



KEVIN VOLLER | UX DESIGNER

PITTSBURGH PRODUCT CAMP | 04.01.23

# How to treat me **right**

What Designers want from their Product Managers

# Me:

ORIGIN

THE COUNTRY  
KITTINGING, PA

EDUCATION

ST JOSEPH HS (NATRONA HEIGHTS, PA)  
PENN STATE, TECH & PHILOSOPHY

PROFESSIONAL CAREER

GLAXOSMITHKLINE  
DICK'S SPORTING GOODS  
GOOGLE

OUTSIDE OF WORK

HUSBAND & DAD  
ASPIRING WOODWORKER  
DIAPER CHANGER

# Latest project



Ok, the actual talk content

# What do Designers want?

Ok, the actual talk content

# What do Designers want?

Trust

START WITH IT

Engagement

INVOLVE US EARLY

Transparency

TELL US WHAT YOU'RE THINKING

Trust

Start  
with  
trust

Trust

# Start with trust

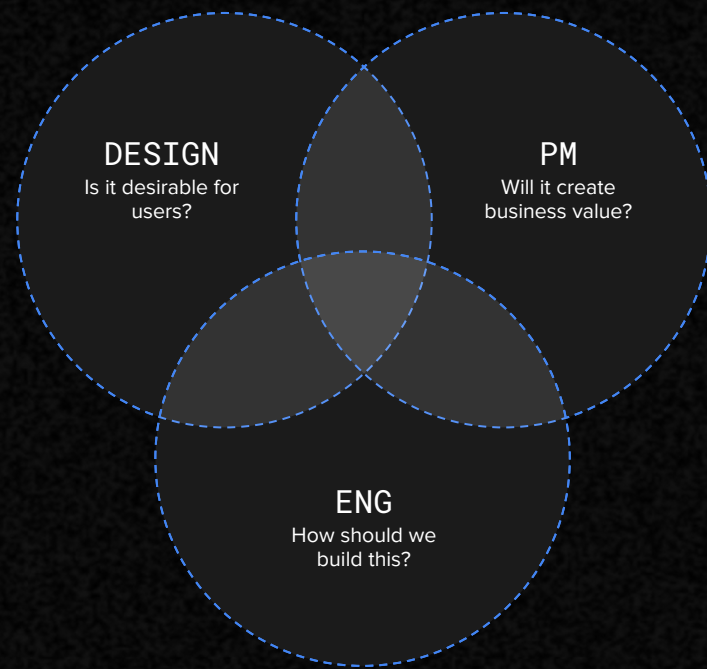
We work *with* you,  
not *for* you.



Trust

# Start with trust

We have an area of expertise.  
Make space for us to lead with it.

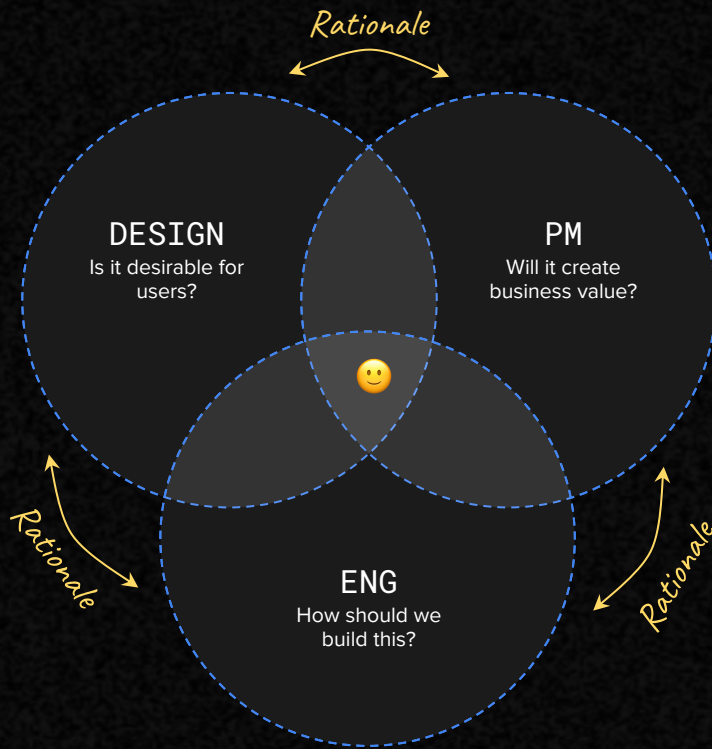




Trust

# Start with trust

Good design has a rationale,  
and good designers can articulate it.



Trust

Start  
with  
trust

When in doubt,  
ask what we need.



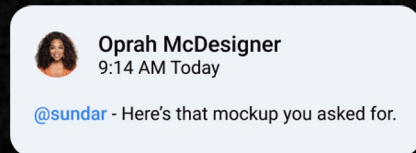
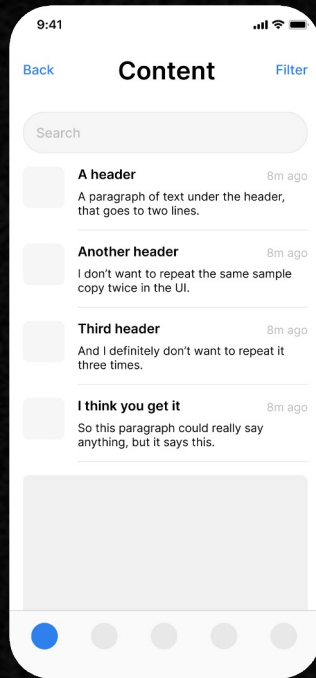
Engagement

Involve  
us early

Engagement

# Involve us early

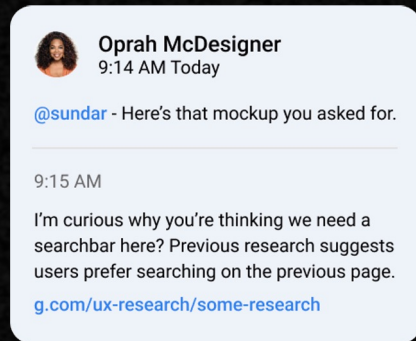
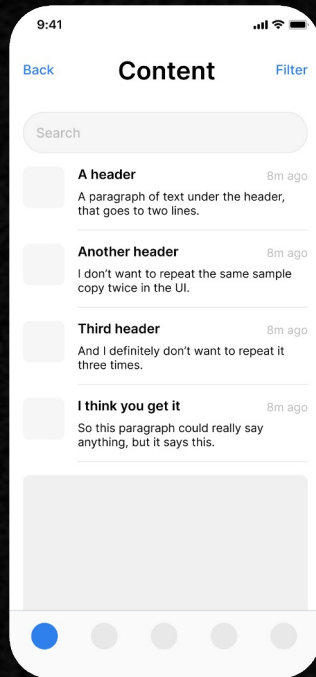
Yes, we can make mockups



Engagement

# Involve us early

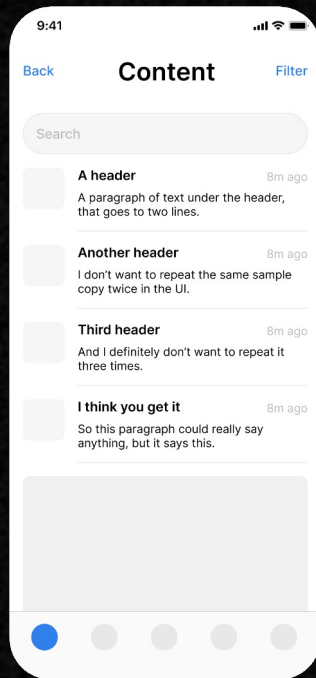
But we can also help understand user needs



Engagement

# Involve us early

But we can also help understand user needs



**Oprah McDesigner**

9:14 AM Today

@sundar - Here's that mockup you asked for.

9:15 AM

I'm curious why you're thinking we need a searchbar here? Previous research suggests users prefer searching on the previous page.

[g.com/ux-research/some-research](https://g.com/ux-research/some-research)



**Sundar O'Product Manager**

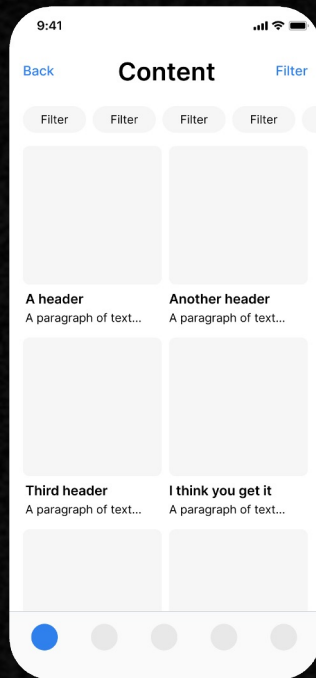
11:45 AM Today


The Content team wants to increase content exploration, so I thought a searchbar might help with that.

Engagement

# Involve us early

And connect those needs to product goals



 **Oprah McDesigner**  
9:14 AM Today

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 **Sundar O'Product Manager**  
11:45 AM Today

The Content team wants to increase content exploration, so I thought a searchbar might help with that.

 **Oprah McDesigner**  
1:30 PM Today

Ah I see. I think making the content more visual may be a better approach. I've updated the mockup. What do you think?

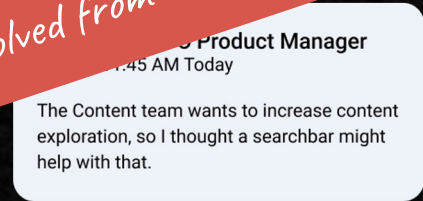
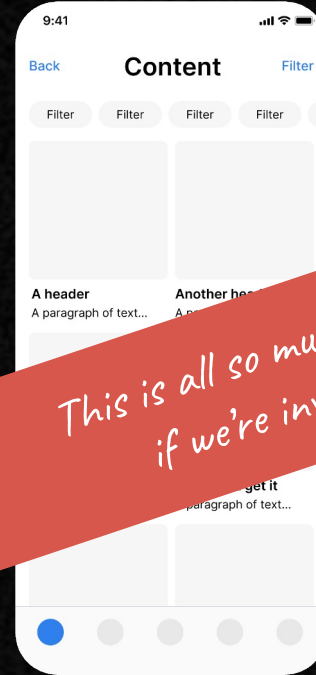
I also updated our exec presentation slides with this new goal of content exploration:

[slides.google.com/some-presentation](https://slides.google.com/some-presentation)

Engagement

# Involve us early

And connect those needs to product goals



*This is all so much easier (and more fun) if we're involved from the start.*

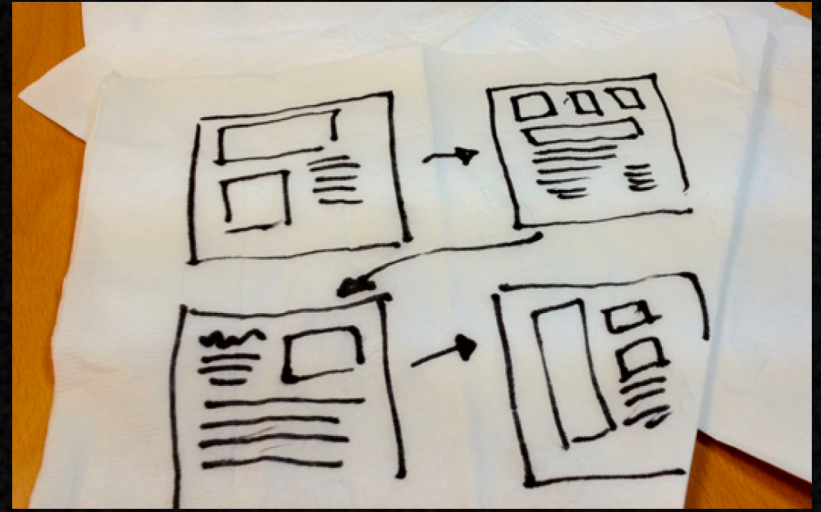


Transparency

Tell us  
what  
you're  
thinking

Transparency

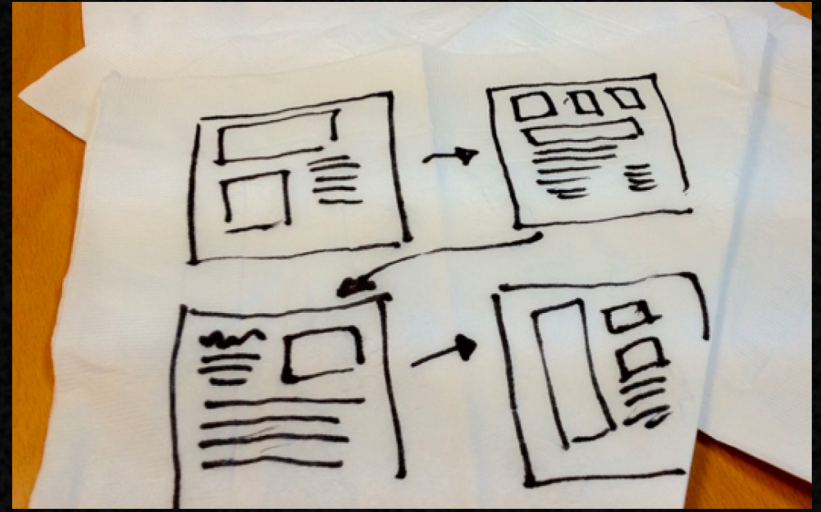
# Tell us what you're thinking



It's great to share UX ideas.  
And it's OK to draw them.

Transparency

Tell us  
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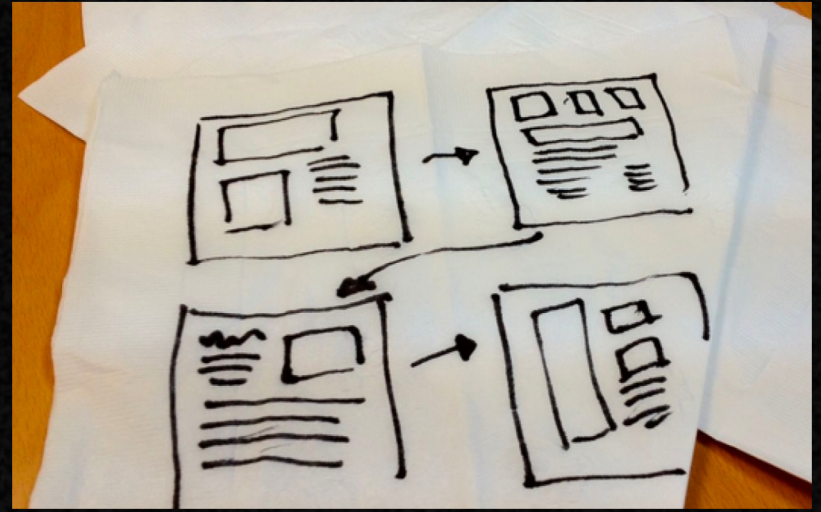


It's great to share UX ideas.  
And it's OK to draw them.

..But we need to understand the **WHY**.

Transparency

# Tell us what you're thinking



It's great to share UX ideas.  
And it's OK to draw them.

..But we need to understand the **WHY**.

And your UI designs probably suck aren't  
the right ones.

Transparency

Tell us  
what  
you're  
thinking

Tell us when your boss mandates something.

..But know that it's not gospel.

Transparency

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Recap

& Why

# Recap

# & Why

Trust

START WITH IT

Autonomy

MAKE DECISIONS WITHIN EXPERTISE



# Recap

# & Why

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MAKE DECISIONS WITHIN EXPERTISE

Engagement

INVOLVE US EARLY

Mastery

UNDERSTAND CONTEXT, LEARN FROM OUTCOMES

# Recap

# & Why

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Transparency

TELL US WHAT YOU'RE THINKING

Purpose

UNDERSTAND THE WHY

# Recap

# & Why

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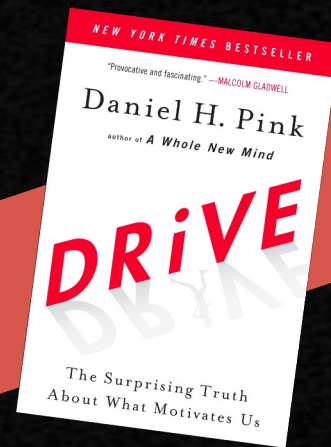
Transparency

TELL US WHAT YOU'RE THINKING

Purpose

UNDERSTAND THE

Good book plug



What'd you think of this talk?

I'd love  
your  
feedback

DECK LINK &  
FEEDBACK FORM



# Got questions?

We've got answers thoughts

ALSO, PLZ GIVE  
PRESENTATION FEEDBACK



## PANEL



**Kevin Voller**

INTERACTION DESIGNER  
GOOGLE



**Max Friedman**

PRODUCT MANAGER  
GOOGLE



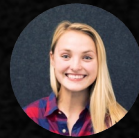
**Denise Hardman**

DISTINGUISHED PRODUCT DESIGNER  
DICK'S SPORTING GOODS



**Esther Estroff**

USER EXPERIENCE DESIGNER  
CIVICSCIENCE



**Lisa Carter**

SENIOR PRODUCT DESIGNER  
MOTIONAL



# How to The End Right

Users want from their Product Managers

The last slide

# Recap

Trust

START WITH IT

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INVOLVE US EARLY

Transparency

TELL US WHAT YOU'RE THINKING

A **panel discussion** on PM-UX collaboration

# How to Treat Me Right: What Designers Want from their Product Managers

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INTERACTION DESIGNER  
GOOGLE

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DISTINGUISHED PRODUCT DESIGNER  
DICK'S SPORTING GOODS

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SUBMIT A QUESTION  
TO THE PANEL



[bit.ly/panel4questions](https://bit.ly/panel4questions)