

Going Beyond a Minimum Viable Product



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Summary



What are hierarchy of needs and how to translate them to digital experiences

What is a Minimum Awesome Product

Explore the concept of brand personality and why is it important

How to use Methods of Engagement and why are they important for the foundation of the new product or service



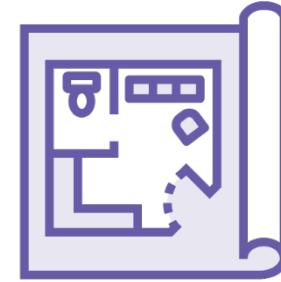
A UX Strategy Story



David | UX Designer



Jane | CPO



UX strategy



Design Thinking



MVP



MAP



Think back to the best meal
you've ever had









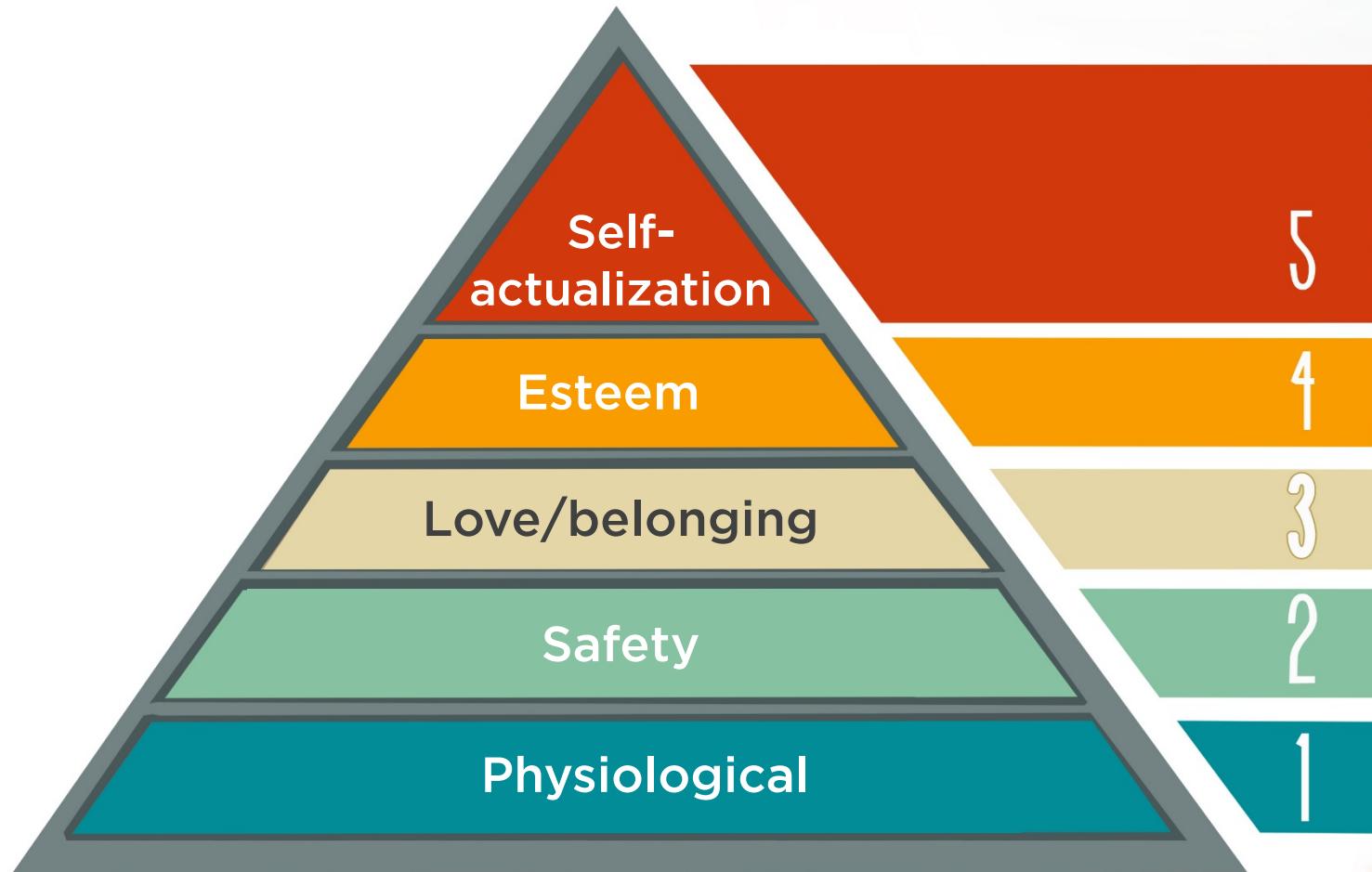












Usability

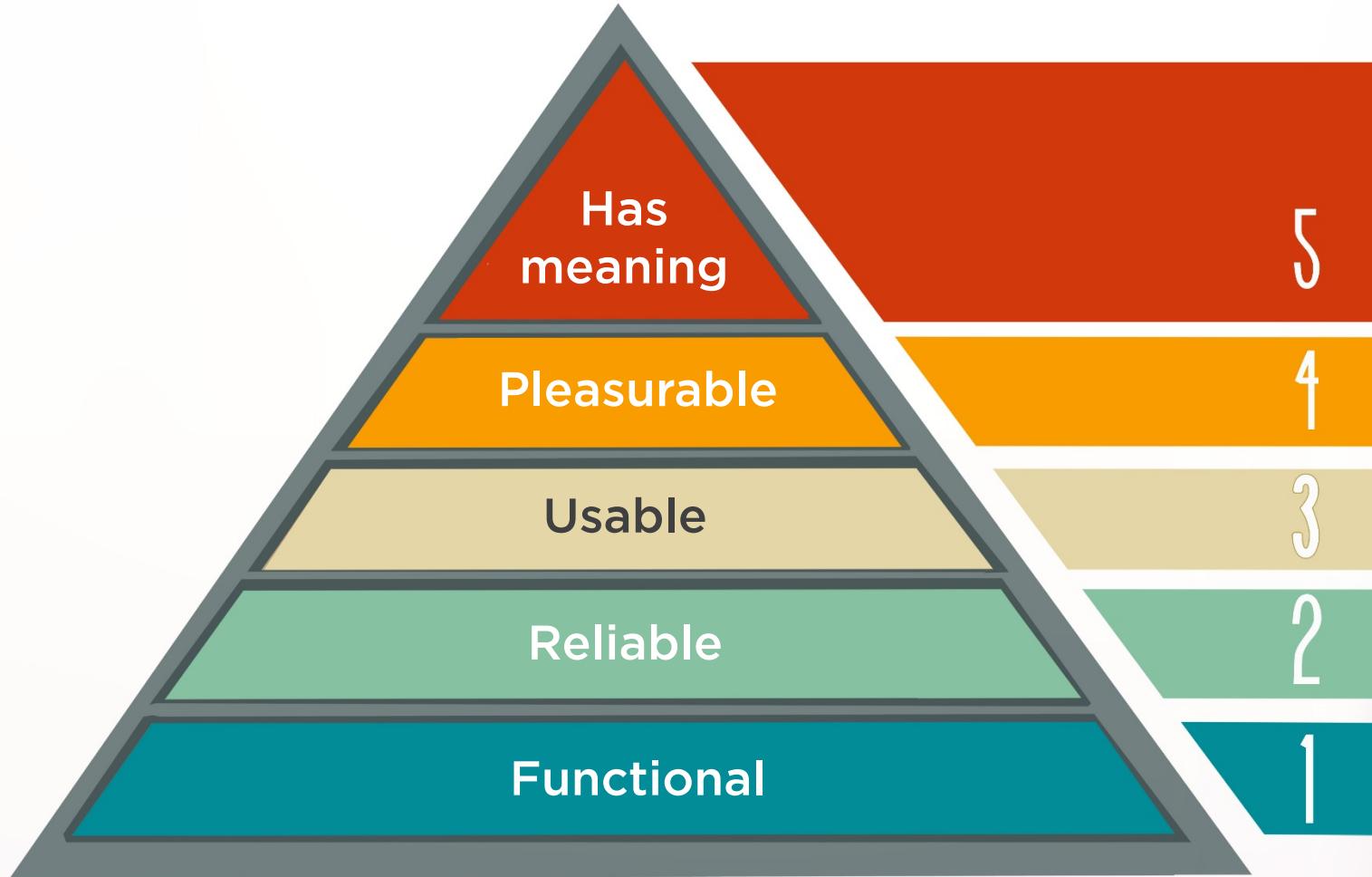
Usability is a **quality attribute** that assesses how easy user interfaces are to use. The word "usability" also refers to methods for improving ease-of-use during the design process.



“Why do we settle for usable
when we can make interfaces both
usable and pleasurable?”

Aarron Walter



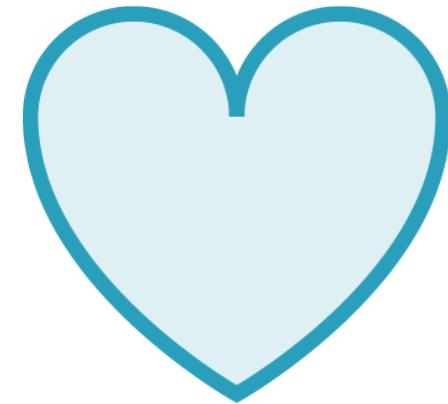


Combining the Pyramids



David

“Is Aarron’s Pyramid all I need to make a connection with the beneficiaries in the non-profit sector?”



Non-profit Sector

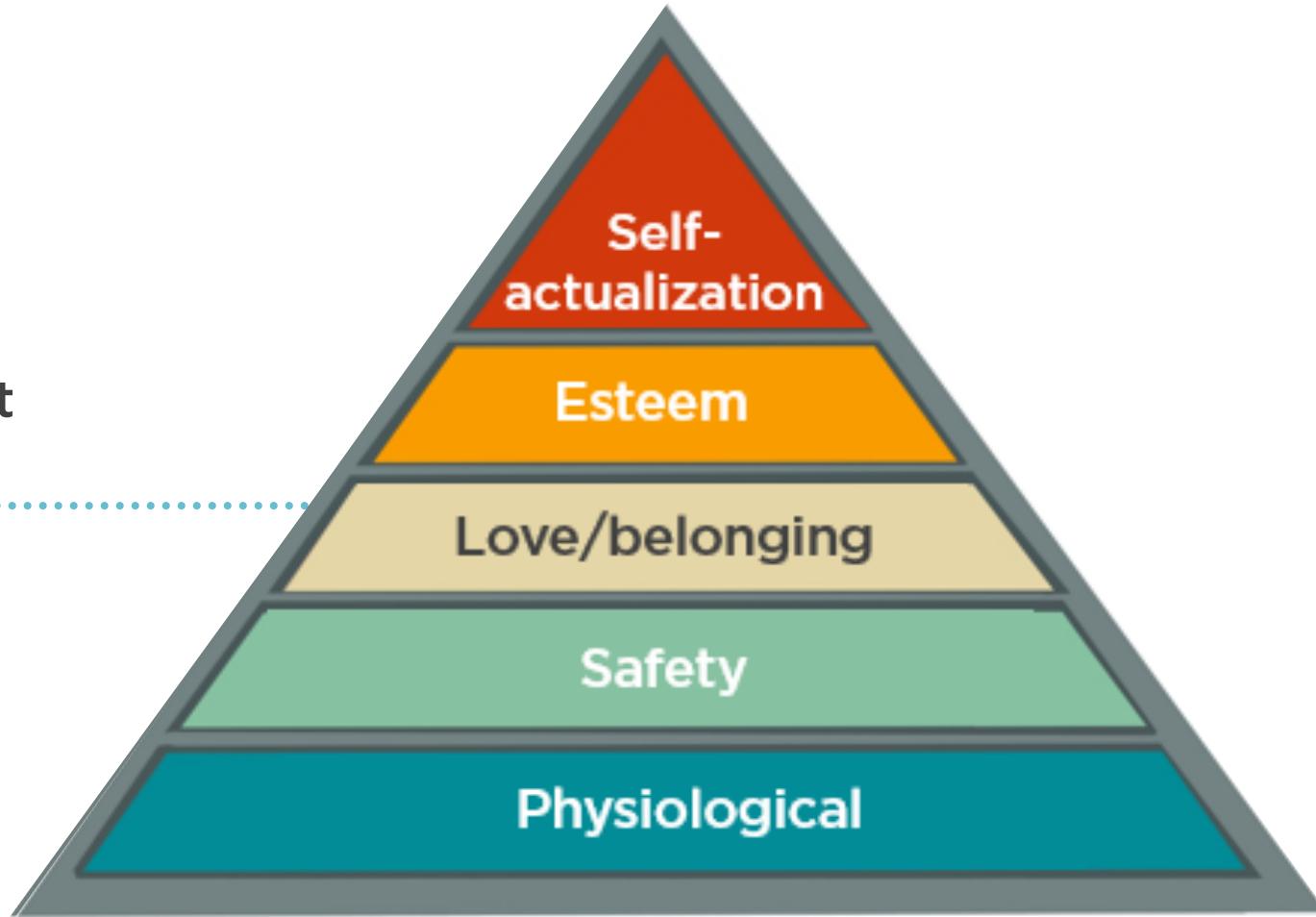
Many of these organisations deal with vulnerable beneficiaries



Design to
inspire and delight



Design for
basic needs





Minimal Awesome Product

**How to build a MAP?
Not an exact formula**



Why Invest in a Minimum Awesome Product







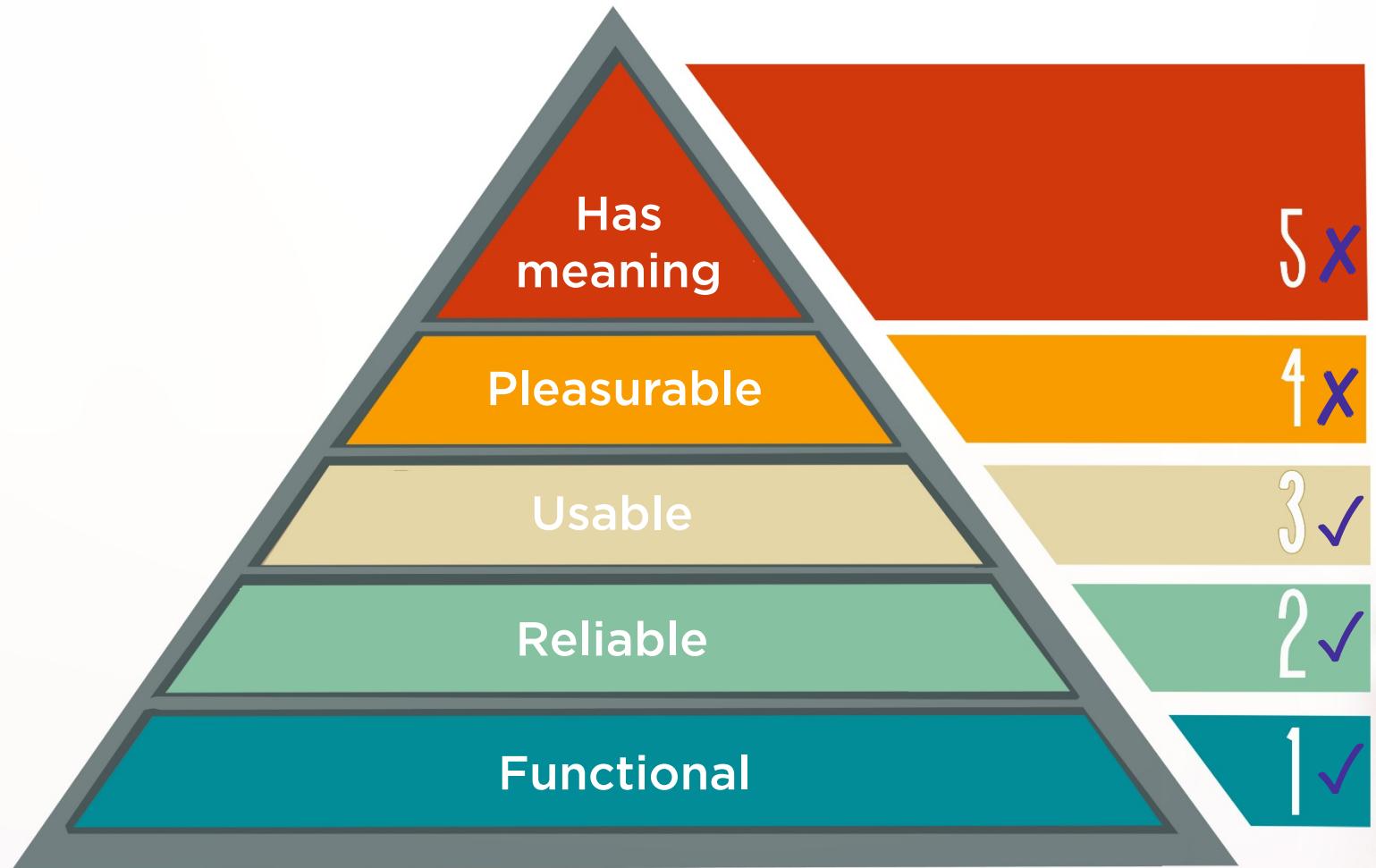
The more emotional an experience, the better we remember it



Minimal Viable Product or MVP

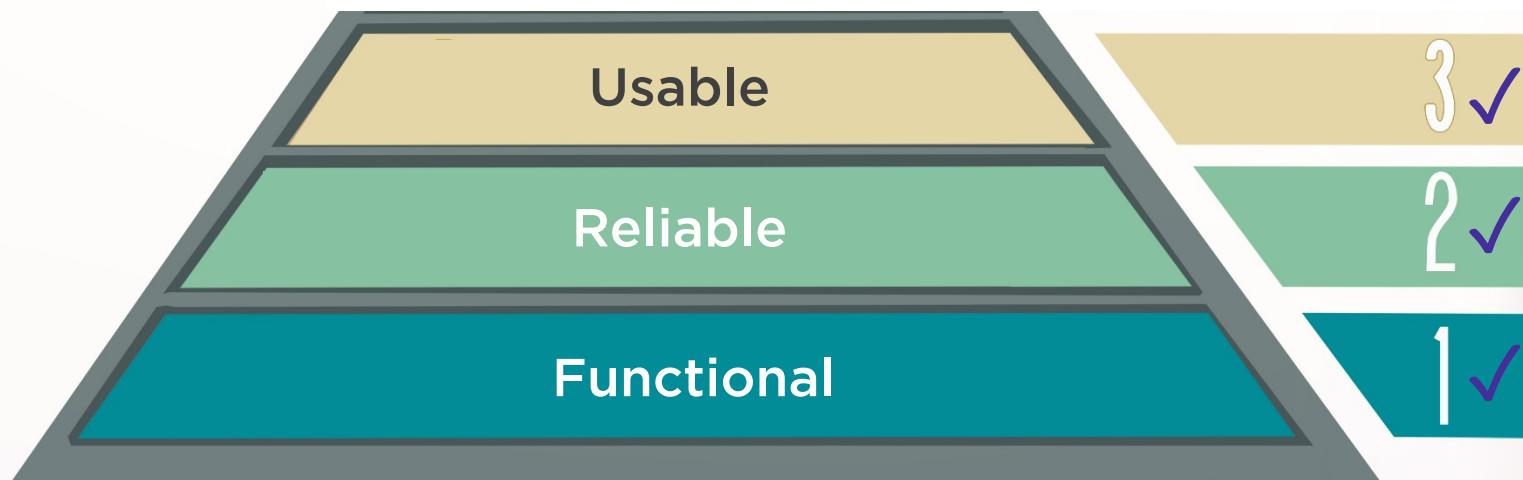
It is a product with enough features to satisfy the initial customers, and provide feedback for future development





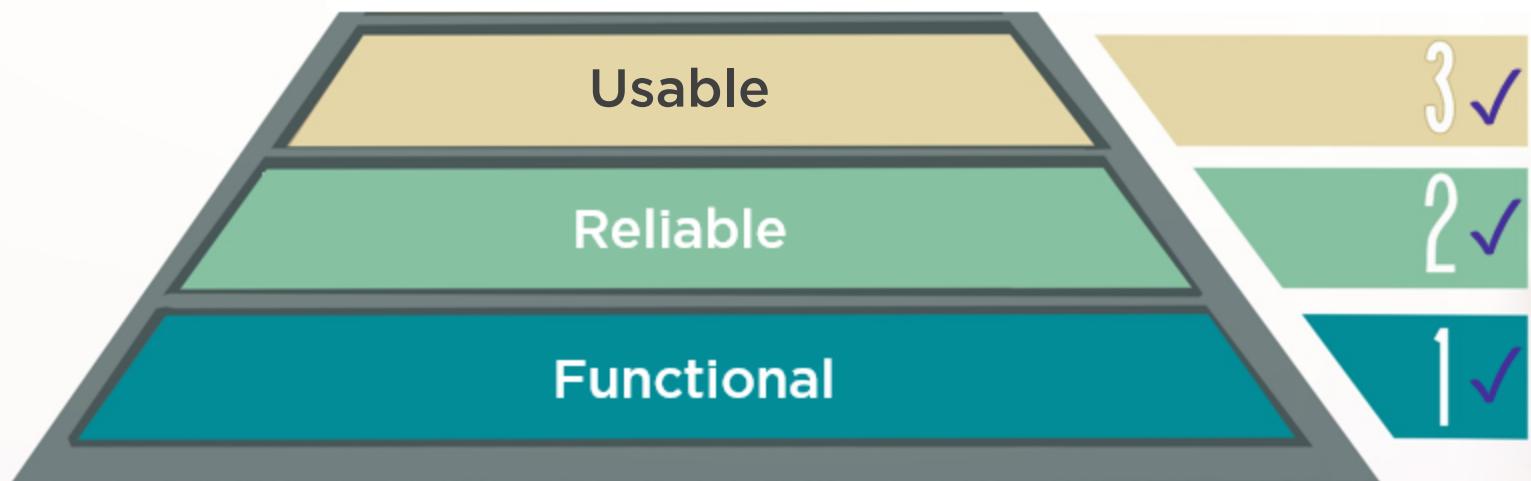


MVP





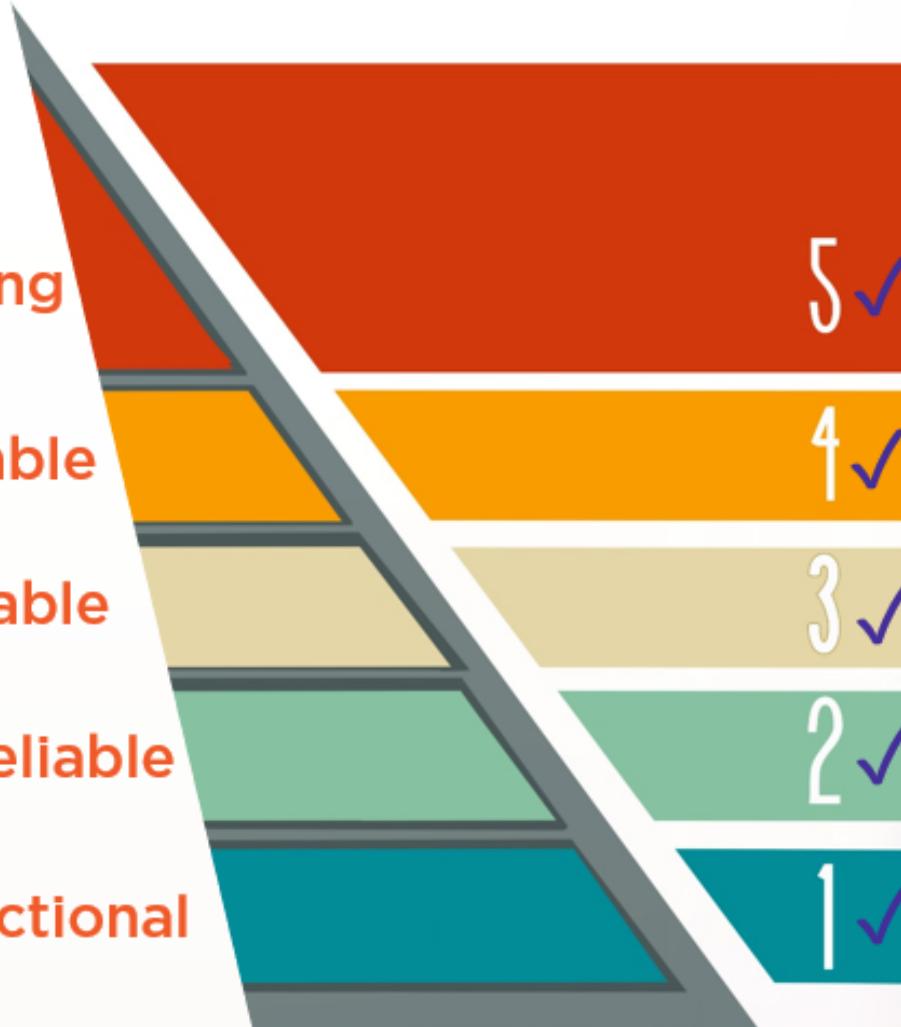
MVP

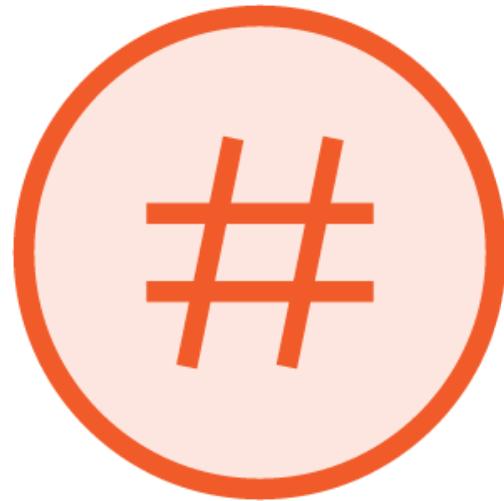




MAP

Has meaning
Pleasurable
Usable
Reliable
Functional





Dave Maclure
500 startups
founder

MAP depends a lot on how “awesome” the available alternatives are in your target industry.

If zero alternatives, then $MVP = MAP$;
if lots of options, then $MAP > MVP$.



David's Next Task



David

“But how do I create an emotional connection with our customers?”



Branding Personality



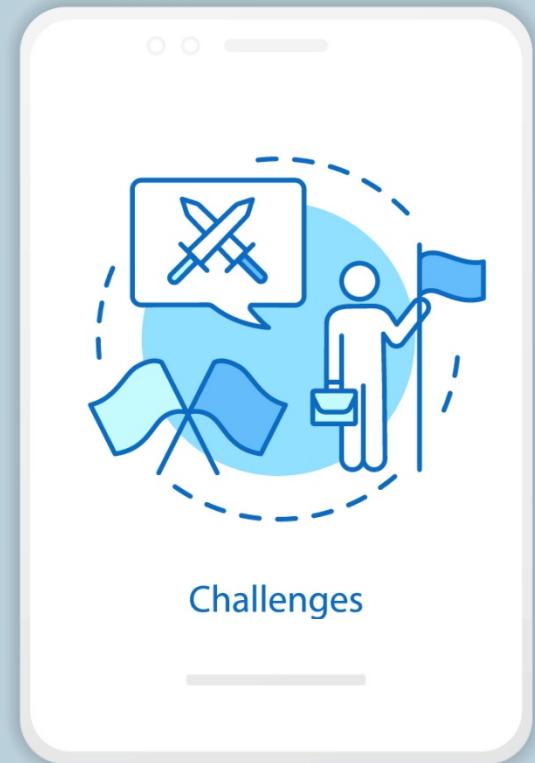
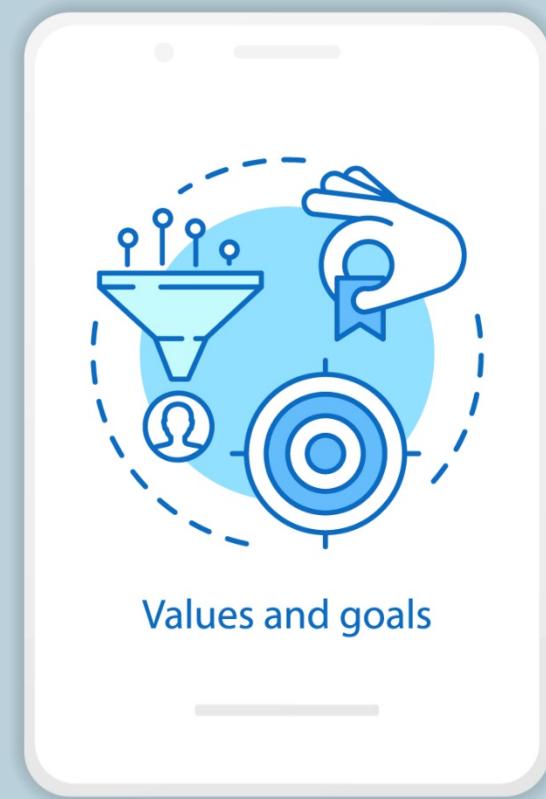
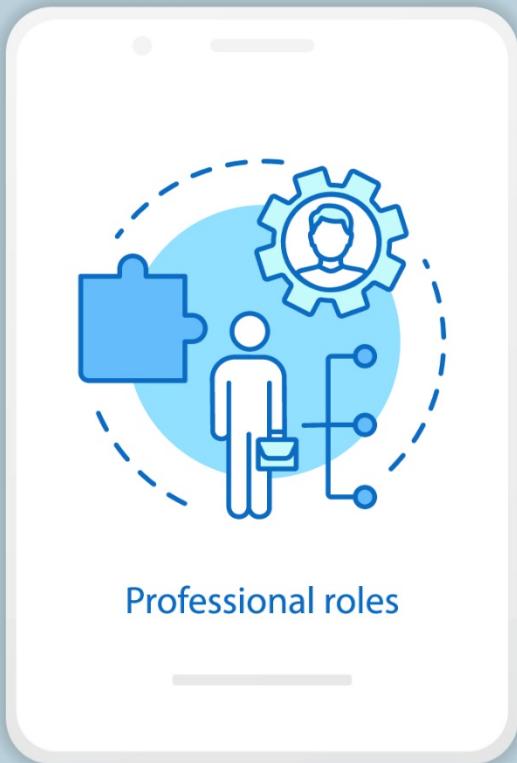
“Emotional design’s primary goal
is to facilitate human-to-human
communication”

Aarron Walter





Beneficiaries' Personas



Creating a Brand Persona



Brand name

Overview

Personality image

Brand traits

Personality map

Voice



Creating a Brand Persona



Visual lexicon
Engagement methods



Brand name

Overview

Personality image

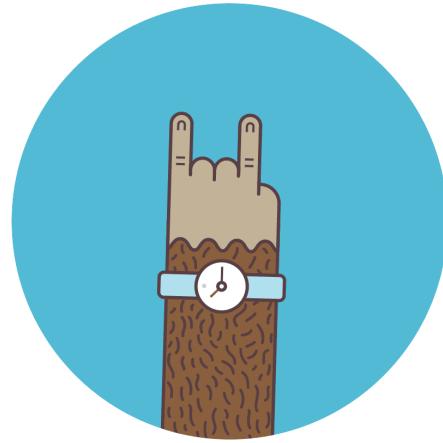
Brand traits

Personality map

Voice

Visual lexicon

Engagement methods



Rock on!

Your email has been scheduled.

Your campaign will be sent on 5/22/14 9:30PM.

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Methods of Engagement



Methods of Engagement

The types of emotional **engagement methods** you might use in your interface to support the design persona and create a memorable experience.







Methods of engagement is about crafting the emotion we want our beneficiaries to experience



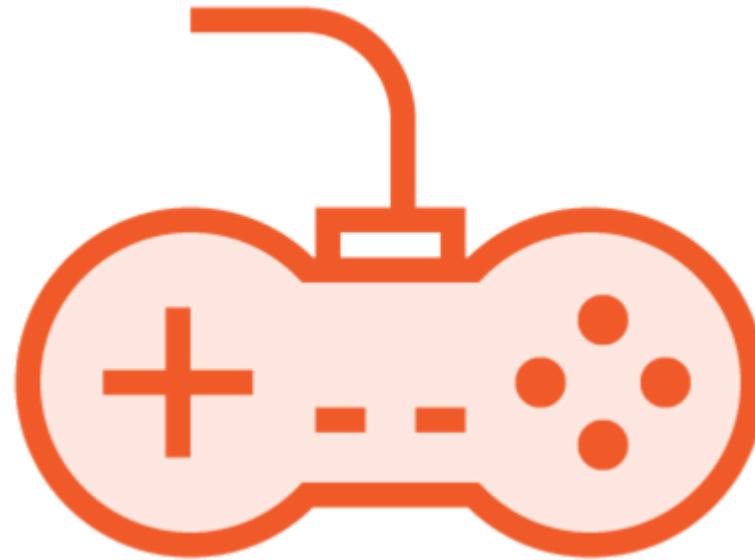
Surprise amplifies our emotional response

Compresses emotion into a split second

Creates a strong imprint on our memory



Gamification is the application of typical elements of game playing



Other Methods of Engagement

Delight

Anticipation

Elevating perceived status

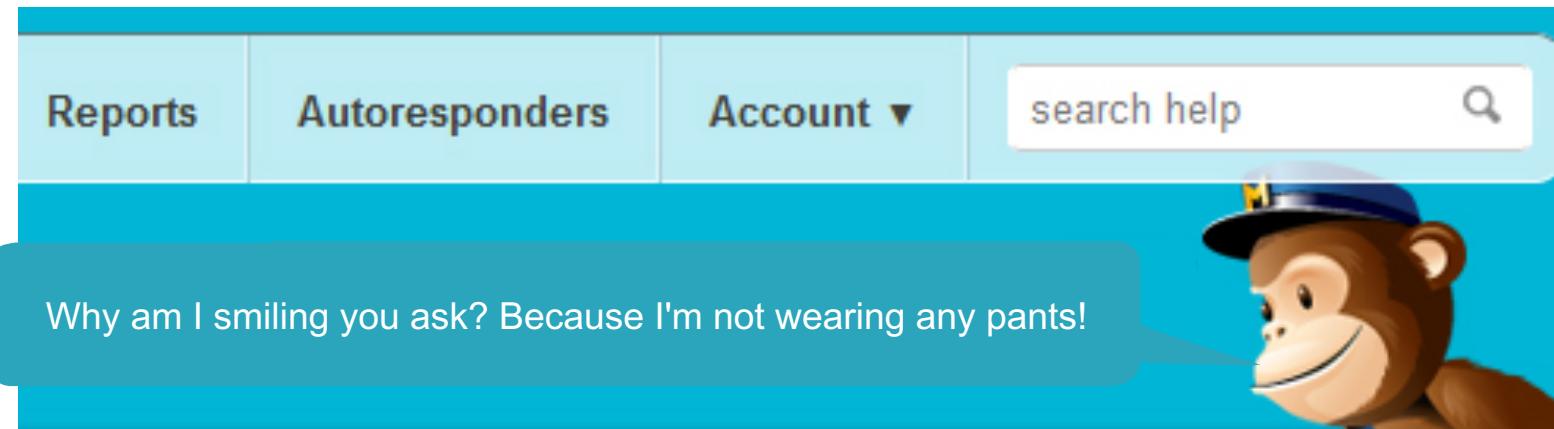
Limiting access



Engagement methods

Surprise & Delight

Anticipation



Engagement methods

Surprise & Delight

Anticipation



David's Next Task



David

**“I now understand how to
create a Minimum Awesome
Product!”**

