

# ABOUT ME:



I have been working in the interactive media industry for over 15 years and have seen the internet grow dynamically from humble beginnings through to dotcom boom and bust.

I am currently focusing on developing mobile interfaces and application frameworks as a UX Director at Nokia and the product owner of Ovi UI.

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HOW TO CREATE PRODUCTS  
THAT PEOPLE (MIGHT) LOVE.

PEOPLE LOVE  
CERTAIN  
PRODUCTS...



WHY?



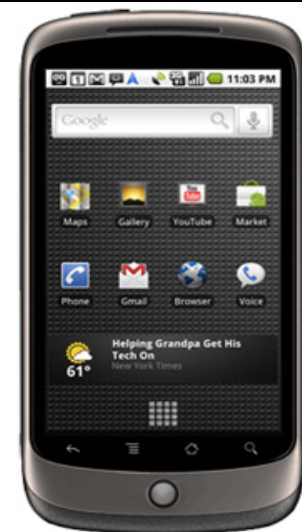
# FANBOYISM

MeeGo™

- Cult of brand
- Peer affinity
- Being first
- Influencing
- Belonging
- Obsession



nexus one™





# EMOTIONAL CONNECTION

- Appealing to the senses
- Delightful design
- Affinity with values
- Aspirational
- Human





# FAMILIARITY

- Reliability and trust
- Day to day use
- Learned behaviour
- Intimacy
- Memories





# USEFULNESS

- Utility and purpose
- Dependable for critical functions
- Form follows function





# SIMPLICITY

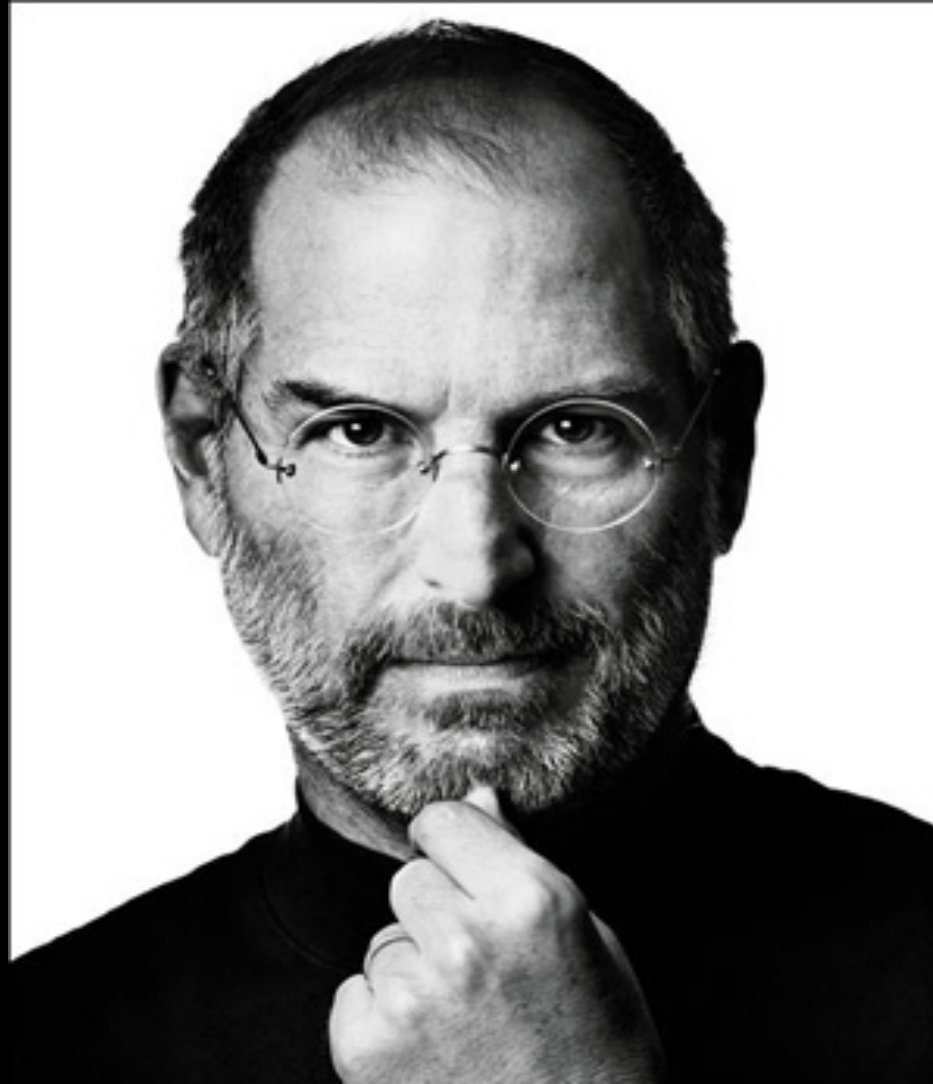
- No learning, no hassle
- Natural mapping
- Can master easily
- Few use cases
- Less things to memorise
- The details shine



AND PROBABLY FOR  
MANY OTHER  
REASONS TOO...

SO HOW DO YOU  
MAKE THIS HAPPEN?





HIRE?

Invent? – create something really unique

Marketing? – build anticipation and awareness

Just build it? – the tech is cool and powerful

User research? – the requirements are correct

Pretty design? – looks sexy on paper

Follow a process? – get all the ducks in a row

Resources and know how? – use the power of the organisation

# FACTS...

- It's easy to invent a pointless product
- No amount of marketing will get people to love your product in the long-term
- 'Build it and they will come' approach fails
- Abstract research detached from development won't help you to get the product right
- Pretty visuals are nice but usually tell lies
- Doggedly following a process slows you down and makes you less adaptable to change
- Organisations stifle product innovation, politics distract and drain energy



# CREATING PRODUCTS THAT PEOPLE WILL LOVE:

By involving consumers in the full lifecycle of product development beyond just the design phases you can ensure the focus will stay grounded in their needs and hopefully deliver the products they desire.

**But more importantly, trust your instincts and aim to fulfill unmet needs, challenge the norm, be passionate, have a vision.**

# GOLDEN RULE: 1

Product

owner/research/design/development/testing as one cohesive unit - orientate the team around the consumer.

## GOLDEN RULE: 2

Use lean practices, fail early. Empower teams to define their own destiny, make them accountable for their own success.



## GOLDEN RULE: 3

Understand the reality of use - don't rely on strategy or academic research. You have to understand the existing landscape before you can redefine it.

## GOLDEN RULE: 4

Look for the 'unmet' needs - go beyond mere 'requirements' to find the sweet spots. Amaze the consumer.

# GOLDEN RULE: 5

Be tough prioritising features - half a product better than a half-arsed product.

## GOLDEN RULE: 6

Use design and words to build the emotional connection, be restrained - look for the delight factor.

## GOLDEN RULE: 7

Use real software as prototype - test reality not proxies, get feedback loop from consumer into code.



## GOLDEN RULE: 8

Allow time to focus on testing and getting the small details right.

"The detail is not the detail, the detail *is* the product"

Charles Eames

## GOLDEN RULE: 9

Plan release cycles around maturing the product based on consumer feedback - not event or sales/marketing driven.

# GOLDEN RULE: 10

Don't let the organisation dictate your product, politics and departmental fragmentation will **kill** you before you even have one.

# EXERCISE:

Invent a new product, describe it simply in one sentence on a piece of paper.

Underneath explain why consumers will love it in 5 bullet points.

Share it with the group.

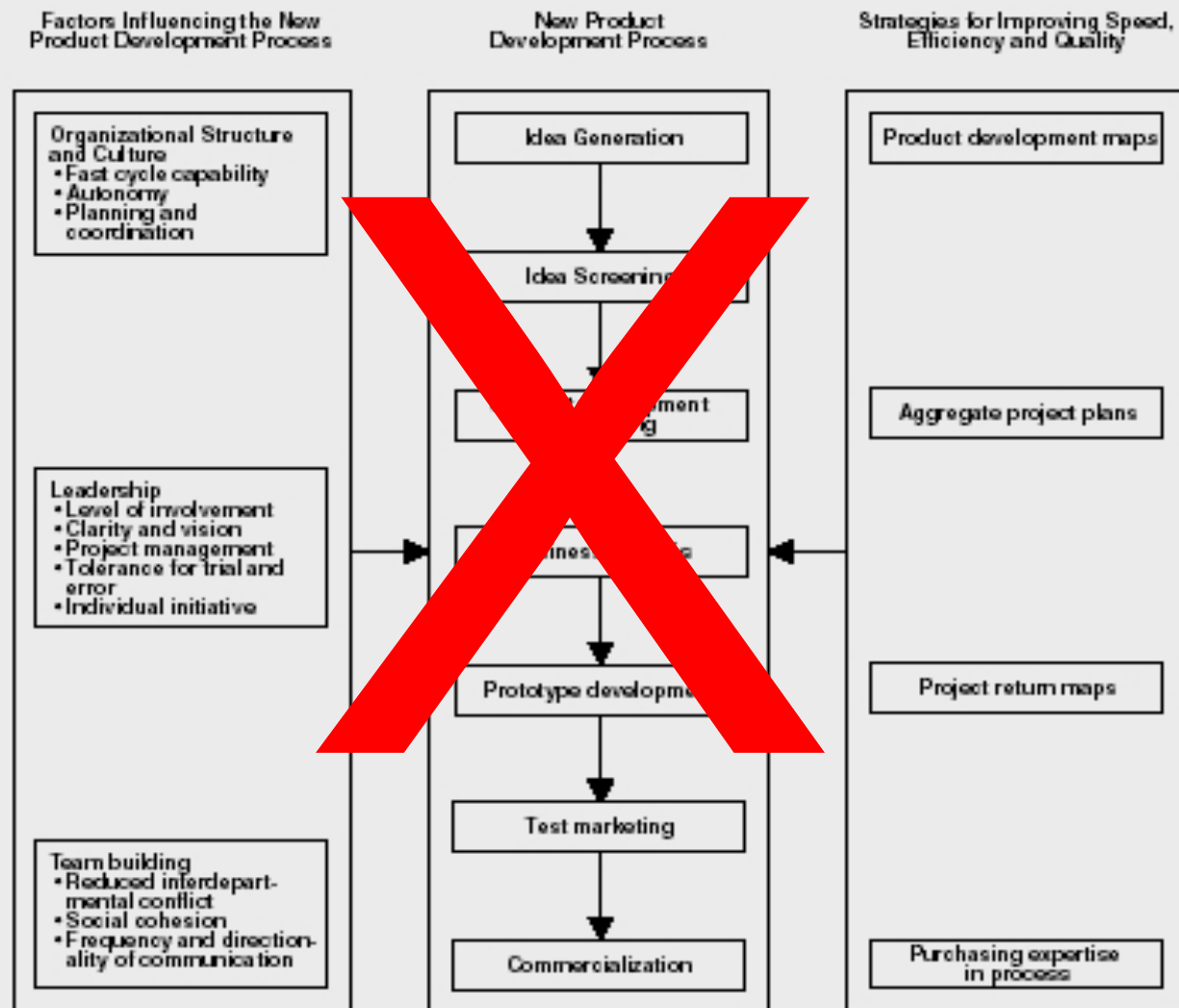
# DISCUSSION:

Creating products that people will love –  
why is it so hard?



Figure 1

New Product Development Process, Factors and Strategies



# “Total recall” - search tool extension for the brain.

- Forever young, impress your friends
- Simple: “Know as you go”
- Simple: no extra hardware required
- Puts me in control – (find a parking spot etc.)
- Be a ‘Human Prototype’

No more “If only I had the Internet with me right now”