



zeldman
@zeldman

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

11:45 AM - Apr 3, 2017

17 [See zeldman's other Tweets](#)



Anne Gibson
@perpendicularme

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

12:02 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)



Paul Grant

@cssinate

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

12:04 PM - Apr 3, 2017

8 [See Paul Grant's other Tweets](#)



Anne Gibson

@perpendicularme

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

[#AEASEA](#)

12:03 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)



Anne Gibson

@perpendicularme

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

12:03 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)



Rebecca Watson

@RVivusArtDesign

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

12:04 PM - Apr 3, 2017

3 [See Rebecca Watson's other Tweets](#)



Anne Gibson

@perpendicularme

Interviewing colleagues is a very important part of design. [#AEASEA](#)

12:04 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)



Anne Gibson

@perpendicularme

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

12:04 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)

**Anne Gibson**

@perpendicularme

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

12:05 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)**Stephanie seaotta Drescher**

@seaotta

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

12:06 PM - Apr 3, 2017

1

[See !\[\]\(a8f9309f944226d1420f5fed22e2b6e6_img.jpg\) Stephanie seaotta Drescher's other Tweets](#)**Stephanie seaotta Drescher** @seaotta · Apr 3, 2017

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

**Stephanie seaotta Drescher**

@seaotta

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

[#aeasea](#)

12:07 PM - Apr 3, 2017

1

[See !\[\]\(a2bb1e57b467f1e41142026aa73db90f_img.jpg\) Stephanie seaotta Drescher's other Tweets](#)



Stephanie seaotta Drescher @seaotta · Apr 3, 2017

Replying to @seaotta

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



Stephanie seaotta Drescher
@seaotta

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

12:08 PM - Apr 3, 2017

1

See Stephanie seaotta Drescher's other Tweets



Anne Gibson
@perpendicularme

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

12:06 PM - Apr 3, 2017

See Anne Gibson's other Tweets



Anne Gibson
@perpendicularme

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

12:12 PM - Apr 3, 2017

See Anne Gibson's other Tweets

**Anne Gibson**

@perpendicularme

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

12:12 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)

**Anne Gibson**

@perpendicularme

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

12:13 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)

**Anne Gibson**

@perpendicularme

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

12:14 PM - Apr 3, 2017

3 [See Anne Gibson's other Tweets](#)

**Conor Meagher**

@conrmahr

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

12:14 PM - Apr 3, 2017

2 [See Conor Meagher's other Tweets](#)



Chad

@lingokid

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

12:14 PM - Apr 3, 2017

[See Chad's other Tweets](#)



A Brave New

@abravenew

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

12:14 PM - Apr 3, 2017

12

[See A Brave New's other Tweets](#)

**Anne Gibson**

@perpendicularme

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

12:15 PM - Apr 3, 2017

1 See Anne Gibson's other Tweets

**Stephanie seaotta Drescher**

@seaotta

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

12:16 PM - Apr 3, 2017

See  Stephanie seaotta Drescher's other Tweets**Stephanie seaotta Drescher**

@seaotta

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

12:16 PM - Apr 3, 2017

2 See  Stephanie seaotta Drescher's other Tweets**Anne Gibson**

@perpendicularme

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

12:16 PM - Apr 3, 2017

See Anne Gibson's other Tweets

**Anne Gibson**

@perpendicularme

Understand the needs of customers, prioritize highest value customers, reveal worthwhile goals [#AEASEA](#)

12:16 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)

**Anne Gibson**

@perpendicularme

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](#)

12:17 PM - Apr 3, 2017

2 [See Anne Gibson's other Tweets](#)

**Anne Gibson**

@perpendicularme

That observation drove looking at both makers and sellers of jewelry [#AEASEA](#)

12:18 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)

**Anne Gibson**

@perpendicularme

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

12:19 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)

**Anne Gibson**

@perpendicularme

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

12:20 PM - Apr 3, 2017

1 [See Anne Gibson's other Tweets](#)**Anne Gibson**

@perpendicularme

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

12:20 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)**Anne Gibson**

@perpendicularme

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

12:21 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)**Anne Gibson**

@perpendicularme

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

12:21 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)



G Bernard

@g_dibo

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

12:22 PM - Apr 3, 2017

[See G Bernard's other Tweets](#)



Anne Gibson

@perpendicularme

Professional photographers with exact positioning to swap bits of jewelry, not photoshop [#AEASEA](#)

12:23 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)



Anne Gibson

@perpendicularme

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](#)

12:23 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)



Anne Gibson

@perpendicularme

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

12:24 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)

**Anne Gibson**

@perpendicularme

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

12:25 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)**Anne Gibson**

@perpendicularme

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

12:26 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)**Anne Gibson**

@perpendicularme

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

12:29 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)**Anne Gibson**

@perpendicularme

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

12:29 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)



Anne Gibson

@perpendicularme

The customer responds to the feel of a brand [#AEASEA](#)

12:30 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)



jared bishop

@bishopart

Don't bother your users. [#aeasea](#)

12:31 PM - Apr 3, 2017

1 [See jared bishop's other Tweets](#)



Erin Walker (Joyce)

@E3Writing

"Ask as little as possible and tell them why you need it." [#aeasea](#)

12:31 PM - Apr 3, 2017

[See Erin Walker \(Joyce\)'s other Tweets](#)



Conor Meagher 

@conrmahr

"The fewer fields the more likely they will interact." - [@zeldman](#)
[#aeasea](#)

12:32 PM - Apr 3, 2017

1 [See Conor Meagher !\[\]\(c9e1e920cddd67a735eb18bb8f945873_img.jpg\)s other Tweets](#)

**Anne Gibson**

@perpendicularme

.@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

12:31 PM - Apr 3, 2017

1

[See Anne Gibson's other Tweets](#)**Anne Gibson**

@perpendicularme

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

12:32 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)**Anne Gibson**

@perpendicularme

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

12:33 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)**Anne Gibson**

@perpendicularme

Filters across the top look more like navigation, “here’s your flow!”
#AEASEA

12:33 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)

**Anne Gibson**

@perpendicularme

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](#)

12:34 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)**jared bishop**

@bishopart

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

12:34 PM - Apr 3, 2017

1

[See jared bishop's other Tweets](#)**Anne Gibson**

@perpendicularme

Low-res jpgs sized up get fuzzy [#AEASEA](#)

12:34 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)**Stephanie seaotta Drescher**

@seaotta

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

12:34 PM - Apr 3, 2017

[See !\[\]\(05d7b7f617db3de11fa7dc88282e6e34_img.jpg\) Stephanie seaotta Drescher's other Tweets](#)



Anne Gibson

@perpendicularme

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

12:35 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)



Anne Gibson

@perpendicularme

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

12:35 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)



Anne Gibson

@perpendicularme

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

12:36 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)



Anne Gibson

@perpendicularme

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

12:37 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)



Anne Gibson

@perpendicularme

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

12:38 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)



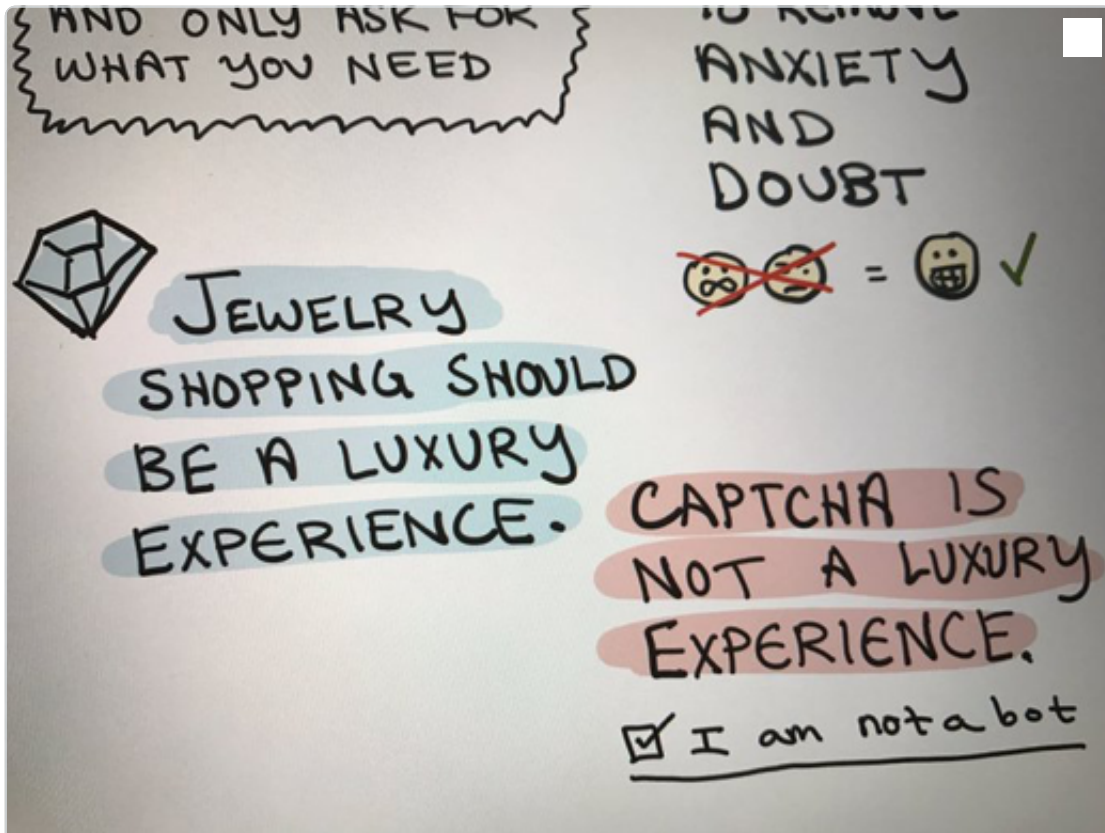
Anne Gibson

@perpendicularme

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

12:39 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)



Krystal Higgins

@kryshiggins

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

12:42 PM - Apr 3, 2017

30

[See Krystal Higgins's other Tweets](#)



Anne Gibson

@perpendicularme

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

12:43 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)

**Anne Gibson**

@perpendicularme

“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](#)

12:43 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)**Anne Gibson**

@perpendicularme

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

12:44 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)**Anne Gibson**

@perpendicularme

Govberg jewelers - immediate onscreen takeover before you can see the product. “When you go back you’re going to fix that right?”
[#AEASEA](#)

12:45 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)**Rebecca Watson**

@RVivusArtDesign

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

12:45 PM - Apr 3, 2017

[See Rebecca Watson's other Tweets](#)

**Josh Vickerson**

@joshvickerson

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

12:46 PM - Apr 3, 2017 · Belltown, Seattle

11 [See Josh Vickerson's other Tweets](#)

**Anne Gibson**

@perpendicularme

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

12:46 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)

**Anne Gibson**

@perpendicularme

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

12:46 PM - Apr 3, 2017

2 [See Anne Gibson's other Tweets](#)

**Anne Gibson**

@perpendicularme

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

12:47 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)



Stephanie seaotta Drescher
@seaotta

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

[#aeasea](#)

12:48 PM - Apr 3, 2017

See  Stephanie seaotta Drescher's other Tweets



Anne Gibson
@perpendicularme

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

12:48 PM - Apr 3, 2017

See Anne Gibson's other Tweets



Anne Gibson
@perpendicularme

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

12:48 PM - Apr 3, 2017

See Anne Gibson's other Tweets



Krystal Higgins

@kryshiggins

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

12:50 PM - Apr 3, 2017

217 147 people are talking about this



Anne Gibson

@perpendicularme

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

12:51 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)

**Anne Gibson**

@perpendicularme

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

“Me and BVLGARI!” #AEASEA

12:52 PM - Apr 3, 2017

1 See Anne Gibson's other Tweets

**Anne Gibson**

@perpendicularme

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

12:52 PM - Apr 3, 2017

See Anne Gibson's other Tweets

**Stephanie seaotta Drescher**

@seaotta

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

12:53 PM - Apr 3, 2017

1 See Stephanie seaotta Drescher's other Tweets

**Anne Gibson**

@perpendicularme

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

12:54 PM - Apr 3, 2017

See Anne Gibson's other Tweets

**Anne Gibson**

@perpendicularme

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

12:55 PM - Apr 3, 2017

1

[See Anne Gibson's other Tweets](#)**Conor Meagher**

@conrmahr

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

12:55 PM - Apr 3, 2017

[See Conor Meagher's other Tweets](#)**Anne Gibson**

@perpendicularme

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

12:56 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)**Anne Gibson**

@perpendicularme

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

12:56 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)



 **Stephanie seaotta Drescher**
@seaotta

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

12:56 PM - Apr 3, 2017

See  Stephanie seaotta Drescher's other Tweets



Conor Meagher 
@conrmahr

"Listen and ask questions." - [@zeldman](#) [#aeasea](#)

12:56 PM - Apr 3, 2017

See Conor Meagher 's other Tweets



 **Stephanie seaotta Drescher** [@seaotta](#) · Apr 3, 2017

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



 **Stephanie seaotta Drescher**
@seaotta

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

12:56 PM - Apr 3, 2017

1 See  Stephanie seaotta Drescher's other Tweets

**Anne Gibson**

@perpendicularme

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

12:57 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)**Anne Gibson**

@perpendicularme

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

12:58 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)**Anne Gibson**

@perpendicularme

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

12:59 PM - Apr 3, 2017

1 [See Anne Gibson's other Tweets](#)**Anne Gibson**

@perpendicularme

Both data and instincts are necessary for design. #AEASEA

12:59 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)



Anne Gibson

@perpendicularme

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

1:00 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)



Anne Gibson

@perpendicularme

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

1:00 PM - Apr 3, 2017

[See Anne Gibson's other Tweets](#)

CRAFT IS WHERE LABOR MEETS LOVE



jared bishop

@bishopart

[#aeasea](#)

1:00 PM - Apr 3, 2017

[See jared bishop's other Tweets](#)

**Erin Walker (Joyce)**

@E3Writing

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

1:01 PM - Apr 3, 2017

7 See Erin Walker (Joyce)'s other Tweets

**Anne Gibson**

@perpendicularme

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

1:01 PM - Apr 3, 2017

1 See Anne Gibson's other Tweets

**Anne Gibson**

@perpendicularme

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

1:02 PM - Apr 3, 2017

See Anne Gibson's other Tweets

**Anne Gibson**

@perpendicularme

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

1:03 PM - Apr 3, 2017

3 See Anne Gibson's other Tweets

**Josh Vickerson**

@joshvickerson

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

1:04 PM - Apr 3, 2017 · Belltown, Seattle

6

[See Josh Vickerson's other Tweets](#)**Ben Roach**

@benr0ach

.[@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](#)

1:04 PM - Apr 3, 2017

21

[See Ben Roach's other Tweets](#)**Luke Wroblewski**

@lukew

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

my notes from [@zeldman](#) talk at [#aeasea](#)

1:05 PM - Apr 3, 2017

**LukeW I An Event Apart: From Research to Red...**lukew.com

88

[32 people are talking about this](#)



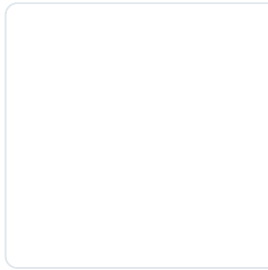
WebActiv

@webactiv

research in the design process: ln.is/UUVNd

my notes from [@zeldman](#) talk at [#aeasea](#) by [#zeldman](#) via [@c0nvey](#)

2:03 PM - Apr 3, 2017



LukeW | An Event Apart: From Research to Red...

lukew.com

1

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