MOTIFF

INTUITIVE DIGITAL SOLUTIONS.

Hello

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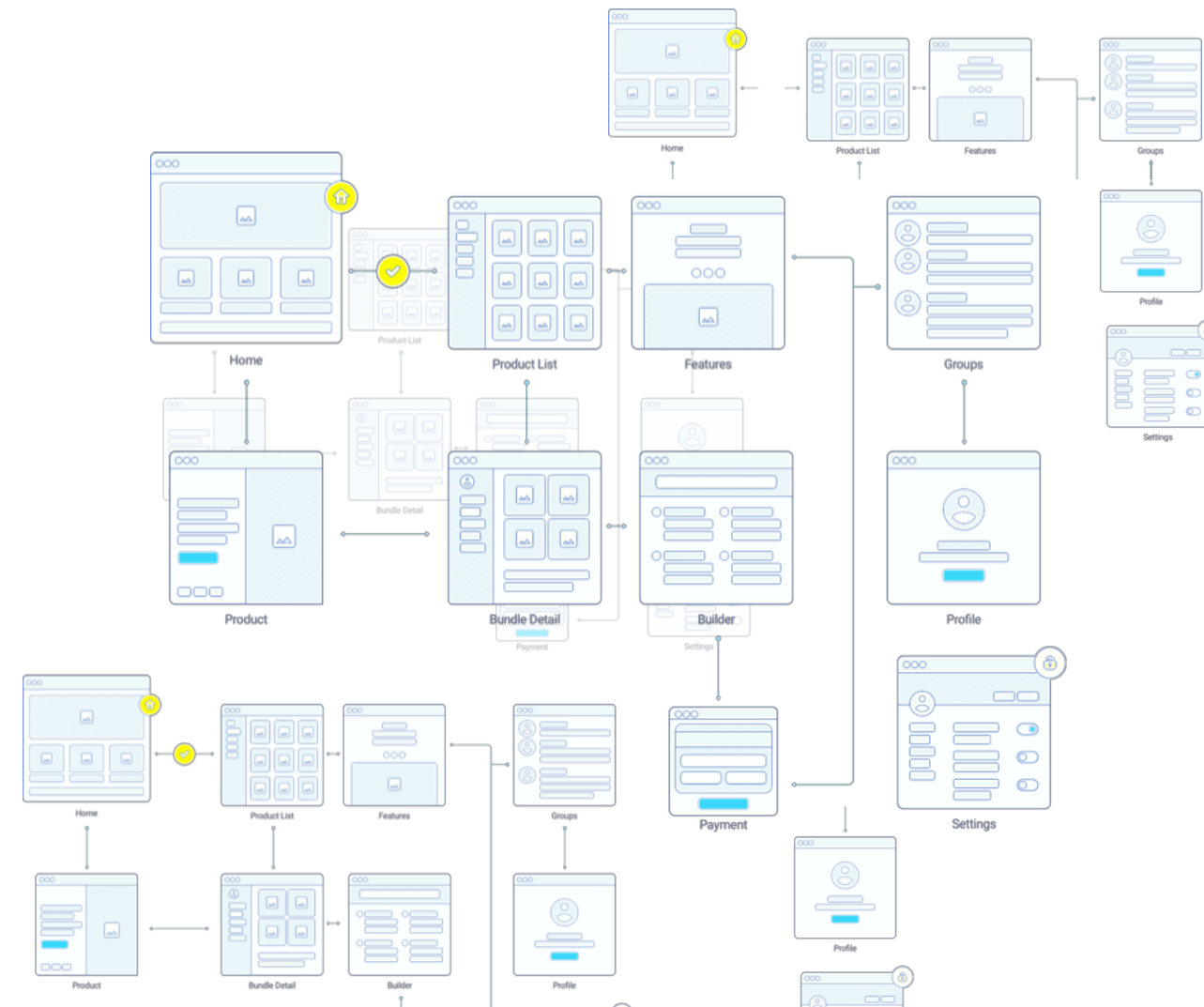
Good Design Solves a Problem

How do we know when to follow rules and when these rules are just an overhead?

- Needs to add value.

- "Feel"

Rules

The number one rule and one that will guide you throughout the design process is to approach every problem and every project with an open mind.
Forget what you know for a moment and consider the user, their environment and get to the core of the real problem before coming up with a solution.

When is it ok to break some rules?

We are not robots. Feel.

Some teams follow rules blindly no matter what project or client they are working with.
There are always exceptions!

- Try to be in users' shoes.
- Feel their pain.
- Play by ear and feelings not by rules.
- Be honest.

Every project is unique and there is no golden rule how and what to do. Every project should be approached differently with an open mind. There are few parameters that might play that role: length of the project, type of client, etc...

Being non-conventional

If our job is to **solve a problem**, we need to take ownership and be accountable for solving the problem. We need to understand that employers don't hire us to execute tasks they assign and clients don't hire us so they can tell us what solution to execute.

Therefore, let's put some rules aside and get productive.

Don't blindly follow stakeholder input

Leads to shipping products with poor CX/UX and ones that don't solve the problem in the first place.

Stakeholders have valuable industry knowledge, but they only know what they know.

Assuming that your customers know what is right, you will place unnecessary constraints on your team.

Clients don't expect that they should tell you what to do. They expect you to add value and come up with solutions to the right problems. If they knew what to do, they would do it internally.

Stop treating user interviews as a go-to research method.

They are not very effective. Most users can't see past their frame of reference. We are all confined in our own microworlds, and simply don't know what's possible until we see it.

"A lot of times, people don't know what they want until you show it to them." - Steve Jobs

"If I had asked people what they wanted, they would have said faster horses." - Henry Ford

The wheelchair example

Rebotics app

Tip

Design sprints are... :)

It is really difficult to execute a full 5 day design sprint.

Very few running companies can afford to take away a team of key people, lock them up for a week and expect them to be fully engaged. When they are actually forced to do it - guess what happens? Not fully engaged as there is always something burning and they need to answer emails/calls/etc.
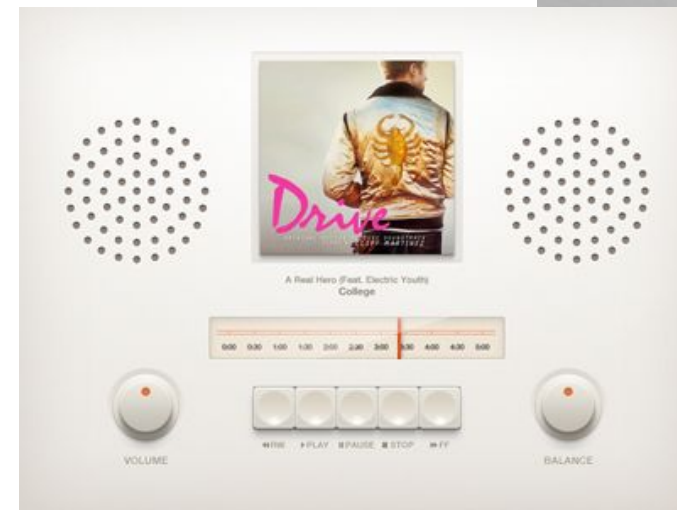
Doing market research is not enough.

Often misunderstood and limited. Look beyond the industry to find

inspiration and solutions.

Ex 1. A good designer should use details from physical things as well.

Ex 2. Safety gear

Have your designers work on multiple projects.

Momentum is great in some cases, but step back.

Approach the problem a second time, you see it with fresh eyes.

Tip

Don't focus on what you're being told.

Focus on reading between the lines and really probing to get to what is not being said.

If we use this approach of probing and not focusing on what we are told initially, we will get closer to defining the real problem and designing an appropriate solution.

Tip

"It can always be better" attitude

Don't ever be fully content with your work.

Always look for opportunities and ways to improve. No matter how satisfied you are with the result, come

back to it after a few hours/days - you'll find something you can improve.

Tip

They say design is personal, but it is not.

Design is there to be criticised and improved upon. If we treat it as something personal, we immediately close ourselves off to valuable feedback. Design is only personal when you don't show it to anybody else. :)

Tip

Don't follow norms.

If our product teams blindly follow "norms", we'd never stretch them.

Technology evolves, tastes evolve and so should design.

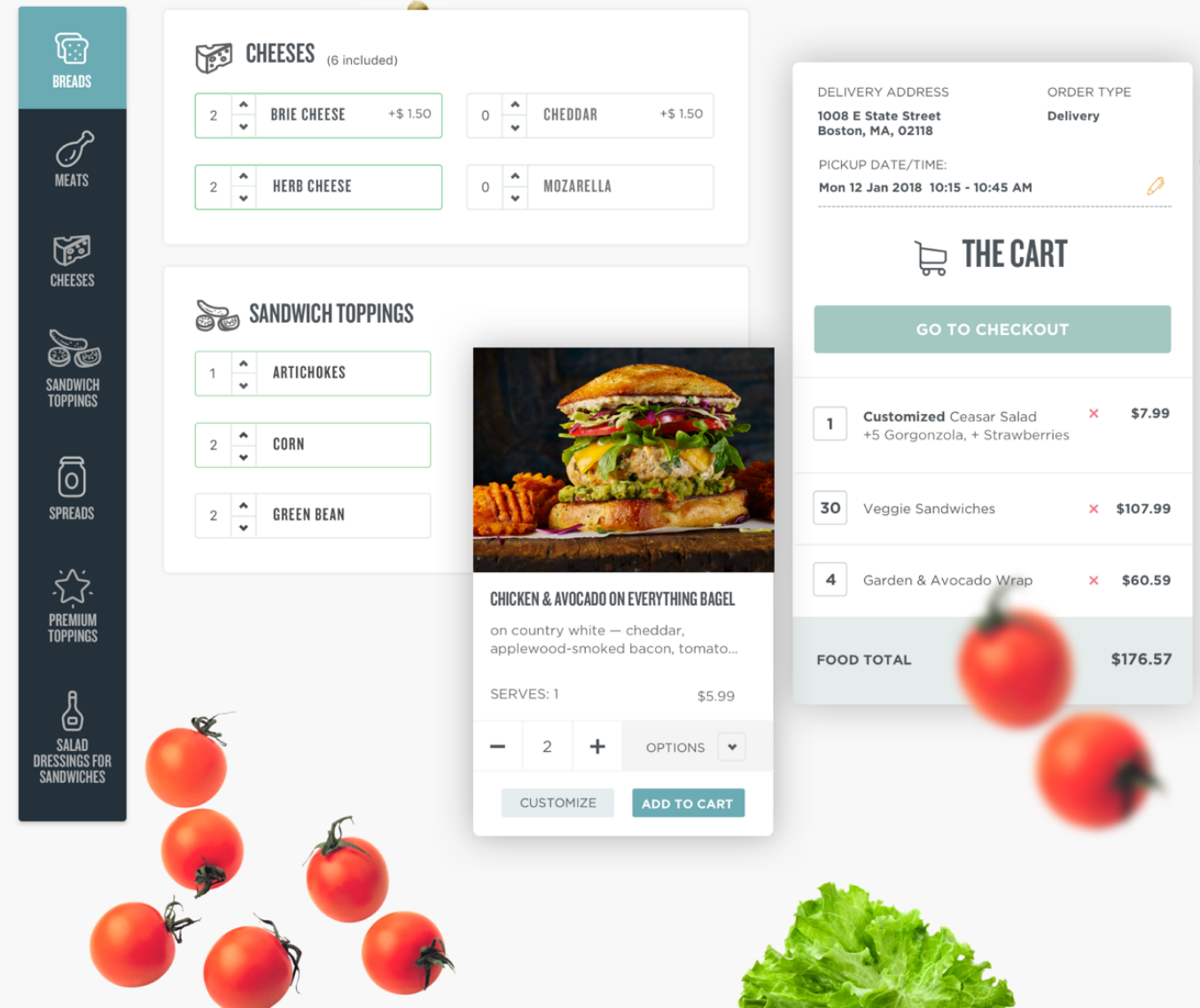If we had followed norms, we would still be using the BlackBerry.

Tip

Don't aim to impress.

Aim to solve a problem.

Along the way of course, make sure that your design is

pleasant, clean and non-intrusive. This will leave a

good impression on your users.

Make failure acceptable

Failure is not the end result. It is just a temporary state.

If failure was not acceptable, then teams would always choose to play it safe.

Choose effective design, not the one the client likes

When deciding on the solution to be implemented, always choose design that is most effective, not the one that the client likes.

Communication should not be structured.

Don't limit stakeholder communication to demos.
Don't limit team communication to standups.

Communication should be continuous and we should operate as one team. Build a relationship
so the client feels comfortable - and valued when providing information.

Everyone should perform QA.

Testing is not only the job for testers. All team members should contribute, test and when appropriate use the products they build. This is one way to make everyone equally accountable, force everyone to put themselves in the shoes of the user and recommend improvements.

Must have's

Some steps can not be ignored, no matter what the situation

- USER STORIES - every solution comes from proper user stories. Rather gather detailed user stories than all other processes combined together.

- WIREFRAMES - same as user story, wireframes are the only visible proof how things will behave. Without them, the client can not test, and the dev team can not start development.

Excercise

Digital product flow by client type

- Who knows what they want
- Who has ton's of great ideas, but limited time/$.

The only rule is that you need to solve the right problem and put yourself in the user's shoes. Everything in between is bendable.

It's up to you to figure out when is the right moment to bend or break the rules.

Feel the user. Feel the flow.

Thank you!