

Ultra Light Startups

August 2010

Web Design for Startups

Twitter: #ULS



Elements of Web Design

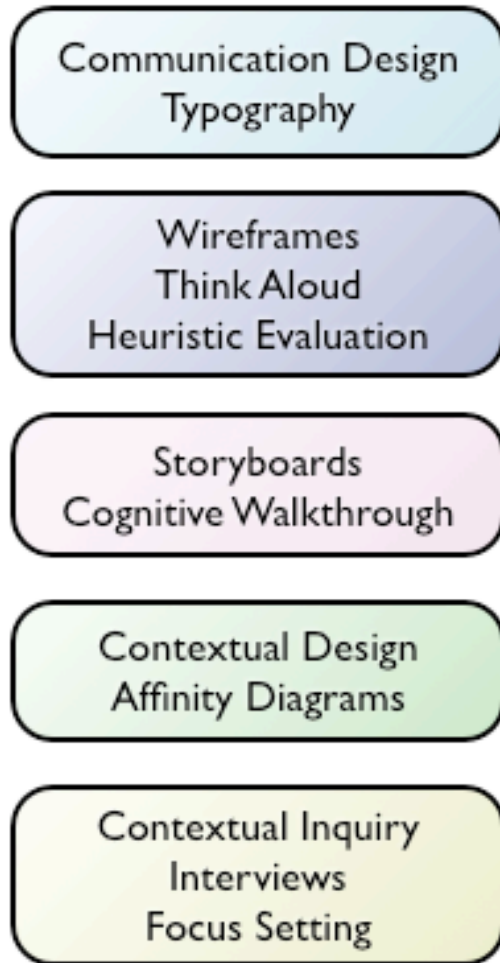
- Graphic / visual design
- Interaction design
- Information architecture
- User experience
- Research / usability testing
- Branding / identity
- Print

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HCI Methods

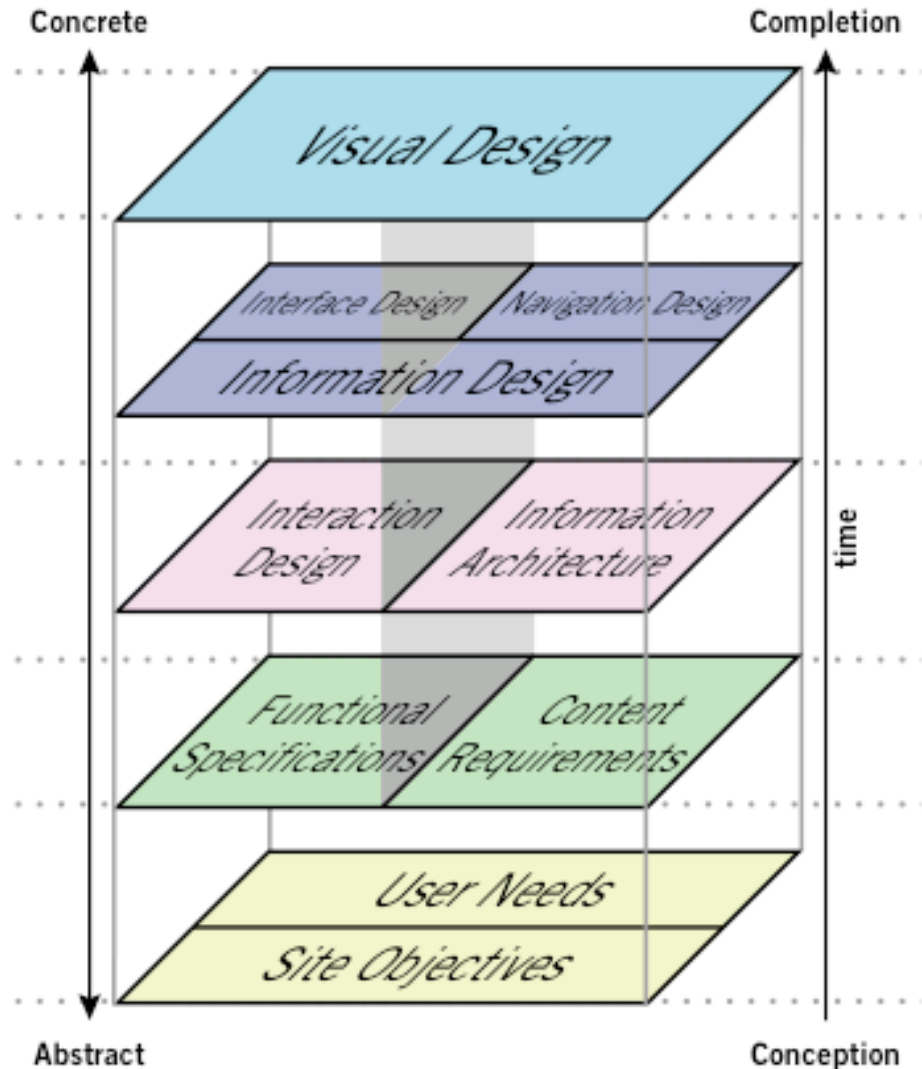
What I can do



Julian Missig, 2006

Elements of User Experience

Jesse James Garrett, 2000



Jesse James Garrett, 2000

Julian Missig, 2006



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Design at Startups

- Where to begin – strategy, communications
- Which design practices are essential for which startups?
- Prioritizing
 - Among design initiatives
 - Scope creep
 - Design vs. other startup priorities
 - Across stages of a startup's lifecycle

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Product/Experience/Design ROI

- Budgeting
- How much design is enough?
- Design and brand
- Measurement
 - Quantitative / Analytics
 - Qualitative / Surveys, Research, Feedback

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Hiring Designers

- Founder vs. employee
- Freelancer vs. firm/agency
- Personality types that work in startups
- Directories, volunteering, networking
- Crowdsourced marketplaces (99 Designs, GeniusRocket, CrowdSpring...)?
- How many do you need? What types?
- How can you afford all these?

• Twitter #ULS How do designers evaluate startup clients?

