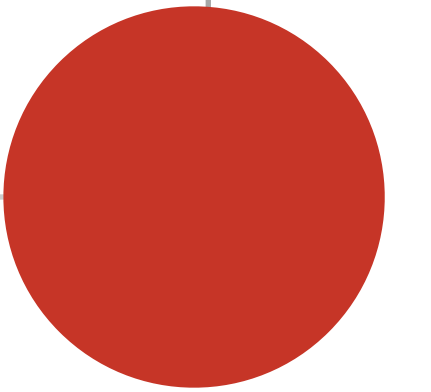


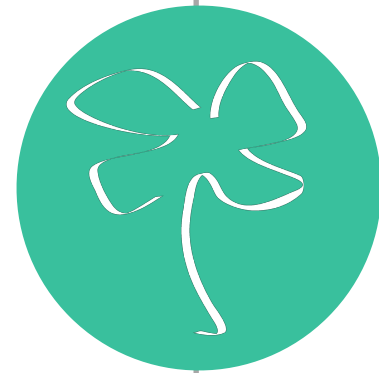
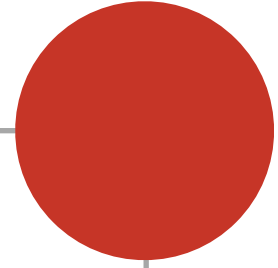
Better UX w/EQ

#LuckyUX



Better UX w/EQ

- Define emotional intelligence
- Learn the 26 traits of emotional intelligence
- Understand ways UX is included at every level of business
- Identify the touch points of your brand
- Learn the difference between UX vs. UI
- Learn to quickly identify what poor UX looks like
- Examine where UX fits into your own creative process
- Learn strategies you can implement immediately when designing products and services



Christina Aldan

@luckygirliegirl

#LuckyUX

OBJECTIVE

- 1 • Define user experience

OBJECTIVE

2• Learn the Difference between UX vs. UI

OBJECTIVE

3• Understand how UX is included at every level of business and why we care

OBJECTIVE

4• Discuss the elements of UX

OBJECTIVE

5• Identify Messages that Kill UX

OBJECTIVE

6• Learn to recognize examples of core values in design

OBJECTIVE

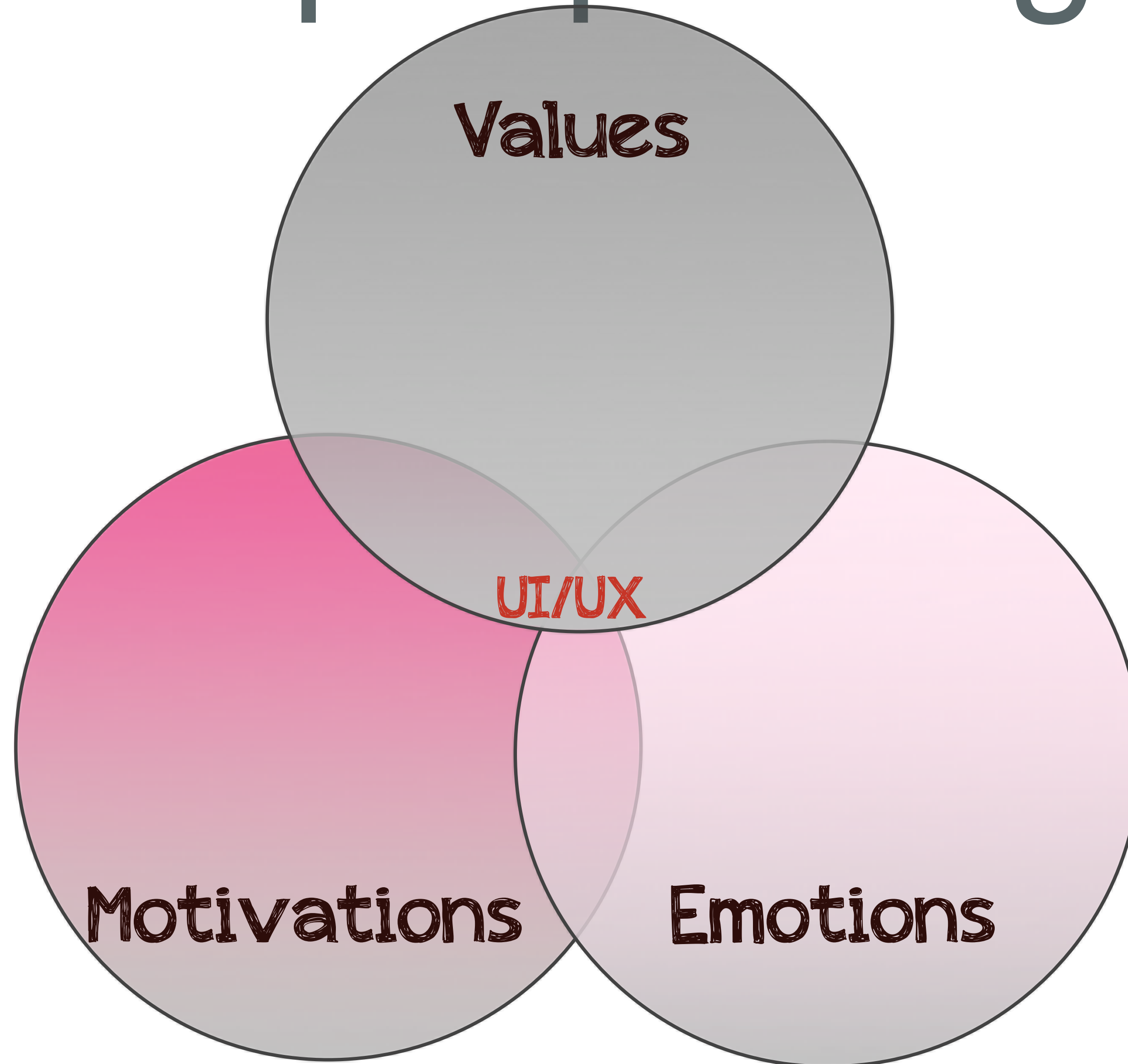
7• Identify touchpoints for clients to engage with your brand

1.

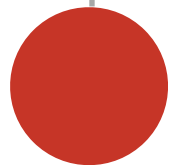
UX Creates Life Experience



Why do people engage?



Why Better UX?



Why Better UX?

1. To engage with the user environment more harmoniously

Why Better UX?

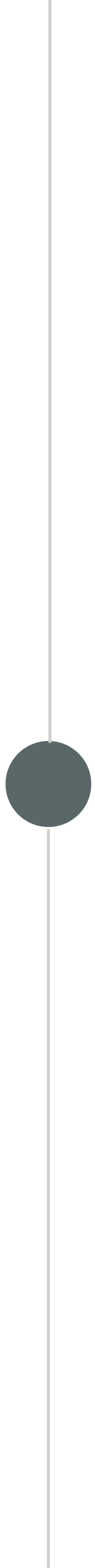


2. We accomplish more by
co-creating solutions together

Why Better UX?

3. Good UX helps us understand what our customers value

Why Better UX?



4. It brings more joy and satisfaction to our customer experience

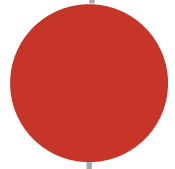


Why Care?

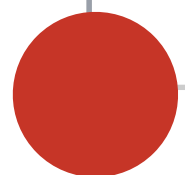
Why does engagement even matter?

Customers who are fully engaged represent a **23% share** of profitability, revenue, and relationship growth compared to the average customer. (Gallup)

Why Care?



Emotional Triggers



Elements of UX

User Interface

Mobile App
Customer Service
Products
Conferences

Overseer

Creative Director
Project Manager
UX Designer



Brand Identity

Business Culture
Core Values
Brand Messaging
Logo Design



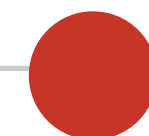
Market Research

Focus Groups
A/B Testing
Data Analysis
Surveys

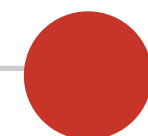


User Experience

Emotional Response
Brand Engagement
Loyal Clients



Elements



Examples of Core Values



Core Values

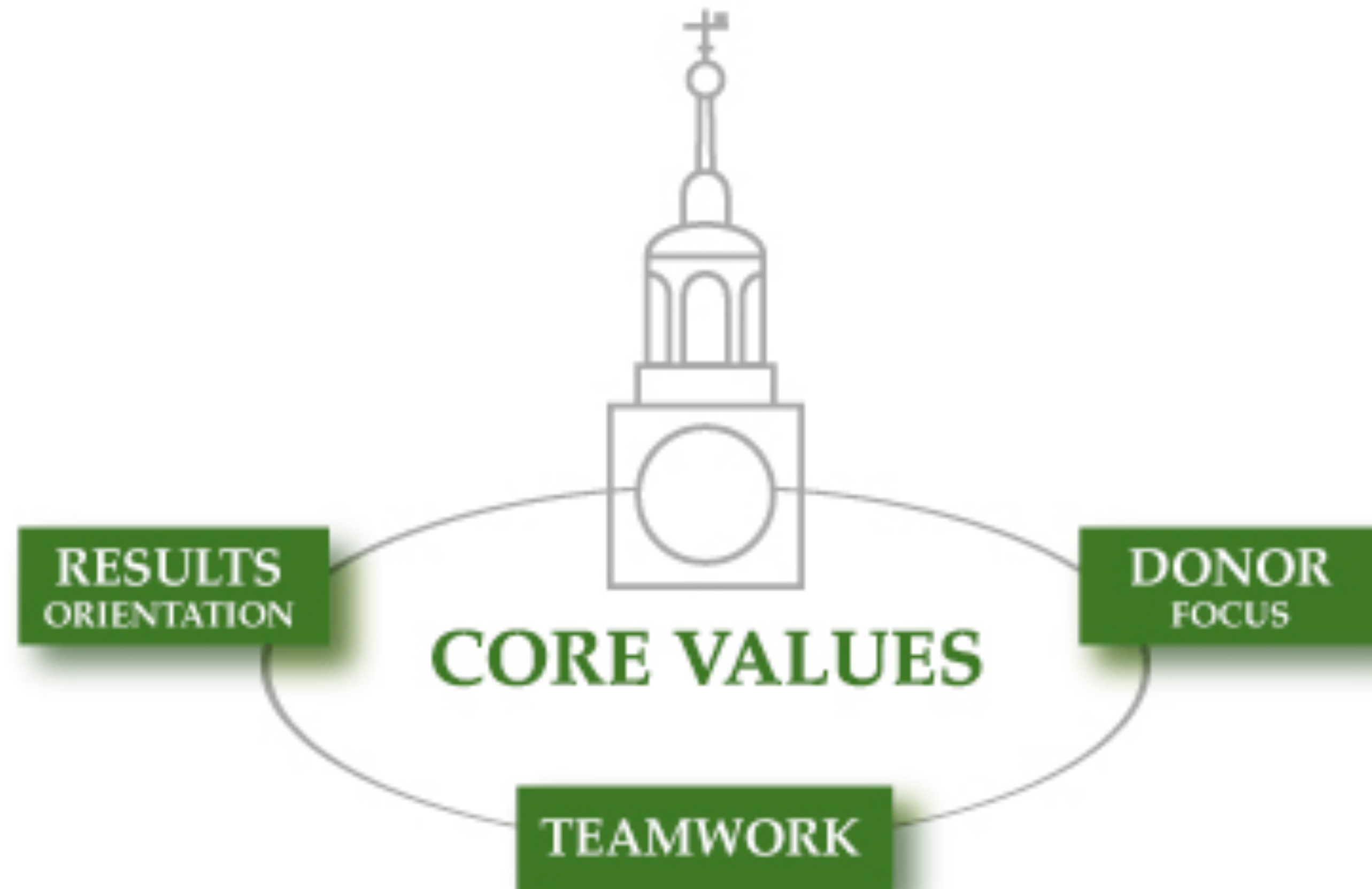


Core Values Questions to Ask

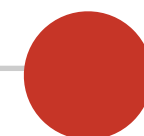
1. Are our core values emitted at every level of product design? Are the client's core values represented?
2. Would they recommend our products/services to others?
3. Do users have to think to use the product or is there a natural path that aligns with their core values, so they already “get it” and inspires them to take an action?



Examples



Src: <http://www.dartmouth.edu/~rpd/images/corechart.jpg>

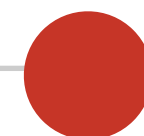


Examples

1. Deliver WOW Through Service
2. Embrace and Drive Change
3. Create Fun and A Little Weirdness
4. Be Adventurous, Creative, and Open-Minded
5. Pursue Growth and Learning
6. Build Open and Honest Relationships With Communication
7. Build a Positive Team and Family Spirit
8. Do More With Less
9. Be Passionate and Determined
10. Be Humble



Src: <http://about.zappos.com/our-unique-culture/zappos-core-values/embrace-and-drive-change>



Examples

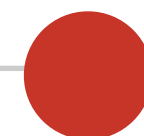


Quicken Loans

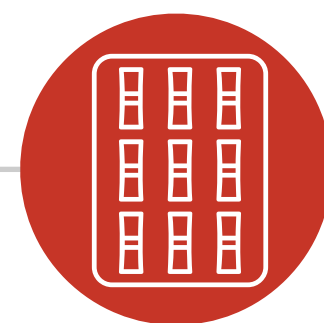
At Quicken Loans, 95 percent of employees say their workplace is great.



<http://reviews.greatplacetowork.com/quicken-loans>



Consistency

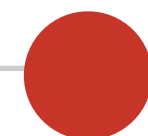


Examples

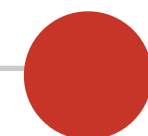
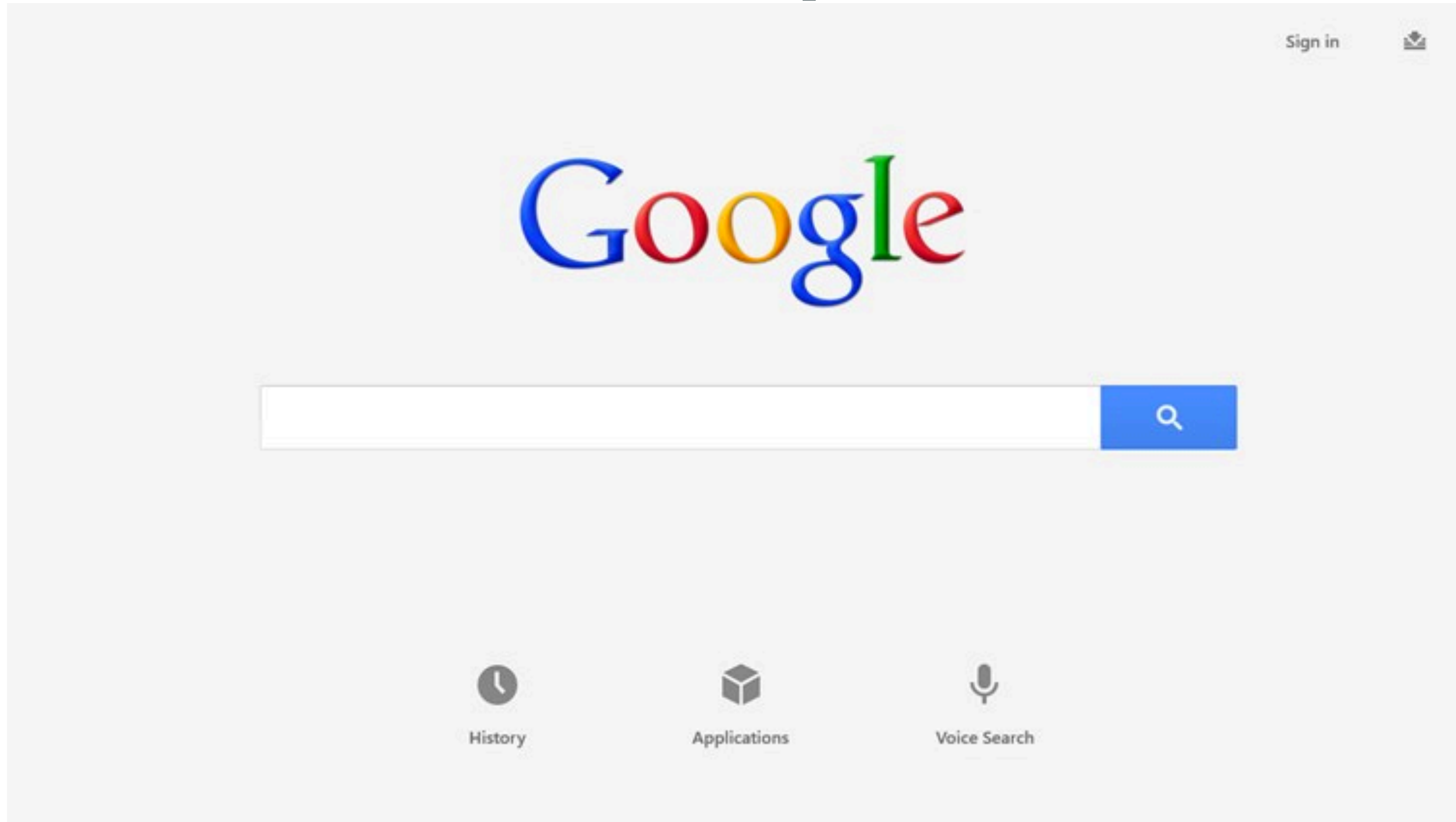
Google

Google Search

I'm Feeling Lucky

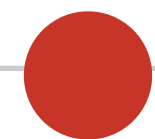


Examples



Examples

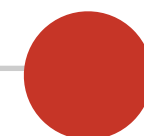
DELL



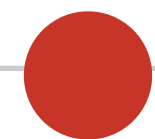
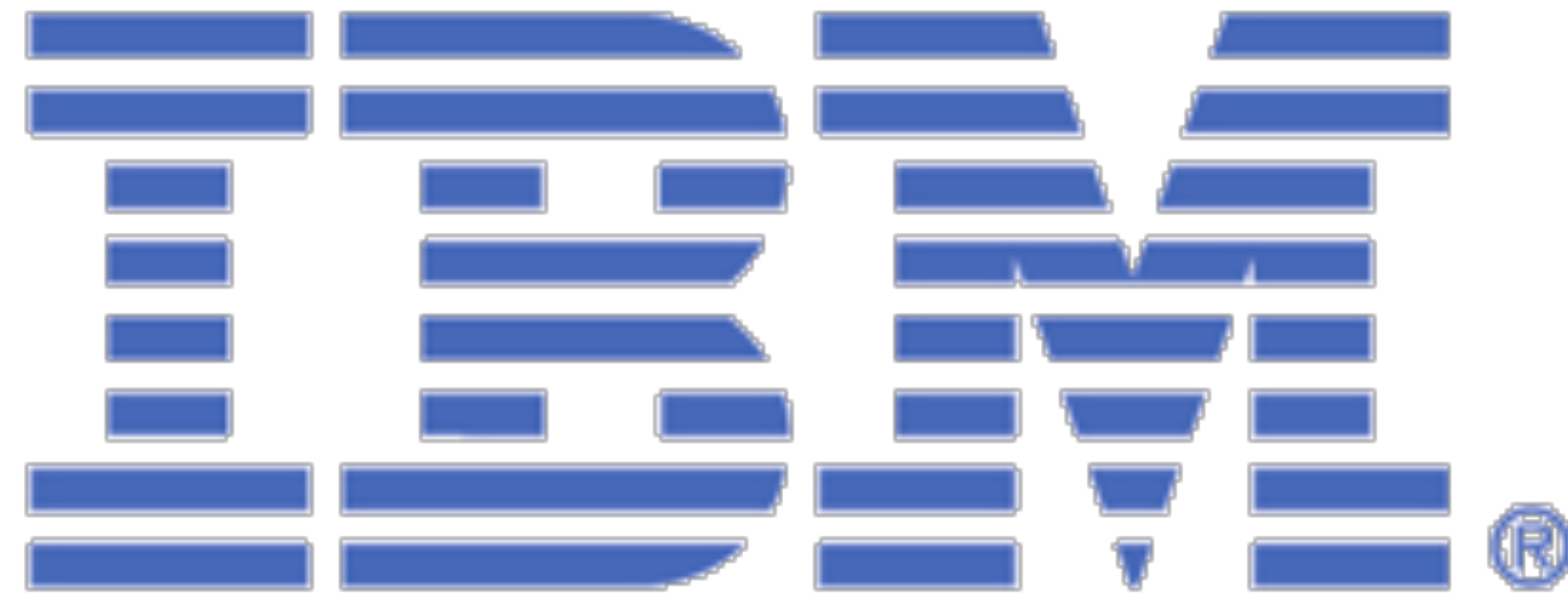
Examples



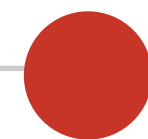
Instituted BYOD Policy in 2012



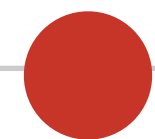
Examples



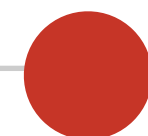
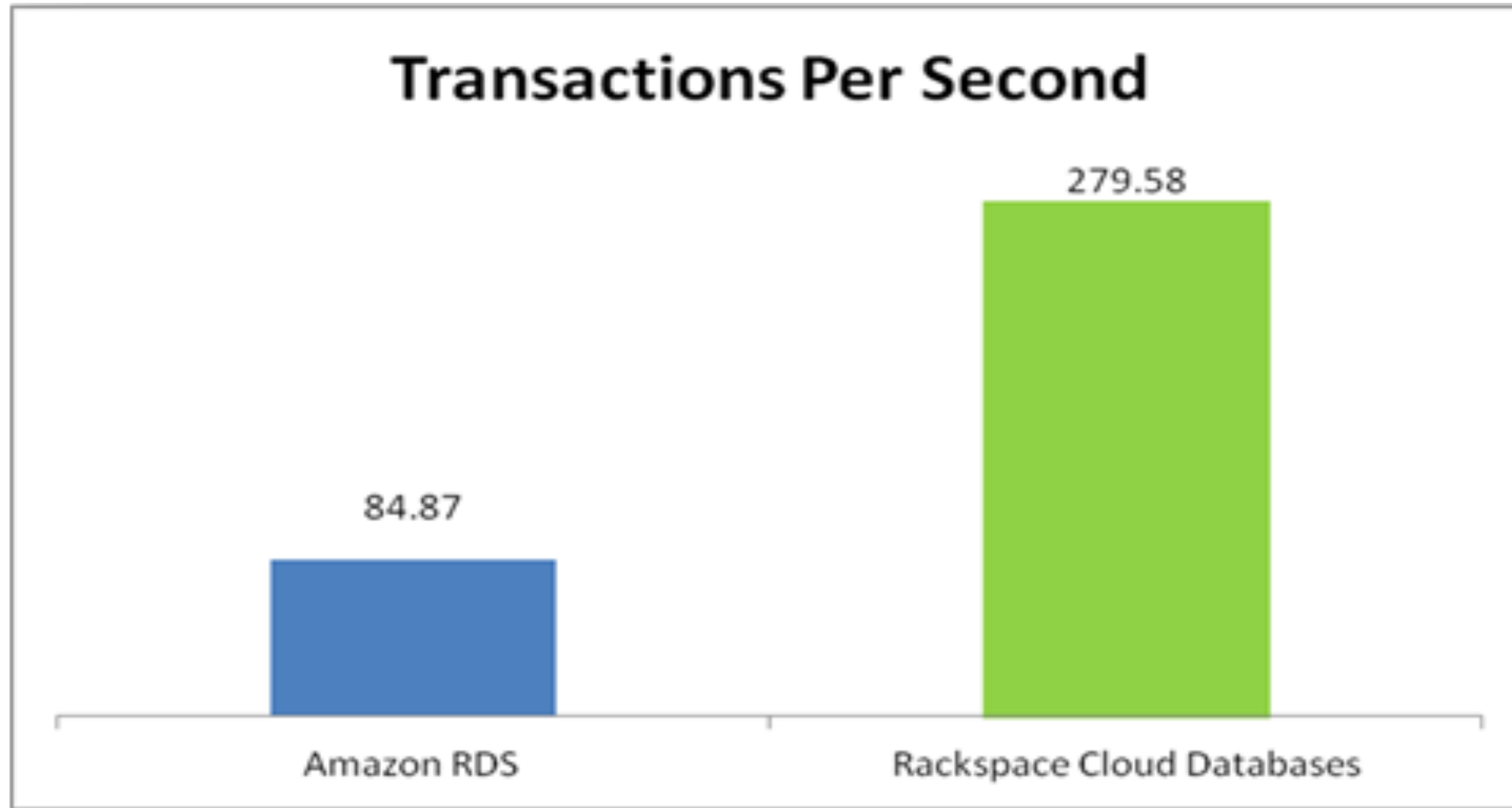
Examples



Examples

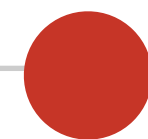


Examples



Examples

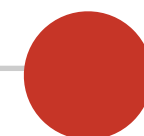
Zappos!
zappos.com



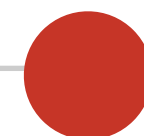
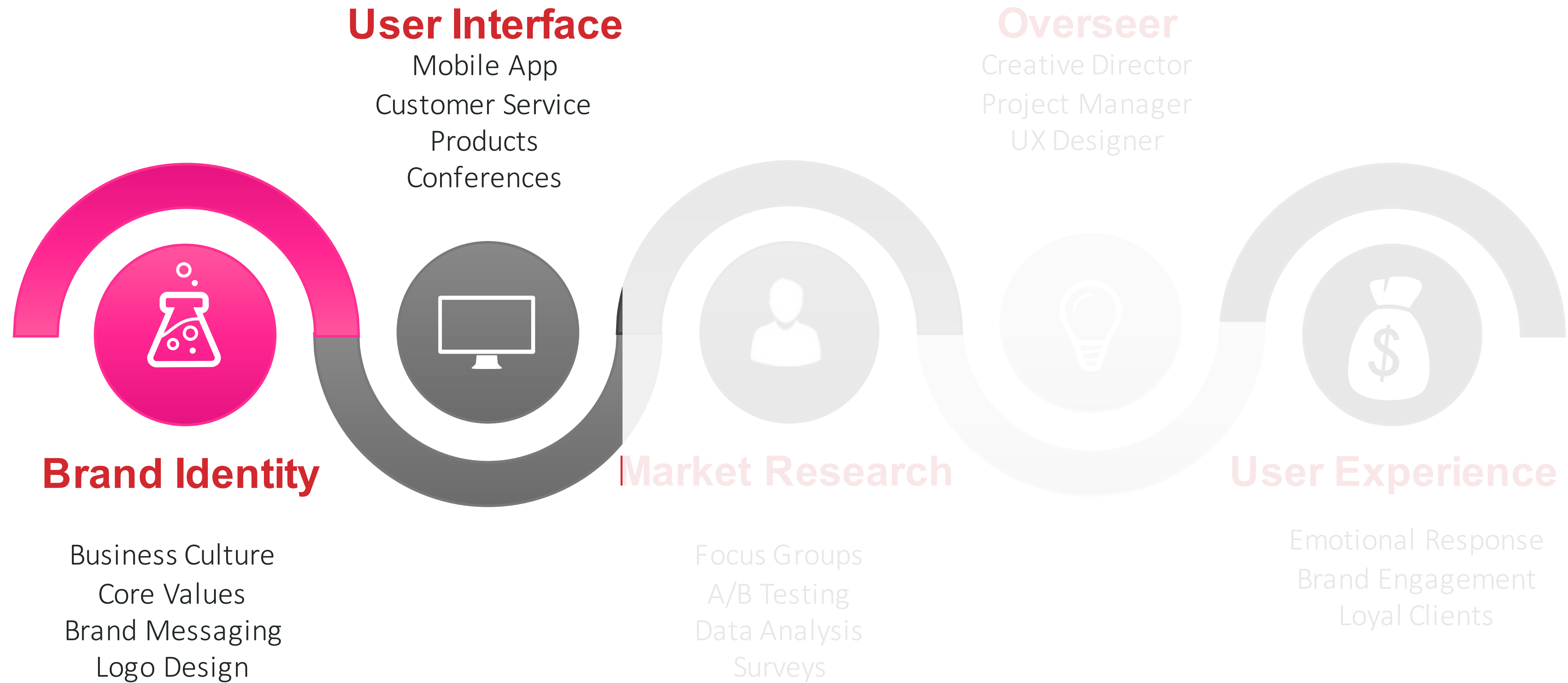
Examples



Src: <http://peopleslab.mslgroup.com/peoplesinsights/wp-content/uploads/2013/10/Zappos-1.jpg>



Elements

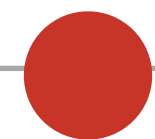


Touchpoints - User Interfaces



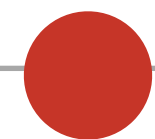
Touchpoints - User Interfaces

Mobile App



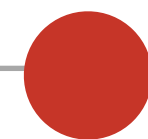
Touchpoints - User Interfaces

Website



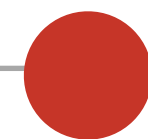
Touchpoints - User Interfaces

Consultations



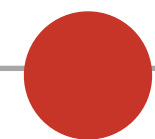
Touchpoints - User Interfaces

Reviews



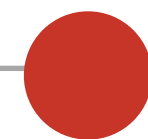
Touchpoints - User Interfaces

Customer Service



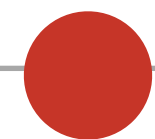
Touchpoints - User Interfaces

Phone Calls



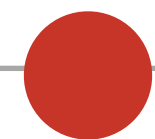
Touchpoints - User Interfaces

Meetings



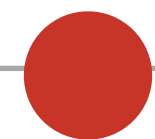
Touchpoints - User Interfaces

Conferences



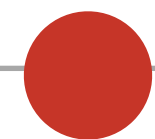
Touchpoints - User Interfaces

Classroom



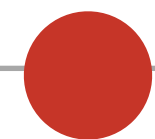
Touchpoints - User Interfaces

Emails



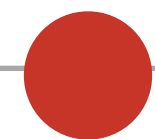
Touchpoints - User Interfaces

TV Ads



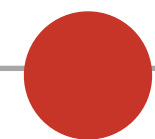
Touchpoints - User Interfaces

SWAG



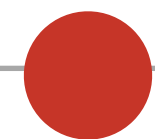
Touchpoints - User Interfaces

Print Ads



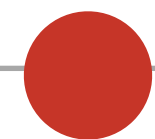
Touchpoints - User Interfaces

Social Media



Touchpoints - User Interfaces

Digital Advertising



Break



OBJECTIVE

8• Learn how habits and emotions influence decision-making

OBJECTIVE

9• Understand how triggers can inspire a reaction

OBJECTIVE

10• Learn ways to incorporate customer feedback into your growth strategy using various metrics

Mind and Body

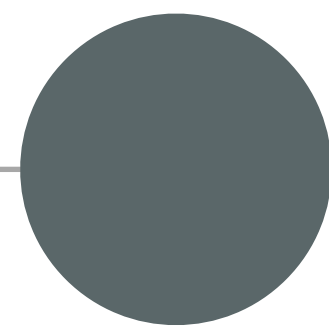
“Rather than being a luxury,
emotions are a very intelligent...”

~Antonio Damásio, Portuguese Neuroscientist



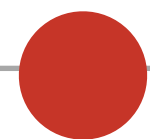
Mind and Body

Thoughts - Bend

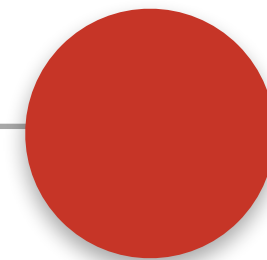
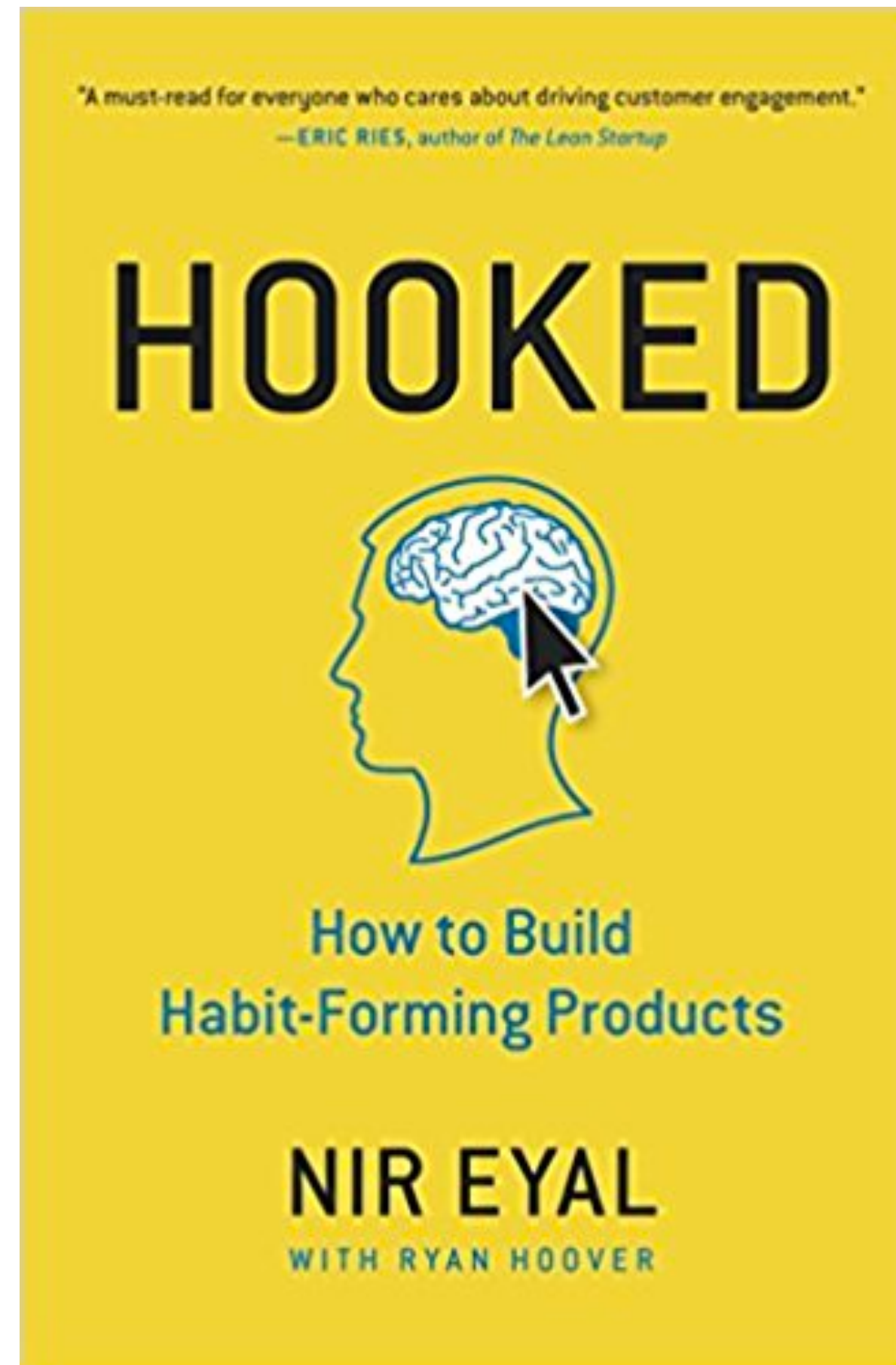


Mind and Body

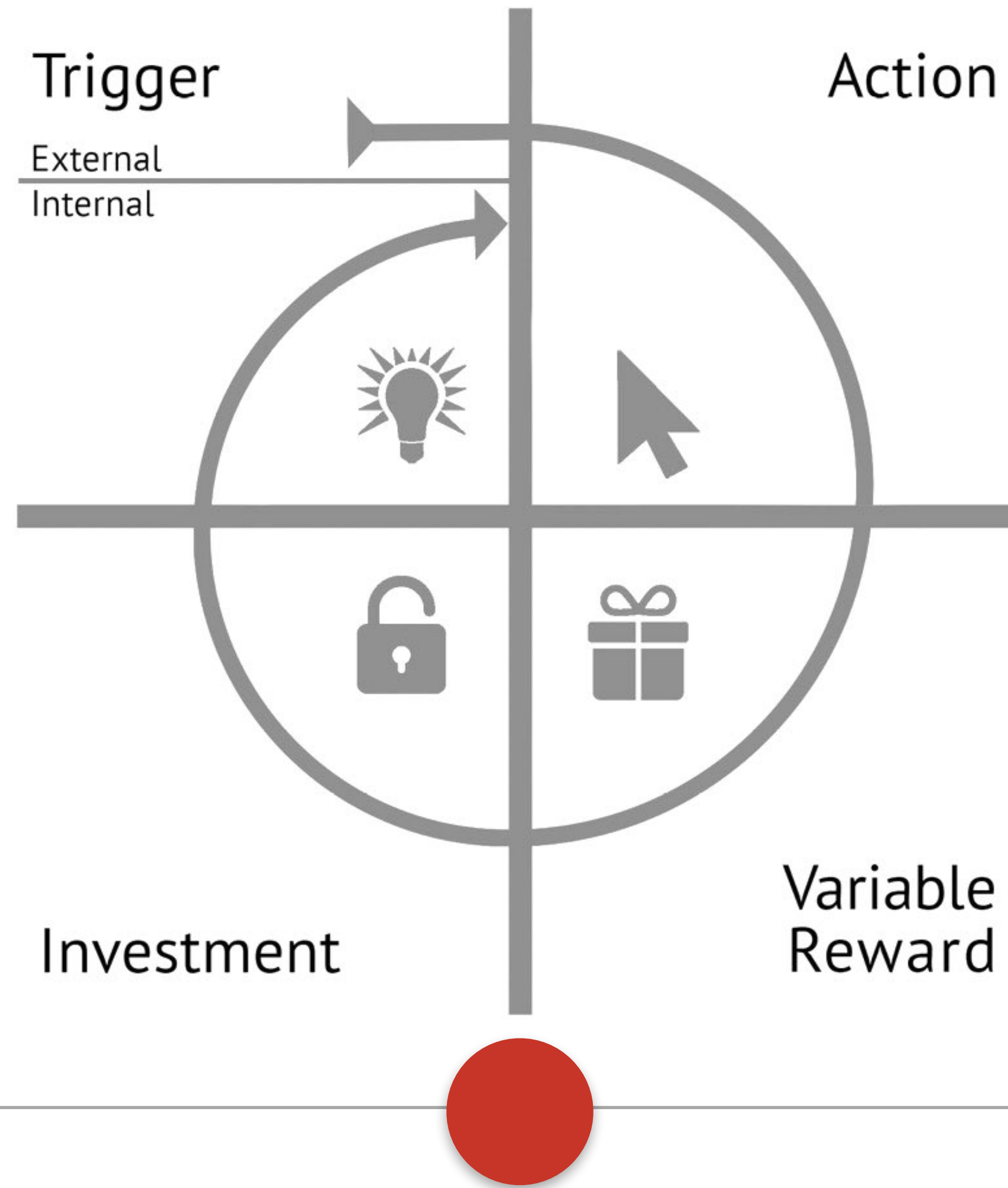
Habits



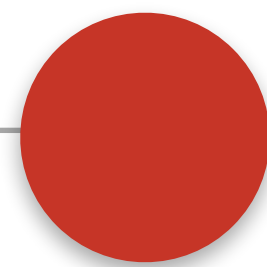
Resources



Resources



Triggers



Triggers

Piqued Interest

Give 'em a Good Reason

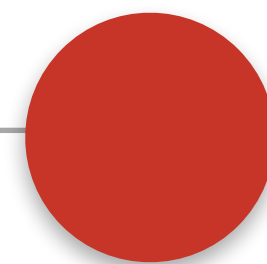
Visual

Sound

Storytellings

Smell

Create Hype



Triggers

Touch

Color

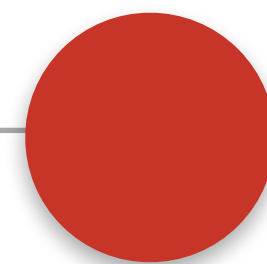
Font - Typography

Social Proof

Asymmetry

Symmetry

Minimalism



Triggers

Taste

News & Updates

Time

Fear of Missing out FOMO

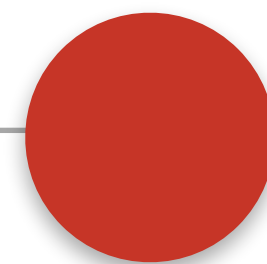
Asking for Help

Showing Vulnerability

Simple Language

Size

Trust



Examples

Screen Time

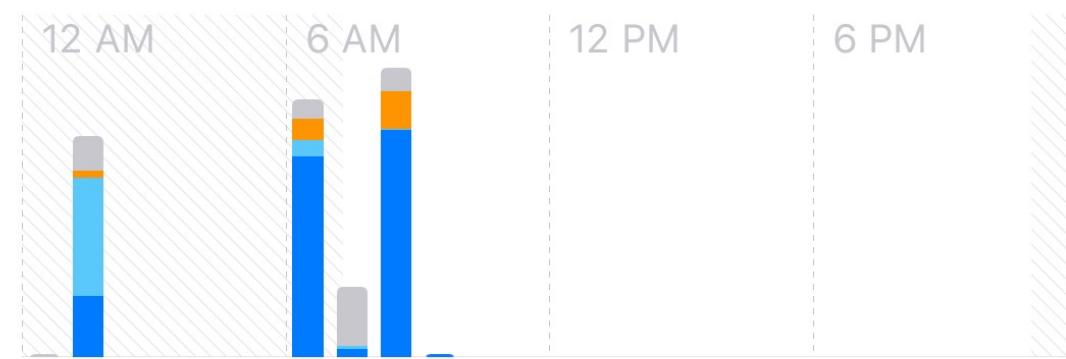
Today | Last 7 Days

luckygirl's iPhone

SCREEN TIME Today at 9:00 AM

1h 24m

37m above average



Other 50m | Social Networking 13m | Reading & Reference 6m

MOST USED

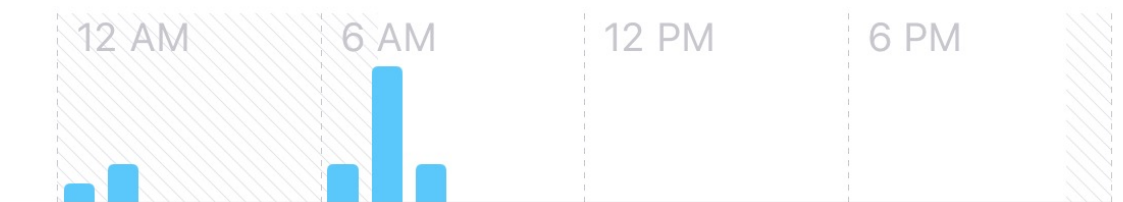
SHOW CATEGORIES

- Safari 41m
- Amazon 32m
- google.com 5m
- Facebook 5m
- kalampaka.com 5m
- productexpert.com 4m

Screen Time Today

PICKUPS

1 per hour



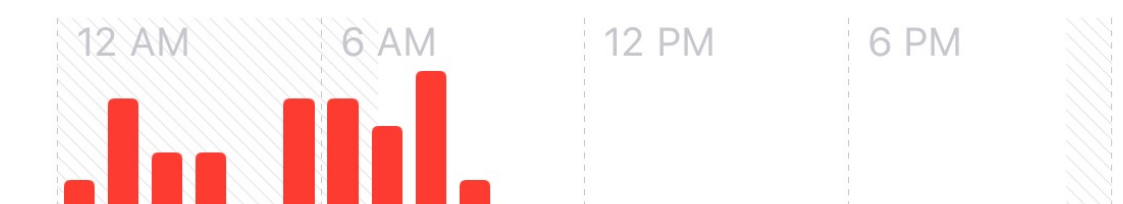
Total Pickups 14

Most Pickups 7 between 7 AM – 8 AM

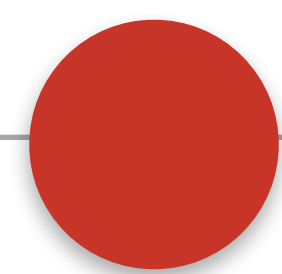
NOTIFICATIONS

26

Around 2 per hour



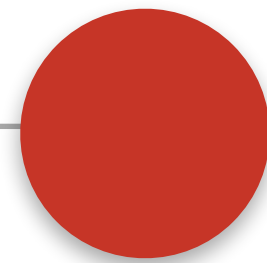
- Facebook 6
- Messages 5
- Instagram 4
- Twitter 3
- LinkedIn



Examples



FLEECE
& THANK YOU



Examples

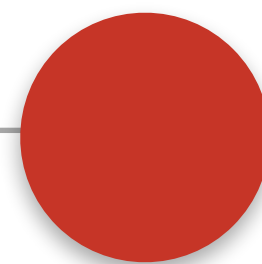
Hi there,
I'm Wysa!



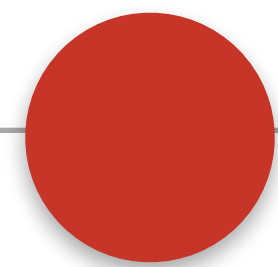
an emotional
wellness bot

helps you
stay positive

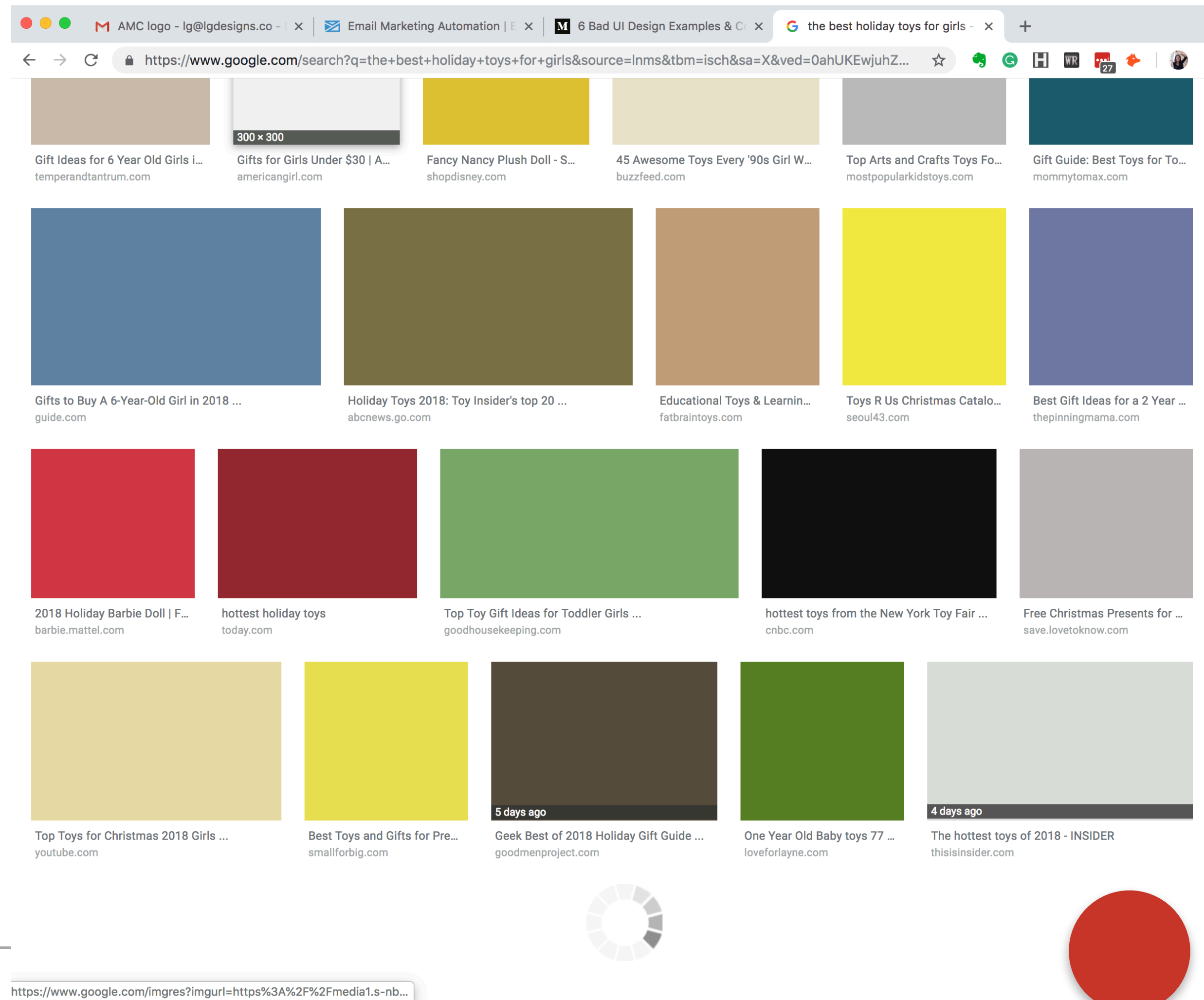
chat anonymously



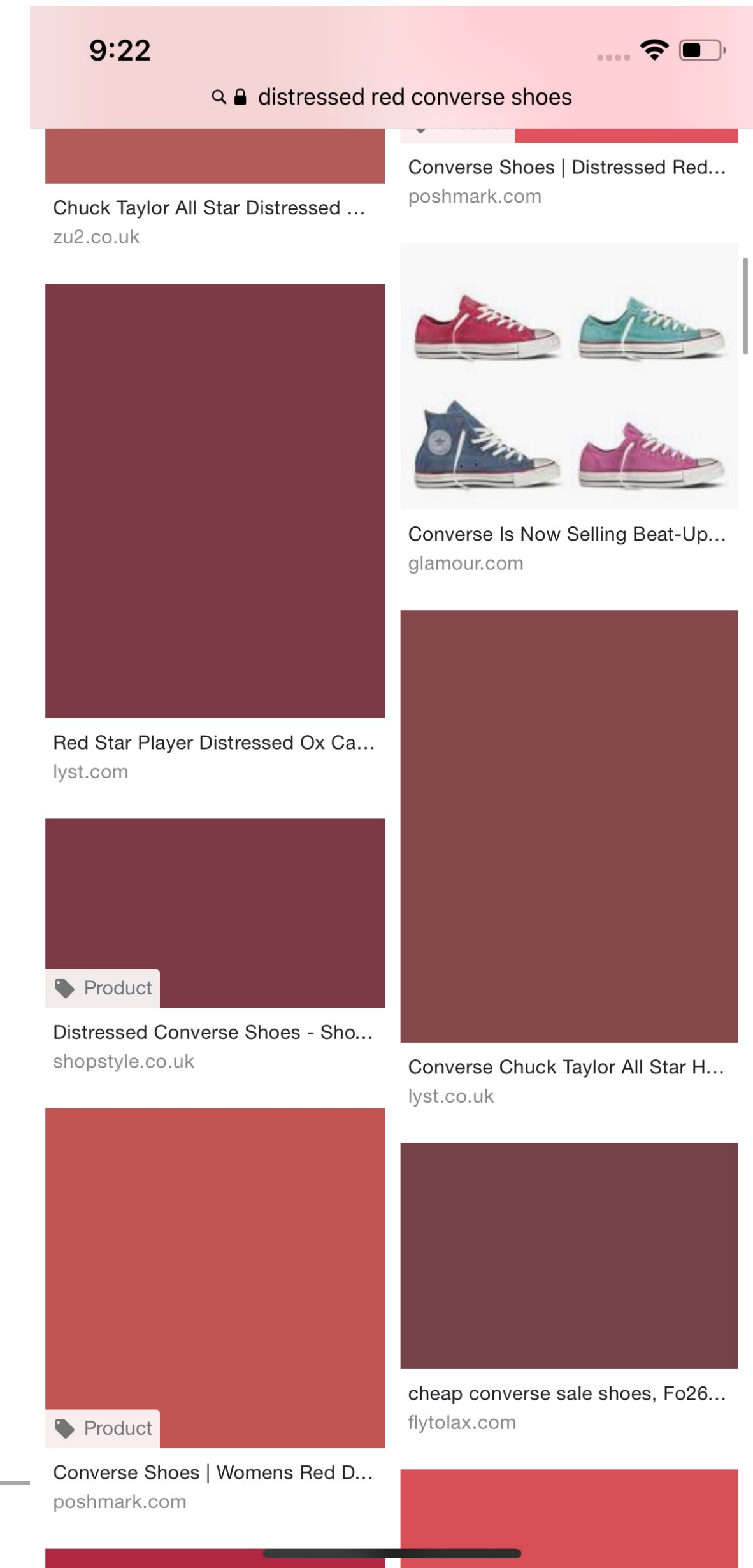
Examples



Examples



https://www.google.com/imgres?imgurl=https%3A%2F%2Fmedia1.s-nb...



Examples

← → ↻ 🏠 <https://www.nextgenerationteachers.com/ice-packs> ⋮ 🛡️ ☆ ⬇️ 📄 🖨️ 🔴 ⋮

NEXTGENERATIONTEACHERS.COM
NGSS For Teachers, By Teachers

HOME OUR JOURNEY STORYLINES RESOURCES UPDATES ABOUT US

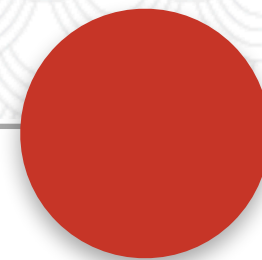


HOW CAN SCIENCE HELP BUILD A BETTER ICE PACK?

Unit Synopsis: In this unit, students investigate why athletes ice injuries. This leads students to wonder why actual bags of ice are used instead of the instant ice packs found in first aid kits. Students then investigate the chemical reaction occurring within an instant ice pack and work to develop a better design.

Anchoring Phenomenon: First aid care for musculoskeletal injuries using bags of ice instead of instant ice packs containing an endothermic chemical reaction.

UNIT MATERIALS

- [Unit Skeleton](#)
- [Storyline Narrative - Version 2.0](#)
- [Teacher Guides](#)
- [Assessments and Rubrics](#)
- [Student Activity Sheets](#)
- [Projected Images and Handouts](#)
- [Performance Expectations Unpacking](#)



Examples

PERFORMANCE EXPECTATION

MS-PS3-3 Apply scientific principles to design, construct, and test a device that either minimizes or maximizes thermal energy transfer.* [Clarification Statement: Examples of devices could include an insulated box, a solar cooker, and a Styrofoam cup.] [Assessment Boundary: Assessment does not include calculating the total amount of thermal energy transferred.]

Disciplinary Core Ideas (DCIs)

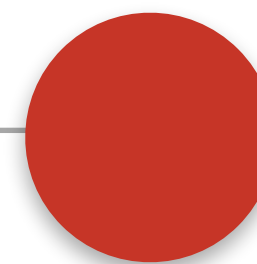
PS3.A: Definitions of Energy

- Temperature is a measure of the average kinetic energy of particles of matter. The relationship between the temperature and the total energy of a system depends on the types, states, and amounts of matter present.

PS3.B: Conservation of Energy and Energy Transfer

- Energy is spontaneously transferred out of hotter regions or objects and into colder ones by the processes of conduction, convection, and radiation.

- Temperature measures energy levels
- Temperature changes do not equal adding “coldness” or “hotness”
- Particles of matter are always in motion
- States of matter are determined by certain characteristics
- Energy moves and is transferred from high to low (hot to cold) until equilibrium
- Different matter types are going to react to energy changes different (water - specific heat)
- All things are made of matter
- Identify heat - thermal energy
- Total change of energy in a system is always equal to the total energy going in or out.



The screenshot shows the Xfinity website's main navigation and a promotional offer. The top navigation bar includes the Xfinity logo and links for Shop, My Account, Support, TV, Email, Sign In, and Comcast Business. A secondary navigation bar features dropdown menus for Products, Bundles & Deals, Programming, and Customers, along with a shopping cart icon and a search bar. The 'Products' dropdown menu is open, listing options such as XFINITY TV, XFINITY Internet, XFINITY Voice, XFINITY Home, XFINITY on X1, Verizon Wireless, XFINITY vs. the Competition, and Comcast Business Services. The main content area features a promotional offer for a triple play bundle (Internet, TV, and Voice) for \$99/month for 24 months, including a \$100 Visa Prepaid Card. The offer includes benefits like X1 Entertainment Operating System, a 2-year rate lock, and the prepaid card. A yellow 'Add to cart' button and a link for 'Pricing & Other Info.' are visible. Below the offer, a section titled 'What are you shopping for?' is partially visible.

On the main pages, the secondary navigation is presented as a dropdown menu that takes you to subpages.

[Xfinity TV](#)

The screenshot shows the Xfinity TV Go website's navigation bar. The top navigation bar includes the Xfinity logo and links for Shop/Upgrade, My Account, and Support. The main navigation bar features the XFINITY TV Go logo and buttons for Watch Online, Watch On TV, and Saved. Below this, a secondary navigation bar lists categories: TV SHOWS, MOVIES, SPORTS, FAMILY & KIDS, NETWORKS, LIVE TV (with a 'NEW' badge), AWARDS, STREAMPIX, and LATINO. A red circle is overlaid on the 'NETWORKS' category.



Pacific Northwest X-Ray Inc.

Simply the best!



X-Ray and Radiology? You are at the source! Here you will find hundreds of pages of X-Ray related accessories, parts, supplies, and equipment. Accessories from Lead Aprons to Lead Markers. X-Ray equipment including portables. Not to mention X-Ray parts. Be sure to keep checking back as our web design team is constantly updating the information on the current items and adding new products as they become available.

Search by Product Name, Brand Name, Stock Number and more!

Go!

Equipment

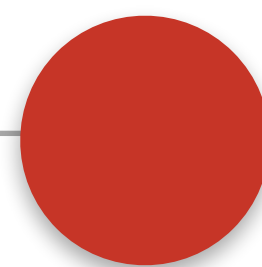
[Darkroom Equipment & Film Processors](#) (15),
[Digital/DICOM/PACS Products](#),
[Medical Equipment/Patient Care Equipment](#) (9),
[Power and Exam Tables](#) (2),
[Portable Radiographic](#) (5),
[Radiation Survey Meters](#) (7),
[Silver Recovery Systems](#) (8),
[Film Viewboxes](#) (29)
[More products/complete listing.....](#)

Accessories

[Cabinetry & Storage](#) (11),
[Cassettes/CR Plate Storage, Transport, Viewing](#) (17),
[Cassette/Film/Surgical/Case Carts](#) (10), [Exam Room Products](#) (18),
[Film Carry Cases, Cassette Holders, Pass Boxes](#) (2),
[Film Caddies, Wall Film Racks, Positioning Foam](#) (11),
[X-Ray Markers](#) (13), [Sandbags, Stools](#) (5), [Table Pads](#),
[Lead Protection Products: Aprons](#) (71),
[Gloves](#) (5), [Mobile Barriers, Windows, Eyewear](#) (4),
[Blockers](#),
[Clear Barriers, Thyroid Collars, Gonad Protection](#),
[Warning Signs, Ultrasound Accessories](#),
[More products/complete listing.....](#)

Supplies

Parts





Search el-retur Index



Index

- Akvarium
- Alarm
- Alkotester
- ATV (eL)
- Bildefliser
- Bil (elektrisk), gas
- Rilbane
- Conrad-elektronik
- Digital-Kikkert
- Disko-Lys
- Dummy-Kamera
- DVD-Spiller
- Elektronikk & DAB
- EL-Scooter & Bil
- Figurer
- Golf-biler (m/skilt)
- Hobby & RC
- Hoverpod
- HP-Måler (Bil)
- Isbitmaskin
- Kamera (trådløst)
- Kino (bærbar)
- Kompass (Bil/Båt)
- Laser-Jamer (Bil)
- Luft-Jekk
- Lykt (oppladbar)
- Mobil-telefon-1, 2
- Motorsykkkel-Mini
- Omformer (110V)
- Øversetter (44 sark)
- PC-mini (9") 2.

Drone med Kamera 3.998,-

quattro-X

el-Jeep 4WD 3.998 Nyhet!

3-hjul Cargo-el-Bike

Ingen alders-grense el-scooter PEDALS

el-biler til barn 12V 24V 48V fra kr. 1.998

el-bil fra 34.998

Alle Produktene på denne siden lagerføres hos ARNGREN i Oslo. Se Lagerkoden etter Prisene (lev. 2 - 5 dager):

- Er på Lager
- Kommer før 3 uker
- Lengre enn 3 uker

- Elektriske-Kjøretøy
- Elektrisk-ATV
- el-biler til barn
- Fjernstyrte produkter
- Forbruker Elektronikk
- Batterier & Ladere, etc
- Disko-Lys
- Roboter
- Rakett

Kjøpsloven Angreskjema

3-Hjuls el-sykkkel

Avatar este He Nyhet kr. 299

Elektronikk Fra kr. 1.998,-

Elekt...

EI-ATV til Barn & Voksne. fra kr. 3998,-

el-ATV el-scooter BMW-i8

Mercedes SUV m/ Gummi-Hjul fra kr. 2998,-

el-ATV Bensin-ATV

EI-Biler til Barn, Ungdom & Voksne

elsykkkel

Fatbike-1500w

Roboter Elektronikk

el-ATV

Fotball-Trener fra kr. 2.598,-

G-Tog el-Bil ; Cross-Rider fra kr. 89.998,- Nyhet 4WD

4WD 19.998

el-moped med skilt (16 år) 19.998,-

el-bil (16 år & moped-Lappen) fra kr. 34.998,-

el-bil kr. 89.998,-

el-jeep 9998,-

EL-Scooter 100km/t

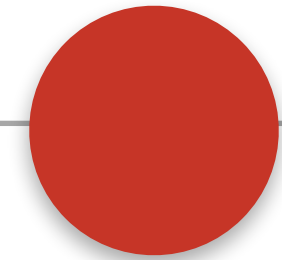
Ta alltid ut 230Vac Adapteren når du ikke er tilstede, eller sover

Fatbike-500w

Lyd, Rok, Lys

el-ATV

Lyd, Rok, Lys



Elements

User Interface

Mobile App
Customer Service
Products
Conferences

Overseer

Creative Director
Project Manager
UX Designer



Brand Identity

Business Culture
Core Values
Brand Messaging
Logo Design



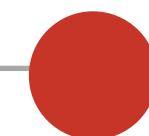
Market Research

Focus Groups
A/B Testing
Data Analysis
Surveys

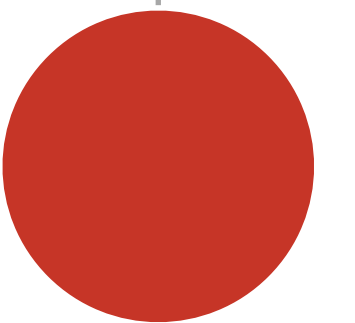
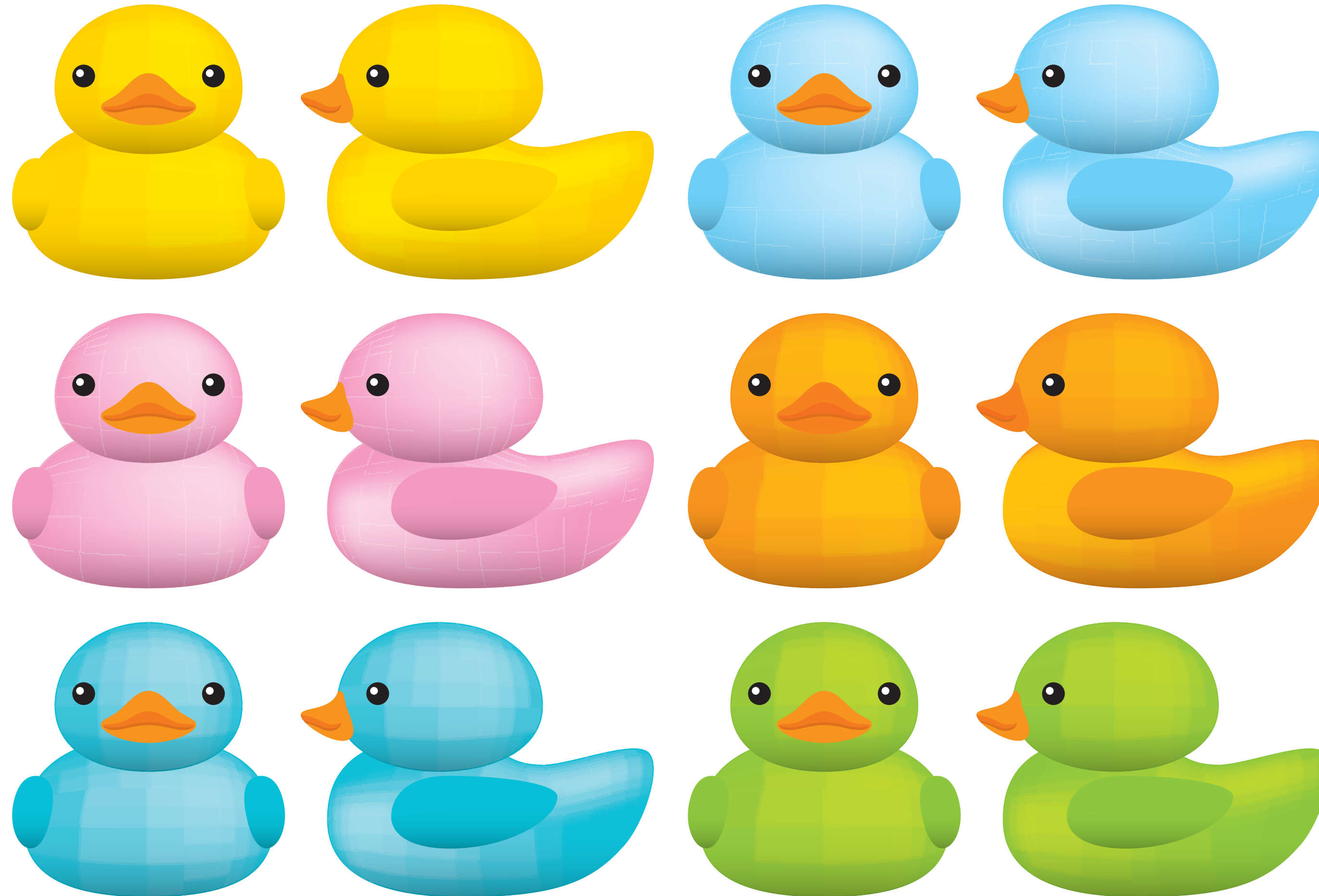


User Experience

Emotional Response
Brand Engagement
Loyal Clients



Feedback



Resources





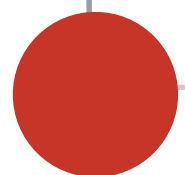
Jillian David

@JillianDavid13

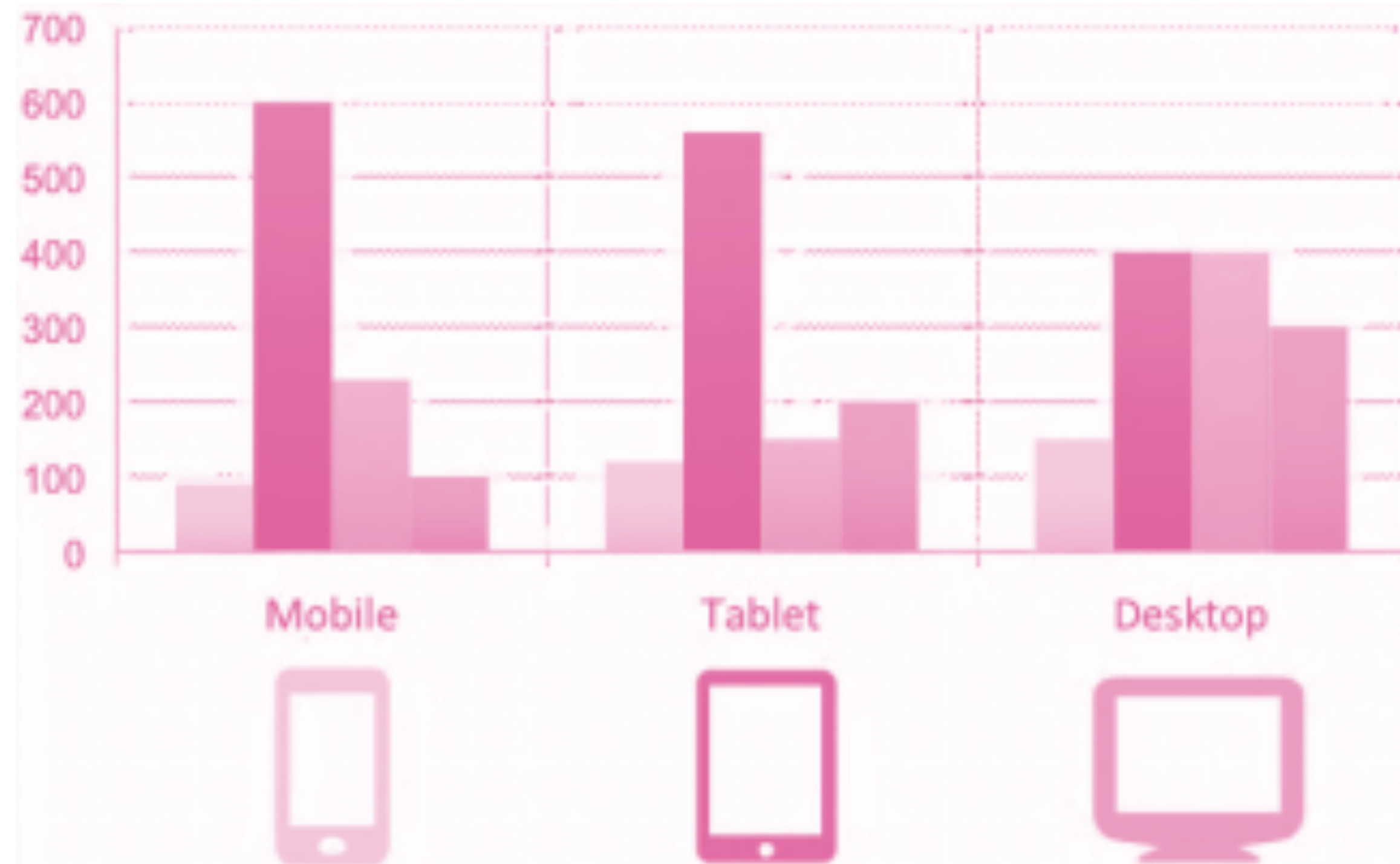
Follow



Focus group. This could have been avoided with 1 focus group (of women).



Examples of Metrics



Examples of Metrics

Surveys



Examples of Metrics

Focus Groups



Examples of Metrics

A/B Testing



Examples of Metrics

Heat Maps



Examples of Metrics

Time Spent Engaged



Examples of Metrics

Interviews



Examples of Metrics

of File Downloads



Examples of Metrics

Internal Website Searches



Examples of Metrics

Google Analytics

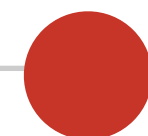
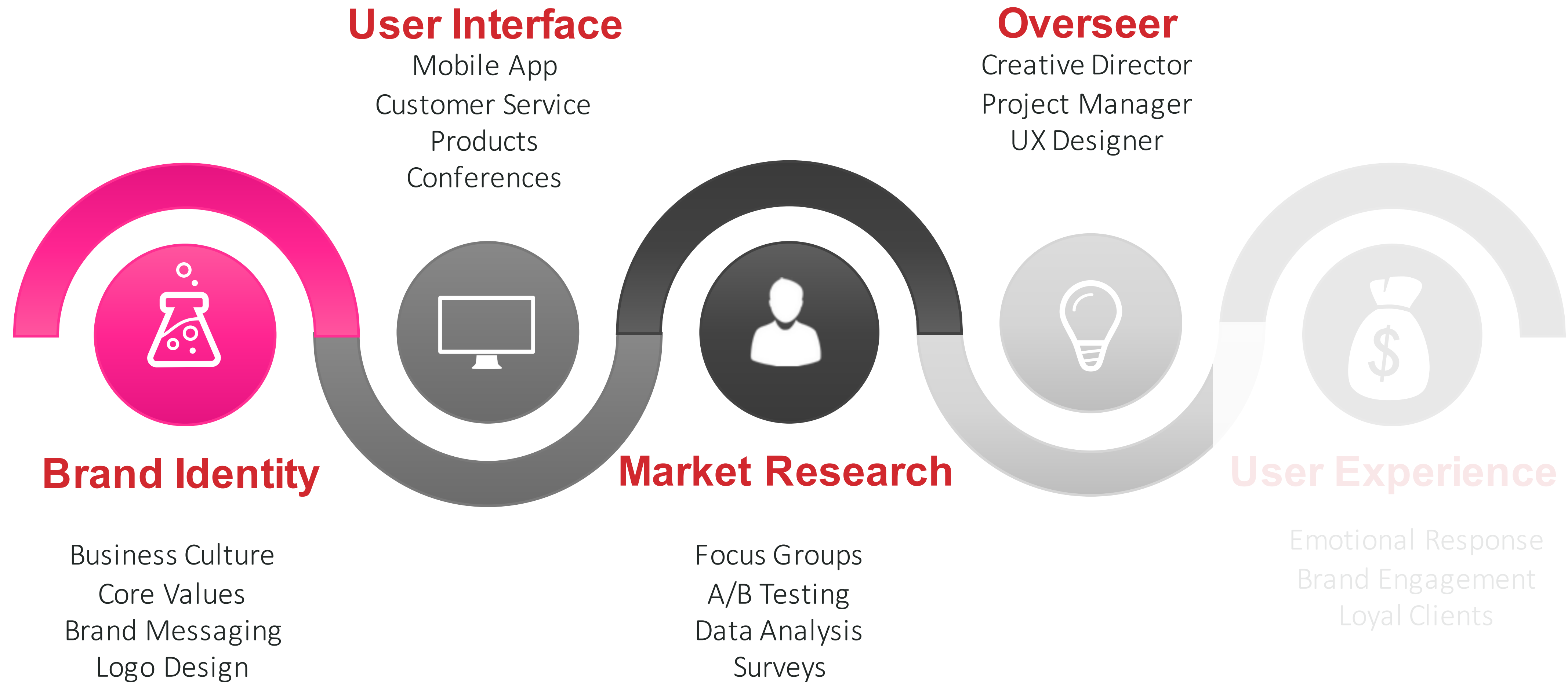


Examples of Metrics

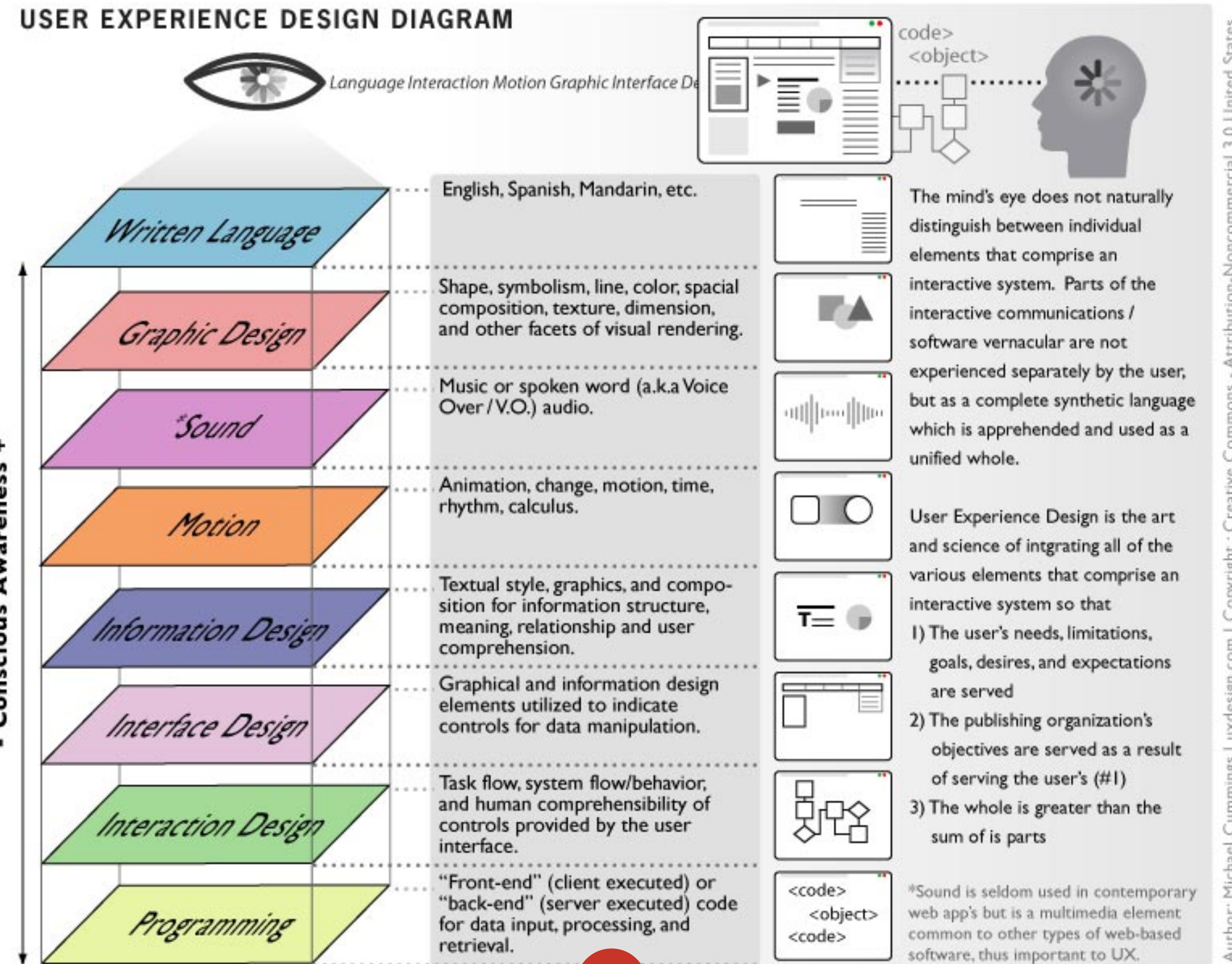
CRM User Behavior



Elements



Overview



Who is Best for the Job?

Creative Directors



Who is Best for the Job?

UX Designers



Who is Best for the Job?

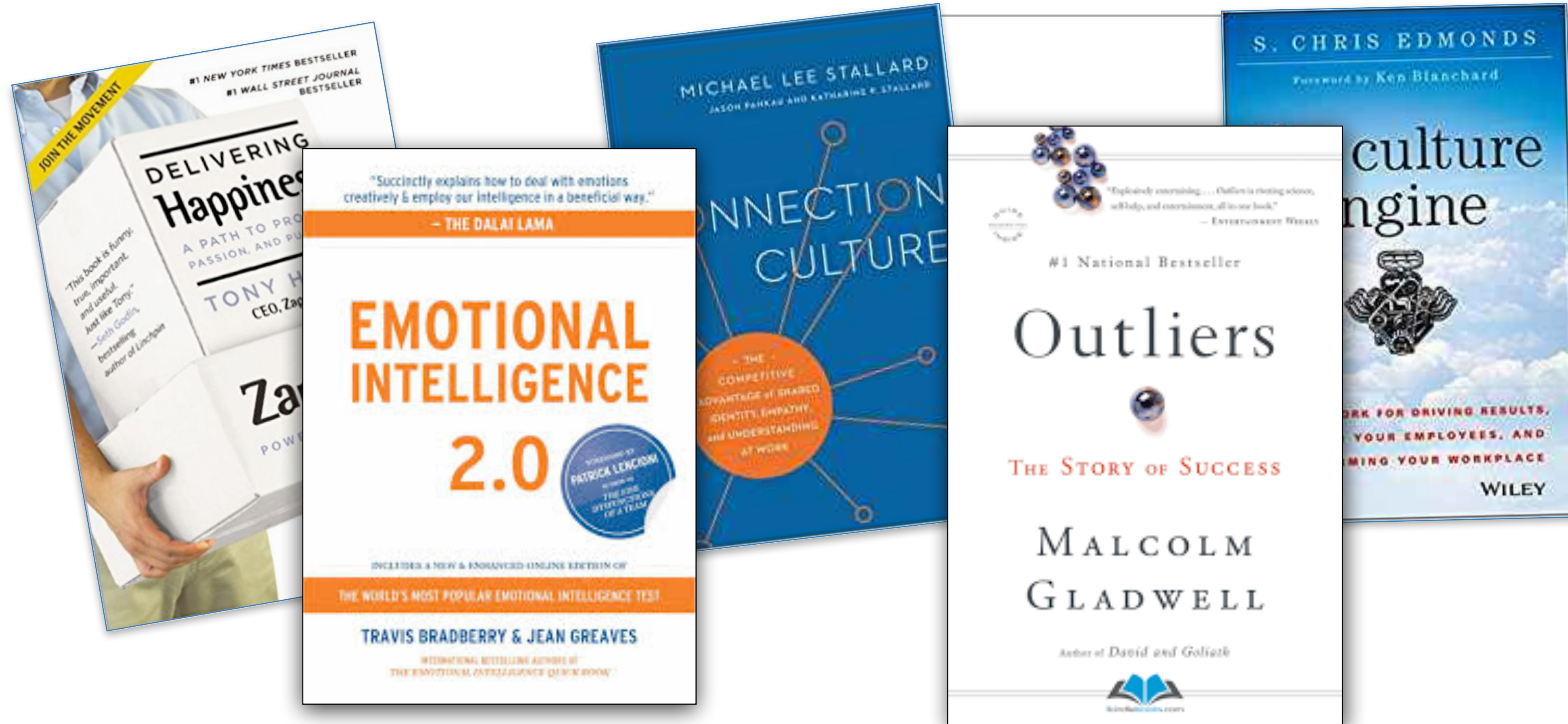
Project Managers



Elements



Resources



OBJECTIVE

11 • Learn how neuroplasticity works

OBJECTIVE

12• Examine how our brains learn and recall best

OBJECTIVE

13• Learn the 4 parts of emotional intelligence

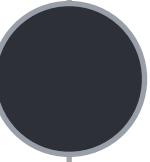
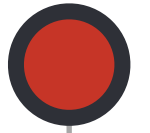
OBJECTIVE

14• Discuss some of the 26 traits of emotional intelligence

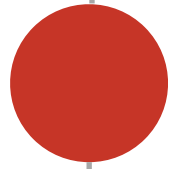
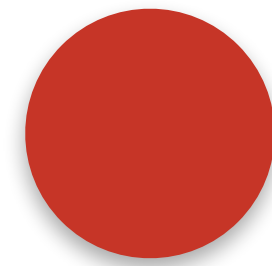
1.

OBJECTIVE

15• Learn how self-awareness helps you get into the mind of your ideal client

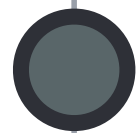


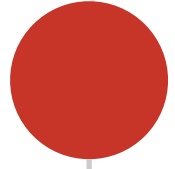
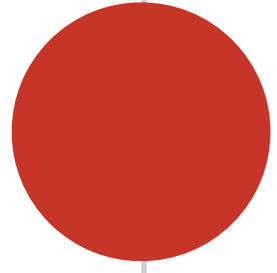
What is Neuroplasticity?

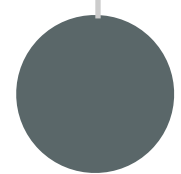


Learning Styles

How do you learn best?





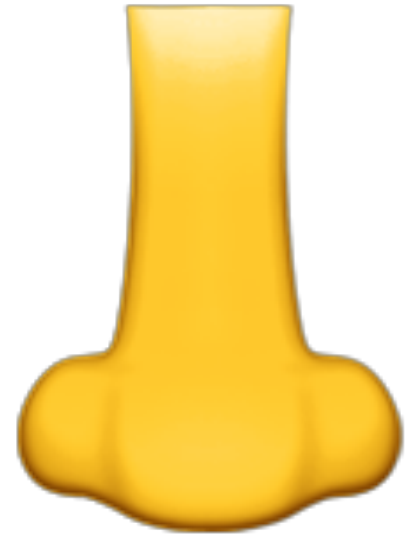
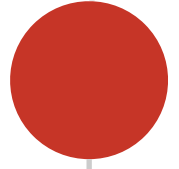
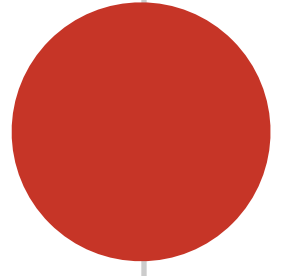


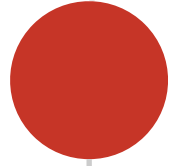
or

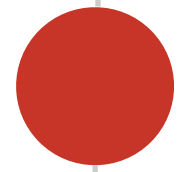


or

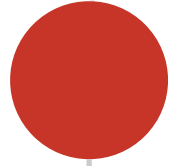


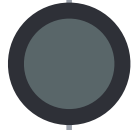




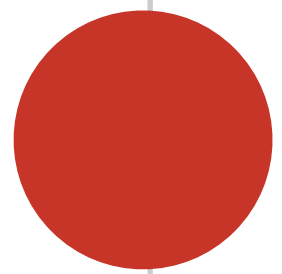
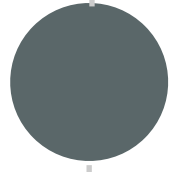


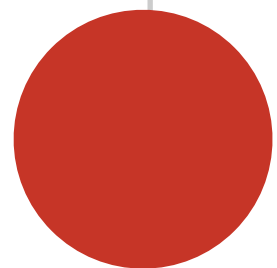
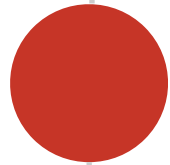
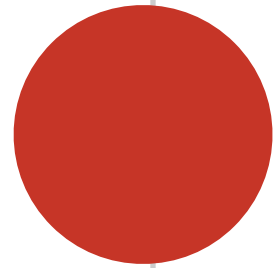
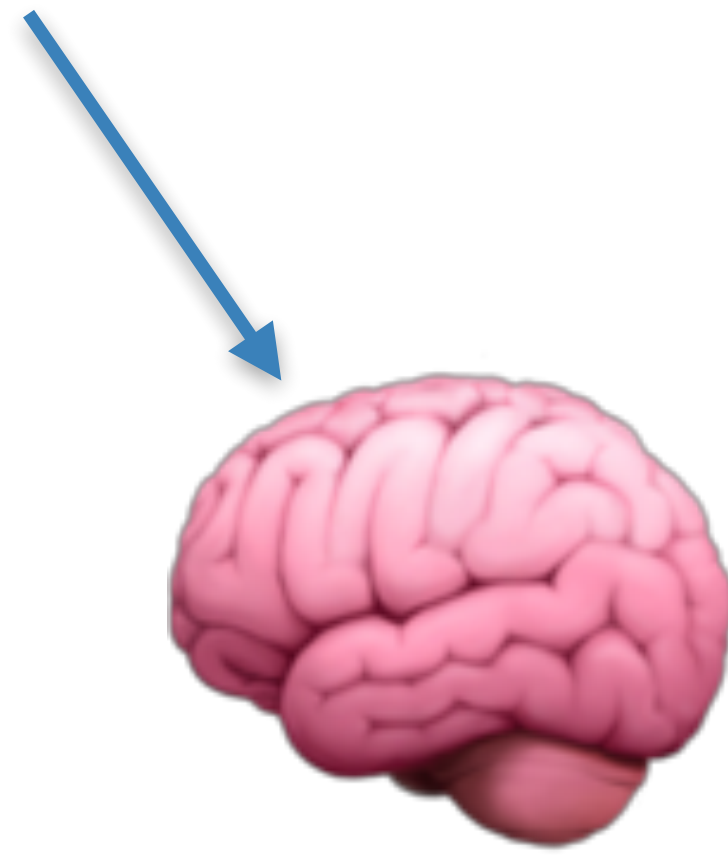
#ouch

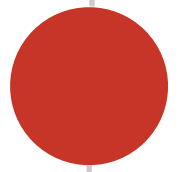


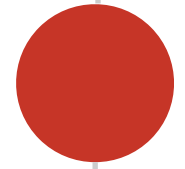
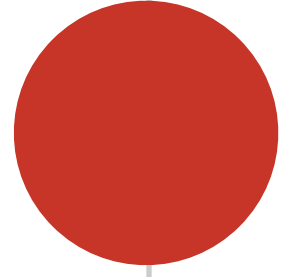




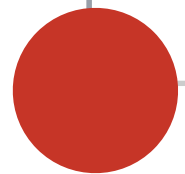








Make it weird



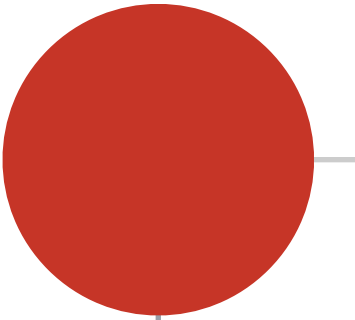
Neuroplasticity

“The self is a perpetually recreated neurobiological state.”

~Antonio Damásio, Portuguese Neuroscientist

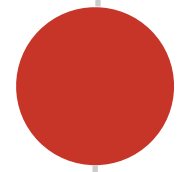


What is Emotional Intelligence?






Manage Your Mindset with
Emotional Intelligence (EQ)



26 Traits

Awareness of Self

- 
1. Emotional Self-awareness
 2. Accurate Self-assessment
 3. Personal Power

Management of Self

4. Behavioral Self-control
5. Integrity
6. Innovation & Creativity
7. Initiative & Bias for Action
8. Achievement Drive
9. Realistic Optimism
10. Resilience
11. Stress Management
12. Personal Agility
13. Intentionality

Awareness of Others

14. Empathy

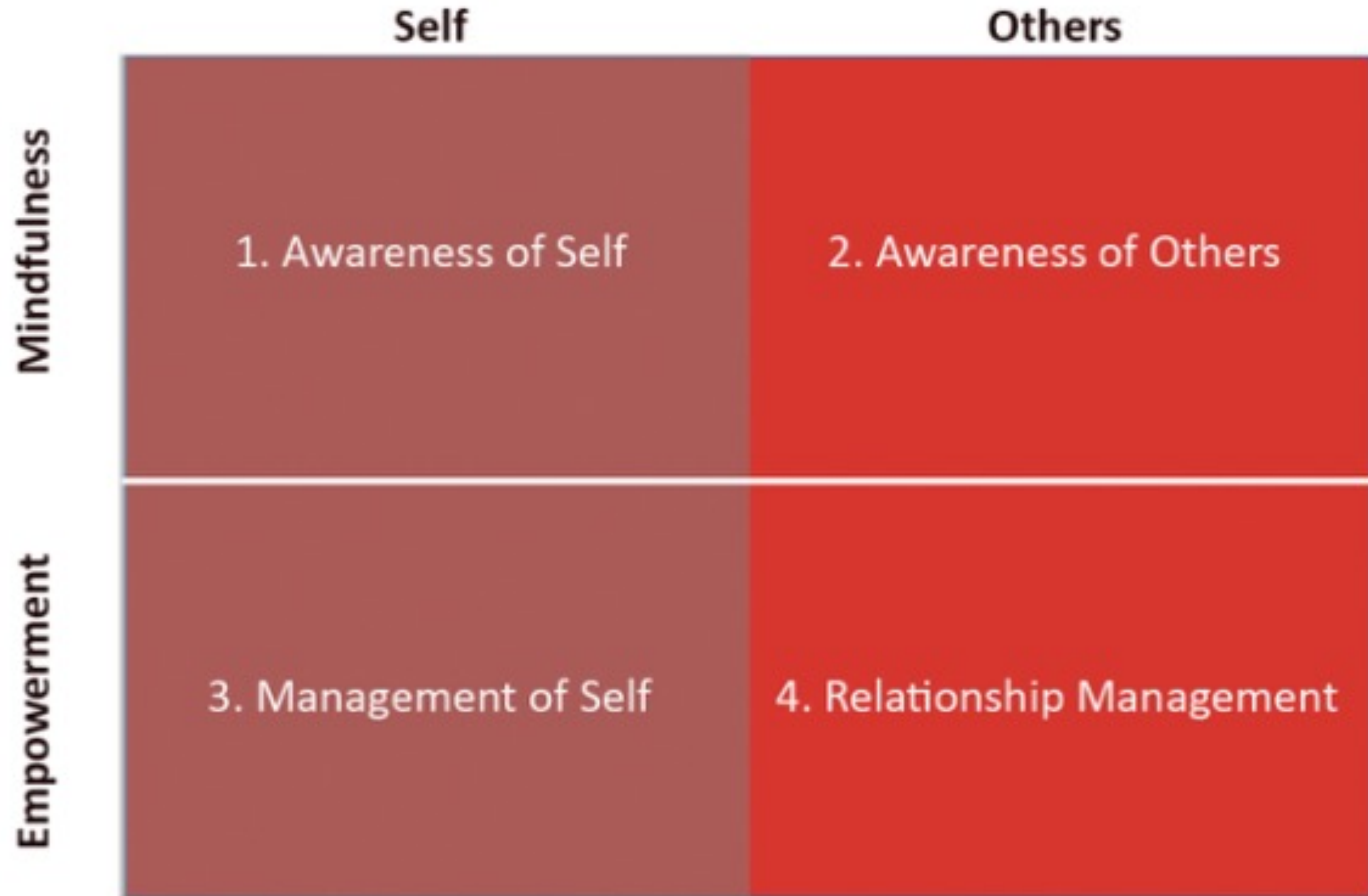
15. Situational Awareness

16. Service Orientation

Management of Others

- 17. Communication
- 18. Interpersonal Effectiveness
- 19. Powerful Influencing Skills
- 20. Conflict Management
- 21. Inspirational Leadership
- 22. Catalyzing Change
- 23. Building Bonds
- 24. Teamwork & Collaboration
- 25. Coaching and Mentoring Others
- 26. Building Trust

Emotional Intelligence



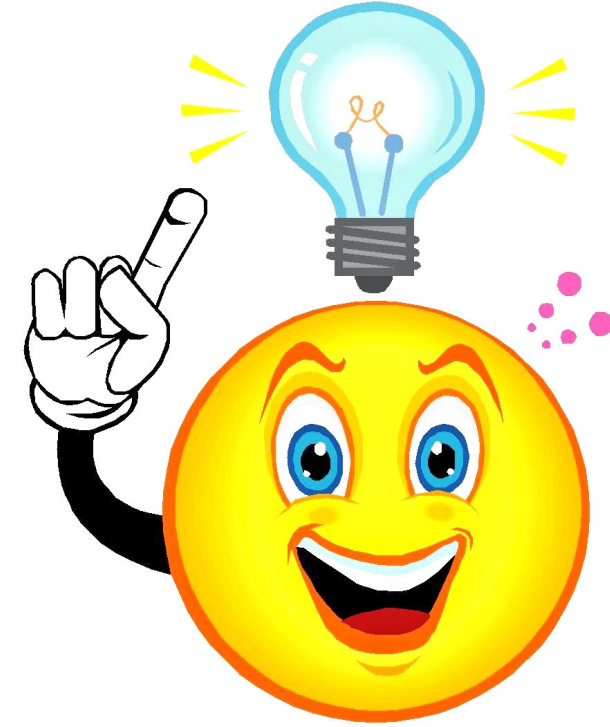
Emotional Intelligence



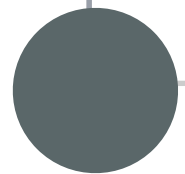
Emotional Intelligence



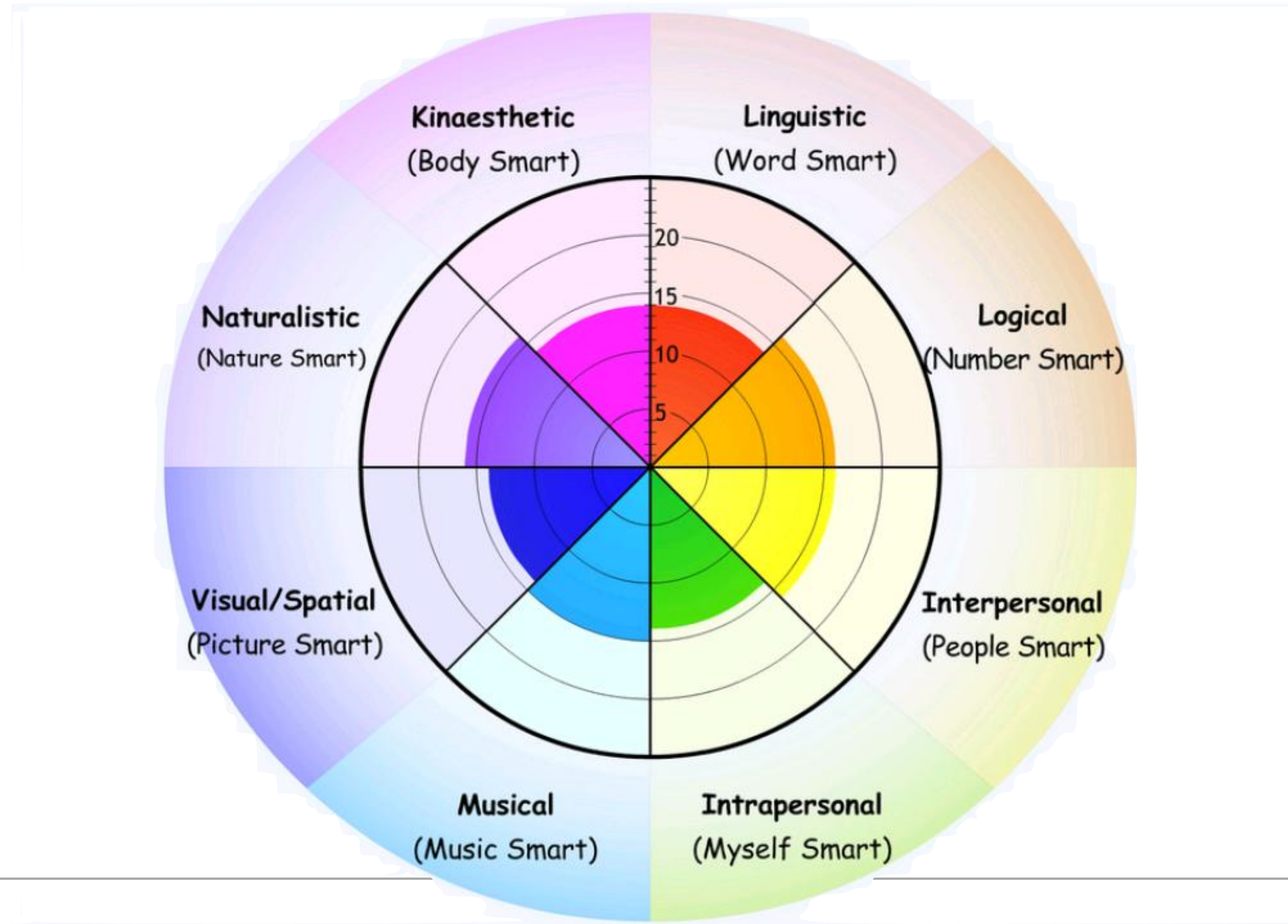
Emotional Intelligence

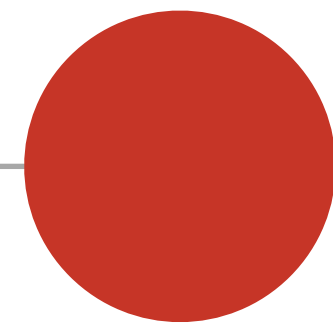


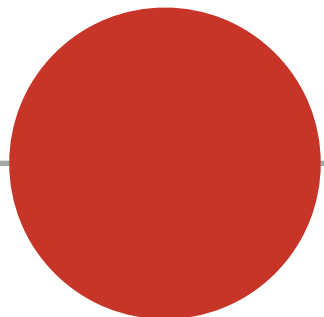
Self-Awareness



Accurate Self-Assessment







Behavioral Self-control

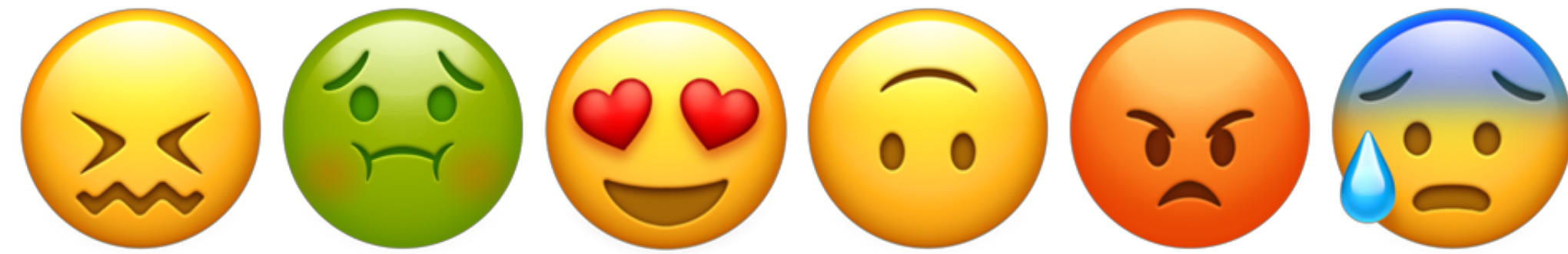


cc: Victoria Nevland - <https://www.flickr.com/photos/79379319@N07>

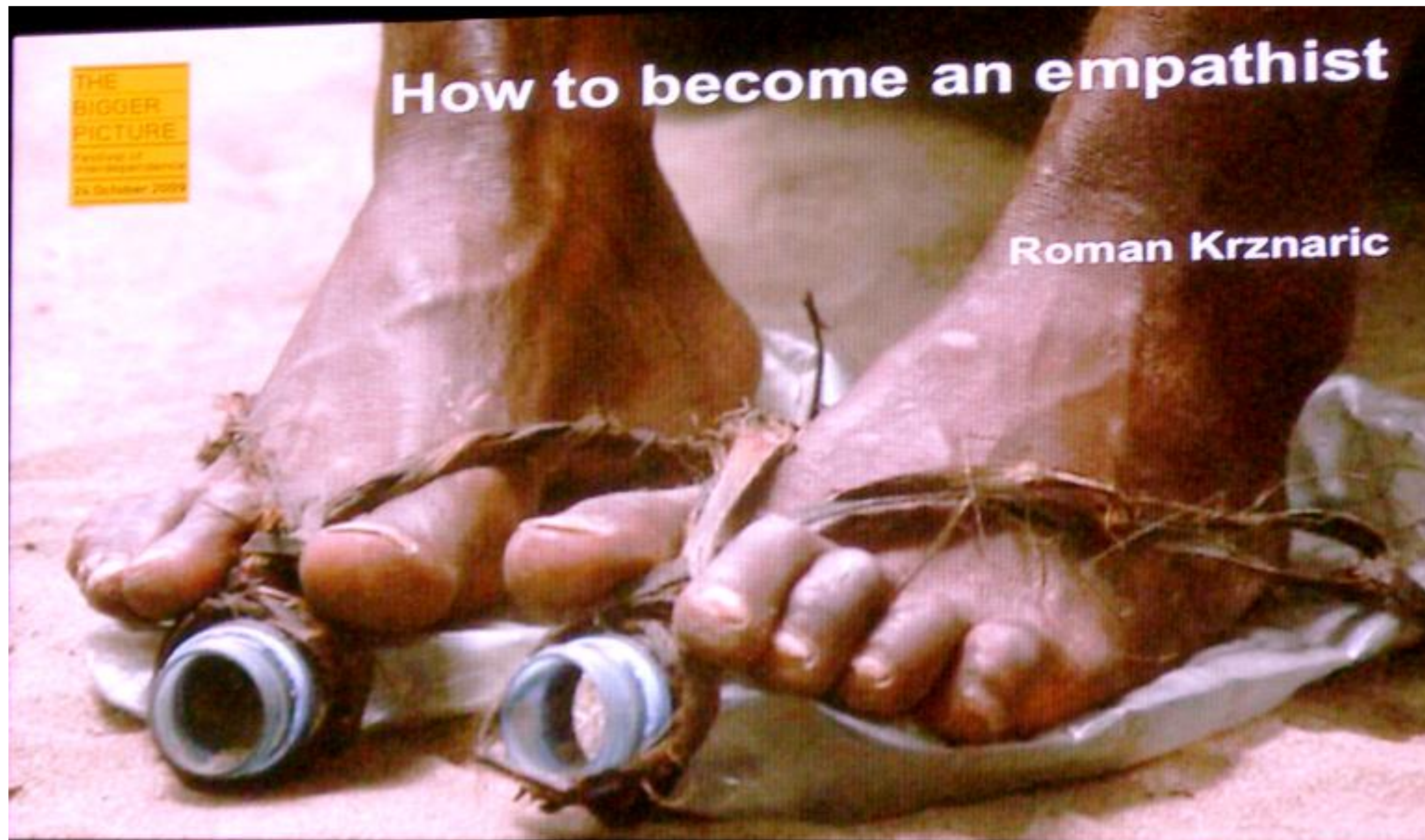
Integrity



Awareness of Others



Empathy



cc: London Permaculture - <https://www.flickr.com/photos/7371031@N08>

Empathy

● “Empathy is walking a mile in somebody else's moccasins. Sympathy is being sorry their feet hurt.”

~Rebecca O'Donnell

Communication



Motivation

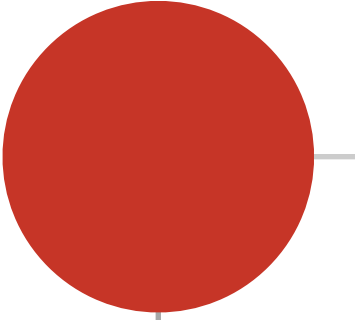


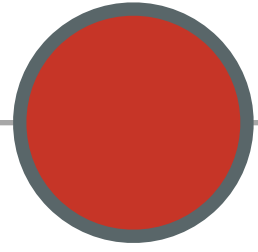
cc: lumaxart - <https://www.flickr.com/photos/22177648@N06>

Mentorship/Coaching

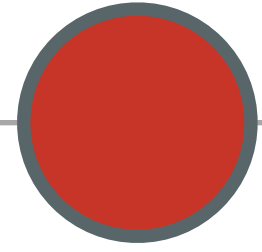


Passion





Examples



The proper way to use the Can Opener! You have been using the can opener all wrong!

672,458 views

1K 143 SHARE SAVE ...



The proper way to use the Can Opener! You have been using the can opener all wrong!

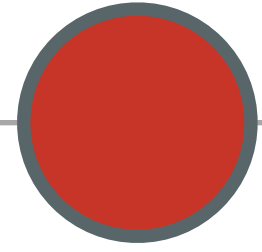
672,458 views

1K 143 SHARE SAVE ...



<https://www.youtube.com/watch?v=mFmIIVIZrQs>

Examples



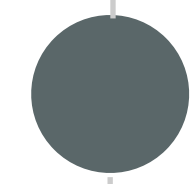
*Cheerbox*TM





Confirmation Bias

Manage Your Mindset

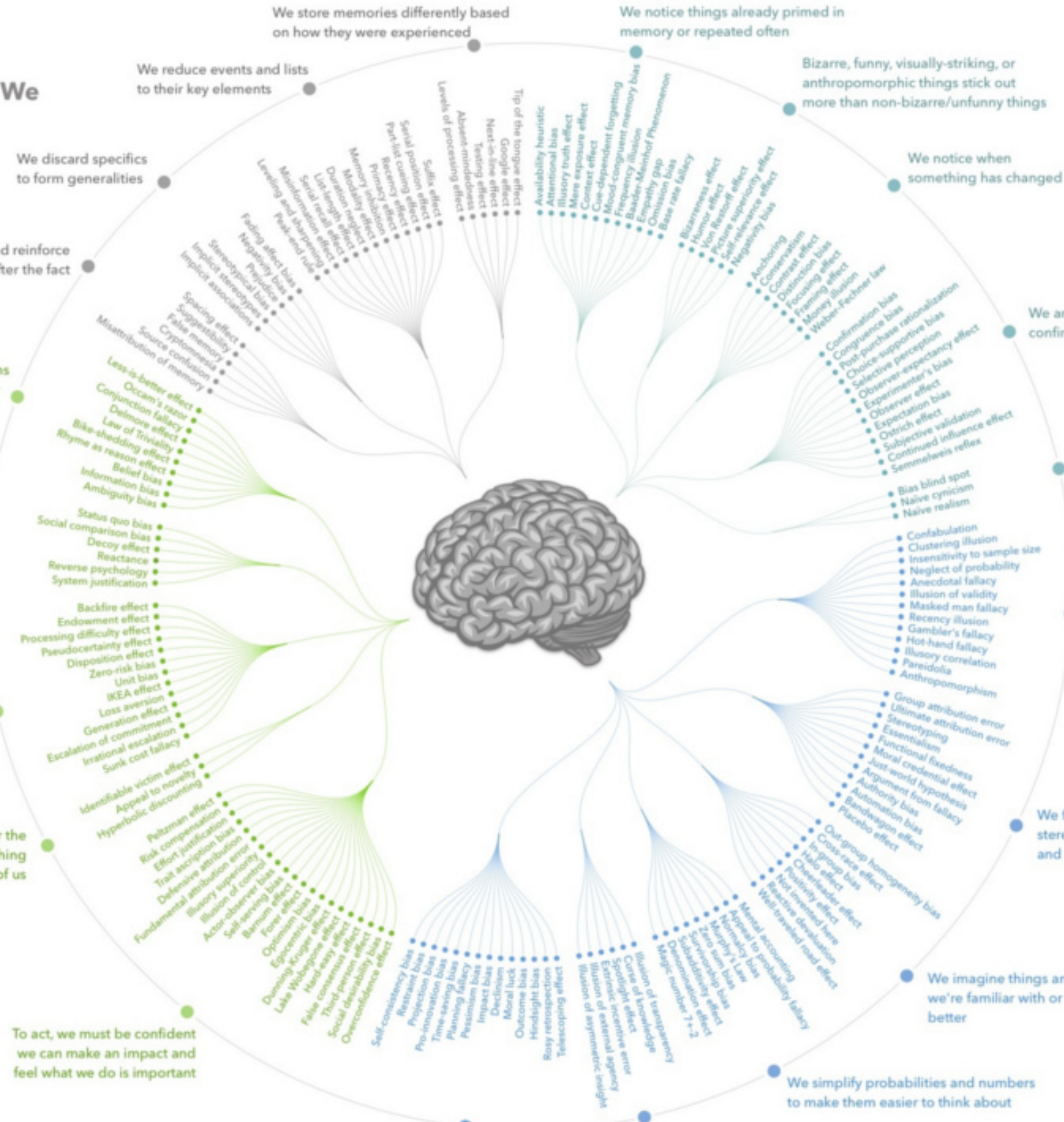
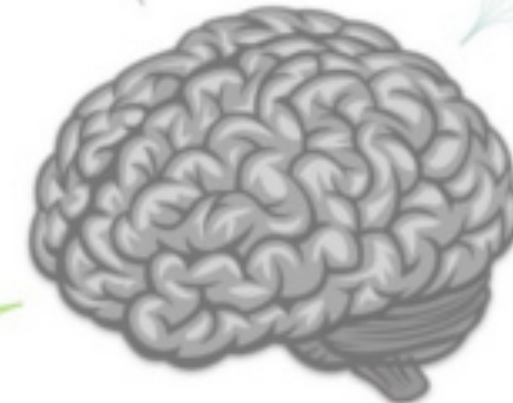


Shift Your Perspective
Manage Your Mindset

COGNITIVE BIAS CODEX

What Should We Remember?

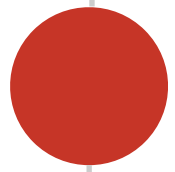
- We store memories differently based on how they were experienced
- We reduce events and lists to their key elements
- We discard specifics to form generalities
- We edit and reinforce some memories after the fact
- We favor simple-looking options and complete information over complex, ambiguous options
- To avoid mistakes, we aim to preserve autonomy and group status, and avoid irreversible decisions
- To get things done, we tend to complete things we've invested time & energy in
- To stay focused, we favor the immediate, relatable thing in front of us
- We Need To Act Fast**
- To act, we must be confident we can make an impact and feel what we do is important



Too Much Information

Not Enough Meaning

Visual & Algorithmic Design: John Manoogian III
 Concept & Categorization: Buster Benson
 List of 188 Cognitive Biases: Wikipedia



Confirmation Bias

What is it?

What is it all about? What is the benefit to the user? Why should they take action?

How do users convert to your goal?

What is the user's motivation to be here in the first place?

How does this make them feel?

How much work does the user have to do to get what they want?

What habits are created if they do this over and over?

What do they expect when they click this?

Are you assuming they know something that they haven't learned yet?

Confirmation Bias

Is this something they want to do again? Why? How often?

Are you thinking of the user's wants and needs, or your own?

How are you rewarding good behavior?

Can they easily engage with our Customer Service Department?

Is this information fact?

Is it rooted in a factual, observable reality or an alternate reality?

Am I willing to consider an alternate perspective? Why or why not?

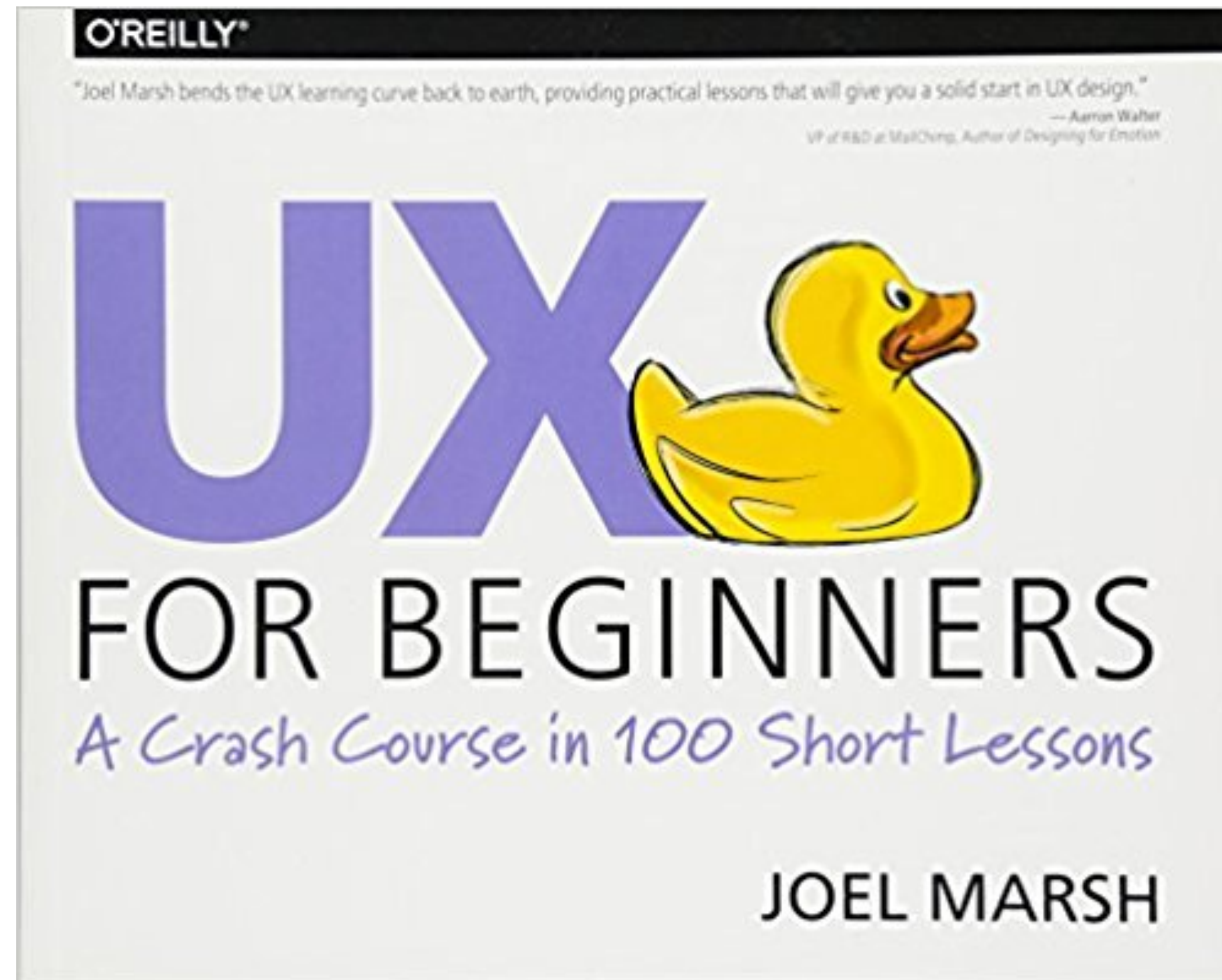
When did I adopt this belief?

There are preventable user mistakes. What are they? How do we find them?

What assumptions am I making?

Resources

“A Crash Course in 100 Short Lessons”

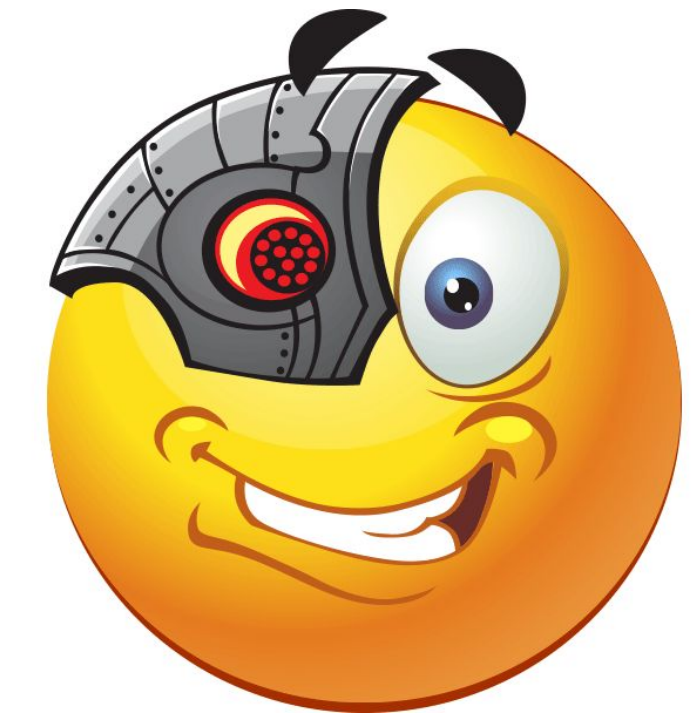


OBJECTIVE

16• Discuss approaches and methodology for UX

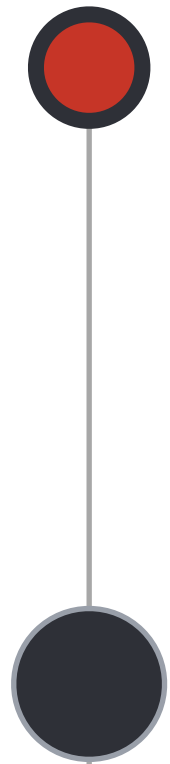
OBJECTIVE


17• Learn strategies you can implement immediately when designing products and services and how to put it all together in your own 6-step process



Hack Their Brain

NLP Techniques



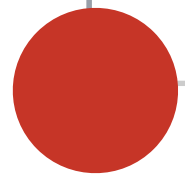


Design Thinking

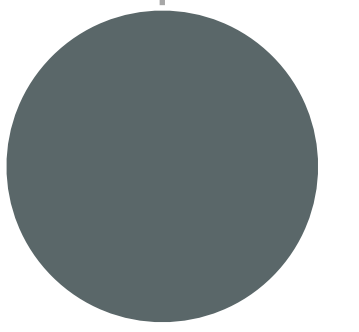
Hooked

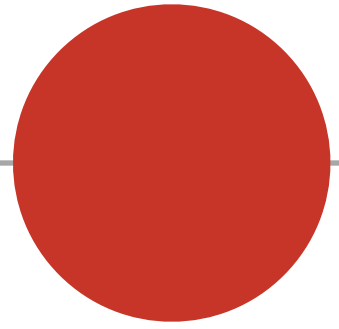
Lean UX for Agile Teams

Creative Process
Putting it all together

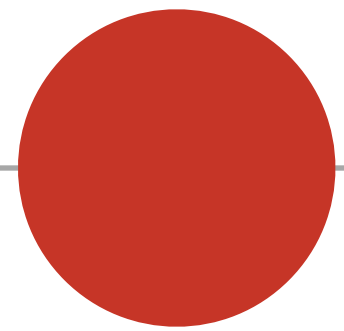


Typical creative process



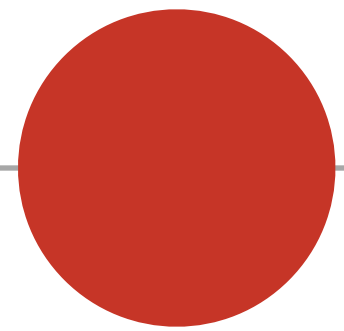


“The state in which people are
so involved...”

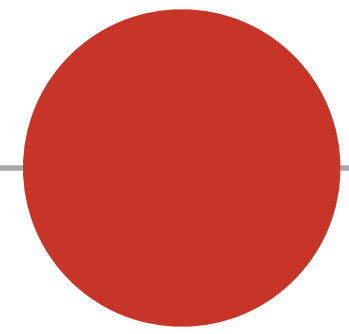


~Mihaly Csikszentmihalyi,
Author of FLOW: The Psychology of
Optimal Experience

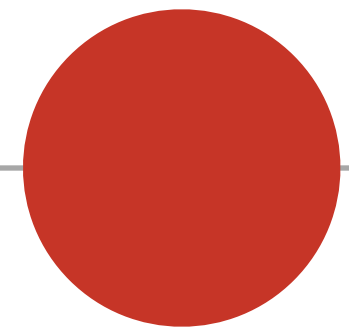
“The pursuit of a goal brings
order in awareness...”



~Mihaly Csikszentmihalyi,
Author of FLOW: The Psychology of
Optimal Experience



Flow is subjective

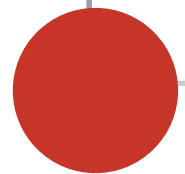


Being in flow

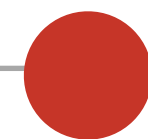
UX Step 1: Research



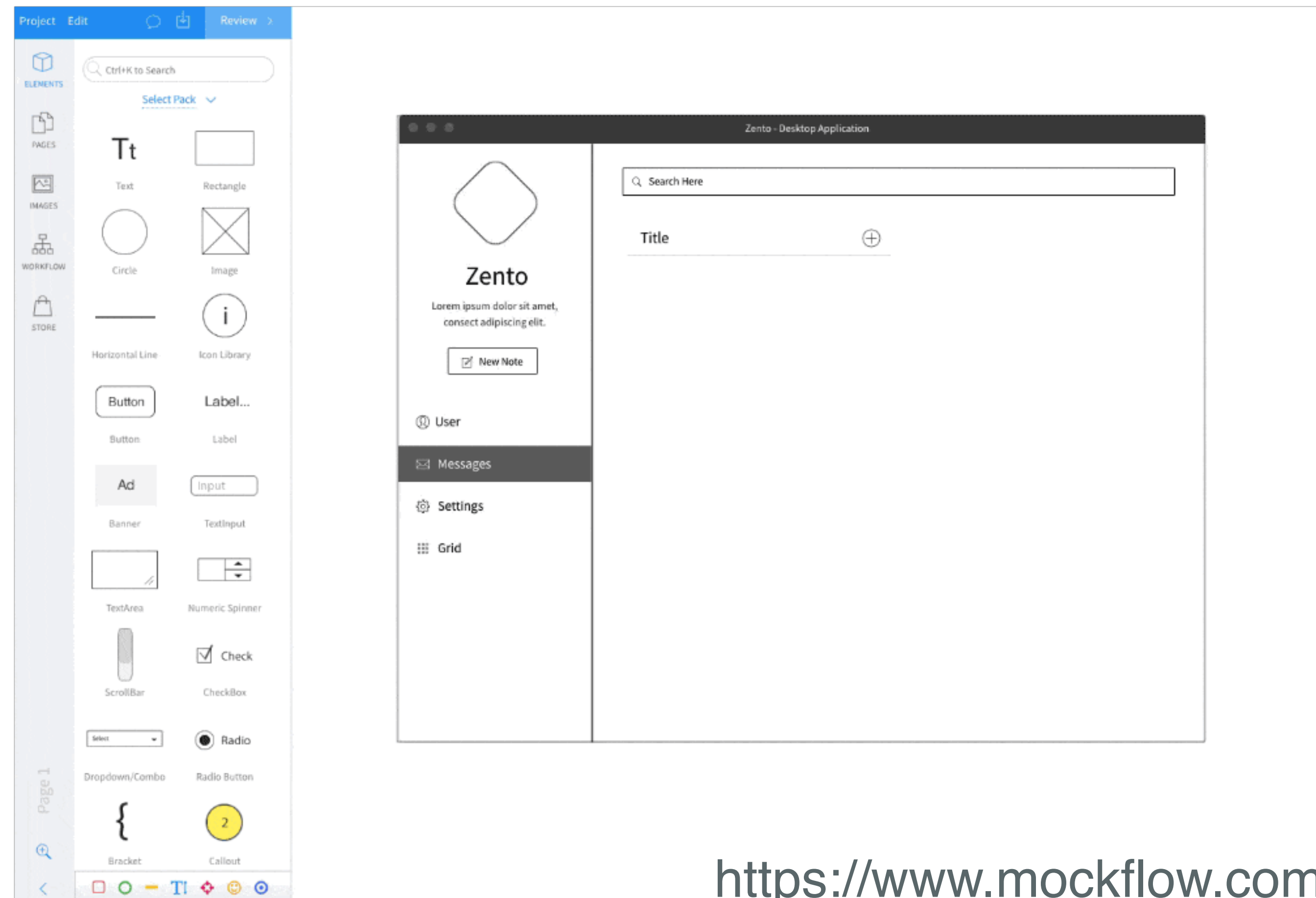
UX Step 2: Solve a Problem



UX Step 3: Make it Profitable



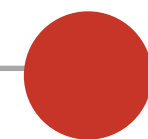
UX Step 4: Design - Mockup



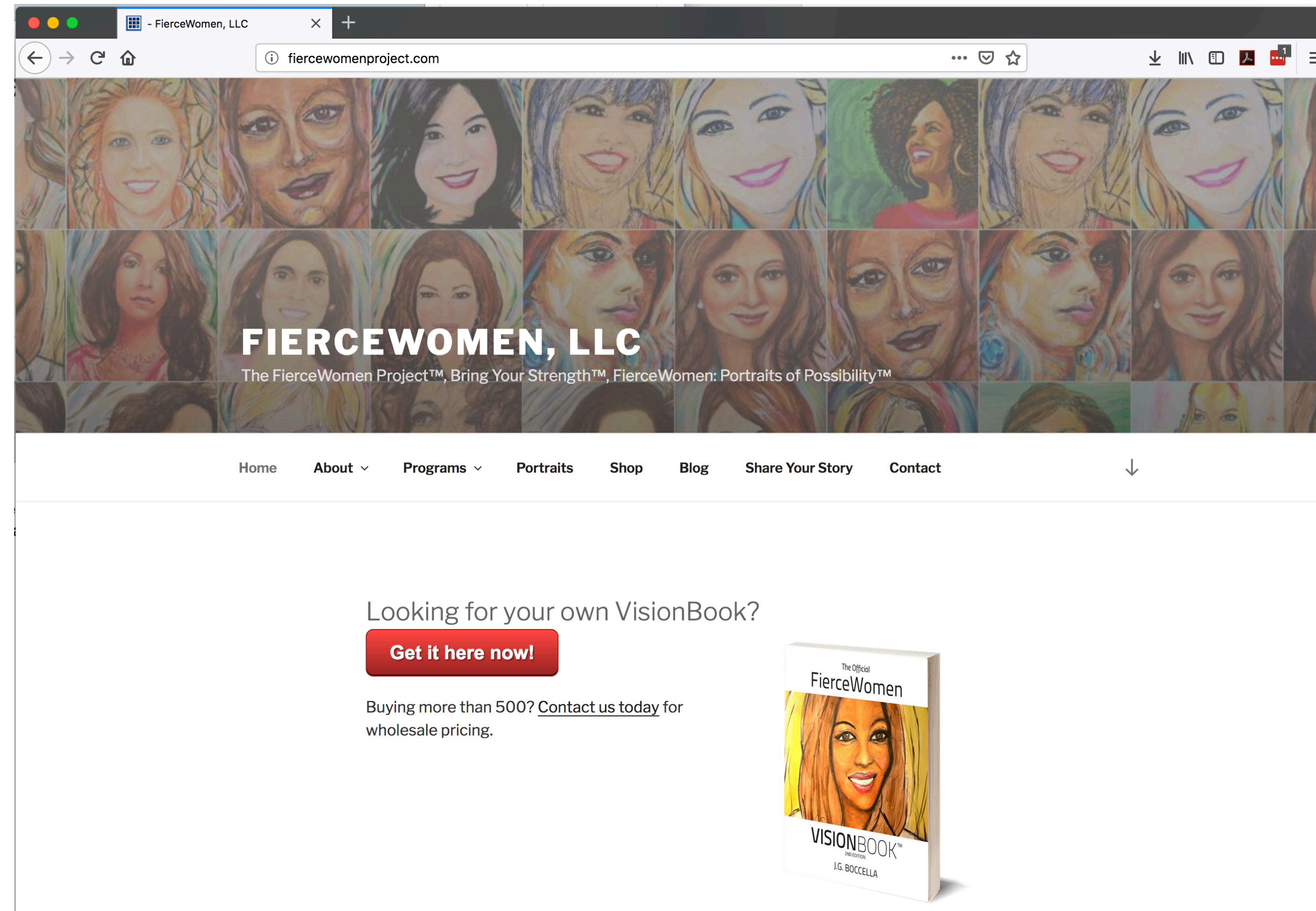
<https://www.mockflow.com/>

Know the Difference

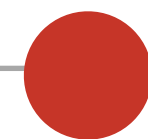
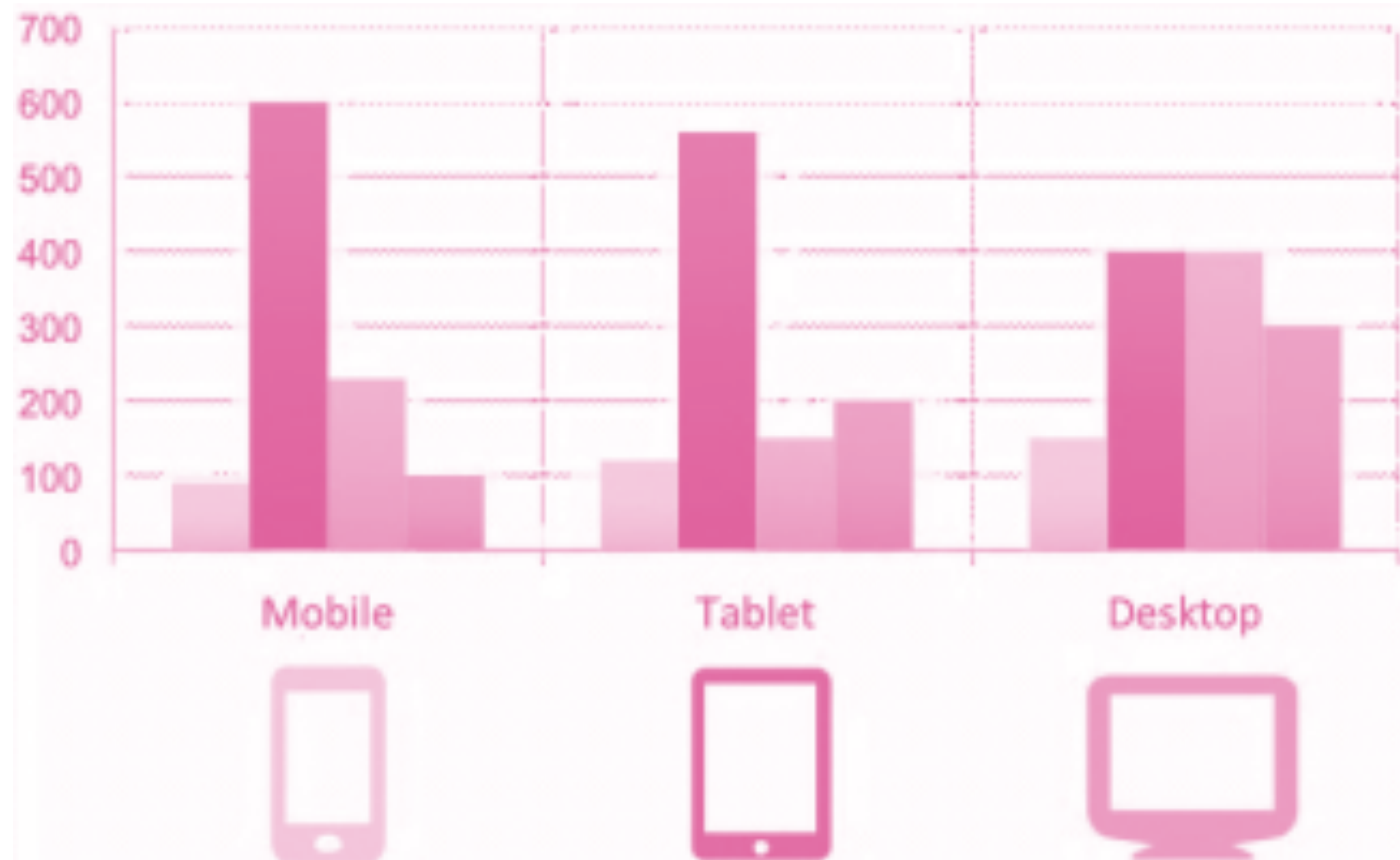
Mockup ≠ Prototype ≠ MVP



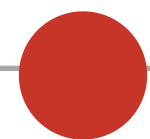
UX Step 5: Build - Prototype > MVP



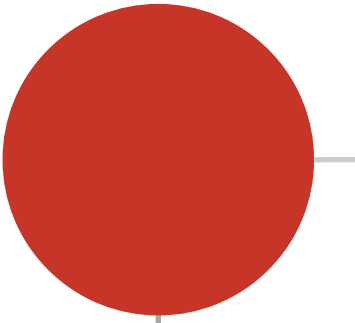
UX Step 6: Measure

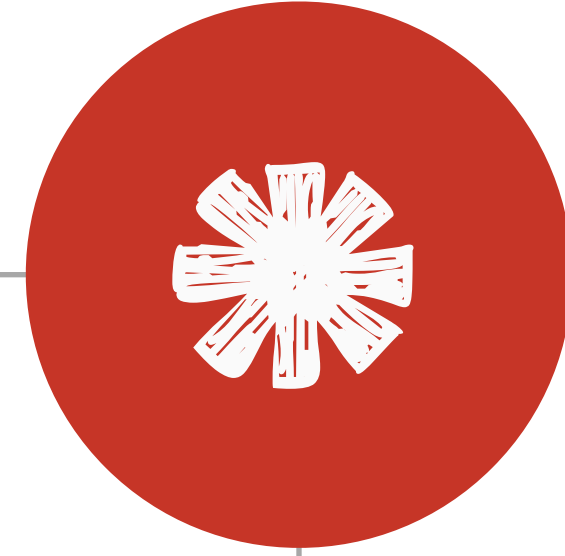


Practice Makes
Perfect!



Let's Get Creative



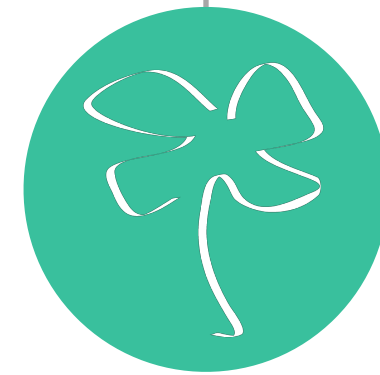


Thank you!



Questions?





Christina Aldan

@luckygirliegirl

#LuckyUX