

Tactical Intentionality

Alexis Puchek

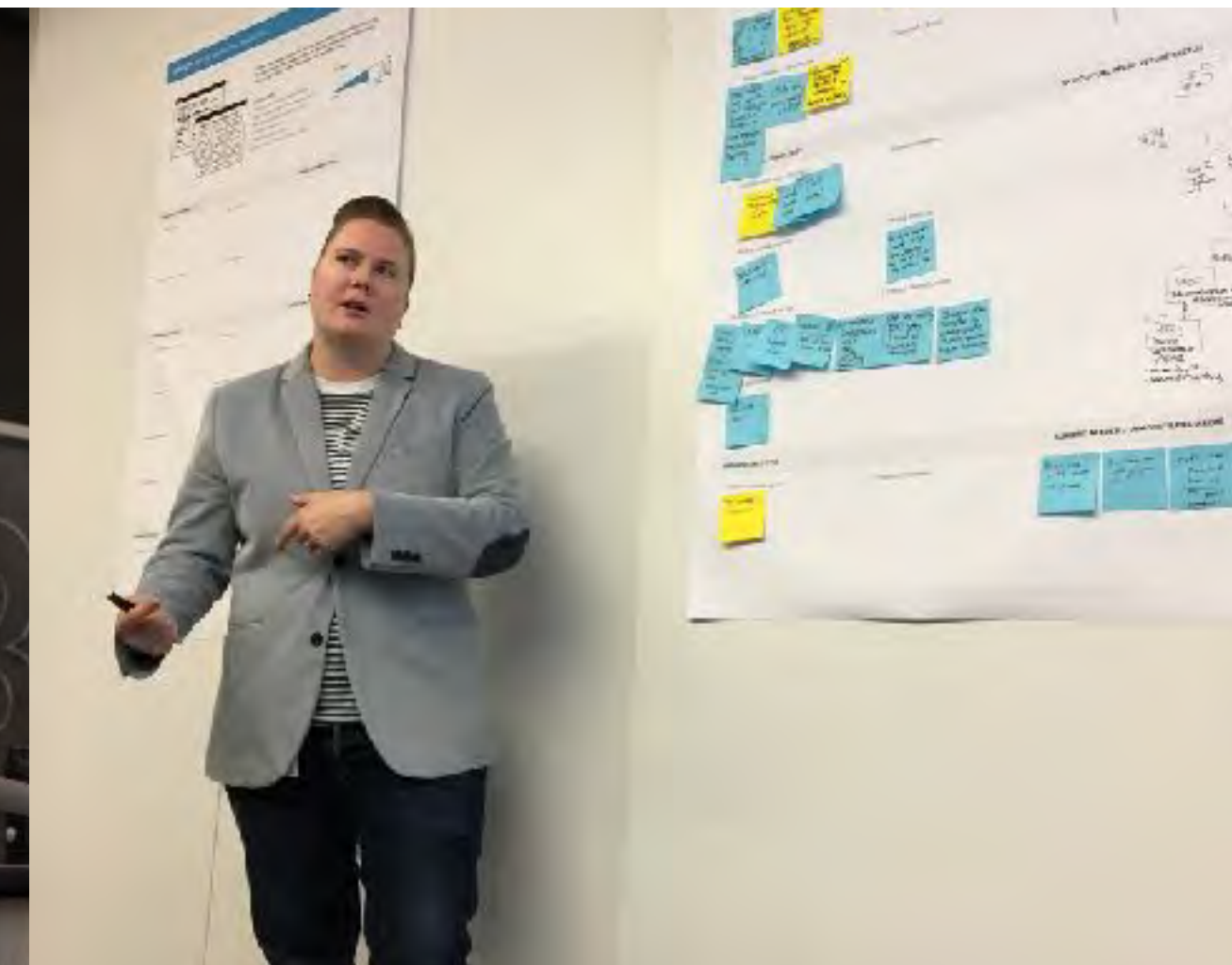
SUPERNOVA SOUTH





Alexis Puchek

Principal Designer



INTRO

frog advances the human experience through design

frog designs exceptional digital and physical customer experiences to transform businesses at scale.



Decades Of Innovation

The Apple era

frog's design language for Apple launched with great success. It was recognized by Time Magazine and added to the permanent collection at the Whitney Museum of Art.

Design that transforms

frog began large-scale UX and convergent collaborations to create software, mobile products and connected experiences that blurred the lines between physical and digital.

Form follows emotion

frog's journey began when Hartmut Esslinger founded esslinger design, ushering in an era of emotional design in response to the function-oriented products of the day.

Going digital

Engineering, branding, and packaging became part of frog's core offering. In the mid-1990s, frog led a dramatic shift in the design industry by incorporating software design for web and mobile.

New frontiers

Today, frog designs systems of brand, product and service that deliver better experiences. We look beyond point solutions and design new strategies, ecosystems, and businesses.



Our Services



Growth Strategy

We help businesses drive new growth by identifying unmet needs in the market and converting them into meaningful business opportunities.



Customer Experience Design

We combine human-centered design with leading-edge technology to deliver compelling experiences that move markets and transform businesses.



Product and Service Design

We work at the intersection of design, technology, and strategy to create digital and physical products and services that people love.

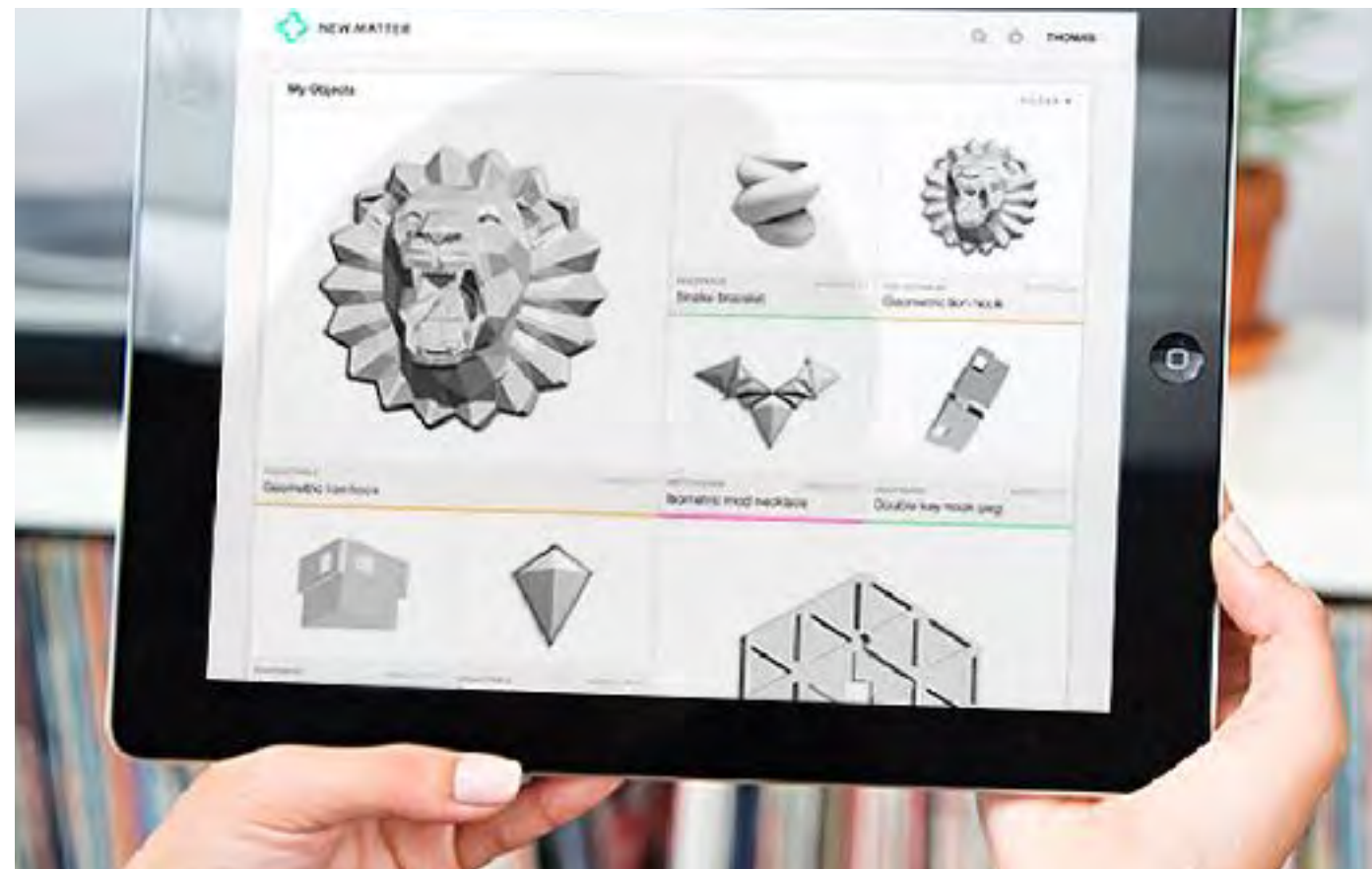


Agile Development and Delivery

Our designers and developers work in tandem to bring products and services to market quickly, while maintaining design excellence.



Our Services



Venture Design

We take a lean approach to human-centered design that is optimized for the creation, launch, and ramp up of new businesses.



Org Activation

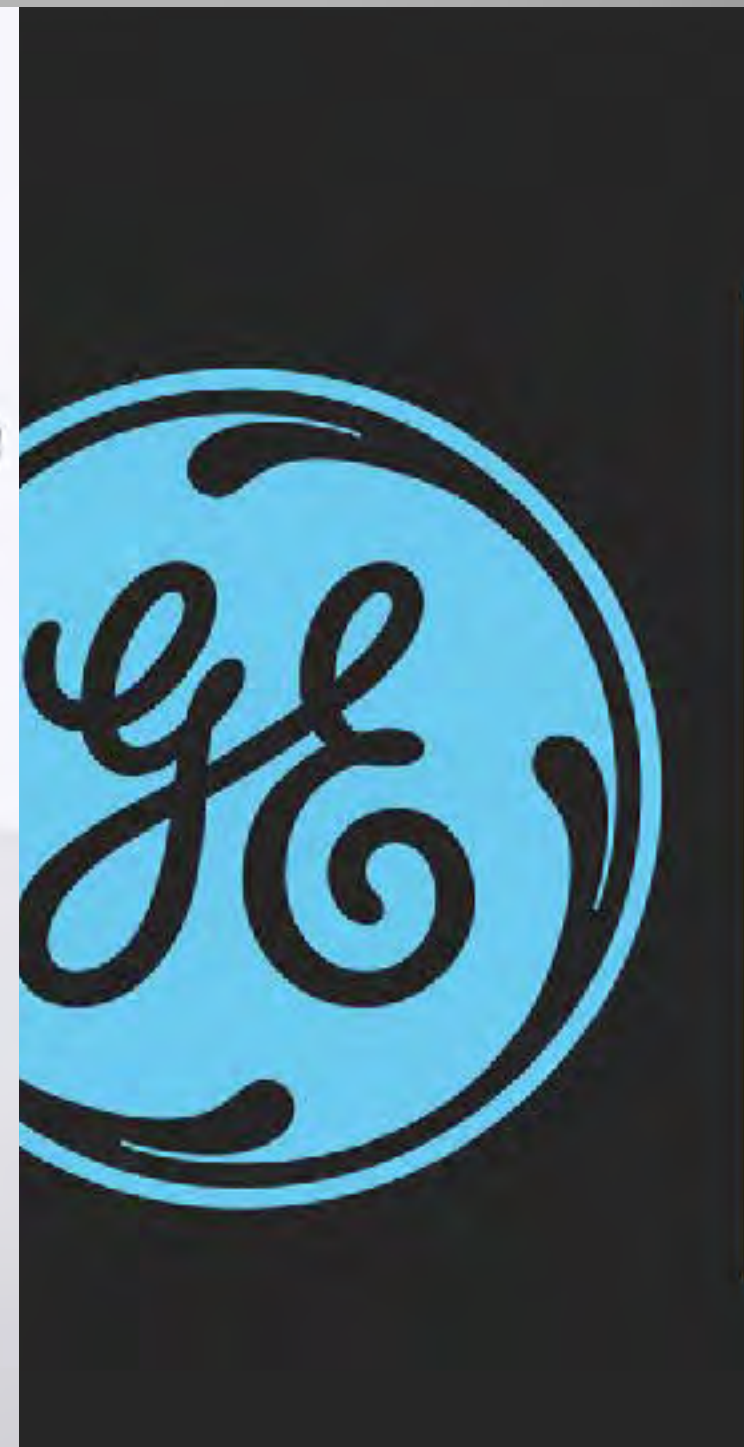
We work with visionary leaders to grow their internal capabilities and develop processes required to deliver exceptional customer experiences.



Emerging Technologies

We identify opportunities for emerging technologies by conducting experiments and building prototypes to explore their potential.





Our Studios

SAN FRANCISCO

BOSTON

MUNICH

SEATTLE

LONDON

SINGAPORE

AUSTIN

AMSTERDAM

SHANGHAI

NEW YORK

MILAN

SYDNEY

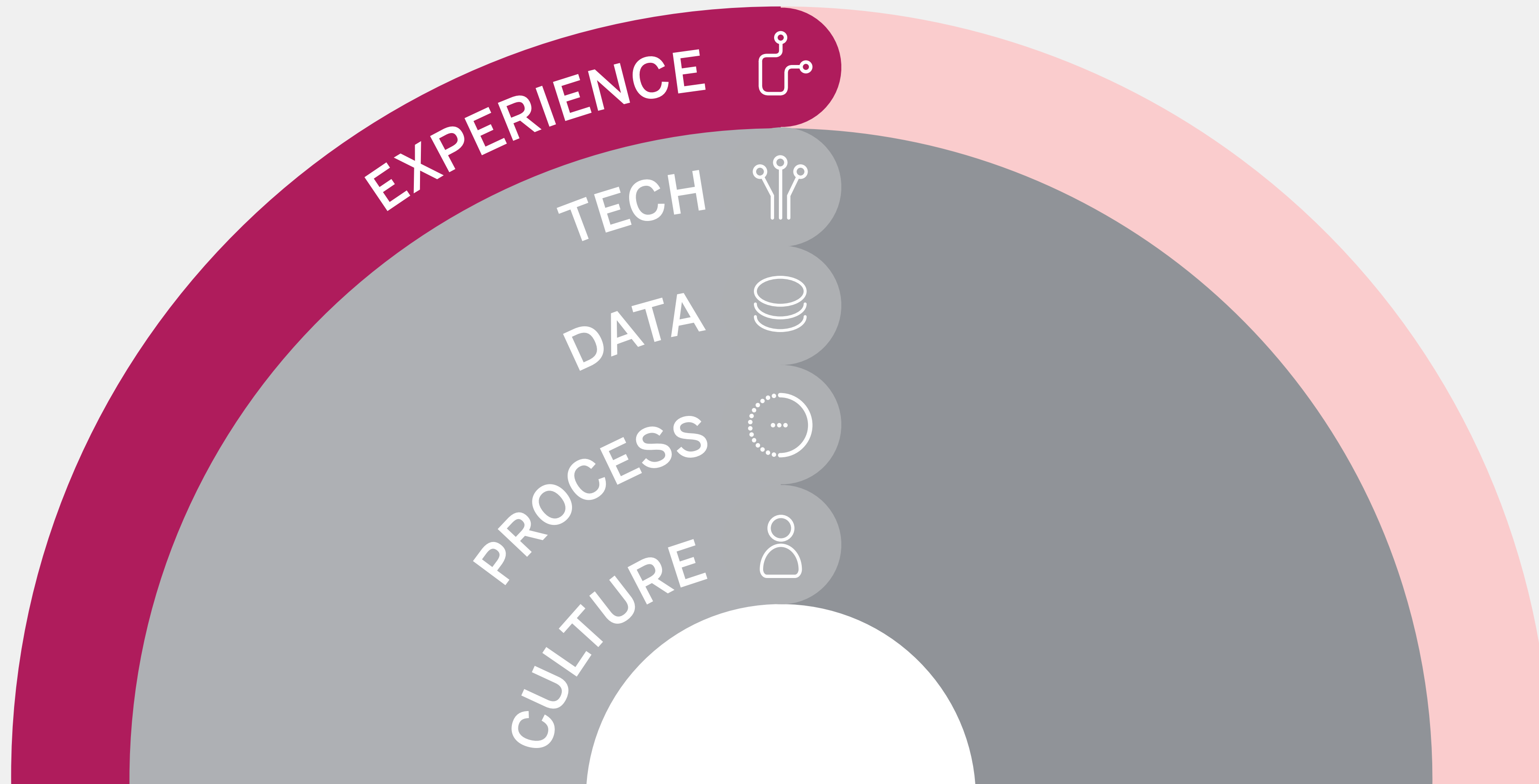


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*Nothing will work unless
you do.*

MAYA ANGELOU





Experience

Is your organization designing experiences for customers that encourage engagement and leave a positive impression? Are you listening to your customers needs and designing to alleviate pain points?



TACTICAL INTENTIONALITY

Experience

User Centered Design: Does your design team practice user-centered design? Do they incorporate testing and validation into the design process? To what degree?

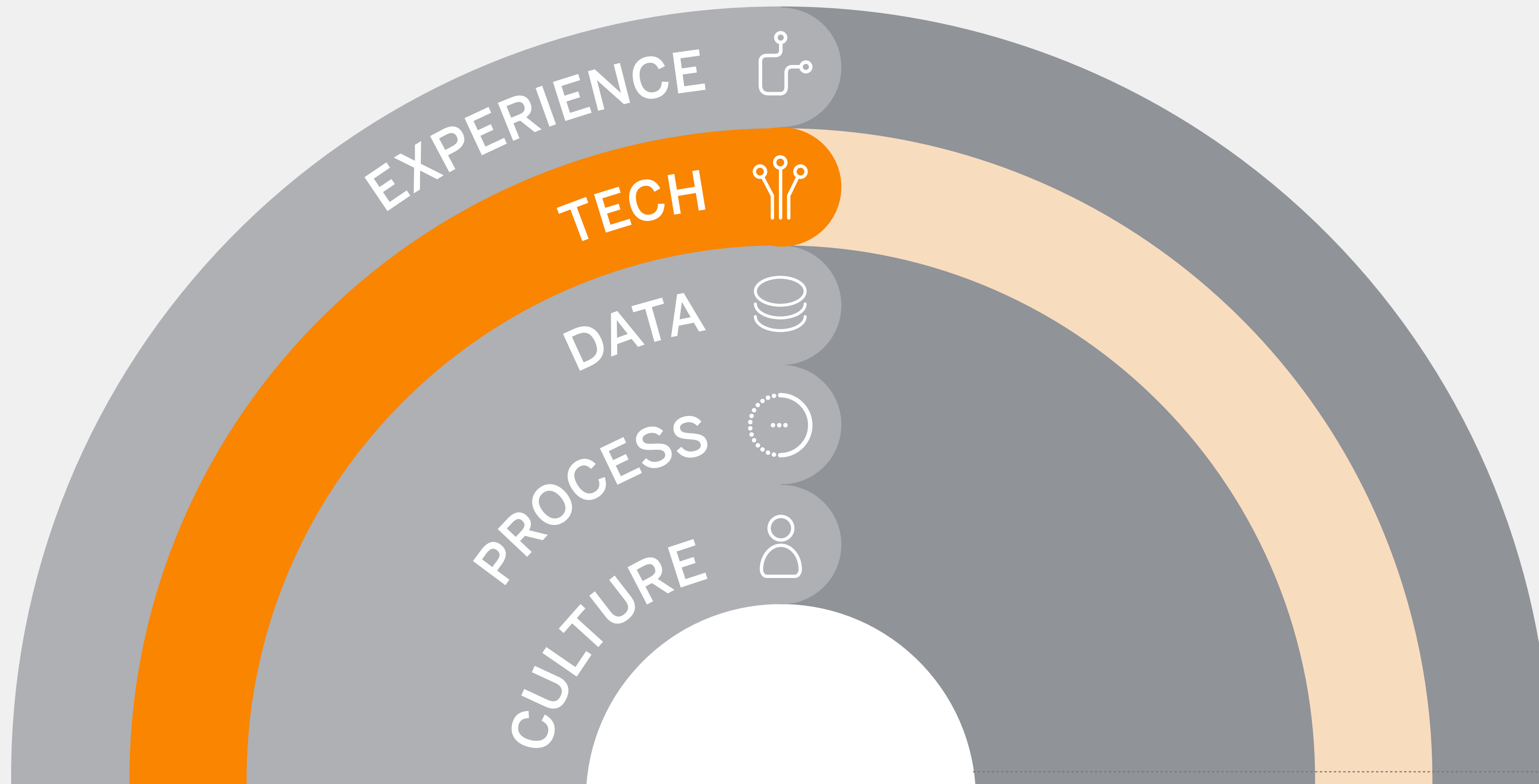
Design Language: Has your design team developed a design language system? Is that system used when creating design expressions throughout your product portfolio?

Intuitive Experience: Are customers able to easily navigate your products and services? How does the design team enable this?

Insight Support: Does the design team have access to and leverage insights from experts and third parties to supplement internal expertise?

Rapid Experimentation: Does the design team rapidly express new ideas and validate them? Do they have the appropriate tools and support?

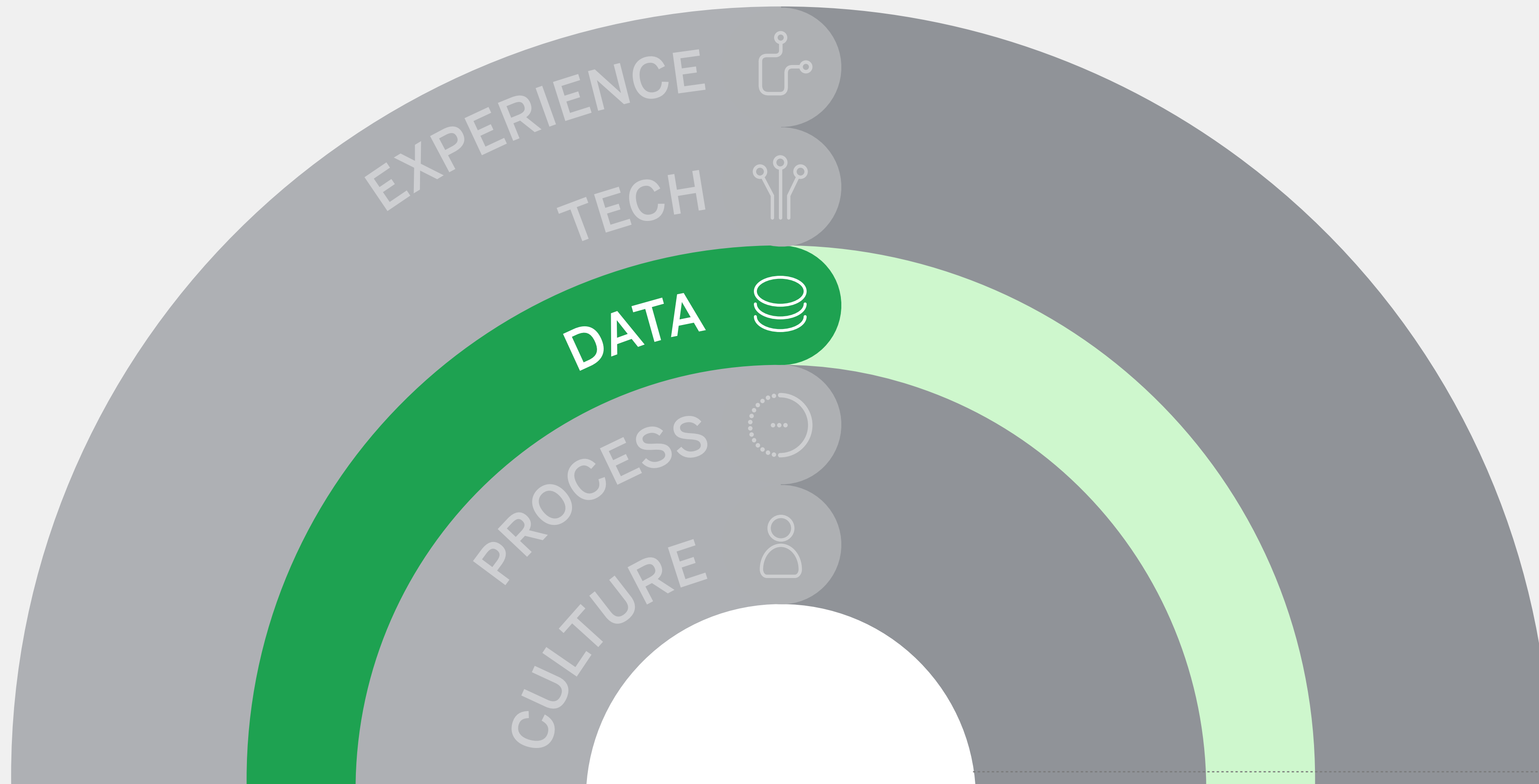




Technology

Are the right technologies, tools, systems and platforms in place to not only meet the experience but also support the long term scalability, performance, growth, extensibility and security needs of the business?

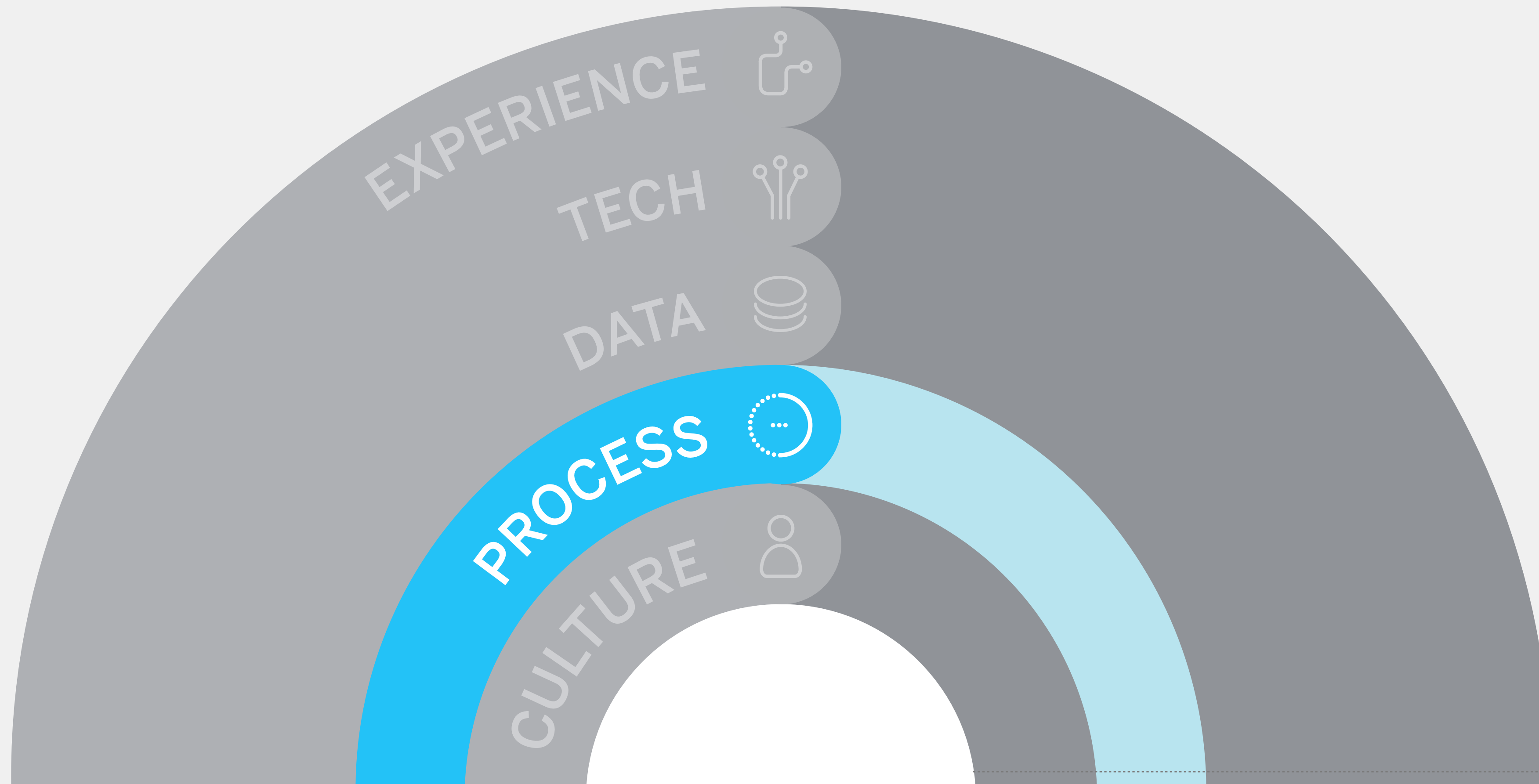




Data

Is your organization collecting the right types of data and behaviors to drive customer engagement? Are you effectively leveraging data science, analytics and insights to better inform the business?

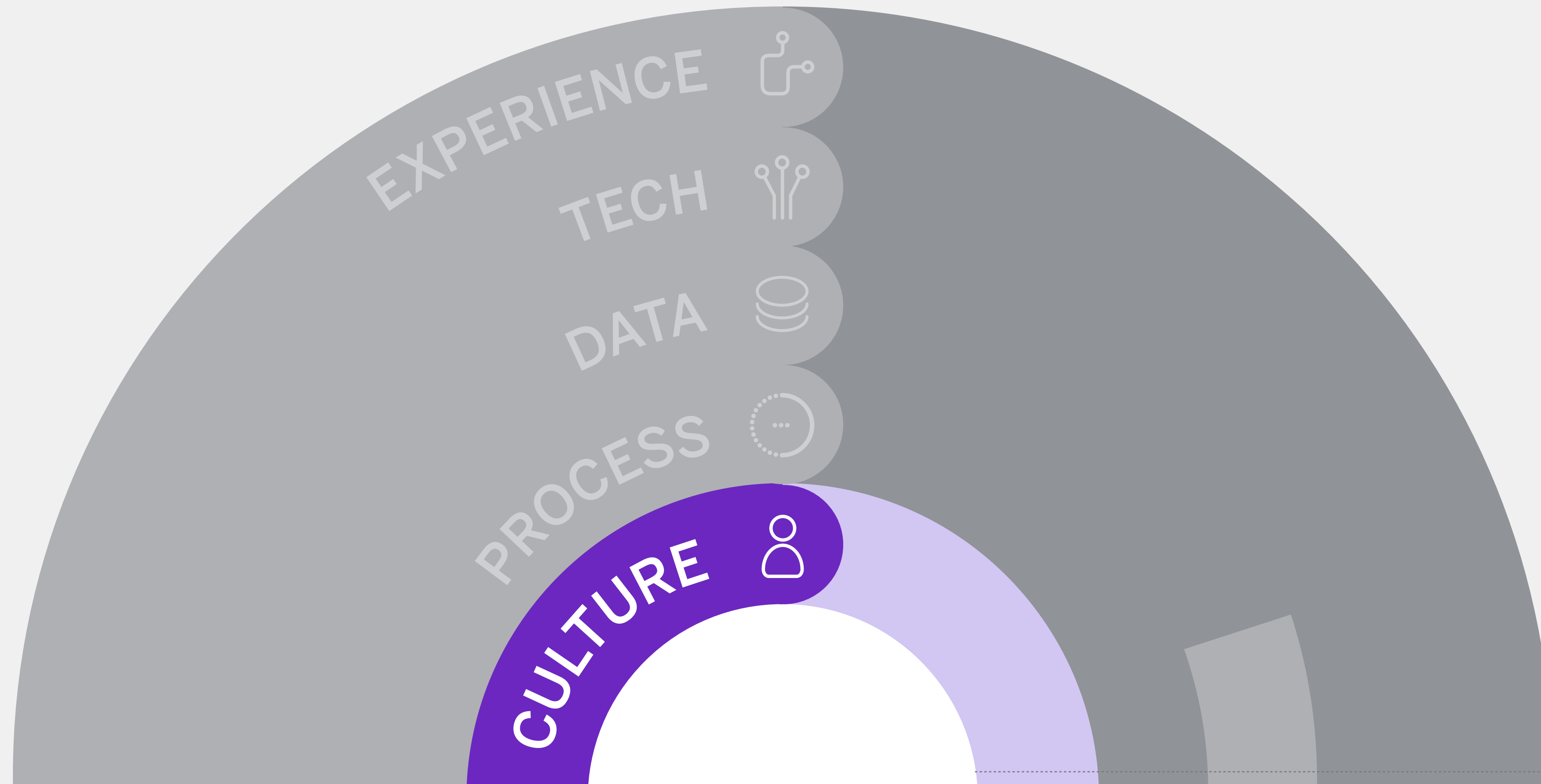




Process

Are projects right sized and designed to meet measurable goals? Are teams set up to deliver quickly and efficiently with the right tools and spaces?





Culture

Do you have the right mix of motivated, curious problem solvers? Does your organization promote innovation and forward design thinking?



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*There is always space for
improvement, no matter
how long you've been in
the business.*

OSCAR DE LA HOYA





Determining If You're An Executional Firm

Questions you should think about

- What kind of designer can best support my product?
- Do we have the right tools for detailed design, information architecture, and annotations?
- Do my designers need A/B, validation, and usability testing skills or training?





Determining If You're A Conceptual Firm

Questions you should think about

- What kind of designer can come up with fresh ideas for new markets?
- Do we have the right tools for compelling narratives, prototyping, and sketching?
- What's the right team makeup for conceptual, blue sky ideas?





Building Teams For Your Needs

Questions you should think about

- Are we looking for executional designers?
- Do we need systemic thinkers?
- What kind of problem solver fits the bill?
- Are we hiring for right now or for the future?
- Have we cast a wide net?





Setting Expectations

Questions you should think about

- What kind of work will designers be doing?
- Are we upfront with our job descriptions?
- Are interviews or design challenges tailored around the work needs?
- Is onboarding aligned with day-to-day projects?





Takeaways

Executorial Firms

Executorial Firms lend themselves towards more depth in a single product (or suite of products) - which has immense value for designers looking to build production and systemic thinking skills.

Conceptual Firms

Conceptual Firms may lend themselves less in depth and more in breadth of products and services - which has immense value for designers looking to build strategy, narrative, and conceptualization skills.

Build Teams

Knowing what types of challenges your designers will face and what the working environment is going to be will help your interview process and recruitment search be more fruitful.

Set Expectations

Setting expectations for prospective applicants is key. This isn't about downplaying the work or the nature of the business - it's about being true to who you are as a company and selling that value.



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***Culture is about performance,
and making people feel good
about how they contribute to the
whole.***

TRACY STRECKENBACH





Establishing A Culture Of Support

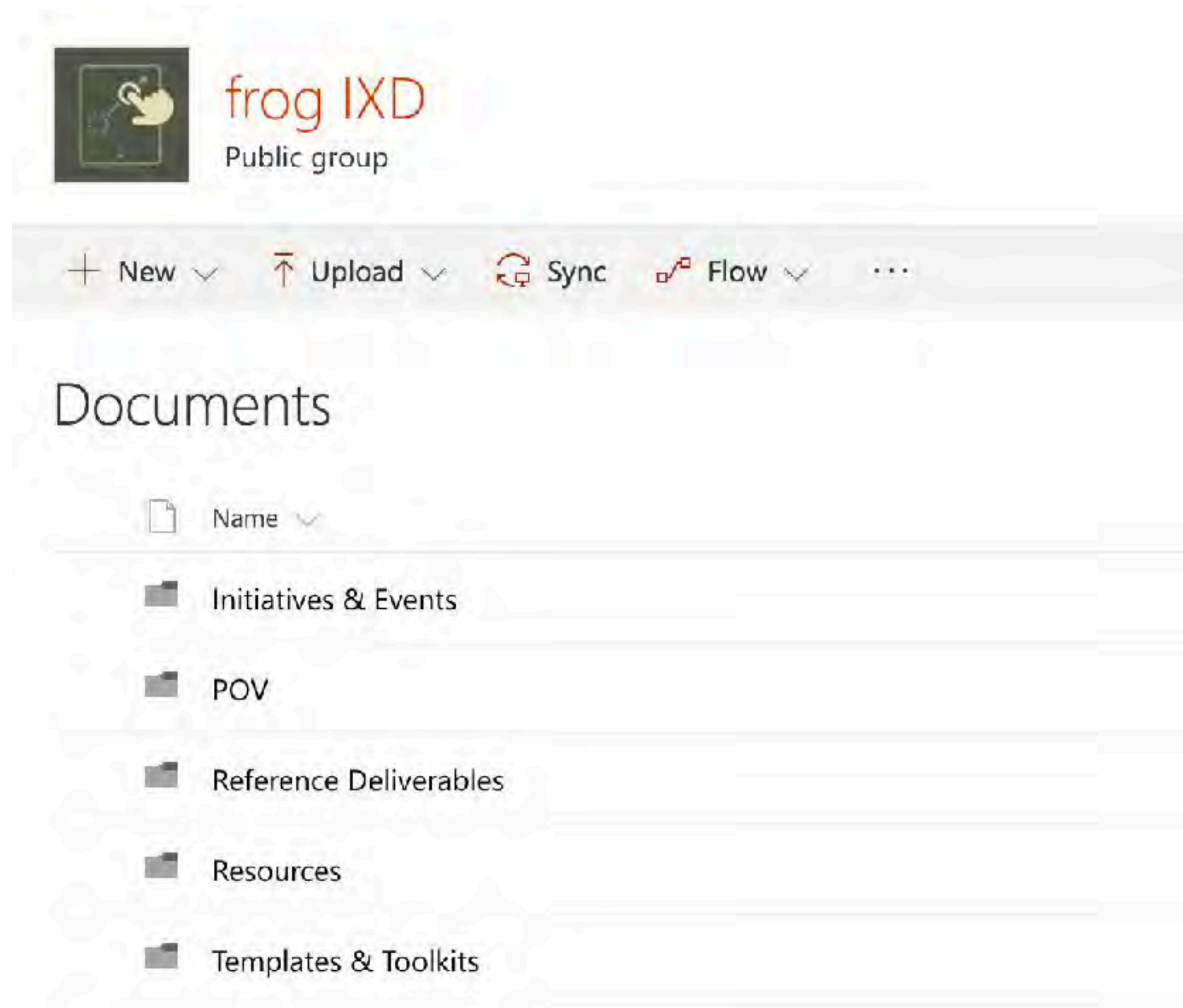
Tips to consider

- Consider discipline and domain leaders that can help designers grow their skills.
- Have pin-ups daily make them feel less intimidating and more of a progress check.
- Introduce cross-disciplinary shareouts so designers can learn new things and know who to go to for specific questions.



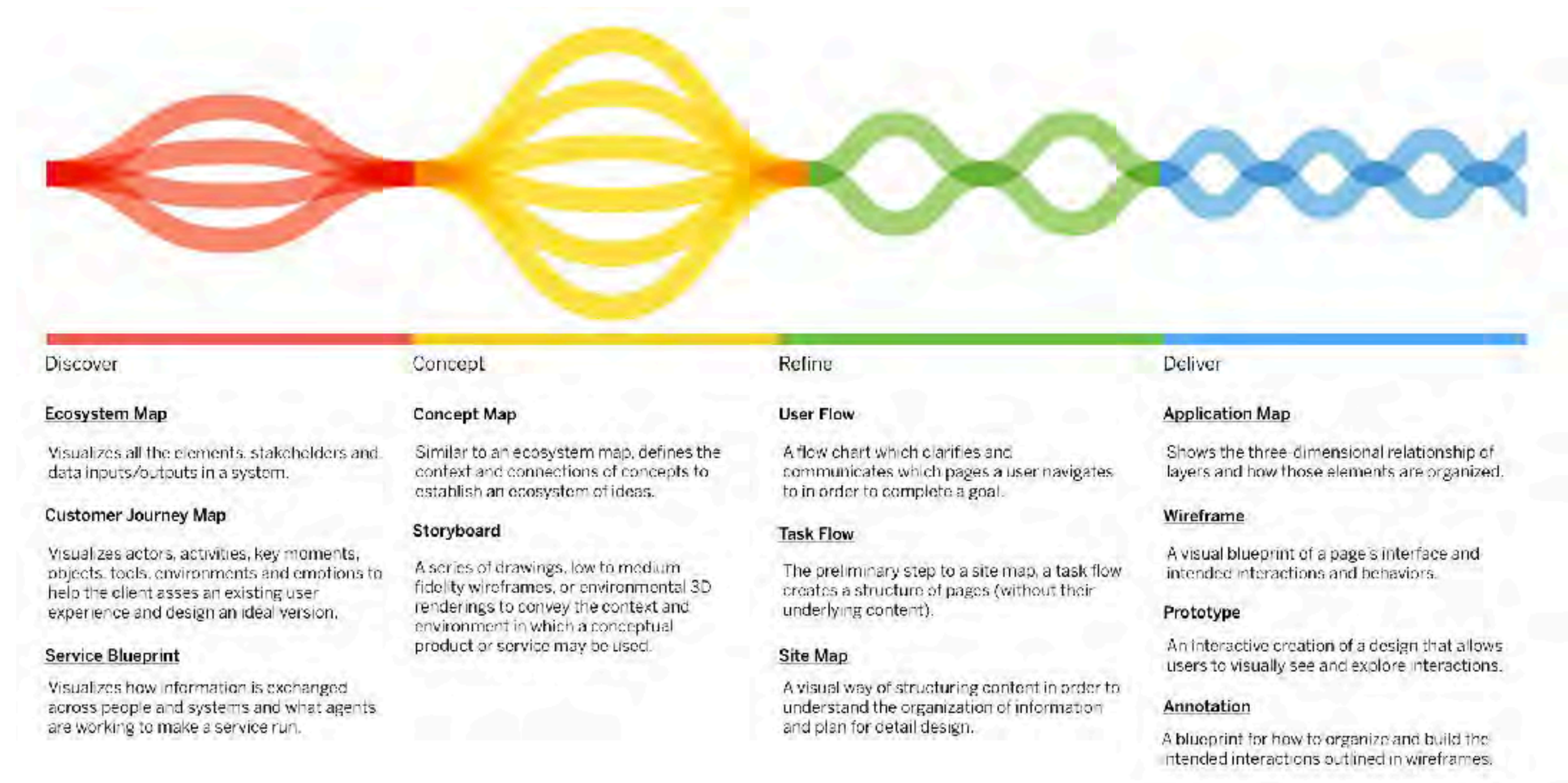


Providing Resources And Toolkits





Communicating Process





Tools For Enablement





Takeaways

Culture Of Support

A culture of support means that designers, of any level of seniority, feel comfortable and confident in asking for help from peers, collaborators, cross-functional team members, and leadership.

Resources And Toolkits

We're supposed to be experts in our discipline, have a point of view, and be able to frame a rationale - but we can't know the answer to every question, or be expected to have experience executing every deliverable.

Communicate Process

Designers need to understand what it is they're building. Whether they're new to the company, or inexperienced in a particular area, understanding what deliverables should look like and where they fit in is key.

Tools For Enablement

Upfront, continuous investment in the right tools is paramount in enabling your design team to produce the best work they're capable of.



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*Alone, we can do so
little; together we can do
so much.*

HELEN KELLER





Establishing A Culture Of Community

Tips to consider

- Implement a budget that allows for the occasional happy hour or another type of inclusive event.
- Encourage and host learning session where designers can teach and share something they're skilled in.
- Incorporate breaks in the day that make room for conversation and camaraderie.





Opening Doors For Mentorship





Communicating Career Trajectory

Associate Creative Director

Drives programs forward

Manages individual careers

Focuses on project success

Principal Designer

Drives the discipline forward

Mentors individual expertise

Focuses on studio initiatives





Providing Room For Pet Projects





Takeaways

Culture Of Community

A culture of community enables your design team to work as a cohesive unit, working together to lift each other up and push the design forward.

Mentorship

Mentoring helps junior designers grow faster and it helps build the skills for senior designers to be great leaders.

Communicate Trajectory

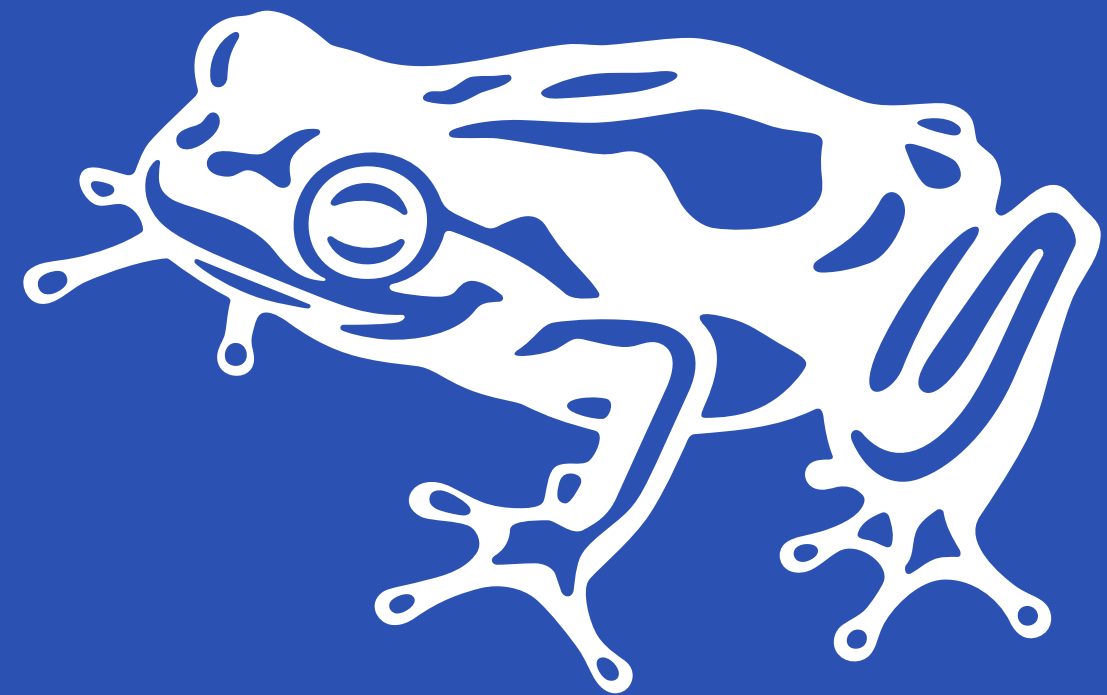
When employees don't understand how to improve upon their current status, what a clear trajectory ahead looks like, and what their options are - you'll lose them to an opportunity that seems to have a clearer path.

Room For Pet Projects

Pet projects are a great way to grow time management, self-driven process, cross-collaboration, leadership, and presentation skills.



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