

DESIGN FOR THE USER

HYPER ISLAND 2020

DESIGN THINKING

DITTE HAMMARSTRÖM

**If you're not motivated to learn, you
won't learn. Even if you know it's
something you need to learn. The
need is optional, but the want is not**

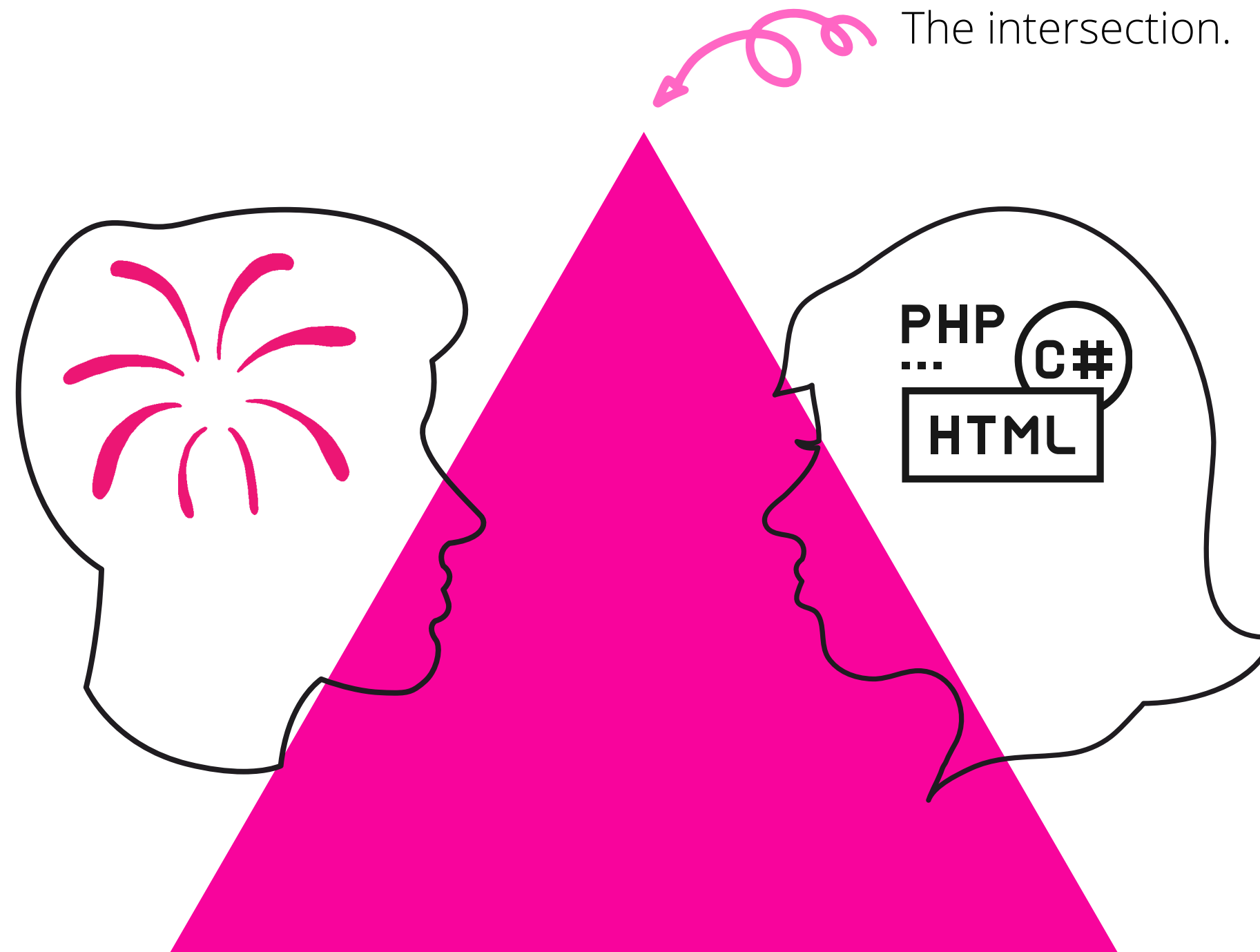
**Design for the user - the user is
us the human race. We are
creators of our own future, every
line of code counts.**

Ditte Hammarström, Snowfire

**Design isn't how it looks,
it is actually how it works**

Steve Jobs, Apple

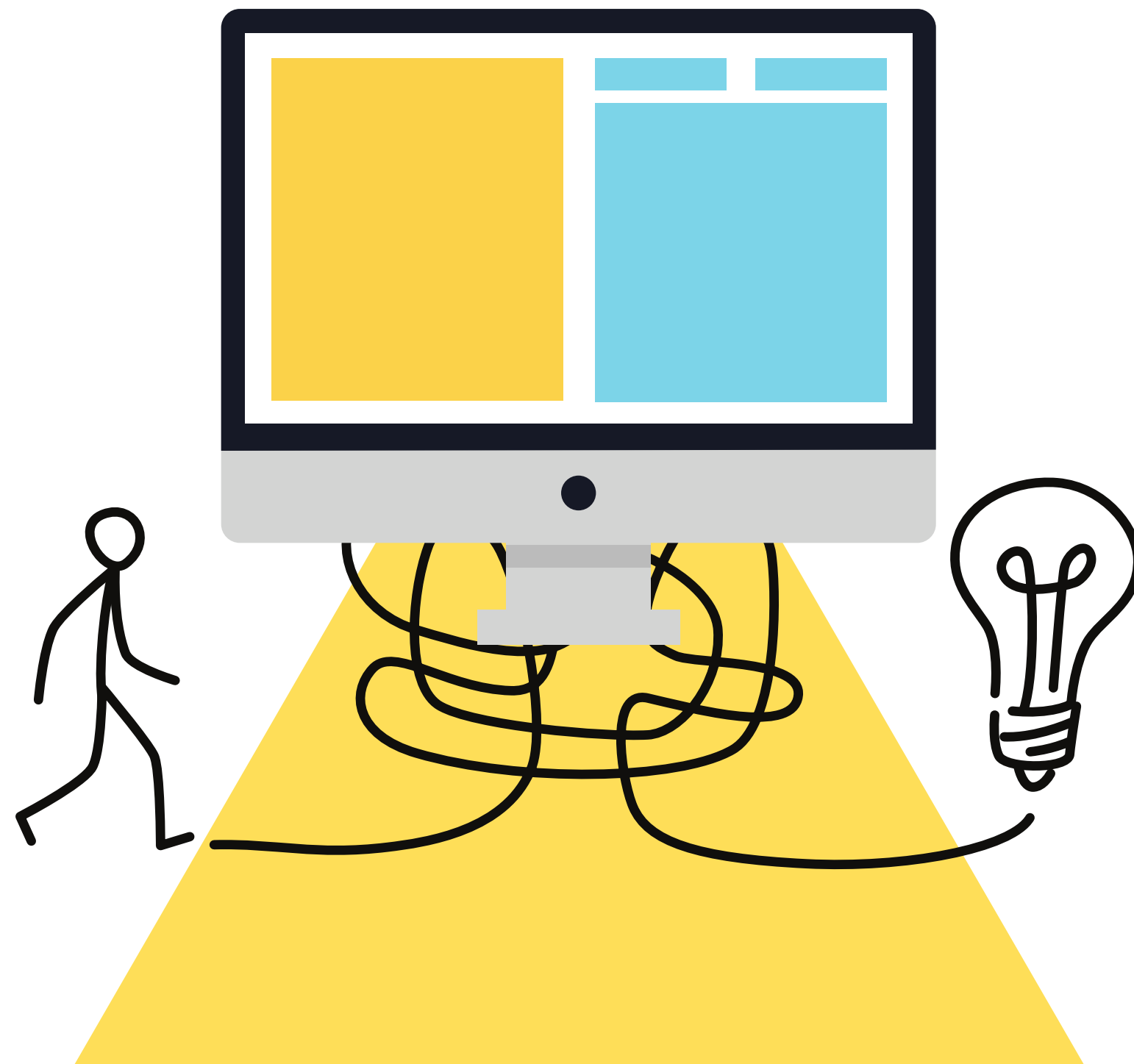
1. Are developers from Mars and designers from Venus?



2. Understanding our clients?



3. Removing clutter & enhance conversions



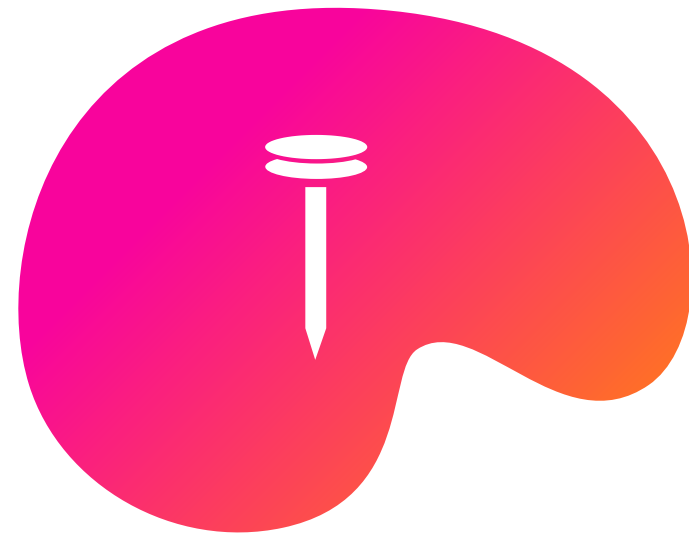
Why do companies have a website?

**"I want to be challenged, I want to be
confused and mesmerized with new ideas"**

"I want a landing page with a "gen-z luxury vibe", that could explain to a 3-year-old what we're doing and what value we bring to the market"

The Snowfire NUF Method

NAIL - UNDERSTAND - FEEL



**NAIL the scope
of the project**



**UNDERSTAND
your role & what
to deliver**



**What does the
users want to
FEEL**

- **Design for trust**
- **Design for all 5 senses**
- **Design for clearance**



Rapidly build modern websites without ever leaving your HTML.

A utility-first CSS framework packed with classes like **flex**, **pt-4**, **text-center** and **rotate-90** that can be composed to build any design, directly in your markup.

Get started

\$ npm install tailwindcss



"Tailwind CSS is the only framework that I've seen scale on large teams. It's easy to customize, adapts to any design, and the build size is tiny."

Sarah Dayan
Staff Engineer, Algolia

```
1 <figure class="md:flex bg-gray-100 rounded-xl p-8 md:p-0">
2   <img class="w-32 h-32 md:w-48 md:h-auto md:rounded-none rounded-full m-4" />
3   <div class="pt-6 md:p-8 text-center md:text-left space-y-4">
4     <blockquote>
5       <p class="text-lg font-semibold">
6         "Tailwind CSS is the only framework that I've seen scale
7         on large teams. It's easy to customize, adapts to any design,
8         and the build size is tiny."
9       </p>
10    </blockquote>
11    <figcaption class="font-medium">
12      <div class="text-cyan-600">
13        Sarah Dayan
14      </div>
15      <div class="text-gray-500">
16        Staff Engineer, Algolia
17      </div>
18    </figcaption>
19  </div>
20 </figure>
21
```

What is a well-built website?

Discussions in small groups