



Tubik  
Magazine

No. 1

# DESIGN FOR BUSINESS

**User-friendly way to profits**

**When in Rome, do as the Romans  
do. When in business, know what the  
business people talk about. First set  
of key business terms for designers  
who work for e-commerce.**

**2016**

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# ABOUT AUTHORS



SERGII VALIUKH

Founder, CEO and Art-Director of Tubik Studio. Award-winning UI/UX designer, one of the opinion leaders in the field of functional UI animation, the head of international design and software company, worldwide recognized expert in the domain.



MARINA YALANSKA

Content manager for Tubik Studio. Tech/design blogger, highlighting diverse issues of design processes and strategies. Content writer for Tubik Blog and Design4Users with background in education, journalism and research.



ERNEST ASANOV

UI/UX designer for Tubik Studio with considerable background in problem-solving design for various business spheres and markets.



POLINA MAKAREVYCH

Lead UI/UX designer for Tubik Studio experienced in management of complex goal-centered design projects.

## BRIEF INTRO

In any creative process, it's easy to go so deep and far that the goals set in the start of the journey get invisible. In pure art, it can bring up new creative experiments and forms, perhaps far from the initial ones seen by the artist still great in their own way. However, in design it can work differently. Design is actually an art doing the particular job, achieving goals, providing operations, performing tasks and in many cases raising profits. And this state of things dictates its own rules of the game.

Designers are often people involved directly into business processes via their job. Knowing basics of this field makes designer stronger and more productive in terms of the objectives set for particular projects. This sort of knowledge gets a designer closer to both client and final user of the digital product.

Having grown diverse and comprehensive experience of creating designs for business in terms of branding, UI/UX for websites and mobile applications, videos and copy, we would like to share our ideas and thoughts on the theme, for the sake of global design community creating more and more products both user-friendly and solving business tasks. In this first issue of Tubik Magazine, readers are offered the set of basic business terms defined and analyzed in the aspect of design.

Hopefully, it will be useful to build successful and productive strategies both for designers working for business and ecommerce and business people wishing to get more about design techniques and their impact on business processes.

*Tubik Team*

CHAPTER ONE

# BUSINESS TERMS IN DESIGN FOR E-COMMERCE

"Contrary to popular belief, designers are not artists. We employ artistic methods to visualize thinking and process, but, unlike artists, we work to solve a client's problem, not present our own view of the world."

Erik Spiekermann



Modern design has multiple faces, sides and directions. Some of them are more artistic than the others which are deeper concentrated on profits and goals. However, any way it goes design is the sphere with different perspective. Design is goal-oriented and problem-solving activity applying art to serve people.

Talking about the sphere of web and app design, one of the most practical and goal-oriented fields of creativity is design for e-commerce. In this domain, there are many factors influencing design decisions and lots of relevant aspects to study and research. Designing a product for ecommerce, be it a website, a web or mobile application, branding design or advertising materials, designers work within various limitations built by particular product or service features, target audience, marketing and promotion strategy, business goals, budget and investment plan etc. Design becomes a tool working when used properly. Therefore, to use it efficiently, the designer needs to know the basics of business and economy as the goal of design process in this case is creating an app or a website raising money and built on business techniques and methods. Moreover, quite often designers creating e-commerce platforms and products

work in team with marketologists, advertisers, researchers, analysts and psychologists all of whom have a purpose to increase the level of profit brought by the final product.

So, we decided to collect and explain here basic business terms which are important in the process of digital design for e-commerce. Considering this list can bring the designer much closer to marketologists and provide great help for better communication. In addition, keeping the aspects mentioned below in mind on the earliest stages of design such as UX research and wireframing is a good way to effective solutions increasing profits on the solid well-thought-out logic of interaction. The set of terms can be also useful for project managers involved in the process and managing collaboration between different sides of the same process.

“Whether you are helping to launch a new business from scratch, or making incremental changes to an existing product, or something in between, any design task you undertake must serve a goal. It’s your job to find out what those goals are.”

Mike Monteiro



# BUSINESS BASICS

“A satisfied customer  
is the best business  
strategy of all.”

Michael LeBoeuf



This section is focused on basic terms used in the domain of economics and business strategy mostly concentrated on sales in their broad understanding. Taking them into account and analyzing significantly increases the chances of creating efficient digital products.

## E-COMMERCE

### Electronic Commerce

**DEFINITION.** E-commerce is the direction of business activity when the process of providing customers with goods or services is done by means of electronic devices and the Internet. This sort of communication and finalization of sales adds some new aspects to data management, sales channels, advertising, presenting goods and services and moreover — enabling full cycle of commerce operations, including payments, delivery and refunds.

“If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.”

Jeff Bezos

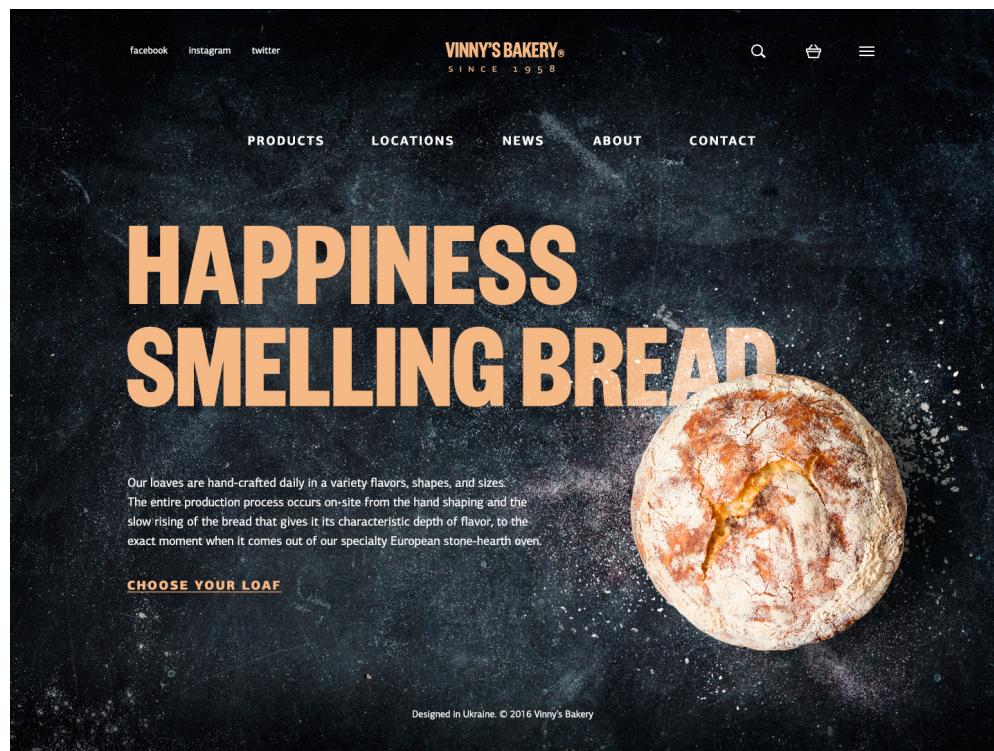
The last decade witnessed booming ecommerce development. Today it provides the opportunities for not only e-trade both from businesses to buyers but also online auctions and user-to-user sales platforms. E-commerce systems and activities today include presenting and booking wide range of services, e-banking, commercial operations with e-money and e-wallets, diverse forms of e-marketing and many other things which customers are using more and more often on everyday basis.

**DESIGN ASPECT.** Obviously, success of e-commerce activity depends on several factors among which:

- quality of the product or service offered
- quality of the content presenting the offer to customers
- quality of the channels informing user about the product or service

- quality of design for the electronic platform — website and/or mobile application — via which the sales are going to be delivered.

So, it's easy to see that UI/UX design part plays the vital role. Thoroughly thought-out logic and transitions, simple and clear microinteractions, fast feedback from the system, attractive product presentation, easy payment flow and plenty of other details and features can directly influence increasing profits for the business involved in such a popular e-commerce game. This is the field where designers and business experts can work as one team for good of everyone, first of all of target user.



[Vinny's Bakery](#)

Designing an e-commerce website or mobile app, designers should definitely consider the following aspects:

- operational simplicity
- strong branding
- security of users' data
- effective use of visual elements
- clear data presentation via menus, catalogues etc.
- user's ability to leave feedback about goods and services

- easily available general and contact information about the business providing goods or services
- design that supports the offer not overshadowing it.

# CONVERSION

“It’s much easier to double your business by doubling your conversion rate than by doubling your traffic”

**Jeff Eisenberg**

**DEFINITION.** Initially in terms of e-commerce, conversion is the index showing how many visitors moved to the end of the way they were offered actually buying a product. So, for e-commerce conversion transforms visitors (users) into buyers.

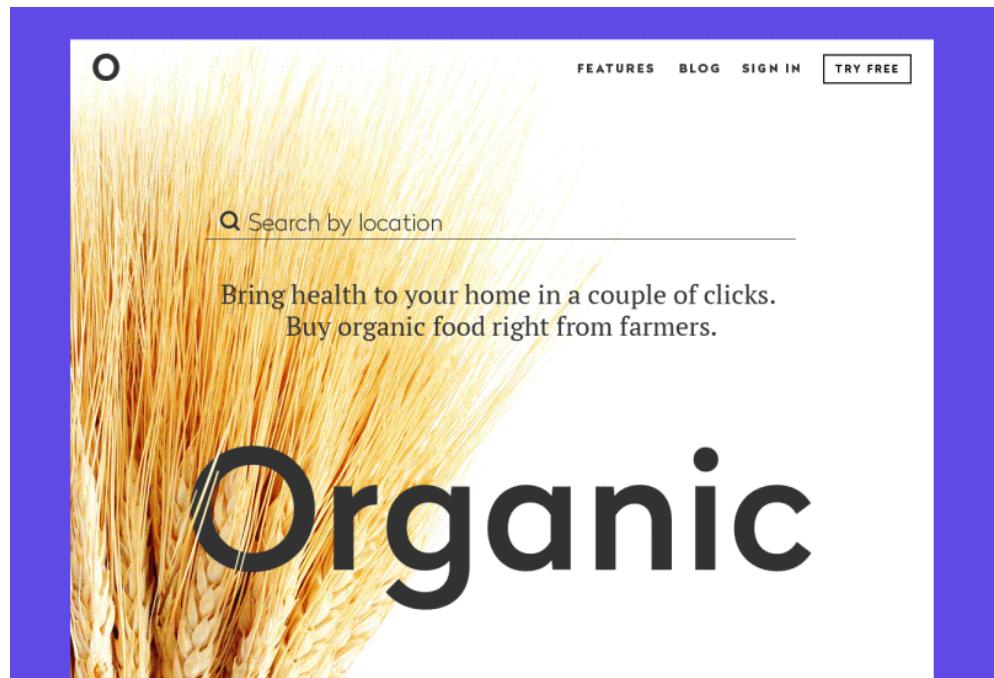
**DESIGN ASPECT.** Today ecommerce applies wide range of techniques, so in terms of web or app platforms meaning of conversion also gets broader. In modern terms of comprehensive and numerous functions and needs, which users are able to fulfill with online resources and digital products, conversion is the rate of cases when visitors did the action they were called to. And that can be not only buying something.

For example, in the article about [landing pages](#) which are recognized among strong tools for e-marketing and e-trade we mentioned that conversion can be also fixed in case of:

- moving to direct use of a product
- subscription
- transition to the other page
- downloading an app or a file
- providing some information
- answering the question in the survey
- starting free/discounted trial use of a product
- browsing a library
- reading more detailed description of the product or service etc.

Therefore, conversion for a webpage or app screen can mean different actions that correspond to sales or marketing strategy of the particular business.

Conversion means that your page transforms passive users into active. They don't just observe the information given to them, but also do the action which is offered by this page. So, conversion is one of the most important indices of the web page or app screen efficiency which is vital for business. It is a metric reflecting focus on engaging visitors with data performance and stimulating them to make the action which is a part of a business plan.



Landing Page  
Animation

For designers the factor mentioned above means that if they create design concentrated on conversion rates via positive user experience, their work will result in website or app bringing profit both for user and business.

## SALES FUNNEL

“Communications is at the heart of e-commerce and community.”

Meg Whitman



**DEFINITION.** Sales funnel (in other words — purchase funnel) is a technique which is deeply customer-focused and based on gradual involvement of a customer into the process that potentially gets finalized with the act of actual purchase. When this technique is applied, the customer moves through several stages of involvement

providing him/her with necessary information about the product and benefits persuading to make a purchase.

Basic sales funnel includes the following stages:

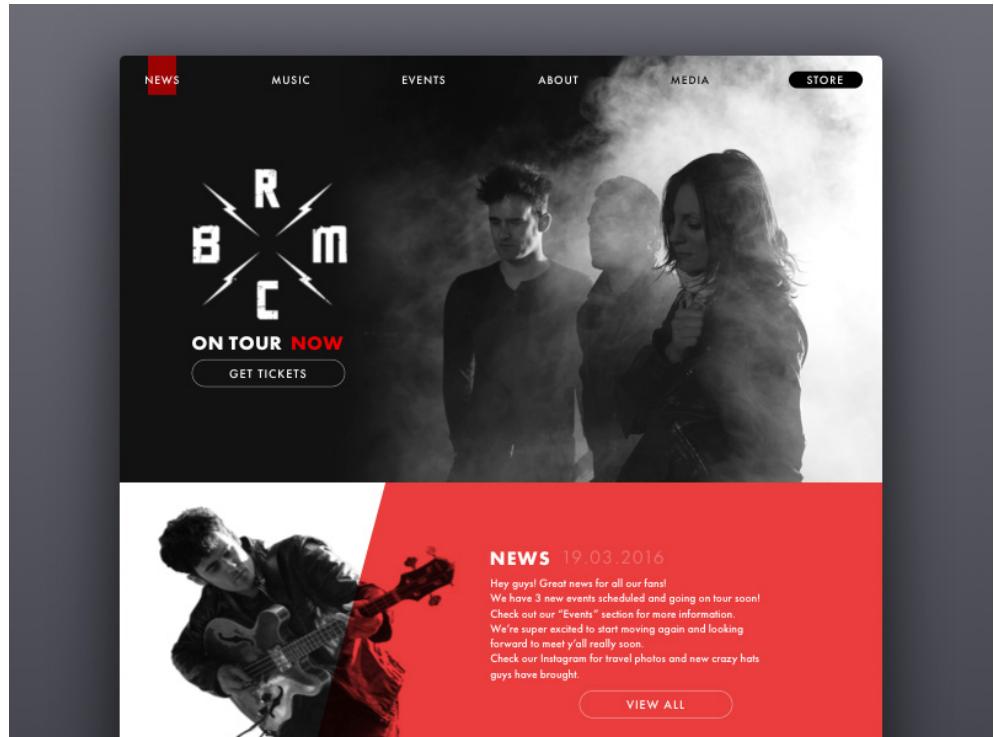
- **Introduction (Awareness).** User gets the initial information about the product, its brand name and nature. In other words, user learns that the product or service exists on the market;
- **Education (Interest).** User is provided with more detailed information about the features and benefits of the product or service that can potentially interest them and solve their problems;
- **Evaluation (Analysis).** User gets the chance to compare the offer with its competitors and obtain the information about USPs (Unique Selling Points) of the offered product or service;
- **Decision (Engagement).** User gets final vital arguments engaging him/her to make a decision; it can be short summing-up about core benefits of the offer, data about additional bonuses or special offers, engaging call to actions and explanation of purchase process;
- **Purchase.** User makes a decision and takes the ability to make a purchase. The sale is done;
- **Retaining (Repeating the experience).** User gets the opportunity to leave feedback, obtain additional contacts supporting the offer, subscribes to updates, gets the chance to repeat the purchase easily if desired.

**DESIGN ASPECT.** In terms of e-commerce, sales funnel is highly effective commercial technique supported with diversity of functions digital products can offer. Knowing the principles of sales funnel leads to customer-centric, informative and engaging design solutions. Sales funnel can be either fully represented on the website or landing page as well as in mobile application or from outer source, for example social media taking over the mission of awareness and interest and directing engaged traffic to the platform enabling to buy the product.

In addition, sales funnel stages thought out and applied properly can work as a sort of filters letting quickly inform users about the product or service and move to the next stage those who are potentially more interested while saving time and effort for those who are looking for something other.

However, sales funnel designed carelessly can play the opposite role: it can confuse users who are potential buyers and turn them out of the website or app without taking a chance to learn proper information about the offer.

[BRMC Website](#)



Sales funnel should be applied and designed on the basis of thorough research of target audience and market segment. Moreover, it should be carefully tested from the very start of its implementation to measure if all the stages work efficiently. Practice proves that even minor design changes can bring big changes.

## SALES CHANNEL

“It is not your customer’s job to remember you. It is your obligation and responsibility to make sure they don’t have the chance to forget you.”

Patricia Fripp

**DEFINITION.** Sales channels are the ways through which the potential customers come to the point of e-commerce, be it a website or mobile application with which they can realize the actual purchase.

**DESIGN ASPECT.** Designing for e-commerce, it is important to take into account maximum of the possible sales channels which

are really numerous in the Internet, from social networks to specialized forums, influencers' reviews and tailor-made advertising campaigns. Researching and understanding those channels gives broader prospects to the actual point of sale which you are designing for.

There are several vital aspects to remember about:

- Sales channels should be initially concentrated on target audience. There is always the place and time to broaden the perspective as soon as core target audience is involved. However, the attempts to "sell for all" and "design for everyone" from the launch can bring to waste of effort, time and money spent on design and promotion. Move gradually and measure the efficiency of design solutions at every step;
- Sales channels will work effectively from initial awareness stage if they witness strong connection to general brand identity. That is the reason to develop guidelines for online sources presentation in brandbook considering all the details of visual presentation and mission statement. Consistency is a powerful tool of both design and marketing;
- Sales channels should direct traffic to the places which enable users quickly get informed and make the actions they come for. For example, if the post in Facebook invites users to participate in summer sale, they should be directed right on the landing page of this sale, not to the home page of the website.

The mentioned factors thought out at the stage of thinking over UX design solutions are able to make a good impact on conversion and sales rates.

## NICHE

"We will continue to see a convergence of the digital and physical world. Those who conquer that trend will be market leaders."

John Phillips

**DEFINITION.** In business, niche means concentration of the offer on specific needs, wishes and problems of a specific target audience. Niche market is a specialized market segment which is aimed at concise market needs with a close view on its demography, education level, level of income and purchase abilities etc. For example, when one company produces software generally used for creating and editing textual materials for broad target audience while

the other is adopted for specific needs of copywriters and editors (grammar checking, plagiarism analysis, synonyms prompts etc.), the latter one presents the niche business.

**Bonano**  
e-commerce

**DESIGN ASPECT.** Designing for niche market and niche product, it's important to learn all the details about the target audience as it is going to be quite specific and more details are usually influencing the process of design and marketing. Applying psychology of color, copy targeted at potential clients, deep analysis of their needs and providing efficient layout, easy transitions, clear data presentation and aesthetic features that suit this particular audience is a good way to high profit. In addition, creative ways to emphasize specific nature of the product or service by means of design such as branding and original UI solutions can help the product to stand out of the crowd and stay competitive.

# MASLOW'S HIERARCHY OF NEEDS

"It is quite true that man lives by bread alone — when there is no bread. But what happens to man's desires when there is plenty of bread and when his belly is chronically filled?

At once other (and '*higher*') needs emerge and these, rather than physiological hungers, dominate the organism.

And when these in turn are satisfied, again new (and still '*higher*') needs emerge and so on. This is what we mean by saying that the basic human needs are organized into a hierarchy of relative prepotency"

Abraham Maslow, 1943

**DEFINITION.** One of the basic psychological theories widely applied in business on both micro- and macroeconomical levels. Developed by Abraham Maslow, it is focused on the hierarchy of human needs and consequently factors of motivation.

Its presentation found at [Simply Psychology](#) website features 5 levels of human needs given by the theory:

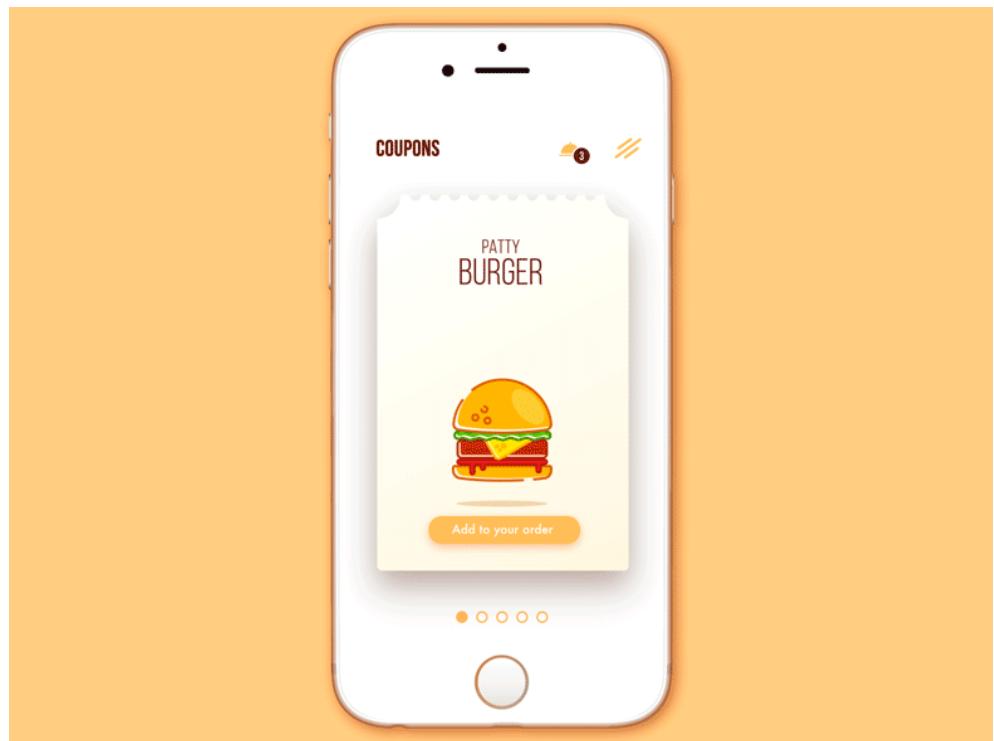
1. Biological and Physiological needs — air, food, drink, shelter, warmth, sex, sleep;
2. Safety needs — protection, security, order, law, stability, freedom from fear;
3. Love and Belongingness needs — friendship, intimacy, affection and love, — from work group, family, friends, romantic relationships;
4. Esteem needs — achievement, mastery, independence, status, dominance, prestige, self-respect, respect from others;
5. Self-Actualization needs — realizing personal potential, self-fulfillment, seeking personal growth and peak experiences.

**DESIGN ASPECT.** Having read the points of the theory, it's easy for a designer to ask: "What does it have in common with design process?" The link perhaps doesn't look really obvious, but it is fundamental in motivating people to use or buy products or services on different levels of economic relationships. Designing for e-commerce, which is one more type of human relations, with a specific goal and ability to apply the mentioned theory can produce user-friendly and customer-centric product achieving its target audience and solving its problems.

Certainly, it's great when designer is able to involve professional marketologists into all the stages of the creative process and apply their professional knowledge and skills in design form. However, this

opportunity isn't always available. Moreover, designer able to analyze economic basics and business factors influencing the design scheme and logic gets the higher level of proficiency.

[Cafe Coupon App](#)



In design for e-commerce, it is good to understand from the early phases of the process what stage of the Maslow's pyramid the core target users are at. Answering this question, designer is able to talk to users in their language and find the solutions that resonate in their hearts and minds the best. Users' needs form their motifs, triggers that can catch their attention, words that can touch them, length of copy and calls to actions that they are ready to accept and follow. Analyzing the level of needs and expectations, designer is able to find the most efficient layout and informative graphic elements. Knowing and feeling the user is the solid foundation for problem-solving goal-oriented design.

## 4P THEORY

**DEFINITION.** Famous 4P theory, presented by Neil H. Borden and later grouped by E.Jerome McCarthy, also known as mar-

keting mix, has become highly popular and efficient in business strategy, including e-commerce sphere. It states that product launch and lifecycle is based on four "P" factors: product, price, place, promotion. [Business Case Studies](#) website simply formulates it the following way:

*When marketing their products, firms need to create a successful mix of:*

- *the right product;*
- *sold at the right price;*
- *in the right place;*
- *using the most suitable promotion.*

Marketing case studies prove that missing even one of four mentioned positions can waste all the effort and reduce the levels of profit and brand awareness significantly.

"People don't call it e-commerce anymore.

It's called omni-commerce, and it's the idea that digital permeates every step of the purchase chain from product discovery to trial to pricing to actual purchase."

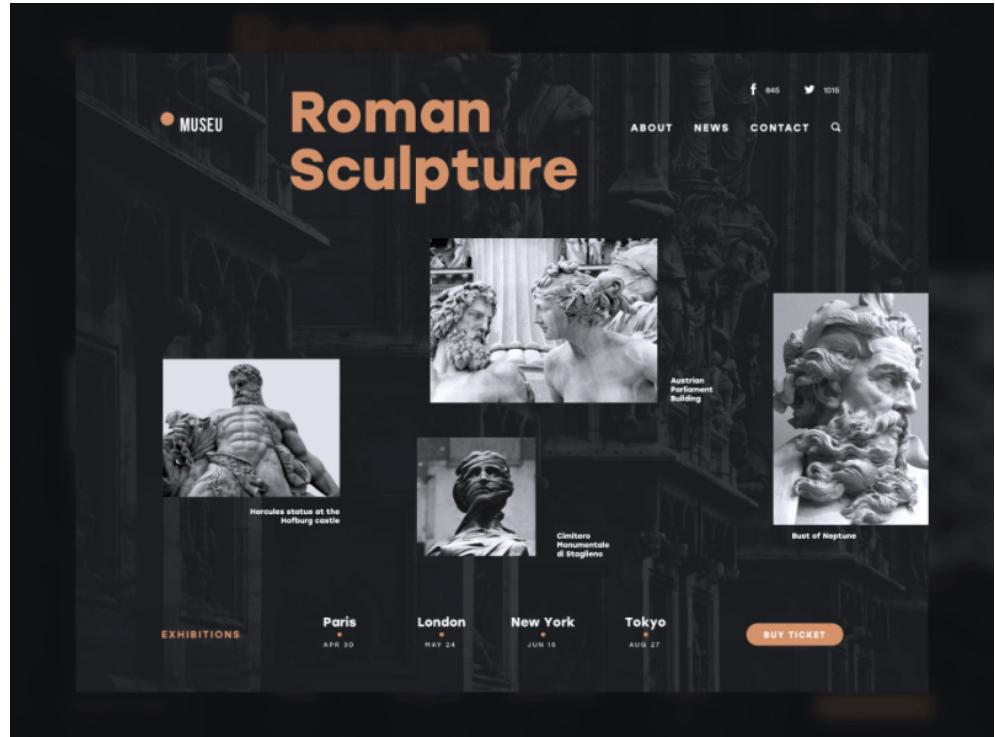
Tolman Geffs

**DESIGN ASPECT.** No doubt, 4P theory is highly applicable in design for e-commerce. The Price of product is usually the furthest part from designer's decisions as it is decided and given by the stakeholders ordering design part of work. In perspective of Product it works only partly being applicable to those cases when users buy digital products or services, let's say mobile applications, which also need UI/UX design.

However, talking about the other two factors we can see how actual they are in terms of design effort and creativity. Indeed, designers creating websites or apps for e-commerce, create the right Place for trading and are responsible for making this place comfortable, attractive and correspondent to the product nature as well as target audience expectations. As for the Promotion, today online marketing features numerous ways of presenting the product and achieve the target audience; its effectiveness also significantly depends on design decisions.

Neglecting close interconnection and mutual influence of all those

factors on the final result increases risk of poor rates. Design decisions made on the basis of those factors supporting each other help to provide pleasant, positive, easy-to-use and user-focused e-commerce platforms.



[Museu](#)

## THE BOTTOM LINE

The set of business terms and their definitions given above builds the bridge between business strategies and designs able to efficiently support them. However, it's very easy to get overwhelmed with all those techniques and forget the first and most important thing. There are no any sophisticated design solutions, marketing techniques and any sort of magic which will sell the bad product for a long time. Surely, there can be some effect, but it will never retain the users. Positive experience of interaction with a website will not overcome bad experience of interaction with low-quality product or service.

"To satisfy our customers' needs, we'll give them what they want, not what we want to give them."

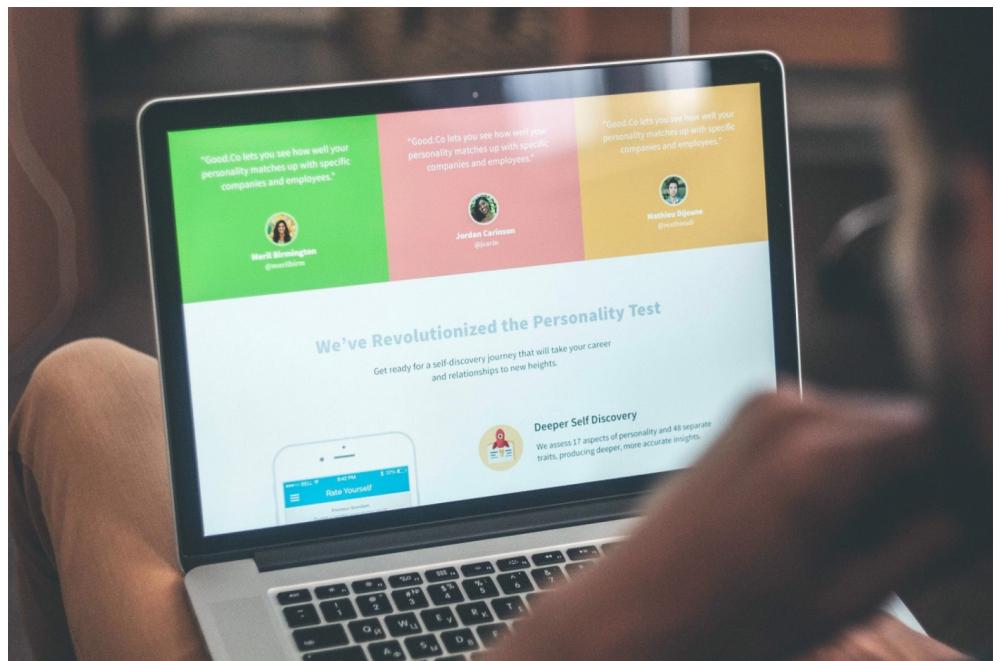
Steve James



The offer is the key. Design is an actionable and helpful tool on every stage of launching, presenting and promoting the product, informing users about it and selling it in fast and easy way. Nevertheless, if the product is of poor quality, successfull design of e-commerce platform isn't going to make it better. Think over the product and its user first, only then design will give it the chance to beam at full.

CHAPTER TWO

# **SHORT BUT VITAL. KEY ABBREVIATIONS IN DESIGN FOR BUSINESS**



Design is the job whose aim is to achieve the goal and usually it is done by multiple means, techniques and tricks. Anyway, design is a professional activity that has to solve a problem. In design perspective even purely artistic elements have to perform some task and play their role in achieving the goal. In the vast majority of cases we design not for ourselves or our clients: we design for users who have pains, needs and wishes and our task is to set the goals and find effective solutions. It's like math: you get the problem — you find the formula and way to solve it — you work over the solution — you get the result. To get the result you need to set the goal at the very first step of design process.

Plenty of websites and mobile applications are created with a sort of business idea or scheme behind. That makes them goal-oriented and customer-oriented. For designers it can be both help and challenge: they get a clear goal, which means they know what result is expected, but with the goal they also get a set of limitations and restrictions to consider. Designing for business, it is necessary to understand not only user experience and behavior, psychology behind interaction and decision making, but also business goals and processes which influence general result. It is important to understand business language to have a quick contact with customers,

who sometimes don't know much in design, but definitely know what are their business goals and expectations.

In the previous chapter devoted to basic business terms we have already started building the bridge between business and design process. This part continues the topic with vital abbreviations which are now an integral part of business communication. Making orders for design and development services, customers can mention those abbreviations in scope of work and philosophy of product, they should be included in business and content strategy. Understanding them and knowing design aspects of their realization results in goal-oriented and user-centered design which is able to solve problems and bring profit.

# USP

## Unique Selling Point / Unique Selling Proposition

“Everyone is looking for a unique selling point. Sometimes small touches make an amazing difference.”

Jim Hossack

**DEFINITION.** Unique Selling Point (Unique Selling Proposition) is the element of marketing and promotion strategy which presents the most important benefit (or set of benefits) that people can get with the product or service. This is actually a feature which makes the offer unique and different from the others on the market. This is what marks the offer out of the competition.

The [article](#) published by Kissmetrics Blog and giving several practical examples mentions: “Instead of attempting to be known for everything, businesses with a unique selling proposition stand for something specific, and it becomes what you’re known for.” That is a good explanation of how USP is beneficial for business itself and why it should be also considered at design stage. For most cases of business practice, the attempt to offer everything for everyone is the utopy which goes nowhere. Specific offers to definite target audience give much more, especially at the start of the way.

"In order to be irreplaceable one must always be different."

Coco Chanel

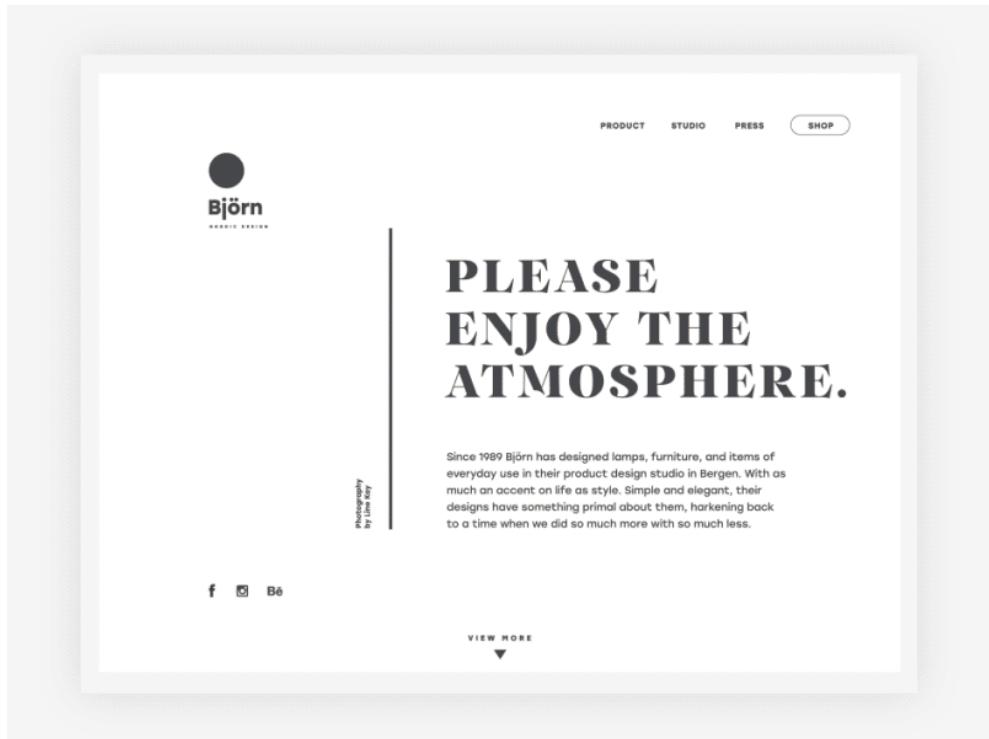
 TWEET THIS

**DESIGN ASPECT.** USP is an important thing to define at the first stage of ideation and development of business strategy and design solutions that correspond to it. Outlining the USP is one of the hardest tasks as it actually influences all the design process as well as ways to present and promote the product. However, starting work without understanding what is going to be the USP is mostly like starting traveling without any particular place or destination in mind: it can be a sort of exciting experience, but nobody knows what it will bring in the end. Business trips are never planned like this and business goals are hardly achieved that way.

If USP is defined at pre-design stage it means that all design solutions can be made to support it. That is a good foundation for efficient branding supported by recognizable and consistent interface design which enhances better interaction and memorability. USP directly influences:

- design of a logo and brand identity;
- understanding the mission of the offered product, its tone and voice which directly influence visual and graphic design presentation;
- application of identity in the elements of interaction (website, mobile application, interactive displays, presentation in social networks etc.);
- building up principles of interaction and user experience in terms of efficient presentation and providing benefits of USP;
- creating user interface that clearly reflects USP and provides fast and easy way to getting it;
- creating and selecting content which will support general design concept and show users the advantages of the product;
- design of a [landing page](#) that will have the structure and content directly presenting USP to target audience;
- applying design tactics that increase conversion of the webpages or application screens;
- strategy of SEO and copywriting which will support design solution and consistency of the offered benefits etc.

It's also important to realize that USP is not a business statement or business goal itself. It is the benefit that the provider shows and outlines as essential and beneficial for users. Business goal is the result which company wants to obtain, business mission statement is a sort of 3D presentation (the directions of business development and its results for company's clients, employees and owners), while USP is what company shows to clients and users as good and worthy for them.



## Björn

For practical example, let's imagine a company launching a website selling books. Suppose, the business goal is to sell 5000 books via the service for the first year. To do it, the company needs to attract visitors with a feature that will differ it from the others on the market. Say, the website will provide the ability for live communication support in choosing books provided 24/7. A user will be able to ask any question about the range of presented books any moment when it's desired and get the immediate feedback, which is very convenient for customers. That is what the service chooses as its USP and declares to users as the feature differing it from the competition. Buyers do not need to know the business goal as how many sales are expected to be done or how much profit the company wants to earn.

Buyers need to know what is especially good and comfortable for them so much that they should come to this company and not to the other.

Buyers need to know what is especially good and comfortable for them so much that they should come to this company and not to the other. When it is defined at the first steps of creating the product, design becomes the powerful tool to inform users about the benefits, strengthen their power, make them look as attractive as possible for this particular target audience.

Moreover, knowing the USP with which the product is or going to be positioned on the market, UX designer is able to find the best ways and techniques to provide users with the ability to get what they want quickly and easily. Navigation, usability solutions, layout and transitions — everything will make user experience more positive and efficient while business goal more achievable. This is how thoughtful design works for business.

Therefore, at the earliest stages of design process, project documentation should definitely include the data about USP. If design and marketing are done within one company, it is highly advisable that management, marketologists and designers get together and discuss the general strategy of work to avoid misunderstandings. If design is outsourced and provided by the other side it is recommended for designers and project managers to get as much information about the USP as possible. This will save money and effort for both sides as this way reduces issues of redesign that can come up when the task is very general and blurred as well as it will provide the result which is more customer-oriented and adjusted to business goals of the company.

As a practical example, we can remember the story of creating new branding and UI design for Saily App. This is a local service of user-to-user e-commerce. The customers defined its USP from the very start: it is a local community app allowing neighbors to buy and sell their used stuff, so it provides people with the ability to sell their own things or quickly search for the needed ones sold in their location. This idea became the solid basis for all the design solutions

around branding and user interface of the app, setting bright experience and friendly communication. If you are interested to read the details and see visual design process, welcome to read case studies on logo design and UI design for the app.

“Almost all quality improvement comes via simplification of design, manufacturing... layout, processes, and procedures.”

Tom Peters



## MVP

### Minimum Viable Product

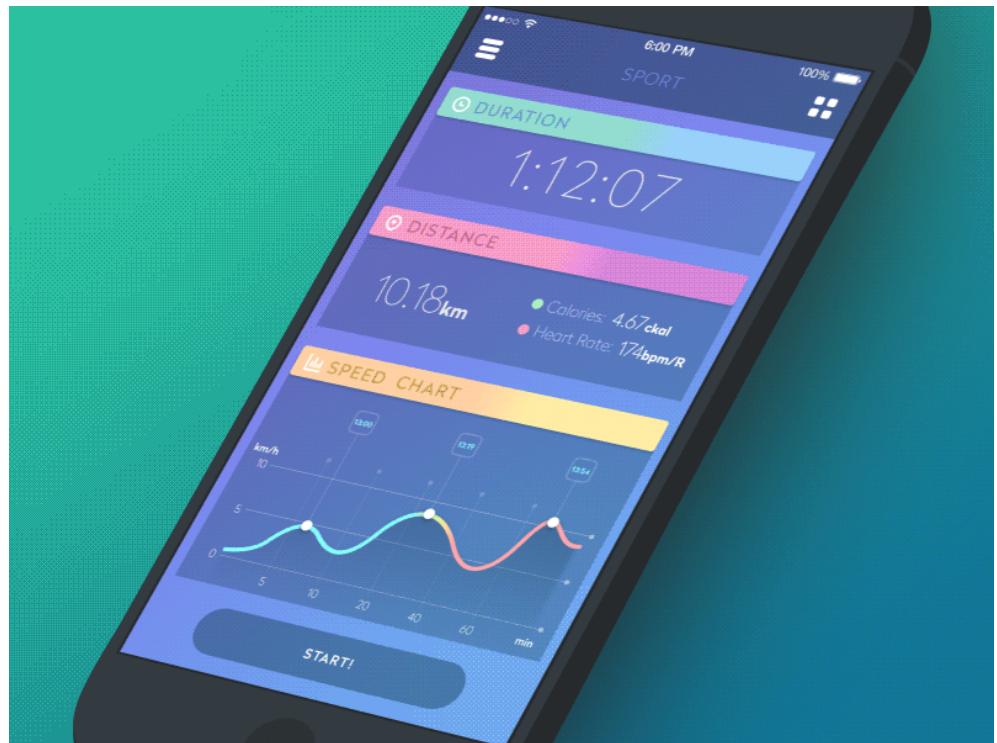
**DEFINITION.** MVP is a product with the set of minimal functions and features which are logically completed and sustainable providing the most important and basic functions for the core target audience. This means that the basic version of the product, able to fulfill key operations which are solving target audience's problems, is created as live and starts real functioning as soon as possible. The approach is opposite to the strategy of creating full design and comprehensive functionality for all the product features for broader target audience and only afterwards launching it on the market.

**DESIGN ASPECT.** MVP approach has several benefits:

- As it starts from the simple and basic version of the product, it doesn't take

long time to provide design and development and makes possible to start playing on the market faster. It's especially actual for diverse technological ideas and concepts as they are always at risk to outmode by the time all the design, development and testing cycle is finished;

- It enables designers, testers, analysts, managers and marketologists to collect data of real users' interaction with a product, reveal the bugs, understand their wishes and pains deeper and use all that information in design and presentation of further, more complex versions of the product. Although testing should be done at the stage of development, it is impossible to predict all the potential problems of interaction with a product before real users start this interaction. MVP enables to do it faster and make next versions more efficient;
- If thoughtfully made and carefully presented, MVP can play the role of bait attracting target customers and allowing its creators to see if target audience was defined properly and analyzed deeply enough;
- Next versions of MVP usually present quite massive functional additions so depending on the target it may work as the way of positive and dynamic user experience, different from slight changes in the products whose functionality was fully developed before the launch.



[GIF for Sport App](#)

Therefore, in terms of design MVP is the strategy of step-by-step movement on the market, when every next step is based on the analysis of the previous one from the actual data collected from real users. That means designer should also apply the strategy of gradual design, carefully applying only core features which are really vital for the MVP

as the start of the journey. It greatly influences the number of screens and content on them, necessary transitions and notifications which users really need at this stage of using the product, level of complexity and sophistication of graphic materials and animation etc. UX designers should remember that MVP always has a definite core target audience and the solutions around interactions, experience, visual perception etc. Knowing these core users makes the design task more particular and the result will be more customer oriented thus efficient. Next versions of the product will provide broader functionality and in this way will broaden the circle of users, but it will work in case when core target audience is caught by MVP.

Successful MVP is directly connected to the USP of the product. Here USP plays even bigger role as it enables to make the product user-centered and in this case the chances of making it efficient and attractive to users get much higher. Presenting the product solving particular problems of a particular group of people in many cases proved itself as efficient strategy with perspective of further growth of both functionality and audience. This strategy works especially well for various startups which start with limited budget used wisely for practical presentation of the vital features of the product: if MVP is thought out properly, at this first stage they already start monetization of the product, attract users and at the same time apply practical data analysis in further stages of design. It's easy to see that the role of UI/UX design here gets even higher as MVP is actually the chance of making a good first impression. Spoiling it with bad design can have crucially bad result for product's promotion as well as good design can build up solid foundation for product growth.

# B2B

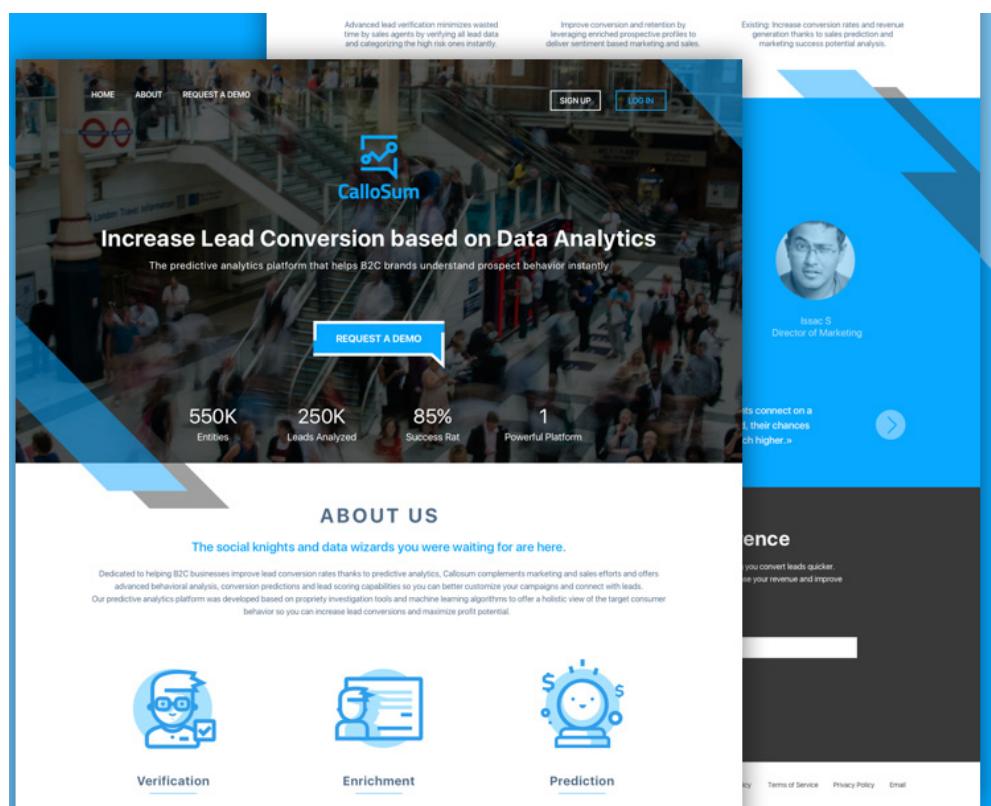
## Business-to-Business

"Stop selling. Start helping."

Zac Zagler

 TWEET THIS

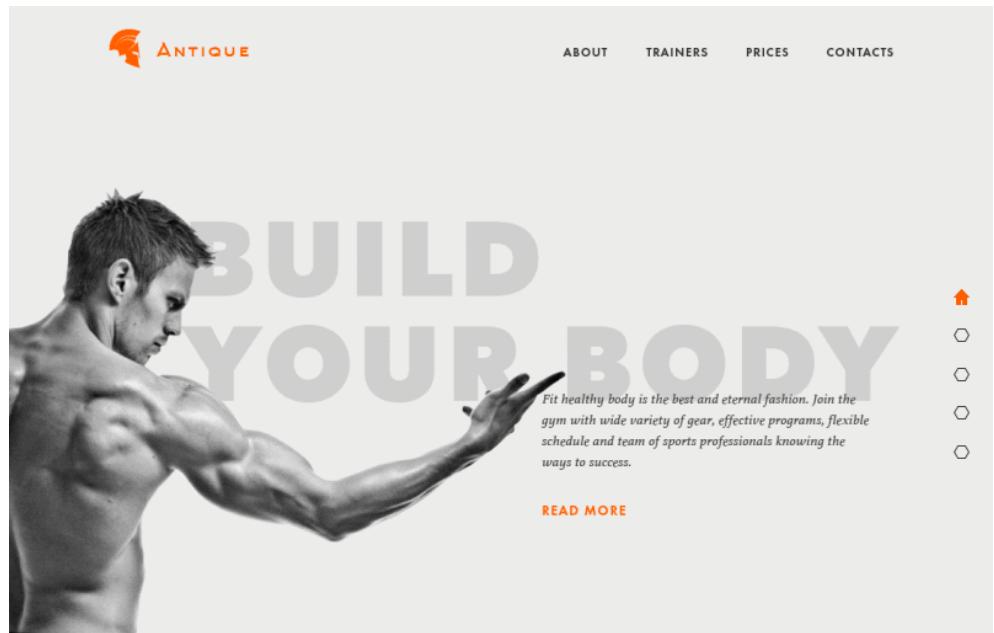
**DEFINITION.** B2B is the term used in business, marketing and economy to mark the relations of the sides in the business process like "business-to-business". B2B means that one company provides products or services aimed at the other companies' business activities. The target audience of the offer is not individual customers but businesses. Nature of relations has a direct impact on business process, strategy, promotion and therefore any design stages involved in this scope. Actually, if we are talking about outsource design and development services, they are a direct example of B2B.



The screenshot shows the homepage of CalloSum, a predictive analytics platform. The top banner features a background image of a busy subway station. Text on the banner includes: "Advanced lead verification minimizes wasted time by sales agents by verifying all lead data and categorizing the high risk ones instantly.", "Improve conversion and retention by leveraging enriched prospective profiles to deliver segment based marketing and sales.", and "Existing: Increase conversion rates and revenue generation thanks to sales prediction and marketing success potential analysis." Below the banner, there's a navigation bar with links to HOME, ABOUT, REQUEST A DEMO, SIGN UP, and LOG IN. The main heading is "Increase Lead Conversion based on Data Analytics" with the subtext "The predictive analytics platform that helps B2C brands understand prospect behavior instantly". A large blue button labeled "REQUEST A DEMO" is prominently displayed. Below this, key statistics are listed: 550K Entities, 250K Leads Analyzed, 85% Success Rate, and 1 Powerful Platform. To the right, there's a sidebar featuring a profile picture of Isaac S, Director of Marketing, with a bio: "Isaac S, Director of Marketing. It's connect on a social network, their chances of conversion are much higher." At the bottom left, the CalloSum logo is visible.

Let's mention the same company which sells books. They need a website which will provide quite broad functionality for big amount of users. They monitored the market of webservices and found out that hiring an outsource company for design and development is cheaper for them than creating an in-company department of such

specialists. This is the start of B2B relations as design studio provides their services for another business — a bookshop.



[Gym Landing Page](#)

## B2C

### Business-to-Consumer

**DEFINITION.** One more way of business relations in which business provides products or services directly to individual buyers or end consumers.

Remembering the case with a bookshop selling online, its business is built along the B2C scheme. It presents and sells books to individual buyers and its aim is to involve as many customers as possible. It needs to strengthen its presence online communicating directly to potential buyers so for this aim it can use online e-commerce spot, blog, forums, social networks etc. The graphic material, ways and style of communication, visual presentation and brand identity will work differently than for B2B and will need other approach because psychological background of the interaction is different.

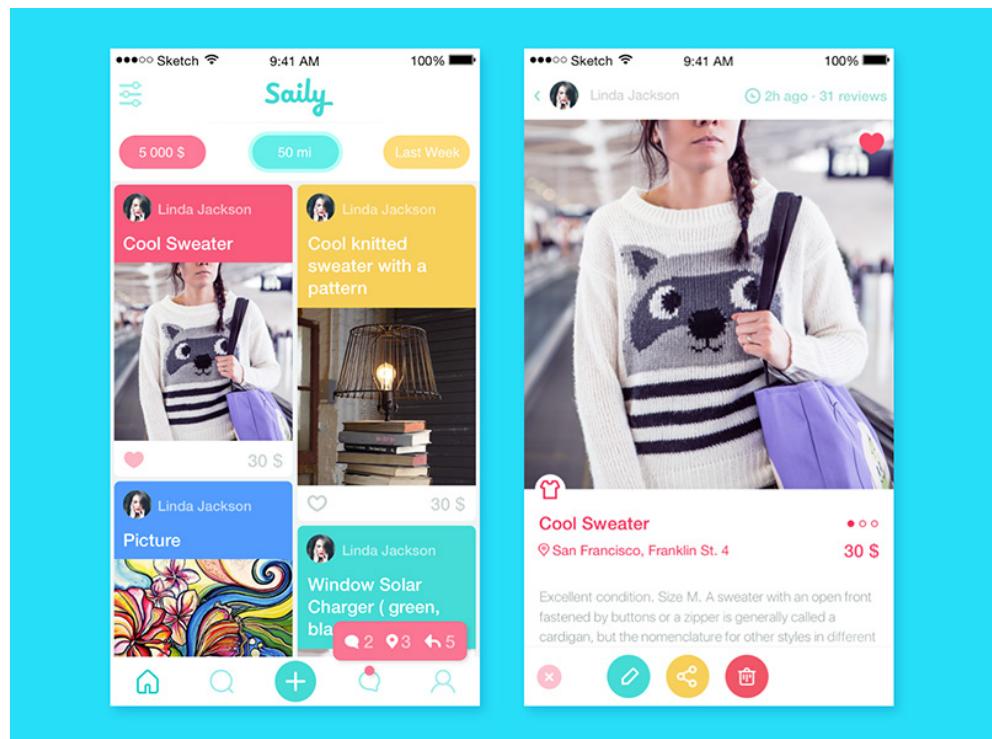
# C2C

## Consumer-to-Consumer

"Your most unhappy customers are your greatest source of learning."

Bill Gates

**DEFINITION.** It's definitely clear that presented term features one more type of business relationship when operations are done directly from consumer to consumer. This term has grown its presence significantly with the boost of ecommerce because nowadays the internet provides broad opportunities for such sort of business. The best known way of C2C relationship is platforms for online auctions, sales etc. Creating such platforms, designers have to consider peculiarities of interaction in terms of this business scheme. Design in this case is usually done for the third party which creates this platform allowing users to operate on it selling and buying their stuff.



Saily App

**DESIGN ASPECT.** People involved in design process for products and services have to consider the types of relations chosen for the particular project. Actually, the type of business scheme initially

defines target audience and nature of interactions which are key factors for efficient and user-friendly design solutions. Designing for business should supposedly involve methods of visual and content presentation which are different from the one presented directly to end users. It's easy to see by examples of numerous [landing pages](#): the ones aimed at companies use content, language, visual and graphic elements, placement of data blocks different from those which are targeted at individual buyers or users.

Neglecting the aspect of business relations increases risk of creating design which will not provide high conversion rate even being sophisticated, stylish and attractive visually. Psychological background behind design solutions has to support a particular business schemes or strategy. Here in TUBIK we have had broad experience of design for all the mentioned schemes so below you will find some ideas we would like to share on the basis of that practice.

### **DESIGNING FOR B2B**, it's important to remember that:

- Design solutions shoud consistently strengthen branding and company policy which is important for other business side. If website or landing page represents, let's say, a service as accomplished by well-prepared and professional team of specialists with their policy and statement, it is appreciated and trustworthy so builds better bridge for collaboration;
- Implementation of design elements in social network marketing of B2B company, using the same style, voice, corporate colors and graphics, specially designed branded items etc. is one more way to strengthen brand awareness by means of design;
- Consistent and thought-out content strategy combining visual and textual material with careful selection of visuals and copy is able to fulfill all the stages of sales funnel and bring better conversion of the website, landing page or application of B2B company;
- Concise and minimalistic solutions in design and copywriting work efficiently in most cases because they save time and effort of busy stakeholders and entrepreneurs. Good variant of scenario is when they are given concise core information at the first stage of interaction but always have the chance to read more if they are interested (as well as avoid reading

huge copy blocks if they don't want). Surely, this solution should be based on thorough user research, but anyway it has high potential to make user experience more positive and effective;

- Business is done differently in different countries. It should be always considered together with the nature of business relations as the factor making considerable impact on the level of trust and wish to collaborate. Selection of graphic content and layout of the elements on the screen or page should go under analysis in this perspective as some graphic elements, photos, gestures, word combinations, color choices which are efficient and clear for one region or culture can be totally unacceptable or even offensive for the others. Creation of several landing pages targeted locally can be an effective solution;
- The aim of a website or other piece of design presenting B2B company is not to grow a huge flow of traffic but to engage and direct leads which belong to target audience and are potentially open and able to take part in business collaboration or partnership good for both sides. It's important to keep in mind that retaining customers in this case plays not less role than involving them into the game.

## **DESIGNING FOR B2C** it important to consider that:

- The target audience can be more diverse so design solutions which will effectively transfer the necessary message to the user can require more universality;
- Visual presentation should be catchy and original as in this sphere competition is very high;
- In many cases website or platform for B2C provides full way up to the process of buying and delivery. Terms of data protection and security require high attention here. Neglecting this aspect will get the company name associated with bad service so will make a big hole in its reputation;
- The website has to be technically ready to support a really big number of users simultaneously as frequently more offers are available than in B2B so the flow of users potentially interested in buying it can get higher quantities;
- Strong and consistent presentation of the brand in social networks featuring the same design solutions is certain must-have. Not only does this strategy offer more marketing opportunities, but also supports better direct communication with consumers and shows the company's openness to discussion as one more reason to trust. The same visual design should be used consistently across all the platforms to increase brand awareness and create strong associations;
- The aspect of virality works effectively in this type of business relations and can be used via design features like interesting animations, engaging illustrations and characters, brand mascots, Easter eggs, funny or encouraging videos etc.

## DESIGNING BRANDING AND INTERFACES FOR C2C, it's advisable to consider that:

- The platform should be intuitively navigated and clear to use for people with different level of tech abilities and on various devices;
- Engaging and original UI design solutions are a good way to set the first contact and involve users into active interaction;
- Thought-out placement of layout elements and visual hierarchy can increase conversions and that will be the strong reason of user retention;
- UX of user-to-user communication (chats, discussions, comments, sharing etc.) should provide diverse features and broad possibilities;
- User interface visual design should provide good universal background and environment for presentation of various products and services;
- The platform will need an efficient and quick system of user support.



# PRACTICAL CASES

Design projects we have accomplished here in Tubik Studio are based on multi-dimensional analysis. Close collaboration with the client's side and involving the maximum possible information about business goals, target markets, audience and details of the product always make the process more fruitful, efficient and resultative for all the sides. To provide the insights on design process, we have shown full design path in case studies published in. Let's see what were the business tasks and their solutions. If you are interested to look at all the process and iterations, just follow the links.

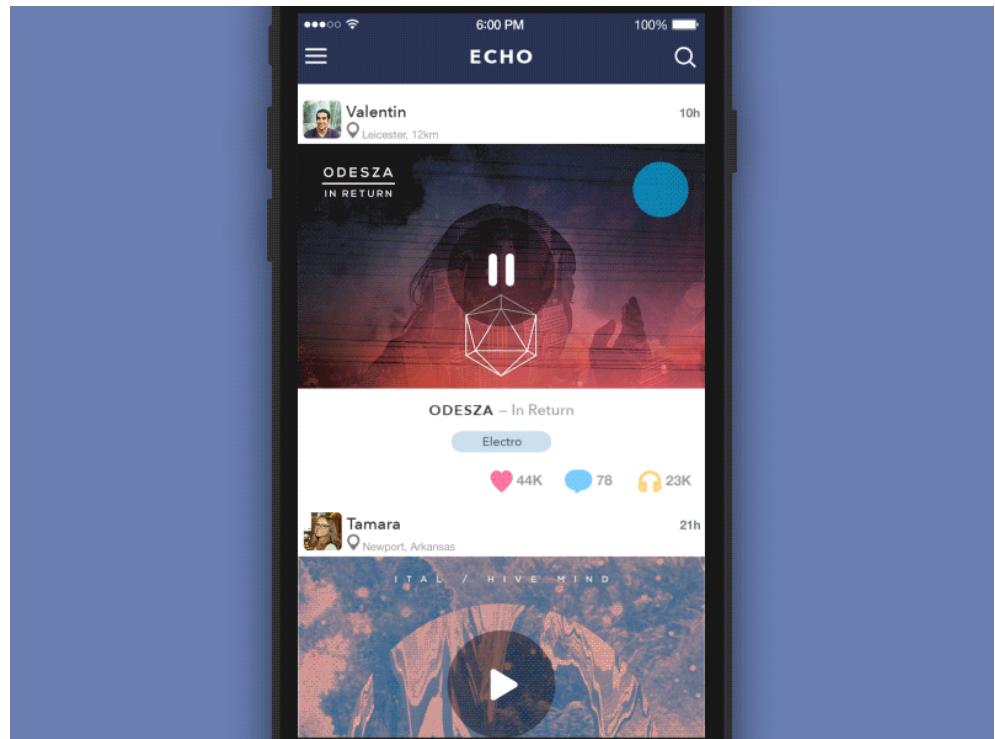
# CASE 1: ECHO. UI DESIGN

## TASK

Creating the social network enabling users to deal with music on their mobiles and other devices.

## SOLUTIONS

Music is an integral part of human life, but at the same time that is not the sphere where people would like to take any additional efforts. For most listeners in most cases music is where a person relaxes or, vice versa, gets energy—not the point for hard work demanding elaborate skills. The wider is the target audience of the music service, the simpler and clearer it should be. Everything the user needed here is clear navigation and fast work. However, considering the number of competitors on this market, it was necessary to think also about something original in design so that the service can stand out of the crowd.



Case study:  
Echo. UI Design

The designer started the work on the site from the research of existing products and creating the logic of user experience. The decision was made to begin with designing the mobile version which was supposed to be more widely used and simpler for the target users. Next stage of design was going to provide implementation of the mobile version into web.

UI design moved through two global iterations to get the most user-friendly result able to provide effective interaction with the product. Echo project also proved that a designer should always be ready to update or even redesign the solutions and this decision has to be based on real testing of the product.

Welcome to see the full case study [here](#).

## CASE 2: PASSFOLD. UI & LOGO

### TASK

Design of branding and UI for a mobile application for tickets (passes) management on the basis of existing UX/UI.

### SOLUTIONS

PassFold is the application for storage and management of tickets and passes bought online. Therefore, it was totally logical that clients wanted to see the logo which would somehow feature this idea, preferably through visual connection with the shape of a ticket. Also the customer and the designer agreed upon the direction trying combination of this shape with the P letter as the initial letter of the app name.

Logo design moved through the set of design iterations and resulted in the combination mark featuring the letter-and-ticket logo image with all elements in the vertical combination featuring legible and

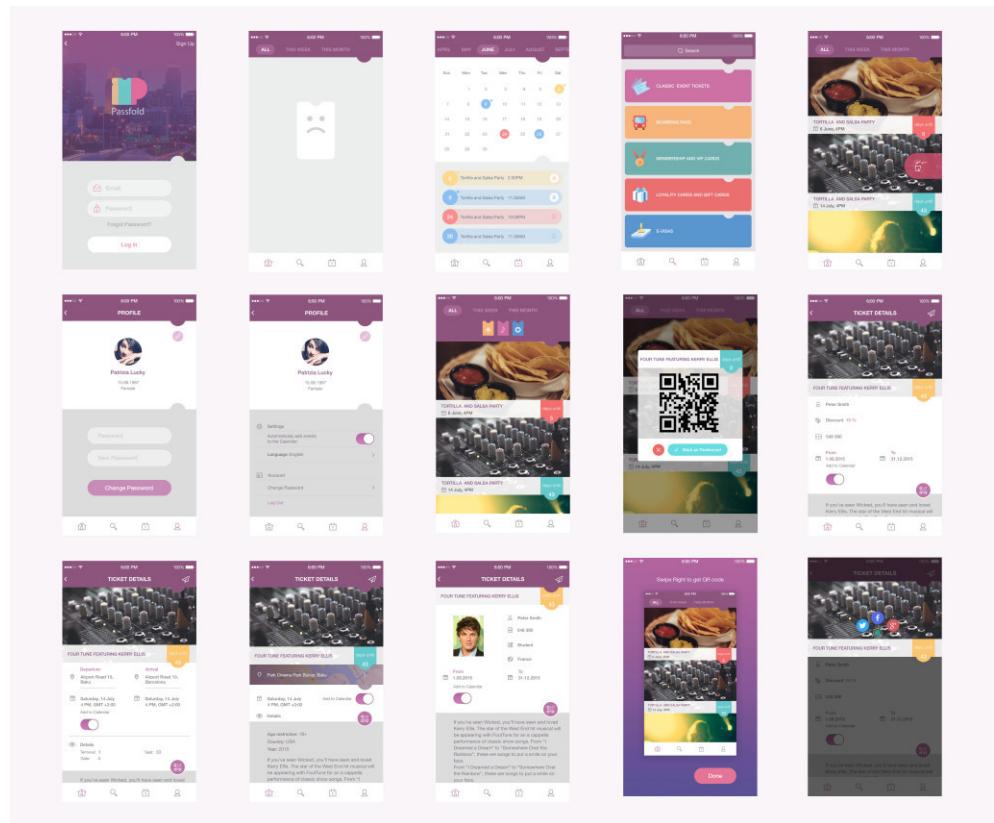
clear capital letter but at the same time distinctly echoed with the ticket form as well as the lettering for the full name of the brand.

Case study:  
PassFold. Logo



Welcome to see the full case study [here](#).

User interface in the given application included conventions used through all the app screens. Conventions are an essential part of positive user experience in the interaction with the product, especially in highly practical apps, whose operations need to be dynamic and not taking too much time or effort. In PassFold project the consistent element throughout the screens was the tab showing the number of the days left to the event visualized in the form of tickets of different colors as you can see in the image above. The colors corresponded to the color of the event category in the main menu of the app. They enabled user to get fast and easy when they need to define the category of any item in the feed. That is even more precious when the person uses the app on the go which often happens with highly practical apps and tools. Custom illustrations and icons create the unique recognizable appearance and supported brand recognizability.



Case study:  
PassFold. UI Design

The case showed the importance of the tight connection between logo and the other elements of user interface as well as general concept of the product. High attention to all the details provides pleasant-looking, consistent and efficient design of the whole product.

Welcome to see the full case study [here](#).

## CASE 3: SAILY APP. UI & LOGO

### TASK

Designing a logo and UI of the mobile application for local user-to-user e-commerce.

### SOLUTIONS

Saily is a local community app allowing neighbors to buy and sell their used stuff. Therefore it is a kind of e-commerce app but with solid communication feature. It is important to mention that the

team which created the application puts a deep focus on design and culture at the core of everything they do. For logo and UI design of the app, the client set the task of fun and entertaining feel and look. As well as in the previous case, logo had to follow the same requirements to create the harmony with general design concept.



Case study:  
Saily. Logo

Logo included two parts: originally created lettering and mascot, both obtained via several design interactions, careful testing and detailed discussions with the clients. This case witnessed diverse work on variants which would be not only bright and reflecting the nature of the whole app, but also flexible for numerous aims, following the latest design trends and original to make the app branding easily stand out of the crowd.

Welcome to see the full case study [here](#).

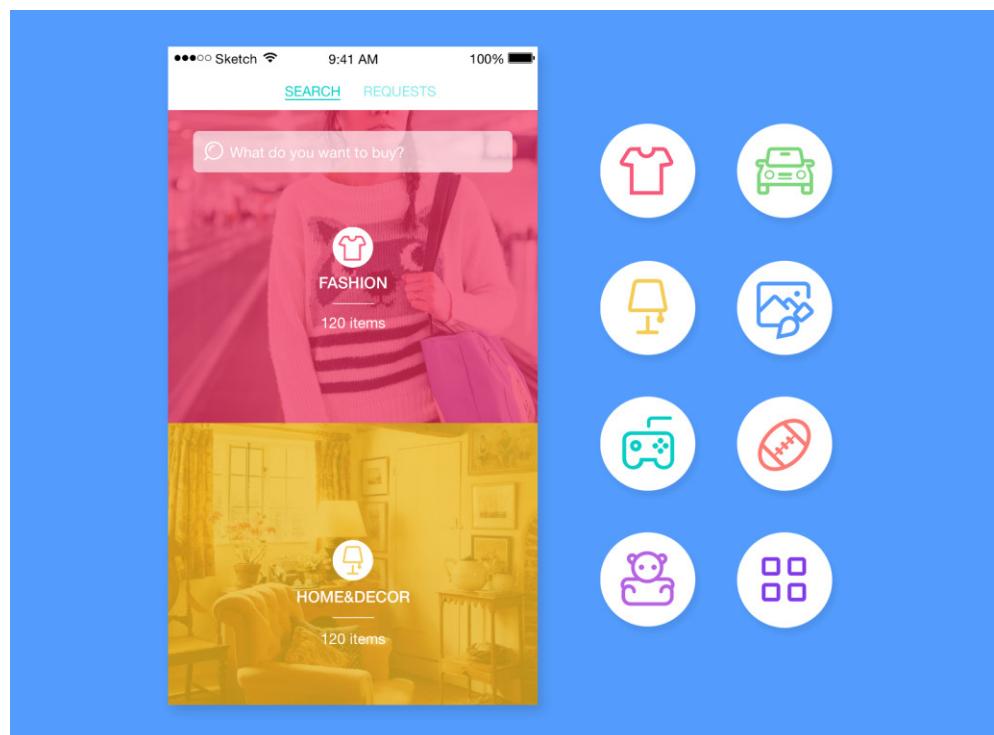
In the process of research and analysis of existing general concept of layout and transitions, the designer concentrated on UI solution which put bright accents at the most important features and provided fast and easy microinteractions. E-commerce is the process which a user needs to feel as clear and fast; in addition, the features should be informative and easily recognizable for rather diverse target audience.

So, the key UI design points were the following:

- Easily understandable layout and navigation

- Recognizable icons
- Graphic elements not creating unnecessary distraction from the main points
- The process of inputting the data about the item as simple and user-friendly as possible
- Interface elements showing data about the item not looking overloaded but containing all the necessary information
- Efficient communication available from any point of the application
- Funny and entertaining graphic elements all harmoniously supporting the same style concept and preferably original to create additional recognizability for the app.

Case study:  
Saily. UI Design



Welcome to see the full case study [here](#).

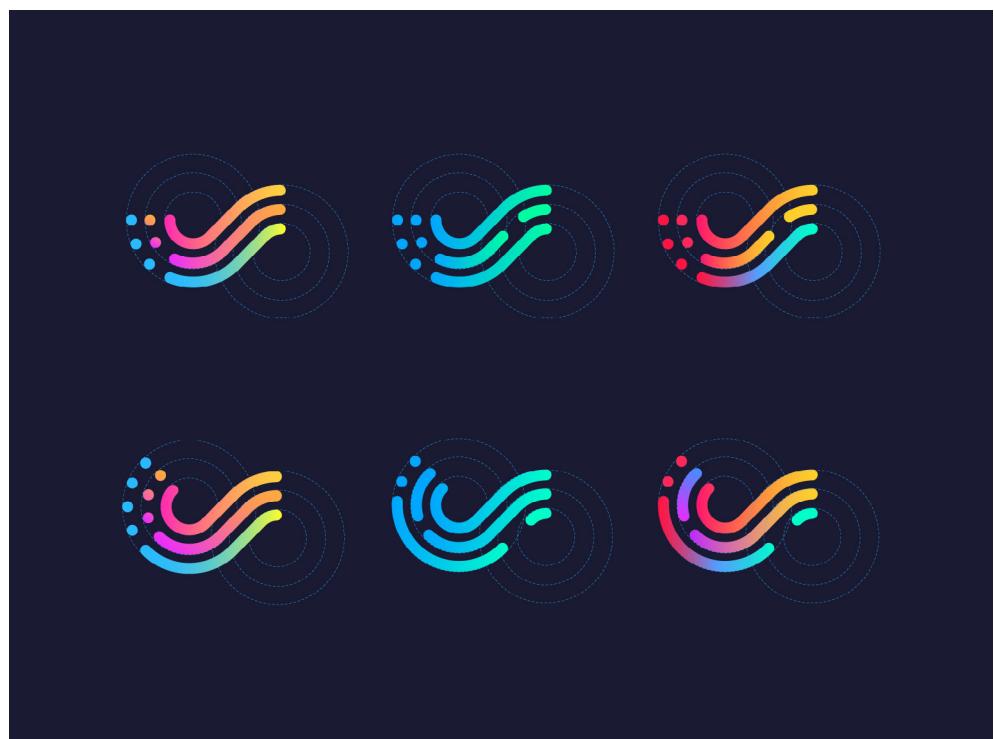
## CASE 4: SWIFTYBEAVER UI & LOGO

### TASK

Design of a logo for the logging platform uniting the efforts of Swift and Objective-C developers, UX designers, app analytics experts, and product owners.

## SOLUTIONS

User interface of an application or a website is not just a sort of static or moving images — it is the field of active interaction. Interaction with the product via the interface enhances much higher memorability potential of brand elements as well as general stylistic concept. The client and designer agreed upon an abstract line-based version of the logo which could show flexibility in its expressive potential. The color palette used in logo echoed the colors chosen for UI design and supported them with smooth gradients. So, user interface of the platform, landing page and logo were co-joint via colored elements.

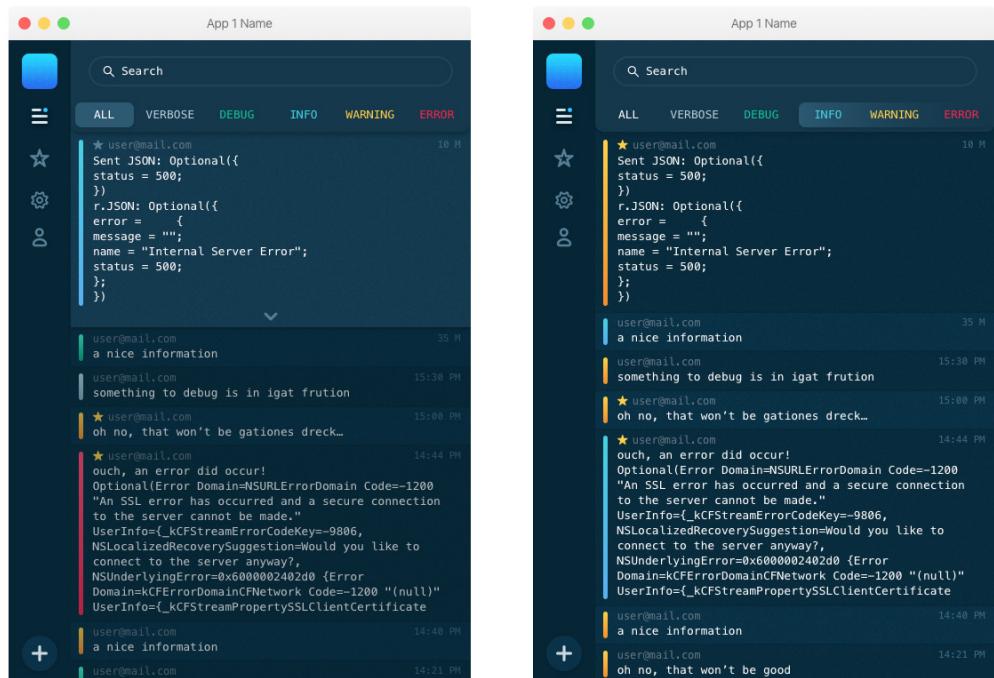


Case study:  
SwiftyBeaver. Logo

Welcome to see the full case study [here](#).

SwiftyBeaver is a native Mac application presenting the integrated logging platform. First of all, it is aiming at developers as its basic target audience. User interface designer had to consider basic and advanced needs of people involved in developing process to make it easier, faster and more productive.

Case study:  
**SwiftyBeaver.**  
UI Design



UI design was concentrated around two major challenges: to present data efficiently in a way that will be quite traditional for developers but at the same time to make it a bit more engaging and stylish via non-distracting design elements and animation. Therefore, the design concept was based using dark background common for coding platforms and software as well as bright color accents and gradients to add some style, make key accents noticeable and support intuitive navigation.

Choice of fonts and the aspect of readability played a vital role for such a copy-based interface for sophisticated operations, so the designer took time to select the font which would be both beautiful and easily readable paying attention to the slightest aspects of kerning and spacing of the lines and working with efficient copy placement.

Welcome to see the full case study [here](#).

## RECOMMENDED READING

Here are some more articles we could recommend for those who would like to get deeper into the topic:

- [Design is a Job](#)
- [Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation](#)
- [10 Ecommerce Design Tips for Increasing Conversions](#)
- [Ecommerce web design: 20 essential tips](#)
- [E-business and E-commerce Management](#)
- [What a Unique Selling Proposition Really Means & Why Your Business MUST Have One](#)
- [6 Incredible Examples of B2B Web Design](#)
- [10 MUST DO's Before You Start Designing Your B2B Website](#)
- [Design is Marketing](#)
- [The Importance of Design in All Marketing Campaigns](#)
- [The Role of Design in Business](#)
- [Refining Design for Business](#)

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