

# FAKE IT BEFORE YOU MAKE IT



Sergei Golubev  
*@sgolubev*



**I'VE BEEN**

**THE HEAD OF IT**



# MY COLLEAGUES CALL ME “DEVIGNER”



I'M RUNNING

School of  
**UX DESIGN**

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



# ...AND MY OWN BOOTSTRAPPED PROJECTS

The screenshot shows a web browser displaying the 'Let's Try Sports' website. The URL is [aperfectpixel.co.uk/projects/letstrysports/](http://aperfectpixel.co.uk/projects/letstrysports/). The page features a dark sidebar on the left with the following content:

- LET'S TRY SPORTS!  
SPORTS ACTIVITIES FOR EVERYONE
- ALL ACTIVITIES
- TENNIS
- BADMINTON
- TABLE TENNIS
- FOOTBALL
- GOLF
- FITNESS
- © Pixel Takeaway Limited (Company No. 08 705 786)
- VISA, Mastercard, American Express logos

The main content area displays a grid of activity cards:

- Private fitness trainer**: 14/08/2016 + other dates, London NW1, BOOK FOR £25
- One-to-one tennis lesson**: 14/08/2016 + other dates, London SE1, BOOK FOR £37
- Beginner's tennis tuition**: 04/08/2016 + other dates, London NW1, BOOK FOR £39 (FIRST SESSION FREE)
- Learn to play badminton**: 10/08/2016 + other dates, London E1, BOOK FOR £40
- Badminton coaching**: 15/08/2016 + other dates, London E2, BOOK FOR £21
- Table tennis step-by-step**: 17/08/2016 + other dates, London W2, BOOK FOR £35

At the bottom of the page, there is a '15% OFF DISCOUNT' badge and a question mark icon.



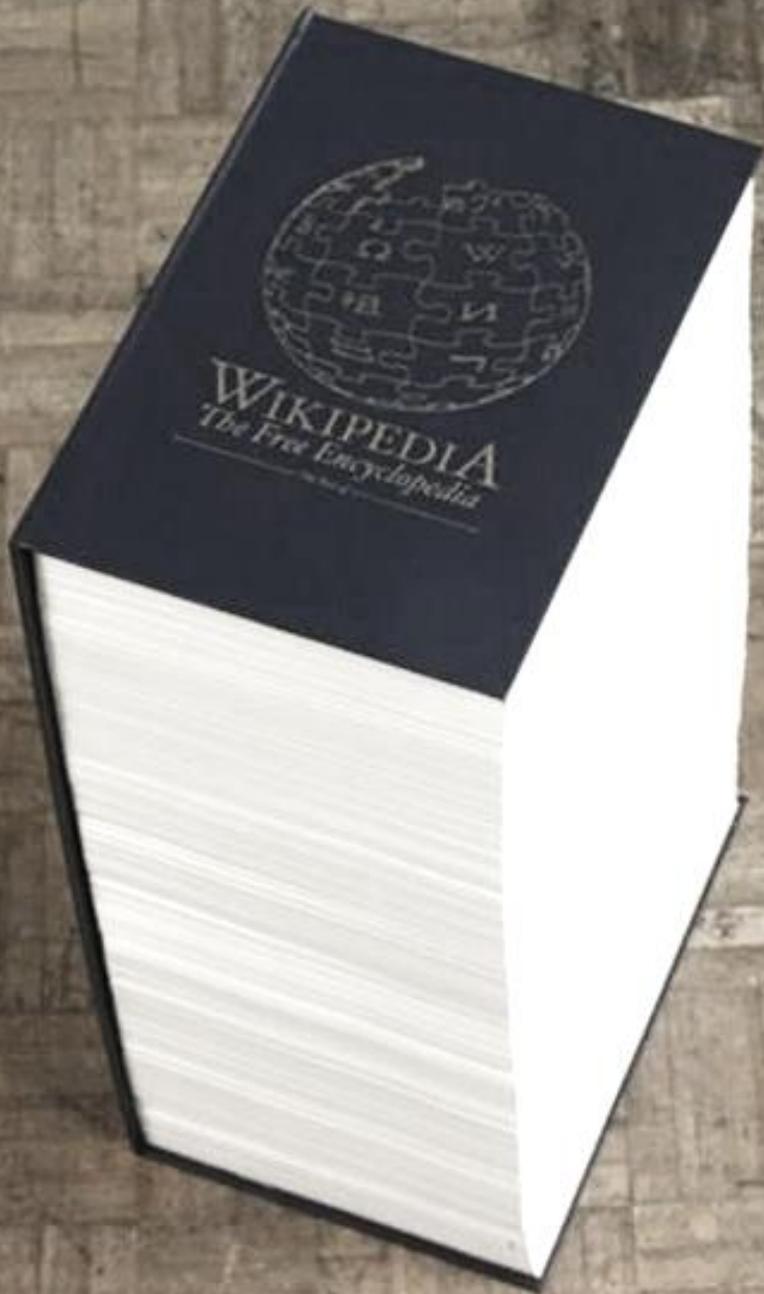
# IN THE NEXT 40 MINS:

- **RUN LEAN**
- **PROTOTYPE IT**
- **TEST IT**
- **MIND THE ~~GAP~~ CODE**



**FAKE IT BEFORE YOU MAKE IT**

**RUN LEAN**



## UX DESIGN vs. TL;DR

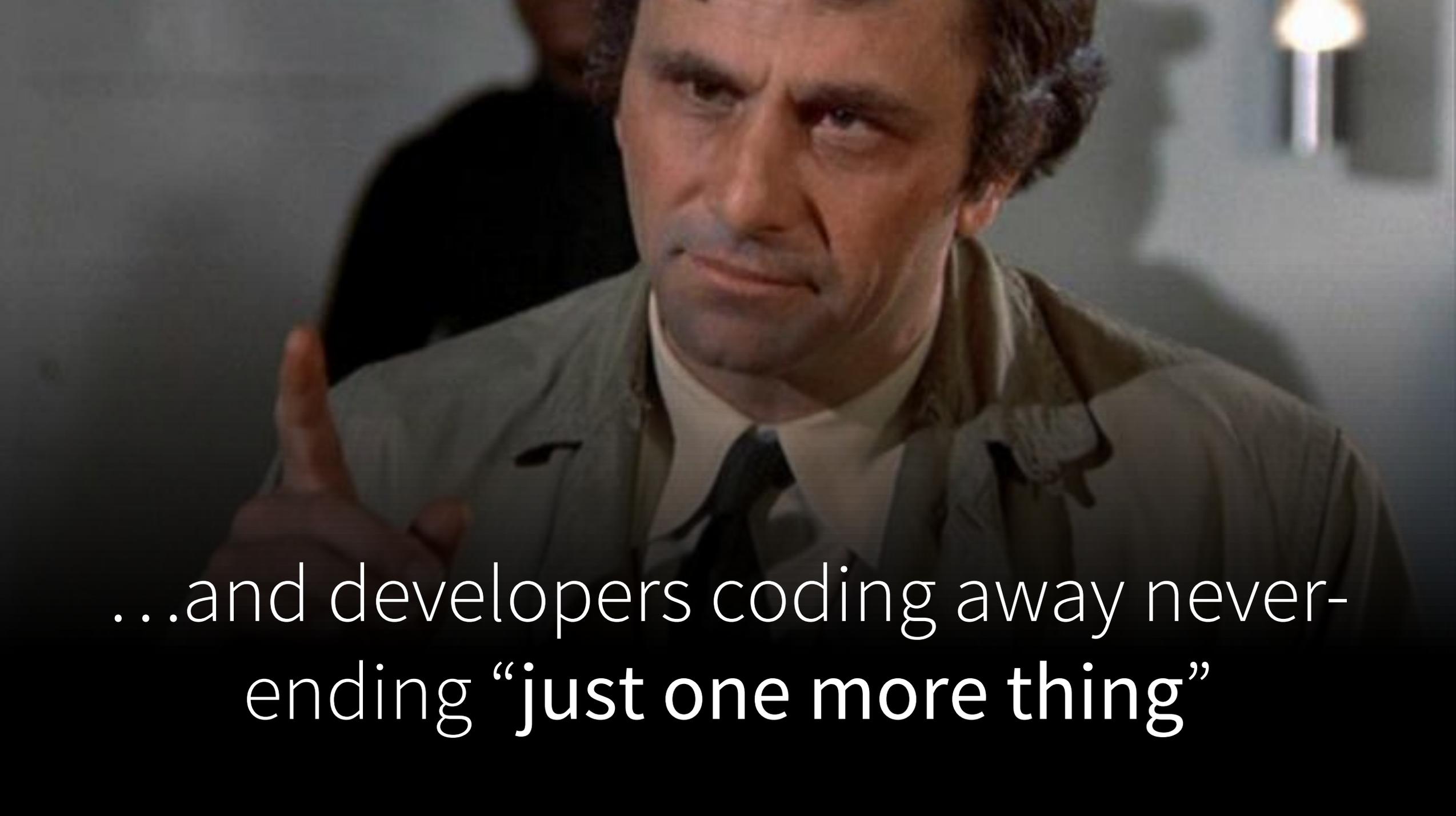
Instead of focusing on designing the actual UX, a **ton of documentation** is produced...

"I'm back in high school and the girl of my dreams, Kate, this knockout theater chick who always wore braids on Wednesdays, randomly shows up at my house one summer night around 10pm. She's clearly bored and has nothing better to do but I don't care. She drives me to the town pool and tells me to break in so we can skinny dip. Then she makes me strip, and before undressing herself, she promises me a blowjob if I can prove how flexible I am by doing a backbend. I figure it's worth a shot, but I end up with my head literally stuck inside my ass and she just leans over and smirks as if she's exactly what would happen and then she goes the hell away, laughing her ass off."

— Bennett, 29



...designers are just illustrating it...



...and developers coding away never-ending **“just one more thing”**

*“If you think good design is expensive, you should look at **the cost of bad design.**”*

Ralf Steph, CEO of Jaguar



# You sure everyone knows the problem they're solving? Try **Lean Canvas**.

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENT
<p><small>List your top 3 problems</small></p> <ul style="list-style-type: none"> <li>- Lack of quality UX</li> <li>- Talks the talk but doesn't walk the walk</li> <li>- Problem evaluating how well site was designed</li> </ul>	<p><small>List the key solutions that will solve your top 3 problems</small></p> <p>Consultancy</p> <ul style="list-style-type: none"> <li>- A lot of experience and good execution and record of work.</li> <li>- Pragmatic suggestions for high improvement for minimal cost</li> </ul>	<p><small>List the key benefits that will solve your top 3 problems</small></p> <p>Inseourced high quality design UX</p> <p>advisors with a pragmatic approach</p> <p>(With hands on experience)</p>	<p><small>List the key advantages that will solve your top 3 problems</small></p> <ul style="list-style-type: none"> <li>- not enough experience</li> <li>- high productivity</li> </ul>	<p><small>List the key customer segments that will solve your top 3 problems</small></p> <ul style="list-style-type: none"> <li>- Startups</li> <li>- Small Business</li> </ul>
<p><small>List the key alternatives that will solve your top 3 problems</small></p> <p>EXISTING ALTERNATIVES</p>	<p><small>List the key metrics that will solve your top 3 problems</small></p> <p>KEY METRICS</p> <ul style="list-style-type: none"> <li>- Retention</li> <li>- Growth Viral rate</li> </ul>	<p><small>List the key concepts that will solve your top 3 problems</small></p> <p>HIGH-LEVEL CONCEPT</p>	<p><small>List the key channels that will solve your top 3 problems</small></p> <p>CHANNELS</p> <ul style="list-style-type: none"> <li>- Events /</li> <li>- website</li> <li>- Email Scope</li> </ul>	<p><small>List the key customer segments that will solve your top 3 problems</small></p> <p>EARLY ADOPTERS</p>

# Try lean UX

Set hypothesis



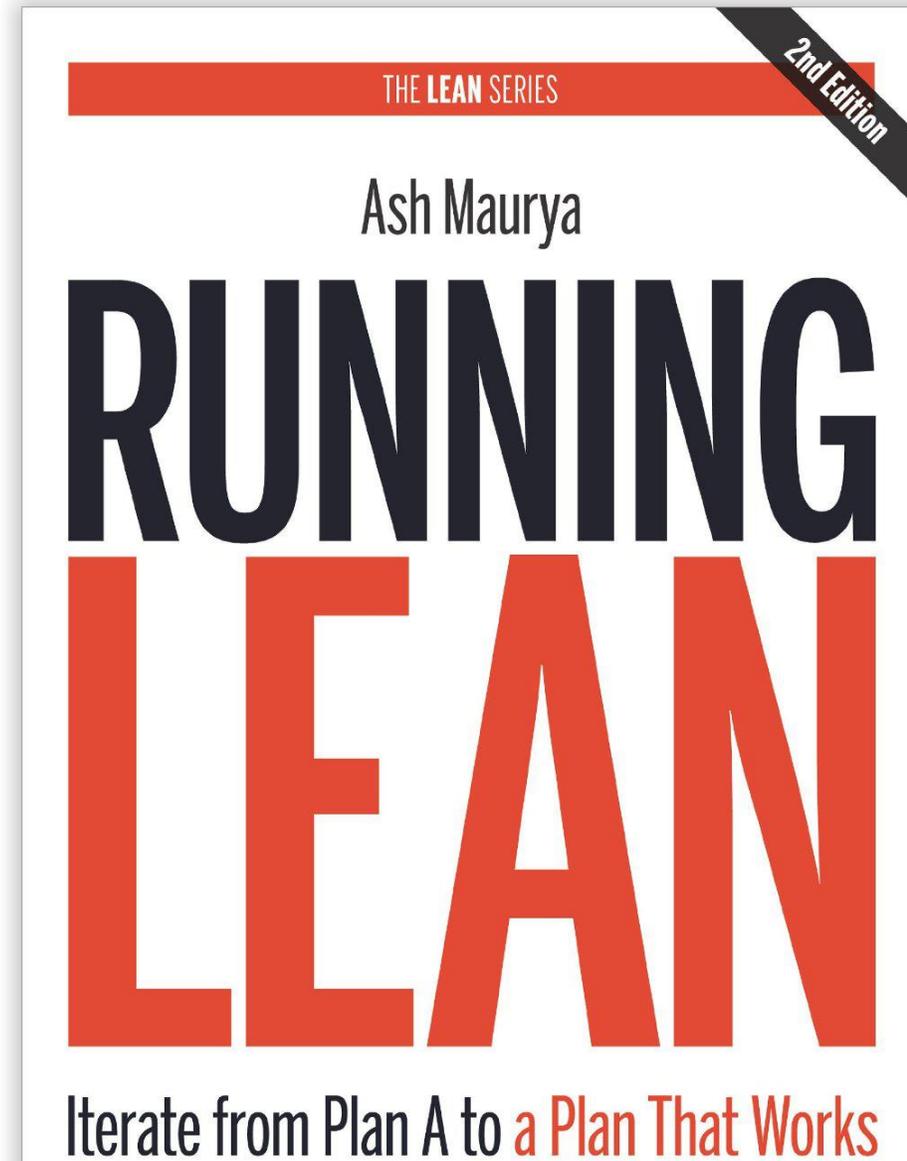
Prototype



Test with users



Iterate



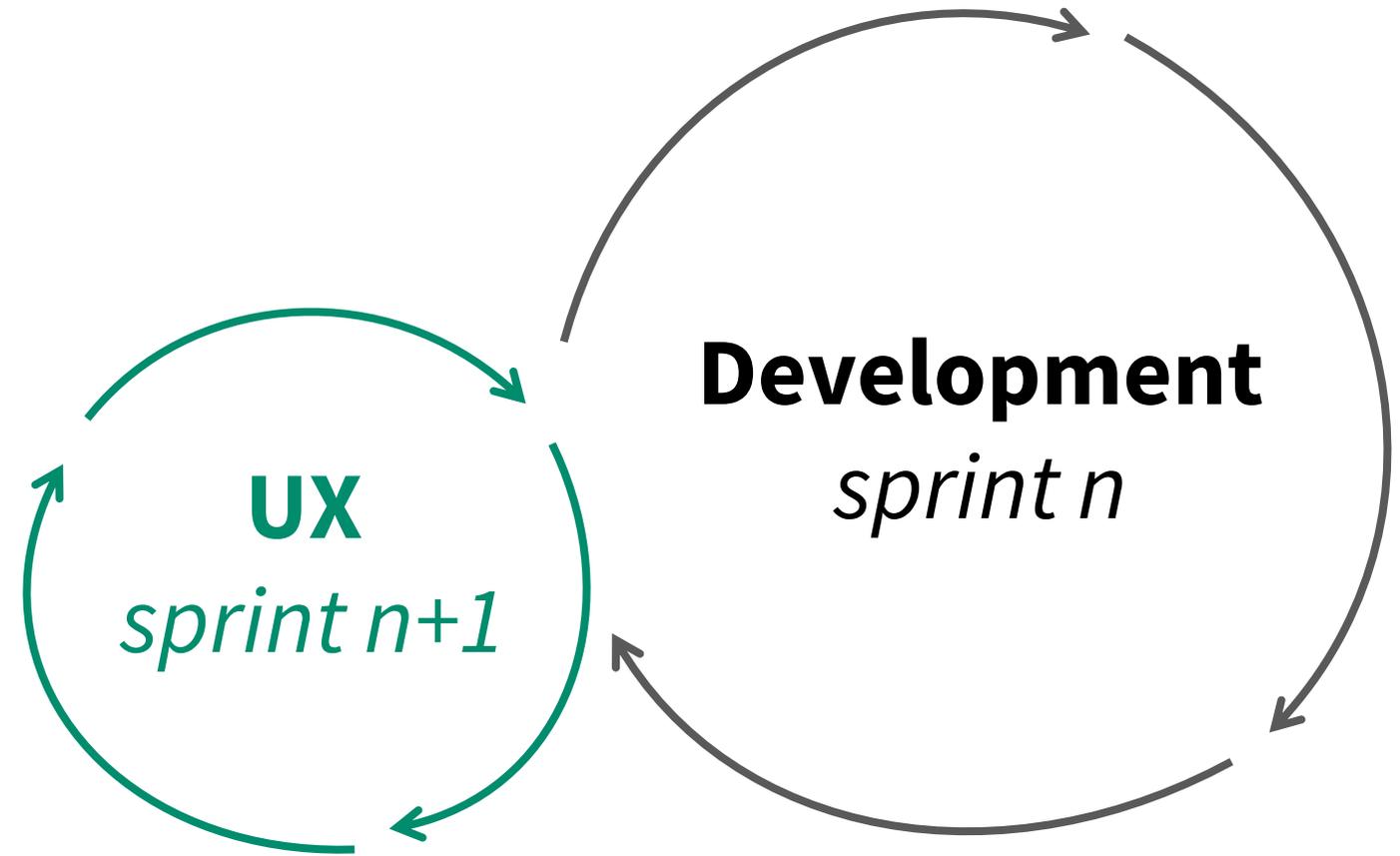


**FAIL**  
**FAST**  
**AND**  
**CARRY**  
**ON**

**FAKE IT BEFORE YOU MAKE IT**

**PROTOTYPE IT**

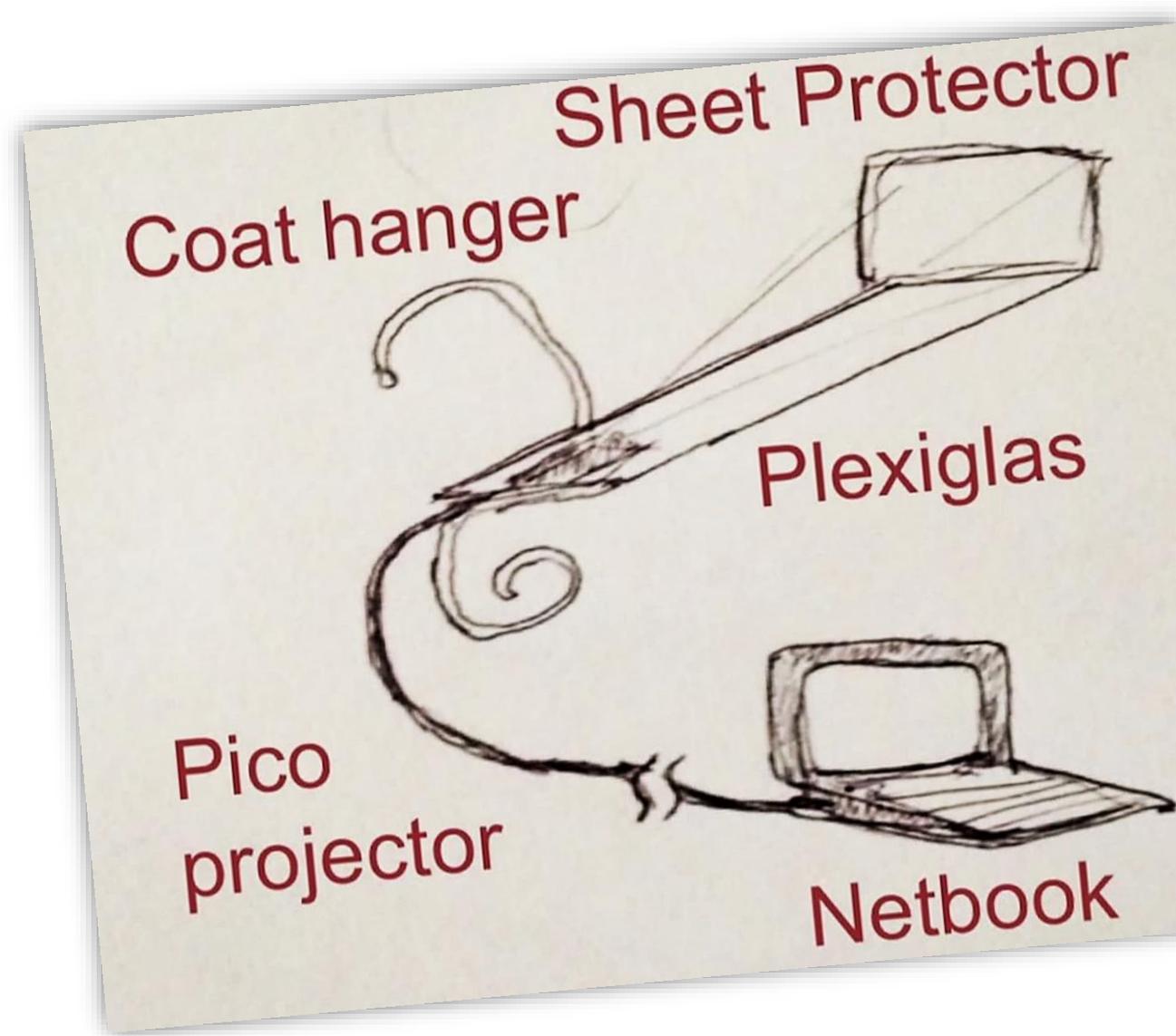
Prototype  
as early as  
possible





*“Prototyping rule no.1:  
find the quickest path  
to experience”*

Tom Chi, Co-Founder of Google X



Is this really **collaborative** design?





Why not design together with stakeholders using ProtoPaper Kit



[team@protopaperkit.com](mailto:team@protopaperkit.com)

YES

DONE



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

Good ol' paper  
never runs out  
of juice

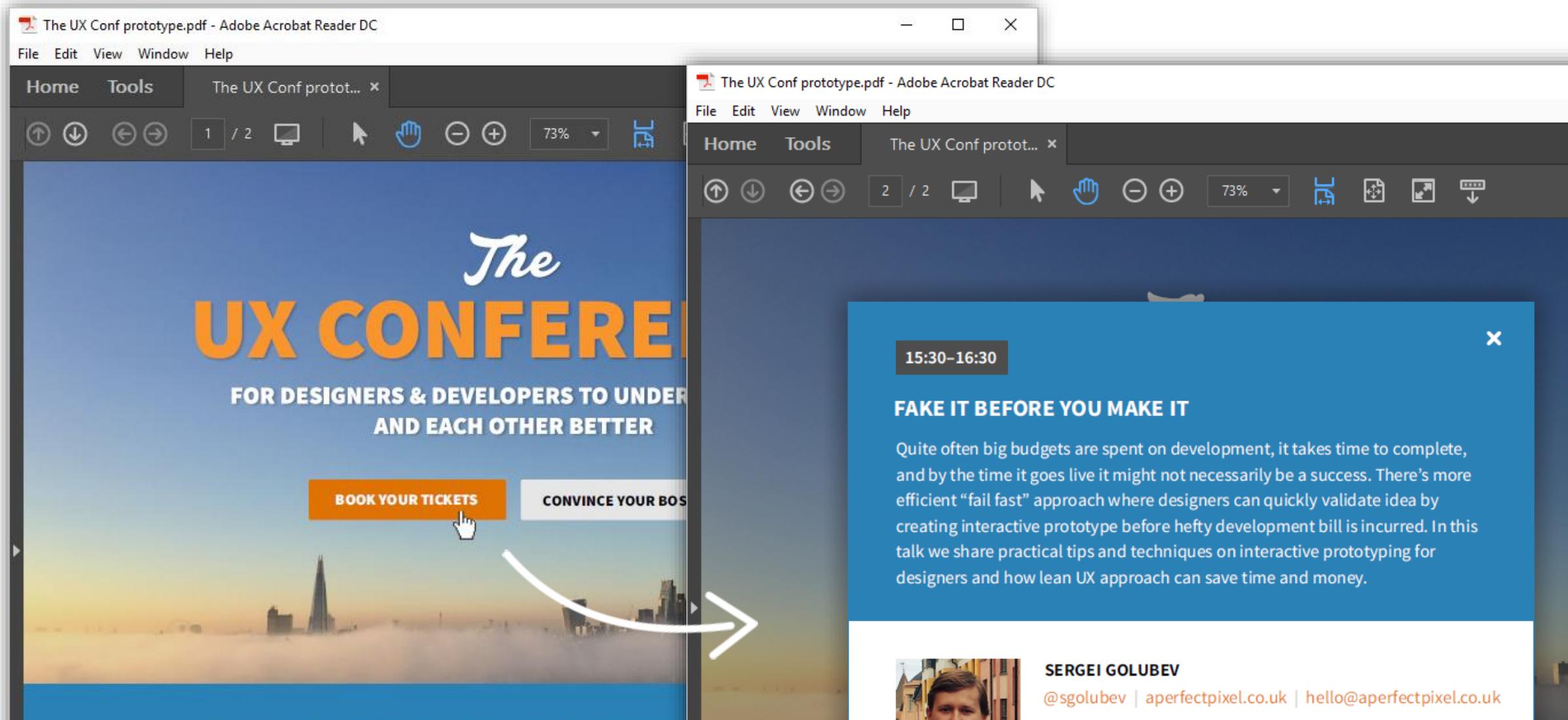


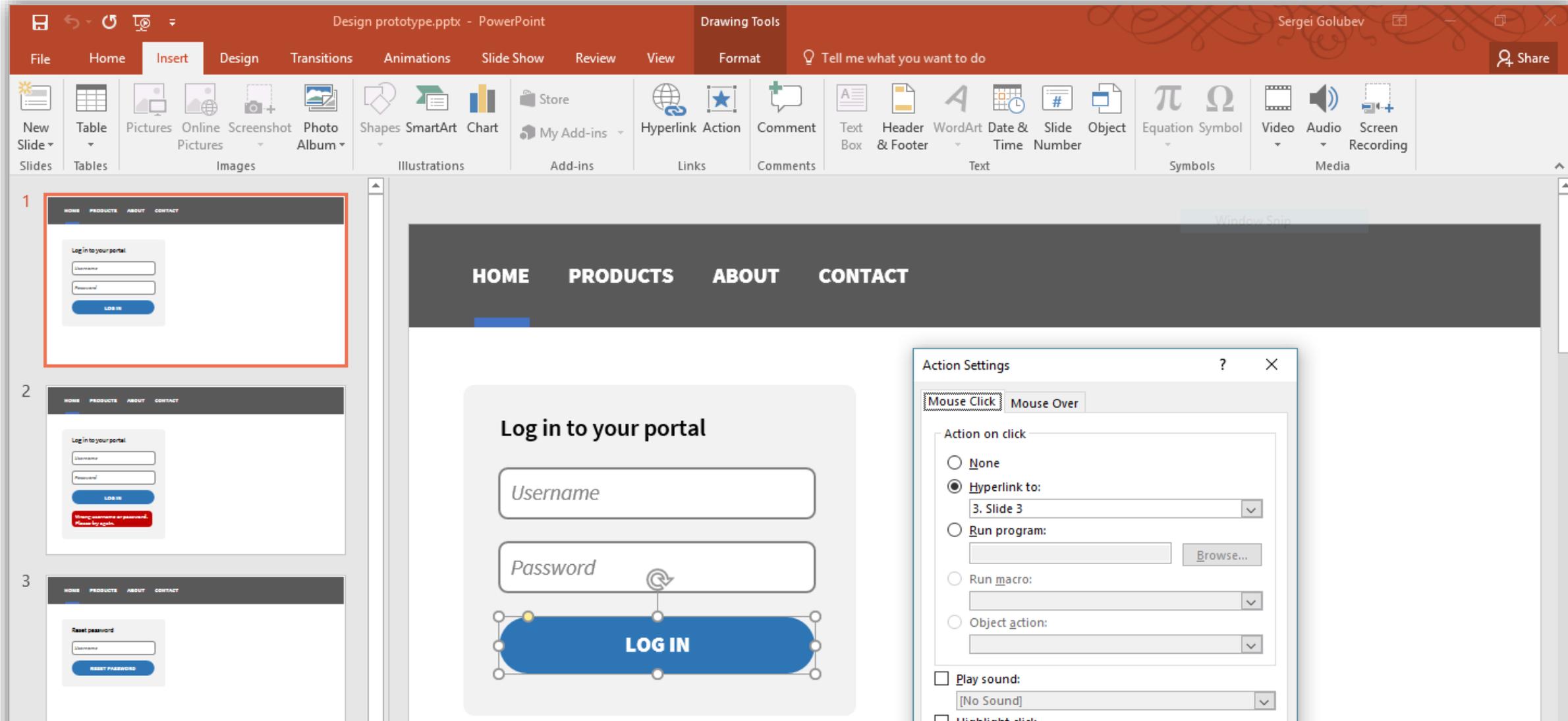


Prototyping the prototyping kit

**QUESTIONS?**

# You can turn **PDF** into a clickable prototype





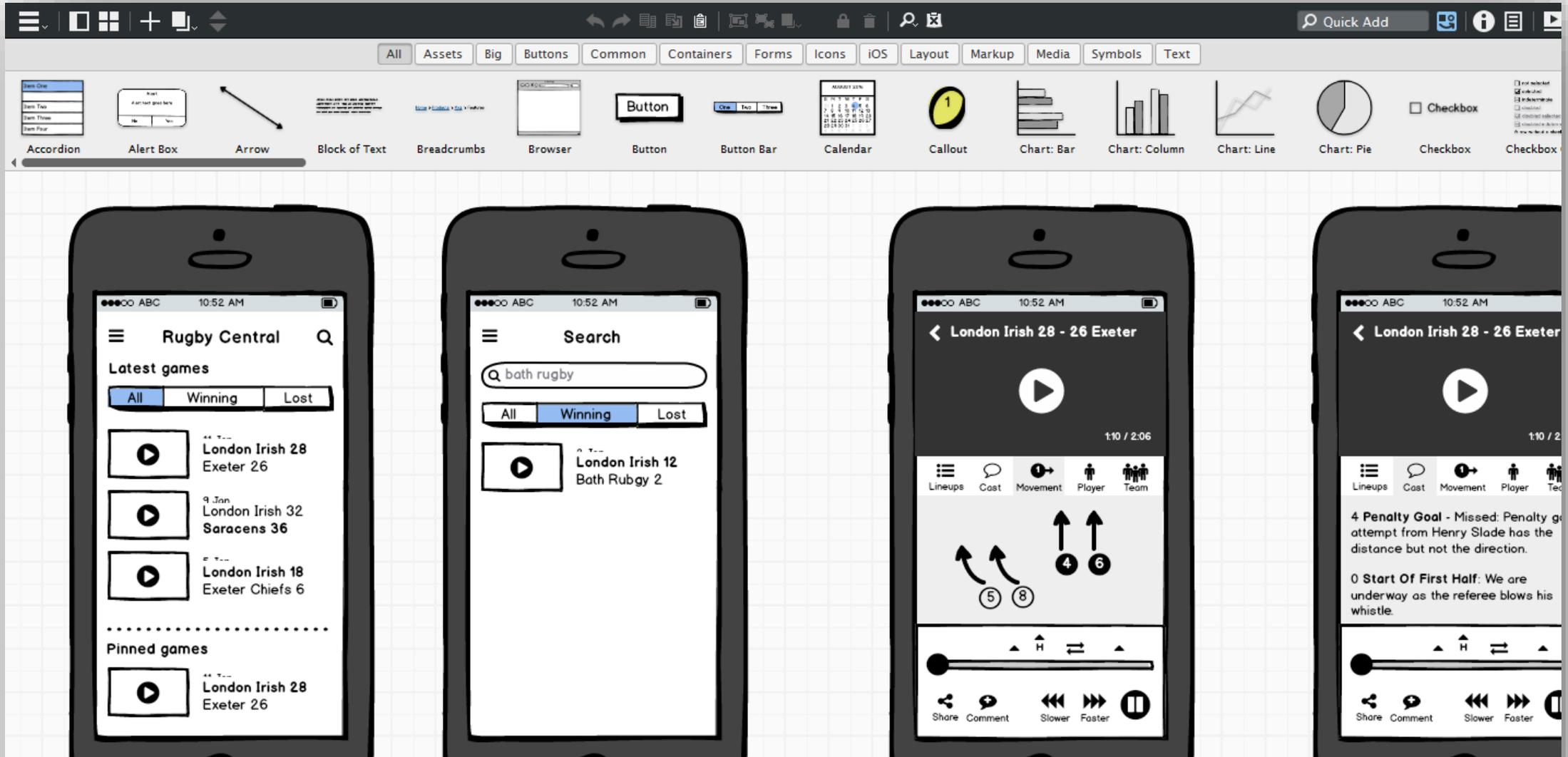
The image shows the Microsoft PowerPoint interface with the "Insert" tab selected. The ribbon includes options like "New Slide", "Table", "Pictures", "Online Pictures", "Screenshot", "Photo Album", "Shapes", "SmartArt", "Chart", "Store", "My Add-ins", "Hyperlink Action", "Comment", "Text Box", "Header & Footer", "WordArt", "Date & Time", "Slide Number", "Object", "Equation Symbol", "Video", "Audio", and "Screen Recording".

The slide show consists of three slides:

- Slide 1:** A login form titled "Log in to your portal" with fields for "Username" and "Password", and a "LOG IN" button.
- Slide 2:** The same login form, but with a red error message below the "LOG IN" button: "Wrong username or password. Please try again."
- Slide 3:** A "Reset password" form with a "Username" field and a "RESET PASSWORD" button.

The "Action Settings" dialog box is open, showing the "Mouse Click" tab. The "Action on click" section has "Hyperlink to:" selected, with "3. Slide 3" chosen in the dropdown menu. Other options include "None", "Run program:", "Run macro:", and "Object action:". The "Play sound:" checkbox is unchecked, and the sound dropdown is set to "[No Sound]".

# balsamiq®





Bear in mind for confidential projects:  
*it uploads all your stuff to the internet*

2 Hotspot Templates Applied

12 Screens

Search for a screen

CAST

- Blair Cewan scores a try for London Irish.
- We are underway as the referee blows his whistle.

MOVEMENT

- Gareth Steenson has kicked a conversion.
- Tommy Franks comes off.
- Conversion attempt from Shane Goraghty has the distance but not the direction.



Works well for confidential projects:  
*exports your prototype to a local drive*

The screenshot displays the Axure RP interface with a prototype page titled "Manage Team Records". The page features a navigation bar for "CLASSY HARBOR HEALTH" with links for HOME, MANAGE, PROFILE, and HELP. Below the navigation bar are two tabs: "TEAM OVERVIEW" and "MANAGE TEAM". The "MANAGE TEAM" tab is active, showing a heading "Manage Team Records" and a green "ADD RECORD" button. Below the heading is a table with columns for NAME, ADDRESS, CITY, and DATE. The table contains three rows of data, each with a green plus icon and a red minus icon to its right.

NAME	ADDRESS	CITY	DATE
Mary Phelps	83 Wiegland Manor Apt 726	Bauchville	03-05-2016
Johanna Wright	44 Rudolph Road Suite 204	Howemouth	12-16-2016
Francisco Cross	854 Schulist Landing	South Lowell	05-04-2016

The right sidebar shows the "Team Records" panel with tabs for PROPERTIES, NOTES, and STYLE. The NOTES tab is selected, displaying a text area with the following content:

This is the default view of the Manage Team Records screen. The administrator will be able to add, update or sort records in this view.

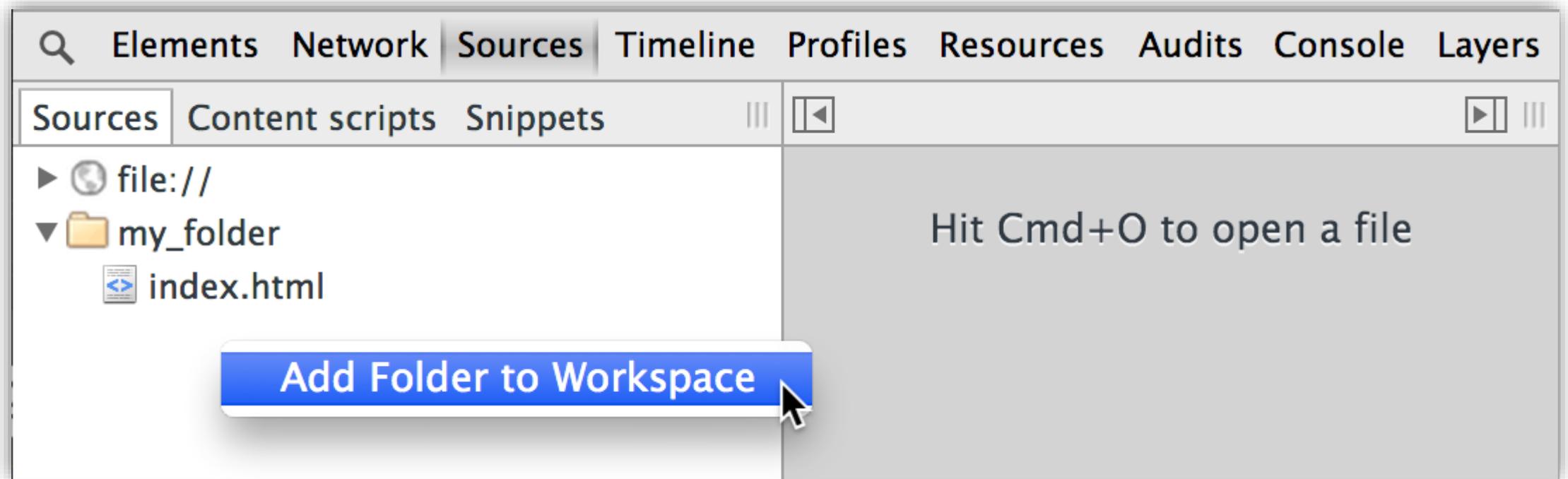
The administrator will be able to sort by date, city, name or address. The administrator can change sorting order by clicking on the sort titles.

Clicking on each record will bring up the Record Detail Screen (2.3.2).

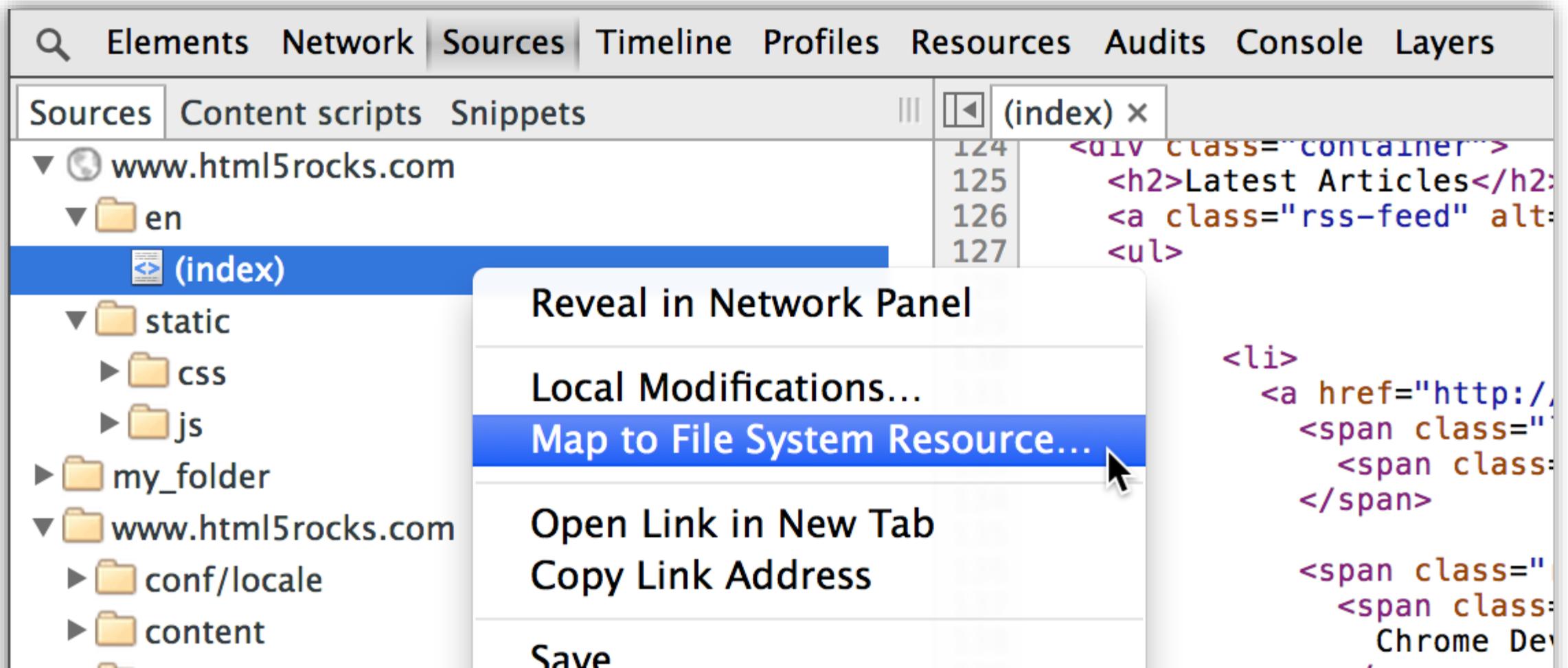
Status: For Review

User Stories: Administrator should be able to add and update records. Administrator should be able to sort by date, city or name. Administrator should be able to see records on a map.

# Prototype right in the browser



# Prototype right in the browser



The image shows a screenshot of the Chrome DevTools Sources panel. The 'Sources' tab is active, and the file 'index' is selected. A context menu is open over the file, with the option 'Map to File System Resource...' highlighted. The background shows the file tree on the left and the source code on the right.

Elements Network Sources Timeline Profiles Resources Audits Console Layers

Sources Content scripts Snippets (index) x

www.html5rocks.com

- en
  - (index)**
  - static
    - css
    - js
  - my\_folder
- www.html5rocks.com
  - conf/locale
  - content

```
124 <div class="container">
125   <h2>Latest Articles</h2>
126   <a class="rss-feed" alt:
127   <ul>
<li>
  <a href="http://
    <span class="
      <span class:
    </span>
  <span class="
    <span class:
      Chrome Dev
```

Reveal in Network Panel

Local Modifications...

**Map to File System Resource...**

Open Link in New Tab

Copy Link Address

Save

**FAKE IT BEFORE YOU MAKE IT**

**TEST IT**

Try to avoid  
**opinionated**  
design, aka **BX**



*User Boss's Experience*



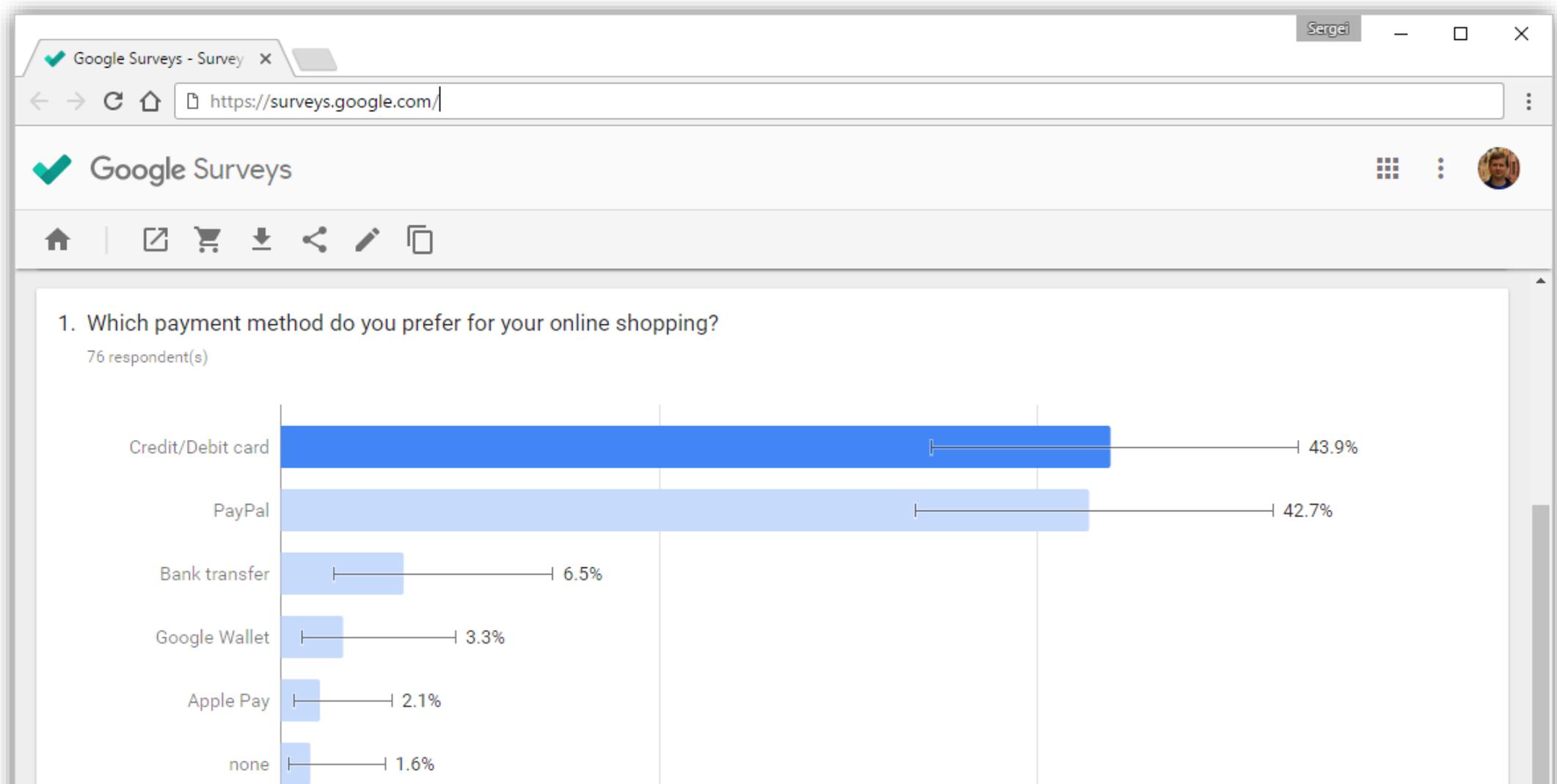
**FIGHT**  
*for the*  
**BEST!**



**ALWAYS TEST!**

*Fight For UX*

# You don't have to go far...





3 of 9 01:13 Next

Verbal response needed  
What does this website offer?

^ Hide text Remember to speak your thoughts out loud

# School of UX DESIGN

**SHORT, PRACTICAL & AFFORDABLE USER  
EXPERIENCE DESIGN COURSES IN LONDON &  
ONLINE**

UX design is booming. There's a shortage of good designers on the market.  
Interested in becoming one? We'll teach you everything you need to know.

Dashboard

TEST TYPES

- All Tests
- Question Tests
- Five Second Tests
- Click Tests
- Navigation Tests
- Preference Tests

SETS + Add

- Sequential Sets
- Variation Sets

PROJECTS

- TimeLens
- Drawsy
- Let's Try Arts
- Student Calculator: questionnaire
- Let's Try Music
- My Artist
- TimeLens: questionnaire
- Let's Try Sports

Tip: click and drag to highlight areas Show:  Heatmap

## What type of test would you like to run?

 **Five Second Test**  
Measure users' first impressions. [show more](#)

 **Question Test**  
Gather quick user feedback. [show more](#)

 **Click Test**  
Visualise where users click. [show more](#)

 **Preference Test**  
Find out what users prefer. [show more](#)

 **Navigation Test**  
See how users navigate. [show more](#)

## Preset Templates

 **Trust test**  
Does my site appear trustworthy at first glance?

 **Benefits test**  
Are the benefits of my website or product clear and immediately

 **Audience test**  
Is it clear which audience my website or product is intended for

# Use event tracking

The screenshot shows a web browser window with the URL `schoolofux.com`. The page content includes two course cards:

- UX Design: How to do it Right**  
6 May 2017, 14:00-17:00  
UX vs. UI, design process, how to do user research, information architecture, experience maps, user testing, accessibility.  
[LEARN MORE](#)  
[BOOK FROM £29](#)
- The UX Conference in London**  
13 June 2017, 10:00-17:30  
Practical UX design talks and hands-on workshops for designers & developers to understand UX design and each other better.  
[BOOK FROM £149](#)

The browser's developer tools are open to the 'Elements' panel, showing the HTML structure. A blue highlight is placed on the following code snippet:

```
<a id="bookTheUXConfButton" class="btn btn-primary" data-toggle="modal" data-target="#bookModal4" onclick="ga('send', 'event', { eventCategory: 'Home', eventAction: 'Clicked book The UX Conf'})" ;">...</a> == $0
```

The breadcrumb trail at the bottom of the developer tools shows the path: `div > div > div > div > div > a#bookTheUXConfButton.btn.btn-primary`.

# Set up goals...

The screenshot shows the Google Analytics interface for 'The UX Conference' under 'All Web Site Data'. The breadcrumb path is 'School of UX / The UX Conference / All Web Site Data'. On the left sidebar, the 'Goals' menu item is highlighted. The main content area features a '+ NEW GOAL' button, an 'Import from Gallery' link, and a search bar. Below these is a table of existing goals. The table has columns for checkboxes, Goal names, IDs, Goal Types, conversion counts for the 'Past 7 day', and a 'Rec' column. One goal is visible: 'Clicked Book' with ID 'Goal ID 1 / Goal Set 1', type 'Event', and 81 conversions. At the bottom of the table area, it says '9 goals left'. The footer of the table area includes 'Show rows | 10', 'Go to | 1', and '1-10 c'.

Analytics

https://analytics.google.com/

The UX Conference  
All Web Site Data

School of UX / The UX Conference / All Web Site Data

VIEW  
All Web Site Data

View Settings

User Management

**Goals**

Content Grouping

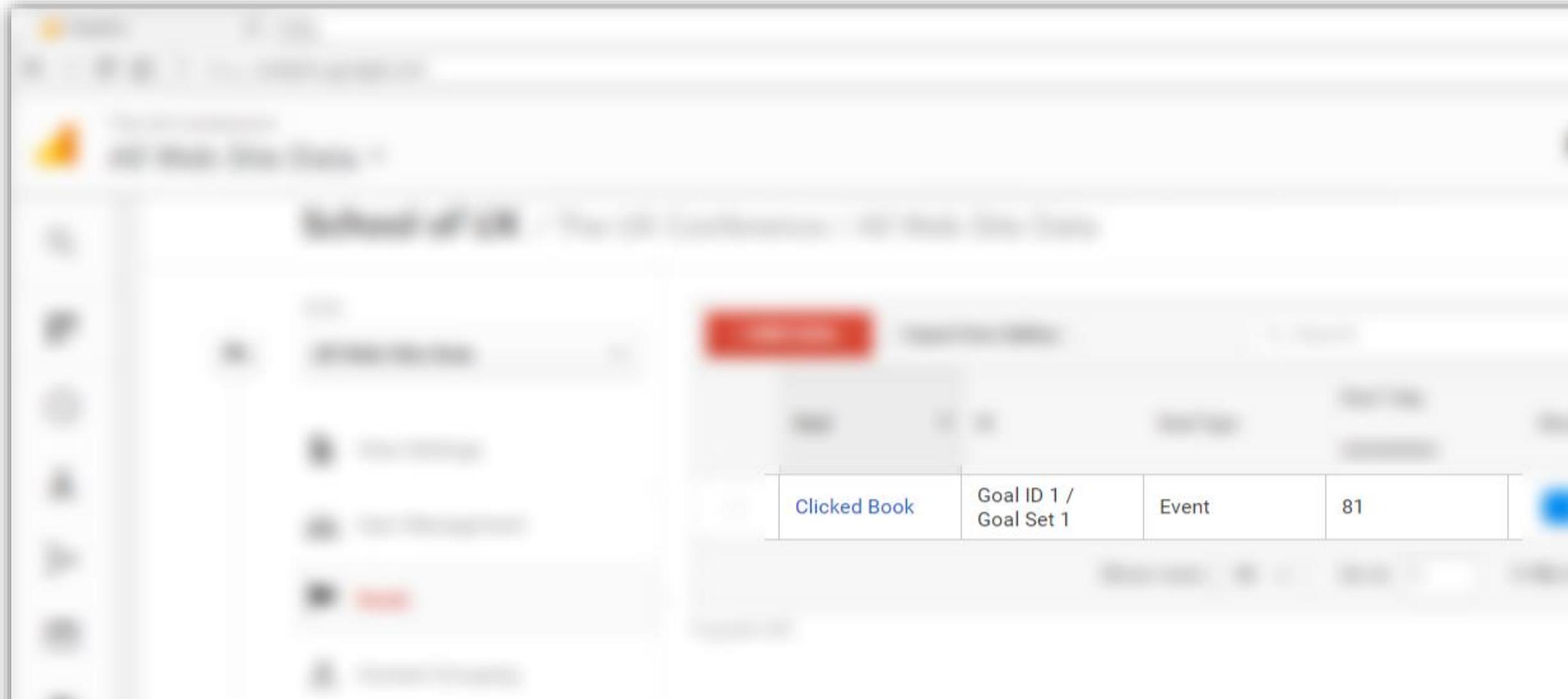
**+ NEW GOAL** | Import from Gallery | Search

	Goal	ID	Goal Type	Past 7 day conversions	Rec
<input type="checkbox"/>	Clicked Book	Goal ID 1 / Goal Set 1	Event	81	

9 goals left

Show rows | 10 | Go to | 1 | 1-10 c

... and **track** them



The image shows a blurred screenshot of a web analytics dashboard. A table is visible in the lower right quadrant, displaying tracked events. The table has four columns: Event Name, Goal ID, Event Type, and Count. The first row of data shows 'Clicked Book' as the event name, 'Goal ID 1 / Goal Set 1' as the goal ID, 'Event' as the type, and '81' as the count.

Event Name	Goal ID	Event Type	Count
Clicked Book	Goal ID 1 / Goal Set 1	Event	81



 What our customers are searching for?

---

# The Unsplash Book

- |                      |                      |                        |
|----------------------|----------------------|------------------------|
| Ryan Merkley         | Aiden Marples        | Stefan Kunz            |
| Lawrence Lessig      | Vita Vilcina         | Aaron Birch            |
| Dorothy Lin          | Patrick Pilz         | Samantha Lynch         |
| Jan Erik Waider      | Jeffrey Zeldman      | Rob Bye                |
| Keith Mianer         | Samuel Zeller        | Jordan McQueen         |
| Luke Pamer           | Sebastian Pichler    | Joshua Redmond         |
| James Buckhouse      | Mihail Ribkin        | Greg Rakozy            |
| Alex Wong            | Ferran Fusalba       | Ashley St. John        |
| Pablo Garcia Saldaña | Joshua Earle         | Igor Trepeshchenok     |
| Grégoire Hervé-Bazin | Ahmed Radwan         | Jesse Bowser           |
| Anthony Delanoix     | Sarah Crutchfield    | Andrew Collins         |
| Fré Sonneveld        | Rico Castilero       | Ales Krivec            |
| Thomas Lefebvre      | Pacific Austin       | Ali Inay               |
| Kirby Ferguson       | Dann Petty           | Florian Bernhardt      |
| Jay Mantri           | David Marcu          | Stefan Kunze           |
| Todd Quackenbush     | Teresita Garit       | Jonas Lavoie-Lévesque  |
| Gabriel Santiago     | Jeff Sheldon         | Eric E. Anderson       |
| NASA                 | Paul Earle           | Blake Richard Verdoorn |
| Tom Farr             | Jaleel Akbash        | Tim Swaan              |
| TJ Holowaychuk       | Ryan Lum             | Sebastian Boguszewicz  |
| Taylor Leopold       | Charles Forerunner   | Lauren Bath            |
| Volkan Olmez         | Simon Bray           | Jared Erondy           |
| Benjamin Child       | Paul Green           | Jeremy Goldberg        |
| Paul E. Harrer       | Mikael Cho           | Ståle Grut             |
| Sebastien Gabriel    | Pasi Jormalainen     | Breno Machado          |
| Sophia Baboolal      | Christopher Sardagna | Arushée Agrawal        |
| Paul Jarvis          | Patrick Fore         | Talia Cohen            |
| Jacob Walti          | Tymn Armstrong       | Stephanie Georgopoulos |
| Håkon Sataaen        | Dustin Scarpitti     | Anders Jildén          |
| Verne Ho             | Daniel Neuman        | Will Stewart           |
| Mika Ruusunen        | Mahir Uysal          | Joseph Barrientos      |
| Logan Troxell        | Laura Lefurgey-Smith | Tobias van Schneider   |
| Lon delà Cruz        | Herrri Susanto       | Nicole Mason           |
| Dyaa Eidin Moustafa  | Lukas Budimaier      | Ludovic Gauthier       |
| Matthew Wiebe        | Jati Putra           | Louie Moncouyoux       |
| Vladimir Kudinov     | Bethany Legg         | Jory MacKay            |
| Rosan Harmens        | Jeremy Vessey        | Casey Fyfe             |
| Jon Ottosson         | Daivida Foti         | Vadim Sherbakov        |
| James Allworth       | Anda Firdaus         | Abigail Keanan         |
| Cott Webb            | Brooklyn Morgan      | Thong Vo               |



**QUESTIONS?**

**FAKE IT BEFORE YOU MAKE IT**

**MIND THE CODE**

Don't shoot yourself in the foot.

**Don't design something you  
cannot develop.**



```
/**
 * Perform sandbox bootstrap of local platform. The promise will make sure to call the UI5
 * callback in case of success.
 */
sap.usshell.utils.testPublishAt(sap.usshell);
function bootstrap(fnCallback) {

    var aConfigFiles = jQuery.sap.getUriParameters().get("sap-usshell-sandbox-config", true),
        sCustomRenderer = jQuery.sap.getUriParameters().get("sap-usshell-sandbox-renderer"),
        i;

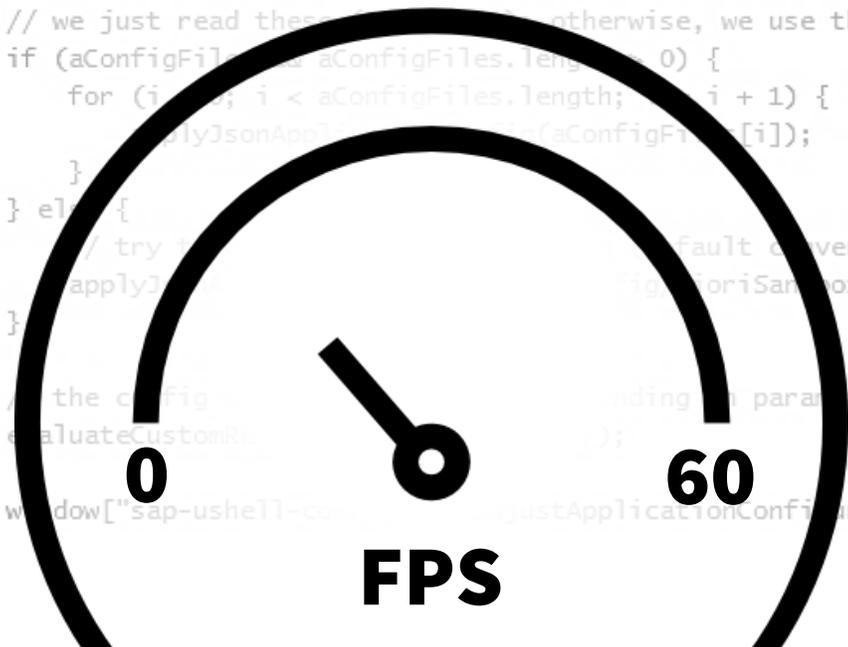
    // declaration have to be placed in bootstrap callback; jQuery is only loaded now
    jQuery.sap.require("sap.usshell.services.Container");
    jQuery.sap.registerModulePath("sap.usshell.renderers.fiorisandbox", getBootstrapScriptPath() + "../renderers/fiorisandbox/");

    // fill first with sandbox base application config
    applyJsonApplicationConfig(getBootstrapScriptPath() + "../shells/sandbox/fioriSandboxConfig.json");

    // if one or more configuration files are specified explicitly via URL parameter,
    // we just read them otherwise, we use the fixed path /appconfig/fioriSandboxConfig
    if (aConfigFiles && aConfigFiles.length > 0) {
        for (i = 0; i < aConfigFiles.length; i++) {
            applyJsonApplicationConfig(aConfigFiles[i]);
        }
    } else {
        // try to read the default configuration (fault convention)
        applyJsonApplicationConfig(getBootstrapScriptPath() + "appconfig/fioriSandboxConfig.json");
    }

    // the configuration is already loaded, so we can evaluate the configuration parameter sap-usshell-sandbox-renderer
    evaluateCustomRenderer(sCustomRenderer);

    window["sap-usshell-config"] = jQuery.sap.applyConfiguration(window["sap-usshell-config"]);
}
```



Understand  
technical  
limitations

**Hard truth:**  
Be ready to sacrifice  
50% of your design



Learn **a bit** of



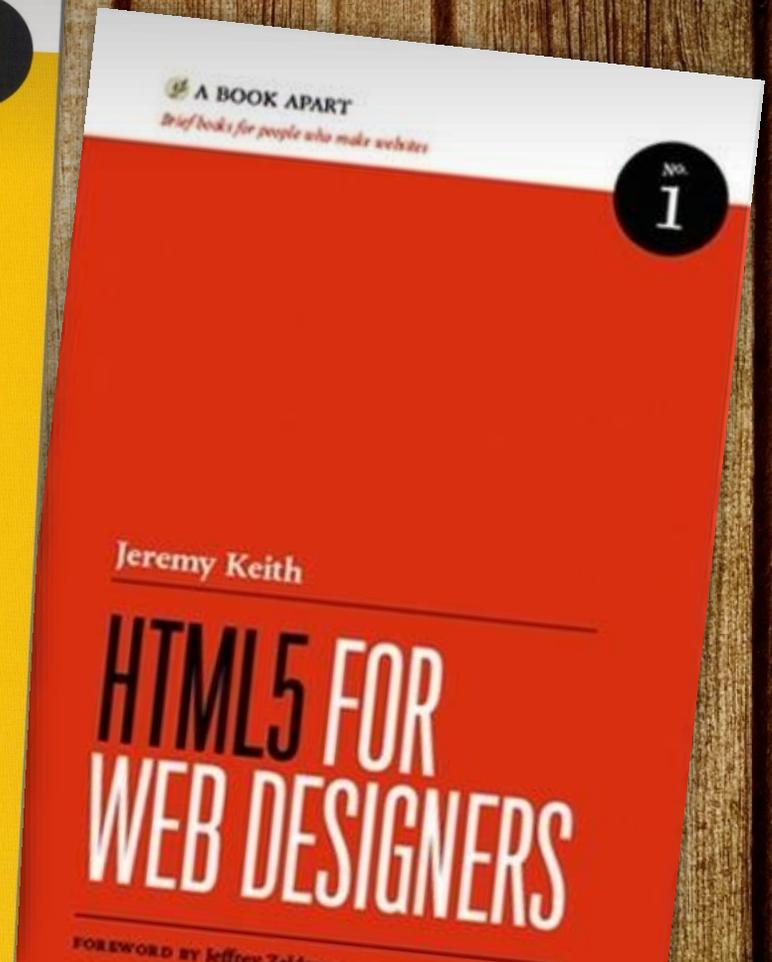
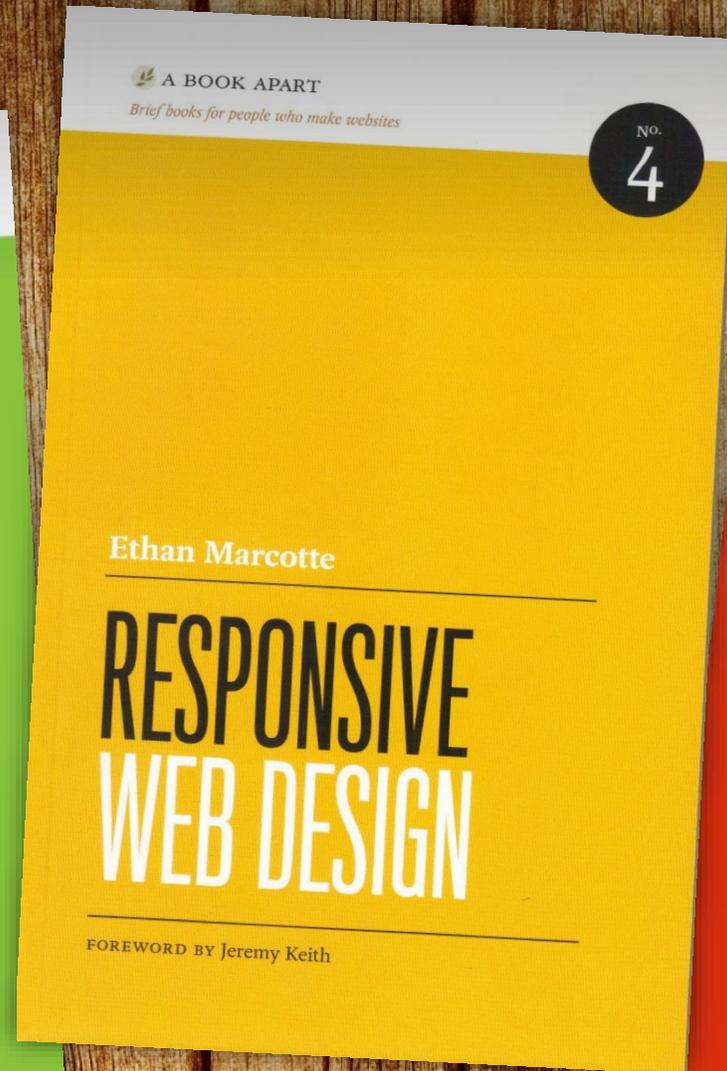
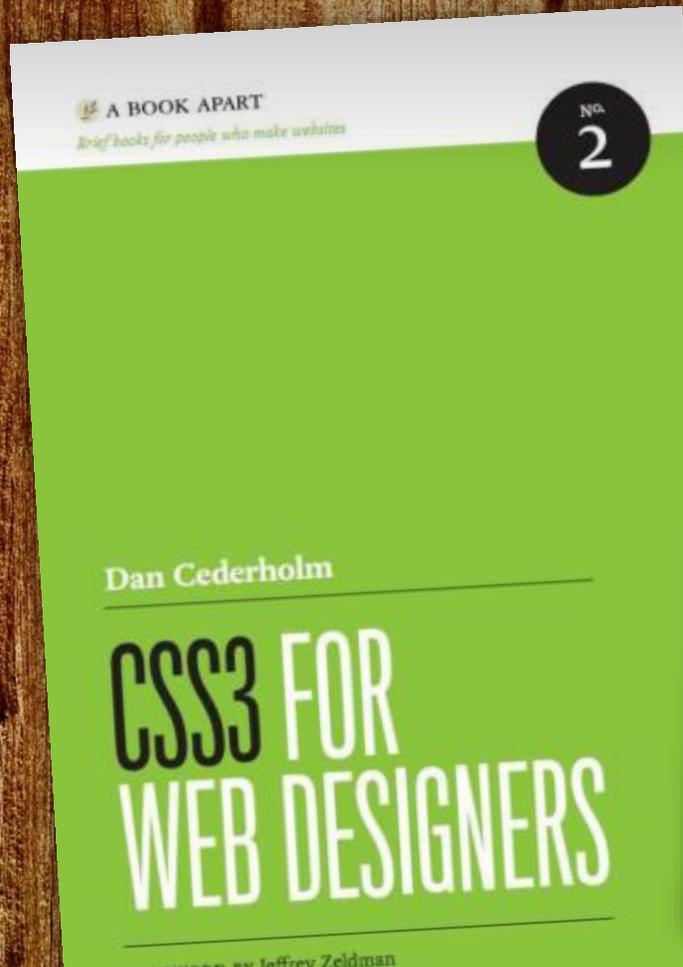
basic coding

*“It's not necessarily that you'll be writing code, but you need to understand what can engineers do and what can they not do.”*

Bill Gates



There's a **book** for that!



# uiling

*a minimal, ui-focused programming language  
for web designers*

clicking on ".try-it" toggles class "hidden" on ".info-box"

# Be nice to your developers



# IN THE PAST 40 MINS:

- ✓ **RUN LEAN**
- ✓ **PROTOTYPE IT**
- ✓ **TEST IT**
- ✓ **MIND THE CODE**



**THANKS!**  
**ANY QUESTIONS?**

[team@schoolofux.com](mailto:team@schoolofux.com)

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

[@theschoolofux](https://www.instagram.com/theschoolofux)

# *The* **UX CONFERENCE**

*School of*  
**UX DESIGN**

whatusersdo  
& why they do it 

 **redgate**



**A BOOK APART**

**UX**  
Jobs Board

# TIME FOR DRINKS

 #THEUXCONF



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& why they do it 

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# CREDITS

Photography and images:

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[books.google.co.uk](#)

[movieandtvcorner.com](#)

[youtube.com/watch?v=d5\\_h1VuWd6g](#)