

USER-CENTRIC DESIGN

by Kyle Racki

headspace 

 PITCH PERFECT

Twitter: @kyleracki | headspacedesign.ca | pitchperfectapp.com

A man and a woman are seated at a table in an outdoor restaurant setting, smiling and looking at each other. The table is set with plates of food, glasses, and coffee cups. The background shows a lush green vineyard under bright sunlight.

What makes an experience?



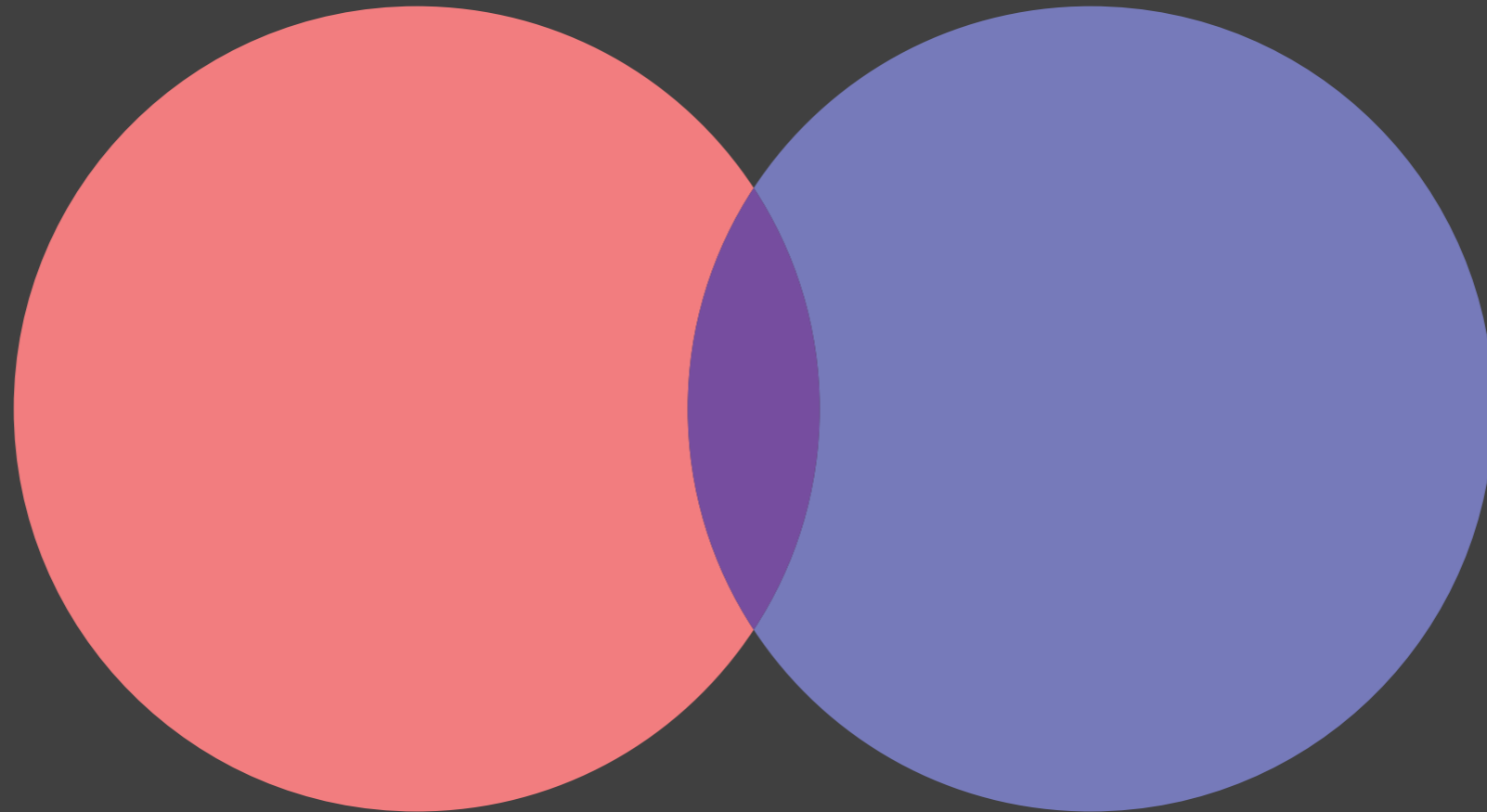
Good experiences are

- Useful
- Easy to use
- Learnable
- Aesthetically pleasing
- Evoke emotional response

User-centric design puts users needs first.

User wants

Business goals



CLOSE X

feel free

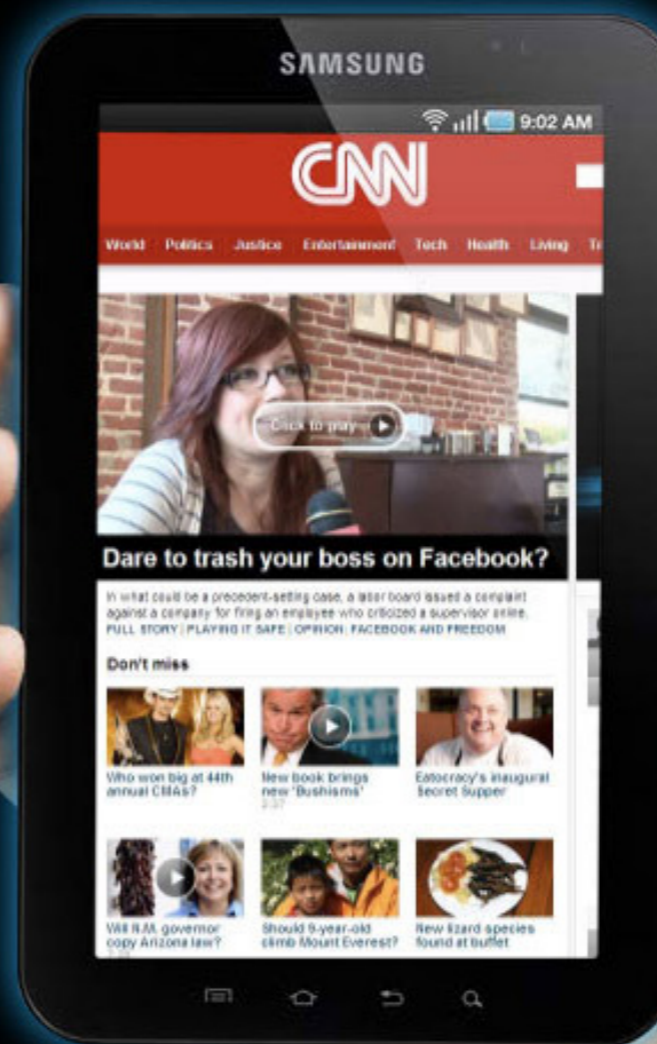
to read CNN
like never before.

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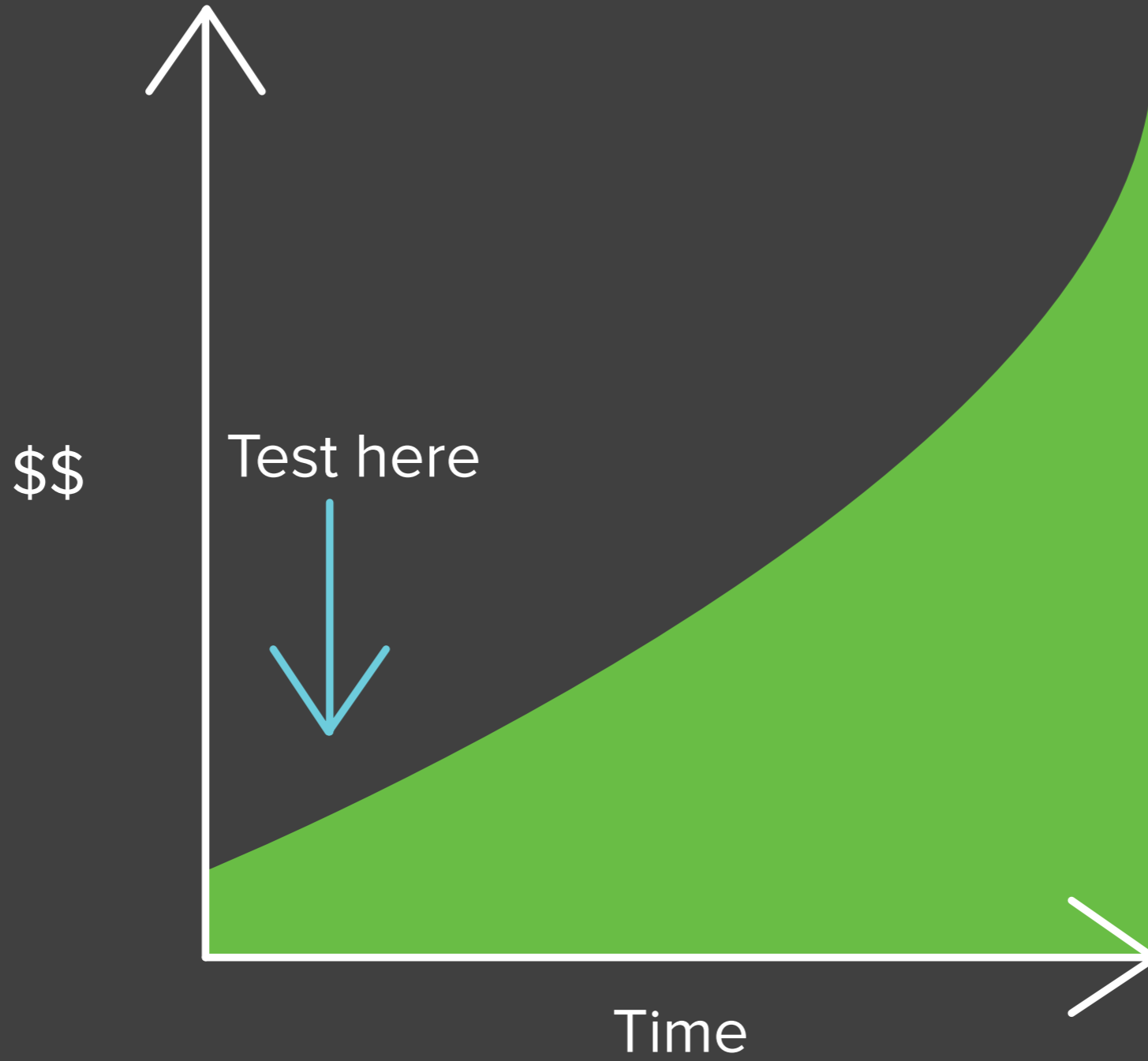
- Deer has bartender shaken, stirred
- Meet the top 10 CNN Heroes, then vote!
- This Just In: CNN's news blog

Join Sanjay's 2011 triathlon journey

Was this woman fired for being too good?

Questions for Cher, Christina Aguilera?

Test early, test often.

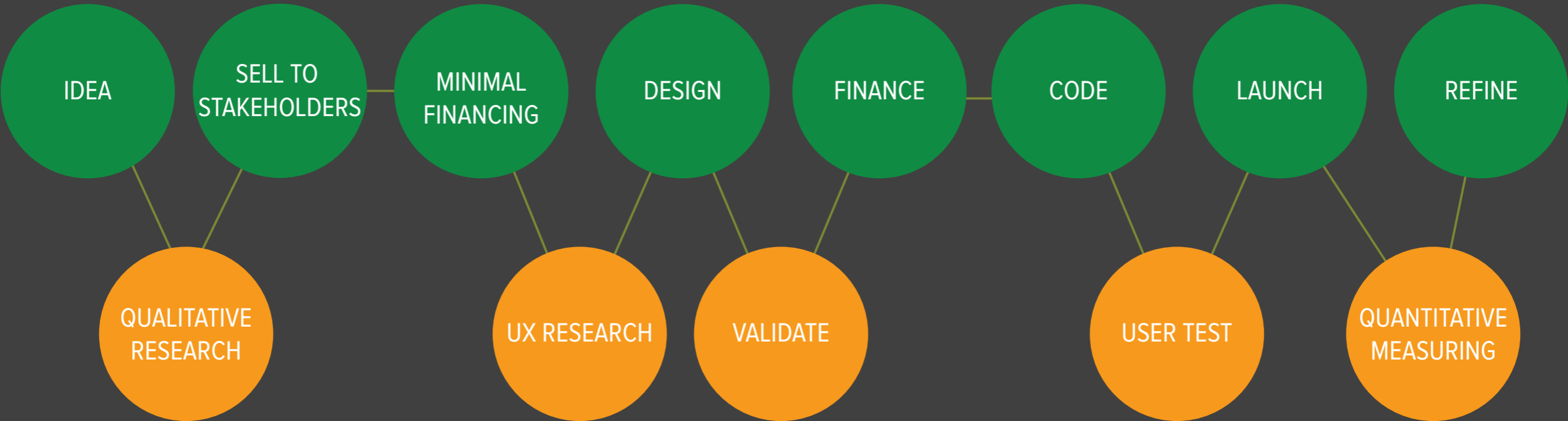


Non user-centric



The last step is to hope and pray your assumptions were correct.

User-centric

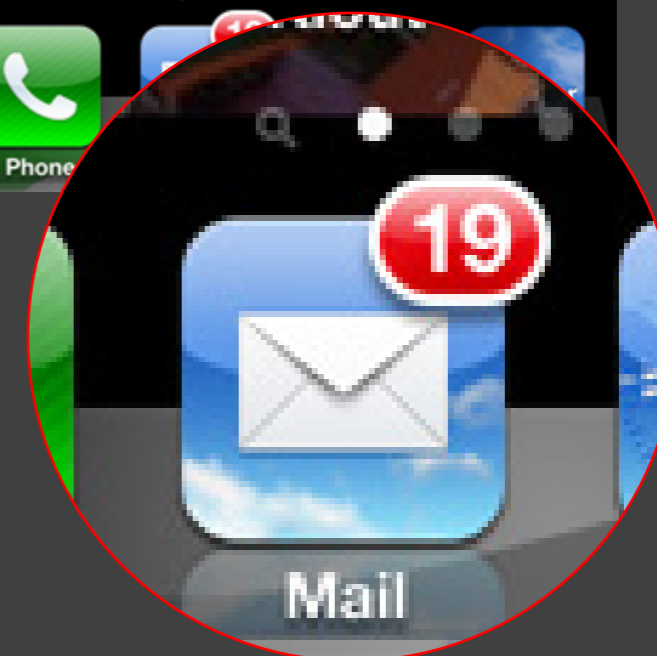
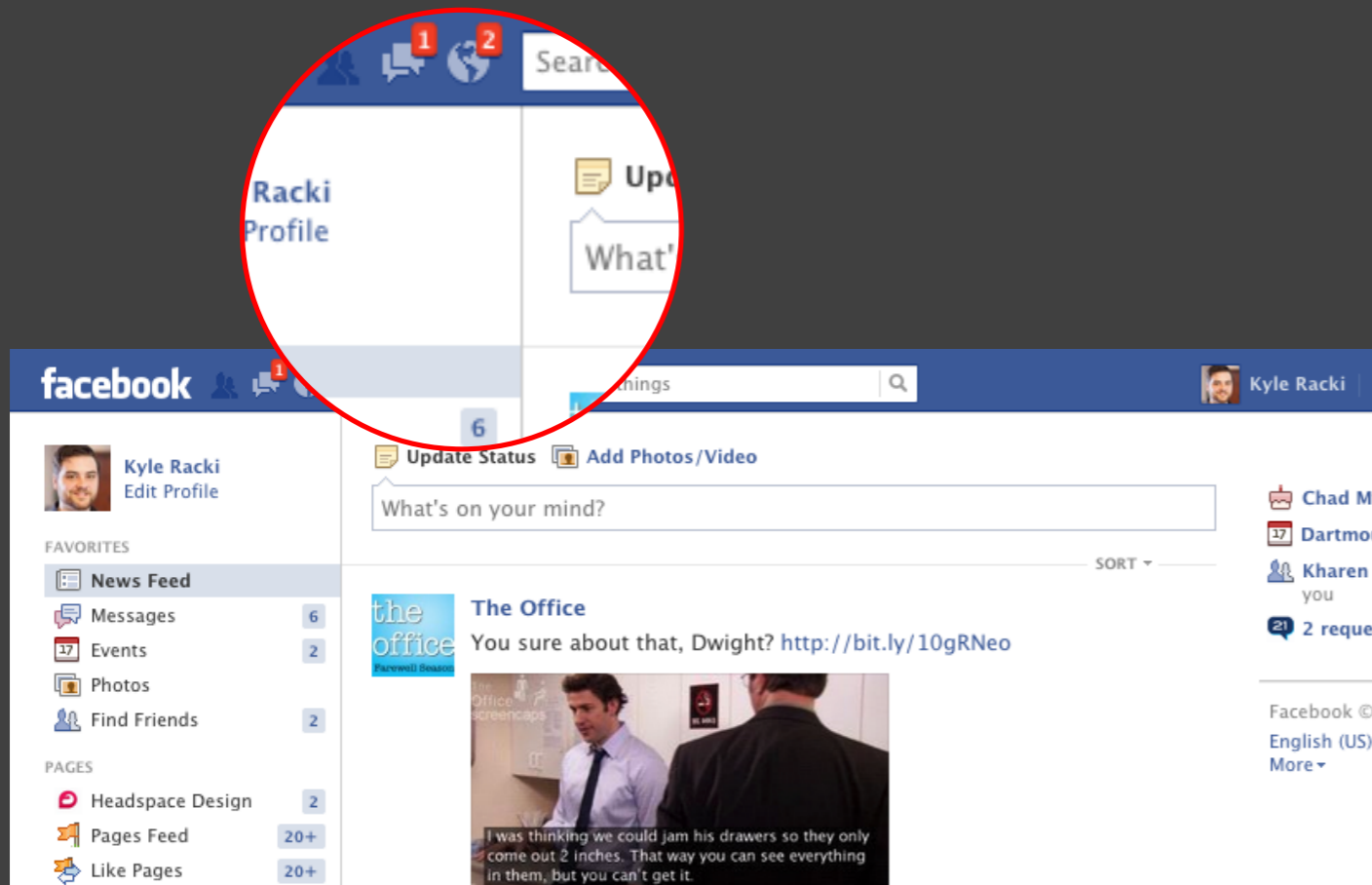


How to get started.

What behaviours do you want to change?

ABC

1. **Antecedent** - Event trigger
2. **Behavior** - Causes or influences an individual to act.
3. **Consequence** - Outcome you observe.



Testing an idea with research

Quantitative

- Design landing page
- Drive traffic
- Measure signups

Qualitative (UX)

- Contextual inquiry
- Surveys
- Group discussions
- Review competitors roadmaps

Do you have a business case?

- Understand a pain point
- There is a paying market
- Product idea solves pain
- Testing validated product/market fit
- Sell to stakeholders, acquire minimal finance

Case Study: Pitch Perfect



PITCH PERFECT

FEATURES PRICING BLOG SIGNUP

»»» GET STARTED «««

Apply to get your invite to the private beta happening in April. If you don't hear from us then, we'll definitely keep you on the list for the public beta happening a bit later this year.

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Settings Ads Keywords Ad extensions Dimensions

All but deleted ads Segment Filter Columns [Chart Icon] [Download Icon] Search

Clicks VS None

+ New ad Edit Automate More actions... Labels

Ad	Labels	Status	% Served	Clicks	Impr.	CTR
<input type="checkbox"/> Simple Proposal Software Quickly generate beautiful compelling proposals pitchperfectapp.com	--	Approved	67.20%	297	14,802	
<input type="checkbox"/> Create Gorgeous Proposals Easy, simple and powerful app to create beautiful proposals pitchperfectapp.com	--	Approved	29.15%	110	6,421	
<input type="checkbox"/> Proposal App for Agencies Organize, collaborate and share fully customizable proposals pitchperfectapp.com	--	Paused	3.65%	2	805	

Pitch Perfect Notification Signup

Single opt-in list ([change name/type](#))



Active

150

Unsubscribed

3

Bounced

3

Deleted

7

Email Address

UX Research Methods

Interviews

Surveys

Group discussions

Build a team

- Researcher
- Interaction Designer
- Visual Designer
- Front-end Developer
- Back-end Developer

Making sense of the data.

Making sense of the data

User Personas

- Create 2 or 3 stereotypes
- Detailed profile info
- Refer throughout design





Gourmet Gray



Behavior snapshot

- New retirees or been retired for a little while
- Likely to be budget conscious
- Likely to have family dinners with kids and grandkids
- Enjoys cooking for friends and family events
- Out to fancy spots on very special occasions like birthdays or other celebrations

Eating habits

- Might eat out with friends cheaply
- Has a stock-pile of recipes and recipe books that have taken them through the ages
- Inherited recipes and record in index card style
- Watches foodie TV shows

Cooking and recipes

- Shares recipes with friends and family
- Might print or fax, may email these
- Might have started looking online for recipes
- More likely to pick up a book and buy



Family Caterer



Behavior snapshot

- Life is busy
- Food prep at home is quick and easy and often to a budget
- Kids are focal point of food
- Kids are likely to be from babies through to teens
- Convincing them to eat and catering to their palette a priority

Eating habits

- Eating out at nice places when they can get away from kids
- Probably eating out at family friendly places where kids can do
- Relationship with food likely to have changed with arrival of kids

Cooking and recipes

- Creating own family recipes and favourites now
- Swaps ideas with friends and family
- Buys magazines to inspire
- Likely to have a stash of books and clippings in the corner that gather dust



Single Foodie



Behavior snapshot

- Singles, couples not marrieds
- Might live with partner or live on own, but less likely to be in share houses now
- Any dependents likely to be animals
- Hanging out with their friends and enjoying life and more \$\$ to do so
- Lots of travel and focus on career at this time

Eating habits

- Probably lives away from family and doesn't see them as much now
- Probably shares recipes with friends and family
- Has dinner parties with friends
- Eating out, eating in, spending money on good food and wine and social side of food likely
- Connected and social
- Budgets and practicality would dominate

Cooking and recipes

- Food is a focal point
- Buying good food and probably shopping at local markets a fun weekend activity
- Breakfast in cafes and dinner at hole in the wall and nice restaurants

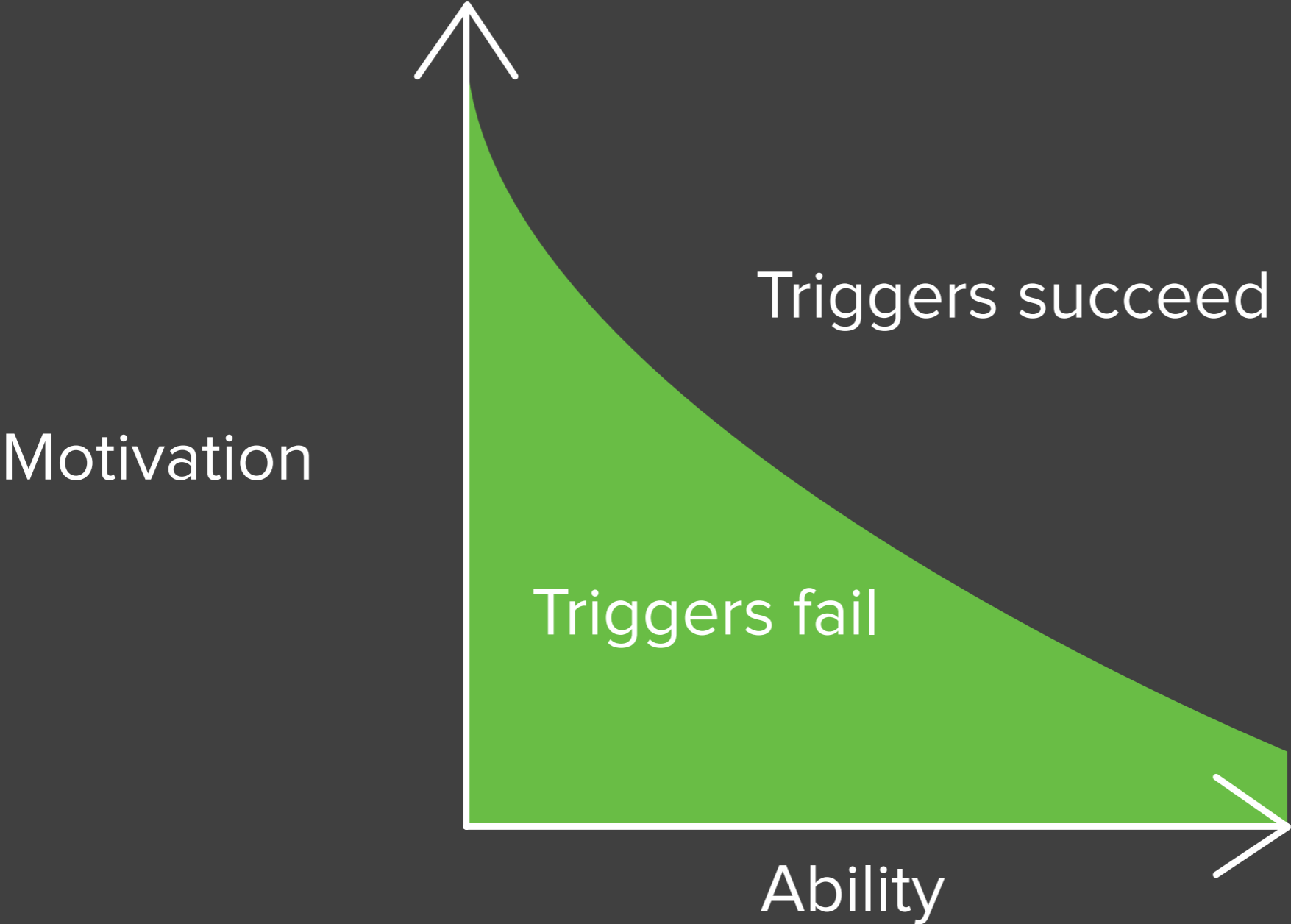
Making sense of the data

Scenarios

- Context scenarios
- Key pathway scenarios
- Validation scenarios
- Magic scenarios

Making sense of the data


$$\text{Fogg} \rightarrow B=MAT$$



Fogg-Behavior Model

To change behaviour, all 3 need to be present at the same time:

- Motivation (sensation, expectation, belonging)
- • Ability
- Trigger



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Making sense of the data

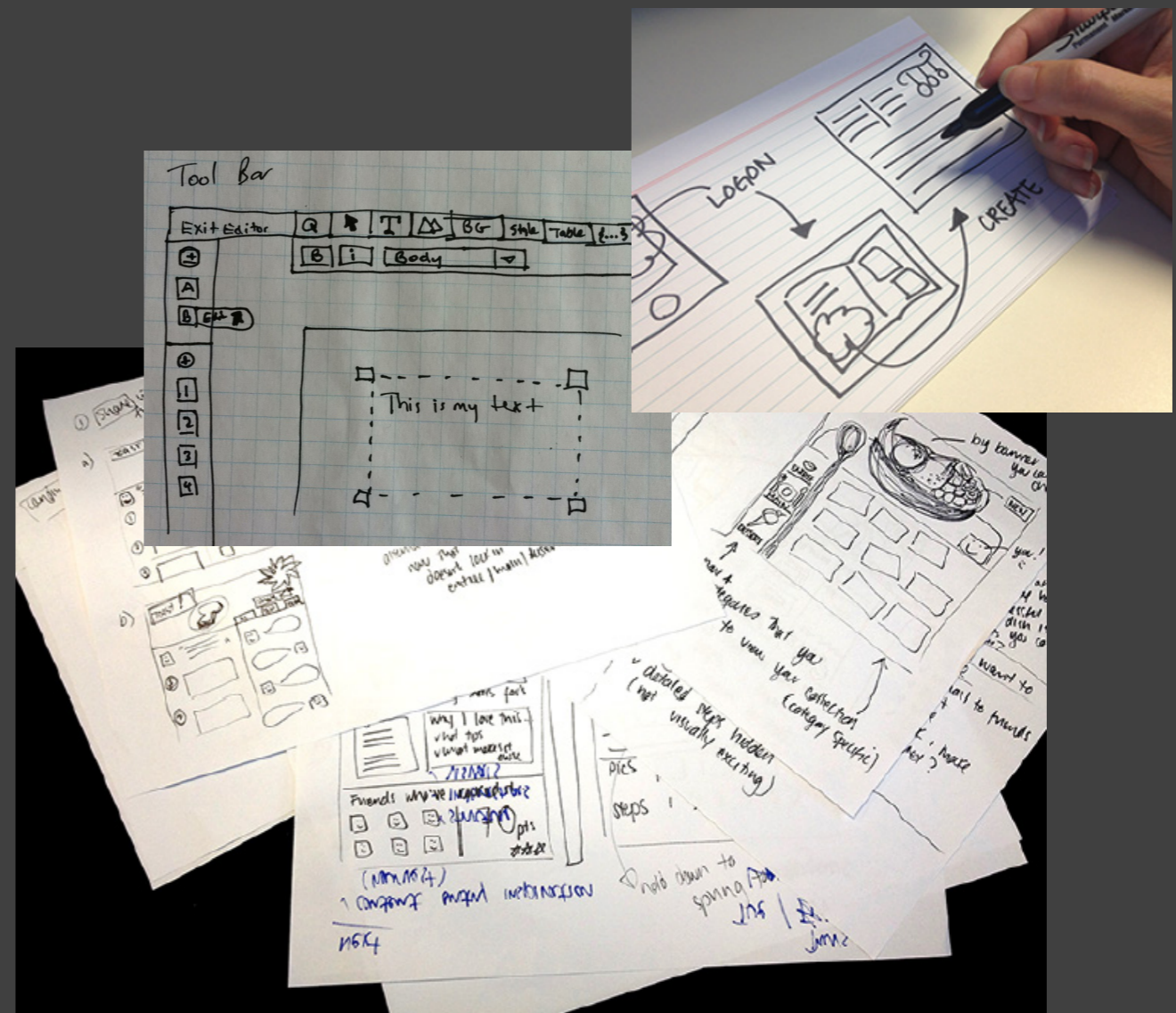
Minimum Viable Product

- What is the core pain we're solving?
- What behaviour are we hoping to change?
- What habits do we aim to create in users?

Sketching concepts

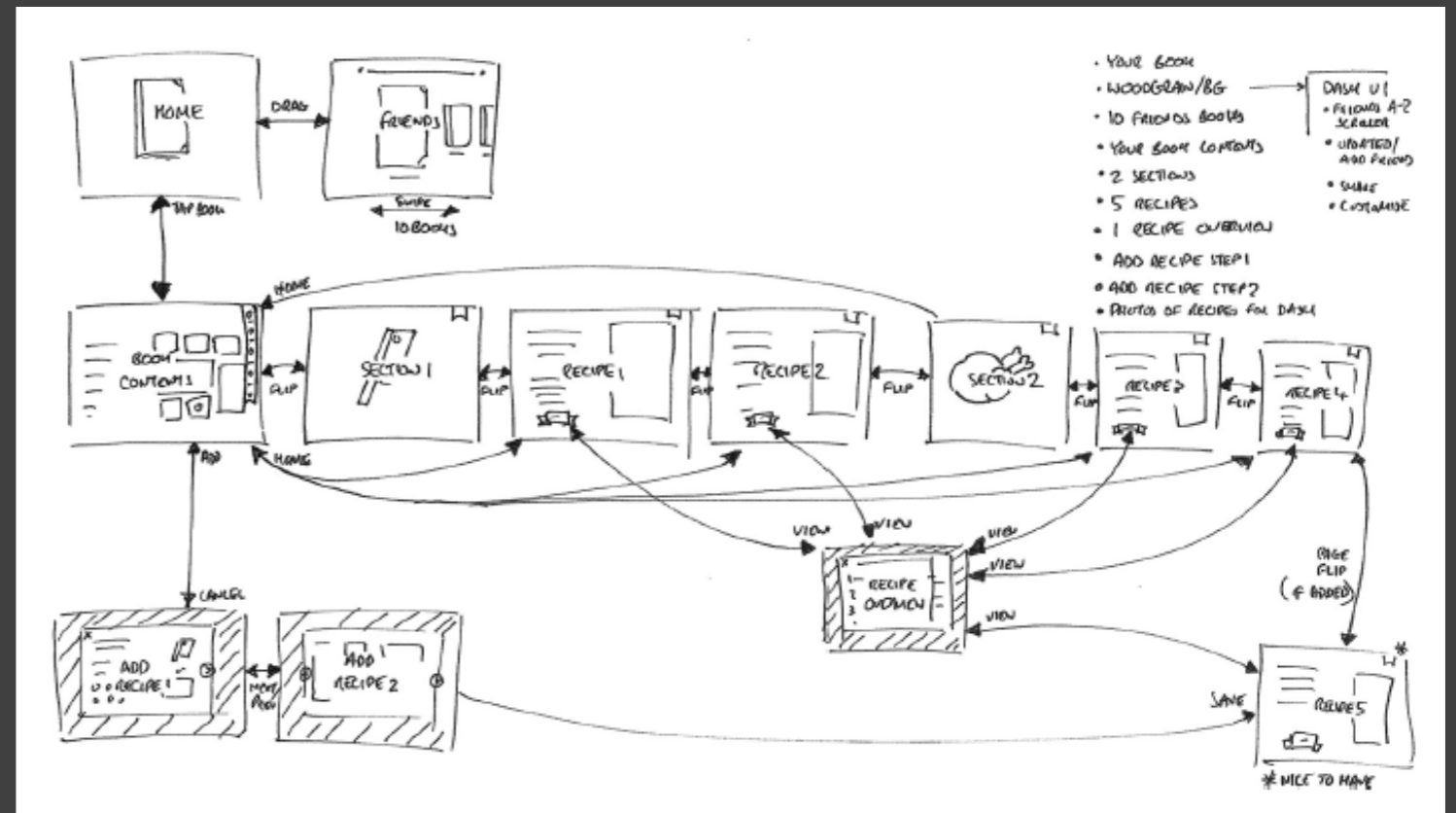
Key page views

- Helps you think
- Solve key problem
- Explore interation



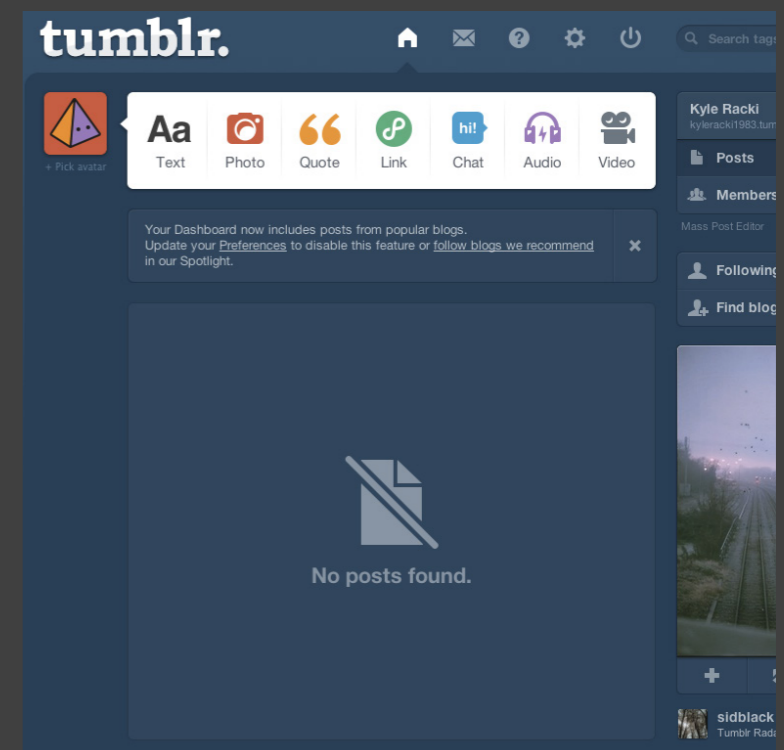
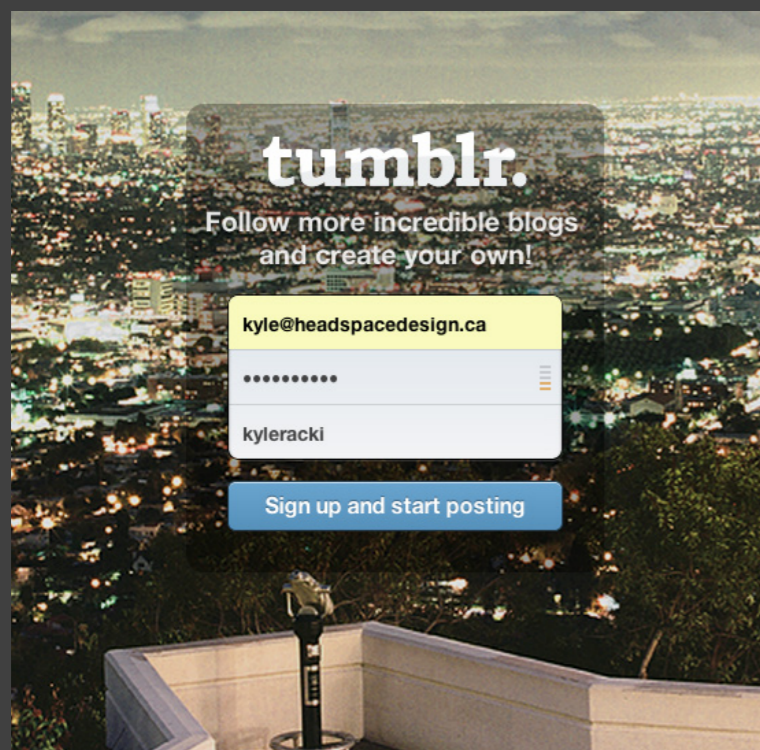
Sequencing

- Work out the flow
- Use scenarios
- Minimize steps



Onboarding

- Orient new users
- Increase engagement
- Minimize abandonment



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Take me to the dashboard!
You can get back here later if you need some help.

Welcome to Pitch Perfect

1 Design a theme and templates

Themes contain the document size, orientation, branding and individual layout templates that you pull into buckets and proposals.

- ▶ Intro to design section
- ▶ Templates and master templates
- ▶ Text Styles
- ▶ Variables
- ▶ Pricing Tables

2 Create reusable content

Buckets are one or more pages of proposal content that you use in many of your proposals. Write them here and pull them into proposals.

- ▶ Intro to buckets

3 Make your proposal

This is where it all comes together. Base it off a theme, pull in templates and buckets and customize till your heart's content and send it to the client!

- ▶ Intro to proposals
- ▶ Locked elements
- ▶ Collaboration
- ▶ Pricing Tables
- ▶ Sending Proposals

The screenshot shows the Pitch Perfect dashboard interface. At the top, there is a navigation bar with the logo and menu items: PROPOSALS, CONTENT, DESIGN, CLIENTS, USERS, and REPORTS. A user profile for Kyle Racki is visible in the top right corner. Below the navigation bar, there is a search bar for proposals and a category selection dropdown. The main content area displays a list of proposals:

- TD Bank**: Secure Web Application Development, \$3,483, 1 Day remaining.
- Tim Hortons**: Awareness Tactics, \$50,000, 7 Days remaining. Actions: Edit, Preview, Duplicate, Delete, Mark as sent.
- Telus**: Website Upgrades, \$5,000, -1 Day remaining.
- McDonalds**: Branding, \$5,000, Sent. Actions: Edit, Preview, Delete, Mark as Won, Lost or Pending. Note: Client last viewed it 2 days ago.

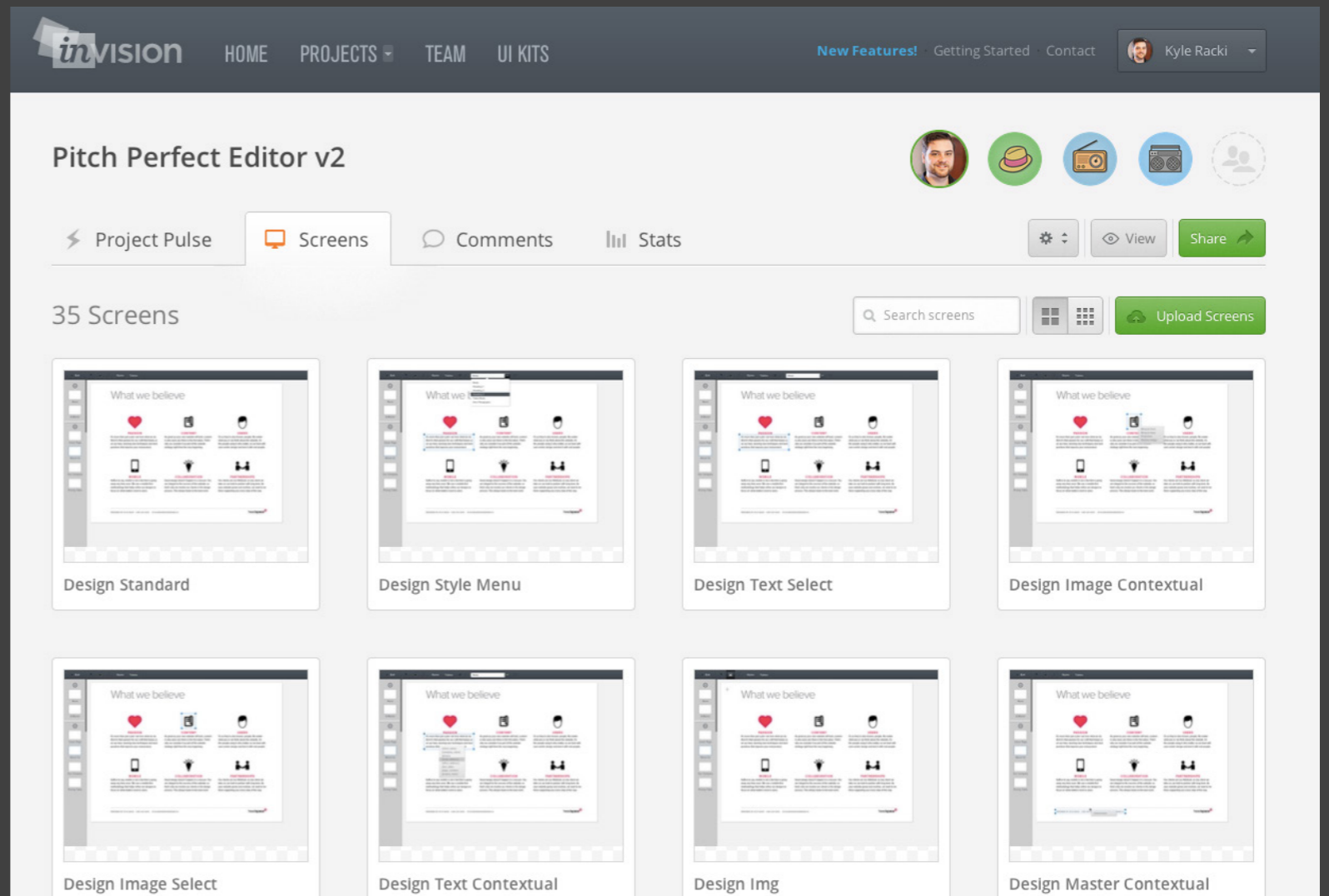
A "Create Proposal" button is located on the right side of the dashboard. A "View Archives" button is at the bottom right of the proposal list.

Sketching concepts

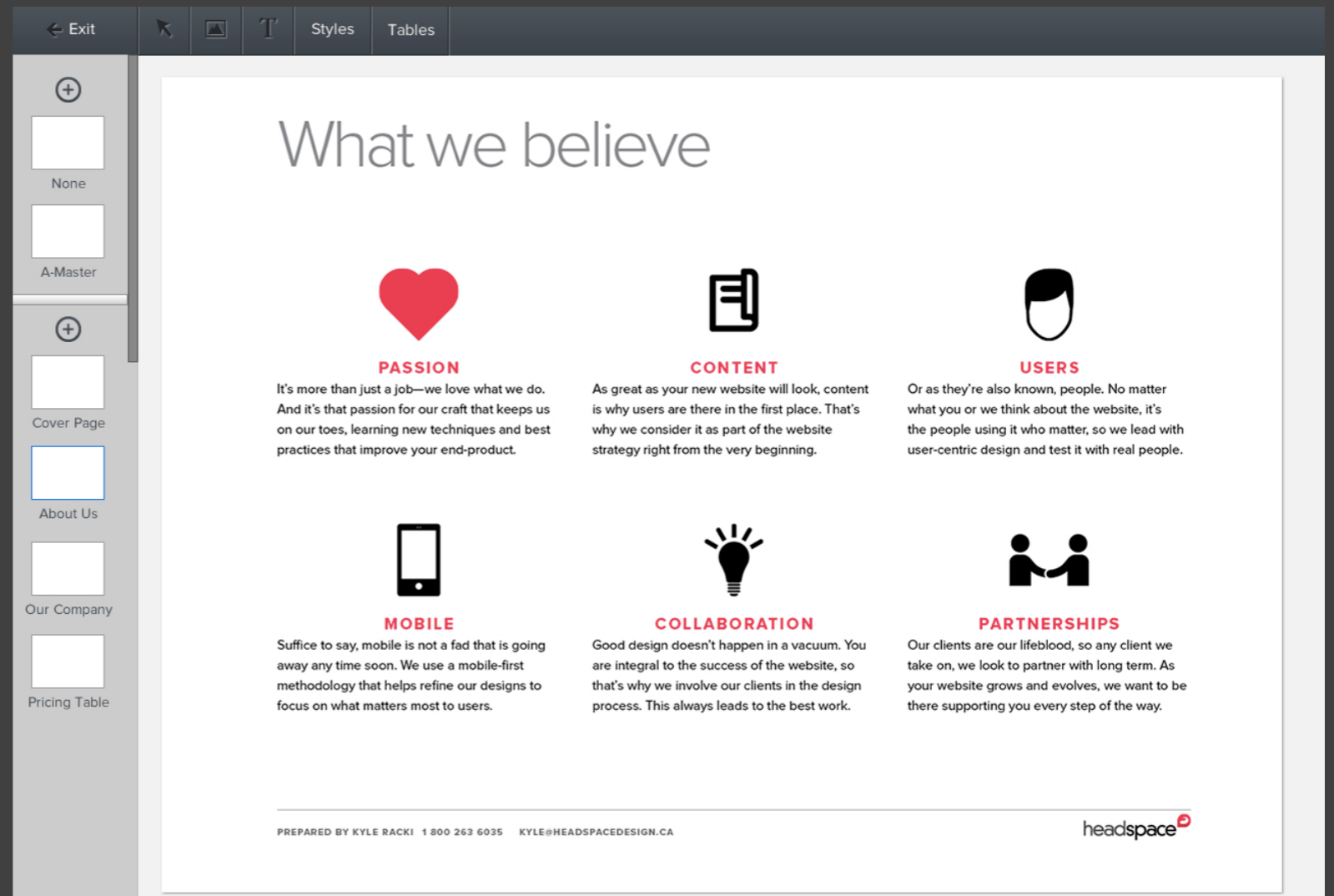
Microdetails



Invision let's you drag and drop multiple image files and auto replaces ones with the same name and automatically makes title-case and adds spaces.



Pitch Perfect emulates a desktop application by allowing keyboard shortcuts and right-click contextual menu



Sketching concepts

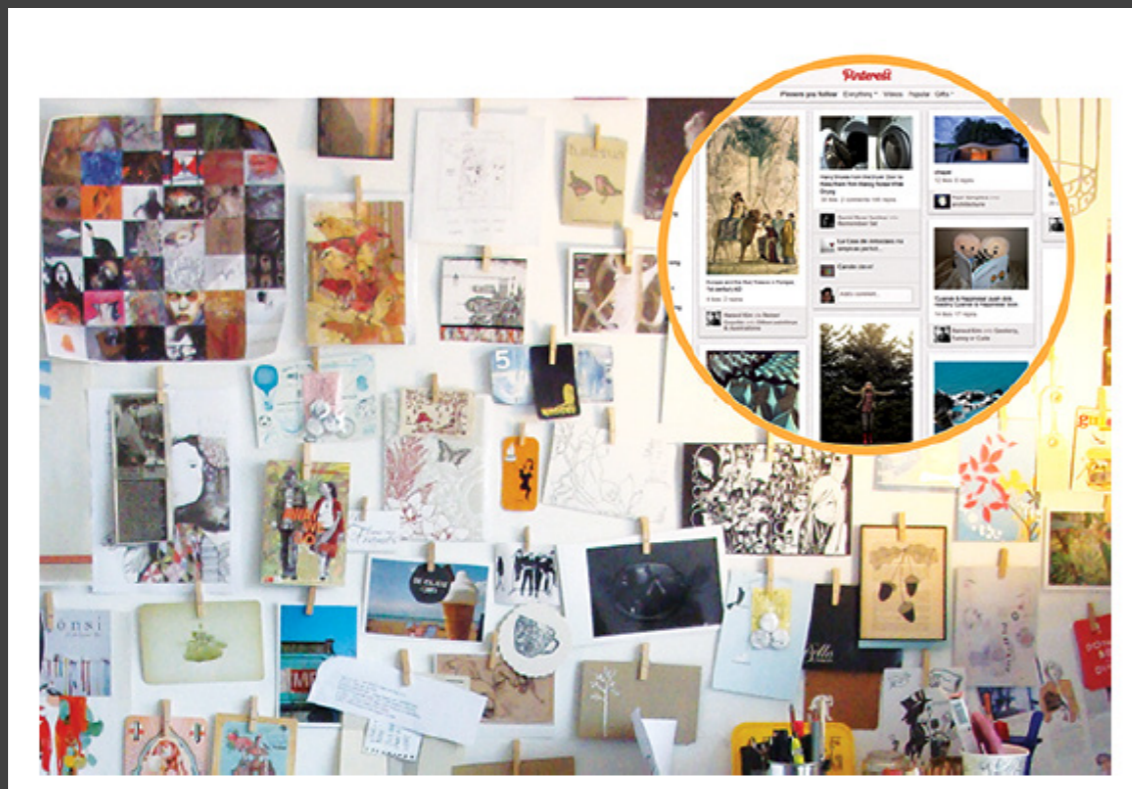
Team sketching



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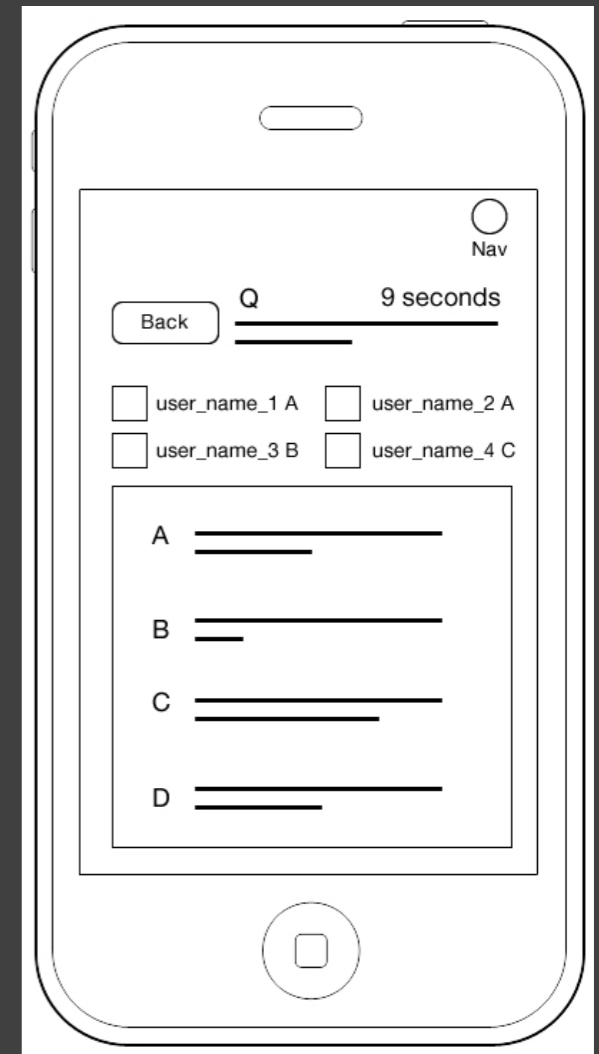
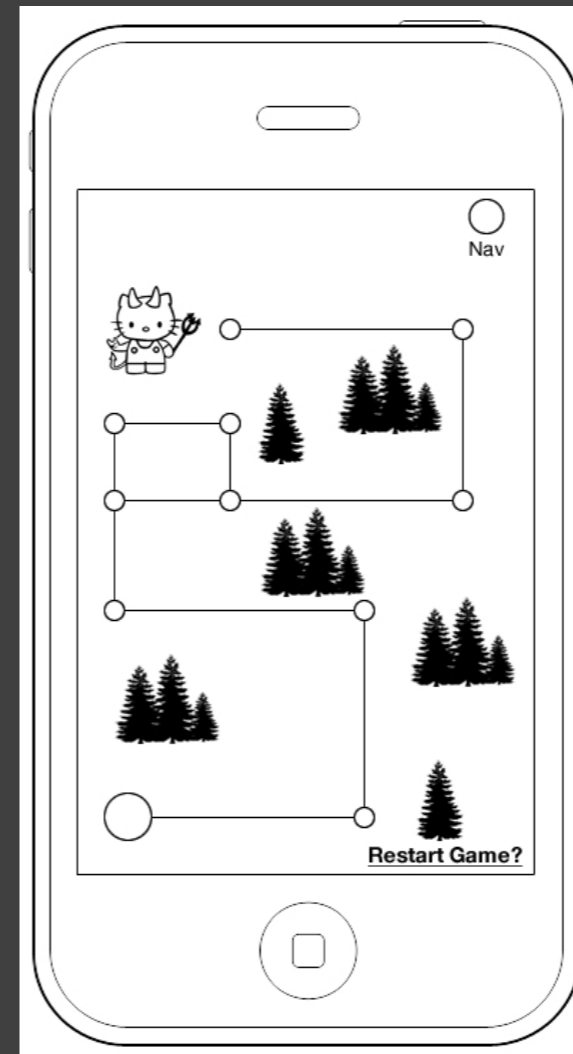
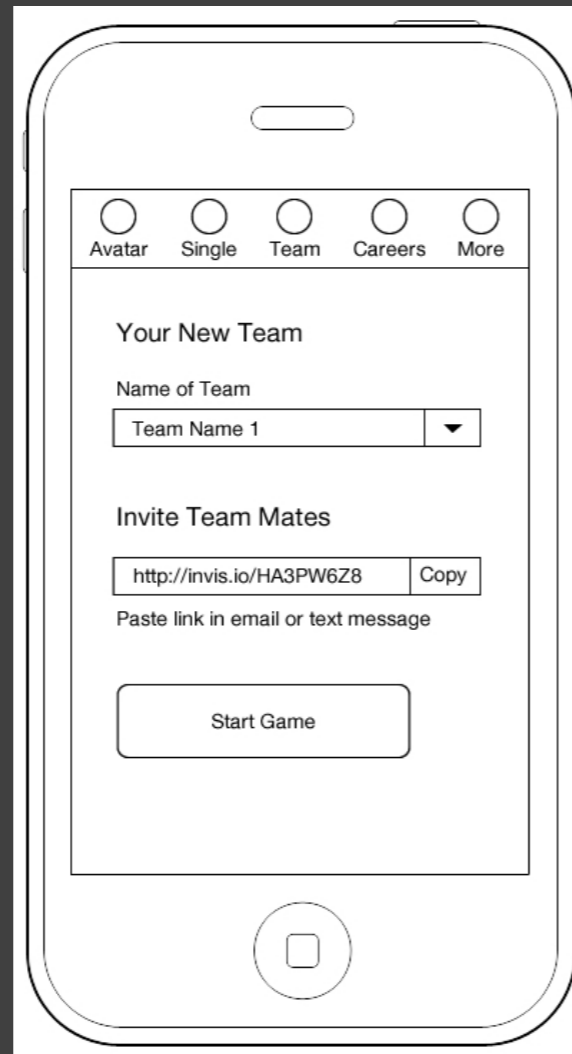
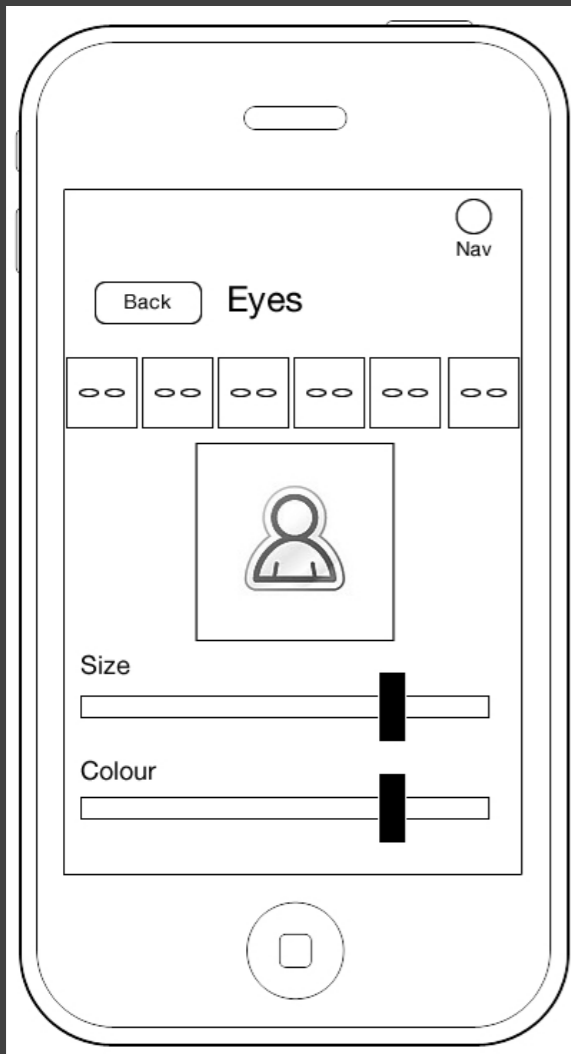
Sketching concepts

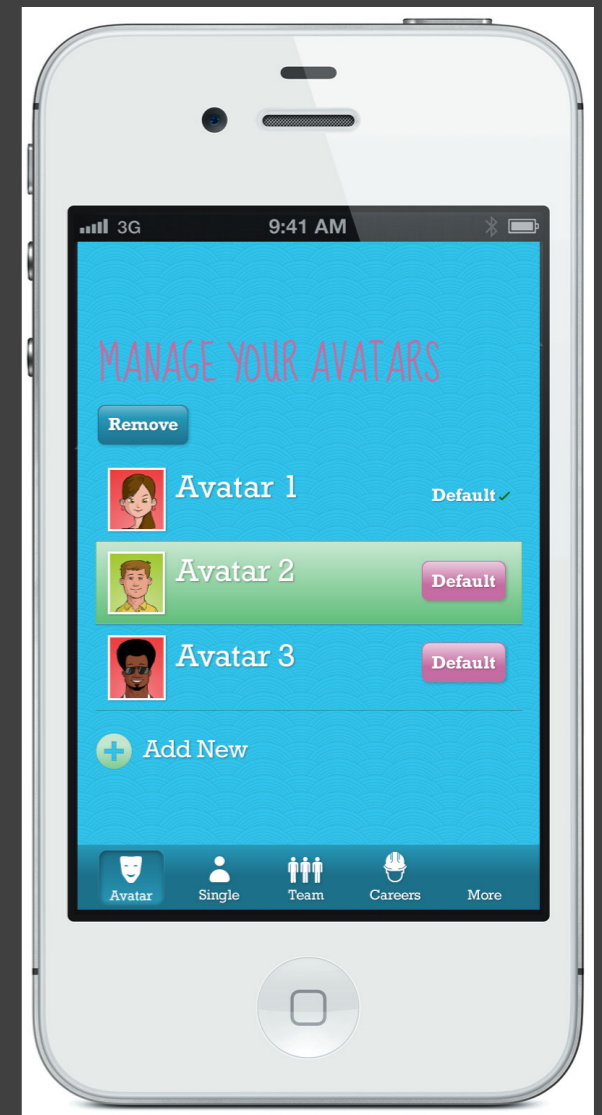
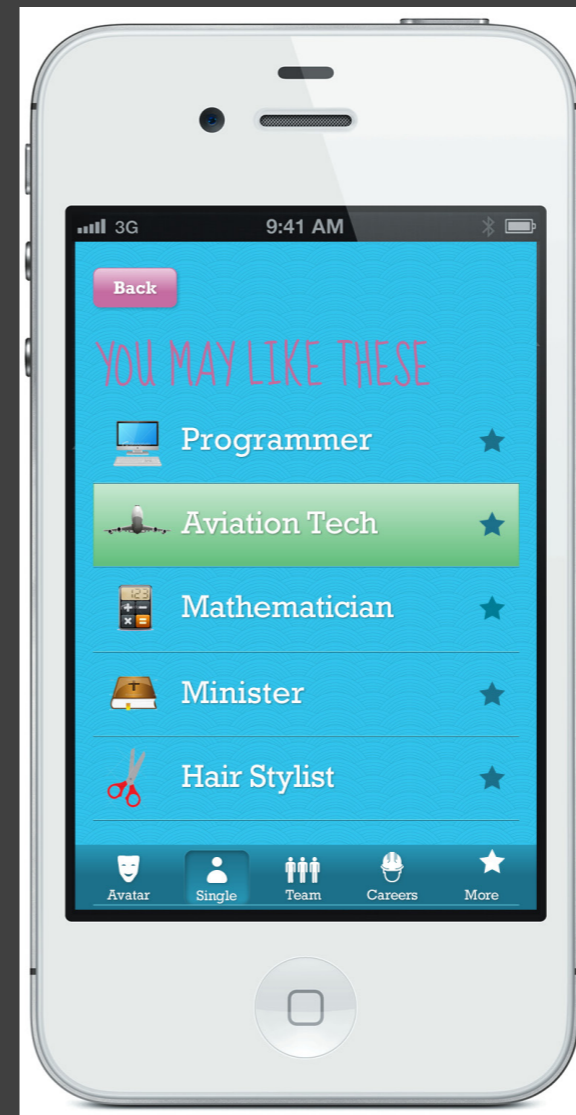
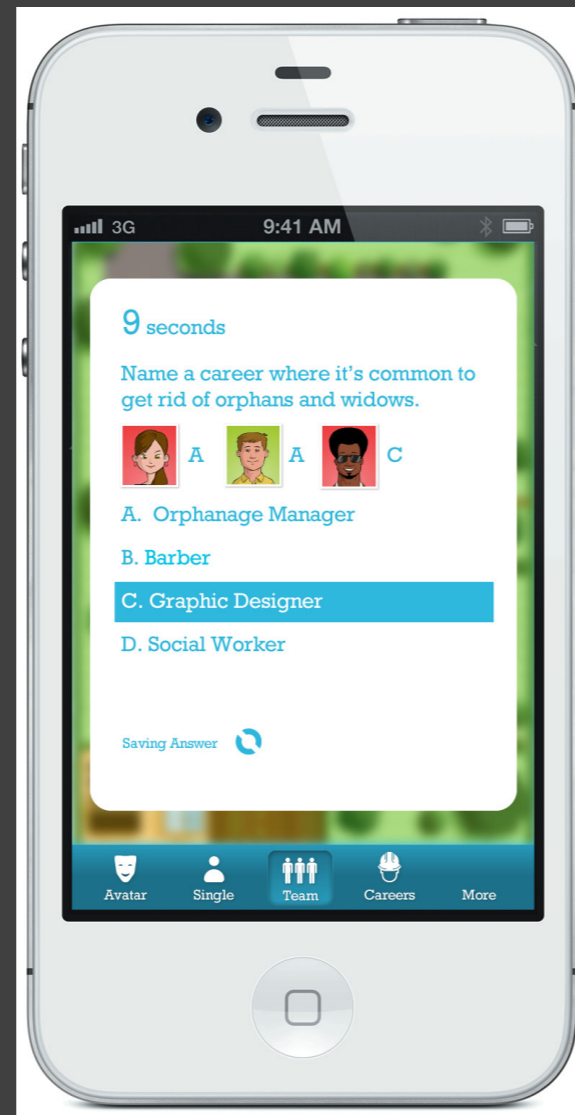
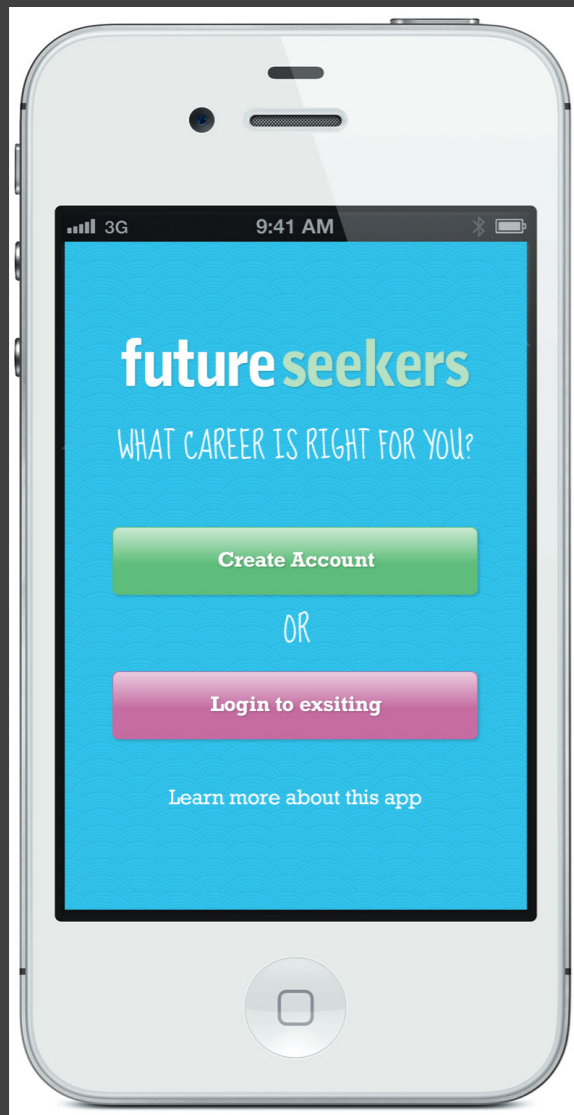
Mental Models



Prototyping

High vs Low Fidelity

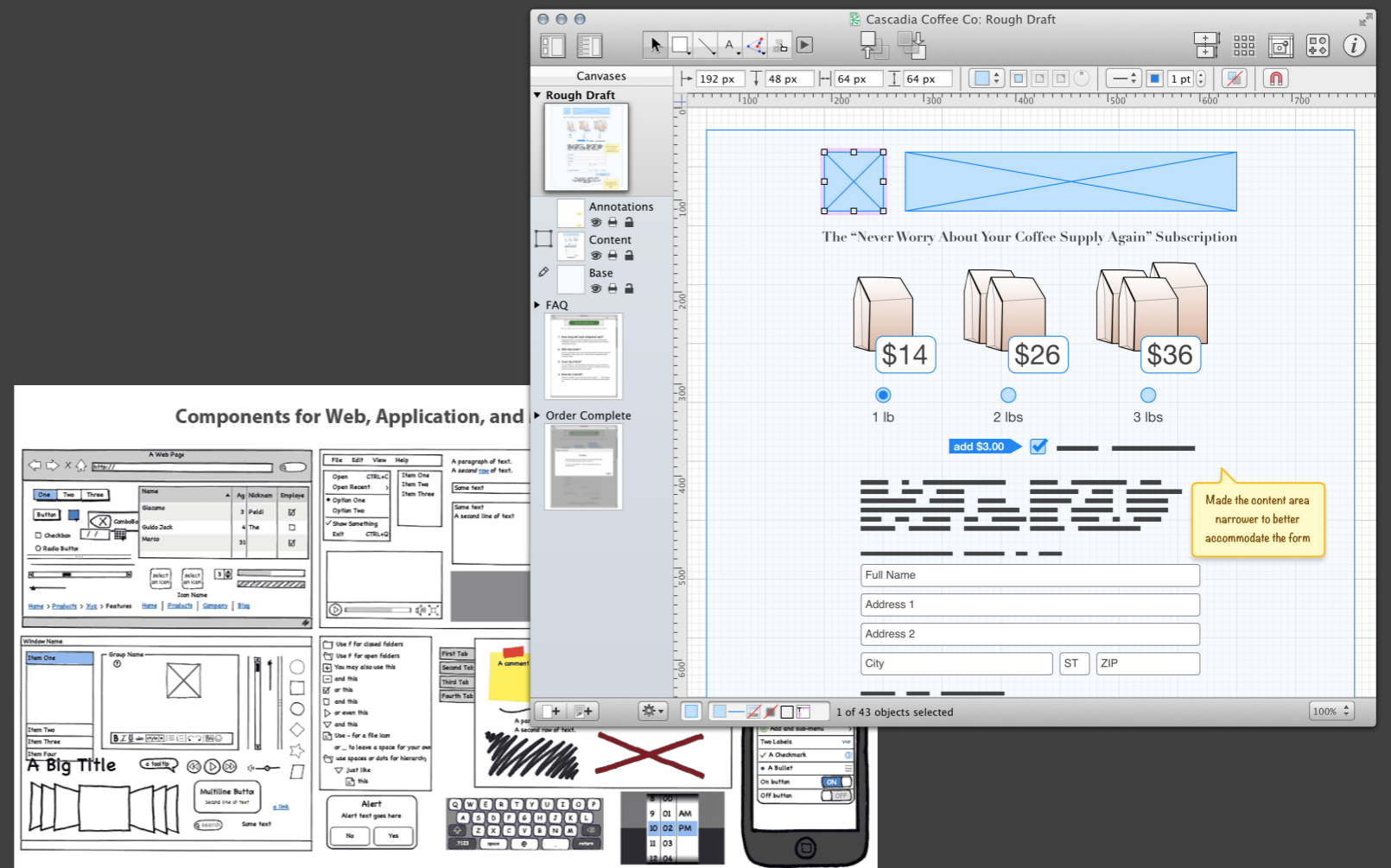




Prototyping

Tools that work

- Omnigraffle
- Balsamiq
- Adobe Fireworks
- Invision



Testing

- Only prototype key parts
- Learn early, fail fast
- Measuring the success rate

Build

Methods of testing

- Freeze user testing while in production
- Use professional QA during development
- User test once complete
- Private beta

Launch and learn

Launch and learn

You are never done.

- Stay user-centric
- Talk to the community
- Periodic polls and surveys
- Test new features
- Measure quantitative data

Thank you.

Kyle Racki kyle@headspacedesign.ca

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