

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

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THE TOTAL USER EXPERIENCE (TUX)

THE MAKING PROCESS

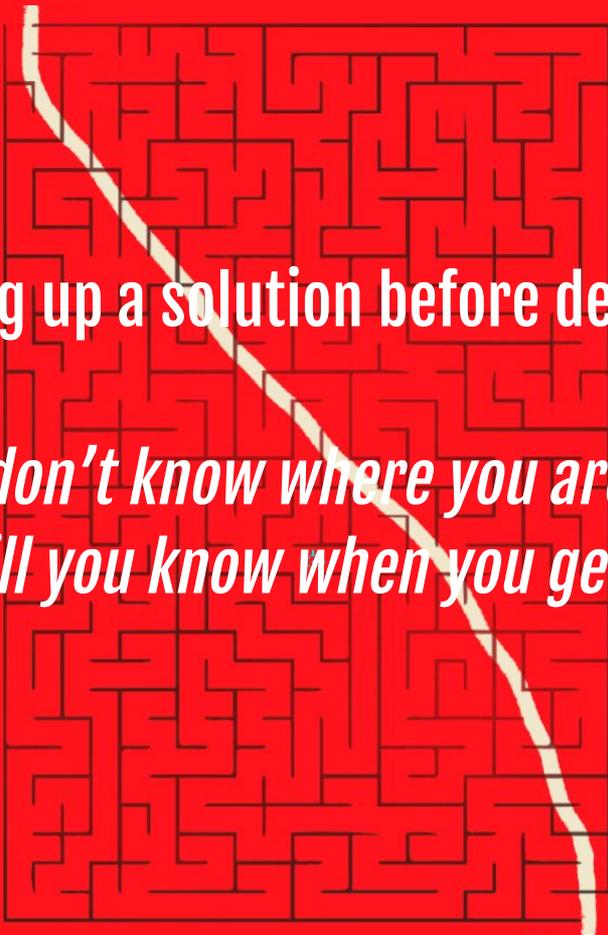
LAUNCH, LEARN, ITERATE

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

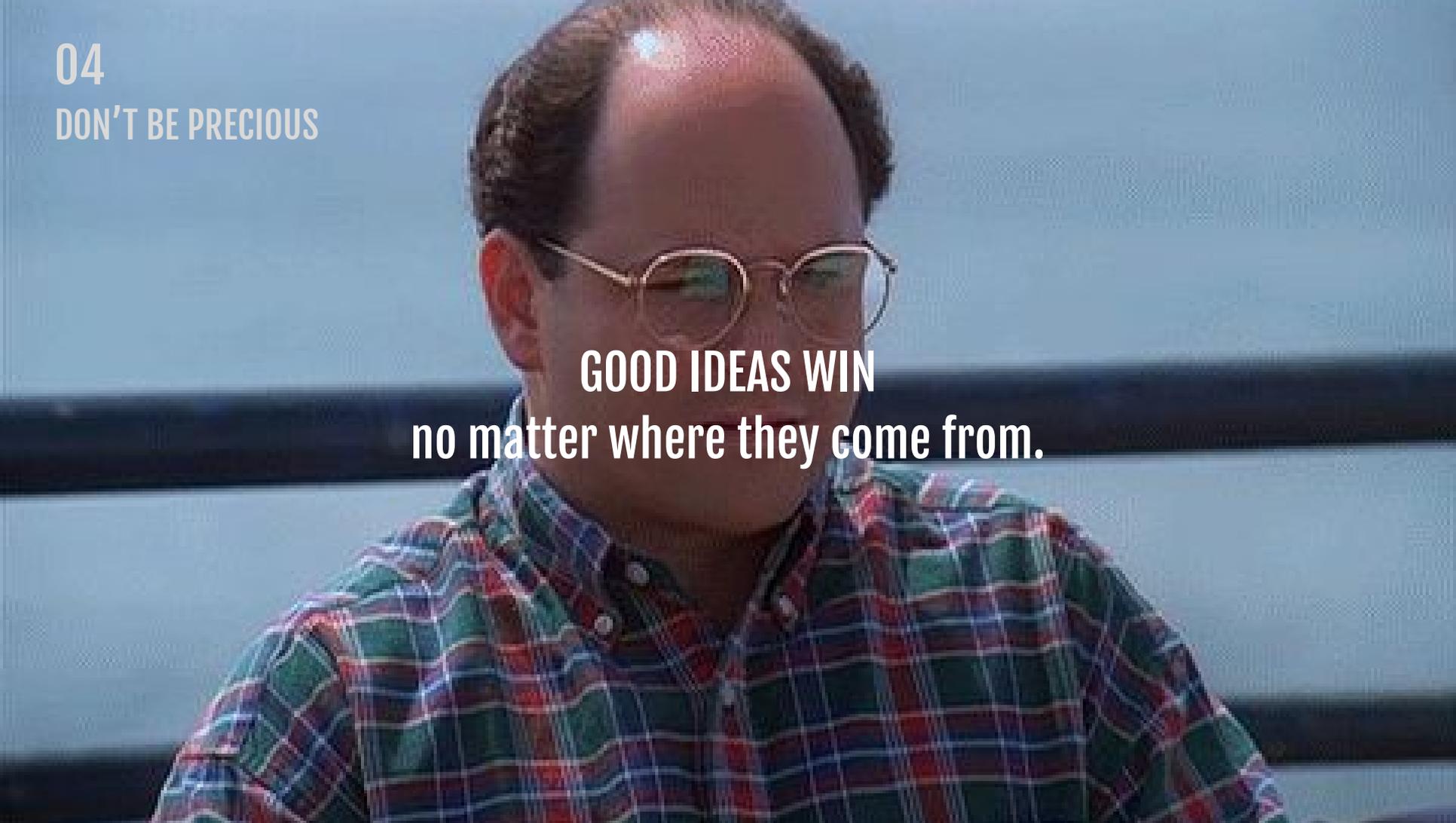
GO, GO, GO

(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.

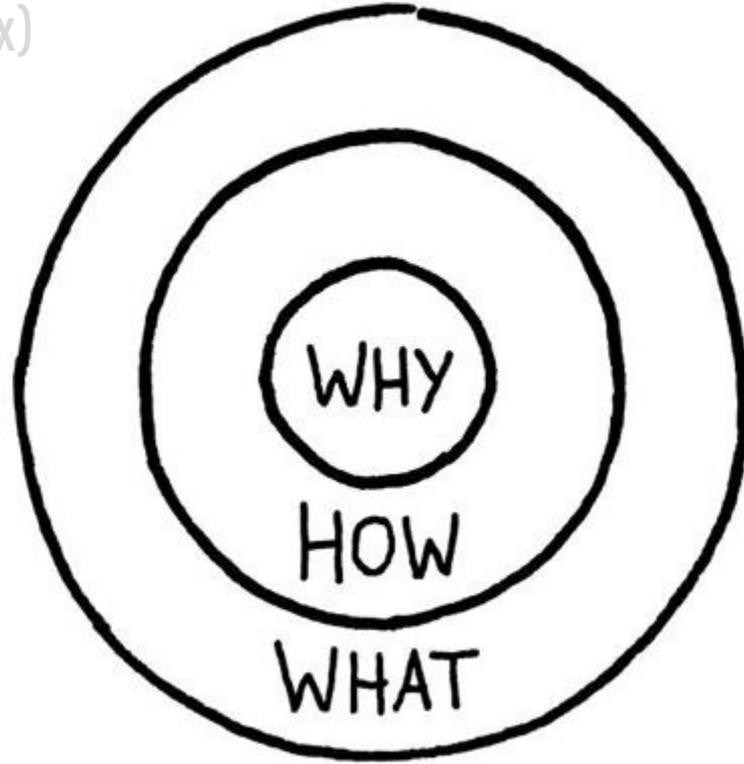
TINDER/UBER: BRANDING A UI/BUSINESS MODEL.



06

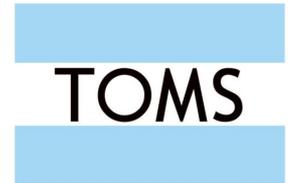
A great idea comes from the “why.”

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



DISCUSSION:

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



PRODUCT BASICS

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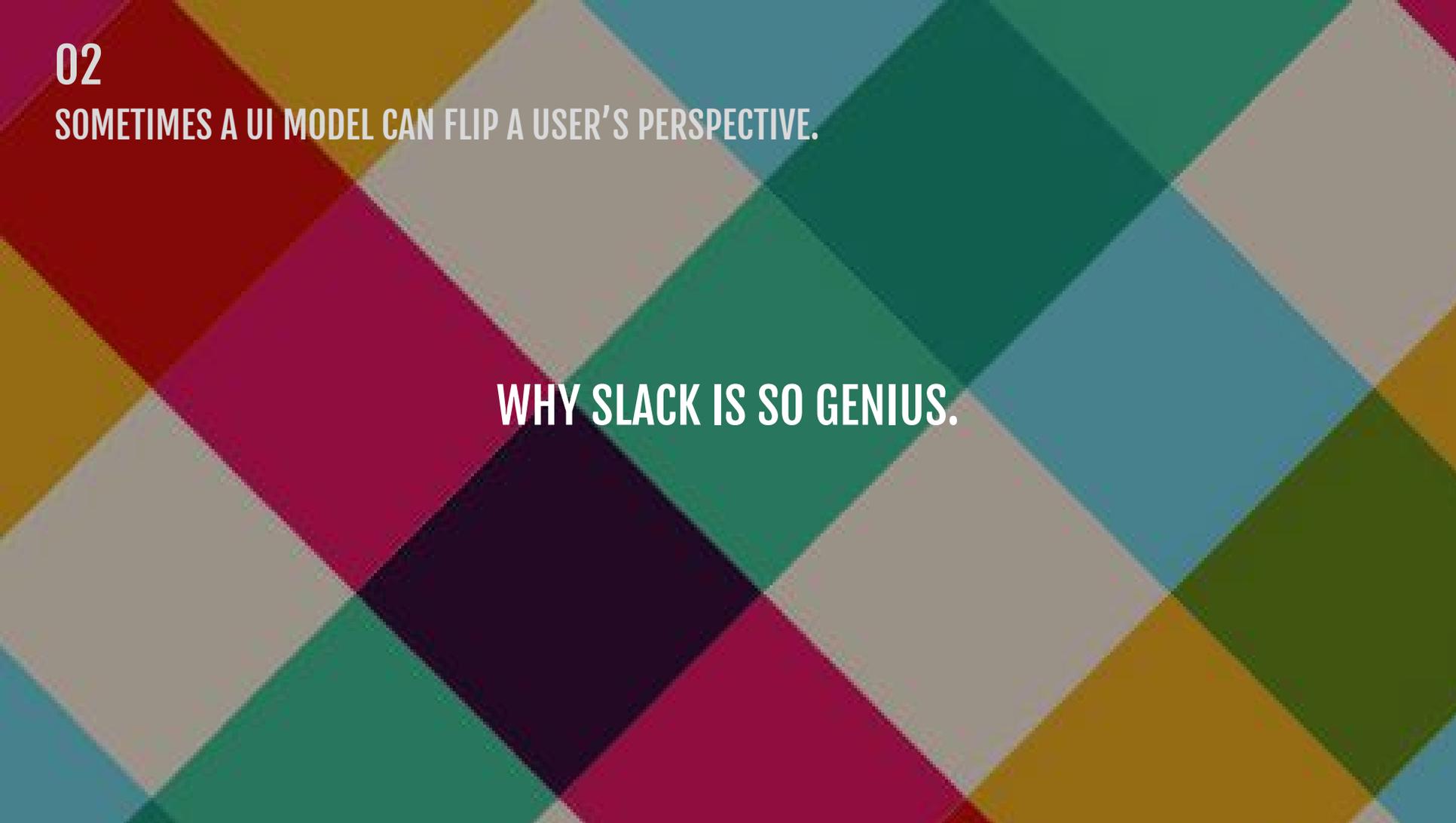
LAUNCH, LEARN, ITERATE

01

RULE #1 OF PRODUCT DESIGN



YOU ARE NOT YOUR USER.



02

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

WHY SLACK IS SO GENIUS.

03

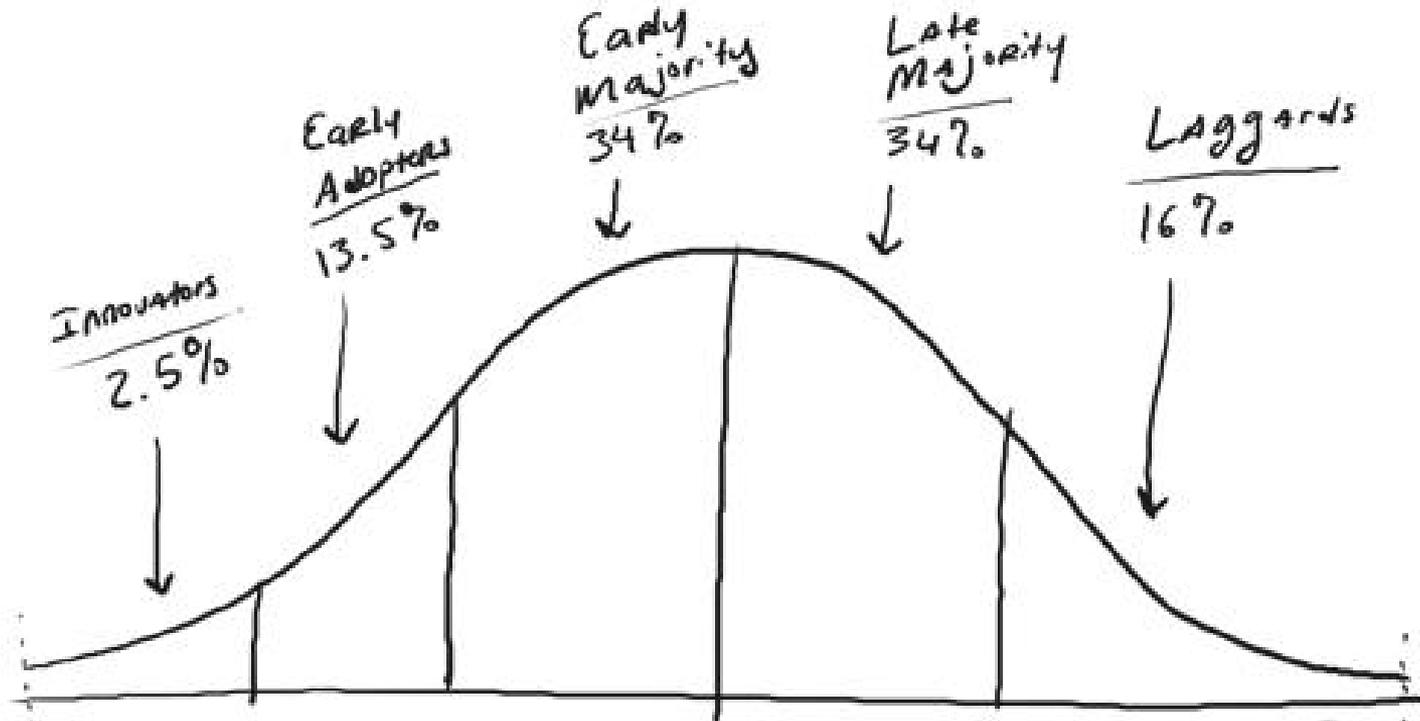
Define your actors.

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



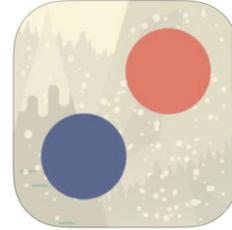
04

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

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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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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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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.

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

How does it get even better with continual use?

What moment only surfaces after repeated use?

What's better than better?

How does it accrue value over time?

How do you continuously optimize the experience?

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.

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What moment only surfaces after repeated use?

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How does it accrue value over time?

How do you continuously optimize the experience?

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.

PRODUCT BASICS

THE IDEA

THE USERS

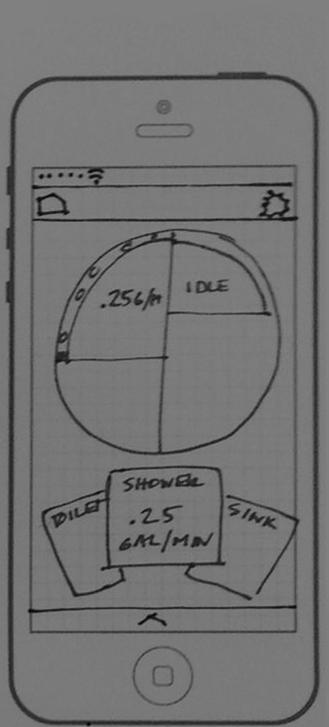
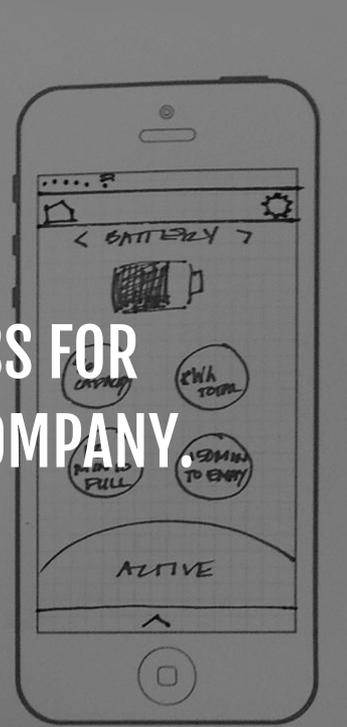
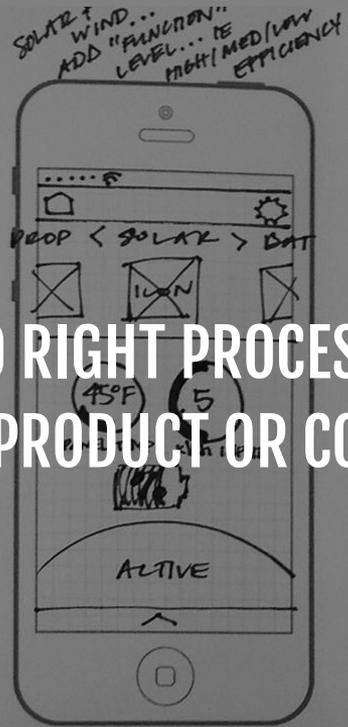
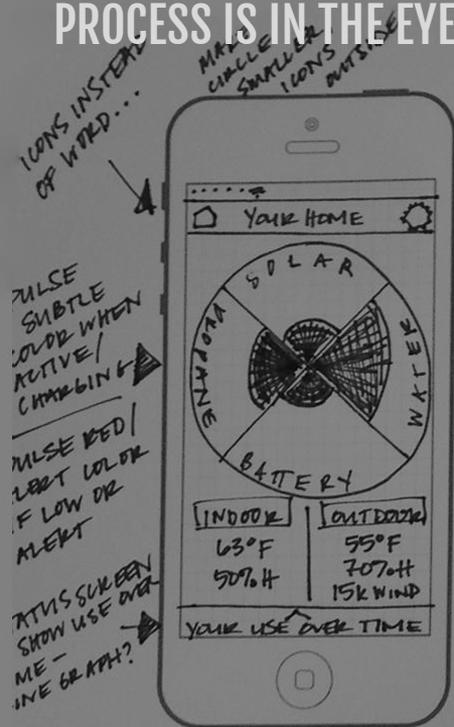
THE TOTAL USER EXPERIENCE (TUX)

THE MAKING PROCESS

LAUNCH, LEARN, ITERATE

01

PROCESS IS IN THE EYE OF THE BEHOLDER

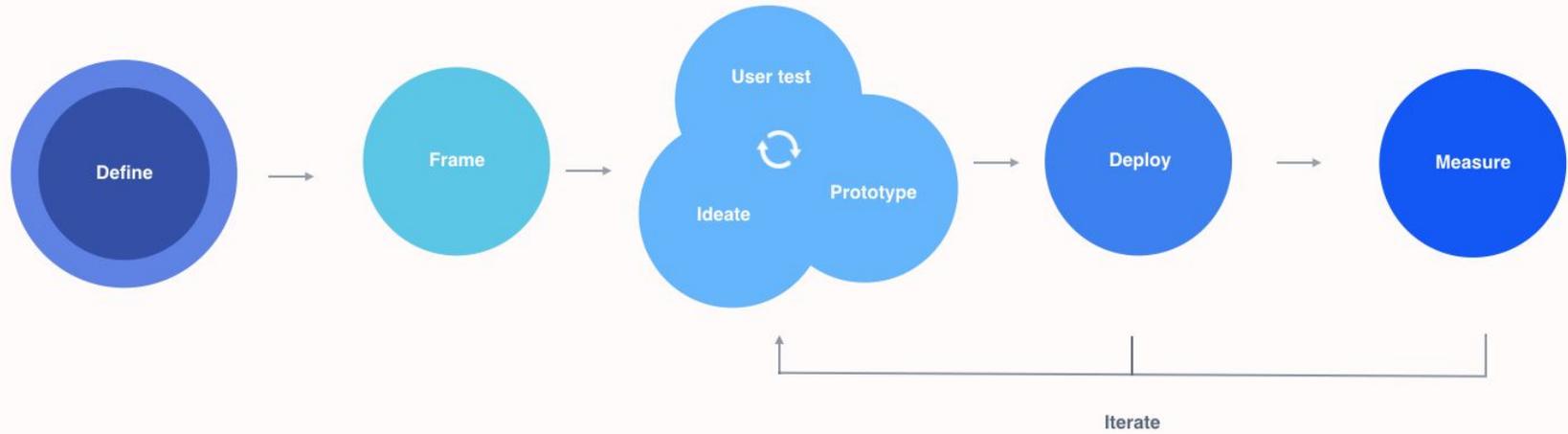


THERE IS NO RIGHT PROCESS FOR ANY PERSON, PRODUCT OR COMPANY

EAT TIME TO CALL OR JUST TO CAPACITY

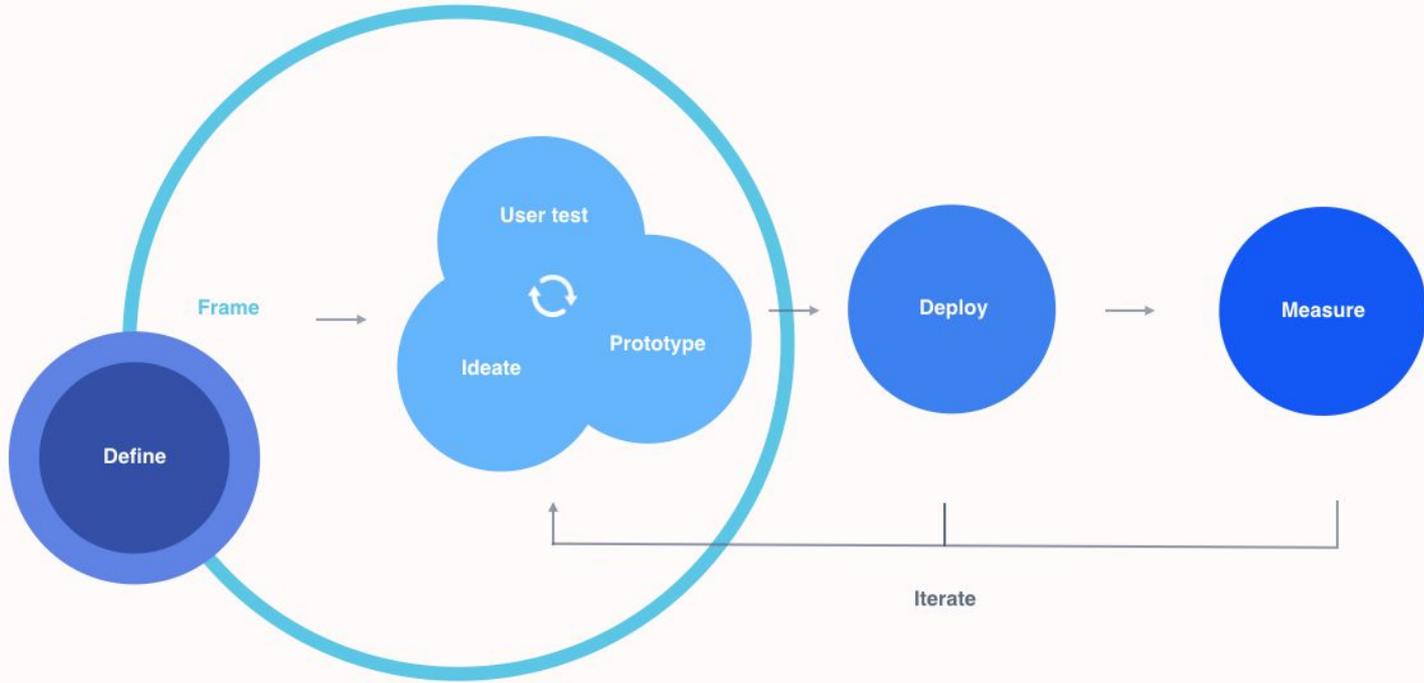
02a

What the perfect process looks like.



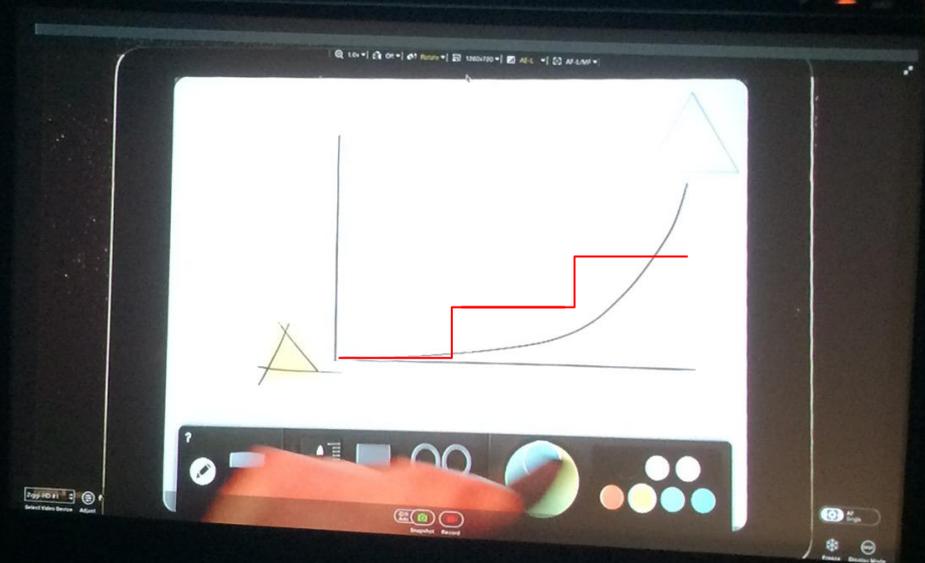
02b

What happens a lot of the time.



01

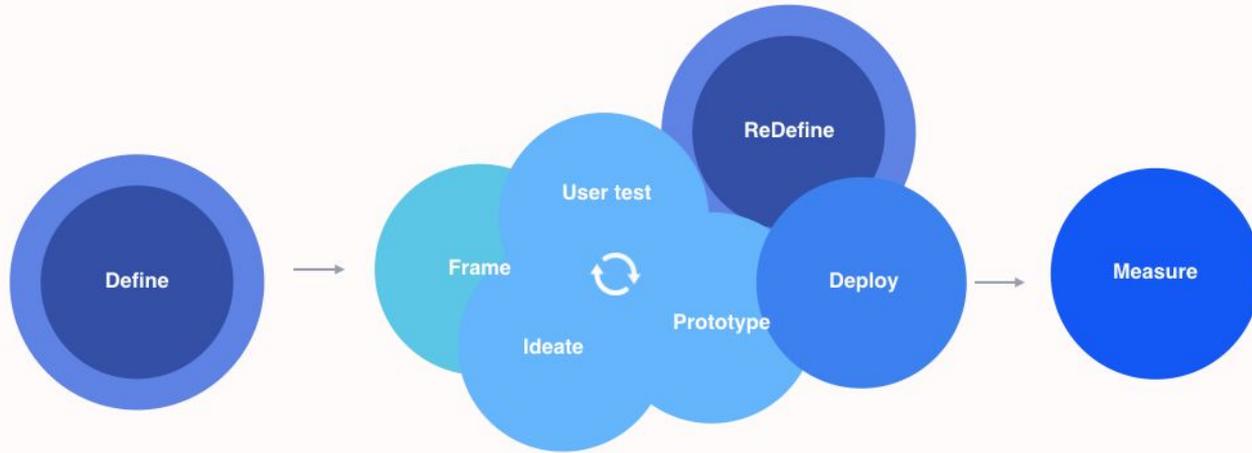
MVP and beyond



eyco

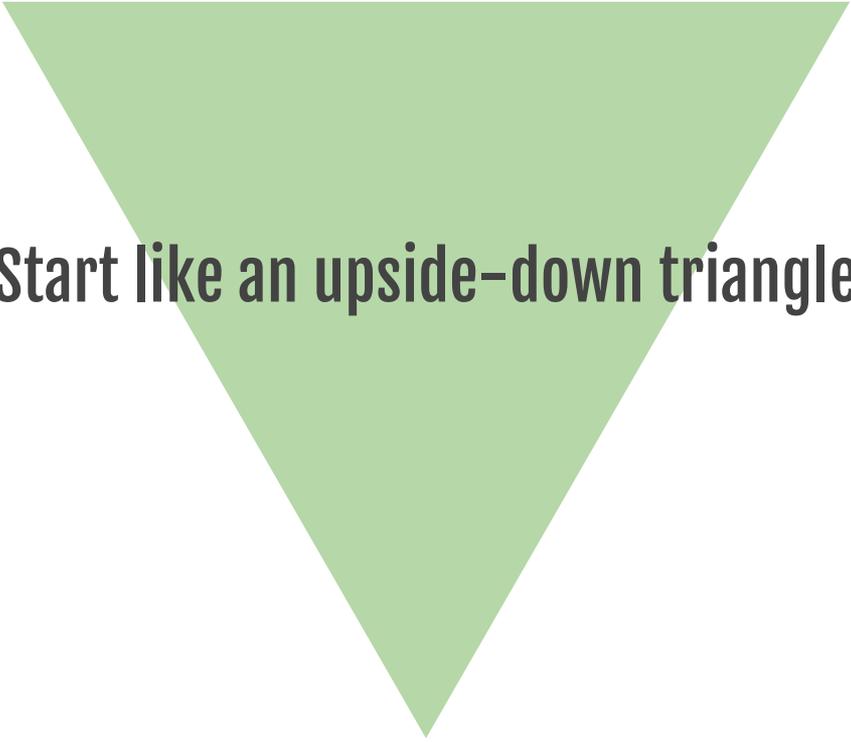
02c

But seriously...



03

When in doubt, make more.

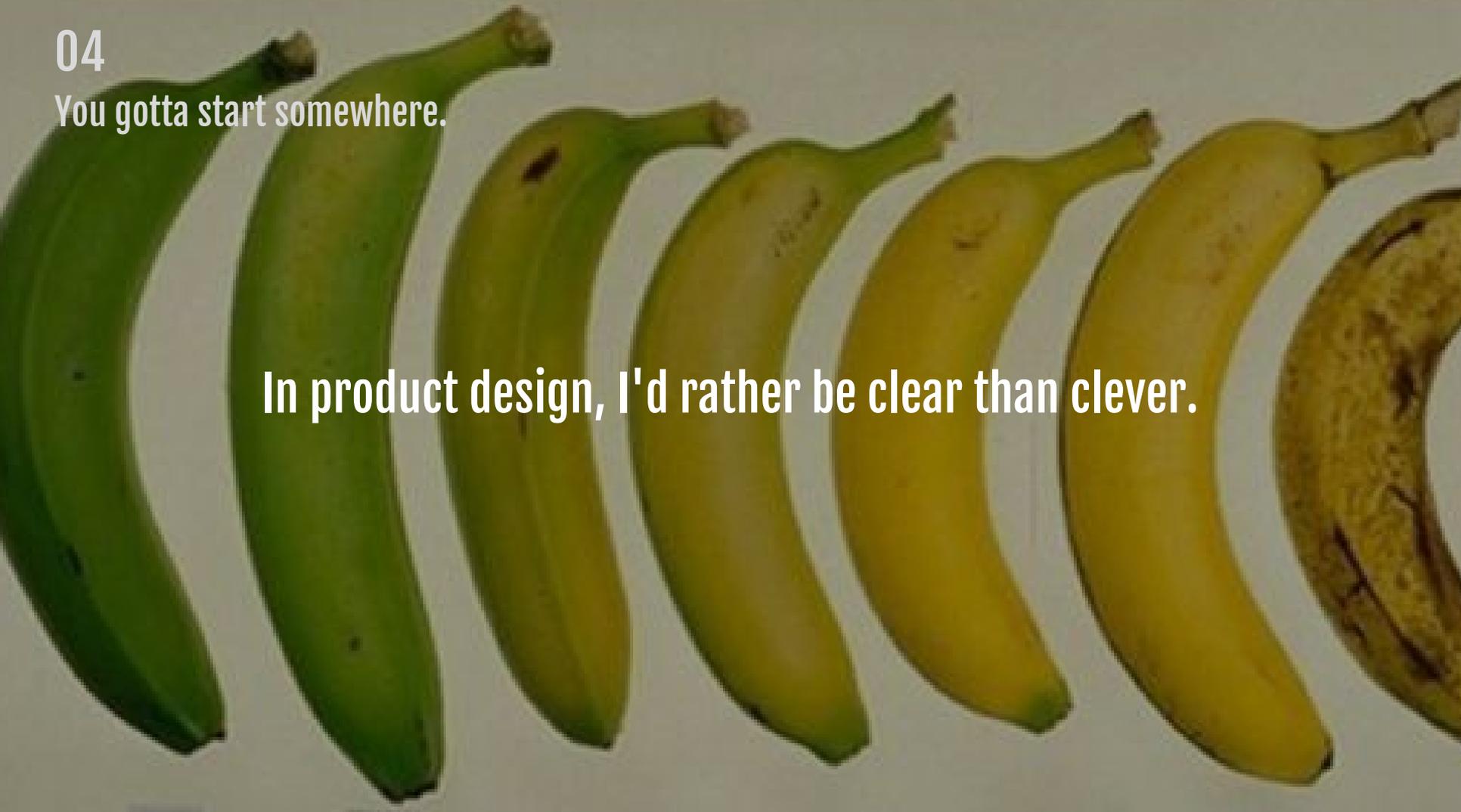


Start like an upside-down triangle

04

You gotta start somewhere.

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



05

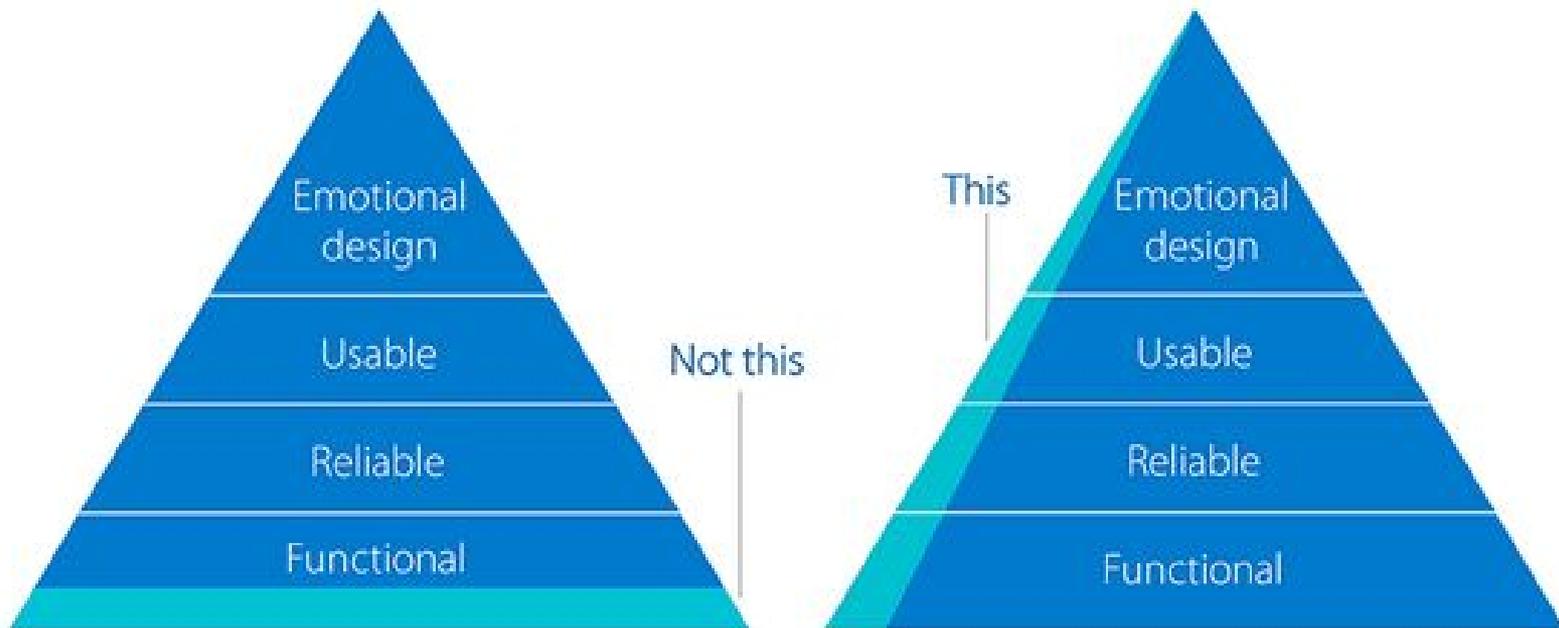
You can't not do anything.

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

The Twitter bird logo is a stylized blue silhouette of a bird in flight, facing right. It is positioned in the center of the slide, behind the main title text.

HOW PRODUCTS GROW, CHANGE & EVOLVE

03

If you don't...

The Pinterest logo, a white stylized 'P' inside a red circle, is centered in the background.

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

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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