



**SUPERFLUID**  
EXPERIENCES

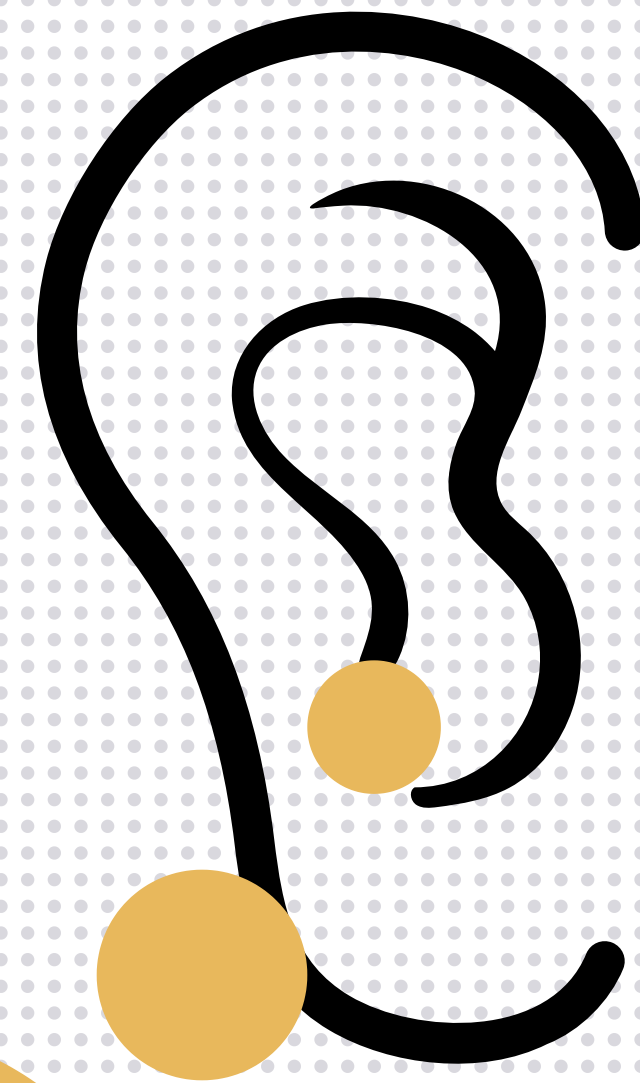
# **Make friends for money**

Jacqueline Fouché



“ We don't care  
what **users** think! ”





**“ We don’t care about  
getting paid... ”**



Somewhere in your business, there is a **financial catchup** and your team is on that **profit & loss statement**.

That affects how the business decides how many people your team can hire, what work you continue etc.



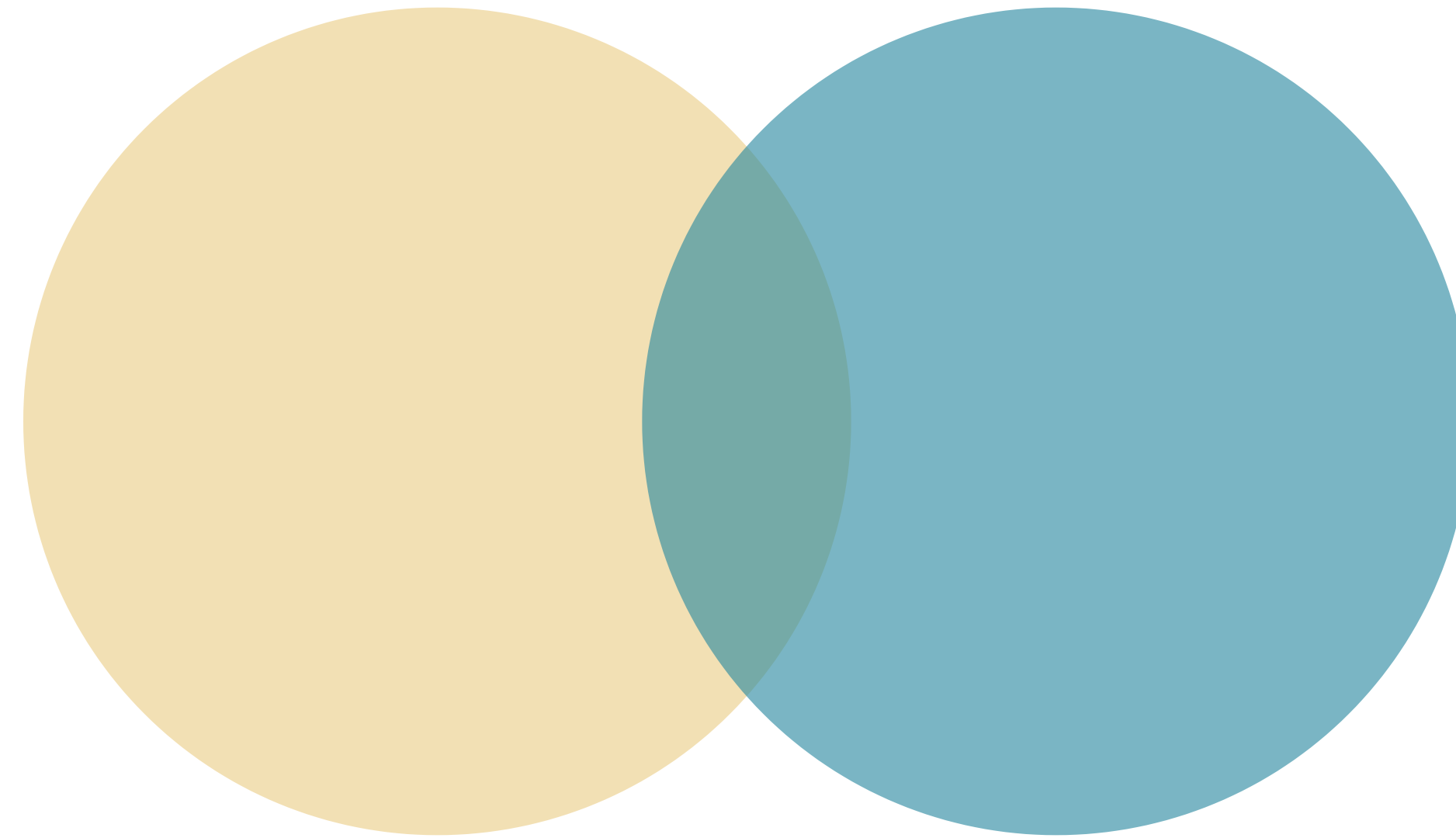
Tip #1

**Care more about the money**

# P&Loss

Product, engineering & design are all **costs to the business**

To save money we should be **more efficient** by understanding what will make **customers happy as soon as possible**



**User needs**

**Site objectives**

**Strategy**



**What people do**



**What content they expect**



**Functional specification**

**Content requirements**



**Site objectives**

**User needs**

# Scope Strategy





**Structure**

**Scope**

**Strategy**

**Interaction design**

**Information architecture**

**Functional specification**

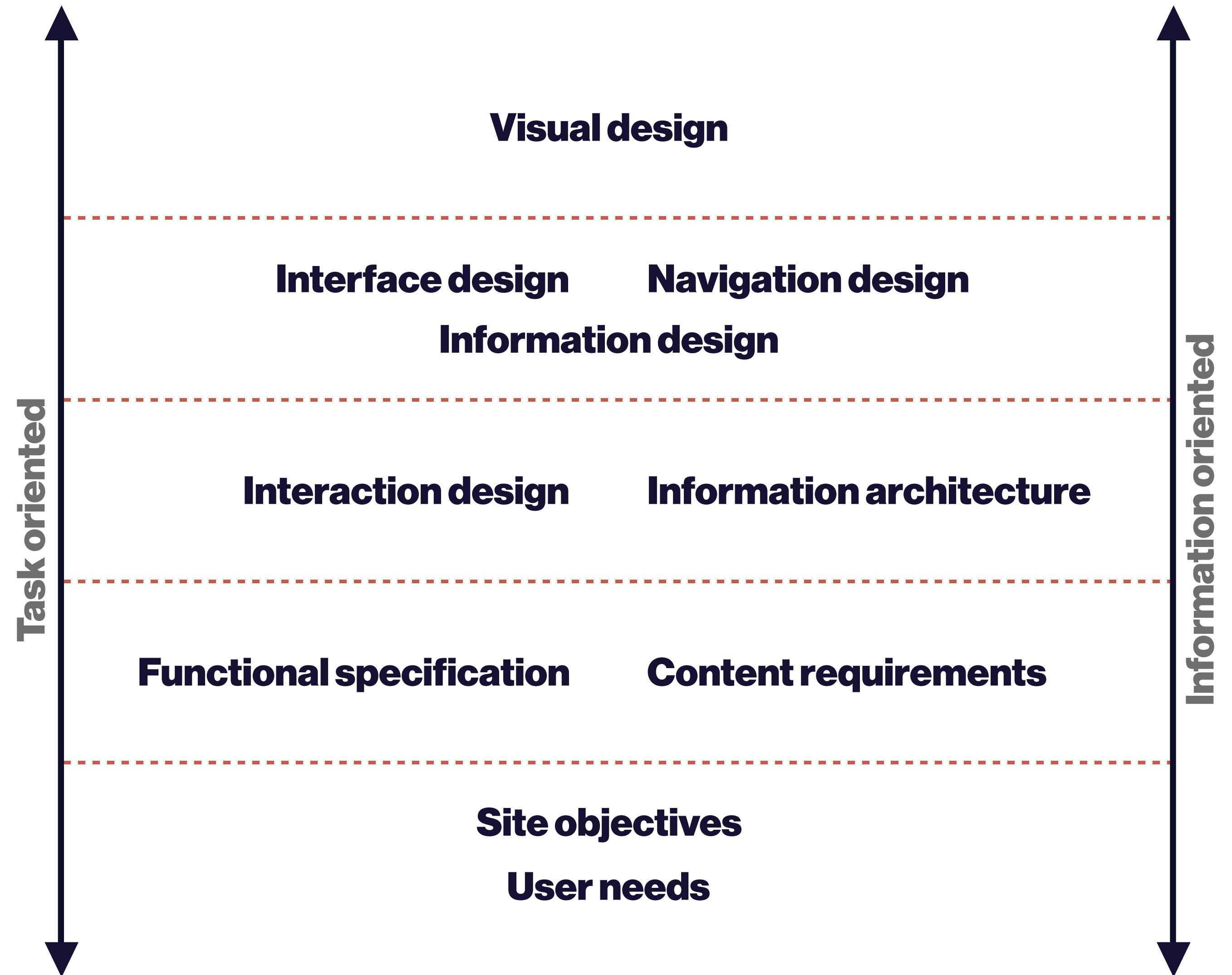
**Content requirements**

**Site objectives**

**User needs**



**Surface**  
**Skeleton**  
**Structure**  
**Scope**  
**Strategy**





Where are the  
**screens?**

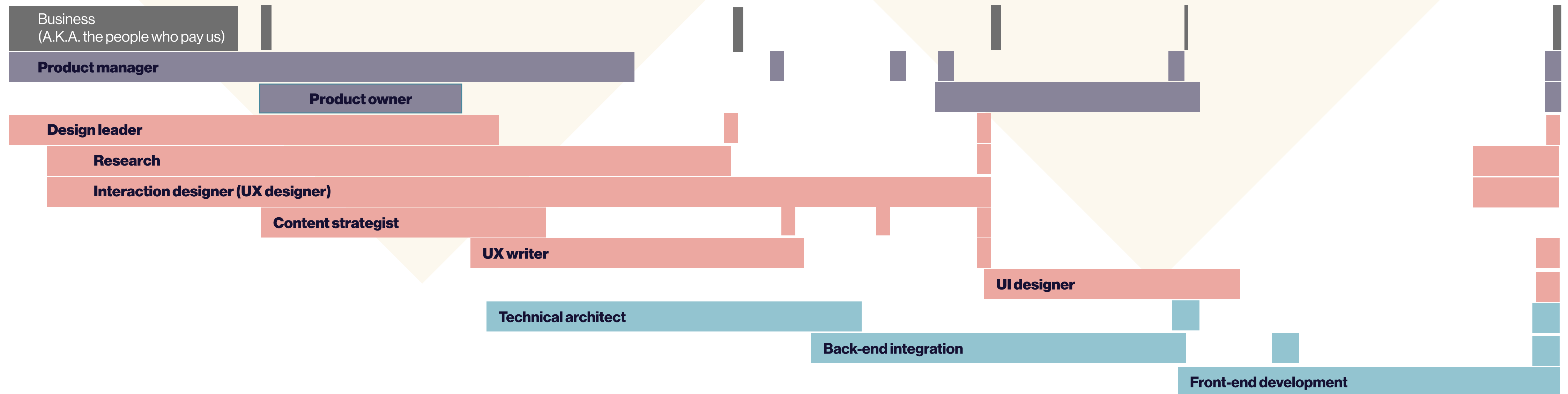
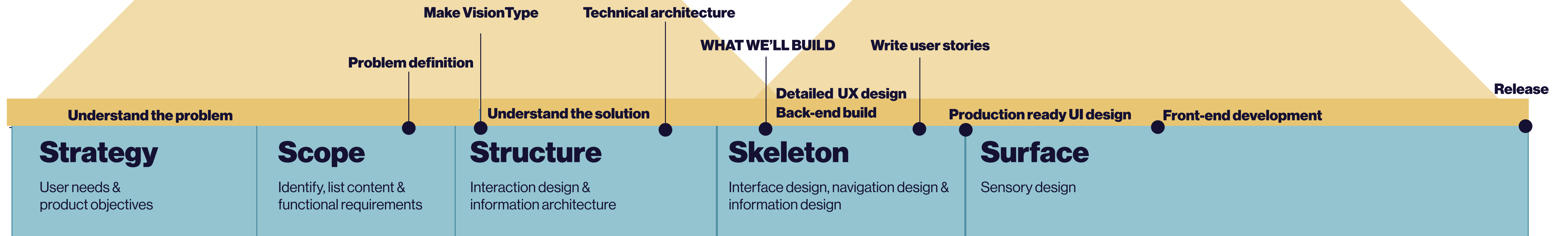


## Make the right thing

Understand what customers really want

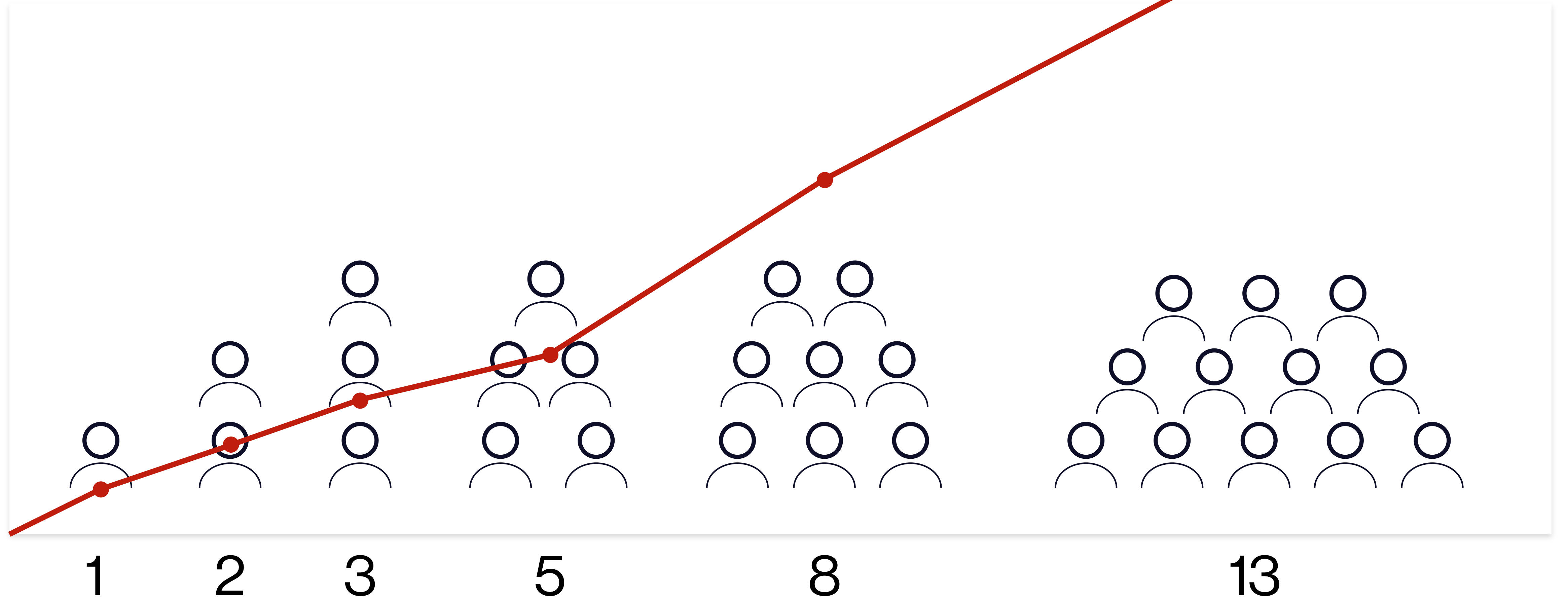
## Make the thing right

Make sure customer can use it





Cost





# Cost

This talks to saving money by ensuring a good process  
Efficiency to delivering the right software for our  
customers



# Saving & making money

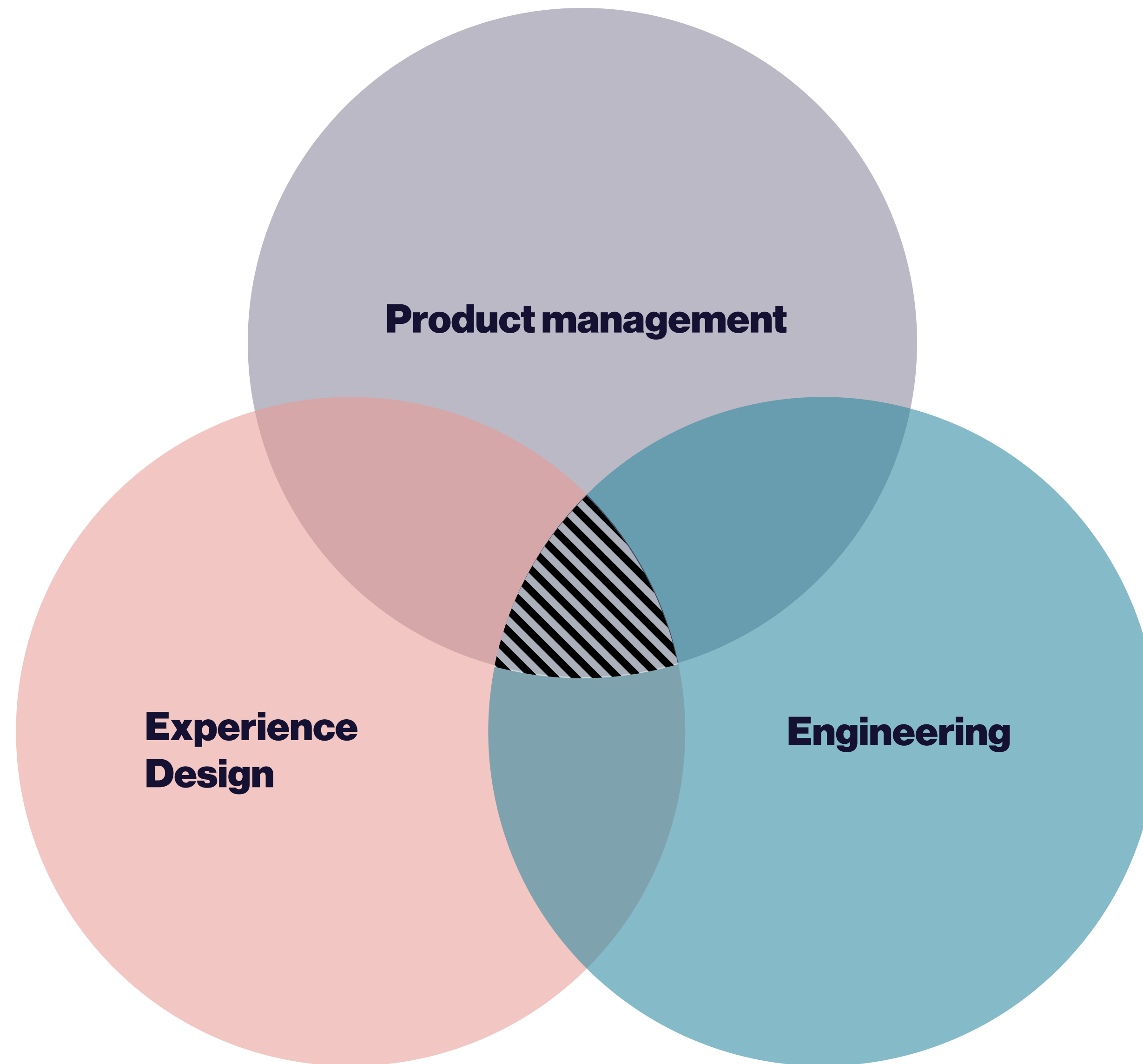
Saving money usually looks to employee experience  
Making money is part of the customer experience



# Focus on the team

**Be like Mr Renham**





**Product management = what**

Make money for the business while keeping customers happy

**Experience design = how**

Make customer happy while making the business happy

**Engineering = makes**

Ensure all technical systems are running optimal so that customers can complete their tasks



# PRODUCT MANAGERS

Support design & engineering equally  
Make time for product discovery



Make sure you are informed on strategy

Make sure you have access to customer research

Nominate a responsible tech person

Have your head in the game

Respect each other's expertise

Ask questions - don't just get annoyed

Don't be a dick

Don't let Dunning-Kruger get you

Don't compromise

Conflict isn't always bad

Don't write copy



Whiteboard exercises

Kick-off workshops

Design demos that include engineering

User story mapping



Make friends for money



**Thank you**