

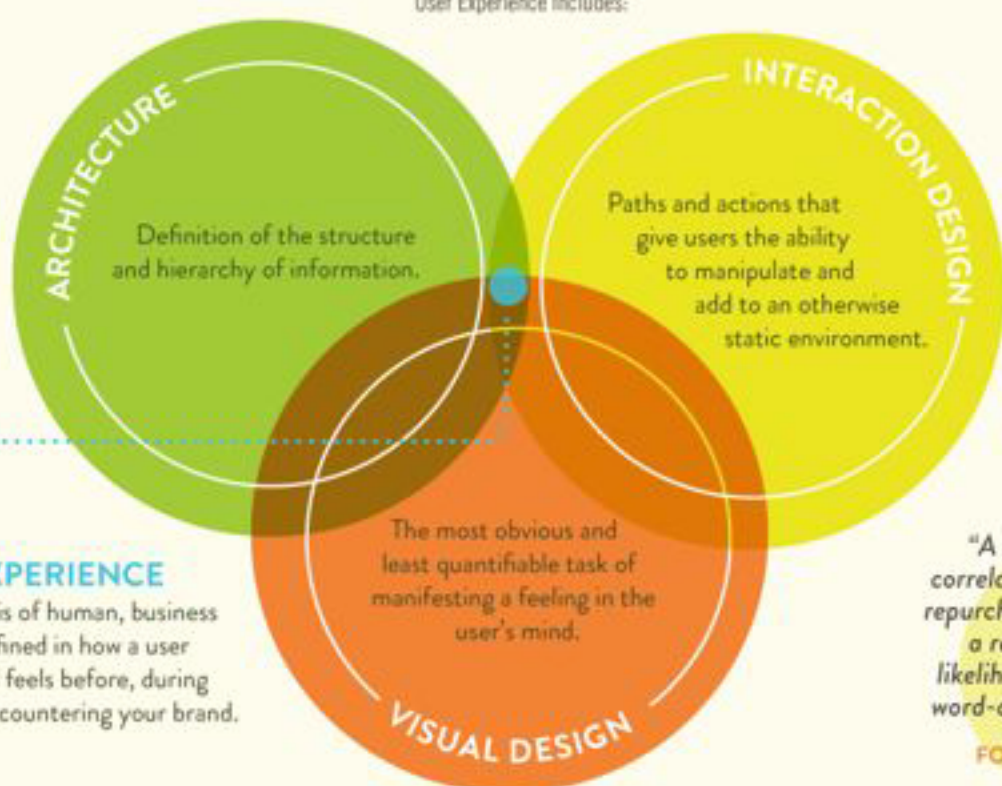
the UNFAIR DESIGN ADVANTAGE

HOW IMPORTANT IS THE ROLE OF DESIGN & USER EXPERIENCE IN STARTUPS?

How important is the role of design and user experience in startups? Success lies in a combination of human values including desirability and usability, business viability, and technology feasibility. Design innovation, aka the Unfair Design Advantage, lies in the sweet spot between these complementary and sometimes competing priorities. User experience represents the best balance and integration of these factors.

WHAT IS USER EXPERIENCE?

User Experience Includes:



USER EXPERIENCE

The synthesis of human, business and tech defined in how a user behaves and feels before, during and after encountering your brand.

"A good user experience correlates with a willingness to repurchase a product or service, a reluctance to switch a likelihood to spread a positive word-of-mouth endorsement."

FORRESTER RESEARCH, 2004

DESIGN AND YOUR BUSINESS



HOW DESIGN PLAYS INTO YOUR NEW STARTUP

For many startups, good design is an afterthought. For the most successful ones, great design is baked in from day 1.



CREATE A FUNNEL

A strong information hierarchy and strong interaction design makes paths for users to follow. Tie up loose ends and funnel customers to where they need to be.



LEAN USER EXPERIENCE

Take principles from the lean startup movement and merge those with design practices tailored to early stage startups.



OFFSITE/OUT OF APP

Remember that your branding doesn't stop when users leave your site. From platforms and distribution channels to social presence, make sure your bases are covered with a concise, uniform brand experience.

"I can't overstate the value of design for a startup. I made a designer my co-founder, they should be employee 2, not 10."

DAVE MORIN, CO-FOUNDER & CEO, PATH



DESIGN IS A CONTINUOUS PROCESS

Keep in mind that great design is just step two of developing an outstanding product. If the product is poorly programmed and the functionality is lacking, then no design is elegant and creative enough to make it successful. While design is something that needs to be baked in from the beginning, it is a waste of time if the product doesn't work.

"The most important social evolution within the tech startup professions would be to create a role for the designer founder as a champion of the user experience"

ENRIQUE ALLEN

EFFECTIVE UX EXAMPLES

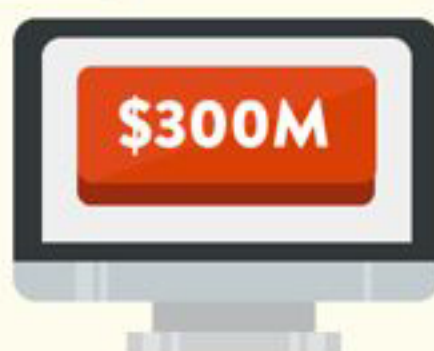


WEB FORMS

Less is more. One study found that when going from an 11-question contact form, to a 4-question form, conversions rose 160 percent! Even though about the same amount of information was collected, more people submitted the form. When designing forms, make sure to only ask for the information you absolutely need.

"Marking the simple complicated is commonplace; making the complicated simple, awesomely simple, that's creativity."

CHARLES MINGUS



THE \$300M BUTTON

A major online retailer simply changed the "Login" and "Register" buttons to "Login" and "Continue," respectively. As it turns out, people were balking when they were asked to create an account, they had no idea that they didn't need one to check out. The increased conversions due to this button led to a \$15M increase in sales the first month, and \$300M in the first year. By looking from the consumer perspective you can make minute changes, and see huge results.



MORE BANG FOR YOUR BUCK

Everyone knows that mobile is getting bigger, but it is now converting better too. According to Affiliate Window, visitors on mobile devices represent 18% of total conversions. If your product doesn't have an easy to use mobile interface, it should.

THE FUTURE OF UX



DITCHING THE DESKTOP

In a study conducted by Pew Internet in 2012, an amazing 31% of adults are mobile-exclusive users. These numbers are only expected to grow in 2013. Mobile-only users aren't just edge cases any more!

"Want your users to fall in love with your designs? Fall in love with your users."

DANA CHISNELL

2012 \$163 B

2013 \$235 B

HUGE PAYMENT VOLUMES

According to Gartner Research, mobile payments will surpass \$235B in 2013, a 44% increase from 2012 values.



User experience is not something that can wait, it needs to be baked into the product from the beginning. However, no matter how elegant your UX is, a bad product is a bad product. All team members must build, test, learn and iterate features to ensure users the most optimal experience.