

# **effective design**

**what ▪ why ▪ how ▪ who**

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# what do we mean by effective design?

design refers to both an act and a result

effectiveness describes a particular quality, that of achieving an intended result and leaving a good impression

effective design is therefore about creating software that not only meets functional objectives, but does so with care for the economic and daily interests of developers, users and other stakeholders

**why does effective design matter?**

**anything else is not effective**

# **how do we achieve effective design?**

- **by adopting development practices that minimise accidental complexity and maximise communication**
- **by extending the world of the program into the world of the problem**
- **by remembering that developers and users are humans, not assets, actors or automata**
- **by keeping it simple**

# who is going to help us with effective design?

**udi**



**pete**



**giles**



**kent**



**felipe**

