USER EXPERIENCE IN STARTUPS

REVIEW & RESEARCH PROCESS
Why Is User Experience Important For Start-ups?

Thesis Statement

As the world is shifting to being overwhelmingly digital, UX is playing key role in all the industries, there is a dire need for the Start-ups to cope up with UX design. Designers need to analyse the benefits of the customers in the industry and make design as a problem solving equation to the real world Problems. User communication, User interactivity are the major aspects which could quit a start-up when neglected by a start-up. Understanding the role of User Experience in a start-up and the need of User experience designer would solve most of the problems and create more opportunities for innovation.

Introduction

As the world continues to move further and further along on its journey through the technological age, more and more facets of daily life are beginning to not only be affected by the huge amounts of technology we use, but actually rely on them. We live in times when our smartphones, our laptops and our other technological items play such a huge part in our day to day lives, that the user experience becomes ever more important.

While in the past while computers, the internet and mobile phones were in their early stages of development, user experience may have been an important factor but the focus was surely not on it. Definitely not in the way it is today. This is the reason that developers and designers are putting more and more effort into improving user experience, with huge companies like Apple and Microsoft pouring huge resources into making sure their gadgets have the most impressive user interfaces and the most enjoyable user experiences on the market. However, these are huge corporations with decades of experience and billions of dollars in resources. Those who are most affected by this change in user experience standards over time are those running start ups. The technological sector is extremely crowded and for a start up to stand out, they have to put more effort into creating a stellar user experience than ever before. In this literature review, the importance of
user experience will be discussed and analysed, as well as the importance for start-ups to focus their energy and their resources into creating stellar user experiences with their gadgets to have any success in this competitive marketplace.

Why is User Experience Important

User Experience is an extremely important part of any design process. Firstly, it is the first line of contact between the interface and the user. The user directly deals with the interface, meaning the users experience with the whole product will be judged simply on that one part. With a poor user experience, even the most impressive of back ends will fall, simply because the bridge between the product and the user is weak.

During every design process, there are a series of decisions that need to be made in order to make sure the right design is chosen in the end. User Experience is playing an ever increasing part in these design decisions, with the ease of use on the users end being the main thing companies and start-ups are considering when settling on a design for their products interface.

Not only the ease of use and usability are considered, but any issues are proactively found so that they can troubleshoot. By doing this, you are eliminating any problems that the user may have with the product before they get it. This makes sure that there are no problems that emerge at any point in the future, and rather than handling complaints from customers in the future, it is easier to solve this issue now.

This troubleshooting is done by having prototypes of the product and testing it on a number of different people. A diverse testing pool makes sure that you can accurately see the way your product will be used once it’s released, and it allows you to make any necessary changes beforehand if you see fit to do so.

Designing a user experience that adequately reflects what you are looking for out of your product is not always easy. It often requires a large amount of testing and taking surveys, so you can get the feel of your audience and see what they like, what they don’t like, what they find difficult, and so on and so forth.

User flow graphs are often used to simulate the flow the user will go through as they continue to make choices and use the product. By simulating this
beforehand, you allow yourself the opportunity to solve any problems that may arise before they actually happen.

Storyboards and wireframes are also used. These are two very vital tools as they allow the designer to create a visual illustration of how the product will eventually look and work. The wireframe generally deals with the backend and is not always necessarily a huge part of the user interface (although it definitely plays a big part with the user experience). The storyboard usually deals directly with the user interface, and allows you to see how the planned interface will turn out as your user continues to navigate through the product.

Requirements for User Experience

Firstly, for a user experience to be of a high standard, it needs to meet the needs of the user, almost exactly. If the user is struggling to do what they need, then it is a bad user experience. If the user eventually gets to where they needed to go but had to navigate through a lot of unnecessary traffic to get there, then it is still a bad user experience. A user experience can all really meet the required standard when the user when they are able to navigate exactly where they want to navigate to, all the while not having to go on any side quests or deal with anything they do not want to deal with, for example pop ups or a poor navigation tree.

Secondly, simplicity is often key. No one want to have negotiate a mess in order to do what they want to do. A simple design that is efficient and elegant is often the kind of design that is the biggest hit with the user.

There are a lot of important factors that go into a top quality user experience. A start-up must have their control over many of the design elements, and while they should not leave the design with bare bones, it is very important not to over expose the user, as they may feel it is off putting and eventually be turned away from the product.
Difference between User Experience and User Interface

User Interface and User Experience are two relatively similar topics, although play two very different roles in ensuring a good product for the user.

When it comes to User Interface, which is much more design orientated and refers more to the actual visual representation of the product. Under user interface, you count the visual design, the layout of all the elements and the branding of the product.

These things come into user interface as it is what the user is looking at and interacting with in order to get their user experience.

The user experience is an extension of the user interface. Things such as user feedback, user stories and the results of tests and surveys done on users tend to give you a much better answer with regards to if the user is enjoying their experience or not.

So, while they may not necessary be the same thing, there is a very real and important link between user interface and user experience. It would be very unwise for there to be focus put on user experience while user interface was neglected, simply because one of them so clearly affects and brings about the other.

Usability

Usability is also a very huge key as to whether the experience is good or not. Usability is essentially the ease of use the user experiences as they go about using your app, your gadget or your product. Usability is separate from user experience and user interface, but as already mentioned they all tie in together pretty vitally. The ease of use, which is the usability, will be improved if the interface is improved, since the interface is the first call of contact between the inner workings of the product and the user.

As such, if the interface is of a high quality, it is likely the usability will be of a high quality too. And with good usability and good user experience, the chances are that the user experience will also be good enough for the user to rate their experience with your app, gadget or product as a satisfactory or even great one.
Conclusion

There is a huge amount of backstory linking the importance between usability, user interface and the end result of those two factors, the user experience. In a world where the marketplace for technology is so fierce, so competitive and there are so many high quality start-ups looking to make an impact with their products, it would be absolutely wrong to not make a serious consideration on the potential user experience of your product.

User interactivity is important, but what is more important is how they are interacting with your product, and if it is going to rate as a good user experience. Research has shown that more than anything else, a good user experience is the key to success in this marketplace.
References


Thesis Statement

“Understanding the role of User Experience in a startup and the need of User Experience designer would solve most of the problems and create more opportunities for innovation.”
Concept Map
Understanding Importance of UX in Startups

Pros
- User Satisfaction
- Trust in system
- Easy understanding
- Dynamic flexibility
- Improve Performance
- Reduce User Errors
- Improve Performance to prevent

Cons
- Research is risky
- Research can be both unreliable and shallow too

UX in Startups

Pros
- UX Designers
- Creativity
- Growth opportunities
- Flexibility
- Interesting challenging

Cons
- No proven formula
- High risk
- Future is uncertain
- Inadequate feedback
- Inadequate feedback

Flux of Design Problem and solution
- UX
- Problem
- Solution
- UX
- Problem
- Solution
Importance of User Experience?
Why is User Experience Important?

- It’s important because it deals with the users directly.
- To make the design decisions.
- To solve the complicate user problems.
- Designers risk big losses in revenue by neglecting the user experience.
- Creating a solid user experience for users in the very first versions of a product or service can certainly make it stand out and attract users attention.
- User Experience can shorten the timeline of the product with longer timeframes.
- UX involves testing, surveys, wireframes, prototypes, user flow, story telling and design patterns, without having these a product can never be successful.
Key term definition

Importance of Startups?
Why are startups Important?

- Innovations – They are the main driving force behind economic development and the increase of productiveness in a knowledge-based society. To make the design decisions.

- New jobs and economic growth – In the long term, startup companies create a large portion of new jobs and contribute to the country’s economic growth.

- Bringing new competitive dynamics into the economic system – Startup companies are the most dynamic economic organisations on the market, since they provide additional dynamics and competitiveness to the economic system.

- Promoting the research-innovation system – High-tech as well as knowledge-based service startup companies are very closely connected to knowledge institutions.

- Bringing the values of proactivity into the society – Startup entrepreneurship changes the values of the society and brings a new mind-set, in line with the society based on knowledge and creativeness.
Pros of a Startup

❖ It encourages Creativity
❖ Scope for the growth opportunity.
❖ A startup will face interesting challenges which makes them strong in the future
Cons of a Startup

❖ There is no proven formula for success.
❖ Startups have high risks.
❖ Goals of a startup will change frequently.
❖ The future of a startup is uncertain.
❖ A New startup will have inadequate resources.
Pros of User Experience

❖ Proper user experience will lead to proper understanding and gain trust in the system.
❖ Interaction helps in user understanding and creating a dynamic design.
❖ User Experience will improve the performance and prevent loosing users.
❖ It increases the ease of use and learning, reduce the user errors.
Cons of User Experience

- User Experience depends on research, which is very risky. When something goes wrong, the product will fail.
- Research can be unreliable and shallow too.
Creating Interaction

- UX designers perform various tasks at various points in the process. If a system already exists, a UX designer will evaluate its current state and then report issues and suggest fixes based on the analysis of research data. This is known as evaluation of current system.

- Based on the user surveys, research prototypes, user flows and wireframes were made in a startup. Which will help in creating interaction and solving the complex problems.
Why do we need UX in startups

❖ A startup with a great problem solving idea cannot be successful itself, it also need a strong user experience research.

❖ User experience will create a relationship with the users by engaging users/user participation.

❖ User experience will create experiences with the users of a startup.

❖ User Experience will help the user to expand the interactivity.

❖ It will help the users to understand the various features
Creativity & Innovation

- UX is changing everyday in terms of visual Perspective and New trends are being introduced in interaction.
- For UX designers ability to both stimulate creative thinking and capture it when it happens is a key aspect for the work process.
- Startups always want to be different from other companies which are well setup, so they promote creativity and innovation
To grow the startup it need to attract the new users and maintain the trust.

Its a startup responsibility, to help customers get the job done, all the while delivering meaningful user experiences.

UX can help user to get there. It can enable meaningful and shareable experiences and lead to more engaging customer relationships.

Having a UX team that takes a user-centric philosophy will ensure that a company or a startup is informed and capable to improve customer experiences, relationships, loyalty, and overall business performance.
Case Study: Folks

- Social connectivity has become primarily associated with the digital world.
- It’s time to meet real people near you that share your real interests.
- There are so many social networking apps on the market. How often are you friends with people you want to know? Folks wants that answer to be “always.”
- Based on both location and interests, the iPhone app connects you with people you actually want to be connected with. A social app that you can actually use.
Case Study: Folks

Concept:

❖ Folks is location AND interest based. By creating groups (called ‘tribes’) around the people who have similar interests to yours, real-time social interaction is encouraged.

❖ The intuitively-designed accuracy indicator allows each user to set and manage the geographical area they want to be available in.

❖ This, paired with a complete set of wireframes, allowed us to determine how the user would intuitively and effortlessly navigate through the application.
Case Study: Folks

The design challenge for Folks was representing the numerous elements of the application in a user-friendly, clean format. Associating each functionality with a color was the most logical path to take. Through numerous color scheme variations, they eventually decided on a palette that worked for the identity of Folks as well as for the user’s eye (or more realistically, their brain).
Visual Presentation

https://youtu.be/pQBhk6ZtJeA
1) Introduction
   A. Thesis Statement
2) Understanding importance of UX and Startups
3) Pros and Cons of UX and Startups
4) Creating interaction
5) UX in startups
6) Creativity and Innovation
7) User Relationship
   A) Importance
   B) Attracting the new users
8) Case Studies
9) Conclusion