What makes a great product ?

SKILL ?

UX Matters

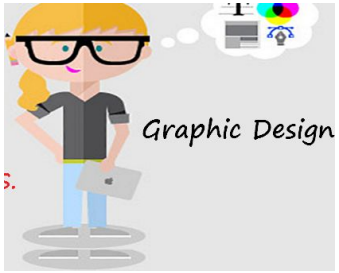
Sathish Kumar Thiyagarajan

https://sathishk.github.io

Java
Elastic Search
Web Development
CI & CD

STORY TIME

*** based on true incidents**



Designer - **Visual Design**

Developer - less **CODE**

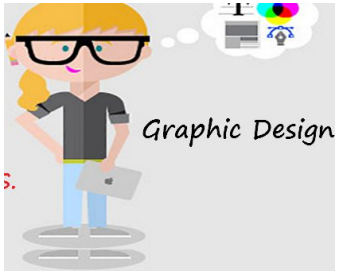
Manager - **Delivery**

Management - **Profits**

Product Owner - **Use Cases**

Perf Engineer - **Performance**

ATM



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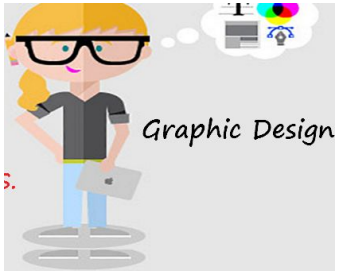

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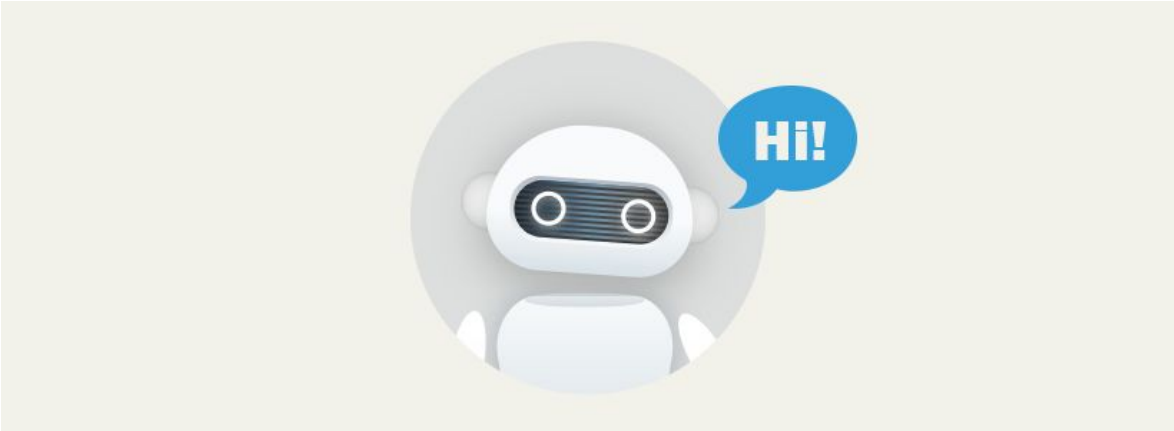
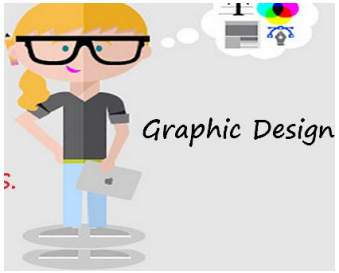

Hi!



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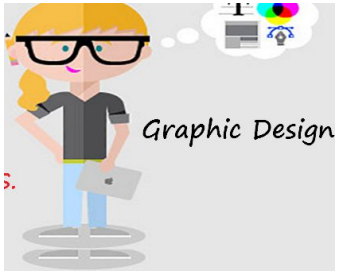
AIR TICKET
PASSENGER
Maria Smith
SEAT 18A
GATE
34
DEPARTURE
6:45 23 FEB 2017
BOARDING TIME
6:30
FLIGHT NO.
FI 589
DESTINATION
NYC TO SEA
BUSINESS CLASS
LEARN MORE



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WHAT GREAT PRODUCTS did in common?

Microsoft - Desktop

Apple - Phone

Google - Search

WhatsApp - Messaging

Uber - Travel

What makes a great product ?

=

MINDSET

WORLD ECONOMIC FORUM
COMMITTED TO IMPROVING THE STATE OF THE WORLD

Top 10 skills

in 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

in 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity

Source: Future of Jobs Report, World Economic Forum

Technology gets simpler and simpler

Aurzart

Open Banking

API Commons

API Marketplaces

Challenges

Inverted color scheme

One visual cue:

1. Dark shading

Direct color scheme

Four visual cues:

1. Light shading
2. Bold text label
3. Darker border
4. Lighter border & label

Hard to explain - Solid and Sound

Front End Architecture should allow experiments

Feedback accuracy

SIMPLICITY **CLARITY** **PROFITABILITY**

#UXMatters