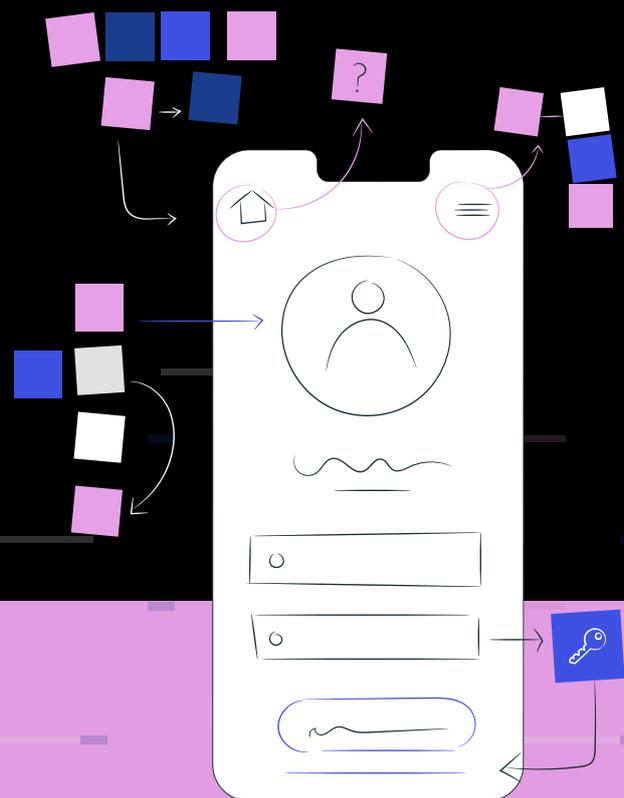


Can Pretty Be Functional?

It Has To!



White paper by Singleton

When making big investments in your business then surely you wish to cut all unnecessary costs. But are you sure you know **what is necessary** and what is not? Time for underestimating the importance of **user experience (UX)** and **user interface (UI)** are long gone! Now your success depends on these.



So what are the steps of thinking through the UX?

Map!

If you have a functioning webpage or an app already then the first step is to understand how usable it is. It is called: mapping the user flow. You draw the flow and ask the actual users about their experiences and the disturbing factors.

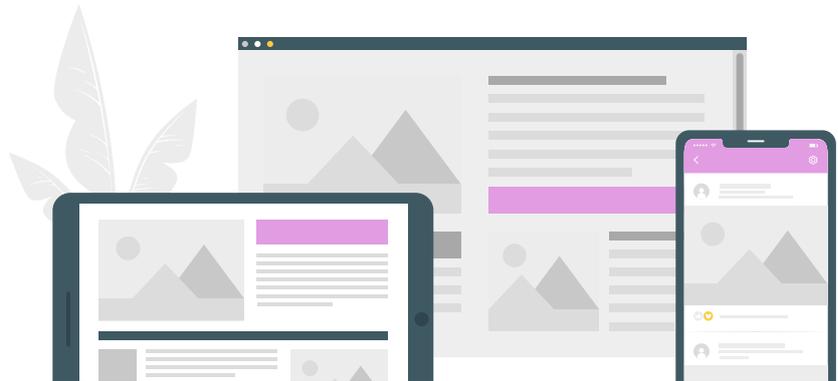
Renew!

Now you have the information to start planning a new and better user flow: the ideal! If you are a totally new business then you just skip the first step and start here.

PROBLEM <small>List your top 3-5 problems.</small>	SOLUTION <small>Outline a possible solution for each problem.</small>	UNIQUE VALUE PROPOSITION <small>Single, clear, compelling message that states why you are different and worth paying attention.</small>	UNFAIR ADVANTAGE <small>Something that cannot easily be bought or copied.</small>	CUSTOMER SEGMENTS <small>List your target customers and users.</small>
	KEY METRICS <small>List the key numbers that tell you how your business is doing.</small>		CHANNELS <small>List your path to customers (direct or outbound).</small>	

What, why and for who?

Lean canvas is an incredible tool for really planning for the future and avoid missing some key aspects. But – don't leave this solely up to the UX designer. This is the time for teamwork. In addition to the designer the result would benefit from the contribution of a project manager, analyst, the client and one user as well. This work will lead to understanding exactly where you want to go and what you want to achieve.



Let's get to know each other!

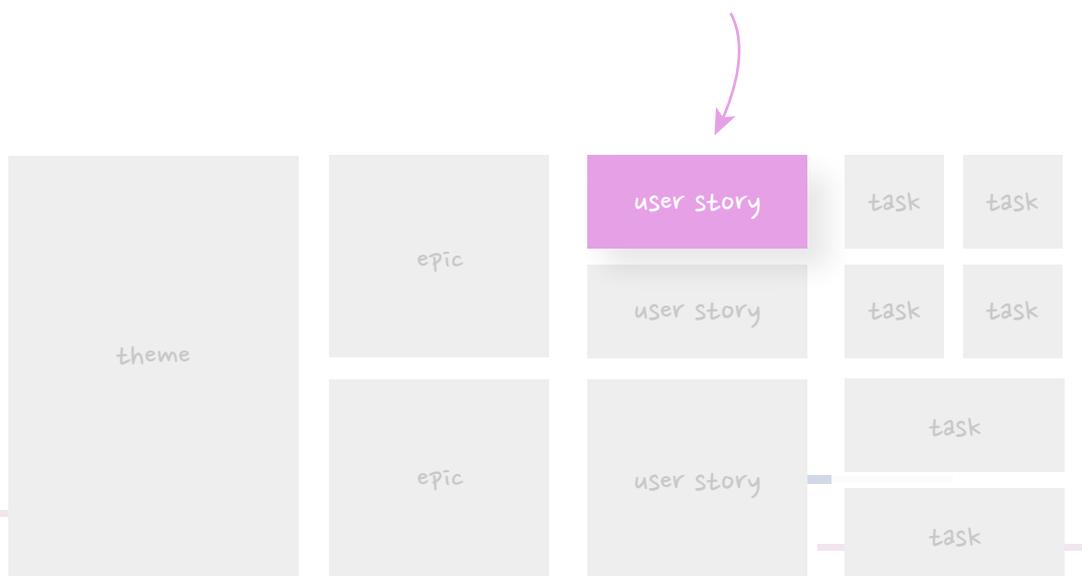
Is your potential user a teenager or a senior citizen? What are his or her habits? What kind of gadget do they use? Where do they use it and when? This may seem irrelevant but there is a big difference in designing the experience for a teenager who uses his smartphone and is constantly on the move vs a senior citizen mostly using a large-screen computer at home. These solutions may be worlds apart from each other and your success will depend on taking this into account.

What's your story?

You might not even be able to imagine how many different stories you will get if you follow this simple narrative:



Mapping a lot of stories will help you to understand the most common and important needs and expectations of your users so that you can give them what they want.



Let's create an experience!

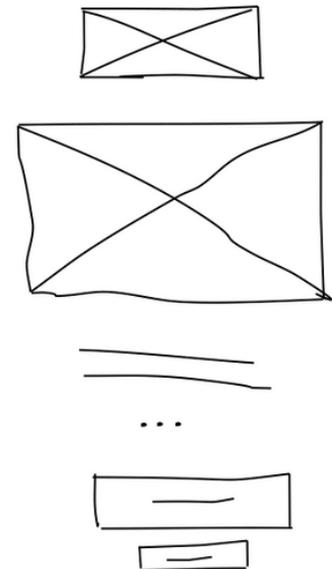


There are 3 levels of
sophistication in moving forward



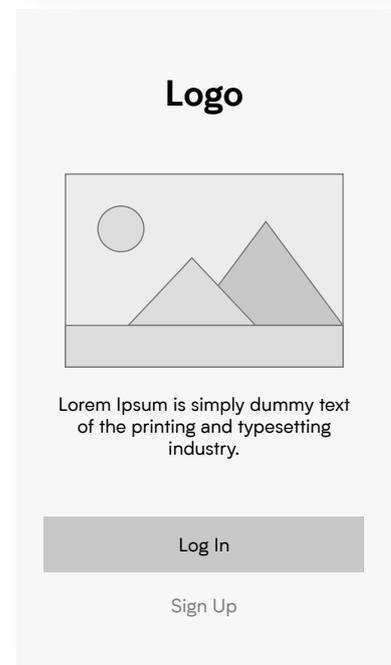
Low fidelity wireframe

just a sketch on a paper.



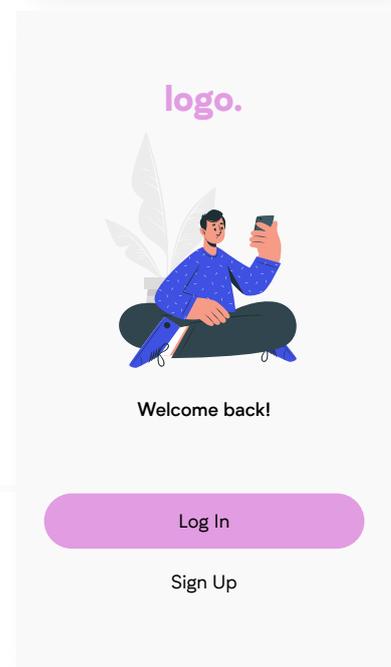
Mid fidelity wireframe

no visual but a lot of gray boxes with definitions written on them: here is a logo; here is some text; here is a photo etc. This can be the basis for turning a user story into an actual prototype. This will then be given to a user for testing. If it works then great. If not then we'll correct the mistakes and test it again. Once it's perfect we can move to the user interface part of the equation - the pretty part.

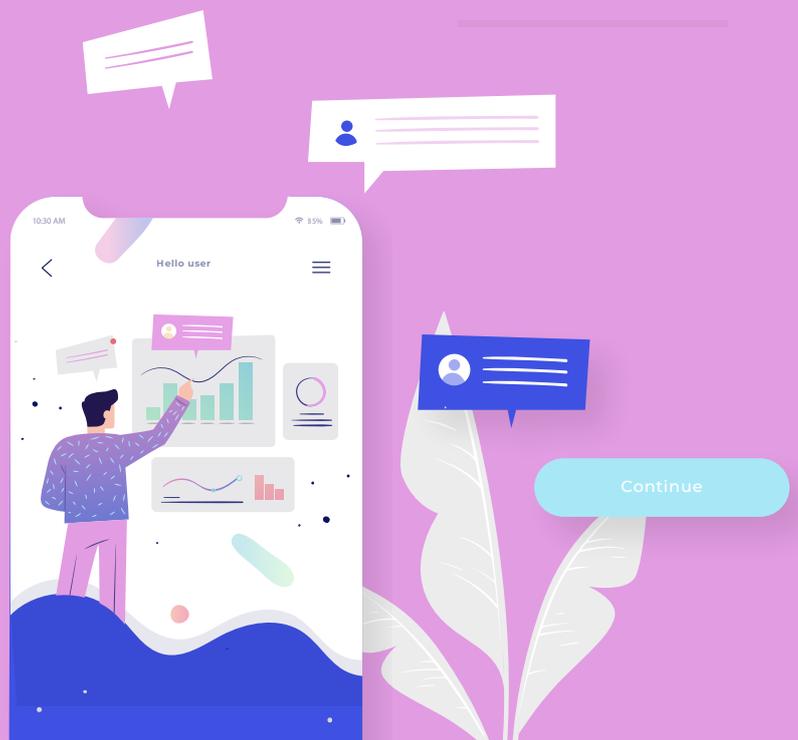


High fidelity wireframe

this will be the way to go if you already have a branding, colors, fonts, icons etc but it needs a little adjusting.



Now let's create the look!



Building the **user interface** means that we will now create the visual that is nice to look at but with emphasis on the accessibility of the product. You may think that white text on a light-blue background is really-really cute but let's be fair: it's not usable. Fortunately the UI designers know and see these things.



Why do all this?

It is easy to create something beautiful. Unfortunately the functionality, usability and testing are often considered as unnecessary waste of time and money. **If you want to be the “unicorn case”** in today's world of endless possibilities **then engaging UX/UI designers from the beginning will give you the best chance** of not having to sacrifice beauty for functionality but finding an awesome way to combine these two right from the start. It is also ultimately a lot cheaper than giving a half-hearted solution a try for a few years, failing and then trying to press water from a stone.

You need to be ahead of the times to be successful. People are getting more and more demanding on the seamlessness, swiftness and accessibility of all sorts of it-products. They are not so willing to put up with uncomfortable solutions anymore and are prone to not use a product if it is disappointing. And this means you'll lose a client. We don't want that!



So let's create a unicorn together! If you say “Yes!” then we'll probably say “Yes!” too!

NB! If you want to ask for more detailed advice or information then please write hi@singleton.ee. Our UX/UI designer will tell you what is pretty and what is functional.

free of charge

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