

## Action Guide

TEI 322: First Time UX analysis for product managers  
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### Application Questions

1. How important is First Time User Experience (FTUX) in your work as a product person?
2. What's a product you've purchased or thought about purchasing that had a great FTUX? What made it stand out? What about a product that had a terrible FTUX? What were the problems with it?
3. Elizabeth shared the innovation quote "Don't be ordinary." What does it mean to you to be extraordinary?



### Actions to Take

#### What to Do Now

- Focus on engaging customers in the first seconds they spend with your product; if you lose them then, you won't get them back.
- Even if you're not directly developing First Time UX, remember that you have important insights into the process; share something you learned from this episode with a colleague who works on First Time UX.

#### What to Do Soon

- Next time you're developing or influencing the development of FTUX, use Elizabeth's four step evaluation—landing page, one minute magic moment, five minute magic moment, and grit score.
- If you're a product leader, consider assigning one or more of your product managers specifically to improving First Time UX.