

**The biggest threat to business
isn't rejection, it's **indifference****

**visual
languages**



.....



**design
systems**





David Ogilvy

ABOUT →

Main thoughts

Book (one of them)

Old, but still bold and relevant.



Debbie Millman

ABOUT →

Podcast

Books

Go with a blue one.

Talk on 99U

Google the rest.



Marty Neumeier

ABOUT →

Agency

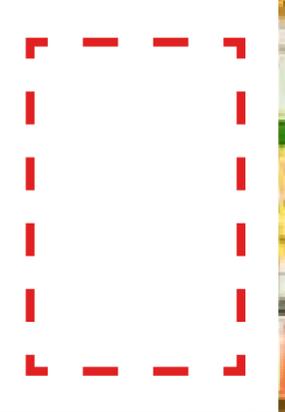
Books

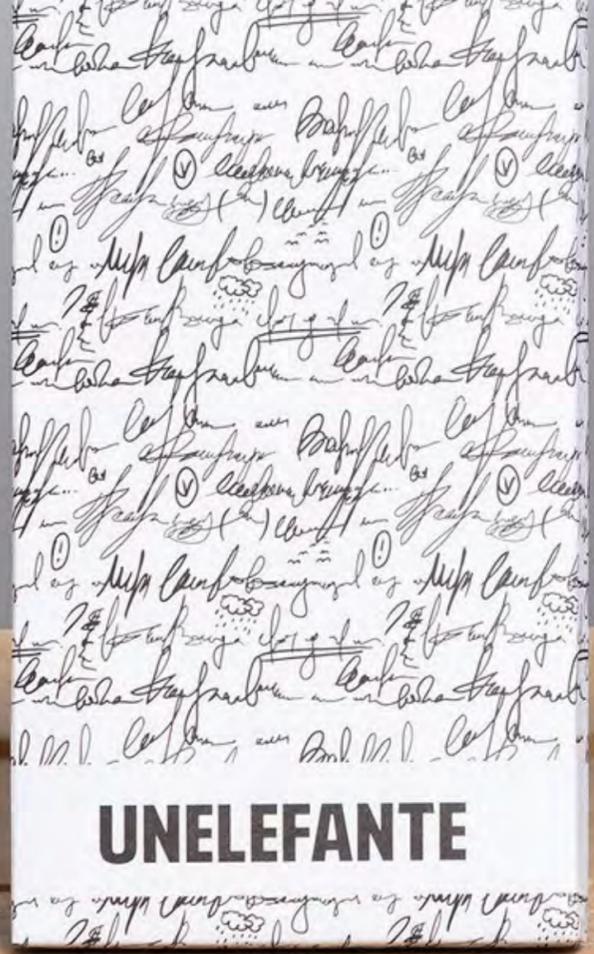
Just read them all!

Talk on CEO Summit

Google the rest.







**3 steps
of visual design strategy
to differentiate your product**

@IraNezhynska

#VISUALDESIGN #DESIGNSTRATEGY at @GETJOLOCOM

STEP 1

Start with research

1 → Can you name your Dream Clients? Why do you want to work with them?

These can be both individuals or companies.

5 → Please, name 6-10 your current active (or potential) competitors. *

We need this to check what they say about themselves and find the way to differentiate your message.

6 → Another question about your competitors:

if a potential customer decides to make a photo session in another studio in your area, what studio will it be and **WHY?** *

Hint: you can narrow previous answer to 3-5 competitors and what they do better than you?

***Decentralized Identity solutions* (Kai)**

<https://www.identitybase.com/>

<https://www.identity.com/>

<https://www.identity.com/>

<https://www.identity.com/>

<https://www.identity.com/>

<https://www.identity.com/> - cool! Cool!

<https://www.identity.com/>

<https://www.identity.com/>

<https://www.identity.com/>

***Data Marketplaces built on top of identity* (Kai)**

<https://www.identity.com/>

<https://www.identity.com/>

<https://www.identity.com/>

Going to Austin:

<https://www.identity.com/>

<https://www.identity.com/>

<https://www.identity.com/> - cool, but fonts might be better

<https://www.identity.com/>

<https://www.identity.com/> - oh, yeah!

<https://www.identity.com/> - - good logo, bad all the rest

<https://www.identity.com/>

<https://www.identity.com/>

How to not look:

<https://www.identity.com/>

<https://www.identity.com/>

<https://www.identity.com/>

<https://www.identity.com/>

<https://www.identity.com/>

Research VD landscape:*(me)*

<https://www.identity.com/>

<https://www.identity.com/> - good logo, bad all the rest

<https://www.identity.com/>

<https://www.identity.com/>

<https://www.identity.com/> - good logo, bad all the rest, nodes.... again

<https://www.identity.com/>

<https://www.identity.com/> - that is cool! bad logo

<https://www.identity.com/>

<https://www.identity.com/> - nice logo

<https://www.identity.com/> - blue, boring

<https://www.identity.com/>

<https://www.identity.com/> - nice font

<https://www.identity.com/> - good graphics

<https://www.identity.com/> - that is cool! powered by [ethereum](https://www.ethereum.org/)

<https://www.identity.com/> - explanation of name and pronunciation

<https://www.identity.com/> - - good graphics

<https://www.identity.com/>

<https://www.identity.com/> - network of nodes again, again, again

<https://www.identity.com/> - unreadable color



Iryna Nezhynska is 😊 feeling determined at 📍 STATION-Berlin. ...

5 April at 20:45 · Berlin · 👤 ▼

I was at my first crypto conference today.

I had a mission: to do a field research of how our local blockchain companies apply their visual identities on trade show appearance.

As always - bad news and good news.

Bad news: there are very-very few remarkable visual identities and one single blockchain-ish style followed and remastered in slightly different ways. "Find a difference!" Sad situation... 😞

Good news: (probably only for me) it will be freaking easy... [See more](#)





CRYPTO-CONFERENCE.COM

Networking Stage



TV-TWO

CRYPTO-CONFERENCE.COM

P / Press

BLOCK

illiant.io

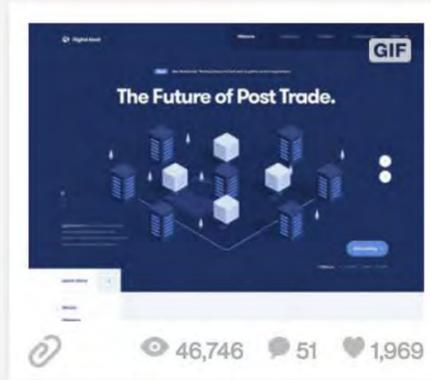
Next-Gen Cryptocurrency



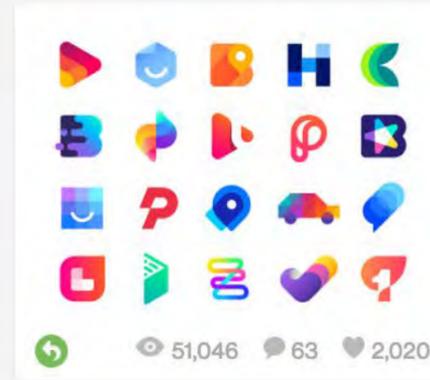
INDEX BY **TRW**



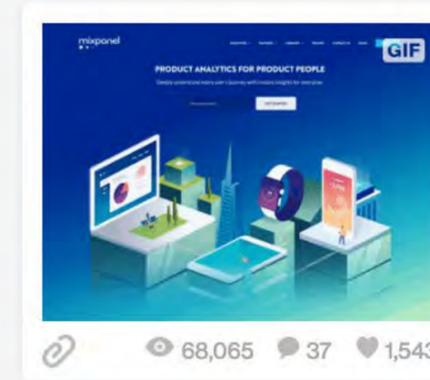
Mike | Creative Mints



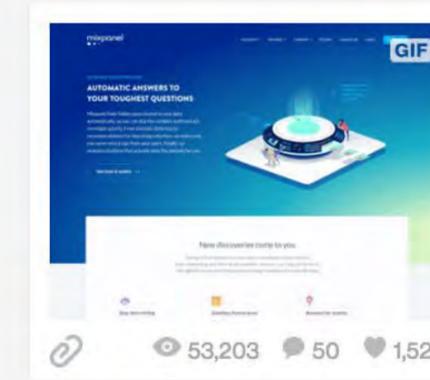
Julien Renvoye



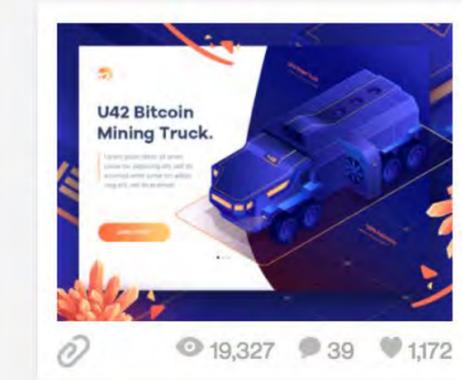
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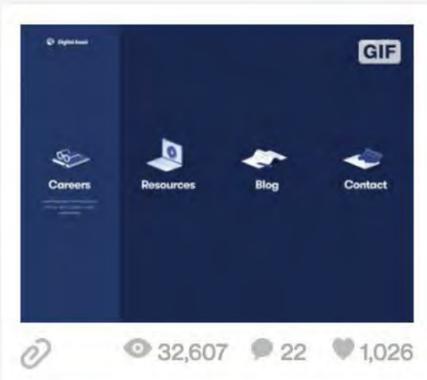
Julien Renvoye



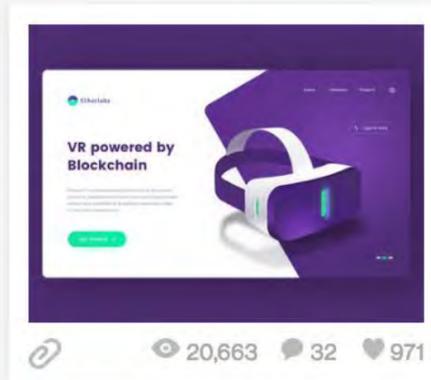
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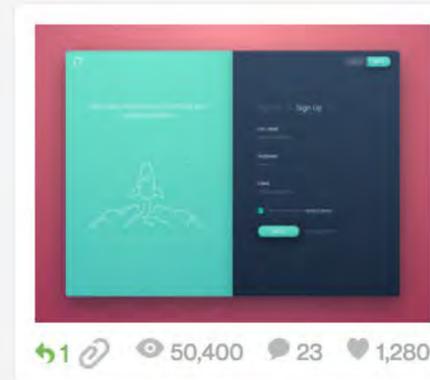
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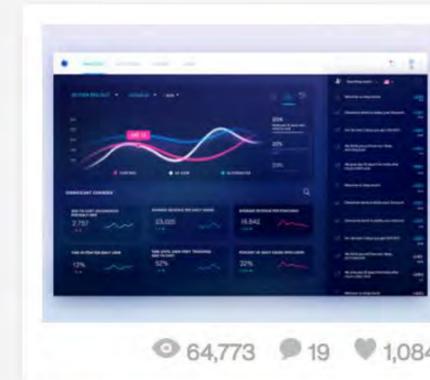
Julien Renvoye



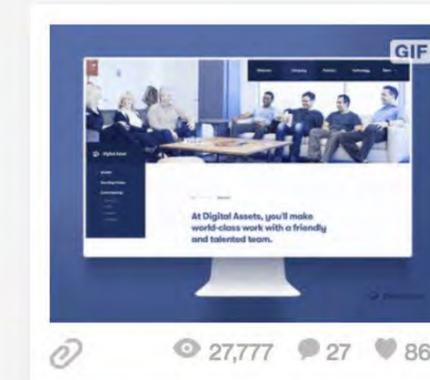
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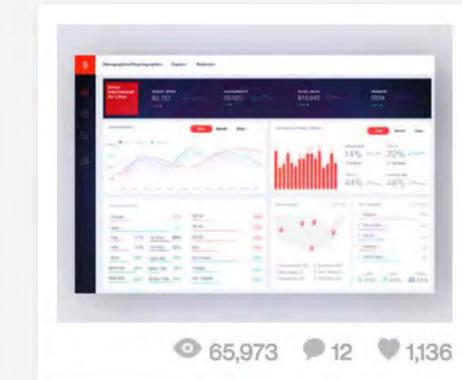
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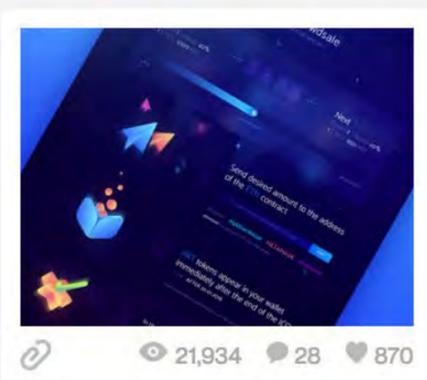
Milkinside



Julien Renvoye



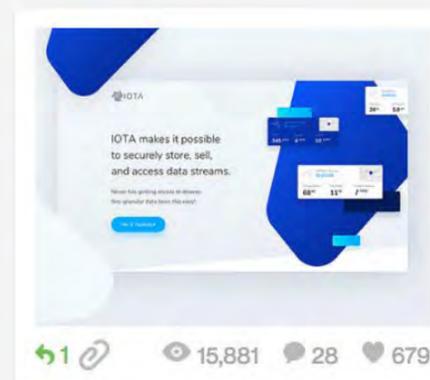
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uixNinja



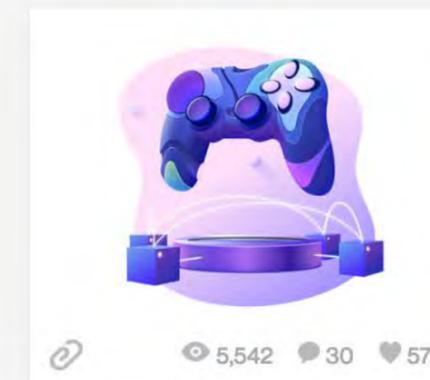
Zajno Crew



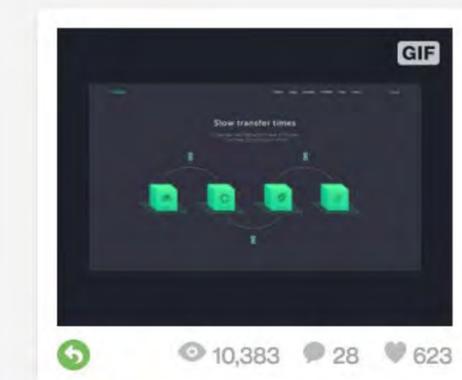
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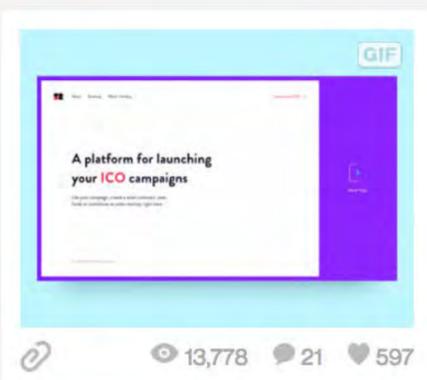
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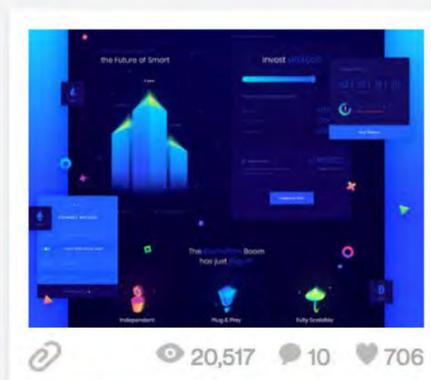
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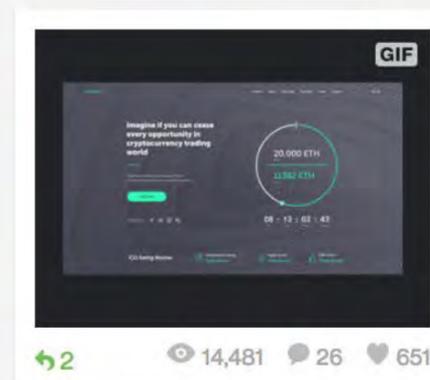
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Awsmd



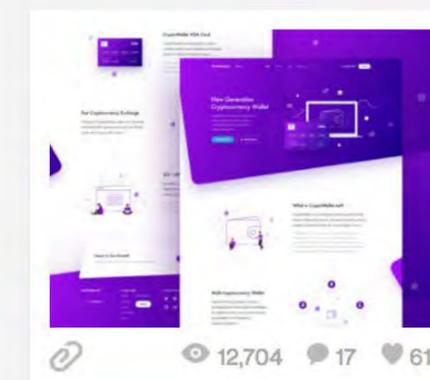
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Sochnik



10Clouds

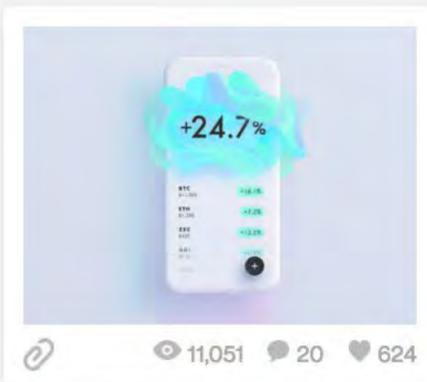


Anton Avilov



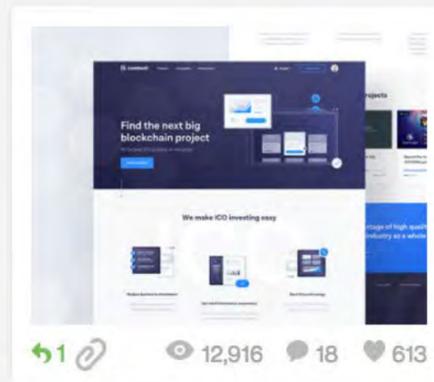
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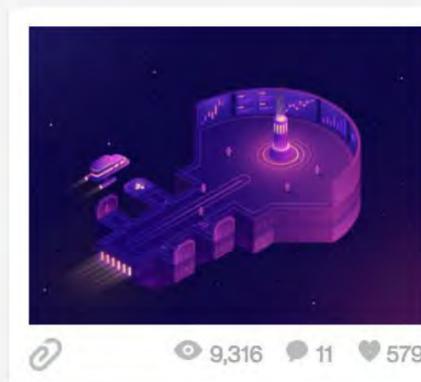
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tonik



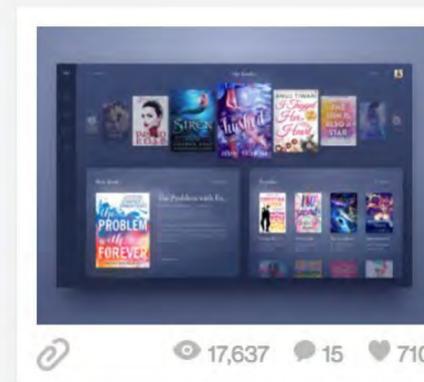
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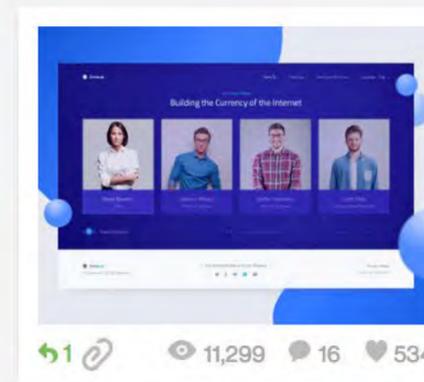
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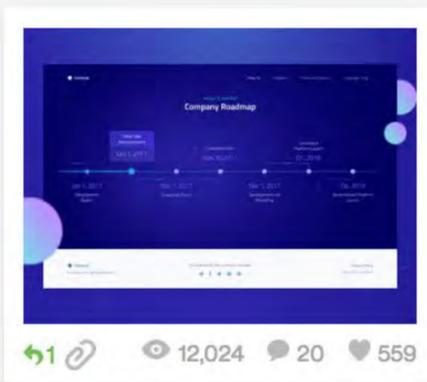
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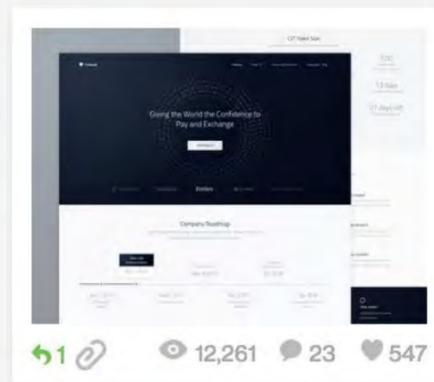
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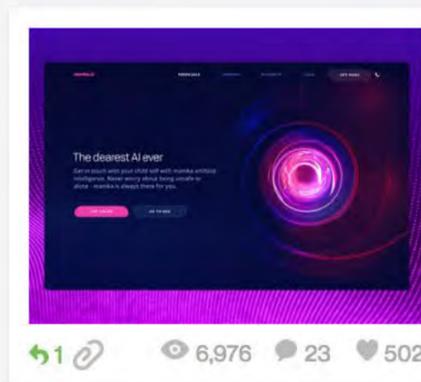
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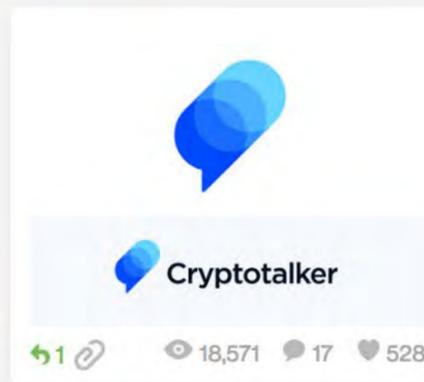
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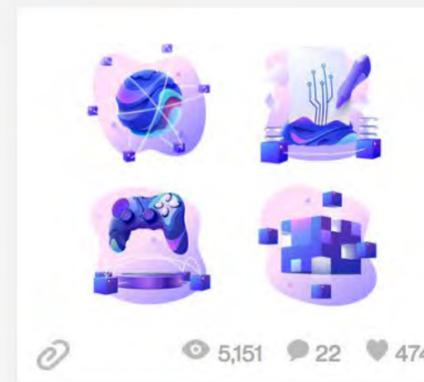
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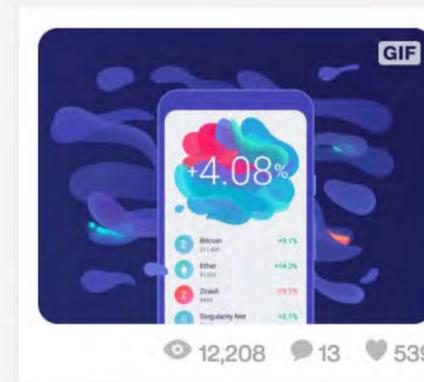
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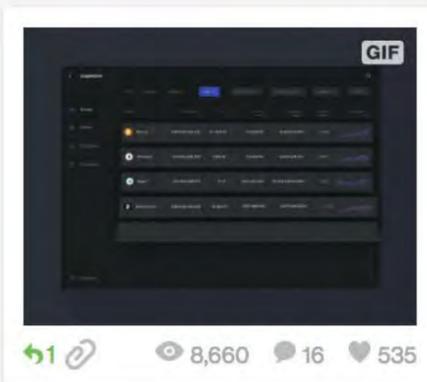
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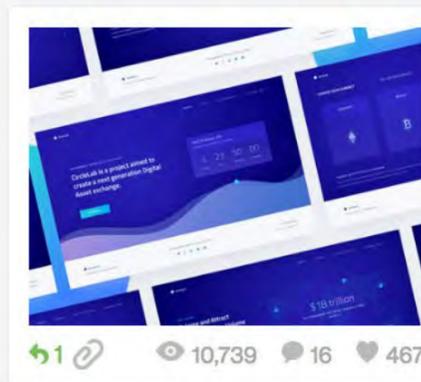
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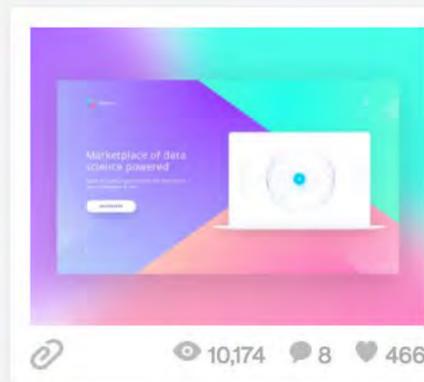
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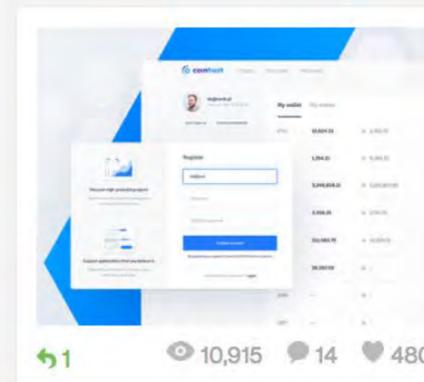
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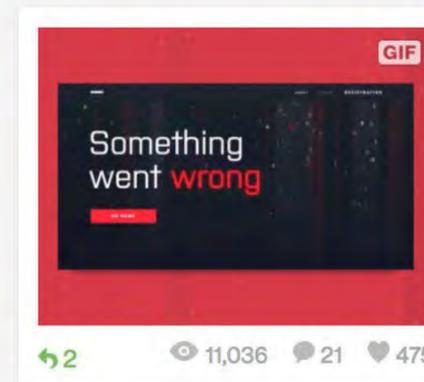
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Awsmd



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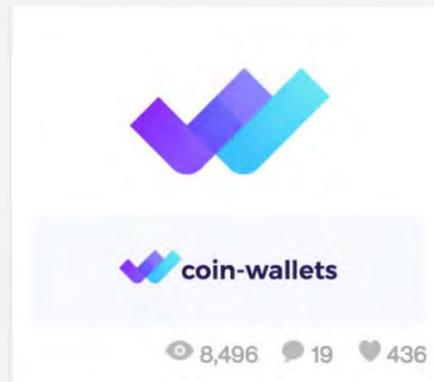
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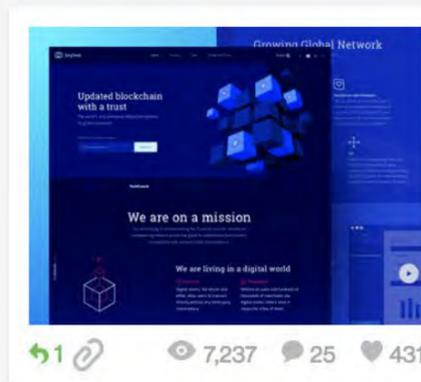
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Gleb Kuznetsov



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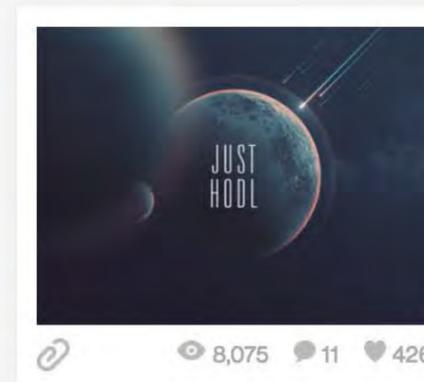
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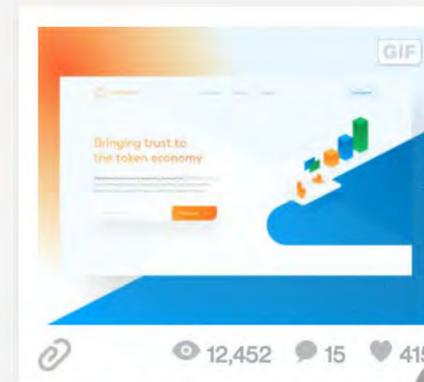
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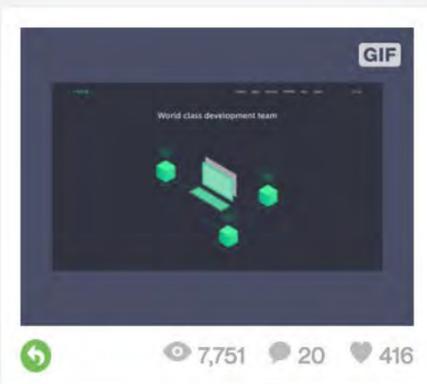
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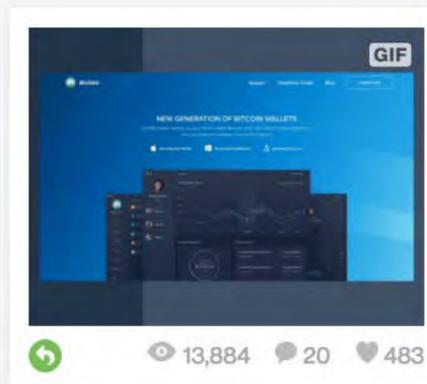
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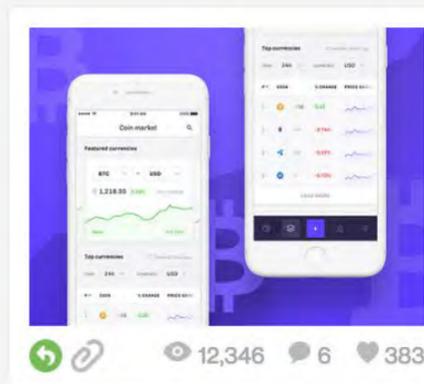
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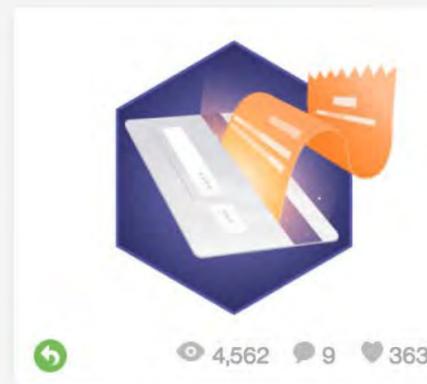
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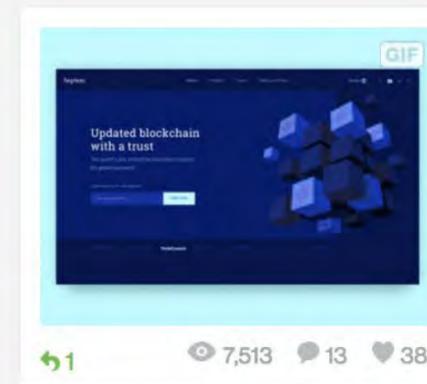
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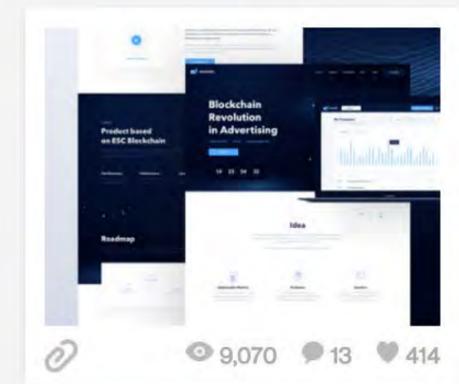
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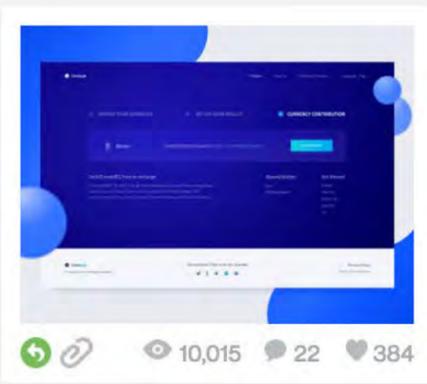
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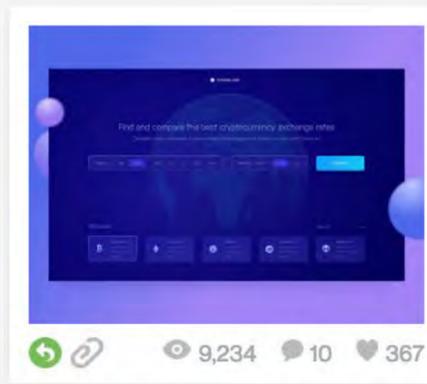
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10Clouds



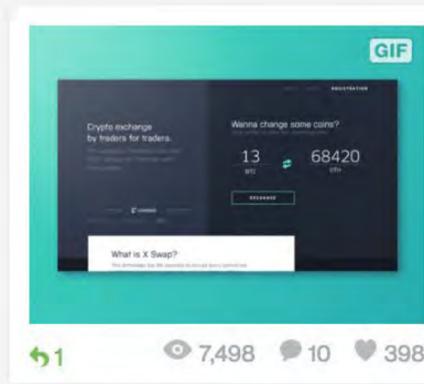
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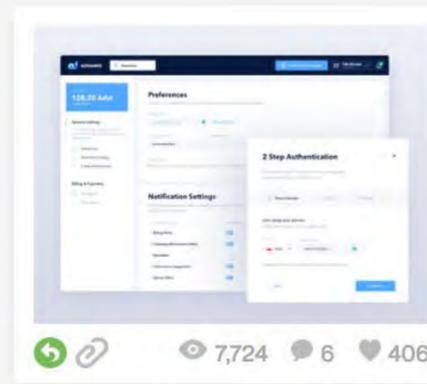
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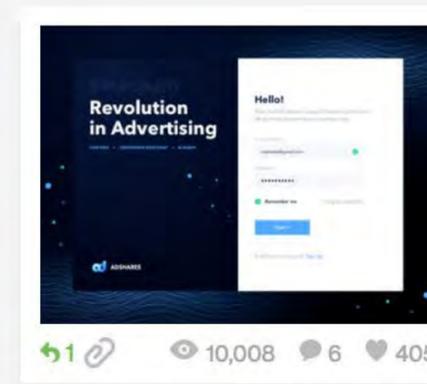
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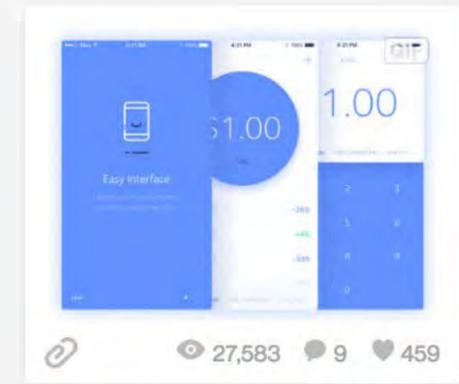
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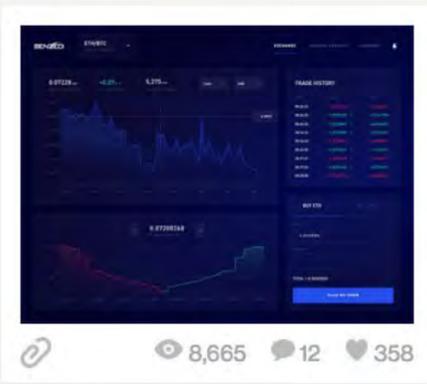
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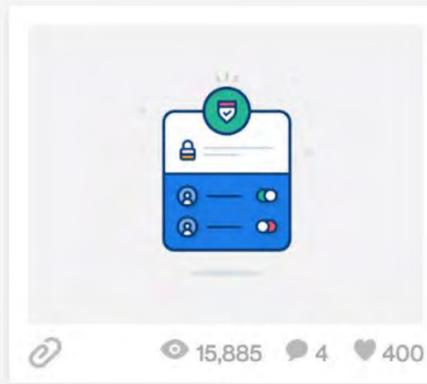
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Dmitri Litvinov



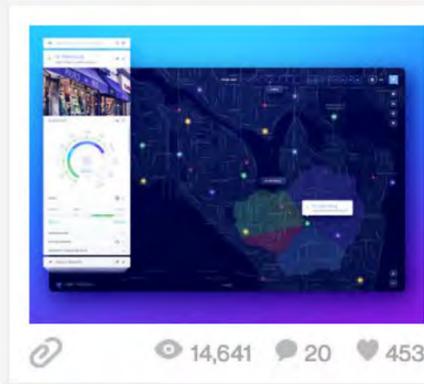
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Balkan Brothers



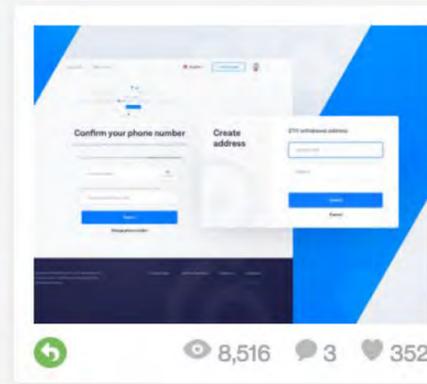
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Dmitri Litvinov



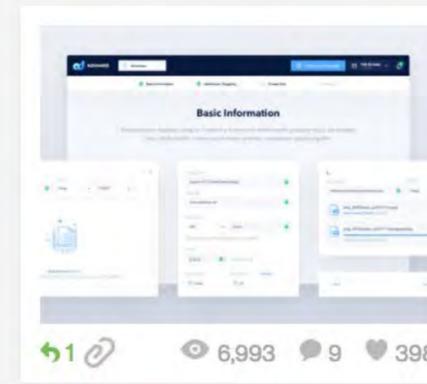
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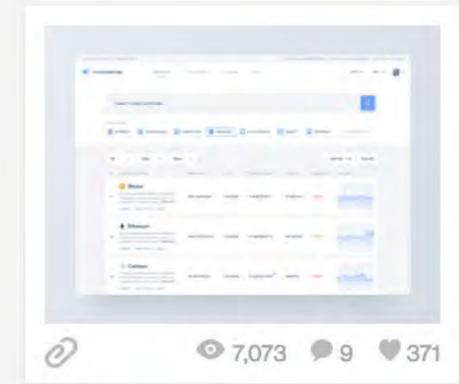
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tonik



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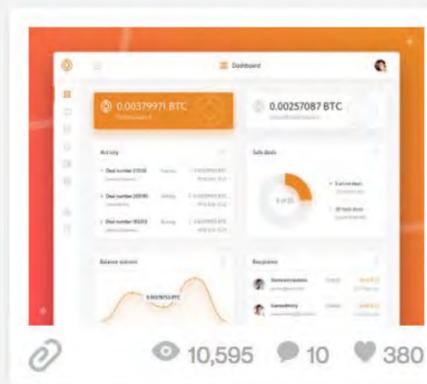
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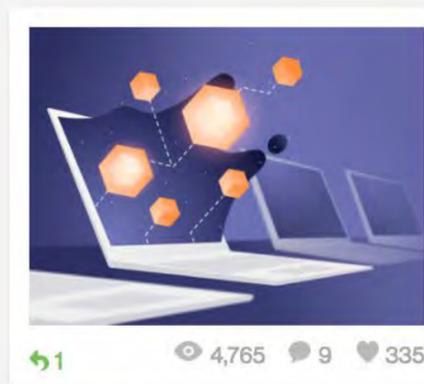
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Dmitri Litvinov



10,595 10 380

Anton Avilov



4,765 9 335

Zajno Crew



3,514 12 321

Csaba Gyulai



12,344 7 352

Awsmd



18,088 10 423

Dmitri Litvinov





Iryna Nezhynska is 😏 feeling determined at 📍 STATION-Berlin. ...

5 April at 20:45 · Berlin · 👤 ▼

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As always - bad news and good news.

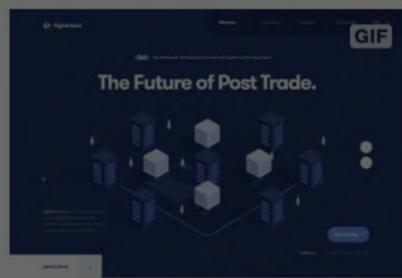
Bad news: there are very-very few remarkable visual identities and one single blockchain-ish style followed and remastered in slightly different ways. "Find a difference!" Sad situation... 😞





47,529 68 2,823

Mike | Creative Mints



46,746 51 1,969

Julien Renvoye



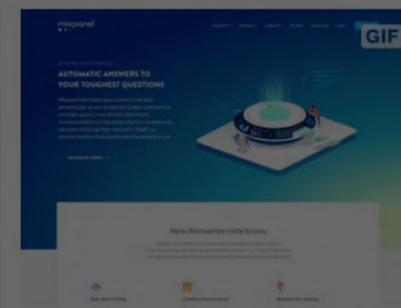
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Vadim Carazan



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Julien Renvoye



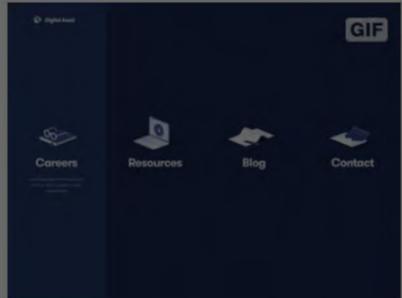
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Mixpanel



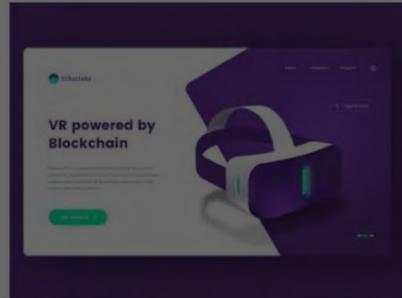
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Norde



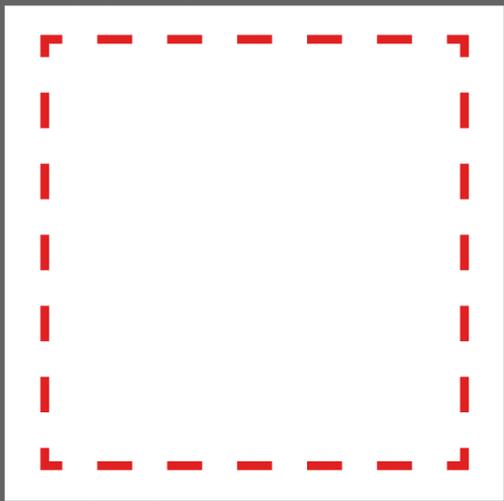
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Julien Renvoye



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Netguru



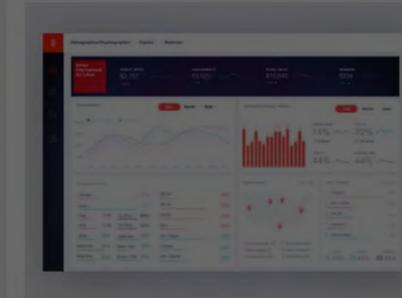
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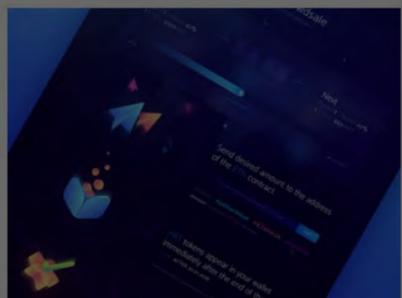
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Julien Renvoye



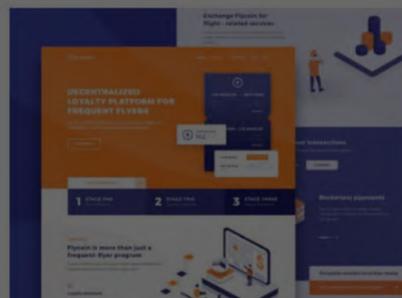
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uixNinja



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ETHWORKS



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Fireart Studio



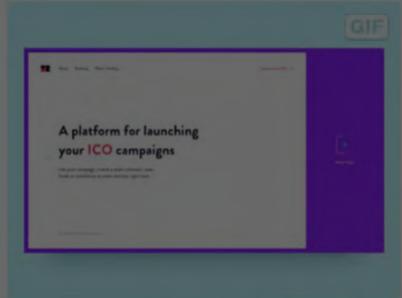
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Csaba Gyulai



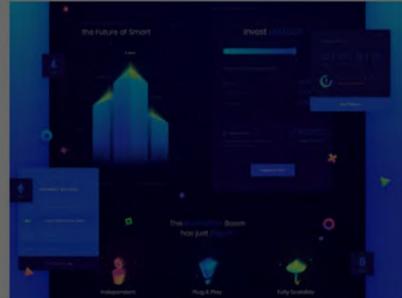
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Sochnik



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Awsmd



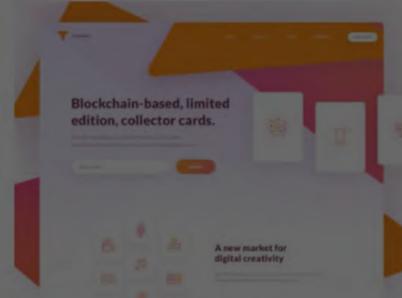
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uixNinja



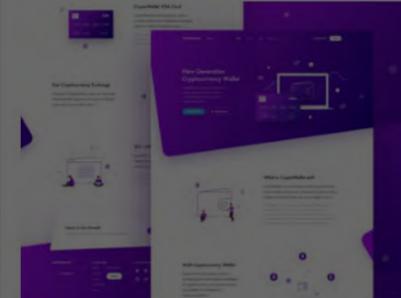
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Sochnik



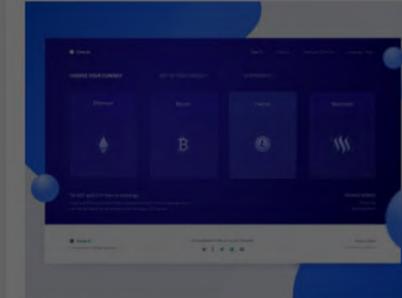
10,852 28 628

10Clouds



12,704 17 614

Anton Avilov



14,773 24 593

Zajno Crew



STEP 2

**Define emotional
values and triggers**

**Design you create should
reflect ideas **they value****

**customer
portrait**



emotional
space & values



brand
personality
traits

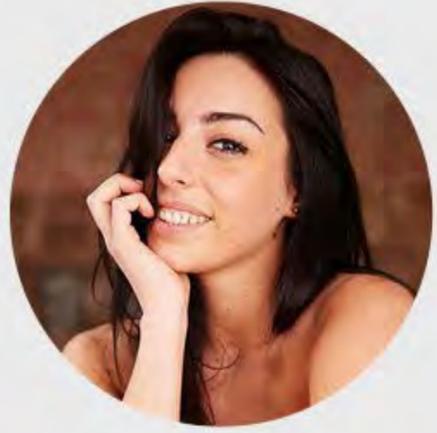
+

visual
associations
(anchors)



visual language

(shapes, colors, typography, layout,
interactions, photography)



customer
portrait



emotional
space & values



brand
personality
traits

+

visual
associations
(anchors)



visual language

(shapes, colors, typography, layout,
interactions, photography)

Empathy Map

TEMPLATE →

[NNGroup post](#)

[UXPin explanation](#)

Very brief - as almost everything from UXPin, though.

[Updated version](#)

Value Proposition Canvas

CANVAS ONLY →

[Helping resources](#)

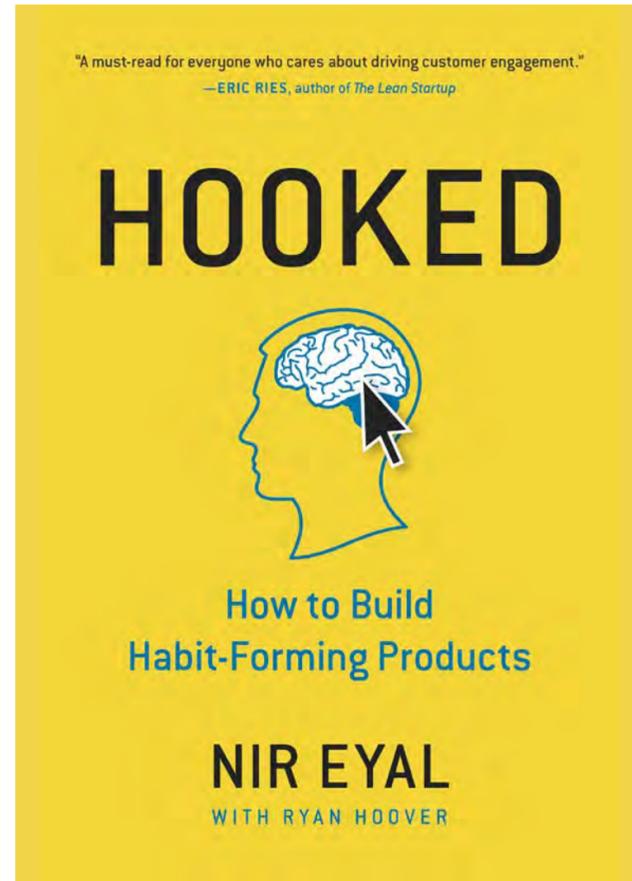
[Canvas + all questions](#)

Find it in Dropbox folder together with this deck.

[Book](#)

Worth it!

ADDITIONALLY



How to find emotional triggers...



... and how later use them. For good - only for good ;)

customer
portrait



emotional
space & values



brand
personality
traits

+

visual
associations
(anchors)



visual language

(shapes, colors, typography, layout,
interactions, photography)

4 → Let's imagine, your IDEAL partner (aka VF evangelist) needs mentor or (what is closer to RentAware service) professional's help. Who would they like to be mentored by?*

Choose as many as you like



A Thor



B Gandalf



C Sherlock Holmes



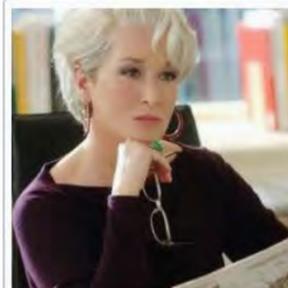
D Oprah Winfrey



E Steve Jobs



F Gatsby



G Miranda Priestly from Devil wears prada



H Indiana Jones



I 007



J Jack Sparrow



K Guy-next-door



L Jeannie

5 → Let's imagine we are not humans. We live in Zootopia.

- 1) What animals are representing JW on events? In other words: Which animals would go to meeting with our potential partners?
- 2) Which animals can be your early adopters (users)?
- 3) Which animals can be our partners? *

Please, name up to 3 animals for each question.

And please, add one personality trait or quality for each animal explaining what made you chose exactly this animal.



8 → Very important question.

Please, finish the sentence:

“We want our customers to see our brand as ... , ... and”

modern — classic

masculine — feminine

young — mature

cosy — formal

subtle — bold

active — chill

friendly — bossy

playful — serious

affordable — expensive

sociable — reserved

confident — shy

extrovert — introvert

peaceful — rebellious

quiet — loud

extraordinary — casual

emotional — rational

innovative — conservative

simple — complex

imaginative — logical

dynamic — stable

simple — complex

flexible — solid

*dynamic — still***

Please choose 3 personality traits from pairs above.

9 → In case I forgot some personality traits in the previous question, would you like to add anything else?

Or in other words, if **Voyager Foundation** was a real **person/city/spaceship/etc.**, what adjectives would you use to **describe it?**

2-3 words. More is welcome, of course :)

638

personality traits



[find list here](#)

STEP 3

Create moodboard
and stick to it

forever

Co-working spaces

Offices

Conference centers

Education centers

steady accessible reliable sleek smooth

fast comfortable lightweight white-labeled

wires glass transparency structure

transformation links swiss style ecosystem



STEP 1

Brand personality traits

young — cosy — casual — bright — friendly

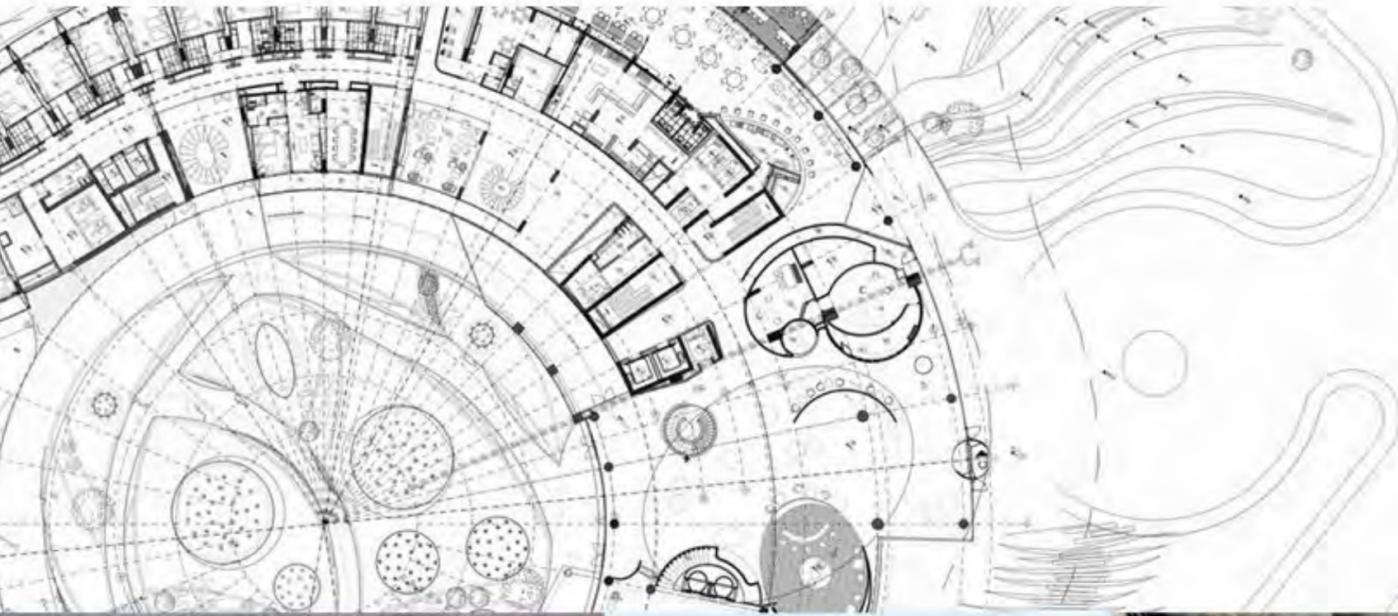
playful — fun — happy

reliable — introvert

STEP 2

Moodboard





le, My #Selfie and I	World Builders		
on	S�raphine Pick: White Noise		
rowse Square	Talk & Tour: The Family Jewels		
chool	Learn	Dee Club	Learning Programm
Donate	Friends of The Dowse	Venues	
g Soon: The 2016 Blumhardt Internship			

Hello Josh!

We're glad you're back

Please log in:

CONTINUE TO INNOVATION HUB >

[Forgot your password?](#)

Forgot password?

Type in your email

SEND RECOVERY EMAIL >

Hi Josh,

Nice to see you again!
Ready for a productive day?

Email

Password

Log in to Innovation Hub



[Forgot your password?](#)

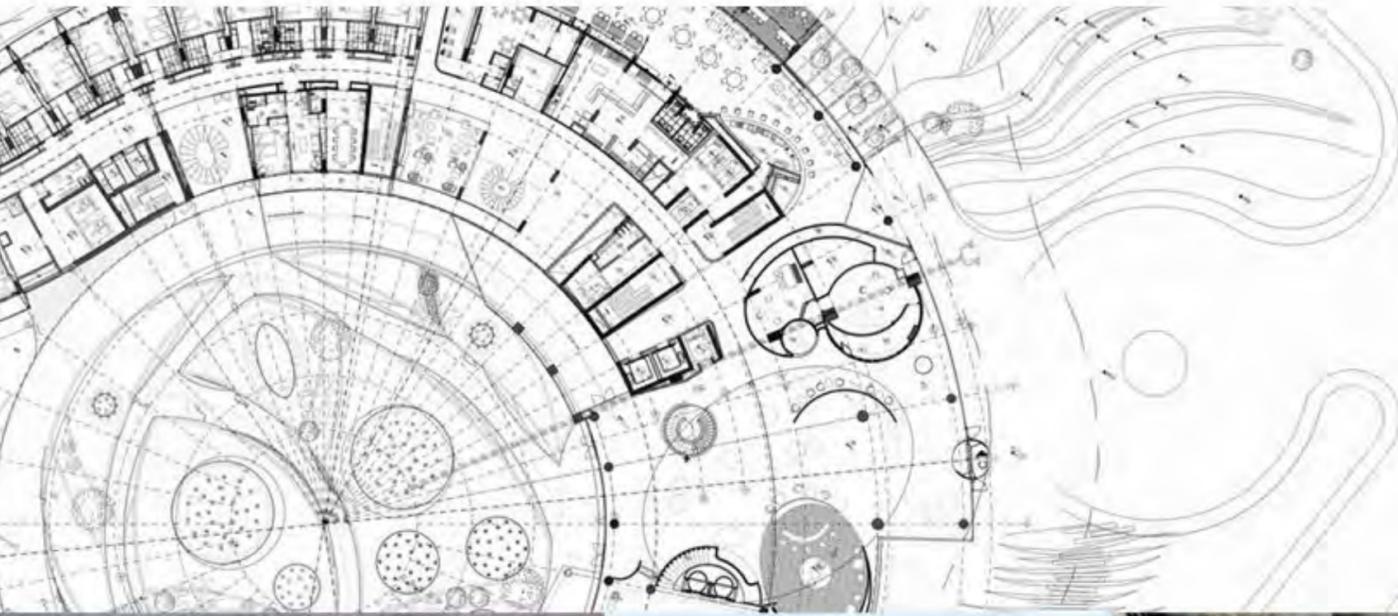
Forgot your password?

Let's make your new password
more memorable than the old one:

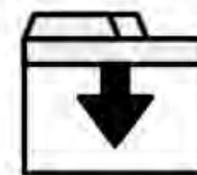
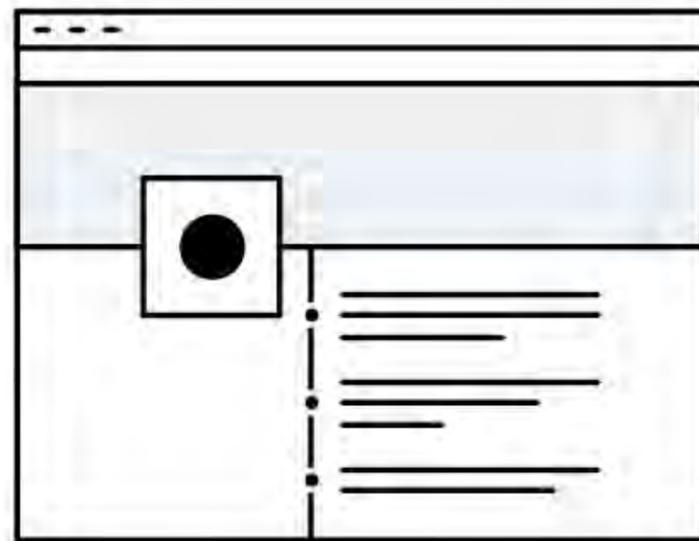
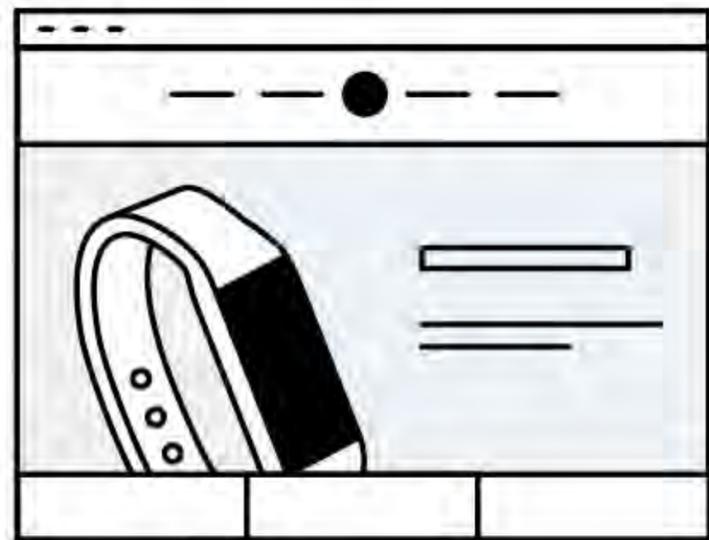
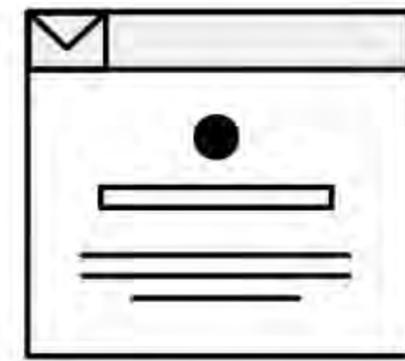
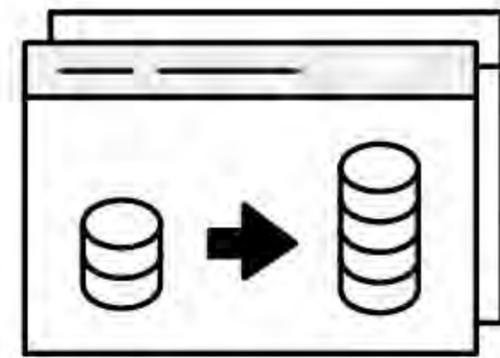
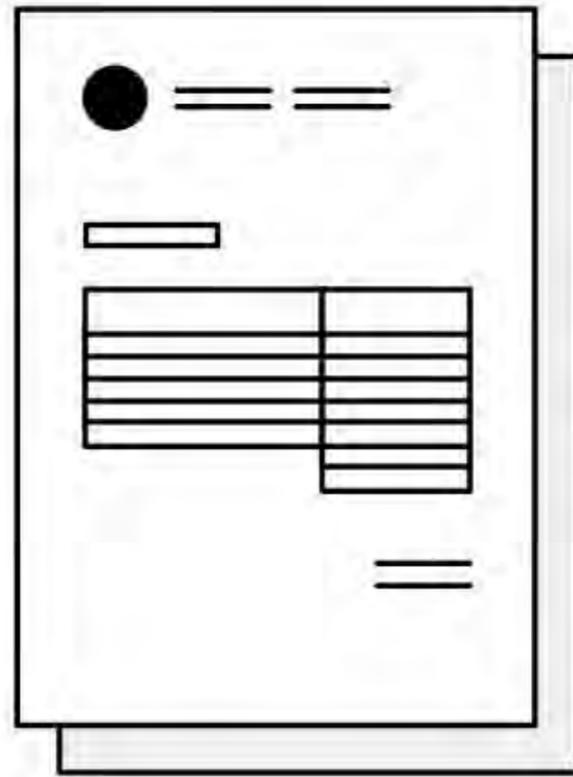
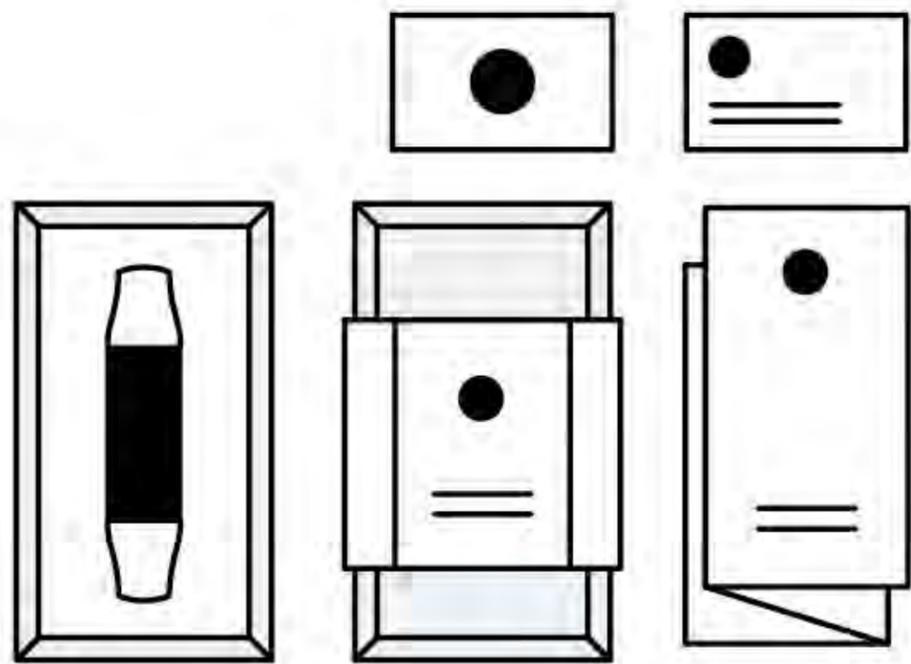
Your email

Send recovery email

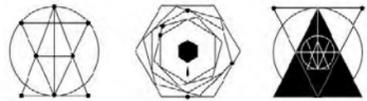




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g Soon: The 2016 Blumhardt Internship			



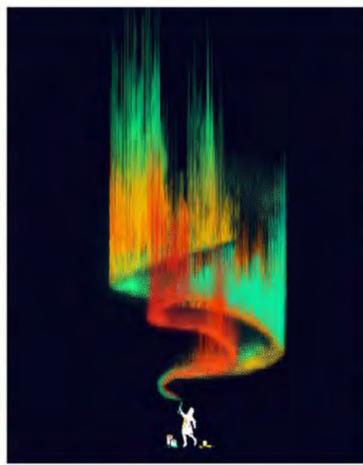
MOODBOARD 2



LIMITED EDITION



Moodboard & idea background



MOODBOARD & CONCEPT BACKGROUND



MOODBOARD



Designing Jolocom

MAKING
DESIGN
DECISIONS
2





Key stats

All Devices

PC & Laptops

Smartphones

Tablets

Other

Responses

10

Total visits

16

Unique visits

10

Personality traits

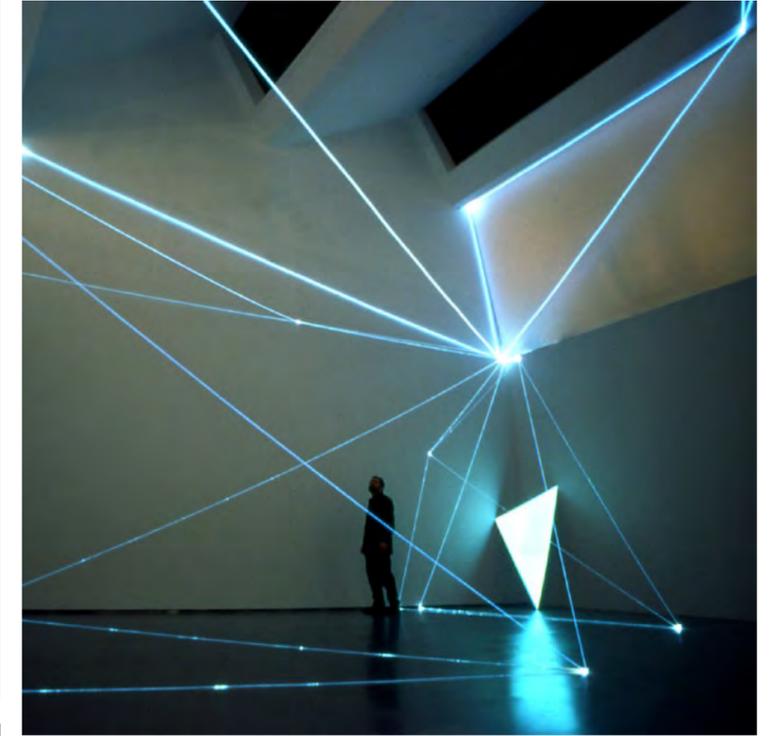
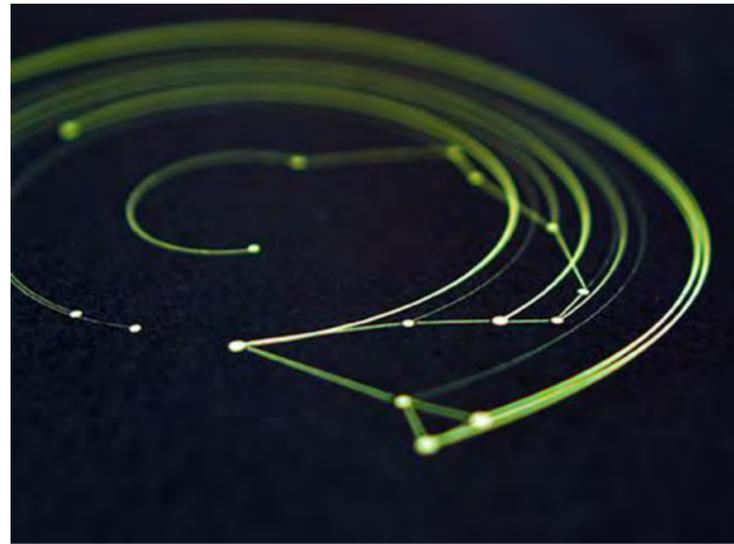
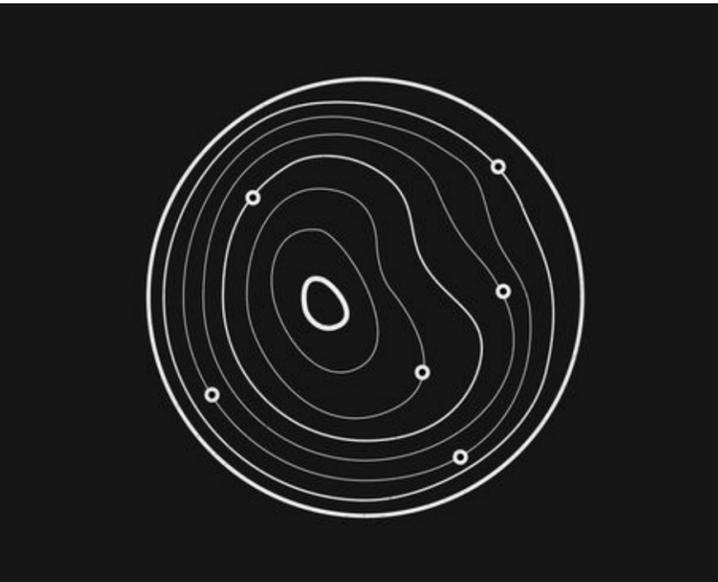
empowering — peaceful — **trustworthy**

tech advanced — simple — **dynamic**

sovereignty — ownership — control

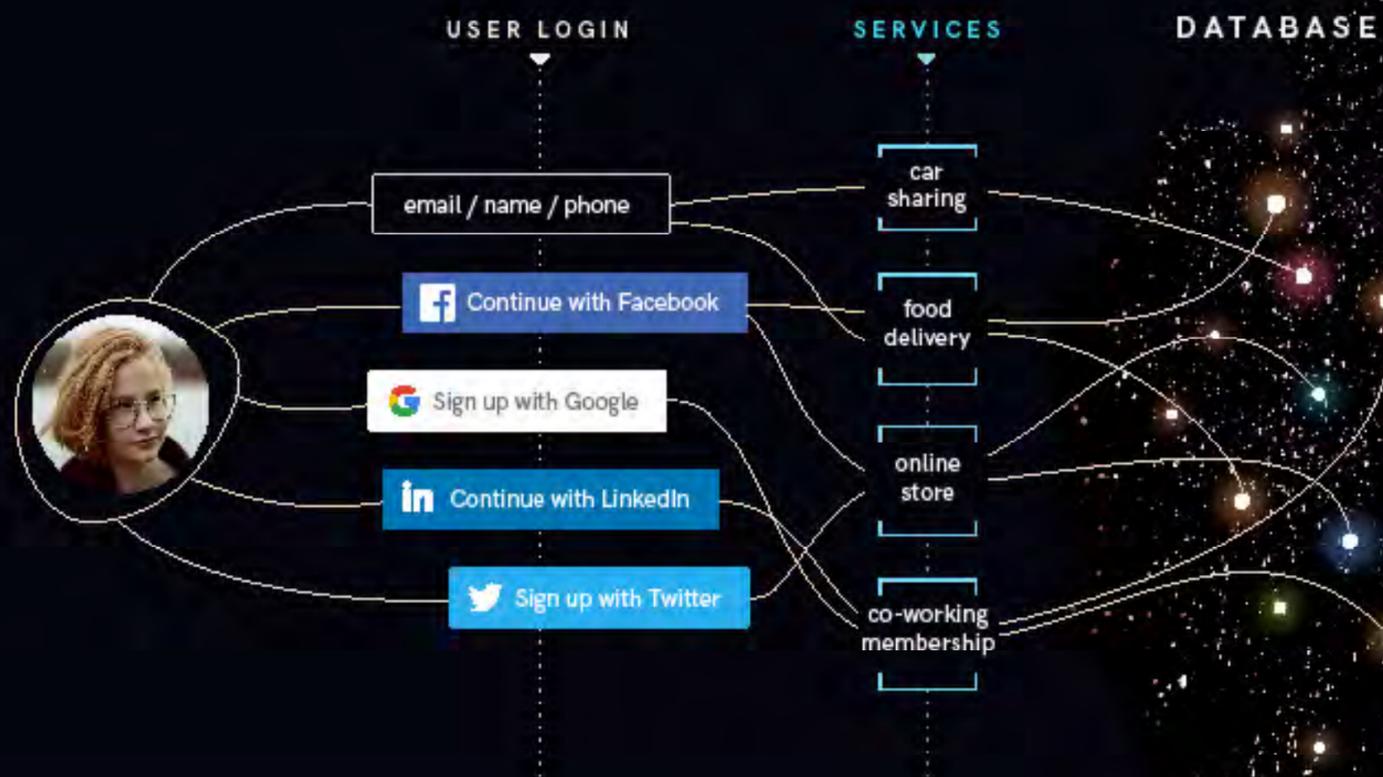
“community of trust” “my own”

MOODBOARD

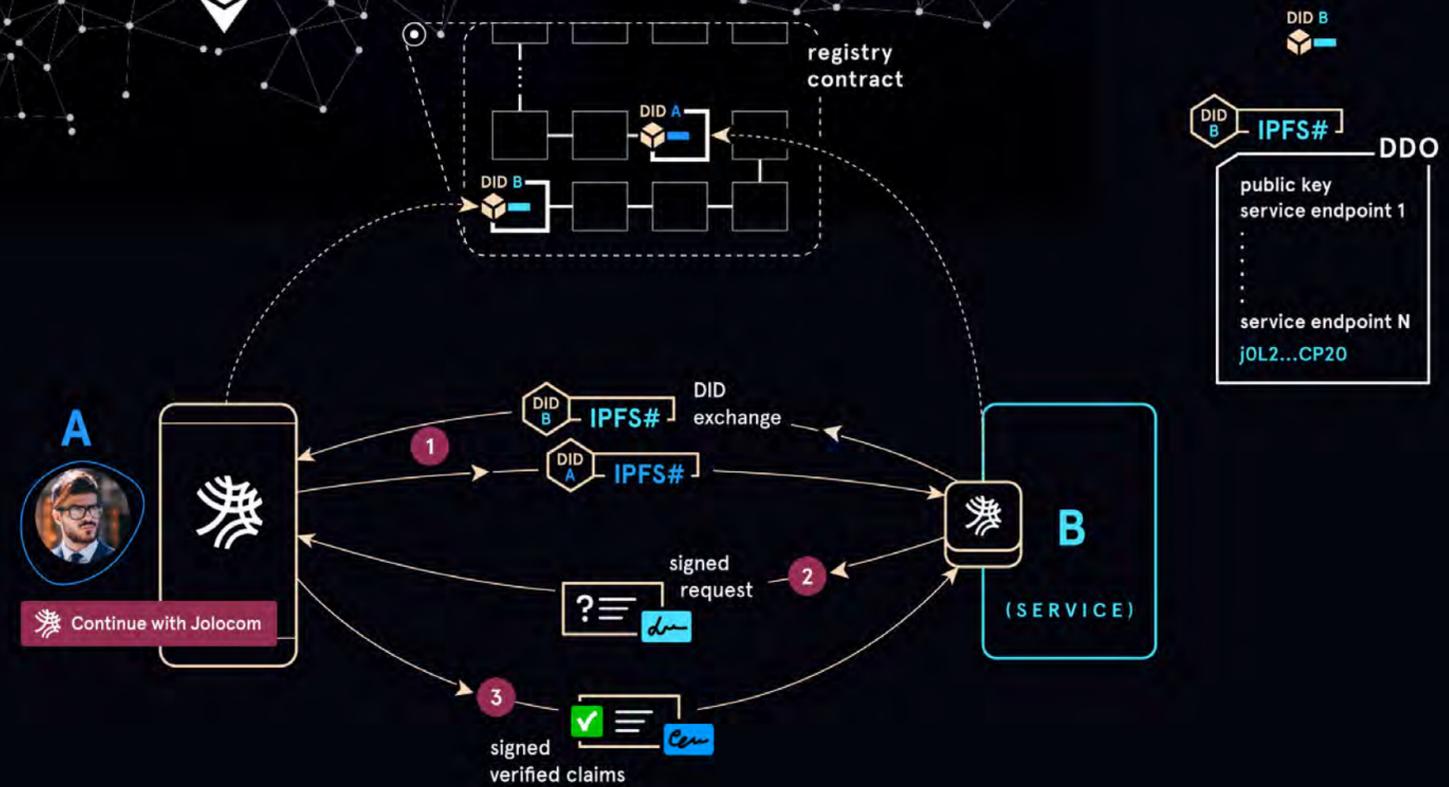




@GETJolocom #SXSW



@GETJolocom #SXSW



CASE | Attribute: age

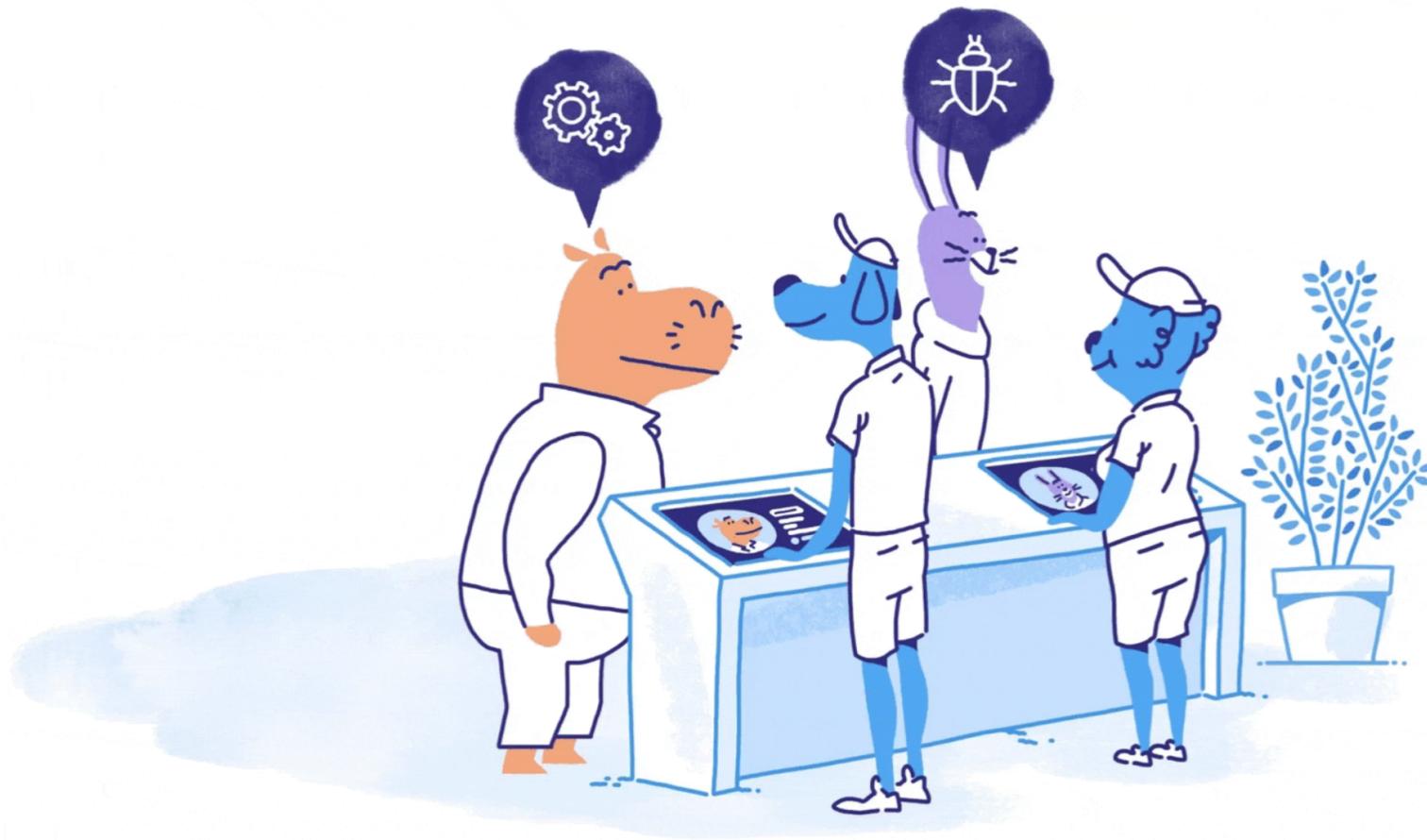


@GETJolocom #SXSW

- Bar:** Confirmation of being 21+ needed.
- ID Wallet:** Confirmed.
- Starbuck rewards:** Date of birth needed.
- ID Wallet:** 11 Mar 1992.
- Airbnb:** Confirmation of being 18+ needed.
- ID Wallet:** Confirmed.
- Medical insurance:** Date of birth needed.
- ID Wallet:** 11 Mar 1992.

FINAL THOUGHT

Okay, what
if we are B2B?



Support customers personally at scale with Intercom's help desk

Help customers as a team via in-app or website chat, email, and social - all in one place.

Enter your email

Get Started

Already a customer? [Log in](#) →

 [WATCH THE VIDEO](#)

Our help desk product at-a-glance



TEAM INBOX

Manage support requests from all channels in one place



AUTOMATED WORKFLOWS

Spend time solving problems, not doing repetitive tasks



LIVE CHAT

A fluid, fast, and fun support experience for everyone



ACTIONABLE INSIGHTS

See your team's performance, spot trends and plan ahead



MEET OUR PRODUCTS

Our products work together seamlessly.
Start with one or more.



LIVE CHAT

 Acquire

Chat with visitors to your website in real-time, capture them as leads, and convert them to customers.

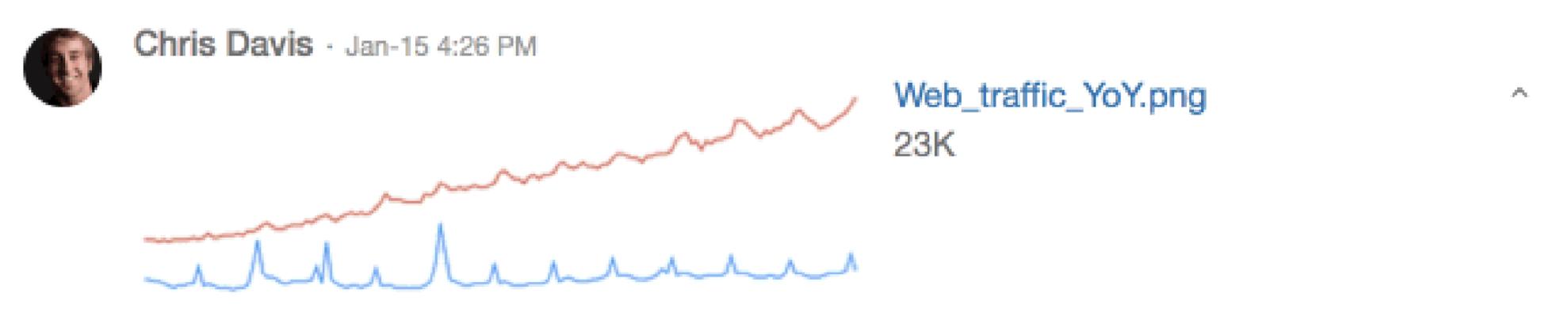
[Learn More ▶](#)

- Teams in Space
- ROOMS
- Watercooler
- Marketing 1
- Development
- Website Redesign**
- IT Support 2
- DevOps
- + Create a room

- PEOPLE
- Mitch Davis
- Kelly Evans
- Chris Davis
- Emma Bowerman

Website Redesign
Let's get the ball rolling on this redesign!

Chris Davis · Jan-15 4:26 PM
@all check out our web traffic last year (blue) vs. this year (red)



Emma Bowerman · Jan-15 4:26 PM
😄 and our redesign should make that spike even higher

JIRA · Jan-15 4:27 PM

Chris Davis created **WR-4: Sign-up flow redesign**

WR-4: Sign-up flow redesign
teamsinspace.atlassian.net

Type: Task Priority: High Status: **TO DO** Assignee **Chris Davis**

Alana Grant · Jan-15 4:28 PM
That traffic great 😄 I'm ready to take on that sign-up flow ↗

Attachment icon [Input field] [Smiley icon]

Notification bell icon [Menu icon] [More icon]

People

[Profile icons]

Files

Links

2 Standup reports

100 Posts **2 MONTHS**

8 Mentions **TODAY**

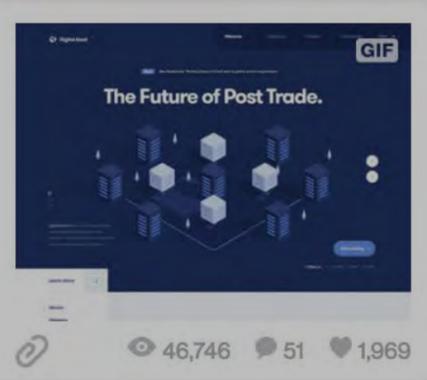
Uber



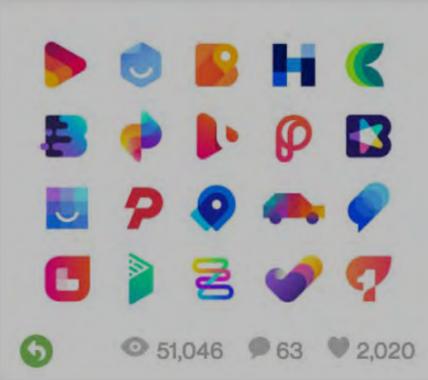




Mike | Creative Mints



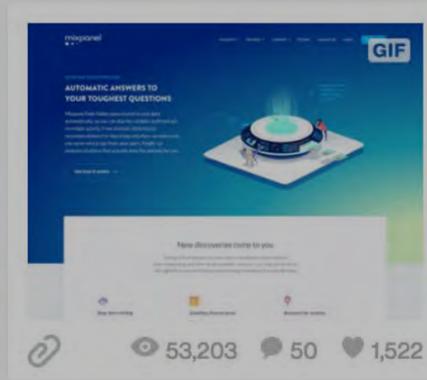
Julien Renvoye



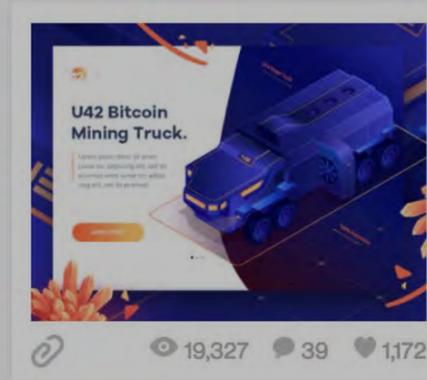
Vadim Carazan



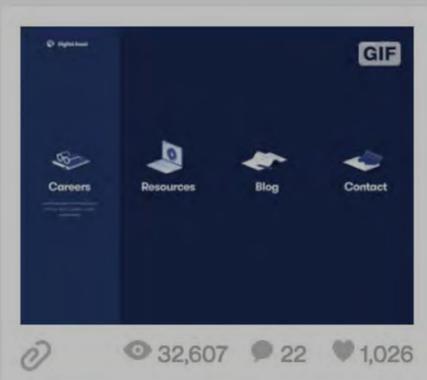
Julien Renvoye



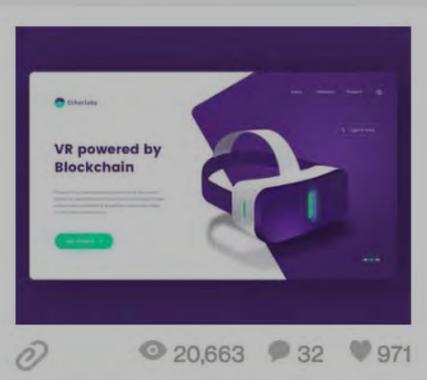
Mixpanel



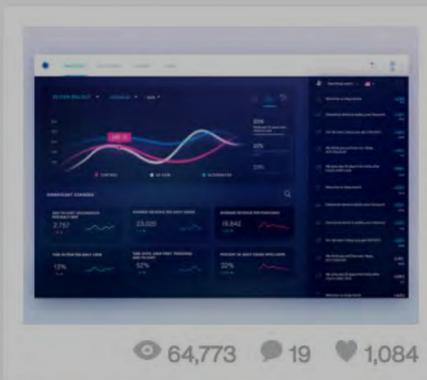
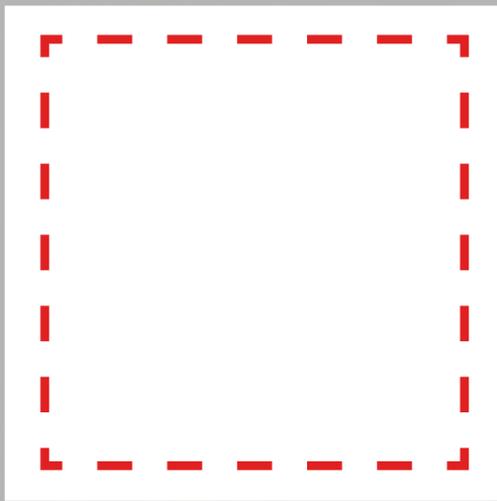
Norde



Julien Renvoye



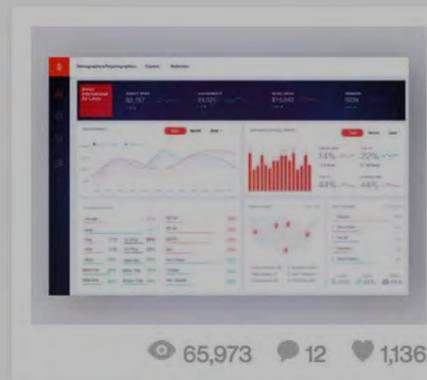
Netguru



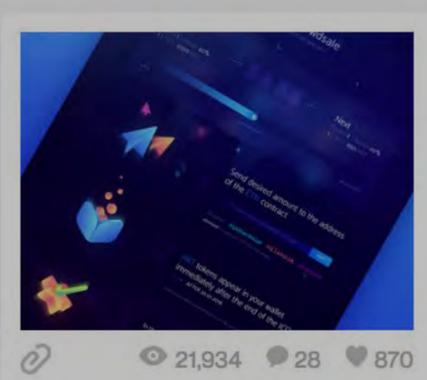
Milkinside



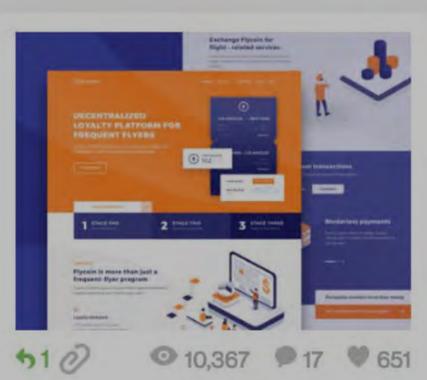
Julien Renvoye



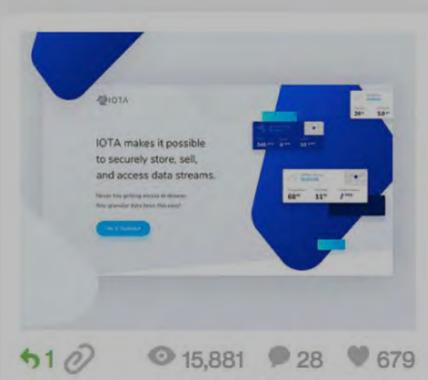
Milkinside



uixNinja



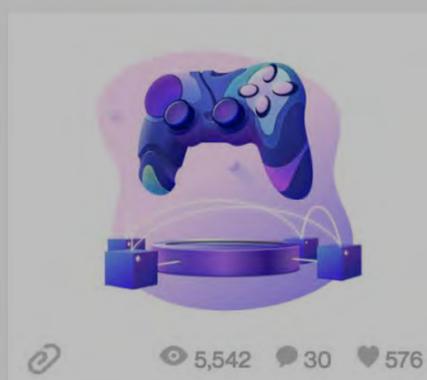
Zajno Crew



ETHWORKS



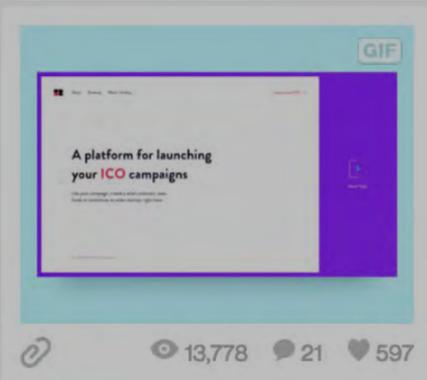
Fireart Studio



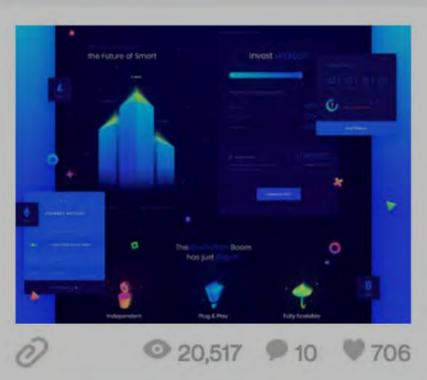
Csaba Gyulai



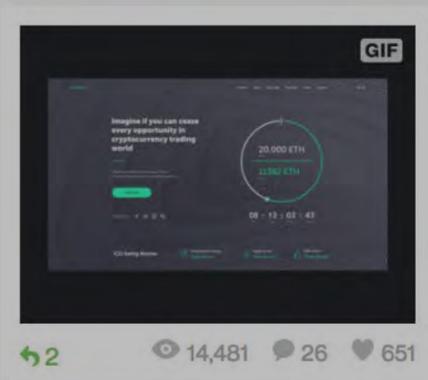
Sochnik



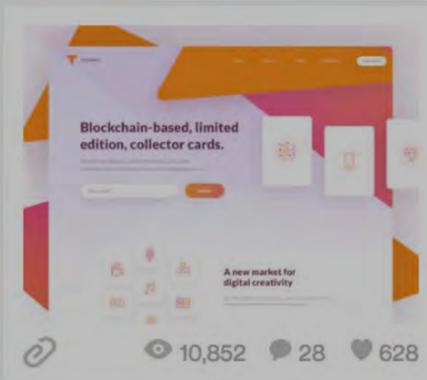
Awsmd



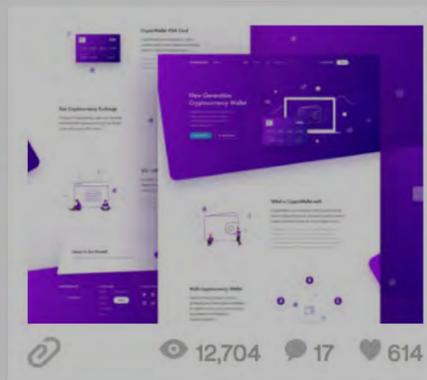
uixNinja



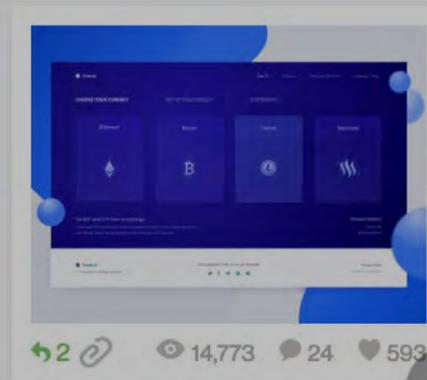
Sochnik



10Clouds



Anton Avilov



Zajno Crew



Thank you

:bow: :clap: :thumbsup:

@IraNezhynska / @GetJolocom