

The biggest threat to business
isn't rejection, it's indifference

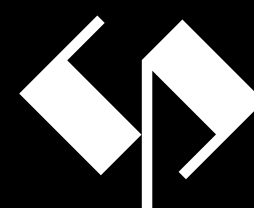
visual
languages



.....



design
systems





David Ogilvy

ABOUT →

Main thoughts

Book (one of them)

Old, but still bold and relevant.



Debbie Millman

ABOUT →

Podcast

Books

Go with a blue one.

Talk on 99U

Google the rest.



Marty Neumeier

ABOUT →

Agency

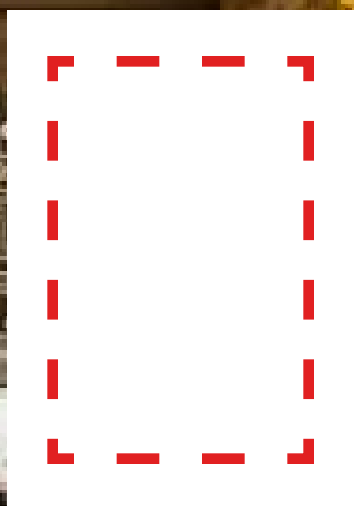
Books

Just read them all!

Talk on CEO Summit

Google the rest.







3 steps of visual design strategy to differentiate your product

@IraNezhynska

#VISUALDESIGN #DESIGNSTRATEGY at @GETJOLOCOM

STEP 1

Start with research

4 → Can you name your Dream Clients? Why do you want to work with them?

These can be both individuals or companies.

5 → Please, name 6-10 your current active (or potential) competitors. *

We need this to check what they say about themselves and find the way to differentiate your message.

6 → Another question about your competitors:
if a potential customer decides to make a photo session in another studio in your area, what studio will it be and **WHY?** *

Hint: you can narrow previous answer to 3-5 competitors and what they do better then you?

Decentralized Identity solutions (Kai)

<https://www.identity.com/>

<https://www.identity.com/>

<https://www.identity.com/>

<https://www.identity.com/>

<https://www.identity.com/>

<https://www.identity.com/> - cool! Cool!

<https://www.identity.com/>

<https://www.identity.com/>

<https://www.identity.com/>

Data Marketplaces built on top of identity (Kai)

<https://www.identity.com/>

<https://www.identity.com/>

<https://www.identity.com/>

Going to Austin:

<https://www.identity.com/>

<https://www.identity.com/>

<https://www.identity.com/> - cool, but fonts might be better

<https://www.identity.com/>

<https://www.identity.com/> - oh, yeah!

<https://www.identity.com/> - - good logo, bad all the rest

<https://www.identity.com/>

<https://www.identity.com/>

How to not look:

<https://www.identity.com/>

<https://www.identity.com/>

<https://www.identity.com/>

<https://www.identity.com/>

<https://www.identity.com/>

*Research VD landscape: (me)**

<https://www.identity.com/>

<https://www.identity.com/> - good logo, bad all the rest

<https://www.identity.com/>

<https://www.identity.com/>

<https://www.identity.com/> - good logo, bad all the rest, nodes.... again

<https://www.identity.com/>

<https://www.identity.com/> - that is cool! bad logo

<https://www.identity.com/>

<https://www.identity.com/> - nice logo

<https://www.identity.com/> - blue, boring

<https://www.identity.com/>

<https://www.identity.com/> - nice font

<https://www.identity.com/> - good graphics

<https://www.identity.com/> - that is cool! powered by [ethereum](https://www.ethereum.org/)

<https://www.identity.com/> - explanation of name and pronunciation

<https://www.identity.com/> - - good graphics

<https://www.identity.com/>

<https://www.identity.com/> - network of nodes again, again, again

<https://www.identity.com/> - unreadable color



Iryna Nezhyńska is 🤔 feeling determined at 📍 STATION-Berlin. ...

5 April at 20:45 · Berlin · 👤 ▼

I was at my first crypto conference today.

I had a mission: to do a field research of how our local blockchain companies apply their visual identities on trade show appearance.

As always - bad news and good news.

Bad news: there are very-very few remarkable visual identities and one single blockchain-ish style followed and remastered in slightly different ways. "Find a difference!" Sad situation... 🙄

Good news: (probably only for me) it will be freaking easy... [See more](#)





CRYPTO-
CONFERENCE
.COM

Networking
po Stage



TWO

BLO



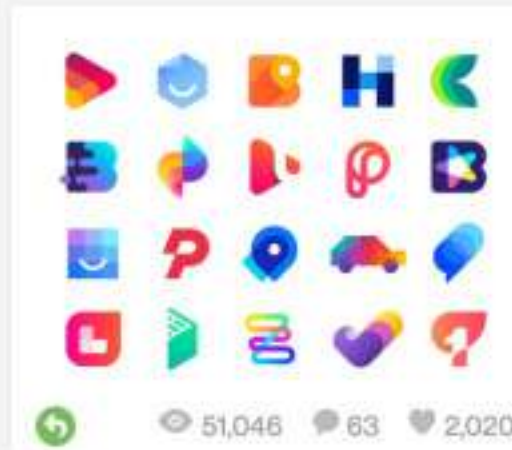
INDEX BY **TDRW**



Mike | Creative Mints



Julien Renvoye



Vadim Carazan



Julien Renvoye



Mixpanel



Norde



Julien Renvoye



Netguru



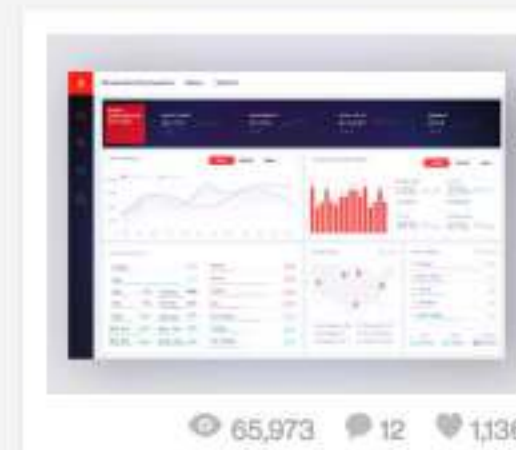
Ron Design



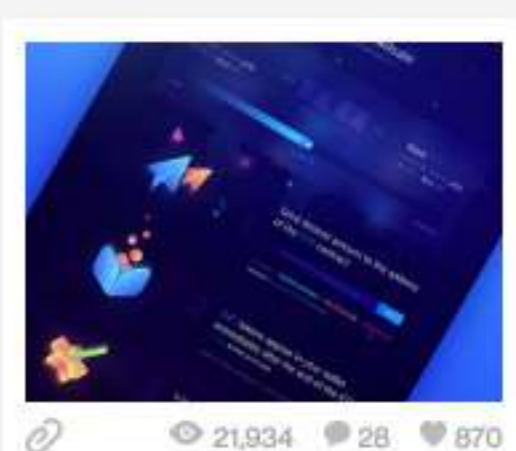
Milkinside



Julien Renvoye



Milkinside



uixNinja



Zajno Crew



ETHWORKS



Fireart Studio



Csaba Gyulai



Sochnik



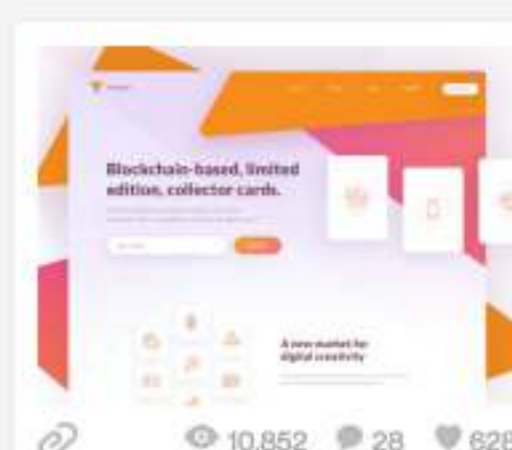
Awsmd



uixNinja



Sochnik



10Clouds



Anton Avilov



Zajno Crew





11,051 20 624

Nina Geometrieva



12,916 18 613

tonik



9,316 11 579

Norde



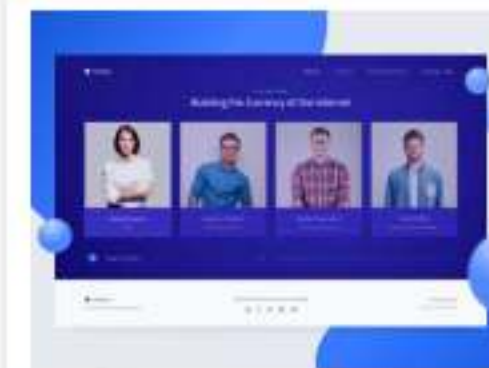
20,707 23 748

uixNinja



17,637 15 710

uixNinja



11,299 16 534

Zajno Crew



12,024 20 559

Zajno Crew



12,261 23 547

Zajno Crew



6,976 23 502

Zajno Crew



18,571 17 528

Vadim Carazan



5,151 22 474

Csaba Gyulai



12,208 13 539

Nina Geometrieva



8,660 16 535

10Clouds



8,680 7 474

Zajno Crew



10,739 16 467

Zajno Crew



10,174 8 466

Awsmd



10,915 14 480

tonik



11,036 21 475

Zajno Crew



30,641 9 528

Gleb Kuznetsov



8,496 19 436

Vadim Carazan



7,237 25 431

Zajno Crew



16,614 14 528

uixNinja



8,075 11 426

Nina Geometrieva



12,452 15 415

tonik





7,751 20 416

Sochnik



13,884 20 483

Zajno Crew



12,346 6 383

tonik



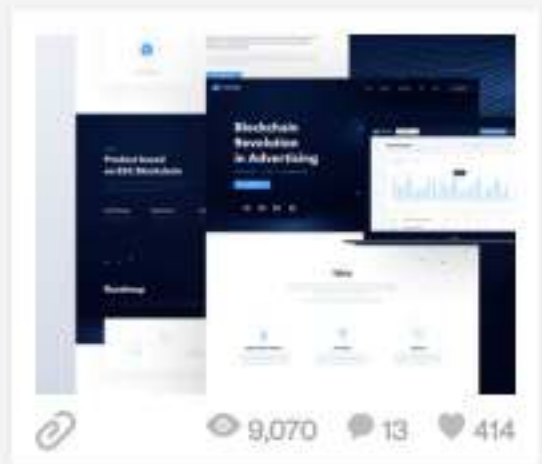
4,562 9 363

Zajno Crew



7,513 13 381

Zajno Crew



9,070 13 414

10Clouds



10,015 22 384

Zajno Crew



9,234 10 367

Zajno Crew



7,498 10 398

Zajno Crew



7,724 6 406

10Clouds



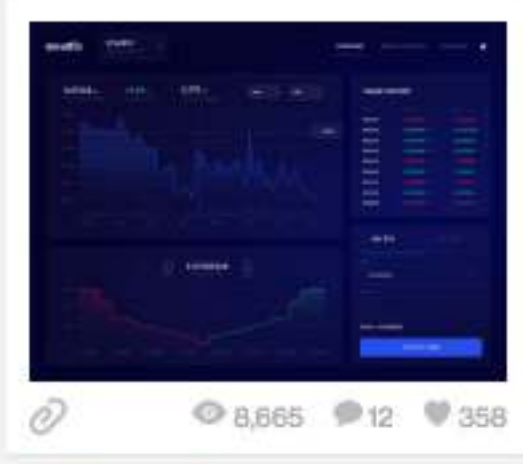
10,008 6 405

10Clouds



27,583 9 459

Dmitri Litvinov



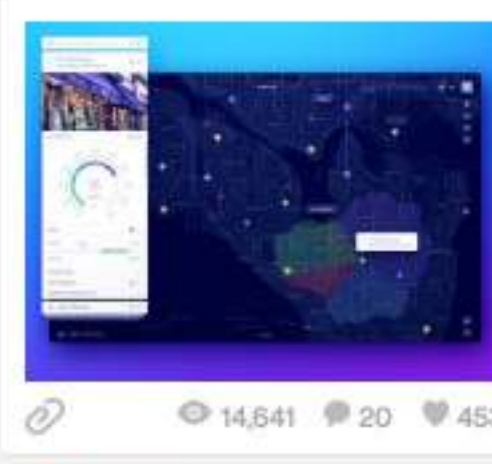
8,665 12 358

Balkan Brothers



15,885 4 400

Dmitri Litvinov



14,641 20 453

uixNinja



8,516 3 352

tonik



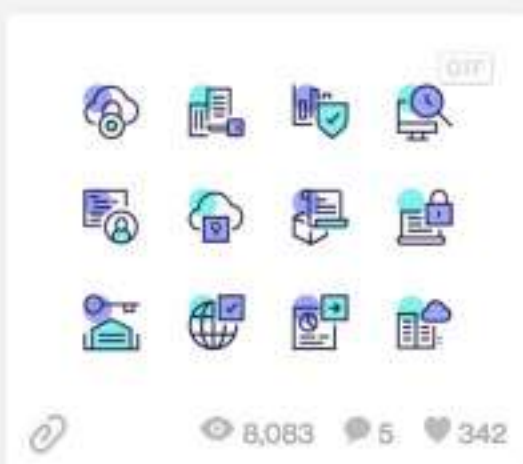
6,993 9 398

10Clouds



7,073 9 371

10Clouds



8,083 5 342

Dmitri Litvinov



10,595 10 380

Anton Avilov



4,765 9 335

Zajno Crew



3,514 12 321

Csaba Gyulai



12,344 7 352

Awsmd



16,088 10 429

Dmitri Litvinov





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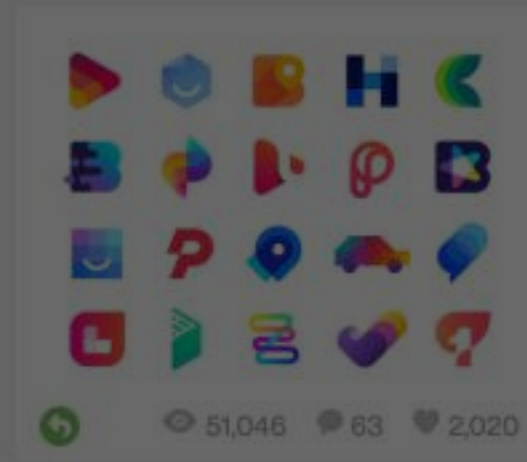




Mike | Creative Mints



Julien Renvoye



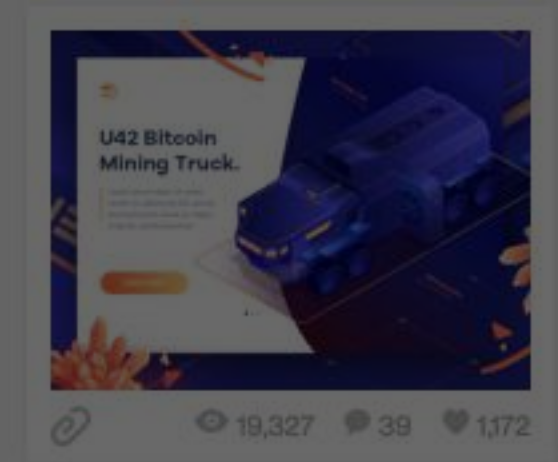
Vadim Carazan



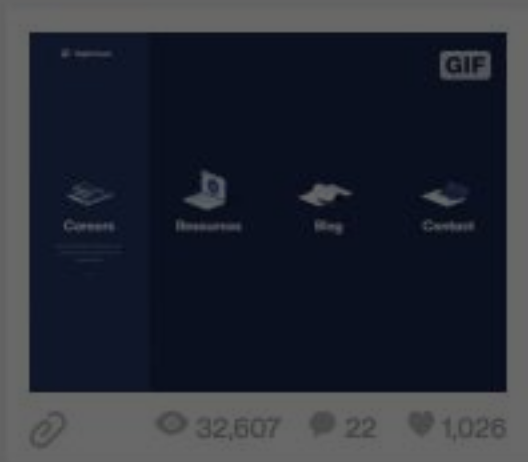
Julien Renvoye



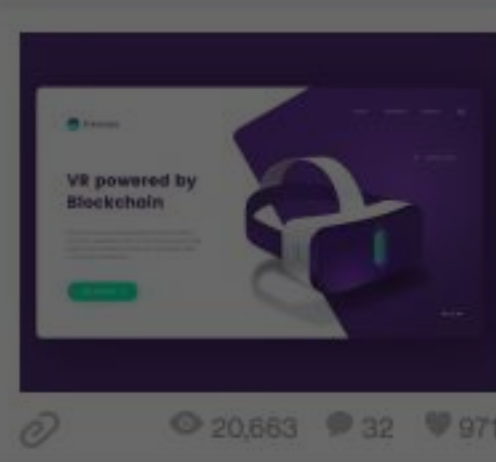
Mixpanel



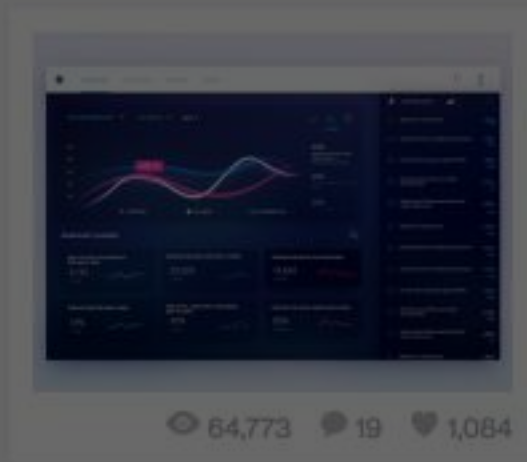
Norde



Julien Renvoye



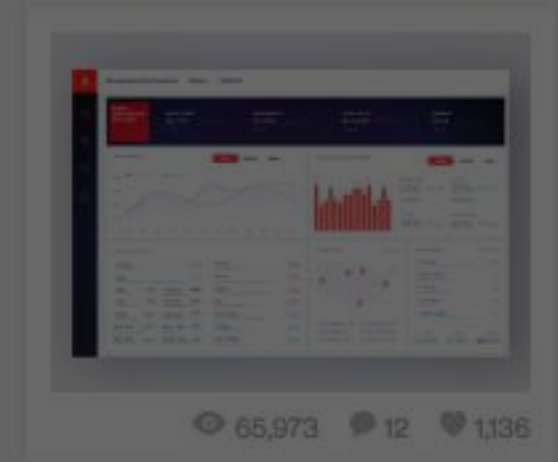
Netguru



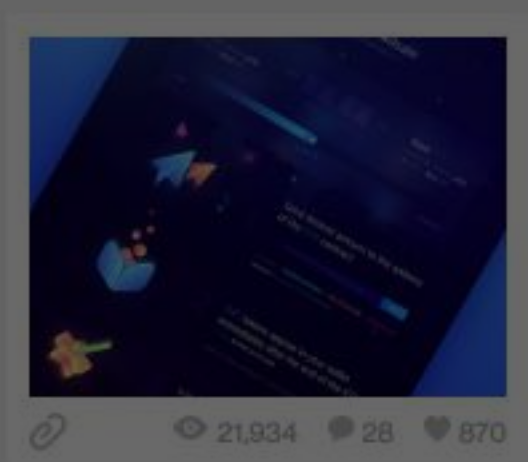
Milkside



Julien Renvoye



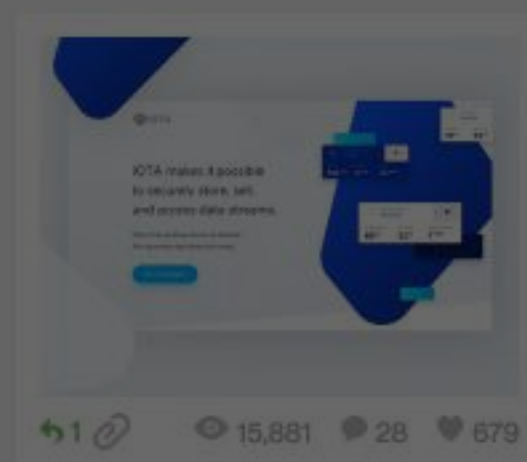
Milkside



uxNinja



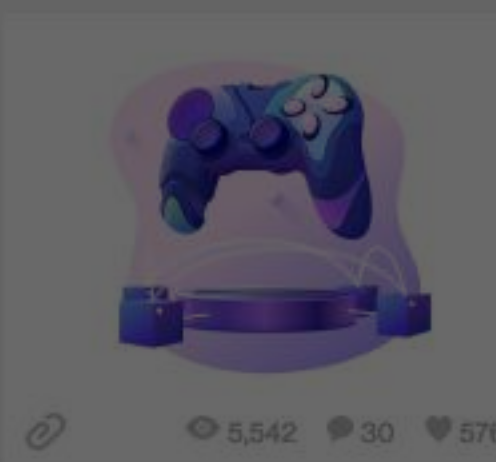
Zajno Crew



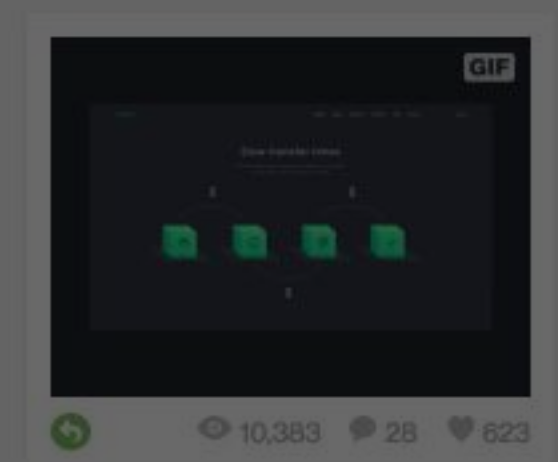
ETHWORKS



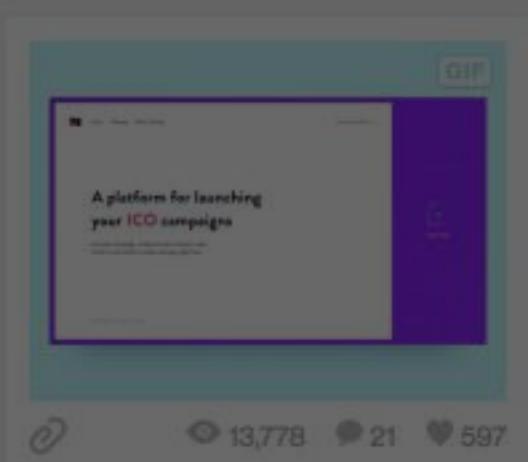
Fireart Studio



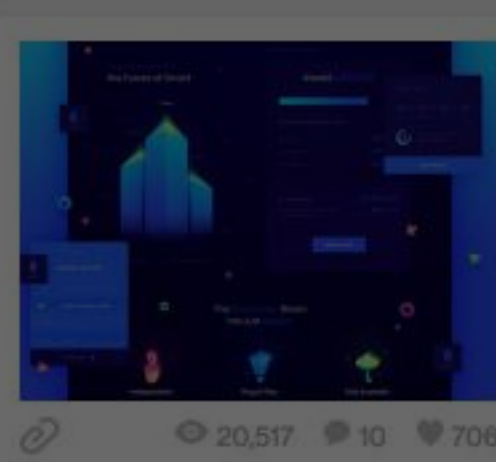
Csaba Gyulai



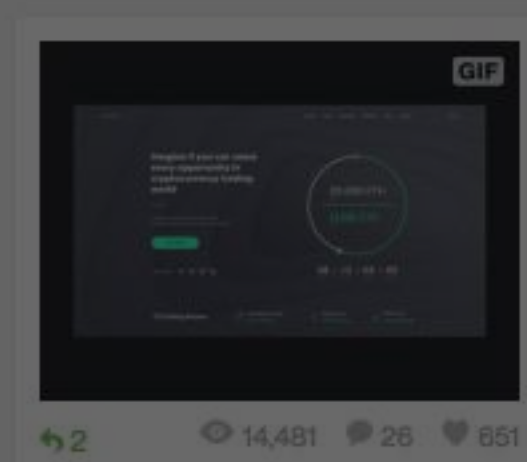
Sochnik



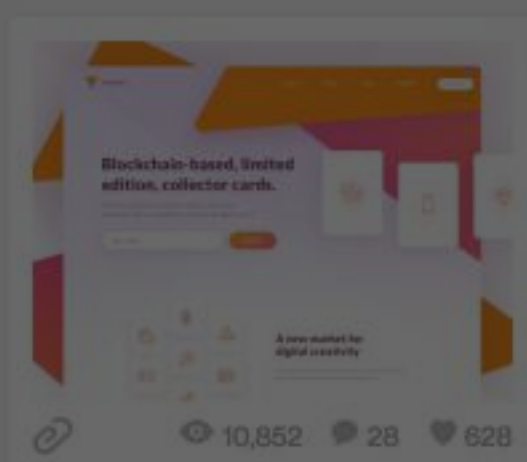
Awsmd



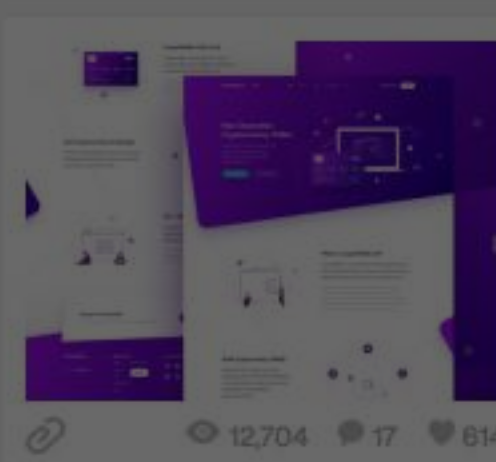
uxNinja



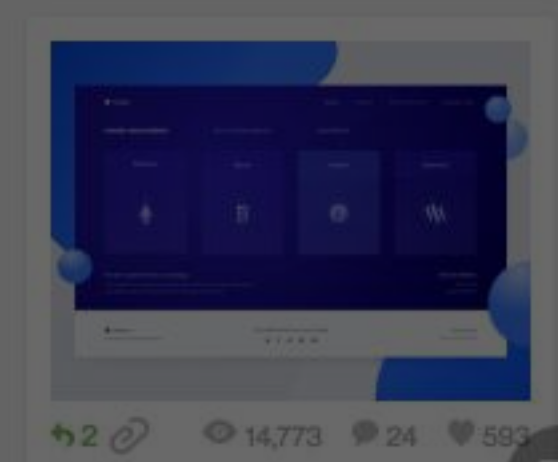
Sochnik



10Clouds



Anton Avilov



Zajno Crew



STEP 2

Define emotional
values and triggers

Design you create should
reflect ideas **they value**

customer
portrait



emotional
space & values



brand
personality
traits

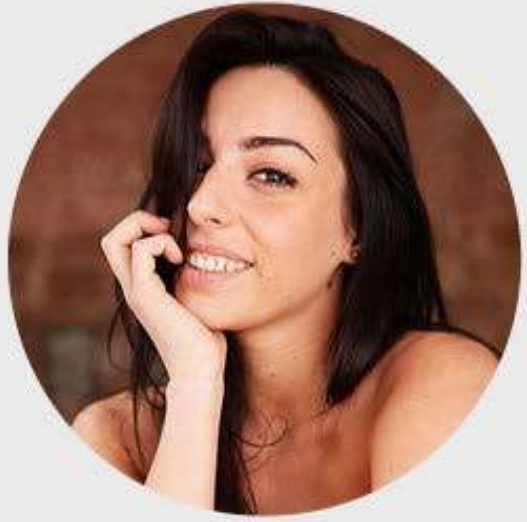
+

visual
associations
(anchors)



visual language

(shapes, colors, typography, layout,
interactions, photography)



customer
portrait



emotional
space & values



brand
personality
traits

+

visual
associations
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visual language

(shapes, colors, typography, layout,
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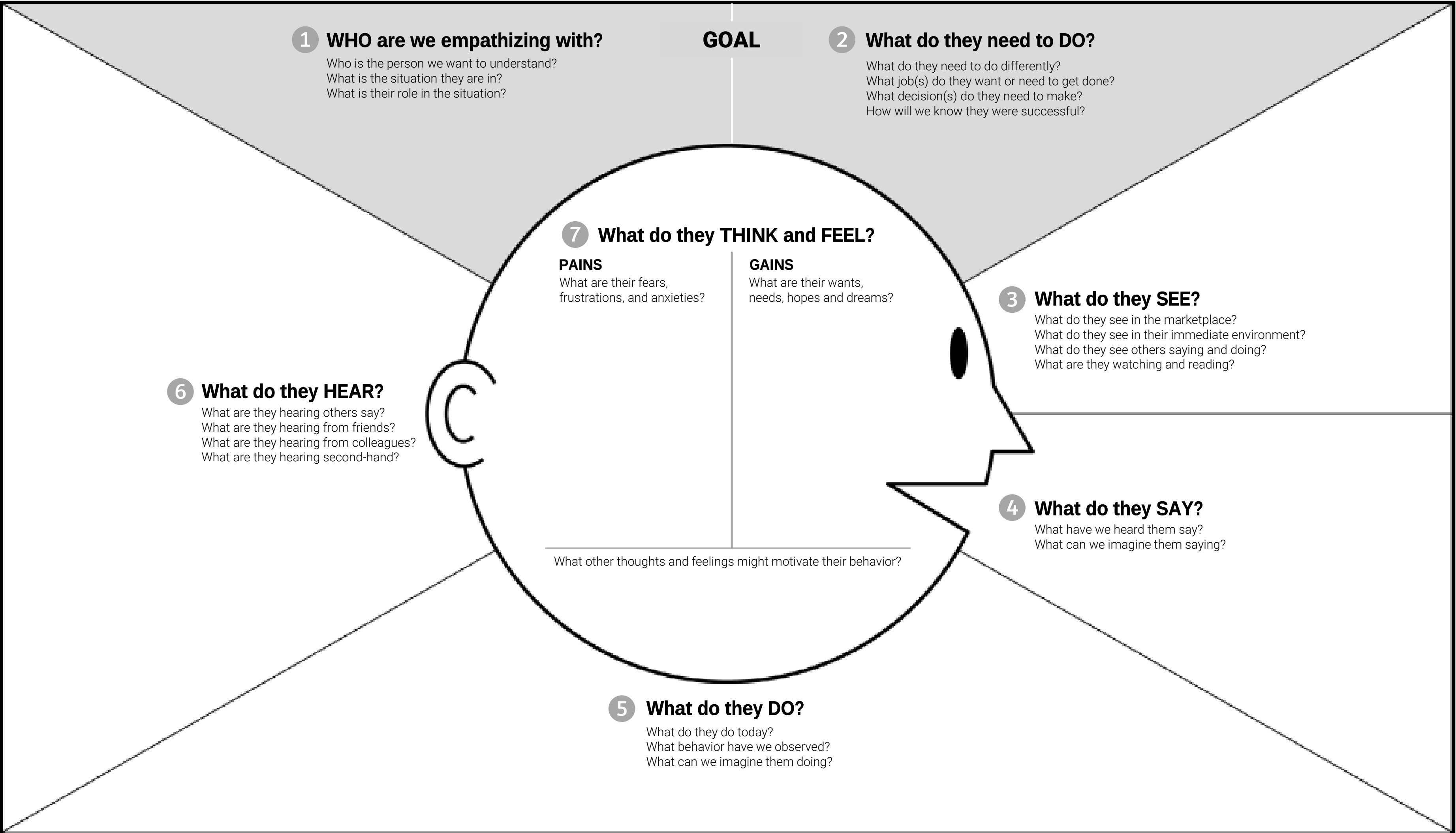
Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:



Empathy Map

TEMPLATE



[NNGroup post](#)

[UXPin explanation](#)

Very brief - as almost
everything from UXPin, though.

[Updated version](#)

Value Proposition Canvas

CANVAS ONLY



[Helping resources](#)

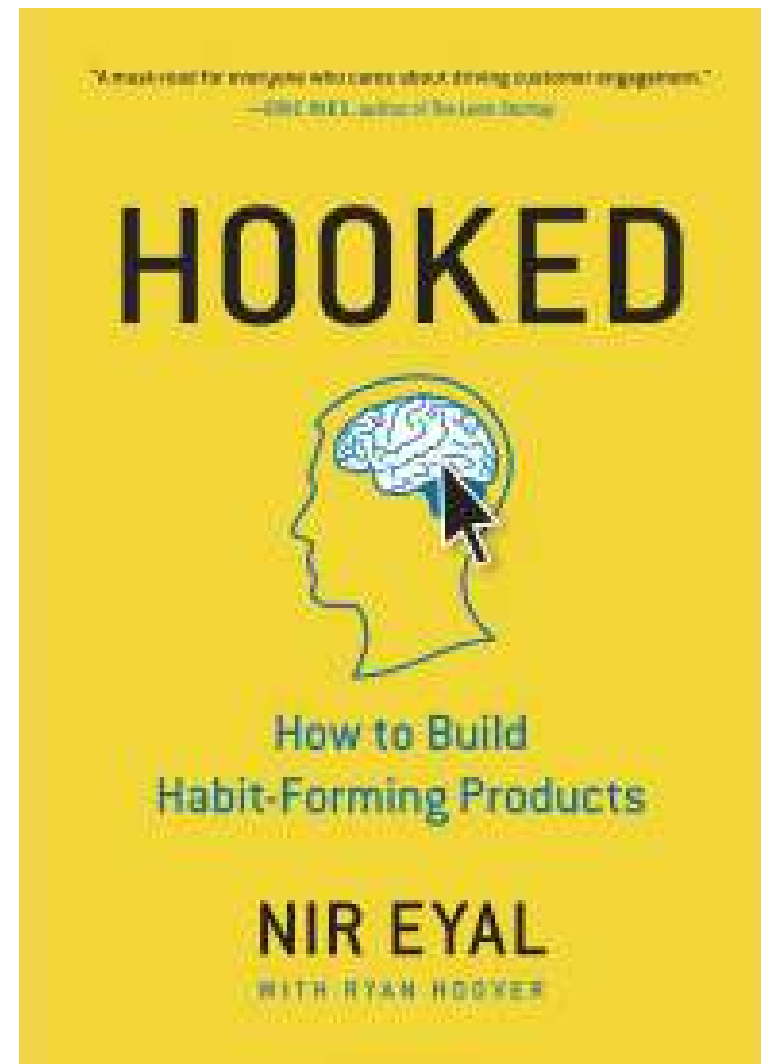
[Canvas + all questions](#)

Find it in Dropbox folder
together with this deck.

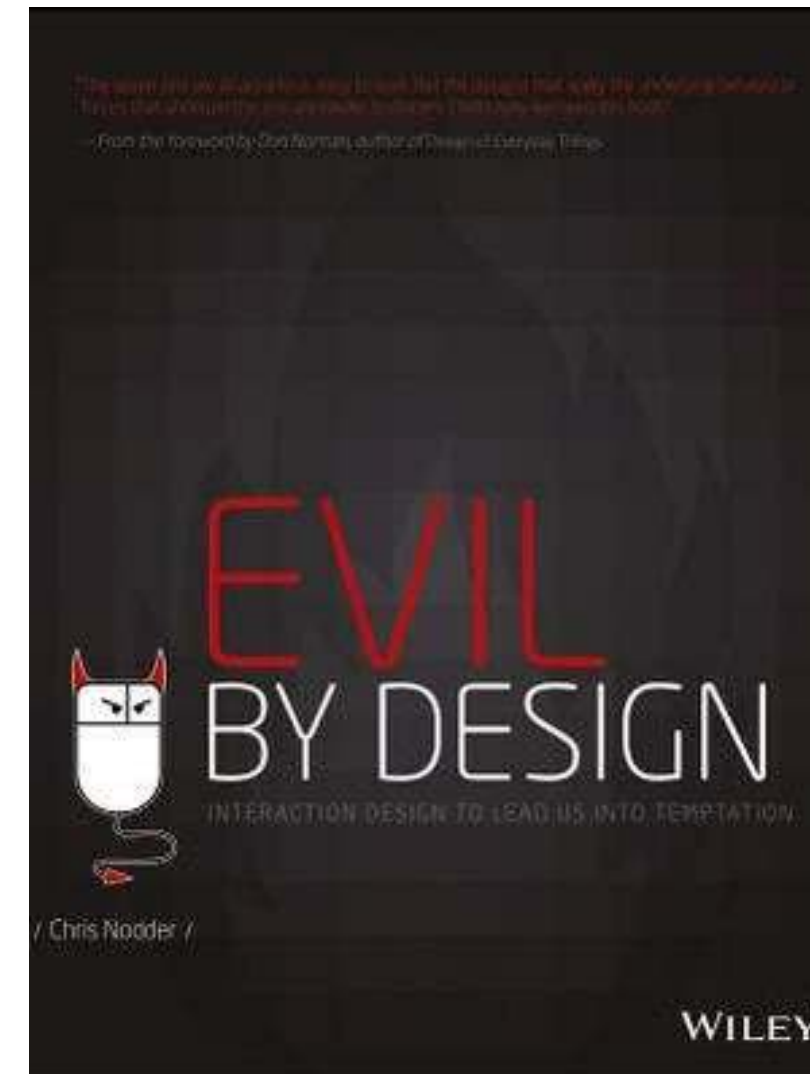
[Book](#)

Worth it!

ADDITIONALLY



How to find emotional triggers...



... and how later use them. For good - only for good ;)

customer
portrait



emotional
space & values



brand
personality
traits

+

visual
associations
(anchors)



visual language

(shapes, colors, typography, layout,
interactions, photography)

- 4 → Let's imagine, your IDEAL partner (aka VF evangelist) needs mentor or (what is closer to RentAware service) professional's help. Who would they like to be mentored by? *

Choose as many as you like



A Thor



B Gandalf



C Sherlock Holmes



D Oprah Winfrey



E Steve Jobs



F Gatsby



G Miranda Priestly from Devil wears prada



H Indiana Jones



I 007



J Jack Sparrow



K Guy-next-door



L Jeannie

- 5 → Let's imagine we are not humans. We live in Zootopia.

- 1) What animals are representing JW on events? In other words: Which animals would go to meeting with our potential partners?
- 2) Which animals can be your early adopters (users)?
- 3) Which animals can be our partners? *

Please, name up to 3 animals for each question.

And please, add one personality trait or quality for each animal explaining what made you chose exactly this animal.



8 → Very important question.

Please, finish the sentence:

“We want our customers to see our brand as ... , ... and”

modern — classic

masculine — feminine

young — mature

cosy — formal

subtle — bold

active — chill

friendly — bossy

playful — serious

affordable — expensive

sociable — reserved

confident — shy

extrovert — introvert

peaceful — rebellious

quiet — loud

extraordinary — casual

emotional — rational

innovative — conservative

simple — complex

imaginative — logical

dynamic — stable

simple — complex

flexible — solid

*dynamic — still***

Please choose 3 personality traits from pairs above.

9 → In case I forgot some personality traits in the previous question, would you like to add anything else?

Or in other words, if **Voyager Foundation** was a real **person/city/spaceship/etc.**, what adjectives would you use to **describe it?**

2-3 words. More is welcome, of course :)

638

personality traits



[find list here](#)

STEP 3

Create moodboard
and stick to it

forever

Co-working spaces Offices Conference centers Education centers

steady accessible reliable sleek smooth
fast comfortable lightweight white-labeled

wires glass transparency structure
transformation links swiss style ecosystem



STEP 1

Brand personality traits

young — cosy — casual — bright — friendly

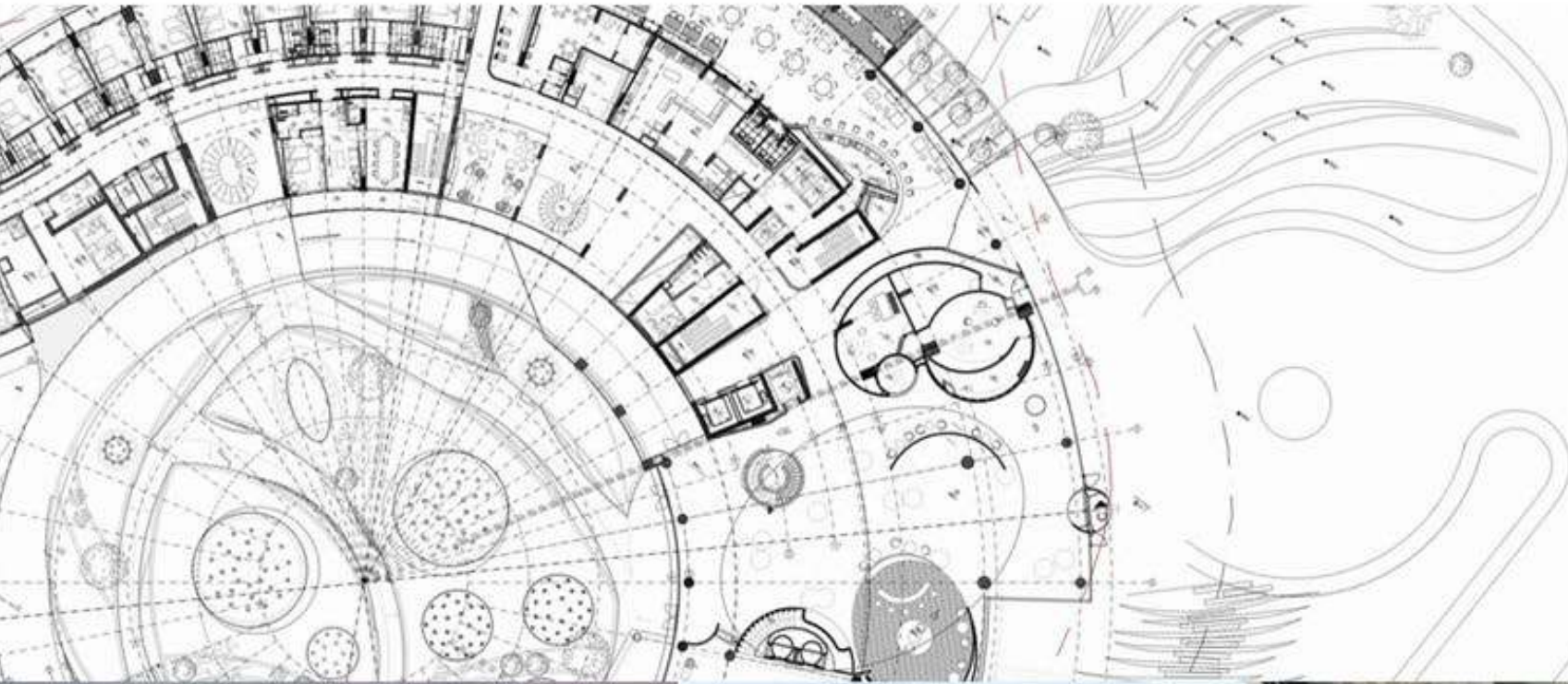
playful — fun — happy

reliable — introvert

STEP 2

Moodboard





le, My #Selfie and I	World Builders		
on	S�raphine Pick: White Noise		
rowse Square	Talk & Tour: The Family Jewels		
chool	Learn	Dee Club	Learning Programm
Donate	Friends of The Dowse	Venues	
g Soon: The 2016 Blumhardt Internship			

Hello Josh!

We're glad you're back

Please log in:

Password

Confirm password

CONTINUE TO INNOVATION HUB



[Forgot your password?](#)

Forgot password?

Type in your email

Email

SEND RECOVERY EMAIL



Hi Josh,

Nice to see you again!
Ready for a productive day?

Email

Password

Log in to Innovation Hub



[Forgot your password?](#)

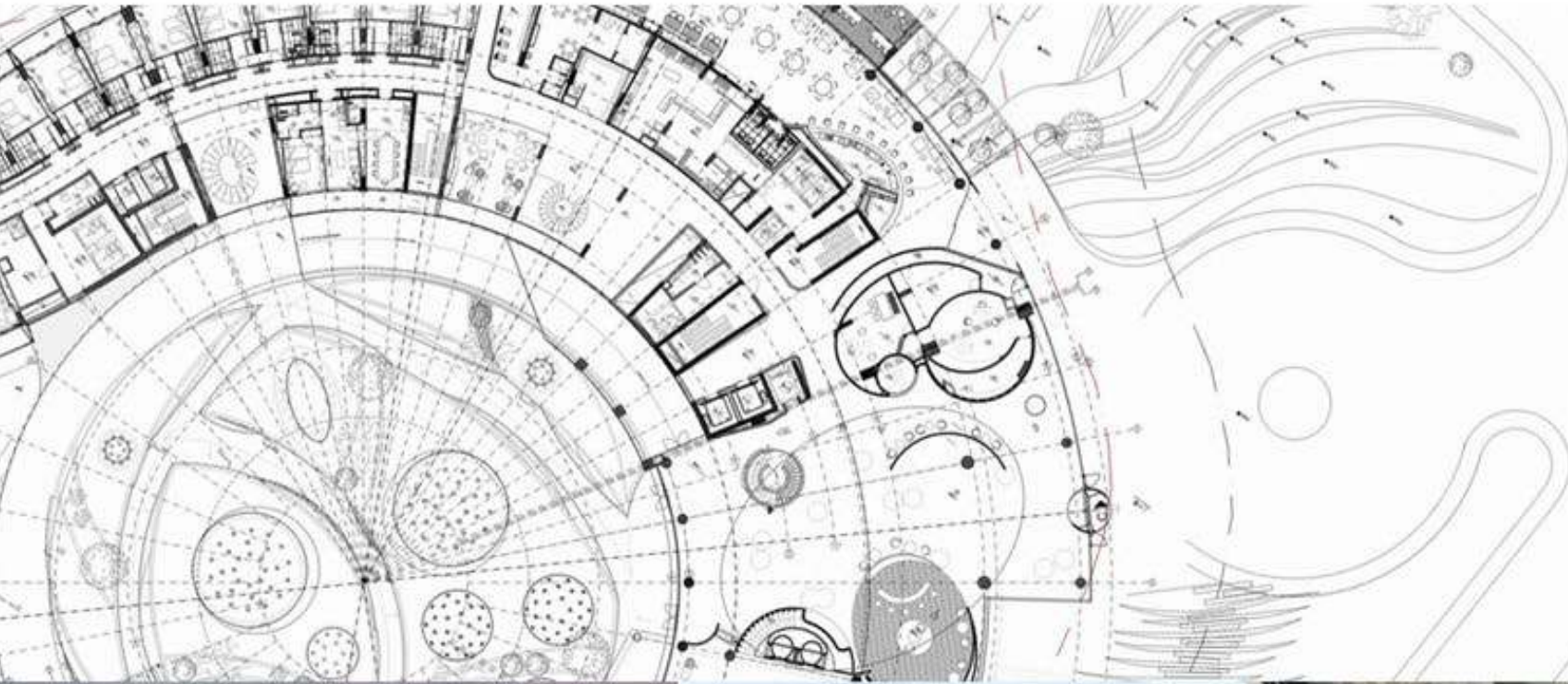
Forgot your password?

Let's make your new password
more memorable than the old one:

Your email

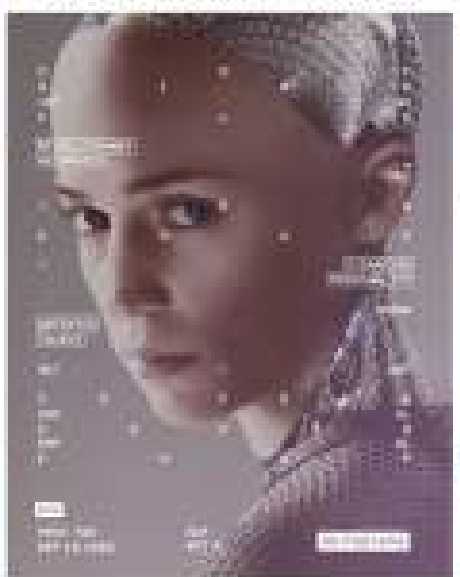
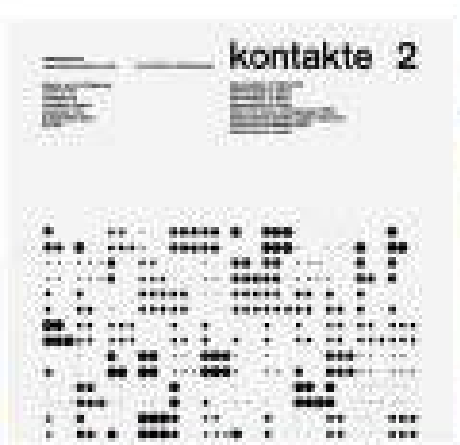
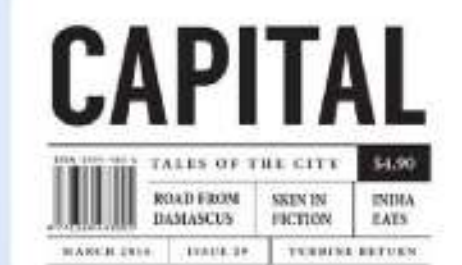
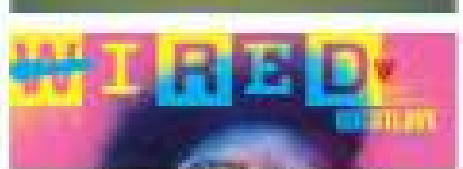
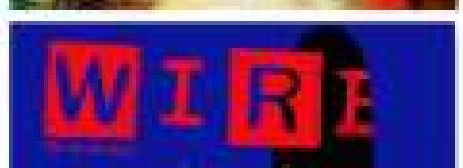
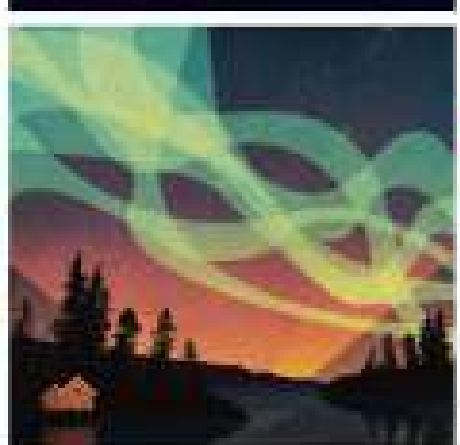
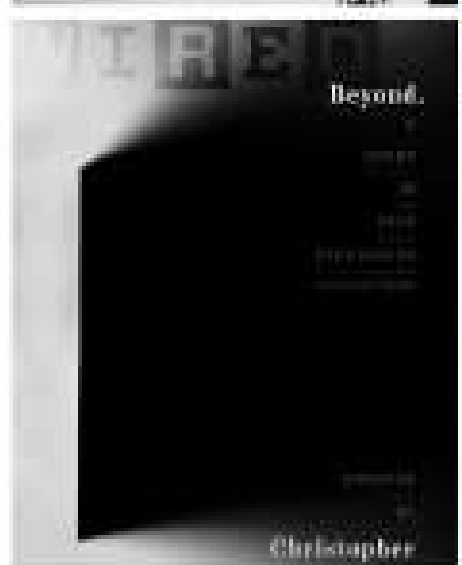
Send recovery email





le, My #Selfie and I	World Builders		
on	S�raphine Pick: White Noise		
rowse Square	Talk & Tour: The Family Jewels		
chool	Learn	Dee Club	Learning Programm
Donate	Friends of The Dowse	Venues	
g Soon: The 2016 Blumhardt Internship			





Designing Jolocom

MAKING
DESIGN
DECISIONS
#2





Key stats

All Devices	PC & Laptops	Smartphones	Tablets	Other
-------------	--------------	-------------	---------	-------

Responses	Total visits	Unique visits
10	16	10

Personality traits

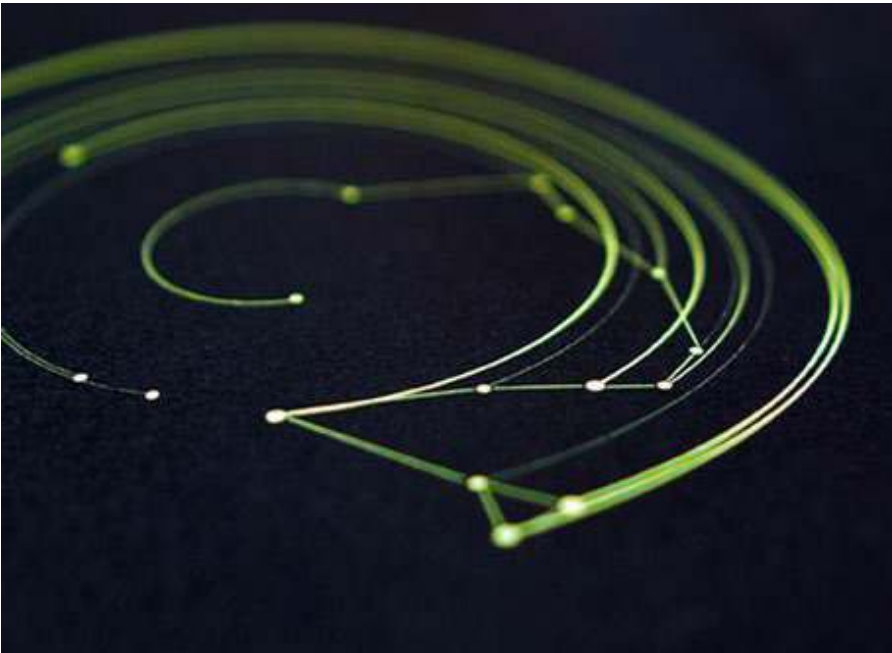
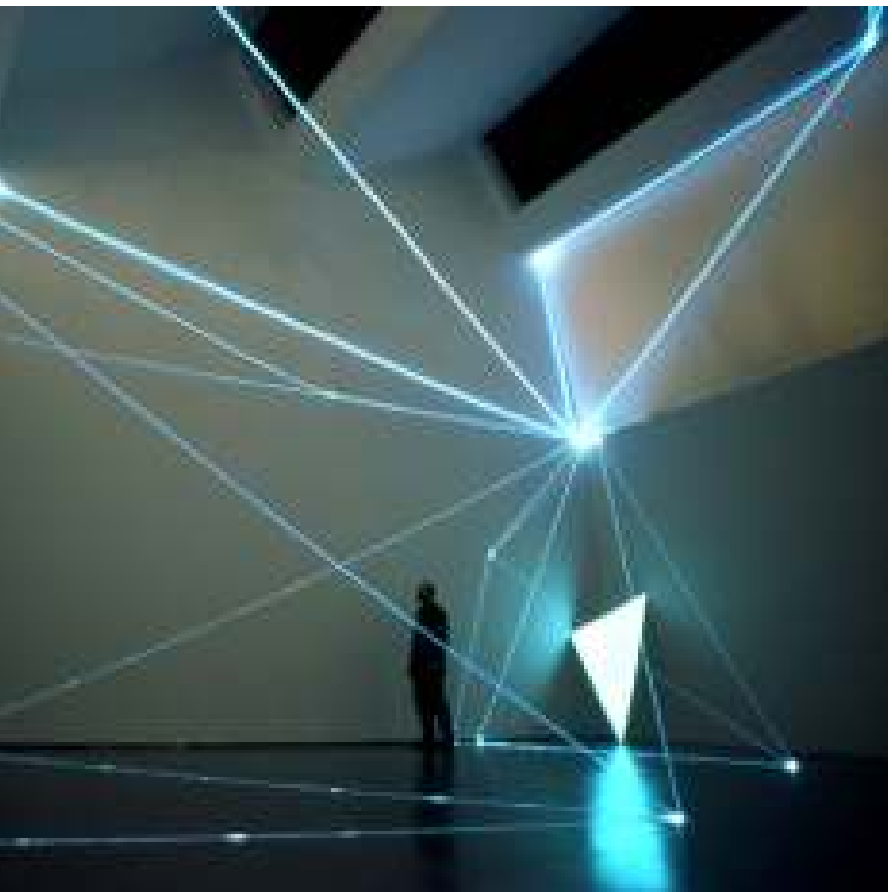
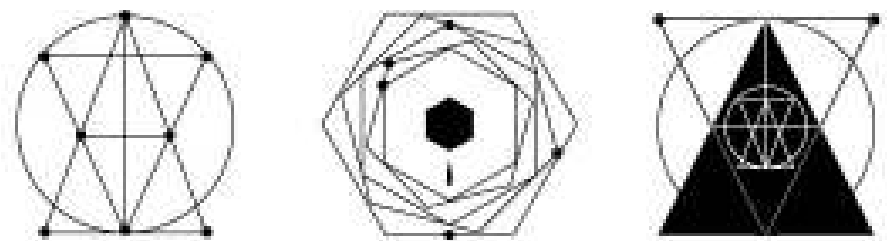
empowering — peaceful — trustworthy

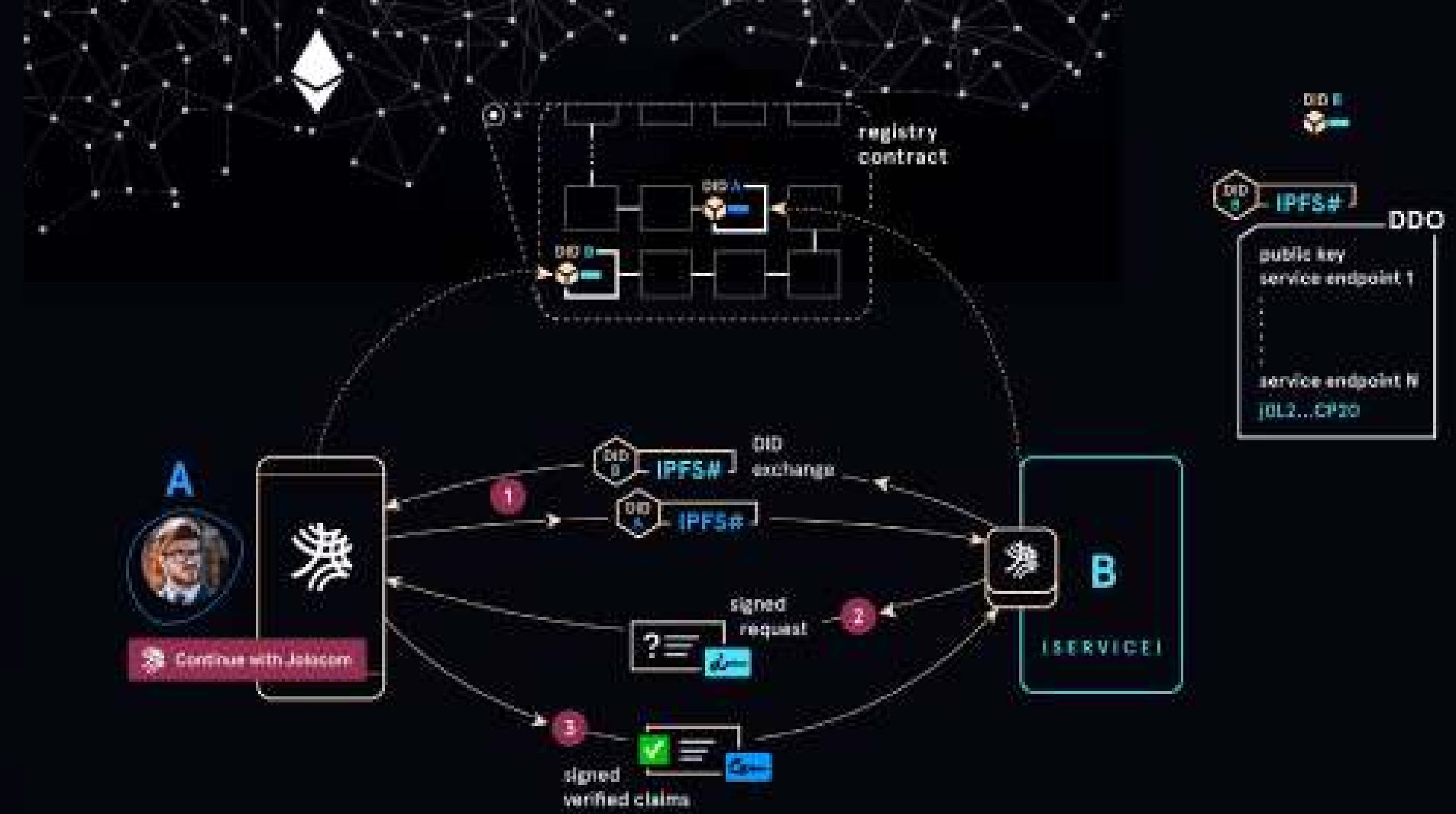
tech advanced — simple — dynamic

sovereignty — ownership — control

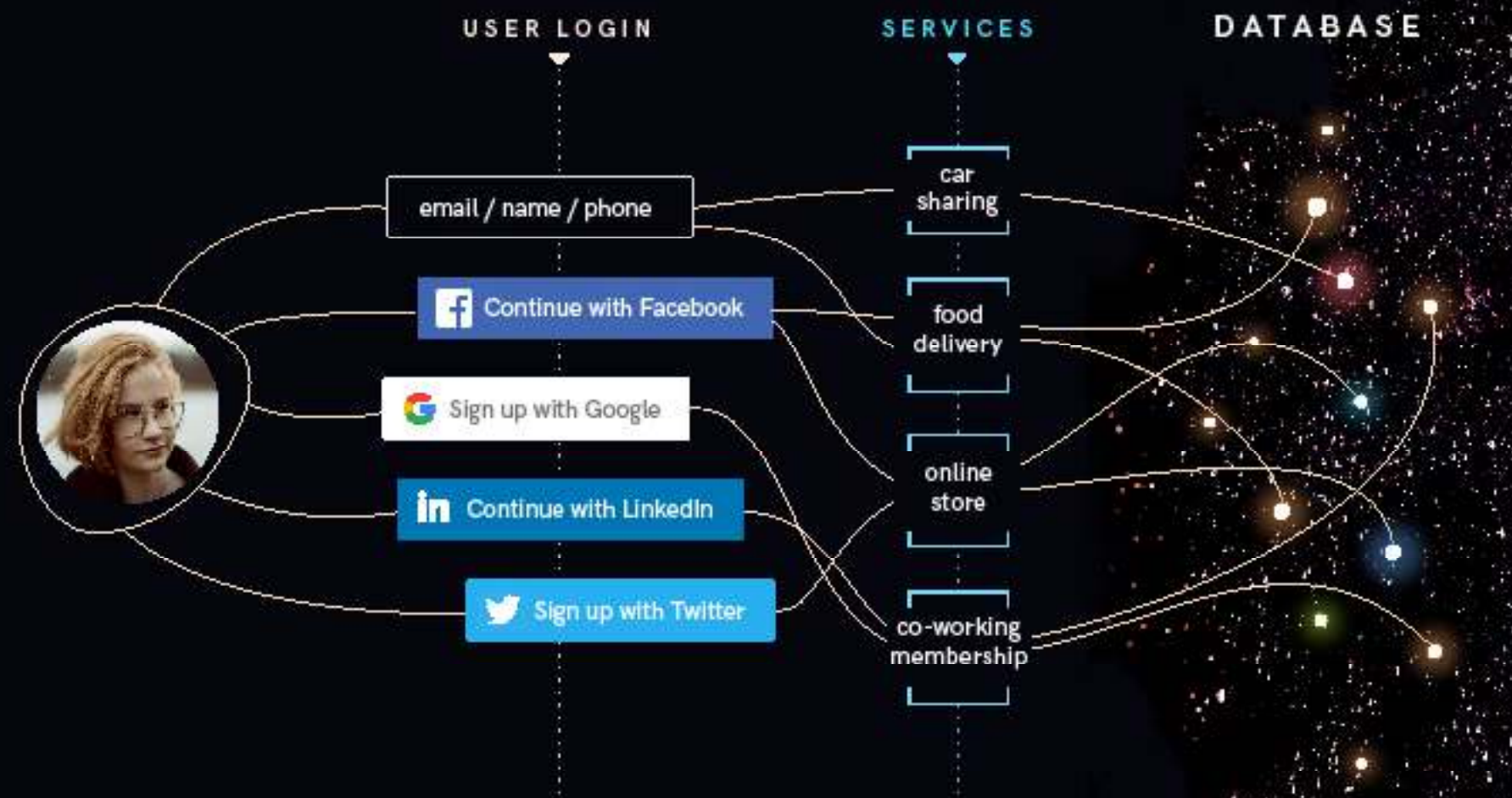
“community of trust” “my own”

MOODBOARD





@GETJolocom #SXS



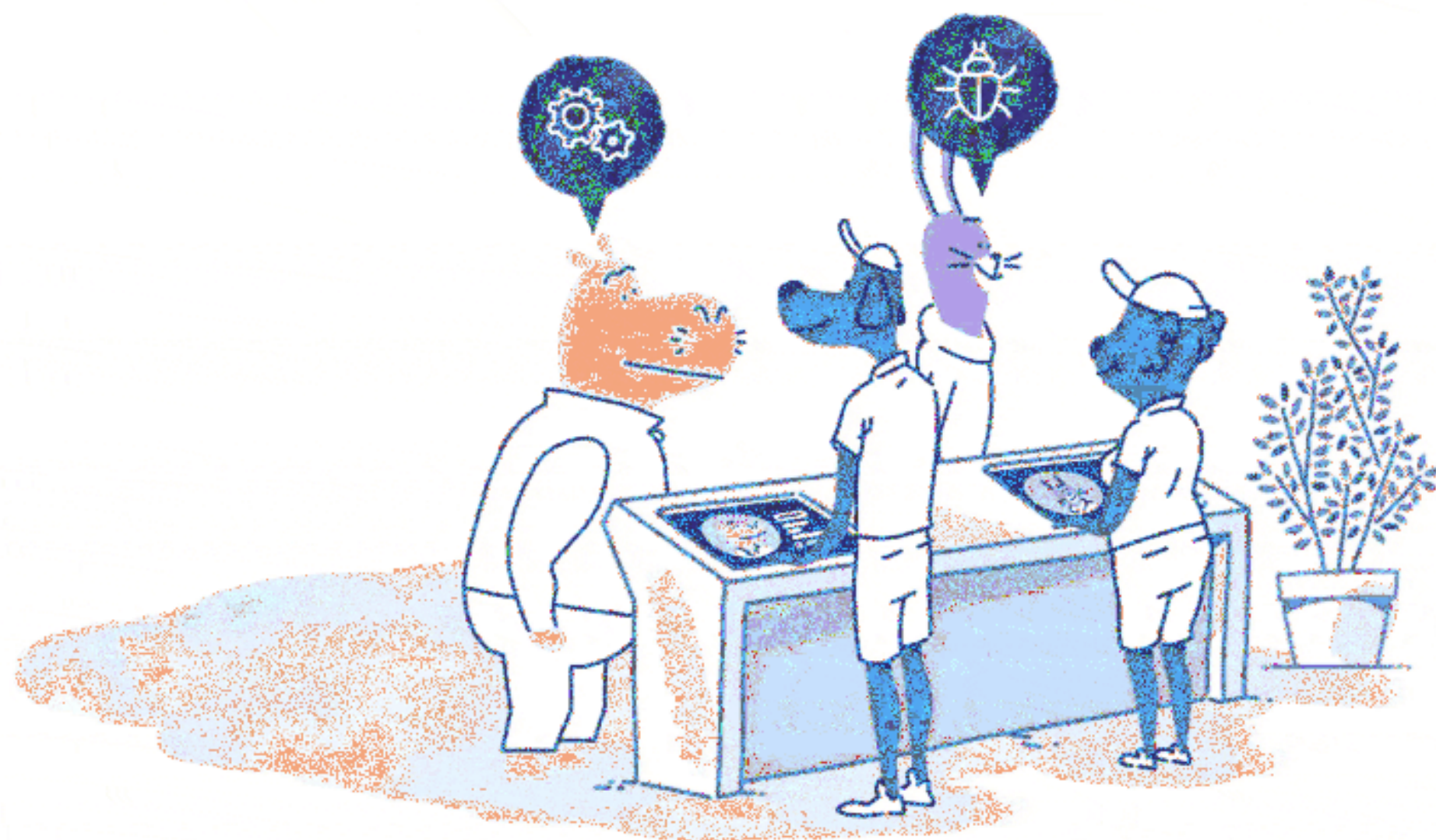
@GETJolocom #SXS



@GETJolocom #SXS

FINAL THOUGHT

Okay, what
if we are B2B?



Support customers personally at scale with Intercom's help desk

Help customers as a team via in-app or website chat, email, and social - all in one place.

Enter your email

Get Started

Already a customer? [Log in](#) →

 [WATCH THE VIDEO](#)

Our help desk product at-a-glance



TEAM INBOX

Manage support requests from all channels in one place



AUTOMATED WORKFLOWS

Spend time solving problems, not doing repetitive tasks



LIVE CHAT

A fluid, fast, and fun support experience for everyone



ACTIONABLE INSIGHTS

See your team's performance, spot trends and plan ahead





☺ MEET OUR PRODUCTS ☺

Our products work together seamlessly.
Start with one or more.



LIVE CHAT



Acquire

Chat with visitors to your website in real-time, capture them as leads, and convert them to customers.

[Learn More ▶](#)

New chat

Search history

Teams in Space

ROOMS

Watercooler

Marketing

1

Development

Website Redesign

1

IT Support

2

DevOps

Create a room

PEOPLE

Mitch Davis

Kelly Evans

Chris Davis

Emma Bowerman

Website Redesign

Let's get the ball rolling on this redesign!

Chris Davis

Jan-15 4:26 PM

@all check out our web traffic last year (blue) vs. this year (red)

Chris Davis

Jan-15 4:26 PM

Web_traffic_YoY.png

23K

Emma Bowerman

Jan-15 4:26 PM

and our redesign should make that spike even higher

JIRA

Jan-15 4:27 PM

Chris Davis

created **WR-4: Sign-up flow redesign**

WR-4: Sign-up flow redesign

teamsinspace.atlassian.net

Type: ☒ Task

Priority: High

Status:

TO DO

Assignee Chris Davis

Alana Grant

Jan-15 4:28 PM

That traffic great I'm ready to take on that sign-up flow ↗

People

Files

Links

2 Standup reports

100 Posts

2 MONTHS

8 Mentions

TODAY

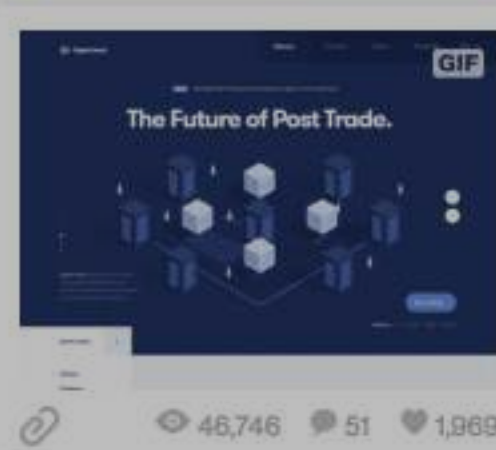
Uber



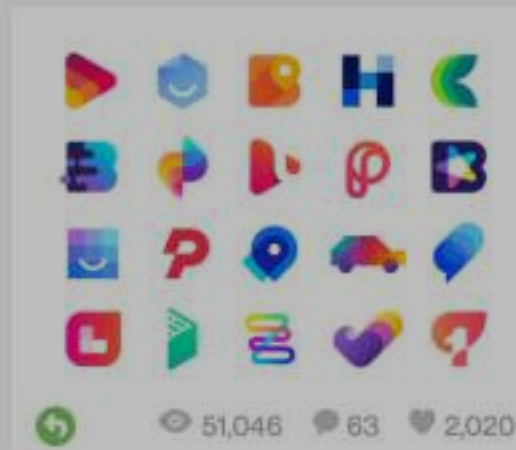




Mike | Creative Mints



Julien Renvoye



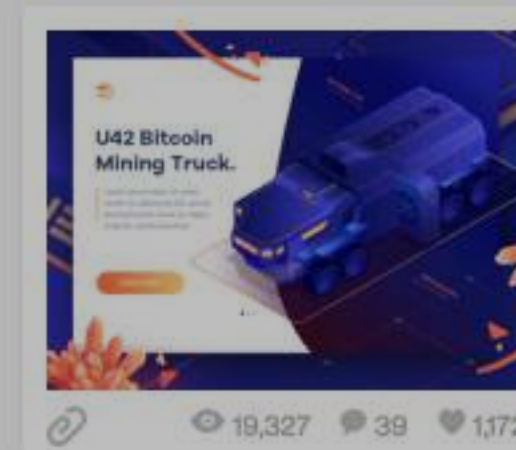
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Julien Renvoye



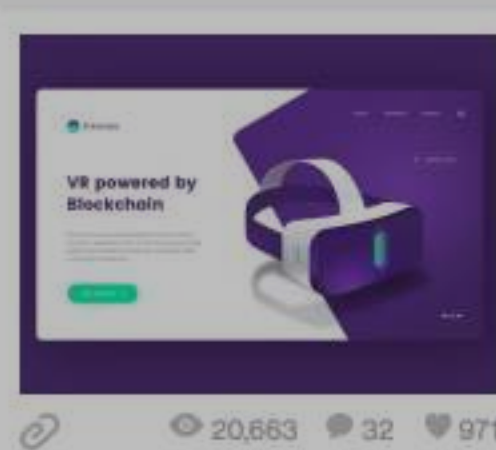
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Norde



Julien Renvoye



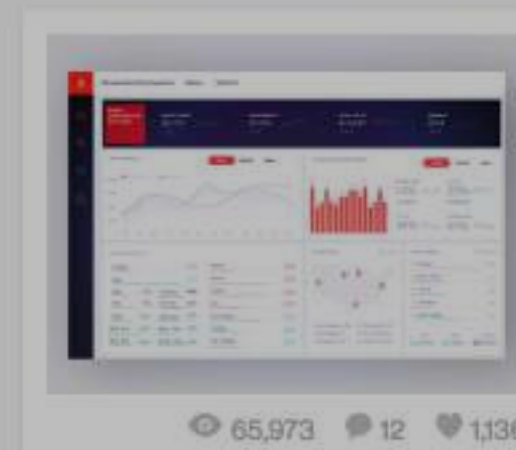
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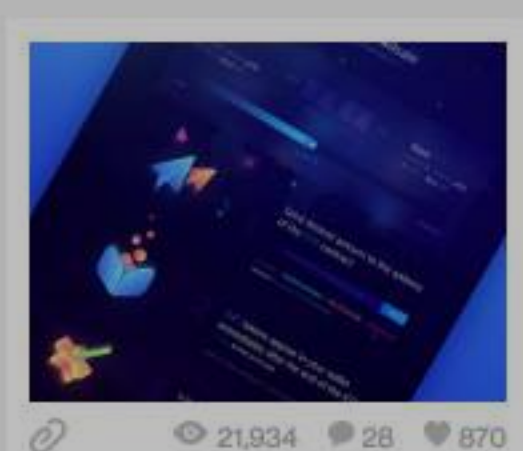
Milkinside



Julien Renvoye



Milkinside



uixNinja



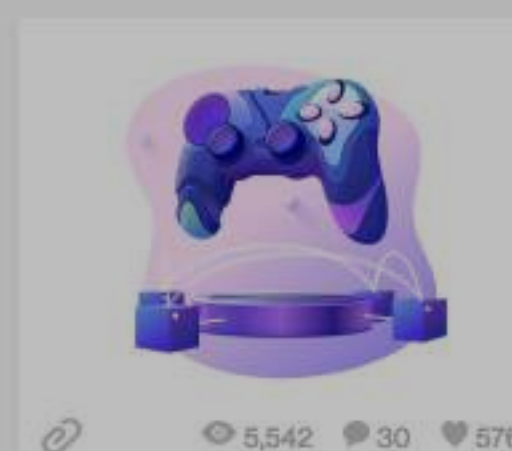
Zajno Crew



ETHWORKS



Fireart Studio



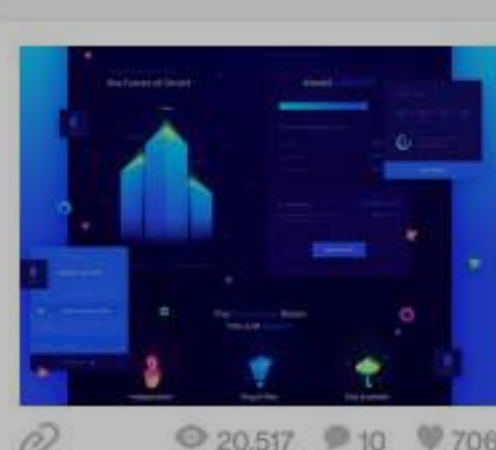
Csaba Gyulai



Sochnik



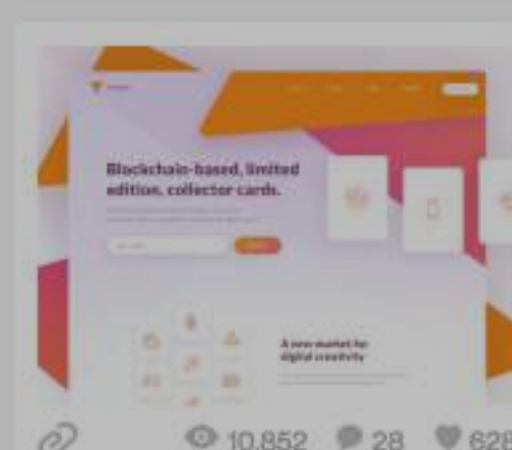
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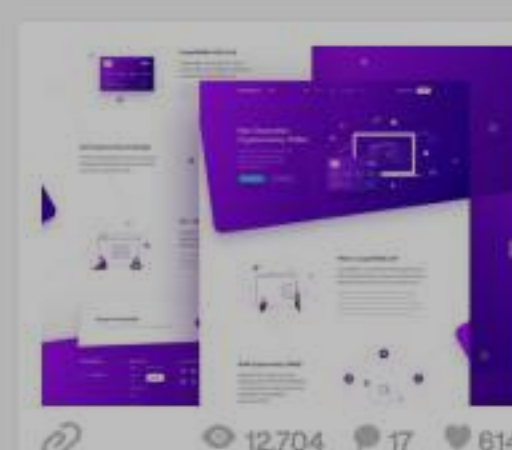
uixNinja



Sochnik



10Clouds



Anton Avilov



Zajno Crew



Thank you

:bow: :clap: :thumbsup:

@IraNezhynska / @GetJolocom