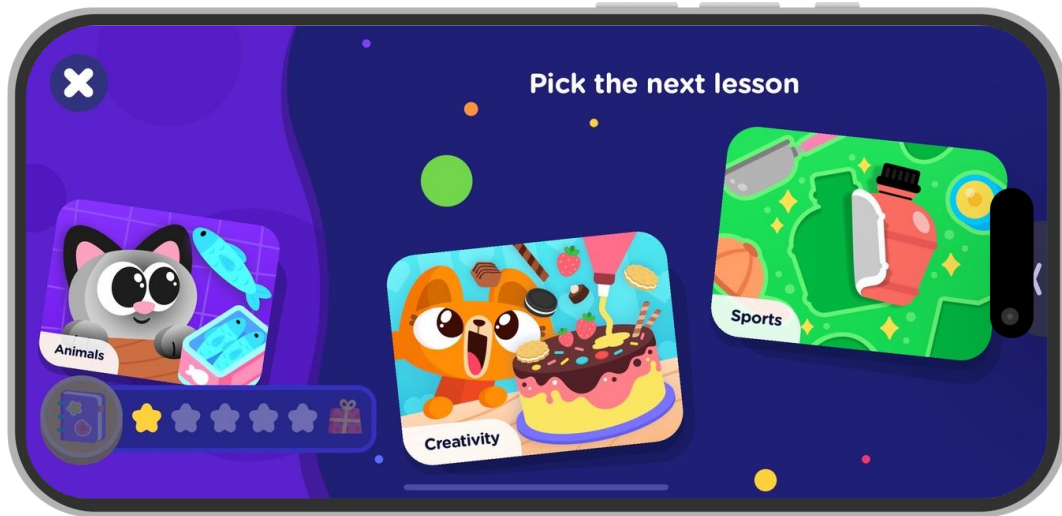


# WHAT DOES IT REALLY MEAN TO BE A DESIGN-CENTRIC COMPANY?

**Chris Grant**



**Lingokids**















It actually starts much earlier...





# When I was a kid...

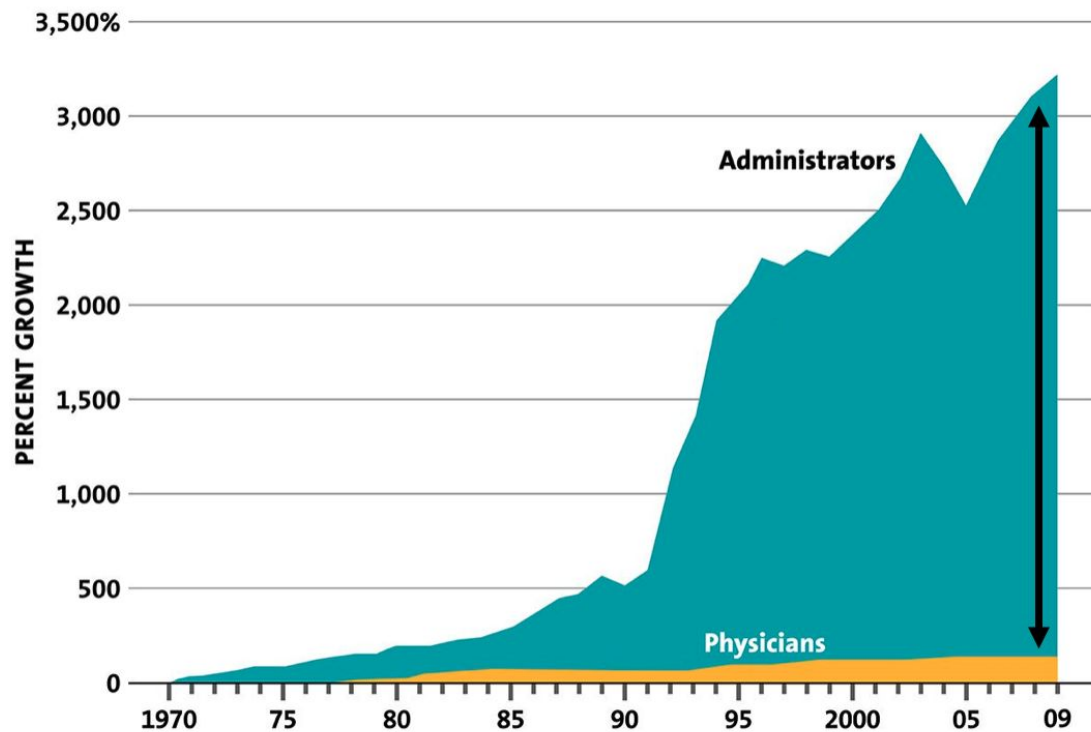




**"Managed" care**



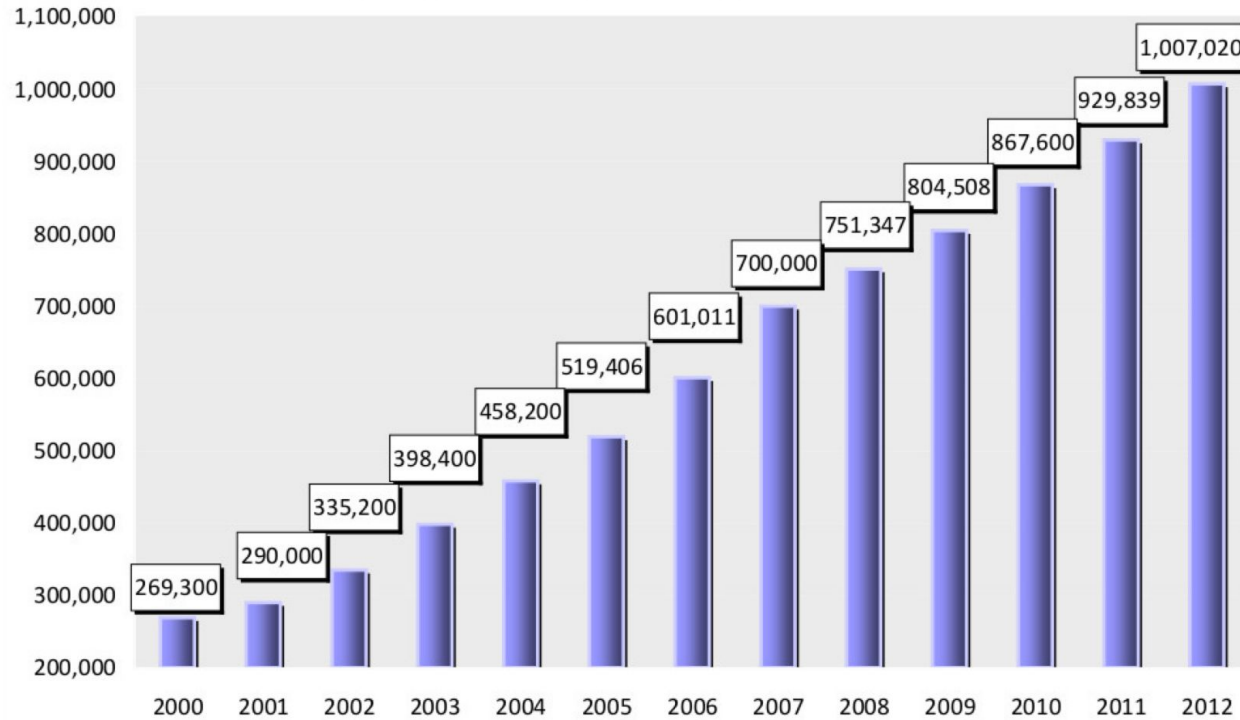
## Growth in Physicians vs. Administrators



SOURCE: Bureau of Labor Statistics; NCHS; Himmelstein/Woolhandler analysis of CPS



Number of prescriptions for ADHD drugs 2000 - 2012











# UX BOOTCAMP

Day 1







## Feedback

## Tools

## Player-Centered Design

## Low Tech Networks

## Research



- 1 Draw yourself
- 2 Add your experience and a fun Upload your work













Many UX years later...



An illustration of an iceberg floating in water. The top of the iceberg is above the water line, and the bottom is submerged. The water surface is a horizontal line. The background is a solid light blue for the sky and a solid dark blue for the water. The iceberg is drawn with black outlines and some light blue shading on its top surface.

User  
experience

User  
monetization



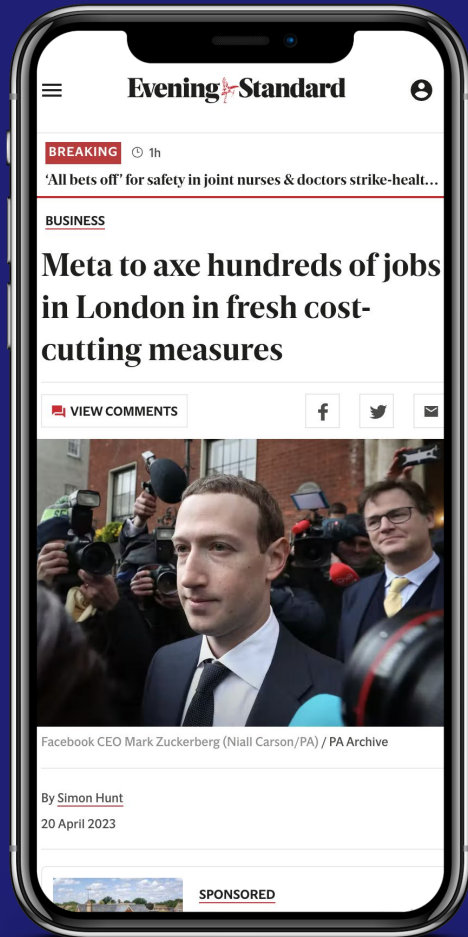
The techlash...





...then remote

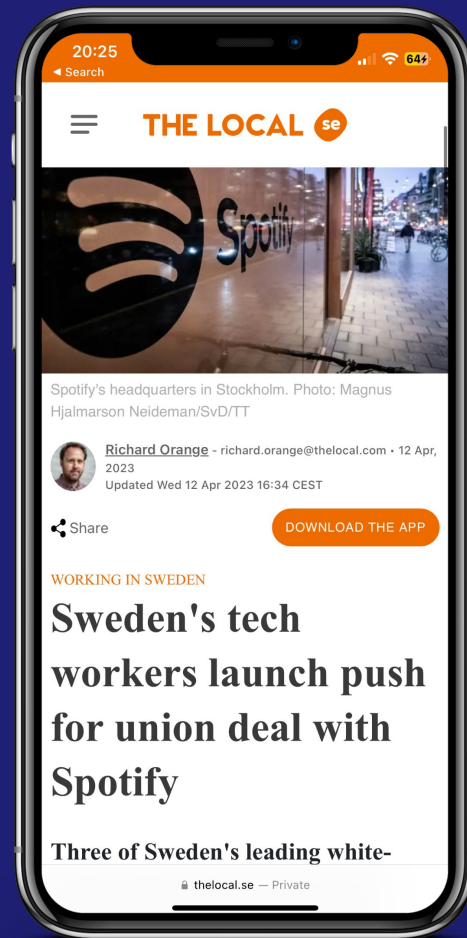




...then layoffs



...even unions!







Will you replace humans at their jobs?



As a language model trained by OpenAI, I am not capable of performing physical tasks or taking on the responsibilities of a human. My purpose is to assist users in generating human-like text based on the input provided to me. I do not have the ability to interact with the real world or take on the roles and responsibilities of a human. While advancements in technology have led to the development of machines and algorithms that are capable of performing certain tasks more efficiently than humans, it is unlikely that machines will be able to fully replace humans in the workplace in the near future. The unique abilities and creativity of humans will continue to be valuable assets in the workplace.



# Did I mention AI?



What's left to believe in?





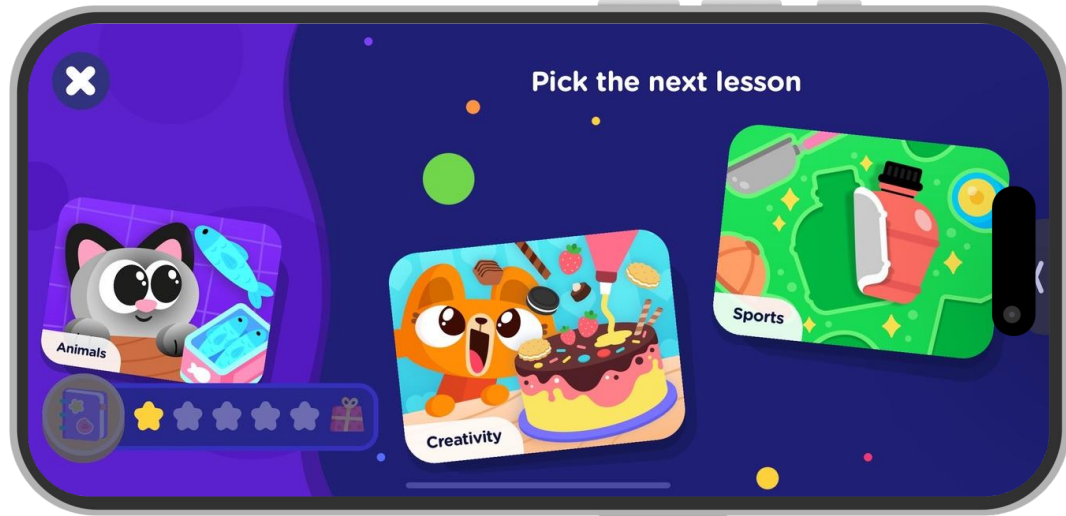
What about “beauty”?



# WHAT DOES IT REALLY MEAN TO BE A DESIGN-CENTRIC COMPANY?

**Chris Grant**

THE  
TALK



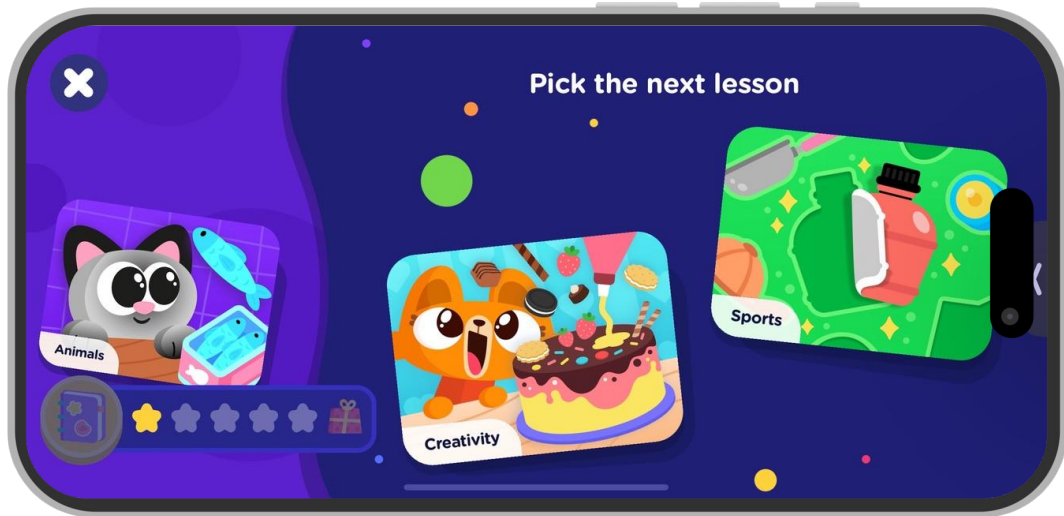
**Lingokids**



# THE BEAUTY... BEYOND "UX"

Chris Grant

THE  
TALK



Lingokids



I know what you're thinking...





"beauty"



Help Spread DuckDuckGo!



All Images Videos News Maps Shopping Chat Settings

Spain (ca)

Safe search: off Any time Wallpaper All colors All types All layouts All Licenses



Hannah | Beauty P...  
meredithmelody.com



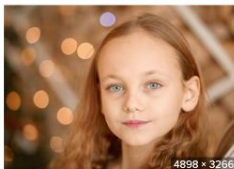
Natural Beauty  
ar.inspiredpencil.com



Beauty Parlour Wallpapers - Wal...  
wallpapercave.com



Beauty Portrait Fre...  
publicdomainpicur...



Free stock photo of adorable, beautiful, ...  
pexels.com



15 Everyday Beauty Tips Every Woman Needs To ...  
wforwoman.com



Wallpapers Natural Beauty - Wallpaper Cave  
wallpapercave.com



Beauty Free Stock Photo - Public ...  
publicdomainpictures.net



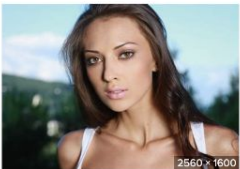
Healthy Life tips: Ancient ...  
goodhealthylives.blogspot.c...



Lens Rentals | Blog  
lensrentals.com



Beauty And Fashion ...  
publicdomainpictures...



Natural beauty wallpaper - Girl wallpapers...  
suwall.com



Beauty Parlour Wallpapers - Wallpaper Cave  
wallpapercave.com



Beauty Salon Images Hd  
ar.inspiredpencil.com



Rare Beauty review: the 5 products from Selena ...  
beautynews.uk



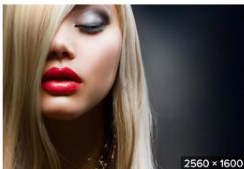
Beauty Parlour Wallpapers - Wallpaper Cave  
wallpapercave.com



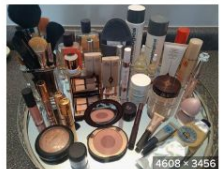
Beauty And Fashion Free Stock Phot...  
publicdomainpictures.net



Ayurvedic Beauty ...  
nationalinstitute.ca



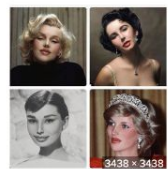
Beautiful Women Images  
sienansas.blogspot.com



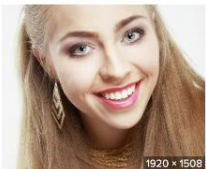
All Cosmetic Products - Beauty & He...  
beautyhealthstuff.com



It's Official: Fenty Beauty by Rihanna has launc...  
mariefranceasia.com



Artist shows modern beaut...  
reddit.com



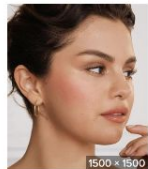
Beauty And Fashion Free Stock Ph...  
publicdomainpictures.net



These 4 Organic Beauty Brands Are Eco-Friendly A...  
allure.com



Pretty Beauty Parlour - Beauty & Health  
beautyhealthstuff.com



RARE BEAUTY SEPH...  
sephora.de



Rare Beauty Positive Lig...  
temptalia.com



Kashee's Beauty Parlour - Compl...  
pinterest.jp



File:India - Delhi Beauty - 6005.jpg - Wi...  
commons.wikimedia.org



Beauty Backgrounds - Wallpaper Cave  
wallpapercave.com



Beauty And Fashi...  
publicdomainpicntr...



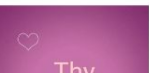
Beauty and the Beast (2017) | Movie Reviews | P...  
popzara.com



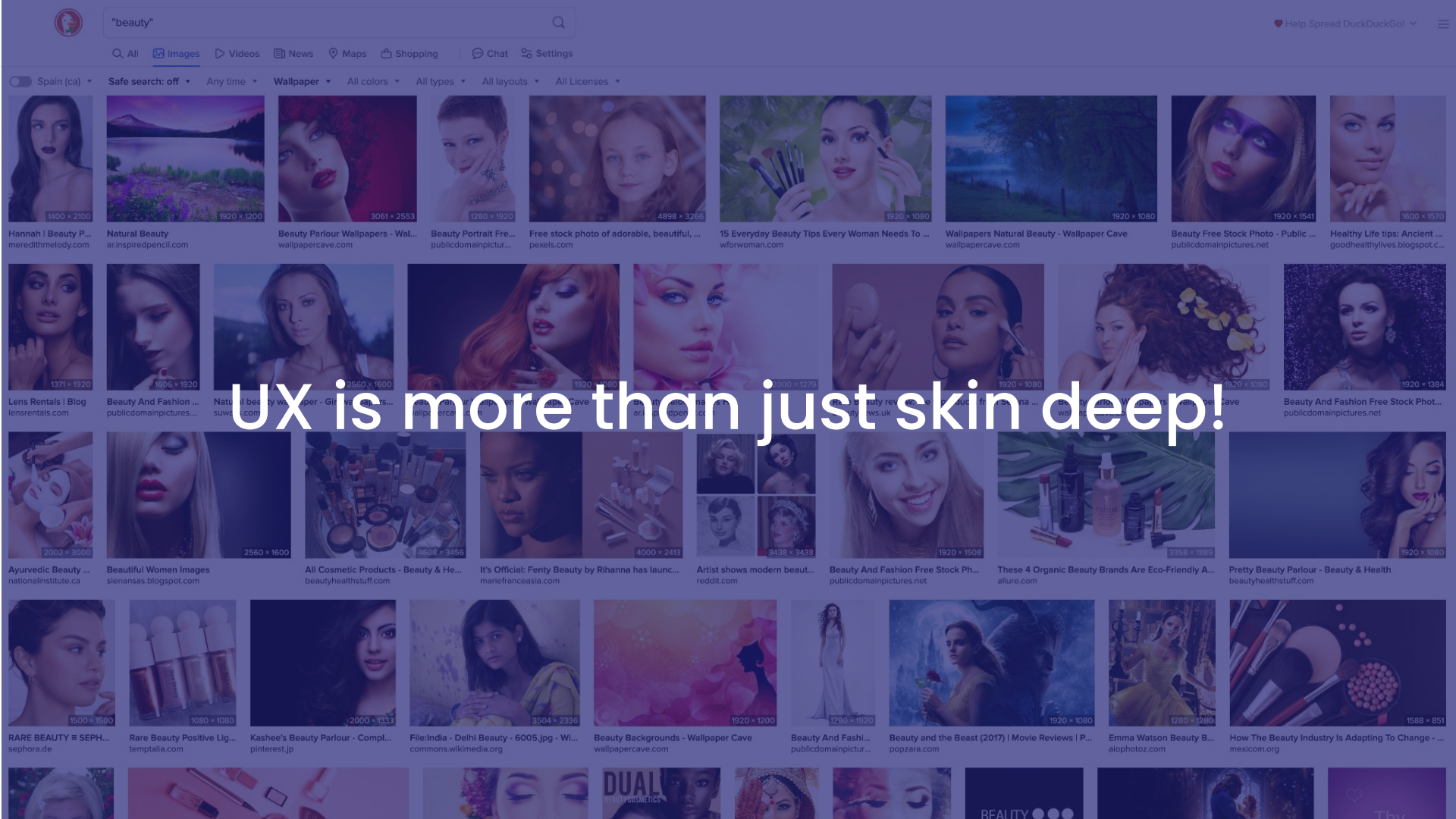
Emma Watson Beauty B...  
alophotoz.com



How The Beauty Industry Is Adapting To Change - ...  
mexicom.org

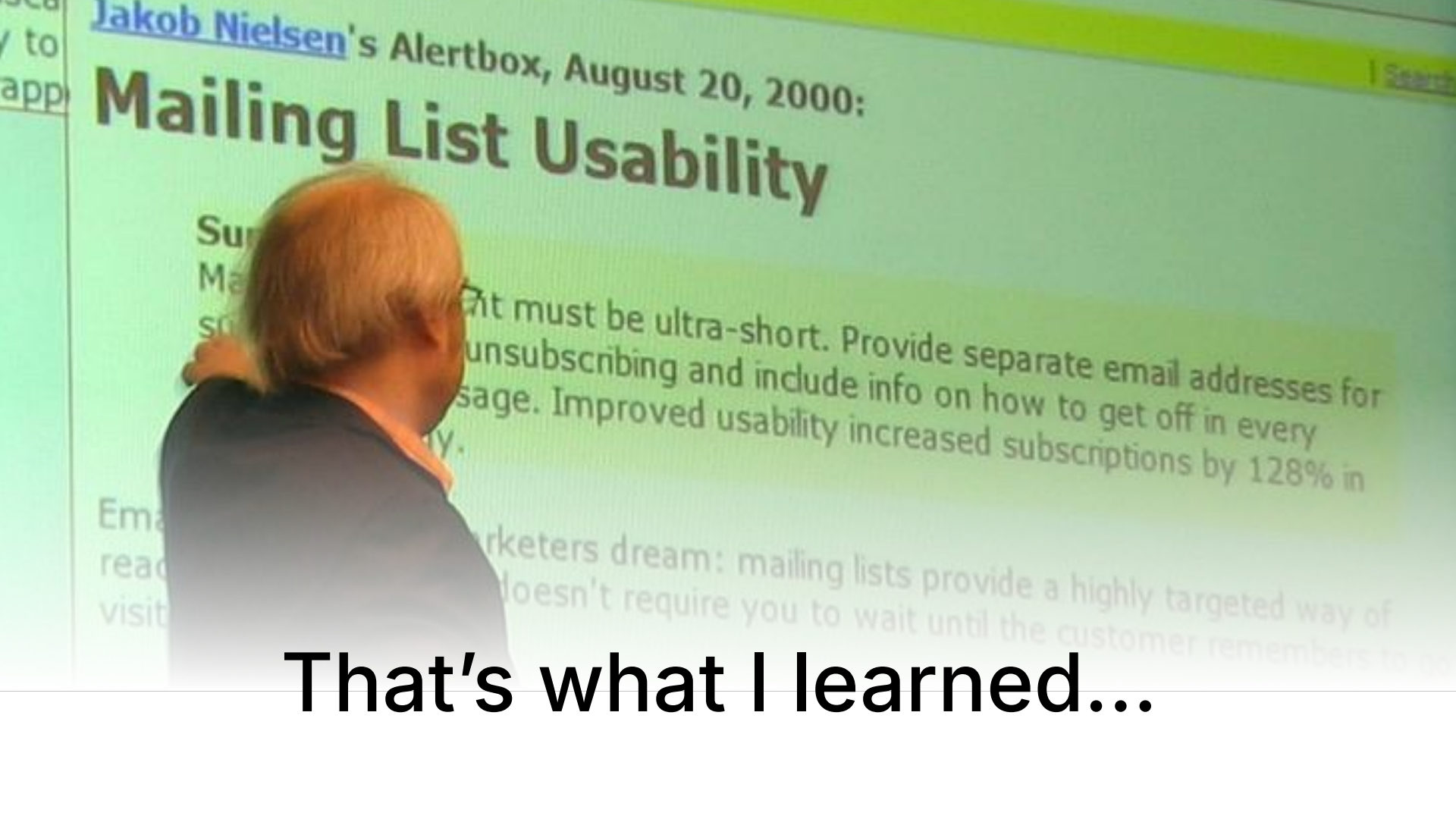






UX is more than just skin deep!





Jakob Nielsen's Alertbox, August 20, 2000:

## Mailing List Usability

Summary: It must be ultra-short. Provide separate email addresses for unsubscribing and include info on how to get off in every message. Improved usability increased subscriptions by 128% in 1999.

Email marketers dream: mailing lists provide a highly targeted way of reaching customers. It doesn't require you to wait until the customer remembers to go to your website.

That's what I learned...





- *About the Company*
- *Investor Relations*
- *News @ Coke*
- *Coca-Cola Store*







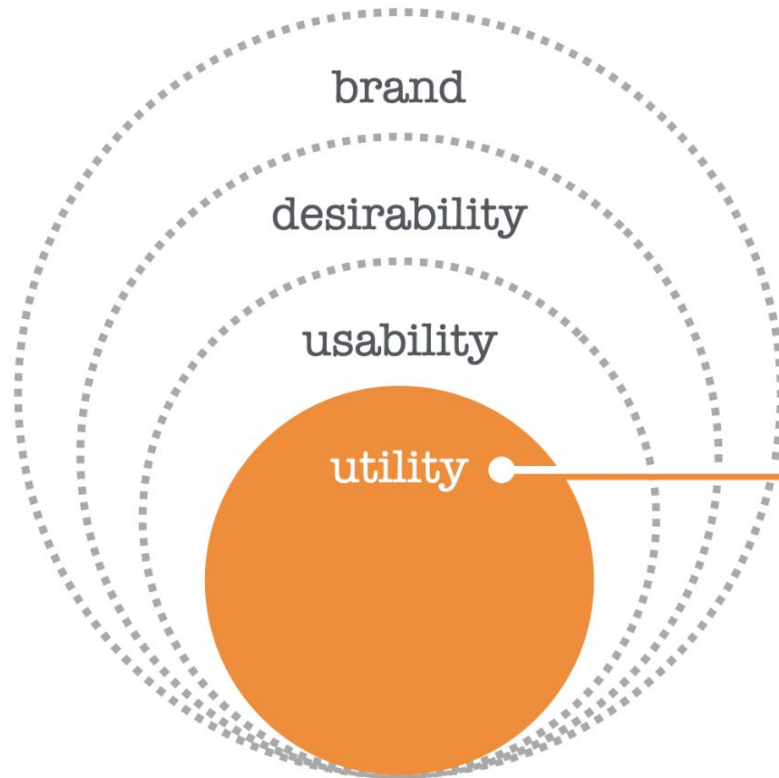
**UX goes deep**





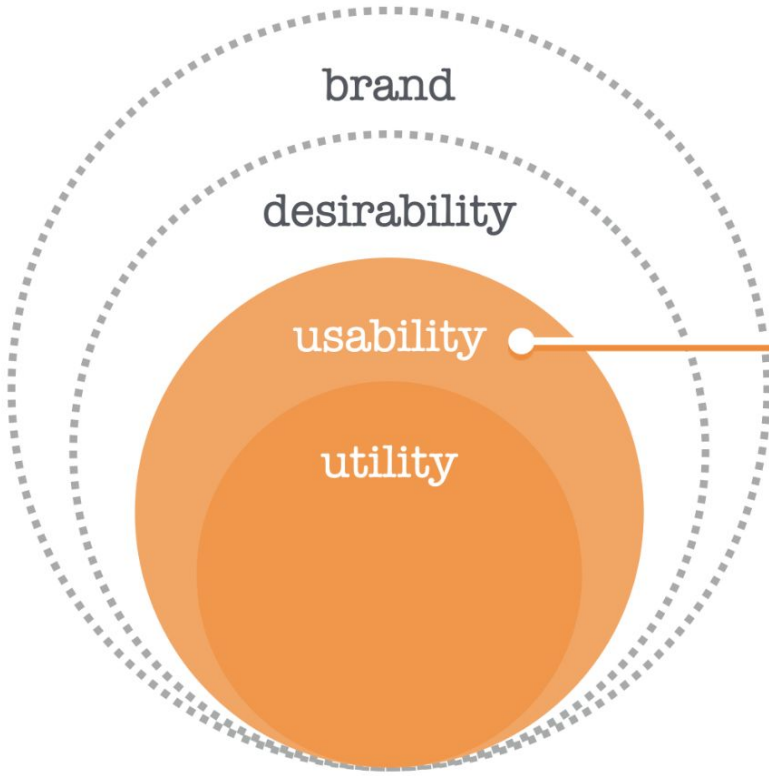
- Paul Fu, Director of user experience at [alibaba.com](https://www.alibaba.com)





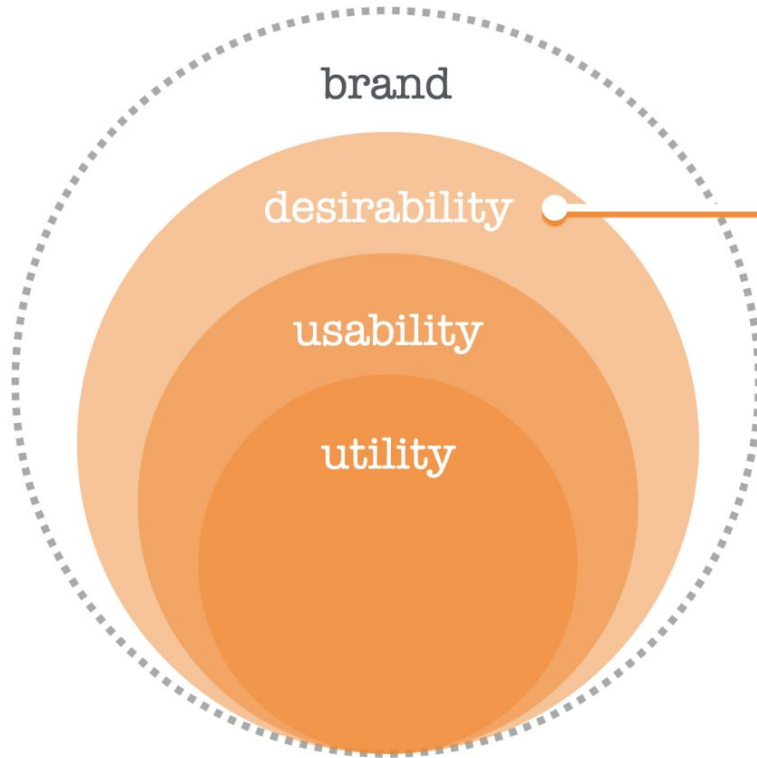
Why will users want to use the feature/product?  
To solve their problems?  
To achieve their goals?  
To feel something?  
Other?





Will users be able to use the feature/  
product to solve the problem/achieve their  
motivation? How will using it feel?





Does the user enjoy using the feature/product?  
Does it feel better than the alternatives (including not using the product at all)?











useful

usable

desirable











What about “looks”?







cotopaxi®















09:04

96



Earn €90

Total balance

\*\*\*\* USD

↑ Send

+ Add money

↓ Request



EUR

3 5403

\*\*\*\*



USD

81359

\*\*\*\*

## Transactions

[See all](#)



CHRISTOPHER LEE GRANT

\*\*\*\* EUR

Today



Balance interest

\*\*\*\* EUR

Received · Wed, May 1



Balance interest

\*\*\*\* USD

Received · Wed, May 1



Home



Card



Recipients



Payments





## Apple Pay Activation



Inbox x



**no-reply\_at\_tr...**

Sat, Dec 30, 2023, 4:29 PM



to Hide ▼

You know the drill. Here's the code to activate your TransferWise card for Apple Pay: 523162



















A portrait of a man with glasses and a mustache, wearing a blue button-down shirt. The image is dark and serves as a background for the text.

# Diego Martins

## Principal Product Designer



9:41



## Unlock your potential

Join a community of over  learners worldwide



+7k reviews on  Trustpilot

Get started

I already have an account

9:41



Learn with the best  
verified online tutors



300k 5-star tutor reviews

Sign up

9:41



 98% of Preply learners  
feel their language skills  
improve



Sign up

9:41



Find the perfect tutor for  
your needs and book a  
trial!



**Carolina**

Spanish tutor



verified



4.88

rating

\$14

per hour

212

reviews

3719

lessons

21 lessons booked in the last 48 hours

Sign up



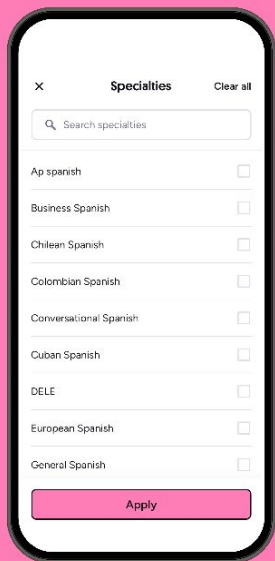
Preply

# Get fluent with the best tutor for you.

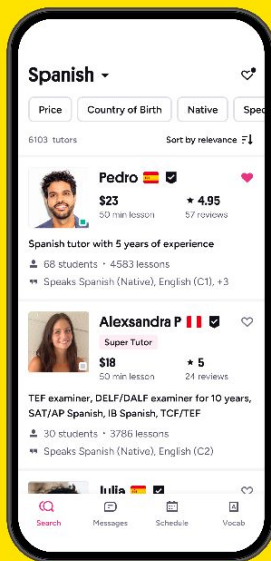


50k+ 5 star reviews  
50k+ 5 star reviews  
50k+ 5 star reviews  
50k+ 5 star reviews

## Succeed in your language goals



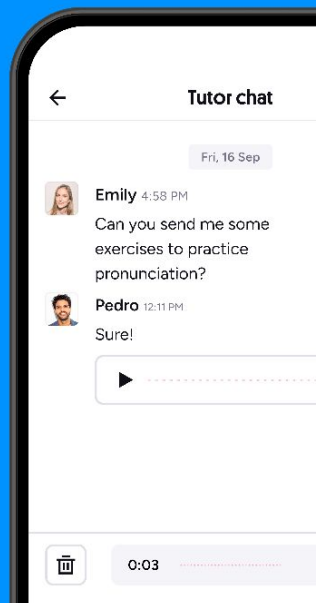
## Find a tutor you connect with



## Correct your mistakes instantly



## Get more than lessons

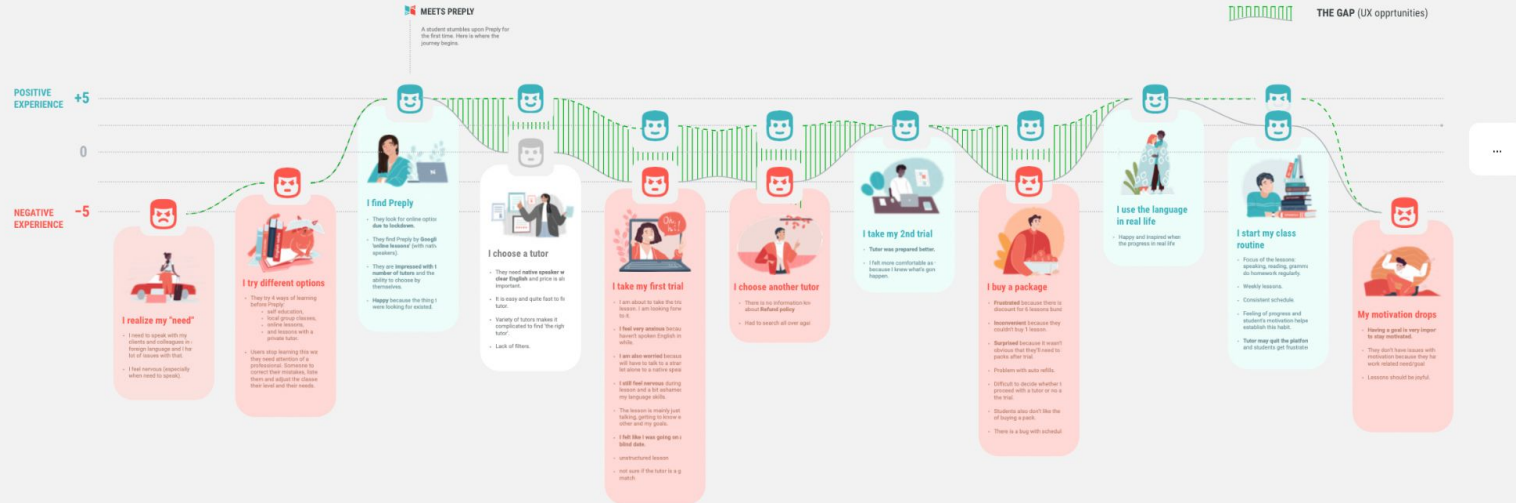




# Preply Customer Journey Map (CJM)

α-version • June 2021

Based on research insights, this customer journey map is a simplified linear representation of the steps a successful customer makes on Preply.





# Preply Custom

(JM)

α-version • June 2021

Created in close collaboration of Research & Product Design with meaningful support from Christopher and Josh.

Based on research insights, this diagram is a representation of the steps a successful customer journey would take.

POSITIVE EXPERIENCE +5  
0  
NEGATIVE EXPERIENCE -5

## I realize my 'need'

- I need to speak with my clients and colleagues in English language and I'm a bit of novice with that.
- I feel nervous especially when need to speak.

## I try different

- They try a few different tutors.
- They find a tutor who is a native speaker.
- They find a tutor who is a native speaker and has a lot of experience with that.
- They find a tutor who is a native speaker and has a lot of experience with that.

## I choose a tutor

- They need **native speaker with clear English** and price is also important.
- It is easy and quite fast to find a tutor.
- Variety of tutors makes it complicated to find 'the right tutor'.
- Lack of filters.

## I try first trial

- They take the first trial lesson.
- They find a tutor who is a native speaker and has a lot of experience with that.

## I choose another tutor

- There is no information how about refund policy.
- Hard to search all over again.

## I take my 2nd trial

- Tutor was prepared better.
- Had more comfortable as because I knew what was going to happen.

## I buy a package

- Procrastinated because I didn't have time to do that for a long time.
- Disappointed because I wasn't sure if I was going to be able to do that.
- Problems with some tutors.
- Difficult to decide whether I was going to be able to do that or not.
- Students also don't like the way of teaching a pack.
- There is a bug with scheduling.

## I use the language in real life

- Happier and inspired when the progress in real life.

## I start my class routine

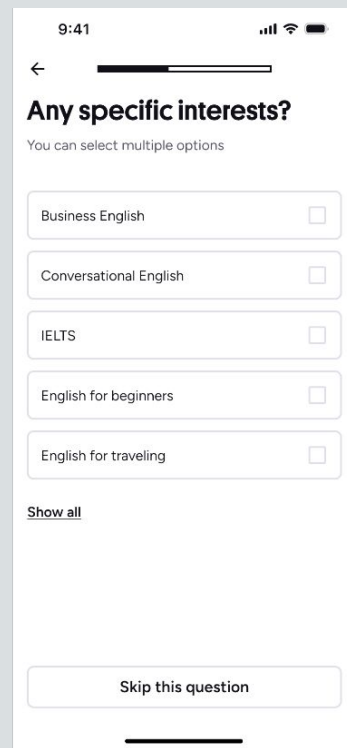
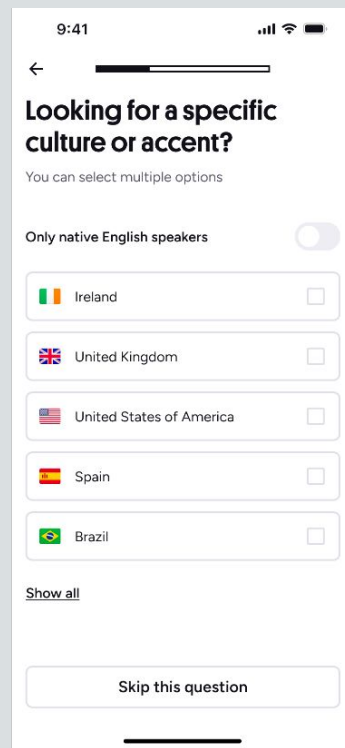
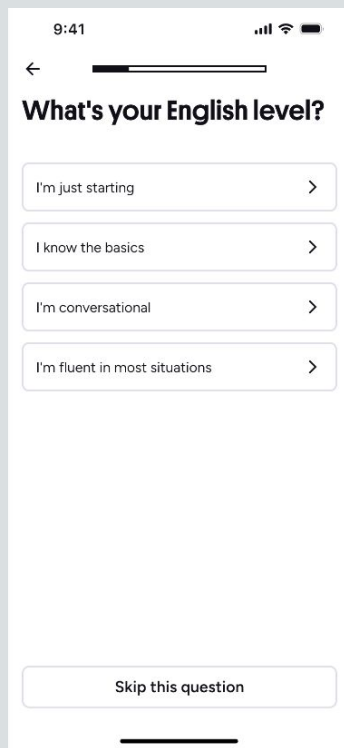
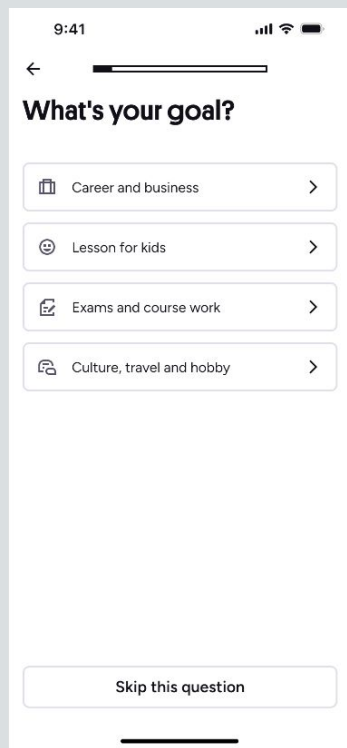
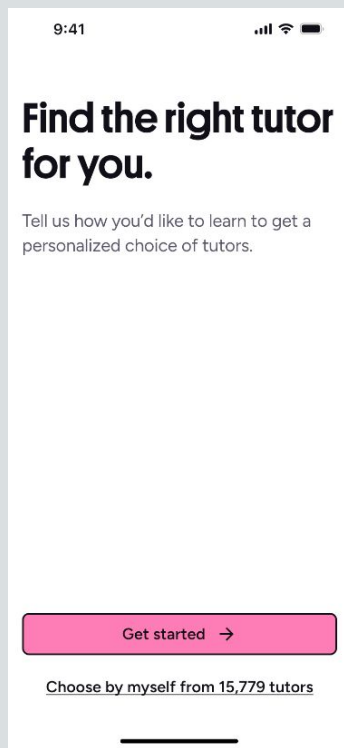
- Focus of the lessons, speaking, writing, grammar, etc. is not enough regularly.
- Weekly lessons.
- Feeling of progress and students motivation helps establish this habit.
- Tutor was split the platform and students get frustrated.

## My motivation drops

- Having a goal is very important to stay motivated.
- They don't have lessons with motivation because they are not motivated enough.
- Lessons should be paid.

ASPIRATIONAL EXPERIENCE  
CURRENT EXPERIENCE  
THE GAP (UX opportunities)







LINGOKIDS



Raising amazing kids  
through play

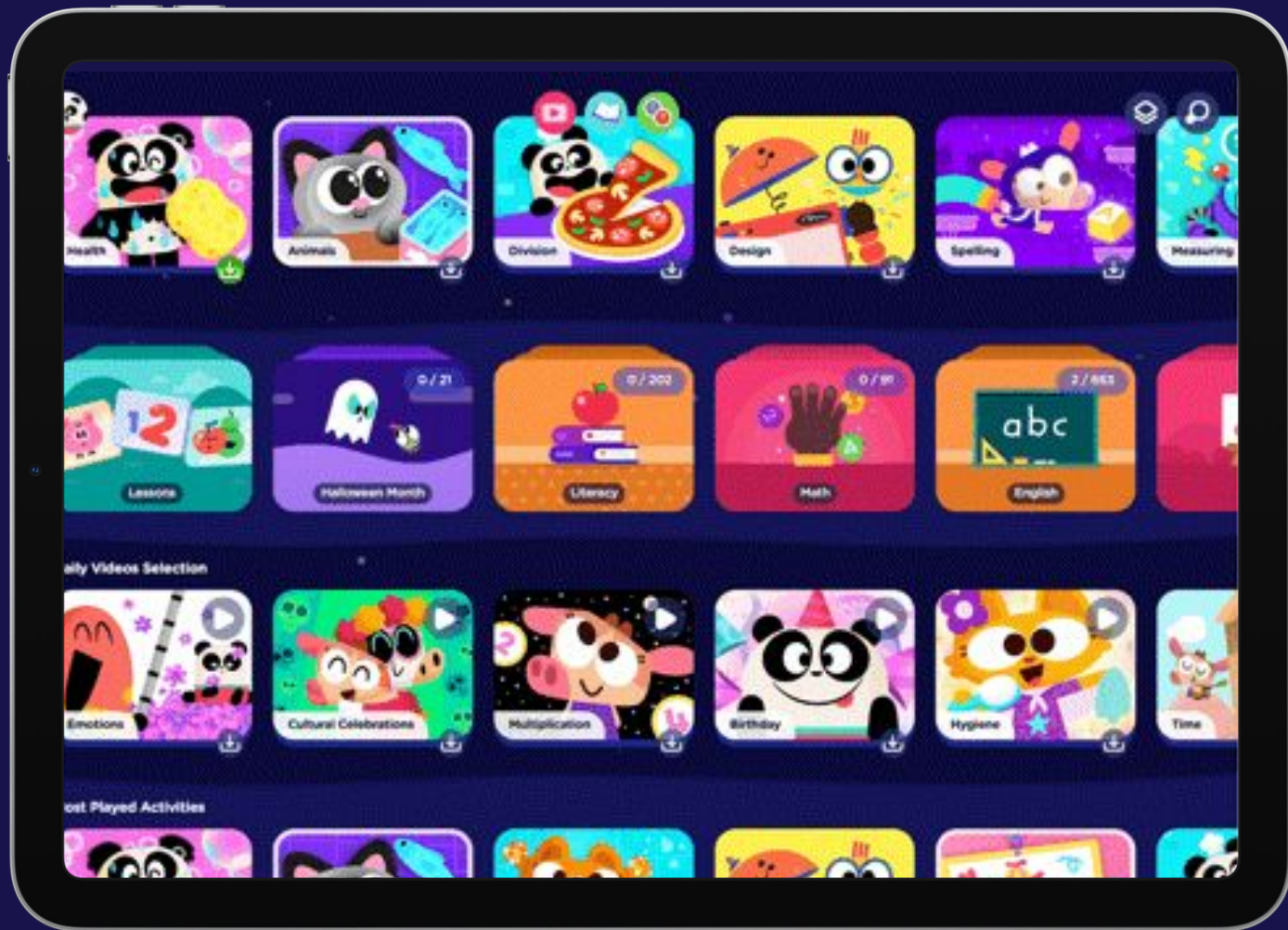
1600+ educational games, songs, video  
lessons, and fun activities with no ads



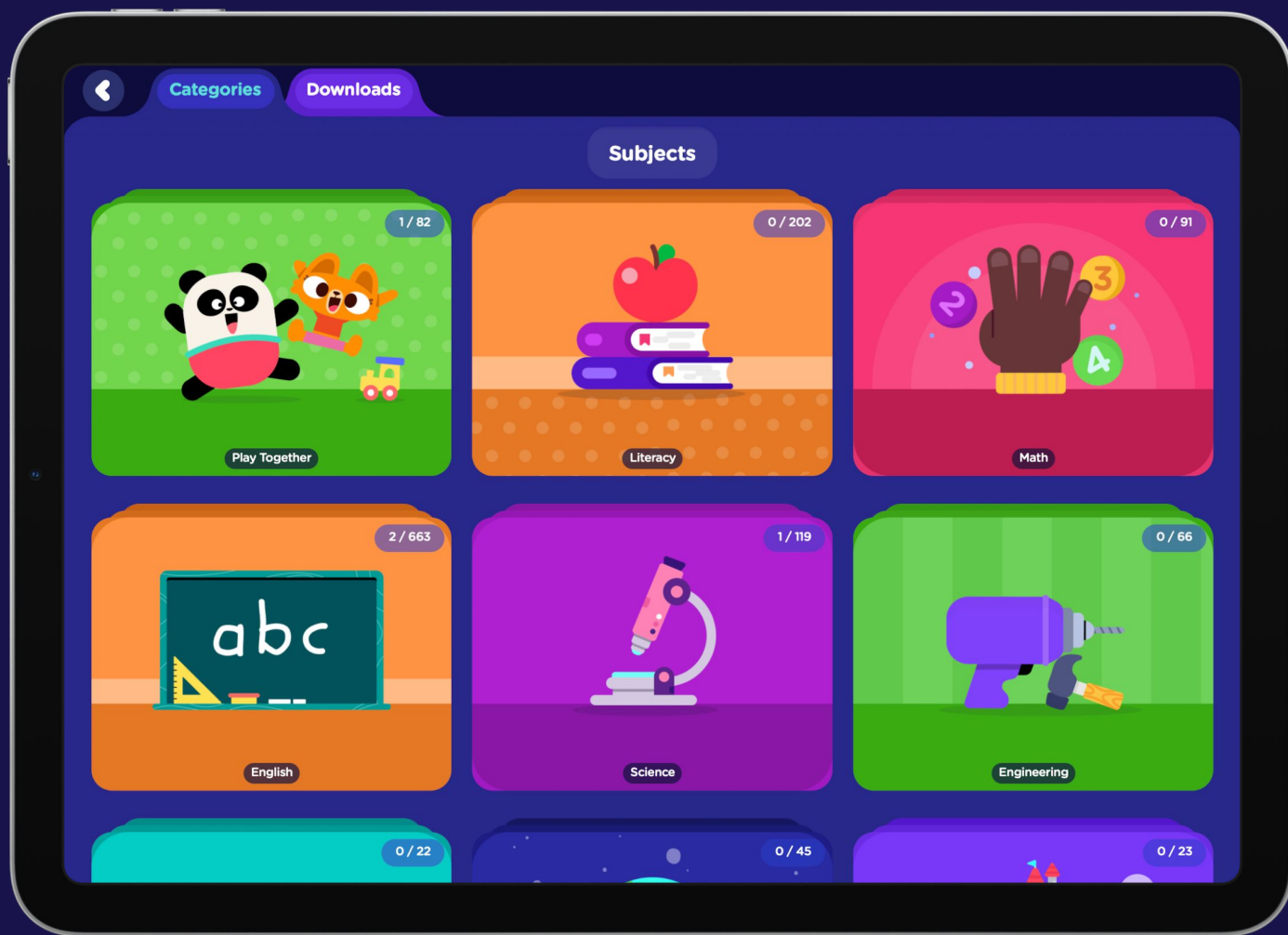
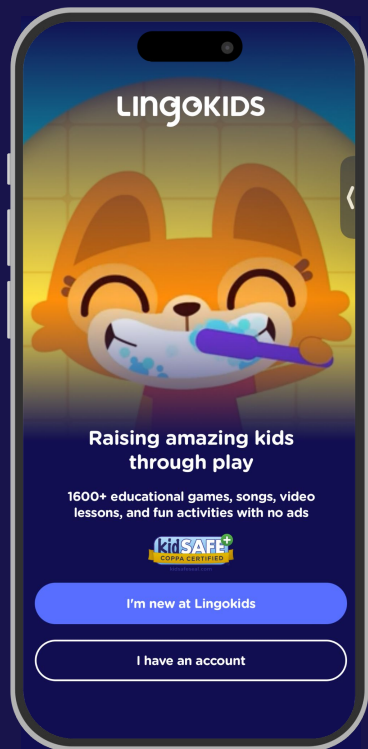
I'm new at Lingokids

I have an account

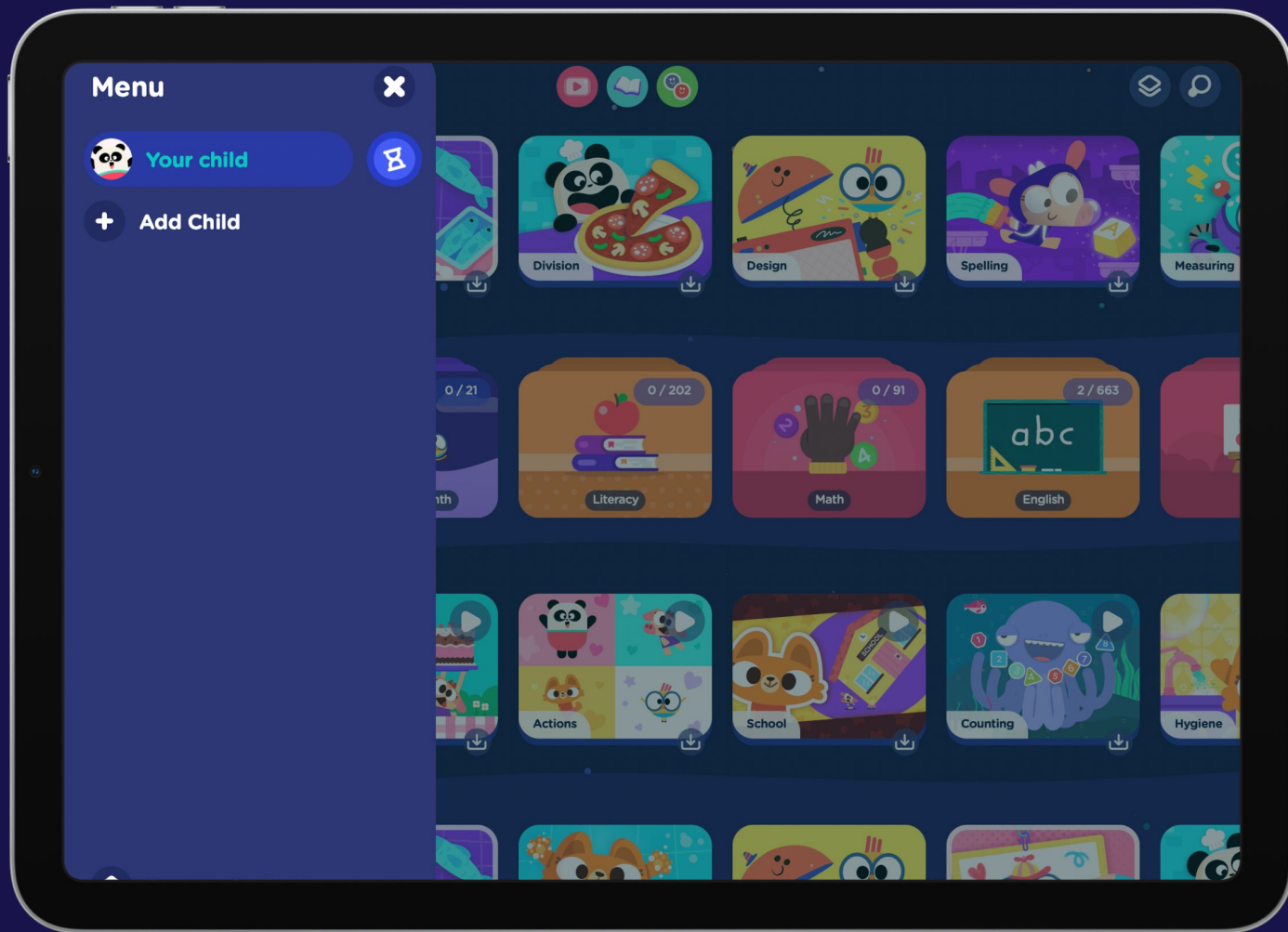
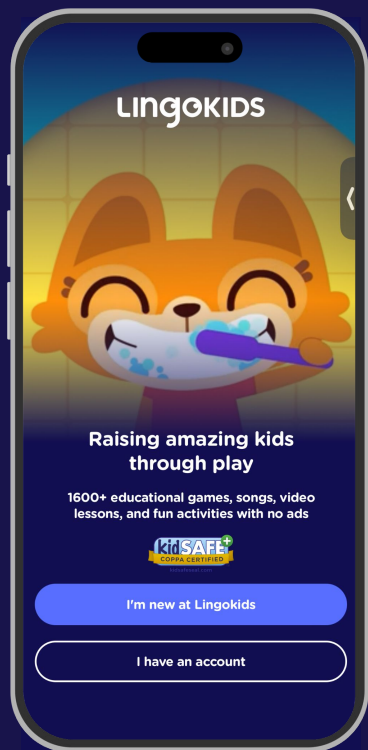








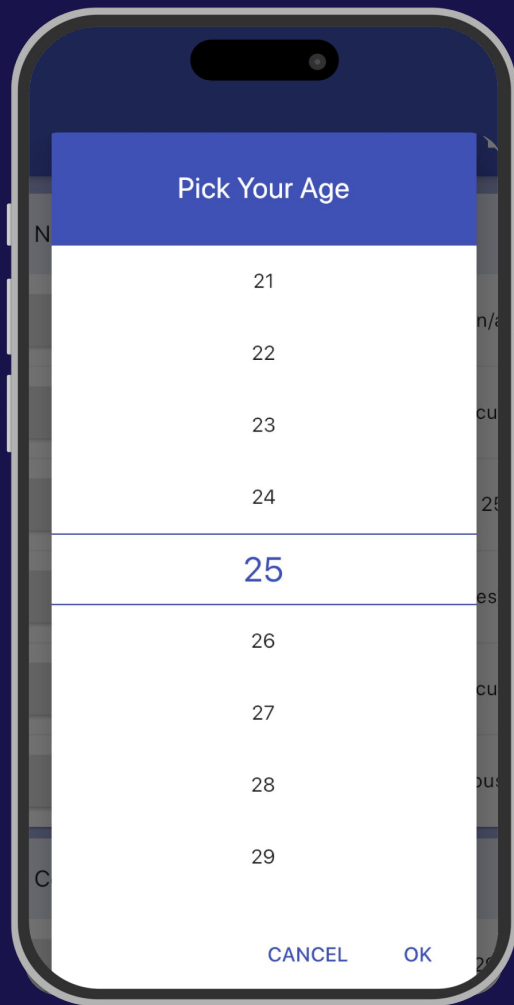






What if your “user” can’t read?





## Pick Your Age

21

22

23

24

25

26

27

28

29

CANCEL

OK









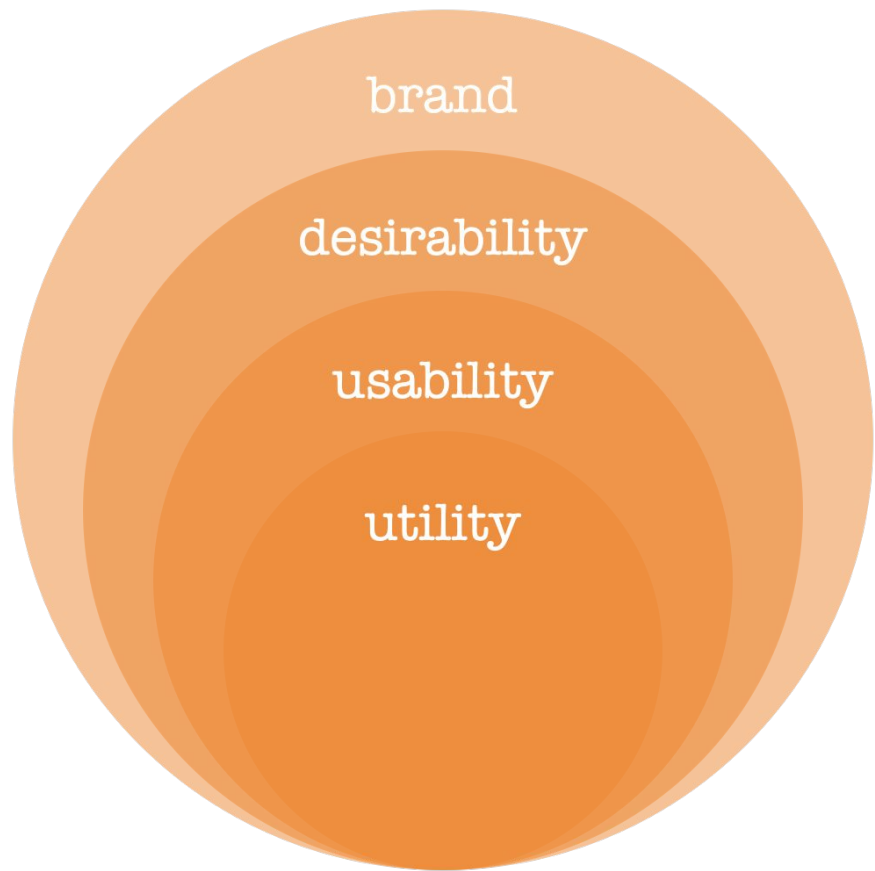
## How old are you?

Personalize content for age. You can change this later in Settings.

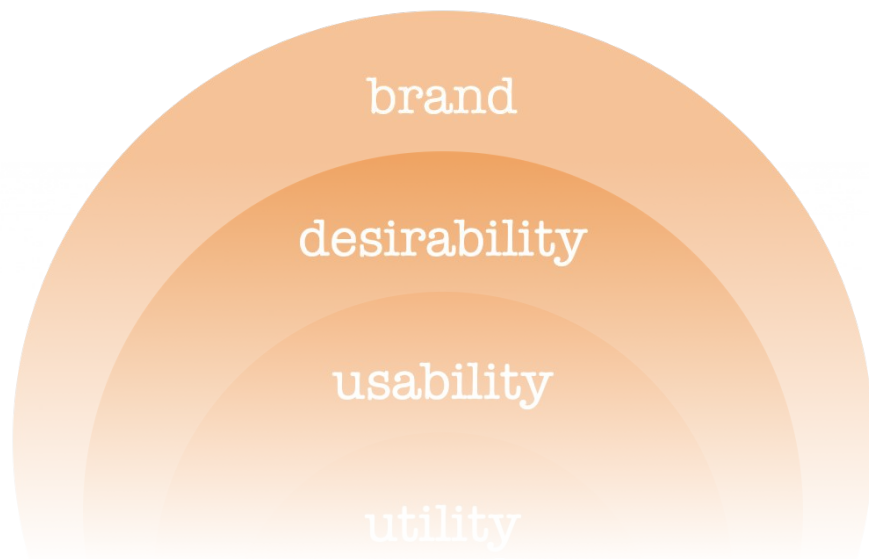


This information is confidential and will never be shared.





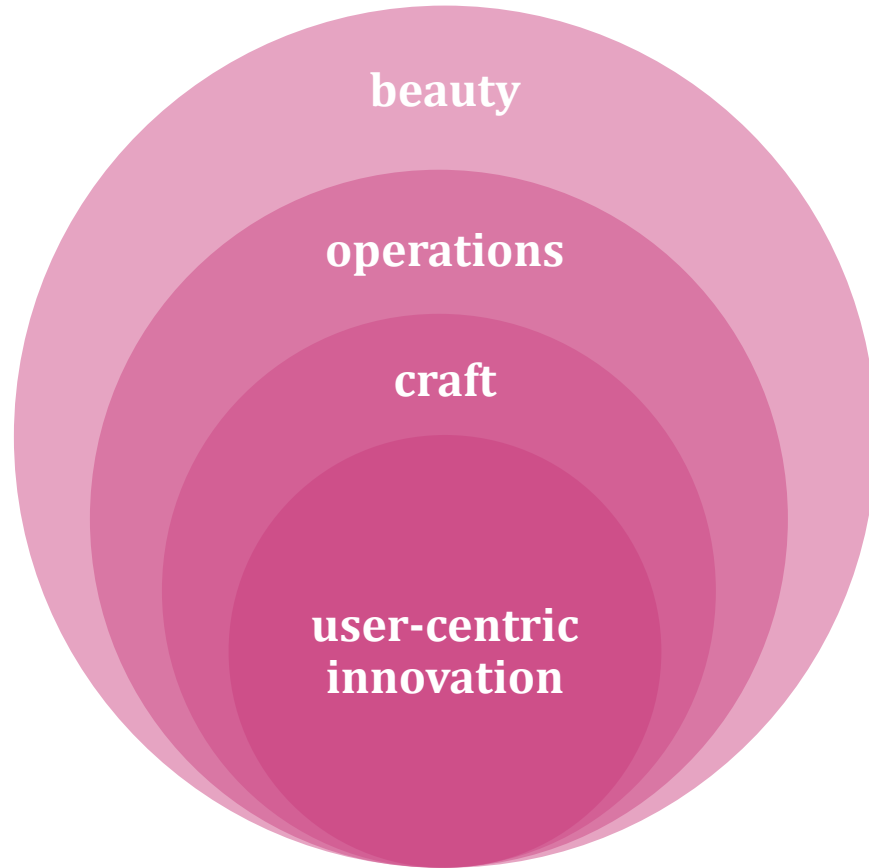




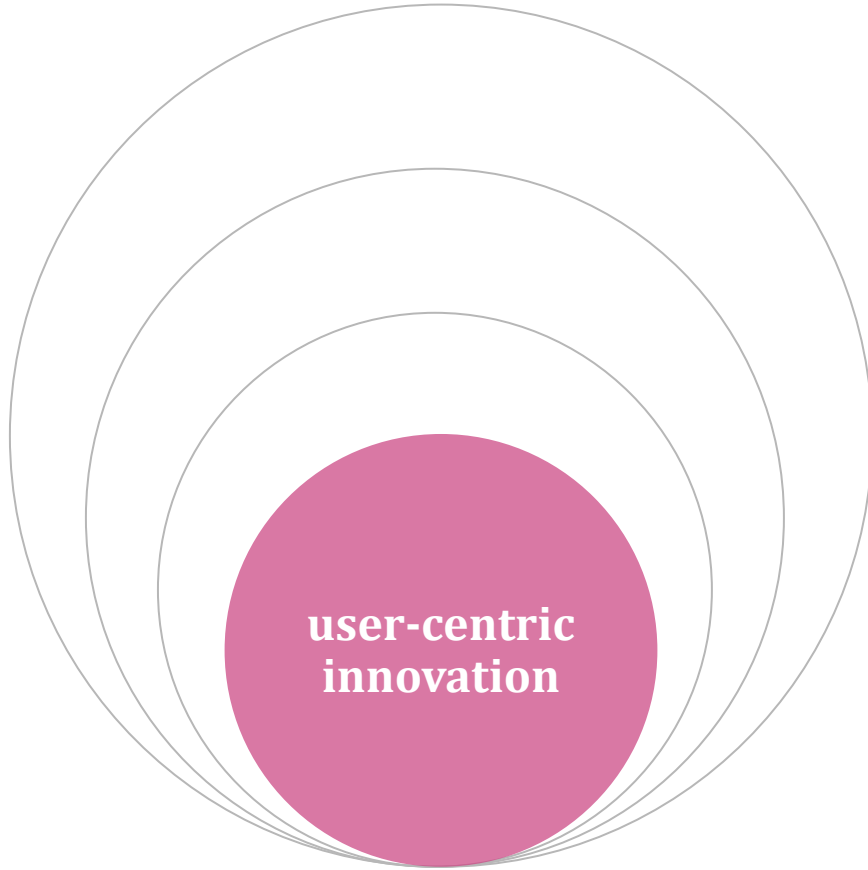
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**It's time for an upgrade**



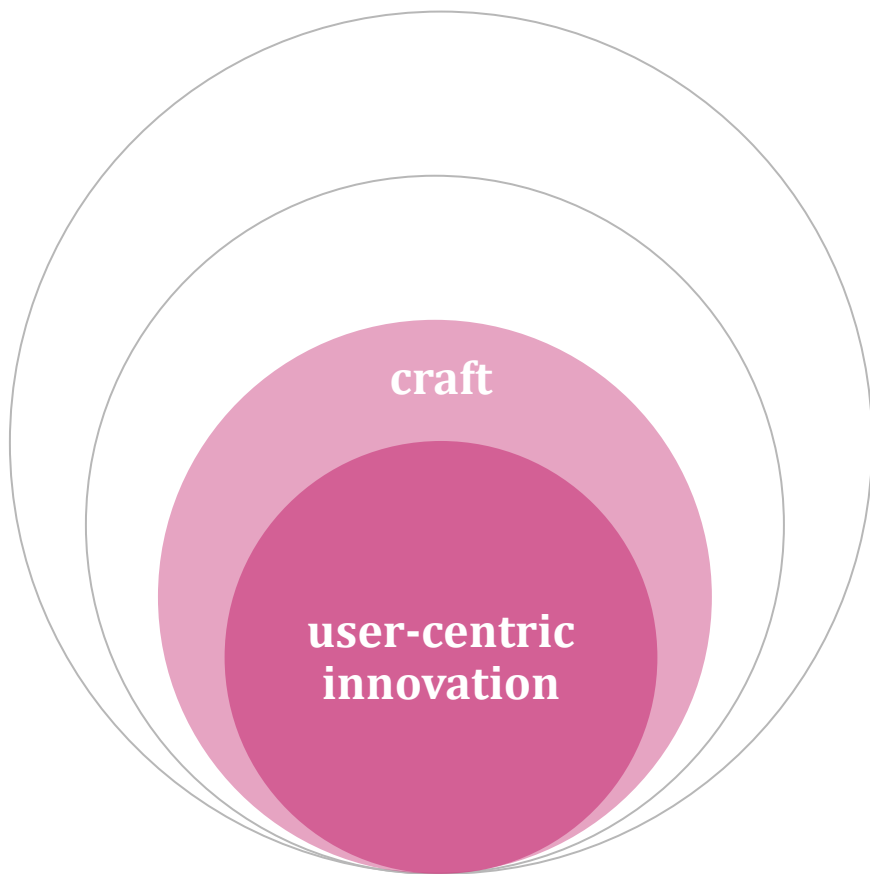






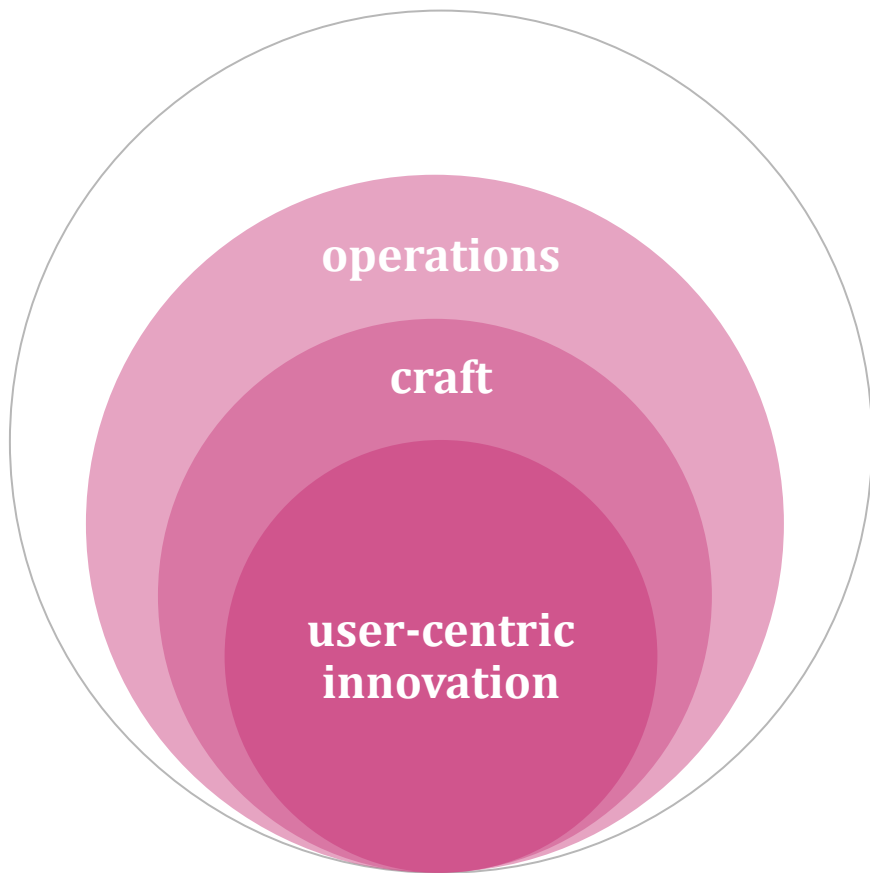
Identifies and solves users problems with ambition and creativity, despite the constraints of business, technology and humans





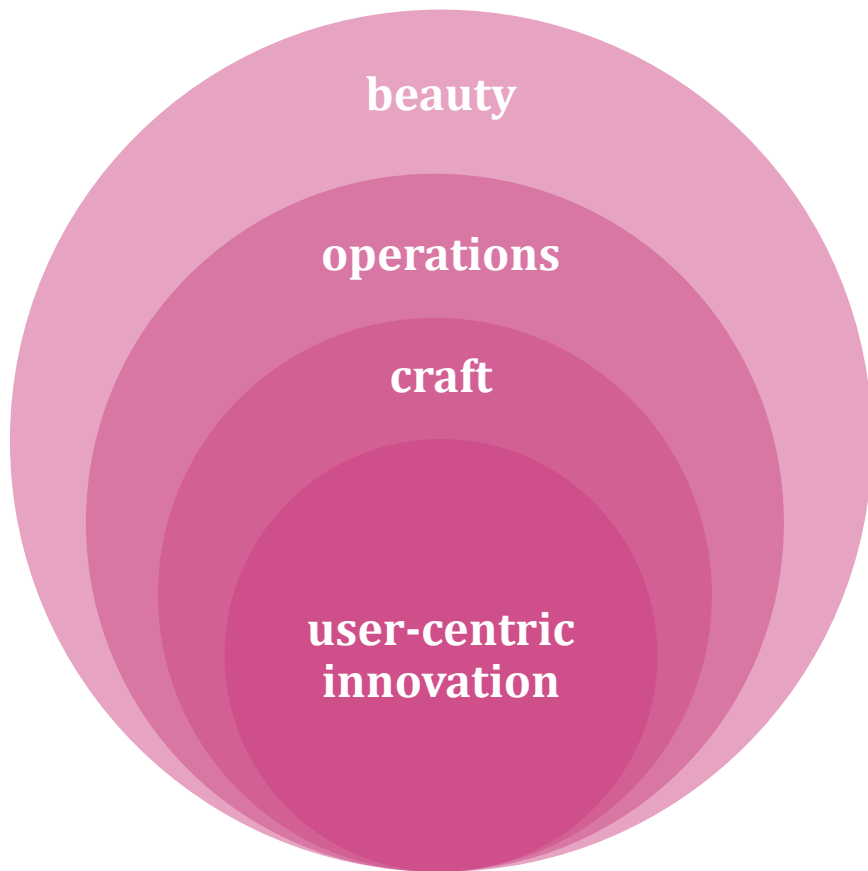
Provides an experience where every surface is well-crafted, emotionally engaging, "on brand" and consistent





Delivered at scale via excellent  
management, systemization and  
resource allocation





Unlocks a deeper essence that reflects truth, authenticity and produces pleasure



# Ode on a Grecian Urn

BY JOHN KEATS

Thou still unravish'd bride of quietness,  
    Thou foster-child of silence and slow time,  
Sylvan historian, who canst thus express  
    A flowery tale more sweetly than our rhyme:  
What leaf-fring'd legend haunts about thy shape  
    Of deities or mortals, or of both,  
    In Tempe or the dales of Arcady?  
What men or gods are these? What maidens loth?  
What mad pursuit? What struggle to escape?  
    What pipes and timbrels? What wild ecstasy?

Heard melodies are sweet, but those unheard  
    Are sweeter; therefore, ye soft pipes, play on;  
Not to the sensual ear, but, more endear'd,  
    Pipe to the spirit ditties of no tone:  
Fair youth, beneath the trees, thou canst not leave  
    Thy song, nor ever can those trees be bare;  
    Bold Lover, never, never canst thou kiss,  
Though winning near the goal yet, do not grieve;  
    She cannot fade, though thou hast not thy bliss,  
    For ever wilt thou love, and she be fair!

Ah, happy, happy boughs! that cannot shed  
    Your leaves, nor ever bid the Spring adieu;  
And, happy melodist, unwearied,  
    For ever piping songs for ever new;  
More happy love! more happy, happy love!



## Ode on a Grecian Urn

BY JOHN KEATS

Thou still unravish'd bride of quietness,  
Thou foster-child of silence and slow time,  
Sylvan historian, who canst thus express  
A flowery tale more sweetly than our rhyme:  
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In Tempe or the dales of Arcady?  
What men or gods are these? What maidens loth?  
What mad pursuit? What struggle to escape?

*"Beauty is truth, truth beauty,—that is all<sup>?</sup>  
Ye know on earth, and all ye need to know."*

Pipe to the spirit ditties of no tone:  
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Thy song, nor ever can those trees be bare;  
Bold Lover, never, never canst thou kiss,  
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# THE BEAUTY... BEYOND “UX”

**Chris Grant**

**FEEDBACK  
AND Q&A**

**Lingokids**

