

# Experience Design

## How Story Principles

### Create Great UX

Hello, I'm Dan.  
Pleasure to meet you 🙌.

Dan Nessler  
dannessler.com

[twitter.com/nessie420](https://twitter.com/nessie420)  
[medium.com/@dan.nessler](https://medium.com/@dan.nessler)

[dan.nessler@gmail.com](mailto:dan.nessler@gmail.com)  
[linkedin.com/in/dannessler/](https://linkedin.com/in/dannessler/)

Intro:  
Goals

1.

Have **a new perspective on UX**  
and how to apply it in your work.

# 2.

Understand why and how  
story principles boost UX.

# 3.

Know how to map your «experience»  
and **improve your entire user journey.**

Intro:

Our way to success

**We give everyone a voice and build up on other people's thoughts and ideas.**





We don't judge but  
ask questions instead  
and «park» if necessary.



We stay focused, have some fun and call for a break before this happens.



One more thing....

The smartest person in  
the room is always the  
room (via Hyper Island).

Tash Willcocks  
Former Hyper Island Programme Lead



Intro:

Agenda

# Experience Design Agenda

## Morning

- \_Hello & Good Morning
- \_Experience Design: Terminology
- \_Story Principles To Improve Your UX (1-4)
- \_Intro Experience Mapping


11:30 – 13:30 Lunch & Lunch Task

## Afternoon

- \_Lunch Task Presentation & recap
- \_Story Principles To Improve Your UX (4-6)
- \_Potential Bonus Topic
- \_Wrap-Up & Happy Evening

Experience Design

Terminology

What the f  is  
(User) Experience Design?



This is...



Or this...

[how-i-experience-web-today.com](http://how-i-experience-web-today.com)  
(Go landscape mode if on mobile)



...& wtf....

The screenshot shows a web browser window with a dark theme. The main content area features an advertisement for the HP Pro x360 Fortis 11" G9. The ad includes the following text:

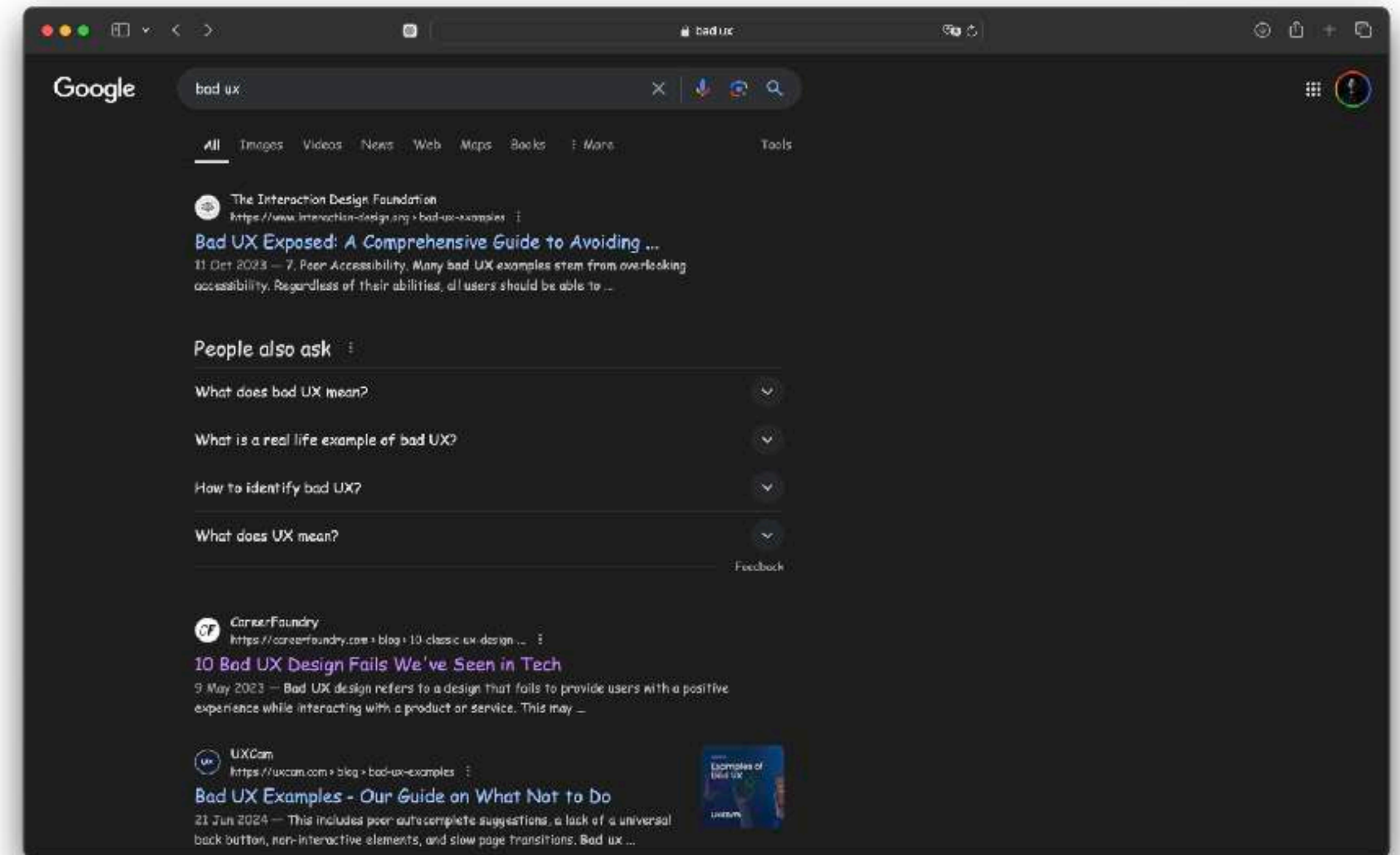
- HP Pro x360 Fortis 11" G9
- Sehr robust
- Klein und handlich
- Sehr vielseitig
- Mit HP School Tool up-to-date bleiben.
- Mehr Informationen
- hp logo


To the right of the text is an image of the HP Pro x360 Fortis 11" G9 laptop. Further right is a vertical advertisement for the Tonhalle Orchester Zurich, featuring a green header with the text "WO JEDER KLANG ZUM ERLEBNIS WIRD." and a circular badge that says "Abos ab jetzt erhältlich". Below this is a black and white photo of a person playing a trumpet, with the text "TONHALLE ORCHESTER ZURICH" at the bottom.

At the bottom of the browser window, a dark pop-up banner is visible with the following text:

- Jetzt alle Artikel 14 Tage kostenlos lesen
- Mit Ihrer E-Mail-Adresse registrieren (keine Kreditkarte nötig) und 14 Tage lang kostenlos weiterlesen.
- Registrieren & lesen
- Bereits registriert? [Login](#)

# Google «bad ux».



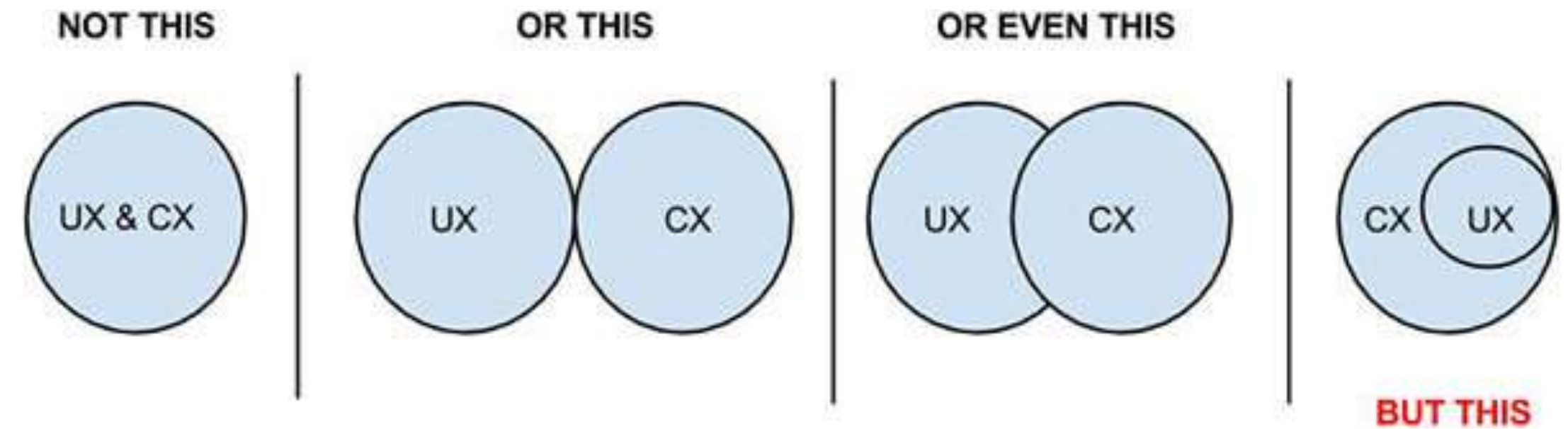
What the f  is  
(User) Experience Design?

## User Experience Design

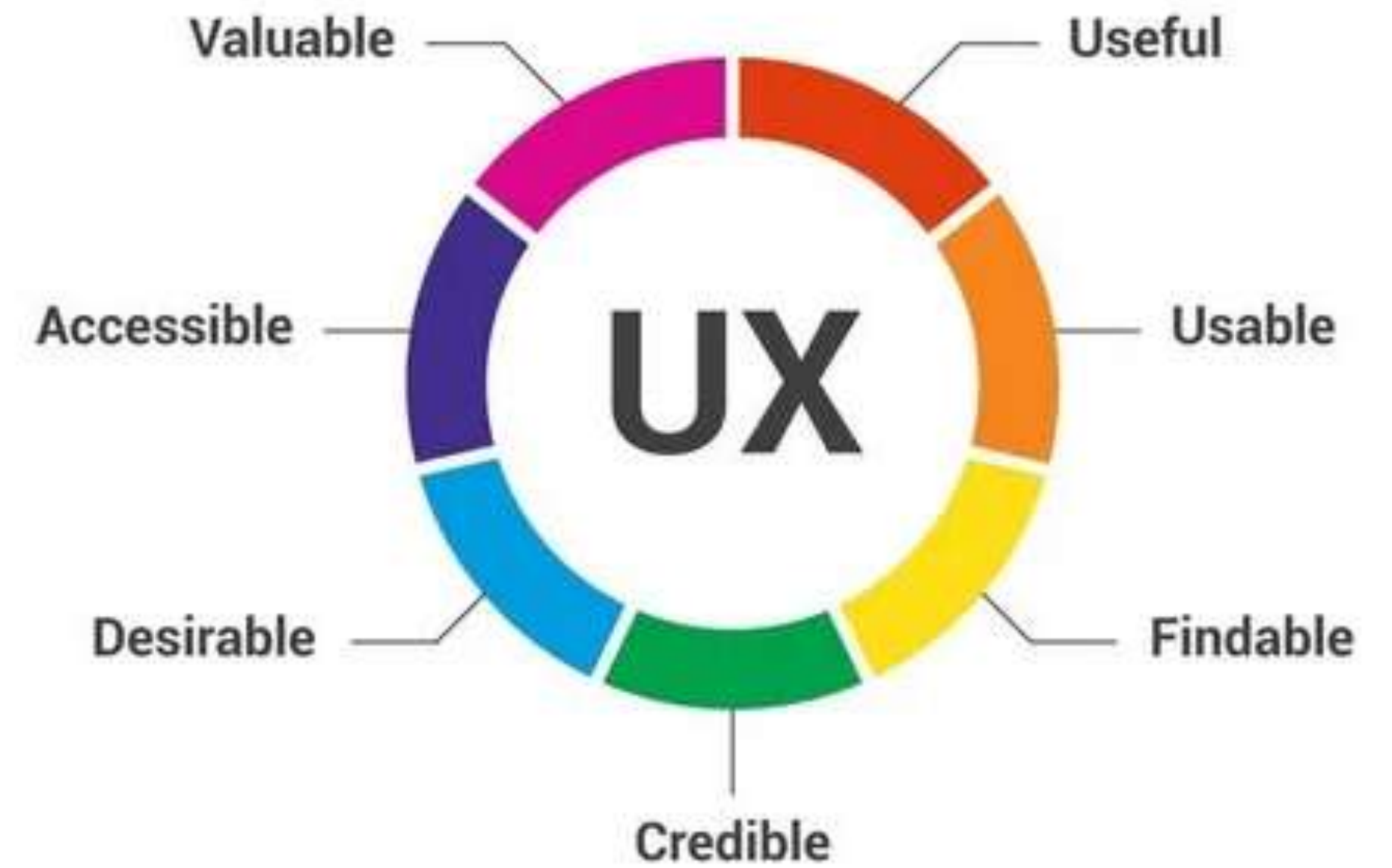
Just another definition

UX – Experience from the interaction with a specific product.

CX – Experience from all the interactions a person has with your brand.



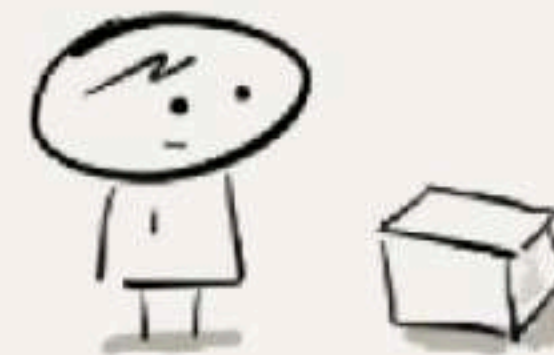
User experience (UX) design is the process design teams use to create products that provide meaningful and relevant experiences to users.



# User vs. Service Experience

Adaptive Path

## User Experience



Experience between person and single touchpoint, usually a digital product

## Service Experience

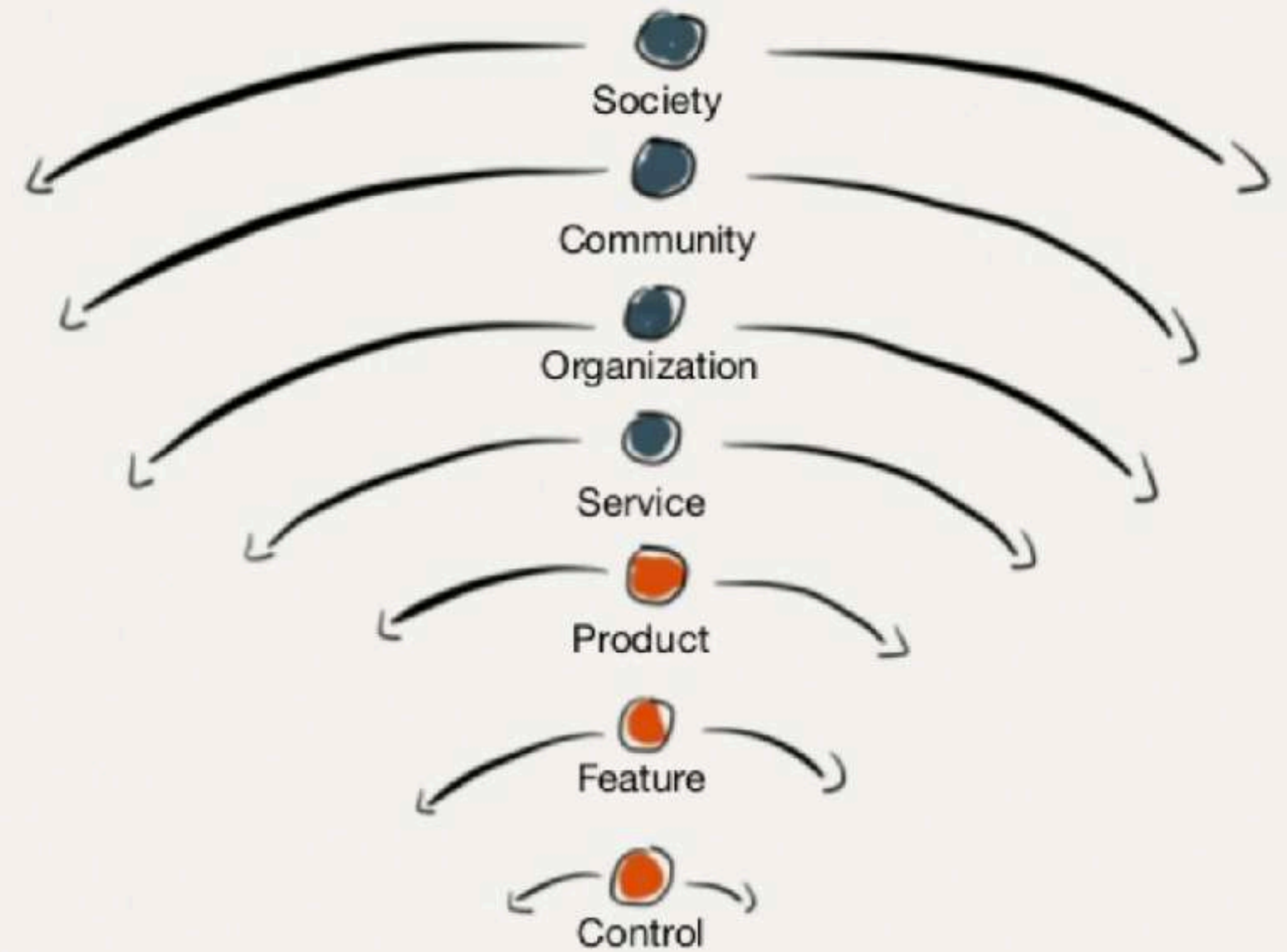


Orchestrated experience between all parts of the service, from people to objects to places to interfaces



# Level of Zoom of a Service Experience

Adaptive Path



«The Best User Interface  
is No user interface»

nointerface.com, Golden Krishna

# UX IS NOT UI

## HOW UX WANTS TO BE SEEN

- Field research
- Face to face interviewing
- Creation of user tests
- Gathering and organizing statistics
- Creating personas
- Product design
- Feature writing
- Requirement writing
- Graphic arts
- Interaction design
- Information architecture
- Usability
- Prototyping
- Interface layout
- Interface design
- Visual design
- Taxonomy creation
- Terminology creation
- Copywriting
- Presenting and speaking
- Working tightly with programmers
- Brainstorm coordination
- Design culture evangelism

## HOW UX IS TYPICALLY SEEN

- Field research
- Face to face interviewing
- Creation of user tests
- Gathering and organizing statistics
- Creating personas
- Product design
- Feature writing
- Requirement writing
- Graphic arts
- Interaction design
- Information architecture
- Usability
- Prototyping
- Interface layout
- **Interface design**
- **Visual design**
- Taxonomy creation
- Terminology creation
- Copywriting
- Presenting and speaking
- Working tightly with programmers
- Brainstorm coordination
- Design culture evangelism

«User experience encompasses all aspects of the end-user's interaction with the company, its services, and its products ([nngroup.com](http://nngroup.com))».



Nielsen Norman Group

# Related terminologies

Human/User Centred Design,  
User/Customer Experience  
Design, Design Thinking,  
Service Design, Inclusive  
Design, Universal Design,  
Human Factors/Ergonomics...

**Don't get caught up  
in semantics.**

**Agree on YOUR terminology,  
and have a common  
understanding within your  
organisation and context.**

Experience Design

Elements & Process



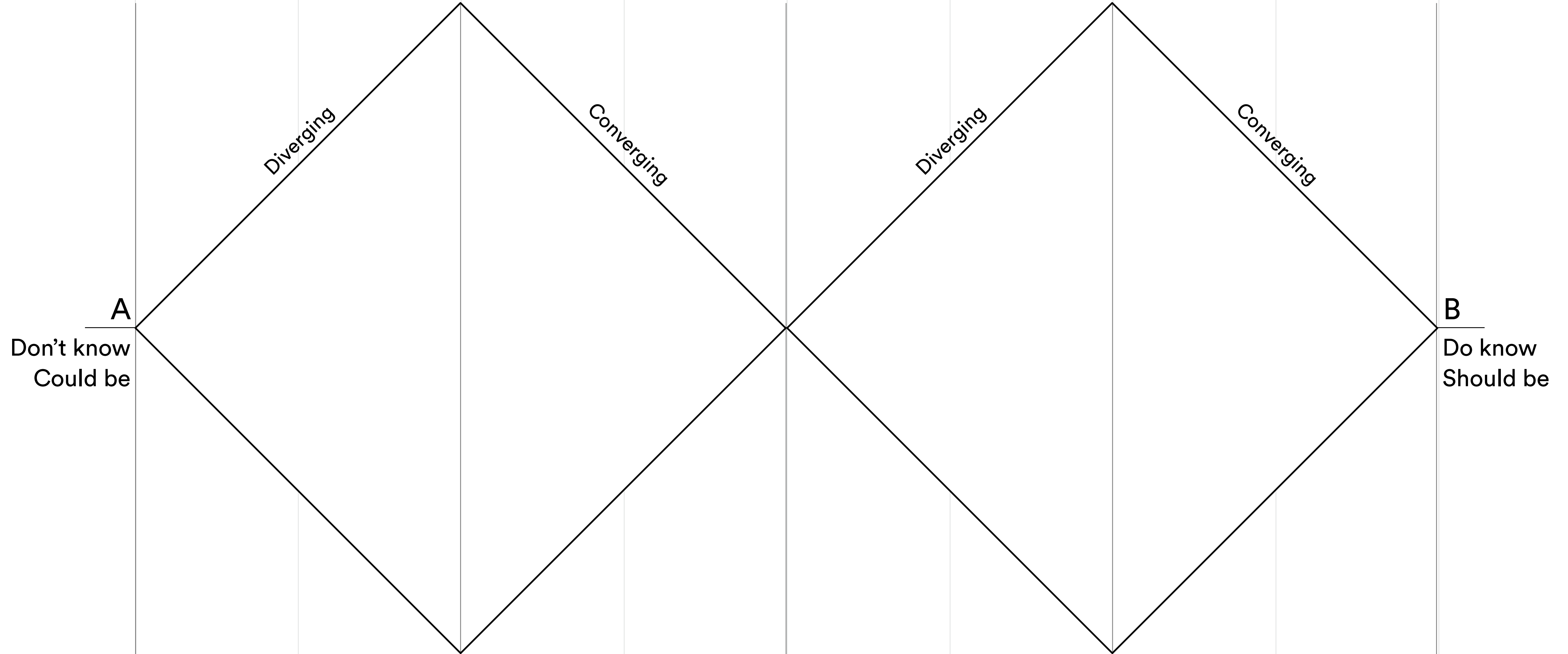
# Revamped Double Diamond

**Discover** Research Phase

**Define** Synthesis Phase

**Develop** Ideation Phase

**Deliver** Implementation Phase



# Revamped Double Diamond

**Strategy** Doing the right thing.

**Discover** Research Phase

**Define** Synthesis Phase

**Develop** Ideation Phase

**Deliver** Implementation Phase

*Diverging*

*Converging*

*Diverging*

*Converging*

A

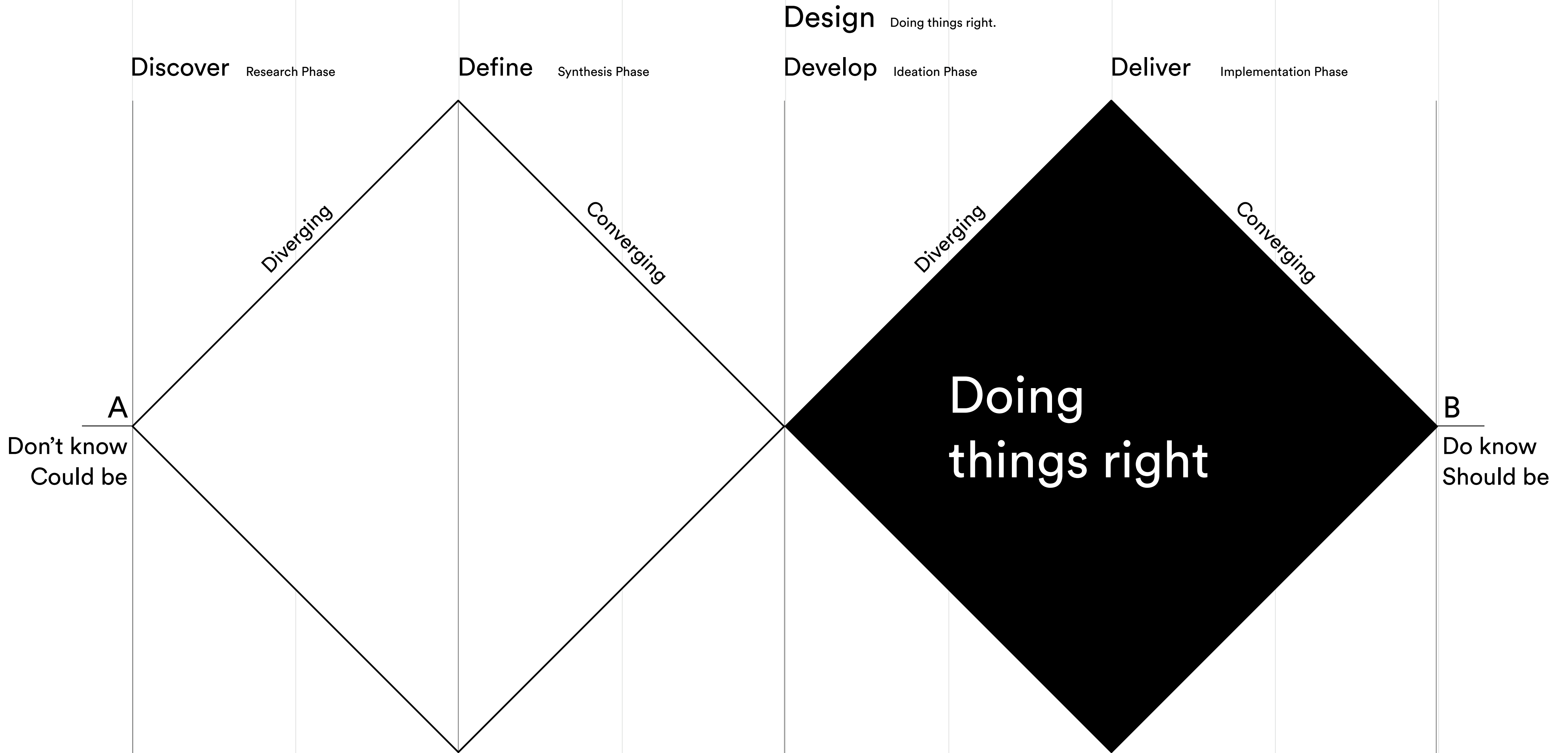
**Doing  
the right thing**

Don't know  
Could be

B

Do know  
Should be

# Revamped Double Diamond



# Revamped Double Diamond

**Strategy** Doing the right thing.

**Discover** Research Phase

**Define** Synthesis Phase

**Design** Doing things right.

**Develop** Ideation Phase

**Deliver** Implementation Phase

Diverging

Converging

Diverging

Converging

A

Doing  
the right thing

Don't know  
Could be

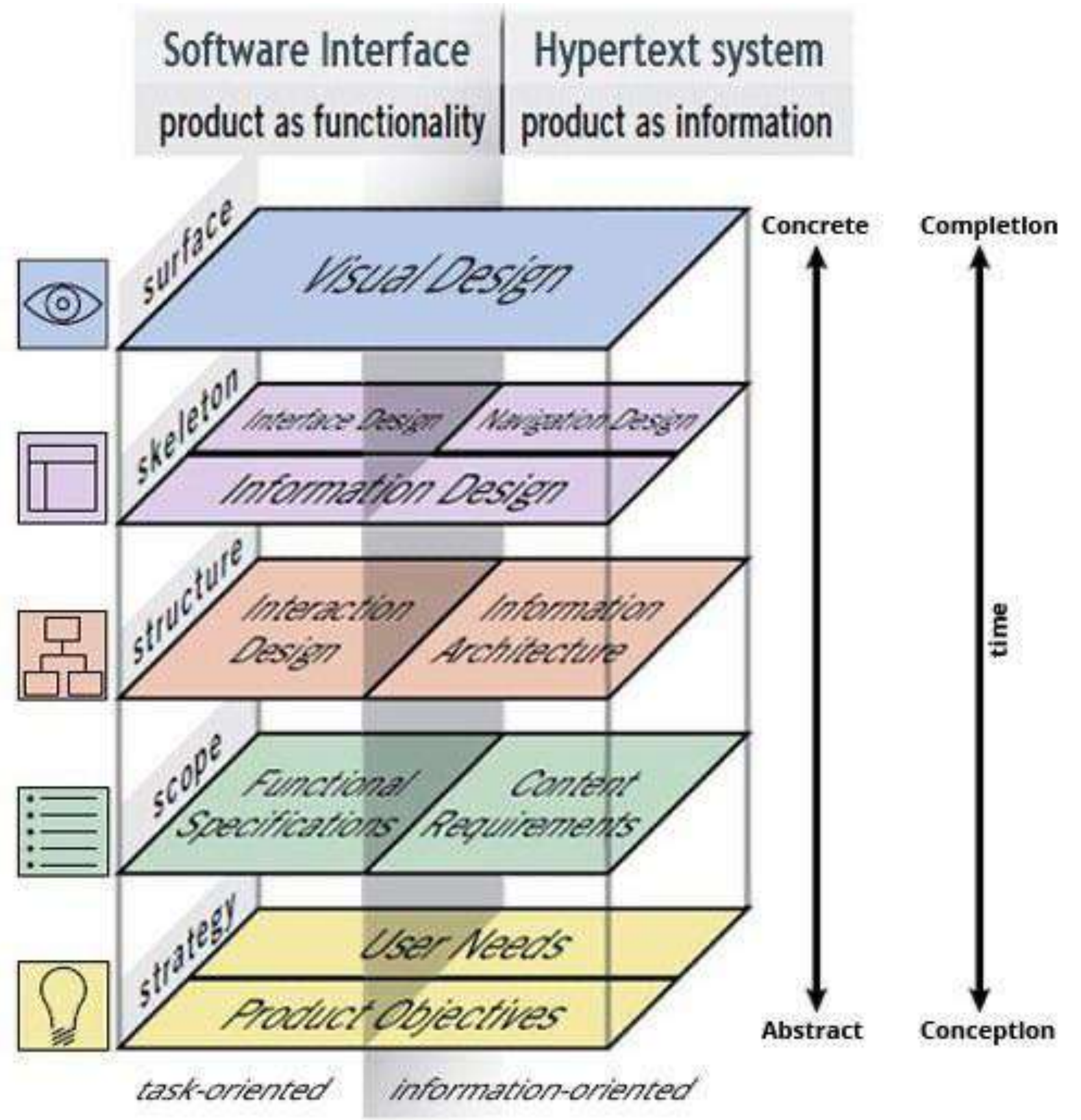
B

Doing  
things right

Do know  
Should be

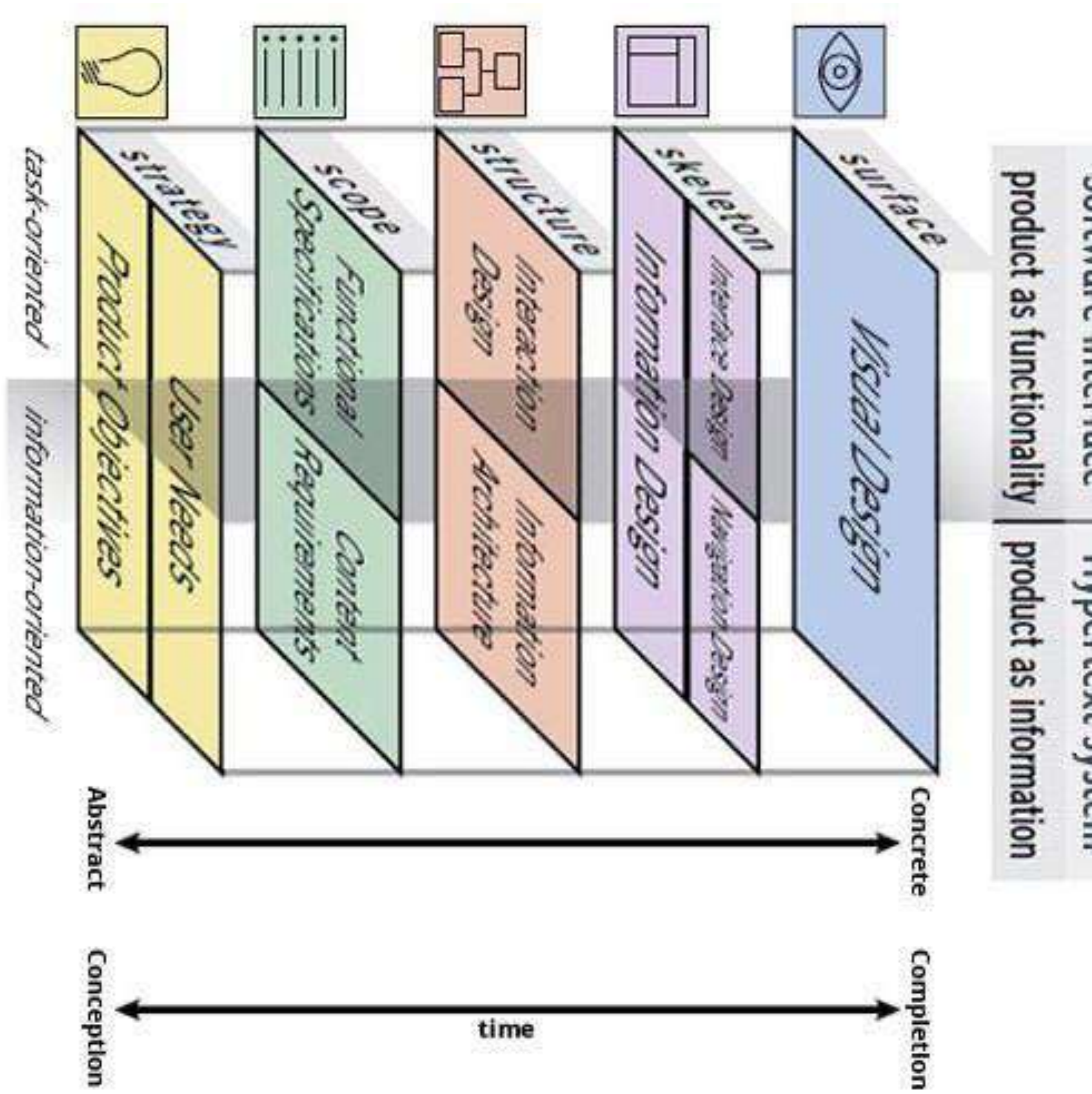
# The elements of User Experience

Jesse James Garrett

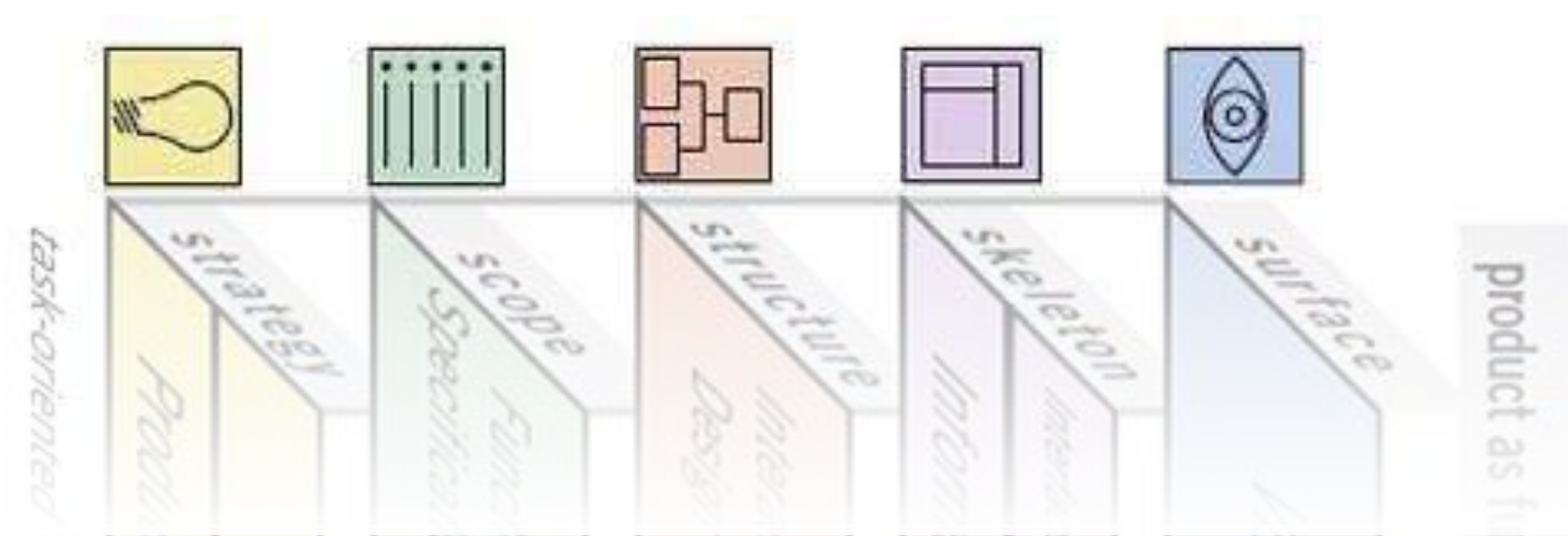
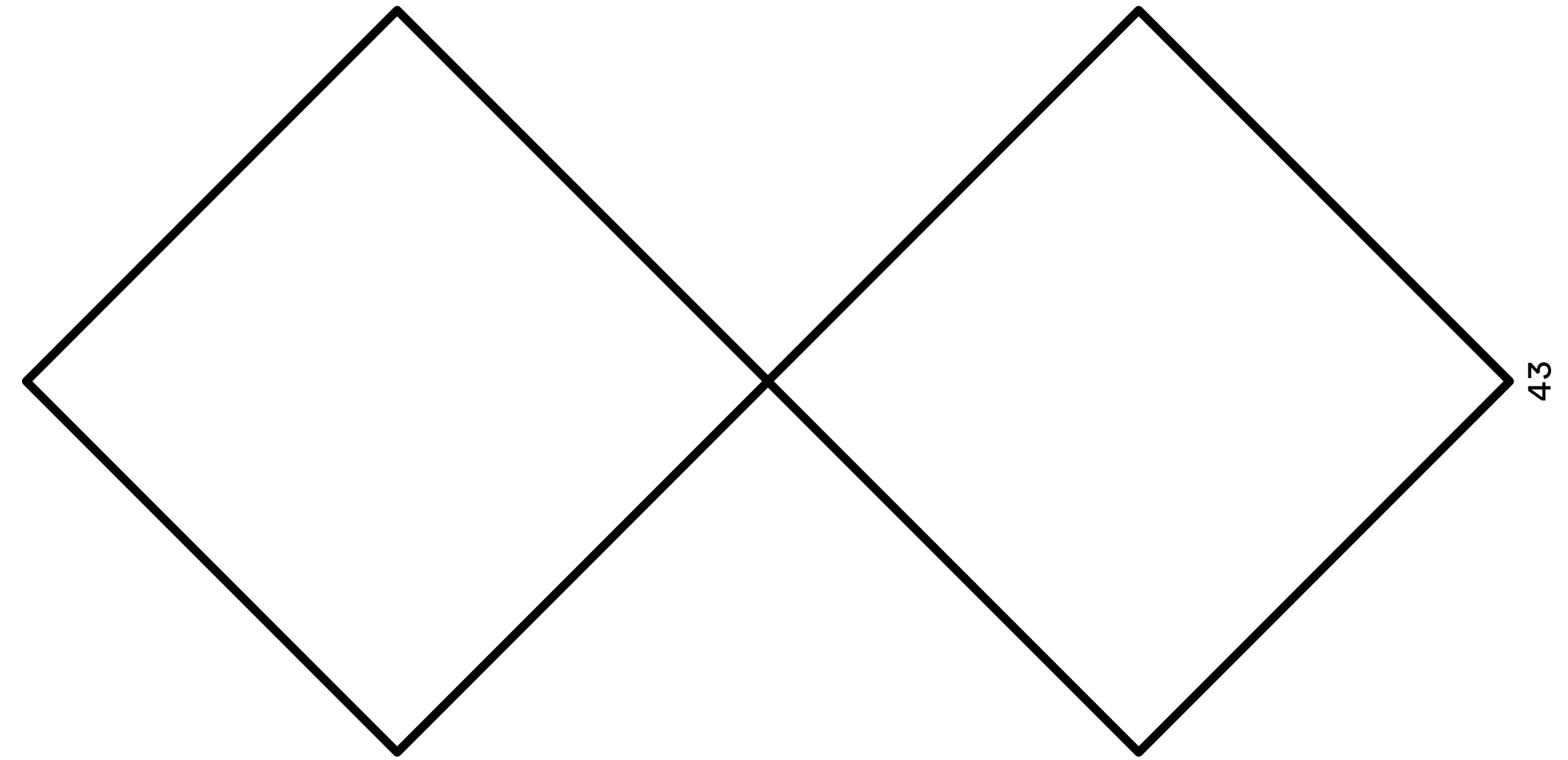


# The elements of User Experience

Jesse James Garrett



The elements of User Experience meet the Double Diamond Design Process.



# Story Principles (Intro)



# Why do we tell stories?

**We relate to stories when thinking  
about films, books, instagram, tiktok...**

...or when  
putting kids to bed.



Berlitz



**The big players have  
embraced this fact.**

# UX & Story(telling) Principles

## The big players



Snapchat Stories (2011)



Instagram Stories (2016)



Whatsapp Stories/Status (2017)



Facebook Stories (2017)



Youtube Stories/Shorts (2018)



X/Twitter Stories/Fleets (2020)



Linkedin Stories (2020)



TikTok – Reel based (2016)

Unlike google,  
Chat GPT wraps  
its words in «stories»  
not in lists.



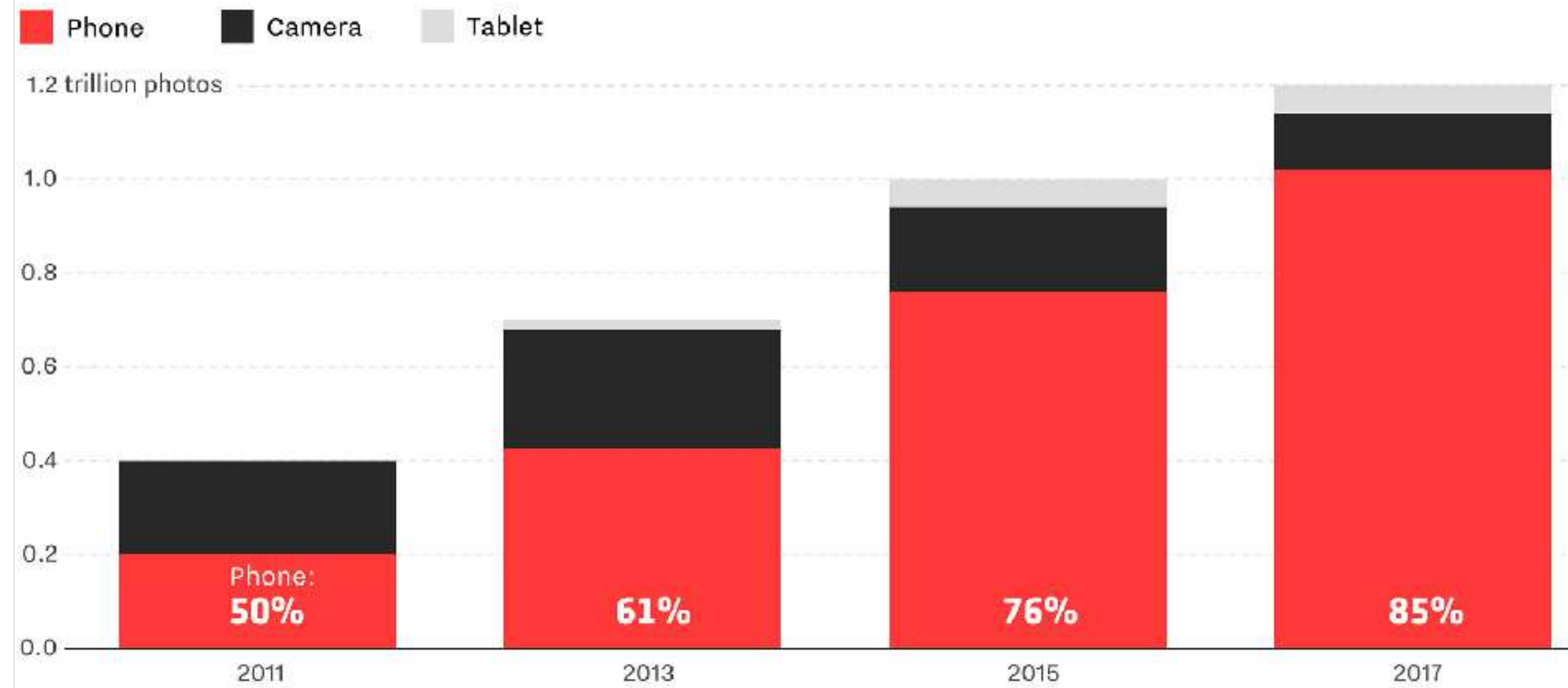
Souvenirs are not about the intellectual, artistic or material value but **about the story** they tell.





More than a trillion photos taken per year.

### Digital photos taken worldwide by device



Source: KeyPoint Intelligence/InfoTrends



More than a trillion  
photos taken per year.



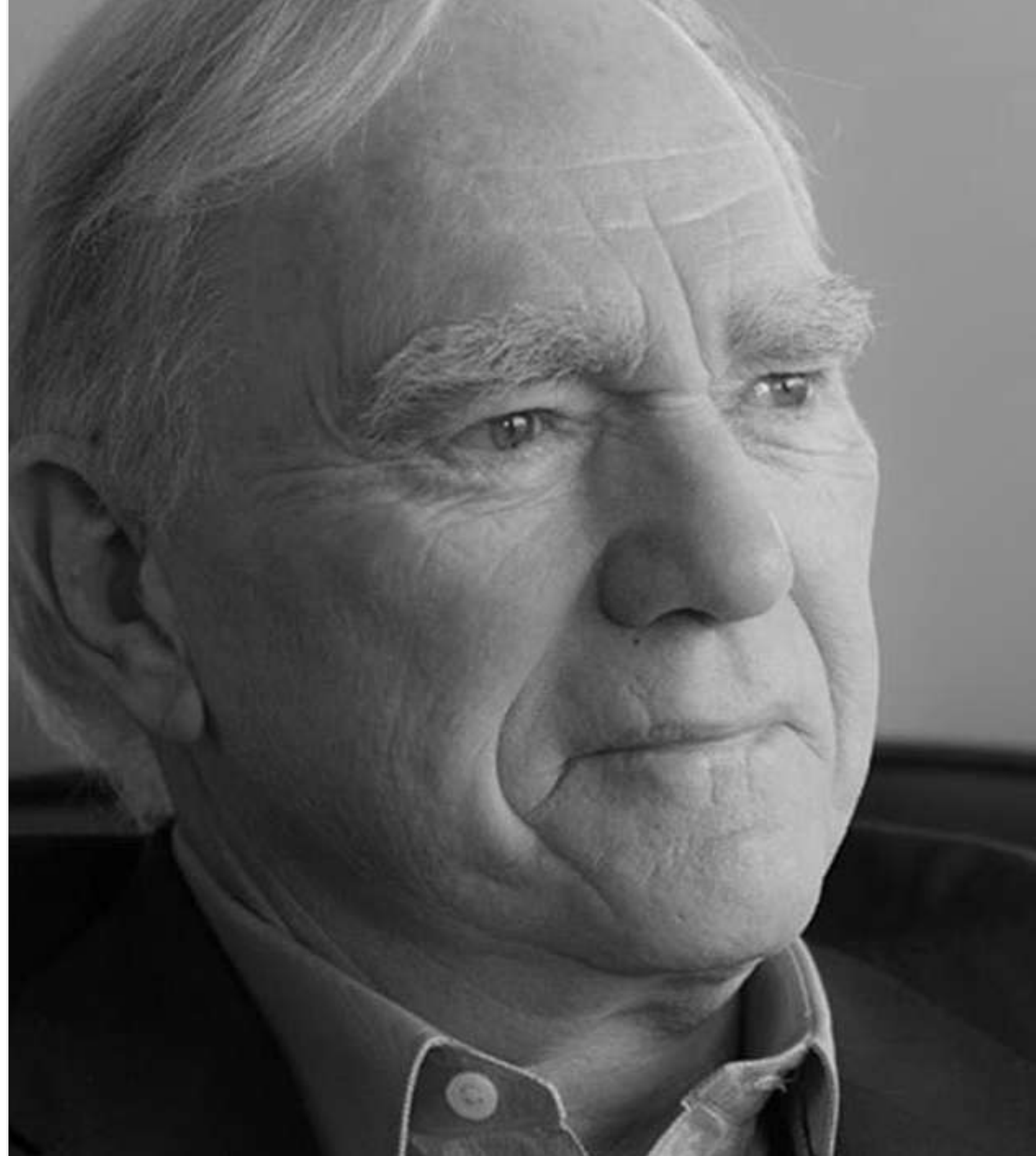
«Banksy painting for NHS charity sells for £14.4m.»

BBC.co.uk, 23.3.2021



«**Stories are how we remember**; we tend to forget bullet points».

Robert McKee



There is a story to  
everything people do...

Dieter Rams



**Stories appear  
anywhere and  
in any shape.**

The dark side  
of stories...

<https://www.tiktok.com/@thekiffness>



**How might we apply this  
knowledge to improve  
«our» user experience?**



# Six principles

**Designing an experience  
is like telling a story.**

**«The basic elements  
of a story are always  
the same.»**

Petra Sammer



Experience Design  
UX & Story Principles  
Elements of a good story & UX



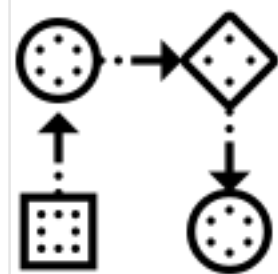
Reason why



Main character



Start with a conflict



Structure



Creation of awareness

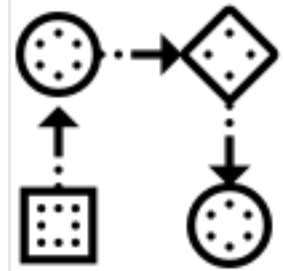


Virality

Experience Design  
UX & Story Principles  
Our focus today



Reason why



Structure



Main character



Creation of awareness



Start with a conflict



Virality

1/6 – Reason Why

Experience Design  
UX & Story Principles  
Our focus today



Reason why



Main character



Start with a conflict



Structure

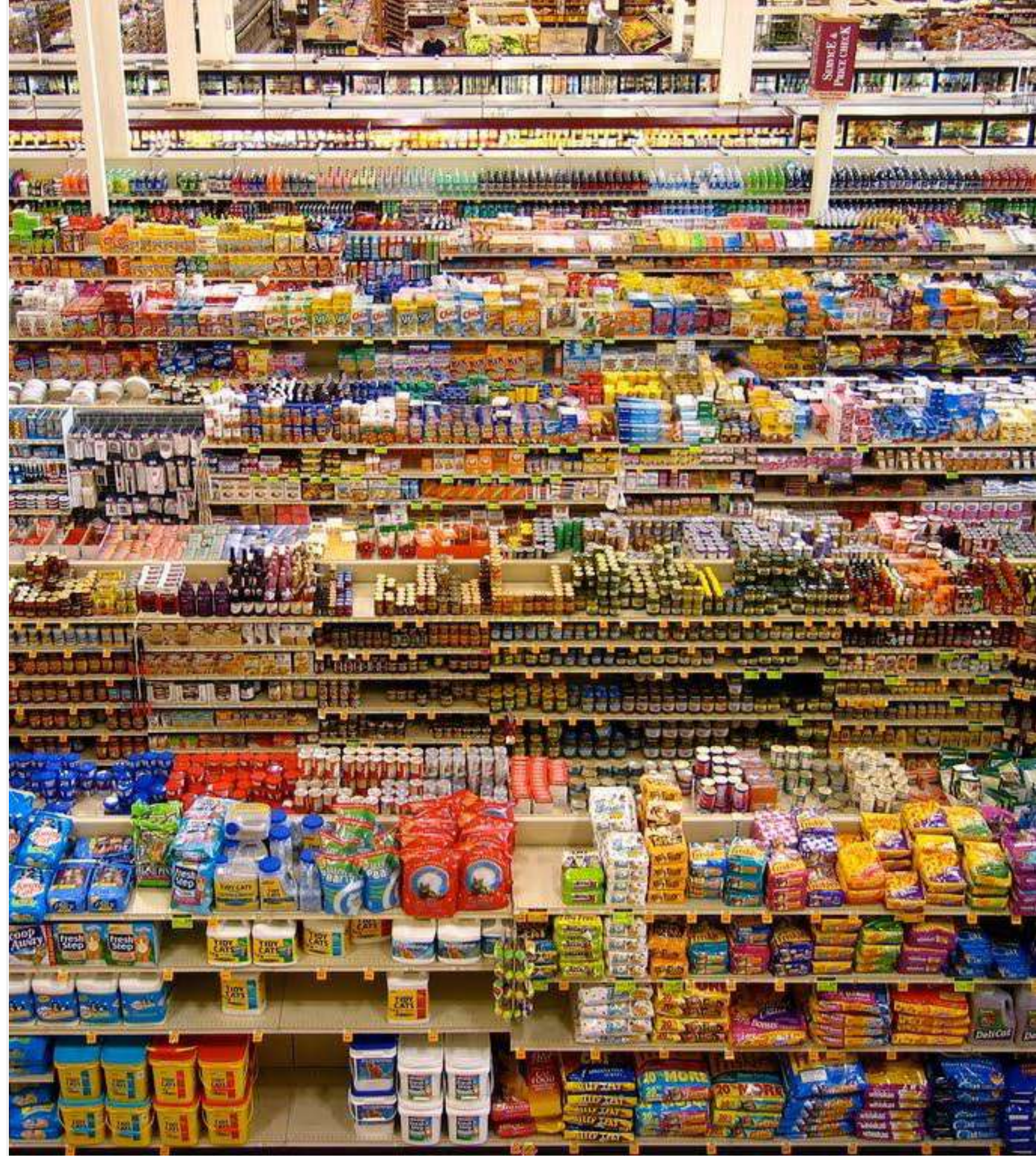


Creation of awareness



Virality

An excessive amount  
of products and services





Differentiation  
on a low level



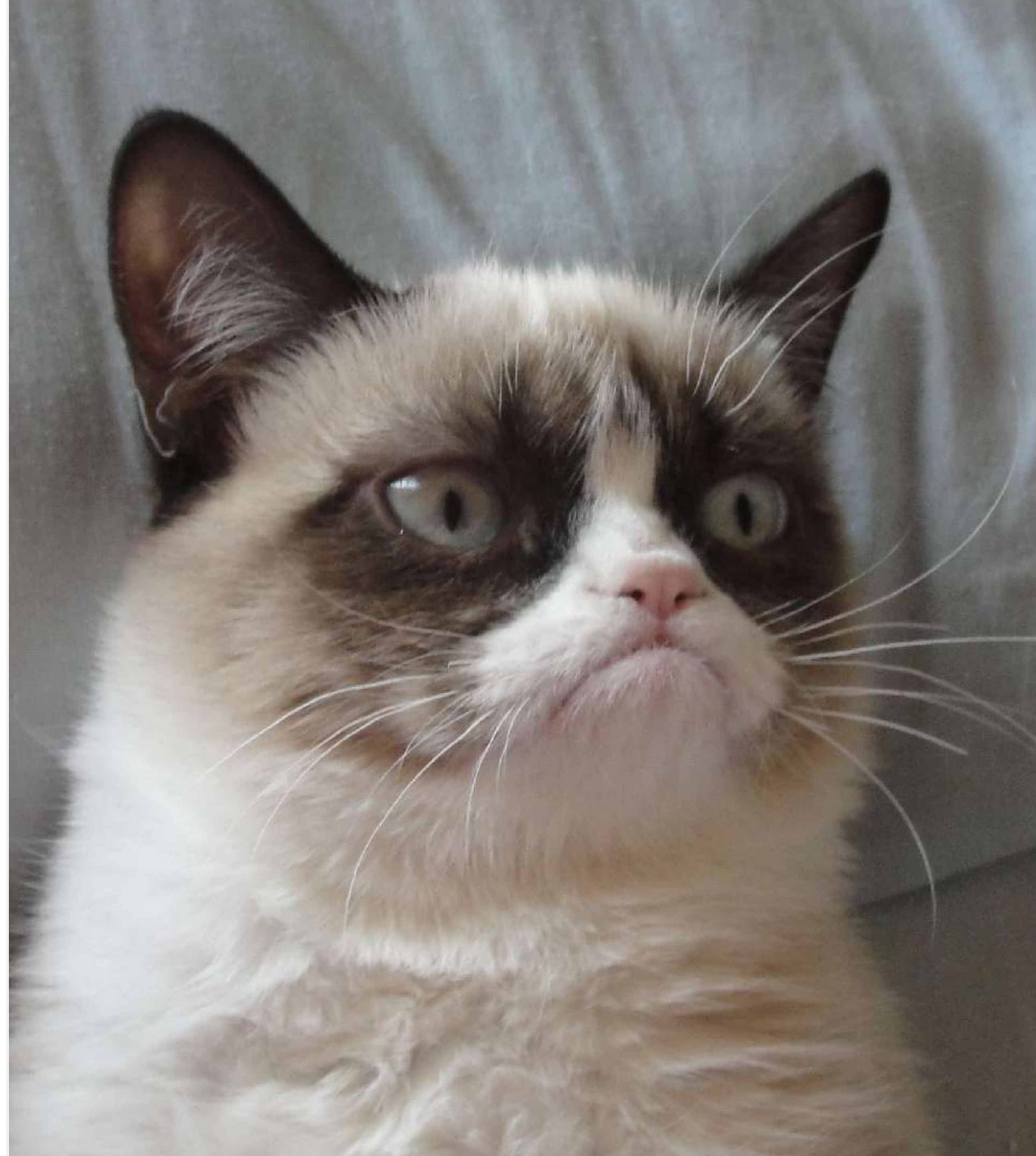
**Challenge to find the USP  
(unique selling proposition)**



Experience Design  
UX & Story Principles  
Every story needs a reason

**Think of a cat  
you know from the internet.**

**Grumpy cat's got a USP  
because being different  
makes you special.**



R.I.P.



**Grumpy Cat**   
@RealGrumpyCat

Follow



## Some days are grumpier than others...

Despite care from top professionals, as well as from her very loving family, Grumpy encountered complications from a recent urinary tract infection that unfortunately became too tough for her to overcome. She passed away peacefully on the morning of Tuesday, May 14, at home in the arms of her mommy, Tabatha.

Besides being our baby and a cherished member of the family, Grumpy Cat has helped millions of people smile all around the world — even when times were tough.

Her spirit will continue to live on through her fans everywhere.

Grumpy's Family — Tabatha, Bryan, and Chyrstal



2:00 am - 17 May 2019

143,271 Retweets 459,176 Likes

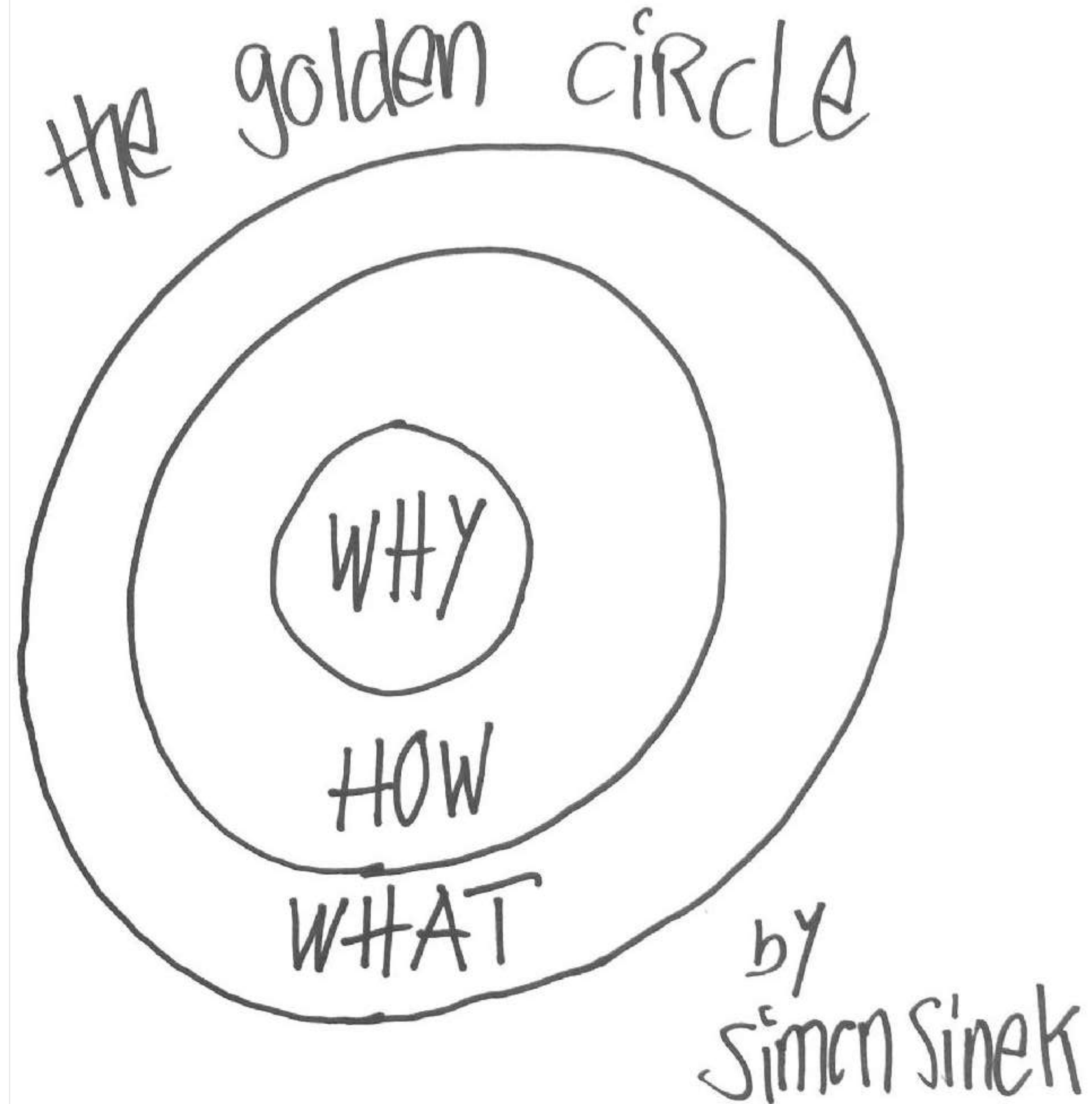


«People don't buy  
what you do; they buy  
**why you do it.**»



Simon Sinek

START WITH WHY



# Apple – Think Different

## 1997



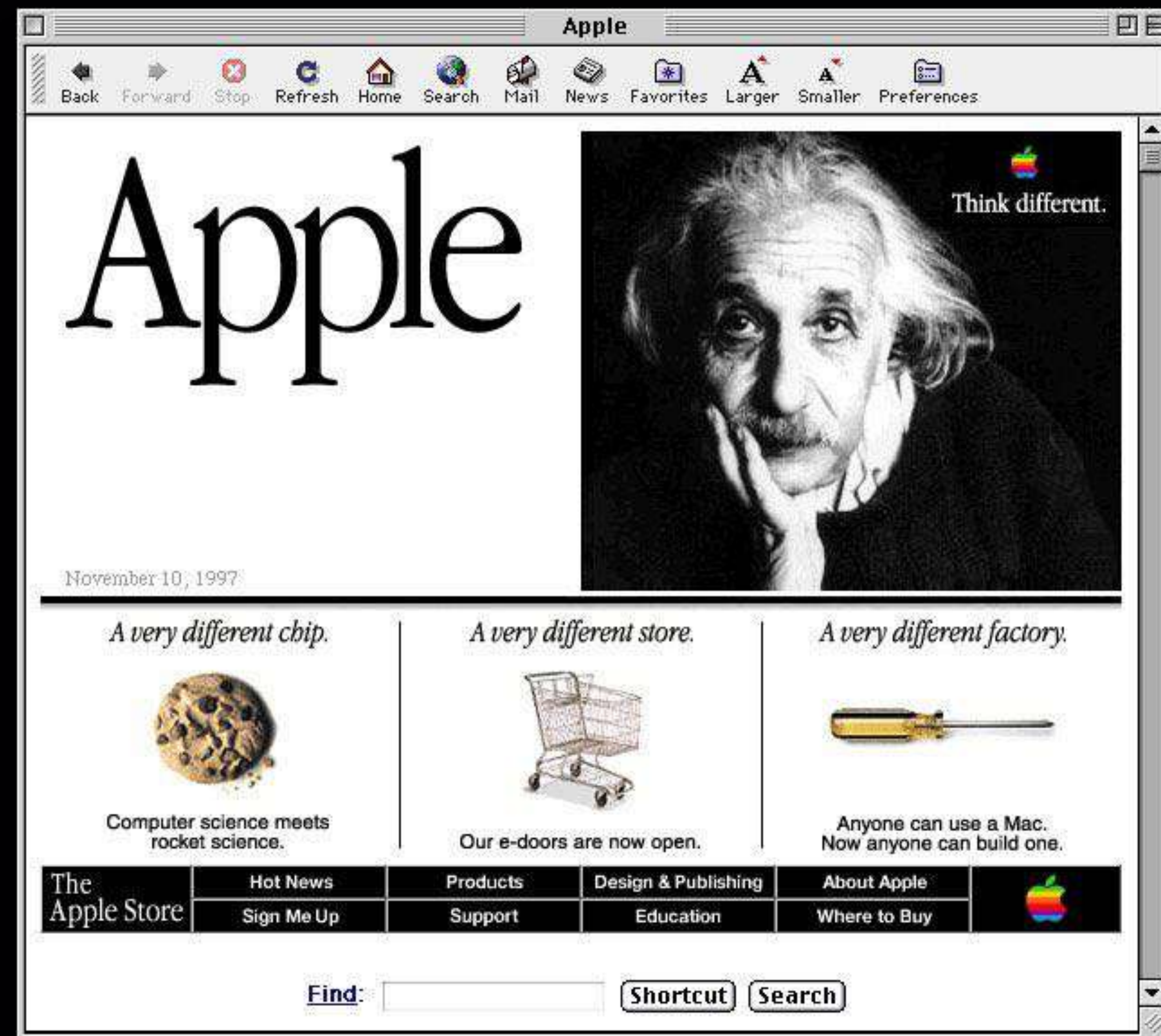
Think different.



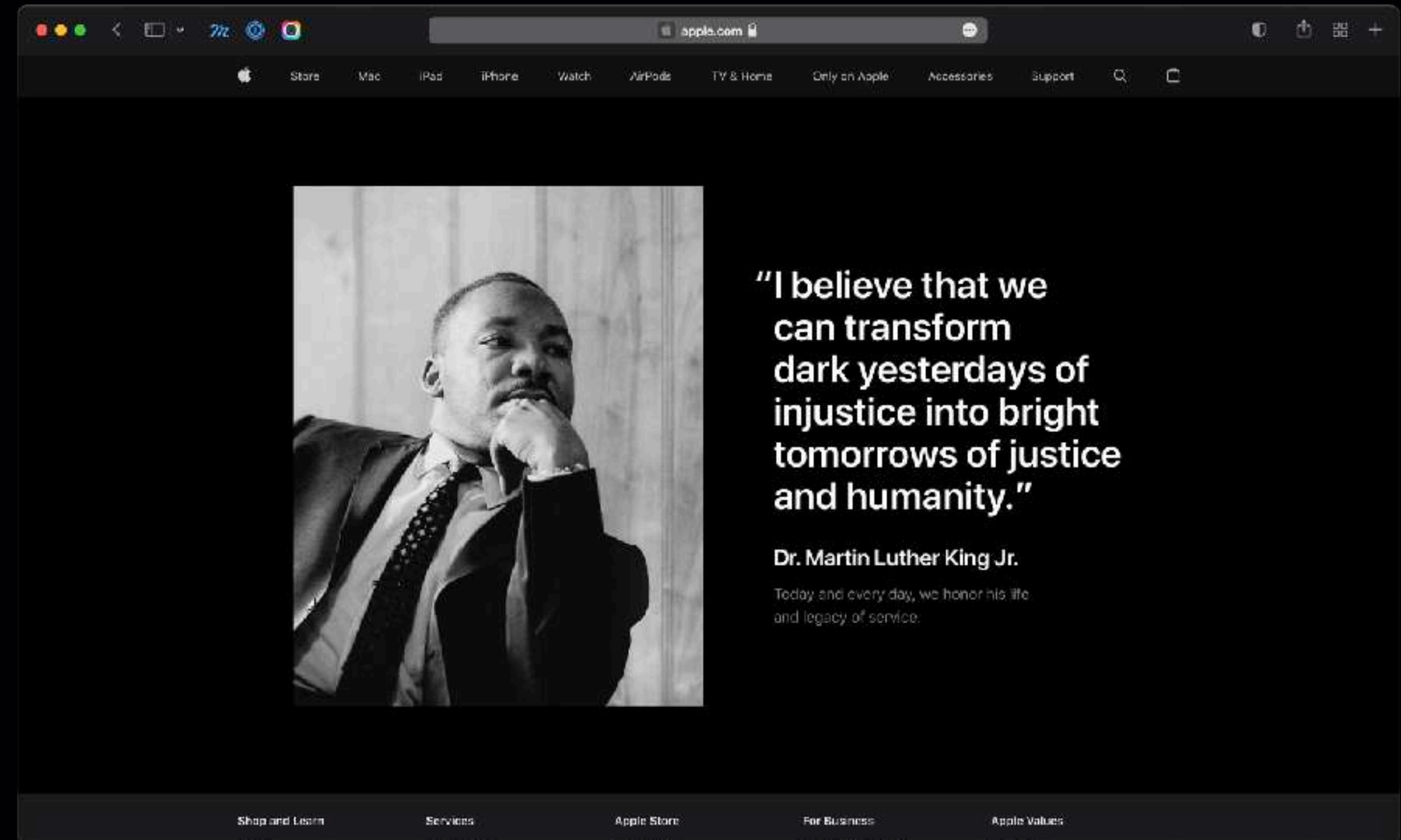
Apple – Think Different  
1997 (behind the scenes)



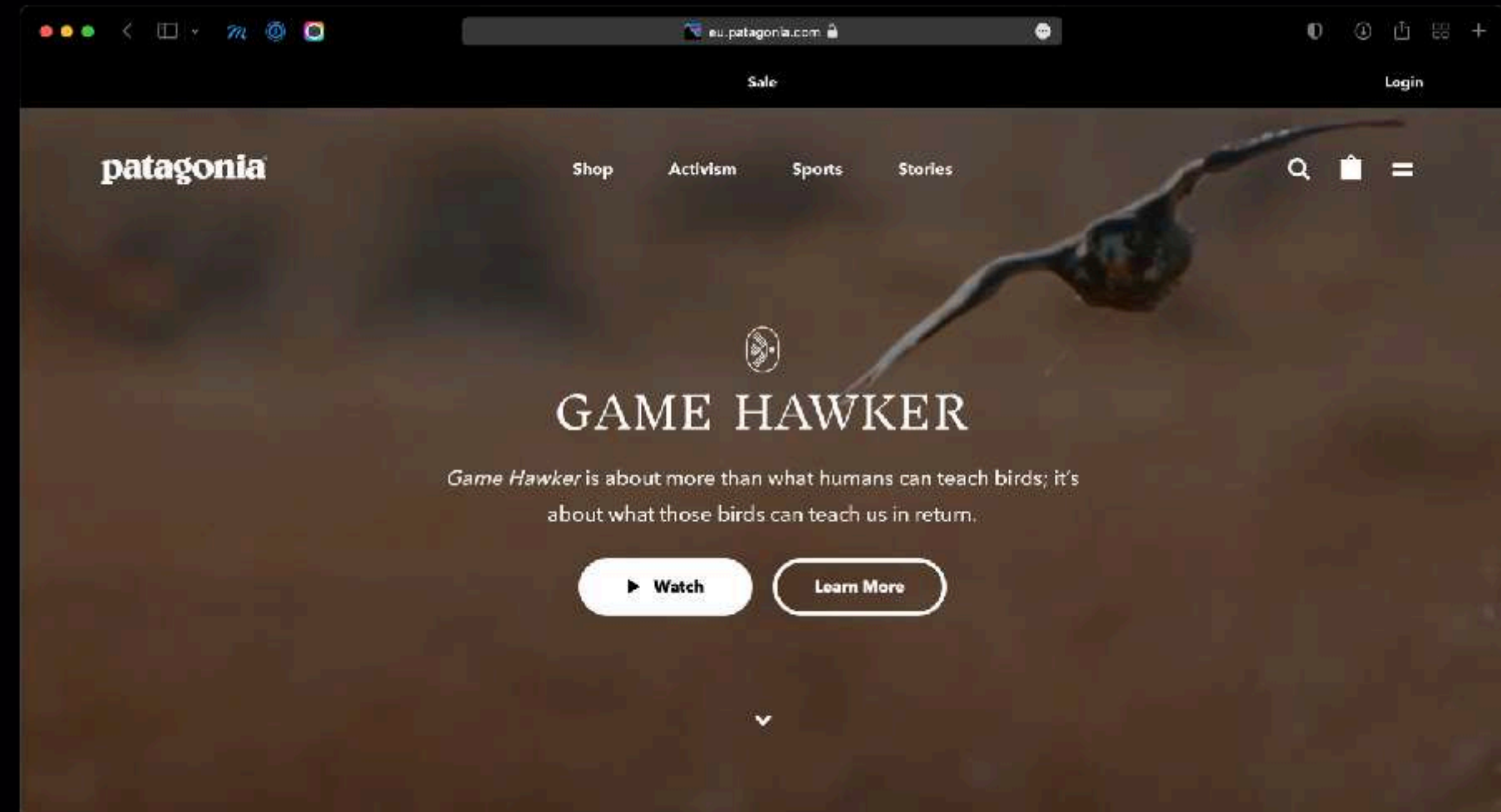
# Apple – Think Different 1997 (behind the scenes)



# Apple Today

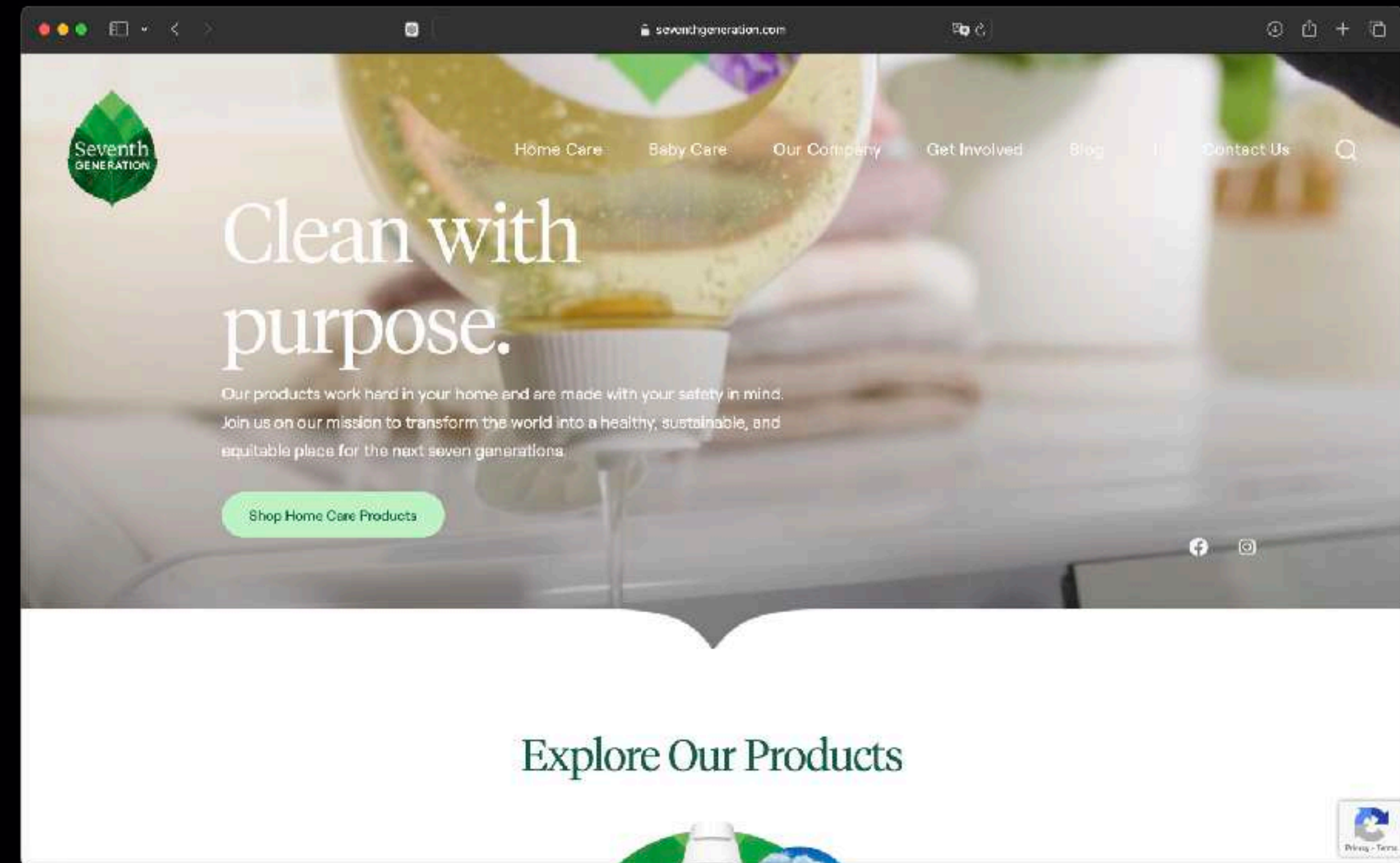


Patagonia  
«We are in business  
to save our planet»



# Seventh Generation

## «Clean with purpose»



Who am I anyway  
to tell you all of this? 🤔

**I believe great experiences  
come down to joy.**

So, sparking joy is my  
driving force in all I do.





Just my friend  
feeding a raccoon.

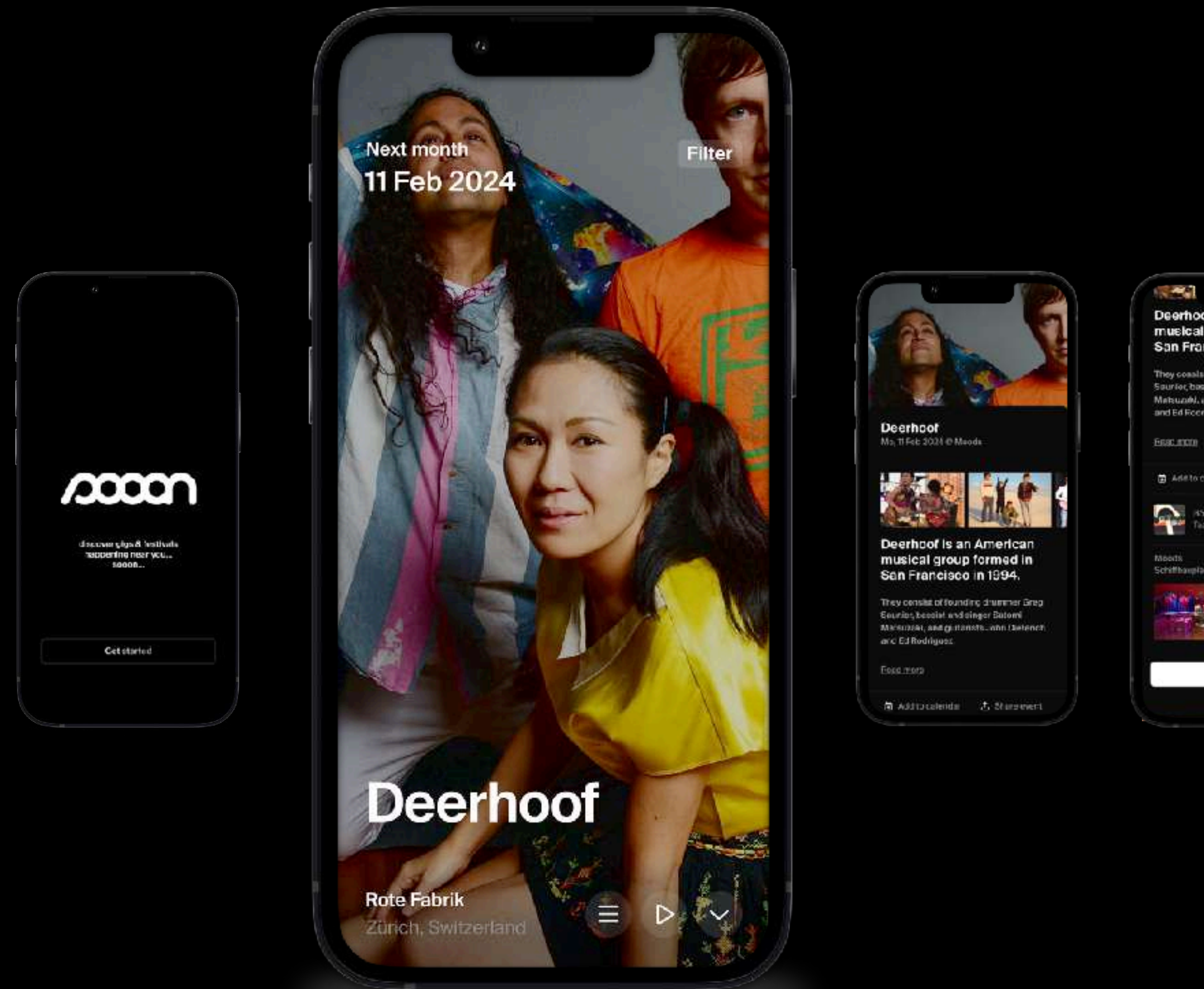
Currently  
Self-employed: I do  
strategy & design, coach  
and lecture between  
beaches and deserts.



Currently  
Building a «music first»  
concert & festival discovery  
platform to support live  
music culture in  
Switzerland.



soon.live  
(platform to be public soon)



# Recently Design Director

Built up & led a design team at newly founded Swipe Studio Zurich branch (2021-2023).

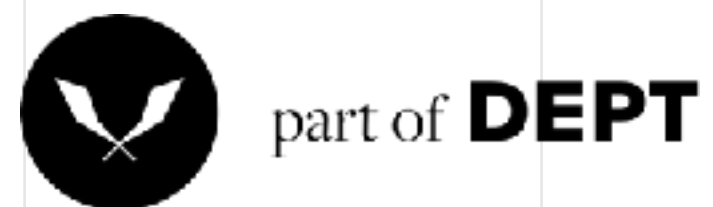
**Accenture** **Song**

Global #1 in IT Services

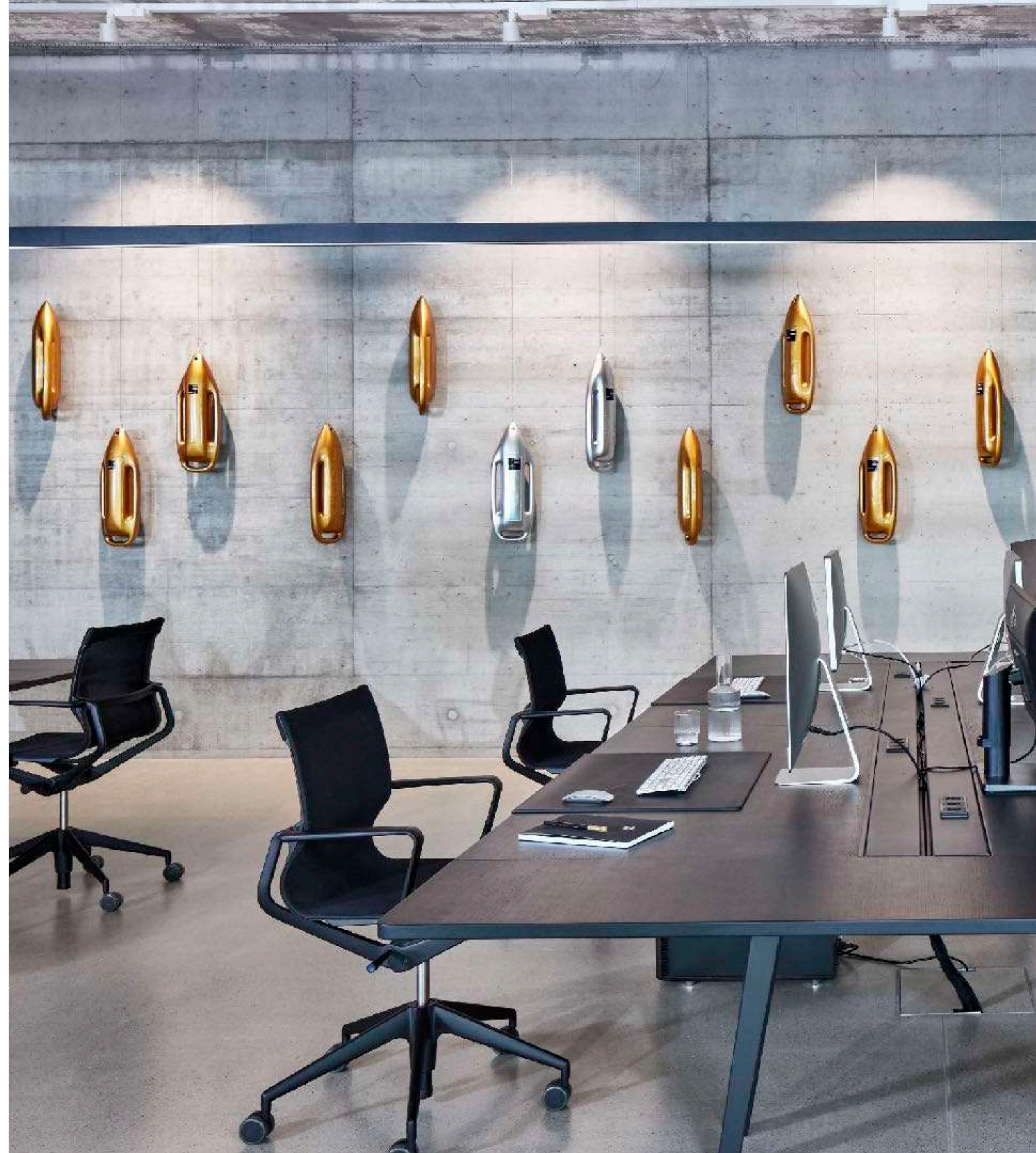


# Recently Head of UX

Led UX & introduced user centred frameworks and processes (2016-2021).



BOSW #1 Digital Agency 



Self-proclaimed and not quite but almost 😊 best selling author & blogger.



500K+ Views, Reads & Shares

**Dan Nessler**

[Edit profile](#)



Head Of UX Design @hvzh | Lecturer @hkb\_MAComDes @fhhwz @zhdk | MA in #dxd @HyperIsland | formerly w/ @scholzfriendsCH @JvM\_Limmat

Medium member since January 2018 · Editor of Digital Experience Design and Hinderling Volkart

259 Following 8.1K Followers

[Profile](#) [Claps](#) [Highlights](#) [Responses](#)

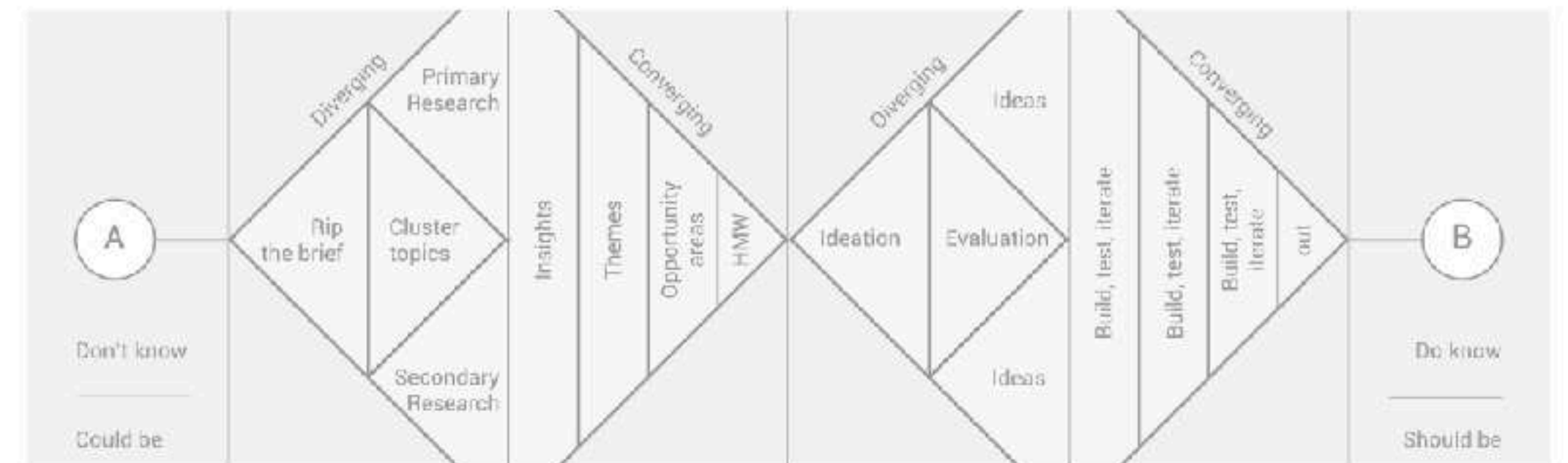
### Featured



Dan Nessler in Digital Experience Design

May 19, 2016 · 8 min read

## How to apply a design thinking, HCD, UX or any creative process from scratch



14.2K

88 responses

# Lecturer & occasional Keynote speaker.

Alongside various speaker and lecturer assignments, I started and ran Hyper Island's first official leadership workshop series in Switzerland between 2018 & 2021.



and more...



boris.baldinger  
PHOTOGRAPHY

How to find «your» WHY



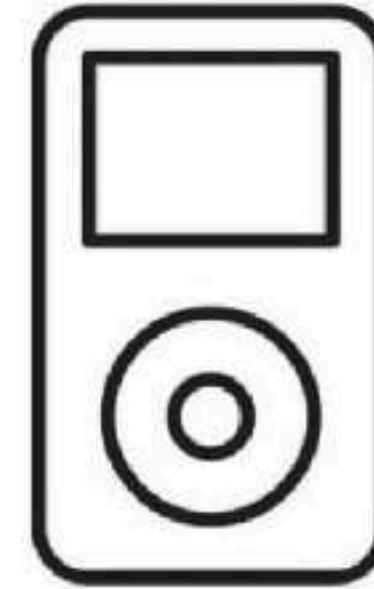


Sakichi Toyoda  
(1867 – 1930)

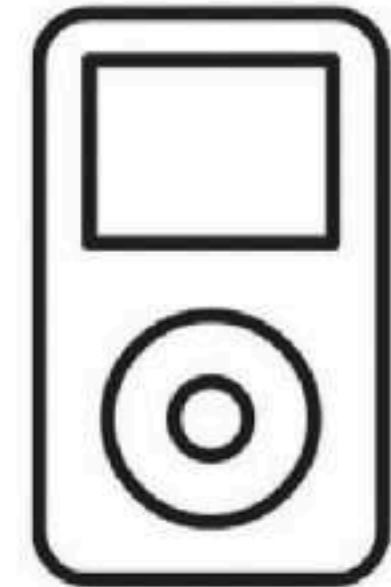
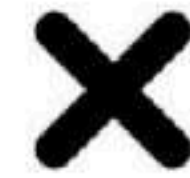
Ask WHY applying the  
«5 WHY method»

Apple

What vs. Why



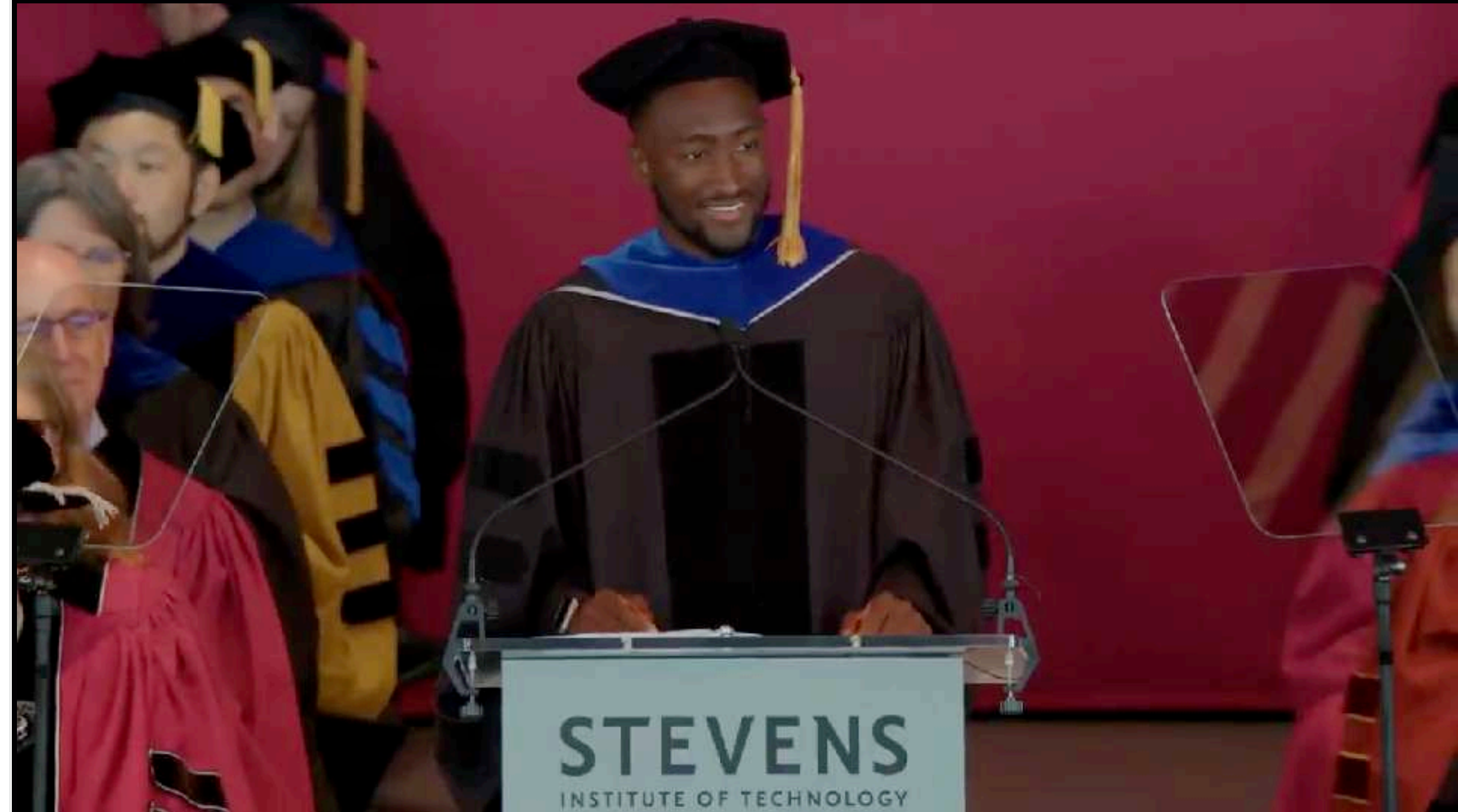
1000 songs in  
your pocket



5 Gigabyte  
storage

«Find something that  
gets you excited...  
purpose is also a tool.»

Marques Brownlee (MKBHD)

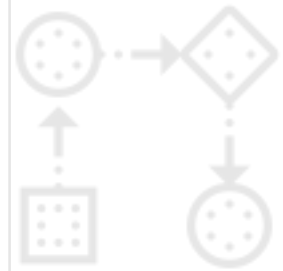


2/6 – Main character  
(persona)

Experience Design  
UX & Story Principles  
Elements of a good story & UX



Reason why



Structure



Main character



Creation of awareness



Start with a conflict



Virality

Every story  
needs a hero.





**hero**



**friend  
& fellow**



**mentor  
& enabler**



**antagonist  
& villain**

**Your User  
is the Hero.**



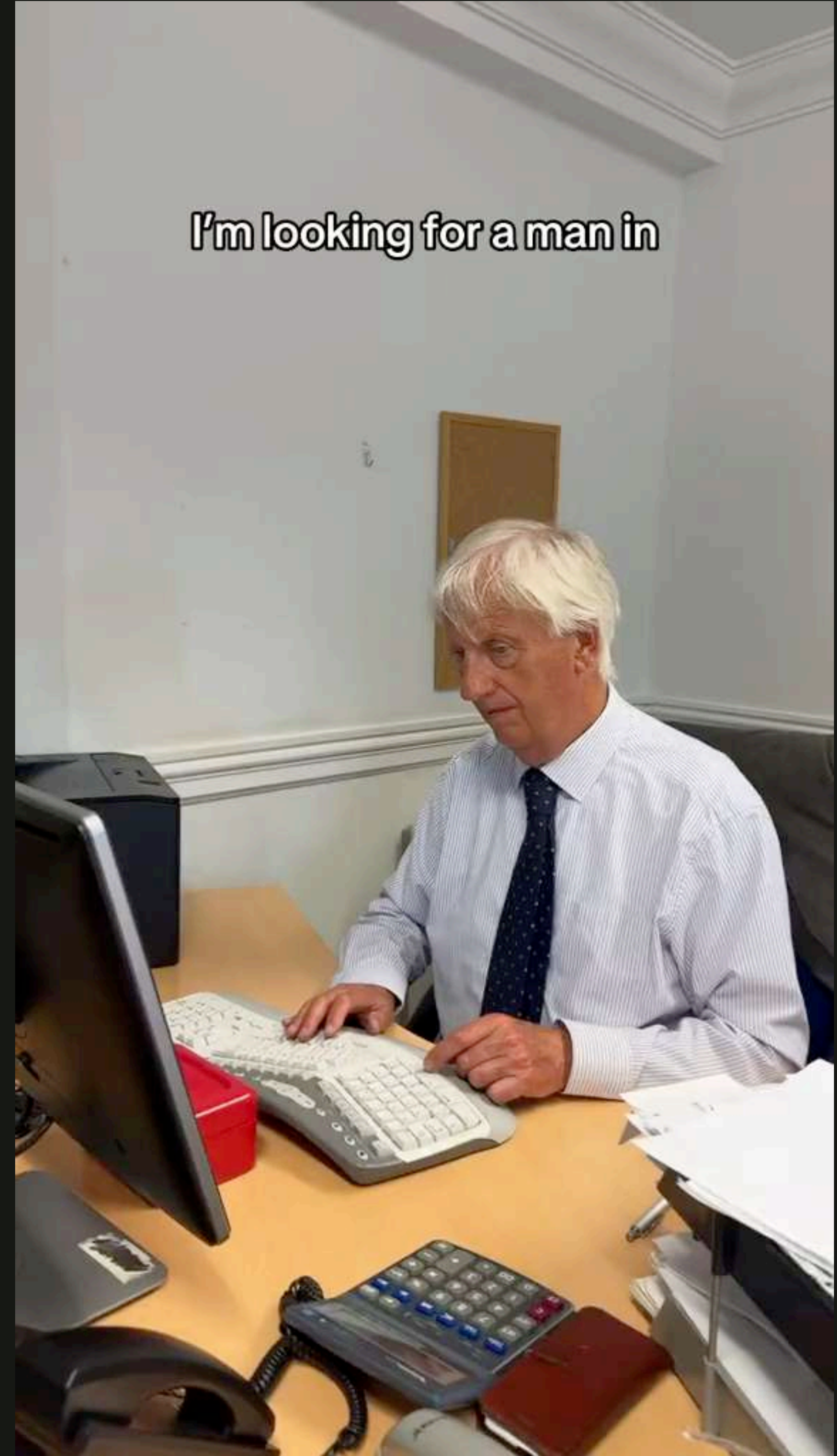
Don't make yourself,  
your business or your  
product the hero.



In product & experience design and in business we also refer to our «hero» as the **PERSONA**.

A **persona** is a representation of a type of customer. Personas answer the question, «**Who are we designing our services & products for?**» and they help to align strategy and goals to specific user groups.

There is something wrong with this...



What else is the problem here?



## Marketing/Sales/Buyer Persona

- Focus on Marketing and Sales
- Based on sociodemographic data\*
- Obtained through quantitative research\*
- Buyers might not be end users of a product (e.g. Kid's Toys, B2B products)

## UX Personas

- Focus on holistic customer relationship
- Based on behavioural data\*
- Obtained through qualitative research\*
- End users might not necessarily be people that buy your product

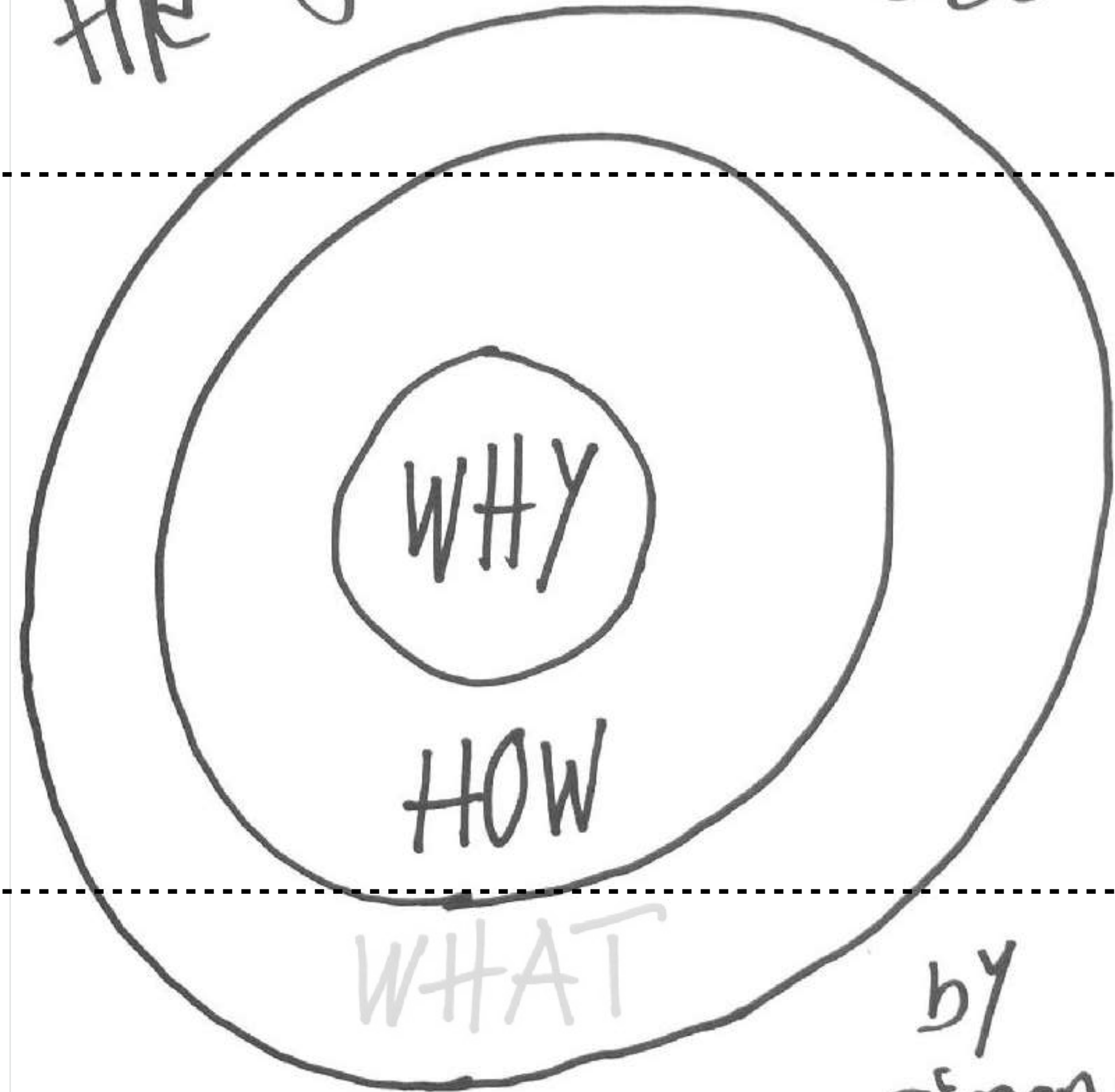
\* Ideally, we can combine data sources to enrich the accuracy and thus the value of a persona.

Marketing/Sales/Buyer  
Personas

**UX Personas**

Marketing/Sales/Buyer  
Personas

the golden circle



by  
simon sinek

One and the same...?





«Core Job to be done or  
core user need statement»

—

When I am... (Situation)

I want to... (Action)

so that I... (Goal)

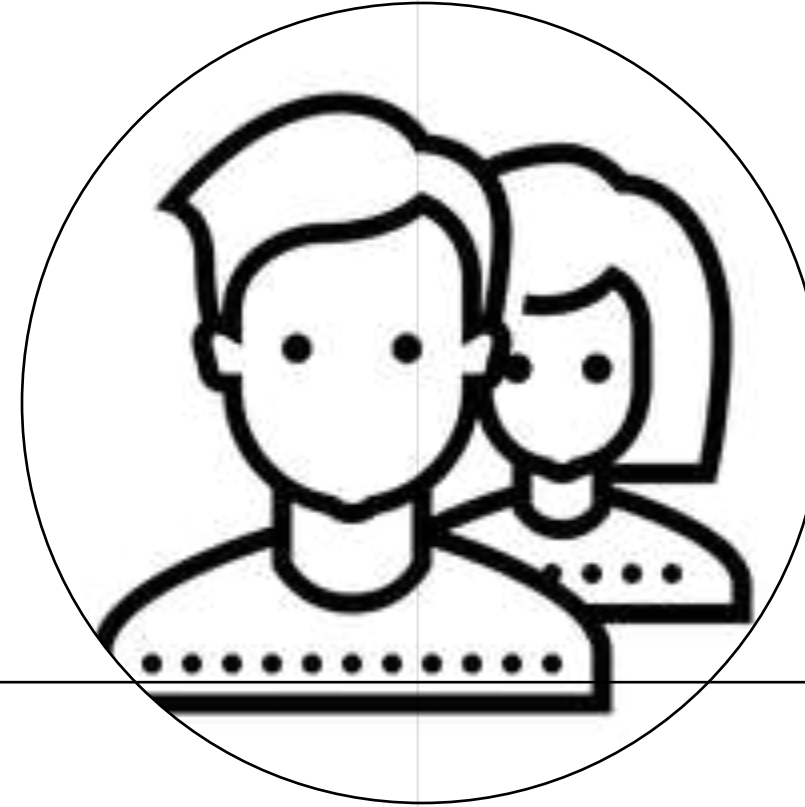
Persona/User Name

Descriptive Persona/User Title



# Persona / User Name

«JTBD»



Descriptive Persona / User title

«Core user statement»

## Characteristics

- General statements regarding his or her activities and behaviour

## Pains

- xxx

## Attitude towards «xxx»

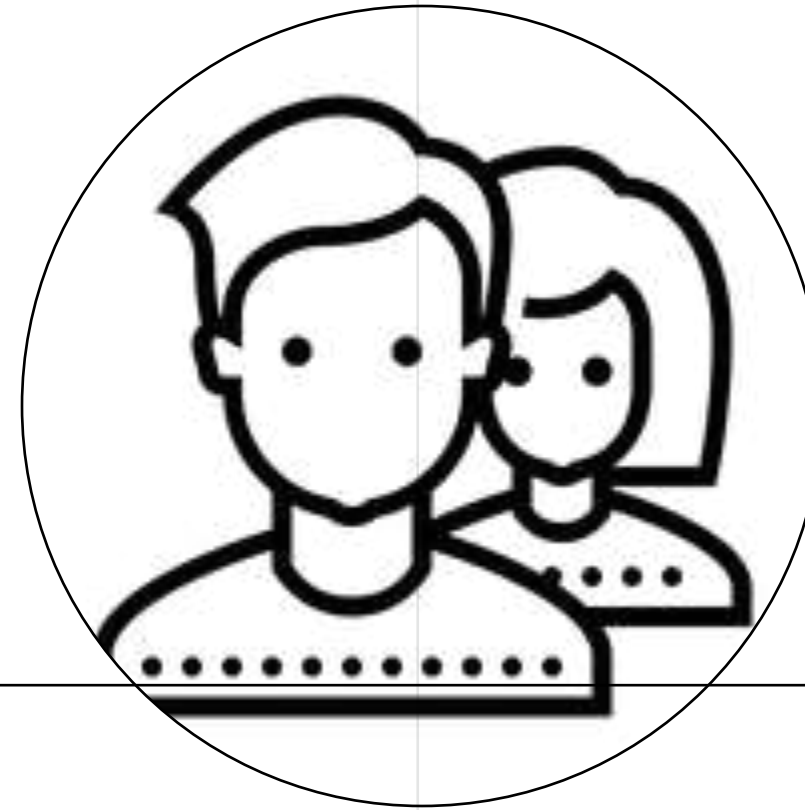
- General statements regarding attitude towards the industry of the client (e.g. flying, shopping, transportation etc.)

## Gains

- xxx

# Persona / User Name

«JTBD»



Descriptive Persona / User title

«Core user statement»

## Why/life goals

- Statement towards the goals a user is striving towards in his or her life

## How goals (values)

- Statements about values he or her lives by and follows in order to reach the life goals

## What goals (use cases / JTBD / needs)

- Statements regarding activities use cases in relation to the clients product he or her carries out or needs

## Demographics

- Any available & relevant demographics

**At the beginning of a project or with little knowledge, you might create an assumption based «Proto Persona» (prototype of a persona) building up on existing or knowledge from other sources than your actual users.**

«Invest twice.  
In you & the environment.»

Swipe / Accenture Song 4 Swiss Life – Pando  
BOSA Gold for Business Impact, 2022  
BOSA Silver for Design, 2022  
App discontinued in 2023

Pando  
by SwissLife

The image shows the branding for 'Pando by SwissLife'. The logo consists of the word 'Pando' in a large, black, serif font, with 'by SwissLife' in a smaller, black, sans-serif font underneath. The background is a light gray gradient with a dark green, wavy shape at the bottom, resembling a landscape or a stylized wave. There are also some faint, thin lines in orange and green on the left side of the image.

From:  
SUISA makes  
music possible.

Hinderling Volkart 4 SUISA  
BOSW Gold .swiss websites, 2022

Kontakt Glossar FAQ Mein Konto Jobs Download Center DE FR IT EN

MITGLIEDER Musik-Urheber & Verleger KUNDEN Musiknutzende SERVICES Informationen, Recht & Fast, Links SUISA Wer wir sind & was wir tun

GT 3a

Als Schweizer Genossenschaft der Urheber und Verleger fördern wir das Musikschaffen durch eine gerechte Entschädigung der Rechteinhaber

SUISA macht Musik möglich

### SUISAblog

24. Januar 2020  
**Ausblick und Einblick**

Der Vorstand hat sich in seinen Sitzungen vom 10. und 11. Dezember 2019 schwerpunktmässig mit dem Budget für das Jahr 2020 und der Strategie der SUISA für die nächsten fünf Jahre beschäftigt. (Foto: Olivier Le Moal / Shutterstock.com) →

05. Dezember 2019  
**10 Jahre Helvetiarockt: Die Stimme der Frauen\* verstärken**

Der Verein Helvetiarockt setzt sich seit zehn Jahren dafür ein, dass Frauen\* in der Musikszene besser vertreten sind. Zeit für eine Bilanz. (Foto: Taboo Hübeli) →

25. November 2019  
**Die Vertonung**

Selbst es für ein Chorwerk oder einen Song, oft ist man als KomponistIn oder KomponistIn von einem bereits bestehenden Text inspiriert und möchte diesen oder Auszüge daraus für eine Komposition respektive einen neuen Song verwenden. Worauf ist bei der Verwendung von fremden Texten zu achten? Wie erhält man eine Vertonungserlaubnis und welche Punkte sollten darin

### NEWS

23. Dezember 2019  
**Wir trauern um Reto Parolari**

Unser Vorstandsmitglied Reto Parolari ist am Sonntag unerwartet in seiner Ferienwohnung in Brissago (TI) verstorben. →

29. Oktober 2019  
**Tarif gültig ab 2020**

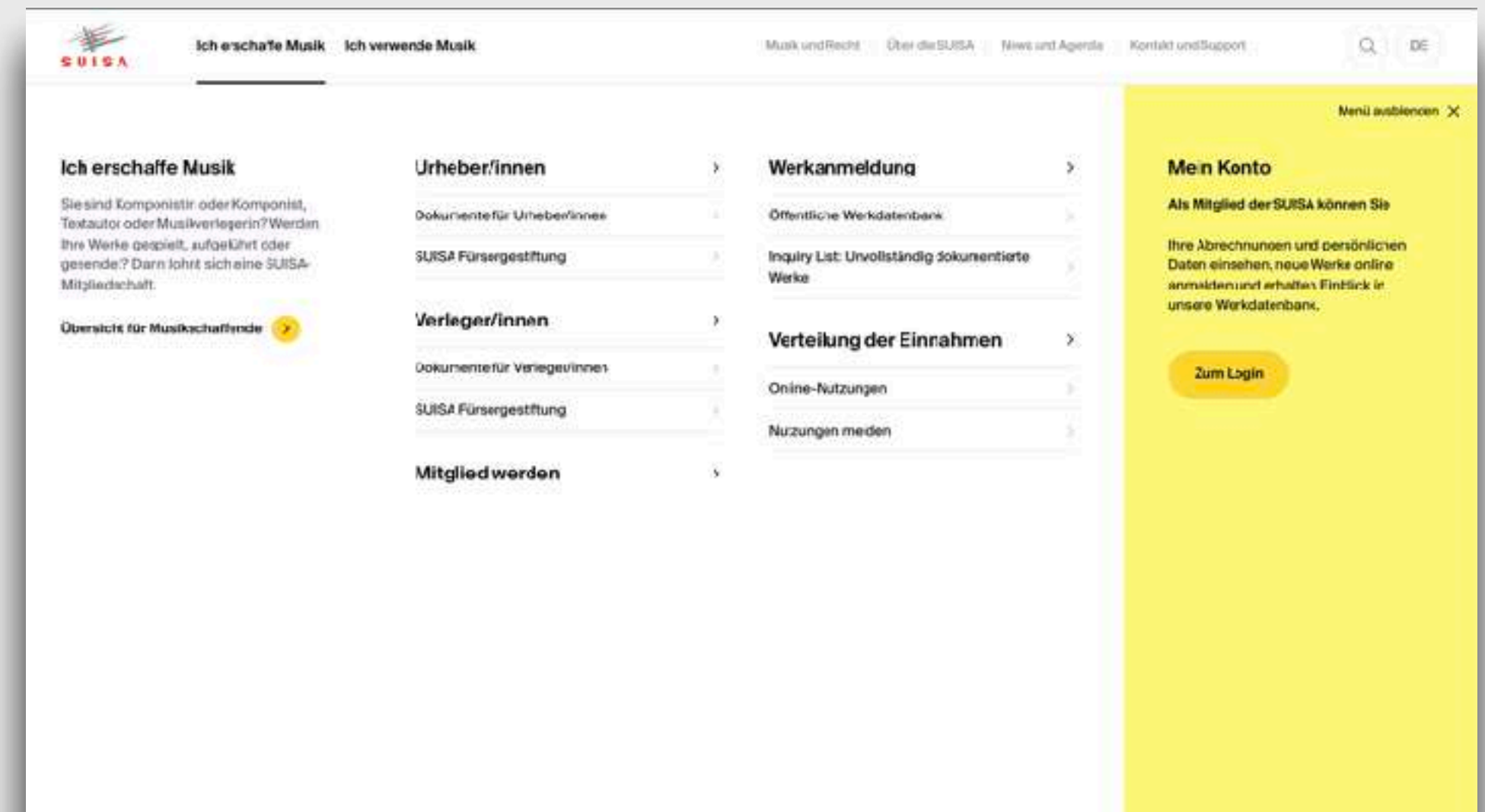
Auch in diesem Jahr haben Tarifverhandlungen stattgefunden. Sobald ein neuer Tarif von der Eidgenössischen Schiedskommission (ESchK) genehmigt wird, stellen wir ihn hier zum Herunterladen zur Verfügung. Anfang Jahr ist er auch im Download Center und auf der entsprechenden Tarifseite ersichtlich. →

Zur Mitteilungsübersicht →

### AGENDA

To:  
Together we  
enable music.

Hinderling Volkart 4 SUIA  
BOSW Gold .swiss websites, 2022



To:  
Together we  
enable music.

Hinderling Volkart 4 SUIA  
BOSW Gold .swiss websites, 2022

**SUIA** Ich erschaffe Musik Ich verwende Musik Musik und Recht Über die SUIA News und Agenda Kontakt und Support

# Gemeinsam machen wir Musik möglich.

**Musikwerke anmelden und verwalten**  
Ich erschaffe oder verlege Musik als Urheber/in oder Verleger/in und finde hier Informationen zu meinen Urheberrechten.  
Musikwerke verwalten >

**Musiknutzung melden und lizenzieren**  
Ich veranstalte Vorführungen und Events mit Musik oder verwende Musik in meinem Gewerbe.  
Musiknutzung melden >

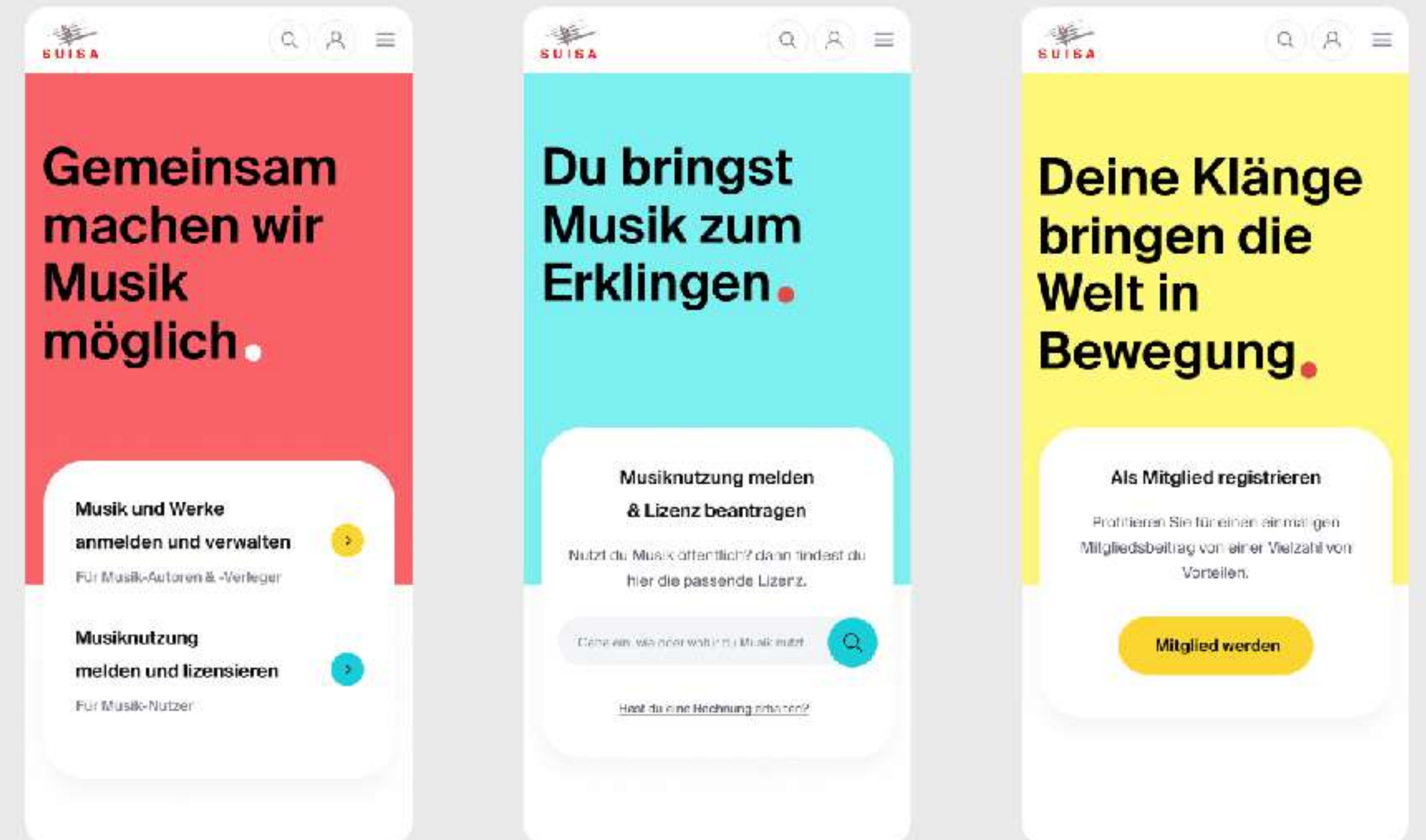
**Wir machen Musik möglich seit 1923**  
Exklusive Geschichten, Wettbewerbe und vieles mehr rund ums Jubiläumsjahr 2023. Jetzt Jubiläumssseite entdecken!  
SUISA'00 >

# SUISA 100



To:  
Together we  
enable music.

Hinderling Volkart 4 SUI SA  
BOSW Gold .swiss websites, 2022

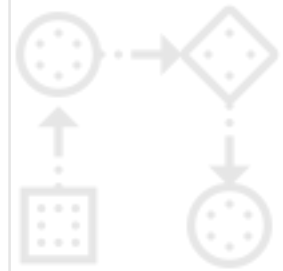


**3/6 – Start with a  
conflict (problem)**

Experience Design  
UX & Story Principles  
Elements of a good story & UX



Reason why



Structure



Main character



Creation of awareness



Start with a conflict



Virality

STORY

= Hero

+ Dilemma

+ Attempt at liberation

(Jonathan Gottschall)



Olaf the hamster



How many designers  
does it take to change a  
lightbulb?



**Does it need to  
be a lightbulb?**



One more:

**How many psychologists  
does it take to change a  
lightbulb?**

From finding the right problem to resolving it in the right way.

11 Life Hacks by «the Slivki Show».





## UX & Story(telling) Principles

Your User Persona – JTBD (Job to be done)

Who are you doing it for and what do they need?

«When I {Situation}...

I {need}...

so that I {goal}...

{Name}

{short description}

# «Core Job to be done or core user need statement»

Persona/User Name

Descriptive Persona/User Title



# An app to break the infection chain in 14d.

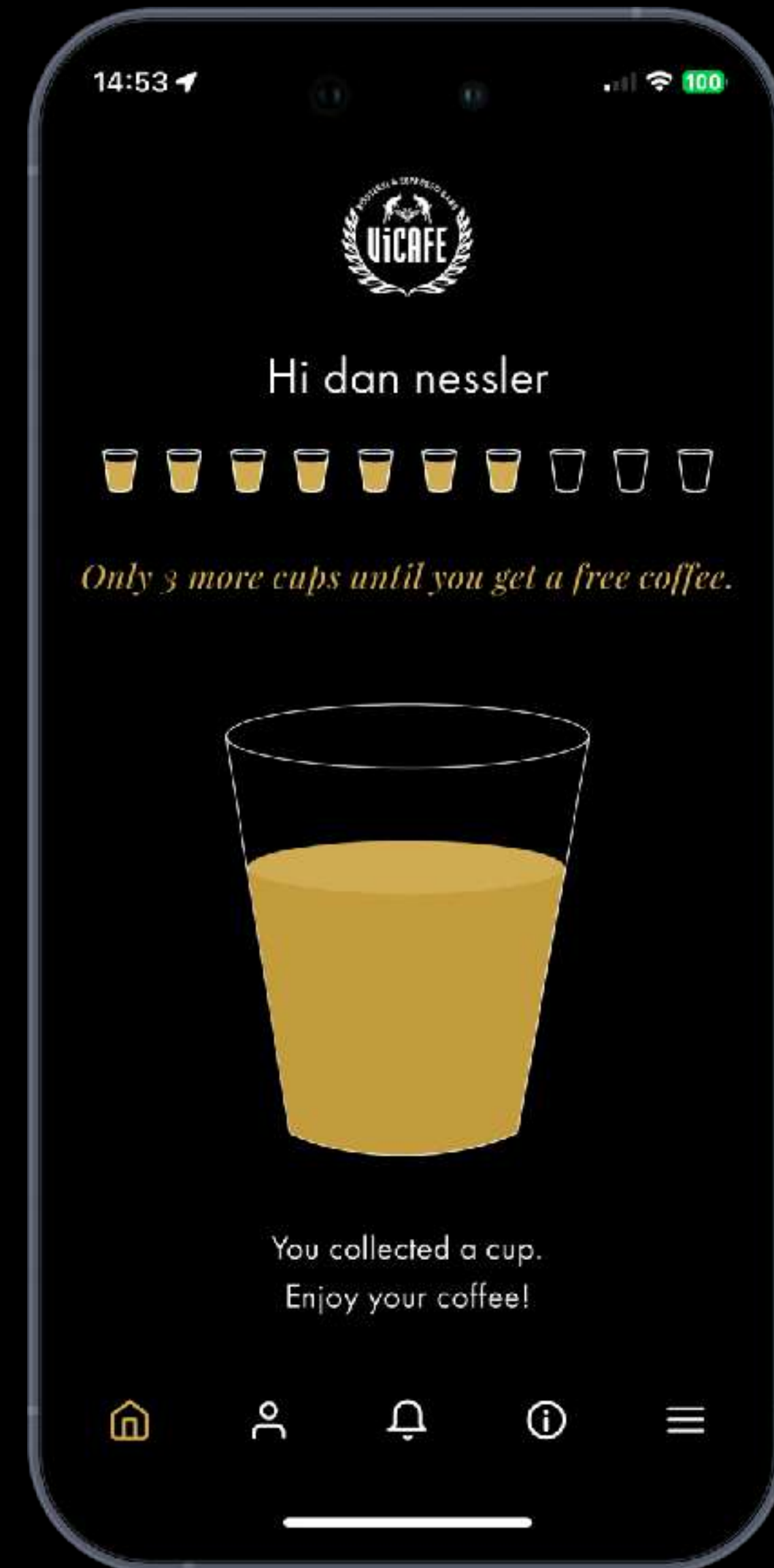
Swipe / Accenture Song 4 Austrian Red Cross  
Contact Tracing APIs for Google & Apple



Just trying to get  
a free coffee to cure  
my caffeine addiction 🌀.

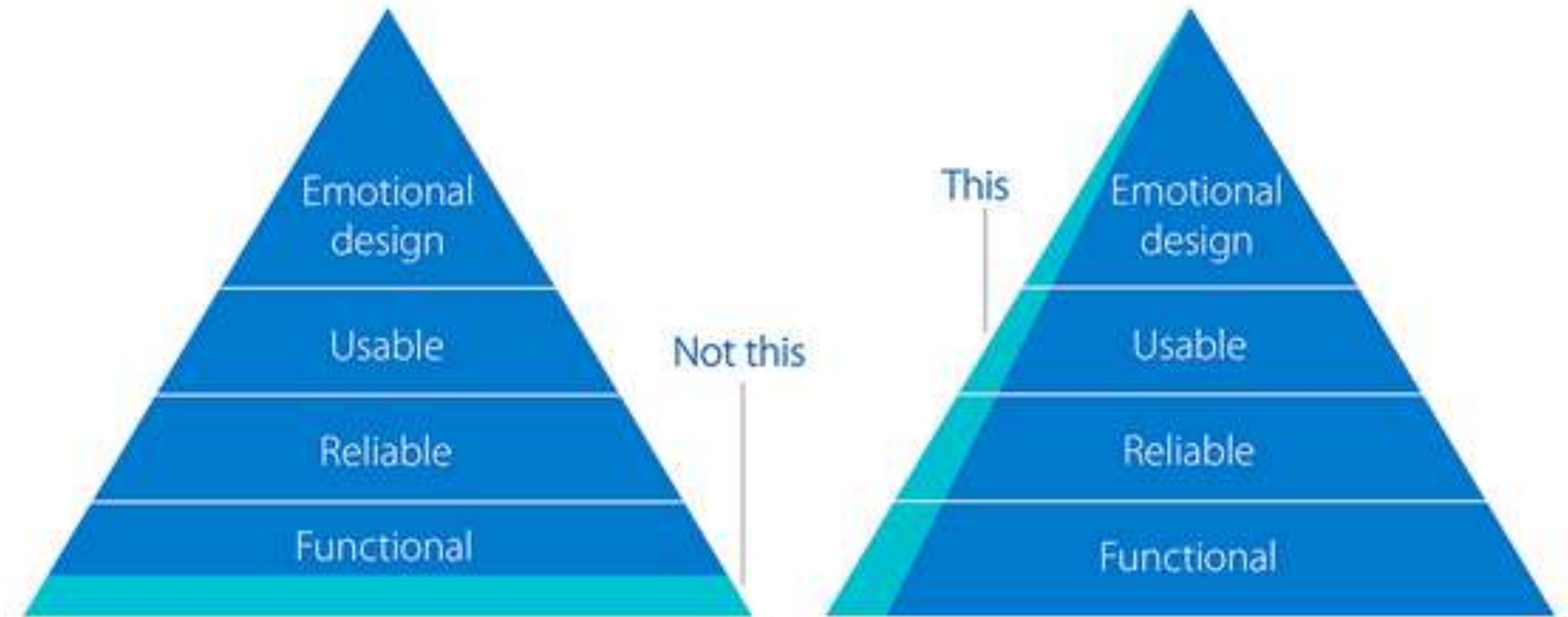



Single- / Micro-purpose apps focusing on one specific task or problem.



Prioritisation in your process e.g. building a MVP (Minimum viable product).

## Minimum Viable Product

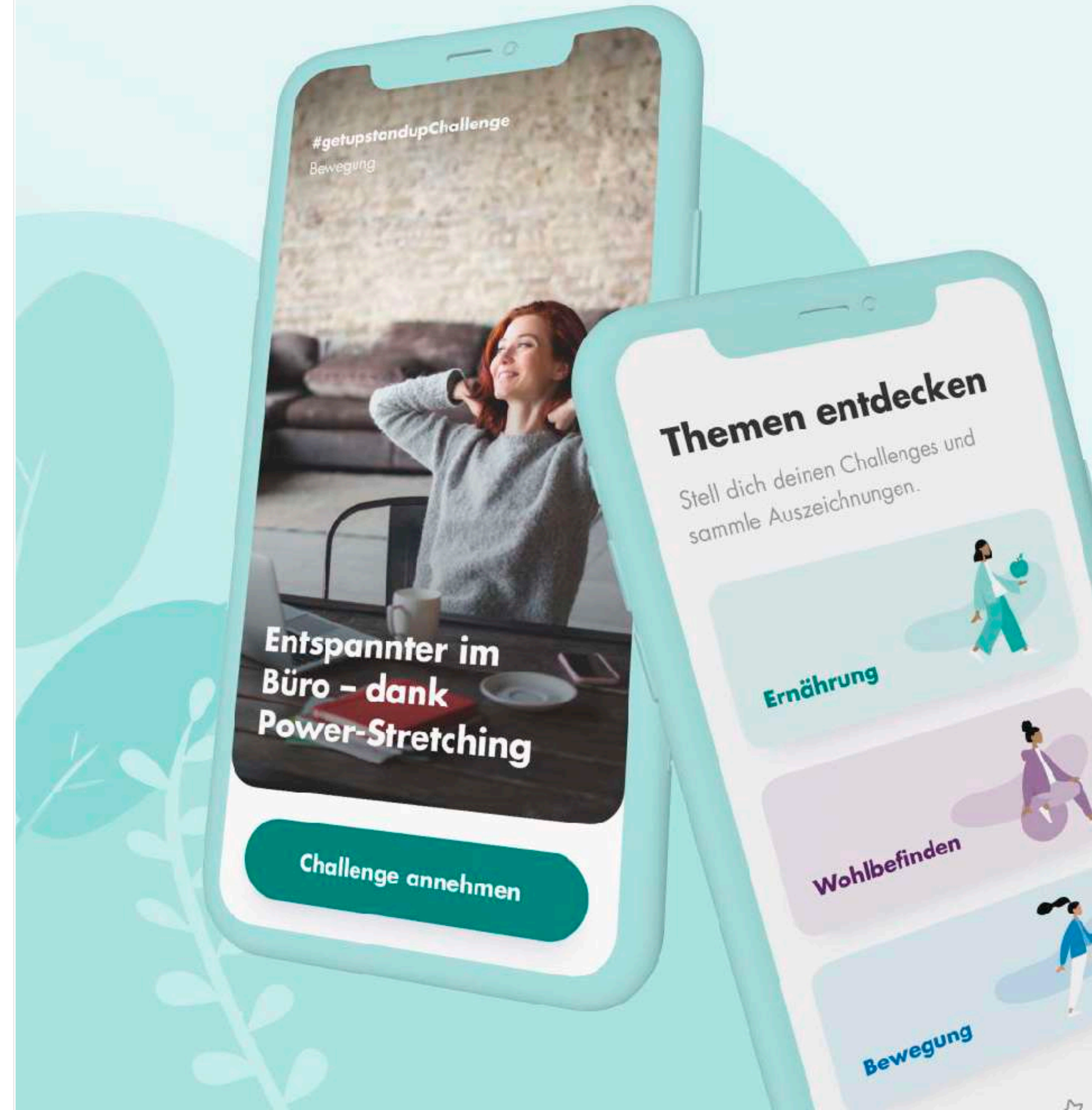


 @jopas

September 2014 | With compliments to Aaron Walter

A health coach app  
rethought & designed  
from the ground up to  
delight, engage and  
support users.

Hinderling Volkart & SWICA  
App Store Rating boost from 3.8 to 4.7  
BOSW Gold in UX, 2022 and follow-up awards  
No 1 in App Store health for weeks



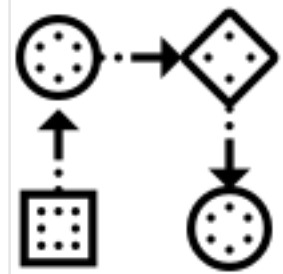
# 4/6 – Structure (Experience Mapping)



Experience Design  
UX & Story Principles  
Elements of a good story & UX



Reason why



Structure



Main character



Creation of awareness



Start with a conflict



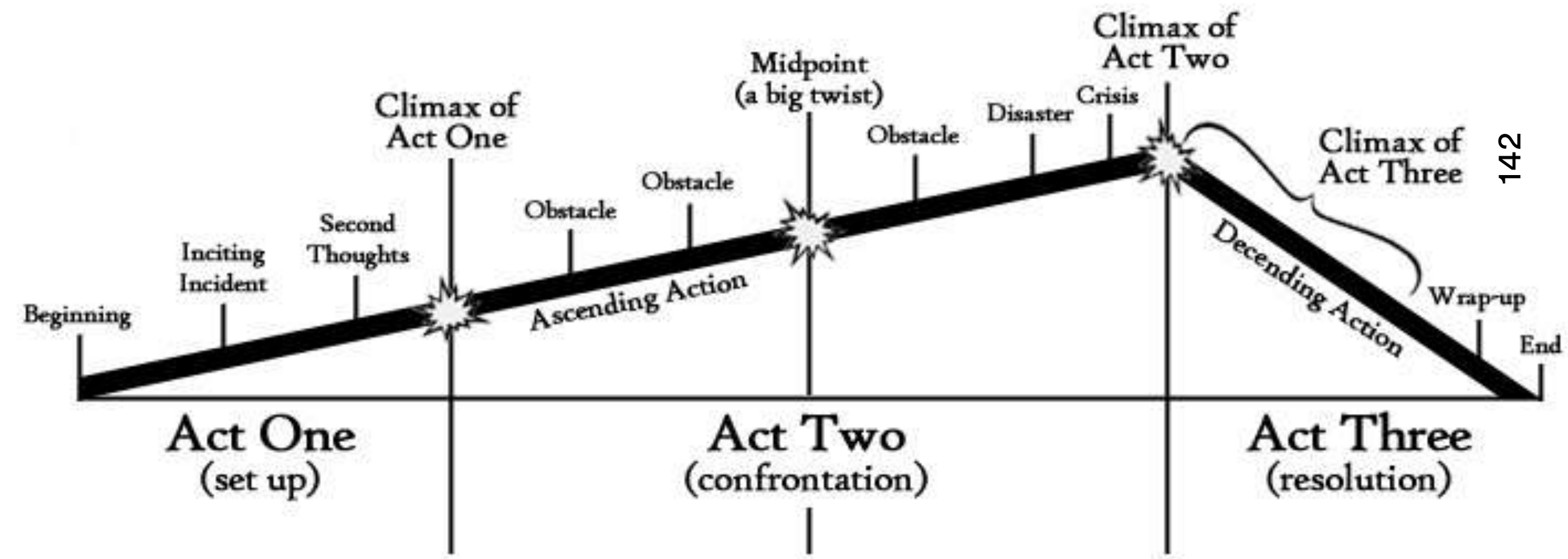
Virality

**Designing an experience  
is like telling a story.**

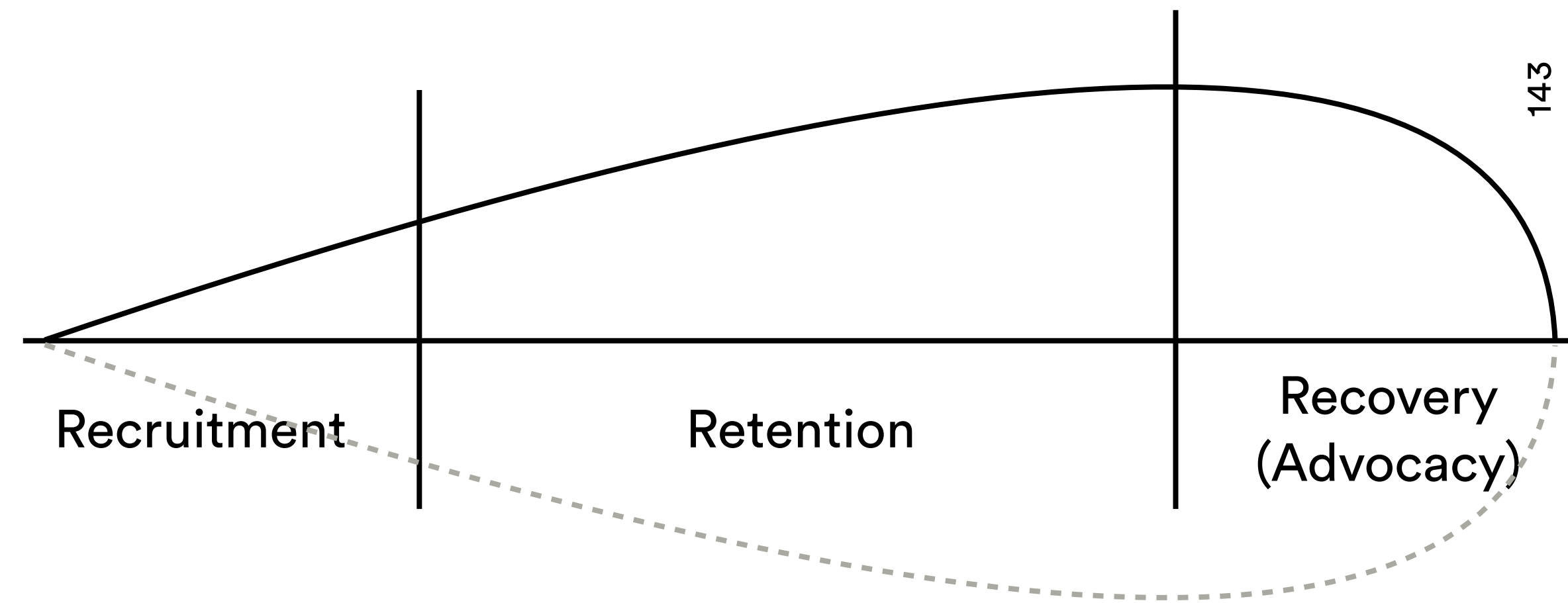
# Three-act structure

Aristotele, 350BC, Gustav Freytag, 1816 - 1895,  
and more

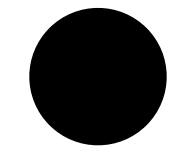
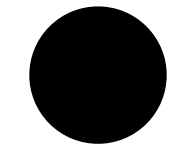
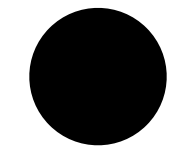
## Three-Act Structure



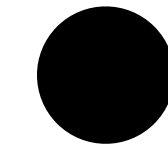
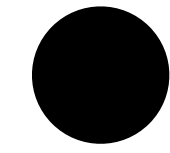
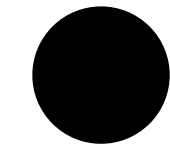
# Customer Relationship Management and Lifecycle based on 3 R Marketing Principle



Experience Design  
Story Principles  
Structure

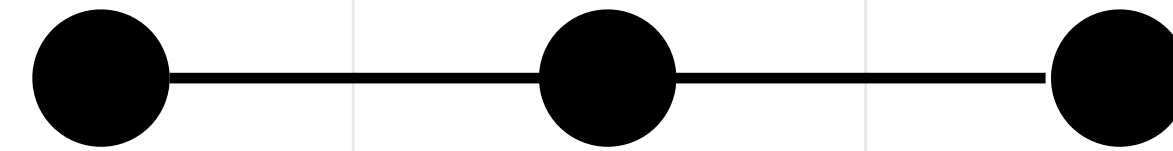
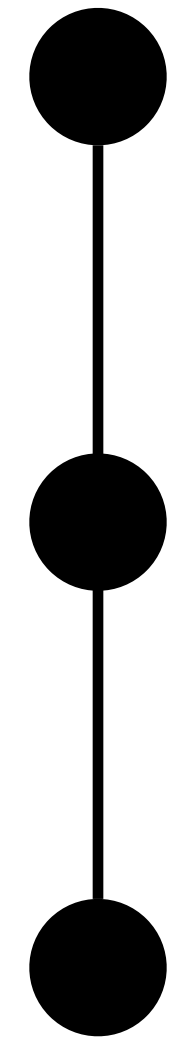


**Bullet points don't make  
a good story.**



**Touch points don't make  
a good experience.**

Experience Design  
Story Principles  
Structure

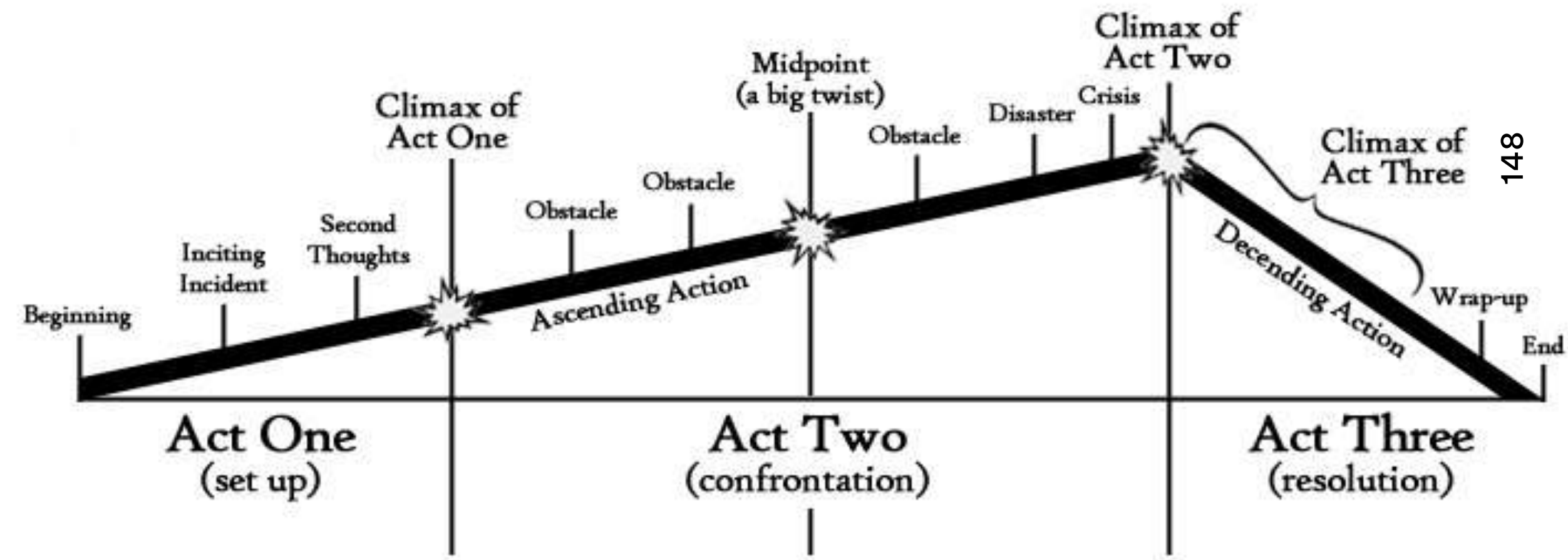


It is about **connecting the dots**  
in a meaningful way to create value and joy.

# Three-act structure

Aristotele, 350BC, Gustav Freytag, 1816 - 1895,  
and more

## Three-Act Structure



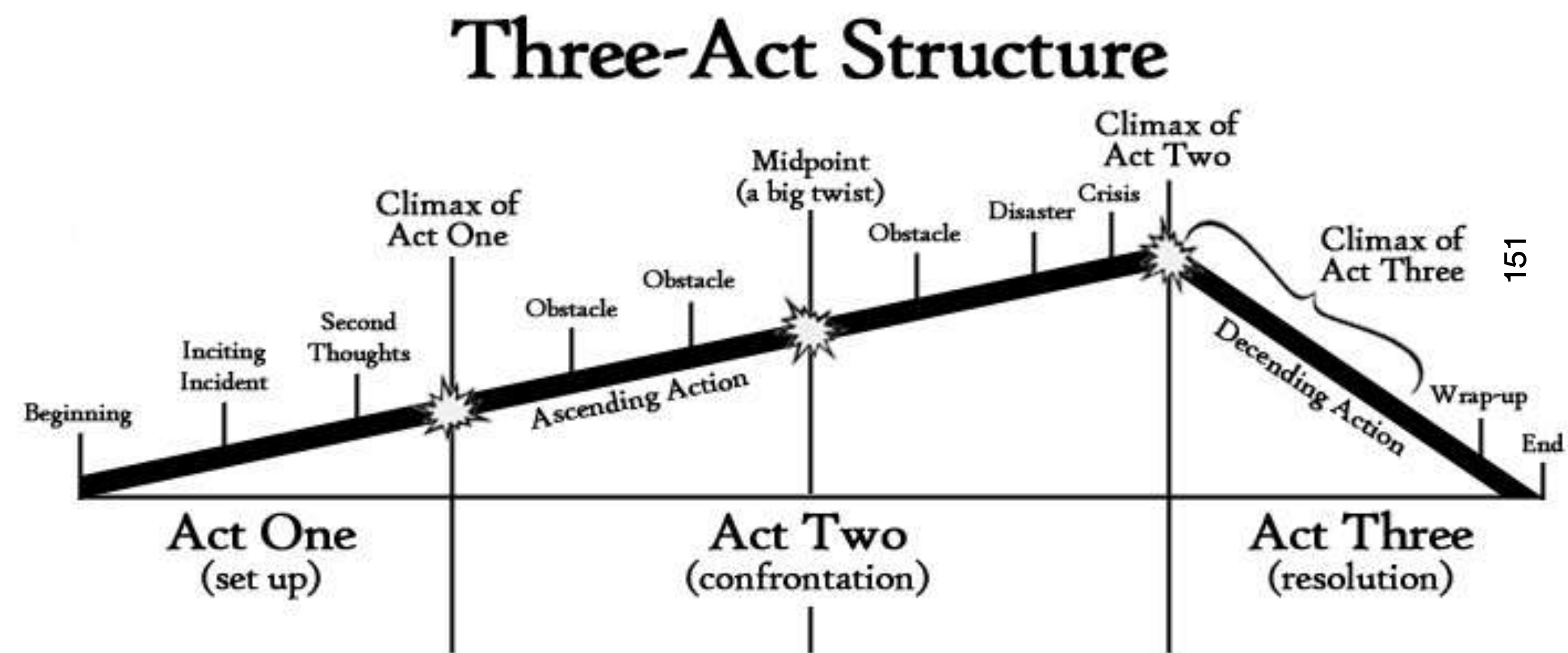
# Heineken – The Dilemma

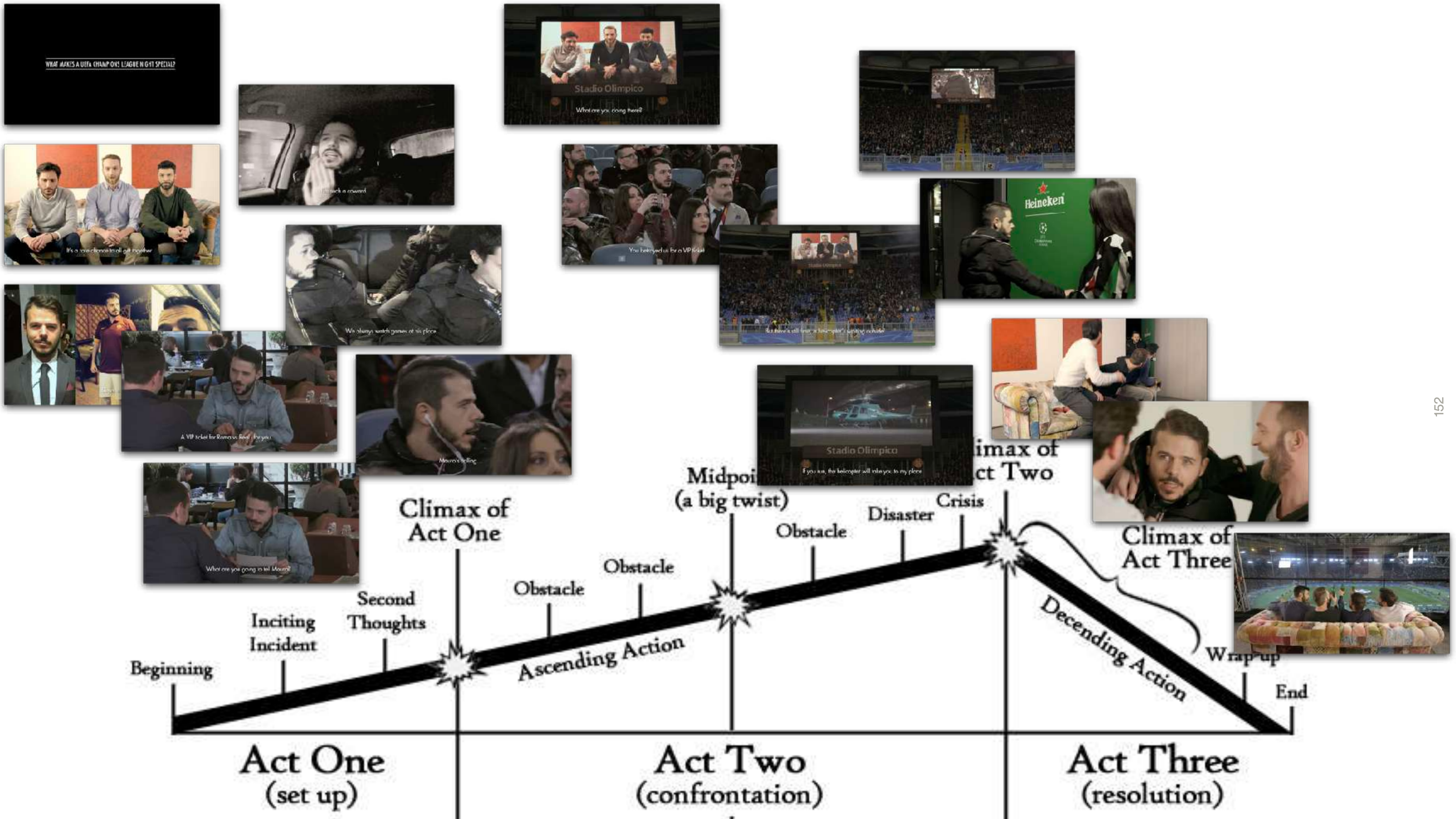
WHAT MAKES A UEFA CHAMPIONS LEAGUE NIGHT SPECIAL?



Chat:

What happened in this story?

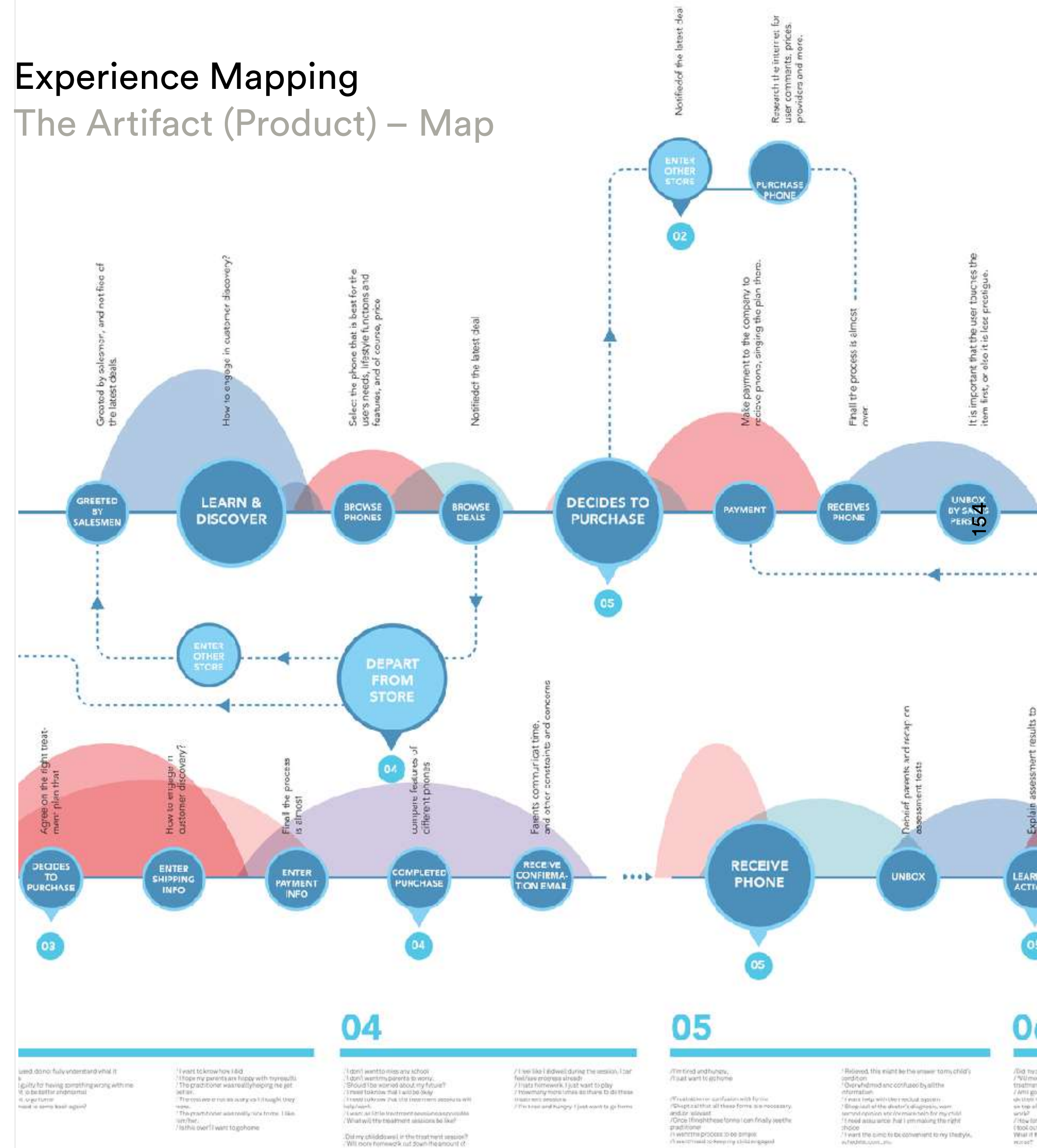


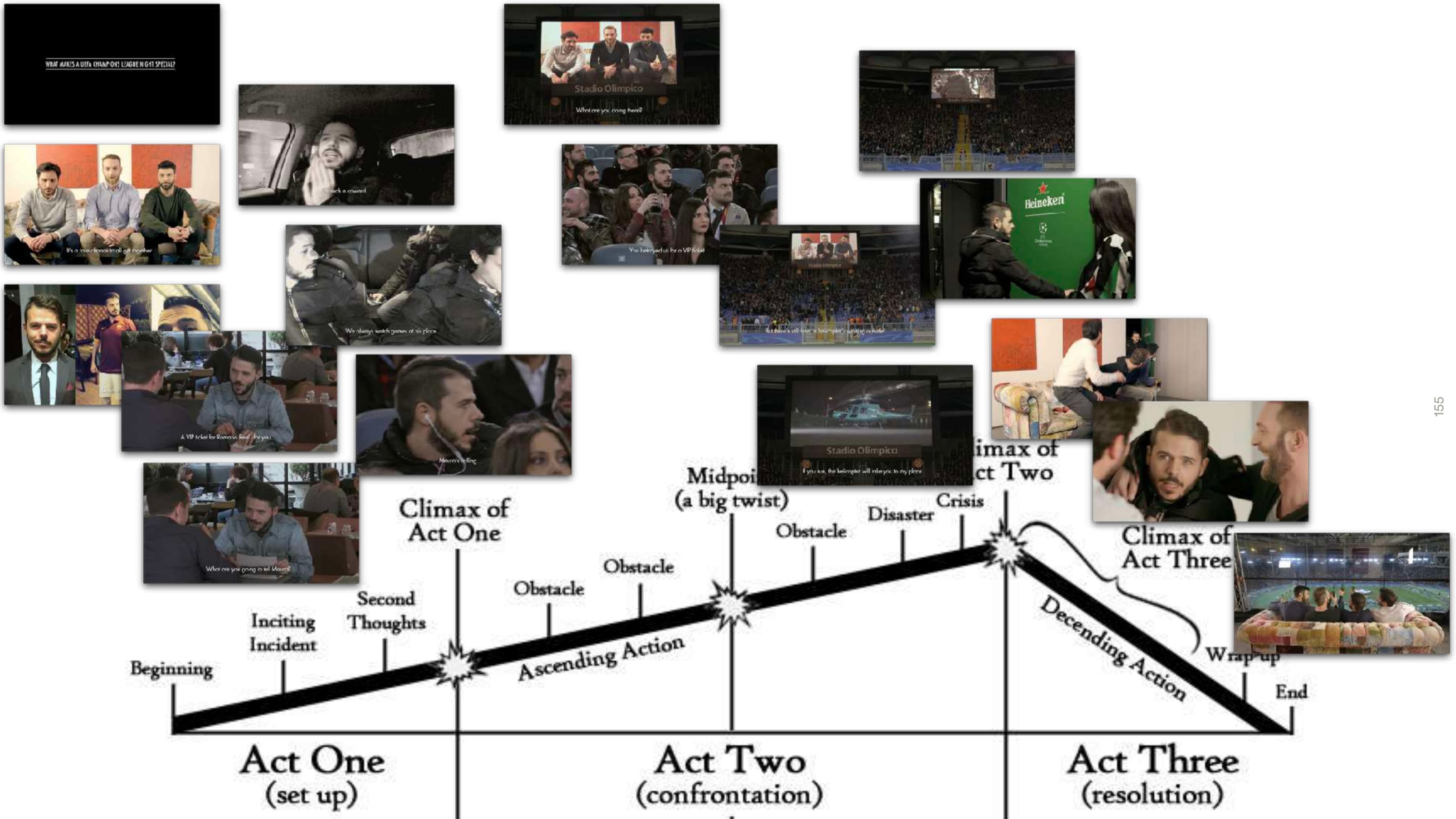


**Experience mapping** is a collaborative, iterative **process** for synthesizing and visualizing the holistic customer experience (Adaptive Path).

An **experience map** presents, with richness and depth, key insights into your customers' complete experience. It is a **tool** that supports charting new courses of action (Adaptive Path).

## Experience Mapping The Artifact (Product) – Map





# Experience Mapping

## Components of an Experience Map

Main phases & guiding principles

Recruitment

Retention

Recovery (Advocacy)

Journey steps

Your product or service

User activity

- Seeing
- Doing

User impact and experience

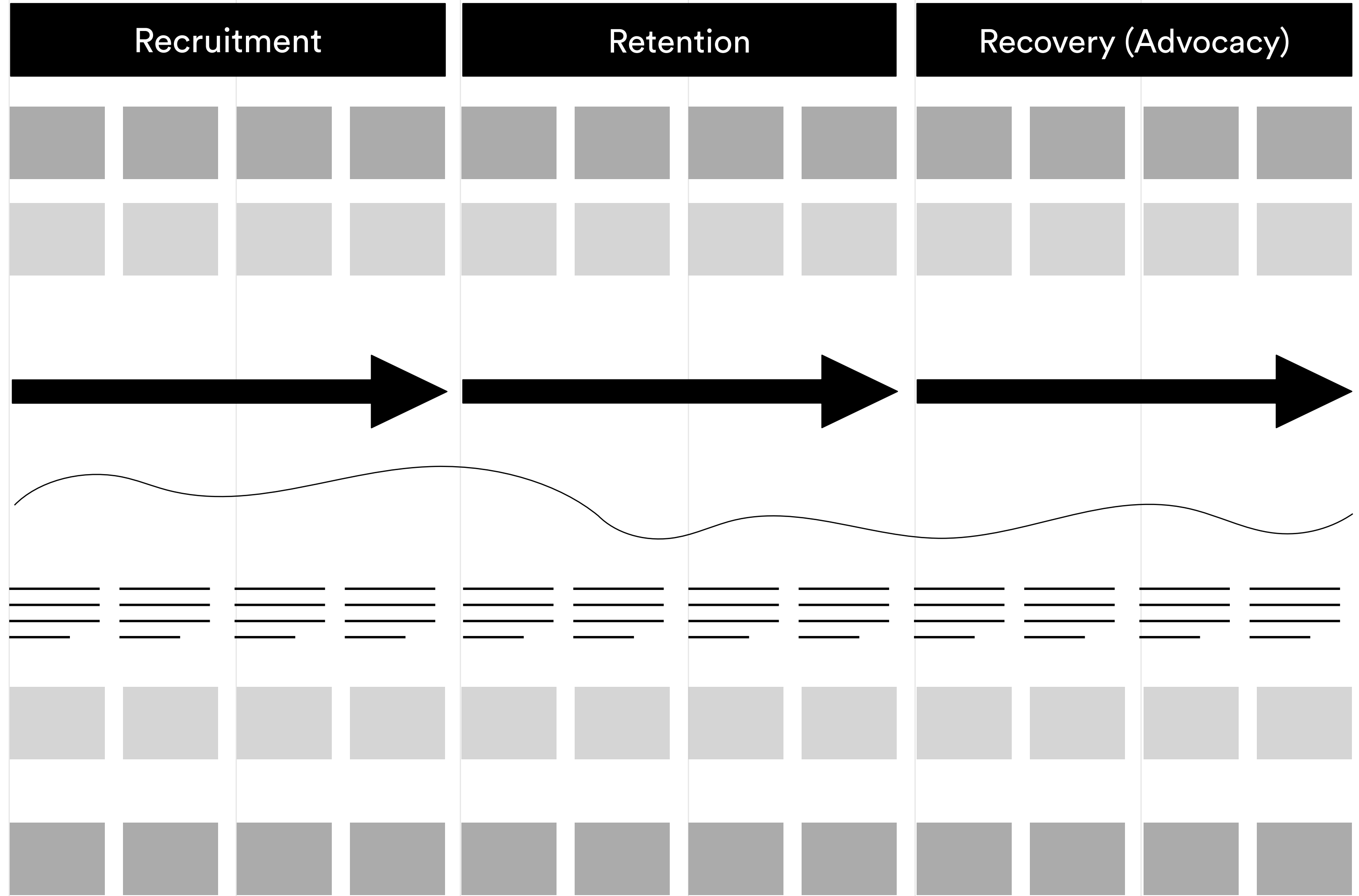
- Thinking
- Feeling
- Emotional value

Insights of extremes

- Pain points
- Delight points

Opportunity areas

- Potential fields of actions
- Potential recommendations



# Experience Mapping

## Components of an Experience Map

Main phases & guiding principles

Recruitment

Retention

Recovery (Advocacy)

Journey steps

Your product or service

User/Customer Journey

User activity

- Seeing
- Doing

User impact and experience

- Thinking
- Feeling
- Emotional value

Insights of extremes

- Pain points
- Delight points

Opportunity areas

- Potential fields of actions
- Potential recommendations

Opportunity Areas Business Strategy & Goals

# Experience Mapping

Making sense of a cross-channel experience by Adaptive Path



## UNCOVER THE TRUTH

Study customer behavior and interactions across channels and touchpoints



## CHART THE COURSE

Collaboratively synthesize key insights into a journey model



## TELL THE STORY

Visualize a compelling story that creates empathy and understanding



## USE YOUR MAP

Follow the map to new ideas and better customer experiences



Activity – Process

Artifact / Experience Map – Result



# Experience Mapping Exercise (task intro)

Lunch



Welcome back 🙊 🙊 🙊.

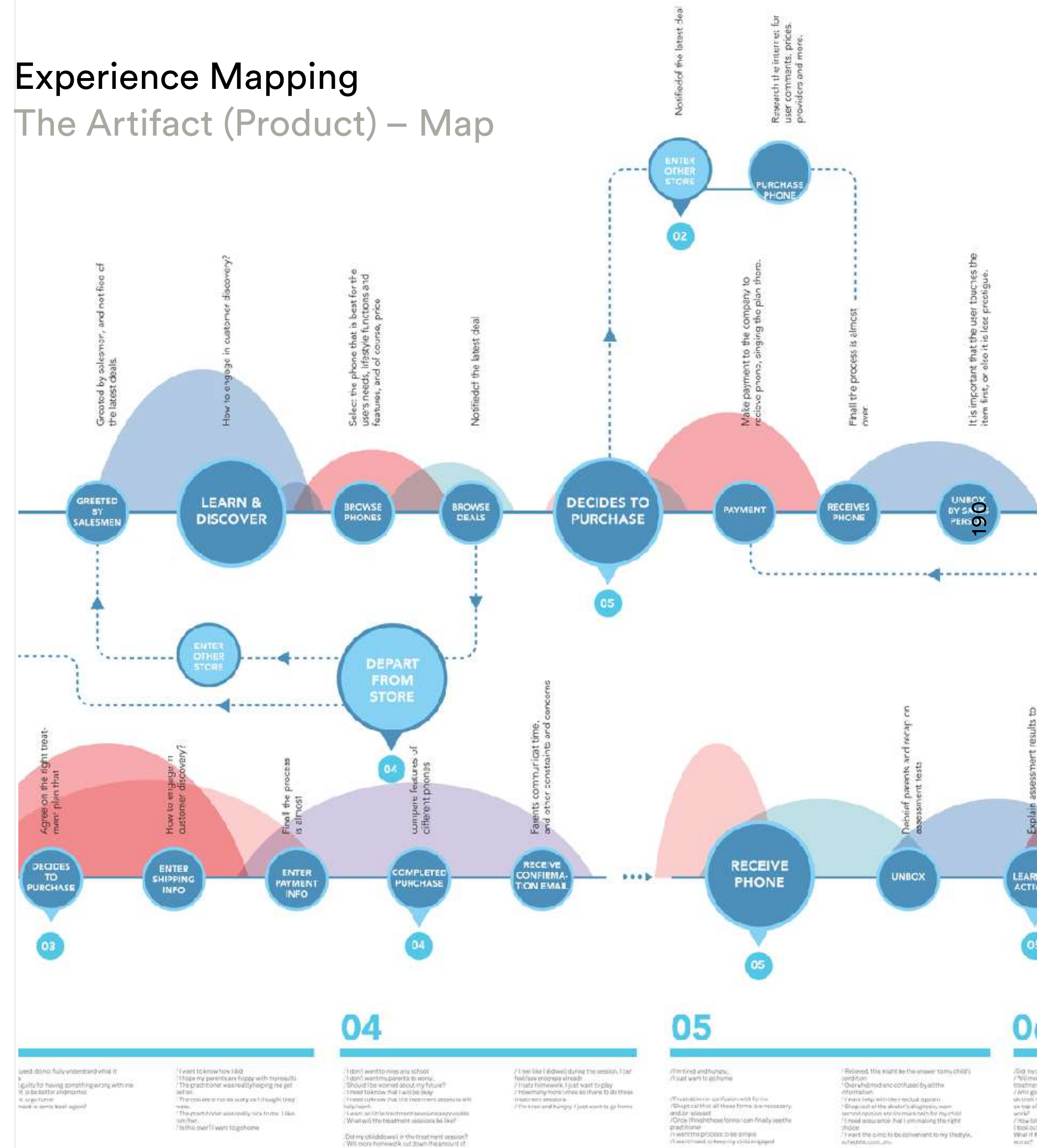
Hope you enjoyed lunch.

# Experience Mapping Follow-Up

**Experience mapping** is a collaborative, iterative **process** for synthesizing and visualizing the holistic customer experience (Adaptive Path).

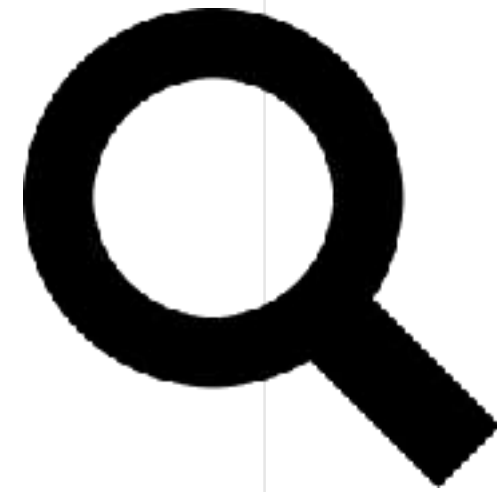
An **experience map** presents, with richness and depth, key insights into your customers' complete experience. It is a **tool** that supports charting new courses of action (Adaptive Path).

## Experience Mapping The Artifact (Product) – Map



# Experience Mapping

Making sense of a cross-channel experience by Adaptive Path



## UNCOVER THE TRUTH

Study customer behavior and interactions across channels and touchpoints



## CHART THE COURSE

Collaboratively synthesize key insights into a journey model



## TELL THE STORY

Visualize a compelling story that creates empathy and understanding



## USE YOUR MAP

Follow the map to new ideas and better customer experiences



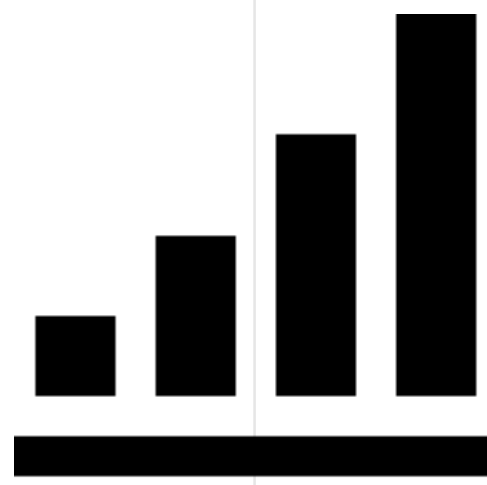
Activity – Process



Artifact / Experience Map – Result

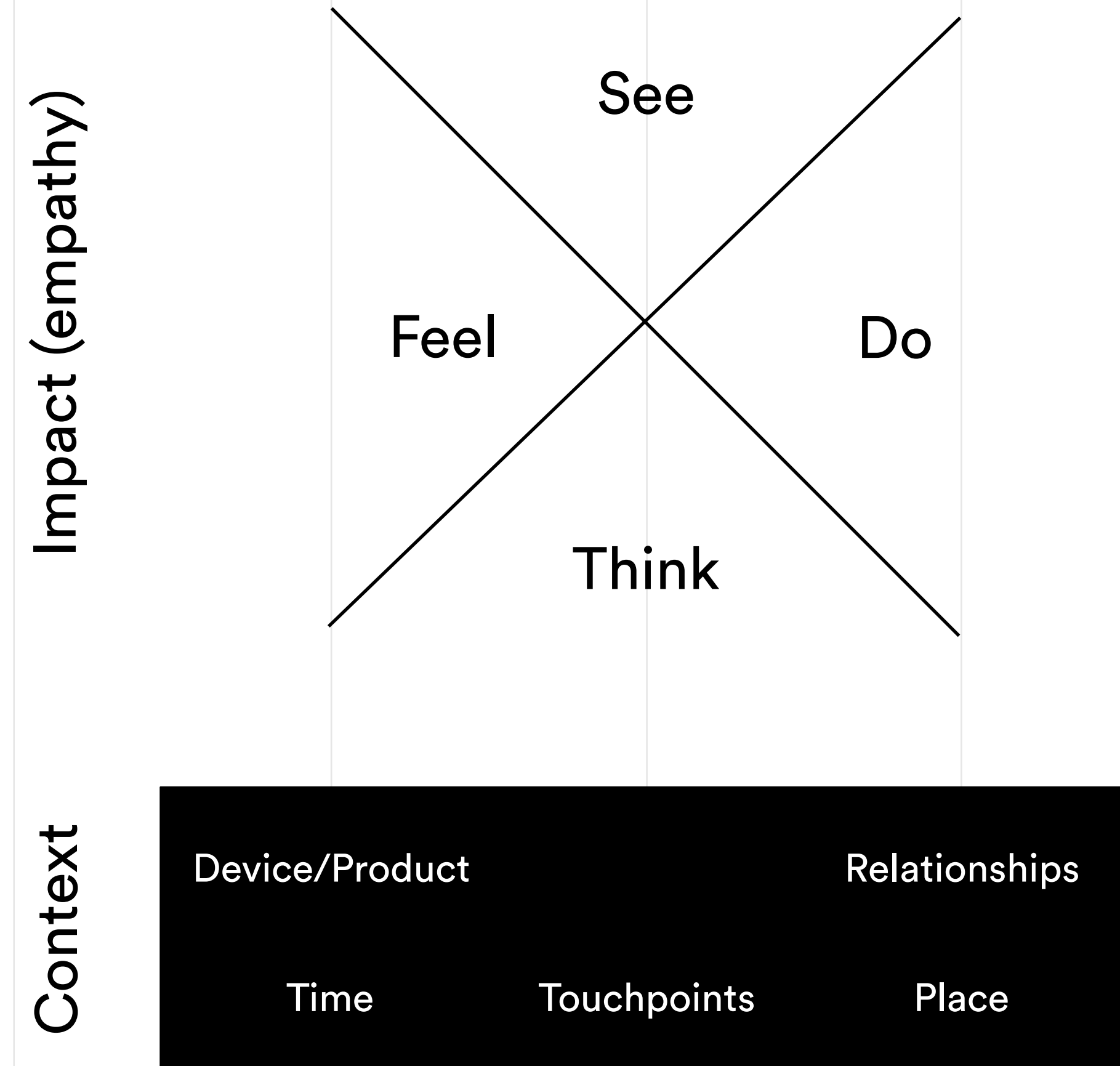


Qualitative Research



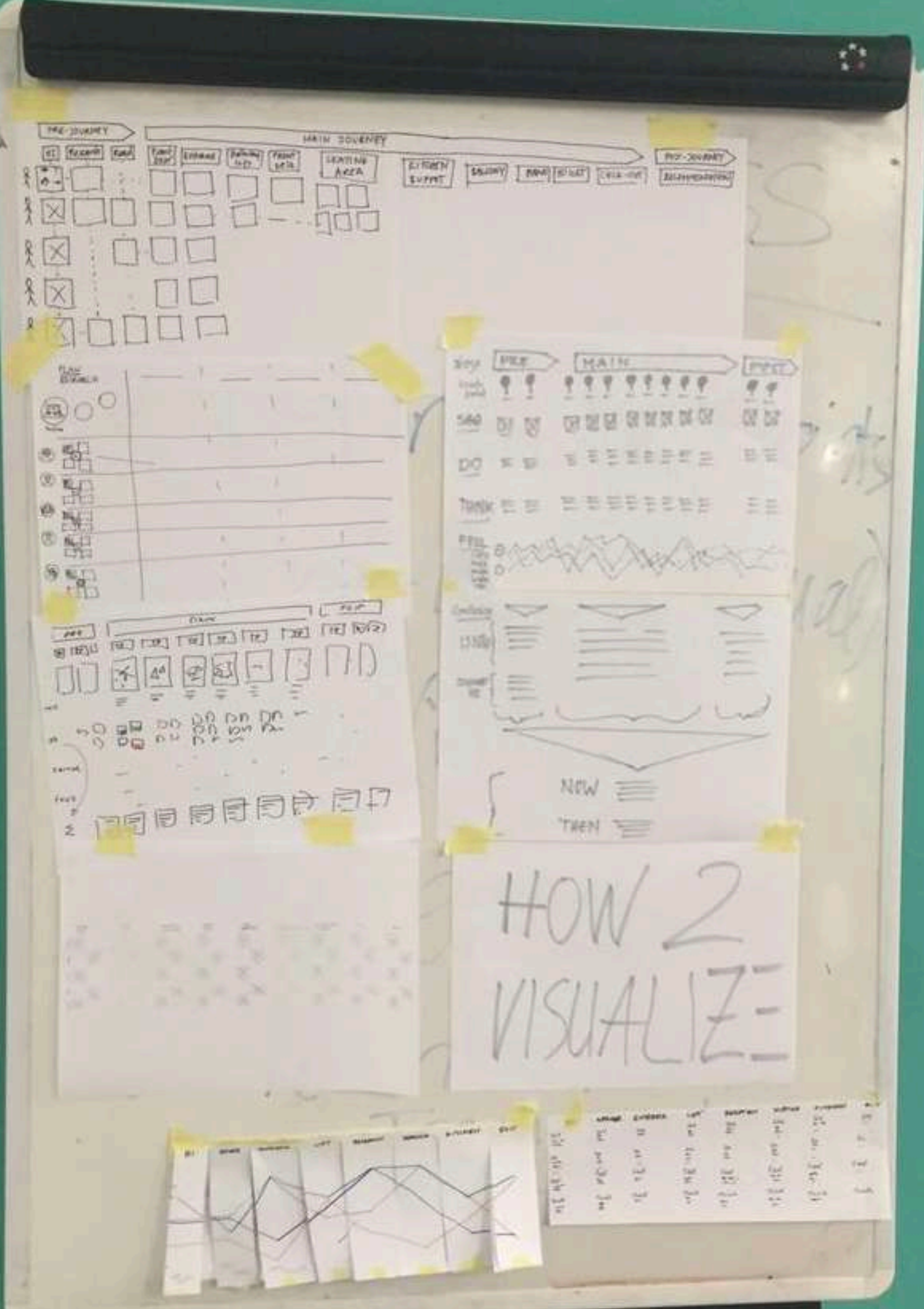
Quantitative Research

## Experience Mapping Building Blocks





Start low fidelity, sketch out your ideas and find the best visualisation to meet your and your stakeholder's needs.



Collaborative  
development of map.



# Experience Mapping

## Components of an Experience Map

Main phases & guiding principles

Recruitment

Retention

Recovery (Advocacy)

Journey steps

Your product or service

User/Customer Journey

User activity

- Seeing
- Doing

User impact and experience

- Thinking
- Feeling
- Emotional value

Insights of extremes

- Pain points
- Delight points

Opportunity areas

- Potential fields of actions
- Potential recommendations

Opportunity Areas Business Strategy & Goals

# Experience Mapping Framework

Main phases & guiding principles

**Recruitment**

**Retention**

**Recovery**

Journey steps

Your product or service

User activity  
- Seeing  
- Doing

User impact and experience  
- Thinking  
- Feeling  
- Emotional value

Insights of extremes  
- Pain points  
- Delight points

Opportunity areas  
- Potential fields of actions  
- Potential recommendations

Journey

Experience

Opportunities

# Experience Mapping Framework (simplified example)

**Main phases & guiding principles**

**Recruitment**  
> Attract new Users/Clients

**Retention**  
> Service & Support Users/Clients

**Recovery**  
> Make them stay & re-engage

**Journey steps**

User searches for a solution

User finds interest & signs up

User sets up service

User uses products & seeks support

User renews service

User shares experience

**Your product or service**

Product Ads, Info pages etc.

Sign-Up Form

On-Boarding mechanism

Tools & Support Content

End-of-Use offering mailing

Sharing Options

**User activity**

- Seeing
- Doing

User sees google ads and clicks

User uses 3rd party login option

User finds various options & makes selection

User uses product (specific actions)

User reads mail and clicks renewal link

User sees insta-sharing option and uses it

**User impact and experience**

- Thinking
- Feeling
- Emotional value

User likes ad

User struggles w/ signup

User enjoys on-boarding

User struggles w/ support

User accepts renewal benefits

User is happy w/ offer & wants to share

**Insights of extremes**

- Pain points
- Delight points

Great ad

Complicated registration

Starting the service is really easy

Support is barely reachable

New offer is great

Sharing gives extra benefit

**Opportunity areas**

- Potential fields of actions
- Potential recommendations

Marketing: Expand activities

Web-Platform: Simplify sign-up

On-Boarding: Take learnings to other parts of service

Support: Evaluate support improvements

Renewal offers: Maintain or extend offerings

Sharing: Keep sharing benefits & offerings

# Experience Mapping Samples

## Guiding Principles

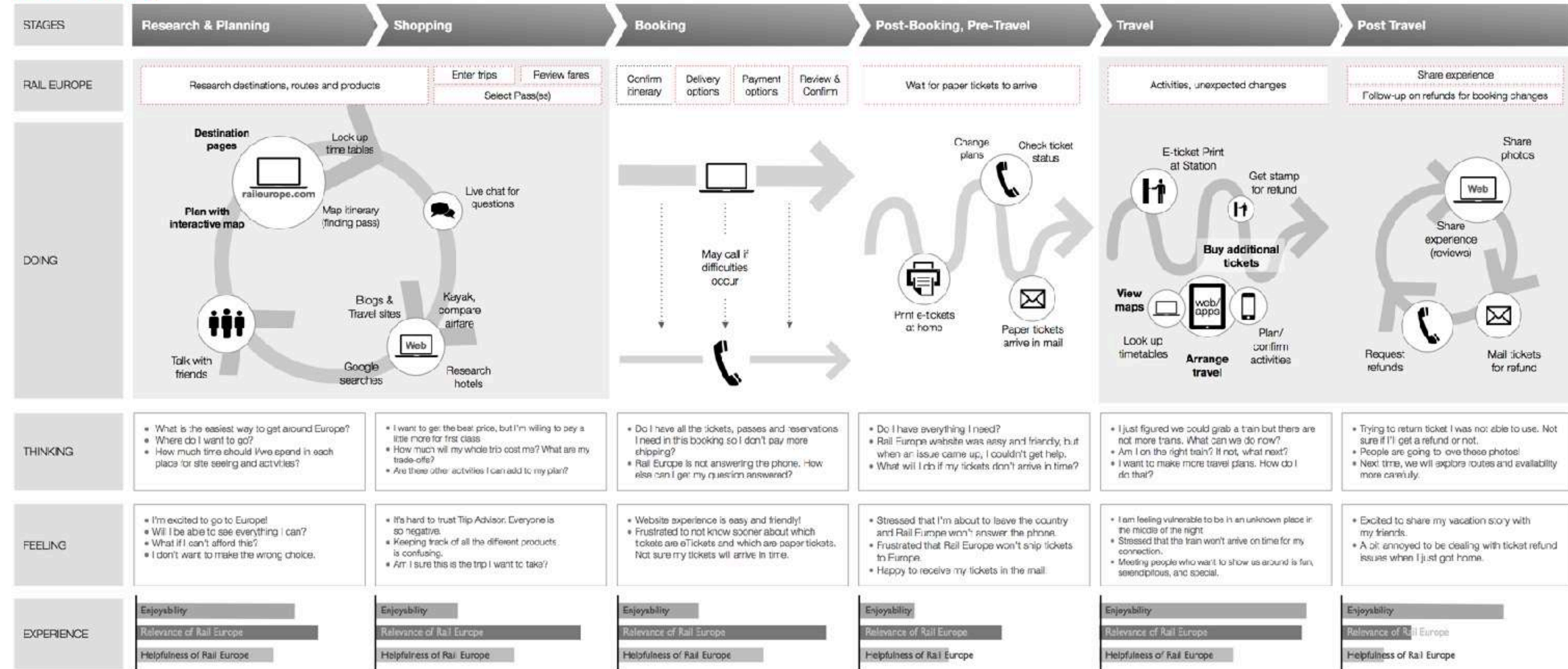
People choose rail travel because it is convenient, easy, and flexible.

Rail booking is only one part of people's larger travel process.

People build their travel plans over time.

People value service that is respectful, effective and personable.

## Customer Journey



## Opportunities

GLOBAL			PLANNING, SHOPPING, BOOKING			POST-BOOK, TRAVEL, POST-TRAVEL	
<p><b>Communicate a clear value proposition.</b></p> <p>STAGE: initial visit</p>	<p><b>Help people get the help they need.</b></p> <p>STAGES: Global</p>	<p><b>Support people in creating their own solutions.</b></p> <p>STAGES: Global</p>	<p><b>Enable people to plan over time.</b></p> <p>STAGES: Planning, Shopping</p>	<p><b>Visualize the trip for planning and booking.</b></p> <p>STAGES: Planning, Shopping</p>	<p><b>Arm customers with information for making decisions.</b></p> <p>STAGES: Shopping, Booking</p>	<p><b>Improve the paper ticket experience.</b></p> <p>STAGES: Post-Booking, Travel, Post-Travel</p>	<p><b>Accommodate planning and booking in Europe too.</b></p> <p>STAGE: Traveling</p>
<p><b>Make your customers into better, more savvy travelers.</b></p> <p>STAGES: Global</p>	<p><b>Engage in social media with explicit purposes.</b></p> <p>STAGES: Global</p>		<p><b>Connect planning, shopping and booking on the web.</b></p> <p>STAGES: Planning, Shopping, Booking</p>	<p><b>Aggregate shipping with a reasonable timeline.</b></p> <p>STAGE: Booking</p>		<p><b>Proactively help people deal with change.</b></p> <p>STAGES: Post-Booking, Traveling</p>	<p><b>Communicate status clearly at all times.</b></p> <p>STAGES: Post-Booking, Post-Travel</p>

Information sources

Stakeholder interviews  
Cognitive walkthroughs

Customer Experience Survey  
Existing Rail Europe Documentation



Ongoing, non-linear



1 hour process

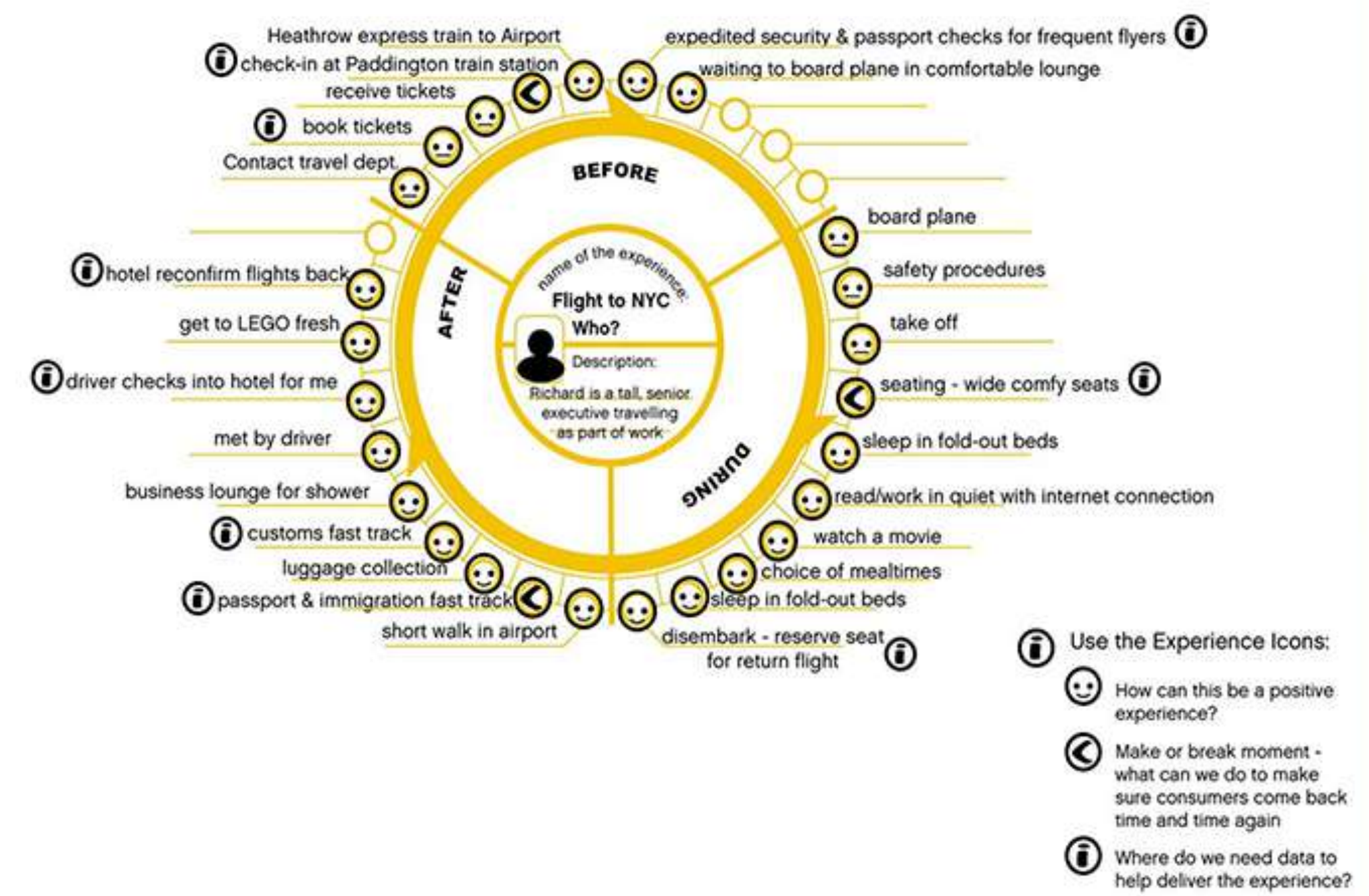


Non-linear, not time based

# Circular approach

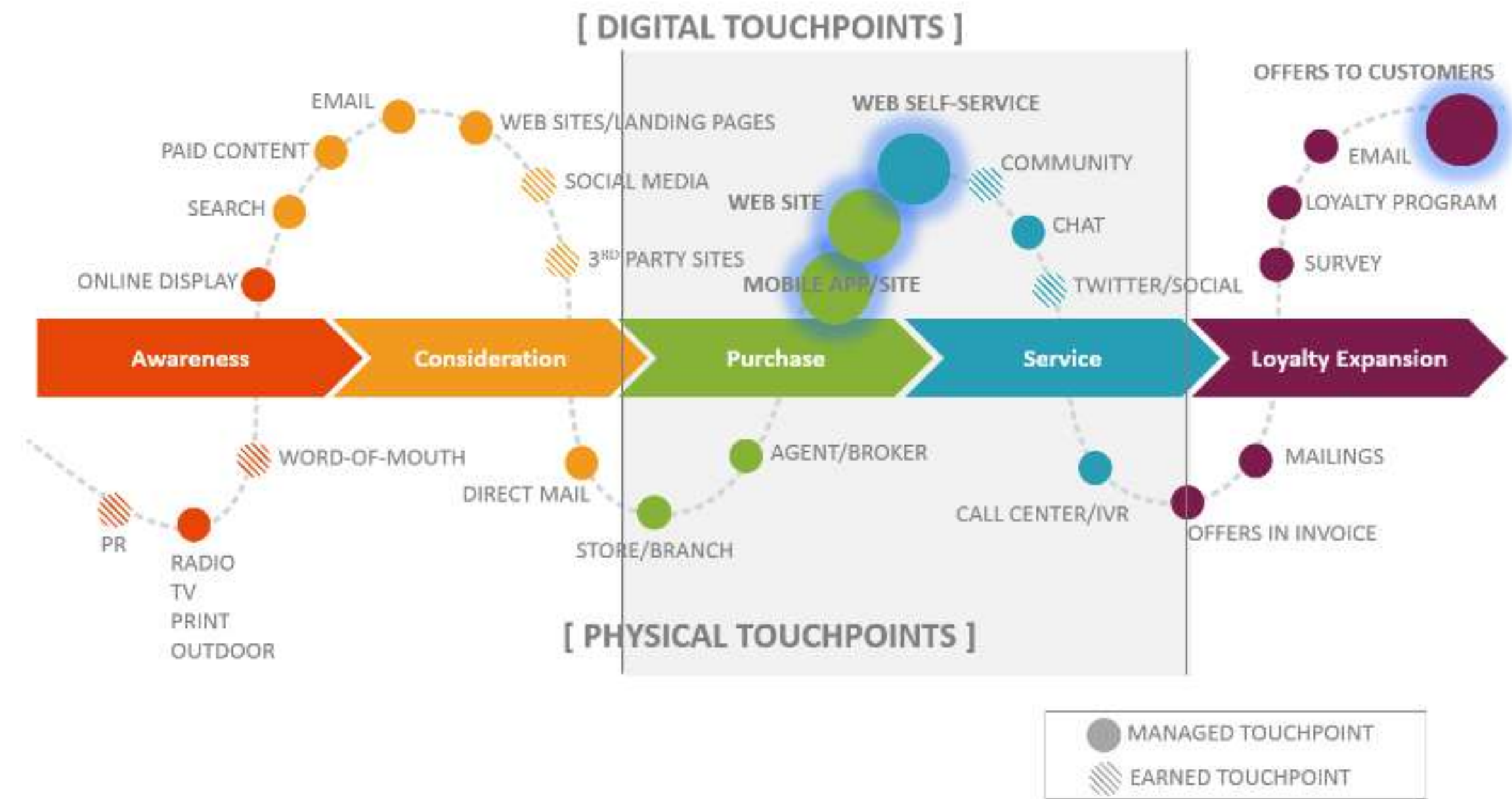


## Designing the Experience - Example WOW





# Mapping focusing on digital vs. physical touch points.

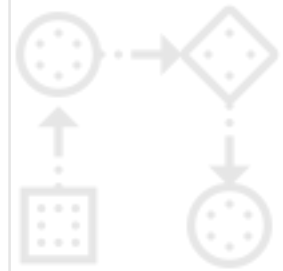


5/6 – Creation  
of awareness  
(emotional design)

Experience Design  
UX & Story Principles  
Elements of a good story & UX



Reason why



Structure



Main character



Creation of awareness



Start with a conflict



Virality

Experience Design

**A** Awareness  
I Interest  
D Desire  
A Action

Let's chat:

**How do you create awareness?**

OMG a train 🤯



Appeal to people's  
basic emotions



Disgust



Fear



Anger



Sadness



Surprise

OMG, and another one 🤯

[tiktok.com/@francis.bourgeois](https://tiktok.com/@francis.bourgeois)





OMG, and another one 🤯

[tiktok.com/@francis.bourgeois](https://tiktok.com/@francis.bourgeois)



Good (UX) Design  
transforms negative  
into positive emotions.



라라 ● MOONCHILD  
@\_ParkLara\_




The most dramatic character development i've ever witnessed

#FRASUI



12:44 AM · Jun 29, 2021 · Twitter for iPhone

289 Retweets 23 Quote Tweets 2,258 Likes

Good design solves  
problems and sparks joy .

My opinion 

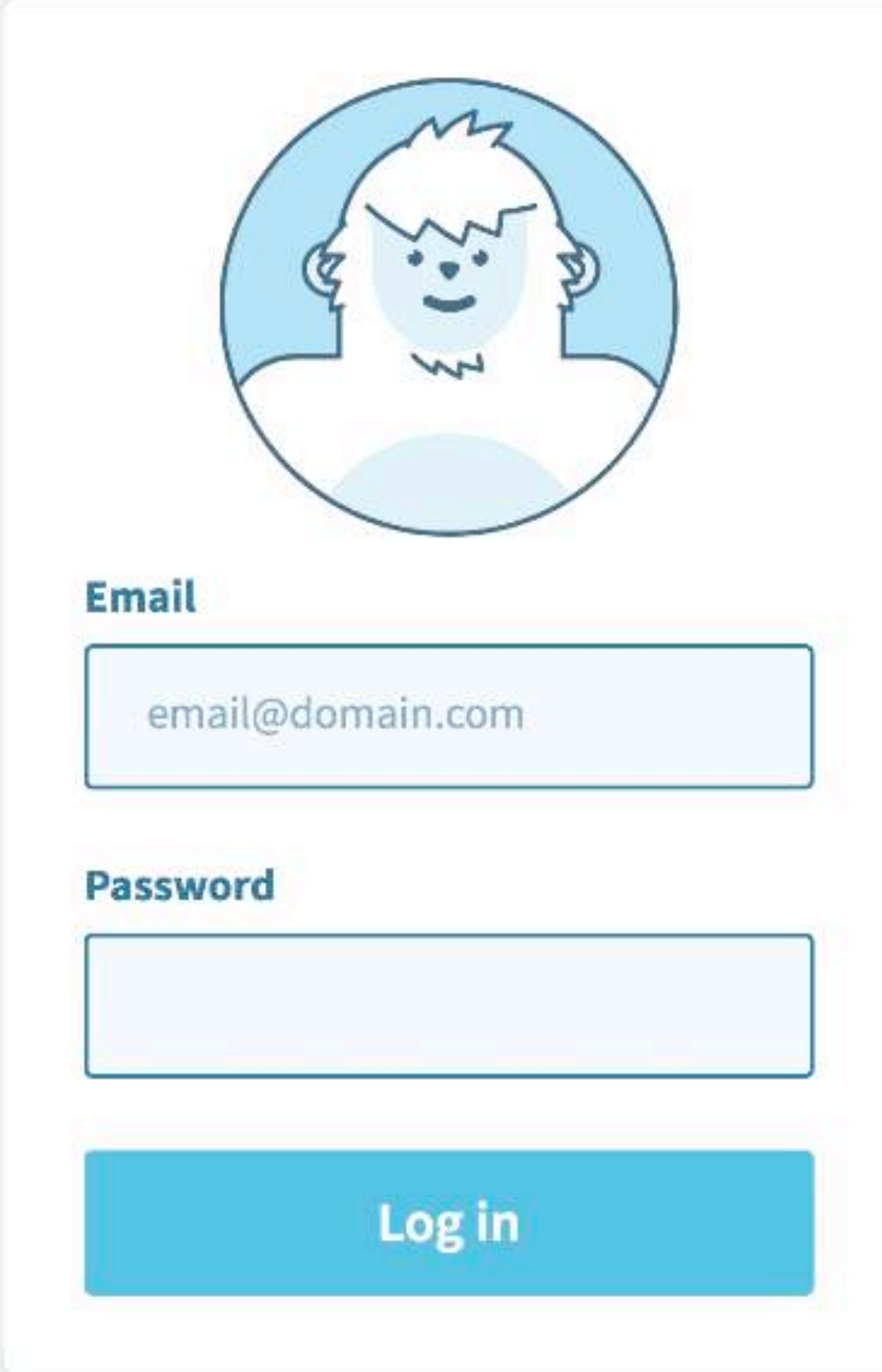
**Micro interactions and animations are a great way to spark joy.**

[hinderlingvolkart.com](http://hinderlingvolkart.com)



«Well-designed micro interactions... can transform a good product into a great product»

Dan Saffer  
Designer & Author

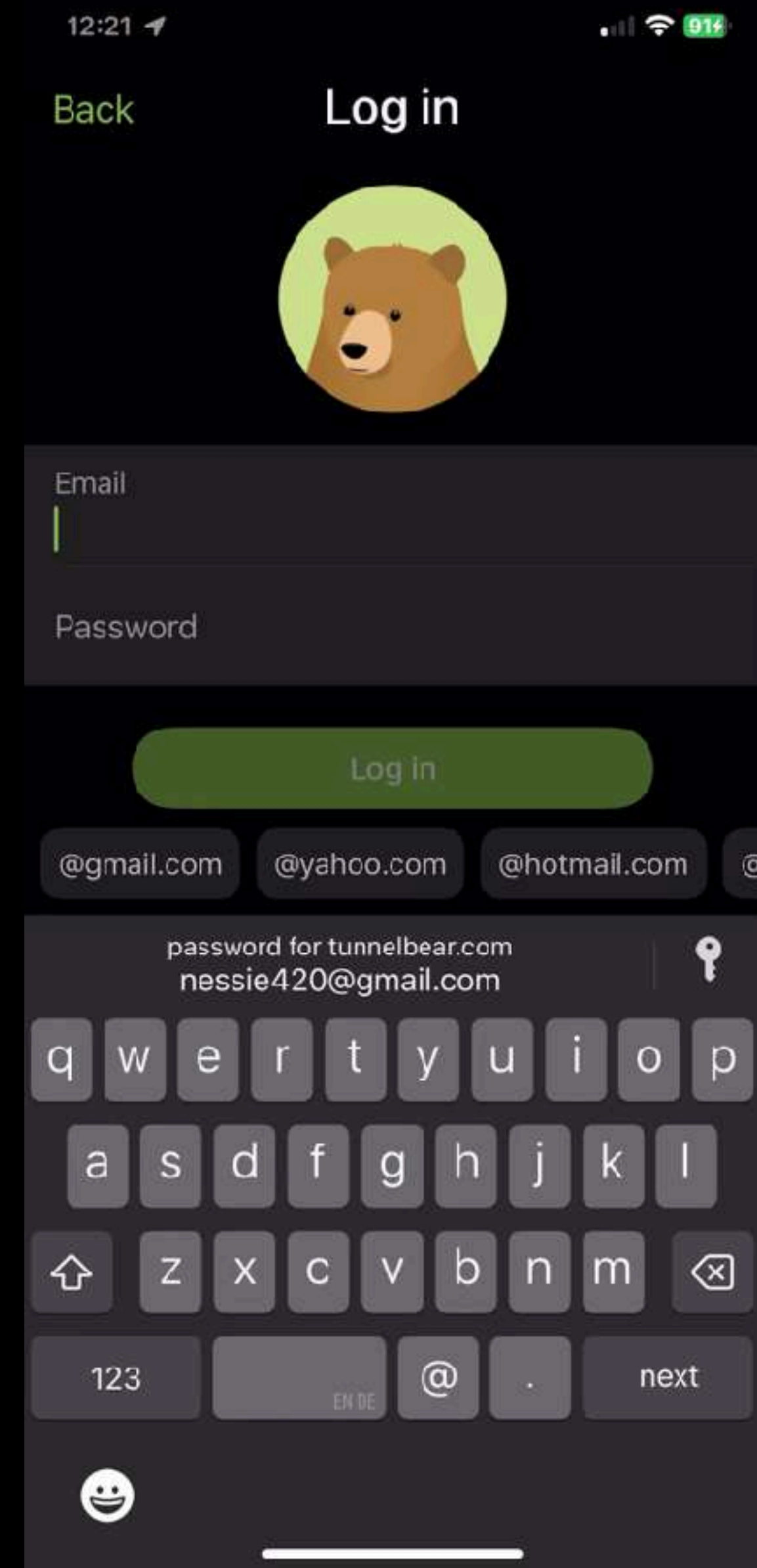


A login form with a white background and rounded corners. At the top is a circular profile picture of a cartoon character with spiky white hair and a blue background. Below the profile picture is the label "Email" in blue. Underneath is a light blue input field containing the text "email@domain.com". Below that is the label "Password" in blue, followed by an empty light blue input field. At the bottom is a solid blue button with the text "Log in" in white.

<https://codepen.io/m3eu/pen/VwYBbwO>

«Well-designed micro interactions... can transform a good product into a great product»

Dan Saffer  
Designer & Author



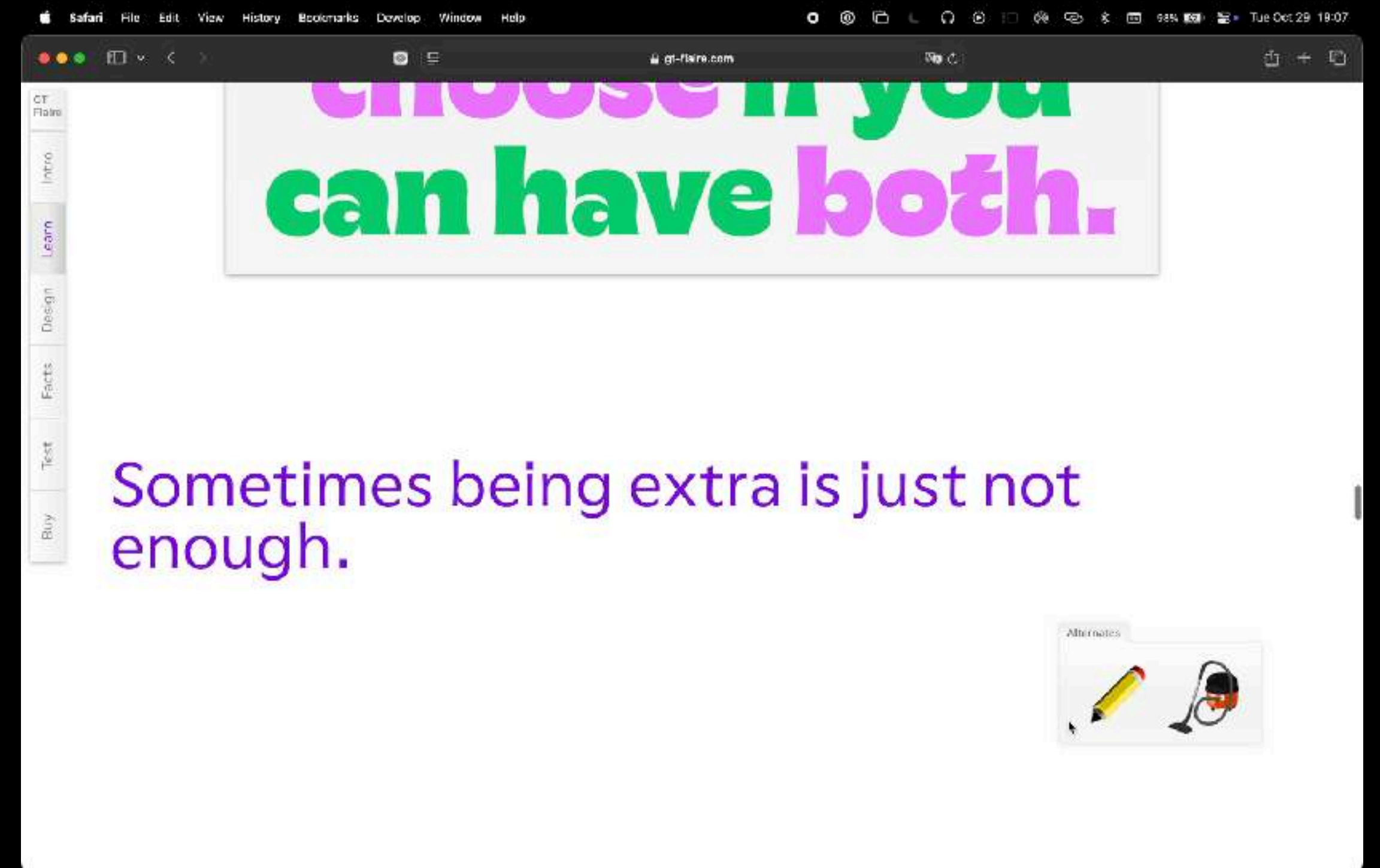
Attention &  
❤️ to detail:  
visual, functional  
and content.

gt-maru.com by Grilli Type



Attention &  
❤️ to detail:  
visual, functional  
and content.

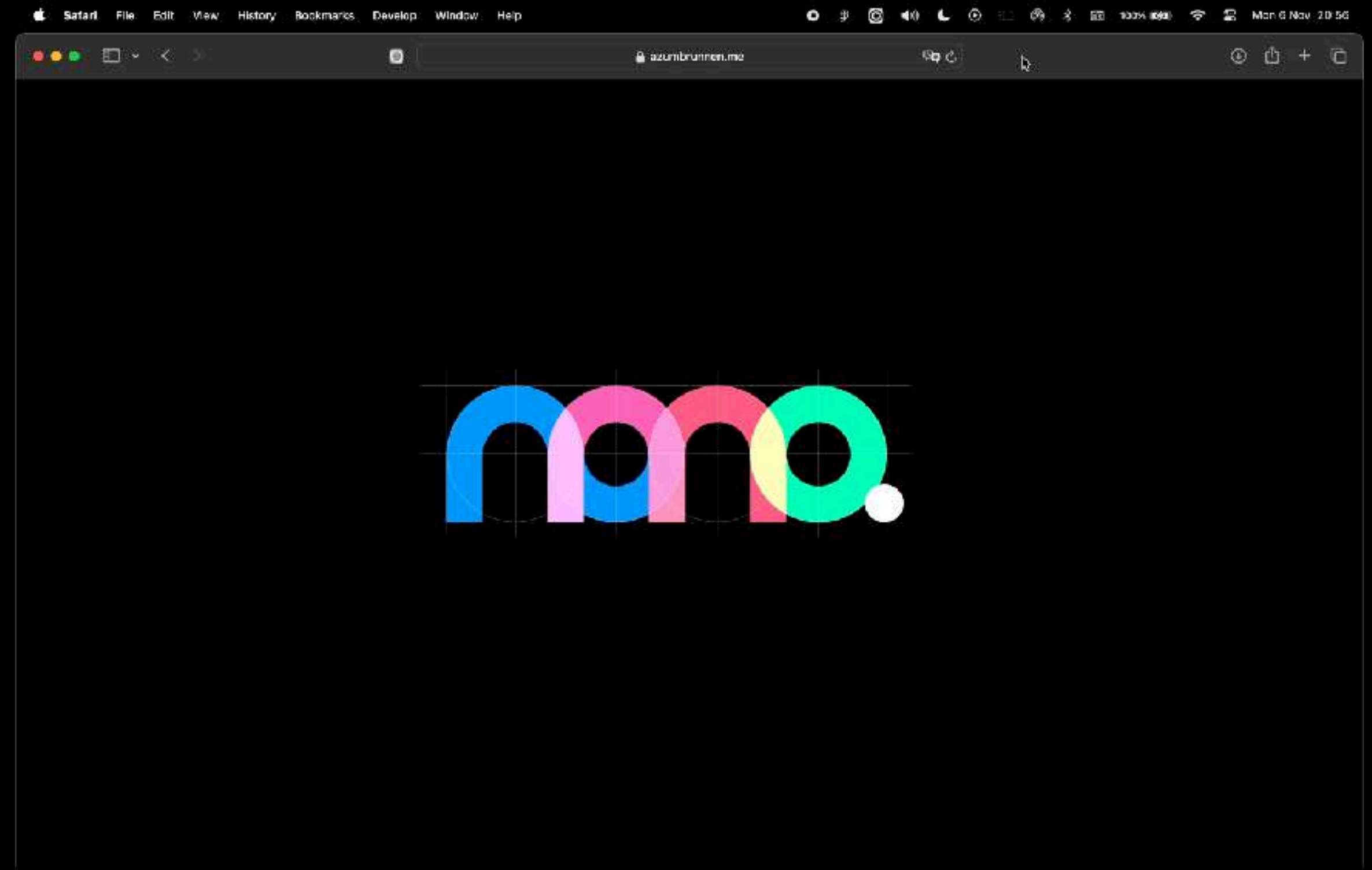
<https://gt-flaire.com/> by Grilli Type





Attention &  
❤️ to detail:  
visual, functional  
and content.

Adrian Zumbrunnen



Attention &  
❤️ to detail:  
visual, functional  
and content.

Adrian Zumbrunnen



Attention &  
❤️ to detail:  
visual, functional  
and content.

Adrian Zumbrunnen



Attention &  
❤️ to detail:  
visual, functional  
and content.

Zander Whitehurst



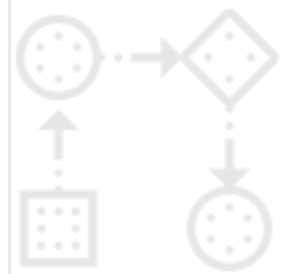
**Share something  
that brings you joy.**

6/6 – Virality (availability)

Experience Design  
UX & Story Principles  
Elements of a good story & UX



Reason why



Structure



Main character



Creation of awareness



Start with a conflict



Virality

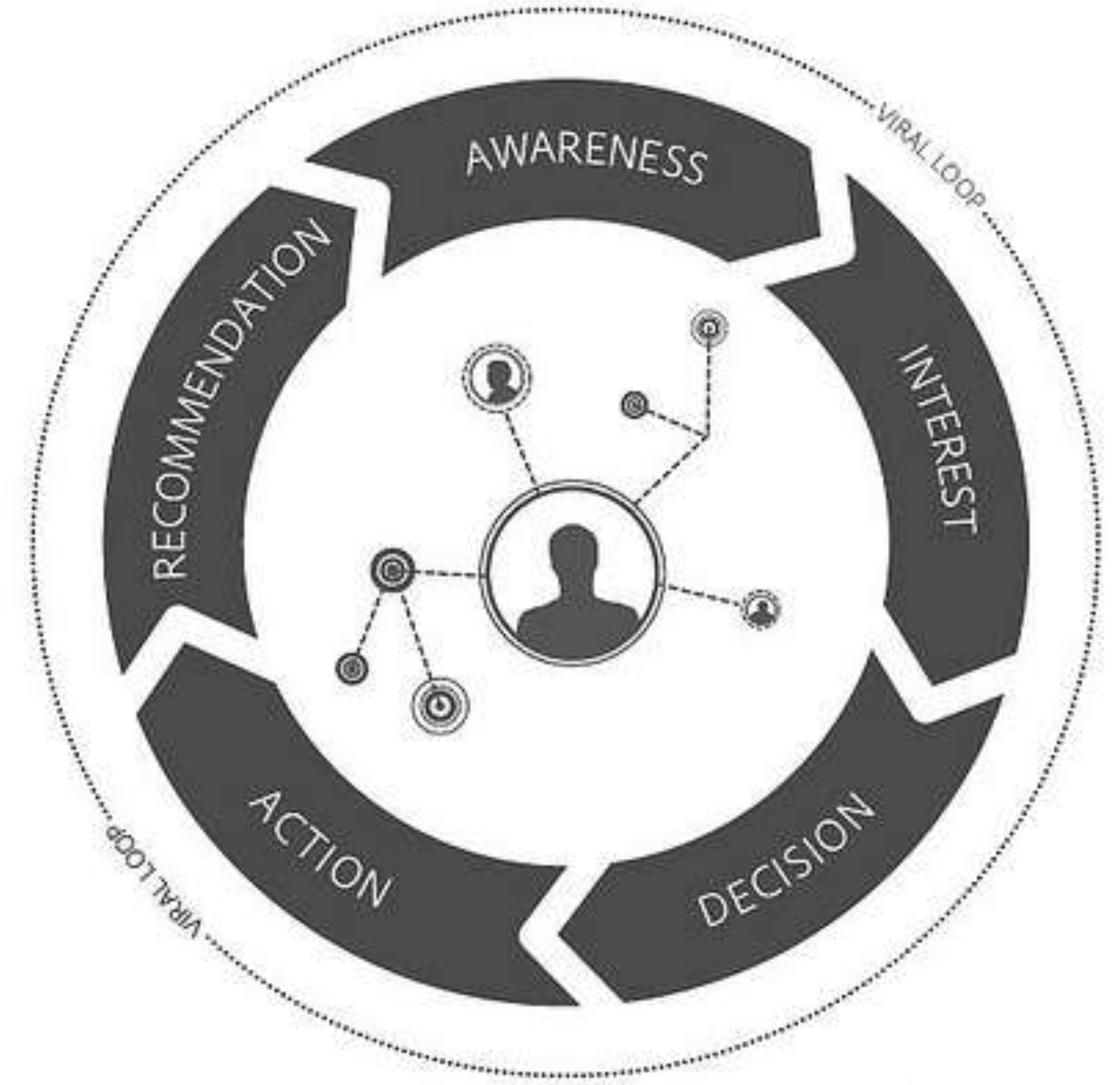
Data does not go  
viral. Stories do.

Lisa Johnson, [reachstoryu.com](http://reachstoryu.com)





# The Viral Loop (Viralhero.com, 2015)



«It's impossible to screenshot a Quibi show, and that's detrimental to its success (The Verge, 2020).»



(2020-2020, R.I.P)

«People can't stop sharing Baby Yoda memes (CNN, 2019)».



A lot under the hood:  
Make your design\*  
discoverable, accessible,  
equitable, usable, useful,  
reliable, sharable and  
something that sparks joy.

\* (product, service, feature etc.)



**myswitzerland.com**  
**BOSW Master Award Entry**  
**Video 2020**

Hinderling Volkart 4 Schweiz Tourismus

**[www.myswitzerland.com](http://www.myswitzerland.com)**

Attention and  to details:  
Visual, functional and content.

# Six Story Principles

Experience Design  
UX & Story Principles  
Elements of a good story & UX



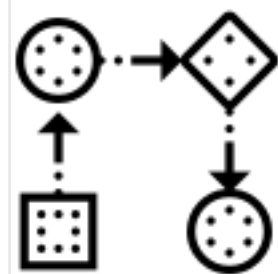
Reason  
why



Main  
character



Start with  
a conflict



Structure



Creation of  
awareness



Virality



# Revamped Double Diamond

**Discover** Research Phase

**Define** Synthesis Phase

**Develop** Ideation Phase

**Deliver** Implementation Phase

*Diverging*

*Converging*

*Diverging*

*Converging*

**A**

Don't know  
Could be

**B**

Do know  
Should be

# Revamped Double Diamond

**Discover** Research Phase

**Define** Synthesis Phase

**Develop** Ideation Phase

**Deliver** Implementation Phase

## UX Strategy

Doing the right things



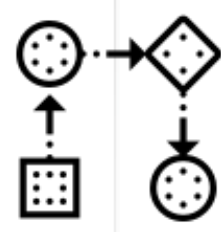
Reason why



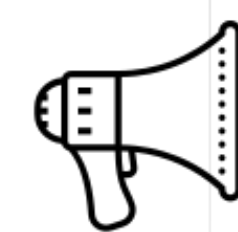
Main character



Start with a conflict



Structure



Creation of awareness



Virality

How do you  
find a good story?

**If we want to build services and products that solve problems, add value and matter to people, we need...**



Don Norman

...a good  
understanding of  
people and the needs  
that the design is  
intended to meet.

Go outside, do stuff,  
experience stuff, talk to  
people (your customers)  
and listen to what they  
have to say.



# AI in the Design Process

# Revamped Double Diamond

**Discover** Research Phase

**Define** Synthesis Phase

**Develop** Ideation Phase

**Deliver** Implementation Phase

*Diverging*

*Converging*

*Diverging*

*Converging*

**A**

Don't know  
Could be

**B**

Do know  
Should be



# AI support in the Design process

## Discover

Research Phase

- Briefing analysis
- Generation of research topics & areas of interest
- Creation of research plans
- Creation of questionnaires
- Summarisation of secondary research
- Transcription of interviews

## Define

Synthesis Phase

- Consolidation, summarisation and analysis of research raw data
- Evaluation of insights
- Creation of UX / Service Design assets (e.g. personas)
- Creation of research reports and opportunity areas
- Creation of a brief or phrasing of How-Might-We-Questions

## Develop

Ideation Phase

- Generation of ideas
- Generation of visual mockups and prototypes
- Generation of content for mockups and prototypes
- Generation of logos, color palettes, wireframes, sitemaps and other design assets
- Validation of ideas, mockups & prototypes

## Deliver

Implementation Phase

- Generation of all needed assets for final product (text, images, videos etc.)
- Generation design templates and styleguides
- Generation of code
- Validation of the product during the process and feedback

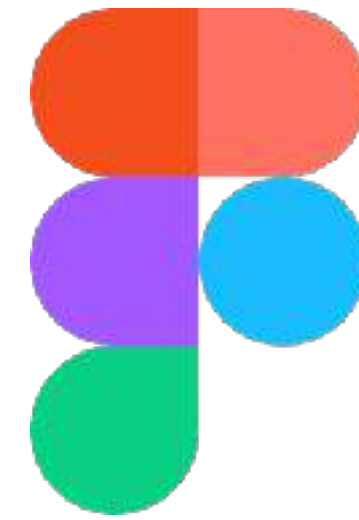
# AI tools for designers (focus digital UX & UI)



Otter AI (Transcription)



Dovetail (Analysis & Insights)



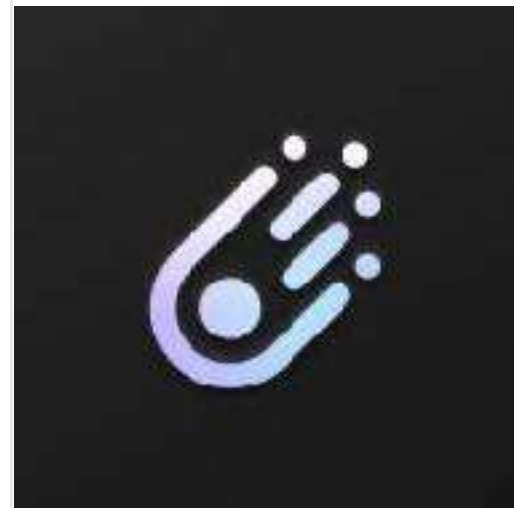
Figma AI features  
& plugins like relume AI



Uizard (UI, Wireframes, Mockups Prototypes)



Khroma (Color palettes)



galileo (text to UI)



Visual Eyes (Heat Maps)



Maze (various Testing tools)

Based on various sources

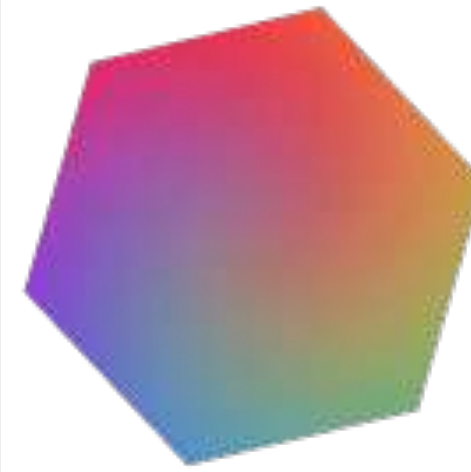
# (just some) AI tools for Image generation



Dall-E (open AI)



Midjourney



Dream Studio (stable diffusion)



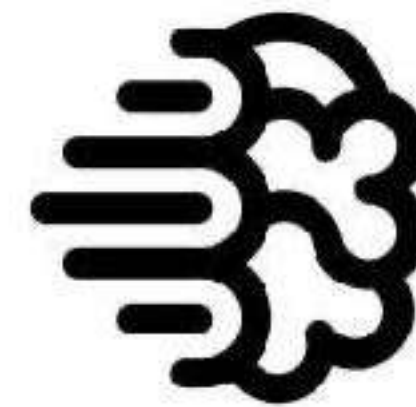
Firefly (Adobe)



Getty Images



Canva



Ideogram



Draw Things

Based on article by <https://zapier.com/blog/best-ai-image-generator/> & more

(just some) AI tools  
for Video generation



**HeyGen**

HeyGen (Create & Translate)



runway



Canva

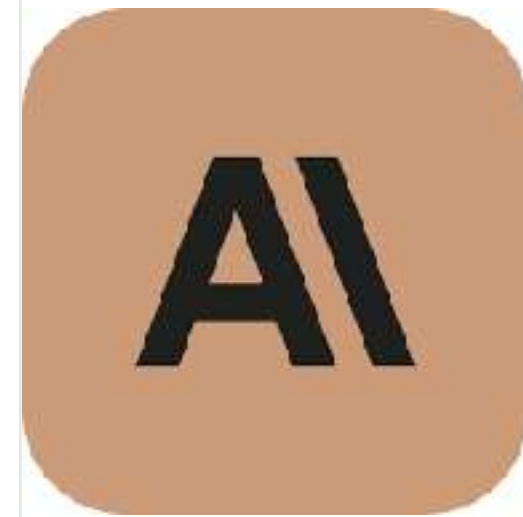


Veed

(just some) AI tools  
for general purposes & text generation



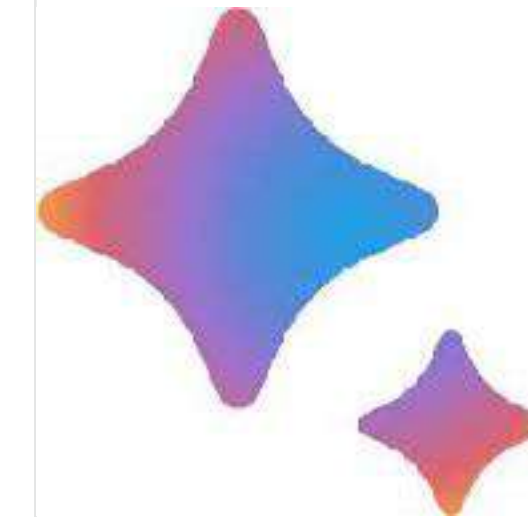
ChatGPT



Claude



CoPilot & Bing



Google Bard (Gemini)



Llama 2 70B



Poe



Perplexity



Jasper

Based on article by  
<https://zapier.com/blog/best-ai-chatbot/...&more>

**Be aware...**

AI generates stuff based on stuff we don't know, and it makes up stuff it doesn't know...



AI generates stuff based on stuff we don't know, and it makes up stuff it doesn't know...





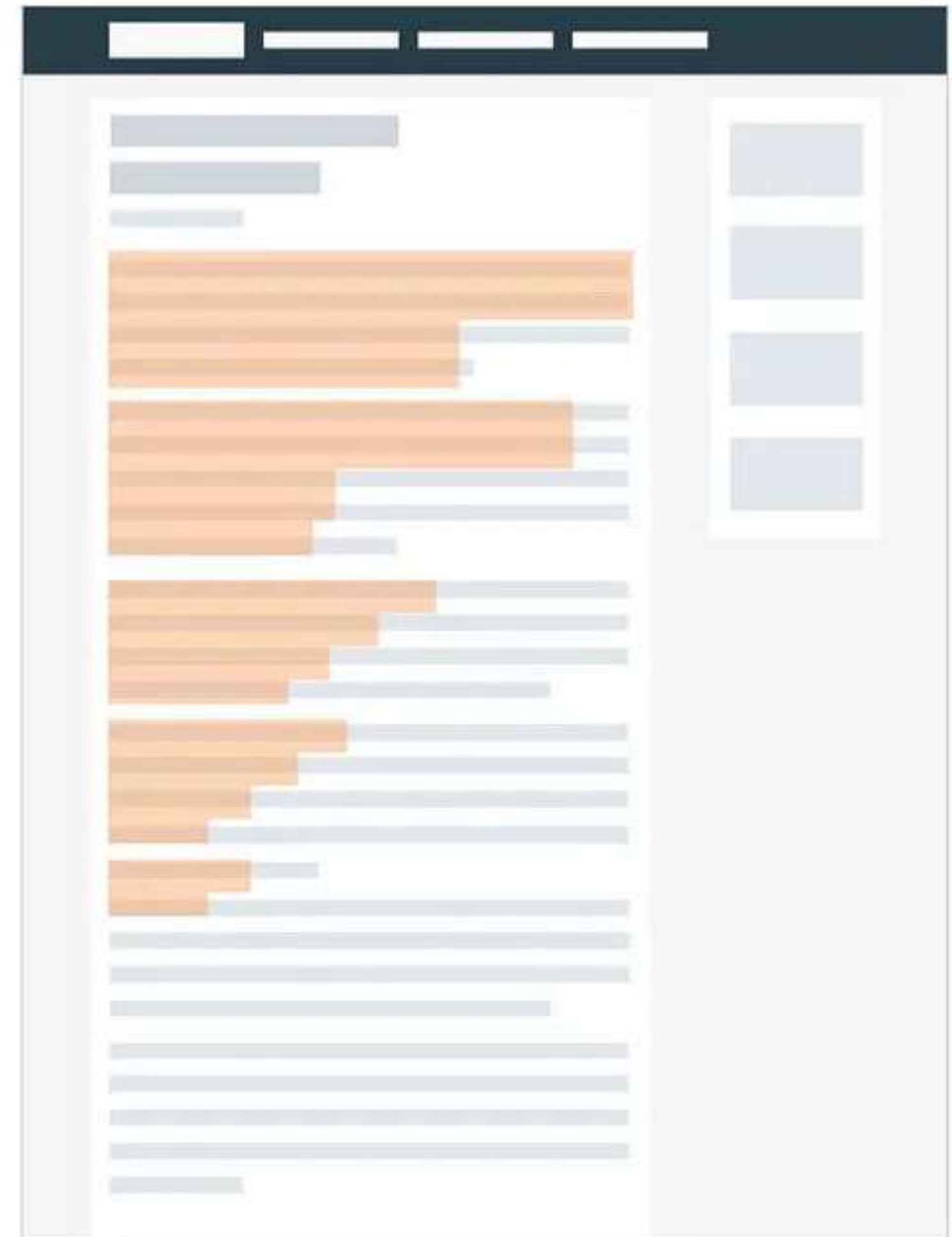
«Why should someone bother to read what you didn't bother to write?»

# UX Writing

**People don't read.**

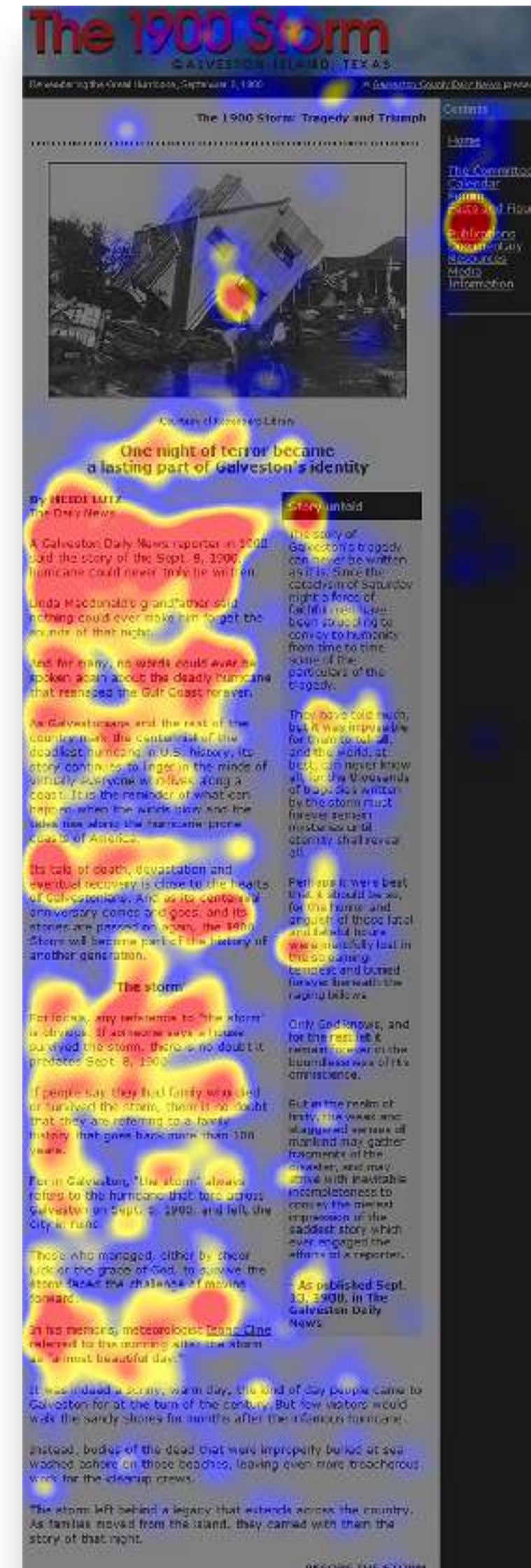
People primarily scan,  
rather than read.

[nngroup.com](http://nngroup.com)



F-Shaped Reading (bad for business)

F-Pattern reading  
 (other patterns: layer  
 cake, spotted, zigzag,  
 commitment and more)



**Four ways to accommodate  
for scanning text.**

Use these techniques and tools to accommodate for scanning text.

- Plain language
- Clear, noticeable headings and subheadings
- Information up front (front-loading)
- Formatting: Bulleted lists and bold text

**Techniques and details.**



**Avoid long  
blocks of text.**

**Split long text in blocks,  
sections, use bullets/lists  
and proper formatting  
(heading, subheadings,  
lead, paragraph etc.).**

**Be short & concise.**

**Don't:**

**You must log in before  
you can write a comment**

**Do:**

**Log in to comment**

Use plain and clear language suitable for your target audience (avoid jargon).

**Don't:**

Initiate UID registration protocol.

**Do:**

Create an account.

Avoid (double) negatives  
and remember:

No «Dark Patterns».

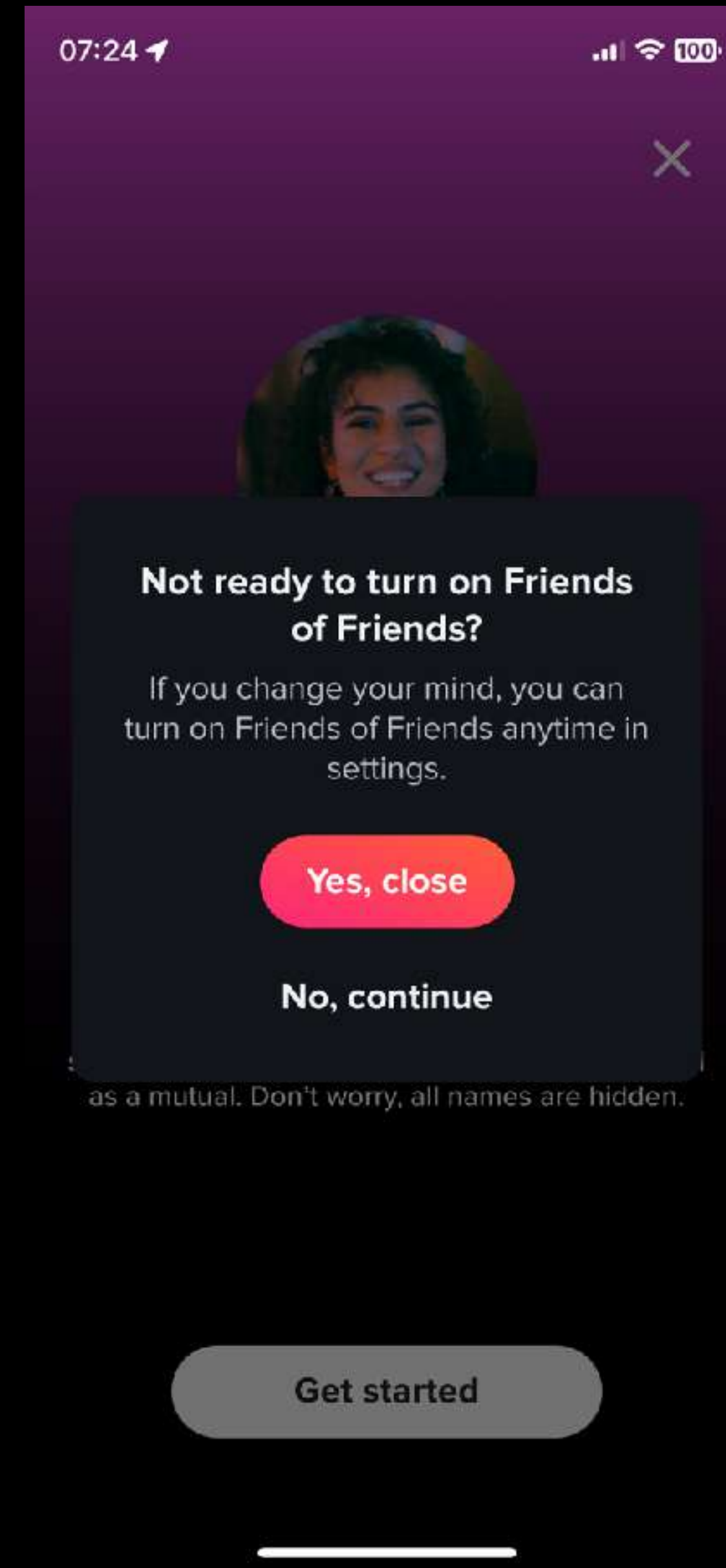
**Don't:**

I don't want to  
unsubscribe.

**Do:**

I want to unsubscribe.

# Double negative Dark Pattern on Tinder.



Use specific verbs  
whenever possible.

**Don't:**

Get your document.

**Do:**

Download your report.

Use Active Voice.

**Don't:**

An email will be sent to you when your order has been shipped.

**Do:**

We'll email you when your order ships.

**Provide  
Clear Actions.**

**Don't:**

**Click here to learn more  
about our services and  
potentially begin a trial  
period**

**Do:**

**Start your free trial**



## Use Metaphors for Complex Concepts.

### Don't:

Your data is securely stored on our distributed cloud infrastructure

### Do:

Your files are safe in Dropbox (metaphor of a physical safe)

«My» for ownership  
and possession and  
«Your» for guidance  
and customisation.

«My orders».

vs.

«Change your password».

Leverage micro-  
moments for  
personalization.

**Don't:**  
Logged in.

**Do:**  
Welcome back Andrea.  
(You are logged in.)

**Be Conversational  
and Human.**

**Don't:**

**Error 404: Password not  
recognized. Please re-  
enter your credentials**

**Do:**

**Oops! Looks like your  
password doesn't match.  
No worries, it happens to  
all of us. Please try again.**

Be careful when using but use humor appropriately.

**Don't:**

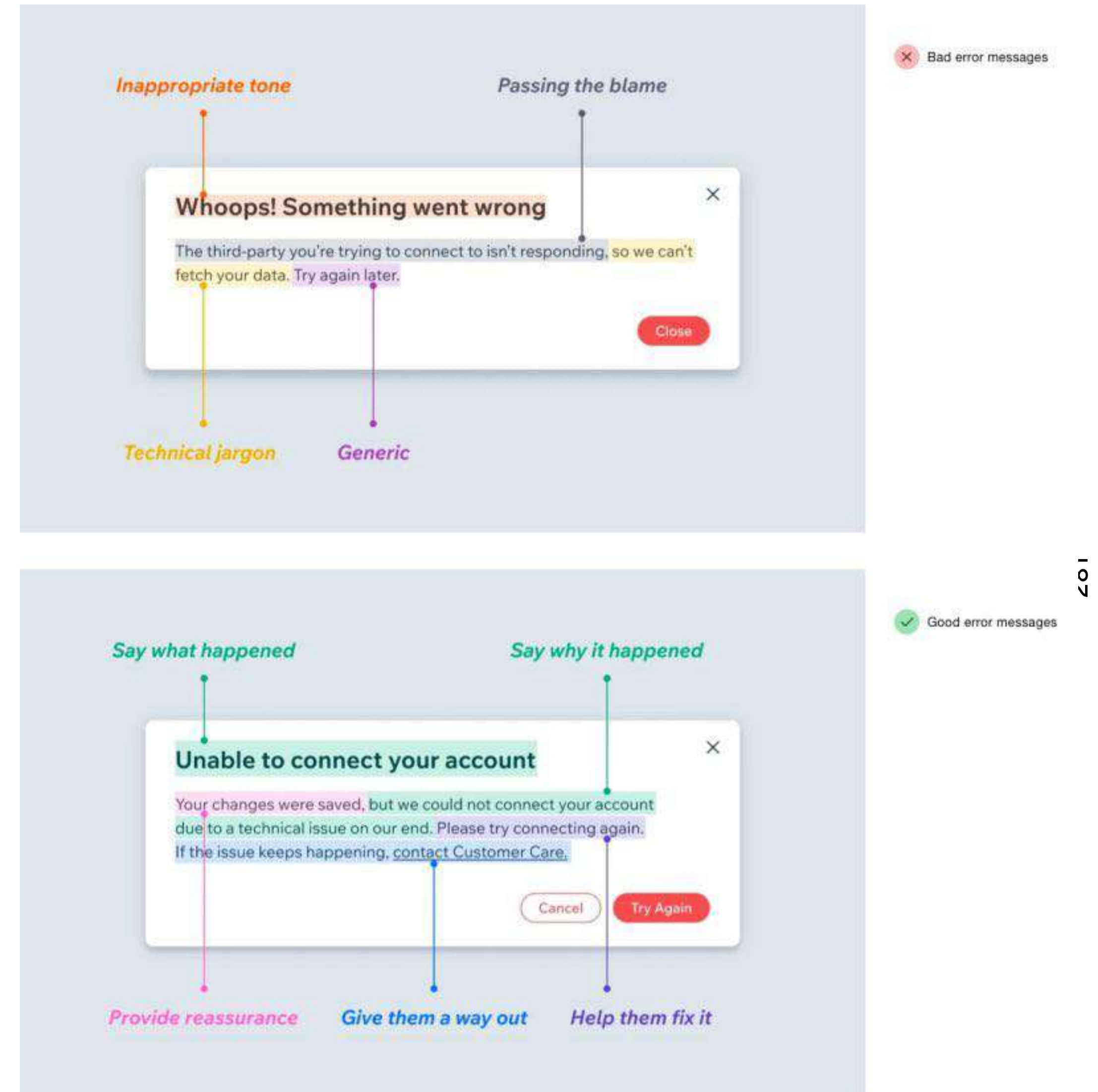
Oops! We just deleted all your files. Funny, right?

**Do:**

What is this? A loading screen for ants?! (slack)

When writing error messages be clear, concise, apologetic and positive. Explain what happened, offer relief, a solution and a clear CTA on what to do next.

Adam Silver, LinkedIn



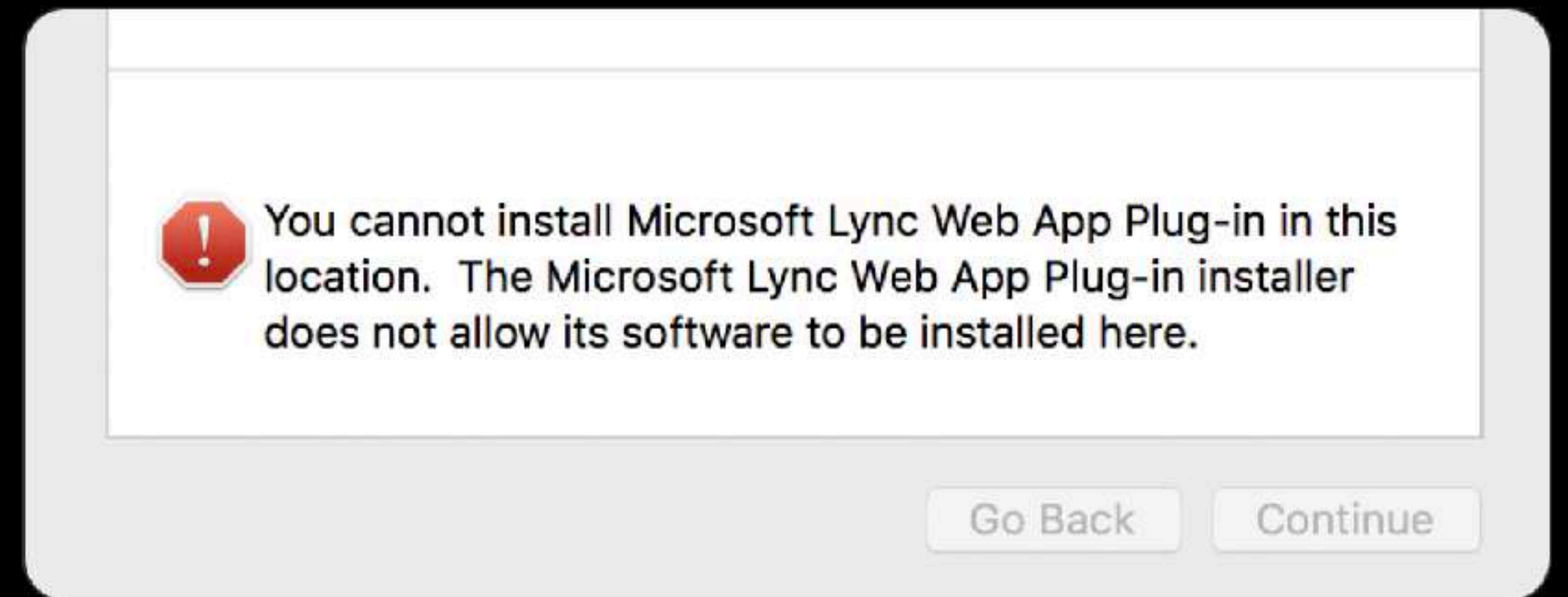
Bad error messages  
= Bad UX Writing  
= Bad UX



Dan Nessler

@nessie420

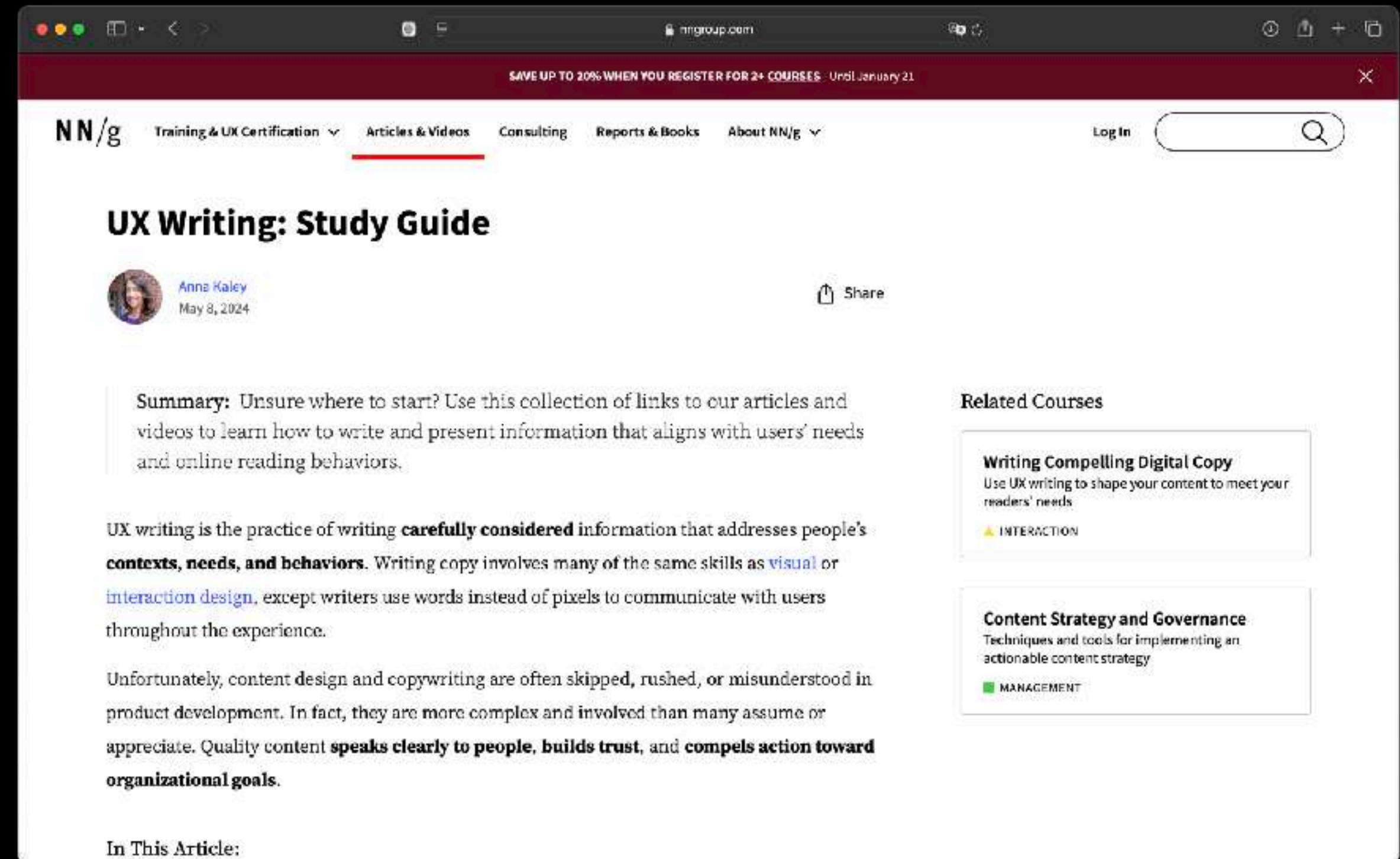
great [#error](#) [#msg](#) [#ux](#) [@Microsoft](#) – 1 msg, 2 different wordings with identical meanings, no solution offered...  
[#uxfail](#) [#uxdesign](#) [#ux](#)



10:10 AM · Sep 14, 2017 · Twitter Web Client

# Study guide for UX writing by NNGroup

UX Writing: Study Guide on [nngroup.com](https://nngroup.com)



The screenshot shows a web browser window displaying the NN/g website. The page title is "UX Writing: Study Guide" by Anna Kaley, dated May 8, 2024. The article includes a summary, a main body of text, and a section titled "In This Article:". On the right side, there are two "Related Courses" listed: "Writing Compelling Digital Copy" and "Content Strategy and Governance".

SAVE UP TO 20% WHEN YOU REGISTER FOR 2+ COURSES. Until January 21

Log In

## UX Writing: Study Guide

Anna Kaley  
May 8, 2024

Share

**Summary:** Unsure where to start? Use this collection of links to our articles and videos to learn how to write and present information that aligns with users' needs and online reading behaviors.

UX writing is the practice of writing **carefully considered** information that addresses people's **contexts, needs, and behaviors**. Writing copy involves many of the same skills as [visual](#) or [interaction design](#), except writers use words instead of pixels to communicate with users throughout the experience.

Unfortunately, content design and copywriting are often skipped, rushed, or misunderstood in product development. In fact, they are **more complex and involved** than many assume or appreciate. Quality content **speaks clearly to people, builds trust, and compels action toward organizational goals**.

**In This Article:**

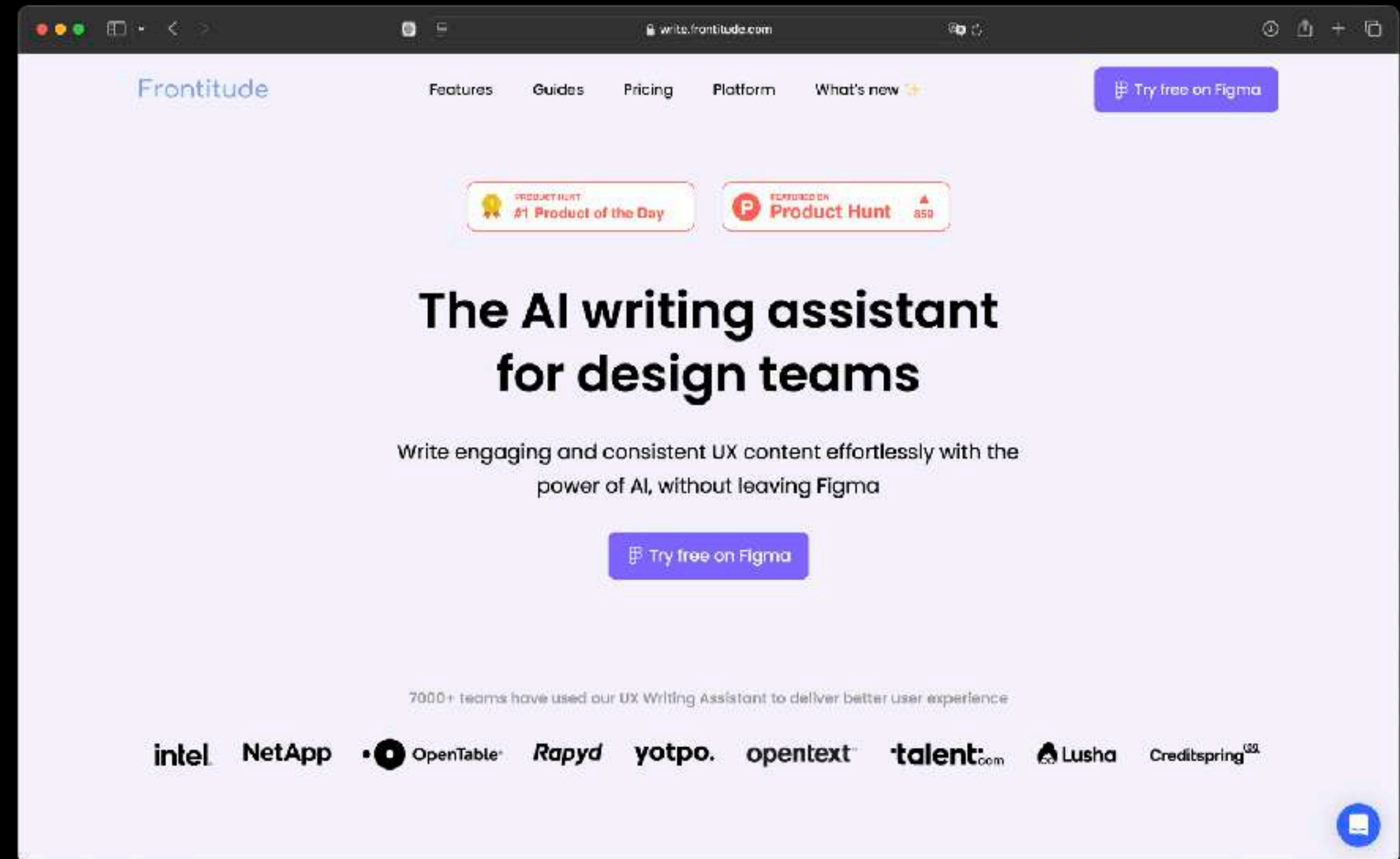
### Related Courses

- Writing Compelling Digital Copy**  
Use UX writing to shape your content to meet your readers' needs  
INTERACTION
- Content Strategy and Governance**  
Techniques and tools for implementing an actionable content strategy  
MANAGEMENT



Use AI to help you  
edit and optimize text.

E.g. <https://write.frontitude.com/>



# Tools and Recommendations

**Refer to principles  
and guidelines**

# 10 principles of good design by Dieter Rams

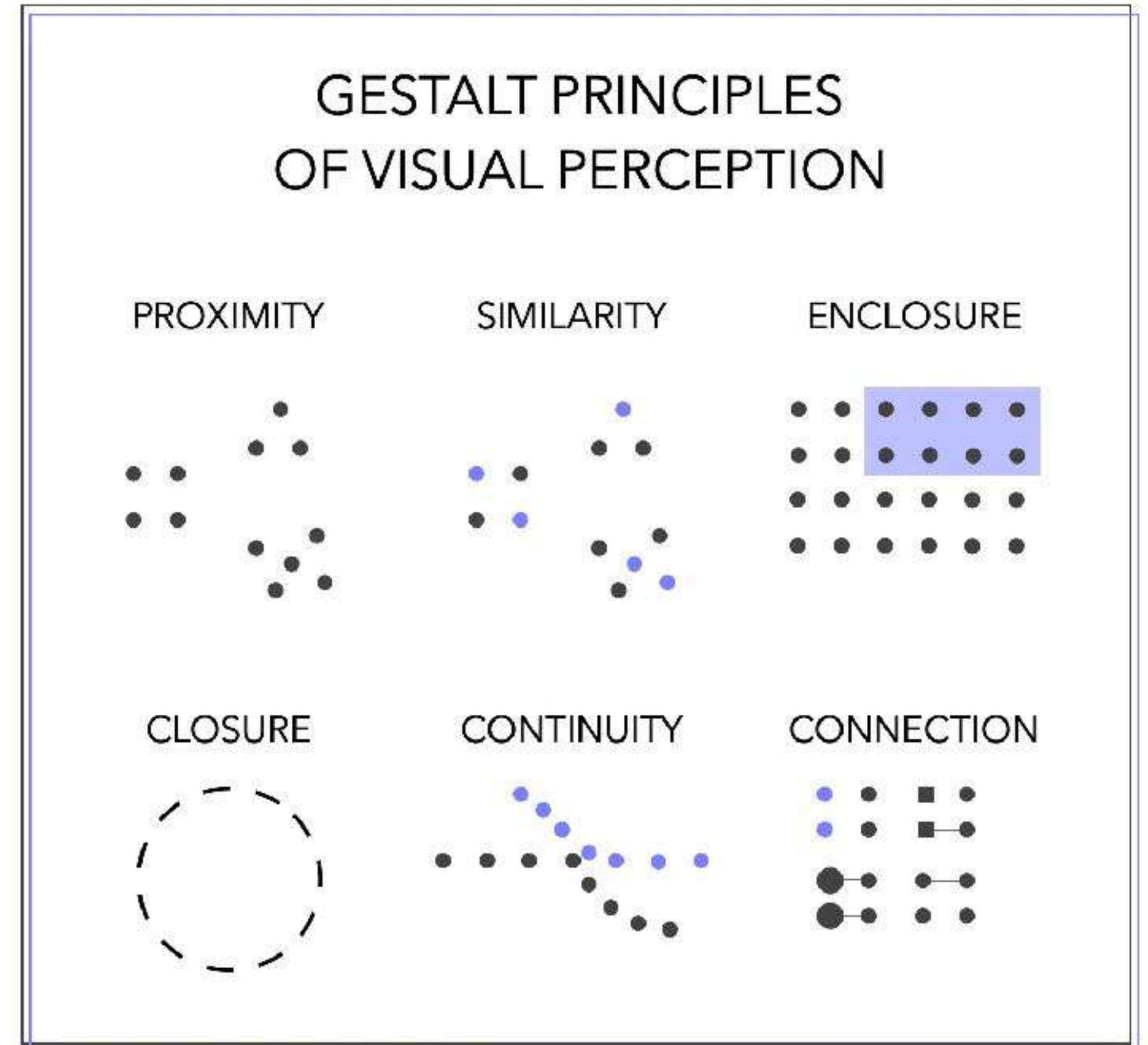
vitsoe.com / visual by  
@Gramshandilya

## 10 PRINCIPLES FOR GOOD DESIGN

by  
DIETER RAMS

<p>GOOD DESIGN IS</p> <h3>INNOVATIVE</h3> <p>The possibilities for innovation are not, by any means, exhausted. Technological development is always offering new opportunities for innovative design. But innovative design always develops in tandem with innovative technology, and can never be an end in itself.</p>	 	<p>GOOD DESIGN MAKES A PRODUCT</p> <h3>USEFUL</h3> <p>A product is bought to be used. It has to satisfy certain criteria, not only functional, but also psychological and aesthetic. Good design emphasises the usefulness of a product whilst disregarding anything that could possibly detract from it.</p>
<p>GOOD DESIGN IS</p> <h3>AESTHETIC</h3> <p>The aesthetic quality of a product is integral to its usefulness because products we use every day affect our person and our well-being. But only well-executed objects can be beautiful.</p>	 	<p>GOOD DESIGN MAKES A PRODUCT</p> <h3>UNDERSTANDABLE</h3> <p>It clarifies the product's structure. Better still, it can make the product talk. At best, it is self-explanatory.</p>
<p>GOOD DESIGN IS</p> <h3>UNOBTRUSIVE</h3> <p>Products fulfilling a purpose are like tools. They are neither decorative objects nor works of art. Their design should therefore be both neutral and restrained, to leave room for the user's self-expression.</p>	 	<p>GOOD DESIGN IS</p> <h3>HONEST</h3> <p>It does not make a product more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept.</p>
<p>GOOD DESIGN IS</p> <h3>LONG-LASTING</h3> <p>It avoids being fashionable and therefore never appears antiquated. Unlike fashionable design, it lasts many years – even in today's throwaway society.</p>	 	<p>GOOD DESIGN IS</p> <h3>THOROUGH DOWN TO LAST DETAIL</h3> <p>Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect towards the user.</p>
<p>GOOD DESIGN IS</p> <h3>ENVIRONMENTALLY-FRIENDLY</h3> <p>Design makes an important contribution to the preservation of the environment. It conserves resources and minimises physical and visual pollution throughout the lifecycle of the product.</p>	 	<p>GOOD DESIGN IS</p> <h3>AS LITTLE DESIGN AS POSSIBLE</h3> <p>Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials. Back to purity, back to simplicity.</p>

Gestalt principles influence hierarchy, informational grouping, and readability.



# Broad rules of thumb and not specific usability guidelines.

Nielsen, UX Institute

Nielsen Norman Group

## Jakob's Ten Usability Heuristics

- 1 Visibility of System Status**

Designs should **keep users informed** about what is going on, through appropriate, timely feedback.
- 2 Match between System and the Real World**

The design should speak the users' language. Use words, phrases, and concepts **familiar to the user**, rather than internal jargon.
- 3 User Control and Freedom**

Users often perform actions by mistake. They **need a clearly marked "emergency exit"** to leave the unwanted state.
- 4 Consistency and Standards**

Users should not have to wonder whether different words, situations, or actions mean the same thing. **Follow platform conventions.**
- 5 Error Prevention**

Good error messages are important, but the best designs **prevent problems** from occurring in the first place.
- 6 Recognition Rather Than Recall**

**Minimize the user's memory load** by making elements, actions, and options visible. Avoid making users remember information.
- 7 Flexibility and Efficiency of Use**

Shortcuts — hidden from novice users — may **speed up the interaction** for the expert user.
- 8 Aesthetic and Minimalist Design**

Interfaces should not contain information which is irrelevant. Every extra unit of information in an interface **competes** with the relevant units of information.
- 9 Recognize, Diagnose, and Recover from Errors**

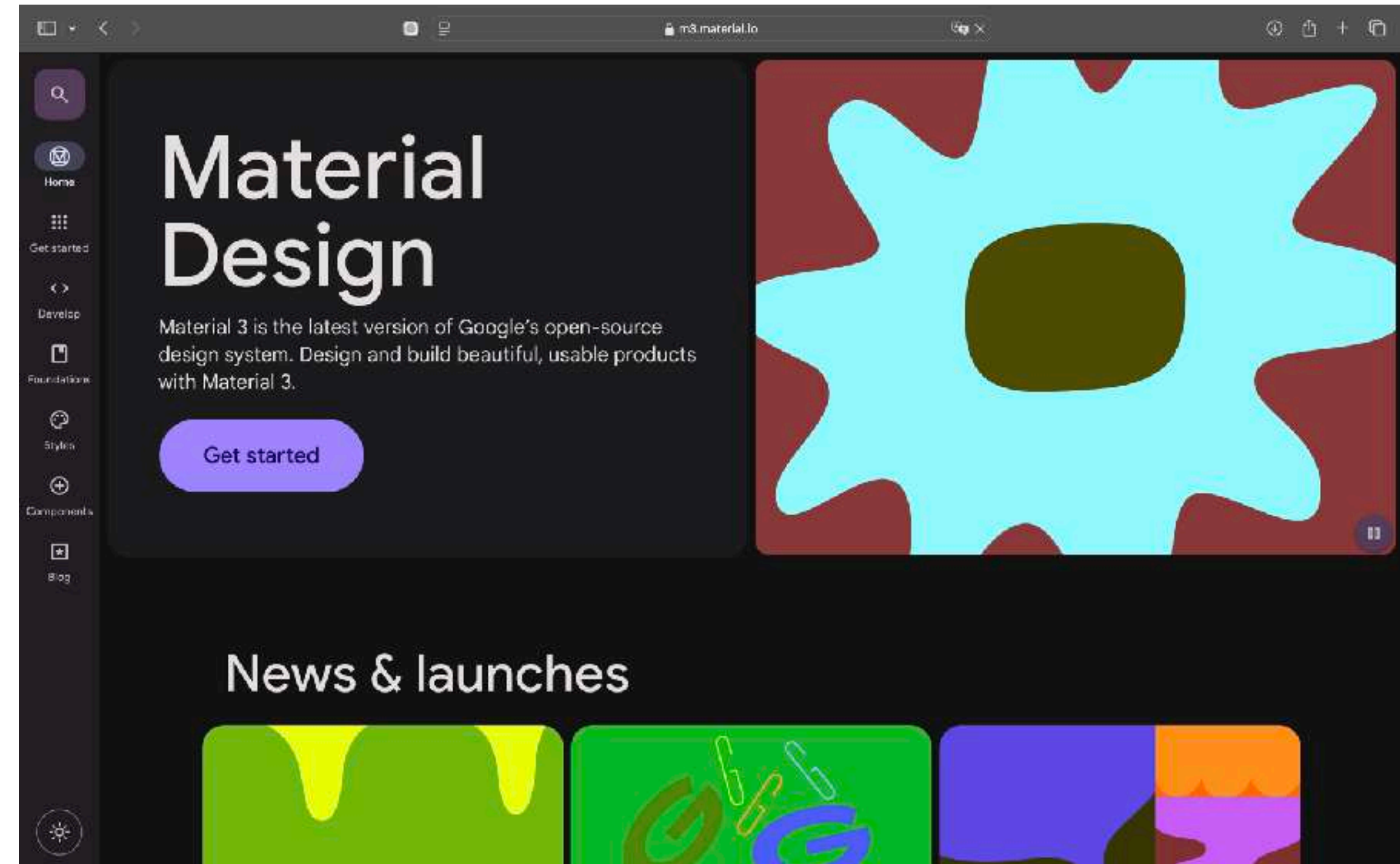
Error messages should be expressed in **plain language** (no error codes), precisely indicate the problem, and constructively suggest a solution.
- 10 Help and Documentation**

It's best if the design **doesn't need** any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks.

NN/g [www.nngroup.com/articles/ten-usability-heuristics/](http://www.nngroup.com/articles/ten-usability-heuristics/)

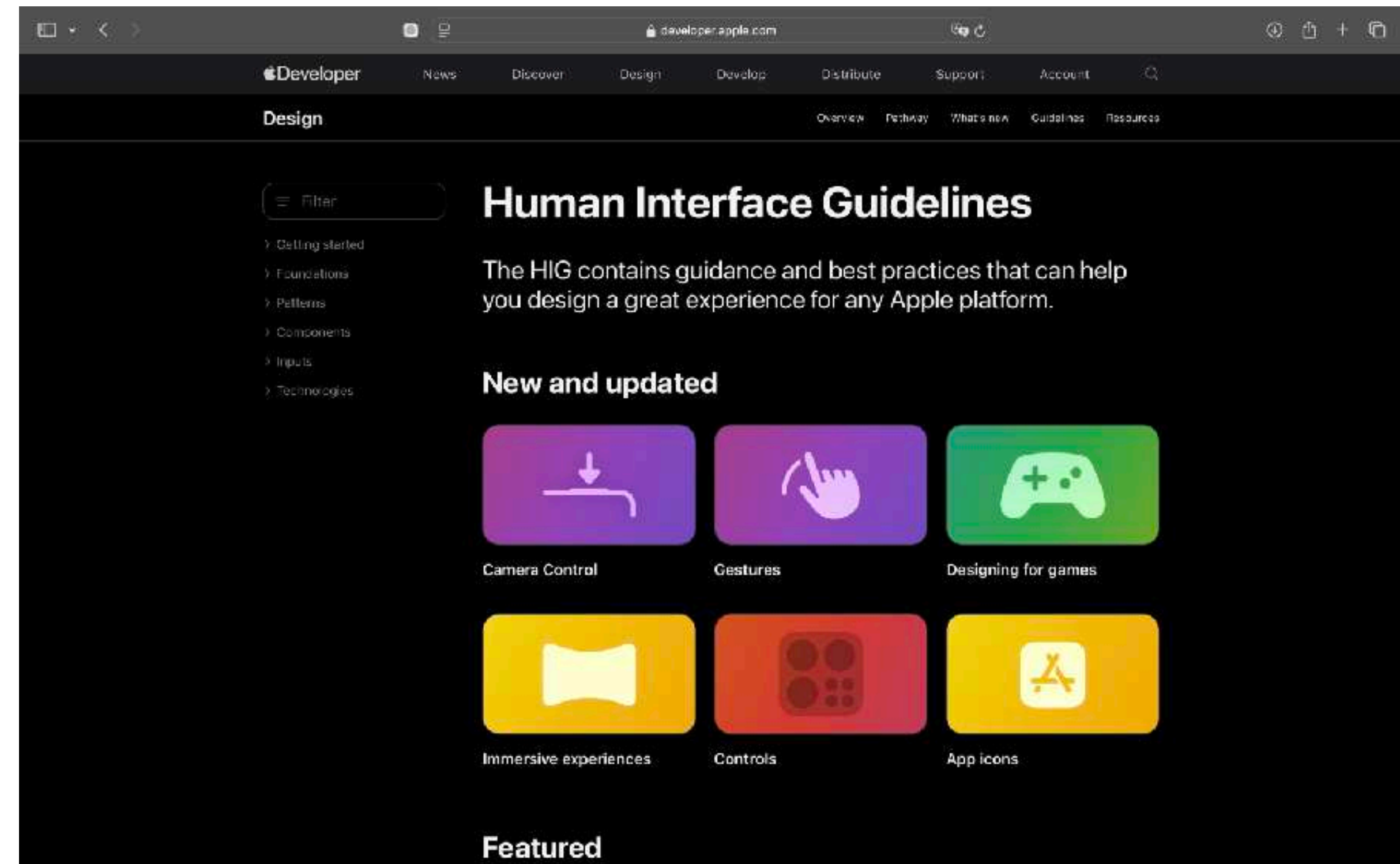
# Google Material Guidelines

<https://m2.material.io/design/motion/the-motion-system.html#container-transform>



# Apple HCI guidelines

<https://developer.apple.com/design/human-interface-guidelines>



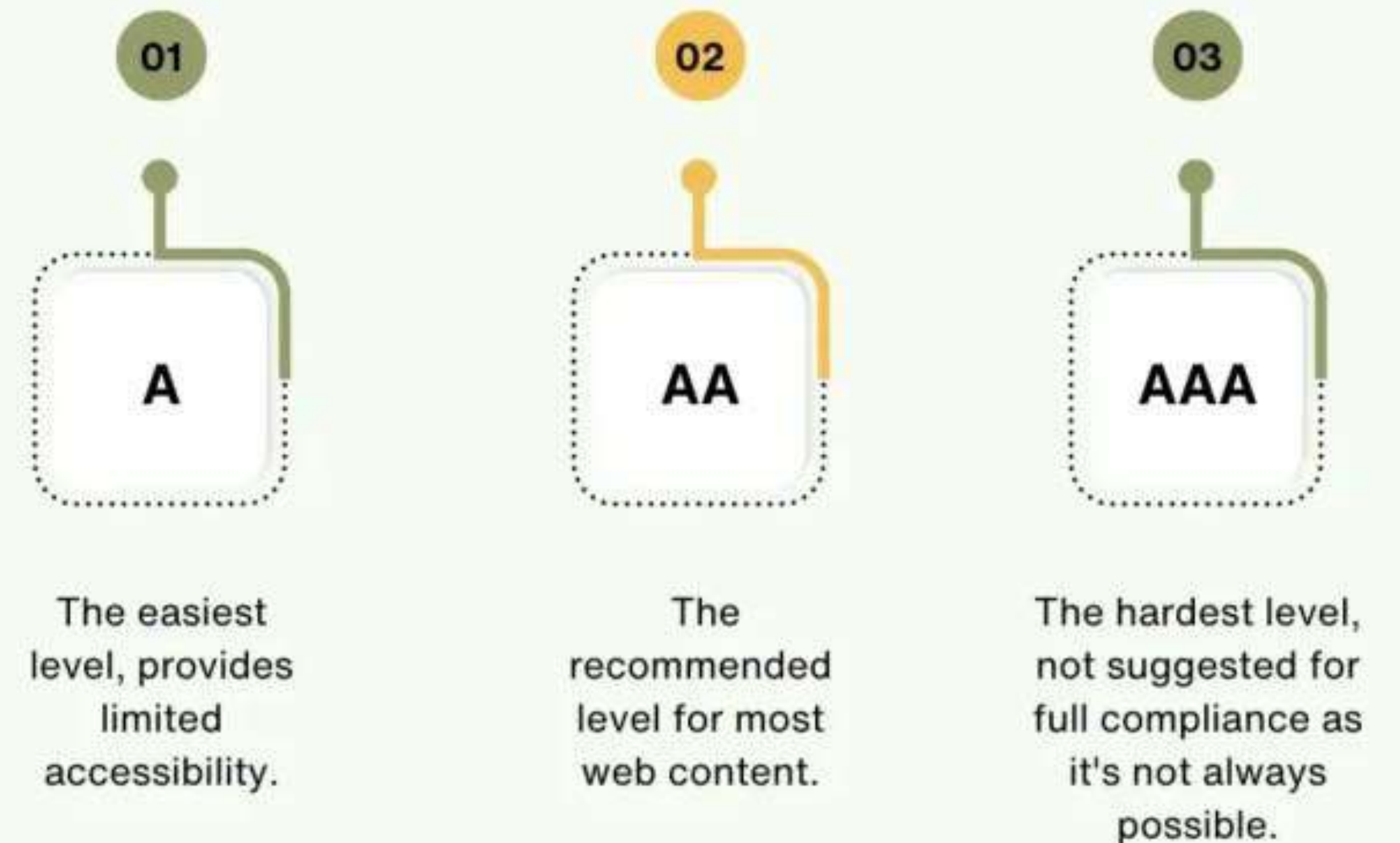


# Curb-Cut Effect:

Designs for disabilities (accessibility) often benefit everyone (4 principles: perceivable, operable, understandable, robust).

Google & W3C/WCAG (2.2. since Oct 2023)

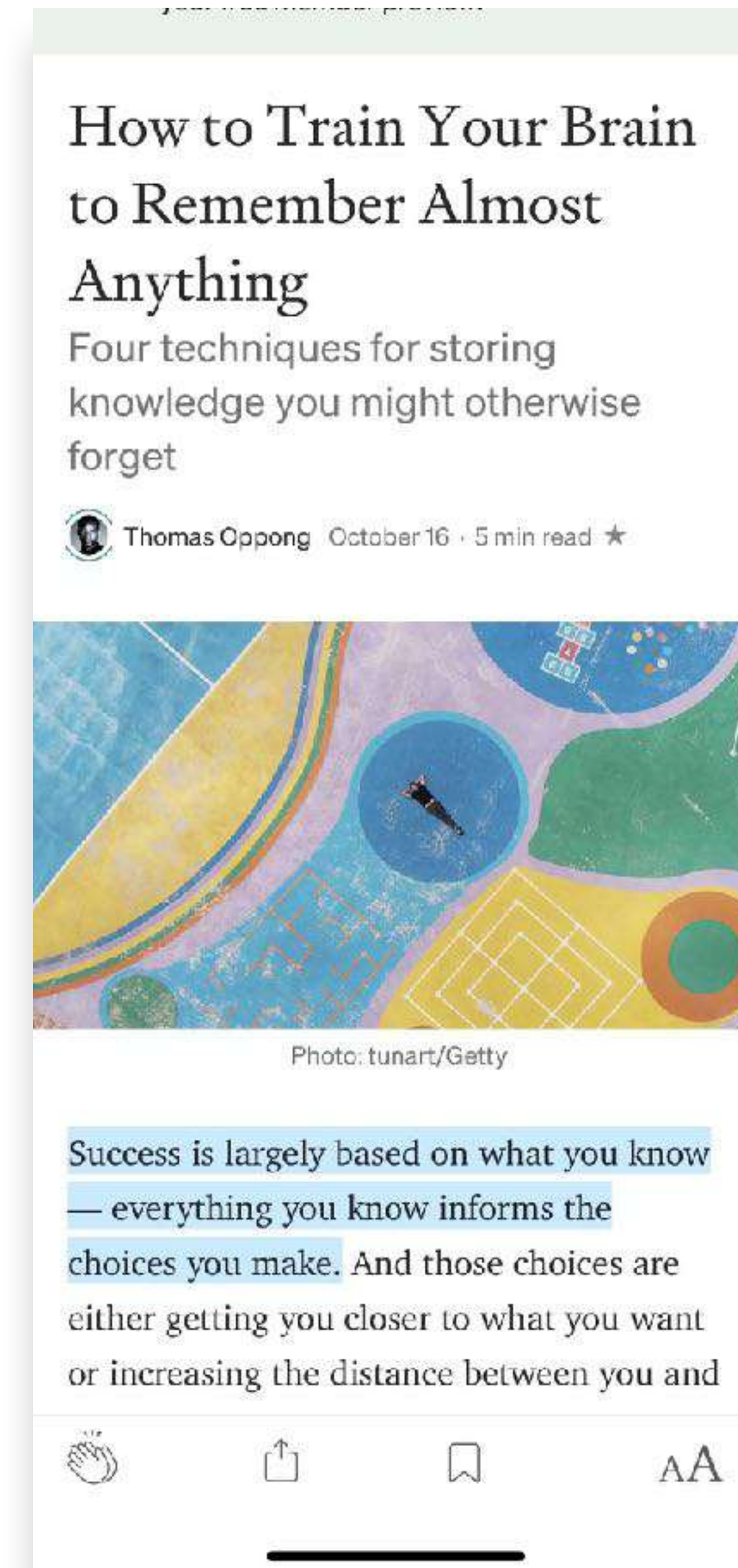
## 3 levels of **WCAG 2.2**



# Structure, Hierarchy & Scale

Using relative size to signal importance and rank in a composition (ideally 3 levels).

Via NN Group



**You will  
read this  
first.**

AND YOU'LL  
MOST LIKELY  
LEAVE THIS  
FOR LAST.

**And then you'll probably read  
this immediately afterwards.**

Guiding the eye on the page so that it attends to different design elements in the order of their importance.

Via NN Group

**You will  
read this  
first.**

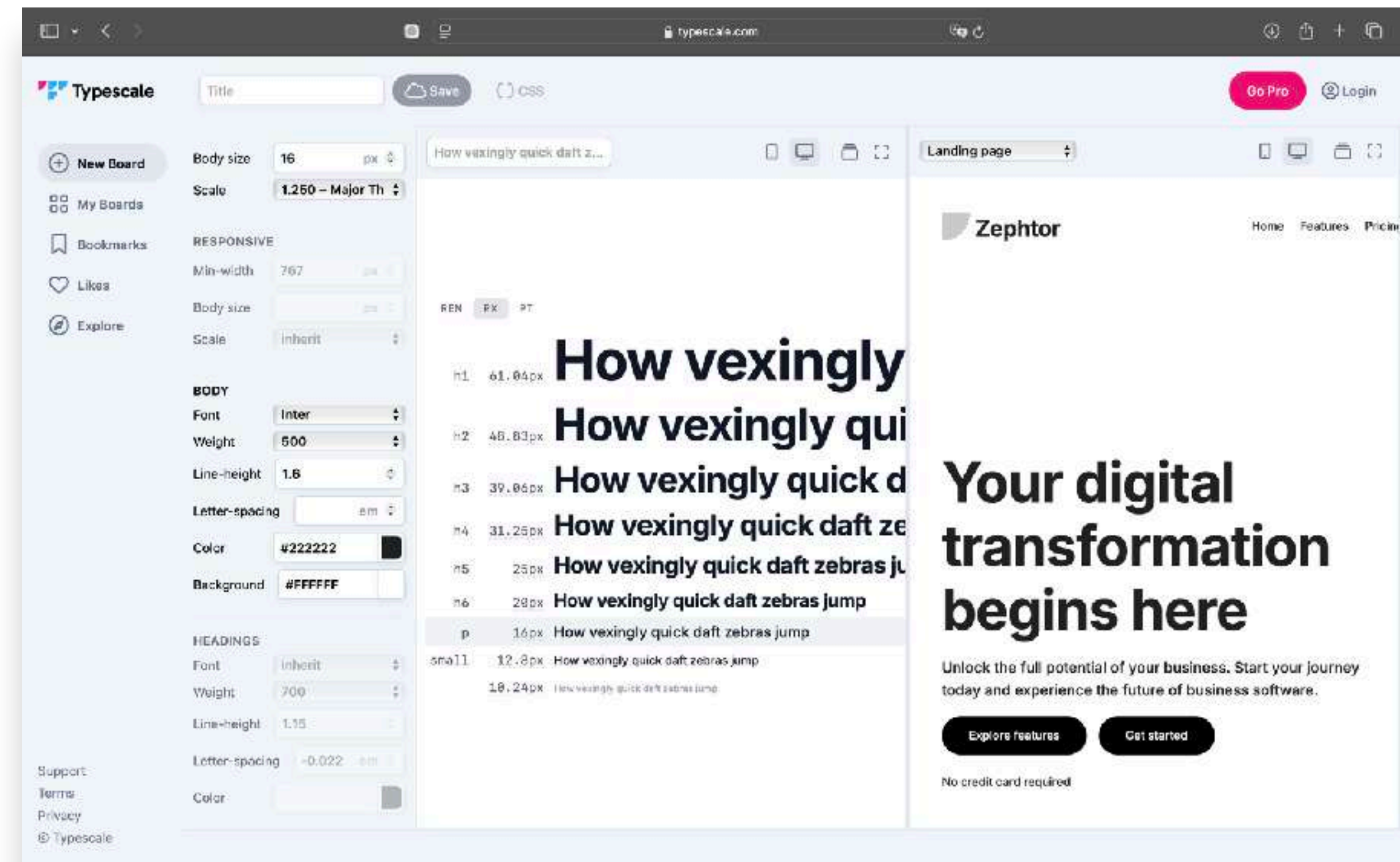
AND YOU'LL  
MOST LIKELY  
LEAVE THIS  
FOR LAST.

And then you'll probably read  
this immediately afterwards.

# Typography

Use font tools, a 16px base font and e.g. «major third scale» and round to the next 4th (e.g. h5: 25px > 24px)

<https://typescale.com/>



Ad

Aa

**Poppins - Bold**

Poppins - Medium

Poppins - Regular

Poppins - Light

**Lora - Bold**

Lora - Medium

Lora - Regular

Lora - Light

Label / Sans Serif

DINNER TABLES

#080A0B  
opacity: 50%

Heading / Serif

**Wooden Table**

#080A0B  
opacity: 100%

Body / Sans Serif

Introducing our stunning designer wooden table, the perfect addition to any modern home. Crafted from premium quality oak wood, this table boasts a beautiful natural grain and rich texture that adds warmth and character to any room.

#080A0B  
opacity: 80%

Display

Medium

48px

Headline

Regular

32px

Title

Medium

24px

Body

Regular

16px

Label

Bold

12px

Link

Regular

12px

Button

Medium

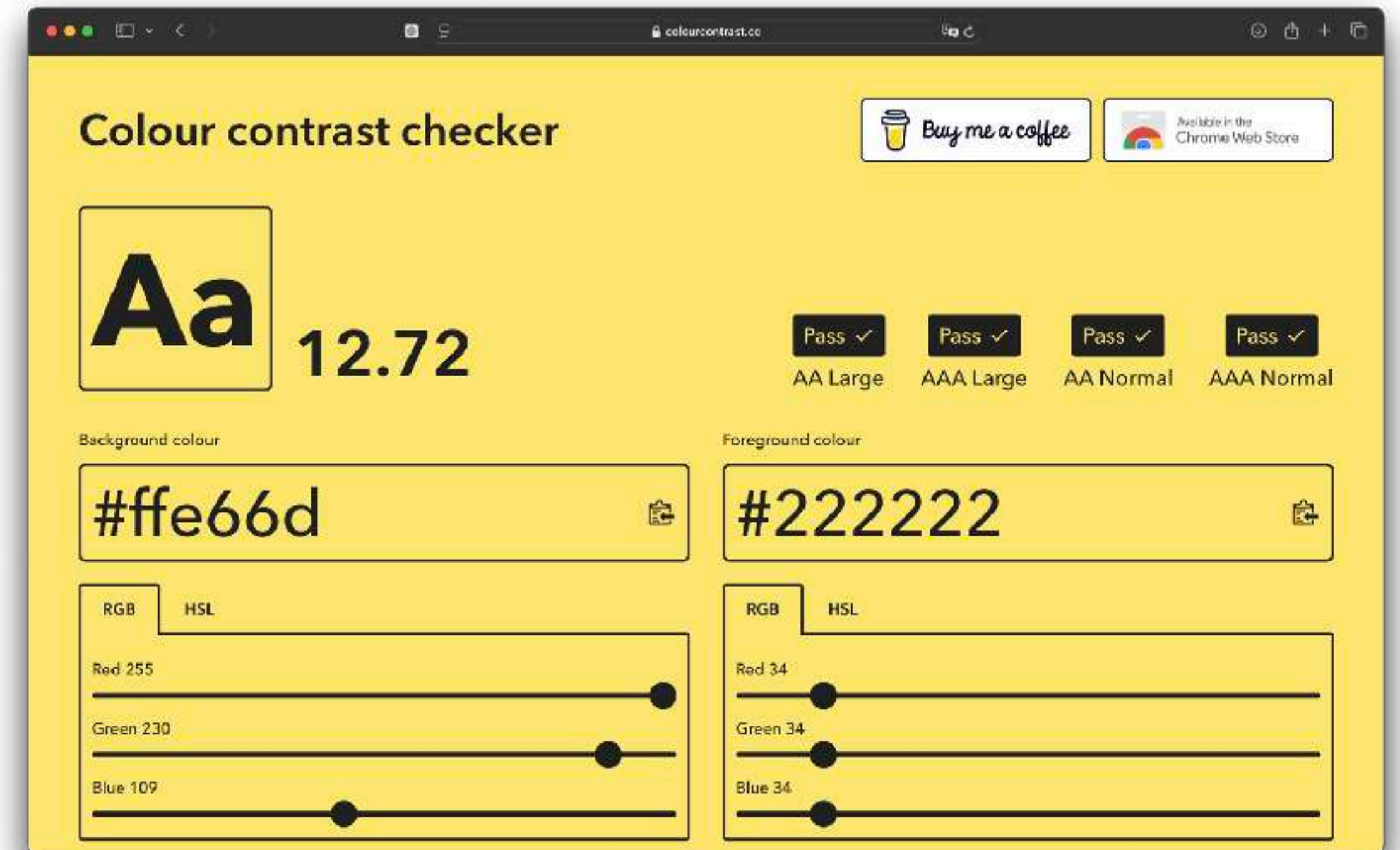
16px



- **Max. 1-2 typefaces**
- **Use web-fonts**
- **Min. size 16px (1rem/em)**
- **Min. spacing 1.5 for copy**
- **Max. 60-80 characters per line**
- **Contrast: 4.5:1 regular / 3:1 large typo**

Think «accessibility»  
and use enough contrast  
(there are tools for that)

<https://colourcontrast.cc/>

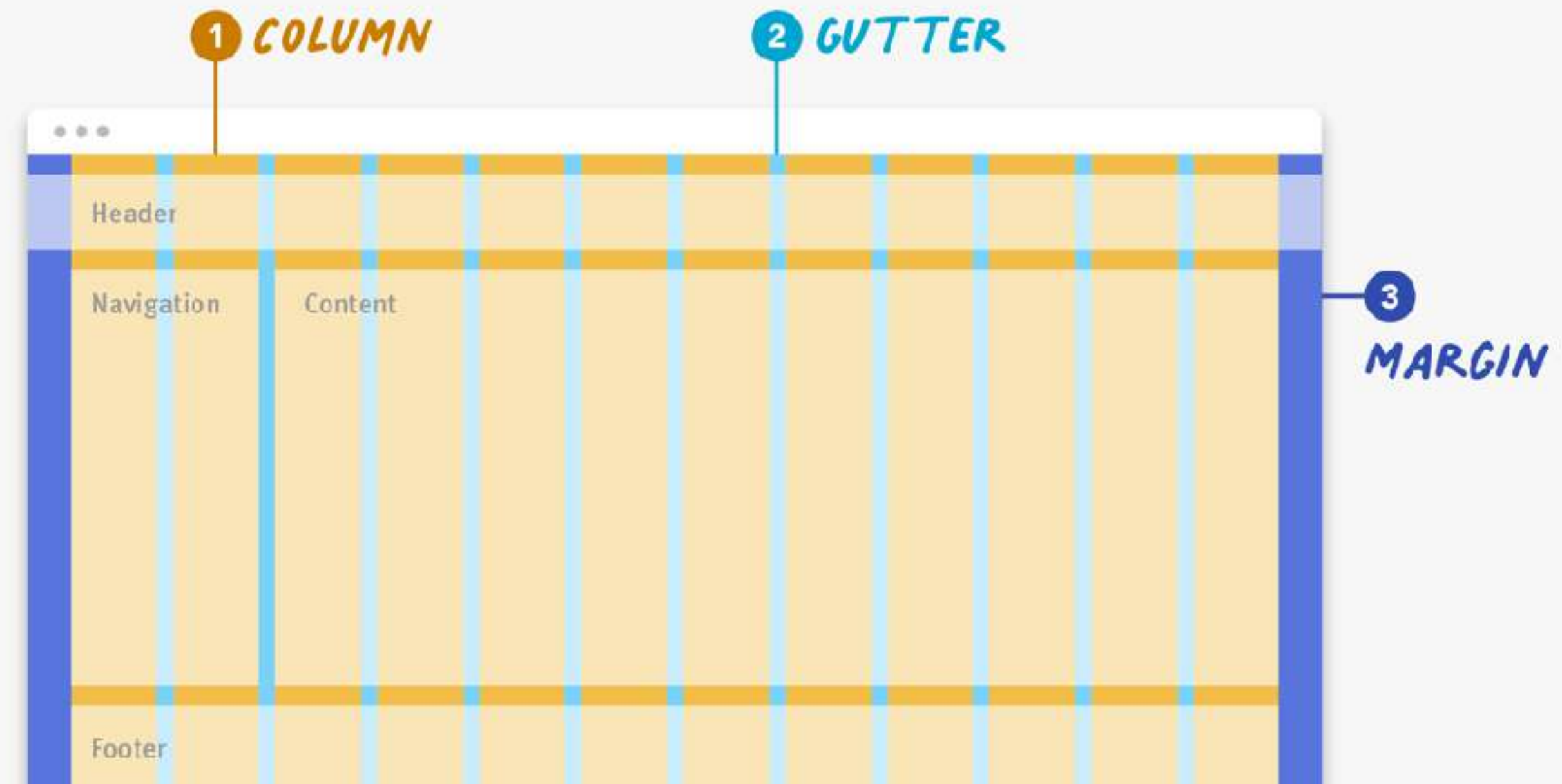


# Grids (structure)

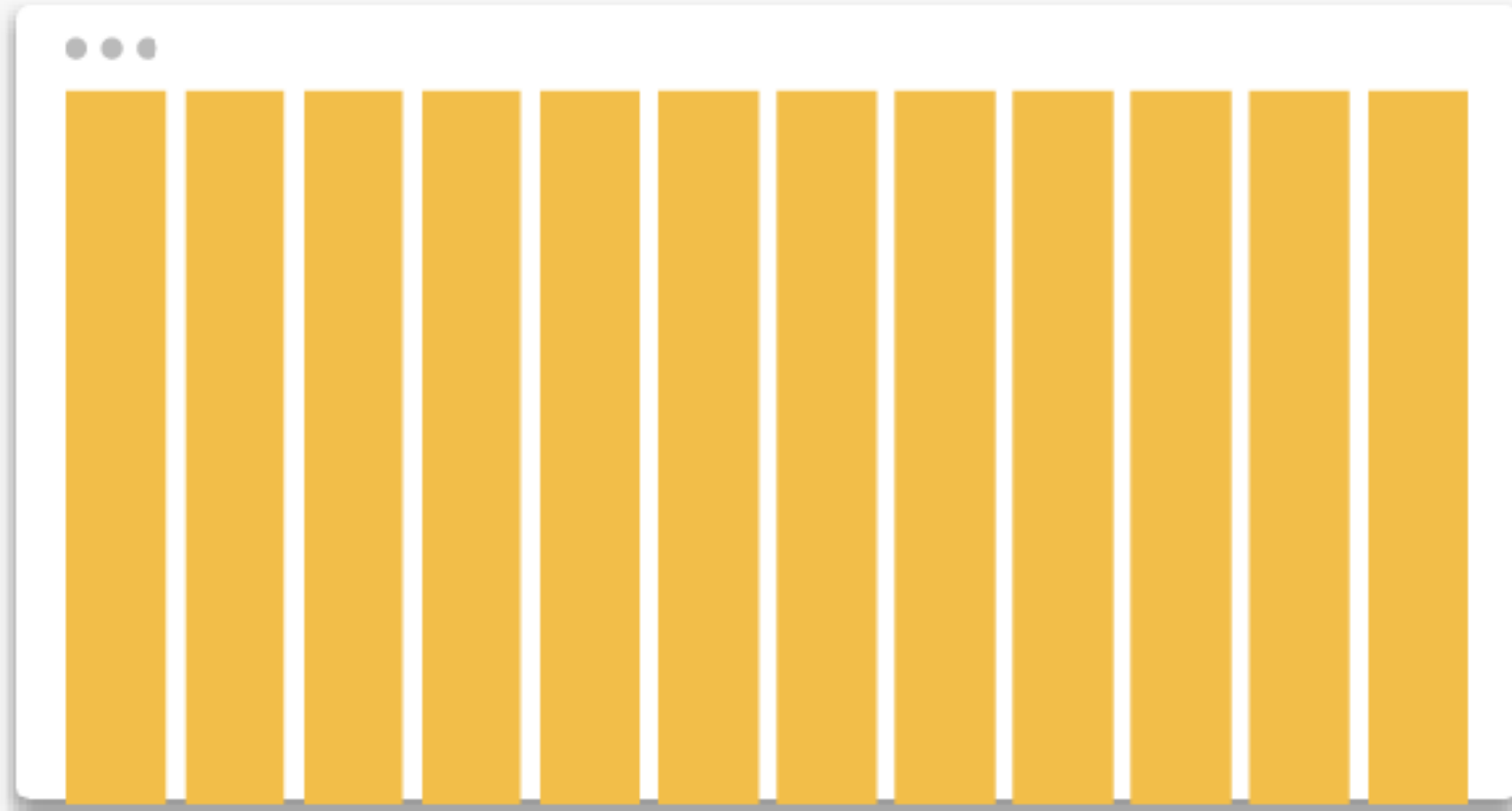
# Remember Swiss Design (making layouts great again since the 1920s)



Grids create clarity and consistency, provide structure and guidance, speed up design process and improve collaboration.

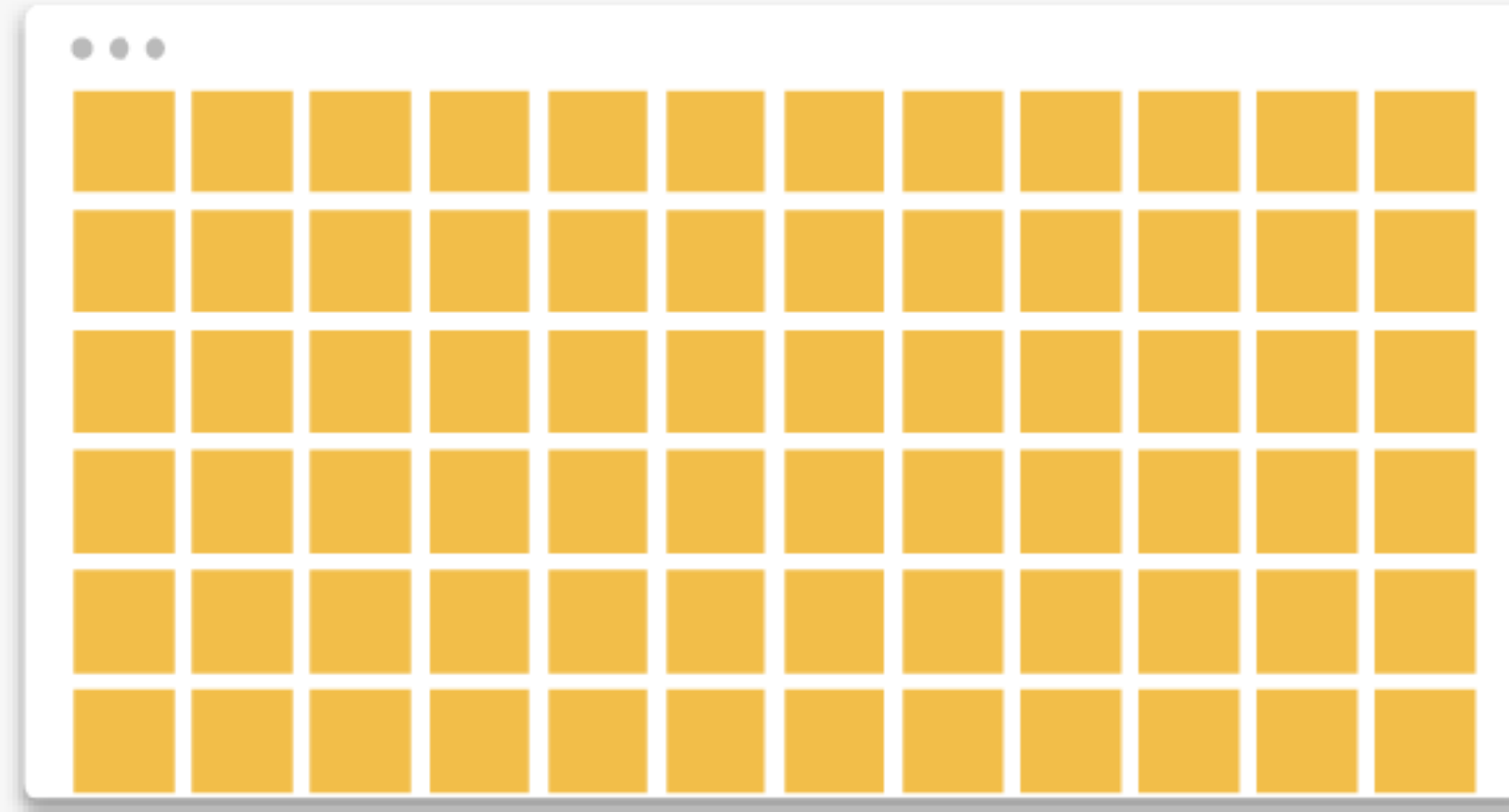


# Common Grid Structures in Websites and Interfaces



## *COLUMN*

Desktop commonly  
uses 12 columns



## *MODULAR*

Great for ecommerce  
and listing pages



## *HIERARCHICAL*

Content organized  
by importance

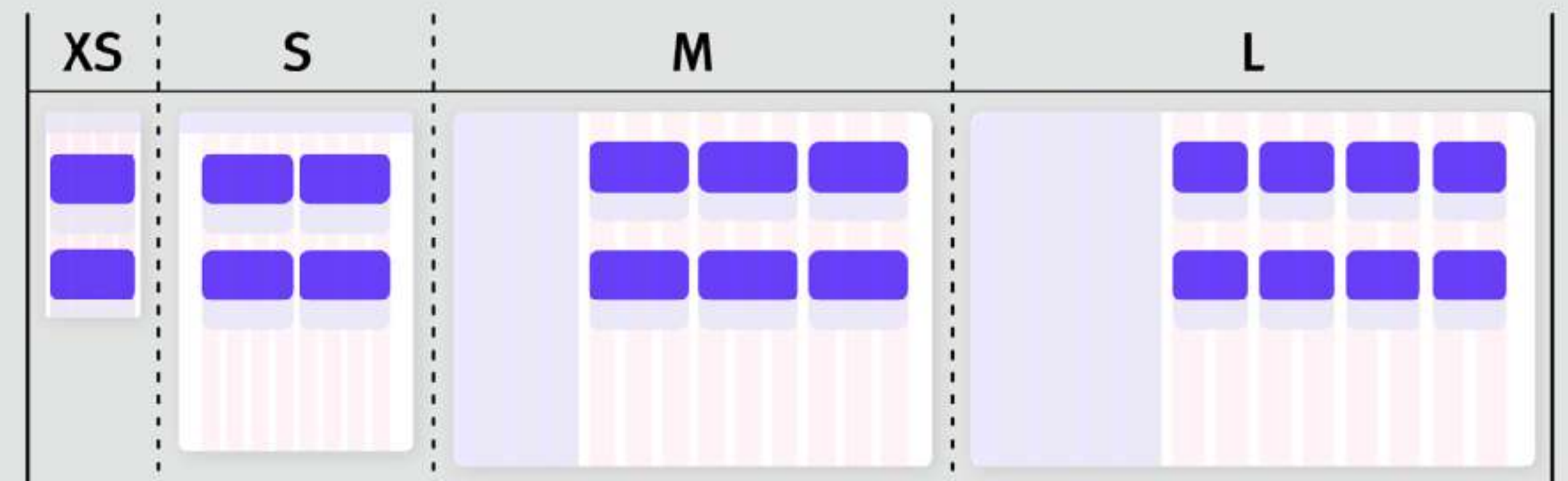
XS: < 500px: 4 col

S: 500-1200px: 8 col

M: 1200-1400px: 12 col

L: > 1400px: 12 col

### Common Breakpoints in Responsive Design



- Choose the right grid (e.g. 12 columns)
- Use responsive grids
- Enough white space (gutter/margin)
- Align content with columns (not gutter)
- Use the rule of thirds
- Use the golden ratio (1:1.618)
- 8-px grid has become a standard.



# Colors

Colors convey emotions, signal actions, and add variety.

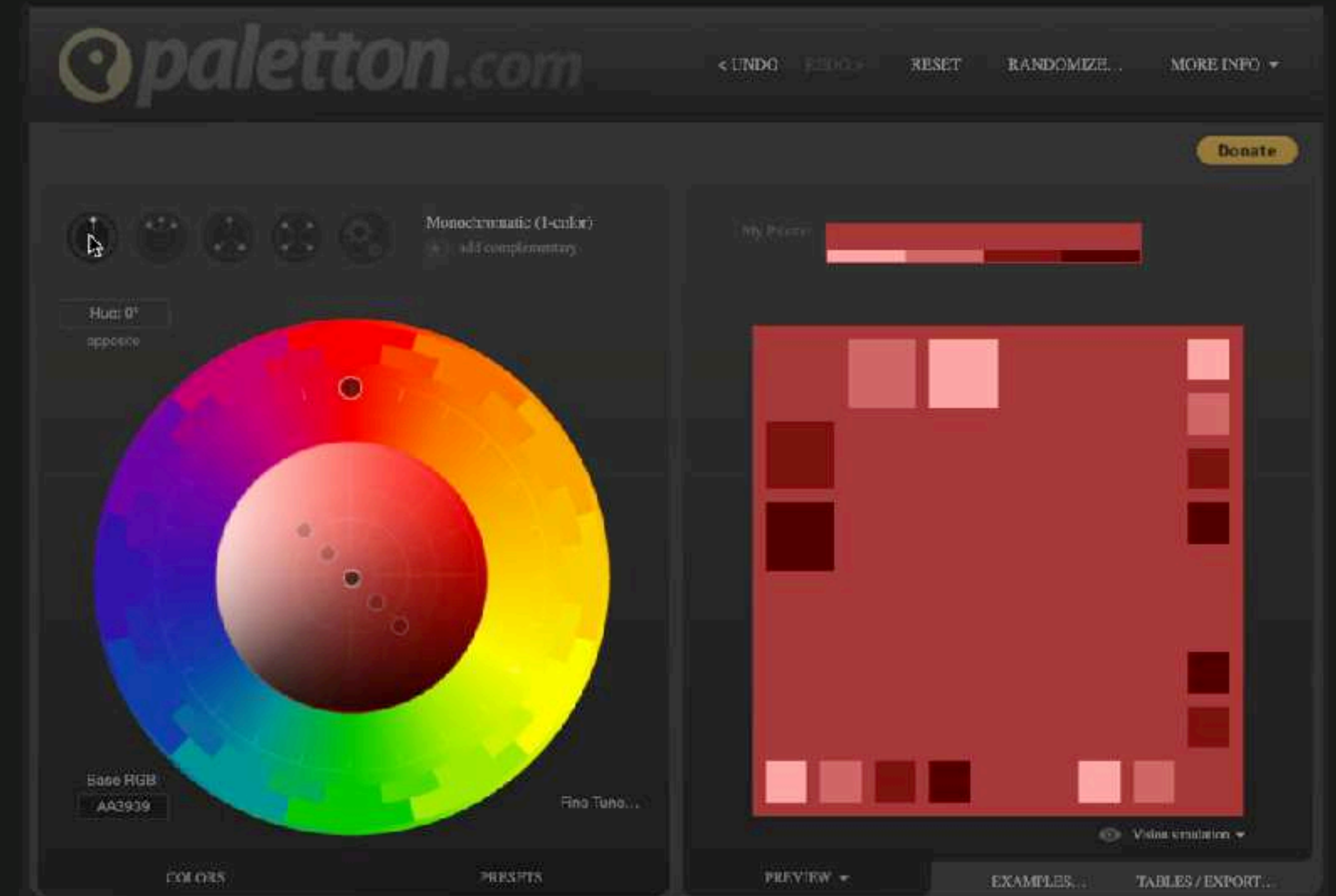
Google UX Design Course & Glovery Design

## Color Psychology

 <b>RED</b> Action, ambition, attention, confidence, danger, energy, love, lively, passion, power, strength, urgency, warmth.	 <b>ORANGE</b> Activity, creativity, confidence, energy, enthusiasm, excitement, friendliness, harvest, optimism, warmth, youthfulness.
 <b>YELLOW</b> Cheerful, energy, friendliness, freshness, happiness, joy, optimism, positivity, warm, youthfulness.	 <b>GREEN</b> Balance, fresh, growth, health, joy, kindness, luck, maturity, nature, prosperity, restoration, soothing, wealth.
 <b>BLUE</b> Calming, clean, conservative, integrity, patience, peaceful, security, serenity, stability, trust, wisdom.	 <b>TURQUOISE</b> Healing, imagination, peace, protection, sophisticated, spiritual, wisdom.
 <b>PINK</b> Affection, compassion, feminine, healthy, happy, optimism, playful, romance, softness, sweet.	 <b>PURPLE</b> Ambition, creative, honor, intuition, luxury, majesty, mystical, royalty, sensitivity, spiritual, success, wealth, wisdom.
 <b>BROWN</b> Approachable, comfortable, friendly, organic, practicality, security, strength, stability, warmth.	 <b>GOLD</b> Bling, glowing, luxurious, prestigious, prosperity, radiant, rich, traditional, valuable, wealth, wisdom.
 <b>GREY</b> Balance, calm, mature, minimal, intelligence, neutral, reliable, sleek, solid, stability.	 <b>BLACK</b> Classy, dramatic, elegance, exclusivity, formality, glamour, luxury, mystery, power, protection, sophistication.
 <b>SILVER</b> Classy, cool, glamorous, graceful, high tech, magical, modern, sleek, stylish.	 <b>WHITE</b> Clean, easy, freshness, goodness, hope, imagination, innocence, light, minimalist, modern, peace, purity, simplicity.

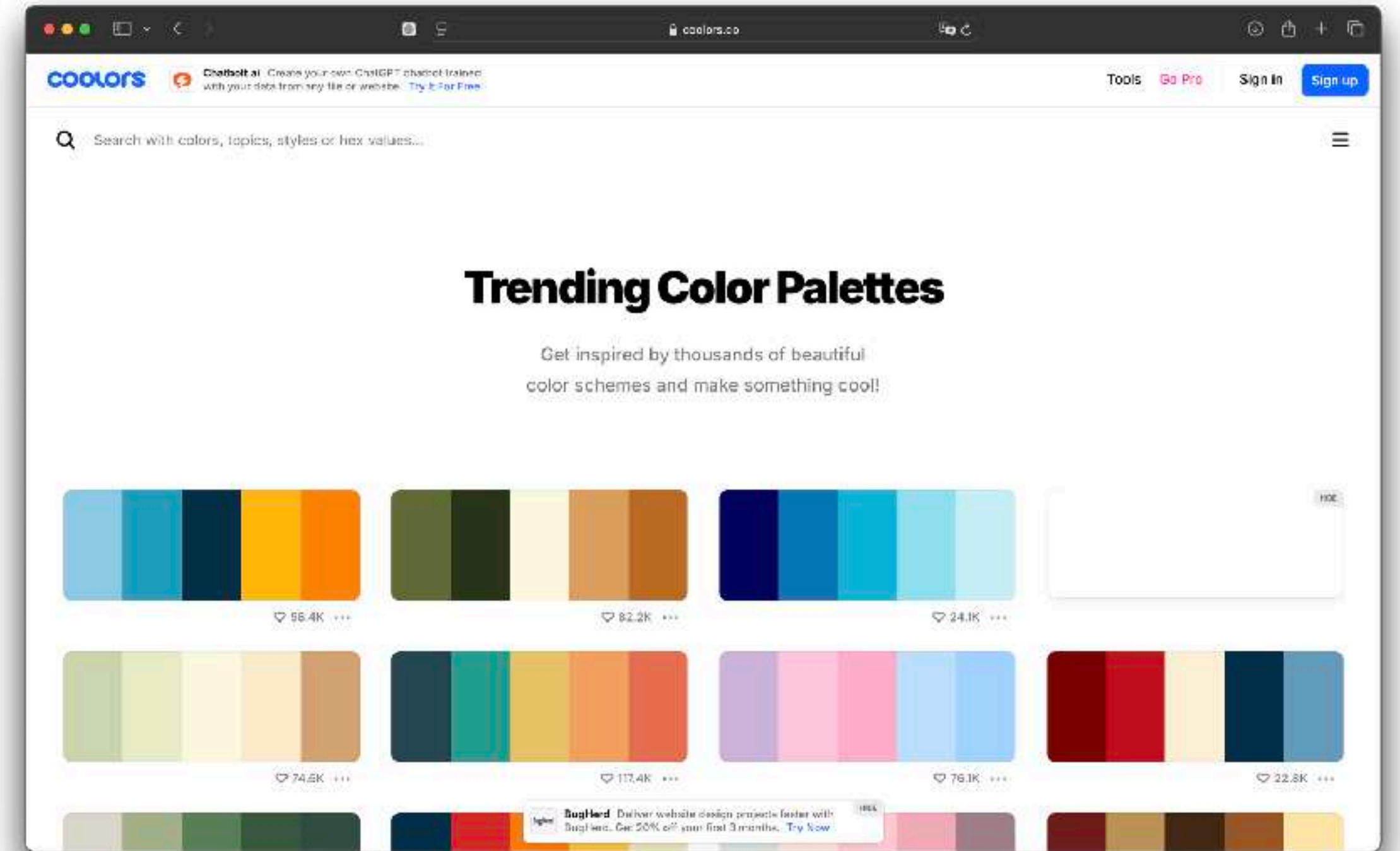
Use DIY color palette generator tools to define pre-sets (Monochromatic, Adjacent Colors, Triad, Tetrad).

<https://paletton.com/>



Use AI or «smart» color palette generator tools.

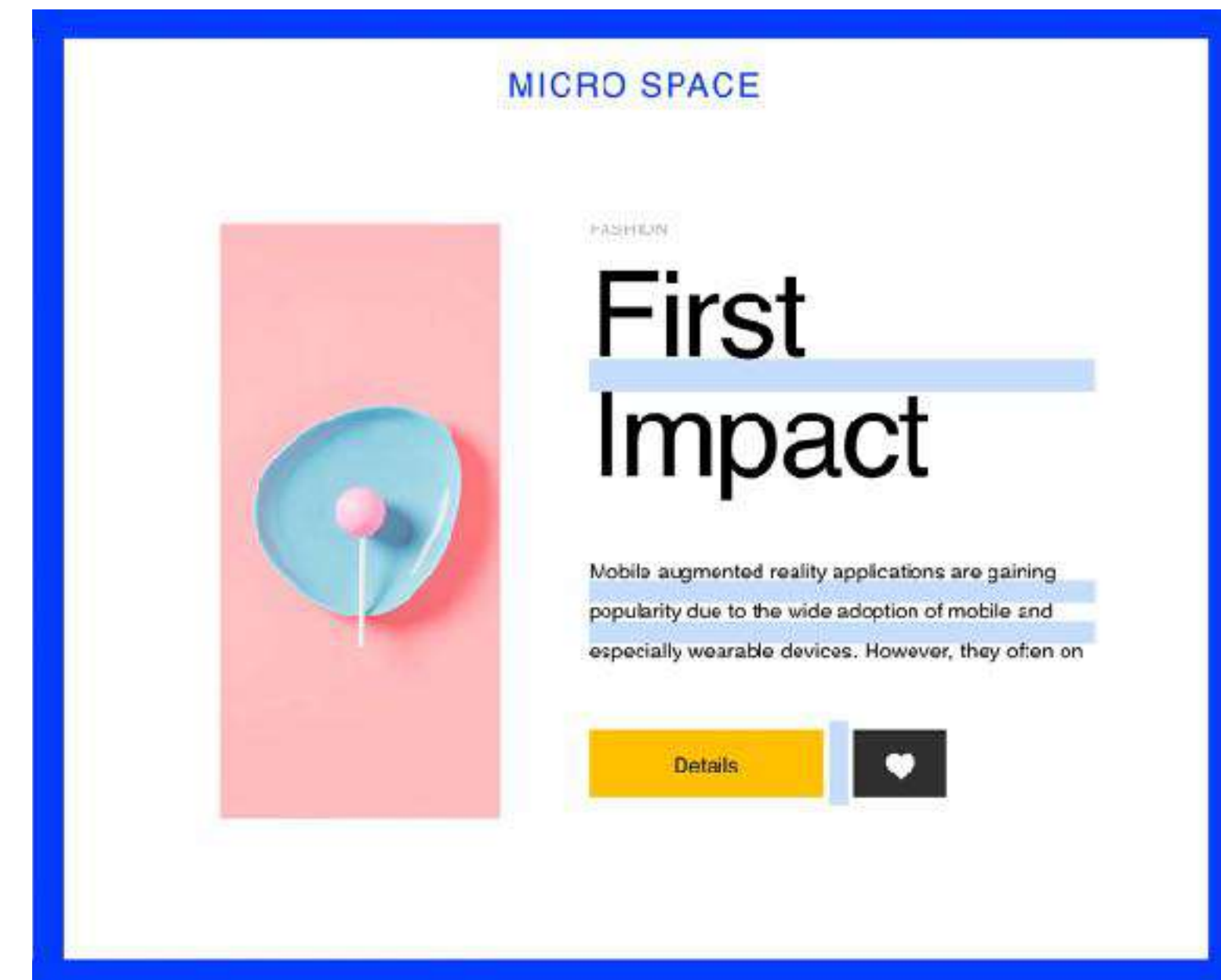
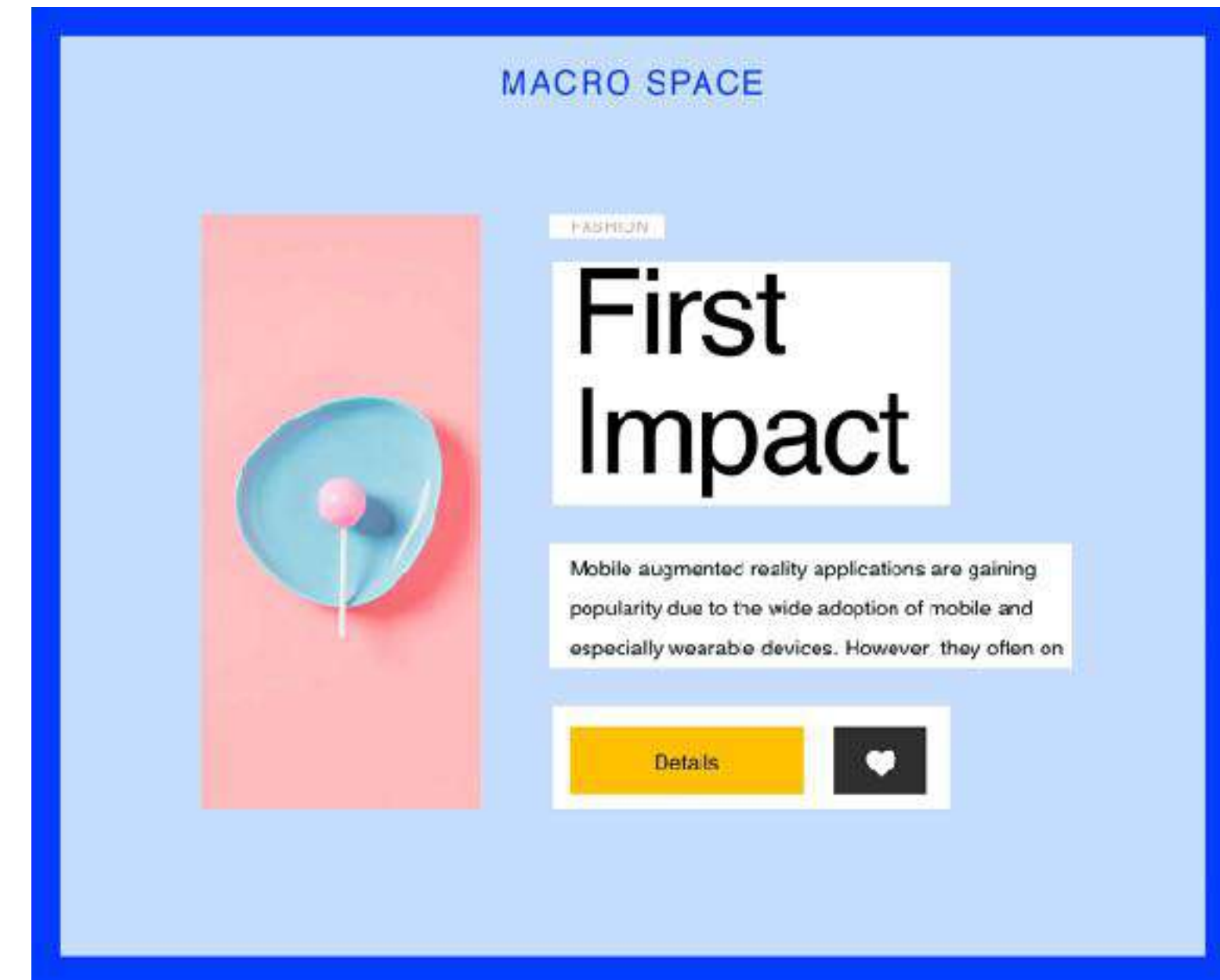
<https://colors.co/>



# Negative & Whitespace

# Negative/Whitespace (macro & micro).

<https://uxspot.io/> (whitespace in visual is light blue)



60-30-10 rule:

60: dominant / background

30: supportive elements

10: accent / CTA

## 60-30-10 Rule



INTERACTION DESIGN  
FOUNDATION

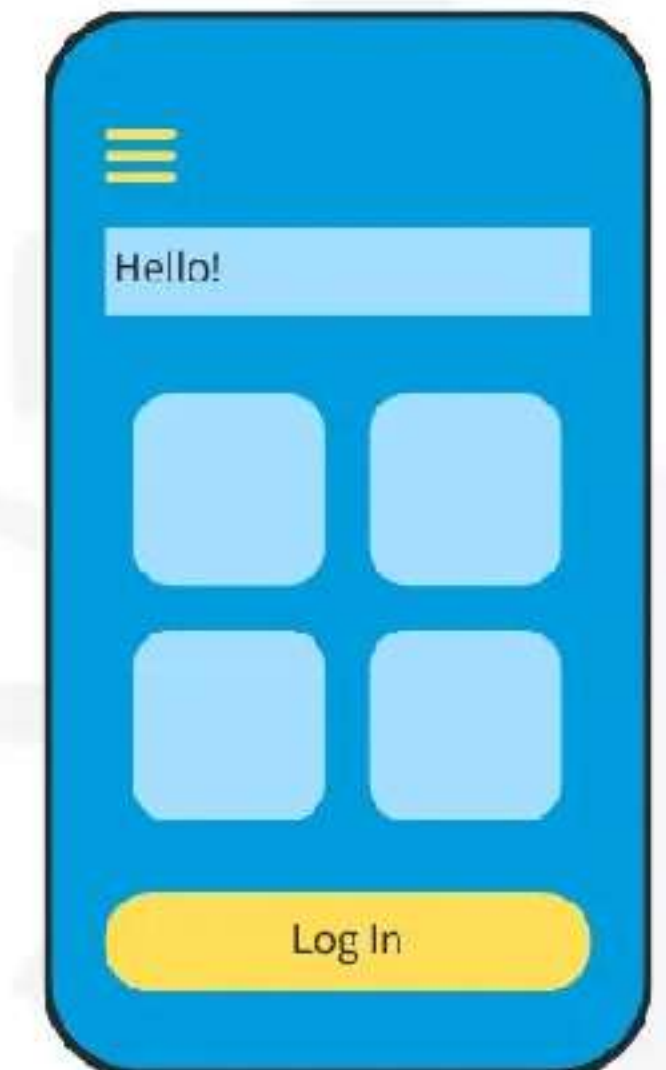
Primary



Secondary



Accent



# Iconography

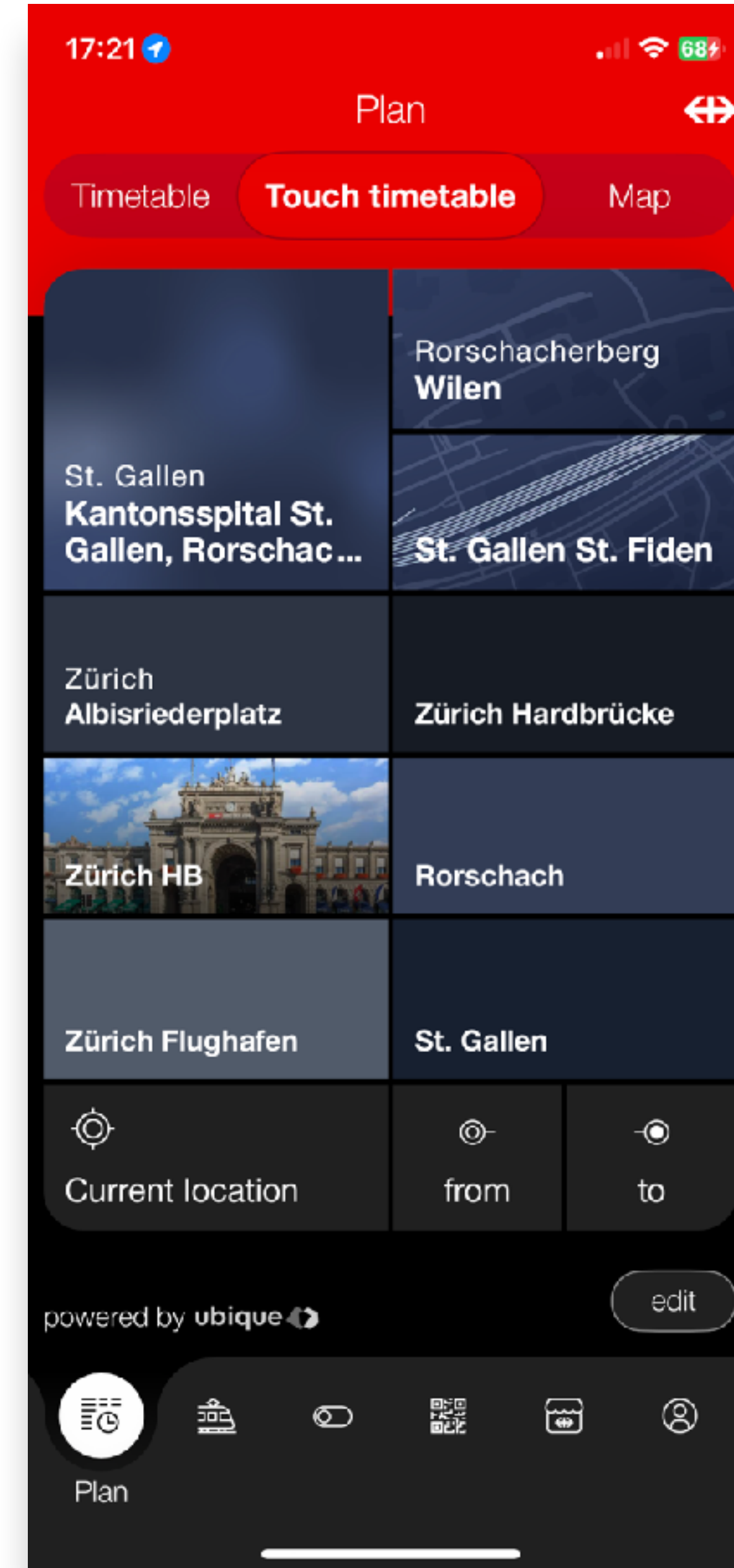


**Use familiar icons**



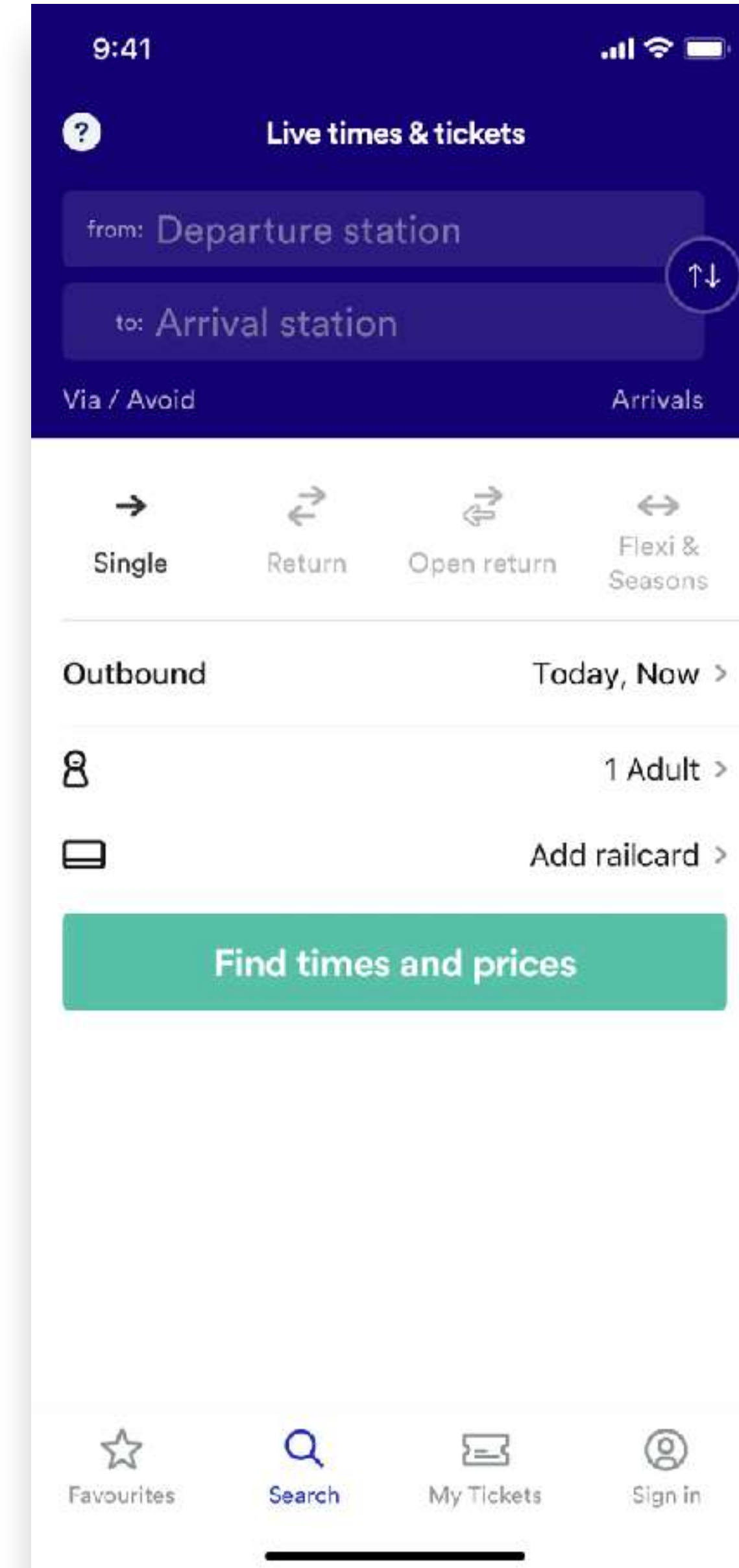
Use labels if possible  
(what do these custom  
icons mean?)

SBB App



Use labels if possible  
(no questions asked about  
the meaning of the labeled  
icons)

Trainline



Use enough spacing for click or tap (tap targets):

Google: 48x48

Apple: 44x44

Google Material / Apple



Know  
the rules to  
break them.



Wrap Up

Recap

# Notion knowledge base



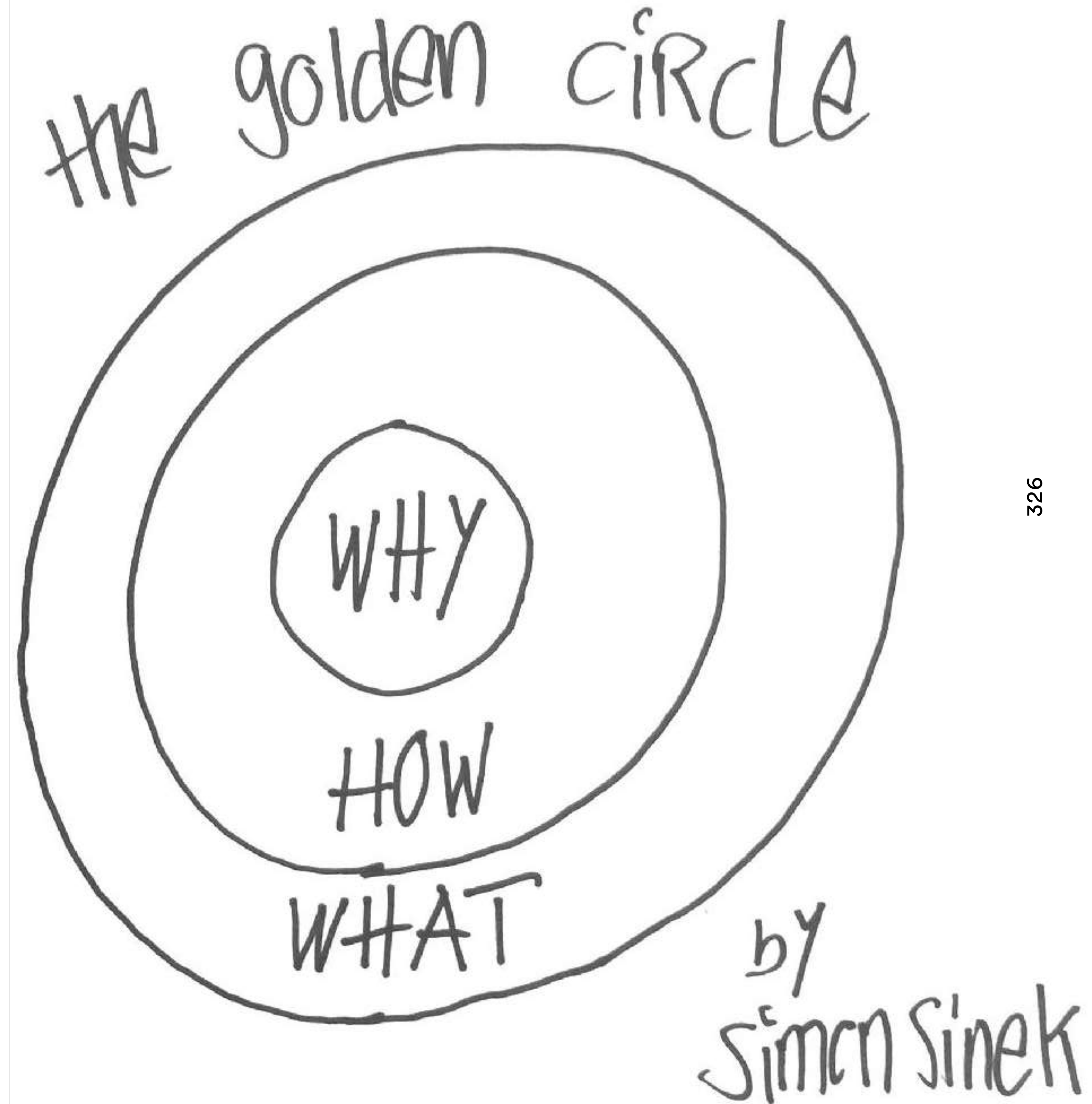
1.

Have **a new perspective on UX**  
and how to apply it in your work.



**Designing an experience  
is like telling a story.**

START WITH WHY



# 2.

Understand why and how  
story principles boost UX.

**«The basic elements  
of a story are always  
the same.»**



Petra Sammer

Experience Design  
UX & Story Principles  
Elements of a good story & UX



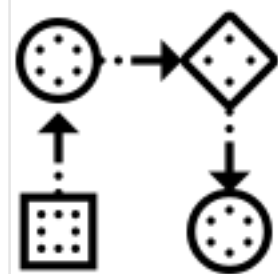
Reason  
why



Main  
character



Start with  
a conflict



Structure



Creation of  
awareness

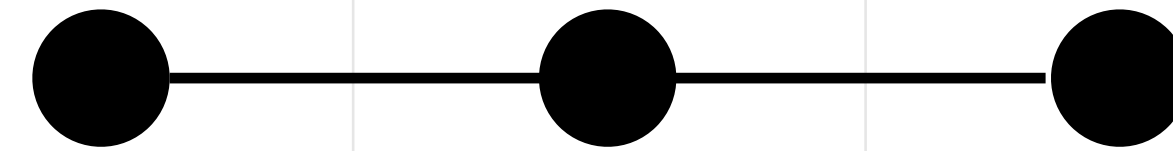
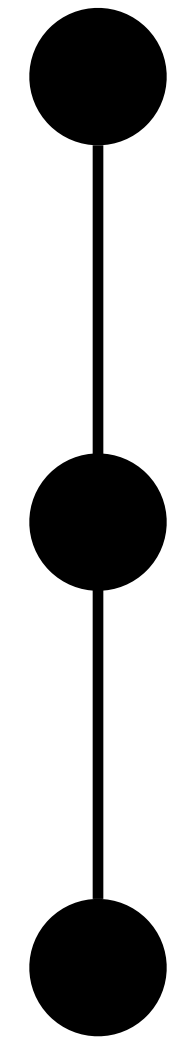


Virality

# 3.

Know how to map your product/brand experience and **improve your entire user journey.**

Stories & Experiences  
Analogy



It is about connecting the dots  
in a meaningful way to create value and joy.

# Experience Mapping

Making sense of a cross-channel experience by Adaptive Path



## UNCOVER THE TRUTH

Study customer behavior and interactions across channels and touchpoints



## CHART THE COURSE

Collaboratively synthesize key insights into a journey model



## TELL THE STORY

Visualize a compelling story that creates empathy and understanding



## USE YOUR MAP

Follow the map to new ideas and better customer experiences



Activity – Process



Artifact / Experience Map – Result



**Last but not least...**

Attention and  to details:  
Visual, functional and content.

Wrap Up

Final Q&A & Feedback

Thank you  
& say hello



dan nessler  
bienenstrasse 7  
8004 zürich  
switzerland  
+41 78 667 16 16

dannessler.com  
linkedin.com/in/dannessler  
twitter.com/nessie420  
medium.com/@dan.nessler  
dan.nessler@gmail.com

zürich, 2024