

User Experience Unleashed: Transforming Your Startup's Journey to Success

Victoria Bakos | 10th April 2024



Hi, I'm Victoria 🖐️

What is UX and UI?

What is UX and UI?

User **e**xperience

User Interface

What is UX and UI?

User experience

[illegible]

Area

All selected

Activities

All selected

Vets

All selected

<

January WK1

>



Week

Month

Full Rota

	CONSULTING 1	CONSULTING 2	THEATRE 1	THEATRE 2	BRANCH 2	CPD	HOLIDAY
2 <div>⚠️ MONDAY</div>	3 Total Daily Vets <div>SJ VB SC</div>	3 Total Daily Vets <div>SJ VB SC</div>	3 Total Daily Vets <div>SJ VB SC</div>	3 Total Daily Vets <div>SJ VB SC</div>	3 Total Daily Vets <div>SJ VB SC</div>	2 Total Daily Vets <div>MB LL</div>	1 Total Daily Vets <div>RJ</div>
08:00 – 09:00	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>MB LL</div>	<div>RJ</div>
09:00 – 10:00	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>MB LL</div>	<div>RJ</div>
10:00 – 11:00	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>MB LL</div>	<div>RJ</div>
11:00 – 12:00	No vets available. Click to resolve.	No vets available. Click to resolve.	No vets available. Click to resolve.	No vets available. Click to resolve.	<div>SJ VB SC</div>	<div>MB LL</div>	<div>RJ</div>
12:00 – 13:00	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>MB LL</div>	<div>RJ</div>
13:00 – 14:00	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>MB LL</div>	<div>RJ</div>
14:00 – 15:00	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>SJ VB SC</div>	<div>MB LL</div>	<div>RJ</div>
15:00 – 16:00	<div>SJ VB</div>	<div>SJ VB</div>	<div>SJ VB</div>	<div>SJ VB</div>	<div>SJ VB</div>	<div>MB LL</div>	<div>RJ</div>
16:00 – 17:00	<div>SJ VB</div>	<div>SJ VB</div>	<div>SJ VB</div>	<div>SJ VB</div>	<div>SJ VB</div>	<div>MB LL</div>	<div>RJ</div>
17:00 – 18:00	<div>SJ VB</div>	<div>SJ VB</div>	<div>SJ VB</div>	<div>SJ VB</div>	<div>SJ VB</div>	<div>MB LL</div>	<div>RJ</div>
18:00 – 19:00	<div>SJ VB</div>	<div>SJ VB</div>	<div>SJ VB</div>	<div>SJ VB</div>	<div>SJ VB</div>	<div>MB LL</div>	<div>RJ</div>
2 <div>⚠️ TUESDAY</div>	Total Daily Vets 4 <div>S.VE SC+6</div>	Total Daily Vets 4 <div>S.VE SC+6</div>	Total Daily Vets 4 <div>S.VE SC+6</div>	Total Daily Vets 4 <div>S.VE SC+6</div>	Total Daily Vets 4 <div>S.VE SC+6</div>	Total Daily Vets 2 <div>MI LL</div>	1 Total Daily Vets <div>RJ</div>
3 <div>⚠️ WEDNESDAY</div>	Total Daily Vets 5 <div>S.VE SC+6</div>	Total Daily Vets 5 <div>S.VE SC+6</div>	Total Daily Vets 5 <div>S.VE SC+6</div>	Total Daily Vets 5 <div>S.VE SC+6</div>	Total Daily Vets 5 <div>S.VE SC+6</div>	Total Daily Vets 2 <div>MI LL</div>	1 Total Daily Vets <div>RJ</div>
4 THURSDAY	Total Daily Vets 5 <div>S.VE SC+6</div>	Total Daily Vets 5 <div>S.VE SC+6</div>	Total Daily Vets 5 <div>S.VE SC+6</div>	Total Daily Vets 5 <div>S.VE SC+6</div>	Total Daily Vets 5 <div>S.VE SC+6</div>	Total Daily Vets 2 <div>RI NL</div>	1 Total Daily Vets <div>RJ</div>
5 FRIDAY	Total Daily Vets 5 <div>S.VE SC+6</div>	Total Daily Vets 5 <div>S.VE SC+6</div>	Total Daily Vets 5 <div>S.VE SC+6</div>	Total Daily Vets 5 <div>S.VE SC+6</div>	Total Daily Vets 5 <div>S.VE SC+6</div>	Total Daily Vets 2 <div>RI NL</div>	1 Total Daily Vets <div>RJ</div>
6 SATURDAY	Total Daily Vets 2 <div>S.VE SC+6</div>	Total Daily Vets 2 <div>S.VE SC+6</div>	Total Daily Vets 2 <div>S.VE SC+6</div>	Total Daily Vets 2 <div>S.VE SC+6</div>	Total Daily Vets 2 <div>S.VE SC+6</div>	Total Daily Vets 0	Total Daily Vets 0

Common product design issues

PROBLEM

**Too much unnecessary
information**

PROBLEM

**Too much unnecessary
information**

= clutter

SOLUTION

Simplify

R 0.00 +



Gameweek 30

Fixtures

Prize Pool ⓘ

R 9,500.00

Entries

96

Entry Fee

R 25.00

Budget

80

Team Value

0

Selections

11 Remaining

Teams ▾

Add Another Team +

Formation

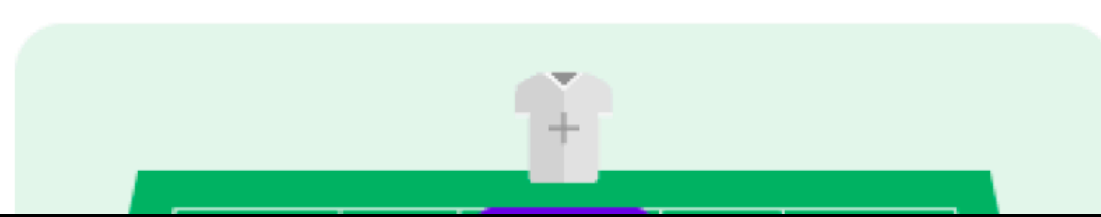
3-4-3

Captain

Captain scores 2x

Vice-Captain

VC scores 1.5x



R 0.00

+

⚔ Gameweek 30 - EPL

🕒 15 August 2023, 14:30 CAT

Selections

Budget Remaining

Team Value

2/11

80

0

Teams

▼

Add Another Team

+

Formation

3-4-3

▼

Pitch View

List View

crunchyroll

+

ADD

+

ADD

+

ADD

+

ADD

+

ADD

+

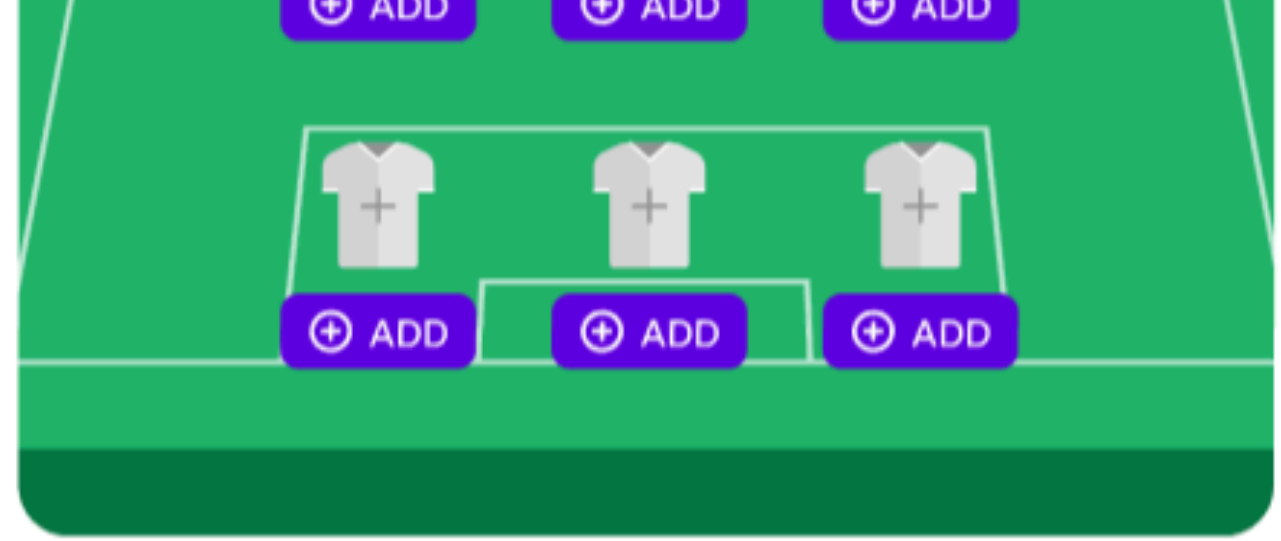
ADD

+

ADD

+

ADD



Captain

Captain scores 2x

Vice-Captain

VC scores 1.5x

Submit Lineup

Prize Pool	Entries	Entry Fee
R9,500.00	96	R25.00

SOLUTION

Test, test, test.

PROBLEM

**Wanting something
new.**

PROBLEM

**Wanting something
new.**

= confused

SOLUTION

**Stick to familiar
patterns.**

SOLUTION

**Navigation, icons,
buttons, colours, exit
strategies**

1



Visibility of system status

2



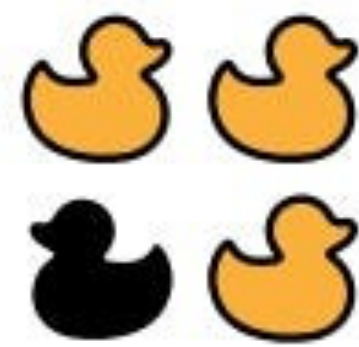
Match between system + real world

3



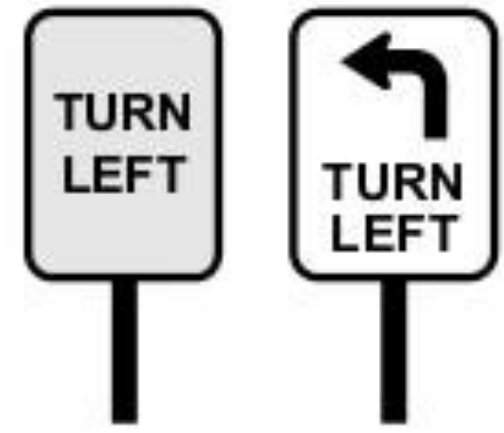
User control and freedom

4



Consistency and standards

5



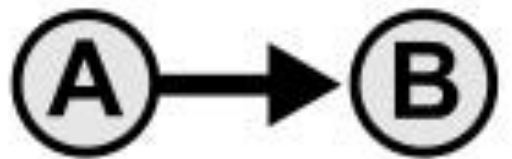
Recognition rather than recall

6



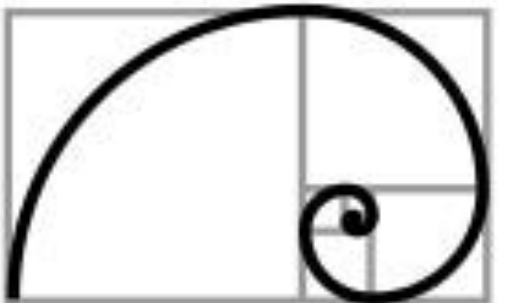
Error prevention

7



Flexibility and efficiency of use

8



Aesthetic and minimalist design

9



Help users with errors

10



Help and documentation



Job title and role



Work location



Experience Level



Employment type



Days per week



Salary Range



Recommended Jobs

48

Sort by **most recent**

London, UK ×

Leeds, UK ×

Remote ×

Marketing ×

Senior ×

C-Suite ×

Part time ×

Full time ×

Featured Job

Meta
London, UK



Marketing Director

£180,000 - £200,000 p/a

Expires in 2 months

Full time

Hybrid

1000+ employees

C-Suite

VIEW JOB

Featured Job

HSBC
London, UK



Content Manager

£75,000 pro rata

Expires in 3 days

Part time

Hybrid

1000+ employees

Senior level

VIEW JOB

Featured Job

Whistles
London, UK



Senior Marketing Officer

£80,000 pro rata

Expires in 1 month

Part time

Remote

350-500 employees

Senior level

VIEW JOB

Featured Job

Dribbble
London, UK



UX Design Director

£85,000 pro rata

Expires in 1 month

Full time

Remote

350 employees

Senior level

VIEW JOB

Innocent Drinks
London, UK



EU Brand Manager ftc

£75,000 pro rata

Expires in 9 days

Full time

Hybrid

Contract

500+ employees

Senior level

VIEW JOB

Coinbase
Remote



Creative Lead

£100,000 - £120,000 p/a

Expires in 14 days

Full time

Remote

1000+ employees

Senior level

VIEW JOB

Apex Hotels
Leeds, UK



Marketing Manager

£90,000 - £100,000 p/a

Expires in 19 days

Full time

Hybrid

500+ employees

C-Suite

VIEW JOB

Peloton
London, UK



Marketing Director

£85,000 pro rata

Expires in 2 months

Full time

Hybrid

500+ employees

C-Suite

VIEW JOB

Soho House



Zoopla



BuiltVisible



TALA



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Welcome Back, Emma



Job title and role



Work location



Experience Level



Employment type



Days per week



Salary Range



Recommended Jobs

48

Sort by **most recent**

London, UK ×

Leeds, UK ×

Remote ×

Marketing ×

Senior ×

C-Suite ×

Part time ×

Full time ×

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Hybrid

500+ employees

C-Suite

VIEW JOB

Soho House



Zoopla



BuiltVisible



TAI A



NOT USING UI PATTERNS

**User makes an error when
using an interface which
doesn't follow familiar patterns.**

NOT USING UI PATTERNS

**Time + money spent creating
a journey to alleviate error.
Users may abandon journey
OR abandon the product.**

USING UI PATTERNS

**Little to no error.
User completes journey.**

FAMOUS DESIGN LIBRARIES/SYSTEMS

<https://mui.com/material-ui/>

<https://developer.apple.com/design/human-interface-guidelines>

<https://getbootstrap.com/>

**Aligning UX decisions
with your business goals**

INTERNAL

Revenue goals, roadmaps, ideas, budgets

INTERNAL

Revenue goals, roadmaps, ideas, budgets

EXTERNAL

User needs, competitor roadmaps, laws

INTERNAL



EXTERNAL

Roadmap prioritisation

1. Bugs

Roadmap prioritisation

1. Bugs

2. Feature enhancements

Roadmap prioritisation

1. Bugs

2. Feature enhancements

3. New Features

“Your old site is the best prototype of your new site.”

Hoa Loranger, Vice President @ Nielsen Norman Group

Questions? 🤔