



Picking the Right Project

Derek Willis, washingtonpost.com

SLA 2007



Starting Points

- Low . Hanging . Fruit .
- What do you already work with?
- When in doubt , go niche



St o n e S o u p

- G e t r e p o r t e r s / e d i t o r s t o d o s o m e t h i n g ,
e v e n i f i t ' s o n l y u s i n g t h e t o o l .
- I t c o u l d b e e v e n b e t t e r w i t h ...
- H o l d b a c k s o m e g o o d i e s



Prior Art

- Has this (or something similar) been done before?
- If yes, then steal the best ideas.
- Can an existing app be retooled?



M o d e l i n g y o u r d a t a

- W h a t w i l l b e i n t h e d a t a b a s e ?
- W h a t d o e s n ' t n e e d t o b e ?
- W h o a r e t h e u s e r s ?



Design Questions

- Search or browse?
- One page or many pages?
- Feeds? Email?



St a r t Sim p l e

a n d p l a n t o i t e r a t e o f t e n .



Evangelize

- Do not hide your work -be as transparent as possible
- Ask for feedback/criticism
- Give the people what they want