

Hi,  
My name is



Jana Maia

# education

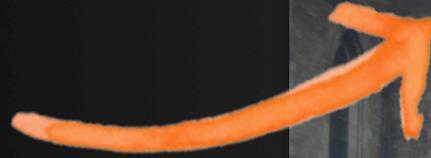
+

- Master's in Project Management

+

- Eng. in Computer Engineering

PhD in User Experience



# Experience



**9 years**

UX lead &  
Strategy



**12 years**

Agile Lead  
& Direction

**/// 3MONTHS**

Building amazing  
experiences

*for mobile*



*"As far as the customer is concerned, the interface is the product."*



*Jef Raskin  
HCI expert @Apple*



# Why is UX important?

Product  
design



Experience  
design



# Lego

Near perfect  
Since 1948



Virgin America: St  
Francisco –  
Honolulu flights



Sir Richard Branson at San Francisco International Airport, before the airline's first passenger flight to Hawaii.

Outperform the  
competition

*"Most business models  
have focused on self  
interest rather than  
User Experience"*

Tim Cook  
Apple CEO

Opportunity

13:45 87%

← www.virginamerica.com 1

← Who is sitting at 3E? \$1,291.20

## Complete info for 3E

Already have an Elevate account? [Sign In](#)  
The purchaser should be listed as a primary traveler. [Why?](#)

Primary Traveler

Christopher HEY THERE

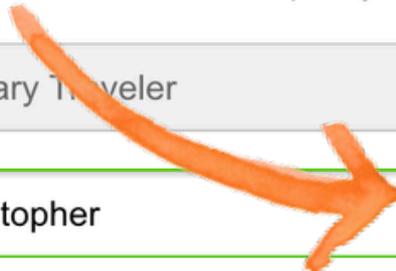
Middle Name (optional)

Ratcliff NICE NAME

Born on:

Month ▼ Day ▼ Year ▼

Email



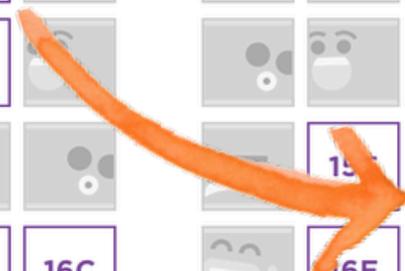
13:47 87%

← www.virginamerica.com 1

← Pick Christopher's seat for LAS to LAX (skip) \$1,291.20

### EDIT GUEST INFORMATION

	13B				
	14B				
			15B		
16A	16B	16C	16E	16F	
17A			17D	17E	17F
		18C			
19A	19B	19C	19D	19E	19F
20A	20B	20C		20E	20F
		21C	21D	21E	21F





More effective &  
successful results

Went from failure to 10B valuation – attributes it to user research “*When we started talking to customers and seeing how they used the service, it was the defining moment of success that turned the company around*”

Joe Gebbia  
Founder Airbnb

hello.is

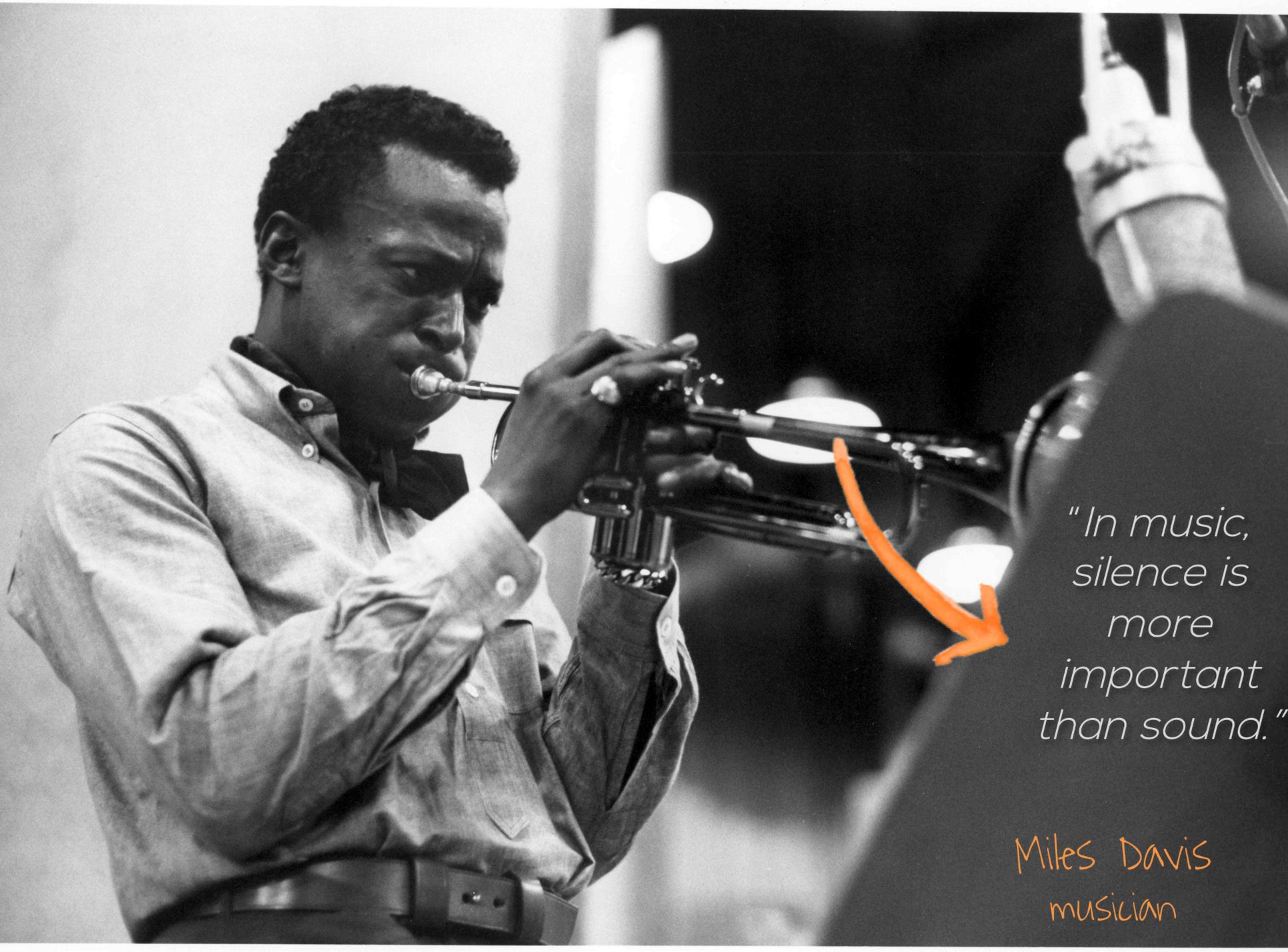


# Blinkist

white space



Blinkist	Blinkist	Blinkist
<p>New Categories Curated</p> <p>Greg McKeown Essentialism</p> 	<p>New Categories Curated</p> <p>Society</p> 	<p>New Categories Curated</p> <p>Find Your Purpose</p> 
<p>Nina Teicholz Big Fat Surprise</p> 	<p>Politics &amp; History</p> 	<p>Career Transformation with Sean Johnson</p> 
<p>John Warrillow Built to Sell</p> 	<p>Health &amp; Happiness</p> 	<p>Motivation with Derek Sivers</p> 
<p>Dana Priest and William M. Top Secret America</p> 	<p>Entrepreneurship</p> 	<p>Passion vs. Mastery</p> 



*"In music,  
silence is  
more  
important  
than sound."*

Miles Davis  
musician

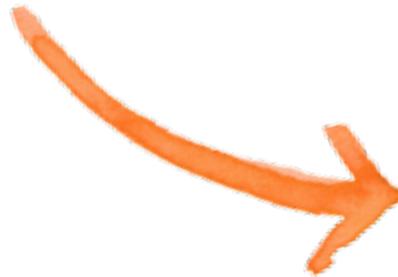
# PeekCalendar



Gesture-  
enabled

# Slack

Takes away the pain



Enter your **password** for **GPM Agency**

Sign in

**Password long? Hard to type?**

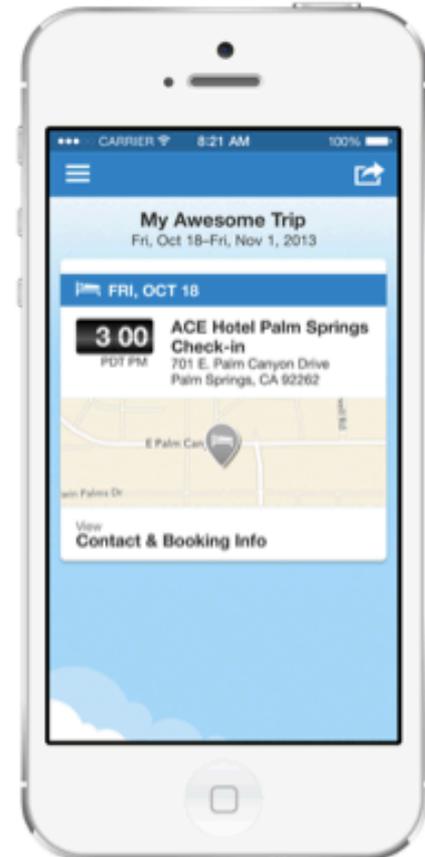
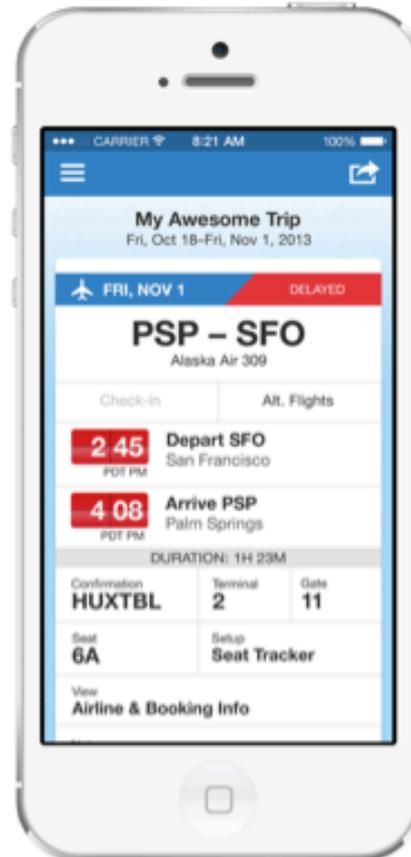
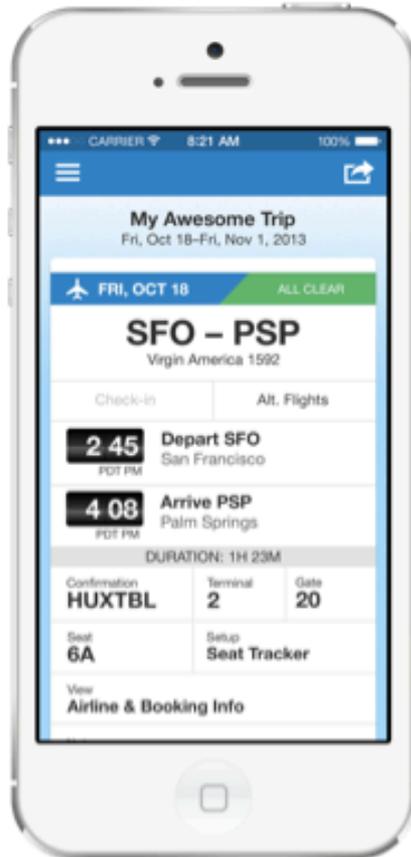
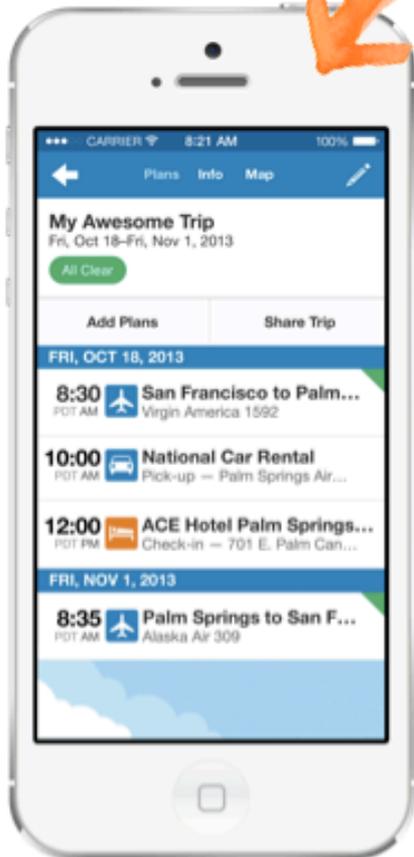


Get a magic link sent to your email that'll sign you in instantly.

Send Me a Mobile Sign In Link

# TripIt

Email API



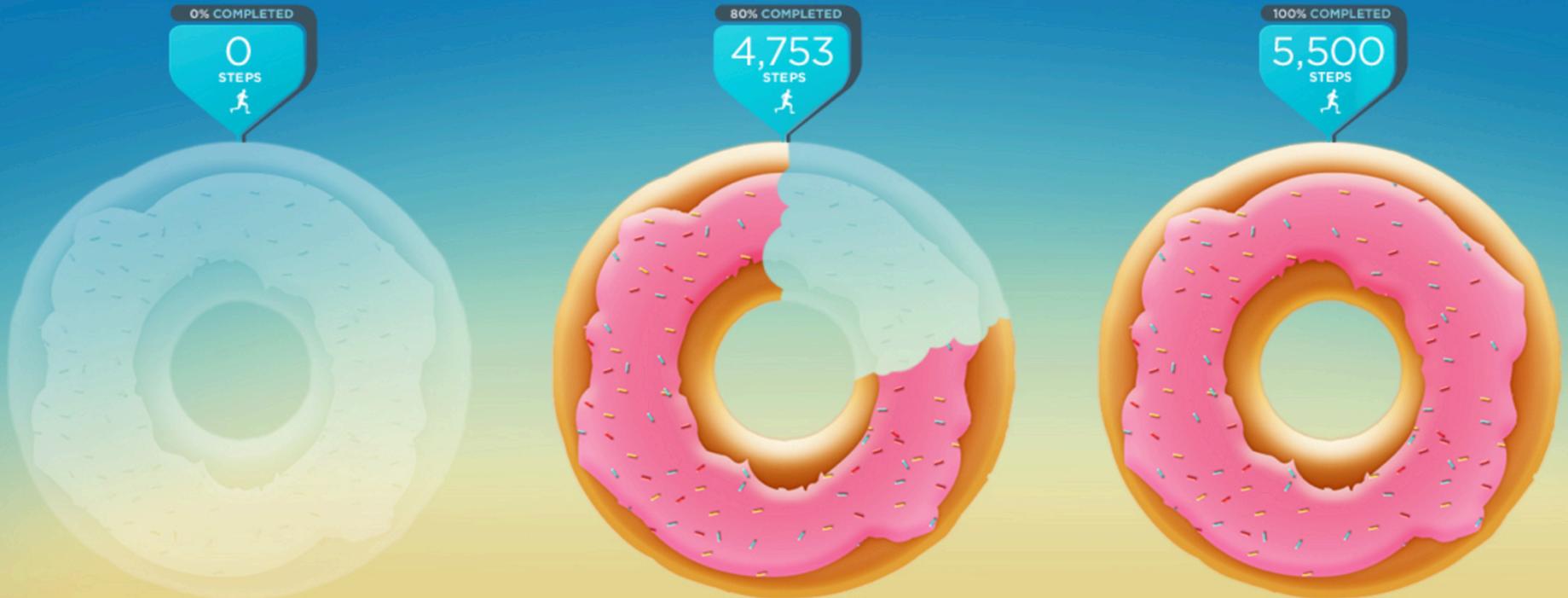


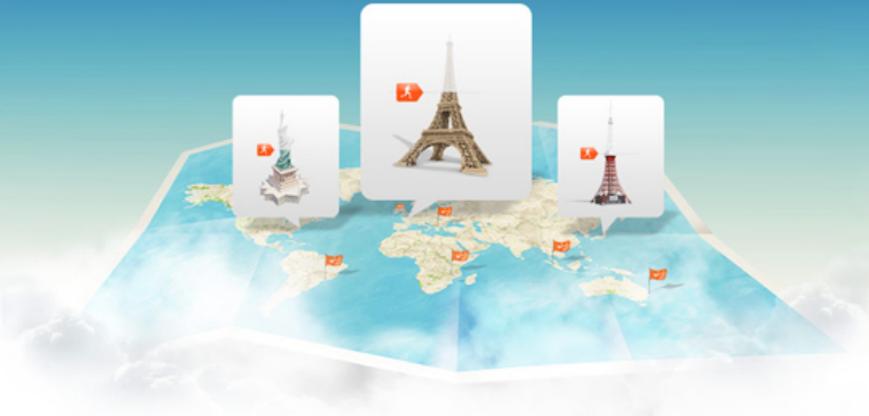
Long list  
revisited

Longchamp

# Nike + Active

Clever data display





Nike + Active

*"The ultimate design is little different from the natural world."*

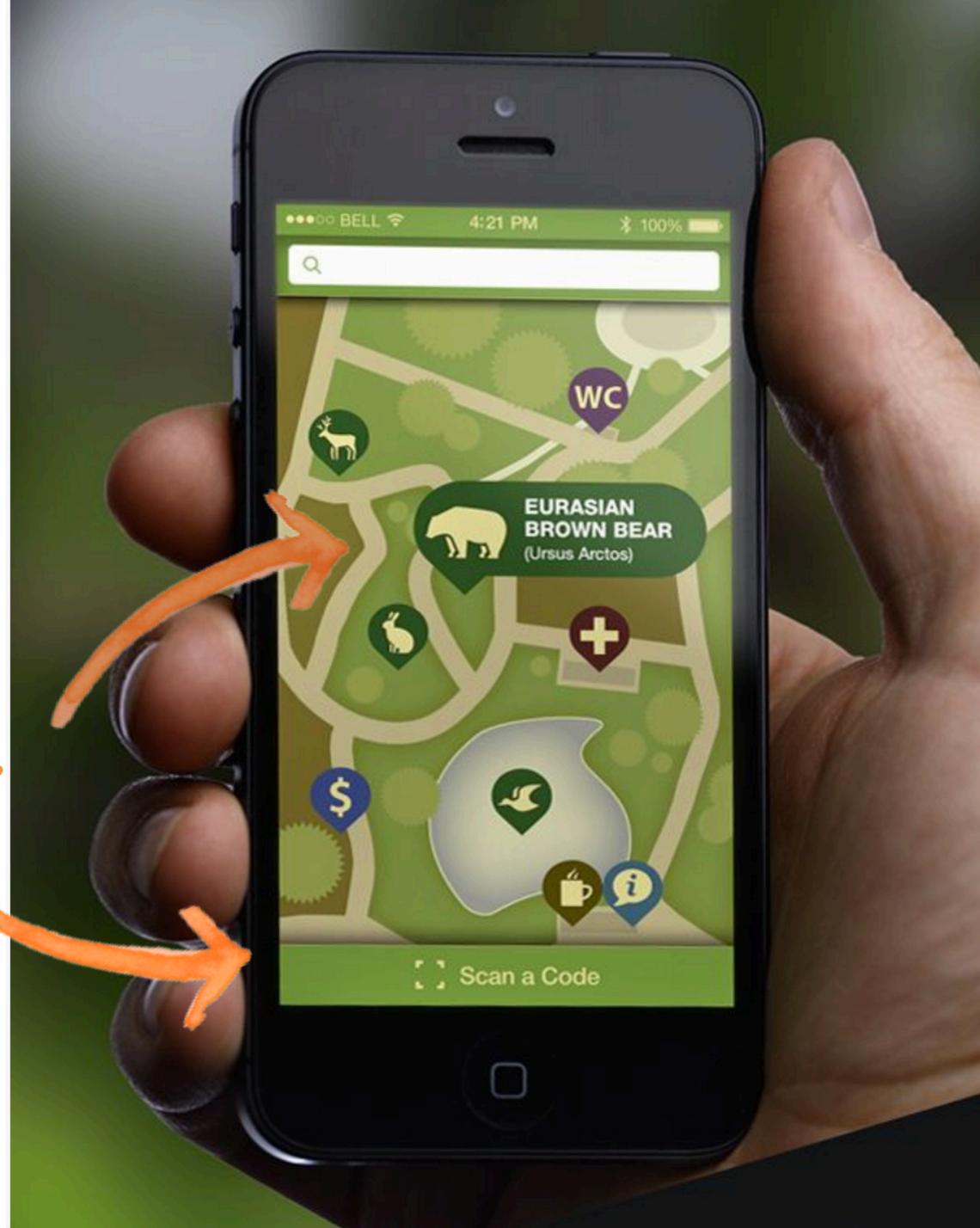


Kenji Ukuan  
Industrial Designer

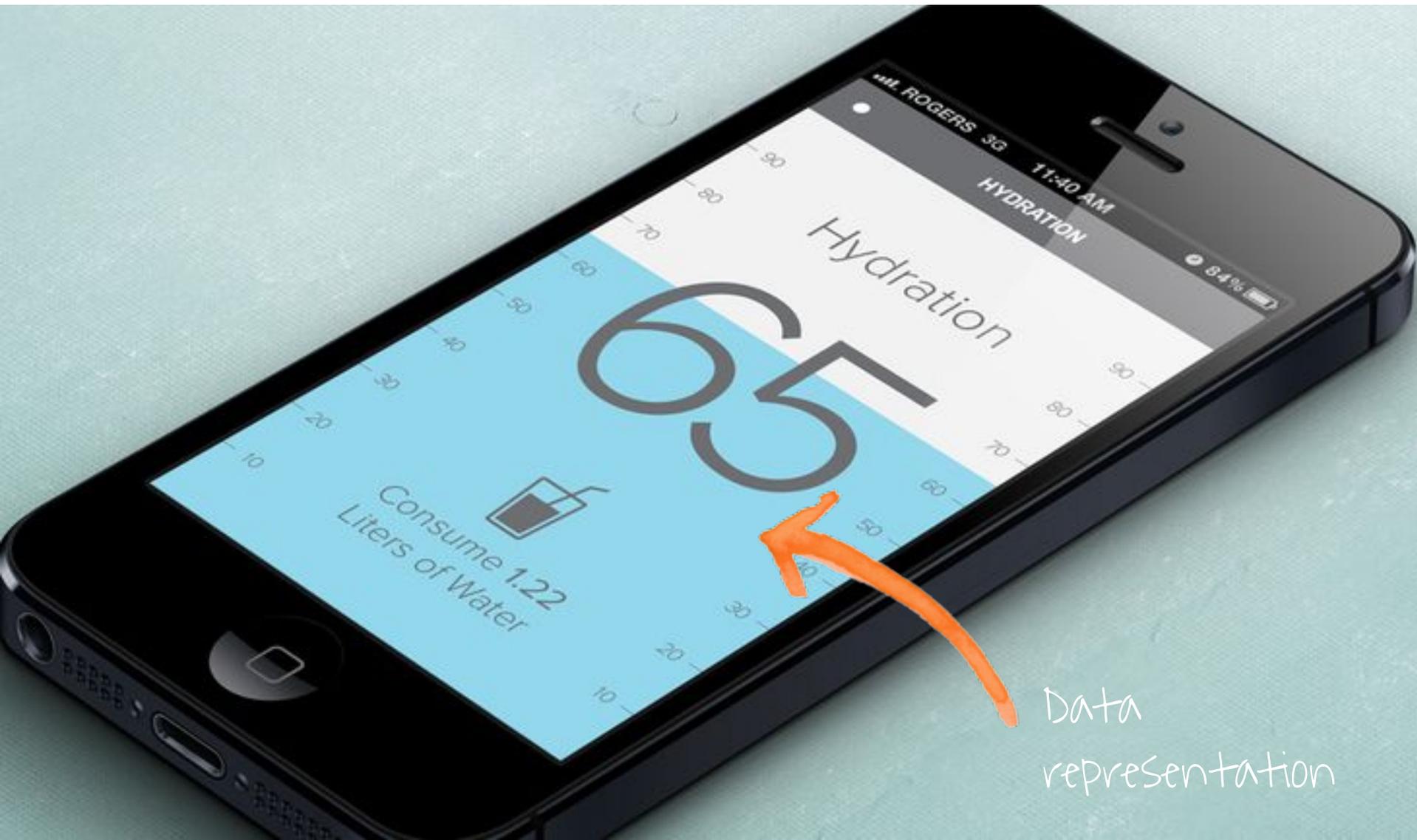


# Zoo assistant

Clear call to actions



# Hydration app concept



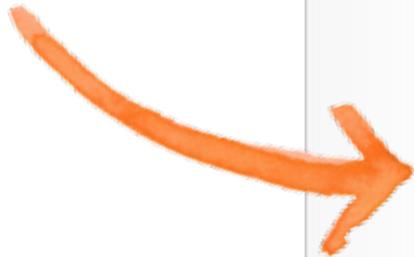
*"UI is like a joke. If  
you have to  
explain it, it's not  
that good"*

*Anonymous*



# Nutrition

Completeness

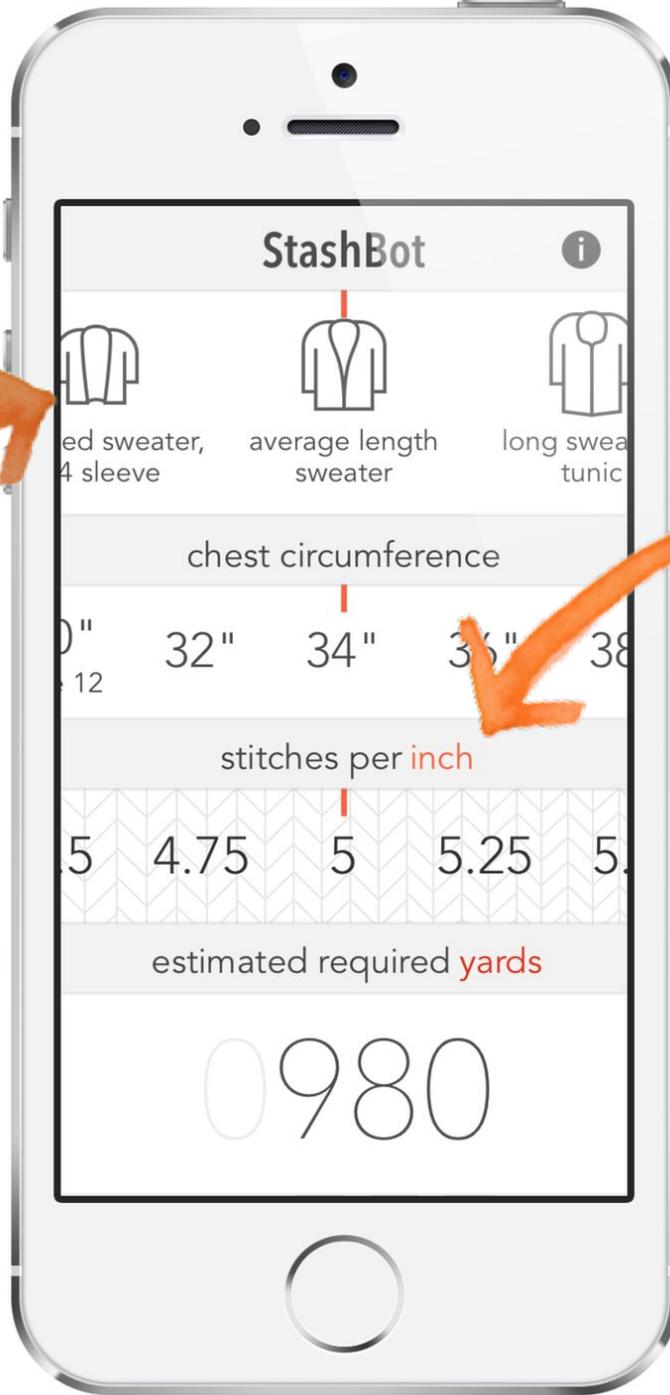




# Weather app concept



*Weather & time  
representation*



Images & meaningful words

Important words highlighted with colour

*Cinema  
experience*



MENU

ENTERING NOW!

SPECTRUM IMAX  
**SKYFALL**

PG-13 2hr 35min

THEATER 6  
**4:15PM**  
TODAY

SPECTRUM REGULAR

**LIFE OF PI**

PG 2hr 6min

THEATER 6  
**8:30PM**  
TODAY

DISTRICT AMC IMAX

**LINCOLN**

THEATER 12  
**1:30PM**  
TOMORROW

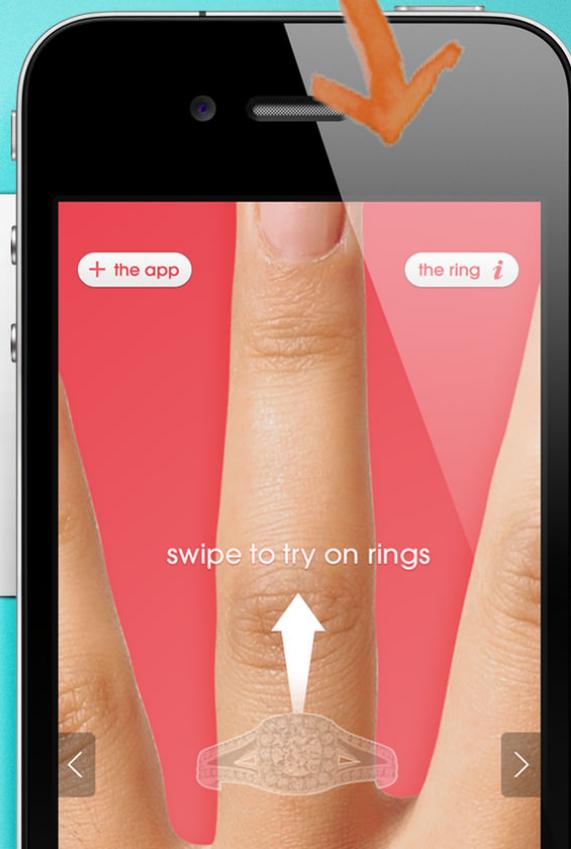
# Gravity app

Simple interface & straightforward  
real life application

## EXPERIENCE THE PULL OF GRAVITY

**VISIT [GRVTY.US](http://GRVTY.US)**  
ON YOUR SMARTPHONE  
TO VIRTUALLY TRY ON  
BC CLARK'S OWN LINE OF  
DIAMOND ENGAGEMENT RINGS...

GRAVITY  
by BC Clark



*I have learned  
that people will  
forget what you  
said, people will  
forget what you  
did, but people  
will never forget  
how you made  
them feel.*

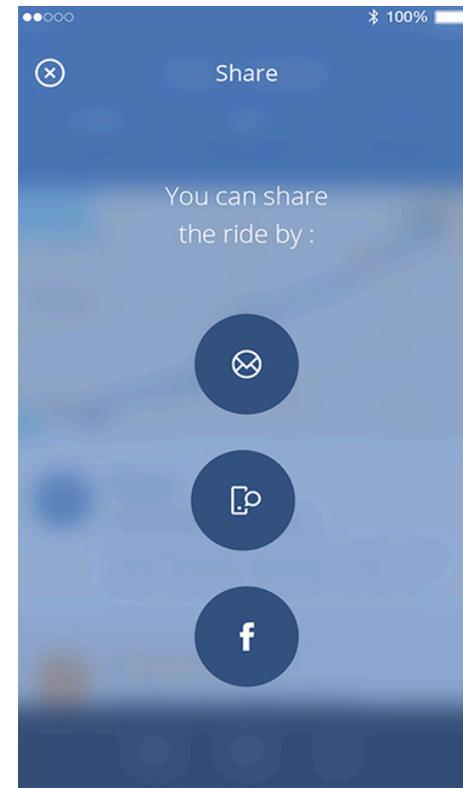
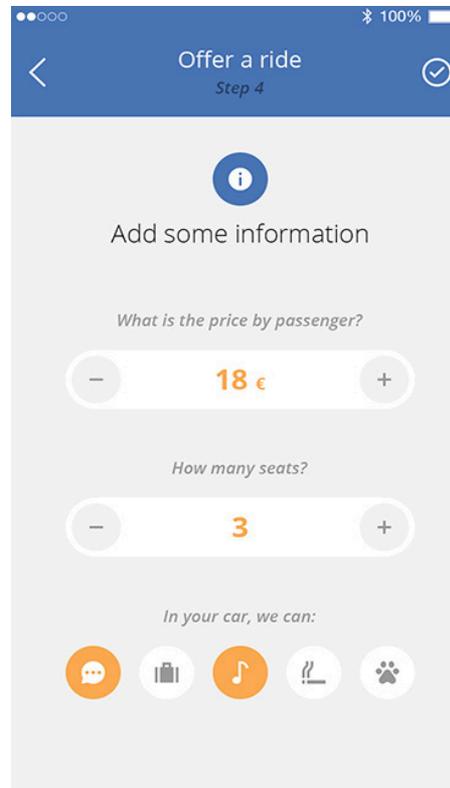
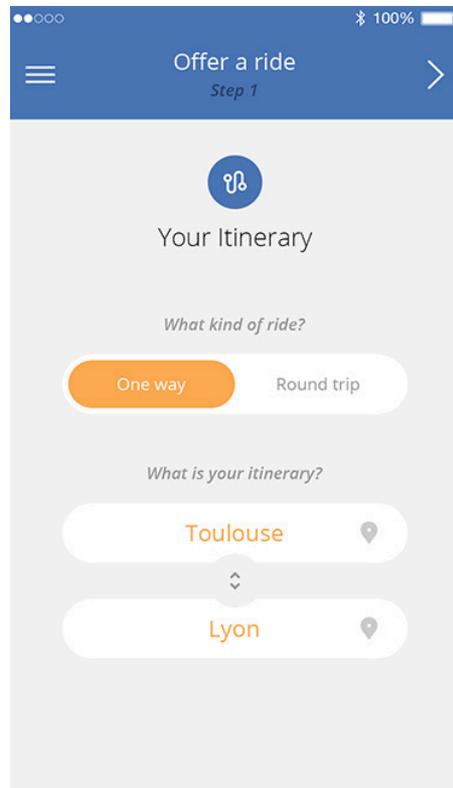
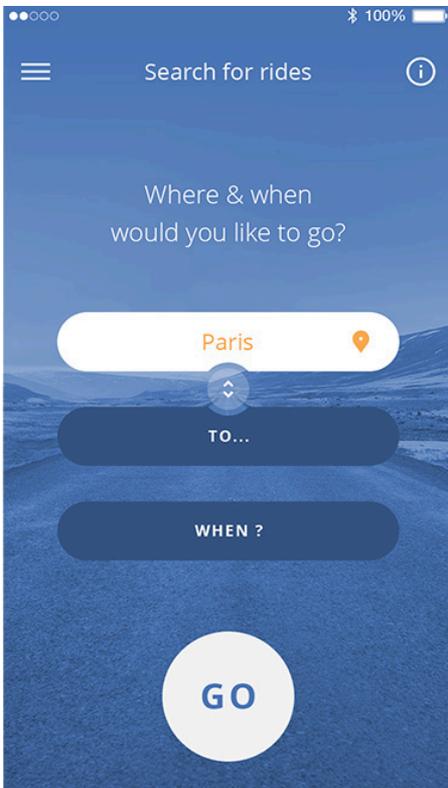
***Maya Angelou***  
***1928-2014***



*Photo by Michael Collopy*

# BlaBlaCar Concept

Each screen with a definite proposal —  
sense of accomplishment





LA FORMA SAPORITA



WWW.LAFORMASAPORITA.IT

Focus on the  
main purpose of  
the app





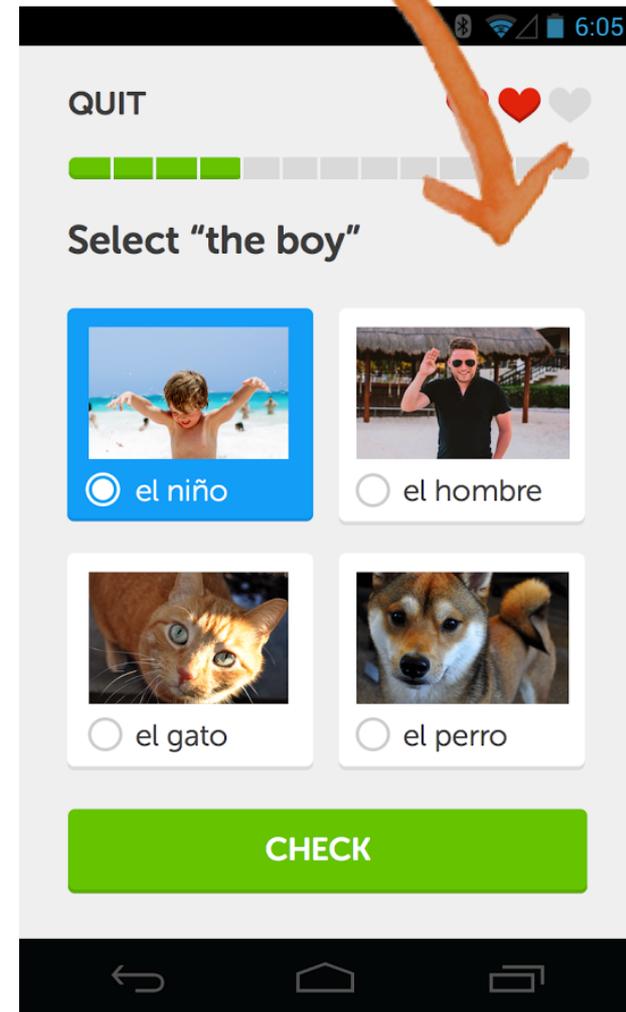
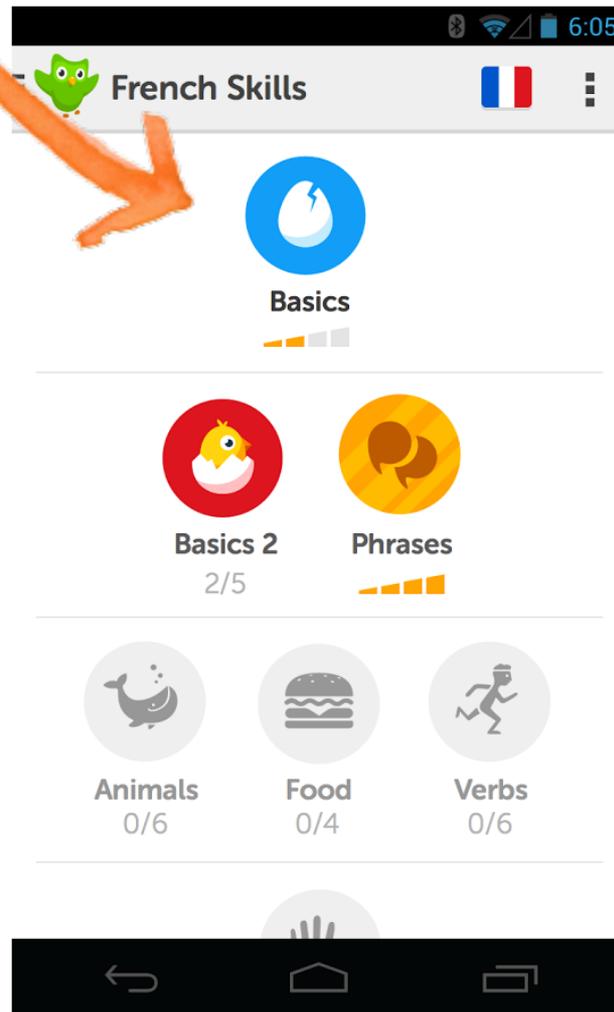
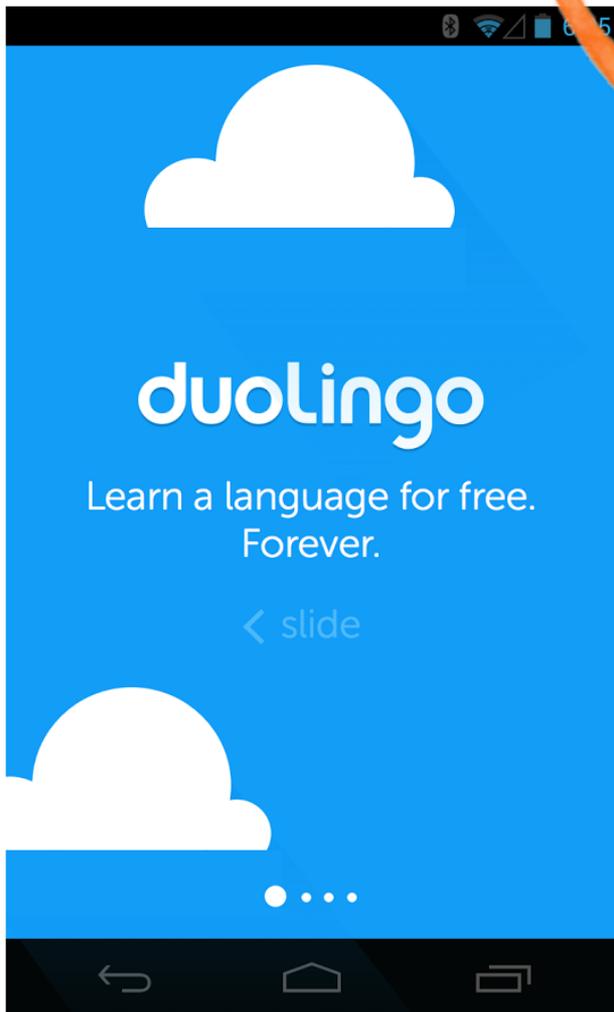
*"Simplicity is the  
ultimate form of  
sophistication."*

Leonardo da Vinci

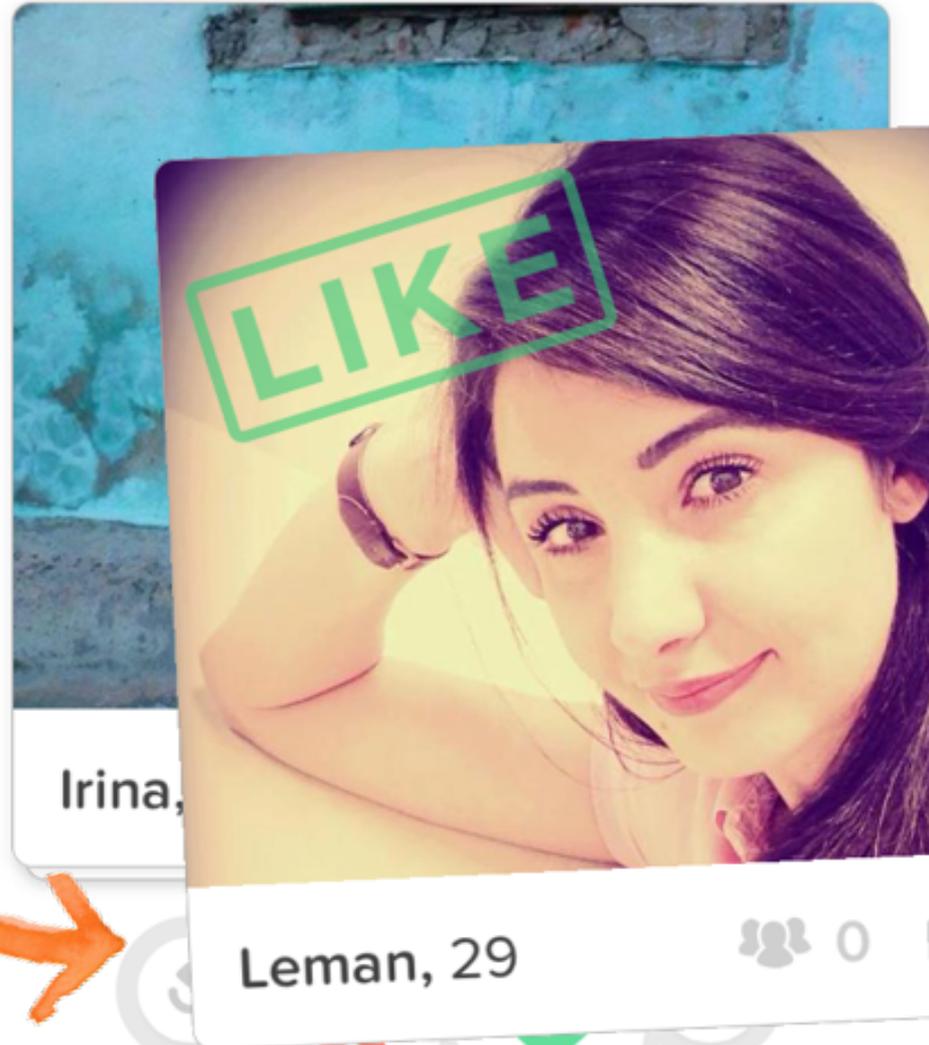
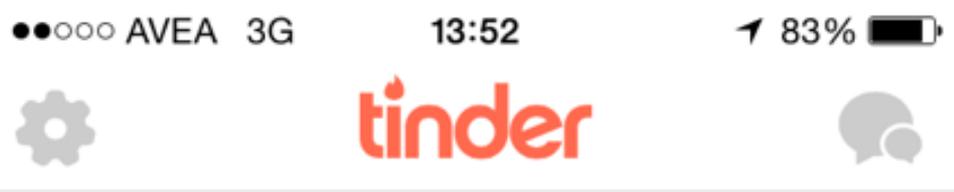
# Duolingo

Easy navigation

Large, easy to click



# Tinder

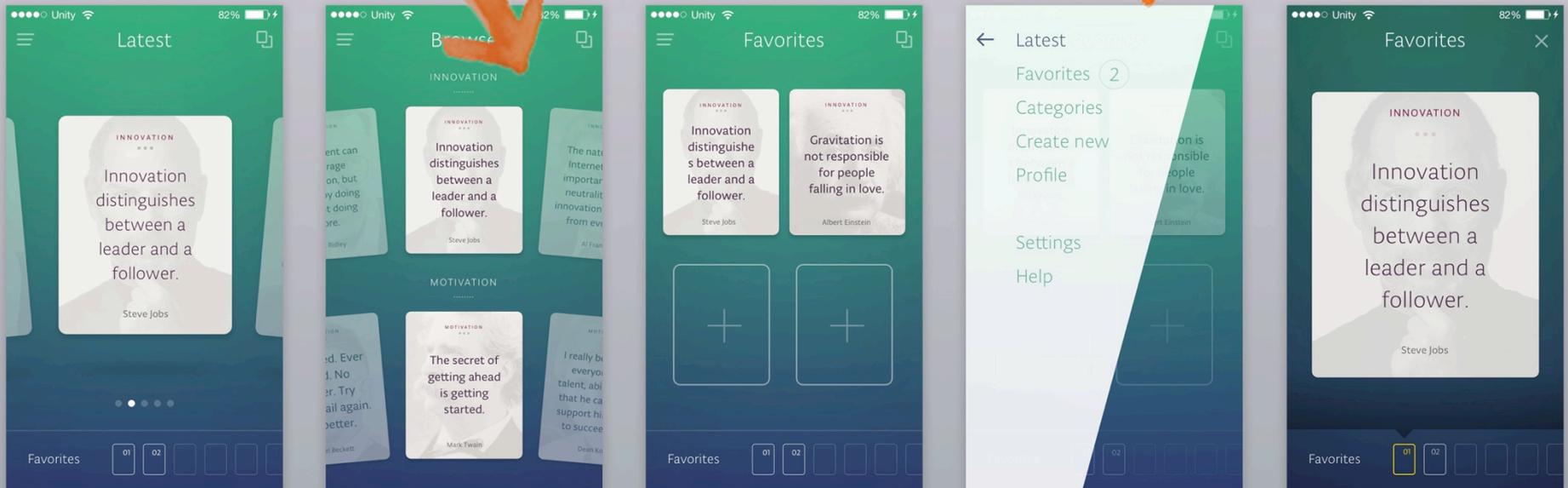


Natural micro-  
interaction and  
feedback

# Quotes concept app

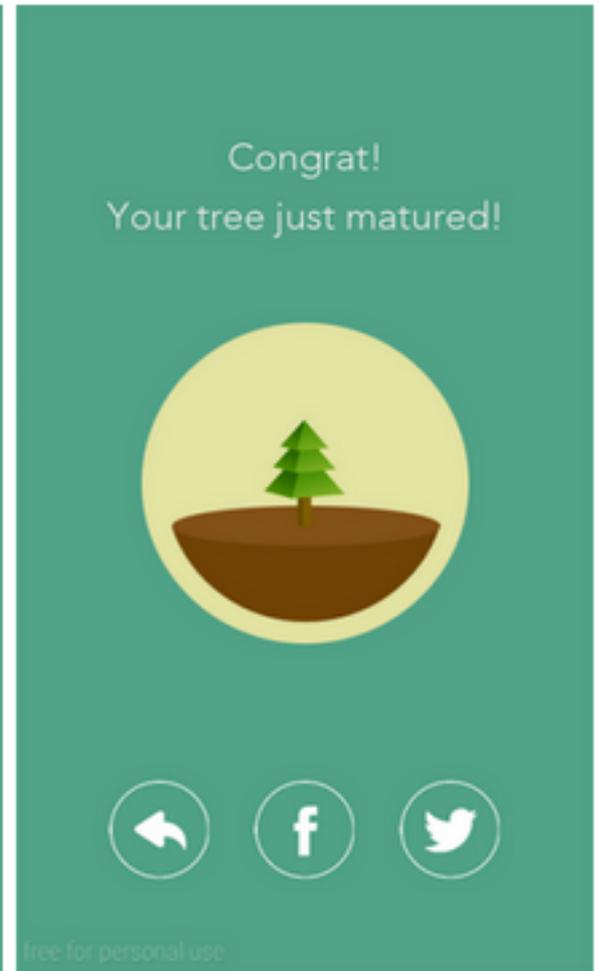
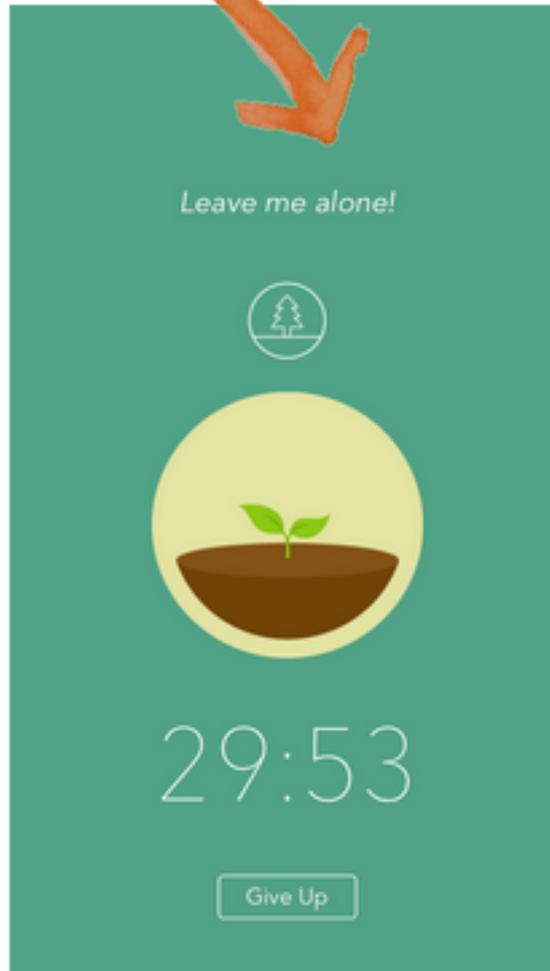
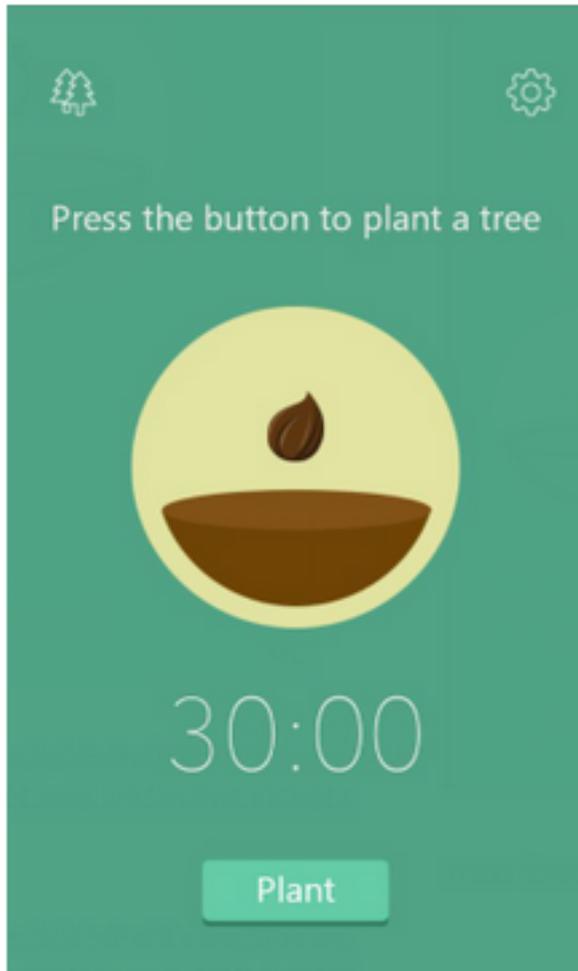
Similar to real life cards

Clean and  
new



# Forest app

Simple & funny





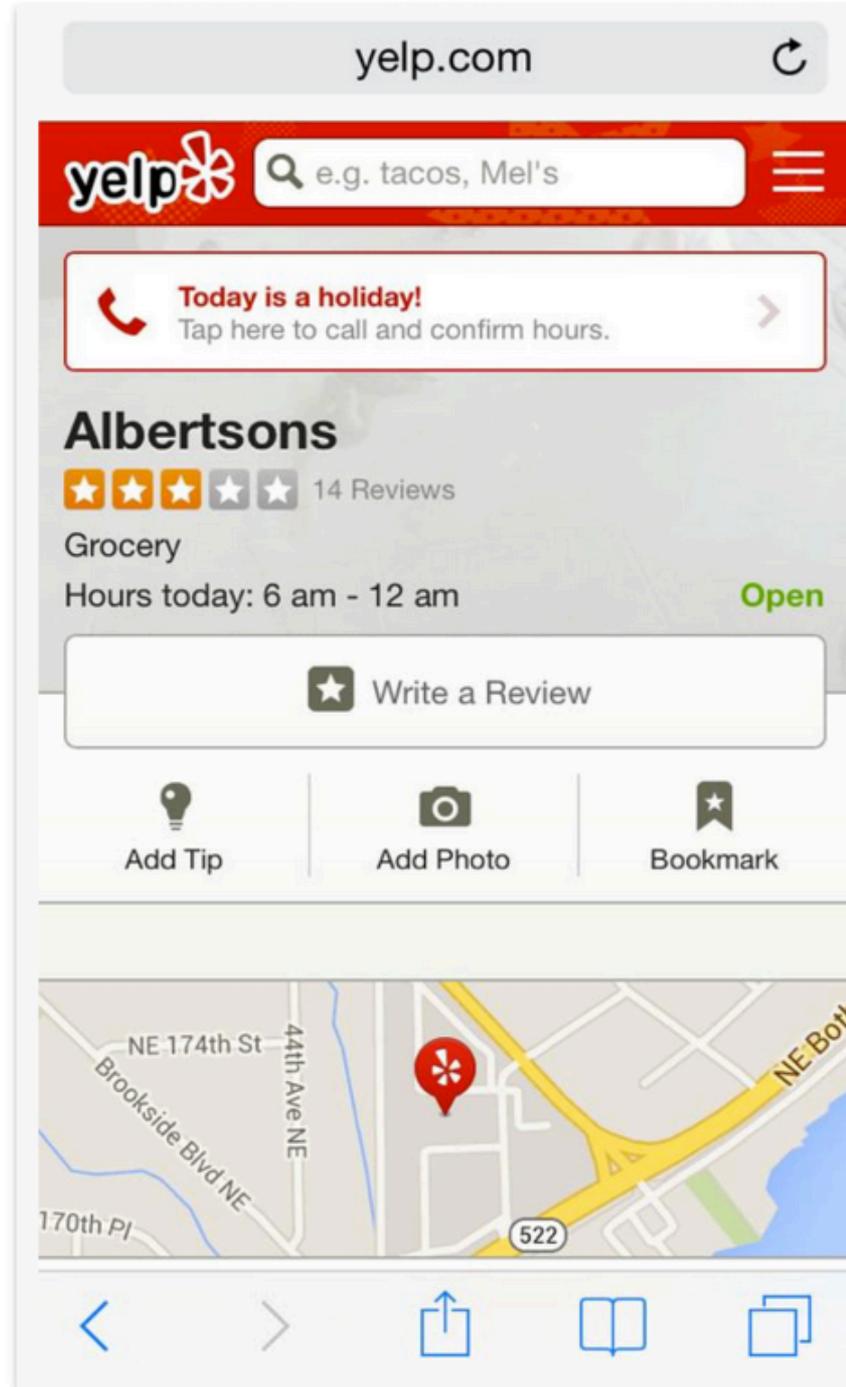
*"Simple is hard.  
Easy is harder.  
Invisible is hardest."*

*Jean-Louis Gassée  
Executive @Apple*

# Yelp

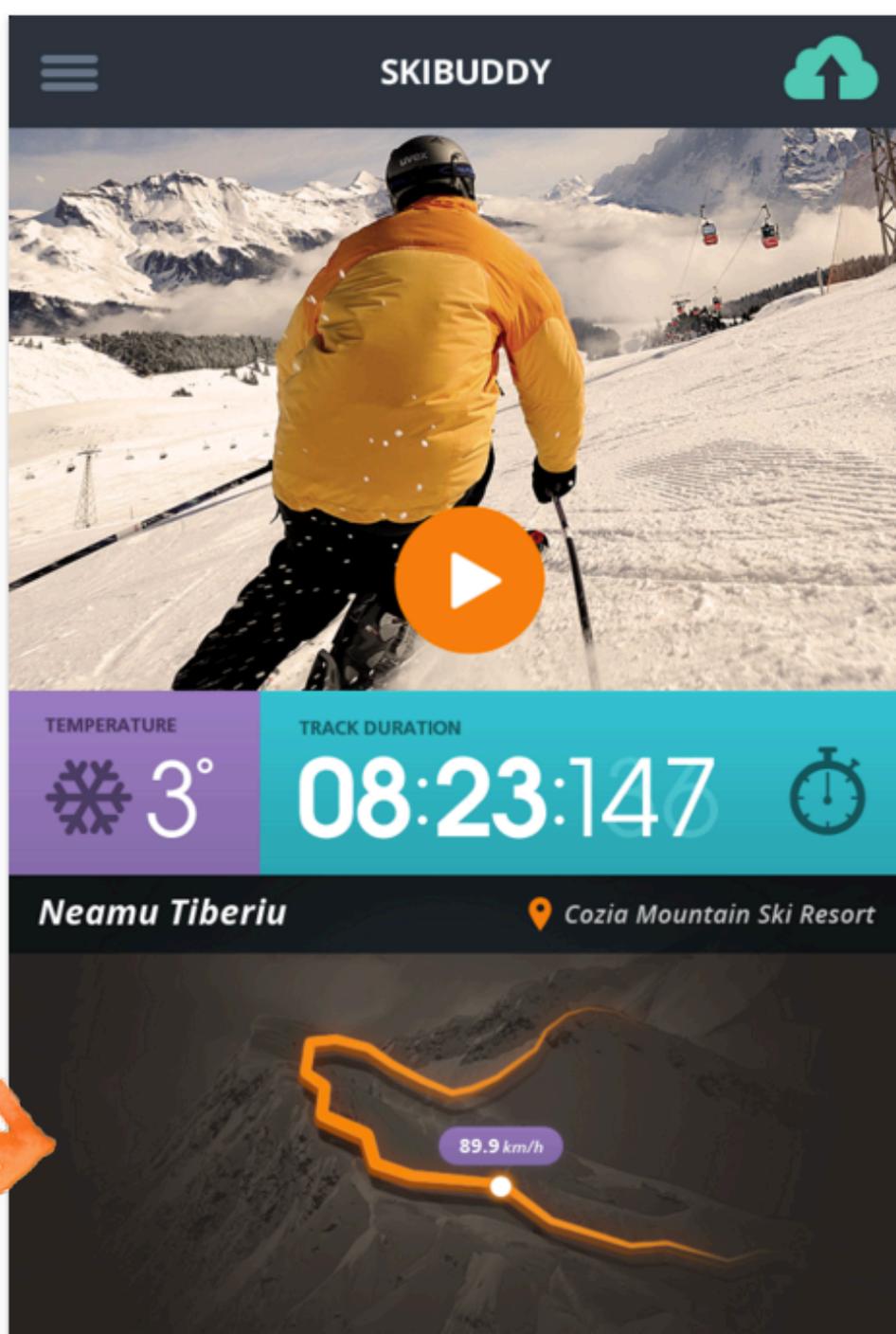


Useful onboarding & usage assistance



# SkiBuddy

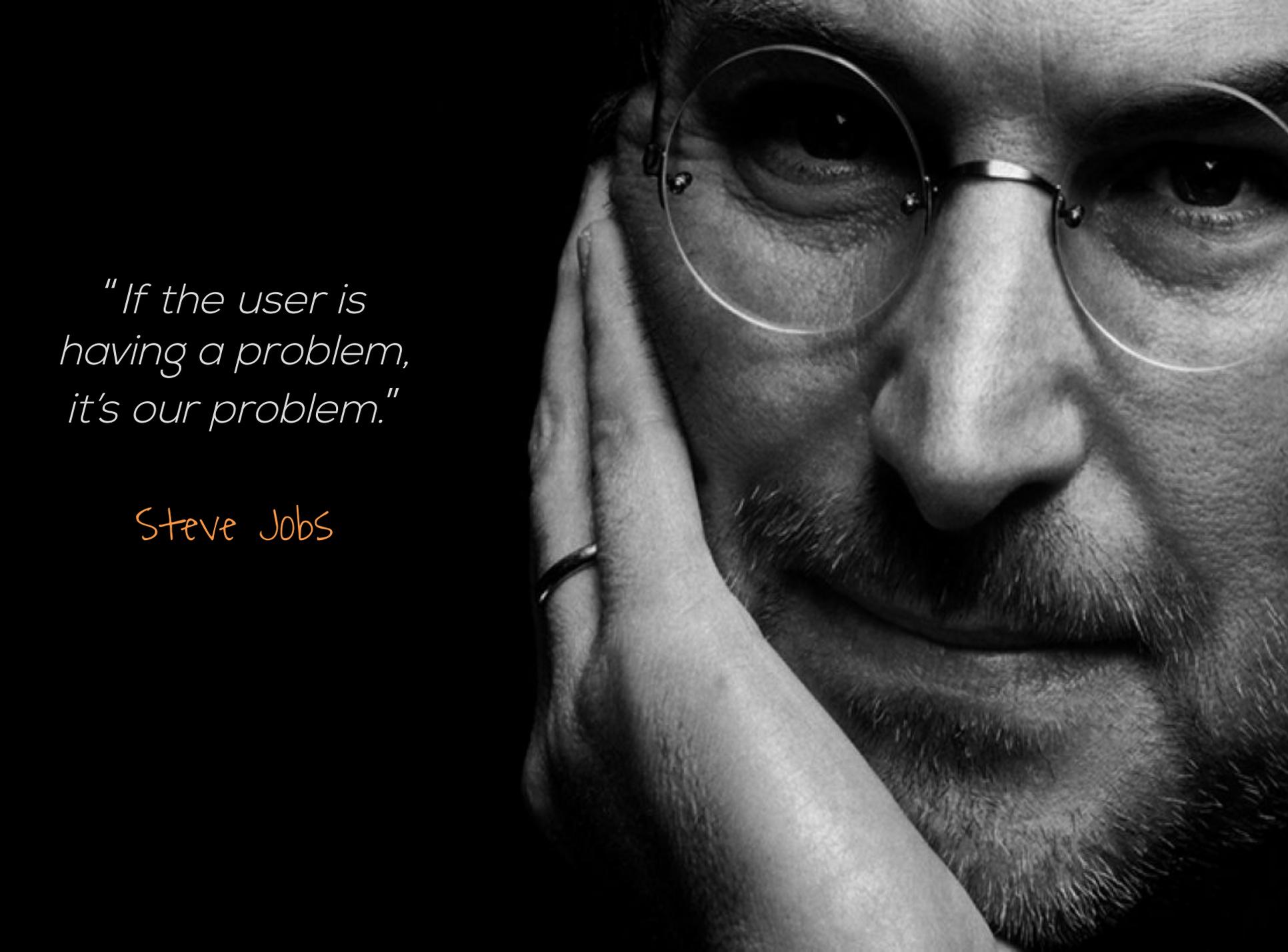
Emulates  
real life experience



# Uninstallation of mobile apps



42%  
UX fail

A black and white close-up portrait of Steve Jobs. He is wearing his signature round glasses and has a slight smile. His right hand is resting against his cheek, with a ring visible on his ring finger. The background is dark and out of focus.

*"If the user is  
having a problem,  
it's our problem."*

Steve Jobs

# Does your UX need improvement?



Are you  
asking this  
question?

Google

Why are users

why are users **so stupid**



This email was sent to: [kristin@runkeeper.com](mailto:kristin@runkeeper.com)

FitnessKeeper, Inc. 60 Canal Street Boston, MA 02114

Give future emails from RunKeeper? You can [unsubscribe](#) here.

[Click here to update your email address](#)



## We're a tad off course...

We weren't able to find the page you wanted, despite your great directions and our relentless optimism. Just think of this journey as the destination.

Is this happening a lot?  
[Let us know](#)

Is your phone smart?  
[Use our app instead](#)

# RunKeeper

SIGN UP

LOG IN

## FORGOT YOUR PASSWORD?

Enter the email you signed up with and we will send a link to reset your password.

[Submit](#)

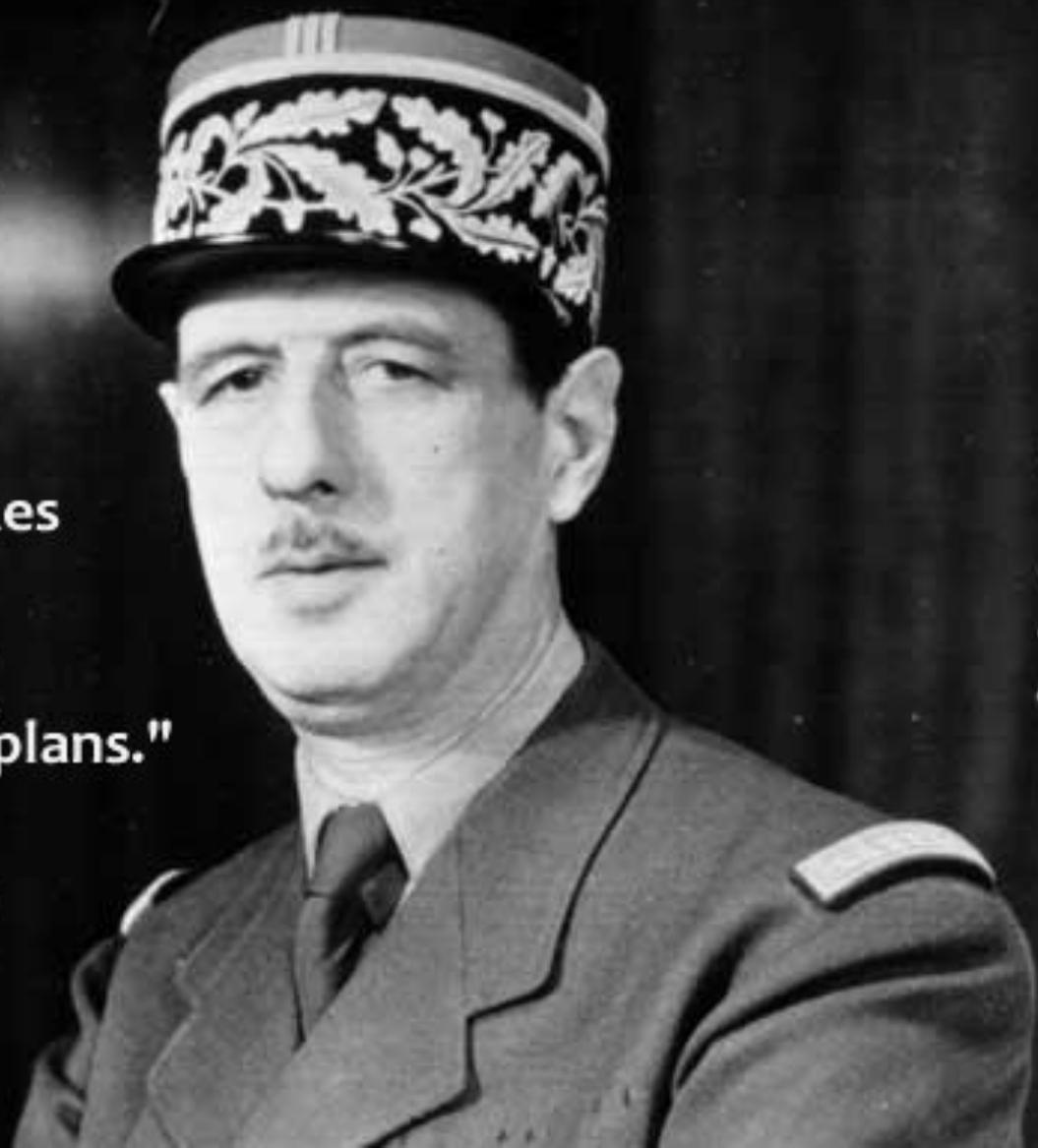
[back to login](#) →

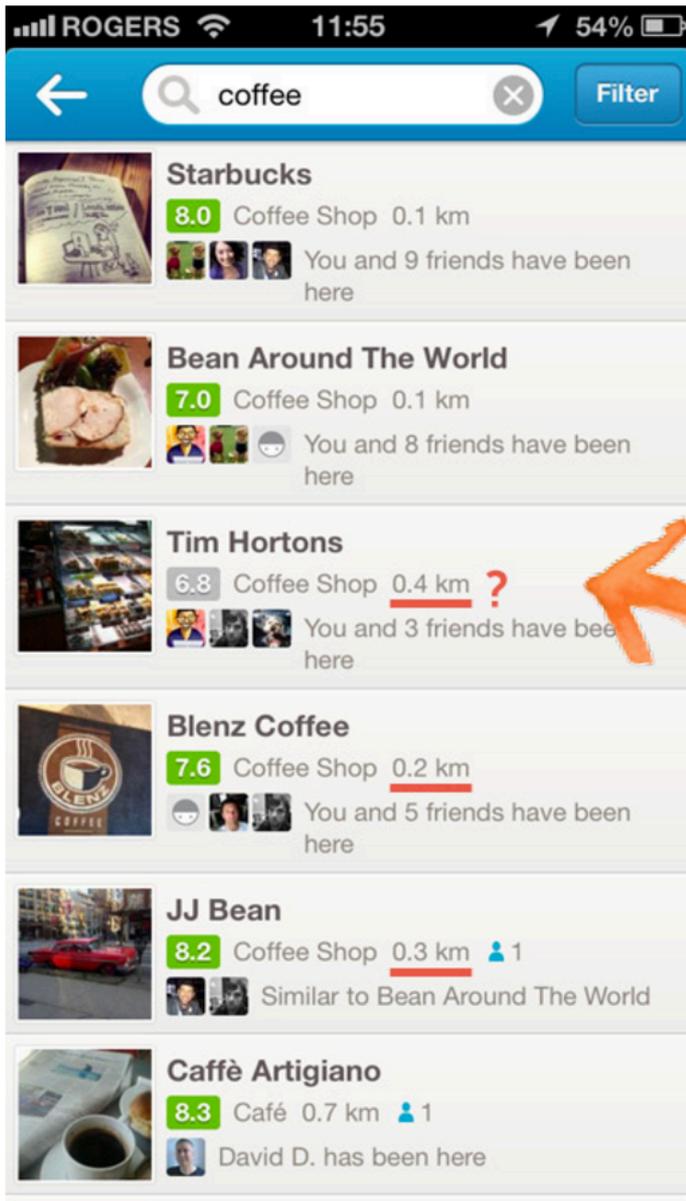


**We were unable to find**

**"Victory often goes  
to the army that makes  
the least mistakes,  
not the most brilliant plans."**

**Charles de Gaulle**



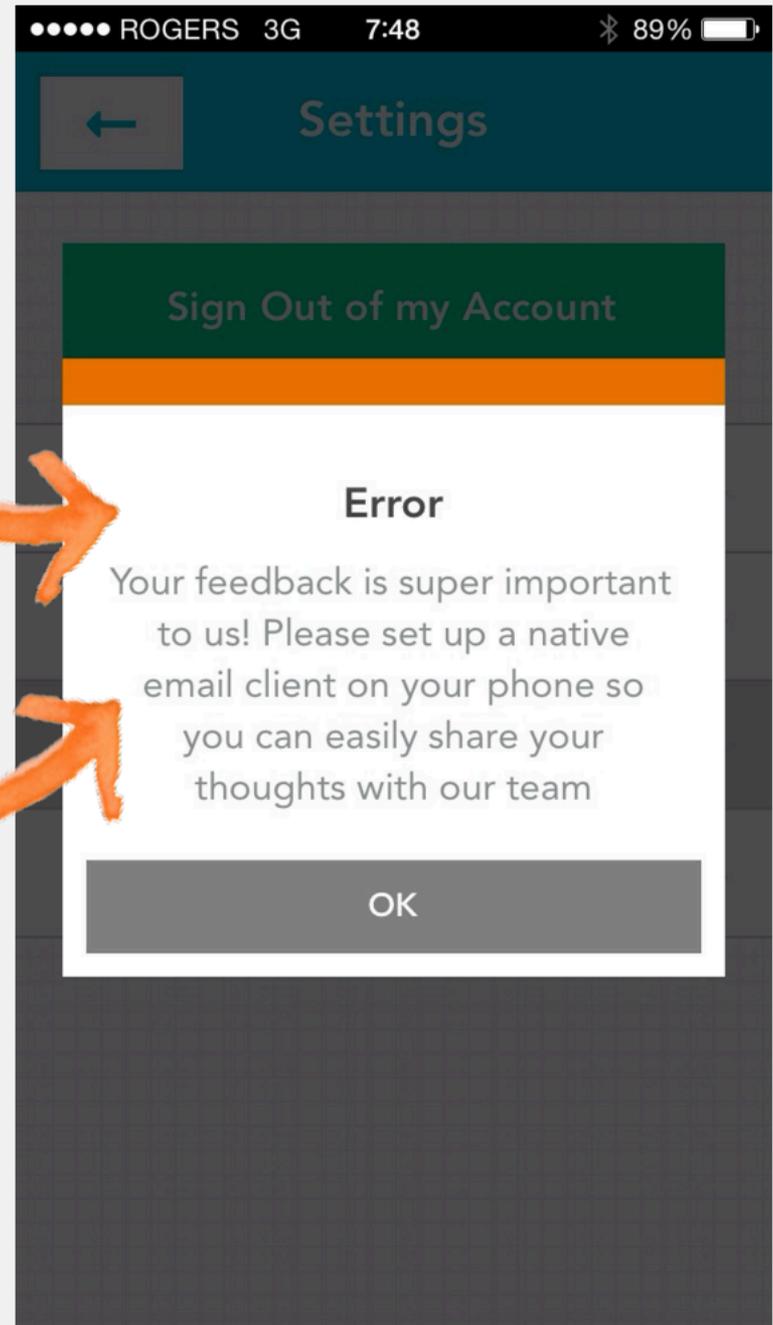


# Foursquare

Missed opportunity  
to make it easier

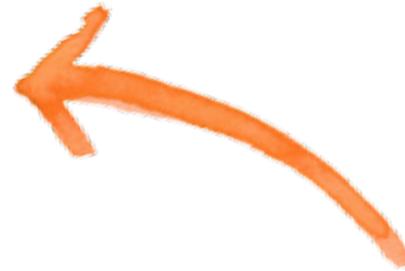
Error or Feedback request?

Who in their right state of mind will do this to provide feedback?





United  
airlines



Error prevention  
missing

*"If there is "trick" to  
it, the UI must be  
broken"*

*Douglas Anderson*



# Creative pool

The image shows a screenshot of the Creativepool website's navigation menu. At the top, there is a green header bar containing the Creativepool logo, a hamburger menu icon, and links for 'Sign up' and 'Login'. Below the header, the word 'Design' is displayed. A search bar with a 'Go' button is positioned below the header. Underneath the search bar is a grid of six navigation buttons: 'News', 'Inspiration', 'Features', 'Advice', 'Events', and 'Articles'. The 'News' button is highlighted with a green background. An orange arrow points to the 'Articles' button, which is the focus of the handwritten note.

News	Inspiration
Features	Advice
Events	Articles

Not suitable for human fingers!



Whoah!

Are you sure you learned this without even reading the full chapter?

[CONTINUE READING](#)

[LEARN NEXT](#)

Designing for the Responsive, Retina-Friendly Web

*" Just because  
nobody complains  
doesn't mean all  
parachutes are  
perfect ."*

Benny Hill  
English comedian



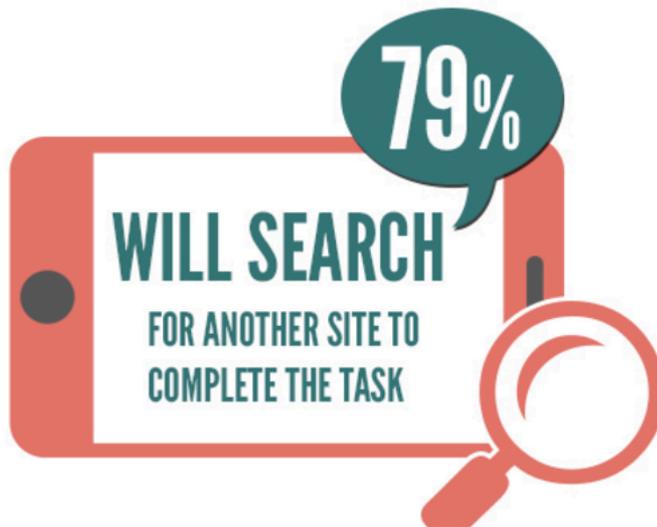
Don't just listen to your users.

Strive for perfection.

 **3MONTHS**

If content is not optimized, user will leave..

1



5X

**MOBILE USERS ARE  
FIVE TIMES MORE LIKELY TO  
ABANDON THE TASK  
IF THE SITE ISN'T OPTIMIZED FOR MOBILE.<sup>1</sup>**

2. Google (2012) What Users Want Most From Mobile Sites Today, a study from Google (conducted by Sterling Research and SmithGeiger).  
<http://googlemobileads.blogspot.com/2012/09/mobile-friendly-sites-turn-visitors.html>



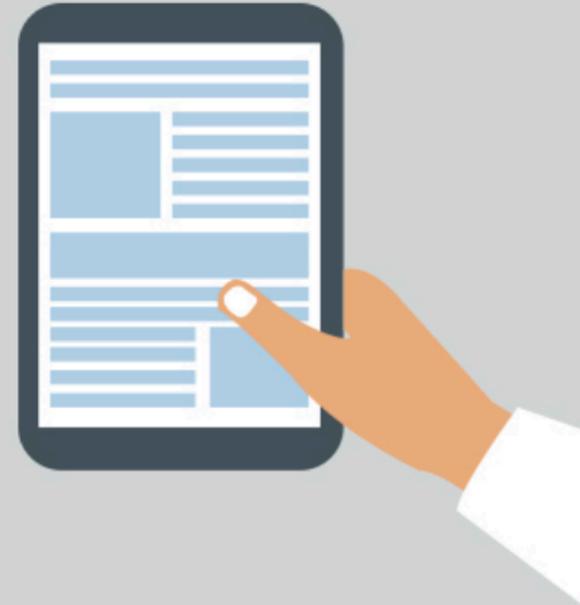
94%

Of smartphone users look for local information on their phone



and 90%

Take action, such as making a purchase or contacting a business.<sup>2</sup>



32



By **2020**, customer experience will overtake price and product as the key brand differentiator.<sup>9</sup>

9. (2014). Customers 2020. The Future of B2B Customer Experience. <http://www.walkerinfo.com/customers2020/>