Formación de Empresas de Base Tecnológica II

How to build product users love

22 mayo 2025

Agenda

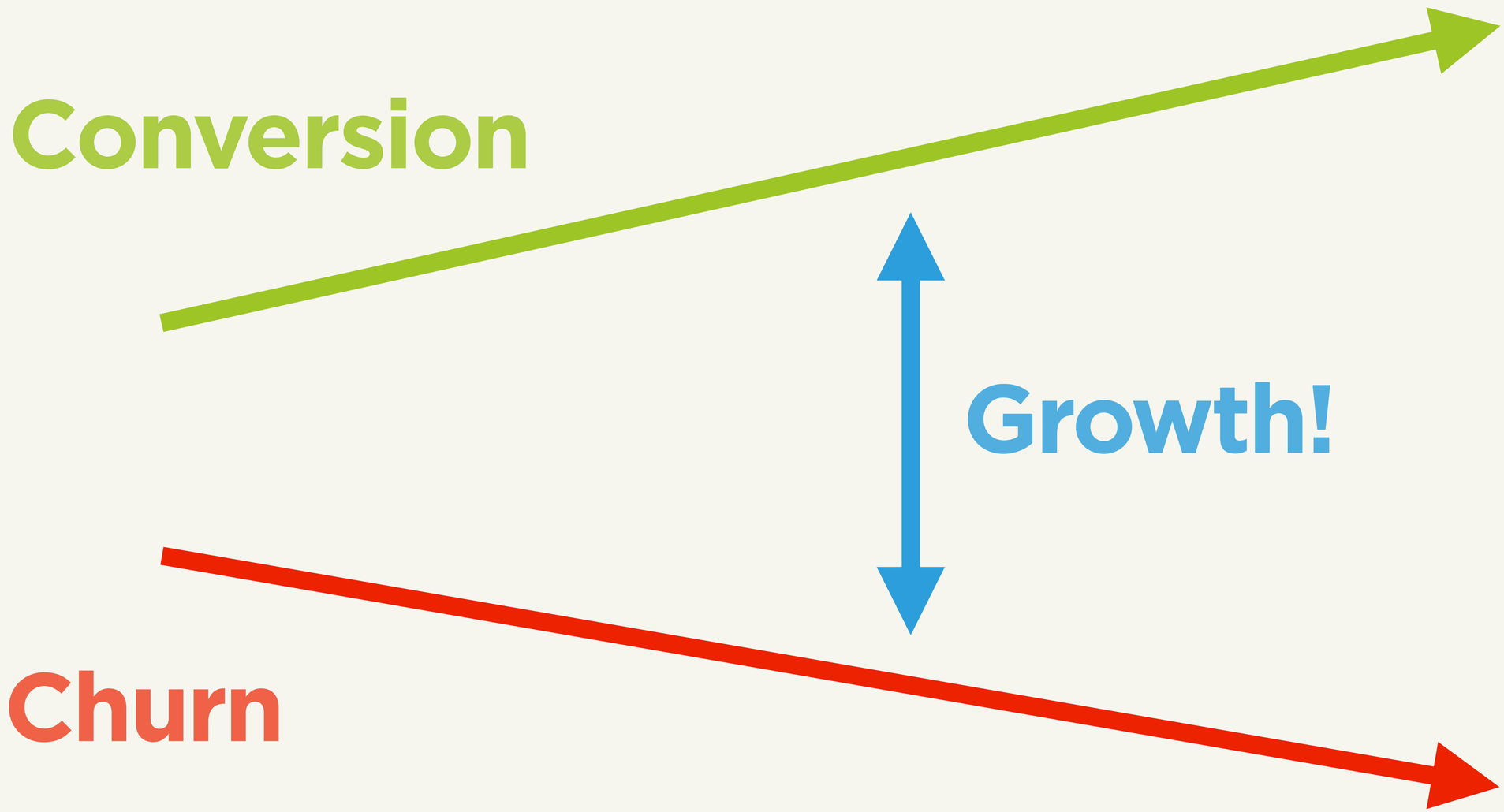
- How to build products users love
- Kevin Hale (Wufoo, Partner Y combinator)

How to Build Products Users Love

Kevin Hale

@ilikevests

Y


Conversion
Growth!
Churn

Y

FEDERAL RESERVE NOTE
THE UNITED STATES OF AMERICA
THIS NOTE IS LEGAL TENDER
FOR ALL DEBTS, PUBLIC AND PRIVATE
K 77708564 C
WASHINGTON, D.C.
E 11
K
K 77708564 C
ONE
FW E 104
SERIES
2003
A
Anna Escobedo Cabral
Treasurer of the United States
John W Snow
Secretary of the Treasury
WASHINGTON
ONE DOLLAR

First dollar

- The best way to get to $1 billion is to focus on the values that help you get that first dollar to acquire that first user. If you get that right, everything else will take care of itself.
- It's a sort of faith thing.

W2006

Y

WUFOO

Login!

WUFOO

The Online Form Builder

Sign Up for Free! Demo Tour

Play video!

Home • About • Blog • FAQ • Features • Examples • Clients • Partners • Pricing

Search Wufoo!

The Introduction

Wufoo is an web application that helps anybody build amazing online forms. When you design a form with Wufoo, it automatically builds the database, backend and scripts needed to make collecting and understanding your data easy, fast and fun.

Because we host everything, all you need is your web browser and a few short minutes to build a form and start using it right away.

Custom Branding
Bring your own logo.

Instant Notifications
Sent real time to phone & email.

Logic & Branching
Alter the form as users fill it out.

Payment Integration
Charge credit cards securely.

Advanced Analytics
Improve your conversion rates.

Spam Prevention
Protected with Smart Captcha™.

WUFOO

Forms | Reports | Themes | Users | Account | Help | Logout

Add a Field | Field Settings | Form Settings

Click or Drag to Add a Field

Standard

- Single Line Text
- Number
- Paragraph Text
- Checkboxes
- Multiple Choice
- Drop Down
- Section Break
- Page Break

Fancy Pants

- Name
- File Upload
- Address
- Date
- Email
- Time
- Phone
- Web Site
- Price
- Likert

Workshop Registration

Register now while seats are available!

Name

Title | First | Last | Suffix

Address

Street Address

Address Line 2

City | State / Province / Region

Postal / Zip Code | Country

Email

Phone Number

– ### –

Badge Upgrade

Lunch

Save Form | Add Field

WUFOO

Forms | Reports | Themes | Users | Account | Logout

User Management

Uneasy lies the head that wears a crown.

New User! | Activity Log

Your Users 6

- **Kevin** — Account Creator
- **Ryan** — Admin
- **Chris**
- **Elaine**
- **Tim**
- **Alex**

Name *
Kevin

Email Address *
kevin@wufoo.com

Company
Infinity Box Inc.

Time Zone
(-5:00) Eastern

☑ Administrator (?)

Save Profile

This User Can Do the Following :

Create new forms, reports and themes.

This User Can Access :

Forms | Reports | Themes

This user has access to all forms.

Add Permissions

You have 2 users left. (Upgrade)

Education	Students
Research	Designers
Real Estate	Engineers
Healthcare	Startups
Marketing	Non-Profits
Sales	Small Businesses
Banking	IT

amazon.com

SONY

nielsen

Microsoft

NATIONAL GEOGRAPHIC

c|net

FOX

Washington Post

BEST BUY

Panasonic

Discovery CHANNEL

twitter

Disney

Y

J.CREW

AS SEEN ON TV

Cooking.com

SOURCEFORGE.net

Kodak

American Red Cross

Y

THE WUFOO + SURVEYMONKEY FAQ

WUFOO HAS BEEN ACQUIRED BY SURVEYMONKEY! WE THINK IT'S GOING TO BE AWESOME AND WE WANT TO MAKE SURE YOU UNDERSTAND WHAT'S GOING ON AND WHAT IT MEANS FOR YOU.

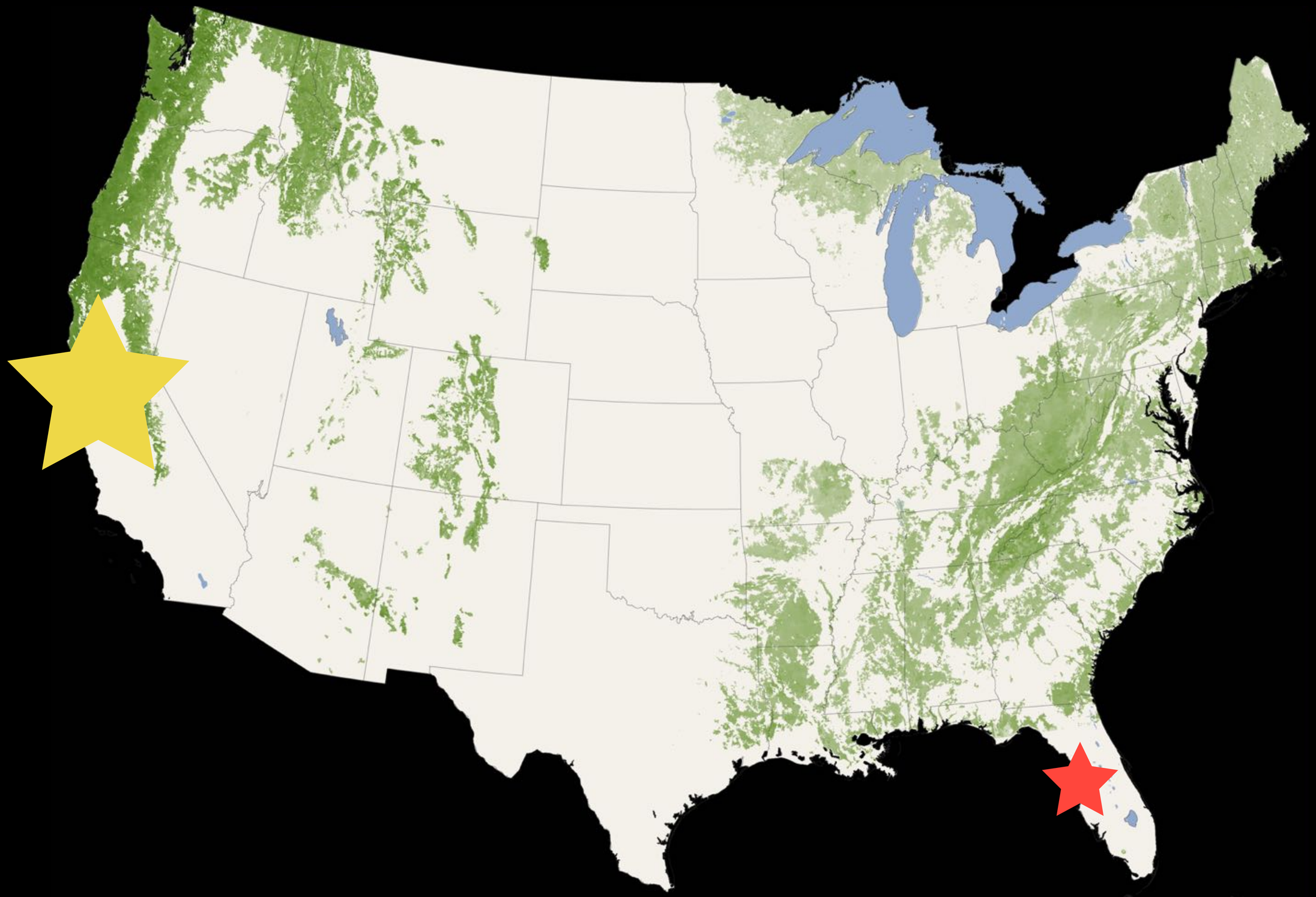
WHAT IS GOING ON?

Our company, Infinity Box, signed a definitive agreement to be acquired by SurveyMonkey. Wufoo's form builder will join their family of products and our company will become a wholly owned subsidiary of SurveyMonkey.

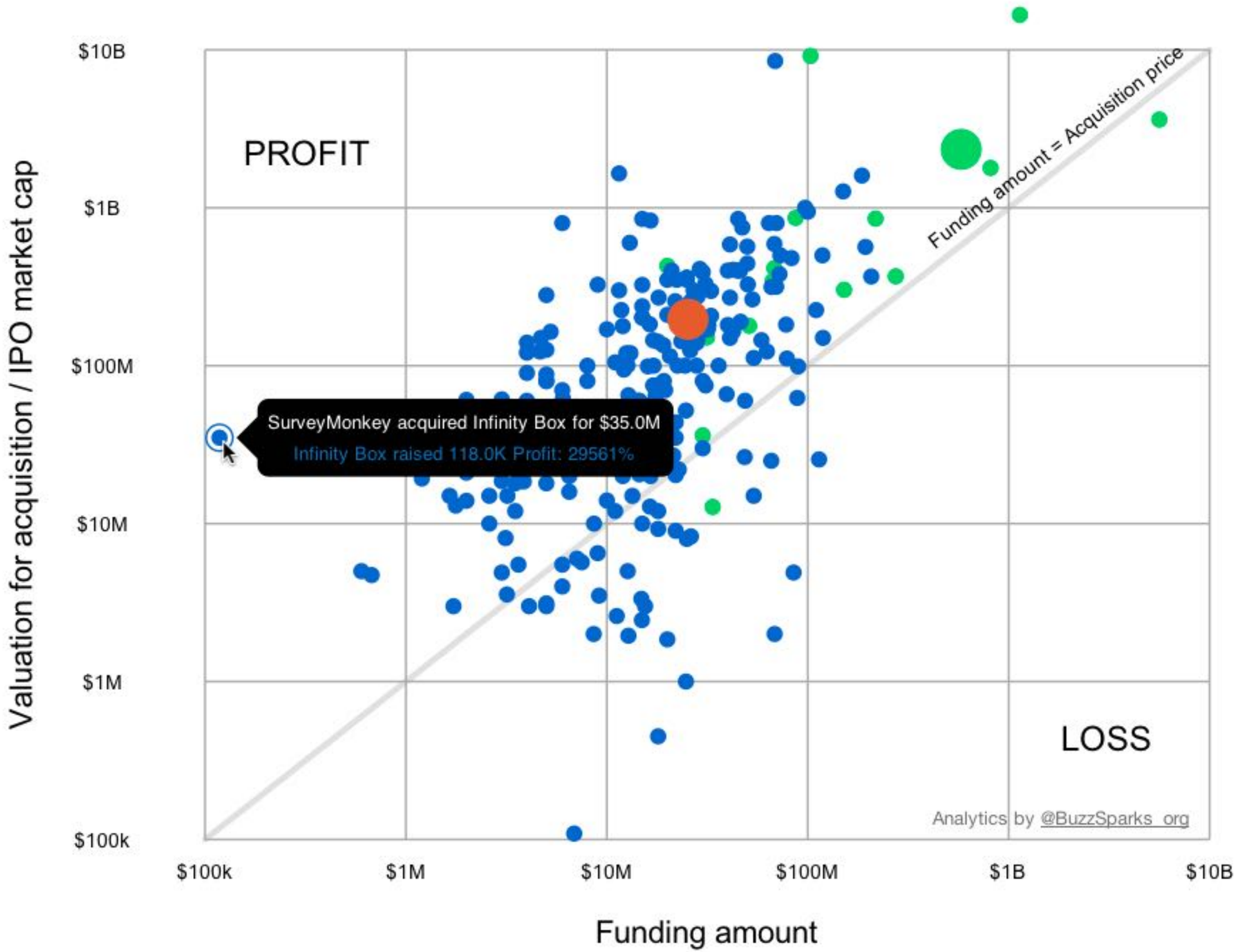
Survey Monkey

- We were only a team of 10 people at the time, and while we acquired funding here in Silicon Valley through Y Combinator, we actually ran the company from Florida
- 35 million acquisition
- We had no office, everyone worked from home

Also this guy. →



Y


PROFIT
LOSS
Funding amount = Acquisition price
SurveyMonkey acquired Infinity Box for $35.0M
Infinity Box raised 118.0K Profit: 29561%
Analytics by @BuzzSparks_org
Valuation for acquisition / IPO market cap
$10B
$1B
$100M
$10M
$1M
$100k
$100k
$1M
$10M
$100M
$1B
$10B
Funding amount

Average Startup

$25.3 M

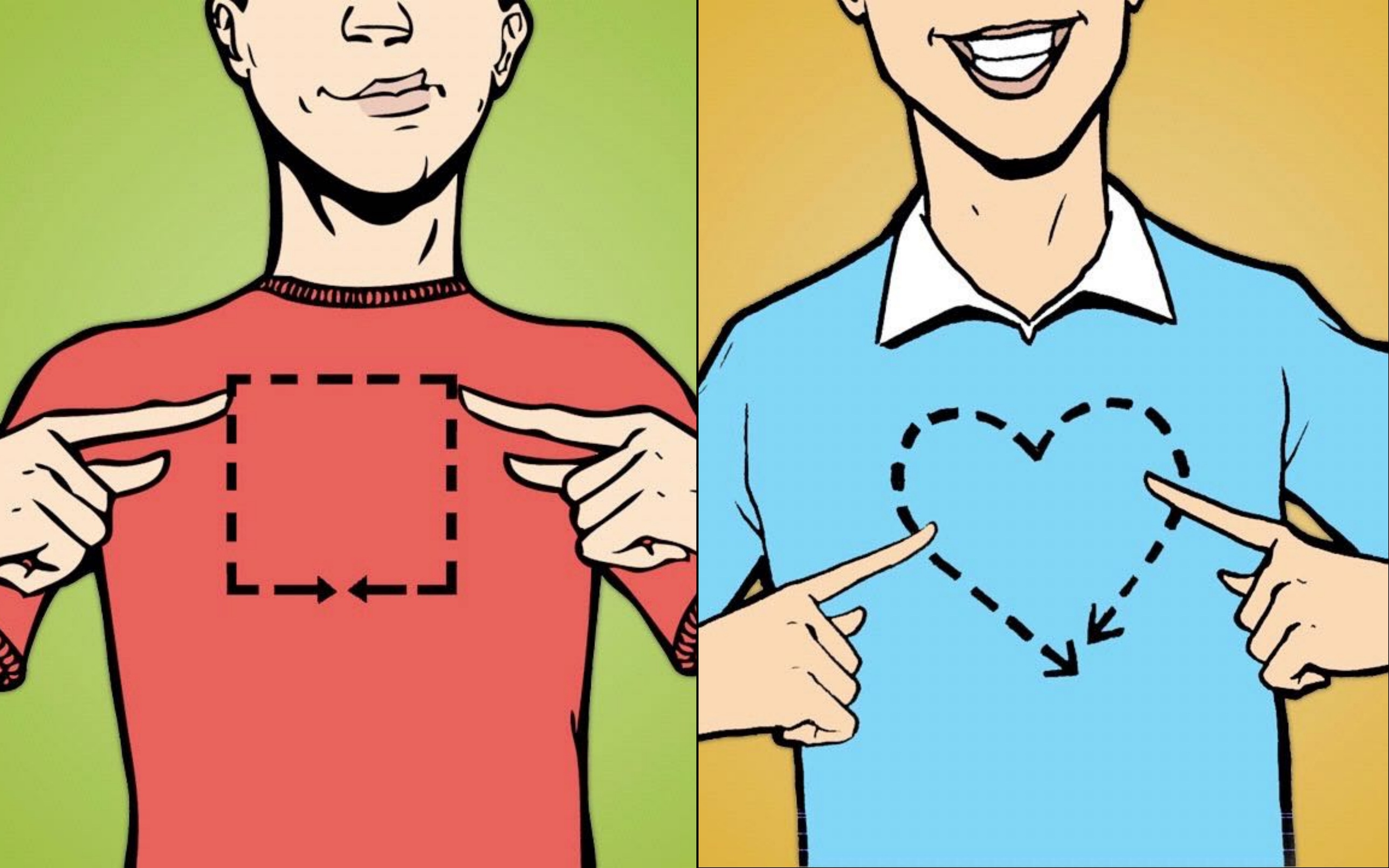
676%

Wufoo

$118K

29,561%

Y



Heart

- We weren't interested in building software that people just wanted to use, that reminded you that you worked in a cubicle because it was a database app at its core.
- We wanted a product that people wanted to love, that people wanted to have a relationship with,

We were fanatical about creating meaningful relationships with our users.

Y

New Users :: Dating

Existing Users :: Marriage

Y

Metaphor

- “How do relationships work in the real world and how can we apply them to the way we run our business and build our product that way?”
- We'll go over these two metaphors: acquiring new users as if we are trying to **date them**, and existing users as if they are a **successful marriage**.

FIRST! IMPRESSIONS

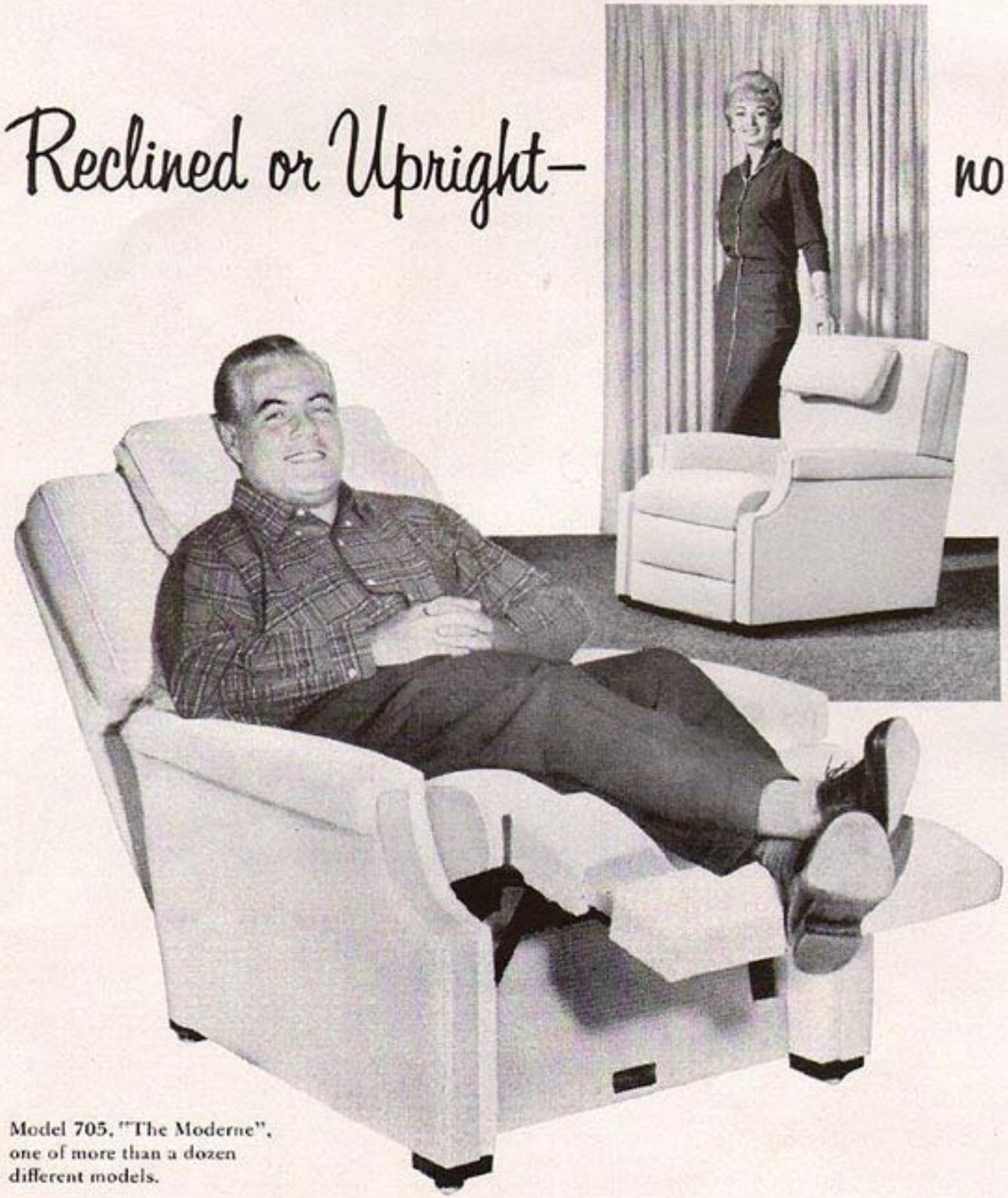
Y

Y

Reclined or Upright— no other chair satisfies like a

BarcaLounger

PATENTED



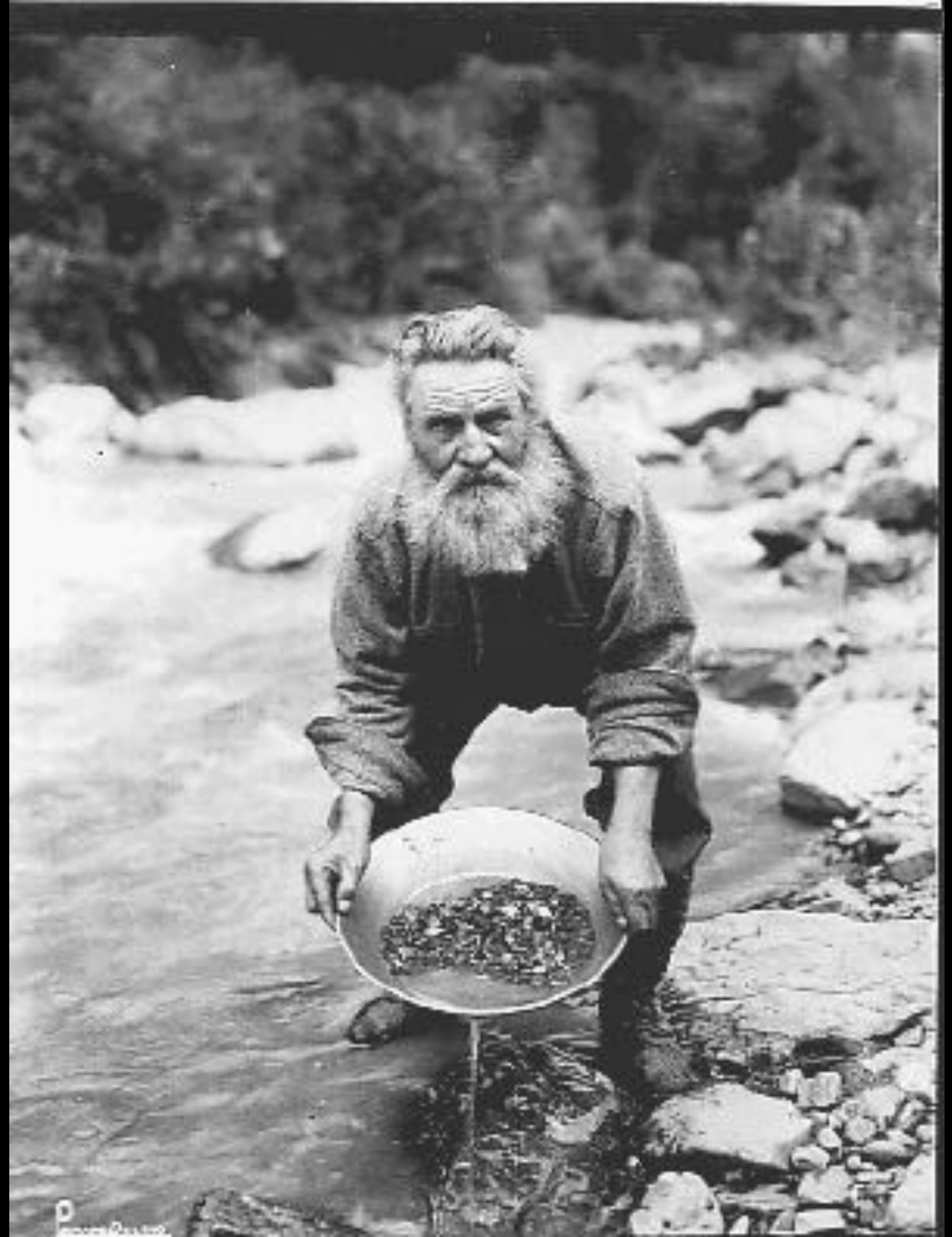
Model 705, "The Moderne", one of more than a dozen different models.

The heart-resting relaxation a man gets in a BarcaLounger more than satisfies his desire for a comfortable chair. Takes but a few minutes to melt away tensions and fatigue. That's because it gently cradles the entire body in five vital areas to give "Floating-Comfort". Only BarcaLounger has it.

Satisfies a woman's eye for fashion, too. BarcaLoungers are so beautiful you'd never guess they are reclining chairs. Cover selection is almost unlimited. Rejuvenator Massage, available on most models at extra cost, transmits soothing circular vibration through entire body. Separate "Vibra-Dial" controls duration and intensity of massage. For free BarcaLounger catalog, write Barcalo Manufacturing Co., Dept. B-16, 225 Louisiana Street, Buffalo, New York.

CHOOSE FROM A VARIETY OF STYLES, SIZES AND COVERINGS

MAYFAIR NANTUCKET EXECUTIVE SALEM KING-SIZE



First Impressions (dating)

- In software and for most products in Internet software that we use, first impressions are pretty obvious
- People who are very good at product is that they discover so many other moments and make them memorable: the first email you ever get, what happens when you got your first login, the links, the advertisements, the very first time you interacted with customer support.
- All of those are opportunities to seduce.

Homepage
Landing Pages
Plans / Pricing
Login
Signup

Y

First Email

Account Creation

Blank / Starting Interface

Login Link

Ad Link

First Support

Y

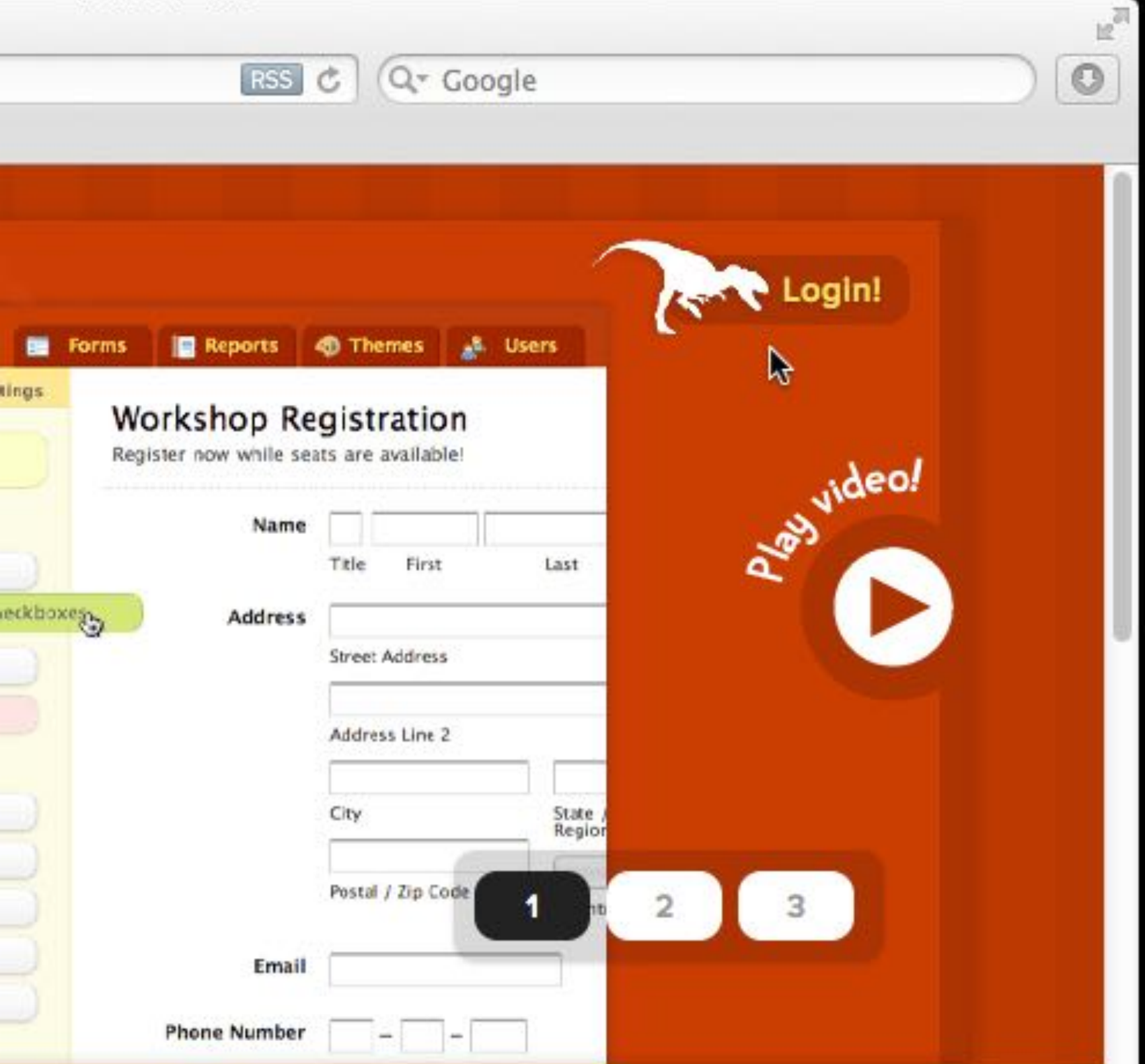
当たり前品質
atarimae hinshitsu

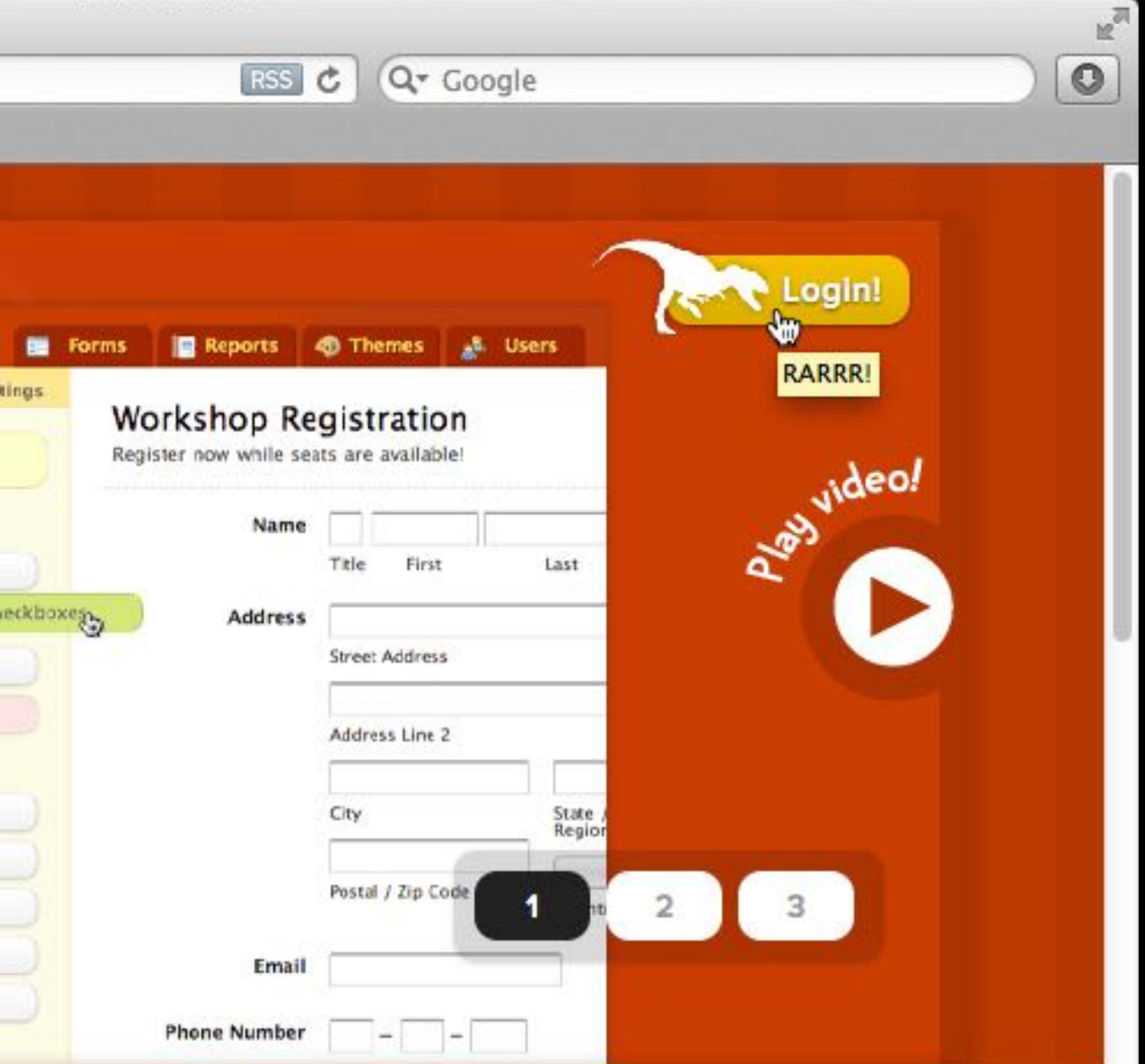
魅力的品質
miryokuteki hinshitsu

Y

First Impressions (Japanese)

- They actually have two words for how to describe things when you're finished with them, in terms of saying, "is this a quality item?"
- The two words for quality are atarimae hinshitsu and miryokuteki hinshitsu.
- The first one means taken for **granted quality**, which basically means functionality.
- The last one means **enchanting quality**.


RSS
Google
Login!
Forms
Reports
Themes
Users
Workshop Registration
Register now while seats are available!
Name
Title
First
Last
Address
Street Address
Address Line 2
City
Postal / Zip Code
1
2
3
Email
Phone Number
Play video!


RSS
Google
Forms
Reports
Themes
Users
Login!
RARRR!
Workshop Registration
Register now while seats are available!
Name
Title
First
Last
Address
Street Address
Address Line 2
City
Postal / Zip Code
1
2
3
Email
Phone Number
Play video!

Y

vimeo

Log In

or Join Vimeo

Email

Password

done

Forgot your password?

Y

vimeo Join Log In Create Watch Upload

fart

Search videos for fart

3,528 Videos | VOD | People | Channels | Groups | Forums

ADVANCED FILTERS

Sort: Relevant / Date / Alphabetical / Plays / Likes / Comments / Duration

Grappling Dummies 2.0 BJJ in Japan
4 years ago

FART GYMNASTY
8 months ago

Men's Health // How a Bean Becomes a Fart
1 month ago

Fart
8 years ago

Manto Presents: The Grappling Dummy - Ni...

The Fart of Life

FEATURED

Video Game High School: Season 3 -...
from RocketJump

BROWSE BY CATEGORY

Behold, *3,528 videos* matching your search. These results are based on things like title, description, uploader, and tags. If you don't find what you're looking for, try the Advanced Search.

MORE RESULTS

Search for fart in...

- 3,528 Videos
- People
- Channels
- Groups
- Forums

Create a Cork'd Account

Just fill out this form and we'll create your free account. Once you're done, you'll be able to start building wine lists, reviewing and rating wines, and finding drinking buddies.

Screen name:

Your nickname here at Cork'd. One word.
Letters and numbers only. No spaces or special characters.

Email address:

It's also your sign-in name, and has to be legit.

First name:

What mom calls you.

Last name:

What your army buddies call you.

Password:

Something you'll remember, but hard to guess.

Password confirmation:

Type it again. Think of it as a test.

Security question: What is your favorite restaurant?

Your answer:

Privacy: ☑ Show my real name

If unchecked, people will only see your screen name.

☑ Send me stuff

If checked, we may periodically send you Cork'd news, events or

Email address:

It's also your sign-in name, and has to be legit.

First name:

What mom calls you.

Last name:

What your army buddies call you.

Password:

Something you'll remember, but hard to guess.

Password confirmation:

Type it again. Think of it as a test.

YAHOO!

Yahoo! | Help

Sign in to Yahoo!

Yahoo! ID

(e.g. free2rhyme@yahoo.com)

Password

Keep me signed in
(Uncheck if on a shared computer)

Sign In

I can't access my account | Help

OR

Sign in with:

Facebook Google

Don't have a Yahoo! ID?

Create New Account

Copyright © 2012 Yahoo! Inc. All rights reserved.

Y

flickr GAMMA

Home Learn More Sign Up! Explore

Sign in to Flickr

Email: sharmadillo@hotmail.co.uk

Password:

Remember me on this computer.

GET IN THERE

Or, return to the home page.

Have you forgotten your password?

Y

heroku

How it Works | Pricing | Docs | Support | Login

Blossom 1

Database	$0
Dynos	$0
Add-ons	$0

$0
estimated monthly cost

1. Choose your database

Shared Cluster

Light to medium data needs? Our shared cluster is simple and cost-effective.

Blossom FREE
5MB storage
Fits a blog, personal site or small project wiki.

Koi $15
50MB storage
Great for a small company intranet or staging server.

Crane $50
500MB storage
Perfect for a small biz app, e-commerce site or CMS.

Dedicated

Need muscle? Choose a high-performance / high-capacity database box. Fully managed.

Ronin $200
1 compute unit, 500G storage
Guaranteed performance for heavy duty, high-traffic apps.

Fugu $400
5 compute units, 1TB storage
Highly concurrent apps with complex transactions.

Zilla $1600
20 compute units, 2TB storage
World Domination.

2. Crank your dynos

Dynos determine your HTTP performance. Use more to increase concurrency.

1 Dyno
$0.00/hour

1 Dyno recommended for Blossom

Chocolat

A tasty new text editor for Mac.

Chocolat is a new **text editor** for Mac OS X, that combines native Cocoa with powerful text editing tools.

Compatible with **Mountain Lion** (and Lion too).

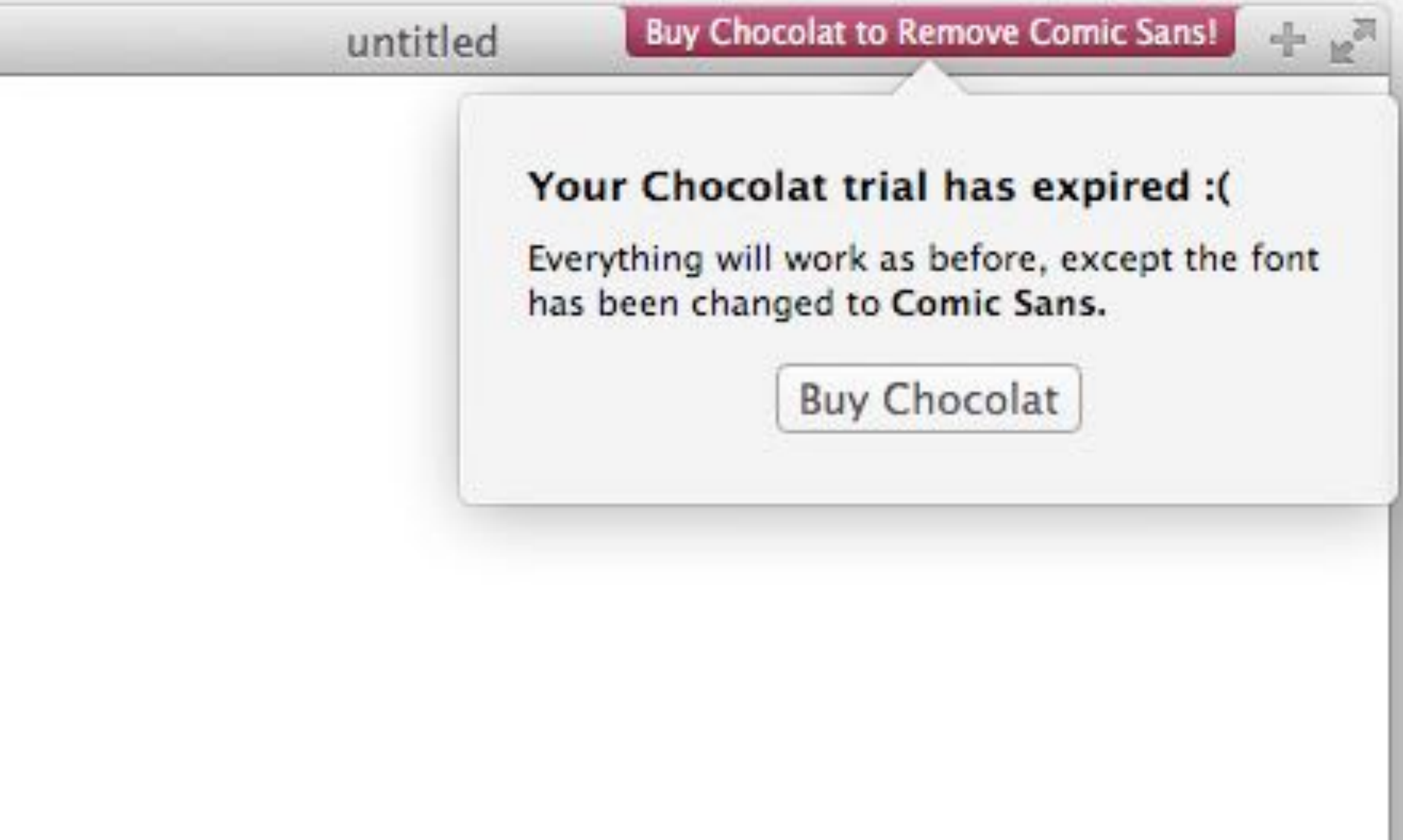
- Text Editing
- Split Editing
- Code Completion
- Live Errors
- Folding
- Symbol List
- Blockedit
- Vim Mode
- Jump to Definition
- Project Find
- Go to File
- Web Preview
- Documentation

Excited? Buy Chocolat now to get it for only $49.

Download Buy ($49)

Follow **@chocolatapp** on Twitter. Release Notes Submit Bugs IRC Press Customers

An alextgordon and jeannicolas production.


untitled
Buy Chocolat to Remove Comic Sans!
Your Chocolat trial has expired :(
Everything will work as before, except the font has been changed to Comic Sans.
Buy Chocolat

hurl

log in to save your hurls

http://wufoo.com

GET

follow redirects

no auth HTTP basic

+ add header

Send

request response

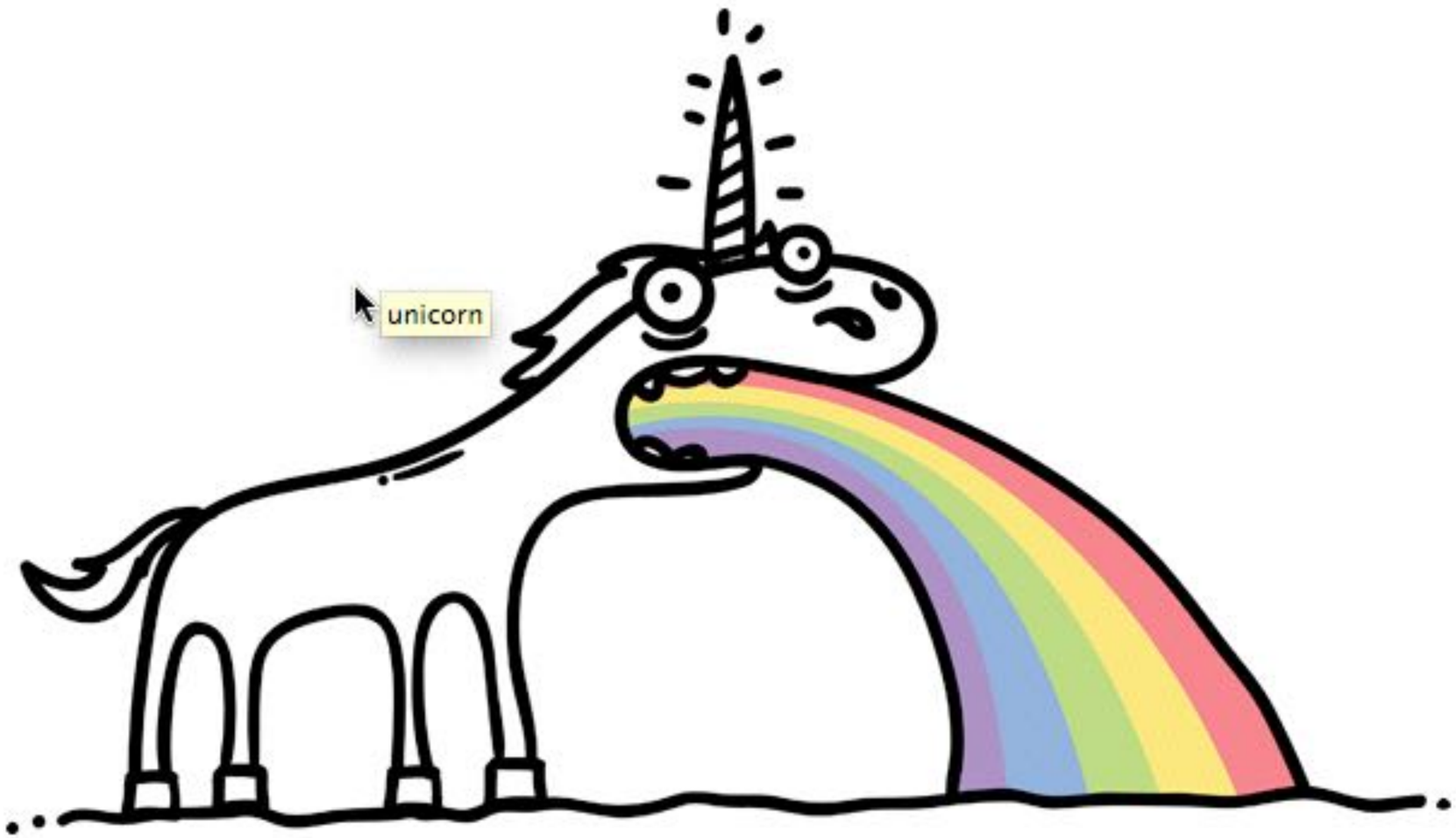
view full size permalink

```
HTTP/1.1 200 OK
Date: Fri, 11 May 2012 09:45:55 GMT
Server: Apache
Set-Cookie: PHPSESSID=059k2kqs2kq6kgqhhenk2ovhh2; path=/; domain=.wufoo.com
Expires: Thu, 19 Nov 1981 08:52:00 GMT
Cache-Control: no-store, no-cache, must-revalidate, post-check=0, pre-check=0
Pragma: no-cache
X-UA-Compatible: IE=Edge,chrome=1
Connection: close
Transfer-Encoding: chunked
Content-Type: text/html; charset=UTF-8
```

hurl

log in to save your hurls

404 not found



This is not the hurl you are looking for.

Go home.

How we treat customers

(before and after they buy our product)

Before

Brochure

Glossy
Slick
Colorful
Reader-friendly
Sexy
Compelling

After

Manual

Plain
Dull
Black and white
Confusing
Dry
Boring

Log In

MailChimp

Pricing | Features | Resources | Support | Blog | Enter your search

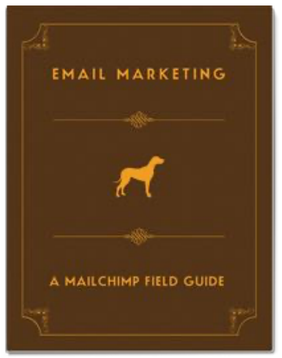
Resources

HTML Email Templates Chimplets MailChimp Research Academy Videos Experts

MailChimp Guides

Transactional Email

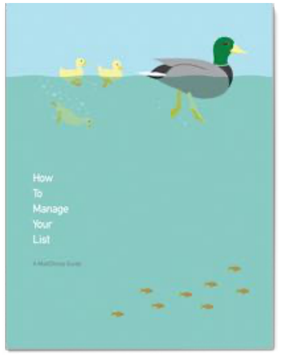
Email on Mobile Devices



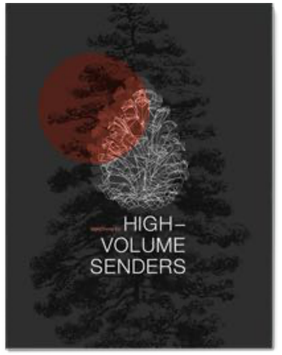
Email Marketing Field Guide

Getting Started With MailChimp

MailChimp Mobile

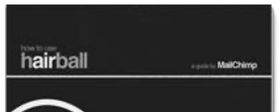


How to Manage Your List



MailChimp For High-Volume Senders

MailChimp International



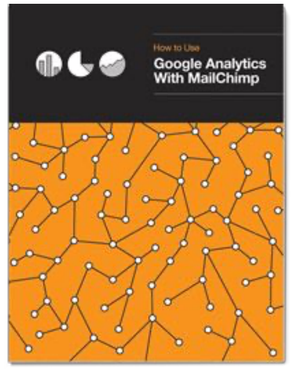
MailChimp Mobile

How to Manage Your List

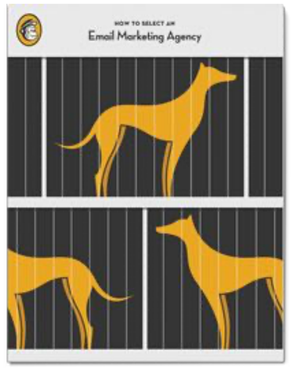
MailChimp For High-Volume Senders

MailChimp International

How to Use Hairball



How To Use Google Analytics With MailChimp



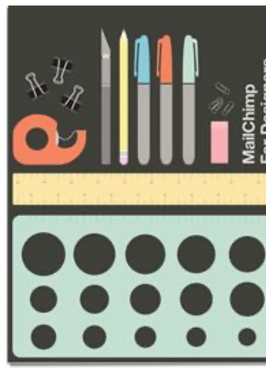
How to Select an Email-Marketing Agency

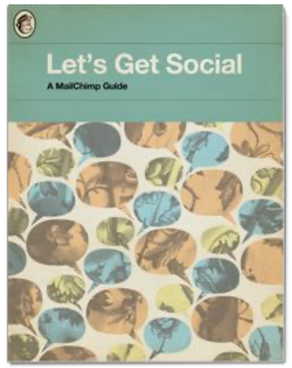
Spam Lawsuits

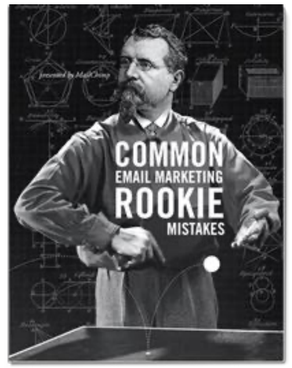
Understanding Reports

Email Security

How To Use Templates







GETTING STARTED
- Payment Forms
- Creating Charges
- Subscriptions
- Your Account

REFERENCES
- Stripe.js
- Button
- Webhooks
- Subscription Billing
- Testing
- Examples
- API Libraries
- Full API Reference

CONNECT
- Overview
- Getting Started
- Integrating OAuth
- Collecting Fees
- Shared Customers
- Reference

FAQ
- General
- Pricing
- Disputes
- SSL

Making your first charge

In this tutorial you'll make your first charge on Stripe. If you need any help integrating, join other Stripe users and staff in our community chat.

You've got your user's credit card details, now what? Now you charge them money. This happens on your server, and the fastest way to do it is by using one of our client libraries. If you haven't already, install your favorite language now. In this tutorial, we'll show code for `Ruby`, `PHP`, and `Python`.

In your web server, grab the Stripe token (or raw credit card details if you aren't using Stripe.js) in the POST parameters submitted by your form. Once you do, it's one simple call to charge the card with Stripe:

ruby | python | php

```
# set your secret key: remember to change this to your live secret key in production
# see your keys here https://manage.stripe.com/account
Stripe.api_key = "3pOIPgMgNKWp5Db724CR7Da8h9yns"

# get the credit card details submitted by the form
token = params[:stripeToken]

# create the charge on Stripe's servers - this will charge the user's card
charge = Stripe::Charge.create(
  :amount => 1000, # amount in cents, again
  :currency => "usd",
  :card => token,
  :description => "payinguser@example.com"
)
```

Tutorial requirement

In order to finish this tutorial, you'll need to have already collected your user's credit card info.

If you haven't, check out our payment form tutorial.

stripe

Dashboard Documentation Help & Support Your Account

LIVE TEST

Search...

GENERAL
- Dashboard
- Payments
- Customers
- Transfers

SUBSCRIPTIONS
- Plans
- Coupons

REQUESTS
- Events & Webhooks
- Logs

General | Team | API Keys | Subscriptions | Webhooks | Applications | Data

Test Secret Key: 3pOIPgMgNKWp5Db724CR7Da8h9yns

Test Publishable Key:

Live Secret Key:

Live Publishable Key:

Learn more about API authentication

Done

Test

$0.00
Total volume

to 11/10/2012

$0.00 total

0 total

0:00 4:00 8:00 12:00 16:00 20:00

Google™ Custom Search

Help

Documentation
The Forums
Ask Support

General Info

FAQs
Video Tour
Terminology

Accounts

Login
Account Manager
User Management
Activity Log

Forms

Form Manager
Form Builder
Entry Manager
Code Manager
Notifications
Rule Builder
Payment Settings
Integrations

Reports

Report Manager
Report Builder
Widget Manager

Wufoo Rest API V3

On this Page

1. Introduction
2. Finding Your Key
3. Wufoo REST Structure
4. URL Prefix
5. The Extension
6. Convenience Parameters
7. Authentication
8. Hashed URL Vs Friendly URL

FAQs

1. Are there any API restrictions?
2. Can sub-users use the API?
3. Where are the old APIs?

Other APIs

1. API Introduction
2. Forms GET
3. Fields GET
4. Entries GET / POST
5. Users GET
6. Reports GET
7. Widgets GET
8. Comments GET
9. Web Hooks PUT / DELETE
10. Login POST
11. Examples
12. The Wufoo REST Principles

API Wrappers

1. Learn about and get API Wrappers

Introduction

The Wufoo API is designed to unlock the potential of the data stored inside your Wufoo account. We provide all the tools required to build applications, advanced reports and visualizations not currently offered by the default Wufoo UI.

What's even better is that you don't need any programming experience to at least view the data, because if

Medieval Times
Florida
July 9, 2010

Win a friggin' Battle Axe

Just look at the rays of power that emanate from it.

WUFOO API Contest

1. **Build something awesome with the API**
2. **Submit it by August 31**
3. **Win you some prizes!**

Ideas

- Plugins for popular CMS's
- Stand-alone application
- Mobile Entry Manager
- Create PDFs from entry data or forms
- Calendar view of

iPhone App

Android App

Wordpress Plugin

Y

Follow us on Twitter

Sponsored by:

balsamiq LITTLE BIG DETAILS

Our startup:

Gidsy

7 FEB
138
short url

iPad Keyboard - There are phantom keys in the middle when you split the keyboard in half.

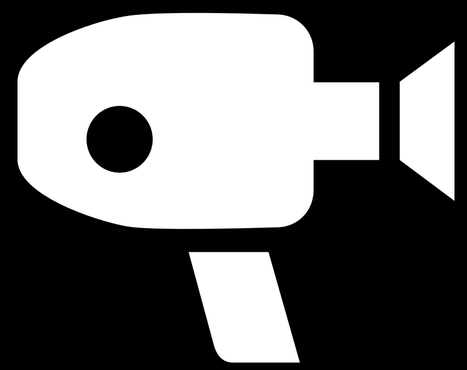
/via Reinier Ladan

Read more here.

John Gottman

Gottman

- He's a marriage researcher up in Seattle
- He can watch a video tape of a couple fight over some issue for 15 minutes, and predict within 85% accuracy rate, whether that couple will be together or not, or divorced, in four years.
- If he increases that video up to an hour and asks them to also talk about their hopes and dreams, that prediction rating goes up to 94%.



15 Minutes = 85%

1 Hour = 94%

Everyone fights.

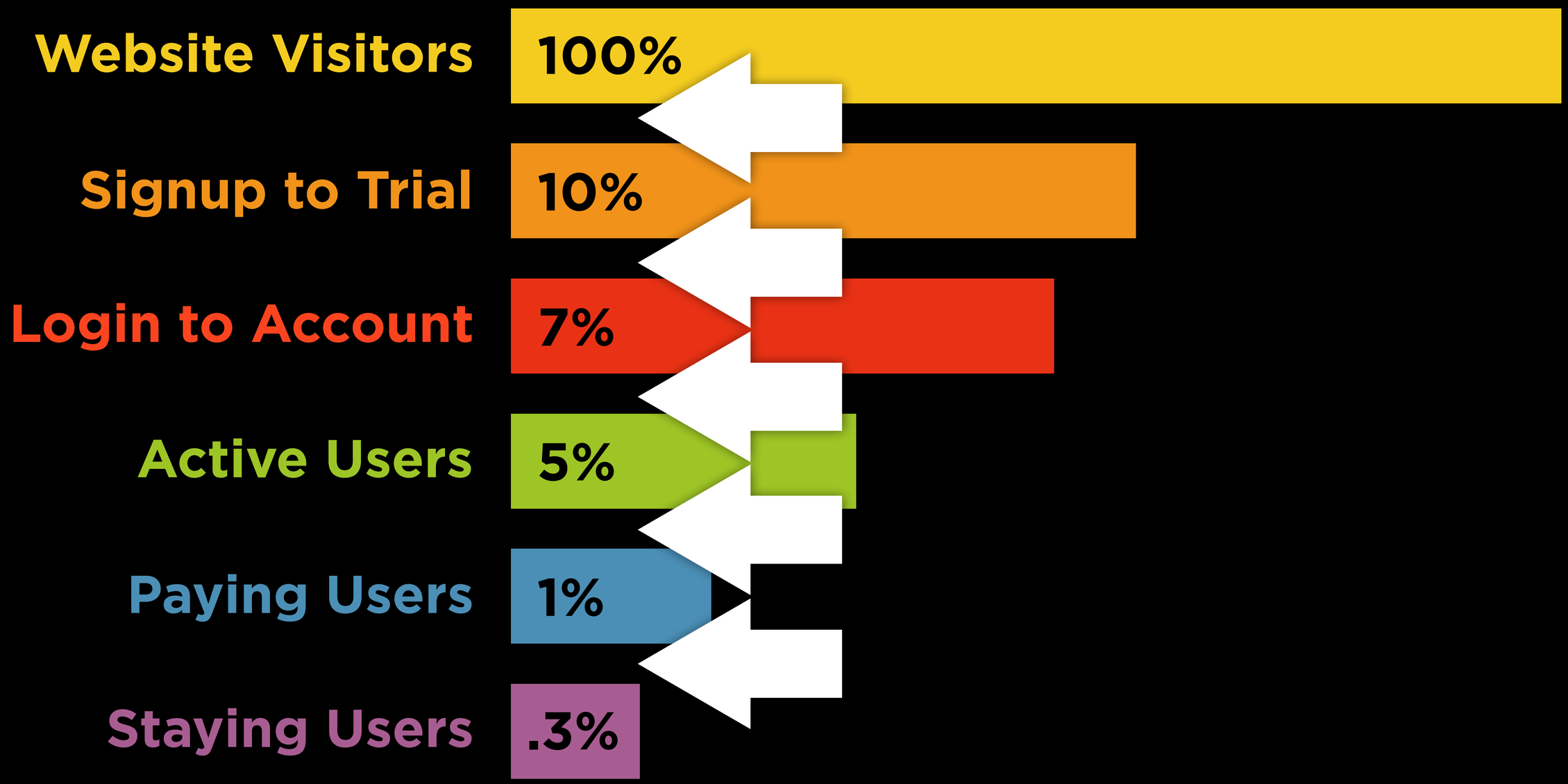
Y

Money	Cost / Billing
Kids	Users' Clients
Sex	Performance
Time	Roadmap
Others	Others

Y

Mapping to products

- Money - this costs too much, or I'm having trouble with credit cards.
- Kids - users' client.
- Sex - performance, how long you're up and how fast.
- Others - I said was jealousy or in-laws, so that's competition and partnerships,


Website Visitors
100%
Signup to Trial
10%
Login to Account
7%
Active Users
5%
Paying Users
1%
Staying Users
.3%

Customer support

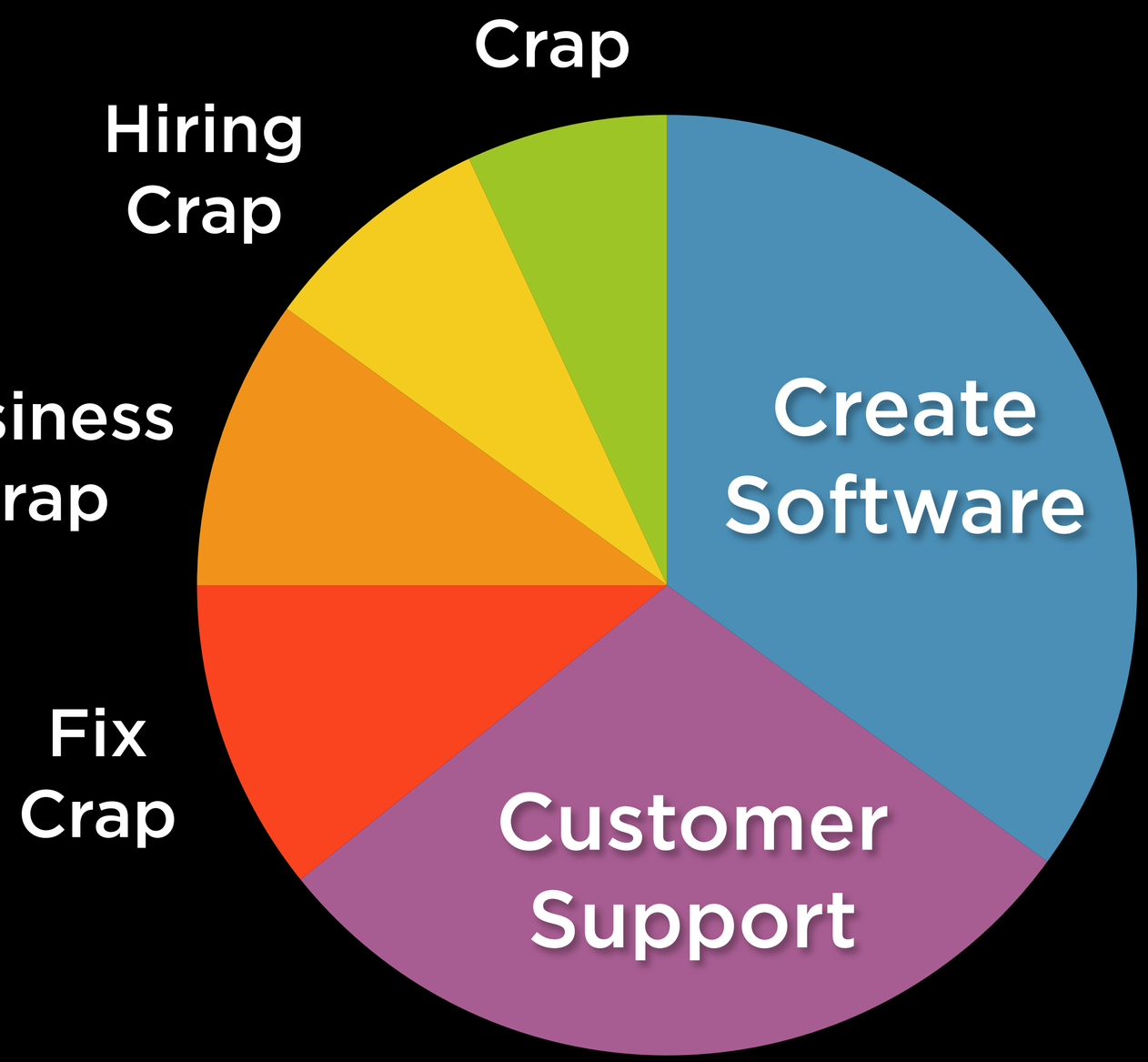
- The reason I like to think about this in terms of customer support is that, in everyone's processing of a conversion funnel, customer support is a thing that happens in between every one of the steps;
- it's the reason why people don't make it further down there; it's the thing that prevents conversion from happening.

Software engineers and designers are often divorced from the consequences of their actions.

Y

Before Launch

After Launch



Responsibility
Accountability
Humility

Software Development

Support Driven Development

Y

SSD

- It's a way of creating high-quality software, but it's super simple;
- All you have to do is make everyone do customer support.
- What you end up having is you fix the feedback.
- The people who built the software are the ones supporting it, and you get all these nice benefits as a result.

Benefits

- One of them is support responsible developers and designers.
- When people built the stuff, they give the very best support.

You make everyone do customer support.

Y

Creators = Supporters

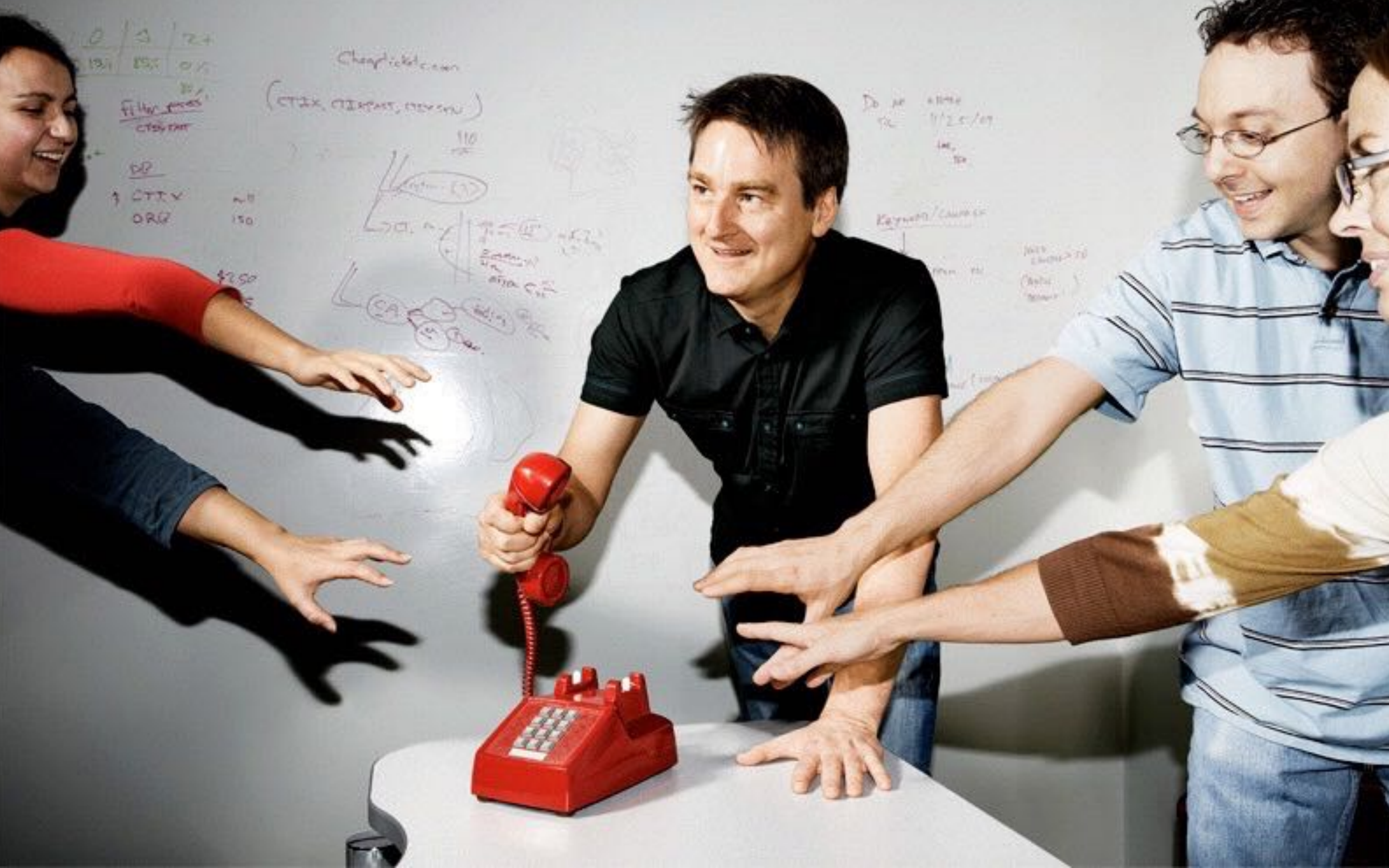
1

Support Responsible Developers and Designers Give the Best Support

Y

KAYAK®

Y



Kayak

- Paul English installed a red customer support phone line in the middle of the engineering floor, and it would just ring with customer support calls.
- People would often ask him "Why would you pay engineers $120,000 or more to do something that you can pay other people a fraction of."
- He said, "Well, after the second or third time that the phone rings, and the engineer get the same problem, they stop what they're doing, they fix the bug, and they stop getting phone calls about it."

The Four Horsemen

Criticism
Contempt
Defensiveness
Stonewalling

+500,000 users

~5 million people

~400 issues

+800 emails

7-12 minutes

Y

The four horsemen

- Criticism is basically people starting to focus, not just on the specific issue at hand, but on the over arching issues like "You never listen to users" or "You never think about us" all the time.
- Contempt is when somebody is purposely trying to insult another person.
- Defensiveness is not trying to take accountability, or trying to make excuses for their actions.
- Stonewalling is basically shutting down. It is one of the worst things we can do in a relationship.

The four horsemen

- Often times we don't worry about these things in customer support, criticism or contempt.
- Defensiveness, you see this all the time especially in companies as they get older.

The four horsemen

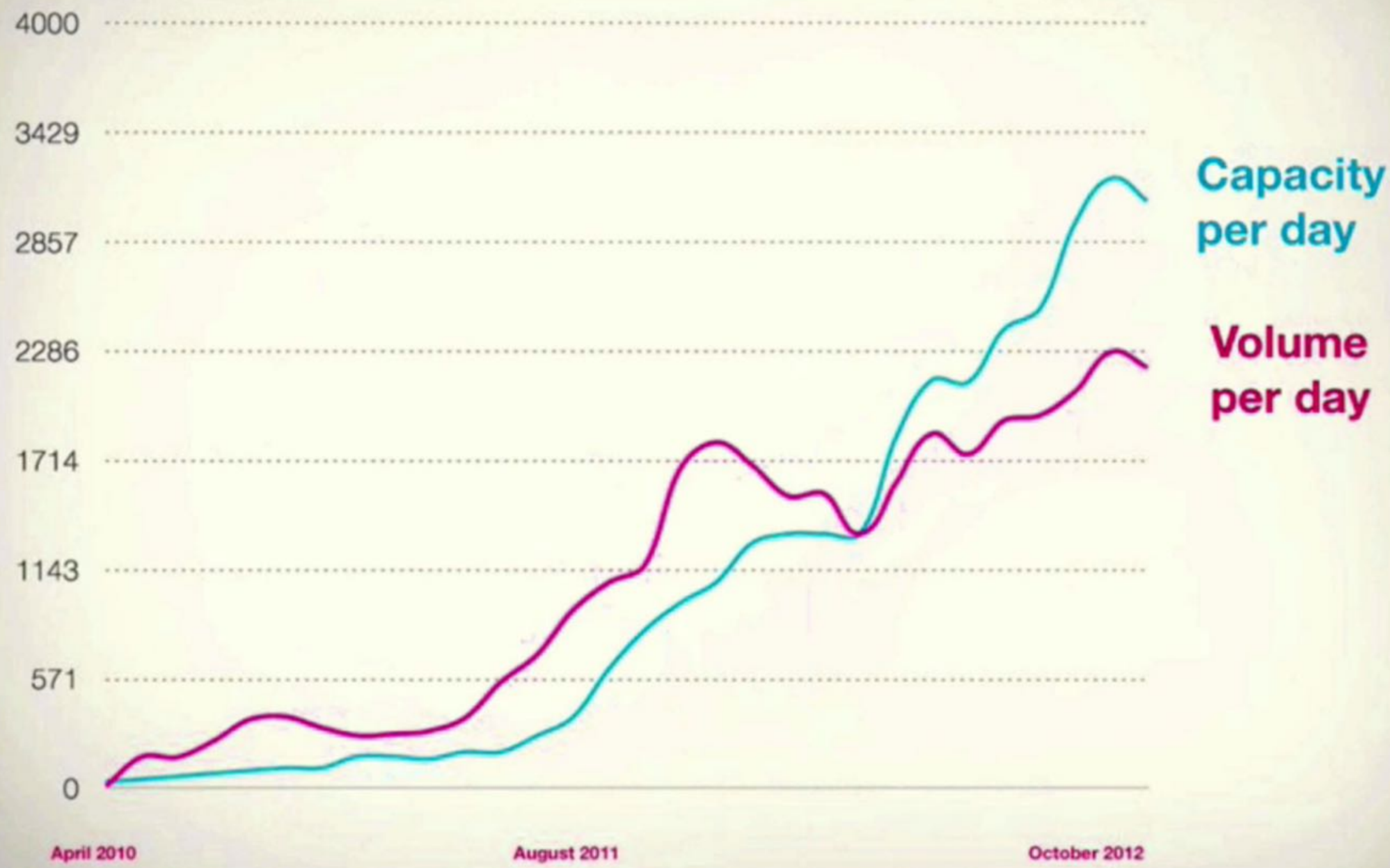
- Stonewalling, this is something I see happening with startups all the time.
- You get a bunch of customer support calls coming in, and you just think, "I don't need to answer, I don't need to respond."
- That act of not even getting back to them is one of the worst things you can do, and it's probably some of the biggest causes of churn in the early stages of startups.

Joe Gebbia

Airbnb

- What a lot of people talk about and often forget about Airbnb, is how they did this interesting thing where they went up to New York, and offered professional photography, and the founders would go up there and actually take pictures of the people's apartments to help them sell more, focusing on the stories about conversion.
- What most people don't realize is Joe in the early times of Airbnb, he had a phone headset stuck to his head all the time because he was doing phone support nonstop.

The Airbnb DTR moment



Airbnb

- Churn is the story we don't like to talk about.
- Airbnb's growth really started picking up when they figured out how to match capacity to the demand or the phone calls they were getting into their support system.

Wufoo Emotions

- There's a disconnect between the emotions that we have when we need help, and the content and the reaction we get from people when we get help to people, especially online, because they just don't see those nonverbal cues.
- Unless there's face recognition on the web, we are just always going to be disconnected from our users.
- Our feeling was like, "We're not face recognition experts, but we think there's another way of getting empathy.

Home → Ask Support

Login!

Search

Google™ Custom Search

Help

- Documentation
- Knowledge Base
- The Forums
- Request Support

Ask the Wufoo Support Team

General Info

- FAQs
- Take a Tour
- Terminology

Accounts

- Login
- Account Manager
- Activity Log

Forms

- Form Manager
- Form Builder
- Entry Manager

Wufoo Support Request

Unfortunately, we can't always get it right. If something doesn't seem to be working right for you in Wufoo or you can't find an answer, let us know and we'll do everything we can to help you out.

Tell us what happened : *

You made me smile.

Please be as specific as possible. If it's a bug, tell us the steps we need to take to recreate the issue, what you expected to happen and what actually happened.

Where did you encounter the problem?

http://wufoo.com

Include a link to the page where your issue occurred.

Your Email Address *

kevin@wufoo.com

So we can get back in touch with you.

Operating System

Windows XP

Browser

Internet Explorer 6

Upload a Screenshot

Choose File advancedCSS.png

This is optional, but helps us out a lot.

Submit

teps we need to take
hat actually happened.

Your Email Address *

So we can get back in touch with you.

Browser

Emotional State

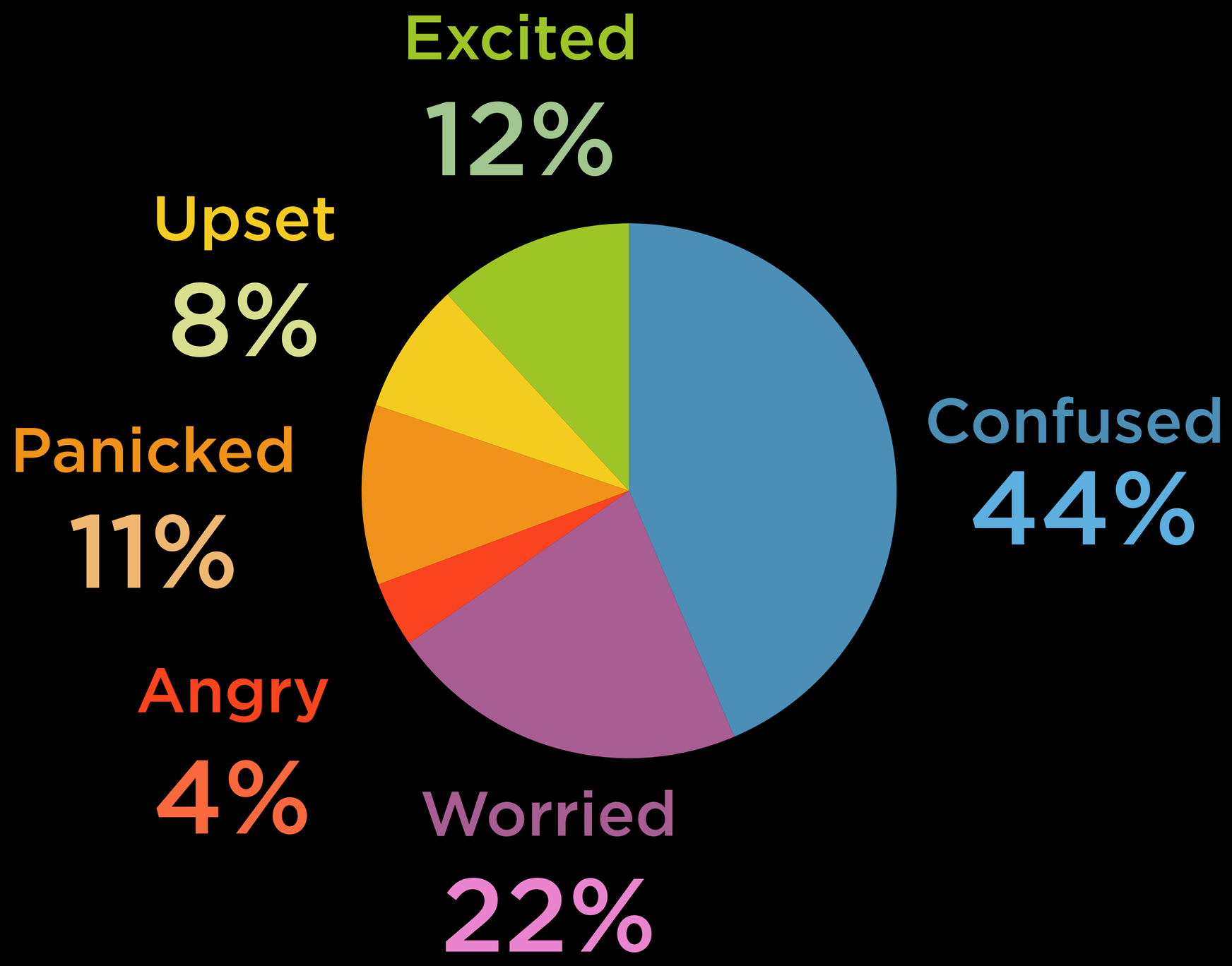
✓

Excited
Confused
Worried
Upset
Panicked
Angry

Emotional State 75.8%

Browser Type 78.1%

Y


Excited
12%
Upset
8%
Panicked
11%
Angry
4%
Worried
22%
Confused
44%

2 Support Responsible Developers and Designers Create Better Software

Y

Fast Path to a Great UX - Increased Exposure Hours

BY JARED M. SPOOL

Originally published: Mar 30, 2011

As we've been researching what design teams need to do to create great user experiences, we've stumbled across an interesting finding. It's the closest thing we've found to a silver bullet when it comes to reliably improving the designs teams produce. This solution is so simple that we didn't believe it at first. After all, if it was this easy, why isn't everyone already doing it?

To make sure, we've spent the last few years working directly with teams, showing them what we found and helping them do it themselves. By golly, it actually worked. We were stunned.

The solution? Exposure hours. The number of hours each team member is exposed directly to real users interacting with the team's designs or the team's competitor's designs. There is a direct correlation between this exposure and the improvements we see in the designs that team produces.

It Makes Perfect Sense: Watch Your Users

For more than 20 years, we've known that teams spending time watching users, can see improvements. Yet we still see many teams with regular user research programs that produce complicated, unusable products. We couldn't understand why, until now.

Each team member has to be exposed directly to the users themselves. Teams that have dedicated user research professionals, who watch the users, then in turn, report the results through documents or videos, don't deliver the same benefits. It's from the direct exposure to the users that we see the improvements in the design.

Over the years, there has been plenty of debate over how many participants are enough for a study. It turns out we were looking in the wrong direction. When you focus on the hours of exposure, the number of participants disappears as an important discussion. We found 2 hours of direct exposure with one participant could be as valuable (if not more valuable) than eight participants at 15-minutes each. The two hours with that one participant, seeing the detailed subtleties and nuances of their interactions with the design, can drive a tremendous amount of actionable value to the team, when done well.

UIE WEB APP MASTERS TOUR

Two days with the 11 masters behind today's most successful web applications.

Last Stop! Minneapolis

UIE Virtual Seminars

Watch Session Previews

Users exposure (Jared Spool)

- There's a direct correlation to how much time we spend directly exposed to users and how good our designs get.
- He said it has to come in this specific way.
- It has to be a direct exposure.
- It can't be something where someone generates a report or through a graph.

Users exposure (Jared Spool)

- You have to be interacting with them in somewhat real time.
- It has to be a minimum of every six weeks, and it has to be for at least two hours; otherwise your software will get worse over time.
- Our developers, the people who are with Wufoo, are getting exposed to our users 4 to 8 hours every single week. What it does is that it changes the way you sort of build software.

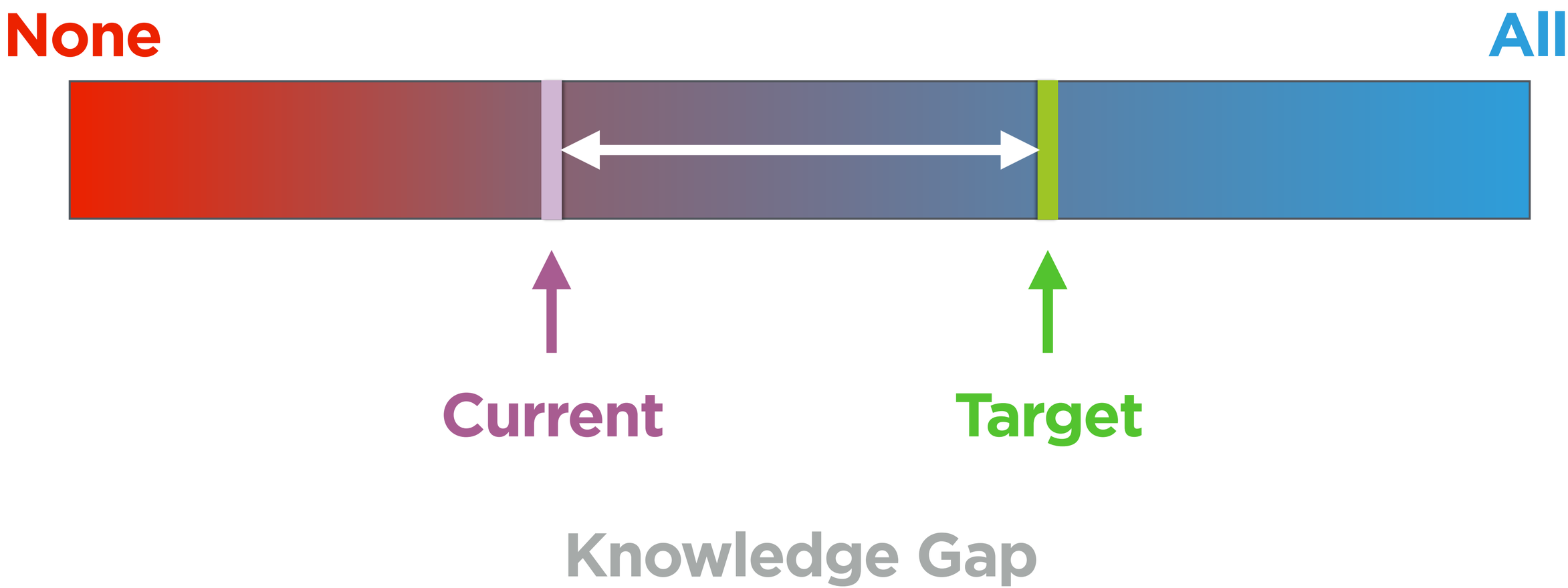
Direct Exposure

Minimum Every Six Weeks

At Least Two Hours

Y

Knowledge Spectrum



Knowledge spectrum

- The gap between the two (current - target) is called the knowledge gap.
- That gap represents how intuitive your app is.
- You either get the user to increase their knowledge or decrease the amount of knowledge that's needed to use the application.
- Often times as engineers or people who build and work on these products we think let's add new features.
- New features only means let's increase the knowledge gap.

WUFOO → FAQ

Login!

Frequently Asked

QUESTIONS

A collection of answers, replies and clarifications to our users' favorite questions. It's like a quiz, but with the answer sheet.

Sign Up for Free! Tour

On this Page

- What is Wufoo?
- What can I build with this?
- Why would I want to use Wufoo?
- Is Wufoo right for me?
- What's required to use Wufoo?
- Is my data safe and secure with Wufoo?
- How long do you keep my information?
- Can anyone access my forms and reports?
- How much does Wufoo cost?
- What are the benefits of the paid plans?
- Are there any long term contracts?
- Can I add Wufoo forms to my web site?
- How can I get at the data collected by my form?
- Can I just get the XHTML and CSS from you?
- Who are you guys?
- What's with the name?

What is Wufoo?

Wufoo is an Internet application that helps anybody build amazing online forms. When you design a form with Wufoo, it automatically builds the database, backend and scripts needed to make collecting and understanding your data easy, fast and fun. Because we host everything, all you need is a browser, an Internet connection and a few minutes to build a form and start using it right away.

What can I build with this?

Basically, the possibilities are endless. Here's a short list of examples to give you an idea of Wufoo's versatility:

Wufoo support

- We spent 30% of our engineering time on internal tools to help with our customer support.
- But often times it was spent on helping people help themselves, like frequently asked questions, or tooltips;
- We redesigned our documentation over and over again, A/B tested it constantly.
- One iteration of our documentation page reduced customer support by 30% overnight.

Options

- [ ] Required (?)
- [ ] No Duplicates (?)
- [x] Encrypted (?)

Show Field to

- (•) Everyone (?)
- ( ) Admin Only (?)

What typ

Questio

Untitled

Predefined Value (?

Instructions for Use

About Encryption

An encrypted field is stored with additional security on our servers. You may have up to 5 encrypted fields. These fields are also NOT sent in email notifications. Ideal for collecting sensitive data.

Forms | Reports | Themes | Users | Account | Help | Logout

orm Settings

eld

er

Checkboxes

Down

Break

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ite

Workshop Registration

Register now while seats are available!

Name

Title First Last Suffix

Address

Street Address

Address Line 2

City

State / Province / Region

Postal / Zip Code

Country

Email

Search

Google™ Custom Search

Help

- Documentation
- Knowledge Base
- The Forums
- Request Support

General Info

- FAQs
- Take a Tour
- Terminology

Accounts

- Login
- Account Manager
- Activity Log

Forms

- Form Manager
- Form Builder
- Entry Manager
- Code Manager
- Notifications

Reports

- Report Manager
- Report Builder

Don't worry. We're here to help.

Try searching our Docs on the left, perusing our Knowledge Base, or asking some friends in the The Forums. If you can't find what you're looking for, submit a Support Request.

General Questions

1. What is Wufoo?
2. How secure is Wufoo?
3. Who are the people behind Wufoo?
4. Is Wufoo right for me?

Billing & Accounts

1. How do I cancel my account?
2. What if I exceed my entry limit?
3. What types of payment do you accept?
4. How do I view my invoices?
5. Can I change my account name/subdomain?

Forms & Email

1. How do I integrate my Wufoo form into my website?
2. How do I have an email sent to me each time a form is completed?
3. Why am I not receiving any email notifications?
4. Why can't I see the submit button?
5. How do I duplicate a form?

Data & Reports

1. How do I view and access my entries?
2. Can I print a report/graph?
3. How can I view my files?
4. Why is all of the data being exported even if it is not visible in the report?
5. How do I export my data?
6. How do I delete my entries?

Search

Google™ Custom Search

Help

- Documentation
- Knowledge Base
- The Forums
- Request Support

General Info

- FAQs
- Video Tour
- Screenshots
- Terminology

Accounts

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Forms

- Form Manager
- Form Builder
- Entry Manager
- Code Manager
- Notifications

Reports

- Report Manager
- Report Builder

Themes

- Theme Designer

Payment

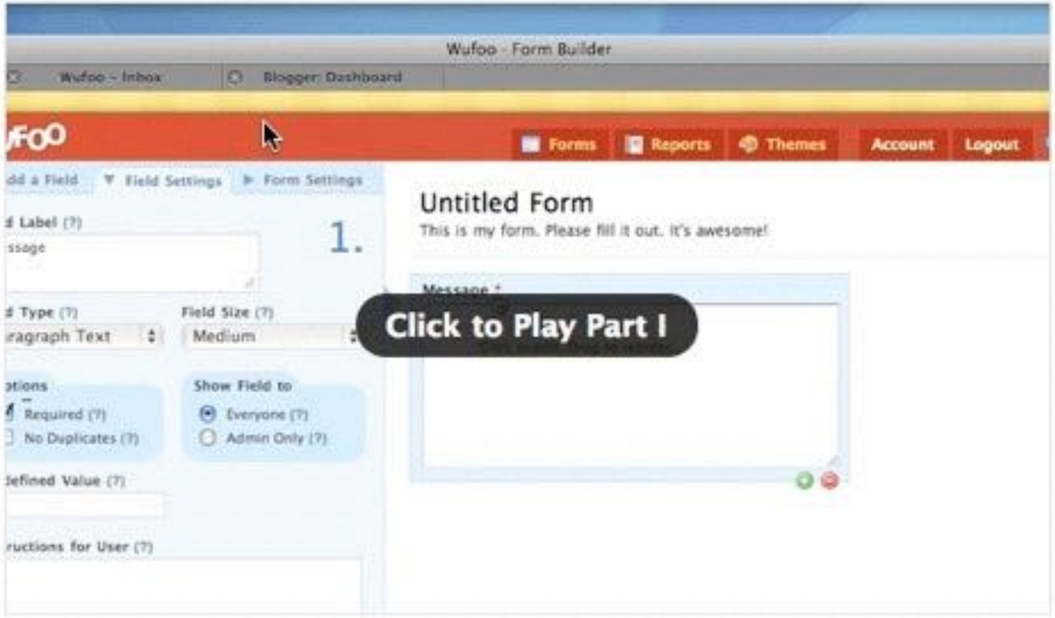
Getting Started with Wufoo

On this Page

1. Creating a Form
2. Viewing and Managing Your Form
3. Viewing and Editing Entries
4. Email Notifications
5. Web Site Integration
6. Creating Themes

Wufoo HD Video Tour

1. Watch Part I in HD
2. Watch Part II in HD
3. Watch Part III in HD
4. Watch Part IV in HD
5. Watch Part V in HD
6. Watch Part VI in HD

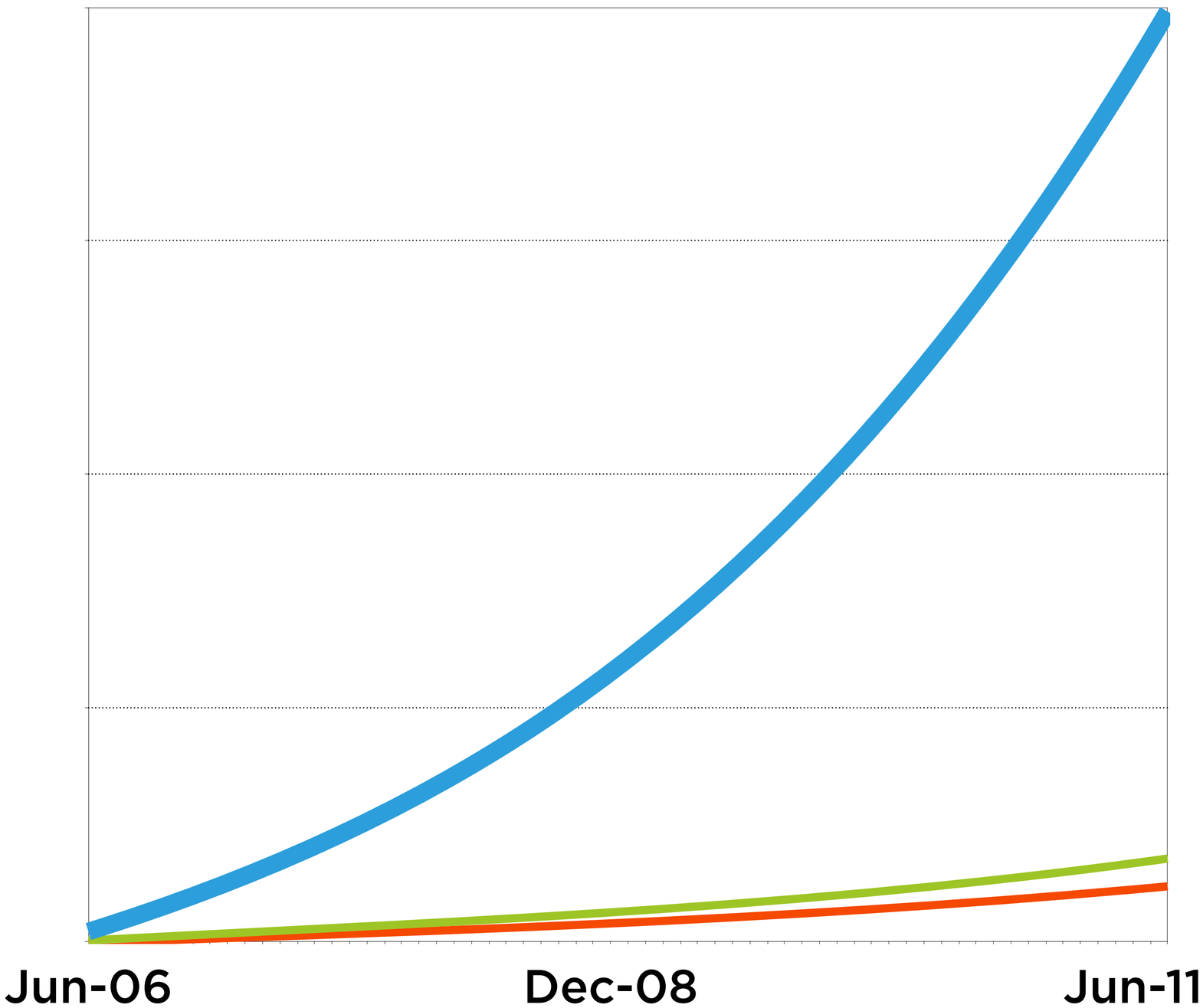


Part I : Creating a Form

Hi, my name is Kevin Hale and I am one of the creators of Wufoo. In the following guide, I'm going to take you on a tour of our key features so that you can get up and running quickly with Wufoo to collect information over the Internet.

What happens when you make everyone responsible for giving remarkable support every single week?

Y



Subscribers

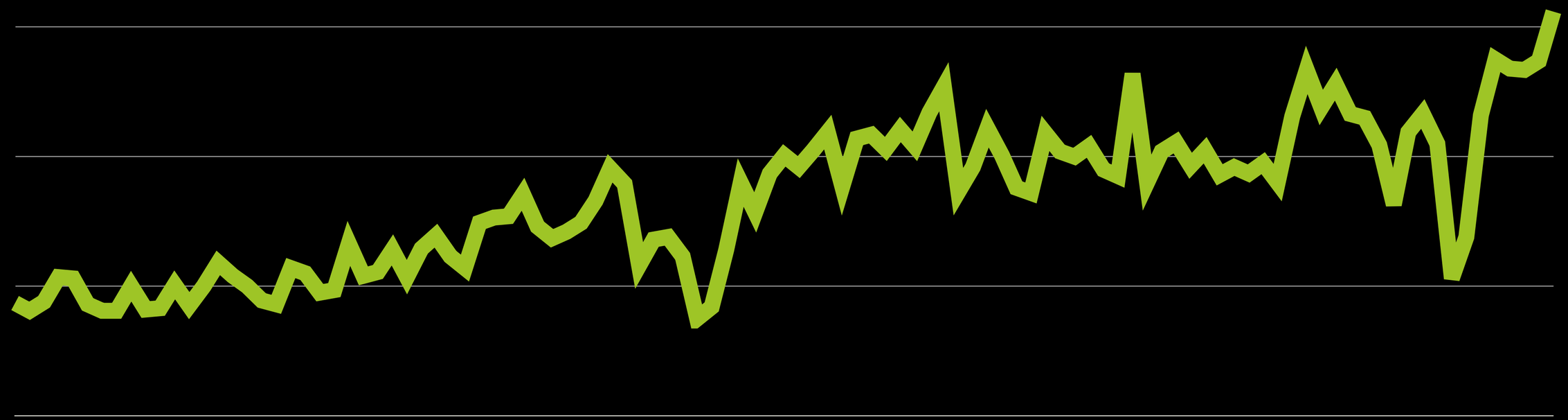
New Users

Downgrades

Wufoo curve

- We paid no money on advertising or marketing; all of it was done by word-of-mouth growth.
- The interaction between new users and downgrades are this.
- It's so slight what it takes, that gap, making that work.
- What a lot of people keep forgetting is that there's almost no difference between an increase in conversion rate, 1% increase, and 1% decrease in churn; they do the exact same thing to your growth.;
- However, the latter is actually much easier to do, and much cheaper to do.

Wufoo Support Requests



RELATIONSHIPS ATROPHY

Y

Sudden divorce

- None of the other indicators would show that divorce was going to happen.
- The way a lot of people think showing people that "I care about you" in products and companies is by doing things like creating a blog or making a newsletter.

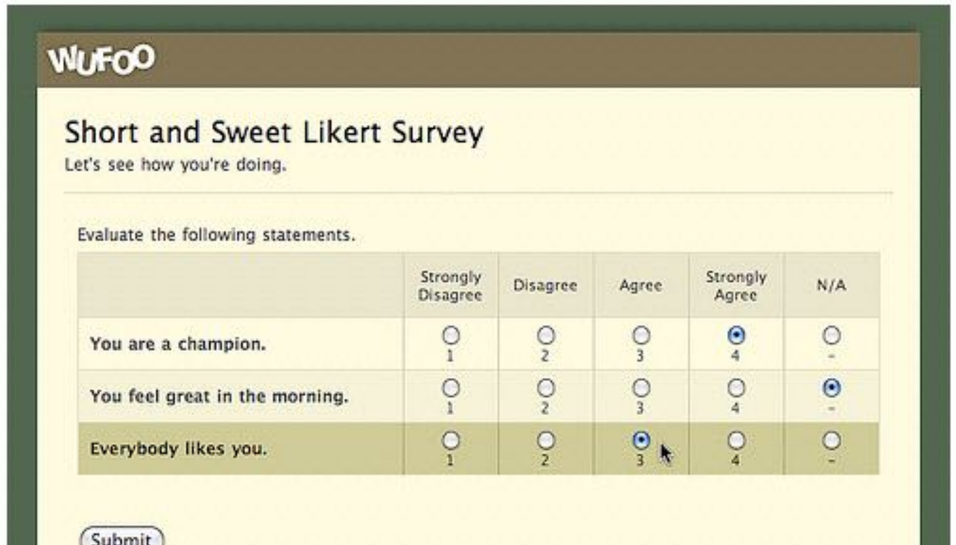
The WUFOO Blog

Hey Likert. Welcome to the Party!

By Kevin Hale · November 18th, 2008

After weeks of planning, preparation and quite a bit of backend architecture adjustment magic, the Wufoo Team is proud to announce the addition of a new field now available to all users across all plans : **The Likert Field**.

I know we've announced a lot of new stuff today, but we're probably the most excited about this one. For those that don't know about Likert items, Wikipedia describes the field as "a psychometic scale commonly used in questionnaires, and is the most widely used scale in survey research." Since we strive to be the easiest way to collect information over the Internet, we thought it only appropriate to try and bring to our users the easiest way to create the most widely used scaling method for measuring bipolar responses from your users.



About

The Wufoo Blog is the official online publication written by the developers of Wufoo about their online form builder, form-related technologies, and whatever else may fit their fancy—like robots.

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Categories

- Form Theory (5)
- Good Times (4)
- Maintenance (6)
- News & Updates (47)
- Tips & Tricks (1)

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- February 2007
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- October 2006
- September 2006
- August 2006
- July 2006

The WUFOO News!

· November 19, 2008 ·

Good Morrow Friends!

With autumn going by quickly in our neck of the woods, Team Wufoo is here again for another show-and-tell of delightful new features for our favorite form builder. We've got some mighty sweet stuff in this update, so sit back, relax and soak up the goodness.

Hey, it's Likert. Welcome to the Party!

After weeks of planning, preparation and a bit of backend architecture magic, we are proud to announce the addition of a new field now available to all users across all plans : **The Likert Field**, the most widely used scale in survey research. Now you can easily create better surveys for measuring bipolar responses from your users.

[Learn More about the New Likert Field]

Multiple Choice Field Upgrades

Ryan's been staying up late rewriting our favorite piece of code for the umpteenth time. The Form Builder got a complete rewrite of the underlying engine for speed and the following upgrades to the multiple choice field. In addition to porting over the Bulk Add interface from the Dropdown field over to the Multiple Choice field, we've also added an "Allow Other" option in the field settings so you can provide your users a way to enter their own custom answer to a question if none of the choices you provide them in the field fits their fancy.

Sudden divorce

- We built a new tool and called it the Wufoo Alert System.
- It allowed us to timestamp every new feature that we are building for users, and that every time they would login we would look at the difference between their log in time, or last login in time, and the new features that were implemented, and they would have this message show up, "Hey since you've been gone, here's all the awesome stuff that Wufoo did for you."

Sudden divorce

- They would say things like, "Dude I love that 'Since you've been gone' thing.
- Even though I pay the same amount every single month, you guys are doing something for me almost every week.
- It's totally awesome; it makes me feel like I'm getting maximum value.

Sudden divorce

- They would say things like, "Dude I love that 'Since you've been gone' thing.
- Even though I pay the same amount every single month, you guys are doing something for me almost every week.
- It's totally awesome; it makes me feel like I'm getting maximum value.

Wufoo Manager :: Alerts

Hi **khale**. Welcome!

Title

Link

http://

Audience

All Users

Description

Add Alert

25 Bogeys Detected

ID	Audience	Title	Link	Date
#92	All Users	Get Reliable Mobile and Desktop Alerts with...	notifo-integration	Nov 2, 2010
#91	All Users	How to Create a Time-Based Wufoo Report	creating-time-based-reports	Nov 1, 2010
#90	All Users	Downtime for Quarterly Patching	quarterly-patching	Nov 1, 2010
#89	All Users	Create an Affiliate Program Signup Form with...	zferral-integration	Oct 27, 2010
#88	All Users	How to Provide Driving Directions on Your Forms	provide-custom-driving-directions-in-confirmations	Oct 26, 2010
#87	All Users	Introducing the API Contest Submissions	the-api-contest-submissions	Sep 20, 2010
#86	All Users	New Typography Features!	use-over-150-fonts-on-your-forms-with-wufoos-ne...	Aug 30, 2010
#85	All Users	New API Nodes, Security Changes and API Contest...	new-api-nodes-security-changes-and-api-contest-...	Aug 27, 2010
#84	All Users	How to Create a Tiered Gift System Using Wufoo	spice-up-your-wufoo-donation-forms-with-a-dynam...	Aug 27, 2010

WUFOO

Forms | Reports | Themes | Users | Account | Help

Form Manager

O, what men dare do!

New Form! | Sta

Filter

Sort By : Date Created | Date Edited | Entries To

Pay
Er
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Joi
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Exa
Co

Since You've Been Gone.

Updates from the Wufoo Team

How to Arrange Form Fields to Sit Next to Each Other in Wufoo : We are also excited to announce that we've added a few new CSS keywords to allow you to arrange four and five fields to set next to each other side by side. Learn More

How to Customize Checkbox and Radio Inputs with Custom CSS : Ever wish you could change the look of the checkbox and radio inputs on your Wufoo forms? Now you can with this easy to follow custom CSS tutorial! Learn More

Get Your Embed On With The Wufoo Form Embed Kit : The Wufoo Form Embed Kit is a tool that helps developers easily create integrations with your Wufoo forms. With just a few lines of JavaScript, your content manager or website builder can pop up a user-friendly box to easily embed forms into their app. Learn More

Überforms! How to Seamlessly Stitch Large Wufoo Forms Together : With a bit of work, you can use a combination of templating, URL modifications, form settings and custom themes to create forms that look to be bigger than 100 fields. Learn More

How to Use Custom CSS on Your Wufoo Forms : If you have some swagger and a little CSS knowledge under your belt, you can take your form's looks to the next level using the Advanced settings for your custom

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We made everyone say thank you.

Y

Thank you

- Every single Friday we would get together, we would write simple handwritten thank you cards to our users.
- And I know there are tons of people who would not be sort of excited about doing this;
- These aren't fancy thank you cards; they're just simple handwritten stuff on index cards, we threw in a sticker, and slapped on a dinosaur on the front of it.

twitpic
share photos on twitter

Posted on September 12, 2008
by finge

Rotate left Rotate right

View full size

Share this photo

Put this photo on your website

Views 28

Tags

This photo has no tags. Be the first to tag it.

Twitter Love
The Social Network for Twitter

More photos by finge

flickr from YAHOO!

Signed in as Wufoo | Help | Sign Out

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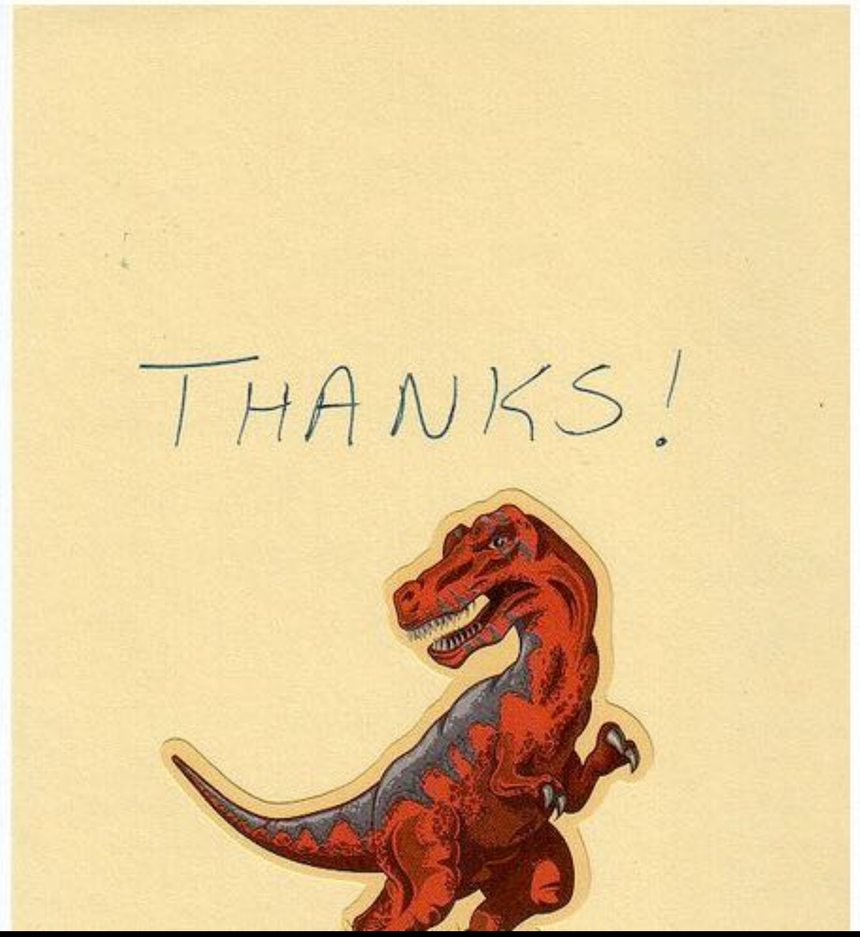

By BrianR
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Hi Brian,

My name is Andrew, one of the developers for Wufoo. I just wanted to say thank you for using our services. You've been with us for some time now and we're honored and delighted to have earned such trust.

People like you help us achieve our dreams and we won't ever forget that. So thank you again on behalf of the entire Wufoo Team.

By BrianR
Brian Russell

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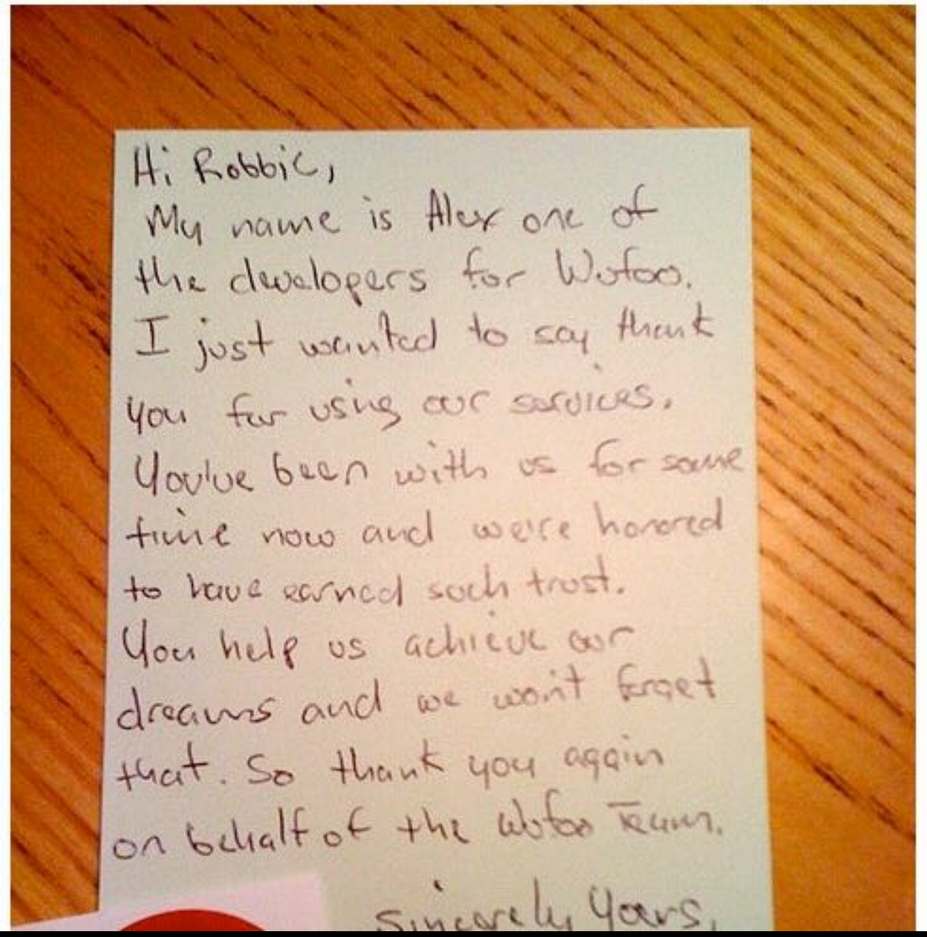

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Robbie Manson

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Christmas cards

- What's interesting is we started this practice as a result of the early days of starting Wufoo.
- Chris came up with this idea where he said, "Hey guys, a couple years ago my mom made me write thank you letters to all my relatives for my Christmas presents, and I really didn't like to do it, but the following year all my presents were super good... so I think we should try this for our business and see how it goes."

Christmas cards

- We read a book called The Ultimate Question and in it, he talks about focusing on your most profitable users; if you just take care of them, things will work out.
- "That will work out, that's scalable."
- Basically we only wrote to our highest-paying customers.

Christmas cards

- What we decided after thinking about it for a while was that we had to stop doing it just one time a year;
- it needs to be something that happens every sort of week.
- And even though we'll never catch up to all of our customers, just a practice of doing it will make all the difference.

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Andrew Brudtkuhl

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Best Price

Best Product

Best Overall Solution

Y

Harvard Article

- The Harvard Business Review by Michael Treacy and Fred Wiersema and in it they talk about the discipline of market leaders.
- They say there's only three ways that you achieve market dominance, and depending on how you want to achieve that market dominance, you have to organize your company in a very specific way:

  best price, best product, and best overall solution.

Harvard Article

- For best price, you focus on logistics, so Wal-Mart and Amazon.
- If you want to be the best product out there, you focus on R&D, (Apple)
- Best overall solution is about being customer intimate. This is the path that you see all luxury brands follow, as well as the hospitality industry.

Harvard Article

- The third one is the only one that everyone can do at any stage of their company.
- It requires almost no money to get started with it.
- It usually just requires a little bit of humility and some manners.
- And as a result, you can achieve the success of any other people in of your market.