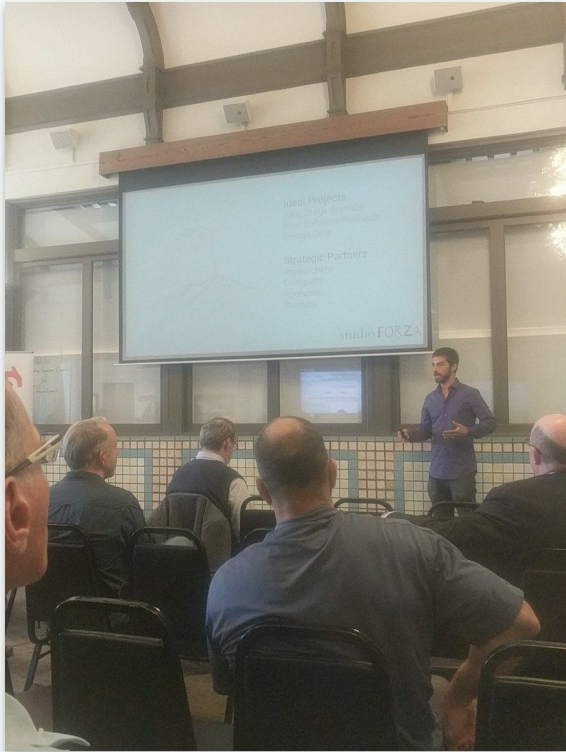




StartupSac Office Hours

User Experience Best Practices

Hi, I'm Mark

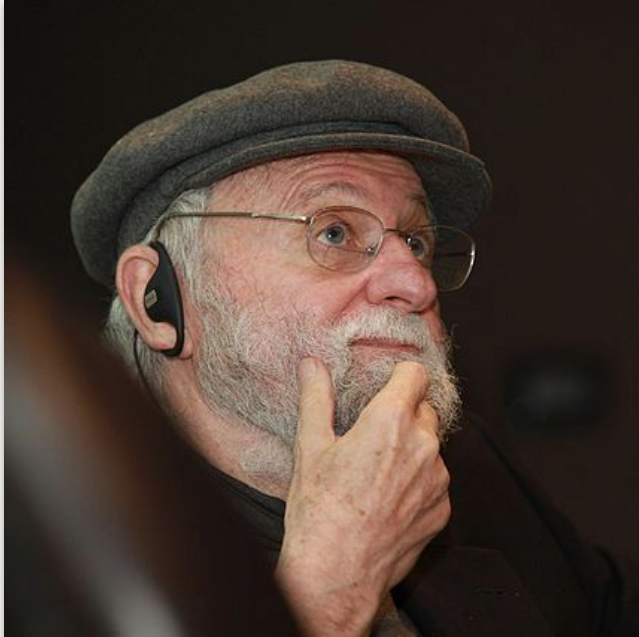


UX Basics



Write it out (2 min)

What do you think of **when**
you hear “UX?”



“User experience”

encompasses all aspects of the end-user's interaction with the company, its services, and its products.

– Don Norman and Jakob Nielsen

User experience design.

The practice of crafting a product and/or service in a way that centralizes people's interaction with and perception of said product or service.

OK, now what the UX does that mean?

Designing vs. **influencing** experience

Things you **can** and **cannot control**.

UX ≠ **UI** (alone)

Good UX = Putting **users** first.

Key Components of UX

Research

+

UI / Interaction



"We start with the perfect experience and then work backward. That's how we're going to continue to be successful."

– Brian Chesky

Image credit: [Matthew Yohe](#) at [en.wikipedia](#)

UX as Digital Architecture



Image via Giphy

Why Should I UX?

Remove **obstacles to growth**/adoption.

Start **learning** and **selling** more quickly.

Less variables = **Better validation**

Differentiate in a crowded market (i.e. SaaS)

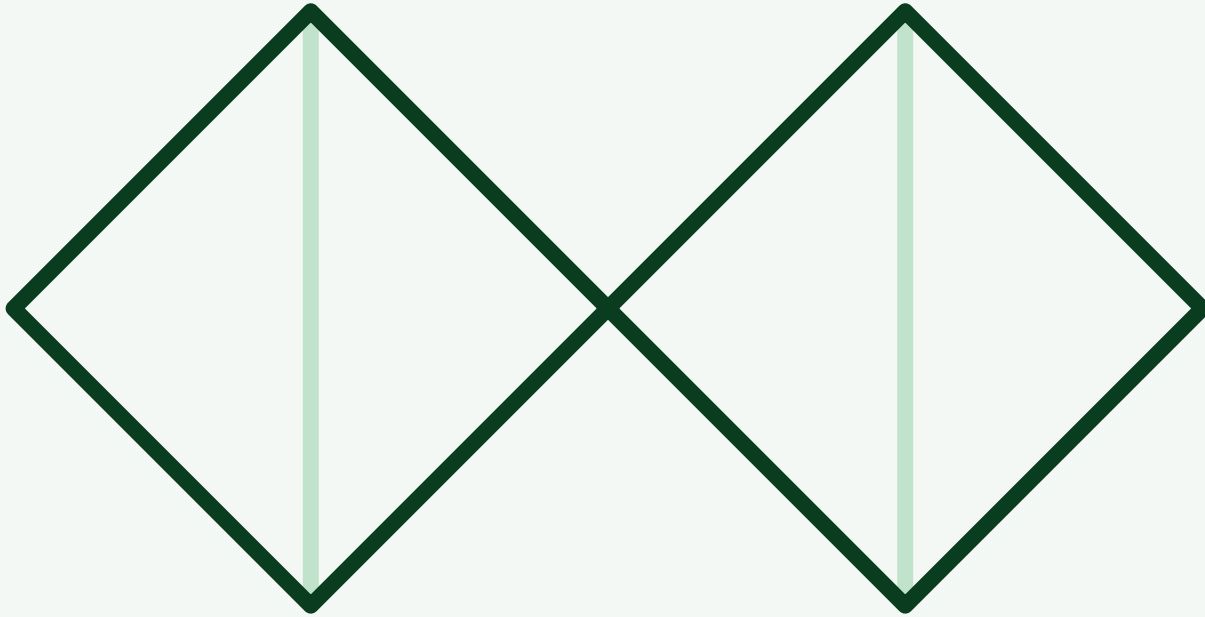
Why Should I UX?

Devs \neq designers; they need **requirements**

Save on cost with **informed prioritization**

Mitigate **design debt** and support cost.

The Process



Scoping

Customer discovery
Initial focus

Research*

User interviews
Personas / JTBD
Comp analysis

Research synthesis
Select problem(s)
and feature(s)

Design*

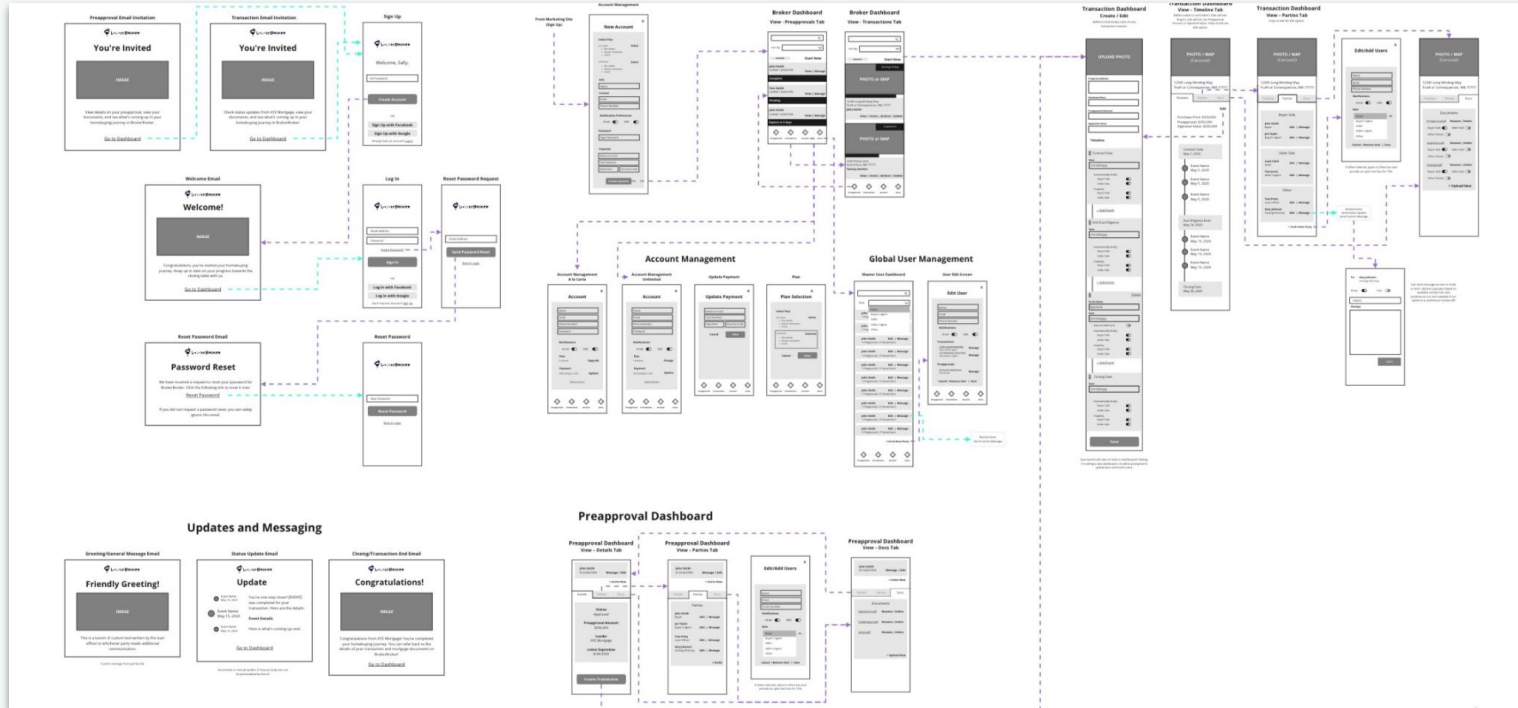
Info architecture
Ideation/Sketches
Wireframes

Usability testing
Mockups
Interaction design

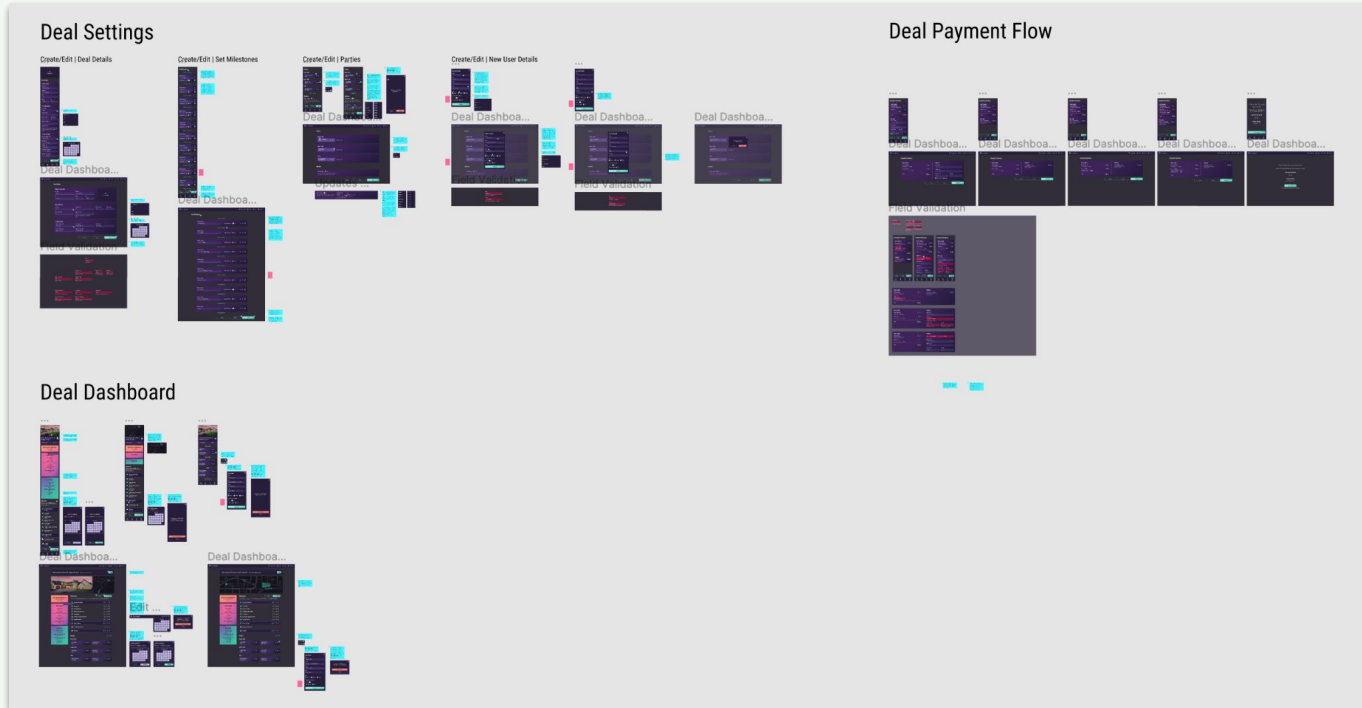
Dev

Write stories
Agile dev sprints
Repeat / Iterate

Flow Maps & Wireframes



Annotated Mockups



What's next? It depends.

Sometimes you gotta bend the double diamond.
Do what's needed for the circumstance you're in.



Write it out (2
min)

Which steps have you **done**?
Which have you **missed**?
What's next for your product?

Scoping

Customer discovery
Initial focus

Research*

User interviews
Personas / JTBD
Comp analysis

Research synthesis
Select problem(s)
and feature(s)

Design*

Info architecture
Ideation/Sketches
Wireframes

Usability testing
Mockups
Interaction design

Dev

Write stories
Agile dev sprints
Repeat / Iterate

UX Life Hacks

1

Know your user

Hint: That's not you.

A little tough love...

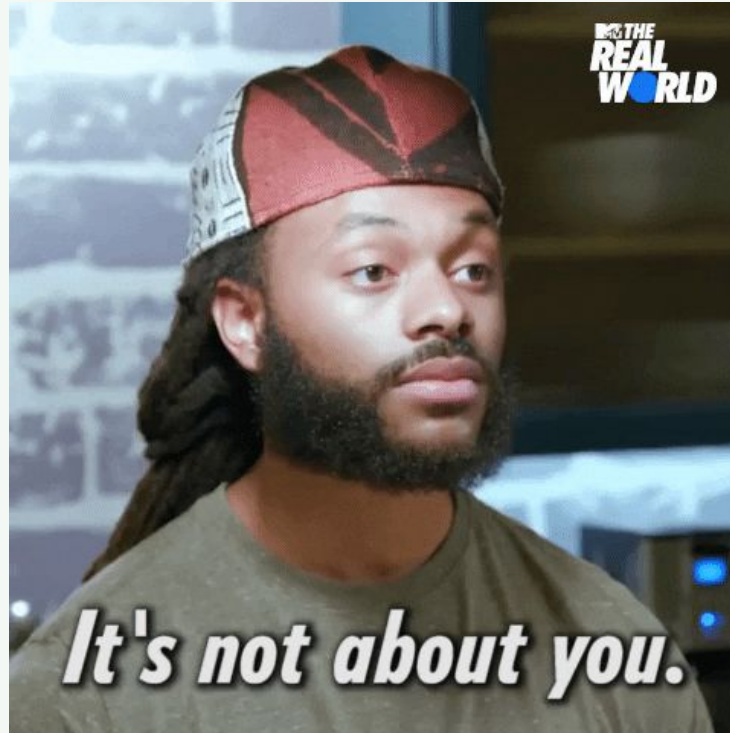


Image via Giphy

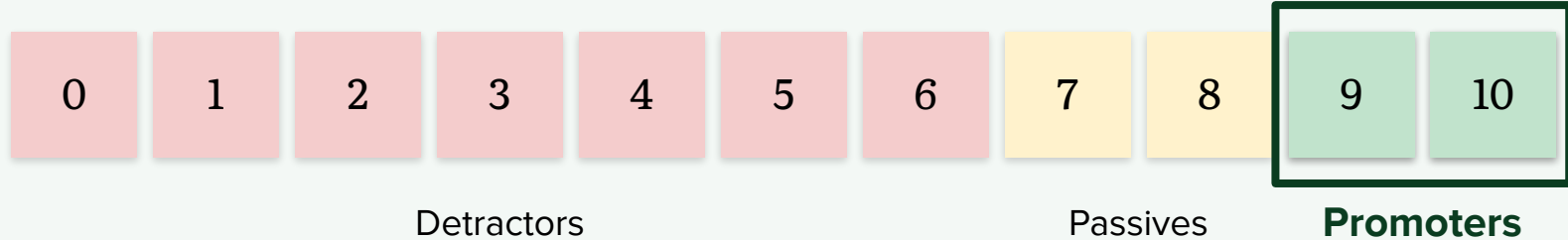
2

Design a product a few people love

Not one that a lot of people like.

Focus on your promoters

How likely are you to recommend this?





Write it out (3 min)

How might you **refine who you're designing for?**

3

Ask the right questions

Why, oh why?

Question Basics



Do you like this idea?

Would you use this?

If we did this, would you...

Isn't this great?



How do you feel about this idea?

What have you used in the last year?

Who... When... Where...

On a scale of 1-5...

Clarifying questions

Why?

4

Think Jobs To Be Done

What are users trying to accomplish?

Jobs to be Done



Context (Where? Who?)

Motivations (Why?)

Behaviors (How?)

Pain Points

Definition of Success (What?)



Write it out (2 min)

Write 1 **non-leading question**
to learn about your users' **jobs**
to be done.

5

Keep the feedback cycle tight

Focus on learning and customer input.

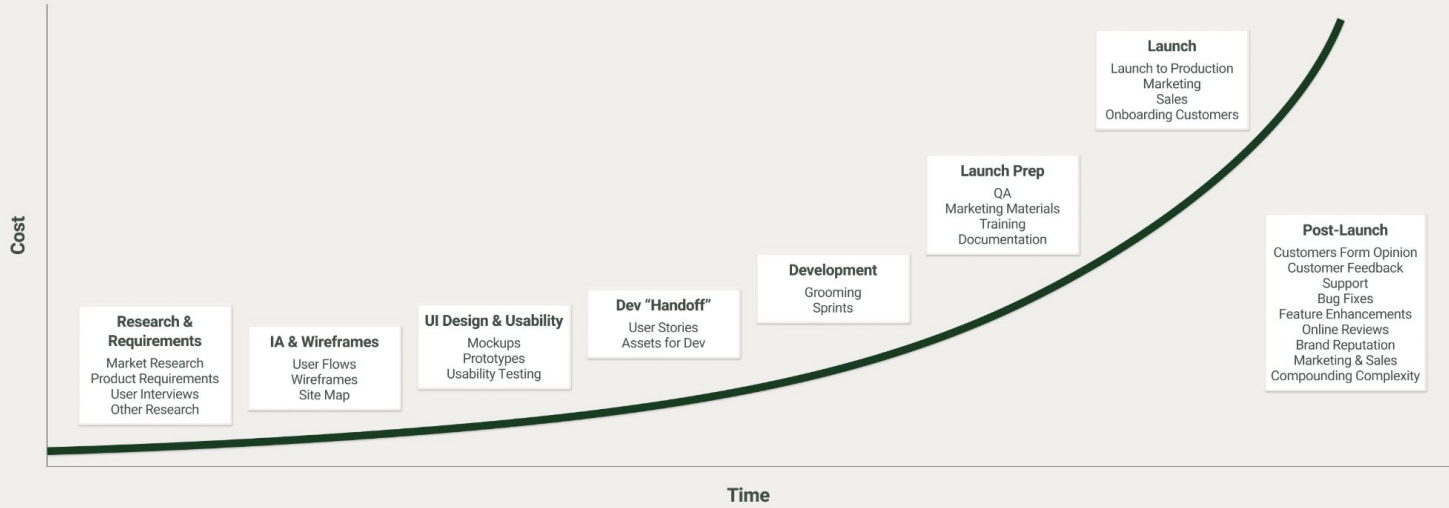
6

Start lo-fi

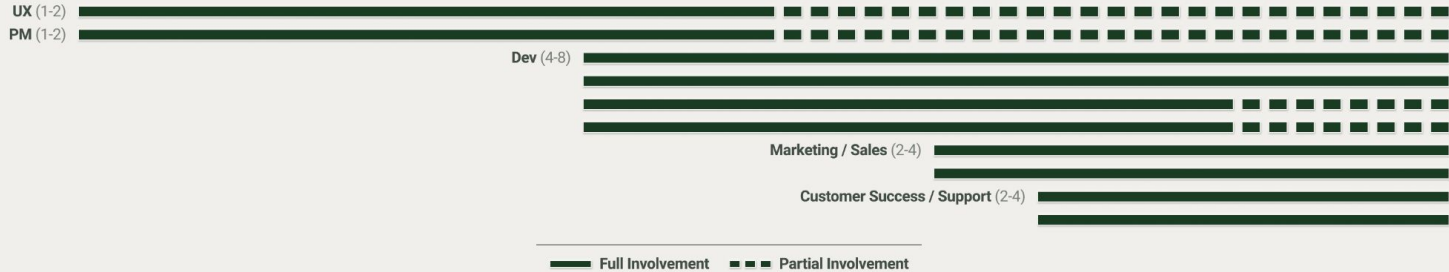
Iterate when the cost is low. Avoid design debt.

Cost to Change Design Over Time

Based on rough ratios and timelines. Will vary by project and team.



Team Members Involved Over Time



7

Use a design system

Learnability. Consistency. Speed.

Design Systems

PURPLES

Grape 900

100 300 500 700

Eggplant 500

100 900

ACCENT

Mint 500

100 900

Bubblegum 500

100 700 900

Peach 500

100 900

TOGGLES & SELECTORS

Toggles

Off On

Off On

Checkboxes

Option

Option

Option

Option

Radio Buttons

Option

Option

Option

Option

INPUTS

Input Label

Type Prompt

Help text goes here if necessary

Input Label

Type Prompt

Help text goes here if necessary

Input Label

Type Prompt

Help text goes here if necessary

Input Label

Type Prompt

Help text goes here if necessary

Input Label

Type Prompt

Help text goes here if necessary

Input Label

Type Prompt

Help text goes here if necessary

Input Label

Type Prompt

Help text goes here if necessary

NAVIGATION

Chevron Up

Chevron Down

Chevron Left

Chevron Right

Drag

More Actions

Search

Zoom

HEADINGS

Heading 1

Roboto | Title Case
font-size: 32px; font-weight: medium; line-height: 40px; letter-spacing: 0%

Heading 2

Roboto | Title Case
font-size: 32px; font-weight: light; line-height: 40px; letter-spacing: 0%

Heading 3

Roboto Condensed | Title Case
font-size: 24px; font-weight: bold; line-height: 32px; letter-spacing: 0%

Heading 4

Roboto Condensed | Title Case
font-size: 24px; font-weight: bold; line-height: 24px; letter-spacing: 0%

BODY TEXT

Paragraph

Roboto | Sentence Case
font-size: 16px; font-weight: regular; line-height: 20px; letter-spacing: 0%

Link

Roboto | Sentence Case
font-size: 16px; font-weight: medium; line-height: 20px; letter-spacing: 0%

Nav Link (Desktop)

Roboto Condensed | Title Case
font-size: 16px; font-weight: regular; line-height: 16px; letter-spacing: 0%

Nav Link (Mobile)

Roboto Condensed | Title Case
font-size: 13px; font-weight: regular; line-height: 16px; letter-spacing: 0%

LABELS

Input Label

Roboto | Sentence Case
font-size: 14px; font-weight: medium; line-height: 20px; letter-spacing: 0%

Help Text

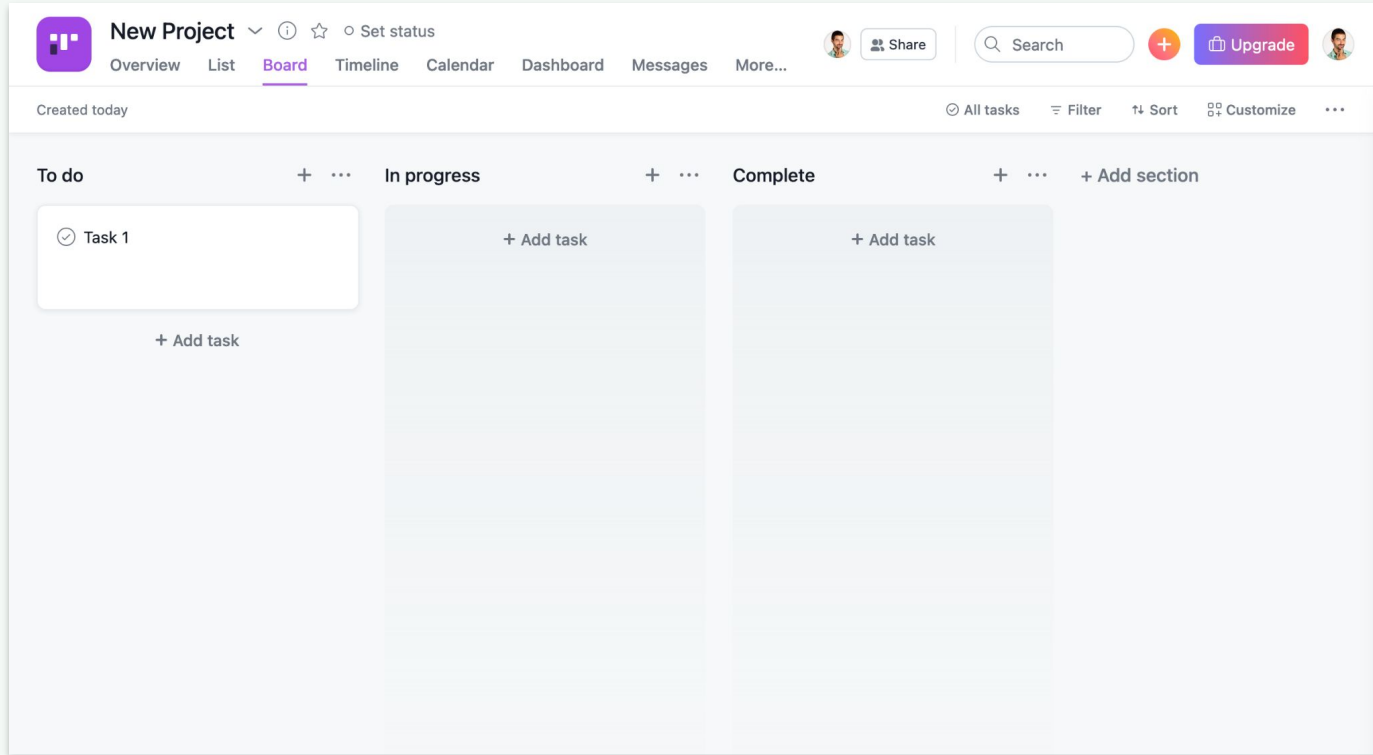
Roboto | Sentence Case
font-size: 14px; font-weight: regular; line-height: 18px; letter-spacing: 0%

8

Emphasize learnability

Be consistent and guide people.

UI Hints



Screenshot of Asana

9

Prevent errors before they happen

Make it hard to break stuff.



Write it out (3 min)

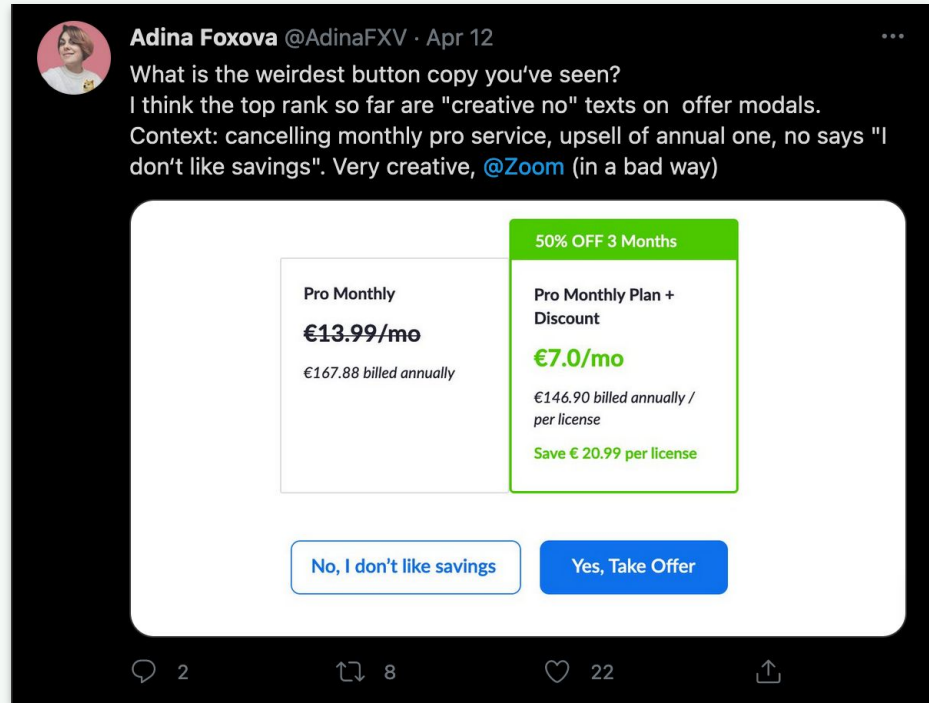
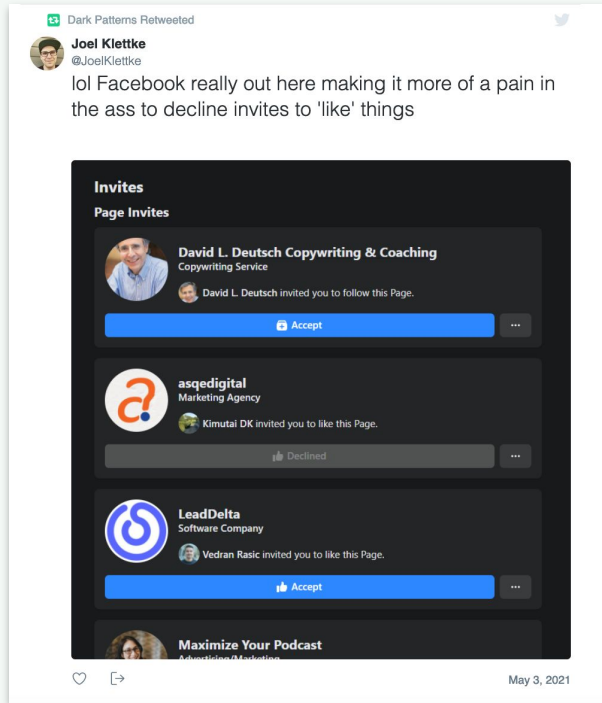
What can you do to make your platform **easier to learn?**

10

Humanize your users

Design for people.

Don't make your platform a manipulative sociopath



Tweets via <https://www.darkpatterns.org/>

Next Steps

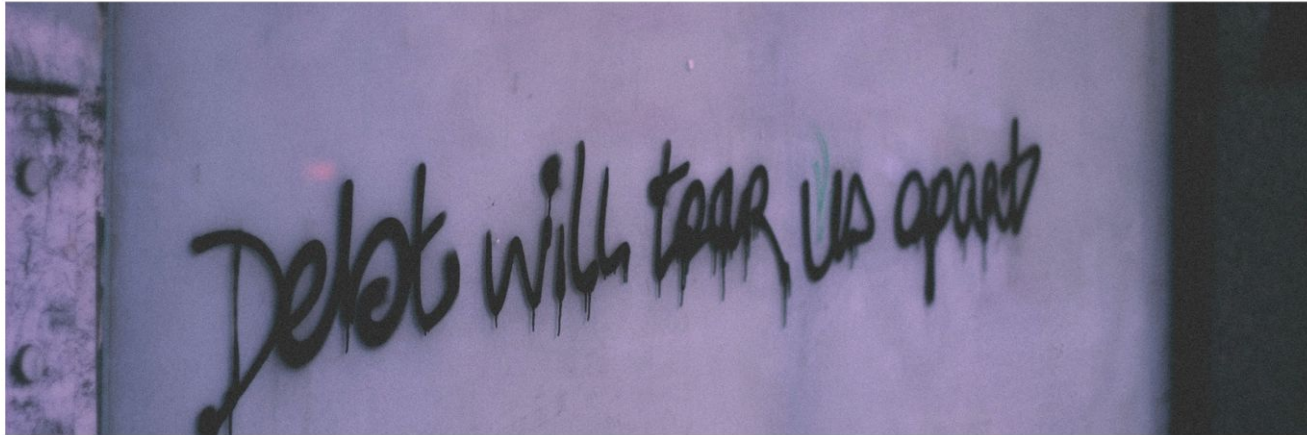
Building a UX Strategy

Where are you **now**?

What is the **ideal** experience?

Learn and use the **process**.

What will you do **now, next, future**?



Let's Talk Design Debt: What is it and what could it cost me?

APRIL 7, 2021 | SAAS

Imagine with me for a second. You're a non-technical founder with an awesome B2B SaaS concept. You know you need to hire a developer to build your software product and you've heard no one wants to invest in your startup until you have something built, so you go straight to the developer or dev shop your friend recommended.

The developer takes your money and your requirements and gets to work. You communicate back and forth on requirements and technical constraints that you kind of understand and you've made decisions to the best of your ability based on those conversations. As far as design goes, you've sketched together a few flows and back-

Measure Your UX SaaS Design Audits

hello@trailmerge.com

Severity Levels

Low

1 Con

Probi

nam

Prop

radiu

2 Con

Probi

nam

Prop

radiu

3 Mat

worl

Probi

arou

Prop

input

4 Mat

worl

Probi

skip

meas

Prop

input

Rena

5 User

Probi

Severity Levels

Low

High

1 Help and documentation

Problem: Clear helps are provided on main screens for the creation flow.

Proposed Solution: Continue and expand upon helps provided to guide users through process of creating.

2 Consistency and standards

Problem: There are a large number of controls and actions afforded in the tool - overall design is consistent but attention could be given to colors and spacing/padding.

Proposed Solution: Produce a style guide for components within the tool

3 Aesthetic and minimalist design

Problem: Aesthetics feel very boxy and dividers make it feel busy and broken up.

Proposed Solution: Modify styles at design system and individual feature levels.

4 Visibility of system status

Problem: Unclear that creating a new document already makes the document live.



Questions?



hello@trailmerge.com