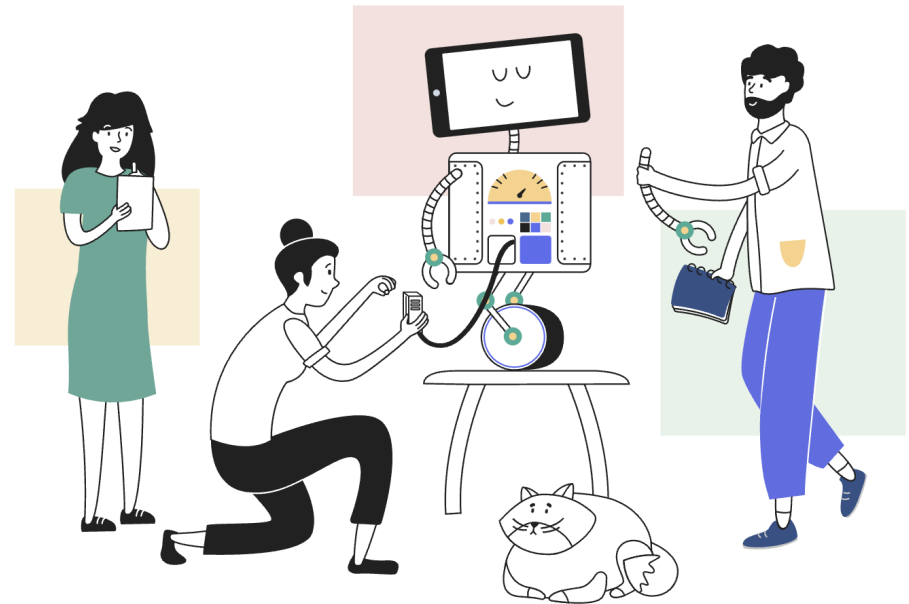


Overcoming psychological barriers to the website of your dreams

Matthew Stibbe Articulate
Marketing

13 June 2023

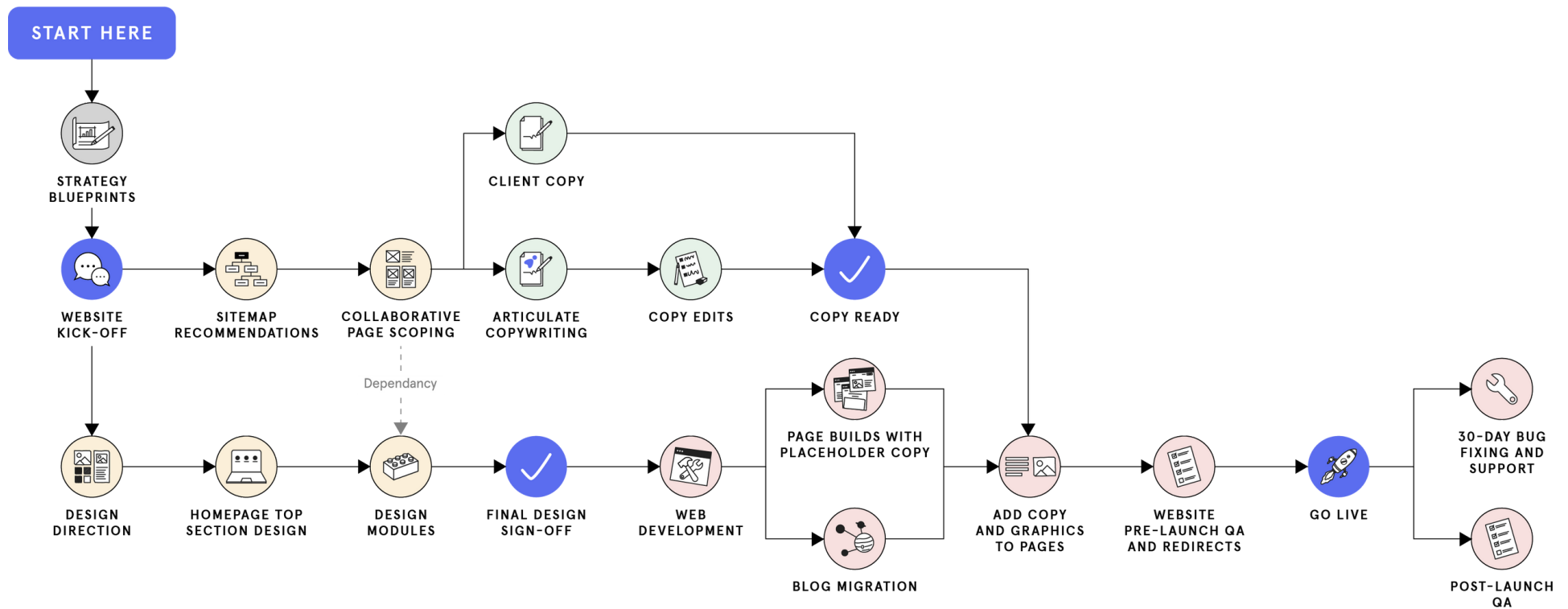


What does a 'good' website journey look like?

- On time
- On budget
- On brand
- Well implemented
- Good UX
- Nobody lost their temper
- Nobody lost any sleep



It's a complex process



So, what goes wrong?

(And how can you avoid the pitfalls)



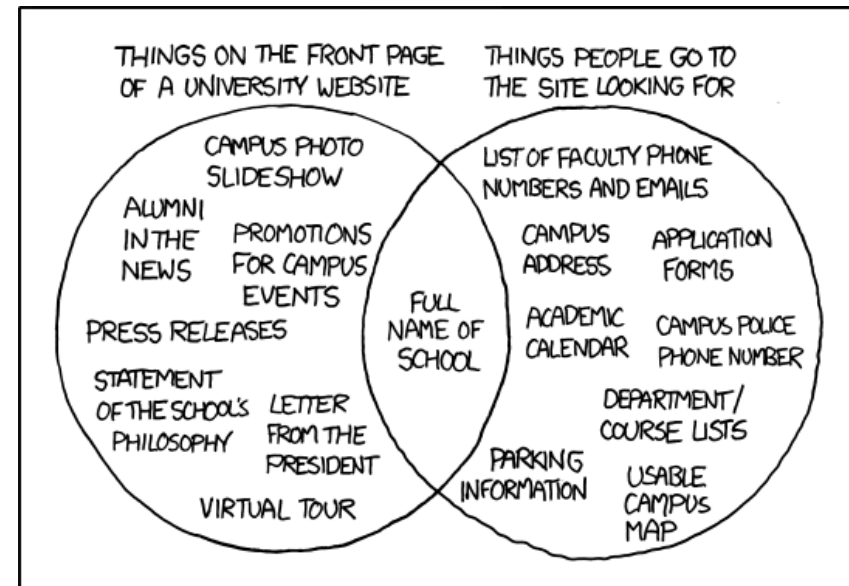
Bad memories

“It was horrible last time we did a website project”



Perfectionism and gold-plating

“When it’s launched, we’re stuck with it”



HIPPO

(Highest paid person's opinion)

- The Steve Jobs mentality (without the genius)
- Lack of time and attention
- Last minute 'swooping in'
- Ego meets deference



Expectationitis

Some of the things clients 'expected' we would do (for free and without mentioning the requirement at any point previously)

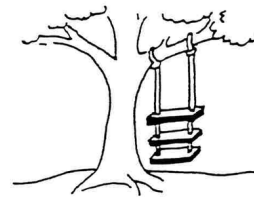
- Explainer videos
- Translation
- E-commerce
- Photography
- Integrations



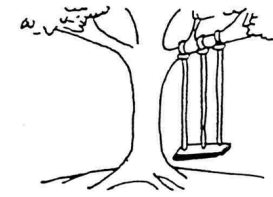
Incrementalism

“How do you know what you want til you get what you want and you see if you like it.”

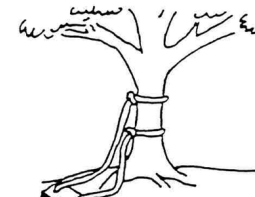
“Problem solving is an art form not fully appreciated by some”



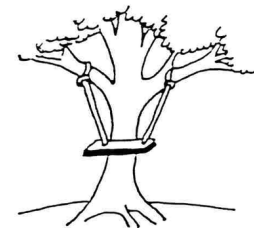
*As proposed by
the project sponsors*



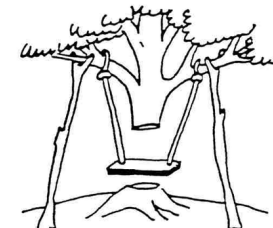
*As specified in
the project request*



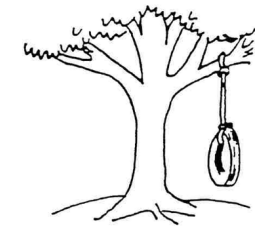
*As designed by
the senior analyst*



*As produced by
the programmers*



*As installed at
the user's site*



*What the user
wanted*

Tree Swing graphic by S. High 1993 - from businessballs.com/treeswing.htm 2013



Clichés

What's familiar isn't what's best

- Most shades of the colour blue
- Dots and lines
- Smiley happy stock office people



Thinking you're unique

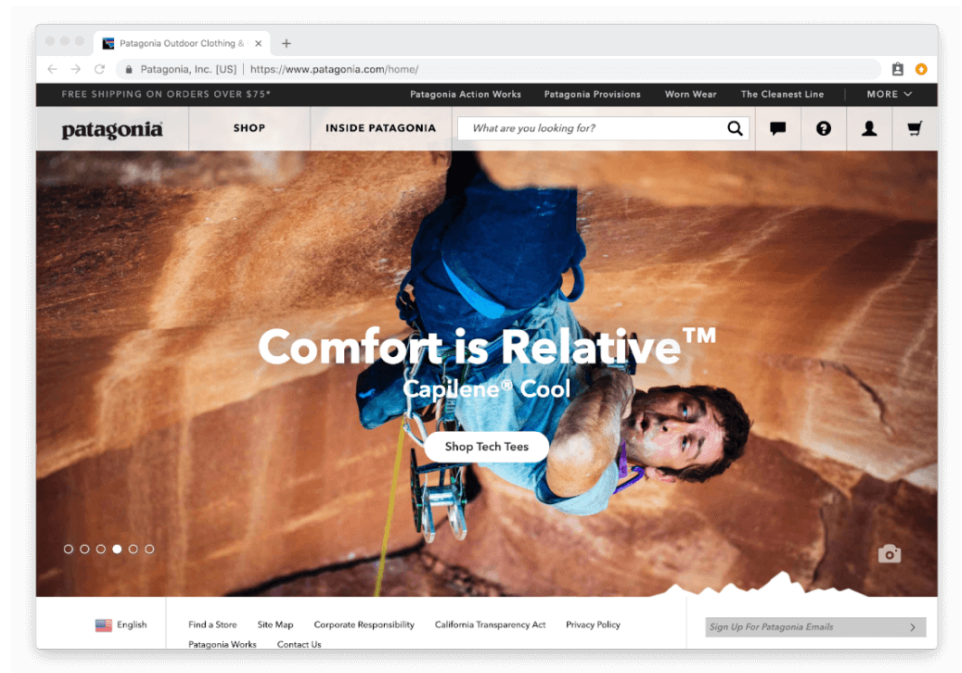
And changing the rules of how websites work



Carousels

“Above the fold is precious space so let’s put a bunch of things there.”

NB Patagonia doesn’t have a carousel on its home page anymore.



Not invented here

Websites are a uniquely multi-disciplinary thing

- Tech team wants to build their own CMS
- Wanting to write, design, code bits of the site



Smooth pebble

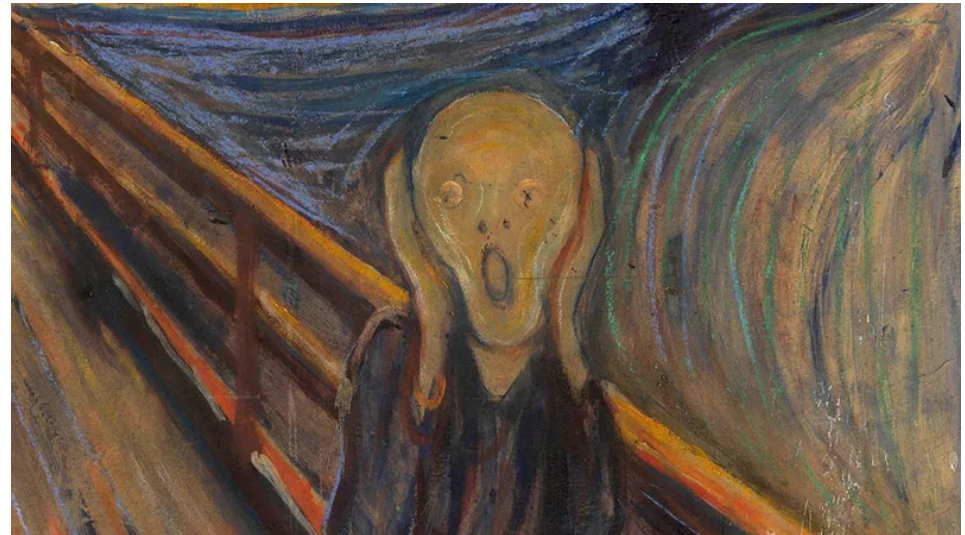
Design by committee

- Half of this and half of that
- All of the variants, please
- Can you make it more 'professional'



The 'two weeks to launch' meltdown

A lot of things have to come together at the end and the site will feel unfinished and the task list infinite. Don't panic.





And finally...

- Don't let the logo dictate a bad design.



And finally...





Let's talk

Video and slides appearing soon on articulatemarketing.com

Email me with questions at matthew@articulatemarketing.com

Book a call with me: www.articulatemarketing.com/meet



That's all, Folks!

