the Designer
startup
WHAT IS DESIGN?
Design is the process of finding the most elegant answer to the question of "How do I?"

- Paul Scrivens, drawar.com
THE DESIGNER STARTUP

1. brand my business
2. build my products/services
3. design my customer’s experience
4. market it to the people

HOW DO I...
What Qualifies Me?

I’m not a designer

But

Design is at the core of all of my projects

I’ve worked with many TOP designers

Success & results proves this approach
(revolutionized this thinking in recent years)
AIM
BUILD A BETTER BUSINESS WITH DESIGN
startups, corporates & freelancers included
RECENT COMPARISON BETWEEN TUMBLR & POSTEROUS

Unique Visitors


- VS -
Posterous is an engineered product, while Tumblr is a designed product

... design matters more than technology (in the consumer market) ...

- Pascal-Emmanuel Gobry, Startup Digest
“Design and marketing aren’t just as important as engineering: They are more important.”

-Dave McClure, VC & angel investor
unique, personal & engaging

customers need to be "emotional" about your brand: fanatical & loyal

why does everybody love Apple?
PRODUCTS SERVICES

solve a problem

make something better/easier/more fun

make it look pretty (need one mention Apple again?)
Addictive user experience

Interaction = good vibes (visual imagery + copy writing)

Front-to-back, back-to-front
Dave McClure: Scalable Distribution Methods
Unique ways of getting attention & building an audience
Why is all of this important?

It’s a consumer market.
superb design work is admittedly quite expensive, but mediocre design, user experience & marketing campaigns just won’t cut it anymore.

- Adii, A Designed Startup (WooThemes Blog)
HECK!
Even these slides are beautiful.
The Designer Startup

1. has a design-focussed approach when strategizing;
2. makes every design a question of design;
3. values design as a competitive advantage; and
4. invests time, energy & money on the best designed solution.