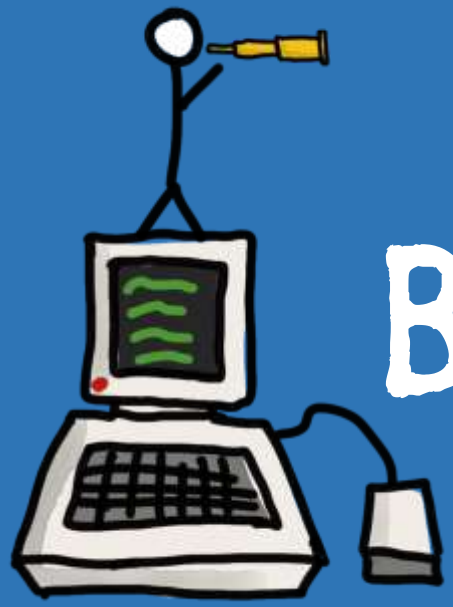


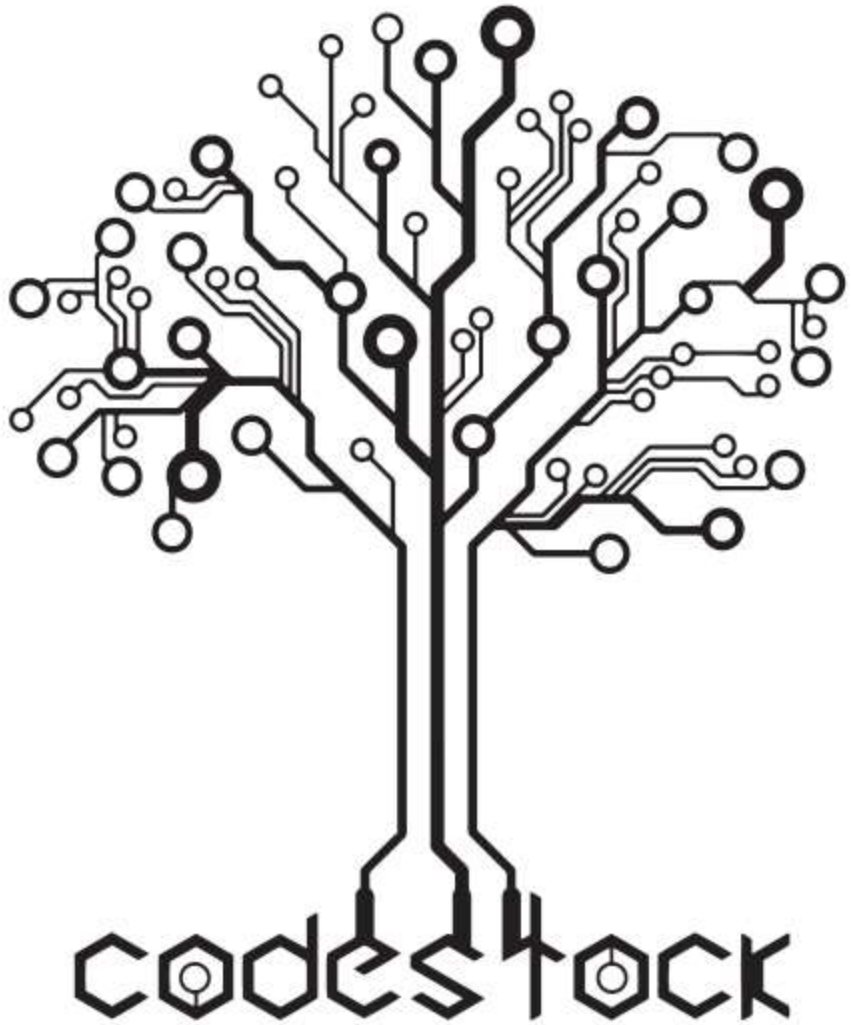
Build for the Future

When Your Users Are in the Past

Jared Faris

VP of Solutions @ HMB

codestock



EDUCATE | INSPIRE | CONNECT

Premier Staffing Partners

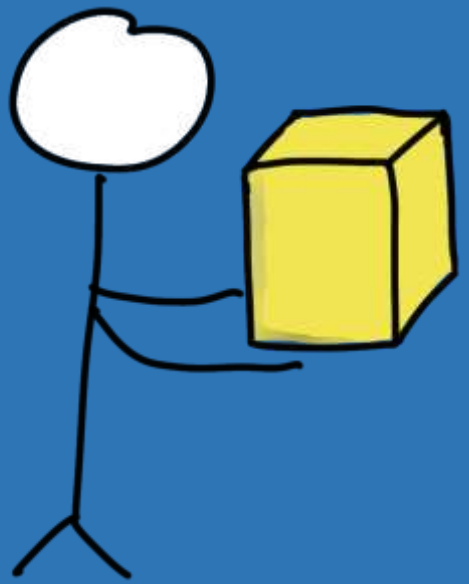
Pilot Flying J

GrapeCity

Discovery

Clayton technology

This *NEVER* happens

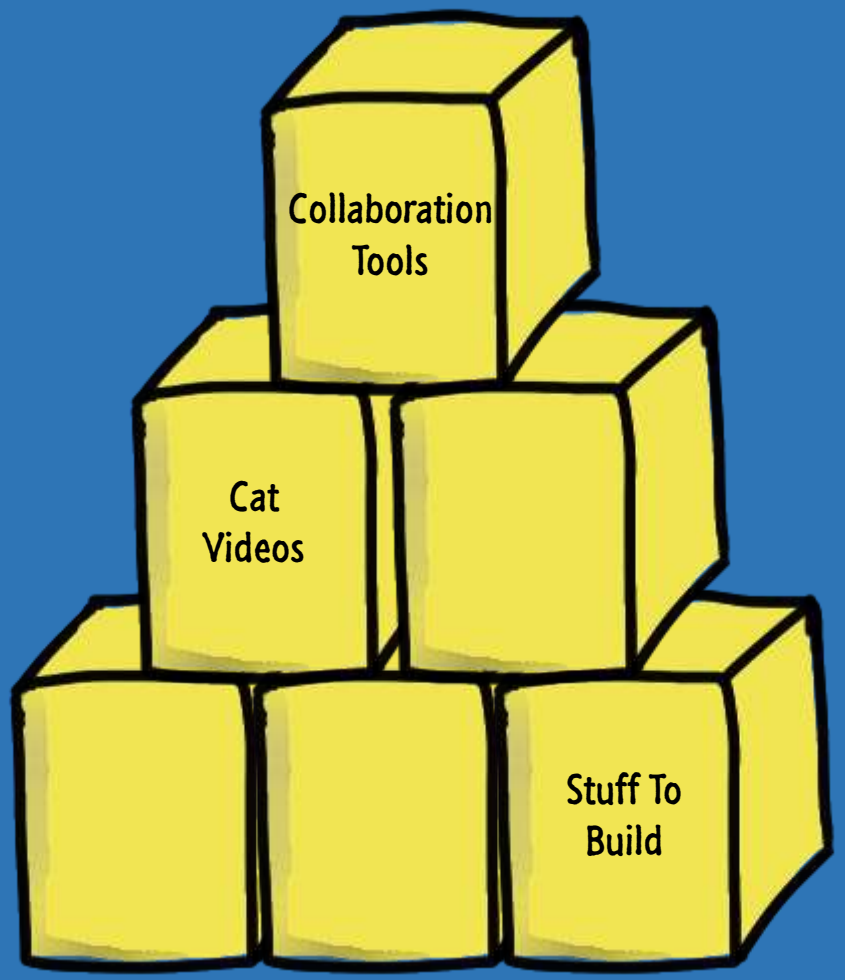


You

It's Not About

TECHNOLOGY

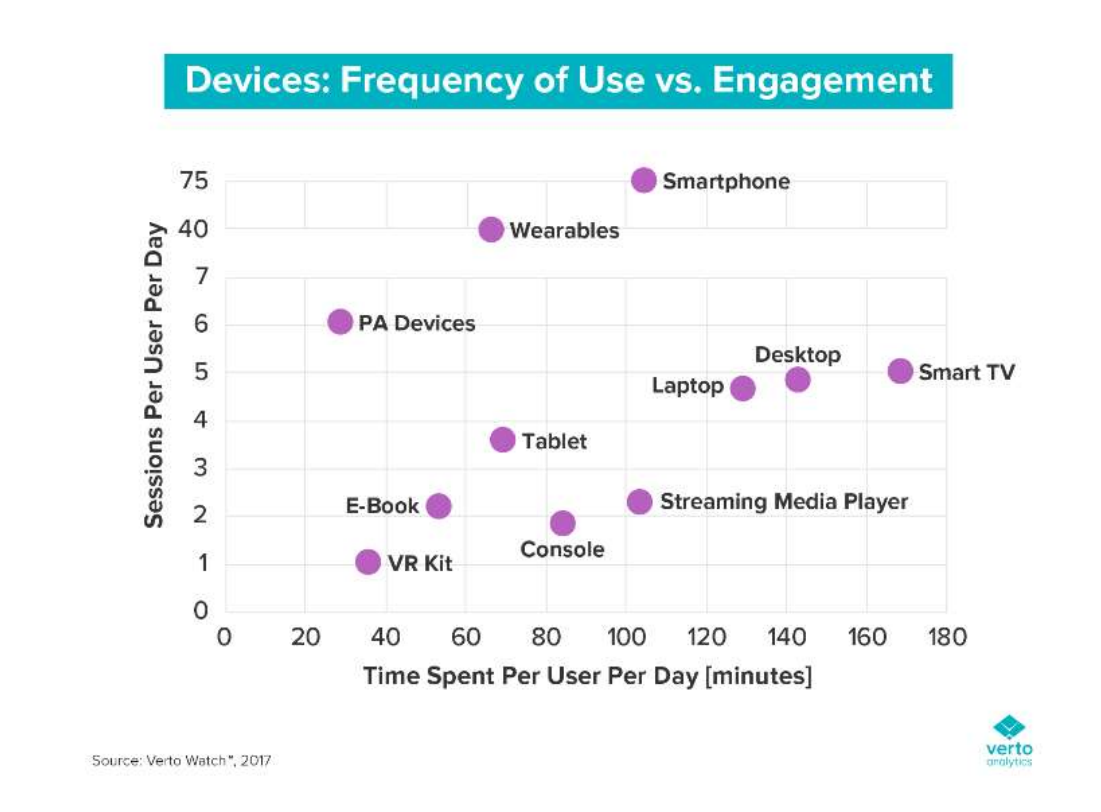
Customers



People Don't "Technology"

Every powerful application started as a really hideous Excel spreadsheet

PROBLEM - Users Are All Over The Place



Source: https://www.vertoanalytics.com/chart-of-the-week-which-devices-are-used-most-often/

Three
~~Magical~~ ~~Scieny~~ Rather Basic
Questions

"What are we trying to do?"

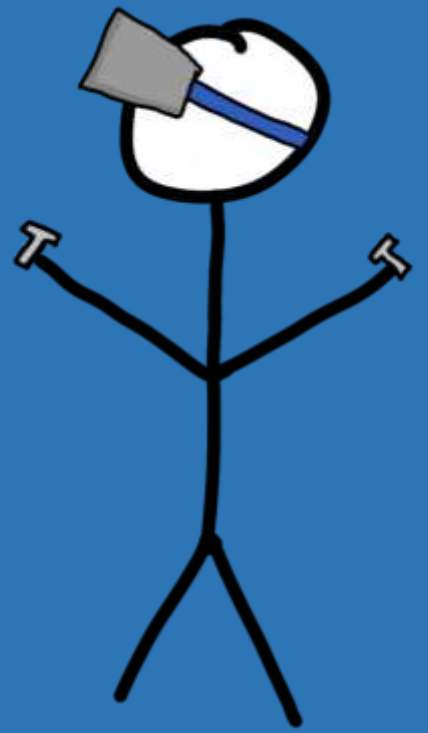
Principle #1

Reach Your Customers Where They Are

Have empathy for your customers

Principle #2

Meet Your Customers Where They Will Be



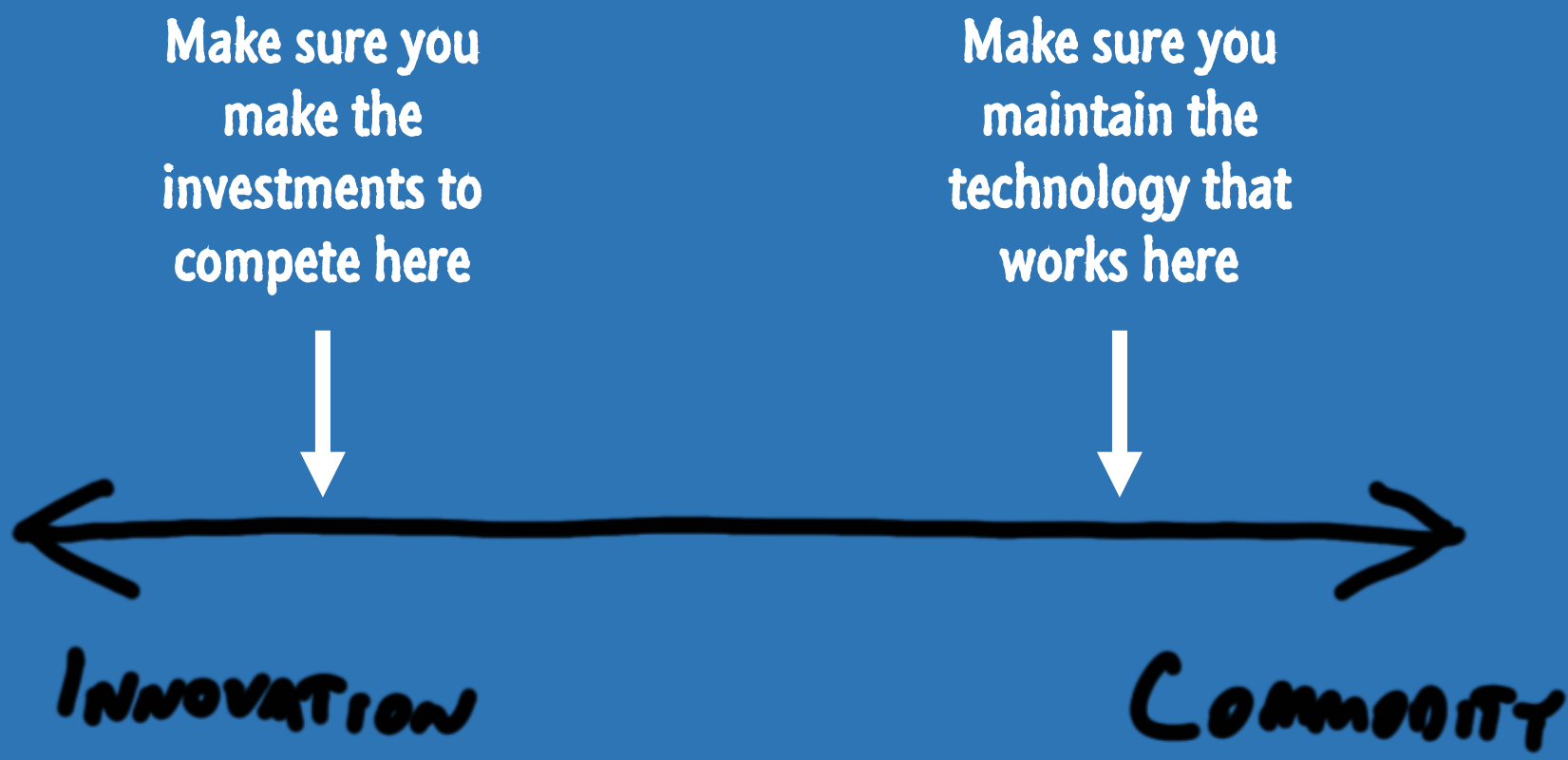
Want way more? https://medium.com/wardleymaps

Want way more? https://medium.com/wardleymaps

Customers buy your software for the stuff that's here

But everything moves over here eventually

Want way more? https://medium.com/wardleymaps



Want way more? https://medium.com/wardleymaps

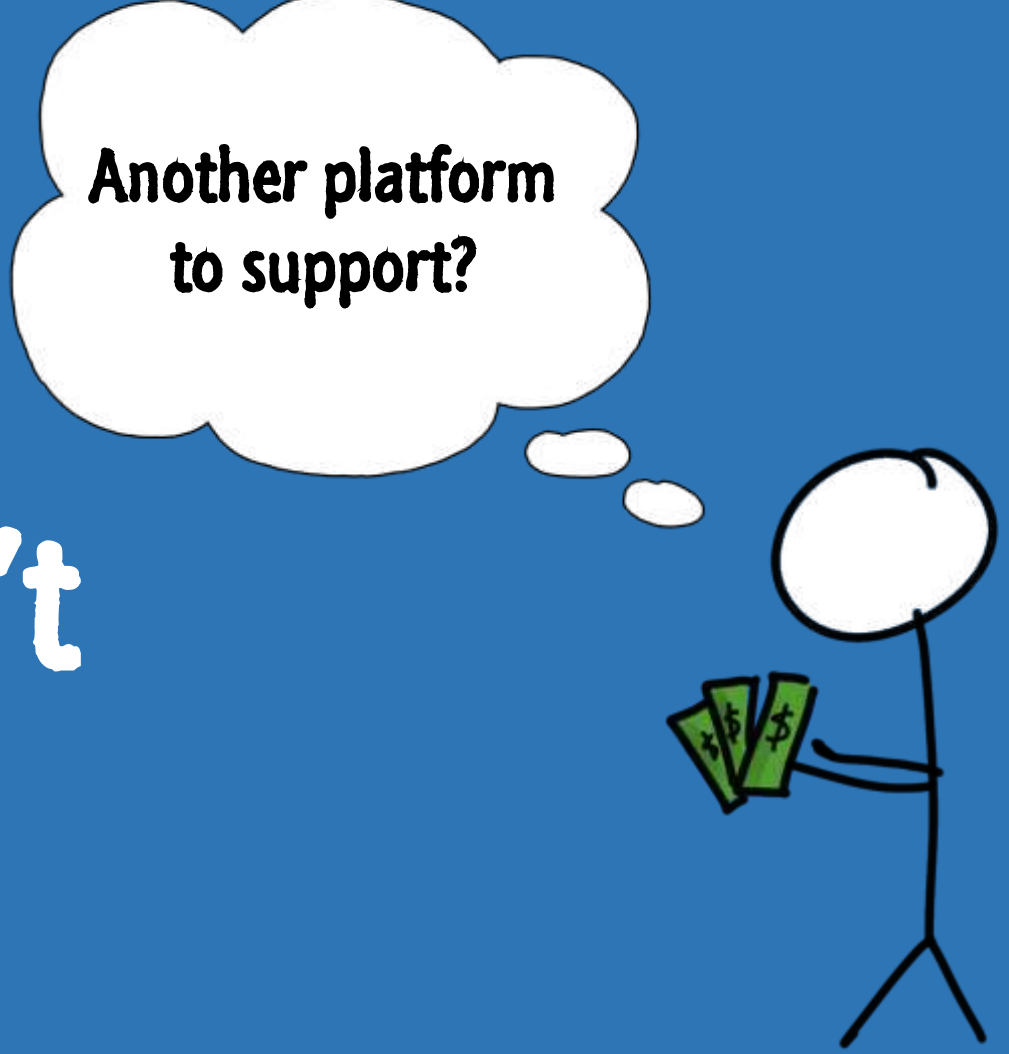
Principle #3

Don't Let The Things That Excite You, Distract You

"How much will it cost?"

Principle #4

Technology Isn't Free



Engineering coolness shouldn't drive business decisions

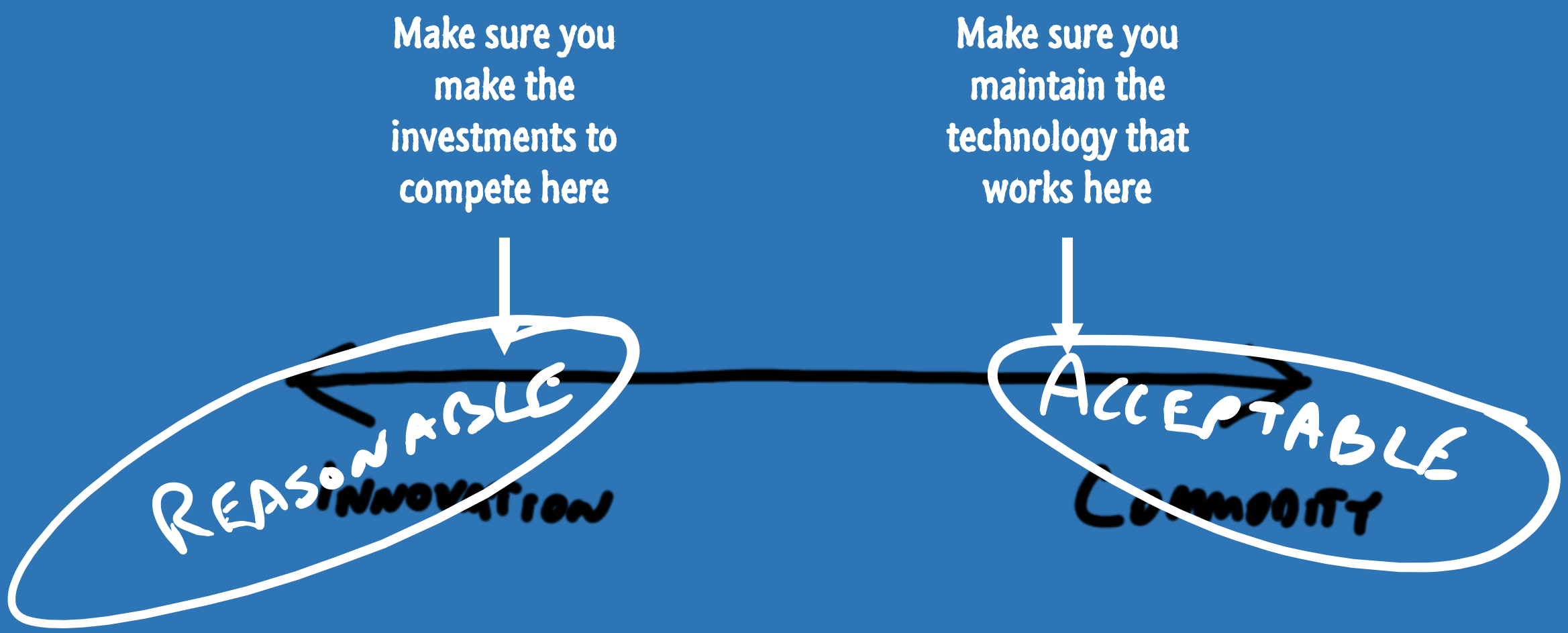
Principle #5

There's No Limit To What You Can Spend

Nerd Alert!!!

I hate you so much
I win!

“What is good enough?”



Want way more? https://medium.com/wardleymaps

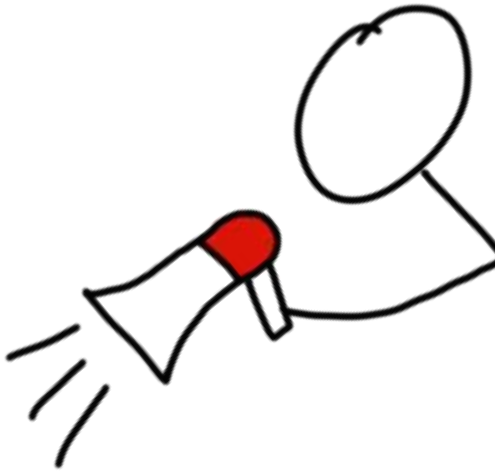
Two examples where we look at

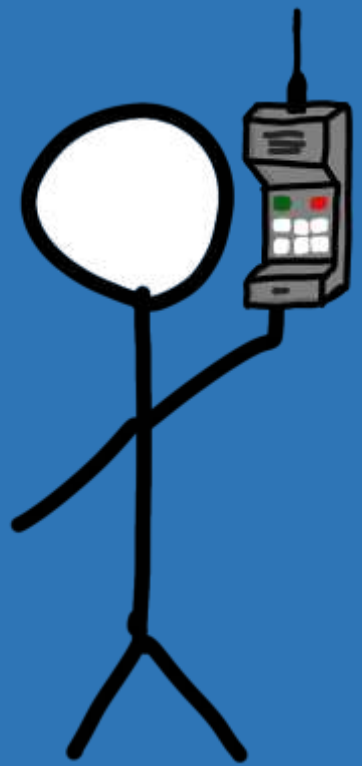
- What's possible with technology?
- How do we prioritize?
- How do we find a balance?

"What are we trying to do?"

"How much will it cost?"

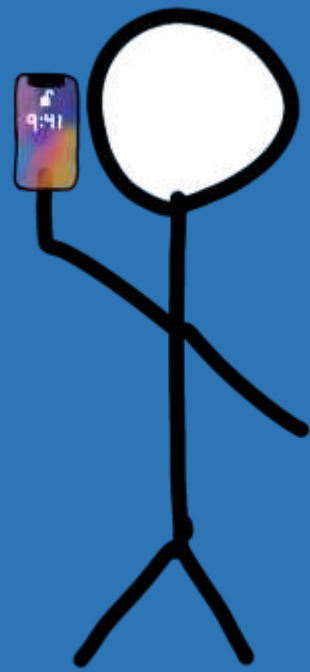
"What is good enough?"





Scenario 1

Mobile Support



"What are we trying to do?"

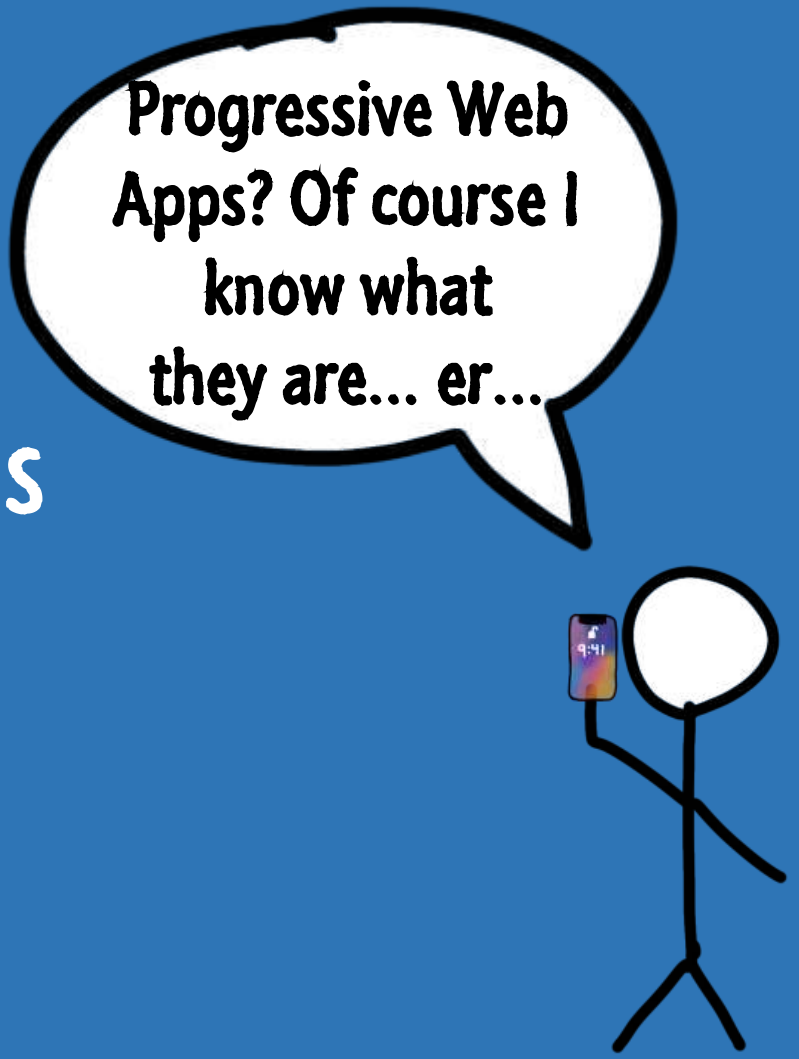
Pretend you are the customers

"What are we trying to do?"

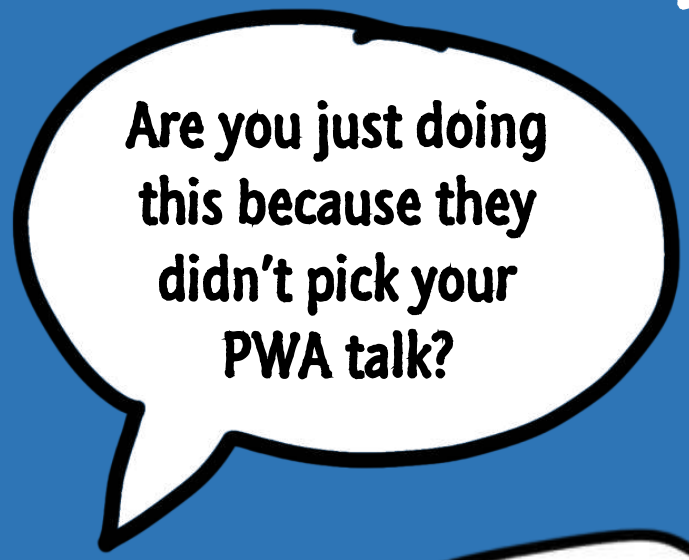
Build an experience for users with minimal barriers to entry, built for their mobile device that works with spotty Wi-Fi

"What are we trying to do?"

There are always other options with technology



Let's talk super briefly about PWAs



"How much will it cost?"

- You already have a web app, right?
- Do we want 2+ code bases?
- What skills do we already have?

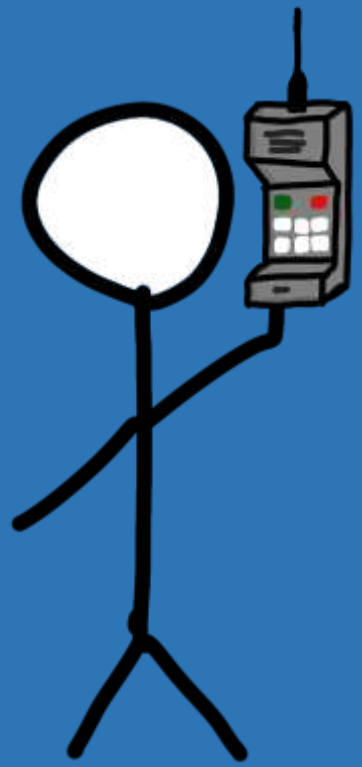
"What is good enough?

I don't think this thing supports PWAs...

No technical decision is 100% perfect

"What are we trying to do?"

Build a good user experience that runs on the device in our users' pockets.



"How much will it cost?"

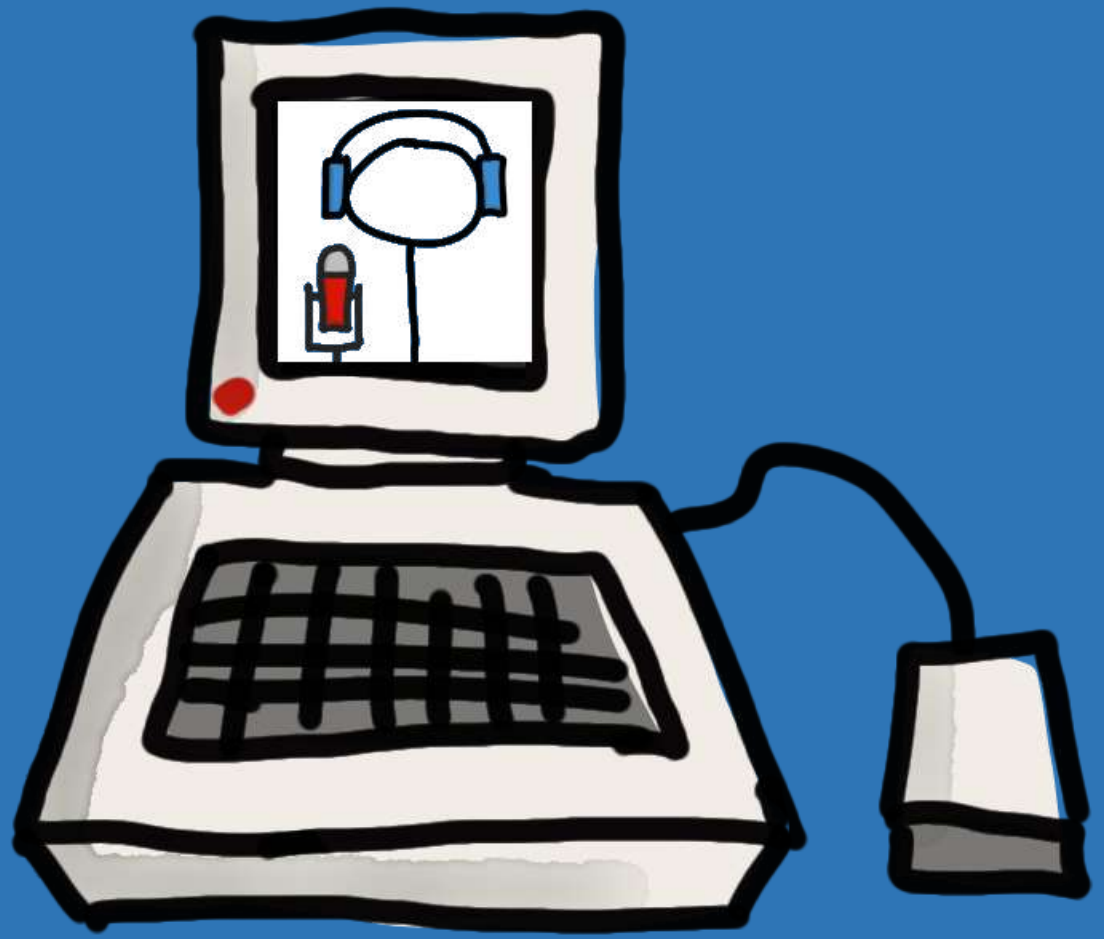
A PWA probably saves us $$$ over a web app and two mobile apps.

"What is good enough?"

Advanced features on new devices, and it's still a website for old devices. Seems ok to me.

What other options could there be?

Focus on VALUE, not TECHNOLOGY



Scenario 2

Live Video

You have a health insurance counseling product.

Do you need live video?

"What are we trying to do?"

"Expectations are changing fast...

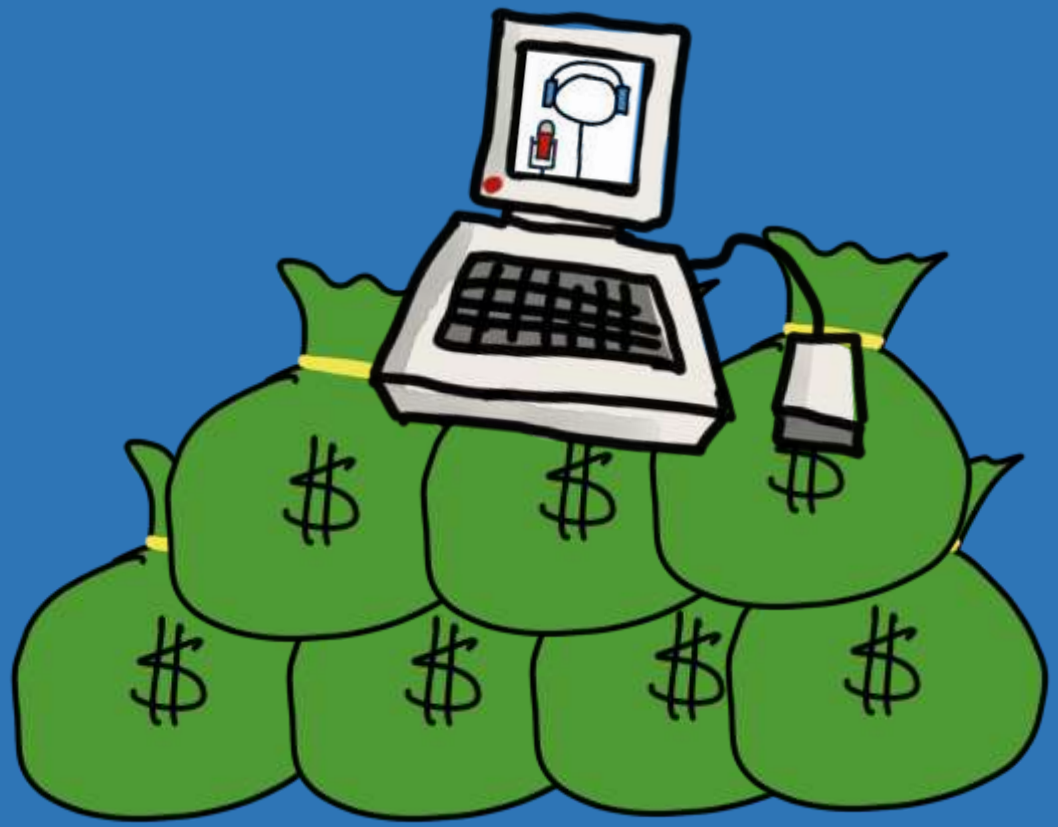
Sorry to be the ones to break the news, but users expect the same level of immediacy from the product or service you are working on right now."

The State of UX in 2018
https://trends.uxdesign.cc/

"What are we trying to do?"

Engage with customers in a way
they feel is meaningful and supportive,
and encourage them to continue to
engage with our platform until
they have successful outcomes.

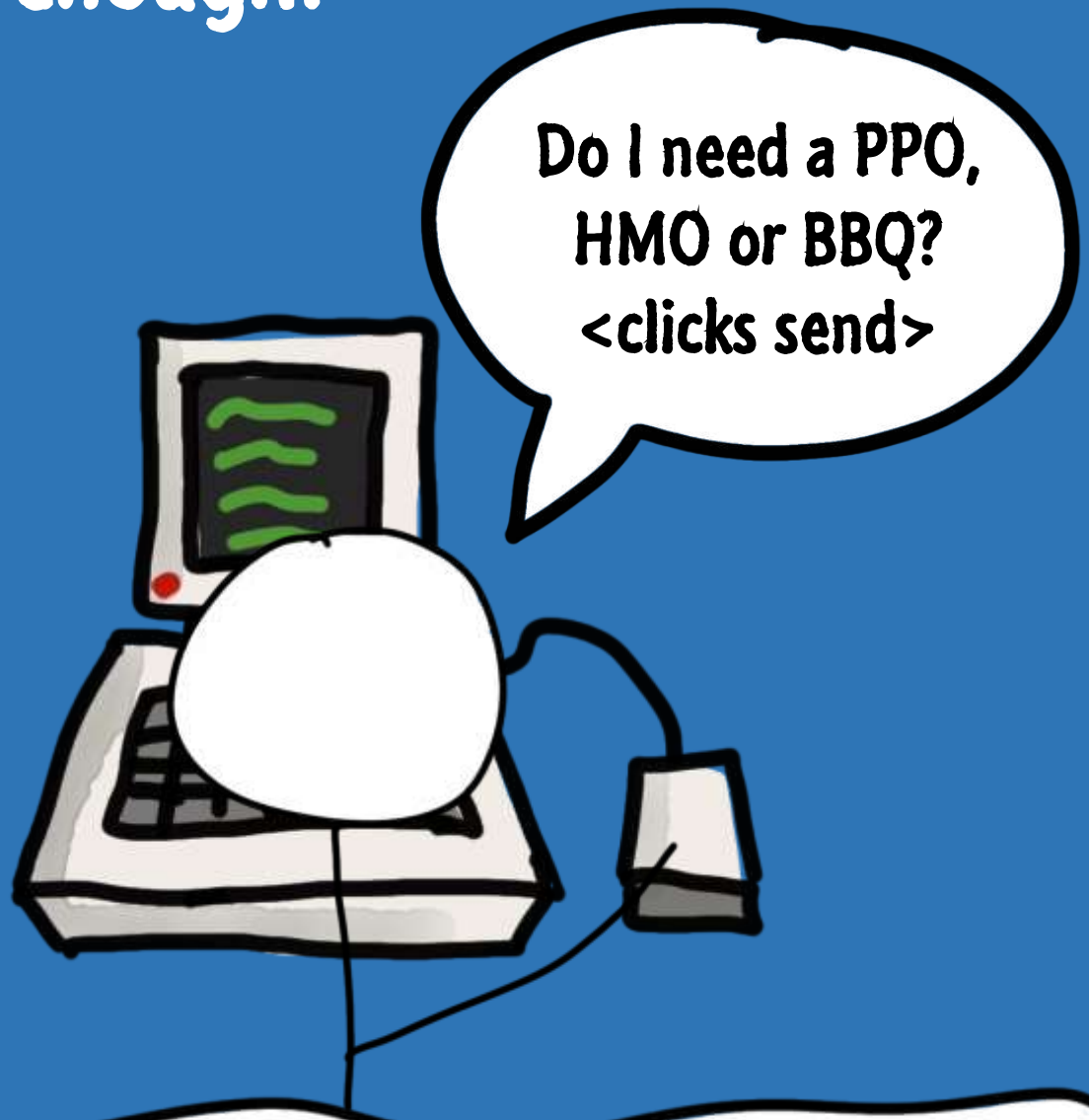
"How much will it cost?"



"How much will it cost?"

I need to pay for more bandwidth!

"What is good enough?"



"What are we trying to do?"

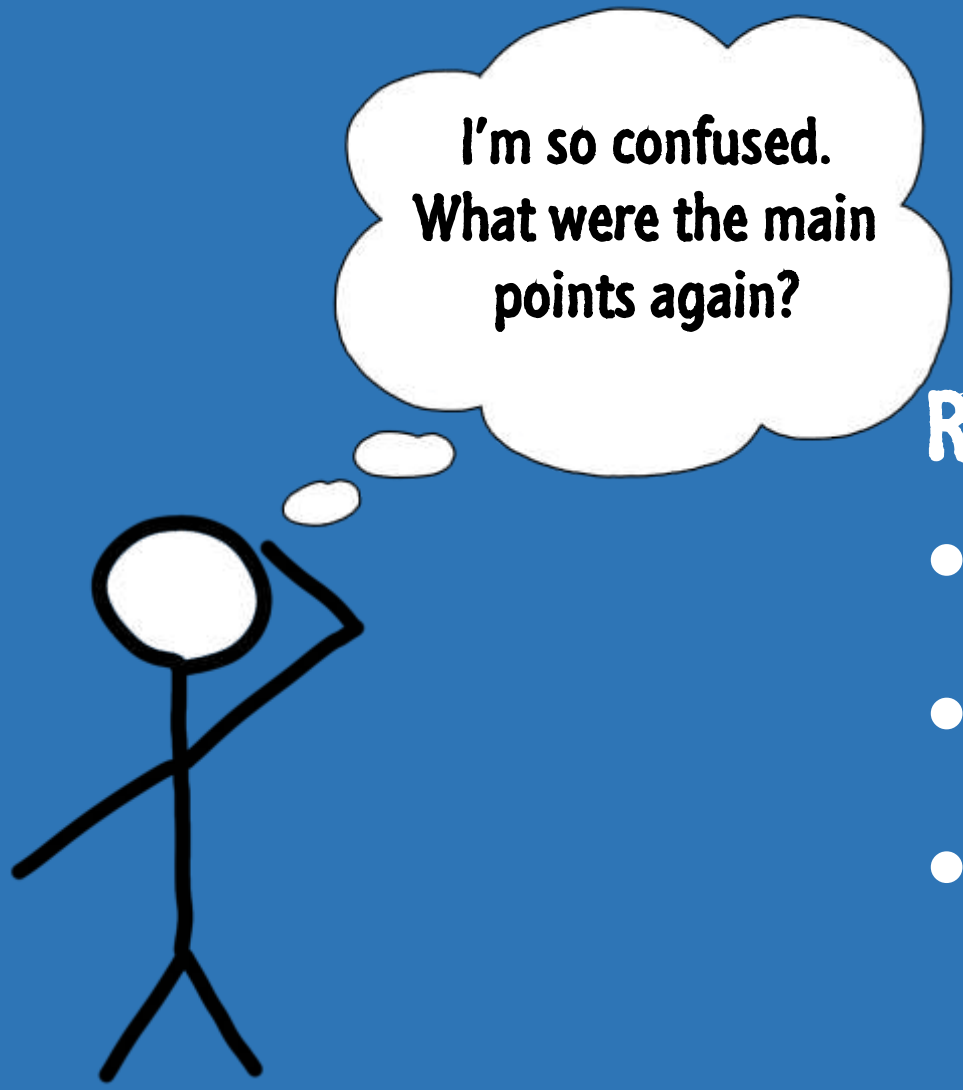
Give our customers a real-time, interactive experience to keep them engaged.

"How much will it cost?"

Video is super expensive. Chat and (maybe) bots could save us a lot of money.

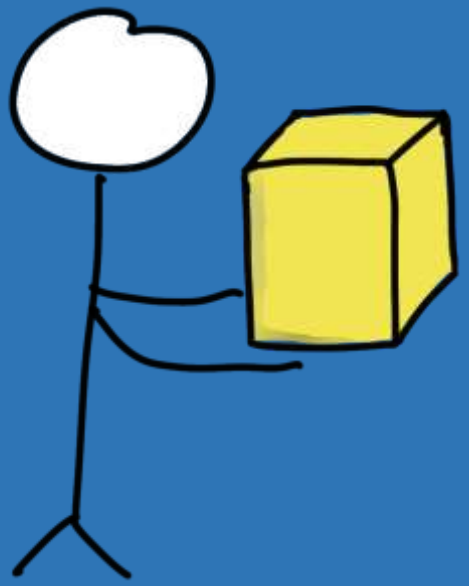
"What is good enough?"

Maybe we launch with chat, and see how we're doing. Video may get cheaper over time too...



Remember the questions:

- "What are we trying to do?"
- "How much will it cost?"
- "What is good enough?"



You

It's Not About

TECHNOLOGY

People don't "technology"

Customers

Thank You!

Email me at jfaris@gmail.com for slides

Thanks to HMB for paying for me to be here ;)