

UI & UX Design for Startups

WHY?

Not just for
the sake of
beauty.

A medium shot of a man from the chest up. He is wearing a dark blue suit jacket over a light blue button-down shirt. He is pointing his right index finger upwards towards the top left of the frame. His mouth is open as if he is speaking. The background is a soft-focus indoor setting.

**“For me, design is a
major priority because
i know it's what will
set my business
apart.”**

Boo-keun Yoon
CEO of consumer electronics, Samsung

What is the
difference
between UI
and UX?

This is the User Interface

What users see and perceive.

This is the User Experience

How users feel and interact.

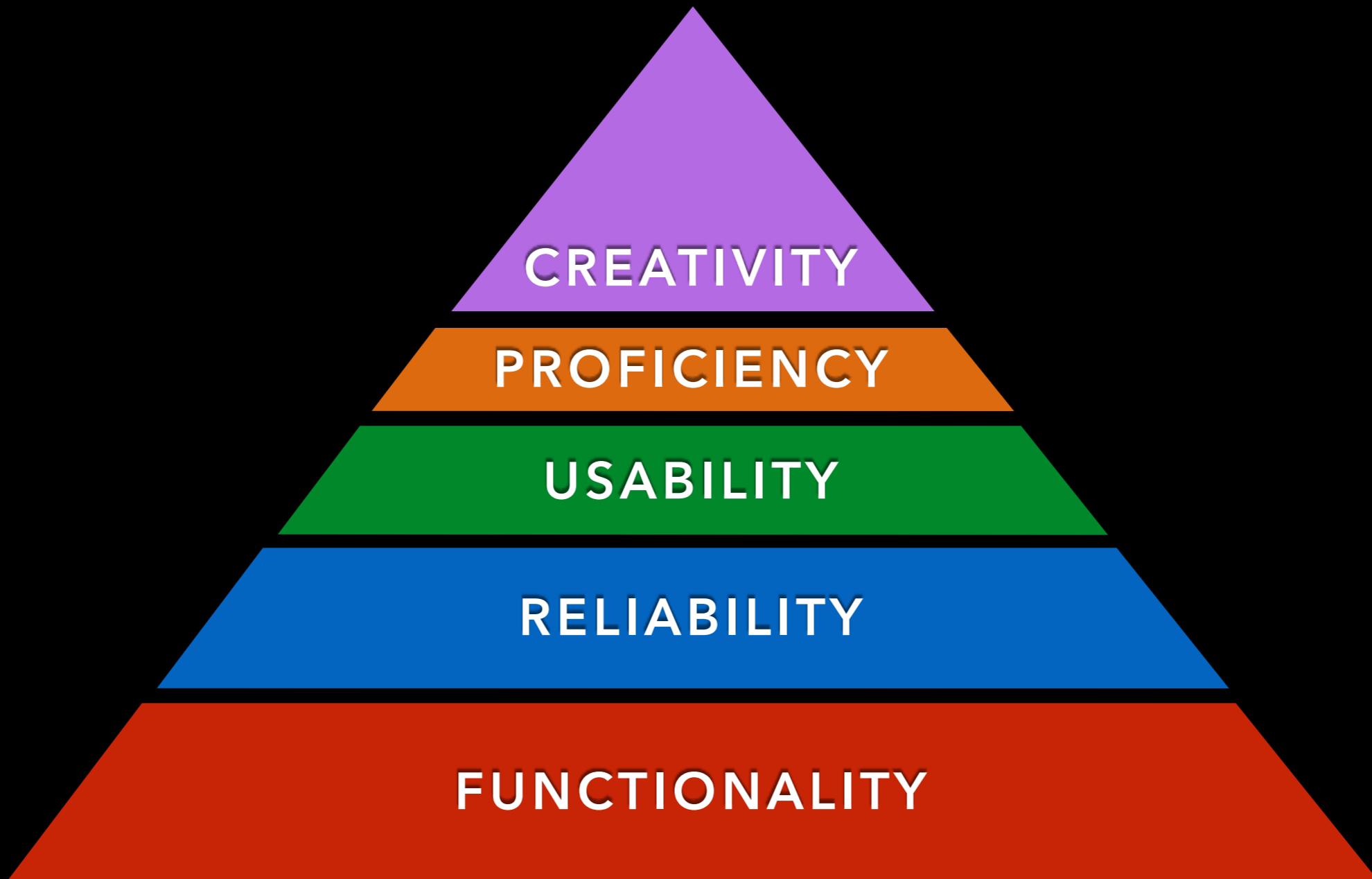




Synergy

HAVE A GOOD START

The Hierarchy of Needs



Reference taken from Smashing E-Book "Psychology of Web Design"

Define Your Core Values.

Why You're Making This Product.

Know Your Target Market.

What problem they have. Who are they exactly.

Think Benefits. Not Features.

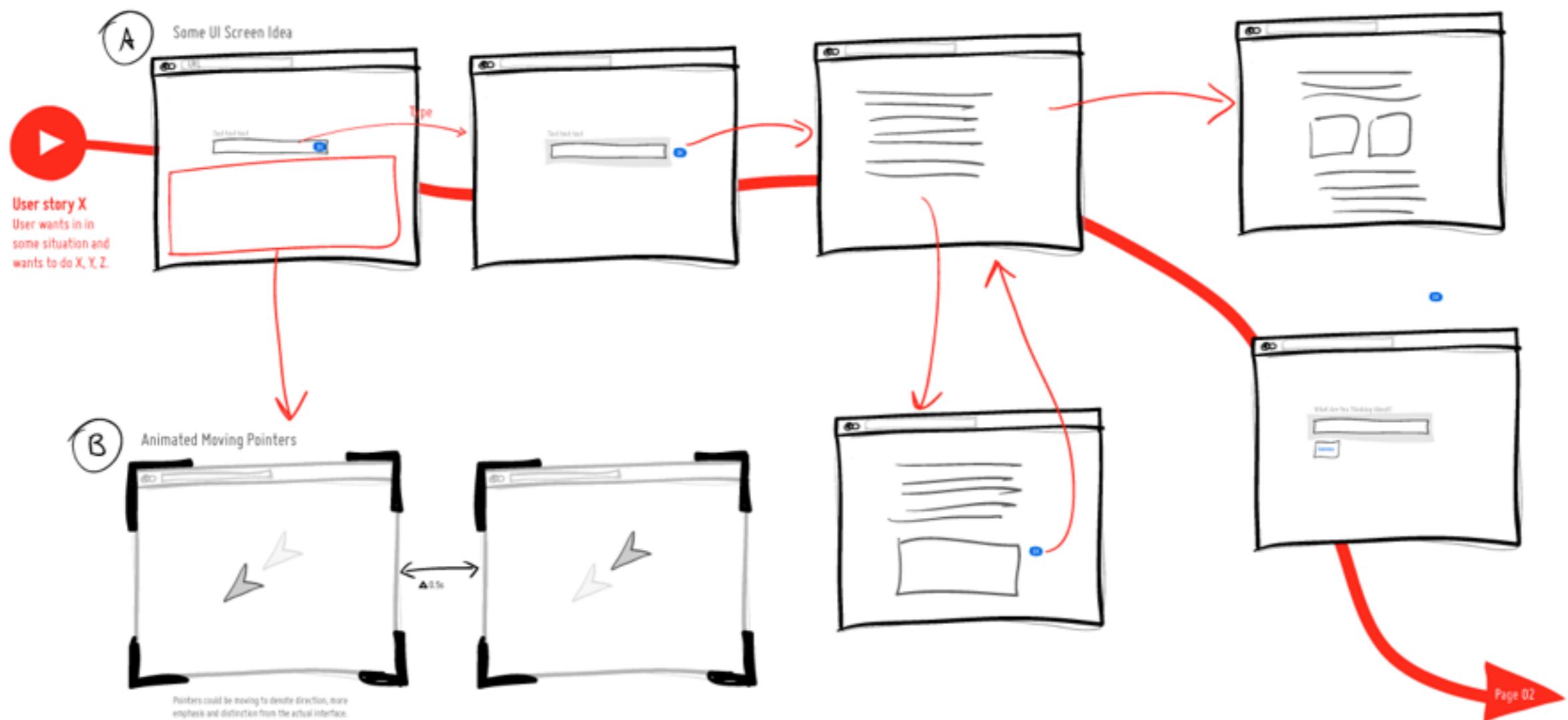
Plan Your Product Roadmap.

Launch, Learn, Iterate, Repeat.

9 STEPS TO BETTER UI/UX DESIGN

Make Use Case & User Journey.

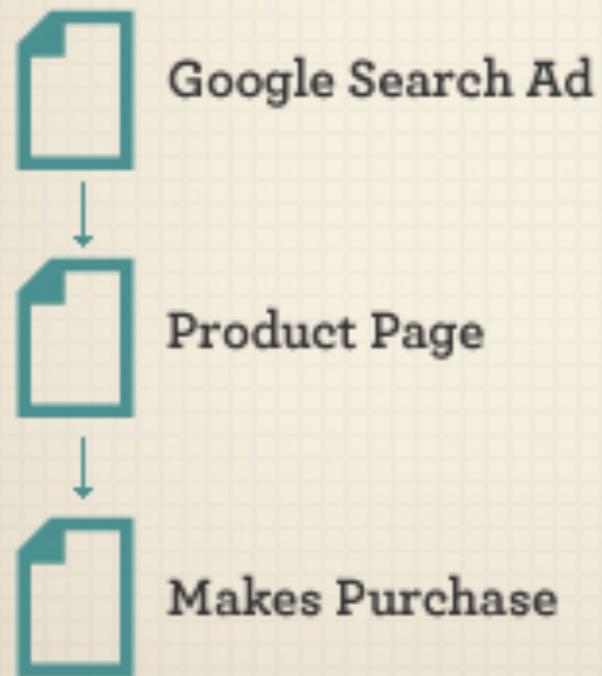
Plan the journey. Help user get what they need / want.



Start with goal and define where users come from.

USER FLOWS

eCommerce



Membership / Subscription



Just One Goal
in One Page.

Stripe

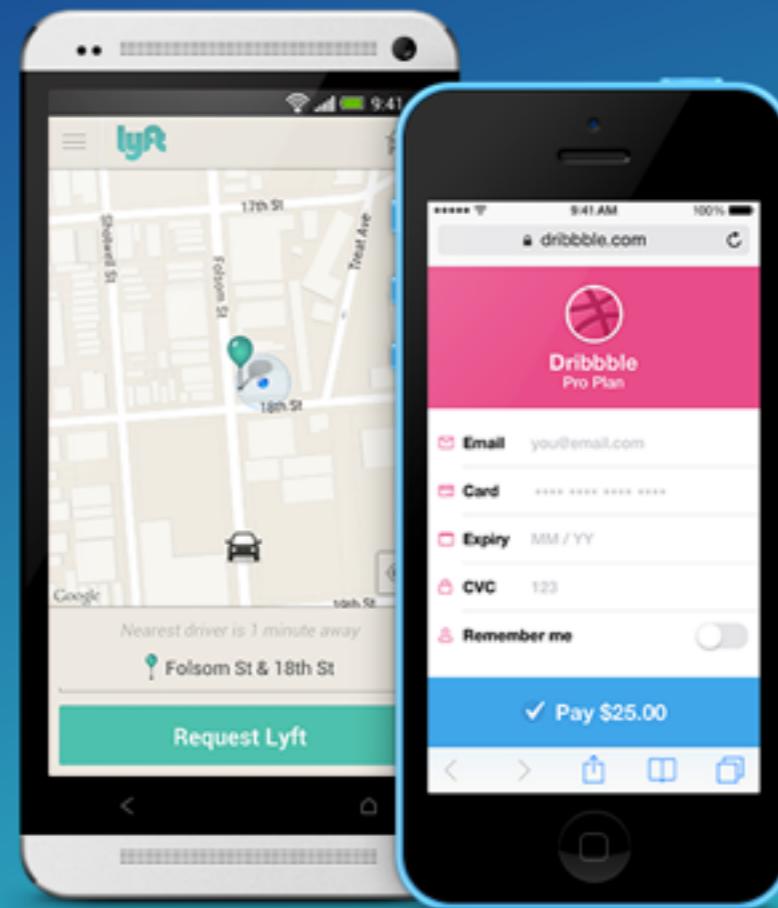
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Last year alone, Basecamp helped over 285,000 companies finish more than 2,000,000 projects.

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Highly recommended.

Primarily through word-of-mouth alone, Basecamp has become the world's #1

Nasty Gal - Product Details

NASTY GAL

WHAT'S NEW

SHOP

LOOKBOOKS

BLOG



HOME / CLOTHES / TOPS / BASICS

RP

MY ACCOUNT

TOTE



STYLE #:39667

So Cloudy Tank

Rp442.373,20

XS/S

M/L

ADD TO TOTE

SAVE TO CLOSET

Fall in love with this flowy white tank featuring semi sheer fabric and a scoop neckline. Unlined.

- *100% Rayon
- *34"/86.5cm bust
- *19"/48cm length
- *Model is wearing size XS/S
- *Measurements taken from size XS/S
- *Dry clean only
- *Made in USA

SIZES

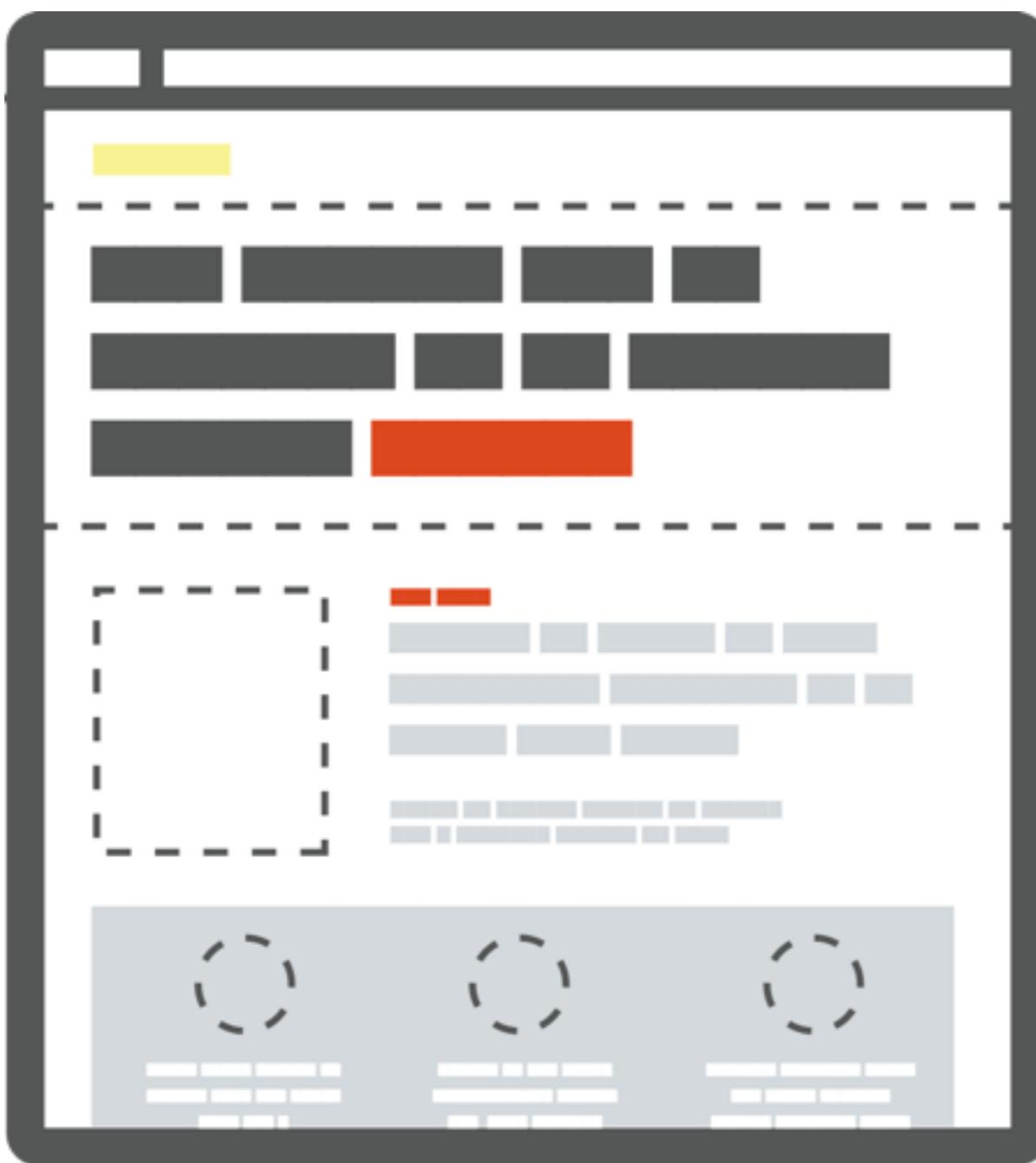


RETURNS



Create Visual Hierarchy.

Guide the users. Which information they should read first.



Hopskoch

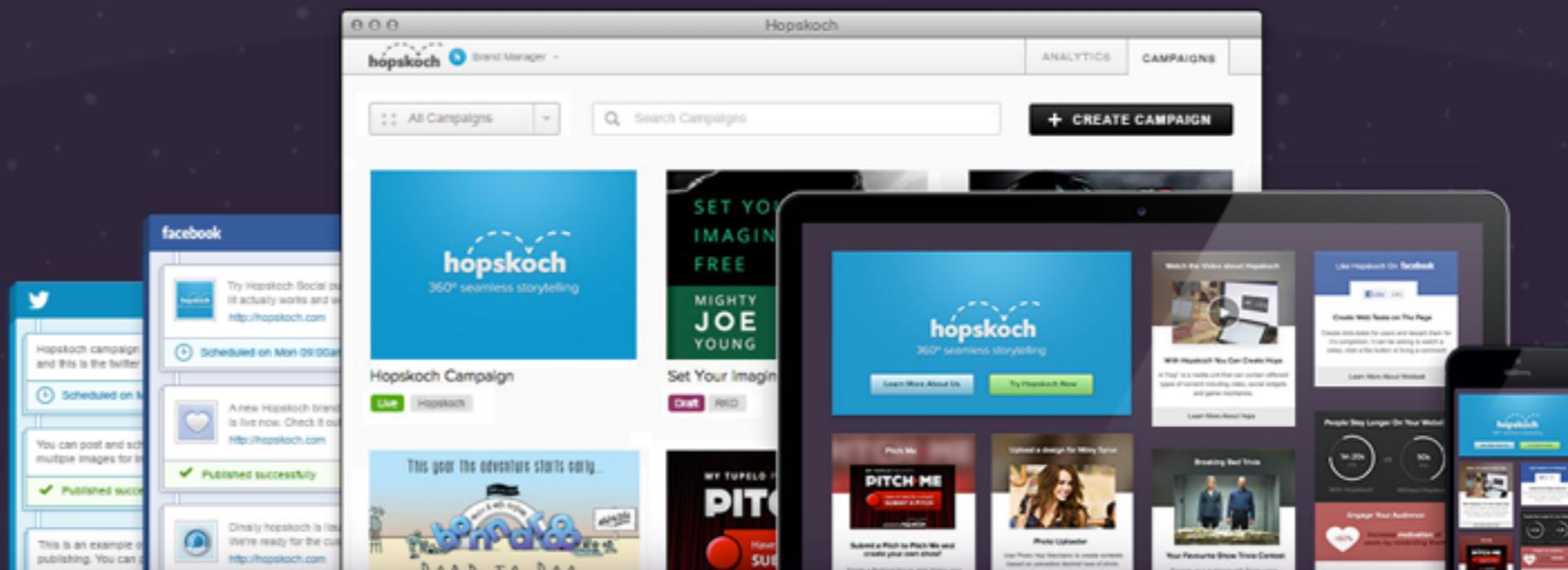


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Create, Track and Analyze Transmedia Marketing Campaigns on One Collaborative Platform



360° SEAMLESS STORYTELLING

It's FREE. Just login with your
social network account.

GET STARTED

or

SEE IT IN ACTION

View live demonstration of
Hopskoch widget.

AirBnB - Place Details

[Tweet](#) [Pin it](#) [g+1](#) [Like](#) 34

Mayor's Mansion - Fort Greene [1]

Apartment - Private room · Carlton Avenue, Brooklyn, NY 11238, United States

15

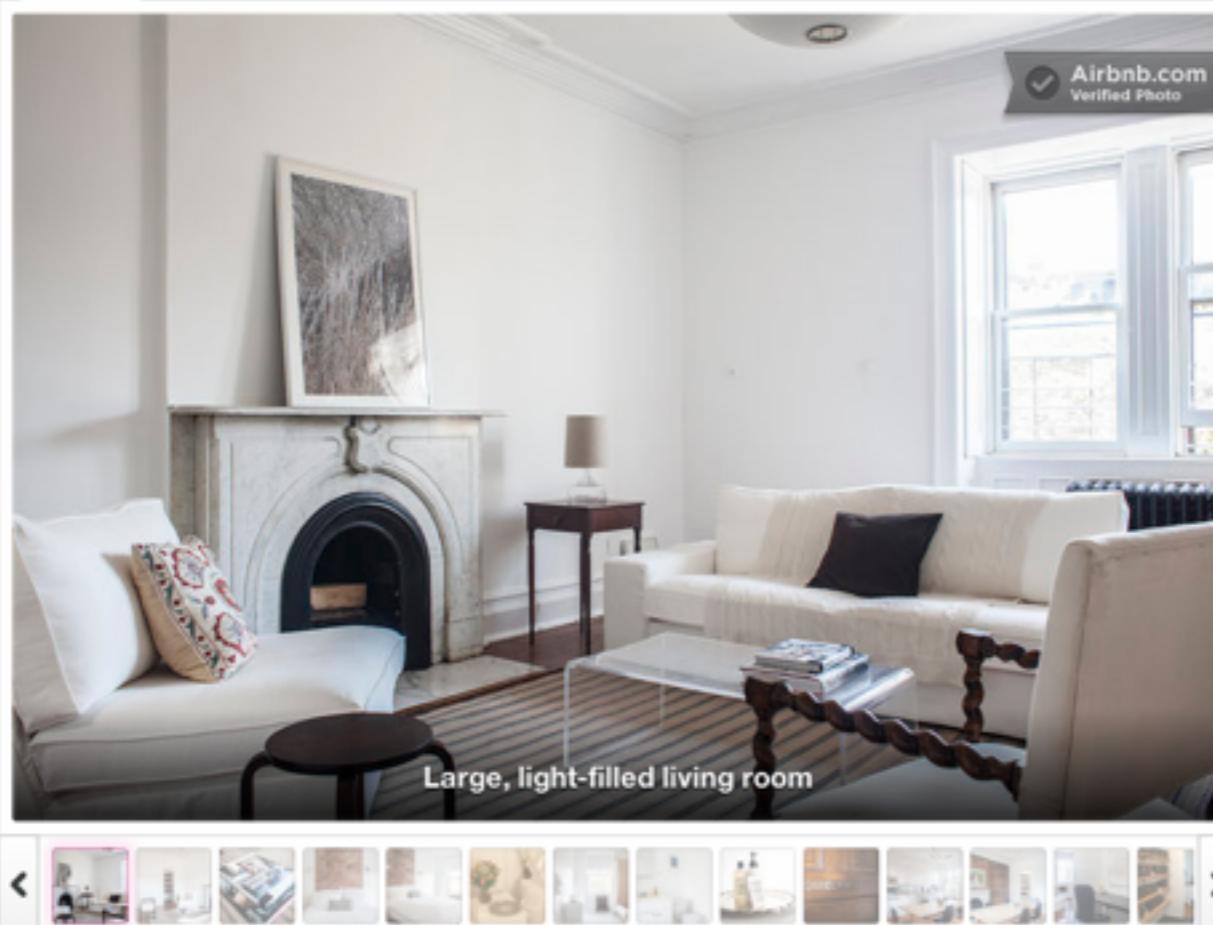
Reviews

Photos

Maps

Street View

Calendar



From

\$125

Per Night

Check in

Check out

Guests

mm/dd/yyyy

mm/dd/yyyy

1

Book It

Save to Wish List

Saved 304 times

Description

Amenities

House Rules

Large, light-filled suite in the former mansion of Brooklyn's mayor with hotel quality amenities. 2 blocks from the subway. 15 minutes to Manhattan. A relaxing, artsy





DOW	16,292	-44.17 ▼	-0.27% ▼
NASDAQ	4,319	-14.09 ▼	-0.33% ▼
S&P	1,868	-4.75 ▼	-0.25% ▼

As of 3:09PM ET | 15 minute delay

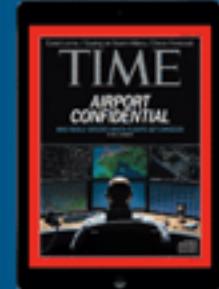
JUST POSTED

Fed Looks to Keep Interest Rates Low 3:06 PM ET

13 Streaming Music Services Compared by Price, Quality, Catalog Size and More 3:03 PM ET

Of Course You Want To Watch a NSFW Rap Video About Tom Hanks 3:00 PM ET

Ukraine Prepares Crimea Troop Withdrawal 2:48 PM ET



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Watch China Drop Bombs on Yellow River to Break the Ice

COLUMNISTS

JAMES PONIEWOZIK
Game of Thrones Series Is a Separate Dragon Than Books

ISHAAN THAROOR
Behind Putin's Crimea Obsession

BELINDA LUSCOMBE
Even if ADHD Is a Myth, I'd Still Drug My Kid

JEFFREY KLUGER
Bad Russia! The Limits of Shaming

'I Just Want My Son Back'

The distraught families of passengers on missing Malaysia Airlines Flight 370 say their pain is compounded by a lack of information about the massive search now in its twelfth day

- Files Deleted from Missing Jet Pilot's Flight Simulator, FBI to Investigate
- No One Made Phone Calls From the Missing Jet, and This Could Be the Reason
- The Faces of Flight 370

Use Proximity &
Contrast.

Emphasise your message. Make use of “White Space”



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THE LATEST NEWS

DI **C** **AC** **GS**

Cathy Horyn: L'Wren Scott Was Planning to Close Her Business Today
She was with friends on Sunday night, and, yes, they were deeply concerned about her, but, no, they didn't think she would do something so desperate.

Nate Silver and Obama's Bracket Having a Sparty Party
Biased and wrong.

Mentally Ill Inmate 'Baked to Death' on Rikers Island
Horrible.

Science Says Sniffing Fruit Will Make You Skinnier
The breathing-through-your-nose diet.

Putin Has Not Restarted the Cold War — Yet
A swaggering, nationalistic Russia is not the Soviet Union.
By Frank Rich

Role Models
In Praise of Broad City Ilana's Style
Inappropriate-chic.
By Kat Stoeffel

JERSEY
Why Chris Christie Needs to Come Out of Hiding
Ignoring the media won't work for the scandal-plagued governor.
By Chris Smith

RACE
Barack Obama vs. Ta-Nehisi Coates
Debating Obama's words on personal responsibility.
By Jonathan Chait

LISTS
11 Reactions to a Corporate Cronut Knockoff
20 Muppet Show Musical Numbers
5 Not-So-Crazy Missing Plane Theories

bloomingdale's

ESTÉE LAUDER
NEW REVITALIZING SUPREME MULTI-ACTION CREME

Use contrast but not too much.

Click Me!

Click Me!

Click Me!

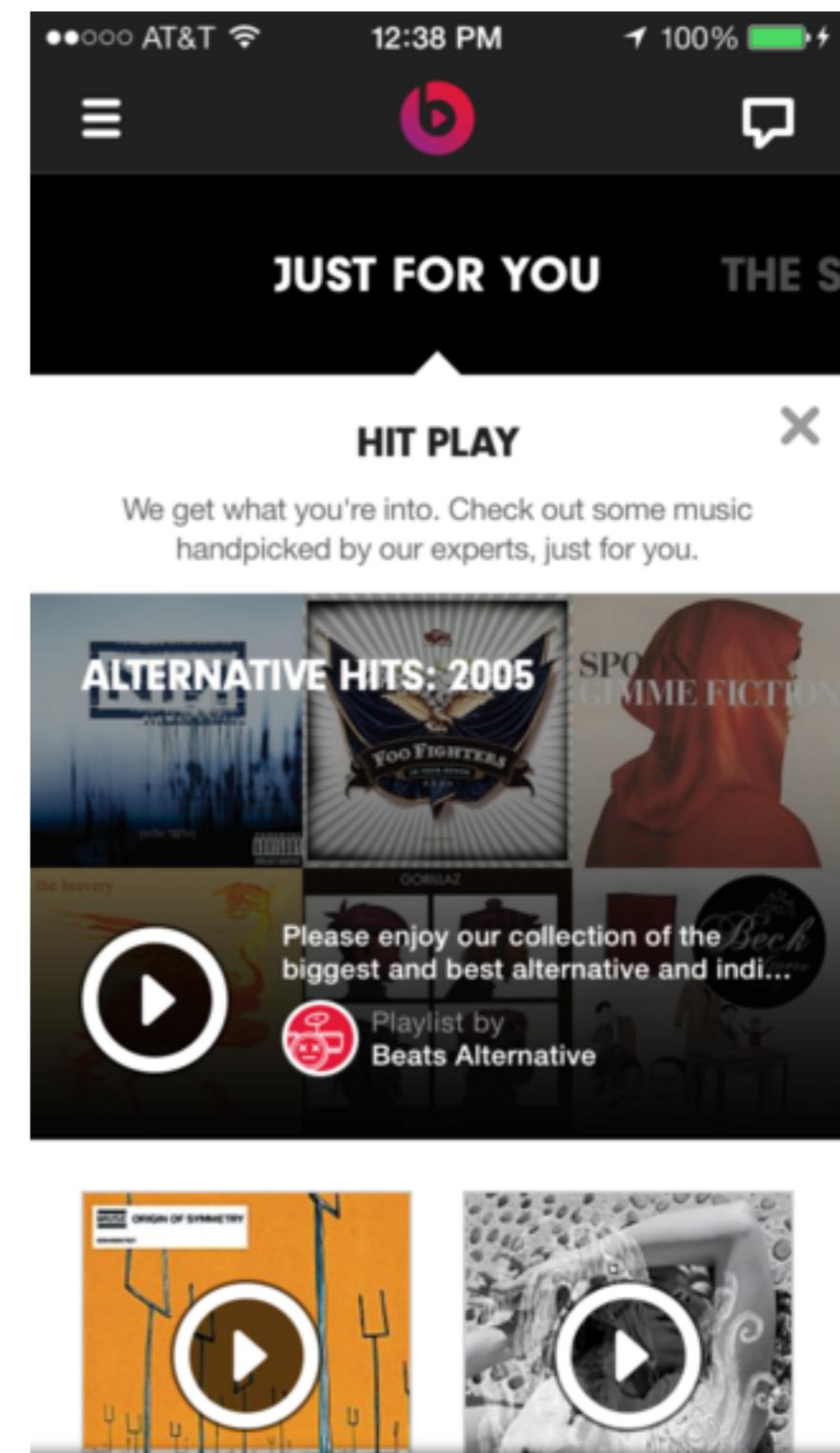
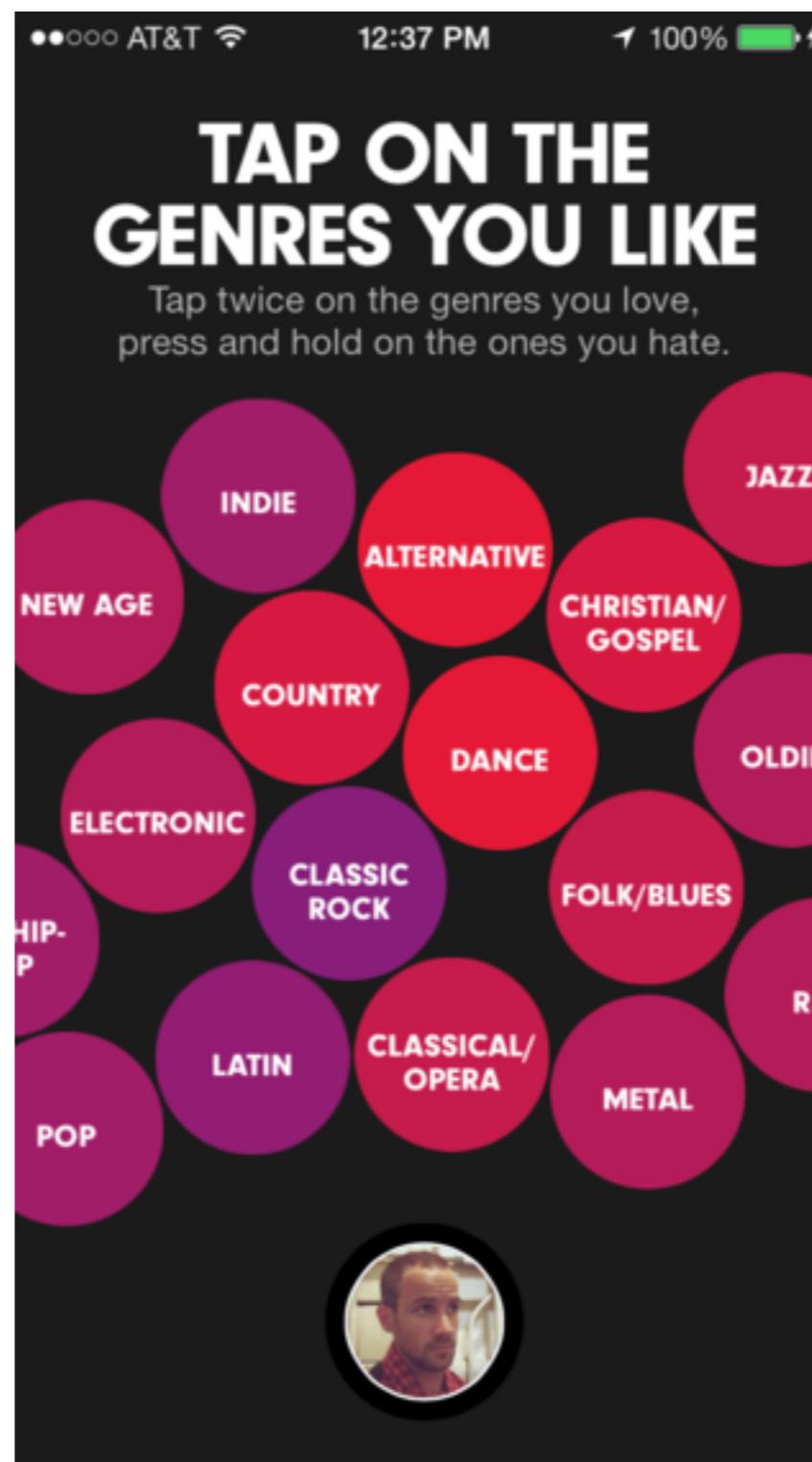
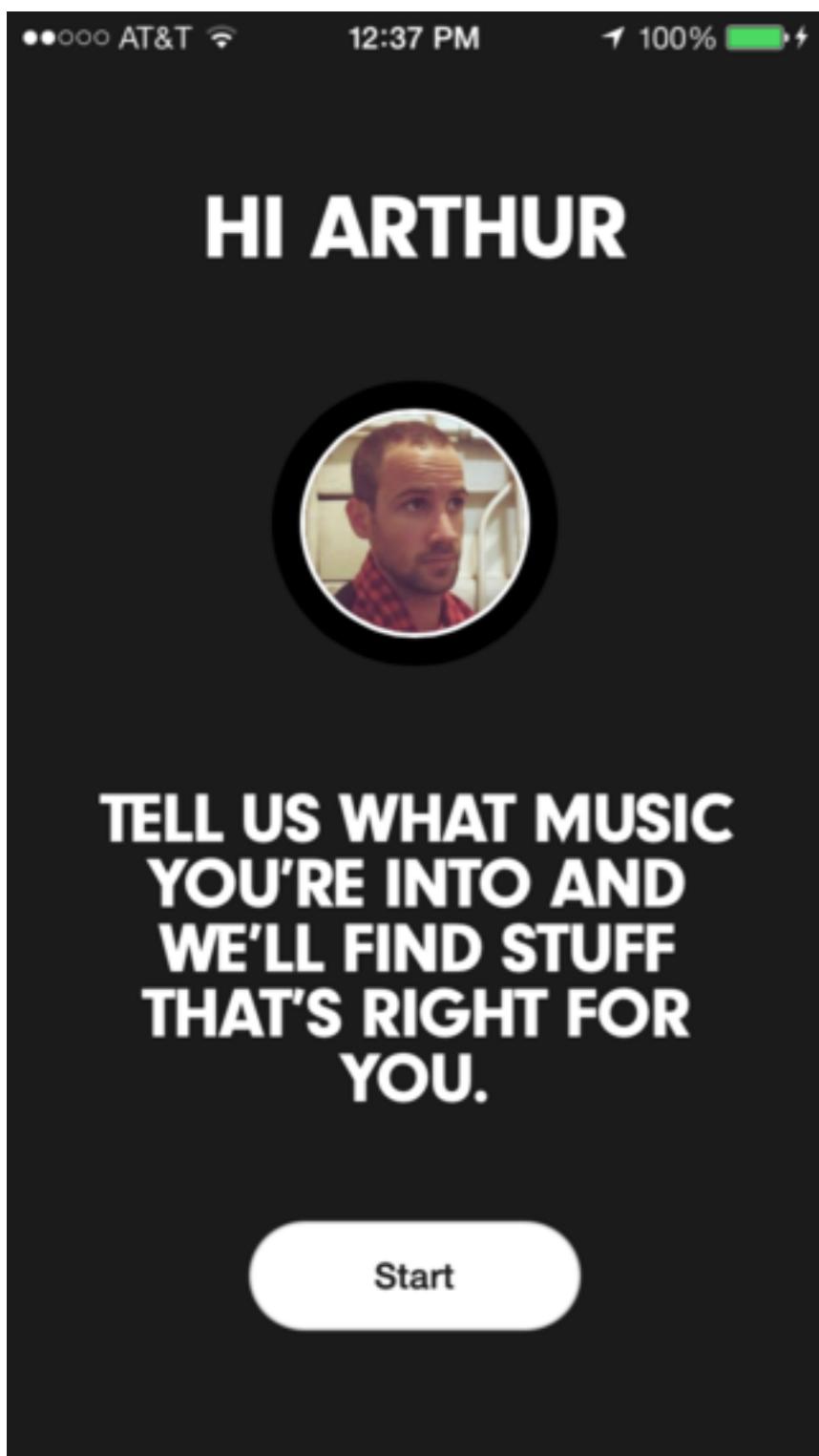
Good!

Meh...

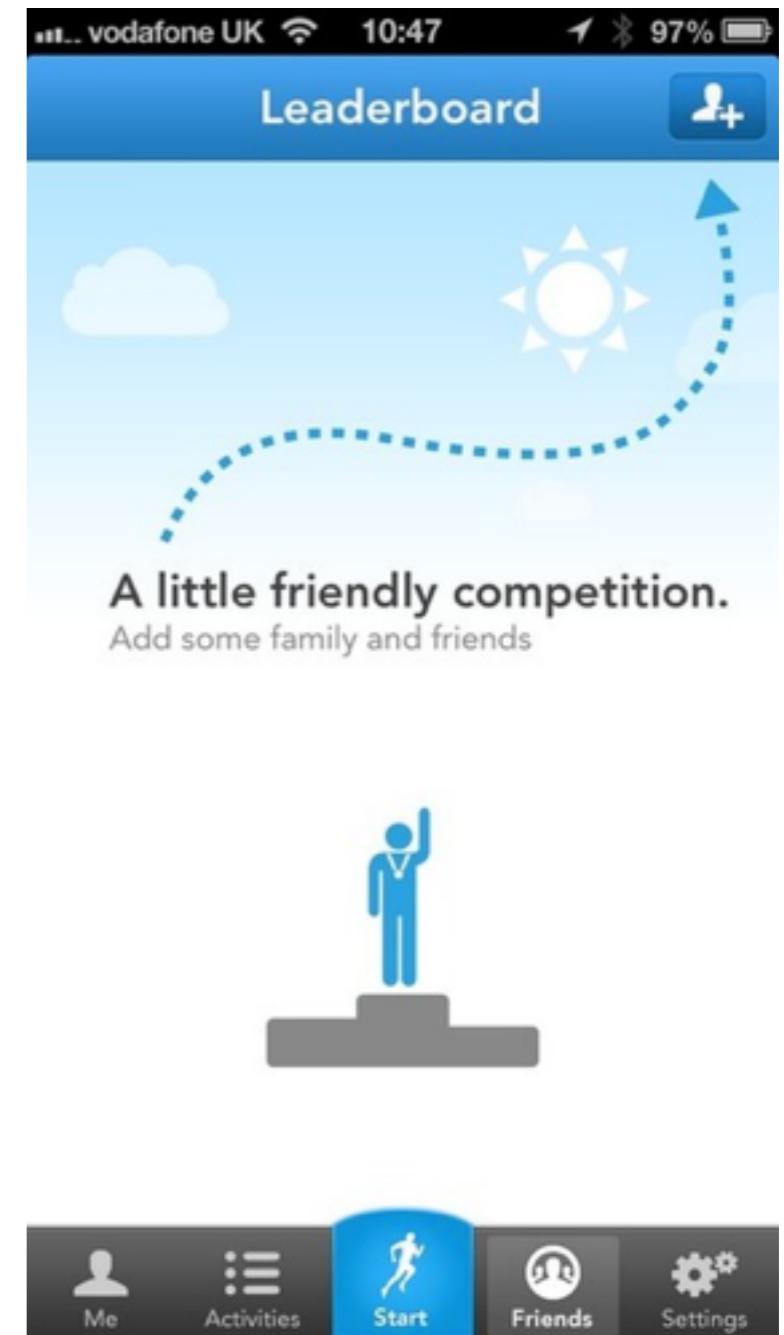
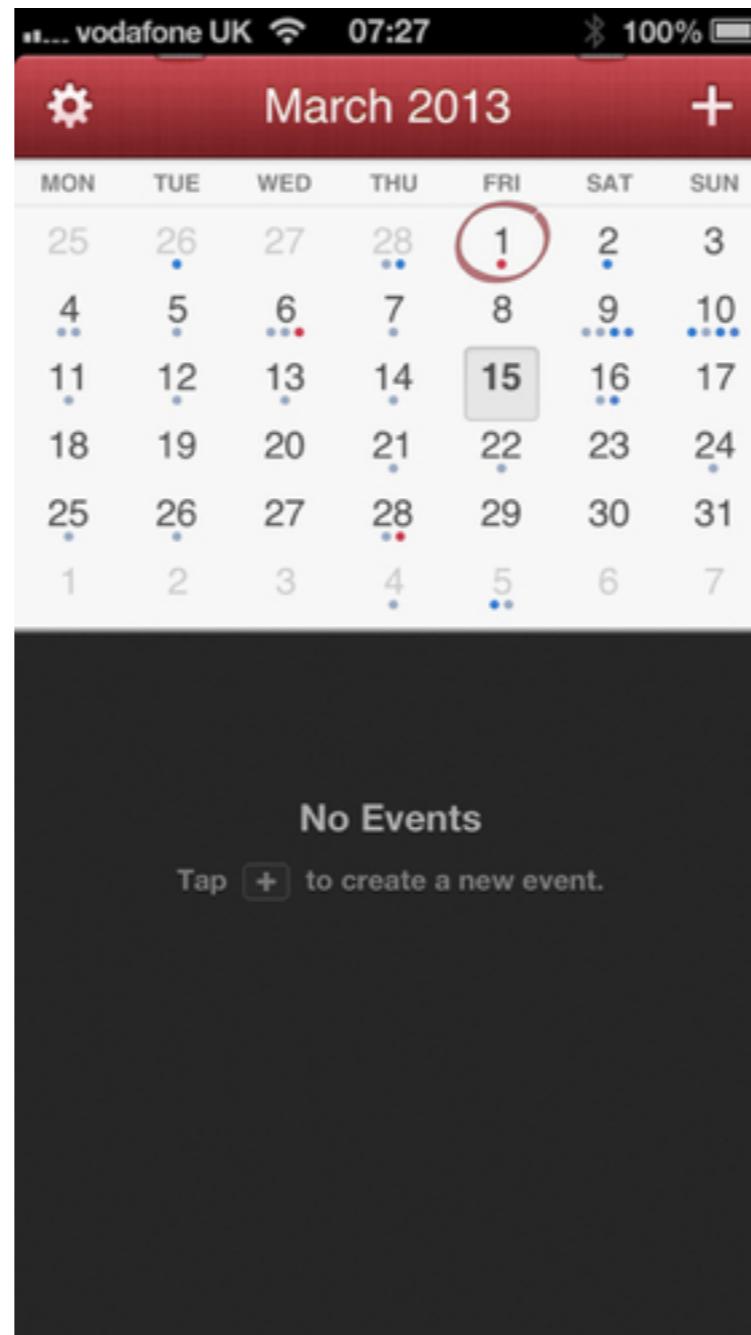
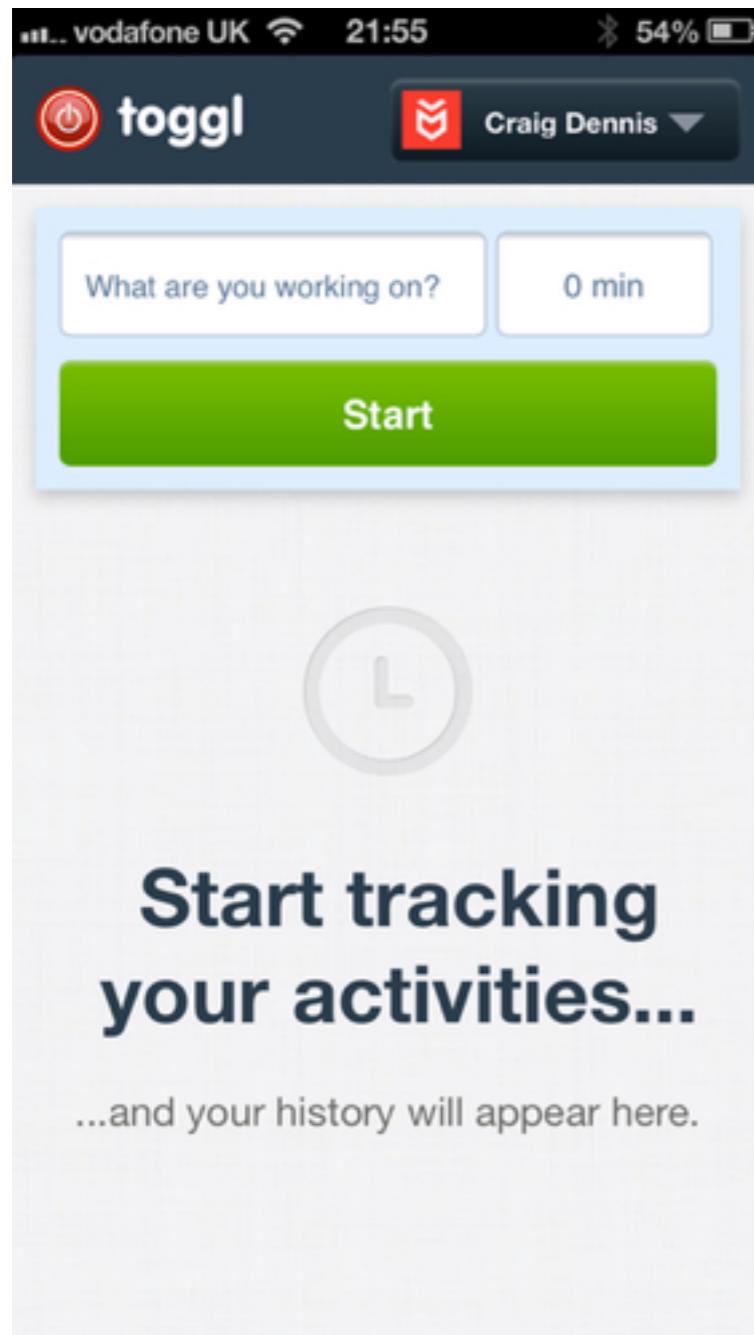
Ouch!

Handle User On-Boarding.

Step by Step Tutorial



Introduce “how it works” on-the-go.



Mind Your
Typography.

Pick your font-type to match the personality of your product.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries.

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Attention: Line Height.

Font Size + (4px or 6px) = Good!

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Attention: Column Width Depend on Font Size.

Too Wide

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Just Right!

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**Set The Right
Tone & Voice.**

MailChimp

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Features That Work for You

Lists **Ecommerce Newsletter 43,791**

Average Open Rate 42% Average Click Rate 25%

List growth

47	2	3	0
Avg Subscribe Rate	Avg Unsubscribe Rate	Total Unsubscribers	Total Cleaned

Date	Value
Sept 2012	2800
Oct 2012	4000
Nov 2012	5500
Dec 2012	5500
Jan 2013	5000
Feb 2013	5500
Mar 2013	5500
Apr 2013	7000
May 2013	6500



Diskon 80% BROOOO!

Clearance bulan maret ini lebih gila lagi

Itemnya nambah banyak ga cuman kemeja aja bro, jam tangan, parfum, sepatu makin banyak pilihan dan brand. MAKIN GILAAAAAA!!

Brand yang bergabung ada HUGO BOSS, Koala Authentic, KENZO, CASIO, Locale House dan masih banyak lagi.

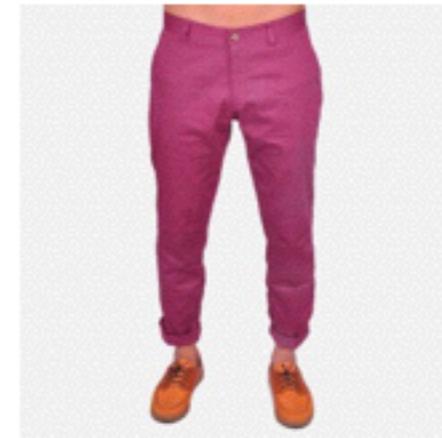
Klik link [berikut](#) untuk langsung ke koleksinya



Koala Authentic
Blue and Yellow LS Shirt
Disc 80%



HUGO BOSS
Red EDT for Man
Disc 45%



Koala Authentic
Perfect Shape Chino
Disc 54%

The Design
Quality Affects
Credibility.

Do Not Try This, Ever...

The image shows the homepage of the Starship website. At the top, the band's name "STARSHIP" is displayed in large, yellow, outlined letters, with "FEATURING MICKEY THOMAS" in smaller letters below it. A photograph of the band members is centered on the page. To the left is a sidebar with links: Home (highlighted in yellow), Special Events, About Us, Concerts, Contact Us, Starship Music, Starship Shop and Memorabilia, Starship News, and Starship Videos. To the right, there is a "New!" badge with a star and text about new 25th anniversary shirts available in the memorabilia store. The main headline "25th Anniversary Tour" is prominently displayed at the bottom. A section titled "About Starship Starring Mickey Thomas" includes a short description and a photo of Mickey Thomas.

STARSHIP
FEATURING MICKEY THOMAS

Home

Special Events

About Us

Concerts

Contact Us

Starship Music

Starship Shop and Memorabilia

Starship News

Starship Videos

New!

NEW 25th Anniversary Shirts
Available in our Memorabilia Store.

25th Anniversary Tour

About Starship Starring Mickey Thomas

Starship has revamped the band and show with an

Mickey Thomas

Yep...

Bali voted "Best Island" in the world
Seven of last Nine Years "Travel & Leisure" Mag.



BALI
Island of the Gods

Current Bali Listings
Search Bali Listings
More Bali Listings
Chat live Bali Agent
Elegant Bali Villa \$99
Bali Villa Sales
Bali Villa Rentals
Bali Agents Email
Contact Bali Agents
Bali Testimonials
Current Bali Listings



Welcome to our Bali Real Estate Web Site.

Over 500 Bali Real Estate Listings!
You can quickly find your perfect Bali real estate listing at the very best prices on this huge Bali



Kill Me!

LICK HERE TO
GN YVETTE'S
UEST~BOOK !!
~*~*~*~*~*

Yvette's
Fashion
Models!!,
click here~*

ette's has
orgeous
owns full
gure!! click here

Jewelry, Pearls,
arovski
ystals,
ecklaces,
arrings,
acelets,
urora Borealis
ones, click here ~*

please click

Pageants
Map to Yvette's
LOCATION!
please click here !! ~*

Мы любим Россия.

Yvette's sells
Kitty Chen Couture,
click here ~ Sensational !! ~*
Designer Fabrique ~*
Fashion Label ~*

Nous aimons la France.

Tuxedo rentals
starting @
\$65.00 ~*

Yvette's phone number: (850)~871~3000

Yvette's Loves You !! ~* Yvette's Loves You !! ~*
email Yvette's! click here!
ENTER YVETTE'S

~Pink Links to Your DESIGNERS~

Follow the Pink Links to Yvette's !! ~*

Yvette's sells tuxedos !!

850-871-3000

Welcome to Yvette's ...
Established 1980
Sensational !! ~*
PAGEANT PROM HOMECOMING CRUISE HOLIDAY CELEBRATE
Yvette's Bridal Gowns
Yvette's is here for YOU !! ~*~*~*
Celebrate! Prom 2011 !! ~*~*~*

Lauren, Brooke & Brittany trying on Gowns @ Yvette's, click here ~*~*~*

Apple Pie , please click here ~*

Invitations !!
please click here ~*

Easy Yvette's Navigation !! ~*
please click here !! ~*~*~*~*~*

우리는 한국을 사랑한다.
Call to Artists !! ~* please click here !! ~*

我們愛中國。
Yvette's habla poquito espanola !! ~*

私達は日本を愛する。

**Prototype.
Feel the User
Experience.**

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Thank You!

Let's do the Q&A :)

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This has been a presentation by Richard Fang.