

Nagu näete, CV on mul tehtud Pipedrive'i jaoks. Aga kuna seal on suur konkurents, siis teisi variante proovin ka. Ma suurt soovitude nimekirja konkreetselt teie jaoks ei jõudnud teha, aga viimasel leheküljel ühe soovitude leiate ikka ka.

## CURRICULUM VITAE

Please see my suggestions (page 3) and **expert's opinion** about my suggestions (page 8) – these are actually more interesting than the CV.

### Aivar Alle

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**Birth date and place:** 07.05.1983 MOSCOW  
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**Phone, WhatsApp, Telegram:** +372 569 24015  
**E-mail:** aivar.alle@gmail.com



<https://www.linkedin.com/in/aivar-alle-73511b13/>

### Education

ESTONIAN PRIMARY SCHOOL IN MOSCOW	1990-1995
A.TVARDOVSKY'S HIGH SCHOOL N279 IN MOSCOW Lyceum class	1996-2000
MOSCOW STATE TECHNOLOGICAL UNIVERSITY "STANKIN" Information Technology (Bachelor)	2000-2005
MOSCOW STATE TECHNOLOGICAL UNIVERSITY "STANKIN" Information Systems and Technologies (Engineer)	2005-2006
UNIVERSITY OF TARTU Public Relations (Master, but not fully finished, my thesis is still waiting for me)	2008-2011

### Work experience in Estonia (rather projects than regular jobs)

I'll just list my bigger projects here. In general: Web Development, E-Commerce, SEO, PPC.

OPTIM TECHNOLOGY – SEO STARTUP <i>My work: All technical work</i> Pay-for-TOP10 SEO company, company started in Estonia and expanded to Northern Europe. Service was based on some methods that due to the changes in Google's algorithms didn't last forever.	2009-2013
<b>E-COMMERCE STARTUP (GARDEN BUILDINGS)</b> <i>My work: Web developer, SEO, PPC</i>	<b>2014-2017</b>

**hansagarten24.de, summerhouse24.co.uk and other shops. Helped the startup to become profitable. Worth highlighting as big & successful, up & running examples among my projects. Their recommendation (from R. Alt) is available in LinkedIn.**

CLEVERHAUS – ANOTHER E-COMMERCE STARTUP 2018-2020

*My work: All technical work, SEO, PPC*

Technically better than previous. However, due to the pandemic and problems with the factory this project became too risky and was stopped. How it looked like: <https://optim.ee/cleverhaus>

OPTIM TECHNOLOGY 2.0 2020-2021

*An attempt to restart an old project in the new niche: rare & interesting advertising solutions.*

*However, not very successful.*

## Work experience in Russia

FORMOZA GROUP 2002

Installer of computer classes in educational organizations

ESTONIAN EMBASSY IN MOSCOW 2003

Visa Officer

FREELANCER 2004-2008

~10 customers, Web Development, SEO & PPC

**Continued working with some of these customers after moving to Estonia until ca. 2011-2013**

MOSCOW STATE TECHNOLOGICAL UNIVERSITY “STANKIN” 2006

Engineer-Programmer

## Professional skills

Usability (I'm good at it; UX was always a part of my work in different Web projects)

SEO

PPC (Google Ads, Social Media, Russian systems)

E-Commerce

HTML, CSS, PHP, SQL, C++, JavaScript (still, not a professional coder)

WordPress + WooCommerce, other CMS platforms

Some experience with image processing software

Motivation psychology (in advertising)

**Languages:** ESTONIAN (native speaker), RUSSIAN (native speaker), ENGLISH

**Hobbies:** Geeky things from philosophy to cosmology.

23.09.2021

**See my suggestions for Pipedrive and expert's opinion about these suggestions below...**

I got an advice to communicate these usability suggestions more softly to avoid a false impression that I criticize the team's work. Well, I already sent this to different people and also got some feedback for this particular "pack" of suggestions... **I just add here that the team's work is great and I'm just showing my skills in usability. It took a lot of time to figure out what can be improved, it wasn't that easy at all, which means that Pipedrive's quality is good.**

## BASIC USABILITY

### 1. Main idea/purpose

According to usability, you should communicate the main idea/purpose of your website/software from the beginning. Basically, just write "CRM" or "Sales CRM" somewhere in the beginning of your home page.

## Designed to keep you selling

When you need to stay laser-focused on the right deals, Pipedrive is here to support you.

Try it free

Full access. No credit card required. Used by over 95,000 companies.

Even if most of your visitors are aware of what it is, there are a lot of visitors who are not aware that Pipedrive is a Sales CRM and it is important to tell them that. Currently they have to scroll down or go to the menu to find out what it is, which is not good according to usability.

**UPDATE:** I see you do some testing with different messages, some are OK, but some are not.

## POWERFUL IDEAS

*These two ideas require a lot of work, not just tuning something a little bit.  
However, these could be also extra effective for the growth of your business.*

### 2. Instant access to a demo account

A good idea is to **provide instant access to a demo account (1-2 clicks)**. Whatever reasons Pipedrive had not to do it till now, but it should be super-effective for gaining new customers:

- On a competitor's website users are still thinking whether they should sign up or not. Also, there are tens of competitors and it's a huge amount of work to sign up everywhere.
- On Pipedrive's site they will be already exploring the software, being 1 step ahead in a "pipe" (higher probability of converting into Pipedrive's customers).

### 3. Local times for interstate/international sales

Many salespeople sell to other states/countries, but Pipedrive doesn't show local times of contacts (current time and for future events). It's hard to plan calls without knowing local times, there are 6 time zones in the US and many more worldwide.

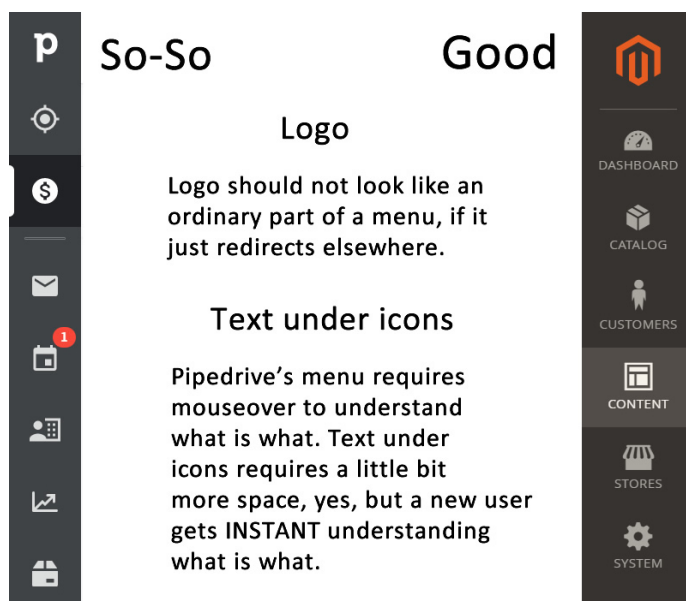
Adding such functionality will make Pipedrive more suitable for this target group than competing Sales CRMs. More users. More profit.

## REGULAR USABILITY

### 4. Menu

As the best usability experts suggest, an ideal interface should be understandable at the first look... It's not always possible to make everything that simple, but the main menu is for sure one of the most important elements to be tuned wisely:

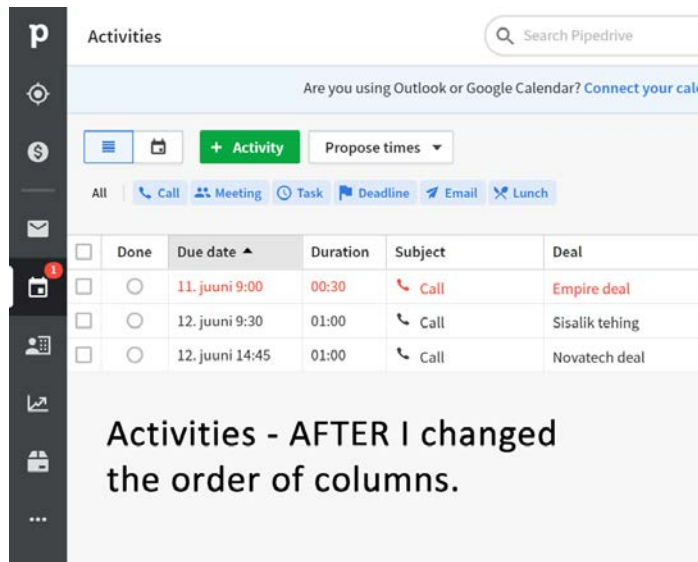
- Pipedrive's logo in the menu looks like a standard element in navigation, but it just redirects elsewhere. It's like having 8 tabs opened in Chrome, all behave normally, but the first one redirects to some other tab – that's confusing for a regular user.
- The solution is to make **logo or its background** visually different, so it won't look like other elements in the menu.



- Adding text under icons gives an instant understanding what is what. It may require some extra pixels, but it's worth it.
- Yes, there could be issues with other languages (too long words). You may keep the current style for such languages, but it's not the reason to avoid tuning your main (English) version.
- Yes, a compact/minimal menu may even look better for an experienced user, but not for a new one. Basic principle of usability is „Don't make me think“ and the current menu unfortunately makes me think.
- **A good variant is to introduce an option to „collapse/expand“ this menu, this allows to combine versions for both new and experienced users.**

## 5. Activities

In activities I expected to see a list of 1) **WHEN** and 2) **WHAT** in chronological order. I was able to change the order of columns to get the desired result. But in default configuration date/time was at the other end of the table and not visible (or maybe visible only on big screens). Was there some reason to use such default configuration? My variant seems more logical at the moment.



Activities

Are you using Outlook or Google Calendar? [Connect your calendar](#)

+ Activity Propose times

All Call Meeting Task Deadline Email Lunch

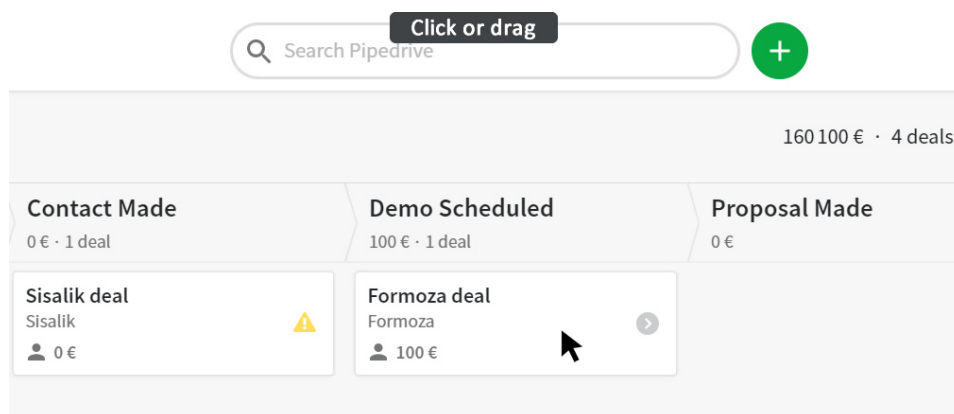
Done	Due date	Duration	Subject	Deal
<input type="checkbox"/>	11. juuni 9:00	00:30	Call	Empire deal
<input type="checkbox"/>	12. juuni 9:30	01:00	Call	Sisalik tehing
<input type="checkbox"/>	12. juuni 14:45	01:00	Call	Novatech deal

Activities - AFTER I changed the order of columns.

## 6. Tooltips

Pipedrive clearly needs more tooltips to suggest new users „what is what“ or „what to do“.

- In order to not overload the interface with regular tooltips, you may make some of these appear at the top/bottom/etc of the page.
- Such an approach also allows creating longer and more informative tooltips.



Click or drag

Search Pipedrive

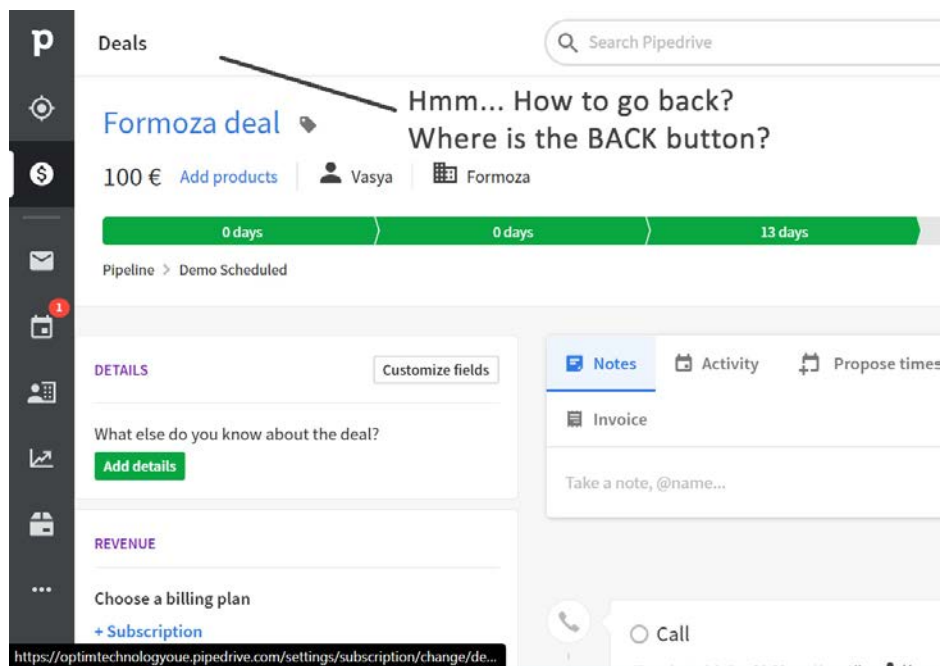
160 100 € · 4 deals

Contact Made	Demo Scheduled	Proposal Made
0 € · 1 deal	100 € · 1 deal	0 €
Sisalik deal Sisalik 0 €	Formoza deal Formoza 100 €	

## 7. Back button

Technically I can use a browser's back button, but that's not obvious. It is common that a browser's back button may lead to „confirm form resubmission“ and other errors in different web-based solutions, and software's own back button is often preferred by users.

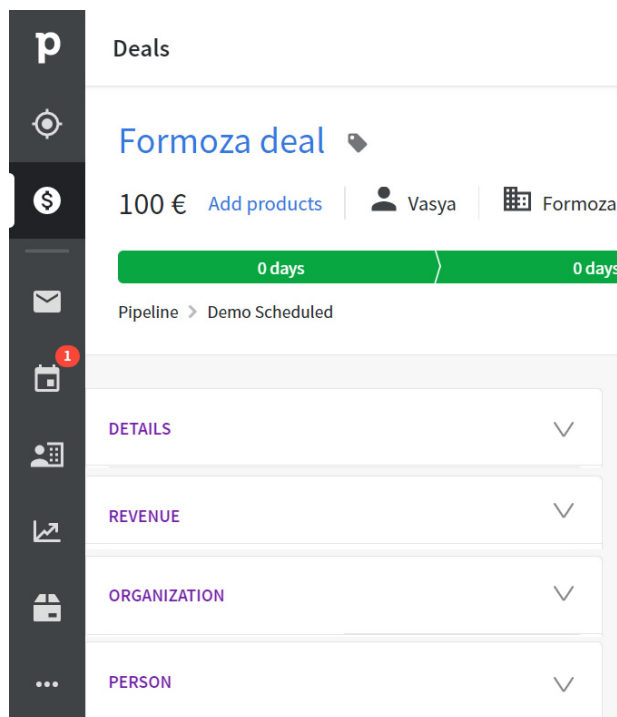
It's very good to support a browser's back button, but for usability, your own back button will clearly make the interface more simple and understandable for new users.



## 8. Expandable areas

Another good idea is to consider using „expandable/collapsible“ areas. I'm not saying that it will be 100% suitable for Pipedrive, it needs a deeper analysis, but it's probably suitable.

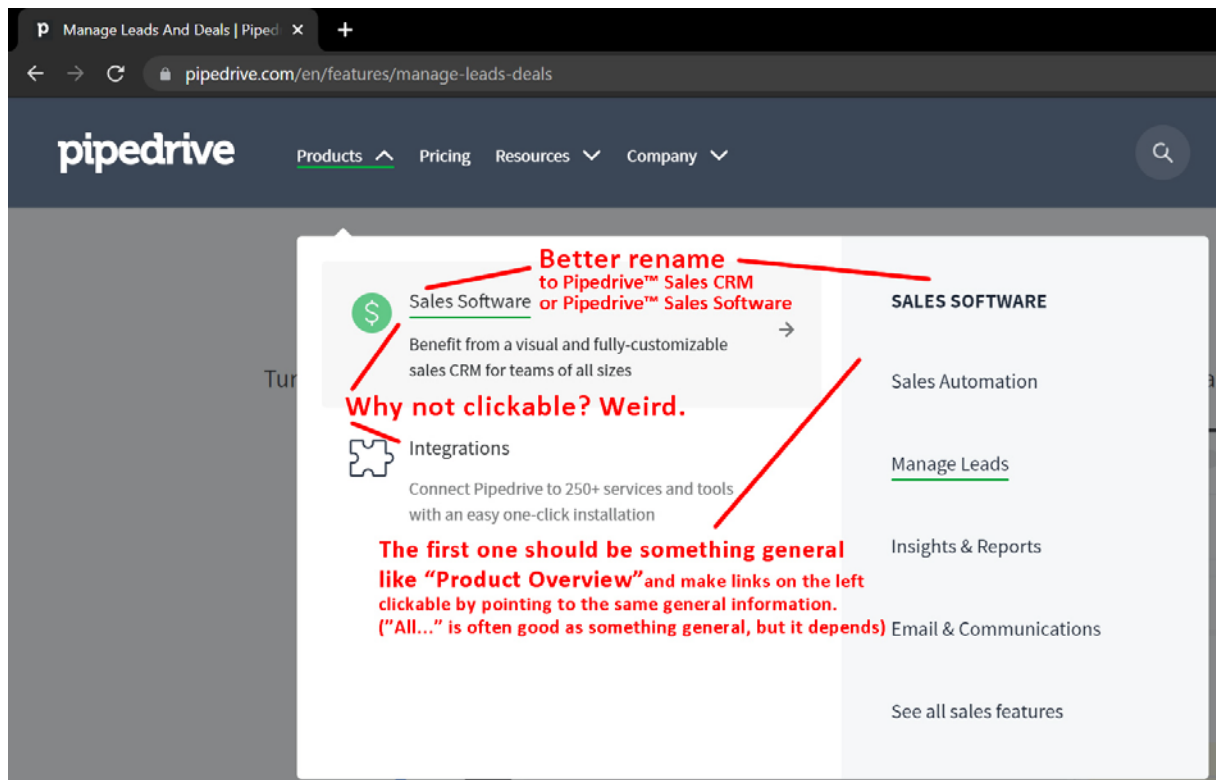
It's a common usability technique in modern software; it reduces visual noise and makes everything easier. Also, a user may keep everything expanded.



## 9. Sales Assistant

- Very important usability issue: <https://youtu.be/EtbAUpb4ycY> (40 seconds)
- Also, assistance with planned activities requires more tuning in general.
- Nice idea for Sales Assistant etc: add a clock (current time). There's a clock in Windows, but it's far away on a screen (more eye movements, less comfortable).

## 10. Website's menu - important



PS. For sure you have already considered something from this list and – again – I’m not criticizing - one expert warned me that sending a list of suggestions like this may look over-critical :)

I’m just showing my skills in usability and it took a lot of time to figure out what can be improved in your system, it was not a quick and easy thing to do, which means that the software is great.

See expert’s opinion about my suggestions on the next page...



# TOP EXPERT'S OPINION ABOUT MY SUGGESTIONS

Please note that this is the theoretical maximum that I (or **anyone**) could get via e-mail.



Steve Krug <skrug@sensible.com>

P, 29. aug 01:08 (13 päeva eest)



saajale mina ▾

Aivar... **He is a top expert - try googling "usability best sellers" - just answering me already means something.**  
**TAKE A LOOK AT THE HIGHLIGHTED PARTS**

I'm sure you've been checking your email constantly, hoping for word from me. I've been there myself, and I didn't want to keep you hanging.

But unfortunately, you handed me my worst-case-scenario: an email from someone asking for a favor that **\*seems\* reasonable**—so I feel like I'm not being a good guy if I don't do what they're asking for—but that's really hard for me to do. It's the kind of email that sits in my inbox forever, haunting me, because I don't know how to respond, for a number of reasons:

1. It's difficult for me to put in a good word for you, because I don't know you. I've always stuck to a policy of only recommending people I know. In fact, I'm not on LinkedIn specifically because for me it would amount to hundreds of people asking me to implicitly "recommend" them by adding them to my network.
2. You say "a couple words from you could help in getting their attention" but apart from recommending you I have no idea what the "couple words" from me would be. Me saying that usability is important? (They don't need me to tell them that.) It seems like only a recommendation would help, and I can't do that.
3. **I actually did read your suggestions and look at their site, and the suggestions are good** (although probably not things they haven't already thought about themselves) and show effort and initiative on your part but... (See next few points.)  
**1. Top expert's opinion about my work (my skills): "the suggestions are good"**  
**2. Probably they have already considered, don't have the resources etc - he doesn't know that; this is not about my work; probably he wrote this to make all look not like a direct recommendation. Still, my work got approved!**
4. One of the things I learned a long time ago:

People almost never appreciate unsolicited advice, matter how good it may be.

I used to offer it occasionally, and in my entire career there was only one case where it was appreciated. (The New York Times thanked me for a suggestion, and made the change that same day.)

You have to understand that there's a lot going on internally at almost any organization. They're probably already seriously overextended, and have more on their plate than they can handle. They have tons of changes they'd like to make, but they don't have the resources—or support from above—to make them. And the fact is, they've usually already thought about the things you're suggesting, and there are reasons why they can't do them.

5. I don't know how you worded your email(s) to them, or what you're looking for from them (I assume you'd like it to be an entre into working for them), but it matters. So here's some unsolicited advice on offering unsolicited advice:
  - Be humble and helpful. Nobody likes some smartass suggesting they know how to do their job better than they do. Consider phrases like "You clearly do an excellent job, and have probably considered some of these things already." Avoid praising your own ideas with words like "Supereffective," "Powerful ideas," and "extra effective." If you're looking for a job, the quality of your advice is important, but you also have to come across as somebody they'd want to work with.
  - Sound like a fan; praise them. Make it clear that you're only making suggestions because they're clearly a market leader and do a lot of great UX/UI work, not because they're a train wreck in need of your help.

Sorry I can't be of more help; I know how hard it is to break into the business. All I can say is, keep trying; you'll get there.

Steve

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Steve Krug      Advanced Common Sense  
[skrug@sensible.com](mailto:skrug@sensible.com)

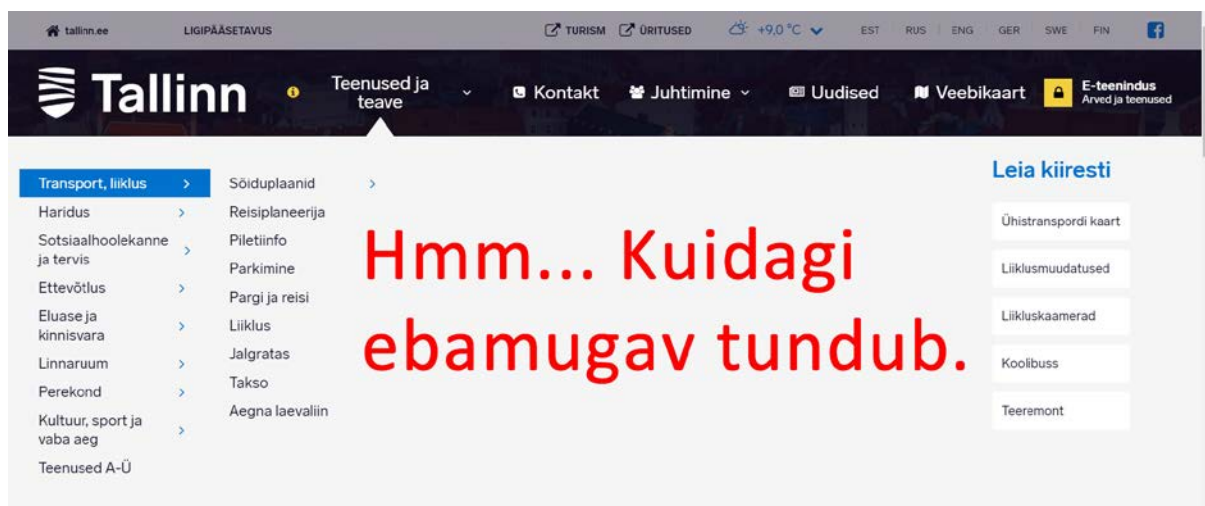
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**This is the absolute maximum that I (or anyone) can get via e-mail. They really have a policy of not giving loud & clear recommendations for people from the internet (otherwise they will be overloaded with these requests).**



# TALLINN.EE – ÜKS SOOVITUS IKKA KA

Torkas silma, et navigatsioon ei ole ideaalne. See “Leia kiiresti” ekraani teises servas tundub ekstra ebamugav.



Vaatame, kuidas teistel on sama asi tehtud...

## New Yorgi koduleht

<https://www.nyc.gov/>

Teenuste kataloog on lehe main content osas, menüüd hoitakse minimalistlikuna. Ja see on põhimõtteliselt õige, teenuseid on tegelikult liiga palju menüü jaoks. (Tallinna lehel see menüü ju sisuliselt modal popup, kui scrollida, siis liigub menüü ise, taustal veel midagi liigub... Ja kogu see suur kataloog on iga siselehe koodis sees... vast ei ole ikka hea lahendus).

## Moskva koduleht

<https://www.mos.ru/uslugi/>

Kui rääkida mitte lehest üldiselt, vaid konkreetselt teenuste kataloogist nende lehel, siis äkki isegi ideaalne variant :)

1. Kataloog on lehe main content osas
2. Mingil määral meenutab Tallinna oma, aga:
  - a. Otsinguvorm on käepärast, kusjuures reaalajas otsinguga, mis on samuti pluss
  - b. Populaarsed variandid on käepärast
  - c. Eraisikutele ja ettevõtetele mõeldud info on eraldi
  - d. Ikonide kasutamine muudab navigatsiooni veidi mugavamaks ka
3. Mobiiliversioon on samuti hea, aga seal mõningaid momente saaks ka paremaks teha. Näiteks, populaarsete variantide nimekirja lõpus võiks olla võimalus minna kõikide variantide juurde, hetkel peab tagasi üles scrollima (ja üleüldse veidi lost in navigation kui populaarsed variandid lõppesid ära ja nende seas vajalik ei leidunud).

(Aga eks võib veel variante uurida, ma suht kiirelt vaatasin, et mis tundub mõistlik.)