

Kyrgyzstan

A woman in traditional Kyrgyz clothing, including a dark jacket with orange and white patterns and a fur hat, is holding a large eagle. The eagle is perched on her arm, and she is holding a small object in its beak. The background shows a white tent with a dark doorway and decorative patterns. The entire image has a red overlay.

# DESIGN TIPS TO FOLLOW IN THE HACKATHON

Jaanus Sakkis



**TRAVEL  
HACKATHON**



# Designer vs. Artist





**GOOD ART IS AN  
INTROSPECTIVE FEELING  
TO INDIVIDUALS**

GOOD DESIGN SENDS THE SAME  
MESSAGE TO EVERYONE



The background of the slide is a photograph of a mountain range with snow-capped peaks and dense evergreen forests. The entire image is covered with a semi-transparent red overlay, which serves as a background for the text.

# Design is a method of problem solving

The simplest definition. Design is so many things, executed in many different ways, but the function is always the same. Whether it's blueprints, a clever UI, a brochure, or a chair – design can help solve a visual or physical problem.

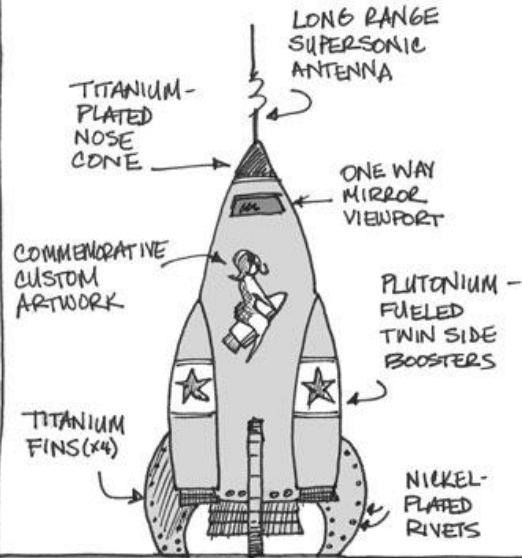
[startupsthisishowdesignworks.com](http://startupsthisishowdesignworks.com)

**MVP**

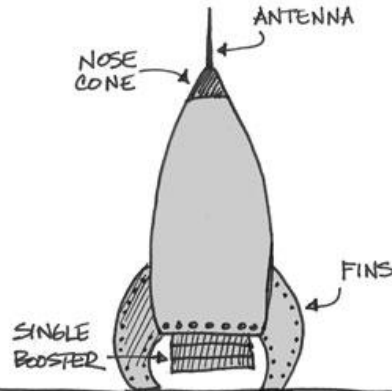


# THE UX DESIGNER PARADOX

WHAT WE DREAM  
UP AT KICKOFF



WHAT WE SETTLE  
FOR AT LAUNCH



WHAT THE  
USER NEEDS



# Purposes

- Be able to test a product idea with minimal resources
- Accelerate learning
- Reduce wasted engineering hours
- Get the product to early customers as soon as possible



# Example

Create a mock website promoting your product, explaining what is your solution and targeting your public. Define a path and a call to action, and measure the clicks throughout the testing period.

Not having a clear goal  
leads to death by a  
thousand compromises.

*Startup Quote!*



**MARK PINCUS**  
CO-FOUNDER, ZYNGA

**Set realistic expectations**



# Process





**It's all about execution!**



A good idea is worthless  
without impeccable  
execution and a  
commitment to iterate.

*Startup Quote!*



**ZACH KLEIN**

CO-FOUNDER, VIMEO

I HAVE A GREAT  
IDEA FOR A START-  
UP COMPANY.



ALL I NEED IS A  
SEED INVESTOR AND  
AN ENGINEER TO DO  
ALL THE WORK.



I BELIEVE THE  
ECONOMIC TERM FOR  
WHAT YOU HAVE IS  
"NOTHING."



You need to present something

# Problem vs. solution





A photograph of three children walking on a cobblestone path in winter. The child in the center is wearing a red coat and a white hat with earflaps, and is waving. The child to the left is wearing a dark coat and a white hat. The child to the right is wearing a red and white patterned coat and a dark hat. The entire image has a strong red color overlay. The text "Value proposition" is written in white, bold, sans-serif font across the middle of the image.

**Value proposition**

# Decisions





**Clear message**

CREATIVE

## ZEN MOZAIC 16GB MP3 PLAYER

- Up to 32-Hours Audio, 5-Hours Video Playback
- 1.8" TFT Display, Built-In Speaker
- FM Radio with 32 Presets
- 8 EQ Settings, Volume Restriction Control



SAVE \$50

**\$129<sup>99</sup> - 50 = \$79<sup>99</sup>**  
Regular Price      Instant Savings      After Instant Savings

#5776582



Say hello to iPod.  
1,000 songs in your pocket.





**Good user experience is never enforced**



Password cannot contain any dictionary words and it must meet the following criterias:

- ✓ Password must be 12 characters long
- ✓ At least 1 character must be alphabetical AND at least 1 character must be a digit OR a special character: ! # \$ %
- ✓ At least 6 characters must occur only once in a password
- ✓ Passwords cannot contain any string that is also contained in the username
- ✓ Passwords cannot contain any common strings such as a sequential series of letters (abcd) or a sequential series of numbers (1234) or pattern of numbers (2468)

Old Password:

New Password:



Confirm New Password:



Continue

Cancel





Options can be bad





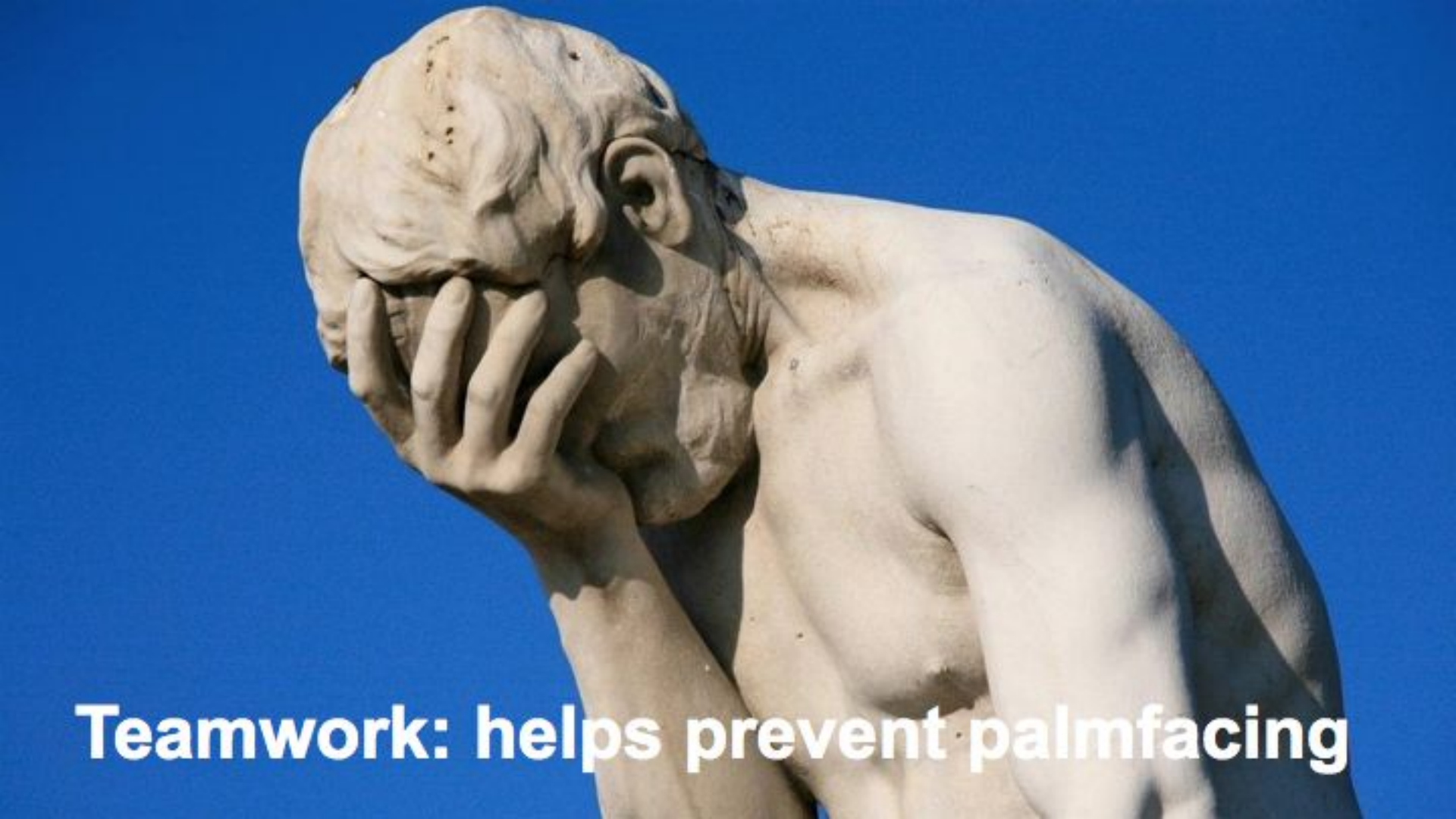


# Time management



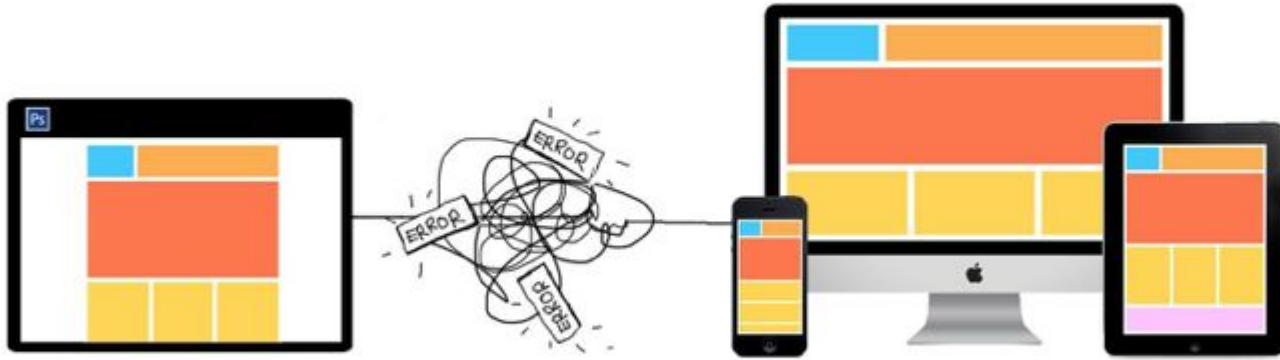
- Plan only one release ahead
- Prioritize
- Set time limits for tasks



A marble statue of a man, likely Michelangelo's 'The Slave' (Liberty and Cypriot Boy), is shown from the chest up. The man is depicted in a state of intense physical and emotional suffering. His head is tilted back, his mouth is open in a scream, and his right hand is pressed against his face, with fingers splayed, as if he is trying to escape or alleviate his pain. The statue is set against a solid, vibrant blue background. The lighting is bright, casting sharp shadows that emphasize the contours of his muscles and the texture of the marble.

**Teamwork: helps prevent palmfacing**





Photoshop

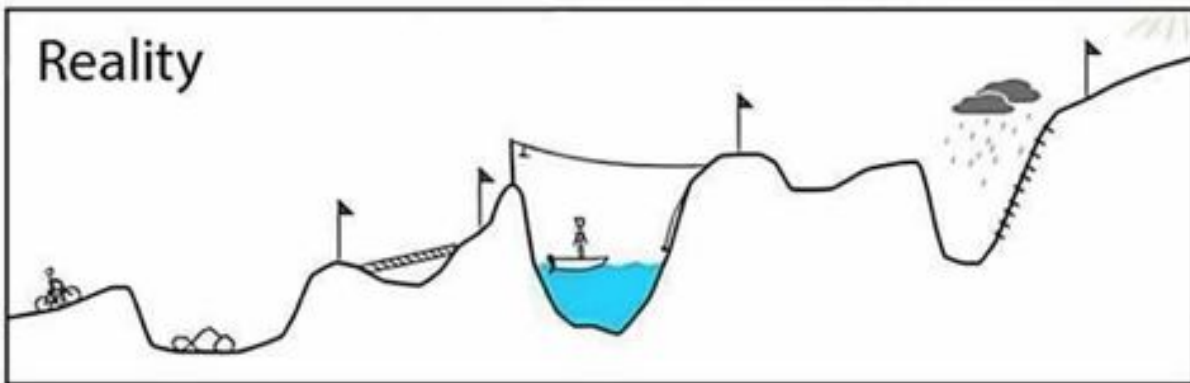
Real life web pages



Your plan



Reality





**Priority**

A photograph of three children walking on a snowy, cobblestone path. The child in the center is wearing a red coat and a white hat with earflaps, and is waving. The child to the left is wearing a dark coat and a white hat. The child to the right is wearing a red and white patterned coat and a black hat, and is looking down at something in their hands. The background shows a snowy landscape with some buildings and trees. The entire image has a strong red color cast.

**You must deliver!**

# Borrow everything you can

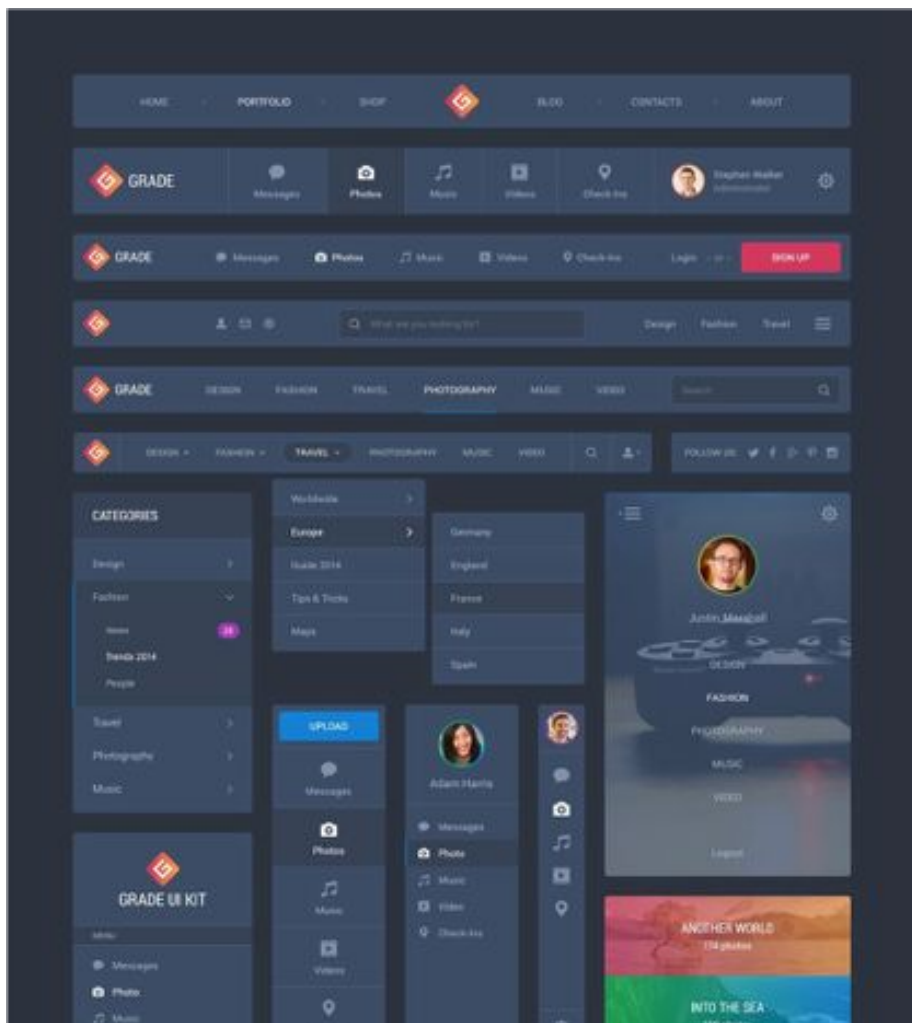
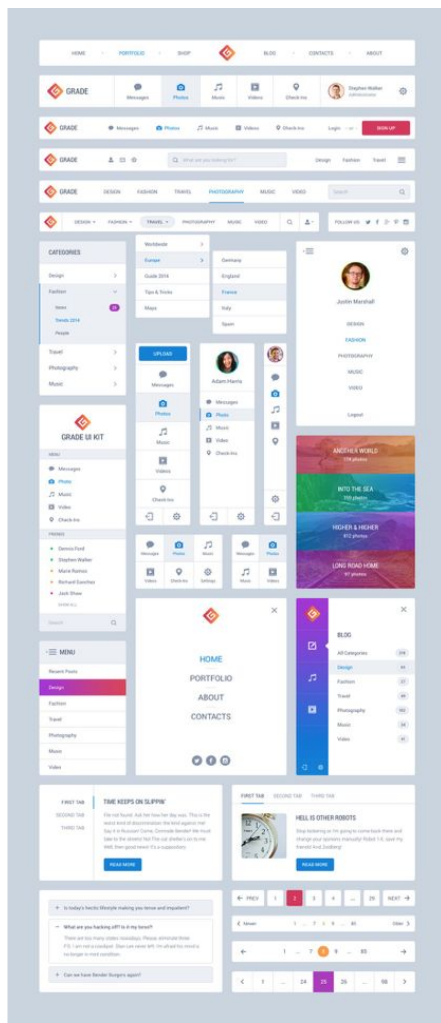
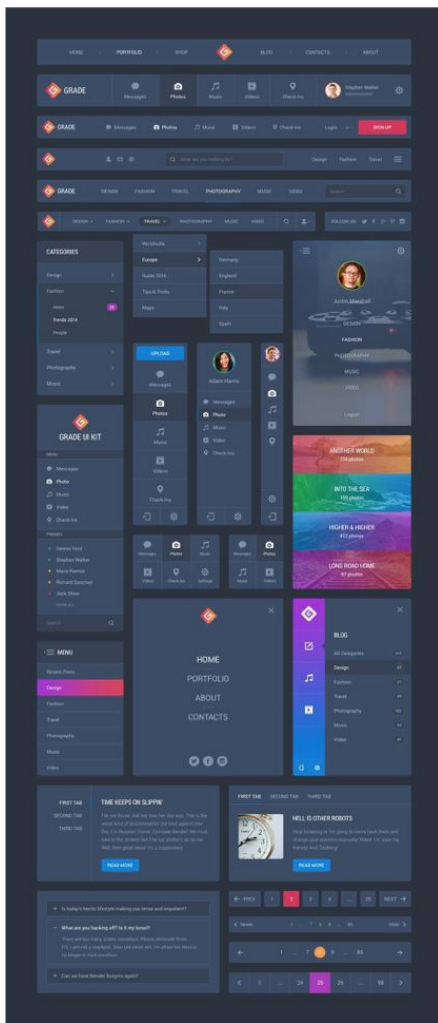


Apple

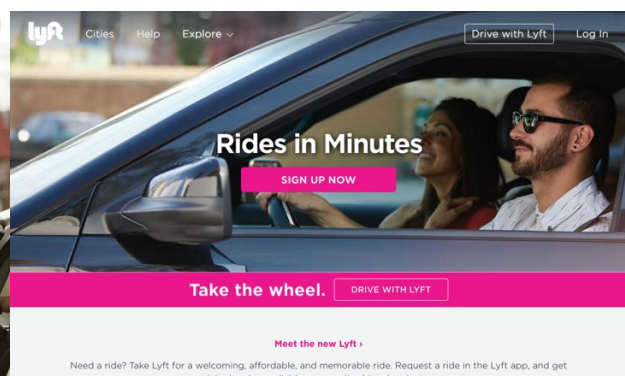
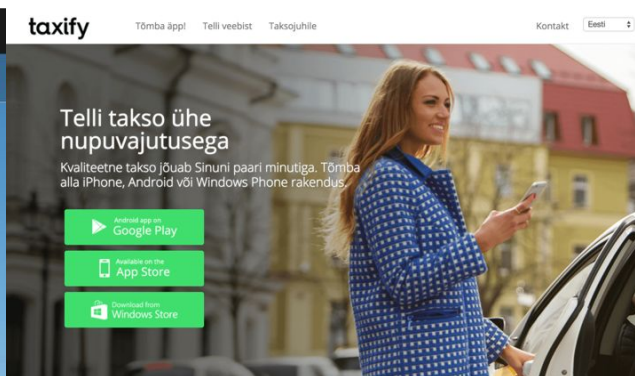
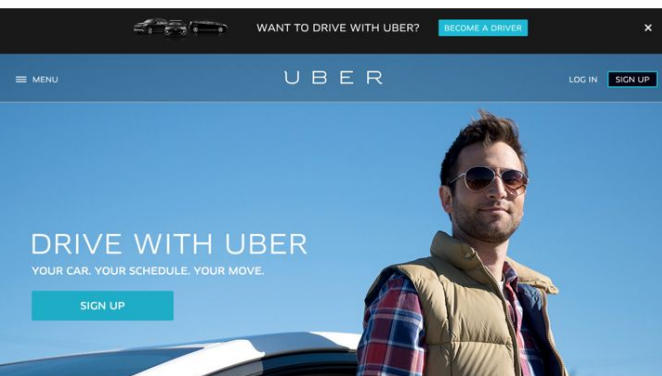
“Good Artists borrow,  
great artist steal”



Samsung







# Where to look for?

Creative Market - [creativemarket.com](https://creativemarket.com)

Sketch App Resources - [sketchappsources.com](https://sketchappsources.com)

Pick full colour palettes - [colourlovers.com/palettes](https://colourlovers.com/palettes)

Design type-only logos quickly using [dafont.com](https://dafont.com)

Choose themes - [themeforest.com](https://themeforest.com)

Never start layouts from scratch.

Use Bootstrap or templates.

# Inspiration

behance.net



dribbble.com



**Have fun!**

