BRIDGING THE CHASM

Working with Non-Technical Stakeholders

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Senior Web Strategist

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ACHEIVING THE IMPOSSIBLE

Working with Non-Technical Stakeholders

" **Can you just round the pixels?** **- Expert at Design**

" We're really looking for something more detailed, and simpler.

- Excellent Feedback Giver

" Huh?

- Every. Client. Ever.

source: real life

MISCOMMUNICATION
Come on, this shouldn't be that hard.

Communication is the biggest part of what we do.

High communication volume creates ample opportunities for error.

Communication is common,
NOT EASY.

" **4 months into the project, I realized the client didn't know that the top level of menu items represented pages that needed content.**

"The site [beta] looks great, but we don't think we should need to use widgets for the blocks of sidebar content throughout the site.
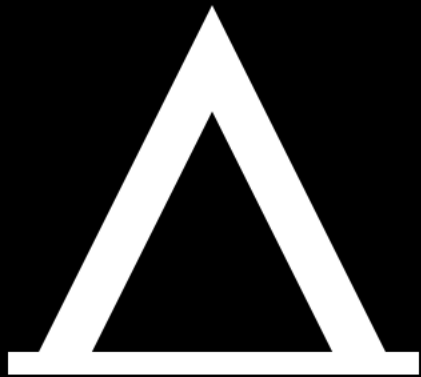
source: real life

MISUNDERSTOOD UNDERSTANDINGS

" **We're definitely on the same page.**

No, no you're not.

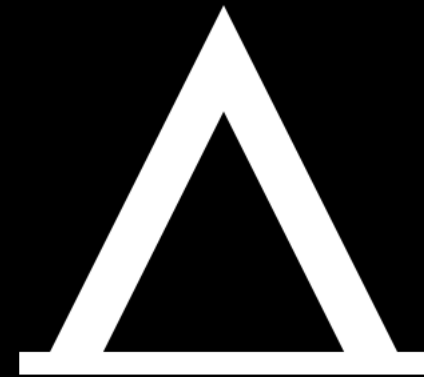# WHAT CAN WE DO?

1. UNDERSTAND OUR STAKEHOLDERS

Non-Tech

Tech

RANGE OF TECHNICALITY

Grandma

Nacin

2. USE VISUALS AND METAPHORS

Stories > Pictures > Words

3. SCHEDULE REGULAR CHECK-INS

Prevent prolonged misunderstandings

"When you say you want the front end content to be editable, you're referring to...

4. BUILD A LEXICON

A fancy way of saying <u>a list of words</u>

WHAT CAN WE DO?

WHAT CAN WE DO?

More Empathy. Fewer Assumptions.

THANK YOU

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