

Andrew: This session is about how non-designers can design user interface. The session will be led by Firat Parlak. He is the - there he is. He is the founder of this website, Awesome, which specializes in crafting beautiful and engaging UI and UX designs for text startups. Their website is awesomenyc.com. I'm going to help facilitate.

My name is Andrew Warner. I'm the founder of Mixergy, where proven founders like Firat teach. And Firat, you're about to show us a whole lot. These are all the things that we're going to be talking about today.

Before we get into that, there's someone whose name you're not going to mention here because of what happened to them, who didn't go through this process. What did they do wrong, this company?

Firat: Yeah, we had a potential client who didn't want to follow our process, which we strictly advised to entrepreneurs. One of the reasons we believe nine out of ten startups fail because the way they approach the execution, especially the digital process of designing their products in terms of UI/UX.

Long story short, he ended up failing, and last time I should run into him, he was sleeping on his friend's couch. He was living the startup life [??] but I thought, you know, he'd been through the right process, not enough spending a lot of money in the wrong direction, then he wouldn't be bankrupt and wouldn't be probably sleeping on the couch. But, you know, that's when -

Andrew: What do you mean? What did he do wrong about his user interface process? The process of creating his user interface.

Firat: Nothing in terms of that, but the way he approached the process and how he used his resources, how he spent the capital he had in [??] led him towards that. That was the problem, I think. I mean, if you follow the process, you can lower your cost of designing a product.

Andrew: Okay.

Firat: And not just with [??] because if you have everything laid out professionally, you can talk to a developer and you can negotiate the price as well. If you don't follow the UI/UX [??] process, you're most likely going to spend twice the money that you would originally do.

And if this is all the money you have, that you put in for your product, you might end up sleeping on your friend's couch.

Andrew: It happens. It happens. There is one company though that did it right, that followed this process that you're about to walk us through. And I think this should be their website right here. What's Date My School?

Firat: Date My School is a website for educated people and educated dates. You can sign up as an alumni or as students using your college e-mail. And you can search people through their majors. You know, let's say you want to date someone

in Harvard studying finance. Or you want to meet someone [??] college studying marketing. And because you had the same interest if you're studying the same major, there's a conversation opener, therefore it leads to a better connecting.

Andrew: I see. So it's a dating website for people who care about the school that - not just the looks, but the school of their particular dates? Is that right?

Firat: Exactly, exactly. Best thing about this product, it's you're not embedded in the search results. Nobody can see you. That's their approach and I think it's a great, smart approach.

Andrew: Okay, and so I'm looking at their website right now, the screen shot that I took of it, and they have 336,000 users.

Firat: Right.

Andrew: And that's because they followed this process that you're about to show us, everything including the hand-drawn sketches that you're going to tell us to do, the mock-ups, et cetera. The mock-ups that actually work, the user testing.

Firat: Absolutely, absolutely.

Andrew: Okay, alright, let's see how we do it.

Firat: [??] processes.

Andrew: Alright, I'm glad that Date My School did well, because it adds a lot of credibility to this conversation. But I know the person listening to us goes, "Great for them. What about me?" Alright, person listening, we're going to get to you, and the first thing is you're going to say, "Talk to your customer, but don't go overboard in talking to your customer."

Before we understand what you mean by how to do it right, tell me about this last part, where you say, "Don't go overboard." Who went overboard?

Firat: I mean, sometimes you can spend so much time on market research and talking to your customers, market changes. Let's say you're in the market for fashion. You designed an iPhone app to solve a problem that you realized.

But if you spend six months, maybe less that even - three months, but the market changes. You depend on your information that you collected six months ago and apply that to user interface design, because the consumer needs a change since six months ago. So, keep it short. Keep it effective. Don't spend a lot of time because it just...

Andrew: You worked with someone who took six months? This is not an exaggeration, of customer research and talking to them?

Firat: Yes.

Andrew: I see.

Firat: They came back to us and the first question we ask our clients is how long have you been working on this project? If they say that I've been working on it for a year and a half or six months, you know, I will go like you shouldn't be spending that much time because whatever you've collected is not going to be valuable maybe next month or next year.

And it's going to take you maybe three or four months to develop this app, to build this app and you're going to ship this based on what the metrics were a year ago or six months ago. So, it's not valuable. Whatever you put together is not going to be as valuable.

Andrew: Alright, I'm looking at the big board here and in a moment you're going to talk to us about how you do user testing in person. I don't want to get to that yet, but talk to me about when you say I need to talk to customers, what are telling me that's different? Everyone says talk to customers. Give me a little more direction. Give me a little bit more of the awesome process. How do you want me to do it?

Firat: Sure. So, talking to your customers is literally asking them to set up a meeting with them. You know, show them that you are really interested in their ideas and value their opinion and show them some ideas, sketches. Ask them some questions. Again, this is not intensive market research, but understand what the needs are as a consumer that you are talking to. If they are talking about I need a solution for finding a babysitter, ask them how would you approach this?

Would you care if it's really important to have a platform where it's invitation only or is it more open to everybody because as a parent, if you are looking for a babysitter maybe you want to sign up to a website where you know the babysitters are handpicked. So, ask them questions like that. Do you think will be something that you would use? Do you think this is a product that you are going to use as an ongoing process?

Andrew: Let's be a little more specific and then, I want to see more of the... We've got some really good visuals here. Let's talk about this site right here. This is Dog Amigo, you guys are done building this or done designing this. It's not yet launched, but this is what the site will look like. How did they do it?

Firat: So the client went to dog parks. There are eight dog parks in New York City. They went to all of them and they researched. They asked questions to the people that were walking their dogs in these dog parks. They had a survey of fifteen questions on a piece of paper.

They went up to dog owners and asked, "Can you fill out this survey?" Because they didn't want to this discussion-based, they had a paper which was just checks. It was just quick because these people don't have time. They are walking their dog.

Andrew: So these people walked into a dog park and said, "Will you fill out my survey? It's only check marks. All you have to do is check off what you think." That's the kind of customer research that you are suggesting we do?

Firat: Exactly. It's effective because you know that they own a dog. You can't just stop people on the street and ask them, "Hey, do you own a dog or do you own a cat, or whatever?" It's difficult to find that.

Andrew: What was on the survey that was checklist only? Do you remember one of the questions?

Firat: Does your dog have a Facebook profile?

Andrew: Really?

Firat: Yes.

Andrew: And they were hoping that people had Facebook profiles for their dogs?

Firat: Yeah, actually, seventy percent of the results that came in said yes and the reason Dog Amigo was created because Facebook used to delete dog profile pictures, non-human profiles. So, these people were homeless, they were looking for a place where they felt more comfortable. So, they were targeting these people. They wanted to understand dog owners. Have a Facebook for them.

Andrew: Alright. My dog does not have a Facebook profile page. I understand that some people would want that. Alright, so this is what you are talking about. Keep it simple. Do it quickly. Move on to the next step and the next step, if I look up on the big board, is draw every single screen on a piece of paper. I actually have here, let me go over to my second monitor here. A lot of buttons I press during these sessions. It's lot of work. It keeps me busy, but I like it.

So, here is the way that you did it. Sketching on a piece of paper. Alright, here's the thing that I would notice if I were watching in the audience. This looks like it's some kind of special piece of paper. Where do you get this paper that has the browser on it, a place for notes.

Firat: Actually, what you are looking at is the digital version of what it would look like. It's not that it shows drawings; we had to put this in our website to showcase how the process was.

Andrew: I see.

Firat: I didn't want to show some napkin drawings and so on. So, to answer your question, it will be just a basic piece of paper and a pen.

Andrew: Just like the listing that I got from the drug store.

Firat: Exactly...

Andrew: Without lines on it.

Firat: Yeah without the lines on it would be ideal.

Andrew: So when I draw the screens and I say, here's how it works, do you like it? Or what's the question that I would use?

Firat: Well this is actually for you to see how many screens are out there, so therefore you can relax, because sometimes you think about, you know, your product is about 10 or 15 pages, but it could end up being 40 or 60. If you draw every screen, including [??] from the loading process, to you know, the dashboard and everything else, you can get to see what's missing.

It's just like writing a business [??]. If you're writing a business [??], [??] spot analysis, you get to see your weaknesses, right? Same thing. If you write something, if you draw something, you're going to see what's missing, so you can fill in the blanks and make sure that you're prepared for the rest of the process.

Andrew: Okay. So every single thing, on a piece of paper, so I know what all the screens will look like, and then...you sent this to me in Dropbox, no one's going to be able to see all the details. It is ok that they can't see it. What we're looking at here is, well, you describe, what is this?

Firat: So this is one of our recent projects, we finished a couple of months ago, it's a project management iPhone application too. Let me start the project we usually put together for our clients. Obviously we do all the customer research, market research, we draw our ideas onto paper for every screen. And then here's the step where we turn our user [??] into digital format, and that's what you're looking at right now.

An entire blueprint of the iPhone application that needs to be designed. The next stage of this is the [??] design; but right before that, we'll put together an entire user experience. [??]. So what you're looking at right now, is a very detailed user experience documentation, showcasing the entire user phone. So what happens is when you tap here, one screen opens up and another one opens after that, and so on. It's very detailed.

Andrew: Okay. What software do you use to build this?

Firat: Well we use, actually, Illustrator. Everything's handcrafted. But for [??], I would recommend them using Balsamiq, it's a very popular user [??] tool. This is [??] our design agency, so we don't use template markup or user forms, but we put together our own. However, if you know basic Photoshop and Illustrator, you can put this together as well. There are templates that you can download...

Andrew: Balsamiq, it's mock-up software, this is what you're saying, but basically what you want us to do is...

Firat: ...It's the same thing. Ours is pretty, because we're designers. [??], and so it's a part-time job to make [??] next. But you can achieve that same thing using Balsamiq, without going to a design agency like us. And...

Andrew: ...I know. Sketch it out with a piece of paper so you know every screen that

needs to be built, and then lay out the flow of what happens when people do this, what happens when people do that, what do they see, etc. OK.

Firat: Exactly.

Andrew: Alright. Next is: Turn your designs into an interactive version. Do you guys do this for people, by the way, or...you do this for your clients, you're saying if we're doing this ourselves you want us to do it ourselves.

Firat: Exactly. We do it for our clients, but you can also do it, because there are tools out there. You can sign up too, and usually they are free to a basic level, but if you really want to do something advanced, obviously you have to pay. However, if you're designing your own product on your own, this is a great way to make it interactive, so you can get to see your ideas actually in a user experience perspective. You can really click on your designs now. So it's...

Andrew: Let's look at how this works. This is the site that you sent me before we started. I'm going to click on the latest example right here. There it is. Proto.io [SP] is the tool. And what it does, is it turns screenshots into experiences, actually like a chef on TV. I clicked ahead...no this isn't going to work...no, OK. Continue. There it is. Alright.

It turns screenshots into interactive experiences that look like the finished product, that act like the finished product, even though there's no intelligence behind them, beyond clicking from page to page. Is that right?

Firat: Yes, that's correct. You can interact in the line of [??]. You can input your designs here, link them here, and you can get to see how it will look like. How it's actually built.

Andrew: I see.

Firat: Obviously this is not dynamic. You can import some dynamic data, but it is limited. However, it will give you an idea of what app is going to apply, I think, or is going to look like. So you can make adjustments and changes, and understand the entire approach that you're having, if it's right or not. You can go back to the drawing board. In fact, actually launching it and coming back and changing things is a lot harder, and it will cost you more.

Andrew: So this is the tool, Proto.io?

Firat: It's very important to test it out as much as possible before you launch.

Andrew: Yeah. Okay.

Firat: For the product.

Andrew: So we lay this out. It's done. Is the idea to let real users interact with this Proto.io design that we've created to see what they think of it?

Firat: Absolutely. That would be a great feedback for you. So you can come back and make changes, update your designs, and maybe even your user experience. They may not know what to tap or click. Maybe mainly focusing on right now on iPhone app, but it could be a website as well. You can use this tool, same thing. It's good to see what they think about the products, and coming back to the drawing board, and then the designing of changing, making updates accordingly.

Andrew: Right. Do you have an example of someone who saw a document that looked like this one, or who showed it to their users and, based on user feedback, adjusted it?

Firat: Absolutely. Yes. We have clients coming to us actually having prototypes like this, and saying, "Here is what we put together so far, and here is the feedback we have received. Can you design it?" So we take these into consideration and design our UI/UX [??].

Andrew: What's the most surprising thing that you learned, having gone through this process?

Firat: Whatever we think, it's not always right, so you've got to ask your consumers. It's surprising to know that, what you put together sometimes is not what they're looking for. They're like, "I don't understand this, what it does." So that's a red flag.

Andrew: "I don't know what it does," is a big one. Do you think it's going to make sense?

Firat: "I don't know what it does," or, you know, learning about the user experience mainly. The focus here is to understand, actually, how your user's engaging with your products. Were they able to figure out that icon? Were they able to figure out that Home button that you put in there.

You thought it was so obvious, but when you give it to somebody else, they can't find it as quickly as you did. So you go back to the drawing board and make that better. So that's what we've learned by doing this strategy. You know, making it attractive and giving it to people hands-on and then we can collect that feedback, and come back and make the changes accordingly.

Andrew: All right. The next big idea is to let your competitors do the research for you.

Firat: Yes.

Andrew: And for that, you're saying that we should use this site, Dribbble. Dribbble with three Bs. And I always thought of Dribbble, by the way, as a site to go to just to see designers showing off with beautiful designs. And you're saying that it's a place to see what my competitors are doing?

Firat: Right. Dribbble is actually not only a platform to showcase your designs but also designer process and progress. So you can see what your competitors are doing by searching similar ideas, similar products, and see how they're

approaching their user experience.

Andrew: And they're showing what they do online, and saying, "Hey, what do you think of this?" Here's a guy you sent me. What's he doing right here?

Firat: So this is an iPhone application, and there are some comments. Specifically, you need to read those and understand the feedback from other people, if this is something that you are doing similar to. We can get to learn from this feedback from online. We don't have to do the research on your own. You should, but we can also gain more metrics and information from looking at your competitors and what they're doing.

Andrew: You had someone who tried to bring an outside idea and copy that, and bring that into their space. What's wrong with that? Why are we looking specifically at our competitors and what they're doing, and not being broader in what we're trying to copy?

Firat: Because they already did their homework. They already amassed their resources, and it's important to look and understand that, that doing it from scratch. You don't have to reinvent the wheel and do the entire process, but looking at what they're doing and do something better, is the approach you should have.

Andrew: Do you have an example of something that you were able to see your competitors do or one of your client's competitors do, and then brought that back in, and basically let your competitors do the research.

Firat: Yeah, you can. If you're designing an iPhone application for finding a babysitter, for example, you can look on Dribbble and similar ideas and see what they follow and what their feedback is from the hits and get the,,,

Andrew: And you did that?

Firat: Right.

Andrew: Did you guys do that at the babysitter site that you worked on?

Firat: Well, I use an iPhone application in this. It's a citified project, a project called Citified.com website, but you can do the same approach by looking at other competitor babysitting directory websites and see what they are up to and gain from their research [??].

Andrew: Okay. Let's go on to the next big idea. This is to have a clear direction. Who doesn't have a clear direction? That seems almost too simple for us to keep on the board, but it was important. Why is it important?

Firat: It's very, very important to have a clear direction of your products' features and all the details of what you want to incorporate for your initial launch. A lot of entrepreneurs [??] design are fortunate in incorporating a lot of features like [??]. I want to have this. I want to have that.

But then they spend a lot of time doing it, and it's important to have a clear vision and plan what you want to do, what you want to incorporate of the features at first launch. It's very important so you don't actually fail. This is part of the process. Our approach in this process is not having our designer audience not fail by not doing their part of the process. So having a clear vision is a very important part of this process so you know exactly what you want to design.

Andrew: Here is one of your clients who did that. This is WonderFly [??]. This is the work that you did for them. You said to me before that these guys came to you with a clear direction. What was the clear direction that they came to you with?

Firat: So they knew actually the features of the app they wanted us to design for them. They had exactly the wire frames. They had user [??]. It's great to have that kind of vision. It makes the designer's job easy and if you're the designer and also the product person you must have a clear vision, know exactly what you want to do and make clear decisions. [??]

Andrew: This is what you want us to do. You mean, be clear in the direction we give you by giving you, the designer, specific wire frames, specific guidance. Most people don't do that. They say, "I have this vague idea. I need you to help me clear it up. I need you. Help me figure it out." That's what you're saying?

Firat: Exactly. They think it's ten pages. They think it's very simple. It can be done in one month. Have a clear vision. Do your research. Do your homework. This is all part of it obviously. Having a clear vision is part of it, even going through this process. User [??] that it will shape you, your direction, and have you on a [??].

Andrew: Okay. Onto the big board again and the next idea is do user testing to get feedback. Again, before I started, I said to you, "Everyone does user testing, no?" What can we leave people with that's different, that opens them up to a different way of doing user testing. And you sent me... I'm going over to my second monitor to show you. You sent me this. What is this?

Firat: So this is an event that's held at Beaver Flats [sp]. Beaver Flats is a [??] space. A lot of other startups are working in a [??]. It's a great environment and one of the members put together a great musical to test events, and they do this frequently where other people can come in and bring their products and get real accurate feedback from other people.

It's like speed dating. You sit in the front of a computer and you record it. Your screen is recorded. Your video is recorded and you can have ten, 15 people testing the product every four days on screens. And then you can go back to get these and then understand what you did right, and what you did wrong. And, therefore, you can go back and update your designs and user experience.

Andrew: If we copy this can we just have, do you think, entrepreneurs in a room, so maybe ten entrepreneurs get together, they each check out each other's software and give each other feedback? That's the goal.

Firat: Mm-hmm.

Andrew: That's the way you guys did it. They were all entrepreneurs.

Firat: Right. They were entrepreneurs or founders, the majority of the people going to do the feedback. However, you can set this up on your own as well. You can create a meetup.com [??] or ask your friends and family. It's not ideally like that because your friends tend to give you good feedback regardless. They're not going to tell you the real feedback, but...

Andrew: My friends better say everything I do is great.

Firat: [laughs] Exactly. So it's important to actually go up to the people that you don't know and they don't know you so they can be objective because that's going to be, the feedback you're going to get is so valuable that it can change your entire success.

Andrew: And so I would just bring ten people into an event to gather, have each of the ten people check out my site or my app, watch them as they use it, and you also said earlier record them. What did you guys use to record?

Firat: There are a few apps out there you can use. However, you can record it basically with any recording. But mainly I would highly suggest screen recording, than video recording.

Andrew: So you can watch where their mouses go and what they're clicking on.

Firat: That's the point. Because you don't want to sit next to them. That's another thing. You don't want to pressure them. You want to give them the directed prototype and say, I'm not going to tell you anything about this product. Here it is. Just tell me at the end what you thought about it. You're going to leave them alone for 5,10 minutes. Not a lot. Don't give them 10, 15 minutes.

Maybe at a maximum ten minutes. And then watch their recordings afterwards. See how they were interacting with your product, with your initial design tool. Because you put together some process, thought process, of user experience and see actually if it was easy to use [??] or not.

Andrew: Okay. Alright. So don't even have them look at it. I'm thinking, all right, so you could do a party over at your place and have people over, not friends and family but potential users, say the computer's over in the corner, at some point tonight everybody go over and try this out and let's talk after you try it out but I'm going to hover.

I'm not going to tell you what to do, I'm just going to let you experience the site and know that whatever you do is being recorded so don't do anything embarrassing.

Firat: Exactly. And you don't have to do this maybe 10 people at a time. You can do 1 person at a time at different times as well. It doesn't have to be a big event. You know, you can find someone, schedule a meeting, you know, meet them at a coffee shop, anywhere, your office, and then the computer, and then, you know, get

feedback from that. And then do this repeatedly until you're satisfied.

Andrew: Okay. Get all these nice designs that we talked about. They're all set up. And then you tell us we need to have the design sliced. What does it mean to slice them and who does it?

Firat: So once the design process is finished, the next thing on the assembly line is the product developer who is going to take your source files and slice them. And it's important for our audience to understand that. After the design stage is finished, finalized, before that there's one more step. What a lot of people doesn't understand is that we have to slice every individual element of your design including icons, buttons, fonts, everything.

They have to be sliced up and handed to the walker. This is actually the walker's job, responsibility. I advise, as a designer, or as a venture set-up [??] to have your walker do it versus the designer doing it because it's important for the walker to understand every component of the website.

Once they do the slicing, they will go over the entire process and understand your design image, your user experience versus handing them the sliced file and asking them to do it. So it's important for the walker to do it. But it's mostly important for our audience to know that there is something in between, not just design at the moment but there has to be a process for slicing.

Andrew: On your website you say, we're no IKEA.

Firat: Yes.

Andrew: Right next to this. What does it mean that you're no IKEA? And then I want to understand this left object here.

Firat: So not every designer group is very organized. So we work pretty loose and name every folder, every layer nicely. And readability is really important so when you go into production, it's important when you're slicing these units you understand where each layer was.

Andrew: So you're saying that IKEA makes it so tough, that you're stuck there trying to figure out sometimes where a piece goes because they use no words on their, on their guides, on their how-to-do-it.

Firat: They don't label them properly. They don't tag them properly. So we're no IKEA. It's like you bring an IKEA furniture, it could take up to a couple days, depending on what you put together.

[both laugh]

Andrew: I call a company called Exec to come and do it. There's a company called Exec here in San Francisco. I call them and let them do it. I hate doing that. But I see what you're saying. Side bar, all properly labeled. Player, properly labeled. You're saying cut it up, label it properly, make sense for the next, for the developer

to understand what it is.

Firat: Exactly.

Andrew: Just like you, as a designer, wanted a process that makes sense for you with all the screen shots, you want the same thing to go to the developer. I say, thumbs up.

Firat: Yes. It will save you time and money.

Andrew: All right. I like saving time and money.

Firat: Um-hmm.

Andrew: On to the big board, again. Final point is, have a separate person on the back end development.

Firat: Yes.

Andrew: What's back end versus front end development? Let's start with the basics.

Firat: Sure. So they're two different areas, therefore two different professions. It's like being a doctor. You can be a doctor but you specialize in certain body parts. So same in the developers. That's why I give that example. It's very basic to understand. Not every developer can do everything, the entirely. Not everybody offers the front end. Not everybody offers the back end.

They're two different animals, therefore you have to look at them separately. You have to approach them separately. So you shouldn't be hiring one individual who says I can do front end and back end for you because it's almost impossible to have both talents. Or you can, but you won't have enough experience or approaches as, you know, being specialized in front end or back end.

So it's important to separate these two when you're hiring the person who's going to implement your designs so they can be really good at what they're doing.

Andrew: Okay. Alright. There it is. I know that people are going to come to your website after we're done. I know that some of them are going to be a good fit for you to work with and some aren't. Who is a good fit? By the way, did you notice I just fidget, I just double click, triple click.

It's so weird that if you watch people use a website, they just click around. And I just notice now with the camera on my browsing habits that sometimes I'll just do funky habits like this, or maybe I just move this around. I can't do it for you.

Firat: That's cool.

Andrew: Okay. So what size clients do you guys take on?

Firat: [??] approach is to help start-ups and entrepreneurs.

Andrew: But the corporate clients have the big money?

Firat: Yes, that's it. That's exactly why we don't want to represent them. It's not about the money. It's about passion and people. People that are smart, and want to actually do something in the industry. They're very innovative. We love their ideas. And as a designer, you want to see your designs actually implemented. Working with big corporations, they hire five or six agencies at the same time and your designs will be picked partially.

And they're going to take your designs and adapt with the other designers' work and so on. So you never get to see your actual work being implemented. As a designer, your motivation is to see the feedback. That's your real [??] So working with start-ups is really actually great because they execute and because of that, we prefer working with start-ups.

Andrew: Right. If I came to you with an iPhone app idea and said it was ten screens, what would you charge to design that?

Firat: Well, usually it's not ten screens. As I mentioned earlier...

Andrew: Ten screens seems...

Firat: ...it could be, you know, 30 or 40 pages because there's a lot of screens that...

Andrew: How many screens in this? That we showed earlier.

Firat: This is close to 35 pages, I believe. But the client told me it was about 15, 20 pages. Double the amount of pages for any project.

Andrew: It ends up being more than they think. So what does this cost to develop? To design the user experience for?

Firat: So this is just a UX card. We also designed the actual user interface as well.

Andrew: Okay.

Firat: It was around \$15,000 dollars.

Andrew: \$15,000 dollars for something like this.

Firat: Fifteen, yeah. 1-5.

Andrew: 1-5, right? Fifteen?

Firat: Fifteen. Sorry, I have an accent, so. [laughs]

Andrew: I want...it's not even just about the accent. I want to make sure the transcribers write it down and people don't think that it's 50.

Firat: There's no way. If you're spending \$50,000 dollars in design, some companies do and I don't want to name them but you're getting ripped off. There are a lot of very talented designers or agencies out there that can deliver good results.

Andrew: Alright. And you will not allow me to share this PDF that I've been showing up on the screen with anyone, right? You're okay with me showing this...

Firat: It's the blueprint for a project. Unfortunately we can't show a case, I mean we can't show a case, I mean a video but not an audible.

Andrew: All right. If people want to follow up with you, what's a good way for them to contact you?

Firat: Email would be great. They can contact me through [Hello@AwesomeNYC.com](mailto>Hello@AwesomeNYC.com).

Andrew: [Hello@AwesomeNYC.com](mailto>Hello@AwesomeNYC.com).

Firat: Yes.

Andrew: Fraught, thank you so much for doing this.

Firat: Thank you for having me. I appreciate it.

Andrew: The viewer. I interrupted as you were saying thank you to me, I apologize. Thank you for doing this. And to the audience, thank you all for being a part of it. Bye, guys.