The UX-Driven Startup

Crafting an experience vision for your startup

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The Foodspotting Story

Find dishes, not just restaurants. Read More »

Share
- a food you’ve spotted
- tell us where you found it

Find
- burger

The Latest The Best Most Wanted Everything Following

Burger in New York, NY, USA

Shack Burger @ Shake Shack
366 Columbus Ave New York, NY

Spotted by foodie hunter 2 months ago from web and 2 others.

Shroom Burger @ Shake Shack
24 E 12th St New York, NY USA

Spotted by koto 7 days ago from web.

Nominate the Best
- Pizza
- Ramen
- Ice Cream
- Cupcake
- Xiao
- Long Bao
- Burger
- Pie
- Salad
- Sushi

All Time Top Foodspotters
- Ed Morita
  - 4000 points
  - 3989 sightings, 115 nominated, 142 wanted
- Randy F.
  - 3980 points
  - 398 sightings, 67 nominated, 118 wanted

Explore
- New York, NY, USA

limit results to map area
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

How does this get BIG?

What does success look like?

What's your WORLD DOMINATION plan?
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.
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 + enjoy everyday activities.
2. Act out some ways you’d use your product, using props to inspire (+ 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
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.
foodspotting

a foodie-powered field guide

1. Find what food
2. Share your finds

Experiences

Preparation

Ingredients:
- Descriptions of benefits & characteristics + metaphors
- Illustrate the benefits of your product - capture the experience, not the interface.
- Something you can use to sell your vision and sell your ideas.

Yields: A pocket-sized visual summary of what could be like.
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
question 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 + iui

Instructions: 1. Create a lightweight, smoke & mirrors prototype of your product. Cardstock, 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.
               Or publish online + see who "likes" your idea.
               2. Show people + ask "How would you use this and why?"
I love Foodspotting because...

"I don't waste time looking for food when I'm out with friends!"

"I love 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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