

DESIGNING FOR THE DIGITAL ECOSYSTEM

Cornell Tech 2016

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CLASS 4:

PRODUCT BASICS

But first, a 15-min critique:

Discuss a selection of the marketing website assignments

<http://gitlinks.com/>

<http://liudanxiaopku.wix.com/hcihw2>

<http://ao3566.wix.com/makokitup>

<http://yeehanchan.github.io/>

http://angelwong.github.io/lex_website/#

CLASS 4:

PRODUCT BASICS

WHAT IS PRODUCT DESIGNER?

Equal parts UX Designer, Visual Designer, User Researcher, Data Analyst, Business Strategist. They help you identify, investigate, and validate the problem, and ultimately craft, design, test & ship the solution.

WHAT DOES THIS MEAN FOR YOU?

They are a partner, not just your visual designer.

THE IDEA

THE USERS

THE TOTAL USER EXPERIENCE (TUX)

THE MAKING PROCESS

LAUNCH, LEARN, ITERATE, REPEAT

PRODUCT BASICS

THE IDEA

THE USERS

THE TOTAL USER EXPERIENCE (TUX)

THE MAKING PROCESS

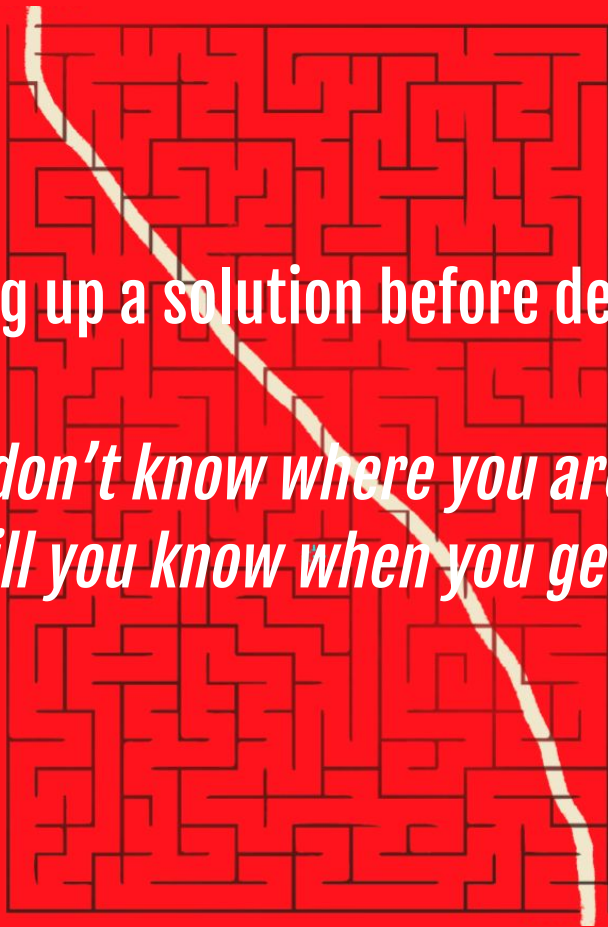
LAUNCH, LEARN, ITERATE

01

TALK ABOUT IT

Don't start mocking up a solution before defining the problem.

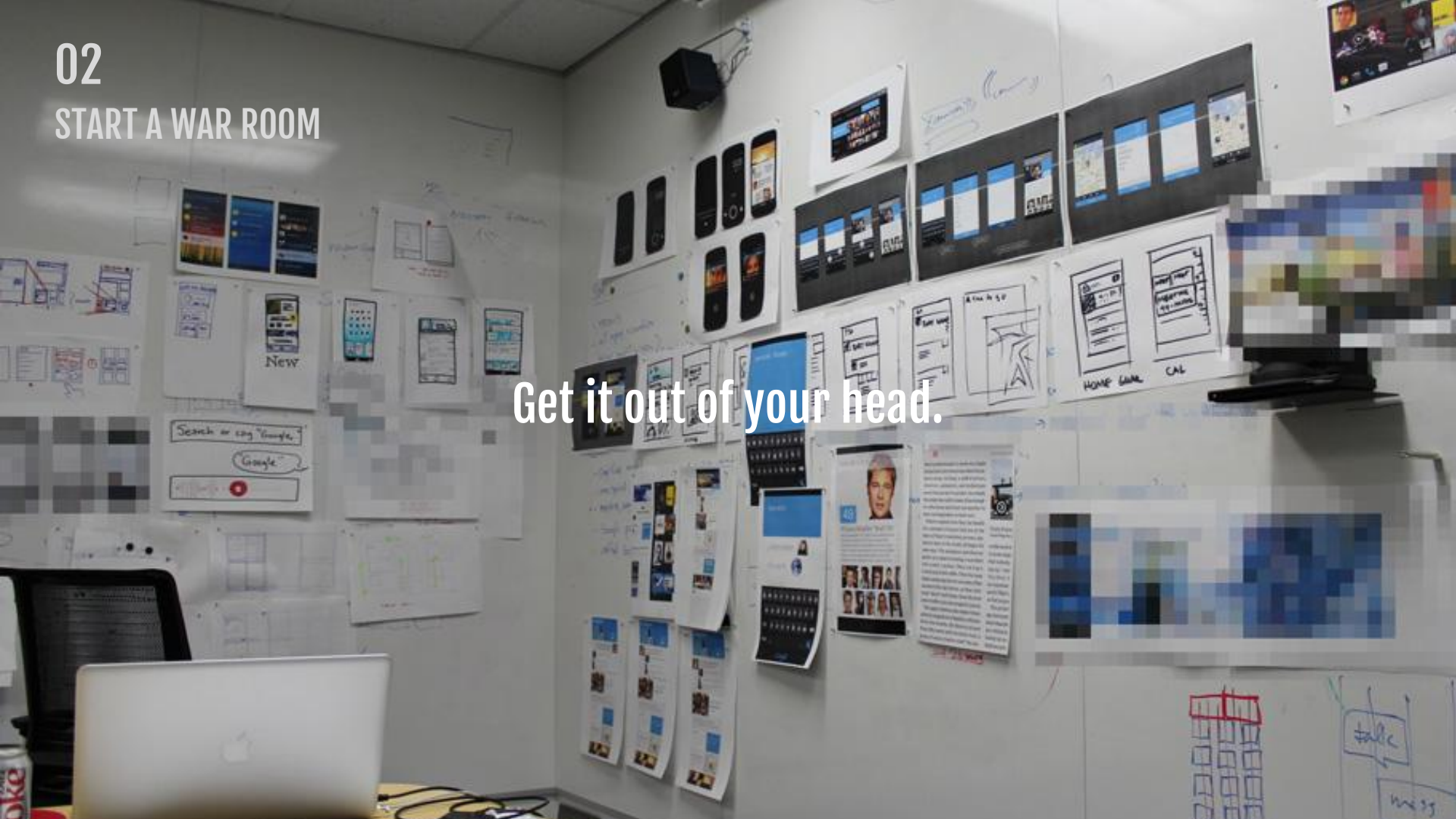
*If you don't know where you are going,
how will you know when you get there?*



02

START A WAR ROOM

Get it out of your head.



03

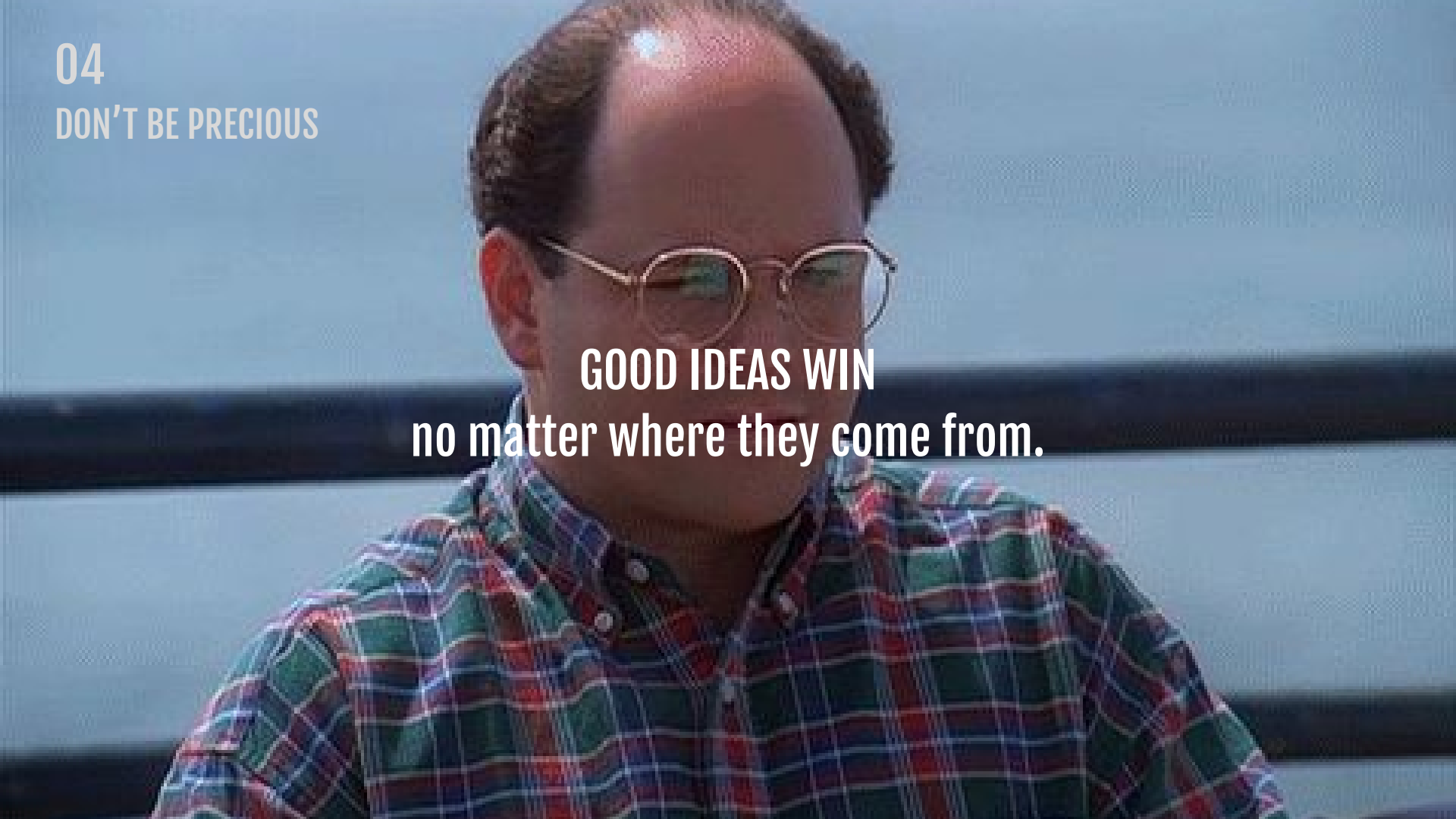
GO, GO, GO

(Then) just start making.

04

DON'T BE PRECIOUS

GOOD IDEAS WIN
no matter where they come from.



05

AN IDEA CAN COME FROM A SOLUTION.

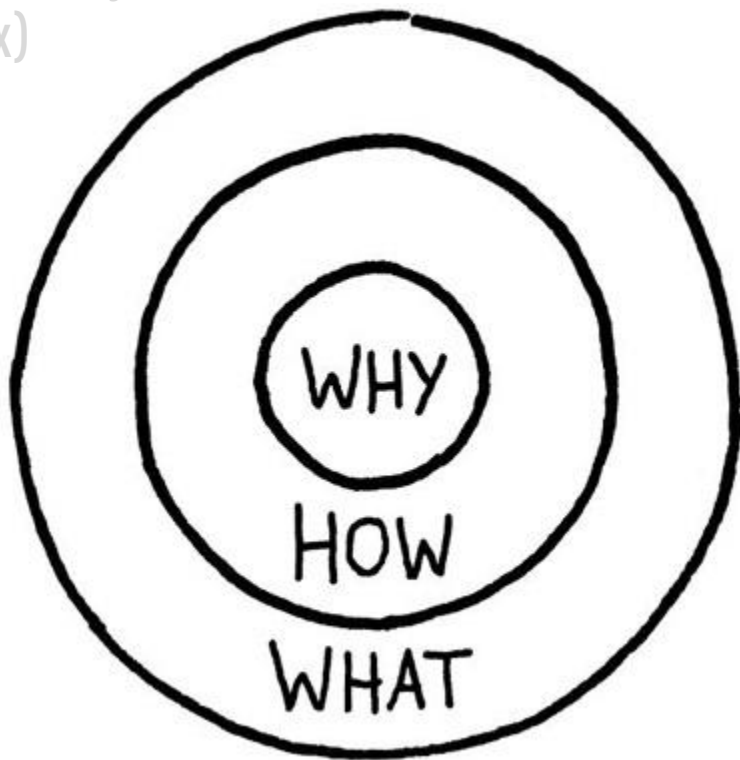
TINDER/UBER: BRANDING A UI/BUSINESS MODEL.



06

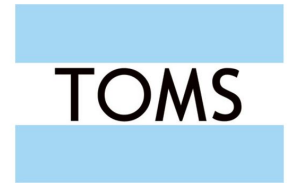
A great idea comes from the “why.”

[Play excerpt](#) (good & bad ex)



DISCUSSION:

What are some other companies that start from the “why?”



PRODUCT BASICS

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01

RULE #1 OF PRODUCT DESIGN

A large blue sphere representing Earth is centered on a black background. On the sphere, there are two landmasses. The upper one is a small, irregularly shaped island with green and brown terrain. The lower one is a large, detailed landmass resembling the United States, also with green and brown terrain. The text "YOU ARE NOT YOUR USER." is written in white, bold, sans-serif capital letters across the middle of the sphere, between the two landmasses.

YOU ARE NOT YOUR USER.



02

SOMETIMES A UI MODEL CAN FLIP A USER'S PERSPECTIVE.

WHY SLACK IS SO GENIUS.

03

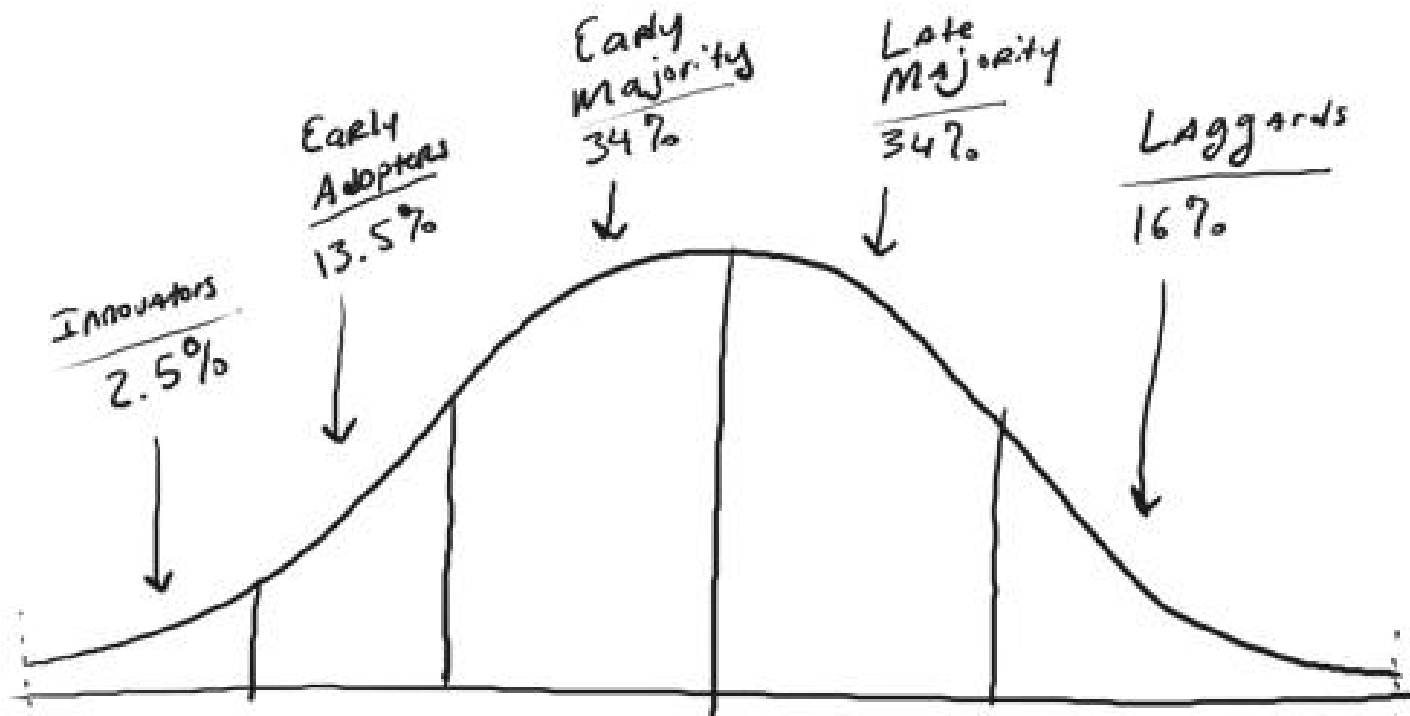
Define your actors.

What are the different things people
will be doing with your product?



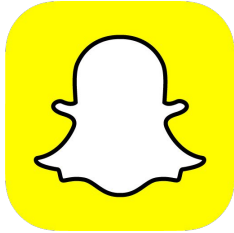
04

Law of Diffusion of Innovation



DISCUSSION:

What are some early adopters that created a tipping point for a product?



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TOTAL USER EXPERIENCE OR THE 5 E'S

Considering the big(ger) picture

Whether it's a product or a service:

There's an experience **in the discovery**

There's an experience **in the purchase**

There's an experience **in the delivery**

There's an experience **in the use/service**

There's an experience **in the sharing**

THE 5 E'S



STEP 1

DEFINE THE ACTORS

STEP 2

MAP HOW THE ACTORS PLAY TO EACH OTHER

STEP 3

DEFINE “MAGIC MOMENTS”

HOW DOES THE BRAND MANIFEST IN THE STORY

EX. ACTORS

PARENTS

Use + manage usage of
others

IMAGINEERS

Imagine and design the good
(e.g. Google)

KIDS

Use with permission

MAKERS

Make the thing (e.g. Belkin)

ALLOWERS

Approve and allow use at a high level
(e.g. politician)

RETAILERS

Put the thing in your hand
(e.g. App Store)

*Not all will be present in every experience.
But it's good practice to consider all to ensure full coverage.*

THEN TAKE EACH ACTOR THROUGH THE 5 E'S

5E'S: ENTICE

ENTICE

ENTER

ENGAGE

EXTEND

EXIT

PROFILES

DISCOVERY

COMMITMENT

OUT OF BOX EXPER.

FIRST USE

FIRST MONTH

NTH MONTH

LAST MONTH

Define all the actors.

How do they find out about your product?

What's the tipping point that makes the conversion from "I'm curious" to "I'm committed"?

Example: Advertising, social media, word of mouth.

Example: In-store experience, test drive, product review.

5E'S: ENTER

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Define all the actors.

How do they find out about your product?

What's the tipping point that makes the conversion from "I'm curious" to "I'm committed"?

What is the unboxing of the physical product like? If it's digital what's the warm welcome or the "welcome to the product" moment?

Example: Advertising, social media, word of mouth.

Example: In-store experience, test drive, product review.

Example: App warm welcome, packaging quality, packaging that opens in order of setup.

5E'S: ENGAGE

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What is the unboxing of the physical product like? If it's digital what's the warm welcome or the "welcome to the product" moment?

How do you capitalize on maximum goodwill?

It will never be shinier. Embed it in your user's' lifestyle.

Example: Advertising, social media, word of mouth.

Example: In-store experience, test drive, product review.

Example: App warm welcome, packaging quality, packaging that opens in order of setup.

Example: Instant gratification, moment of joy easter egg, simplicity.

5E'S: EXTEND

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OUT OF BOX EXPER.

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FIRST USE

How do you capitalize on maximum goodwill?

It will never be shinier. Embed it in your user's lifestyle.

FIRST MONTH

How does it get even better with continual use?

What moment only surfaces after repeated use?

NTH MONTH

What's better than better?

How does it accrue value over time?

How do you continuously optimize the experience?

LAST MONTH

Example: Advertising, social media, word of mouth.

Example: In-store experience, test drive, product review.

Example: App warm welcome, packaging quality, packaging that opens in order of setup.

Example: Instant gratification, moment of joy easter egg, simplicity.

Example: Actionable analytics, more easter eggs, machine learning.

Example: Idiot-proof trouble-shooting and service, unlock rewards or bonuses, additional products/add ons.

5E'S: EXIT

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PROFILES

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OUT OF BOX EXPER.

What is the unboxing of the physical product like? If it's digital what's the warm welcome or the "welcome to the product" moment?

FIRST USE

How do you capitalize on maximum goodwill? It will never be shinier. Embed it in your user's lifestyle.

FIRST MONTH

How does it get even better with continual use? What moment only surfaces after repeated use?

NTH MONTH

What's better than better? How does it accrue value over time? How do you continuously optimize the experience?

LAST MONTH

What happens when the user decides to leave the product? Do they have to? Can you get them to return to the product?

Example: Advertising, social media, word of mouth.

Example: In-store experience, test drive, product review.

Example: App warm welcome, packaging quality, packaging that opens in order of setup.

Example: Instant gratification, moment of joy easter egg, simplicity.

Example: Actionable analytics, more easter eggs, machine learning.

Example: Idiot-proof trouble-shooting and service, unlock rewards or bonuses, additional products/add ons.

Example: No hassle returns, easy service termination, new product releases or updates.

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01

PROCESS IS IN THE EYE OF THE BEHOLDER

THERE IS NO RIGHT PROCESS FOR
ANY PERSON, PRODUCT OR COMPANY

ICONS INSTEAD
OF WORD...

MAKE
CIRCLE
SMALLER
ICONS
OUTSIDE

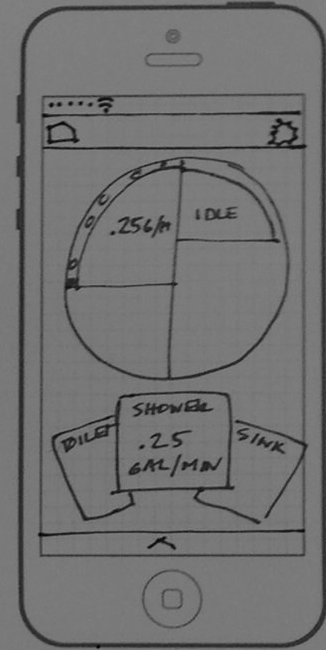
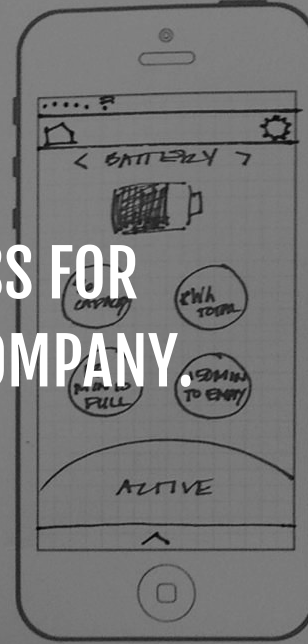
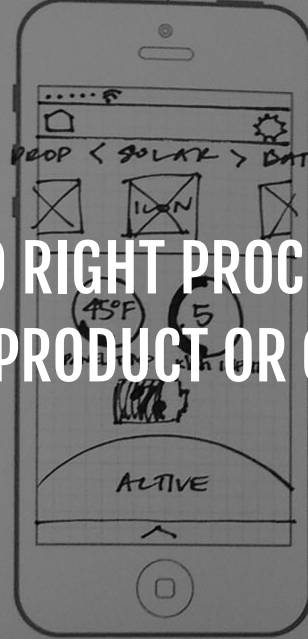
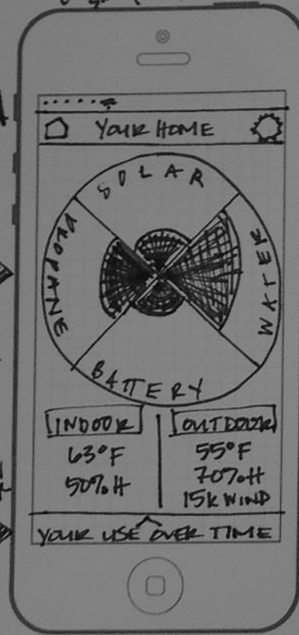
AS YOU
CIRCLE WITHIN
ROTATES

SOLAR &
WIND...
ADD "FUNCTION"
LEVEL... RE
MIGHT MED/LOW
EFFICIENCY

PULSE
SUBTLE
COLOR WHEN
ACTIVE/
CHARGING

PULSE RED/
LEFT COLOR
IF LOW OR
ALERT

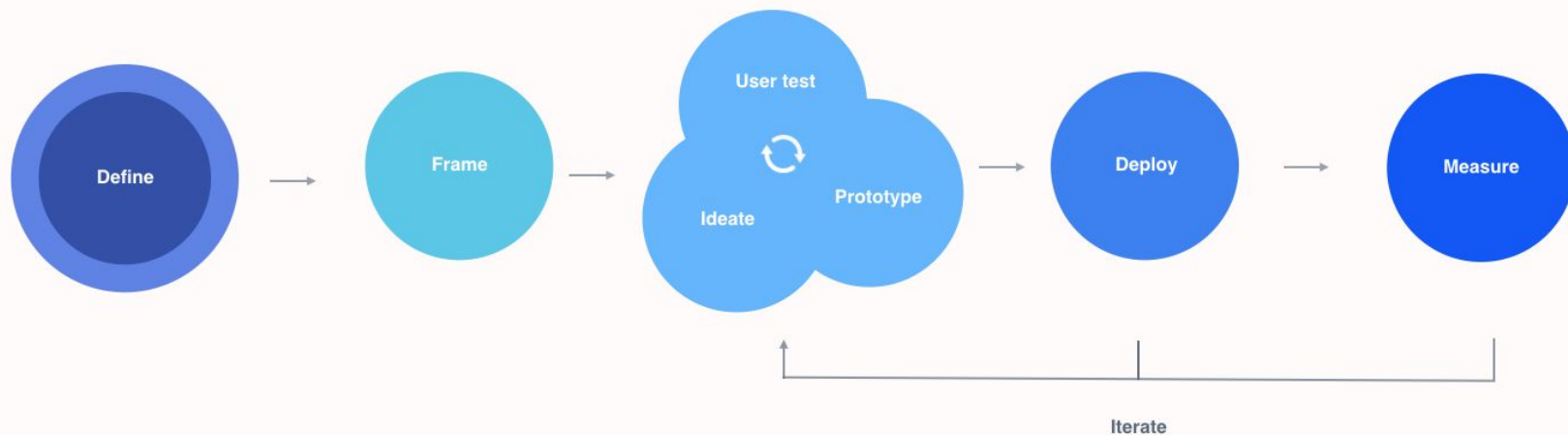
THIS SCREEN
SHOW USE OVER
TIME -
LINE GRAPH?



EAT TIME TO
BALL OR JUST
TO CAPACITY

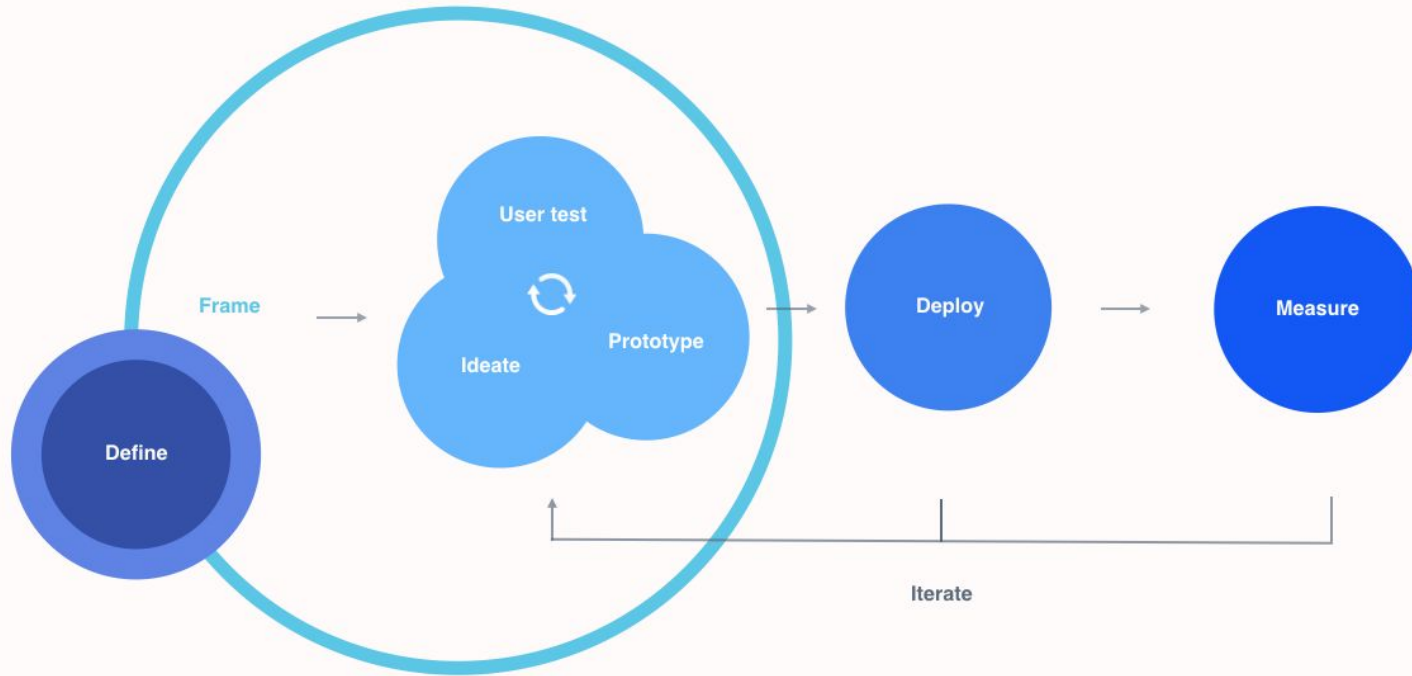
02a

What the perfect process looks like.



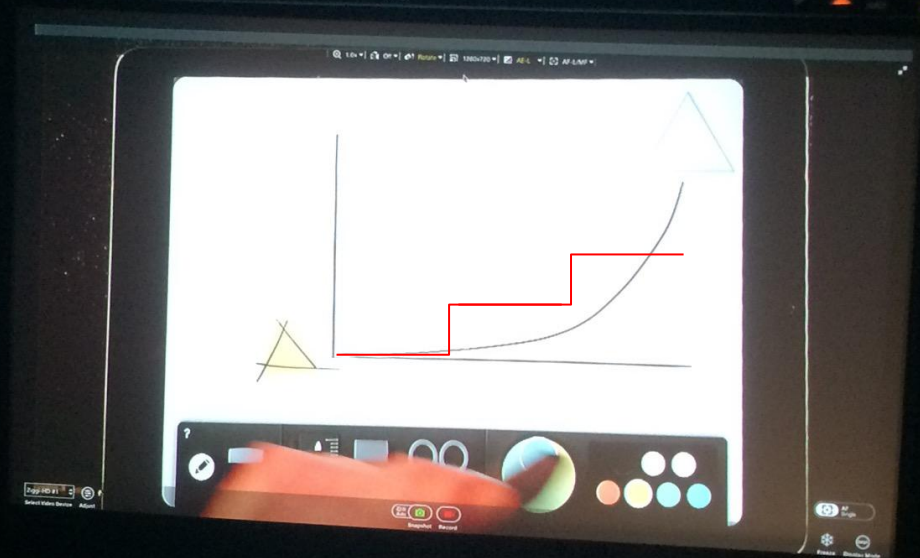
02b

What happens a lot of the time.



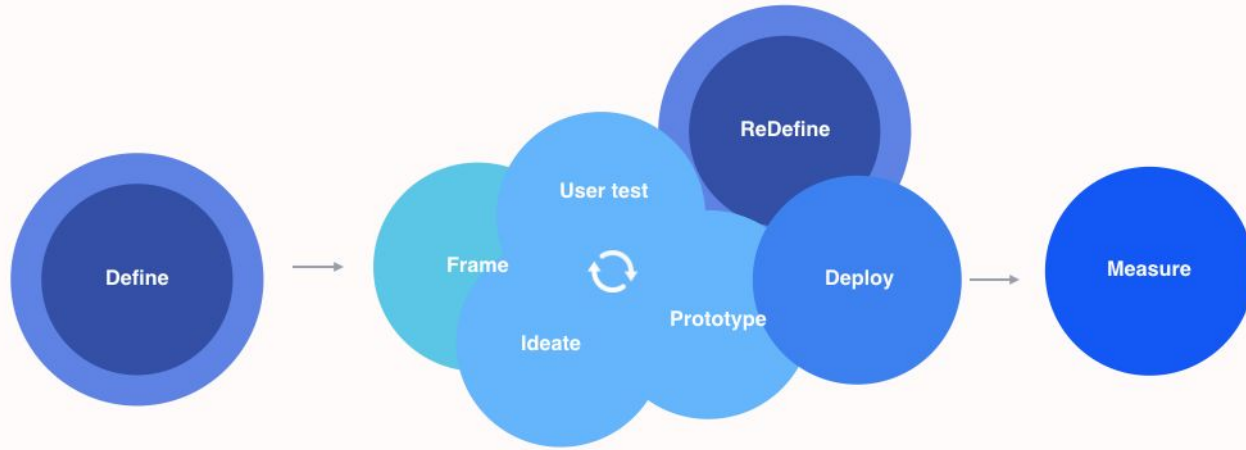
01

MVP and beyond



02c

But seriously...



03

When in doubt, make more.

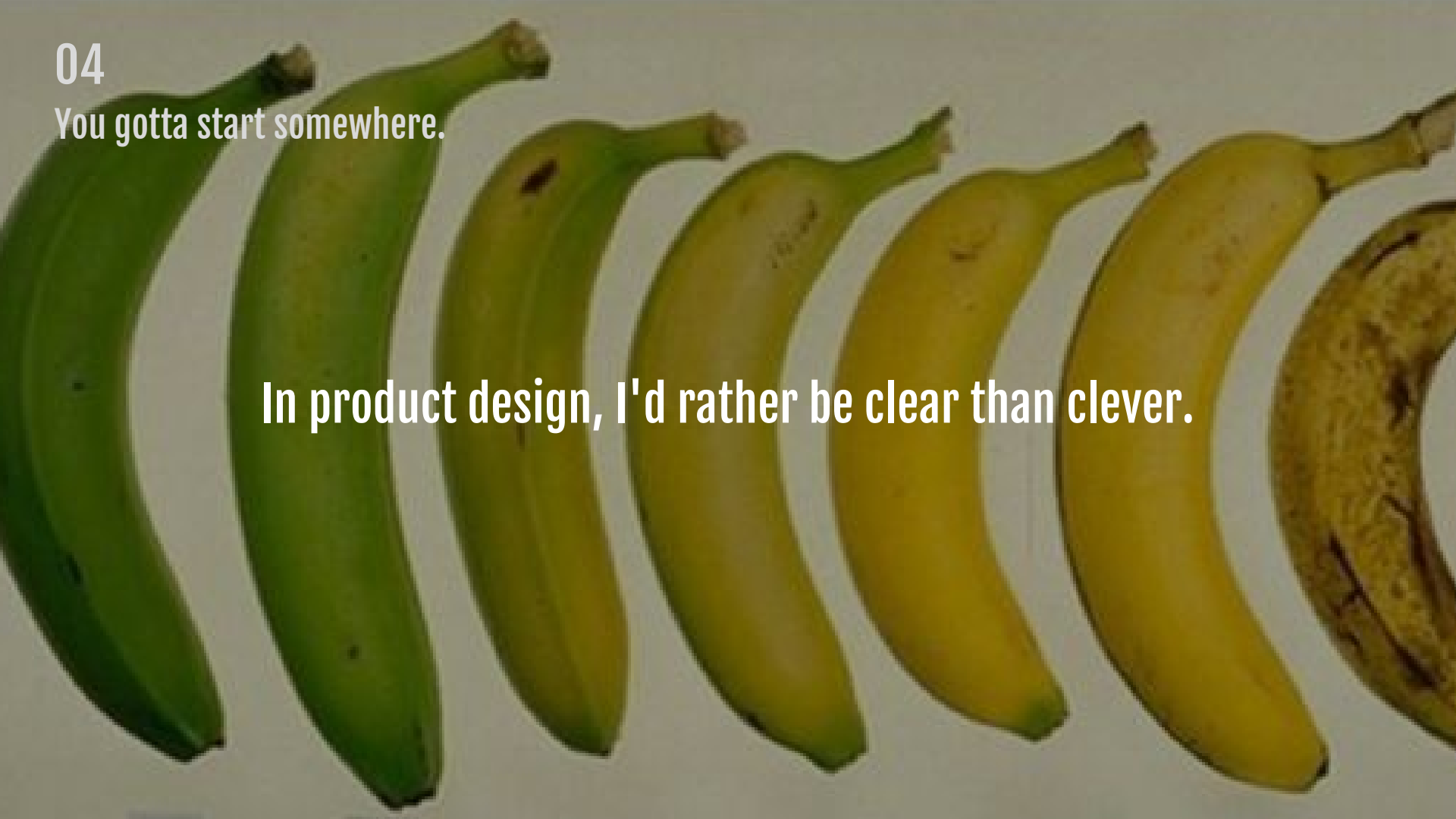
A large, solid green triangle pointing downwards, centered on the slide. It serves as a background for the text.

Start like an upside-down triangle

04

You gotta start somewhere.

In product design, I'd rather be clear than clever.



05

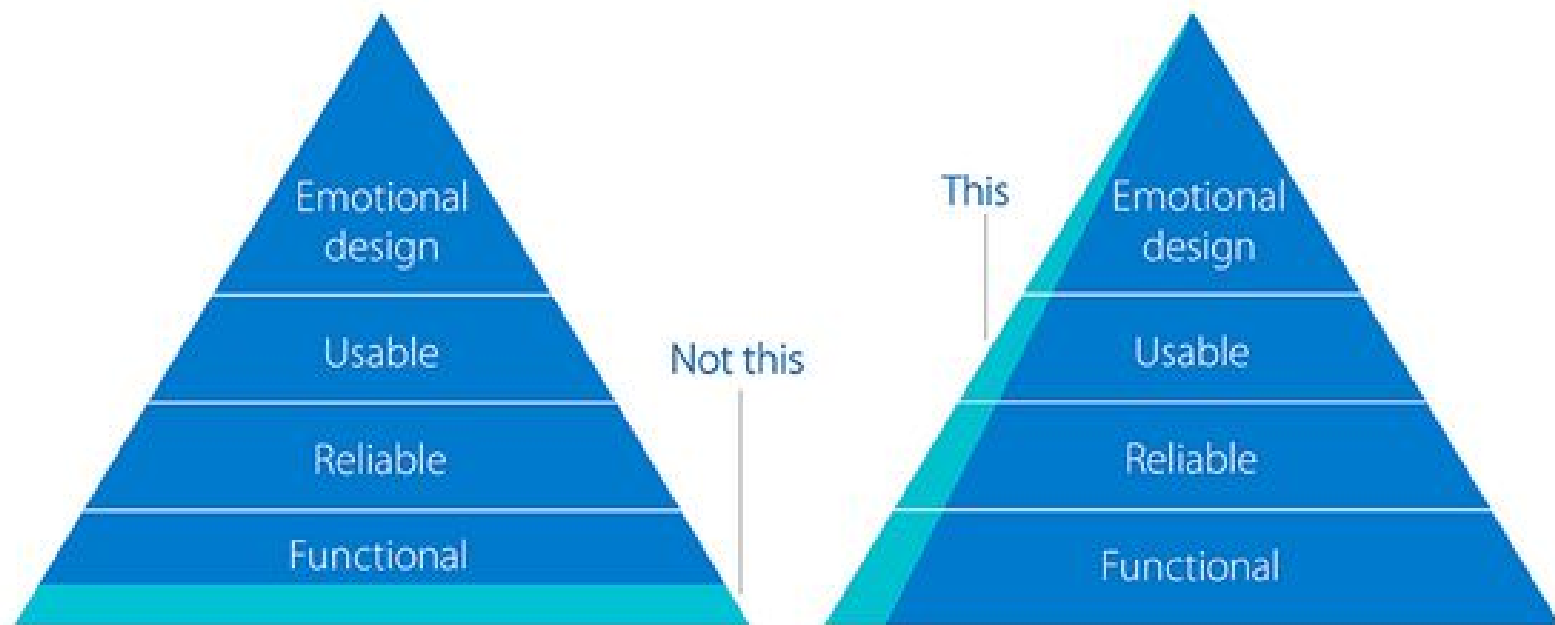
You can't not do anything.

FAKE IT 'TIL YOU MAKE IT.



06

Minimum Viable Product



DISCUSSION:

What are the differences between the MVP of these products and what they evolved to?



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02

Stay relevant

A large, blue silhouette of the Twitter bird logo, facing right, positioned in the center of the slide.

HOW PRODUCTS GROW, CHANGE & EVOLVE

03

If you don't...

PRODUCTS THAT GO STALE: PINTEREST



DISCUSSION:
**What are some ways Pinterest could evolve
for its current & future users?**



Assignments

Pick any product & plot out the TUX map, identify missing pieces and design (must design at least 2 pieces).

5E'S: YOUR TURN

	ENTICE		ENTER	ENGAGE	EXTEND		EXIT
PROFILES	DISCOVERY	COMMITMENT	OUT OF BOX EXPER.	FIRST USE	FIRST MONTH	NTH MONTH	LAST MONTH
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-

Readings

What is product design?, Eric Eriksson (Facebook)

Design the beginning, Julie Zhou (Facebook)

Never Ask What They Want, Charles Liu (Design researcher)

A Survival Guide for the Millennial Entrepreneur, Leslie Bradshaw (Made by Many)

Watch: How great leaders inspire action, Simon Sinek (Leadership expert)

Lean UX: Section 1, Jeff Gothelf & Josh Seiden

More about Project Kennedy

The Real History of Twitter