

Think Big and go Bigger



Manuel León

Creative Designer

Think Big and go Bigger

UX/UI DESIGNER

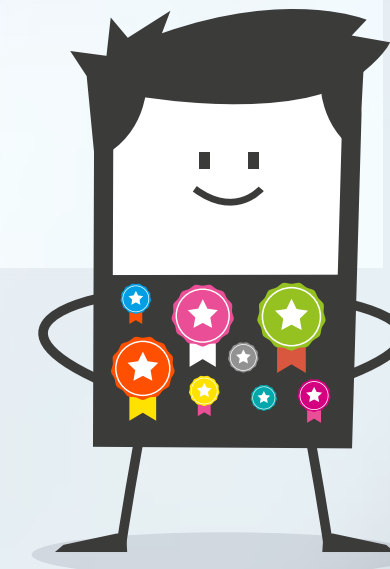
Manuel León - LeonsCreative.com



LEAN UX designer
my work

is focused on the experience of design and
is less focused on deliverables,
like the traditional UX.

hello@leonscreative.com



FIGMA

SKETCH

ADOBE XD

AI | PS | AE

ZEPLIN

MIRO

TRELLO

FINAL CUT

UNITY 3D

PPT | QLAB

3

VISIONS

Design

Business

Technology

1

person

my skills

Creativity

UI/UX

Business

Technology

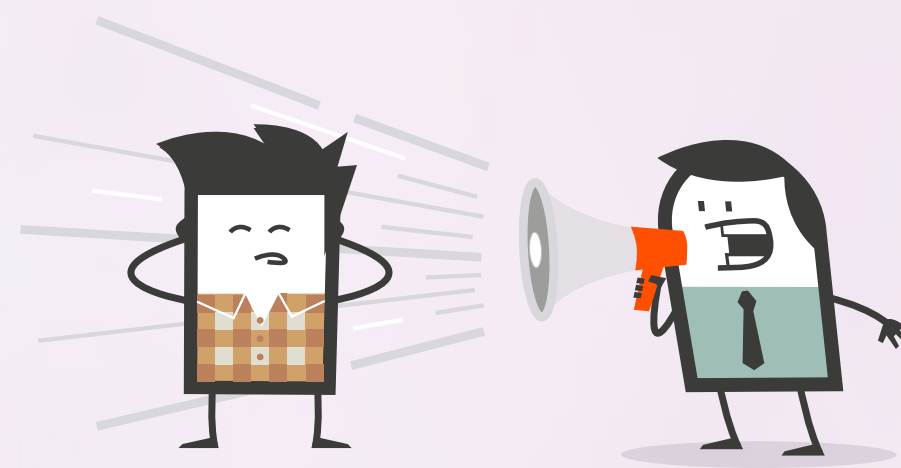
Branding

Data Designer

Product Designer

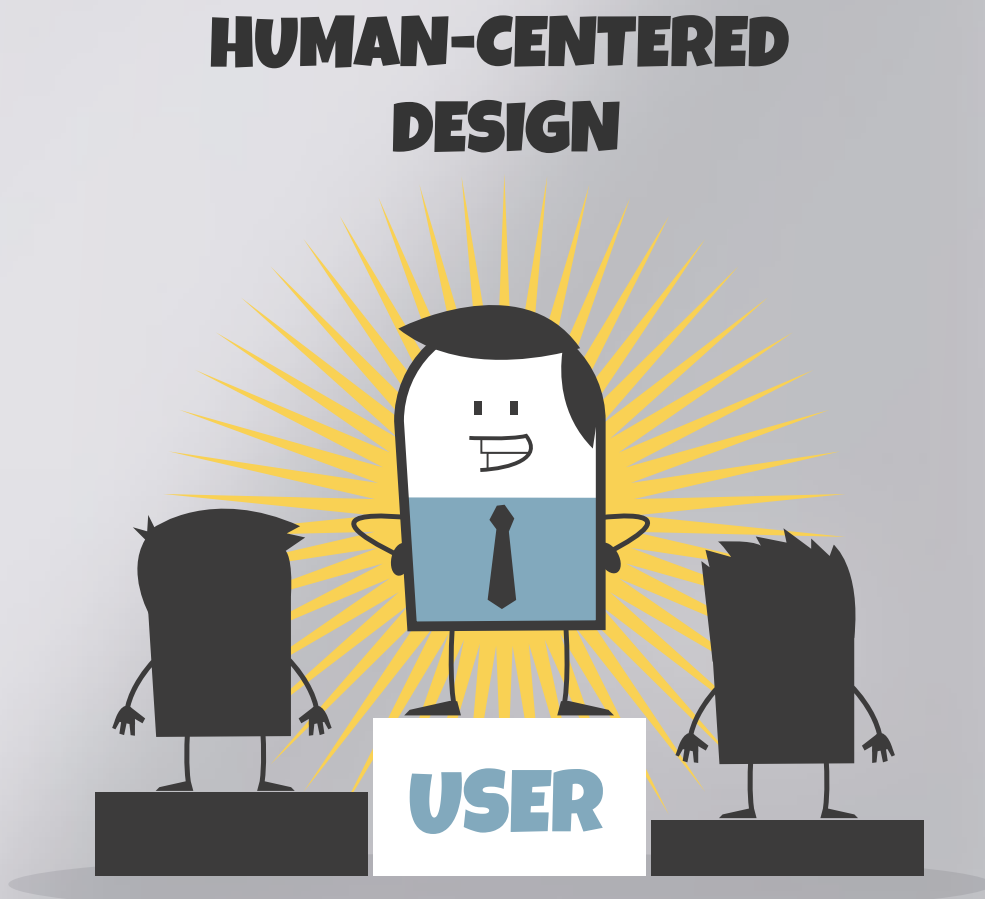
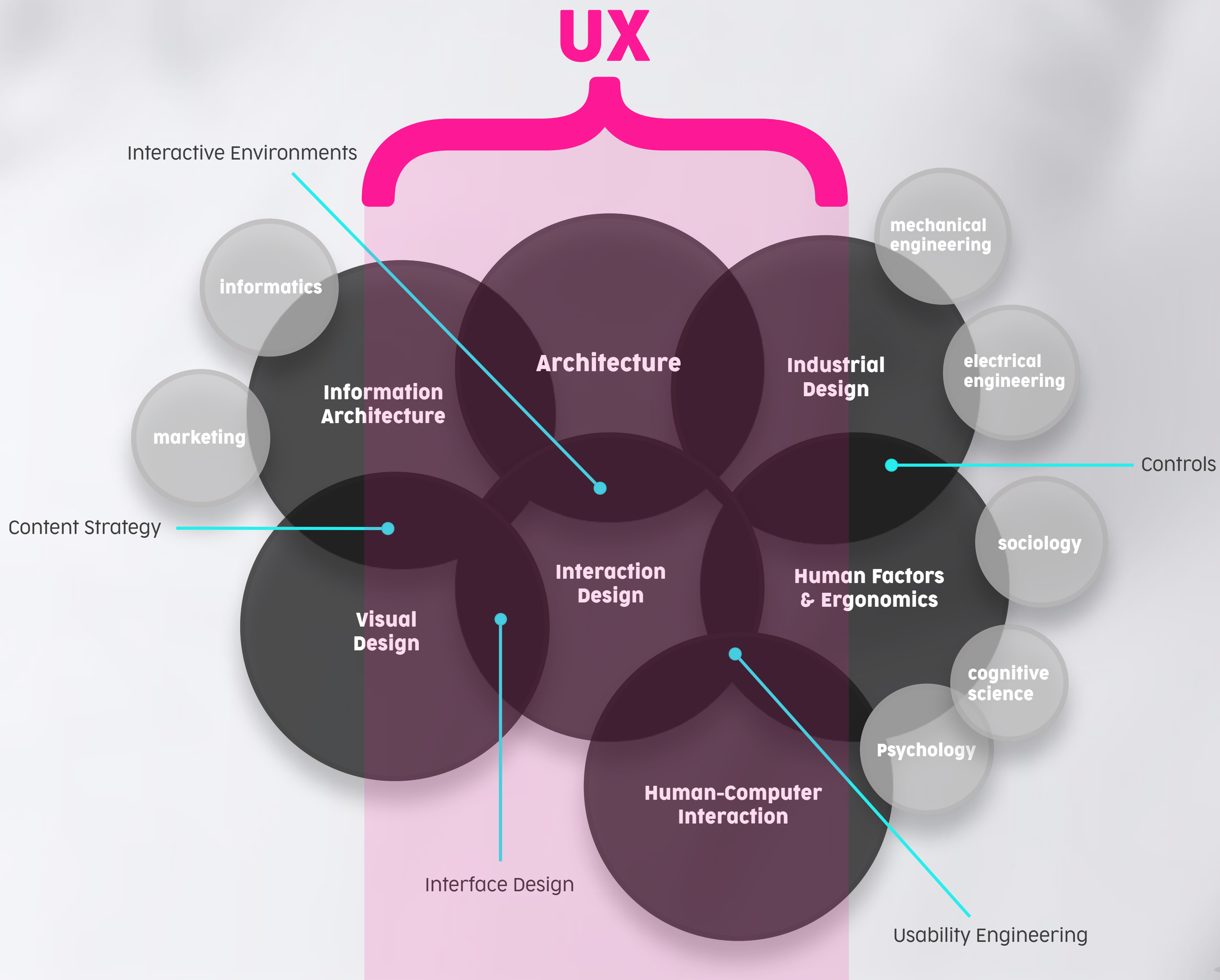
UX

User
Experience



“Your most unhappy customers are
your greatest source of learning”

Bill Gates



What method do I use?

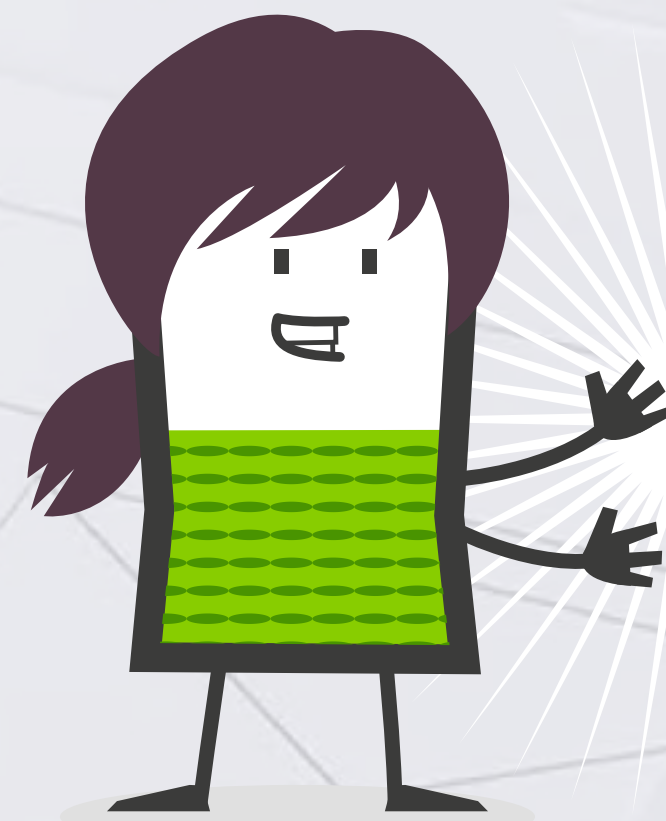
“machines adapted to people would be the most efficient”

Henry Dreyfuss

KANBAN

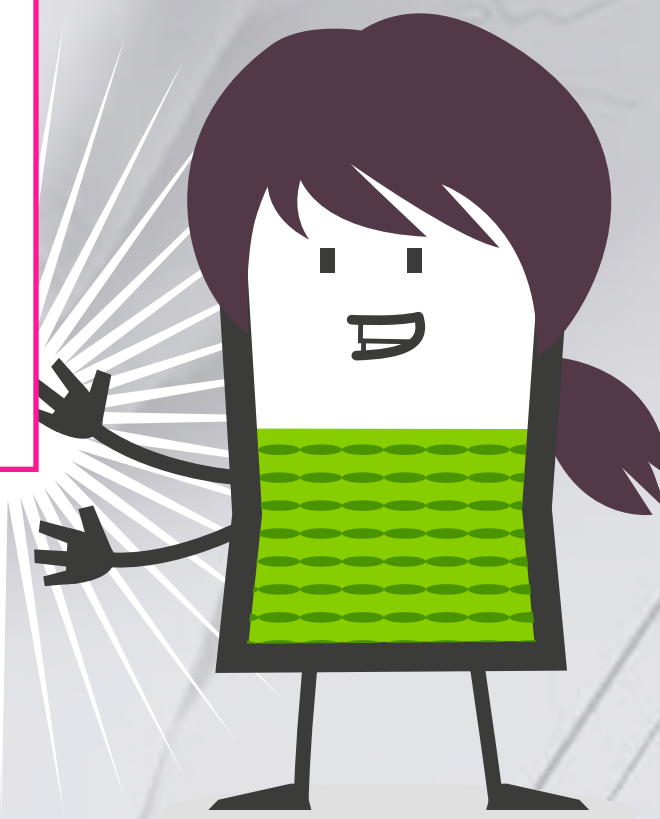
LEAN

AGILE



LEAN UX

UX DESIGN PROCESS

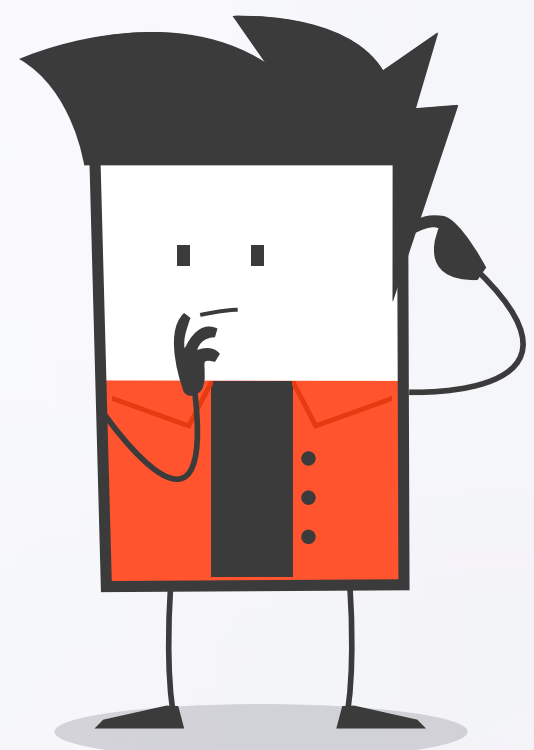


“landing a project is like landing an airplane,
everything have to be under control to avoid crashing”.

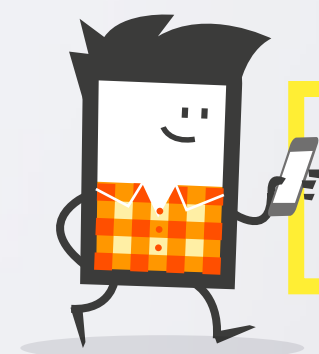
Manuel León

LEAN UX

| UX DESIGN PROCESS



Is a process that embraces **Lean-Agile** methods.
It implements functionality in minimum viable increments and
determines success by measuring results against a benefit hypothesis.



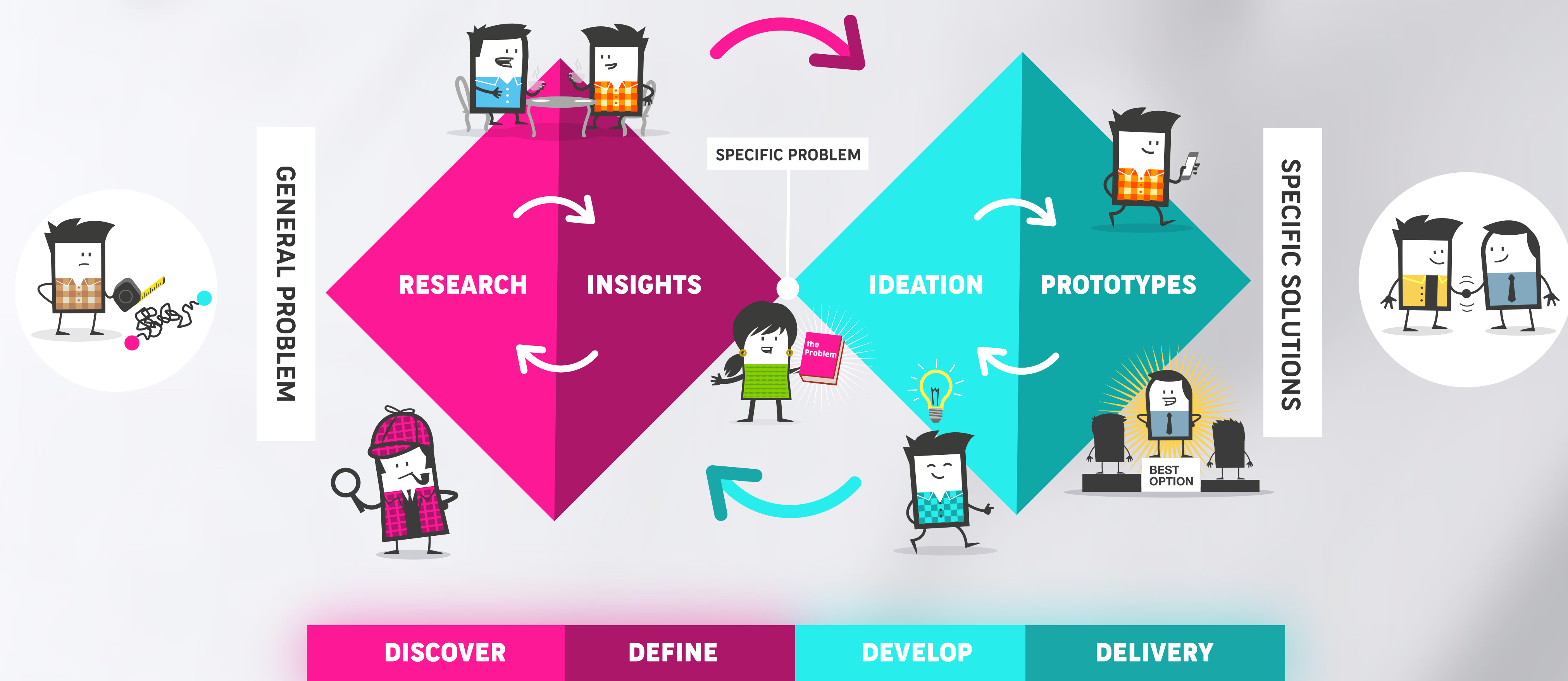
UX = ACTION TO GET A RESULT

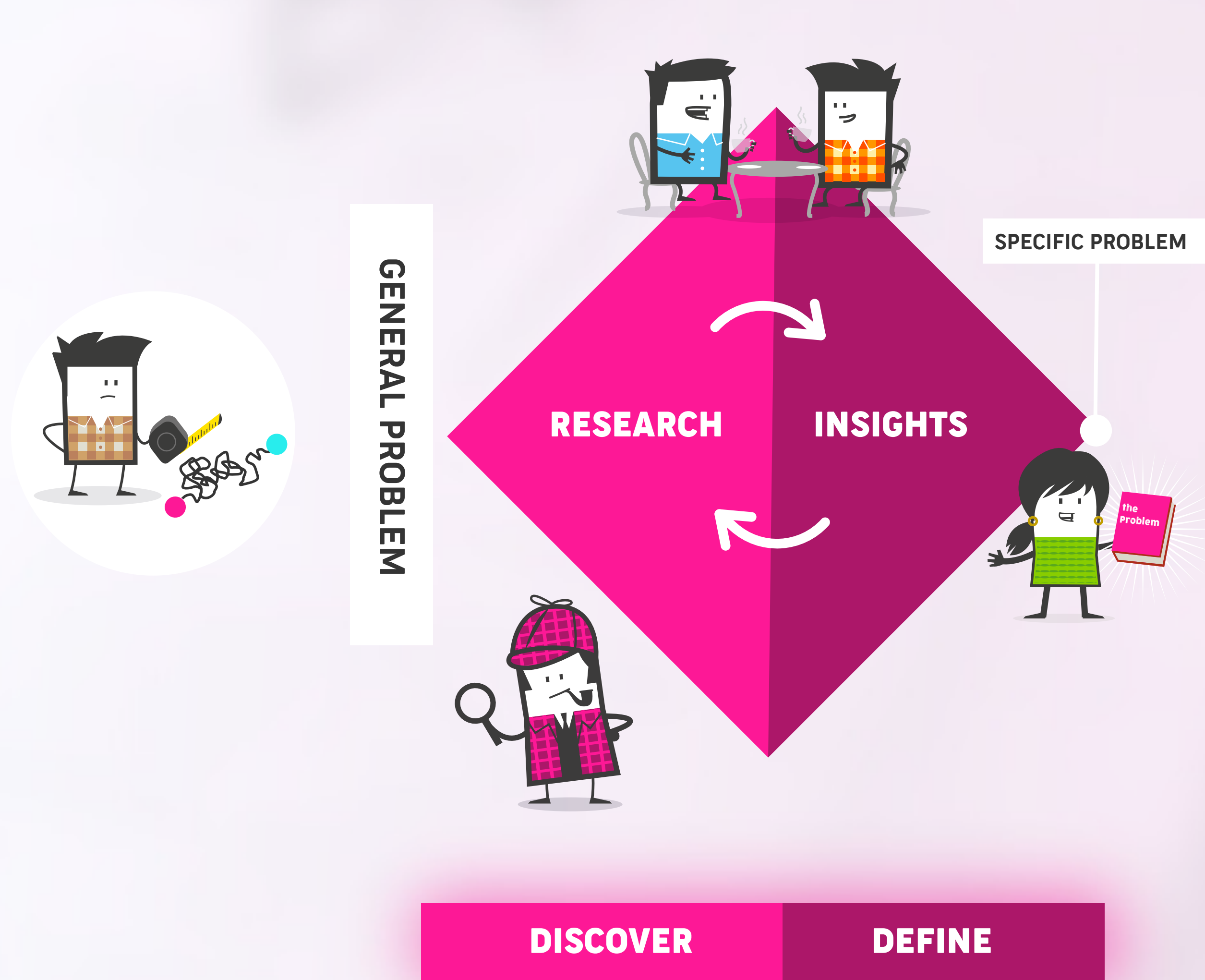
How it works?

“Usability does not equate to a specific number of clicks, taps, swipes, pinches, flicks.”

John Morkes

double diamond





How it works?

FIRST DIAMOND

UX RESEARCH is its ability to reduce uncertainty in terms of what users want and need.

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**DISCOVER
RESEARCH**



Instead of being a scientist, **be a detective**

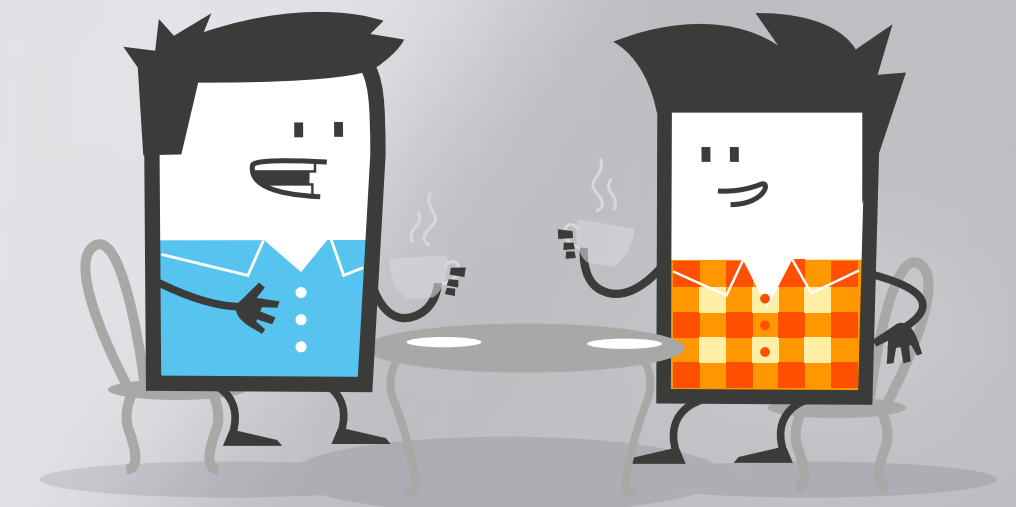
- ▶ **UX Project Brief**
- ▶ **Heuristics Evaluation**
- ▶ **Archetype Evaluation**
- ▶ **Desk Research**
- ▶ **Quantitative Research**
- ▶ **Quality Investigation**

- The 5 Why's

- The Ideal Client (Eneatype+Archetype)

- Usability Test + Interview

- Contextual observation

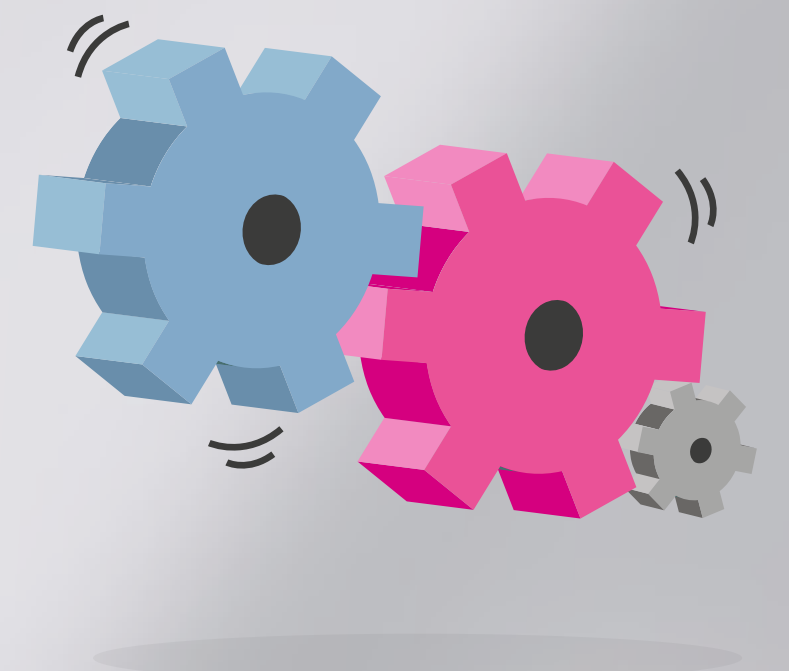


► UX Project Brief

A briefing is a meeting at which information or instructions are given to people, especially before they do something. To find the right direction faster and to make the project team more efficient, we will need a written form with the **initial assumptions, hard facts, goals and other relevant information about the project.**

Benefits UX Brief

- 1 **Reducing ambiguity**
- 2 **Making the team think deeper about the key project inputs**
- 3 **Helping to discover gaps in the team's understanding of the project**
- 4 **Facilitating constructive team discussions by making things more tangible and specific**
- 5 **Reducing inefficiencies by clarifying roles and establishing basic ways of working**
- 6 **Enabling much faster project onboarding of new team members later**





► Heuristics Evaluation

Jakob Nielsen's 10 heuristics for user interface design

- 1 Visibility**
show system status, tell what's happening
- 2 Mapping**
Use familiar metaphors & language
- 3 Freedom**
Provide good defaults & undo
- 4 Consistency**
Use same interface and language
- 5 Error Prevention**
Help users avoid making mistakes
- 6 Recognition**
Make information easy to discover
- 7 Flexibility**
Make advanced tasks fluid and efficient
- 8 Minimalism**
Provide only necessary information in an elegant way
- 9 Error Recovery**
Helps users recognize, diagnose and recover from errors
- 10 Help**
Use proactive and in-place hints to guide users

BRAND ARCHETYPES TO CREATE EMOTIONAL CONNECTIONS WITH CUSTOMERS

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The Archetypes are defined as universal, primal symbols and images that derive from the **collective unconscious**,



INNOCENT Target Women & Kids
refer to childhood memories or moments of innocence. They convey happiness & optimism.

SAGE Target Mentors & Technicians
most important thing is knowledge, they are always looking to share any kind of information.

EXPLORER Target Adventurers & Pioneers
sell a lifestyle through the feeling of freedom, courage, innovation.

HERO Target Masculine & Competitive
encourages you to fight for your dreams and achieve what you never imagined.

MAGICIAN Target Mentors & Technicians
make your dreams come true. is seen as visionary and spiritual.

REBEL Target Outraged & Outlawed
questions authority and breaks the rules, craves rebellion and revolution.

CITIZEN Target The Neighbor, Worker, Democrat
are simple, easy to understand, generating trust and friendliness with customers.

JESTER Target People Who Want To Have Fun
are humorous, fun, spontaneous and creative. Through experience of adventure and fun.

LOVER Target Mainly Female
elegance, sensitivity and sensuality. inspires love, passion and romance.

RULER Target Elitist People
Sell a lifestyle with limited access, only for people of a certain status.

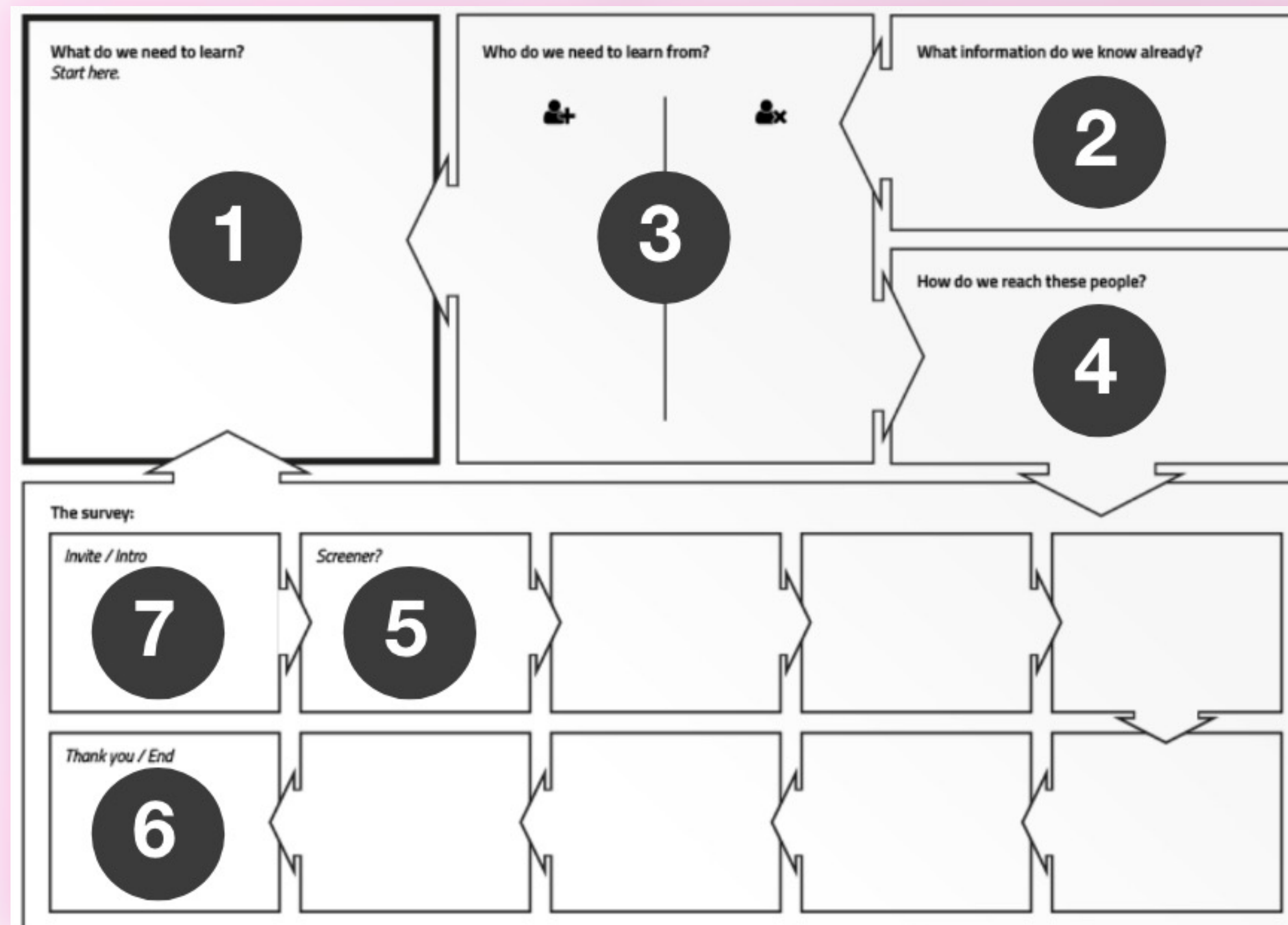
CAREGIVER Target Men & Women
convey a sense of security, trust, respect and protection. is compassionate and generous.

CREATOR Target DIY & Technology People
project innovation, promote the freedom of creation and expression of their consumers.

The Archetypes and the Collective Unconscious proposed by psychologist Carl Jung.

► Quantitative Research

Surveys are great for quickly collecting large amounts of data about your users.



LEAN SURVEY CANVAS

No more than 7 questions and avoid open answers

Collecting Data tools

- Google Form
- Survey Monkey
- Typeform

► Quality Investigation

Process of understanding user behaviors, needs and attitudes using different observation and feedback collection methods from **Users, Stakeholders** and **Experts**.

1 The 5 Why's

An iterative interrogative technique used to explore the cause-and-effect relationships underlying a particular problem. The primary goal of the technique is to determine the root cause of a defect or problem by repeating the question “**Why?**”

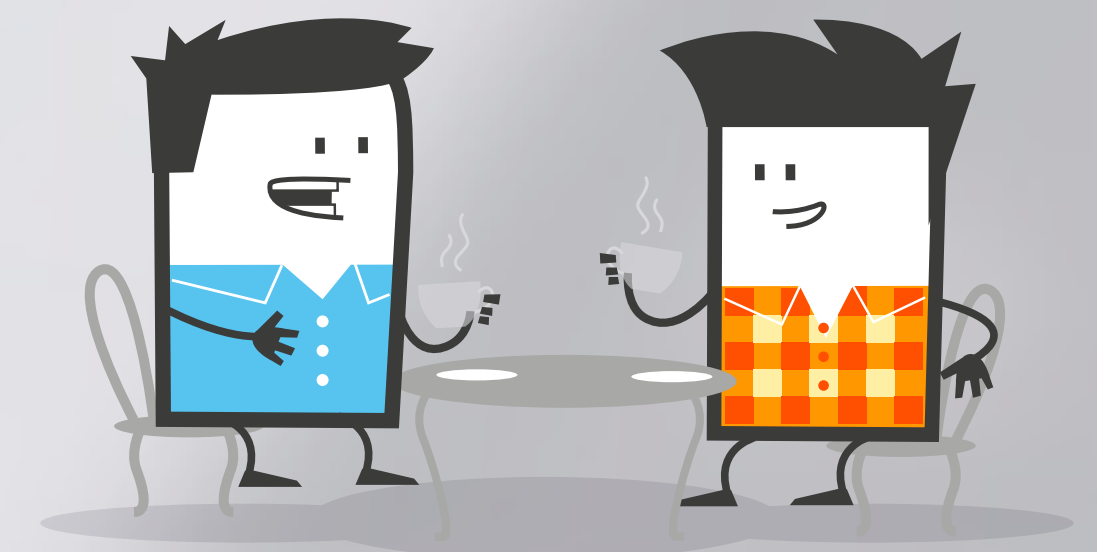
2 Usability Test + Interview MAX 30MIN & RECORDER INTERVIEW

A researcher asks a participant to perform tasks, usually using one or more specific user interfaces. While the participant completes each task, the researcher observes the participant's behavior and listens for feedback.

3 Contextual observation

Is a structured approach for interviewing and observing users while they use your product (or a stand-in for your product) in the context of their everyday life.

“it's better to do testing with somebody than nobody” *Steve Krug*

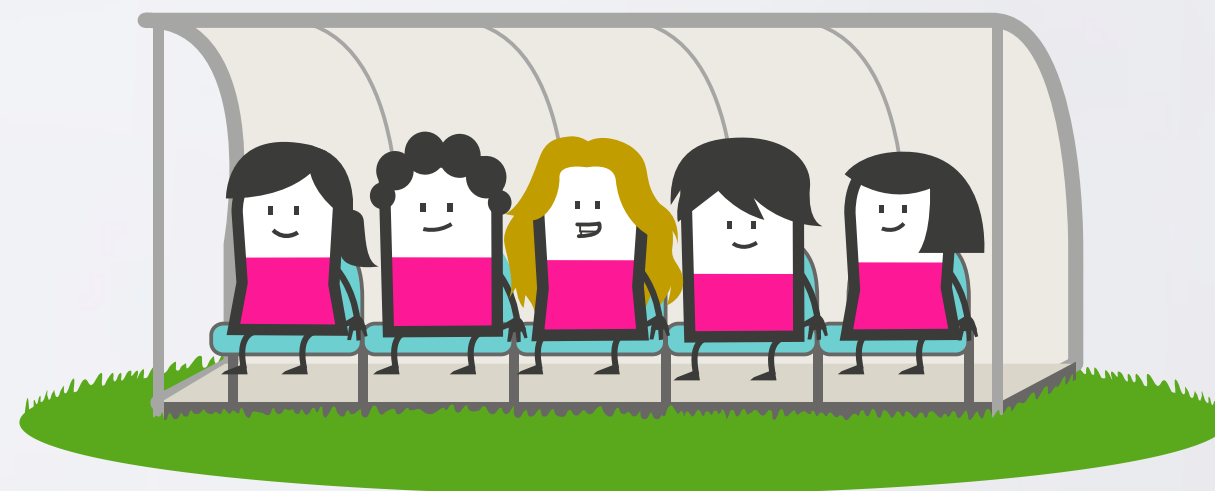
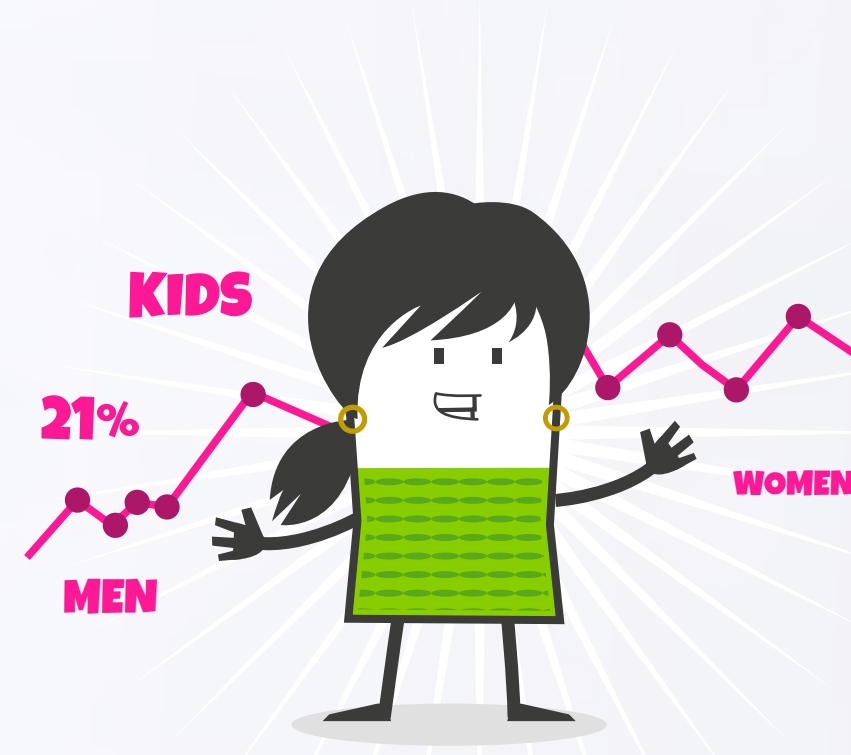


UX INSIGHTS are patterns in the observations we make in the world that help us to explain our observations.

► Affinity Diagramming

is used primarily by teams for quickly organizing by categories/groups

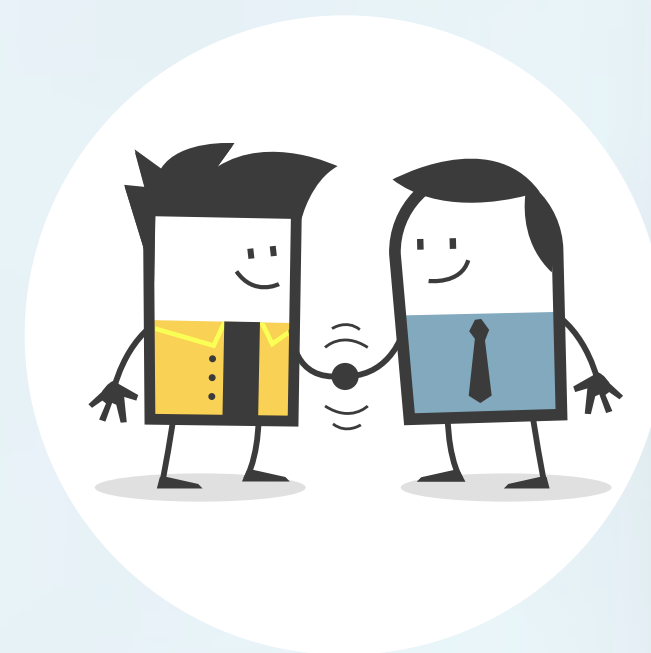
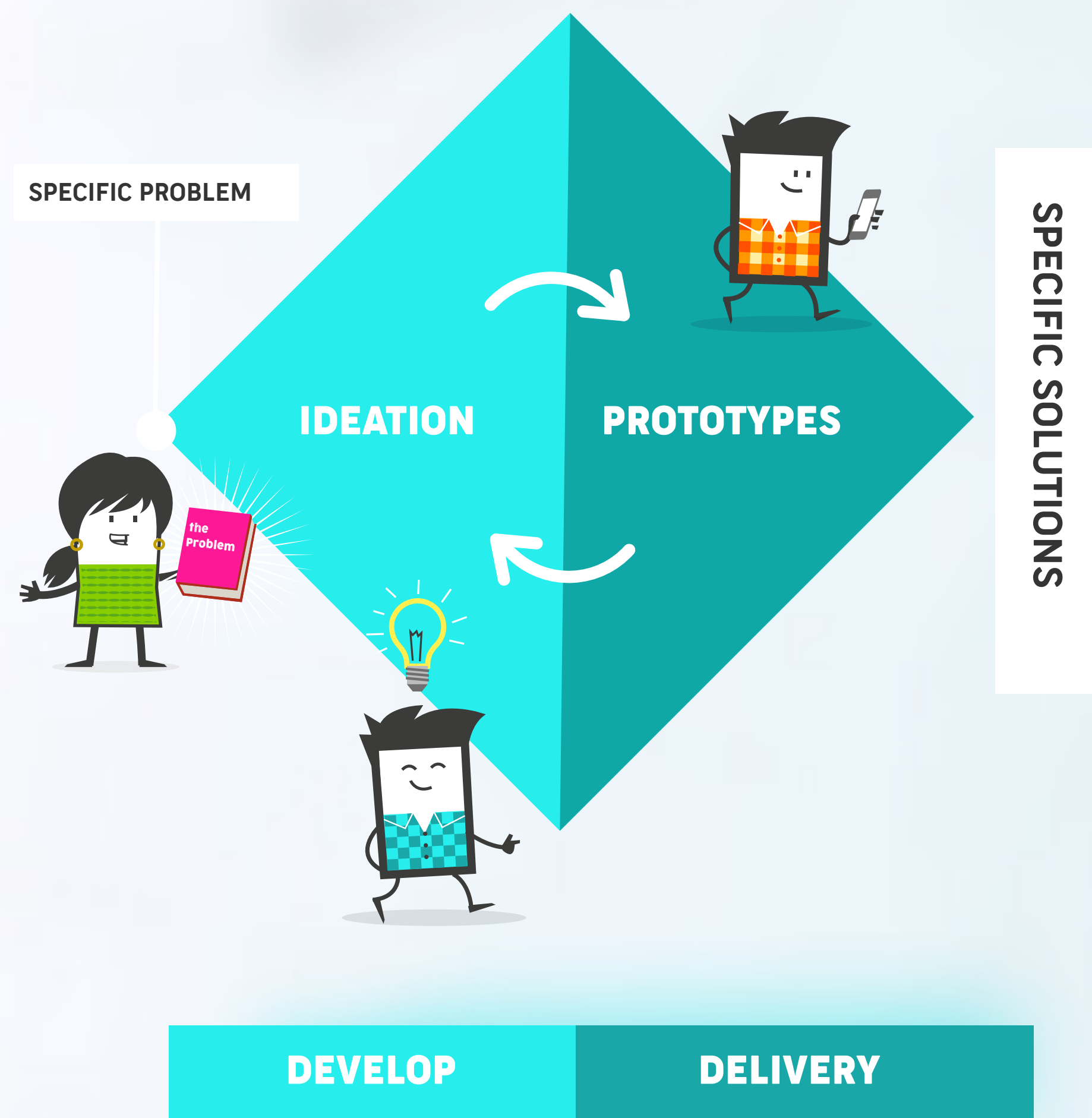
- observations from research study
- ideas that surface in design-ideation meetings
- ideas about UX strategy and vision



Diagramming Map Tools

- Figma
- Mural
- Miro





How it works?

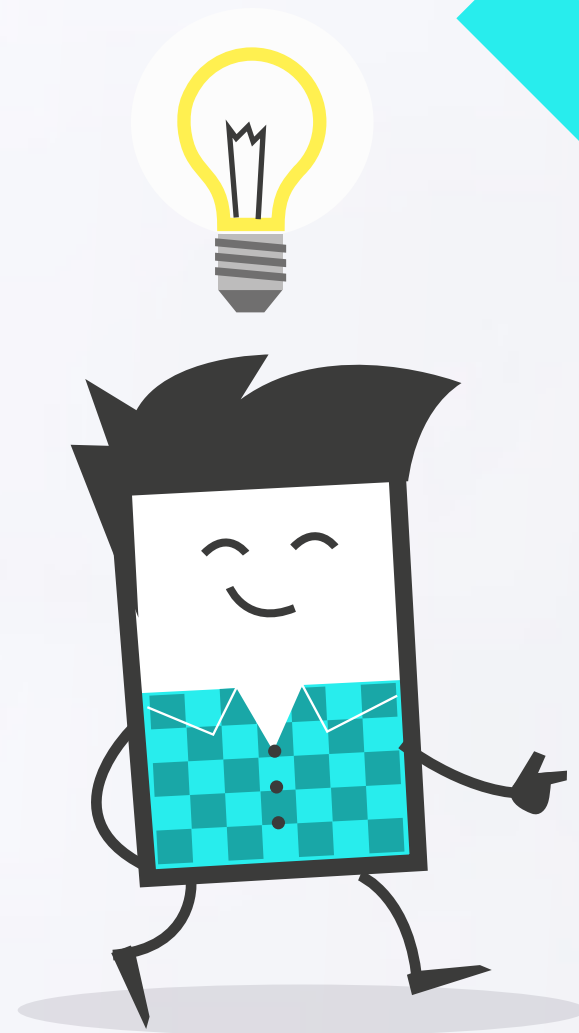
SECOND DIAMOND

UX IDEATION is a creative process where designers generate ideas in sessions like brainstorming.

UX/UI DESIGNER

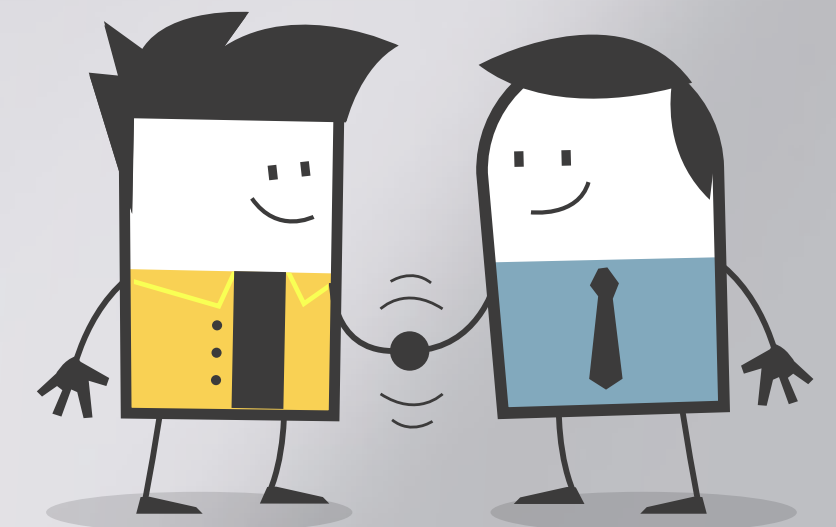
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**DEVELOP
IDEATION**



► Design Thinking

- The Golden Circle + Process Communication Model
- User Persona vs Proto Persona
- Empathy Maps
- Proto Journey Map
- Minimum Viable Product (MVP)
- Information Architecture (IA)



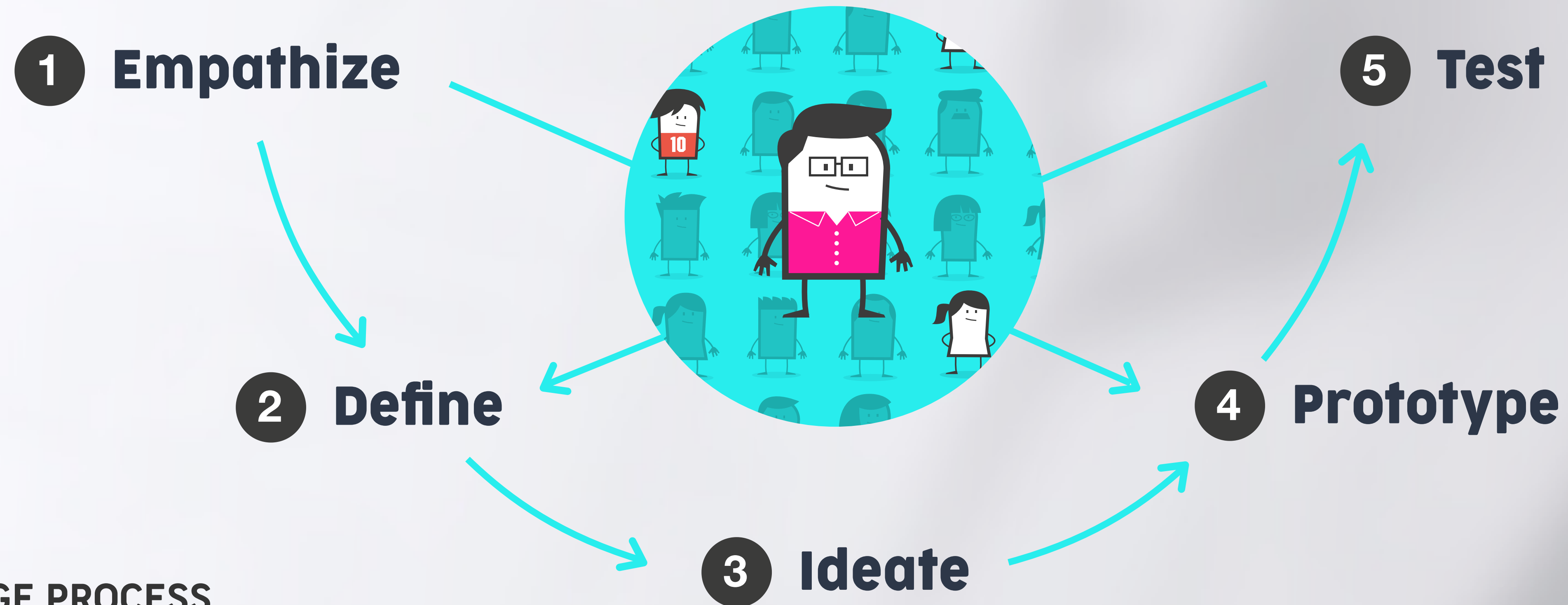
“Without data, you’re just another person with an opinion” *w. Edwards Deming*

Discovering **LEAN UX**

“everything we hear is an opinion, not a fact.
everything we see is a perspective, not the truth”
Marcus Aurelius

► Design Thinking

Design Thinking is a process for creative problem solving that **has a human-centered core**. It encourages organizations to focus on the people they're creating for, which leads to better products, services and internal processes.



5 STAGE PROCESS
OF DESIGN THINKING

PCM - PROCESS COMMUNICATION MODEL by Psychologist Dr. Taibi Kahler

Psychologist Dr. Taibi Kahler saw a pattern and sequence in the way humans interacted with one another and figured out a formula that identifies behaviour objectively. PCM was used by NASA to hire their astronauts for more than twenty years, also by US Presidents and many Fortune 500 companies to improve communication and motivate employees.

EACH OF US
IS A COMBINATION OF 6 DIFFERENT
PERSONALITIES

25%

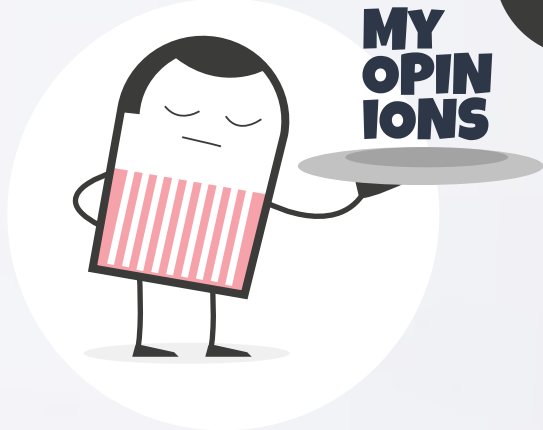


THINKER

REQUESTIVE THOUGHTS

WHAT DO YOU THINK?

10%



PERSISTER

REQUESTIVE OPINIONS

WHAT DO YOU BELIEVE?

5%



PROMOTER

DIRECTIVE ACTIONS

LET'S DO THIS NOW!

30%

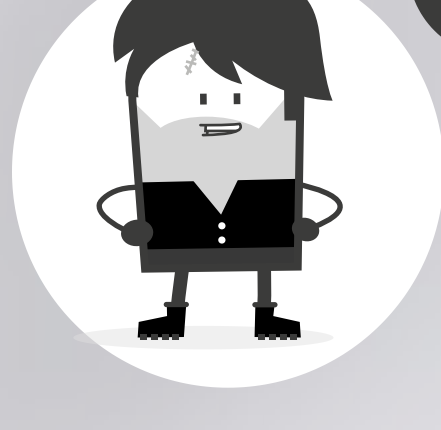


HARMONISER

NUTURATIVE EMOTIONS

HOW DO YOU FEEL?

20%

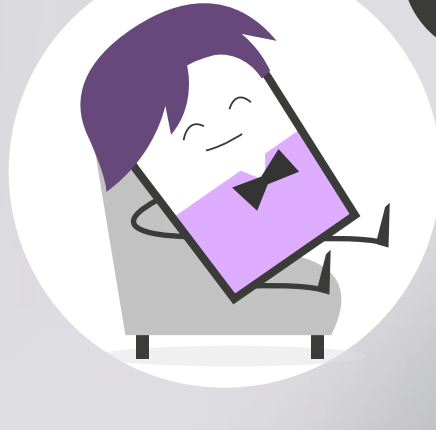


REBEL

EMOTIVE REACTIONS

HEY! I LIKE THESE!

10%



IMAGINER

DIRECTIVE REFLECTIONS

GO AND DO THIS ALONE

THEY ARE ORGANISED LIKE FLOORS IN A BUILDING WITH OUR "BASE" OR BOTTOM FLOOR REPRESENTING OUR CORE. Each floor of the building represents different attributes including motivational needs, character strengths, communication styles, and environmental preferences, and how we respond to stress.

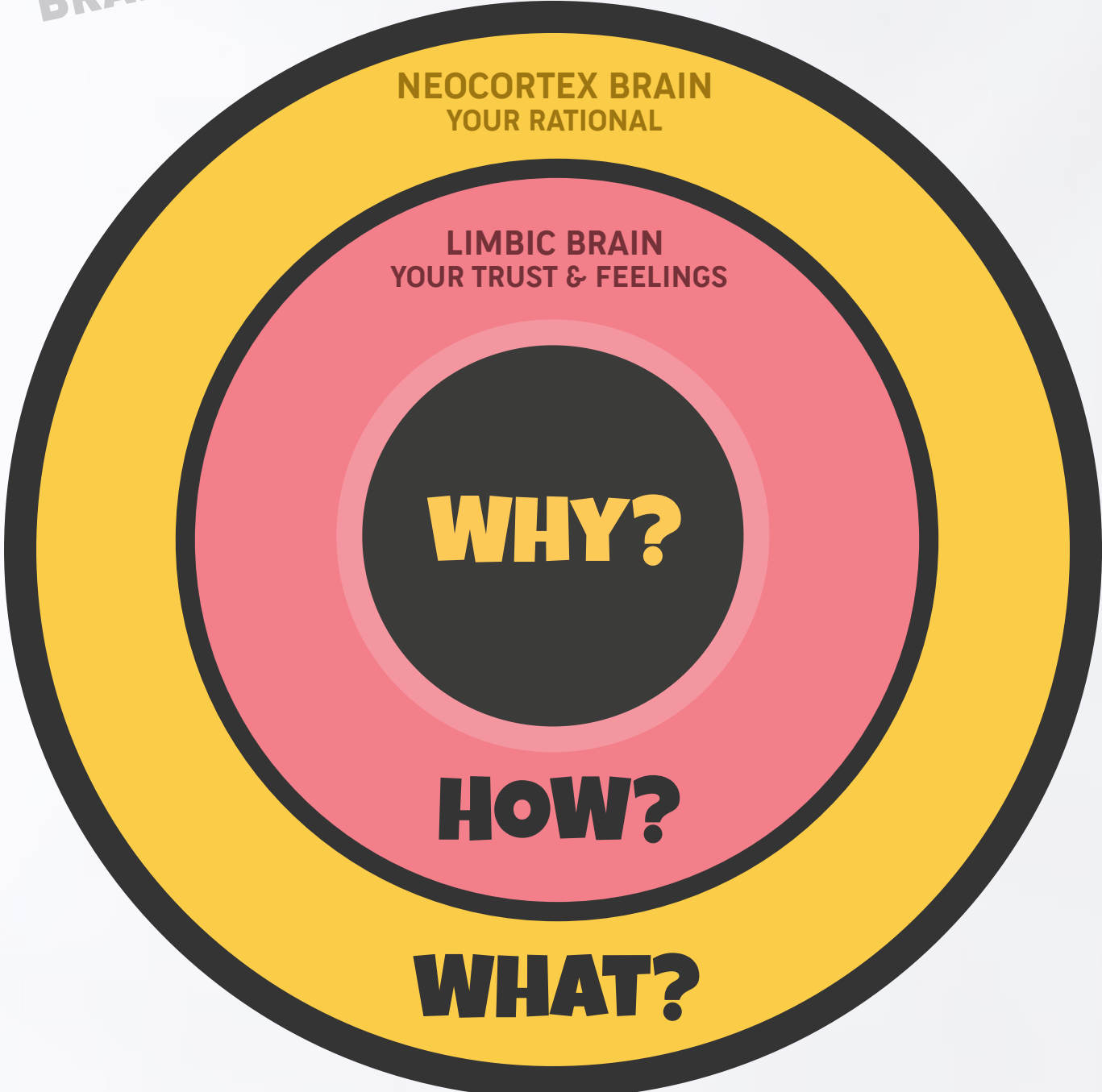
THE GOLDEN CIRCLE by Simon Sinek

All the great leaders and organisations communicate in the same way. The power of WHY is not opinion. It's biology. Its principles are deeply grounded in the tenets of human decision making. How the Golden Circle works maps perfectly with how our brain works.

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THE GOLDEN CIRCLE
BRAIN-FRIENDLY



ACT, THINK & COMMUNICATE THE **INSIDE OUT!**

1

WHY DO YOU DO WHAT YOU DO?

LIMBIC BRAIN YOUR **PURPOSE**

WHY IS NOT ABOUT MAKING MONEY. THAT'S THE RESULT AND THE REASON WHY YOUR PRODUCT/COMPANY EXISTS.

ONLY FEW PEOPLE & ORGANISATIONS KNOW WHY THEY DO WHAT THEY DO.

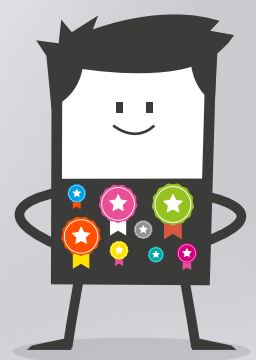


"People don't buy WHAT you do, they buy WHY you do it".

2

HOW YOU DO IT

LIMBIC BRAIN YOUR **PROCESS**



HOW ARE THE THINGS THAT MAKE YOU SPECIAL OR SET YOU APART FROM YOUR COMPETITORS.

Limbic Brain controls behaviour and decision making. The "Gut" feelings and loyalty.

NORMALLY PEOPLE & ORGANISATIONS KNOW HOW THEY DO WHAT THEY DO.

3

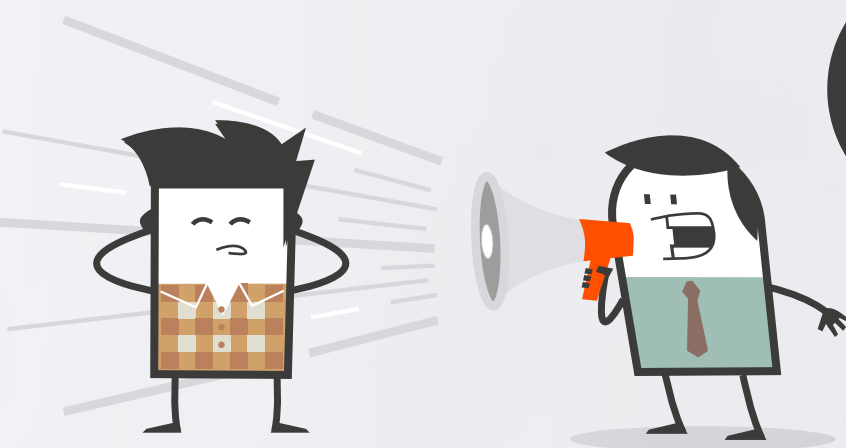
WHAT YOU DO

NEOCORTEX BRAIN YOUR **RESULT**

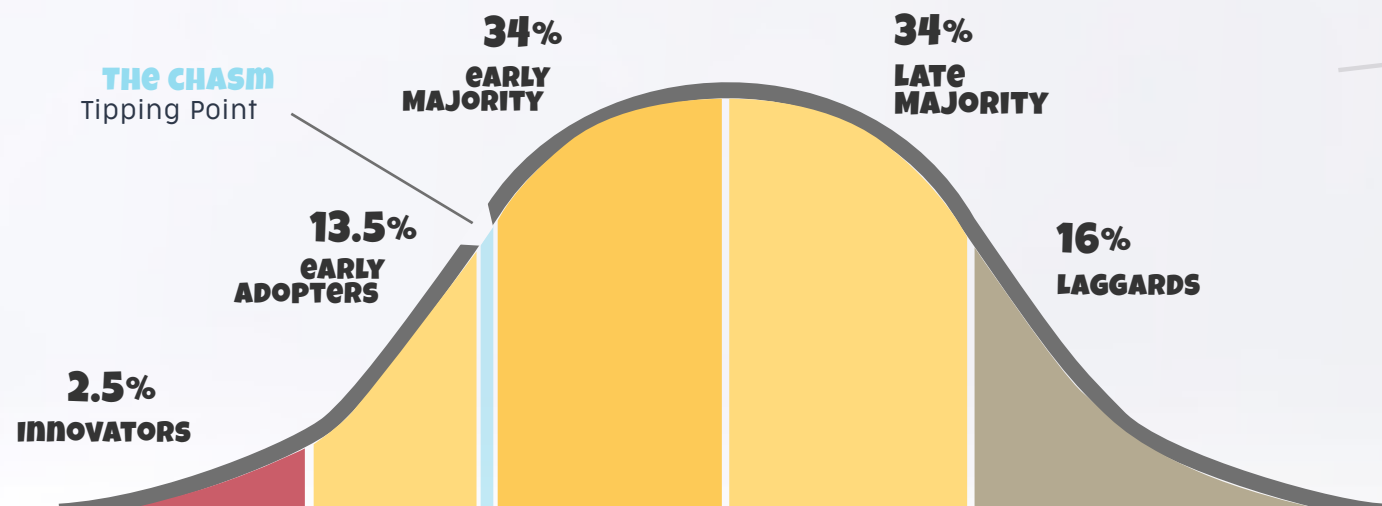
EVERY ORGANIZATION ON THE PLANET KNOW WHAT THEY DO.

THE PROOF. THE RESULT OF HOW and WHY. THE PRODUCTS OR SERVICES THAT YOU OFFER OR SELL.

Neocortex Brain controls senses, spatial reasoning, analytical thinking and language



the LAW OF DIFFUSION OF INNOVATION

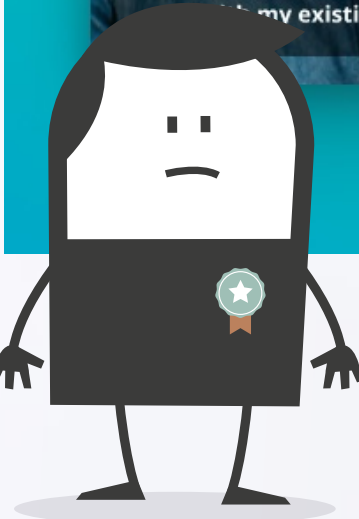
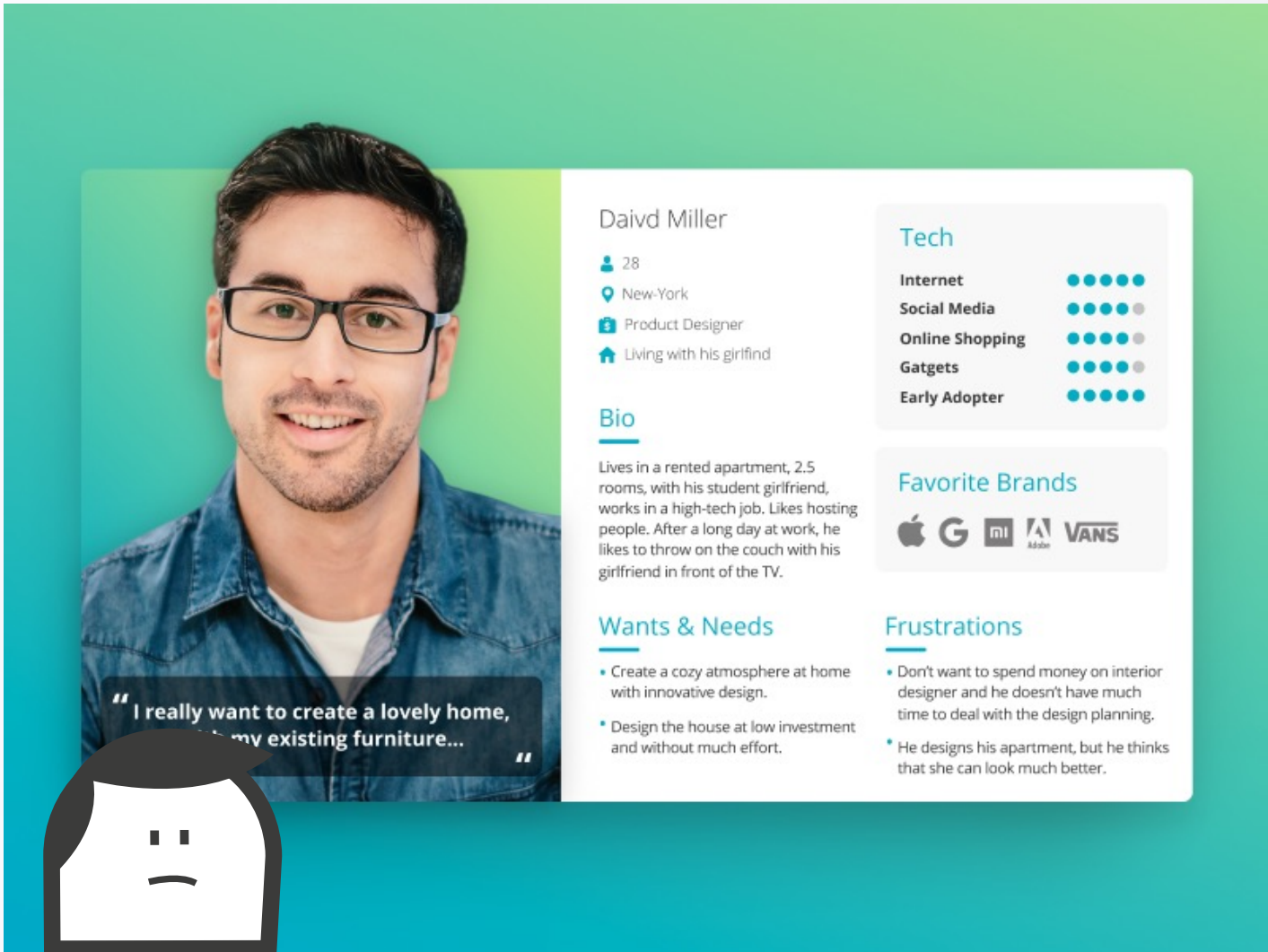


The Golden Circle explain how legendary leaders like Steve Jobs, Martin Luther King Jr., and the Wright brothers were able to inspire, rather than manipulate, in order to motivate people. It is the framework for the WHY.

Proto-Persona is the best option because is **easy to design** for everyone.

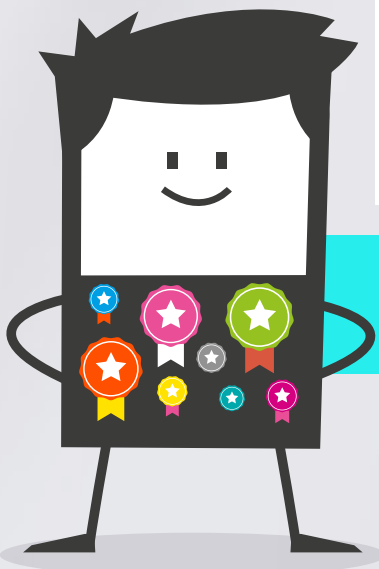
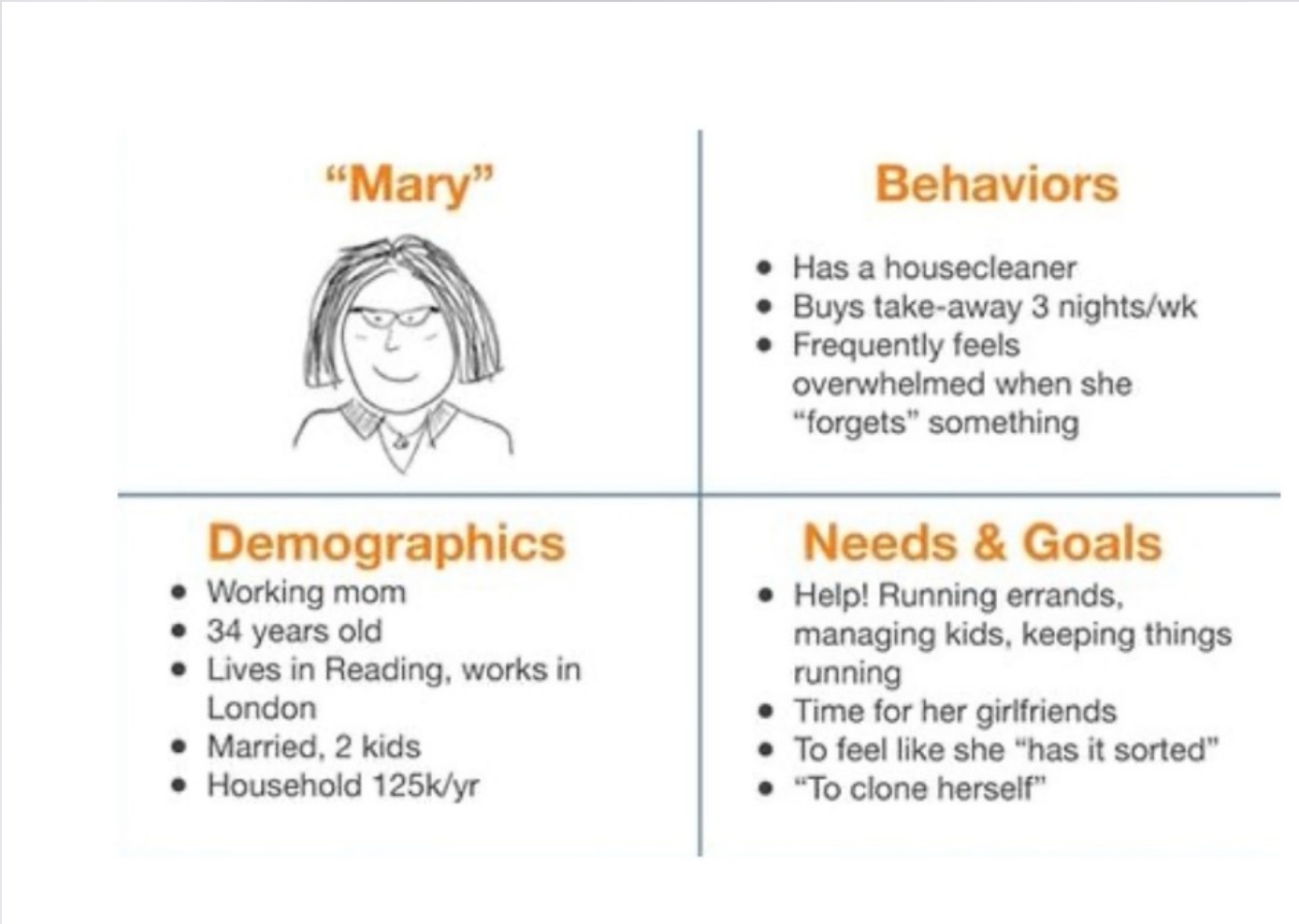
User Persona

User personas are archetypical users whose goals and characteristics represent the needs of a larger group of users.



Proto-Persona

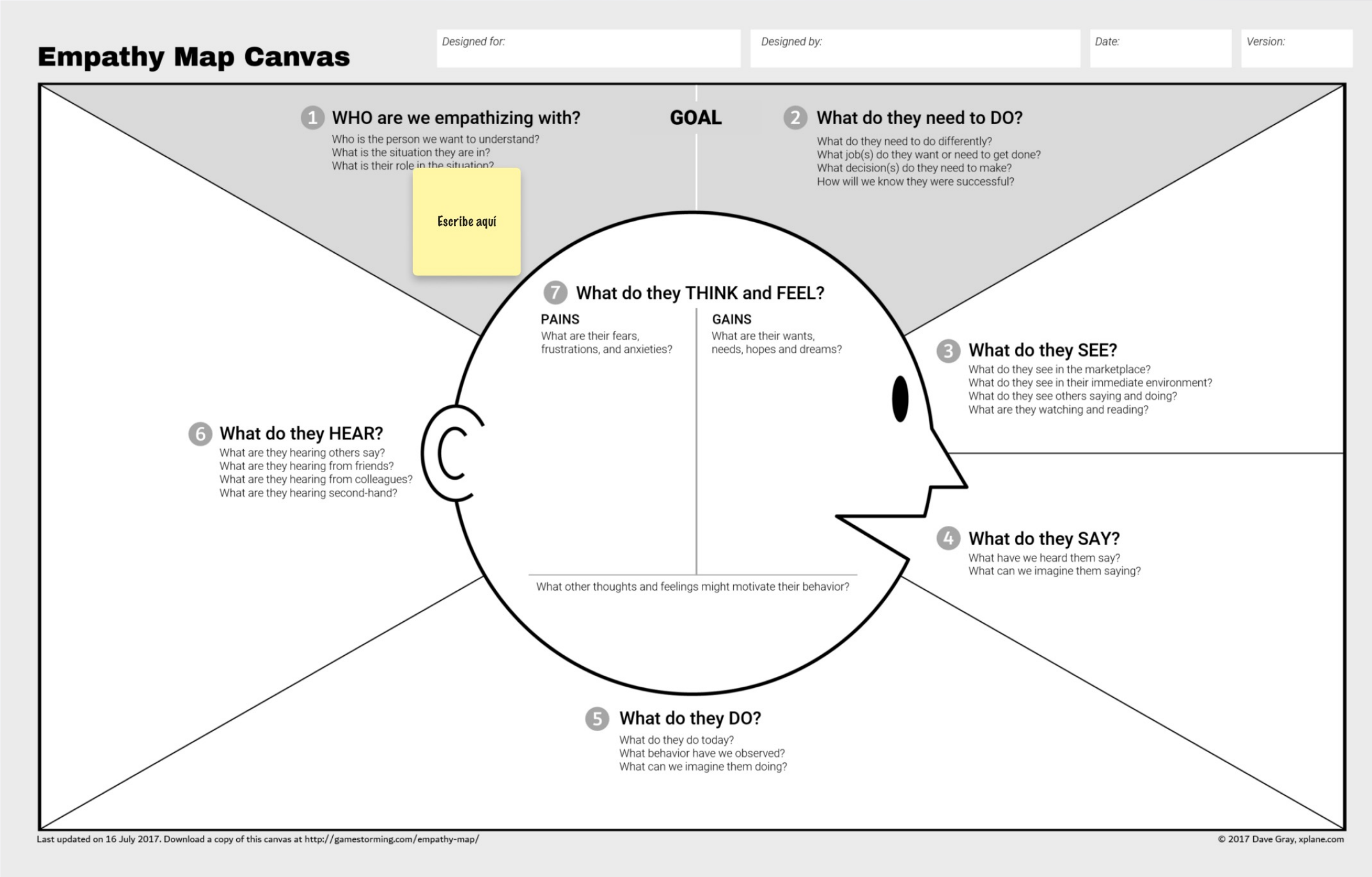
or Ad-Hoc Persona is a persona that is created using a project stakeholder’s intuition and anecdotal evidence.



CAN BE CREATED MORE FAST AND EASY BEFORE THE INVESTIGATION IS DONE

► Empathy Map

help everyone in your organization understand your **customers feelings and experiences.**

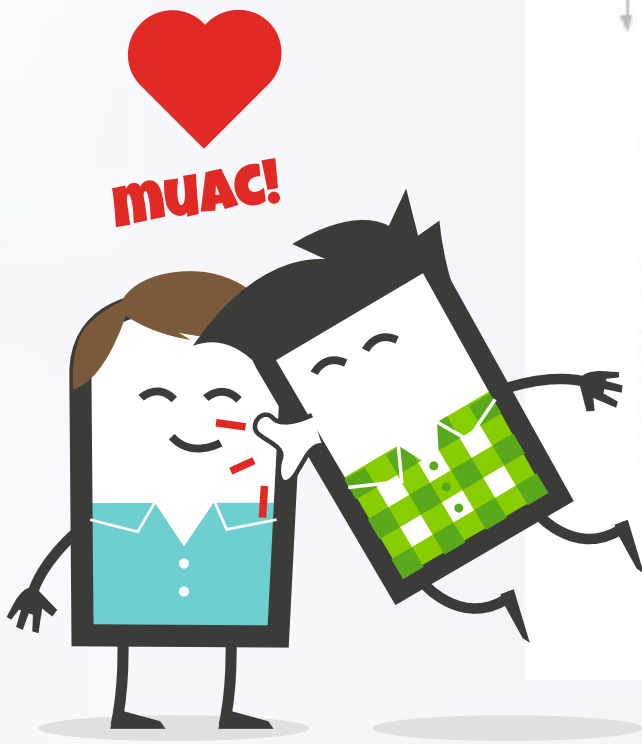
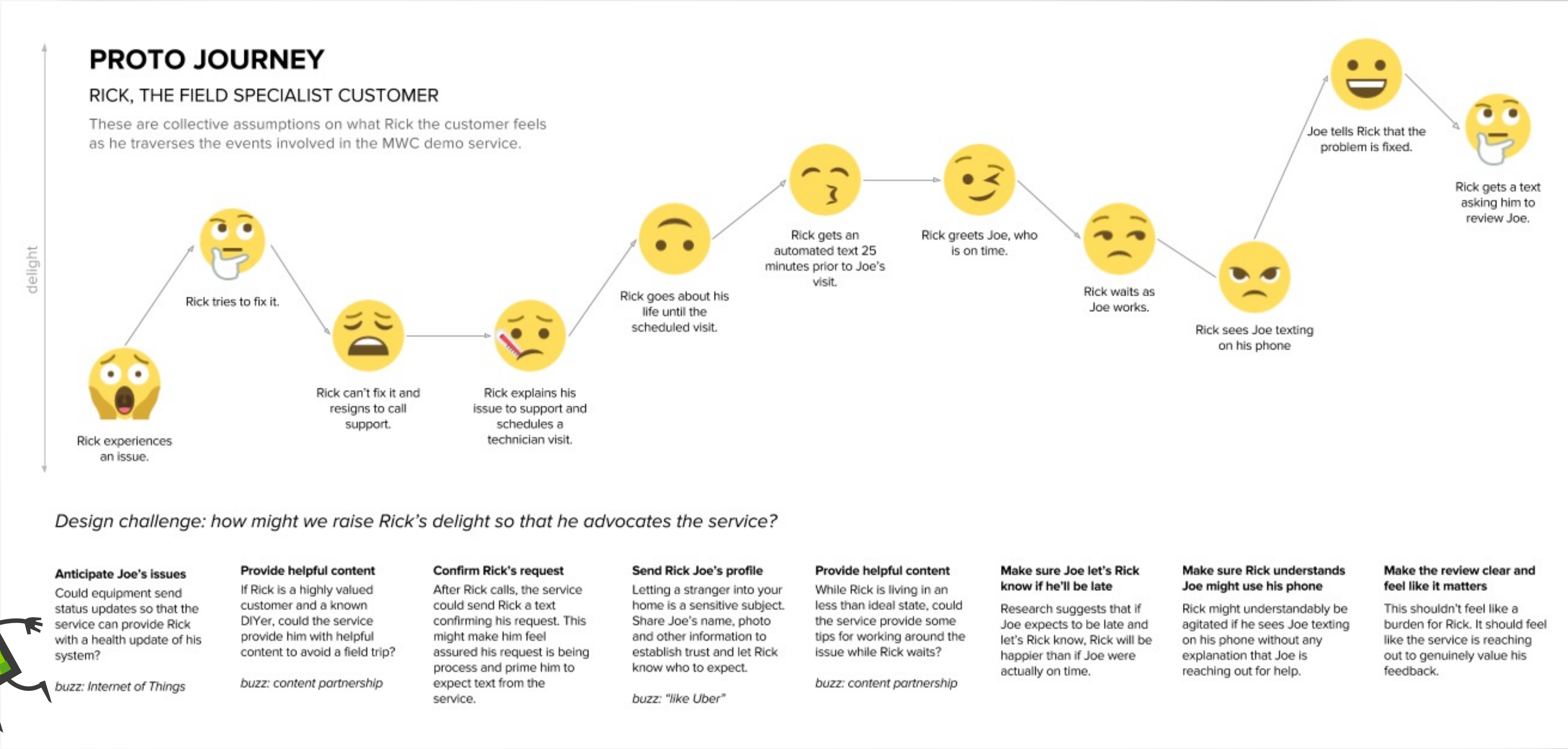


ONLY CAN BE USED WITH
USER PERSONA

ALWAYS USE
A TIMER



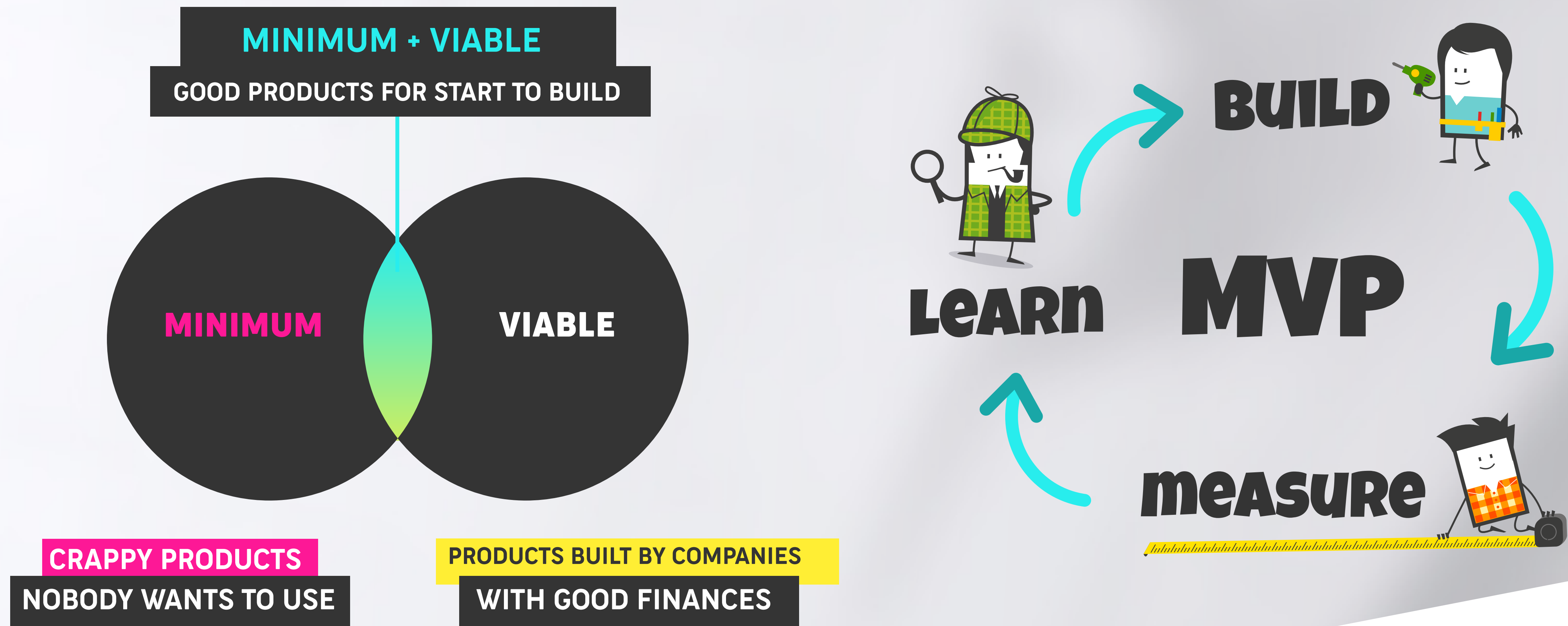
▶ Proto Journey Map



At the heart of a **JOURNEY MAP** are customer **feelings, motivations, wants and needs**, that is the customer truth. By revealing these emotions and desires, the maps educate employees, helping them to empathise and to take action.

▶ Minimum Viable Product (MVP)

MVP is a product with **enough features to attract early-adopter customers** and validate a product idea early in the product development cycle.



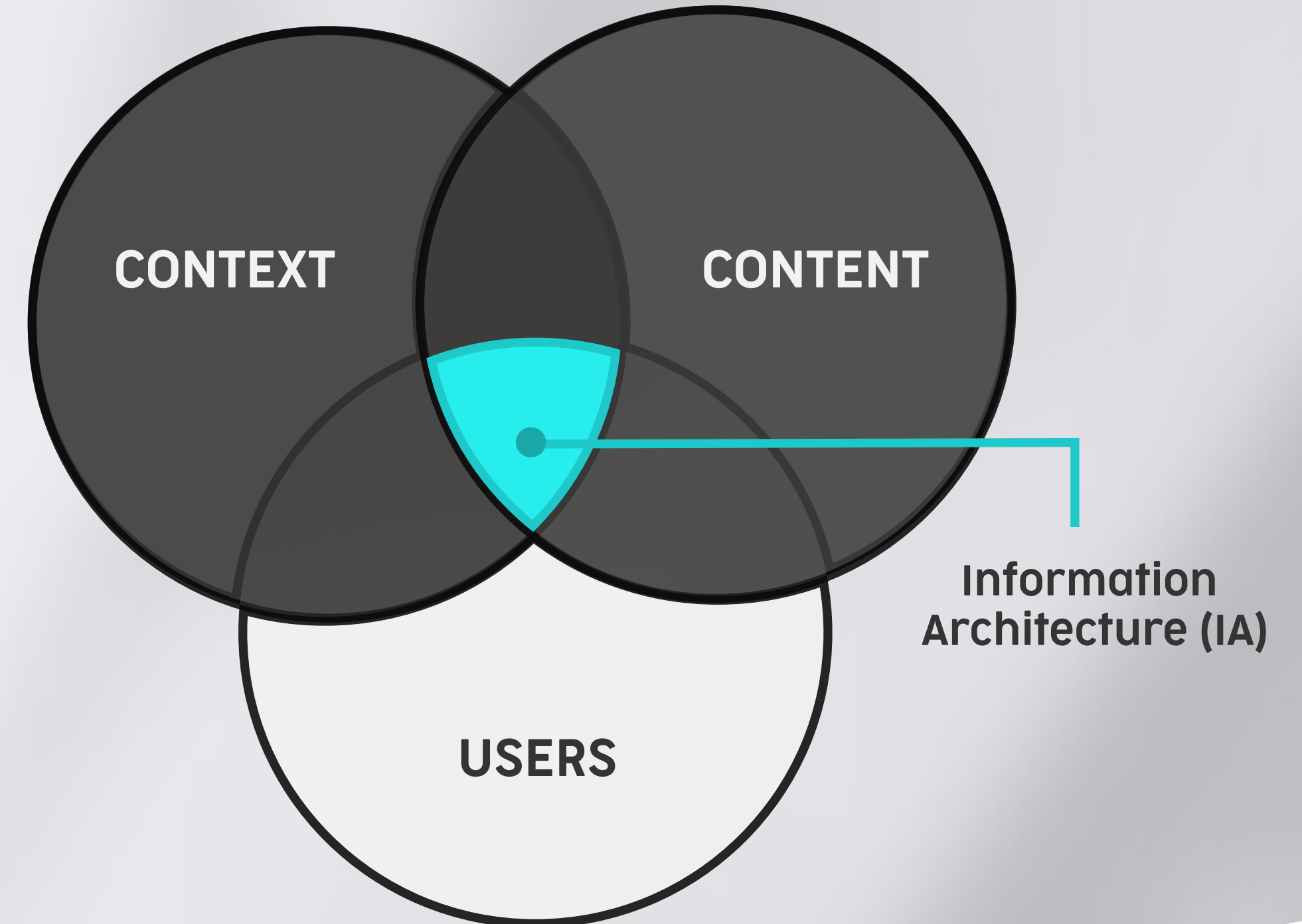
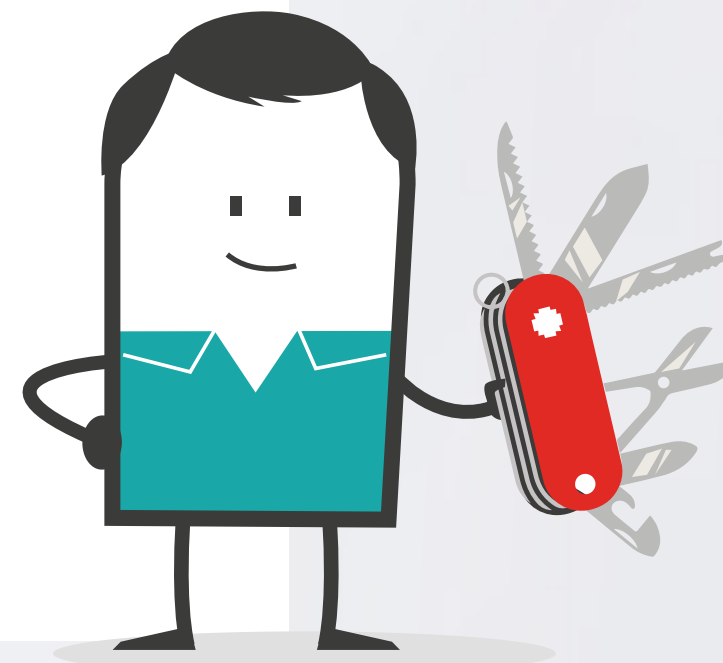
► Information Architecture (IA)

The art and science of organizing and labelling digital products to support usability and findability.

FIVE HAT RACKS

THE ONLY 5 WAYS TO ORGANIZE INFORMATION

- 1 **Location**
- 2 **Alphabet**
- 3 **Time**
- 4 **Category**
- 5 **Hierarchy**





Handset flattened, squared-off profile, smaller, lighter, and less likely to turn in the hand, and it stayed in place when cradled against the shoulder.

The extensible cable avoided that cable be entangled and adapted to the necessary length.

They studied measurements of over 2000 human faces to determine the average space between the mouth and the ear.

The numbers and letters outside the finger holes preventing the graphics from rubbing off over time and kept them visible while the dial turned.

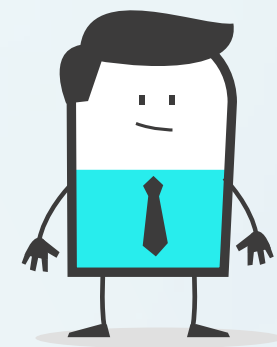


Henry Dreyfuss
was one of the celebrity industrial designers who pioneered his field.

1904-1972

WESTERN ELECTRIC MODEL 500 TELEPHONE designed by Henry Dreyfuss

UI / User Interface



“Every great design begins
with an even better story.”

Lorinda Mamo

UI DESIGN

TRENDS 2021

**DARK
MODE**

**3D
EVERYTHING**

**PASTEL
COLORS**

**LIQUID
GRADIENTS**

**FROSTED
ELEMENTS**

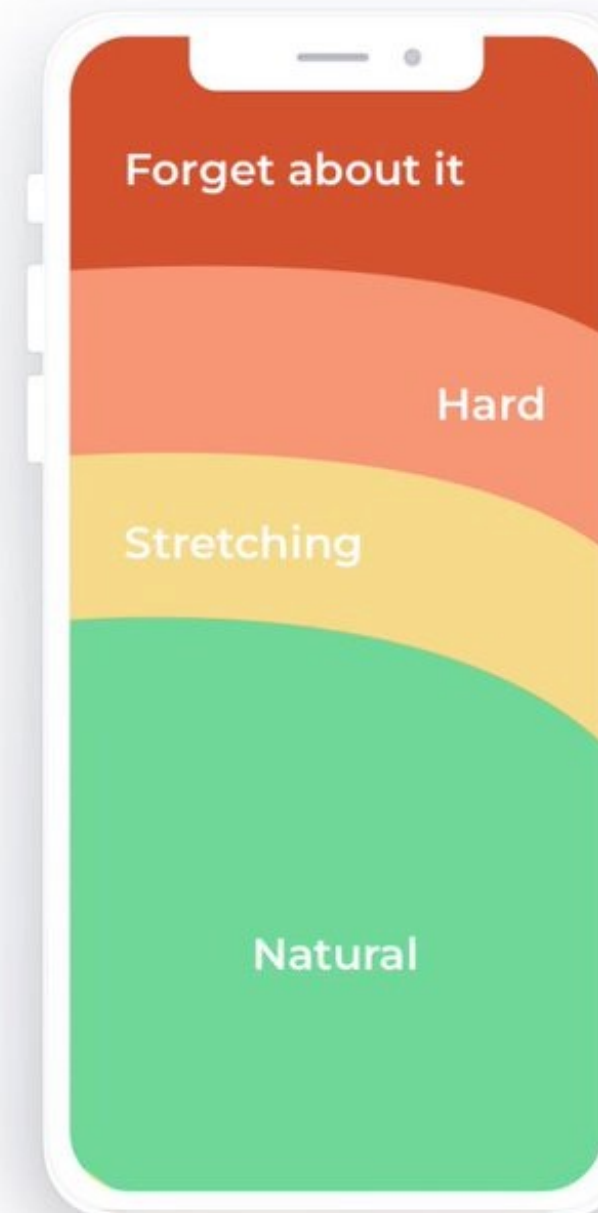
**BIG
TYPOGRAPHY**

UI TIPS & TRICKS

Thumb Zone

How easy it's for our thumbs
To tap areas on a phone's screen

Reach Area



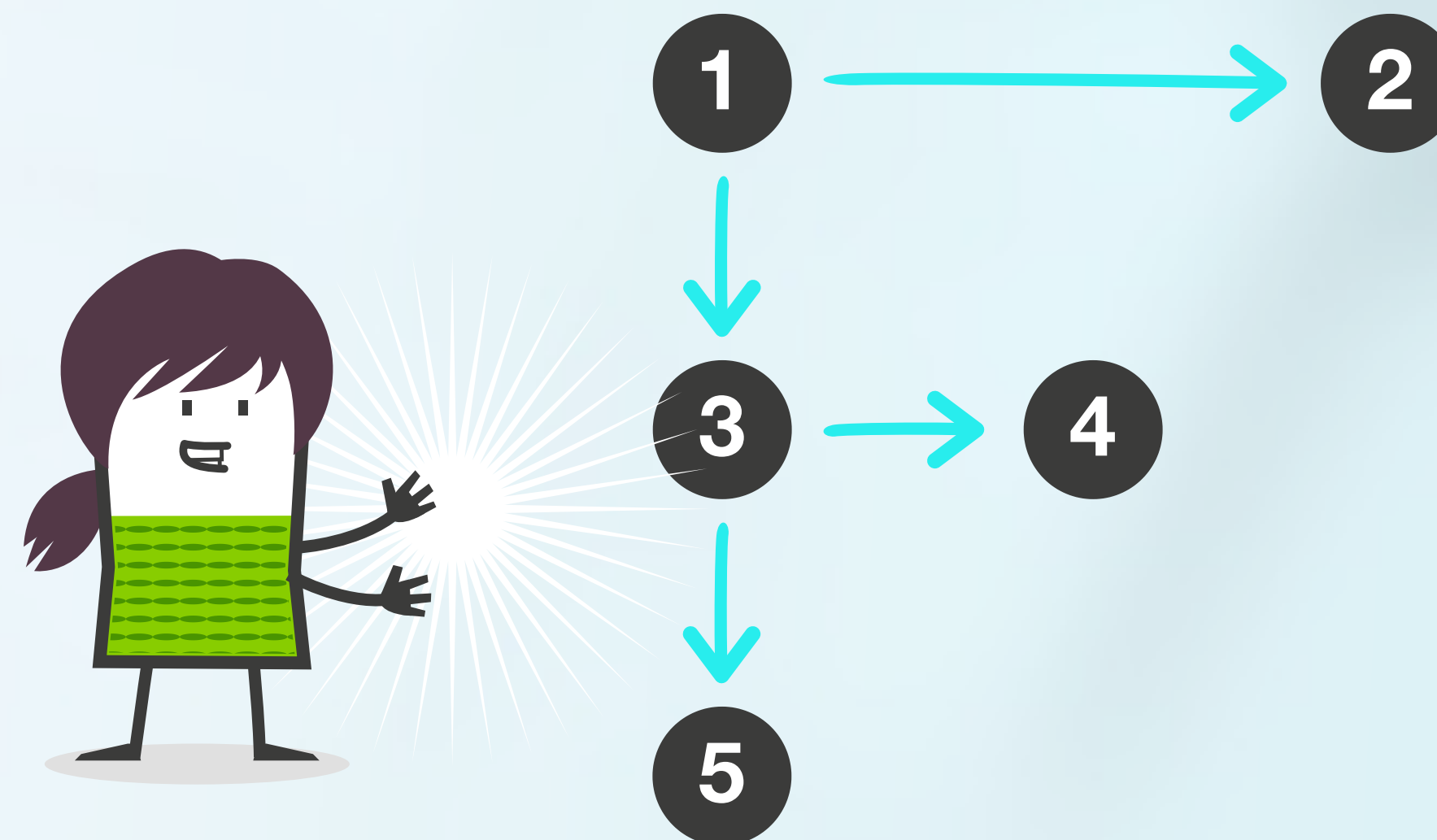
Left hand



Right hand

UI TIPS & TRICKS

**People don't read
they scan**



UI TIPS & TRICKS

**The huamn mnid deos
not raed ervey lteter
by istlef, but the wrod
as a wlohe.**

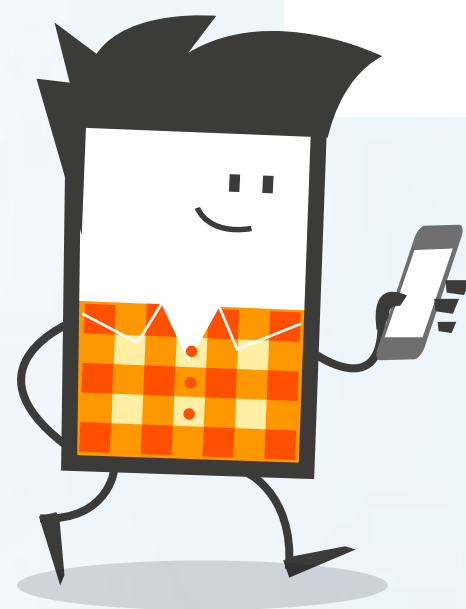


The first and the last letter
must be in the right place,
rest can be a total mess.

huam**n**

UI TIPS & TRICKS

**Writing a sentence,
divide the words into
shape clusters, by 2 to 4
words at the time.**



Most people can only
decode 4-5 pairs
before needing a break.



Don't write stressful paragraphs

This is just a sample text to show you how hard and time-consuming it is to read this long text. It's not easy to scan for the human eye, and we feel that we don't want to read this text event in the beginning. And I totally understand, it's painful. But, anyway thank you for read.



But on the other hand,
it's effortless to read this one.

Because words are
grouped together into 3-5 pairs.

A beautifully designed text structure
creates a seamless experience.

Desktop

text size 18px is easy to read

Mobile

text size 16px is easy to read



UI TIPS & TRICKS

color Rule

60:30:10

60% of dominant color
e.g. background

30% of second color
e.g. section

10% of accent color
e.g. button/fonts

UI TIPS & TRICKS

inclusive design

4% of people worldwide
live with **visual impairments.**

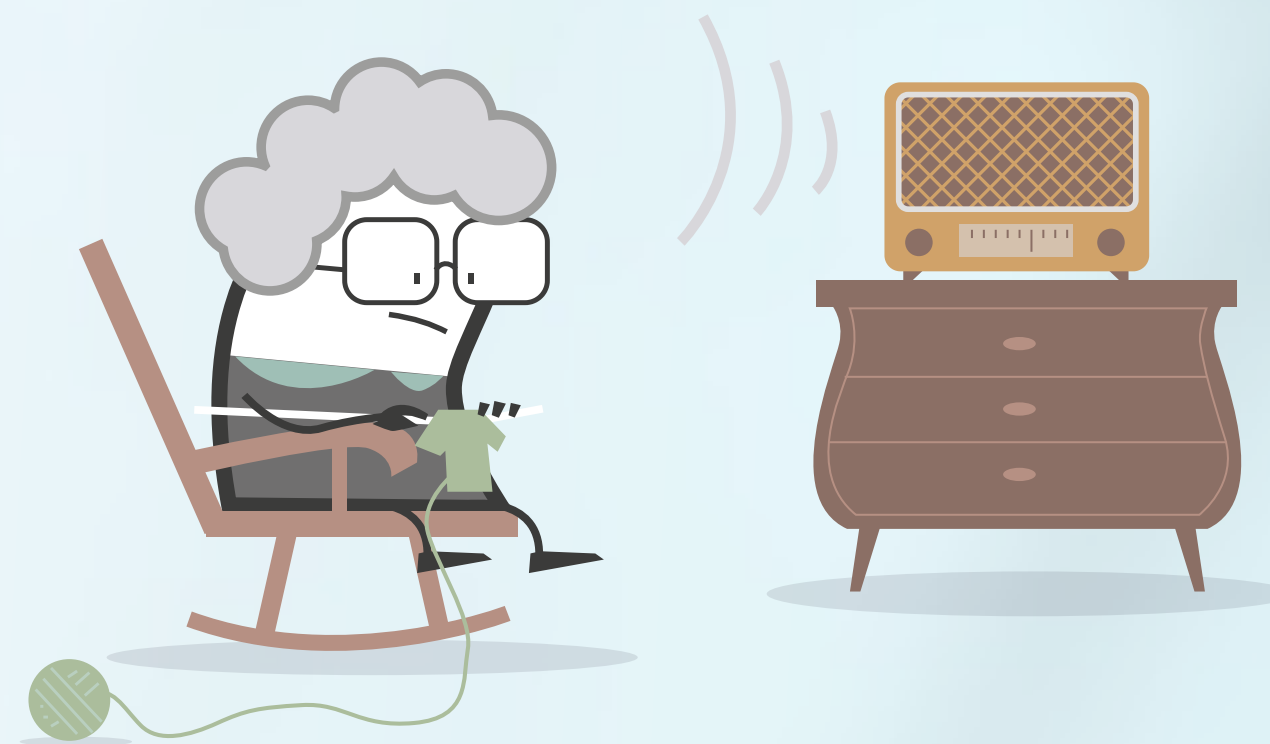
Tritanopia Color Blindness

Peripheral Blocked Vision

Visual Acuity Impairment

Diabetic Retinopathy

Ghosting Issues



Being a designer means
taking care of all users
and make products as
accessible and friendly
as possible.

My projects

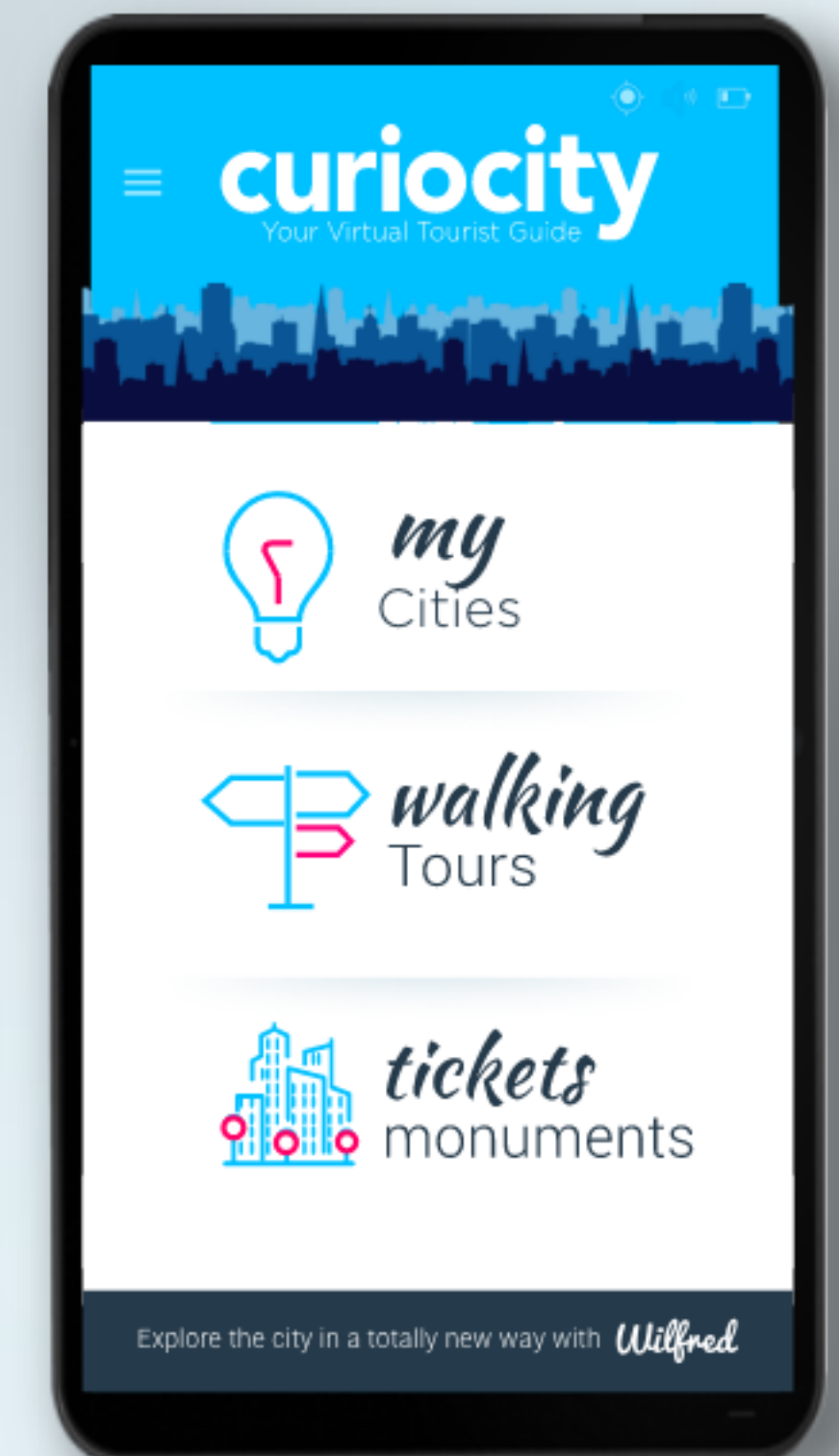
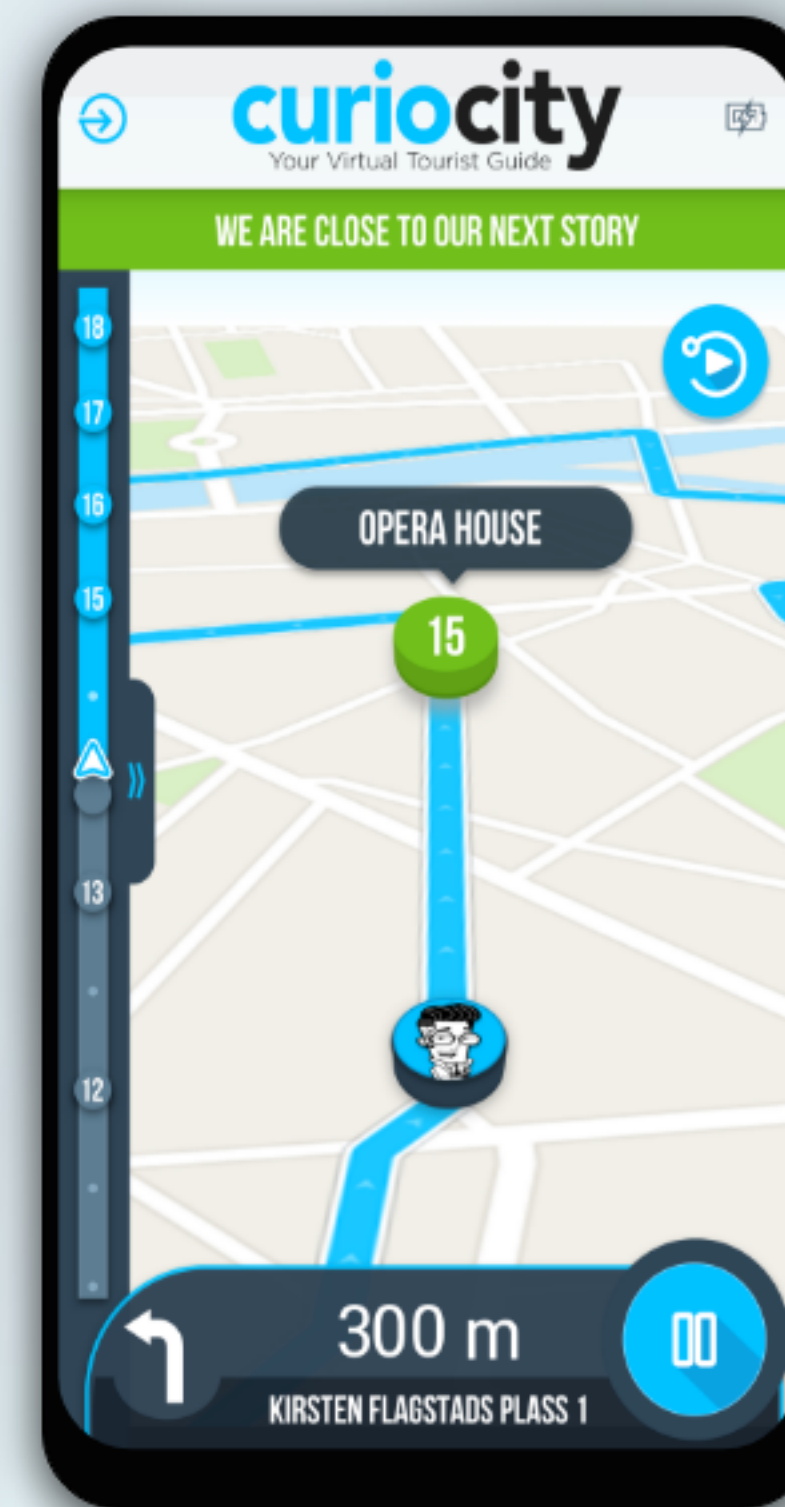
Success is the sum of small efforts - repeated day in and day out.

Robert Collier

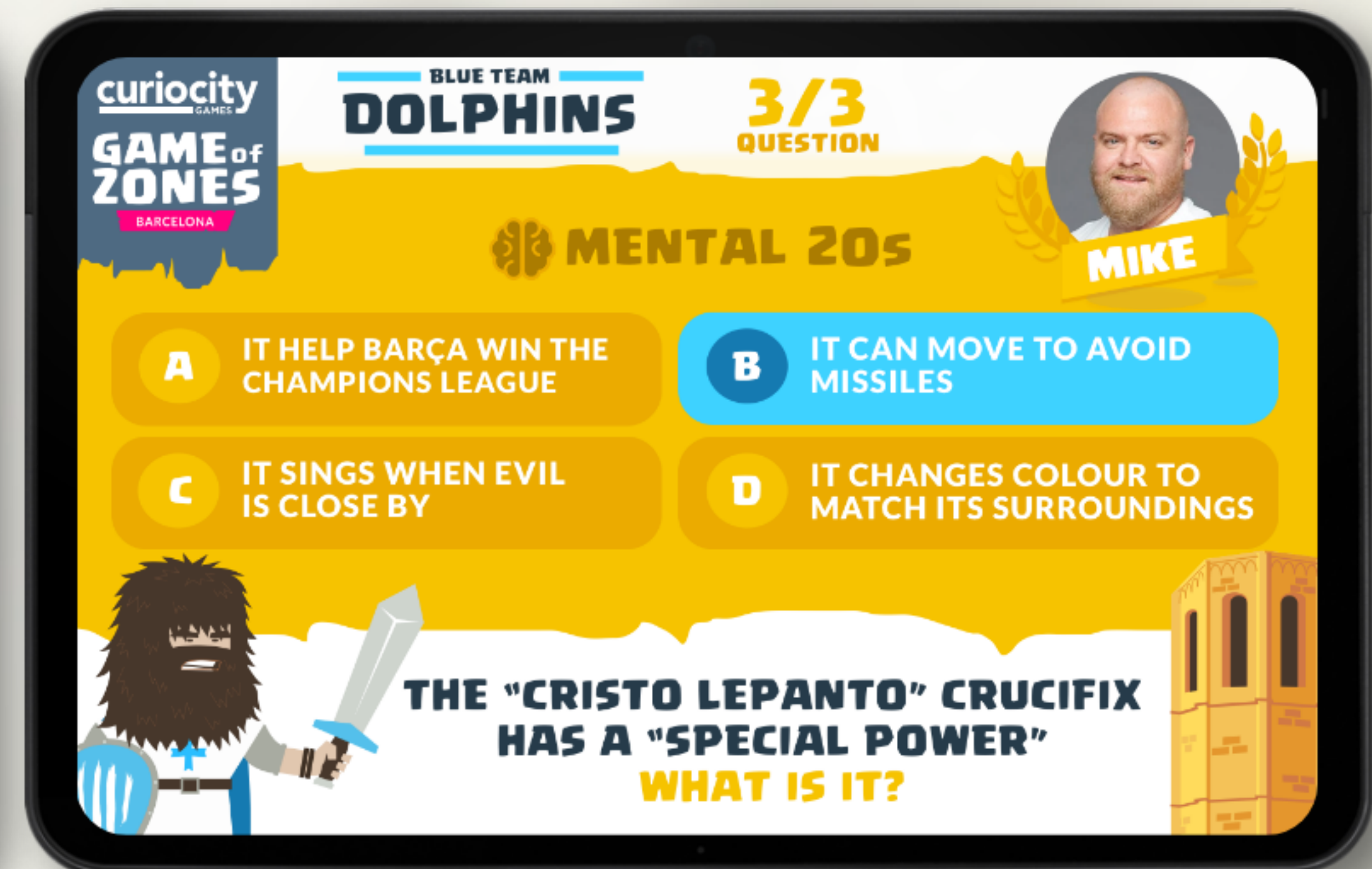
curiosity
Your Virtual Tourist Guide

CURIOCITY is a disruptive virtual tourist guide service to discover cities in a new way.
The project wins several awards and is a Case of Study at the University of Barcelona.

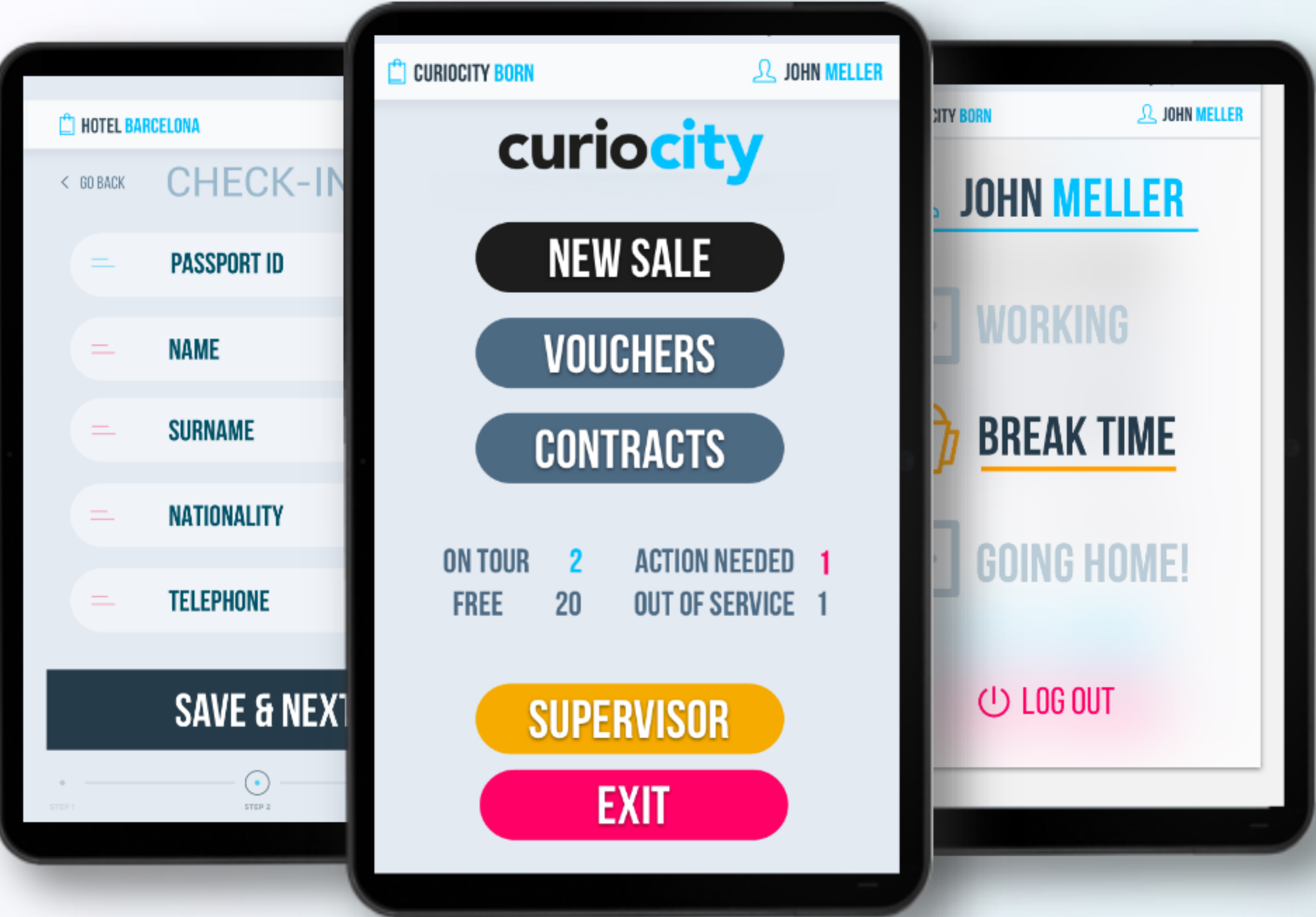
+180 STORIES
5 LANGUAGES
INTERACTIVE



CURIOCIITY GAMES is a team-building games service (treasure hunter) for DMC companies.
Is linked with Curiosity project adding gamification experience to the main service.



CURIOCIITY POS is an app developed to manage and create the rental contracts associated to the service.
Is linked with Curiosity project to generate the activation QR codes necessary to start the Curiosity experience.

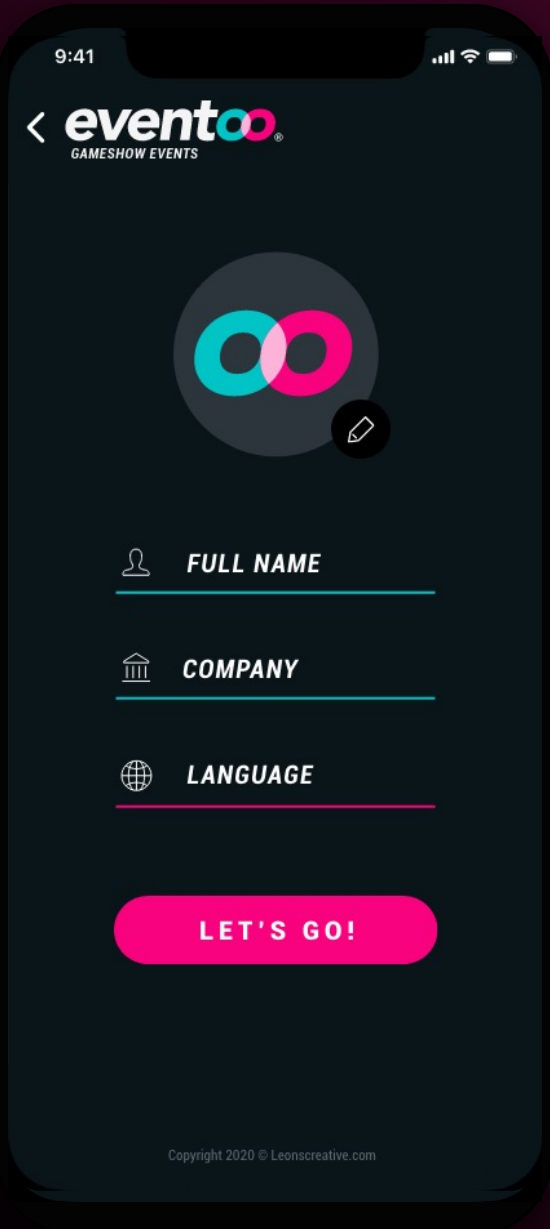
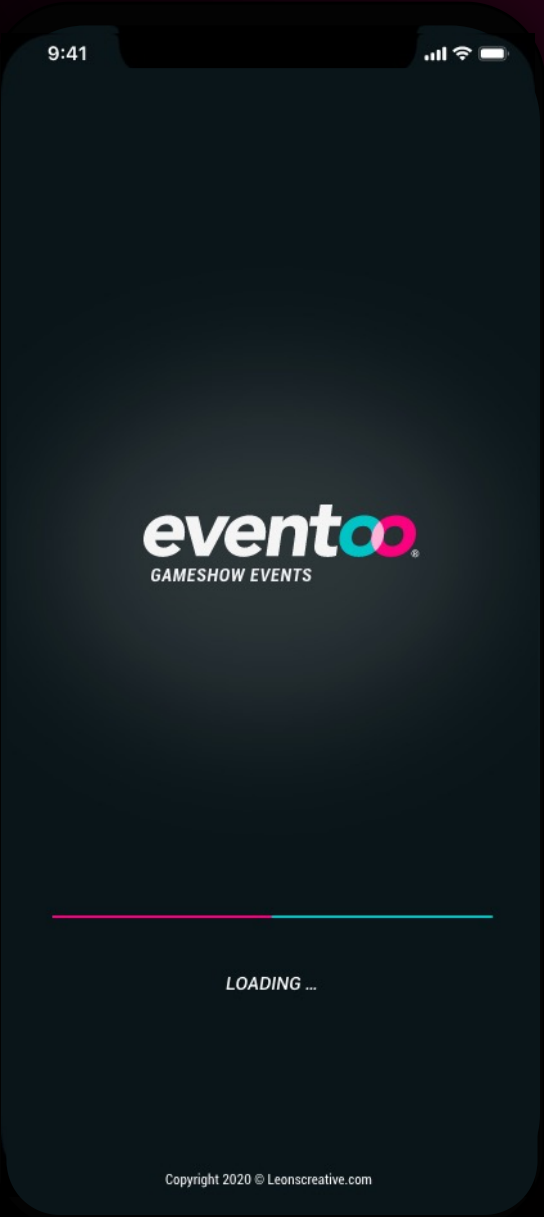


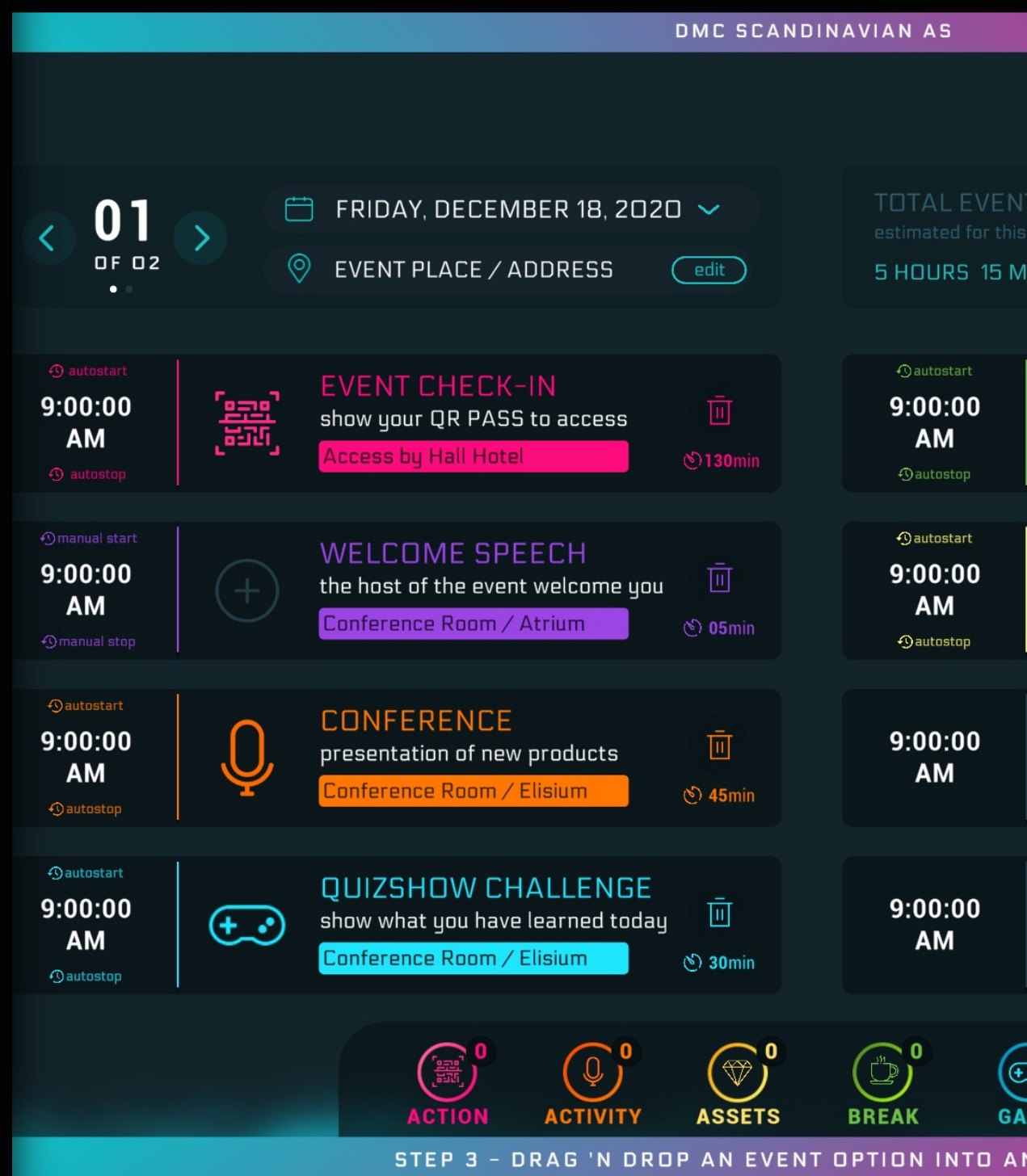
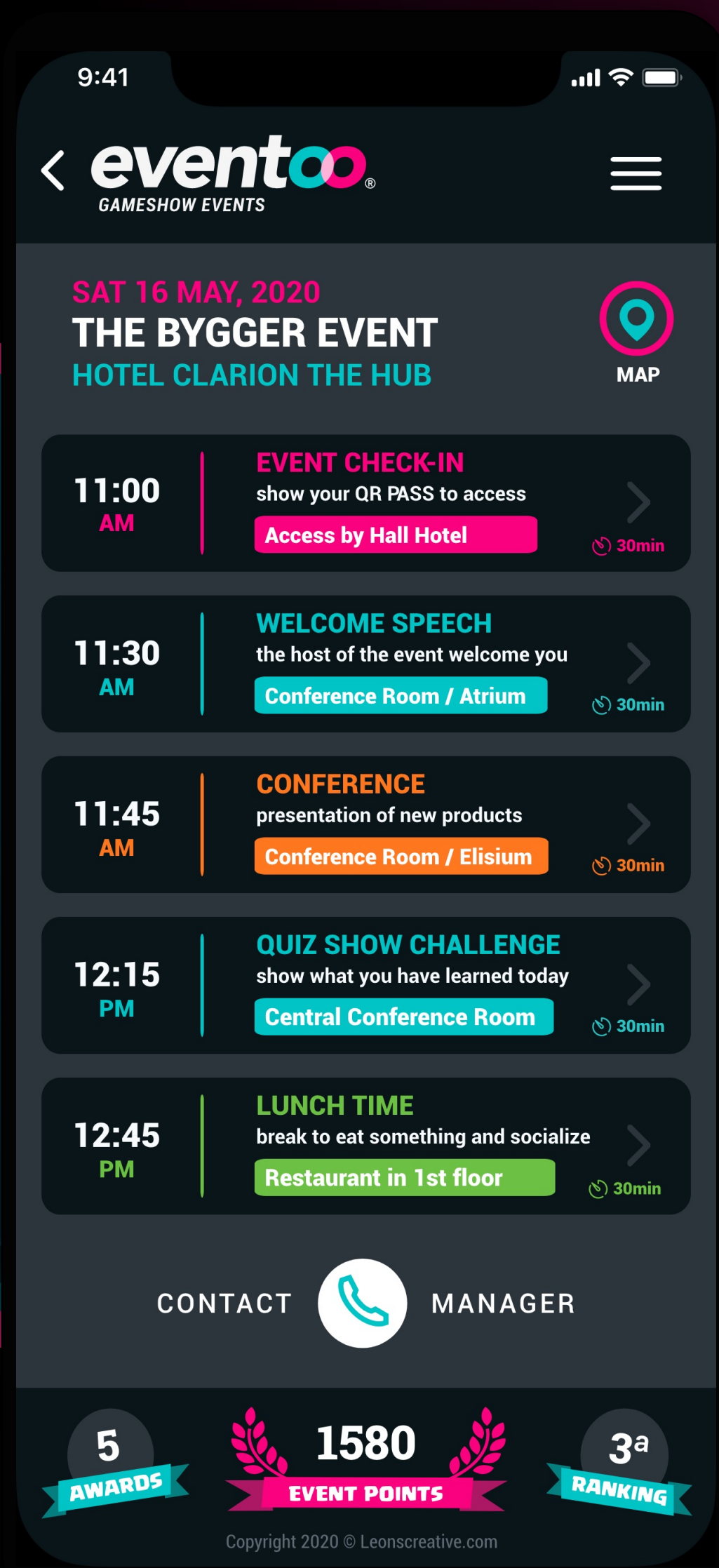
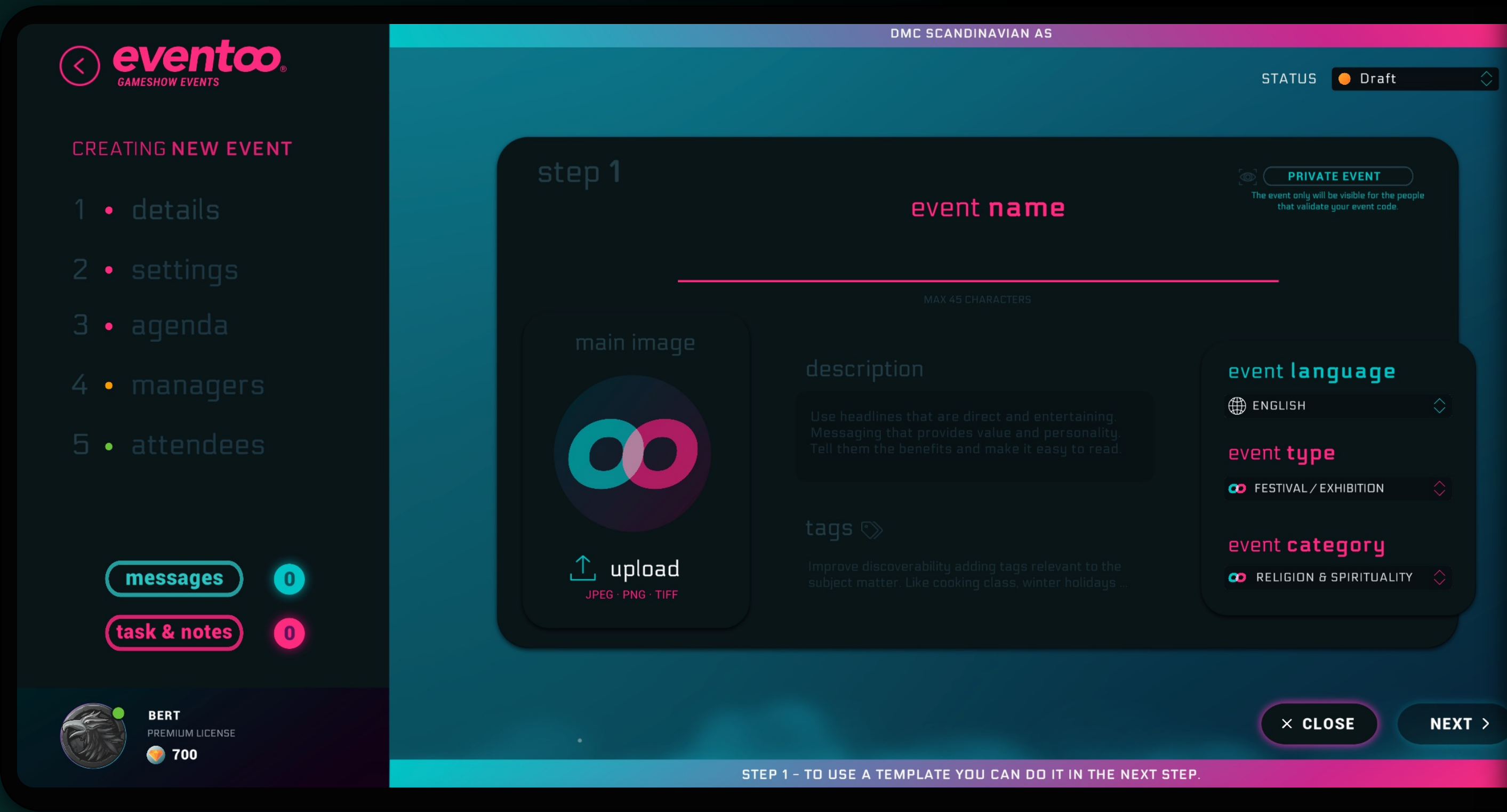


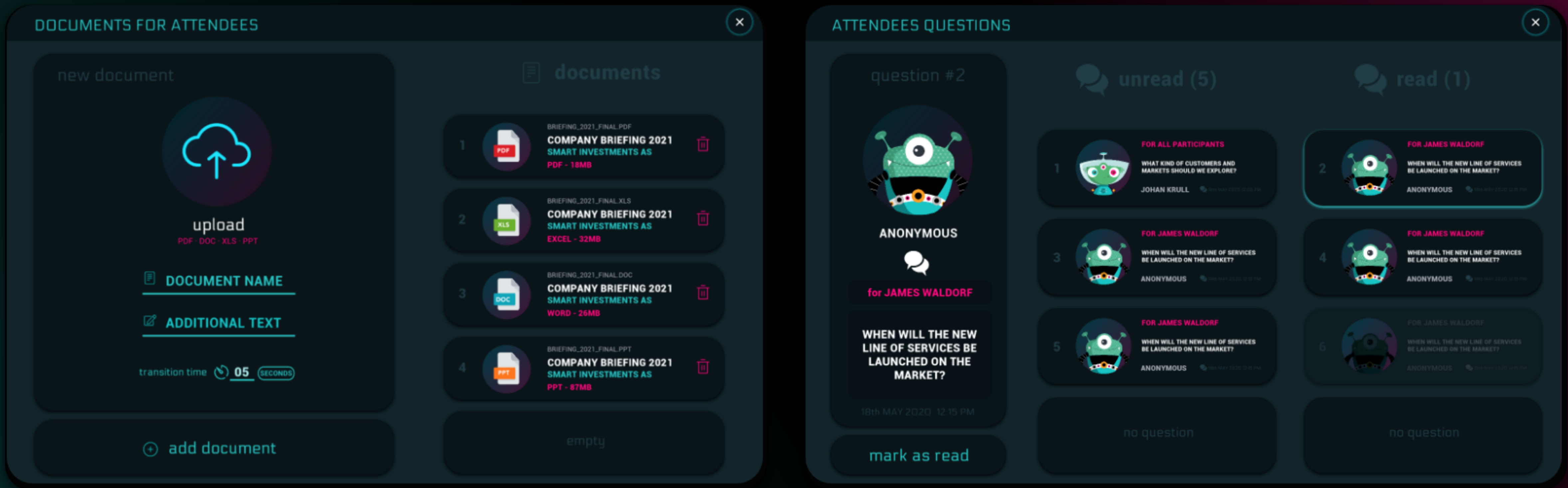
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FOR REALTIME & STREAMING

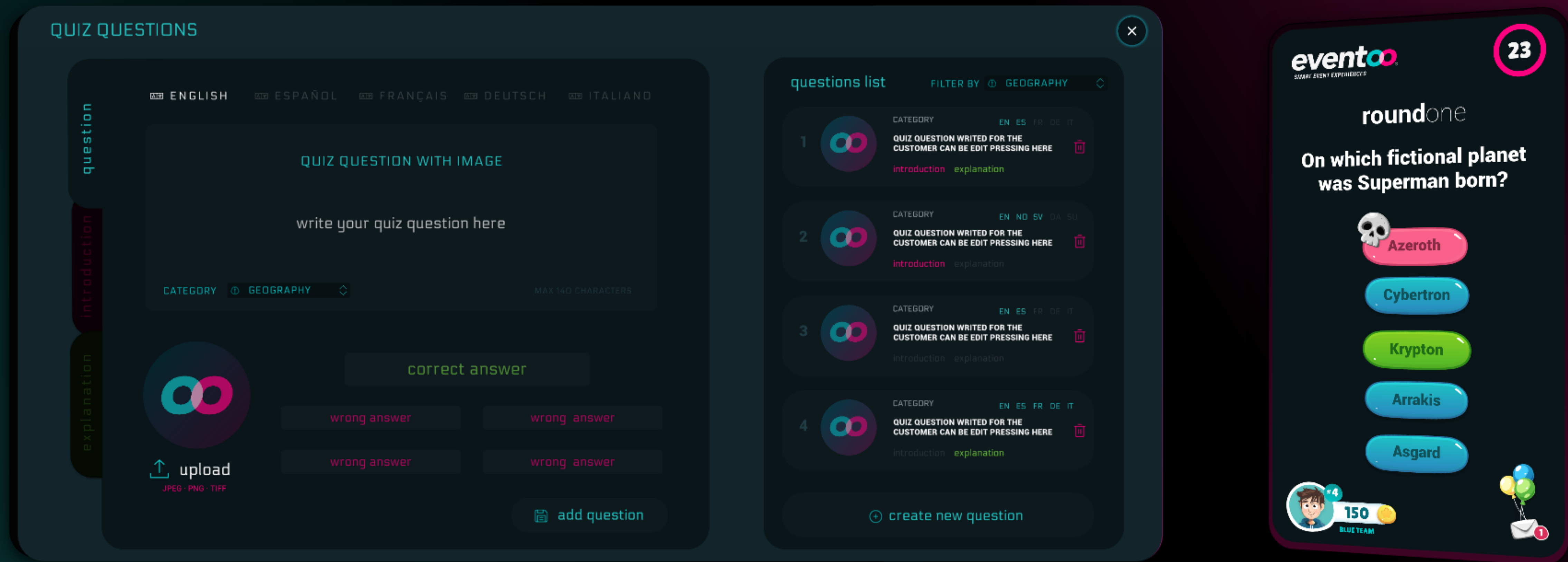
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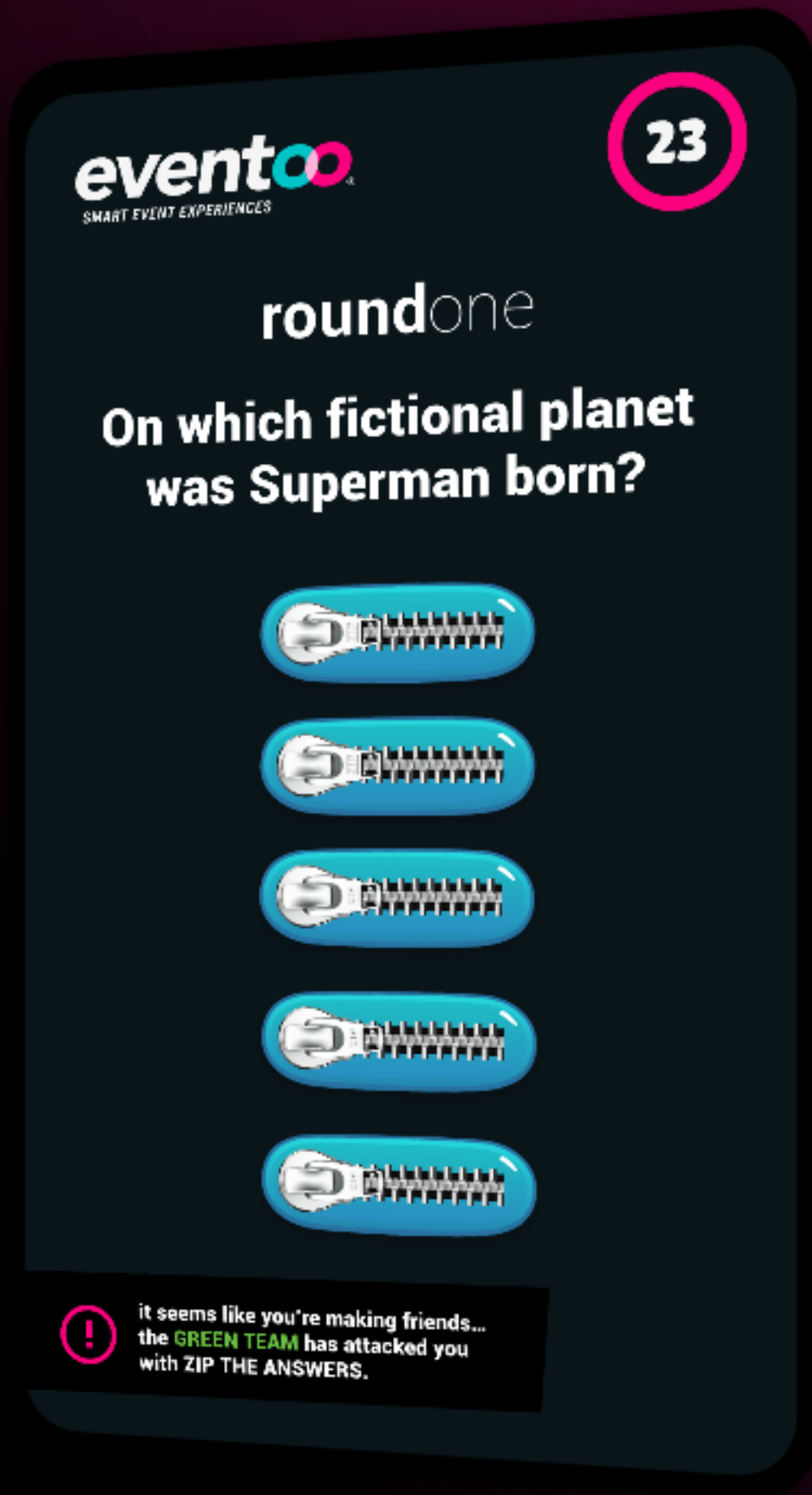
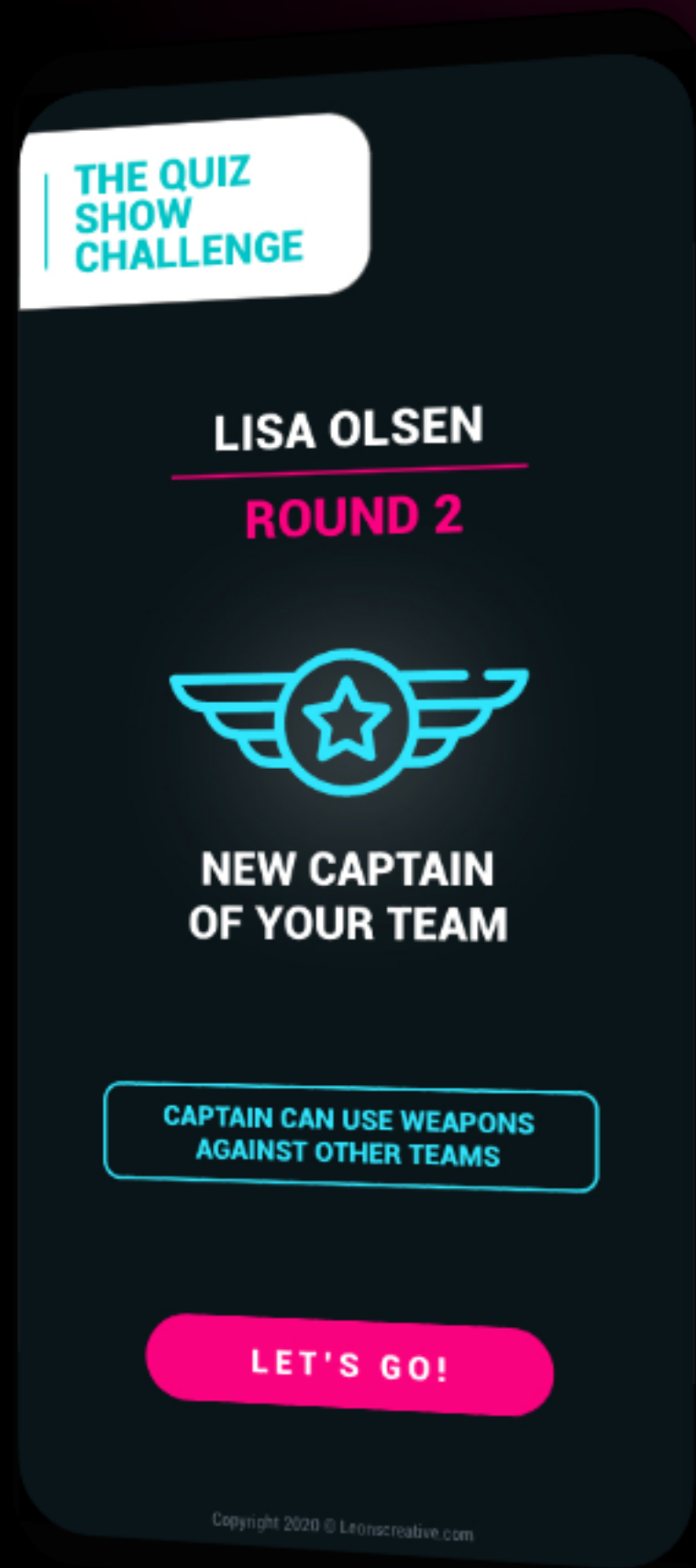
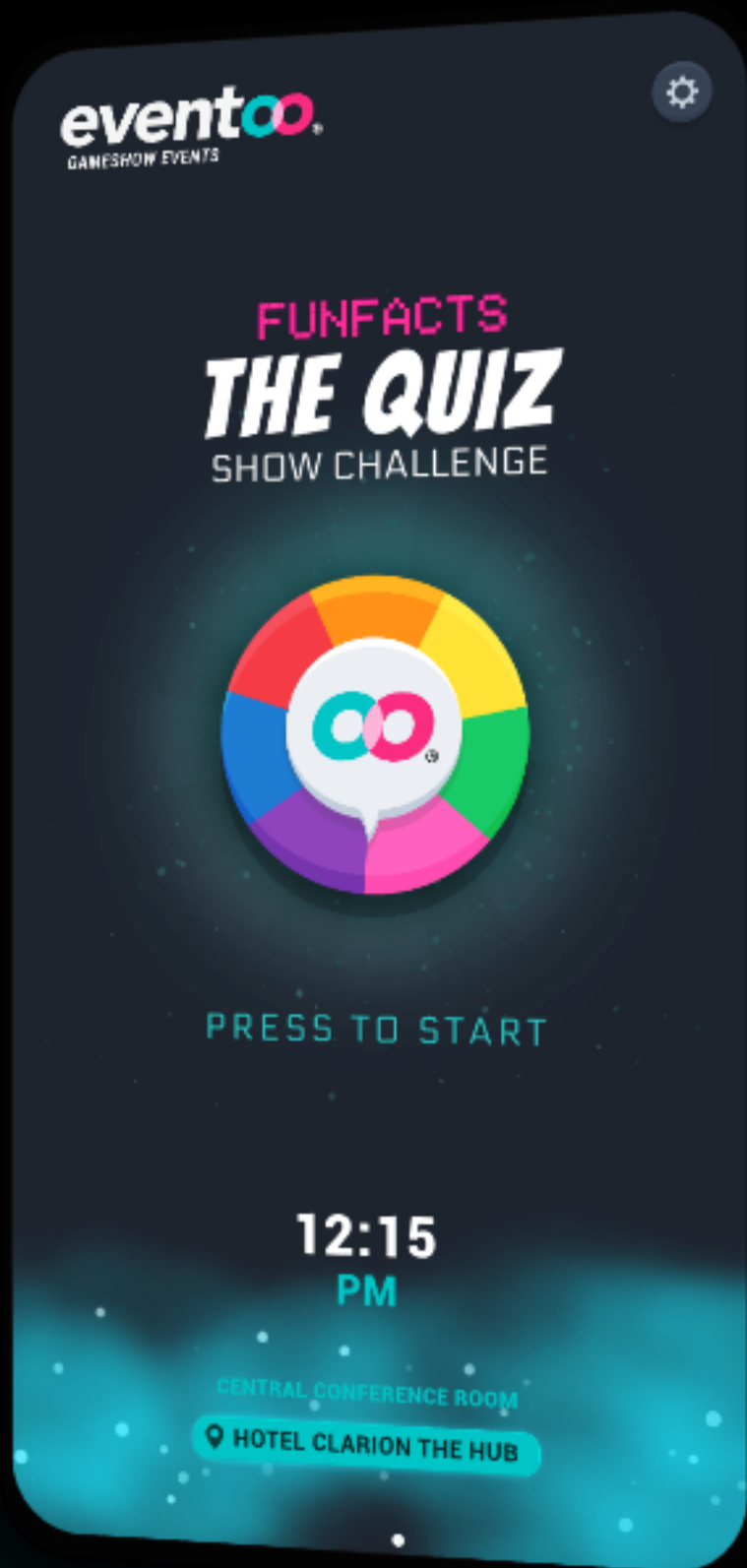
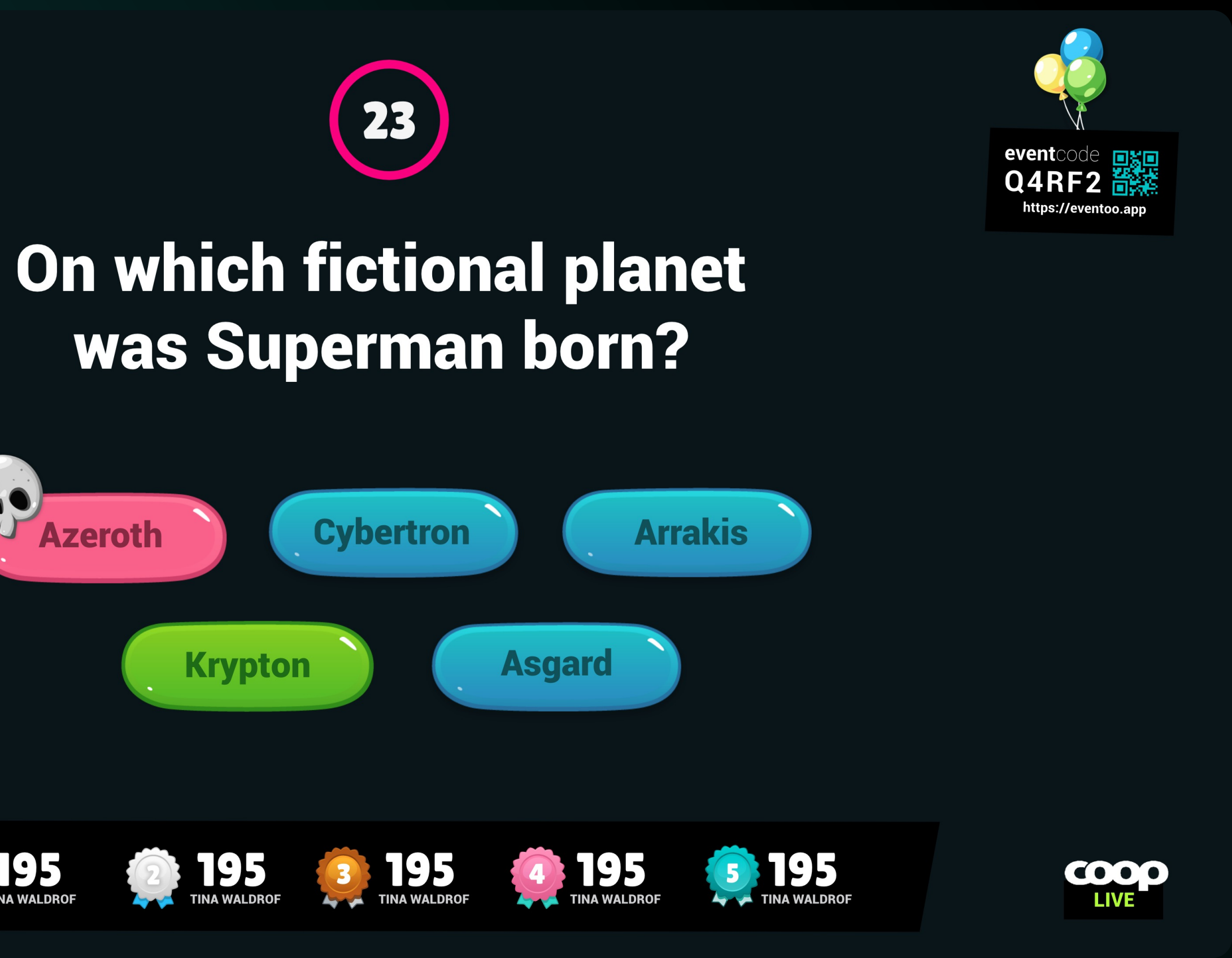
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App & Platform service to create, sell & manage entertainment experiences around the world.











12:00 PM

AUTO CHECKING

install and register to participate in the event

coop

step 1

download

Play/App store or from <http://eventoo.app>


android

step 2

scancode

and register to live the event experience


Q4RF2
eventcode

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SMART EVENT EXPERIENCES

MONDAY 18 MAY, 2020
Conference Room / Atrium

12:30 PM

WELCOME SPEECH

the host of the event welcome you

coop

The president of the company
Smart Investment AS will welcome
the attendees and give a brief
explanation about the future
plans for the company.

send your questions using eventoo app

duration 15min
Conference Room / Atrium

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SMART EVENT EXPERIENCES


JAMES WALDORF
CEO - SMART INVESTMENTS AS
@WALDORF_INVEST

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SMART EVENT EXPERIENCES


roundone
SPINWHEEL
Let's see what chance
holds for us in this round



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SMART EVENT EXPERIENCES

roundone


deactivating
BOMBS
the countdown has been activated
the BOMB must be stopped!
a **WRONG** choice will explode the bomb.

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SMART EVENT EXPERIENCES

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LIVE

what percent of American adults believe
chocolate milk comes from brown cows?

7%

13,5%

18%

3%


deactivating
BOMBS

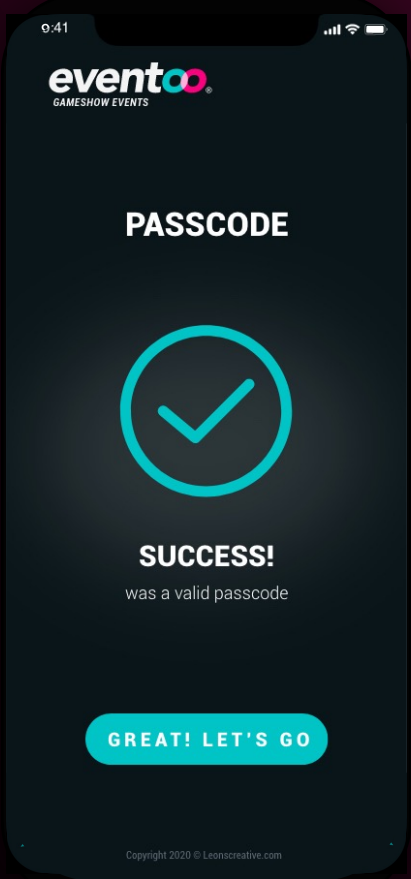
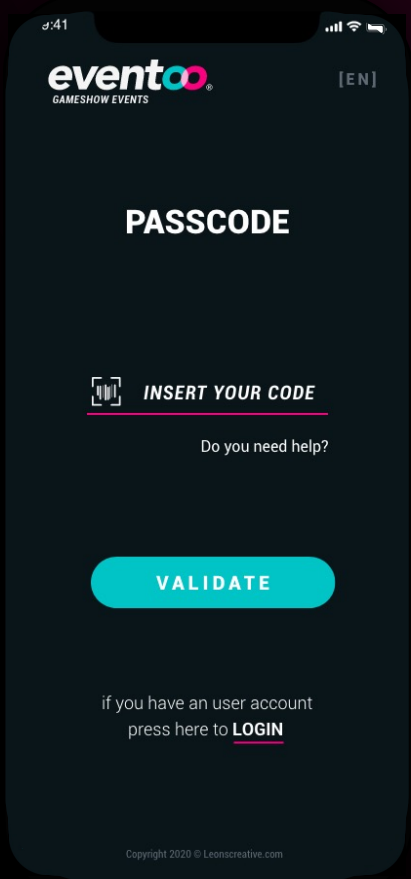
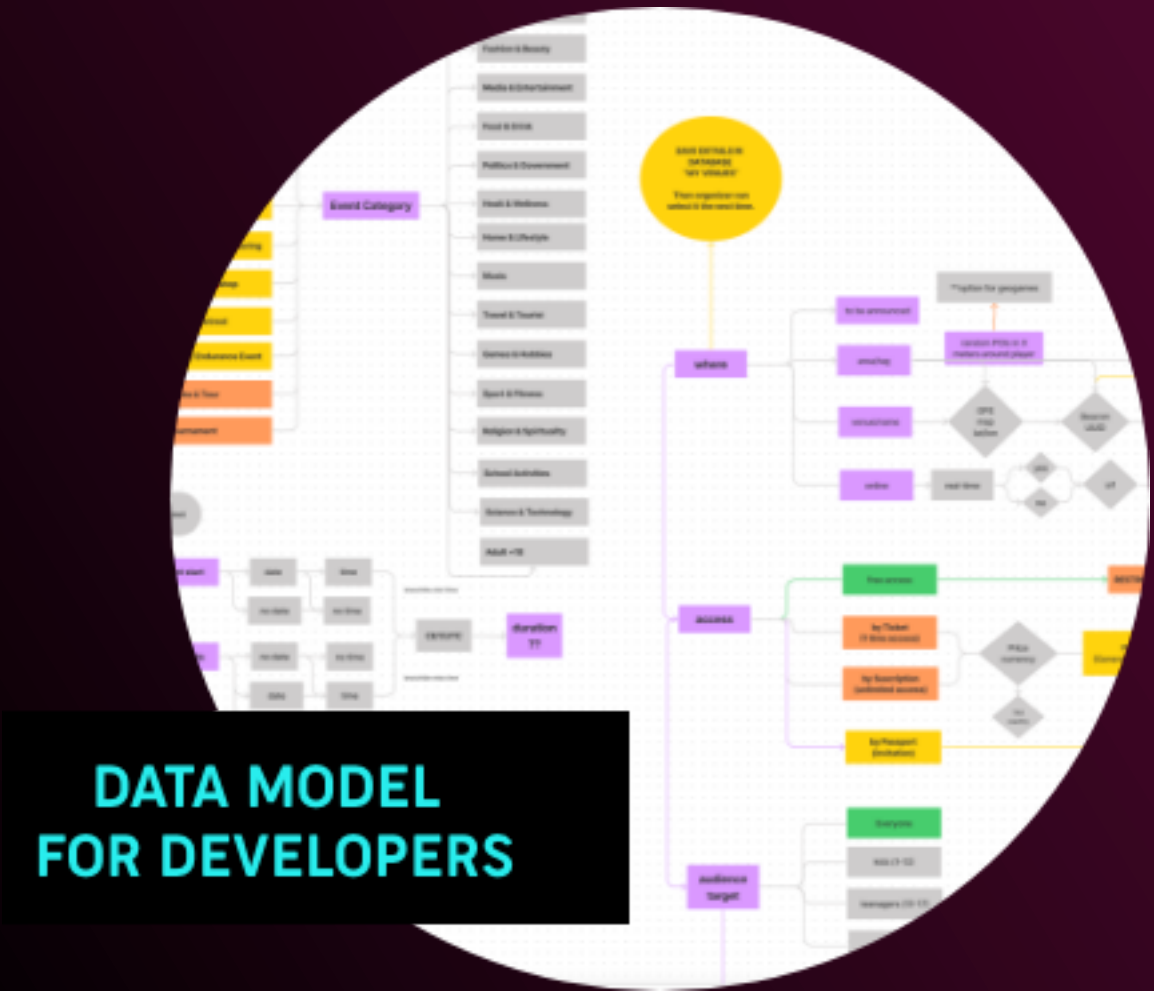
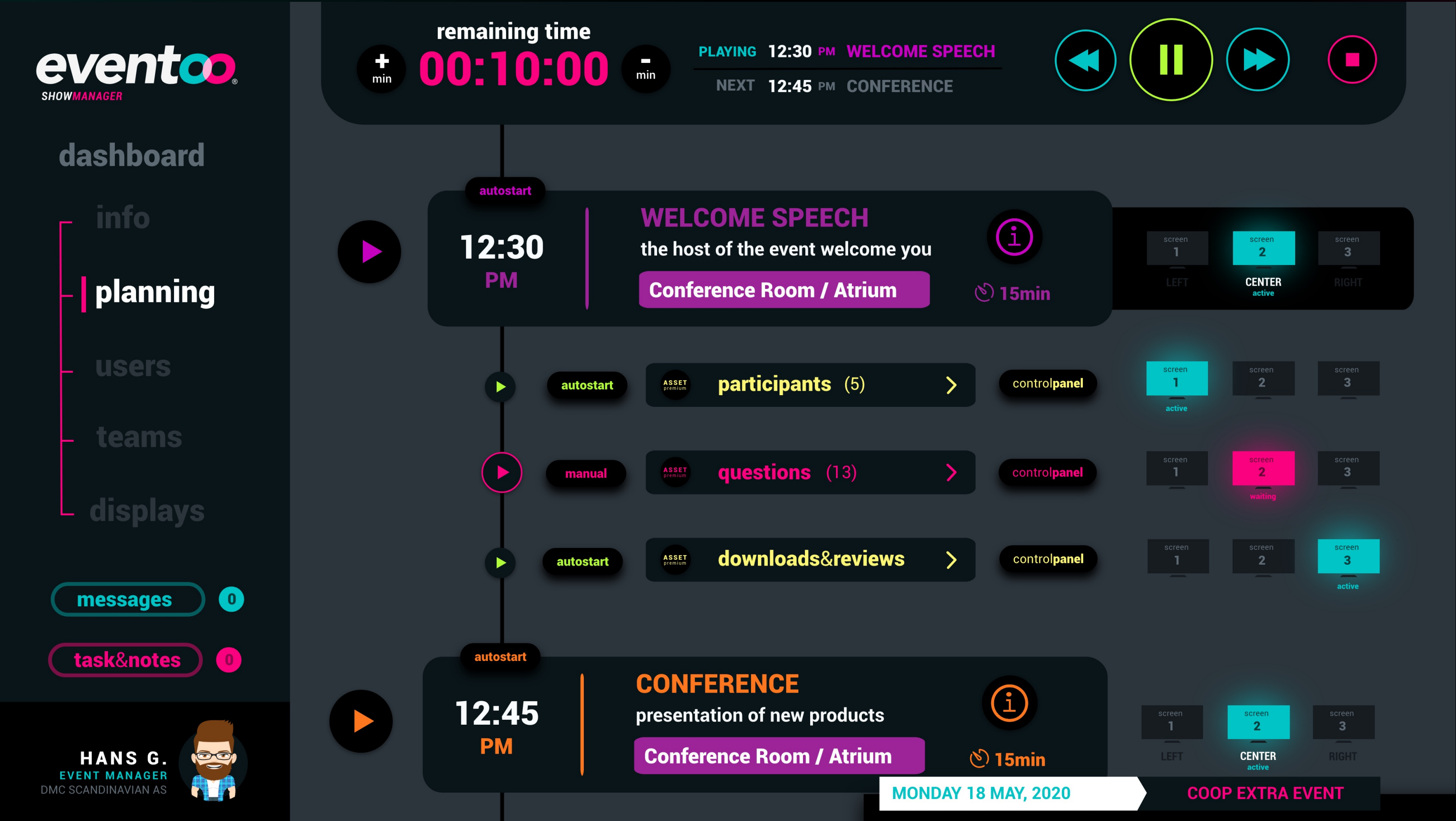
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THANKS

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