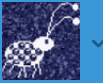




My Stories

Browse

New Story



Search Stories...



</> Embed

AEASEA 2016 - Top Task Management: making it easier to prioritize

Gerry McGovern's talk on content prioritization for An Event Apart Seattle 2016

by  Anne Gibson a year ago 22 Views ▾



Anne Gibson

@perpendicularme

 Follow

Next up is [@gerrymcgovern](#) who is here about Dublin weather (rain) - and/or top task management [#AEASEA](#)

6:18 PM - 4 Apr 2016

   1



Anne Gibson

@perpendicularme

 Follow

You're not looking for a search results page. You're looking for the weather. Google gets that and puts the weather on the page [#AEASEA](#)

6:19 PM - 4 Apr 2016



Anne Gibson

@perpendicularme

 Follow

Understand the task, not the content of the page. As long as it's solving our problems, it's valuable to us. [#AEASEA](#)

6:20 PM - 4 Apr 2016



Anne Gibson

@perpendicularme

 Follow

Would you do a survey that required you to choose your top 5 things out of 40? No. [#AEASEA](#)

6:24 PM - 4 Apr 2016



Anne Gibson

@perpendicularme

 Follow

The worst way to design a website is to put five smart people in the room. The longer you leave them in there the worse it gets [#AEASEA](#)

6:24 PM - 4 Apr 2016





Anne Gibson
@perpendicularme

 Follow

We must test. There's a big difference between looking at a page and using a page. Designers are not customers.

[#AEASEA](#)

6:25 PM - 4 Apr 2016



Anne Gibson
@perpendicularme

 Follow

Our gut instinct is the worst thing to listen to. What we think works doesn't work and vice versa. This is the age of evidence

[#AEASEA](#)

6:26 PM - 4 Apr 2016



Christa Dickson
@IowaCodeNinja

 Follow

"Humans are the same everywhere, basically. I make money telling people the exact same thing I did 15 years ago."

[@gerrymcgovern](#) [#aeasea](#)

6:23 PM - 4 Apr 2016



Anne Gibson
@perpendicularme

 Follow

It is just as important to know what the tiny tasks are as the top tasks. They are where the ego of the organization lies [#AEASEA](#)

6:28 PM - 4 Apr 2016





Anne Gibson

@perpendicularme

 Follow

“Tell me about the president of the EU” is the last thing users in the EU wanted to know about. [#AEASEA](#)

6:29 PM - 4 Apr 2016

   1



Anne Gibson

@perpendicularme

 Follow

The more we hear from senior people, the less we trust the message. The more we hear from our peer groups, the more we trust [#AEASEA](#)

6:30 PM - 4 Apr 2016

  1  1



Anne Gibson

@perpendicularme

 Follow

When a tiny task goes to sleep at night, it dreams of being a top task. It wakes up and says “I need to be on the homepage!” [#AEASEA](#)

6:30 PM - 4 Apr 2016



Anne Gibson

@perpendicularme

 Follow

Nobody cares about your org chart. Seriously. Norway, Scotland, everywhere. Doesn't matter the country, nobody cares. [#AEASEA](#)

6:32 PM - 4 Apr 2016

   2



Anne Gibson

@perpendicularme

 Follow

Almost all the time, top tasks get the smallest amount of content and tiny tasks get a load of content. [#AEASEA](#)

6:34 PM - 4 Apr 2016



Anne Gibson

@perpendicularme

 Follow

“Nobody’s looking at this, so we’ll make more of it! If we keep doing it, they’ll have to read about it sometime!” [#AEASEA](#)

6:34 PM - 4 Apr 2016



Anne Gibson

@perpendicularme

 Follow

The core skill we need today is understanding our customer [#AEASEA](#)

6:34 PM - 4 Apr 2016



Zeldman 

@zeldman

 Follow

“We think we are vastly more important to the fate of humanity than humanity thinks we are.” [#corporateego](#) [#ux](#)

[@gerrymcgovern](#) [#aeasea](#)

6:33 PM - 4 Apr 2016





Anne Gibson
@perpendicularme

 Follow

Design is balance between the ego of the organization and empathy for the customer. #AEASEA

6:37 PM - 4 Apr 2016

   1



Anne Gibson
@perpendicularme

 Follow

The customer is more powerful & less trusting than ever — we'll lose them if we don't move toward them #AEASEA

6:37 PM - 4 Apr 2016

  1 



Anne Gibson
@perpendicularme

 Follow

Marketing is like antibiotics - we use it so much so often that people are becoming more and more immune to it #AEASEA

6:39 PM - 4 Apr 2016



Anne Gibson
@perpendicularme

 Follow

If it smells like marketing, users are gone. People skip the marketing, banner blindness, want the details #AEASEA

6:40 PM - 4 Apr 2016



Anne Gibson
@perpendicularme

Follow

Brand value is in decline and customer value is in power. Real value center of the future is the current customer value

[#AEASEA](#)

6:40 PM - 4 Apr 2016



Anne Gibson
@perpendicularme

Follow

The world of the current customer is the tasks - what *they* want to do. [#AEASEA](#)

6:41 PM - 4 Apr 2016



Anne Gibson
@perpendicularme

Follow

Customers are more independent-minded and looking for information from their friends and peers than organizations

[#AEASEA](#)

6:42 PM - 4 Apr 2016



Anne Gibson
@perpendicularme

Follow

In 2006 you were as likely to get hit by a bus as click a banner add. In 2016, it's lightning. 2026 - probably a meteorite

[#AEASEA](#)

6:43 PM - 4 Apr 2016





Anne Gibson
@perpendicularme

 Follow

People trust their doctors, but they check up on the medicine they're given anyway. They're confident in themselves
[#AEASEA](#)

6:44 PM - 4 Apr 2016



Anne Gibson
@perpendicularme

 Follow

Cancer org: Give us money before we tell you anything! That's not what cancer patients want. [#AEASEA](#)

6:45 PM - 4 Apr 2016



Anne Gibson
@perpendicularme

 Follow

Chance Org switched to user focus. Deleted 80% of content, changed homepage to user needs. Got 70% increase in donations. [#AEASEA](#)

6:46 PM - 4 Apr 2016



Andrea 🦄🎨 & 🐕🏡
@amcvittie

 Follow

“Most of the content on most of the sites is organizational crap”
[#AEASEA](#) [#TRUTH](#)

6:46 PM - 4 Apr 2016





Anne Gibson
@perpendicularme

 Follow

If you're yelling "GIVE US MONEY" no one wants to. Solve their problems and they will gladly give you money! #AEASEA

6:47 PM - 4 Apr 2016

   2



Anne Gibson
@perpendicularme

 Follow

Two core sources of tasks: 1) customer, 2) organization. Concentrate on 1. Most visited pages, searches, user feedback, etc. #AEASEA

6:48 PM - 4 Apr 2016

   1



Anne Gibson
@perpendicularme

 Follow

Use feedback from social media that's not on your website. Check sites where they're talking about you. #AEASEA

6:48 PM - 4 Apr 2016

  2 



Anne Gibson
@perpendicularme

 Follow

Define the task. Not "coming to a car website", "buying a car". Don't build the task list from what we currently have #AEASEA

6:50 PM - 4 Apr 2016

   1



Anne Gibson

@perpendicularme

 Follow

Depending on the environment, the nature of a top task can change. If you're at the hospital you need treatment not symptoms [#AEASeattle](#)

6:53 PM - 4 Apr 2016



Christa Dickson

@IowaCodeNinja

 Follow

Once you determine your top tasks, you need to measure them with real people. [@gerrymcgovern](#) [#aeasea](#)

6:54 PM - 4 Apr 2016



Anne Gibson

@perpendicularme

 Follow

When you search "stomach pain" and the first result is "real stories: stomach cancer" well, that's not scary at all [#AEASeattle](#)

6:54 PM - 4 Apr 2016



Anne Gibson

@perpendicularme

 Follow

Nobody is responsible for the task "check symptoms". They're responsible for the components, but not the task [#AEASEA](#)

6:56 PM - 4 Apr 2016





Anne Gibson

@perpendicularme

 Follow

“We’ve now got type ahead!” “Stom-” “CANCER OF THE STOMACH”

GREAT now we get the wrong answer even faster! #AEASEA

6:57 PM - 4 Apr 2016

  1  1



Anne Gibson

@perpendicularme

 Follow

Let someone try to complete a well-formed task, 15-20 people, over Skype or whatever, and you’ll get useful results #AEASEA

6:58 PM - 4 Apr 2016

   1



Anne Gibson

@perpendicularme

 Follow

After making changes, measure again. Constantly try to reduce the time to complete the task #AEASEA

7:00 PM - 4 Apr 2016

  1 



Anne Gibson

@perpendicularme

 Follow

Really great development environments are constantly iterating and improving. It’s never finished, never static #AEASEA

7:00 PM - 4 Apr 2016

  1 



Anne Gibson
@perpendicularme

Follow

Measure time to task. Measure success. Measure # of support tickets. Link them! [#AEASEA](#)

7:02 PM - 4 Apr 2016



Anne Gibson
@perpendicularme

Follow

Linking cost of support tickets to the revision of registration leads to buy-in from senior leaders. [#AEASEA](#)

7:03 PM - 4 Apr 2016



Anne Gibson
@perpendicularme

Follow

The core underlying task on political sites are “join” and “donate” - they don’t change every year [#AEASEA](#)

7:04 PM - 4 Apr 2016



Anne Gibson
@perpendicularme

Follow

The greatest career move you can make is to understand people & what they want, make decisions for them & communicate it to the org [#AEASEA](#)

7:06 PM - 4 Apr 2016

