



MCR 2017

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Managing the design process – how to deliver measurable value to your clients through design

[UK.MAGETITANS.COM](http://UK.MAGETITANS.COM)


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## How A Web Design *Goes Straight To Hell*

Everything is cool in the beginning.

The client communicates their needs. You set expectations.

Enthusiasm and excitement all 'round.



The new site will be  
**GREAT!**



The Client

Great?  
It'll be **INCREDIBLE!**  
It'll soar like an eagle in outer space!



The Designer

Illustration:  
Matthew Inman

# The Task

The client shows you their current website.

You both laugh at how terrible it is.

**Boyd's Toast Store!**

We sell GREAT toast - best on the world wide web!!!

Home Toast About Us Contact

Boyd's has been in business since 2003, selling toast which pretty much kicks your skull in it's so awesome. When you eat our toast, your mouth is taken on an enchanting journey of awe and wonder. If Godzilla shot flaming farts onto your bread - it wouldn't even come close to matching the awesomeness of our toast.

**CALL TODAY!!!!!!!!!!**  
**1-888-TOAST-UR-BUTT**

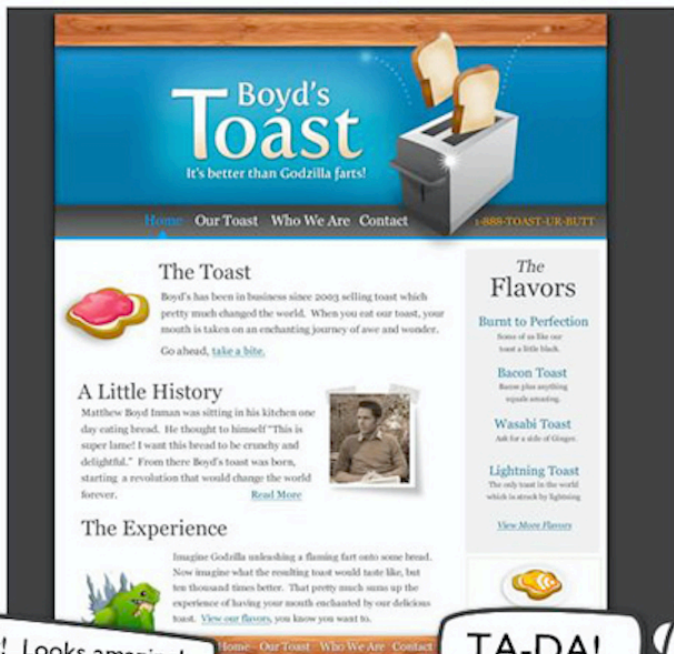
HAHA WHAT A PIECE OF CRAP! OUR LAST DESIGNER WAS AN **IDIOT**

For real! How did this happen?! This site is a crime against humanity

# The Solution

## You re-design the website.

It looks nice and works well. This is the high point of the design.



I love it! Looks amazing!  
I want to make love to it!



But...



TA-DA!



# The Criticism

## The client gets others involved

“Looks great, but I want to get feedback from my friend, co-workers, uncle, pet hamster, etc”



\* Author's note: I actually had a client include their mother in the design process so she could provide feedback and criticism.

# The Relationship

## You are no longer a web designer

You are now a mouse cursor inside a graphics program which the client can control by speaking, emailing, and instant messaging.





Design is a shared experience where all participant perspectives converge

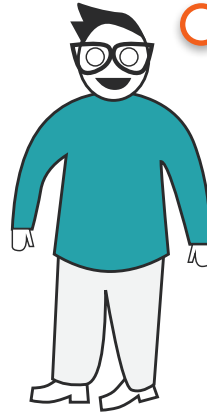


# The Design Process

The design process is the accumulation of factors and stakeholders that affect the end solution of a problem.



# The Design Participants

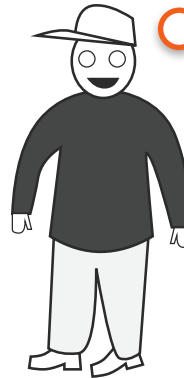
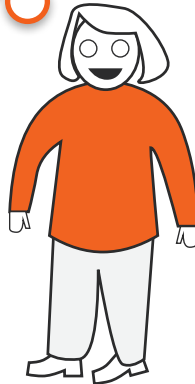


**I want...**  
a successful business.

**Design is...**  
how things will look.

**I want to...**  
write code.

**Design is...**  
not my job.



**I want to...**  
make beautiful  
and cool stuff.

**Design is...**  
pixel perfect.

# The Design Delivery

Expectation



Reality

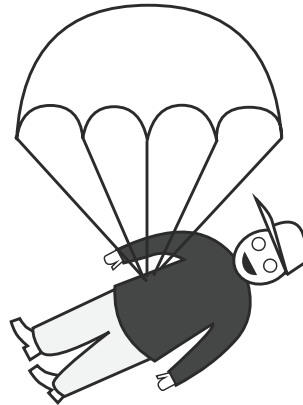


Best Practice



# The way to move towards Best Practice Design is through Open Planning and Strategic Research and Testing

# Don't Get Dropped in the Middle of the Process



Step

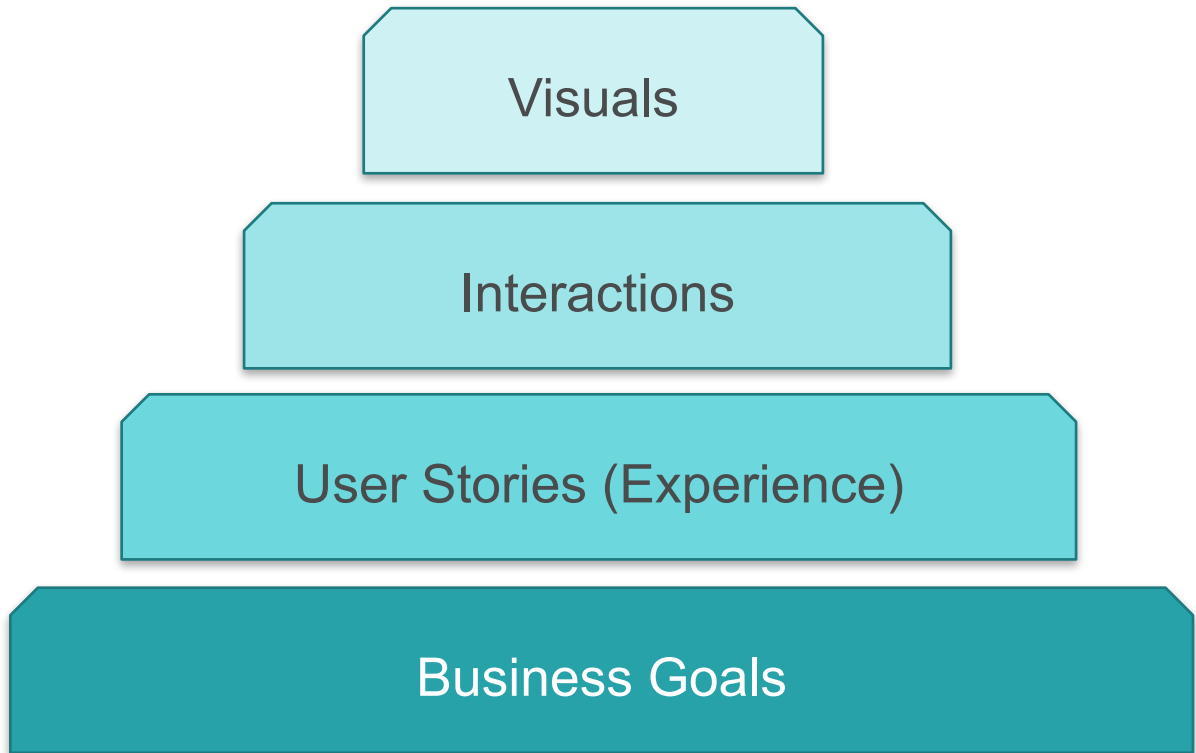
Step

Step

Step

Step

# Design Structure



# Measures

Mixed  
Testing

Visuals

Quantitative  
Usability Testing

Interactions

Qualitative Validation  
(Interviews)

User Stories  
(Experience)

Key Performance  
Indicators (KPI's)

Business Goals

# The Sale - The Start

**How A Web Design**  
**Delivers a Measurable Value**

**Everything is cool in the beginning.**  
The client communicates their needs. You set expectations.  
Enthusiasm and excitement all 'round.

The Client: The new site will be GREAT!

The Designer: Absolutely! What are your goals?



# The Task - The Goal

The client shows you their current website.

You do not laugh at how terrible it is.

We want to increase conversion by making the design better.

Before we jump into an expensive redesign, let's see what will affect conversion.

against normality

# The Solution - The Opportunity

The client: You identify problems (goals) and propose a variety of solutions



# The Criticism The Ideation

Everybody

ment gets others involved

“Looks great, but I want to get feedback from my friend, co-workers, uncle, pet hamster, etc”

I've looped my mother into this conversation. She designed a bake sale flyer back in 1982, so you could say she has an "eye" for design. \*



The design you put together needs some brighter colors, it's too gloomy. Perhaps a little pink? Throw in a kitten, too. EVERYONE LOVES KITTENS!



\* Author's note: I actually had a client include their mother in the design process so she could provide feedback and criticism.

# The Result The Idea

A hypothesis

## Elimination is born

The client has completely forgotten that they hired you, the web designer, to build them a great product.

If you were an engineer designing the turbine of a commercial airplane, would they interfere then, I wonder?



Hello! Welcome to our website! I am miffies!  
I love treats and biscuits! LOL

### The Toast

Boyd's has been in business since 2003 selling toast which pretty much changed the world. When you eat our toast, your mouth is taken on an enlightening journey of awe and wonder. [Click here](#)

### A Little History

Meet these Boyd Doodles as they're in his kitchen one day eating bread. He thought "to toast?" "This is super-lame! I want this [www.boydstoast.com](#)

### Flavors

Burnt to Perfection

Secret Toast

Lightning Toast

More Flavors...

Now there's a design that POPS!

Lets test!

# The Relationship The Process

You are no longer a web designer

You follow an iterative process and a testing methodology.

I am process

hurrrr hurrr i can make webpages too!  
durrrrr hurr derp derp! \*



# The Result The Solution



# Takeaways

- Define goals for each design aspect.
- Invite subjective feedback early in the process.
- Use objective processes like testing to finalize and resolve conflicts.
- Follow up and track success.

# Thank You

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