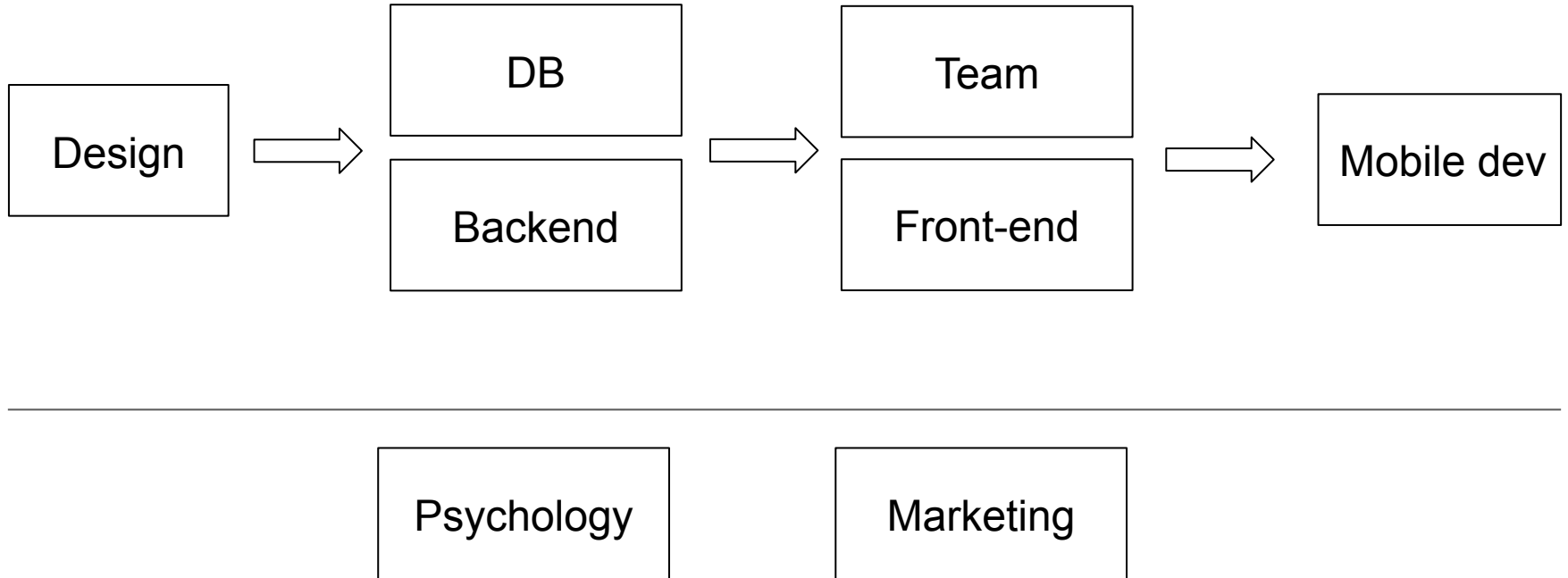


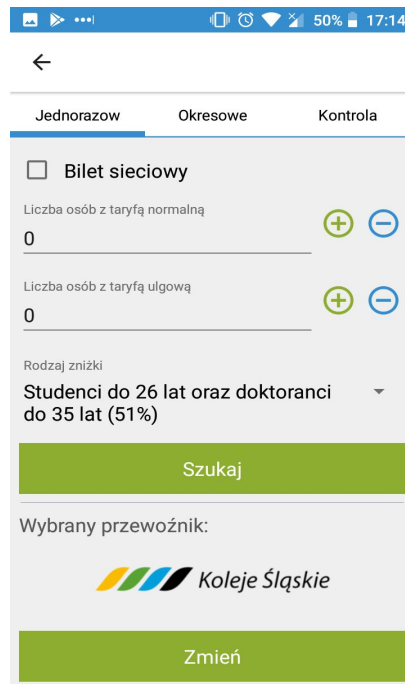
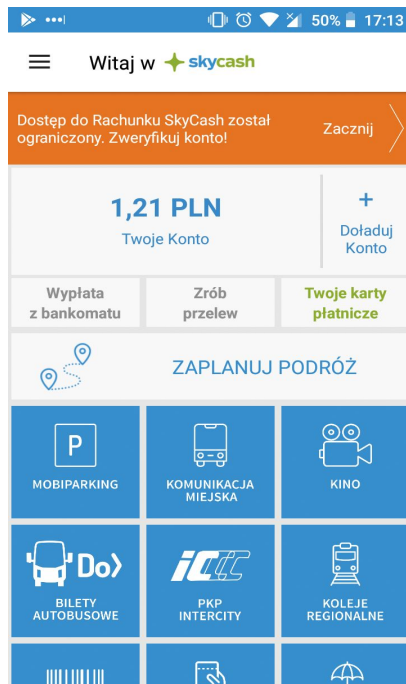
# Our sins against UX

Noemi Rozpara

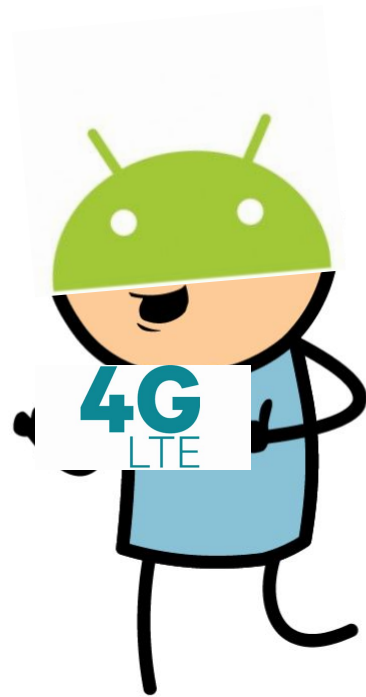
# What am I doing here?



# Once upon a time there was Skycash



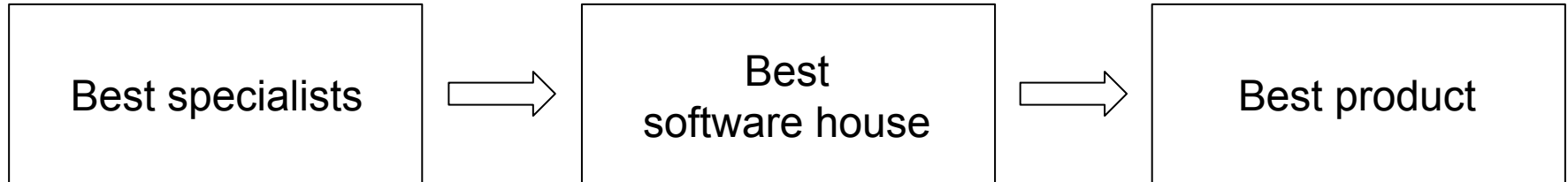
Good UI = good UX?



# Key questions

1. How programmers, designers and customers can get along?
2. Why our front-end should be like an airport?
3. Who the heck needs UX?
4. How to be always right!

# Money must be made



# It's not easy anymore

SEO

Testing

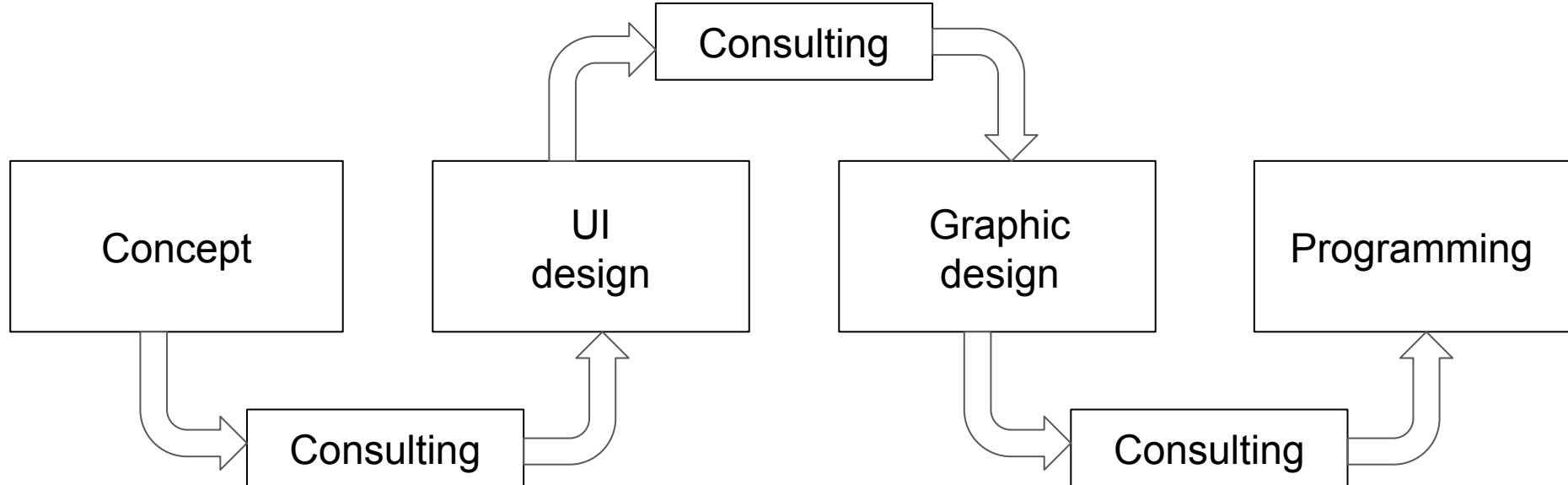
Agile Coaching

Consulting

UI / UX Design

Business Analysis

# Stable system?





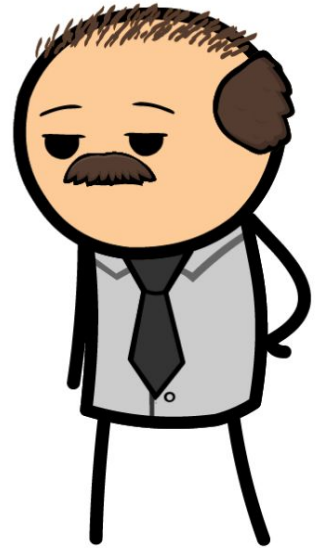
But something is wrong here...



Light Bobs Inc.

# Mr Bob

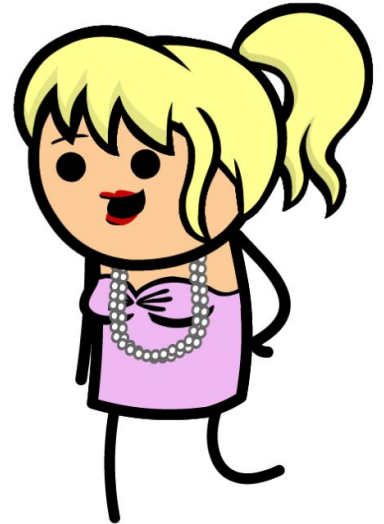
“Come on, it works...”





# Ms Linda

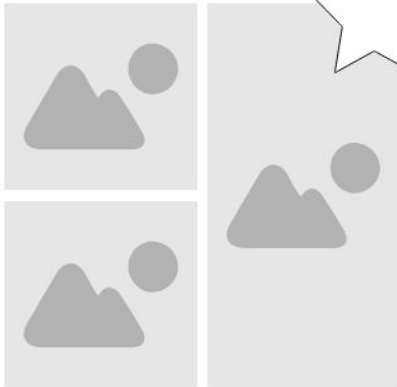
“Buy now!” - that’s it!”



# Light Bobs - THE BEST lamps you can ever find!!!



Sale! Sale!

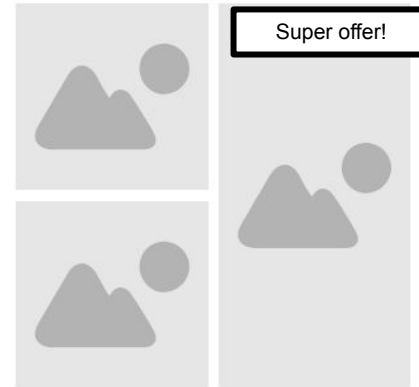


Buy our lamps NOW!

**GO TO THE  
STORE**

**10 / 10 CUSTOMERS  
RECOMMENDS**

**Buy now!**



# Noah, the designer

“Less Is More”





SIGN WITH FANCY FONT





# Joe, the programmer

“It’s not a Christmas tree”



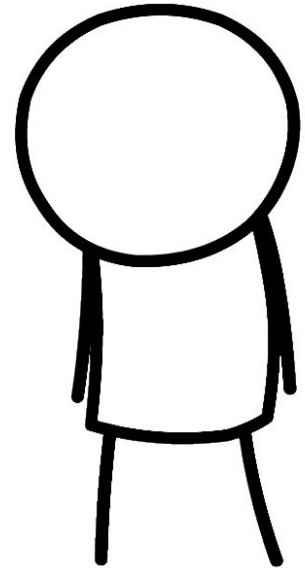


Holistic view is the key

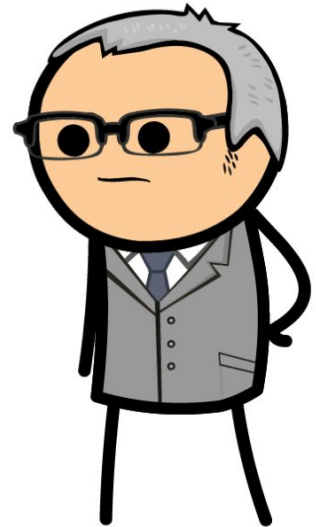
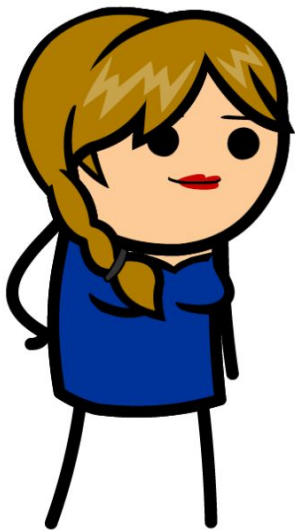
# Key question

Who is our real customer?

**What does he need?**



As much people, the much needs



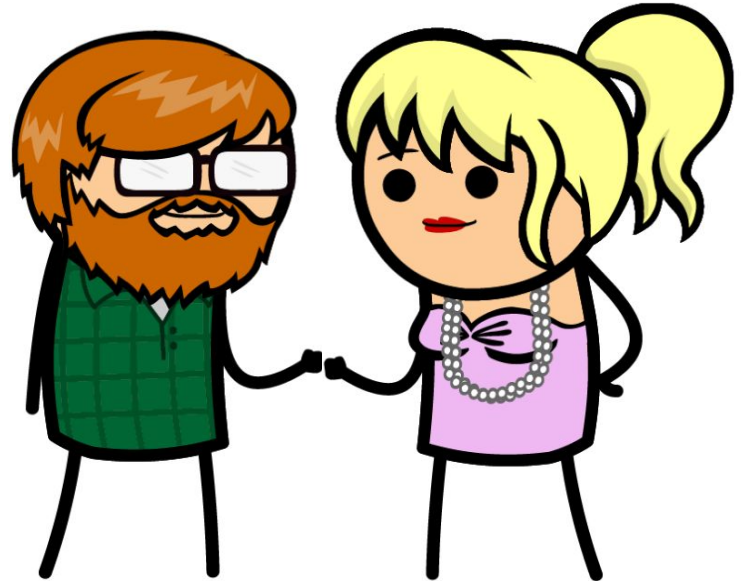
# Noah

“Contrast, labels  
and bigger font”



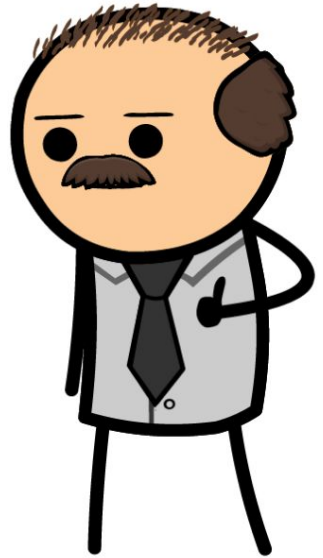
# Joe and Linda

“Content and appearance  
are equally important”



# Bob

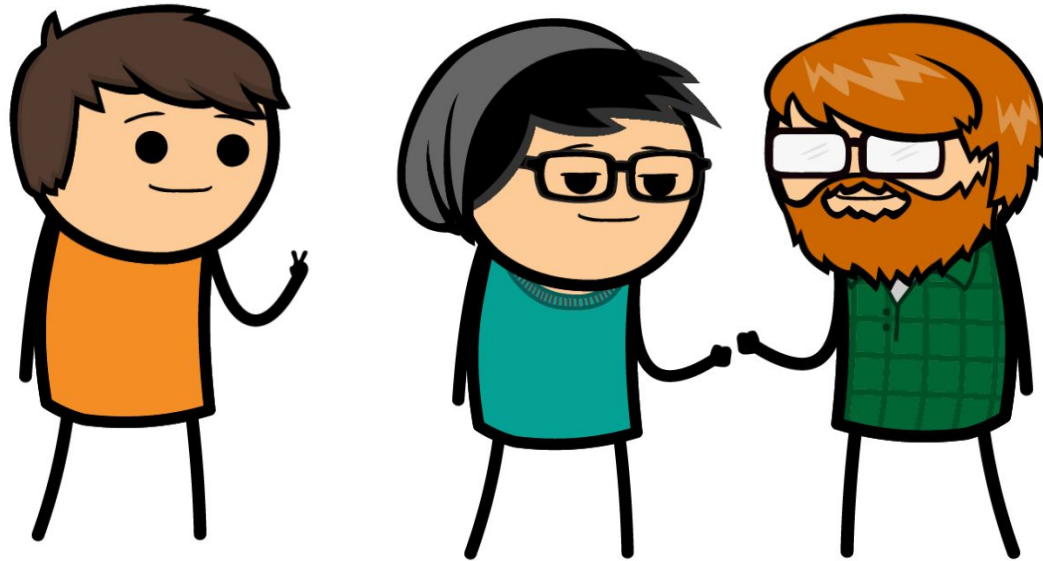
“Good assortment is not  
the only factor”





Lived happily ever after

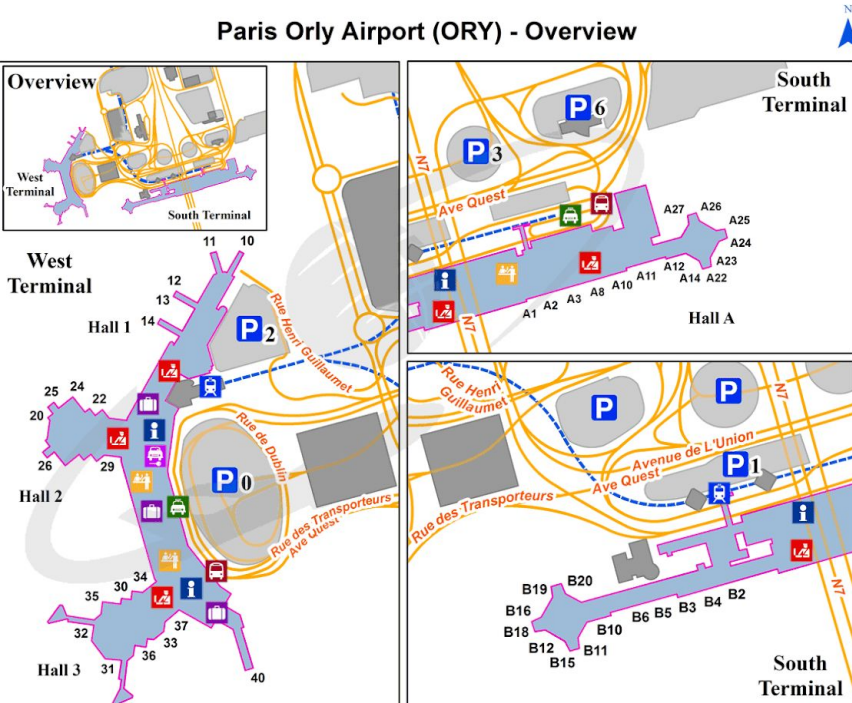
User's needs as priority - problem solved



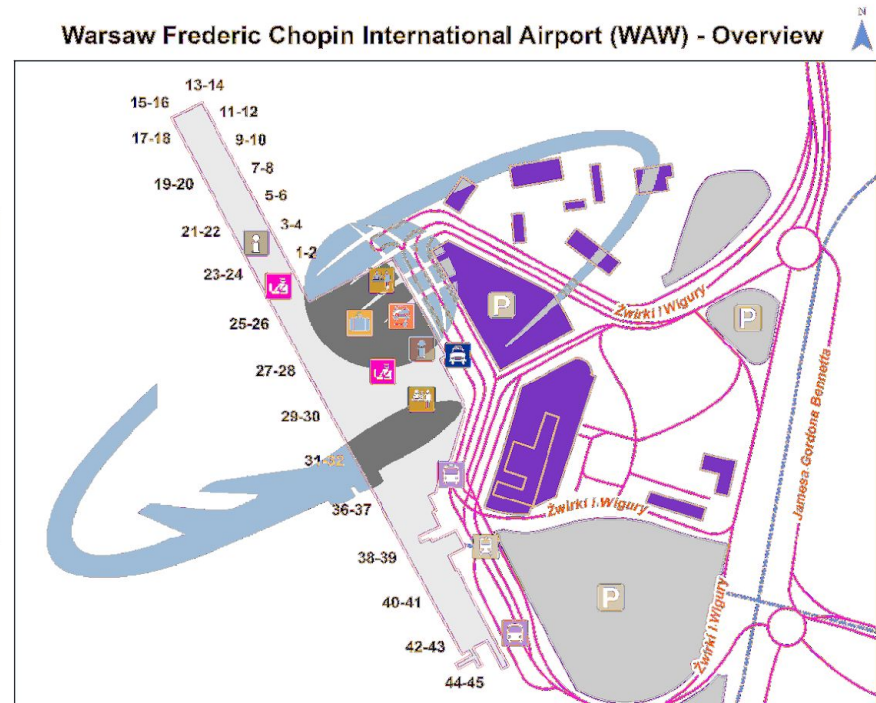
But how to show it in product?

# Always the same scheme ...

Paris Orly Airport (ORY) - Overview



Warsaw Frederic Chopin International Airport (WAW) - Overview



... doesn't mean the same look



# Interface like an airport

1. Hall
2. Checkout
3. Luggage control
4. ...
5. Boarding

1. About
2. Offer
3. References
4. ...
5. Contact

If not funny UI, then how?

# Show initiative

## Potwierdź i zapłać

Metoda płatności:



VISA \*\*\*\*0269

Wykorzystaj kupon

Jak chcesz opłacić tę podróż?

**Zapłać w całości** **933,70 zł**

**Płać mniej z góry** **466,85 zł teraz**  
Pozostała część (466,85 zł) zostanie pobrana 22 lip. Brak dodatkowych opłat. Dowiedz się więcej

**Podziel się kosztami ze znajomymi** **Za każdą osobę 233,43 zł**  
Po prostu zapłać swoją część i wyślij swojej grupie link do łatwej płatności. Twoja grupa ma 3 dni na uregulowanie płatności. Dowiedz się więcej

Podziel na 4 sposobów

Nie pobierzemy od Ciebie dodatkowych opłat za żadną z tych opcji

👤 4 gości

📅 31 lip 2018 → 3 sie 2018

269,03 zł x 3 dni	807,08 zł
Opłata Serwisowa	126,62 zł
<b>Łącznie</b>	<b>933,70 zł</b>

Płacisz (PLN) **233,41 zł**

Płać każdy z pozostałych 3 gości 233,43 zł

Pokaż, jak to działa

Podane opłaty zawierają obowiązujące kursy wymiany.

**Elastyczne — bezpłatne anulowanie**



Anuluj rezerwację w ciągu 48 godzin od jej dokonania i uzyskaj pełen zwrot kosztów. Więcej szczegółów

“Share your costs with friends”



# Zapłata mogła dotyczyć kilku rezerwacji

Zauważyliśmy, że wysłano kilka próśb o rezerwację na Airbnb dla tego samego terminu. **Może nastąpić pobranie za kilka rezerwacji, jeśli wszyscy gospodarze zaakceptują Twoje próśby.**

Jeśli nie zamierzasz zatrzymać się we wszystkich tych ofertach, anuluj prośby, z których nie chcesz skorzystać. Gospodarze będą mieli 24 godziny, by odpowiedzieć na Twoją prośbę nim ta wygaśnie. Jeśli tak się stanie, możesz wysłać nową prośbę.

Anuluj prośbę

---

## Często zadawane pytania

Jak mam anulować prośbę o rezerwację?

Jak mogę sprawdzić status mojej rezerwacji?

---

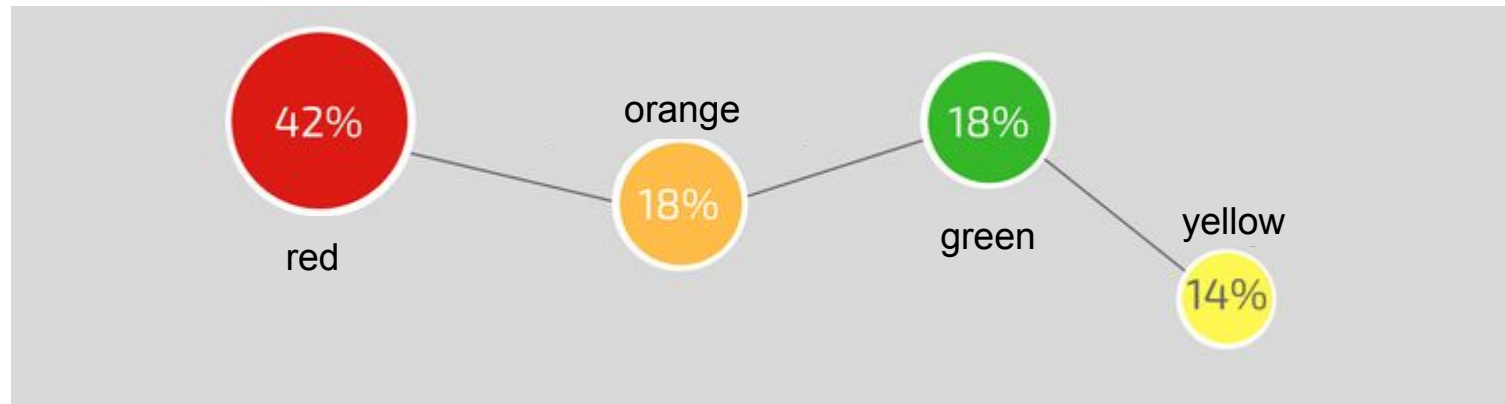
Przesłane prosto z  Airbnb

Airbnb, Inc., [888 Brannan St, San Francisco, CA 94103](#)

[Uzyskaj środki na podróże](#)

“Payment could concern many reservations”

# Ergonomy is still cool



Don't overgrow form over the content



**CREATORS  
OF GREAT  
WEBSITES**

BOLDEN

≡  
MENU

Don't forget about specific needs

**CREATORS  
OF GREAT  
WEBSITES**

BOLDEN

≡  
MENU

# WCAG, WAI-ARIA and other clever words

<div>

<div>

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<div>

Ask yourself

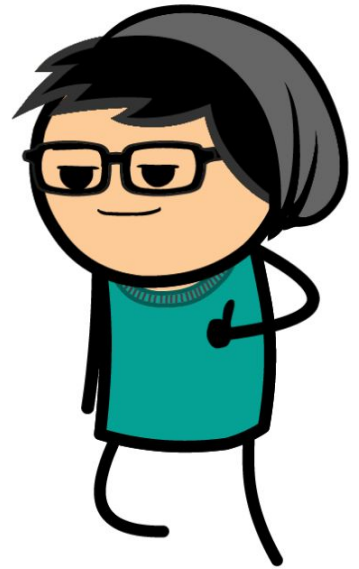
# Developer!

Do you put **all effort you can**, but  
in a **reasonable** way?



# Designer!

Is your inspiration **reliable**?





# Google knows best

“Min. 48x48px” ~Google Accessible Styles

LG G7 (2018) - 563 ppi - 48px = 2.16mm

Xiaomi Mi 8 - 402 ppi - 48px = 3.03mm

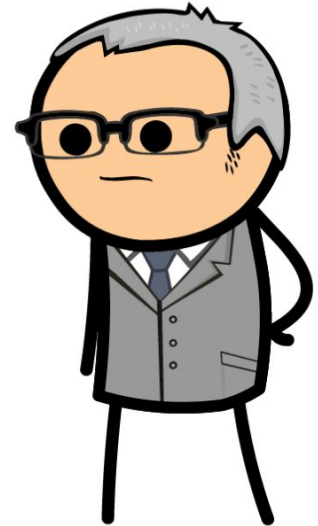
# Google knows best x2

The screenshot shows the Awwwards website interface. At the top, there is a navigation bar with a 'MENU' icon, a search bar, the 'awwwards.' logo, and links for 'REGISTER / LOG IN' and 'SUBMIT YOUR SITE!'. Below the navigation bar is a filter bar with options: 'Filter By', 'AWARDS', 'BUSINESS & CORPORATE', 'TAGS', 'TECHNOLOGIES', 'COLORS', 'COUNTRIES', 'RESET FILTERS', and a grid icon. The main content area displays search results for 'Business/ Corporate Websites', showing '1947 results'. Three featured website examples are shown in a grid:

- Design in Silicon Valley**: From United States, November 12, 2018. BY BAUNFIRE. Tags: HM, DEV, SOTD.
- Signature Element**: From Italy, November 08, 2018. BY BASILICO. Tags: HM, DEV, SOTD.
- Euro Decor**: From Russia, November 07, 2018. BY OKKAPI. Tag: HM.

# Manager!

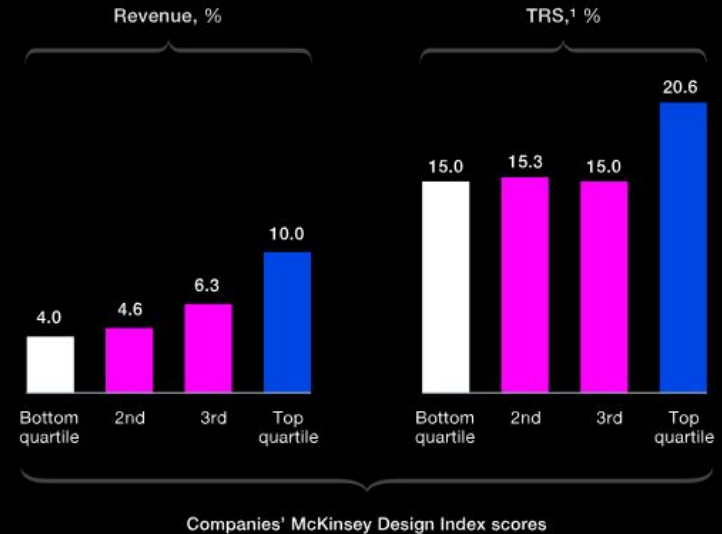
Do you think in **assertive**  
and **perspective** way?



# McKinsey Design Index

1. Analytic design measurement
2. Not splitting digital from physical product
3. Multifunctional teams
4. Testing, self development

Higher McKinsey Design Index scores correlated with higher revenue growth and, for the top quartile, higher returns to shareholders.



<sup>1</sup>Total returns to shareholders.

Be always right!

# A/B testing - the more people the better

vancouver2010.com | Contact Us | FAQs | Enquiries

Order by Phone | Click to Chat | Ship us to the US? ▾

OFFICIAL WEBSITE THE OLYMPIC STORE

Search

Order by Phone | Click to Chat | Ship us to the US? ▾

View Cart | My Account

Free shipping to Canada on orders over \$100. Use promo code "VANSHIP9"

Last Minute Gifts ▾

Home: Clothing: Jackets

## Vancouver 2010 Jackets

View By: Price

Sort By: Top Sellers | Price Low To High | Price High To Low | Featured Products

22 Products Viewing 1 - 22 of 22 Items | View All

- Mascots
  - Mascot Plush
  - Mascot Accessories
  - Mascot Collectibles
  - Mascot Pins
- Collectibles
  - Jewellery by Bika
  - Pins
  - Coins
  - Video Games
  - Paralympic Merchandise
  - Aboriginal Products
  - Silverware, Books, Guides and Posters
  - Torch Relay
  - Winter Games Noisemakers
  - Pin Club
  - Coca-Cola Products
- Clothing
  - Shirts
  - Sweaters/Hoodies
  - Jackets
  - Kids
  - Hats
  - Canadian Olympic Team
  - Aboriginal Products
  - Paralympic Merchandise
  - Troops
  - Scarves and Ties
  - Nike Olympic Apparel
  - Believe Apparel
- Accessories
  - For Your Home
  - For the Office
  - Magazines
  - For Your Pet
  - Travel
  - Keychains and Lanyards

Product Name	Starting From	Stock
Vancouver 2010 Women's Kemano Track Jacket	\$79.99	STOCK
Vancouver 2010 Sea to Sky Aboriginal Hooded Print Track Jacket - Girls	\$79.00	STOCK
Vancouver 2010 Men's Torchbearer Jacket By HBC	\$55.00	STOCK
Vancouver 2010 Women's Sunice Stone-Mott Jacket	\$89.99	STOCK
Vancouver 2010 Sunice Women's Performance Insulated Jacket	\$280.00	STOCK
Vancouver 2010 Men's Thurlow Jacket	\$59.99	STOCK
Vancouver 2010 Mount Enlwa Soft Shell Jacket for Women	\$134.00	STOCK
Vancouver 2010 Sunice Women's Aqua X Soft Jacket	\$145.00	STOCK

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Home: Clothing: Jackets

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Sort By: Top Sellers | Price Low To High | Price High To Low | Featured Products

22 Products Viewing 1 - 22 of 22 Items | View All

### Most Popular Products

Vancouver 2010 Women's Kemano Track Jacket	\$79.99
Vancouver 2010 Women's Sunice Stone-Mott Jacket	\$89.99
Vancouver 2010 Women's Sunice Jacket	\$89.99
Vancouver 2010 Sunice Men's Soft Shell Jacket	\$145.00
Vancouver 2010 Sunice Women's Aqua X Soft Jacket	\$145.00

Product Name	Starting From	Stock
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Vancouver 2010 Men's Thurlow Jacket	\$99.99	STOCK
Vancouver 2010 Mount Enlwa Soft Shell Jacket for Women	\$134.00	STOCK
Vancouver 2010 Sunice Women's Aqua X Soft Jacket	\$145.00	STOCK

SHOP WITH CONFIDENCE










Shipping Policy

Return Policy

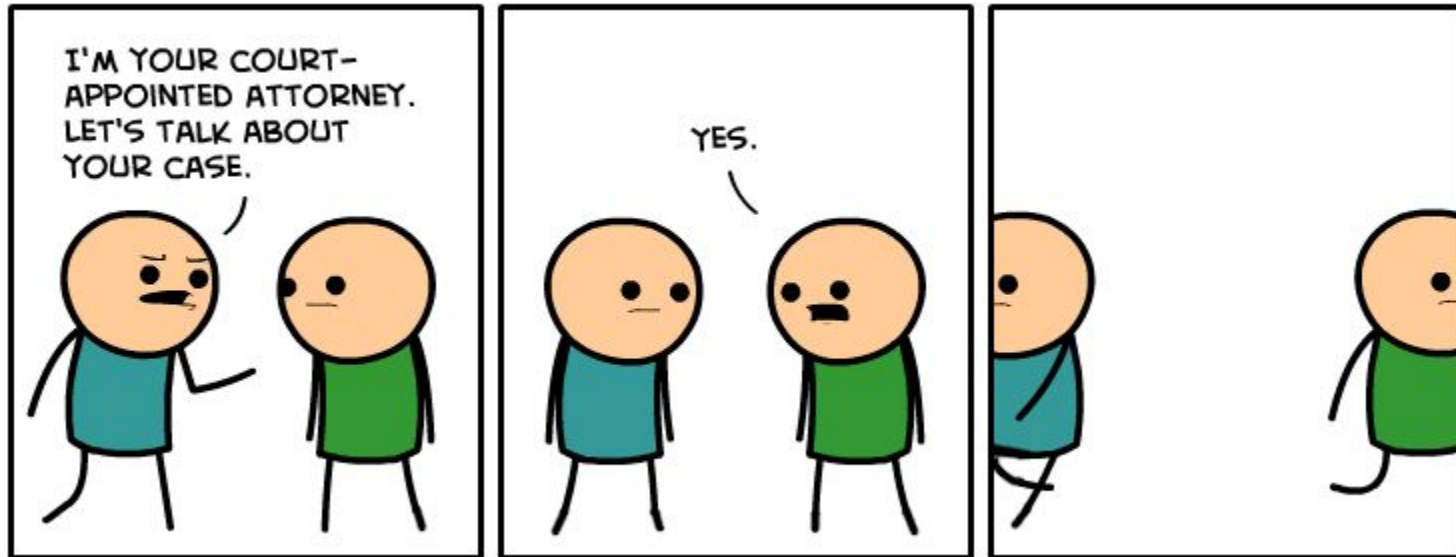
Easy Returns & Exchanges.

Best full return policy.

# Scenario testing - 5 people = 95% of problems

-   **TASK** What is your first impression of this web page? What is this page for? Who is the target audience? Browse around for 1-2 minutes providing your feedback. 
-   **TASK** Find a black skirt, medium size up to \$50. 
-   **RATING** How easy was to find it? 

# Simple conversation





Application without context doesn't make sense

# Remember!

1. Every stage of product delivery has impact on final UX
2. Communication > telling the other department is guilty
3. Fitting the product to the needs creates its value

# Thank you!



Noemi Rozpara



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nrozpara@gmail.com

