

MATCH & DEVELOP A STARTUP

UI & UX design for websites & apps

Yiannis Konstantakopoulos, porcupine.gr

Design \neq Art

What is User Experience Design?

“Everything has a user experience. Our job is not to create the user experience. It is our job to make it good.”

A scientific method (*no, really*)

“A UX designer’s work should always be derived from people’s problems and aim at finding a pleasurable, seductive, inspiring solution. The results of that work should always be measurable through metrics describing user behaviour.”

UX IS NOT UI

HOW UX WANTS TO BE SEEN

- Field research
- Face to face interviewing
- Creation of user tests
- Gathering and organizing statistics
- Creating personas
- Product design
- Feature writing
- Requirement writing
- Graphic arts
- Interaction design
- Information architecture
- Usability
- Prototyping
- Interface layout
- Interface design
- Visual design
- Taxonomy creation
- Terminology creation
- Copywriting
- Presenting and speaking
- Working tightly with programmers
- Brainstorm coordination
- Design culture evangelism

HOW UX IS TYPICALLY SEEN

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UX vs. UI



DESIGNING THE **PRODUCT**



DESIGNING THE **EXPERIENCE**

UX vs. UI



User experience

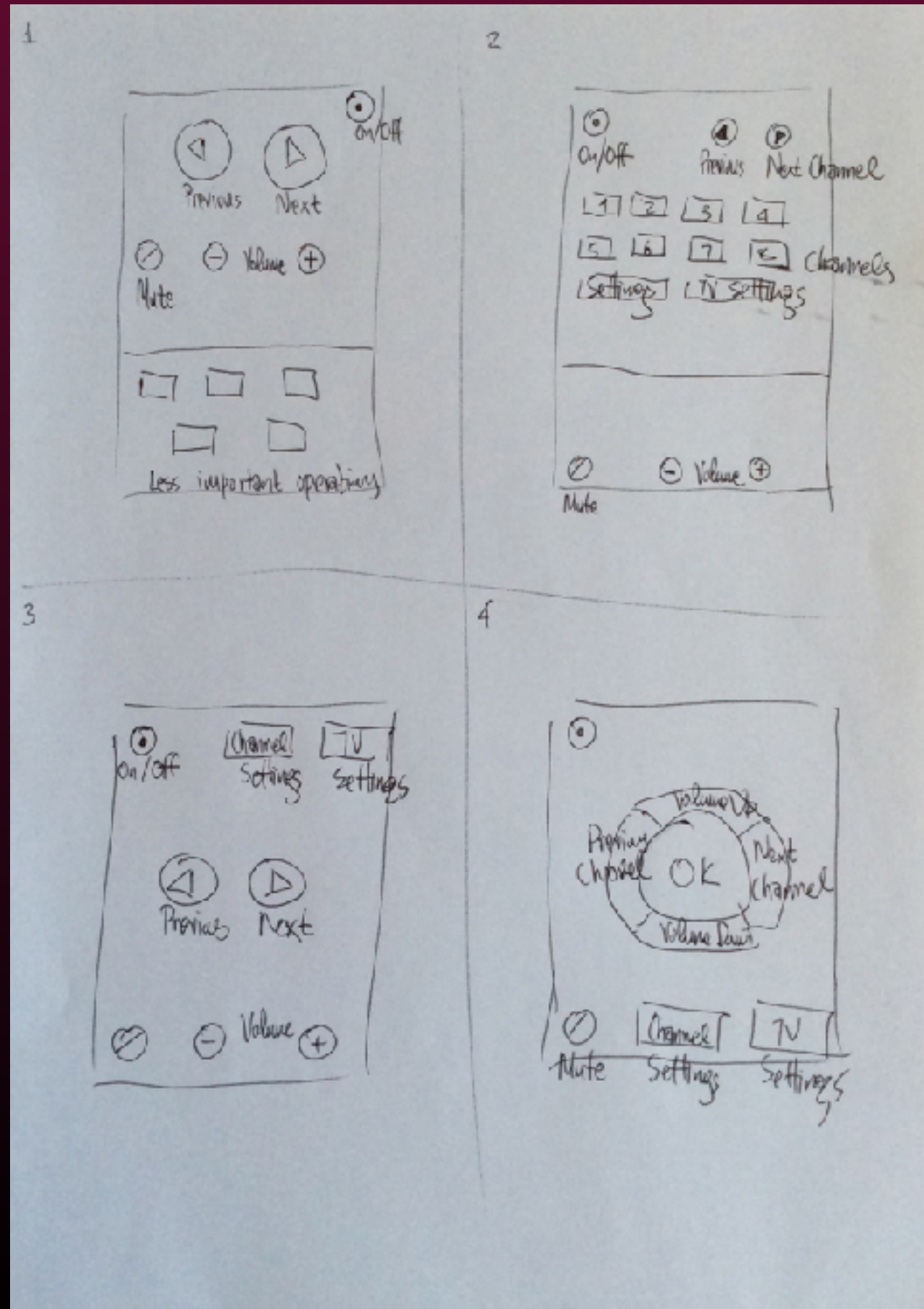
Design

Start with:

The user is a _____

who wants to _____

Design 4 versions of a TV remote control in 4'



UX Design Step by Step

1. Find your users

2. Pen & Paper (Wireframes)

3. Design Mockups

4. Create Prototypes

(Launch)

5. Measure & Improve

Find your users

- Learn how to think like your users do
- Find and talk to them
- Create personas

Personas

The First Time Buyer

Becky Broadmore



AGE: 28

EDUCATION: BA

OCCUPATION: Administrative Assistant

“I’m just not sure what I need to know to get my first mortgage. How do I know I made the right choice?”

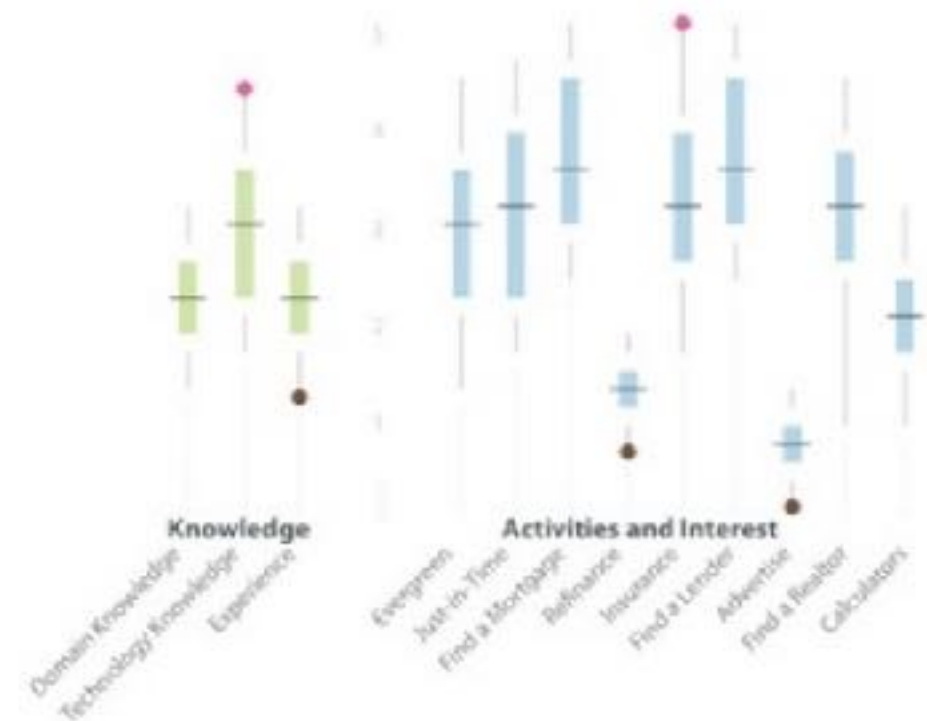
BECKY MOVED TO BOSTON THREE YEARS AGO TO WORK FOR A SMALL LAW FIRM. WITH HER recent promotion, she’s ready to purchase her first home.

Living in the city, a Vespa is her primary mode of transportation. On rainy days, or during the Winter, she commutes into work on the subway.

Sandy considers her self to be pretty smart, after all she has a small eTrade investment portfolio she manages on-line, and uses her bank’s on-line bill payment. However, she’s overwhelmed by the confusing terminology, options, and costs associated with getting a mortgage. She’s also put-off by all the spam she receives about unbelievable 2.9% mortgage rates and sites with excessive ads and pop-ups.

She’s a firm believer in “you get what you pay for,” and “if it sounds too good to be true, it probably is.” She’s heard horror stories about internet banks and doesn’t mind paying a higher rate to a recognized lender or someone local.

Becky has no clue what her credit score is. She has a few credit cards and department store cards, which carry a monthly balance. She’s pretty good at making her payments, but sometimes is late. She isn’t sure how this will effect her when applying for a mortgage.



Referrer

Private label realtor

Key Words

local realtor, buying a house, buying first house

Entry Point

Articles

Reasons to Return

Better updated articles, short-list of preferred lenders

Goals

- Use the computer and Internet without having to constantly call a friend.
- Get junk mail free e-mail.
- Feel safe visiting sites without worrying about sites stealing her information.

Questions

- What’s the best mortgage for me?
- What do all these terms mean?
- Which lender is better?
- How much will it really cost me?
- What’s my monthly payment?

Influencers

- Reputation
- Assistance and education
- Clarity of information
- Professionalism/trustworthiness

Websites She Visits

- Ebay
- My Yahoo!
- MSN
- Bible study sites

Frustrations & Pain Points

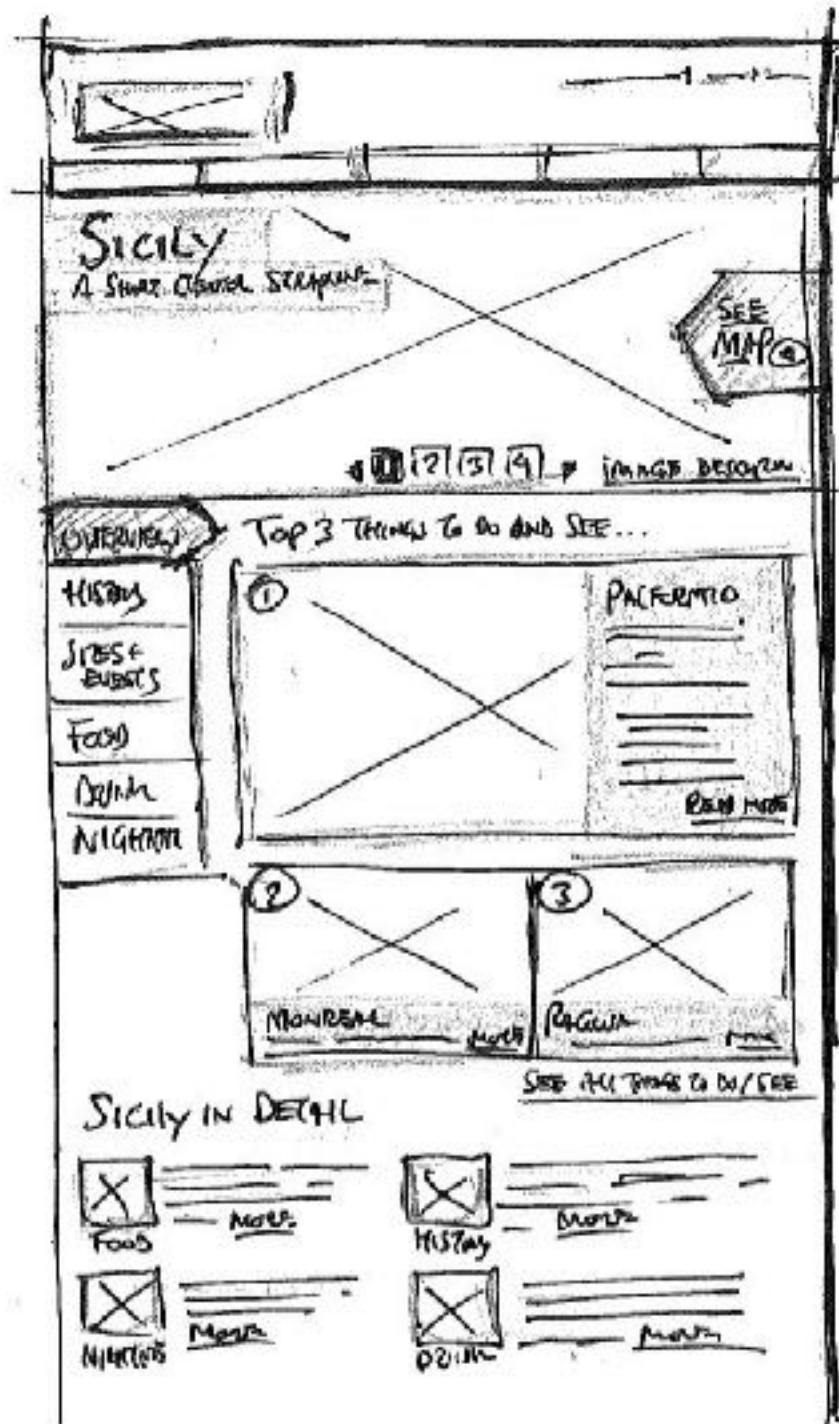
- Computing is difficult and Becky wants to be able to use the Internet without worrying about problems.
- Random pop-ups that she can not get rid of.
- Elizabeth would rather have random computer problems, then call her son for help, because he get frustrated with her when trying to help fix her PC.
- After visiting sites, she sometimes gets e-mails from the site, and she wonders if the site is somehow stealing her information.

Pen & Paper (Wireframes)

- Sketch. Test ideas. Be quick. Trust low fidelity.
- Design User Flows/Storyboards
- Prepare your Sitemap

Sketches

OVERVIEW PAGE

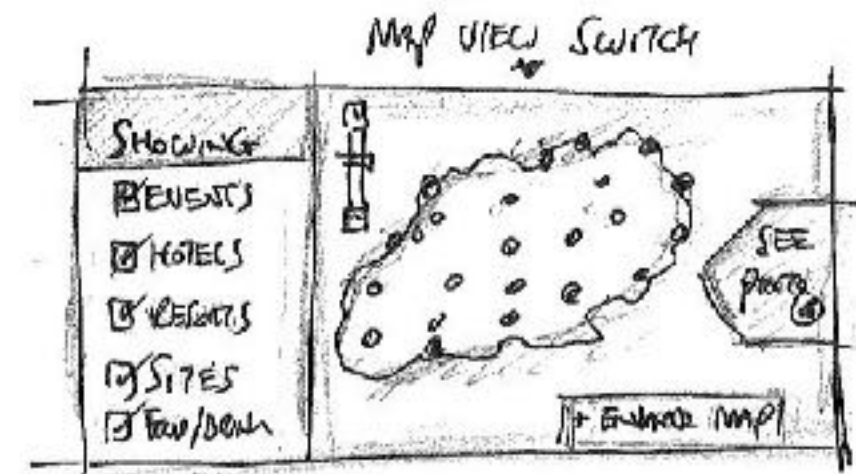


- INTRO
 - MAIN IMAGES FOR DESTINATION (CROWDS)
 - HAS HYPERLINK DESCRIPTION
 - SWITCHES IMAGE TO GOOGLE MAP OF DESTINATION (SEE RIGHT)

- Top 3 THINGS TO DO/SEE
 - POSITION FOR TOP THINGS TO DO IN THE DESTINATION
 - LARGE IMAGE, INFO PARAGRAPH OVERLAIN ON IMAGE + LINK TO READ MORE
 - LINK TO SEE ALL THINGS TO DO IN THE DESTINATION

- LEFT HAND NAV
 - CONSISTENT, CLEAR NAV FOR THE CONTENT CHUNKS IN THE DESTINATION

- INTRO / TEASERS
 - COUPLE OF INTRO LINES TO TEASE THE USER INTO THE DETAILED CONTENT ON SEPARATE PAGES
 - ICONS?



- CHECK AND UNCHECK ITEMS ON THE MAP
 - Ability to open up a larger version of the map
 - ONCLICK OF PIN ON MAP, OPEN UP LAYER WITH DESCRIPTION OF ITEM / IMAGE / LINK TO READ MORE ABOUT ITEM.

Wireframes

Alternative flights calendar component (COM_FLIGHTS_ALT_CAL)

Show the overlay that will appear to allow customers to select alternative flights. The calendar should default to the number of nights, departure airport and departure date for the selected flights.

Select your flights

How long do you want to stay for?

[More durations](#)

Where do you want to fly from?

[More airports](#)

7 night flights from London Gatwick

August 2012

MON	TUE	WED	THU	FRI	SAT	SUN
« Previous flights				3 From +£100	4	5
6	7 From +£50	8	9	10 From +£100	11	12
13	14 From +£50	15	16	17 From +£100	18	19
20	21 From +£50	22	23	24 From +£100	25	26
27	28 From +£50	29	30	31 From +£100	Later flights »	

☐ Daytime flights
 ☐ Premium seats
☐ 787 Dreamliner
 ☐ Extra space seats

Outbound
 Fri 17th Aug 2012

Return
 Fri 24th Aug 2012

9:15 > 11:30 (2 hrs 10 min) 	19:30 > 22:15 (2 hrs 10 min) 	Selected ✓ Premium seats Extra space seats
11:00 > 13:15 (2 hrs 10 min) 	17:30 > 20:15 (2 hrs 10 min) 	No cost Select
15:15 > 17:25 (2 hrs 10 min) 	11:30 > 02:10 -1 day (2 hrs 10 min) 	+£95 (£42pp) Premium seats Extra space seats Select

Prices shown for holidays at Hacienda Del Sol with Half board and Standard double room

Flight calendar overlay for selecting alternative flights. The selected flight should be initially shown as selected.

Show next 3 available durations. More durations should operate in the same way as on the search results page.

Show selected airport and nearest airports (e.g. in same Geographic grouping). Show airport selection scroll box on clicking the 'More airports' link.

Enter airport

Aberdeen
 Belfast International
 Birmingham
 Bournemouth
 Bristol
 Cardiff
 City of Derry
 Durham Tees Valley
 East Midlands
 Edinburgh

On selecting an airport refresh with airport and add to airports pills.

Show all airports by default (A-Z). Filter airports on text entry.

Outline day time or night time flights

Show any 3rd party flights

Refresh the flight dates with the previous/next 28 days.

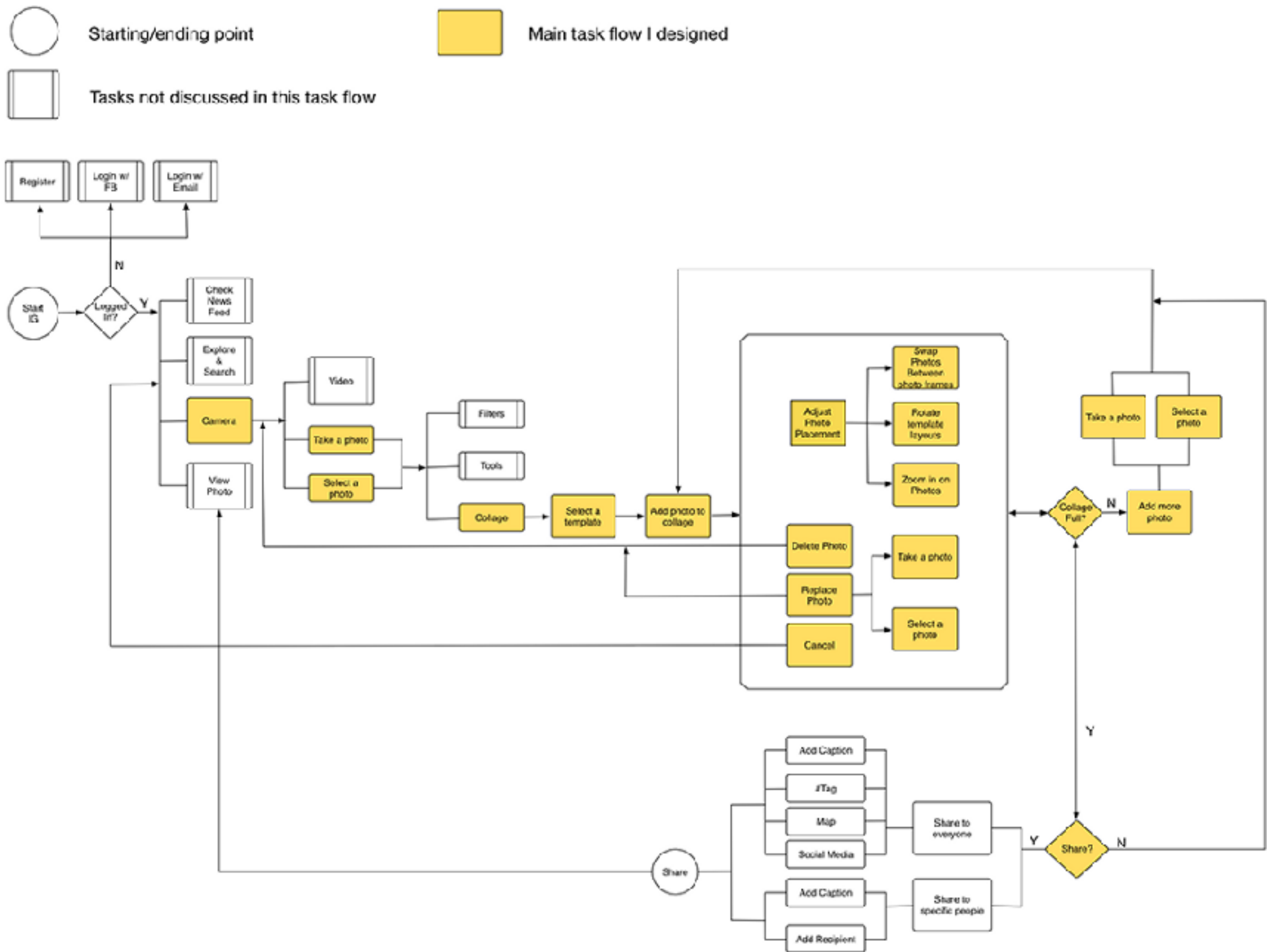
Outline when a flight departs or returns on the next day (i.e. in this instance Sat 25th)

Outline that day time flights depart between 6:00 and 17:59 and night time flights depart between 18:00 and 5:59

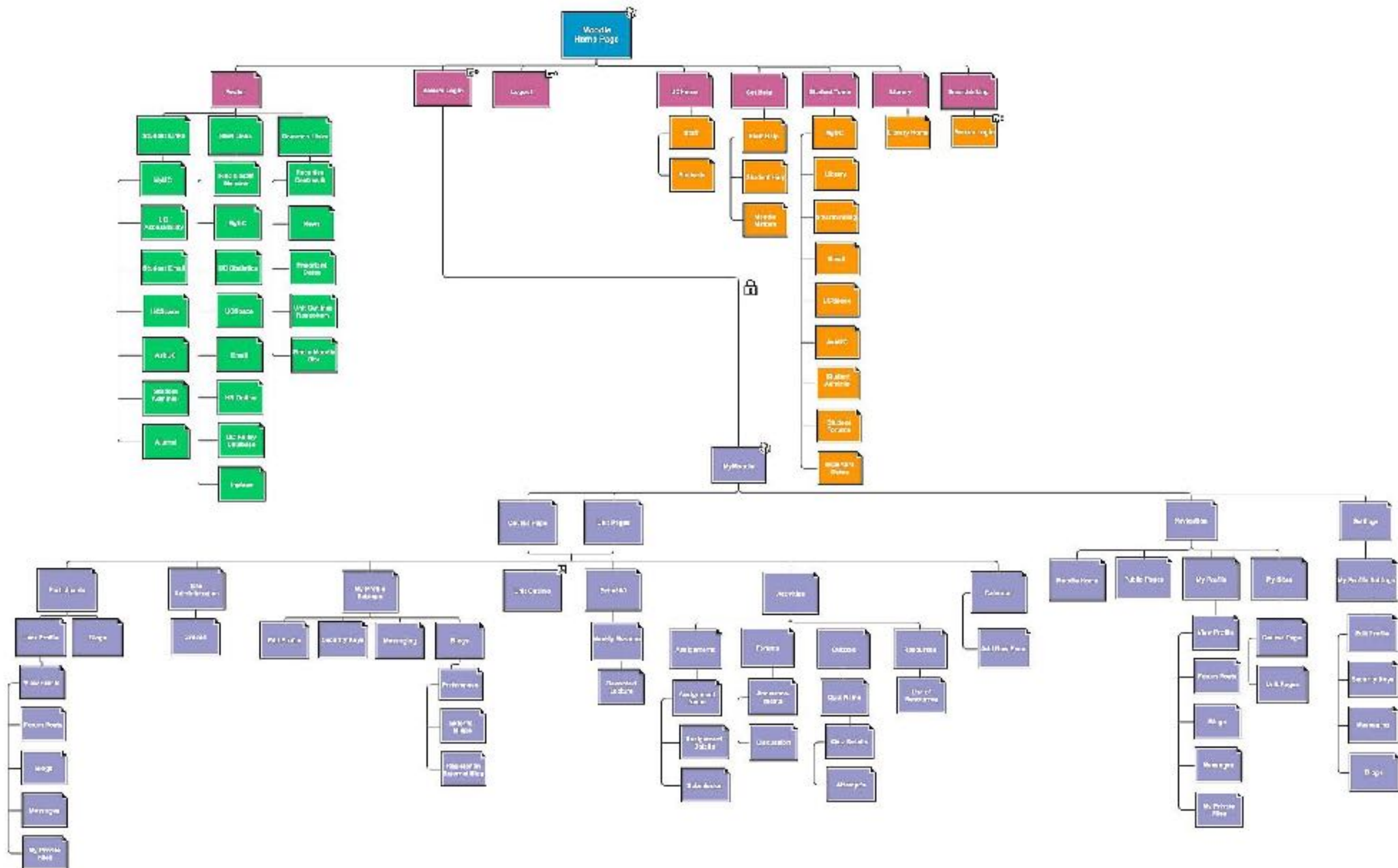
Premium seats and Extra space seats should be selected at the same time (i.e. selecting one should deselect the other)

User Flows

Instagram New Feature (creating a collage) Main Task Flow



Sitemaps



Design Mockups

- UI Design
- Attempt to make people trust you

UI Design

Τηλεφωνικές Παραγγελίες: +30 2331067555



Αναζήτηση προϊόντων

ΓΥΑΛΙΑ ΗΛΙΟΥ *

ΓΥΑΛΙΑ ΟΡΑΣΕΩΣ *

ΓΥΑΛΙΑ ΓΙΑ ΣΠΟΡ *

ΠΑΙΔΙΚΑ ΓΥΑΛΙΑ *

ΠΡΟΣΦΟΡΕΣ *

0,00€ 0 items



Δωρεάν αποστολή, δωρεάν αντικαταβολή & 12 άτοκες δόσεις σε όλα τα προϊόντα



ΑΡΧΙΚΗΣΕΛΙΔΑ > ΚΑΤΑΣΤΗΜΑ > ΓΥΑΛΙΑ ΗΛΙΟΥ

ΓΥΑΛΙΑ ΗΛΙΟΥ



ΑΓΟΡΑΣΤΕ ΓΥΝΑΙΚΕΙΑ



ΑΓΟΡΑΣΤΕ ΑΝΔΡΙΚΑ

BEST SELLERS



2 χρώματα

MOSCHINO MO S009/S C9A/YO
Γυναικεία Γυαλιά Ηλίου

221,00€ 295,00€



2 χρώματα

MOSCHINO MO S009/S 807/EQ
Γυναικεία Γυαλιά Ηλίου

221,00€ 295,00€



1 χρώμα

MaxMara GEM 2 807/EU
Γυναικεία Γυαλιά Ηλίου

157,00€ 235,00€

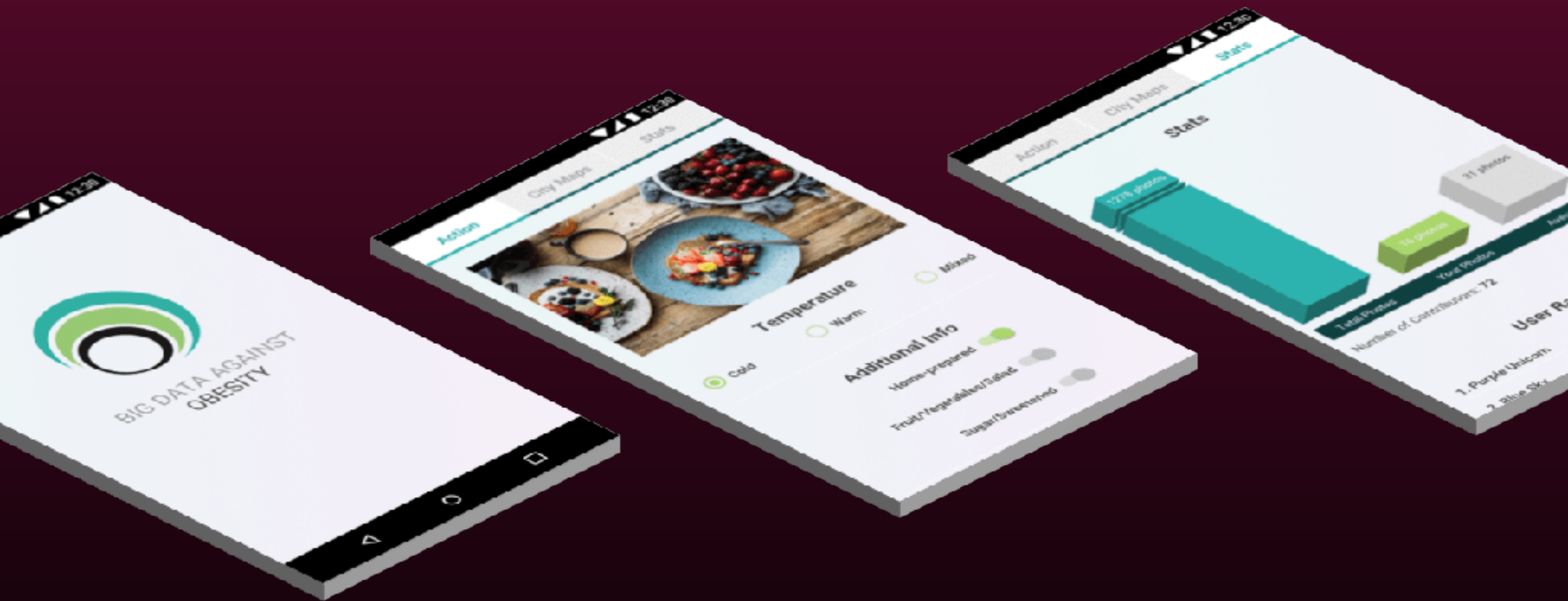


2 χρώματα

MICHAEL KORS 2067 3348/13
Γυναικεία Γυαλιά Ηλίου

114,00€ 162,00€

UI Design



Create Prototypes

- HTML, CSS, and JS & Back-End

(Launch)

Measure & Improve

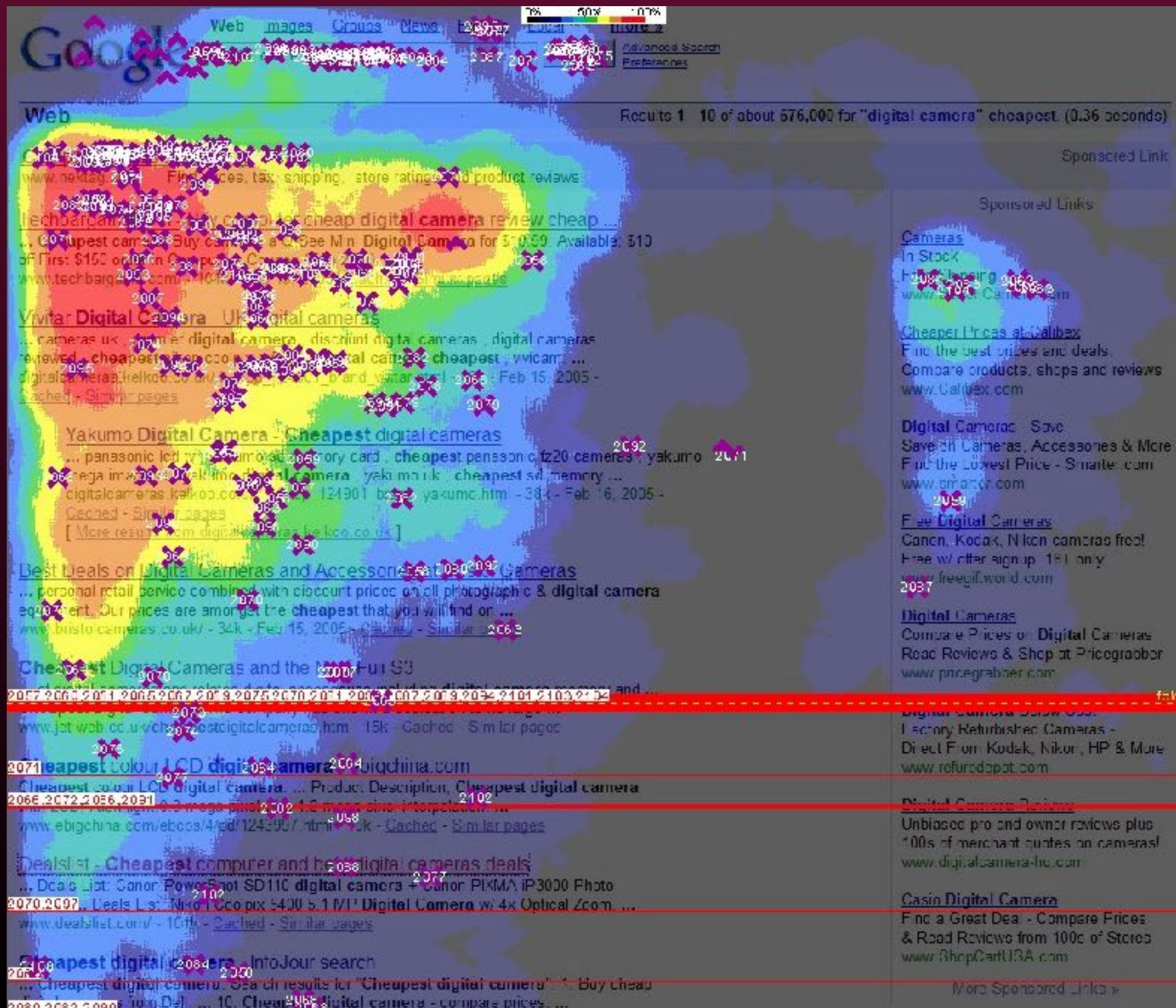
- **Measure**

(Analytics, Heatmaps, A/B Tests e.t.c.)

- **Improve**

- **Rinse and repeat**

Heatmaps



A/B Testing

Zamów wybrany pakiet, aby pobierać dokumenty.

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Start

9.97 PLN

4 szablon CV

90 dni dostępu

CV w pliku PDF

13 języków

Kreator listy

KUP I POBIERZ TERAZ

Plus

29.97 PLN

10 szablonów CV i listy

90 dni dostępu

CV i listy w pliku PDF

13 języków

Kreator listy

KUP I POBIERZ TERAZ

Premium

49.97 PLN

20 szablonów CV i listy

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KUP I POBIERZ TERAZ

onet. wprost Harvard Business Review Forbes GoldenLine dziennik.pl GAZETA PRAWNA forsal.pl

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„Jako rekruter pomyślałem, że lepiej wybrać szablon, który będzie wyglądał profesjonalnie, niż być bezradnym.”

Magdalena Wojewoda
Rekruter

„Tworzenie CV jest proste i szybkie. Podpowiedzi pozwalają lepiej dobrać słowa, a szablon wygląda profesjonalnie.”

Tomasz Skrzypek
Specjalista ds. rekrutacji

„To chyba jedyny kreator, który pozwala stworzyć CV oraz listę motywacyjną. Wzrost plus za prostotę i profesjonalne szablony.”

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Studentka

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Wskazówki przy tworzeniu CV



Zaoszczędź czas



20 szablonów i 400 kolorystyk



Kreator CV i listy motywacyjnej



Wskazówki przy tworzeniu CV



Zaoszczędź czas



20 szablonów i 400 kolorystyk



Kreator CV i listy motywacyjnej

Zamów wybrany pakiet, aby pobierać dokumenty.

WRÓĆ DO GÓRY, ABY KUPIĆ PAKIET

Zamów wybrany pakiet, aby pobierać dokumenty.

WRÓĆ DO GÓRY, ABY KUPIĆ PAKIET

Recordings



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Every organization package includes **unlimited sites and users!**

BUSINESS

For organizations with

The number of visitors Hotjar records from your site's traffic. Recording is evenly distributed throughout the day.

Sample size starting from 20,000 page views per day.

Snapshot size of 5,000 visits for heatmaps, forms and recordings.

Manage an UNLIMITED number of items, snapshots and recordings.

Data storage for 1 year.

Remove Hotjar Branding.

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or [Contact us](#) for more info.

No credit card required.

PLUS

Unlimited insights for less than \$1 a day.

\$29 per month

Included (per site):

Sample size of 10,000 page views per day.

Snapshot size of 2,000 visits for heatmaps, forms and recordings.

Manage an UNLIMITED number of items, snapshots and recordings.

Data storage for 6 months.

[Start 15 Day Trial](#)

No credit card required.

BASIC

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FREE

Included (per site):

Sample size of 2,000 page views per day.

Snapshot size of 1,000 visits for heatmaps, forms, 100 recordings.

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Please type here...

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4x

Skip Pauses

1:46 / 12:16

CURRENT PAGE: <https://www.hotjar.com/compare-our-plans>



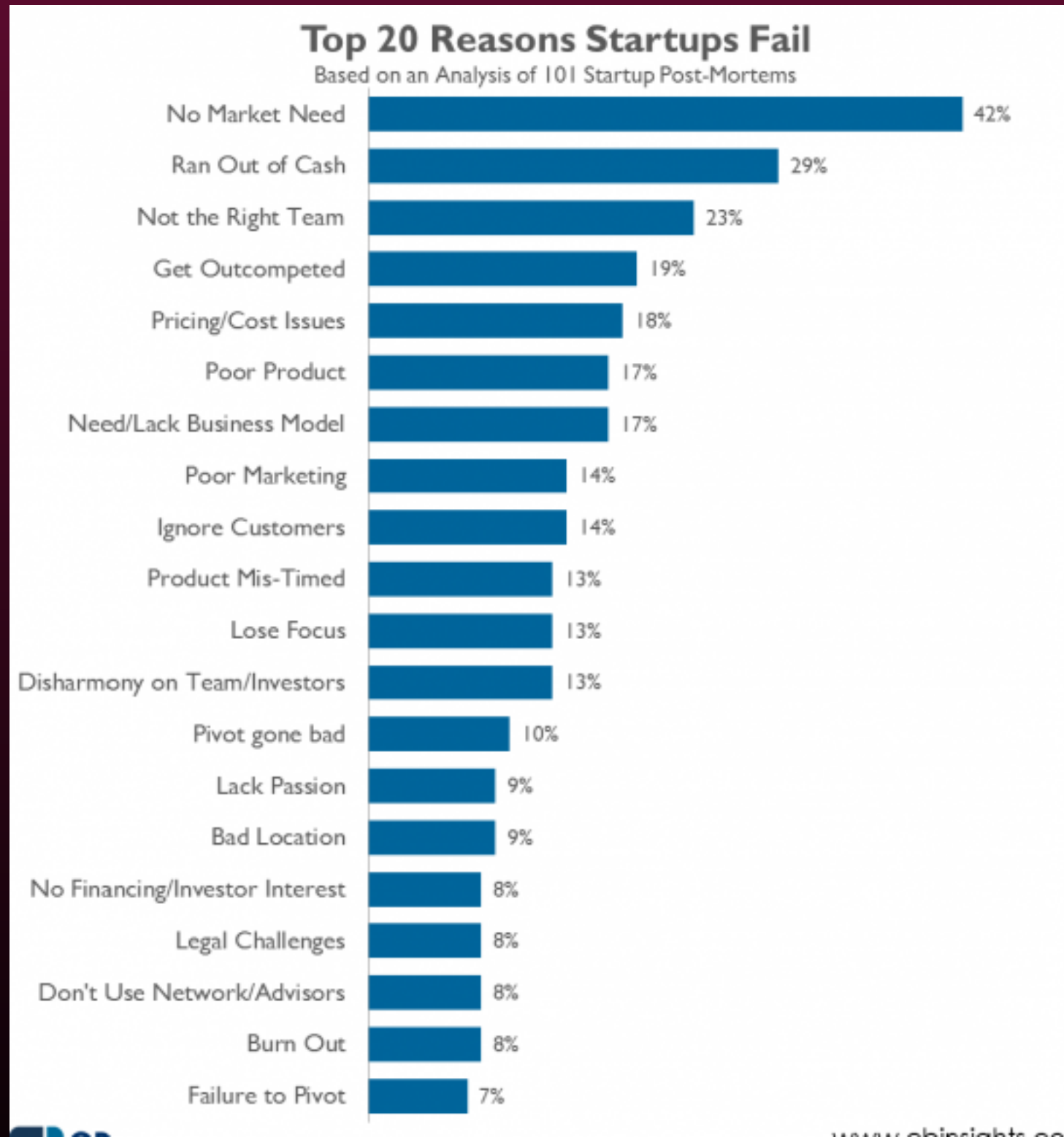
When startups do the right thing

(and when they don't)

Hard facts

90% Of Startups Fail

Hard facts



Why startups fail, according to their founders <http://fortune.com/2014/09/25/why-startups-fail-according-to-their-founders/>

Facebook

- Reactions should be universally understood.
- Reactions should be widely used and expressive.



- Reactions should be an extension of the Like button
- Reactions should not make existing behavior more difficult.

(Some of the) Greek Startups that embraced design



When Startups don't embrace design

"We don't need a designer yet"

= "We will never need a designer until we will fail hard"

"We will use a theme"

"Someone I know will help us"

"Someone" = "My nephew"

"It's my startup - And I'll cry if I want to"

Hire good people

"It's my startup - And I'll cry if I want to"

Dare to create real teams

*and skip workaholism**

* How To Deal With Workaholism On Web Teams <https://www.smashingmagazine.com/2014/01/dealing-with-workaholism-on-web-teams/>

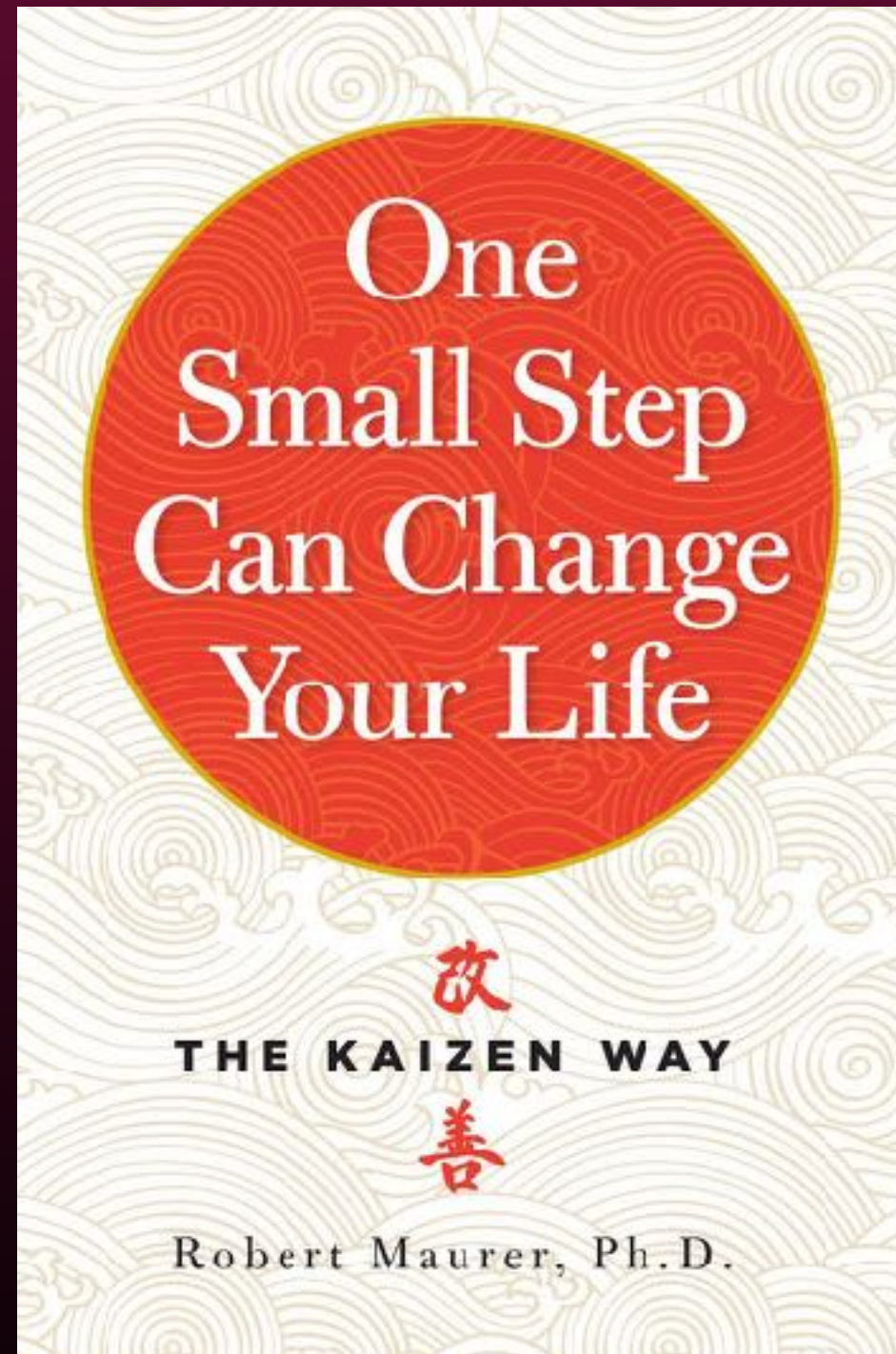
Bonus track

Kaizen



Continuous Improvement

Kaizen



Kaizen



Kaizen +



Party time

Τηλεφωνικός Παραγγέλλας +30 213 3047551

LIO LIO'S

Αναζητήστε προϊόντα

ΓΥΑΛΙΑ ΠΑΝΟΥ • ΓΥΑΛΙΑ ΟΧΛΕΩΣ • ΓΥΑΛΙΑ ΓΙΑ ΣΠΟΡ • ΠΑΙΔΙΚΑ ΓΥΑΛΙΑ • ΠΡΟΣΦΟΡΕΣ •

Διαθέσιμα προϊόντα: 12 προϊόντα

MAX MARA
New Collection

ΑΓΟΡΑΣΤΕ MAX MARA

ΕΠΙΛΕΞΤΕ ΓΥΑΛΙΑ

ΑΓΟΡΑΣΤΕ ΓΥΑΛΙΑ ΜΑΝΟΥ

ΑΓΟΡΑΣΤΕ ΓΥΑΛΙΑ ΘΡΕΞΕΣ

ΞΕΡΟΙ ΜΑΙ ΤΑ ΣΠΟΝΤΑ

Αντικείμενο σε 14 Προκήρυξη

Δωρεάν έλαιο εγκατάστασης & μεταφορών

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Γυναικείο Γυαλί Μάγου
211,00€ 220,00€

4 τεμάχια

MOSCHINO MO 1009/5 B3W90
Γυναικείο Γυαλί Μάγου
221,00€ 230,00€

4 τεμάχια

MOSCHINO MO 5009/5 B3W90
Γυναικείο Γυαλί Μάγου
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Γυναικείο Γυαλί Μάγου
221,00€ 230,00€

ΠΕΡΙΣΣΟΤΕΡΑ

Made by
Joinweb & porcupine colors

Party time

Τηλεφωνικές Παραγγελίες: +30 2331067555



ΓΥΑΛΙΑ ΗΛΙΟΥ * ΓΥΑΛΙΑ ΟΡΑΣΕΩΣ * ΓΥΑΛΙΑ ΠΙΑ ΣΠΟΡ * ΠΑΙΔΙΚΑ ΓΥΑΛΙΑ * ΠΡΟΣΦΟΡΕΣ *



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Τύπος

- ☒ Γυαλιά Ηλίου
- ☐ Γυαλιά Οράσεως

Φύλο

- ☒ Γυναίκα
- ☐ Άνδρας

Φιλτράρισμα με τιμή

- ☐ Έως 49€
- ☐ 50€ - 110€
- ☐ 111€ - 200€
- ☐ 201€ - 300€
- ☐ 301+ €

Φιλτράρισμα

Μάρκα

Κάθε Μάρκα

Εφαρμογή

ΑΡΧΙΚΗ ΣΕΛΙΔΑ > ΚΑΤΑΣΤΗΜΑ > ΓΥΑΛΙΑ ΗΛΙΟΥ > ΓΥΝΑΙΚΕΙΑ > ΣΕΛΙΔΑ 6

Γυναίκα

Αγοράστε γυναίκα γυαλιά ηλίου στις καλύτερες τιμές της αγοράς. Όλα τα επώνυμα νέα μοντέλα σε όλα τα χρώματα.



3 χρώματα

Ray-Ban RB 3580 N 043/E4 BLAZE CAT EYE

Γυναίκα Γυαλιά Ηλίου
128,00€ 195,00€



3 χρώμα

Ray-Ban RB 3569 9008/73

Γυαλιά Ηλίου
109,00€ 169,00€



3 χρώματα

ARMANI EXCHANGE 4073S 8029/82

Γυναίκα Γυαλιά Ηλίου
84,00€ 116,00€



3 χρώματα

ARMANI EXCHANGE 2024S 6088/8F

Γυαλιά Ηλίου
80,00€ 116,00€



ΓΥΝΑΙΚΕΙΑ ΓΥΑΛΙΑ ΗΛΙΟΥ
CHRISTIAN DIOR DIORSTELLAIRE4
J5G/DC

Τιμή (συμπεριλαμβ. ΦΠΑ)

330,00€ 440,00€

ΠΡΟΣΘΗΚΗ ΣΤΟ ΚΑΛΩΔΙ



Κωδικός προϊόντος: 022761

Επιπρόσθετες Πληροφορίες

Μάρκα **DIOR**
Υλικό σκελετού **Μεταλλικά**
Σχήμα σκελετού **Cat eye, Στρόγγυλο, Τετράγωνο**
Χρώμα Σκελετού / Φακών **J5G/DC Χρυσό / Ασμη Καθρέφτης**
Μέγεθος **59**

- Αγορές σε 12 Άτοκες Δόσεις
- Δωρεάν έξοδα αντικαταβολής & μεταφορικών
- Δωρεάν Επιστροφή
- Εγγύηση Γνησιότητας

Εγγύηση

Συχνές Ερωτήσεις

Γνησιότητα και Εγγύηση των προϊόντων μας

Τόσο στα ηλεκτρονικά μας κατάστημα όσο και στα φυσικά μας καταστήματα όλα μας τα προϊόντα είναι αυθεντικά. Επιπλέον, τηρούν τους κανονισμούς ασφαλείας της ευρωπαϊκής ένωσης και διαθέτουν σήμανση CE.

Τα προϊόντα μας (γυαλιά ηλίου, οράσεως & φακοί επαφής) παράγονται από τους αντίστοιχους αίκους του εξωτερικού και τα παρέχουμε σε εσάς από την επίσημη αντιπροσωπεία στην Ελλάδα.

Για το λόγο αυτό συνοδεύονται από τα σχετικά συνοδευτικά έγγραφα και τη δική τους θήκη.

Party time



Market behaviour

Look for sunglasses >

Go to skroutz.gr and find the cheapest price >

Return to the e-shop and make a phone-call

Don't buy eye glasses

A **very** seasonal market (better when the sun shines)

Party time



Users

Sex

Female: 60%

Male: 40%

Ages

25-34: 42%

35-44: 25%

18-24: 17%

Devices

Mobile: 52%

Desktop: 36%

Tablet: 12%

Interests

- Sunglasses

- Value for Money

- Fashion

- Sports

Party time



Previous website issues

User flow

Home > Sunglasses > Home

100 > 45 > 25

~~Women~~ — ~~Men~~

Bounce Rate

Desktop: 49%

Mobile: 57%

Other stats

Pages / Session: 3.30

Session Duration: 02:03

Party time



New website stats

Bounce Rate

Desktop: 38% (-23%)

Mobile: 41% (-28%)

Other stats

Pages / Session: 6.79 (+106%)

Session Duration: 03:22 (+64%)

Sales +

Party time



User Experience Design works

but not alone - you'll always need a good team

MATCH & DEVELOP A STARTUP

Thank you!

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