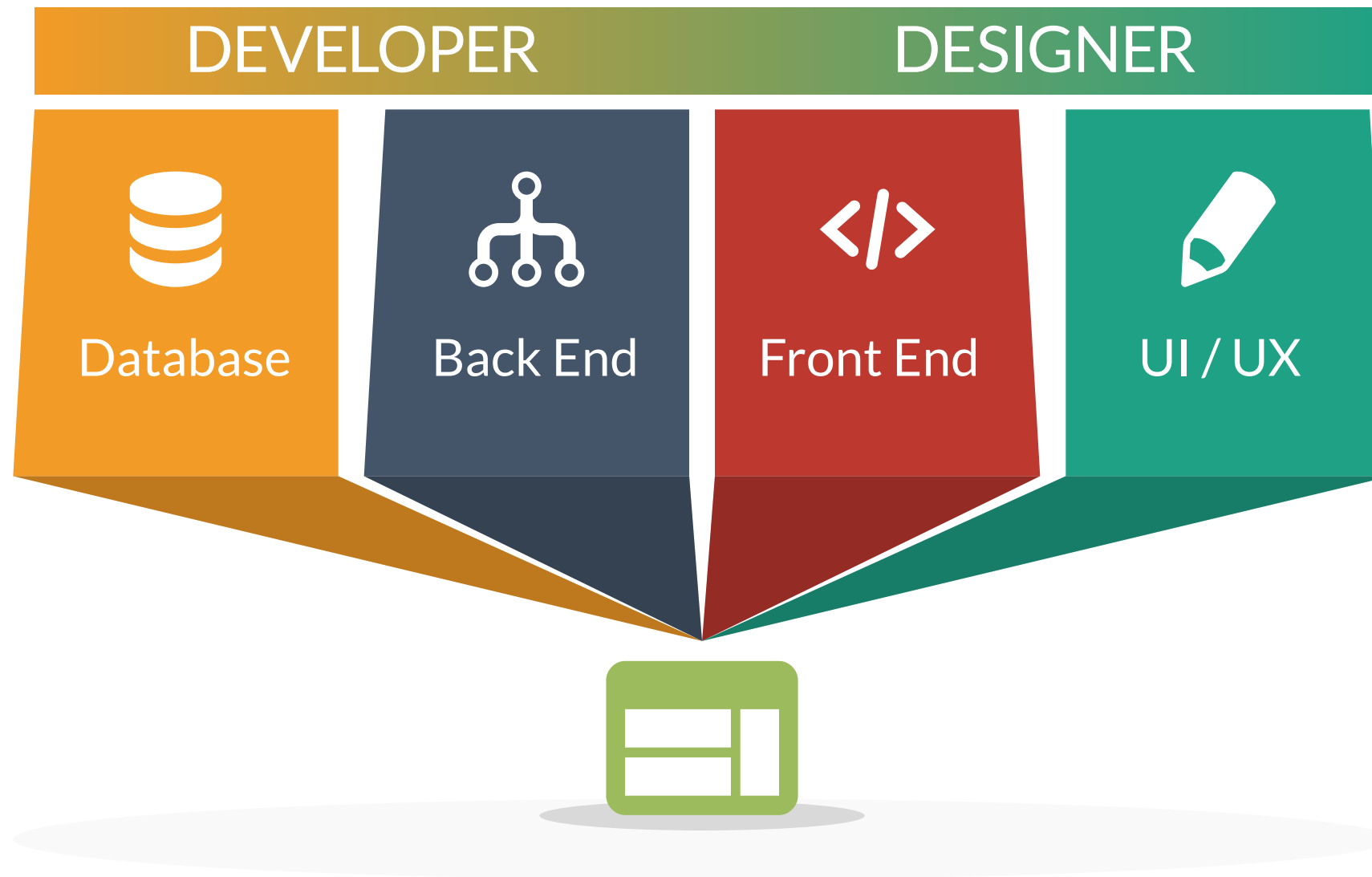


Mindsets



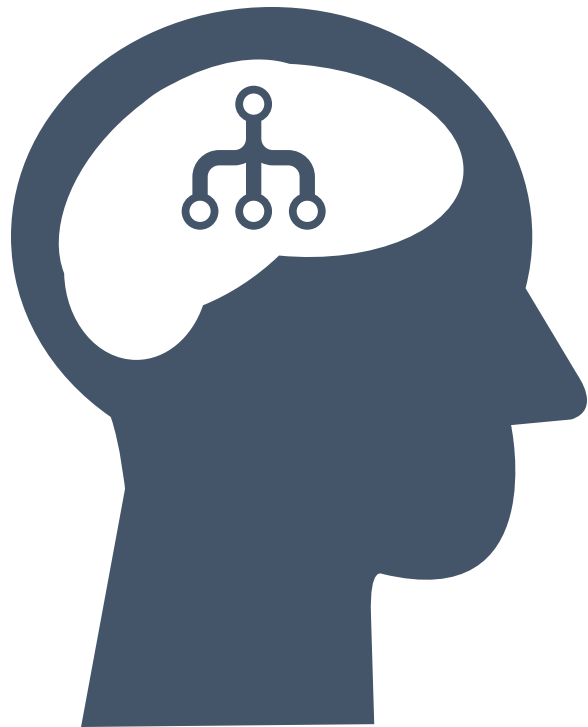


Traditional Roles





Developer Mindset



Code Libraries
Dev Patterns
Analytical

Focus on the HOW



Designer Mindset

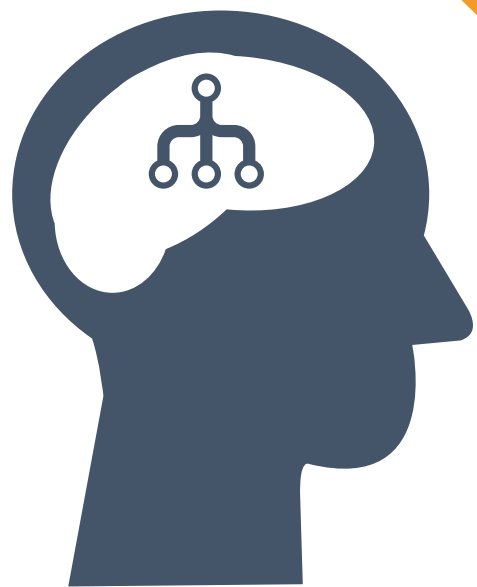
User Interactions
Style Guides
Subjective

Focus on the WHY





User Centric Mindset





The USER is Usually NOT



- ⊘ Client
- ⊘ Owner
- ⊘ Designer
- ⊘ Developer
- ⊘ Project Manager



The User Feedback Loop

Real User
Feedback



Real Useful
Product





Bridge with Empathy





Add Conflict





Conflict is Good



Conflict is an indicator of deep passion for the craft and is important.



Experts with Empathy

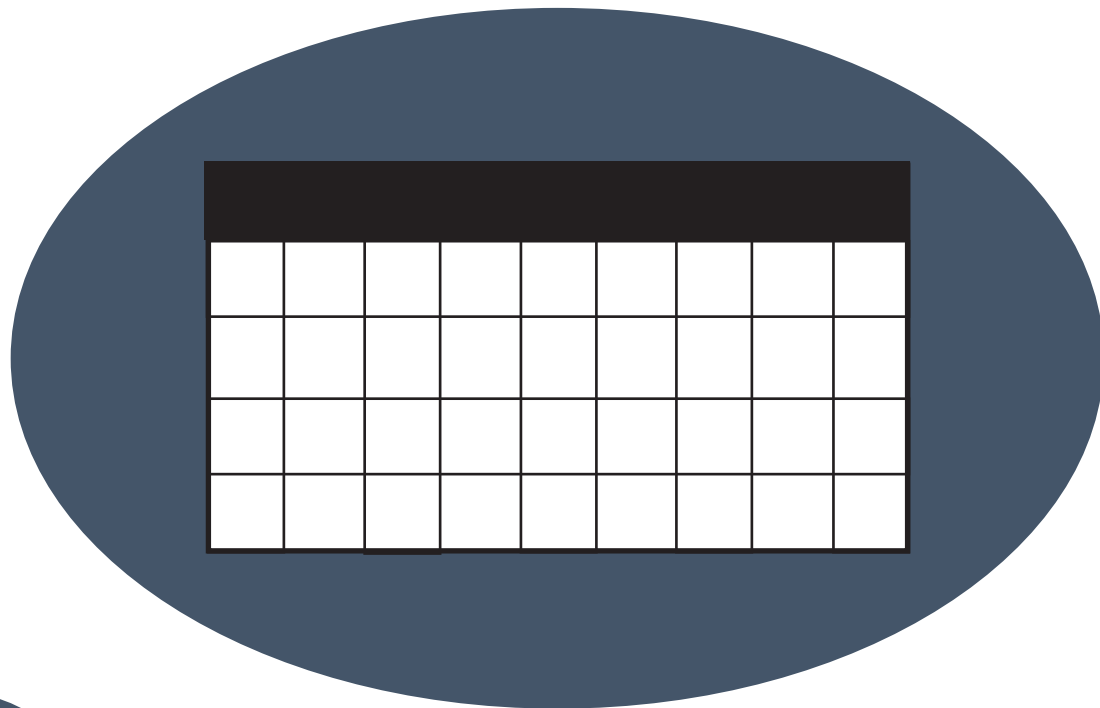




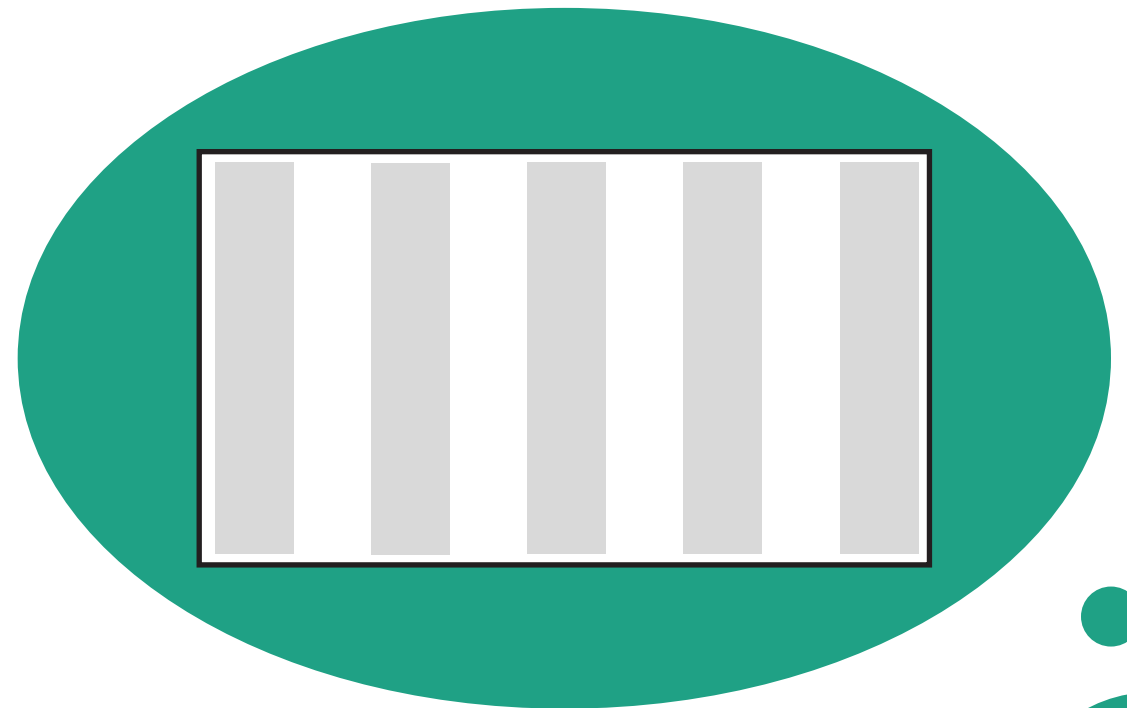
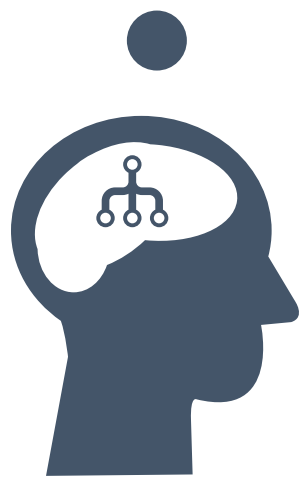
What is a Grid?



What is a Grid?



Data



Layout





Building Empathy



Start Small



Be Pragmatic



Meet at the 60



Communicate



Start Small



Having even a small interest is
the best start.



Be Pragmatic



Aspire to be an intermediate,
it's the 80/20 sweet spot.



Meet at the 60



“What can I do to make their life easier?”



Communicate Constantly



Communicate
constantly and early.



Three Little Questions



DEVELOPER TACTICS

Start Asking the Designer Why?



DEVELOPER TACTICS

Discuss Why
a 'beautiful' product is
so appealing to you



DEVELOPER TACTICS

Learn Why
the visual decisions were made
in the Style Guide



DEVELOPER TACTICS

Examine Why
the page flow visually
leads to the main action



DESIGNER TACTICS



Start Asking the Developer How?



DESIGNER TACTICS



Learn How
the project is structured



DESIGNER TACTICS



Discuss How
you would change a
variable in the code



DESIGNER TACTICS



Review How
the project is architected
in the technical docs



**If Success is the only Goal,
Then Failure is the only Option.**





To Succeed you must
Foster Innovation





If you have **Empathy**
then you can build **TRUST**



If you have **Trust**
then you can **FAIL**



If you can **Fail**
then you can **INNOVATE**



INNOVATION EQUATION



- 1 Focus on the User
- 2 Embrace Conflict
- 3 Bridge with Empathy
- 4 Trust, Fail, Repeat



MAINSTREAM
TECHNOLOGIES



The Mainstream Process



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Leverage a Group of
Experts and Generalists
on Every Project



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Demand Constant and
Transparent Communication
from Everyone



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Seek and Value both
Design and Development
Input Equally



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Continually Make Long Term,
User Based Decisions



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501.801.6700



mainstream-tech.com



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