Understanding Incubation and Entrepreneurship
Prof. B. K. Chakravarthy
Department of Engineering Design
Indian Institute of Technology, Bombay

Module - 06
New Age Entrepreneurship

Lecture - 13

Creating User Experience Design

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So, let me quickly introduce you to my students the you know Dhayan is a seasoned Enterprise Product UX Strategist and a thought leader.

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Principal Designer &
Co-Founder

F1 studioz
Enterprise UX Firm
India and US

Currently running a successful UX agency F1 studioz, an enterprise user experience firm located across India and the US.

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Usability Expertise

Effective and efficient **UI** for
high productive **enterprises**

Mobile solutions
Cordy's R&D
Oracle corporation
Insideview .Inc

Prior to starting F1 studioz you know Dhayan was delivering usability expertise, designing effective and efficient user interfaces for high productive enterprises. And mobile solutions for various MNCs like Cordy's, Oracle and InsideView.

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B.Arch., School of Planning and Architecture, Anna University, Chennai (2001)

M.Des., IDC, IIT Bombay (2003)

You know he has a strong design background with a bachelor degree in architecture, they are from the school of architecture and planning Anna University and of course, Master of Design very proud of that from the IIT Bombay. So, Dhayan's you know life revolves around design football and of course, you know Chennai guy in the world of cinema for sure.

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[Laughter].

[Laughter]. So, I think its my honour and you know a pleasure to be here sir. So, I think as today we are in this you know digital world and he is very right that 10-15 years back there is no way you can you would have somebody would have even thought that you can actually make a business out of it right. So, today its all about earlier software is oh my god its so expensive you have to buy.

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Then you have to buy the entire there is to be oracles and there used to be SAPs right. So, today its all SAS right.

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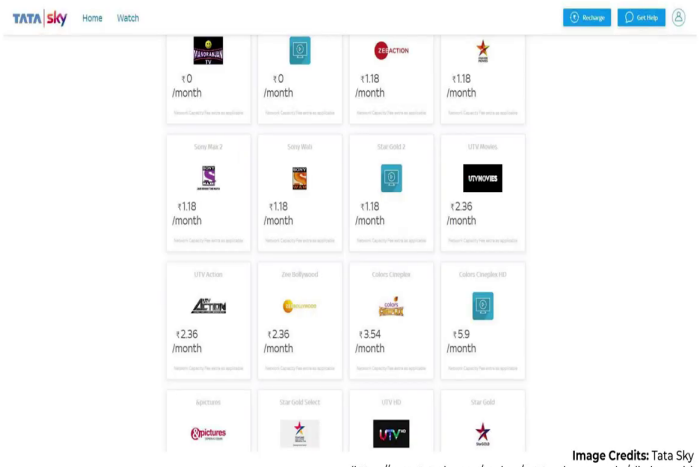

Image Credits: Tata Sky (https://www.tatasky.com/explore/set-top-boxes-packs/all-channels)

So, even if you want to watch a movie TV channels you have all the right to only pick sports and regional right you do not you do not have to buy everything.

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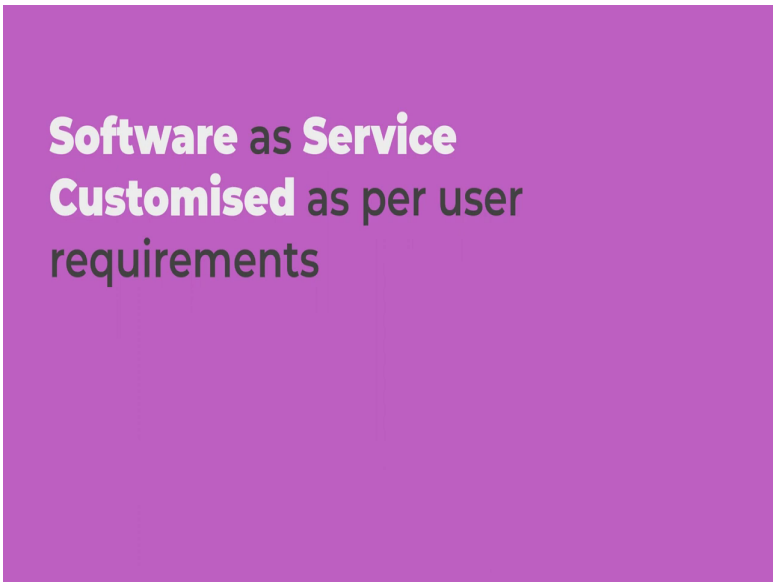

So, software also has becomes a software as a service right its like SAS is because so, its very customised for everything. Similarly, I am just came with this thing called.

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So, ours is more of a design as service right the reason why I have picked up this is because people think its just design and they forget the other aspect called service right and that is the 90 percent of the business runs through the service. So, let us just see those nuances and some of the learnings.

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Say as sir introduce me as a myself Dhayan. So, I am co founder of F1 studioz. So, we are almost hitting 65 plus this year.

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Yeah my life revolves around these three things and this is what like you try and get you know motivated right I mean just work and work you know its. So, these are some places where I get inspired from right.

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Little bit of my journey. So, pretty strong design foundation architecture which helped me and kind of also triggered me to do a masters program in IDC. And then like almost like a decade experience in the MNC world.

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And then moved on to my own design agency experience. So, what do we do? Right.

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So, F1 studioz is the movement we say F1 like its all about formula 1 racing right. So, fun fast, but then it also has a unique thing called in windows keyboard F1 is for help right. So, that is another aspect where we actually want to help people right to build very strong simple enterprise you know applications. So, little bit of a quick intro about what we do a quick show reel.

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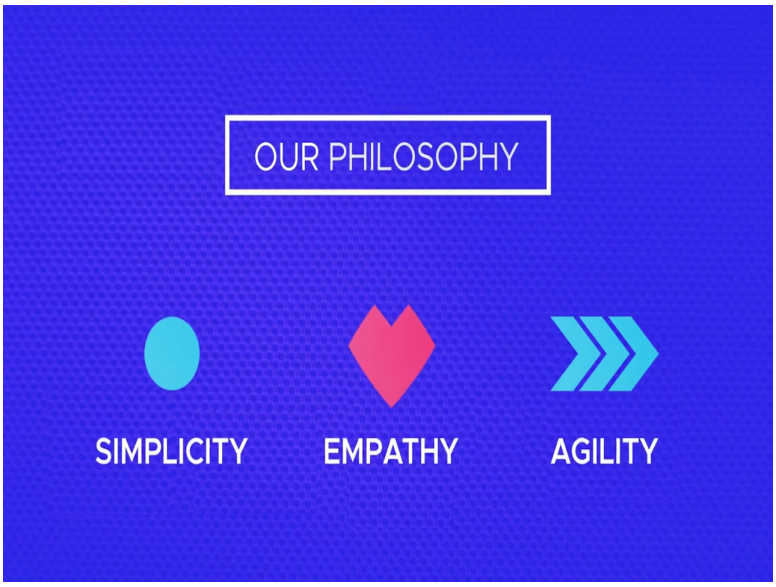

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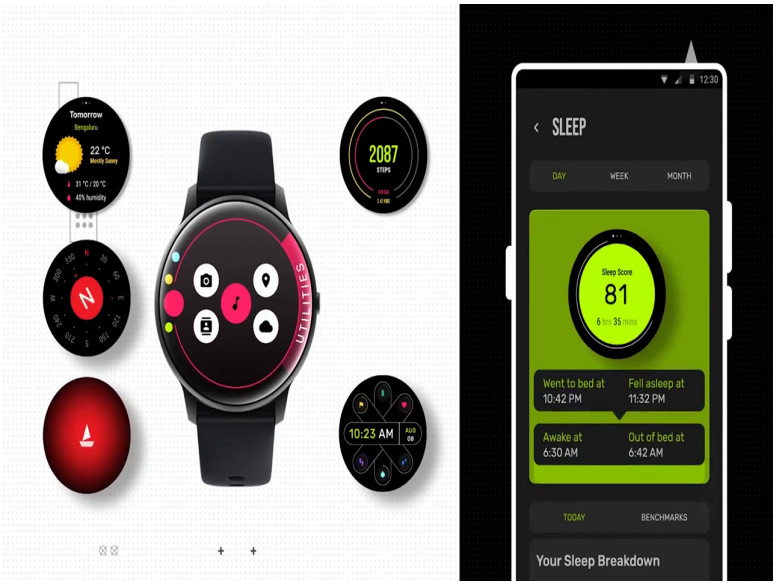

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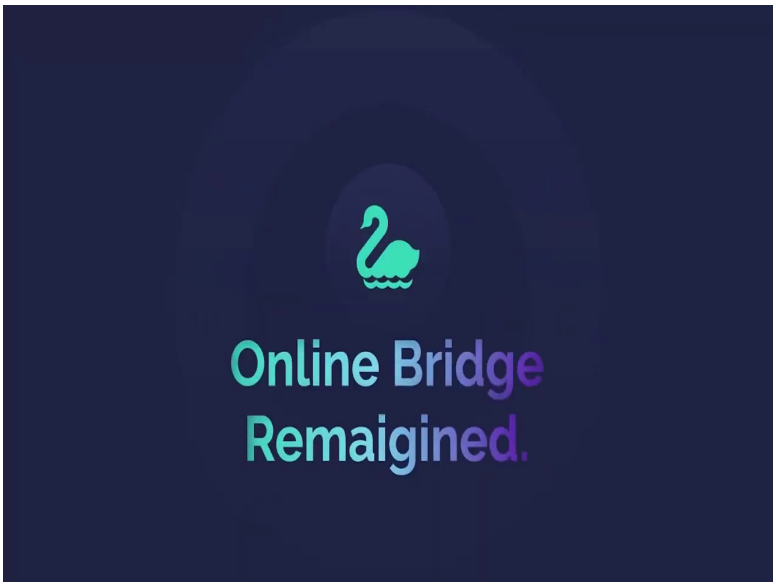

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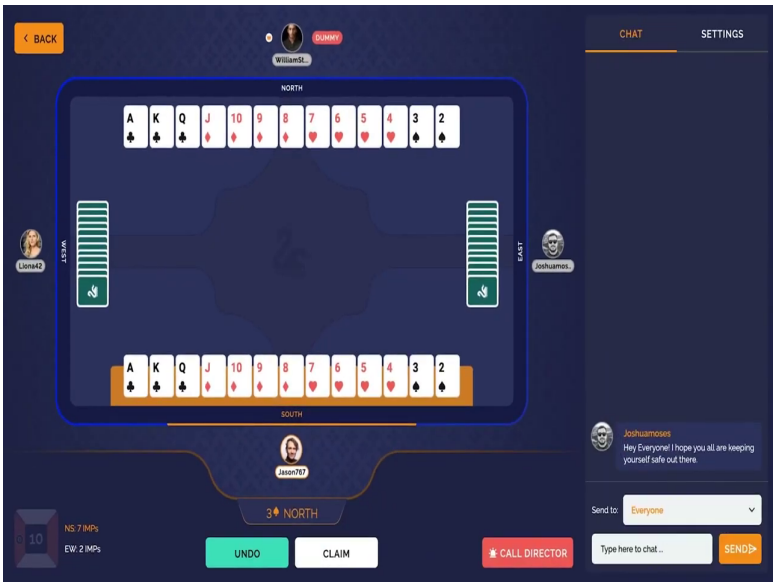

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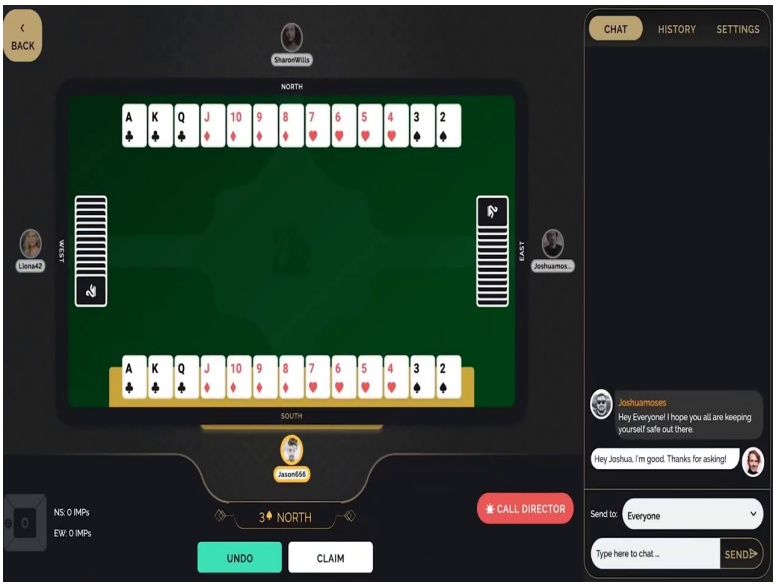

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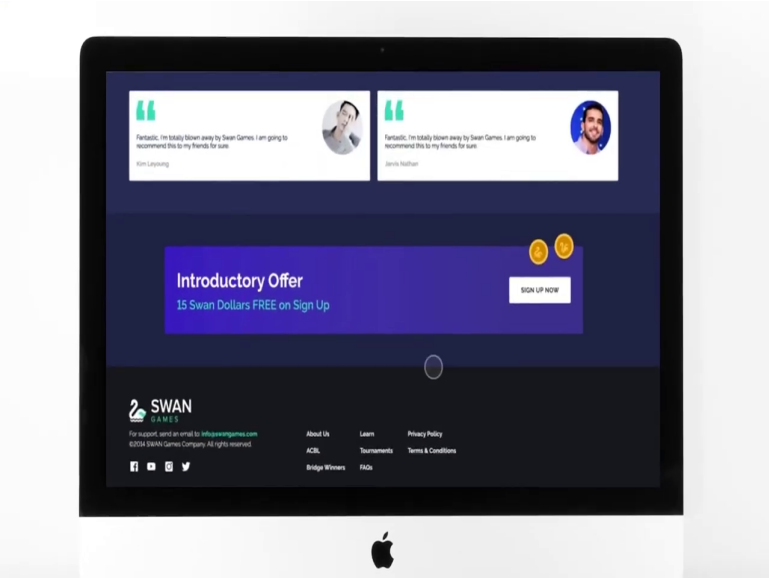

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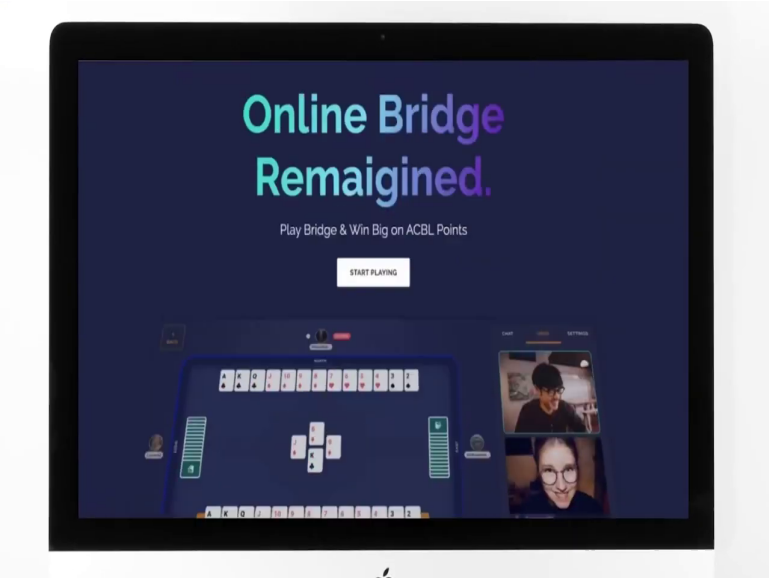

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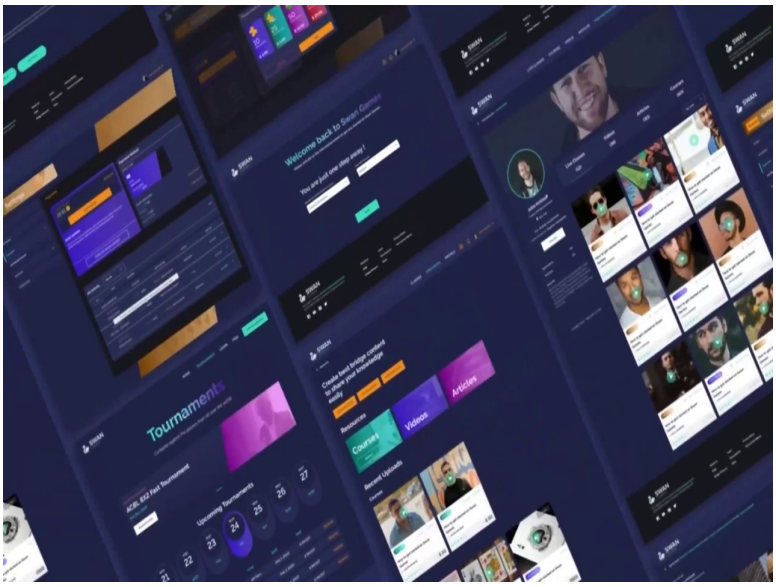

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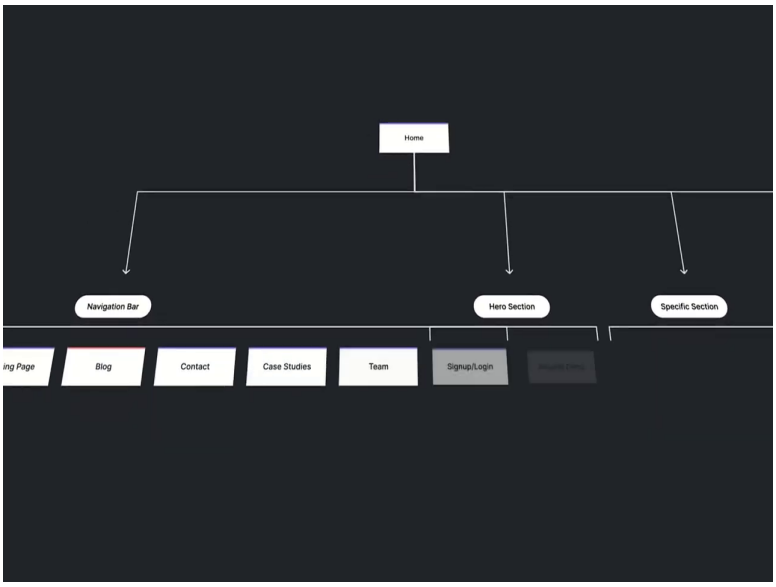

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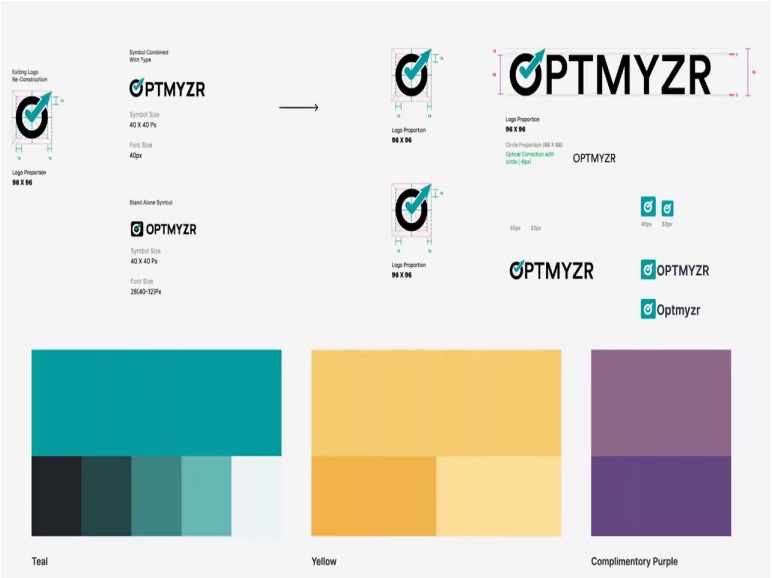

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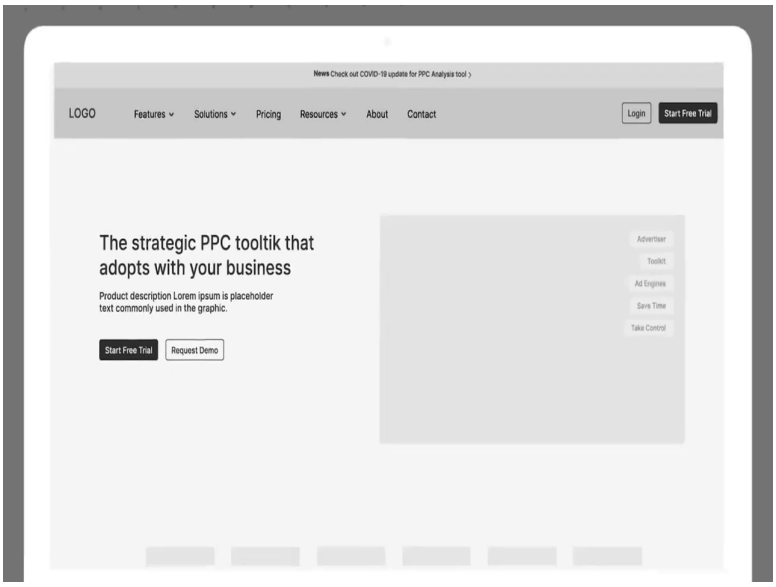

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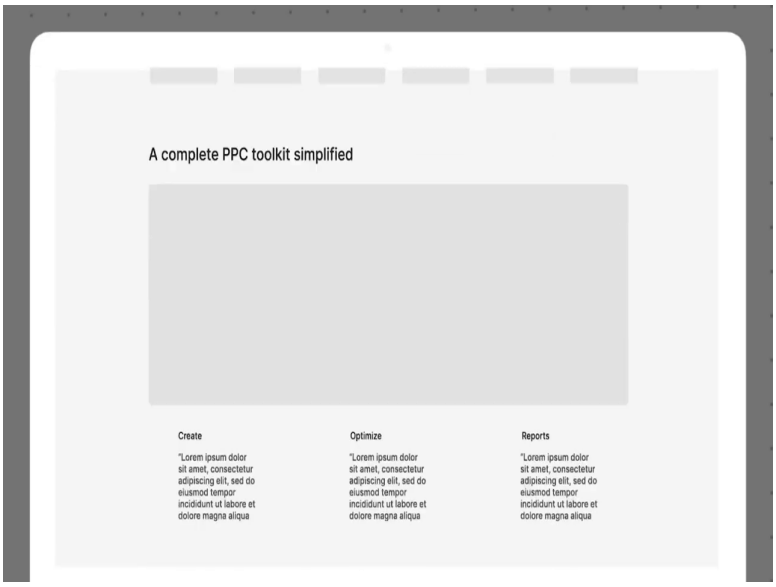

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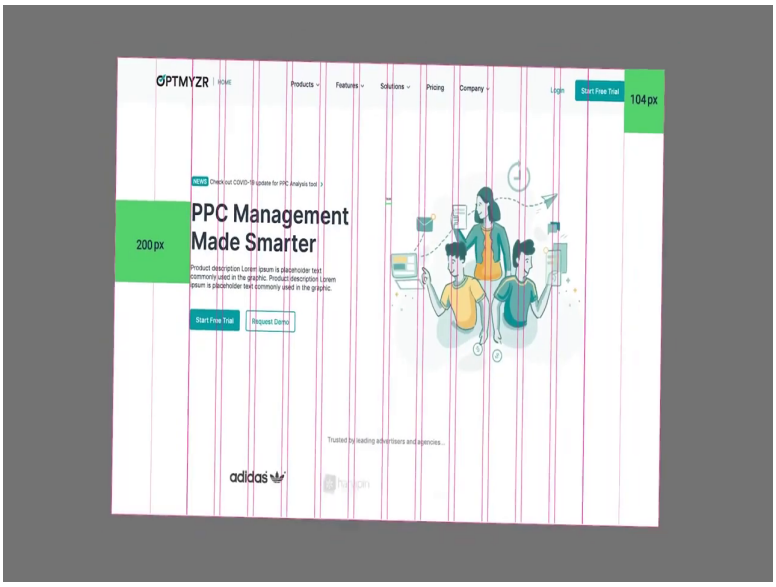

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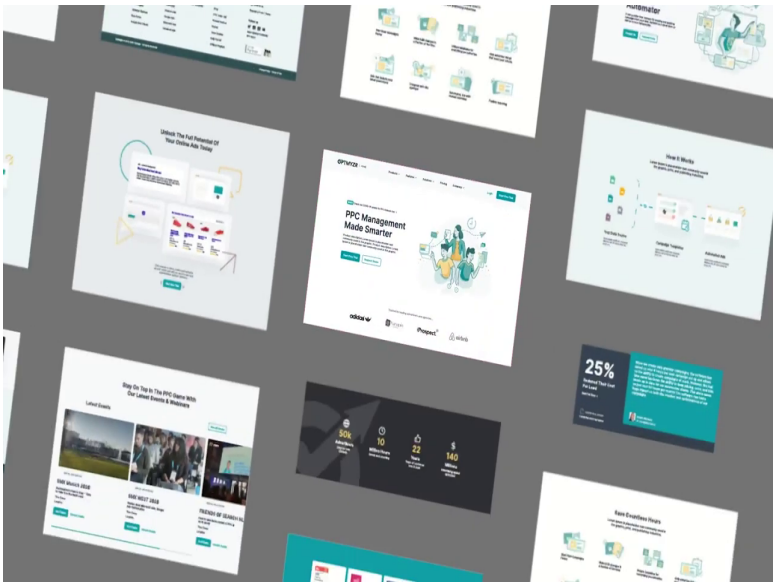

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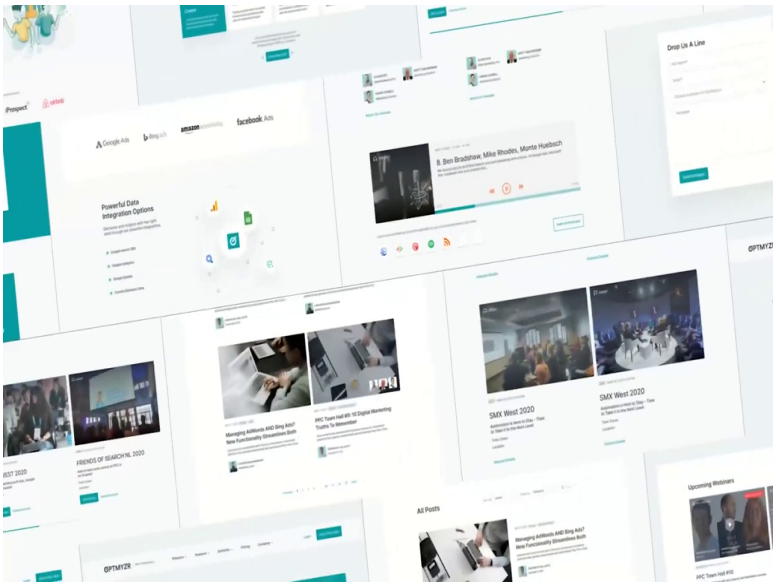

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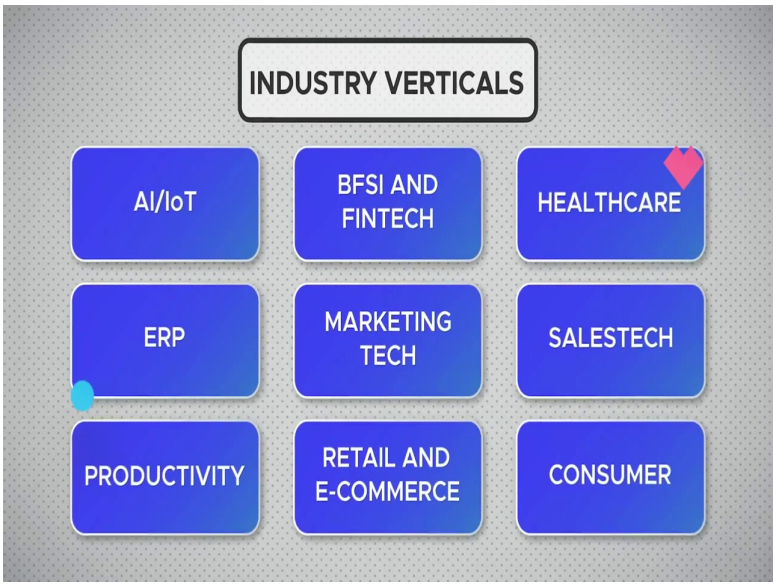

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So, we do not build any physical product. So, its all about digital, its all about the web or mobile experience then anywhere where a human being and there is a machine interaction is there and there is an interface that is where we try and add a lot of value to that right.

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So, we have a very strong philosophy and we try and also abide by that and also it also reflects on our work culture as well. So, the biggest core values like try and simplify whatever we try and do right. So, simplicity is its not so as simple right its one of the most difficult part of it right. So, we not only just empathize only for the user part, but also for the business side of it right.

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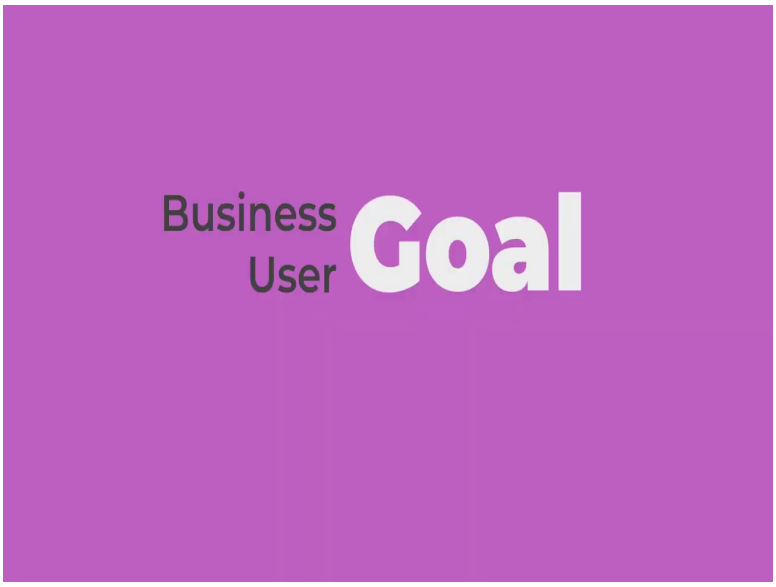

So, the magic happens only when the business goal and the user goal kind of you know gel well right. Only that is why only few products are like really really you know successful right and the last, but not the least is the reason why people come to agency is like you are really really fast and speed matters in this world especially in this you know digital world yeah.

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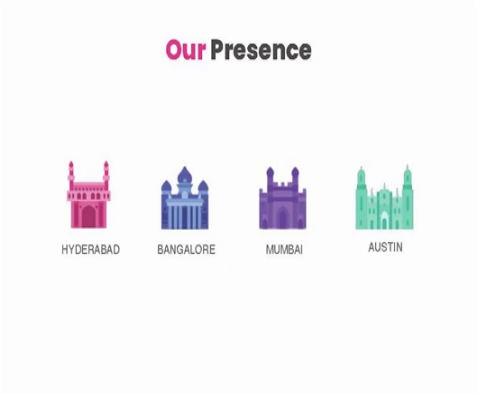

So, now the location is no more its become an obsolete. So, we have gone complete remote and anybody can work from anywhere. So, very proud to say that we have closed all the offices and still being effective for almost like more than one and a half years now and we will see how it goes. So, the only new thing is you have to adapt to what is coming up right.

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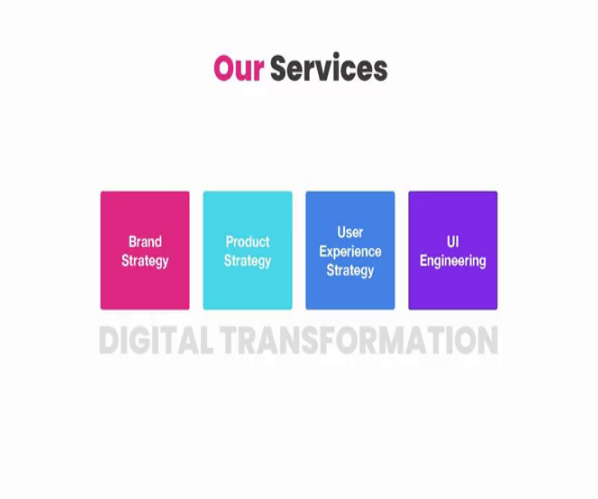

So, this is our service right. So, we started with there is a core thing called people say ok UI right I do not use interface design you only design screens right, but to even do that you really really have to start thinking about from the product strategy side. So, you are almost like a like a co founder of that particular digital product right that is how you should start thinking it now the industry has pushed us so much now today this past post COVID significant impact on trying to digitize.

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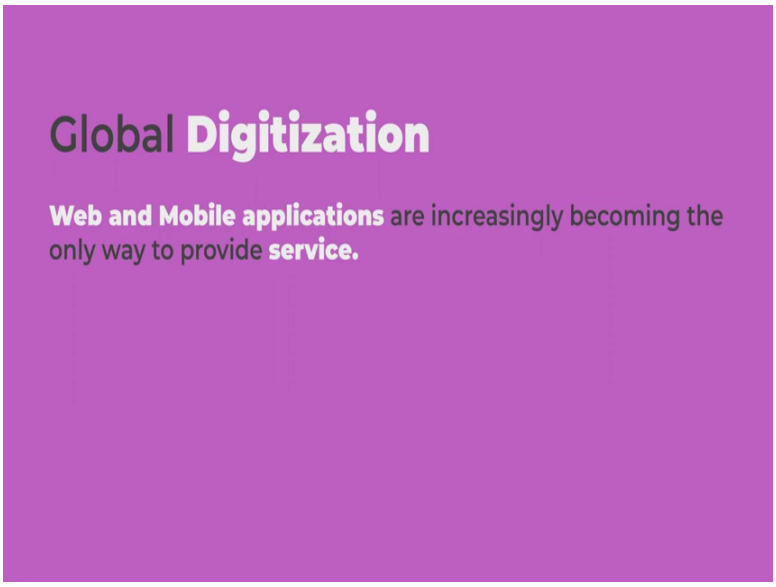

Every company that is not digitized they are has been pushed back right. So, there is a huge force that everybody has to get on the web you know get on the mobile that is the only way to try service right. That is why we also expanded towards a little bit of towards the brand strategy as well as getting that the front end technology as well. So, we try and serve as much as possible to the end to end digital transformation part. And that is how we are pretty good at.

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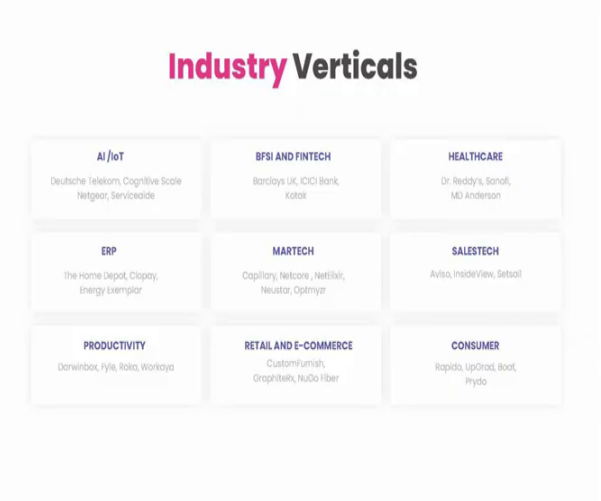

There is another best part of you know having your own agency right. So, you work with other big MNCs maybe 5 years, 6 years and you only work on one particular product right here like you will have optionally you know quickly try and jump into different verticals.

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So, this is where designers also need to know you will need to understand the business. For example the difference between suddenly all of a sudden you have been asked to work in a BFSI sector. So, BFSI is all very very sensitive with us with some data right they will ask you your you know KYC data there will be some RBI you know rules and regulations.

So, that is where you have to also empathize the business right. So, start understanding them you know how do they make money, right. So, that is the core thing is like in any product if the product is for is to trying to solve a problem and how are they trying to make repeat users how are they trying to make money out of it right.

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So, predominant of business comes from most of the US part and we have been privileged to work with some of these nice good looking big brands and each one brings a different kind of a problem right.

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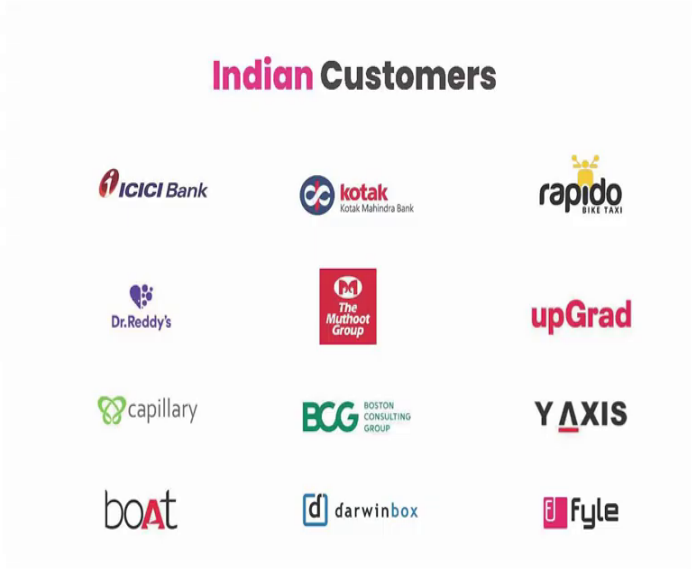

Its really good to like and we do have a strong business even in India mostly towards the previous site recently I think the Darwinbox, Fyle; these guys actually got the series a because of one of the a huge impact on the UX stuff.

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And I have we do have a little bit of presence on the APAC and the Europe part we are just trying to grow a little bit on that, but yeah as I said mostly the US is one of our key thing right. So, these are some kind of kudos to ourselves. So, we just feel good that, but yeah we do not we do not try to chase this, but if there is an opportunity yeah just why not participate.

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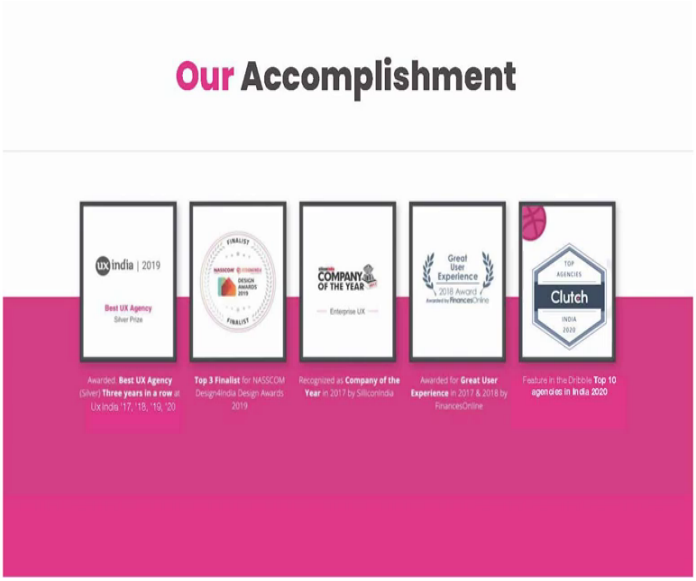

So, some proud moments are like consecutive four years we have been the best design agency in the UX India and we were also the finalists for the NASSCOM event here is some good moments to be there.

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So, as a typical design studioz you guys brainstorm we do the same thing we work hard, but also make sure that we also have fun right. So, I will now a little bit take to like some of the learnings that as a digital entrepreneur what are the takeaways and what one of you guys want to start this right what are the some of the mistakes that maybe even I would have done you guys can really try and try and avoid it right.

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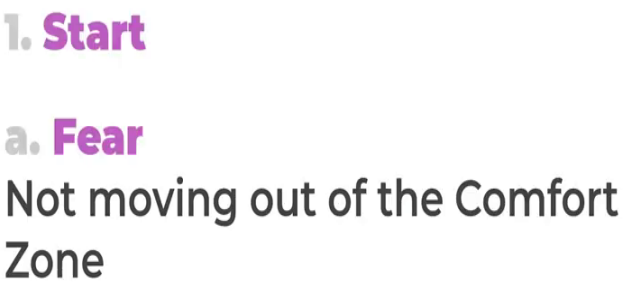

The most important thing I think absolutely you have to start, but before you start do some basic you know home works right. So, one of the biggest aspect in my journey is the fear, the fear factor of not moving out of the comfort zone right. So, its ok to be if you know there is a fear which is influencing your decisions, but actually today its much much easier right. So, for to start a digital company all you need is a decent laptop and internet connection right that is it right.

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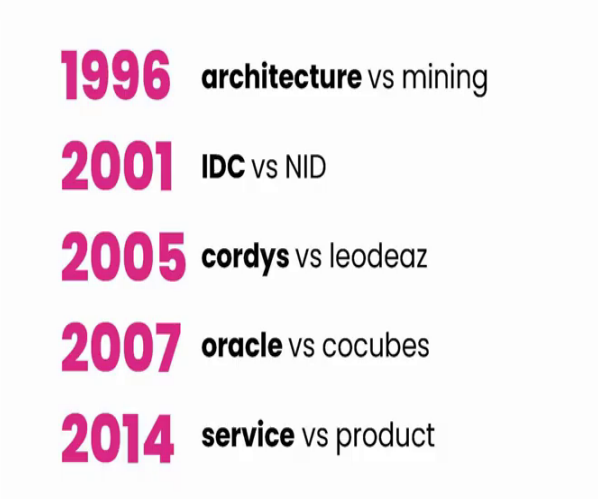

So, its you do not have to be really really scared, but these were some of the influences which I which due to the fear factor I chose one versus the other right. So, its ok to be like this is one fear, but I think you guys are much more well in advance where you have in information prior in hand its all everywhere. So, you really really do not have to be too fearful at all right.

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You have all the rights to choose your path ok. So, be very clear when you start your entrepreneurial journey are you going to do business or you are going to do for a cause right.

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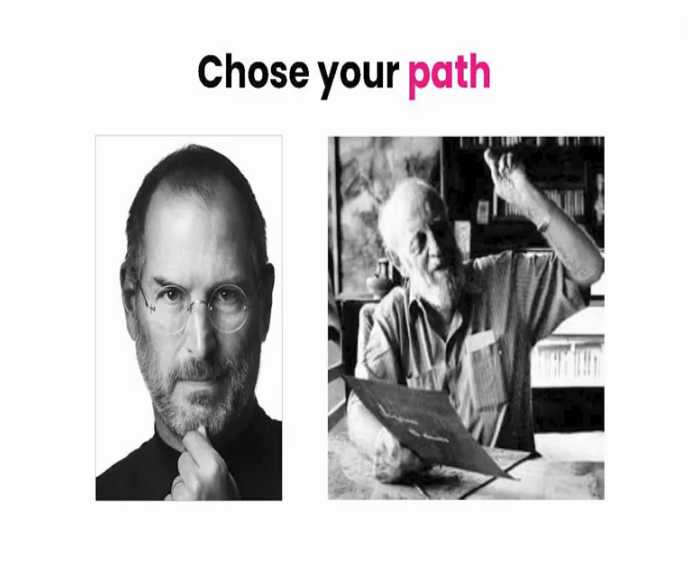

So, I think the person on the on my left everybody knows it, but the person on the right mister you know Laurie Baker. So, who was the father of you know low cost housing right. So, you pick your journey what do you want why this is important is otherwise somewhere in the middle of the path you start confusing yourself.

I am not successful right.

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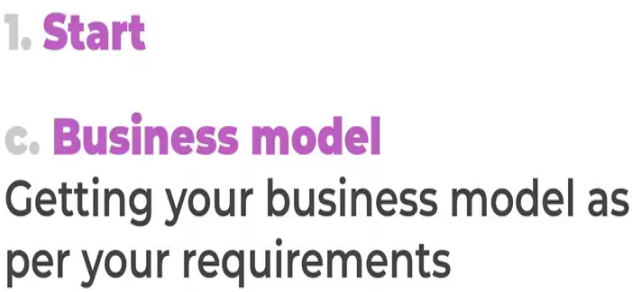

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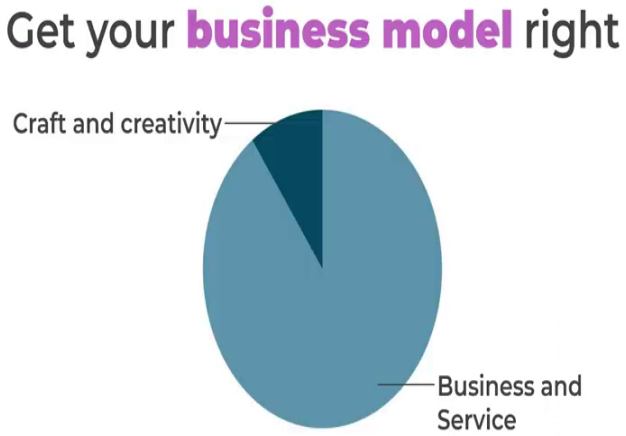

So, you define what is success right. So, these are all typical things right. So, can I go ahead and start an entrepreneurial journey I will say no, do you have a business model this is one of the biggest problem with most of our designers that they think that its all about creating the graph right, but then the when it comes to the business side of it there is also a service. So, you will have to figure out you know some of these key aspects right.

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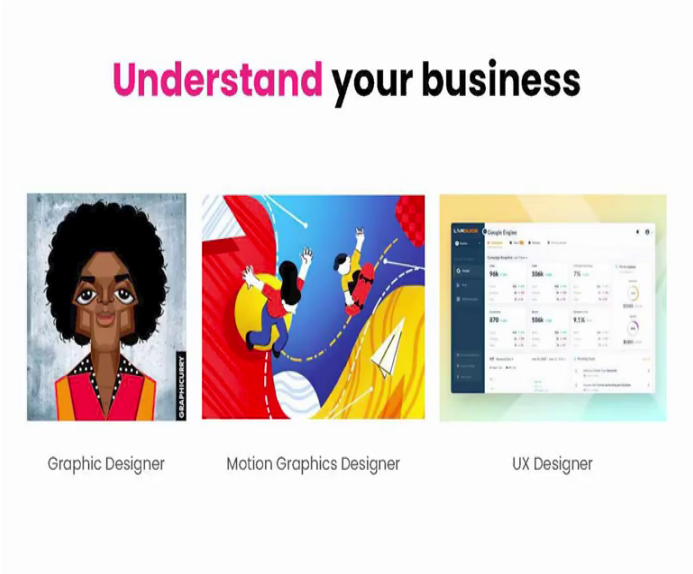

So, let us take examples I am a; I am a graphic designer. So, what I do is I am like terrific with my with my hand right. Now you want to start a business out of this if you think that its just all about creating the characters and doing the artwork is if that is what you think is the is a problem we were actually missing out the 90 percent of the pie.

What is the 90 percent of the pie? Now how do you want to make this into a business model right? Now you have to print it right now you can print it on mugs or T-shirts and all those stuff. So, now, it has to reach to the consumer. So, the consumer actually sees it he loves your artwork I buy it, but the impact its going to have is the quality of the T-shirt the quality of the print right and the delivery time when I get.

So, that service part is a 90 percent which will have a huge impact on your thing and if you think that its just because of your design and creativity its not right. So, now, how can you

start thinking in a much more creative way right. So, what is that you want to do in the first level right? Maybe a simple thing ok I cannot take logistics ok I will use Amazons and Flipkarts to sell right, now which means you are going to give away a huge cut ok its ok.

So, which is a cautious decision right, at least the logistic part is done now do you have a strong vendor printer who is going to help you make sure that you get the exact finish. So, you now its a very small thing right. So, people think that its all about design, but its 10 percent design, but 90 percent is that service part right, same thing with when it comes to motion graphic designer or UX designer right.

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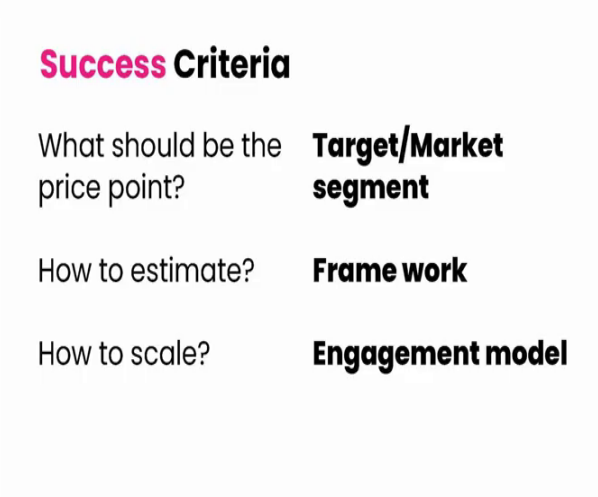

So, the other aspect what happens is you define your success career right its ok to be boutique its ok to be a; to be a two member company especially when you are doing a service side right, but is that what you want right because you are going to have you are going to have

these are the some typical problems all of us would have come through right. I mean what should be the price point I do not know like I do wonderful artwork.

But I do not know how do I price it right I do not know how to do an estimate right. So, now, do you even know how to scale. So, you are a one man guy how many T-shirts you can start designing right in a day there is a limit for you right. So, now, how can you how can you start thinking about a little bit of into scaling it up can you start creating more of team members like you right.

So, I think that is where some of these aspects try and help you guys right. So, you have to understand your own target market right. So, a very simple thing right. So, a so, I think in your campus definitely there is going to be coffee shop there will be canteen right. So, he will figure out a price point that actually works out for students right now the same person will have a branch in a huge IT campus his price point or target is different.

The spend is different right. So, the kind of menu will change now when this is going to change the their service also will change automatically right. So, that is what you have to also understand and play that game right. So, its ok to so, there is nothing like you charge less you charge more its not about that right its about at least trying to do this piece of home work. So, that you will not start hitting your head on the on the wall right.

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The second one is again very very difficult where I we also did not did not missed it focus right focus does not come so, easily right. So, we also did a very typical thing work in MNC still you have Saturday Sundays you know start working on some business ideas product again you have a product side then you have service right then once we started I left the com full time from 2014.

So, I am still trying to pedal from two different boats right. So, these are all different product ideas right. So, which its not just the idea we had built a software we had designed we have built and we started doing a little bit of marketing we were. So, its time money resource. So, all of this is actually you know gone in to it.

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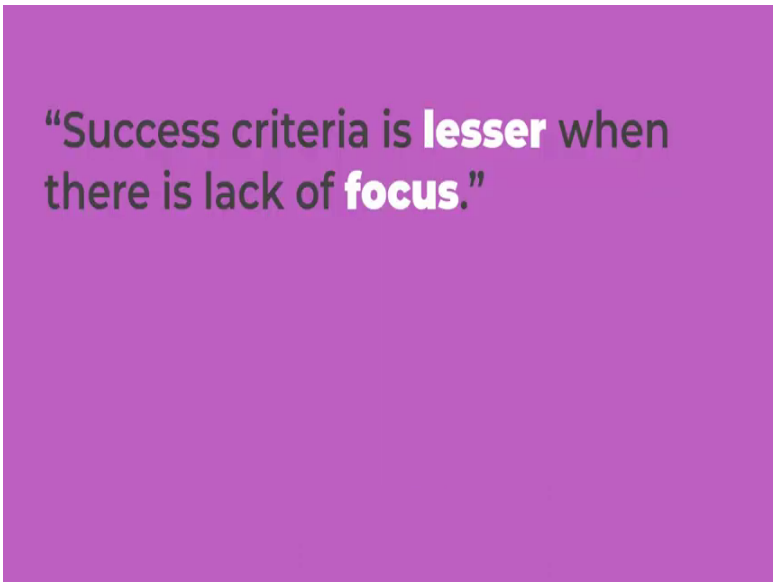

I think success criteria relatively is little much lesser if there is a lack of focus right.

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Because product building a product is built doing a service its totally two different things right. And you can master it, but then first master you know one of it then maybe you would have cracked the other things right.

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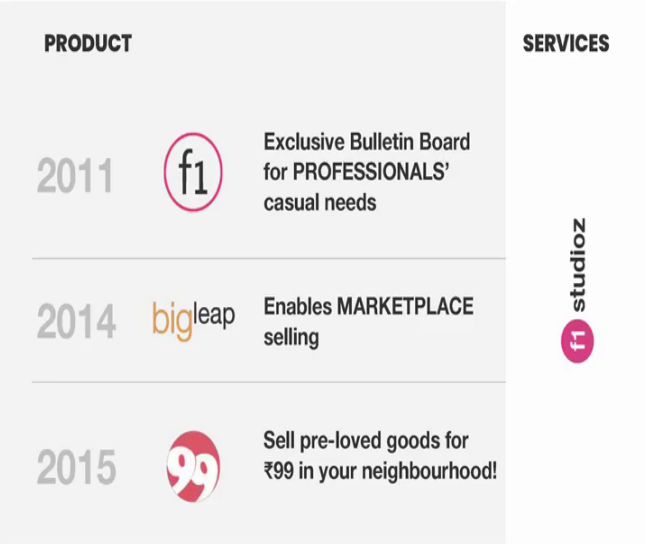

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So, then we figured out that maybe studioz is better there is less focus there and moved on then basically all these are different products product ideas they actually never got released right. So, which means that in the start there will be a huge thing that you will get a lot of work some would have paid, some would have not paid, some would have paid bad right.

So, we went through all those things, but then you are in that in the creation of your brand right. So, because today when you go anywhere first question they ask is like what have you done in the past right. So, can you just show us right. So, this also you have to accept that. So, then we figured out that slowly we moved away from this trying to take any project and every project.

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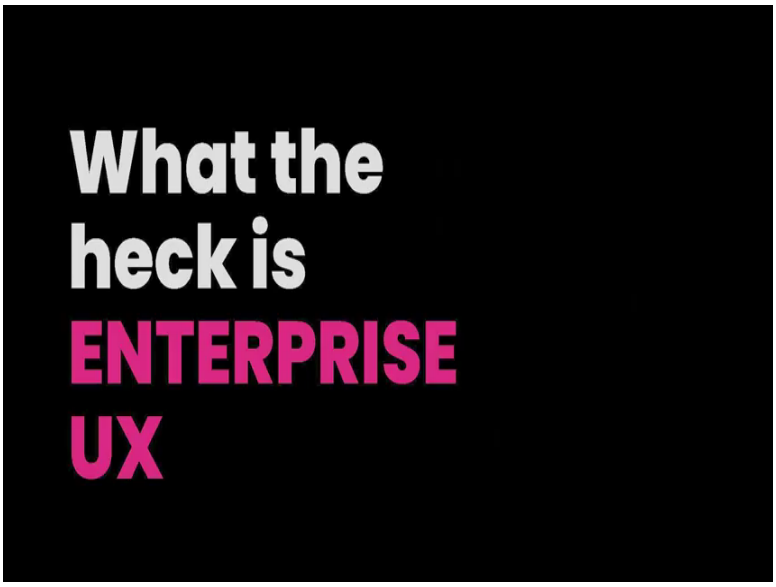

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I think we always have worked in this enterprise world. So, what exactly is this enterprise right. So, any huge large software where companies spend millions of dollars right it can be an you know HRMS system, it can be a CRM system right.

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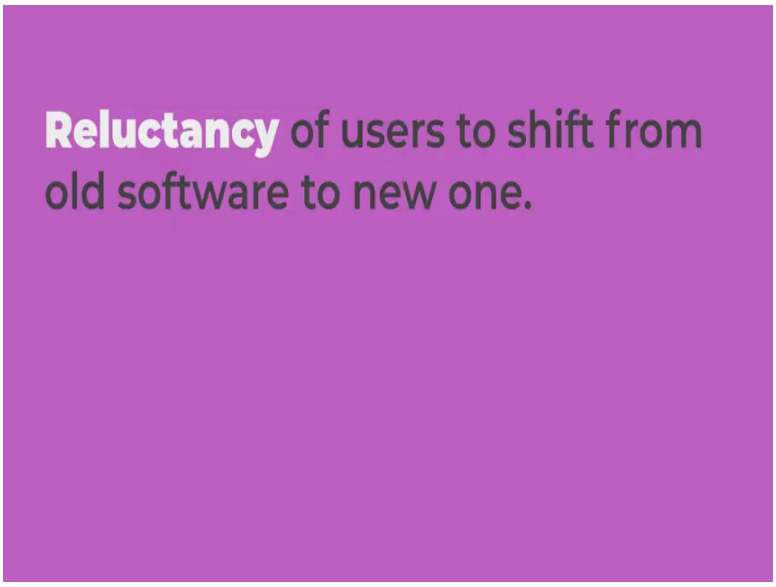

There is huge opportunity and there is a huge challenge. But there will be a lot of friction for you to even enter that thing because I have trained to be a master in that software which is I have mastered the bad design for 20 years. Now you are going to revamp the design. So, my job is in threat right. So, there is a different kind of mindset over there. So, that is what we figured out that this is the right thing right.

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So, how does this going to impact us? For its serious business its complex you know problem solving; empathize both on the business side and the user side because a small change what you are going to do right it will have a huge impact in their development then trying to tell educate and even explain people that we are revamping this right. So, and there is a huge opportunity for us to do a system level design, its not just one small application you can just design a complete speed. You can come with a design system right.

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So, these are all the huge impact for us as an agency right the markets are opportunity today is enormous especially after this post COVID and stuff. So, every company wants to keep pushing this. So, end of the day good design is good business that is the only reason why today designers are like at the top of the thing.

And CXOs are just like ready to like you know spend a lot of time with the designers they will never want to spend time with the engineers right which is a little bit because its a what I have envisioned and somebody can implement right implementation is a relatively straightforward stuff, but envisioning some idea is where they want to like quickly have a brainstorm with the design folks right.

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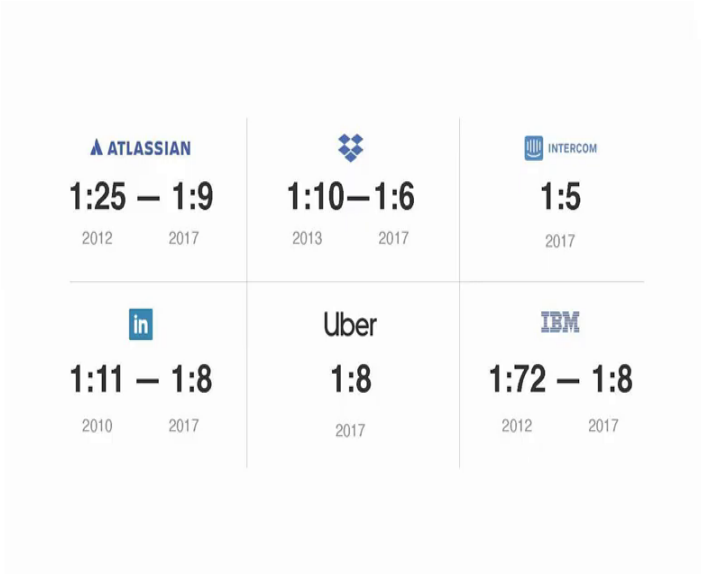

So, this is nothing but the ratio between a designer and an engineer right. So, its now almost like 1 is to 5. So, every kind of a dev team which has a 5 engineers there is 1 designer.

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Now, slowly we figure out that how can this design be served as a service right, end of the day you are also another service provider right. Yes we do have a we do have a different a mindset and service capability. But end of the day we are doing a service right. So, I will just quickly walk through some couple of case studies like you know how we made an impact and then how we picked up initial customers right.

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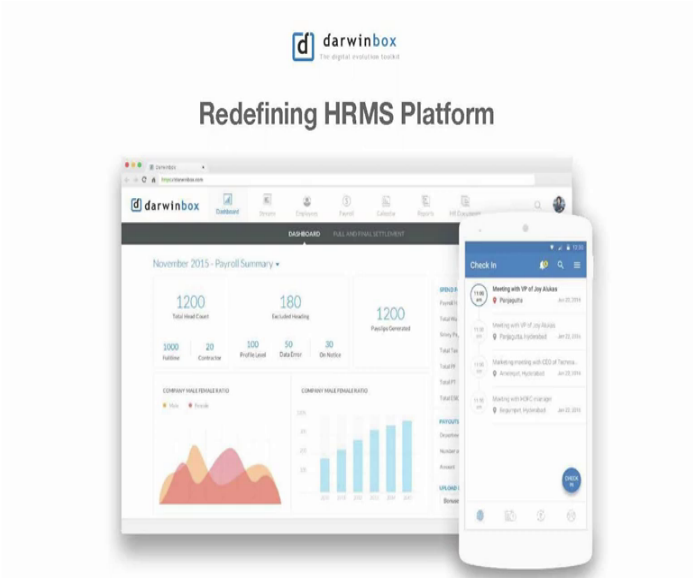

So, Darwinbox is I mean is one of the today India's fastest growing HRMS platform is one of the most boring thing where no employee wants to you know use it because you are forced to use this since because you are working with a big MNC right.

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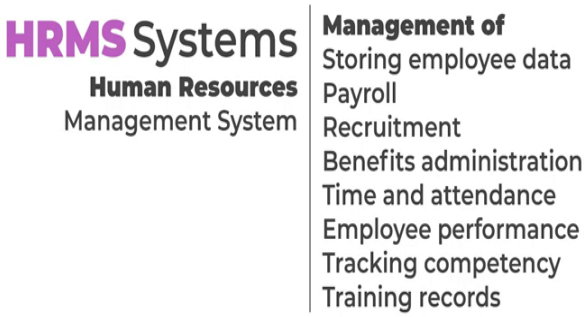

But then you use this system only to use your appraisals or your leave or your check your salary slips right. So, generally these are all very very tedious thing right.

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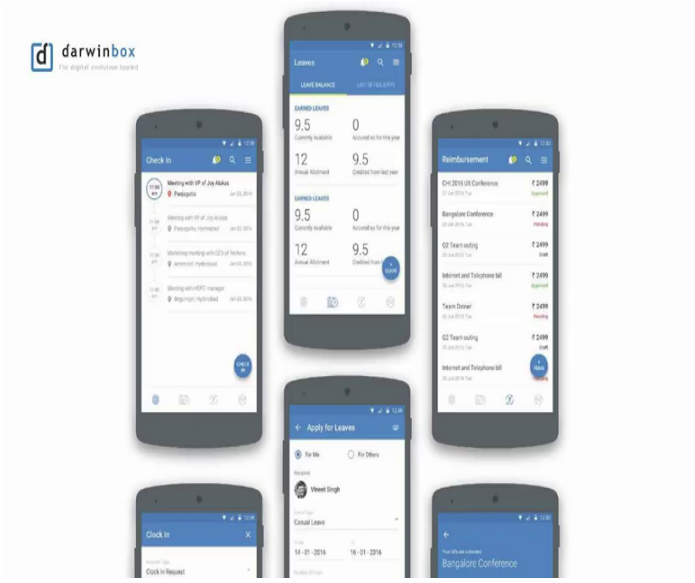

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So, but we kind of made it super simple and when these guys came to us they said that when we compare with these oracle and workdays to you know Ramco's right its the same feature right like Ramco is giving me 25 features, Darwinbox he also giving the same feature why should I move away from oracle to you or you know the only differential factor was the ease of use.

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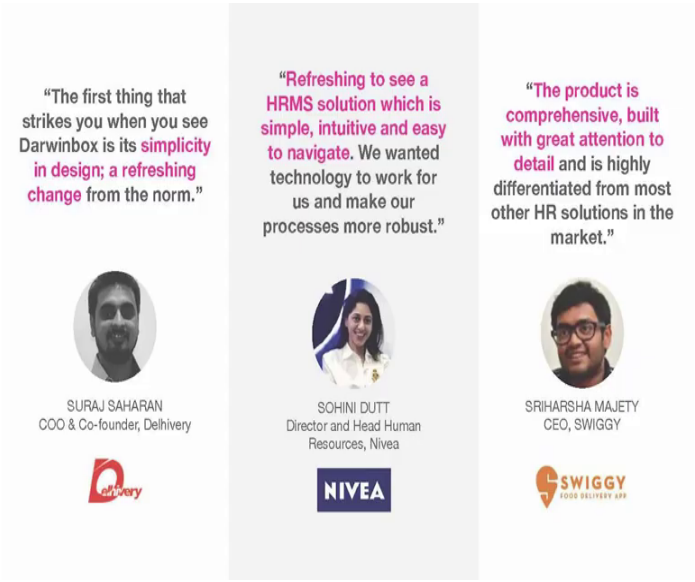

And the productivity of their employees. So, UX was the highest priority and that is why we have made a huge impact and you can actually see the customers who are actually using these softwares. So, you can just see that you know simplicity right and intuitive.

So, these are all the keywords why they have the repeat business when NIVEA is going to use Darwinbox. So, its like some one stretch 5000 and 5000 employees are going to use the software right. So, that is why the UX becomes a very critical thing right.

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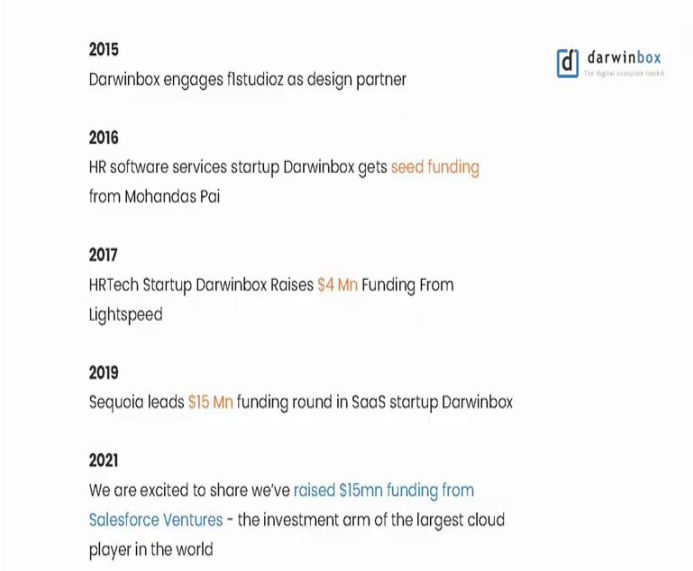

So, we worked with Drawinbox and the journey was like amazing right these guys engaged us like we worked with them for 6 months. But after that they just boom boom and went on to become a very soon they are going to be another in a unicorn, but our journey ended up at 2000 early 2016 yeah once they have a much more better money and stuff. So, they went ahead and built their own in house design team, but still they use some of our you know design assets.

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So now, the reason why I picked up this example is because of design the impact that we can create on a product and now where they are right its that its a very proud moment and because of that they actually refer to us Bangalore based customer called Fyle they were trying to revamp the complete expense management today right.

So, its so boring so, people who keep traveling they have to come back, they will collect all the bills and then you know expense it create a report and then its too difficult for the sales and you know marketing folks right.

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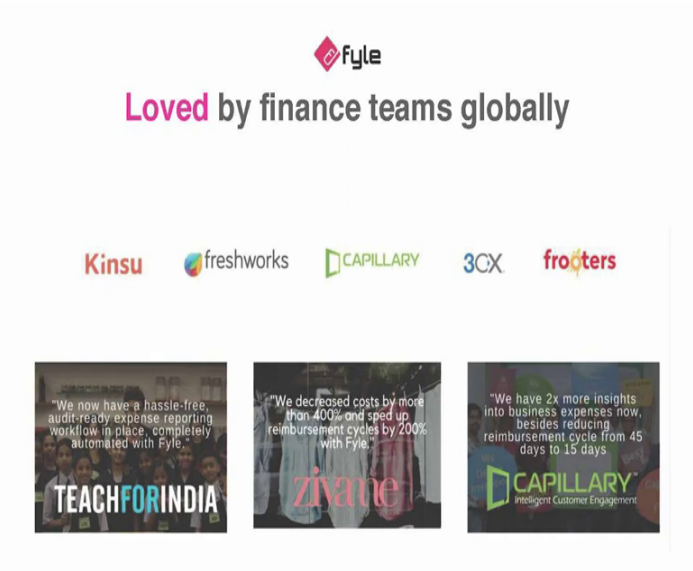

So, they kind of created completely revamped on that. So, again it had a huge impact right. So, these are the companies which are actually using Fyle and how they are getting impacted on the business. So, the moment when we reached out to capillary. So, when we said we were the ones who did the Fyle ok like you know done so, its going to deal done right. So, we you do not even need to sell right. So, we got the; we got the capital deposit.

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So, what I am trying to convey here is in your initial days you do not need sales team, you do not need a marketing team all you need is if you do good work it is it will chase you right it will chase you. So, hard that you would not be able to you know deliver you know so much of work right.

So be very focused and if you are able to deliver the quality and impact on the business I think its you are slowly getting into that you know autonomous mode right.

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So, I will get into this again very good journey they had in 2016 they started and boom boom boom now the company which is backing up indeed right. So, they also got funding from you know freshworks, freshworks recently got IPO and stuff.

So, I will get into a little more detailed case study where design as a service you can have a huge impact by actually getting into the depth of the problem right. So, this is what is all called the you know problem solving part right.

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So, WestJet is you know Canada's second largest airways right. So, we got this project because of via another development partner and.

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So, their problem statement was very very clear from them they said you know what we are redesigning one of our customer portal and we are going to use a Siebel open UI framework right.

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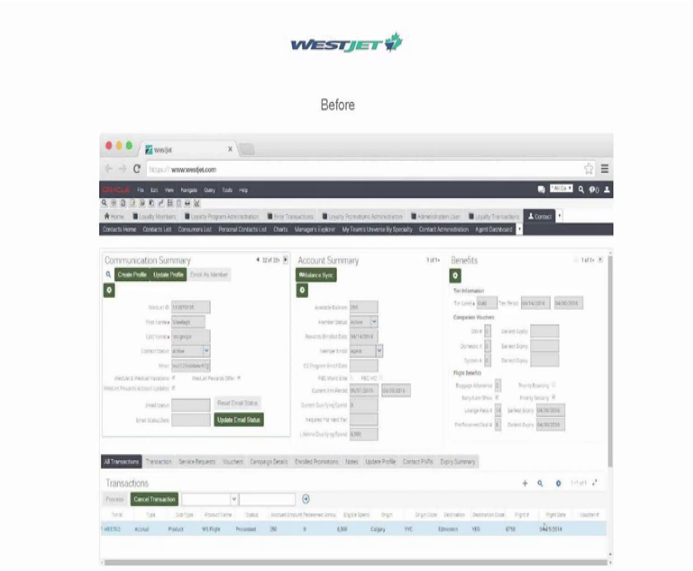

So, this is the existing screen which they have customer care you know we all know we keep calling Airtels and Tata Sky and say that I have a problem and stuff also you know. So, that is the persona right. So, somebody who is sitting behind that telephone and using some tool like this right.

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So, Siebel is nothing, but a framework where you have all these UI and design patterns ready and then you can just reuse that to build a quick applications right that is the whole idea of it right. Then we said hold on right that looks like a very very technical thing right for that you do not need to you know involve F1 right.

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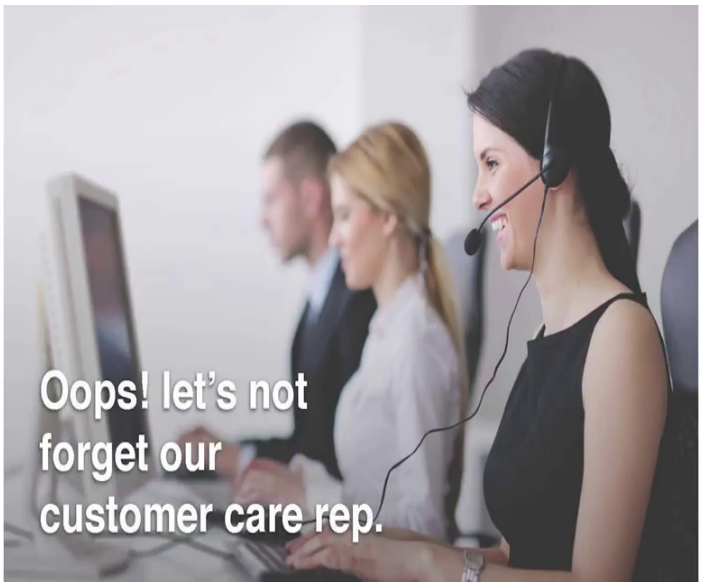

Can we just talk about like who is the business user right end of the day there is some human being who is going to sit behind that system right. So, now, the clash of the titans has come right.

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So, now you have a business goal now have a user goal. So, we as a as in as a designers should represent the users, but again understand the business and then slightly make sure that there is a good you know love making is happening there right. So, that is that is our goal right.

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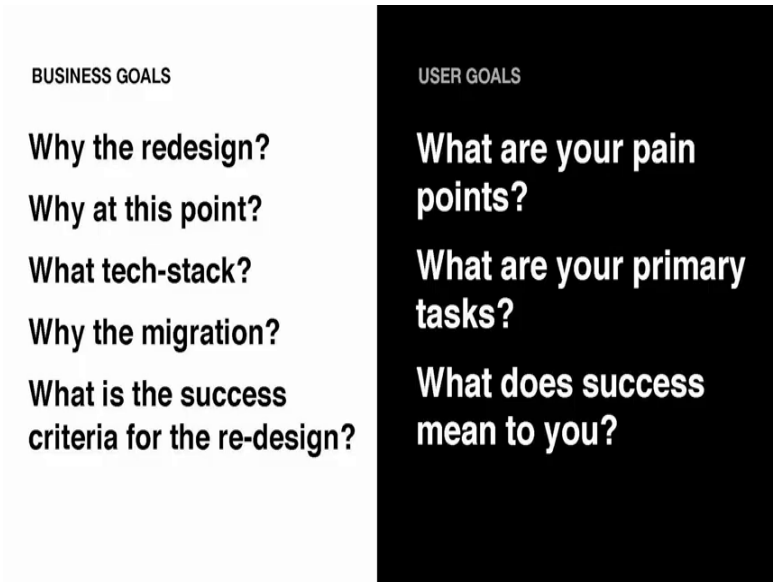

So, let them put their business goals now you put your user goals right. So, end of the day like see you are just you are just trying to saying that I want a new tech stack or I want to redesign.

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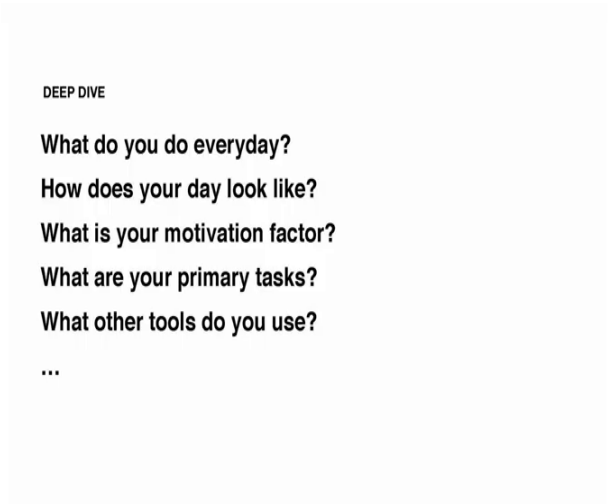

So, but what is it why are you trying to migrate what is the purpose of the redesign right. So, once you do that then we figured out that the design yeah we kind of you know deep dive into that persona and what all of you guys start doing it right get to that motivational factor right.

So, why would a customer care person use the software right have you ever even thought that what is her motivation right how can she become a senior or how can she become a lead or a manager right.

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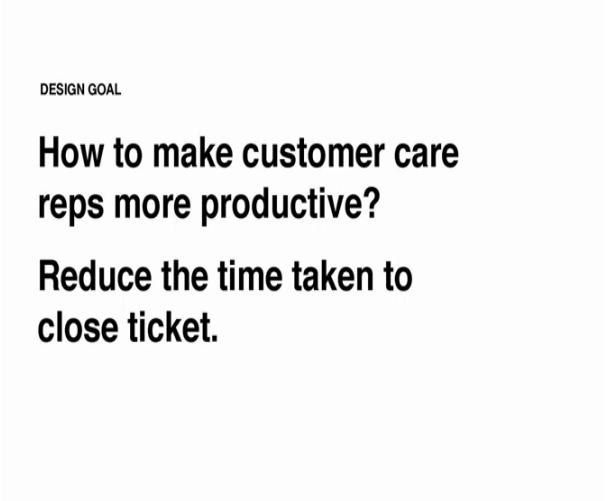

So, maybe its very simple right its all about she has to be more productive she has to close the tickets sooner is the far better for her that is how she is being evaluated in terms of her performance review very very simple right. So, if you do not do this justice then you have done fundamentally wrong in your in your approach itself right.

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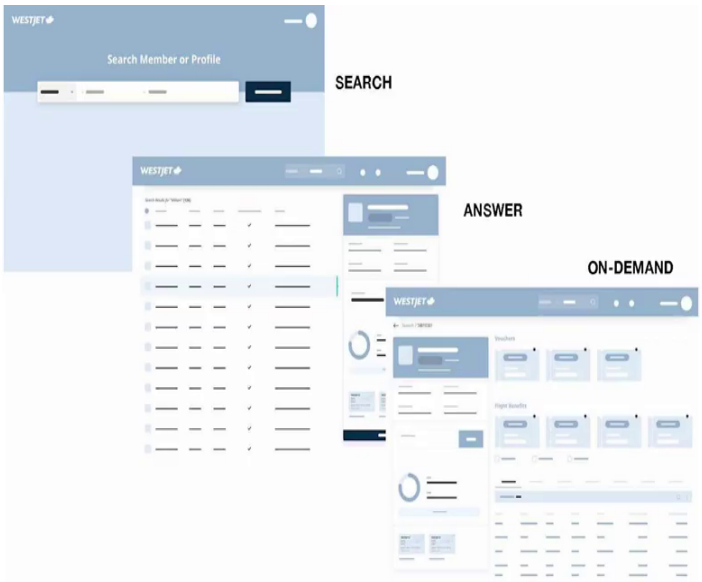

So, then we started figuring out that they only do three things right its like they search for a query and they quickly have to answer the query and then only on demand they do some that is a 20 percent used case. This is where people get confused in a feature list that no, no, no they do all right no its very simple right. 80 percent use case what do they do they have to quickly answer the question. So, what are those 80 percent used case right.

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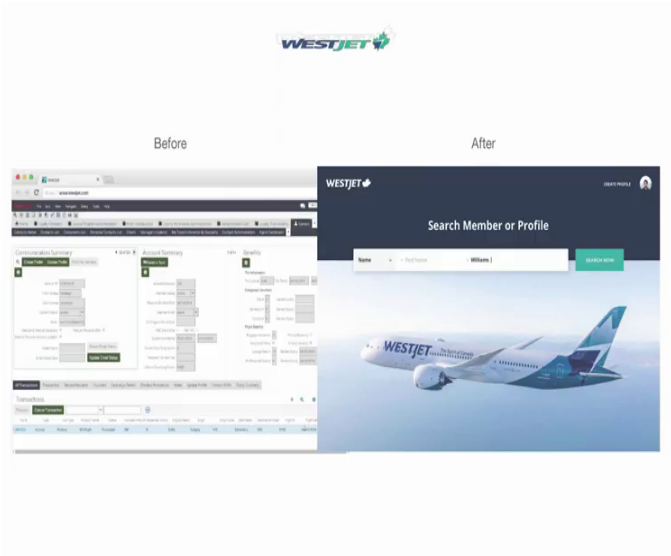

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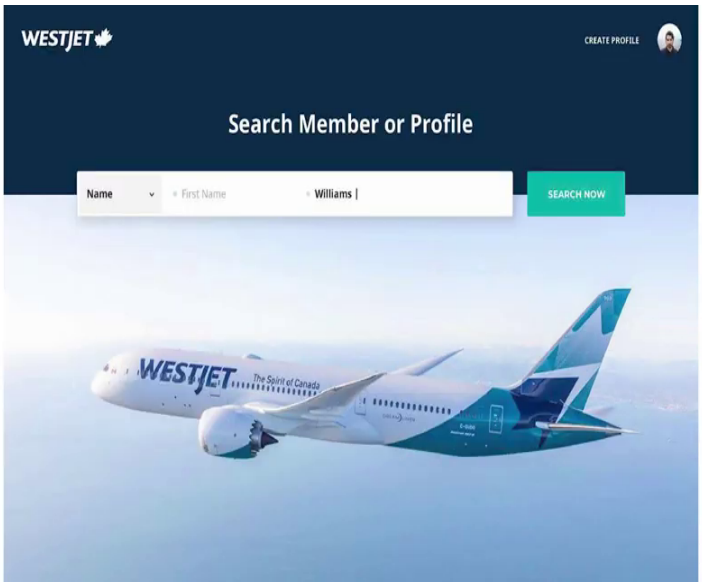

So, this was the before this is after right. So, your landing screen need not be. So, complex all you need to do is you get a call sometimes its automated automatically it will be it will know that who is going to call you, but you quickly enter the first name and last name and search for it.

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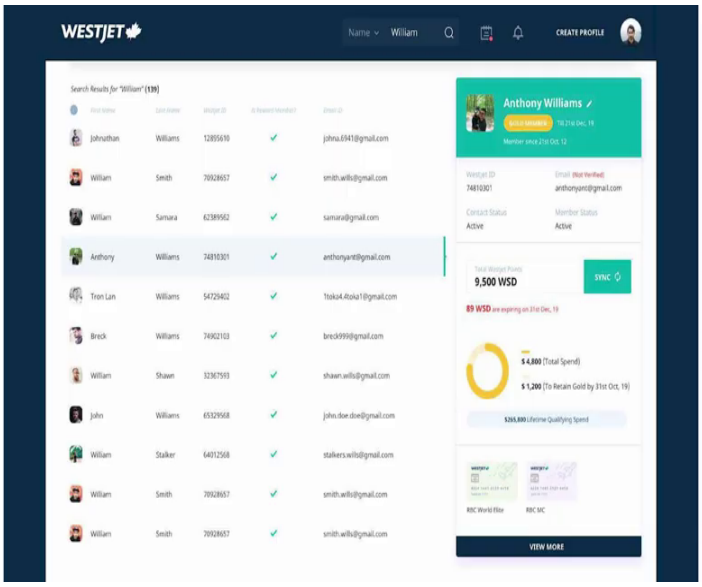

Then you if there are multiple searches because its messed up. So, if you are a frequent flyer nobody in the world is going to remember the message ids and all right you will only say hey this is James right I mean if you have multiple James or multiple Williams you try to get their email registered email id. So, you will get that. So, on the fly when you hover over it you get some of the critical things right.

Mostly people call to just check that hey what is my WestJet points I just did a very long flight last week I just want to know that is it being updated yes its updated your are yeah it was like from 5000, now its around 9500 budget points right cool. So, and we also have given some critical information's like we know that you know Anthony is kind of a gold member right.

So the customer care person understands that ok you know how do we can I help him to also become a how many points that he does he need to become a you know platinum member right.

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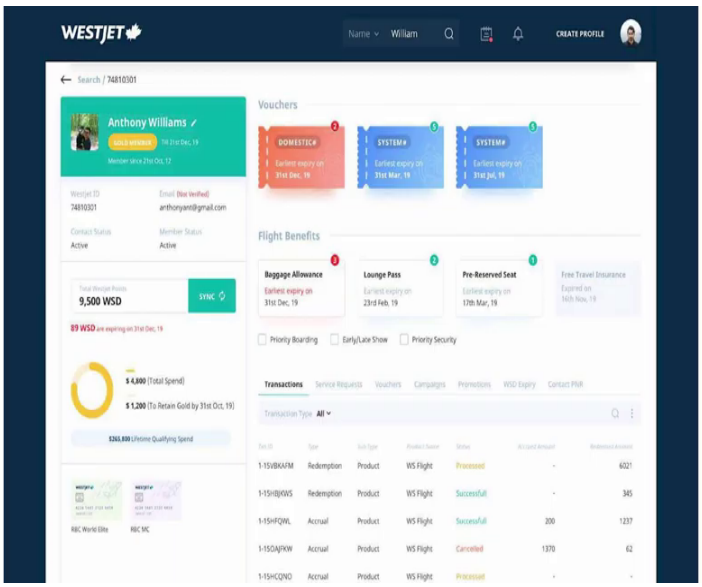

Only on demand they click on the view more which takes them to a completely a three sixty degree of that has all his activities. So, you have to do a progressive disclosure right that is the philosophy that we try to use it.

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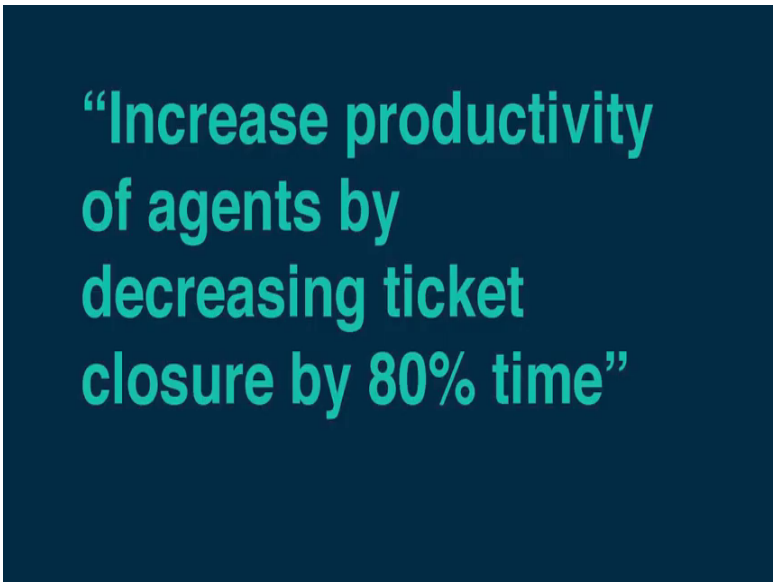

And it worked very well and we had a huge impact right 80 percent time reduction from four and half minutes to you know less than a minute kind of thing right.

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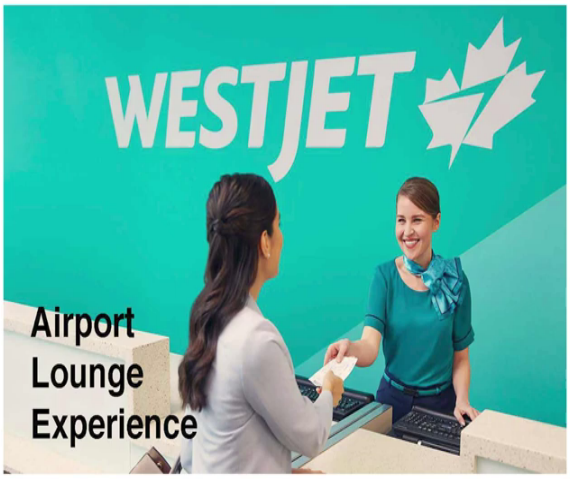

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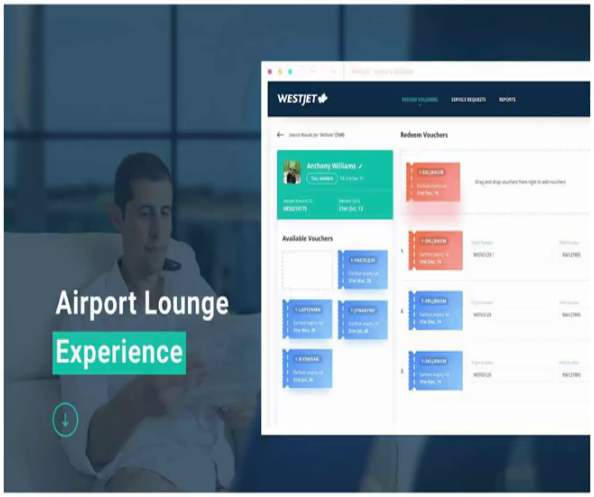

So, because of that they loved the project they gave us another project right. Now they said we want to do a airport lounge experience right. So, this is like again frequent flyers they have a lot of loyalty points when they enter the lounge they just show their boarding pass.

So, the person who is behind the thing she has to like quickly like check that out and you know use the vouchers and ok you want to be there for 1 hour a couple of hours whatever right.

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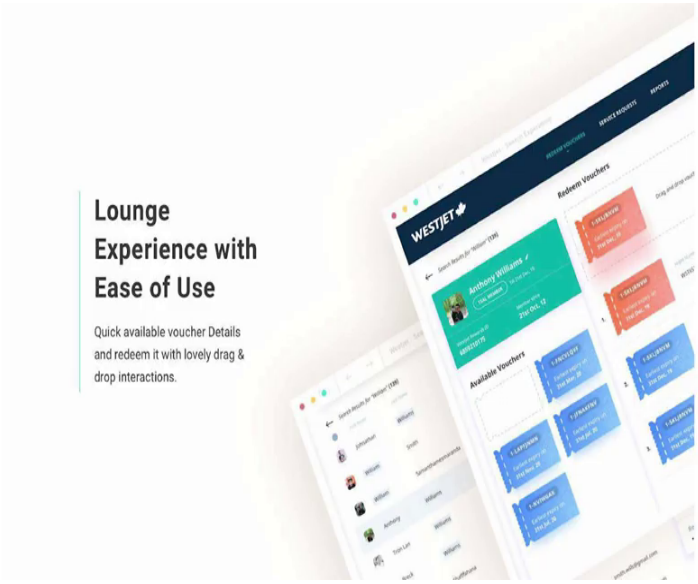

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So, it came out pretty well we also did their responsive thing as well. So, its all about the impact of design right. So, what you can actually do that especially in this digital space you know the impact can be huge right. So, you do one good thing it spreads you do one bad thing it just multiplies right.

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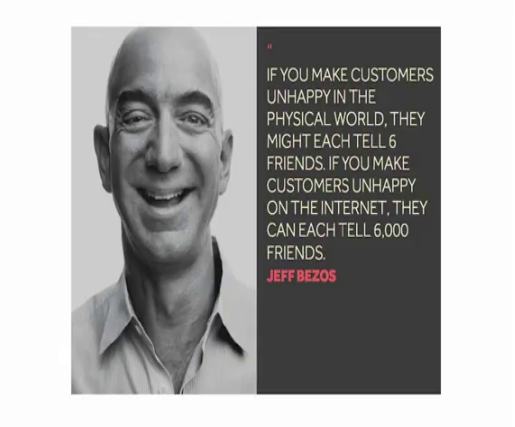

Which means that clients reference are very important. So, its better you choose your client properly and start serving them well because they are one of your best sales guys right.

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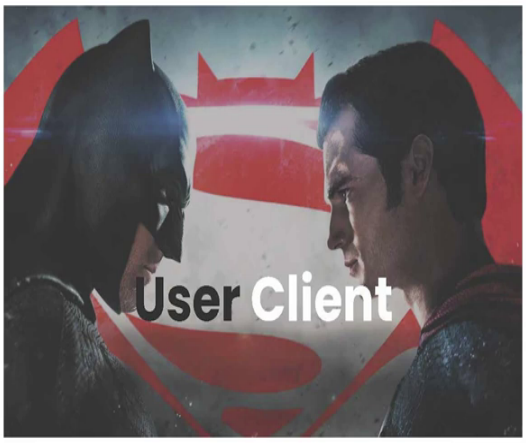

So, there is a very typical user and a client right we all have to understand end of the day you are not working in a silo right you cannot exist in silo right. We are part of a bigger ecosystem whether its a product or whether its into a digital space so, two things.

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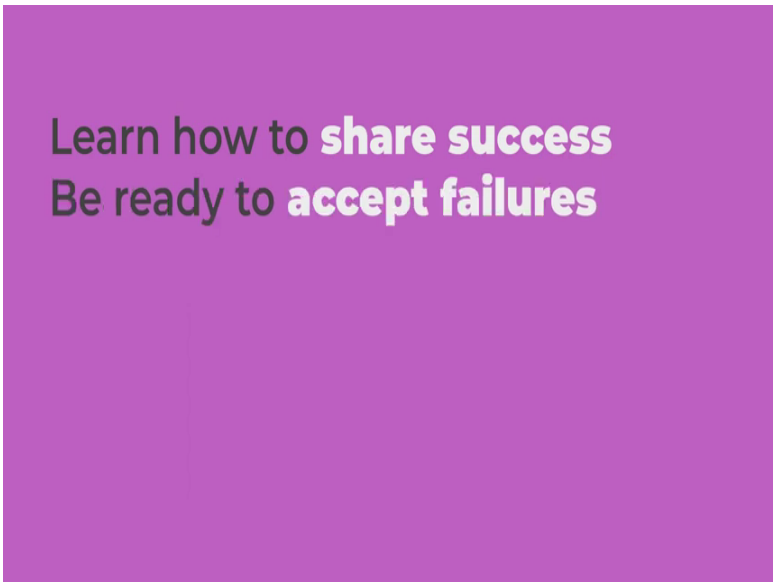

You should learn how to share success and you should be ready to take if its a failure right. So, if the design fails they will come back to us right if its a success they will say that hey you know what yeah its a its more of a collective effort, but yes that is the way it actually works in a business world right. So, we need to acknowledge that right there is no you know escape route for this.

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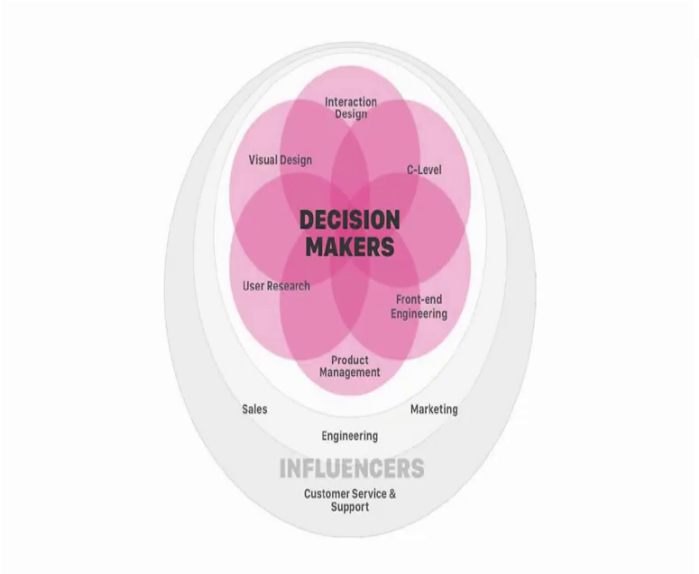

Because each one is going to bring some flavour and more of a domain expertise right. So, we can make better decisions more of informed decisions right that is why it actually UX I mean everybody wants UX right.

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So, what enterprise its is much more rigid or hard, but any customers what do they look for. So, its like we entering into a restaurant or anything where you want to do a shopping right we expect some kind of experience right. So, same thing even when a customer comes to a design agency they expect few things right.

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They want to work with trustable folks because, I am

betting a huge money on you right. So, you are the guy who is going to create some design and then I have to get into a production right. Now, huge volume of money is gone or there are like 500 people who are going to build this enterprise product. So, how will I get that right.

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So, the only way to do that is through some of these things right quality speed and you have to build a you know transparency right. So, what is happening at what point of time right and its a cycle right and you have to do this continuously. Its a very very disciplined activity right this is the biggest meet of your service part.

So, it is not about I am a very skill full designer, but then if you miss out on rest all of it right they want a consistent and predictable engagement right. So, that even if its a mistake its ok, but we have made a informed decision that is why we are circling back were going back to the whiteboard right. So its all about bringing this these three qualities its going to build that you know trust factor right.

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And another big aspect is one way to solve it is a process right process not only for the design process right the engagement process.

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Now, we are getting into a little bit of this thing called design management right a lot of designers are actually not good at the business side of it right its ok. We do not, but at least we should acknowledge that this plays a significant part especially being an entrepreneur right. So, either you build a team around it or you find a partner or you get somebody else who can try and fix it for you right. So, that you can focus on what you are good at right otherwise you cannot scale right.

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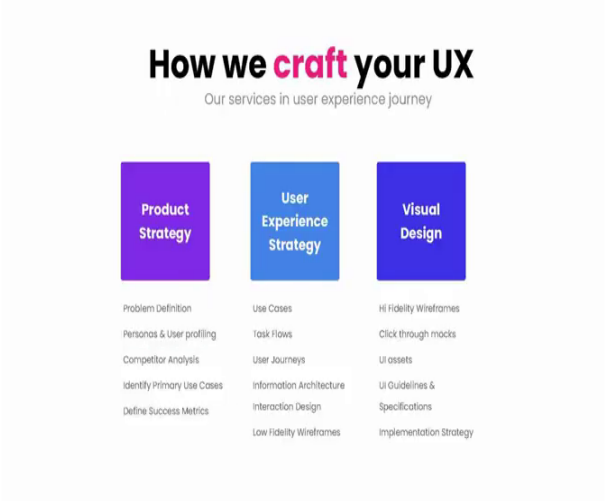

We craft of our UX part right. So, this is more of in terms of the design process. So, you can start explaining about the USB you know why you are different from the rest of the agencies right mostly the visual design part a lot of people do, but then the first two boxes are more important right because in the first box product strategy if you have picked up a wrong problem and if you have done a wonderful solution it still does not work out right because you have picked the wrong problem.

So, picking the right problem itself is one of the biggest challenge right and our job starts from there right.

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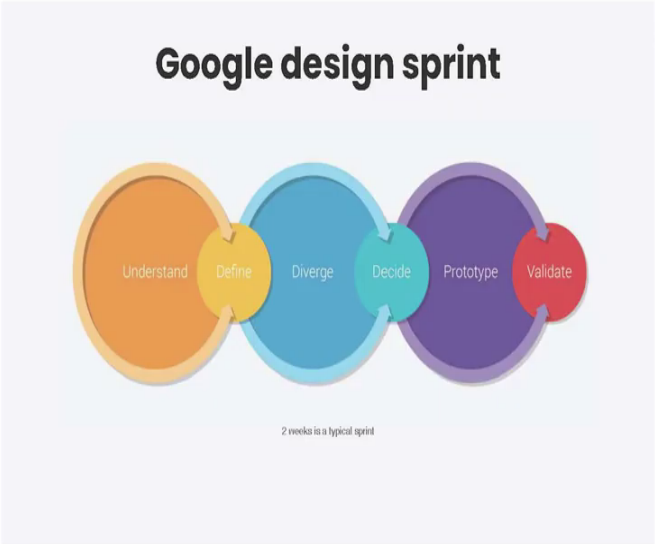

Now, this is fine, but how do you guys work because we follow our agile methodology its a software they have a set defined right. So, now, how can we align with them right. So, that is what I think Google design its pretty old now for 5-6 years it may be popular.

So, all the above thing what we do they understand define again diverge again converge to design prototype and validate entire thing is done in two weeks which means they take that rather than taking a long big problem at one shot they pick the small problem do that again move on to the next right. So, that so, it becomes a little bit of a cascading kind of effect right.

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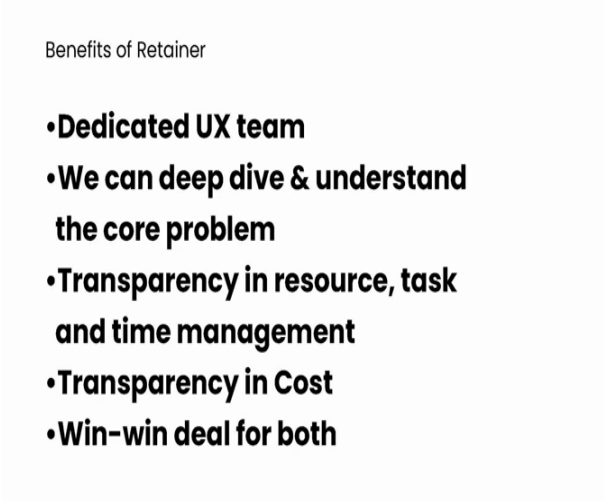

So, and then you start explaining them hey you know what this is how we actually try and do retainer thing. So, what do you mean by retainer right. So, I am going to give you a dedicated team. So, and you are aware that these are 5 people who you are going to work with because its pretty long term because you might be interacting with them for like for 6 months right and then you are going to deep down understand to them right. And then how do you track how many hours are spent.

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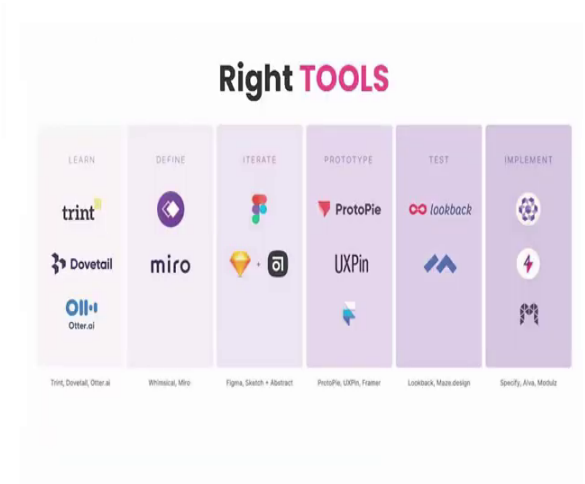

And you should be very transparent in terms of trying to tell them that what tools we use right what tool we use to collaborate to do our prototype or to iterate or to testing tools. So, that its very clear that from the day one before the engagement starts you know they this is what is my deliverable this is what I will be; I will be doing it right.

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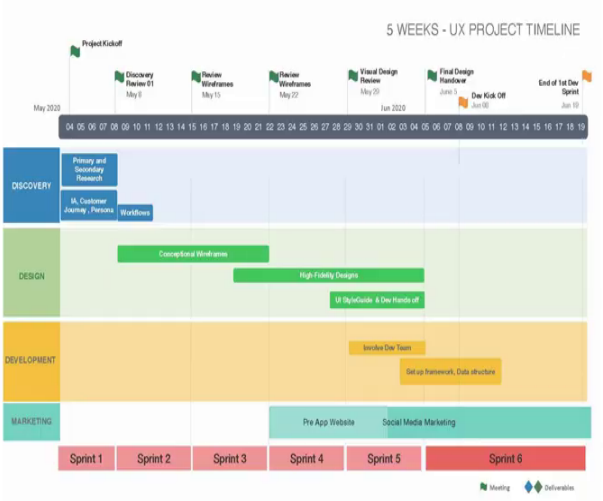

And the most important aspect of how your thing is going to get impacted on because there are other people who are waiting for you for your designs right. So, there is a design part the you are doing even in design you say discover design deliver, but then there is a huge dev team right. So, you are just 4 people, 5 people right I have like 150 people waiting in my dev team for you right.

So, the stake is huge on us right that is why they have that rather a waterfall model where you do everything and then it will wait for you it has to be like on a cycle right. So, you do it you we validate and then you start the dev part right. Now there is a marketing team which is waiting for market the product you know start with a teaser right then slowly face to website is the product is ready you reveal the product.

So, there is a huge thing that goes into a building this and this is what as an entrepreneur as an head as a design head as a graphic designer you need to get the higher picture then why are these guys always pinging me and asking me that give me a timeline give me a project line right this is the reason because its not that he is not having trust on you because I can also plan my other activities right. So, its a cycle right.

Because you are you cannot work in silo because you have to be part of this bigger ecosystem right. So, that is one huge learning which we and we do it very religiously and it just brings so much it makes life easier for both the parties. And when you do this trust me if somewhere in the mid of let us say June mid you figured out that there is a massive impact on some decision making in terms of you got feedback from customers.

They will not mind extending it they will not mind extending they will say no, no I think its a fabulous area let us remove those things let us spend some more time right. Yes so, you are getting more business which is good right, but then you do not do this and then you are you keep everybody in a black box and you come back and do a wonderful design they are still going to hate you right.

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So, why customers love F1? Right. So, we have figured out that these are some of the key aspects you know especially when you are trying to deliver design as a service part right. So, the first and foremost is your engagement model you have to figure out right. So, how are you going to engage with your with your client right; I mean is it DNM is it going to be whatever right. So, you do the math.

And then we always have a dedicated core team which makes sure that one problem at a time right. So, because I know that people love multitasking, but I think clients love that there are 6 more people who are thinking about my problem right. So, that is the whole idea right. So, I have an extended team who I am in the US, but they are sitting in Bangalore and Hyderabad and thinking about my problem right.

So, that is what they actually wanted right and that is a good point which actually reminded me now this these are so important because lot of the clients you would not even have physical interaction you might not even see them in person right its all via these digital channels, but you might be working with them for years and years. So, how is it possible? Right. So, I think the software industry has already mastered that part of.

And especially after COVID the onsite is going to be lesser its all going to be offsite right. So, I think these are all some things which we can you know learn from the software industry as well right always be transparent adhere to the process have the tools as I said right and we should always try to empathise on the business side as well right. So, every time we do not need to keep pushing selling our design right.

They understand at some time that is where we have to understand the skill process as and when needed right we cannot just always go back to the drawing board and do that right.

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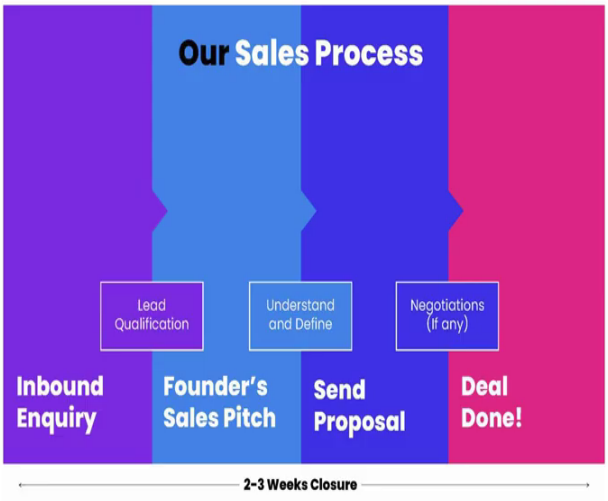

So, you should also figure out a super effective sales process right as I already said good work, good client is going to refer you right. So, organic inbound itself will be so much that it you do not need to have a sales team at all. So, I am yeah I am super proud to say that I we have a 60 plus team members and we have 0 sales team right.

So, you have your own way you figure it out. So, we do a little bit of a lead qualification what do you mean lead qualification is like as you slowly build your market size as if you remember the first thing if you have a restaurant in a campus versus a restaurant in a MNC. So, you have a market size right.

And you also have your target audience. Now you figure out that what is this ticket size you want to solve for right. So, we moved away from startups whether its a startup or enterprise

the amount of time and its not there is nothing like I want to do a logo design for free and then I want to do a logo design for some you know whatever 1000 dollars right.

Its not that you are going to do a bad work for this right just because your friend asked right end of day its the same energy same effort its gone. So, you choose where you want to place it right. So, that there is no; there is no conflict of choosing the projects right and once you do that you will also have a way to like you can say no right no we do not do this right.

So, yeah so, we this is how we try and do it its a very very quicker version we close things like in a couple of weeks also right.

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These are some of the big kudos that we got from direct customers as well as some of them are indirect customers which means that Manoj Saxena is one of the brainchild behind IBM Watson and he moved out and he started this IMB of cognitive scale into AI and stuff.

So, we also like were very closely with Jill from home depot when we visited the bay area yeah. So, we have a quick video testimonial.

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It was an amazing experience working with F1 studioz the product that we wanted to redesign was required a complete revamp, it was a 7-8 years old product and that was being used by 100s of clients. We wanted to make sure that we deliver it on time. So, the time to market was very very critical and I think F1 studioz delivered on time it required a lot of collaboration between 6 to 7 product managers.

The executive teams as well as the internal designers and it happened like a breeze. So, making sure that you know we have we get time from these people etcetera. So, execution was perfect. We also got a different perspective because we were thinking in a specific direction in a specific way we got to experiment with a lot of designs and that was the best part of working with F1 studioz. So, I really enjoyed working with F1 studioz and I really hope I get the chance again to work with Santosh and team.

So, we worked this during you know a capillary days yeah.

So, I think capillary was headed by a our you know R K Pudi Ravi Krishna.

Yeah .

So, he was UX director there.

Nice.

We had a strong team there and he still said I need a different brain and that is why he contacted me and he said. So, even you know as you know alumns we try and help each other as well.

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And they trust me that if they love they will sponsor they will everything right they will they will make sure that you are on stage, you will get a lot.

Of limelight and they would not mind treating you. So, parties or everything will be on their house right so.

Yeah yeah.

Yes. So, its like its an.

Incredible process there you are showing the you know enjoyable part also.

Yes.

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The last part which we think that in digital thing as I said all you need is internet connection and a laptop right. So, you actually do not need investors or you know you do not need you know too much of money, but then you need is people right. So, without them you can never scale then its up to you if you do not want to scale then you just be a one man designer right.

But if that is not what you want you want to get into a larger scale then you really really have to invest in you know building a strong team over there.

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And the only way it can happen as an entrepreneur or a leader as a founding member you really really have to you know walk the talk right. So, a very nice way to start doing is we all are designers. So, start creating the space yourself.

So, when they invest time in that they will start loving whatever rather than having a readymade office you bring them there they will start complaining that you know what this is not nice that is not nice.

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So, go with the warm shell let them do build their you know their own thing and whatever they create they have to start living there and working right.

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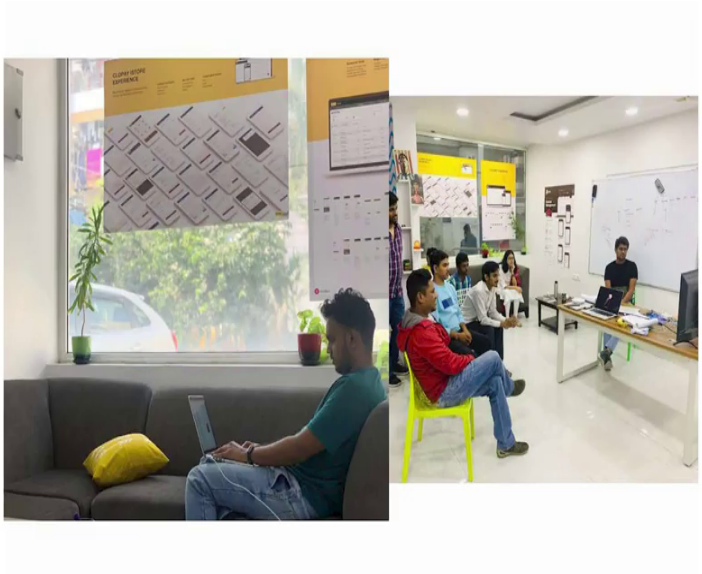

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At the same time still trying to get a balance between there is enough comfort for them and the flexibility for them to work always recognize your team wish them well. So, because end of the day its part of your family. So, that is something which we strongly believe in that right no residue to have fun right so.

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For us everyone is same right whether its from admin to principal designer who ever is it we are everybody will be treated the same right. So, and do not hesitate to you know I try and celebrate you know with them right.

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And start bringing the culture of problem solving everywhere right it need just be only work related. You almost spend more time than your family member right its like 18 to 10 hours you spend in office it better be good place right. So, these are few things which our own employees have built.

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And yeah these are some of the you know customer meetings when they try and visit us.

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So, we make sure that we always celebrate our annual event outside and we do also get opportunity to bring our you know organize. So, we also added Shilpi this intern he was from bits Pilani, but he was doing and then.

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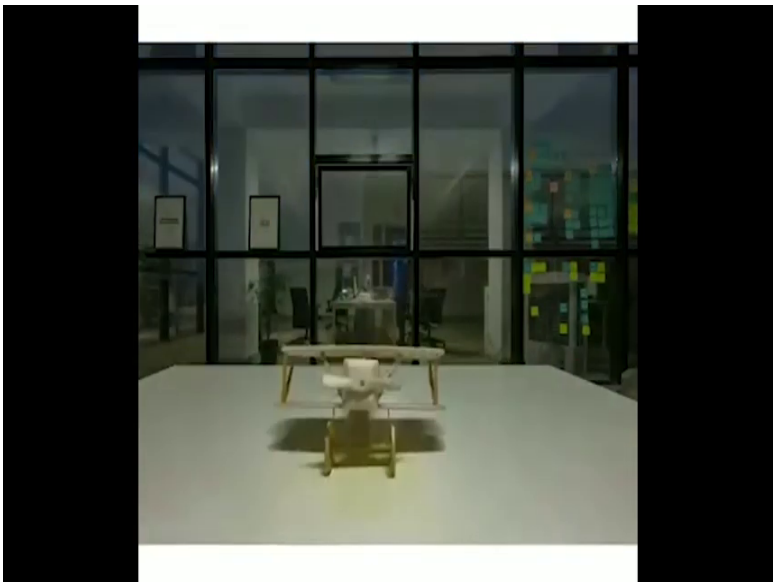

We have our new designer (Refer Time: 42:39) he will come on weekends this is from our Bangalore office.

Yeah. So, these are some of things which they just do you know do it on their own right over the weekend.

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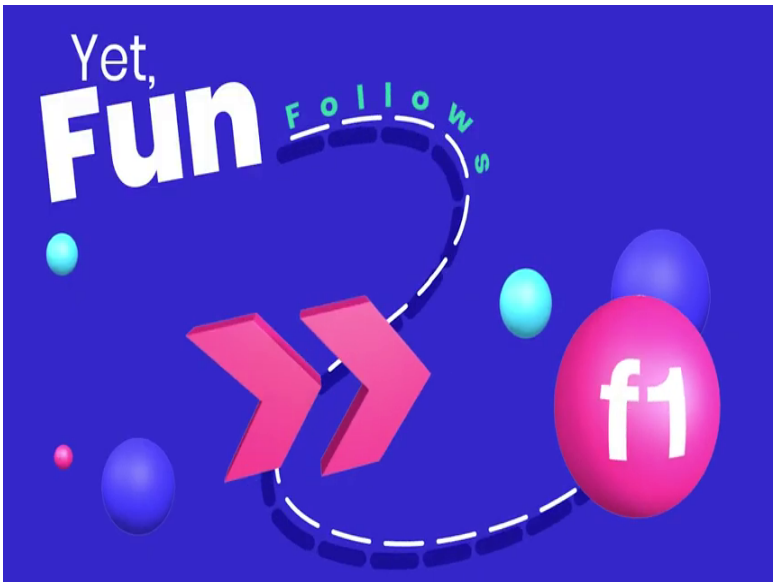

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Finding time between meetings and calls.

Meetings and calls.

So, time management.

Just to find the right place to work at home.

Nothing that I can think of.

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Staying alive itself is a big achievement.

I was able to make time for things that really make me happy.

All the time that I got to spend in my home.

Spending time with our families.

Having my family around.

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Being able to spend a lot of time with my family.

The internet of course.

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Now, the conversation that we have during our lunch and the tea time.

We are making new friends.

And people working with people having people around me.

I miss college the most.

Long drives.

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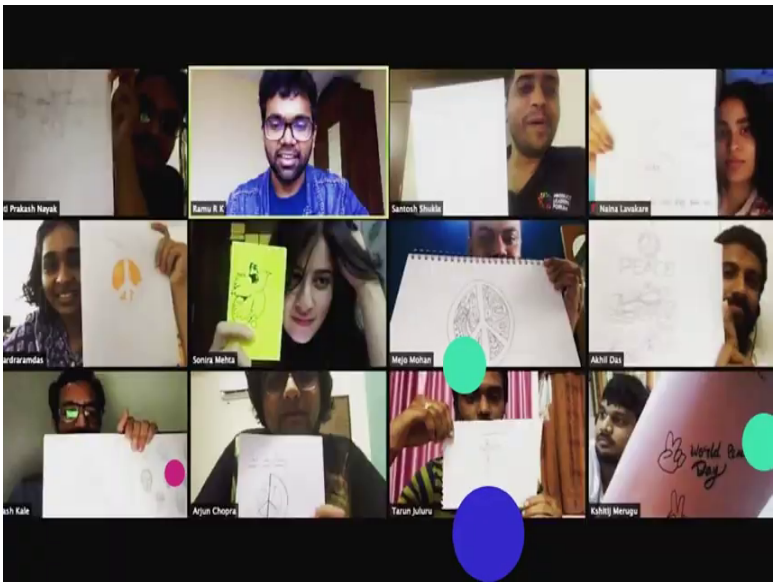

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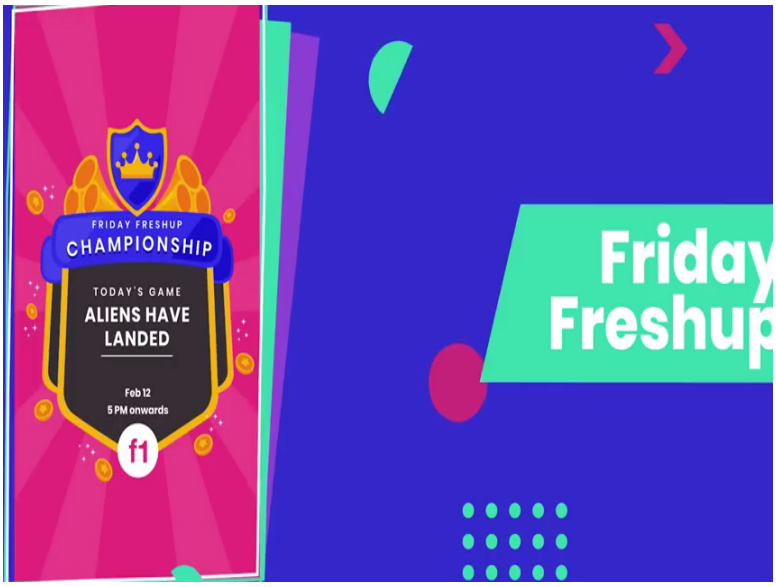

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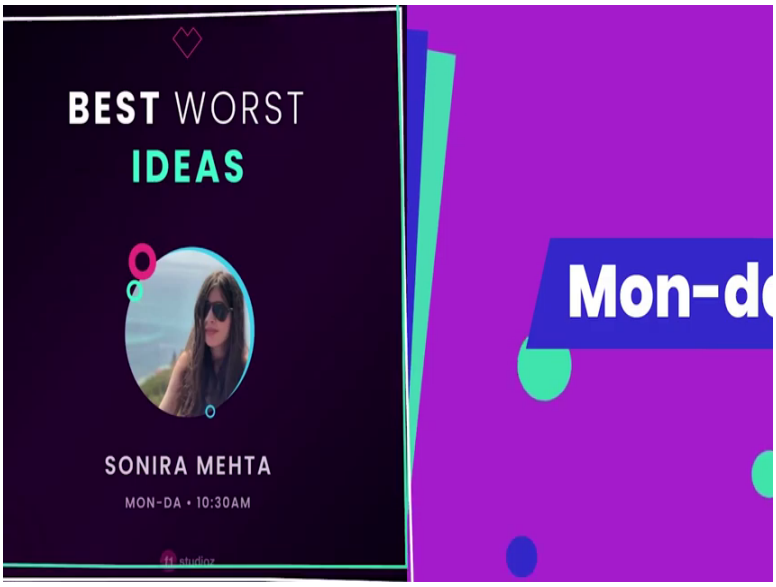

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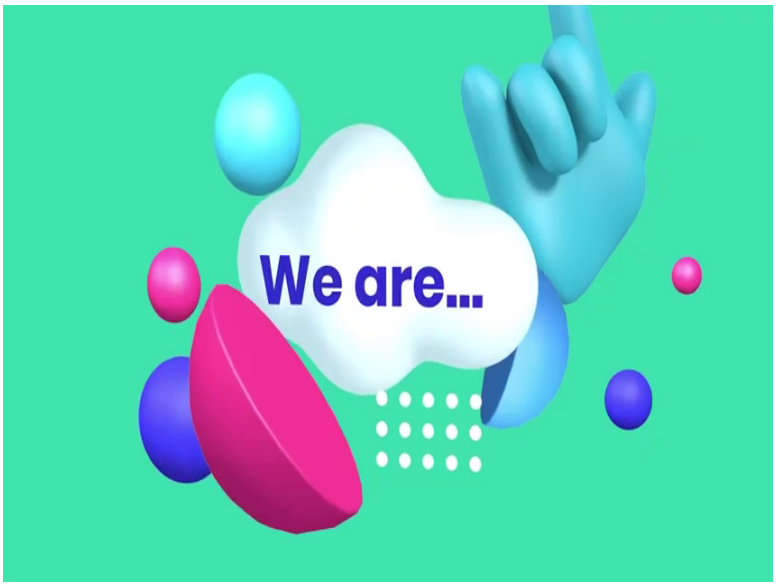

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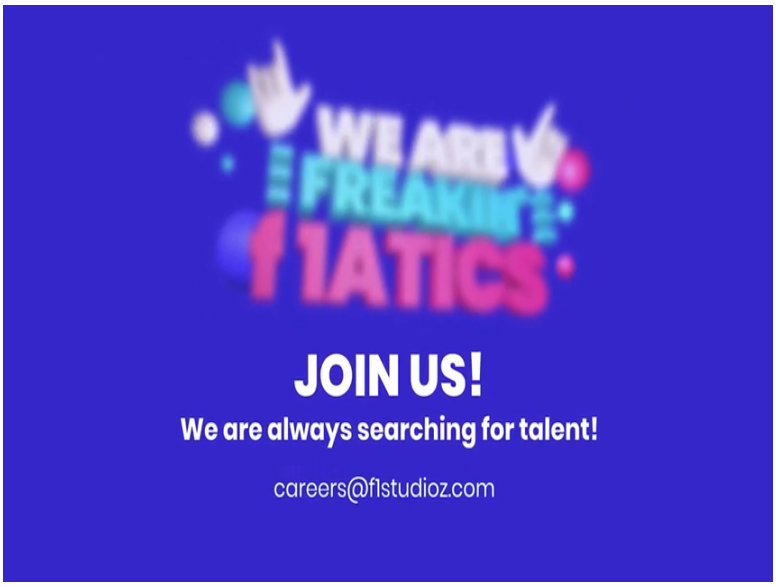

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Yeah. So, we actually call ourselves as you know fanatics yeah. So, yeah so, these are some of the initiatives that we started doing it during the I mean from day 1 itself right. So, we have this always concept of open crit right. So, the first thing as a designer we learned like I mean you cannot just shy away right you have to be very bold to you know get feedback from everybody right.

So, its like and this open crit concept is from architecture we used to have because all the crit happens on the corridor like anybody can walk in and start giving you a comment right. So, that is why we call this Monda. So, every Monday everybody I mean across all the locations people share their work and then start getting feedback or you can start showcasing any of the new things that you try to find as well right.

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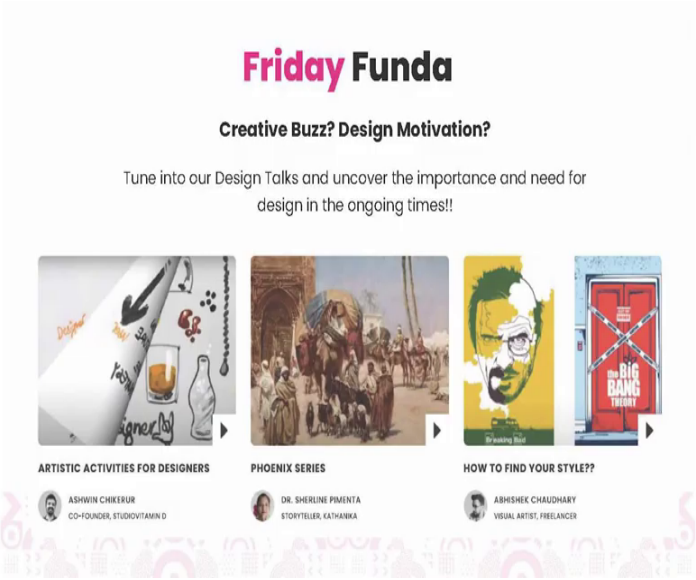

And we started this initiative during the pandemic like Friday Funda where I started inviting a lot of speakers not just anybody and everybody apart from UX because somewhere I felt that a lot of folks were just trying to you know push everything into a box called UX, but design is much more bigger and vast like this thing right.

Dhayan this Friday Funda is available on your website all the video.

Yes.

Are there?

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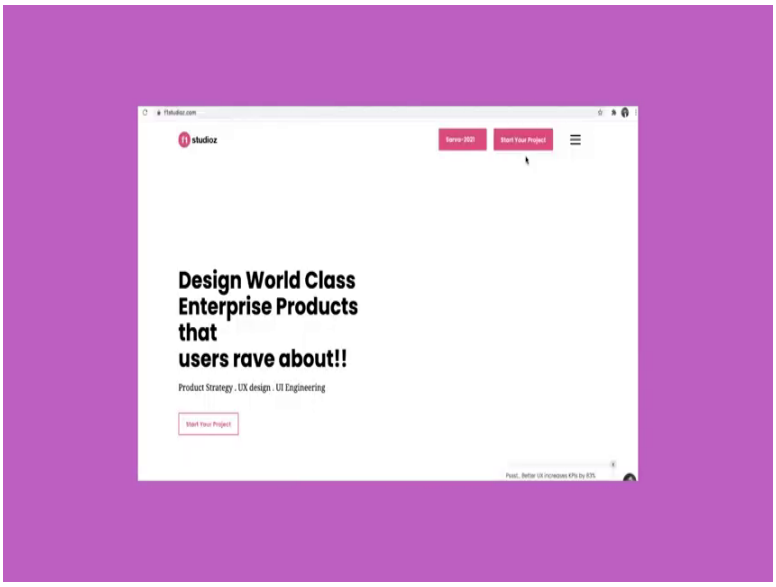

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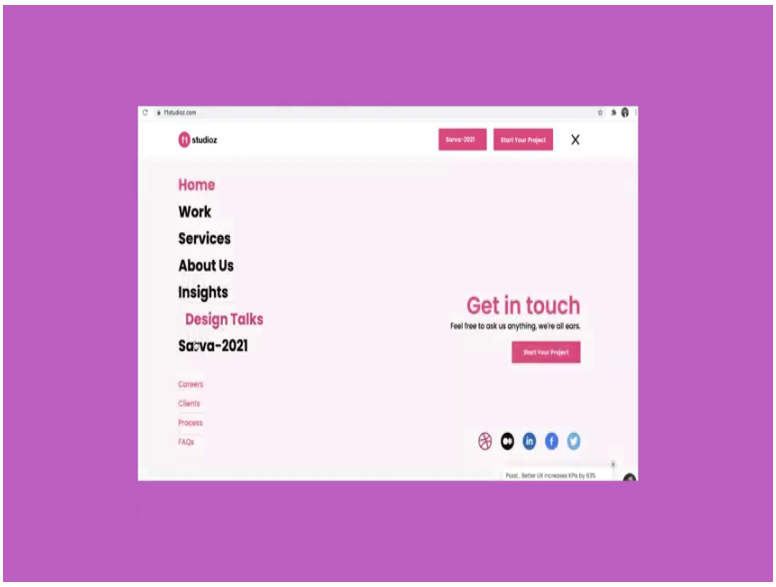

Yes. So, if you go here you the menu you have.

Design talks, even the server you started recently no?

Yes yes.

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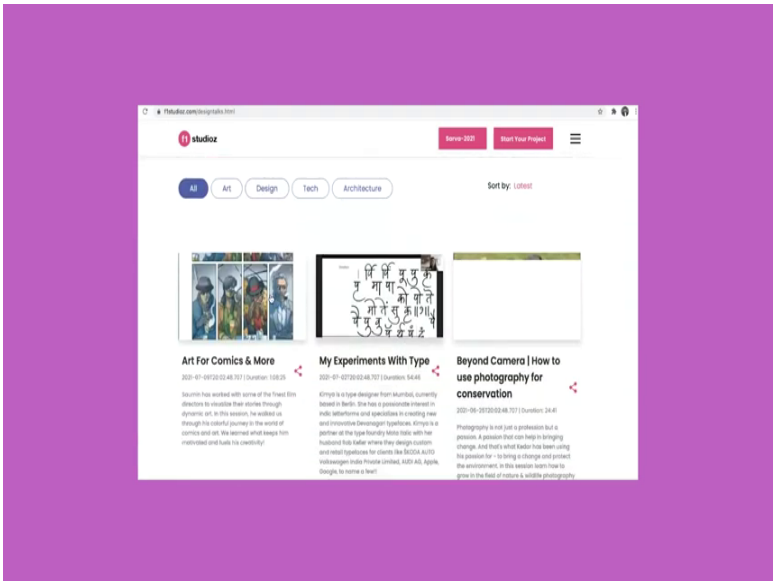

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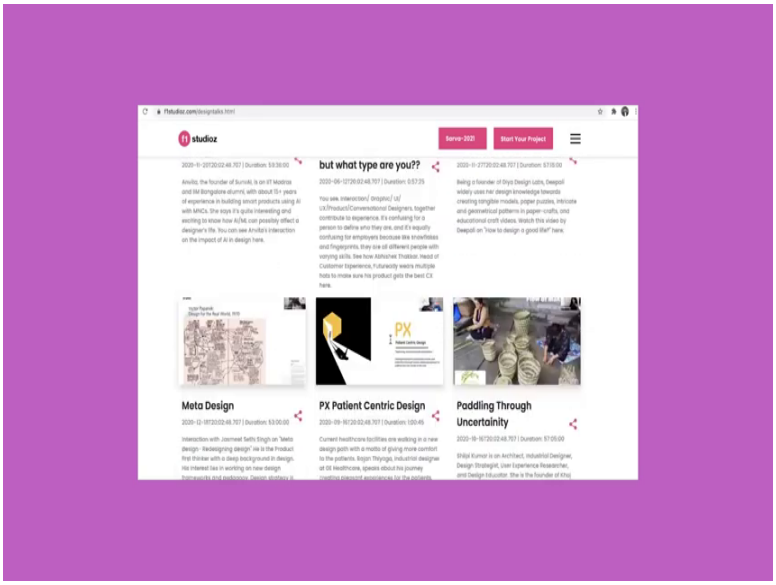

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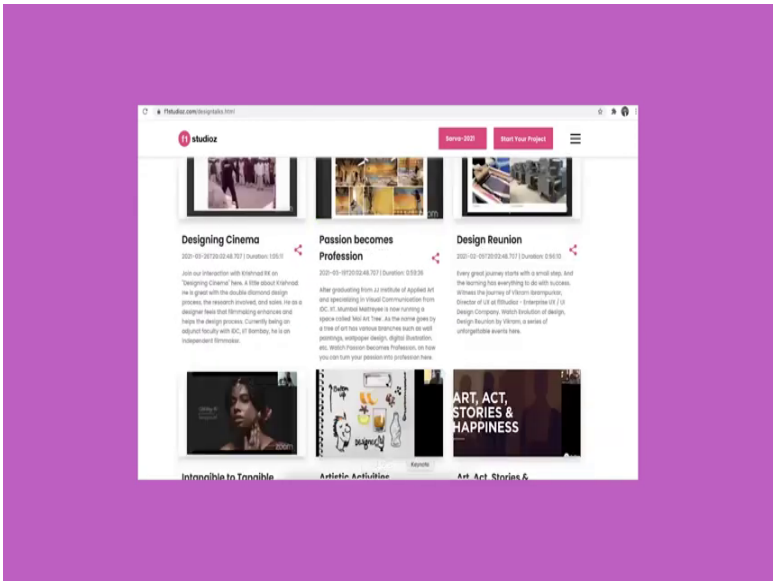

Dhayan this is a fabulous Dhayan.

So, yeah all everything is over here. So, you can.

Yeah.

So, yeah I think Murli, Shilpi I mean a lot of our folks.

Very good.

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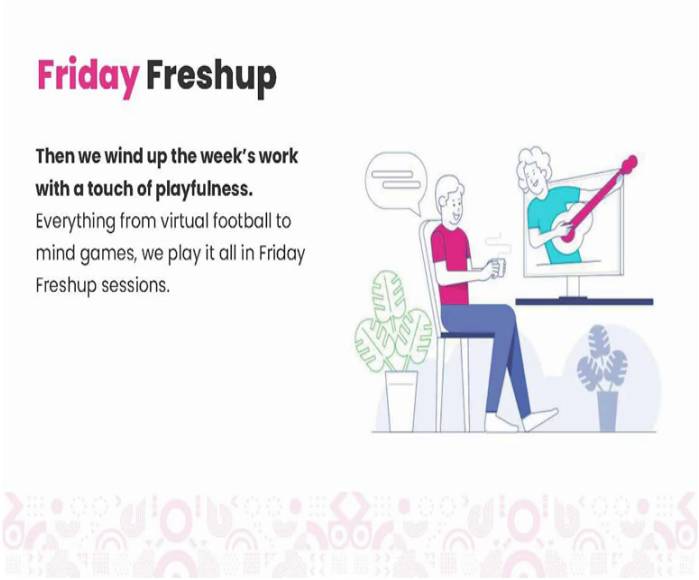

And; obviously, I still need to have some kind of a virtual fun whatever we can. So, Fridays we usually have that virtually people its more of optional for folks to join.

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And yeah so, we do have perks to start giving. So, all these all as an entrepreneur you should start thinking in other ways also its like even you are part of a bigger family as well right.

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So, this is a huge investment its all about people. So, culture is all about people.

So, its not about fancy offices or you know freebies right its. So, this is a huge investment.

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And I think the last one is more towards the impact part not exactly on the project side, but then as yourself as an entrepreneur achieving so many things right. So, what all you can still do right.

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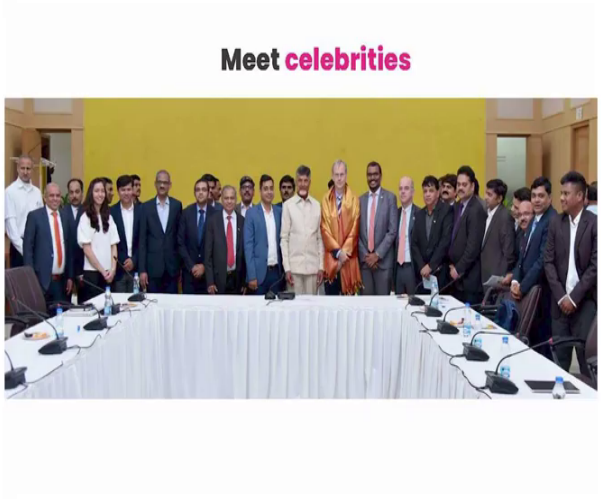

You will get a chance to meet you know big celebrities right.

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So, I am somewhere in the extreme right corner, but the whole idea is the channels will open up a lot right the opportunities will be like unlimited how do we reach here because we were part of the India you know Netherland business association right. So, we are also part of that. So, via that we got an opportunity to you know go and meet them.

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So, sometimes its not about direct business sometimes its it can be a long term investment right.

You can you will get a lot of chance to meet because today design has become so popular and its a huge demand is there right. So, you we can be some of the design evangelist right as an as entrepreneur right.

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So, we also initiated this program called bits Hyderabad a kind of a two day workshop and then T-hub we also got collaborated with them to like give a design thinking workshop over there. So, I think the whole thing is the venue is open up.

And as an entrepreneur what are you trying to do is like spread the work the more towards the importance of the impact and also the design right. So, these are all few impacts which you would have never thought even before when you started right its not like ok. I actually want to be going to meet celebrities that is not the objective right, but you had a separate business objective, but all these are like kind of side perks that you know kind of comes your way.

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We all as designers and especially as an entrepreneur. So, its one of the big things like start dreaming bigger right and yeah its literally free and yeah my learning still continues always. So, it kind of never stops and I keep learning and because we all day in day out we get this new young designers. So, you know you start trying to interact with them and you know learn from them and reiterate you know refix the problems. So, that is how the world goes on.

I think this is wonderful actually you know like to you know to get this you know understanding of how well you organized everything and how the enterprise grows is really fabulous.

No sir, just I really like the work culture here and I am looking forward to apply it really I am thinking of that.

So, then you have got a lot of fans over here now.

Yeah I to I am also a fan I am going to come and stay in your, but unfortunately the office is not there. So, I will come home then.

Yeah yes sir, sure sir my.

I think you should build an outdoor office somewhere you know like it will be great wonderful yeah.

Sure sir.

Sir can you discuss about like when did you started your first company that you mentioned about the product. So, how did you start with your like it was a joint venture or yup how did you manage the human resource?

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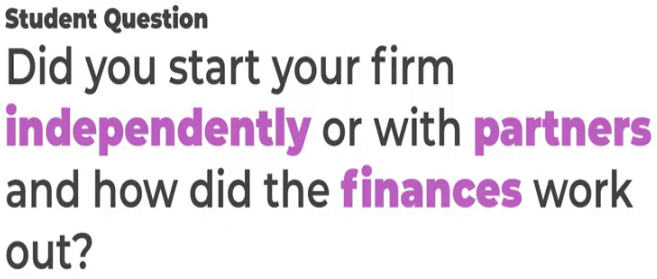

Like when you share the profit among your partners. So, how did you manage that?

So, I think it was very easy right. So, because we only had two partners.

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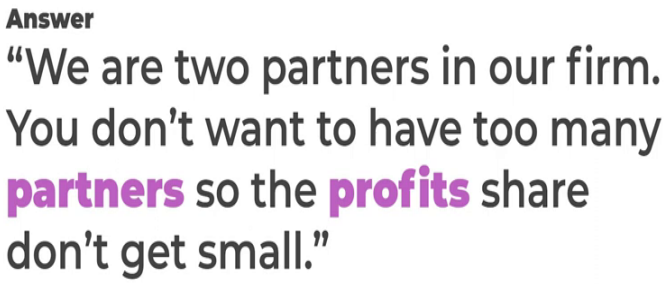

So, whatever comes in 50 50 right this its playing yeah there are different things one is partner other one is employee right. So, you do not want to have too many partners then you are trying to split the you know share into multiple levels right. If you are so, confident then yeah you have to get your employees right and that is how it works.

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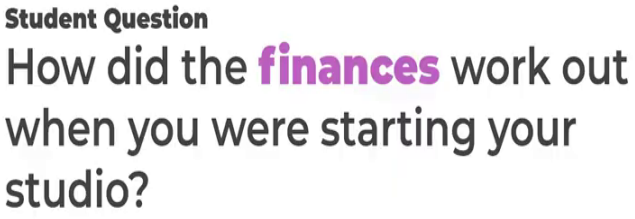

Hi Dhayan, that was a really nice presentation and we really intrigued by what F1 does and I actually wanted to understand what was the financing situation like and how did you go about it when it comes to like building a design studio design as a service, that is something that I think a lot of us think about the budget, what will go into hiring and how do you price it. So, yeah just some insights on that.

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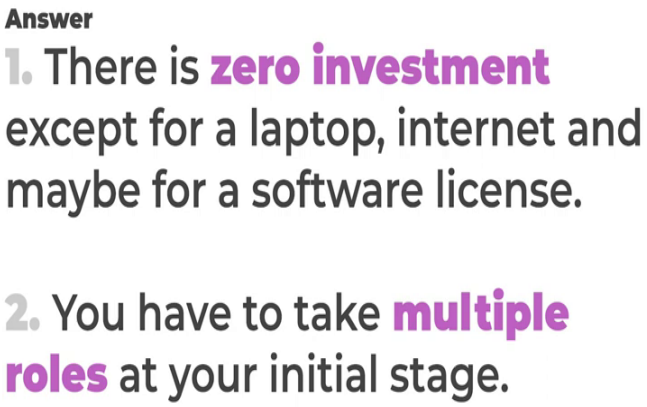

Yeah. So, I think the as I said the best part of digital I mean design as the service there is zero, zero investment right except for I mean today its given that everybody is having a laptop to work right that is your tool right and maybe the other investment would be like a little bit of your software right. So, you will have to get those you know license for that right. So, initial days I think you will have to do multiple things right.

So, you be you are the sales guy you are the marketing guy you are the you will have to do the design and you will have to deliver. So, yeah you will have to do all those and then until you reach a point that you know I think its a high demand that let us get some two more designers right. So, its the math will be very clear right. So, you start figuring out what is your overall goal that you are trying to achieve.

In that particular month or particular quarter right.

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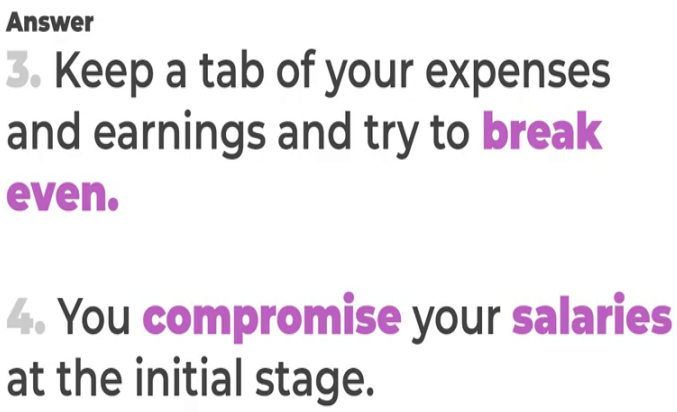

And what are your expenses right. So, there is a term called you know break even. So, break even is all about like how much you have spent and how much you know you are going to receive right. So, are they equal right so, yeah. So, I think maybe to start with you do not take you do not take salaries right because you cannot do everything.

So, maybe you give the some of the profits to actually as a salary and stuff right. So, which means that you have employees right. So, now, its all up to you or from day 1 you can also be disciplined that hey you know what yeah let us also take some salary right some bare minimum. So, that we can also run our I mean you also need to run your show right at house.

So, take something for you and then. So, that you are in a comfort zone and then start figuring out how can you grow faster right. So, if you are going and pitching a project and you know that you do not have a team. So, how can you quickly you know execute that project.

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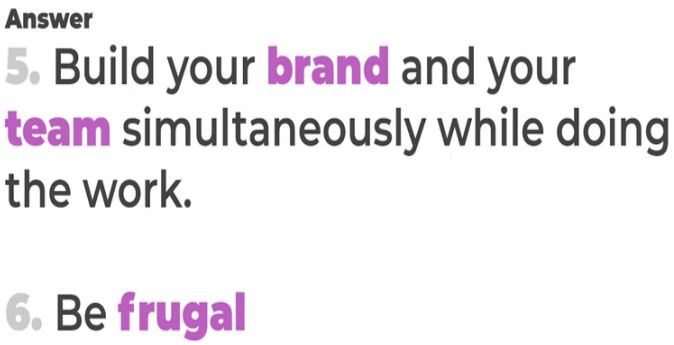

So, I would say always start building your brand and lot of things has to happen in parallel right you start doing work and while doing work you build your brand start building your team.

Because end of the day you do not have to you do not have to get worried that you will you will never get work right so; that means, you lack confidence on you right. So, do not get scared to build your team at all right. So, yeah if that simple math if you do that I think it

should be good and be super frugal do not no need to invest on any fancy things whatever you think its no you know you do not have to spend anything on that right.

Thank you so much that was.

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Really informative.

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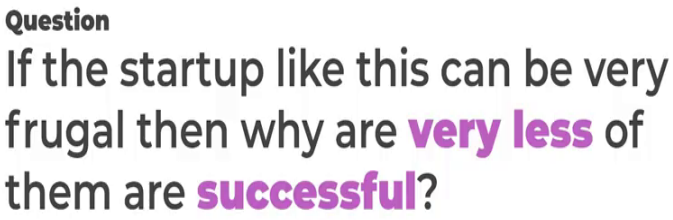

But Dhayan it looks like a very very frugal business startup, but then why only very few are successful in this area?

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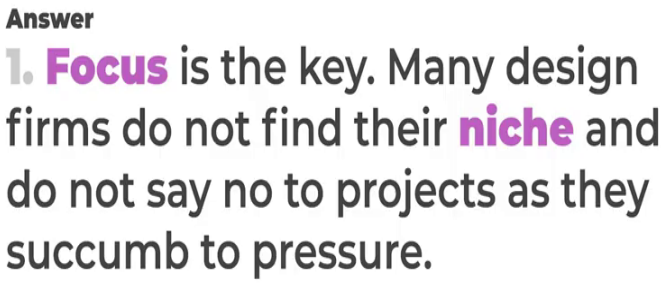

Yeah. So, I think the major thing is the focus sir. So, what I feel is one of the biggest problems designers are like you get you would not say no right. So, we said no to you know a lot of things we said no to website design, we said no to this typical social marketing, we said no to videos, animation, graphic design. So, branding we do not want to do all those we are only complex UX problem solvers right.

It will sometimes it will take some time to crack, but then you know do not you know succumb to pressure right. So, the focus is I think is one part rather than like doing multiple things just focusing on one thing.

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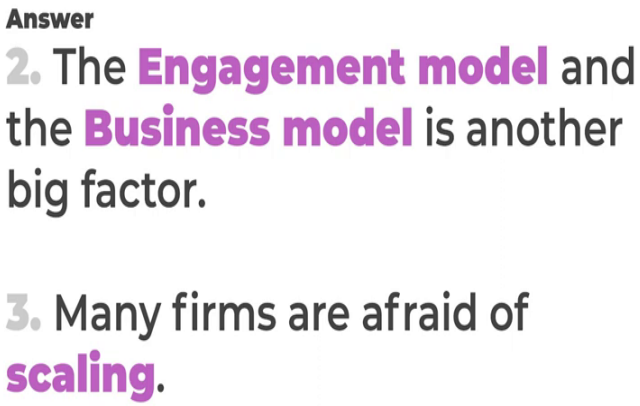

The second part is the engagement model and the business model is also one of the big factor right.

So, yeah if you are able to somehow make that work I think these two are I feel that is and scaling a lot of people are actually worried about scaling right they are scared that I mean I would not get projects. So, I think I feel these three are that is my.

(Refer Time: 55:43). Point of view.

Yeah yeah basically we also. In fact, Dhayan then I feel that there is a lot of learning you had from all your small not small all the projects you did which bombed and which did not work because of various reasons they.

Yes.

Could not work because of your user interface, but it did not work because of so many other reasons.

Also like we also have to understand that at every stage we have to start figuring out like what is your focus right, but maybe in the initial phase its all about building brand. So, you will you will be exploited just to some extent. So, you want some big brands to you know to be there on your website maybe you have to like you know cut down your pricing right.

So, maybe you do not you do not work for profits initially its all about brand building and then you hit a place where you say that hey you know what no even for big brands you can say no right. So, that so, you we will you will have your you are you say on that so, but it takes some time.

Yeah, I mean sir first of all I think this whole presentation has been a big learning experience in itself because and the sheer amount of work that you have done is absolutely mind blowing. So, thank you for sharing this experience with us.

Thank you.

In such a concise manner.

Yeah. So, thank you. So, much anybody else any other questions, but Dhayan this is again fabulous again yeah we want to we want the videos on and of course, we want to you know like take a screenshot.

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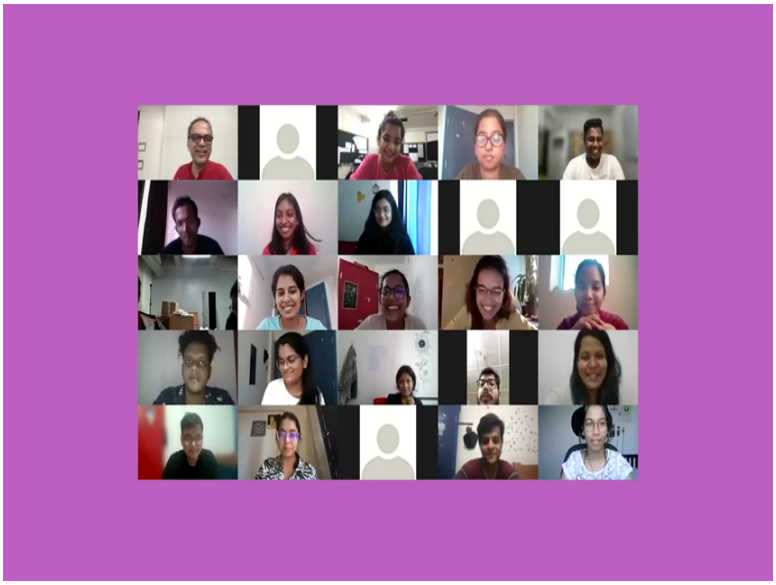

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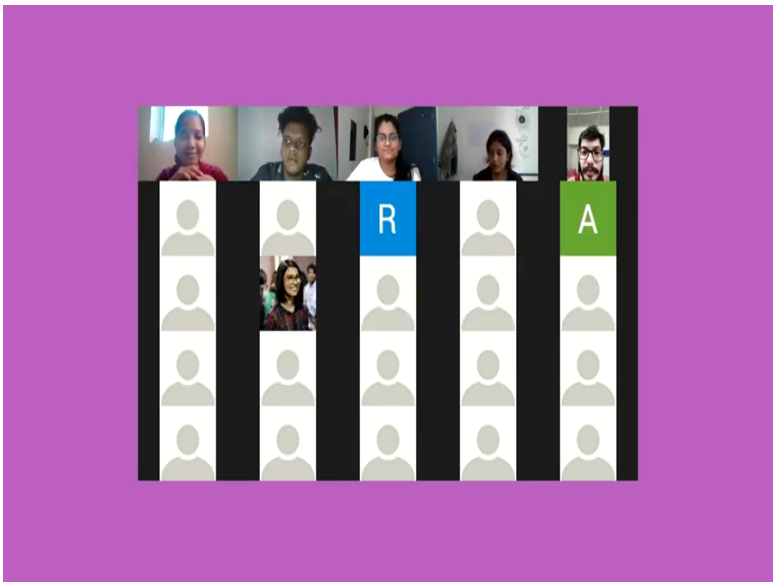

Yes.

No and I would like to share with Dhayan. So, that he can put on his website also.

Yeah absolutely.

IIT Hyderabad students you know everything is business finally, right.

Yes.

So, like you know Dhayan is spending so much time with us if you if I count students Dhayan need an answer you know is hourly rate.

[FL] at a at the level of company because I can guess his you know his turnover from the companies he showed I can guess his hour worth.

So, he is given us two hours worth of his time and again Dhayan you know like just to because you are an entrepreneurship program you should know you know like the type of value you have given us in this 1 hour you know like and you know of course, we are not giving any renumeration back to you other than only our goodwill and our support to come and join you for projects and you know like this is really very very happy to see all the students here.

So, Dhayan there we are and we like to again you know like wish you all the best and.

Thank you sir.

You know want F1 studioz to be an MNC like one of us was telling and we look forward for your growth and prosperity, thank you.

Thank you very much its my pleasure.

Yeah yeah.

Pleasure to be here thanks for the invite again sir all.

Thank you.

All the best students I hope to see at least a bunch of entrepreneurs you know coming out of here yeah all the very best.

Thank you so much you.

Thank you.