A RESOURCEFUL KOREAN

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In 2005, Y Combinator developed a new model of startup funding. Twice a year we invest a small amount of money ($14-20k + an $80k note) in a large number of startups (most recently 52). The startups move to Silicon Valley for 3 months, during which we work intensively with them to get the company into the best possible shape and refine their pitch to investors. Each cycle culminates in Demo Day, when the startups present to a large audience of investors. But YC doesn't end on Demo Day. We and the YC alumni
$14K-$20K Seed Funding
2%-10% Common Stock
No room or board
No office space
Weekly dinner
Schedule speakers
Room full of investors
53 Startups
564 Total Startups
511 Startups Raised $1.7B
287 valued at $11.7B
10 startups = $8.6B
2%
My Problem
Design Elements

- Line
- Color
- Shape
- Texture
- Space
- Form
Principles of Design

- Unity
- Balance
- Hierarchy
- Scale / Proportion
- Dominance / Emphasis
- Similarity vs Contrast
- Rhythm / Pattern
Not good enough.
Sapir-Whorf Hypothesis
Linguistic Determinism
Rainbow
English

green

blue
Taramuhara
siyóname
Korean

초록 (chorok)
연두 (yeonodu)
Korean

하늘 (haneul)
파랑 (parang)
남 (nam)
Resources VS Resourcefulness
SILICON VALLEY!
The Introduction

Wufoo is a web application that helps anybody build amazing online forms. When you design a form with Wufoo, it automatically builds the database, backend and scripts needed to make collecting and understanding your data easy, fast and fun.

Because we host everything, all you have to do is focus on generating real leads for your business.

Custom Branding
Bring your own logo.

Instant Notifications
Sent real time to phone & email.

Logic & Branching
Alter the form as users fill it out.

Payment Integration
Process payments on your form.

Advanced Analytics
See who fills out your forms.
You have 2 users left. (Upgrade)
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FAQ

What is going on?

Our company, Infinity Box, signed a definitive agreement to be acquired by SurveyMonkey. Wufoo's form builder will join their family of products and our company will become a wholly owned subsidiary of SurveyMonkey.
Average Startup
$25.3 M

Wufoo
$118K
Best Price
Best Product
Best Overall Solution
New Users :: Dating
Existing Users :: Marriage
Software engineers and designers are often divorced from the consequences of their actions.
Before Launch

100%

Create Software
After Launch

- Create Software
- Customer Support
- Fix Crap
- Business Crap
- Hiring Crap
- Crap
Support Driven Development
You make **everyone** do customer support.
Creators = Supporters
Support Responsible Developers and Designers
Give the Best Support
+500,000 users
~5 million people
~400 issues
+800 emails
7-12 minutes
Frequently Asked QUESTIONS
A collection of answers, replies and clarifications to our users’ favorite questions. It’s like a quiz, but with the answer sheet.

What is Wufoo?
Wufoo is an internet application that helps anybody build amazing online forms. When you design a form with Wufoo, it automatically builds the database, backend and scripts needed to make collecting and understanding your data easy, fast and fun. Because we host everything, all you need is a browser, an Internet connection and a few minutes to build a form and start using it right away.

What can I build with this?
Basically, the possibilities are endless. Here's a short list of examples to give you an idea of Wufoo's versatility:
About Encryption

An encrypted field is stored with additional security on our servers. You may have up to 5 encrypted fields. These fields are also NOT sent in email notifications. Ideal for collecting sensitive data.
Don't worry. We're here to help.

Try searching our **Docs** on the left, perusing our **Knowledge Base**, or asking some friends in the **The Forums**. If you can't find what you're looking for, submit a **Support Request**.

### General Questions
1. What is Wufoo?
2. How secure is Wufoo?
3. Who are the people behind Wufoo?
4. Is Wufoo right for me?

### Billing & Accounts
1. How do I cancel my account?
2. What if I exceed my entry limit?
3. What types of payment do you accept?
4. How do I view my invoices?
5. Can I change my account name/subdomain?

### Forms & Email
1. How do I integrate my Wufoo form into my website?
2. How do I have an email sent to me each time a form is completed?
3. Why am I not receiving any email notifications?
4. Why can't I see the submit button?
5. How do I duplicate a form?

### Data & Reports
1. How do I view and access my entries?
2. Can I print a report/graph?
3. How can I view my files?
4. Why is all of the data being exported even if it is not visible in the report?
5. How do I export my data?
6. How do I delete my entries?
Getting Started with Wufoo

On this Page

1. Creating a Form
2. Viewing and Managing Your Form
3. Viewing and Editing Entries
4. Email Notifications
5. Web Site Integration
6. Creating Themes

Wufoo HD Video Tour

1. Watch Part I in HD
2. Watch Part II in HD
3. Watch Part III in HD
4. Watch Part IV in HD
5. Watch Part V in HD
6. Watch Part VI in HD

Part I: Creating a Form

Hi, my name is Kevin Hale and I am one of the creators of Wufoo. In the following guide, I’m going to take you on a tour of our key features so that you can get up and running quickly with Wufoo to collect information over the Internet.
Workshop Registration
Register now while seats are available!

Name
Title  First  Last  Suffix

Address
Street Address
Address Line 2
City  State / Province / Region
Postal / Zip Code  Country

Email
Wufoo Support Request

Unfortunately, we can’t always get it right. If something doesn’t seem to be working right for you in Wufoo or you can’t find an answer, let us know and we’ll do everything we can to help you out.

Tell us what happened:*  
You made me smile.

Please be as specific as possible. If it’s a bug, tell us the steps we need to take to recreate the issue, what you expected to happen and what actually happened.

Where did you encounter the problem?  
http://wufoo.com  
Include a link to the page where your issue occurred.

Operating System  
Windows XP

Your Email Address *  
kevin@wufoo.com  
So we can get back in touch with you.

Browser  
Internet Explorer 6

Upload a Screenshot  
Choose File  
advancedCSS.png

This is optional, but helps us out a lot.

Submit
Your Email Address *

So we can get back in touch with you.

Browser

Emotional State

- Excited
- Confused
- Worried
- Upset
- Panicked
- Angry
Emotional State: 75.8%

Browser Type: 78.1%
Support Responsible Developers and Designers
Create Better Software
Fast Path to a Great UX - Increased Exposure Hours

BY JARED M. SPOOL
Originally published: Mar 30, 2013

As we've been researching what design teams need to do to create great user experiences, we've stumbled across an interesting finding. It's the closest thing we've found to a silver bullet when it comes to reliably improving the designs teams produce. This solution is so simple that we didn't believe it at first. After all, if it was this easy, why isn't everyone already doing it?

To make sure, we've spent the last few years working directly with teams, showing them what we found and helping them do it themselves. By golly, it actually worked. We were stunned.

The solution? Exposure hours. The number of hours each team member is exposed directly to real users interacting with the team's designs or the team's competitor's designs. There is a direct correlation between this exposure and the improvements we see in the designs that team produces.

It Makes Perfect Sense: Watch Your Users
For more than 20 years, we've known that teams spending time watching users, can see improvements. Yet we still see many teams with regular user research programs that produce complicated, unusable products. We couldn't understand why, until now.

Each team member has to be exposed directly to the users themselves. Teams that have dedicated user research professionals, who watch the users, then in turn, report the results through documents or videos, don't deliver the same benefits. It's from the direct exposure to the users that we see the improvements in the design.

Over the years, there has been plenty of debate over how many participants are enough for a study. It turns out we were looking in the wrong direction. When you focus on the hours of exposure, the number of participants disappears as an important discussion. We found 2 hours of direct exposure with one participant could be as valuable (if not more valuable) than eight participants at 15-minutes each. The two hours with that one participant, seeing the detailed subtleties and nuances of their interactions with the design, can drive a tremendous amount of actionable value to the team, when done well.
Direct Exposure
Minimum Every Six Weeks
At Least Two Hours
10 Best Application UIs of 2008

Summary:
Many winners employ dashboards to give users a single overview of complex information and use lightboxes to ensure that users notice dialogs. Also, the Office 2007 ribbon showed surprisingly strong early adoption.

The winners of the first competition to identify the 10 best-designed application user interfaces are:

- **Campaign Monitor** by Eyebliaster (Israel): Integrated management of multiple advertising campaigns for media buyers.
- **CMSBox** by CMSBox (Switzerland): Content management system.
- **FotoFlexer** by Arbor Labs (USA): Photo editor.
- **PRISMA prepare** by Océ (The Netherlands): Print shop software.
- **Seating Management** by Magellan Network and DesignBox (USA): Hostess-stand reservation book for restaurants.
- **SQL diagnostic manager** by Idera (USA): Database performance monitoring and diagnostics.
- **SugarSync** by Sharpcast (USA): Synchronizing files across multiple computers.
- **SuperSaaS** by SuperSaaS (The Netherlands): Creating and hosting scheduling and reservation systems.
- **Wufoo** by Infinity Box, Inc. (USA): Online forms, surveys, invitations, and payments.
- **YellowTie** by YellowTie (New Zealand): Accounting and sales management.

As with all our design competitions, winners came from around the world, covering 4 continents. In this competition, we had our first winner from the Middle East, as well as a strong showing...
We made everyone say thank you.
THANKS!
Hi Brian,

My name is Andrew, one of the developers for Wufoo. I just wanted to say thank you for using our services. You've been with us for some time now and we're honored and delighted to have earned such trust.

People like you help us achieve our dreams and we won't ever forget that. So thank you again on behalf of the entire Wufoo Team.
Hi Robbie,

My name is Alex one of the developers for Wfoo.
I just wanted to say thank you for using our services,
you've been with us for some time now and we're honored
to have earned such trust.
You help us achieve our dreams and we won't forget
that. So thank you again
on behalf of the Wfoo team.

Sincerely yours,
This photo was taken on June 30, 2008 using a Canon PowerShot SD200.

This photo belongs to
abrudkuhl's photostream (3,402)

Tags
wufoo - customer - service - getanewbrowser

License
© All Rights Reserved

Privacy
This photo is visible to everyone
Best Price
Best Product
Best Overall Solution
Resources

VS

Resourcefulness
Thanks!
@ilikevests