



## Have YOU asked these questions during an interview?

Whether you're about to start looking, or already have candidates lined up for interviews, here are five super important questions to ask before hiring UX designers for your startup.

Having answers to these questions will ensure the relationship with your designer is built on confidence and trust—and that inevitably leads to a better product for your users.

[Click here to check out this week's article](#)

## With TDP, Noogata's Faster, Stronger, And More Efficient Than Ever

The no-code AI data analytics tool, Noogata, came to the TDP team after recognizing their platform needed some help. We redesigned the platform so that Noogata customers could more easily leverage data, and decrease the strain on their customer service team.

[Find out how we did it](#)

## 3 Apps Doing Doing Automation Right

TDP is all about making life easier for startups. With that in mind, we're excited to share three of our favorite automation tools that help alleviate access busy-work while enhancing your team's productivity and work experience!



### ConvertKit

Email marketing is an invaluable tool for every business, and ConvertKit makes it unbelievably easy to create and automate email sequences, funnels, and campaigns. We love it and use it for our own Newsletter!

[Learn more about ConvertKit](#)



### Scalestack

Lead generating is critical to a thriving business, but cold outreach is a time-consuming and exhausting task when done manually. Our friends at Scalestack have developed an incredible lead generation automation tool that makes securing high-value leads easy, fast, and effective.

[Learn more about Scalestack](#)



### Zapier

Workflow automation can do wonders to enhance productivity and quality of life for your team. Zapier makes otherwise tedious procedures (like downloading attachments from an email to your Dropbox) effortless via automation.

[Learn more about Zapier](#)



Having shared his incredible insight on TED.com, Tim Brown is the chair of IDEO—a design company seeking to better the world with the power of design.

His expertise shines through in this quote, as he so concisely articulates how design is so much more than art—it's a science.

[Learn more about Tim](#)

## No great story is complete without a proper prologue

There's one huge element that must happen before even a low-fidelity mock-up is made—and if you skip this step, your user retention will suffer.

This element is called **Product strategy**.

Being that we often say the human experience is the foundation of effective UX design, product strategy is the frame. Product strategy is impossible without human experience at its core, and great UX isn't possible without a solid product strategy.

It's how we:

- Understand who the user is
- Create resources of visual and fundamental inspiration
- And strengthen (or establish) a proper Design System

But what IS Product Strategy—what does it actually mean?

Well...

It's research.

Product Strategy is thorough, detailed, and carefully documented research about your user, similar products, trends, brand identity, and more.

It's invaluable.

**Pro Tip:** When interviewing UX designers, find out how they feel about Product Strategy and their method of conducting it.

This will offer great insight into a UX designer's expertise and process.

## You made it—thanks for sticking around 'til the end, friend!

We hope you enjoyed this week's newsletter. As always, we have a ton of fun creating and sharing these with you.

But now it's your turn:

- Do you have any questions?
- Are there any topics you'd like to learn more about?
- Do ya wanna know our secret chili recipe...?

We won't know unless you tell us (and trust us... the chili is fire)

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