Seating Chart

DESIGNERS

DEVELOPERS

DESIGNERS & DEVELOPERS
Sitting in a Tree

DAN RUBIN   STEVE SMITH

DESIGNER

DAN RUBIN

DEVELOPER

STEVE SMITH

Why are we here?

I'm not included in the process.

1. *Brainstorm together before design begins.*

2. *Get input from developers during design process.*

3. *Review design internally before presenting.*

You think all I do is draw pictures.

1. *Discuss problems to be solved by design at the beginning.*

2. *Evaluate solutions during internal design reviews.*

3. *Explain how you arrive at design decisions.*

That's going to take forever to build.

1. *Speak up—let designers know what's causing problems.*

2. *Decide together if the functionality is really needed.*

3. *Often, the extra work results in a better product.*

You broke my awesome design.

1. *Understand the constraints of the medium.*

2. *Explain why you want things a certain way.*

3. *Find compromise when things aren't perfect.*

Solutions for everyone.

Collective Brainstorming.

Blur the lines between Design & Development.

Encourage collaboration.

Learn how to trust.

Ask questions (and learn how to answer them).

Be a teacher.

Hire better people.

Thanks!