

Minimum Viable Products (MVPs)

Minimum: The product functionally does just enough to solve the user's problems, but may be so hard-to-use or unattractive that nobody wants to use it.

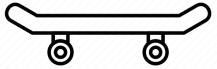
Viable: The product is fast, reliable, optimized, well-designed, and looks professional. People will use and buy it.

Minimum + Viable: A mix between the two—something that functionally solves a user's problems at the most basic level, while being well-designed within some cost limit.

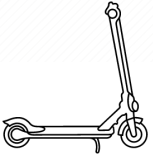
MVPs should:

- Serve a single, specific audience
- Address one key need or pain point for that audience
- Have a distinct and well-defined user experience
- Be built and launched quickly and cheaply
- Only include “mission-critical” features

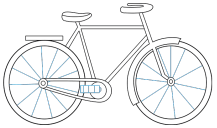
MVP example: how would you design & build a human transport product from scratch?



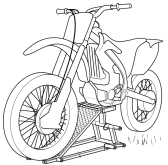
Skateboard: Test if people want a faster way to go from point A to point B. Skateboards are relatively cheap and easy to make.



Scooter: Users say that skateboards are too bumpy. You put handlebars on it and it sells faster.



Bicycle: Users want to go faster than on scooters and sit. You make a pedal design and a seat.

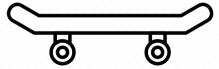


Motorcycle: Users want to go further than is possible with just muscle. You add a motor to your bicycle.

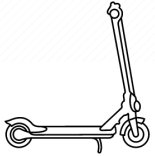


Car: Users want to travel far with their friends. You design and sell a car.

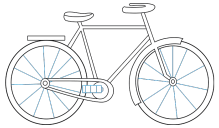
MVP example: how would you design & build a human transport product from scratch?



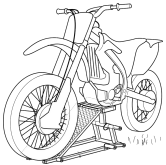
Skateboard: 1 day to build



Scooter: 2 days to build



Bicycle: 7 days to build



Motorcycle: 40 days to build



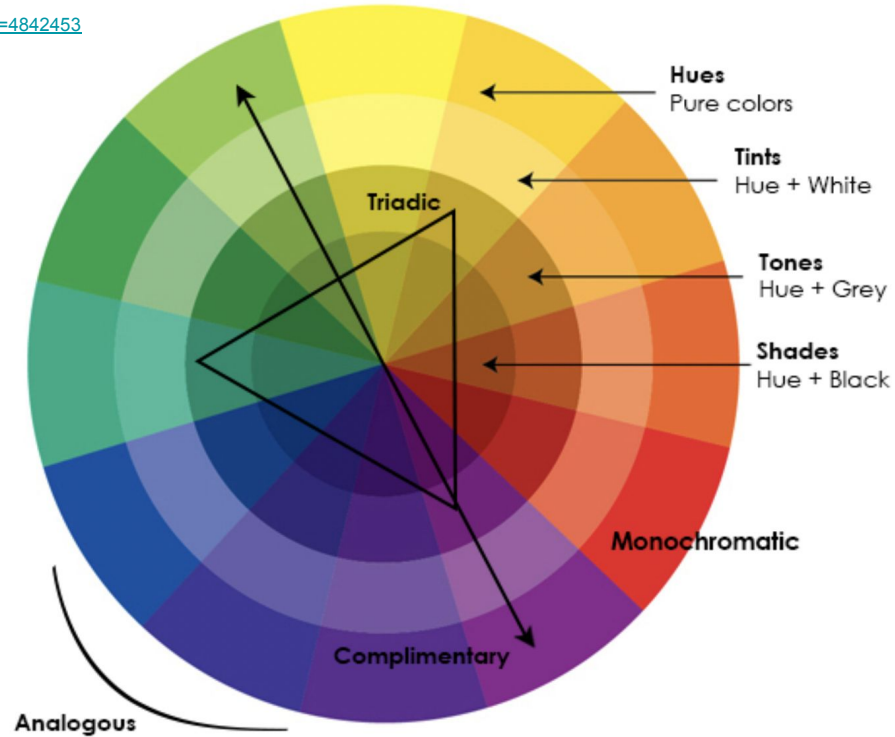
Car: 70 days to build

Let's briefly take a dip into Color Theory ...

The Color Wheel

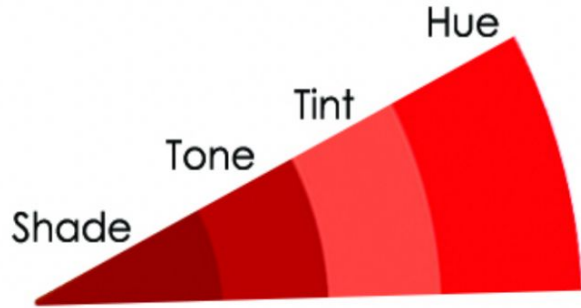
Source:

<https://campusguides.lib.utah.edu/c.php?g=685275&p=4842453>



Colors are generally grouped into four types: **Hues**, **Tints**, **Tones** and **Shades**.

Coloring Options: Monochromatic

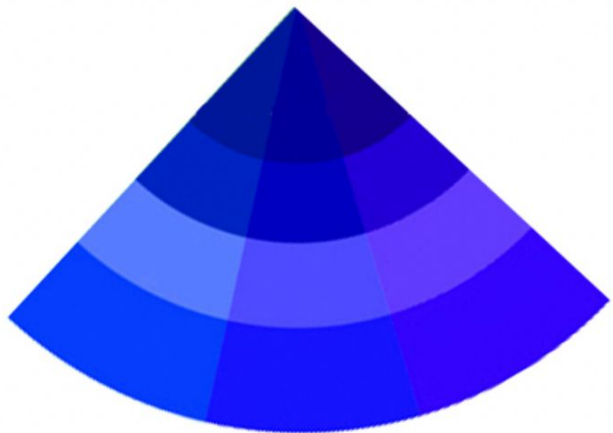


Monochromatic

Those four colors types within one hue is considered **Monochromatic**. The University of Utah prefers to use a monochromatic theme, with shades of the U red, and white, black and grey. If only conveying one idea or

covering only one project, this is a great choice. Monochromatic always looks simple, professional and clean.

Coloring Options: Analogous



Analogous

If you prefer the feeling of monochromatic, but want more variety, try **analogous** colors.

Those are the colors next to each other on the color wheel.

Coloring Options: Complimentary



If you would like a more defined look between roles, especially when stating comparisons, **complimentary** colors works best. These are the colors exactly opposite each other on the color wheel.

Coloring Options: Triadic



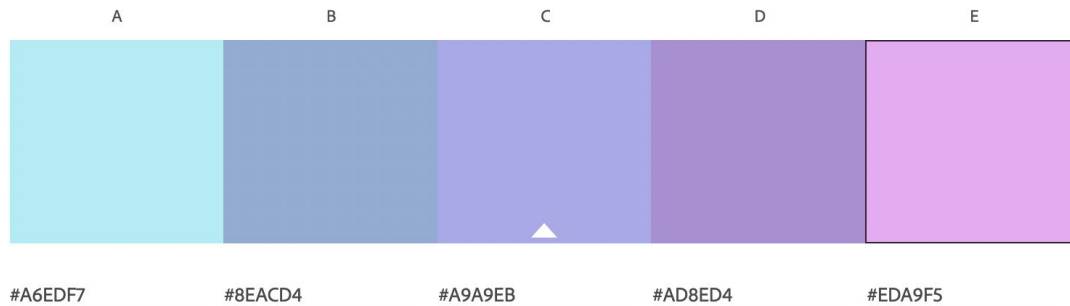
And if you're creating something very dynamic, large, and with several different roles, ideas or projects, then **triadic** colors are a good choice. These are the colors that coordinate with each other by drawing an equilateral triangle in the center of a color wheel. However, it's best to stick to the same hue/tint/tone/shade between the colors when

using three, so the look of everything feels cohesive.

Color Wheel

Apply Color Harmony ?
Rule

- ☒ Analogous
- ☐ Monochromatic
- ☐ Triad
- ☐ Complementary
- ☐ Split Complementary
- ☐ Double Split Complementary
- ☐ Square
- ☐ Compound
- ☐ Shades
- ☐ Custom



<https://color.adobe.com/create/color-wheel>

Designing for Colorblind

1. Use colors and symbols – don't rely on color alone to convey meaning
2. Limit the # of colors you use.
3. Use patterns and textures to show contrast, where possible.
4. Avoid Green & Red, Green & Orange, Green & Brown, Blue & Purple

A registration form with a red header bar containing the text "What's your name?". Below this are four input fields: "First name" (with a blue arrow icon), "Surname" (with a red exclamation mark icon), "Mobile number or email address" (with a red exclamation mark icon), and "Re-enter mobile number or email address" (with a red exclamation mark icon). Below these is a "New password" field (with a red exclamation mark icon). At the bottom, there is a "Birthdav" label.

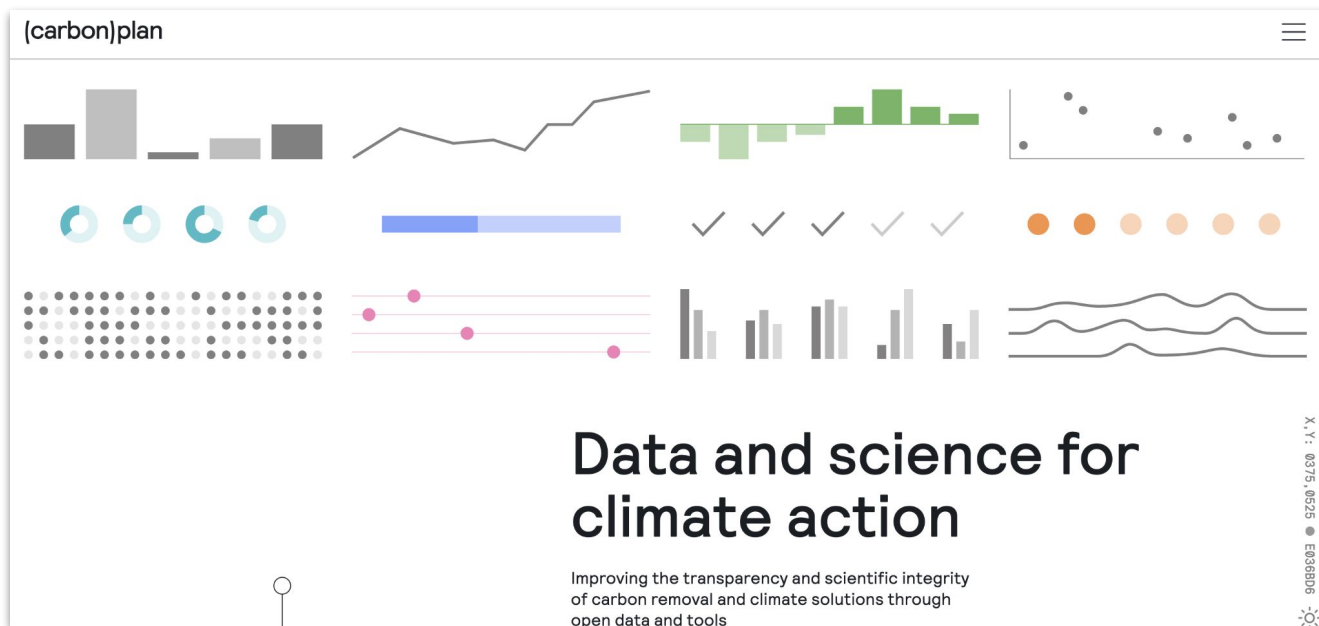


Designing for Colorblind

See *We Are Color Blind*:

<https://wearecolorblind.com/examples/atg-event-ticketing-website/>

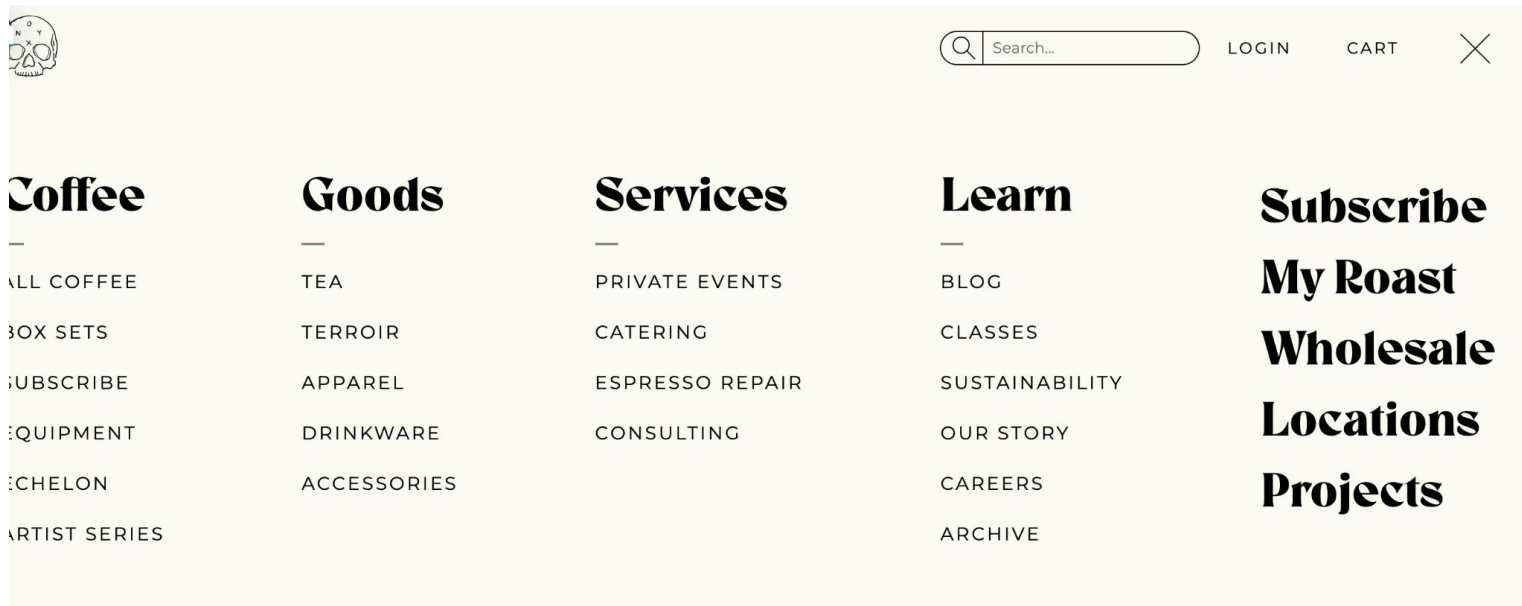
Examples of Good Design



CarbonPlan website: <https://carbonplan.org/>

You can find their style guide open-source here: <https://github.com/carbonplan/design>

Examples of Good Design



Onyx Coffee: <https://onyxcoffeelab.com/collections/coffee>

Examples of Good Design

vayda

WHO WE ARE CAREERS

The regenerative future
of farming, accessible **today**.



Onyx Coffee: <https://vayda.com/>

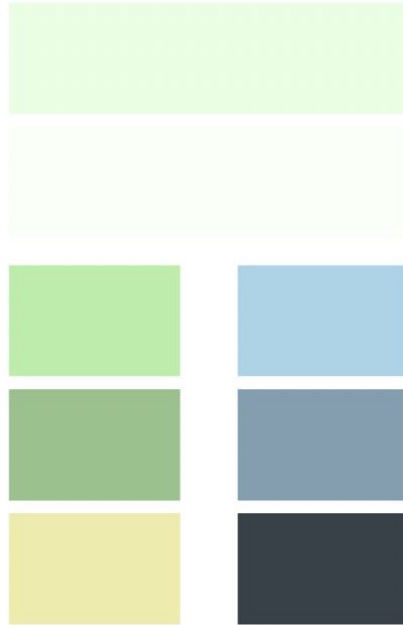
Activity: Create a “Mood Board”



1. Choose a selection of photos that represent the feeling of your product.

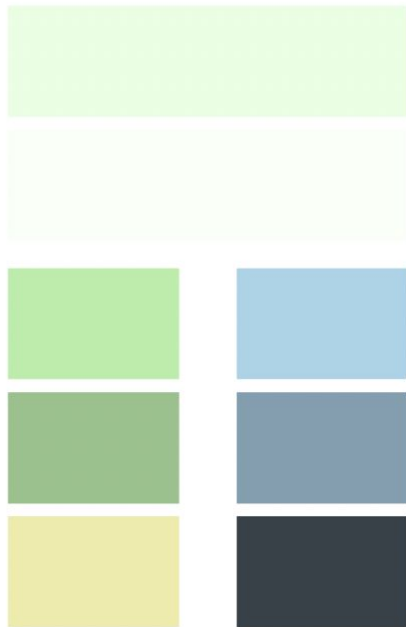


2. Choose 2-3 main colors, each with 2-3 shadings, to use for your app. These colors should appear in your photos.



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I'm using adjacent colors with a fairly consistent white tint – to make each color feel washed-out/faded.



3. Choose 1-2 consistent fonts. Apply different font sizes, colors for: **title**, **subtitle**, **header**, **text body**, **text alternative**.

Gusto Farms

Get to know local farms delivering to your home.

Eat Regenerative

Farmers near you are practicing regenerative agriculture that heals the soil, combats climate change, and restores local ecosystems.

Discover more about
what regenerative
farmers like Bluehill
Farms are doing.

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Gusto Farms



Farms, Soil, Food



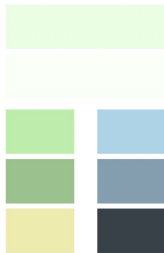
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1. Create a Figma design file in our class folder titled: “[YOUR TEAM NAME] – Mood Board”. ([Demo](#))
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Discover more about what regenerative farmers like Bluehill Farms are doing.

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3. Create and export your new “style”


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3. Create and export your new “style”

4. Check your results with [Adobe Color](#)

Text Color

#183873

Background Color

#00BFB2

Contrast Ratio ⓘ

4.91 : 1 ✓

Preview


Regular Text

A high color contrast makes anything easier to read

Large Text

A high color contrast makes anything easier to read

Graphic Components



✓ Pass for 17pt and below

✓ Pass for 18pt and above / 14pt bold and above

✓ Pass for icons and actionable graphics