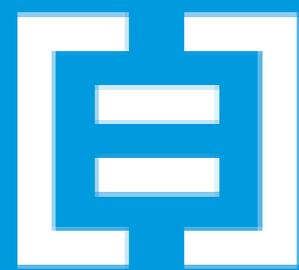


# Validate your dreams

**Chris Atherton**    **@finiteattention**

 **EQUAL  
EXPERTS**

# Welcome to Glasgow





**Never gaunnae gie ye up, but**



# **Tweeting?**

**Use #tcuk09**

# McDonald's Fries the Holy Grail for Potato Farmers

Wednesday, September 23, 2009  
Associated Press



# Escaped wallaby caught using huge fishing net

🕒 13 April 2012 | [Edinburgh, Fife & East Scotland](#)

MARCH 13, 2013, 9:45 AM | 🗨️ 12 Comments

# Researchers Find 25 Countries Using Surveillance Software

By NICOLE PERLROTH

# White House Says Bears Part Of Blame For Senate Loss

By REUTERS  
Published: January 20, 2010

Filed at 2:34 p.m. ET



## Science & Environment

# Scientists count whales from space

By Jonathan Amos  
Science correspondent, BBC News

🕒 12 February 2014 | [Science & Environment](#)



Australasia

# **Snake in cereal: Man rattled by python found coiled up and hiding in his box of cornflakes**

# CBS article on illiteracy riddled with spelling errors, punctuation mistakes

*Posted at 9:50 pm on March 7, 2013 by Twitchy Staff | [View Comments](#)*

# CBS article on illiteracy riddled with spelling errors, punctuation mistakes

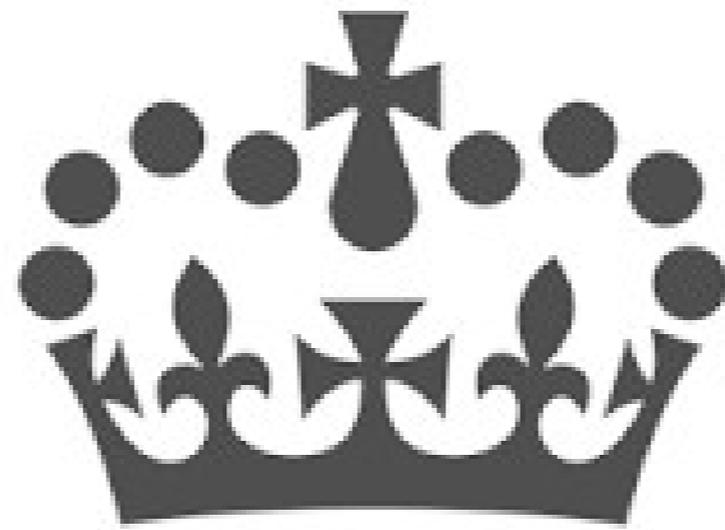
*Posted at 9:50 pm on March 7, 2013 by Twitchy Staff | [View Comments](#)*

whatevs

**the point of a good UI is  
to  
not make you think  
about it**

**we geek out on this  
stuff**

**so others don't have to**



GOV.UK

**“there is an important tension  
between information citizens need  
and are actively seeking,  
and information government is  
promoting”**

**— Martha Lane Fox**

**“[GOV.UK] should be the citizens’ champion with sharp teeth”**

**— Martha Lane Fox**

## Blog

# Government Digital Service

Organisations: [Government Digital Service](#), [Cabinet Office](#)

## About the Government Digital Service

The [Government Digital Service](#) is leading the digital transformation of government, making public services digital by default, and simpler, clearer and faster to use.

We work in small, agile [teams](#) of developers, designers, content people and others. We build a minimum viable product quickly, then [iterate wildly](#) – always asking how we can make things better for [users](#), who are at the centre of everything we do.

We designed, built and run [GOV.UK](#), the best place to find government information and services. We built the alpha in about 10 weeks, and the website has received 2 billion visits in the 2 years since going live.

But we're not just about websites. We're working with the rest of government



---

## Government Digital Service

The Government Digital Service (GDS) is leading the digital transformation of government.

[Find out more.](#)

## What we do

---

## Work for us

[Find out about current vacancies at GDS](#)

[Follow @UKGovDigiJobs](#)

# Welcome to GOV.UK

The best place to find government services and information  
**Simpler, clearer, faster**

Search GOV.UK



Search

Popular on GOV.UK

[Universal Jobmatch job search](#)

[Renew vehicle tax](#)

[Log in to student finance](#)

[Book your theory test](#)

[Employment and Support Allowance](#)

## [Benefits](#)

Includes tax credits, eligibility and appeals

## [Births, deaths, marriages and care](#)

Parenting, civil partnerships, divorce and Lasting Power of Attorney

## [Business and self-employed](#)

Tools and guidance for businesses

## [Childcare and parenting](#)

Includes giving birth, fostering, adopting, benefits for children, childcare and schools

## [Citizenship and living in the UK](#)

Voting, community participation, life in the UK, international projects

## [Crime, justice and the law](#)

Legal processes, courts and the police

## [Disabled people](#)

Includes carers, your rights, benefits and the Equality Act

## [Driving and transport](#)

Includes vehicle tax, MOT and driving licences

## [Education and learning](#)

Includes student loans, admissions and apprenticeships

## [Employing people](#)

Includes pay, contracts and hiring

## [Environment and countryside](#)

Includes flooding, recycling and wildlife

## [Housing and local services](#)

Owning or renting and council services

## [Money and tax](#)

Includes debt and Self Assessment

## [Passports, travel and living abroad](#)

Includes renewing passports and travel advice by country

## [Visas and immigration](#)

Visas, asylum and sponsorship

## [Working, jobs and pensions](#)

Includes holidays and finding a job

**“digital services so  
good, people prefer to  
use them”**

DESIGN  
MUSEUM

DESIGNS OF  
THE YEAR  
2013

DESIGN OF THE YEAR  
GOV.UK  
Government Digital Service

 [Home](#) > [Feature](#) > [Strategy](#) > [Government](#)

# The future of GDS: Life after Mike Bracken and Francis Maude

by [Roland Moore-Colyer](#) 07 Aug 2015

**GOV.UK** *fairy* **dust**



brucesterling

Government Digital Service

# Design Principles

Listed below are our design principles and examples of how we've used them so far. These build on and add to, our original 7 digital principles.

- 1 **Start with needs\***
- 2 **Do less**
- 3 **Design with data**
- 4 **Do the hard work to make it simple**
- 5 **Iterate. Then iterate again.**
- 6 **Build for inclusion**
- 7 **Understand context**
- 8 **Build digital services, not websites**
- 9 **Be consistent, not uniform**
- 10 **Make things open: it makes things better**

<https://www.gov.uk/design-principles>

\*They're just the British government, what the heck do they know

82 notes



**do the hard work  
to make it simple**

**content anyone can  
understand**

**Home Office**

**Visas and Immigration**

## Home

### Visas and immigration

Do you need a visa?

General visa information

Visiting the UK

Studying in the UK

### Working in the UK

High-value migrants

> **Skilled workers**

Temporary workers

Other categories

UK ancestry

Partners and families

In transit through the UK

Diplomats, government officials and members of governments

While you are in the UK

Settling in the UK

## European nationals

## Skilled workers

### Working in the UK

- > Tier 2 priority applications
- > Tier 2 (General)
- > Tier 2 (Minister of religion)
- > Tier 2 (Sportsperson)
- > Tier 2 (Intra company transfer)
- > Work permits (closed category)
- > Ministers of religion, missionaries and members of religious orders (closed category)
- > Members of airport-based operational ground staff of an overseas-owned airline (closed category)

This section contains information about the routes available to skilled workers who have been offered jobs in the UK.

If you are a national of a country in the European Economic Area (EEA) or Switzerland, the [European nationals](#) section describes your right to work in the UK.

If you are a national of a country outside the EEA or Switzerland (except Turkey - see below), you will need to apply under **Tier 2 of the points-based system**. You must:

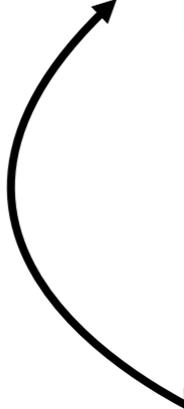
- have a job offer from a licensed sponsor and a valid certificate of sponsorship; and
- pass a points-based assessment.



**“yes, but what is the user  
need?”**

**“yes, but what is the user  
need?”**

annoying and powerful





Home News

# Home Office ordered to bring back migrant mother and five-year-old son deported to Nigeria

Exclusive: Landmark ruling challenges policy of 'deport first, appeal later'

Maxine Frith | Wednesday 22 April 2015 00:00 BST |  92 comments

**“yes, but what is the user  
need?”**

# Documents

## Mandatory documents

These documents are mandatory, so you must send them in for your application to be processed. Tick the box to agree that you will send in each document:

The biometric residence permit for Ms Bob Smith

A Passport photo for Ms Bob Smith

Your passport photo must:

- have the applicant's name written on the back
- meet all of the [passport photo requirements](#)

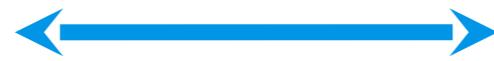
The Australia Passport for Ms Bob Smith



**You have 15 days to send in these documents. If you do not, your application may be rejected.**

Save and continue

**idealism**



**pragmatism**

**compromise**

**... but as little as you  
can**

**you can shift the  
discourse**

**dream big!**

to the

# Moon



▶ ⏩ 🔊 1:14 / 54:58



## To The Moon - Russ Olsen



GOTO Conferences

▶ **Subscribe** 18,734

2,391

**dreams are not enough**

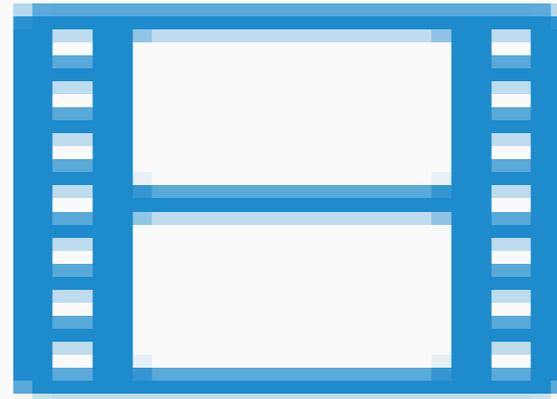
**“The network now so obviously and explicitly extends beyond the bounds of any individual being able to say anything useful or conclusive on or about it in isolation, that telling someone your opinion is like telling them about your dreams.”**

**— James Bridle,  
[happenstanceproject.com/blog](http://happenstanceproject.com/blog)**

**“telling someone your  
design/content/UI/UX  
opinion is like telling  
them your dreams”**

**“In God we trust.  
All others must bring  
data.”**

**— William Edwards Deming**



**start with one user**

**“No battle plan  
survives contact with  
the enemy”**

**— Field Marshall Helmuth von Moltke the Elder**

**“No design survives  
contact with the user”**

**if you talk to one user  
you will learn  
something**

**BETA:** This is a trial service

- 1. Start
- 2. Application**
- 3. Documents
- 4. Declaration
- 5. Pay
- 6. Download

## Your name

What is your name, as it appears in your current passport or travel document?

Title

Ms



Given names

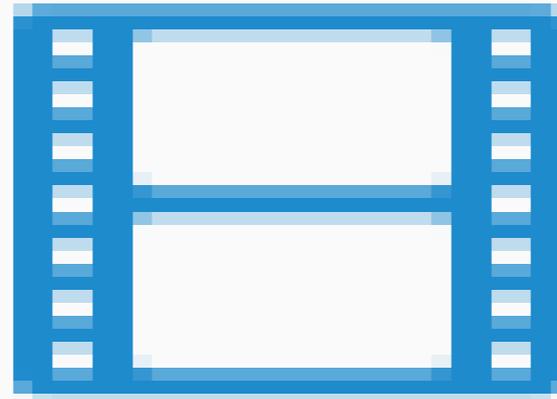
Bob

Family name

Smith

**“I only have one name”**

**“single name”**



**BETA:** This is a trial service

1. Start   **2. Application**   3. Documents   4. Declaration   5. Pay   6. Download and print

## Your name

What is your name, as it appears in your current passport or travel document?

Title

Ms

Given names

Bob

Family name

Smith

▼ [I'm not sure how to enter my name](#)

You should enter your name as it appears on your passport.

- if you have middle names, include these with your given name
- if your name has a suffix (eg *Jr.*), include this with your given name

▶ [I don't have a given and family name — my name is one word](#)

Save and continue

**“I’m not sure about X”  
is a great design  
pattern**

**@edwardhorsford**



@katyarnie :)



**nobody imagined  
it would take  
4 iterations**



**you can do a lot  
with very little**

**5 minutes**

**bribery is totally legit**

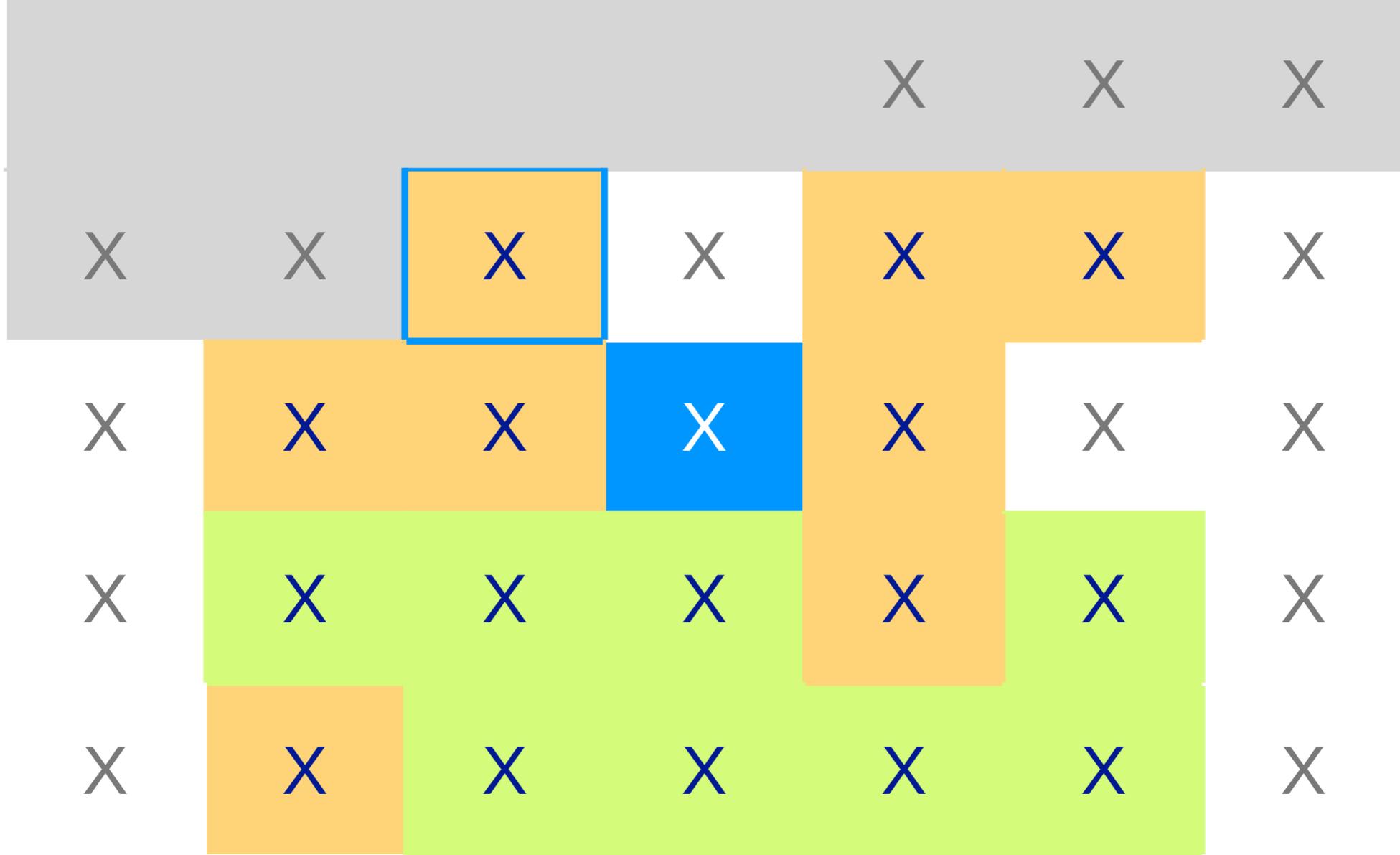




**get out of the building**



**get proxy users if you  
have to**



**abstract the principles**  
**if you have to**



## Clown product catalogue

---

This is the catalogue that shows all clown products available.

View

Manage

### Custard Pie products

Name	Description	Last edited	Version	
<a href="#">Custard Pie 6 months</a>	Entitles clowns to 6 months of getting a pie in the face.	1/5/13	1.2	<a href="#">View edit history</a>
<a href="#">Custard Pie 12 months</a>	Entitles clowns to 12 months of getting a pie in the face, but only if they have small feet.	19/11/12	2.0	<a href="#">View edit history</a>
<a href="#">Custard Pie 12 months - Big Shoes version</a>	Entitles clowns to 12 months of getting a pie in the face, even if they have enormous clown feet.	1/5/13	2.0	<a href="#">View edit history</a>

### Squirty Bow Tie products



[starbucks.com](https://www.starbucks.com)

...always

A always

B be

~~C closing~~

A

st

**learning**



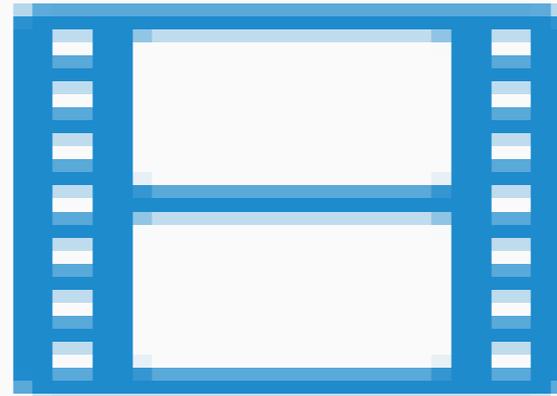
**there are no stupid  
users;  
only untested  
UI/content**

**check your ego**

**you are now free to  
focus on the important  
stuff**



**share your findings...**



**(show, don't tell)**

CHINA  
MVP

DAYS...

3 3

TO AMAZE.....

POINTS

1 6 8

**1. reduce project risk**

A photograph of three people sitting around a light-colored wooden table in a meeting room. On the left, a woman with short blonde hair, wearing a white button-down shirt and a lanyard, is smiling and making a peace sign with her right hand. In the center, a man with short dark hair, wearing a blue button-down shirt and a lanyard, is smiling and making a peace sign with his right hand. On the right, a man with long dark hair and glasses, wearing a dark button-down shirt and blue jeans, is smiling broadly and making a peace sign with his right hand. The table in front of them has several items: a brown paper cup with the word 'EAT' on it, a light blue cup, and a white mug. The background features a whiteboard on a stand and a wall-mounted device. The overall atmosphere is casual and positive.

**2. become a better  
user advocate**

A photograph of three people sitting at a light-colored wooden table in a meeting room. On the left, a woman with short blonde hair, wearing a white shirt and a lanyard, is smiling and making a peace sign with her right hand. In the center, a man with short dark hair, wearing a blue button-down shirt and a lanyard, is smiling and making a peace sign with his right hand. On the right, a man with long dark hair and glasses, wearing a dark blue button-down shirt and a lanyard, is smiling broadly and making peace signs with both hands. The table in front of them has several items: a brown paper cup with 'EAT' written on it, a light blue cup, and a white mug. The background features a whiteboard on a stand and a white wall with a light fixture.

**2. become a better  
user advocate**

even if by mistake

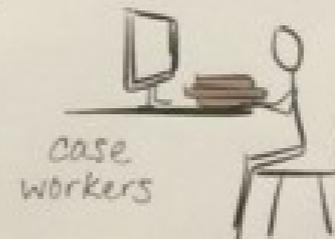
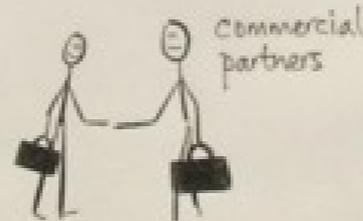
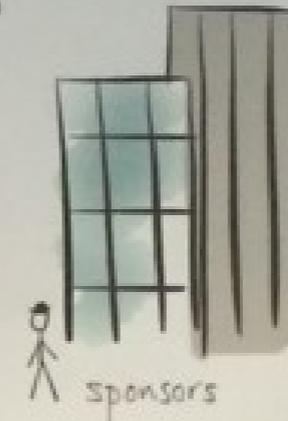
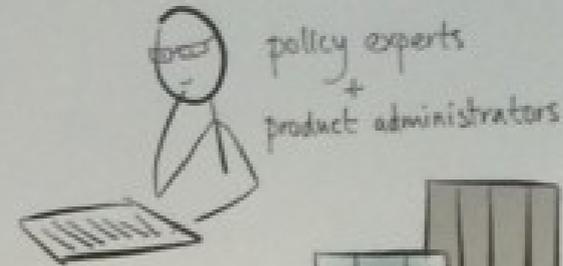
# 3. reinvest all good will

## Successful deployment: Online Visa Application

Everything we've built  
is focused on user needs



office



Immigration Platform Technologies (IPT) Programme



**4. no longer a team of one**

**you can't test every edge  
case,  
but you can be kind**

**people don't visit  
GOV.UK for fun**

**“How can we take our users’ vulnerabilities, triggers, and touchy subjects into account when we don’t even know what they are?”**

**— Sara Wachter-Boettcher  
@sara\_ann\_marie**

# War crimes

In either peace or war time have you ever been involved in, or suspected of involvement in, war crimes, crimes against humanity, or genocide?

War Crimes are grave breaches of the Geneva Conventions committed during an armed conflict. This includes an internal armed conflict and an international armed conflict.

The types of acts that may constitute a war crime include

- wilful killing
- torture
- extensive destruction of property not justified by military necessity
- unlawful deportation
- the intentional targeting of civilians
- the taking of hostages
- Crimes against humanity
- Acts committed at any time (not just during armed conflict) as part of a widespread or systematic attack, directed against any civilian population with knowledge of the attack. This would include offences such as murder, torture, rape, severe deprivation of liberty in violation of fundamental rules of international law and enforced disappearance of persons
- Genocide
- Acts committed with intent to destroy, in whole or in part, a national, ethnic, racial or religious group

This guidance is not exhaustive. The full definitions of war crimes, crimes against humanity and genocide can be found in Schedule 8 of the International Criminal Court Act 2001 at [legislation.gov.uk](https://www.legislation.gov.uk). It is your responsibility to satisfy yourself that you are familiar with the definitions and can answer the questions accurately.

Yes

No

BETA: This is a trial service

1. Start **2. Application** 3. Documents 4. Declaration 5. Pay 6. Download and print

## Your name

### You're doing it wrong

- If you'd done it right, you wouldn't be having this problem

What is your name, as it appears in your current passport or travel document?

Title:

Mr

Given names:

Monster

Family name:

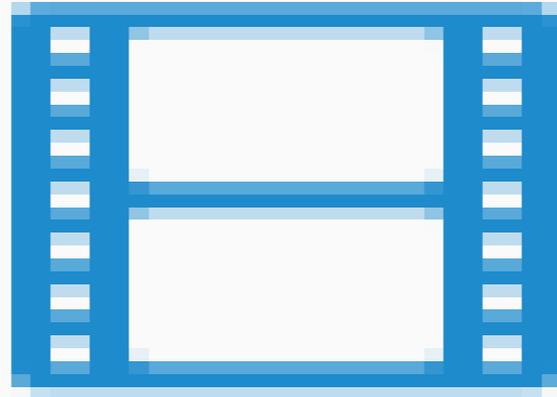
Munch

**spending quality time with  
users  
will make you kinder**



**you will feel happier  
in your job**

**the value you bring  
will be more visible**



**you will feel  
uncomfortable, but ...**

**1. introverts have a leg  
up on usability testing**



**2. people are surprisingly awesome**



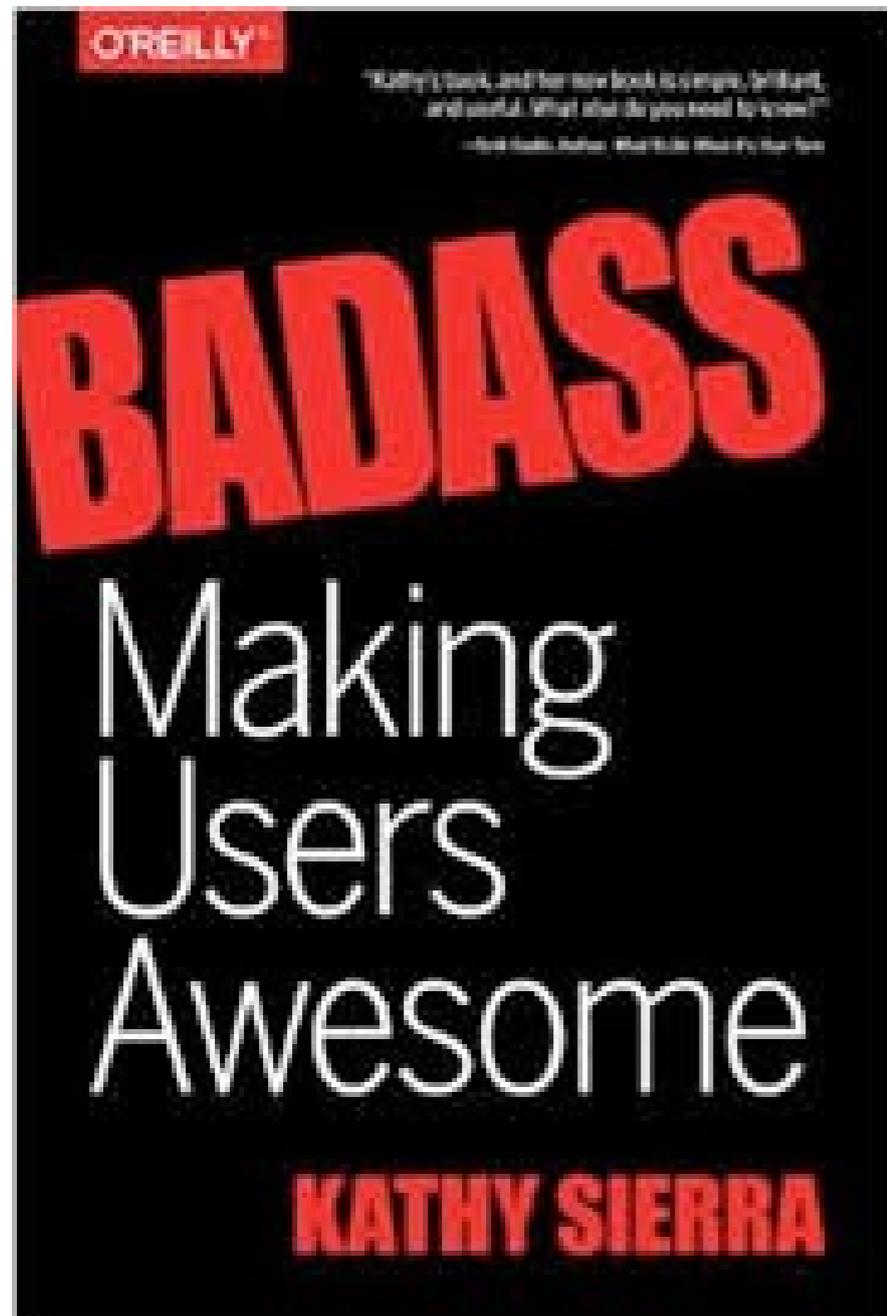
**3. it hurts less if you  
share it**

**4. healthy discomfort**

**is**

**where we do our best**

**work**



**do the hard work  
to make it simple**

**you can shift the  
discourse**

**what would you do differently  
if you knew you were  
the user's only advocate?**

**y'all are nerdy**

**own it**

**use it**

**keep geeking out  
on this stuff  
so others don't have to**

**“Never doubt that a small  
group of thoughtful,  
committed citizens  
can change the world. Indeed,  
it is the only thing that ever  
has.”**

**— Margaret Mead**



Leisa Reichelt

Published

March 11, 2015

@leisa

in soft skills

# Don't give up.

Don't give up.

Don't let yourself be convinced that this is just the way it has to be.

Don't stop asking questions.

Do ask for what you need to do the job well.

Do trust your instincts and your experience.

Pay attention to red flags.

Work with people who care.

Conduct experiments.

Don't take yourself too seriously.

Remember that confidence and competence are not always related.

Always be learning.

Ask dumb questions.

Maintain naivety.

Be able to explain what you're doing to a five year old.

Make sure you know why you're doing it.

Your life is a design project.

There are many possible solutions.

Don't just accept the default settings,

be creative, imagine alternatives.

Don't give up.

*I wrote this for the Pastry Box at the end of 2012 and accidentally stumbled on it today. I still say most of these things to myself most weeks.*

**keep dreaming,  
keep validating**

**Thank you!**

**[catherton@equalexperts.com](mailto:catherton@equalexperts.com)**

**@finiteattention**

