The UX-Driven Startup

Crafting an experience vision for your startup

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Woke up one morning with a great idea...
I help companies imagine great products!
The only problem is...
*I can’t actually build things*
Ended up spending 6 long months looking for a cofounder...
A chance to refine, communicate and validate my vision...
When I did find a cofounder, we could hit the ground running.
What is the experience you want to create?
The UX Driven Startup:
Focus on the experience you want to create and let everything else support that.
Avoid common mistakes startups make
Mistake 1:
Building something people don’t really want or need
A UX Vision helps you: Validate your ideas
Mistake 2: Thinking too small
A UX Vision helps you: Impress investors
Mistake 3: Moving too slowly
A UX Vision helps you:
Make decisions and align your team
Vision: A concrete representation of where your product is headed.
1. Come up with a vision
2. Communicate your vision
3. Validate your vision
Coming up with a vision
Tell me about some of the highs and lows for your restaurant.

**Contextual Interviews**

*Yields:*  
- Understanding of pain points  
- Opportunities you may not have considered

*Ingredients:*  
- 10 people  
- 10 questions  
- Notebook, pen, paper, sharpies

*Instructions:*  
1. Meet people in context.  
2. Ask open-ended questions.  
3. Use cues in environment.  
4. Use discussion aids if you can.
Where's the best sushi?

[Sushi go go]

[Sushi land]

[Kyo-ya]

Make Believe

Yields:
- An outpouring of fresh ideas
- New ways to frame a problem ("What would the ideal magic wand be?")
- A chance to taste whether an interaction feels natural in real life

Ingredients:
- Props, a friend, the Real World

Instruction:
1. Get out and enjoy everyday activities.
2. Act out some ways you'd use your product, using props to inspire (and test) ideas.
Metaphor Brainstorming

Yields:
• Interesting properties extracted from the metaphors
• Fresh ideas + perspective

Ingredients:
• Core concepts (3-4) on big stickies
• Lots of small sticky notes

Instructions:
1. Think about each concept in isolation
2. Write down whatever comes to mind
3. Deconstruct the metaphor: What characteristics are interesting?
4. Use these characteristics to get ideas
Artifact from the Future

Yields:
- A concrete representation of where your product is headed
- Something your team can rally around

Ingredients:
- Just ideas + imagination!
- Some blank paper or sketch template

Instructions:
1. Imagine your product is complete.
2. What will people / you say about it?
3. Create a sketch or write...
   - The Techcrunch article
   - The Future splash page
   - The product packaging
Communicating your vision
1. It's just about the food.
2. Not every food, just the good food.
3. Good food can be found anywhere.
4. Meaningful
5. Celebrate existing
6. Simple

**Experience Principles**

Yields: *Concise, memorable guidelines that...
* Inspire ideas
* Give you a basis for decision-making

Ingredients: *Your whole team in a room
* A whiteboard and/or stickies

Instructions: 1. Brainstorm characteristics you want your product to embody
2. Choose the ones that are UNIQUE to your product. INSPIRE ideas & can help you make decisions.
Experience Poster

Yields:
- A pocket-sized visual summary of what using your product could be like.
- Something you can use to sell your vision and vet your ideas.

Ingredients:
- An elevator pitch
- Descriptions of benefits
- Principles, characteristics + metaphors

Instructions:
1. Describe the benefits of your product
2. Illustrate those benefits - capture the experience, not the interface.

For those times when you're cooking the best (insert any food here) in a particular city. Foodspotting is a new kind of dining guide that is organized around specific foods, rather than restaurants, neighborhoods or cuisine. Foodspotting is powered by food lovers who can show off and compare around foods they've tried while building a rich collection of foods and where to find them.

Characteristics
- Seemingly subjective with real-world acceptability
- Ramen with a global food trend: existing food behavior
- Innovative, anything goes: inspiring new food trends
- Record and compare, access & discover foods

Inspiration
- What's Hot Tonight
- Landscape
- Progressive Dinner
- Scenography Maps
- Food Hunt
- Field Guides
- Draw/Talk/Passport
- Visuals

Became a foodspotter
- No matter where you go, you can capture what you see and add it to the app.
- Create your own foodspotting guide, or follow others.

Compete with other foodspotters
- Like branching and Foodspotting is a new socializing game-like for
- Both, courtesy of particular foods and locations.

Satisfy your cravings
- Whether you're a discriminating foodie or want to make the most of your diet on a budget, Foodspotting can
- Help you track the best eats in the city.

Detect when food
- Know where you are, and what food spot is nearby. Query on the spot and add details later.
What is your name?

What is your quest?

And what is Foodspotting?

Pitch Kit: Name. Pitch. Vision

Yields: • A meaningful name
• A one-sentence cocktail party pitch
• A vision or mission statement
• An "ah-ha!" reaction!

Ingredients: • A few social events to practice at
• A few well-known companies you can relate yours to (optional)

Instructions: 1. Practice your answers to those questions until you can get people to say "ah-ha!" in a minute.
Validating your vision
Prototyping

Yields: A tool you can use to guerilla test your product (or some aspect of it) wherever you go.

Ingredients: Cardstock or index cards OR image maps + webkit or UI

Instructions: 1. Create a lightweight, smoke & mirrors prototype of your product. Cardstick, images, etc.
2. Pull it out & ask people how + why they'd use it.
Design the Future Homepage

Yields:
- A concise summary of your product's benefits in "typical homepage" form.
- A way to test interest in your product.

Ingredients:
- Blank paper + model homepage
  OR "Typical Homepage" template

Instructions:
1. Sketch the homepage of the future - include name, tagline, top benefits, glimpse into data.

2. Show people and ask "How would you use this and why?"
I ♡ foodsprites
Because...
"I don't waste time looking for food when I'm out with friends!"

"I ♡ this product because..."

Yields:
- Perspective
- A reminder of what it's all about

Ingredients:
- Write "I love this product because..." up on a whiteboard.

Instructions:
1. Finish this sentence as if your mom (or end user) were saying it.
2. Show people your vision and ask how they'd finish it.
3. Make sure it's realistic.
Reaching Your Vision
Don’t think of your product roadmap like this...
“Build half a product, not a half-assed product” -Jason Fried
What is the experience you want to create?

p.s. Foodspotting is hiring! We’re looking for UX-minded **mobile** and **rails** developers + a **bizdev** rockstar. Is that you? Know someone? Email alexa@foodspotting.com

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