

# PEOPLE OVER PIXELS

Meaningful UX That Scales



@cliffseal





**15%**  
Up-Selling

**30%**  
Usage



**18%**  
Churn

**50%**  
Errors

**65%**  
Complexity



# 15%

Willingness to buy more products  
Reluctance to switch brands  
Likelihood of recommendation









# PEOPLE OVER PIXELS



# SUSTAINING CUSTOMER LOYALTY







**MONETIZE LOYAL  
CUSTOMERS  
2.4x MORE**



A vintage photograph of a military bus, likely a World War II-era vehicle, parked on a grassy area. A large group of soldiers in uniform and hats are sitting on the ground in front of the bus, some looking towards the camera. The image has a faded, historical feel. Overlaid on the image are two large percentage figures and their corresponding text descriptions.

# 92%

**Trust Friend & Family  
Recommendations  
Above All Advertising**

# 70%

**Trust Online Consumer  
Reviews  
Above All Advertising**

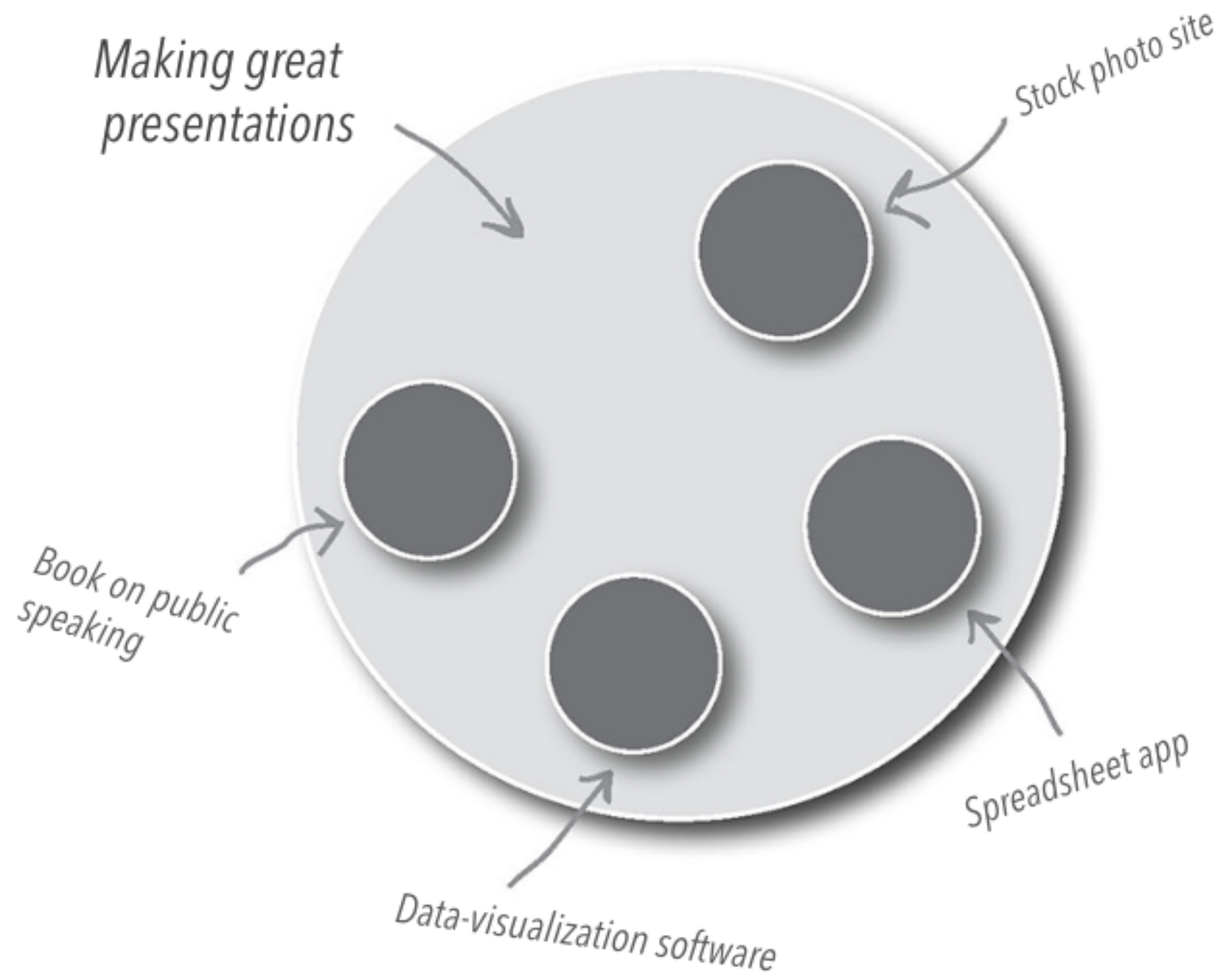


A close-up photograph of a person wearing a military-style helmet. The helmet is equipped with various sensors, cables, and a communication device. The person's face is visible through the helmet's visor, showing a focused and intense expression. The background is dark and out of focus, suggesting a tactical or operational environment.

# FOCUS ON EMPOWERING PEOPLE

not their tools







Irrelevant



How do we know this is the best action to take? Maybe there's a better way....



As a \_\_\_\_\_

I want to \_\_\_\_\_

So that \_\_\_\_\_

Persona

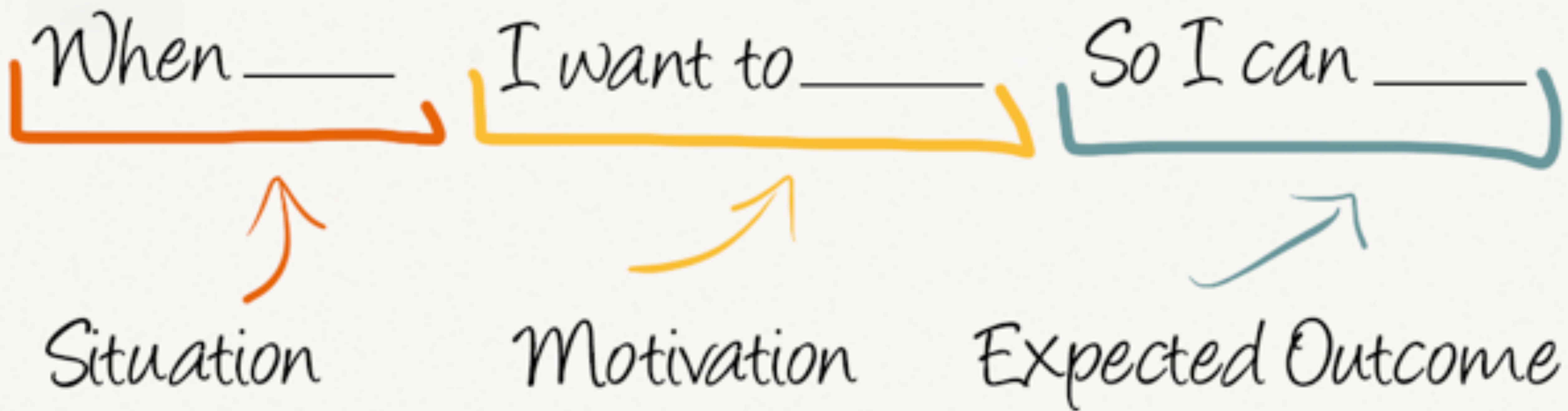
Action

Expected outcome



Too many assumptions









# RELENTLESSLY HUNT SNAGS

get yourself out of the way





46.5%

Revenue

64.5%

Orders

50%

Efficiency





# RELENTLESSLY HUNT SNAGS

get yourself out of the way





# RELENTLESSLY HUNT SNAGS

get yourself out of the way  
**and be honest when you can't**



A close-up photograph of a person's hands typing on a keyboard. The image is dark and has a semi-transparent geometric overlay consisting of several overlapping triangles in shades of grey and black. The text is overlaid on this background.

# MOTIVATE & CREATE FLOW

make room for awesome





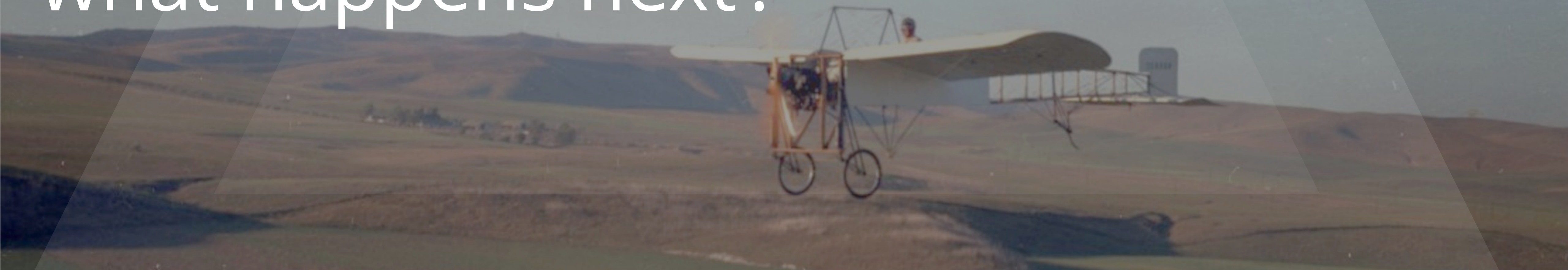
# TALK TO PEOPLE LIKE PEOPLE

learn to listen



# MEASURE POST-UX UX

what happens next?







~~USERS~~

PEOPLE