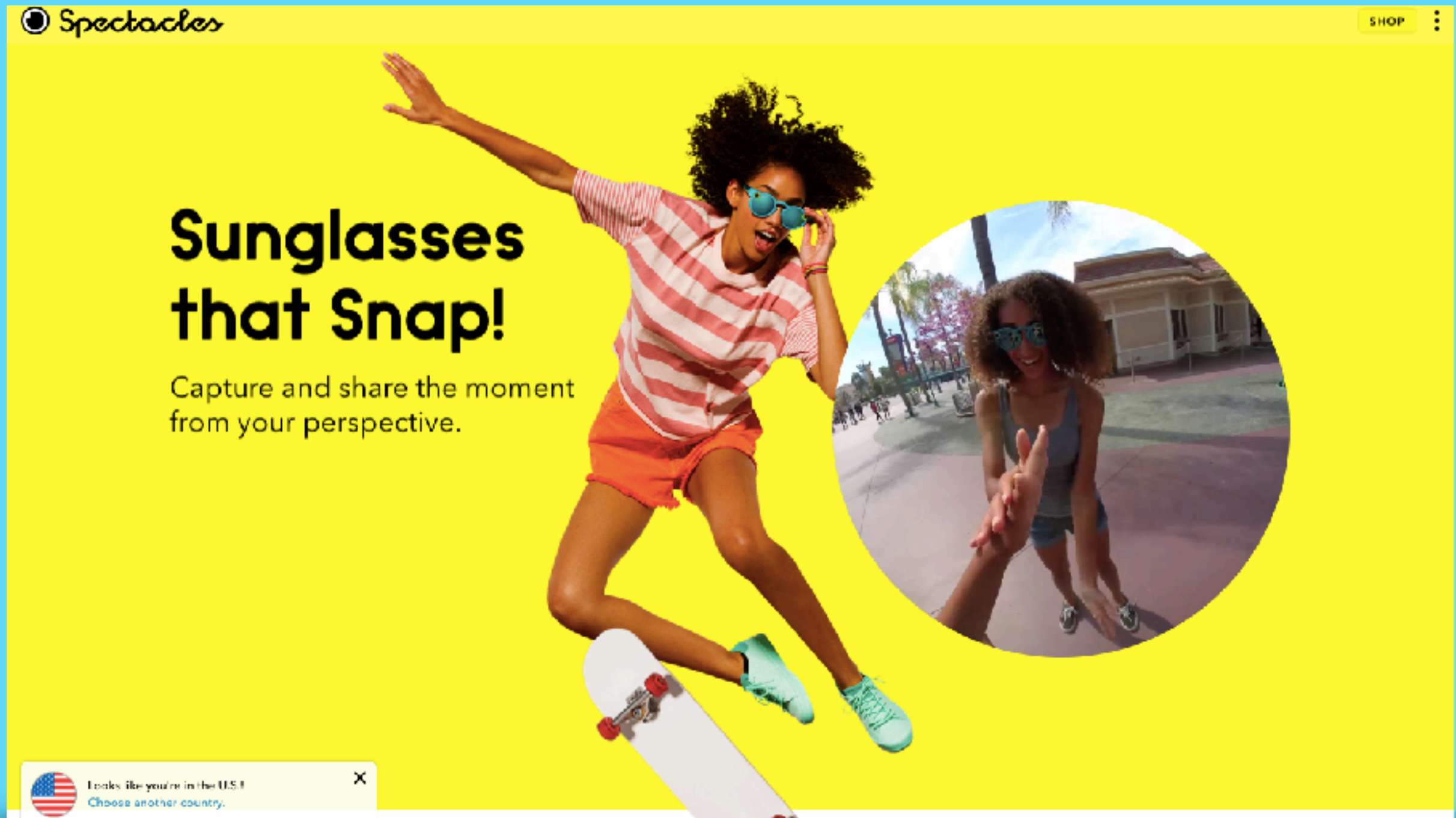


Design for Who?

Design for Who?



Spectacles SHOP

Sunglasses that Snap!

Capture and share the moment from your perspective.

Looks like you're in the U.S. Choose another country.

The image is a vibrant yellow banner for the Spectacles website. On the left, a woman with curly hair, wearing a red and white striped shirt and orange shorts, is captured mid-air while skateboarding. She is wearing blue-tinted sunglasses. To her right, a circular inset shows a first-person perspective view from the Spectacles, showing the same woman from below, reaching out towards the camera. The background of the banner is a solid bright yellow. In the top left corner is the Spectacles logo, and in the top right corner is a yellow 'SHOP' button with a three-dot menu icon. At the bottom left, there is a small white box with an American flag icon and the text 'Looks like you're in the U.S. Choose another country.' with a close button 'X'.



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WEALTHFRONT

**Live the life you
want. We've got
your back.**

Imagine being
confident about the
financial decisions
you make.

Sounds crazy,
we know.





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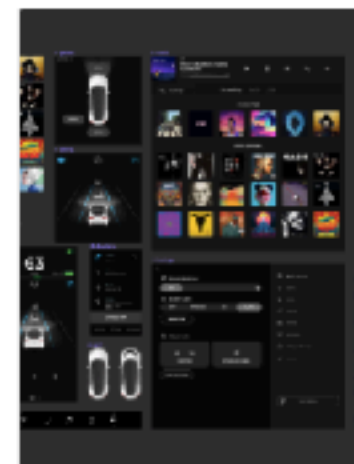
How Grammarly Quietly Grew Its Way to 6.9 Million Daily Users in 9 Years

Since 2008, Grammarly has quietly grown one of the most successful self-funded products on the web.



Hiten Shah

Nov 5 · 15 min read



What Tesla's Model 3 UI Reveals About Its Vision for the Future

If you're a designer/car enthusiast this post is for you. I've broken down the details of the dashboard controls and...



Tom Johnson

Nov 7 · 8 min read



Creative People Won't Survive the Future Without Doing These 3 Things

The writing is on the wall.



Todd Brison

Nov 6 · 6 min read



Everything you need to know about tree data structures

When you first learn to code, it's common to learn arrays as the "main data structure."



TK

Nov 5 · 10 min read



People

It's all about
people, connecting
with them,
& falling in love
with them.

—James Bull, Founder of Moving Brands

Experiences that engage people

Stories

What is the
story at the
heart of what
we're doing?

What are we doing?

What's unique about what
we're doing?

Why should anyone care?

Audience

Audiences
are people
like you.

For whom
am I communicating?

What point
do I want to make?

What idea
am I trying to convey?

For whom
am I communicating?

What point
do I want to make?

What idea
am I trying to convey?

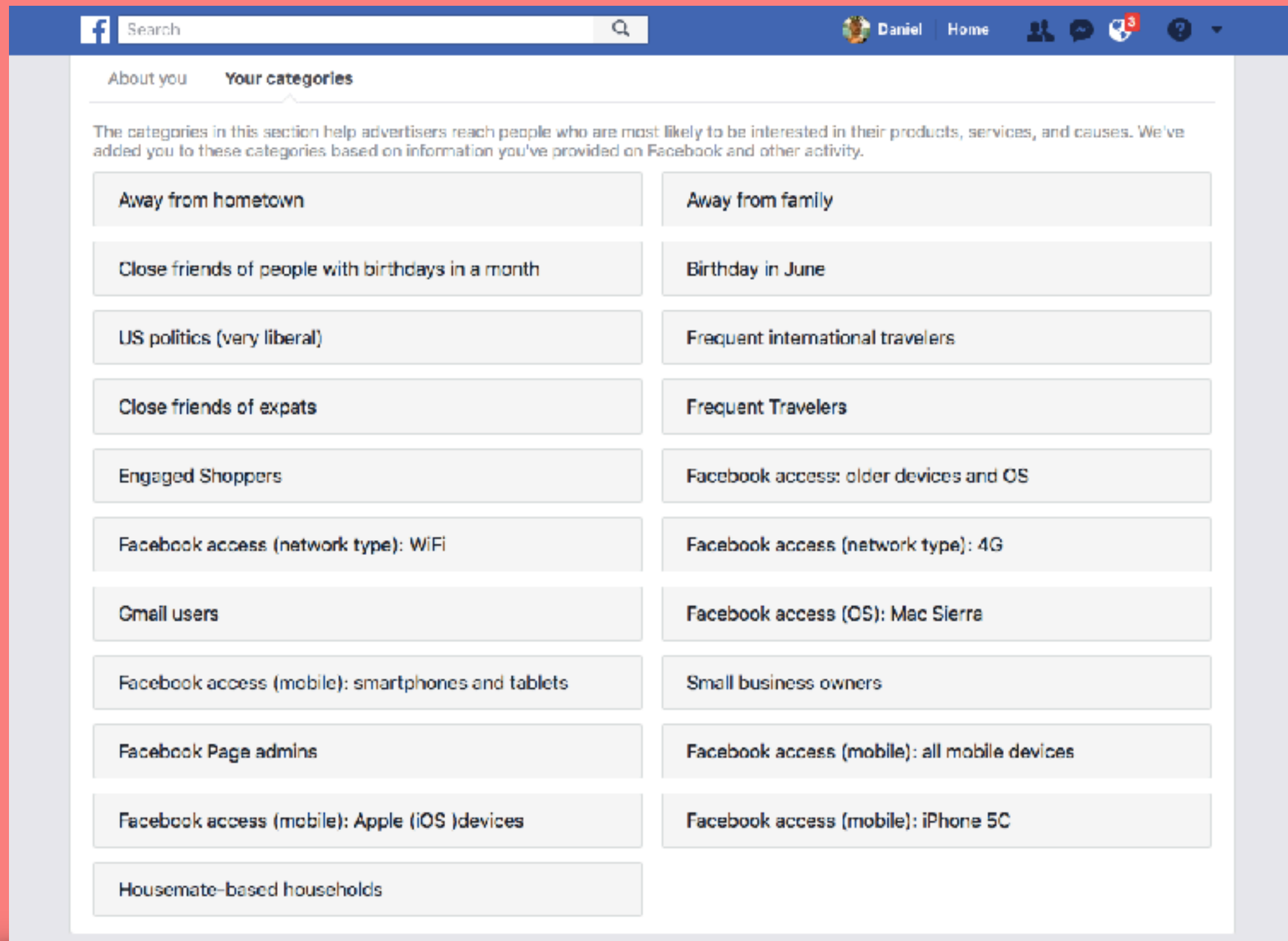
Who
am I?

Facebook /

Settings /

Ads /

Your Information



1 Specify **your**
audience.

Ideally, 3
audiences.

1

At least 25 data points

Goals
Problems
Desires
Needs
Dislikes

1

- What they think, drive, eat, wear
- Beliefs: political, social, familial, cultural,
- Where they live, shop, relax

- Write for 5 minutes
-

2

Write a paragraph directed to the specified audience with a **specified purpose.**

- Write for 5 minutes
-

3 Write a few sentences about specific outcomes.

- Write for 3 minutes
-

4 Read it to a partner

- Read for 2 minutes
-

5

**Ask partner
to guess your
audience and
specific
purpose.**

- Feedback for 2 minutes
-

6 Refine.

- Write down what clarity you have gained and action steps.
-

7

Singular Idea

- Write down 1–2 sentences that clarify who, what, why and how.
-

ex. For [audience],
[company or product] is the
[frame of reference: what is it,
a product or community,
lifestyle, type of product, etc]
that does [point of difference]
because,
[reason(s) to believe].
