

Perpendicular Angel Design

Organizing and simplifying, one illumination at a time

An Event Apart 2017: From Research to Redesign: An Unexpected Journey by Jeffrey Zeldman

Posted on [April 4, 2017](#)

Jeffrey Zeldman kicked off An Event Apart with his talk From Research to Redesign: An Unexpected Journey. This post gathers all the interesting posts and pictures.... since storify sucks so bad on my ipad. (Seriously can't they fix that?)

Because these are embedded tweets, page is long and loads slow.



Zeldman
@zeldman

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New year. New ideas. New presentation. Very excited about this one. About to kick off #aeasea. @aneventapart

11:45 AM - 3 Apr 2017 · Seattle, WA

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Anne Gibson

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Redesigns with @zeldman - most of us work on redesigns. We have a lot of data from those. #AEASEA

12:02 PM - 3 Apr 2017



Paul Grant

@cssinate

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Jeffery Zeldman at #aeasea - make your own design! You can make something better than Bootstrap that's tailored to your own product.

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There's no such thing as a universal layout, universal navigation, universal body copy. (Our jobs would be boring if there was.)

[#AEASEA](#)

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Every product is different and brand design is our place for innovation. [#AEASEA](#)

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Redesign=opportunity. Use data to inform design. [#aeasea](#)

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Interviewing colleagues is a very important part of design.

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Important to show empathy compassion & creativity to the stakeholder, the colleague, the co-worker. #AEASEA

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Category is not the same as genre. Not every insurance site has to look like every other insurance site #AEASEA

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Points of difference we identify in competitive research for design is our space for innovation. #aeasea

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Points of difference we identify in competitive research for design is our space for innovation. #aeasea



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Every hospital website shouldn't look like every other hospital site. Every insurance site shouldn't look like every insurance site.

#aeasea

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Stephanie @seaotta

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Every hospital website shouldn't look like every other hospital site.
Every insurance site shouldn't look like every insurance site. #aeasea



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Competitive research is the key to identifying what works and doesn't work and building something innovative. #aeasea

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Somewhere between an outside consultant and an inside employee is a sweet spot for long-term redesign #AEASEA

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The three week research project: opportunity to understand business, competitors, site opportunities, what's wrong #AEASEA

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A 3 week project is the least risk - give a little money, try something, see what they do. Great way to pitch projects at a studio. #AEASEA

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Ask for a little money and a lot of time. Talk to everyone! #AEASEA

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You don't need to be a researcher to do research #AEASEA
abookapart.com/products/just-... Build consensus, get people on
your side

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Just Enough Research by Erika Hall

Discover your competitive advantages, spot your own blind spots and
biases, and learn how to distill and harness your findings.

abookapart.com

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"Never ask permission to do your job." - @monteiro via @zeldman
#aeasea

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Chad
@lingokid

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Three Week Research Project - Sounds a lot like what we call the
discovery phase for our projects. #aeasea @zeldman is on point!

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A Brave New
@abravenew

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Couldn't agree with @zeldman more at #aeasea We've seen
research pay off every time.

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“It looks tired and old” matters but it’s not the primary reason to do a redesign #AEASEA

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People are more likely to like what you create when you ask thoughtful, meaningful questions. #aeasea

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It's more expensive to building something without doing research and find out in the end that people don't like. #aeasea

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Every organization (and every human) has blind spots in their organization. We all have unconscious biases #AEASEA

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Understand the needs of customers, prioritize highest value customers, reveal worthwhile goals #AEASEA

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Study the market: most jewelers either make the stuff or the sell the stuff. @zeldman's client was both and didn't tell the story #AEASEA

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That observation drove looking at both makers and sellers of jewelry #AEASEA

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Even Tiffany, with the most successful ecommerce jewelry in the world sells 95% of their jewelry in the store #AEASEA

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A website that looks and works professionally is part of the brand - people will go to the store if the site works [#AEASEA](#)

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Brilliant Earth focuses relentlessly on making all users feel like they're jewelry designers [#AEASEA](#)

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Brilliant Earth applied the model of finding a flight to finding jewelry, which had never been done [#AEASEA](#)

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The product detail page is the most important page of ecommerce - more than the homepage or anything else [#AEASEA](#)

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@g_dibo

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#aeasea #jeffzelman [instagram.com/p/BSbgOmOloZk/](https://www.instagram.com/p/BSbgOmOloZk/)

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Professional photographers with exact positioning to swap bits of jewelry, not photoshop #AEASEA

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A lot of sites have “buy it now or go to hell”. Amazon does it right: wish list, save for later. It’s smart. #AEASEA

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“Long-tail conversion” - they came, they decided to think about it, they set it aside, they came back and bought it #AEASEA

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“Drop a hint” by Brilliant Earth lets you let someone you love that you’d like a ring. #AEASEA

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Offering multiple levels of engagement allows for as much engagement as possible, good for a business about buying in store #AEASEA

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Lux Bond & Green doesn’t make its own jewelry. Big photos, tonal balance, creating a brand devoting space to non-product #AEASEA

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They use web fonts to create a brand without spending a lot of money on type, while still having custom type #AEASEA

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The customer responds to the feel of a brand #AEASEA

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jared bishop

@bishopart

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Don't bother your users. #aeasea

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Erin Walker (Joyce)

@E3Writing

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"Ask as little as possible and tell them why you need it." #aeasea

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"The fewer fields the more likely they will interact." - @zeldman

#aeasea

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.@zeldman bashes the dark pattern of nasty mailing list non-signups “I don’t want to feel pretty by signing up for your newsletter”
#AEASEA

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Most sites with strong brands are very generic when you get down to their product list. Not much innovation. Filters, photos. #AEASEA

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Most folks do filters down the left size. 1/2 the filters are below the fold. The grid gets messed up. Sidebar blindness. #AEASEA

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Filters across the top look more like navigation, “here’s your flow!”
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Make sure to get high def originals of products so if you size up in the future you can still use the original photos #AEASEA

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Have ads caused users to ignore the sides? It's worth testing on your site. #aeasea

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Low-res jpgs sized up get fuzzy #AEASEA

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Filters > sidebar upsets the grid and is below the fold. Sidebar isn't always obvious as a filter. #aeasea

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“Schedule an appointment” - tells the sales person what you were looking at when you signed up [#AEASEA](#)

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Appointment form is good at communicating why they need info - this is a best practice to build trust with consumers [#AEASEA](#)

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Craig’s Fine Jewelry shows a pic of what you were looking at when you ask for an appointment - with model # and name [#AEASEA](#)

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Don’t drop context between product page and the contact page [#AEASEA](#)

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Captchas do not feel like a luxury experience. May be necessary but harmful to the brand [#AEASEA](#)

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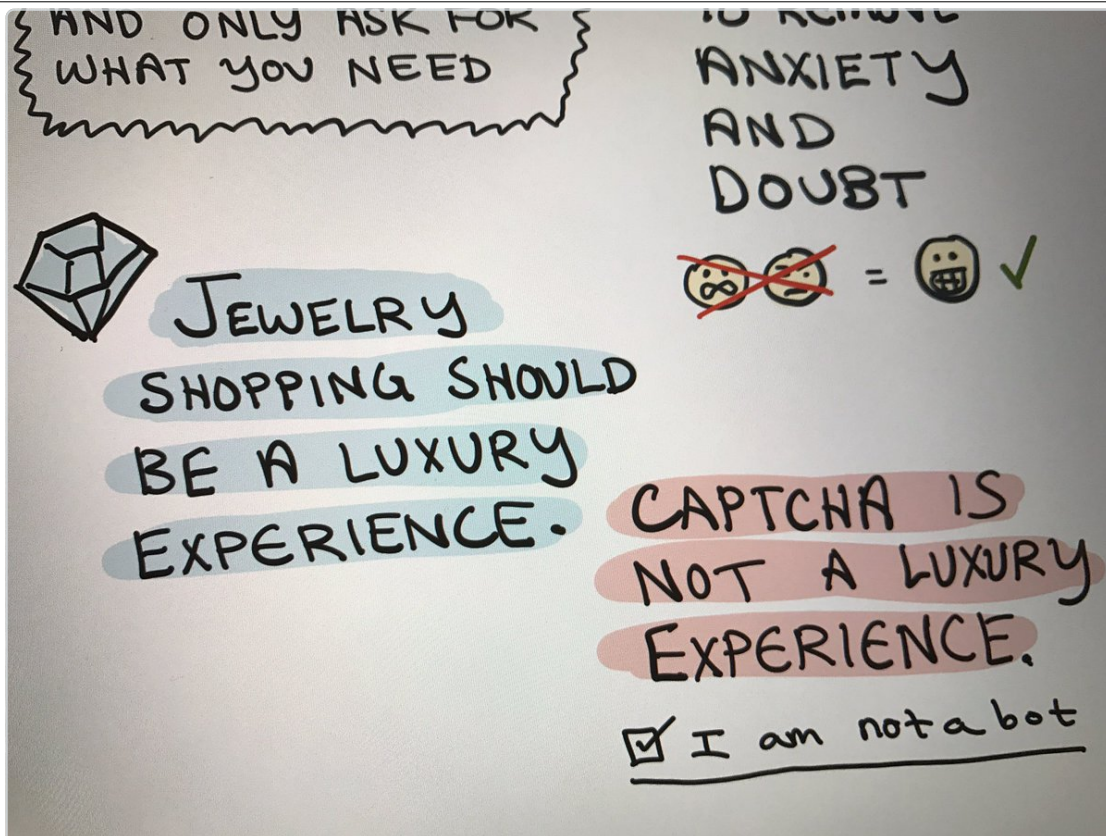
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“experience the exquisite genius of Michael’s vision” and “50% OFF!” Don’t connect well on a single jewelry homepage. [#AEASEA](#)

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@kryshiggins

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Captcha is not a luxury experience - @zeldman talking about jewelry ecommerce experiences #aeasea

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Tag Heuer uses photography from multiple timeframes, to appeal to multiple audiences, beautiful magazine shots, not much copy #AEASEA

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“You’d think if you’re spending \$10,000 for a watch they’d have something to say about it. Artesian cheese gives 17 paragraphs”
[#AEASEA](#)

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“Should we be a look book or an upscale fashion blog?” “YES”. It’s never the designers and the developers ;) [#AEASEA](#)

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Govberg jewelers - immediate onscreen takeover before you can see the product. “When you go back you’re going to fix that right?”
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Rebecca Watson

@RVivusArtDesign

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“Everything goes on the home page” - The Managers - [#aeasea](#)

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Josh Vickerson

@joshvickerson

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“It’s always the managers. It’s never the designers and developers, it’s never us. Am I right?” - @zeldman #aeasea

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“It’s like someone walks in and you block the door with ‘Cash or credit? MasterCard or visa?’” Forcing it doesn’t work #AEASEA

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Responsive website looks like it was designed to fit exactly on the CEO’s laptop #AEASEA

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Watch says “request price” - click button, chat window opens, no context on chat window. It’s not thought out #AEASEA

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Everything needs to be thought out from the customer's POV, always. #aeasea

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Bvlgari is selling a lifestyle fantasy, not rings. Product very different from homepage. No integration of the brand. #AEASEA

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They're going for cold and distant and aspirational - are you good enough to buy this? Lots of white space, emotional distance

#AEASEA

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@kryshiggins

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.@zeldman #aeasea: Your onscreen takeovers when people enter your site be like:

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Cookie warning on BVLGARI is clipped in the footer on every browser. Looks totally broken. #AEASEA "Everybody screws up, baby."

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“Gosh, Sally, you forgot to close that <div>!”

“Me and BVLGARI!”#AEASEA

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Per @zeldman If you like disturbing art films that think they're horror movies but are really perverted, Neon Demon is for you #AEASEA

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Pro tip: if you're a million \$ luxury brand, maybe check your website if you make changes to a live server. #aeasea

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James Allen is targeting young people “trending”, strong color palette, a little hipsterish, doesn't look like every other site #AEASEA

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Good on James Allen for taking a chance even though the people who run the company are probably older than the target audience
[#AEASEA](#)

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"Know your people." - [@zeldman](#) [#aeasea](#)

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Closed door conversation - after 40 mins, they'll close the door and tell you what's really going on [#AEASEA](#) Harder internally

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You've been having conversations all your life. Listen! [#AEASEA](#)

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People give you insights and strategy, their concerns. Talk to people before you start re-designing a site. #aeasea

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"Listen and ask questions." - @zeldman #aeasea

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Stephanie @seaotta

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People give you insights and strategy, their concerns. Talk to people before you start re-designing a site. #aeasea



Stephanie

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Be a good listener and don't have an agenda. Be patient and open and you'll get the info you need. #aeasea

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Being inside can be just as much an advantage as being outside, you know the culture and the way they think #AEASEA

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Look for stuff that was from branding years ago - there's stuff sitting in boxes somewhere #AEASEA

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Talking to people is super-inspiring for both design method and the design itself #AEASEA

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Both data and instincts are necessary for design. #AEASEA

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If the existing site is doing the wrong things, AB testing the site doesn't help you do the right things #AEASEA

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Data doesn't provide answers, it helps us ask better questions.
Only as good as the people who analyze it #AEASEA

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CRAFT IS WHERE LABOR MEETS LOVE



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#aeasea

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Erin Walker (Joyce)

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"If the site is doing the wrong things, doing a/b testing on it will not give you the data you need." - @zeldman #aeasea

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Metrics of engagement for now, and six months from now. You should always have so much work to do that you can't do it all #AEASEA

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Every website needs a lot of work because our business is always evolving #AEASEA

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Human connection with the people you sell your work to is the real value of research #AEASEA

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Josh Vickerson

@joshvickerson

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“If you can get a stronger human connection, that is the real value of research.” - @zeldman #aeasea

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Ben Roach

@benr0ach

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.@zeldman: "Data is only as good as the people looking at it. It doesn't give us answers, it helps us ask better questions." #aeasea #aea17

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Luke Wroblewski

@lukew

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research in the design process: lukew.com/ff/entry.asp?1...

my notes from @zeldman talk at #aeasea

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WebActiv

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research in the design process: ln.is/UUVNd

my notes from @zeldman talk at #aeasea by #zeldman via @c0nvey

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DO THAT SOCIAL MEDIA THING



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