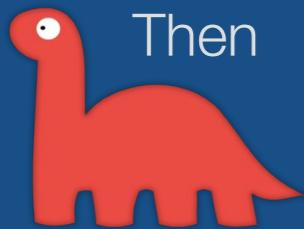


Be a **modern** Design Thinker!



Then

Make computer like human



Now

User Requirement is a King

Strategic design to make lives better

For users happiest

Father of UX



Don Norman

The Design of Everyday Things



Bill Moggridge

Co-founder of IDEO



Jakob Nielsen

Heuristics Rules

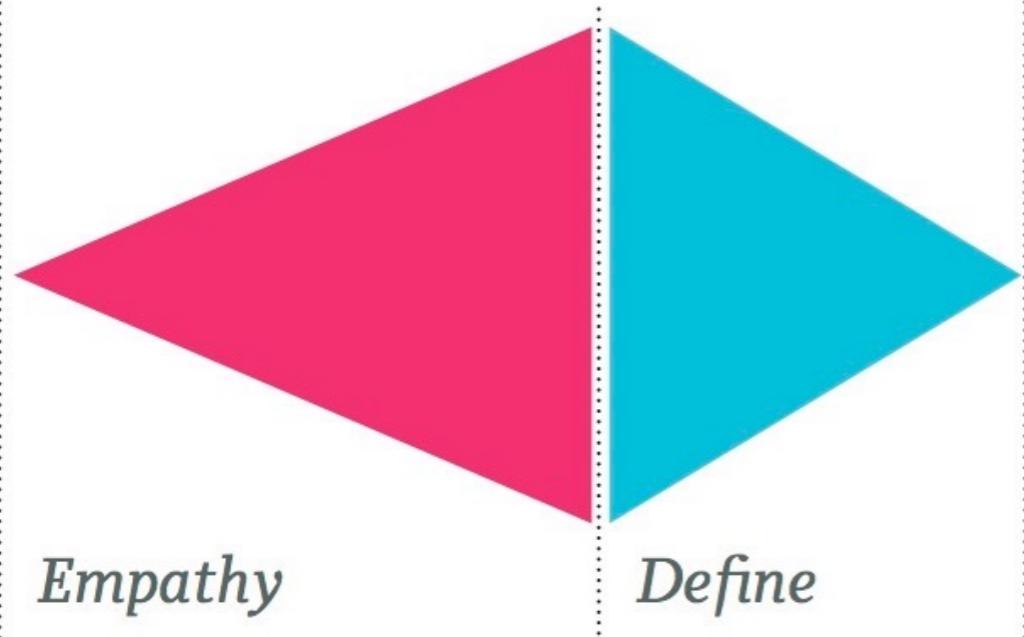
...and many more

Design Thinking

IDEO

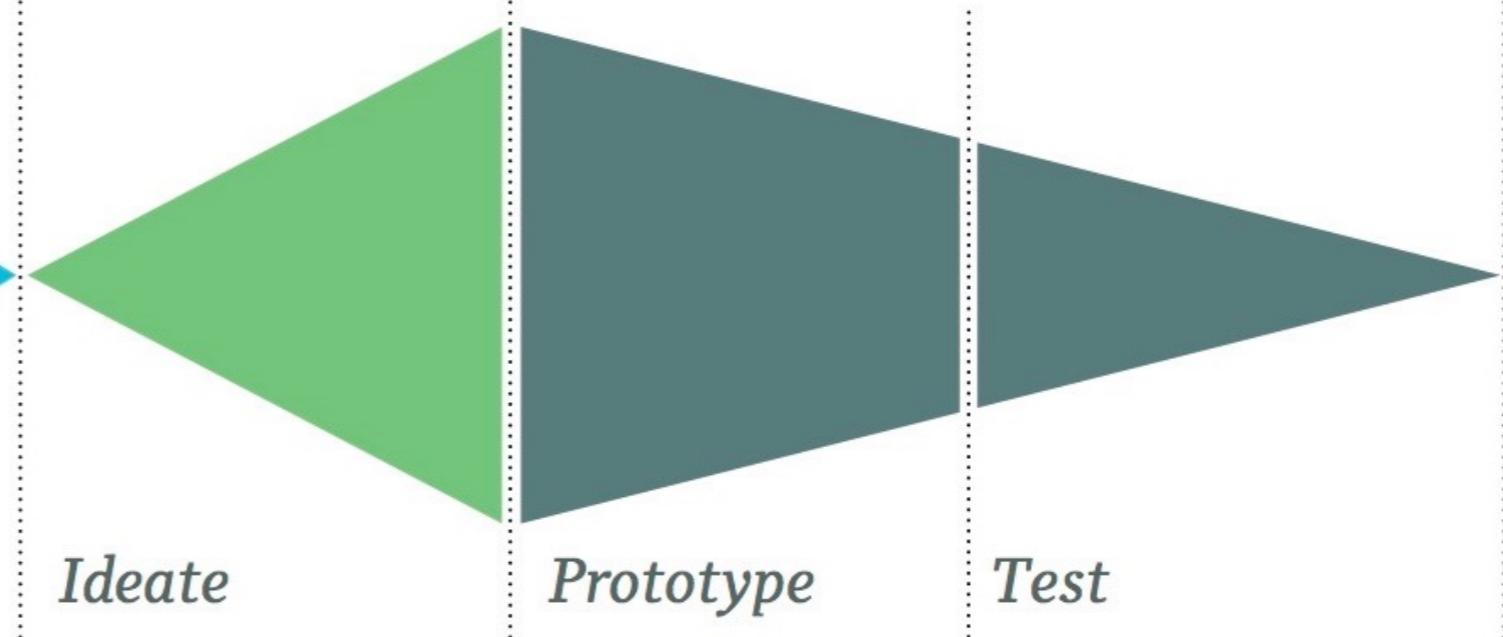
Understand

Understanding ends in **Insight**.



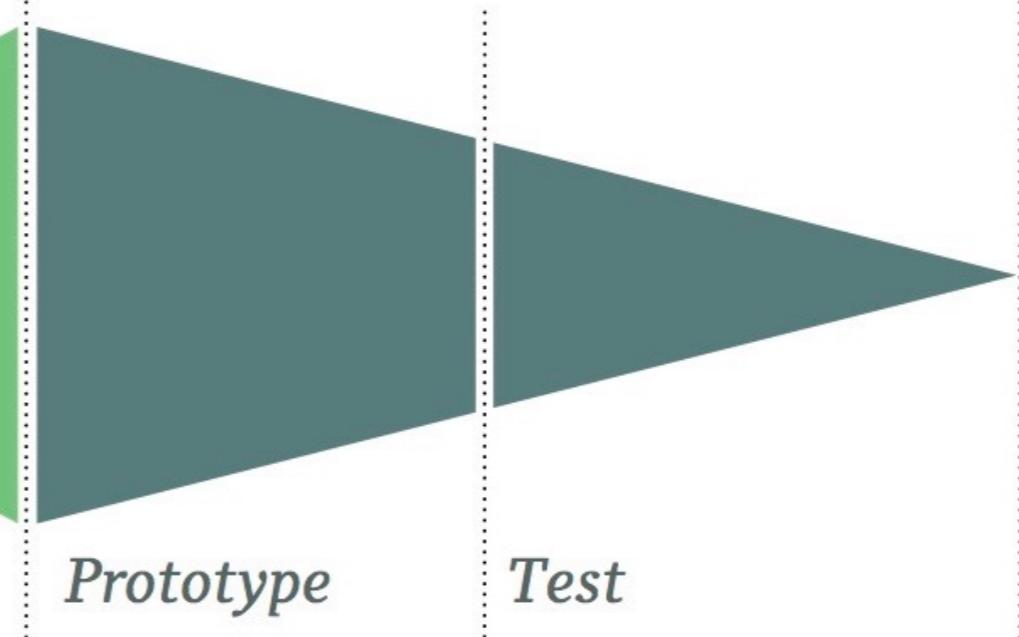
Create

Creation ends in **ideas**.



Deliver

Delivery ends in **reality**.



Test

Design Thinking

IDEO

Understand

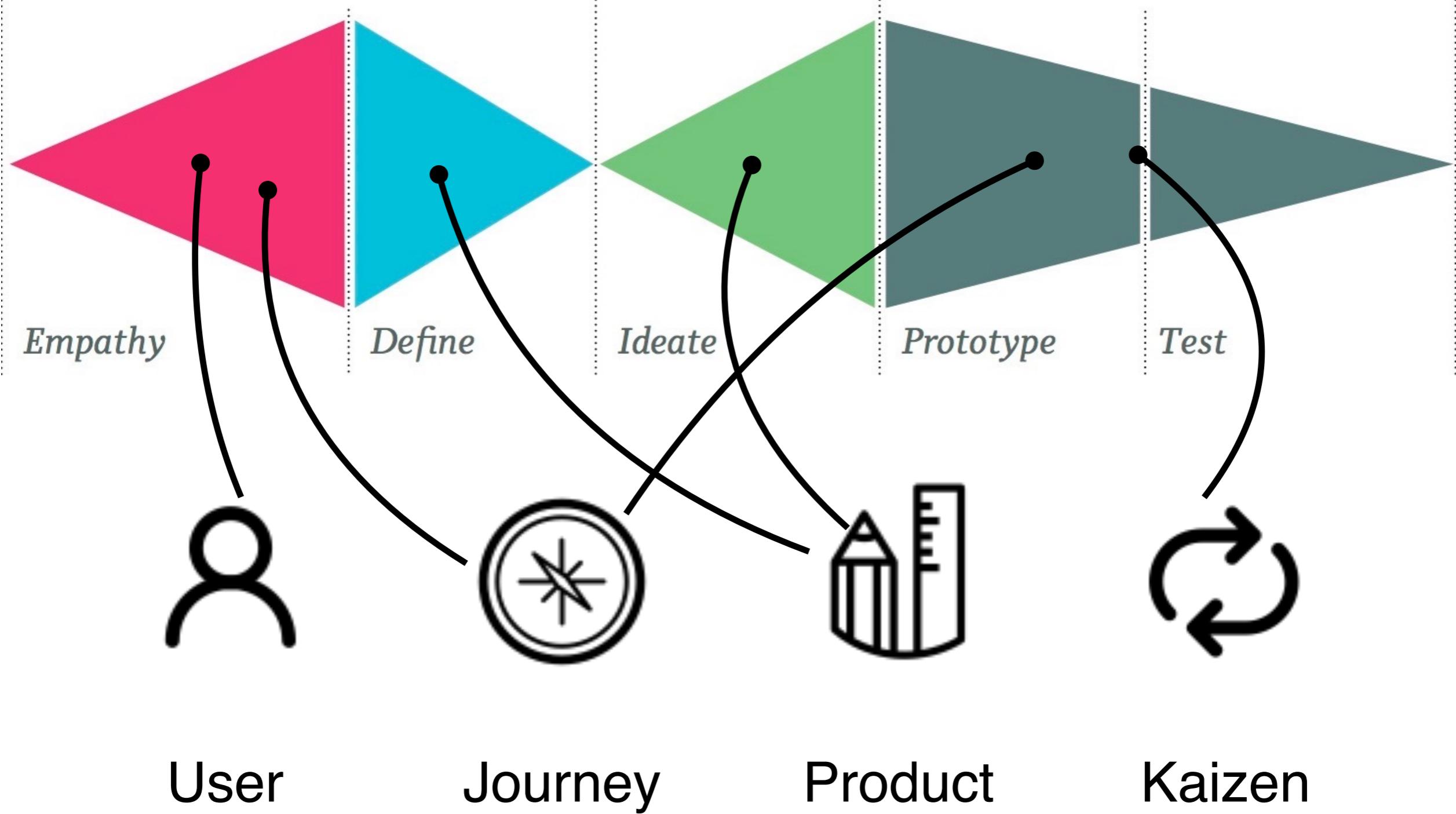
Understanding ends in **Insight**.

Create

Creation ends in **ideas**.

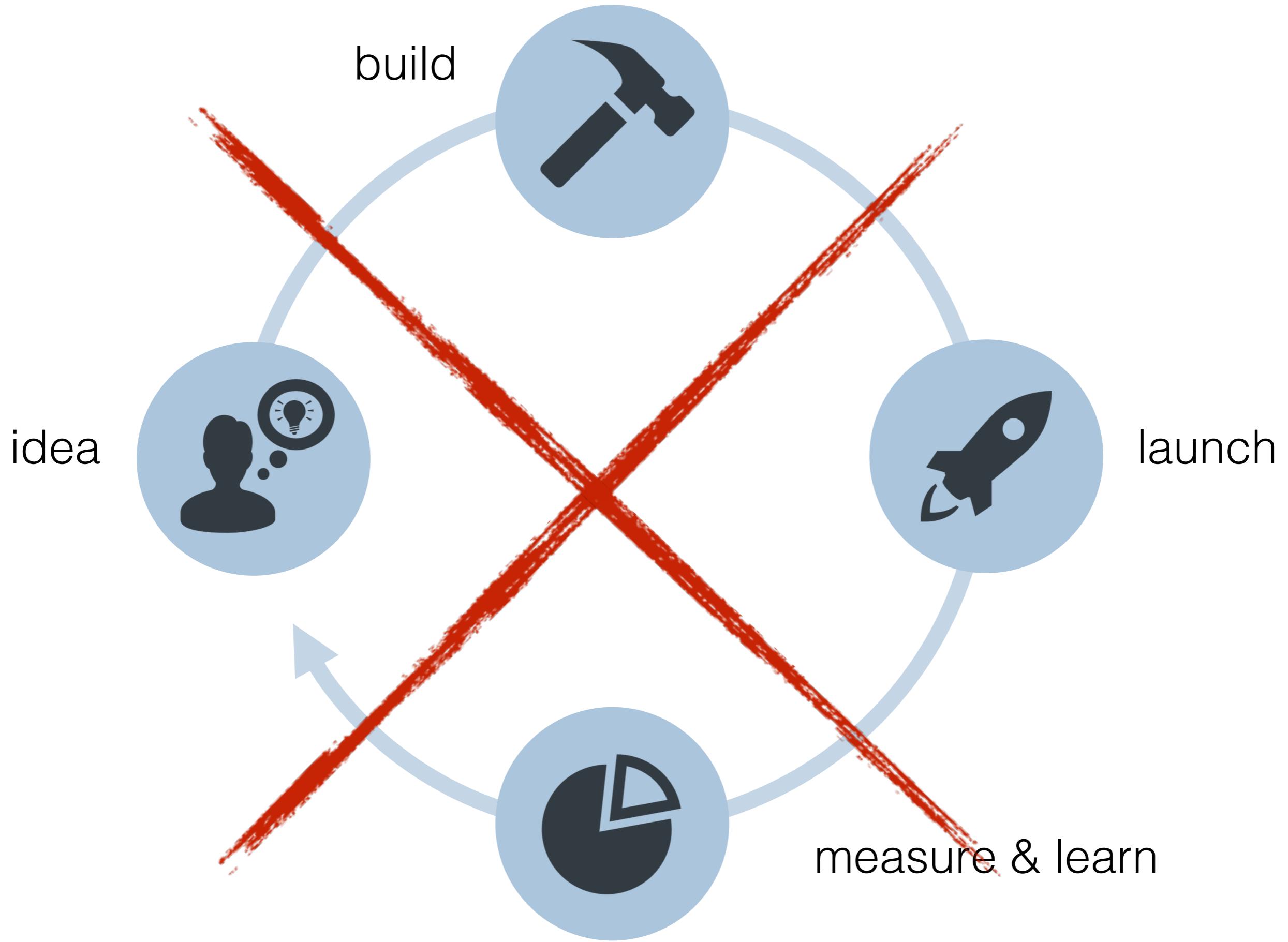
Deliver

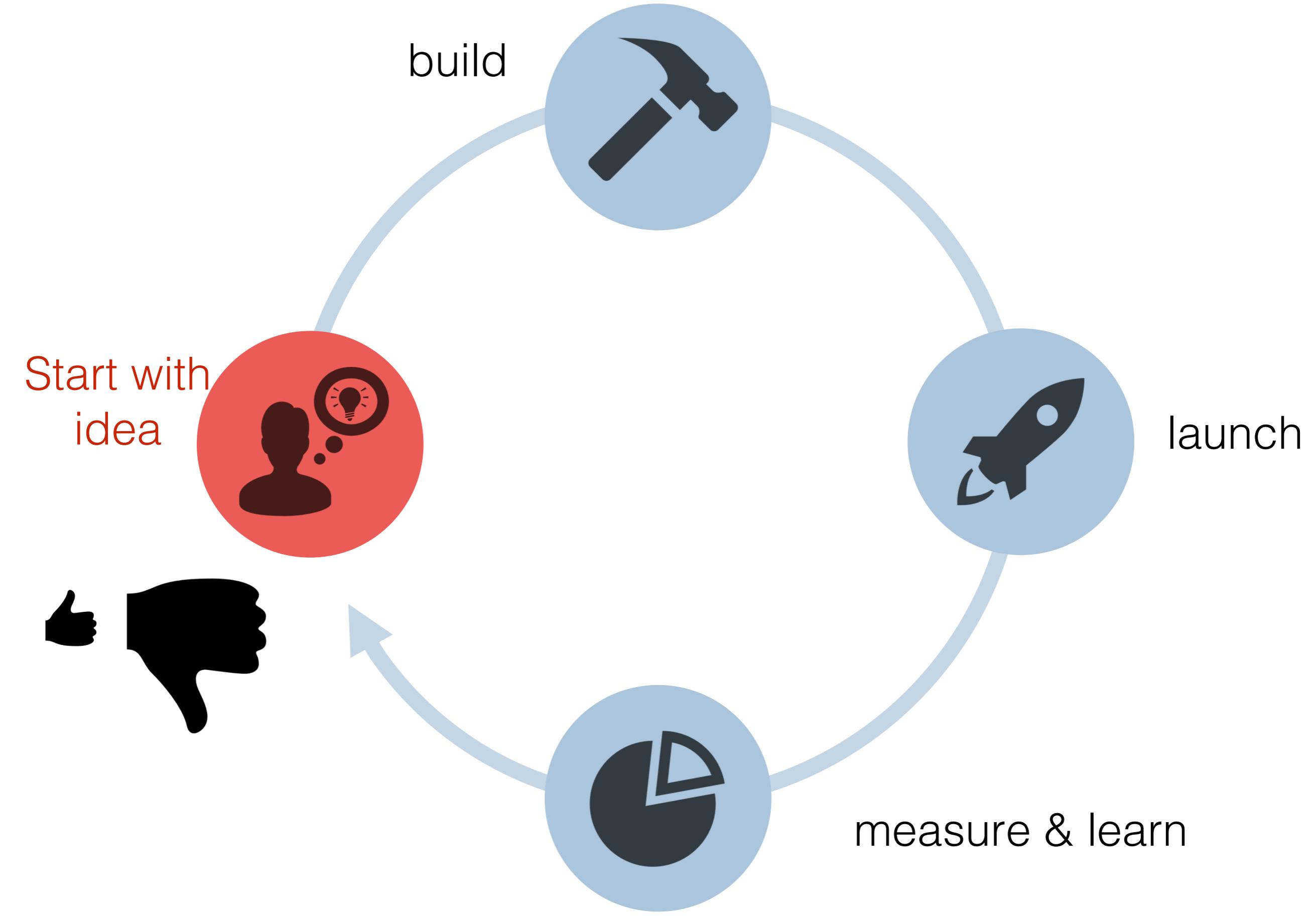
Delivery ends in **reality**.

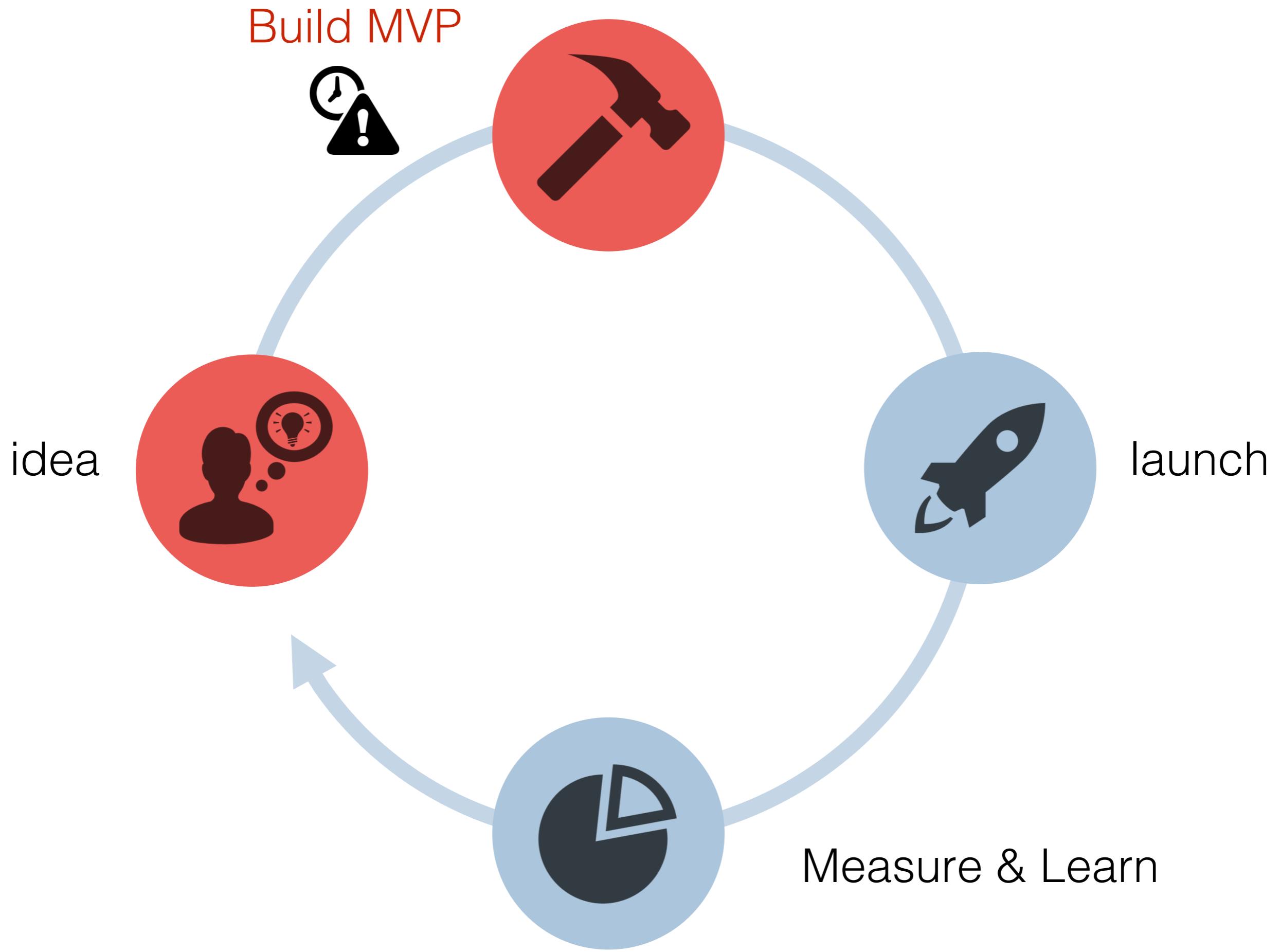


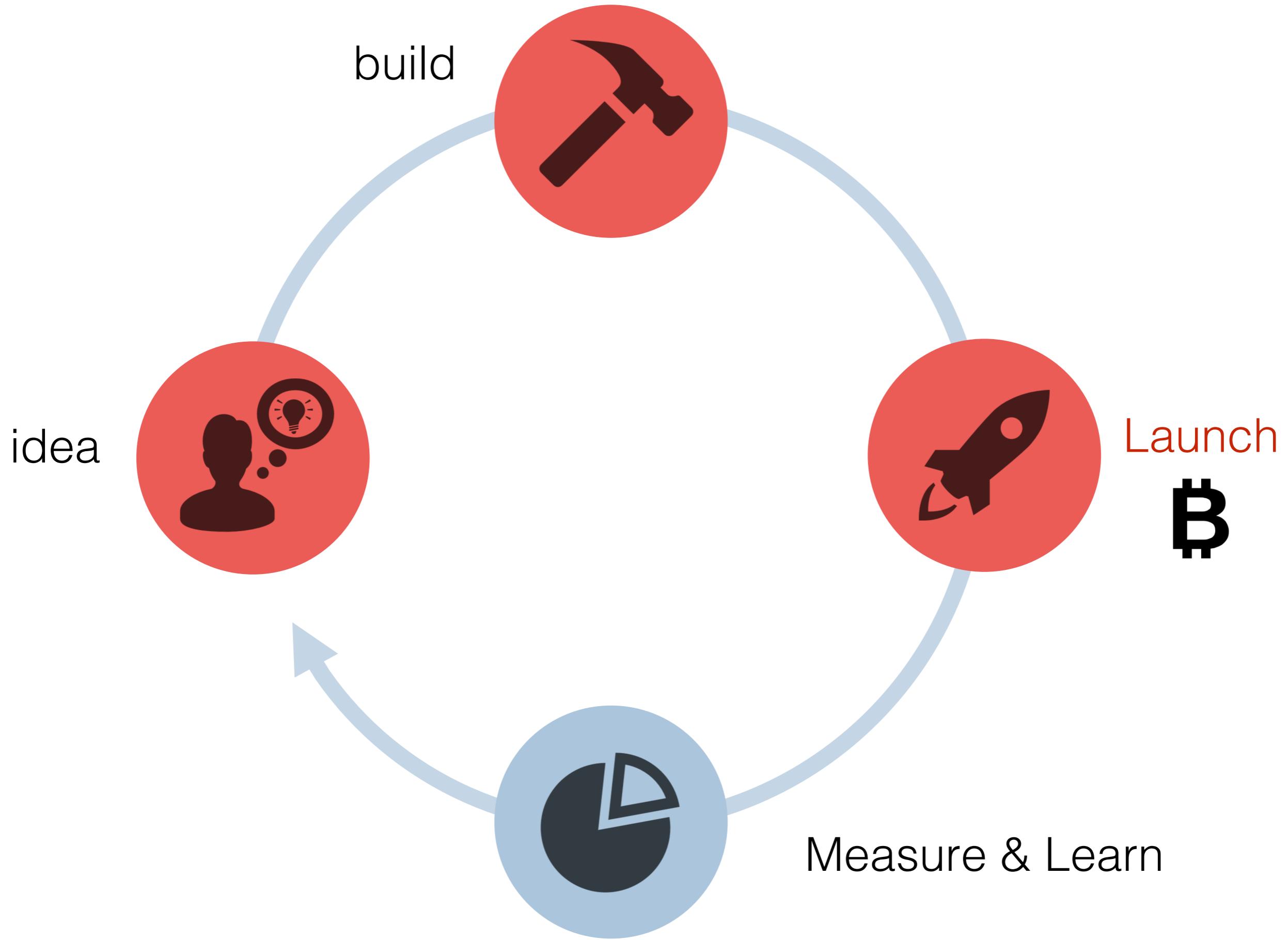
Design Sprint

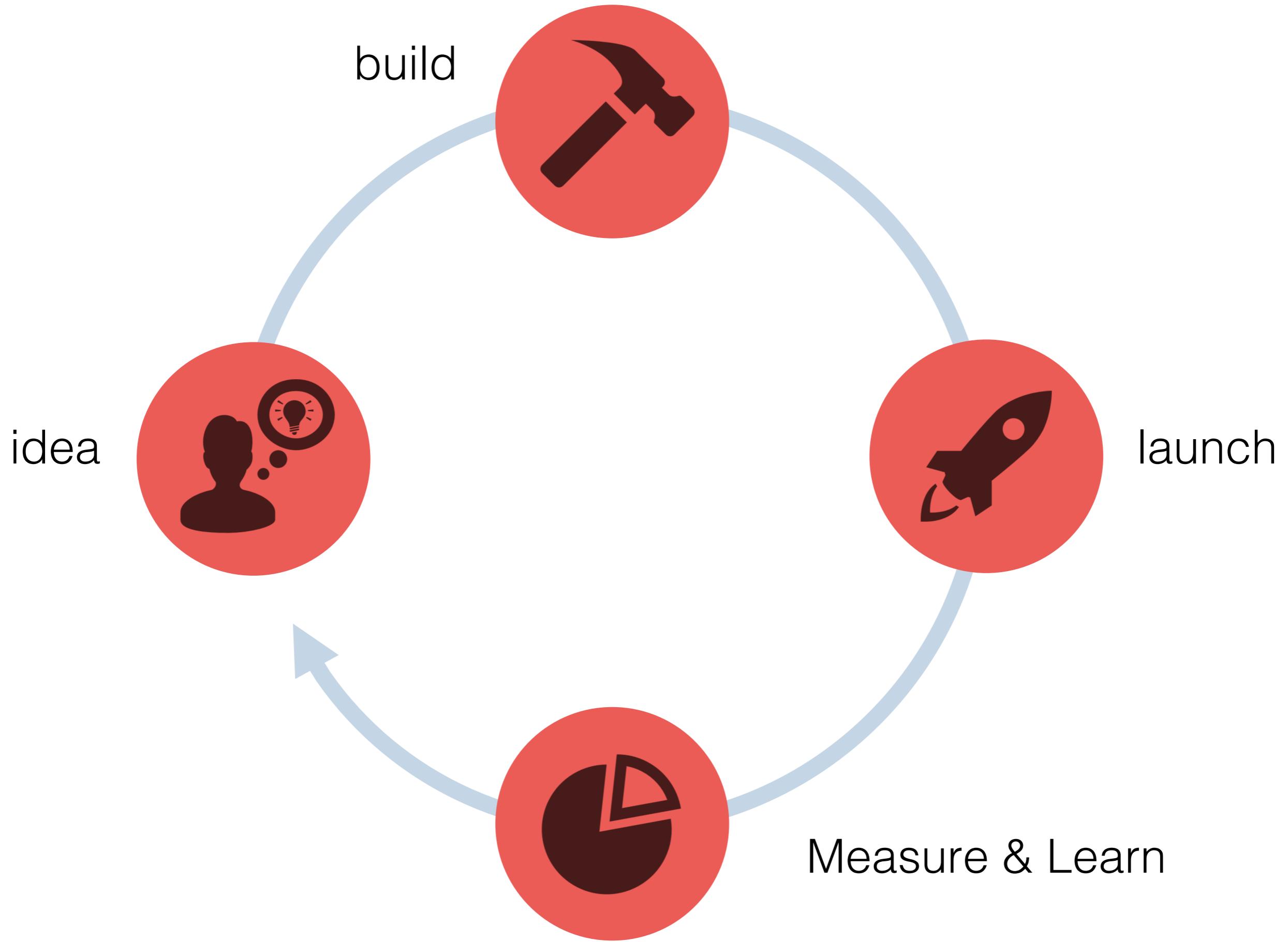


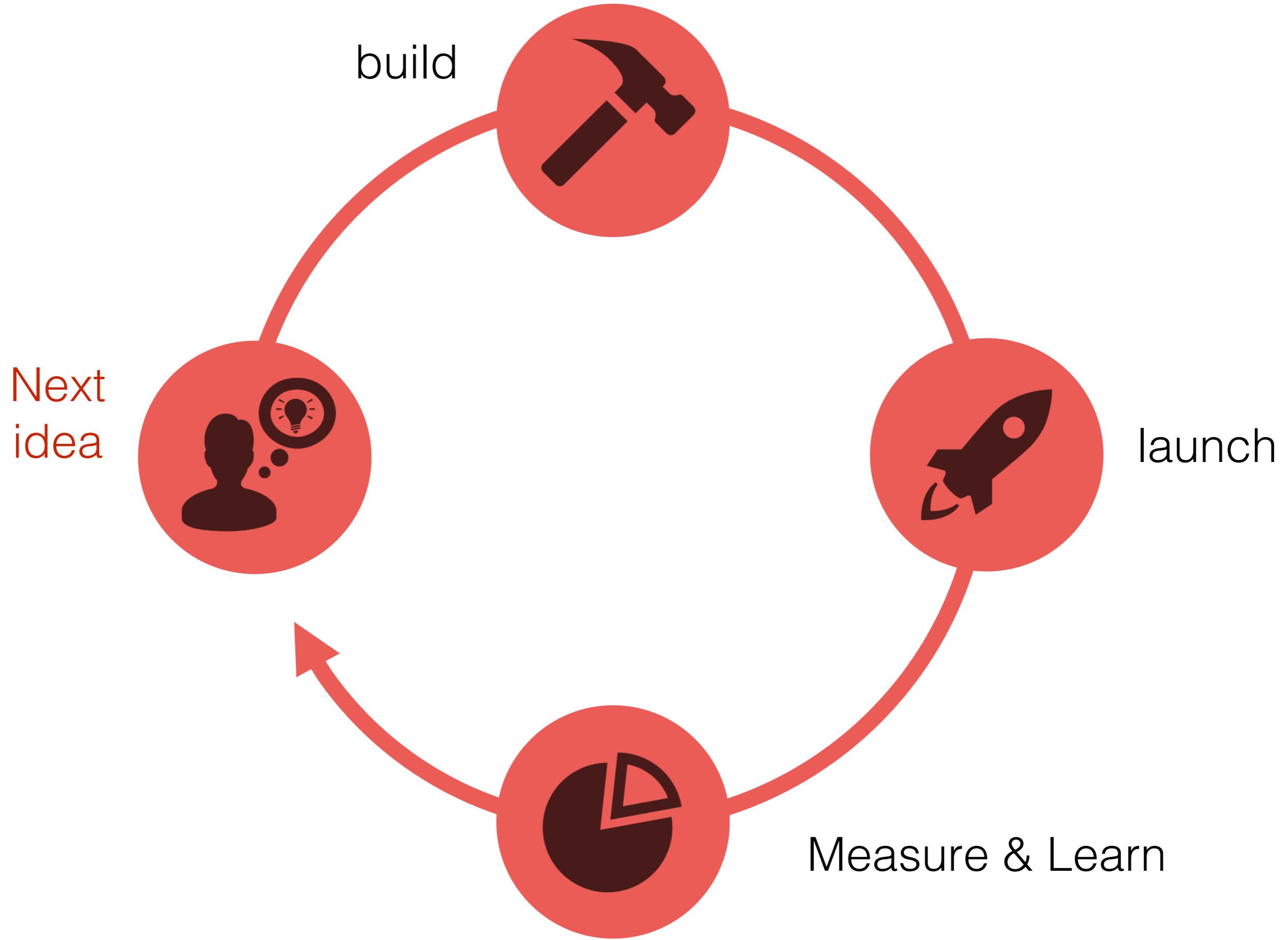


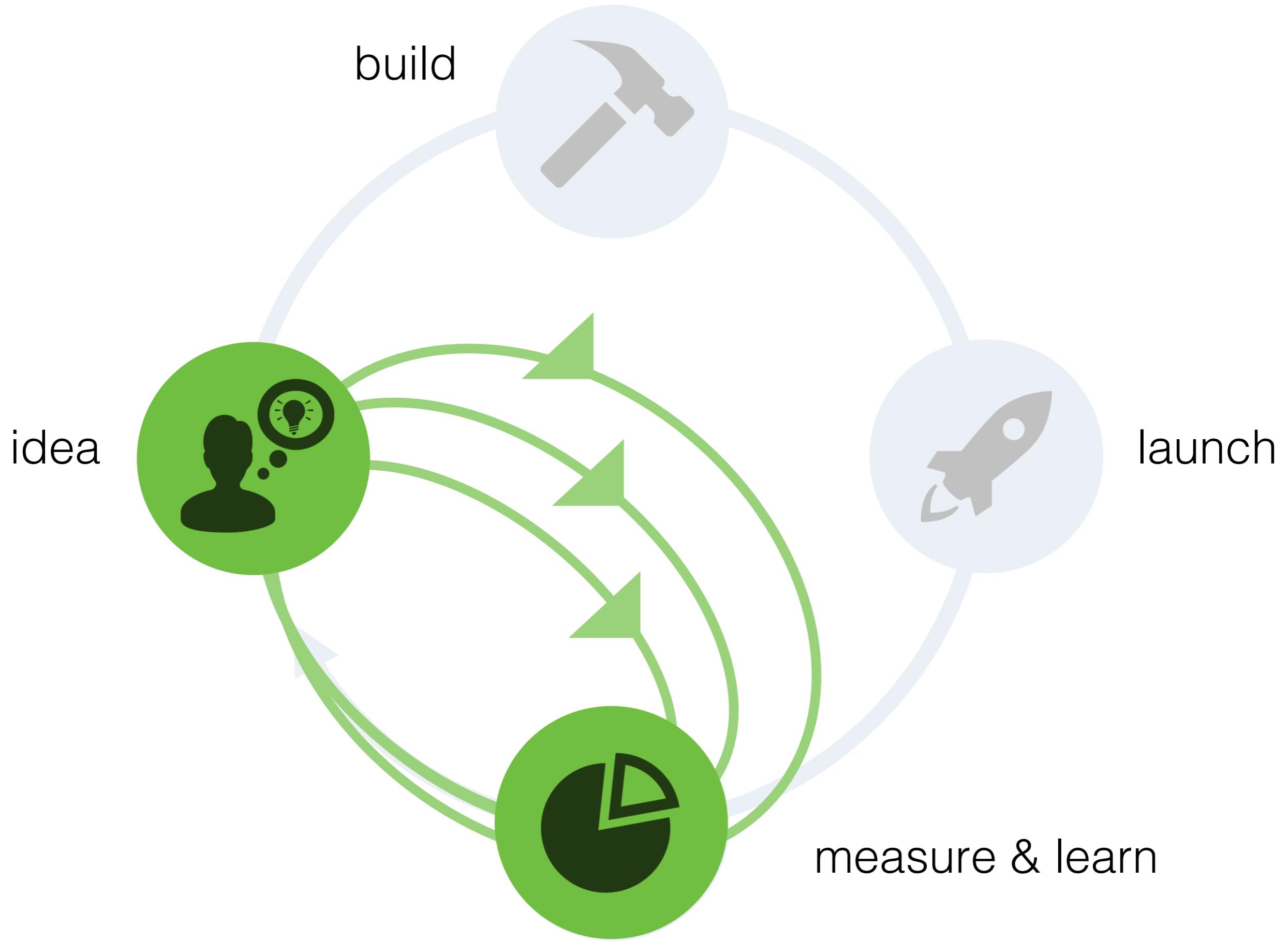






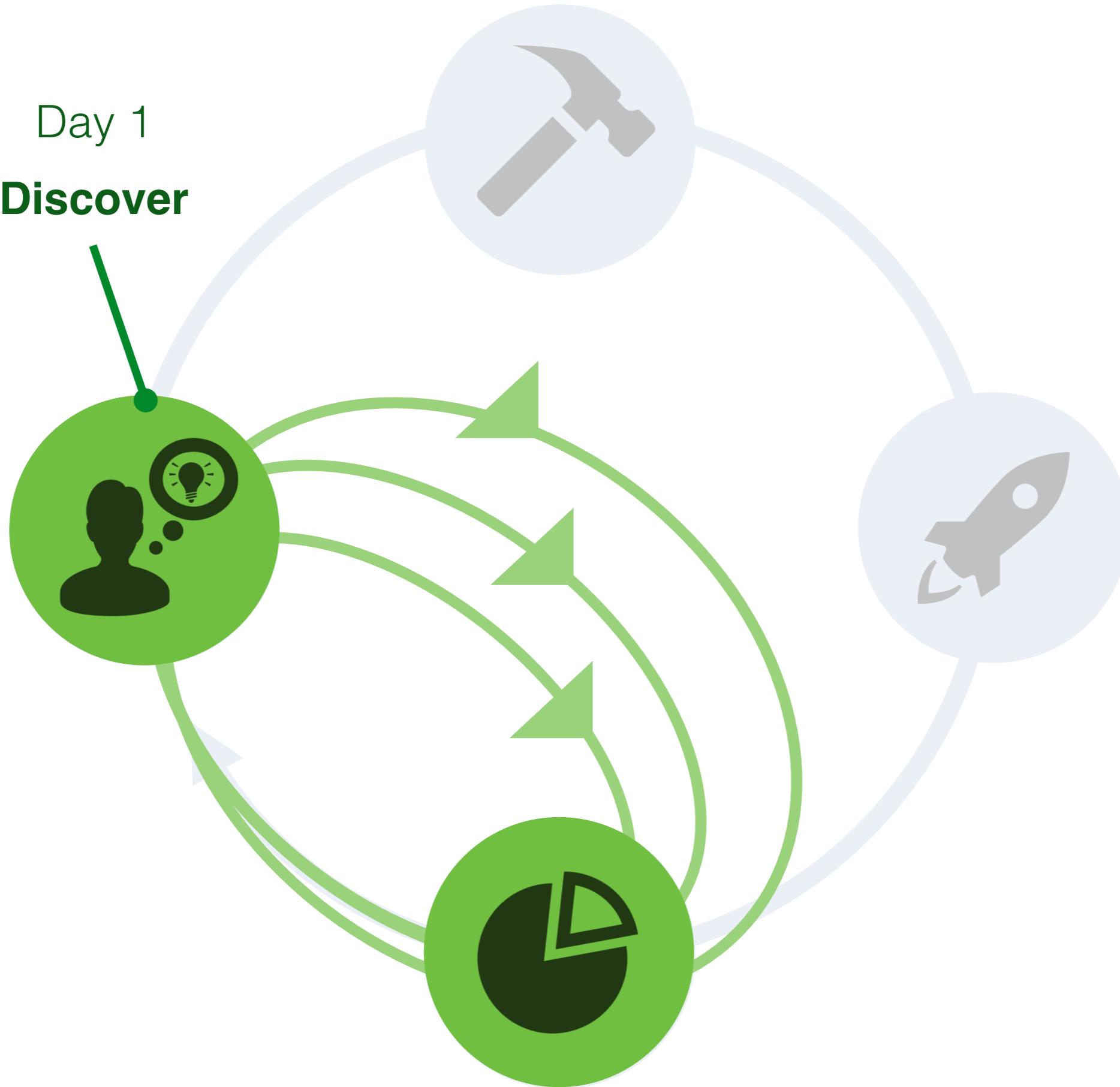






Day 1

Discover





Day 1: Understand Problems of Past & Solution of Future

Business opportunity

CEO or product leader walk through the business opportunity and market

Lightning demos

Look at competitors' products or some one who solve similar problem

Lay it out

Print out all the important screens in your product

Success metrics

Print out all the important screens in your product

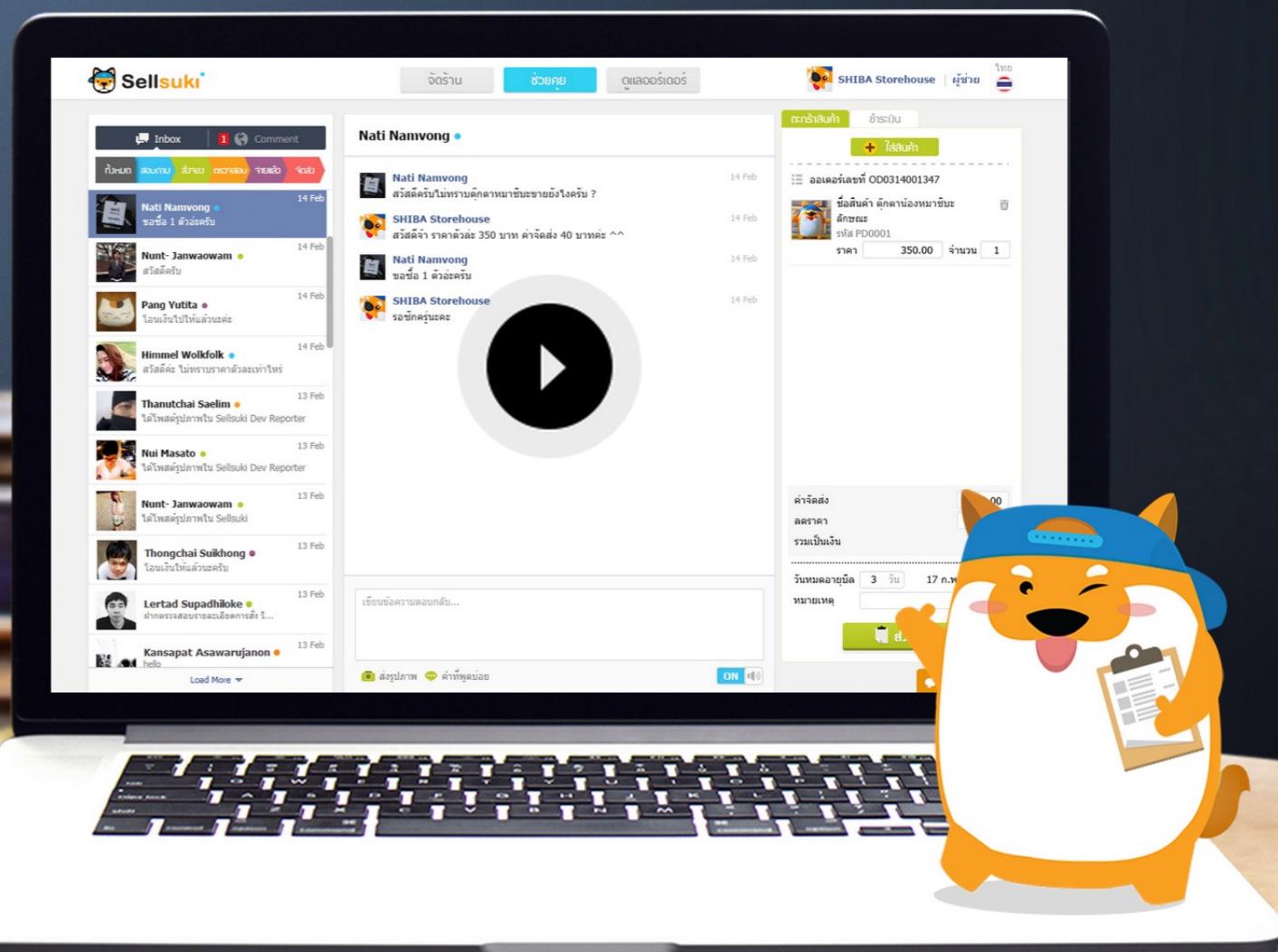
<http://www.dtelepathy.com/ux-metrics>

Existing research

talk about whatever data you do know about your customers

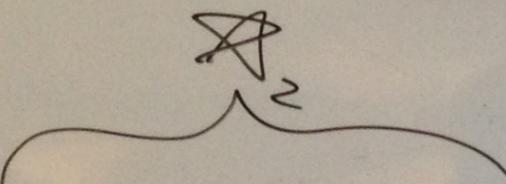
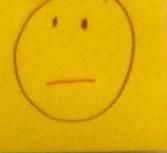
Sellsuki ระบบแอดเซอร์ฟ เพจ facebook ที่ร้านค้าใช้มากที่สุด

ลูกค้ามั่นใจ ร้านค้าสบาย ผู้ช่วยเดียวที่ขัดจัดทุกปัญหาการขายผ่าน Inbox ด้วยการอ่านบิลออนไลน์ผ่านการ Chat ในคลิกเดียว

[เริ่มใช้เลย ฟรี!](#)[ชมวิธีการใช้](#)

The screenshot displays the Sellsuki software interface running on a laptop. On the left, the Facebook inbox shows several messages from users like Nati Namvong, SHIBA Storehouse, and others. In the center, a detailed chat window is open with a user named Nati Namvong, showing a message about a product price. On the right, a product management section shows a product entry for 'SHIBA Storehouse' with details like 'ชื่อสินค้า' (Product Name), 'จำนวน' (Quantity), and 'ราคา' (Price). A large orange dog character, the Sellsuki mascot, is standing on the right side of the laptop, holding a clipboard.

Knowledge sharing
UX Sprint



uch
oint

chat

ເວັບໄນ
(chat)

Add Product
ເພີ້ມເຄື່ອງ
+ insert product

ໃຫ້ Bill
ກ່ອາະ
ແລ້ວ
(ເຫັນເປົ້າ)
ສະໜັບ

ໃຫ້
ກ່ອາະ
ແລ້ວ
ສະໜັບ

ສະໜັບ
ກ່ອາະ
ແລ້ວ
ສະໜັບ

ສະໜັບ
ດ້ວຍ
ກ່ອາະ
ແລ້ວ
ສະໜັບ

Print
tag
ໃຫ້
ກ່ອາະ
ແລ້ວ
ສະໜັບ

ໃຫ້
ກ່ອາະ
ແລ້ວ
EMS

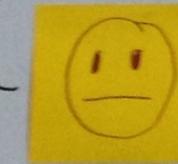
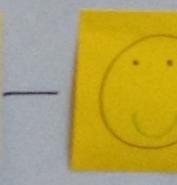
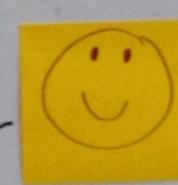
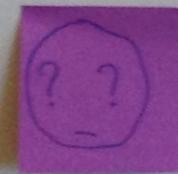
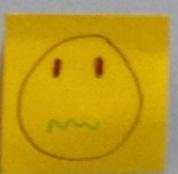
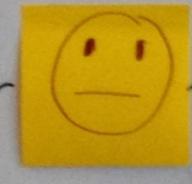
HWW
ເພີ້ມເຄື່ອງ
ເຫັນເປົ້າ
ສະໜັບ

HWW
ເພີ້ມເຄື່ອງ
ເຫັນເປົ້າ
ສະໜັບ

ປັບ
ຮັບໃໝ່
ກ່າວລາຫຼາມ
ເຫັນ
(ຫຼັມຫຼັມຫຼັມ)

HWW
Bill
ໃຫ້
ກ່ອາະ
ແລ້ວ
ສະໜັບ

HWW
ໃຫ້
ກ່ອາະ
ແລ້ວ
ສະໜັບ

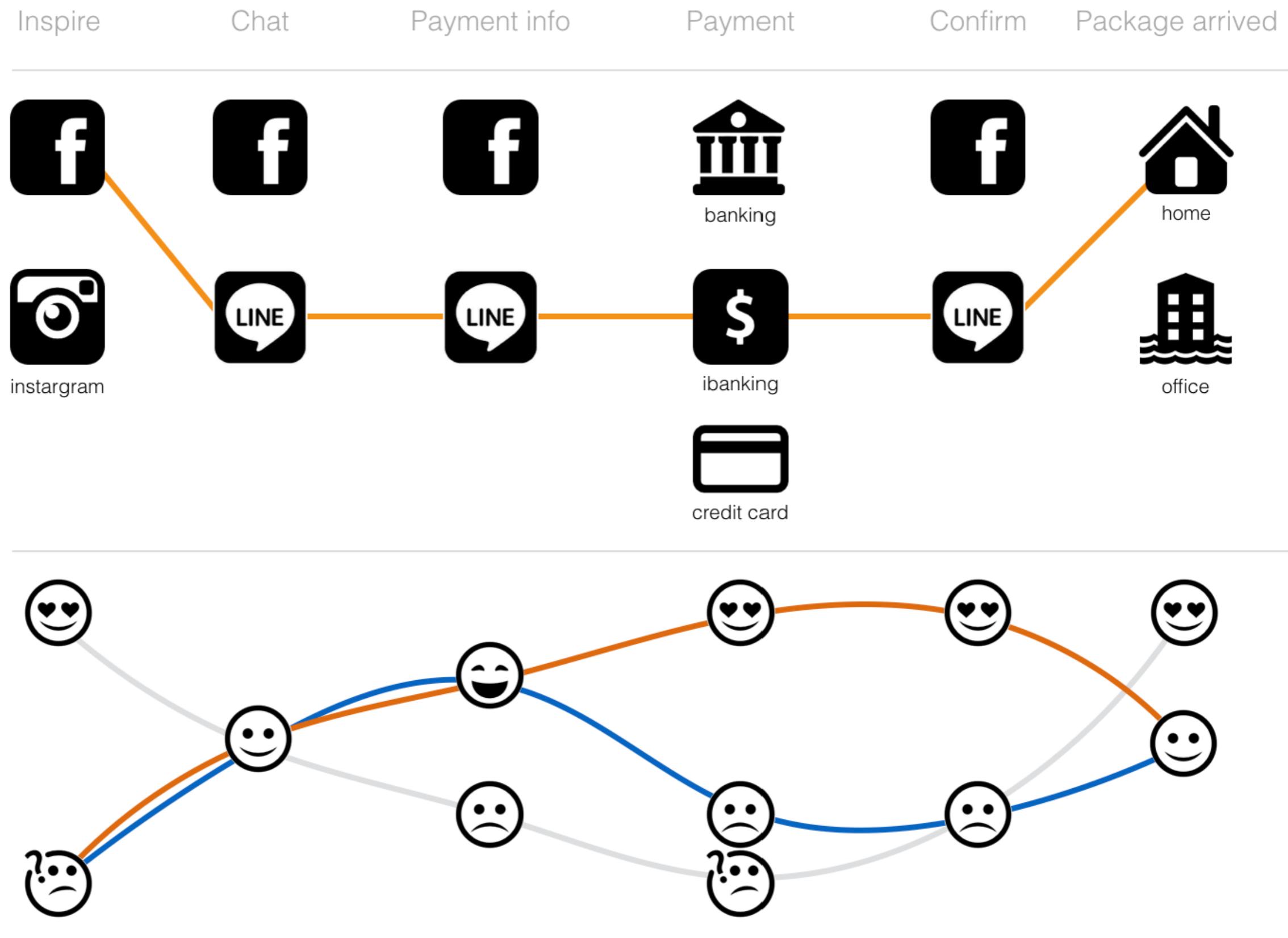


HWW
ໃຫ້
ກ່ອາະ
ແລ້ວ
ສະໜັບ

HWW
ໃຫ້
ກ່ອາະ
ແລ້ວ
ສະໜັບ

Customer & Seller Journey

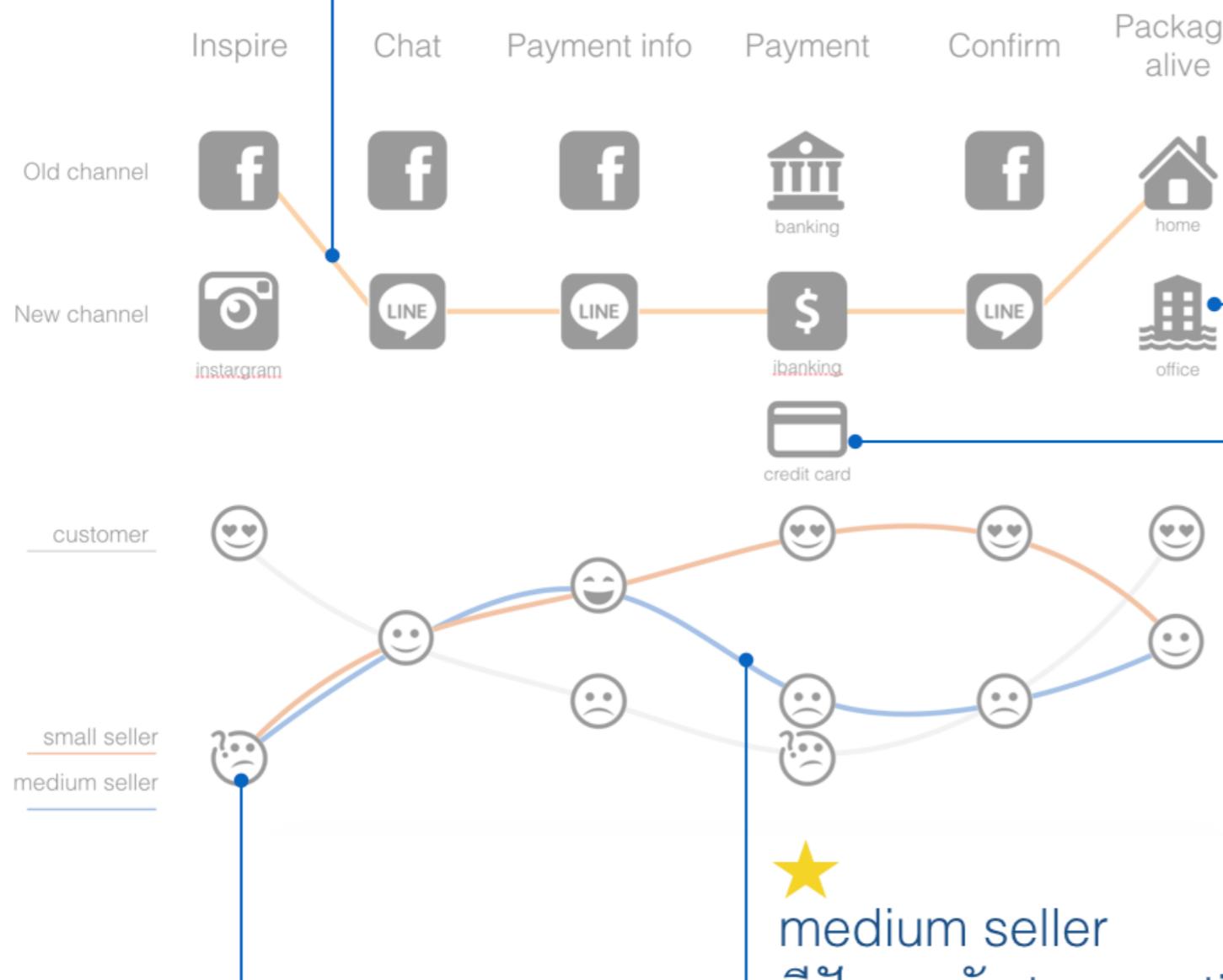
major touch point



Problems



ลูกค้าและแม่ค้า ต้อง share id กับใหม่ เพื่อขาย application



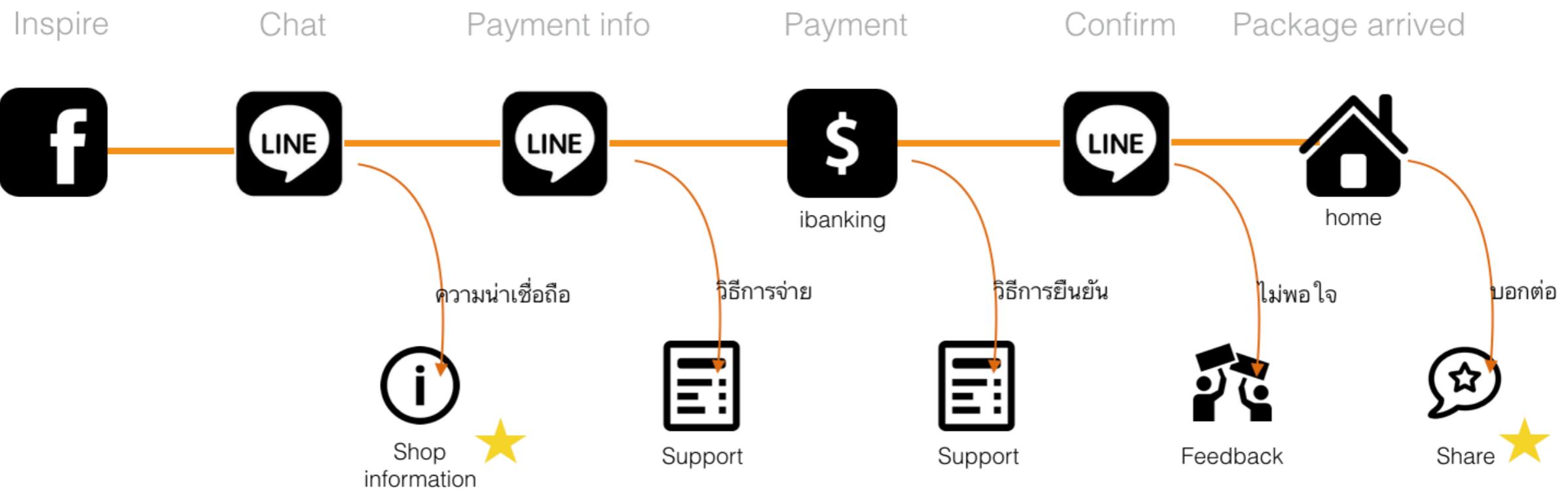
ลูกค้าอยู่ที่ Office แต่รับของที่ Office ได้ยาก

Credit Card จ่ายง่ายกว่า แต่ร้านรับไม่ได้

★
medium seller
มีปัญหากับ transaction ที่เพิ่มขึ้น

แม่ค้าติดต่อลูกค้าได้ยาก ทำได้แค่รอ

Customer & Seller Journey minor touch point



ลดภาระของการตอบ



เพิ่มโอกาสในการขาย



พนับปัญหาของระบบ





experience

จ า ท า น า m
ni c h
Sellsuki

มีบุคคลที่สนใจดูแล
- พัฒนาไป

- เจ้าของร้าน
- สังคม
- ลูกค้า
- ชุมชน community
ก ล บ ช ร ะ น า น ก ร ะ ช ย ล บ
- พัฒนาต่อ

- หมายเหตุพิเศษ

- สังคม
- ชุมชน

เดือนธันวาคม
ที่ทำให้เราดูแล
ผู้คนอย่างดี

ผู้คนดูแลเราได้
ดูดี ร ะ น า น ก ร ะ

ผู้รับวิธี
~~ผู้รับวิธี~~

ชีวิตดี

ผู้คน

ผู้คนดี

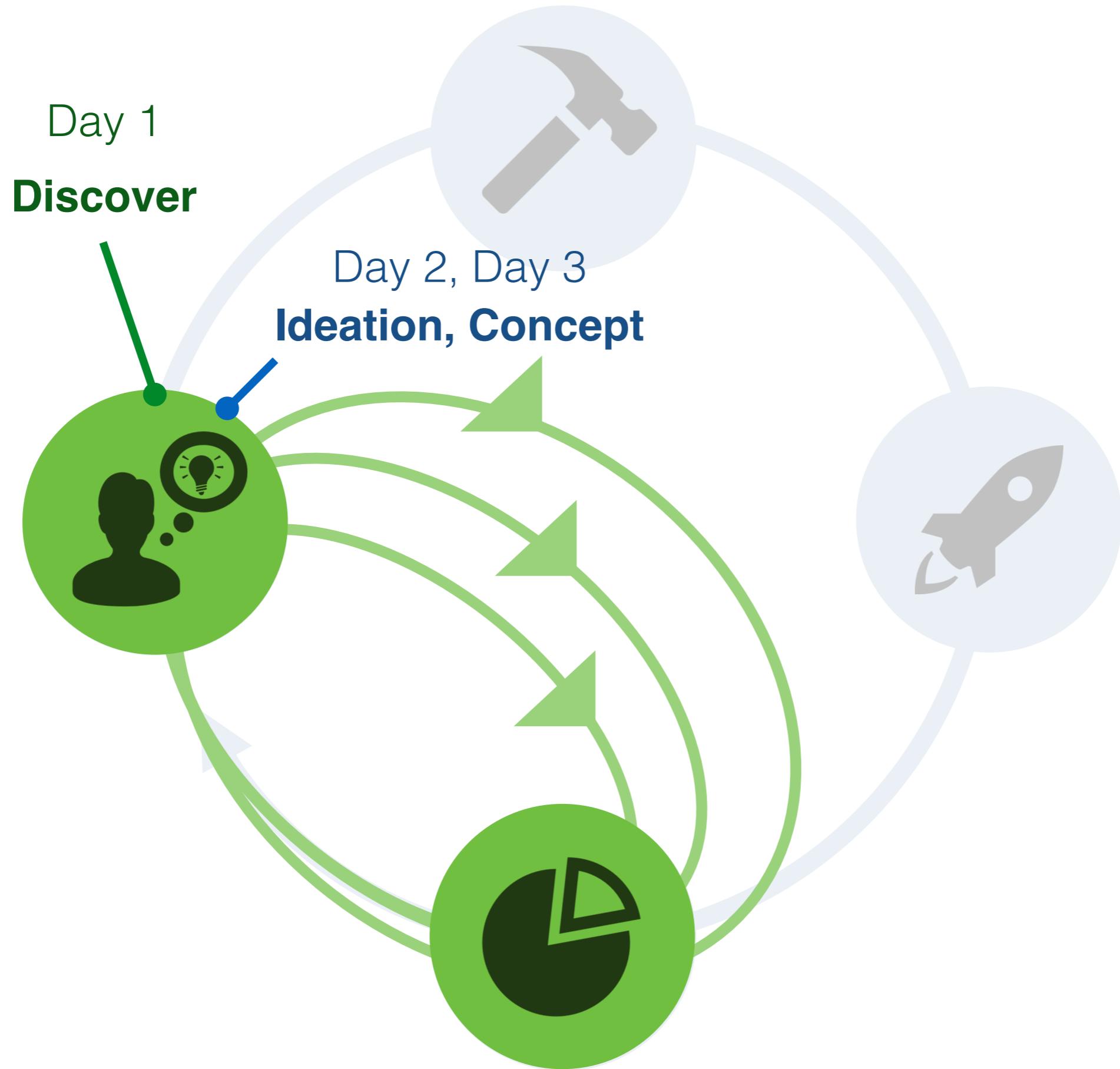
ผู้คนดูแล
ผู้คนดี

experience

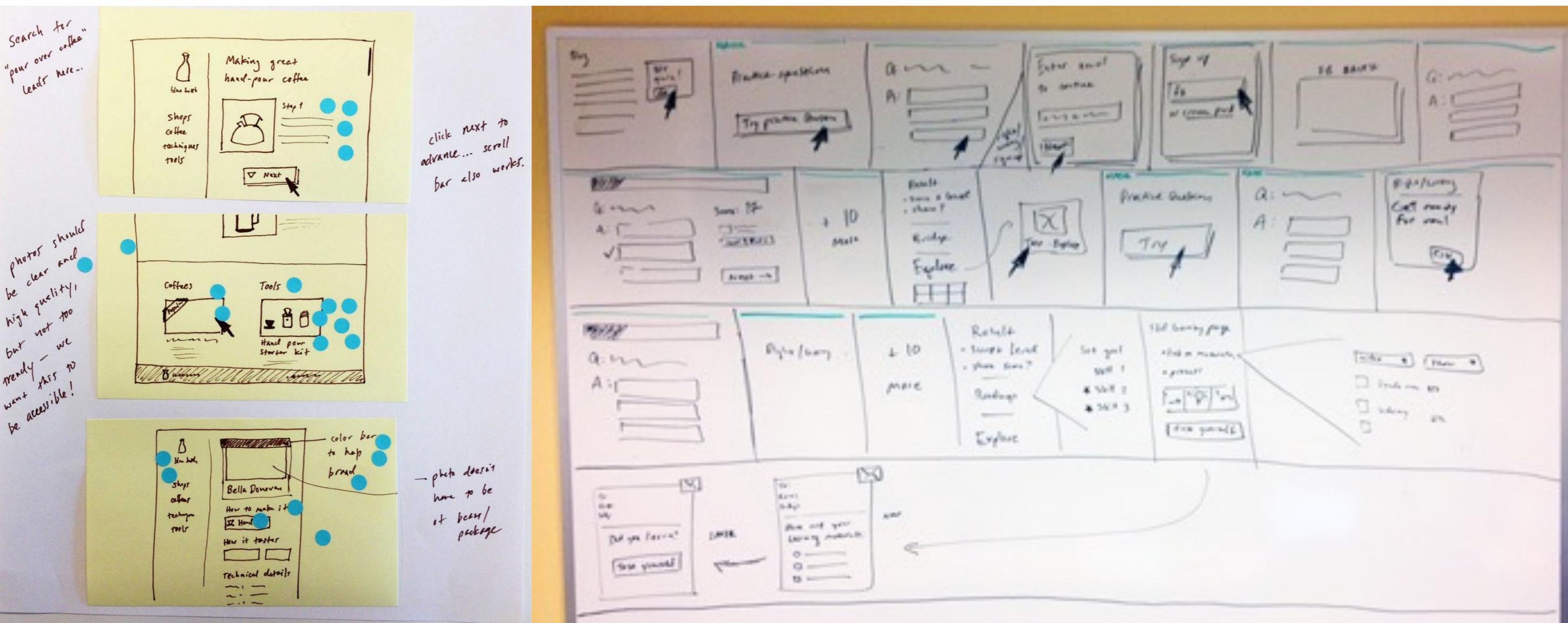
Why: sellsuki เชื่อว่าพวกร้านสามารถทำให้ธุรกิจ e-commerce ที่ดีกว่านี้ได้

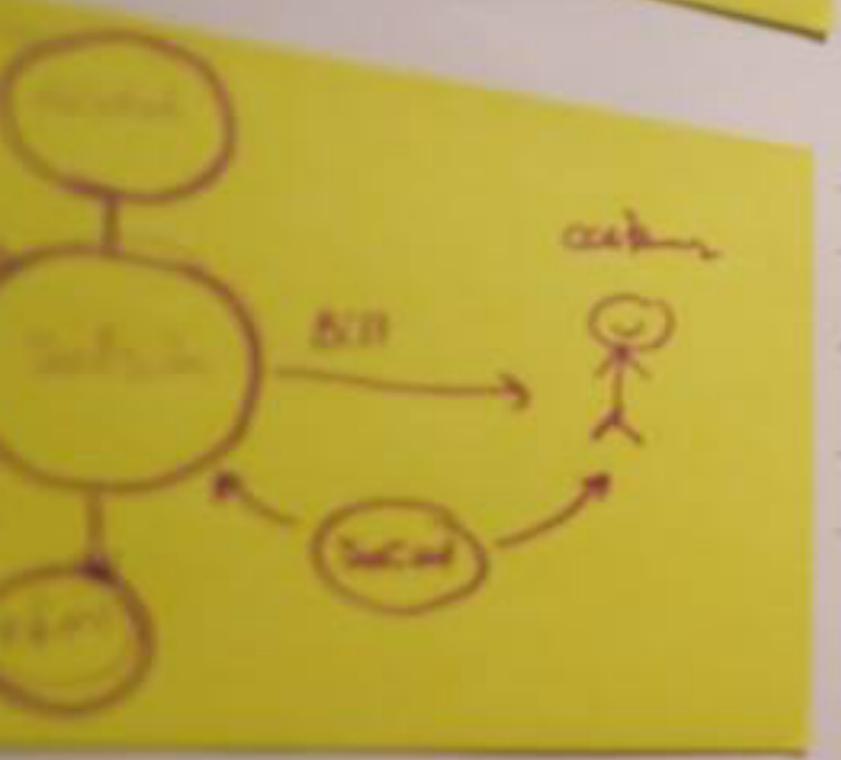
How: ทำให้แม่ค้าและลูกค้าสื่อสารกันได้สะดวกขึ้น

What: sellsuki ทำระบบจัดการ chat ของ facebook ให้หมายความกับคนค้าขาย และทำให้ลูกค้าเข้าใจ order ที่คุณขายจัดการให้อย่างรวดเร็ว จัดระเบียบการดูแล order ให้แม่ค้า



Day 2 - Day 3: Generate solution





గొప్పాన్ని నొమ్మించి
ఉసు తోటకి (ఫోటో text
ప్రశ్న) గొప్పాన్ని నొమ్మించి



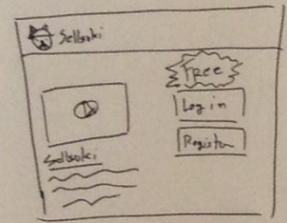
Madonna & Sugababes

Gorillaz

Electronic Rock

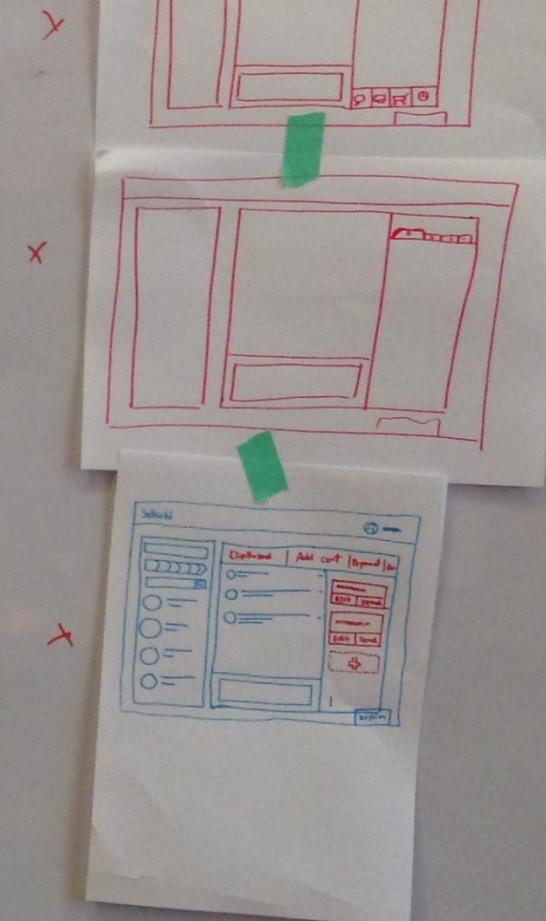
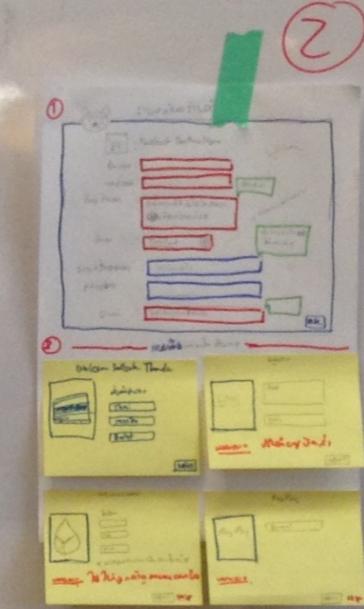
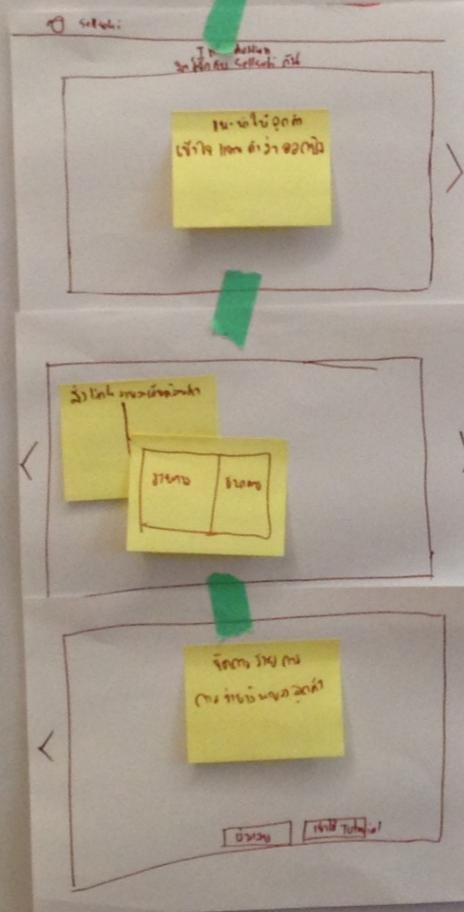
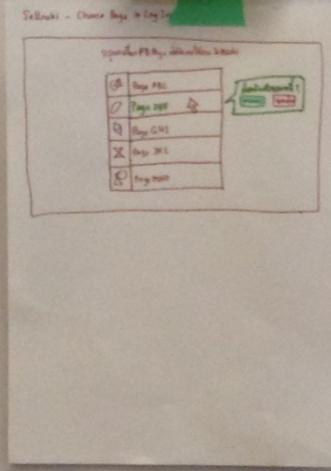


2



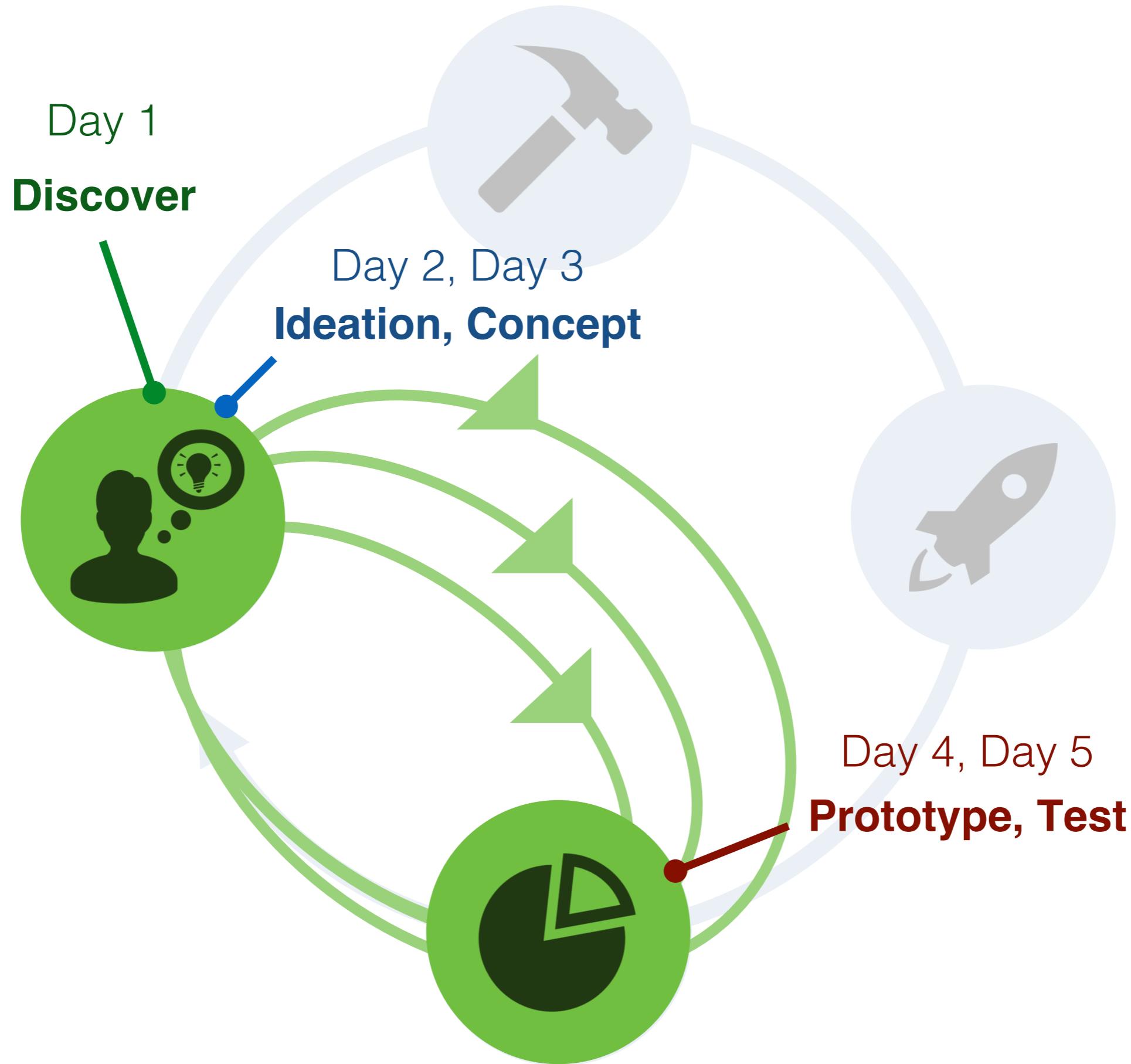
FB Login

①	Page 1	Page 2
	Page 3	Page 4
	Page 5	
	Page 6	



What sellsuki want to change

หลังจากทำ Usability Test ทีม sellsuki ตัดสินใจทุ่มพลังในการปรับรูปแบบการสมัครสมาชิก
แทนการเพิ่ม Feature







Day 4 - Day 5: Generate solution



P1	WORKING AT COFFEE STARTUP TRUSTS WORD-OF-MOUTH STARBUCKS HATER STRONG OPINIONS (NOT ALWAYS RIGHT)	TOOLS > TOOLS / METHODS IMPROVING FLAVORS WORKED TOOLS CONFUSING (TOP ROW) DIDN'T QUITE UNDERSTAND WHAT YOU DIDN'T GET A STORY	CONFUSED BY WORDS PHOTOS + LABELS WORKED BETTER THOUGH "COFFEE FREQUENTLY" WAS FUN TO WRITE SEPARATE TO SITE EXERCISED FILTERS TO STACK SO RATHER SELECT SMALL BUSINESSES	THESE PEOPLE KNOW WHERE SMALL LOCAL SHOP THIS IS A SITE FOR SELLING DIDN'T UNDERSTAND SELL DEAL WITH WORDS FINER LIVED POWERS NOT CHECKED AS EASY — IT'S DOUBLE-UPPED TO
P2	ROASTS AT HOME MANAGED STARBUCKS/PEPSI KNOWS HIS COFFEE TUNED IN TO WHERE COFFEE IS GROWN (3 AREAS)	LIKES FILTER — LIKED FILTER BY TECHNIQUE DISLIKES SODA (NO FILTER) AND POUR OVER WONDERING ABOUT SHIPPING — NOT CLEAR DIDN'T HAVE ENOUGH INFO TO MAKE AN IMPRESSION (NO STORY)	DISCLOSED HOW TO CLICK TO LEARN MORE (UNDER THE COFFEE LATER)	LIKED THE LAKE/FILTERS/GRINDS FOR ROAST BROWSING LIKED THE LAKE/FILTERS/GRINDS FOR ROAST BROWSING "IT'S GOOD FOR PEOPLE THAT WANTED TO REMOVE IT LIKED FRESH ROASTED"
P3	NEVER BOUGHT FOOD ONLINE BLUE MOUNTAIN BUYS AT WHOLE FOODS	NEVER BOUGHT FOOD ONLINE MISSING HAVING A STORY CONFUSED ABOUT HOW FILTER WAS WORKING WANTED MORE INFO — LOCATION	LOOKING GLASS	EXCITED ABOUT STORY LIKED TECHNIQUE THIS LIKED STORY TO LEARN THOUGHT PAGE: "HOMIE IS MISSING FROM THIS PAGE" COULDNT FIND SHIPPING COST LIKED GEOGRAPHIC INFO — WAS ONLY LITTLE IN PRODUCT TABLE POSITIVE ABOUT SUBSCRIPTION
P4	VERY INTO CRAFT FOOD, COFFEE, BEER, ETC. GUARDED — NEEDS HELP TO TRUST GOOD COFFEE: NOT TOO DARK, BRIGHT PICKING COFFEE: "HIT OR MISS" MISSING ROAST LEVEL PREFERS SMALL QUANTITY	POTTING SHED VISUAL STYLE (PAPER BAG) TECHNIQUES — VERY IMPORTANT THEY'RE SERIOUS ABT COFFEE (SIPHON WAS SIGNAL) MISSING ROAST LEVEL TONES ARE ARBITRARY	LOOKING GLASS PROCESS STEPS SUBSCRIPTION: GOOD IDEA TWO COFFEES LOOK THE SAME MISSING "ROAST TO ORDER" - IMPORTANT TO HIM FREE SHIPPING MISSING CLARITY ON SUBSCRIPTION TERM (date, duration, cancellation) PHOTOS & VISUAL STYLE IDEA: SCOPED SUBSCRIPTION IDEA: MAKE MORE VISIBLE ART COFFEE	



telescopecoffee.com

Telescope Coffee Cafes Coffees Techniques Tools About

Telescope Coffee

In the late 1600s, the Turkish army swept across much of Eastern and Central Europe, arriving at Vienna in 1683. Besieged and desperate, the Viennese needed an emissary who could pass through Turkish lines to get a message to the nearby Polish troops. Franz George Kolschitzky, who spoke Turkish and Arabic, took on the assignment disguised in a Turkish uniform. Read the rest of our story.

Explore coffees BY TECHNIQUE Explore coffees BY FLAVOR

Drip coffee Citrus

www.pottingshedcoffee.com

POTTING SHED COFFEE

Login Wholesale Contact Shopping Bag

Coffees Tools Techniques Locations Our Story

We can help you choose

What technique do you use?

- Drip
- Espresso
- French Press
- Moka Pot
- Siphon

Which tones do you prefer?

POTTING SHED

Southwest Blend
Floral, citrus, fruit, surprising
Best techniques: drip, french press, or siphon

Happy Cloud Blend
Earthy, chocolate, comforting
Best techniques: drip, french press, or siphon

Dapper Espresso
Light, berries, citrus
Best techniques: espresso or moka pot

SINGLE ORIGIN

Kenya \$24 16oz

Brazil \$22 16oz

Costa Rica \$40 16oz

lindenalley.com

Linden Alley Coffee

HOW DO YOU BREW?

MOKA POT **CHEMEX** **FRENCH PRESS** **DRIP** **ESPRESSO**

LOOKING FOR SOMETHING?

BRIGHT
FLORAL
CHOCOLATEY
EARTHY

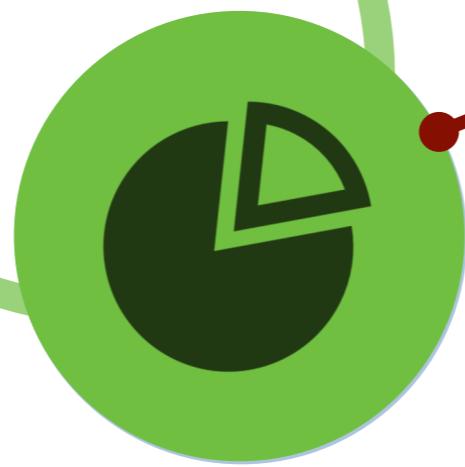
Day 1

Discover



Day 2, Day 3

Ideation, Concept



Day 4, Day 5

Prototype, Test

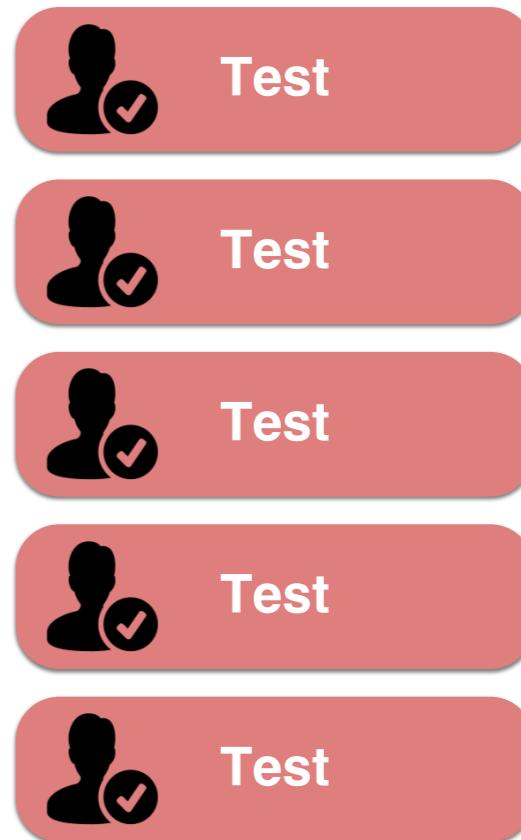
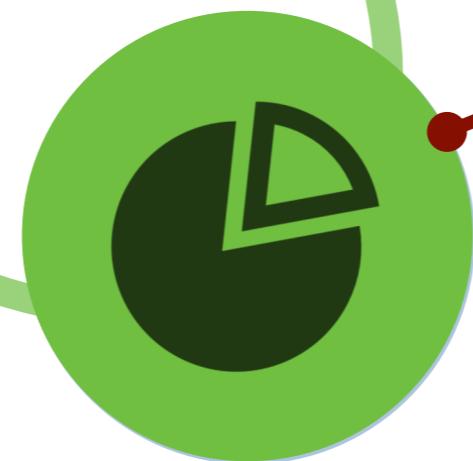
Nothing motivating than
a looming **deadline !!!**

Day 1

Discover

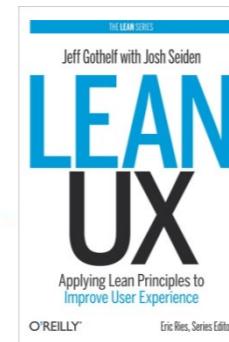


Day 2, Day 3
Ideation, Concept



Day 4, Day 5
Prototype, Test

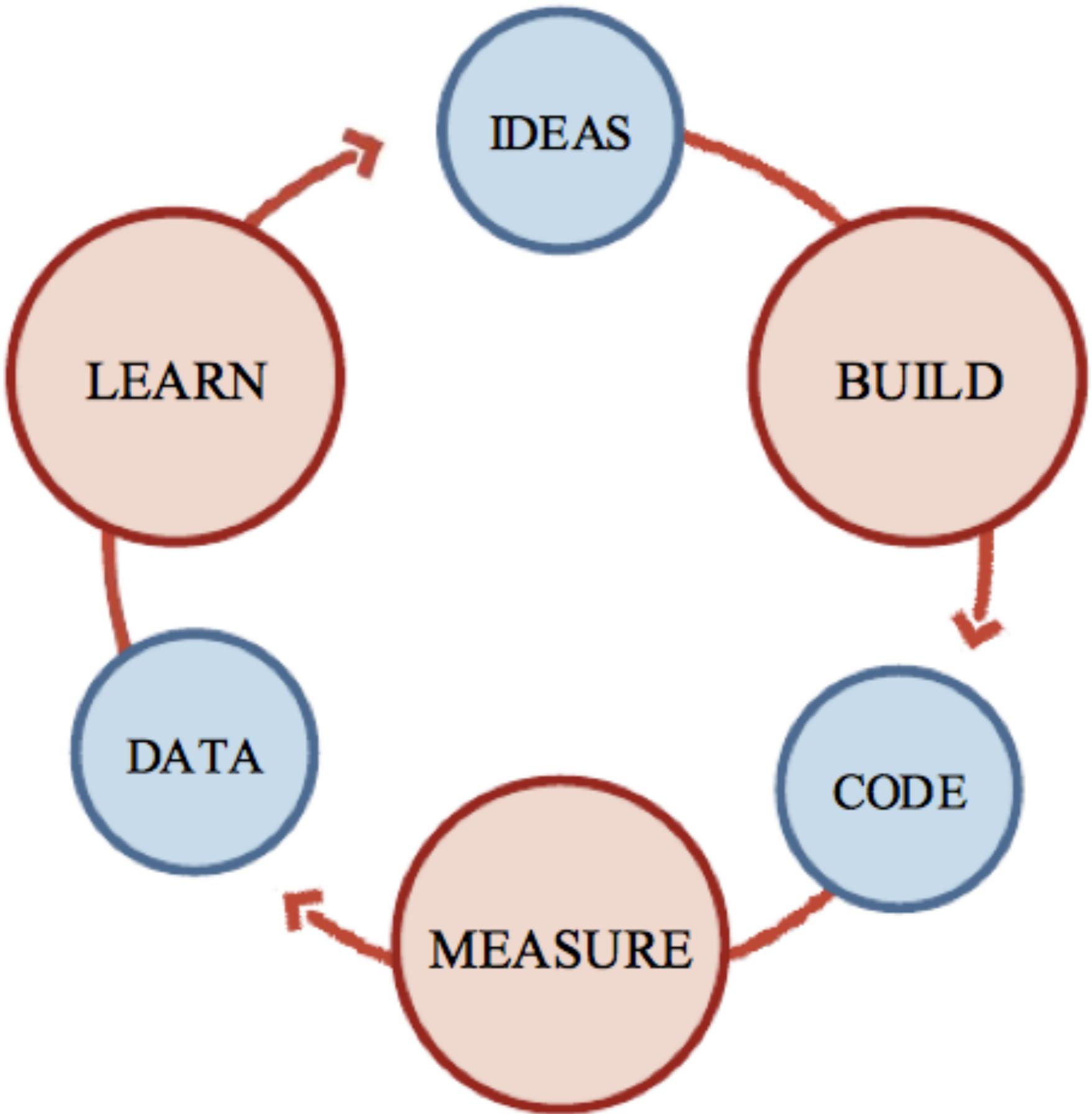
Lean UX



Jeff Gothelf with Josh Seiden

A close-up photograph of a woman's midsection. She is wearing a black tank top and black pants. A green measuring tape is wrapped horizontally around her waist, just above her belly button. The tape has white markings and numbers visible on its edge. The background is plain white.

Lean UX



MVP

minimum viable product

HOW NOT TO BUILD A MINIMUM VIABLE PRODUCT



1



2



3



4

ALSO HOW NOT TO BUILD A MINIMUM VIABLE PRODUCT



1



2

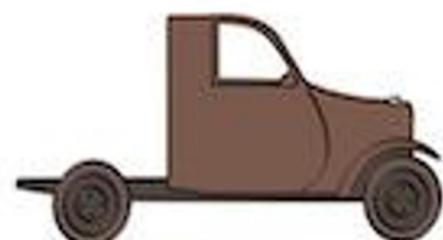


3

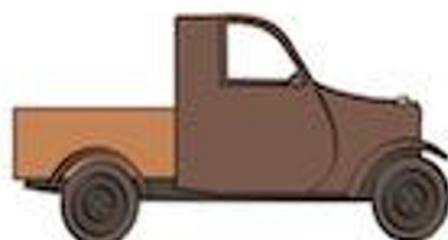


4

HOW TO BUILD A MINIMUM VIABLE PRODUCT



1



2



3



4

ເລື່ອໂຈໂກ ກິນ ຂຶ້ນ ເທື່ວາ

www.ensogo.co.th

ປະເທດໄທ - (662) 630 5000 | ຕິດຕໍ່ເຮົາ

Like 1m | ເຂົ້າສູ່ຮ່ວມນັ້ນ | ຖະກັນຂອງນັ້ນ | ຖະກັນຂອງນັ້ນ

APIRAK

ensogo®

NEW! OUTLETS

ທ່ອງເຫື່ວ | ອາຫາຣ ເຄື່ອງດື່ມ | ຄວາມຈານ | ສຸຂພາພ | ກິຈກຽມ | ກາຣບິກກຣ | ສິນຄ້າ

ຄໍາຄັນຫຍາຍອດຍີດ | ກະເປົາ | ອາຫາຣ | ພັກຍາ

TR5 DIETARY SUPPLEMENT PRODUCT

5 RY ENT PROJCT

Arginine, Chelate, id Chelate

OOD HEALTH

ສ່າງຄັດດັງຈວາ

CORDYCEPS EXTRACT

฿ 590

฿ 220

Square ONE restaurant @ Dusit Princess Srinakarin Hotel, ສຽນຄຣິນທີ

฿ 590

The One Clinic (Dual Yellow), 2 ສາຊາ

฿ 2,499

ໃຫ້ໄດ້ກັນທີ

฿ 2,499

Madison & Co nyc

Madison & Co Luxor Collection – Bed Sheet Set

฿ 1,118

฿ 1,118

Siang Ping Loh Chinese Restaurant@Grand China

฿ 599

฿ 220

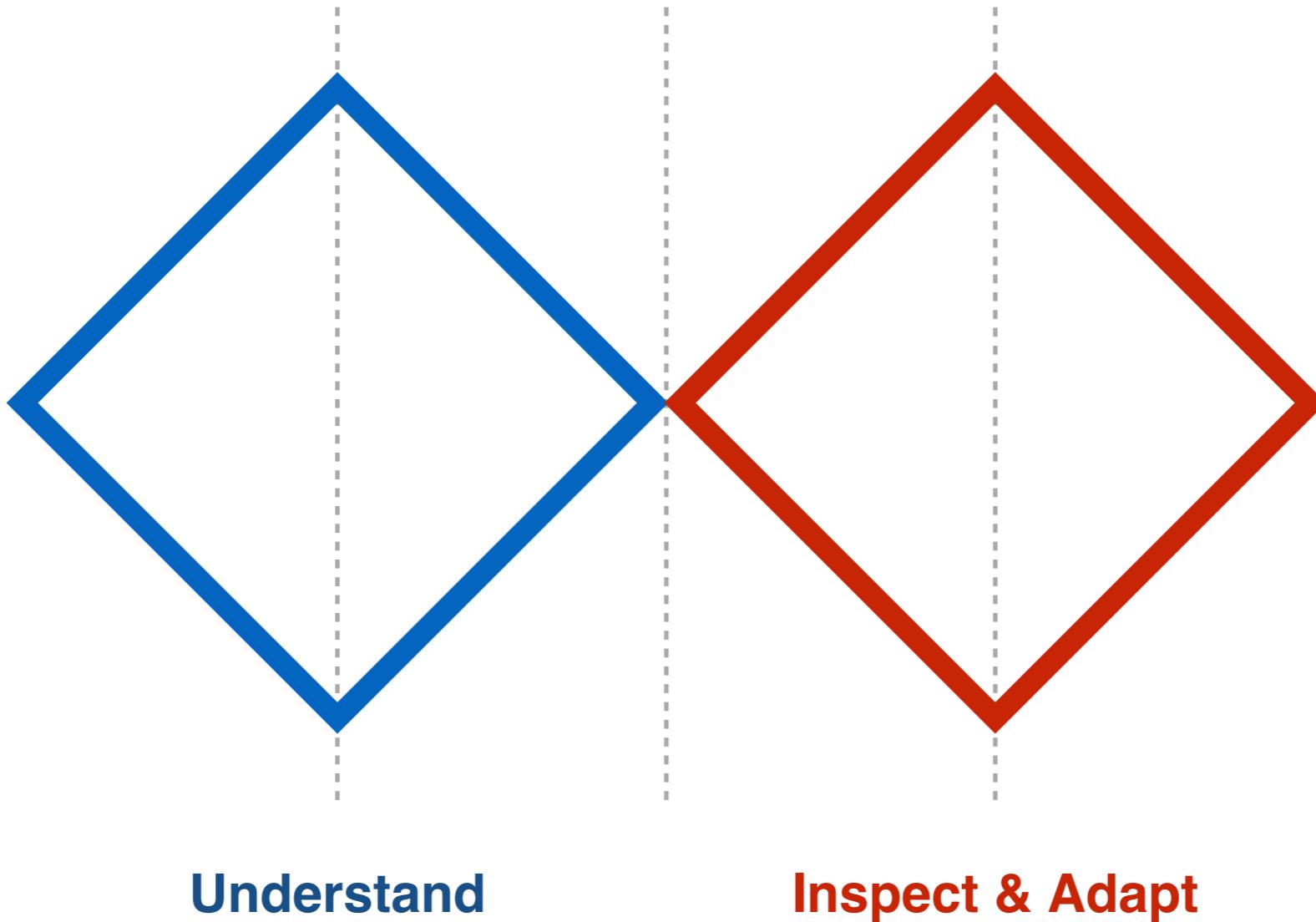
ດີລເດັ່ນວັນນີ້ ດີລຍືດ

Waiting for bam.nr-data.net...

Design Thinking

Design Sprint

Lean UX



UX Design

Set Long term goal

Why are we doing this project ? Where do we want to be six months, a year, or even five year from now ?



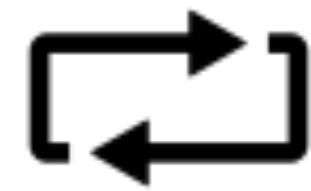
User



Journey



Product



Kaizen

Commit ความตั้งใจที่เกิดขึ้น

สิ่งภายนอกที่เกิดขึ้น

See

ตัดเก็บใส่สมุดดีกว่า

ถ้าคนเยอะจะไม่มา

วันหลังต้องเอาบัตรมา

ของใช้ไม่เน้น Brand

ดิวยา

ของลดราคา
หมด!

ไม่ได้อาบัตรมา

สนุก

อาย

ตัดกระดาษลดราคา

ขอบัตรพนักงาน

รู้สึกคุ้ม

ตัวเองมีประโยชน์

รู้สึกเสียเวลา

หาແດວສັນ ຖ
ຂອງນ້ອຍ ຖ

ขอบัตร
คนขาย ບ

Feel สิ่งที่เกิดขึ้นในใจ

สิ่งที่ทำ Do





Interview

Generate questions

5:00

- Abstract up one level
- Focus on procedure, not outcomes
- Focus on present not future

“ชอบซื้อตัวหนังจากเครื่องอัตโนมัติหรือจากคน”



“ช่วยเล่าเวลาที่ซื้อตัวหนังล่าสุดให้ฟังหน่อย”

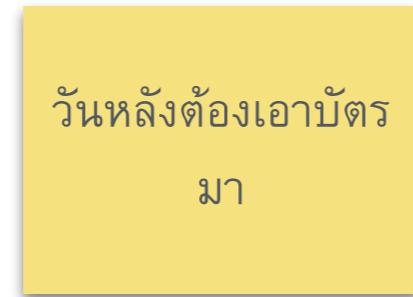


10:00

Interview

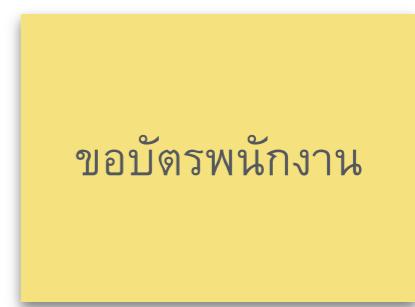
Commit

5:01



See, Hear

คิวยาว

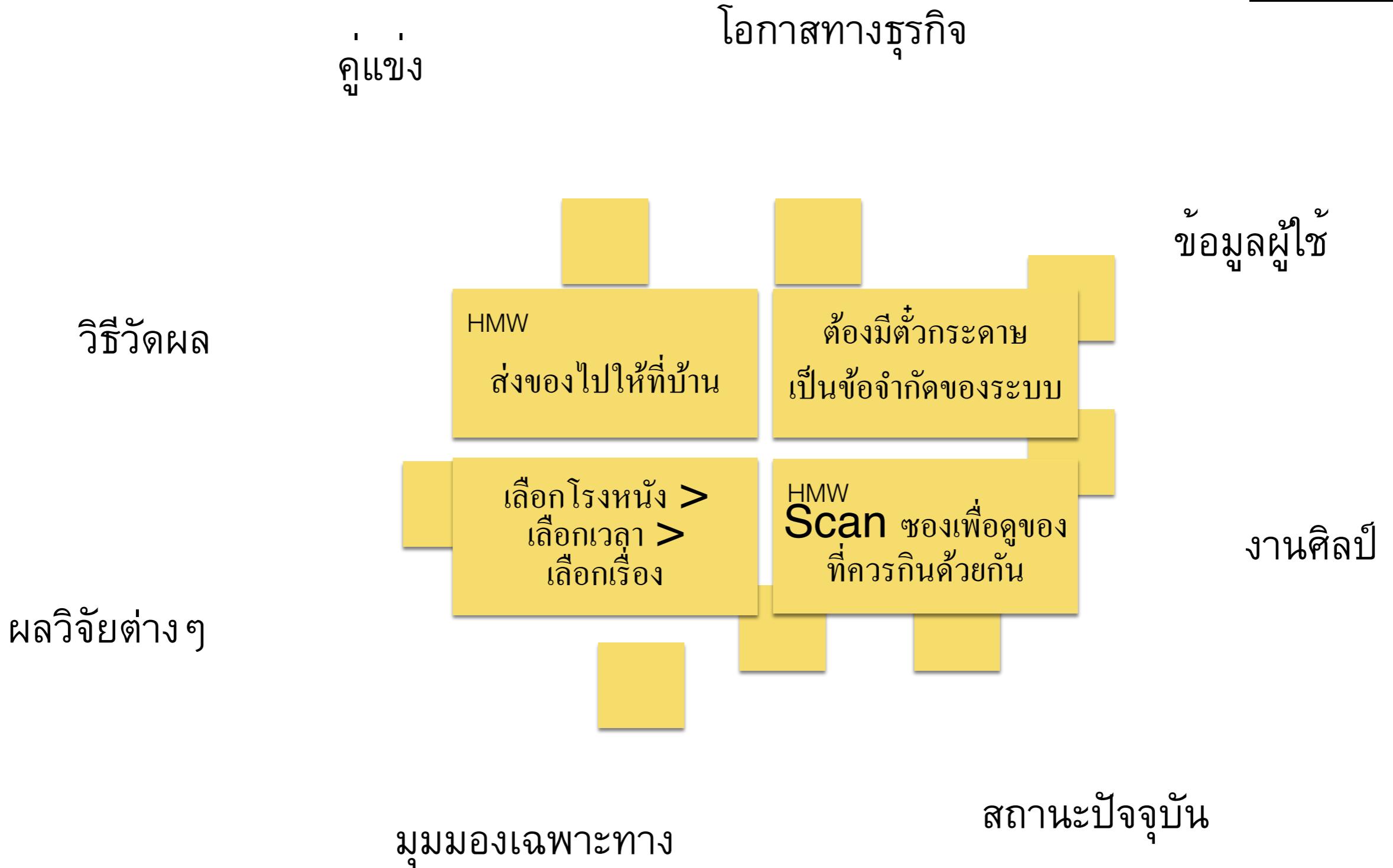


Feeling

Do, Say

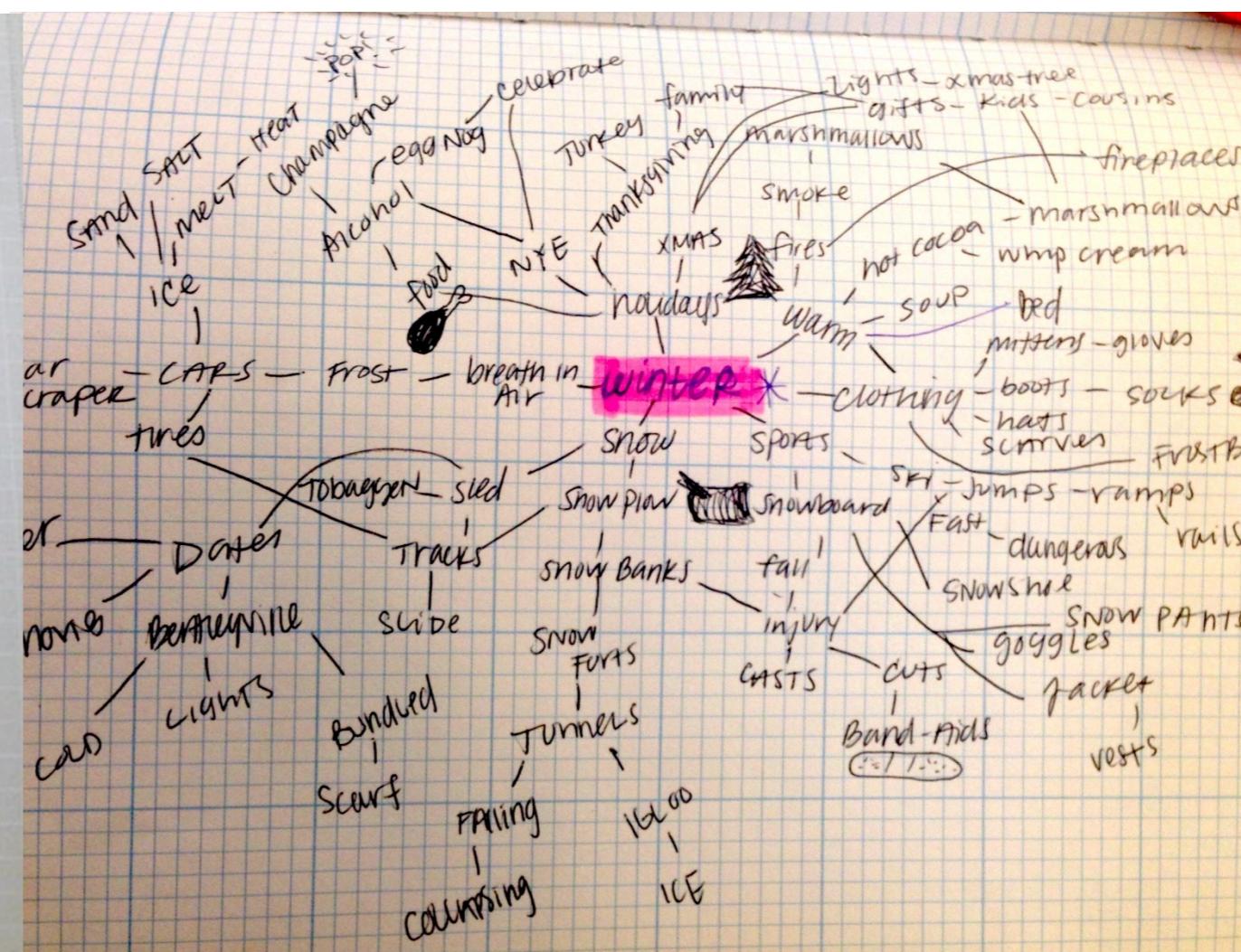
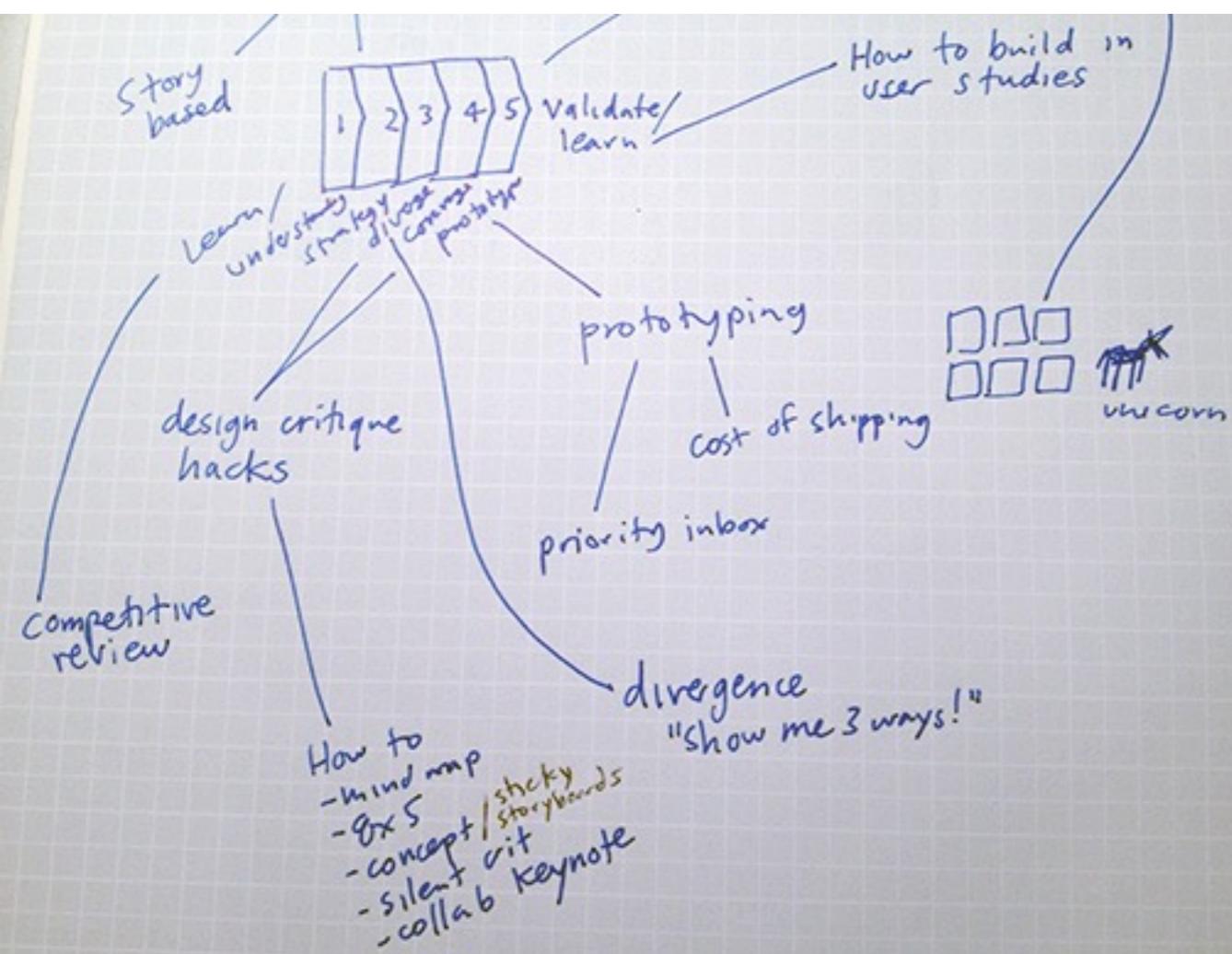
Discover

10:00



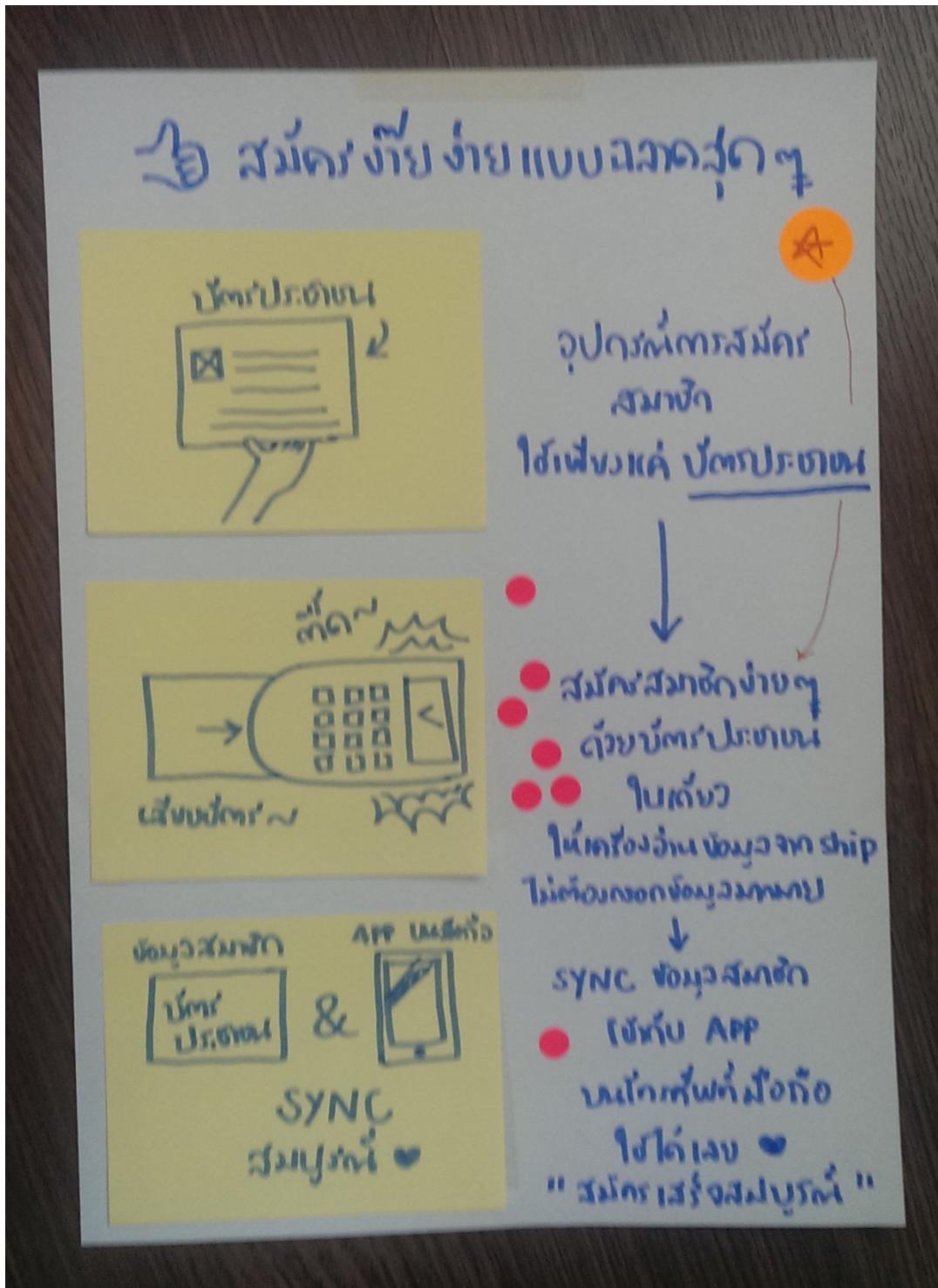
5:07

Solution finder + take note



Idea creation

15.31



Name your idea



description



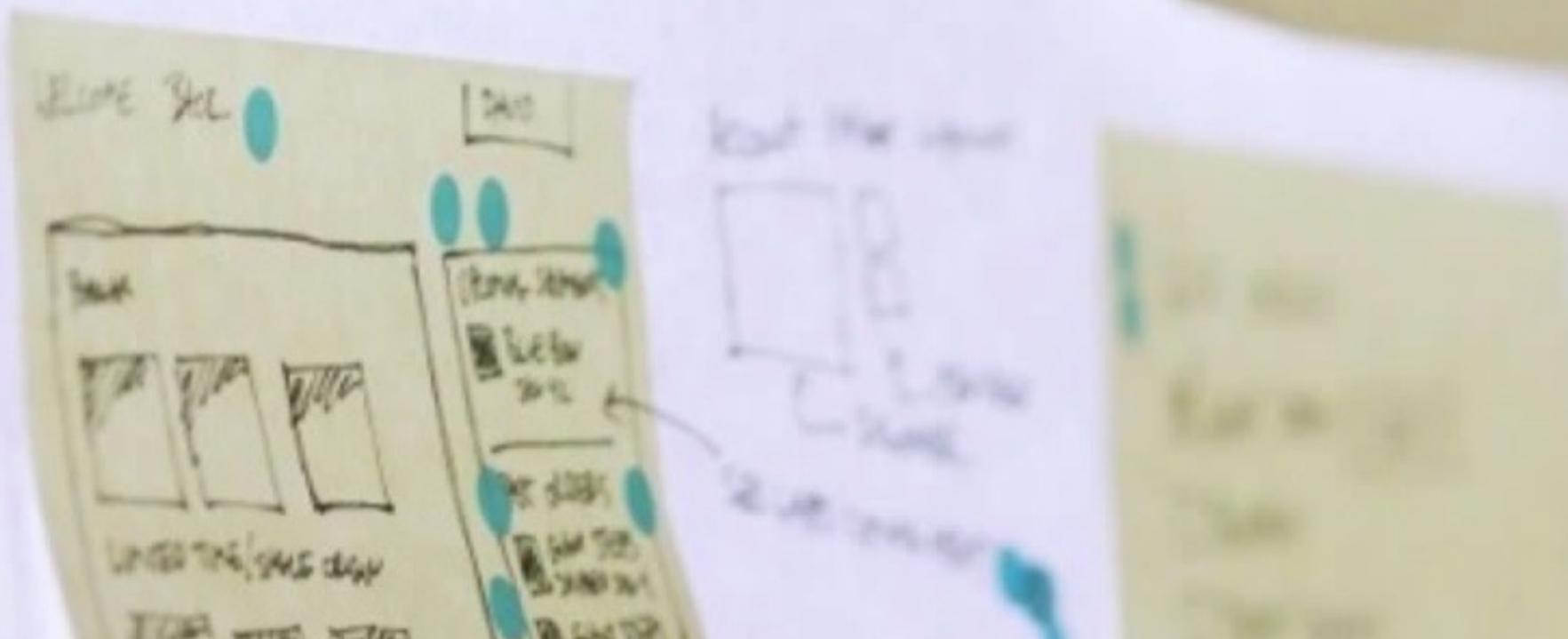
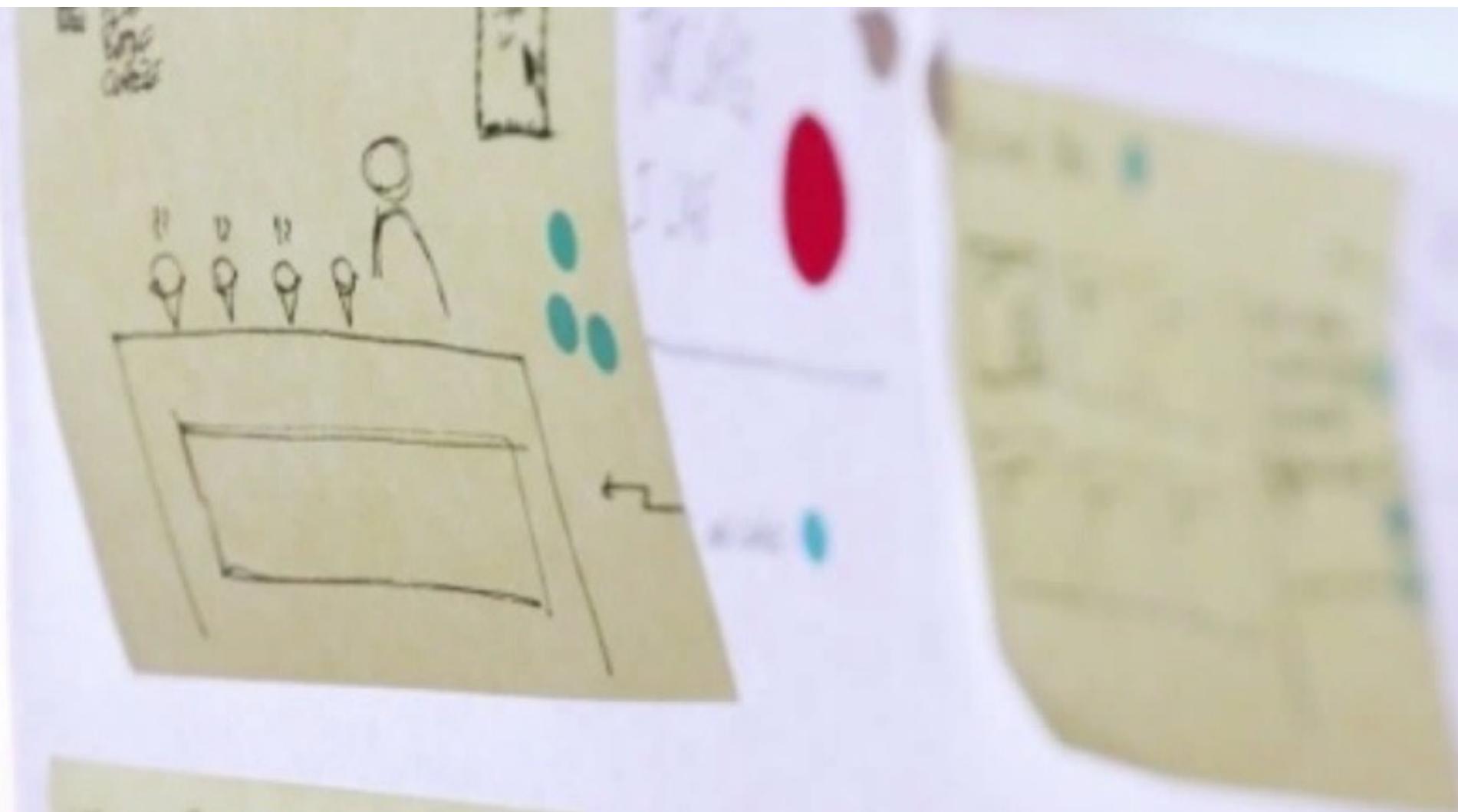
description

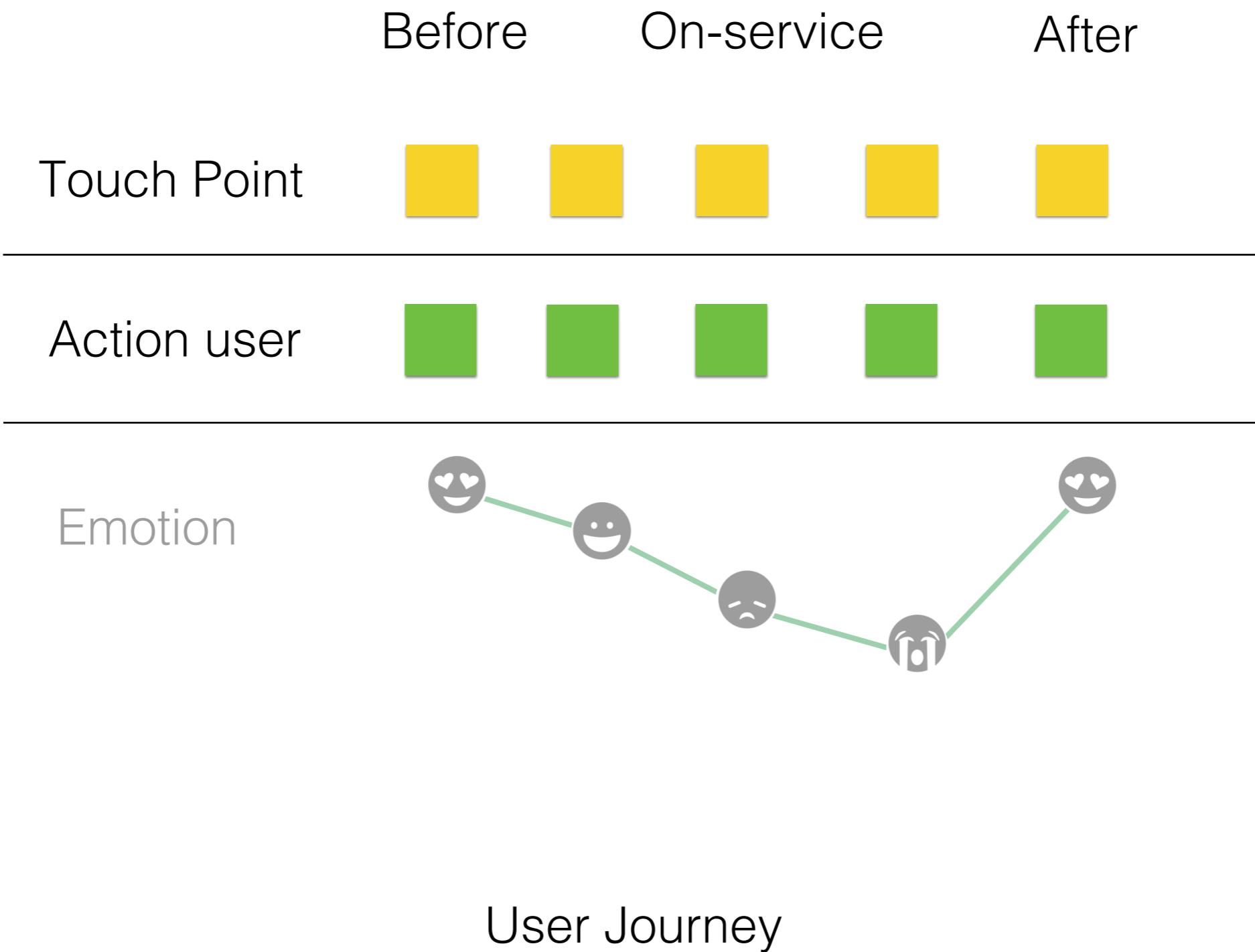
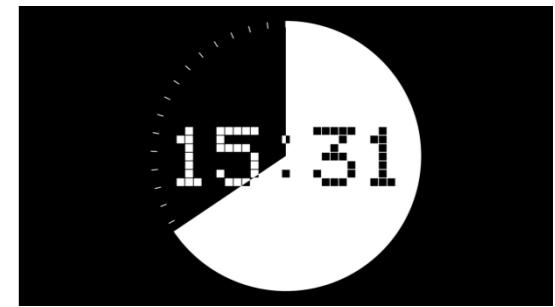


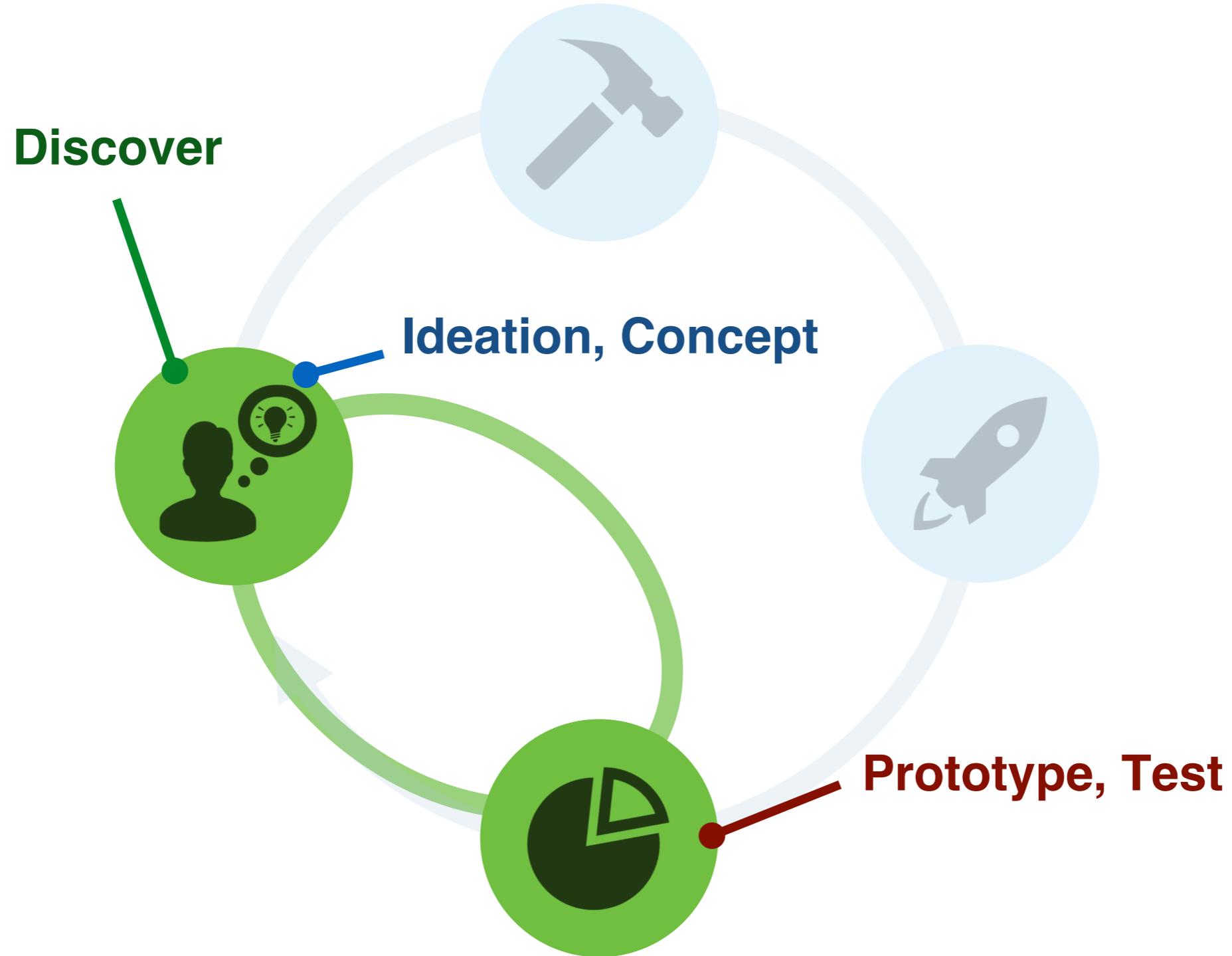
description

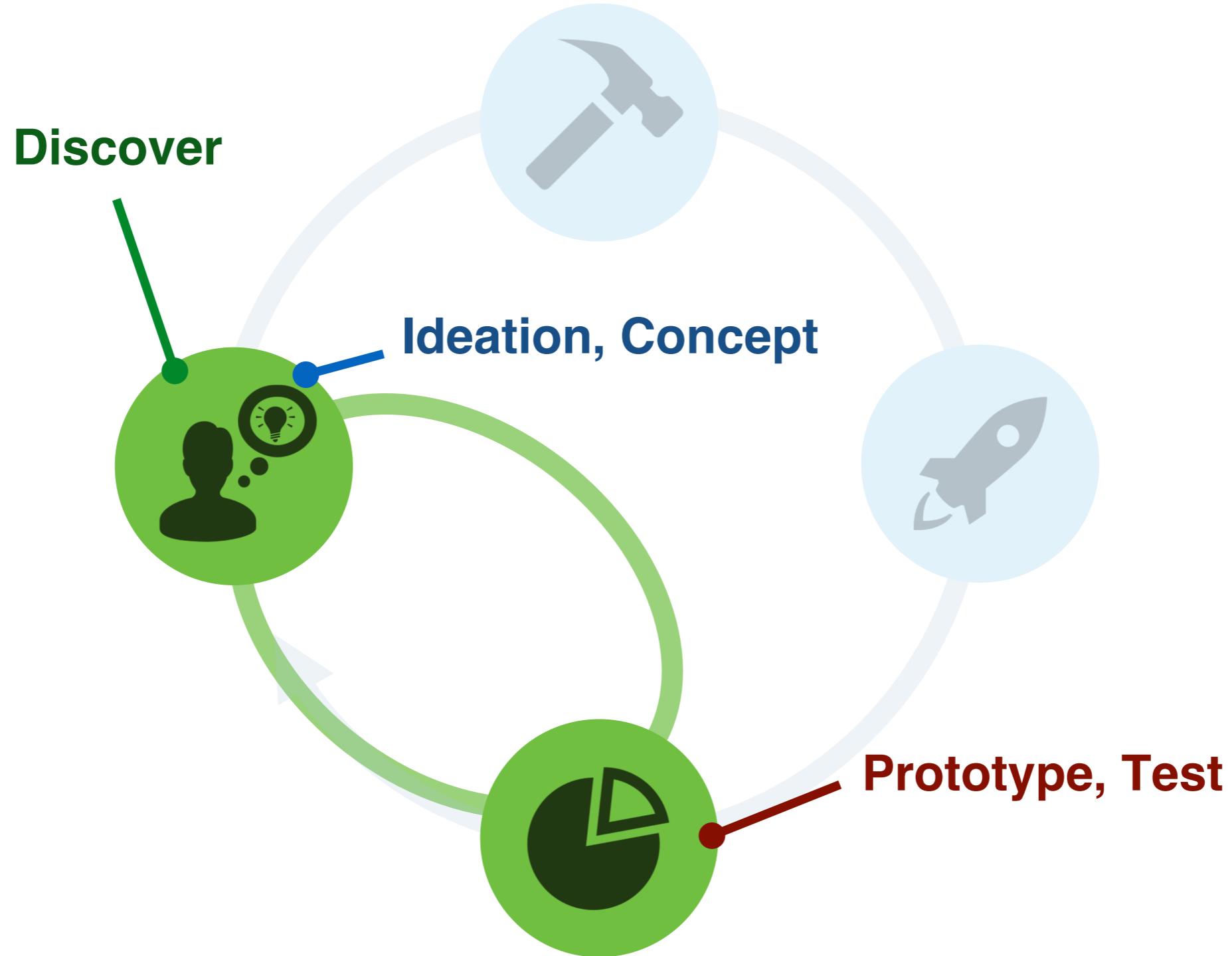
Super Vote

5 min



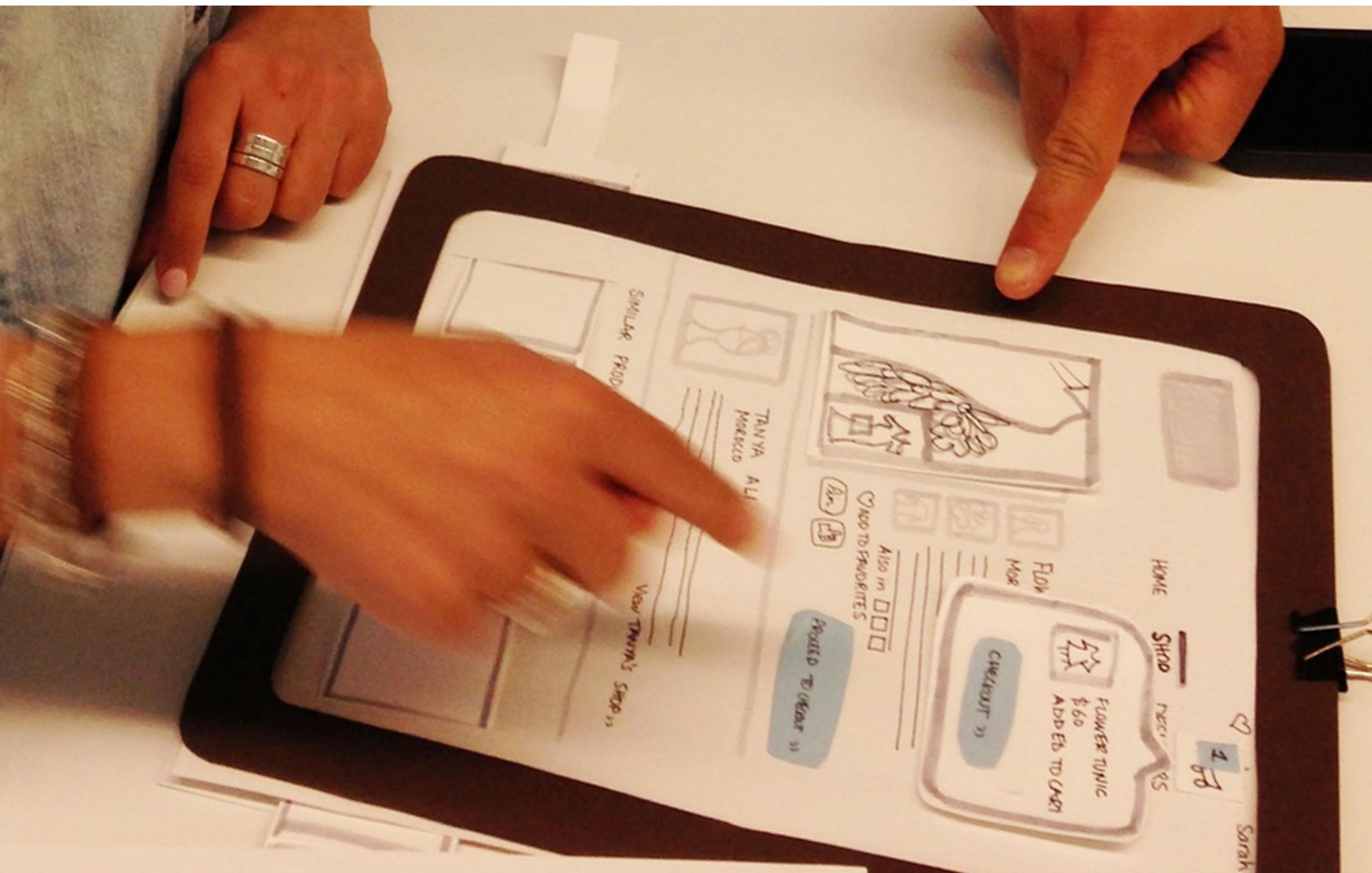






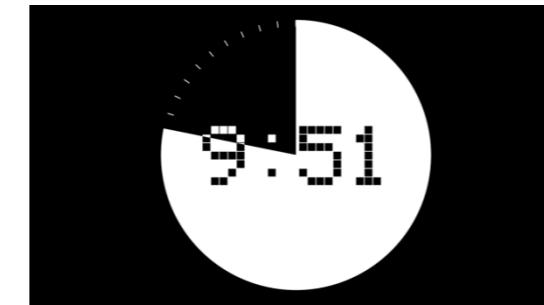
Prototype

Paper Prototype





Test



Usability test



Expectations



The **best tools** are the ones you aren't
aware you're using

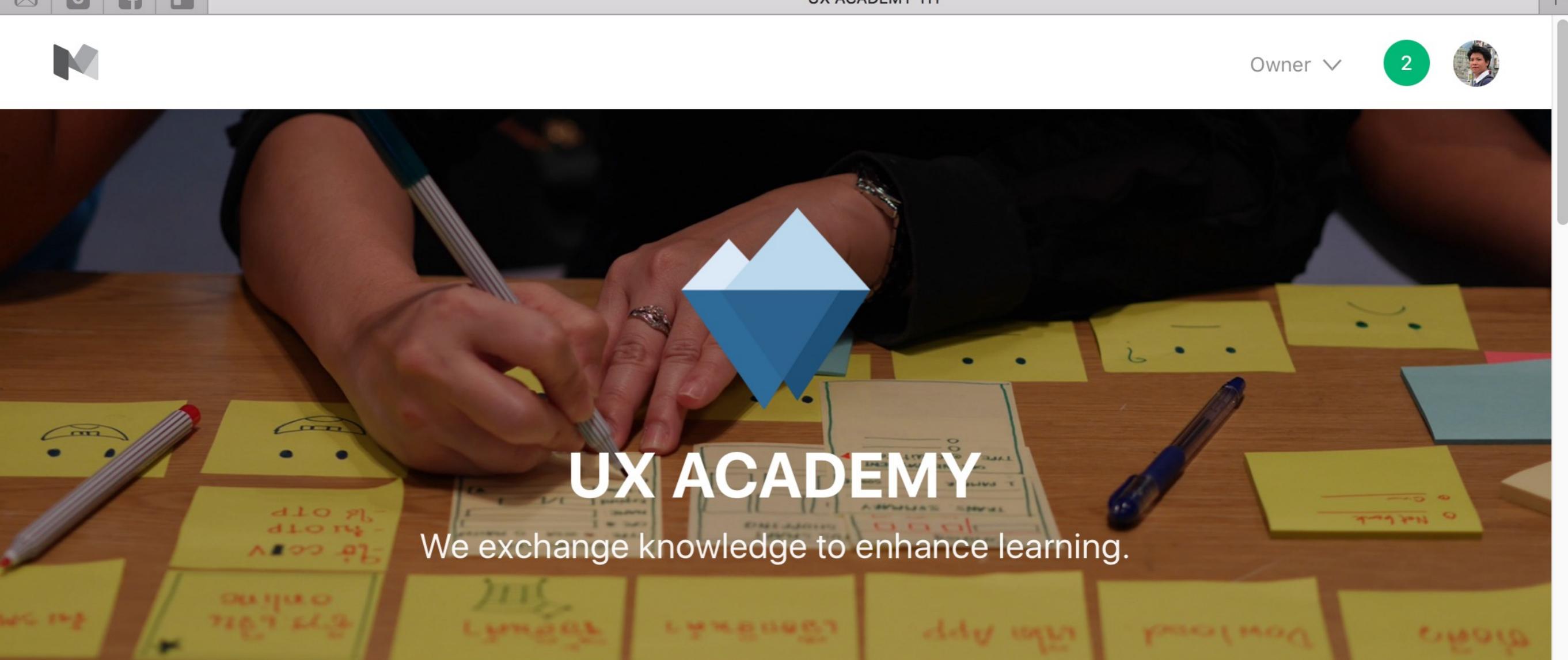
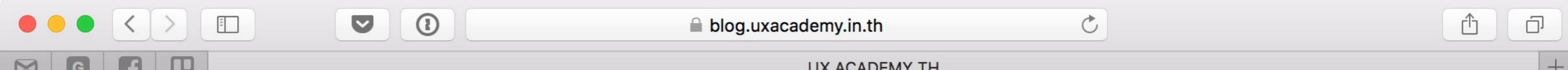
One last thing you must do
but we can't show you HOW !

WOW Factor

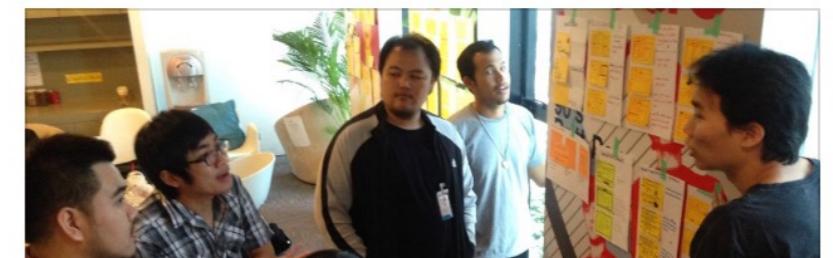
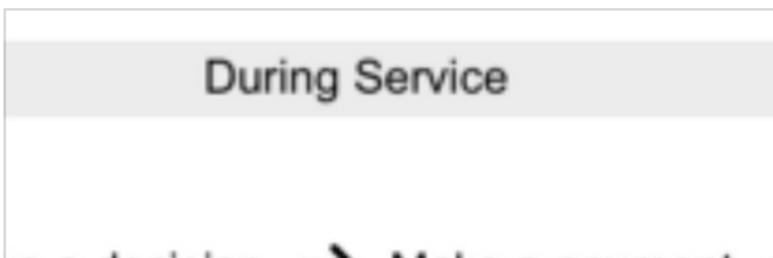




This workshop is just a first step



DESIGN SPRINT HOOKED UX CASE STUDY



<http://blog.uxacademy.in.th>

facebook.com

UX in Thai

Apirak Home 2

UX in Thai

Apirak Panatkool

Edit Profile

FAVORITES

- News Feed
- Ads Manager
- Messages
- Events 5
- Photos
- Design Mobile App ... 1
- UX Academy 3
- ux.in.th 5
- UX In Thai
- agile66 20+
- True Incube - 1st C...
- WELOVESHOPPI...
- UX Sprint
- UX Academy Alumni
- UX Academy Crew
- KKU ICT Developers 20+
- SCRUM-KIOSK
- Uttaradit บ้านจิมนา 6
- KIOSK 4.0
- Wecosystem
- กุเก็ลเรนเจอร์
- UX Sprint No.2 Sell...
- True Incube Class2 2

UX in Thai Public Group

Joined Share Notifications ...

Discussion Members Events Photos Files Search this group

Write Post Add Photo / Video Create Poll More

Write something...

RECENT ACTIVITY

Pat Wingworn shared UX Galaxy's photo. 1 hr

ADD MEMBERS + Enter name or email address...

MEMBERS 5,195 Members (98 new)

DESCRIPTION เที่ยวกัน ชีวิตประจำวันของเราต้องปฏิสัมพันธ์กับวัสดุ หลายอย่างเร... See More

GROUP TYPE Club

TAGS Usability · User experience

Chat (238)

The screenshot shows a Facebook group page for "UX in Thai". The group has 5,195 members. The main content area features a large image of hands writing on sticky notes on a table. Below the image, there are tabs for Discussion, Members, Events, Photos, and Files. A search bar is also present. On the left, a sidebar lists various groups and pages. The right side shows recent activity, including a post from Pat Wingworn sharing a photo. Group settings like description, type, and tags are visible on the right.

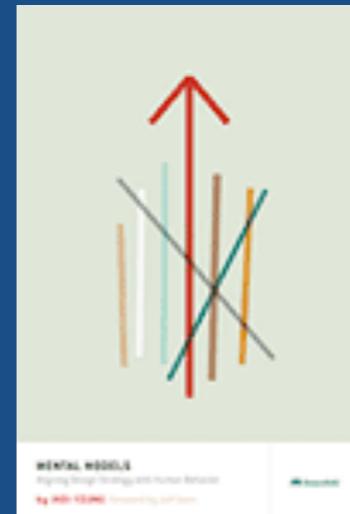
<http://rosenfeldmedia.com/books/>



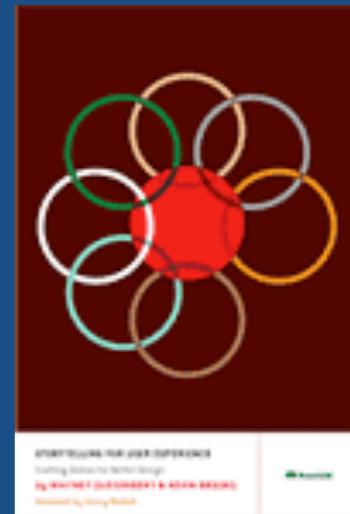
Cardsort



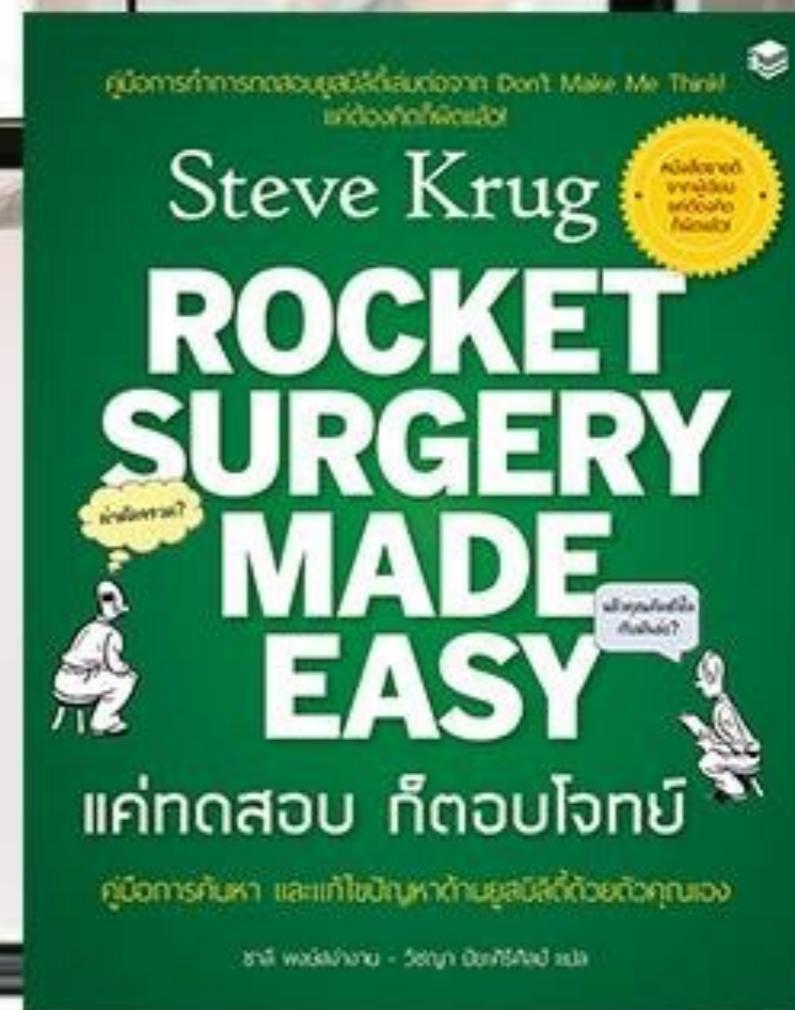
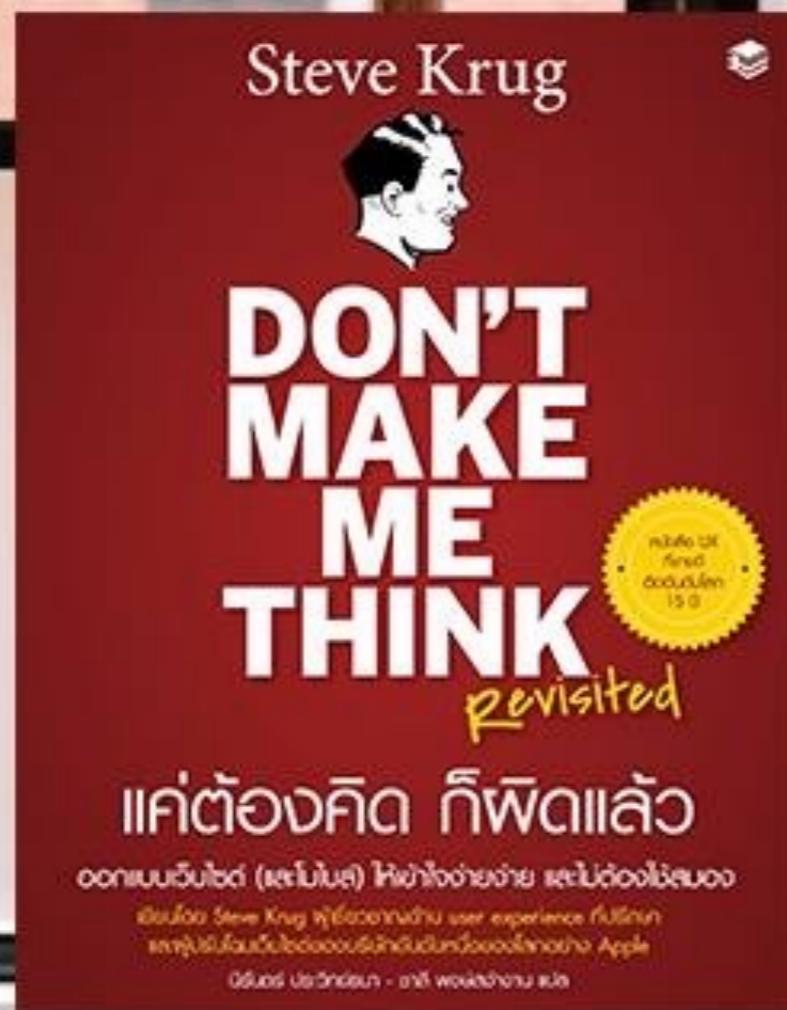
Web Form
Design

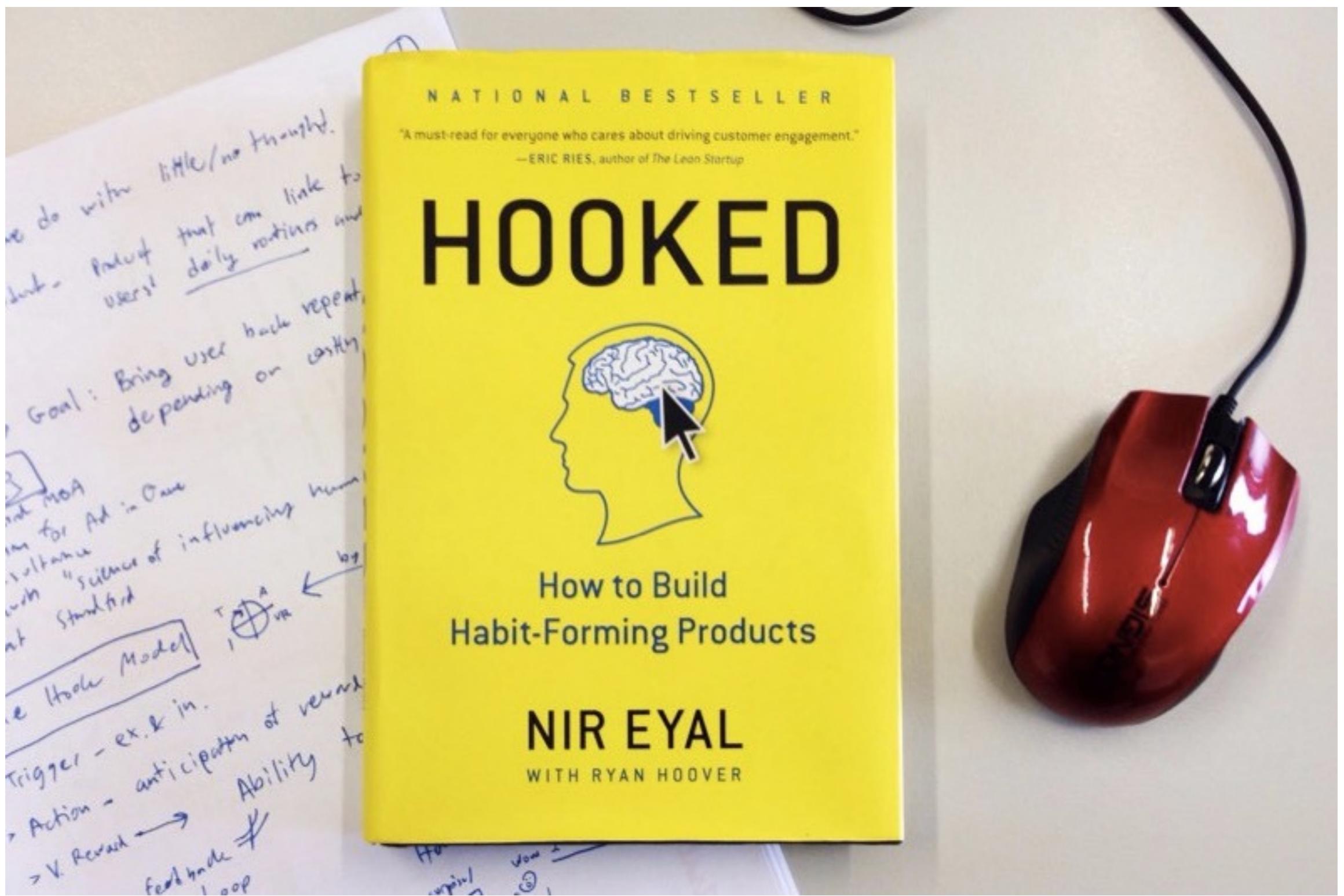


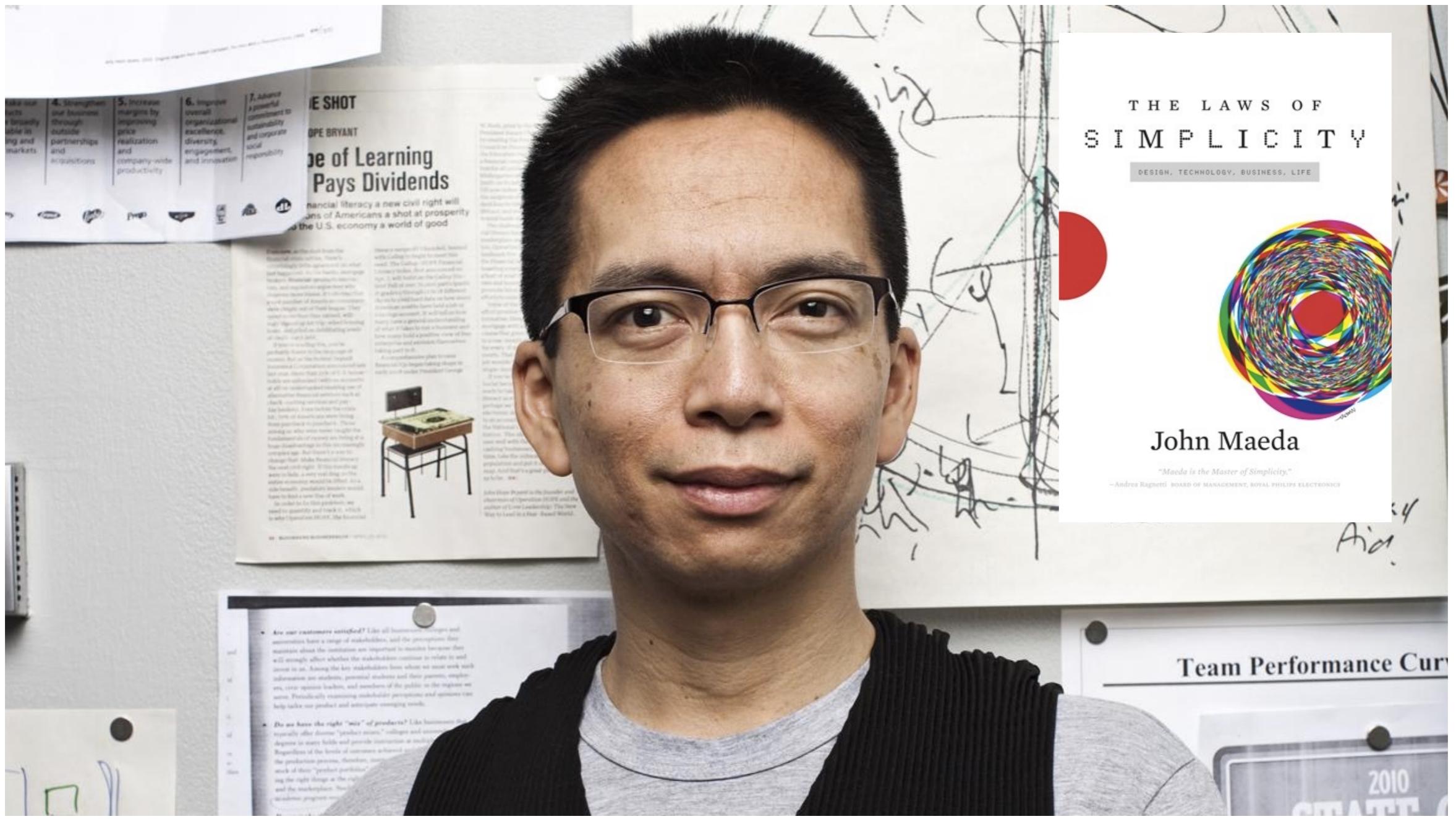
Mental
Model



Story
Telling



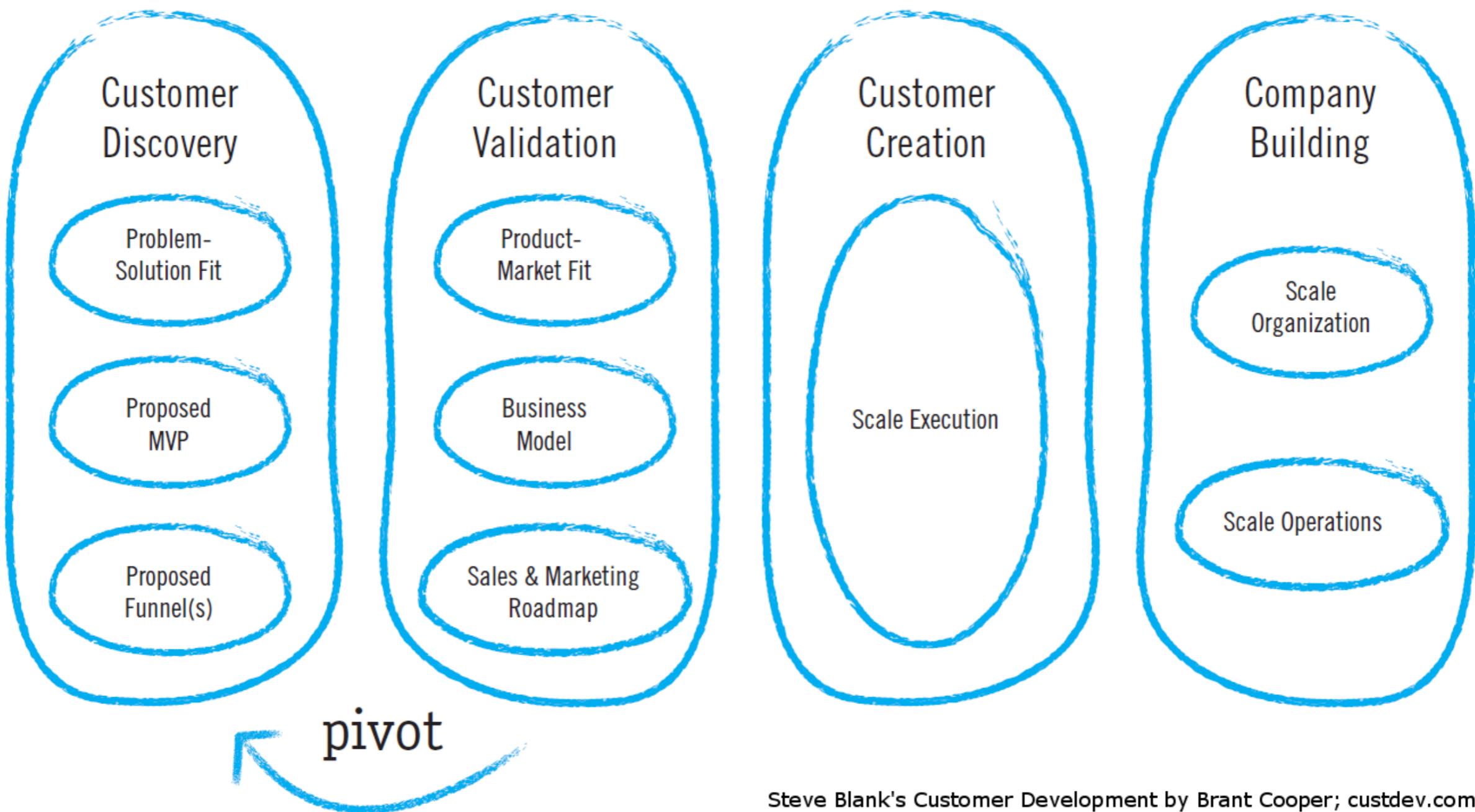




John Maeda



Customer Development



Steve Blank's Customer Development by Brant Cooper; custdev.com



POP

prototyping on paper

 Download on the
App Store

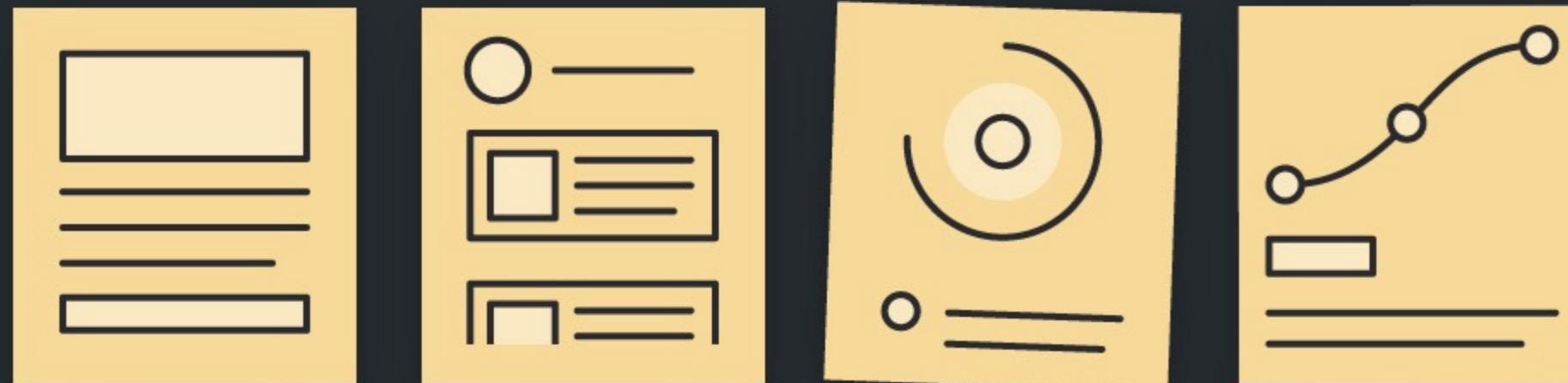
 Tweet

7,609

 Like

9.2k

Fundamental UI



Craft
FIG.

<https://craftfig.co/courses/fundamental-ui2>

UX Academy Alumni

UX Academy Alumni

Apirak Home 20+

Edit Profile

FAVORITES

- News Feed
- Ads Manager
- Messages
- Events
- Photos
- Design Mobile App ...
- UX Academy Alu...
- UX Academy
- ux.in.th
- UX in Thai
- agile66
- True Incube - 1st C...
- WELOVESHOPPI...
- UX Sprint
- UX Academy Crew
- KKU ICT Developers
- SCRUM-KIOSK
- Uttaradit บ้านริมน้ำ
- KIOSK 4.0
- Wecosystem
- กูเกิลเรนเจอร์
- UX Sprint No.2 Sell...
- True Incube Class2

UX Academy Alumni

Closed Group

Joined Share Notifications

Discussion Members Events Photos Files

Search this group

Write Post Add Photo / Video Create Poll More

Write something...

RECENT ACTIVITY

Apirak Panatkool 30 mins

Workshop ช่วงหลัง ๆ จะมีภาพนีเพิ่มเข้ามาครับ เป็นภาพที่น่ากว่า "อย่าพยายาม Minimal ให้พยายามทำให้มัน Simple" การทำของให้มีน้อย ๆ ไม่ได้ช่วยให้โปรแกรมของเรา Simple มากขึ้น วิธีการที่จะทำให้ Simple คือต้องดูว่าผู้ใช้คิดอย่างไร ถ้าจับวิธีคิดได้ และเรารอออกแบบ โปรแกรม สืบตามความคิดผู้ใช้... See More

ADD MEMBERS

+ Enter name or email address...

MEMBERS 163 Members (17 new)

INVITED See More

ihipon@... Send Reminder

getjungyang@... Send Reminder

DESCRIPTION Edit

Alumni

GROUP Chat (Off) Chat (On)

<https://www.facebook.com/groups/uxacademyalumni/>

or

<http://bit.ly/fbuxa>

Feedback

What surprise you?	Next time consider	Question I have / want to share	What worked well
อะไรที่ทำให้แปลกใจ	ครั้งหน้าควรปรับปรุงอะไร	คำถาที่มี หรือ สิ่งที่อยากบอก	อะไรดีอยู่แล้ว

<http://bit.ly/28-febcafe-day-1>

<http://bit.ly/28-febcafe-day-2>



UX ACADEMY WORKSHOP