
Eight tips to make your project a success

Want to make sure your project is effective? We've created a quick guide for you – Eight tips to make sure your project is a success. Keep these things in mind when you select a web designer or developer, and share these tips with them.

1 Get to know your customers

It sounds shocking, but you don't want to build this project for your company. You want to build this for your customers. So figure out who they are. There are likely different types (ex: retailers, vendors, and online shoppers). Determine the wants and needs of each customer type, and then design the project to address their wants and needs. Before you start this project, talk to your customers early and often.

2 Start with purpose

Now that you have determined who your customers are, figure out why they would be interested in this project and how it would benefit them. Answer these questions about your project first.

- ▶ What does my customer want when they interact with our business?
- ▶ What is keeping our customers from getting what they want?
- ▶ How do we help our customers 'win-the-day' and become a better version of themselves?

Only after you have answered these questions should you write the content and then design each aspect of the project.

3 Content first

Your project should be more than just pretty. Being a beautifully designed project is not enough to accomplish goals or resonate with your customer. Your project has to clearly communicate its purpose. Customers will be making snap judgements about your project. If it confuses them, you've lost them. This is the hard work that many business skip over. Make sure that the content of your project is laid out clearly, whether it be a website, a virtual-reality application, a new logo, or anything in-between.

Make sure you write to your customers and address their wants and needs.

4 Psychology > Technology

There are lots of potential people who know how help build your project. Maybe even that high school kid down the street knows how (and good for her). You want to make sure you find someone who understands the why behind your project.

A beautiful and cool project that doesn't move the user to action is a waste of your money and a missed opportunity.

5 Sketch it out first

Before your designer starts working on your project, make sure there are sketches first. It doesn't have to be pretty, it's about thinking through how the project will work and the customer experience. [Here is a post on the subject.](#)

6 Mobile-minded

With whatever project you are creating, you need to create it for the world we live in. If your project will be utilized on the internet or via software app, remember most people will primarily be using the phone in their pocket to interact with your brand. Make sure your project is designed to be responsive (Google the term “responsive design”). This will help make sure your project can reach as many people as possible.

7 People don't read

It's true that people don't read. Think about how you are probably reading this document. You likely scanned the headlines and decided which smaller text to read. What that means is that you need to decide what text on the page is really important. (I'm a little surprised you read this far?) #wink

So make sure you don't just have a wall of text on your project. Use short headlines that get to the point, then follow up with a few short sentences. Make sure you don't forget your main call-to-action or purpose for the project.

A good rule is to type out what you want to say, then cut text in half.

8 Test your project with users

As often as you can during the project, talk to real customers. Show them your designs. Get them to read the copy you have created. Ask questions and then listen to what they say. Can they understand what you are trying to communicate? Do they know what to do next?

Before you launch your project, sit down with someone who hasn't been a part of it (and preferably someone similar to your customers). Present the project to them for an outside perspective. Often business are brought down by “the Curse of Knowledge.” You might be so close to the project that it makes sense to you, but nobody else.

If they have problems understanding your project, then bring those insights back to your team. Here is a #pro-tip, don't wait til the end of the project to test your project idea. You can test with sketches and with mockups.

Conclusion

We've spent the last 18 years developing our Designtific Method and learning the insights above (oftentimes learning the hard way). Hopefully these tips will help your project be a success.

Need some help implementing these tips? [Let us know](#). If you have found this guide helpful, then feel free to share it with others.

Go make something awesome,
– Sodium Halogen

Project success checklist

Get to know your customers

Define who my customers are.
Talk to those customers about how my product/service solves their problem.

Starting with purpose

Determine the purpose of my company.
Determine the purpose of my product/service.
Determine the purpose of my current project.

Content first

Write out content before starting the design or development.

Psychology > Technology

Figure out the why of each aspect of the project, not just the how.
Consider the motivations, wants, needs, and goals of my customers.

Sketch it out first

Make rough sketches of the layout and key interactions before I design or build.

Mobile-minded

Consider and design for the smallest screen first (phone) before moving to larger sizes.

People don't read

Reduce the amount of text (maybe by half).
Use headlines to improve scanability and draw my readers in.

Test your project with users

Test the earliest version of my project that I can (sketches, mockups, prototype).
Before the project goes live, sit down with a few outside perspectives and get their feedback.
Make changes based on what I learn.

Successfully launch

After you launch, see how people are responding to the project.
Run small tests and experiments to improve my results.
