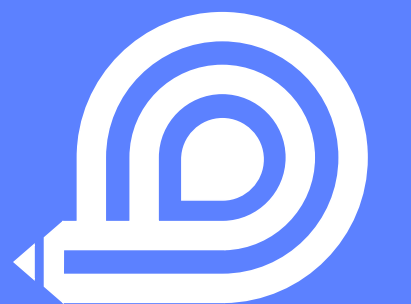


Goal~Oriented Design

How to approach design projects to go **Beyond Aesthetic Success.**



Biography.

- Digital Designer for 25 Years
- Creative Director For The Last 5 Years
- BFA - Marysville University - St. Louis
- Podcast - DraftRoom.show
- Portfolio - TomPatrickPatterson.com/DWH

Huck!

*Tom
Patterson*



The Why?

- What Is My Purpose?

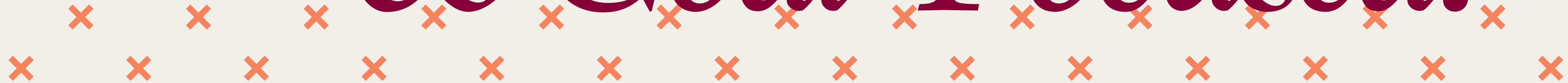
*Your
North
Star*

Designers Are Problem Solvers

- 3 Takeaways From This Discussion

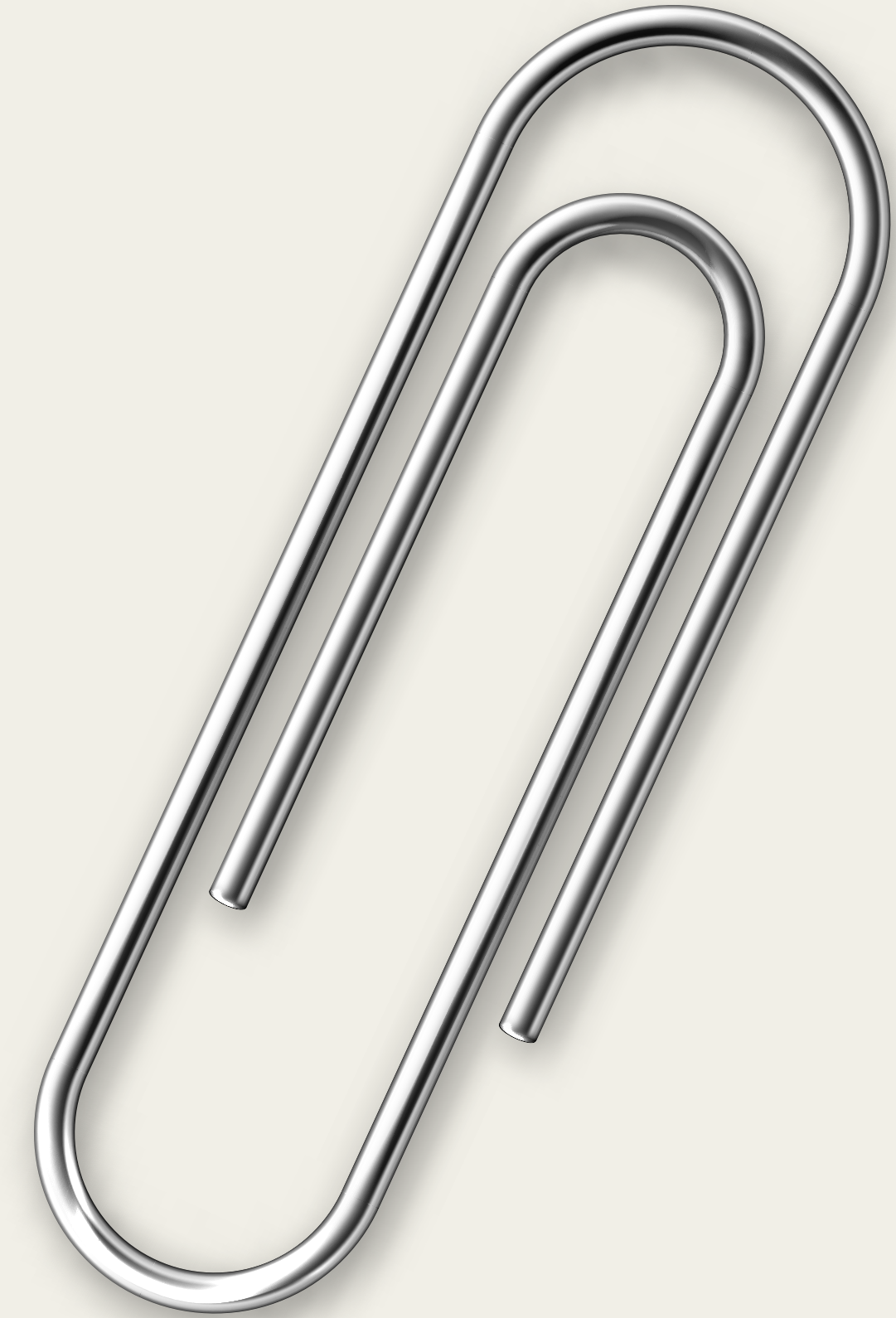
Approach To Creative Projects Should Be:

*Intentional,
Research-Driven,
& Goal-Focused.*



The Goal Alignment Problem.

- Why Is It Important To Be Aligned On Goals?
 - Responsibility
 - Expectations



Aligning Goals Matters.



Let's Talk About G.O.D.

Through G.O.D. All Things Are Possible,
So Jot That Down!

Beyond Aesthetics.

- Father of Visual Basics
- Invented The Use Of “Personas”
- Developed Goal-Directed Design

“Define What The Product Is Before You Design How The Product Will Do It.”

About Face - The Essentials of Interaction Design

*Alan
Cooper*



What Are Design Goals?

- Who Are We Designing For? (Audience)
- What Makes A Project Successful? (Defining / Aligning Goals)
- How Do We Know? (Meeting Goals)

*Aligning
Goals.*

Umm...I'm Going To Be Fired.

- Failed To Understand My Audience - Personas
- Failed To Conduct Research
- Failed To Align Goals



Wrap It Up Tom!

- The Why? – What Is My Purpose?
- Who Are We Designing For? (Audience)
- What Makes A Project Successful? (Defining / Aligning Goals)
- How Do We Know? (Meeting Goals)
- Intentional, Research-Driven, &...

Goal-
ORIENTATED
Design.



Thank You.

Q & A



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