

BRIDGE THE VALUE PERCEPTION GAP

By leveraging your design skillset

Enrico Furfaro - Senior Designer



2016



2016

This makes no sense.



2016

It's "fake" UX.



2016

It's not what design is
supposed to be.



2018



Can you add the UI for the pop-up banner to this ticket?



Can you add the UI for the pop-up banner to this ticket?

Can you define the flow for the new login?



Can you add the UI for the pop-up banner to this ticket?

Can you define the flow for the new login?

You Designers are so **sensitive** and so **passionate** about your job.



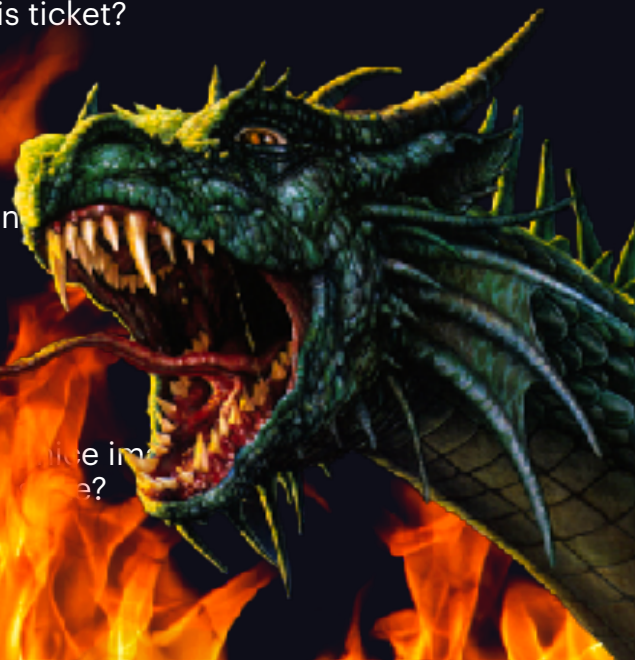




Can you add the UI for the pop-up banner to this ticket?

Can you define the UI for the banner?

Can you add the UI for the banner to this email template?



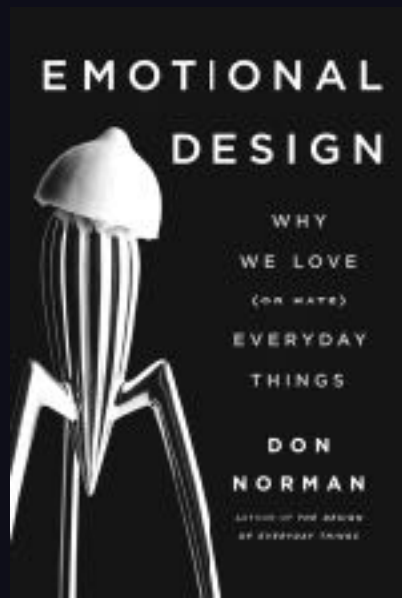


Frustration

**Uncover
User Pain**



**Design
Perfect UX
Solution**







Universities







UX Bootcamps

UX Bootcamps

01. My role

02. Business Goals

03. User interviews

04. Sketches, Final UI, Design System

05. Testing, Learnings, Impact

Folio Case Study

01. My role

02. Business Goals

03. User interviews

04. Sketches, Final UI, Design System

05. Testing, Learnings, Impact

Design Challenge

01. My role

02. Business Goals

03. User interviews

04. Sketches, Final UI, Design System

05. Testing, Learnings, Impact

Actual Job



You're not hired by Designers.







Increase [KPI] by 30% this
quarter



Product Manager

Increase [KPI] by 30% this
quarter



Product Manager

Can you add the UI for the
pop-up banner to this
ticket?

Ship clean code and
reduce QA requests



Software Engineer

Can you design an empty
state for this page?

Pay all of the costs and
make profit



Organization

Deliver the most profitable
product solution, now.

Design = Creativity

Design = Creativity = Art

**Uncover
User Pain**



**Design
Perfect UX
Solution**

**Uncover
User Pain**



**Design
Perfect UX
Solution**

**Stakeholder
Requests**



**Design
THEIR
Solution**



Bridge the Gap

**Uncover
User Pain**



**Design
Perfect UX
Solution**

**Stakeholders
Requests**

**Uncover
User Pain**



**Design
Perfect UX
Solution**

INFLUENCE

**Stakeholders
Requests**

**Uncover
User Pain**



**Stakeholders
Requests**



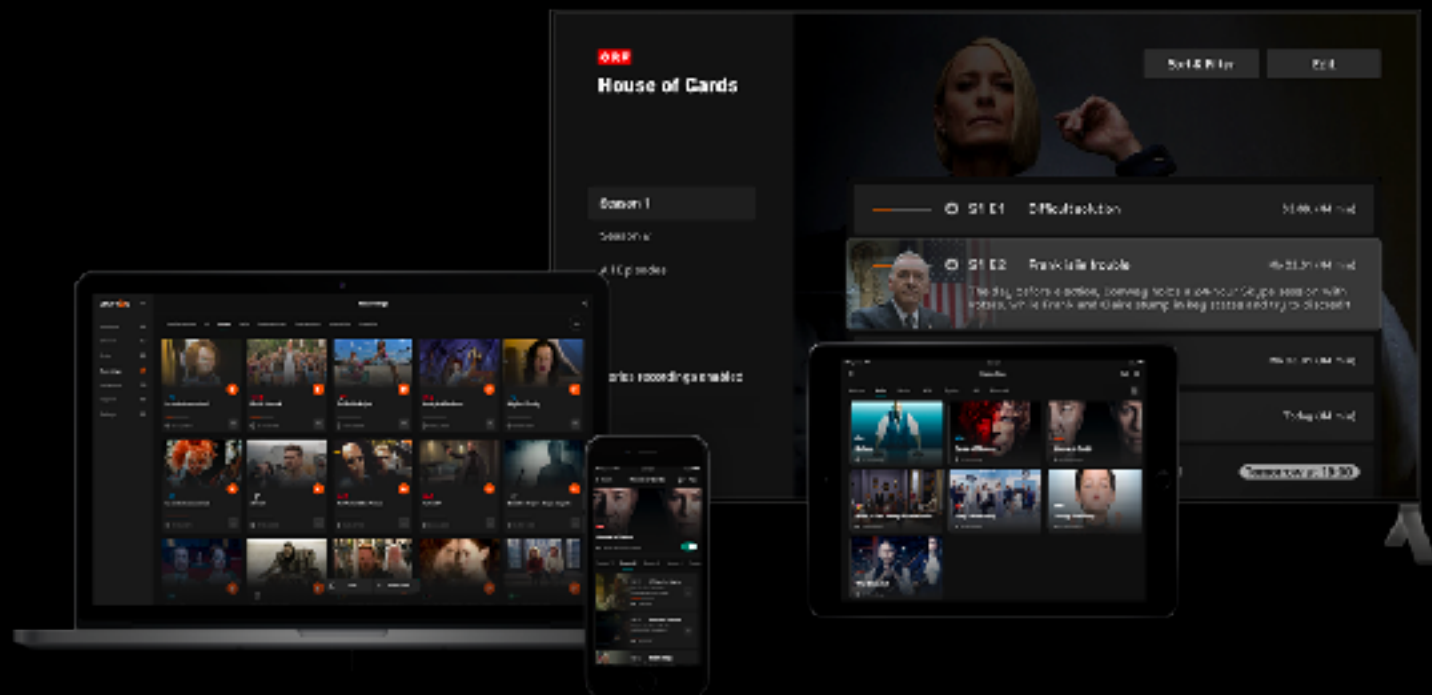
Design
the BEST
Solution



Influence

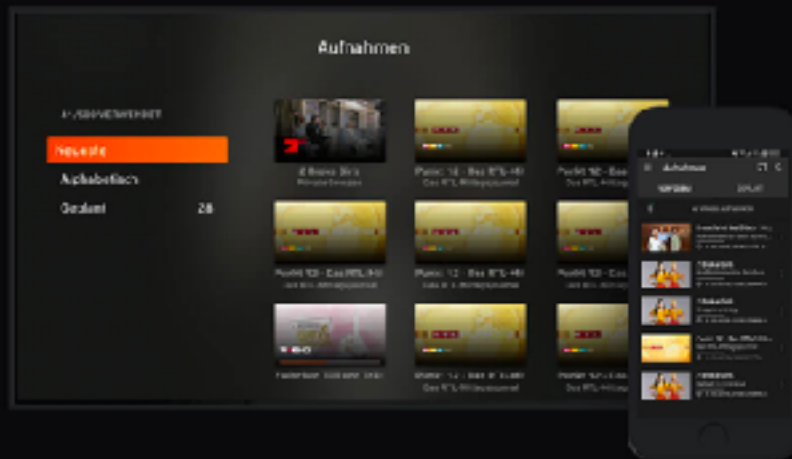
1. Let them design

/ Be an enabler

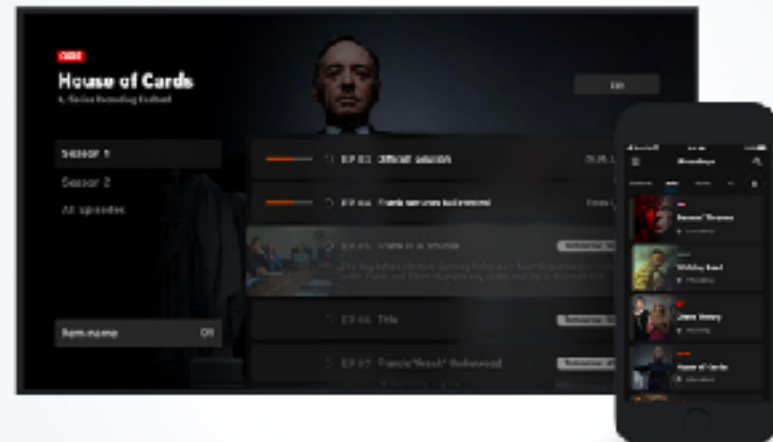




Before



After





Recordings

Sort & Filter

All

Series

Movies

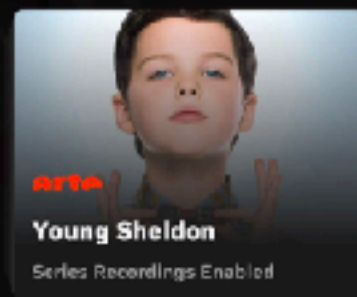
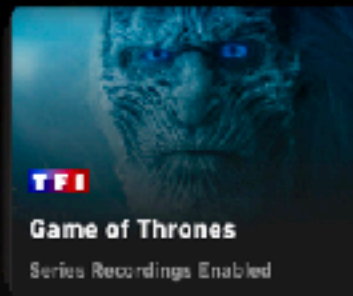
Kids

Scheduled

Expiring



400 of 500 recordings





My role: Sprint Facilitator

Product Managers

Designers

+

Front/end Backend Engineers

Head of B2B

Head of Product

Head of Support



My role: Sprint Facilitator

Product Managers

Designers

+

Front/end Backend Engineers

Head of B2B

Head of Product

Head of Support

Design

Behind the scenes

- Make it official through OKRs
- PM and Head of Product as allies

Design

Before - get people to commit

- Bigger kick-off.
- Create project doc.
- Set a date and get participants to commit.
- Book the time-slot in their calendar.
- Recurring check-in until the workshop date.

Design

During - document and evangelise

- Document everything.
- Send daily recaps to the product team.
- Open door whole company with c-levels.
- Invite everyone to observe day 5.

Design

After - make sure there is a follow up

- Send a final summary to the product team.
- Keep the recurring check-in until ready for dev.

2. Brand your initiatives


/ leverage your skills to evangelize design

Hyperion first launch event



Hyperion Design System by Z...

hyperion.zattoo.com/event.html

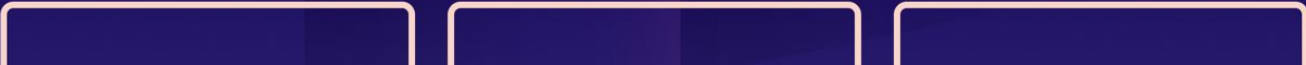
 HYPERION

[Foundations](#) [Components](#) [Knowledge Base](#) [Report an Issue](#) [THE HYPE 2018](#)

Shaping the Hype.

The Hype 2018 | October 17 at 14:00 CEST

Keynotes



Keynotes

The Preview

Get your eyes on our ever-growing visual collection of interface elements that we use to build our apps.



Srecko Dimitrijevic

[See Keynote](#)

Consistency

What have we reached so far, what remains as a challenge, and: why is it important?



Jörg Schindler

[See Keynote](#)

The Life Before The Hype

What are the real costs of a small rebrand request coming from a B2B customer? The long path to a small change.



Pavel Verkhovskiy

[See Keynote](#)

Once Upon a Voltron

A short introduction on what Hyperion is, what it wants to be and how far we got in the past year.



Madsen Vale

[See Keynote](#)

Hyperion-Core Rock'n'Roll

A short tale on why I joined the Hyperion initiative and what it really means.



Erik Nissen

[See Keynote](#)

Pencils, Prototypes & Hyperion

The way Hyperion fits in the Design process, what is great about it, and what will make it even greater.



Enrico Furfaro

[See Keynote](#)

The Hype 2018 | #Update 01



Zattoo's Design Team <design@zattoo.com>
to team ▾

Wed, Sep 26, 2018, 7:52 AM ☆ ↶ ⋮



The Hype 2018

October 17th at 14:00 CEST.

[Apply Now](#)



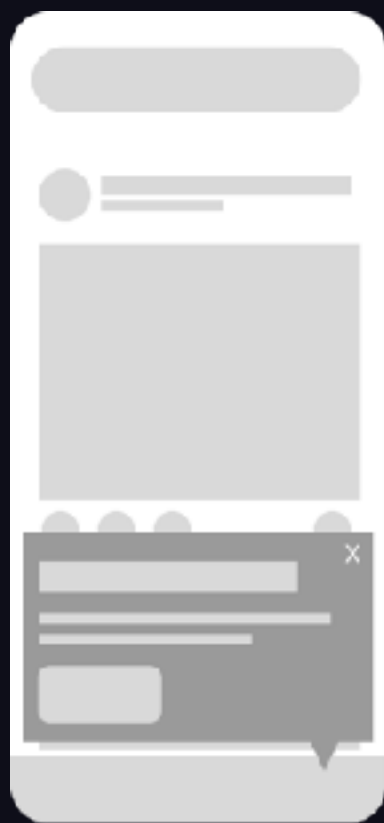




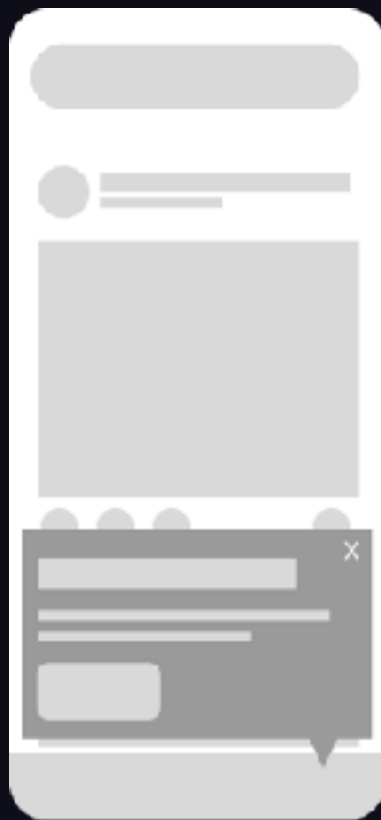


3. Deliver business value

/ Keep your Product Manager sane



App opens



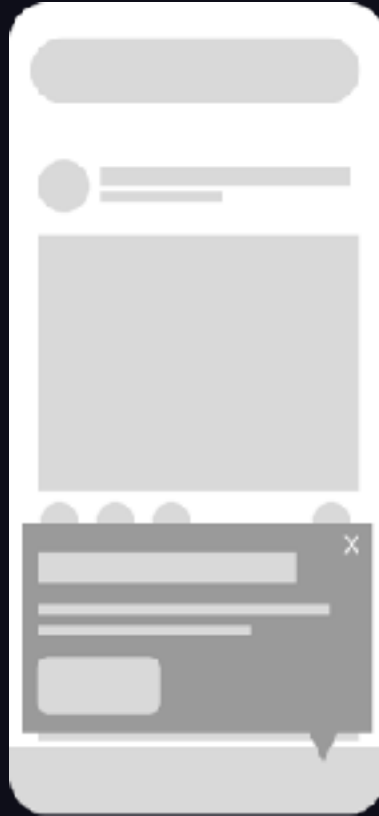
Revenue

NO WAY

USER RESEARCH

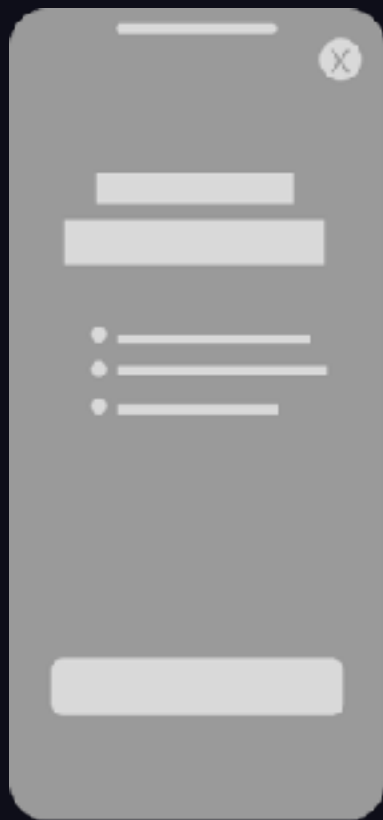
DISRUPTIVE EXPERIENCE

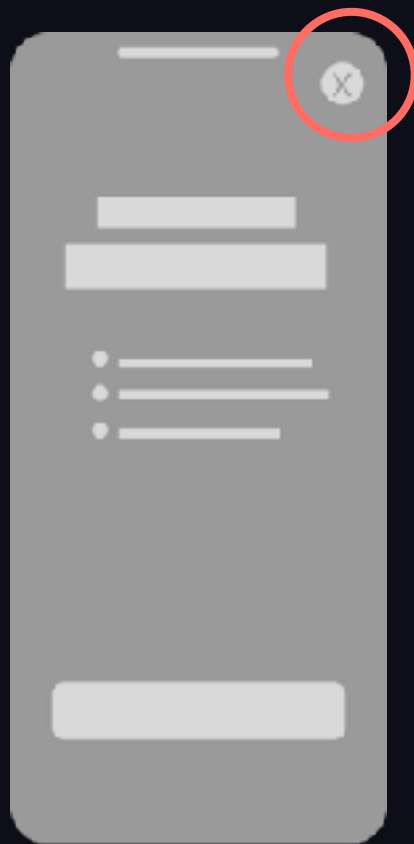
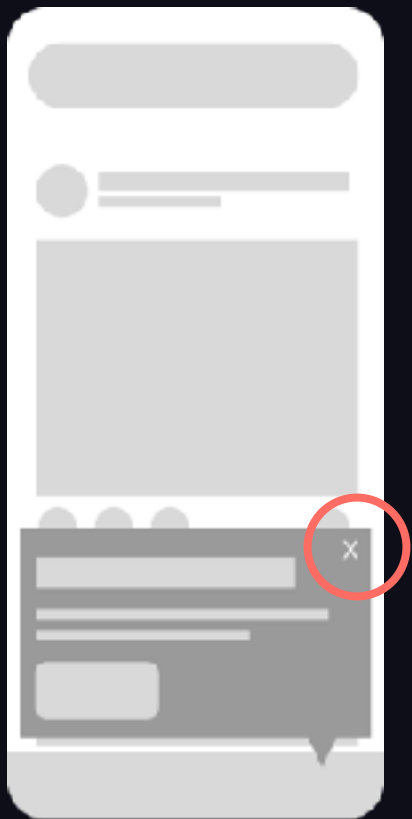
DO SMART UPSELLING

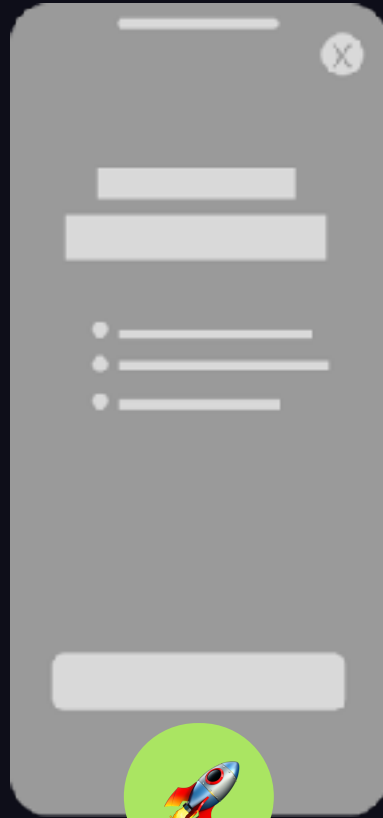
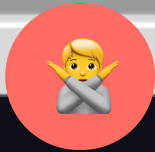
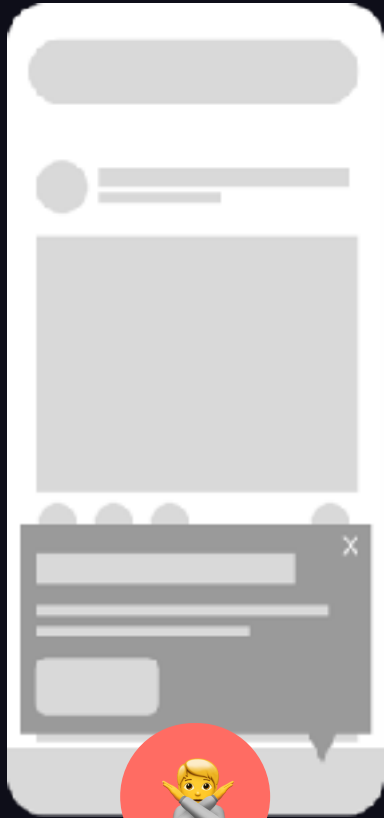


Can we make it bigger?









Psychological Safety

4. Use UX Research for good

/ beware of its influence



Coffee, cakes, hikes and bikes.

Navigation field test set-up and findings.









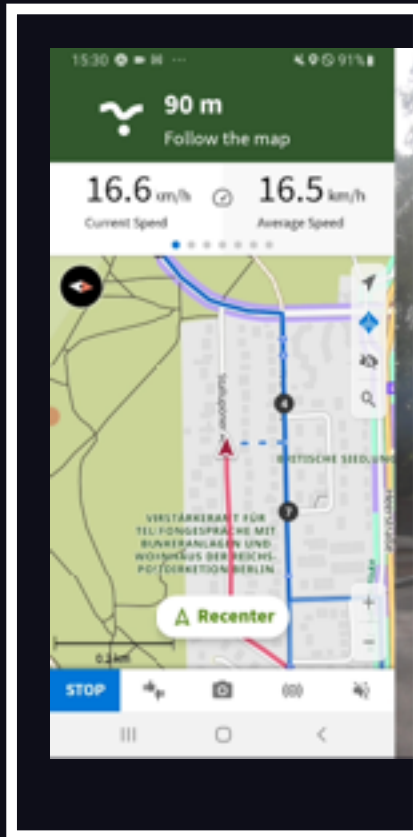
Participant

Mic + Screen

My colleague
Dima

Go Pro

Smartphone



Go Pro Footage



New turn arrows mean following on-map directions in the komoot mobile app is easier than ever

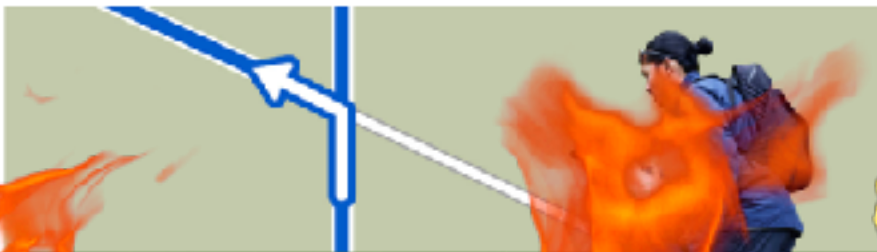
navigation December 22, 2022



If you're using the map for Tour navigation on mobile, you can now see your next turn with the quickest of glances. We've created a large turn arrow on the Tour line that makes it clear and easy to see where you're going next. This means more time enjoying the scenery and less time looking at the app.

New turn arrows mean following on-map directions in the komoot mobile app is easier than ever

navigation December 22, 2022



you're us n
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also next.

W
or
u p





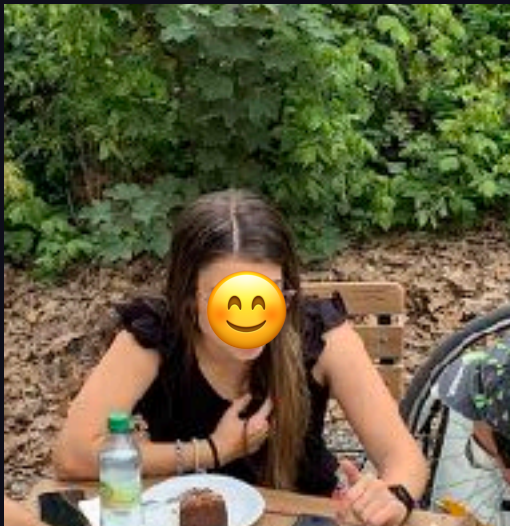
Maria, 20s



Fritz, 70s



* personal information is anonymized



Maria, 20s

=



Fritz, 70s

* personal information is anonymized



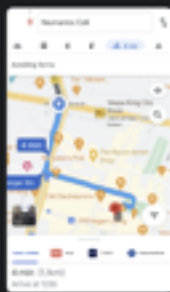
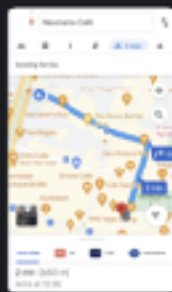
11:07 AM

Really interesting update from Google Maps.

I bet they observed the same use case we did.

cc @Rzb @dima (edited)

2 files



5 likes, 4 comments, 2 shares



5 replies · Last reply 1 month ago



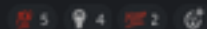
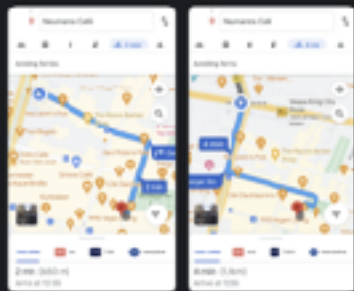
11:07 AM

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2 files



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Out of those that completed the survey

62% (136) said they did navigate

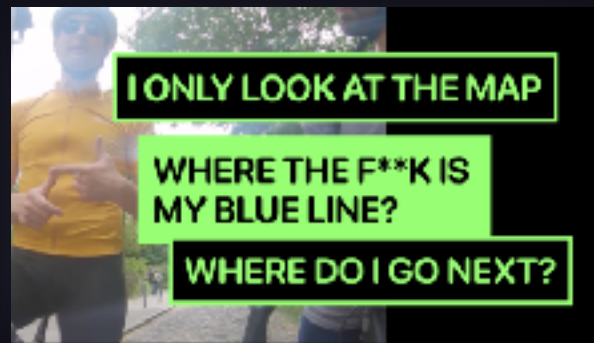




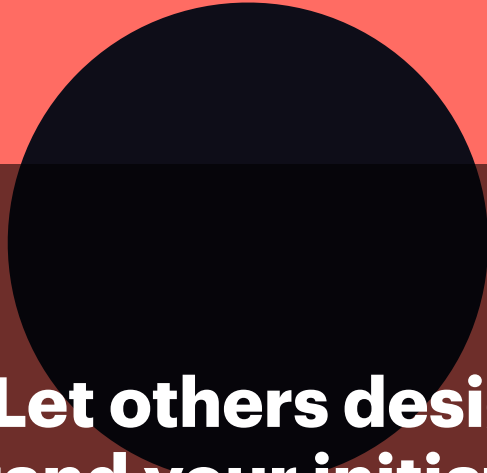
Workshops



Company presentation



Design Brief Videos



- 1. Let others design**
- 2. Brand your initiatives**
- 3. Deliver business value**
- 4. Use UX Research for good**



Design
the PERFECT UX
solution

Design
the BEST
solution

Design Matters 23

Thank you

Enrico Furfaro - Senior Designer

enricofurfaro.com

