

Product Thinking

Introduction UX &UI Design

Who is a Customer?

A “customer” is essentially the purchaser. They are the one giving money and buy products / services.



Who is a Consumer?

A “consumer” is consuming the products / services that bought by customer.



Who is a User?

A “user” is the person actually using the software or product.

In consumer software, those two roles are typically filled by the same person.



Bike Owner Pet Owners Grocery Buyers Tenants House
Owners Commuters Gym Goers Gadget Owners Traveller
Devotee Food Lover

Experience Design

Product Design

Service Design

**User Experience Design
/UX Design**

**Customer Experience
/Cx Design**

**User Interface Design
/UI Design**

**Process Design
Space Design**

Experience design

Product Design

Digital Product Line Mobile Application/ Web Application

**User Experience Design
/UX Design**

Process – Design Thinking

**User Interface Design
/UI Design**

Best Practices & Frameworks

What Is A Product?

A Product has A Core User Experience, Which Is Basically The Reason The Product Exists.

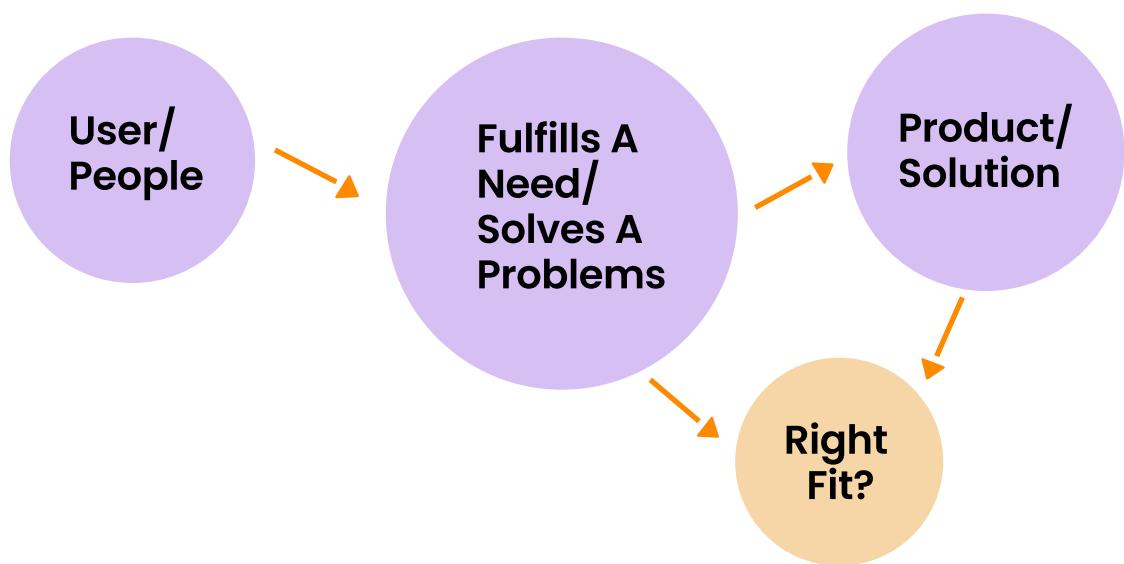
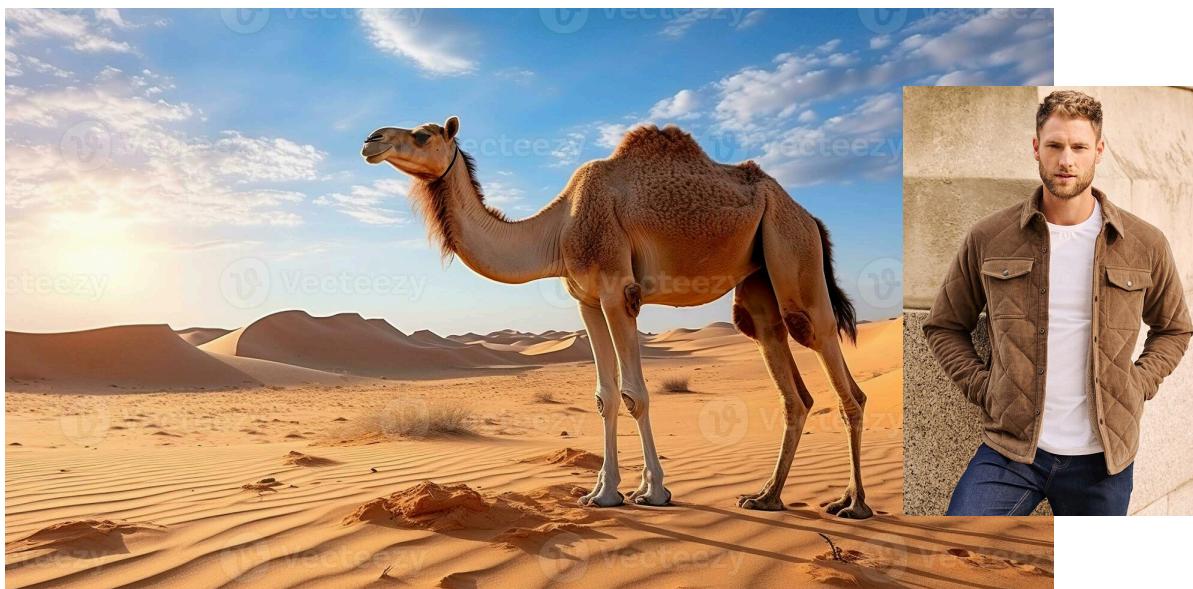


What Is A Product?

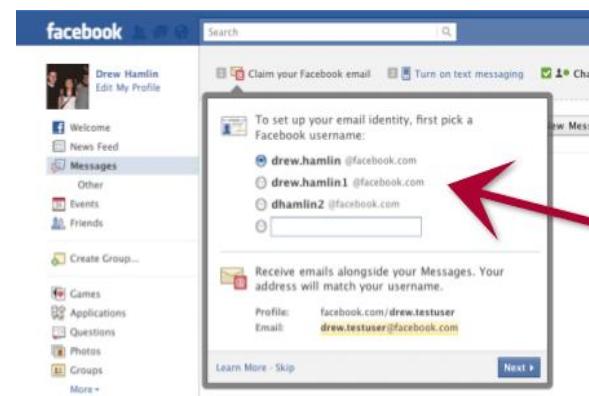


Product Right Fit

How Well A Product Or Service Meets The Needs Of A Specific Market. It's When A Product Is Able To Solve A Significant Problem For Customers, And Is Positioned In A Way That Distinguishes It From Competitors.



Google Glass – WearableDevice

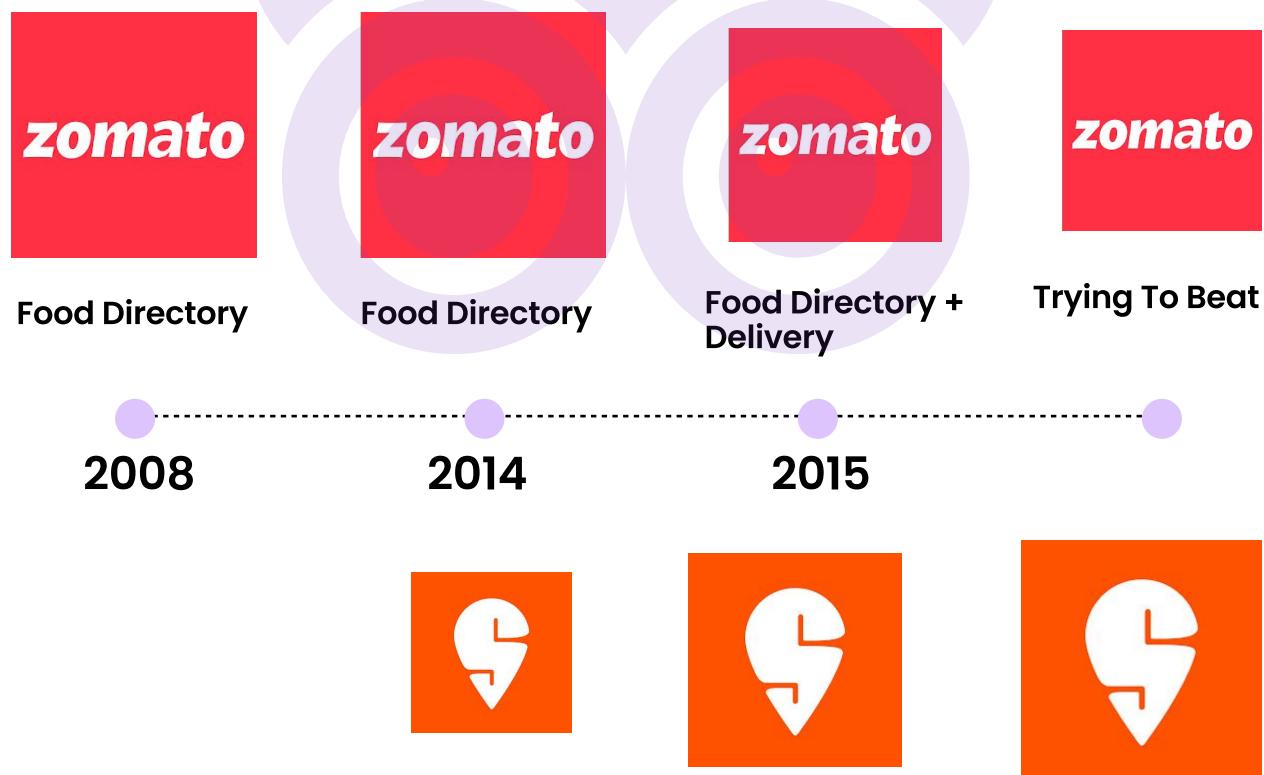


Facebook Inbox – Email Service On 2010

Product Evolution



Product Evolution



Begining Goes Right But! Went Low In Middle When They Can't Understand The User Problems And Needs

Activity

**What Is The Market Size For
DOSA?**



4W + H To Design

How To Do 'Product Thinking'?



What is your Product?

In Order To _____ (Vision),

Our Product Will Solve _____ (Target Audience),

Problem Of _____ (User Problem),

By Giving Them _____ (Strategy),

We Will Know If Our Productworks, When We See
_____ (Goal),

SAMPLE

Product Statement

Project : Online Networking Platform For Homemakers & Small Businesswomen

In Order To Enrich Their Lives And Business,

Our Product Will Solve Indian Homemakers And @Homesmall Businesswomen's

Problem Of Fnding Part Time Jobs And Managing Small Businesses

By Giving Them A Homemakers' Network Platform That Lets Them Fnd Jobs , Sell Their

Products And Learn & Teach New Skills Among Themselves.



What Problem?

1. Restaurants Fnd Difficult To Identify The Delivery Boys
2. Investment On Vehicles, Insurance And Maintenance
3. Tracking The Delivery
4. Additional Resource To Manage Delivery Boys, Billing System And Etc..

ForWhom?

Primary	Secondary
1. Restaurants Owners	1. Consumers 2. Delivery Personnel

Why?

1. Their Mission Is To Change The Way India Eats Apart From Servicingthe Customer Better
2. Also, In Terms Of Number, There Are Many People Seeking Convenience In Making And Eating Food.

How?

1. Swiggy Was To Build An Extensive Logistics Network For Food Delivery
2. At That Time Zomato, TinyOwl And Food Panda Built Marketplaces That Connected Customers To Restaurants. Food Delivery Done By Either Restaurants Or Third-Party Logistics Providers

Whatis The Goal?

1. Restaurant Having Add-On Income From Home Delivery
2. Today's Convenient Generation, Peopleorder Food Fromhome.
3. Multiple Choice To Choose The Food

Why Product Thinkingin User Experience?

1. To Tune UX/UI Designers To Think In Products, Not In Features.
2. To Fall In Love With A Problem, Not A Specificsolution.

Problem Statements – DO's

Bike Owner Fnding Difficulty To Fnd A Perfectmechanic

Car Buyer Fnding Difficulty To Arrange A Car Loan Through Online

Party Celebrators Fnding Difficulty To Buy A Homemade Cake For Birthday Party

Pet Owners Face Difficulty In Fndingbest Veterinary Physician

Problem Statements Don't

Students Fnd Trouble In Choosing Career.

Changing Address In All Identity Proofs After Shifting To New Residenceis Difficult.

Road Side Sellersfacing Difficulties During Rainy Days And Foods

Commuter Facing A Problem In Bus Timing

Advanced Calculator

Activity

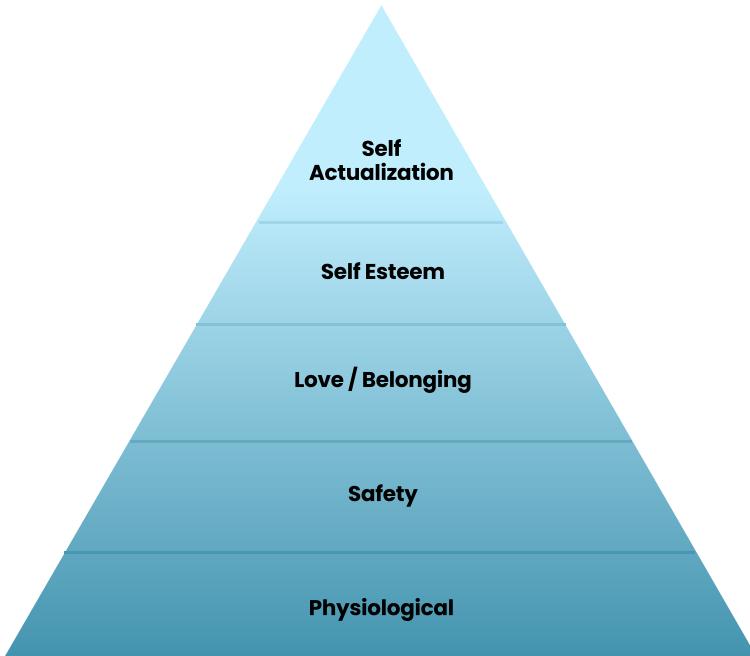
- **Identify 3 Unique Problems**
- **Implement 4W + H And Prepare Product Statements For 3 Unique Problems**



Maslow's Hierarchy Of Needs

Understanding Human Needs & Motivations

Abraham Maslow
1908 - 1970



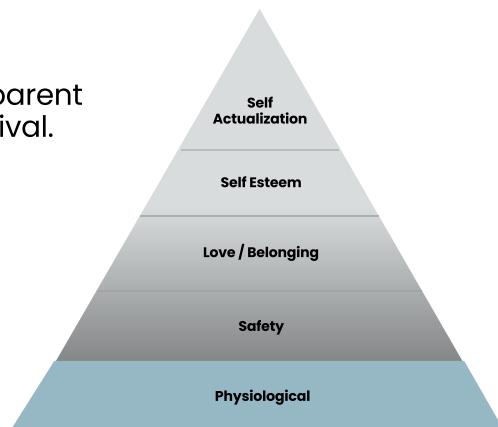
Maslow's Hierarchy Of Needs

Physiological Needs

The Basic Physiological Needs Are Probably Fairly Apparent
— These Include The Things That Are Vital To Our Survival.

Some Examples Of The Physiological Needs Include:

- Food
- Water
- Breathing
- Homeostasis
- Shelter & Clothing
- Sexual Reproduction

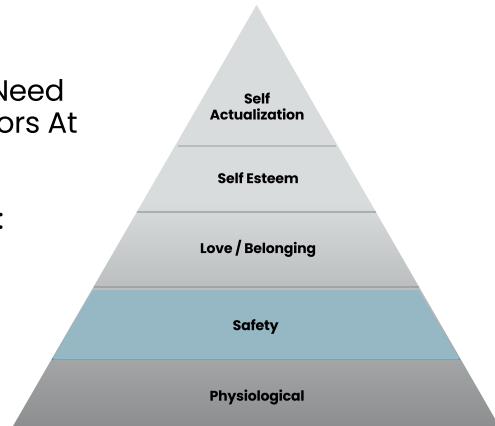


Safety Needs

People Want Control And Order In Their Lives, So This Need For Safety And Security Contributes Largely To Behaviors At This Level

Some Of The Basic Security And Safety Needs Include:

- **Financial Security**
- **Health And Wellness**
- **Safety Against Accidents And Injury**
- **Finding A Job**
- **Health Insurance, Safe Neighbours**

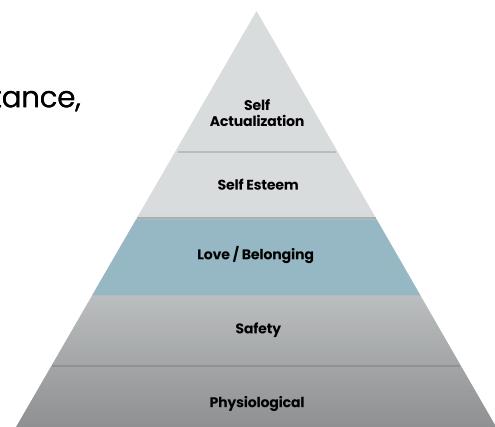


Love / Belonging Needs

The Social Needs Include Such Things As Love, Acceptance, And Belonging. At This Level, The Need For Emotional Relationships Drives Human Behavior.

Some Of The Things That Satisfy This Need Include:

- **Friendships**
- **Romantic Attachments**
- **Family**
- **Social Groups, Community Groups**
- **Churches And Religious Organizations**

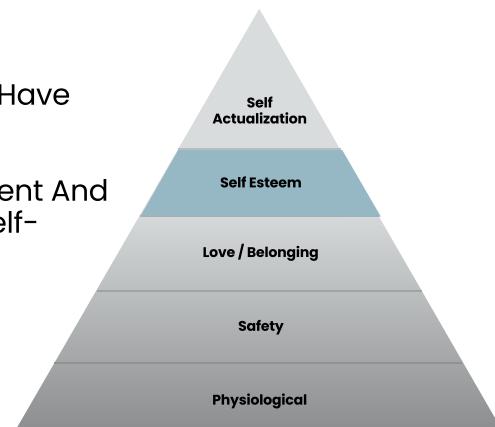


Self Esteem Needs

People Have A Need To Accomplish Things And Then Have Their Efforts Recognized.

In Addition To The Need For Feelings Of Accomplishment And Prestige, The Esteem Needs Include Such Things As Self-Esteem And Personal Worth.:.

- **Participation In Professional Activities**
- **Academic Accomplishments,**
- **Athletic Or Team Participation**
- **Personal Hobbies**

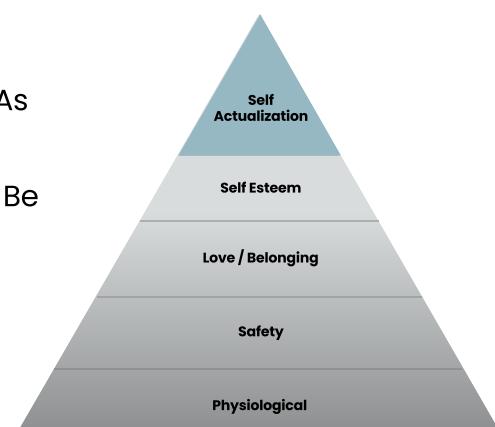


Self Actualization Needs

The Need People Have To Achieve Their Full Potential As Human Beings.

Such People Seem To Be Fulfilling Themselves And To Be Doing The Best That They Are Capable Of Doing. Self-Actualizing People Are:

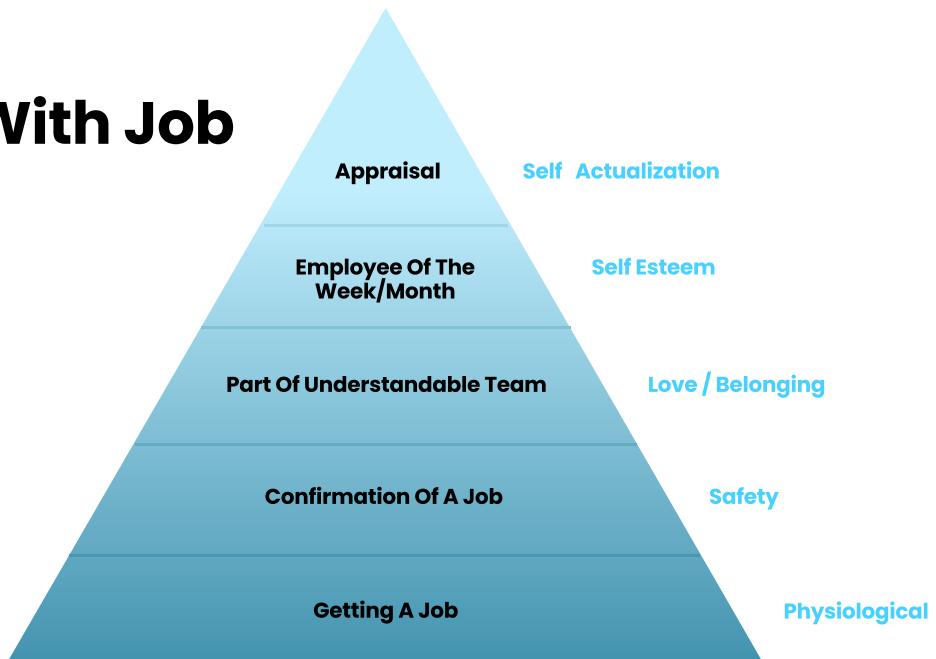
- **Self-Aware,**
- **Concerned With Personal Growth,**
- **Less Concerned With The Opinions Of Others**
- **Interested Fulfilling Their Potential**





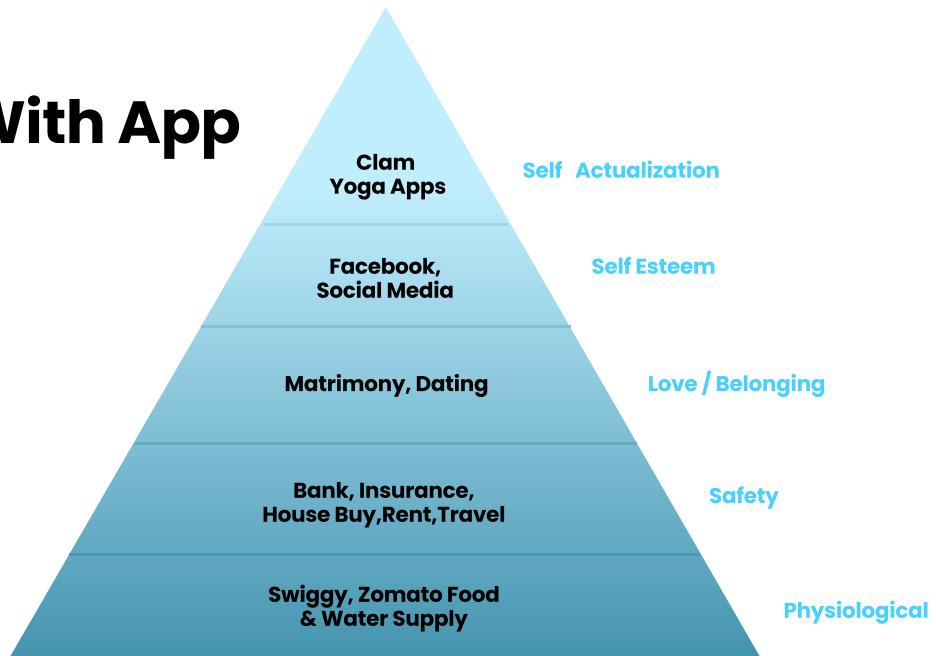
Mapping With Job

Maslow's
Hierarchy Of Needs



Mapping With App

Maslow's
Hierarchy Of Needs



Activity

Mapping Maslow's Hierarchy Of Needs To

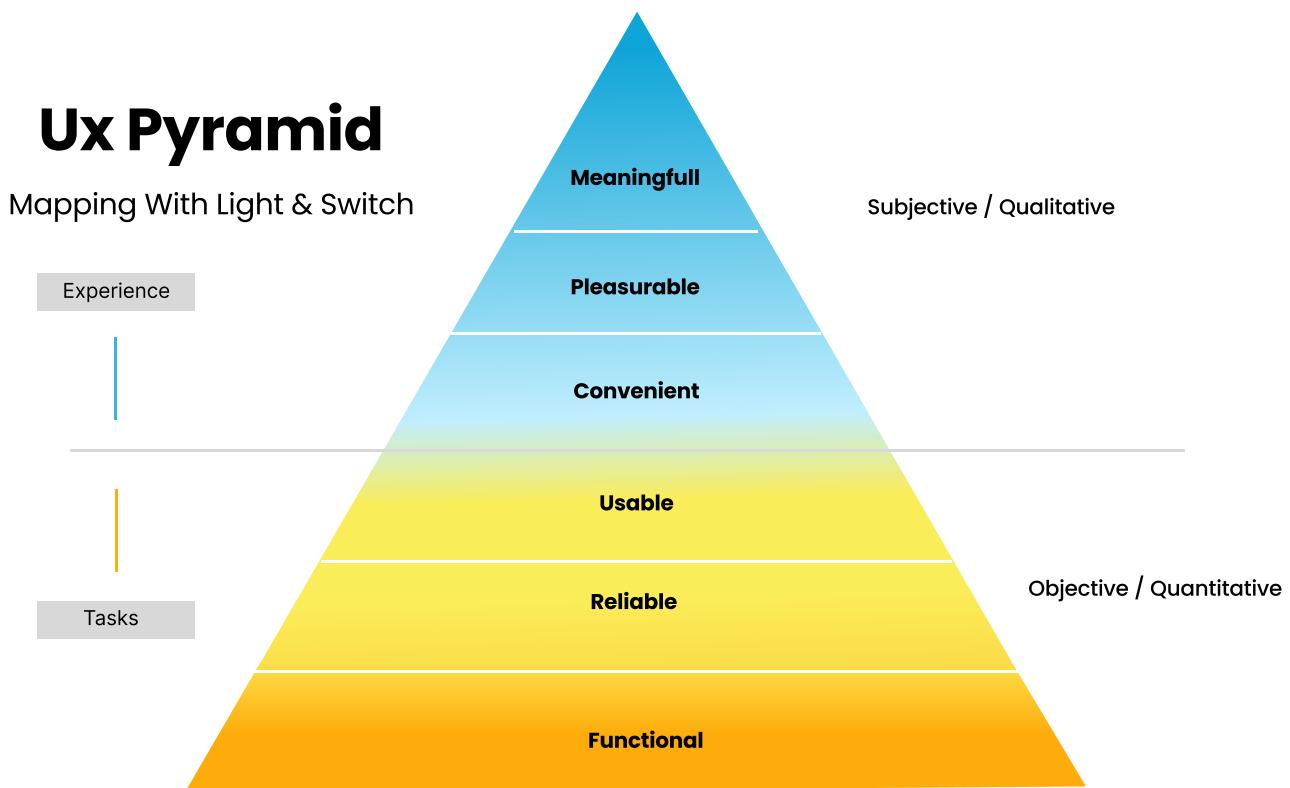
- Mobile Apps With Need Stage
- Real Life Situations



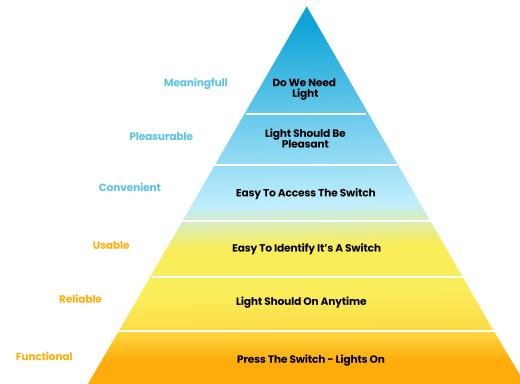
UX Pyramid

Framework For Categorising UX Effort And Tracking Progress.

The UX Pyramid Is An Excellent Framework For Categorising UX Effort And Tracking Progress. Based On Maslow's Hierarchy Of Needs, The Base Of The UX Pyramid Lays The Foundation With Fundamentals (Breathing, In Maslow's Case), Before Advancing To Higher, More Enriching User Experiences.



MAPPING WITH LIGHT & SWITCH

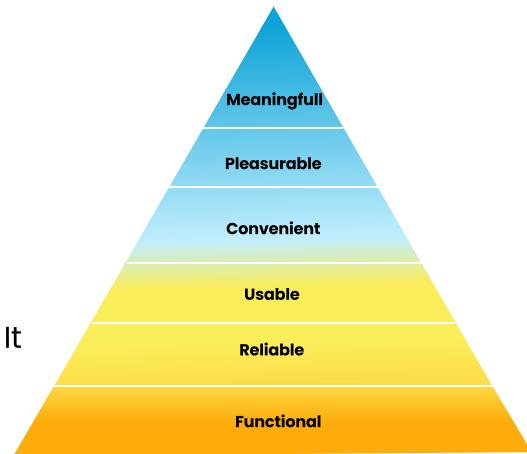


Functional

DOES IT WORK?

Characteristics

- No Bugs, Errors And Outages
- Uses Current Technologies
- It Has Some Purpose; Someone Has A Need For It
- Includes All Key Features
- Works In All Modern Browsers

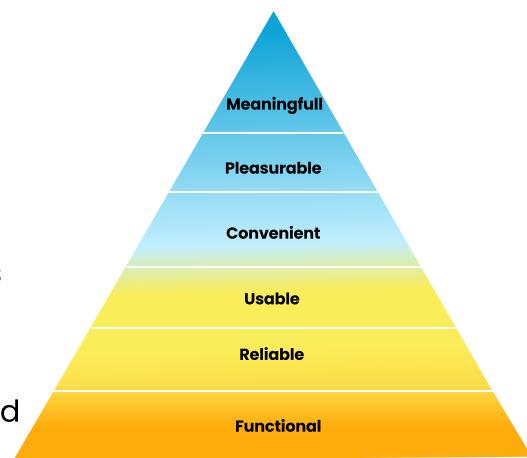


Reliable

IS IT AVAILABLE & ACCURATE?

Characteristics

- Loads In Reasonable Time, Even In Peak Periods
- Content Is Current And Accurate
- Data Is Clean And Reliable
- Password Resets Are Sent / Received Promptly
- It Can Be Used Effectively On Mobile Devices And Standard Device Types

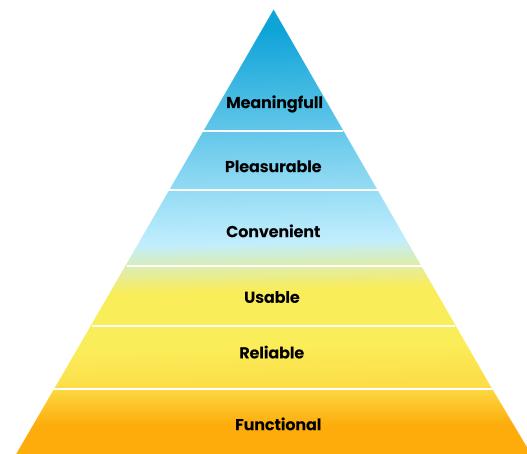


Usable

CAN IT BE USED WITHOUT DIFFICULTY?

Characteristics

- Users Don't Get Lost Or Confused
- Users Can Easily Find The Content Or Products They Are Interested In
- It Has A Short Learning Curve
- The Site Doesn't Rely On Constant Help Messages Or Long Instruction Manuals
- Users Don't Rely On 'hacks' Or Workarounds To Use It
- Call Centres Aren't Swamped With Basic Enquiries

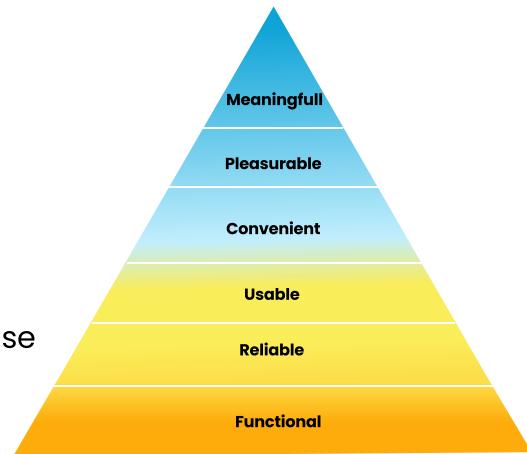


Convenient

DOES IT FIT IN WITH MY LIFE AND WORK THE WAY I WANT?

Characteristics

- Users Want To Use It
- Users Actively Find Situations And Reasons To Use It More
- Users Recommended, Up-Vote And Rate It

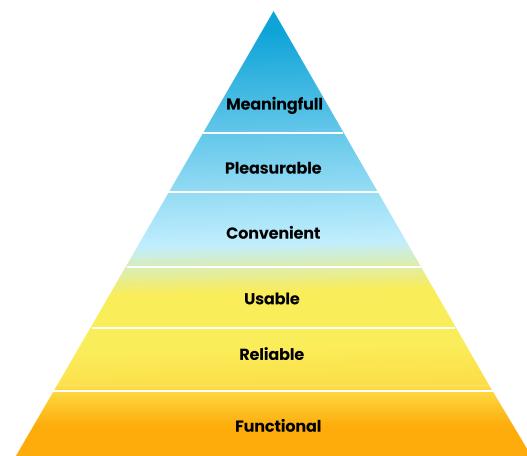


Pleasurable

IS IT AN ENJOYABLE EXPERIENCE THAT'S WORTH SHARING?

Characteristics

- Users Invest Themselves Into It
- Users Promote, Share And Evangelise It
- It Becomes Part Of The User's Regular Routine

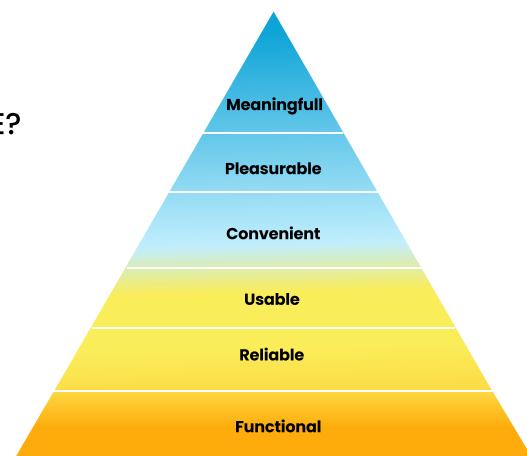


Meaningful

DOES IT HAVE PERSONAL OR SOCIAL SIGNIFICANCE?

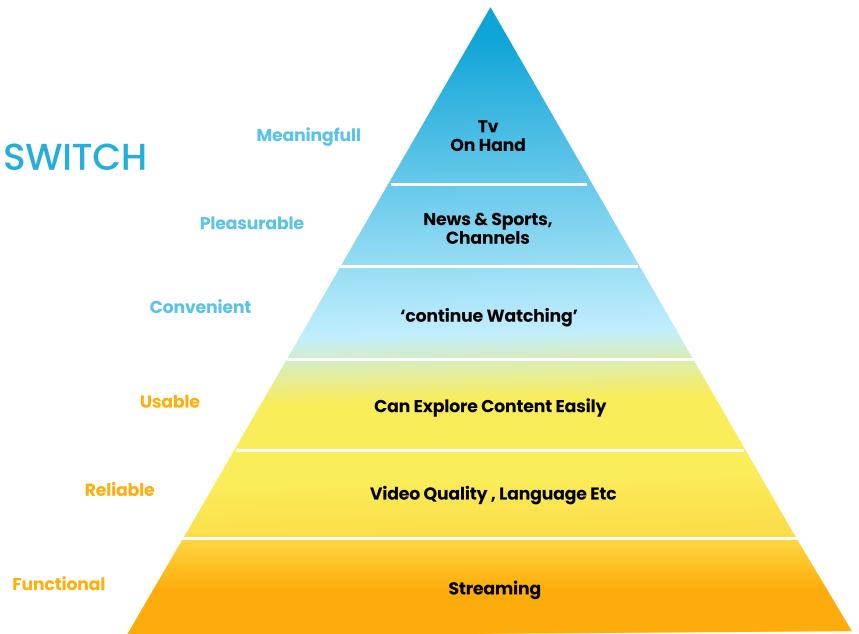
Characteristics

- Users Love It ❤️
- It Brings Meaning To Their Life



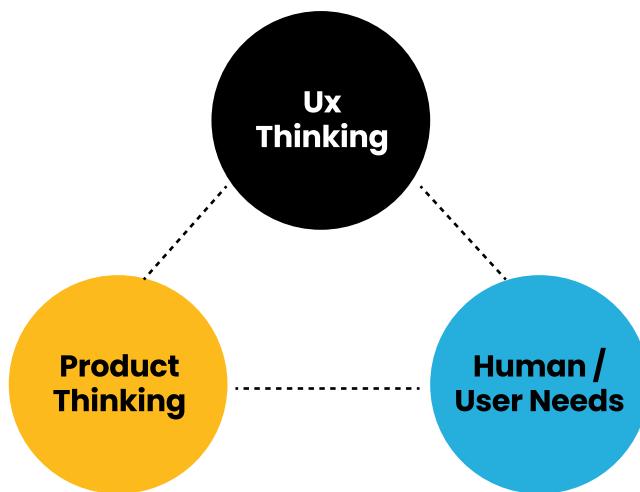
UX Pyramid

MAPPING WITH LIGHT & SWITCH



UX Thinking Is Understanding

- Product Thinking
- Human/User Needs (Psychological)



Activity

Mapping UX Matrix To
- Minimum 3 Different Mobile Apps