
DESIGNING

WITHOUT

DATA

DATA IS GOOD



GOV.UK

37signals



BUT WE LIVE IN

REALITY

NO
PROJECT
IS
PERFECT

BUT, WHAT'S

DATA?

PERSONAS USER STORIES ANECDOTAL
EVIDENCE STATISTICS EXISTING WORK
PRINTED PUBLICATIONS SURVEY
RESULTS ANALYTICS STAKEHOLDER
INTERVIEWS COMPETITOR ANALYSIS
WIREFRAMES SKETCHES BUSINESS
PLANS ANNUAL REPORTS USER
JOURNEY MAPS

SPOT THE

WARNING SIGNS

FILL THE
GAPS

**BEG,
BORROW
& STEAL**



ANALYTICS

WITH EVERYTHING

INSPECT



TIME TO BUY A

BUTTLOAD

OF COFFEE



IN THE ABSENCE OF

DATA

DESIGNERS, MEET

YOUR GUT

EVERY JOB IS A

SALES JOB

WIN SOME

LOSE SOME

MOVE ON

MAKE

PROTOTYPES

WIN ARGUMENTS

BUILD EARLY

TEST OFTEN

GET OUT OF

JAIL FREE

IN

SUMMARY

UM, CHEERS!

MYNAMEISMARTIN.COM

@WRIGHTMARTIN