Words to Make You a Design Polyglot

Kevin Hale
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 continue to support the companies, often helping to find investors or other resources.
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 need to do is fill in the blanks and Wufoo does the rest.

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
Make money online.

Advanced Analytics
Analyze collected data.

Spam Prevention
Never worry about junk.
Wufoo has been acquired by SurveyMonkey. We think it’s going to be awesome and we want to make sure you understand what’s going on and what it means for you.

**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.
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
Time
Korean

 choisok (chorok)

 yeondu (yeondu)
Korean

하늘 (haneul)
파랑 (parang)
남 (nam)
Speed = Fluency
The Goldilocks Word
“Lagom”
Lagom is an abstract unit of measurement.
Lagom is also a life philosophy.
Sweden plans to import nearly 800,000 tonnes of waste each year to satisfy its waste-to-energy plants -- waste conscious Swedes have been recycling so efficiently, the country doesn't have enough of its own trash to burn. According to an article by Liat Clark, the country is planning to import waste from the United States and Canada to use for energy and reduce its carbon footprint.

A new species of horned dinosaur, called the Xenoceratops -- "alien horned-face" -- has been discovered in fossil beds in Alberta, Canada. This discovery sheds light on the diversity of horned dinosaurs and their evolution.
Hooray for the everyday
2

4x

4x

C

Y
IKEA® at a glance
FY10

ANNUAL SALES FIGURES, BILLION EURO
Sales of goods, excl. rental income

IKEA GROUP STORES WORLDWIDE
In 2010, the IKEA Group opened 12 new stores, in 7 countries. On 31st August 2010, the IKEA Group had a total of 280 stores in 26 countries.

SALES PER REGION, %
- Asia & Australia: 6%
- North America: 15%
- Europe: 79%

PURCHASING PER REGION, %
- North America: 4%
- Asia: 34%
- Europe: 62%

TOTAL SALES FY10: 23.1 BILLION EURO
Sales increased 7.7% FY10 compared to FY09.

IKEA FOOD SERVICES TURNOVER FY10
Turnover for IKEA Food was 1.1 billion EURO.
UI is Humble

Designing phenomenal UI is a thankless, unfair task which is full of contradictions.

Let’s go over the list of goals for good UI and notice how screwed our UI designers are.

Good UI should:

- Be easy to learn, but powerful to use
- Be pleasing to the eye, yet not annoying
- Integrate with a user’s natural workflow, but also train them in new concepts or ideas

And that’s just the contradiction list. I haven’t even started to rant about how many times an UI designer has walked into my office with something totally amazing on paper, but utterly impractical to implement as it would take a team of engineers six months to implement. So, I say “No”. They get pissed and look for alternate means of sneaking the feature in. They try convincing the individual engineers who are happy to be asked, but give our designers the same stunned glare of “Are you insane?”
modesty
humility
restraint
decency
Software Development

Responsibility
Accountability
Humility
Software engineers and designers are often divorced from the consequences of their actions.
Before Launch

100%

Create Software
Create Software

Customer Support

After Launch

Crap

Hiring

Business

Fix

Crap

Create Software

Customer Support
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
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:

- Surveys
- Contact forms
- Event registration
- Online orders
- Polls
- Polls
- Tracking
- Volunteer sign-ups
- Volunteer sign-ups

And that's just the start. You can use Wufoo to build just about anything!
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. Website 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.

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

Operating System:
Windows XP

Browser:
Internet Explorer 6

Upload a Screenshot:
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%
Confused 44%
Angry 4%
Upset 8%
Panicked 11%
Excited 12%
Worried 22%
Support Responsible Developers and Designers
Create Better Software
Fast Path to a Great UX - Increased Exposure Hours

BY JARED M. SPOOL

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 Eyeblaster (Israel): Integrated management of multiple advertising campaigns for media buyers.
- **CMSBox** by CMSBox (Switzerland): Content management system.
- **FotoFlexer** by Arbor Labs (USA): Photo editor.
- **PRISMAprepare** 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.
- **ZoosbyY Zoo** (New Zealand): A recording for small business.

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.
Dear Wufoo Team,

I am happy to know that you have released a new product and want to thank you for your hard work. Your services have made my job easier. I am looking forward to your new releases.

Sincerely,

Rolf
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 Wofoo. 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 Wofoo team.

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

This photo belongs to
abrudkuhl's photostream (3,422)

Tags
wufoo • customer • service • getanewbrowser

License
© All Rights Reserved

Privacy
- This photo is visible to everyone.
SurveyMonkey acquired Infinity Box for $35.0M.
Infinity Box raised 116.0K Profit: 29561%.
Average Startup
$25.3 M

Wufoo
$118K

676%
29,561%
\[ T = a + b \log_2 (1 + \frac{D}{W}) \]
Paul Fitts
Fitts’s Experiment
Fitts's Experiment

Distance

Width

Time
\[ T = a + b \log_2 (1 + D/W) \]
10
T = a + b \log_2(1 + \frac{D}{W})
\[ T = \frac{D}{W} \]
\[ O = \frac{D}{W} \]
0 = \frac{0}{\infty}
Contextual Menus
Pie Menus
Radial Interfaces
Friends with McKenzie Lawton

Hiroki: Clear skies today
10 hours ago from Tokyo

If you have kids, do you have one that brightens your day? I have 3 children (Isabel 10, Jillian 8, Dante 7). Today I had a ton of errands to run (post office, haircut, Home Depot, Costco, etc.).

In Turtle Bay, New York

Friends with Abbey Deremer

Sleeping in Boston
It's 12:54 AM. Early to bed, early to rise.

Friends with Jon Swartz

Listening to Stomp and Footwork by Hayes Carll at Mt. Washington
tunein.org (Other American Stories), 2011

Hayes Carll is playing @ Flores tonight. Hate that I'm missing it, sometimes being 39
Distance Width Time

0 = 0 / ∞
Infinite Target
Widths at Edges
Infinite Dimensions at Corners
Hot Corners
WebOS
Monday, June 10th

Mostly sunny currently. It’s 70°, the high will be 77°.

“Take Marty to Yet” is next up on your calendar, in 49 minutes.

Calendar

10
Take Marty to Yet

11
Lunch with Claire
Farbenpyramide
Color Sphere
Munsell Color System

- Hue
- Chroma
- Value

Colors:
- Red-Purple
- Red
- Yellow
- Yellow-Red
- Green-Yellow
- Green
- Blue-Green
- Blue
- Purple-Blue
- Purple
Colour Dictionary
COLOR IMAGE SCALE

By the author of A Book of Colors
Shigenobu Kobayashi

• Applications of 130 basic colors fully explained
• Over 1000 color combinations to express any mood, taste, or lifestyle
• Two easy-to-use indexes
tranquil
fresh = [green, gray, blue]
Canary has a tender image. Clear and bright in tone, it has a fresh, youthful feel, evocative of the advent of spring, the breath of life.

This shade of green is widely used in the north of Japan, for example, in sapporo, Sendai, and Koriyama, perhaps because of its clean, friendly quality. However, there is a trend for the more modern, cooler, blue green shades to be favored over the more yellowish green, in such large cities as Tokyo.

Lettuce green creates a cool, soft atmosphere; free, fresh, and young. Nowadays in Japan, young people often eat salad instead of the traditional rice soup, and this shade evokes that shift in cultural values, echoing the fresh, sweet-sour feel of the collection of colors Japanese haiku-entitled Salad Anniversary. Its youthful, fresh quality can be enhanced by combining it with cool shades or white, while using lemon yellow as an accent gives a more lively impression. With orange, the effect is lighthearted and healthy.
# Color Image Scale with RGB values

<table>
<thead>
<tr>
<th>Tone</th>
<th>Hue</th>
<th>R</th>
<th>YR</th>
<th>Y</th>
<th>GY</th>
<th>G</th>
<th>BG</th>
<th>B</th>
<th>PB</th>
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<th>RP</th>
<th>Neutral</th>
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<tbody>
<tr>
<td>vivid</td>
<td>V</td>
<td>231,47,39</td>
<td>238,113,25</td>
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<td>170,198,27</td>
<td>19,166,50</td>
<td>4,148,87</td>
<td>1,134,141</td>
<td>3,86,155</td>
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<td>204,63,92</td>
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<tr>
<td>strong</td>
<td>S</td>
<td>207,46,49</td>
<td>226,132,45</td>
<td>227,189,28</td>
<td>162,179,36</td>
<td>18,154,47</td>
<td>6,134,84</td>
<td>3,130,122</td>
<td>6,113,148</td>
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<td>175,92,87</td>
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<td>255,228,15</td>
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<td>43,151,89</td>
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<td>178,137,166</td>
<td>209,100,109</td>
<td>236,236,236</td>
</tr>
<tr>
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<td>P</td>
<td>233,163,144</td>
<td>242,178,103</td>
<td>255,236,79</td>
<td>219,220,93</td>
<td>155,196,113</td>
<td>146,198,131</td>
<td>126,188,209</td>
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<td>197,188,213</td>
<td>218,176,176</td>
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</tr>
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<td>213,182,166</td>
<td>218,196,148</td>
<td>233,227,143</td>
<td>209,116,73</td>
<td>179,202,157</td>
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<td>165,184,199</td>
<td>184,190,189</td>
<td>205,185,179</td>
<td>152,152,152</td>
</tr>
<tr>
<td>grayish</td>
<td>Dl</td>
<td>171,131,115</td>
<td>158,128,110</td>
<td>148,133,105</td>
<td>144,135,96</td>
<td>143,162,121</td>
<td>122,165,123</td>
<td>130,154,145</td>
<td>133,154,153</td>
<td>151,150,139</td>
<td>160,147,131</td>
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</tr>
<tr>
<td>deep</td>
<td>D</td>
<td>172,36,48</td>
<td>169,87,49</td>
<td>156,137,37</td>
<td>91,132,47</td>
<td>20,114,48</td>
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<td>116,47,50</td>
<td>115,63,44</td>
<td>103,91,44</td>
<td>54,88,48</td>
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<td>27,86,49</td>
<td>18,83,65</td>
<td>16,76,84</td>
<td>40,57,103</td>
<td>88,60,50</td>
<td>10,10,10</td>
</tr>
<tr>
<td>dark grayish</td>
<td>Dgr</td>
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<td>25,62,63</td>
<td>34,54,68</td>
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<td>10,10,10</td>
</tr>
</tbody>
</table>

For more information about the Color Image Scale by Shigenobu Kobayashi, visit [http://blogs.versacitysolutions.com/](http://blogs.versacitysolutions.com/)
The **Other** Word for Quality
当たり前前品質
atarimae hinshitsu
魅力的品質
miryokuteki hinshitsu
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

Phone Number

Badge Upgrade

Lunch

Save Form Add Field
User Management

Uneasy lies the head that wears a crown.

Your Users

- **Kevin**
  - Account Creator

- **Ryan**
  - Admin

- **Chris**

- **Elaine**

- **Tim**

- **Alex**

This User Can Do the Following:

Create new forms, reports and themes.

This User Can Access:

- **Forms**
- **Reports**
- **Themes**

This user has access to all forms.

You have 2 users left. ([Upgrade])
Workshop Registration
Register now while seats are available!

- Name: [Title] [First] [Last]
- Address:
  - Street Address
  - Address Line 2
  - City [State/Region]
  - Postal/Zip Code
- Email
- Phone Number: ___-___-____
Workshop Registration
Register now while seats are available!

- Name
  - Title
  - First
  - Last

- Address
  - Street Address
  - Address Line 2
  - City
  - State / Region
  - Postal / Zip Code

- Email

- Phone Number
Education

Research

Real Estate

Healthcare

Marketing

Sales

Banking

Students

Designers

Engineers

Startups

Non-Profits

Small Businesses

IT
Jake was just pissed because his mom like, i dunno, died that day. no she didn’t. well why would you call me that then?

More at JakeAndAmir.com !!!
Sign in to Flickr

Email: sharmadillo@hotmail.co.uk
Password: 

☐ Remember me on this computer.

GET IN THERE

Or, return to the home page.

Have you forgotten your password?
Chocolat
A tasty new text editor for Mac.

Chocolat is a new text editor for Mac OS X, that combines native Cocoa with powerful text editing tools.

Compatible with Mountain Lion (and Lion too).

Excited? Buy Chocolat now to get it for only $49.

Follow @chocolatapp on Twitter.  Release Notes  Submit Bugs  IRC  Press  Customers

An aletsgordon and jeannikolas production.
Your Chocolat trial has expired :(

Everything will work as before, except the font has been changed to Comic Sans.

Buy Chocolat
Wufoo Rest API V3

On this Page
1. Introduction
2. Finding Your Key
3. Wufoo REST Structure
4. URL Prefix
5. The Extension
6. Convenience Parameters
7. Authentication
8. Hashed URL Vs Friendly URL

FAQs
1. Are there any API restrictions?
2. Can sub-users use the API?
3. Where are the old APIs?

Other APIs
1. API Introduction
2. Forms GET
3. Fields GET
4. Entries GET / POST
5. Users GET
6. Reports GET
7. Widgets GET
8. Comments GET
9. Web Hooks PUT / DELETE
10. Login POST
11. Examples
12. The Wufoo REST Principles

API Wrappers
1. Learn about and get API Wrappers

Introduction
The Wufoo API is designed to unlock the potential of the data stored inside your Wufoo account. We provide all the tools required to build applications, advanced reports and visualizations not currently offered by the default Wufoo UI.

What's even better is that you don't need any programming experience to at least view the data, because if...
Win a friggin’ Battle Axe

Just look at the rays of power that emanate from it.

Wufoo API Contest

1. Build something awesome with the API
2. Submit it by August 31
3. Win you some prizes!

Ideas
- Plugins for popular CMS’s
- Stand-alone application
- Mobile Entry Manager
- Create PDFs from entry data or forms
- Calendar view of...
How we treat customers
(before and after they buy our product)

Before

Brochure
- Glossy
- Slick
- Colorful
- Reader-friendly
- Sexy
- Compelling

After

Manual
- Plain
- Dull
- Black and white
- Confusing
- Dry
- Boring
Making your first charge

In this tutorial you'll make your first charge on Stripe. If you need any help integrating, join other Stripe users and staff in our community chat.

You've got your user's credit card details, now what? Now you charge them money. This happens on your server, and the fastest way to do it is by using one of our client libraries. If you haven't already, install your favorite language now. In this tutorial, we'll show code for Ruby, PHP, and Python.

In your web server, grab the Stripe token (or raw credit card details if you aren't using Stripe.js) in the POST parameters submitted by your form. Once you do, it's one simple call to charge the card with Stripe:

```ruby
# set your secret key: remember to change this to your live secret key in production
# see your keys here https://manage.stripe.com/account
Stripe.api_key = "301PT6gMgNRMy5Db724CR7Da8h9yns :"

# get the credit card details submitted by the form
token = params[:stripeToken]

# create the charge on Stripe's servers - this will charge the user's card
charge = Stripe::Charge.create(  
  amount => 1000,  
  currency => "usd",  
  card => token,  
  description => "payinguser@example.com"
  )
```
Test Secret Key: 3p0IPqMgNKwp5Db724cR7Da8h9yns

Test Publishable Key:

Live Secret Key:

Live Publishable Key:

Learn more about API authentication
iPad Keyboard - There are phantom keys in the middle when you split the keyboard in half.

/via Reinier Ladan

Read more here.
Thanks!