From UX Design to Product Experience Design

Hi!

The 'Figma-Oriented' Designer Stereotype

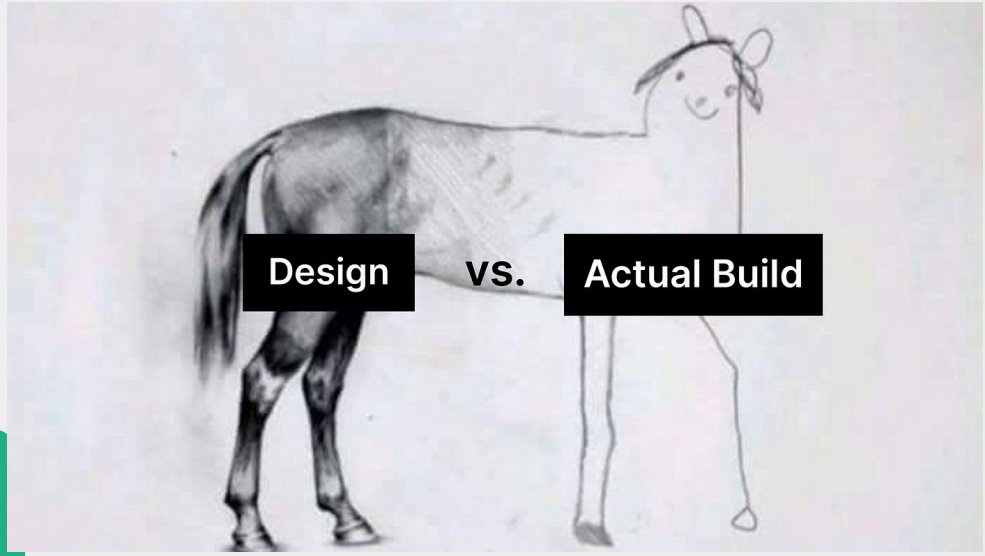
- Designers hyper-focused on Figma and pixel perfection.

- Forgetting that user experience trumps pixel precision.

- The need to balance aesthetic obsession with practical usability.

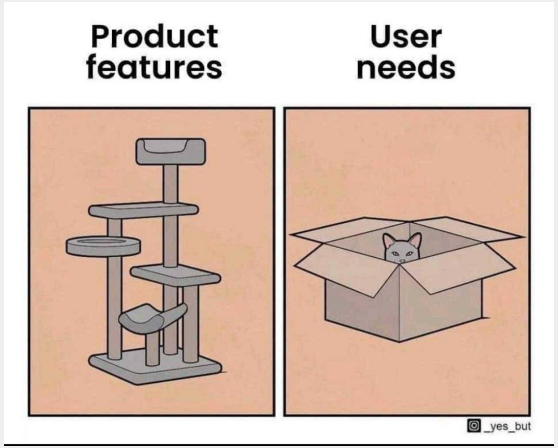
It’s not just about interfaces, but about complete experiences.

- Transition from UI-focused design to a more holistic product experience.
- Importance of considering the entire product lifecycle.
- Evolving from "designing for beauty" to "designing for impact."



Pixel Perfect?
No, Perfect Experience!

- Embrace the Imperfect Design launch and learn.
- Users care about the experience, not pixel alignment.
- Users help you perfect, so embrace feedback cycles.
- Prioritize functionality over aesthetics for real-world success.
- Iterate based on real-world usage, not on idealized design theories.



How?

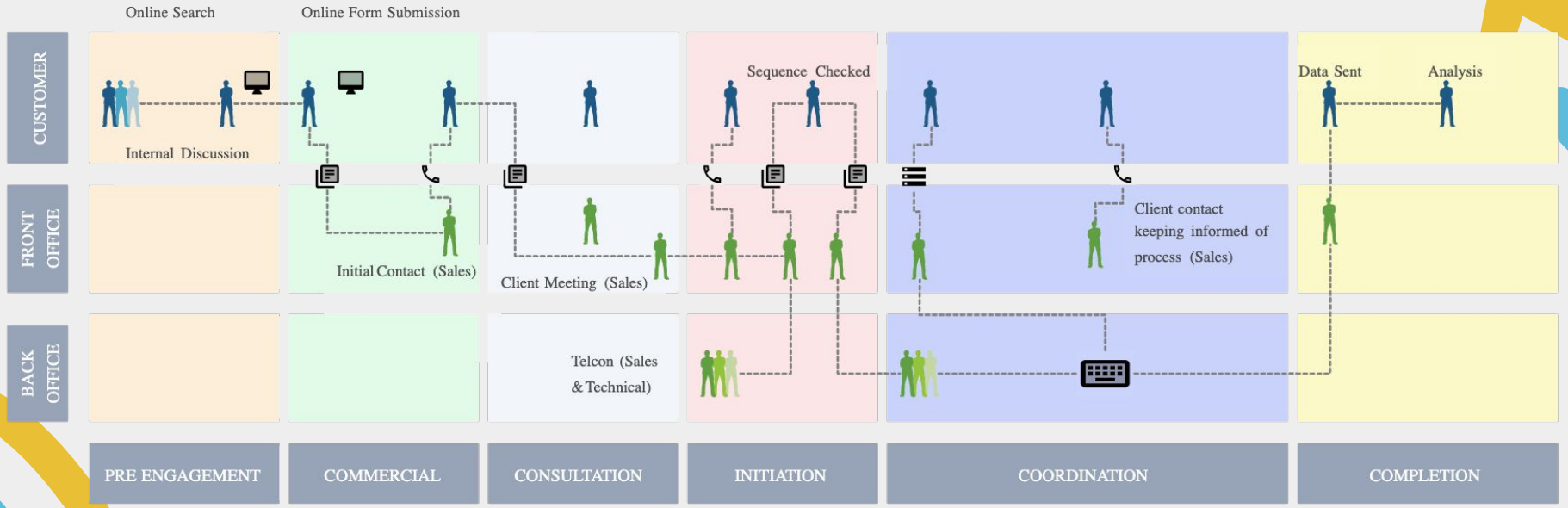
Beyond Interfaces: A Complete User Journey

- Create journey maps to account for all user touchpoints.

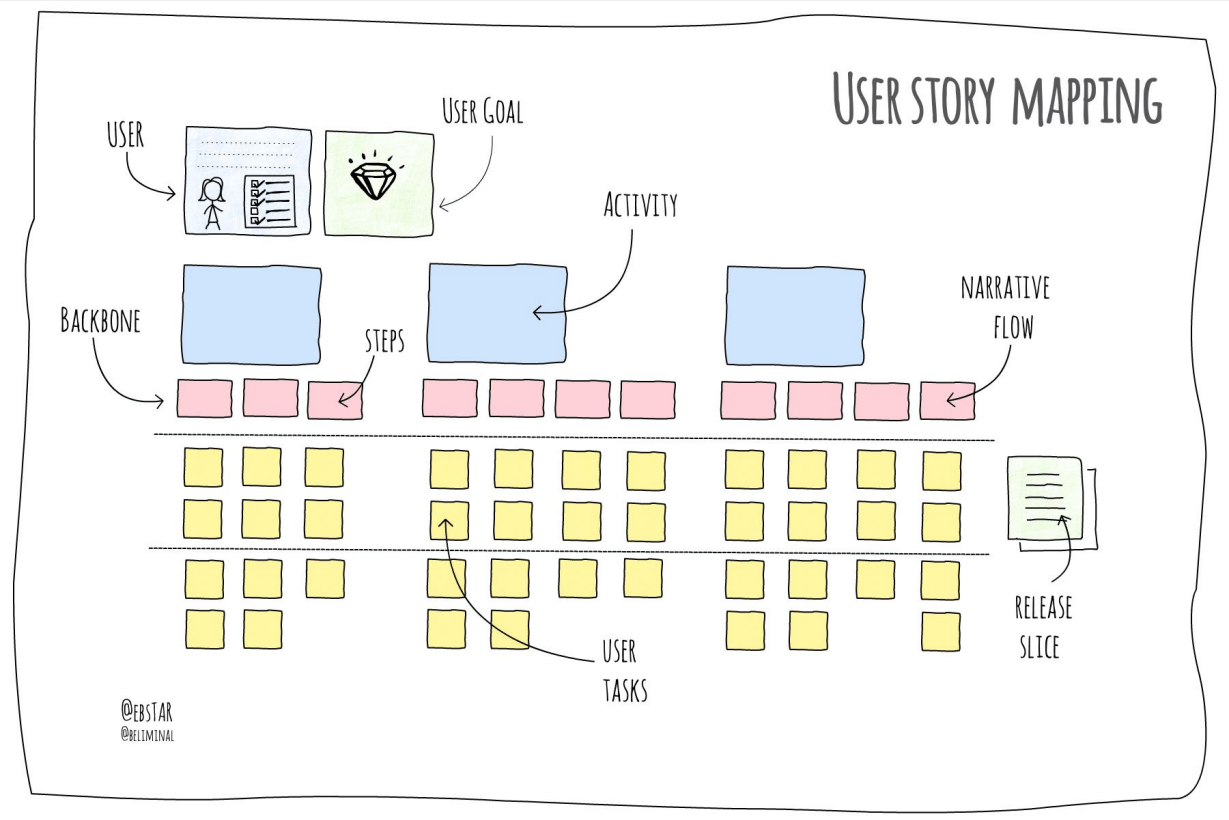
- Design goes beyond screens—it includes emotions, actions, and contexts.

- Ensure a cohesive experience from start to finish.

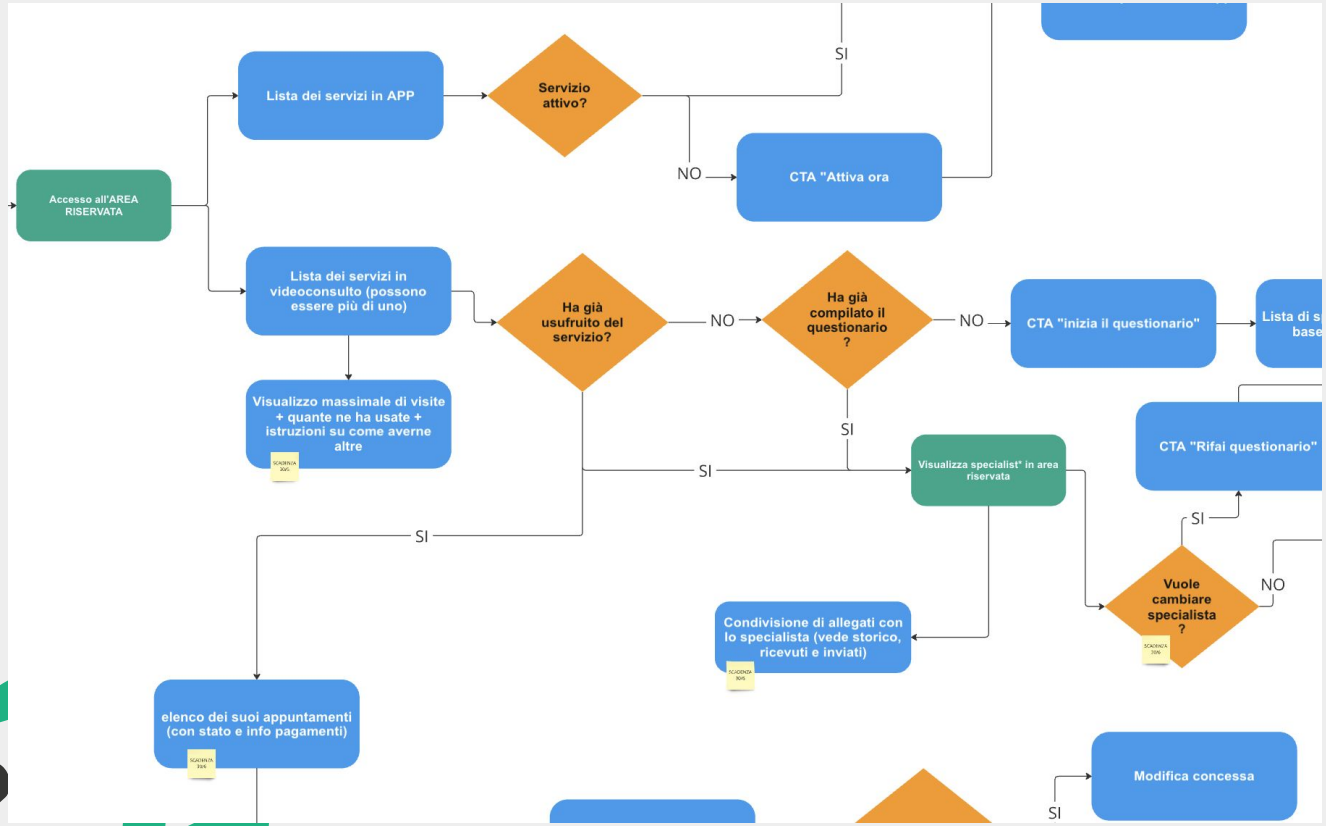
Customer journey map



User story mapping



Our way


Accesso all'AREA RISERVATA
Lista dei servizi in APP
Servizio attivo?
SI
NO
CTA "Attiva ora
Lista dei servizi in videoconsulto (possono essere più di uno)
Ha già usufruito del servizio?
NO
Ha già compilato il questionario ?
NO
CTA "inizia il questionario"
Visualizzo massimale di visite + quante ne ha usate + istruzioni su come averne altre
SI
SI
Visualizza specialist* in area riservata
CTA "Rifai questionario"
SI
Vuole cambiare specialista ?
NO
Condivisione di allegati con lo specialista (vede storico, ricevuti e inviati)
elenco dei suoi appuntamenti (con stato e info pagamenti)
Modifica concessa
SI

The Power of UX Research

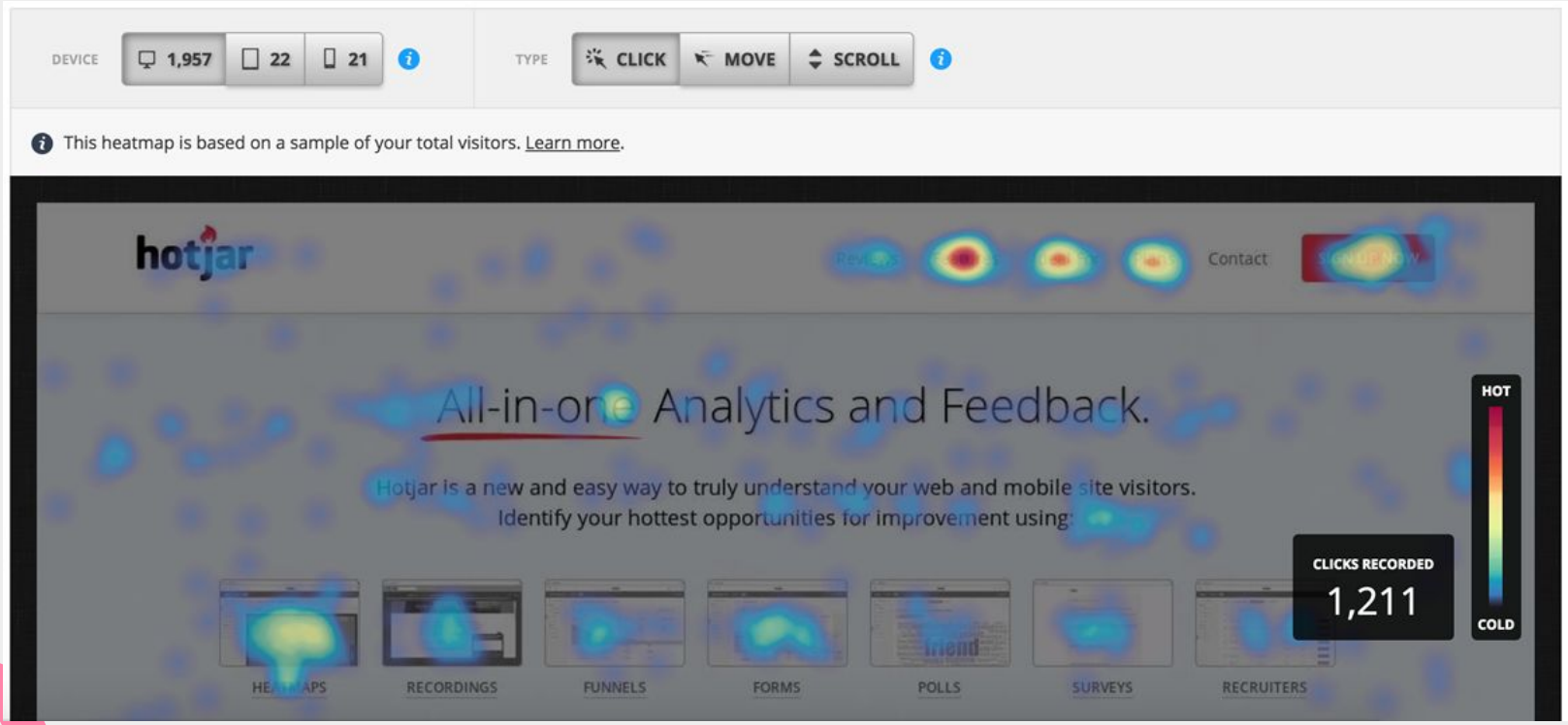
- Observing user behavior to understand the "why" behind actions.

- Hotjar and similar tools provide insights beyond data.

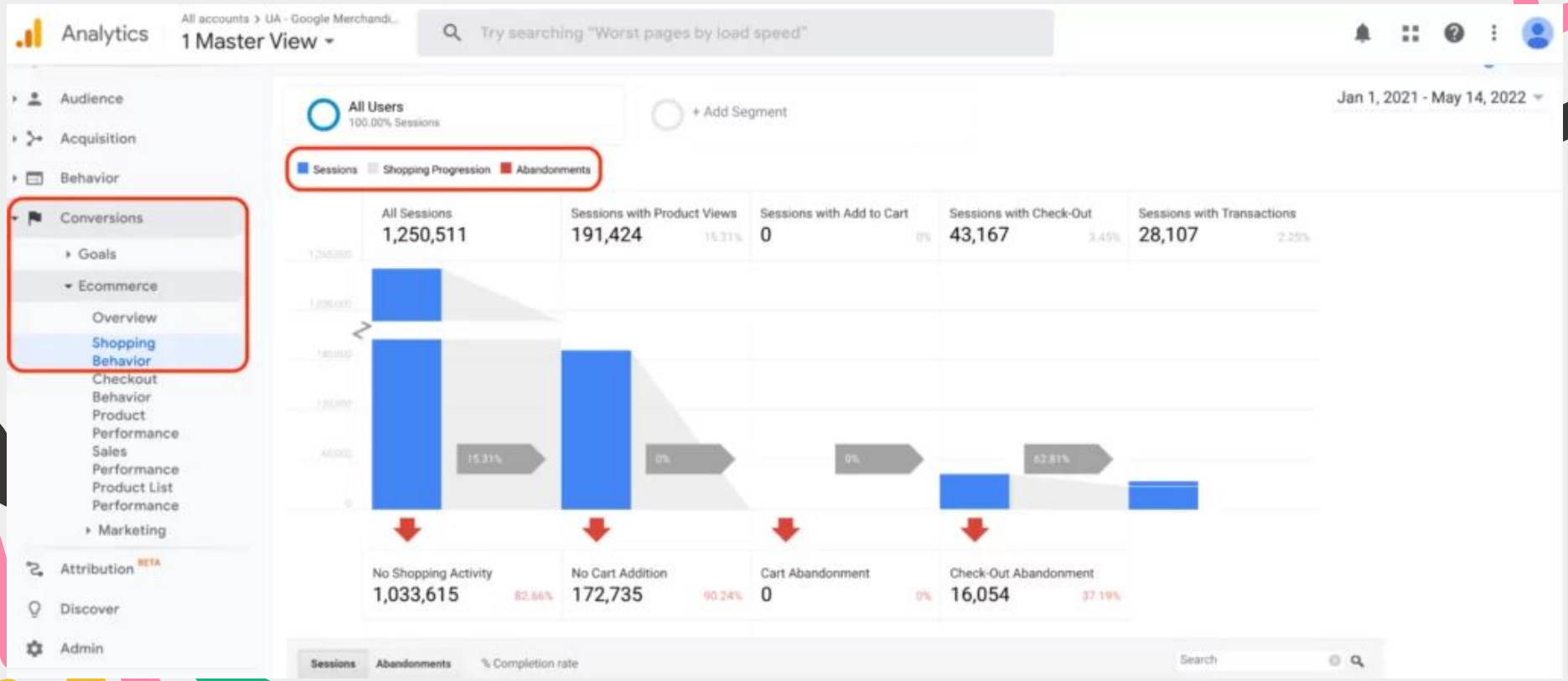
- Qualitative analysis complements quantitative data for a full picture of user needs.

The Power of UX Research

Heatmaps


DEVICE
1,957
22
21
TYPE
CLICK
MOVE
SCROLL
This heatmap is based on a sample of your total visitors. Learn more.
hotjar
Contact
All-in-one Analytics and Feedback.
Hotjar is a new and easy way to truly understand your web and mobile site visitors.
Identify your hottest opportunities for improvement using:
CLICKS RECORDED
1,211
HOT
COLD
HEATMAPS
RECORDINGS
FUNNELS
FORMS
POLLS
SURVEYS
RECRUITERS

Funnel analysis



CSAT/NPS

CSAT

Customer Satisfaction Score

Measures how satisfied a customer is with specific area of your business.

VS

NPS

Net Promoter Score

Measures overall customer loyalty towards your brand.

MonkeyLearn

Data tells you what happens, users tell you why: Product Testing

- Early involvement of users leads to quicker product improvements.

- Conduct usability testing to validate assumptions.

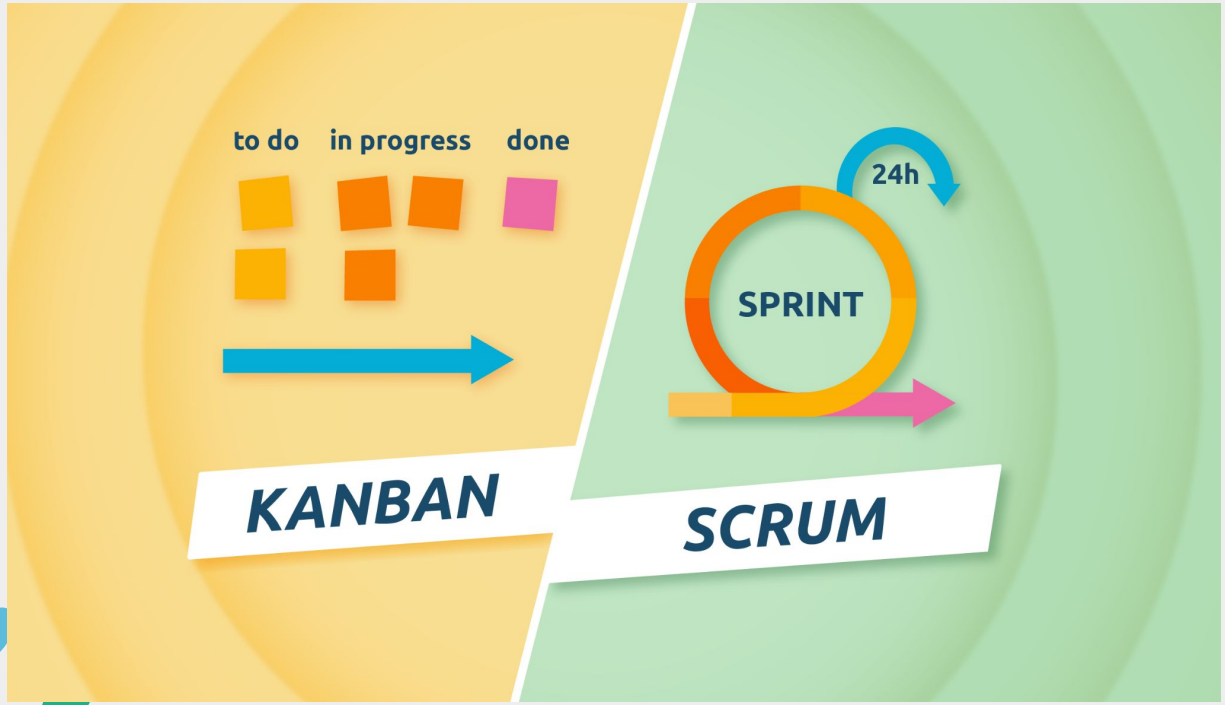
- Continuous feedback loops lead to product refinement over time.

- Build accurate personas based on collected data, not preconceived notions. "Don’t design for yourself, design for them."

Collaborative Workflow: The Core Process

- Design and product teams must collaborate closely with engineering.
- Cross-functional communication is key to a successful product cycle.
- Agile practices support iterative improvements and feedback integration.
- Use stand-ups and sprints to align on priorities.
- Functional reviews ensure the design is realistic and buildable.
- Feedback from developers helps improve design feasibility.
- Bridging the gap between concept and technical execution saves time and resources.

Agile to the rescue



Design System: A Guide for Consistency and Scalability

- A well-structured design system ensures visual and functional consistency.

- It allows for scalability and easier design iterations.

- Design systems create a shared language between designers and developers.

Design Handoff: Figma Is Not the Finish Line

- The handoff from design to engineering is a critical phase, not the end.

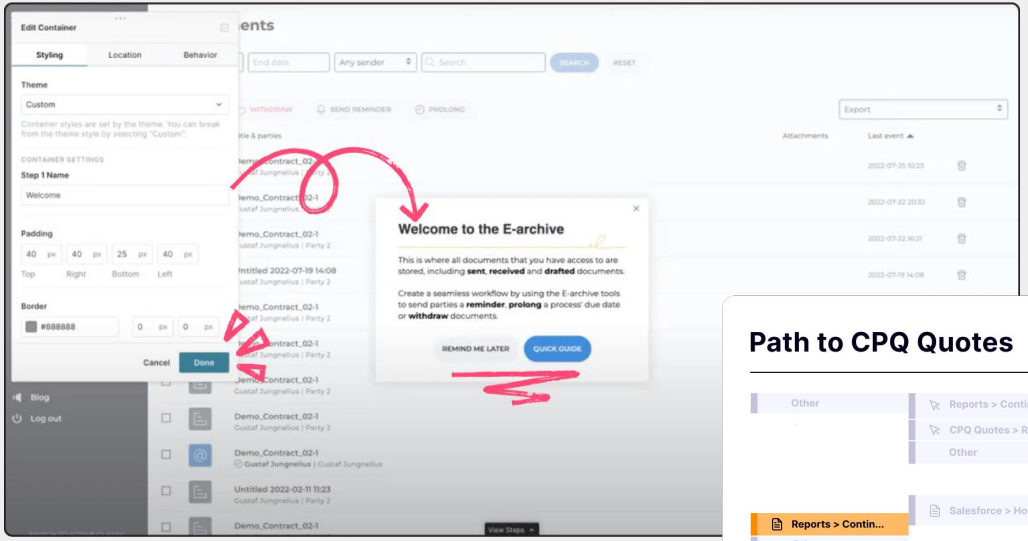
- Use tools like Zeplin or Figma Handoff for smooth transitions.

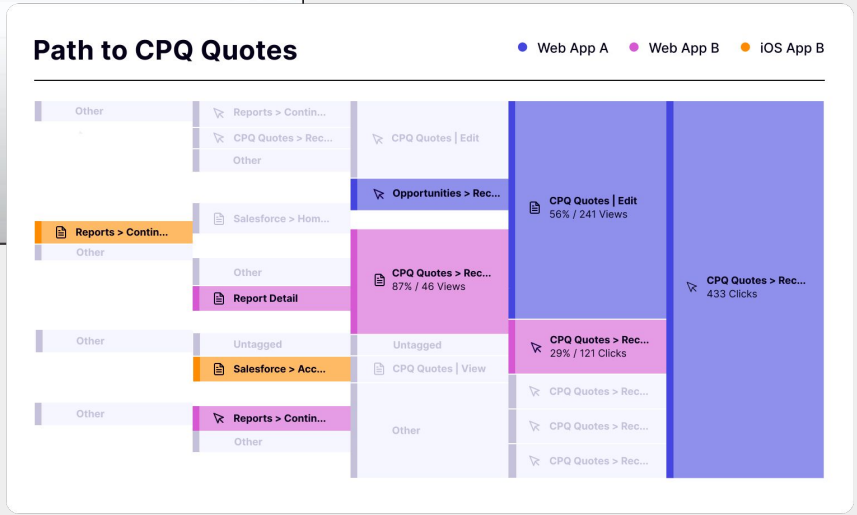
- Detailed documentation and close collaboration prevent misunderstandings.

Onboarding: The Crucial First Step

- A well-executed onboarding creates loyal users from the start.
- Provide continuous support throughout the user journey.
- Data helps identify onboarding pain points through drop-off rates.
- Stop rolling out like a factory features that customers will not use

Pendo


Edit Container
Styling
Location
Behavior
Theme
Custom
CONTAINER SETTINGS
Step 1 Name
Welcome
Padding
Border
Cancel
Done
Welcome to the E-archive
This is where all documents that you have access to are stored, including sent, received and drafted documents.
Create a seamless workflow by using the E-archive tools to send parties a reminder, prolong a process' due date or withdraw documents.
REMIND ME LATER
QUICK GUIDE
Blog
Log out


Path to CPQ Quotes
Web App A
Web App B
iOS App B
Other
Reports > Contin...
CPQ Quotes > Rec...
Other
CPQ Quotes | Edit
Opportunities > Rec...
Salesforce > Hom...
Reports > Contin...
Other
Other
Report Detail
Other
Untagged
Salesforce > Acc...
Other
Reports > Contin...
Other
CPQ Quotes > Rec...
87% / 46 Views
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CPQ Quotes | View
Other
CPQ Quotes | Edit
56% / 241 Views
CPQ Quotes > Rec...
29% / 121 Clicks
CPQ Quotes > Rec...
CPQ Quotes > Rec...
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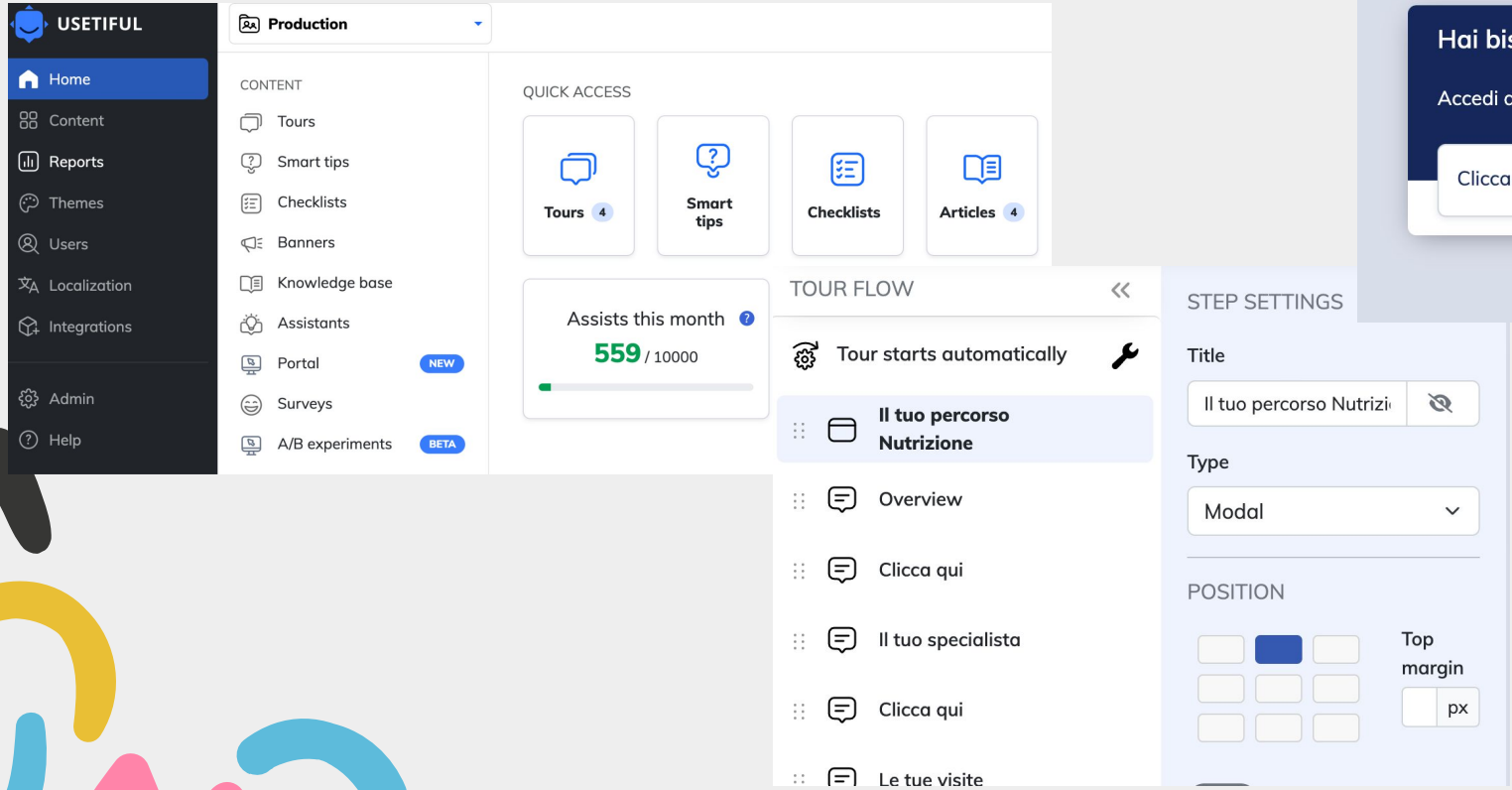
CPQ Quotes > Rec...
433 Clicks

Usetiful


USETIFUL
Production
Home
Content
Reports
Themes
Users
Localization
Integrations
Admin
Help
CONTENT
Tours
Smart tips
Checklists
Banners
Knowledge base
Assistants
Portal
NEW
Surveys
A/B experiments
BETA
QUICK ACCESS
Tours 4
Smart tips
Checklists
Articles 4
Assists this month
559 / 10000
TOUR FLOW
Tour starts automatically
Il tuo percorso Nutrizione
Overview
Clicca qui
Il tuo specialista
Clicca qui
Le tue visite
STEP SETTINGS
Title
Il tuo percorso Nutrizi
Type
Modal
POSITION
Top margin
px
Hai bisogno di aiuto?
Accedi alla nostra area di supporto
Clicca qui
Hai bisogno di aiuto?

If you can’t measure it, you can’t improve it.

Obsessed with data over pixel

Collaboration over perfection

User value over design ego

Never Stop Evolving

"Product experience is never finished, it’s an ongoing journey."

Thanks!

Do you have any questions?

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It’s not just about interfaces, but about complete experiences.

Description of the designer focused on Figma and "pixel perfect." Ironically: "The world isn’t perfect, why should your design be?"

Iteration and Testing: The Continuous Cycle

The importance of continuous iteration and testing. "There is no perfect design, only improvable versions."

How to use data to make design decisions. "If you can’t measure it, you can’t improve it."

The importance of combining numbers with user feedback. "Data tells you what happens, users tell you why."

- Design is never final; continuous iteration leads to refinement.

- Testing with real users helps validate assumptions and ideas.

- A culture of iteration improves product quality and user satisfaction.

Table

Description of the designer focused on Figma and "pixel perfect." Ironically: "The world isn’t perfect, why should your design be?"

Roadmap of my future projects

Description of the designer focused on Figma and "pixel perfect." Ironically: "The world isn’t perfect, why should your design be?"

Icon pack I

Description of the designer focused on Figma and "pixel perfect." Ironically: "The world isn’t perfect, why should your design be?"

Icon pack II

Description of the designer focused on Figma and "pixel perfect." Ironically: "The world isn’t perfect, why should your design be?"

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Resources

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