

THE FASTEST
PIVOT YOU'LL
EVER MAKE.

DANE
PETERSEN

@thegreatsunra
#ux4startups



adaptive path

October 17, 2012

adaptive path



An experience design consultancy

60% of new users said Phffft!

Twitter is for everyone, but many new users thought otherwise. Sixty percent of them joined and then never returned.

CASE STUDIES

We worked with Twitter to help people new to the service figure out what's in it for them. And why they should stick around.

Based on our recommendations, Twitter launched a new flow and design for the first-time use experience. Following the launch, twenty nine percent more first-time users complete the onboarding process than they did with the previous design.

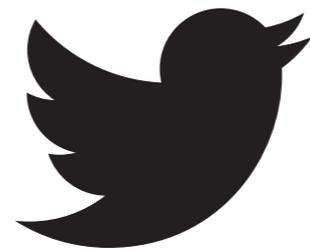
[Read the case study.](#)



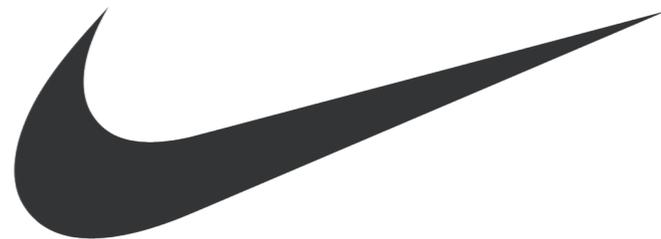
UX Week 2011 | Mark Trammell & Jesse James Garrett | Creating Engagement on Twitter from Adaptive Path on Vimeo.

**We design great experiences
for amazing people.**

flickr



Zappos!
.com



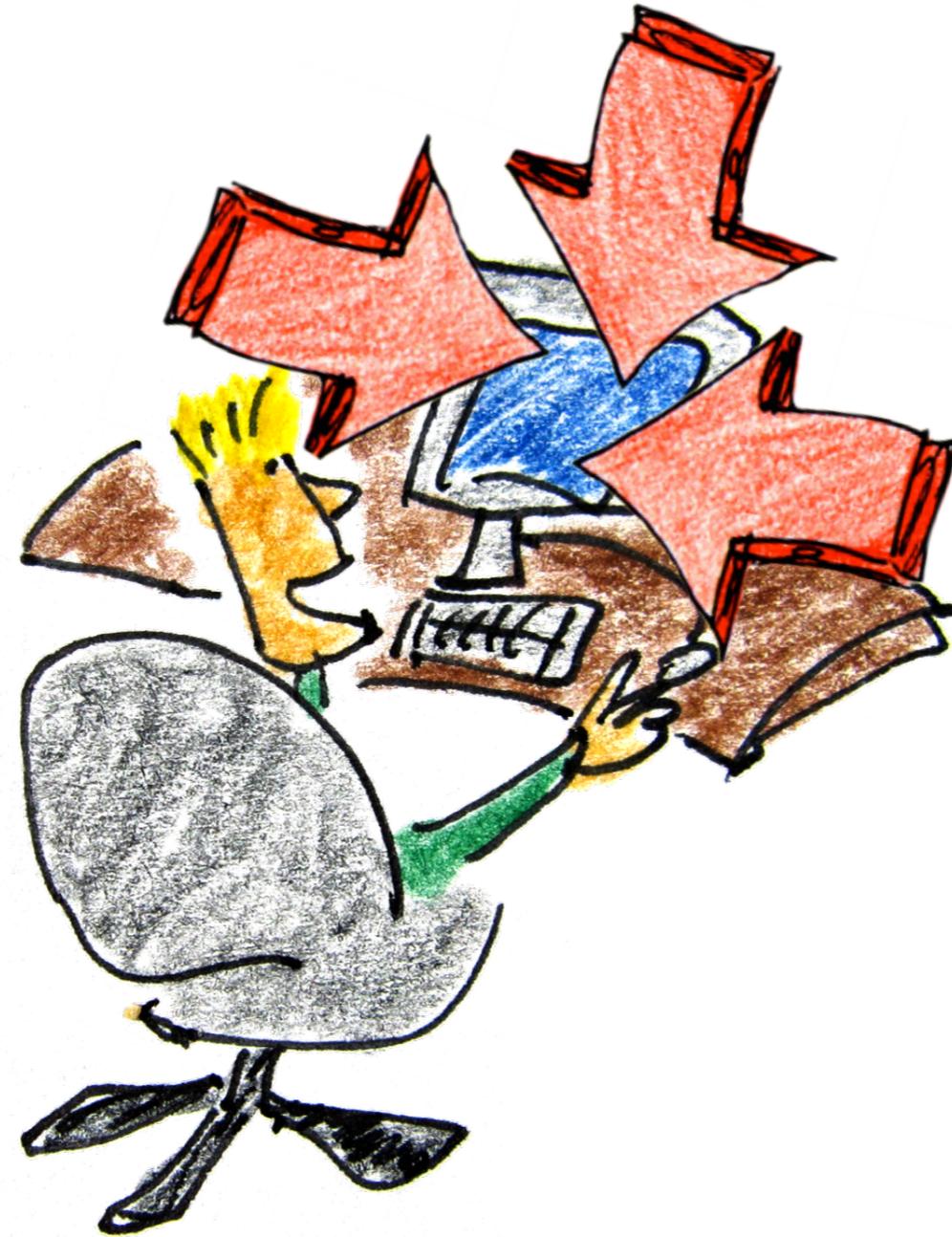
Aol.



BONNIER

WHAT IS
EXPERIENCE
DESIGN?









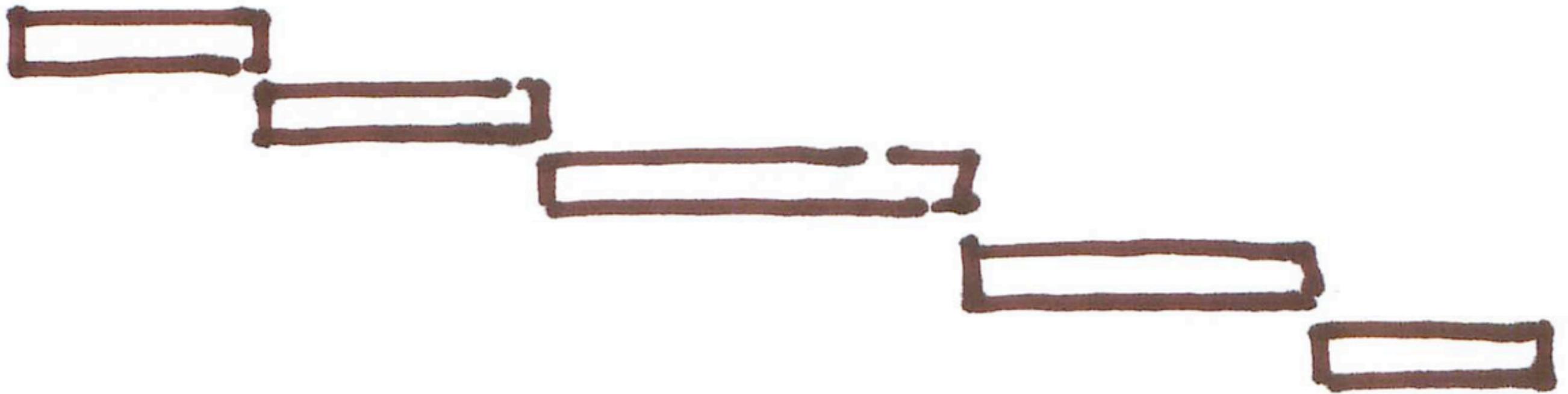




**Experience design is
crafting how people
feel about your product.**

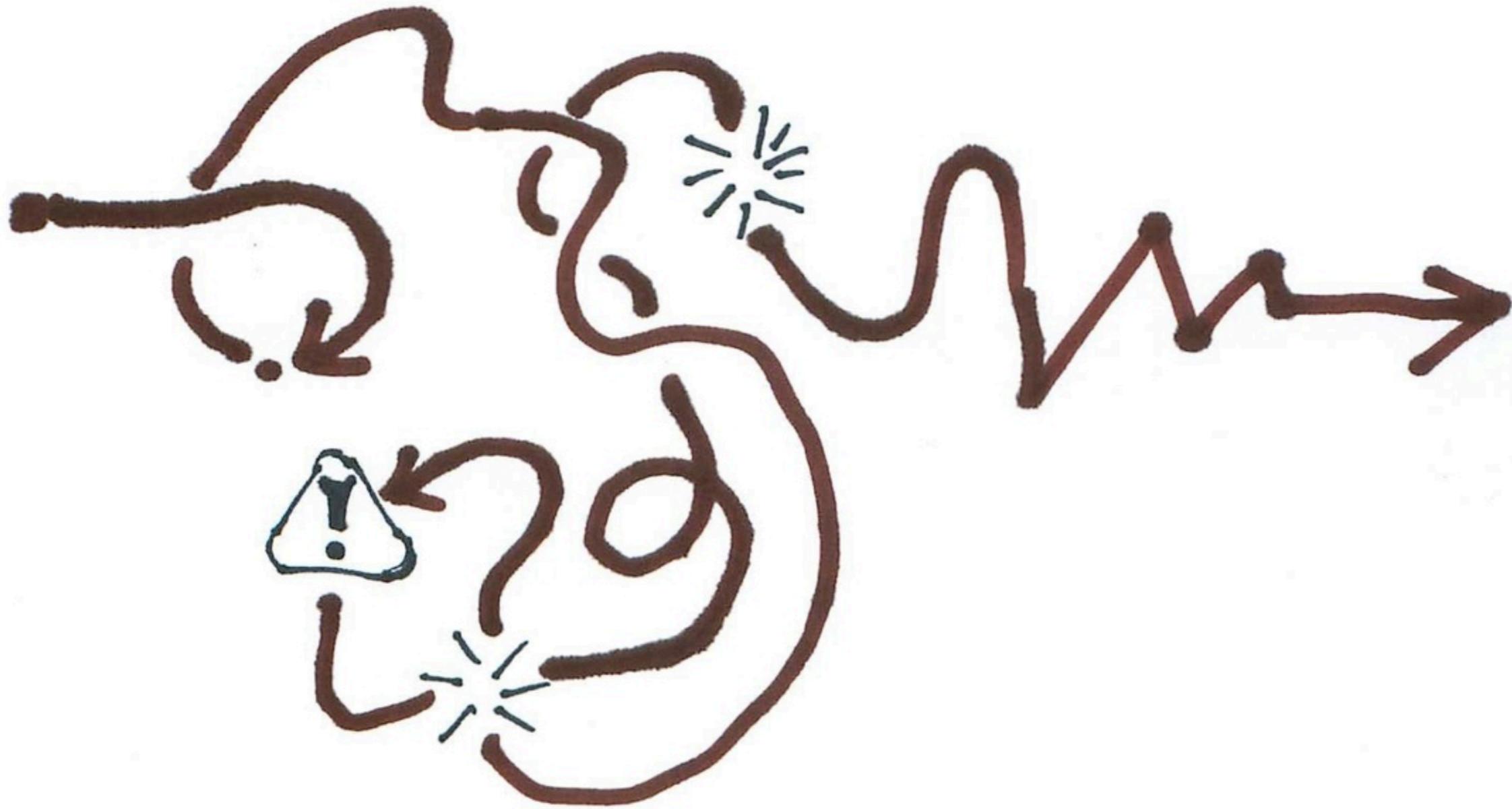
THE
DESIGN
PROCESS

THE DESIGN PROCESS



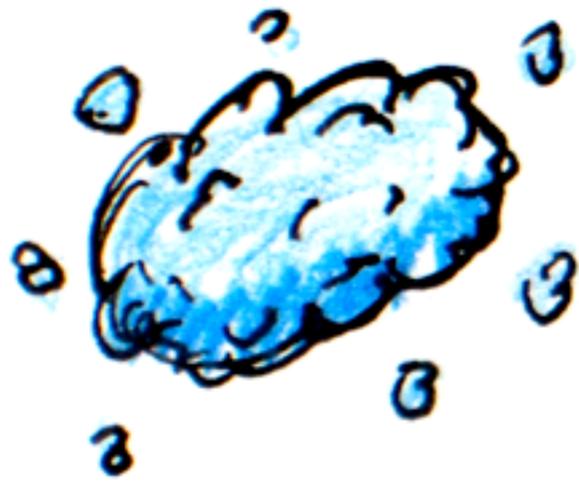
THE DESIGN PROCESS

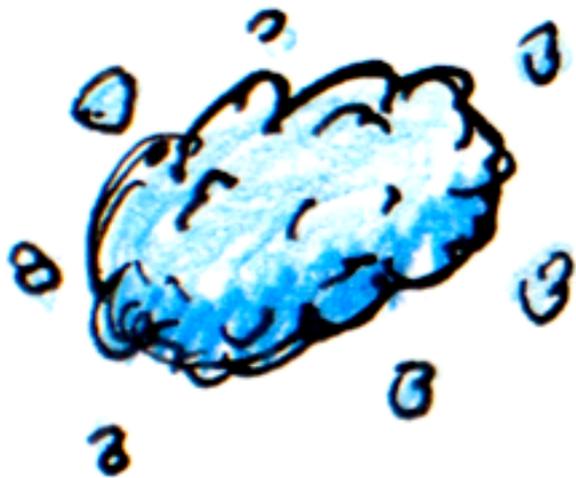
WHAT IT ACTUALLY FEELS LIKE

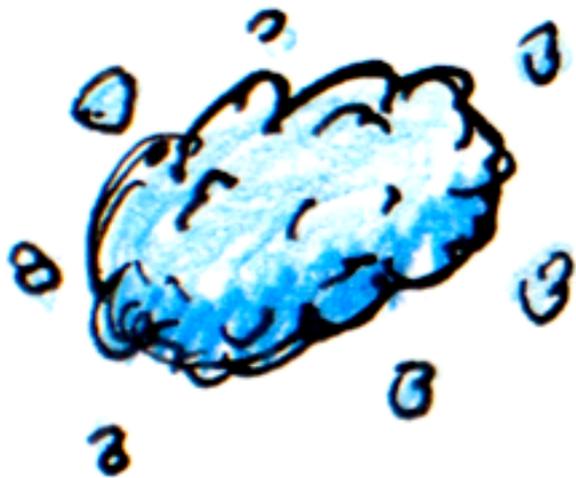


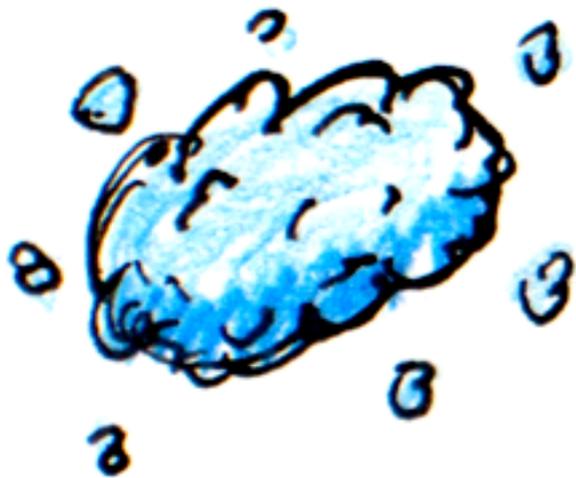
WHAT IT ACTUALLY FEELS LIKE

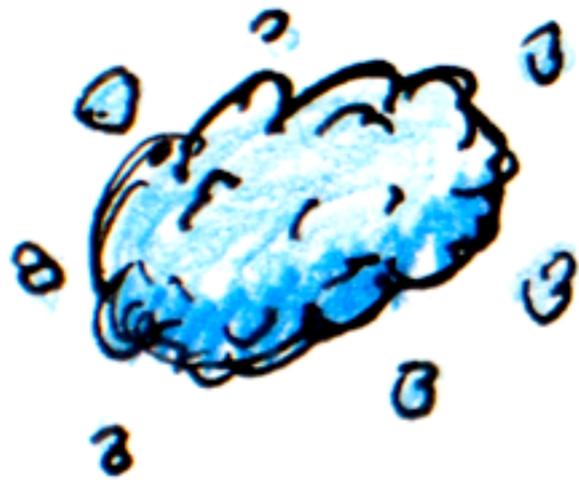
STARTUPS



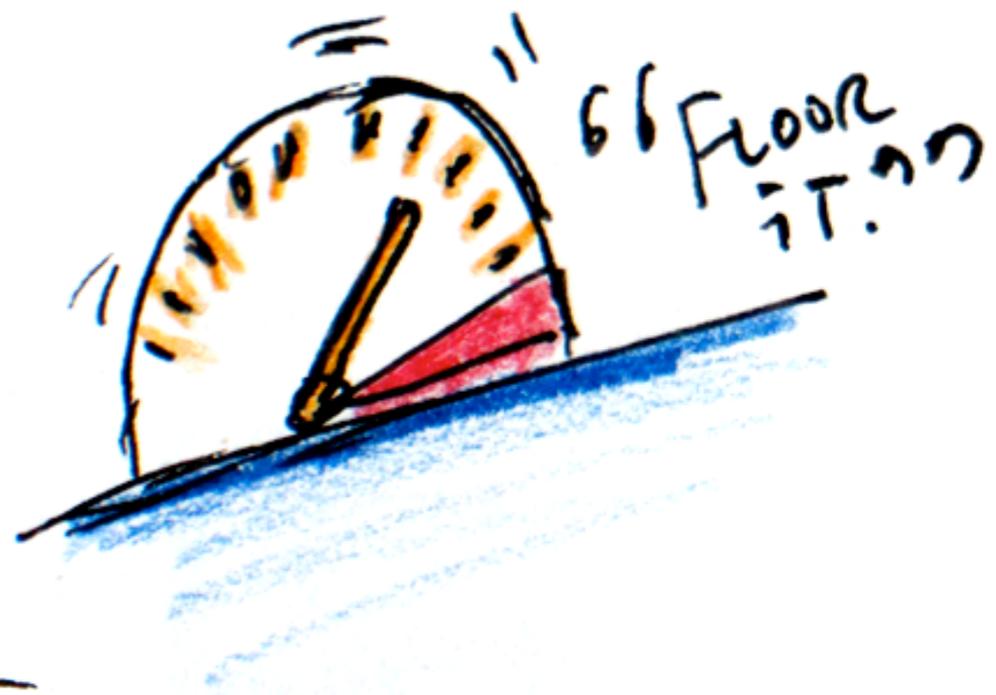
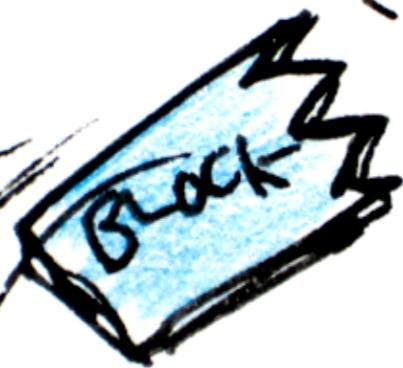
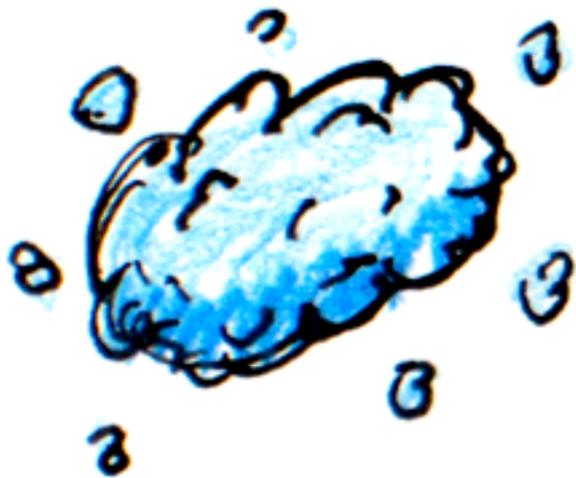








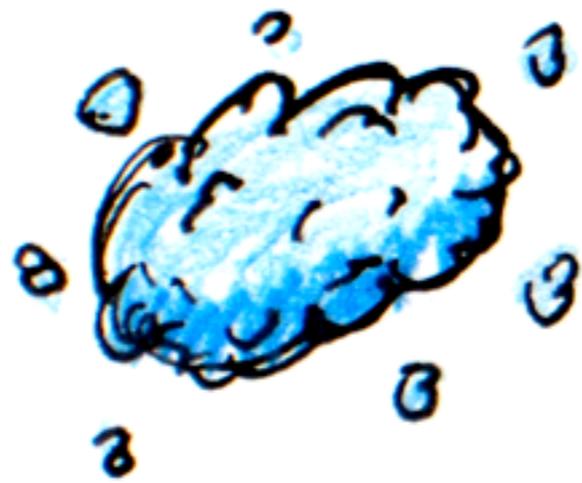




What is the right product to build?

u

x

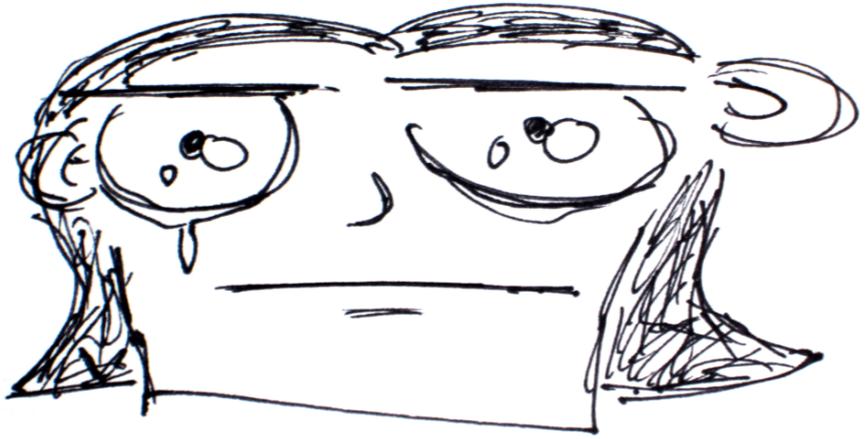
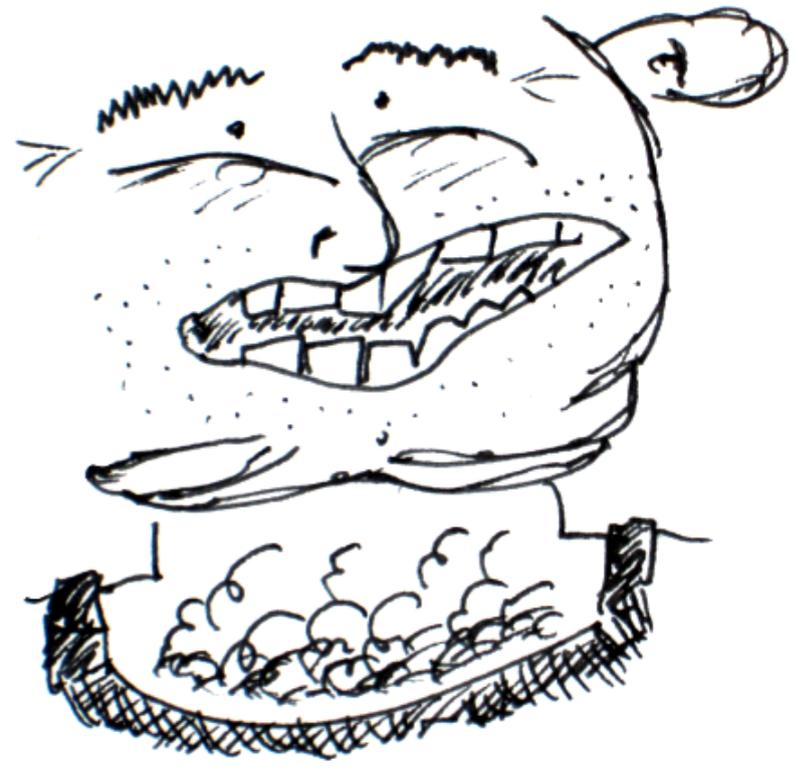


THIS IS
HOW WE
DO IT.

TALK TO

PEOPLE









GUERRILLA

USER

RESEARCH

Help someone get into the swing of fall.



For a free drink on your birthday and great rewards all year long, register this Card at Starbucks.com/card.



For a free drink on your birthday and great rewards all year long, register this Card at Starbucks.com/card.



For a free drink on your birthday and great rewards all year long, register this Card at Starbucks.com/card.

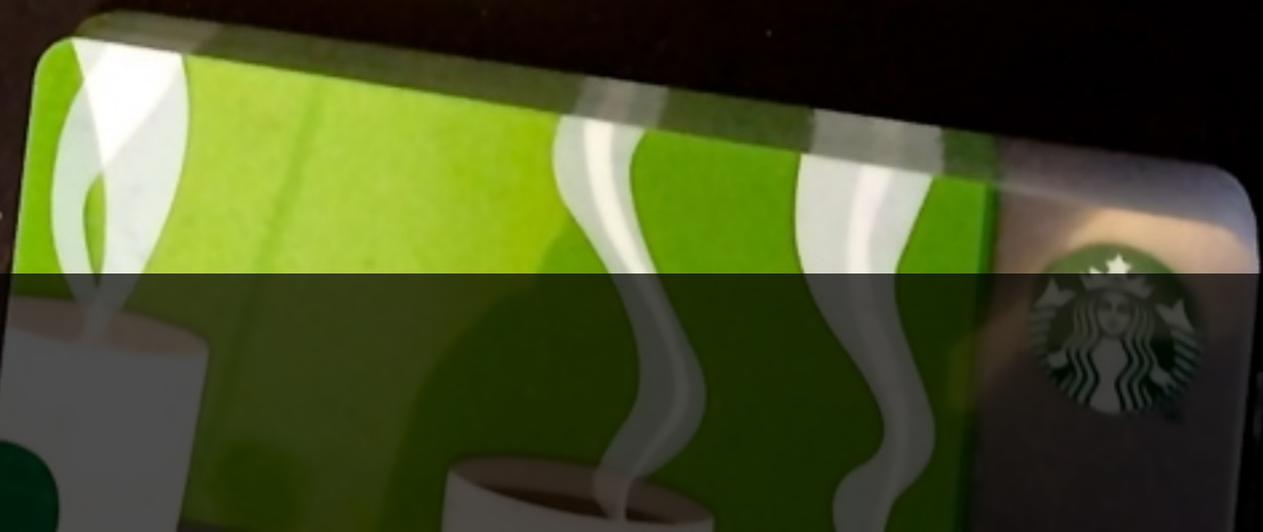


photo by Dane Petersen

So now what?

THE MYTH
OF THE
GENIUS
DESIGNER







**We learn what to
build by exhausting
all other possibilities.**

GREAT DESIGN
IS AN ACT
OF CHOICE, NOT
AN ACT OF
GENIUS.

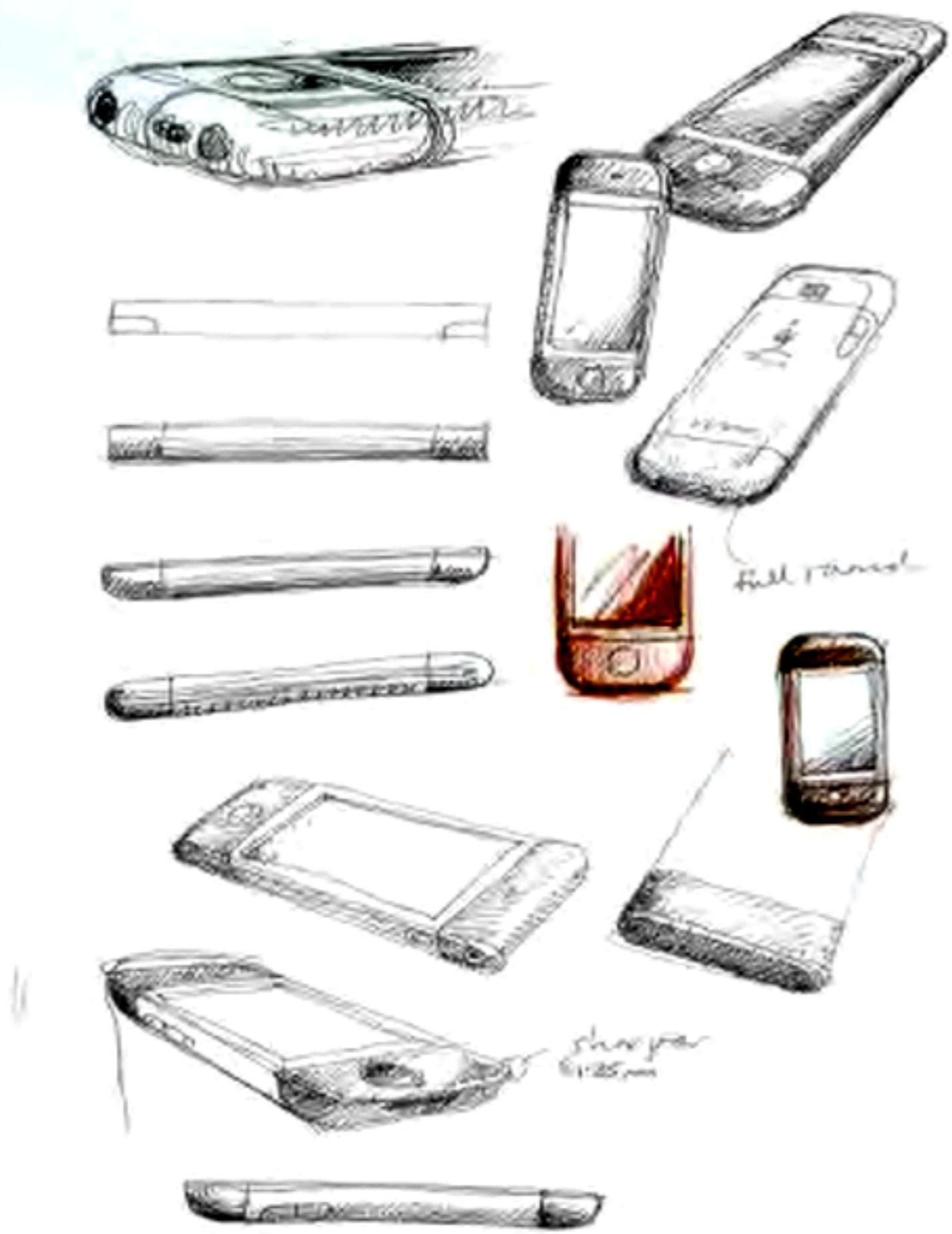
Ideas are not precious.

**How do you exhaust
all possible ideas?**

**By using the simplest
tools available.**



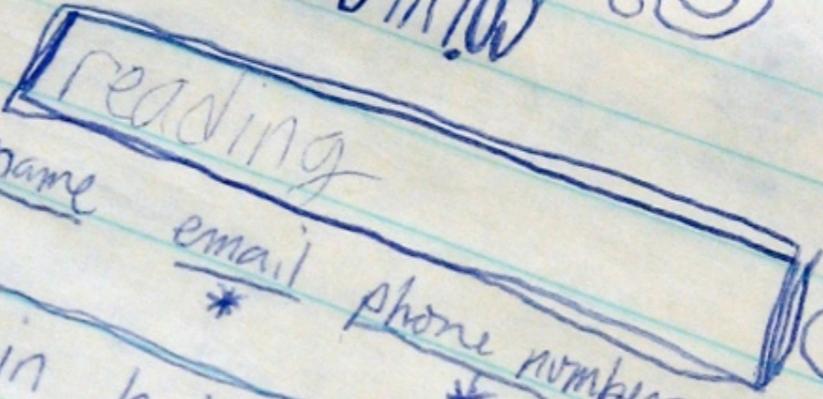
photo by Dane Petersen



my.status.us

STATUS

authentication
triples

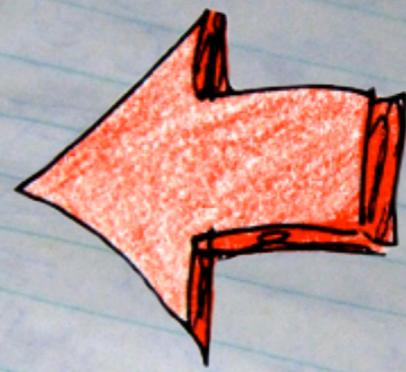


set

- in bed
- going to park

email looks for jabber presence and sets

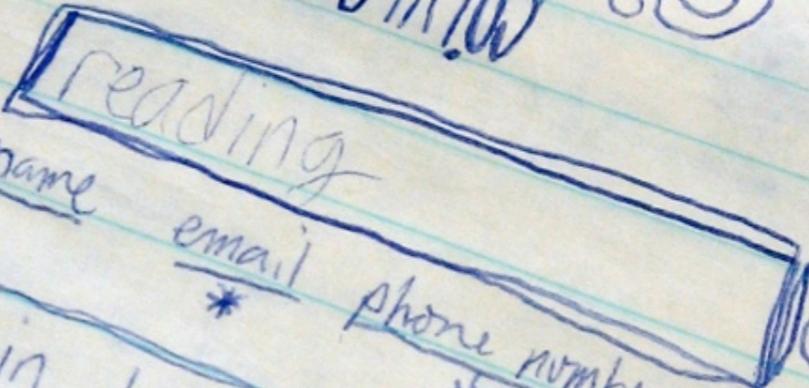




my.status.us

STATUS

authentication
triples

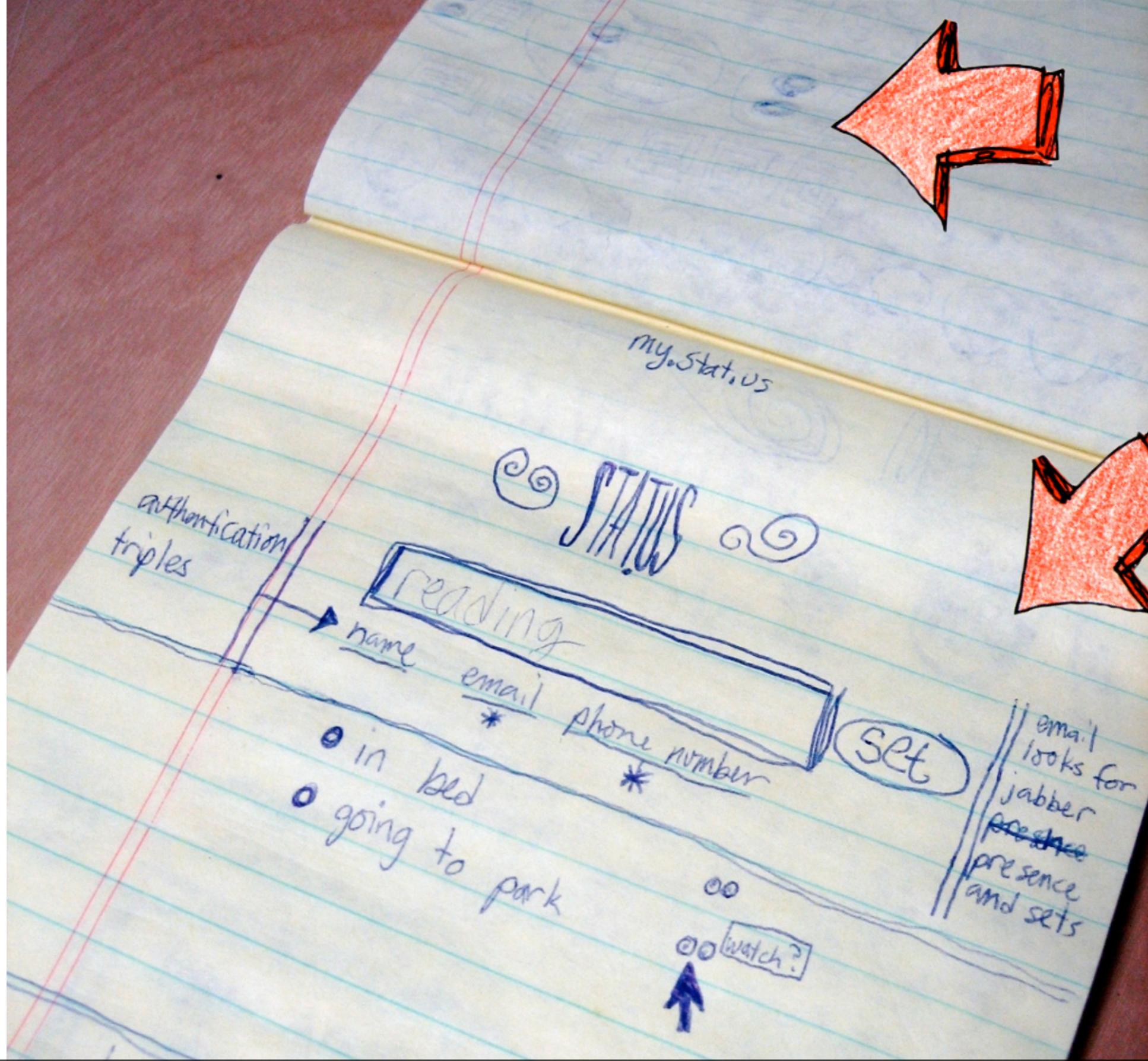


set

email
looks for
jabber
~~presence~~
presence
and sets

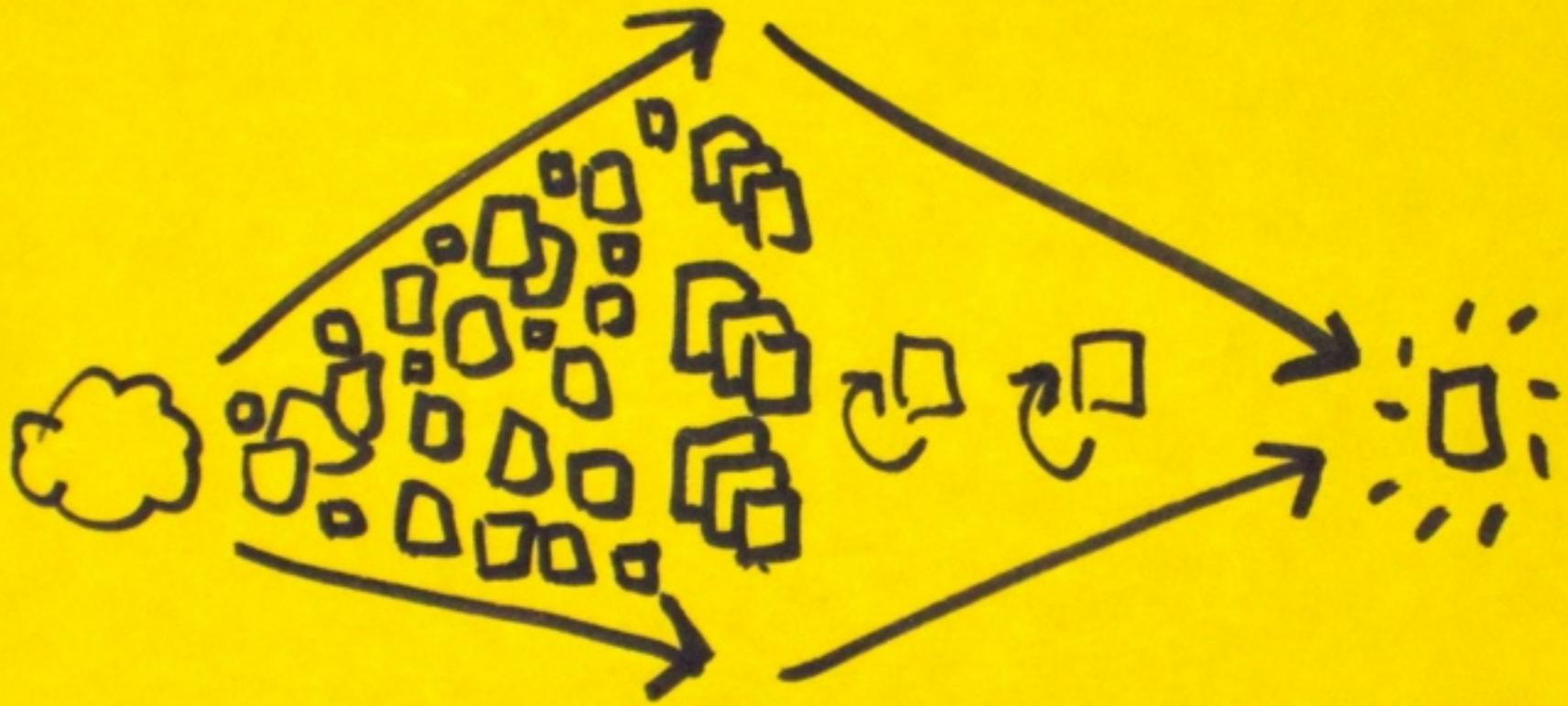
- in bed
- going to park





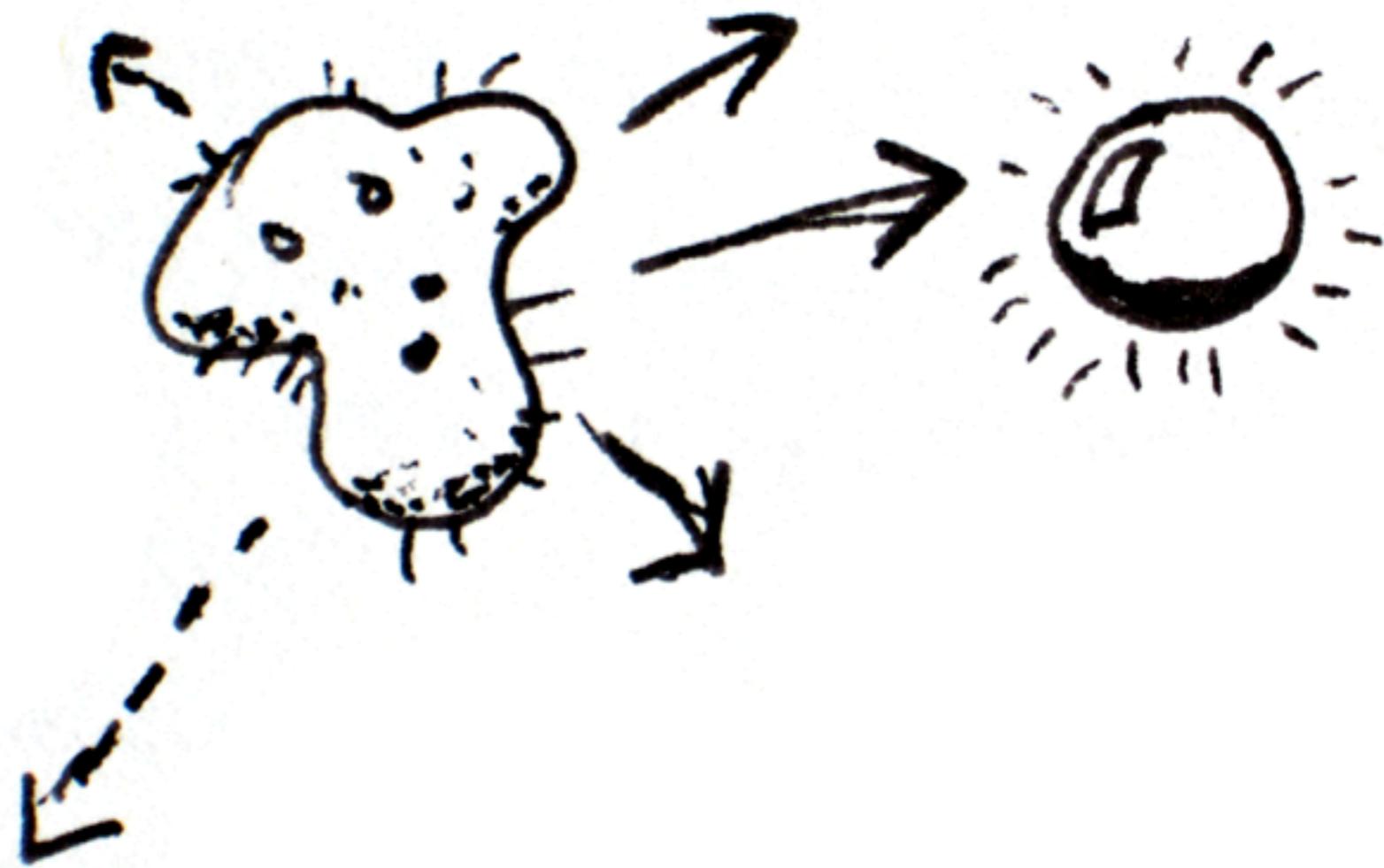
THE FASTEST
PIVOT YOU'LL
EVER MAKE...





GENERATE CLUSTER ITERATE

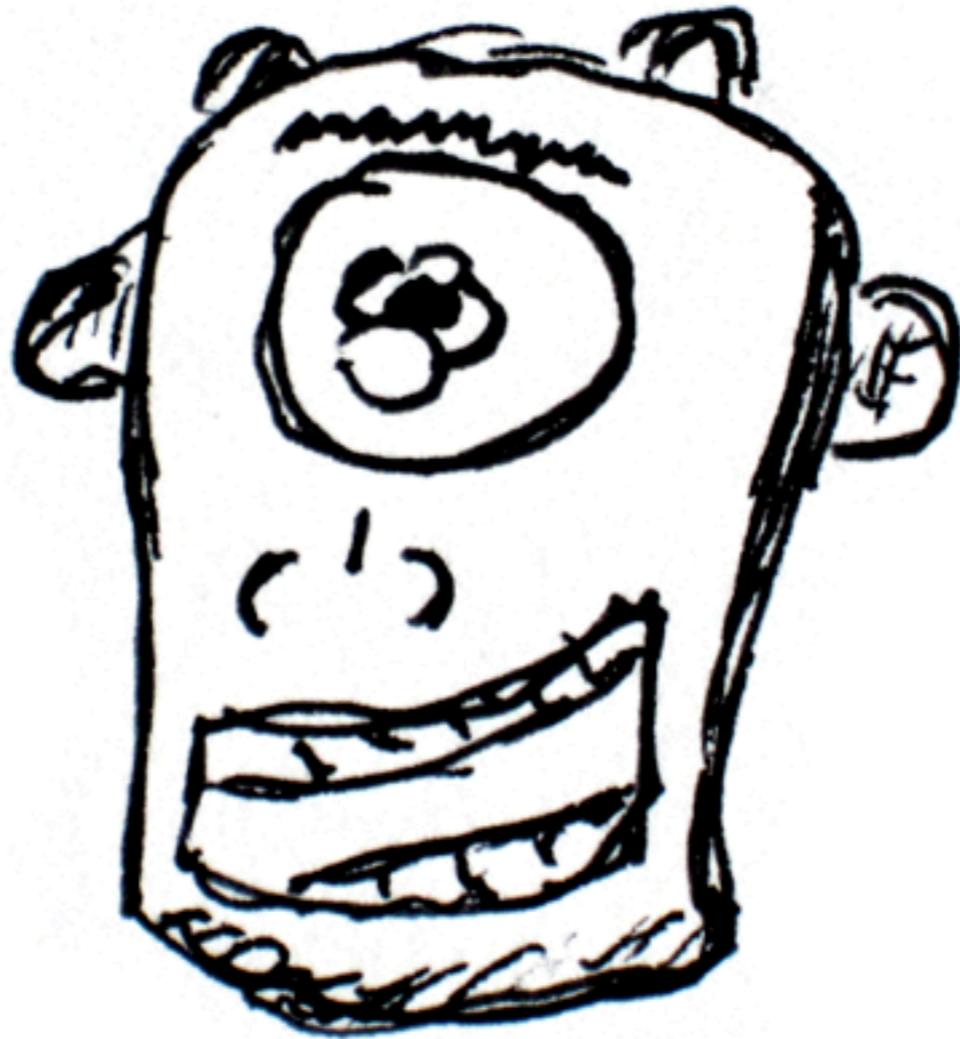
CLUSTER
AND
PRIORITIZE



Not this.

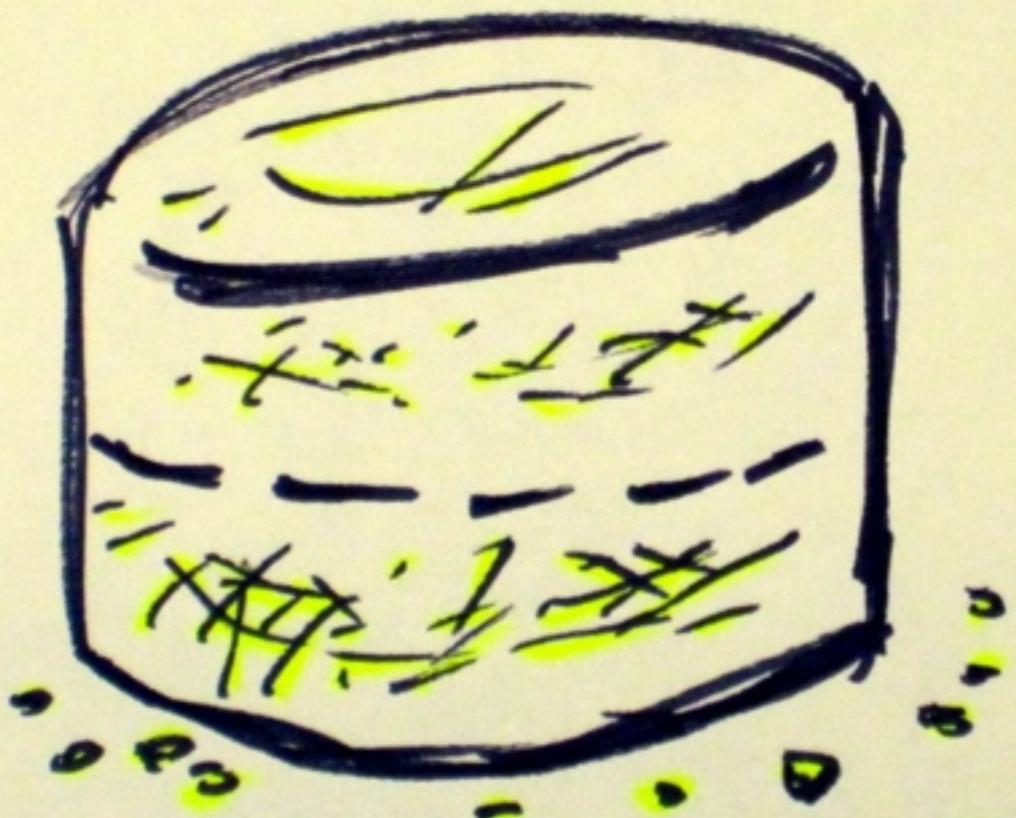


Singular vision ↴

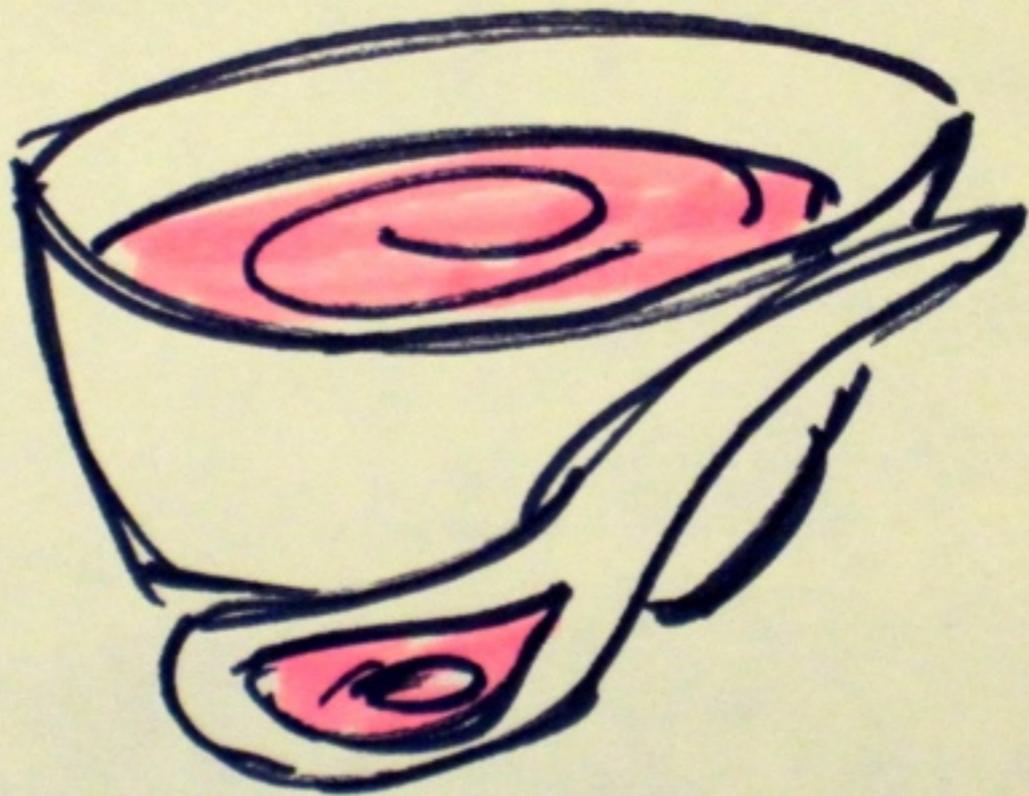


**THE
CAKE
MODEL**

CAKE.



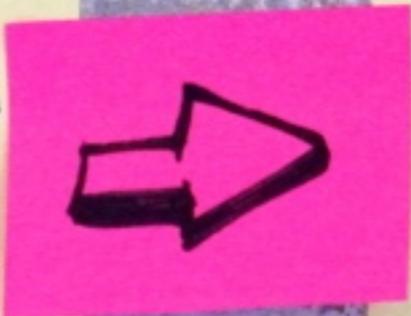
FILLING.



ICINA.



CAKE.



FILLING.



ICING.

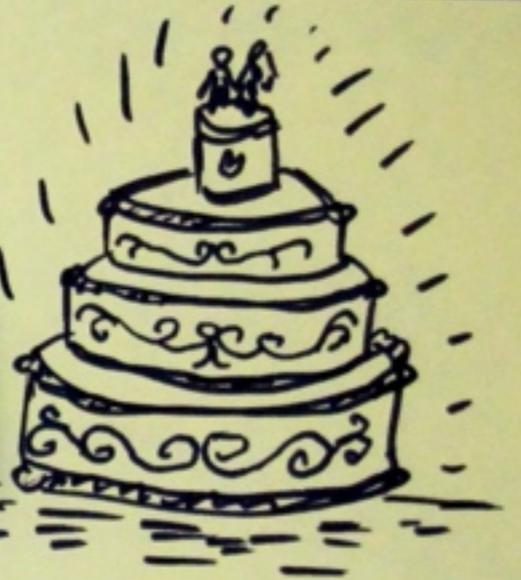














ITERATE
AND
REFINE





photo by Adaptive Path

A drought in Uganda will cause a shortage in food.

Comments Evidence Votes Etc

Post Evidence

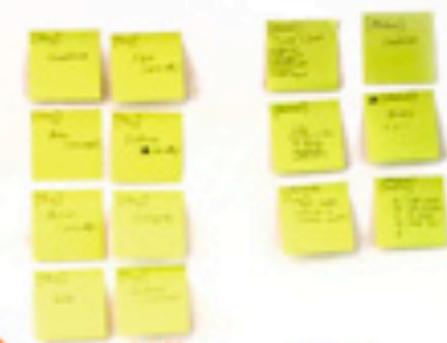
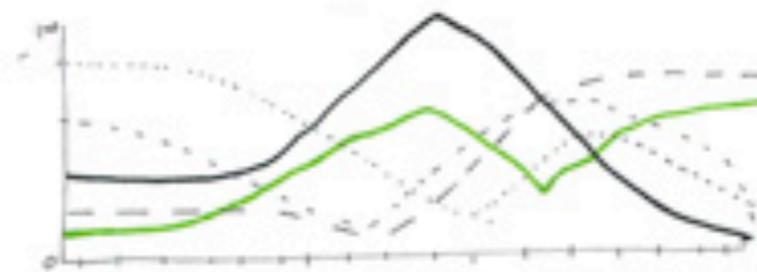
Doc John Cpa Govt Decision Maker MORE

Photo Patience Un Analyst MORE

Doc Nema Global Pulse Lab MORE

Audio Patience UN Analyst

WHEN 10.4.11 6:42 pm



COMBINES TRACKING EVIDENCE + LOCATION + SIZE OF RESOURCES TO DEAL W/ THE SENSITIVE CRISIS

GEOGRAPHICAL LOCATION OF RESOURCES AFTER A TIME SENSITIVE CRISIS

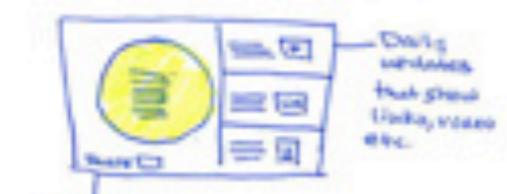
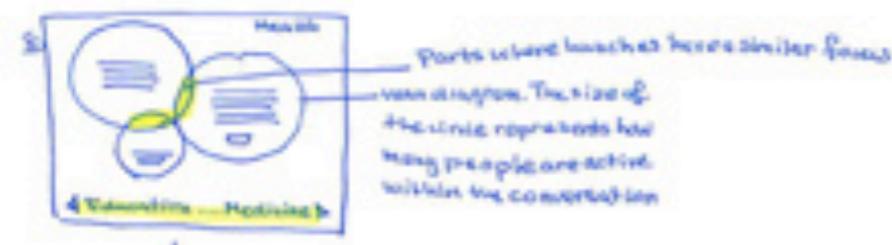
CHANGING HARDY



WE'D HAVE RAPID DECISIONS ABOUT RESOURCE ALLOCATION

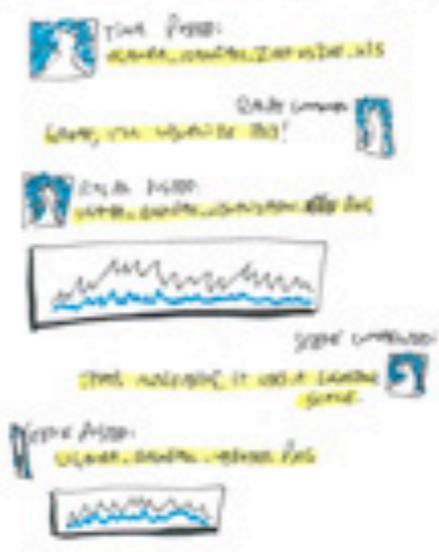


Confidence

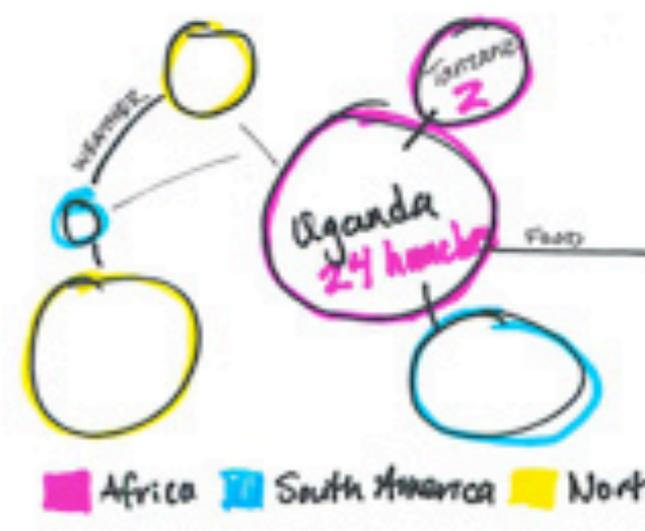


Simulation allows us to pick up what they feed to other social networks

NESTED EVIDENCE Shows the pattern + context of evidence over time



Geo Most Recent Author Urgent





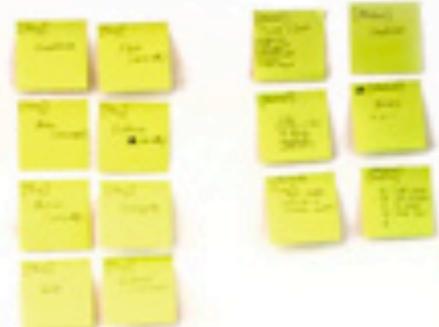
Geographical location of tweets AFTER a time sensitive crisis

CHANGING HAVING



USE TO MAKE RAPID DECISIONS ABOUT RESOURCE ALLOCATION

NESTED EVIDENCE

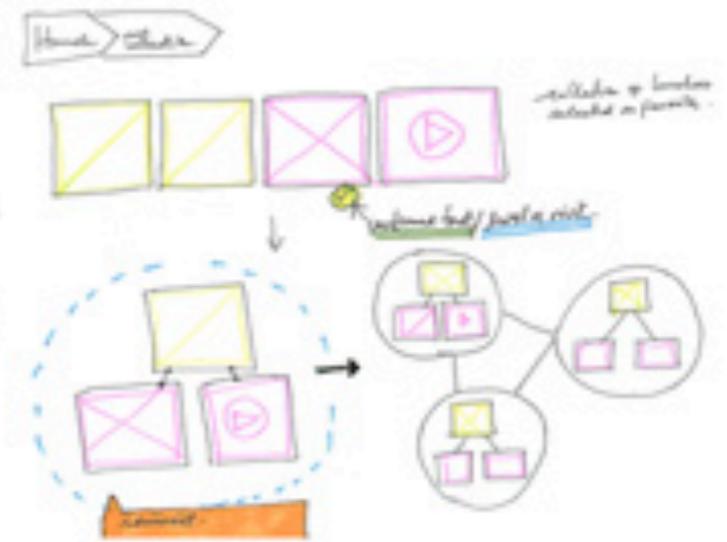
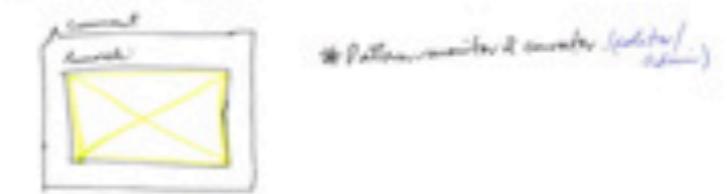
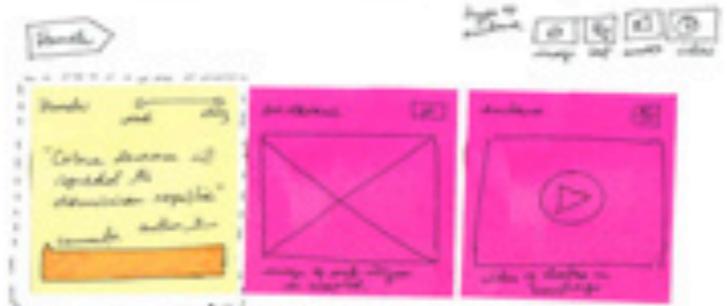


Confidence

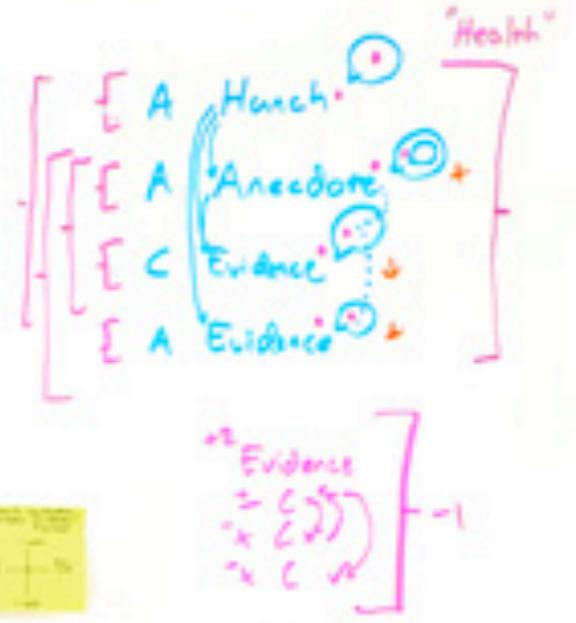
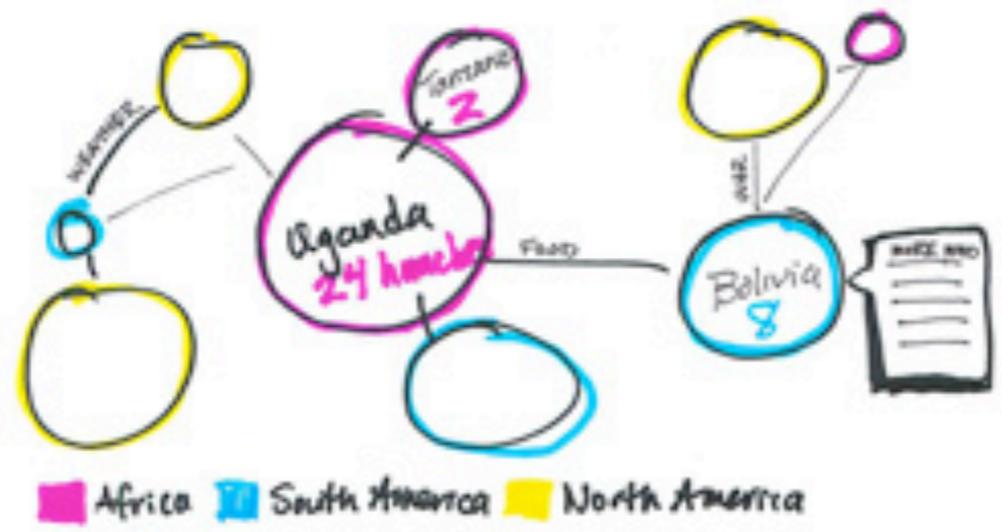
Voting

① I think this hunch is credible
not credible
uncertain

② I think this hunch is credible
Because...
Credibility of provider Evidence accuracy Relevance to subject



Geo Most Recent Author Urgency Highest Activity



"INSTANT CONNECTIONS FOR A NEW HUNCH."

(NEW HUNCH, TAGGING, METADATA, SUGGESTIONS, COMPLEMENTARY SKILLS, COMMENTS)

CREATE NEW HUNCH

HUNCH:

LOCATION:

TAGS:

NEW HUNCH
MIGRATION PATTERNS IN SUDAN
SUGGEST A DRAFT.

SUGGESTED CONNECTIONS

 SUDAN	 TWITTER DATA	 WIKI MATE	 SUDAN TWITTER
------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------

Hi, STEVE!

ALICIA JUST POSTED A HUNCH ABOUT MIGRATION PATTERNS IN SUDAN.
WOULD YOU LIKE TO COMMENT?



Welcome Back, Sarah.

You're located in New York City.

Your network: 15 Hunches created: 2 Hunches untroubled: 5

START A NEW HUNCH CREATE HUNCH

RECENT HUNCH UPDATES

- Migration Patterns suggest a drought by Jason C. and 10 others. 2 images just now
- Migration Patterns suggest a drought by Michael H. and 2 others. 0 images 2 min
- Migration Patterns suggest a drought by Phil O. and 7 others. 1 image 15 min
- Migration Patterns suggest a drought by Louise. 3 images 1 hr

VIEW MORE

RECENT CONFIRMED HUNCHES

- Migration Pattern suggests a drought by Louise. and 12 others. 3 images confirmed 5 hrs ago
- Migration Patterns suggests a drought by Phil O. and 3 others. 5 images confirmed 1 day ago
- Migration Patterns suggest a drought by Sara D. and 5 others. 0 images confirmed 2 days ago

YOUR HUNCHES | COMMUNITY HUNCHES



Communities you might like to join based on your interests

- Amnesty International JOIN
- Wikipedia JOIN
- Wikipedia JOIN

VIEW MORE

People you might like to connect with based on your interests

- Kevin Johnson, Journalist CONNECT
- Lisk Sprice, CONNECT
- Mary Rogers, CONNECT

VIEW MORE



Hi Steve

You're located in Brooklyn
Hunches created: 0 Contributions: 0

[+ Create new hunch](#)

[Home](#)

[My Hunches](#)

[Trending](#)

[New Hunches](#)

Recent Activity

Sort by: [Recent comments](#) | [Recent evidence](#) | [Confidence](#)

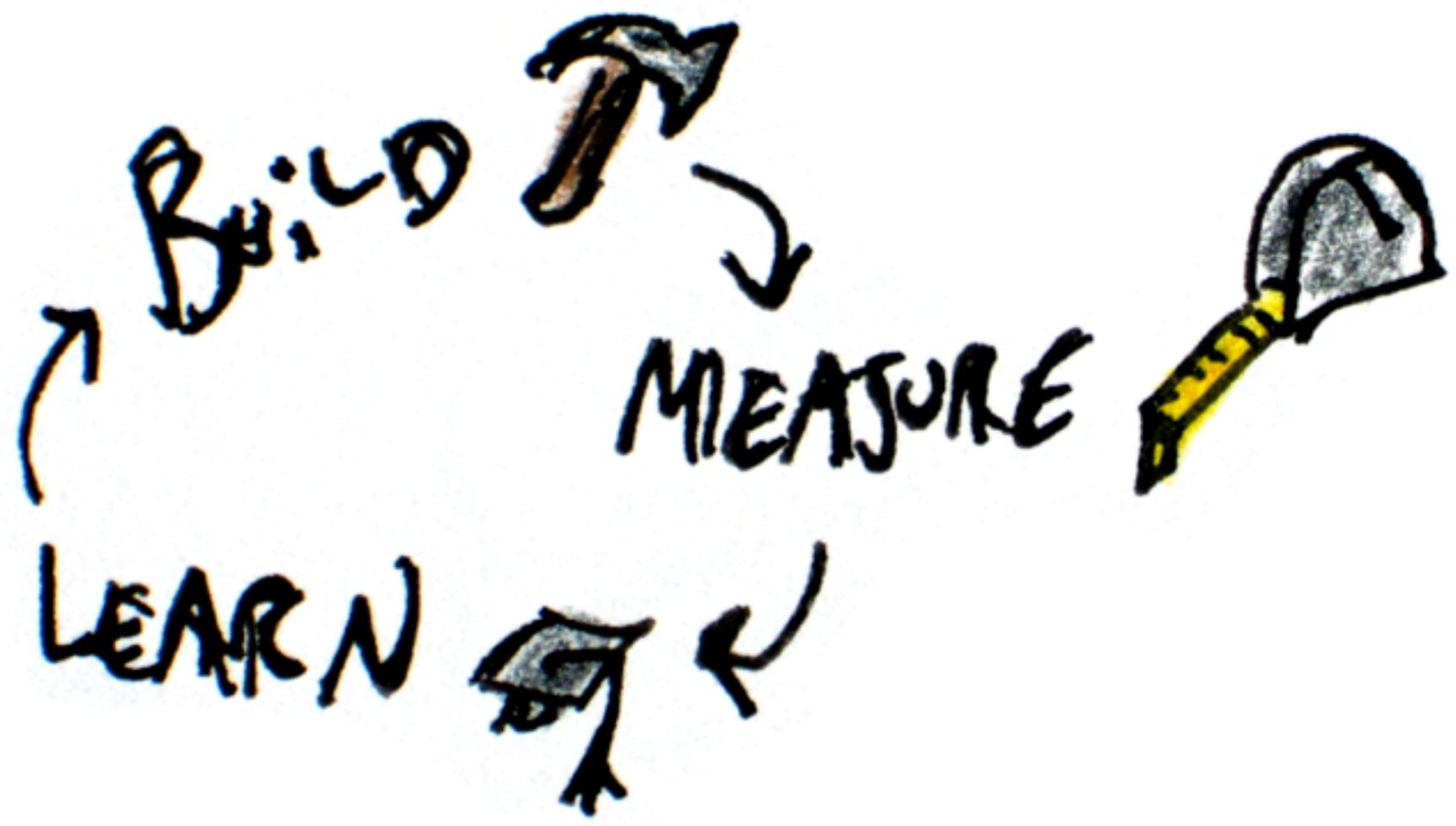
- 67% HIGH** **Drought in Somalia resulting in IDPs in Uganda**
by Jason C. commented on the evidence | 10 pieces of evidence | 25 comments | just updated
- 27% LOW** **Food crisis impacting communities in southern Uganda**
by Brett M. added evidence | 5 pieces of evidence | 50 comments | 10 minutes ago
- 98% HIGH** **Climate impacts forcing communities to abandon farmland**
by Jason C. and 10 others | 10 pieces of evidence | 25 comments | 15 minutes ago
- 56% MEDIUM** **Marketplace figures suggest climate impacts on Somali economy**
by Brett M. and 5 others | 5 pieces of evidence | 50 comments | 10 minutes ago
- 48% MEDIUM** **Drought in Somalia resulting in IDPs**
by Jason C. and 10 others | 10 pieces of evidence | 25 comments | 1 day ago
- 10% LOW** **Food crisis impacting communities in southern Uganda**
by Brett M. and 5 others | 5 pieces of evidence | 50 comments | 1 day ago
- 75% HIGH** **Climate impacts forcing communities to abandon farmland**
by Jason C. and 10 others | 10 pieces of evidence | 25 comments | 1 day ago
- 19% LOW** **Marketplace figures suggest climate impacts on Somali economy**
by Brett M. and 5 others | 5 pieces of evidence | 50 comments | 2 days ago
- 67% HIGH** **Drought in Somalia resulting in IDPs**
by Jason C. and 10 others | 10 pieces of evidence | 25 comments | 2 days ago
- 48% MEDIUM** **Food crisis impacting communities in southern Uganda**
by Brett M. and 5 others | 5 pieces of evidence | 50 comments | 2 days ago
- 48%** **Climate impacts forcing communities to abandon farmland**

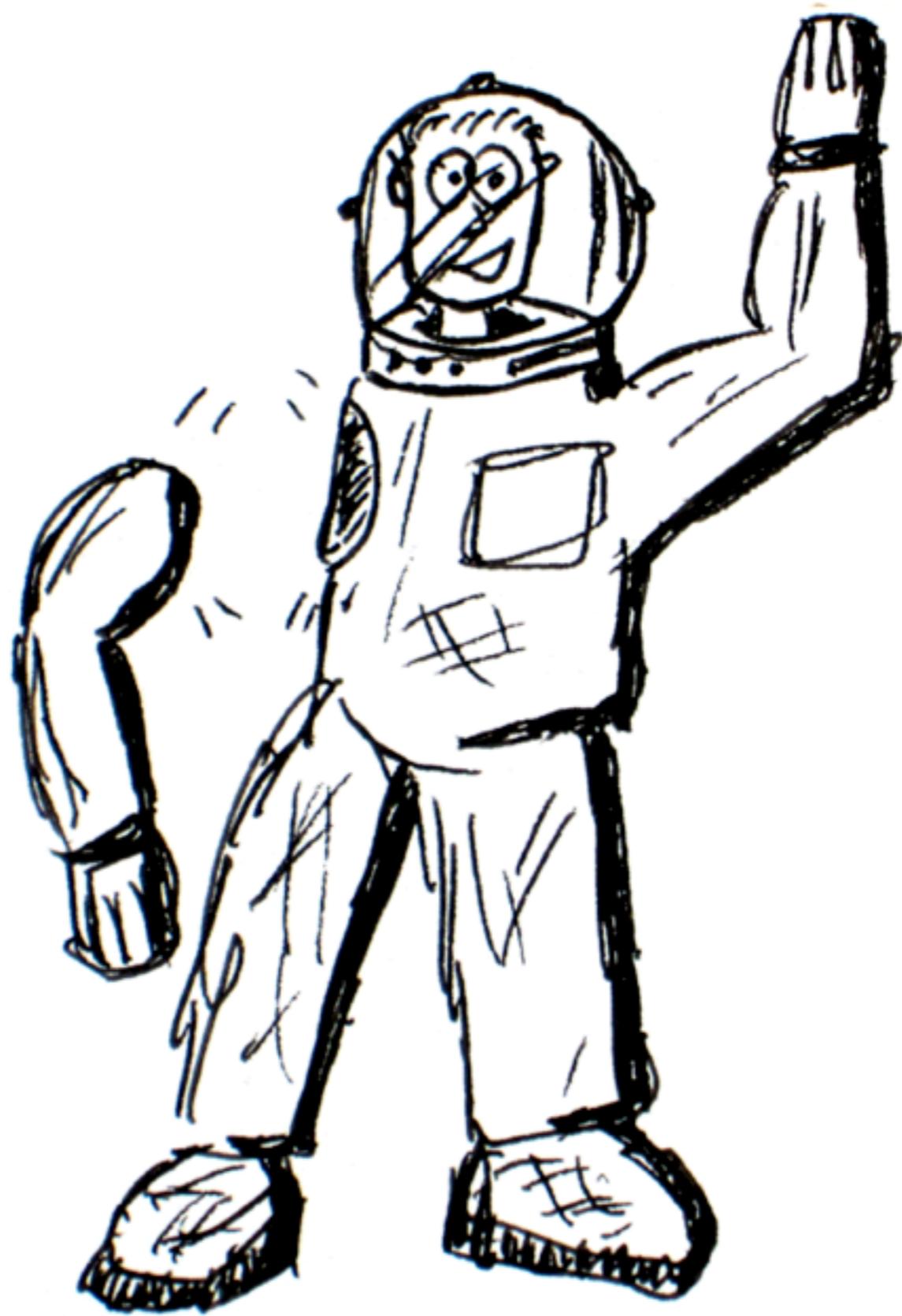


Communities you might like to join:

- Amnesty International** | 200 members | [JOIN](#)
- UN Global Pulse** | 200 members | [JOIN](#)
- MIT Media Lab** | 50 members | [JOIN](#)
- Crisis Mappers** | 100 members | [JOIN](#)

TEST EARLY,
TEST OFTEN.





“ IS IT ENOUGH BETTER? ”



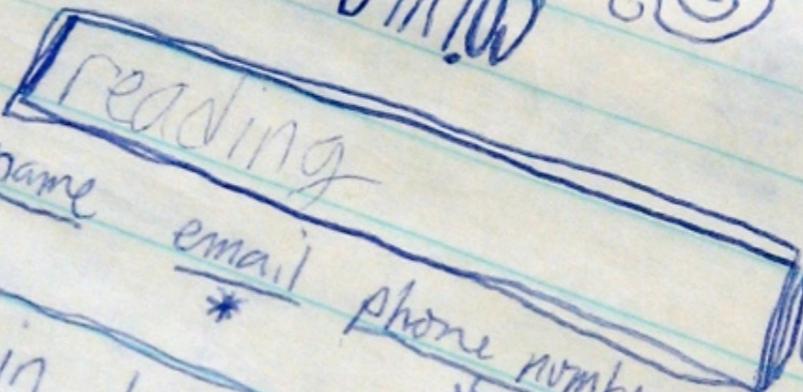
IN SUMMARY



my.status.us

STATUS

authentication
triples



set

- in bed
- going to park

email looks for jabber presence and sets







“ IS IT ENOUGH BETTER? ”



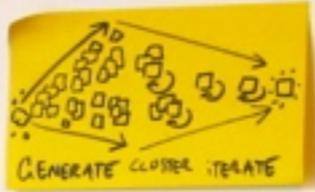
THANK

YOU

TALK TO PEOPLE

THE MYTH OF THE GENIUS DESIGNER

WHAT IS EXPERIENCE DESIGN?



EXPLORE LOTS OF IDEAS

ITERATE AND REFINE

THE FASTEST POINT YOU'LL EVER MAKE...

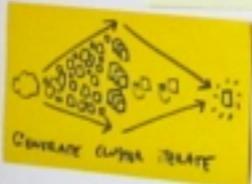
GREAT DESIGN IS AN ACT OF CHOICE, NOT AN ACT OF GENIUS.

THIS IS HOW WE DO IT.



adaptive / adaptive path

adaptive path



- TALK TO PEOPLE
- EXPLORE LOTS OF IDEAS
- TEST, ITERATE + REFINE

- TALK TO PEOPLE
- EXPLORE LOTS OF IDEAS
- TEST, ITERATE + REFINE



GUERRILLA USER RESEARCH

TEST, ITERATE, REFINE.

PRECEDENT



THE FASTEST POINT YOU'LL EVER MAKE.



DAVE PETROVIC

adaptive path

IN SUMMARY

TEST EARLY, TEST OFTEN.

CLUSTER APP

THE

