

13

STEPS TO A BETTER DESIGN

"It's never too late to be what you could have been." - George Eliot



It is about how to control the process

It is for you if you work in the marketing department

You can easily apply the steps

It is the way to a better design

1

START WITH A BREAK

Detach yourself, get away from the computer, look for a different place from where you usually work, take a pencil, a white paper, put away your worries and phone. **Think big!** You can change the world! Turn this project into the coolest experience of the moment. With the right mindset, you can change the world or at least your universe.

2

MAKE A PLAN

Ok, you've dreamt enough! Write down a plan. Think about **stakeholders (public)**, **objectives** and how you can create a super experience for the audience trying to reach the objectives. The key to this stage is **understanding the stakeholders (public)**. If you don't know them well enough, it is time to go and do it.

3

THINK BIG

There are no limits! Write down the boldest way to conquer your stakeholders (public). There isn't a good or a bad way. There is only the idea of courage or its lack. Gather as many ideas as possible.

4

WITH WHOM DO YOU COMMUNICATE?

Maybe you already know your public or not. Either way, write down information about them, what they want, how they interact (offline, digital). **Speak with at least 3 people** to validate your ideas and build at least a persona - **build personas** (find out about personas here - <https://www.hubspot.com/make-my-persona>).

5

GO BACK TO THE BRAND

You have a plan, you have already a design line, it's very well. But is time to go back to the objectives. One of them is to connect your endeavor to **the brand**. To what extent, what you've created follows **brand elements?** What about **style guide elements?** Line them up! It's not easy, but from here you can get some even cooler ideas.

6

CREATE A CONCEPT

Good, you already have lots of ideas and a number of sketches. **Turn them into a concept**. In this stage, you will have to simplify, to refine keeping in mind the audience.

7

CREATE THE PROTOTYPE

Too many analysis steps, strategic thinking, and sketches. It's time to give life to the concept. Create a sample, **the prototype**, on which you can get **the first round of feedback**.

8

INVESTIGATE

Take 2-3-4 days of **analysis and reflection**. Ask for **feedback, discuss, analyze**. Don't rush this stage! It's an essential period to find that genius element.

9

SIMPLIFY

You've probably gathered a good round of feedback and you have some new ideas. Go back to stage 3, think about the audience and **simplify, simplify, simplify**.

10

MOVE FORWARD

You already have all the information, move forward and **create what you have gathered until now**, especially what you've learned in stage 8. It will be an upward way.

11

STEP ASIDE

Take a break and look back! Is what you've created clear enough, simple enough, suitable enough for **your stakeholders (public)**? Does it address to them? **Simplify!**

12

VALIDATE OR GO BACK TO STEP 10

Step 11 is important, treat it with **sincerity and responsibility**. If everything is well, go even further and finish the project. If not, go back to step 10.

13

THE JOY OF THE END

There you are, you've reached the end. You've made a material that is relevant for your stakeholders (public), able to inspire and to make a change. Perfect, next time it will be easier and better. Don't stop thinking big!

ABOUT

SUBJECT: Design

AUTHOR: Toud

INFOGRAPHIC: Toud

WEBSITE: toud.eu