Conquer Your Fear

A Handy List of Ten Sketch Plugins for Instantly Improving

Your Work Quality, Love Life, and World Peace

Jaanus Kase

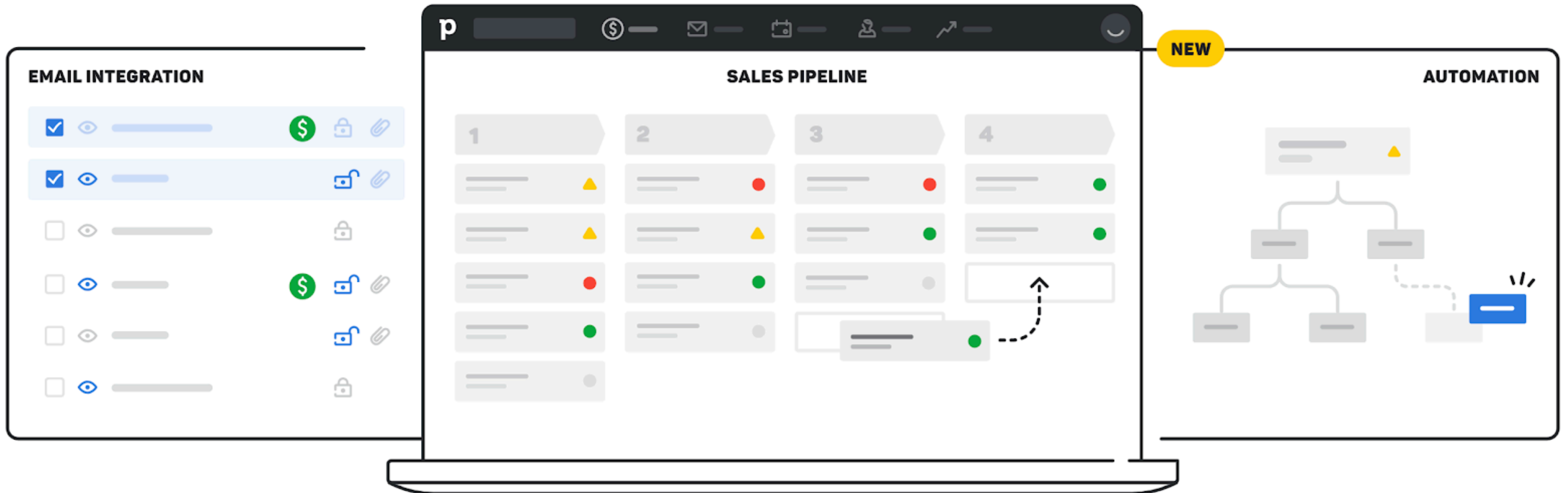Senior Product Design Consultant, Pipedrive

UX Tartu, April 18, 2019

Conquer Your Fear

A Handy List of ~~Ten Sketch Plugins for Instantly Improving Your Work Quality, Love Life, and World Peace~~

😢

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EMAIL INTEGRATION

SALES PIPELINE

NEW

AUTOMATION

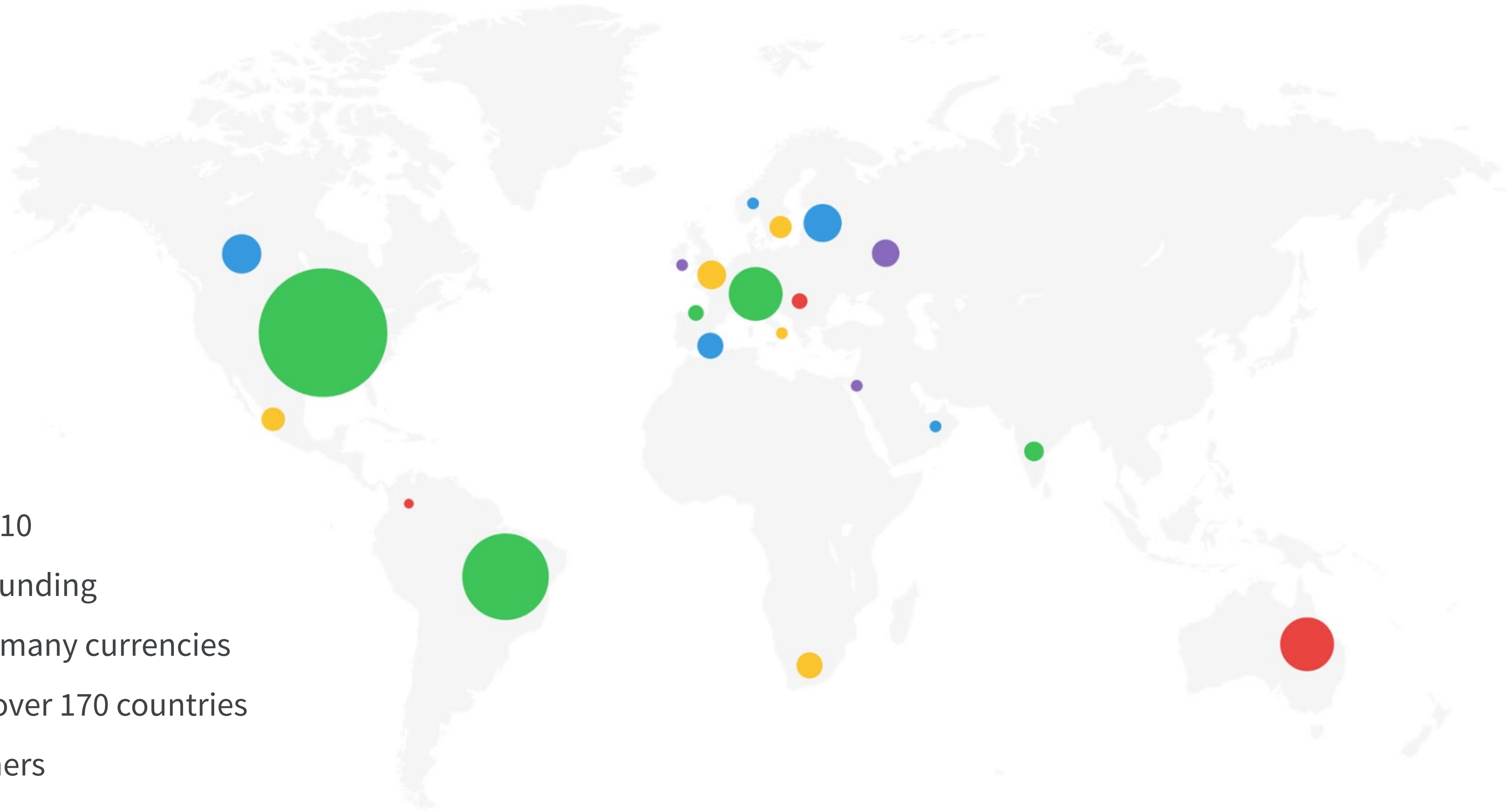| Capterra	G2 CROWD		TRUSTPILOT	GetApp	Software Advice
4.5/5	4.5/5	4.5/5	4.8/5	4.6/5	4.5/5

Founded in 2010

Over $90M in funding

16 languages, many currencies

Customers in over 170 countries

85,000 customers

500+ employees

6 offices in 5 countries

pipedrive

fear.

"You have no fear."

–Someone

How I…

✨ cleaned my mind

🦆 became a duck

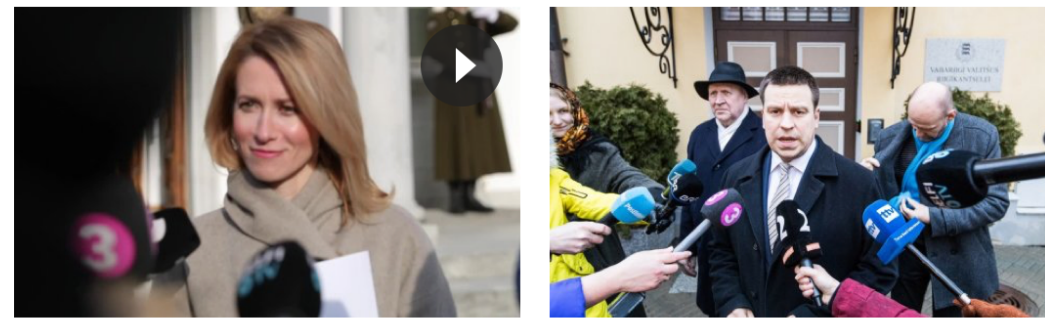🔭 learnt to go far

How I…

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DELFI VIDEO | Ametlik peaministrikandidaat Kaja Kallas: eesmärk on 15. aprillil näidata riigikogule, et on olemas parem alternatiiv (3)

Allikad Delfile: ministrikohad jaotuvad uues valitsuses just selliselt (221) 121

Riigiprokuratuur

President Kaljulaid

DELFI VIDEO | Ametlik
peaministrikandidaat
Kaja Kallas: eesmärk on
15. aprillil näidata
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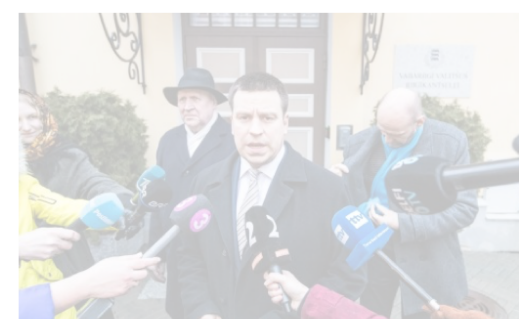(221) 121

Riigiprokuratuur

President Kaljulaid

Maailmas pole kunagi piisavalt kassipilte!

PURINA GOURMET ★★★

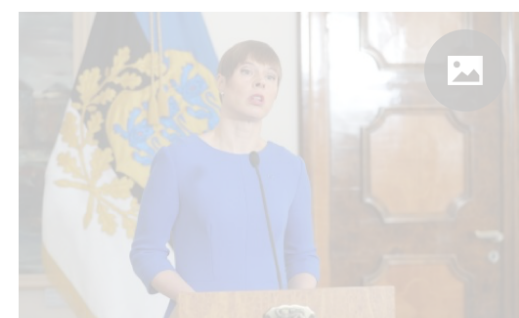DELFI VIDEO | Ametlik peaministrikandidaat Kaja Kallas: eesmärk on 15. aprillil näidata riigikogule, et on olemas parem alternatiiv (3)

Allikad Delfile: ministrikohad jaotuvad uues valitsuses just selliselt (221) 121

Riigiprokuratuur valmistab ette vastselt riigikogulaselt Kalev Kallolt saadikupuutumatuse äravõtmist

President Kaljulaid kohtumisest Putiniga: me ei lähe sealt midagi saama, me lähme suhtlema FOTOD!

Make It Happen

Find Solutions

"Embrace it!"

Acknowledge Reality

Wait and Hope

"I Can't"

Personal Excuses

Blame Others

Unaware or Unconscious

"Accountable Behaviors"
Things Happen
Because of You

"Victim Behaviors"
Things Happen
To You
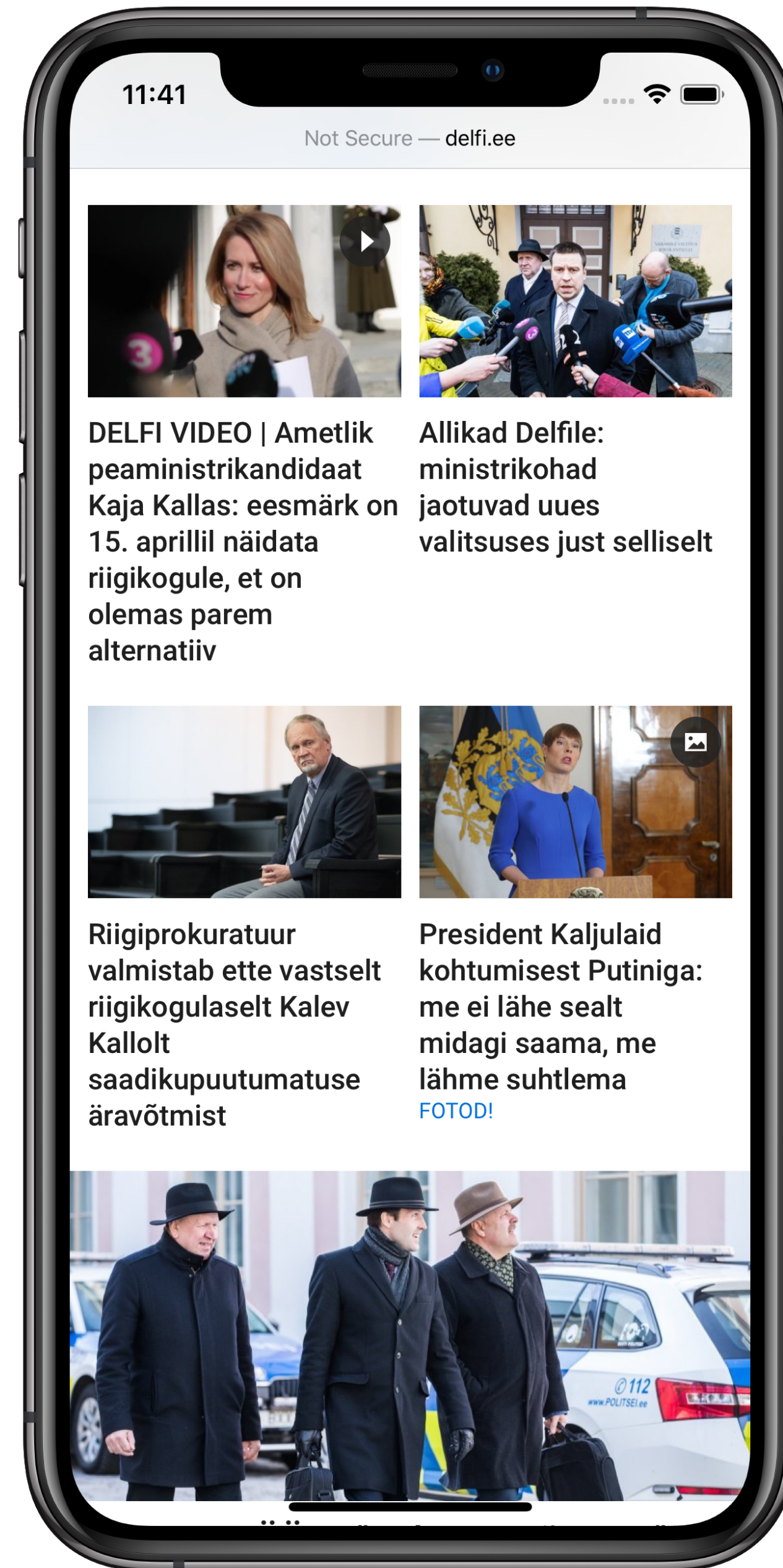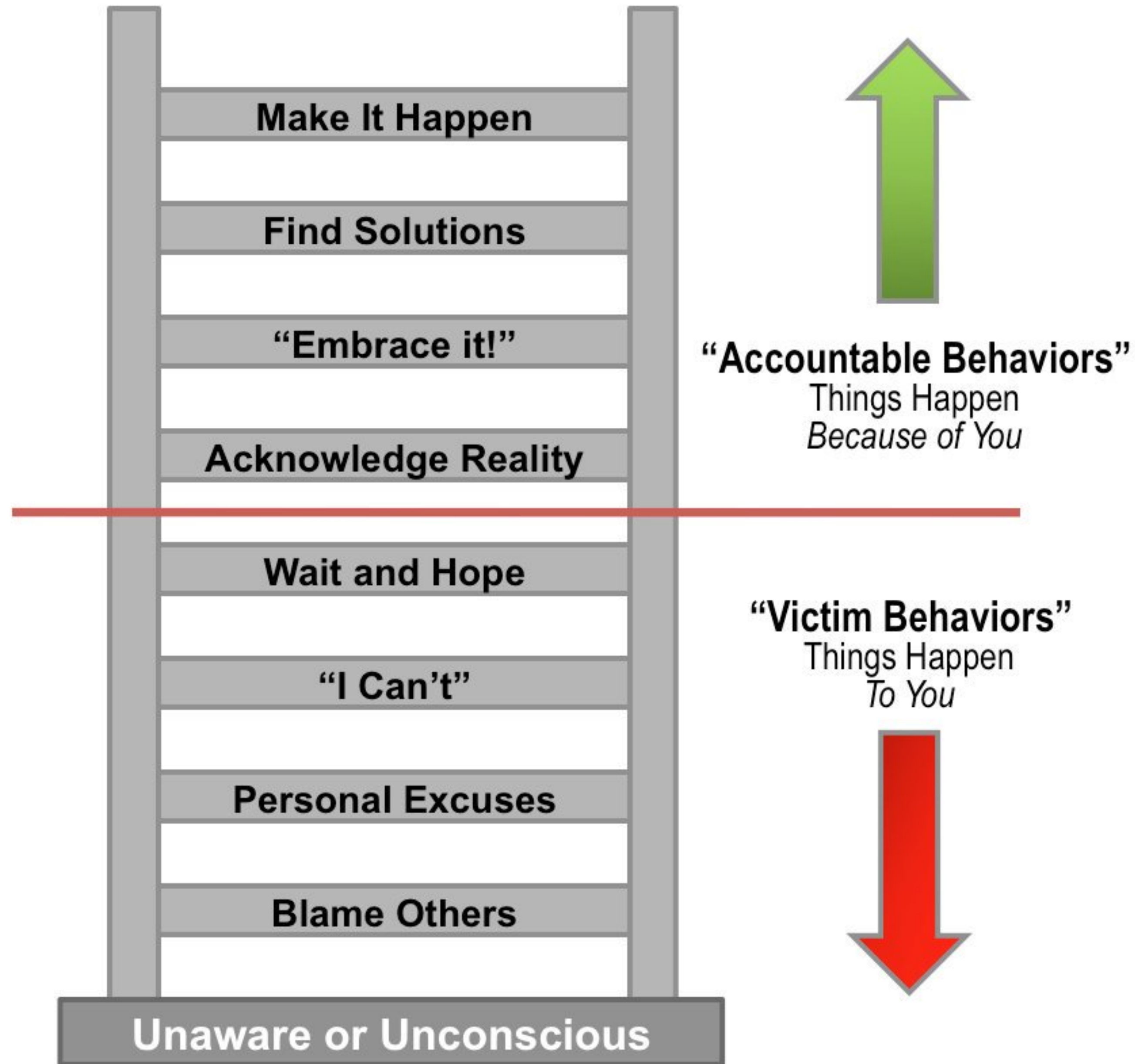
"Be the change you want to see in the world."

–Gandhi (sort of)

How I...

✨ cleaned my mind

🦆 **became a duck**

🔭 learnt to go far

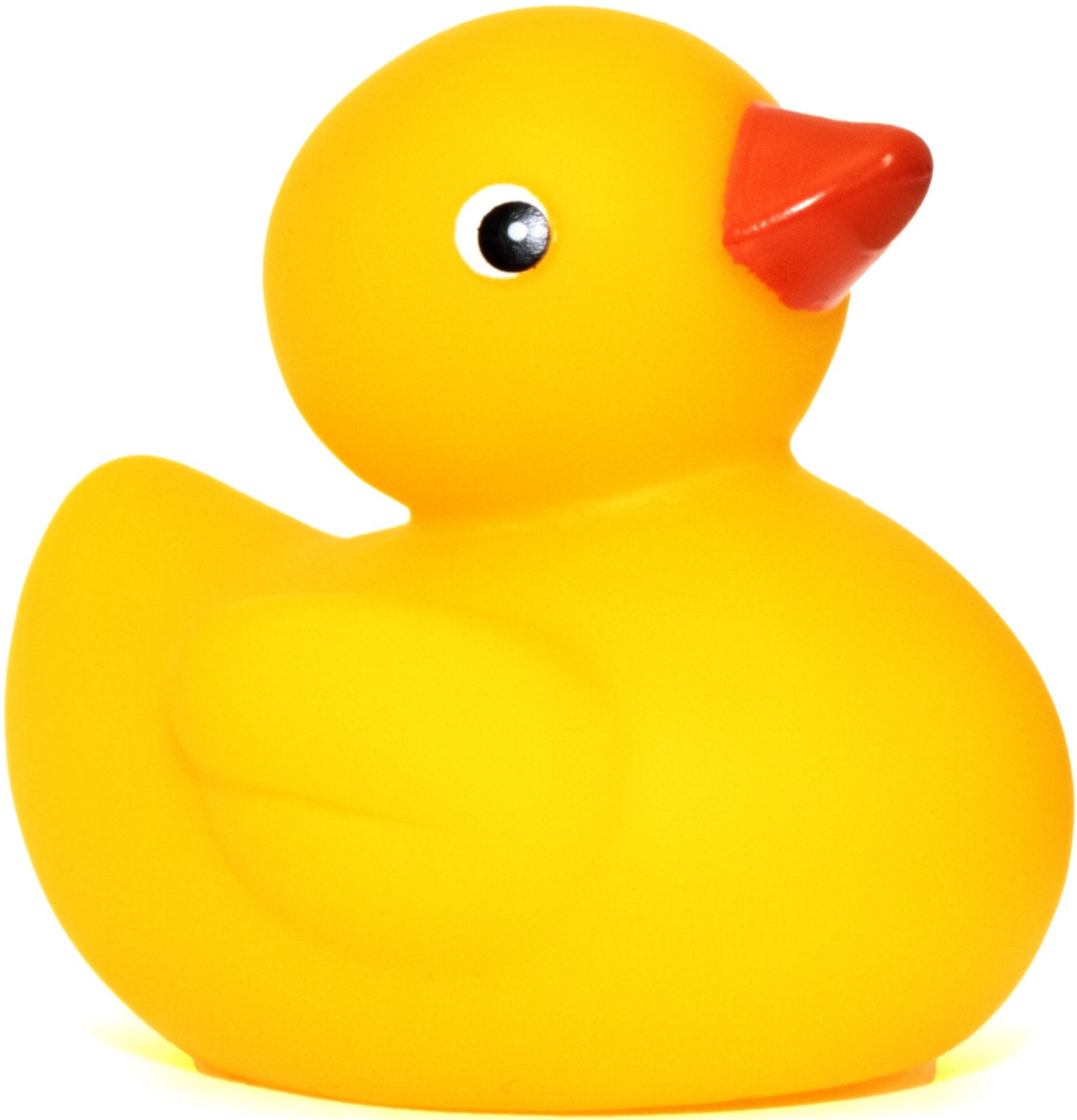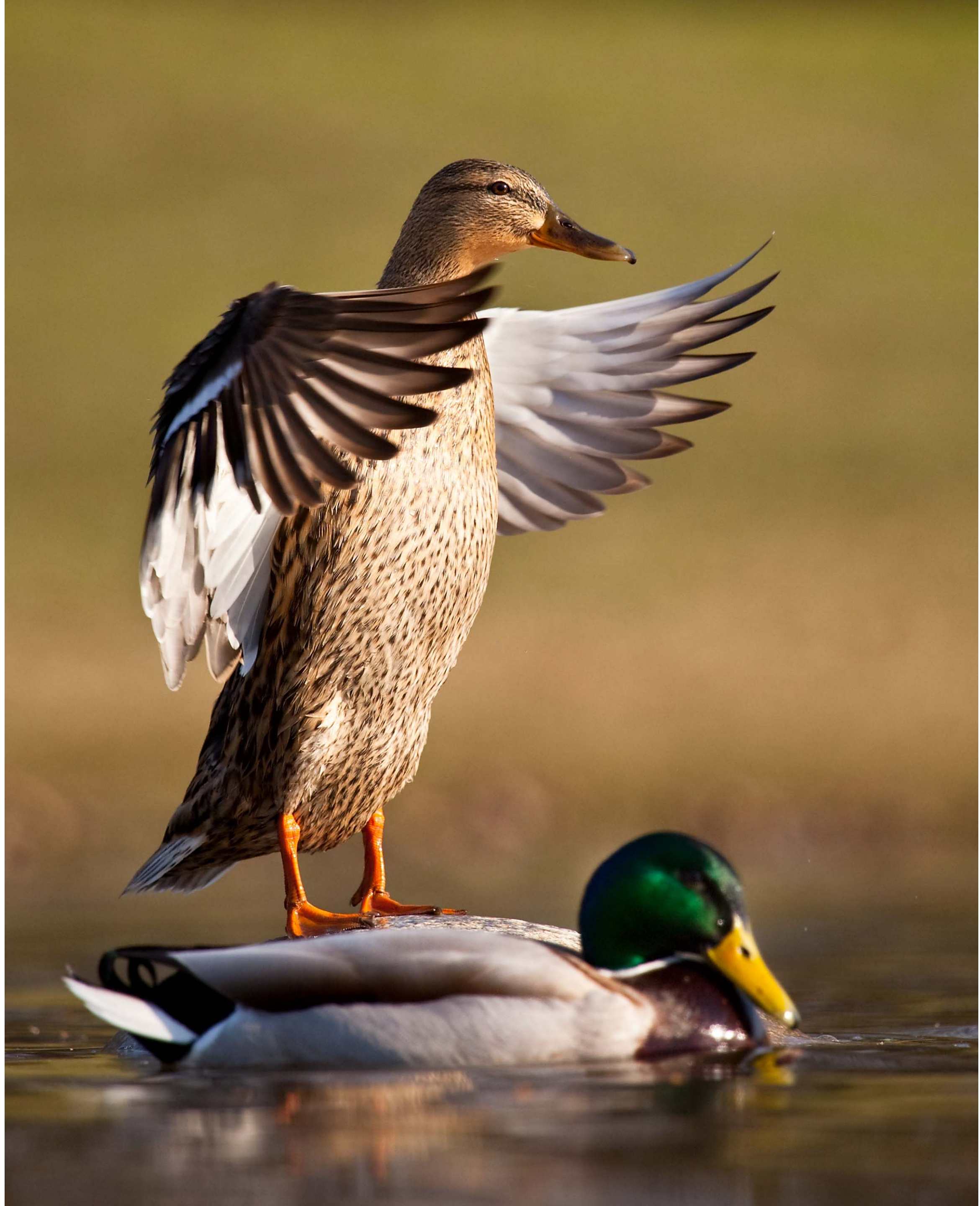Extreme   **Sweet spot**   Extreme

Humans   Pixels

Humans   Pixels

Pixels   Code

Humans   Pixels

Pixels   Code

Usability   Visibility

Humans

Pixels

Pixels

Code

Usability

Visibility

Ship sooner

Polish some more

Humans   Pixels

Pixels   Code

Usability   Visibility

Ship sooner   Polish some more

Quantitative data   Qualitative data

"Be kind, and surf your balances."

–Jaanus

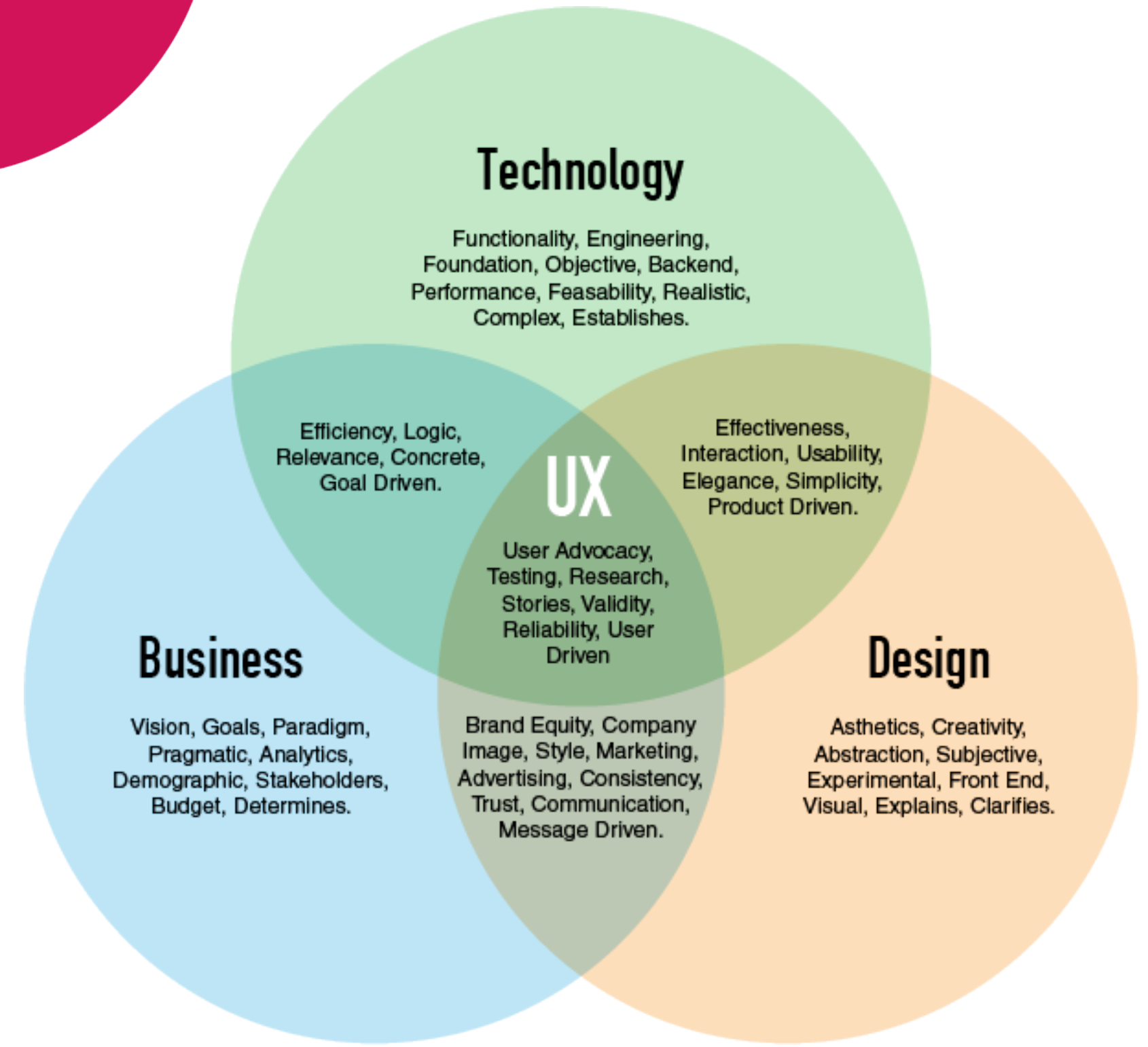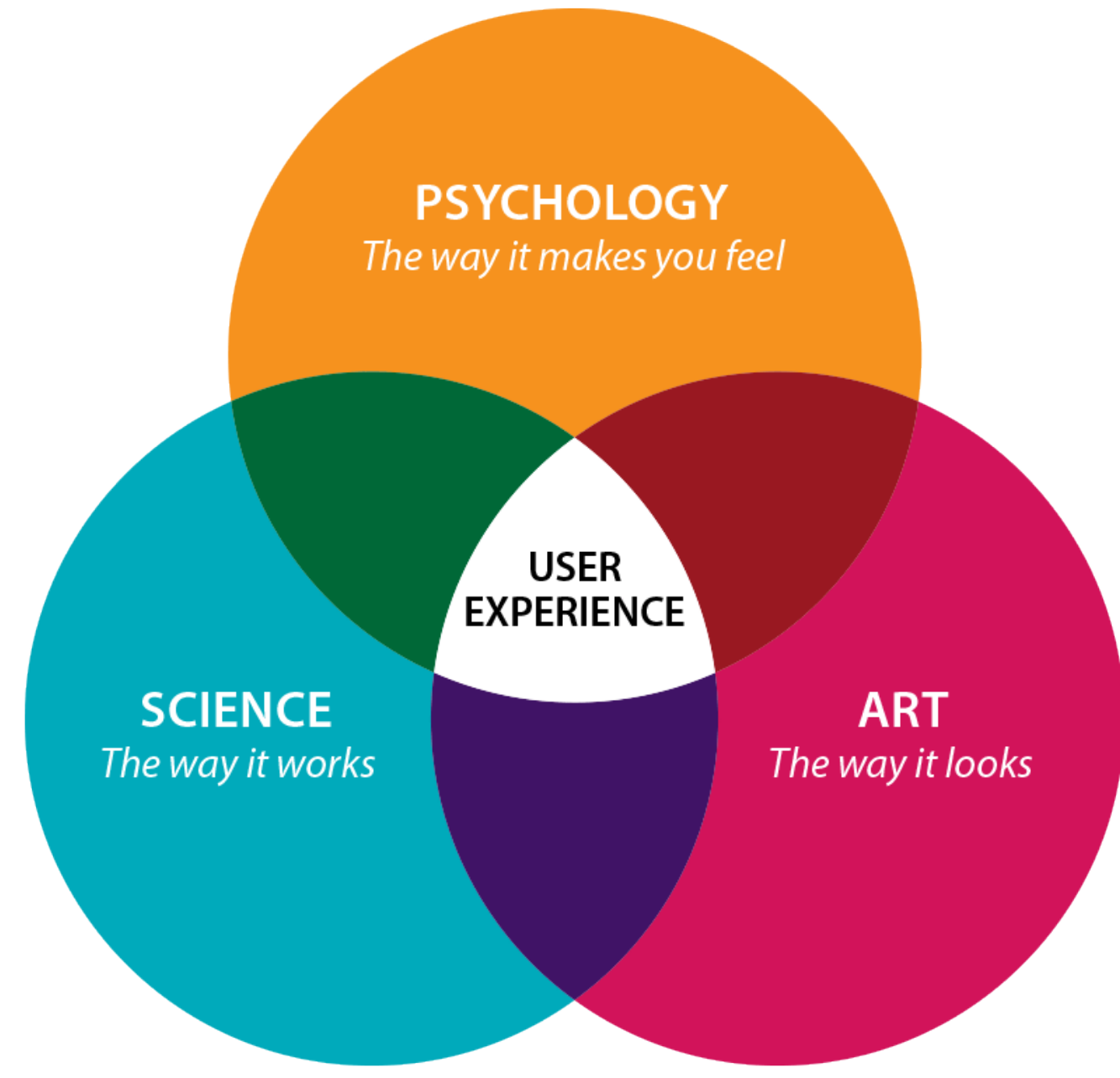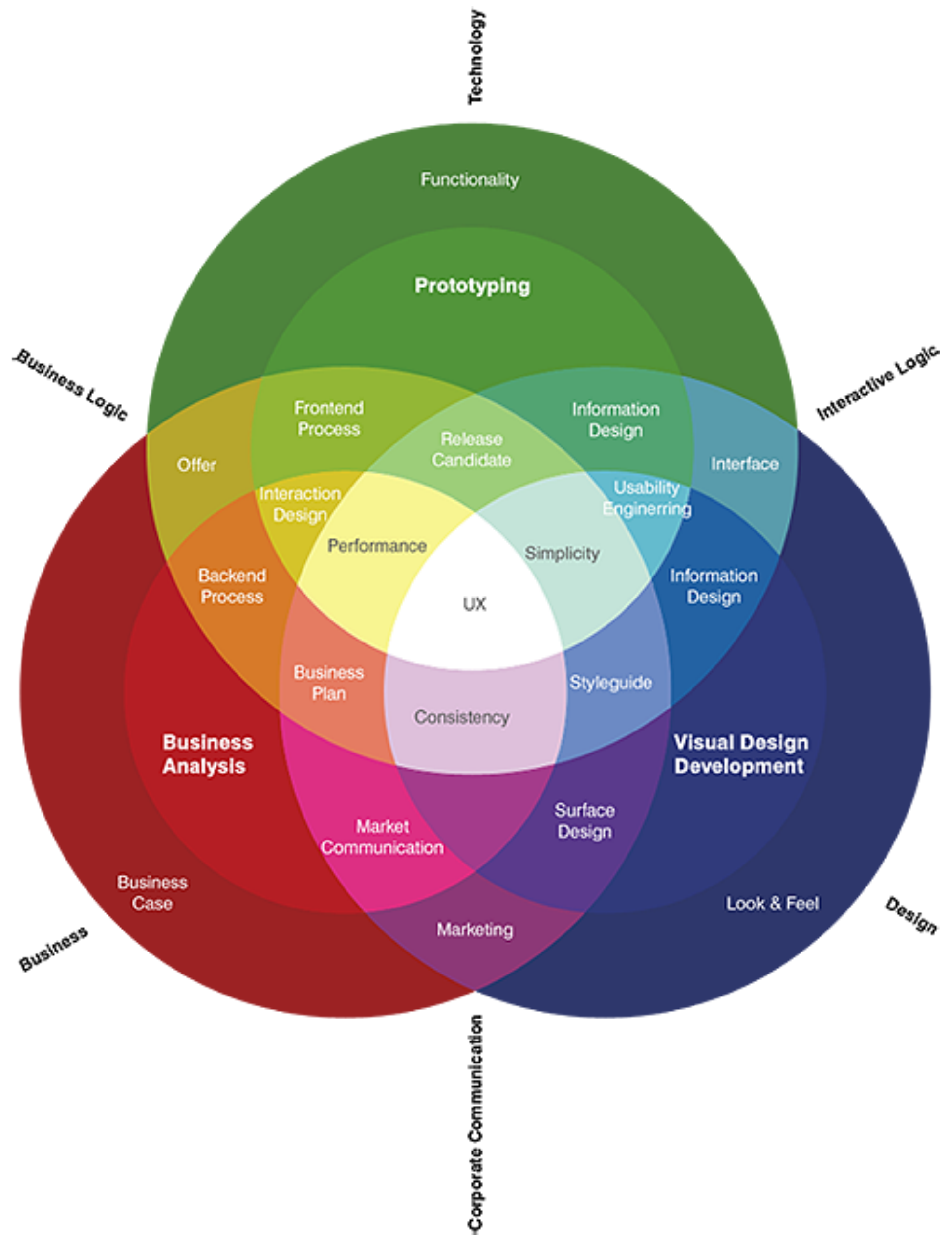How I…

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Diagram 1 (left):

Technology

Functionality

Prototyping

Business Logic

Interactive Logic

Offer

Frontend Process

Release Candidate

Information Design

Interface

Interaction Design

Usability Engineering

Backend Process

Performance

Simplicity

Information Design

UX

Styleguide

Business Plan

Consistency

Business Analysis

Visual Design Development

Market Communication

Surface Design

Business Case

Marketing

Look & Feel

Business

Design

Corporate Communication

Diagram 2 (top right):

PSYCHOLOGY
The way it makes you feel

SCIENCE
The way it works

USER EXPERIENCE

ART
The way it looks

Diagram 3 (bottom right):

Technology
Functionality, Engineering, Foundation, Objective, Backend, Performance, Feasability, Realistic, Complex, Establishes.

Efficiency, Logic, Relevance, Concrete, Goal Driven.

Effectiveness, Interaction, Usability, Elegance, Simplicity, Product Driven.

UX
User Advocacy, Testing, Research, Stories, Validity, Reliability, User Driven

Business
Vision, Goals, Paradigm, Pragmatic, Analytics, Demographic, Stakeholders, Budget, Determines.

Brand Equity, Company Image, Style, Marketing, Advertising, Consistency, Trust, Communication, Message Driven.

Design
Asthetics, Creativity, Abstraction, Subjective, Experimental, Front End, Visual, Explains, Clarifies.

UUDIS

Totaalne muutumine: disainerid tegid Eesti.ee ja ID-kaardi tarkvara täielikult ümber
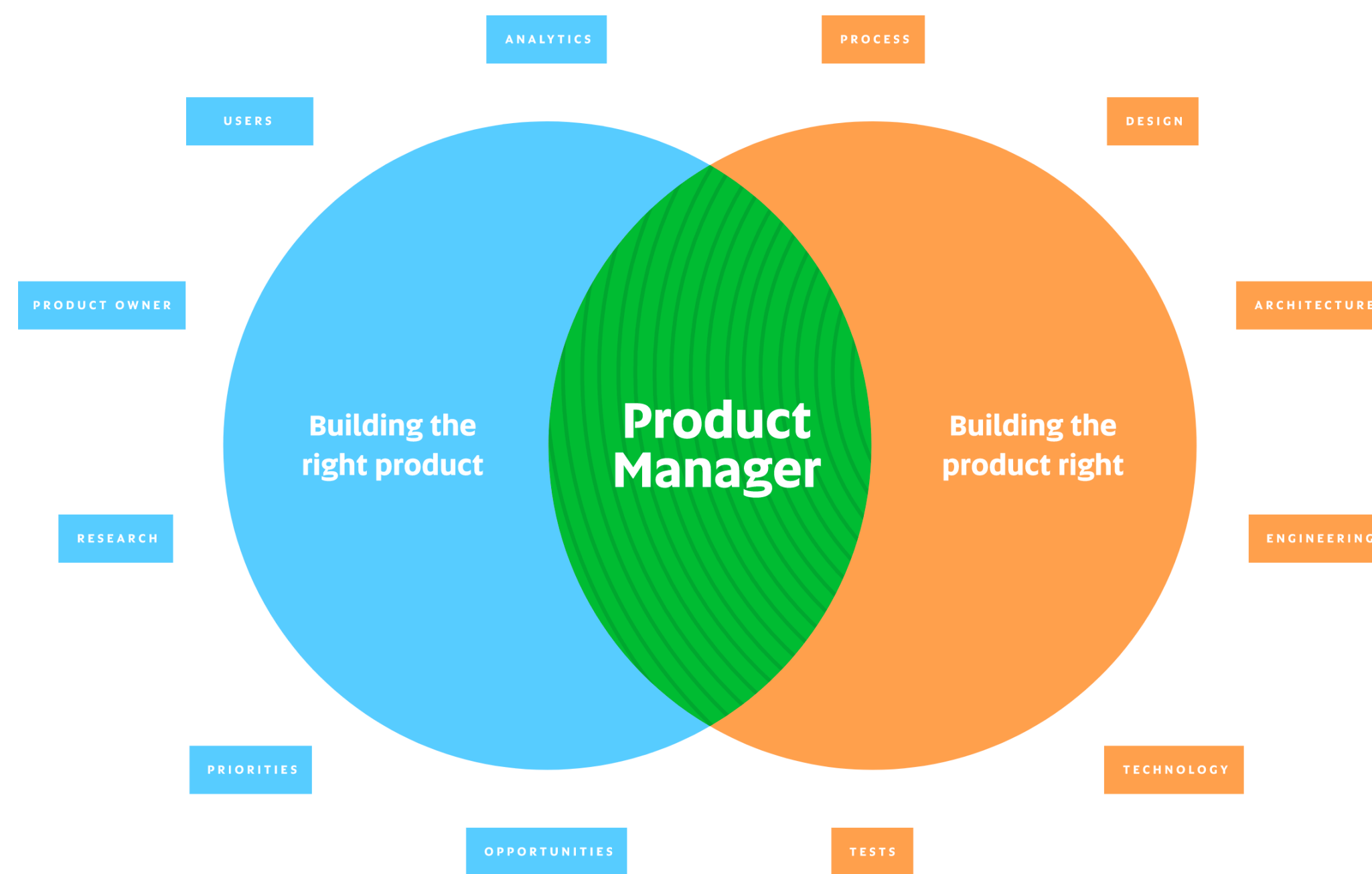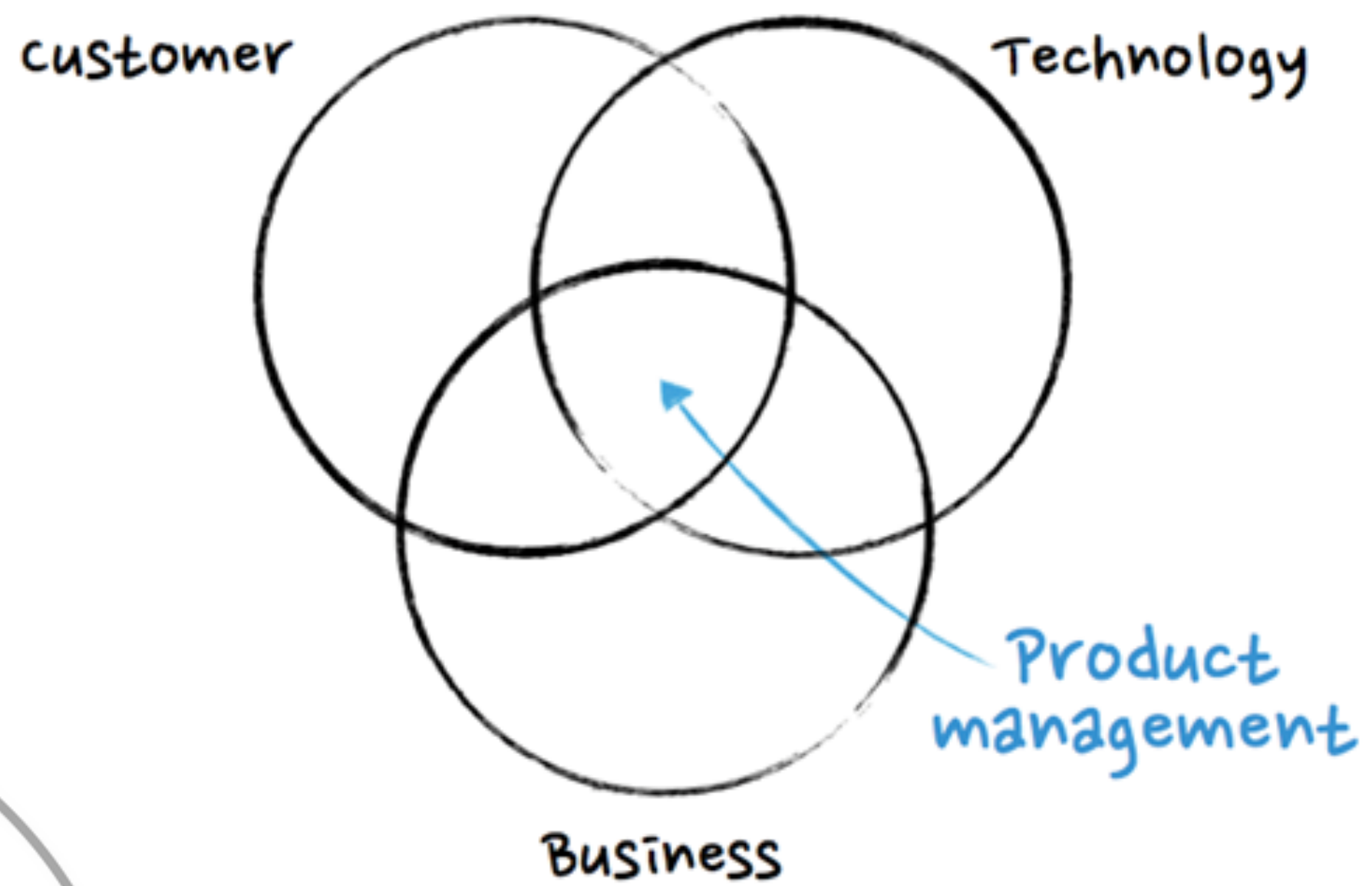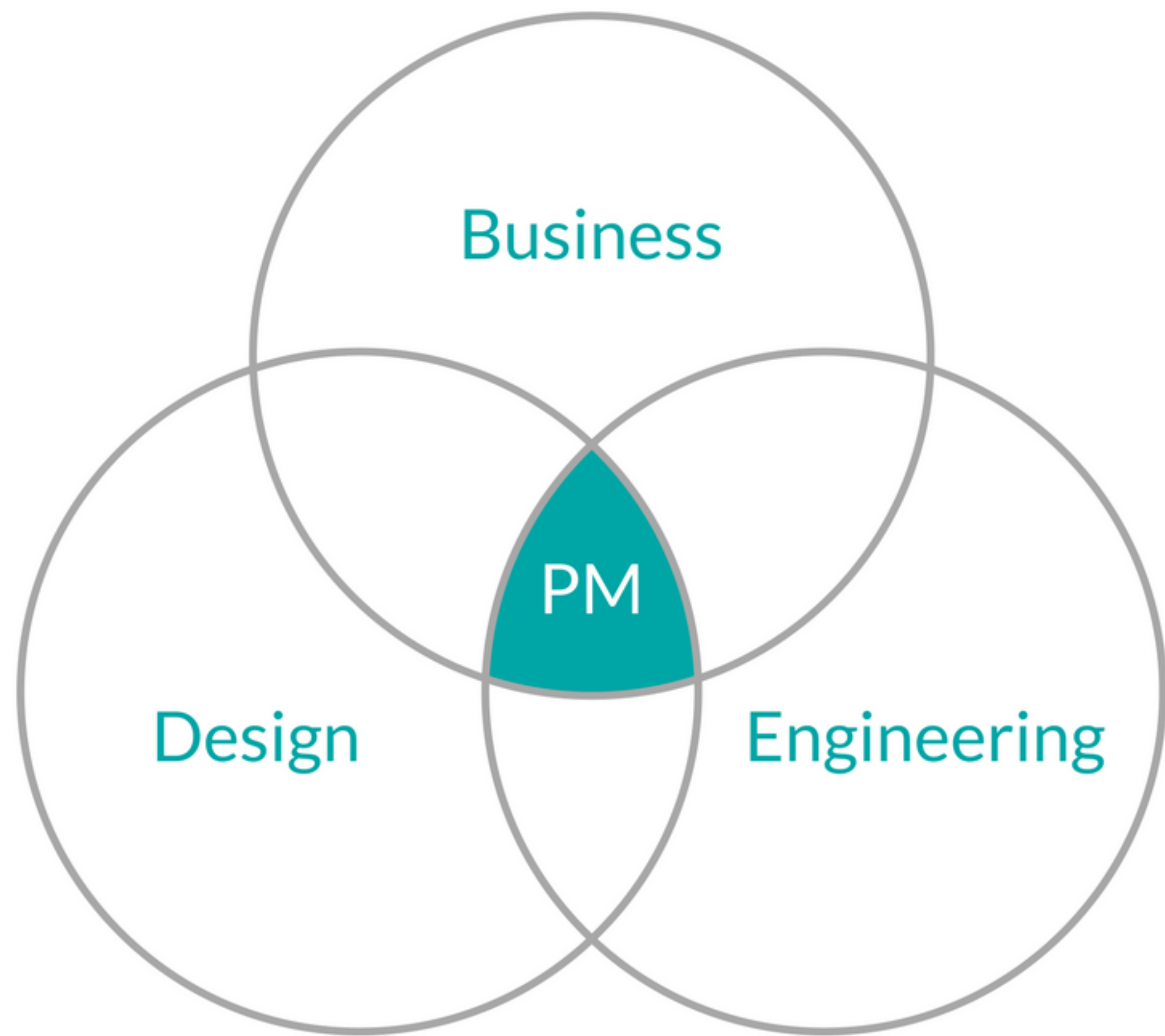
Geenius

06.11.2017 kell 09:32

f Jaga Facebookis

✉ Saada e-kirjaga

Eesti kasutajakogemuse ja disainiettevõte OKIA avaldas blogis *postituse, kus näitas, milline võiks olla Eesti rakendus. Geenius avaldab selle täies mahus.*

Oleme uhked oma Eestimaa üle, oleme uhked oma riigi e-saavutuste üle. Kodanikena. Disaineritena nutame aga patja, nähes kui poolikud ja ebamugavad riigilahendused tihtipeale on.

customer   Technology

Business

Product management

Business

PM

Design   Engineering

ANALYTICS   PROCESS

USERS   DESIGN

PRODUCT OWNER   ARCHITECTURE

Building the right product   **Product Manager**   Building the product right

RESEARCH   ENGINEERING

PRIORITIES   TECHNOLOGY

OPPORTUNITIES   TESTS

"If you want to go fast, go alone.
If you want to go far, go together."

–African proverb (maybe)

Be the change you want to see in the world.

Be kind, and surf your balances.

Go far, together.

Conquer Your Fear

Jaanus Kase

Senior Product Design Consultant, Pipedrive

jaanus.com

🐦 @jaanus

UX Tartu, April 18 2019

Sources and more reading

https://www.forbes.com/sites/rodgerdeanduncan/2018/05/04/avoid-the-blame-game-be-accountable-for-accountability/ (victim and accountable behaviors)

https://prillikivi.ee (block content on iOS)

https://www.intercom.com/blog/the-end-of-navel-gazing/ (UX is not central)

https://www.youtube.com/watch?v=xRKlPqVxFgI ("NOBODY Can Cause MENTAL PAIN to You - It Is YOU!")