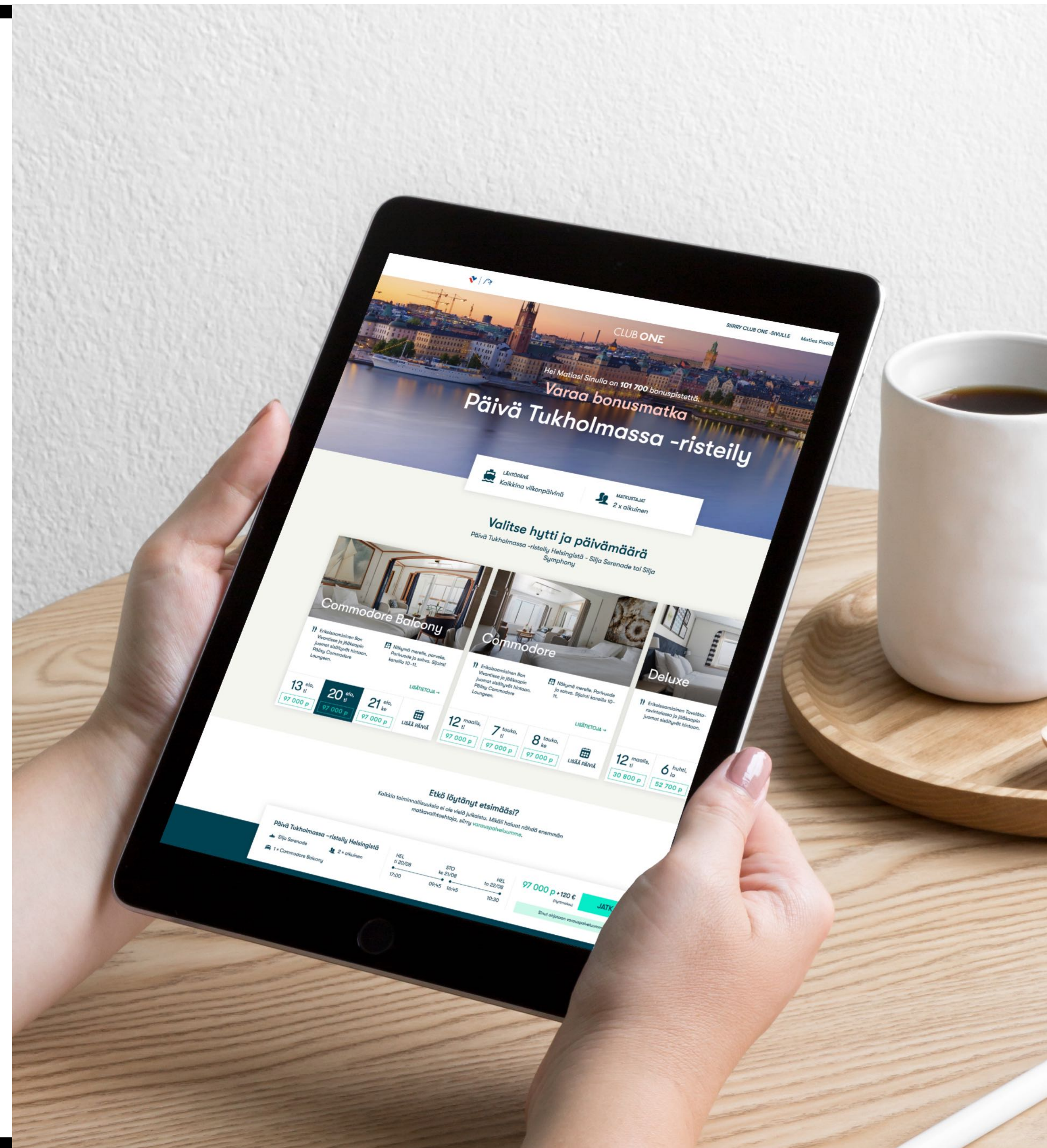


# From UX design to product design

Aalto University | 6.5.2019

Matias Pietilä  
Head of design

**QVIK**







I've have chosen cognitive technology as my major subject. I wonder what I should study as a minor to gain some concrete skills that would be relevant in the industry.

Welcor





How about studying C++?

Then you could at least do *something* useful.



Irmeli Sinkkonen  
Hannu Kuoppala  
Jarmo Parkkinen  
Raino Vastamäki

# Käytettävyyden psykologia

IT Press



**OMAGURU** Yksi numero, josta pika-apu kaikkiin kodin teknisten laitteiden kysymyksiin. Opastamme, neuvoimme ja asennamme. Soita!

**HENKILÖKOHTAINEN ASIAINTUNTIJA PALVELUKSESSASI**  
**0100 8 4850**  
 ark 8-21, la 9-17  
 1,95 €/min + pvm/mpm

**Näin helppoa se on!**

1. Tutustu asiantuntijoihin
2. Valitse asiantuntija ja katso tämän soitto-ohjeet
3. Soita haluamallasi asiantuntijalle

Näin helpot asiantuntijat

Service also in English!

Mihin ongelmiasi liittyy? Voit valita näkyviin tietyn alan erikoisasiantuntijat vasemman laidan valikosta

Puhelintuki Kotituki Tietoa Omagurusta

Varattu

Valitse palvelus: Puhelintuki Kotituki Tietoa Omagurusta

Valitse asiantuntija: Juha-Pekka

Valitse palvelus: Puhelintuki Kotituki Tietoa Omagurusta

**Elisa Kenttä** Locations Work Management Reporting Settings jpe.kauniainen Logout

Search locations or map

Map

Show on map:

- Locations
- Property
- Vehicles

Locations: 20  
 Property: 12  
 Vehicles: 12

**Elisa Varmenne** Turvallinen tunnistautumispalvelu

**Mobiilivarmenne** on sähköinen henkilöllisyystodistus matkapuhelimessa

Kokeile itse

Kirjaudu verkkopankkiin

Kirjaudu If Kansioon

Katso esittely

**Elisa Raha** Siirrä rahaa matkapuhelimellasi

Elisa Raha Ominaisuudet Tekniset tiedot Tilaa

**SAATAVILLA SAUNALAHDEN LIITTYMÄLLÄ**

**Tekstiviesti** 142 (1)  
 Vastott. Elisa Huppula  
 10e 800021-9143544

**Lähetä rahaa lapsellesi** Siirrä käyttörahaa kätevästi ilman verkkopankkia

**Maksa ostoksiasi** Maksa pieniä ostoksia, kun korttimaksu ei ole mahdollista

**Tasapainota talouttasi** Laina- ja säästämisen tilin tilin

**SAMSUNG** Elisa Kirja

14:51

RAUTATIE MITSUKAN VIHREÄ KORTTIOHJE LIESILAULUJA

**Elisa Kirja** 10.04

DIGITAALINEN JALAN JALKI

700-

Punainen mekko

LEENA LEHTOLAINEN

Kirjatyö Pöytäkirja

21.31

IV.

Matti oli laittanut Liisan...  
 taipaleelle päivän hämärässä.  
 Oli käynyt reen kohdalleen  
 keikauttamassa, sen heinillä täyttänyt,  
 pannut silppuja säkkiin, taluttanut  
 tammaa tallista ja valjastanut. Sitten  
 oli Liisan rekeen istuttanut, peitellyt,  
 antanut suiset käteen ja käsenyt  
 tammaa lähtemään. Tamma oli silloin

31

**NOKIA N95** 10:15 PM

2.2 km

**Traxmeet**

1.2 km

10.20 km/h

00:05:10

11.5.2010

**Traxmeet**

4 km 332 m

00:32:34

00:28:34

8 km/h

6 min/km

Traxmeet

Settings

**DEMOPANKKI** Etusivu Säästäminen Lainat Sijoittaminen Yhteystiedot

Kokeile Elisa Varmenneen käyttöä valitsemalla kirjautumistavaksi mobiilivarmenne

Kirjaudu verkkopankkiin

Mobiilivarmenella

Verkkopankkitunnuksilla

**Demopankki on lähellä ihmistä**

Demopankki on entiaan kuin muut pankit. Meille asiakas on kaiken keskeisin ja olemassaolomme tarkoitus. Järjestämme sinulle kaiken, kunta voimme tehdä kaiken paljon muuta paremmin!

**Ajankohtaista**

- Mobiilivarmennekirjautuminen
- Kortin nousu
- Varotus kalenteri
- Ruokaa palveluvalvussa - suosi kipeä
- Verkkovaroitus uudistui
- Uuden hallintotavan testeyty

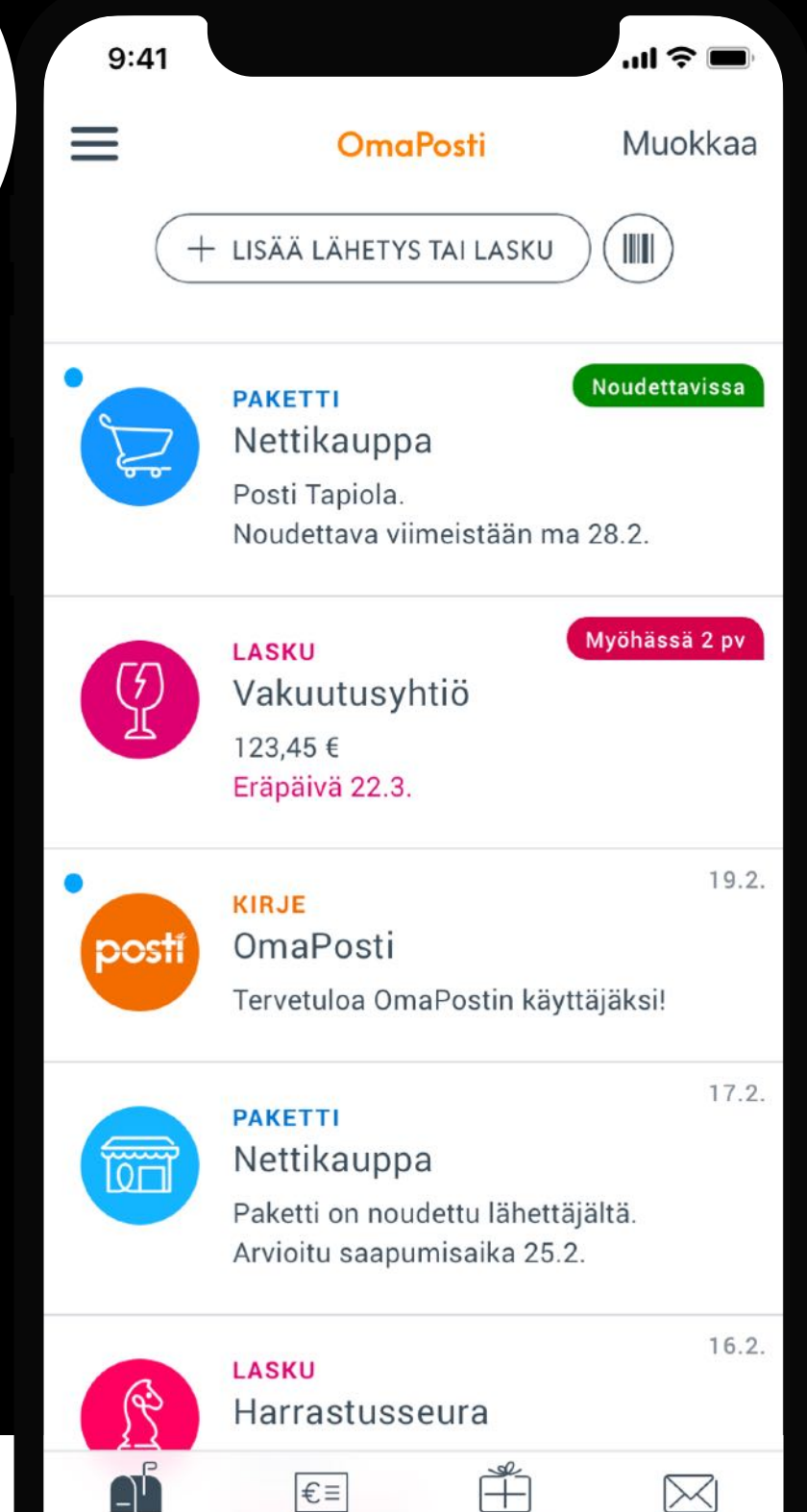
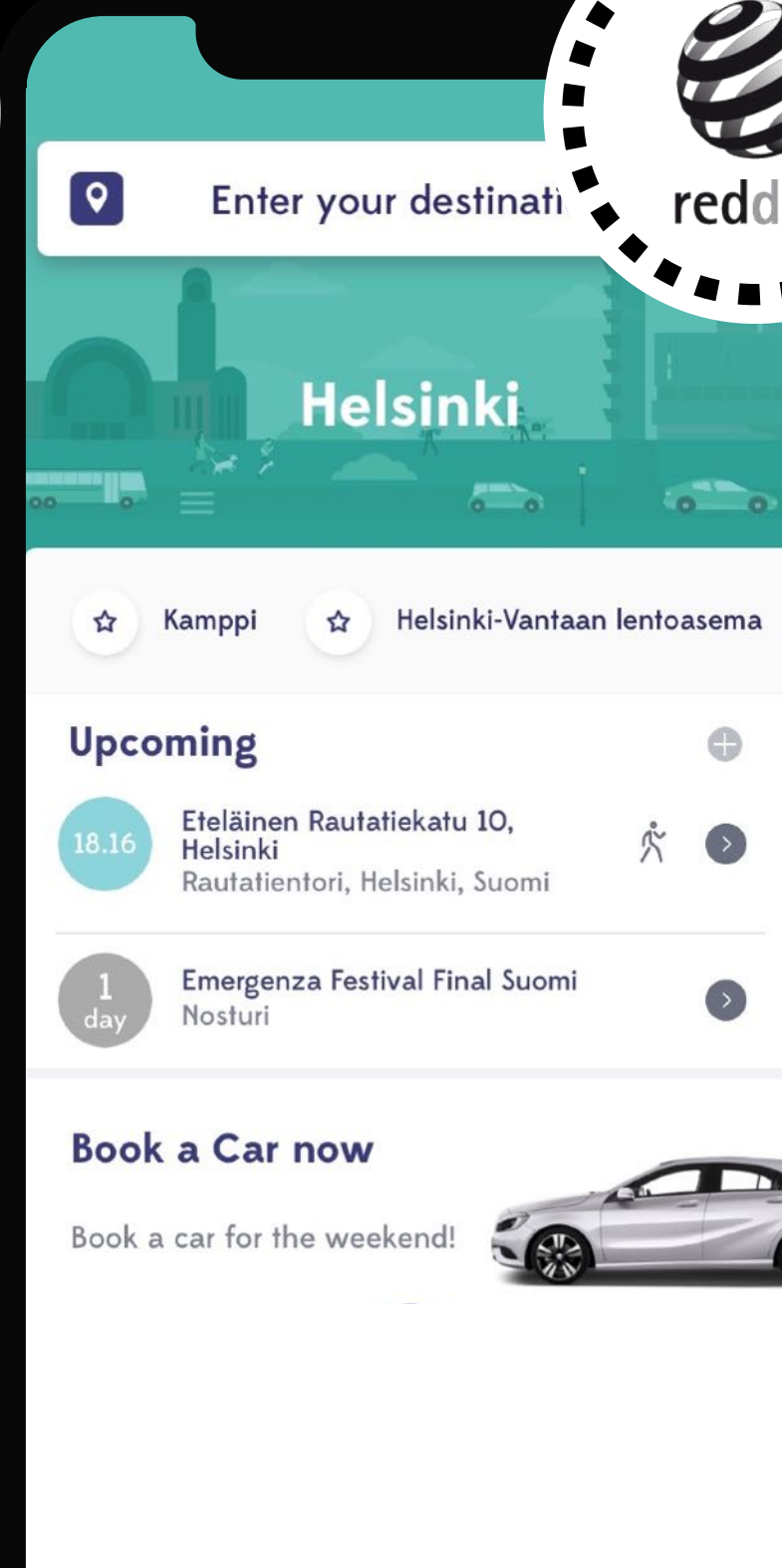
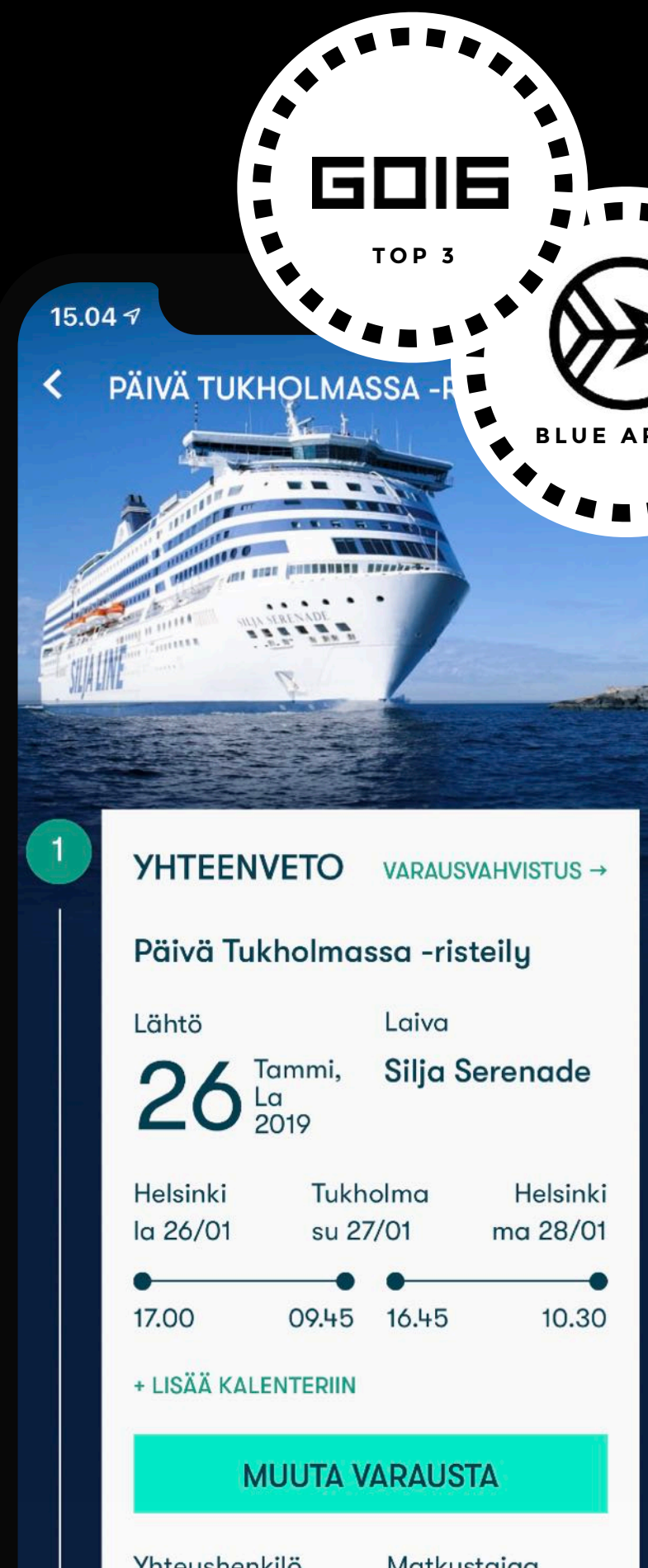
Elisa.fi - Yksityiset - Vahit

Yksityiset Yritykset Elisa Oyj Elisa.net Verkkokauppa

Matkaviestintä ja puhe Laajakaista Kaapeli-TV Viihde  
 Liittymät Elisa Laajakaista Peruskanavat Ominaisuudet  
 Palvelut Liittymät Mobiililaajakaista Maksu-TV Tokentila  
 Lisäpalvelut Lisäpalvelut Teräväpiirto



# Beyond pretty pictures





TRY ME - PRÖVA MIG  
Kokeile minua!



# Lähijunalippuja

Commuter train tickets  
Närtågbiljetter



TESTAA UUTTA AUTOMAATTIAMME!  
Kokeile kertalipun  
ostamista



VR Testiversio

11.55

X Aloita alusta

MUOKKAA MATKAA TAI JATKA MAKSUUN  
Helsinki – Riihimäki

MATKUSTAJAT  
1 aikuinen

AIKA & JUNA  
12.05 – 13.50  
Lähijuna R  
Ei vaihtoja

MAKSA OSTOS  
10,80 €

JUNAT SU 14.1.2018 KESTO YHTEYS ERITYISTARPEET LISÄINFO KOKONAISHINTA

13.06 – 14.51 1 h 45 min Ei vaihtoja Lähijuna R 7,00 € >

13.07 – 15.07 2 h 1 vaihto Lähijuna Z Lähijuna R 7,00 € >

13.20 – 15.10 1 h 50 min 1 vaihto Lähijuna Z Lähijuna R 7,00 € >

13.45 – 15.15 1 h 30 min Ei vaihtoja Lähijuna R 7,00 € >

14.04 – 15.49 1 h 45 min Ei vaihtoja Lähijuna R 7,00 € >

Selaa päivän lähtöjä

Vaihda lähtöpäivää

Käytä alempana

EN SV

VR Testiversio

11.55

X Aloita alusta

MUOKKAA MATKAA TAI JATKA MAKSUUN  
Helsinki – Riihimäki

MATKUSTAJAT  
1 aikuinen

AIKA & JUNA  
12.05 – 13.50  
R-juna  
Ei vaihtoja

MAKSA OSTOS  
7,00 €

Hinta lähilikenteen  
2 h kertalipulle, sis. alv.

NYT VOIT MAKSAA OSTOKSESI

Käytä lähimaksua tai  
syötä maksukortti



Käytä alempana

EN SV



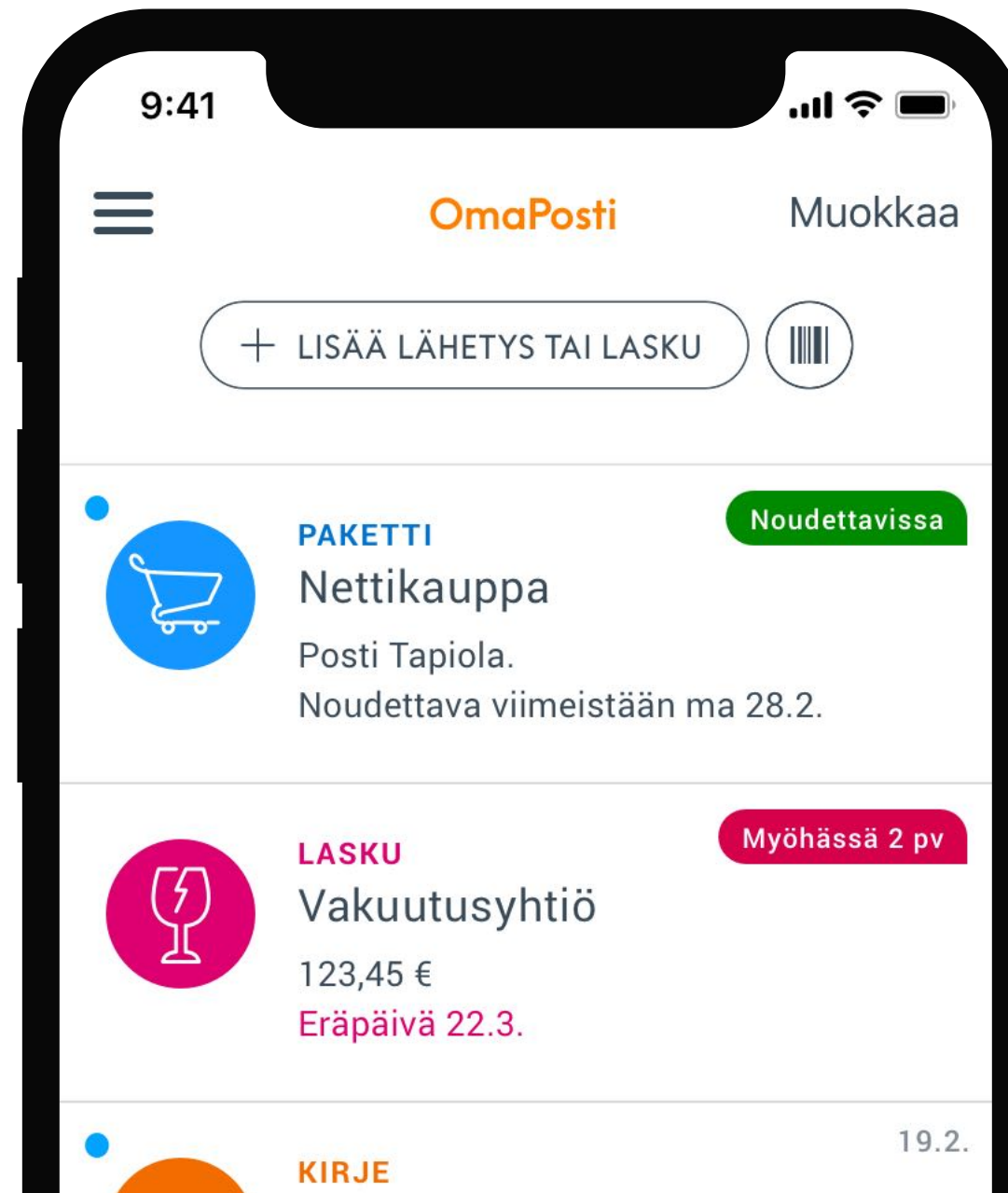
# Creating impact with design & technology

## Oma Posti

GROWTH IN USAGE

**+50%**

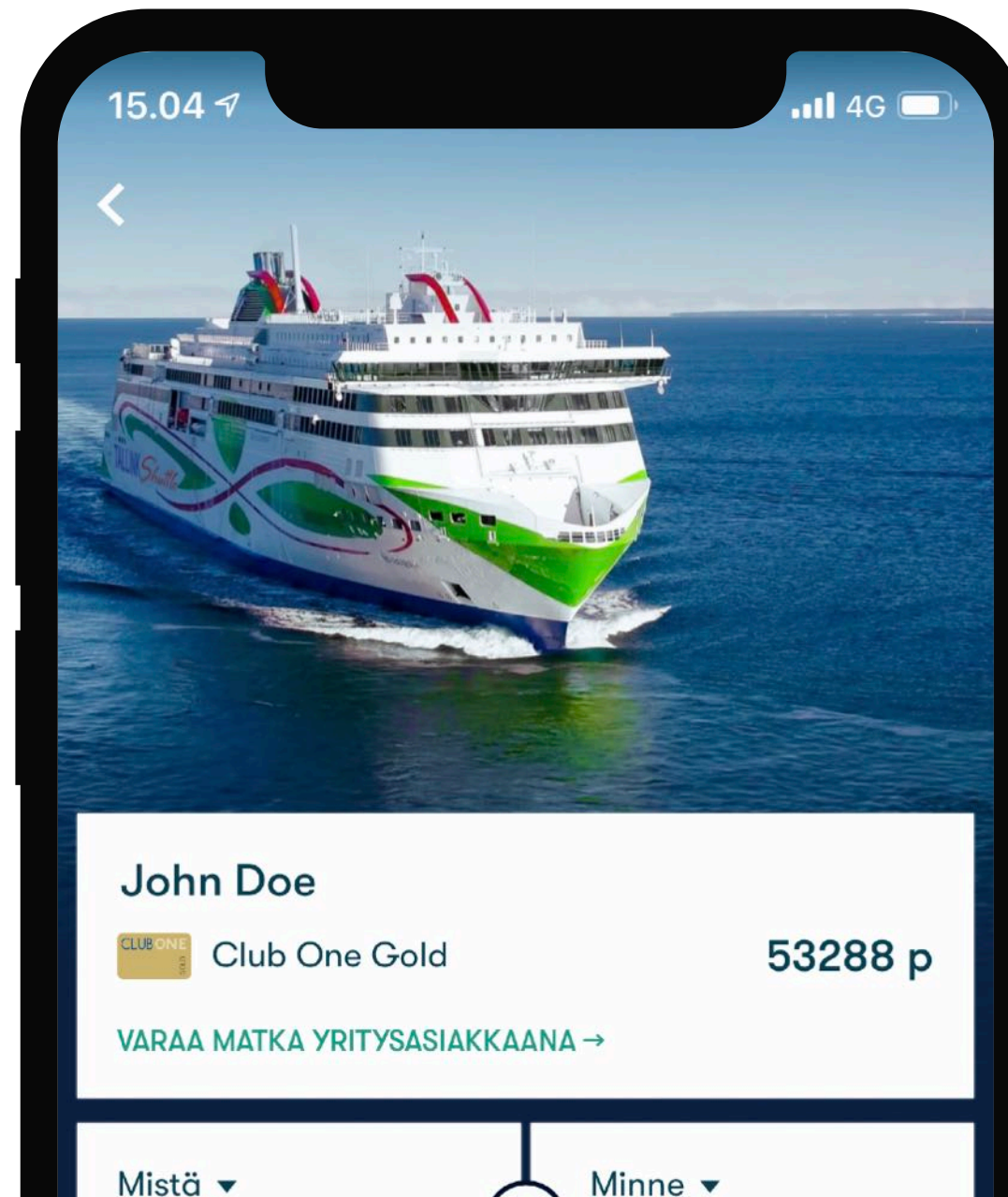
after Qvik redesign



## Tallink Silja

**8 x** MOBILE SALES

after Qvik redesign



## Aurinkomatkat

EXCURSION SALES

**+78%**

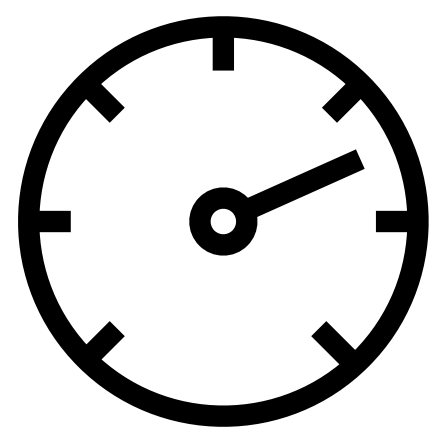
after Qvik redesign



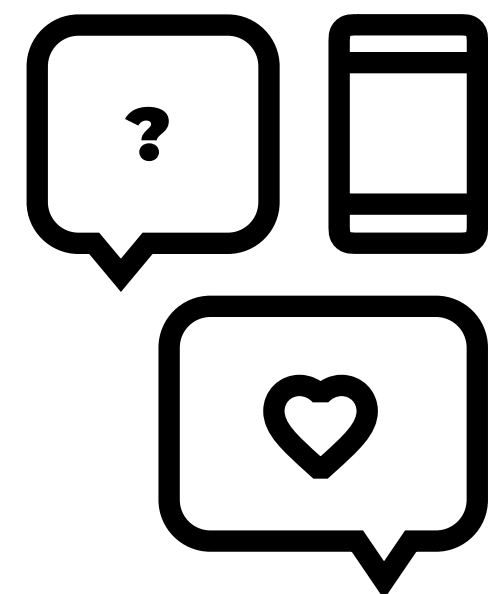


Who are we?

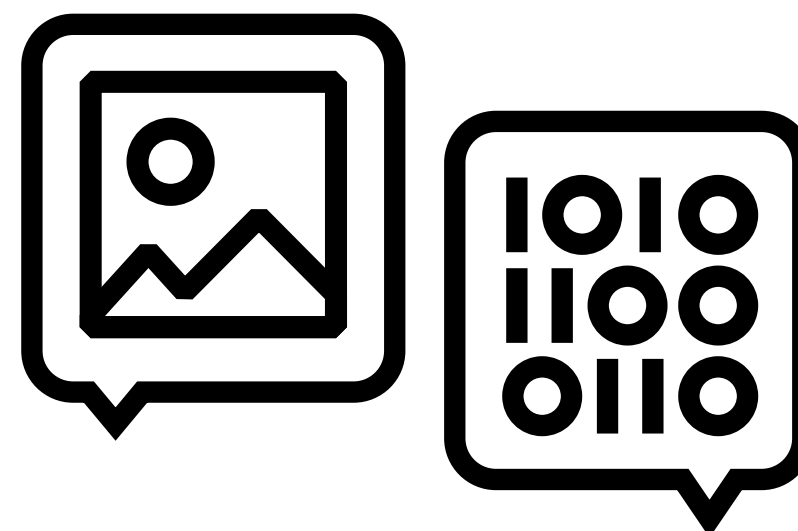
# Qvik design In a nutshell



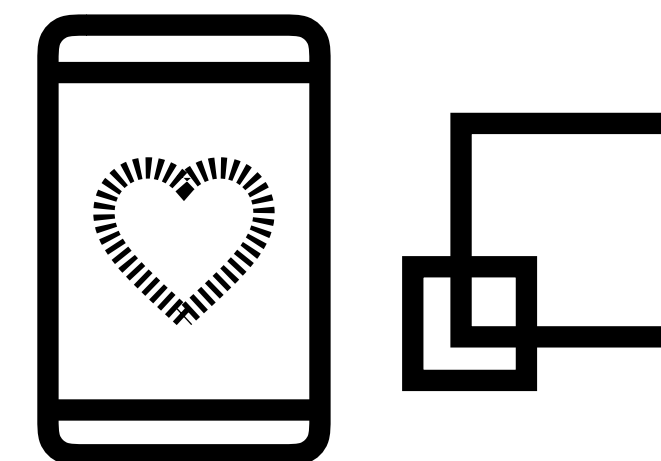
15 designers,  
47% female  
1.6 M revenue in  
2018



Known for high-  
class mobile UX  
& seamless  
design/dev  
collaboration



Current focus on  
high impact data-  
driven cases –  
also beyond  
mobile



Market trends favor all-  
round Finnish-speaking  
unicorn designers,  
working in client teams,  
so that's what we deliver



# From UX design to product design

**Defining the  
concepts**

What are we talking about and why does it matter?

**Concrete  
examples**

Ideas about the process and a couple of case examples

**General  
takeaways**

What I would do if I were you



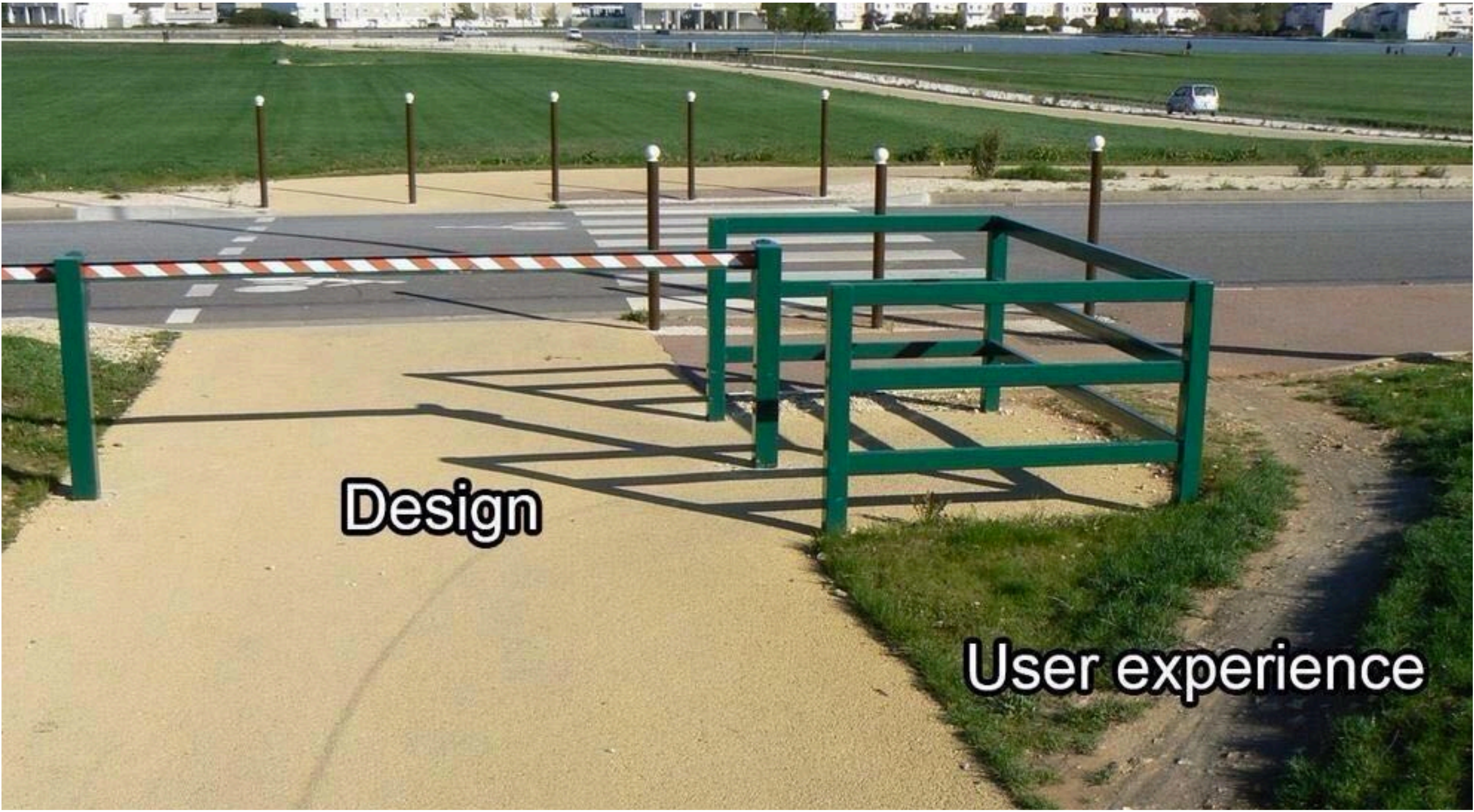
Don't say UX/UI. Whatever you do, don't say "UI" and mean "visual design".

Also, don't share these images. Please.

Design

User experier





**Design**

**User experience**



OK, SO HOW WOULD I DEFINE THE WORDS, BEING SUCH A BESSERWISSER?

## UX = USER EXPERIENCE

How the user *feels* when using the system (i.e. the end result of interacting with the UI)

## UI = USER INTERFACE

The buttons and fields and images and sounds and voice commands and so on the user interacts with to use the system

SERVICE DESIGN

CONCEPT DESIGN

GRAPHIC DESIGN

CONTENT DESIGN

ETC.

BUSINESS DESIGN

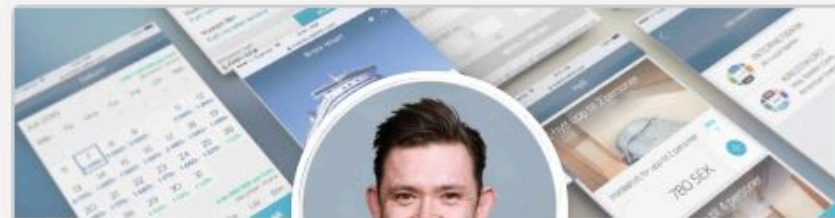
INTERACTION DESIGN

MOTION DESIGN

AUDIO DESIGN

Different facets of design that contribute towards creating the UI





**Matias Pietilä**

Head of Design at Qvik | Creating measurable impact

[View full profile](#)

ning it.)

[#uxui](#) [#uiux](#) [#terminology](#) [#servicedesign](#) [#qvikdesign](#)

UX and UI explained • 3 pages



49 Likes · 17 Comments

Like Comment Share

[Top Comments](#) ▼

Likes



9,764 views of your post in the feed

Promoted



**Henkilöstöjuhlat tulossa?**

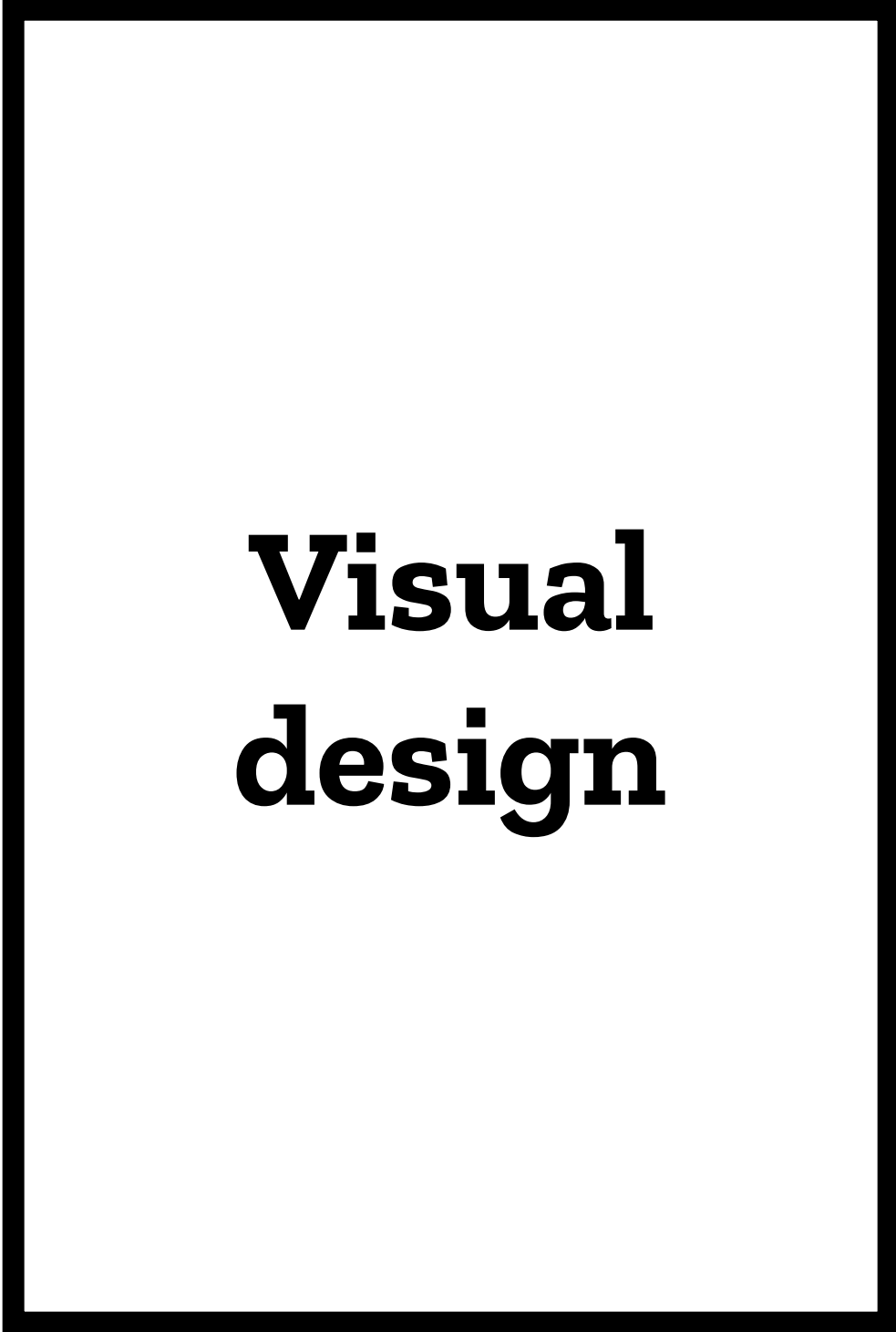
Täältä löytyy tilat, ohjelma ja catering.

[Learn more](#)

Kir 4x

This seems to be a popular topic!





**Visual  
design**



**UX design**



**Product  
design**

**Service  
design**

**Visual  
design**

**UX design**

**Technology**





Is it a good term?

**No, not really**



*Five Reasons to work at Huge:*

No. 1

**Get paid for giving a  
shit.**





**The hardest design challenge**

# Making the case for building good stuff

**Junior designer**

I would have designed but those developers wouldn't build what I wanted

**Medior designer**

I would have designed and developers would have built but business stakeholders wouldn't agree to build what I wanted

**Senior designer**

I know how to present the case so that things get built (or if they don't get build, I understand why)



# From UX design to product design

**Defining the  
concepts**

What are we talking about and why does it matter?

**Concrete  
examples**

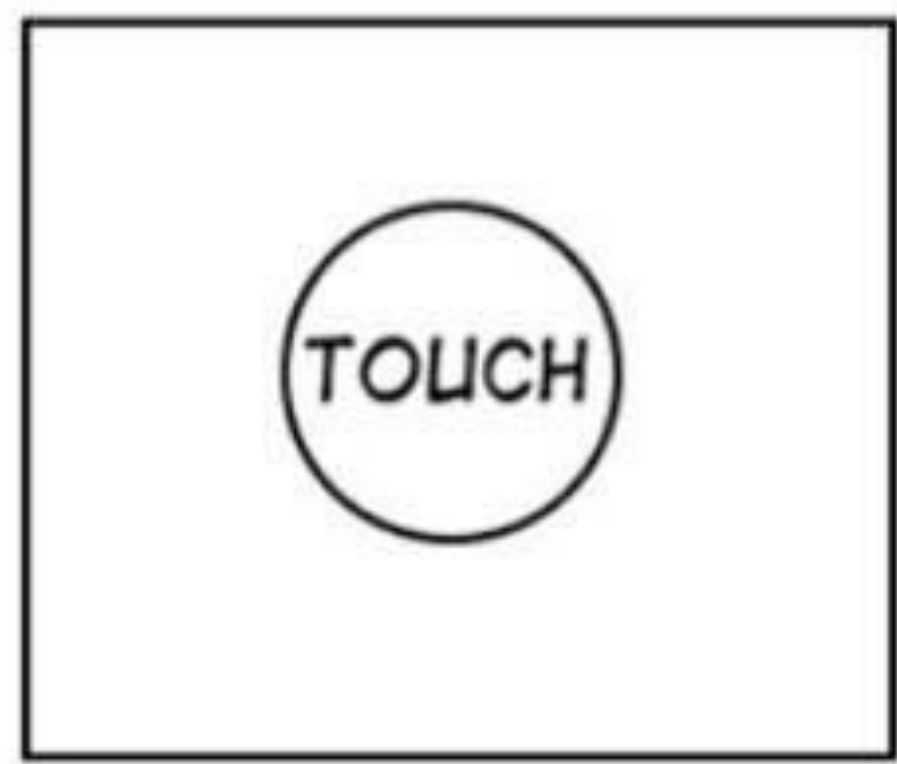
Ideas about the process and a couple of case examples

**General  
takeaways**

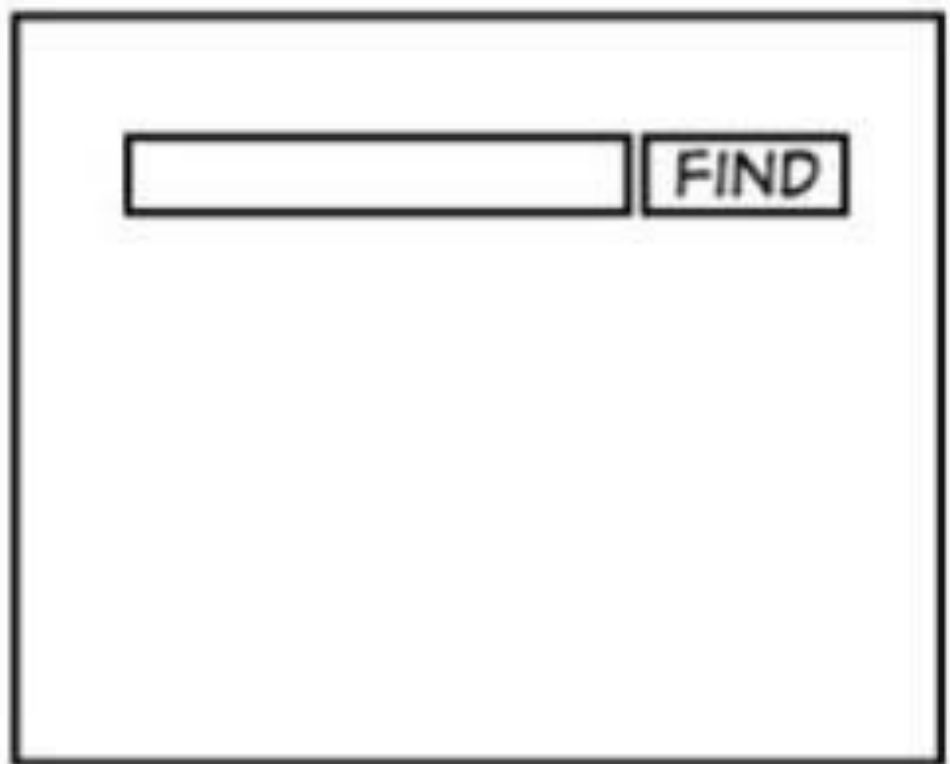
What I would do if I were you



TYPICAL APPLE PRODUCT...



A GOOGLE PRODUCT...





# YOUR COMPANY'S APP...

FIRST NAME:	<input type="text"/>	TYPE CD:	<input type="text"/>	4 - K
LAST NAME:	<input type="text"/>	TQP STAT:	<input type="checkbox"/> <input type="checkbox"/>	AA2-
SSN:	<input type="text"/>	VER:	<input type="text"/>	DK9B
ID:	<input type="text"/>	FT/PT:	<input checked="" type="checkbox"/>	KKA?
PHONE 1:	<input type="text"/>	CAT CD:	<input type="text"/>	CN3
PHONE 2:	<input type="text"/>	CITY:	<input type="text"/>	AA-9
ADDR 1:	<input type="text"/>	STATE:	<input type="text"/>	NEW
ACCT #:	<input type="text"/>	ZIP:	<input type="text"/>	DEL
		ORD #:	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> ? <input checked="" type="radio"/>	

- OKAY
- APPLY
- SAVE
- UNDO
- HELP
- DELETE
- EDIT
- SELECT
- BROWSE
- ERRORS

STUFFTHATHAPPENS.COM BY ERIC BURKE



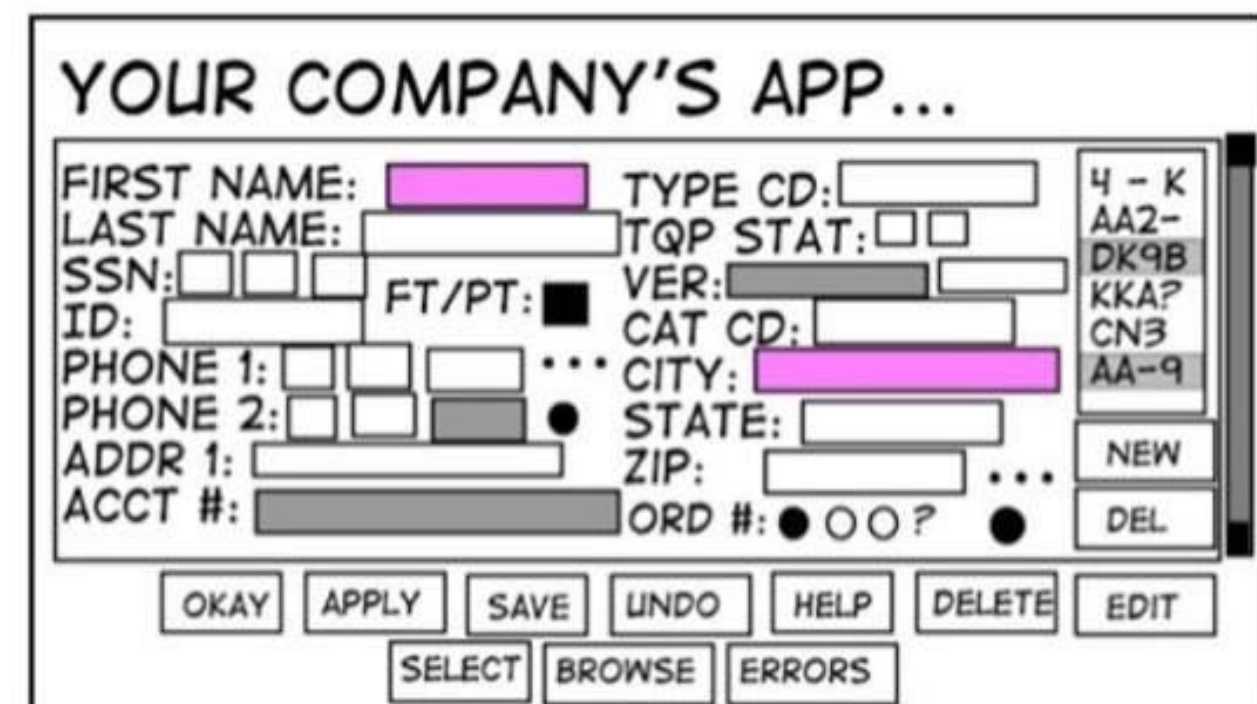
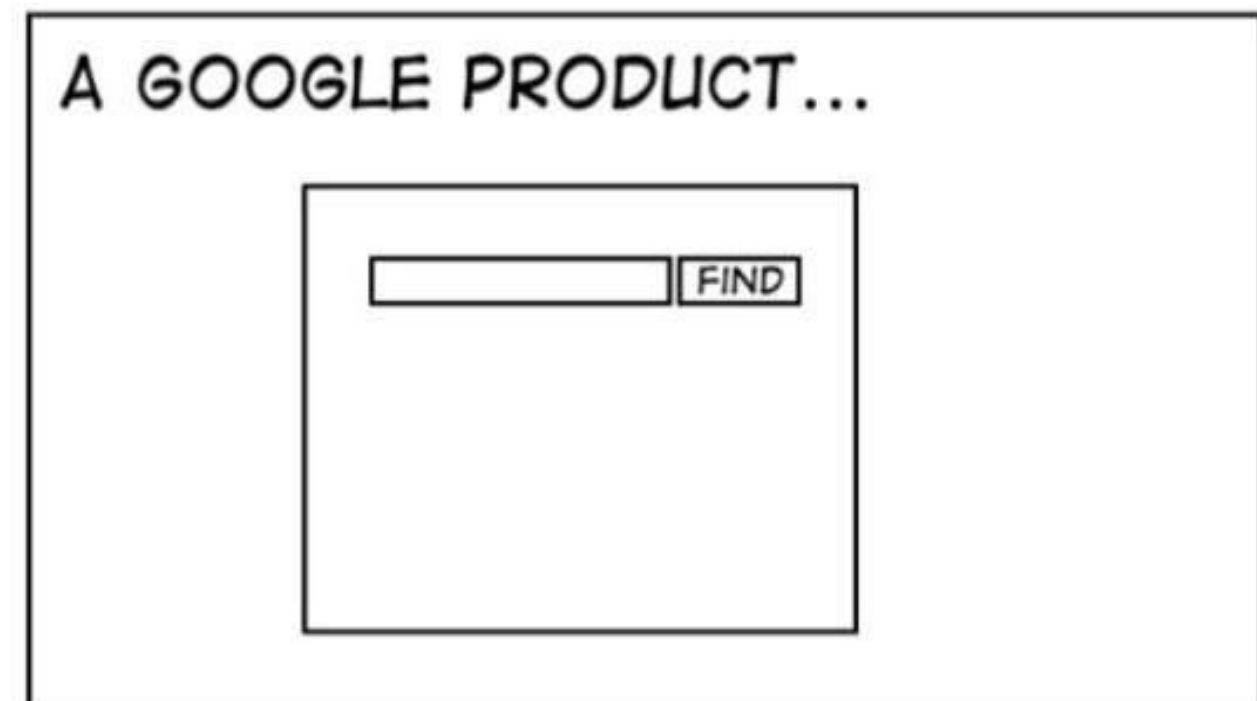
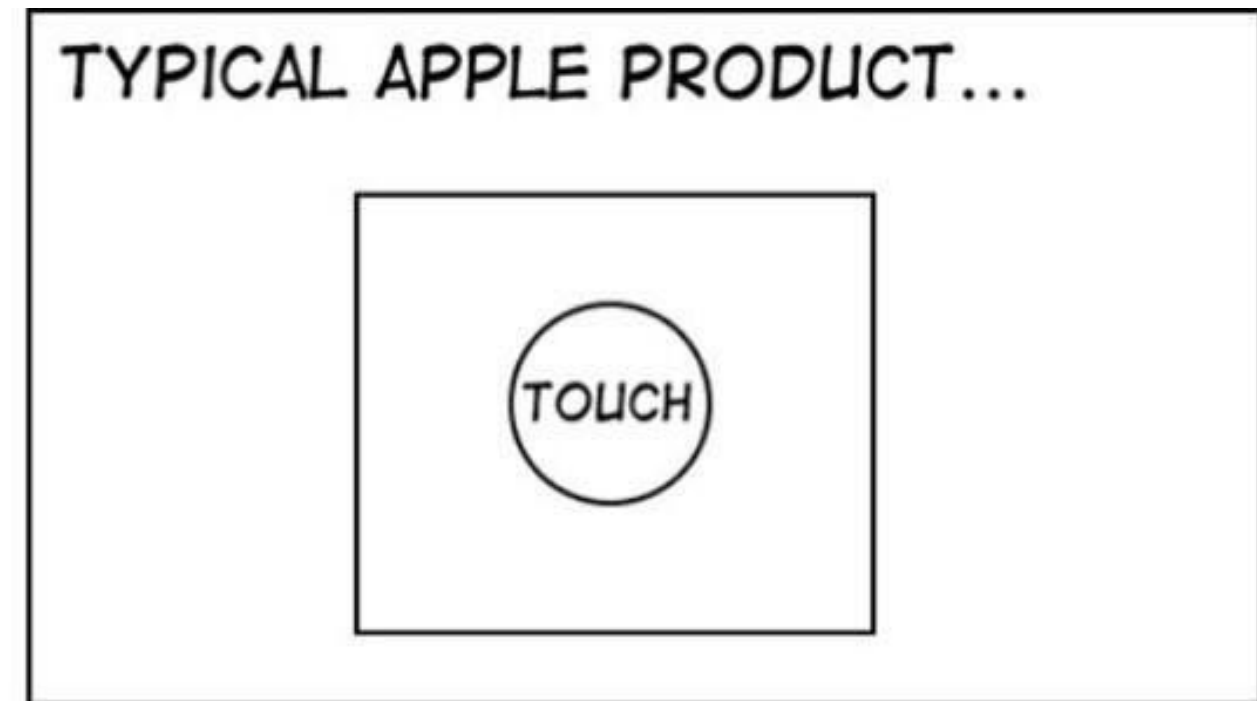
# TWO WAYS TO BE SIMPLE

## OPTION 1:

- ▶ Do the thinking for the user (Google)

## OPTION 2:

- ▶ Remove the unnecessary (Apple)





**Everything has a cost**

**Cost for design**

**Cost for development**

**Cost for QA & maintenance & operations & marketing & content creation etc.**

**Cost for user attention**



**And most of all**

# Opportunity cost

**SO CHOOSE WISELY!**



**What would an economist say?**

*Adapted from: Scaling Lean, Ash Maurya*

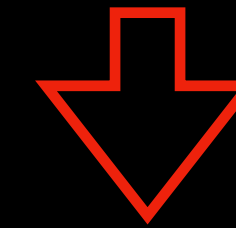
$$\text{ROI} = \frac{\text{T} - \text{OE}}{\text{I}}$$

**Throughput**



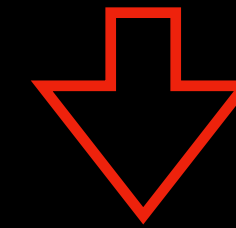
- Revenue
- Derivative currencies

**Operational expenses**



- Product development
- Customer service
- Marketing
- Hosting costs etc.

**Inventory**



- Customers
- Features
- Infrastructure



# Validate the problem

What's the problem we're solving?

I'm designing the concept and defining my business model.

# Validate the product

Have we built a viable business?

I'm building my first versions of the product, looking for my place in the market.

# Scale the product

How do we increase our reach?

My product has proven to be successful. Now I'm after growth.

WHEN LAUNCHING NEW PRODUCTS, APPLY VALIDATED LEARNING LIKE A STARTUP

Problem/Solution fit

Problem/Market fit



# Validate the problem

**Phase 1**

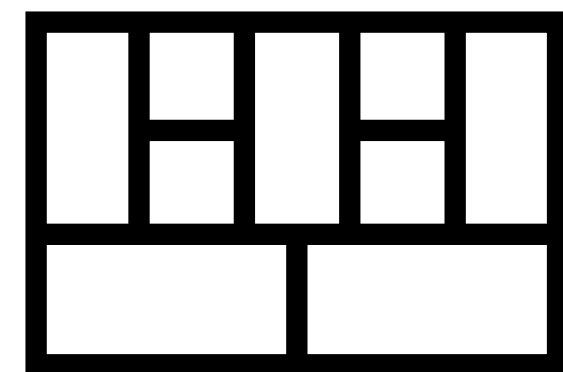
**Our domain-agnostic way of figuring  
out the problems worth solving**



**Validate the problem**

# Towards problem/solution fit

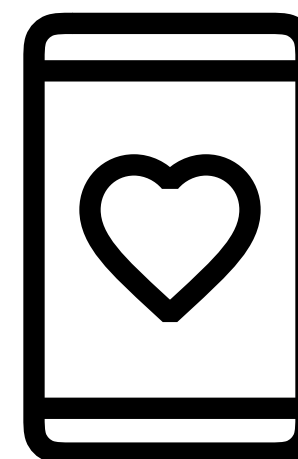
Business  
model  
canvas etc



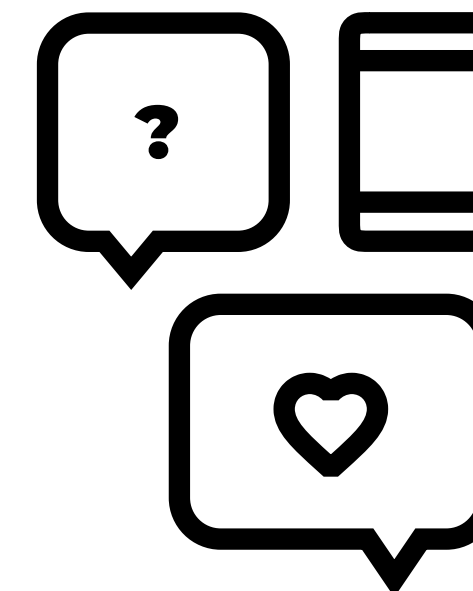
Problem  
interviews



Solution  
design  
(prototype)



Solution  
interviews



Minimum  
viable  
product



Document your plan

Identify the riskiest  
part of your plan

Test your plan systematically and iterate  
as needed (build-measure-learn-cycle)



# Validate the product

**Phase 2**

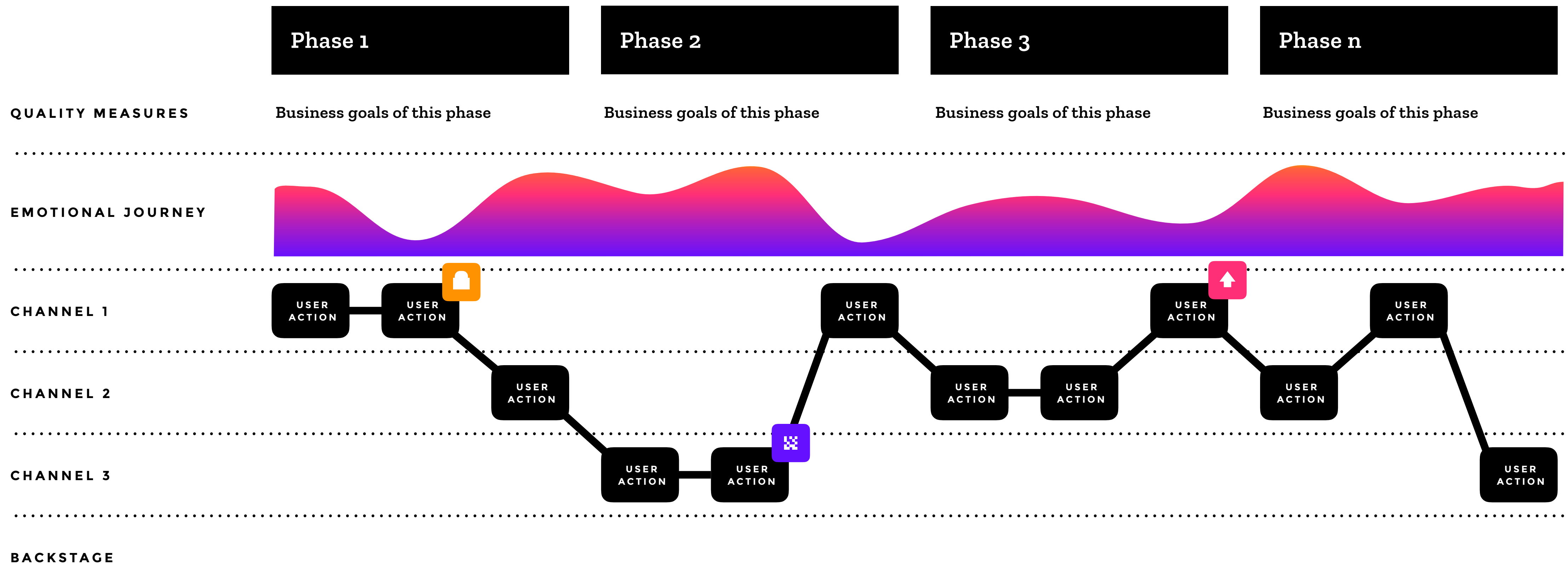
**Our domain-agnostic way of figuring out how to build the optimal solution for the validated need**



**Validate the product**

# Customer journey

Mapping out the user journey lets you focus on the most relevant issues first, never losing the big picture





Validate the product

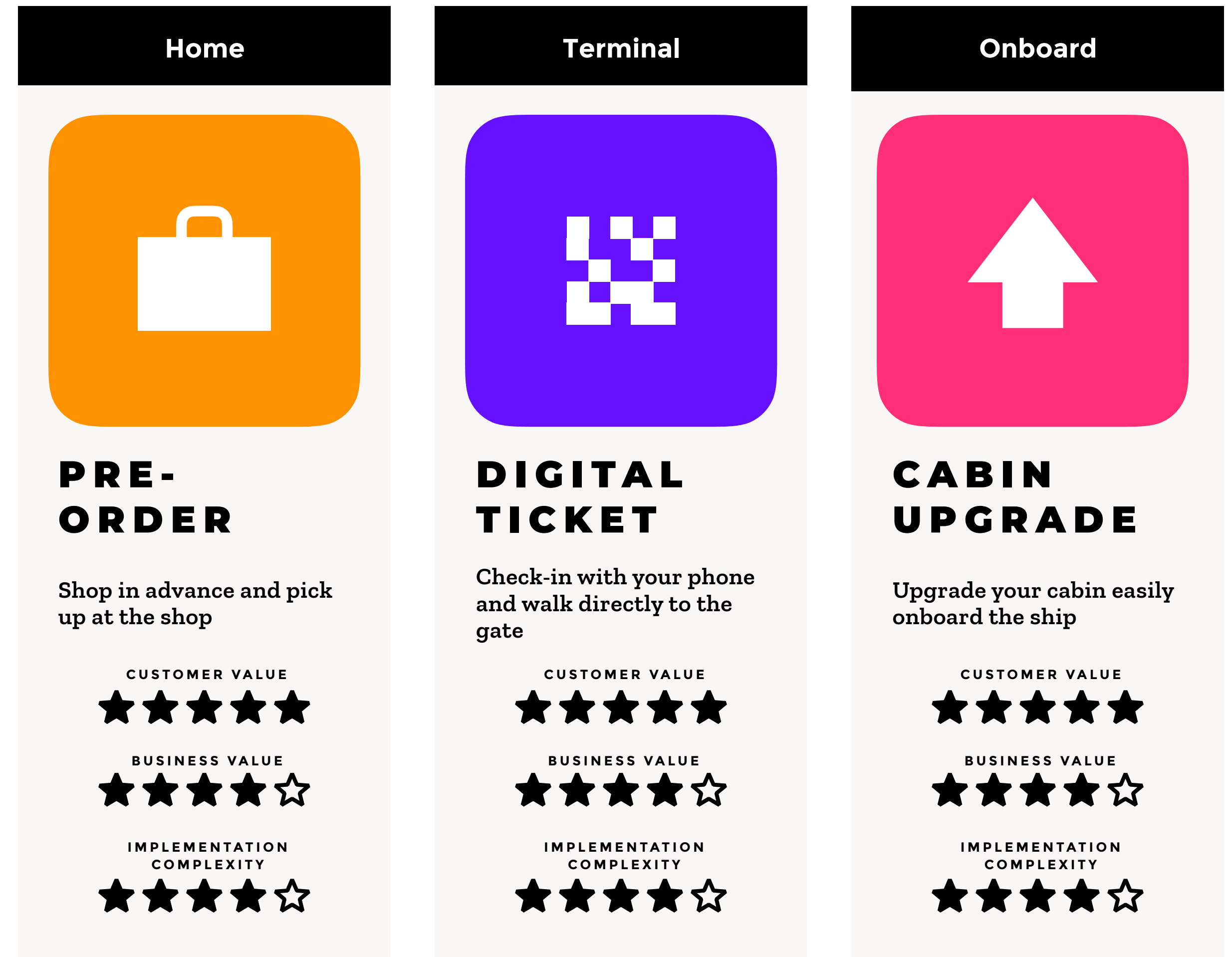
# Service components

Individual components along the journey that describe the customer and business value of certain services together with metrics

Can be used as containers when managing roadmap

Useful tool for limiting the need to do too much upfront design that easily becomes obsolete

A.k.a. feature card





**Validate the product**

# Managing Roadmap



## VISION DOCUMENT

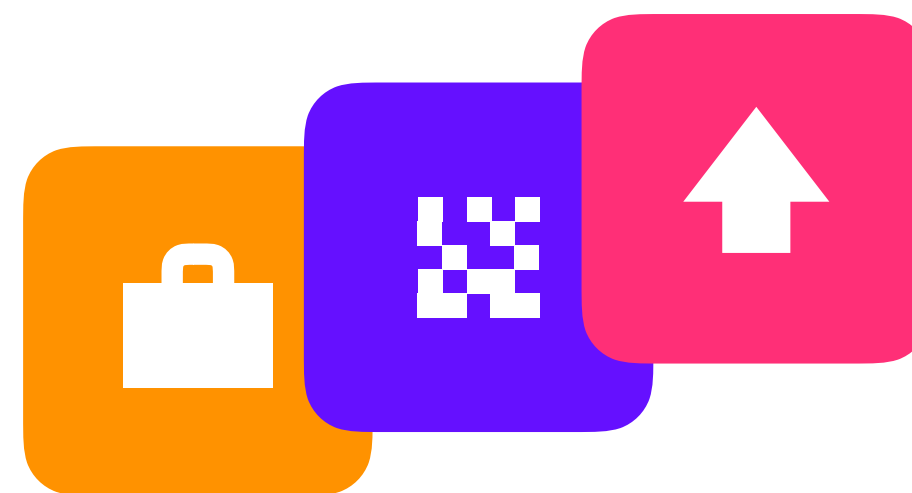
**A living document containing the long term business vision**

**Why will people use the service, why are we offering it**

**Personas**

**Up-to-date KPIs**

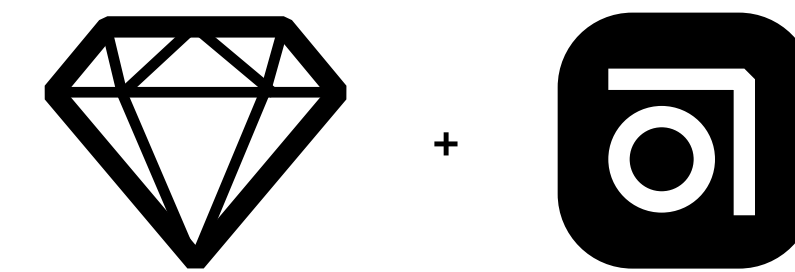
**Business model canvas etc.**



## SERVICE COMPONENTS

**The list of upcoming concepts, drafted on a general level**

**To avoid waste, the specifications will be refined into detailed level only after it's decided that the concept will be implemented next**



## DESIGN SYSTEM

**Visual style**

**Tone of voice**

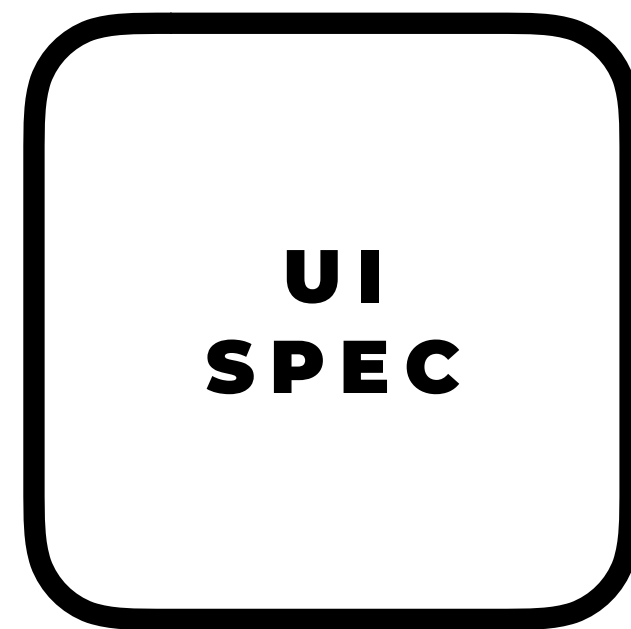
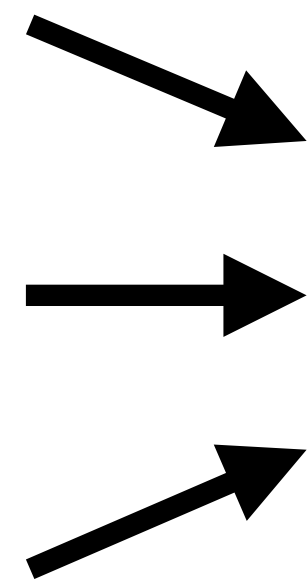
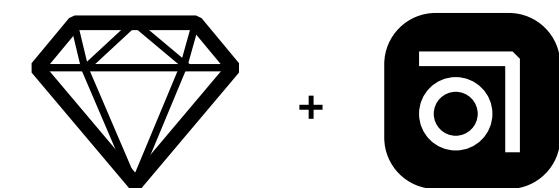
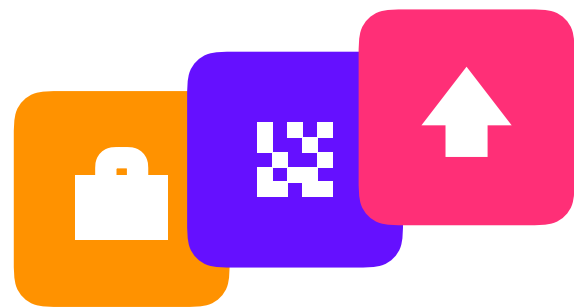
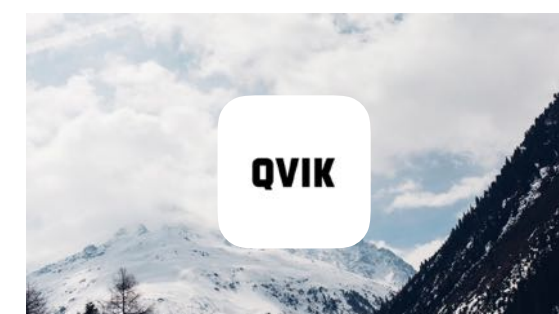
**Interaction style (navigation model, error handling, recurring components etc.)**

**Will be updated as the design of individual concepts progresses**

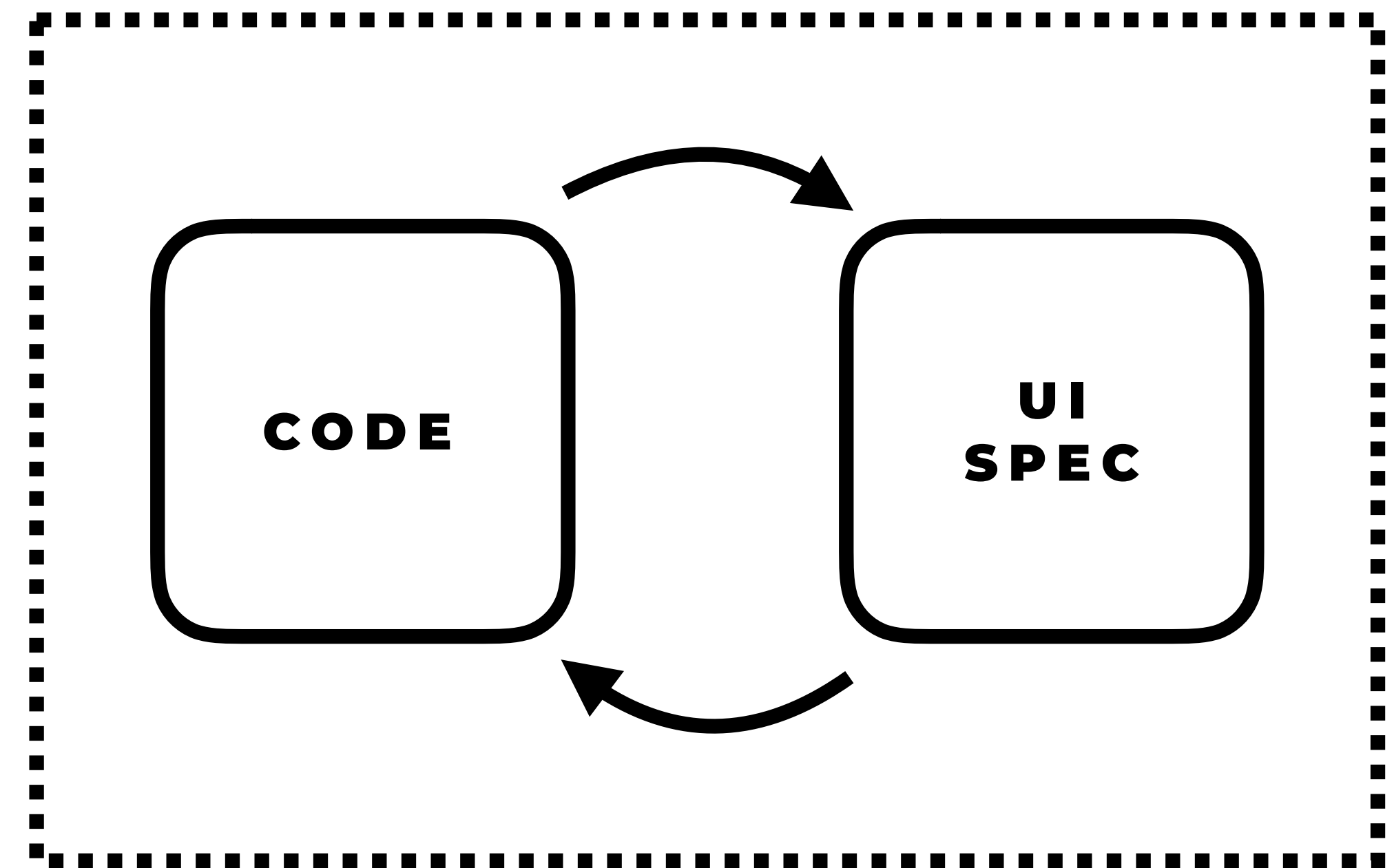


**Validate the product**

# From roadmap to development



DEVELOPMENT



When the concept gets realised, start by a short design phase: combine business requirements, existing concept idea and the style guide to create the UI specification for the given concept.

Document the UI to the level where the development can start. Don't over document things but leave room for development time collaboration between designers and developers to fine tune the details.



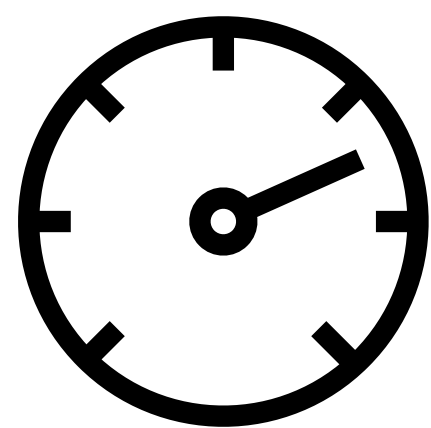
*Greetings from  
Norway!*





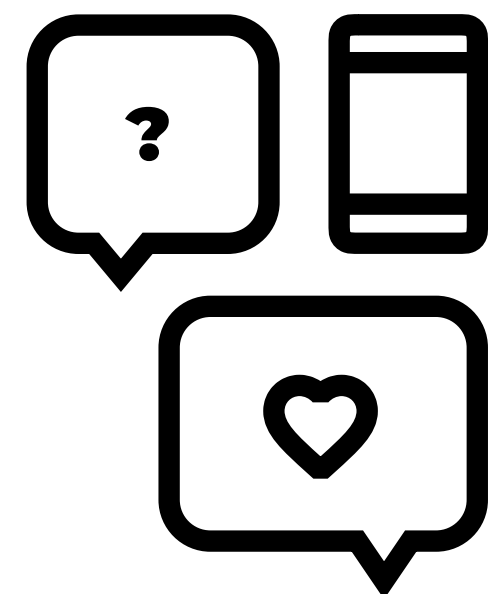
**Key takeaways**

# Definition of Ready



**EACH STORY HAS  
A KPI**

and a plan for how it's  
measured



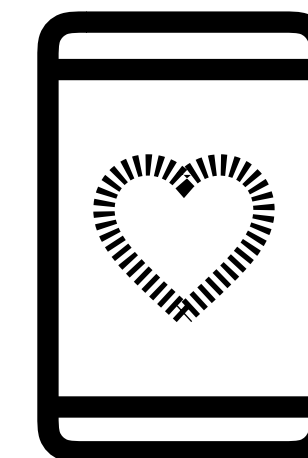
**THE STORIES ARE  
PROTOTYPED**

and tested with real users  
before development



**SMART HANDOVER  
FOR SPECS**

minimising the wasted  
time for creating  
documentation



**NOT EVERYTHING  
IS FINALISED**

but there is room for  
iteration with developers  
during the sprint





# Scale the product

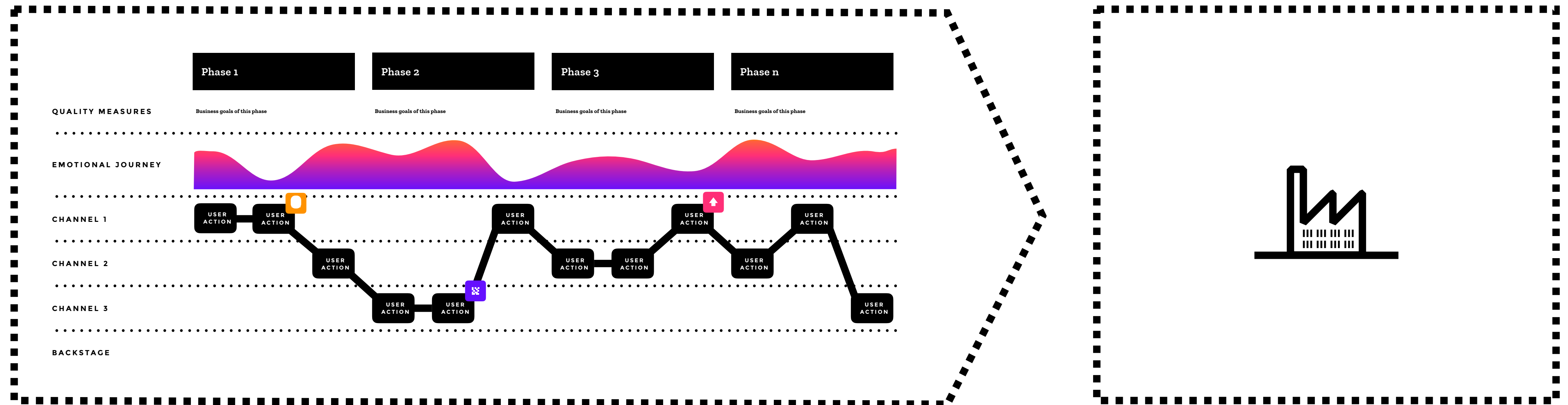
**Phase 3**

How to drive growth and improve  
the maturity of you design function



Scale the product

# From journey to lifecycle

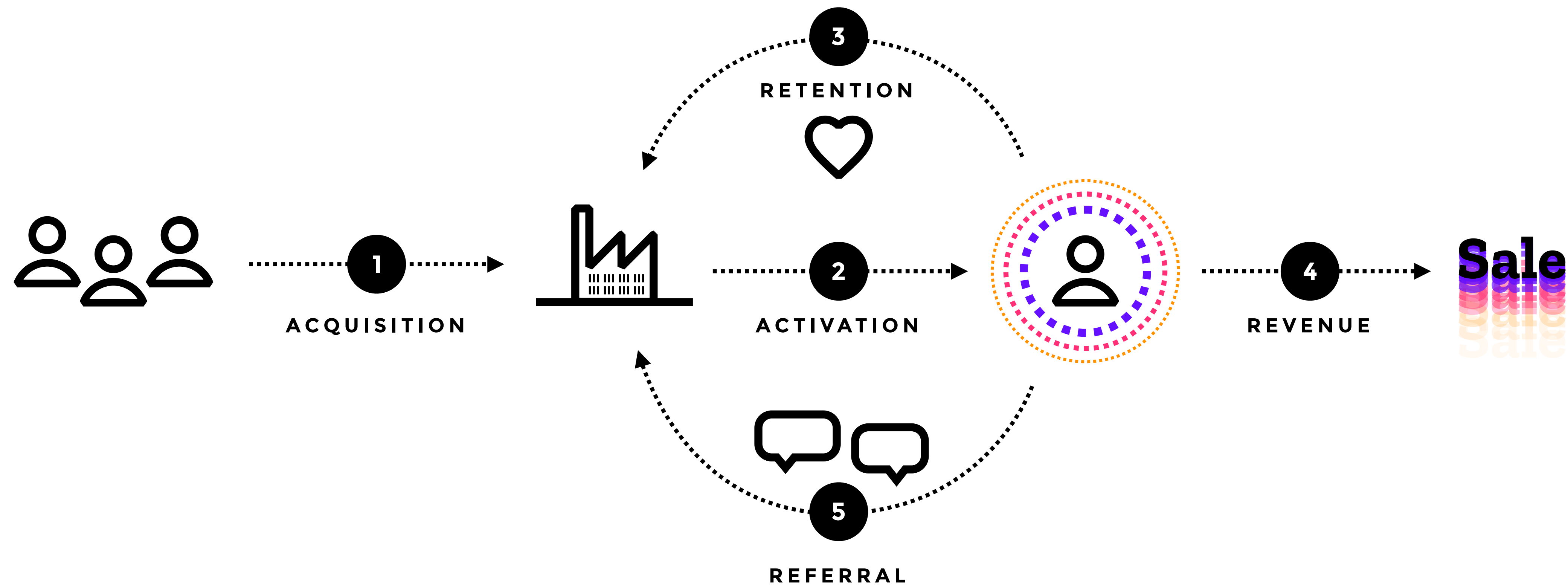


When talking about scaling your product, you need to think in terms of product lifecycle and systematically define your engines of growth



Scale the product

# Customer factory metaphor







**Once upon a time we were iterating a UI for a product called Day Trip**





LÄHTÖPÄIVÄ		MA	TI	KE	TO	PE	LA	SU
HUHTIKUU 2019	18	29	30	1	2	3	4	5
TOUKOKUU 2019	19	6	7	8	9	10	11	12
	20	13	14	15	16	17	18	19
	21	20	21	22	23	24	25	26

AIKUISET - 1 +

LAPSET - 0 +

0-5 V.

- 0 +

6-11 V.

- 0 +

12-17 V.

 AJONEUVO MUKANA 

MISTÄ HELSINKI

MINNE TALLINNA

TUKHOLMA

AHVENANMAA

RIIKA

VISBY

REITTIMATKAT

PÄIVÄMATKAT

MEGASTARIN  
OSTOSRISTEILYT

EUROPAN RISTEILYT

HOTELLIMATKAT

MENO

HELSINKI → TALLINNA

PALUU

TALLINNA → HELSINKI

	Lähtö	Lähtö	Aika maissa	
Ma 6.5.	07:30 → 09:30	12:30 → 16:00	2.5 h	14 €
		13:30 → 15:30	3.5 h	16 €
		16:30 → 18:30	6.5 h	16 €
		19:30 → 21:30	9.5 h	16 €
		22:30 → 00:30	12.5 h	16 €
	10:30 → 12:30	16:30 → 18:30	3.5 h	18 €
		19:30 → 21:30	6.5 h	18 €
		22:30 → 00:30	9.5 h	18 €

CLUB ONE GOLD

108 580 p



Käytä bonuspisteitä



Varaa yritysasiakkaana

MATKAN YHTEENVETO

HELSINKI → TALLINNA

Ma 6.5.2019 klo 07:30

Star

1 × Aikuinen →

1 × Star-luokka (kansipaikka) →

RUOKAILUT →

Lisää ruokailut →



# Mobile version based on desktop

Matias Pietilä LOG OUT →

Club One Gold **100567 pts**

From **Helsinki** To **Tallinn**

TRIP CHANGE →

**BOOK THE TRIP**

Price with Club One: **68 €**

ROUTE TRIP | MEGASTAR SHOPPING CRUISE | **22 H CRUISE**

**22 H CRUISE**  
22 hour cruise to Tallinn.  
4 hours onshore in Tallinn.

**JUNE 2018**  
Price starting from 10€  
Car from 0€

Mon	Tue	Wed	Thu	Fri	Sat	Sun
4	5	6	7	<b>8</b> 20€	9 15€	10
11	12 20€	13 20€	14 15€	15 25€	16 25€	17 10€
18 20€	19 20€	20 20€	21 20€	22 40€	23 10€	24 15€
25€	20€	20€	20€	35€	30€	

**DONE**

Cheapest cabin with Club One: **20 €**

**DeLuxe**

Elegant Deluxe cabin with window up to 2 persons

**213 € / CABIN**

**Executive Suite**

**DONE**

Cheapest cabin with Club One: **20 €**

**BREAKFAST: BREAKFAST**

**Breakfast**

Sea breakfast is served in the ship's Buffet restaurant. By pre-booking and paying you save approximately 10 %.

HEL - TAL	TAL - HEL
Saturday 7:00 - 8:00	Saturday 7:00 - 9:30
<b>1 PERSON +</b> 10.5 € / person	<b>1 PERSON +</b> 10.5 € / person

**Special breakfast**

**DONE**

Price with Club One: **213 €**

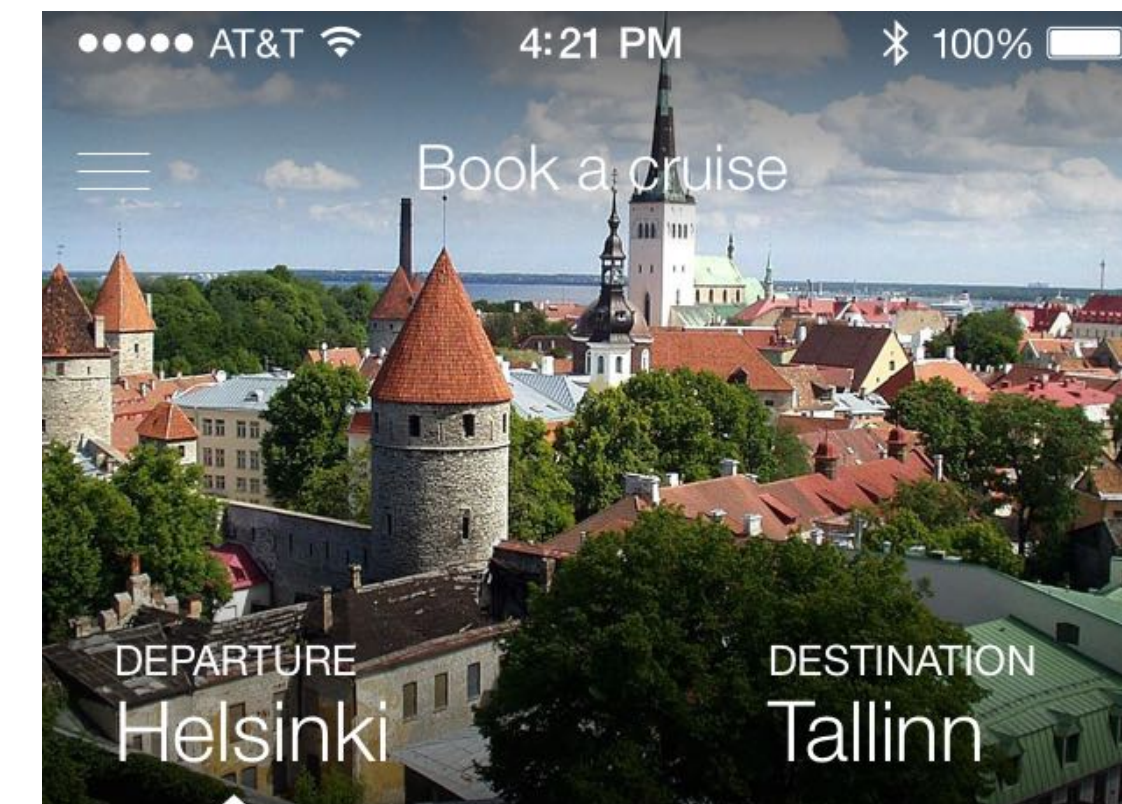


Mistä **Helsinki** → Minne **Tallinna** Tukholma Ahvenanmaa





Reittimatkat
  Päivämatkat
  22 h -risteilyt Tallinnaan
  Hotellimatkat

Yksi suunta

Club One -asiakas



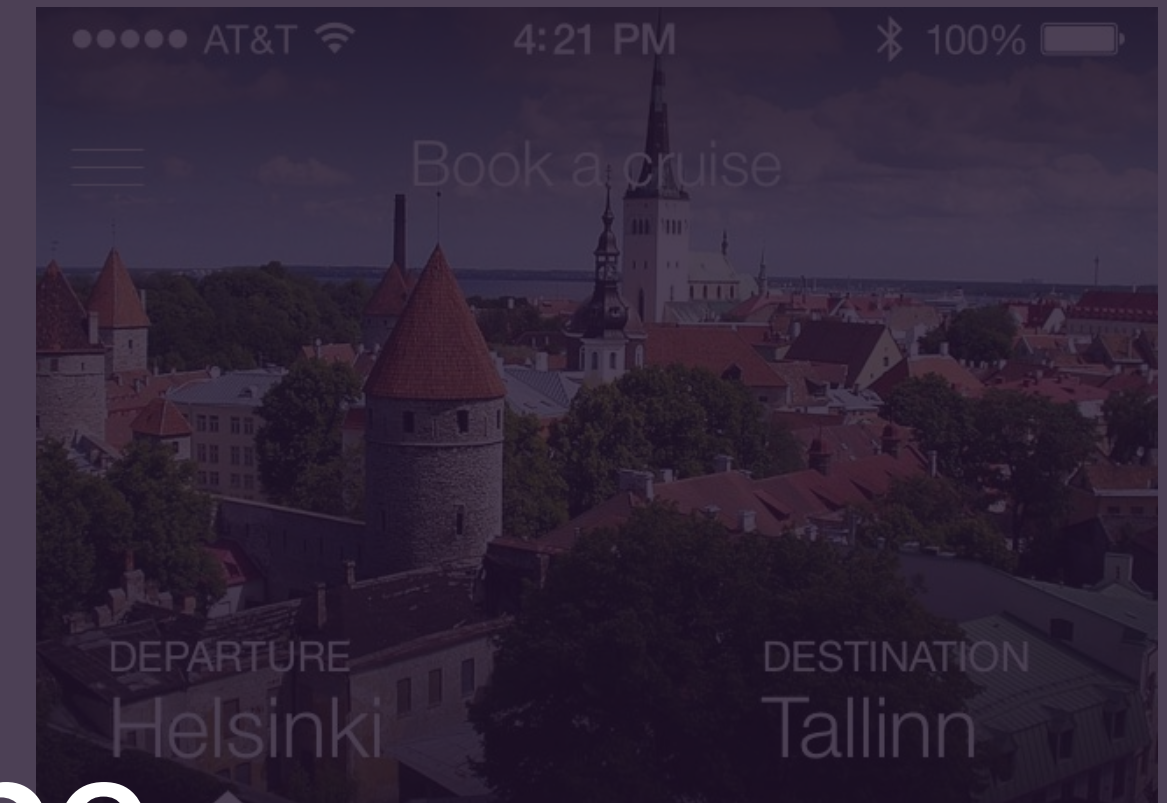
[Helsinki](#)
Åbo
Tallinn

 Route trip (from 22€)	 Day cruise (from 24€)
 22h cruise (from 29€)	 Hotel trip (from 67€)



The prices and availability need to be shown faster

Too hard to change between trip types







# Type & date

Options

**Round  
Trip**

Day  
Ticket

22 hr  
Cruise

Hotel  
packages

1 way or 2 way trip with free  
date selection

10:30  
HEL-TAL

ADD RETURN  
TAL-HEL



Show calendar

Monday 31.7.

7:30

20 €

10:30

**21 €**

13.30

24 €

16.30

25 €





Prices are visible and comparison is fast

Trip type explanations make the view cluttered



Title

TRIP TYPE

Return trip



**HEL - TAL**

TOMORROW 10:30

**TAL - HEL**

TOMORROW 13:30

### Select trip type



One way trip



Return trip



Day trip

Discount for the return on the same day



Cruise 22h

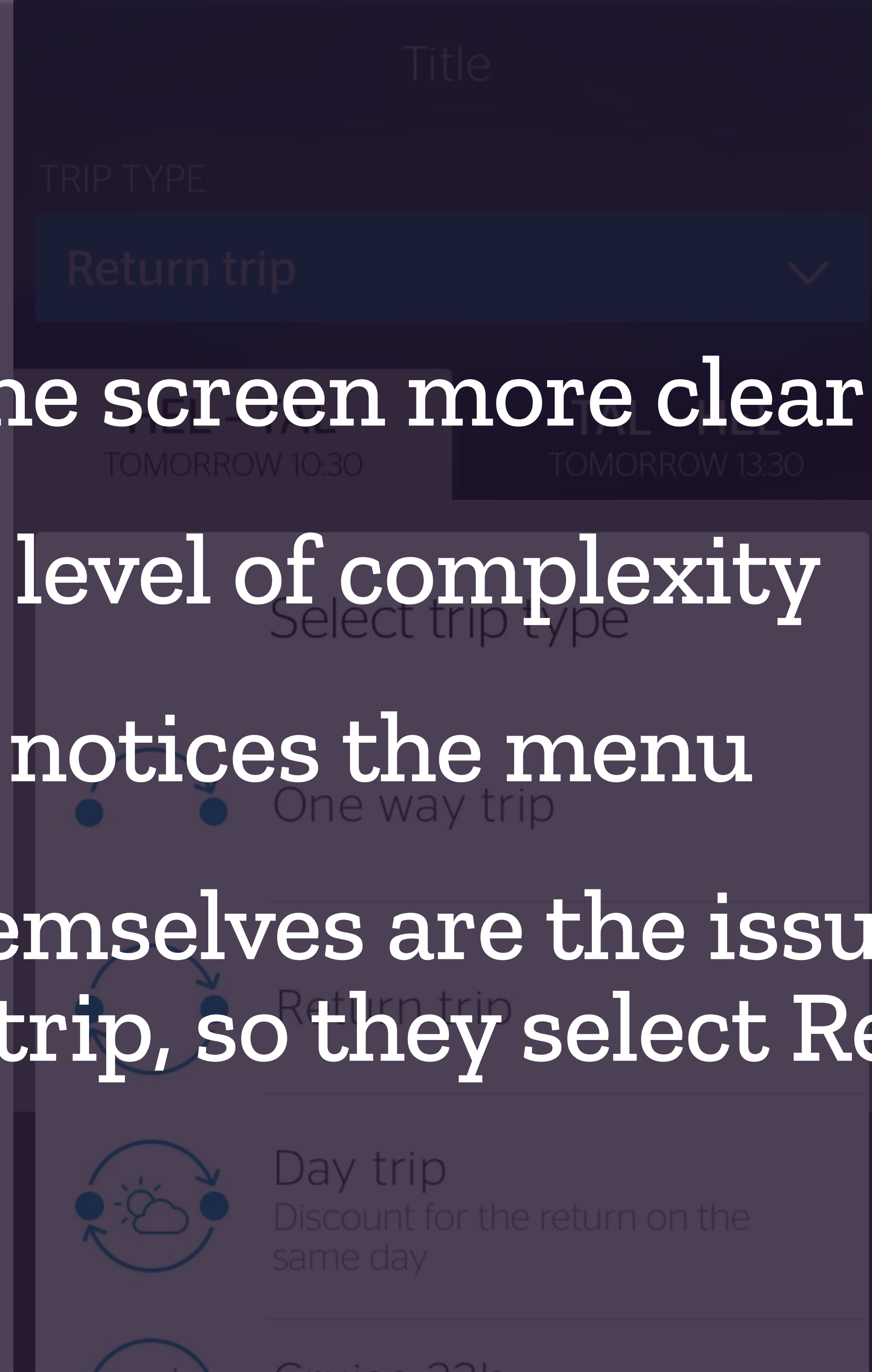


Helps make the screen more clear

Adds another level of complexity

Not everyone notices the menu

Trip types themselves are the issue: users are not aware of Day trip, so they select Return trip instead





SELECT YOUR TRIP TYPE

Shuttle

Cruise, 22h

WHEN DO YOU WANT TO COME BACK?

No return

Same day

Any day

HELSINKI → TALLINN

Monday, June 1st

[CHANGE DATE >](#)

HEL - TAL

DURATION



07:30  
09:30

-h

-€

-€

10:30  
12:30

-h

-€

-€

12:30  
16:30

3.5h

46 €

25 €

13:30  
15:30

2h

56 €

25 €



SELECT YOUR TRIP TYPE

Shuttle      Cruise, 22h

WHEN DO YOU WANT TO COME BACK?

No return      Same day      Any day

# Solves the issue with Day trips

Still, not the natural thing to select: people don't think in terms of "return type" but in terms of "when do I go there and when do I come back"

Monday, June 1st [CHANGE DATE >](#)

07:30	-h	-€	-€
10:30	-h	-€	-€
12:30	3.5h	46 €	25 €
13:30	2h	56 €	25 €



Select your trip type

Shuttle | Cruise, 22 h

HEL-TAL | TAL-HEL

Mon, June 1st | Wed, June 3rd

Hel → Tal  
10:30 – 12:30

Tal → Hel  
16:30 – 18:30

Monday, June 1st

Departure	Duration	Price per person
7:30 9:30	2h	33€
10:30 12:30	2h	33€

Select your trip type

Shuttle | Cruise, 22 h

HEL-TAL | TAL-HEL

Mon, June 1st | Mon, June 1st

You get a Day trip discount for returning on the same day

Helsinki → Tallinn → Helsinki

Monday, June 1st

HEL→TAL	TAL→HEL	Time in destination	
07:30 09:30	12:30 16:00	2,5h	28€
10:30 12:30	13:30 15:30	3,5h	33€
12:30	16:30	6,5h	33€

Select your trip type

Shuttle | Cruise, 22 h

HEL-TAL | TAL-HEL

Mon, June 1st | Mon, June 1st

You get a Day trip discount for returning on the same day

One-way only? [Remove return ticket](#)

Pick a date for TAL-HEL

June 2015 From 28 € per passenger

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 36€	2 36€	3 36€	4 77€	5 124€	6 124€	7 77€
8 36€	9 36€	10 36€	11 77€	12 124€	13 124€	14 77€



Select your trip type

Shuttle

Cruise, 22 h

HEL-TAL

TAL-HEL

Mon, June 1st

Wed, June 3rd

Makes trip type selection intuitive, finally

Select your trip type

Shuttle

Cruise, 22 h

HEL-TAL

TAL-HEL

Mon, June 1st

Mon, June 1st

You get a Day trip discount for returning on the same day

Helsinki → Tallinn → Helsinki

Monday, June 1st

HEL→TAL

TAL→HEL

Time in destination



07:30

12:30

2,5h

28€

09:30

16:00

10:30

13:30

3,5h

33€

12:30

15:30

12:30

16:30

6,5h

33€

Departure

Duration

Price per person

7:30

9:30

2h

33€

10:30

12:30

2h

33€

Select your trip type

Shuttle

Cruise, 22 h

HEL-TAL

TAL-HEL

Mon, June 1st

Mon, June 1st

You get a Day trip discount for returning on the same day

One-way only?

Remove return ticket

Pick a date for TAL-HEL

June 2015

From 28 € per passenger

Mon

Tue

Wed

Thu

Fri

Sat

Sun

1

36€

2

36€

3

36€

4

77€

5

124€

6

124€

7

77€

8

36€

9

36€

10

36€

11

77€

12

124€

13

124€

14

77€

Creates a new issue: one-way trip is harder to find...



**Years went by and we never prioritised day trip important enough to be developed**







**Eventually Day trip  
had climbed to the  
top of the backlog**

**But why are we  
building it actually?**



**End result**

Select your trip type

Shuttle | Cruise, 22 h

HEL-TAL | TAL-HEL

Mon, June 1st | Wed, June 3rd

Hel → Tal  
10:30 – 12:30

Tal → Hel  
16:30 – 18:30

Monday, June 1st

Departure	Duration	Price per person
7:30 9:30	2h	33€
10:30 12:30	2h	33€

Select your trip type

Shuttle | Cruise, 22 h

HEL-TAL | TAL-HEL

Mon, June 1st | Mon, June 1st

You get a Day trip discount for returning on the same day

Helsinki → Tallinn → Helsinki

Monday, June 1st

HEL→TAL	TAL→HEL	Time in destination	Price
07:30 09:30	12:30 16:00	2,5h	28€
10:30 12:30	13:30 15:30	3,5h	33€
12:30 16:30	16:30 18:30	6,5h	33€

Select your trip type

Shuttle | Cruise, 22 h

HEL-TAL | TAL-HEL

Mon, June 1st | Mon, June 1st

You get a Day trip discount for returning on the same day

One-way only? [Remove return ticket](#)

Pick a date for TAL-HEL

June 2015 From 28 € per passenger

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 36€	2 36€	3 36€	4 77€	5 124€	6 124€	7 77€
8 36€	9 36€	10 36€	11 77€	12 124€	13 124€	14 77€



End result

# Not needed!

Select your trip type

Shuttle

Cruise, 22 h

HEL-TAL

TAL-HEL

Select your trip type

Shuttle

Cruise, 22 h

HEL-TAL

TAL-HEL

Select your trip type

Shuttle

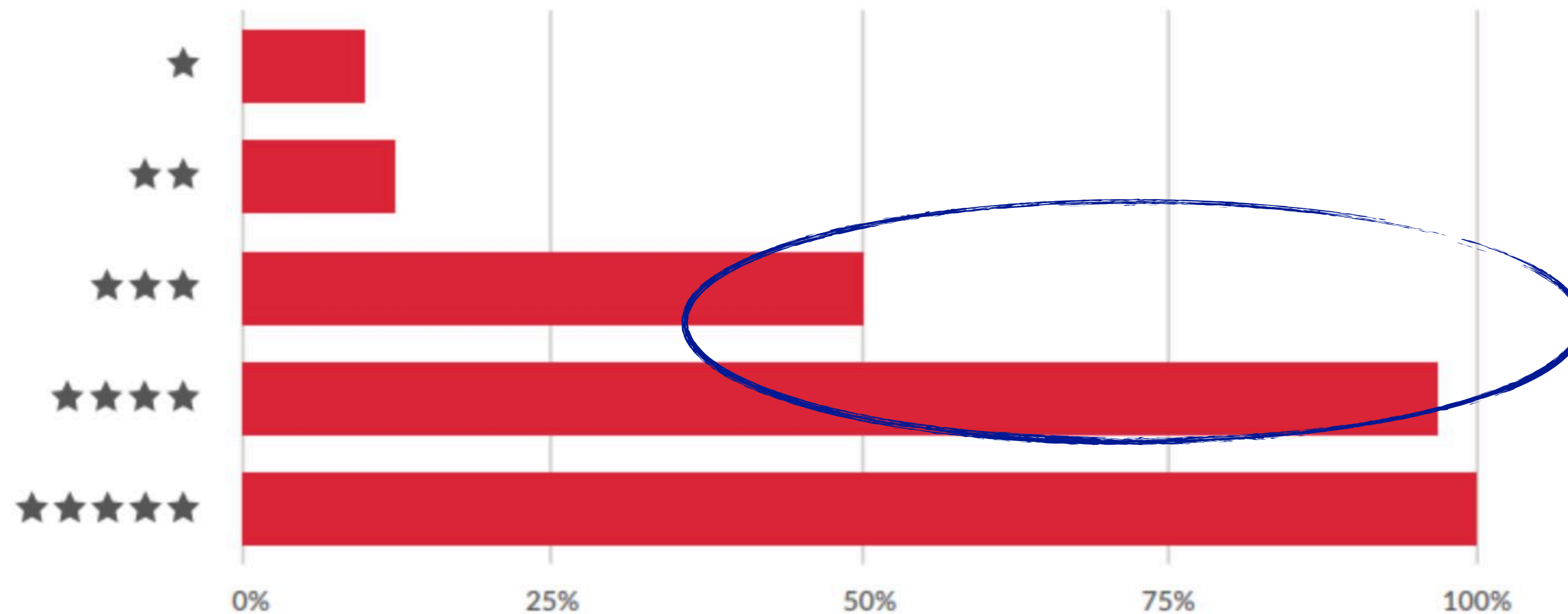
Cruise, 22 h

HEL-TAL

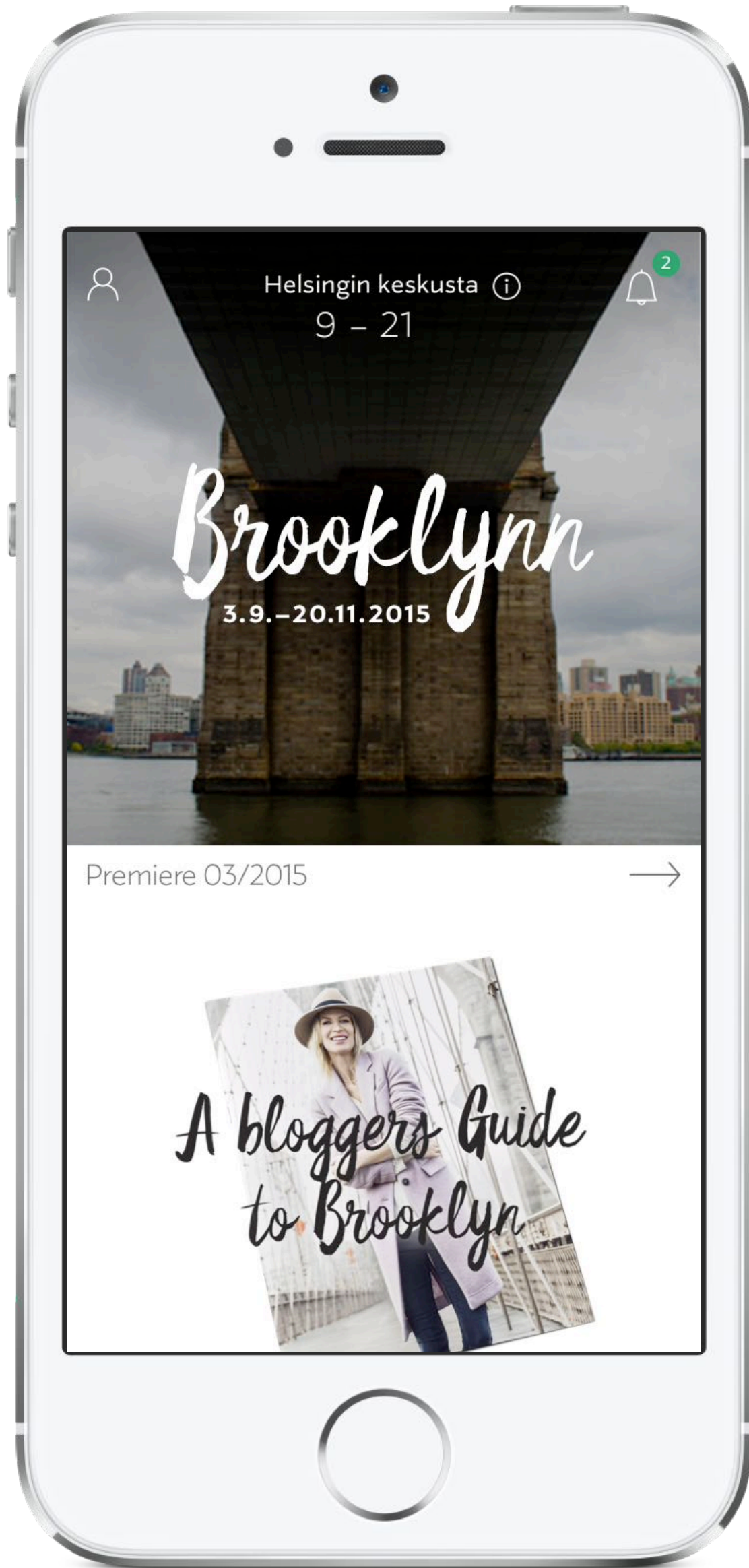
TAL-HEL



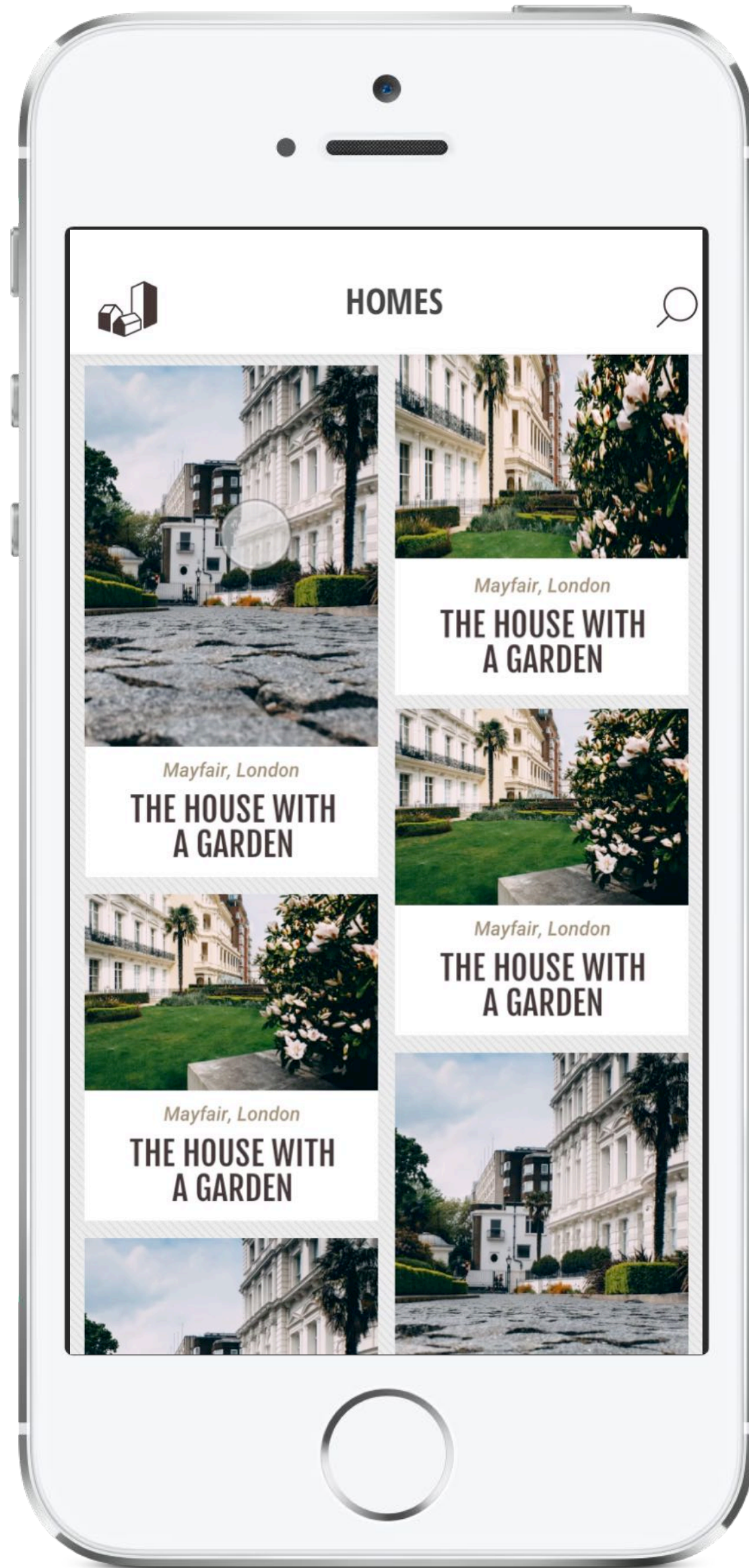
# Bad ratings kill store page conversion



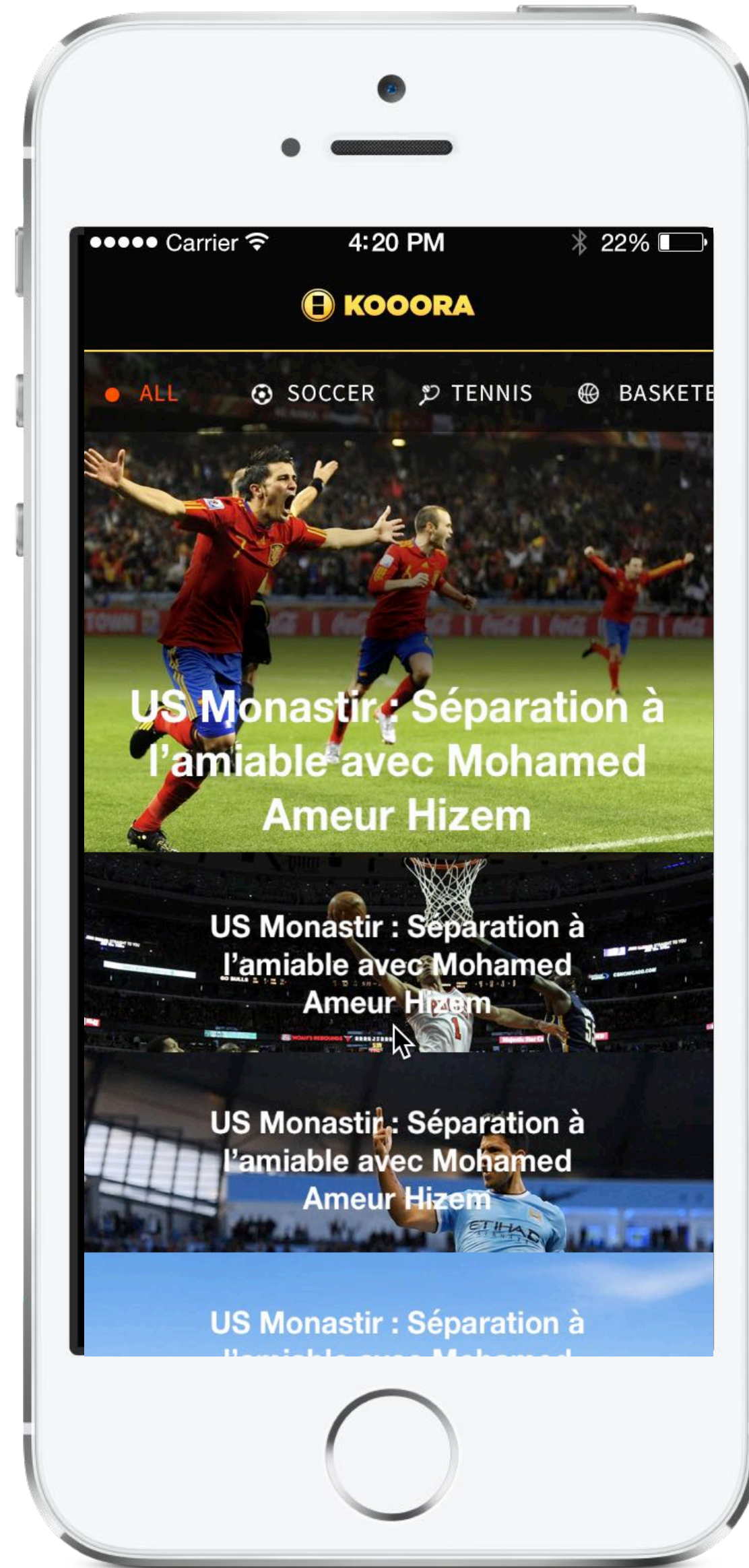




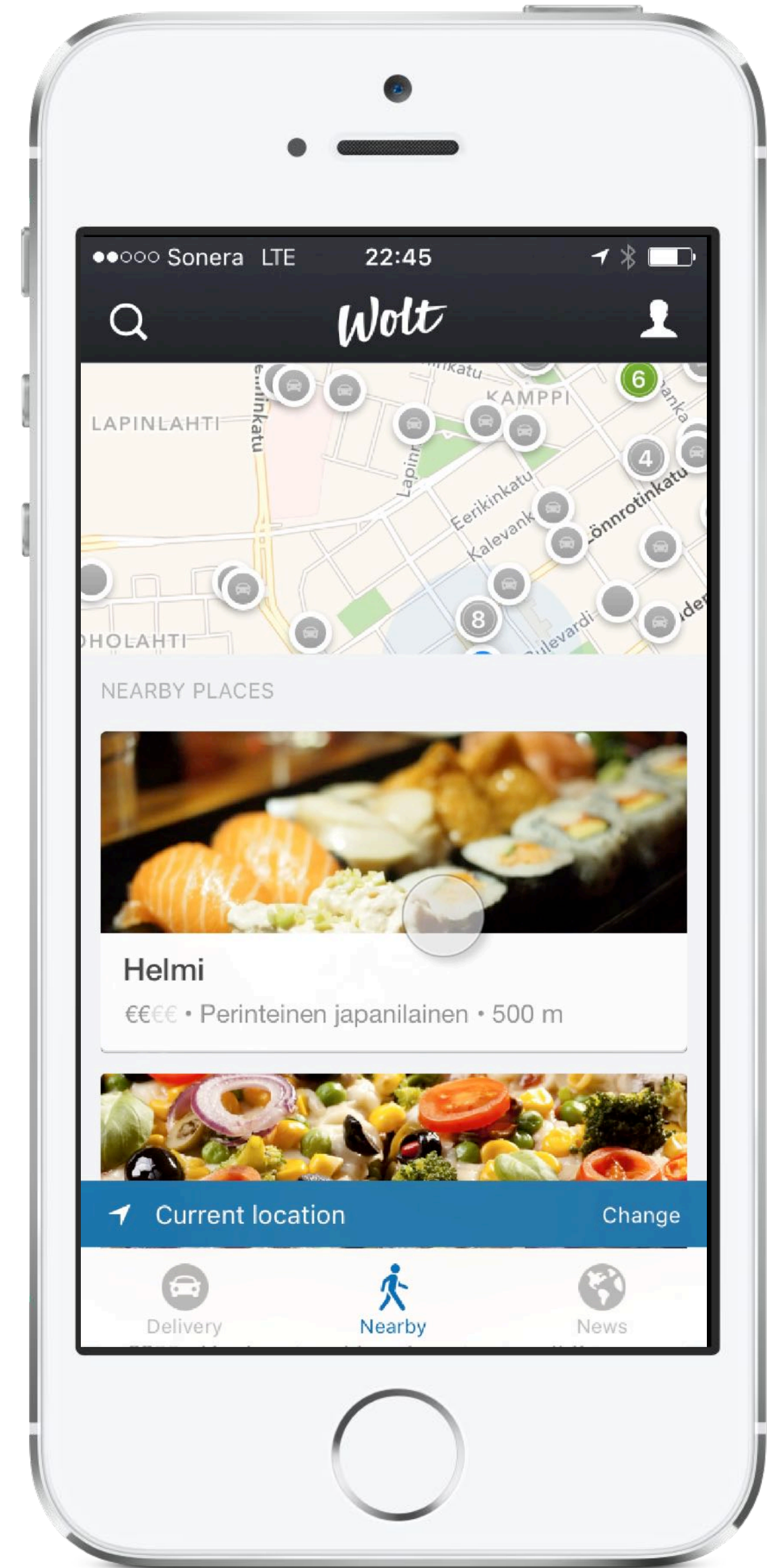
Pixate



Flinto



Pixate



Flinto





**Setting the bar high enough**

**Use prototypes to communicate the the desired UX level to business stakeholders and get an early buy-in**





**Know when to stop**

**Sometimes you can spend the resources wiser than on custom animations. Snif.**





SIIRRY CLUB ONE -SIVULLE

Matias Pietilä

CLUB ONE

Hei Matias! Sinulla on **101 700** bonuspistettä.

**Varaa bonusmatka**

# Päivä Tukholmassa -risteily



LÄHTÖPÄIVÄ

Kaikkina viikonpäivinä



MATKUSTAJAT

2 x aikuinen

## Valitse hytti ja päivämäärä

Päivä Tukholmassa -risteily Helsingistä - Silja Serenade tai Silja Symphony





## Commodore Balcony

Erikoisaamiainen Bon Vivantissa ja jääkaapin juomat sisältyvät hintaan. Pääsy Commodore Loungeen.

Näkymä merelle, parveke. Parivuode ja sohva. Sijainti kansilla 10–11.

LISÄTIETOJA →

13 elo, ti

97 000 p

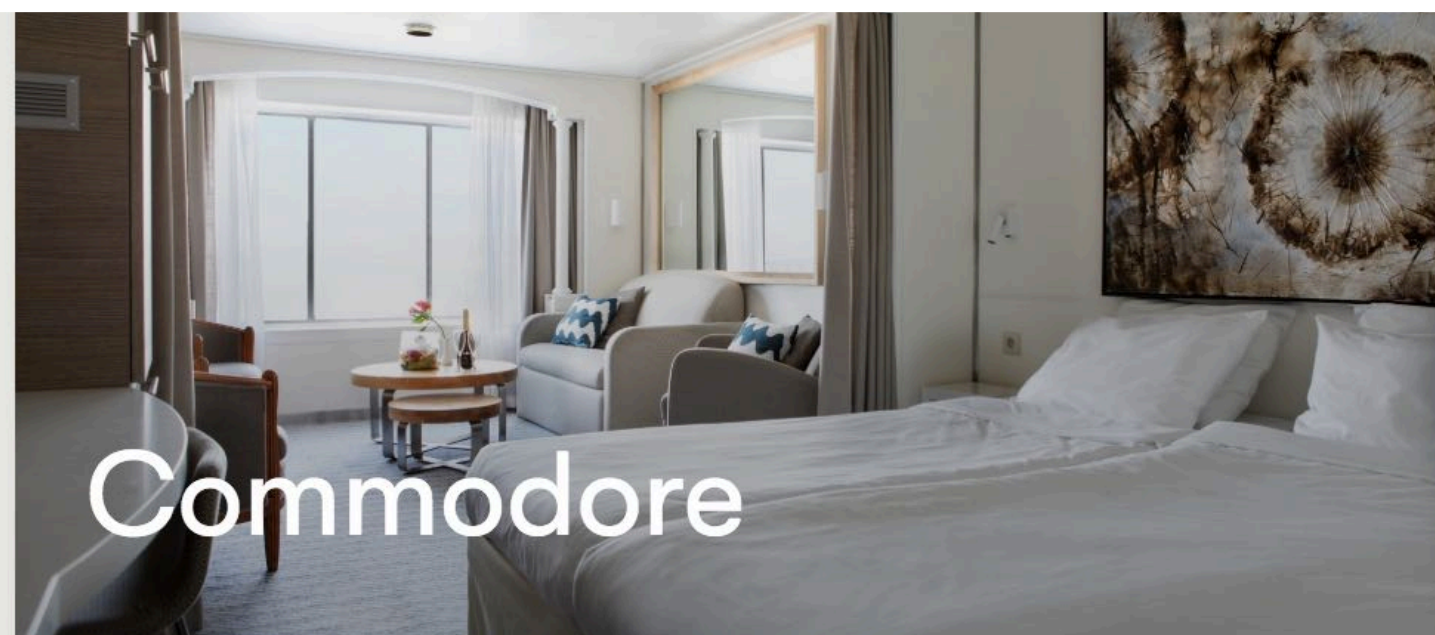
20 elo, ti

97 000 p

21 elo, ke

97 000 p

LISÄÄ PÄIVIÄ



## Commodore

Erikoisaamiainen Bon Vivantissa ja jääkaapin juomat sisältyvät hintaan. Pääsy Commodore Loungeen.

Näkymä merelle. Parivuode ja sohva. Sijainti kansilla 10–11.

LISÄTIETOJA →

12 maalis, ti

97 000 p

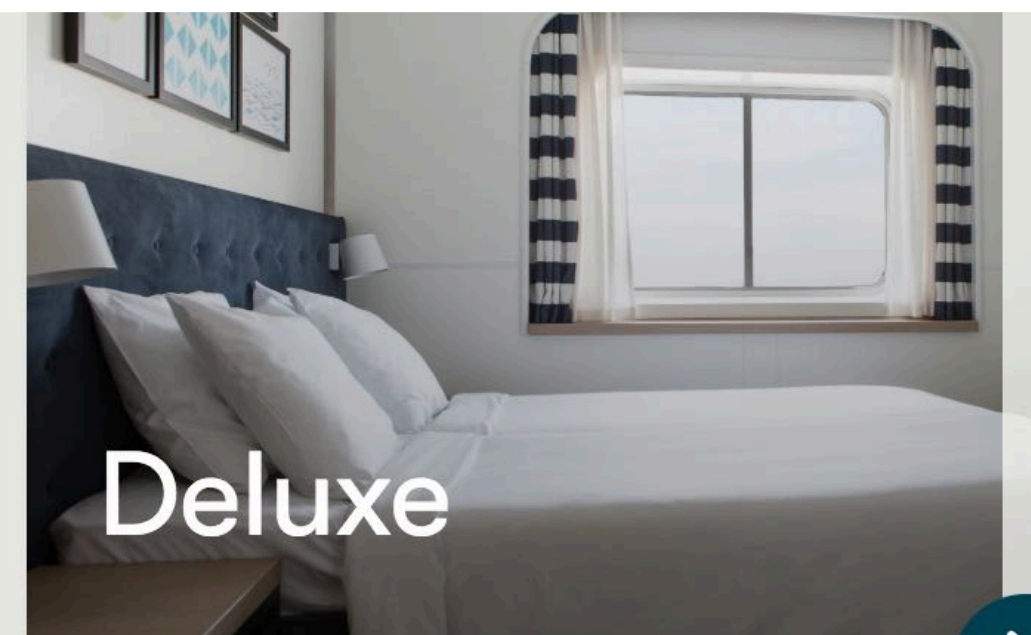
7 touko, ti

97 000 p

8 touko, ke

97 000 p

LISÄÄ PÄIVIÄ



## Deluxe

Erikoisaamiainen Tavolàtaravintolassa ja jääkaapin juomat sisältyvät hintaan.

Näkymä merelle ja nojatuoli. Sijainti kansilla 10–11.

12 maalis, ti

30 800 p

6 huhti, la

52 700 p

10 huhti, ke

30 800 p

## Etkö löytänyt etsimääsi?

Kaikkia toiminnallisuuksia ei ole vielä julkaistu. Mikäli haluat nähdä enemmän matkavaihtoehtoja, siirry [varauspalveluumme](#).

### Päivä Tukholmassa –risteily Helsingistä

Silja Serenade

2 × aikuinen

1 × Commodore Balcony

HEL  
ti 20/08  
17:00

STO  
ke 21/08  
09:45 16:45

HEL  
to 22/08  
10:30

97 000 p + 120 €  
(Hyttimaksu)

JATKA

Sinut ohjataan varauspalveluumme



**Mythical creatures**

# **True MVP for once**

Passengers: only 2, only adults

One line, one product type, one market, one language

Further tweaking by using existing booking engine

Two email templates: neutral + expiring points

New, stand-alone payment flow

Meals: only one meal option





**Mythical creatures**

# **True MVP for once**

Passengers: only 2, only adults

One line, one product type, one market, one language

Further tweaking by using existing booking engine

Two email templates: neutral + expiring points

~~New, stand-alone payment flow~~

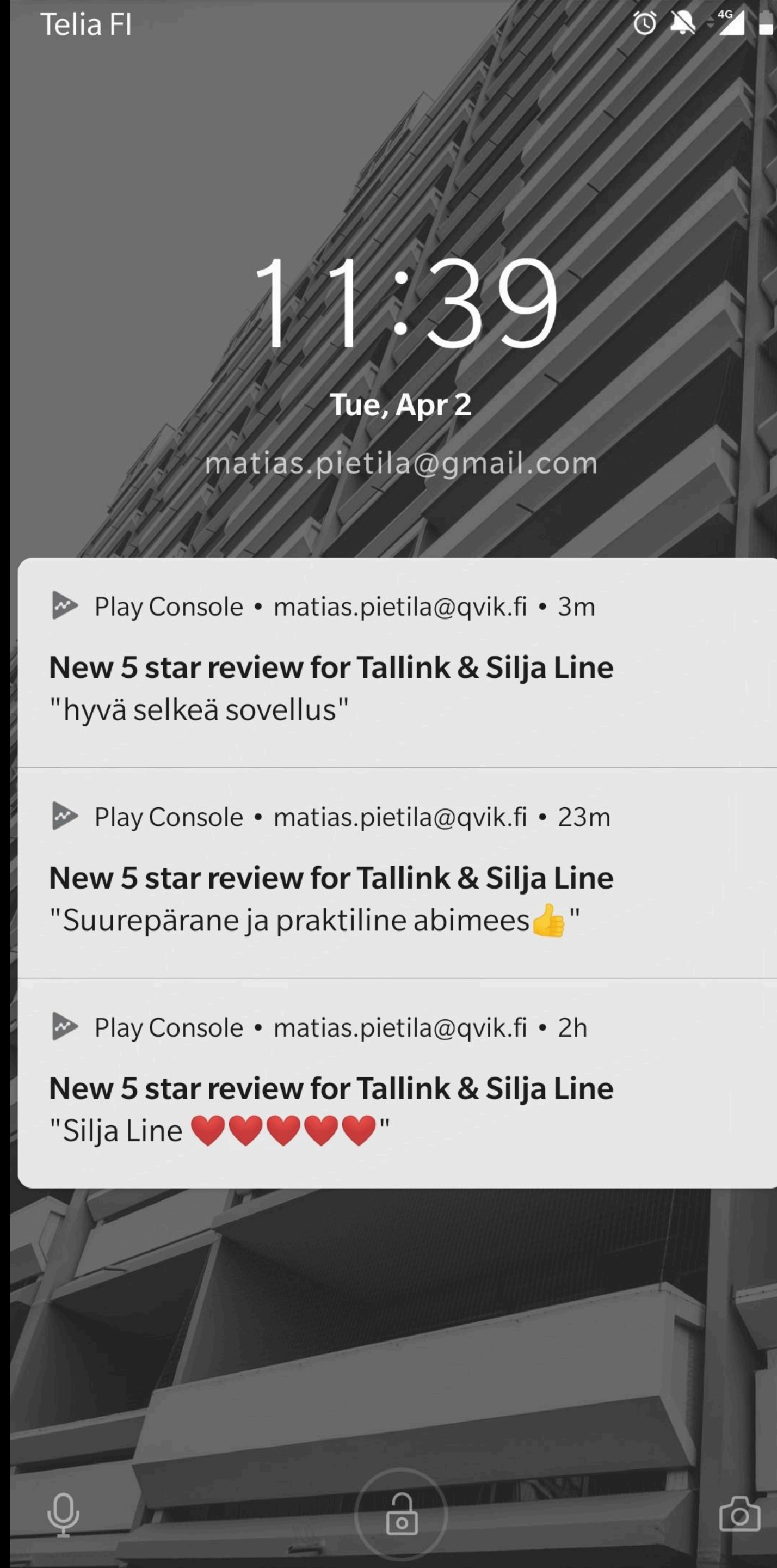
~~Meals: only one meal option~~

Personalised front page banners





**Tip:**  
**If you want to feel**  
**good about**  
**yourself on**  
**Sundays, order**  
**push messages**  
**for new reviews**





# From UX design to product design

**Defining the  
concepts**

What are we talking about and why does it matter?

**Concrete  
examples**

Ideas about the process and a couple of case examples

**General  
takeaways**

What I would do if I were you



A close-up photograph of a person's hands using a silver pen to draw a wireframe on a tablet. The wireframe shows two rectangular screens with rounded corners, each containing a smaller rectangle representing a button or input field. The person is wearing a dark, long-sleeved sweater. The background is blurred, showing a desk with a laptop and a cup.

**Implications for everyday work**

**Learn to embrace the  
killed features**



A close-up photograph of a person's hands using a silver pen to draw a wireframe on a tablet. The wireframe shows a mobile app interface with a header, a main content area, and a bottom navigation bar. The person is wearing a dark sweater. The background is blurred, showing a desk with a laptop and a cup.

**Implications for everyday work**

**If you want to build something fancy, you need to sell it**



A close-up photograph of a person's hands using a silver pen to draw a wireframe on a tablet. The wireframe shows a rectangular screen with a rounded top-left corner, a small horizontal bar at the top, and a larger rectangular area below. The person is wearing a dark, long-sleeved sweater. The background is blurred, showing a desk with a laptop and a cup.

**Implications for everyday work**

**Demand to know the success  
criteria before designing anything**





**Get a broad skillset**

**it's useful to be able to create  
nice looking things, too**





**Document your process & thinking**

**Not just end results. Blogs  
are still relevant.**

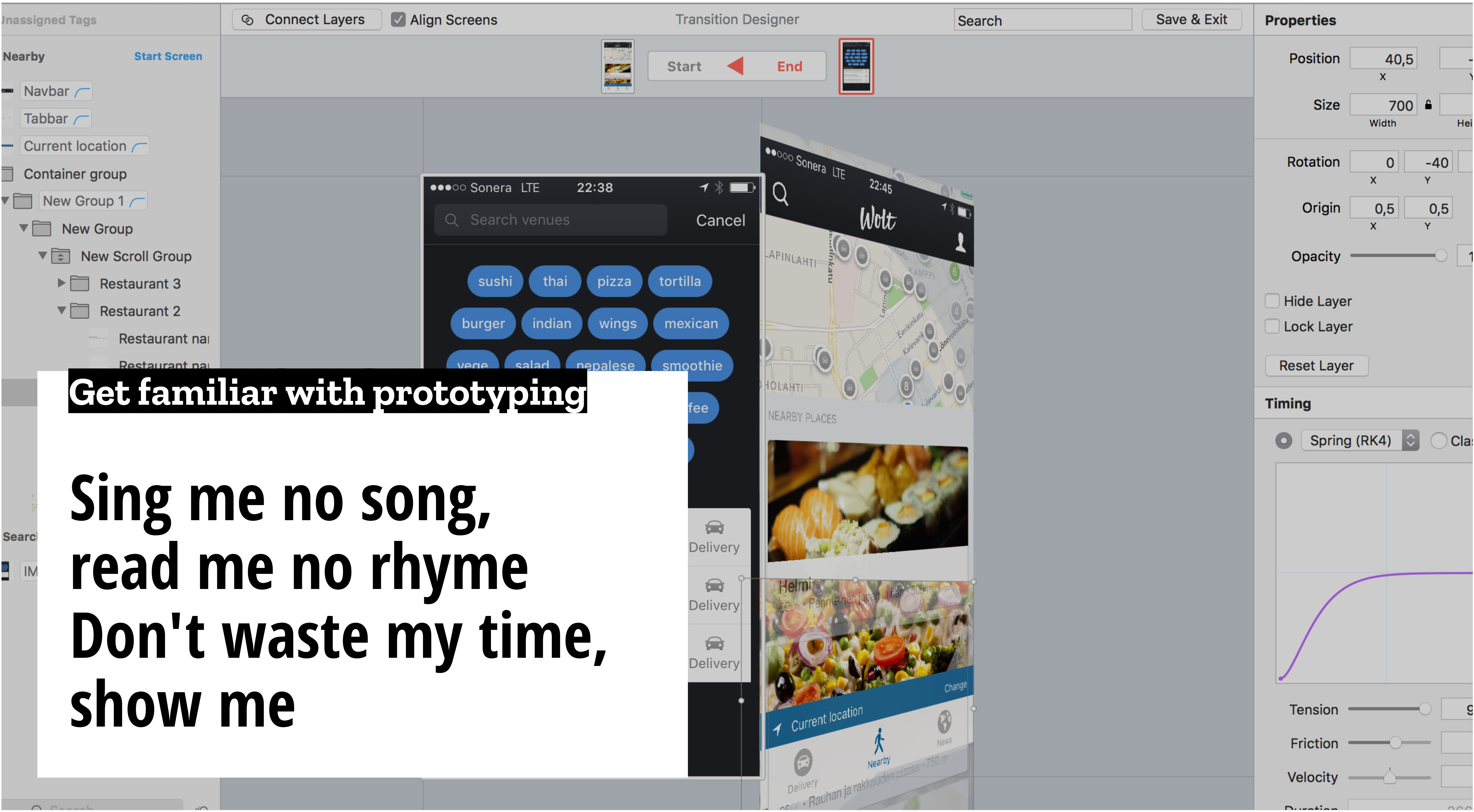




**Get facilitation experience**

**You'll need to be able to dig out what the clients actually want**

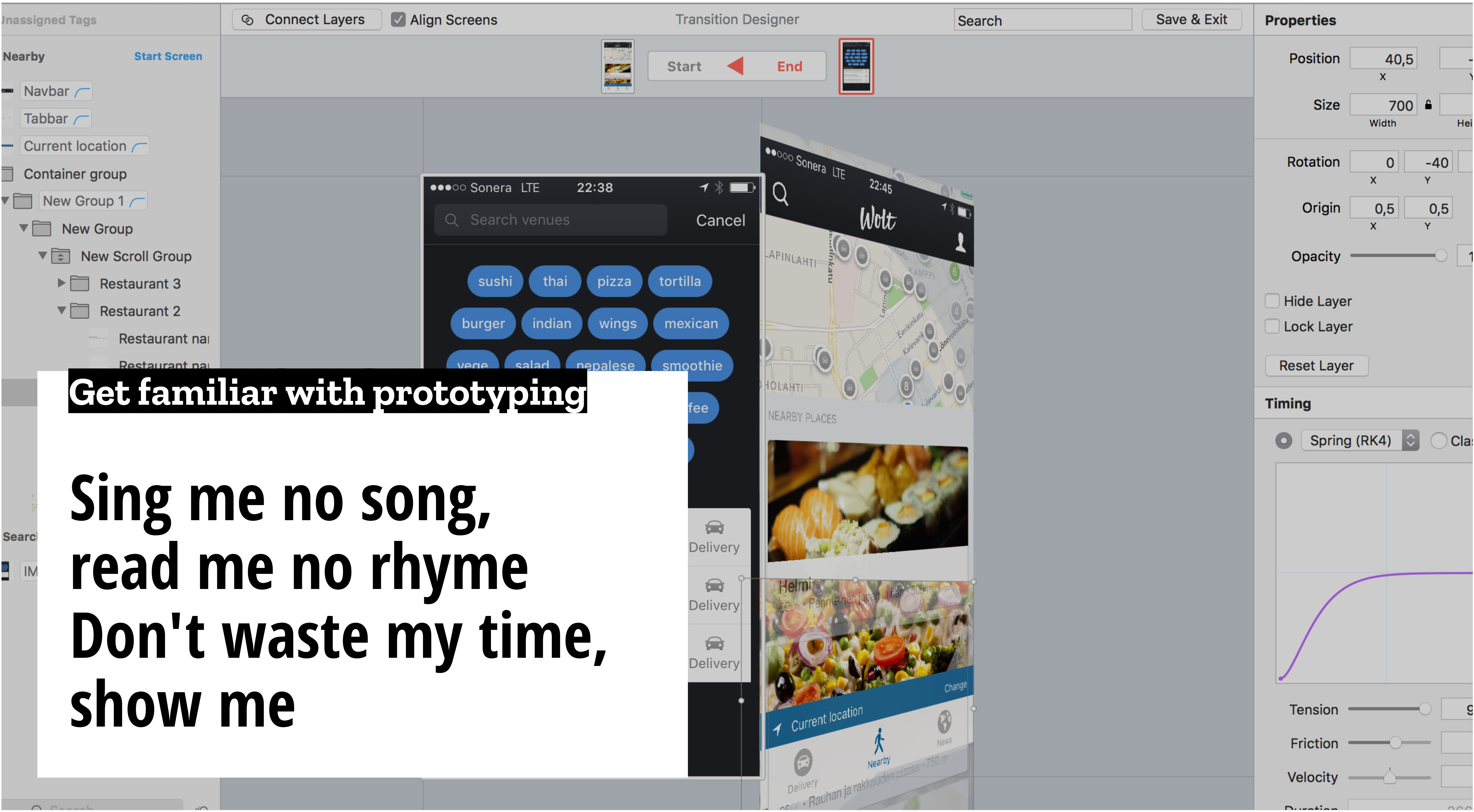




**Get familiar with prototyping**

**Sing me no song,  
read me no rhyme  
Don't waste my time,  
show me**

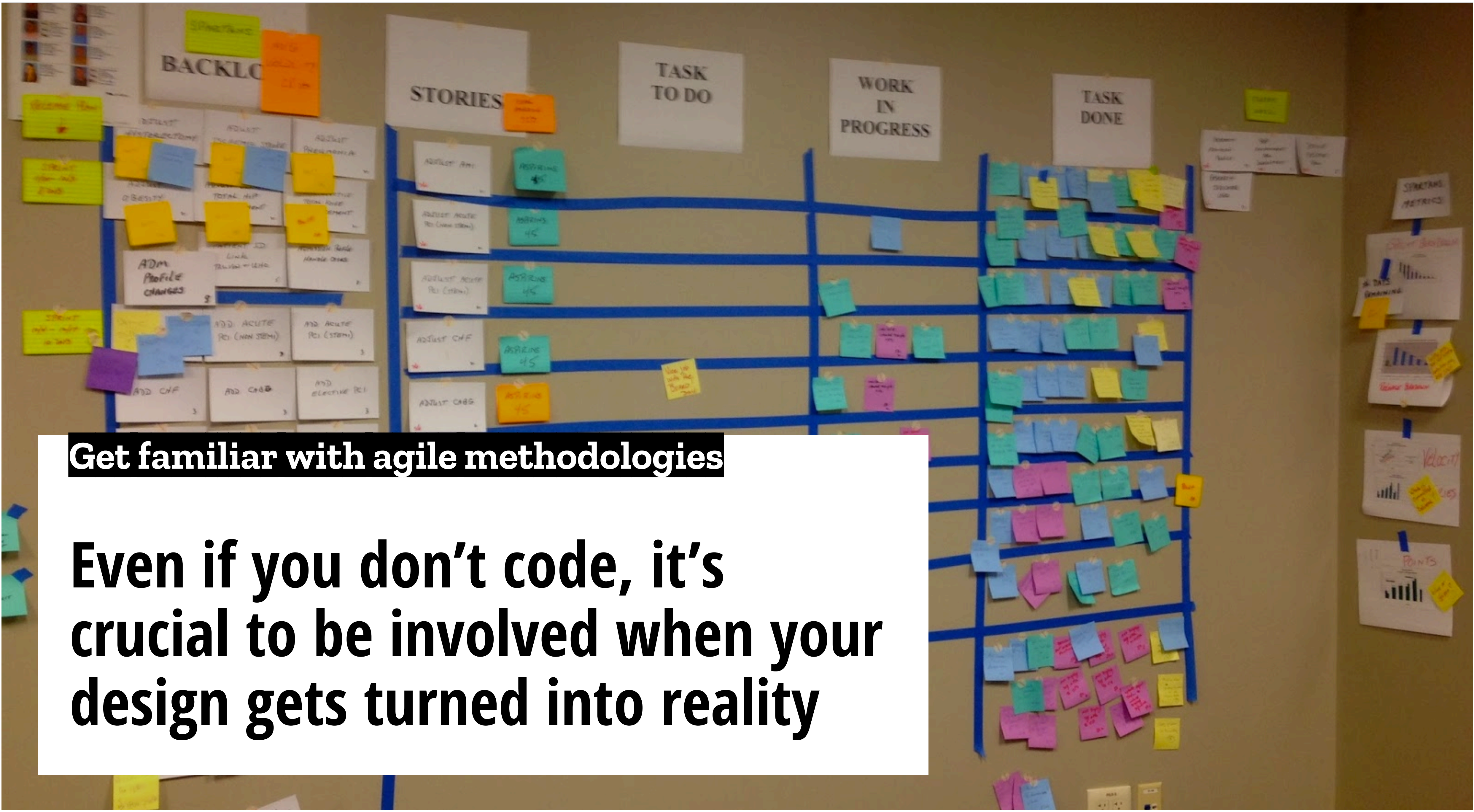




**Get familiar with prototyping**

**Sing me no song,  
read me no rhyme  
Don't waste my time,  
show me**





**Get familiar with agile methodologies**

**Even if you don't code, it's crucial to be involved when your design gets turned into reality**



A photograph of a person's hands writing on a notepad at a wooden table. In the background, there is a brown leather bag, a glass of water, a smartphone, and a tablet. The scene is set against a brick wall.

**Be persuasive to convince your client/boss/etc.**

**It's typically not technology but resources that stop you. Also, read [Getting to Yes](#)**





**Pay attention to AI**

**Bridge builders will soon  
be sorely needed**



A man in a dark jacket and blue lanyard is speaking on a stage. Behind him is a large screen displaying the text 'SEED WAS PLANTED' and a stylized white outline of a seed. To the left of the screen, the letters 'SLA' are visible. In the foreground, the 'elisa' logo is written in a white, cursive font on a dark surface. The stage is lit with blue light, and the background features dark, vertical architectural elements.

**Pay attention to design systems**

**Smarter way of working  
is always a good value  
proposition**



A photograph of a road intersection. In the foreground, there is a green metal railing that forms a rectangular enclosure. A red and white striped barrier is positioned across the road. The road has a crosswalk with white stripes. In the background, there is a green field and a white car driving on a road.

**Don't contribute to messing up terms**

**Well, this one you know  
already**

**User experience**





## **Don't overlook books**

**Design of everyday things (Norman), Invisible computer (Norman), Emotional Design (Norman), Running Lean & Scaling Lean (Maurya), Elements of UX (Garrett), Humane Computer (Raskin), User Story Mapping (Patton), Design for interaction (Saffer)**



A group of people are gathered around a table in a dimly lit room, possibly a bar or lounge. They are all looking at a smartphone held by one of the individuals. The atmosphere appears to be social and collaborative. The background features decorative string lights and a modern interior design.

**Don't forget to keep an eye on Qvik**

**We organise cool events  
and are also mostly always  
hiring**

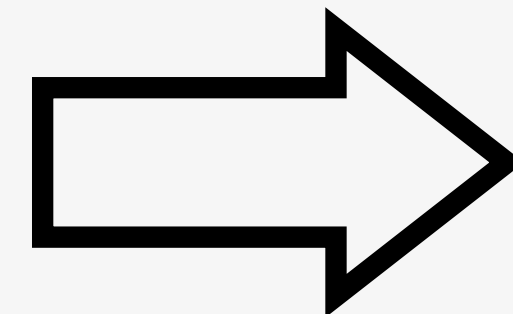


**QVIK**

[www.qvik.fi](http://www.qvik.fi)

**This looks like an awfully good  
time to ask something, right?**

**IN CASE YOU WANT TO FOLLOW  
ME OR GET IN TOUCH**



**Matias Pietilä**

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[matias@qvik.com](mailto:matias@qvik.com)  
[matiaspietila.com](http://matiaspietila.com) (blog)