

Interview with B. Oxendine

Can you just start by telling me who you are?

I've been working as a designer for the last 10 years. Currently working on the team at Grover. Before this I worked at a design agency called Fuzzco and before that I was a designer at Google.

So, that's Product Design, right?

Yeah, I mean, I've worked between branding and product design in some form or another, but always focused on making the best experiences for people, regardless of the medium I've specifically been working in.

Cool. So, as you know I'm writing my thesis right now. It's about designing digital services. I'm trying to learn a bit more about how you approach structuring experiences – like, when you know you need a certain feature, how do you decide where to put it, stuff like that. What's your thought process behind that?

Structuring experiences... right, so if you're starting with a system — a system of components, a structure of where things in the app live — then it should be relatively clear where to place things. It's important to understand the basic functions of your app, like let's say adding an item in a to-do app, and putting those basic functions into logical groups where they can be reused elsewhere in the experience. So you don't end up designing two ways of adding a to-do in two different locations.

And why would that be bad?

Because it's just confusing. If you reduce the total amount of concepts a user has to learn in order to use the app, then the app becomes easier to understand. The goal of designing good experiences is to make things feel natural, it shouldn't feel like learning really, it should feel like a series of natural interactions. You should