

< Hello, WUD! >



Dominik Oslizlo





 netguru





ONLINE EBOOK

Best design practices in one book

A free resource that will help you understand the design process and improve the quality of your work.

01 Project introduction & setup

02 Ideation and Concept

03 Wireframing

04 Testing



05 Design

06 Implementation recommendations

07 Project termination

Version 1.0

Learn new things about your design process. Completely free, for your personal usage.



FINANCIAL
TIMES

statista 

1000

**Europe's Fastest
Growing Companies**

2018

We are Product-oriented.

But what **exactly** does it mean?

“Product Design” is pars pro toto

BV = (Design + Development) * Strategy

“Product Design” as pars pro toto



Dominik Oslizlo
Senior UX Designer





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```
[~]$ whoami_
```

Mission Statement:



I work closely with our **Clients**
on **Digital Product Ideas**
to build up the **Business Value** of these
by making them **empowering for Users.**

Value

is the final answer

Think in **Absolutes.**

Knowledge

Technology

Client

Design

Users

Product

Business

Team

Ideas

People





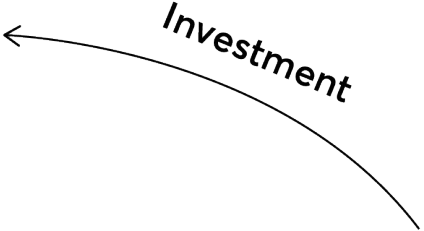
The **Product** is not the goal
– it is but a **tool in the hands of a Business.**

Designing a **Product**
is building the **Value Flow** behind it.





Product



Business





User



Product



Business

**Perceptual
Value**



**Utilitarian
Value**

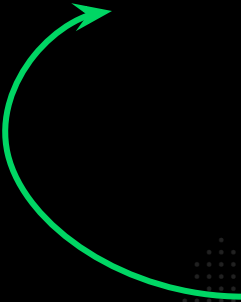


**Perceptual
Value**



**Utilitarian
Value**

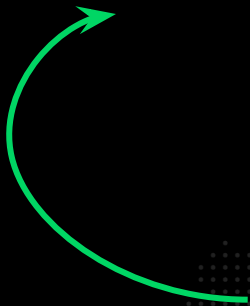
*Considers
biases*

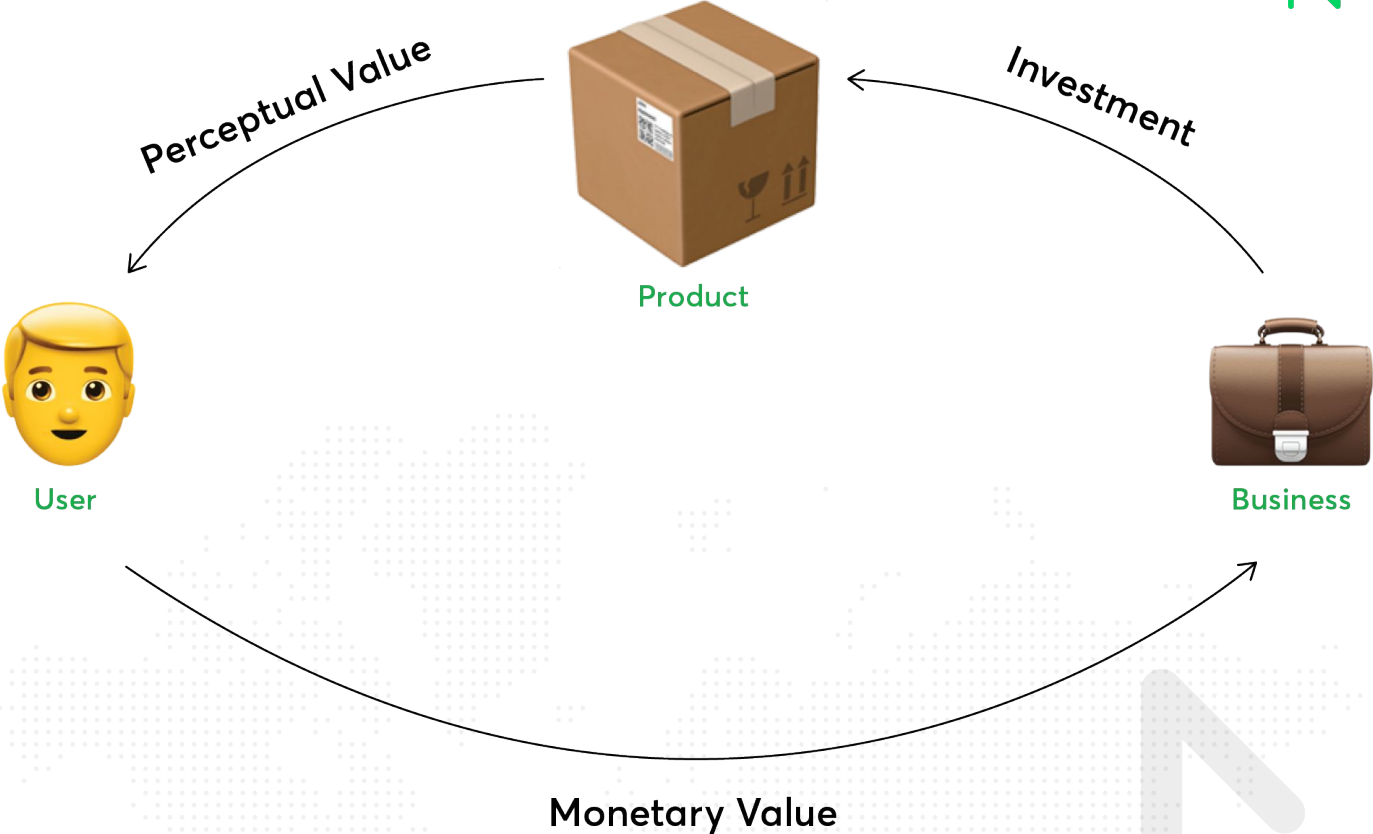


**Perceptual
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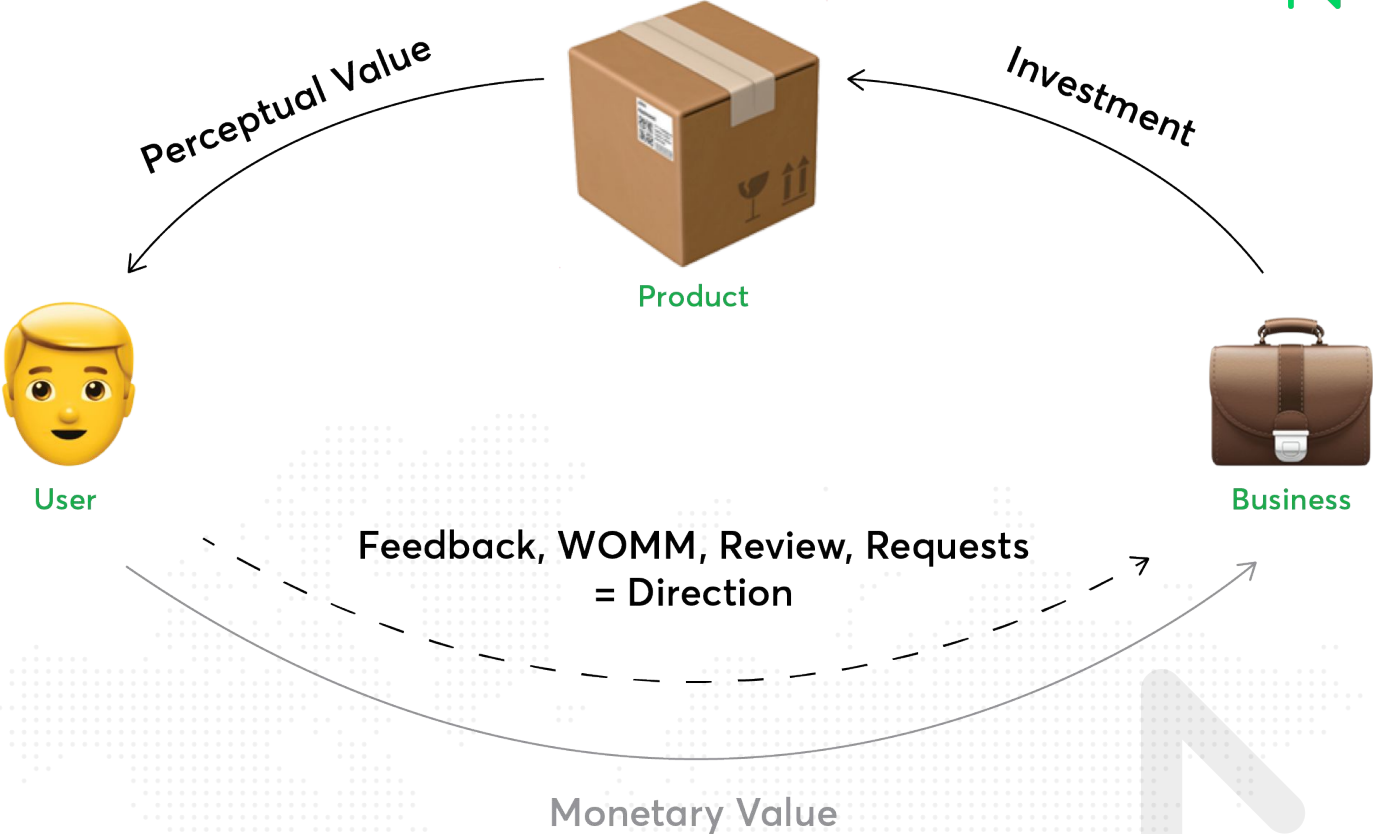


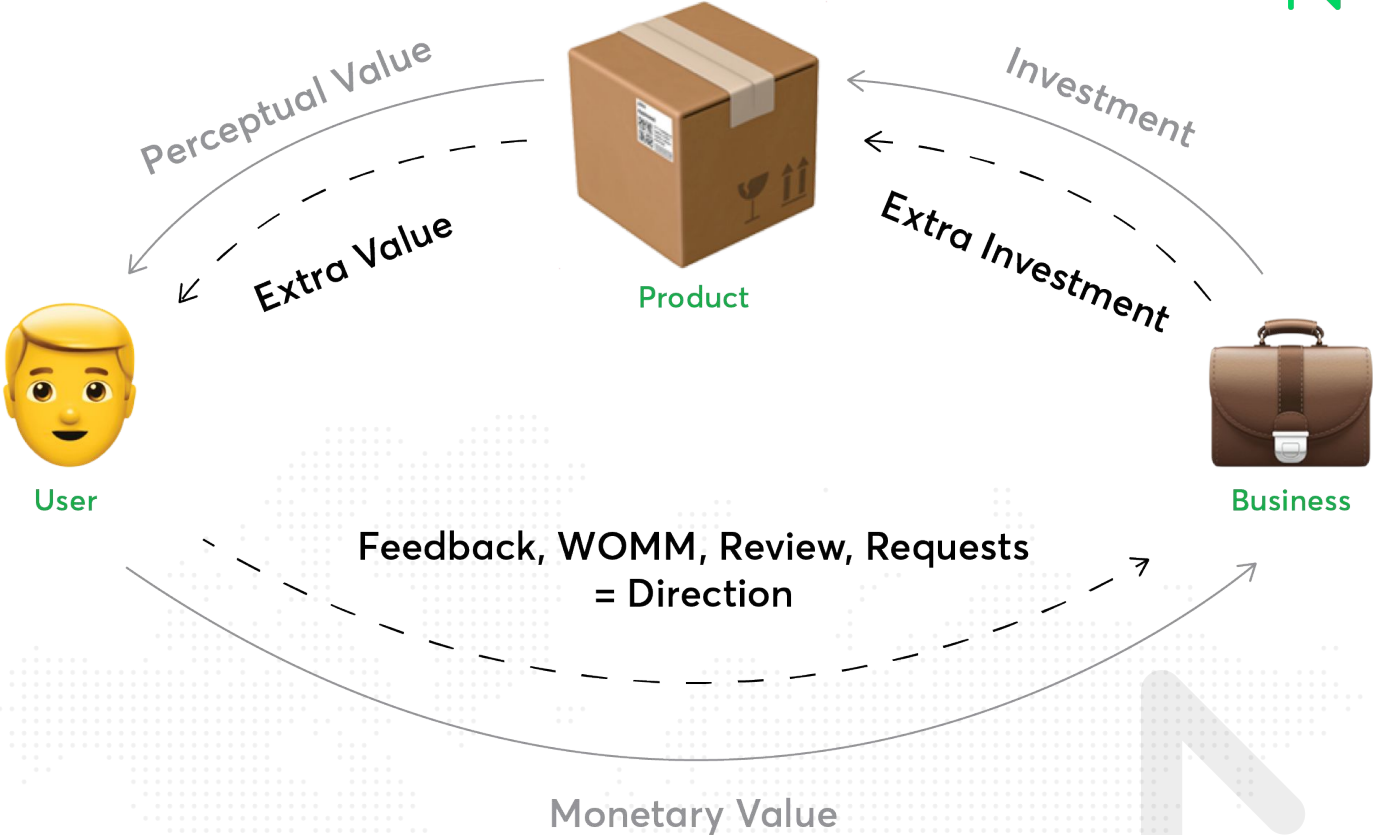
**Business
Value**



**Monetary
Value**







Technologically
Feasible

Satisfies
Users' needs

Effort



**Business
Effective
Product**



Value

Cost-effective

Drives
Business Value





People

People are of **paramount importance.**



Respect People.
Value their experience.
Understand their errors.

The four principles of Consultancy:

- **Openness & Cooperation** (working as one Team),
- **Willingness** to build a successful solution,
- **Ability to mix** diversified experience,
- **Valuing mistakes** – they are the best lessons ever learned.

Everyone you need are **KIDS** – or experts in
Knowledge, Ideation, Decisions & Skills.

K

Knowledge

I

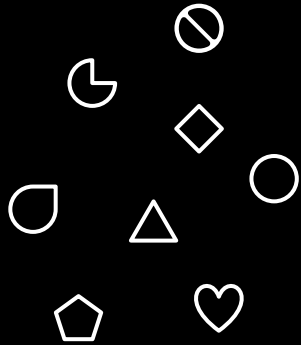
Ideation

D

Decisions

S

Skills



K

Knowledge

Domain specific
Market potential
Competitors
Legal topics
and more...

I

Ideation

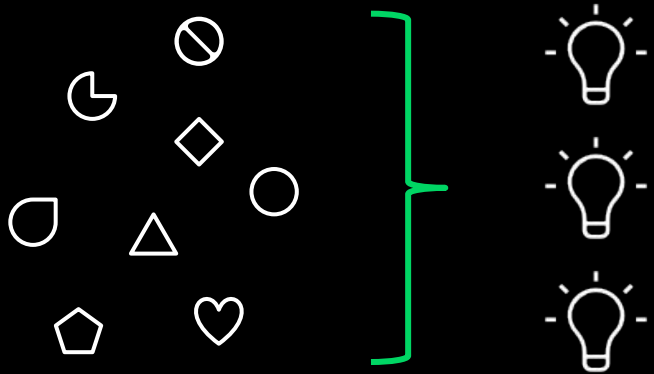
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Ideation

Mission & Vision
Ambitions
Feature ideas
Addressing knowledge
and more...

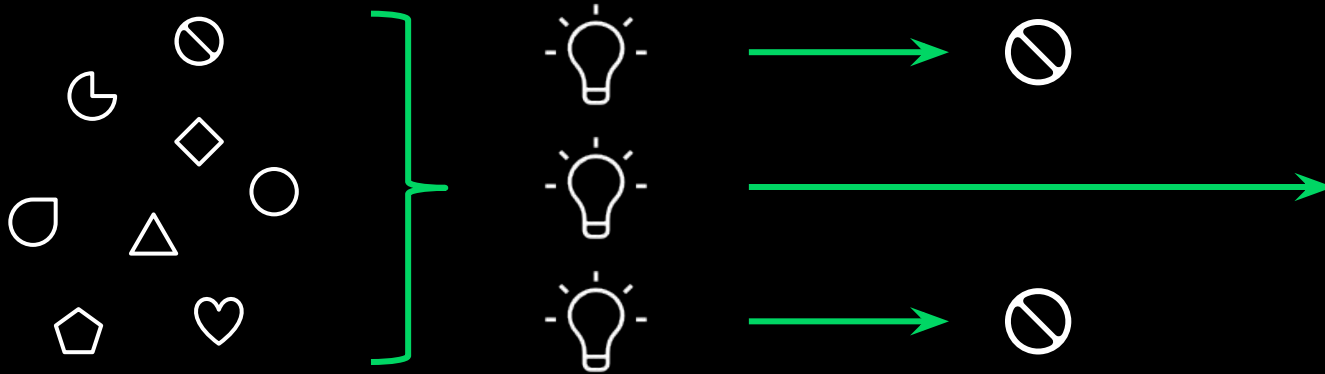
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Decisions

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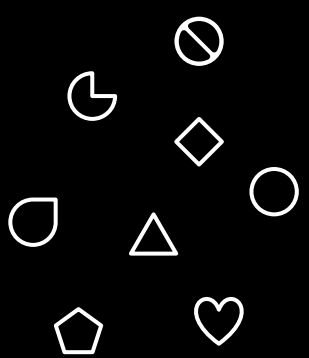
Decisions

Rational decisions
Setting the direction
Pivoting
Strategy & tactics
and more...

S

Skills





K

Knowledge

- Domain specific
- Market potential
- Competitors
- Legal topics
- and more...

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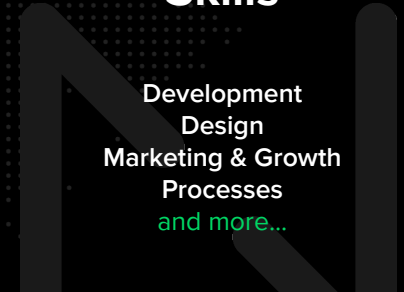
Decisions

- Rational decisions
- Setting the direction
- Pivoting
- Strategy & tactics
- and more...

S

Skills

- Development
- Design
- Marketing & Growth
- Processes
- and more...

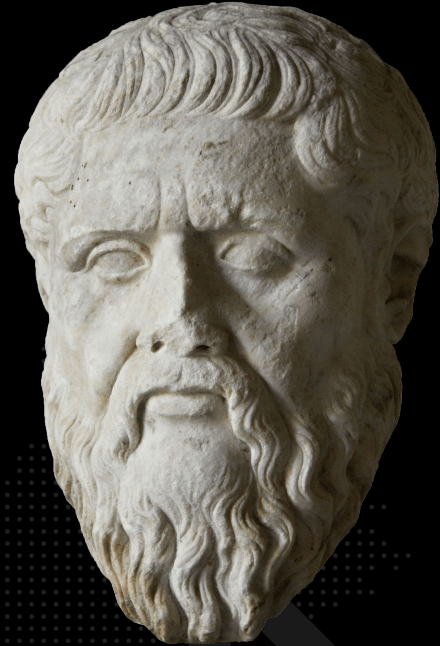


Working with Ideas



Theory of Ideas / Forms

(quite abstract yet extremely practical)



Form

Concept

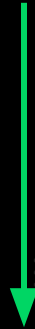
Imitation



Form

**Abstract
& pure**

Concept



Imitation

**Tangible
yet imperfect**

Form

**Abstract
& pure**

**Smartness
of technology**

Concept



Imitation

**Tangible
yet imperfect**



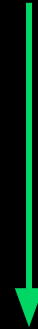
Form

**Abstract
& pure**

**Smartness
of technology**

Concept

“Smartphone”



Imitation

**Tangible
yet imperfect**



Form

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**Smartness
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Concept

“Smartphone”

Imitation

**Tangible
yet imperfect**



There is always room for
innovation and **disruption**.

Ideas are like fish.

***If you want to catch little fish,
you can stay in the shallow water.***

***But if you want to catch the big fish,
you've got to go deeper.***

– David Lynch



***Down deep, the fish are
more powerful and more pure.***

They're huge and abstract.

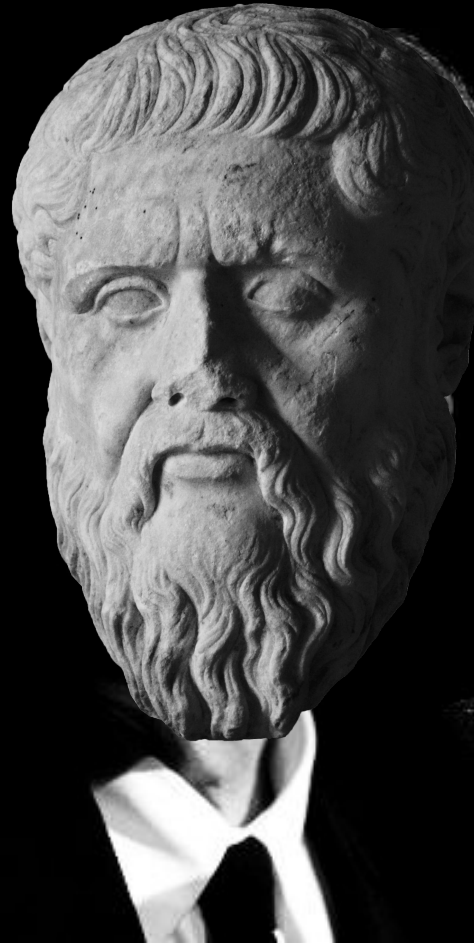
– David Lynch



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– David Lynch



Think Future



Think **viably close** Future



Harness **Ideas** with **Strategy**.



Layered Mindset





Tools

What tools you use to build Value?

Axure, Sketch, Tobii, canvases,
whiteboard, post-its...



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Methods

What practices you use when building Value?

Business Model Canvas, personas, wireframing...



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What practices you use when building Value?

Business Model Canvas, personas, wireframing...

Approaches

What frameworks you build Value with?

Consultancy, Design Sprints, SCRUM...

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Principles

What mindset you build Value with?

User-centrism, conversion-centrism,
openness, partnership, curiosity, focus,
proactivity, adaptation, creativity...

Tools

What tools you use to build Value?

Axure, Sketch, Tobii, canvases,
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Methods

What practices you use when building Value?

Business Model Canvas, personas, wireframing...

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Principles

What mindset you build Value with?

User- and conversion-centrism, agility,
openness, partnership, curiosity, focus,
proactivity, adaptation, creativity...

Absolutes

What you value?

Business, Users, People, Product,
Technology...

Value

is the final answer

If you find that what you do
does not bring **Value**,
question, rethink, and ultimately
improve your method.

It is quite easy to be an **idealist**
and still be **pragmatically effective**.

**Just keep looking up at the stars
with both feet on the ground.**

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with both feet on the ground.**

Thank you!