

# Finding meaning in design when nothing is fine

Catt Small • Game UX Summit

# Hi, I'm Catt!



- ◇ Director of Product Design, All Turtles
- ◇ Game developer
- ◇ Co-organizer, Game Devs of Color Expo

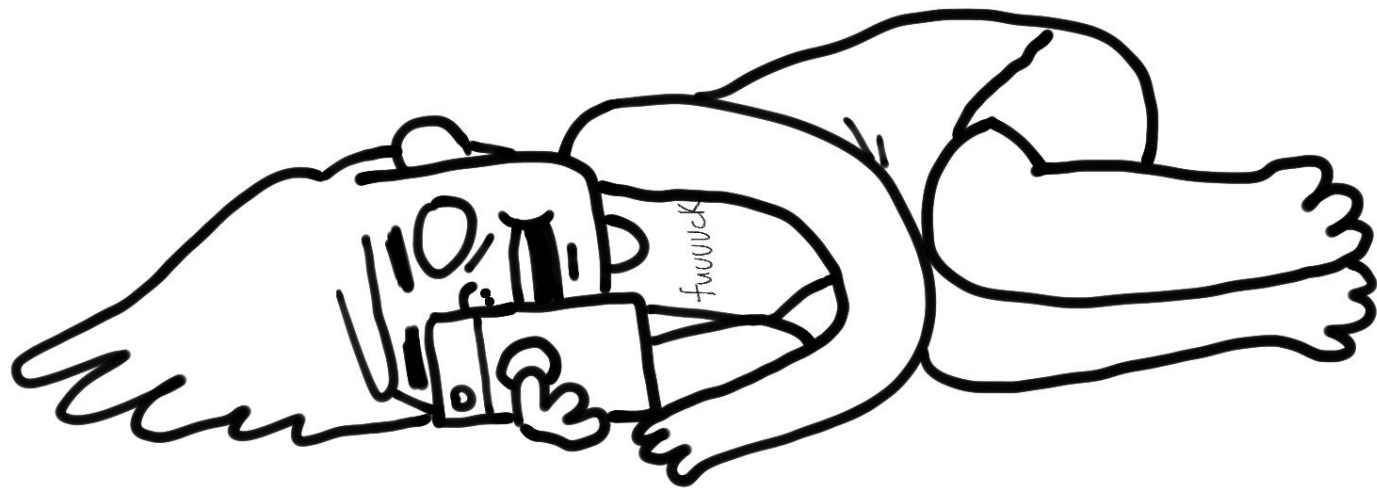
It's good to see you all 

Real talk

Being a designer during  
hard times is weird.

Especially in NYC.







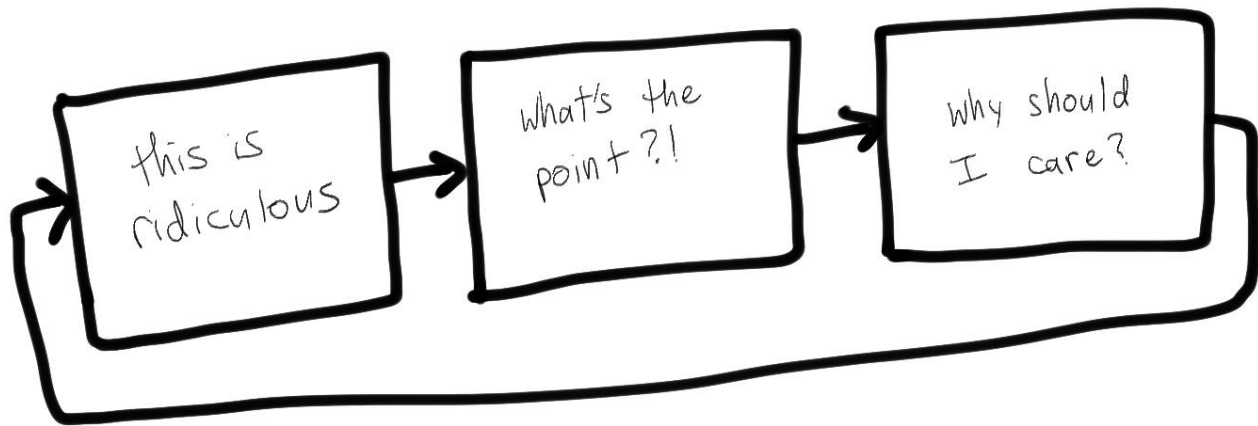
It was a bad time.

What

the

hell

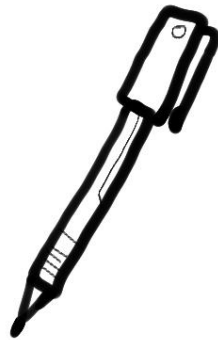
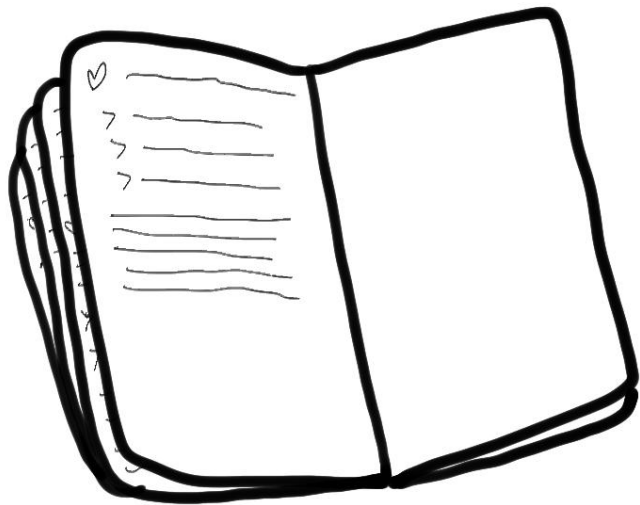
What the hell

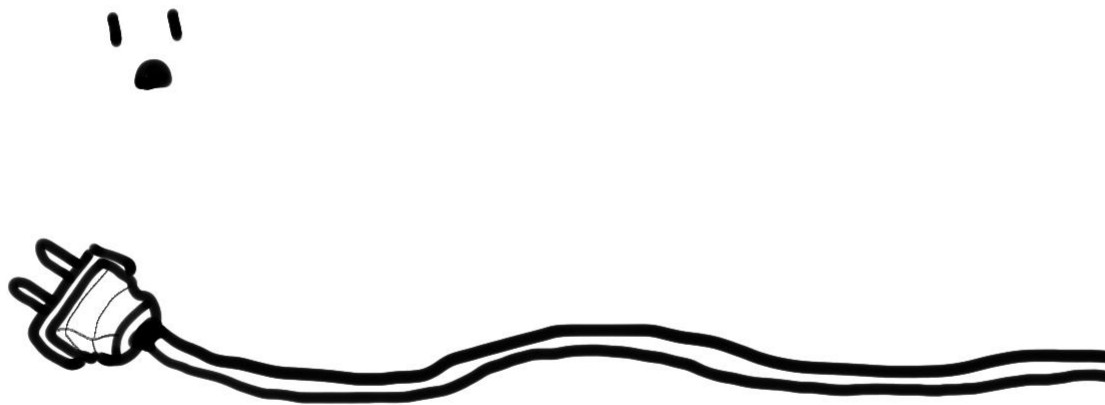


I was also struggling with  
my creative projects.

I needed money.

I needed to re-engage.



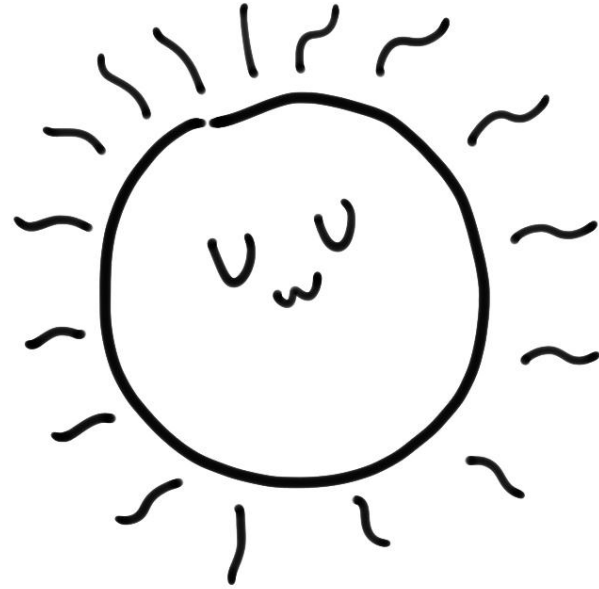




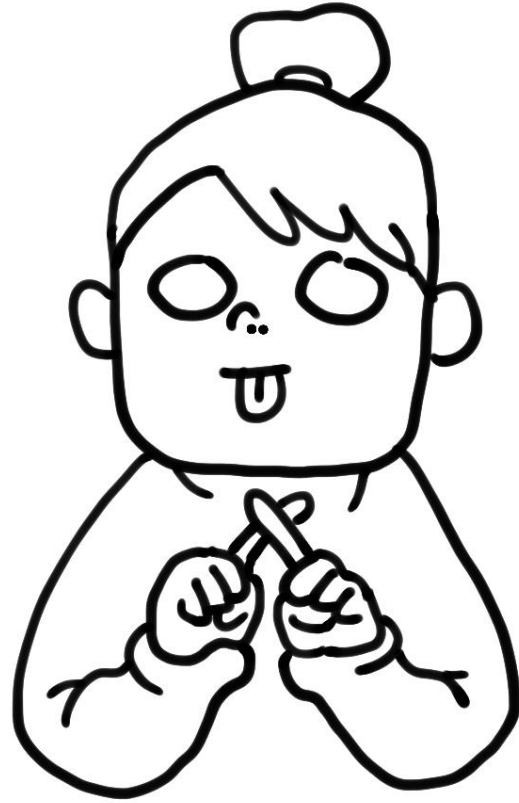
I decided to reconnect.



Breaks



Boundaries



Reclaimed my agency 💪

Education



## Business essentials for designers

### Session 2



Want to ship ideas? You need two things:

**Power** (Influence)

**Resources** (People, money, etc)

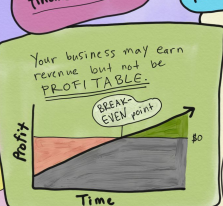
Help your company **MAKE or SAVE CASH** to increase impact.

Levels of impact for DESIGN

## Profit

**Total revenue** (Sales + tips) - **total costs** (fixed + variable)

multiply profit by time to get the financial model!



A simple way to figure out what you need to be a profitable company.

For example: **User count** × **monthly users** × **subscription fee**

How can you do **small tweaks** to increase **ROI**?

Ways to get buy-in

- partner if a business function
- find opportunity to make or save \$
- start with low-changing fruit, increase impact over time
- tell the story of how your work will impact the business. What's the potential **RETURN ON INVESTMENT**?

This is just one way to get people to hear your requests.

for free additional (premium) features. Good for acquiring new customers.

**Subscription**

Customer pays a recurring fee to access a product. Can be added to premium model. SaaS falls under this category.

**Advertising**

Doesn't charge a fee for product, but does show ads. Makes money by selling access to that audience. Can also be mixed with free minium.

**Financial prototypes**

**REVENUE - COSTS** (royalties + payroll + hosting)

**RETURN ON INVESTMENT**

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## Marketplace

Facilitates transactions between buyers and sellers. Charges a fee to participate and/or takes a percentage of each sale.

\* Requires buyers and sellers; can lead to a **win-win** problem.

## Estimating MARKET or OPPORTUNITY SIZE

## TAM

(TOTAL ADDRESSABLE MARKET)

The total market demand for a product that would be captured in an ideal market.

**examples**

- # of people working in order to run from point A to point B
- # of people who should B need a place to stay

TAM shows a company's potential to grow, even though it's impossible to capture the entire market.

Goal: land in the right order of magnitude. (dozens vs hundreds, etc.)

**ESTIMATE TAM**

(using chocolate bar sales as an example)

1 Identify moments of opportunity

Key use cases: **WEDNESDAY**, **THURSDAY**, **FRIDAY**

2 Approximate approach

Storyboarding to assess the potential market.

3 Simplify with assumptions

Add assumptions to your scenario.

5 chocolate bars × 10 chocolate bars consumed per year = 50 billion chocolate bars

50 billion chocolate bars × \$0.01 per bar = \$500 million

**Uses for TAM**

- Illustrate potential impact of a new feature or product
- Estimate the impact of investing in new locations or languages
- Evaluating the value of a rebrand or new internal system

Fake numbers can help build **CONFIDENCE** to take risk!

Make money, Save money, reduce risk, People to listen!

In other words:

Convert design opportunities to **BUSINESS VALUE**

If you conduct research will you reduce the risk of a failed launch?

Will a redesign better convince high-value customers to adapt your product?

Turn intangible benefits into direct ones. Examples: Awareness, Customer Acquisition, Sales, Adoption, User Conversion, Engagement

This can be illustrated as a chain of value:

Impact tools → Business efficiency/velocity → **ENGAGEMENT & RETENTION** → \$\$\$

## THE BUSINESS VALUE OF DESIGN

What do people value?

re there certain needs within Maslow's hierarchy (or other frameworks) that you aim to fulfill?

Digital connection, Productivity

**Iceberg model**

Similar to Maslow's hierarchy, but for organizations. Consider how your work fits into the hierarchy.

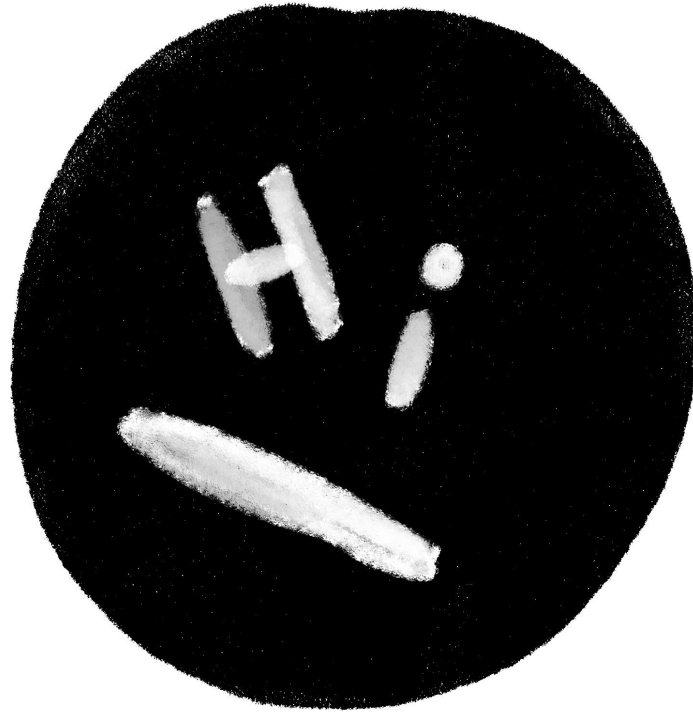
**Financial metrics** are we growing?

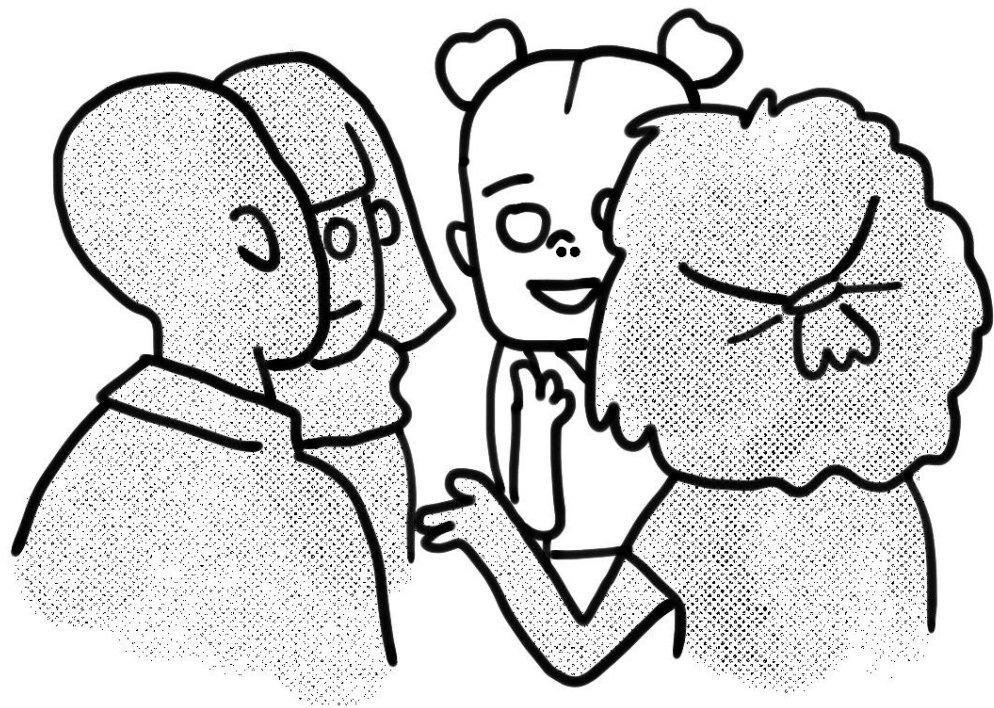
Are we effectively serving our users?

Are we effectively building the right products?

Are we creating a happy and productive team?

Customer value, Product value, Organization (foundations)







Community

**INTRO** to working the polls

**Election day**  
Arrive at 5AM  
OPEN FROM 6A-9P

**Breaks**  
2 hours total.

**PACK SNACKS**

SILENCE  
YOUR PHONE

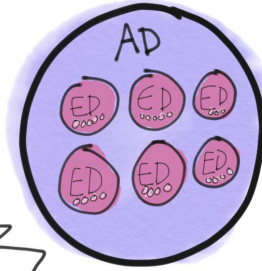
WEAR  
GENERIC  
CLOTHES  
(BUSINESS  
CASUAL)

**BOE** - Board of Elections

**ED** - Election District

**AD** - Assembly District

NEVER ASSUME A  
VOTER **NEEDS** ASSISTANCE



FOCUS  
ON THE VOTER  
NOT THE ASSISTANT

**Poll site**



Ask which voters want to use - assume.

**Bipartisan team of Inspectors**



Confirm everything looks good & is fair.

**Topics to avoid**

- Ballot candidates
- Issues covered on the ballot (such as props)
- Identity stuff (Religion, race, ethnicity, culture, or gender.)

**Allowed topics**

- Voters who need special assistance

**You won't die!**

- \* Clean Books & Scanner screens every 2 hours.
- \* Use disposable pens for E-Poll Books.
- \* Transfer things by putting them on the table & passing.



**Greet every voter with a smile & EYE CONTACT**

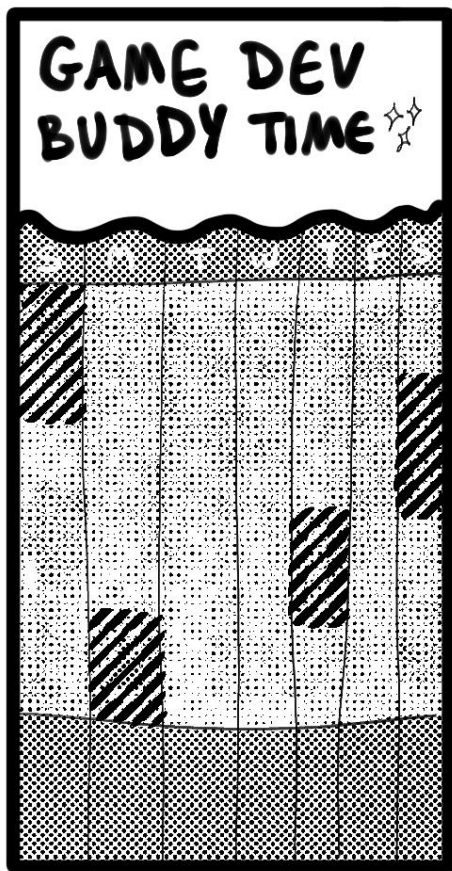


Saw my impact



Accountability



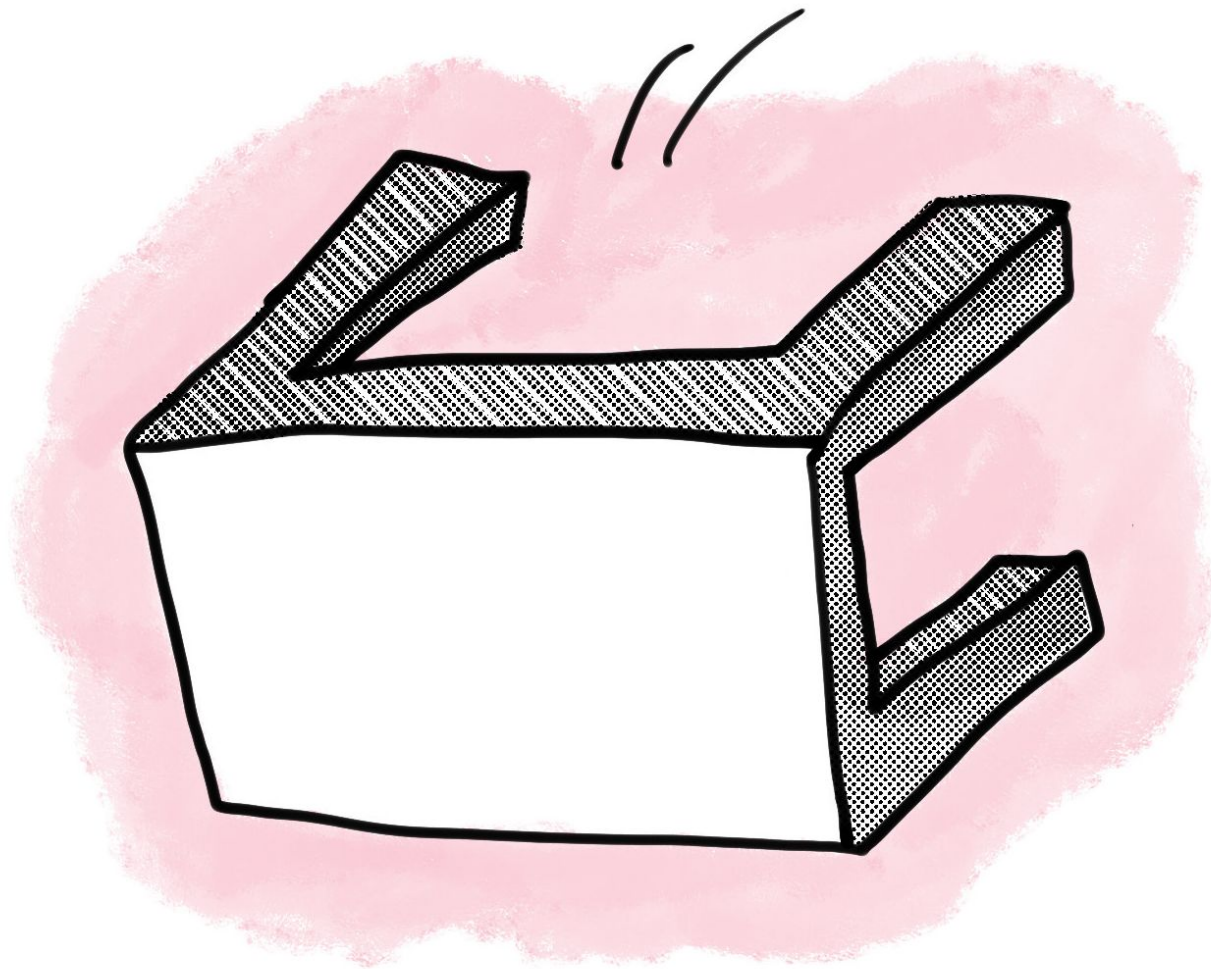


Brought me to life

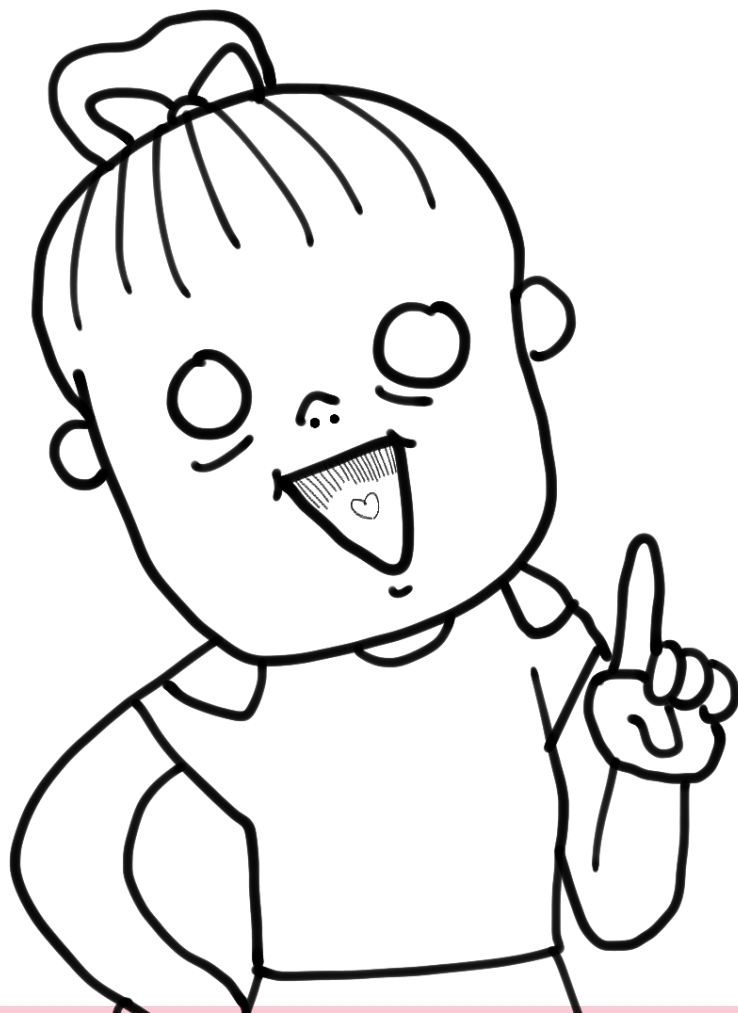
I am on my own path.

My work has value.

I'm on my own timeline.



I'm still healing, but I'm  
better than before.





You can only control what's  
in your control.

You are contributing value in  
your own way.

Your path is unique.



# Questions?

Email me! [catt@cattsmall.com](mailto:catt@cattsmall.com)