

How To Boost Innovation Through UX Design

Brought to you by: **Andrei Mihai**



About Andrei Mihai

- 13+ years in building digital experiences
- 5+ years in facilitating workshops and innovation programs
- 350+ students
- Passionate about new ways of working
- Intensive experience in managing cross-disciplinary and creative teams.





About UXProject?

For the last 5 years we've been helping large organizations and startups to **work as designers**, **turn ideas into realities** and **deliver experiences** that customers love.



Agenda

1. Types of Innovation
2. What is UX Design
3. Innovation Setup
4. Tools & Resources to Consider
5. Q&A



What's up with the innovation part?





Product
Process
Business Model | **Innovation**

Cost Structure

Airbnb

A platform that feels like a hotel chain but owns no properties. Act like a middleman, connecting travelers with homeowners.

- Resource light cost structure
- Innovative way to partner with home owners (or empty rooms) & matchmaking
- Travelers associate listed properties as if it was a traditional hotel chain



Freemium

Spotify

In 2006, Spotify launches a free online music service to compete against pirated music. Main revenue comes from users upgrading to a premium subscription.

- Relies heavily on its music algorithms and community
- Legal alternative, that means paying royalties to music labels (10 billion since 2006)
- From music download to streaming - disrupting competition (ex. iTunes)
- First time profit in 2019



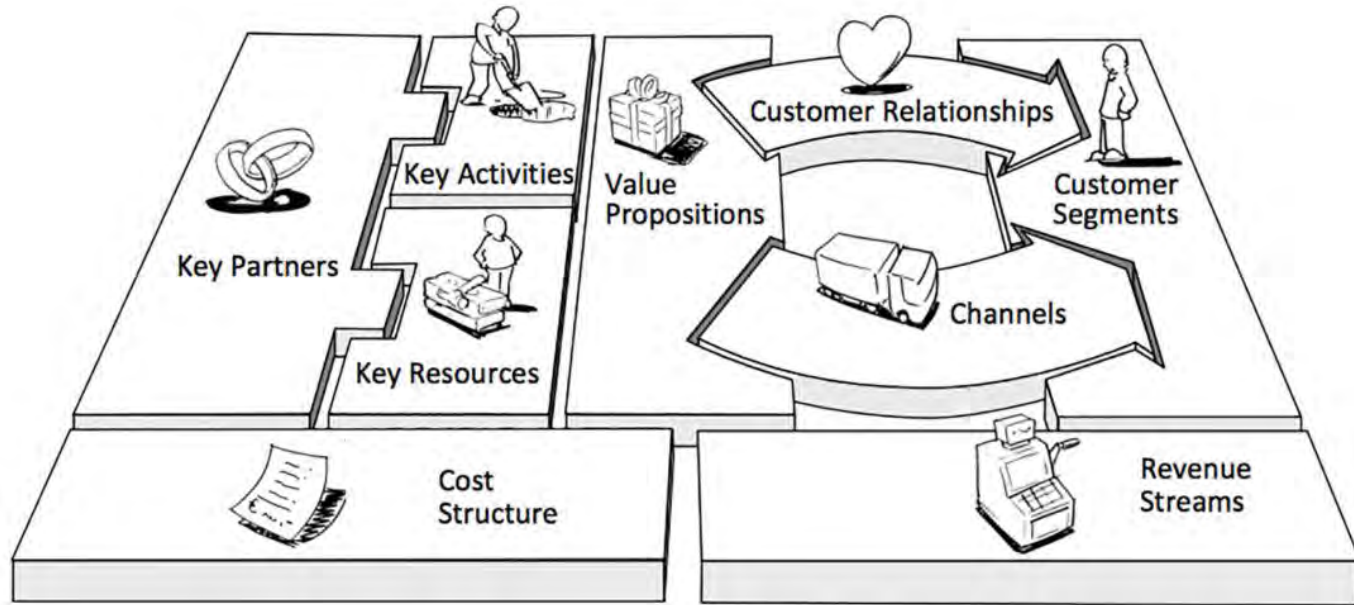
Expand Boundaries

TED

From niche to mass market, TED transformed from a low visibility invite-only event to world phenomenon.

- Commitment to “seek out the most interesting people on Earth and let them communicate their passion”
- 6 videos posted online in 2006 created a viral effect, transforming TED into a great success
- From 800 people per year to millions of people every day.





Disruptive **Incremental** | Innovation






Innovation Myths

- Innovation is tech + R&D.
- Innovation is about finding the perfect idea.
- Innovation is about building products or services customer will love.
- Innovation is just for creative genius.
- Innovation is business as usual.

Innovation Formula

Research & Development + Business Model + Value Proposition + Excellent Execution
(optional)



What is
User Experience?

2.200 Companies

24 Industries

77 Countries

Organizations that embrace and integrate design practices also report more positive business outcomes, including when it comes to product, position, profit, and more.

Level 1
Producers.
41% of companies

Level 2
Connectors.
21% of companies

Level 3
Architects.
21% of companies

Level 4
Scientists.
12% of companies

Level 5
Visionaries.
5% of companies

“Design just makes it look good”

“The workplace becomes a workshop”

“Design is a scalable operation”

“Hypotheses and experimentation power design”

“Design means business”

Wireframes
Design comps
Interactive prototypes

Workshops
Rapid sketching
Stakeholder input
Integrations between designer and developer tools

Daily standups
Planning & prioritization
Design briefs
Written documentation

Concept testing
A/B tests
Analytics

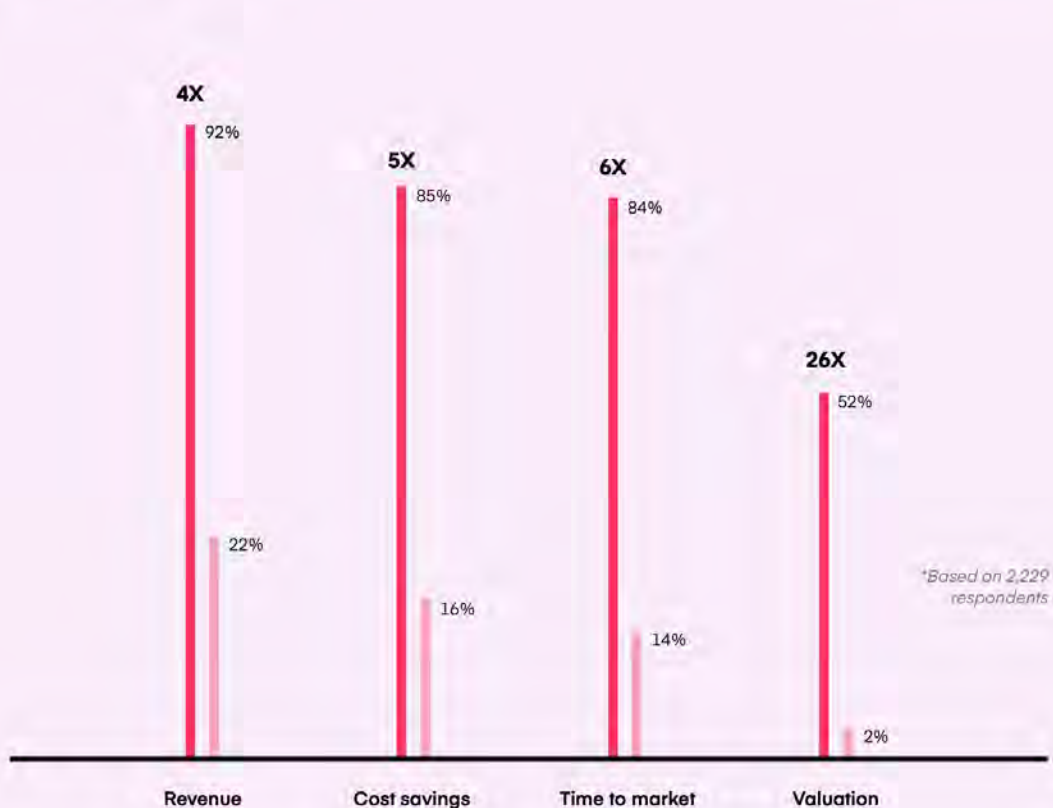
Trendspotting and foresight
Product market fit tests
Vision artifacts
Cross-platform strategies

Source: <https://www.invisionapp.com/design-better/design-maturity-model/>

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**"Our design team has had
proven impact on: "**

- Level 5 companies
- Level 1 companies

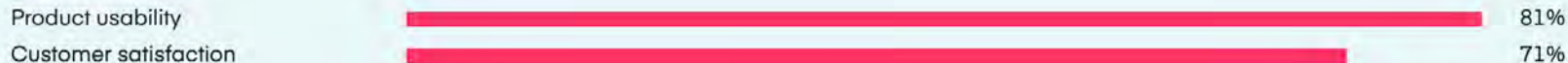


Source:
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"Our design team has had proven impact on: "

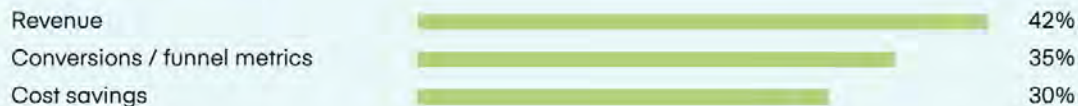
Product quality



Operational efficiency



Business profitability



Market position



Source:

<https://www.invisionapp.com/design-better/design-maturity-model/>

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IBM company statistics

350k+

employees

2k+

trained designers

30

executive design leads

200k

enterprise design thinkers

50+

collaboration spaces

19

participating design teams

EMPATHIZE
↓



↑
DEFINE



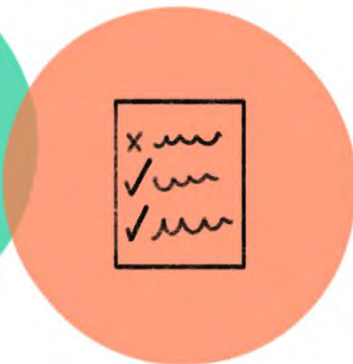
IDEATE
↓



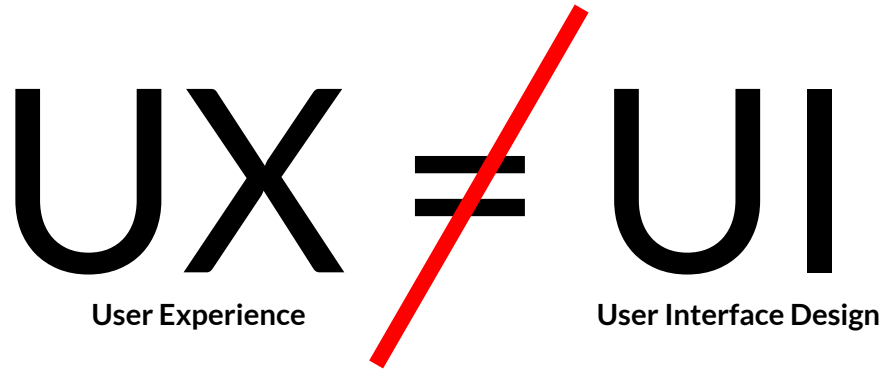
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PROTOTYPE

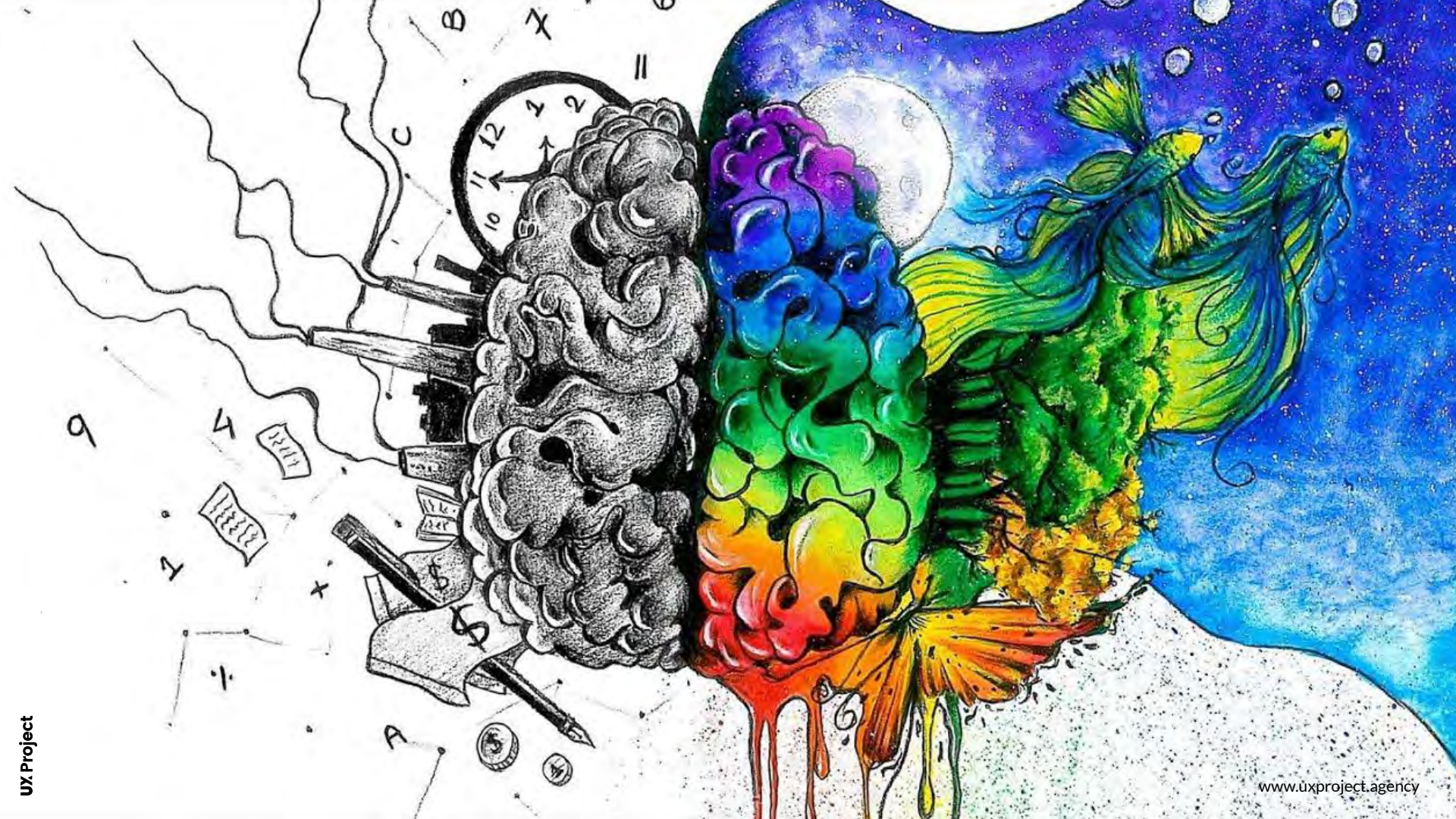


TEST
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UX **≠** **UI**
User Experience User Interface Design





UX Design Means Better Business.

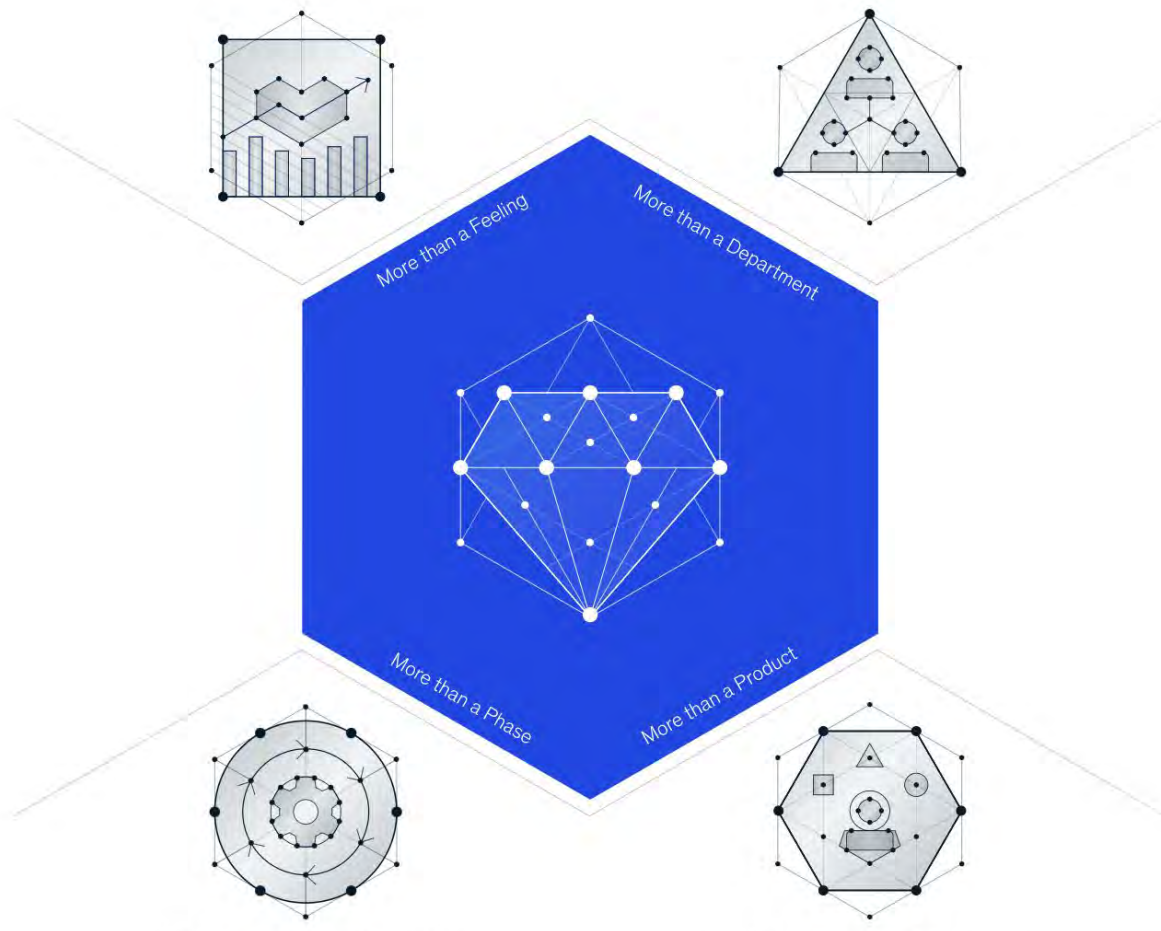


McKinsey

Business Value of Design

Source:

<https://www.mckinsey.com/business-functions/mckinsey-design/our-insights/the-business-value-of-design>



Explore

New Ideas

New Value Propositions

New Business Models

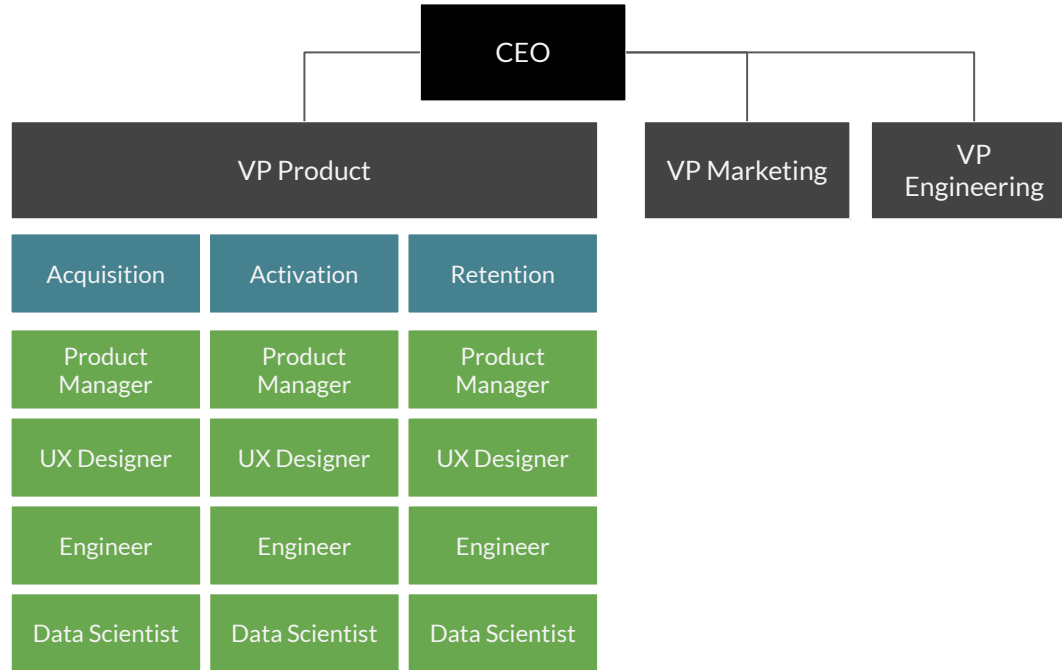


Grow

Update business models

Minimize disruption risk

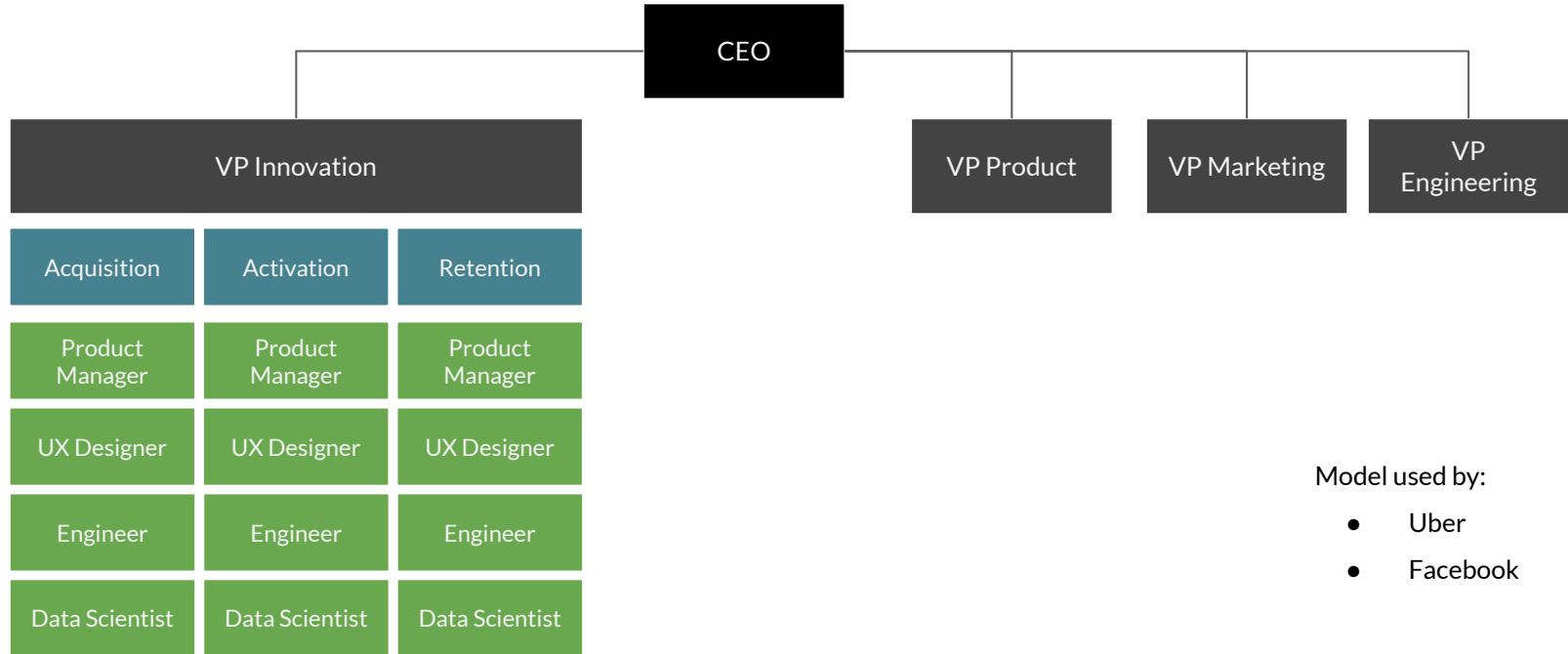
Growth/Product Led Model



Model used by:

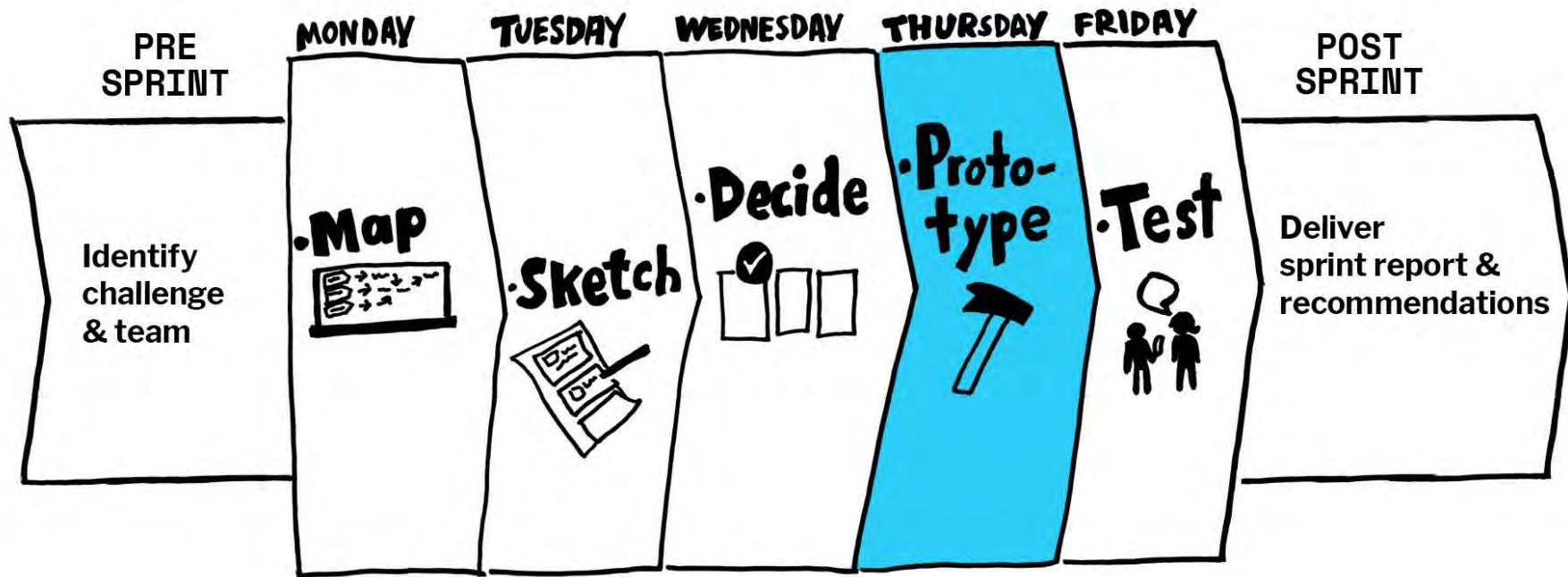
- Twitter
- LinkedIn
- Pinterest
- Dropbox

Exploration Model



Model used by:

- Uber
- Facebook



**Experiment
Experiment
Experiment**

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How to Promote an Innovation Culture?

- Finding allies in our organization.
- Scheduling one-to-one meetings.
- Showing inspiring stories.
- Organizing UX workshops and co-creation dynamics.
- Providing a UX toolkit.
- Displaying visual UX materials.
- Creating an appropriate UX space.

Questions You May Want To Ask?

- Are customer interested in my solution?
- Is it viable in terms of earnings?
- Can we build and deliver?
- Are there any external factors that may affect us?



UX Masterclass.

Starting in June - **Remote**

- Hands on experience
- Made to fit your schedule
- Full UX Toolkit

“Design is everywhere, inevitably everyone is a designer...”

says Tim Brown of IDEO.



**Design is everywhere,
inevitably everyone is a
design participant.**

**You are the expert so you
need to drive the process.**

Thank You.

I'm super friendly, just give me a shout:

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