

Hi, I'm JD

João Duarte **(JD)**

LEAD PRODUCT DESIGNER

(20 YEARS EXPERIENCE)

MADE Labs at Made.com

Lead Product Designer (2 years)

- Created a new team
- Experimentation with new technologies (UX/UI/Prototype)
- Built partnerships with exciting startups

MADE.com

User Experience Manager (1 year)

- Created a UX team (4 team members)
- Hands-on the product, web and app
- Defined the UX vision, the project and testing pipelines

Product ML

User Experience Lead (8 months)

- Created an ML Platform for improving the player experience
- Designed the brand and the Product (Web Application)
- Collaborated in the strategy of the company
- Helped pivot from a different product, with research

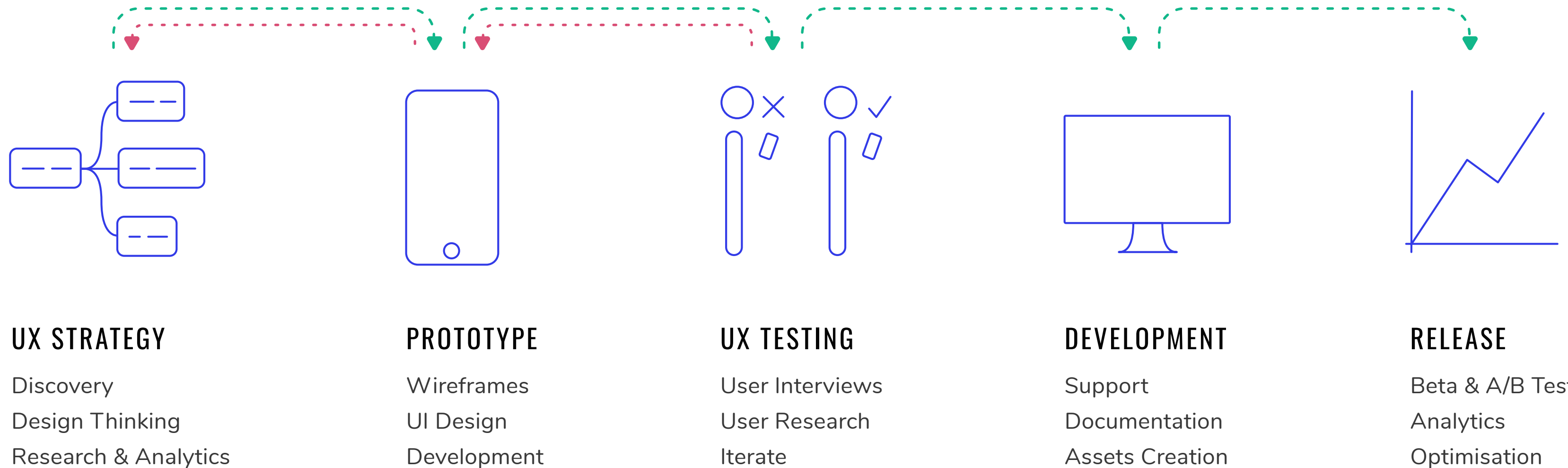
+8 more roles in UI/UX from 2002



LIQUID SHAPE DESIGN.COM

Be formless, shapeless

- Unleash the team creativity
- Separate problem, content, interaction and visual
- Plan how to get the qualitative and quantitative data
- Validate the solution quickly by involving the user on key moments and analysing all data
- Work as a team to create a useful product that fulfils the user needs and the business KPIs



UX Strategy

ASKING THE RIGHT QUESTIONS

Creating a layer of abstraction in the design process to think the problem through

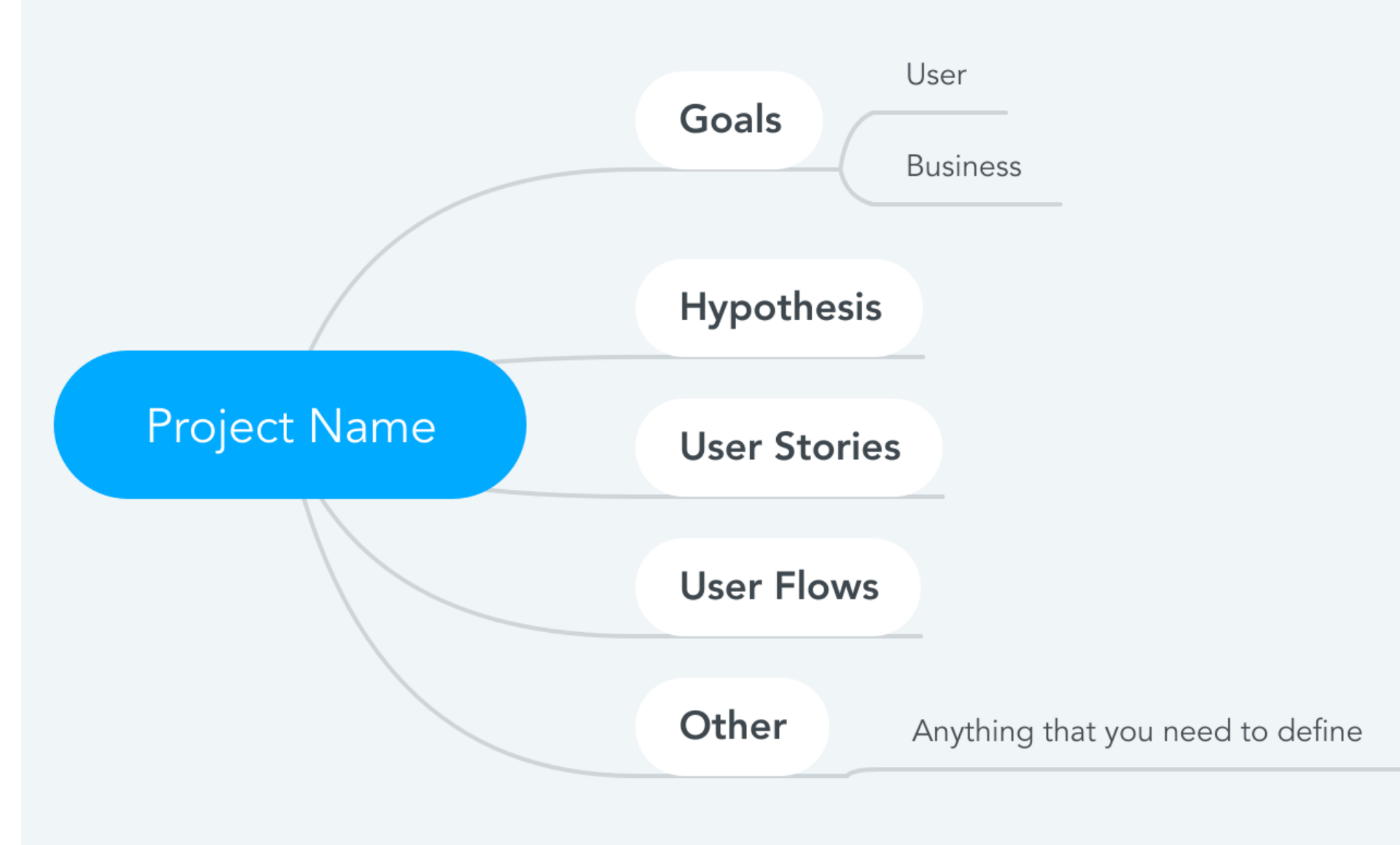
- We define the strategy in the kick-off or project meeting with the PM, Design, Development and Stakeholders
- Remove the creation noise and get a clear view of the problem and all its connections.

Goal-driven design

- User goals. Why are they using your solution? What is the problem you are solving? Mostly assumptions
- Business goals, what are the predictions and expectations of the business? Having some clear KPIs helps

Hypotheses

- These are the assumptions extracted from the goals, they are the users' expectations of the solution
- Each is a single affirmation that validates to either true or false
- Our goal is to find the quickest way to validate them

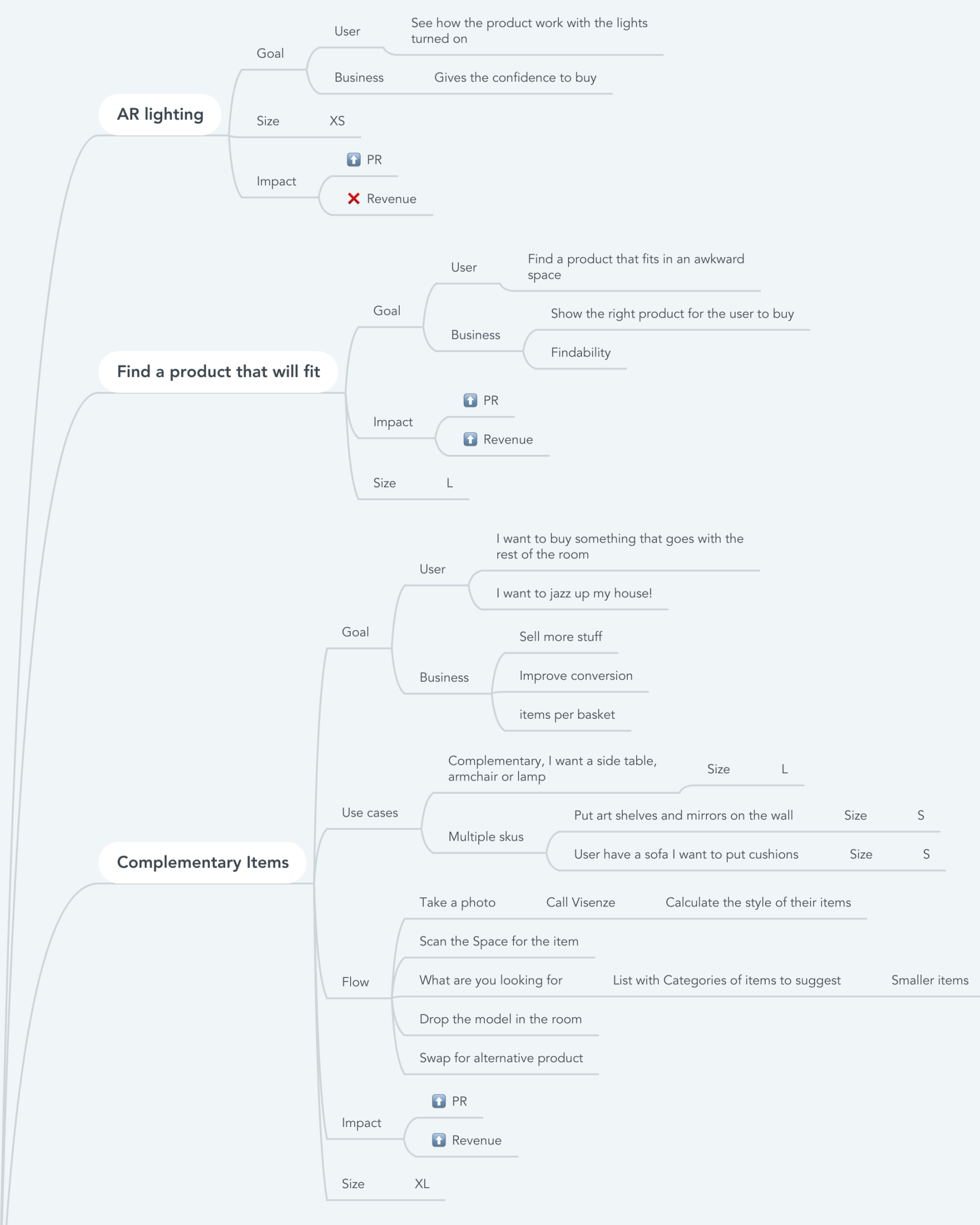


User Stories / Types

- The product/feature needs to be build for the users that will find it most useful
- There is reasoning to our user goals and we need to give some context as to why the user has them

User Flows

- They represent the paths the users take to reach their goals
- How do they get to that point? Why are they there? What are they seeing and where do they go from there?



Team Creativity (Brainstorm)

- The objective is a quick-boost of different solutions for a problem, promote colaboration and innovation
- Both in a post-problem definition or in an creative session, the team exchanges ideas for different solutions with no limitations but within the problem’s boundaries
- Avoid stopping the creative momentum of the team by focusing mainly on getting the user’s goal right, with overall agreement with what was written

Deciding what’s next

- When the team is happy with the ideas written down, it’s time to decide which are going to the validation stage and which to the backlog
- To better understand each idea, we discuss a lean definition of its functionality flow and the type of users interested
- We get a guess of resources and the implementation timeline by evaluating the size and impact of the feature/product
- As a team we then prioritise from top to bottom, ordering by what we believe success is, and decide how many ideas are going to the next stage

Production

FROM DISCOVERY TO DEVELOPMENT

Discovery

- During the strategy phase we identified the hypotheses behind the creation of a product or feature. Validating them will prove that the product or feature is usefull
- There are 2 types of ideas, the ones that can be validated with research (survey, fake-door test, data) and the ones that are validated through a prototype and user testing

Prototype & User Testing

- Wireframes and UI are part of the process of creating a proxy for the user to interact with and expose their problems, positives and interest
- After designing the screens of the product/feature, we create an invision prototype of a flow to gather the team feedback
- When the team agrees, we build a prototype with real data with React Js, Javascript, HTML & CSS
- Aiming to do weekly user testing sessions with 5 users and implement the user feedback between sessions, following the guidelines from Nielsen Norman Group

Development

- Since the development team has been involved in the project from the start, including some user testing sessions, it's pretty clear what to do and how to prioritize the tasks
- In the development planing session, UX presents the findings, documentation, explains in detail all the screens and functionalities, we also discuss which parts of the prototype can be used for production and how to deliver the assets
- The next step of UX is to support development by answering recurring questions that arise and doing constant reviews

Release

- I love real data... Big numbers and big impact
- Beta testing, A/B test, trying different ways to show the content, trying different flows, following the numbers, segmenting users for different content or design options
- For me, in the near future an AI system will decide which version the user sees, designers will work on optimising different versions for different user types

Team Leadership

SCALING AND CREATING TEAMS

Experience

- I'm creating a new team at Made.com LABS, currently with a PM, a developer and more plans to grow in 2021
- In 2018, I created the UX team at Made.com, in the Tech department with 3 product designers and 1 ux researcher
- In 2011-2013 as a Creative Director of a small digital agency, I scaled the team from 4 to 8 creatives
- From 2009 I have been leading and mentoring several designers in local or remote teams

Team strategy

- Plan the hiring timeline, by understanding the requirements of the roadmap defined by the executive team and working with the product/dev team to match their speed and plans
- Define and support the creation process for a new project
- Set in place the user testing and research pipeline
- Prioritise the yearly budget for the product and team needs, design tools, research & testing tools, user research sessions

Leading

- Articulate a Vision for the user experience that inspires others to act and represents the larger brand vision
- Inspire others to live & breathe the vision
- Have the courage to make unpopular decisions
- Establish trust, give credit, reward risk taking and learning
- Create a learning culture and exchange of ideas
- Celebrate to recognise moments of achievement

Mentoring and Coaching

- Share the information, creating responsibility, self-confidence and ownership within the team
- Learning is emphasized and valued
- Define clear objectives, expectations, goals and a professional development component
- Create an emotional connection with the teammates
- Schedule weekly 1-1 and bi-annual feedback meetings

Thank you :)

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