nymi

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# WHAT IS UX?

*The cumulative effect of all the decisions we make that impact how someone experiences a product or service.*

VERNE HO
DIRECTOR OF DESIGN @ SHOPIFY

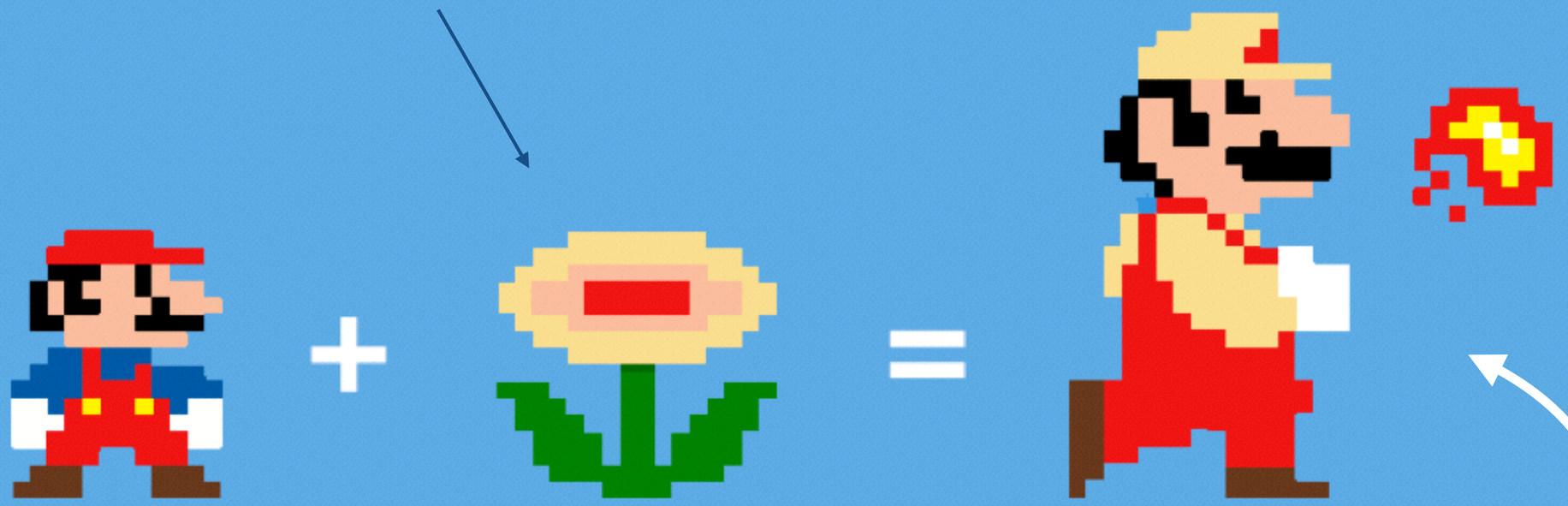
## HOW?

- Know who you're building for
- Build benefits, not features
- Test early and test a lot

# KNOW WHO YOU'RE BUILDING FOR

# BUILD BENEFITS

THIS ISN'T WHAT
YOUR COMPANY MAKES



Person who's a
potential customer

Your product

Awesome person
who can do rad shit!

THIS IS

USERONBOARD.COM

TEST EARLY
TEST A LOT

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*A user interface is like a joke.*
*If you have to explain it, it's not that good.*

HOW IT FEELS WATCHING A USER TEST YOUR PRODUCT FOR THE FIRST TIME

# RECAP

- Visit sketchappsources.com to get a UI kit
- Use Sketch to craft your UI
- Use InVision to prototype and test
- Collect feedback and iterate

## WHY DO THIS?

*We are trying to prove ourselves wrong as quickly as possible, because only in that way can we find progress.*

RICHARD FEYNMAN
PHYSICIST

# OTHER 👌 RESOURCES

- ui8.net for more UI kits
- thenounproject.org for icons
- useronboard.com and goodui.org 📚

# THANK YOU

ME@ELLEN.LI

http://ellen.li/buildwithdata.pdf