How Stellar Products
are employing
Design Thinking
for a Killer
User-Experience (UX)?

Every few years, some trailblazing UX designer or an agency develops a new design method. Names are made. Fame is achieved. Books are sold. Lines are drawn.

Other times, deadlines change. Strategies fail. Feedback isn't as expected, and we lose our bearings. But through a logical way to investigate setbacks and test solutions, we can ensure focus no matter what obstacles we face on our path.

A great product can be defined as:

- It gets better at performing the job that it initially promised its users.

- The vision of the business idea aligns with how they intend to do it.

- It offers a competitive value proposition without compromising straightforwardness.

That is the crux of the topic that I intend to elaborate further.

If you're reading this, you're probably procrastinating on developing an ace product that would become the next big hit on Crunchbase. Let's see how far along are you?

From ace tech giants such as Google, Apple, Samsung to an almost failed venture like Airbnb, have made critical use of Design Thinking to induce innovation through technology and design. Their revenue turnover and competitive value proposition have challenged traditional assumptions to redefine business strategies across the globe.
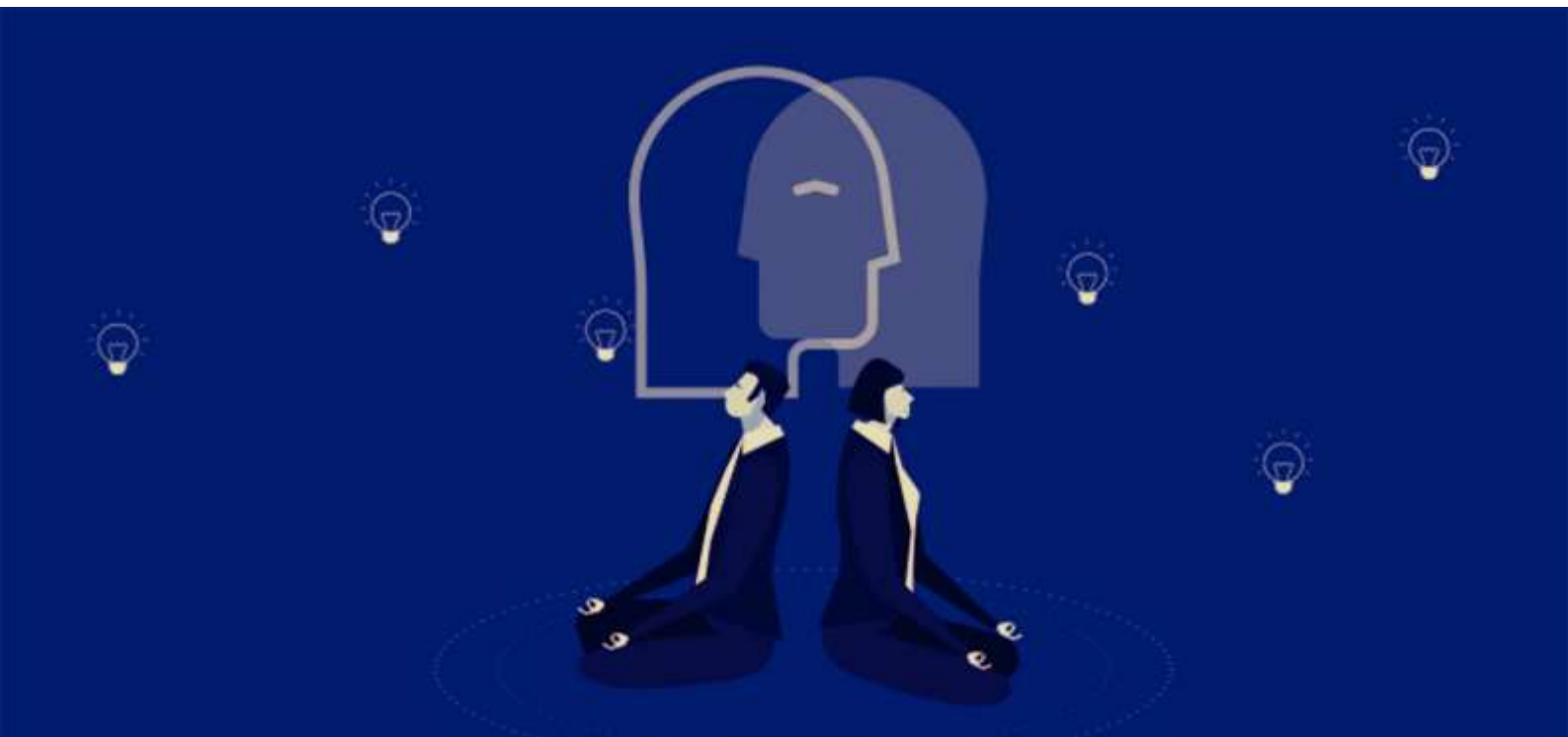
But first, here's an interesting fact!

Did you know Airbnb almost sank into deep waters before it hit billion dollars?!!

In 2009, a year after its launch in 2008, Airbnb's revenue flatlined at $200 per week without its presence being noticed by the people. After spending time on the product, Jeo Gebbia, one of the co-founders, realized that the photos in listed properties sucked. They speculated that the people were not booking because they couldn't see what they were paying for.

The next thing that the three co-founders did was to update the amateur customer photography with beautiful high resolution pictures. By improving one non-scalable solution, they almost doubled their revenue within a week.

Airbnb's agile culture of constant experimentation is what we call the Design Thinking process, and it is precisely this problem solving approach that helped them climb out of the 'trough of sorrow.

What exactly is this magic wand of Design Thinking? And how is it helping organizations big or small across product verticals?

Design Thinking is a creative, iterative process that challenges assumptions to understand the user for redefining problems and ideate strategies that might not be apparent at the first look.

It is a user-centric problem-solving approach as it seeks to empathize with user's needs to come up with effective solutions.

Why nothing else matters except a Killer User-Experience?

A great user experience can leave an everlasting effect on a new user; the first interaction decides whether they'll reach out to become a lead or pull back. Thus, a great user experience is the backbone of any popular product.

Companies across product verticals are spending more time and money learning expressive ways the user interacts with their product and its features. Amidst innovation in technology and the competition to hold user's attention, understanding user psych and upgrading the product with an efficient user experience is the need of the hour for companies to stay relevant and competitive against rivals.

"Any product that needs a manual to work is broken."
– Elon Musk

User-Experience: In, Out & Beyond

Interaction Design Foundations defines user experience (UX) design as the process that the designers use to create products that provide meaningful and relevant experiences to users.

For instance, a great product such as the iPhone is more than just a consumption good. It is a lifestyle statement for many. Apart from providing a great user experience by bringing together ace technology and design innovation, it has a well-curated process of acquiring, owning, and facilitating compact customer service under single brand name.

User experience goes beyond creating a product to ensuring that the user is efficiently enjoying it too. By improving the user experience, you create a desirable place for customers to interact with your brand, which further reduces friction between the product and your target audience.
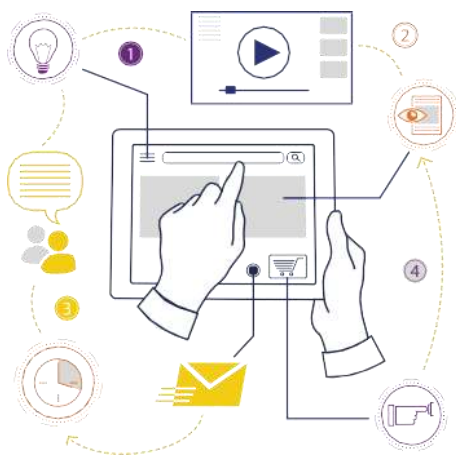
UI and UX, related and yet not so much!

UX and UI are related design disciplines but stand distinguished in nature. Wherein UX conveys the overall feel, UI is concerned with the visual properties. Both are interdependent, yet to ensure a good user experience, a great UX is indispensable with or without the most beautifully designed UI.

Let's understand UX in detail, the concept of User Experience applies to anything that can be experienced—be it a digital product or a physical one. UX is predominantly the interaction between the user and a product they're using. It focuses on different parameters that shape this experience while user enjoys the journey of reaching a desired goal throughout the task. It could be as simple as a task of browsing the product catalog and adding products to the cart before making a purchase.

The purpose of UX design is to ensure easy, efficient, relevant, and all-around pleasant experiences for the user.

Here's another interesting fact!

You know, why did Google become this successful?

The answer is probably their success with the simple yet great UX of the Search Engine offer. It is simple yet user-friendly as it doesn't require the user to refer to a manual to use it. Over the last 20 years, the brevity of the UX has never been compromised. In fact, it has gotten simpler and easy to use with the latest versions.

Here's a glimpse of an early version.

And the latest version of the search engine.

Recipe of a killer UX strategy & framework

UX strategy is a product of design thinking, wherein research is conducted to understand the user while empathizing with their needs, followed by challenging assumptions, ideating the alternatives, devising a prototype, and then testing. At the same time, the process is not sequential as it does not follow any specific order and often occurs parallelly.

Jaime Levy, an interface designer and user experience strategist, shares her stellar UX Strategy:

UX Strategy = Business Strategy + Value Innovation + Validated User Research + Killer UX Design.

While validating her strategy, she refers to Michael E. Porter's concept of achieving competitive advantage through cost leadership and differentiation, wherein cost leadership instigates to sell the product at the lowest price to drive out the competition, differentiation aims at hitting a disruptive innovation.

Disruptive innovation can be achieved through either a great user experience or an undeniable value proposition and, in best scenarios, both.

Let's understand disruptive innovation through an example of a stellar UX strategy; Airbnb applied that made it an ace virtual product.

Airbnb was successful in transfusing trust and high quality in their UX. As it caters two-sided market and ensures that both the parties, i.e., the guest and the host are reliable and good customers, Airbnb induced social etiquette to their UX strategy to make the users feel good about the other party. To achieve this, they offered calendar booking, map integration, and a seamless transaction system as a value proposition at fair pricing, the conglomerate of such features minimized the risk of encountering fraudsters and scary situations while vacationing. Being the early birds to go beyond the box to fetch innovation made them victorious among plausible competitors. And are still winning!
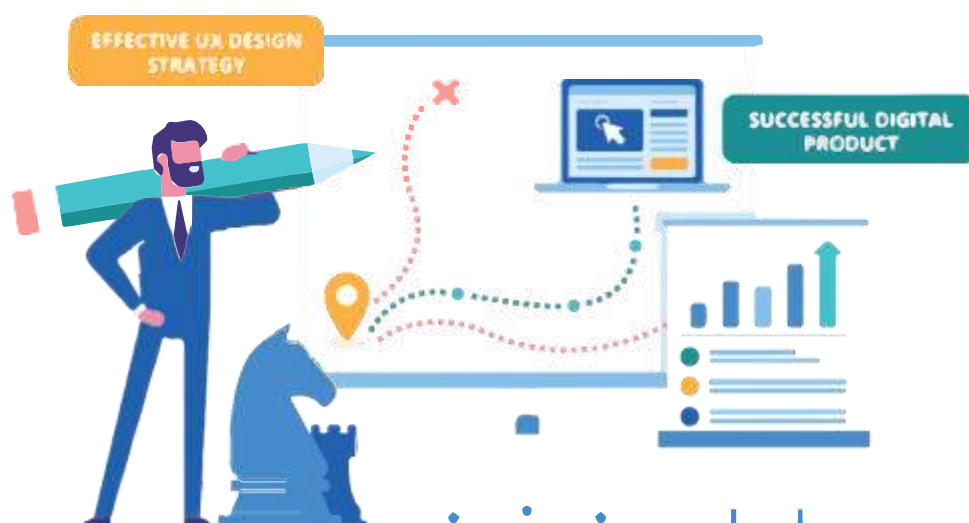
How **BidsandBeyond** is helping create a compelling **user experience** for its clients?

At BidsandBeyond, we're experts at Design Thinking. We have been helping small and big companies alike in ideating, conceptualizing, and designing the user journey for their digital products. We do it by segregating users according to their goals, followed by laying down a strategy for improving user experience, adaptability, usability, and hence growing the overall market share of the product.

Killer UX Framework we follow:

- o We first research and co-ideate the product market
- o Create various user personas
- o Conceptualize feature list and information architecture
- o Design user interface (UI) across the user journey
- o Perform UX Audit to test usability and improve user experience
- o Help in GTM content and collaterals of the product to develop a value proposition

How BidsandBeyond can help you?

Our UI/UX certified experts practice Design Thinking Agile approach with the right mix of content, creativity and user experiences.

BidsandBeyond will handhold you from ideation to design to market; including business and technical brainstorming.

We have a dedicated team of digital innovators, growth consultants and UI UX designers to help you build long-term relationships beyond revenues with your clientele.

Book your Free Consultation with our experts Right Now.

Connect with us |