

# Building Confident Users in the Space Between

@cliffseal



Subverting Systems of Infinite Growth  
+ Toxic Leadership Through  
Intentional Diversification  
+ Coalition-Building  
for the Betterment  
of **All People**



# Let's talk about

1. Overcoming incentives that work against cross-product workflows
2. Identifying opportunities + getting traction
3. Designing democratically for exponential use cases
4. Owning the end result + expanding its footprint

***“Any organization that designs a system (defined broadly) will produce a design whose structure is a copy of the organization's communication structure.”***

Melvin E. Conway



Designing for the space between products  
lets users **transfer knowledge and intuition**  
from one product to another,  
resulting in faster adoption  
and time-to-value.



The space between is often designer-only territory.



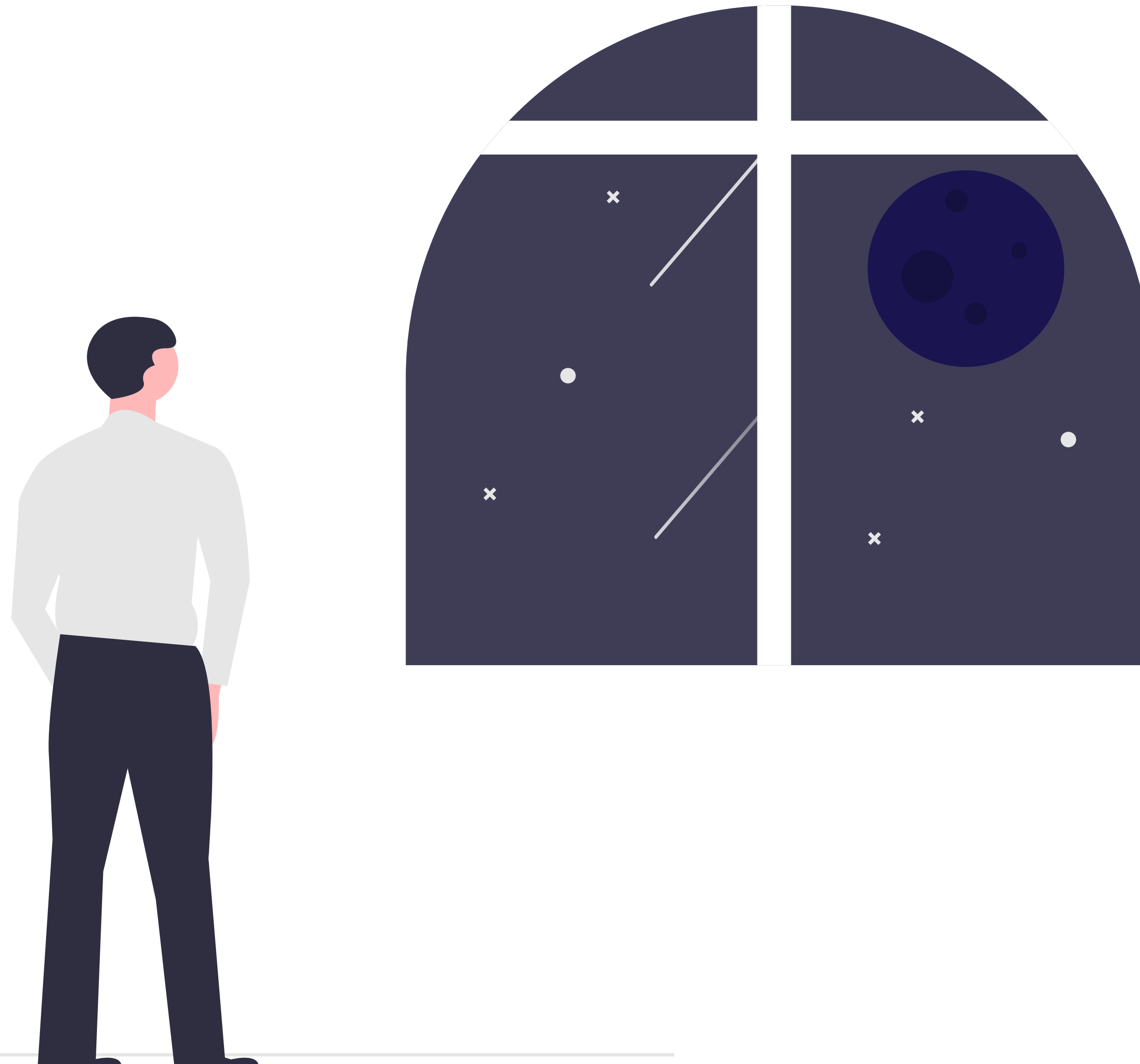
*Own it.*

*Research it.*

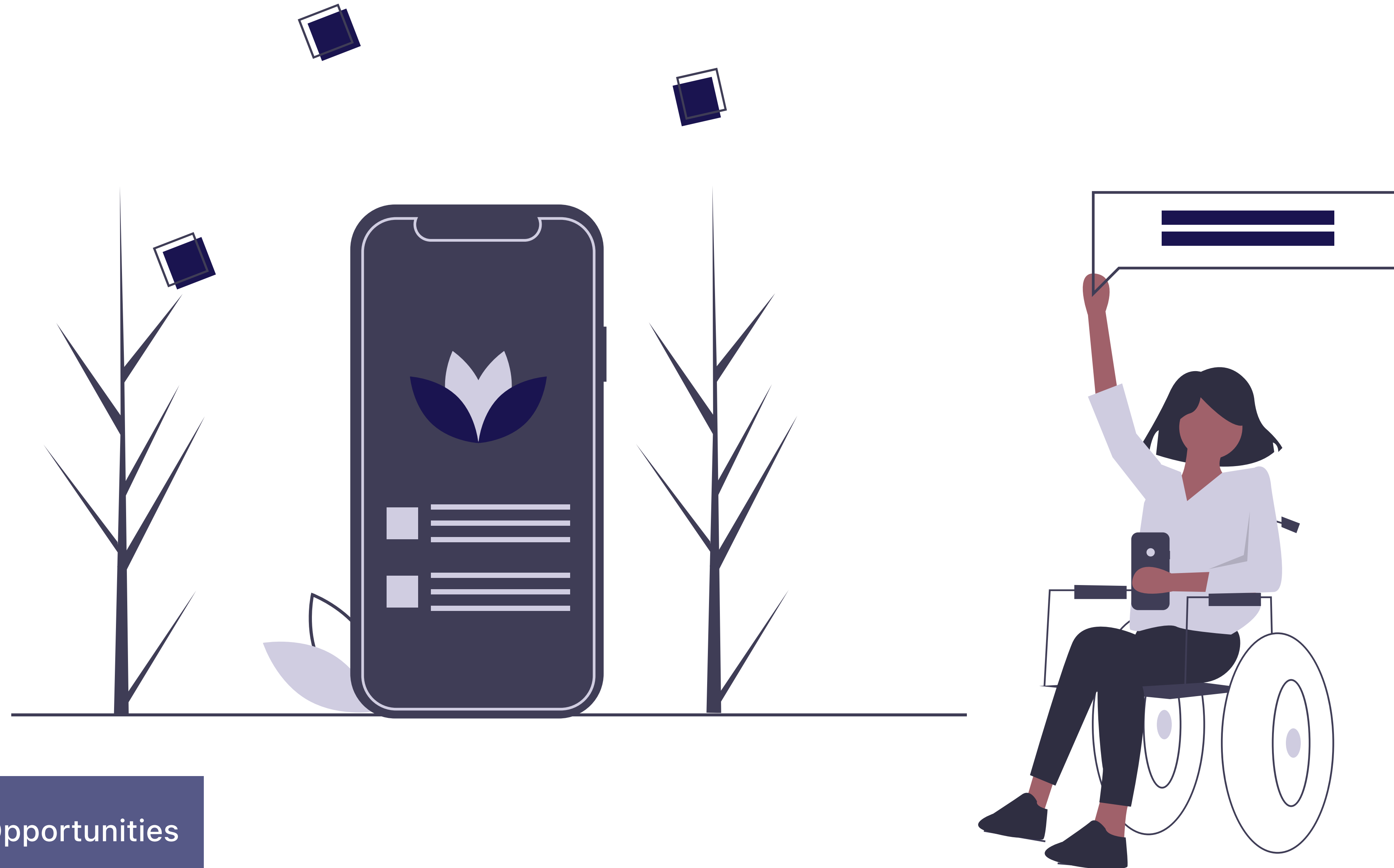
*Advocate for it.*

***Bring others in.***

# Keep a lookout.



Get *really* familiar with **qualitative** customer feedback.



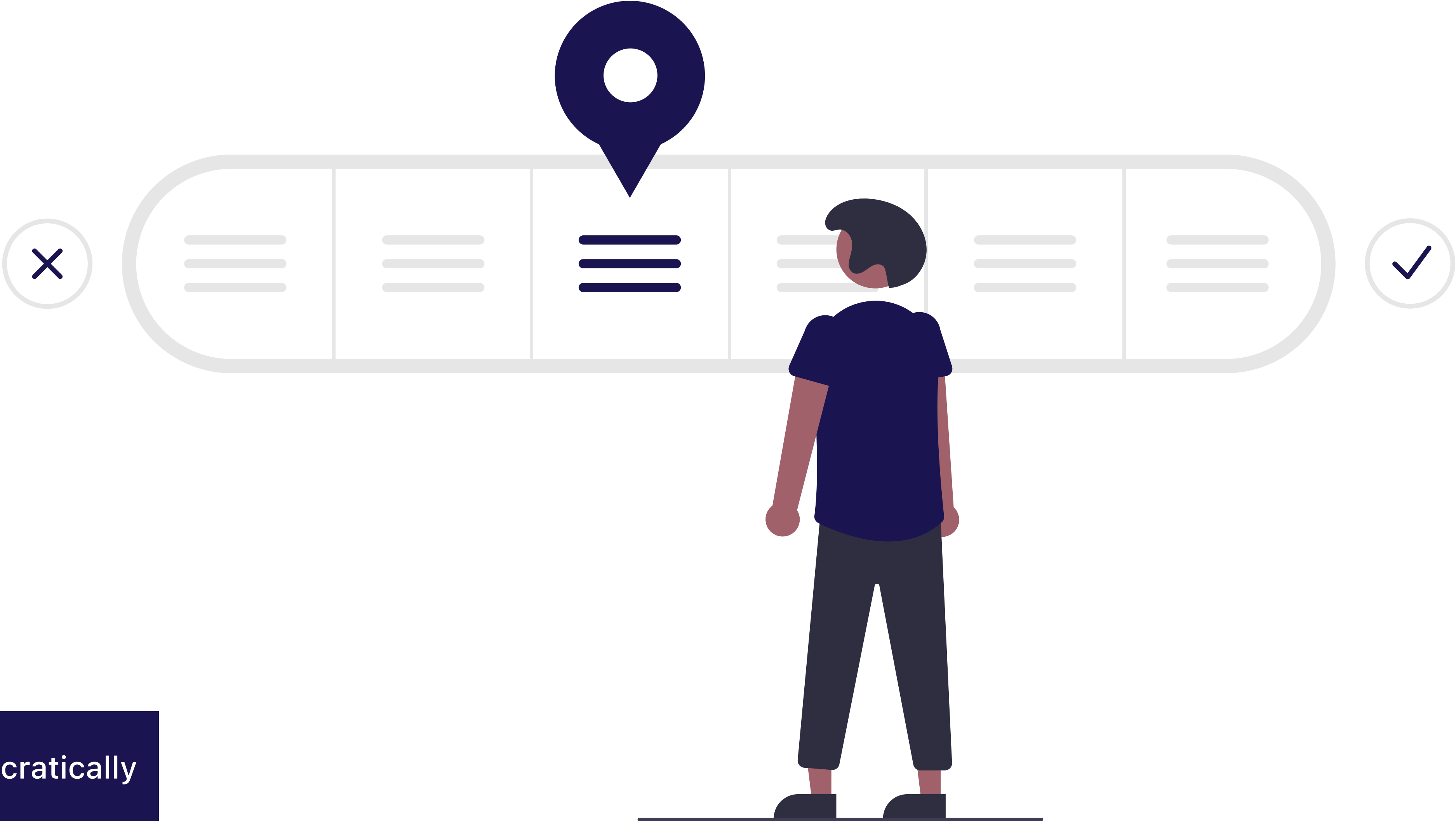


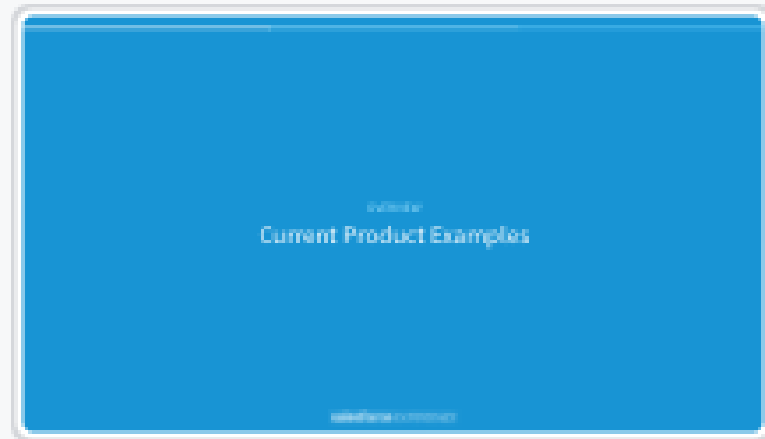
Input on design patterns should be **democratized**.

*Unique  
experiences +  
passion  
matter more  
than seniority.*

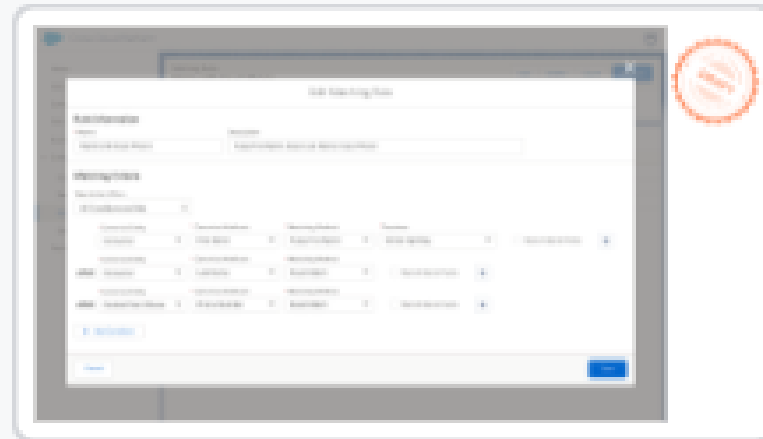


Make progress. **Then** find business opportunities.

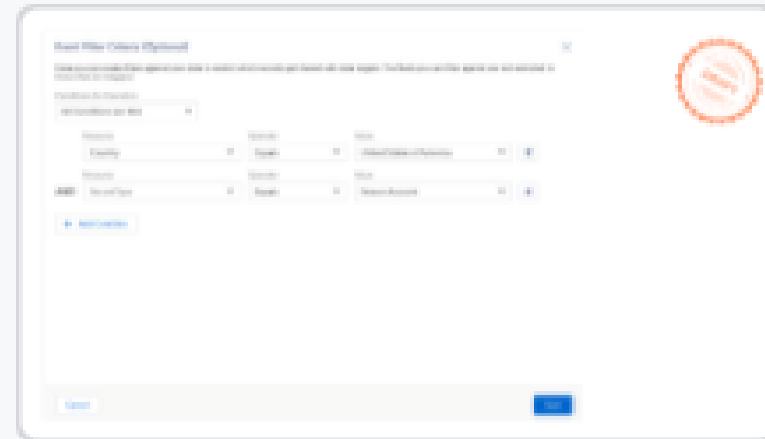




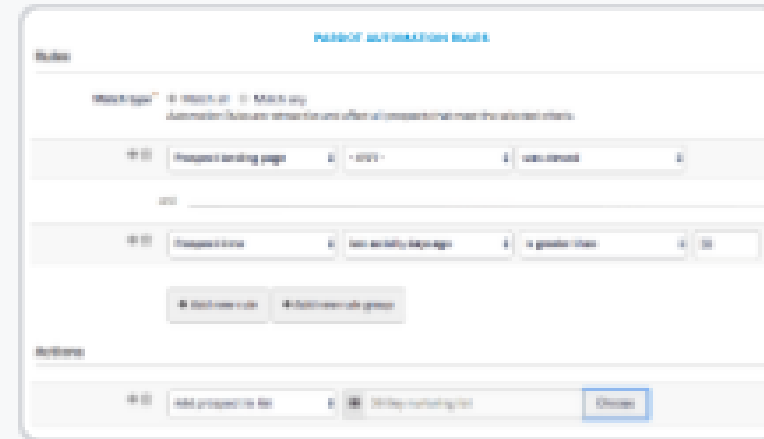
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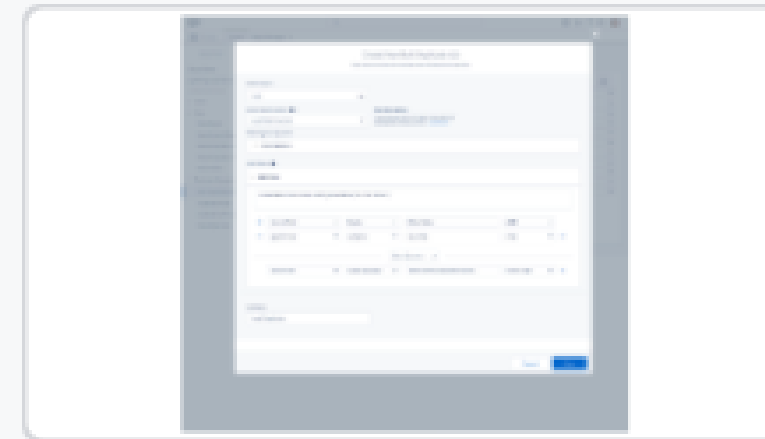
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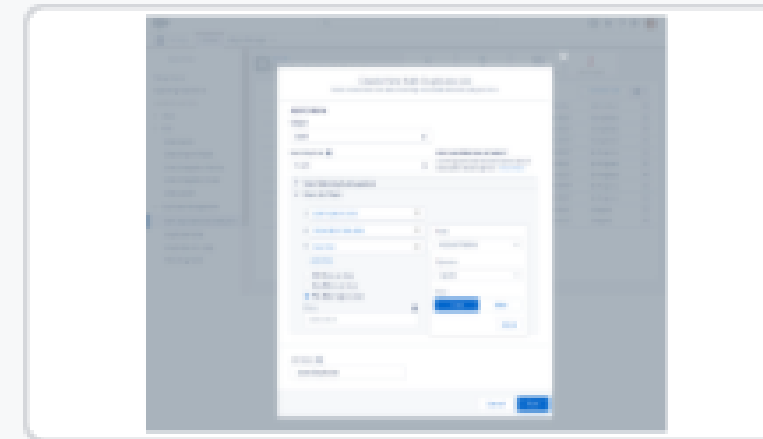
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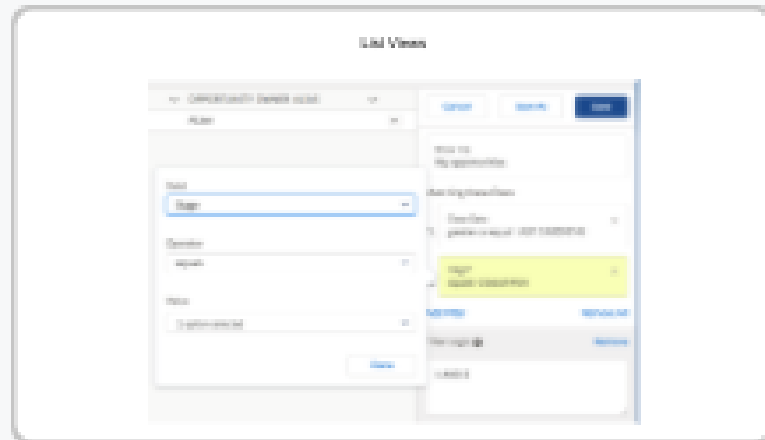
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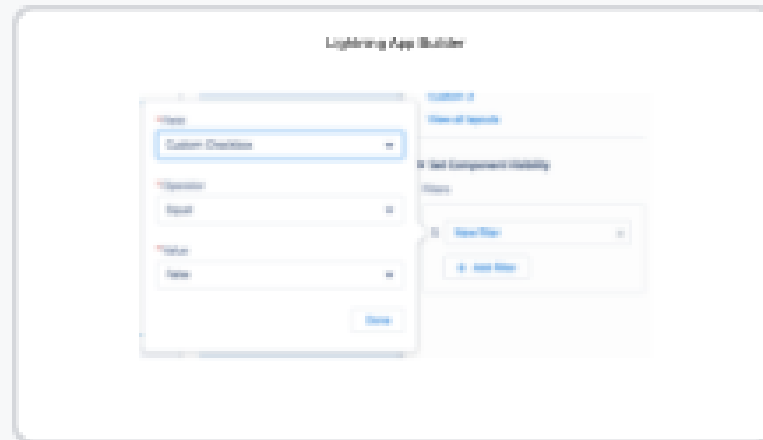
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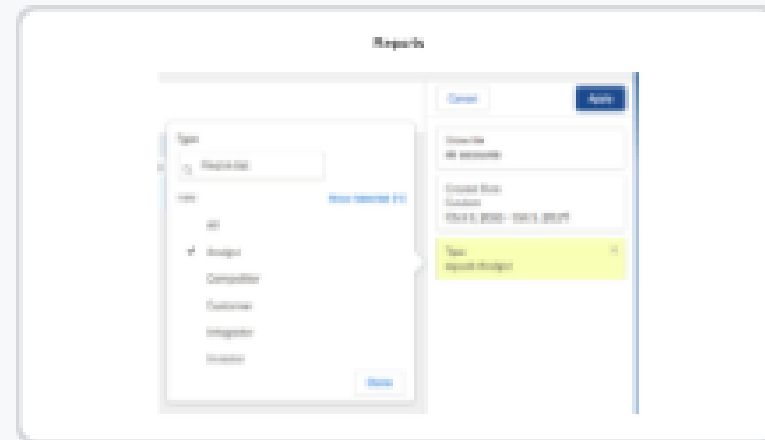
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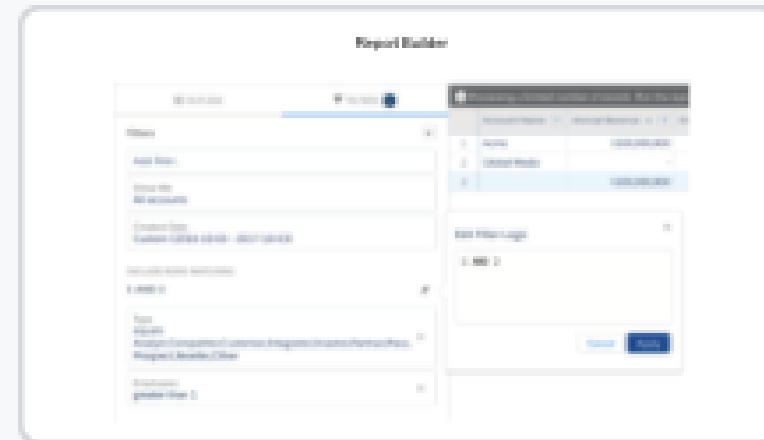
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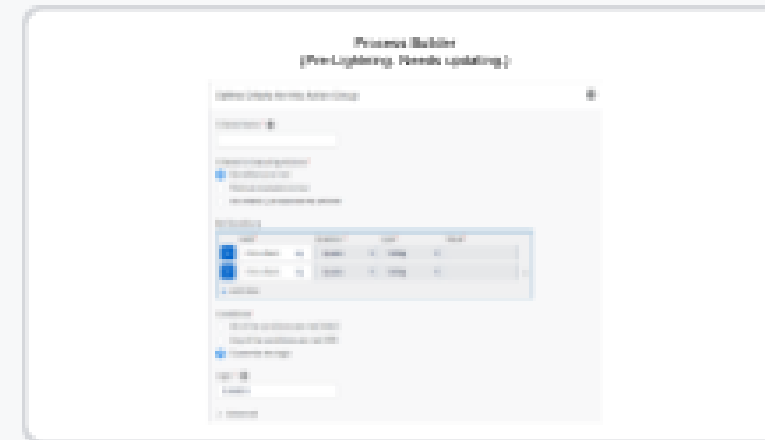
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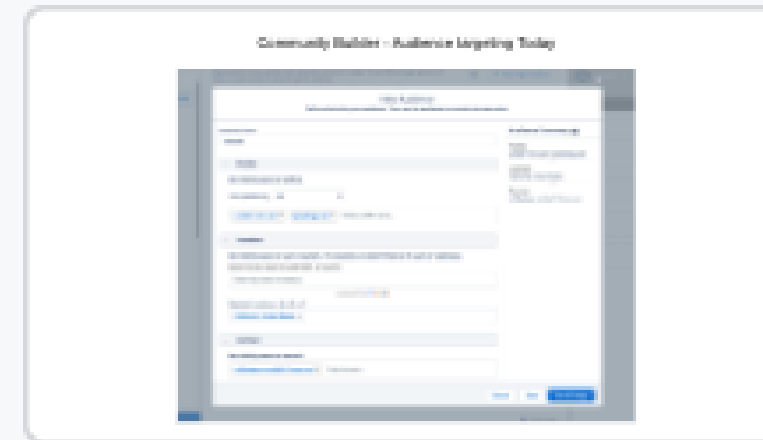
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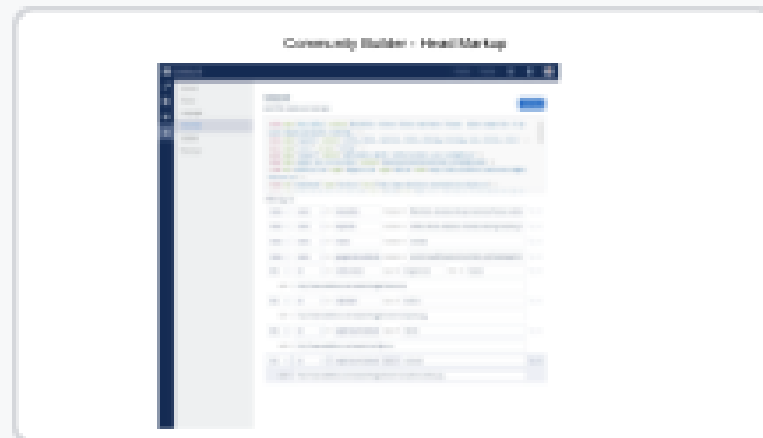
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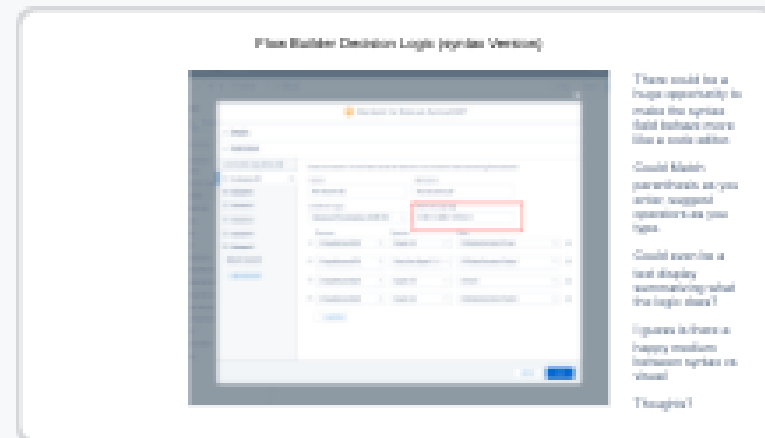
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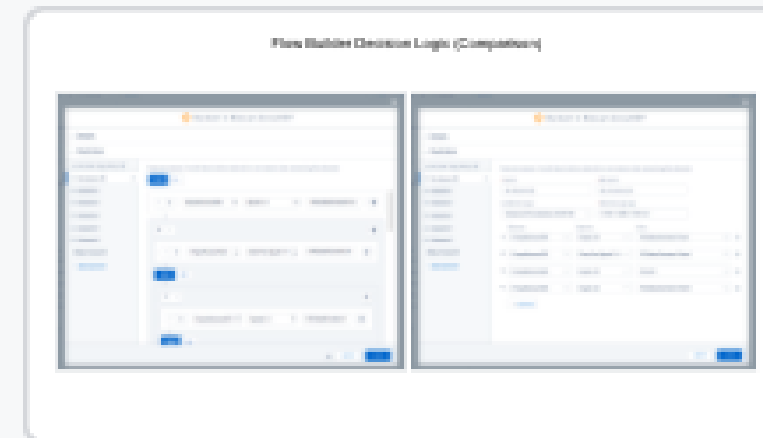
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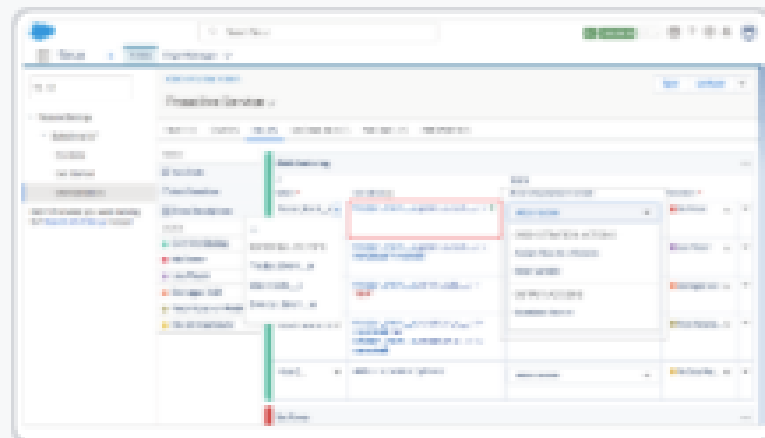
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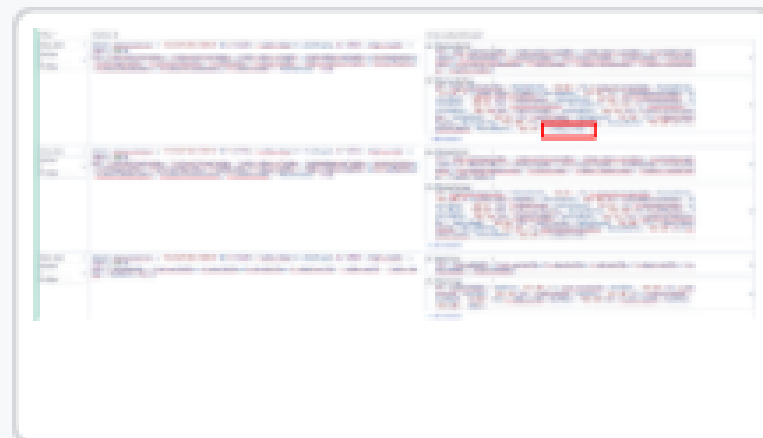
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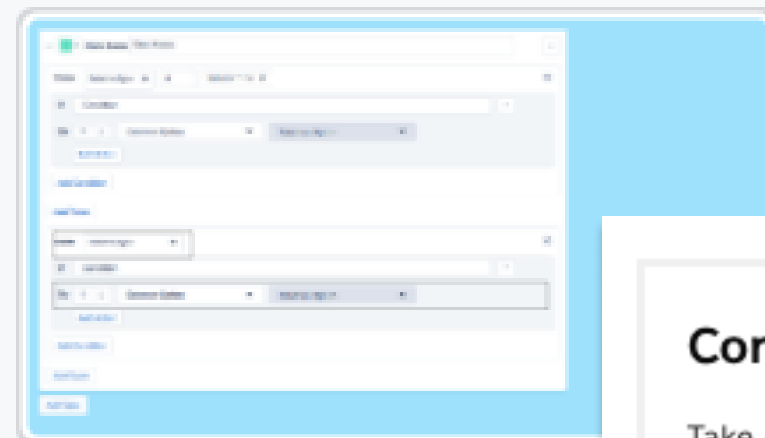
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**Conditions**

Take Action When

All Conditions Are Met

Resource: Select... Operator: Select... Value: [input field]

+ Add Condition + Add Group

# Find **funded use cases** that align, and commit.



Explore and **cluster** common interactions  
+ workflows across products.



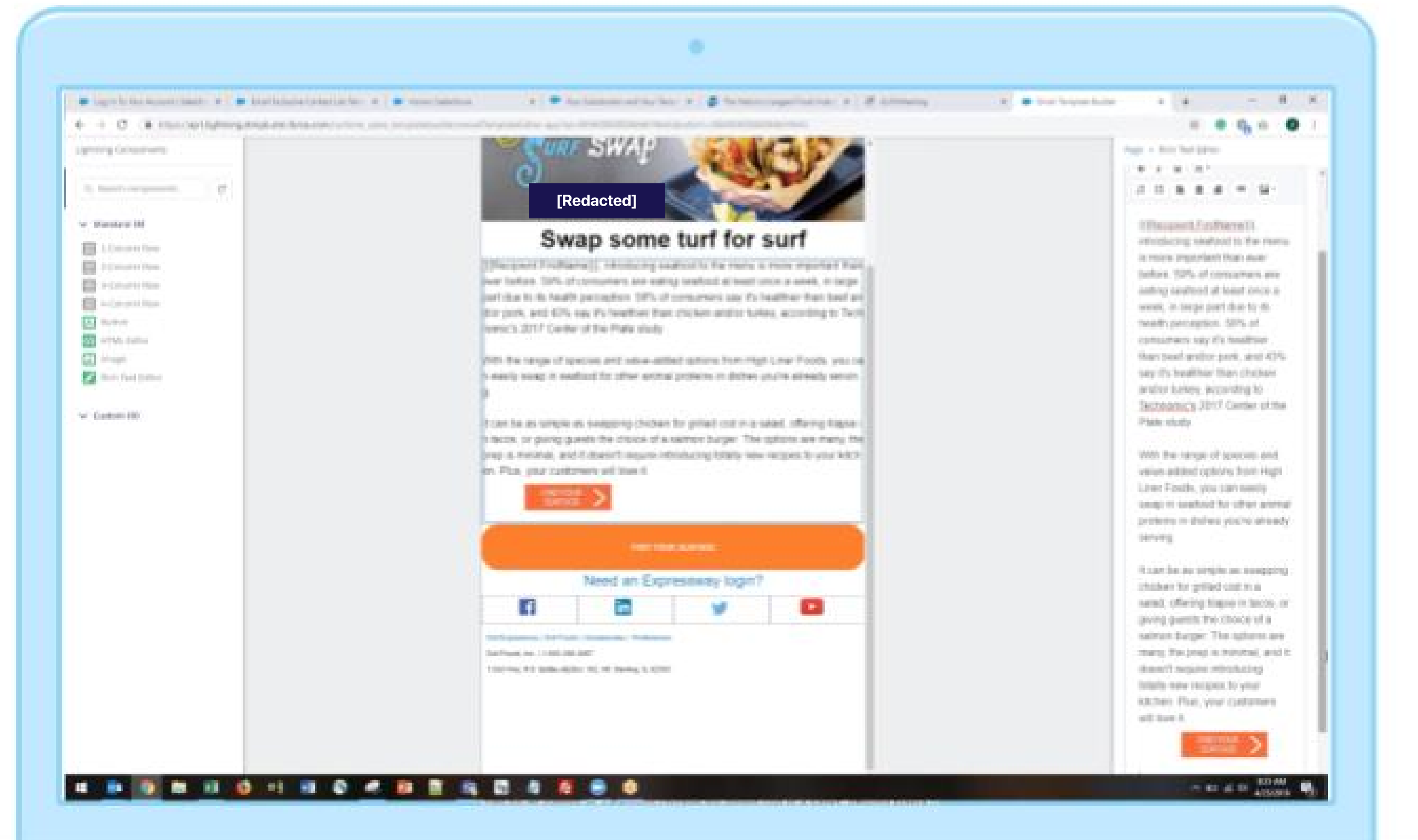
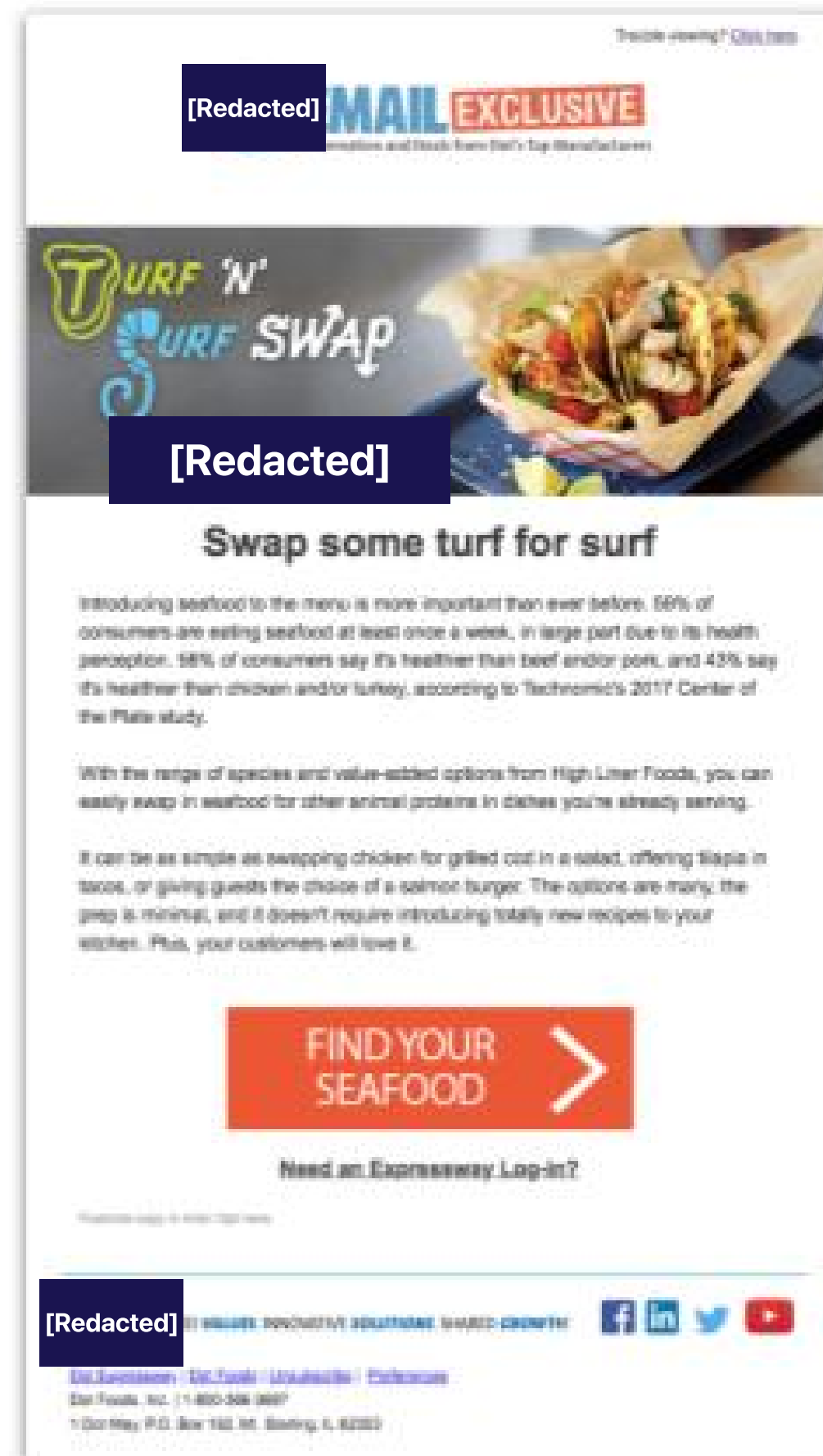
# Stress-test design concepts against use cases.



# Try: task completion + confidence ratings

## EXERCISE: RECREATE A REAL EMAIL

Participants were previously asked to provide 1-2 real emails currently in use to make the exercise realistic and familiar. **They used the same template again.**



# Try: interviews **without** UI





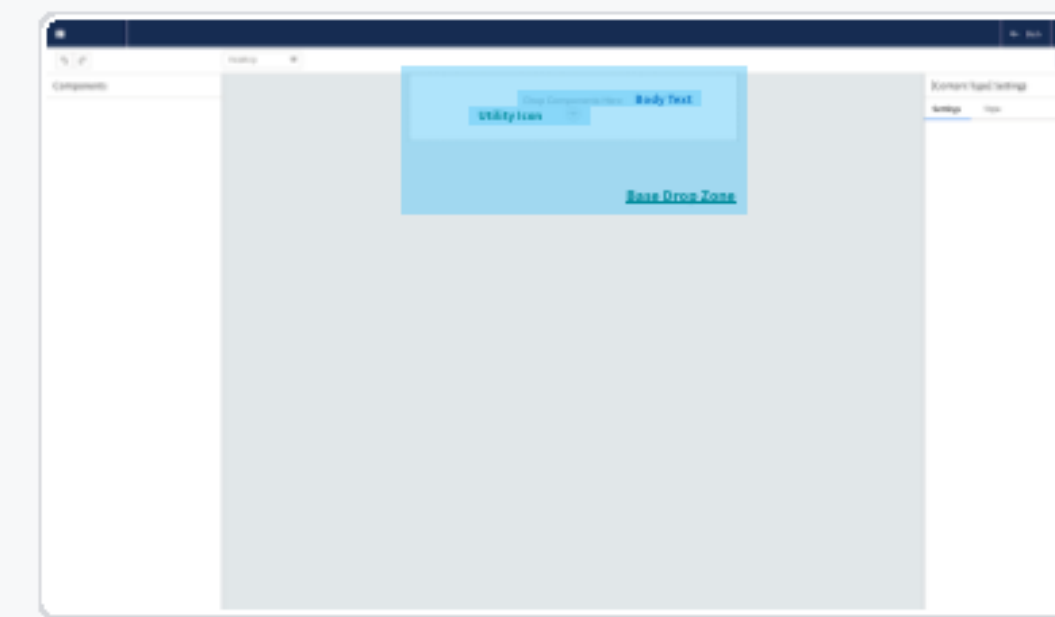
# Use the opportunity to design excellence.



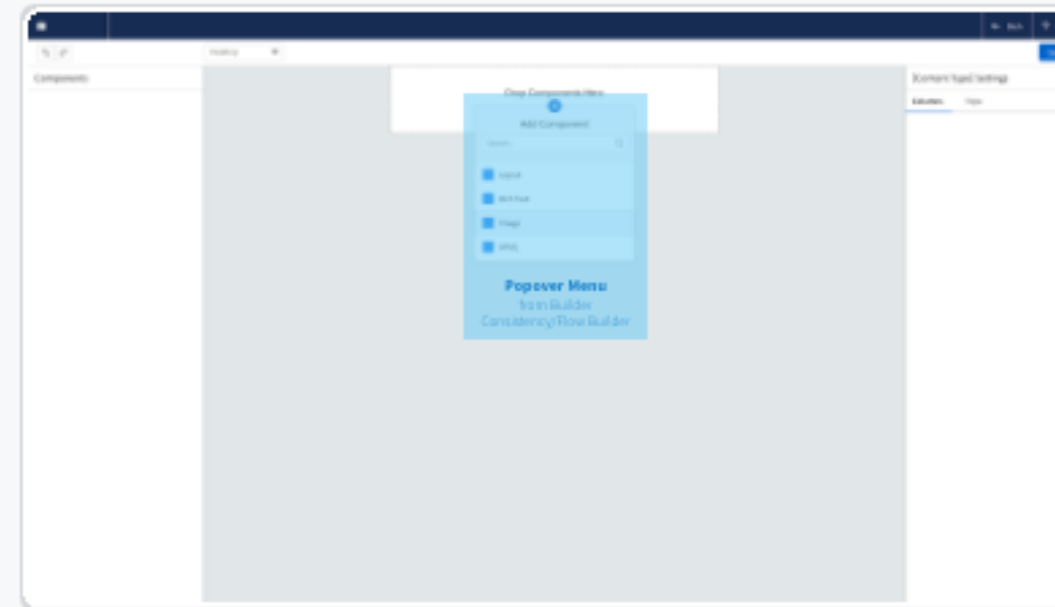
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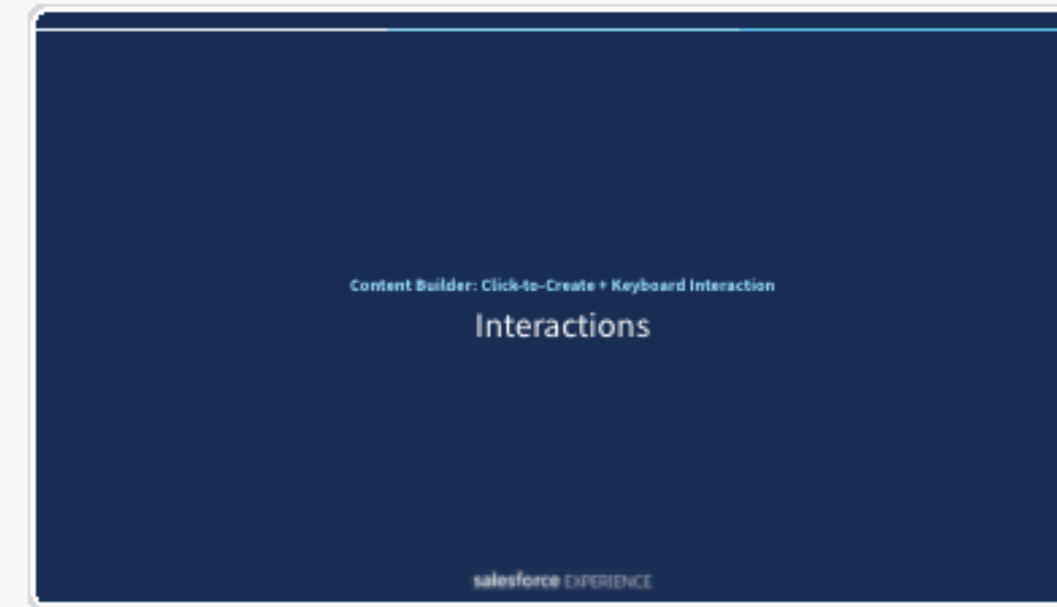
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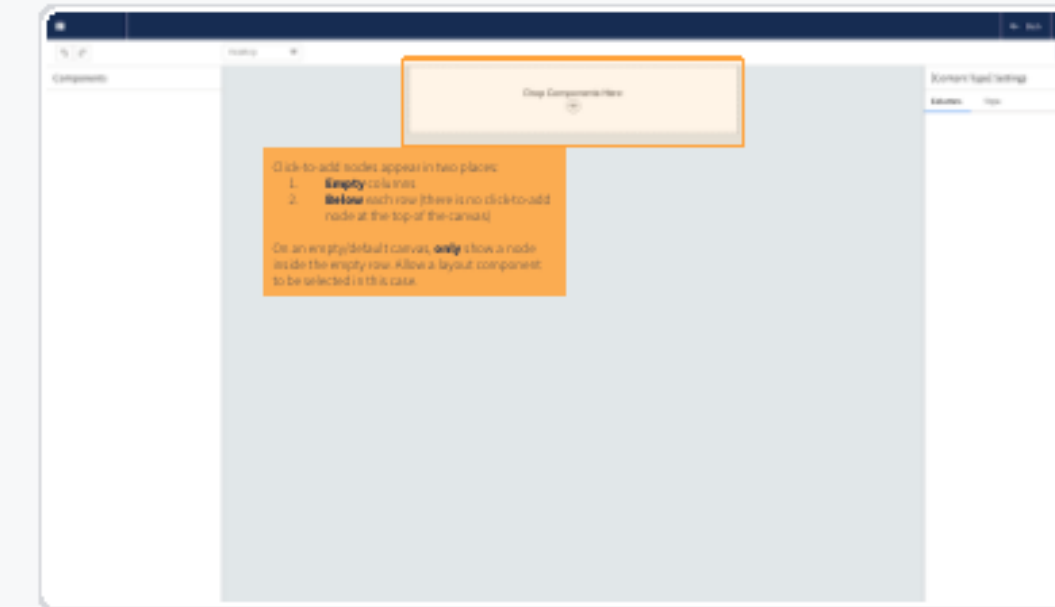
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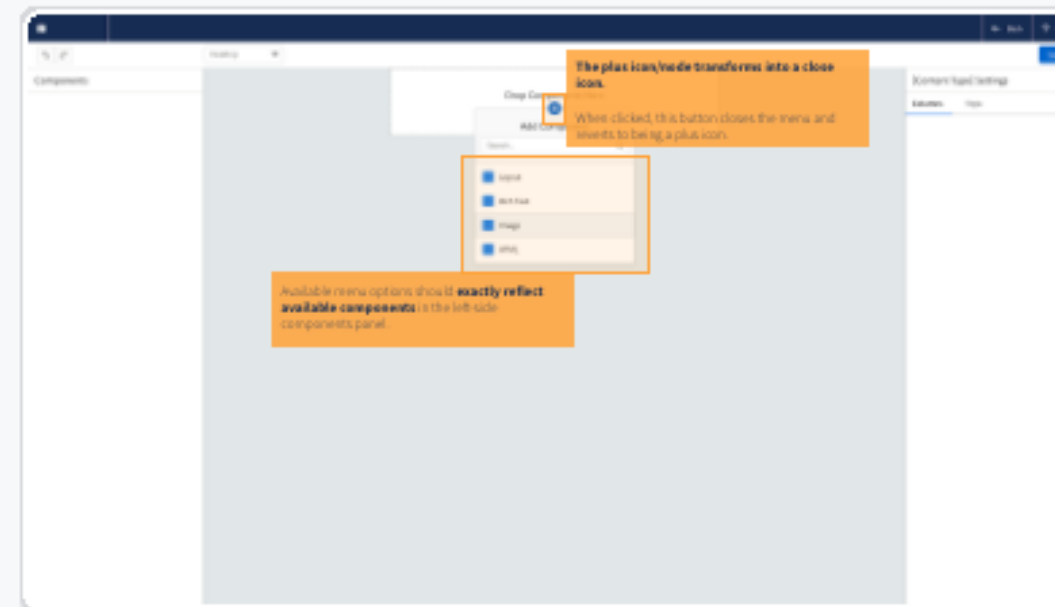
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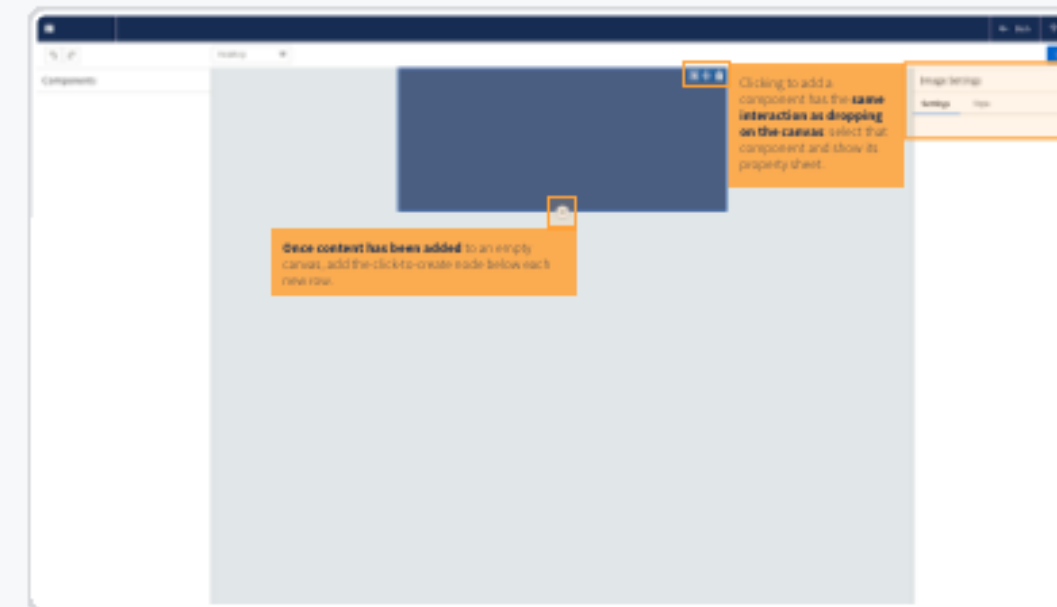
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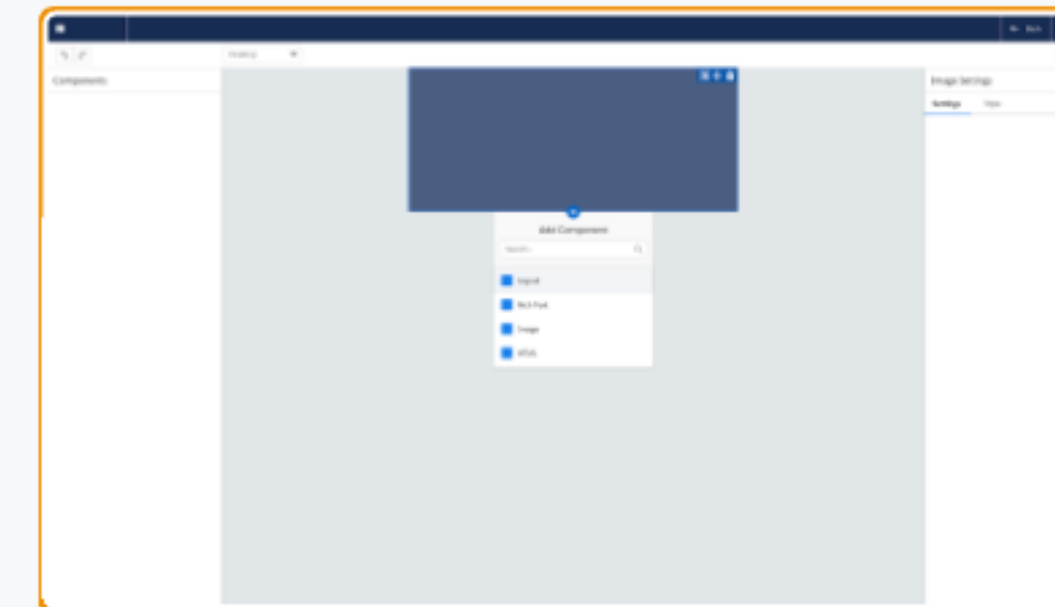
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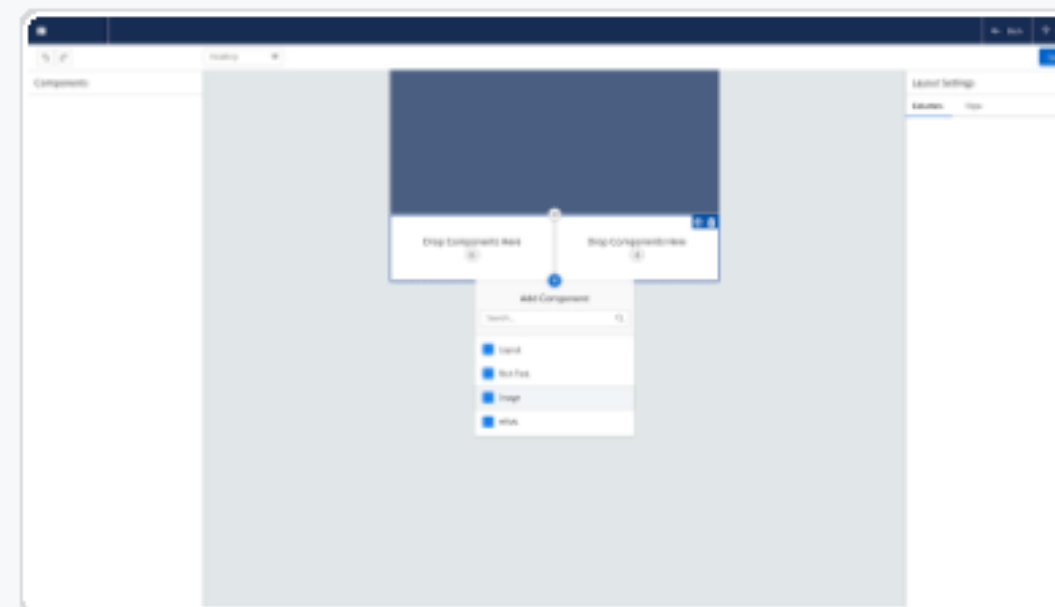
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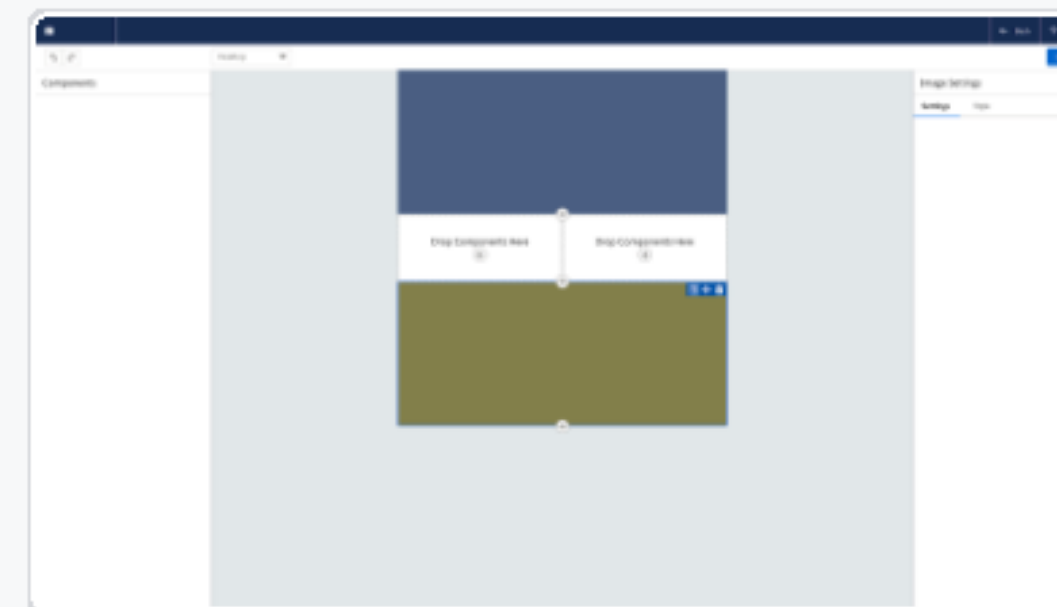
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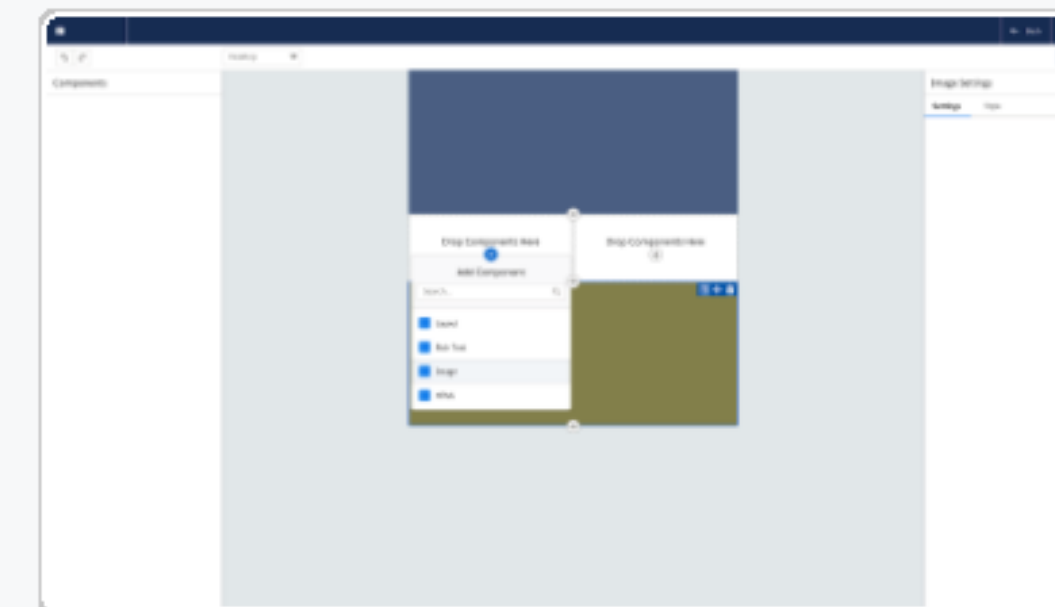
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Owning the End Result

Design **appropriate** deliverables. Then deliver.



Hold yourselves **accountable** to thoughtful, public metrics.



Evangelize, support,  
and **advocate** for  
the new work.

Test, iterate, improve,  
and **expand** the work  
to new use cases.

**Share** the output.



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